

Calgary



C2021-1375
ATTACHMENT 3



Fall 2021 Quality of Life and Citizen Satisfaction Survey

Final Report – ISC: Unrestricted

October 5, 2021

Prepared for The City of Calgary by:





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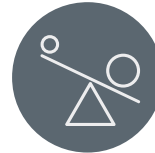
112

Respondent Profile

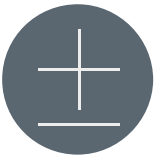


Telephone survey conducted with a randomly-selected sample of 2,500 Calgarians aged 18 years and older between August 16th and September 4th, 2021.

- Both landline (55%) and cell phone (45%) sample were used.
- The average interview length was 30 minutes.
- When assessing City programs and services, each respondent is asked to rate about one-half of the 35 programs and services evaluated.



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.



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



Where possible, **results are compared** to previous iterations of the Quality of Life and Citizen Satisfaction survey and the Spring Pulse 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 Fall Citizen Satisfaction survey to 2021 Spring Pulse survey results.
- Statistically significant changes from Fall 2020 to Fall 2021 and from Spring 2021 to Fall 2021 are noted:
 - ↑ indicates number is significantly higher than Fall 2020/ Spring 2021
 - ↓ indicates number is significantly lower than Fall 2020/ Spring 2021
 - Some bar charts in this report do not add to 100% due to rounding.



QUALITY OF LIFE



'Good' Quality of Life 80%

84%

I am proud to live in my neighbourhood



79%

I feel safe walking alone in my neighbourhood after dark



77%

Calgary is a great place to make a life

67%

Calgary is a great place to make a living

76%

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

ISSUE AGENDA (TOP 3)



29%

Infrastructure, Traffic & Roads



14%

Crime, safety and policing



14%

Transit

COVID-19



36%

Major threat to mental health

33%

Major threat to physical health

28%

Major threat to personal financial situation

VALUE FOR TAXES & CITIZEN SATISFACTION



55%

'Good' value for tax dollars



68%

'Satisfied' with City programs and services



66%

'Satisfied' with customer service

CITY PERFORMANCE & REPUTATION



72%

Satisfied with running of The City by Council and Administration



50%

'Trust' The City of Calgary



71%

'Agree' City practices open & accessible government



Fall 2021 Highlights

- 1.** Perceptions about the quality of life in Calgary have remained stable since the onset of the COVID-19 pandemic. Perceptions of Calgary being a ‘great place to make a living’ have increased since Fall 2020.
- 2.** “Infrastructure, traffic and roads” continues to lead the issue agenda, unchanged since Fall 2020. “Crime, safety and policing” and “transit” complete the top three issues in Fall 2021. “COVID-19” continues to be a prominent issue and “taxes” has declined since last year, whereas “recreation and parks” has increased.
- 3.** Just over one-half of Calgarians agree that ‘Calgary is safe for all residents and visitors, regardless of things like ethnicity, race, religion, income, or sexual identity’.
- 4.** As a new measure in Fall 2021, just more than two-thirds of Calgarians agree ‘we need to act now to address climate change’.
- 5.** Calgarians who view the COVID-19 pandemic as a ‘major’ threat to their mental or physical health has increased since Fall 2020, while viewing the pandemic as a ‘major’ threat to Calgarians’ personal financial situation has decreased. Close to three-quarters of Calgarians are satisfied with The City’s response to COVID-19.
- 6.** More than two-thirds of residents are satisfied with the overall level and quality of City services and programs, statistically down from Spring 2021, but consistent with measures in Fall 2020. The main increases in satisfaction rest with property tax management and support for arts and culture. The main decreases in satisfaction focus on snow removal, affordable housing for low-income families and downtown revitalization.
- 7.** The majority of Calgarians want ‘more’ investment in affordable housing, social services, snow removal, road maintenance and Calgary Transit.
- 8.** The perceived value of property tax dollars is consistent with Spring 2021 and Fall 2020. In order to balance taxation and service delivery, Calgarians lean slightly more towards preferring tax increases versus cutting services.
- 9.** Satisfaction with The City’s customer service delivery remains positive and stable since Fall 2020.
- 10.** As Calgary heads into an October 18th municipal election, ‘trust’ in The City has remained stable during the pandemic, as have satisfaction ratings for the municipal government’s performance overall, Administration’s performance and City Council’s performance.



Quality of Life



SUMMARY OF FINDINGS

Quality of Life

Perceptions about the **quality of life** in Calgary have remained stable since the onset of the COVID-19 pandemic.

Perceptions of Calgary being a **great place to make a living** has notably increased in Fall 2021.

Agreement that **Calgary is on the right track to be a better city 10 years from now** has also statistically increased since Fall 2020.

- In Fall 2021, 80% of Calgarians say the quality of life in Calgary today is ‘good’, similar to 78% in Spring 2021 and to 79% in Fall 2020.
- A total of 46% of Calgarians say the quality of life in the city has ‘worsened’ in the past three years, similar to 45% in Spring 2021 and 44% in Fall 2020.
 - In comparison, 44% of Calgarians report that the quality of life in Calgary has ‘stayed the same’ in the past three years, consistent with 42% in Spring 2021 and with 43% in Fall 2020.
 - Perceptions of an ‘improved’ quality of life (11%) are on par with 12% in Spring 2021, but are statistically lower than 14% in Fall 2020.
- Further, 84% of Calgarians agree that ‘I am proud to live in my neighbourhood’, similar to 85% in Fall 2020, and 81% agree that ‘I am proud to be a Calgarian’, down from 85% in Fall 2020.
- Agreement that ‘Calgary is a great place to make a living’ (67%) has increased since Spring 2021 (56%) and Fall 2020 (58%).
- Agreement that ‘Calgary is a great place to make a life’ (77%) is similar to results in Spring 2021 (76%) and is identical to results in Fall 2020 (77%).
- Three-quarters (76%) of Calgarians agree that ‘Calgary is on the right track to being a better city 10 years from now’, similar to Spring 2021 (74%), and statistically higher than Fall 2020 (70%).
- Seven-in-ten (70%) Calgarians agree that ‘The City of Calgary municipal government fosters a city that is inclusive and accepting of all’, similar to 69% in Spring 2021 and 72% in Fall 2020.
- One-quarter (26%) of Calgarians agree that ‘I am regularly involved in neighbourhood and local community events’, identical to 26% in Fall 2020.

SUMMARY OF FINDINGS

Quality of Life (continued)

Perceptions of safety in Calgary have remained consistent.

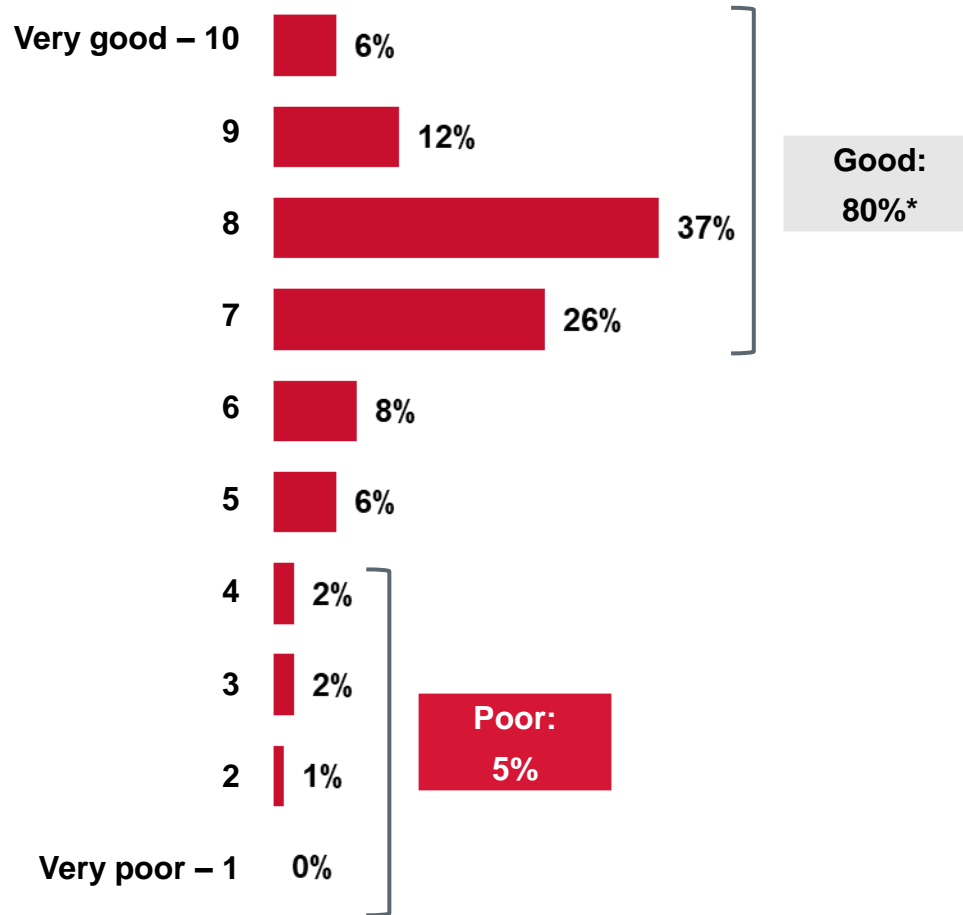
More than two-thirds of Calgarians believe we need to act now to address climate change.

Just over one-half of Calgarians agree that 'Calgary is safe for all residents and visitors, regardless of ethnicity, race, religion, income or sexual identity'.

- One-half (49%) of Calgarians agree that 'Calgary is moving in the right direction to ensure a high quality of life for future generations', consistent with 52% in Spring 2021 and 50% in Fall 2020.
- A sizeable majority (85%) of Calgarians think Calgary is 'safe' overall, consistent with 87% in Fall 2020.
- Almost eight-in-ten (79%) Calgarians say they do or would feel safe walking alone in their neighborhood after dark, identical to 79% in Fall 2020.
- In addition, 57% of Calgarians think that crime in their neighbourhood during the past three years has 'stayed the same' (consistent with 59% in Fall 2020), whereas 36% feel it has 'increased' (similar to 33% in Fall 2020), and 4% believe it has 'decreased' (identical to 4% in Fall 2020).
- As a new measure in Fall 2021, 54% of Calgarians agree that 'Calgary is safe for all residents and visitors, regardless of things like ethnicity, race, religion, income, or sexual identity'.
- Just over one-half (53%) of Calgarians agree that 'The City of Calgary delivers programs and services that remove barriers to participation for Calgarians who need it the most', down from 57% in spring 2021.
- As well, 68% of Calgarians agree that 'I think we need to act now to address climate change', which was also a new question in Fall 2021.
- Further, another addition to the Fall 2021 survey shows that just over one-half (52%) of Calgarians agrees that 'The City has programs and services aimed at helping Calgarians reduce their environmental impact'.



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?

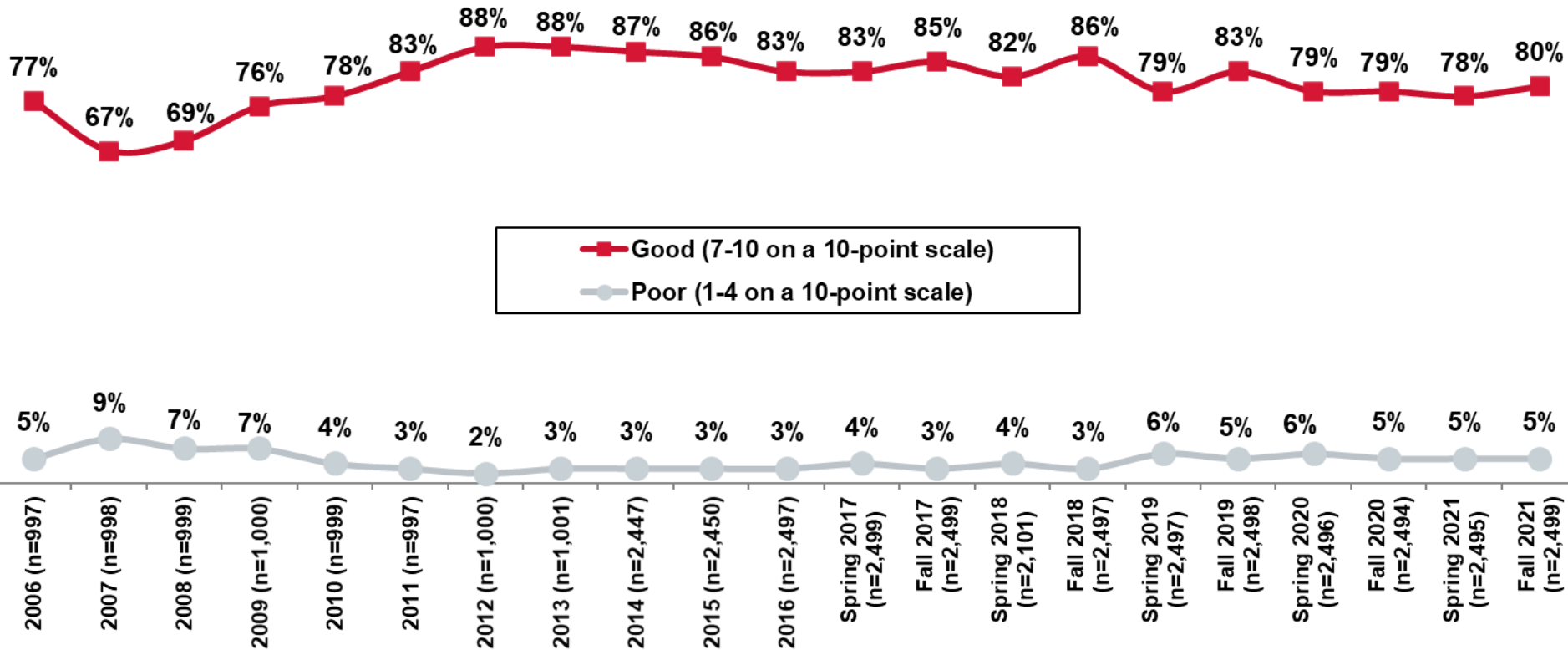
Base: Valid respondents (n=2,499)

*Rounding



Tracking | Quality of Life Ratings

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



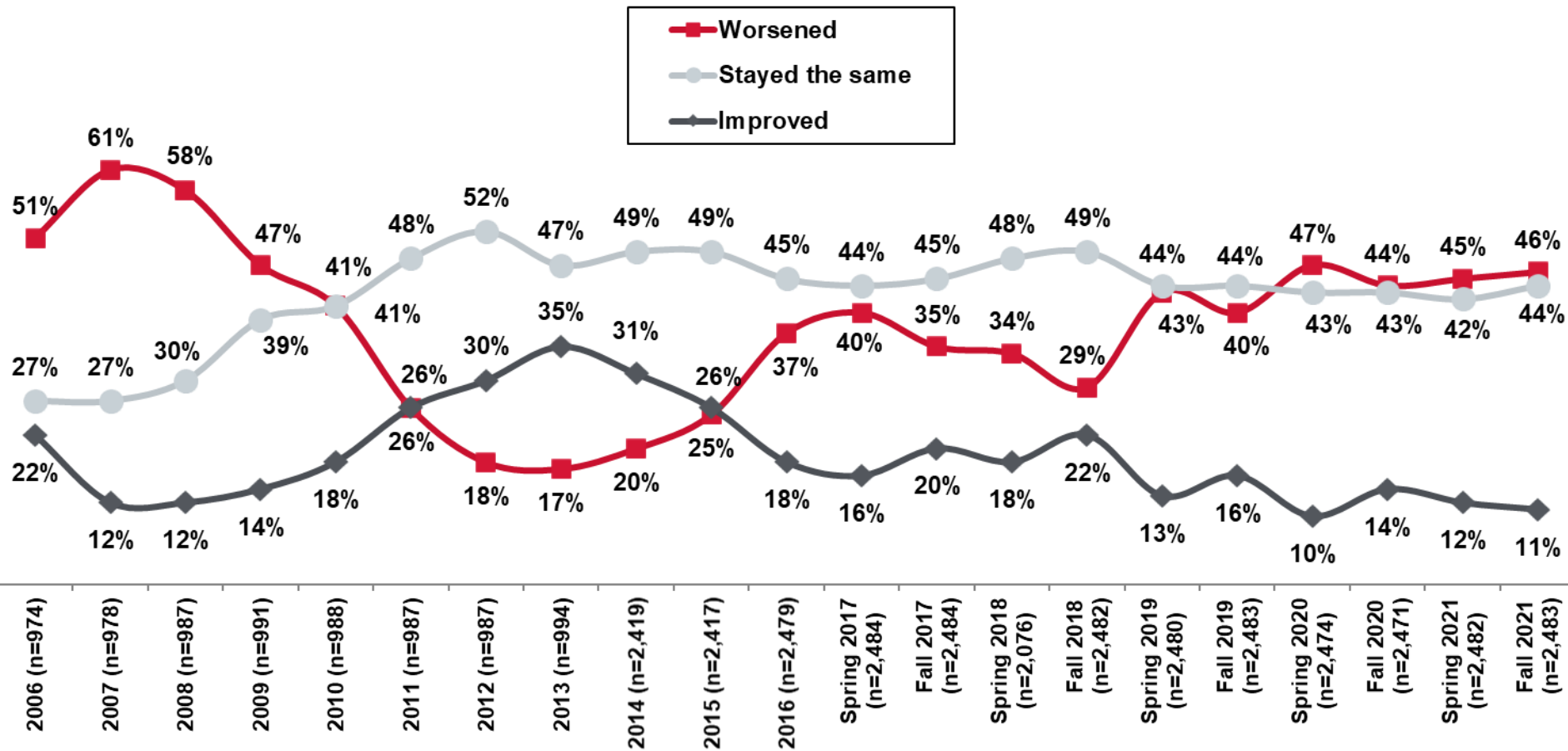
Neutral ratings of 5 or 6 not shown

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



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

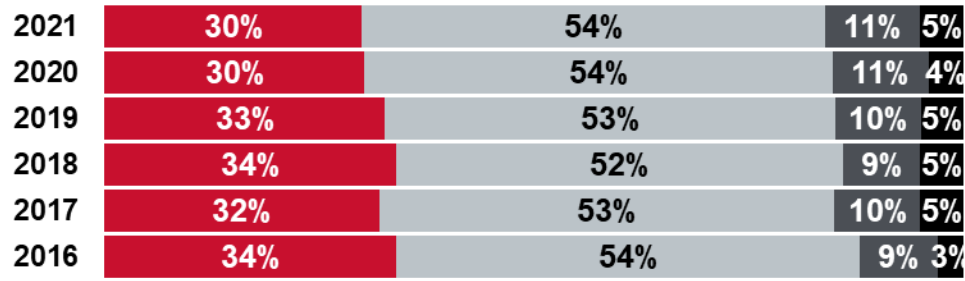


Sustainability: Connectedness

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

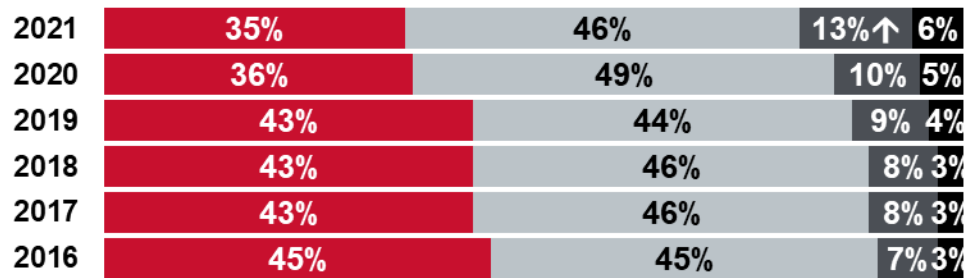
% Agree

I am proud to live in my neighbourhood



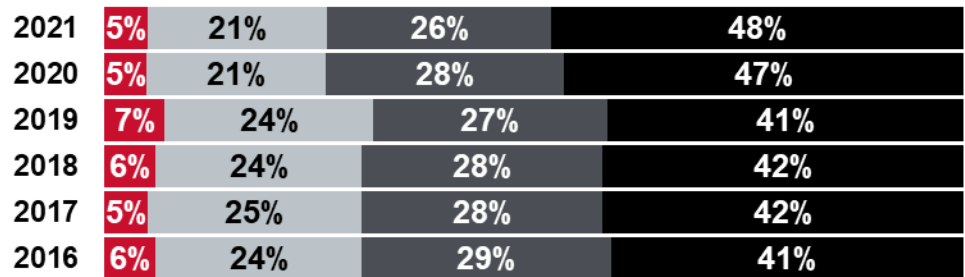
84%
85%*
85%*
86%
85%
88%

I am proud to be a Calgarian



81%↓
85%
87%
89%
89%
90%

I am regularly involved in neighbourhood and local community events



26%
26%
31%
30%
30%
30%

All waves conducted in the Fall

*Rounding

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."

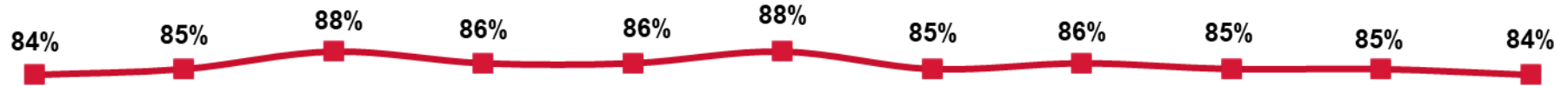
Base: Valid respondents (Bases vary)

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

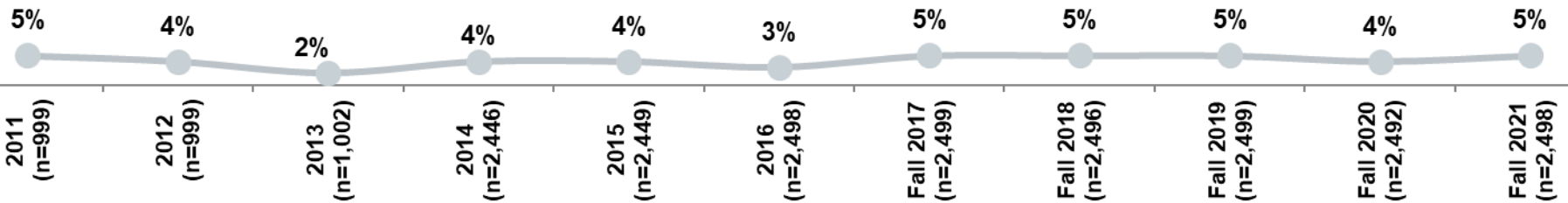


Tracking | Proud to Live in My Neighbourhood

I am proud to live in my neighbourhood+



■ 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

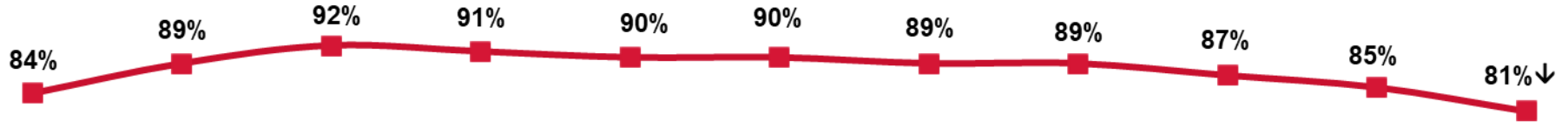
*Not asked prior to 2011

Neutral ratings of 5 or 6 not shown

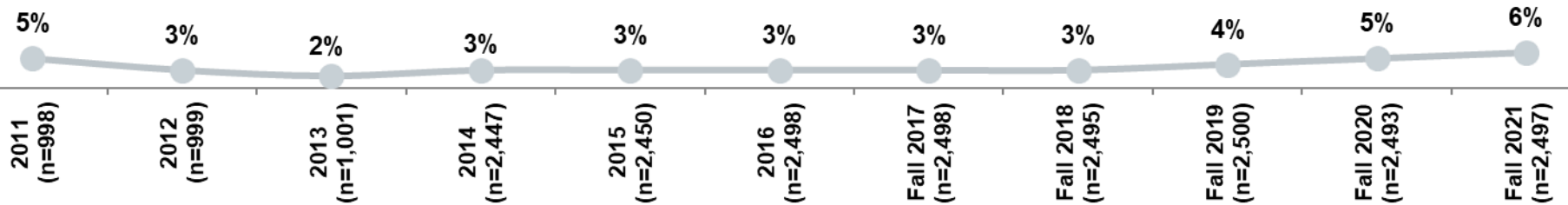


Tracking | Proud to Be a Calgarian

I am proud to be a Calgarian+



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



*Not asked prior to 2011

Neutral ratings of 5 or 6 not shown

↑ Statistically higher than Fall 2020

↓ Statistically lower than Fall 2020

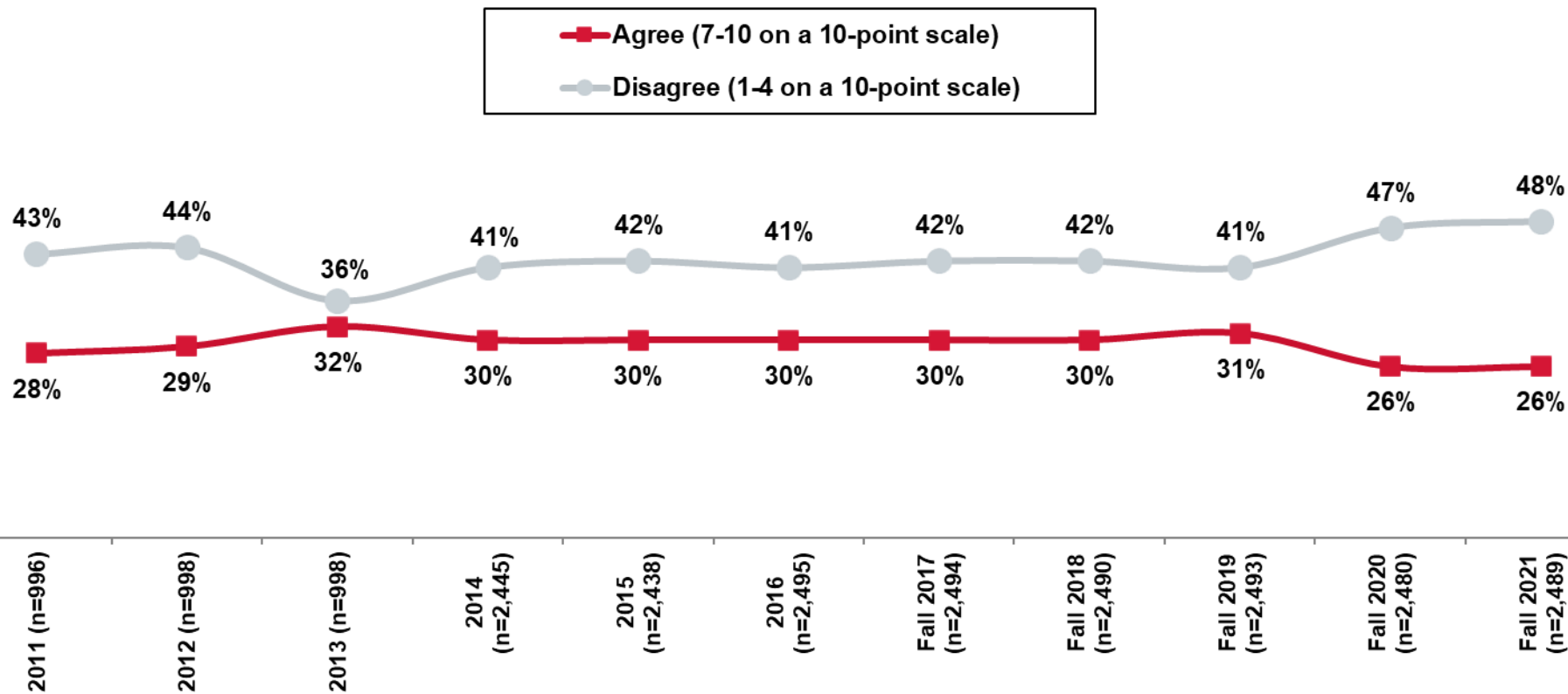
Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents



Tracking I Involved in Community Events

I am regularly involved in neighbourhood and local community events+



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."

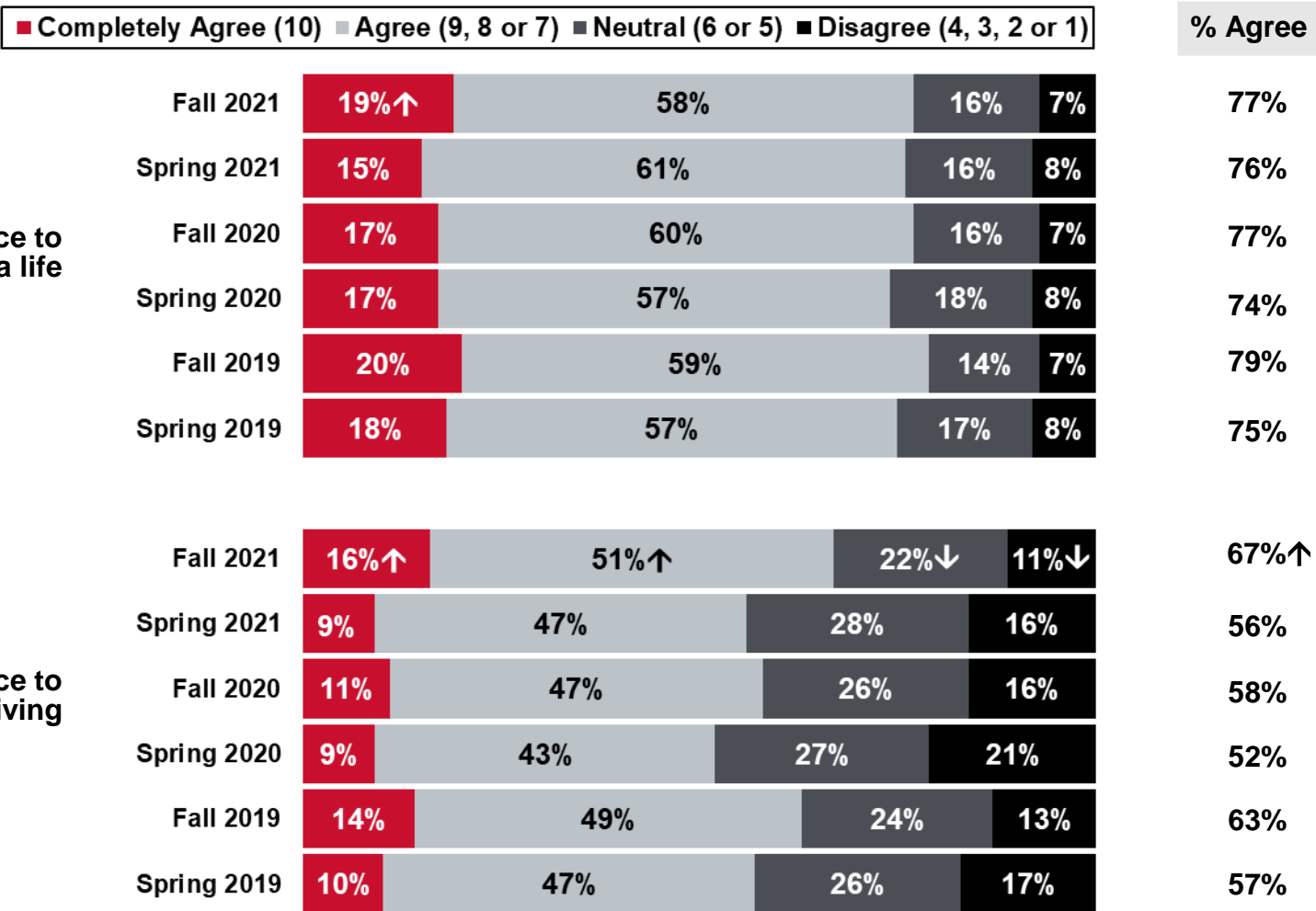
Base: Valid respondents

*Not asked prior to 2011

Neutral ratings of 5 or 6 not shown



Sustainability: Making a Life & Making 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."

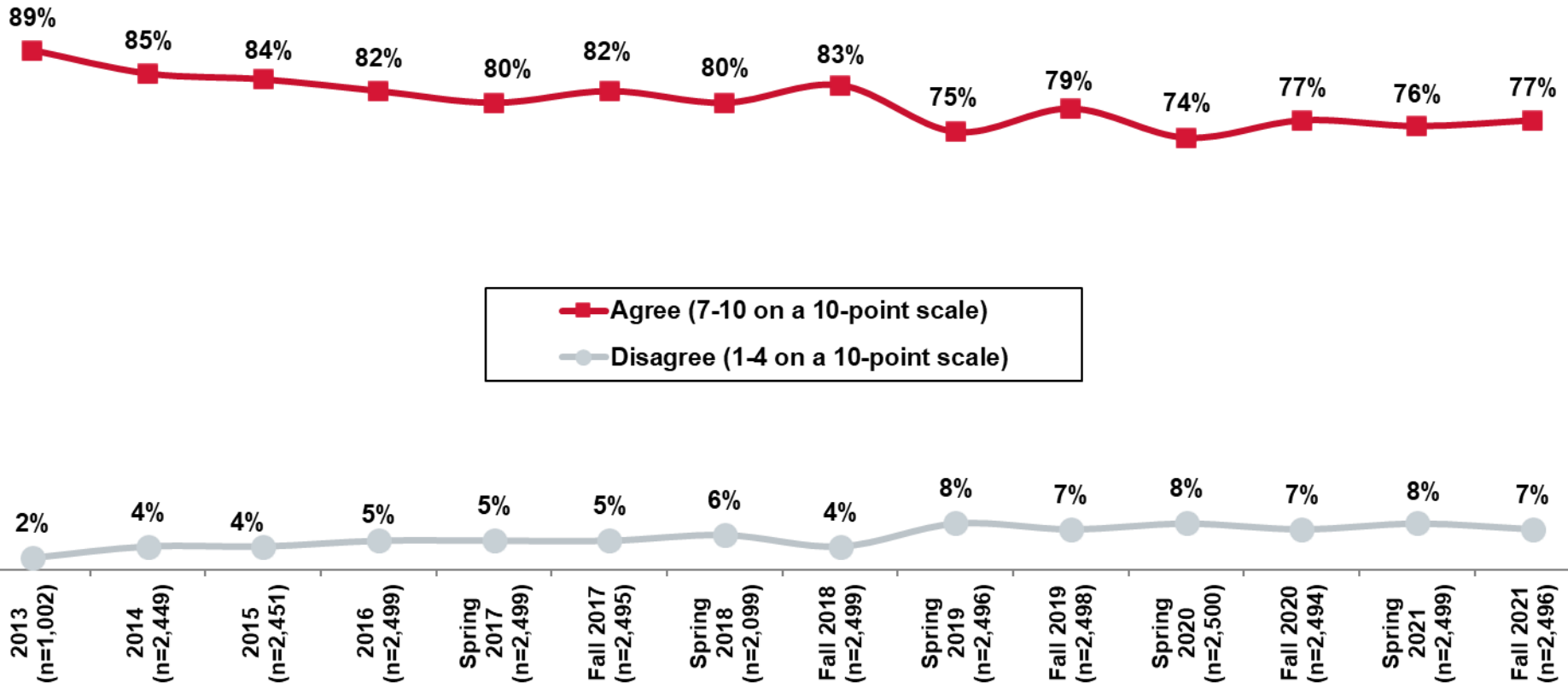
Base: Valid respondents (Bases vary)

↑ Statistically higher than Spring 2021
 ↓ Statistically lower than Spring 2021



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)

*Not asked prior to 2013

Neutral ratings of 5 or 6 not shown

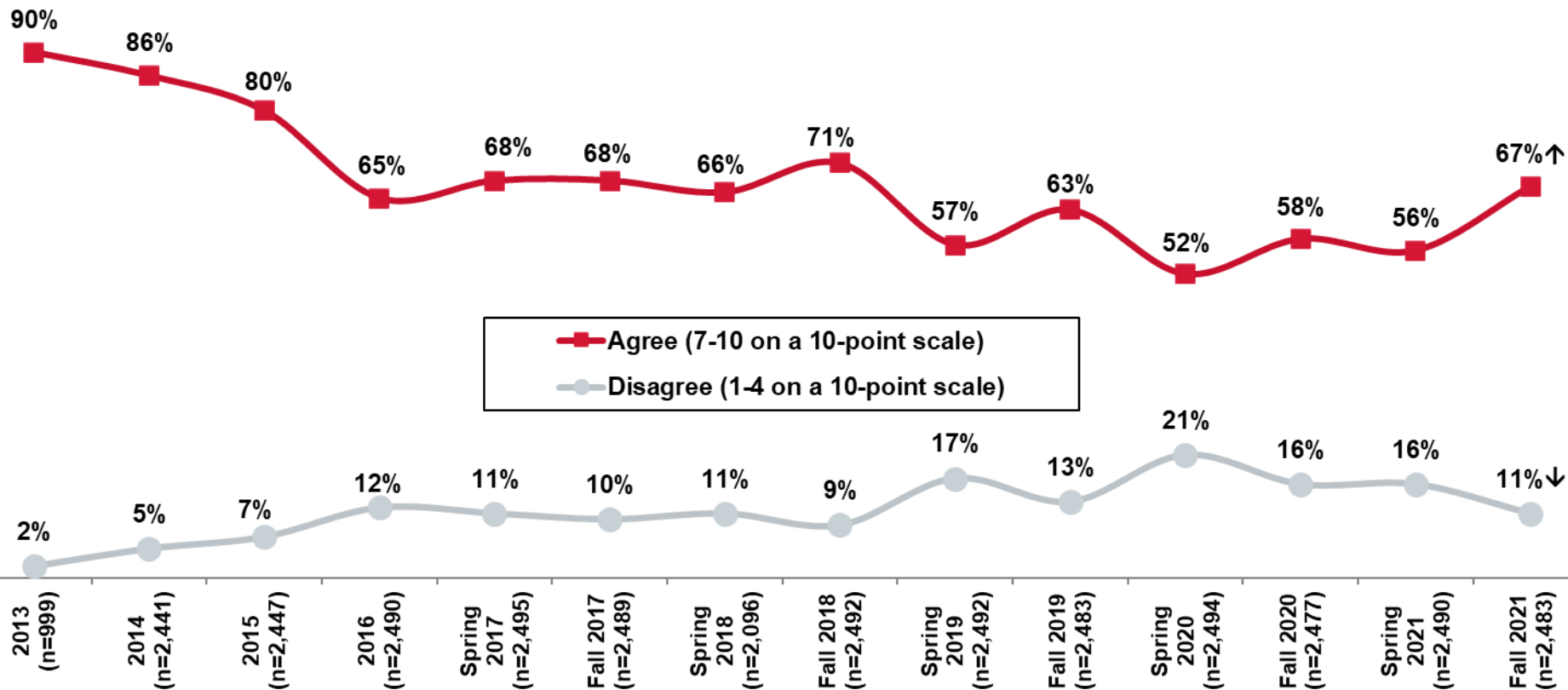
Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents



