

Calgary



2015 Citizen Satisfaction & Research on Calgary's Economy

Council Presentation

CITY OF CALGARY
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ITEM:

C2015-0925

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CITY CLERK'S DEPARTMENT

Presented by:

Contact:

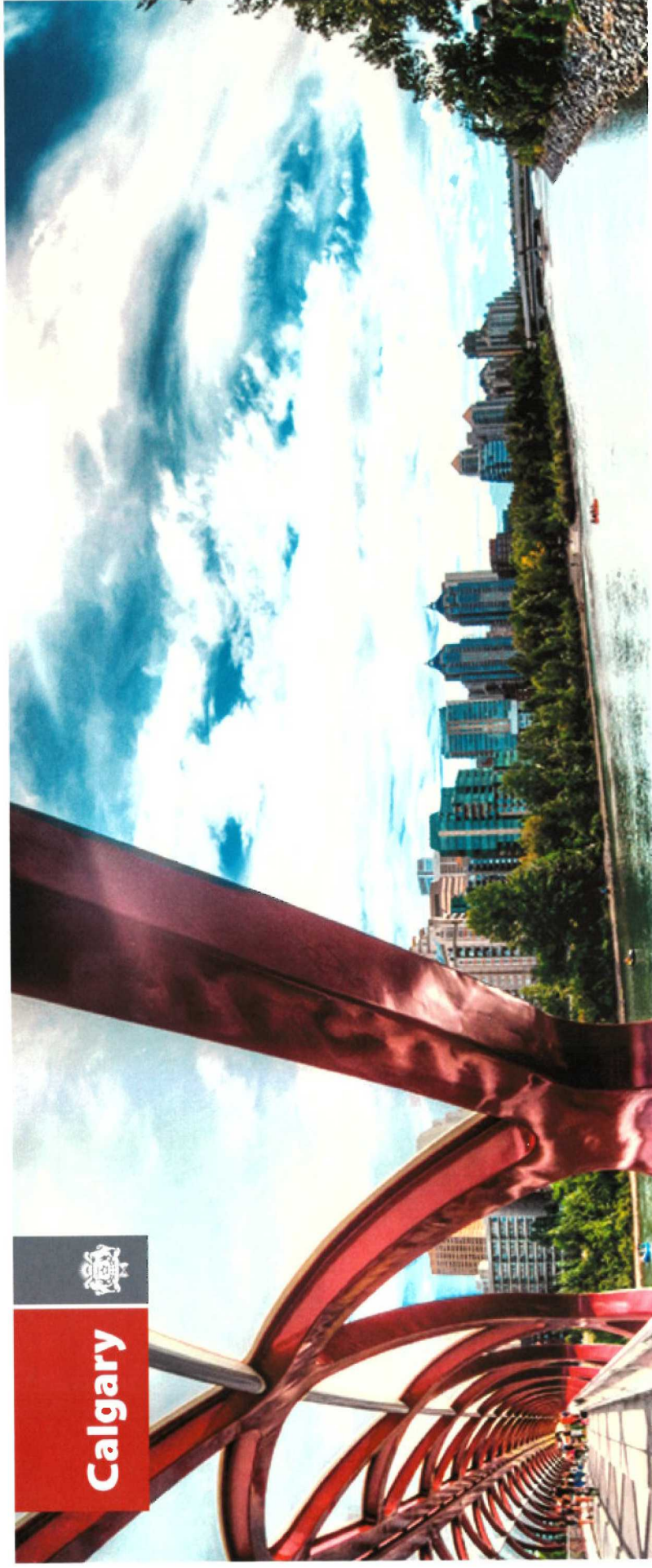
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Ipsos Public Affairs

- ◆ Telephone survey conducted with a randomly selected sample of 2,452 Calgarians aged 18 years and older between August 20th and September 10th, 2015.
 - ❖ Both landline (70%) and cell phone (30%) sample were used.
 - ❖ The average interview length was 30 minutes.
- ◆ Final data were weighted to ensure the overall sample's quadrant, ward and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2011 Federal Census data.
- ◆ The margin of error (MOE) for the total sample of 2,452 is ± 2.0 percentage points, 19 times out of 20.
 - ❖ The margin of error by quadrant is as follows:
 - Northeast: $n=460$ (MOE ± 4.6)
 - Northwest: $n=682$ (MOE ± 3.8)
 - Southeast: $n=568$ (MOE ± 4.1)
 - Southwest: $n=742$ (MOE ± 3.6)
 - ❖ The sample size per ward ranged from $n=169$ (MOE ± 7.6) to $n=185$ (MOE ± 7.2).
- ◆ Research Note on Tracking
 - ❖ Where possible, results are compared to previous iterations of the Citizen Satisfaction survey.
 - ↑ indicates number is significantly higher than 2014
 - ↓ indicates number is significantly lower than 2014

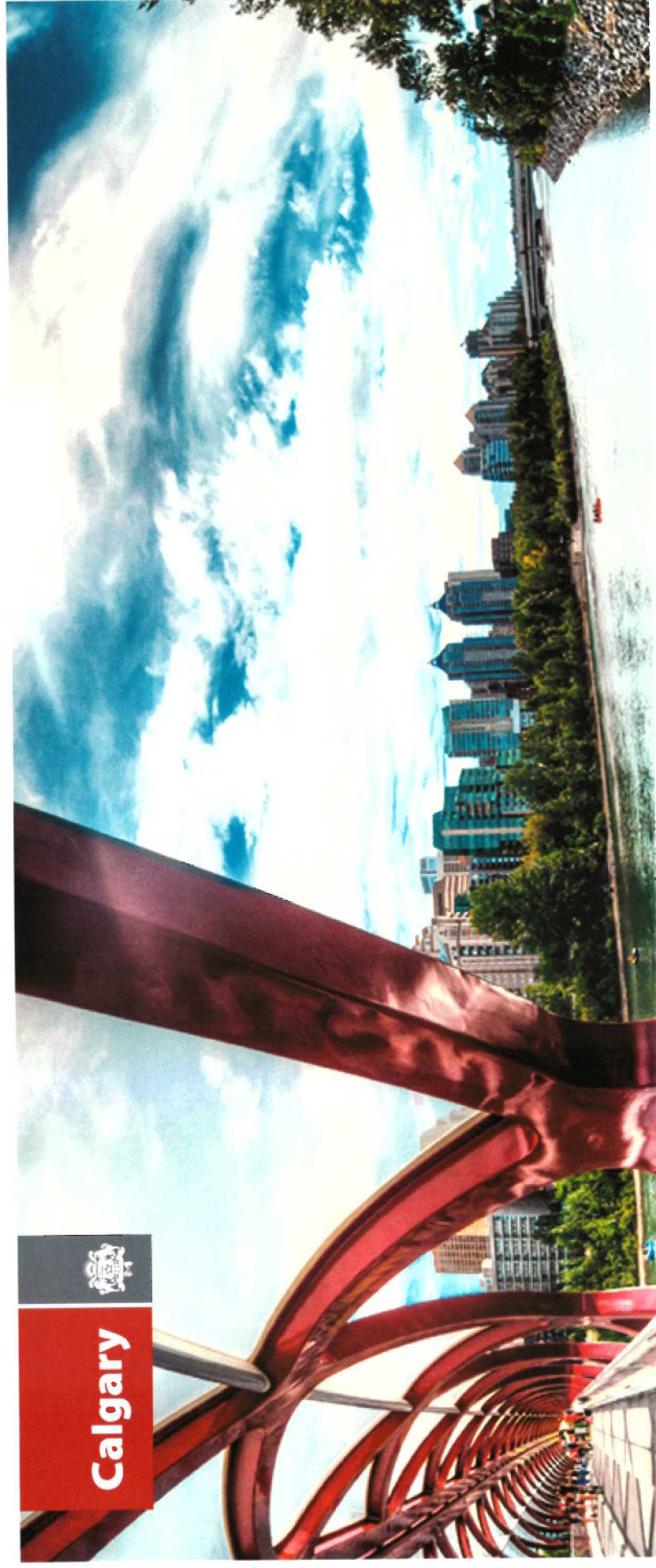
- ◆ Telephone survey conducted with a randomly selected sample of 501 Calgarians aged 18 years and older between November 2nd and 5th, 2015.
 - ❖ Both landline (80%) and cell phone (20%) sample were used.
 - ❖ The average interview length was 18 minutes.
- ◆ Final data were weighted to ensure the overall sample's quadrant, ward and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2011 Federal Census data.
- ◆ The margin of error (MOE) for the total sample of 501 is ± 4.4 percentage points, 19 times out of 20.
 - ❖ The margin of error by quadrant is as follows:
 - Southwest: $n=150$ (MOE ± 8.0)
 - Southeast: $n=105$ (MOE ± 9.6)
 - Northwest: $n=147$ (MOE ± 8.1)
 - Northeast: $n=99$ (MOE ± 9.9)



2015 Highlights – Citizen Satisfaction Survey



- ① Perceptions about the quality of life in Calgary remain strong. That being said, opinions regarding life in Calgary have declined over the past two years – that is, more Calgarians feel quality of life has worsened.
- ② The City of Calgary continues to receive solid performance ratings.
- ③ Overall satisfaction with the level and quality of services and programs remains high, as do perceptions of The City's customer service.
- ④ *"Infrastructure, traffic and roads"* remains in the top position on the 2015 issue agenda, while *"transit"* continues to hold second place. Still, satisfaction with a number of issues related to *"infrastructure, traffic and roads"* has increased significantly from 2014.
- ⑤ Transportation-related issues continue to be a desired area for increased investment. This includes Calgary Transit, traffic flow management, transportation planning, road maintenance, roads and infrastructure, and snow removal.
- ⑥ Affordable housing (assessed for the first time in 2015) emerges as a key area for investment and improvement.
- ⑦ Perceptions of City communications are strong, though more than four-in-ten citizens feel they receive 'too little' information.



Issue Agenda – Citizen Satisfaction Survey



Issue Agenda - citizen Satisfaction Survey

Multiple Responses

Change
2014 - 2015

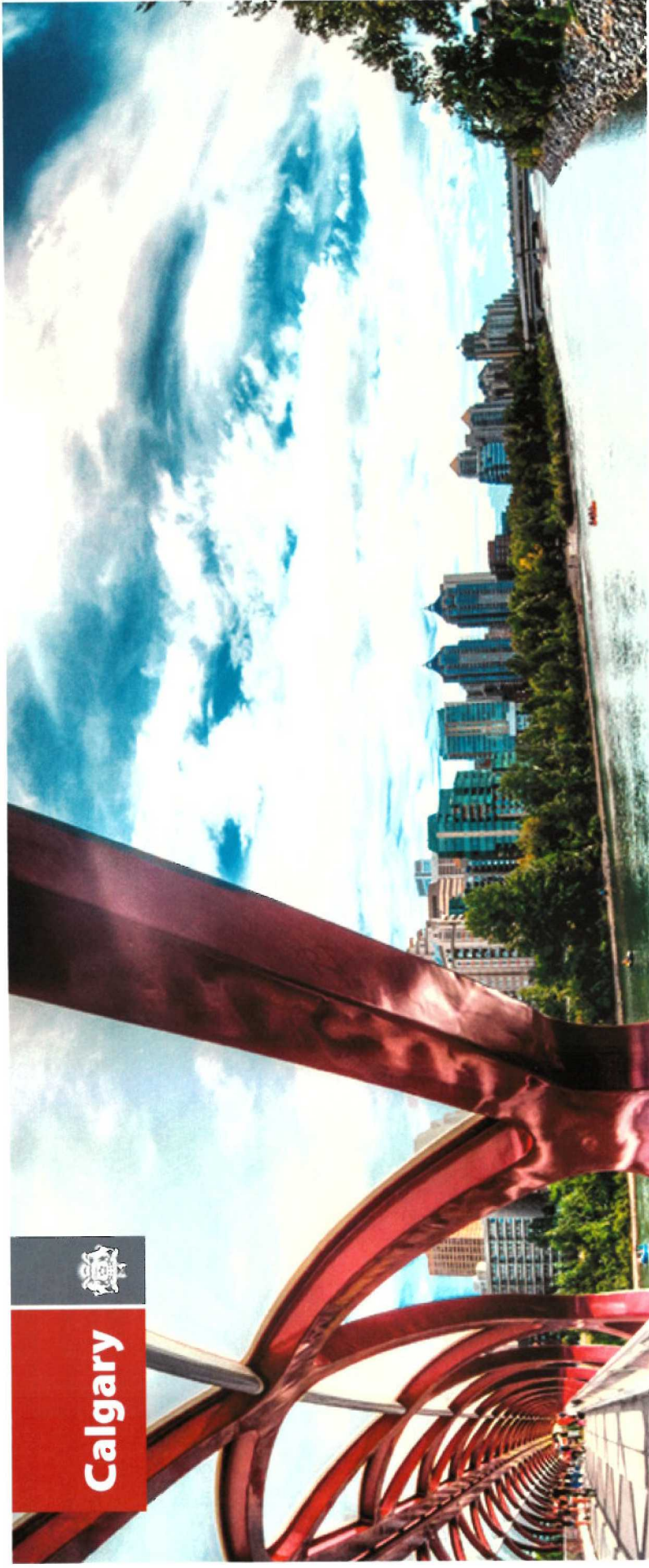
■ First Mention Other Mentions

INFRASTRUCTURE, TRAFFIC & ROADS (NET)	26%	10%	36%	-10↓
Traffic congestion	8% 3	11%		-5↓
Road conditions/ roads	7% 4%	11%		-3↓
Infrastructure maintenance/ improvement	6% 3	9%		-
(Lack of) snow removal	3	4%		-7↓
TRANSIT (NET)	16%	5%	21%	-4↓
Public Transportation [incl. buses/ C-train/ poor service]	9% 3	12%		+4↑
Transportation (unspecified)	6% 2	8%		-2
EDUCATION [incl. lack of teachers/ funding/ schools/local schools]	8% 4%	12%		-2↓
CRIME, SAFETY & POLICING (NET)	8% 4%	12%		+1
Crime [incl. breaking & entering/ gangs/ public safety, etc.]	4% 2	6%		+1
Public safety	4%	5%		-
RECREATION (NET)	3% 5%	8%		-1
TAXES (NET)	4% 2	6%		+2↑
ENVIRONMENT & WASTE MANAGEMENT (NET)	3% 2	5%		-3↓
HOMELESSNESS, POVERTY & AFFORDABLE HOUSING (NET)	3%	4%		-3↓
GROWTH AND PLANNING (NET)	3%	4%		-3↓
BUDGET AND SPENDING (NET)	2%	4%		+1
HEALTHCARE	2%	3%		-
Other			21%	
None			14%	

