



One Calgary Citizens' View panel survey Results summary

Background

In updating existing web pages, and refreshing new web pages, the One Calgary communications team sought to establish a baseline measure on user experience of the web pages via a survey on the Citizen's View Panel. Once the new web pages were launched and promoted, the same survey was run again to judge if the feedback showed an improvement on the usability of the site content and methods to promote the site.

Citizens' View Panel

An online panel that encourages citizens to participate in shaping City of Calgary programs and services through surveys, discussions and engagement activities.



One Calgary survey

This survey was launched with the specific intent of better understanding Calgarians' attitudes and perceptions of The City's services website and the property tax calculator.

- **Wave 1 (August 14 to 23, 2018)**
A total of 458 panelists came to the survey site, among whom 105 (6% of the total outgo) dropped out and 353 (19% of the outgo) panelists completed the survey.
- **Wave 2 (January 16 to 23, 2019)**
A total of 533 panelists came to the survey site, among whom 103 (5% of the total outgo) dropped out and 430 panelists (22% of the outgo) completed the survey.

(Please note: The following findings may not be statistically representative of all Calgarians. The work is exploratory because of the makeup of online panelists currently on the Citizens' View panel. The results should be regarded as directional and should not be projected to the larger population without research with a representative sample of citizens.)

Findings

Services website (calgary.ca/yourservices)

In all cases, metrics for the services website were above findings from Wave 1 of the survey in September 2018.

Results from Wave 2 of the Citizens' View panel survey indicate that citizens have high levels of satisfaction and overall positive impressions of The City's services website.

Almost eight-in-ten (79%) of respondents say they have an "excellent" or "good" overall impression of the website, a 10-point jump in positive impression from Wave 1 (69%).

Moreover, a majority "strongly" or "somewhat agree" that the information available on the page is clear, visually appealing, easy to find, and useful.

Among the sharpest increases from the September survey wave to the January wave can be seen in how respondents approach and understand information on the services website.

- **85%** strongly or somewhat agree, "I found the information useful", **up 15%** from Wave 1.
- **86%** strongly or somewhat agree, "Information on the page is clear", **up 8%** from Wave 1.

Overall, most respondents agree that information on the services website is valuable, and see a marked improvement from the previous survey wave's data.

Please indicate your level of agreement or disagreement with the following statements.		
	Wave 2 (January 2018)	Wave 1 (September 2019)
I found the information useful		
Strongly agree	33% ↑	25%
Somewhat agree	52% ↑	45%
Somewhat disagree	10% ↓	22%
Strongly disagree	4%	4%
The information on the page is clear		
Strongly agree	37% ↑	30%
Somewhat agree	49% ↑	48%
Somewhat disagree	10% ↓	25%
Strongly disagree	3%	4%
↑↓ Indicates a data point is up or down from the previous wave		
Base: Total respondents (2019 n=430 2018 n= 353)		

Visual appeal also saw large gains from the previous survey as did the proportion of respondents agreeing the information was easy to find.

- **88%** strongly or somewhat agree the services website is "visually appealing", **up 8%** from Wave 1.

- **79%** strongly or somewhat agree, “It was easy to find the information I was looking for”, **up 6%** from Wave 1.

Visual appeal for the site is important as it attracts and retains attention, evokes emotion and contributes to the overall user experience. The high rate of satisfaction with information being “easy to find” indicates that users can easily navigate the website and find the information they seek quickly– which ultimately lends credibility to a website. This combination of visual appeal and functionality creates an experience for the user that is important for building lasting connections with citizens.