Tracking | Making a Living

Calgary is a great place to make a living*



*Not asked prior to 2013

Neutral ratings of 5 or 6 not shown

↑ Statistically higher than Spring 2021

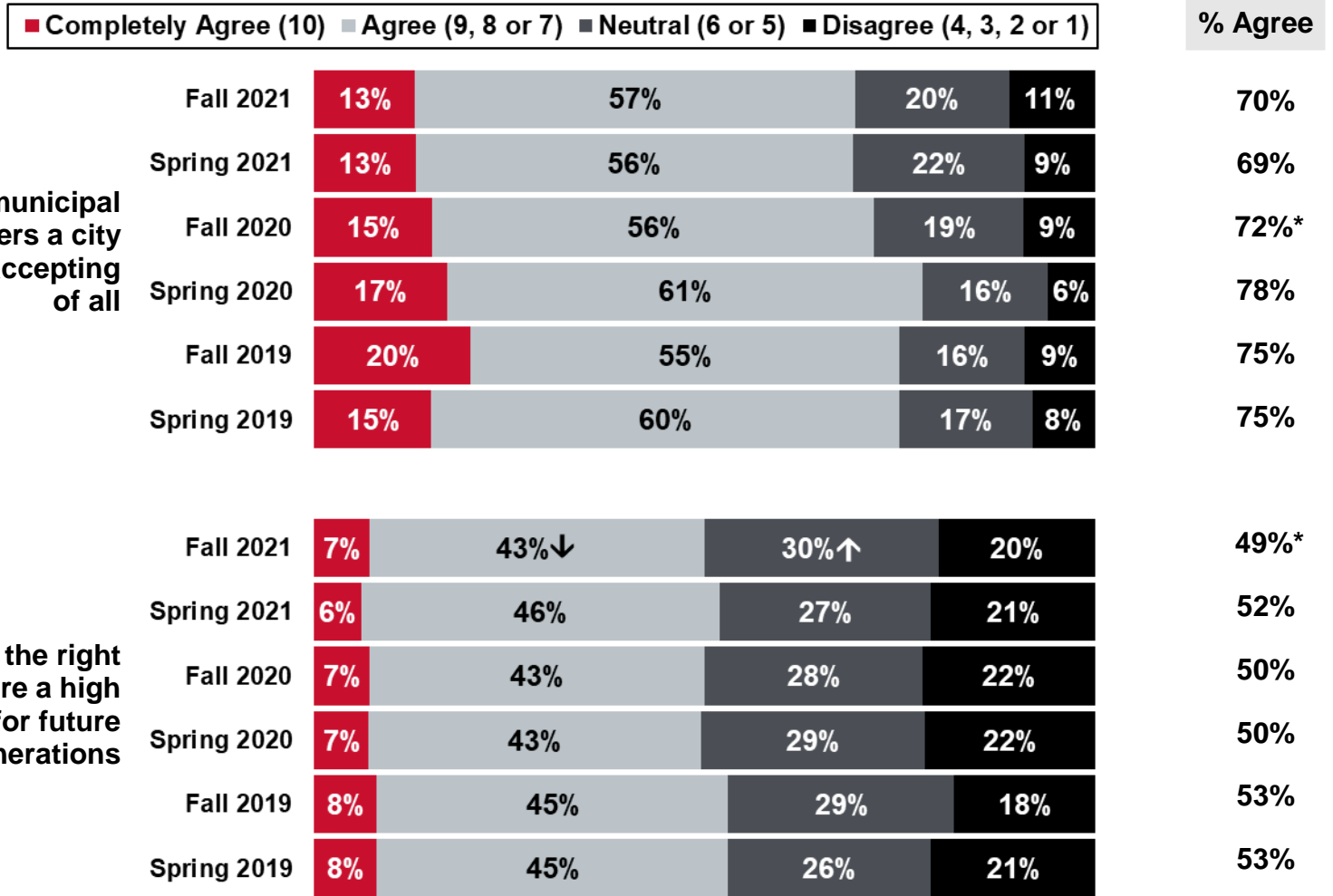
↓ Statistically lower than Spring 2021

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



Sustainability: Inclusivity & Future Direction



*Rounding

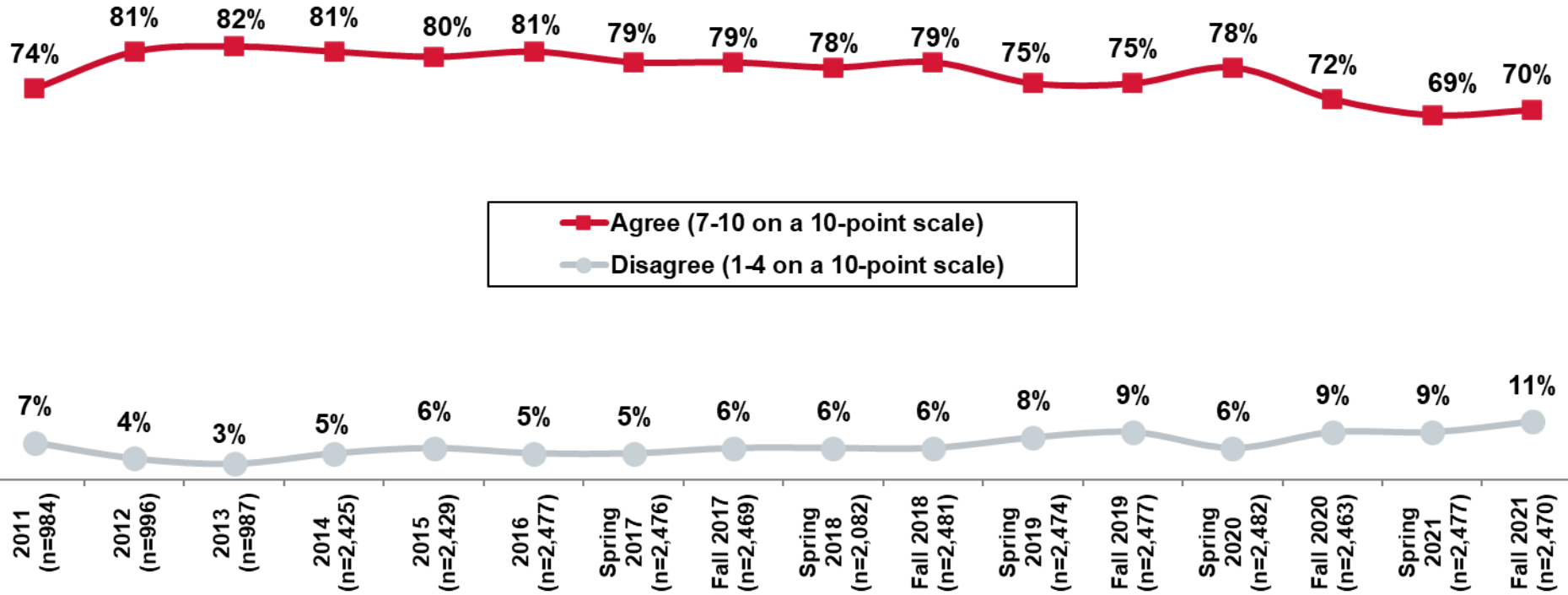
↑Statistically higher than Spring 2021
 ↓Statistically lower than Spring 2021

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)



Tracking Inclusivity

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



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

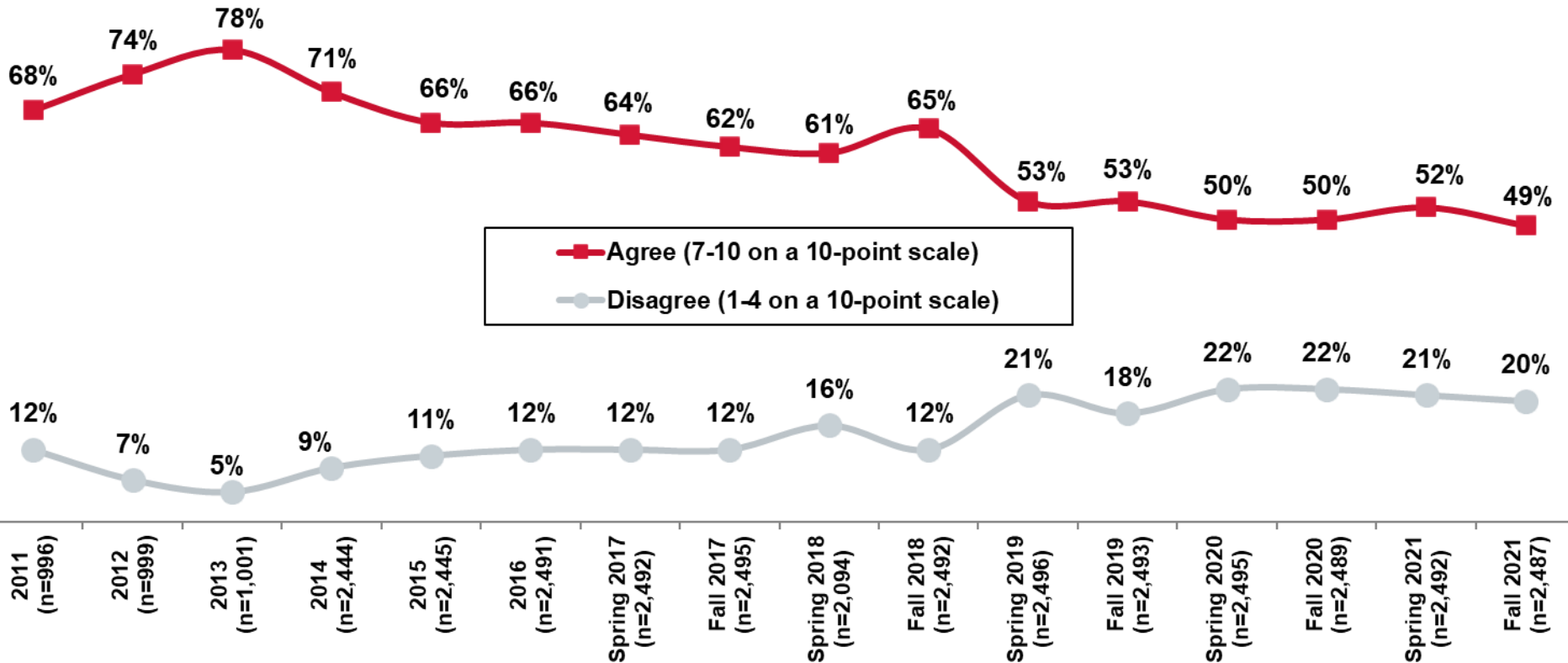
*Not asked prior to 2011

Neutral ratings of 5 or 6 not shown



Tracking | The Future Direction of Calgary

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



*Not asked prior to 2011

Neutral ratings of 5 or 6 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

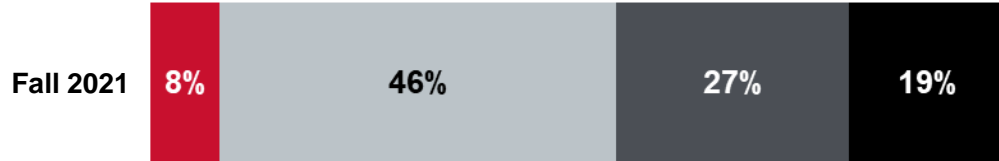


+New question in
Fall 2021

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

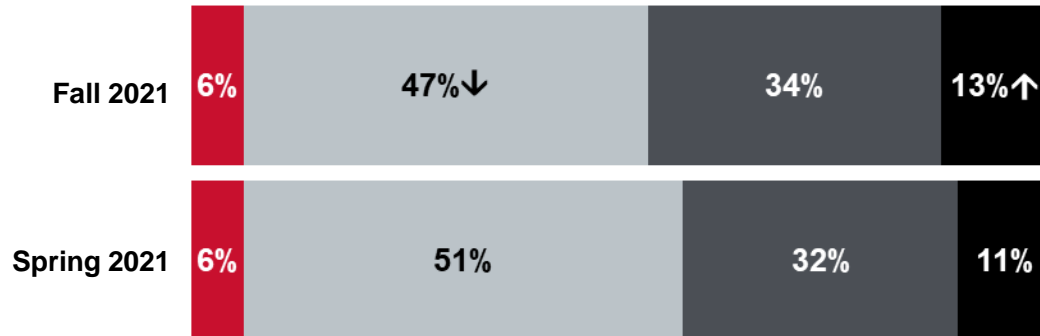
% Agree

Calgary is safe for all residents and visitors, regardless of things like ethnicity, race, religion, income, or sexual identity+



54%

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



53%↓

57%

↑Statistically higher than Spring 2021
↓Statistically lower than Spring 2021

Now, I'm going to read you a few more 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)

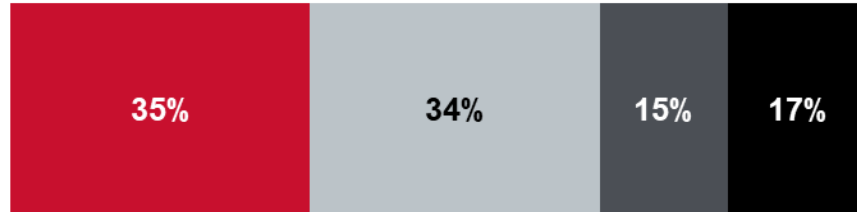


Climate Change and City Programs to Reduce Calgarians' Environmental Impact

New questions in
Fall 2021

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

I think we need to act now to address climate change



% Agree

68%*

The City has programs and services aimed at helping Calgarians reduce their environmental impact



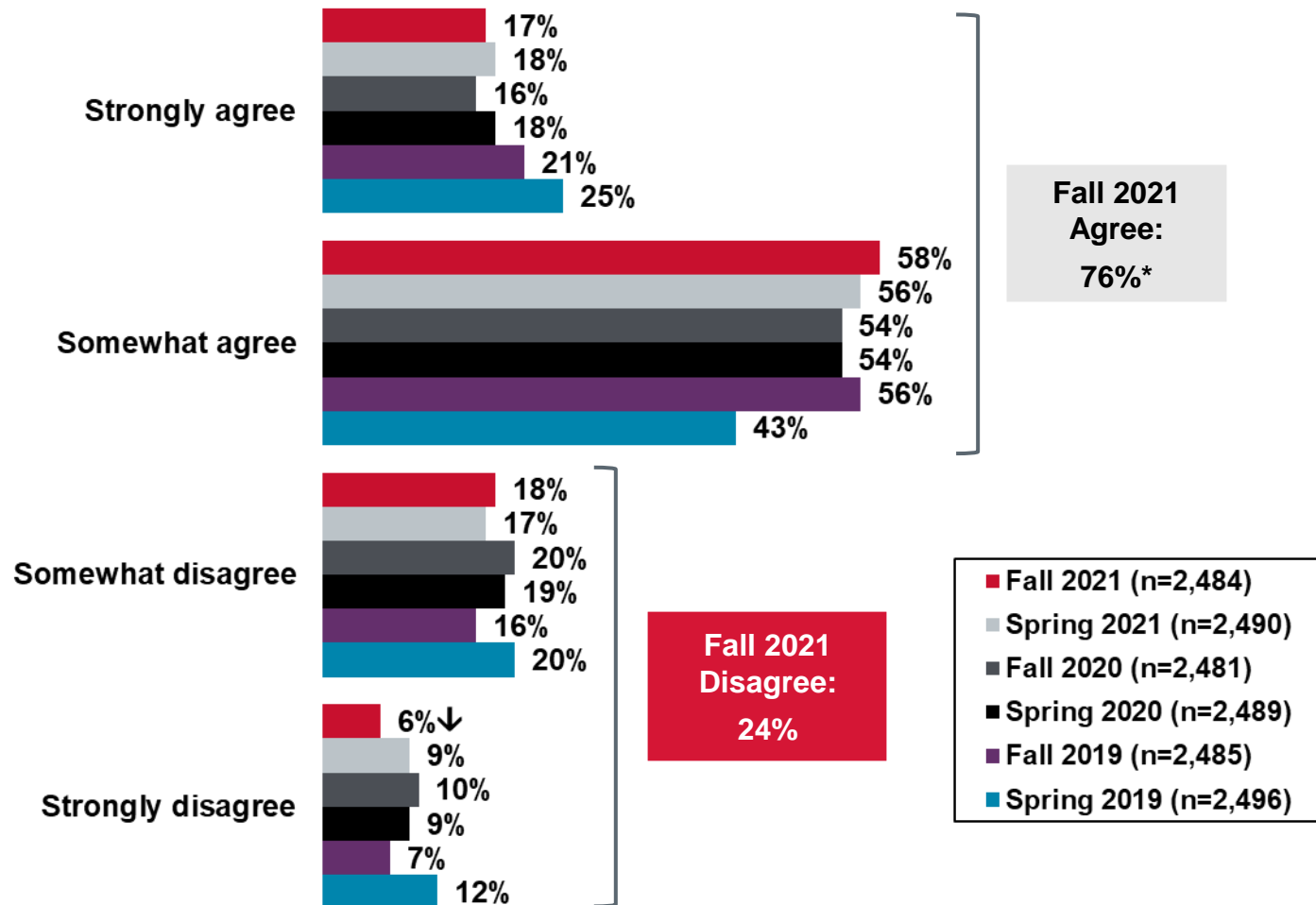
52%

*Rounding

Now, I'm going to read you a few more 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



*Rounding

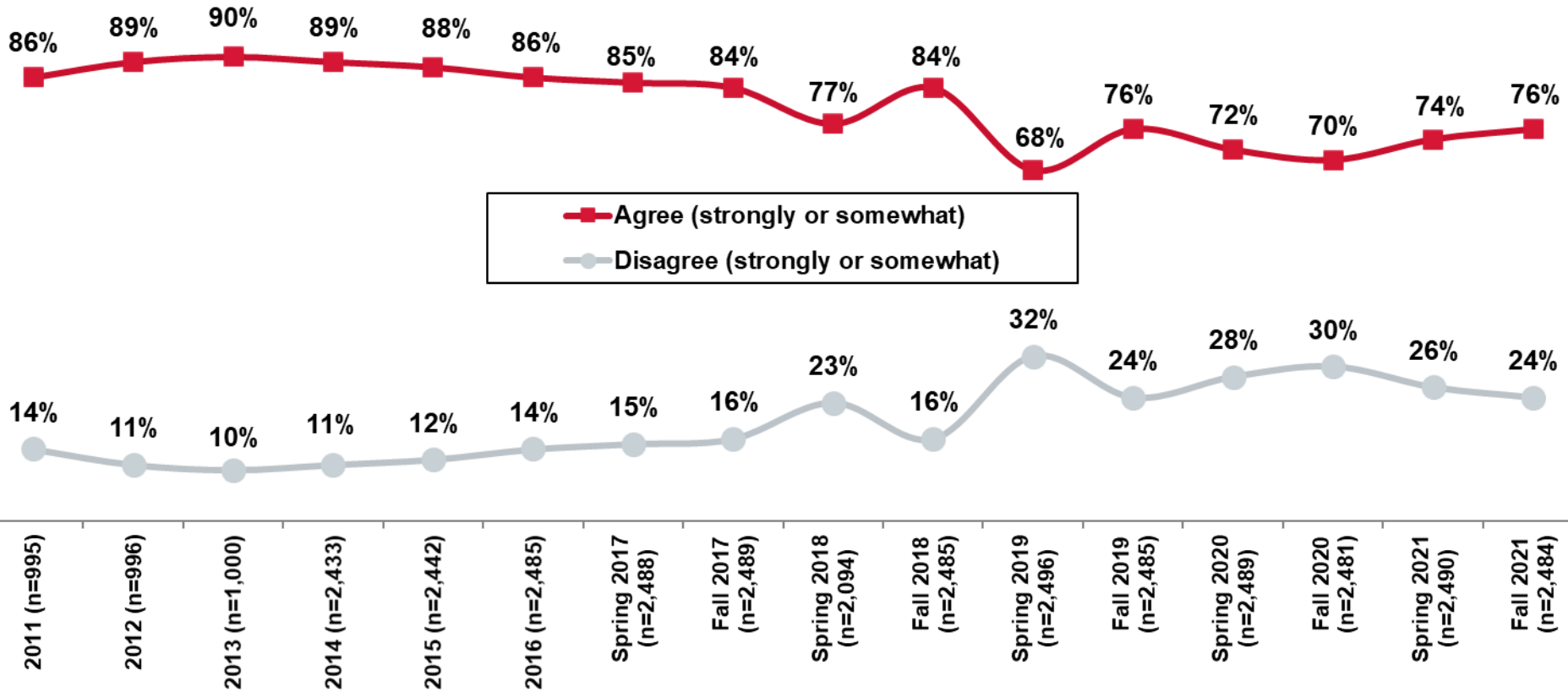
↑ Statistically higher than Spring 2021
 ↓ Statistically lower than Spring 2021

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*

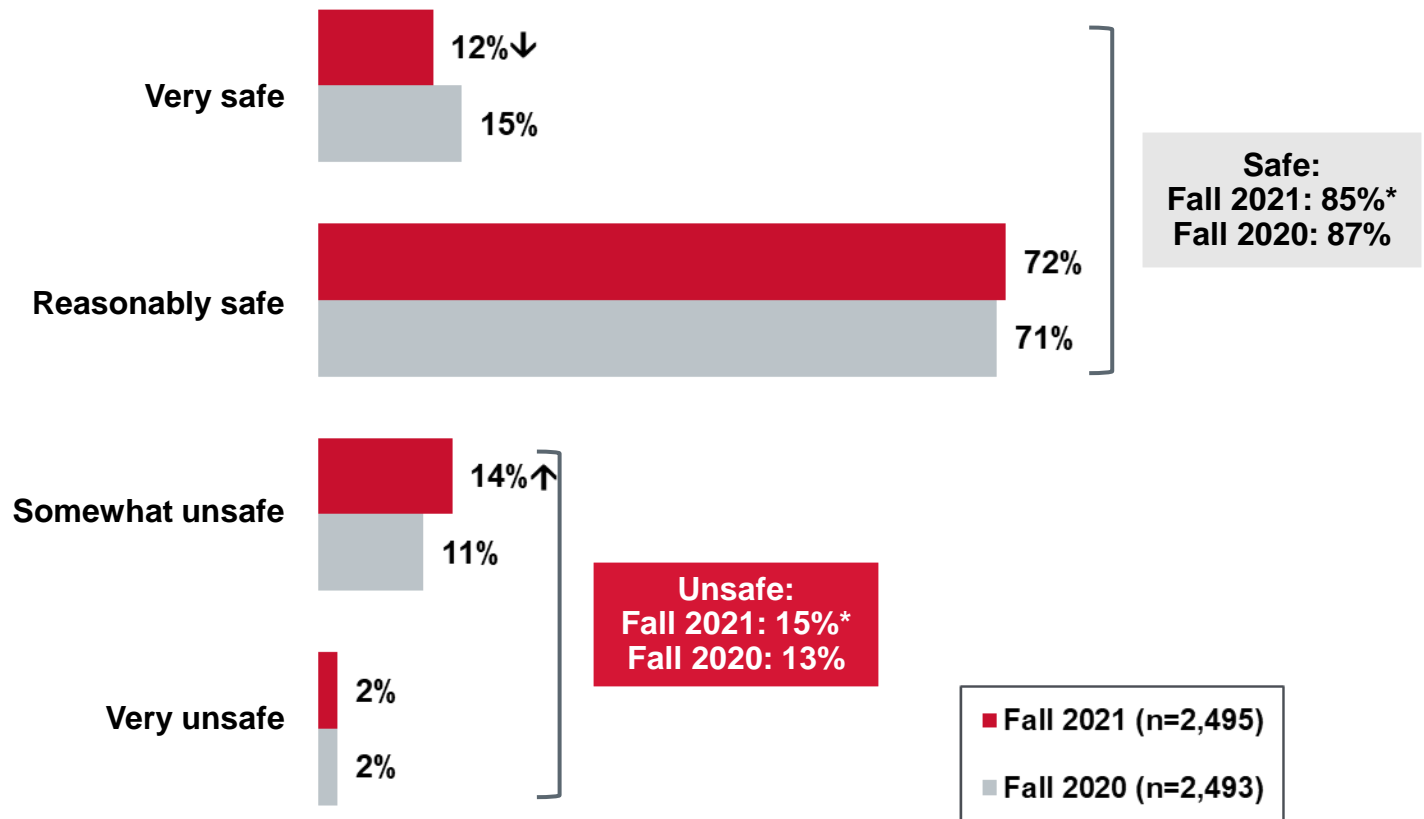


There are a wide array of challenges facing The City of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement about Calgary's future: Calgary is on the right track to be a better city 10 years from now.
 Base: Valid respondents

*Not asked prior to 2011



Overall Perceived Safety of the City of Calgary



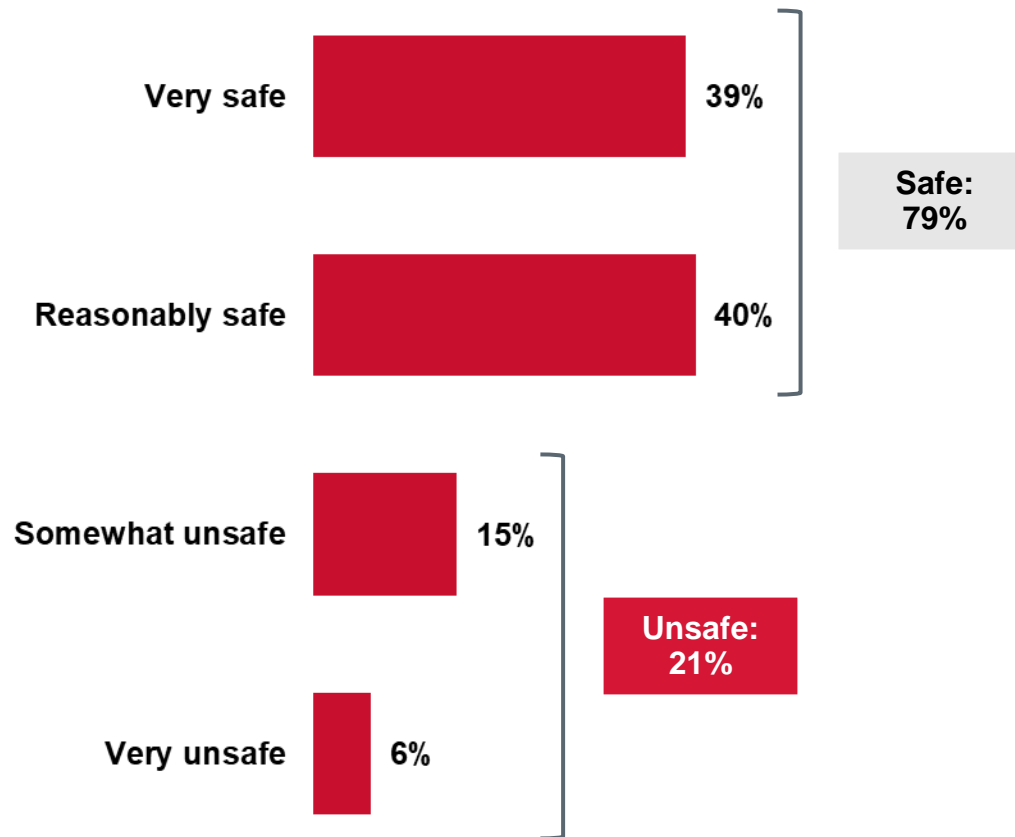
*Rounding

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

How safe or unsafe do you think Calgary is overall?
 Base: Valid respondents



Perceived Safety in Own Neighbourhood



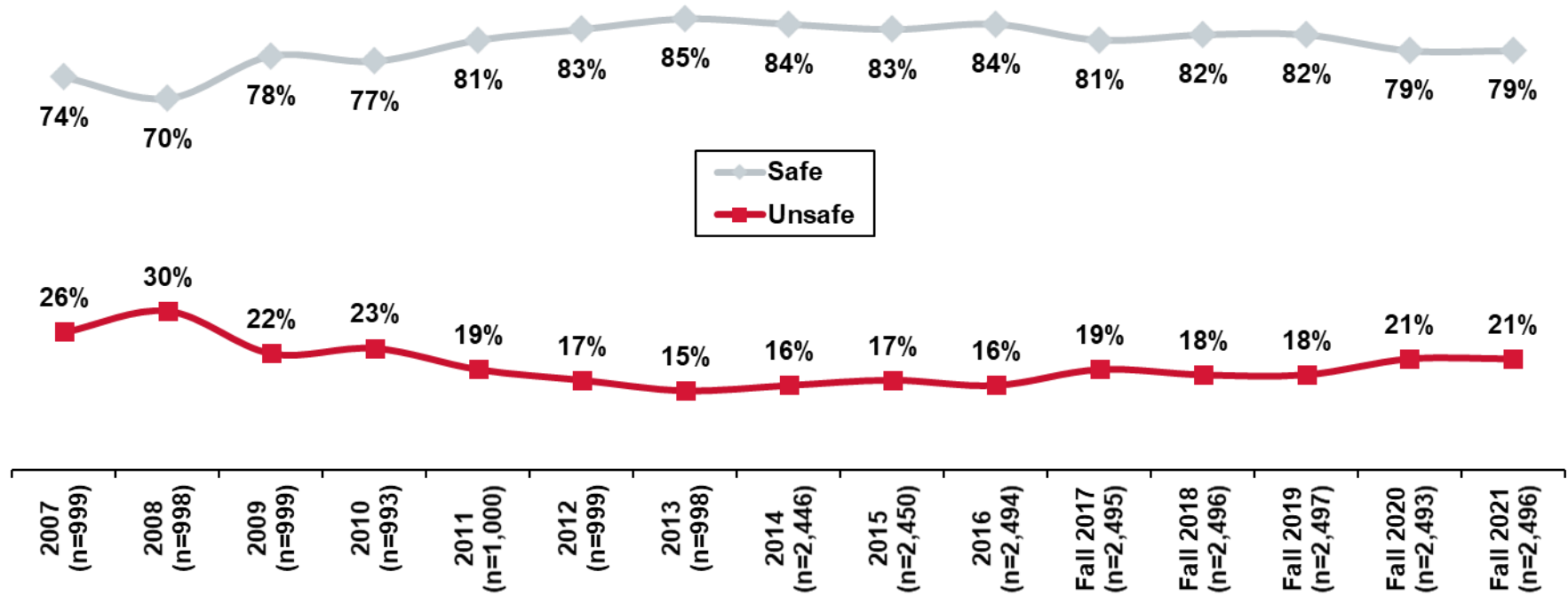
How safe do you feel or would you feel walking alone in your neighbourhood after dark?

Base: Valid respondents (n=2,496)



Tracking | Perceived Safety in Own Neighbourhood

How safe do you feel or would you feel walking alone in your neighbourhood after dark?+

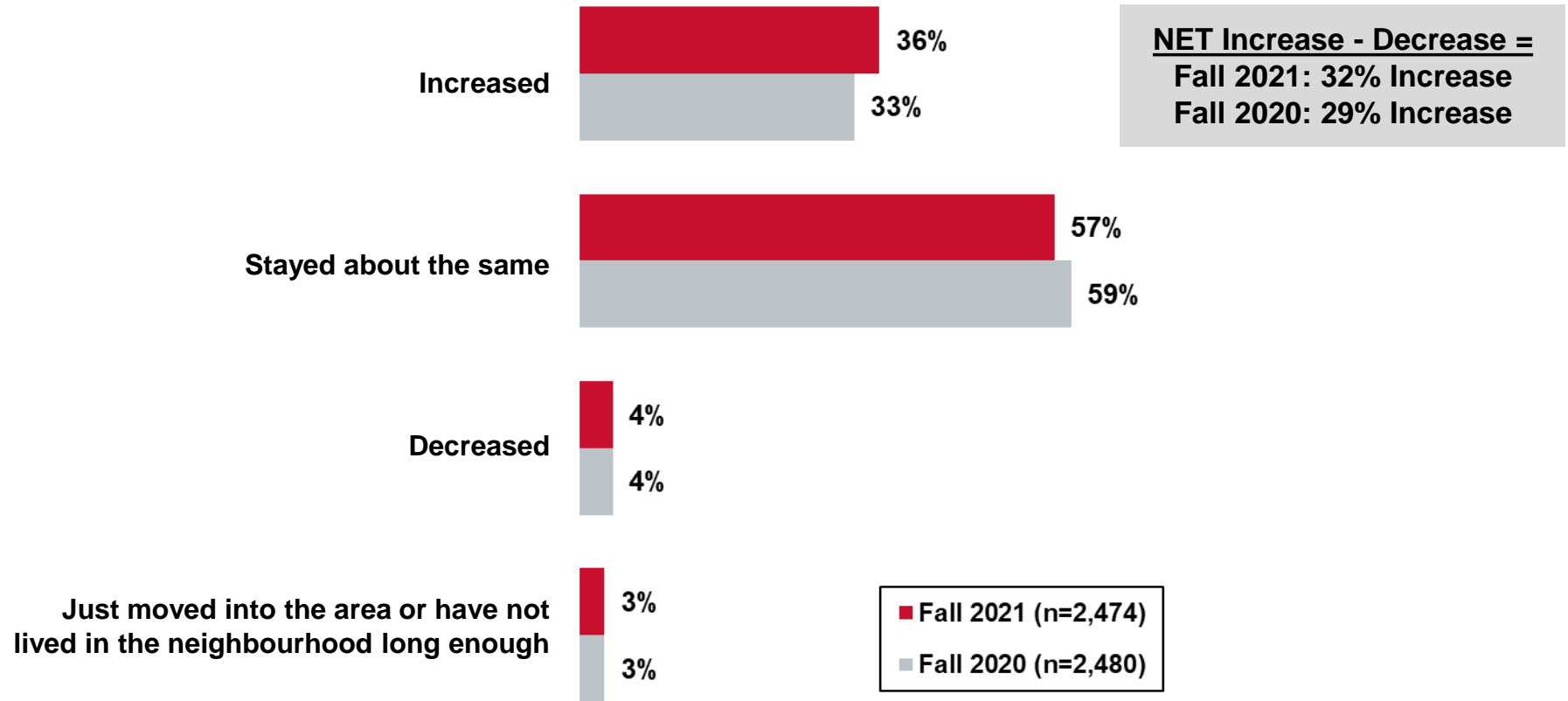


How safe do you feel or would you feel walking alone in your neighbourhood after dark?
 Base: Valid respondents

All waves conducted in the Fall



Perceived Change in Neighbourhood Crime



During the last 3 years, do you think that crime in your neighbourhood has increased, decreased or remained about the same?
 Base: Valid respondents



Issue Agenda



SUMMARY OF FINDINGS

Issue Agenda

“Infrastructure, traffic and roads” continues to lead the 2021 issue agenda.

“Crime, safety and policing” and “transit” follow to form the top three issues facing City leaders.

“COVID-19” continues to be a prominent issue, whereas “taxes” have notably declined on the issue agenda, and “recreation” has statistically risen since Fall 2020.

- Respondents were asked on an unaided (open-ended) basis to identify the most important issue facing their community.
- In Fall 2021, 29% of Calgarians cite “infrastructure, traffic and roads” as an important issue, continuing to lead the issue agenda, and similar to 28% in Fall 2020.
- The next two issues are each mentioned by 14% of Calgarians, including “crime, safety and policing” (14%, consistent with 15% in Fall 2020), and “transit” (14%, similar to 12% in Fall 2020).
- The following three issues are each mentioned by 9% of Calgarians: “COVID-19” (9%, on par with 11% in Fall 2020); “taxes” (9%, statistically down from 13% in Fall 2020); and “recreation and parks” (9%, statistically up from 7% in Fall 2020).
- Next, “homelessness, poverty and affordable housing” is mentioned by 8% of Calgarians, increased from 6% in Fall 2020.
- The “economy” is cited by 6% of Calgarians, notably lower than 9% in Fall 2020, and the “environment and waste management” is cited by 6% of Calgarians, similar to 7% in Fall 2020.
- “Budget and spending” is mentioned by 5% of Calgarians (notably down from 8% in Fall 2020), and “education” is cited by 5% of Calgarians (also significantly down from 8% in Fall 2020).
- Additional issues mentioned include “growth and planning” (5%, on par with 4% in Fall 2020), and “healthcare” (4%, consistent with 3% in Fall 2020).



Issue Agenda

Multiple Responses

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

■ First Mention ■ Other Mentions

Change
Fall 2020 – Fall 2021

| Issue | First Mention | Other Mentions | Total | Change |
|--------------------------------------------------------------|---------------|----------------|-------|--------|
| Infrastructure, Traffic & Roads [NET] | 19% | 10% | 29% | +1% |
| Road conditions | 4% | 3% | 7% | -2% |
| Traffic congestion | 4% | 2% | 6% | +2%↑ |
| (Lack of) snow removal | 4% | 2% | 6% | +2%↑ |
| Crime, Safety & Policing [NET] | 10% | 4% | 14% | -1% |
| Breaking and entering/gangs/drugs | 5% | 2% | 7% | - |
| Public safety | 4% | 1% | 5% | -1% |
| Transit [NET] | 9% | 5% | 14% | +2% |
| Public transportation (including buses/C-Train/poor service) | 4% | 3% | 7% | +1% |
| Transit system improvements | 0% | 4% | 4% | - |
| Public transportation (unspecified) | 0% | 4% | 4% | +2%↑ |
| COVID-19 Pandemic | 7% | 2% | 9% | -2% |
| Taxes [NET] | 6% | 3% | 9% | -4%↓ |
| High taxes | 4% | 2% | 6% | -3% |
| Recreation and Parks [NET] | 5% | 4% | 9% | +2%↑ |
| Homelessness, Poverty & Affordable Housing [NET] | 5% | 3% | 8% | +2%↑ |
| Economy [NET] | 5% | 1% | 6% | -3%↓ |
| Environment and Waste Management [NET] | 4% | 2% | 6% | -1% |
| Budget and Spending [NET] | 4% | 1% | 5% | -3%↓ |
| Education | 3% | 2% | 5% | -3%↓ |
| Growth and Planning [NET] | 3% | 2% | 5% | +1% |
| Healthcare | 3% | 1% | 4% | +1% |
| None | 0% | 14% | 14% | -1% |

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

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

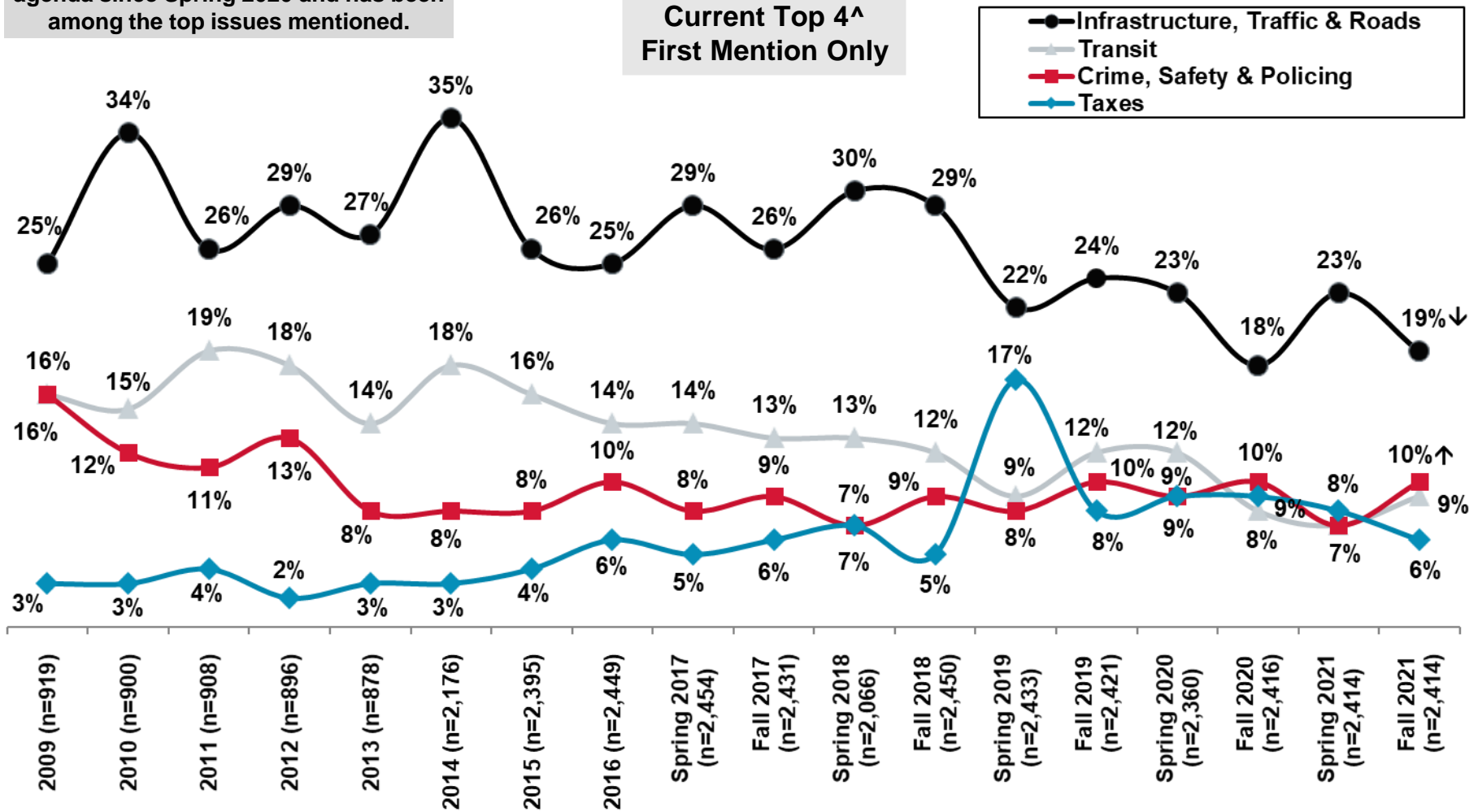
In your view, as a resident of the city of Calgary, what is the most important issue facing your community, that is, the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?
Base: Valid respondents (n=2,422)



Tracking | Most Important Issue Facing Calgary

^COVID-19 has appeared on the issue agenda since Spring 2020 and has been among the top issues mentioned.