Total mentions <3%
are not shown

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

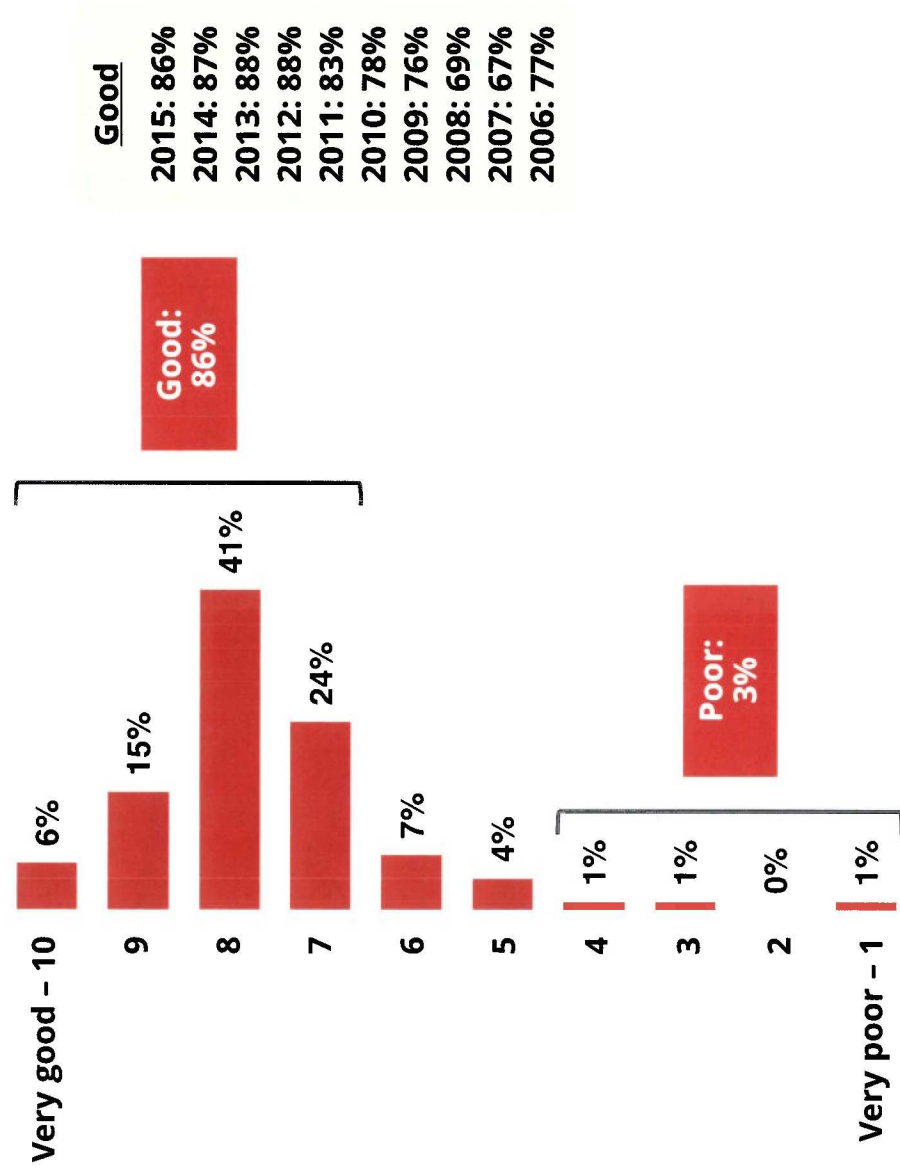
In your view, as a resident of the city of Calgary, what is the most important issue facing your community, that is, the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?
Base: Valid respondents (n=2,398)



Key Measures – Citizen Satisfaction Survey

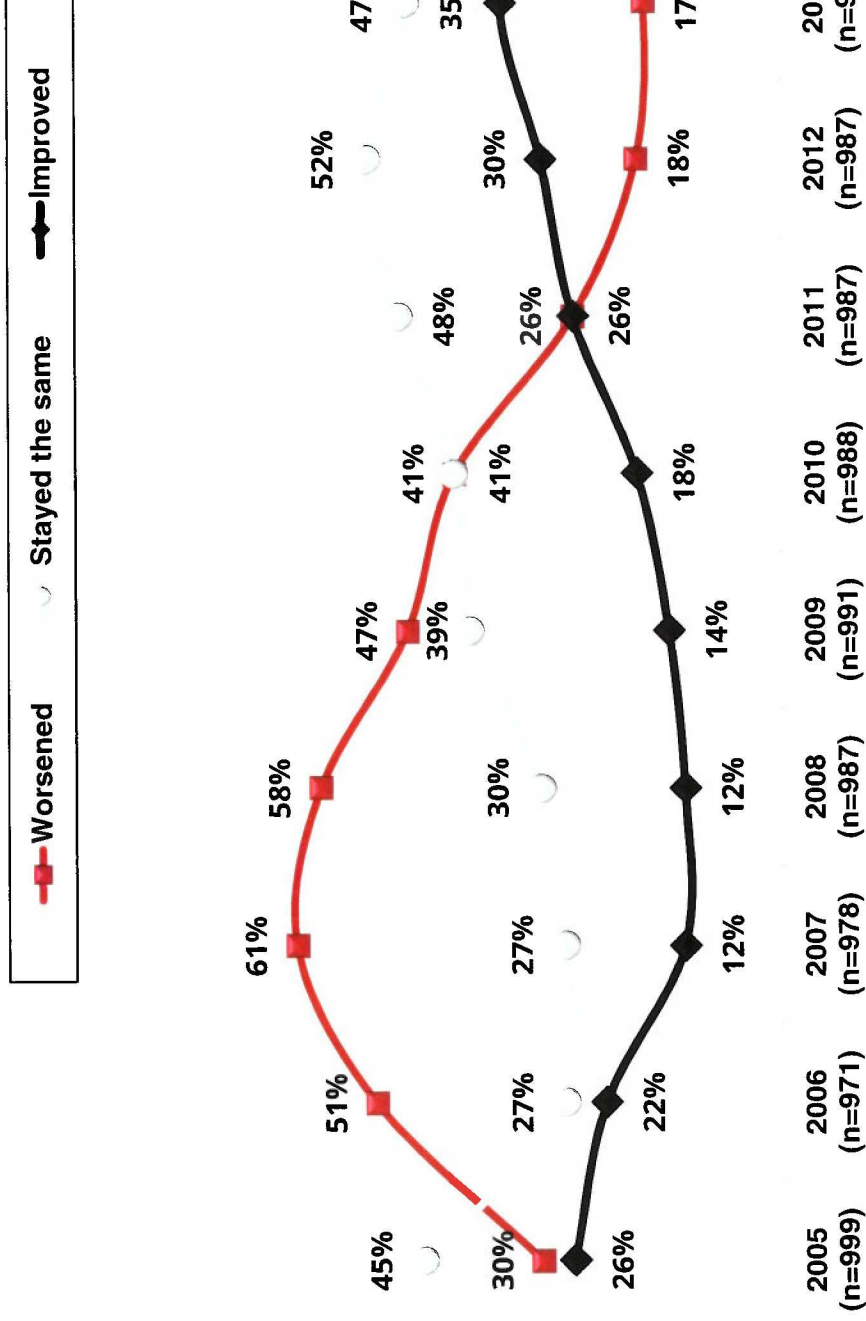


Overall Quality of Life in Calgary - citizen Satisfaction Survey



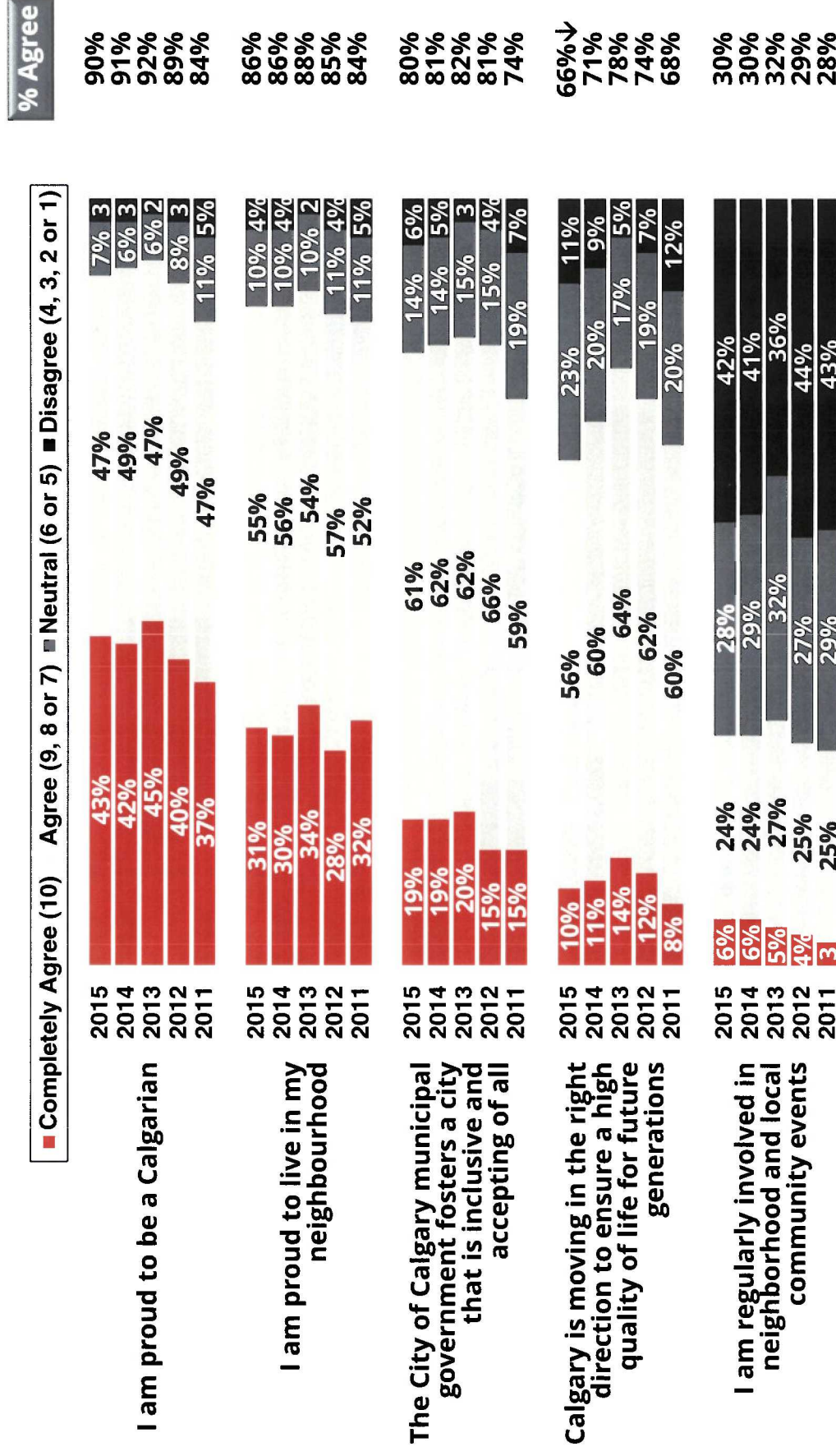
On a scale of "1" to "10" where "1" represents "very poor" and "10" represents "very good" how would you rate the overall quality of life in the city of Calgary today?
 Base: Valid respondents (n=2,450)

Perceived Change in the Quality of Life in Calgary - Citizen Satisfaction Survey



And, do you feel that the quality of life in the city of Calgary in the past three years has ...?
Base: Valid respondents