Please indicate your level of agreement or disagreement with the following statements.		
	Wave 2 (January 2018)	Wave 1 (September 2019)
The page is visually appealing		
Strongly agree	41% ↑	23%
Somewhat agree	47% ↓	53%
Somewhat disagree	10% ↓	16%
Strongly disagree	1% ↓	4%
It was easy to find the information I was looking for		
Strongly agree	32% ↑	24%
Somewhat agree	47% ↓	49%
Somewhat disagree	14% ↓	16%
Strongly disagree	5% ↓	6%
↑↓ Indicates a data point is up or down from the previous wave		
Base: Total respondents (2019 n=430 2018 n= 353)		

Related to finding information “useful,” “clear,” and “easy to find,” a large majority of respondents also agree that The City provides services they were not aware of before looking at the webpage, and that they have a better understanding of which services are offered by The City, two measures that are crucial for measuring success of this program.

- **83%** strongly or somewhat agree they have a “better understanding of which services are offered by The City” after viewing the site, **up 8%** from Wave 1.
- **67%** strongly or somewhat agree “The City provides services that I was not aware of before looking at this webpage”, **up 10%** from Wave 1.

These measures indicate that the intent of the of the web presence to increase transparency and help Calgarians understand The City’s services better is successfully met. Given the overall success, it is recommended to continue investment and energy directed to this strategy to maintain momentum.

Please indicate your level of agreement or disagreement with the following statements.		
	Wave 2 (January 2018)	Wave 1 (September 2019)
I have a better understanding of which services are offered by The City		
Strongly agree	34% ↑	25%
Somewhat agree	49%	49%
Somewhat disagree	12% ↓	22%
Strongly disagree	3% ↓	5%
The City provides services that I was not aware of before looking at this webpage		
Strongly agree	25% ↑	18%
Somewhat agree	42% ↑	39%
Somewhat disagree	22% ↓	28%
Strongly disagree	8% ↓	10%
↑↓ Indicates a data point is up or down from the previous wave		
Base: Total respondents (2019 n=430 2018 n= 353)		

Respondents' overall high user satisfaction with and credibility of the website results both in the creation of a user "following" and increase of the user base.

- **77%** strongly or somewhat agree they are "likely to visit the webpage in the future", **up 15%** from Wave 1.
- **73%** strongly or somewhat agree they are "Likely to recommend the site to other people", **up 5%** from Wave 1.

Please indicate your level of agreement or disagreement with the following statements.		
	Wave 2 (January 2018)	Wave 1 (September 2019)
I am likely to visit the webpage in the future		
Strongly agree	32% ↑	20%
Somewhat agree	45% ↑	42%
Somewhat disagree	15% ↓	25%
Strongly disagree	6% ↓	9%
I am likely to recommend the Services webpage to other people		
Strongly agree	30% ↑	18%
Somewhat agree	43% ↑	40%
Somewhat disagree	17% ↓	28%
Strongly disagree	7% ↓	10%
↑↓ Indicates a data point is up or down from the previous wave		
Base: Total respondents (2019 n=430 2018 n= 353)		

Messaging and communicating about The City’s services and services website also saw marked improvement across channels. Of those who do recall seeing information about services and programs offered by The City, the most popular vehicle was “News media” (40%), followed by calgary.ca itself (38%), and radio (20%), pointing to a successful channel strategy. Print and social media saw smaller returns and increases from Wave 1. As with the success of the services website above, it is recommended to continue investment and energy directed to this strategy to maintain momentum.

In the last six months, do you recall seeing any information about services and programs offered by The City?			
	Wave 2 (January 2018)	Wave 1 (September 2019)	
Calgary.ca	38%	36%	↑
Other websites (please specify)	2%	4%	
TV screens in City facilities	11%	7%	↑
Report to Calgarians (TV and cinema commercials)	24%	24%	
Radio	20%	15%	
Print	17%	14%	
Brochure in your tax bill	31%	30%	
Social media	24%	22%	
News media	40%	32%	↑
None	16%	24%	
Other (please specify)	4%	4%	
Prefer not to answer	2%	2%	
Base: Total respondents (2019 n=430 2018 n=353)			

Property tax calculator (calgary.ca/tax-breakdown)

Metrics for the calculator indicate that residents are now generally more aware of, and seek information, on how The City invests municipal property taxes, how property taxes are calculated, how much The City spends on different services, and other elements of City investment.