Current Top 4^
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 Spring 2021
↓ Statistically lower than Spring 2021



COVID-19 Pandemic



SUMMARY OF FINDINGS

COVID-19 Pandemic

Calgarians who view the COVID-19 pandemic as a ‘major’ threat to their mental health and physical health has increased since Fall 2020.

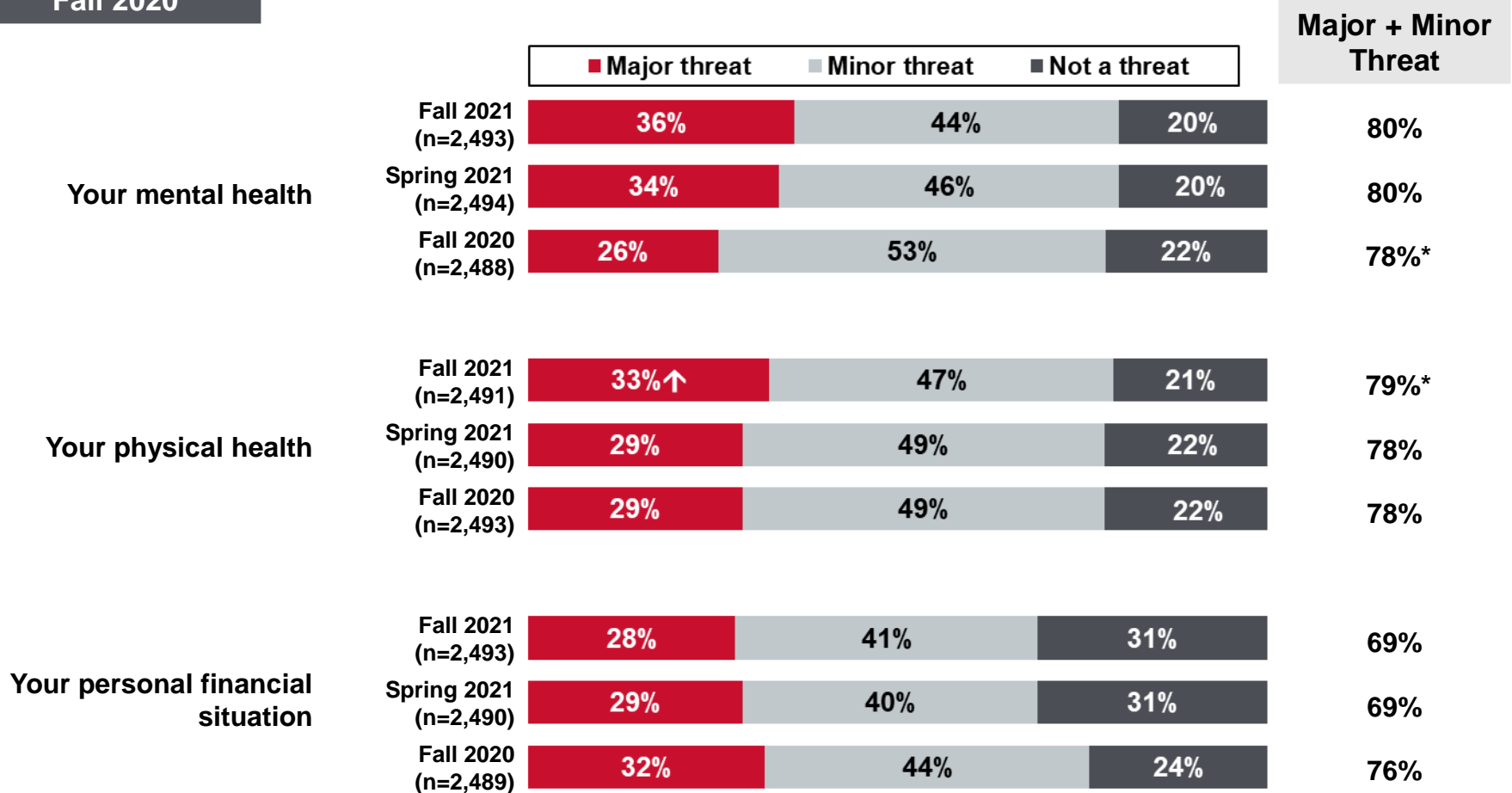
Almost three-quarters of Calgarians are satisfied with The City’s response to the COVID-19 pandemic.

- In Fall 2021, 9% of Calgarians point to the “COVID-19 pandemic” as the most important issue that local leaders need to address, statistically similar to 11% in Fall 2020).
- Eight-in-ten (80%) Calgarians say that the COVID-19 pandemic is a threat to their mental health, identical to 80% in Spring 2021 and consistent with 78% in Fall 2020. Results include 36% of Calgarians rating the pandemic as a ‘major’ threat to their mental health (similar to 34% in Spring 2021 and up from 26% in Fall 2020), and 44% considering it to be a ‘minor’ threat. The remaining 20% do not consider the COVID-19 pandemic to be a threat to their mental health.
- In addition, 79% of Calgarians feel that the COVID-19 pandemic is a threat to their physical health, on par with 78% in both Spring 2021 and Fall 2020. More specifically, 33% say the pandemic is a ‘major’ threat to their physical health, increased from 29% in both Spring 2021 and Fall 2020, and 47% rate it as a ‘minor’ threat. The remaining 21% do not consider the pandemic a threat to their physical health.
- Slightly less than seven-in-ten Calgarians (69%) consider the COVID-19 pandemic to be a threat to their personal financial situation, identical to Spring 2021 (69%), and down from 76% in Fall 2020. Results include 28% who deem it to be a ‘major’ threat (similar to 29% in Spring 2021 and down from 32% in Fall 2020), 41% who consider the pandemic to be a ‘minor’ threat to their personal financial situation, and 31% who do not see the COVID-19 pandemic to be a threat to their personal financial situation.
- Almost three-quarters (73%) of Calgarians are satisfied with The City’s response to COVID-19, similar to 70% in Spring 2021.
 - In Fall 2021, 23% of Calgarians are ‘very satisfied’ with The City’s response to COVID-19 and 50% are ‘somewhat’ satisfied.



Threats Related to the COVID-19 Pandemic

New question in
Fall 2020



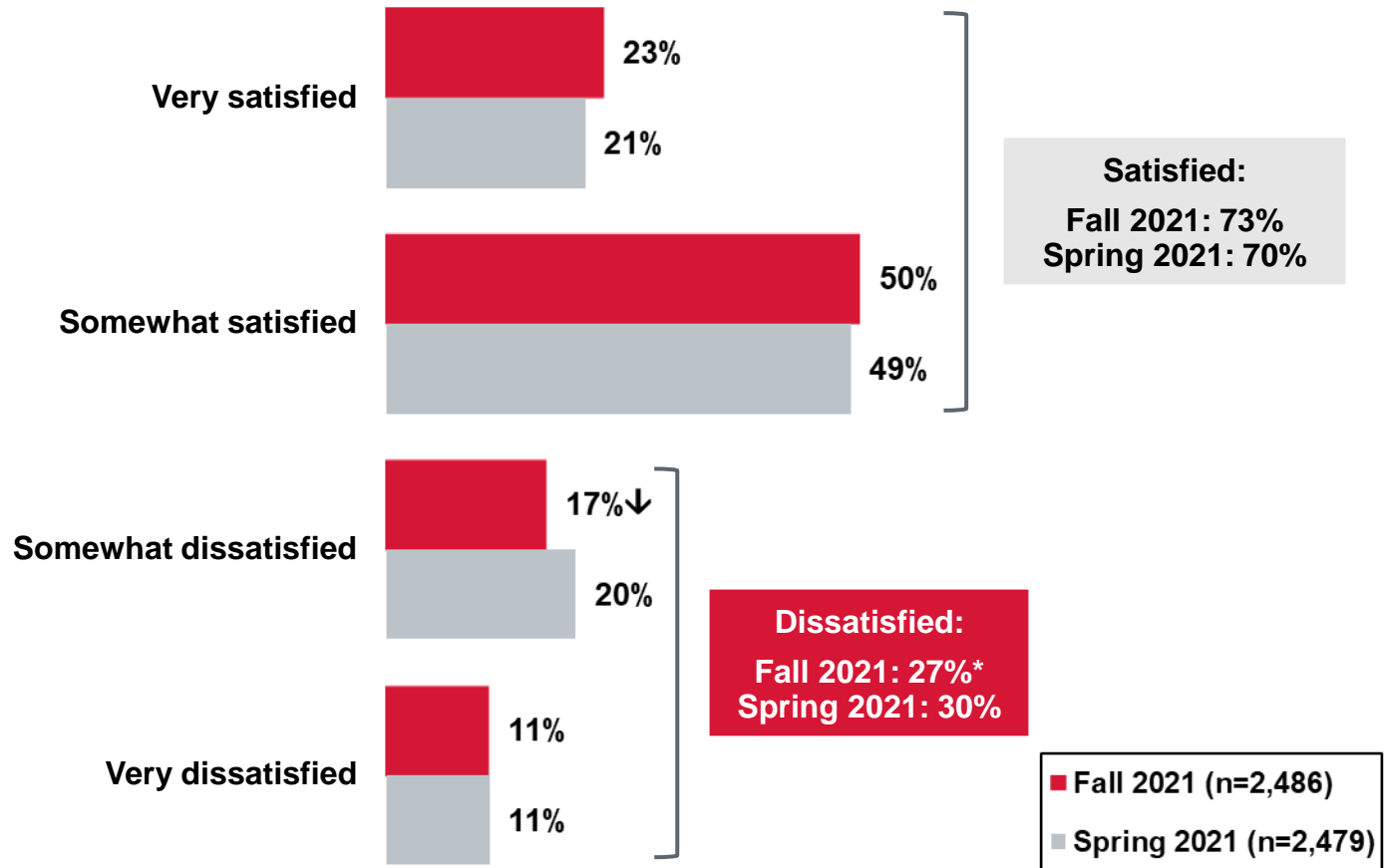
*Rounding

↑ Statistically higher than Spring 2021
↓ Statistically lower than Spring 2021

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



*Rounding

↑Statistically higher than Spring 2021
 ↓Statistically lower than Spring 2021

Overall, how satisfied are you with The City's COVID-19 response? Are you...?
 Base: Valid respondents



City Programs and Services



SUMMARY OF FINDINGS

Satisfaction with City Services and Programs

Overall satisfaction with the level and quality of city services and programs has decreased since Spring 2021, but is similar to levels in Fall 2020.

- More than two-thirds (68%) of Calgarians say they are satisfied with the overall level and quality of services and programs provided by The City, significantly down from 74% in Spring 2021, yet consistent with 67% in Fall 2020.
- The majority of Calgarians are satisfied with all 35 services and programs assessed, with satisfaction at 90% or higher for 15 services and programs, and ratings of 80% to 89% for another 11 services, for a total of 26 out of 35 services and programs receiving satisfaction ratings of 80% or more.
- The **highest satisfaction** ratings are provided for:
 - Calgary Fire Department (99%);
 - 9-1-1 (94%);
 - Calgary's pathway system (94%);
 - The quality of drinking water (93%);
 - Residential Blue Cart recycling (93%);
 - Calgary's parks, playgrounds and other open spaces (93%);
 - Animal control services for stray animals and pet licensing (93%); and,
 - Protection from river flooding (93%).
- Relatively **lower satisfaction** ratings are provided for:
 - Affordable housing for low-income families (63%);
 - On-street bikeways (68%);
 - Snow removal (68%); and,
 - Downtown revitalization (69%).

Satisfaction with City Services and Programs (continued)

Satisfaction has increased for property tax assessment and support for arts and culture.

Significant decreases in satisfaction appear for snow removal, affordable housing for low-income families, downtown revitalization, City of Calgary website, traffic flow management and 9-1-1.

- Statistically significant **increases** in satisfaction since Fall 2020 include:
 - Property tax assessment (72%, up 6% since Fall 2020); and,
 - Support for arts and culture, including festivals (84%, up 4% since Fall 2020).
- Statistically significant **decreases** in satisfaction since Fall 2020 include:
 - Snow removal (68%, down 9% since Fall 2020);
 - Affordable housing for low-income families (63%, down 6% since Fall 2020);
 - Downtown revitalization (69%, down 6% since Fall 2020);
 - City of Calgary website (83%, down 5% since Fall 2020);
 - Traffic flow management (77%, down 4% since Fall 2020); and,
 - 9-1-1 (94%, down 2% since Fall 2020).

Importance vs. Satisfaction Analysis

Primary strengths of The City's services and programs continue to rest with the Calgary Fire Department, 9-1-1, the quality of drinking water and parks, playgrounds and open spaces.

Primary opportunities for The City rest with affordable housing, snow removal and road maintenance.

- When evaluating the level of importance of City services and programs against residents' satisfaction with the services and programs, the analysis identifies primary strengths and primary opportunities.
- **Primary Strengths:**
 - Calgary Fire Department;
 - 9-1-1;
 - The quality of drinking water;
 - Calgary's parks, playgrounds and other open spaces;
 - Residential garbage collection service;
 - Calgary Police Service;
 - Disaster planning and response;
 - Calgary's pathway system;
 - Residential Blue Cart recycling;
 - Spring road cleaning;
 - 311 service; and,
 - City-operated recreation facilities such as pools, leisure centres and golf courses..
- **Primary Opportunities:**
 - Affordable housing for low-income families;
 - Snow removal;
 - Road maintenance, including pothole repairs;
 - Property tax assessment;
 - Traffic flow management;
 - City land use planning;
 - City growth management;
 - Social services for individuals such as seniors or youth; and,
 - Transportation planning.

'Roads and infrastructure' can be considered both a primary strength and primary opportunity given it falls on the axis between the two categories (see slide 66).

SUMMARY OF FINDINGS

Desired Investment

In Fall 2021, the majority of Calgarians seek increases in investments in affordable housing, social services, snow removal, road maintenance and Calgary Transit.

- When asked if The City should invest more, less or the same amount in specific services and programs, one-half or more Calgarians say The City should **invest more** in:
 - Affordable housing for low-income families (70%);
 - Social services for individuals such as seniors or youth (63%);
 - Snow removal (60%);
 - Road maintenance, including pothole repairs (56%); and,
 - Calgary Transit, including bus and CTrain service (51%).
- In Fall 2021, there are not any significant decreases in desired investment for any of the 35 programs and services evaluated.

SUMMARY OF FINDINGS

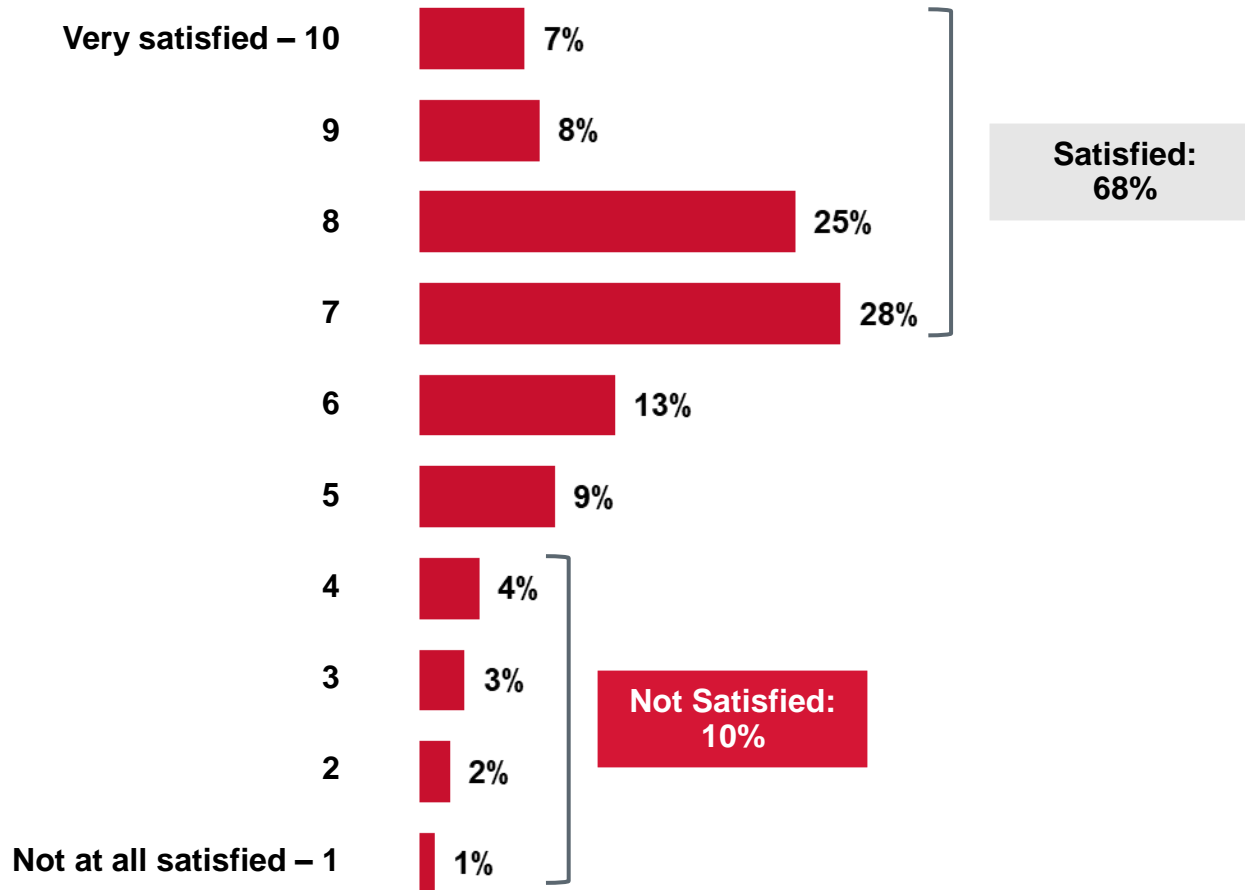
Desired Investment (continued)

Compared to Fall 2020, Calgarians indicated a desire for increased investment in 16 of the 35 programs and services assessed, most notably with recreation facilities and downtown revitalization.

- Notable **increases in desired investment** are seen in 16 of the 35 program and service areas in Fall 2021, including:
 - City-operated recreation facilities (44% invest *more*, up 12% since Fall 2020);
 - Downtown revitalization (44% invest *more*, up 12% since Fall 2020);
 - 9-1-1 (44% invest *more*, up 11% since Fall 2020);
 - Snow removal (60% invest *more*, up 10% since Fall 2020);
 - Calgary's parks, playgrounds and other open spaces (46% invest *more*, up 10% since Fall 2020);
 - City-operated recreation programs such as swimming lessons (37% invest *more*, up 10% since Fall 2020);
 - Calgary Fire Department (41% invest *more*, up 8% since Fall 2020);
 - 311 service (27% invest *more*, up 8% since Fall 2020);
 - The quality of drinking water (35% invest *more*, up 7% since Fall 2020);
 - Affordable housing for low-income families (70% invest *more*, up 6% since Fall 2020);
 - Traffic flow management (46% invest *more*, up 6% since Fall 2020);
 - Support for arts and culture, including festivals (33% invest *more*, up 6% since Fall 2020);
 - Calgary Police Service (46% invest *more*, up 5% since Fall 2020);
 - Calgary's pathway system (35% invest *more*, up 5% since Fall 2020);
 - On-street bikeways (25% invest *more*, up 5% since Fall 2020); and,
 - Residential Green Cart service (16% invest *more*, up 4% since Fall 2020).



Satisfaction with the Overall Level and Quality of City Services and Programs

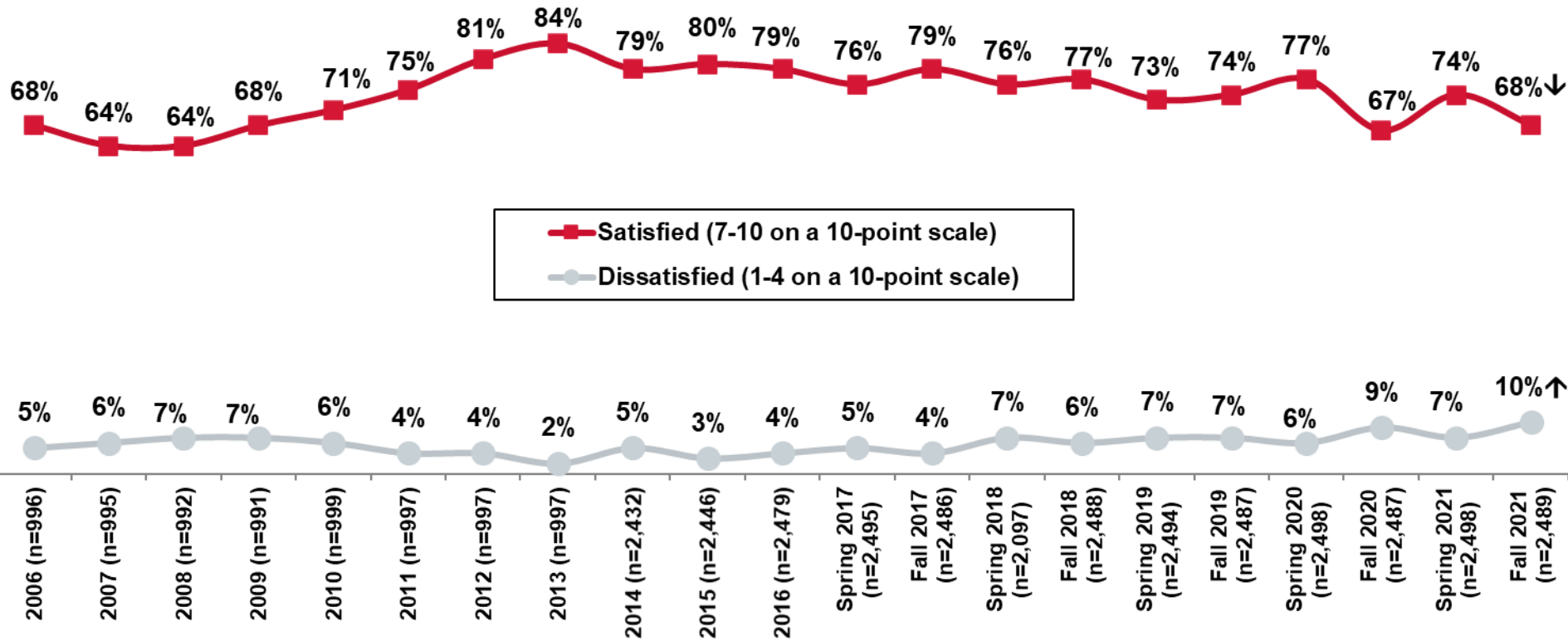


On a scale from “1” to “10” where “1” represents “not at all satisfied” and “10” represents “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?
 Base: Valid respondents (n=2,489)



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



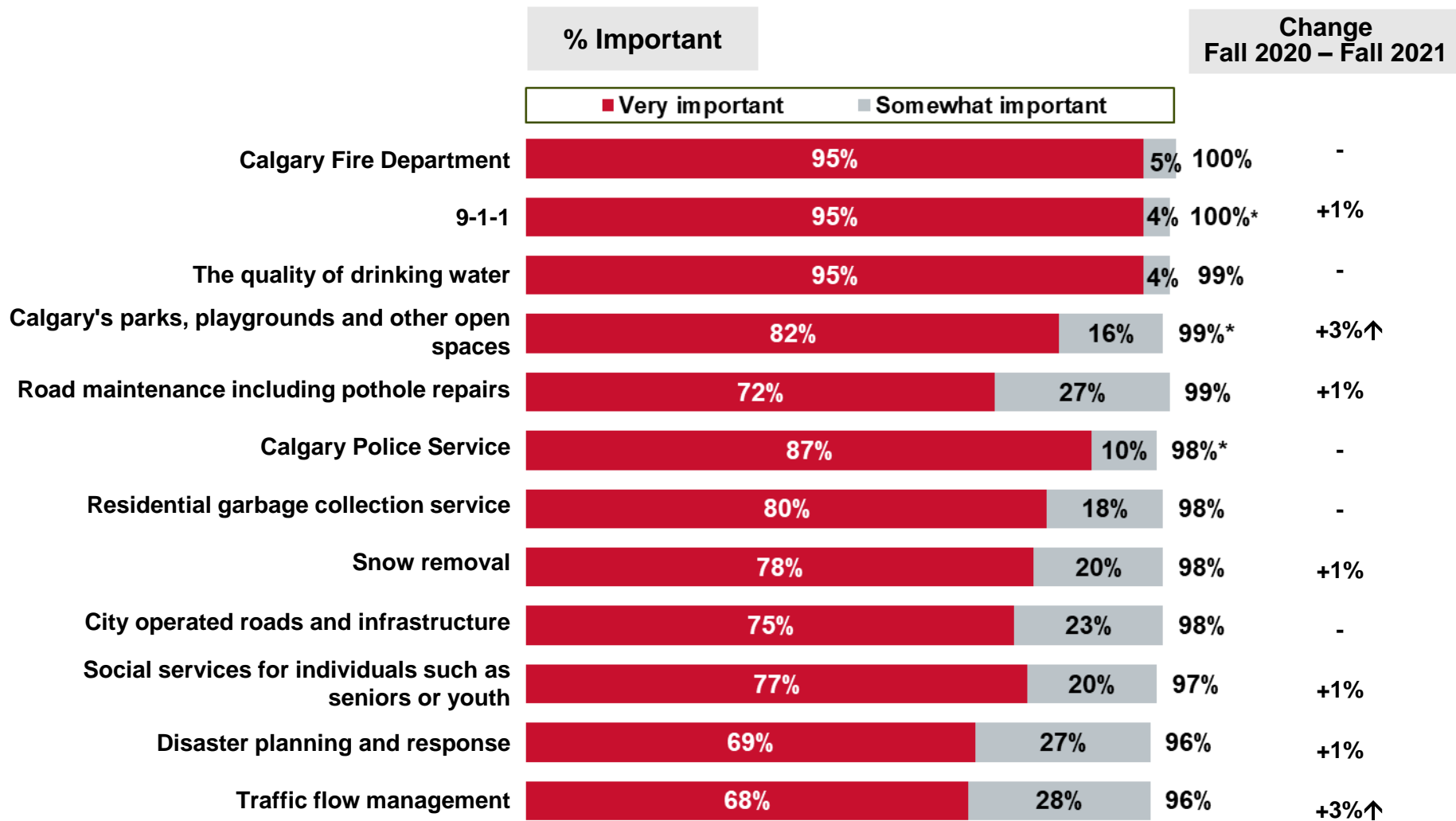
■ Satisfied (7-10 on a 10-point scale)
● Dissatisfied (1-4 on a 10-point scale)

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 Spring 2021
 ↓ Statistically lower than Spring 2021



Importance of City Programs and Services



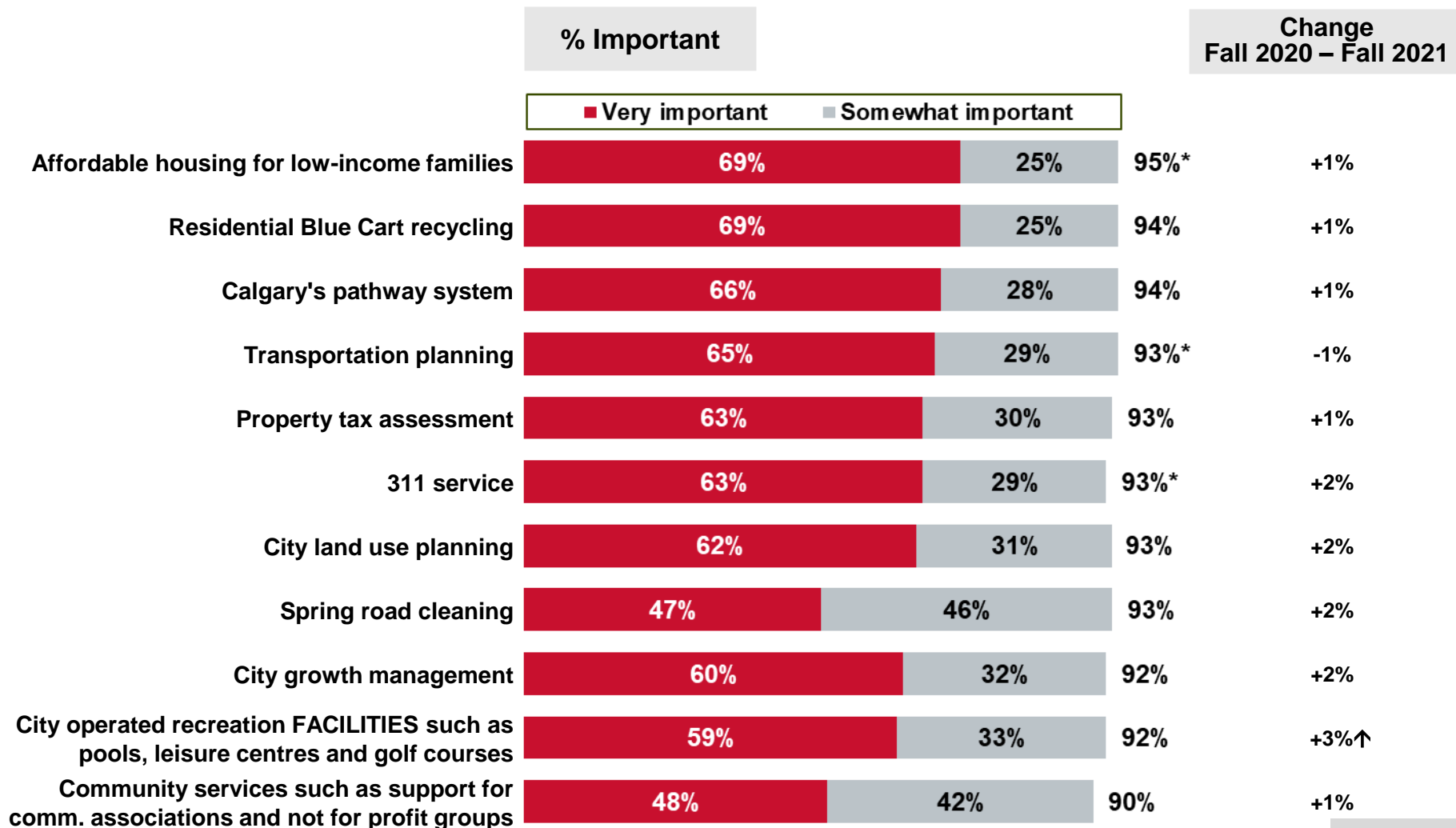
*Rounding

↑ Statistically higher than Fall 2020
 ↓ Statistically lower than Fall 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 and Services (continued)



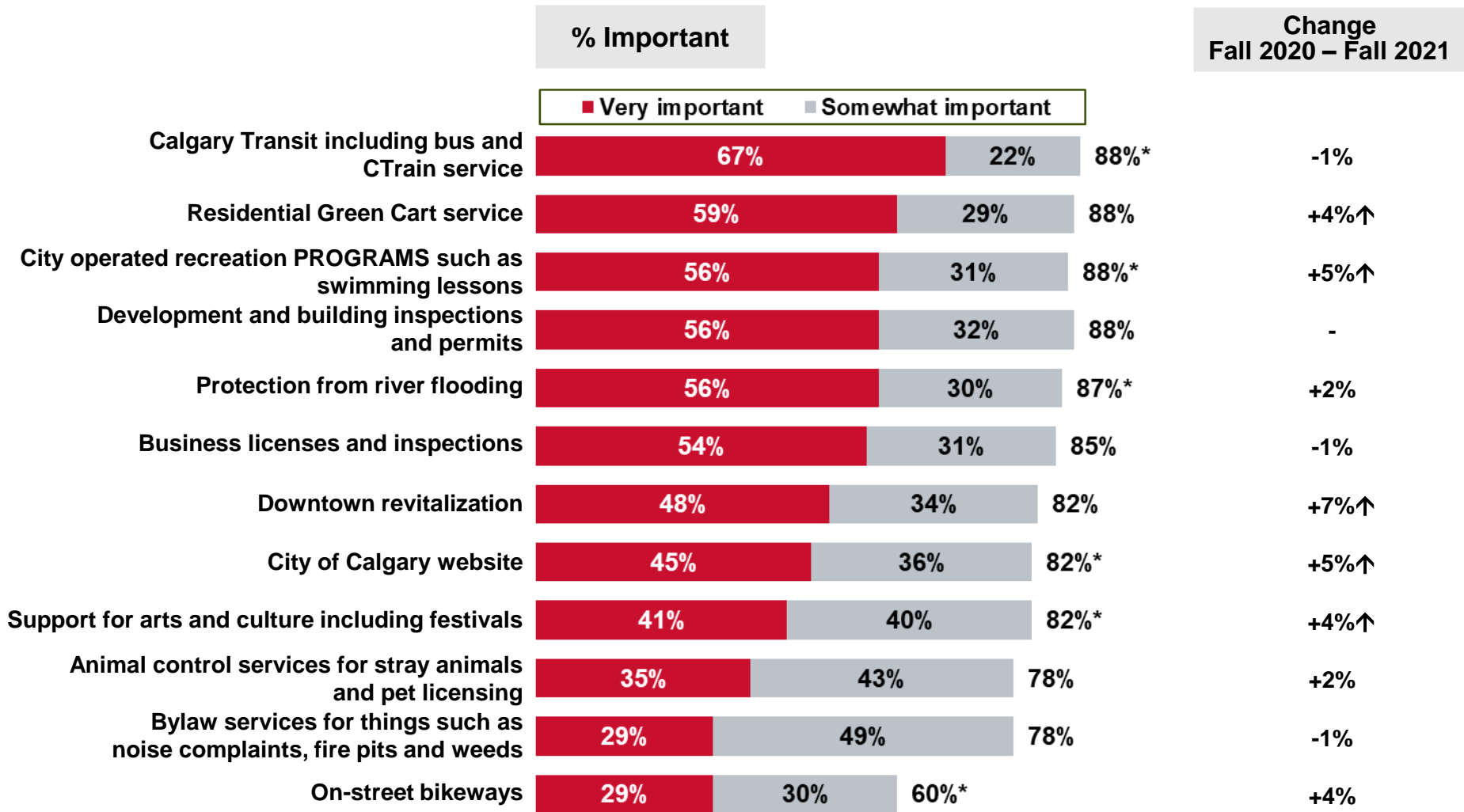
*Rounding

↑ Statistically higher than Fall 2020
↓ Statistically lower than Fall 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 and Services (continued)



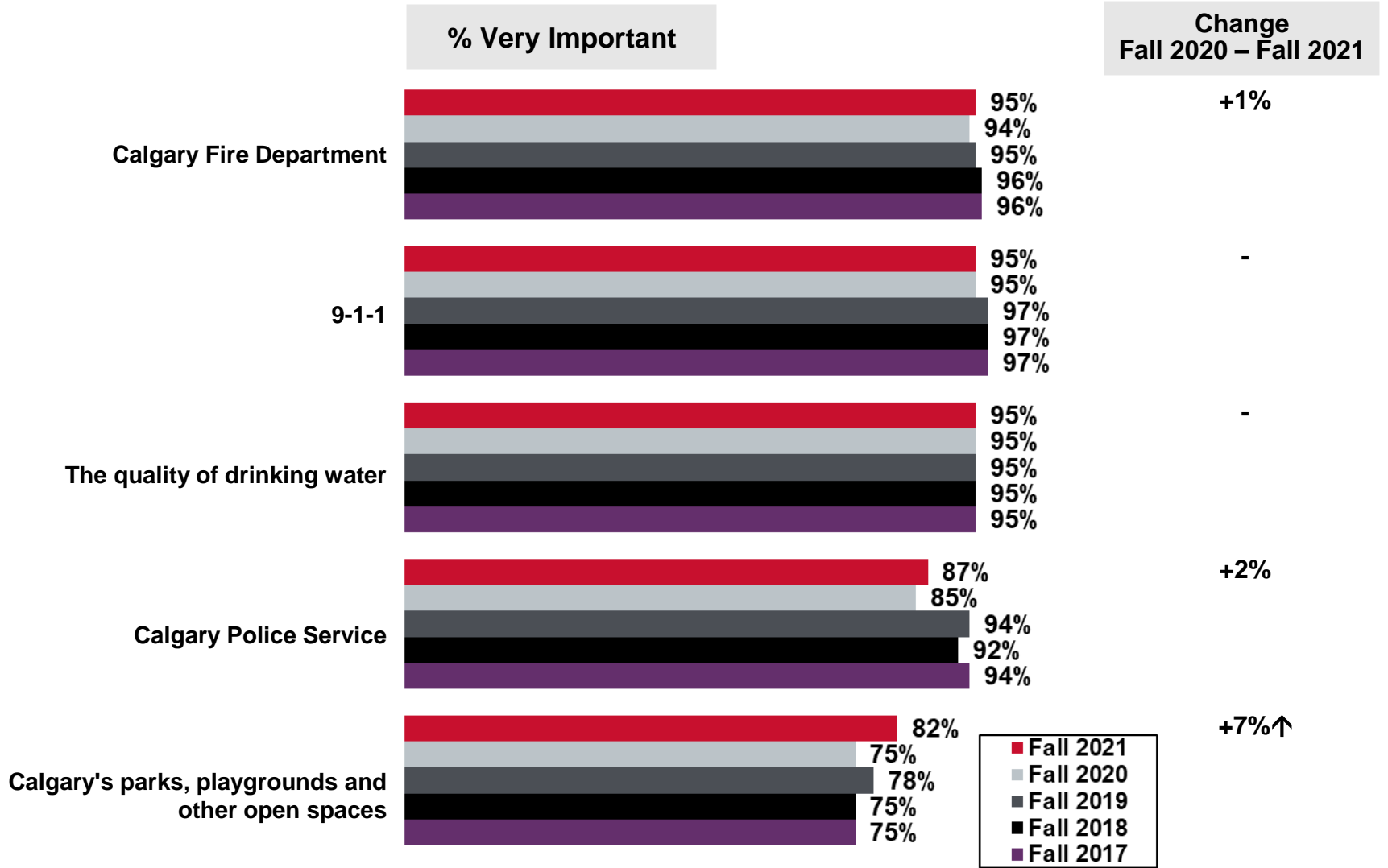
*Rounding

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



Tracking | Importance of City Programs and Services

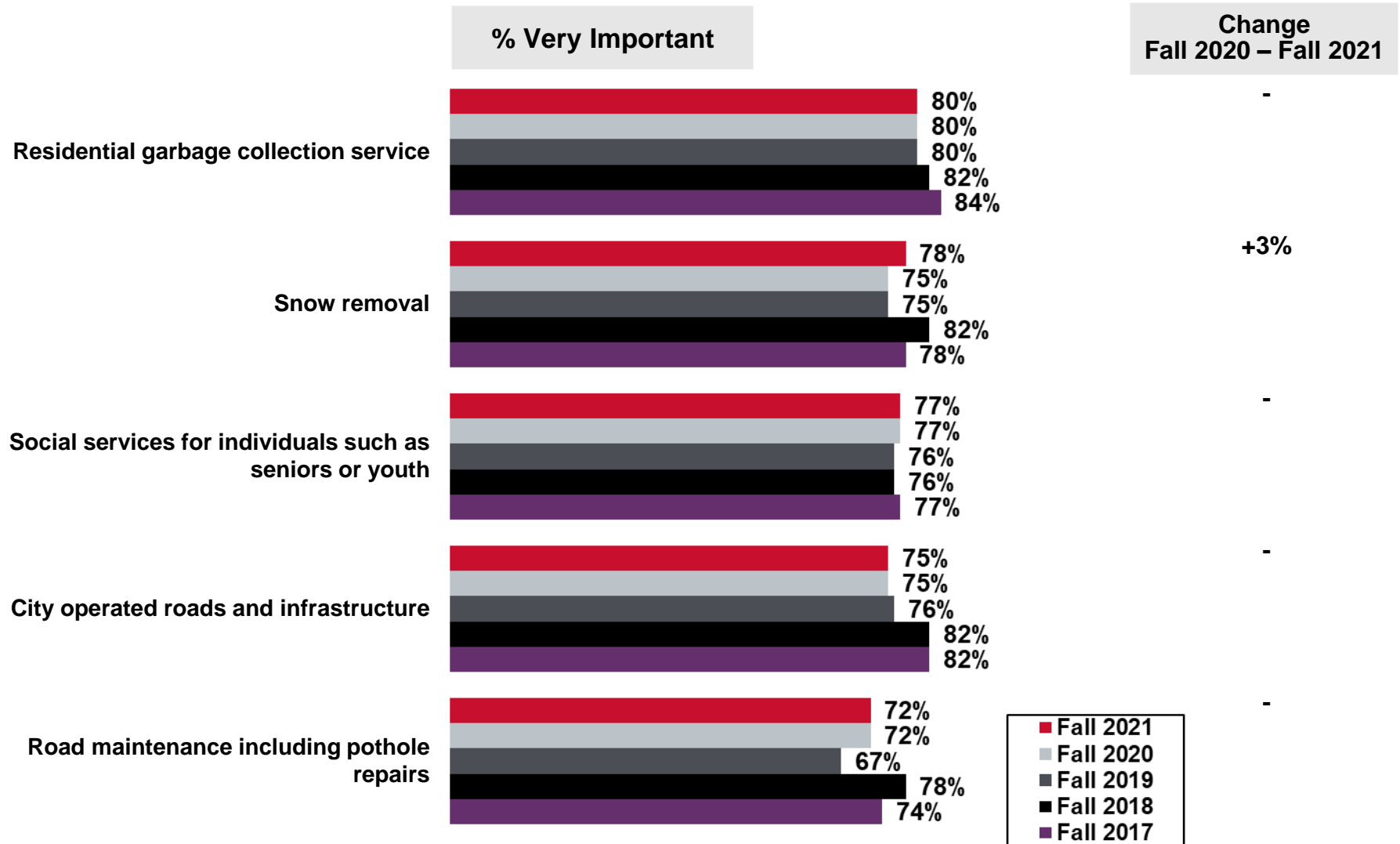


↑ Statistically higher than Fall 2020
 ↓ Statistically lower than Fall 2020

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)



