



2024 Perspectives on Calgary Trust & Reputation – Wave 2

Final Report

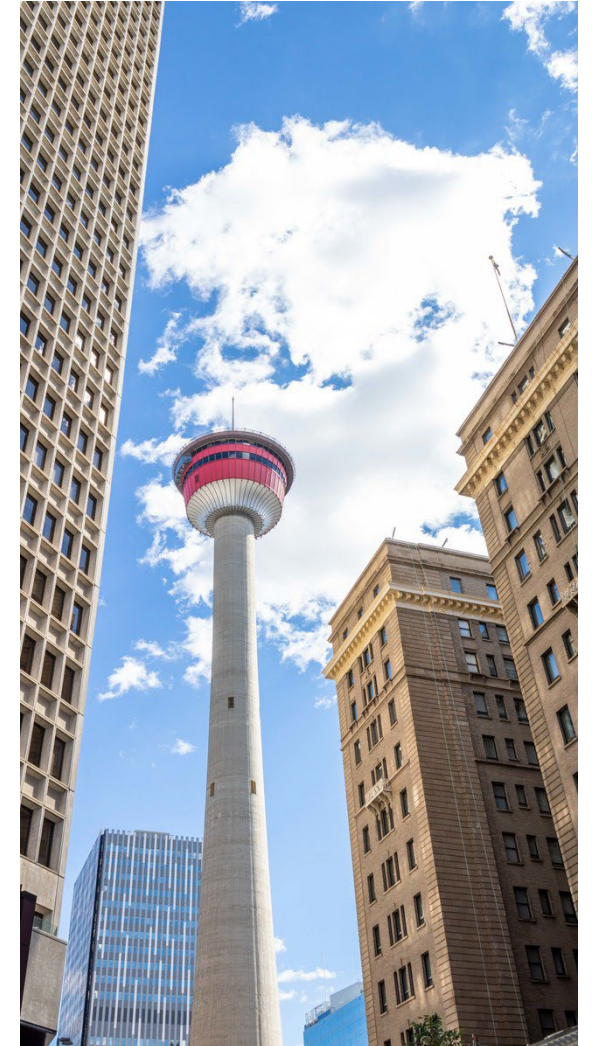
June 2024

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Background and methodology

Background

The City of Calgary surveys Calgarians about their opinions, preferences, and attitudes in order to help support data-driven City decision making. The Perspectives on Calgary Survey program is one of the ways by which data are collected, and these surveys are conducted throughout the year. This wave of the survey asked questions about Calgarians’ perceptions of a variety of topics including key issues facing Calgarians, communications, transparency, accountability, reputation and trust. This is the second wave of this survey.

Methodology

The telephone survey was conducted by Advanis from May 13 to 24, 2024 with 500 Calgarians. The average time to complete the survey was 16 minutes.

The survey was completed using numbers from both landlines (27%) and cell phones (73%) to obtain a random and statistically representative sample of Calgarians.

The margin of error (MOE) for the total sample of n=500 is ±4.4 percentage points, 19 times out of 20 (though larger among subgroups of the total).

To ensure the data was gathered from a representative group of Calgarians, sample quotas were set by age, gender, and city quadrant of the general population aged 18 and older.

Data were weighted based on the latest federal census for age, gender, and city quadrant, as well as based on the Statistics Canada 2021 Survey of Household Spending for phone type ownership (cell phone only, landline only, and both). The weighting efficiency was 76%. Although the results are weighted, sample sizes for each question represent the number of actual respondents (i.e., unweighted n).

Some charts and tables do not add to 100% due to rounding.

Survey	Data collection dates	n=
Wave 2	May 13 – 24, 2024	500
Wave 1	Oct 31 – Nov 10, 2023	500



Highlights at a glance

TRUST & CONFIDENCE



50%
(-13%pt)↓
Trust The City to do what is right for Calgarians

63%
(+3%pt)
Agree they don't expect much positive action from government.

41%
(-8%pt)↓
Agree The City can be trusted to make decisions that reflect the needs of all Calgarians

TRANSPARENCY & ACCOUNTABILITY

When it comes to issues that affect Calgarians...



55%
(-8%pt)↓
Agree The City is **accountable** for its actions



49%
(-11%pt)↓
Agree The City of Calgary can be **relied on** to do what it says it will do

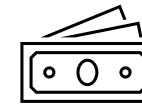


44%
(-10%pt)↓
Agree The City is **transparent** in its decision making

ON TRACK



42%
(-12%pt)↓
"Satisfied" with the way things are going in Calgary today



38%
(-10%pt)↓
Agree The City manages its spending in a responsible way that reflects the needs and priorities of Calgarians

PUBLIC INPUT & DECISION MAKING



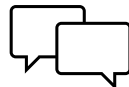
85%
(-3%pt)
Agree voting in municipal elections affects the direction Calgary takes in the future



66%
(0%pt)
Say they are informed about what's going on with The City and issues that affect them as residents



37%
(-7%pt)
Say their voice and opinions are represented in The City's decision-making processes



60%
(0%pt)
Have seen opportunities to provide their perspectives to The City



25%
(-1%pt)
Have contacted a local elected official like their Councillor or the Mayor



42%
(-11%pt)↓
Believe The City cares about their opinion as a Calgarian



40%
(-6%pt)
Agree Calgary City Council has a clear vision about the future of Calgary



9%
(-3%pt)
Say they trust The City to effectively handle local issues that are important to them.

Two-in-five (42%) Calgarians are satisfied with the way things are going in Calgary, down from 54% in 2023.

- Satisfaction with how The City is being run, has also decreased since 2023 (43% down from 57%).

Perceptions of transparency, accountability and responsibility among Calgarians has declined since 2023, with an approximate 10% decrease in all areas.

- Half of Calgarians trust The City to do what is right for Calgarians (50%) or feel The City can be relied on to do what it says (49%, down from 60% in 2023).
- Three-in-five Calgarians have seen opportunities to provide input and perspective to The City, on par with 2023 results.
- Only about one-in-ten Calgarians trust The City to effectively handle local issues of importance.

Two-thirds of Calgarians feel informed about issues that affect them as a resident of Calgary.

- Those indicating they attended a government meeting either in person or online has increased since 2023, from 15% to 21%.
- The main source of information informing Calgarians' opinions about local issues are personal experiences (76%) and what they read or hear in the news media (70%). Less than half (45%) use what they read or hear on social media.
- Online news sites or online newspapers (31%) is the main source of information on politics and current affairs, followed by television / cable news (21%) and social media (19%). Very few Calgarians are using print newspapers and magazines (4%).

Calgarians are not overly trusting of any source of information for providing reliable and accurate information.

- Calgarians are most trusting of what they hear directly from The City of Calgary (34%), followed by what they read or hear in the news media (25%). Very few (5%) trust social media for reliable and accurate information.



