

Calgary



2018 Quality of Life and Citizen Satisfaction Survey

Final Report Presentation

November 21, 2018



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Methodology

- ❖ Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 15th and September 12th, 2018.
 - Both landline (60%) and cell phone (40%) sample were used.
 - The average interview length was 32 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 2016 Municipal and 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.
 - The margin of error by quadrant is as follows:
 - Northeast: n=467 (MOE ± 4.6)
 - Northwest: n=768 (MOE ± 3.6)
 - Southeast: n=586 (MOE ± 4.1)
 - Southwest: n=679 (MOE ± 3.8)
- ❖ Where possible, results are compared to previous iterations of the Citizen Satisfaction 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 bi-annually, with a Spring and a Fall wave.
 - Given the time of year each survey is run – and possible seasonal differences – caution should be exercised with comparing results from the 2018 Fall Citizen Satisfaction survey to 2018 Spring Pulse survey results.
 - For this reason, and to be consistent across all questions, statistically significant changes from Fall 2017 to Fall 2018 are noted:
 - ↑ indicates number is significantly higher than Fall 2017
 - ↓ indicates number is significantly lower than Fall 2017

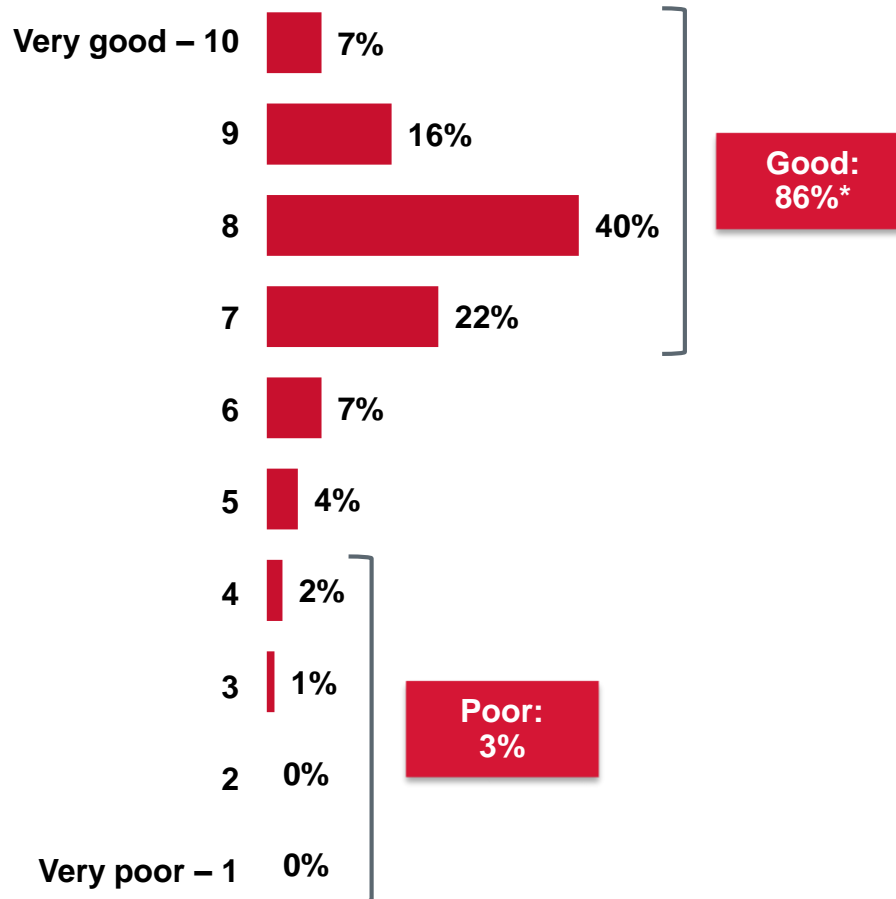


Quality of Life





Overall Quality of Life in Calgary



| Year | Good |
|-------------|------|
| Fall 2018 | 86% |
| Spring 2018 | 82% |
| Fall 2017 | 85% |
| Spring 2017 | 83% |
| 2016 | 83% |
| 2015 | 86% |
| 2014 | 87% |
| 2013 | 88% |
| 2012 | 88% |
| 2011 | 83% |
| 2010 | 78% |
| 2009 | 76% |
| 2008 | 69% |
| 2007 | 67% |

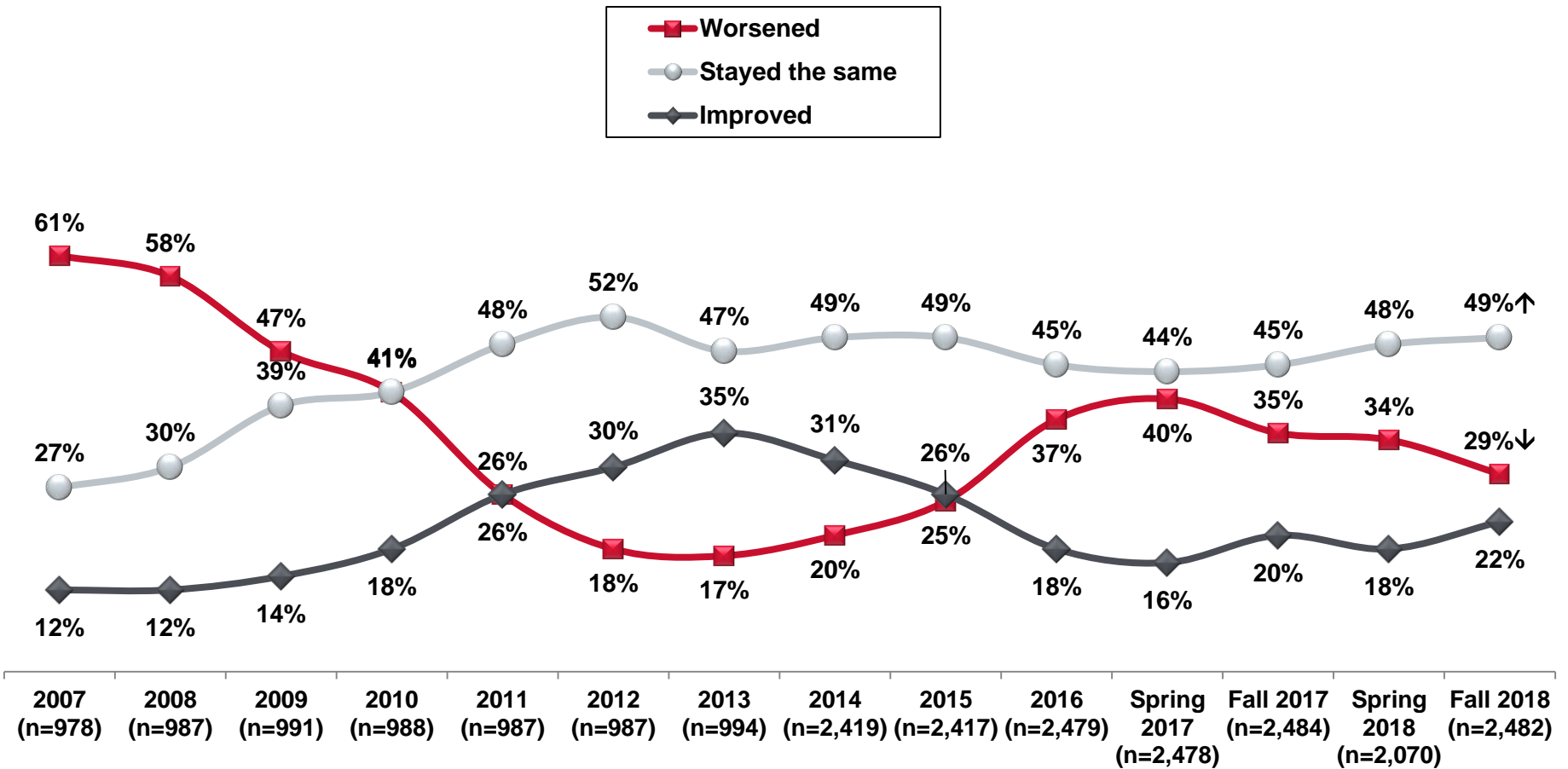
On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (n=2,497)

*Rounding



Perceived Change in the Quality of Life



↑ Statistically higher than Fall 2017
 ↓ Statistically lower than Fall 2017

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

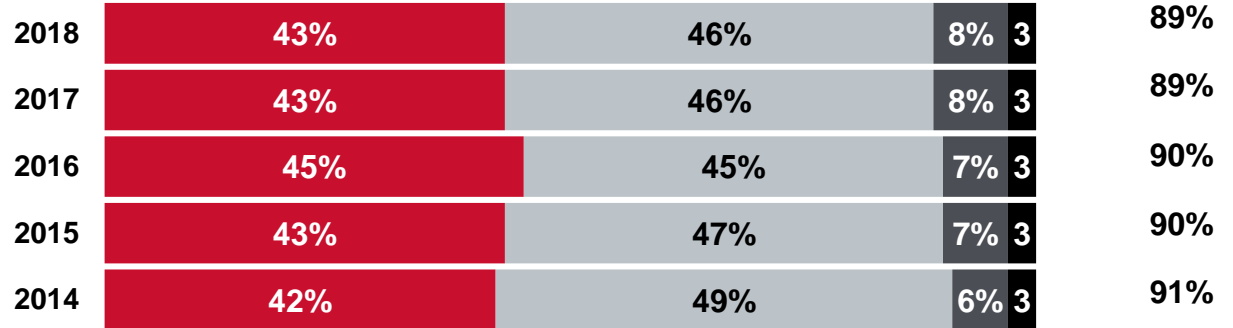


Sustainability: Connectedness

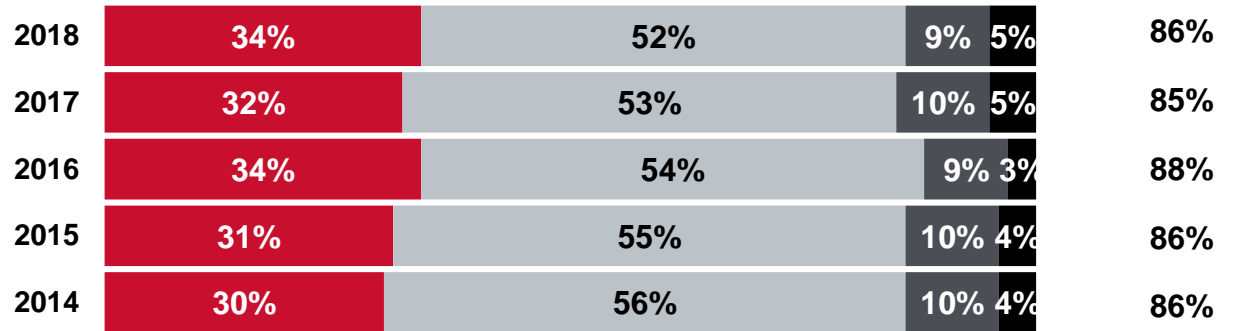
% Agree

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

I am proud to be a
Calgarian



I am proud to live in my
neighbourhood



All waves conducted in the Fall

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)