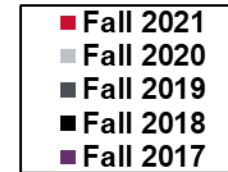
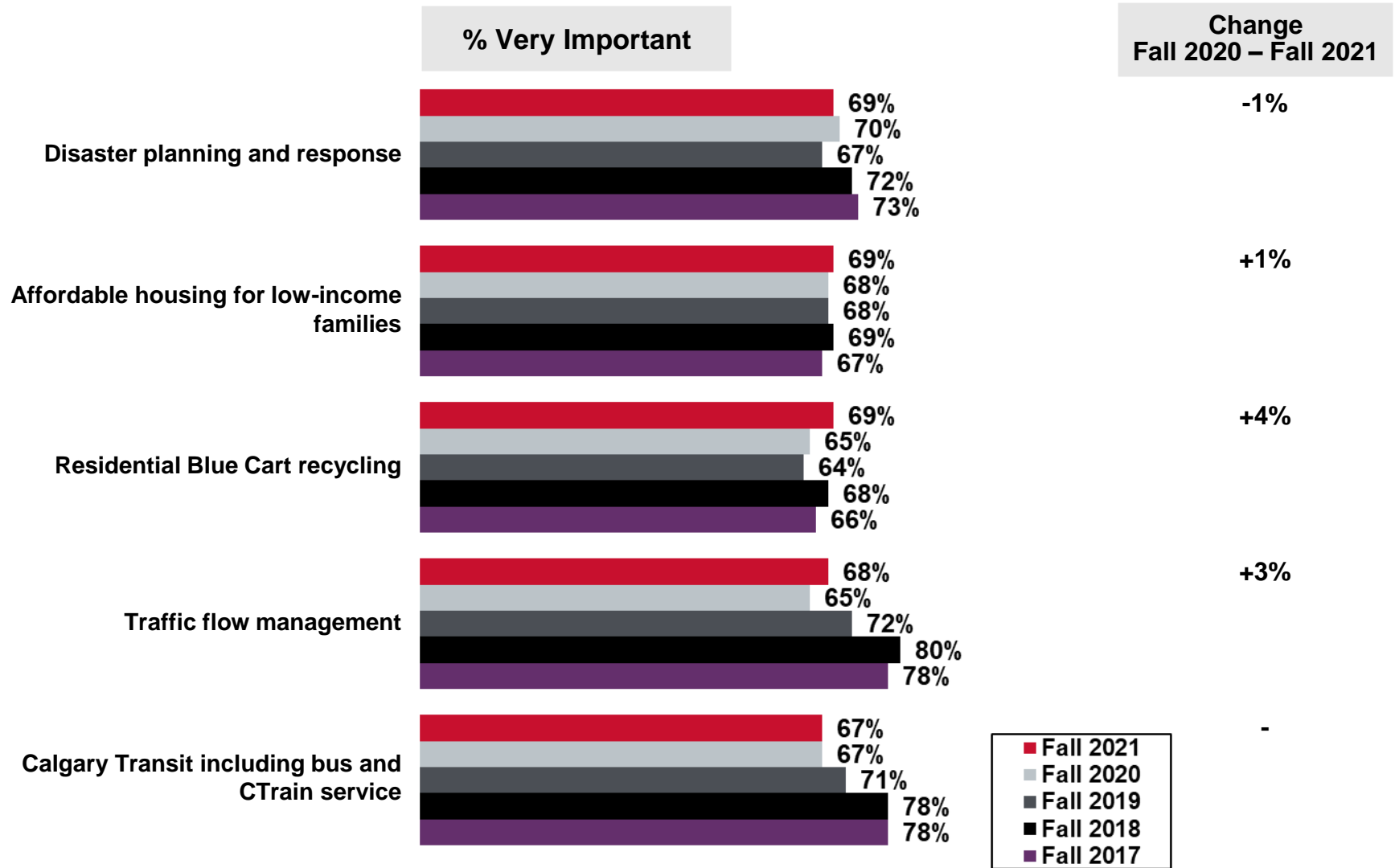
Tracking | Importance of City Programs and Services (continued)



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)



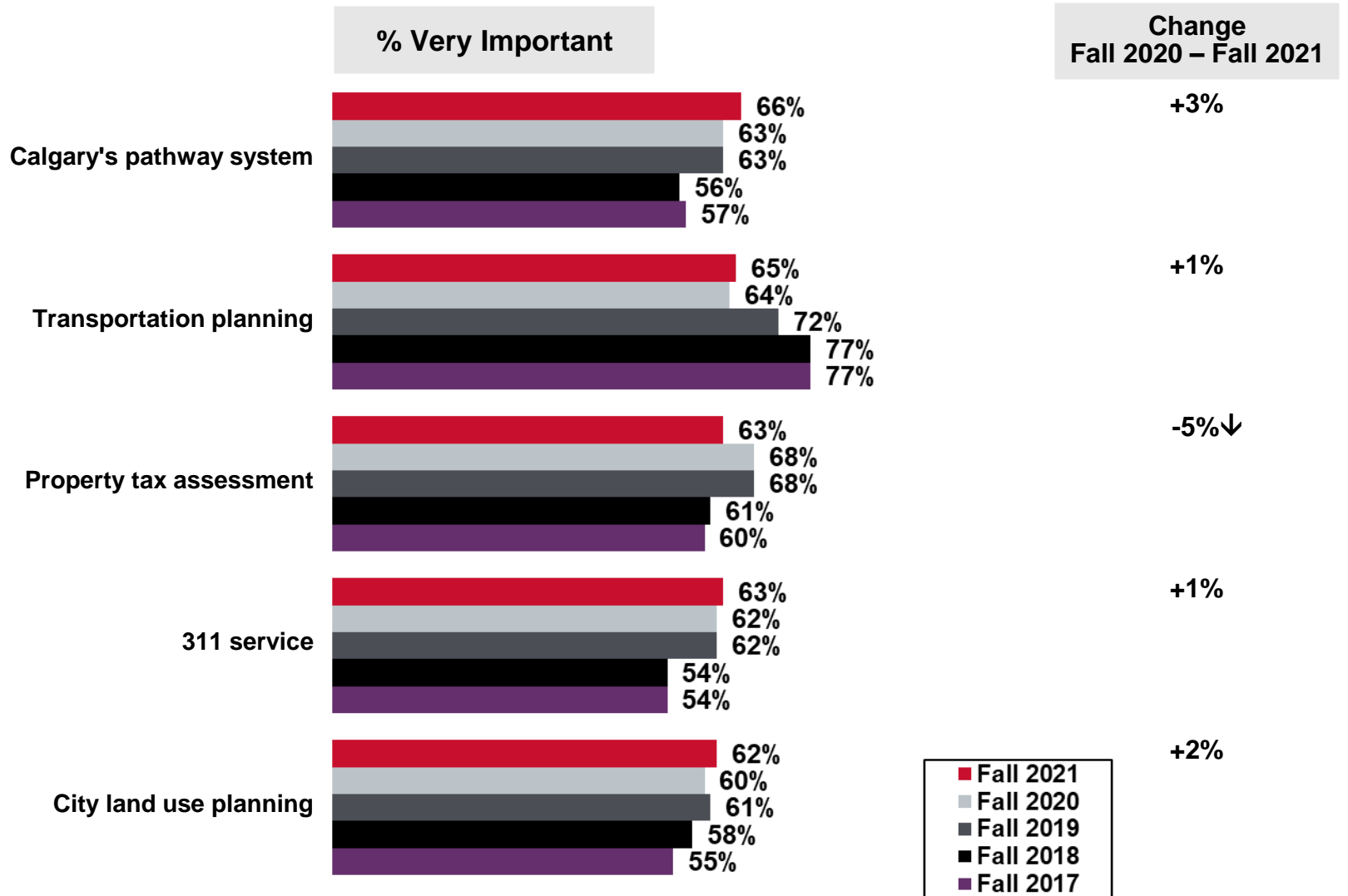
Tracking | Importance of City Programs and Services (continued)



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)



Tracking | Importance of City Programs and Services (continued)

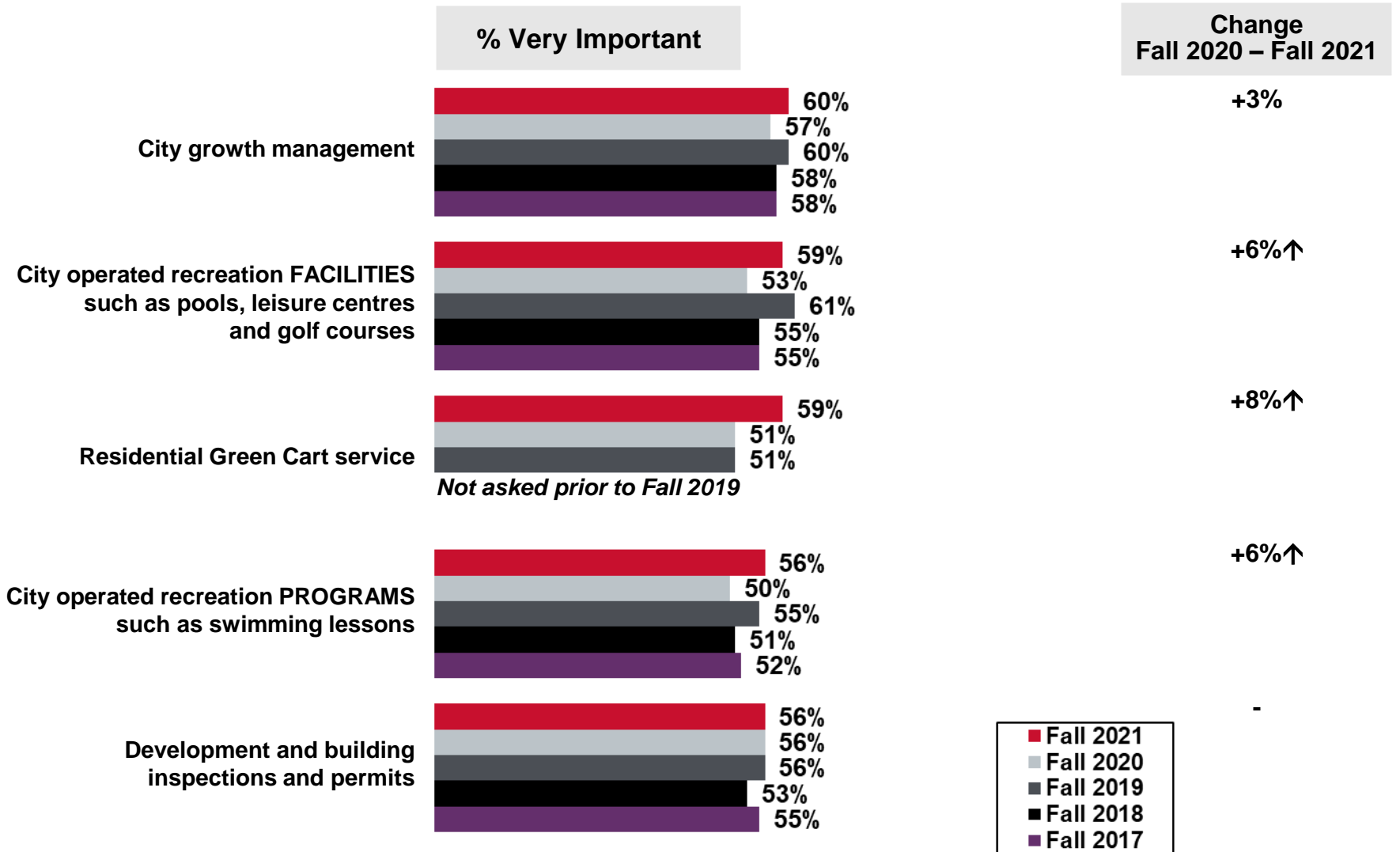


↑ Statistically higher than Fall 2020
 ↓ Statistically lower than Fall 2020

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)



Tracking | Importance of City Programs and Services (continued)

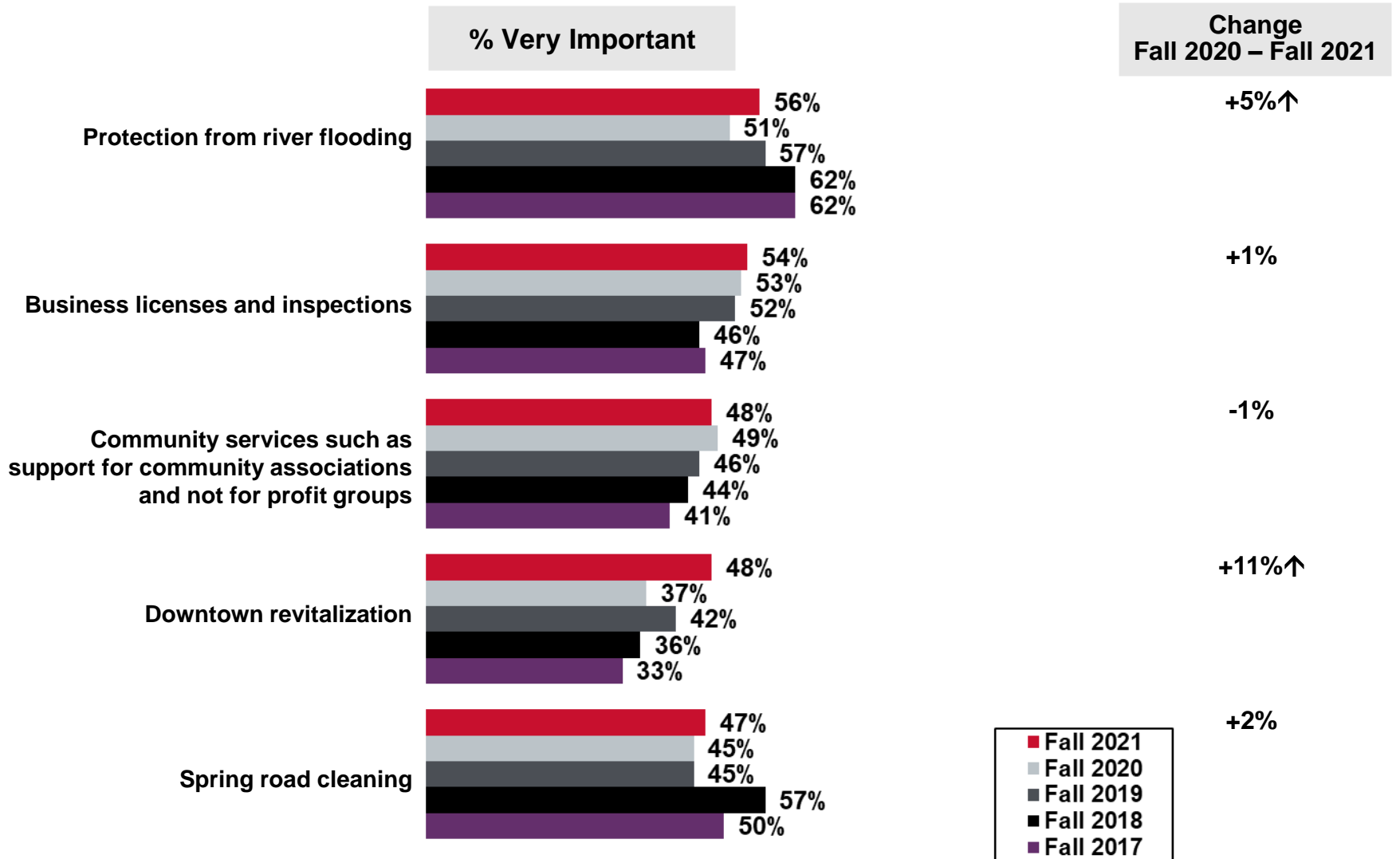


↑ Statistically higher than Fall 2020
 ↓ Statistically lower than Fall 2020

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)



Tracking | Importance of City Programs and Services (continued)

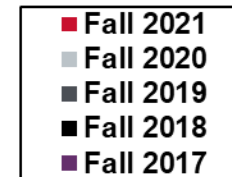
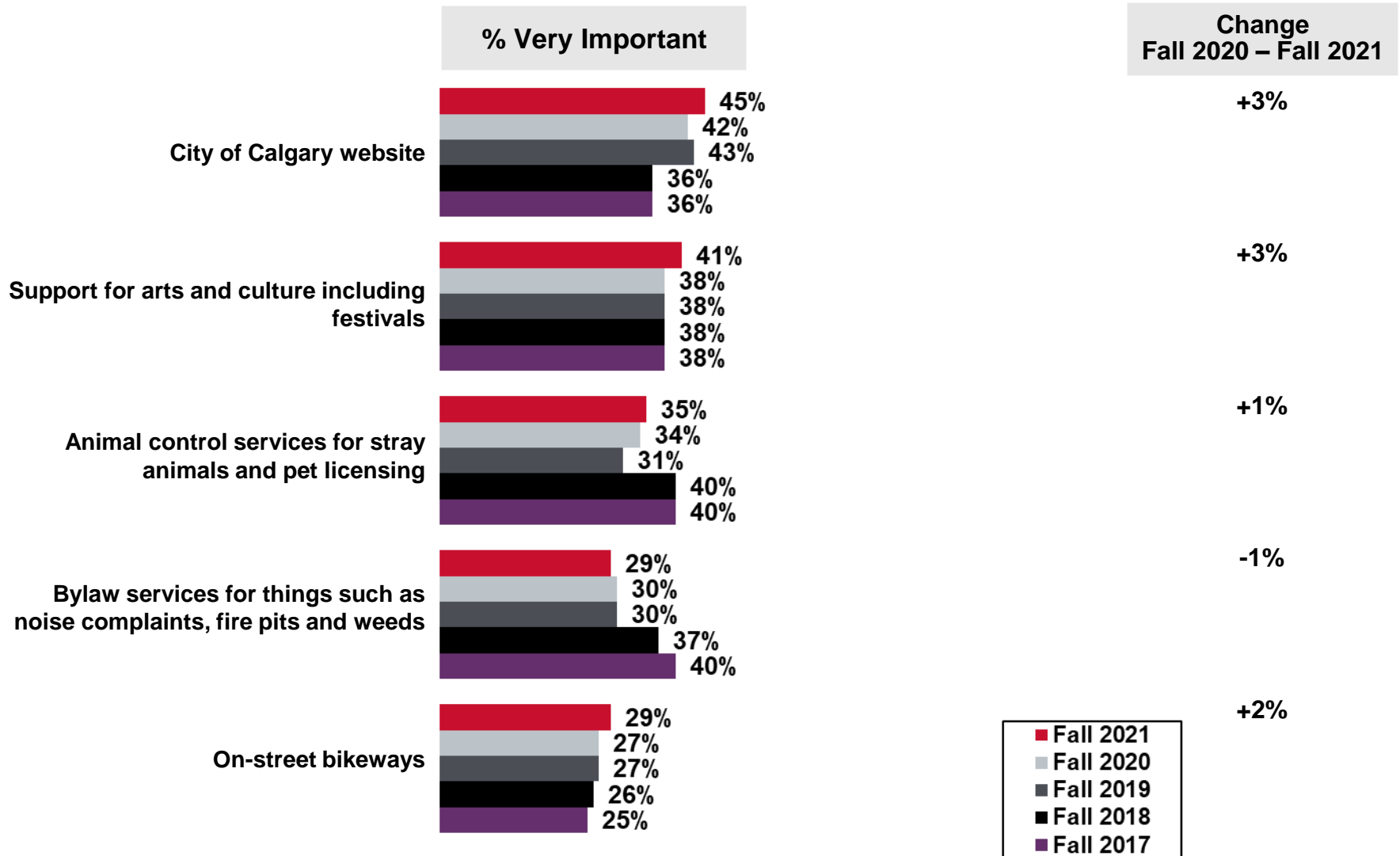


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.
 Base: Valid respondents (Bases vary)

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



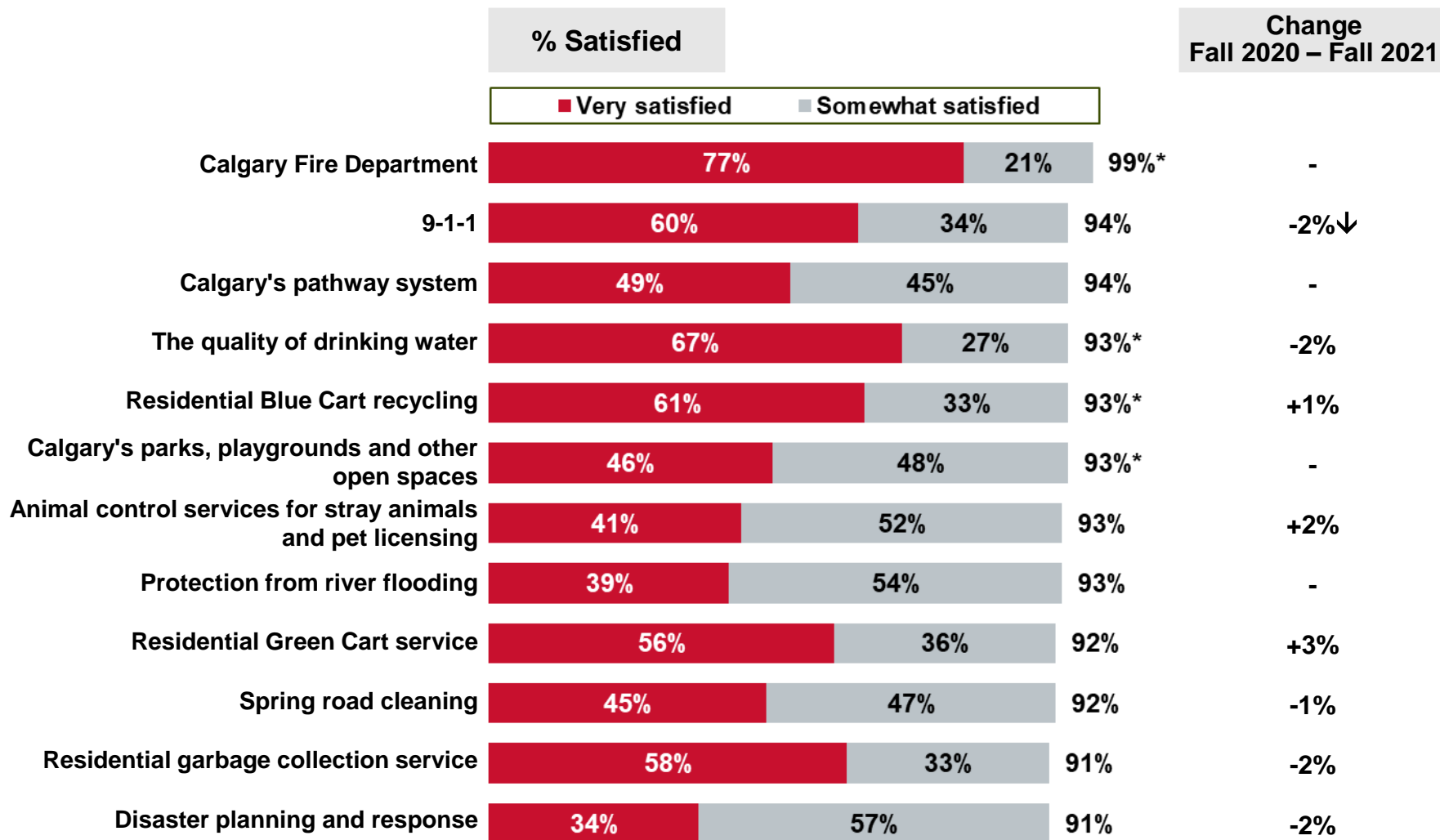
Tracking | Importance of City Programs and Services (continued)



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 and Services



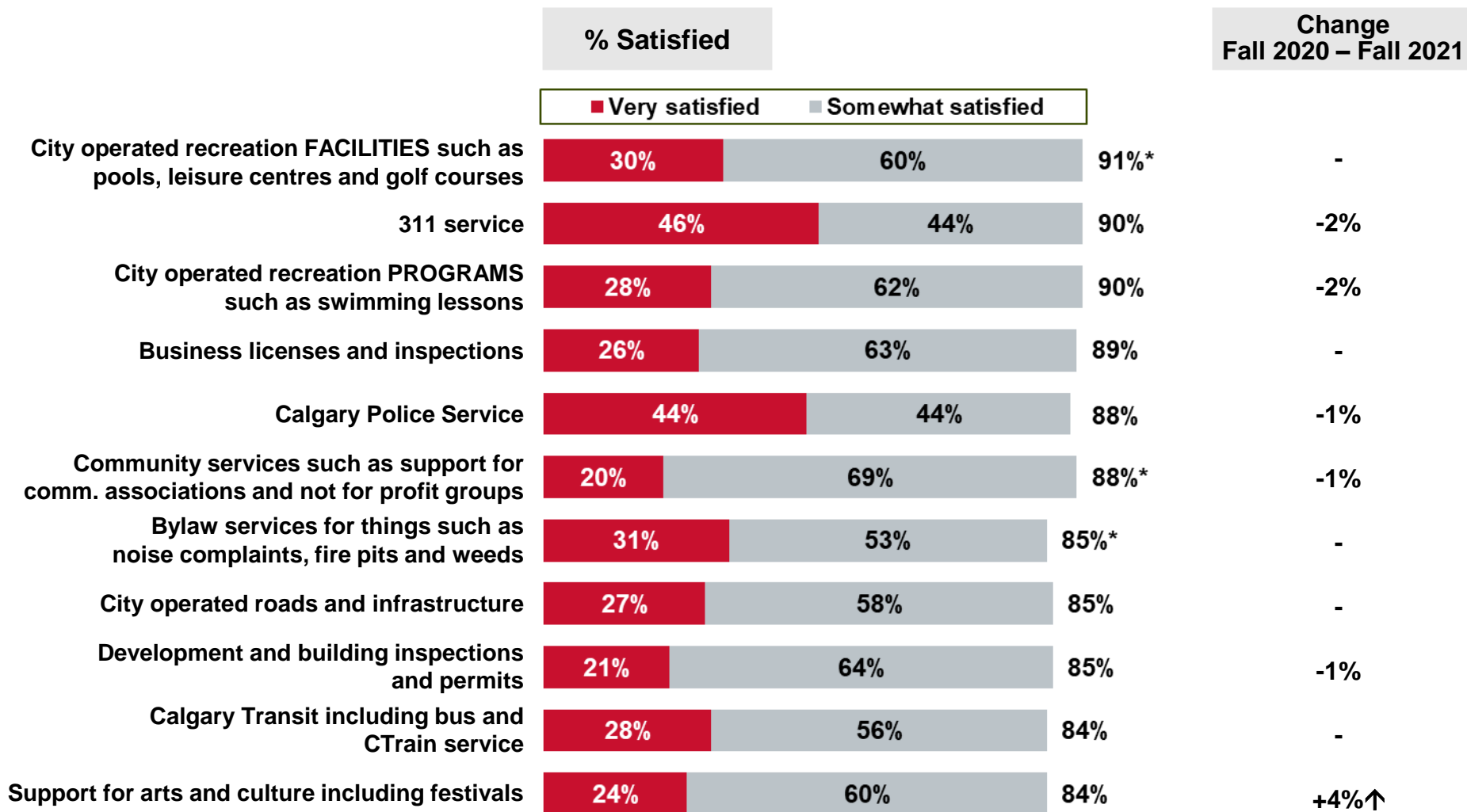
*Rounding

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

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



Satisfaction with City Programs and Services (continued)



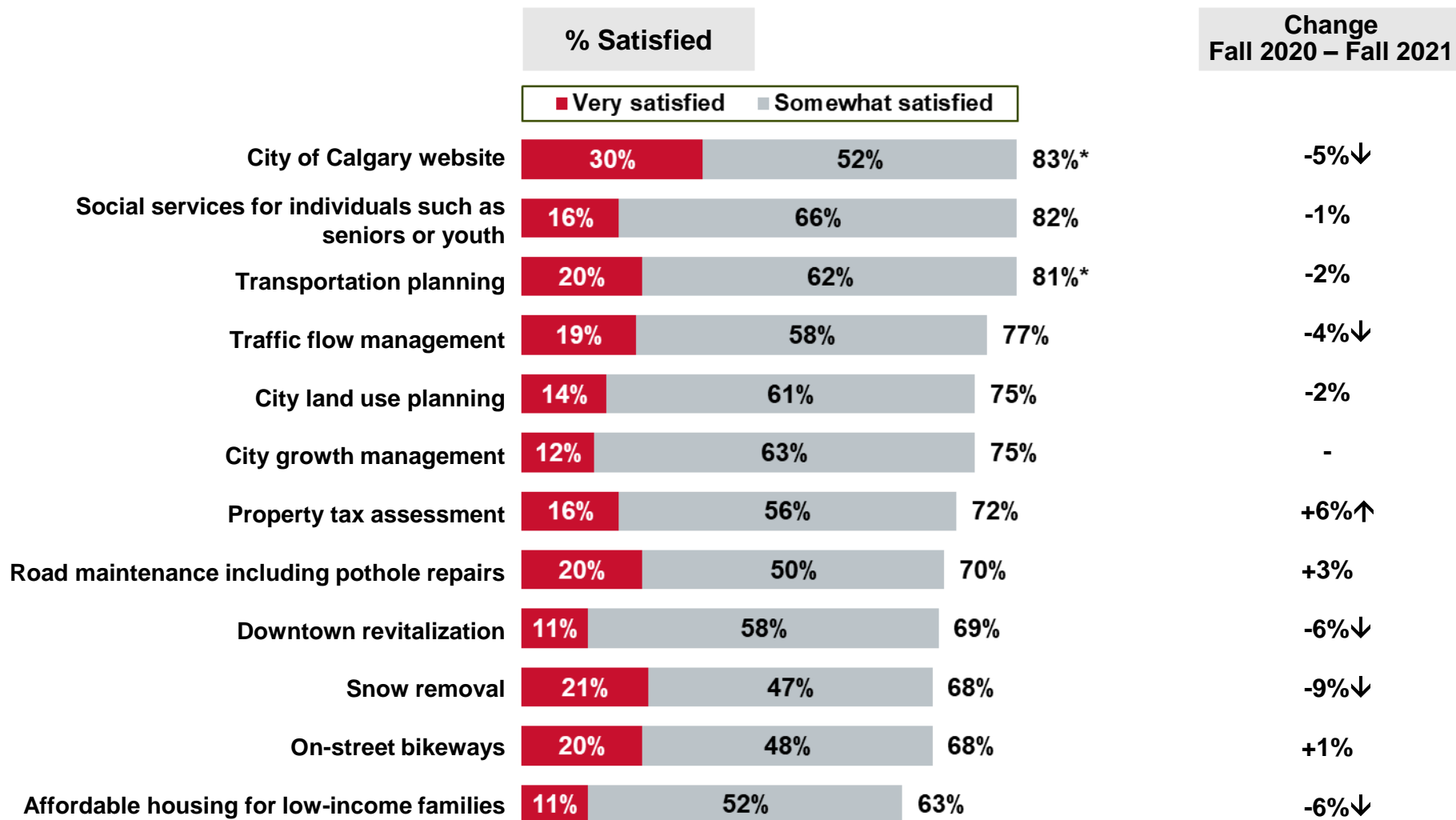
*Rounding

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

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



Satisfaction with City Programs and Services (continued)



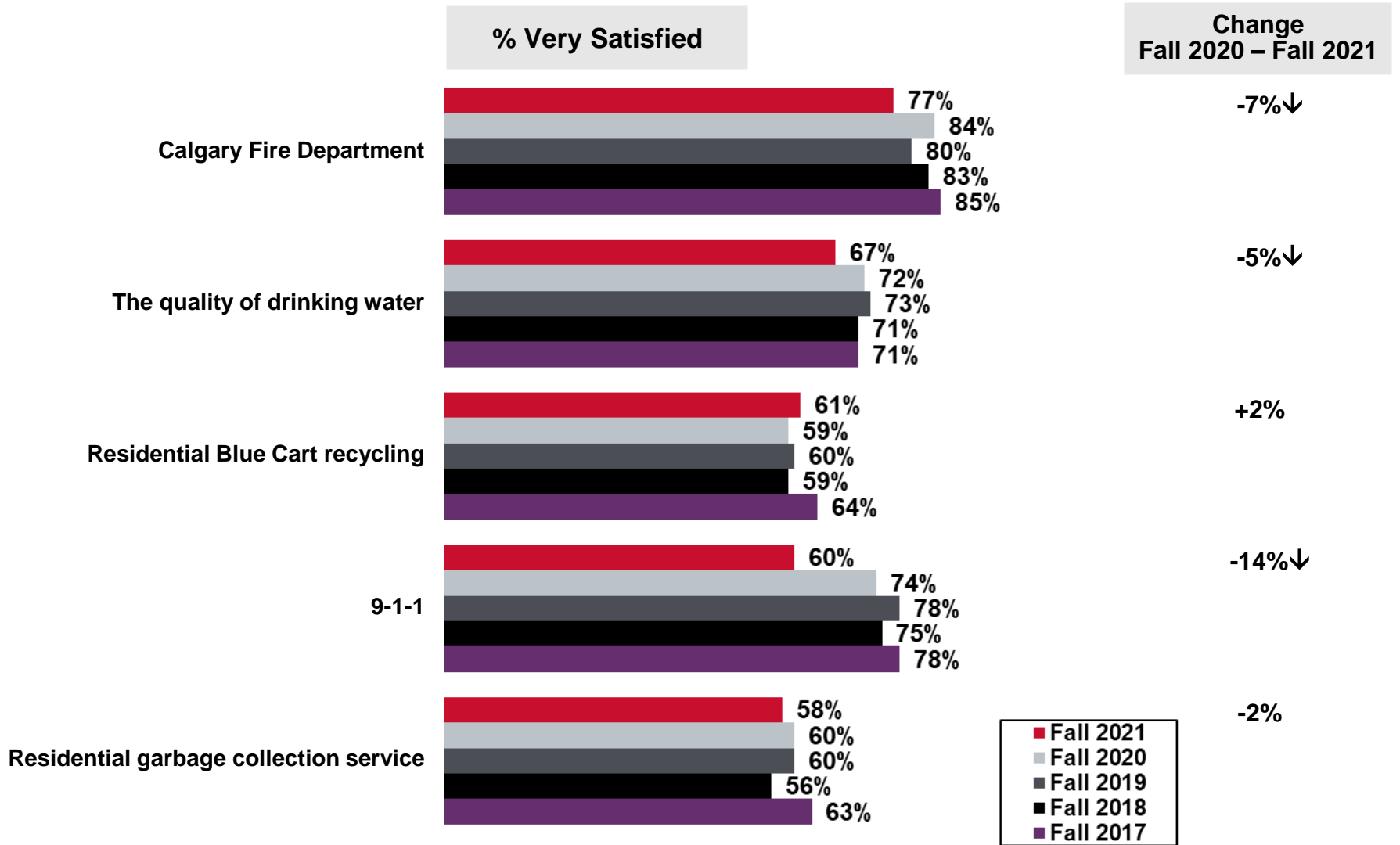
*Rounding

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

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



Tracking | Satisfaction with City Programs and Services

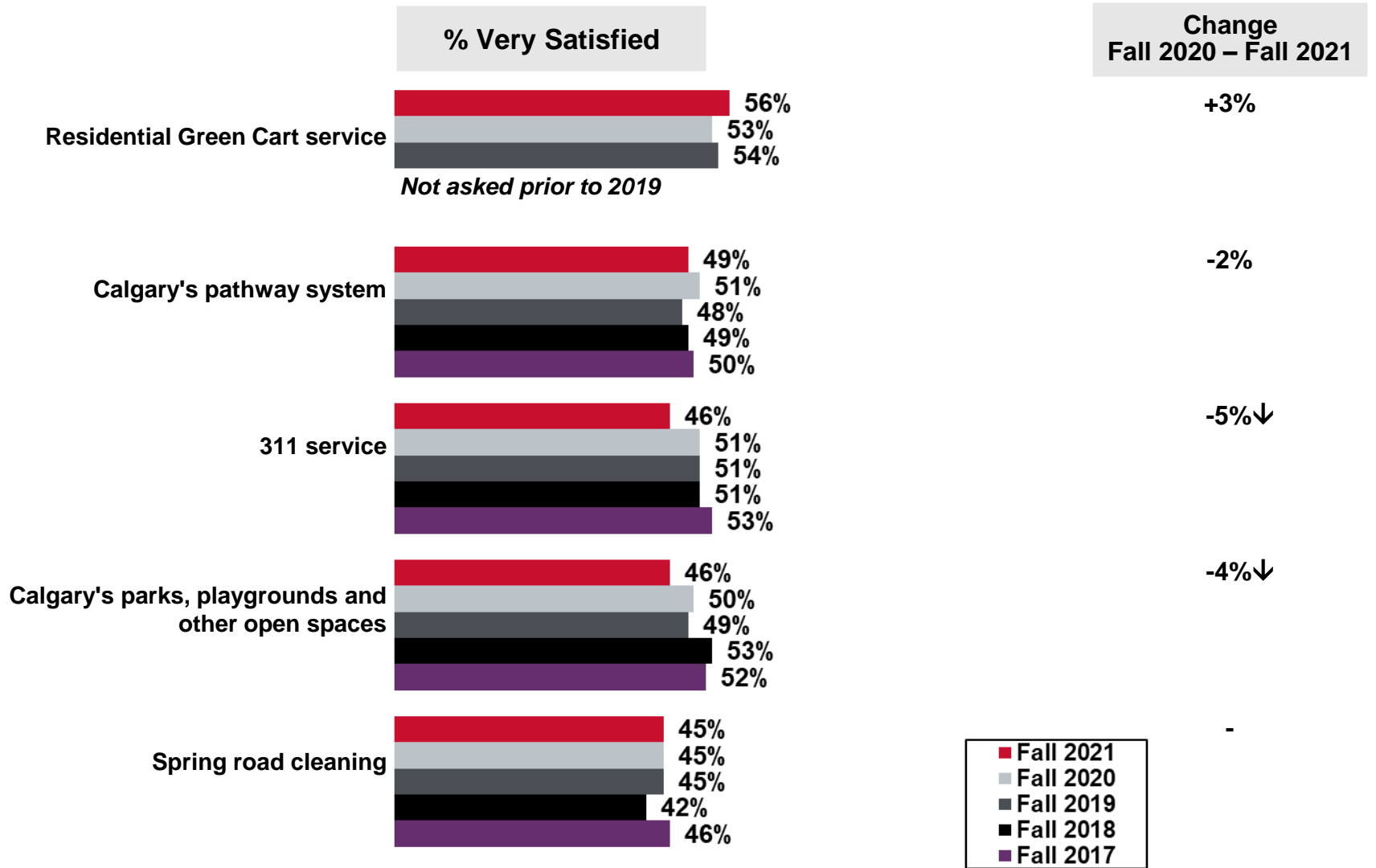


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service. Base: Valid respondents (Bases vary)