Detailed Findings

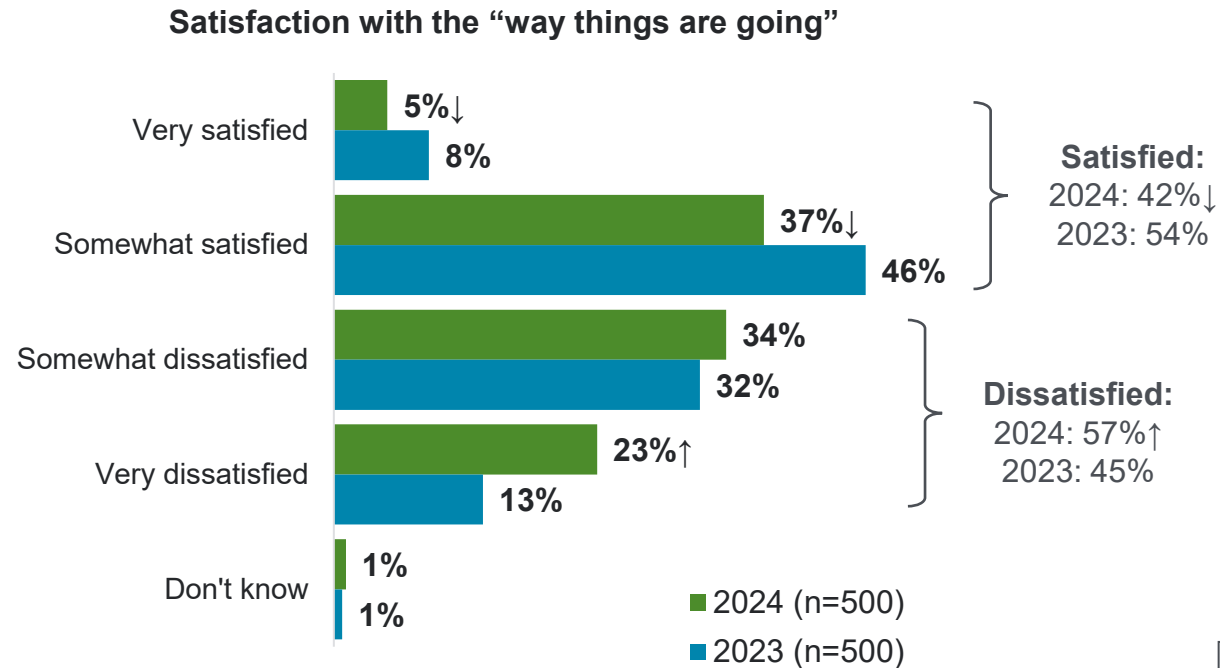


Satisfaction with Calgary's direction and how The City is being run



Satisfaction with Calgary's direction

Two-in-five Calgarians are satisfied with the way things are going in Calgary, a decrease from 2023 when half (54%) were satisfied. Of note, nearly twice as many people are very dissatisfied with the way things are going compared to one year ago (23% vs. 13% in 2023).



Q2. Taking into account all of the things which you think are important, to what extent are you satisfied or dissatisfied with the way things are going in Calgary today? Would you say you are...

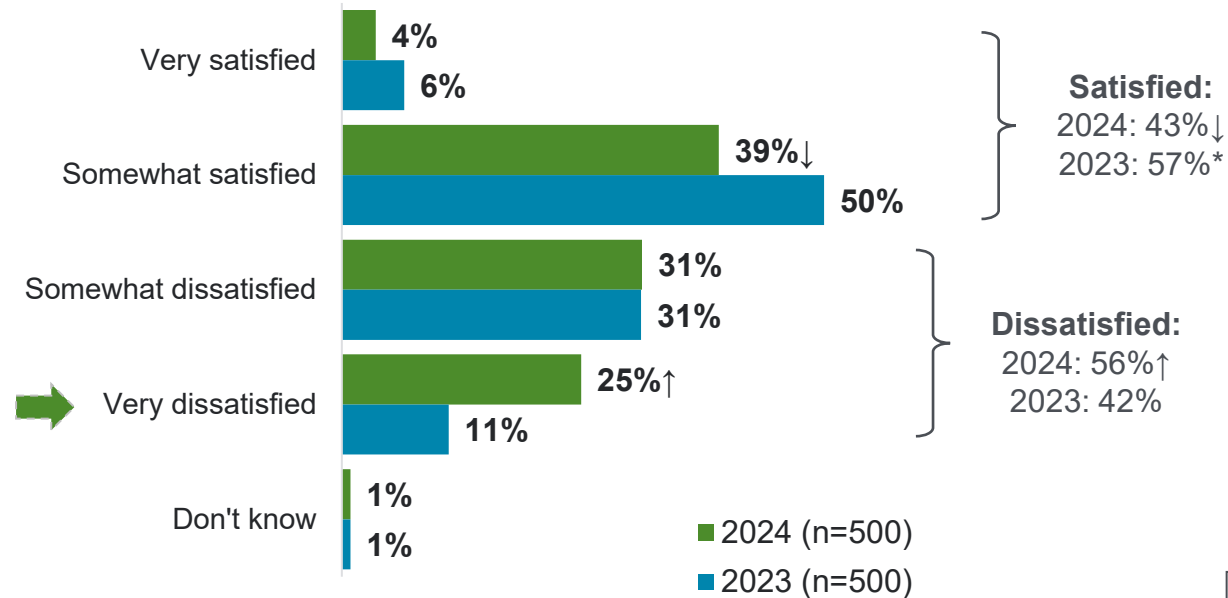
Base: Valid respondents



Perception of how The City is being run

Similarly, less than half (43%) of Calgarians are satisfied with how The City is being run, again a decrease from 2023 when more than half (57%) were satisfied. In 2024, more than double the proportion of people state that they are very dissatisfied with how The City is being run compared to last year (25% vs. 11% in 2023).

Satisfaction with how The City is being run



Those who say they are 'very dissatisfied' are more likely to include:

- Those who have lived in Calgary 20 years or more (60%)
- Those born in Canada (60%)
- Those dissatisfied with how things are going in Calgary (83%)

Q10. Taking everything into account, how satisfied or dissatisfied are you with the way The City of Calgary – including both Council and City Administration as a whole – is going about running our city? Are you...?
Base: Valid respondents

↑ Statistically higher than the previous wave
↓ Statistically lower than the previous wave

*Rounding



Comments for Council

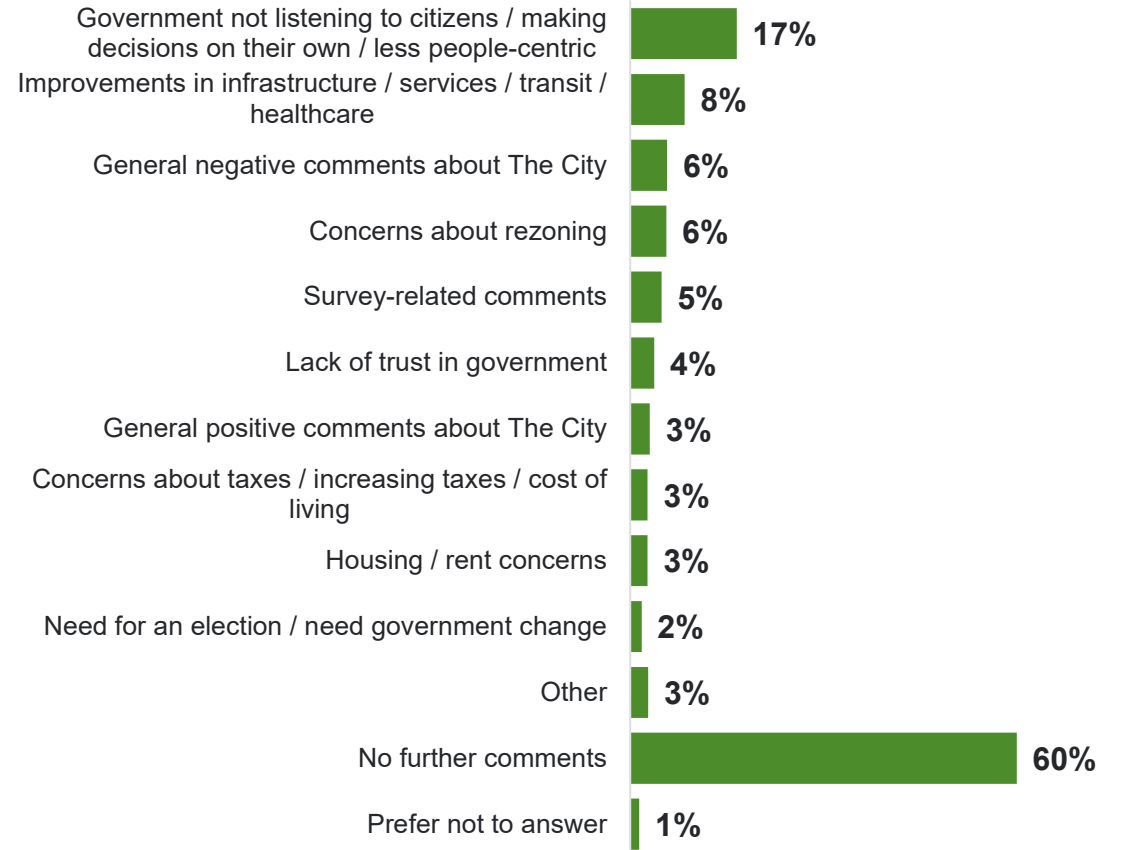
When asked about further comments or remarks to pass along to The City and City Council, the majority (60%) did not have any additional comments.

Among those who provided a comment, top mentions included comments about The City not listening to citizens and making decisions on their own (17%) and comments about needing improvements to infrastructure, services, transit and health care (8%).