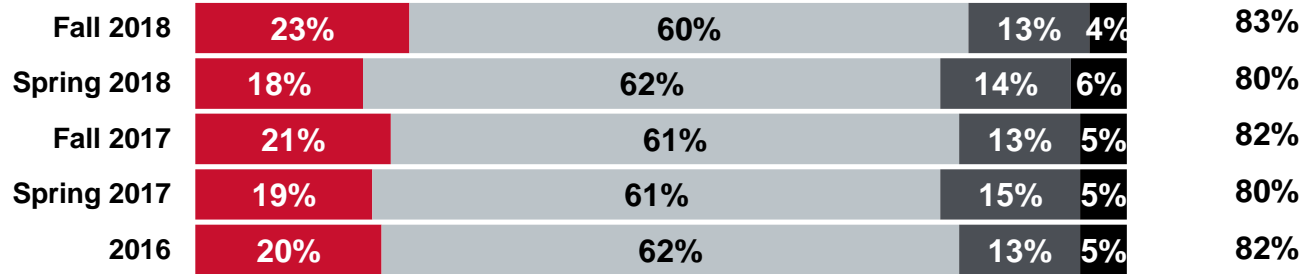


Sustainability: Making a Life and Making a Living | Direction for the Future

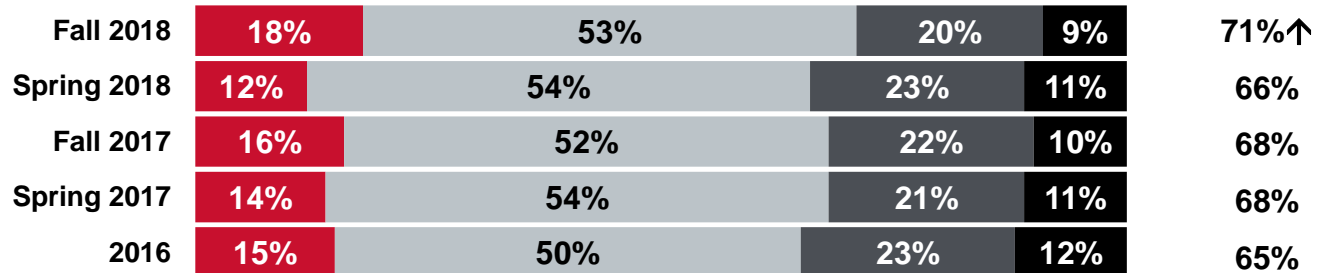
% Agree

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

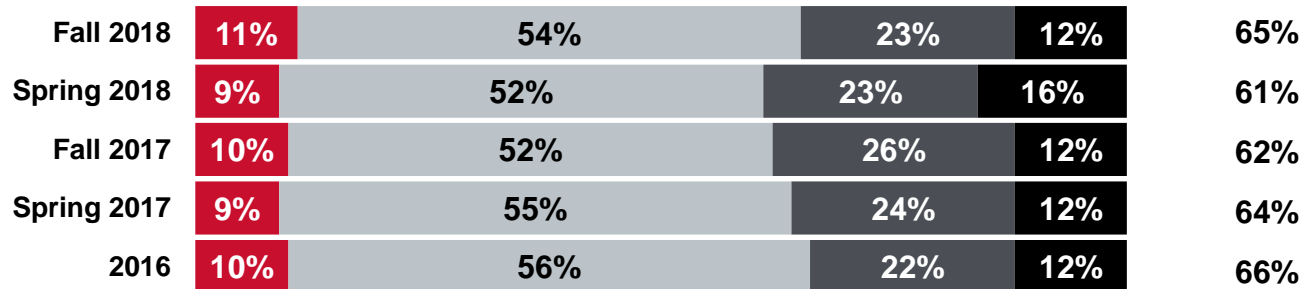
Calgary is a great place to make a life



Calgary is a great place to make a living



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



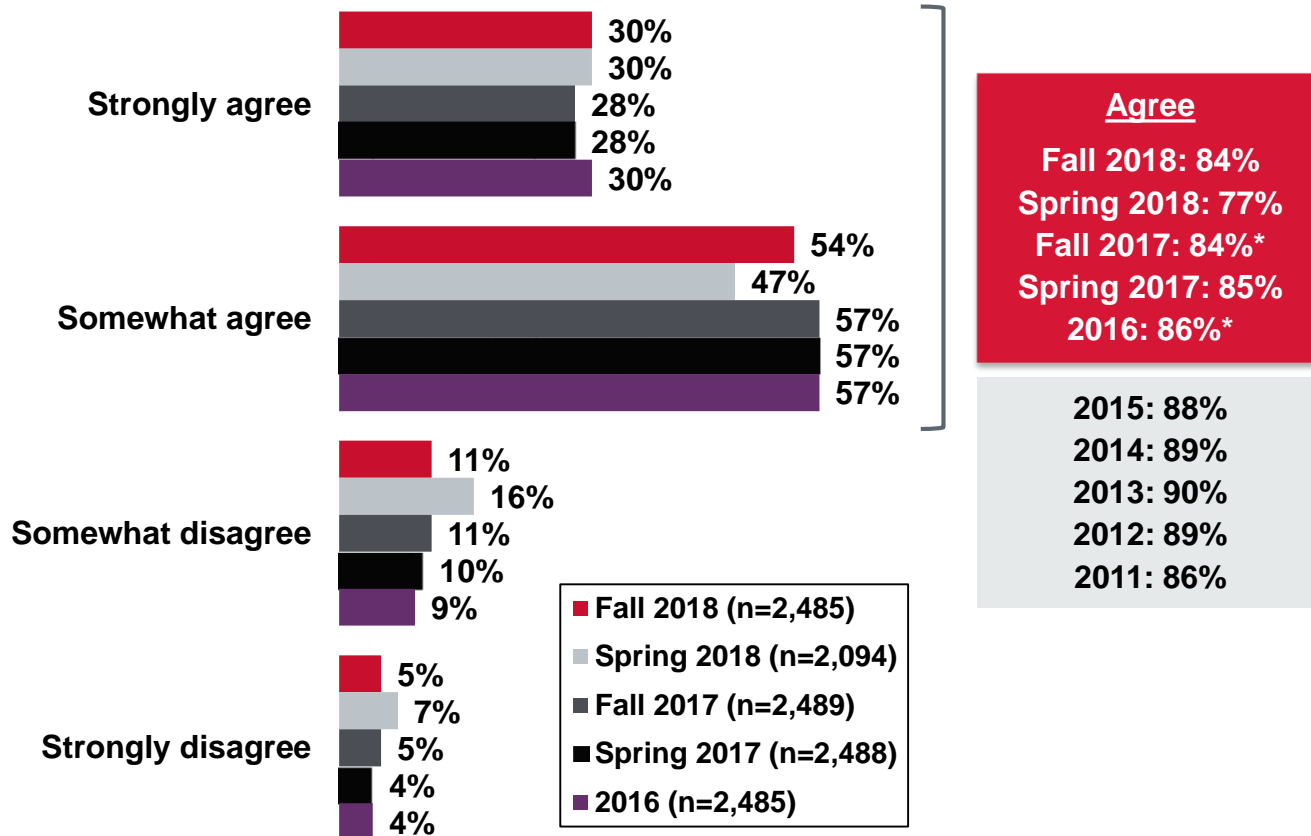
↑Statistically higher than Fall 2017

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?



*Rounding

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



Issue Agenda





Issue Agenda

Multiple Responses

■ First Mention ■ Other Mentions

Change
Fall 2017 –
Fall 2018

| Issue | First Mention | Other Mentions | NET | Change |
|---|---------------|----------------|-----|--------|
| Infrastructure, Traffic & Roads [NET] | 29% | 11% | 40% | +5↑ |
| Traffic congestion | 7% | 9% | | -1 |
| (Lack of) snow removal | 5% | 3% | 8% | +4↑ |
| Roads (unspecified) | 6% | 8% | | +5↑ |
| Road conditions | 3% | 3% | 6% | -1 |
| Transit [NET] | 12% | 4% | 16% | -3↓ |
| Transportation (unspecified) | 7% | 9% | | +2↑ |
| Public Transportation (incl. buses/ C-train/ poor service) | 5% | 7% | | -4↓ |
| Crime, Safety & Policing [NET] | 9% | 5% | 14% | +1 |
| Recreation [NET] | 5% | 4% | 9% | +2↑ |
| Taxes [NET] | 5% | 3% | 8% | - |
| Environment & Waste Management [NET] | 3% | 4% | 7% | - |
| Education [NET] | 4% | 3% | 7% | +1 |
| Economy [NET] | 4% | 5% | | -1 |
| Homelessness, Poverty & Affordable Housing [NET] | 3% | 5% | | - |
| Budget & Spending [NET] | 2% | 4% | | - |
| Growth & Planning [NET] | 3% | 4% | | - |
| Olympics [NET] | 2% | 4% | | +4↑ |
| Other | | | 18% | |
| None | | | 16% | |

NET mentions <4%
are not shown

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

↑ Statistically higher
↓ Statistically lower

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=2,454)