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



Tracking | Satisfaction with City Programs and Services (continued)

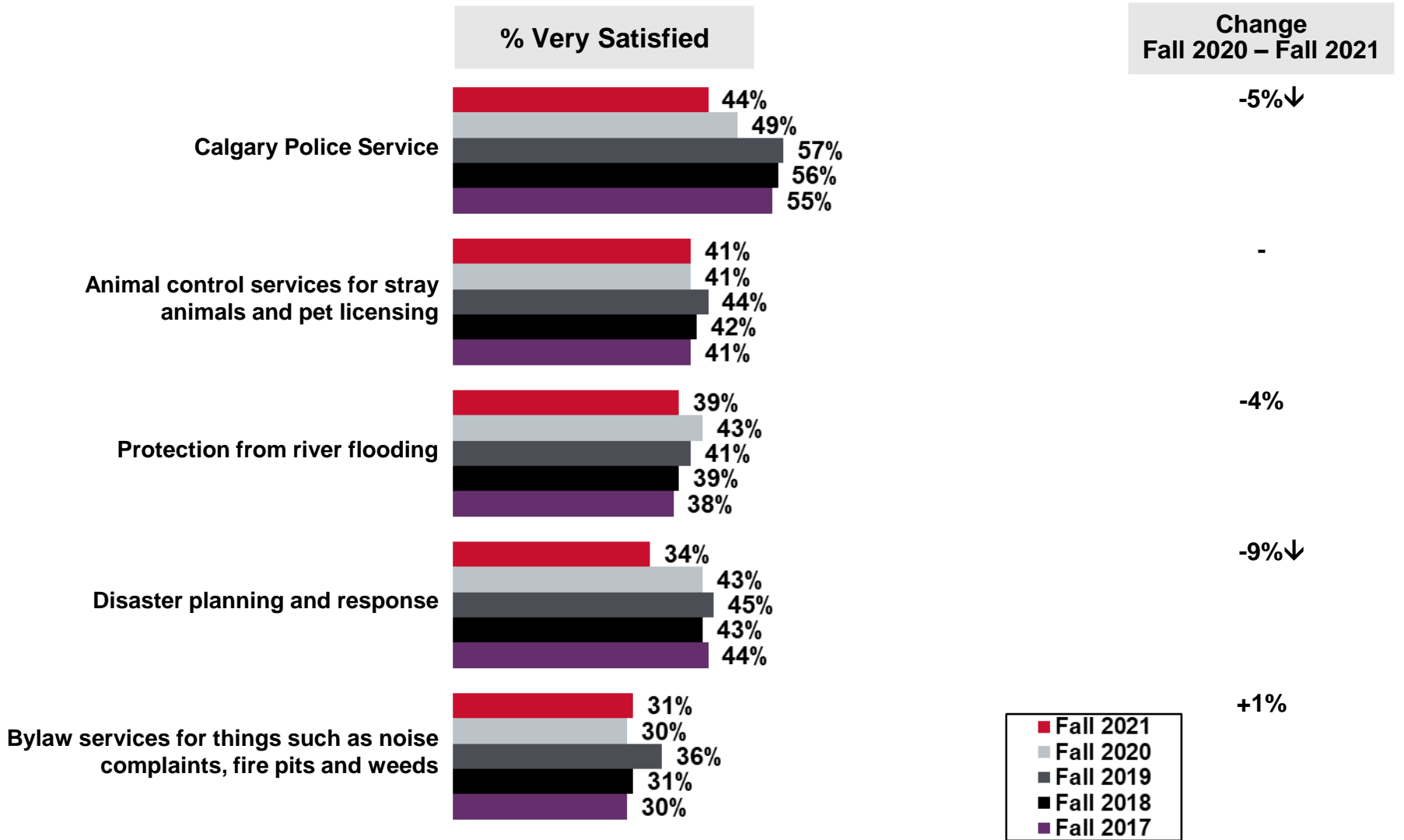


↑ Statistically higher than Fall 2020
 ↓ Statistically lower than Fall 2020

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



Tracking | Satisfaction with City Programs and Services (continued)

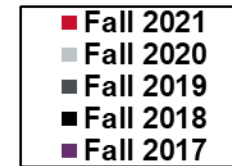
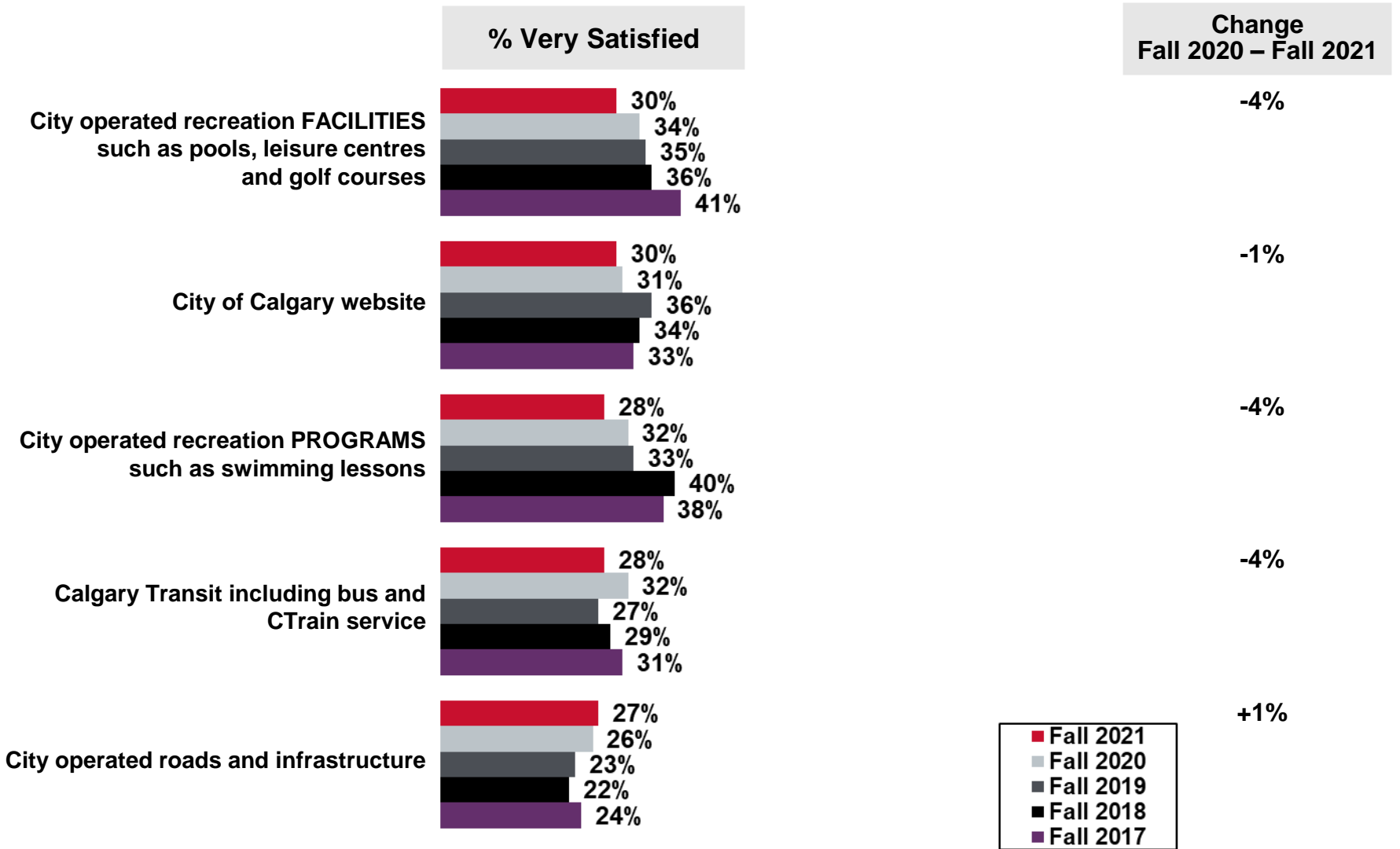


↑ Statistically higher than Fall 2020
 ↓ Statistically lower than Fall 2020

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



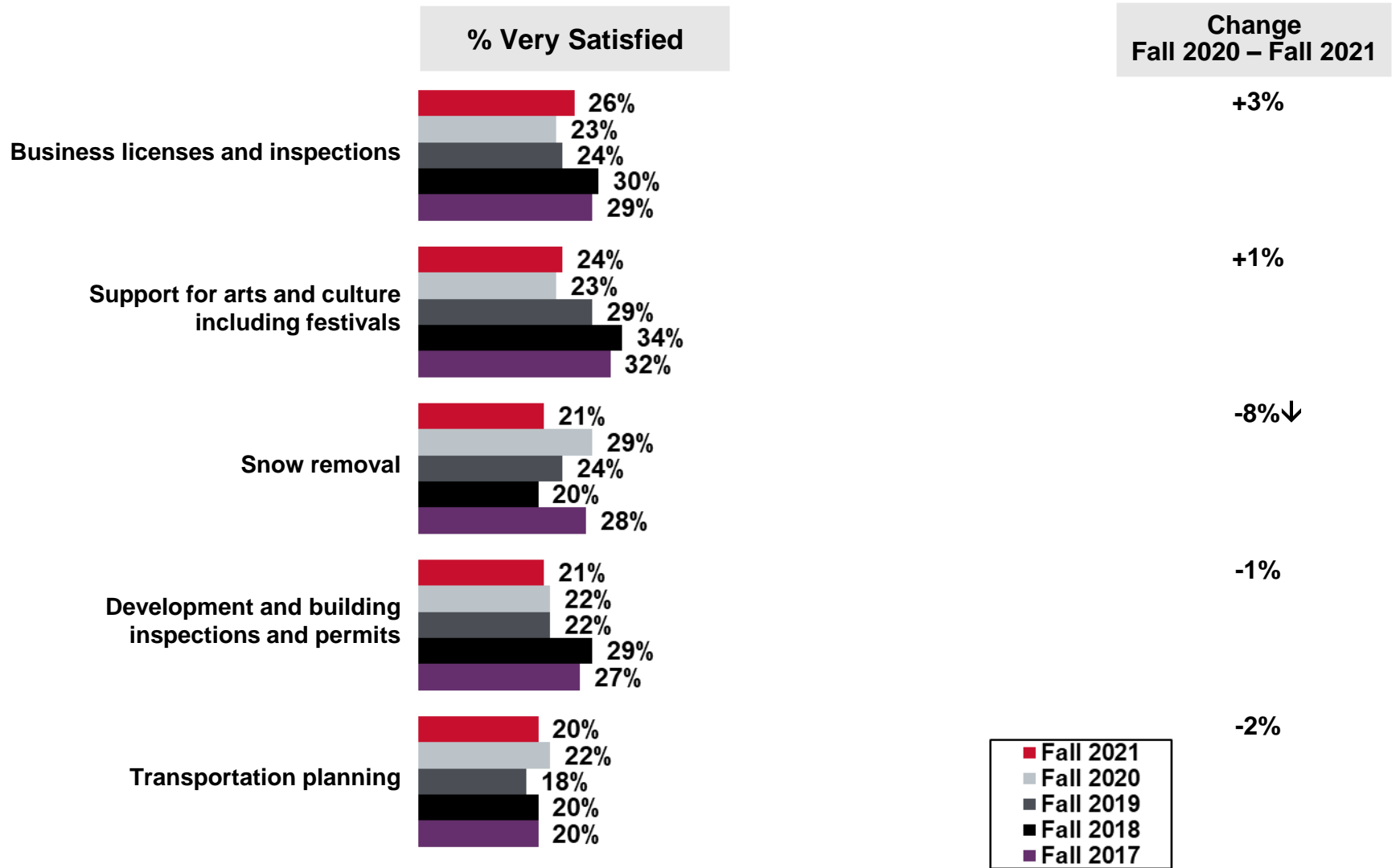
Tracking | Satisfaction with City Programs and Services (continued)



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



Tracking | Satisfaction with City Programs and Services (continued)

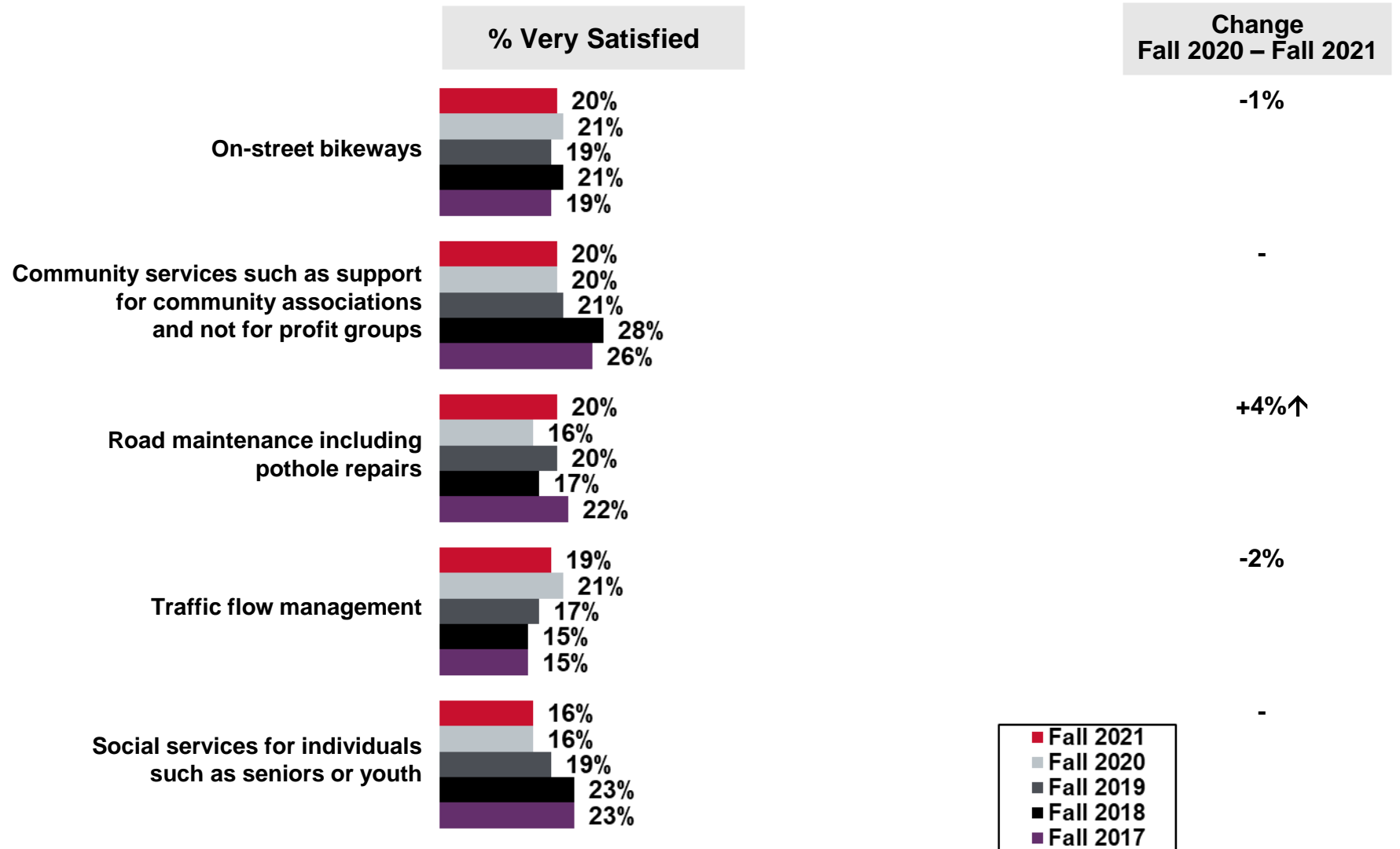


↑ Statistically higher than Fall 2020
 ↓ Statistically lower than Fall 2020

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



Tracking | Satisfaction with City Programs and Services (continued)

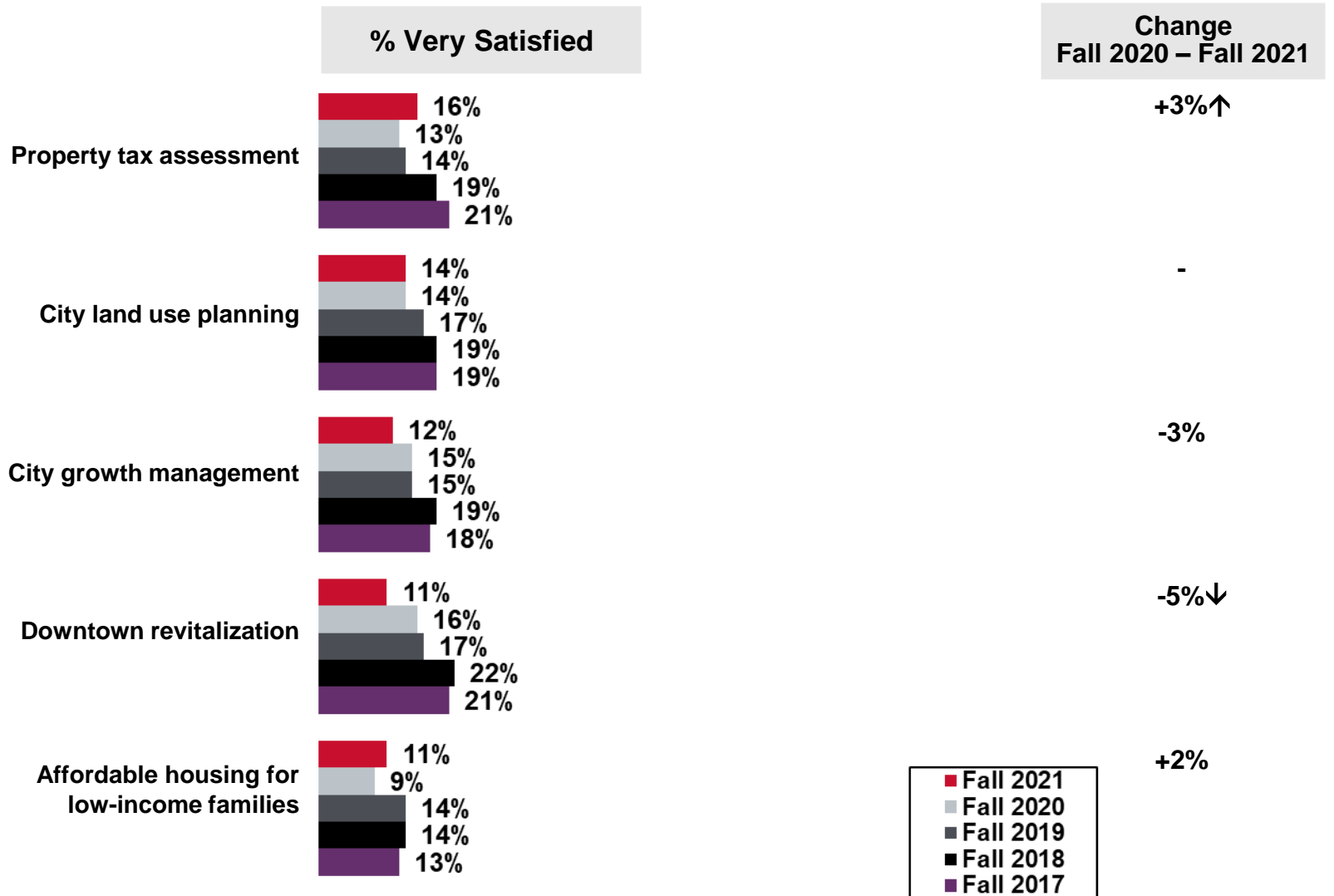


↑ Statistically higher than Fall 2020
 ↓ Statistically lower than Fall 2020

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



Tracking | Satisfaction with City Programs and Services (continued)

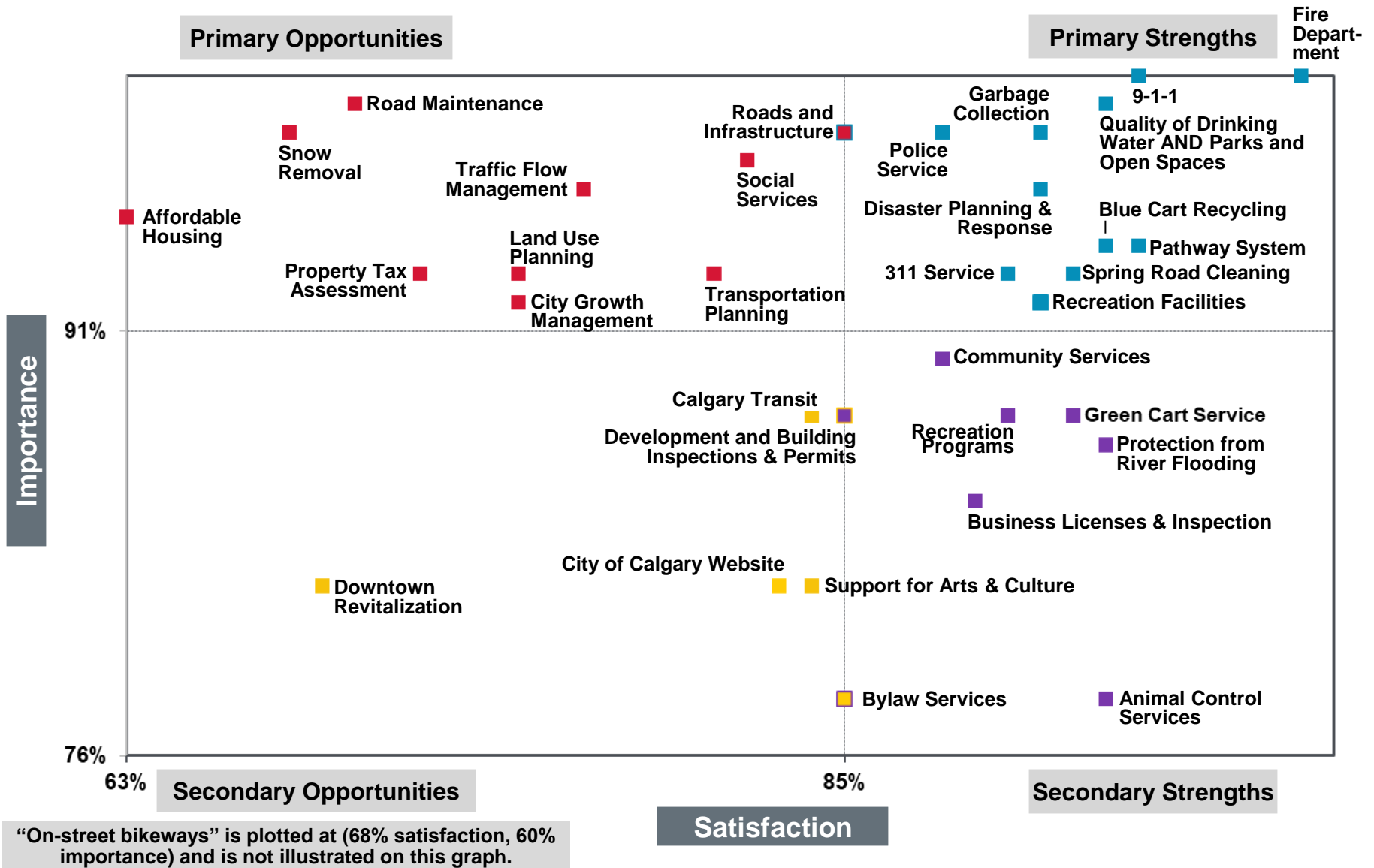


↑ Statistically higher than Fall 2020
 ↓ Statistically lower than Fall 2020

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

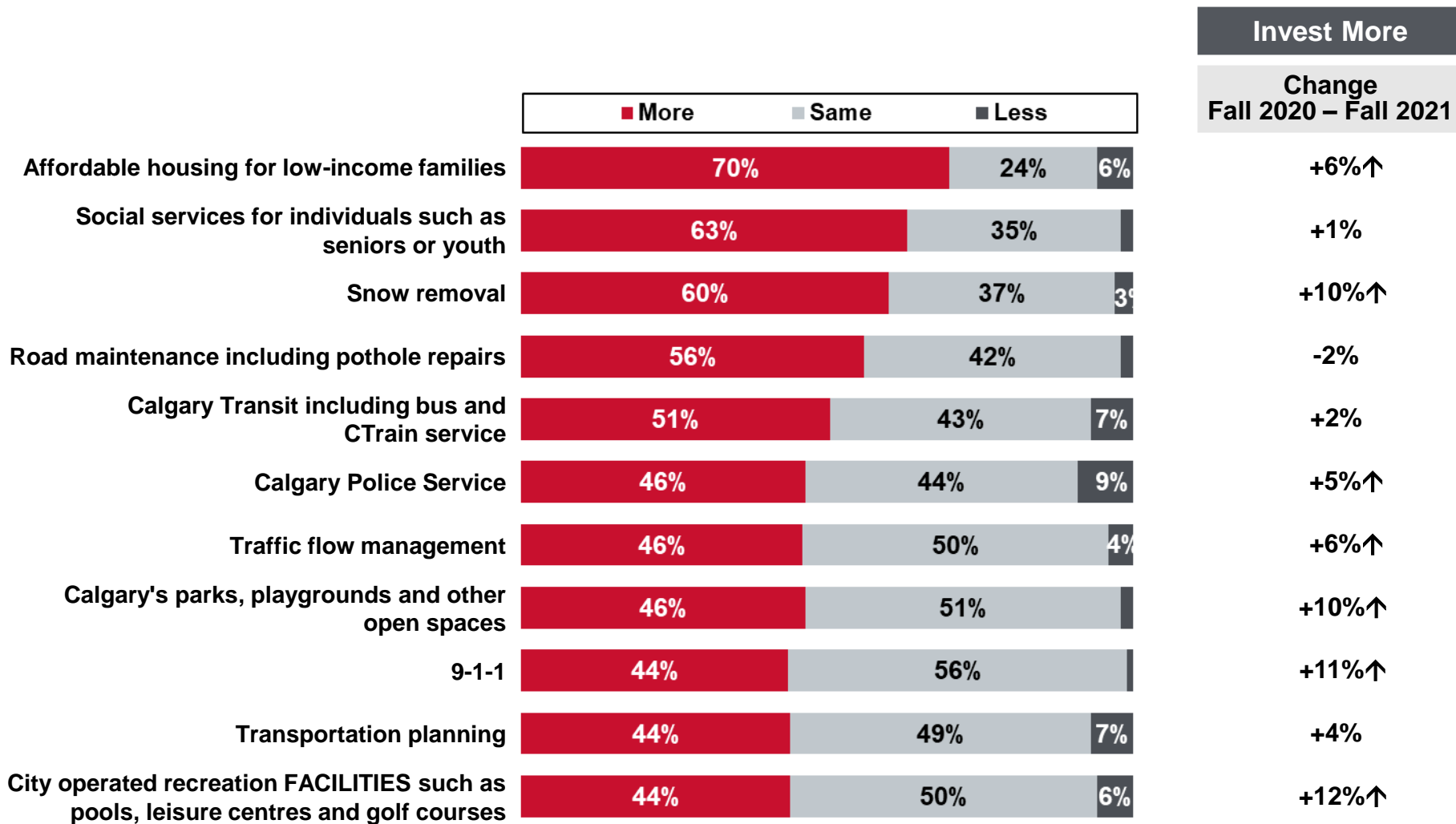


Importance vs. Satisfaction Grid





Investment in City Programs and Services



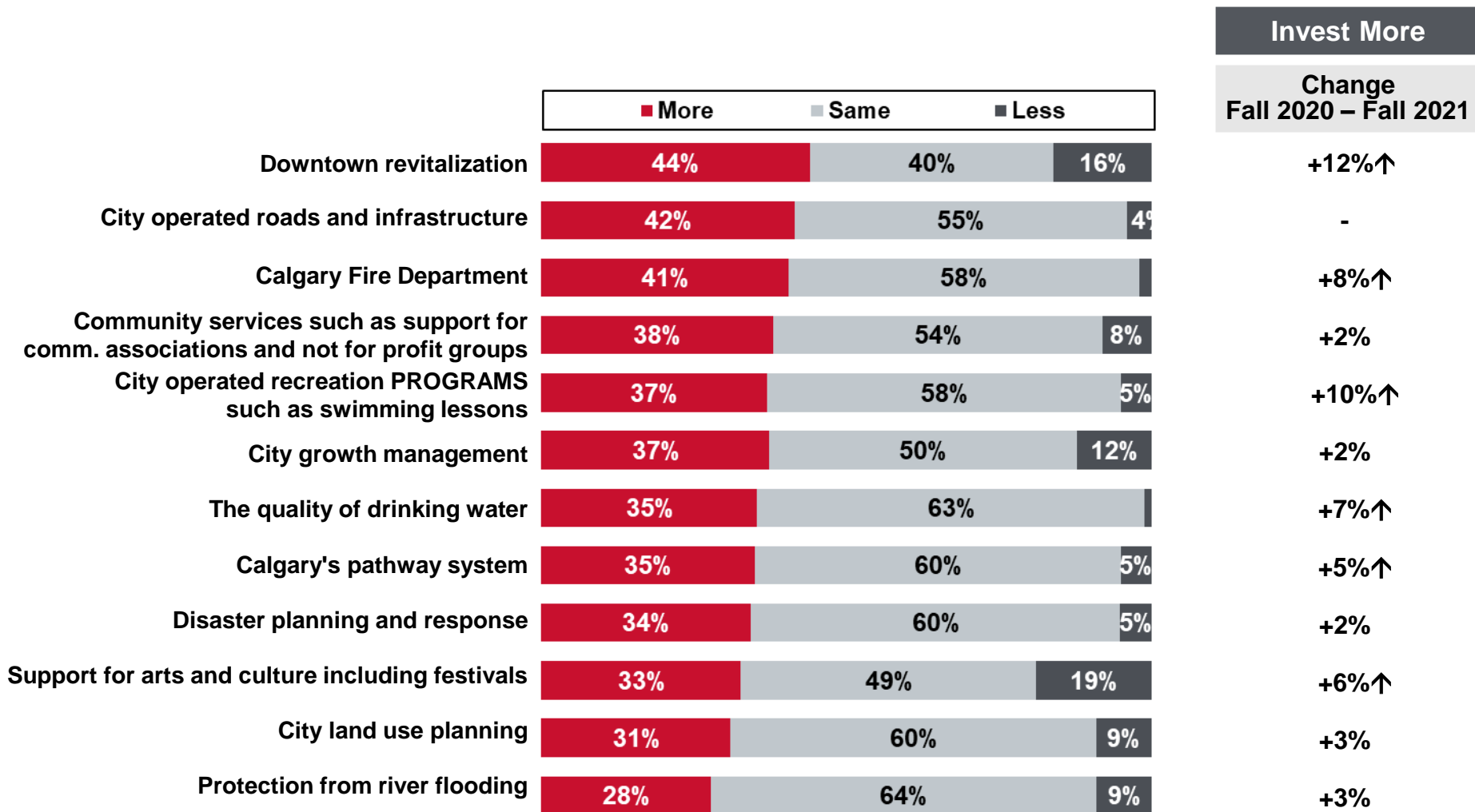
Data labels of <3% are not shown

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

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



Investment in City Programs and Services (continued)



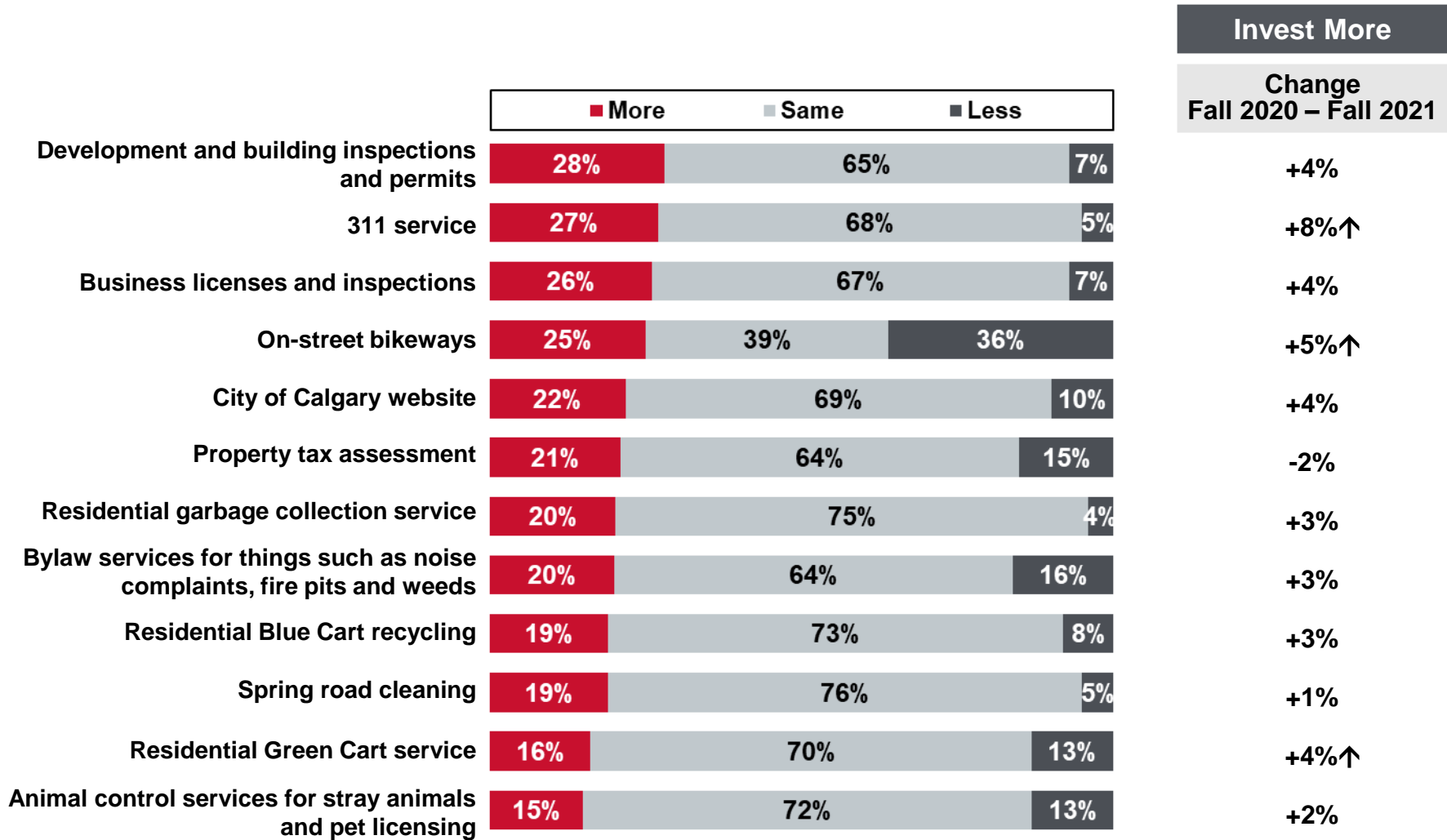
Data labels of <3% are not shown

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

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



Investment in City Programs and Services (continued)



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

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



Taxation



Taxation

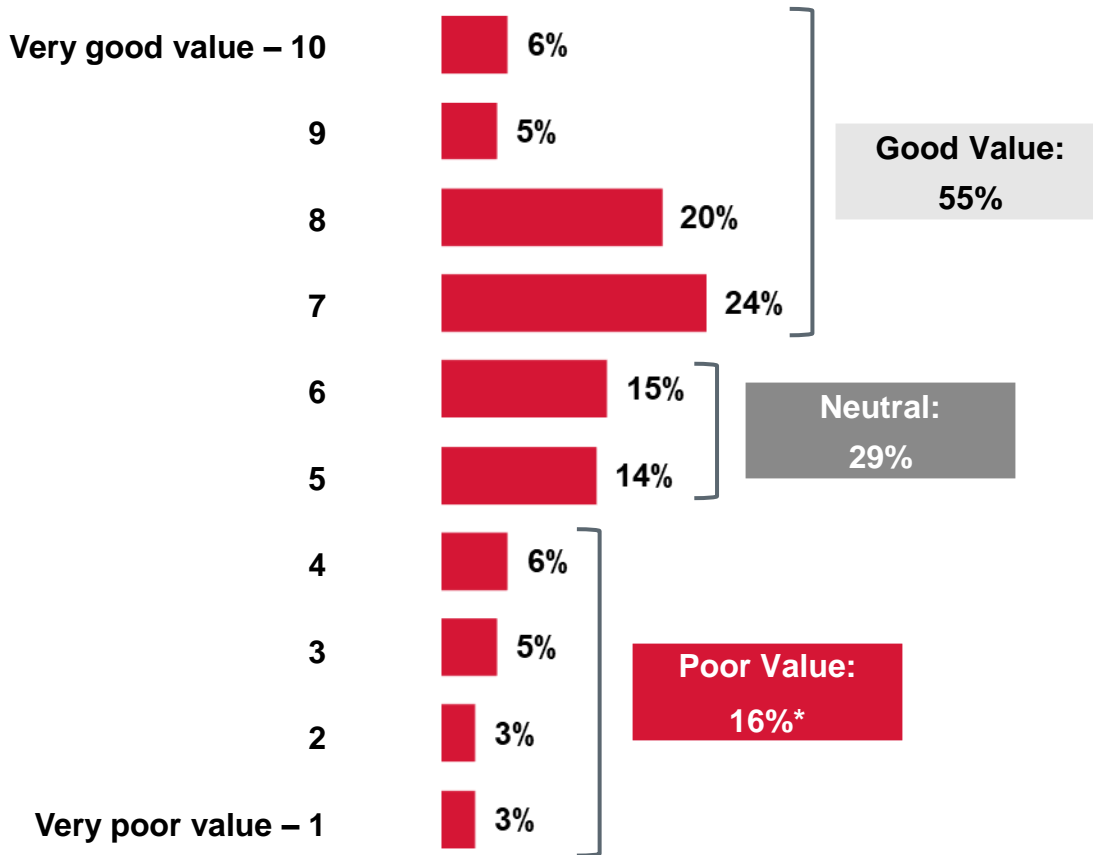
The perceived value of property tax dollars has remained stable over the past year.

Since Spring 2021, Calgarians' preference to increase taxes has declined, and their preference to cut services has risen back to similar levels a seen in Fall 2020.

- Slightly more than one-half (55%) of Calgarians give The City a 'good value' rating for the value of their property tax dollars, statistically on par with 57% in Spring 2021 and with 53% in Fall 2020.
- In order to balance taxation and service delivery levels, 50% of Calgarians would support tax increases to maintain or expand services at or beyond the current inflation rate, statistically lower than 57% in Spring 2021, yet similar to 52% in Fall 2020). In comparison, 43% of Calgarians would support service cuts to maintain or further reduce taxes (increased from 39% in Spring 2021, but similar to 44% in Fall 2020).
 - With respect to desired tax increases, more Calgarians would prefer an increase in taxes at the current inflation rate to *maintain* services at current levels (29%, declined from 47% in Spring 2021 and from 43% in Fall 2020) vs. an increase in taxes beyond the current inflation rate to *expand* services (21%, increased from 9% in both Spring 2021 and Fall 2020).
 - When looking more specifically at cutting services, Calgarians are split in their preference to cut services to *maintain* current tax levels (22%, identical to 22% in Spring 2021 and down from 25% in Fall 2020) and to cut services further to *reduce* taxes (21%, higher than 17% in Spring 2021 and similar to 19% in Fall 2020).
- In Fall 2021, 92% of Calgarians agree that they are 'interested in knowing how their property tax dollars are invested in various City services' (including 60% who 'strongly' agree), and overall agreement is identical to 92% in Fall 2020.
 - Further, 56% of Calgarians agree that 'The City does a good job of providing citizens with information about how their property tax dollars are invested in various City services' (including 10% who 'strongly' agree), and overall agreement is identical to 56% in Fall 2020.