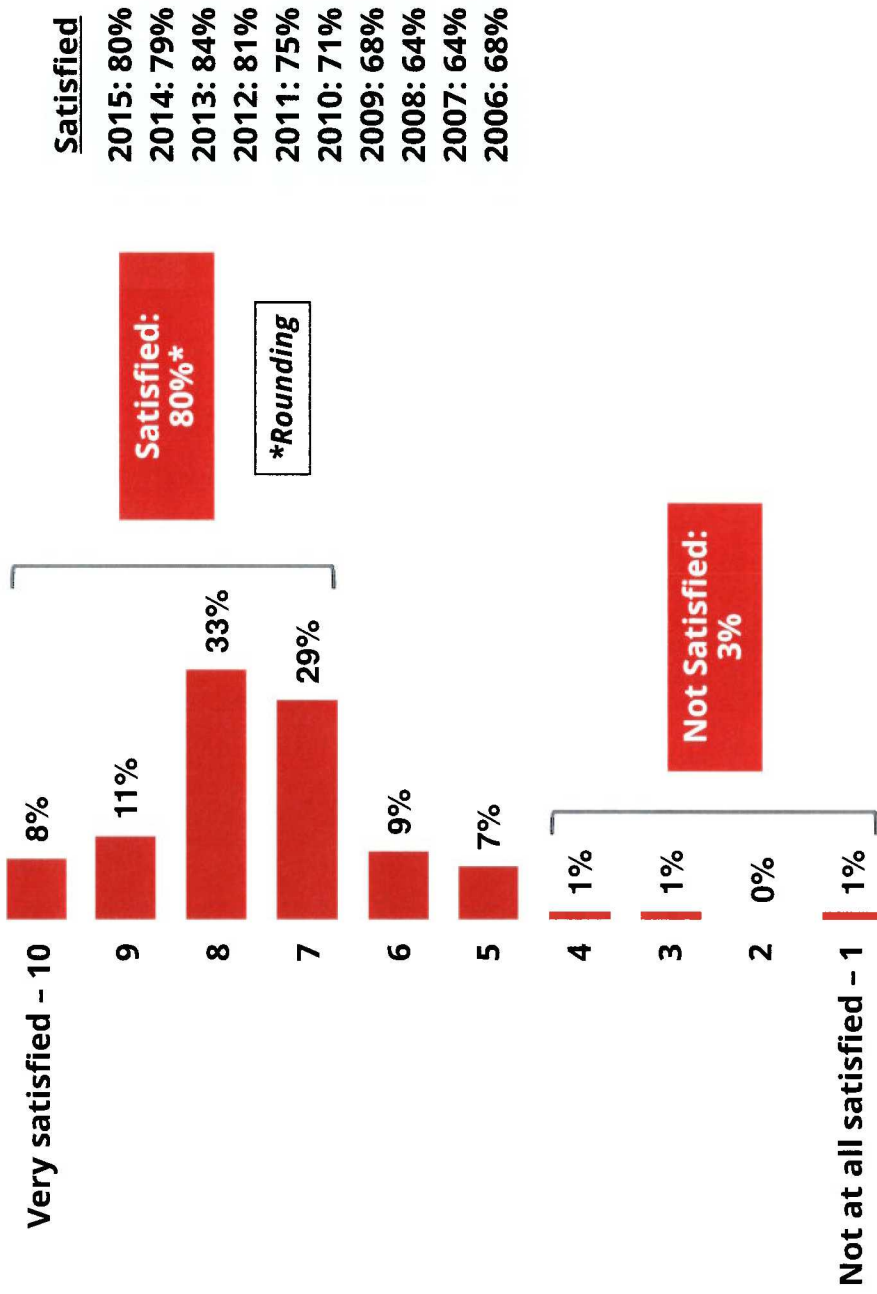
Sustainability Metrics - citizen Satisfaction Survey



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".

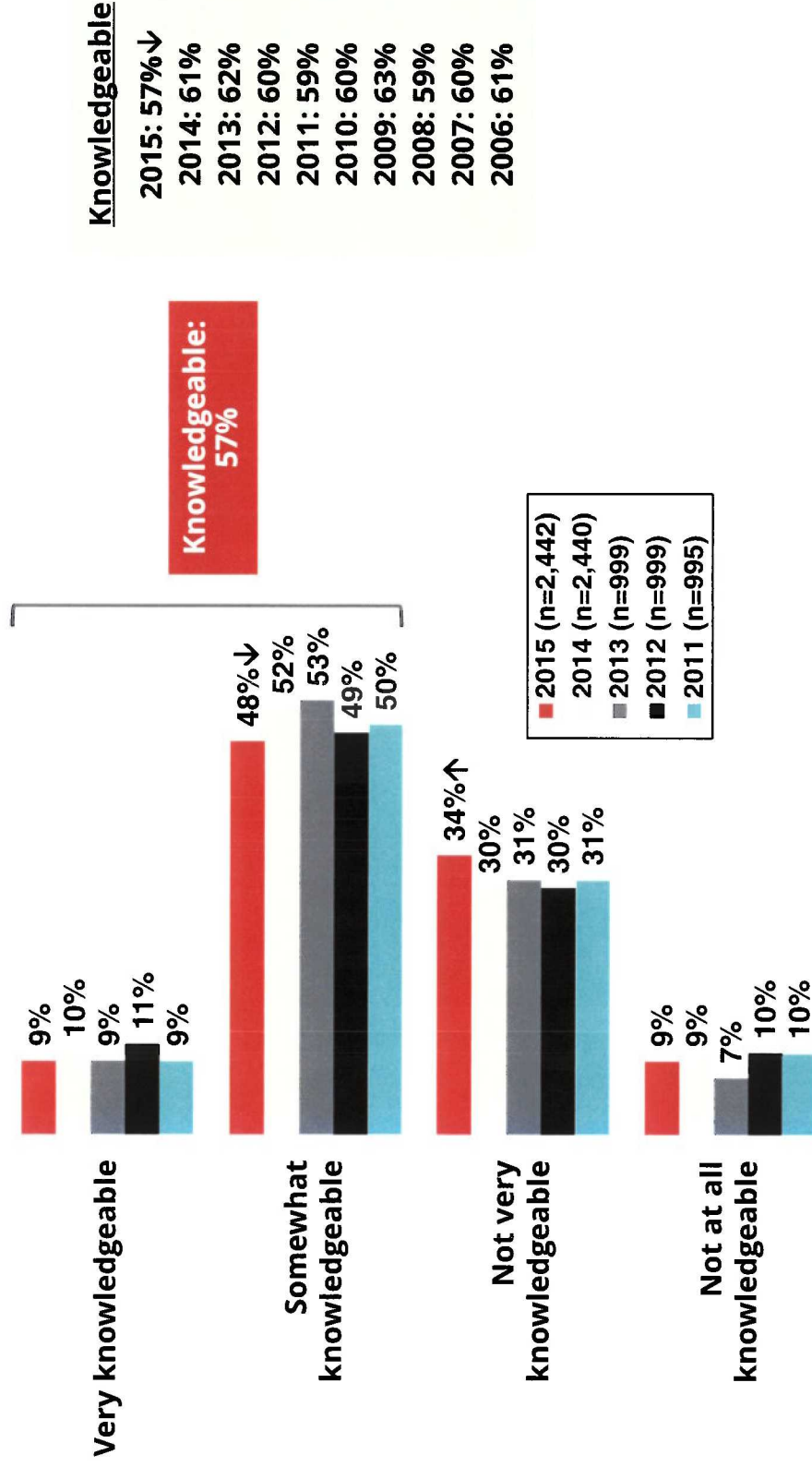
Base: Valid respondents (Bases vary)

Overall Satisfaction with the Level and Quality of City Services and Programs - Citizen Satisfaction Survey



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=2,446)

Knowledge Levels of Tax Dollar Spending - citizen Satisfaction Survey



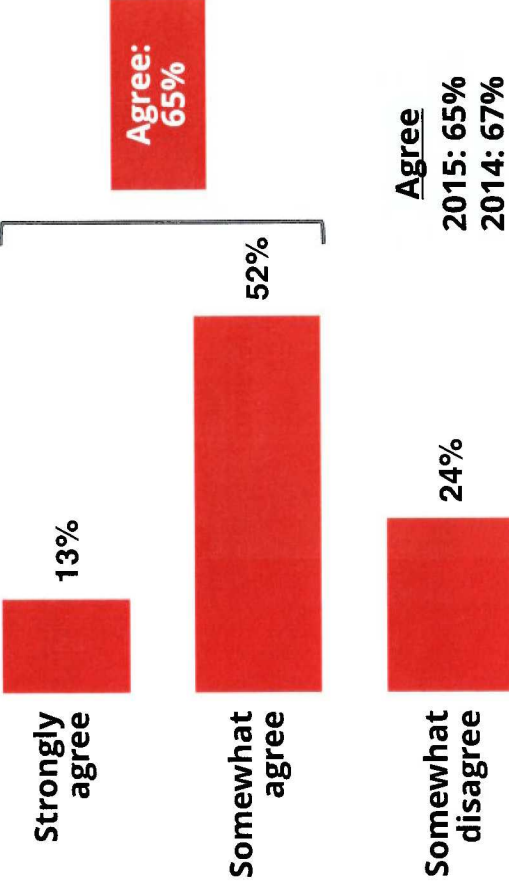
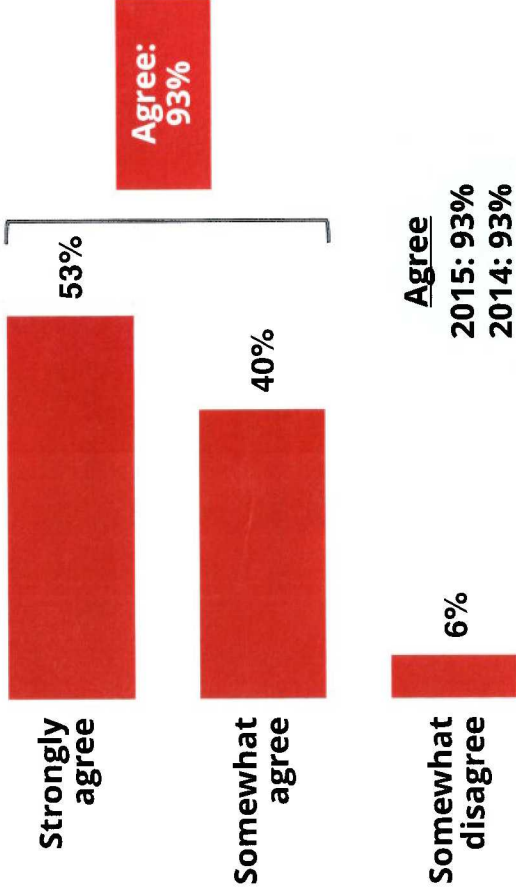
Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?

Base: Valid respondents

Property Tax Dollar Investment - Citizen Satisfaction Survey

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

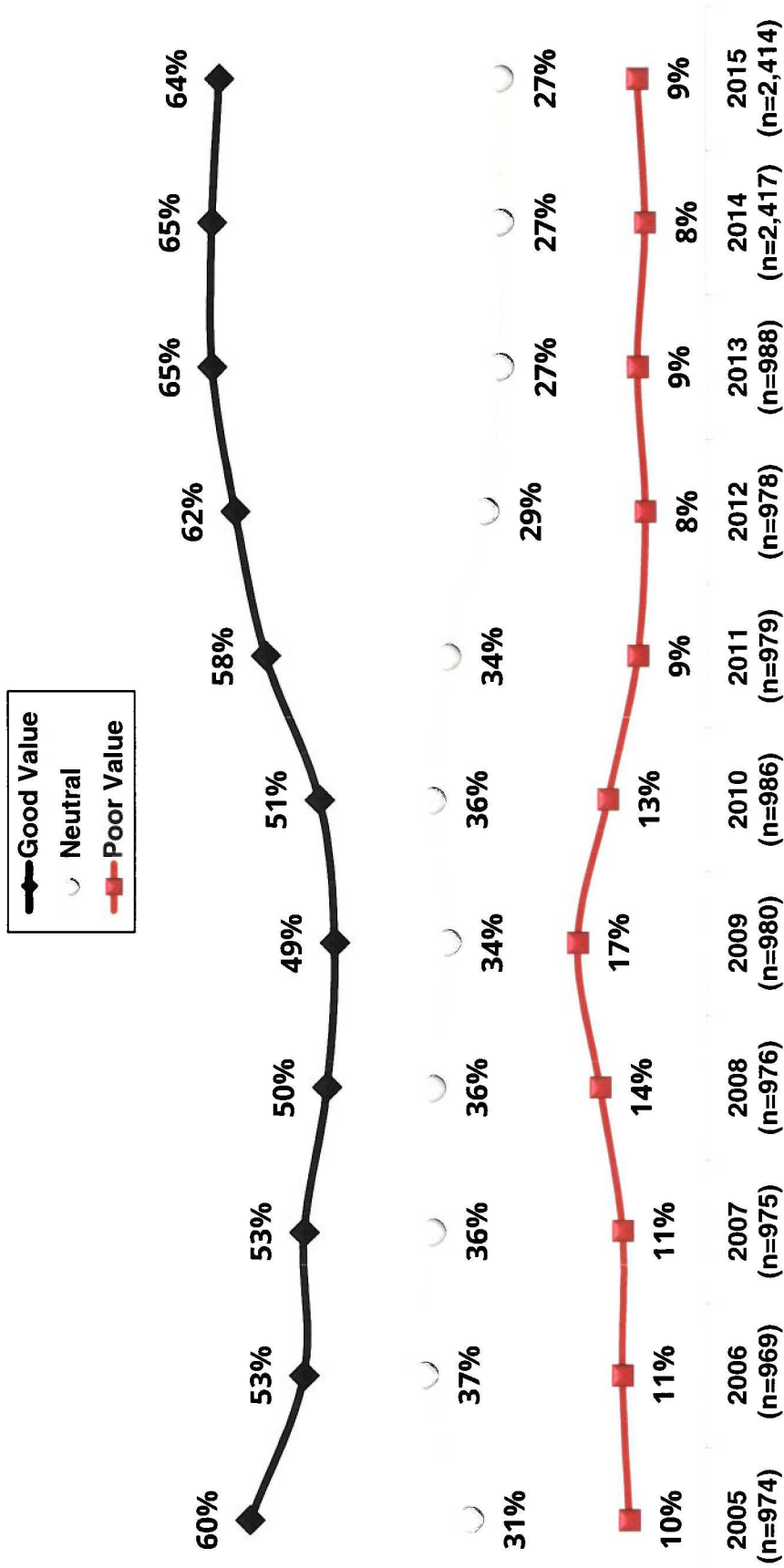
The City does a good job of providing citizens with information about how their property tax dollars are invested in various City services



Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.
Base: Valid respondents (n=2,438 / n=2,423)

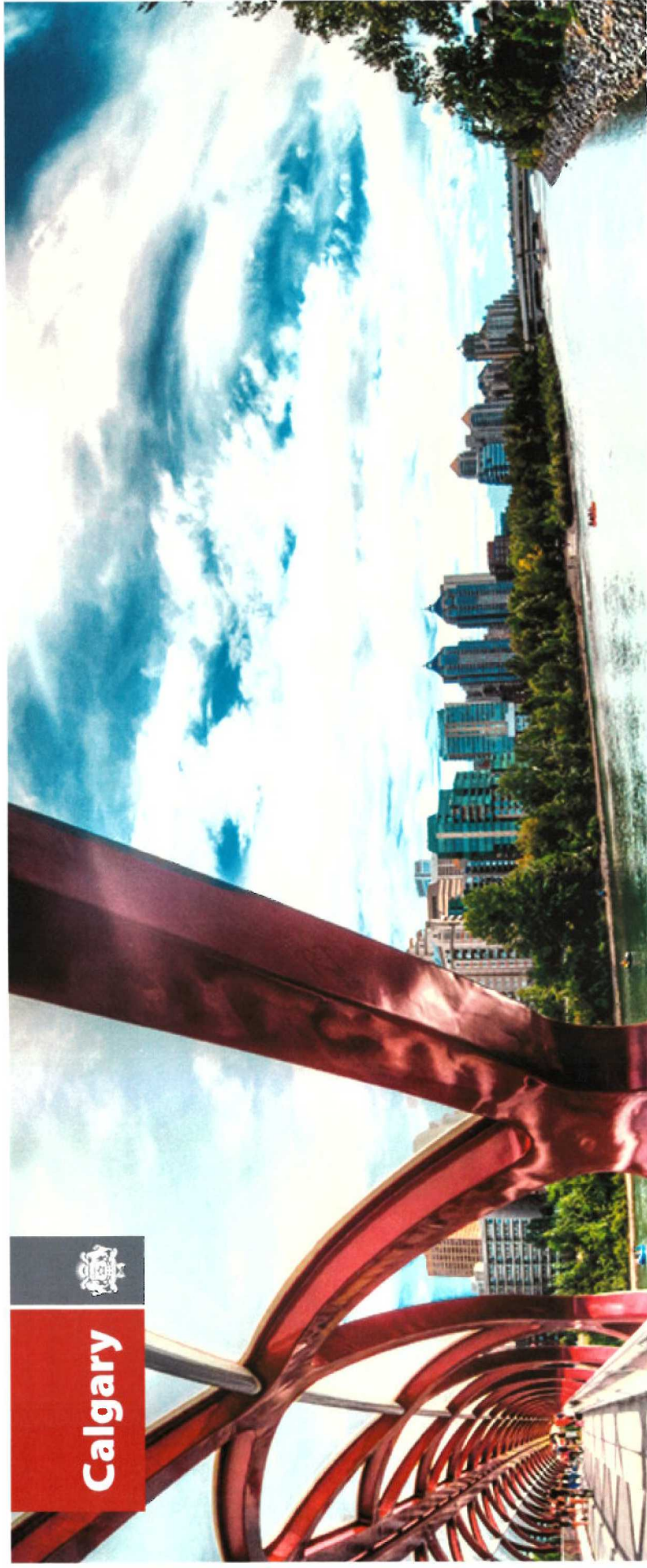


Tracking Perceived Value of Property Taxes - Citizen Satisfaction Survey



Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill 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

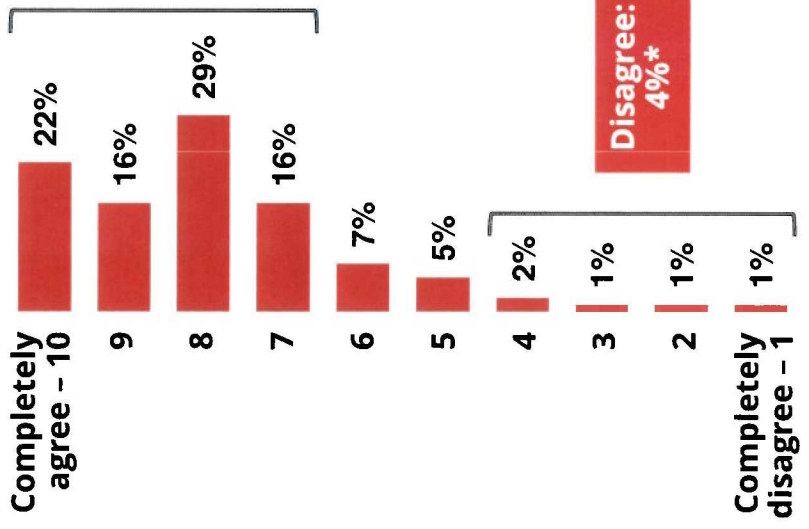


Research on Calgary's Economy - Citizen Satisfaction Perspective

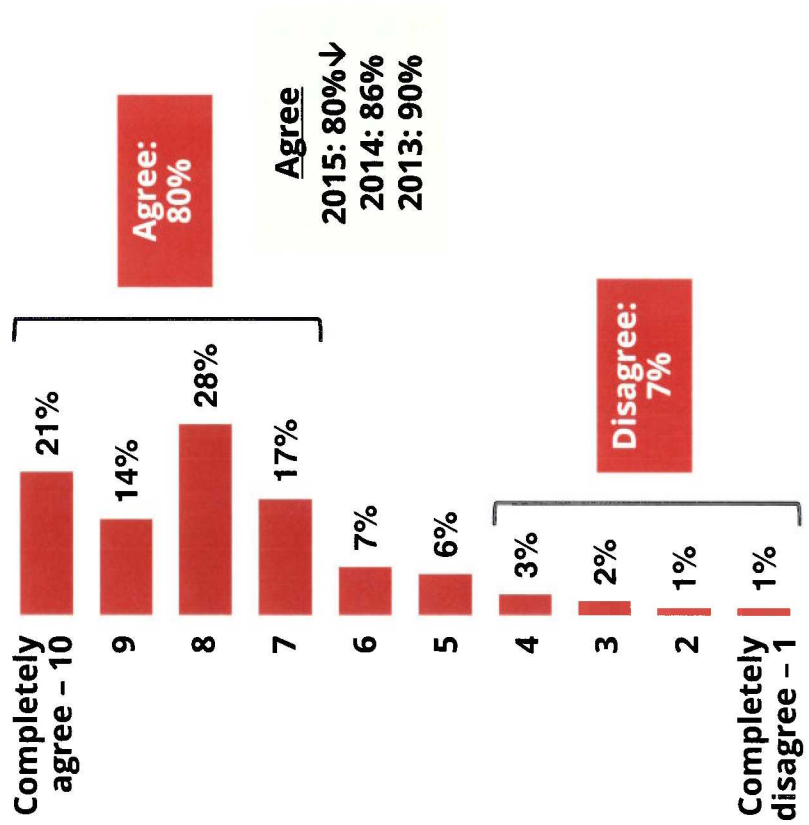


Sustainability: Making a Life and Making a Living - Citizen Satisfaction Survey

Calgary is a Great Place to
Make a Life



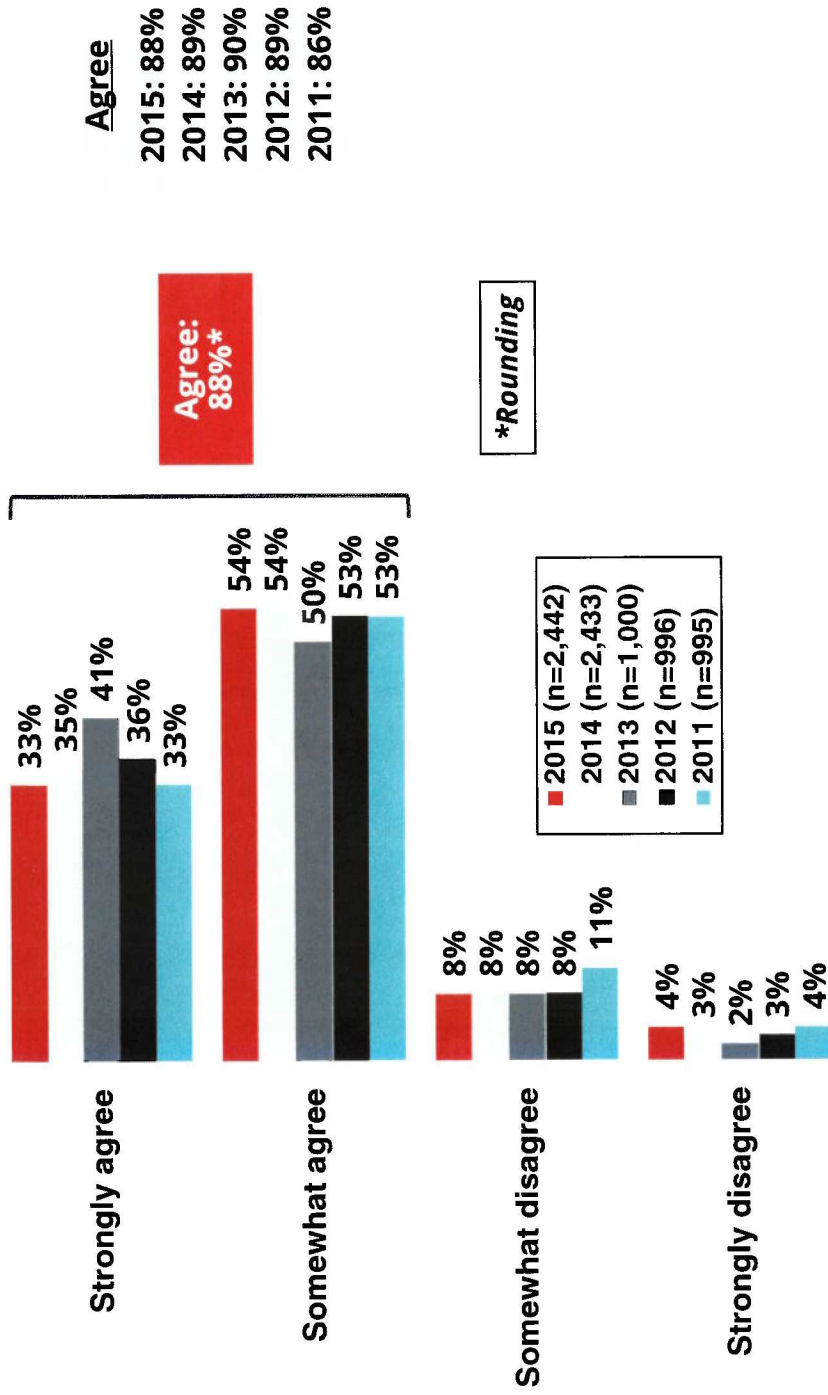
Calgary is a Great Place to
Make a Living



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

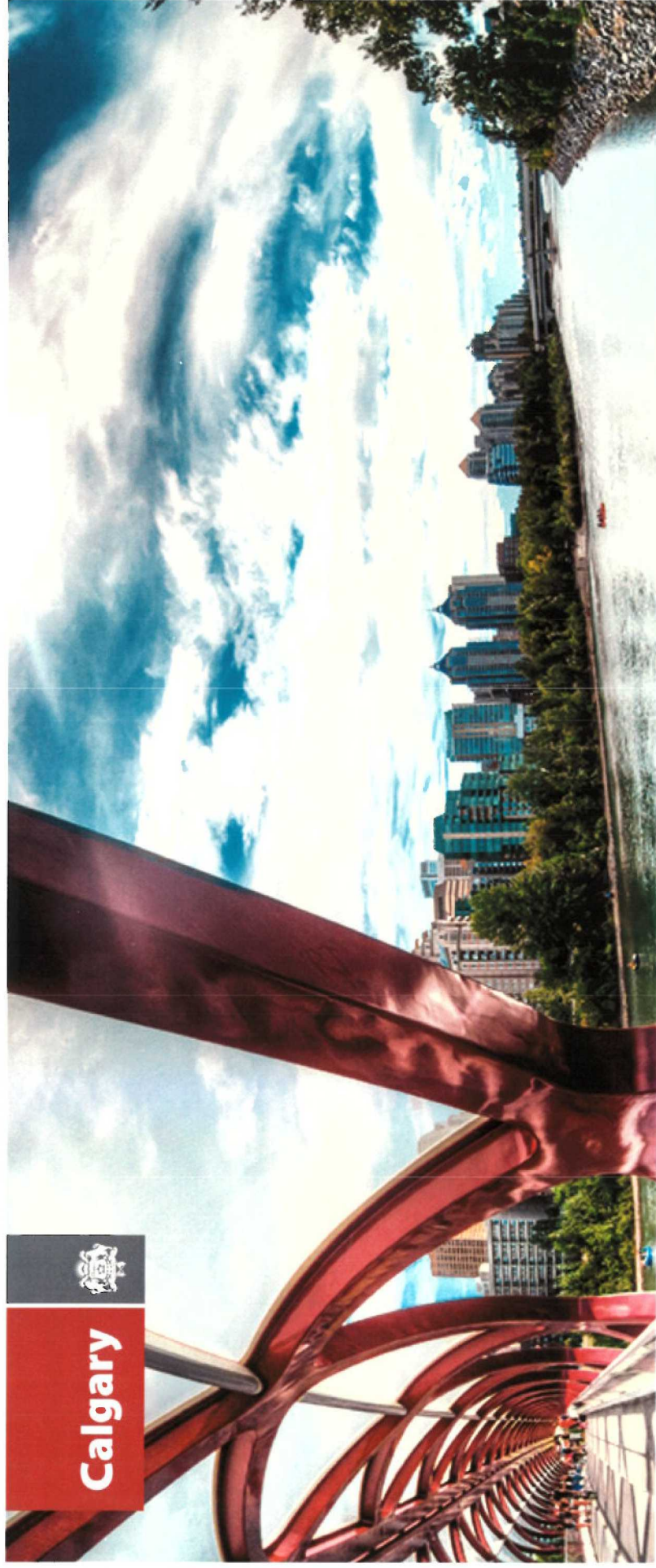
Base: Valid respondents (Bases vary)