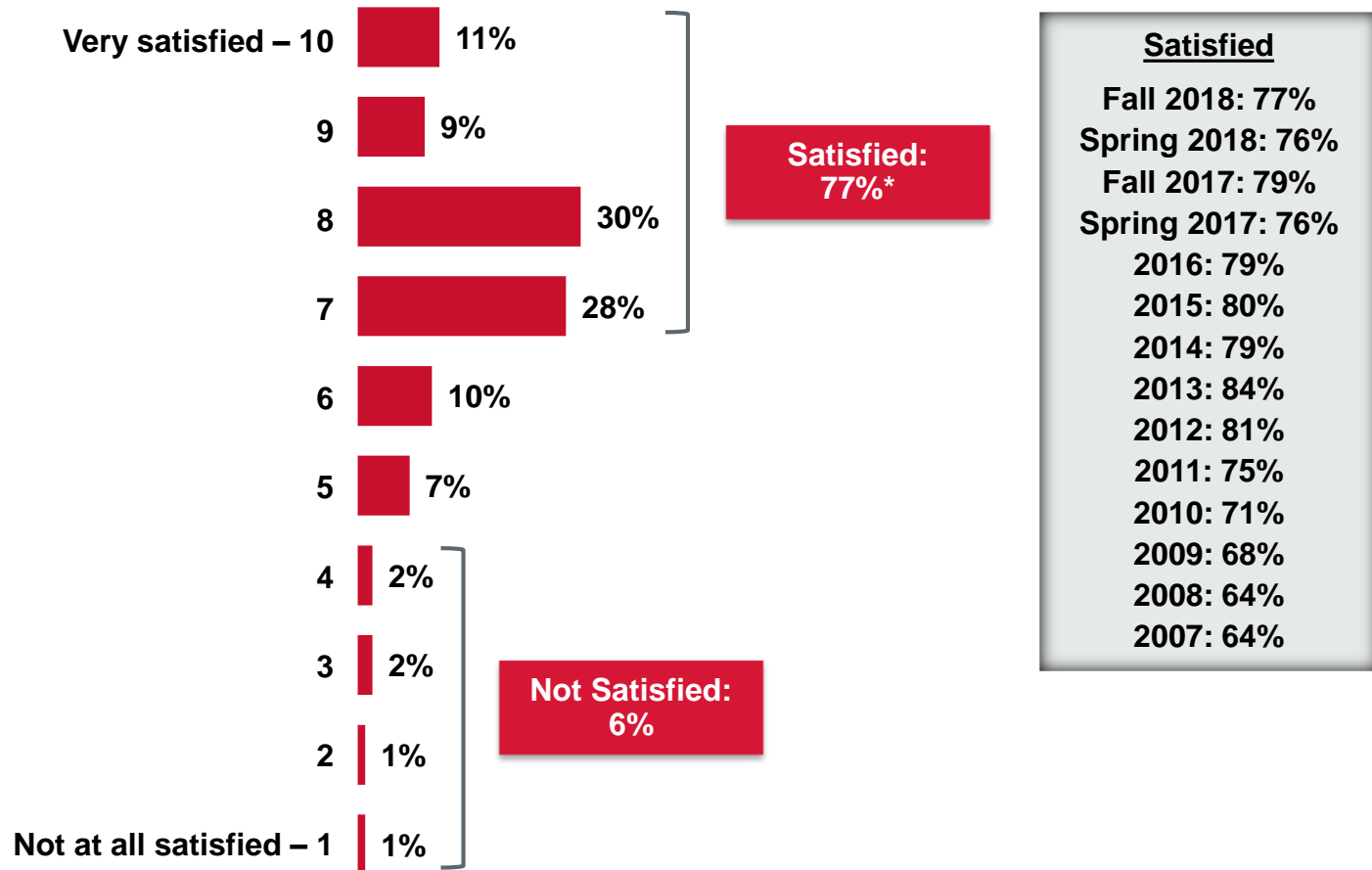


City Programs and Services





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



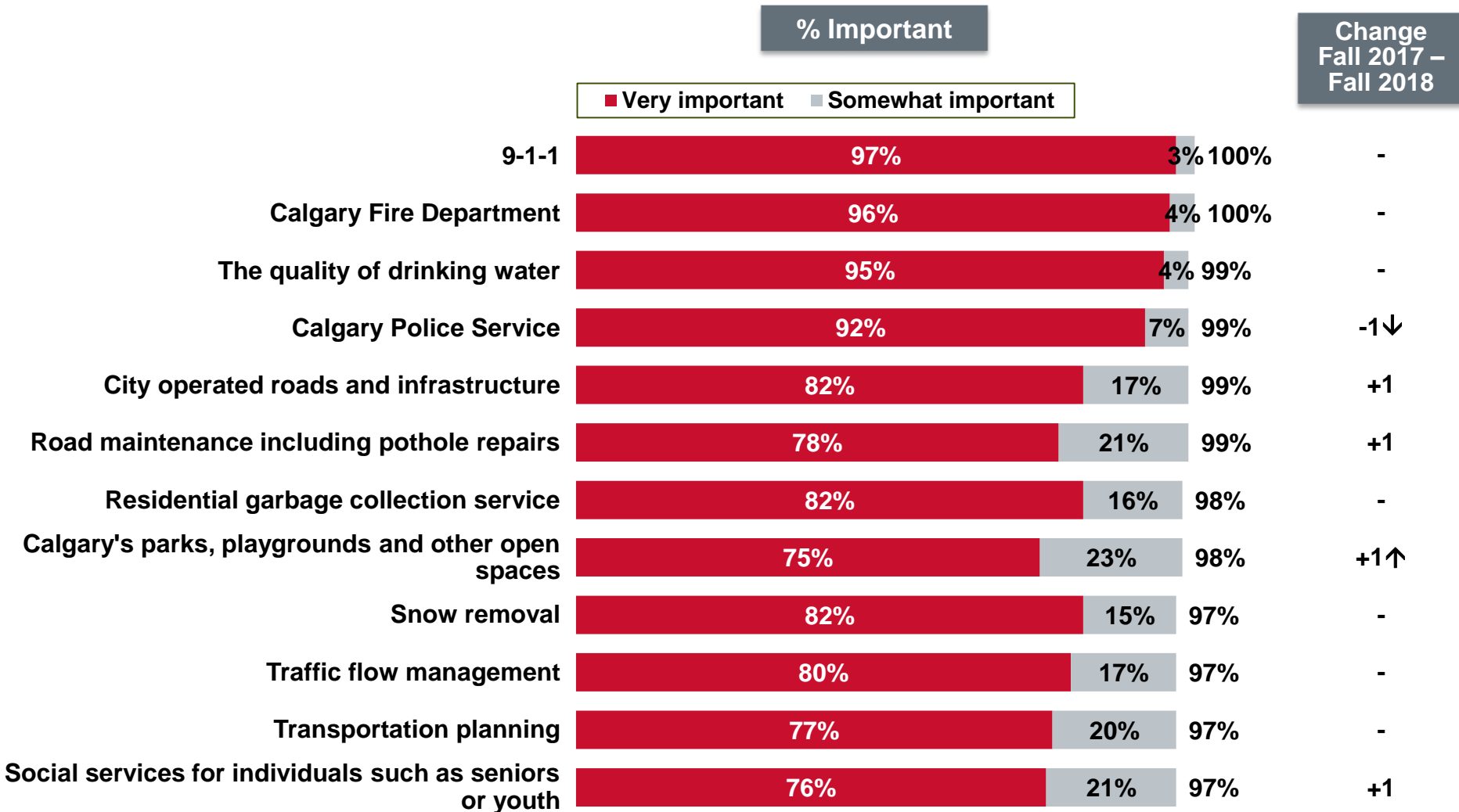
On a scale from “1” to “10” where “1” represents “not at all satisfied” and “10” represents “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents (n=2,488)

*Rounding



Importance of City Programs and Services



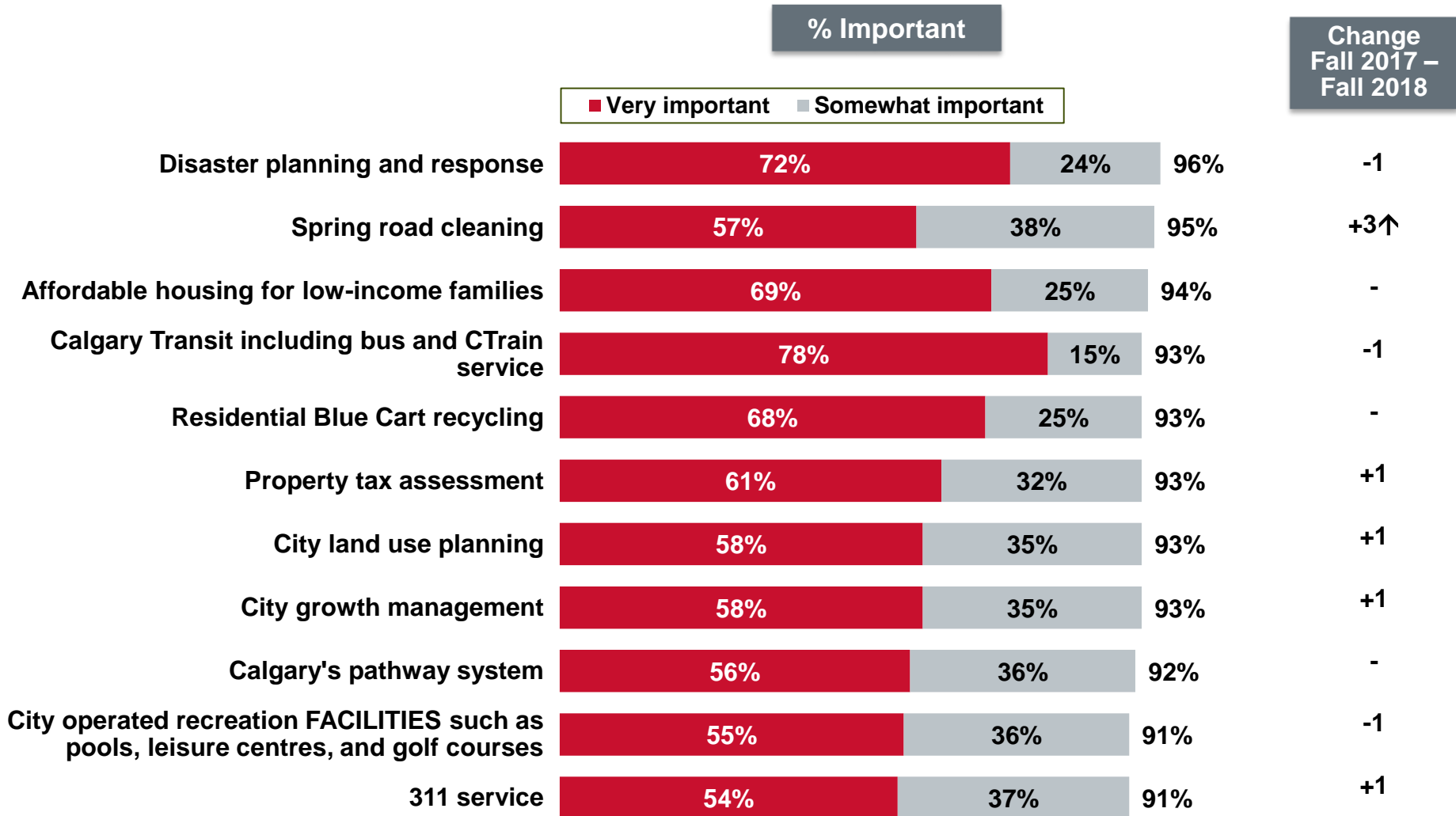
↑ Statistically higher
↓ Statistically lower