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.”

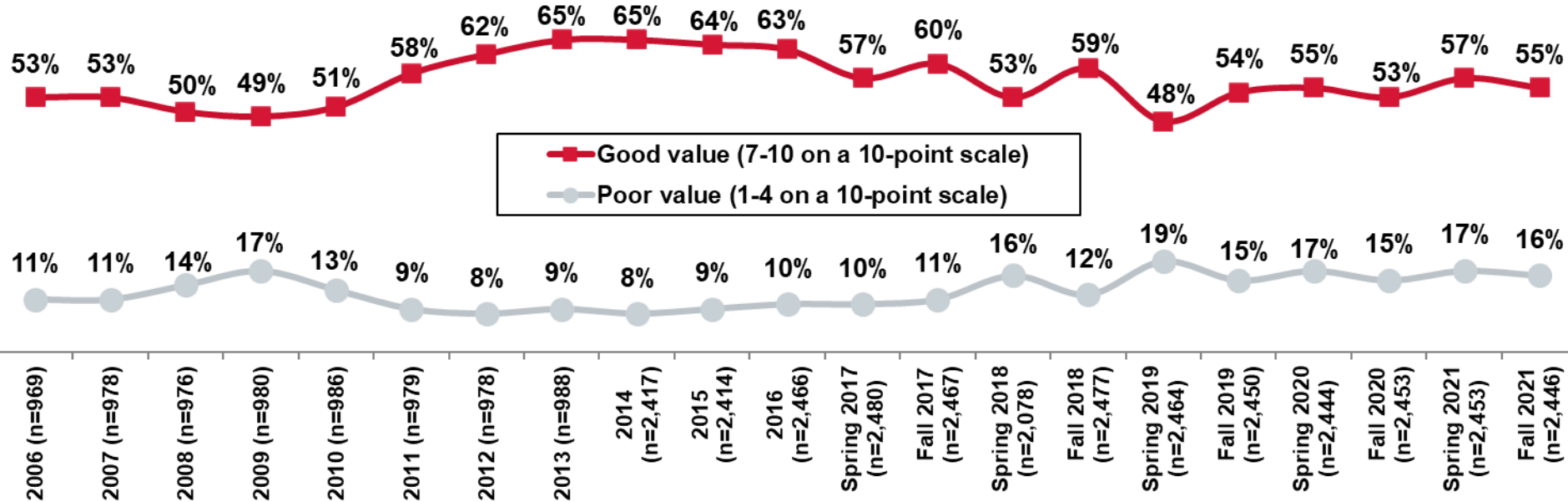
Base: Valid respondents (n=2,446)

*Rounding



Tracking | Perceived Value of Property Taxes

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



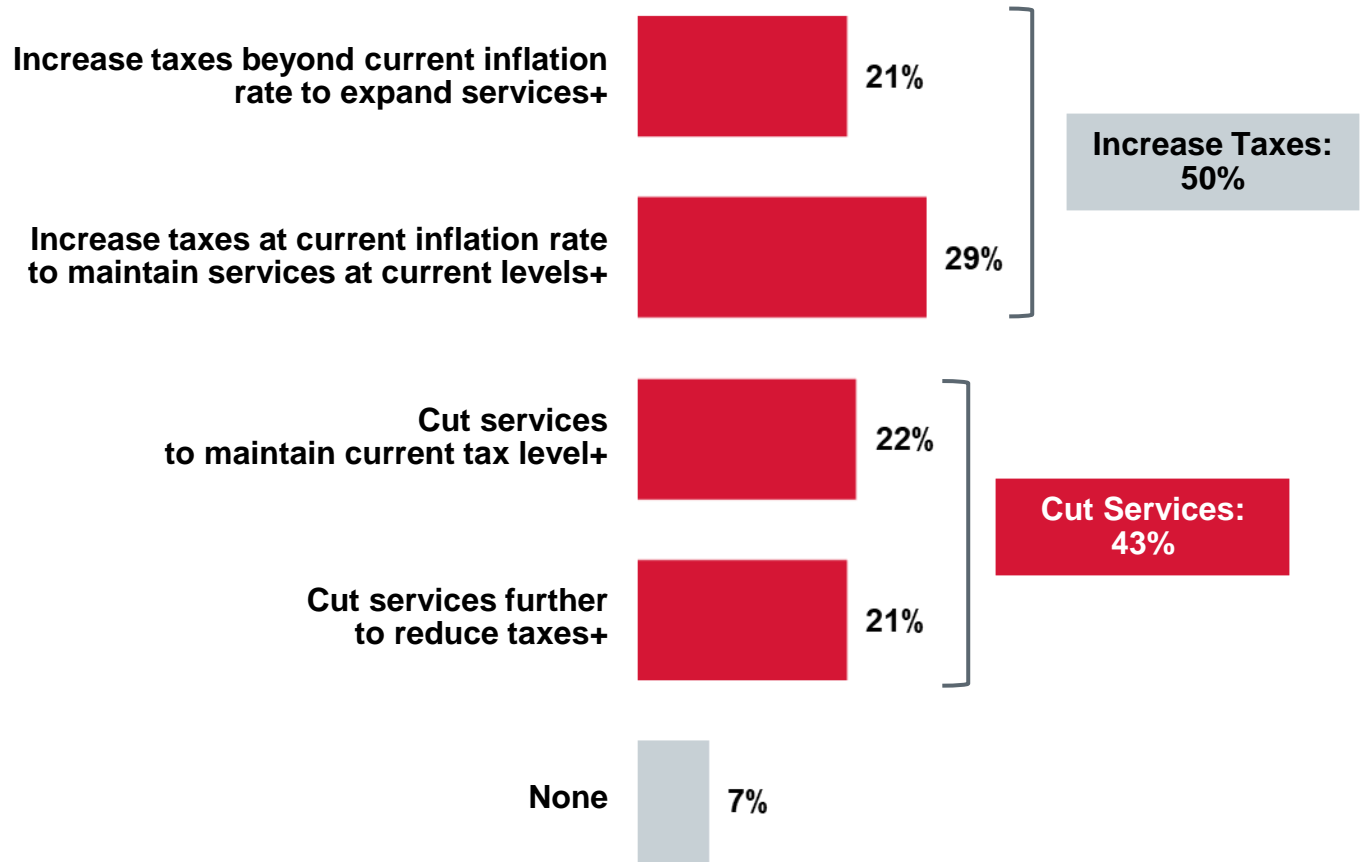
Your property tax dollars are divided between The City and the Province. In Calgary, approximately two-thirds of your residential property tax payment goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal 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 not shown



Balancing Taxation and Service Delivery Levels

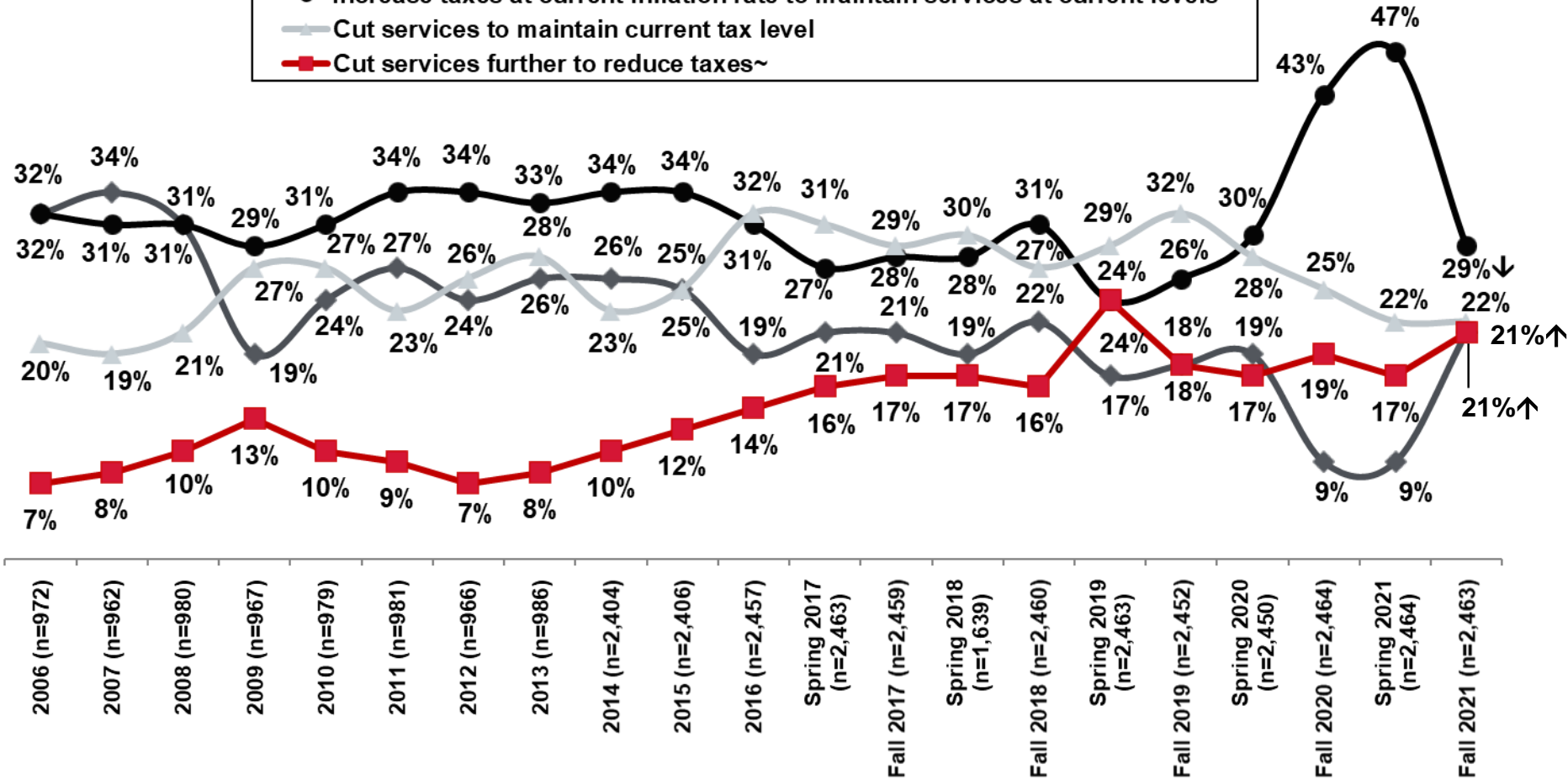
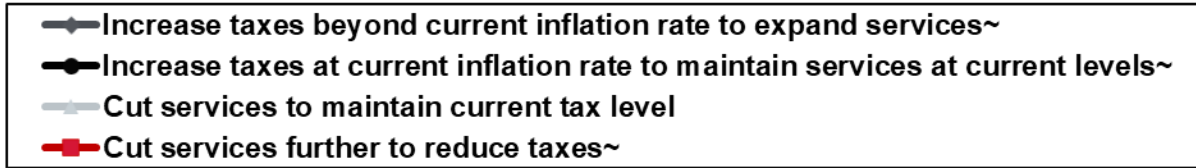


Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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

Base: Valid respondents (n=2,463) | +Slight wording changes in Fall 2020



Tracking | Balancing Taxation & Service Delivery

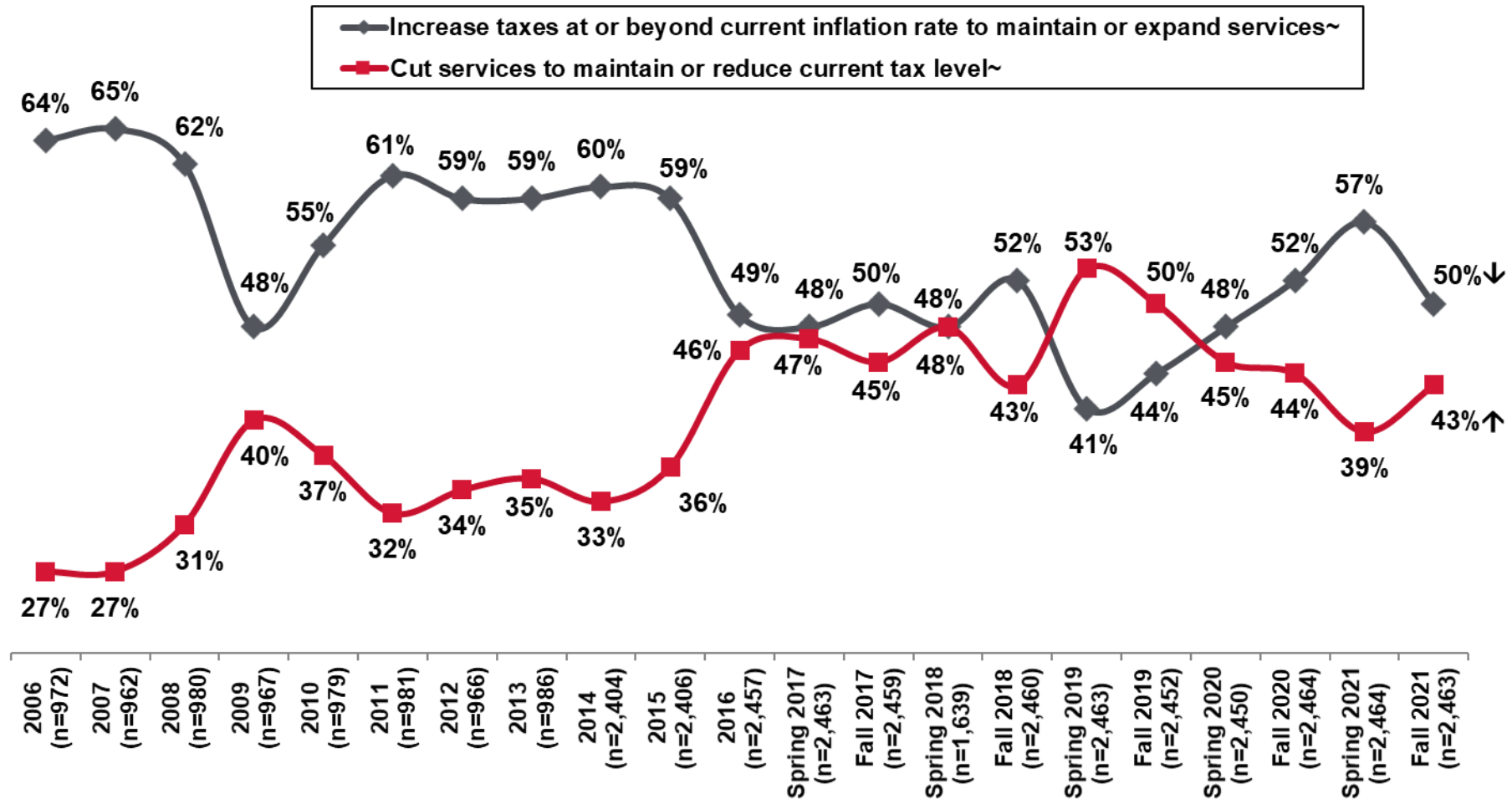


Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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

↑ Statistically higher than Spring 2021
 ↓ Statistically lower than Spring 2021



Tracking | Increase Taxes vs. Cut Services



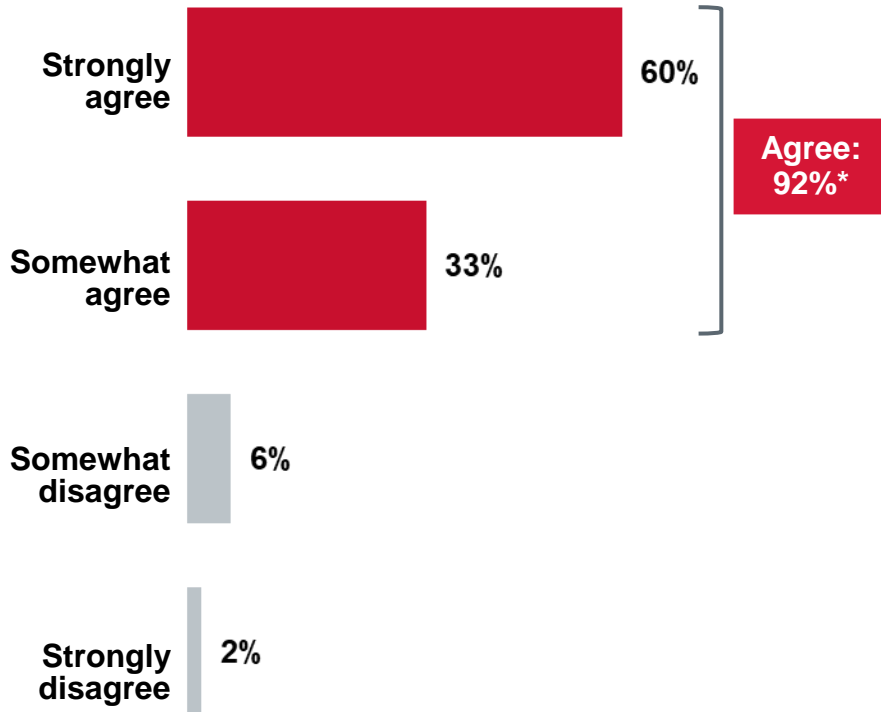
Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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

↑ Statistically higher than Spring 2021
 ↓ Statistically lower than Spring 2021

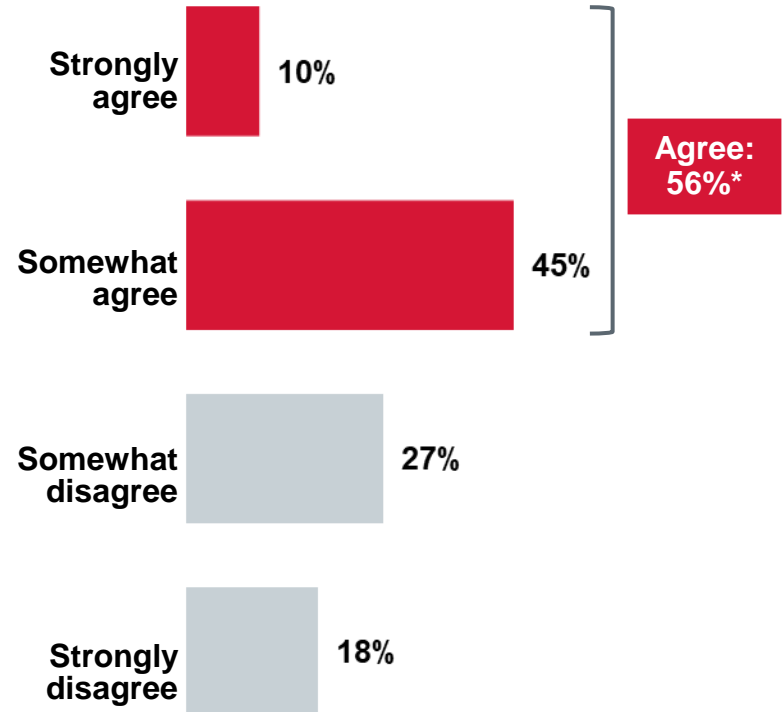


Property Tax Dollar Investment

I am interested in knowing how my property tax dollars are invested in various City services



The City does a good job of providing citizens with information about how their property tax dollars are invested in various City services



Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

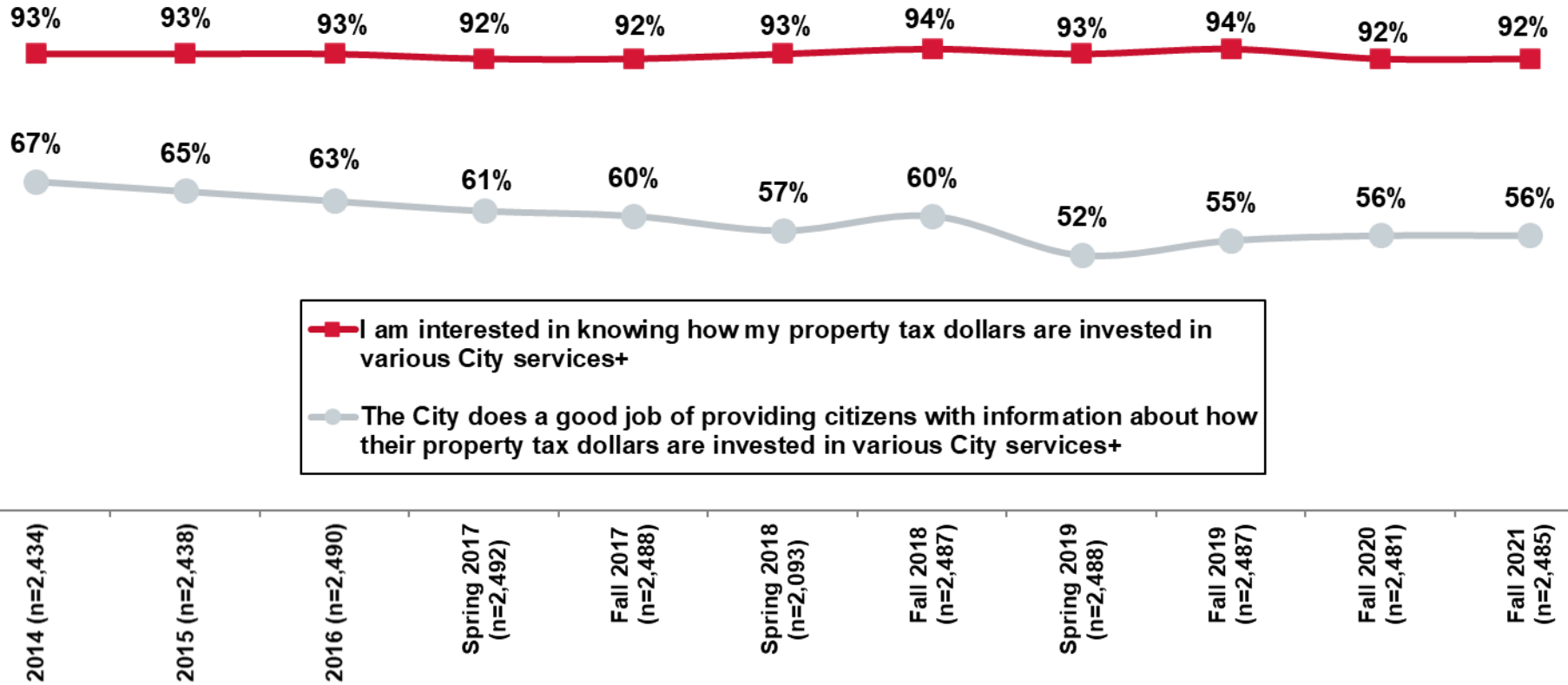
Base: Valid respondents (Fall 2021 n=2,485 / n=2,454)

*Rounding



Tracking | Property Tax Dollar Investment

**% Agree
(strongly and somewhat)**



■ I am interested in knowing how my property tax dollars are invested in various City services+

● The City does a good job of providing citizens with information about how their property tax dollars are invested in various City services+

Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.
 Base: Valid respondents

*Not asked in Spring 2021 or Spring 2020 and not asked prior to 2014



City Customer Service



SUMMARY OF FINDINGS

Customer Service

Perceptions about The City's customer service delivery remain positive and stable since Fall 2020.

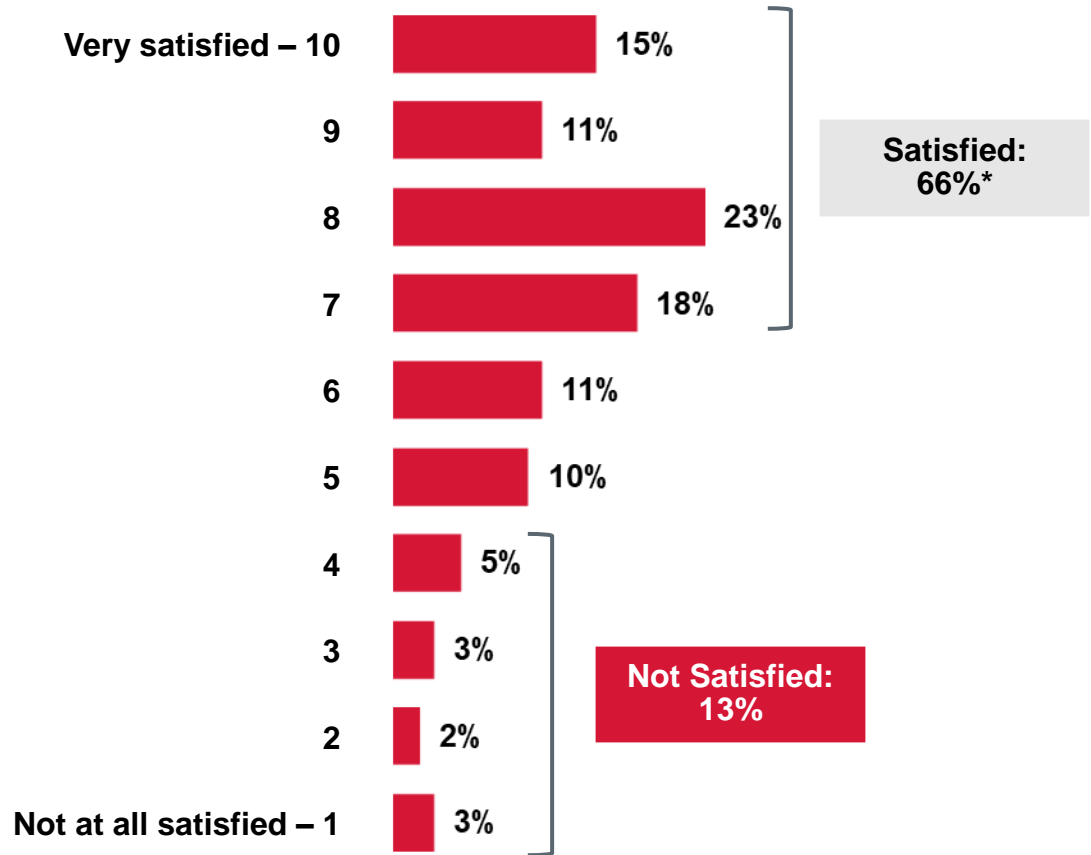
Higher customer service ratings are provided for The City's staff being courteous, helpful and knowledgeable, and for The City meeting citizen's customer service expectations.

- Among those who contacted The City in the past 12 months, 66% are satisfied with the overall level and quality of customer service provided by The City of Calgary, 13% are dissatisfied and 21% are neutral in their ratings. As the question format was modified in Fall 2021, direct tracking data is not possible.
- Ratings for elements of customer service have remained stable since last year.
 - The vast majority (93%) of Calgarians agree that 'City staff are courteous, helpful and knowledgeable' (similar to 92% in Fall 2020).
 - A strong majority (84%) agree that 'The City of Calgary meets my customer service expectations', increased from 81% in Spring 2021 and identical to 84% in Fall 2020).
 - Next, 72% agree that 'The City responds quickly to requests and concerns', identical to 72% in both Spring 2021 and Fall 2020.
 - Further, 71% of Calgarians agree that 'City staff are easy to get a hold of when I need them', similar to 74% in Fall 2020.



Satisfaction with the Overall Level and Quality of Customer Service+

+Note: Question was modified in 2021. Tracking results are not directly comparable.



Now I'd like you to think about any contact you've had with The City of Calgary in the past year. On a scale of 1 to 10 where "1" represents "not at all satisfied" and "10" represents "very satisfied", how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

Base: Valid respondents who contacted The City in the last twelve months (n=2,278)

*Rounding

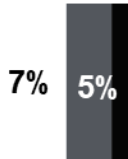


Attitudes Regarding Customer Service

% Disagree

% Agree

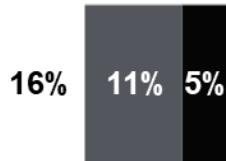
Change
Fall 2020 – Fall 2021



City staff are courteous, helpful and knowledgeable



93%* +1%



The City of Calgary meets my customer service expectations



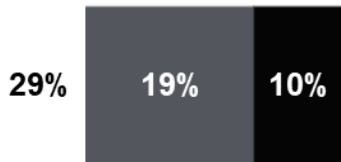
84% -



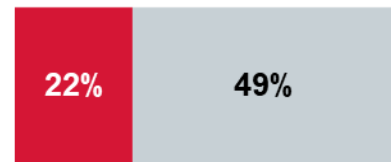
The City responds quickly to requests and concerns



72%* -



City staff are easy to get a hold of when I need them



71% -3%

Somewhat disagree ■ Strongly disagree ■

Strongly agree ■ Somewhat agree ■

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)

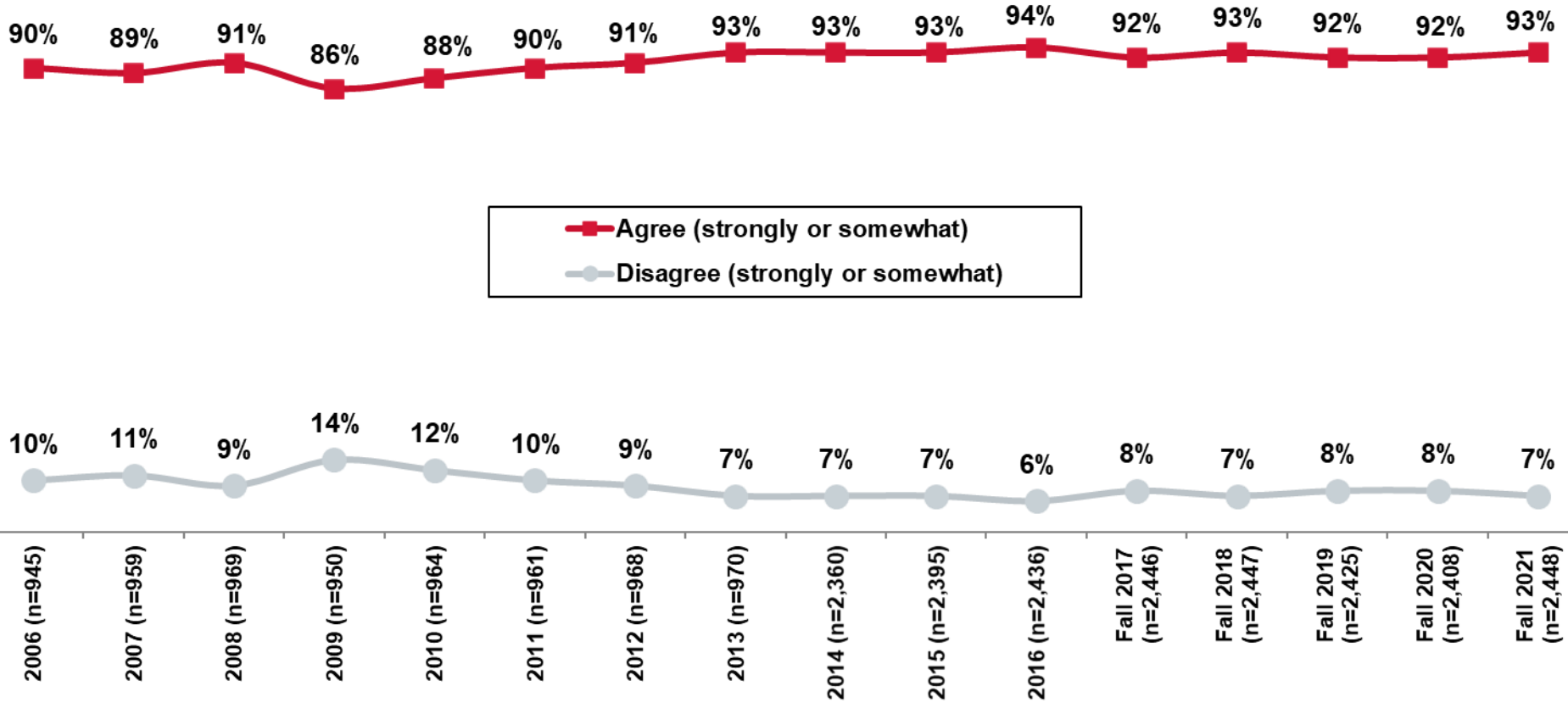
*Rounding

Data labels of <3% are not shown



Tracking | Staff Courteousness and Knowledge

City staff are courteous, helpful and knowledgeable+



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?

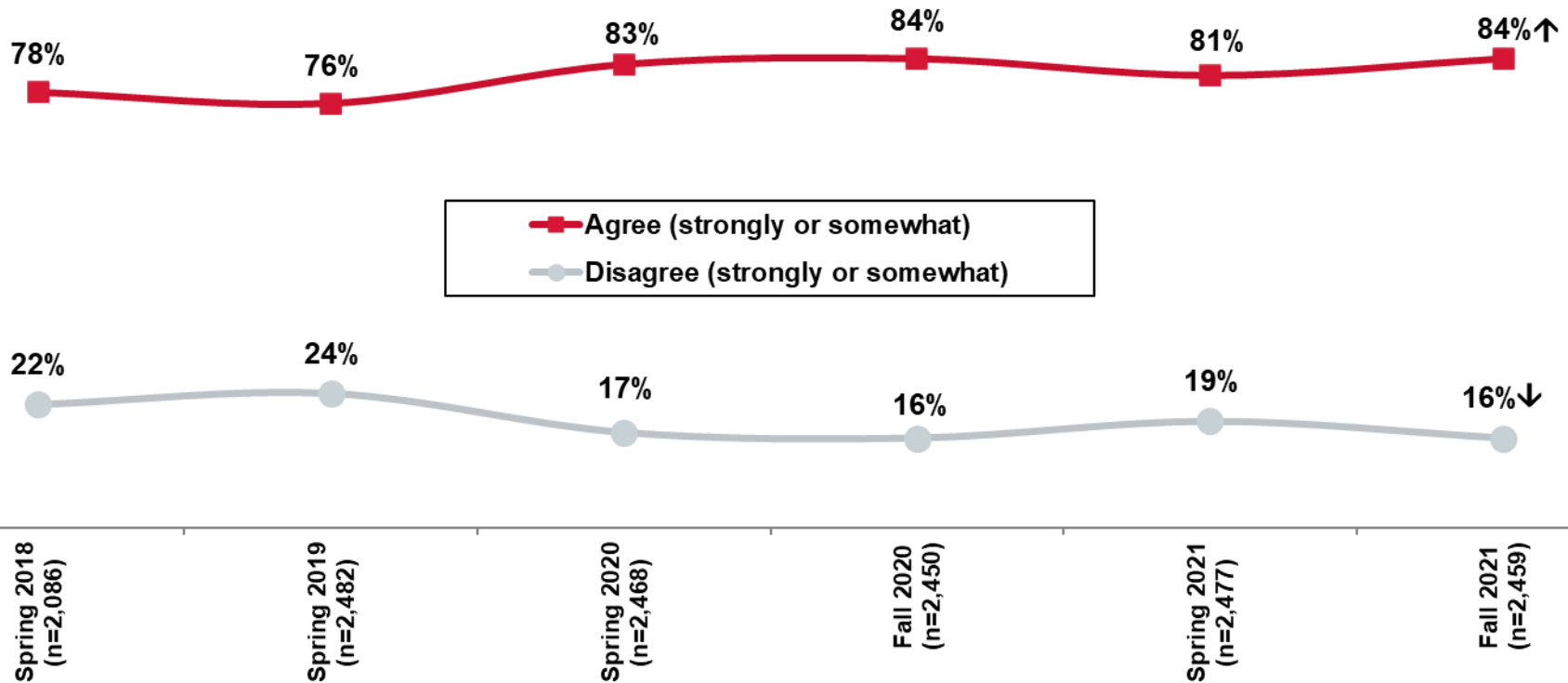
Base: Valid respondents

+Not asked in Spring waves



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 Spring 2021
[↓]Statistically lower than Spring 2021

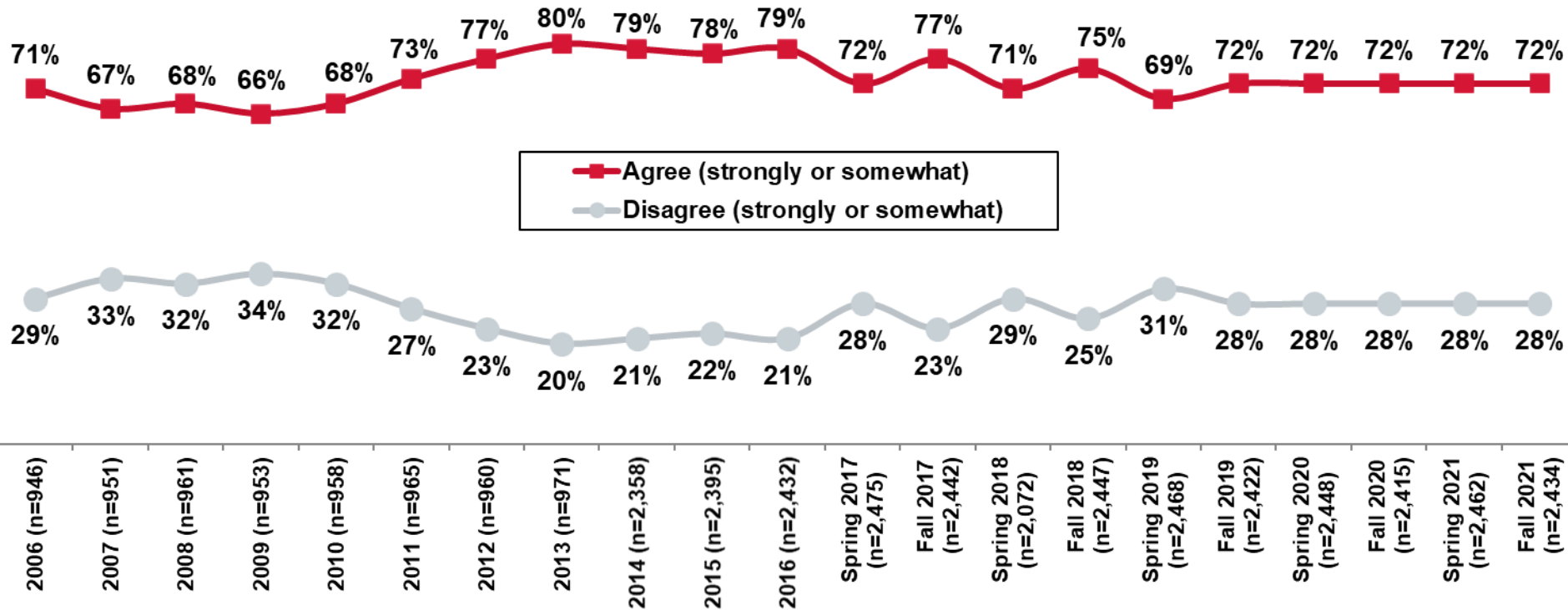
Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?

Base: Valid respondents



Tracking | Customer Service Responsiveness

The City responds quickly to requests and concerns



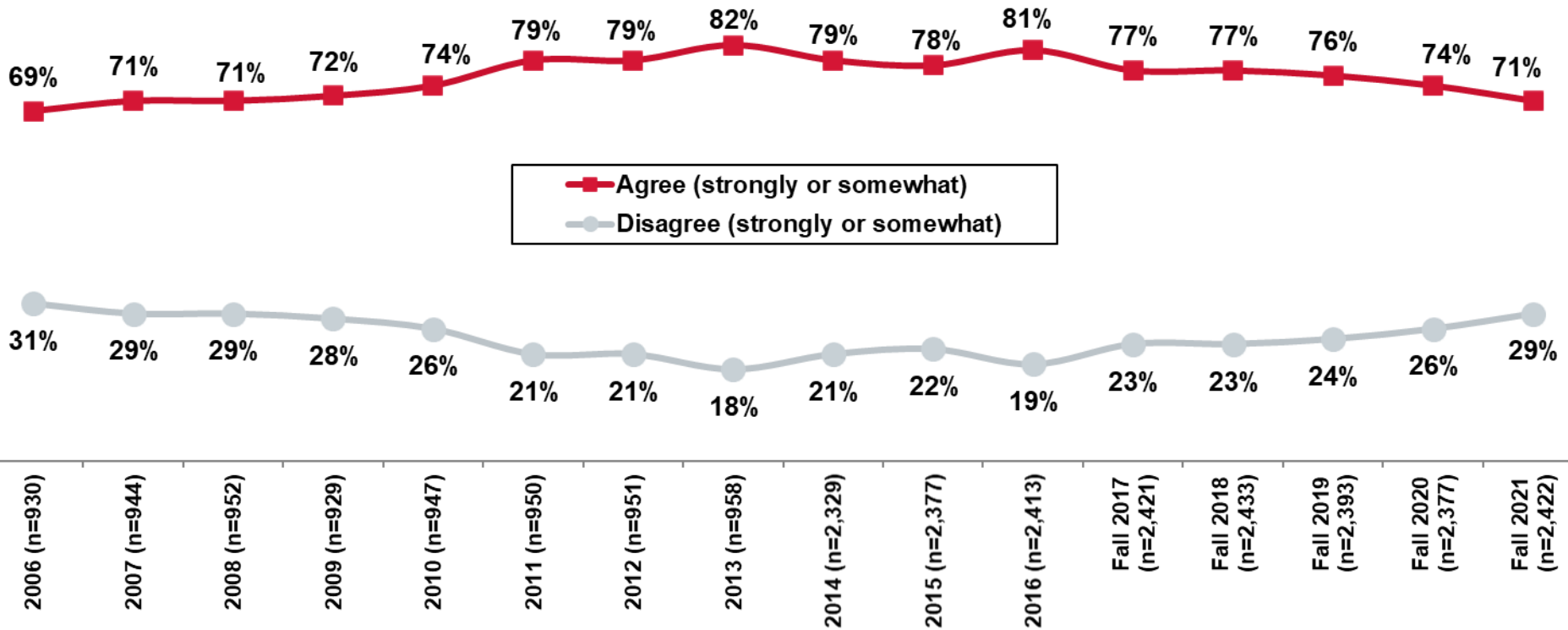
Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?