Example comments:

- *"I don't think city council and the alderwomen listen to the people in their districts, I think they're more interested in their ideologies, and they're too busy infighting rather than looking out for the welfare of the city. I don't think citizens are heard very much."*
- *"I wish they would listen to the people and not the developers."*
- *"I'm concerned about the roads. I feel there are a few things the city has dropped the ball on. I don't know if it's because everyone is working from home, maybe even the road crews. The concern for me is the homeless people, we don't seem to be getting any solutions."*
- *"No confidence in city council because of the rezoning thing. 3 weeks of pretending people had a voice just to do whatever they were going to do anyways. The bag bylaw (single use item reduction) that they will re-introduce anyway, pothole/ roads are horrific, going for walks at night, the street lights are out, we have a bridge near Cranston that's been 5 years in the making, just ridiculous. Less time making the empire state building. New arena is ridiculous. Surplus of collecting taxes on utility bills turned into the worst city to live in and can't get out."*
- *"I believe that the Saddledome is a viable building for future use and we do not need to spend two billion to replace it."*

Further comments for The City



Q34. Thinking about trust in The City and City Council, do you have any further comments you would like to add or do you have any more remarks or comments about the survey topics we have asked you today?

Base: Valid respondents (N=500)

Segment differences overview

Compared to all other Calgarians ...

Households earning less than \$90k (n=176) ...

- ... are more likely to be satisfied with the way things are going in Calgary (49%).

Those born outside of Canada (n=159) ...

- ... are more likely to be satisfied with the way The City is running the city (51%).

Those satisfied with how things are going in Calgary (n=213) ...

- ... are more likely to be satisfied with the way The City is running the city (80%).

Those who trust The City to handle important issues (n=55) ...

- ... are more likely to be satisfied with the way things are going in Calgary (74%), and to be satisfied with the way The City is running the city (79%).

Those satisfied with how The City is running the city (n=211) ...

- ... are more likely to be satisfied with the way things are going in Calgary (78%).

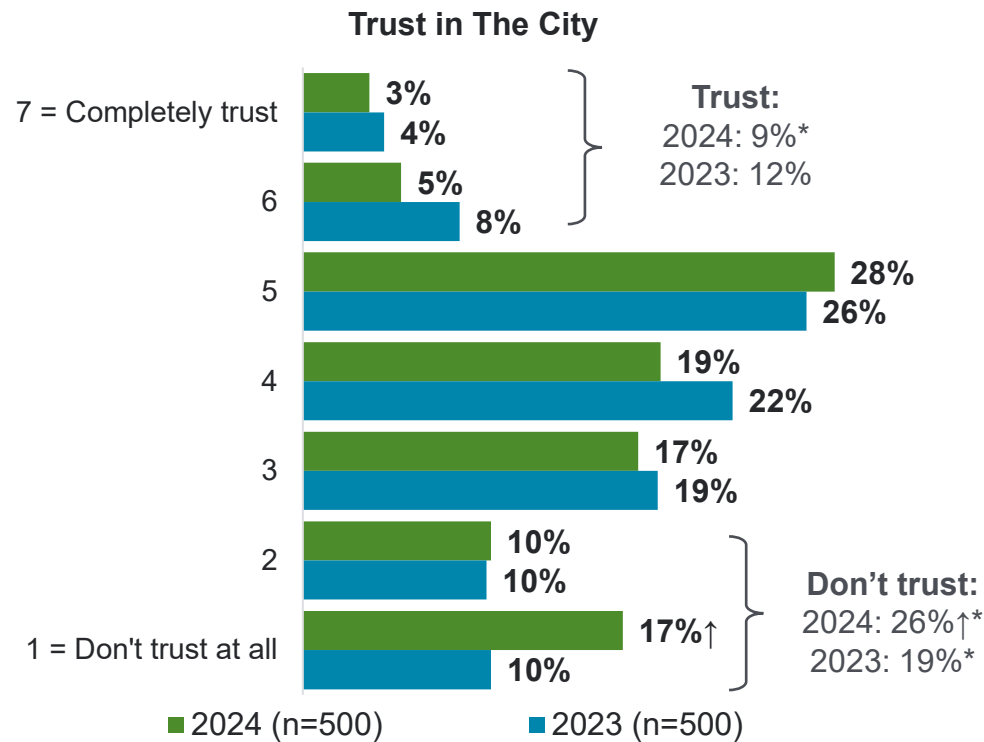


Trust, accountability, and advocacy



Trust in The City to handle local issues

There has been an increase in the proportion of Calgarians who don't trust The City to effectively handle local issues in 2024 compared to 2023 (26% vs. 19% last year). In fact, there are now almost three times as many Calgarians who do not trust The City (26%) than that do trust the City (9%) to effectively handle local issues.



↑ Statistically higher than the previous wave
↓ Statistically lower than the previous wave

*Rounding

Q4. On a scale of 1 to 7 where '7' means 'completely trust' and 1 means 'don't trust at all,' to what extent do you trust or distrust The City to effectively handle local issues that are important to you?

Base: Valid respondents

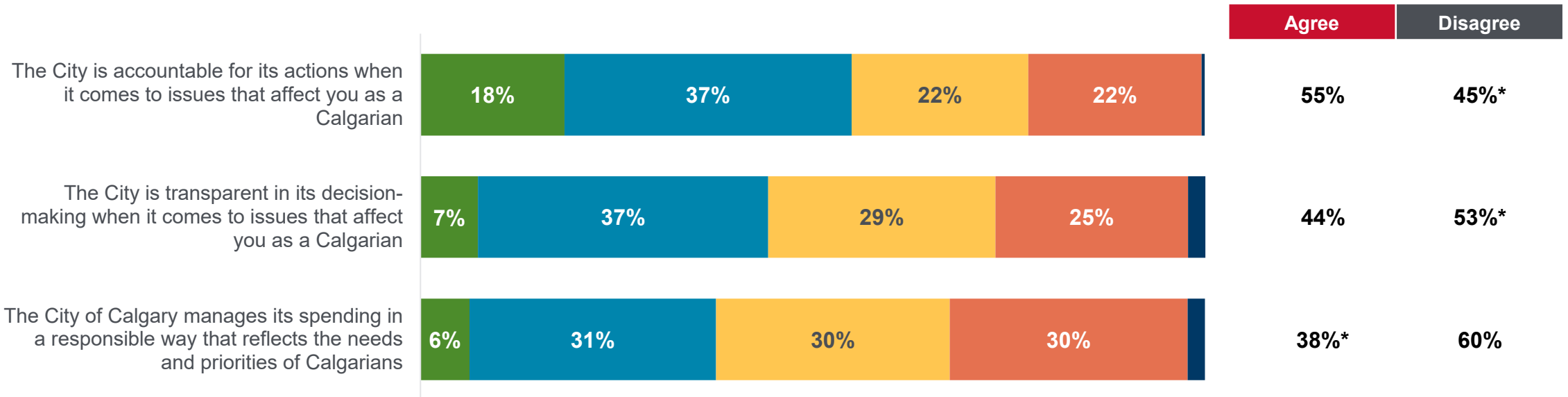


Perceptions of City transparency and accountability

Calgarians are relatively split in their opinions about The City and its transparency and accountability. Approximately half agree that The City is accountable for its actions (55%), and transparent in its decision-making (44%). However, three-in-five disagree that The City manages spending in a responsible way that reflects the needs and priorities of Calgarians.

Perceptions of transparency, accountability, and responsibility

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know



Q9. For each of the following statements about The City, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree. The first is...

Base: Valid respondents (n=500)