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)



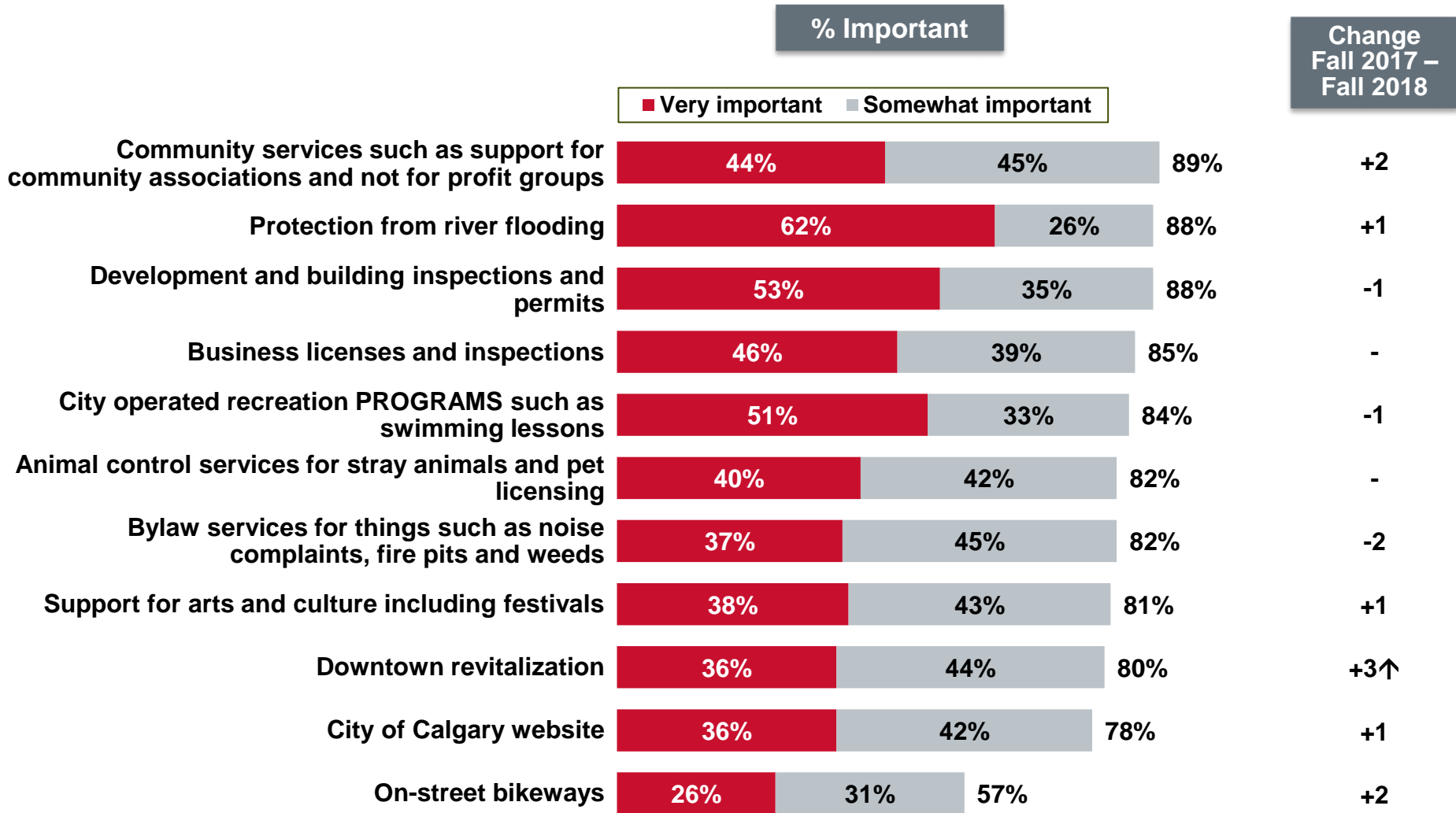
↑ Statistically higher

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)



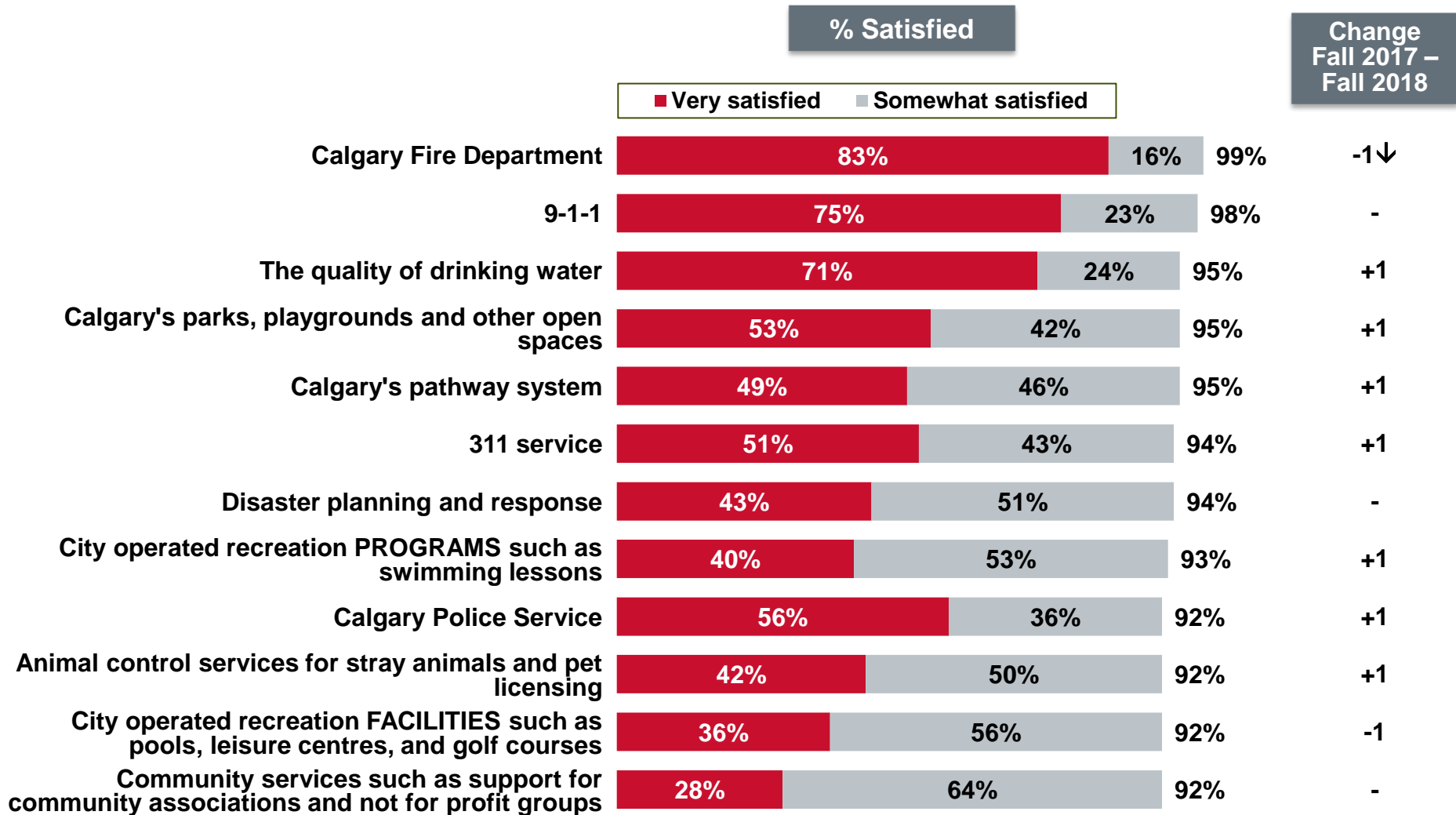
↑ Statistically higher

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

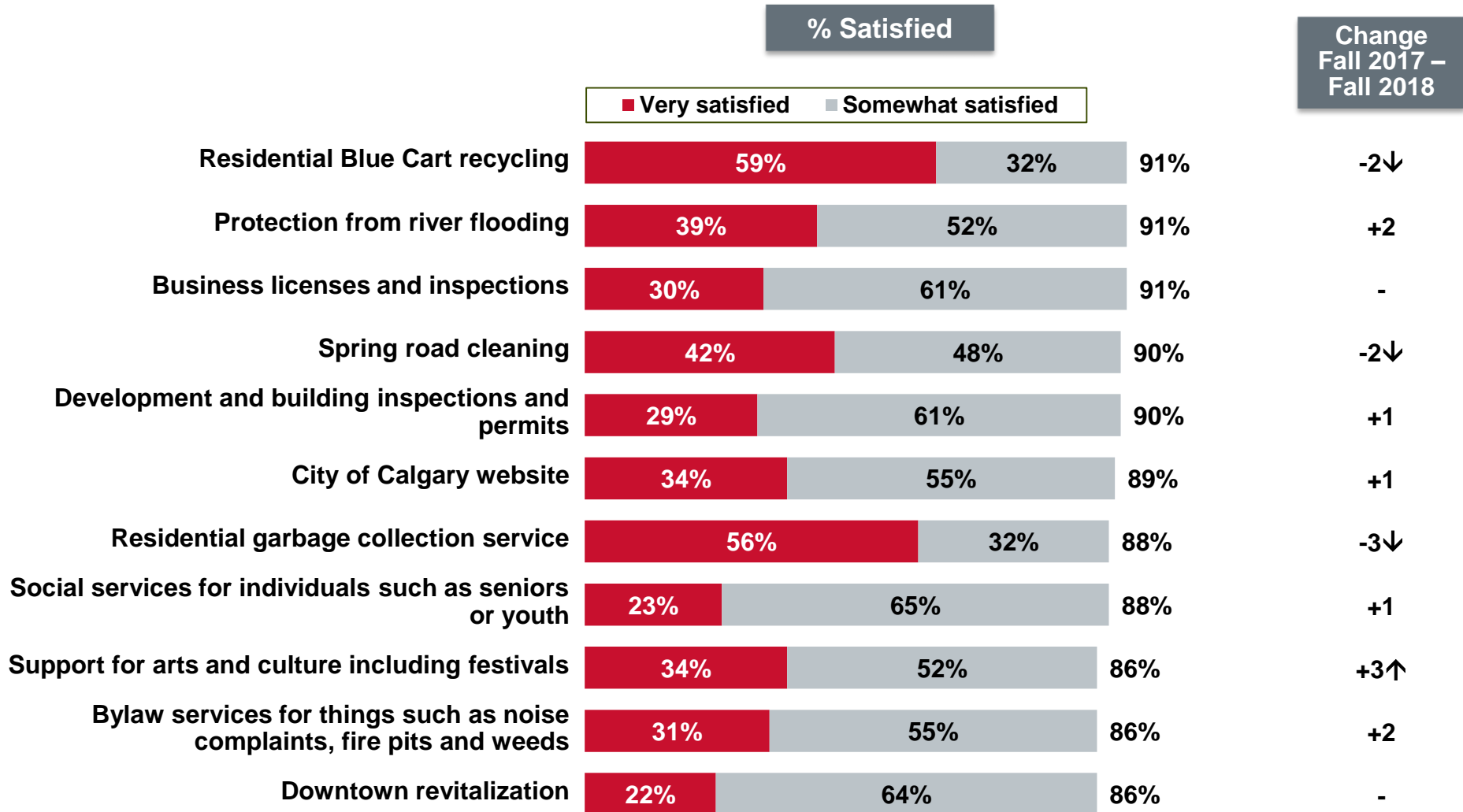


↓ Statistically lower

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)