Base: Valid respondents



Tracking | Customer Service Responsiveness

City staff are easy to get a hold of when I need them+



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 in Spring waves



Communication at The City





SUMMARY OF FINDINGS

Communication at The City

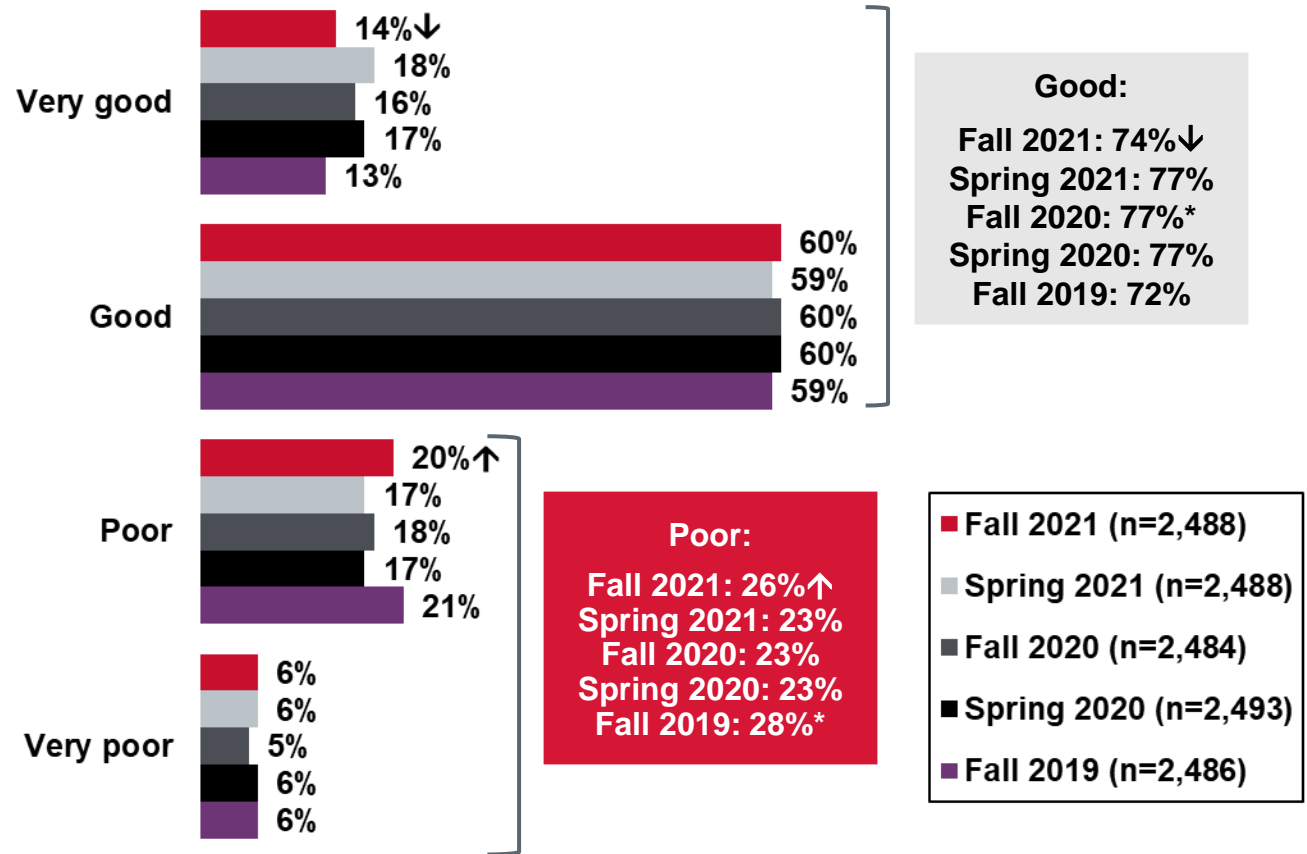
Three-quarters of Calgarians rate The City's performance in communicating with citizens as 'good'.

Preferred methods of contact with The City are most often via phone, followed by online channels.

- In Fall 2021, 74% of Calgarians rate The City's performance in communicating with citizens about its services, programs, policies and plans as 'good', down from 77% in both Spring 2021 and Fall 2020. Respondents may consider any form of communication when answering this question, including in-person communication, social media, formal communications. communication from Council, etc.
 - More specifically, 14% rate The City's communications as 'very good' and 60% rate it as 'good'.
- Calgarians' most preferred method of contacting The City is by phone (54%), including:
 - By calling 311 (43%); and
 - By phoning The City at another number (9%).
- One-third (33%) of Calgarians indicate that they prefer to contact The City using online channels, such as:
 - Visiting a City of Calgary website (23%);
 - Via email (7%); and,
 - Through a City of Calgary social media channel (2%).
- Seven per cent (7%) of Calgarians prefer to contact The City via a mobile app, including:
 - Using the City of Calgary 311 mobile app (6%); and,
 - Using another City of Calgary mobile app (1%).
- Few (5%) Calgarians prefer to contact The City in-person.



Overall Communication at The City



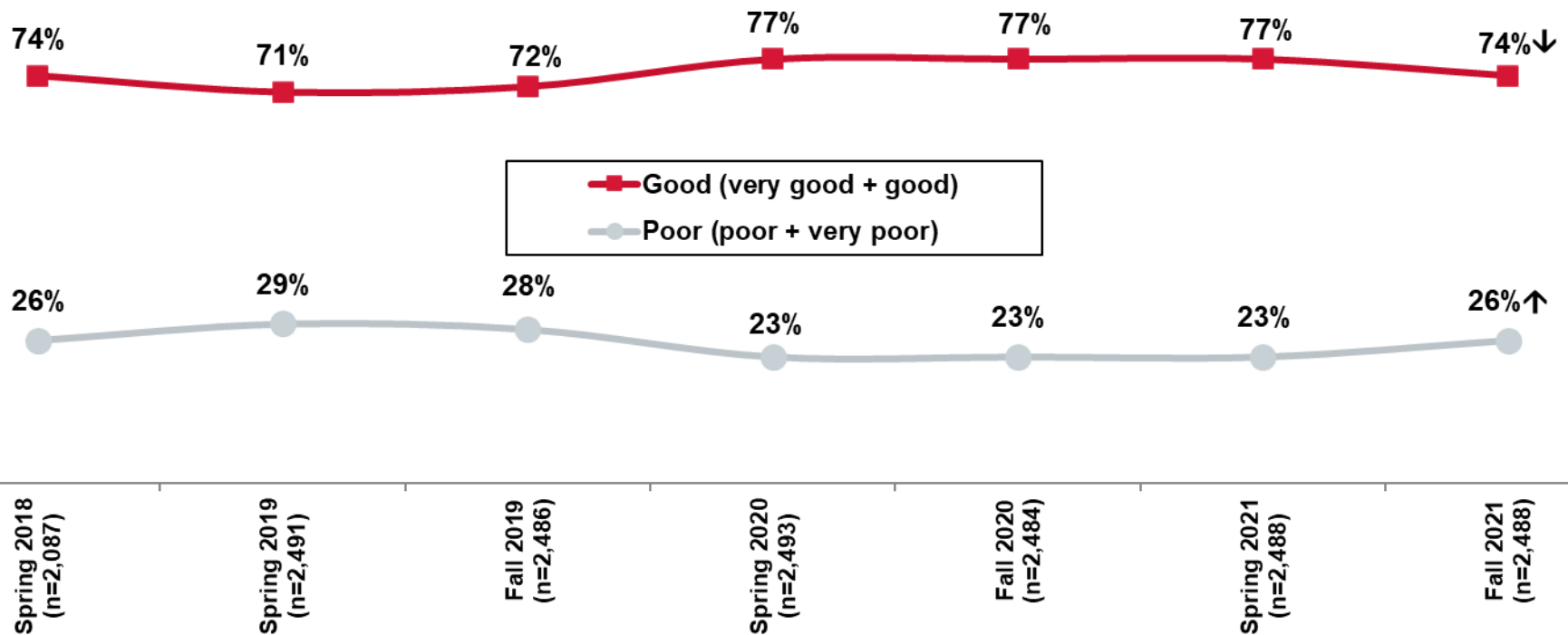
Overall, how would you rate The City of Calgary in terms of how well it communicates with citizens about its services, programs, policies and plans in the past 6 months?
 Base: Valid respondents

↑ Statistically higher than Spring 2021
 ↓ Statistically lower than Spring 2021



Tracking | Overall Communication at 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?+



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

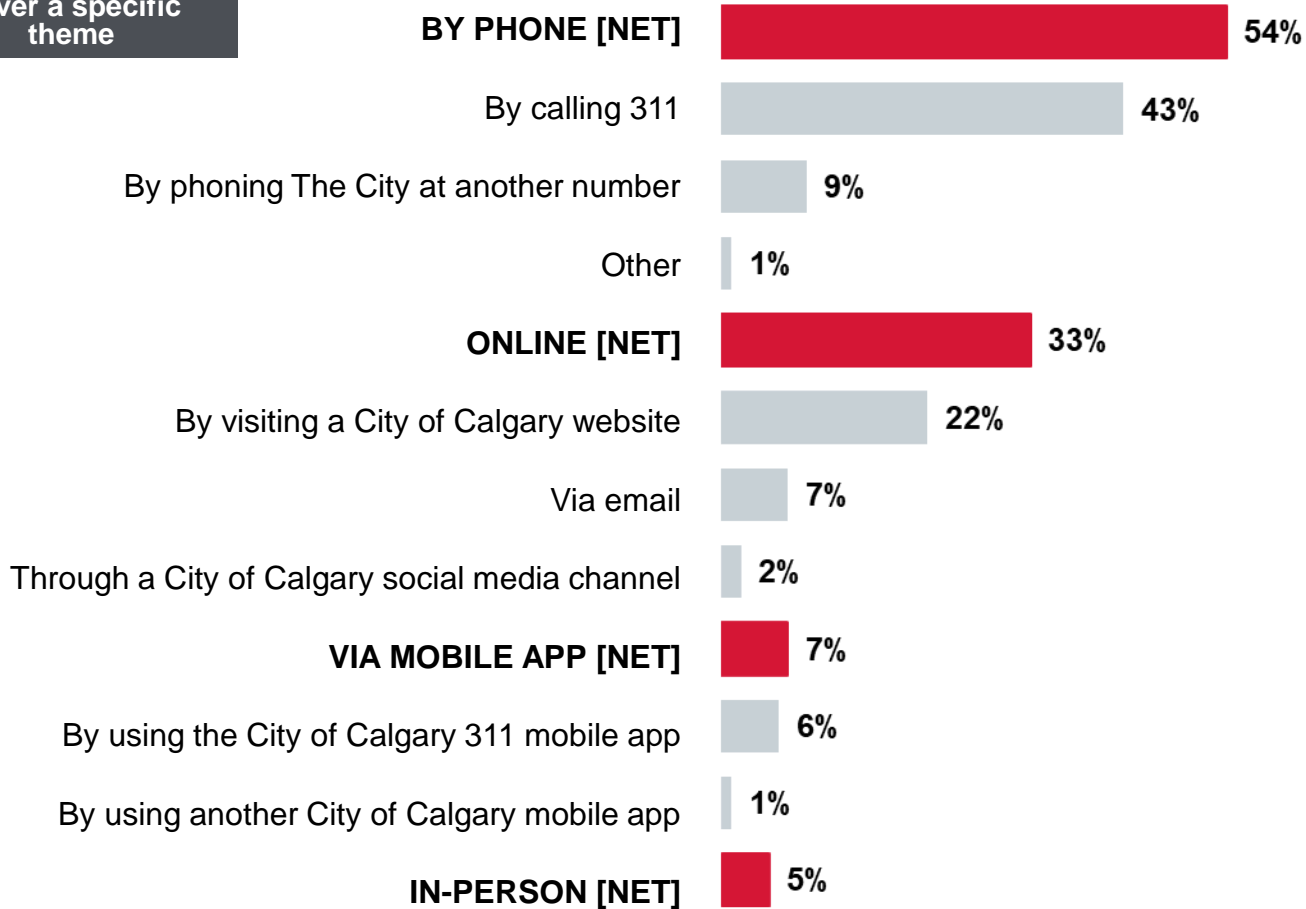
↑Statistically higher than Spring 2021
 ↓Statistically lower than Spring 2021

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



Preferred Method of Contact+

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



+Question wording was modified in Fall 2021 and tracking data is not possible.

What is your preferred way of contacting The City?

Base: Valid respondents (n=2,493)



City Reputation and Performance



SUMMARY OF FINDINGS

City Reputation and Performance

Overall **trust** in The City has remained stable since last year.

Satisfaction with **The City's performance, Council's performance and Administration's performance** has been consistent since Fall 2020.

- Calgarians' overall trust in The City has remained stable (50% in Fall 2021, identical to 50% in Spring 2021, and similar to 48% in Fall 2020). Distrust of The City (20%) remains statistically consistent with Spring 2021 (21%) and with Fall 2020 (21%).
- Almost one-quarter (24%) of Calgarians are 'advocates' of The City, consistent with 23% in Fall 2020, and 18% of Calgarians would act as 'critics' of The City, on par with 20% in Fall 2020.
- Seven-in-ten (71%) Calgarians feel they 'understand the roles and responsibilities of City Council compared to those of City Administration', down from 75% in Spring 2021, yet on par with 70% in Fall 2020.
- More than seven-in-ten (72%) citizens are satisfied with the way Council and Administration are running The City, identical to 72% in Spring 2021 and consistent with 69% in Fall 2020.
 - Almost eight-in-ten (78%) citizens are satisfied with City Administration's performance (on par with 79% in Spring 2021 and 80% in Fall 2020). In comparison, 60% of Calgarians are satisfied with City Council's performance, similar to 61% in Spring 2021 and 57% in Fall 2020).

SUMMARY OF FINDINGS

City Reputation and Performance (continued)

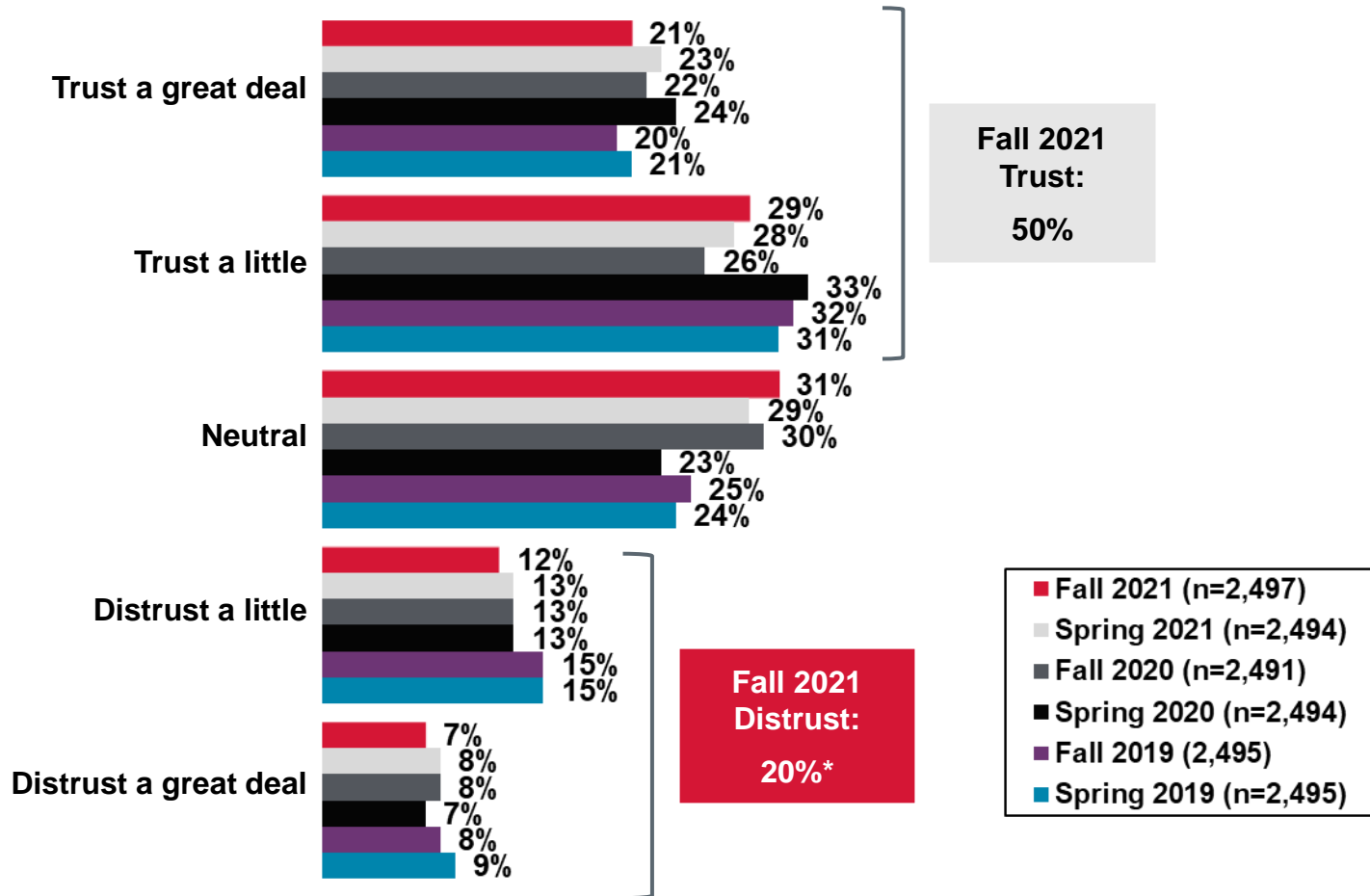
The majority of Calgarians feel that **The City practices open and accessible government.**

Two-thirds of Calgarians agree that **The City uses input from Calgarians in decision making, and two thirds also feel that City Council and Administration are working collaboratively.**

- Slightly more than seven-in-ten (71%) Calgarians agree that ‘The City of Calgary practices open and accessible government’, similar to 69% in Spring 2021 and 73% in Fall 2020.
- Almost two-thirds (65%) of Calgarians agree that ‘The City uses input from Calgarians in decision making about City projects and services’, identical to 65% in Spring 2021 and similar to 67% in Fall 2020.
- As well, 62% of Calgarians agree that ‘The City allows citizens to have meaningful input into decision making’, consistent with 63% in both Spring 2021 and in Fall 2020.
- Two-thirds (66%) of Calgarians are ‘confident that The City of Calgary is working to improve how it includes citizen input into important decisions’, similar to 69% in Spring 2021 and 68% in Fall 2020.
- Two-thirds (66%) of Calgarians also believe that ‘City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary’, similar to 68% in Spring 2021 and identical to 66% in Fall 2020.
- In addition, 58% of Calgarians agree that ‘The City of Calgary manages its spending in a responsible way that reflects the needs and priorities of Calgarians, similar to 57% in Spring 2021.



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

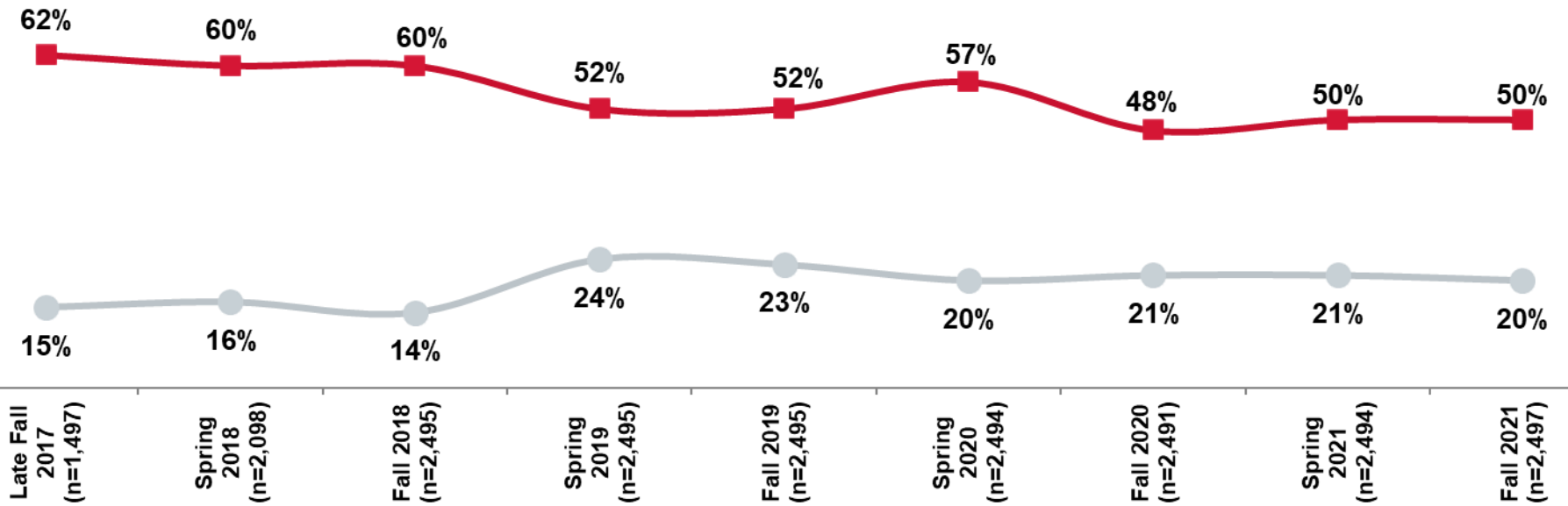
*Rounding



Tracking | Trust in The City of Calgary

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

Trust (a great deal or a little)
Distrust (a great deal or a little)

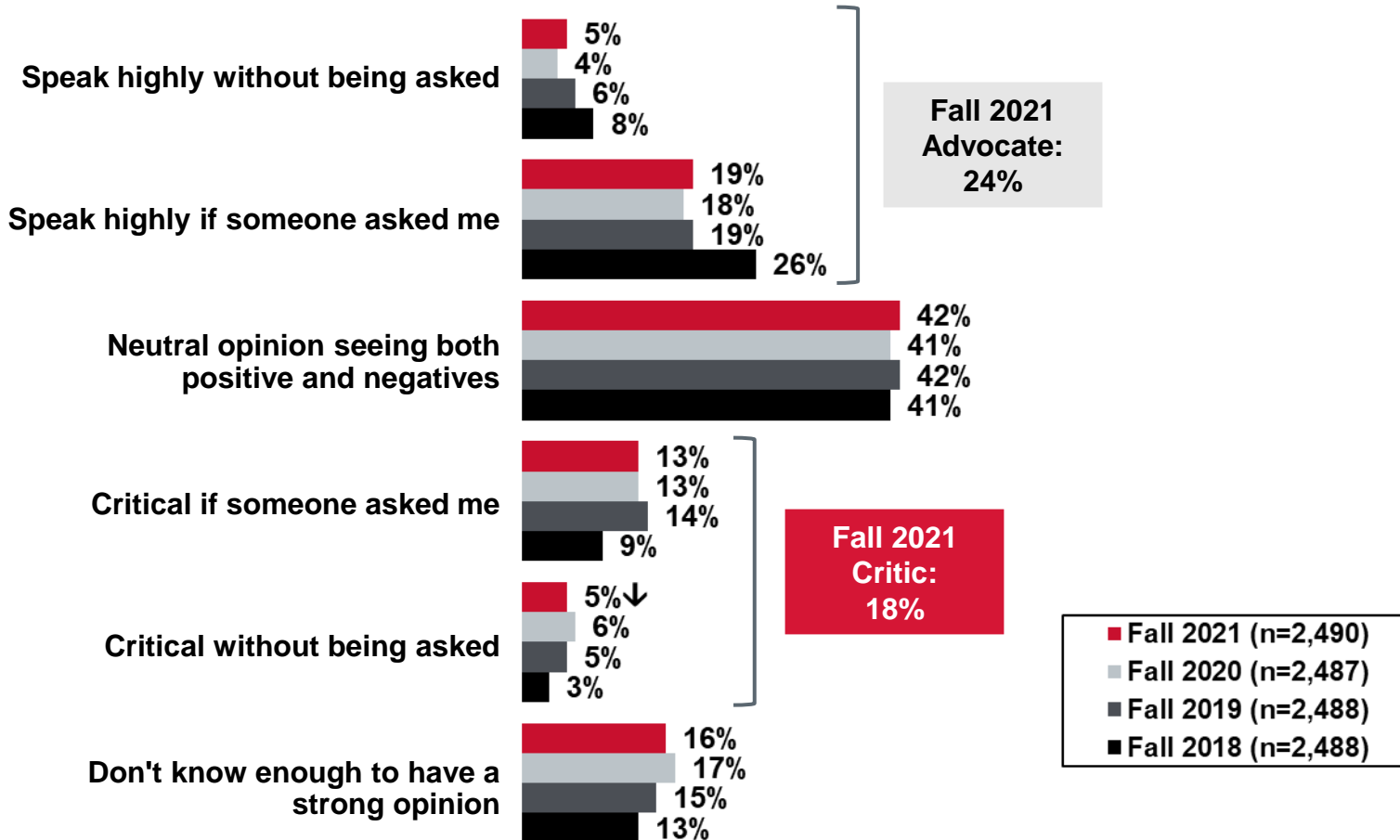


+Question introduced in an additional survey in Late Fall 2017

Neutral ratings are not shown

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



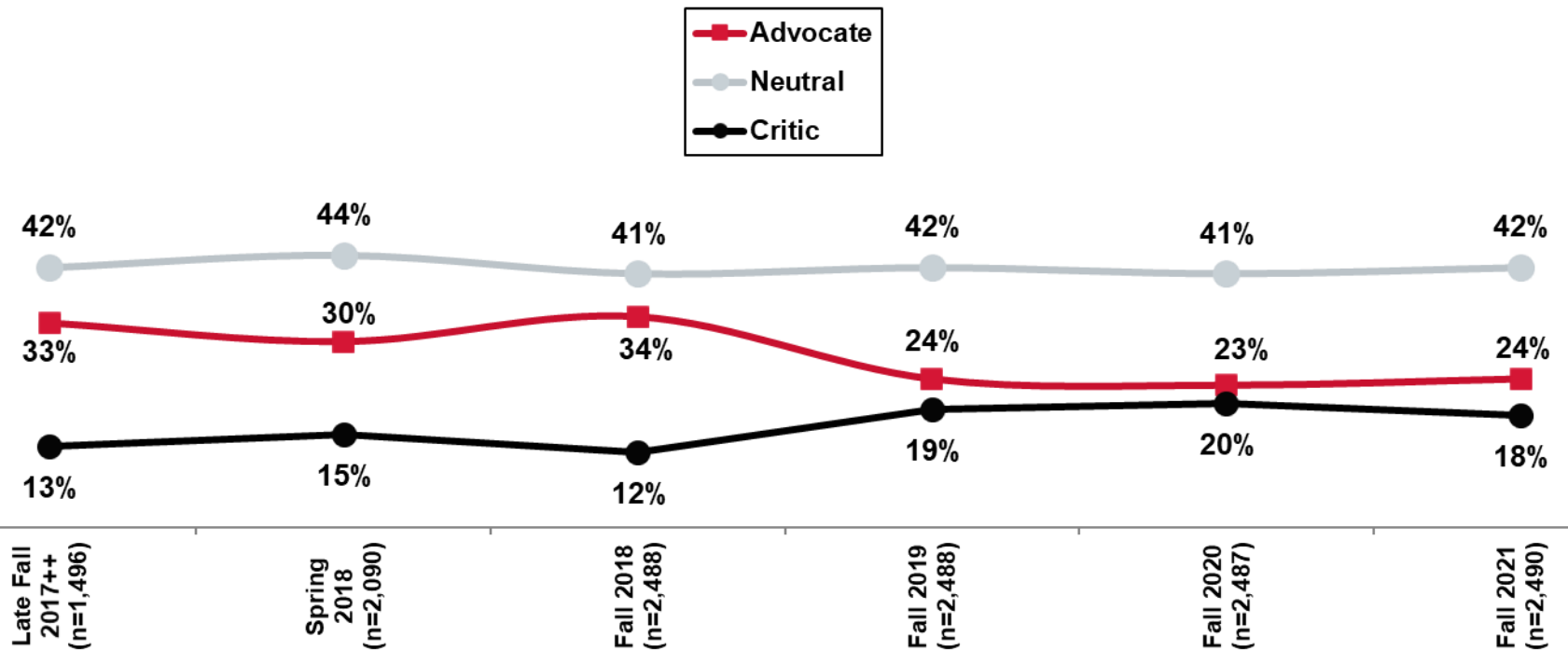
Not asked in Spring 2021, Spring 2020 & Spring 2019

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

++Question introduced in an additional survey in Late Fall 2017
 Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?
 Base: Valid respondents



Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?+



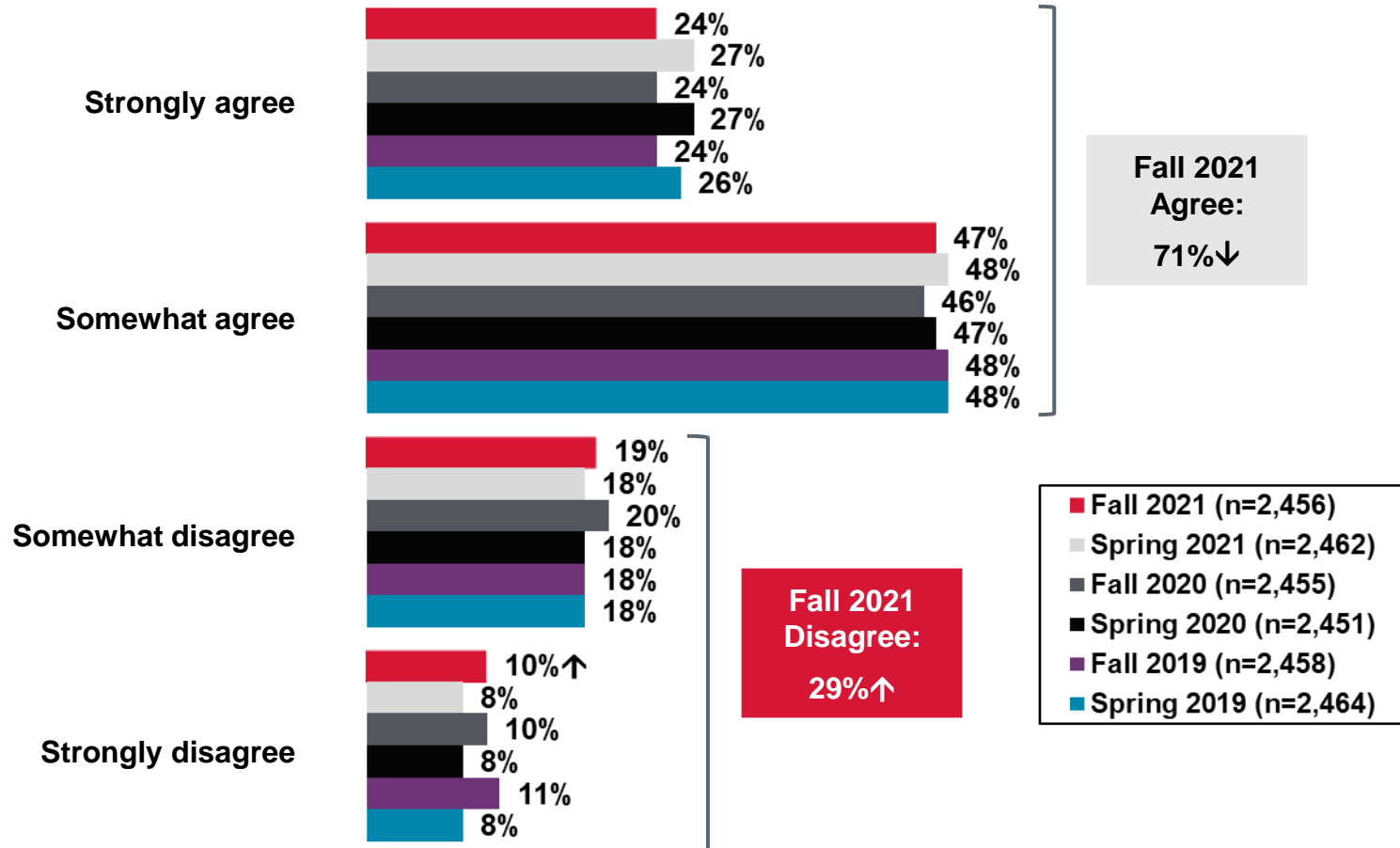
Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?
 Base: Valid respondents

+Question introduced in an additional survey in Late Fall 2017



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.

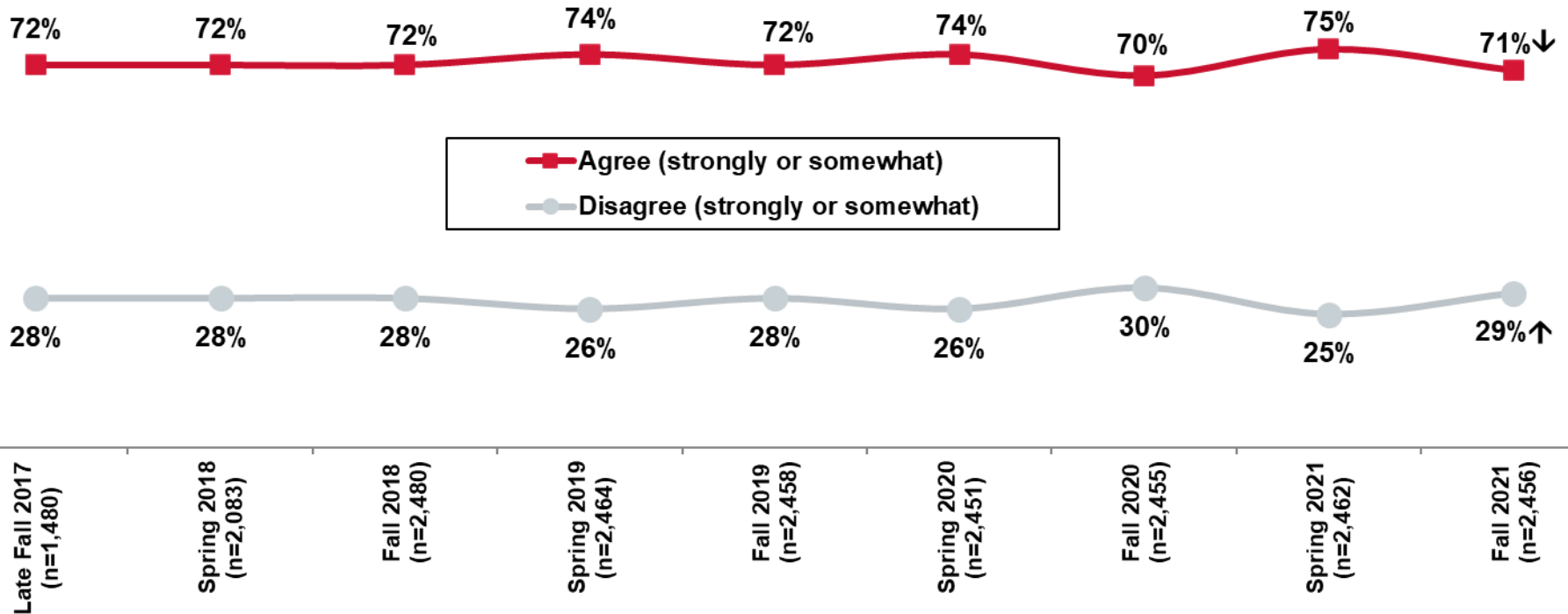
Base: Valid respondents

↑ Statistically higher than Spring 2021
 ↓ Statistically lower than Spring 2021



Tracking | Understanding of Municipal Roles

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



*Question introduced in an additional survey in Late Fall 2017

↑Statistically higher than Spring 2021
 ↓Statistically lower than Spring 2021

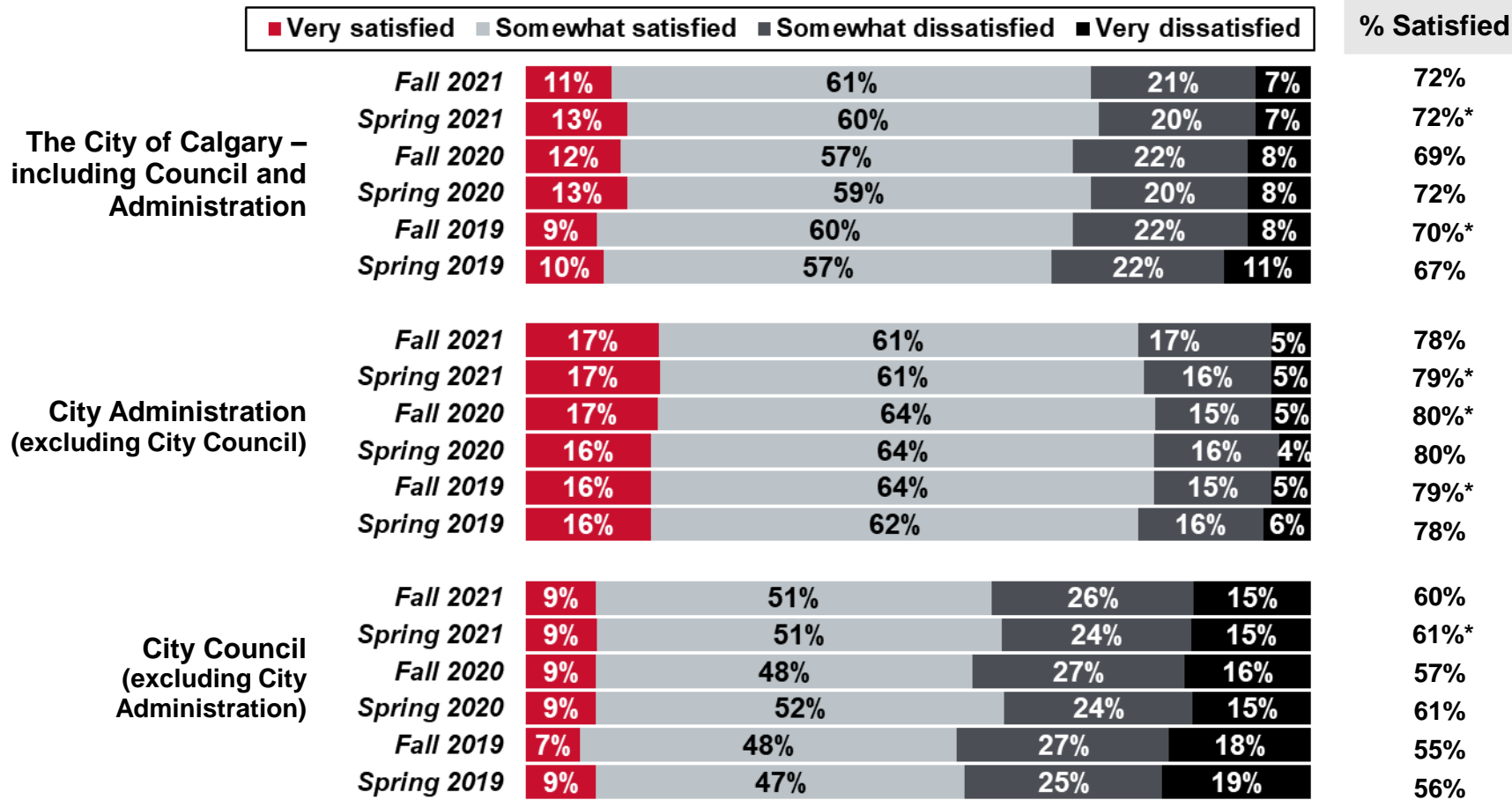
Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I understand the roles and responsibilities of City Council compared to those of City Administration.