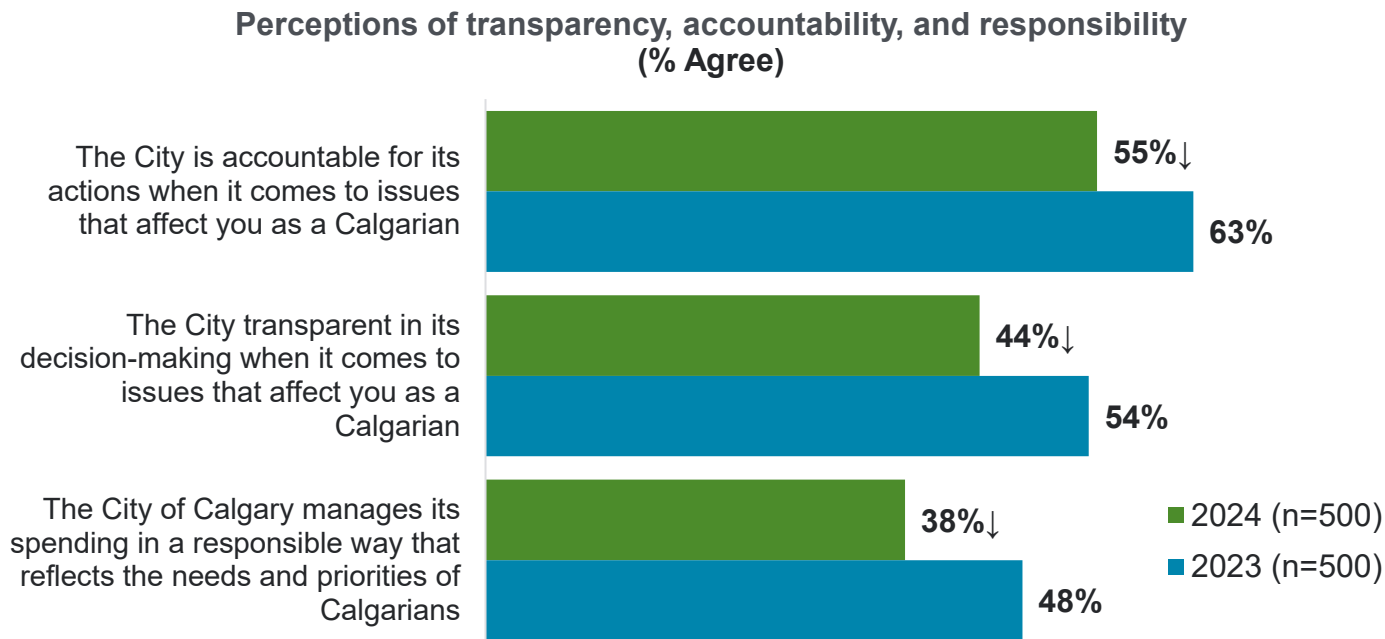
Data labels <3% not shown

*Rounding



Tracking perceptions of City transparency and accountability

Perceptions that The City is transparent, accountable, and responsible among Calgarians have all decreased since 2023 with about one-in-ten fewer Calgarians agreeing to any of these statements.



↑ Statistically higher than the previous wave
↓ Statistically lower than the previous wave

Q9. For each of the following statements about The City, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree. The first is...
Base: Valid respondents

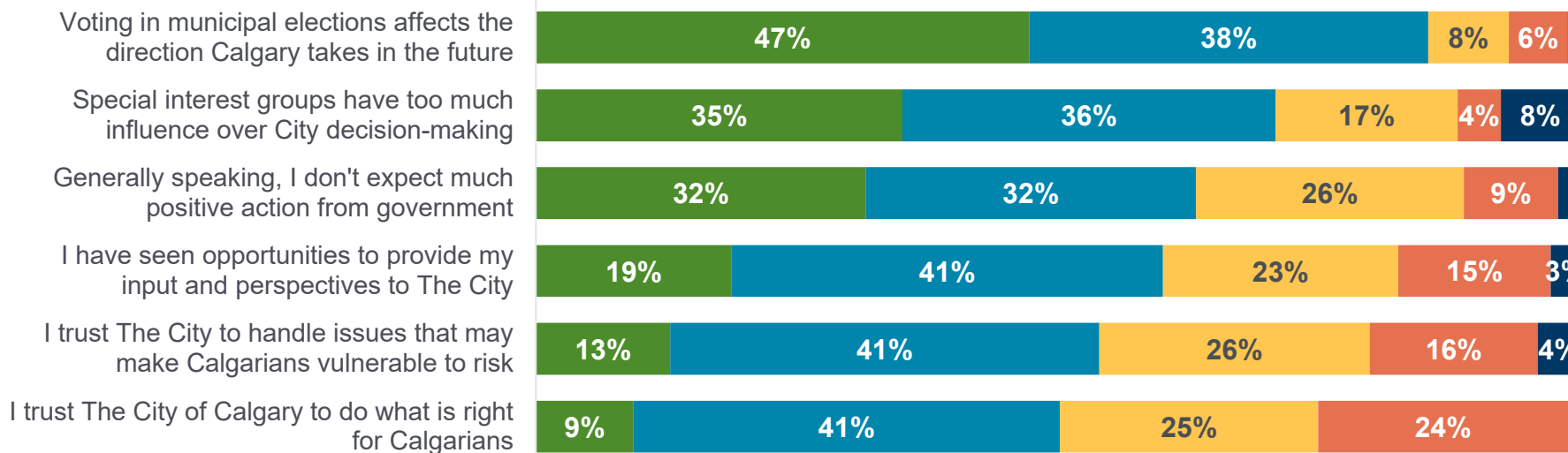


Trust, confidence, and reliability

The vast majority (85%) of Calgarians feel that voting in municipal elections affects the direction Calgary takes in the future, and seven-in-ten feel that special interest groups have too much influence over City decision-making. Only about one-half of Calgarians trust The City to do what is right for Calgarians (50% down from 63% in 2023) and to handle issues that may make Calgarians vulnerable to risk (54%).

Perceptions of trust, reliability, and positive action from The City

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know/Prefer not to answer



	Agree		Disagree
	2024	2023	2024
Voting in municipal elections affects the direction Calgary takes in the future	85%	88%	13%*
Special interest groups have too much influence over City decision-making	71%	73%	22%*
Generally speaking, I don't expect much positive action from government	63%*	60%	35%
I have seen opportunities to provide my input and perspectives to The City	60%	60%	37%*
I trust The City to handle issues that may make Calgarians vulnerable to risk	54%		42%
I trust The City of Calgary to do what is right for Calgarians	50%↓	63%	49%

Q11. For each of the following statements about The City, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree. The first is...

Base: Valid respondents (n=500)

Data labels <3% not shown

* Rounding



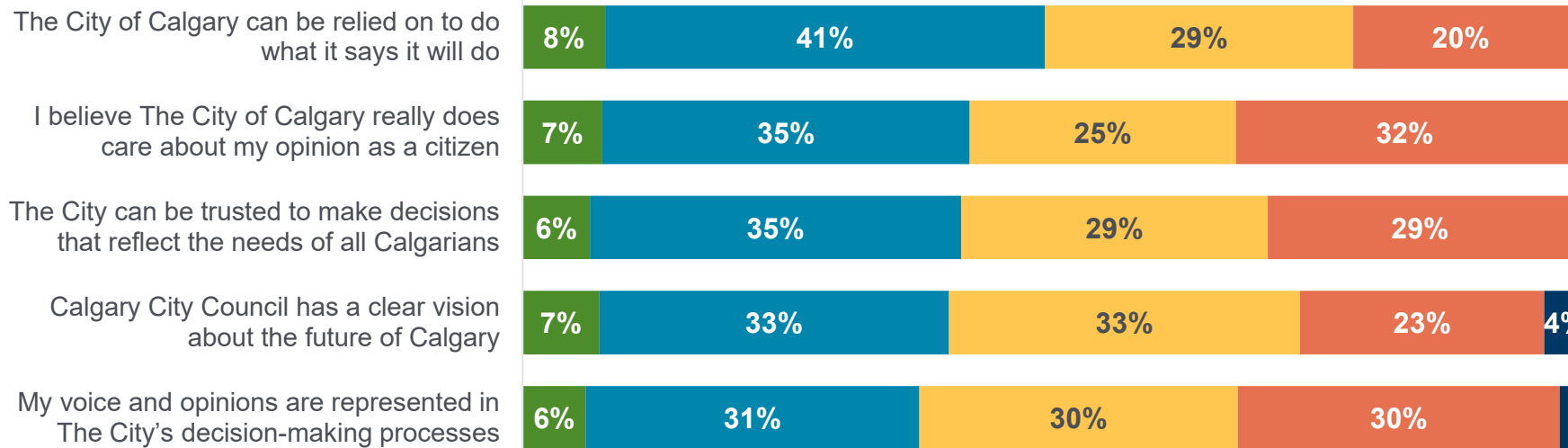
Trust, confidence, and reliability (continued)

Calgarians are split when it comes to whether The City can be relied on to do what it says, with half (49%) agreeing, and half disagreeing. Three-in-five feel that their voice and opinions are not represented in The City’s decision-making process.

Since 2023, agreement has decreased with respect to The City being trusted to make decisions that reflect the needs of all Calgarians (41% vs. 49%), the belief that The City cares about citizen’s opinions (42% vs. 53%), and that The City can be relied on to do what it says (49% vs. 60%).