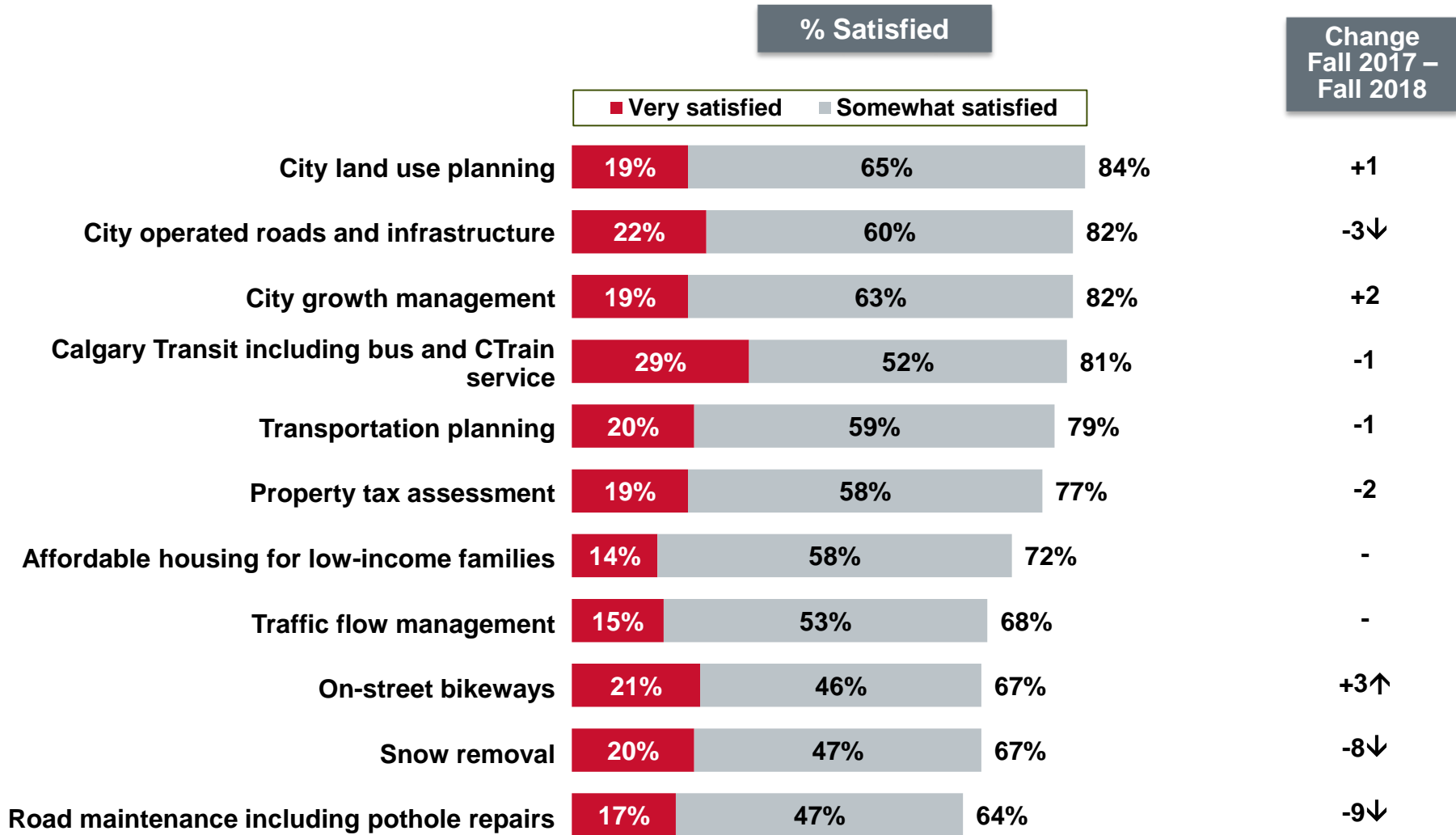


↑ Statistically higher
↓ Statistically lower

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)

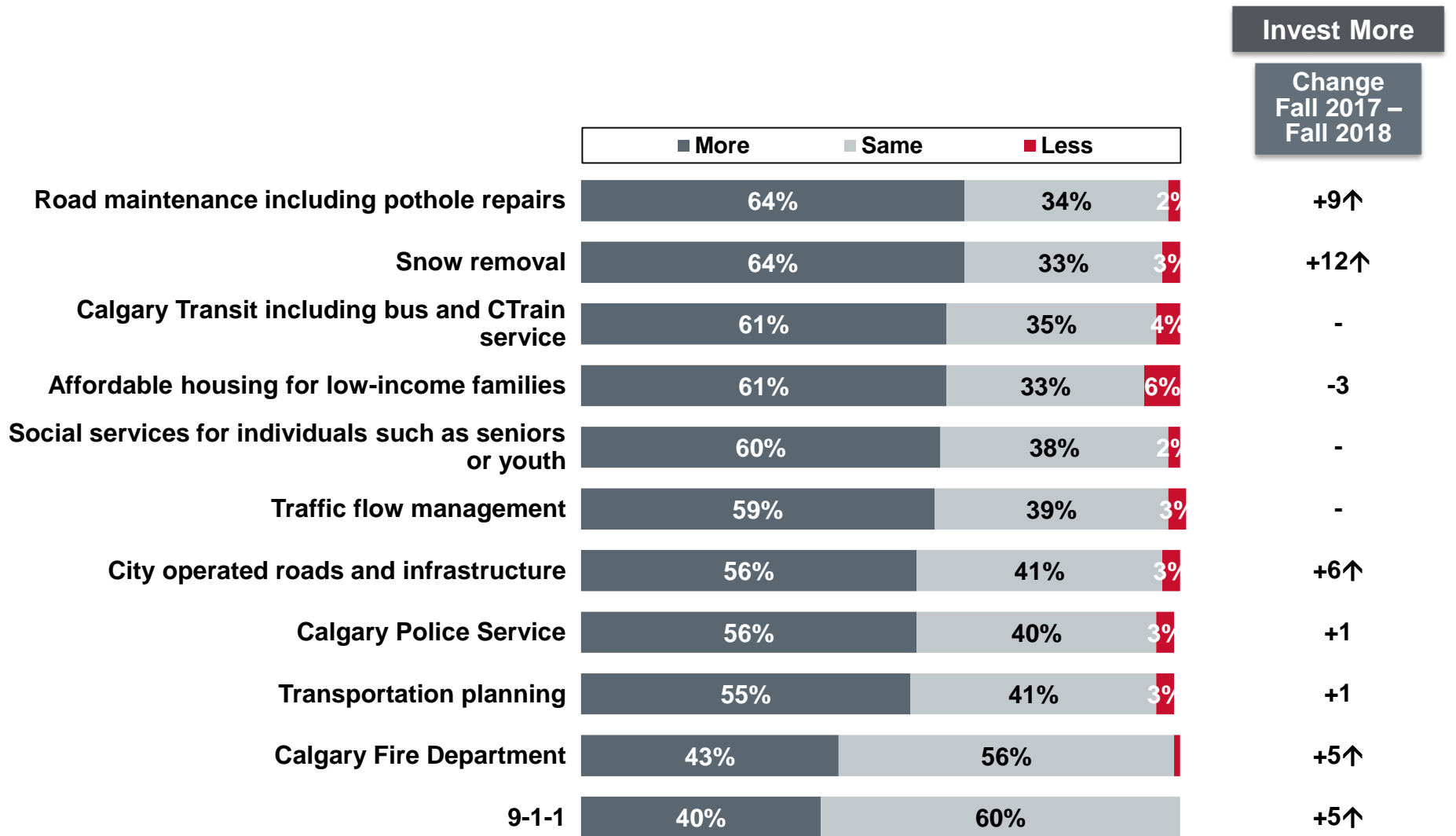


↑ Statistically higher
↓ Statistically lower

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)