Calgary: On the Right Track to Being a Better City? - Citizen Satisfaction Survey



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



Calgary



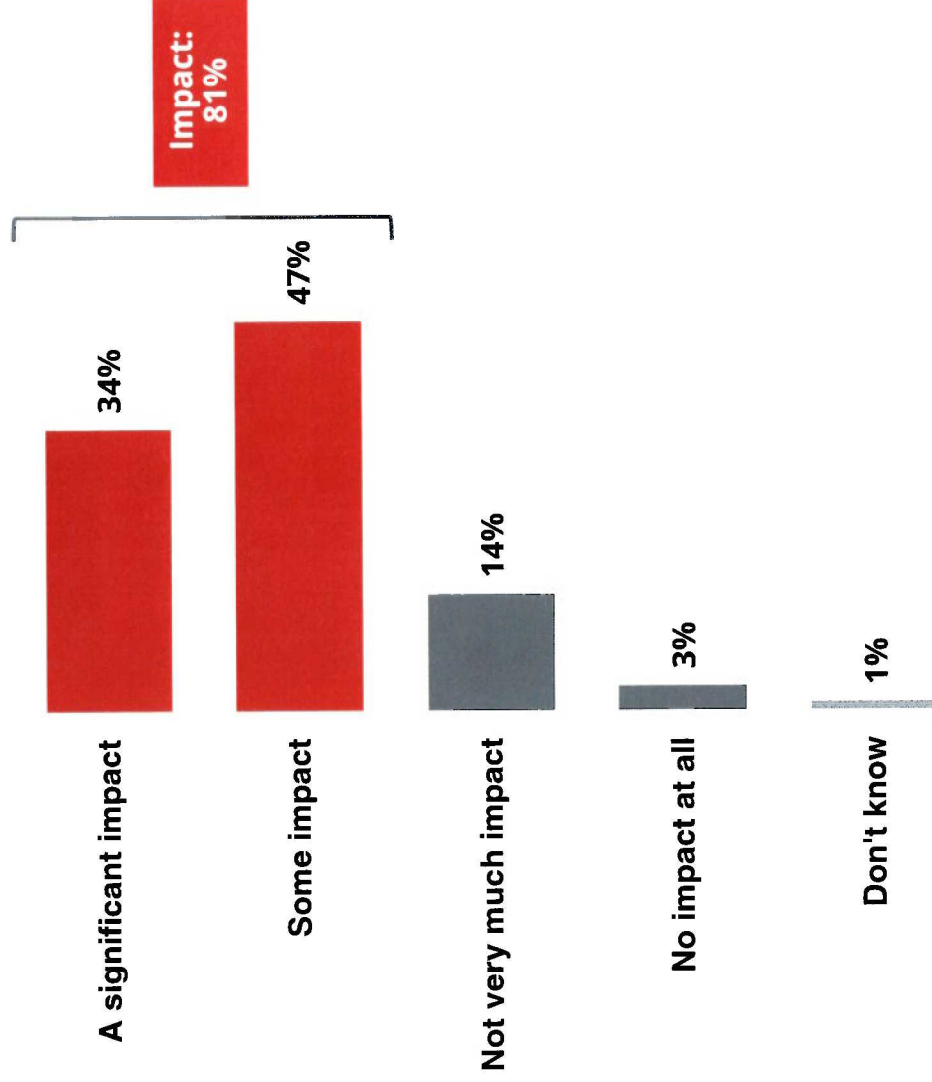
Research on Calgary's Economy



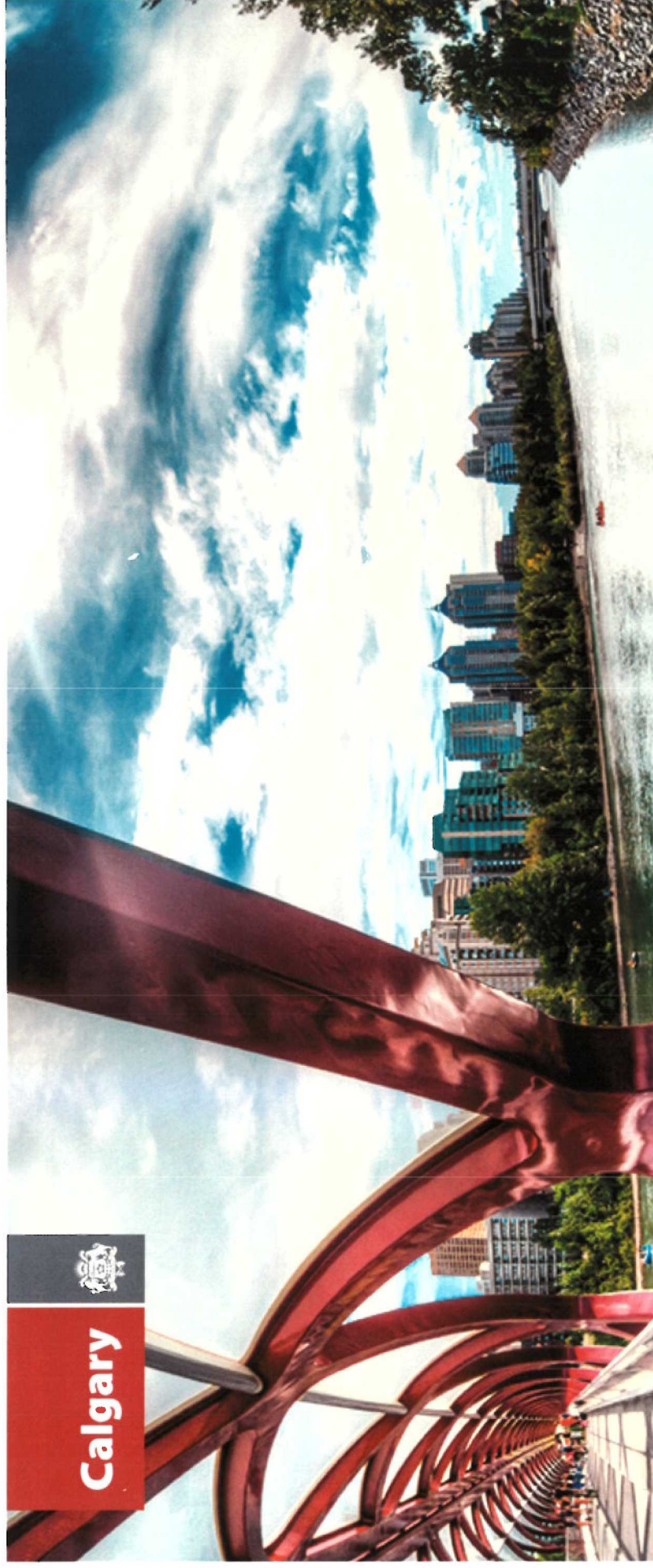
22/11/2015

2015 Economic Resiliency Survey

19



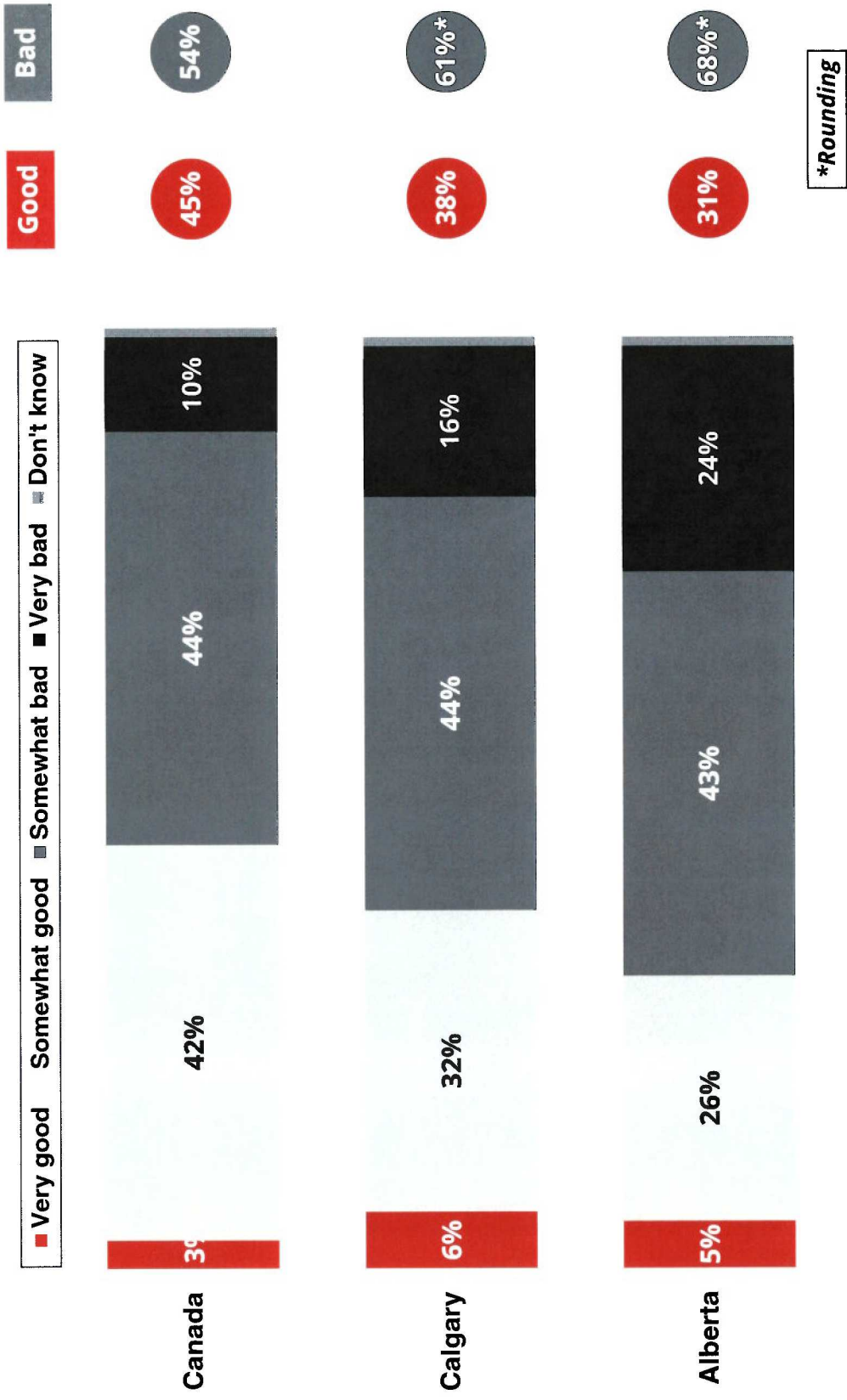
Q5. Overall, how much of an impact does The City of Calgary have on your own quality of life?
Base: All respondents (n=501)