Perceptions of trust, reliability, and positive action from The City

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know/Prefer not to answer



	Agree		Disagree
	2024	2023	2024
The City of Calgary can be relied on to do what it says it will do	49%↓	60%	49%
I believe The City of Calgary really does care about my opinion as a citizen	42%↓	53%	57%
The City can be trusted to make decisions that reflect the needs of all Calgarians	41%↓	49%	58%
Calgary City Council has a clear vision about the future of Calgary	40%	46%	56%
My voice and opinions are represented in The City's decision-making processes	37%	44%	60%

Data labels <3% not shown

Q11. For each of the following statements about The City, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree. The first is...
Base: Valid respondents (n=500)

Segment differences overview

Compared to all other Calgarians ...

Younger Calgarians (aged 18 to 34) (n=74) ...

- ... are less likely to trust (4%), or not trust (19%) The City to effectively handle local issues of importance, and more likely to be neutral (77%).

Older Calgarians (aged 55 or older) (n=254) ...

- ... are more likely to trust The City to effectively handle local issues of importance (15%), and less likely to be neutral (55%).
- ... are less likely to agree their voice and opinions are represented in The City's decision-making processes (30%).

Households earning less than \$90k (n=176) ...

- ... are more likely to feel The City is accountable for its actions (62%).

Households earning \$150k or more (n=148) ...

- ... are more likely to have seen opportunities to provide input and perspectives to The City (71%).

Segment differences overview (continued)

Compared to all other Calgarians ...

Those who own their home (n=385) ...

- ... are more likely to have seen opportunities to provide input and perspectives to The City (64%).

Those who rent their home (n=385) ...

- ... are more likely to not expect much positive action from the government (72%).

Those born outside of Canada (n=159) ...

- ... are more likely to trust The City to do what is right for Calgarians (60%), trust The City to handle issues that may make Calgarians vulnerable to risk (62%), feel The City can be trusted to make decisions that reflect the needs of all Calgarians (57%), and feel their voice and opinions are represented in The City's decision-making processes (46%).
- ... are more likely to trust that The City to effectively handle local issues of importance (15%).
- ... agree that The City is accountable for its actions when it comes to issues that affect Calgarians (65%) and that The City manages its spending in a responsible way that reflects the needs and priorities of Calgarians (55%).

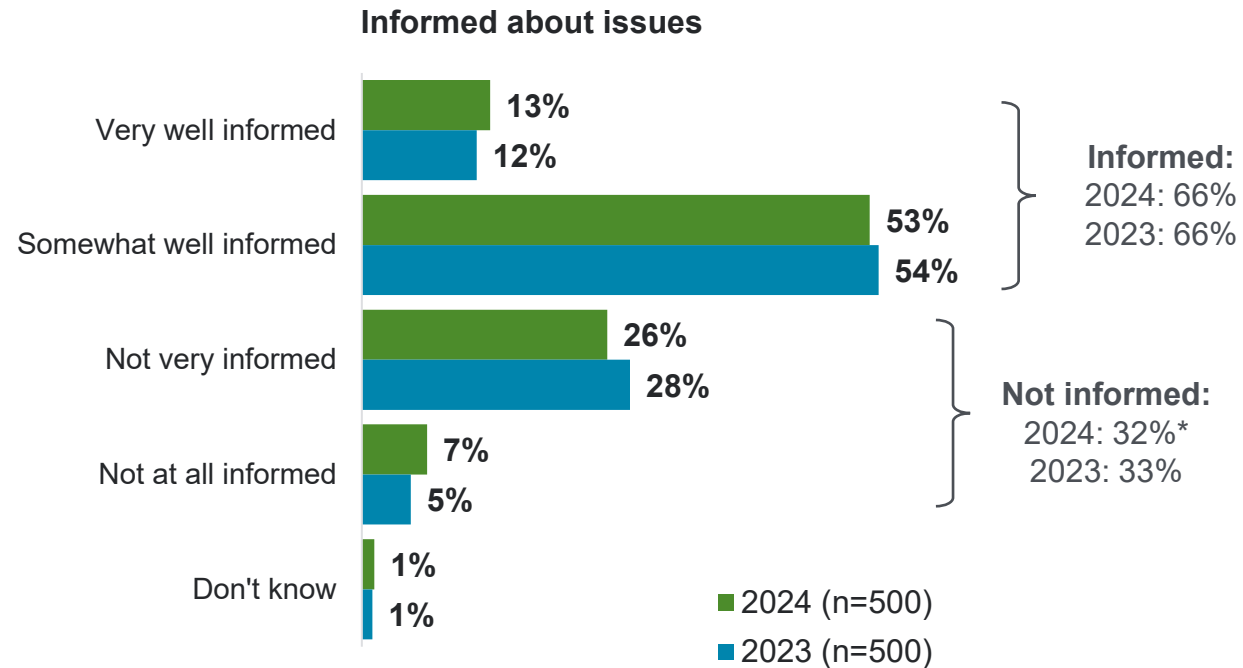


Communications and channel



How well-informed do Calgarians feel?

Two-thirds of Calgarians feel informed about issues that affect them as a resident, on par with results from 2023.



Q1. How well informed would you say you are about what's going on with The City of Calgary and any issues that affect you as a resident? Would you say that you feel...?
Base: Valid respondents

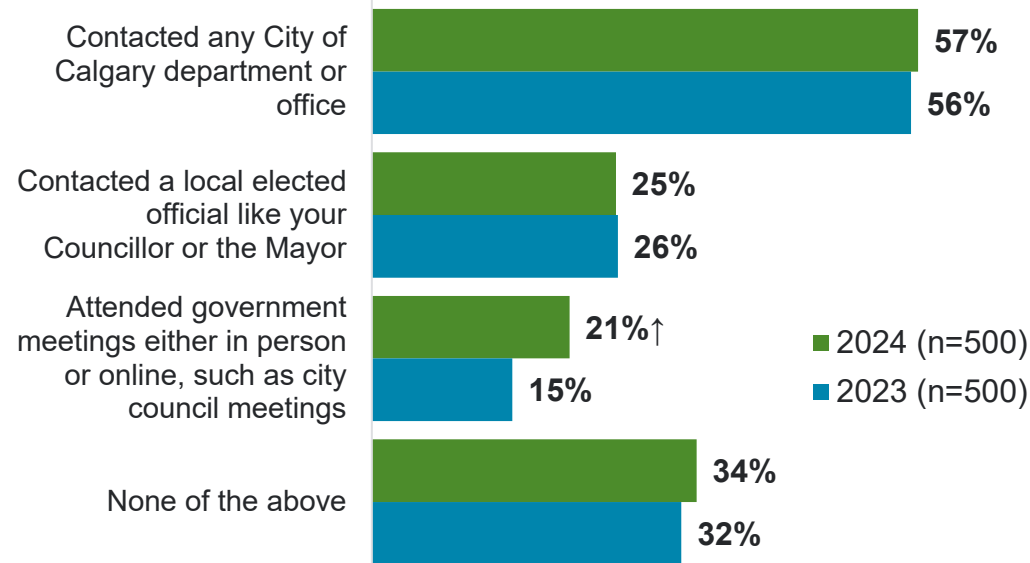
*Rounding



Contacting Council and The City

Consistent with 2023, more than half (57%) of participants contacted a City of Calgary department or office within the past year. There has been an increase among those attending a government meeting either in person or online in 2024 (21% vs. 15% in 2023).

Proportion who contacted The City



↑ Statistically higher than the previous wave
↓ Statistically lower than the previous wave

Q12. Which, if any, of the following activities have you done in the past year?
Base: Valid respondents



Channel influences on opinions

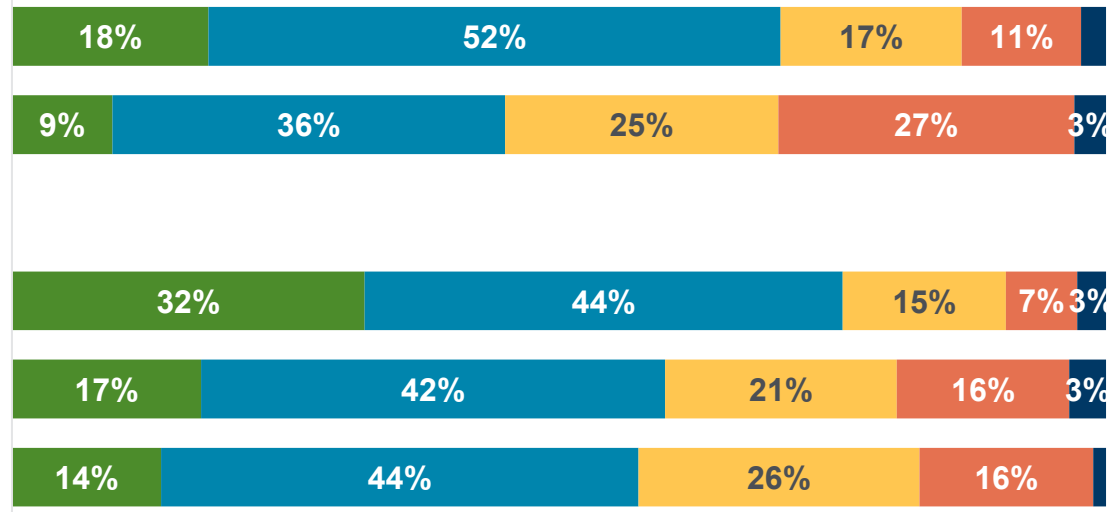
While seven-in-ten (70%) Calgarians' opinions are formed by what they read or hear in the news, up from 64% in 2023, less than half (45%) feel they are informed by what they read or hear on social media. About three-quarters (76%) feel informed by their own personal experiences, while slightly more than half (57%) feel informed by their family and friends. These results are similar to those obtained in 2023.

