



# Background

## 2022 Spring Citizen Research Results

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

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

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

The 2022 Spring Citizen Research Results presentation is the first of two annual corporate research presentations provided to Council. This presentation will highlight findings from recently completed surveys that run annually, quarterly or, in the case of *COVID-19 Snapshot Surveys*, even more frequently.

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

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

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

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

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

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

## Methodologies

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

### **2022 Spring Pulse Survey**

A telephone survey conducted in partnership with Ipsos, with a randomly-selected sample of 2,501 Calgarians, aged 18 years and older, between 2022 March 01 and 2022 March 24. (MOE:  $\pm 2.0\%$ , 19 times out of 20).

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

### **COVID-19 Snapshot #17 Survey**

A telephone survey conducted in partnership with Advanis, with a randomly-selected sample of 500 Calgarians 18 years and older. The COVID-19 Snapshot #17 survey was conducted between 2022 May 09 and 2022 May 19. (MOE:  $\pm 4.4\%$ , 19 times out of 20)

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

### **2022 Economic Perspectives Wave 1 Survey**

A telephone survey conducted in partnership with Leger, with a randomly-selected sample of 500 Calgarians 18 years and older. The 2022 Wave 1 survey was conducted between 2022 March 30 and 2022 April 13. (MOE:  $\pm 4.4\%$ , 19 times out of 20)

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