Economic Confidence

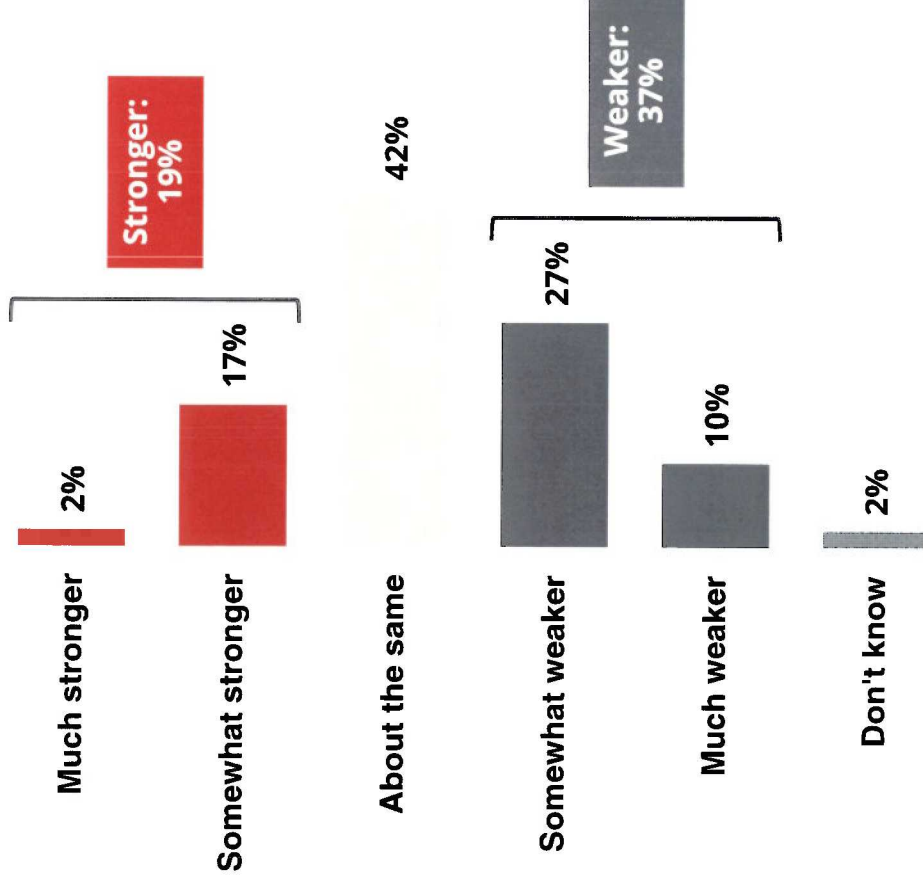


Current Economic Situation - Research on Calgary's Economy



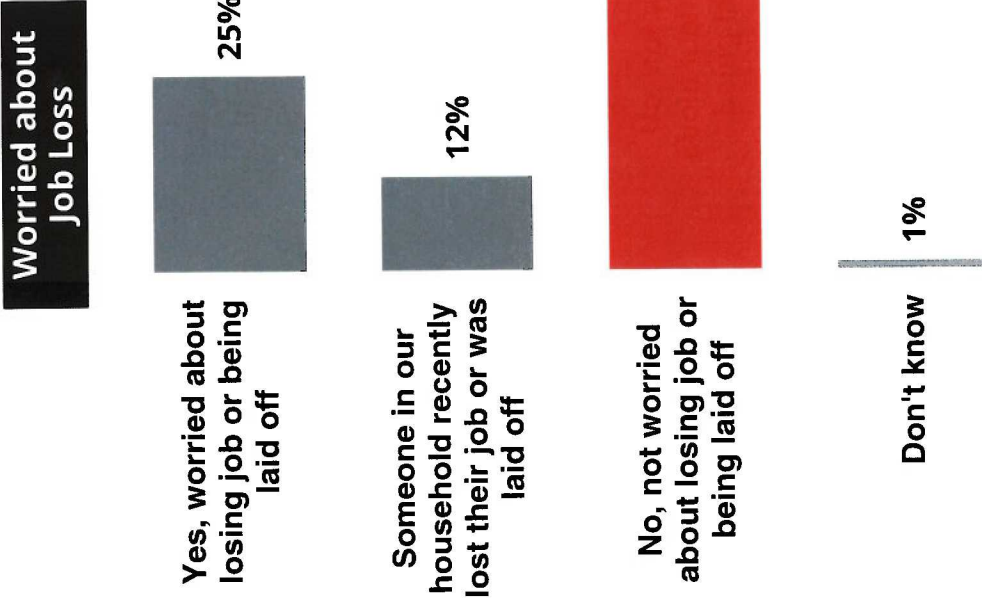
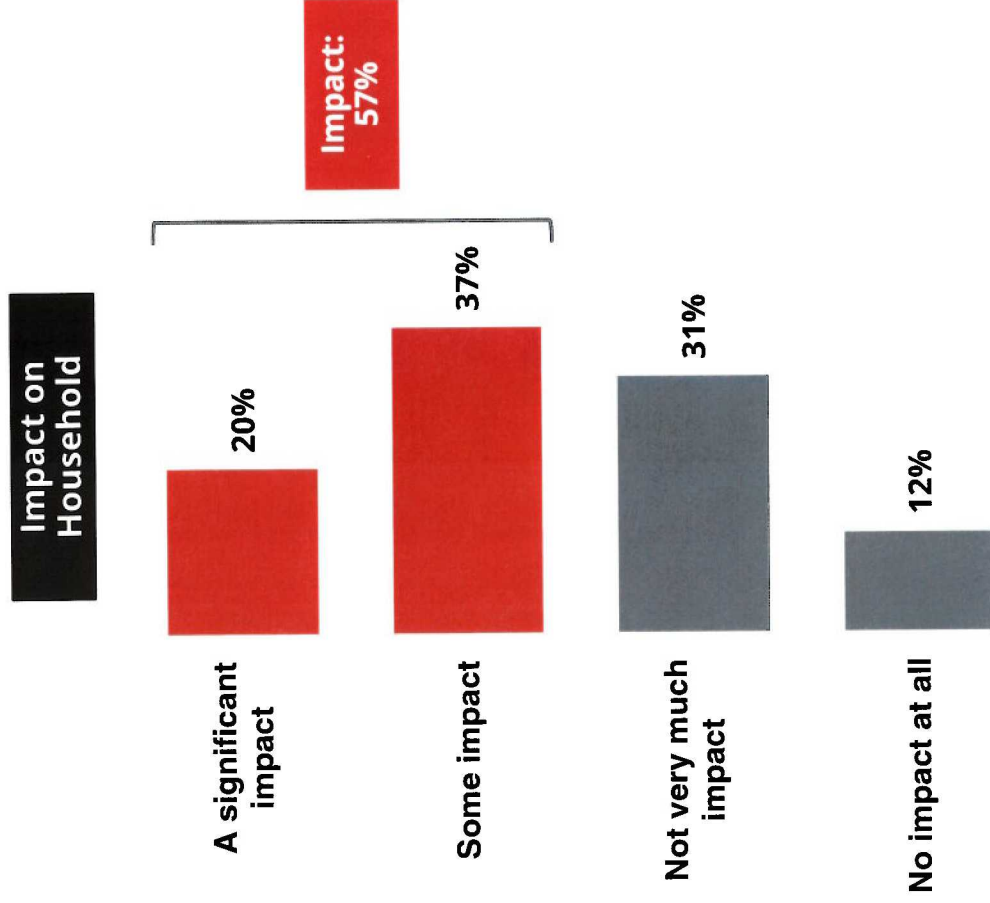
Q6. How would you describe the current economic situation in ...? Is it very good, somewhat good, somewhat bad or very bad?
 Base: All respondents (n= 501)

Future of the Economy in Calgary - Research on Calgary's Economy



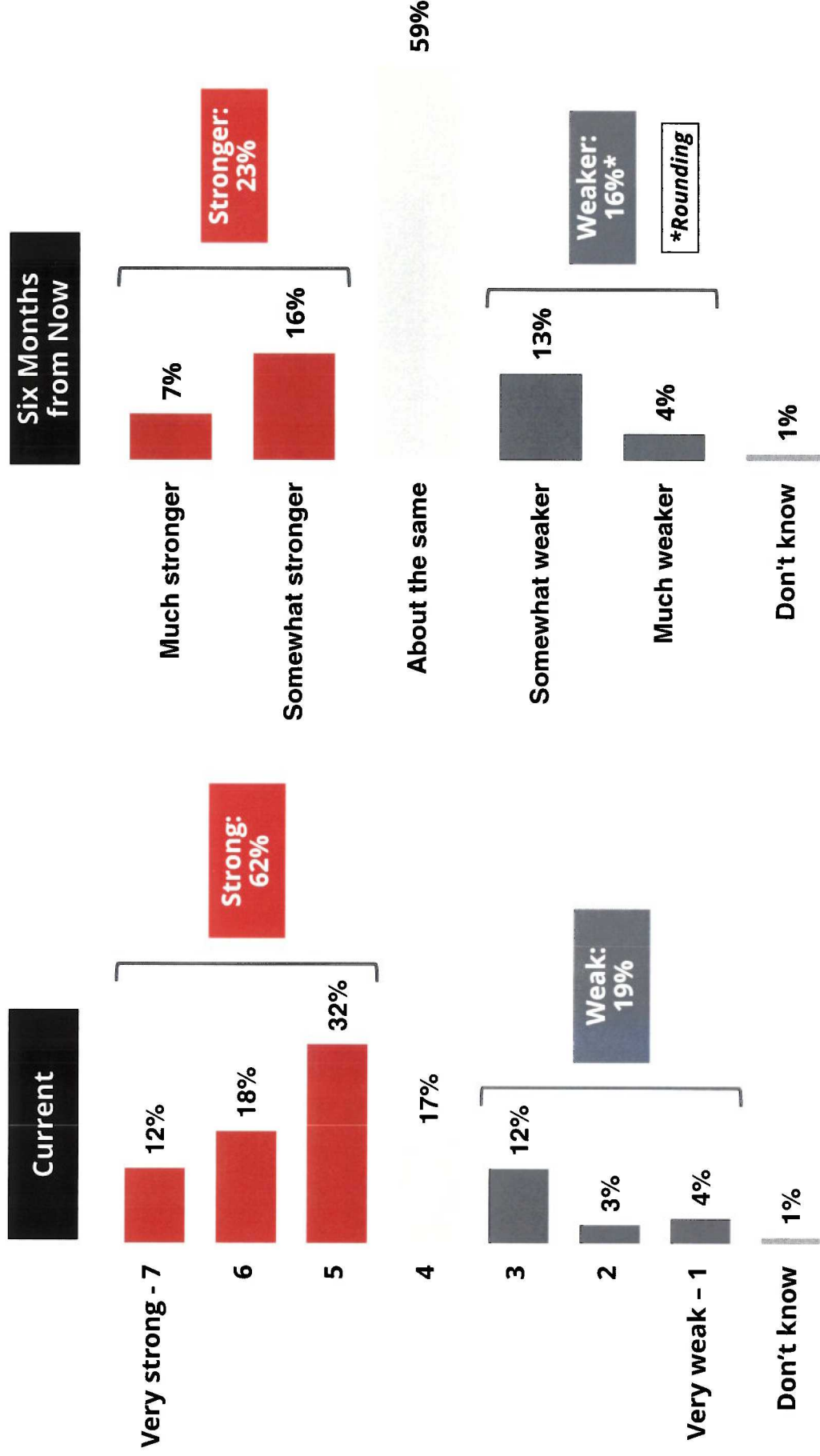
Q7. Looking ahead six months from now, do you expect the economy in Calgary to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

Base: All respondents (n=501)

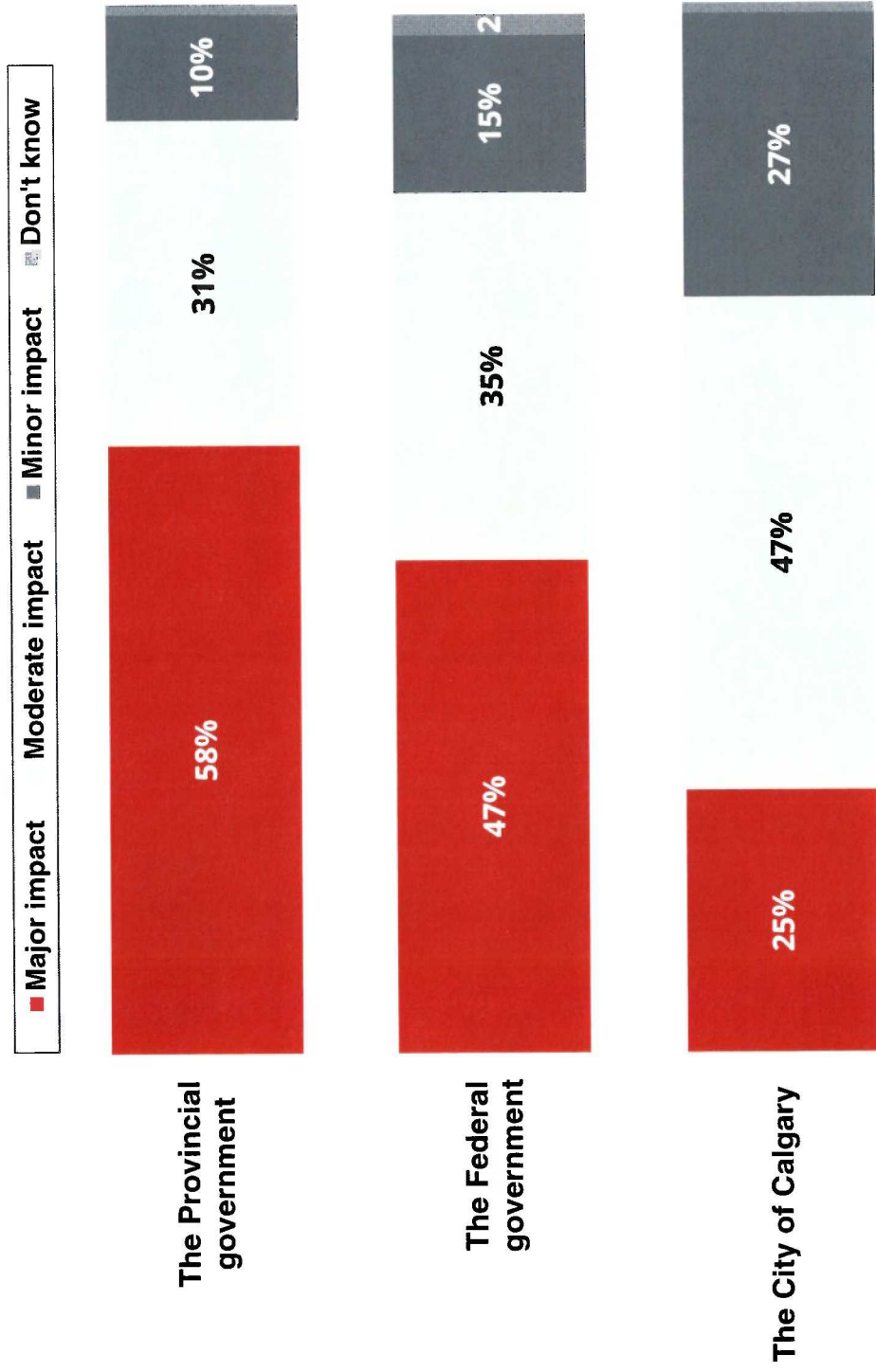


Q12B. How much of an impact has the recent economic downturn had on your own household? Q9. Are you, or is anyone in your household, worried about losing their job or being laid off or has someone in your household recently lost their job or been laid off?