What informs Calgarians' opinions about local issues

■ Strongly ■ Somewhat ■ A little bit ■ Not at all ■ Don't know / Prefer not to answer

Overall media

What you read or hear in the news media
 What you read or hear on social media
 Your own personal experiences
 What you hear directly from The City of Calgary
 What you hear from family and friends



Strongly + Somewhat		A little + Not at all
2024	2023	2024

70%↑	64%	27%*
45%	41%	52%
76%	78%	21%*
60%*	60%	37%
57%*	60%	42%

Q7. For each of the following, please tell me if they strongly, somewhat, a little bit or not at all inform your opinions about local issues in Calgary The first is ...
 Base: Valid respondents (n=500)

Data labels <3% not shown

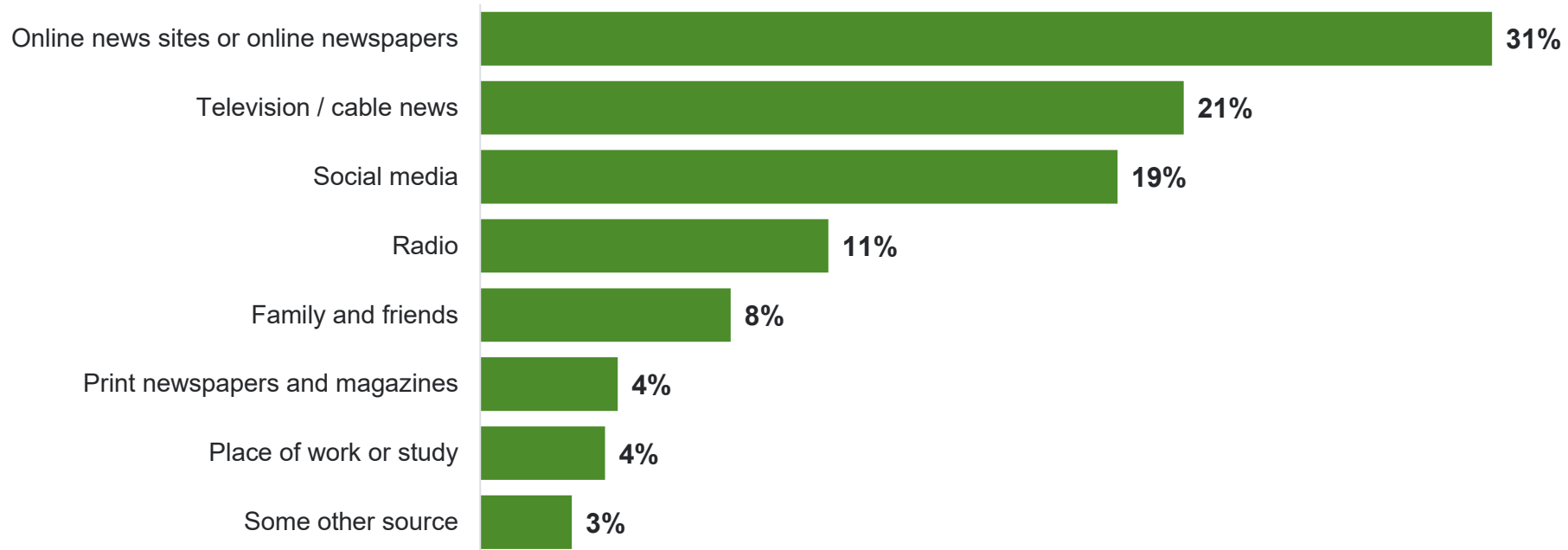
* Rounding



Sources of information on politics and current affairs

Approximately, one-third (31%) of Calgarians get their information about politics and current affairs from online news sites or online newspapers. An additional one-in-five get their information from television or cable news (21%), or from social media (19%).

Sources of information about politics and current affairs



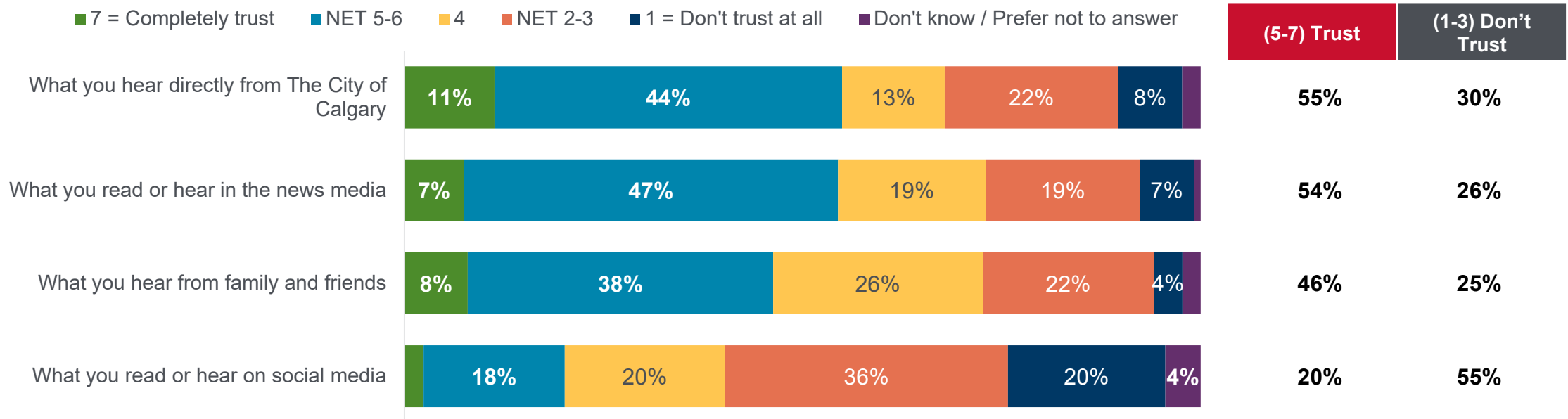
Q27. From which of the following sources do you get the majority of your information about politics and current affairs?
Base: Valid respondents (500)



Sources of reliable and accurate information

Calgarians are not overly trusting of any source of information asked about with only about half trusting what they hear directly from The City (55%), and what they read or hear in the news (54%). Perhaps surprisingly only one-in-five (20%) trusts what they hear on social media to be an accurate and reliable source of information.

Who Calgarians trust to provide reliable and accurate information



Q28. Using the same 7-point trust scale as before, please tell me the extent that you trust or distrust that the following sources provide reliable and accurate information. The first is...
Base: Valid respondents (n=500)

Data labels <3% not shown

Segment differences overview

Compared to all other Calgarians ...

Younger Calgarians (aged 18 to 34) (n=74) ...

- ... are more likely to use what they read or hear on social media to inform their opinions on local issues in Calgary (57%).
- ... are more likely to use social media (31%) as well as family and friends (15%) and less likely to use television / cable news (3%) as sources of information about politics and current affairs.

Older Calgarians (aged 55 or older) (n=254) ...

- ... are less likely to use what they read or hear on social media (30%) or hear from family and friends (50%) to inform their opinions on local issues in Calgary.
- ... are less likely to trust social media (4%), online news sites or online newspapers (23%), or their place of work or study (1%) as sources of information about politics and current affairs.
- ... are more likely to trust print newspapers and magazines (8%), and television / cable news (42%) as sources of information about politics and current affairs.
- ... are less likely to trust what they read or hear on social media (13%) as a reliable and accurate source of information.