Investment in City Programs and Services



↑ Statistically higher

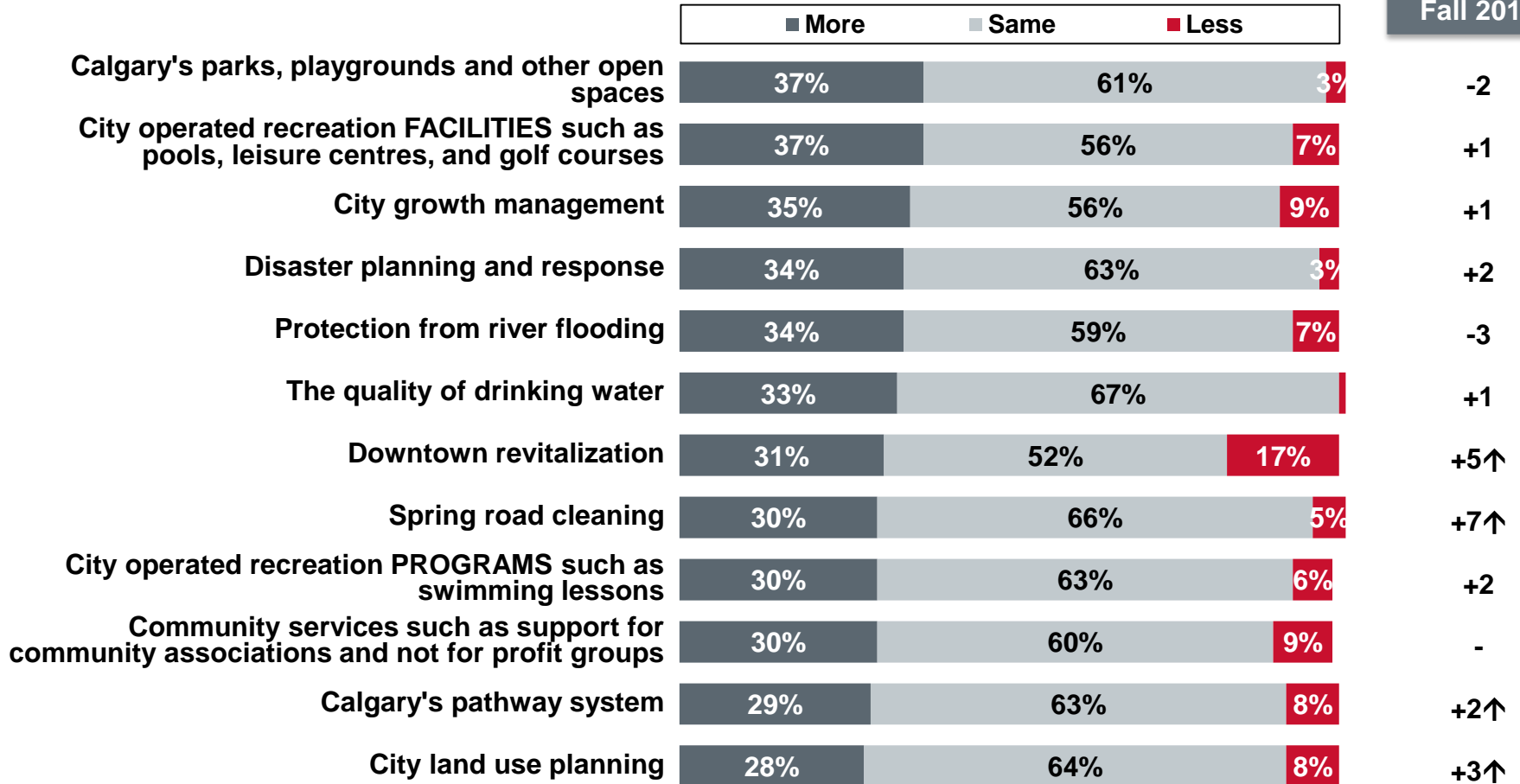
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service. Base: Valid respondents (Bases vary)



Investment in City Programs and Services (continued)

Invest More

Change
Fall 2017 –
Fall 2018

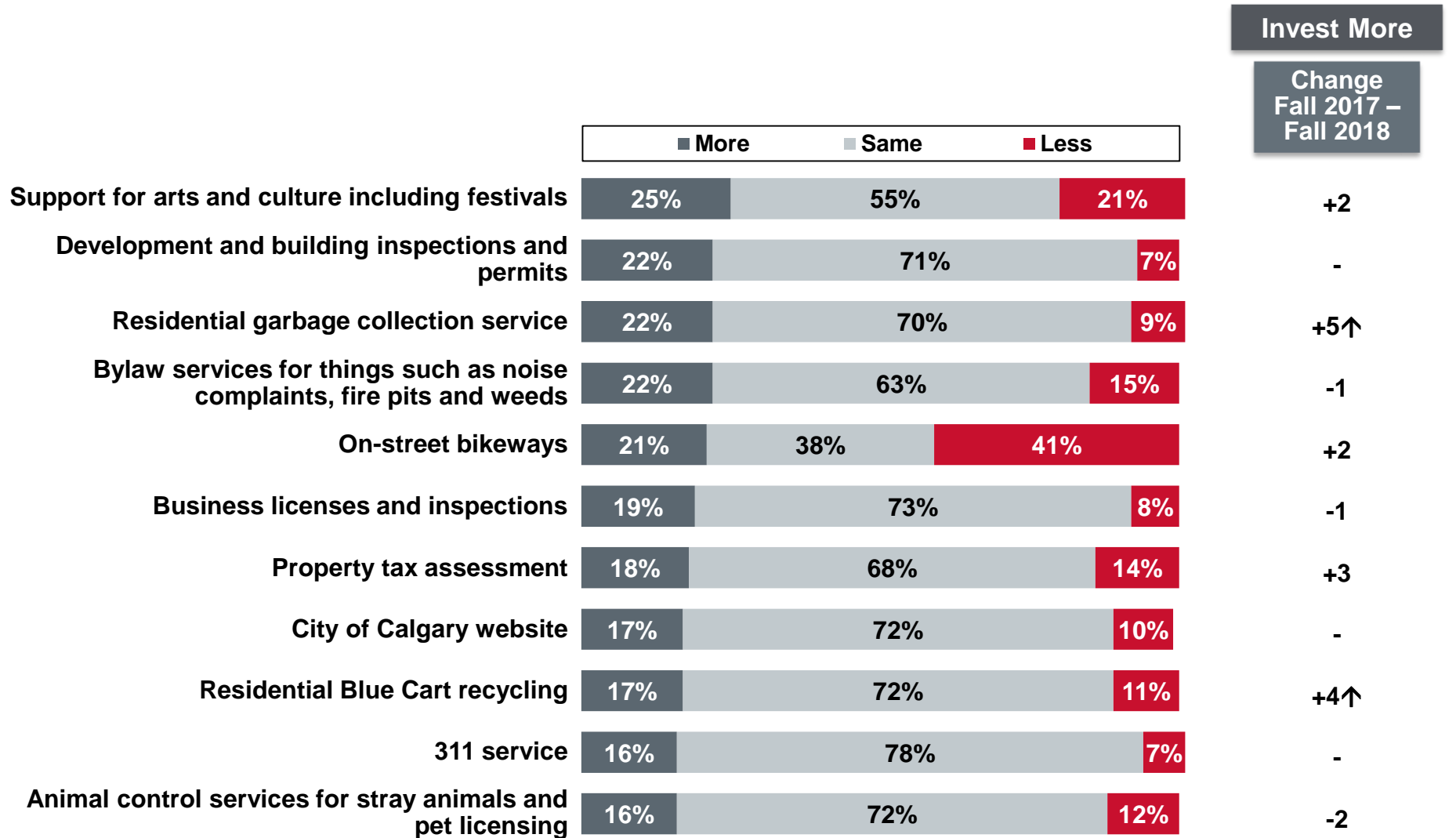


↑ Statistically higher

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

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)