Base: Valid respondents



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.



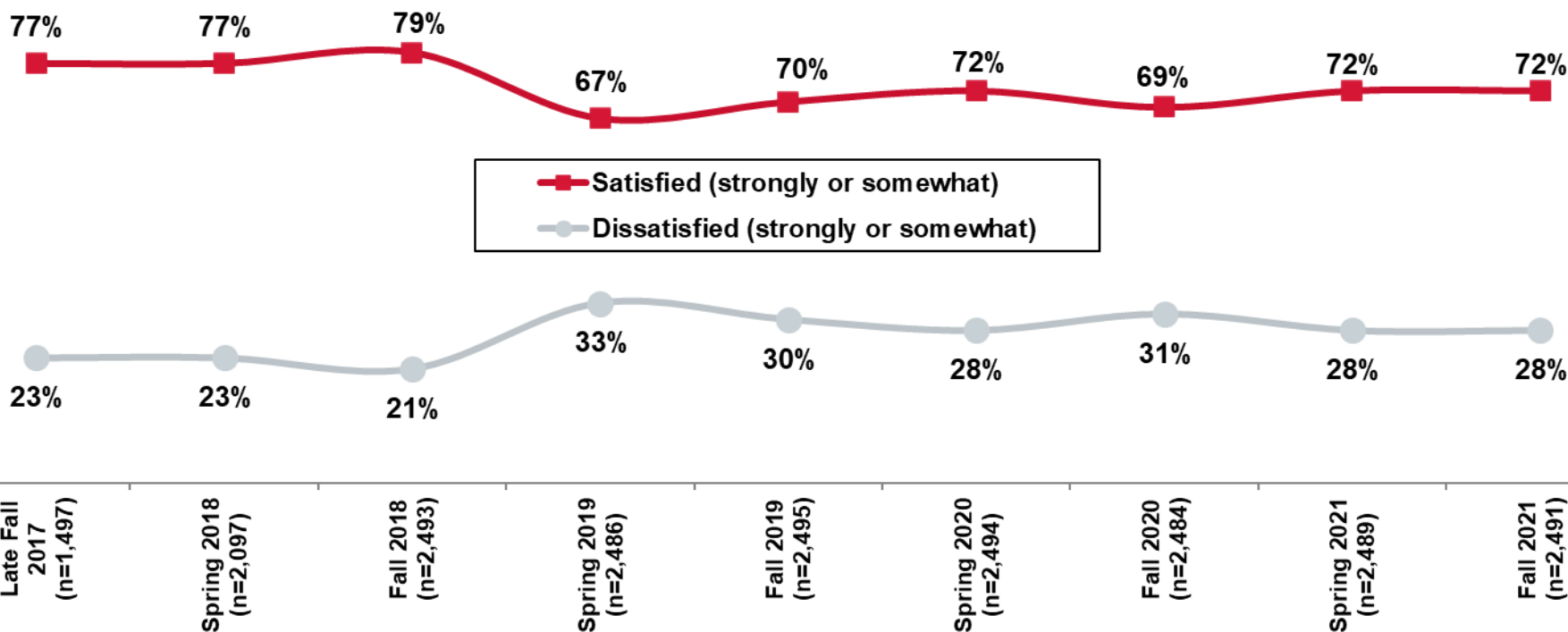
Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our City?
 Base: Valid respondents (Bases vary)

*Rounding



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?+



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?

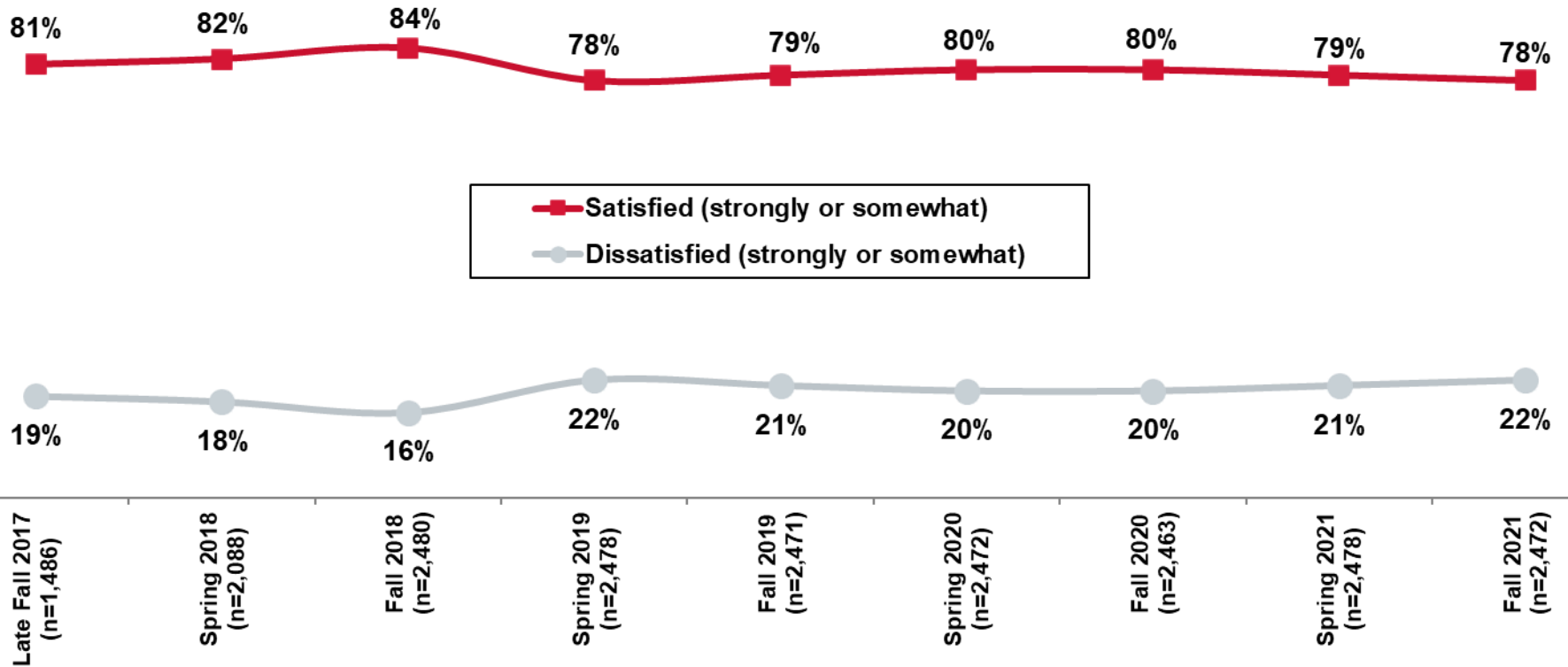
Base: Valid respondents

+Question introduced in an additional survey in Late Fall 2017



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?+



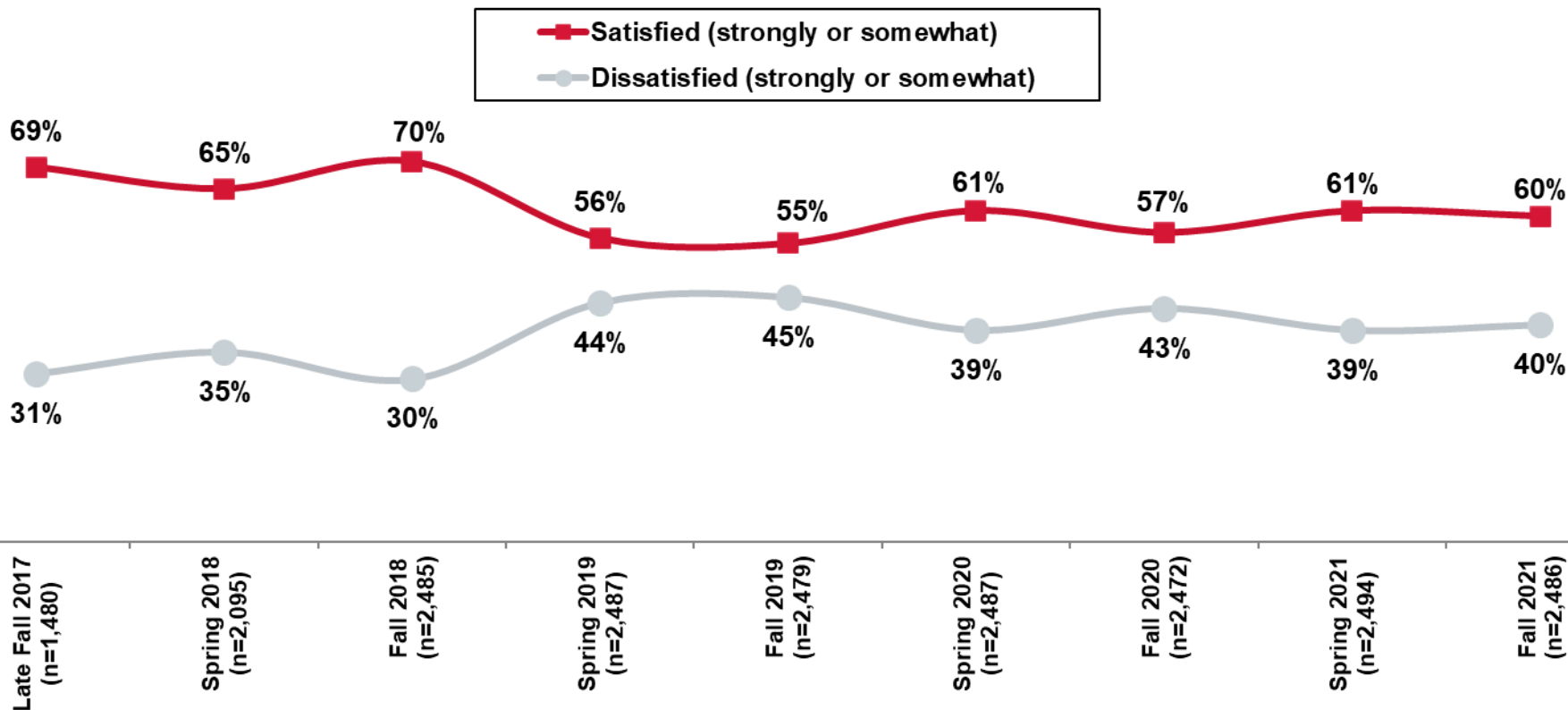
Thinking of Calgary's City Administration, EXCLUDING Council, how satisfied or dissatisfied are you with the way City Administration is going about running our City?
 Base: Valid respondents

+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?+

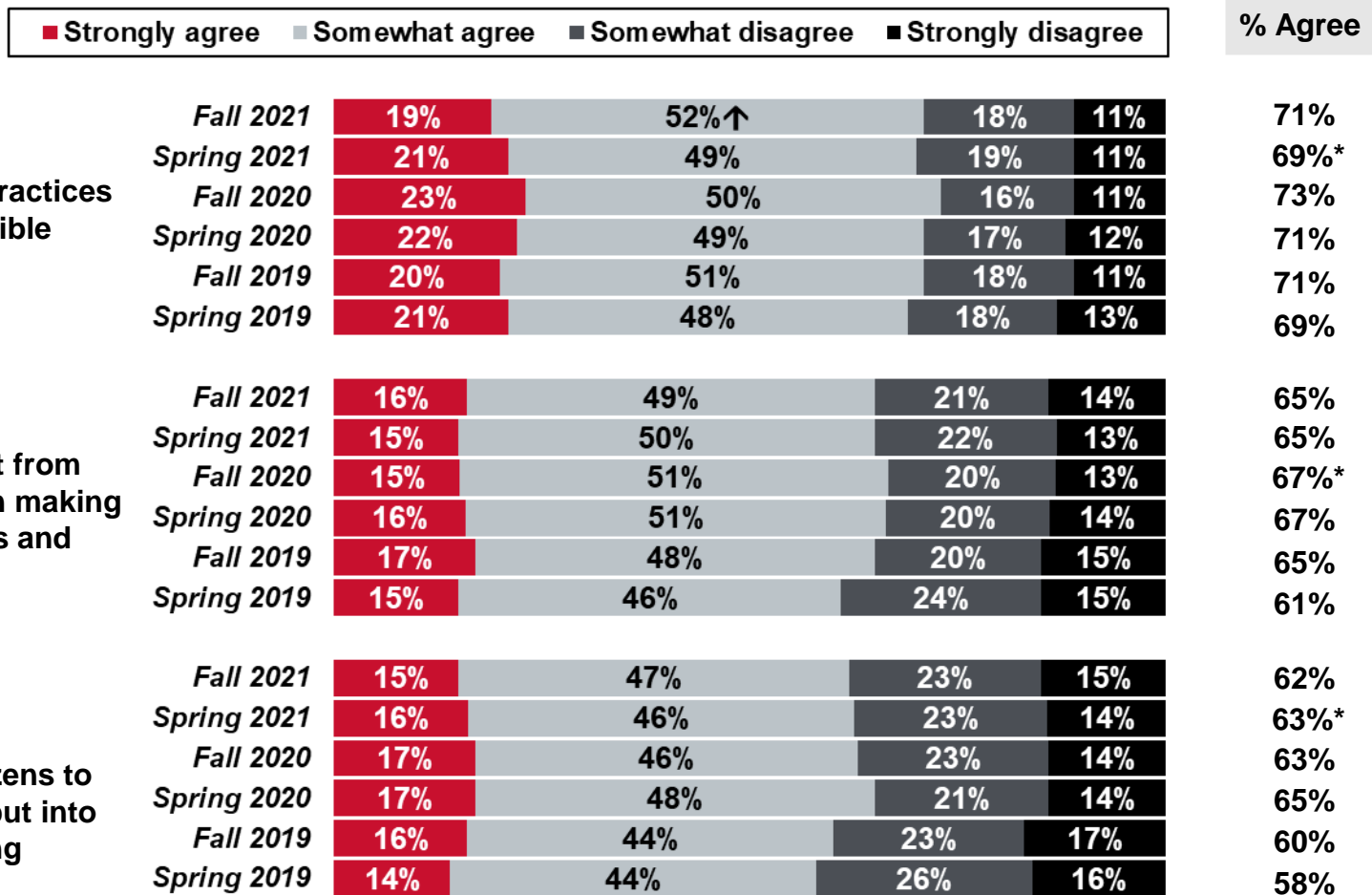


Thinking of Calgary's City Council, EXCLUDING City Administration, how satisfied or dissatisfied are you with the way City Council is going about running our City?
 Base: Valid respondents

+Question introduced in an additional survey in Late Fall 2017



Attitudes Regarding The City



*Rounding

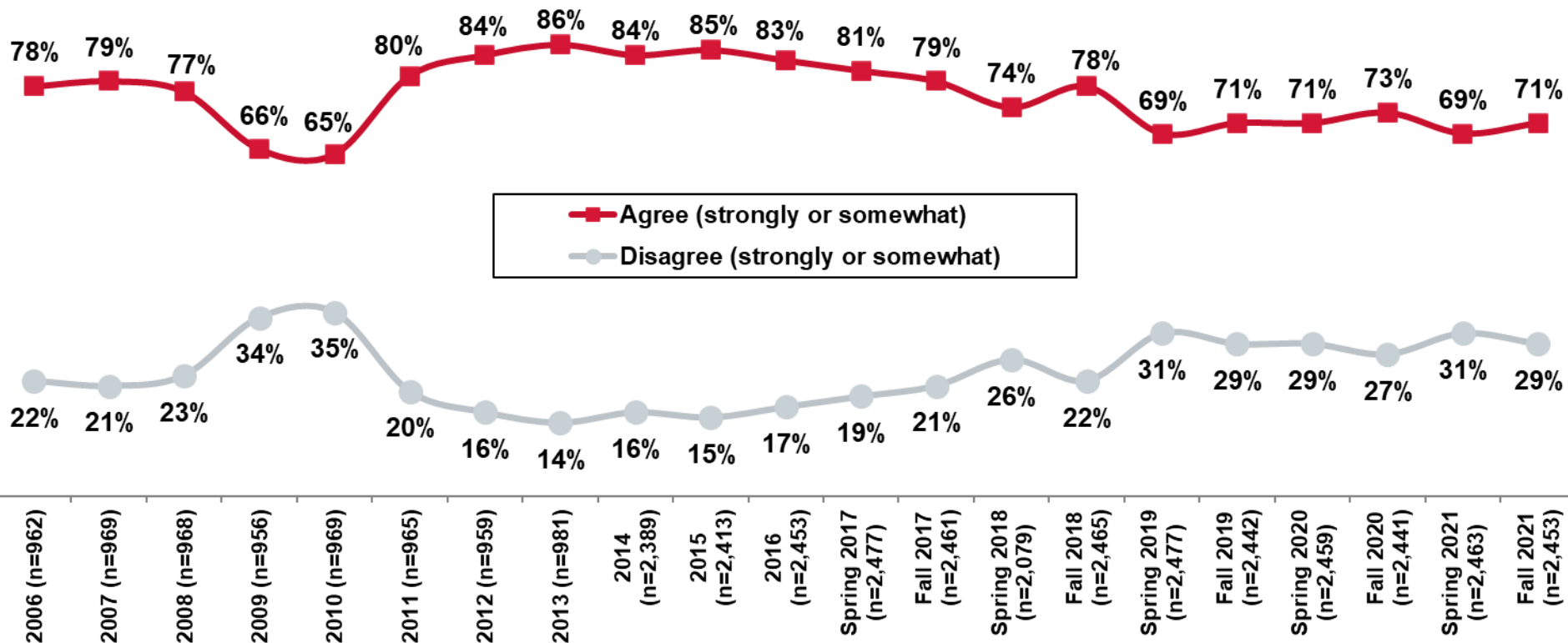
↑Statistically higher than Spring 2021
 ↓Statistically lower than Spring 2021

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

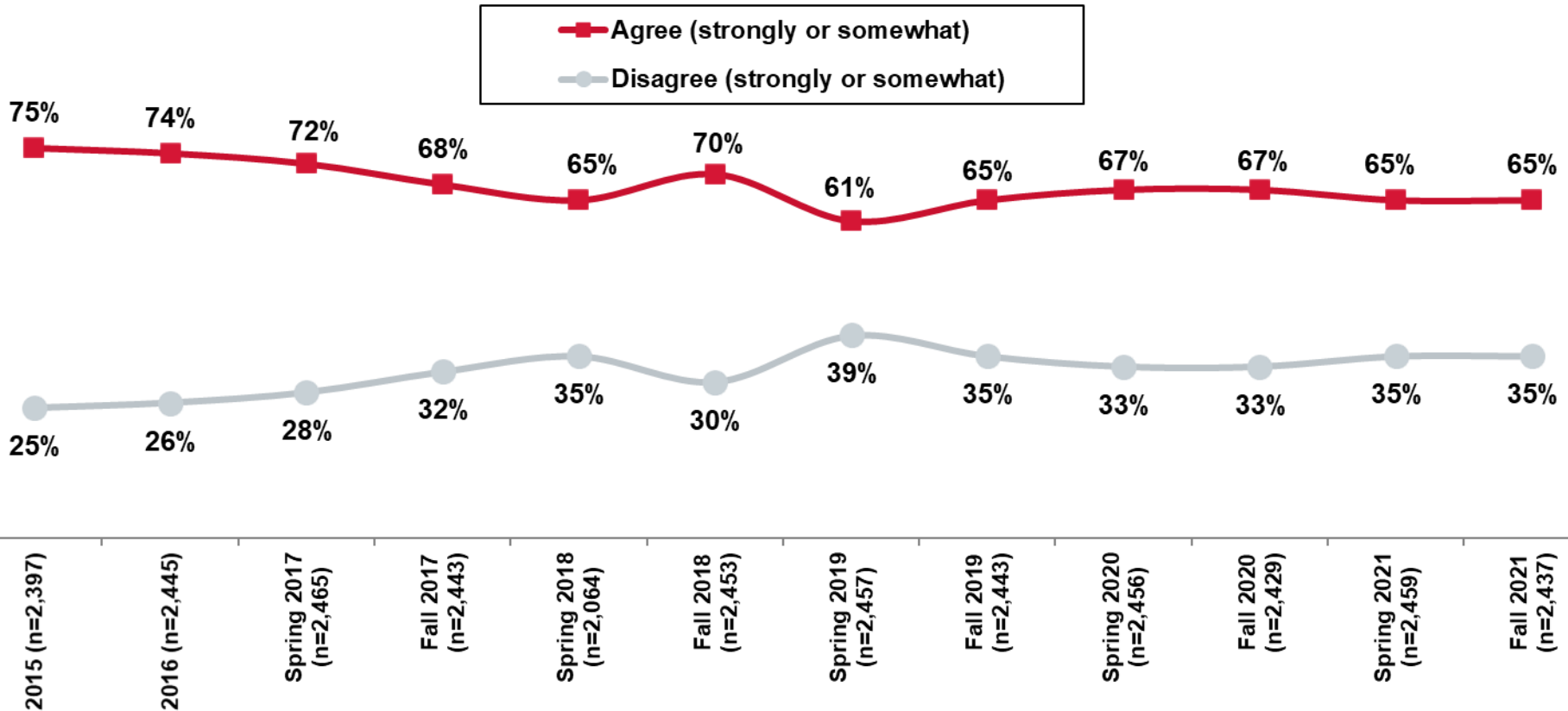


Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?
 Base: Valid respondents



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?

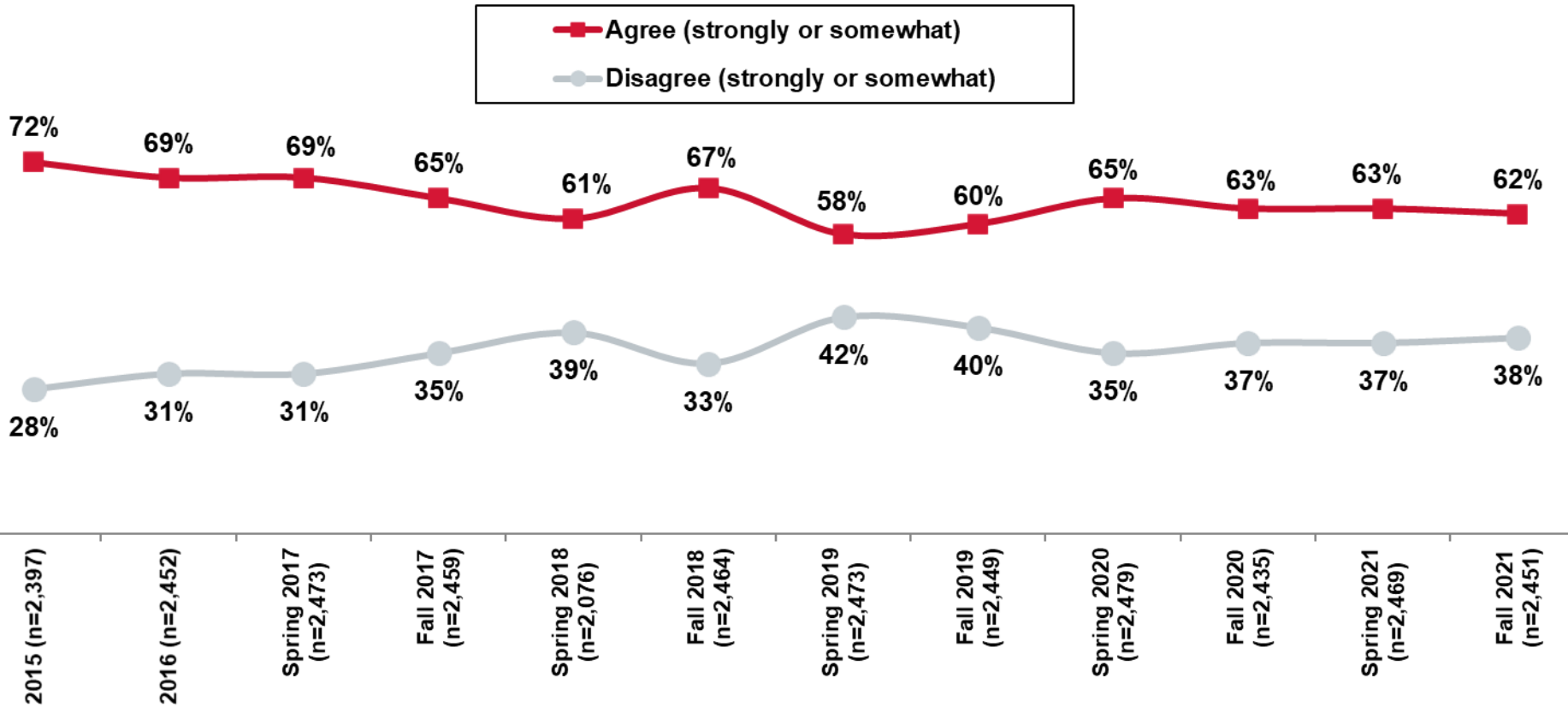
Base: Valid respondents

*Not asked prior to 2015



Tracking | The City Allows Citizens to Have Meaningful Input into Decision Making

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

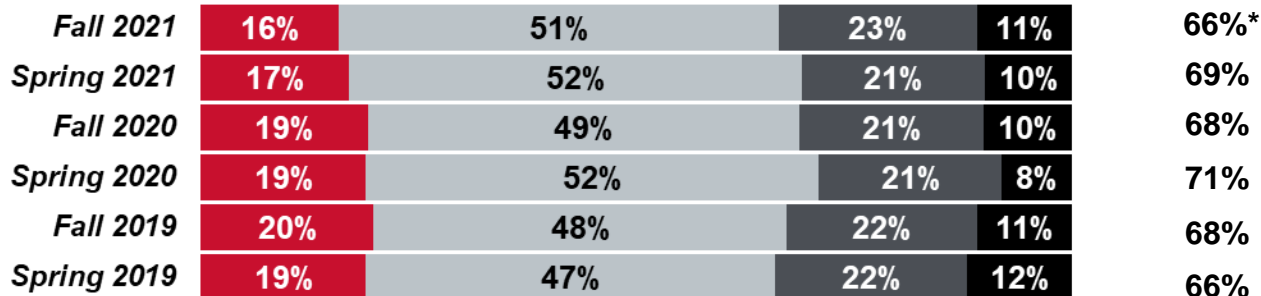


Attitudes Regarding The City

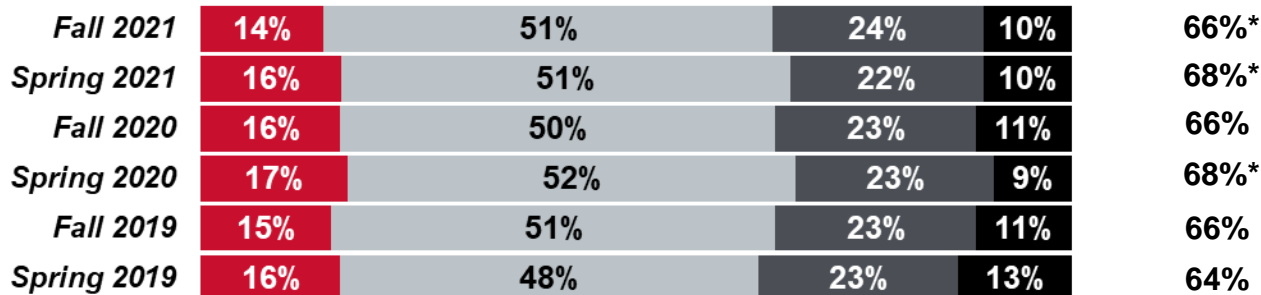
■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

% 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

**Not asked prior to Spring 2021

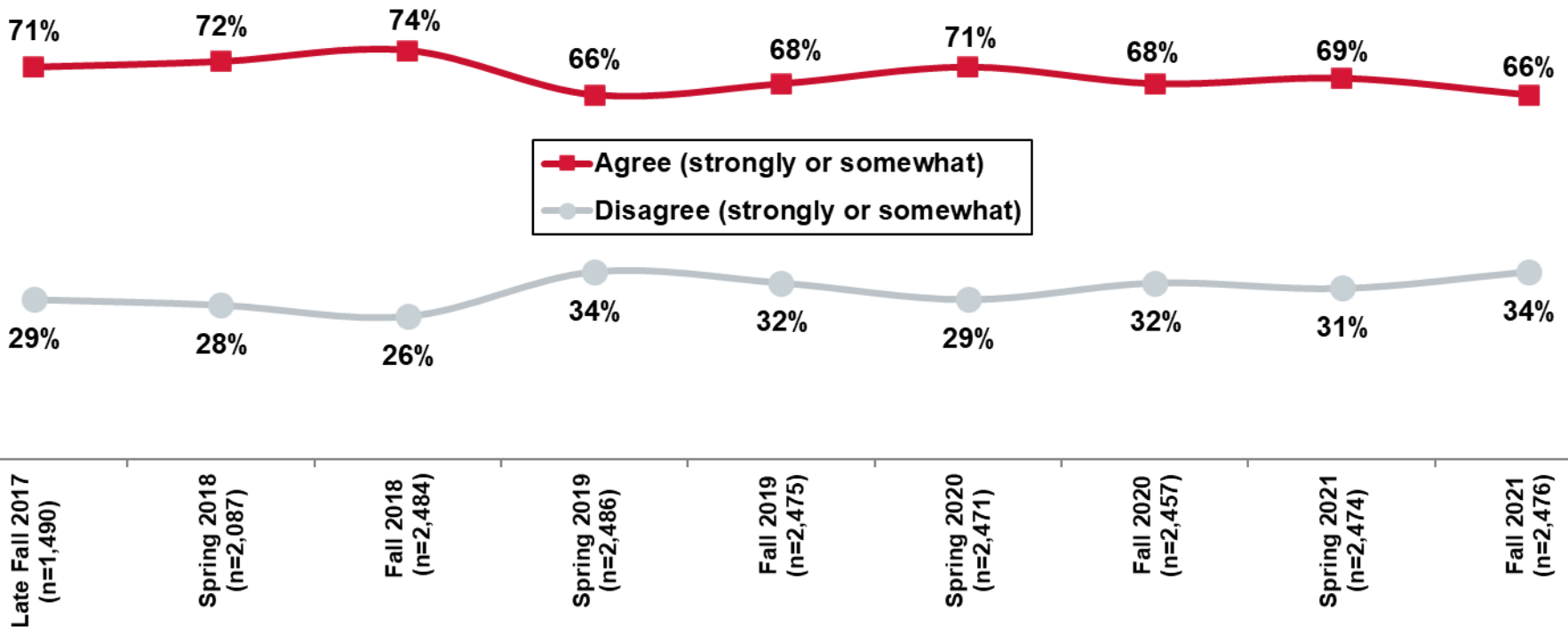
↑Statistically higher than Spring 2021
↓Statistically lower than Spring 2021

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⁺



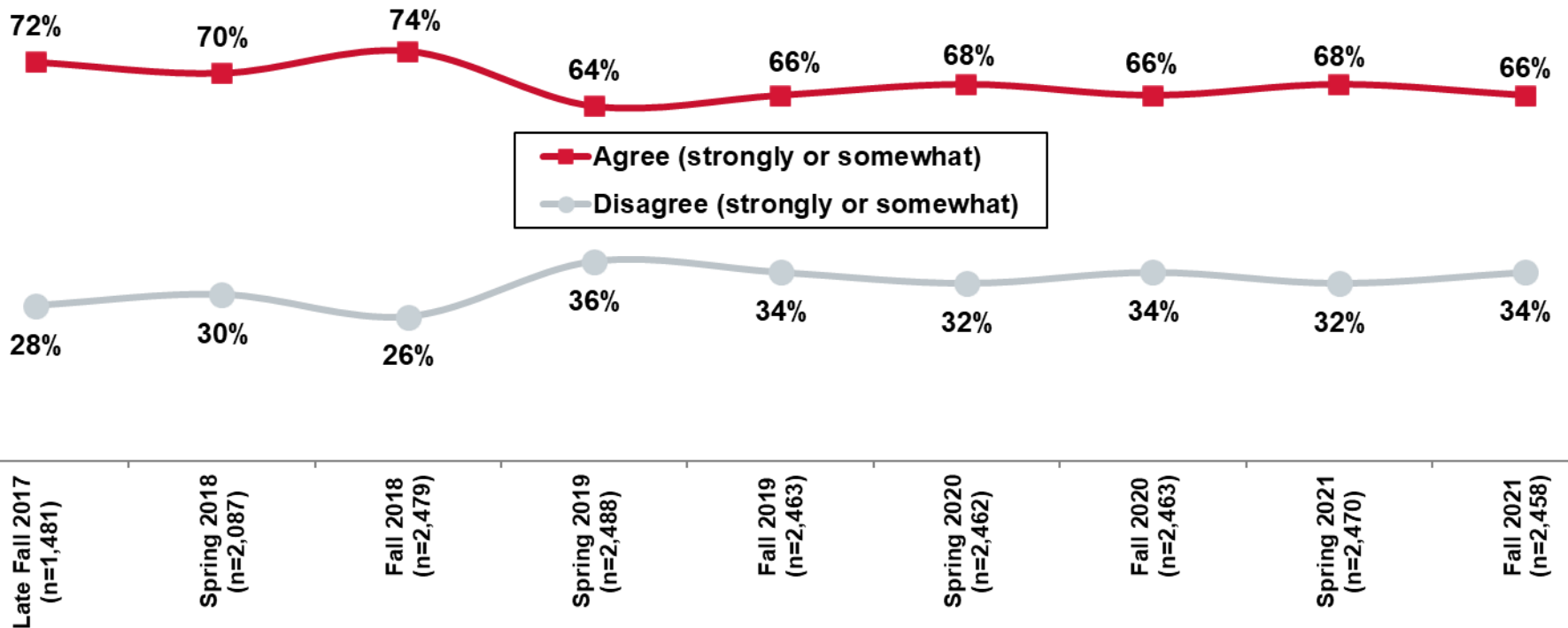
Please tell me whether you agree or disagree with each of the following statements?
 I am confident that The City of Calgary is working to improve how it includes citizen input into important decisions
 Base: Valid respondents (Bases vary)

⁺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





Respondent Profile

Gender

| Woman | 51% |
|-------------------------|-----|
| Man | 49% |
| Prefer to self-describe | <1% |

Quadrant

| Southwest | 28% |
|-----------|-----|
| Southeast | 24% |
| Northwest | 28% |
| Northeast | 20% |

Education

| Did not complete high school | 2% |
|----------------------------------------------------|-----|
| Completed high school | 14% |
| Some post secondary or completed a college diploma | 34% |
| Completed university degree or post-grad degree | 51% |

Age

| 18 to 24 | 8% |
|-------------|-------------|
| 25 to 34 | 22% |
| 35 to 44 | 18% |
| 45 to 54 | 20% |
| 55 to 64 | 12% |
| 65 or older | 19% |
| Mean | 46.3 |

Income

| Less than \$30,000 | 6% |
|-------------------------|-----|
| \$30,000 to <\$45,000 | 7% |
| \$45,000 to <\$60,000 | 10% |
| \$60,000 to <\$75,000 | 8% |
| \$75,000 to <\$90,000 | 8% |
| \$90,000 to <\$105,000 | 12% |
| \$105,000 to <\$120,000 | 10% |
| \$120,000 to <\$150,000 | 12% |
| \$150,000 to <\$200,000 | 15% |
| \$200,000+ | 12% |

Base: Valid respondents (Bases vary)



Type of Dwelling

| Single-detached house | 69% |
|------------------------------------------|-----|
| Apartment or apartment-style condominium | 15% |
| Townhouse or rowhouse | 8% |
| Duplex, triplex or fourplex | 7% |
| Another type of multi-dwelling unit | 1% |

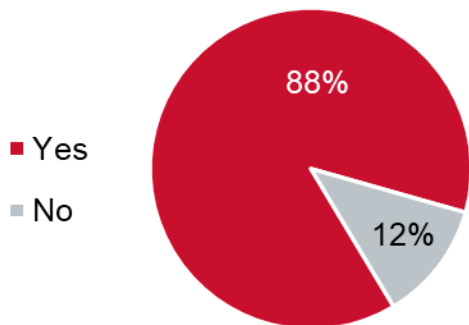
Children and Seniors in Household

| Yes - Children | 34% |
|----------------|-----|
| Yes - Seniors | 29% |

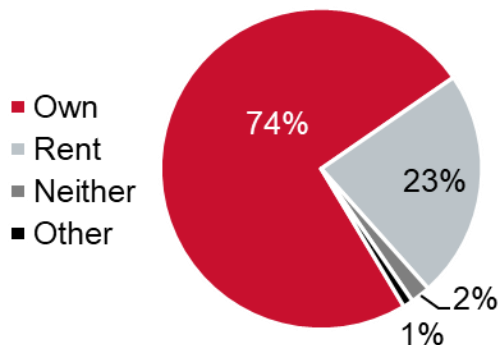
Household Size

| 1 | 15% |
|-------------|------------|
| 2 | 33% |
| 3 | 16% |
| 4 | 22% |
| 5 or more | 15% |
| Mean | 2.9 |

Responsible for Property Taxes



Own or Rent



Tenure in Calgary

| Less than 5 years | 7% |
|--------------------------|-------------|
| 5 to less than 10 years | 8% |
| 10 to less than 15 years | 10% |
| 15 to less than 20 years | 11% |
| 20 to less than 30 years | 24% |
| 30 to less than 40 years | 16% |
| 40 or more | 24% |
| Mean | 27.2 |

Base: Valid respondents (Bases vary)



Born in Canada

| Yes | 72% |
|-----|-----|
| No | 28% |

Age Left Country of Birth

Base: Not born in Canada (n=657)

| | |
|---------------------|-----|
| Under the age of 12 | 28% |
| 12 to 17 | 10% |
| 18 to 59 | 61% |
| 60 or older | 1% |

Date of Arrival in Canada

Base: Not born in Canada (n=655)

| | |
|-------------------------------------------------|-----|
| Within the past year | 1% |
| More than a year ago, but less than 5 years ago | 13% |
| More than 5 years ago | 85% |
| Prefer not to answer | 1% |

Disability in Household

| Yes | 16% |
|-----|-----|
| No | 84% |

Racialized / Indigenous

| Yes | 24% |
|-----|-----|
| No | 76% |

LGBTQ2S Community

| Yes | 5% |
|----------------------|-----|
| No | 94% |
| Prefer not to answer | 1% |

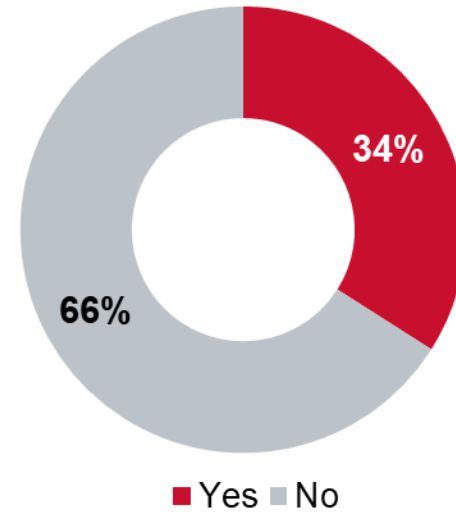
Base: Valid respondents (Bases vary)



Employment Status

| Employed full time | 46% |
|--------------------------------------|-----|
| Employed part time | 9% |
| Self-employed | 12% |
| Not working and looking for work | 6% |
| Not working and not looking for work | 3% |
| Student | 4% |
| Retired | 18% |
| Unable to work | 2% |

Business Leader



Among those in the workforce
(n=1,395 valid respondents)

Base: Valid respondents (Bases vary)

The word "Calgary" in white sans-serif font on a red rectangular background.

Calgary



Contact

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