Households earning less than \$90k (n=176) ...

- ... are more likely to trust television / cable news (31%) as a source of information about politics and current affairs.

Households earning \$90K to <\$150k (n=135) ...

- ... are more likely to trust what they read or hear in the news media (63%) as reliable and accurate information.

Segment differences overview (continued)

Compared to all other Calgarians ...

Households earning \$150k or more (n=148) ...

- ... are more likely to use their own person experiences (86%), news media (77%), what they hear from The City (69%), and what they hear from family and friends (66%) to inform their opinions on local issues in Calgary.
- ... are less likely to trust social media (13%) as a source of reliable and accurate information.

Those who own their home (n=385) ...

- ... are more likely to feel informed about what is going on with The City of Calgary (70%)
- ... are more likely to use print newspapers and magazines as sources of information about politics and current affairs, but less likely to use their place of work or study (2%).

Those who rent their home (n=99) ...

- ... are more likely to use their place of work or study as a source of information about politics and current affairs (8%).

Those born outside of Canada (n=159) ...

- ... are less likely to use their own personal experiences to inform their opinions about local issues in Calgary (66%)
- ... are more likely to use social media as a source of information about politics and current affairs (25%)
- ... are more likely to trust what they hear or read on social media (26%) as reliable and accurate information.

Segment differences overview (continued)

Compared to all other Calgarians ...

Those satisfied with how things are going in Calgary (n=213) ...

- ... are more likely to use what they hear directly from The City of Calgary to inform their opinions about local issues in Calgary (72%).
- ... are less likely to use their place of work or study as a source of information about politics and current affairs (2%).
- ... are more likely to trust what they heard directly from The City of Calgary (73%), what they read or hear in the news media (65%) and what they read or hear on social media (25%) as reliable and accurate information.

Those who trust The City to handle important issues (n=55) ...

- ... are more likely to use what they hear directly from The City of Calgary to inform their opinions about local issues in Calgary (77%).
- ... are less likely to use family and friends (2%), but more likely to use television / cable news (40%) as a source of information about politics and current affairs.
- ... are more likely to trust The City of Calgary (89%), and the news media (82%) as a source to provide reliable and accurate information.

Those satisfied with how The City is running the city (n=211) ...

- ... are more likely to use what they hear directly from The City of Calgary (73%) and what they hear in the news media (76%) to inform their opinions about local issues in Calgary.
- ... are more likely to use television / cable news as a source of information about politics and current affairs (27%).
- ... are more likely to trust what they hear directly from The City of Calgary (78%) or what they read or hear in the news media (68%) to provide reliable and accurate information..



Respondent profile



Respondent profile (continued)

Racialized (incl. Indigenous)	
Yes	23%
No	73%
Prefer to self-describe	1%
Prefer not to answer	3%

Born in Canada	
Yes	67%
No	33%
Prefer not to answer	1%

Identify as Indigenous	
Yes - First Nations	1%
Yes - Métis	2%
Yes - Inuit	0%
Yes - Prefer to self-describe	<1%
No	95%
Prefer not to answer	1%

Annual household income	
Less than \$45,000	9%
\$45,000 to less than \$75,000	13%
\$75,000 to less than \$105,000	17%
\$105,000 to less than \$135,000	13%
\$135,000 or more	35%
Don't know	5%
Prefer not to answer	8%

Home ownership	
Own	70%
Rent	26%
Other	3%
Prefer not to answer	1%

Dwelling type	
Single detached home	68%
Duplex, triplex or fourplex	6%
Townhouse or rowhouse	7%
Apartment or apartment-style condominium	15%
Another type of multi-unit complex	2%
Other	<1%
Prefer not to answer	1%

Base: Valid respondents (n=500, unless otherwise specified)



Respondent profile

Gender	Unweighted %	Weighted %
Male	52%	46%
Female	42%	48%
Non-binary person	1%	1%
Prefer to self-describe	1%	1%
Prefer not to answer	4%	4%

People in household	
1	14%
2	36%
3 to 4	34%
5 or more	16%
Prefer not to answer	2%

Tenure in Calgary	
Less than 10 years	10%
10 to less than 20 years	25%
20 years or more	65%
Don't know / Prefer not to answer	<1%

Quadrant	Unweighted %	Weighted %
Southwest	28%	28%
Southeast	25%	24%
Northwest	30%	28%
Northeast	17%	20%

Children in household	
Yes	34%
No	64%
Prefer not to answer	2%

Disability in household	
Yes - myself	10%
Yes - someone in my household	10%
No	80%
Prefer not to answer	1%

Age	Unweighted %	Weighted %
18-24	5%	9%
25-34	10%	20%
35-54	34%	38%
55-64	19%	13%
65+	32%	20%

Senior in household	
Yes	24%
No	76%
Prefer not to answer	<1%

Identify as 2SLGBTQIA+	
Yes	7%
No	91%
Prefer not to answer	3%

Base: Valid respondents (n=500, unless otherwise specified)



Appendix: Differences by sub-groups



Segment differences Explanation

Any statistical differences between demographic groups are indicated with arrows to indicate where a group is statistically higher or lower than all other segments combined.

- To illustrate, the statistical tests performed when comparing three groups are as follows:



- This approach identifies differences between one group and everyone else who is not part of that group. To illustrate using the example below, 55+ year olds are significantly less likely to believe that people in Calgary are very welcoming and friendly compared everyone who is not part of that group (i.e., those aged 18 to 54).
- Note that we cannot conclude that this sentiment is lower for those who are 55+ years old when compared 18-to-34-years-old or 35-to-54-years-old individually (which may not be true).

	Age group		
	18-34 (n=82)	35-54 (n=185)	55+ (n=234)
People in Calgary are very welcoming and friendly (% agree)	51%	56%	43% ↓



Segment differences

	Age			Income			Home Ownership		Born in Canada	
	18 - 34 (n=74)	35 - 54 (n=172)	55+ (n=254)	< \$90K (n=176)	\$90K to <\$150K (n=135)	\$150K+ (n=148)	Own (n=385)	Rent (n=99)	Yes (n=337)	No (n=159)
Metrics related to The City										
% Feel informed about what's going on with The City of Calgary	58%	69%	71%	68%	62%	71%	70% ↑	59%	69%	62%
% Satisfied with the way things are going in Calgary	41%	40%	45%	49% ↑	35%	39%	44%	36%	41%	45%
% Trust The City to effectively handle local issues of importance	4% ↓	6%	15% ↑	11%	11%	5%	10%	6%	5% ↓	15% ↑
% Satisfied with the way The City is running the city	43%	42%	44%	47%	42%	40%	43%	41%	39% ↓	51% ↑
% Agreement with statements about The City										
The City is accountable for its actions when it comes to issues that affect you as a Calgarian	56%	52%	57%	62% ↑	50%	53%	54%	54%	50% ↓	65% ↑
The City transparent in its decision-making when it comes to issues that affect you as a Calgarian	47%	44%	42%	50%	45%	38%	42%	49%	43%	48%
The City of Calgary manages its spending in a responsible way that reflects the needs and priorities of Calgarians	34%	41%	37%	43%	38%	32%	38%	38%	29% ↓	55% ↑

Base: all respondents

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**



Segment differences (continued)

	Age			Income			Home Ownership		Born in Canada	
	18 - 34 (n=74)	35 - 54 (n=172)	55+ (n=254)	< \$90K (n=176)	\$90K to <\$150K (n=135)	\$150K+ (n=148)	Own (n=385)	Rent (n=99)	Yes (n=337)	No (n=159)
% Agreement with statements about The City										
Voting in municipal elections affects the direction Calgary takes in the future	86%	86%	84%	87%	82%	88%	84%	90%	88%	81%
Generally speaking, I don't expect much positive action from government	69%	61%	61%	61%	72%↑	58%	60%	72%↑	66%	58%
Special interest groups have too much influence over City decision-making	64%	75%	73%	66%	77%	69%	71%	69%	69%	75%
I trust The City of Calgary to do what is right for Calgarians	56%	49%	46%	57%	48%	45%	48%	56%	46%↓	60%↑
I have seen opportunities to provide my input and perspectives to The City	54%	63%	62%	55%	56%	71%↑	64%↑	53%	59%	63%
I trust The City to handle issues that may make Calgarians vulnerable to risk	50%	57%	54%	61%	51%	48%	55%	52%	50%↓	62%↑
The City of Calgary can be relied on to do what it says it will do	47%	53%	47%	49%	51%	49%	49%	48%	48%	52%
I believe The City of Calgary really does care about my opinion as a citizen	43%	40%	44%	46%	38%	43%	39%	47%	39%	49%
The City can be trusted to make decisions that reflect the needs of all Calgarians	42%	43%	39%	43%	45%	36%	42%	39%	34%↓	57%↑
Calgary City Council has a clear vision about the future of Calgary	41%	40%	40%	44%	40%	35%	38%	41%	37%	47%
My voice and opinions are represented in The City's decision-making processes	39%	43%	30%↓	39%	36%	38%	38%	34%	33%↓	46%↑