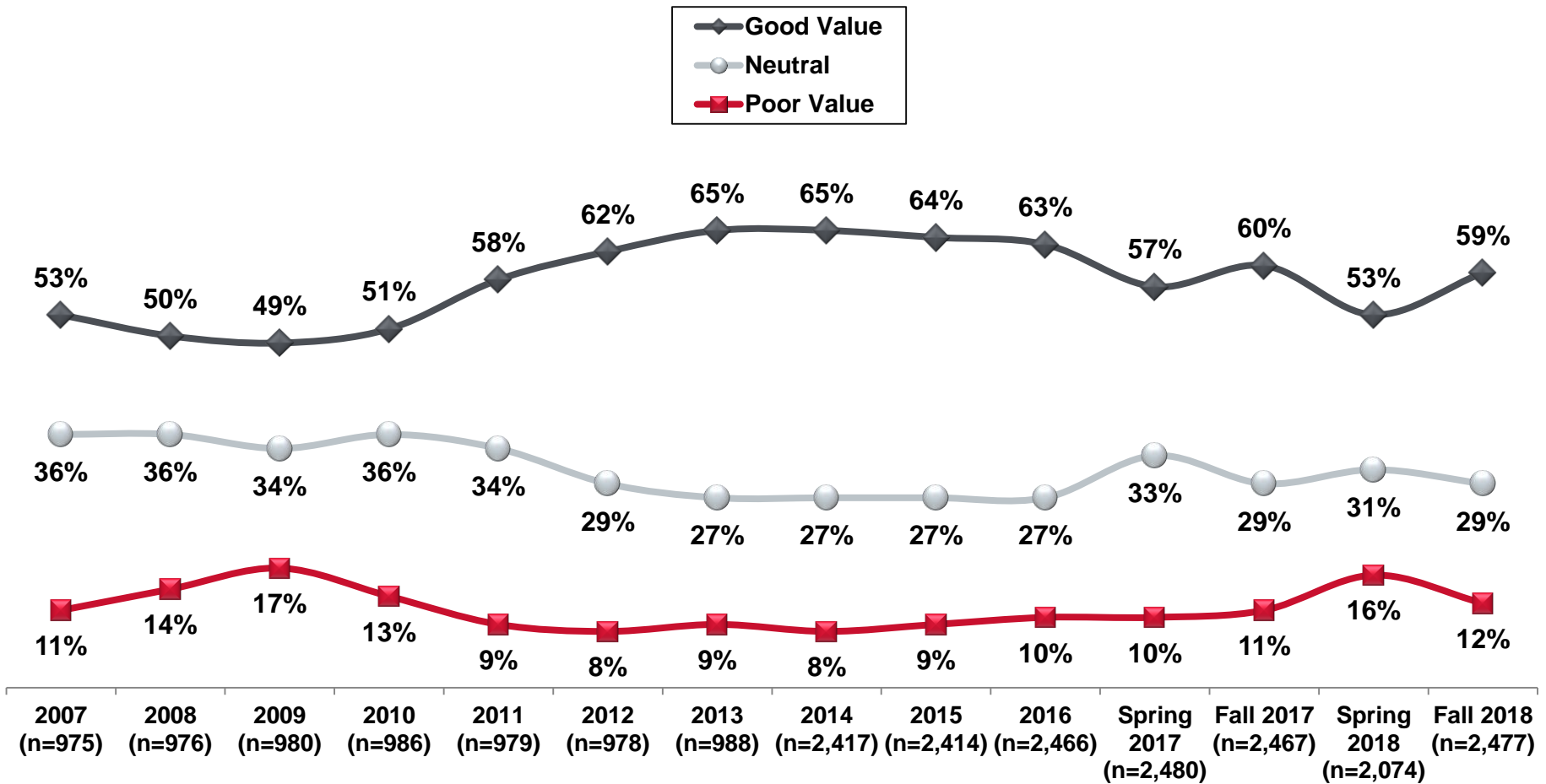


Taxation





Tracking Perceived Value of Property Taxes

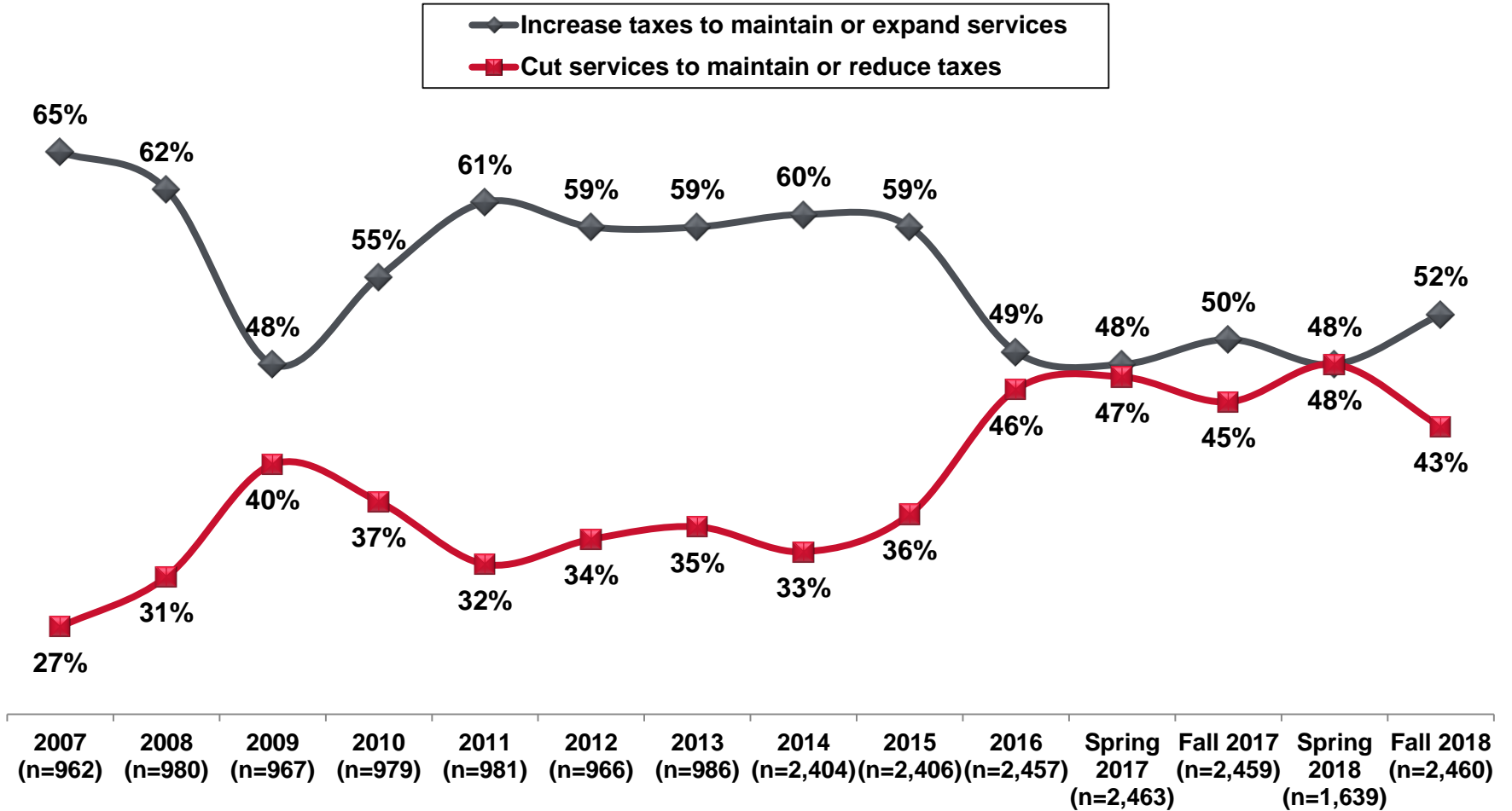


Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where “1” represents “very poor value” and “10” represents “very good value”.

Base: Valid respondents



Tracking Balancing Taxation and Service Delivery Levels: Increase Taxes versus 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?

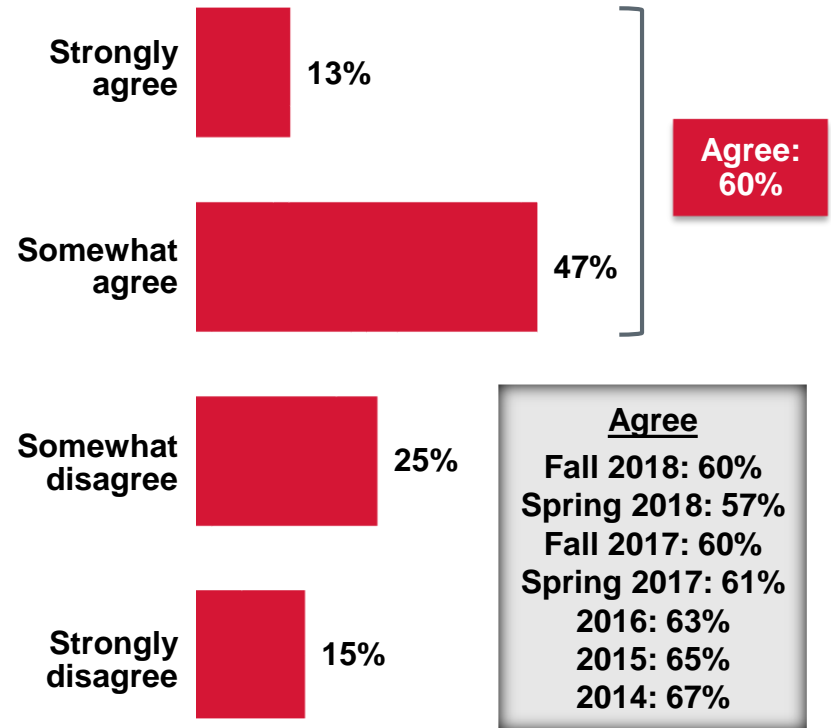
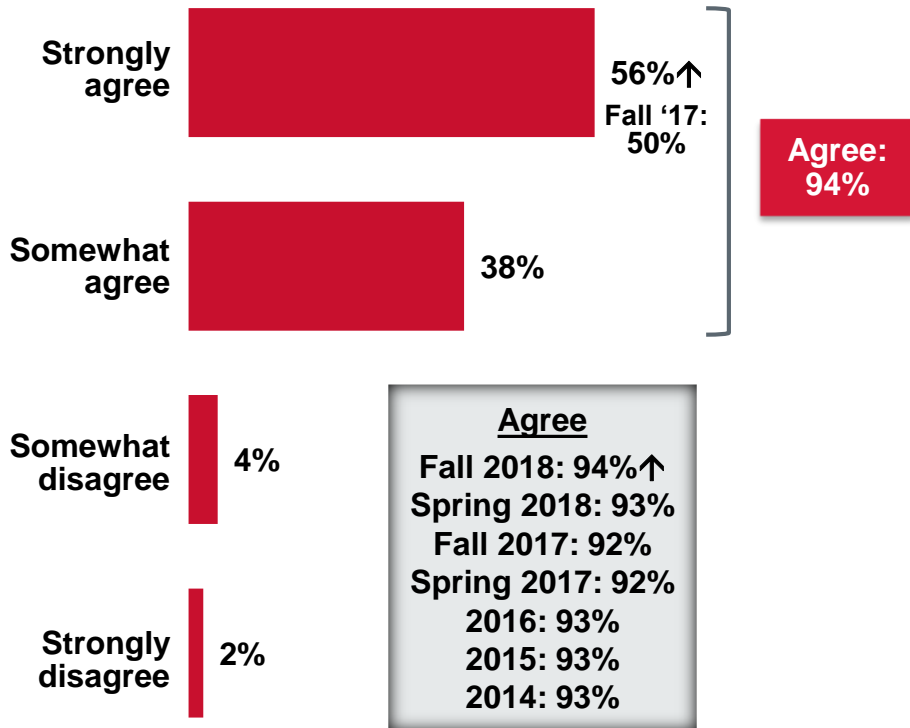
Base: Valid respondents



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 (n=2,487 / n=2,463)

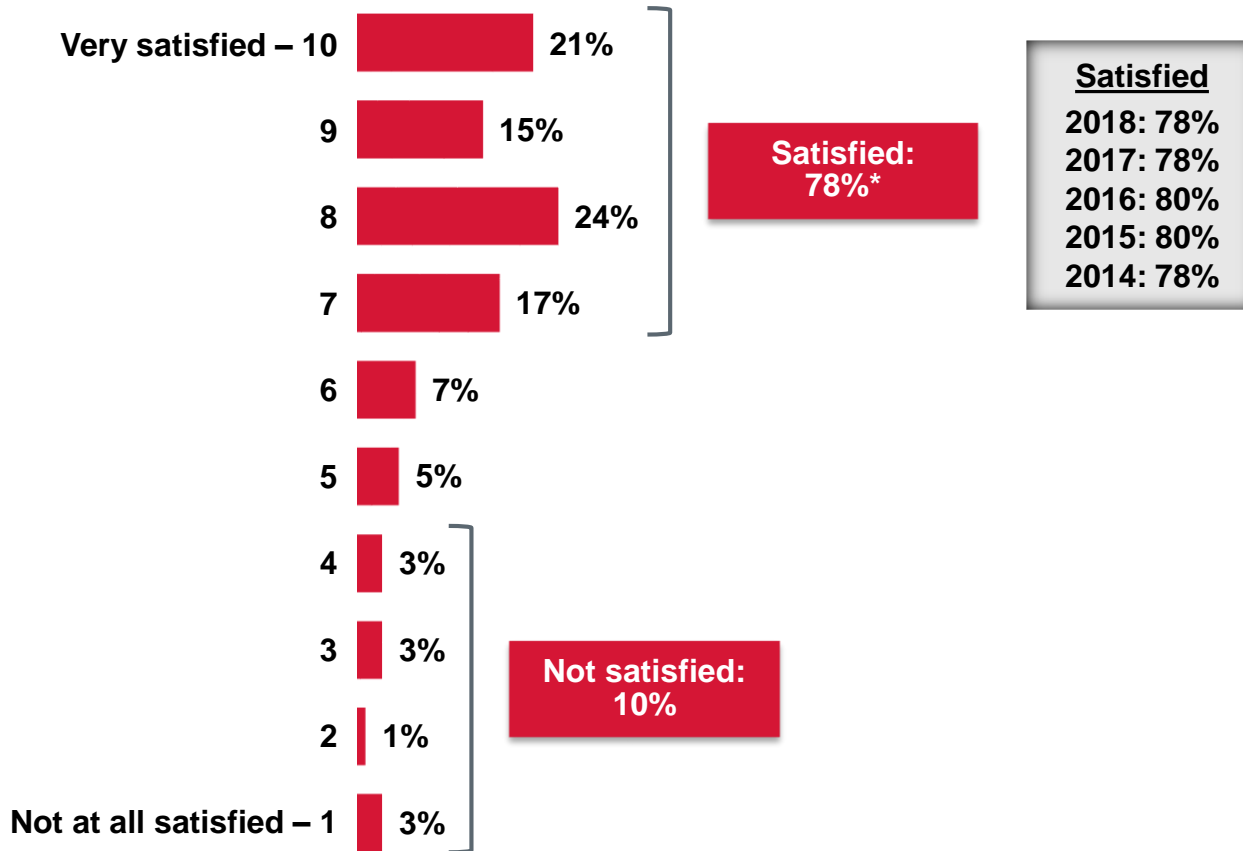


Contact with The City and Customer Service





Satisfaction with the Overall Level and Quality of Customer Service



All waves conducted in the Fall

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?