Base: All respondents (n=501)

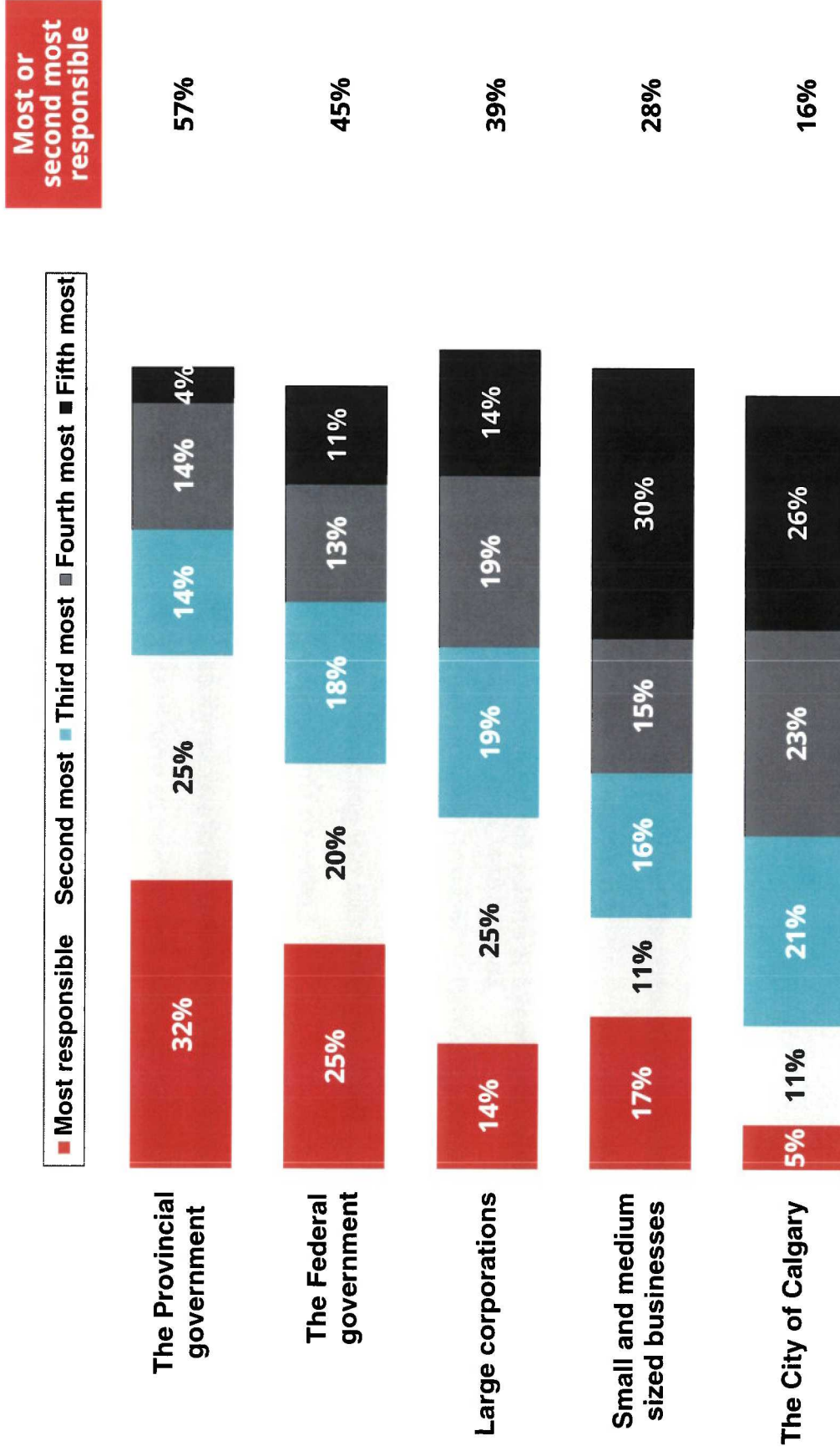


Q8. How would you rate your current financial situation, using a scale from 1 to 7, where 7 means your personal financial situation is very strong today and 1 means it is very weak. Q8B. Looking ahead six months from now, do you expect your personal financial situation to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now? Base: All respondents (n=501)



Q11. Do you think that ... has a major, moderate, or minor impact on the economy in our city?
 Base: All respondents (n= 501)

Responsibility for Investing in Job Creation During an Economic Downturn - Research on Calgary's Economy

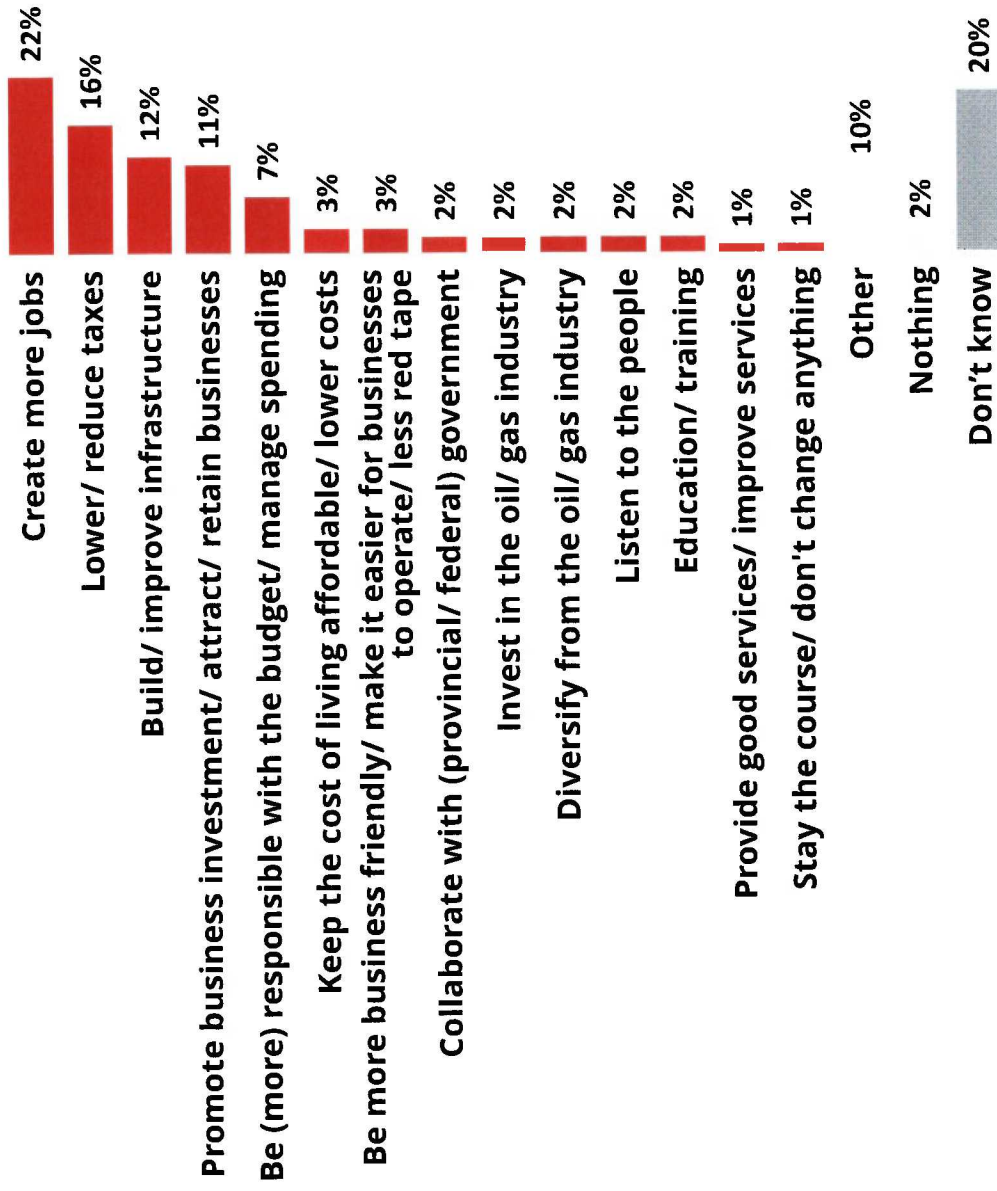


Q10. Which of the following organizations is **MOST** responsible for investing in job creation during an economic downturn? Which of the remaining organizations is **MOST** responsible for investing in job creation?

Base: All respondents (n= 501)

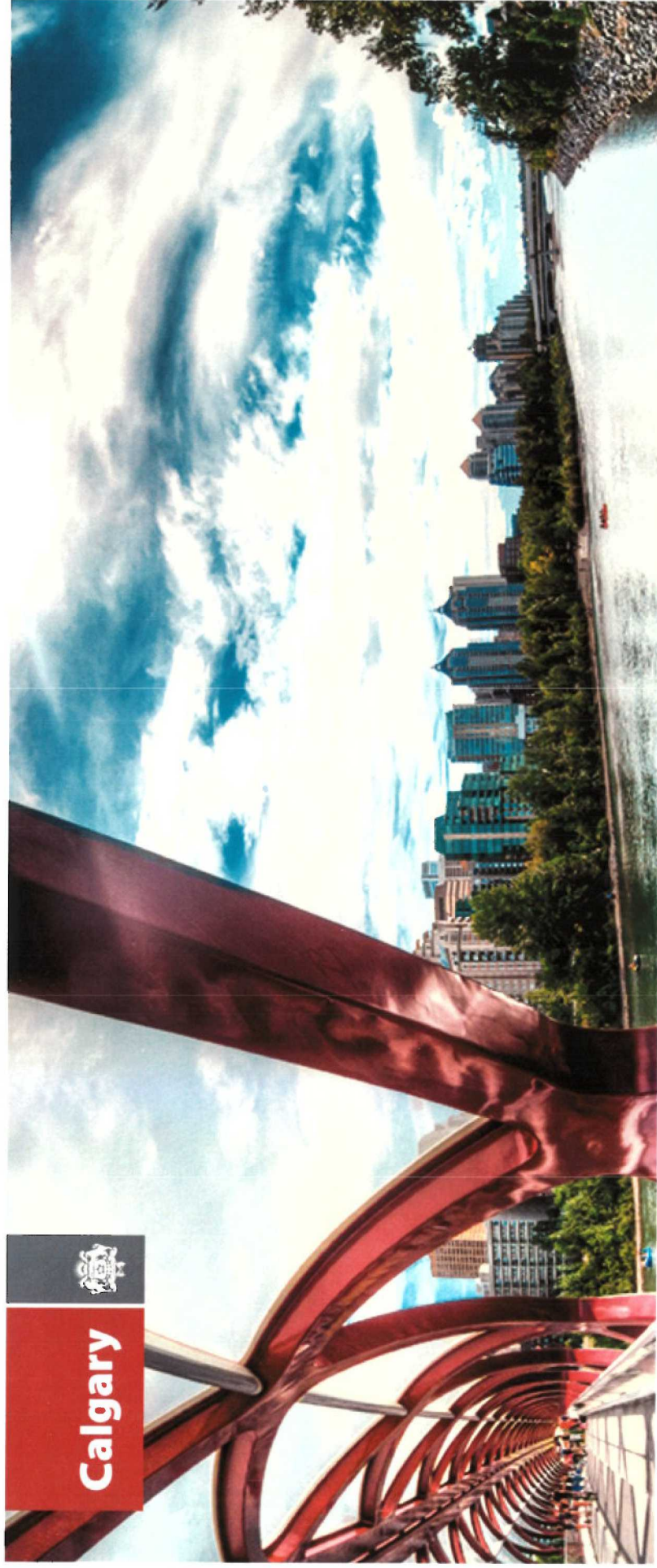
How The City Can Positively Impact the Local Economy

- Research on Calgary's Economy



Q12. What is the main way that The City can have a positive impact on the local economy?