Base: all respondents

↑ Statistically higher than the result of **all other segments combined**
↓ Statistically lower than the result of **all other segments combined**



Segment differences (continued)

	Age			Income			Home Ownership		Born in Canada	
	18 - 34 (n=74)	35 - 54 (n=172)	55+ (n=254)	< \$90K (n=176)	\$90K to <\$150K (n=135)	\$150K+ (n=148)	Own (n=385)	Rent (n=99)	Yes (n=337)	No (n=159)
Sources of information that inform opinions about local issues in Calgary (% Inform)										
Your own personal experiences	78%	77%	72%	71%	77%	86% ↑	76%	79%	81% ↑	66% ↓
What you read or hear in the news media	69%	70%	72%	69%	72%	77% ↑	73%	63%	72%	66%
What you hear directly from The City of Calgary	61%	59%	60%	61%	52%	69% ↑	62%	56%	63%	53%
What you hear from family and friends	61%	61%	50% ↓	57%	52%	66% ↑	60%	52%	60%	51%
What you read or hear on social media	57% ↑	48%	30% ↓	43%	47%	49%	44%	45%	45%	46%
Sources of information about politics and current affairs										
Social media	31% ↑	23%	4% ↓	19%	22%	19%	17%	20%	17% ↓	25% ↑
Online news sites or online newspapers	29%	38% ↑	23% ↓	27%	29%	37%	31%	31%	31%	29%
Family and friends	15% ↑	4% ↓	5%	7%	7%	7%	6%	11%	8%	6%
Radio	10%	8%	14%	9%	13%	10%	12%	8%	10%	12%
Place of work or study	6%	4%	1% ↓	3%	7%	3%	2% ↓	8% ↑	5%	2%
Television / cable news	3% ↓	17%	42% ↑	31% ↑	15%	20%	24%	16%	22%	20%
Print newspapers and magazines	2%	2%	8% ↑	3%	5%	3%	5% ↑	1%	4%	4%
Some other source	4%	2%	2%	1%	2%	1%	3%	3%	3%	1%
% Trust sources to provide reliable and accurate information										
What you hear directly from The City of Calgary	61%	53%	52%	52%	61%	55%	56%	51%	53%	60%
What you hear from family and friends	49%	43%	47%	46%	47%	45%	47%	45%	45%	49%
What you read or hear in the news media	51%	54%	58%	50%	63% ↑	54%	58%	47%	53%	58%
What you read or hear on social media	26%	22%	13% ↓	21%	25%	13% ↓	20%	23%	17% ↓	26% ↑

Base: all respondents

↑ Statistically higher than the result of all other segments combined
↓ Statistically lower than the result of all other segments combined



Segment differences (continued)

	Satisfaction with how things are going in Calgary		Trust The City to handle important issues		Satisfaction with how The City is running our city	
	NET Satisfied (n=213)	NET Dissatisfied (n=284)	NET Trust (n=55)	NET Distrust (n=140)	NET Satisfied (n=211)	NET Dissatisfied (n=284)
Metrics related to The City						
% Feel informed about what's going on with The City of Calgary	70%	64%	76%	69%	67%	66%
% Satisfied with the way things are going in Calgary	-	-	74%↑	8%↓	78%↑	15%↓
% Trust The City to effectively handle local issues of importance	15%↑	4%↓	-	-	16%↑	3%↓
% Satisfied with the way The City is running the city	80%↑	15%↓	79%↑	9%↓	-	-
% Agreement with statements about The City						
The City is accountable for its actions when it comes to issues that affect you as a Calgarian	78%↑	37%↓	93%↑	17%↓	82%↑	34%↓
The City transparent in its decision-making when it comes to issues that affect you as a Calgarian	69%↑	27%↓	79%↑	10%↓	71%↑	24%↓
The City of Calgary manages its spending in a responsible way that reflects the needs and priorities of Calgarians	58%↑	22%↓	86%↑	8%↓	66%↑	16%↓

Base: all respondents

↑ Statistically higher than the result of **all other segments combined**
↓ Statistically lower than the result of **all other segments combined**



Segment differences (continued)

	Satisfaction with how things are going in Calgary		Trust The City to handle important issues		Satisfaction with how The City is running our city	
	NET Satisfied (n=213)	NET Dissatisfied (n=284)	NET Trust (n=55)	NET Distrust (n=140)	NET Satisfied (n=211)	NET Dissatisfied (n=284)
% Agreement with statements about The City						
Voting in municipal elections affects the direction Calgary takes in the future	88%	83%	83%	76%↓	90%↑	82%↓
Generally speaking, I don't expect much positive action from government	42%↓	79%↑	35%↓	82%↑	42%↓	80%↑
Special interest groups have too much influence over City decision-making	62%↓	78%↑	72%	78%↑	64%↓	77%↑
I trust The City of Calgary to do what is right for Calgarians	83%↑	25%↓	93%↑	6%↓	87%↑	23%↓
I have seen opportunities to provide my input and perspectives to The City	77%↑	47%↓	91%↑	34%↓	74%↑	50%↓
I trust The City to handle issues that may make Calgarians vulnerable to risk	74%↑	40%↓	77%↑	27%↓	74%↑	38%↓
The City of Calgary can be relied on to do what it says it will do	73%↑	31%↓	78%↑	15%↓	77%↑	28%↓
I believe The City of Calgary really does care about my opinion as a citizen	63%↑	27%↓	77%↑	6%↓	64%↑	26%↓
The City can be trusted to make decisions that reflect the needs of all Calgarians	65%↑	23%↓	92%↑	7%↓	71%↑	19%↓
Calgary City Council has a clear vision about the future of Calgary	61%↑	25%↓	83%↑	19%↓	61%↑	25%↓
My voice and opinions are represented in The City's decision-making processes	62%↑	19%↓	75%↑	10%↓	62%↑	19%↓

Base: all respondents

↑ Statistically higher than the result of all other segments combined
↓ Statistically lower than the result of all other segments combined



Segment differences (continued)

	Satisfaction with how things are going in Calgary		Trust The City to handle important issues		Satisfaction with how The City is running our city	
	NET Satisfied (n=213)	NET Dissatisfied (n=284)	NET Trust (n=55)	NET Distrust (n=140)	NET Satisfied (n=211)	NET Dissatisfied (n=284)
Sources of information that inform opinions about local issues in Calgary (% Inform)						
Your own personal experiences	79%	73%	76%	71%	78%	75%
What you read or hear in the news media	75%	67%	69%	59% ↓	76% ↑	67%
What you hear directly from The City of Calgary	72% ↑	50% ↓	77% ↑	45% ↓	73% ↑	51% ↓
What you hear from family and friends	59%	56%	46%	56%	56%	59%
What you read or hear on social media	47%	44%	38%	42%	42%	48%
Sources of information about politics and current affairs						
Social media	21%	18%	12%	15%	21%	18%
Online news sites or online newspapers	30%	31%	23%	34%	26%	34%
Family and friends	8%	7%	2% ↓	8%	7%	8%
Radio	8%	13%	10%	12%	11%	11%
Place of work or study	2% ↓	5% ↑	0%	6%	2%	5%
Television / cable news	26%	18%	40% ↑	17%	27% ↑	17% ↓
Print newspapers and magazines	4%	4%	11%	4%	4%	4%
Some other source	2%	3%	1%	4%	2%	3%
% Trust sources to provide reliable and accurate information						
What you hear directly from The City of Calgary	73% ↑	42% ↓	89% ↑	24% ↓	78% ↑	38% ↓
What you hear from family and friends	49%	45%	53%	43%	46%	47%
What you read or hear in the news media	65% ↑	48% ↓	82% ↑	36% ↓	68% ↑	45% ↓
What you read or hear on social media	25% ↑	17%	31%	17%	22%	19%

Base: all respondents

↑ Statistically higher than the result of all other segments combined
↓ Statistically lower than the result of all other segments combined



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