When it comes to looking for tax-based information, the results from Wave 2 of the Citizens' View panel survey show the following:

- **48%** have looked for information in the past two years on how their property taxes are calculated, **down 53%** from Wave 1.
- **31%** have looked for information in the past two years on how The City invests their property taxes, **up 4%** from Wave 1.
- **27%** have looked up information on property tax payment options, **up 4%** from Wave 1.
- **24%** have looked up how to apply for TIPP, on par with Wave 1.
- **8%** have looked up how to get help with paying property taxes due to financial hardship, on par with Wave 1.

Have you looked for the following types of information in the past two years?		
	Wave 2 (January 2018)	Wave 1 (September 2019)
How my property taxes are calculated	48% ↓	53%
How much The City spends on different services	38% ↑	30%
How The City of Calgary invests my municipal property taxes	31% ↑	27%
Property Tax Payment Options	27% ↑	23%
How to apply for the Tax Installment Payment Plan (TIPP)	24%	25%
How to get help with paying property taxes due to financial hardship	8%	7%
↑↓ Indicates a data point is up or down from the previous wave		
Base: Total respondents (2019 n=430 2018 n= 353)		

A majority respond they have found information on the calgary.ca website. In some cases, some residents still report that they are unable to find how their property taxes are calculated and how much The City spends on different services, two crucial pieces of the larger taxation story.

A majority (81%) still reports that they are not aware that The City of Calgary has a Property Tax breakdown tool.

In all cases, a majority of those who sought any tax-based information found it on calgary.ca, and in every case this sees an increase from Wave 1 results.

Did you find the information you were looking for on each topic, and if so, where?			
		Wave 2 (January 2018)	Wave 1 (September 2019)
How The City of Calgary invests my municipal property taxes	Yes, on Calgary.ca	49% ↑	40%
	Yes, by calling 311	1%	1%
	Yes, other	21%	20%
	No	27% ↓	36%
How my property taxes are calculated	Yes, on Calgary.ca	60% ↑	52%
	Yes, by calling 311	1%	2%
	Yes, other	25% ↓	31%
	No	12%	13%
How much The City spends on different services	Yes, on Calgary.ca	51% ↑	40%
	Yes, by calling 311	1%	1%
	Yes, other	22% ↓	30%
	No	24% ↓	36%
↑↓ Indicates a data point is up or down from the previous wave			
Base: Total respondents (2019 n=430 2018 n= 353)			

Overall, more respondents report being aware of the calculator in Wave 2 than in Wave 1. Although the work completed on the property tax calculator indicates The City is on the right track, research results seem to suggest that increased marketing, communications and targeted messaging would be required for The City to realize the full potential of this citizen-facing informative tool.

Before today, were you aware that The City of Calgary has a Property Tax breakdown tool?		
	Wave 2 (January 2018)	Wave 1 (September 2019)
Yes, and I had already visited it	7% ↑	5%
Yes, but I had not visited yet	11% ↑	8%
No, I was not aware	81% ↓	88%
Prefer not to answer	0%	1%
↑↓ Indicates a data point is up or down from the previous wave		
Base: Total respondents (2019 n=430 2018 n= 353)		

Almost one-quarter (23%) report their overall impression of the calculator as “excellent,” up 3% from Wave 1. However, just over four-in-ten (45%) say the site is “good,” a slight drop from Wave 1.

What was your overall impression of the Property Tax breakdown tool?		
	Wave 2 (January 2018)	Wave 1 (September 2019)
Excellent	23%↑	20%
Good	45%↓	49%
Fair	23%↓	22%
Poor	9%	7%
↑↓ Indicates a data point is up or down from the previous wave		
Base: Total respondents (2019 n=430 2018 n= 353)		