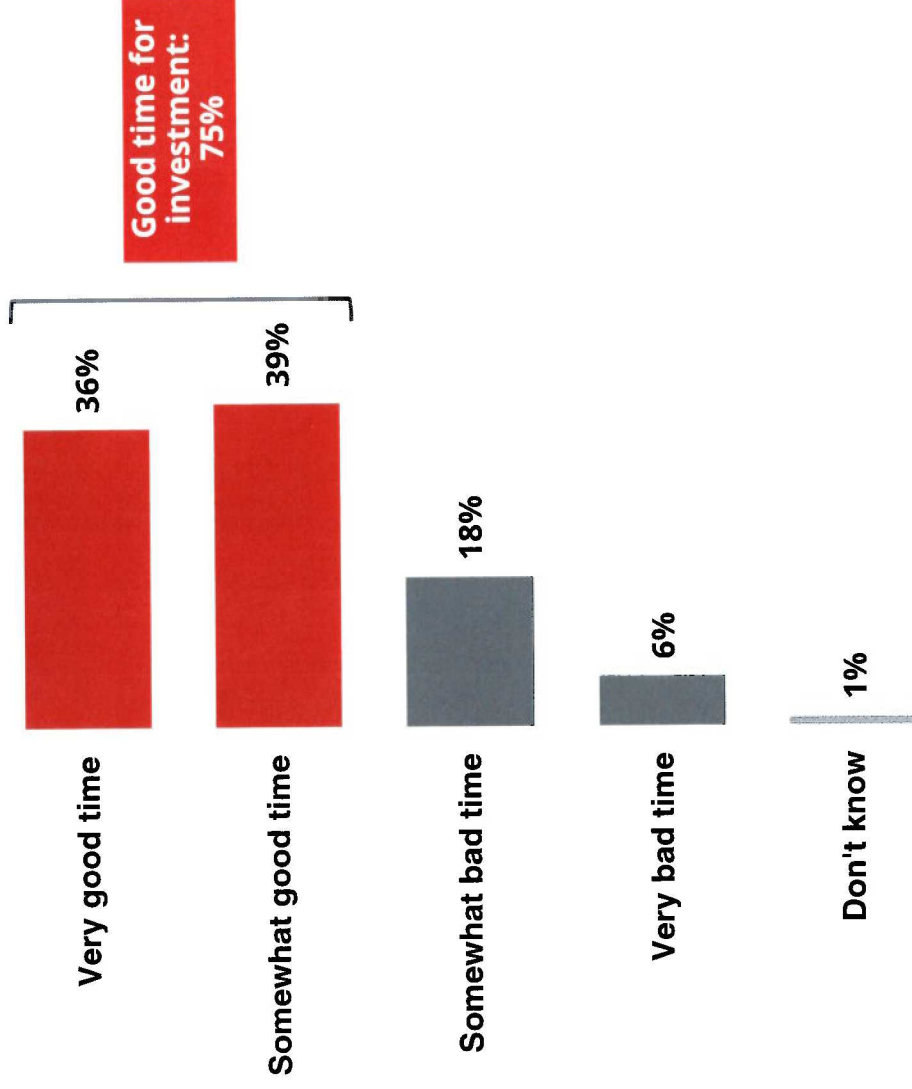
Base: All respondents (n= 501)



Economic Resilience



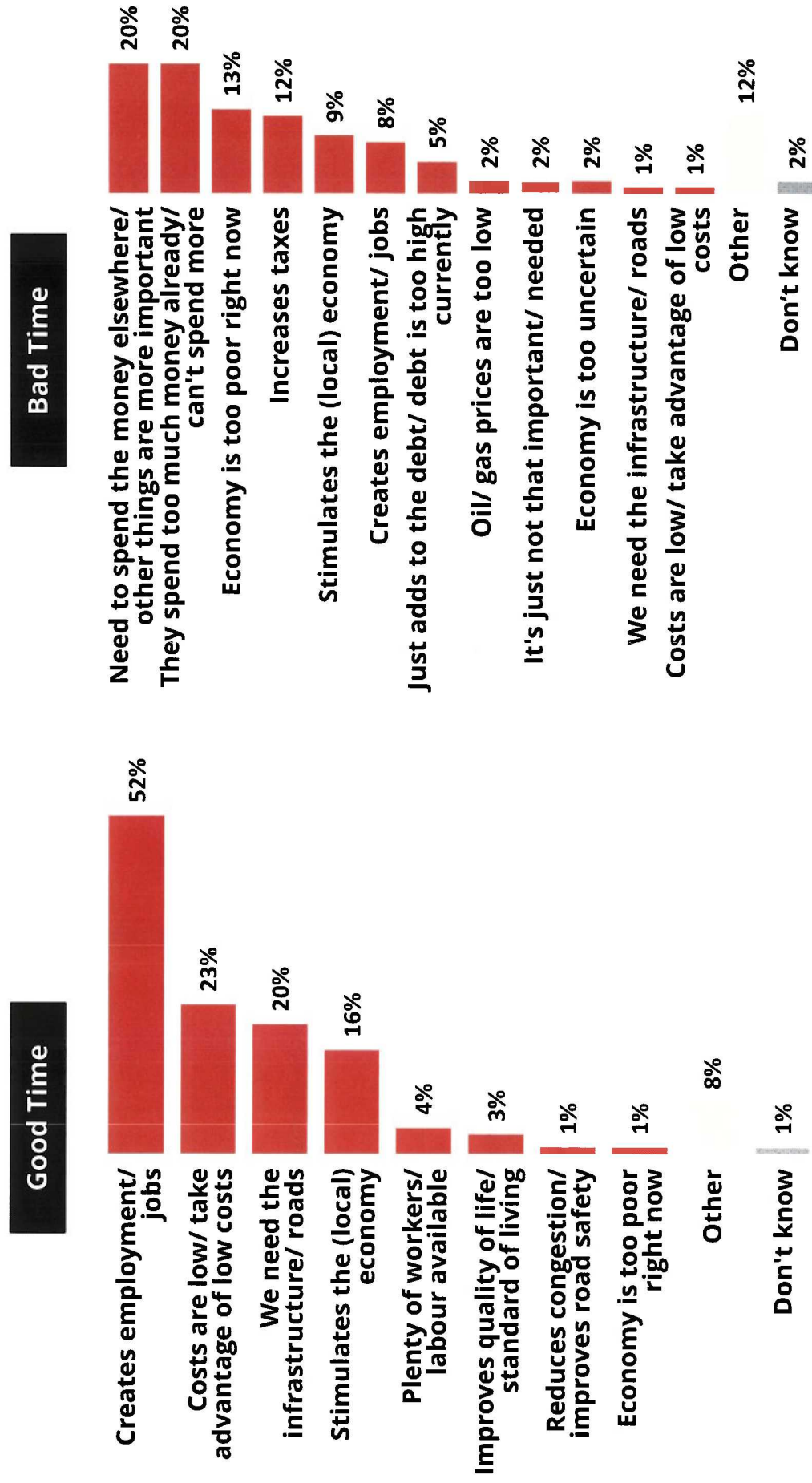
Good or Bad Time for The City to Invest in New Projects - Research on Calgary's Economy



Q13. Generally speaking, do you think that it is a good time or a bad time for The City of Calgary to be investing in new projects like roads, public transportation, and local facilities?

Base: All respondents (n=501)

Reasons for Perceptions about Investment in New Projects - Research on Calgary's Economy

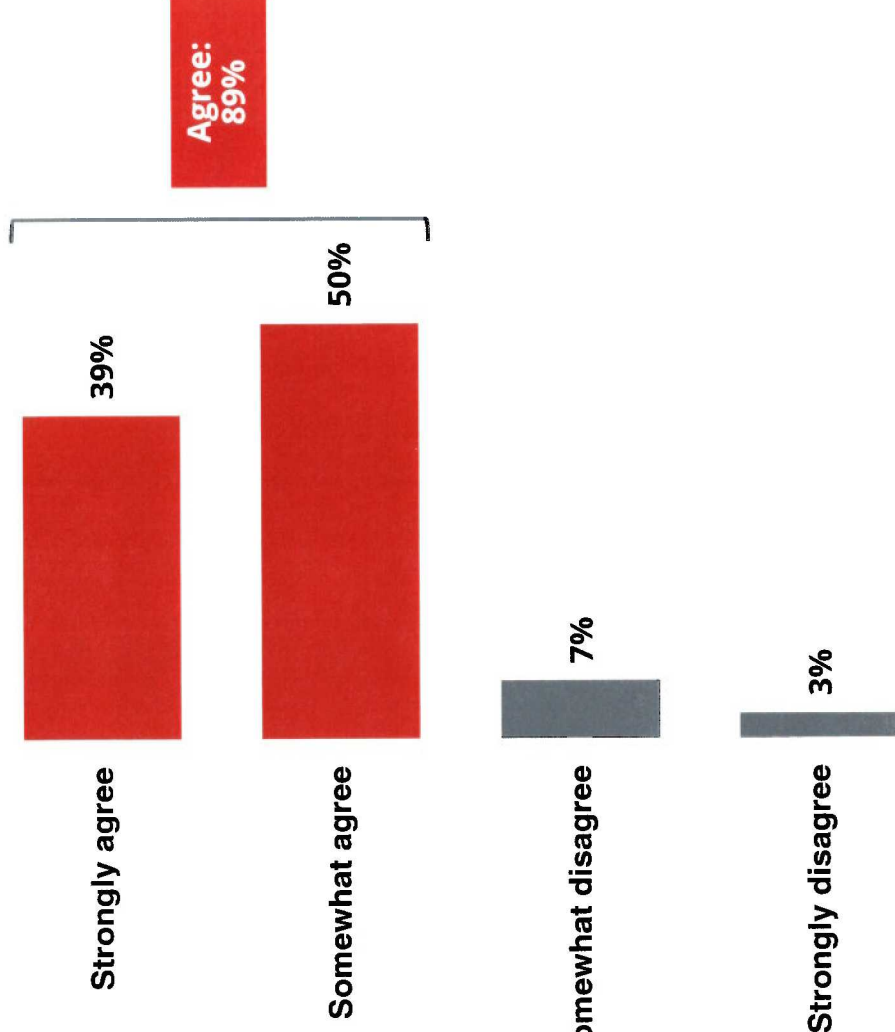


Base: Very or somewhat good time for investment (n= 383)

Base: Very or somewhat bad time for investment (n= 114)

Q13B. Why do you think that it is a Good / Bad time for The City to be investing in projects like roads, public transportation, and local facilities?

The City can Play a Big Role in Helping Our Community Weather Difficult Economic Times - Research on Calgary's Economy

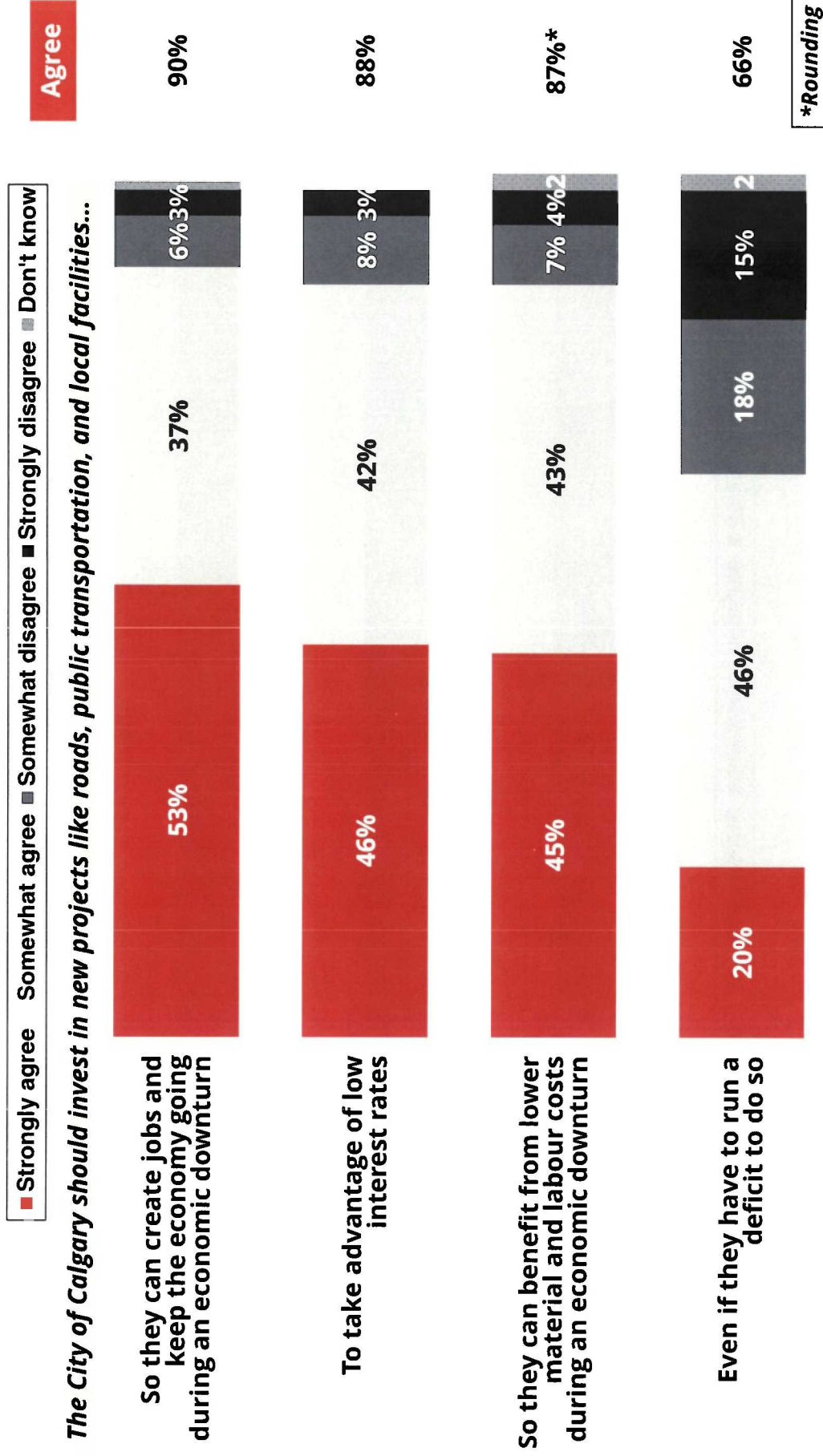


Q14. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements about investing in new projects like roads, public transportation and local facilities: The City of Calgary, municipal government can play a big role in helping our community weather difficult economic times.

Base: All respondents (n= 501)



Rationale for City Investment in New Projects - Research on Calgary's Economy



Q14. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements about investing in new projects like roads, public transportation and local facilities.

Base: All respondents (n= 501)

Additional Context Regarding City Investment in New Projects - Research on Calgary's Economy

Agree

Strongly agree Somewhat agree Somewhat disagree Don't know

If The City invests in new projects like roads, public transportation, and local facilities, they should focus on providing local jobs to local businesses first



96%

I believe that The City of Calgary has an obligation to help support our local economy in whatever way they possibly can



94%*

I want The City to provide online information about any plans related to investing in these projects



94%

I believe that my property taxes will increase to pay for any investments The City of Calgary makes on roads, public transportation, and local facilities



77%*

*Rounding

Q14. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements about investing in new projects like roads, public transportation and local facilities.

Base: All respondents (n= 501)



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