*Rounding

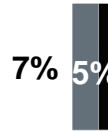
Base: Valid respondents who contacted or dealt with The City in the last twelve months (n=1,651)



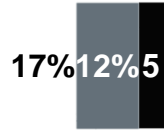
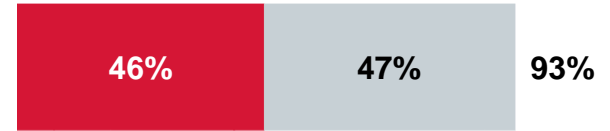
Attitudes Regarding Customer Service

% Disagree

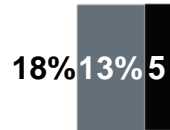
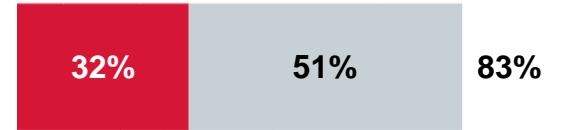
% Agree



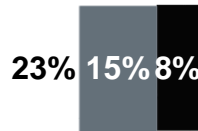
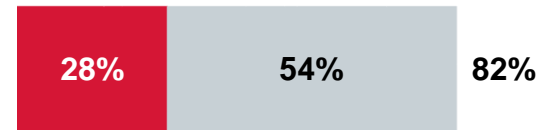
City staff are courteous, helpful, and knowledgeable



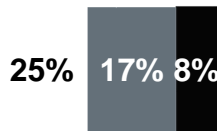
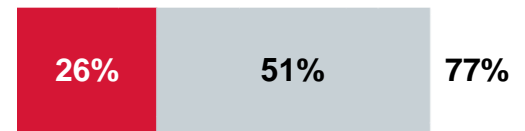
The quality of customer service from The City is consistently high



The City of Calgary makes customer service a priority



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



The City responds quickly to requests and concerns



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)

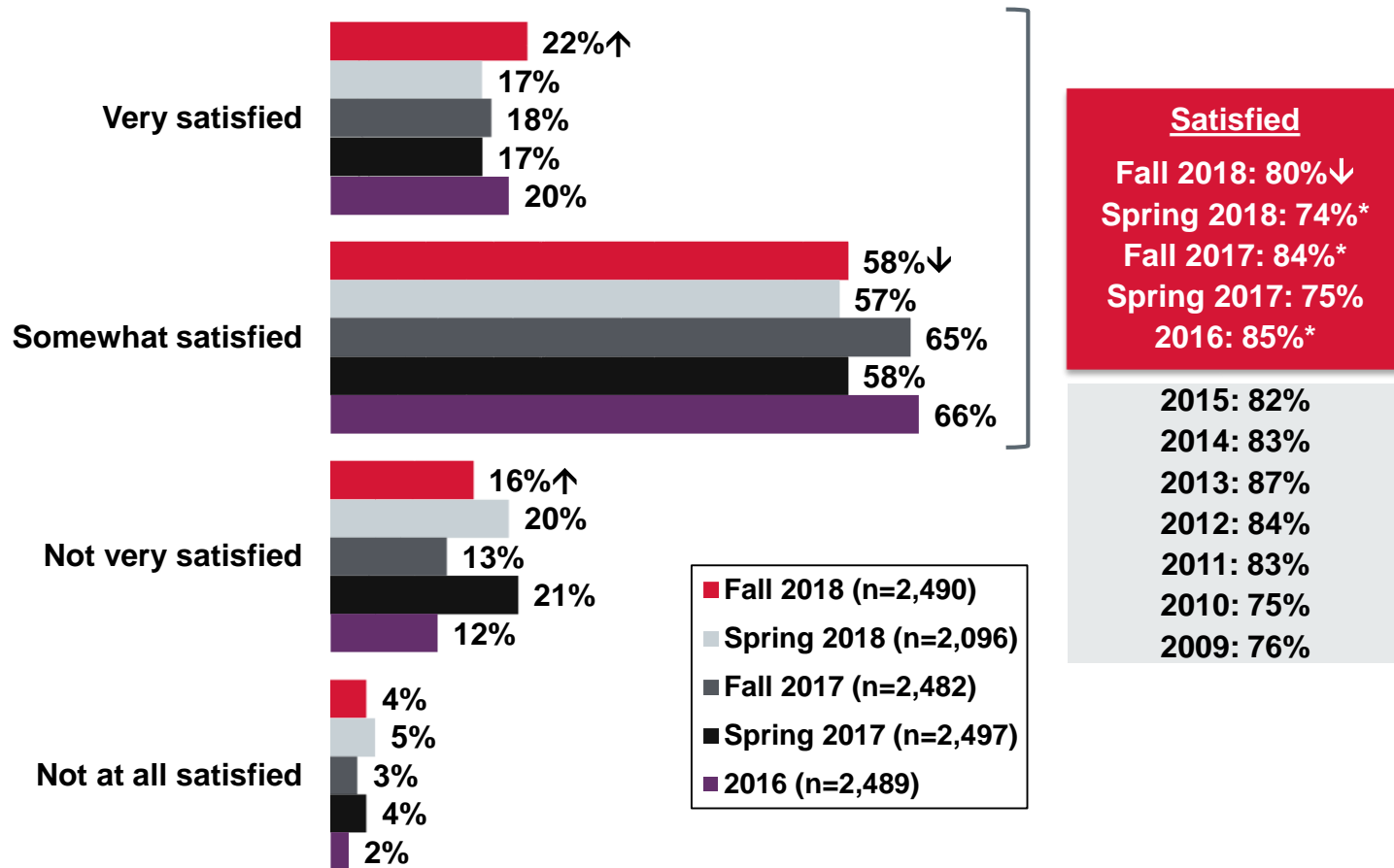


City Communications





Satisfaction with the Overall Quality of City Information and Communications



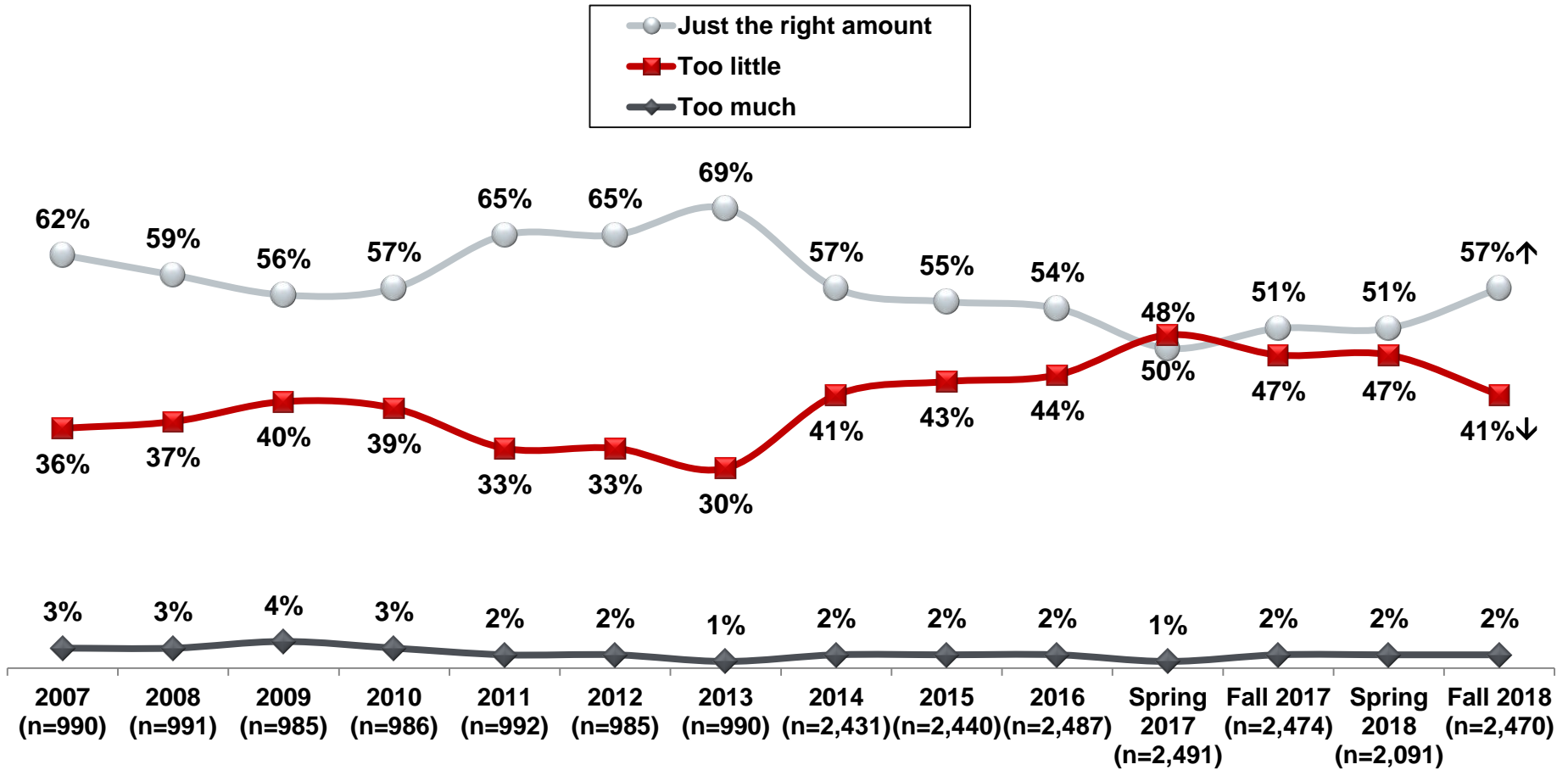
↑Statistically higher than Fall 2017
 ↓Statistically lower than Fall 2017

*Rounding

And how satisfied are you with the overall quality of City information and communications?
 Base: Valid respondents



The Amount of Information Accessible



In your opinion, do you currently have access to [prior to Spring 2018: receive] too much, too little, or just the right amount of information from The City?

Base: Valid respondents

↑ Statistically higher than Fall 2017
↓ Statistically lower than Fall 2017

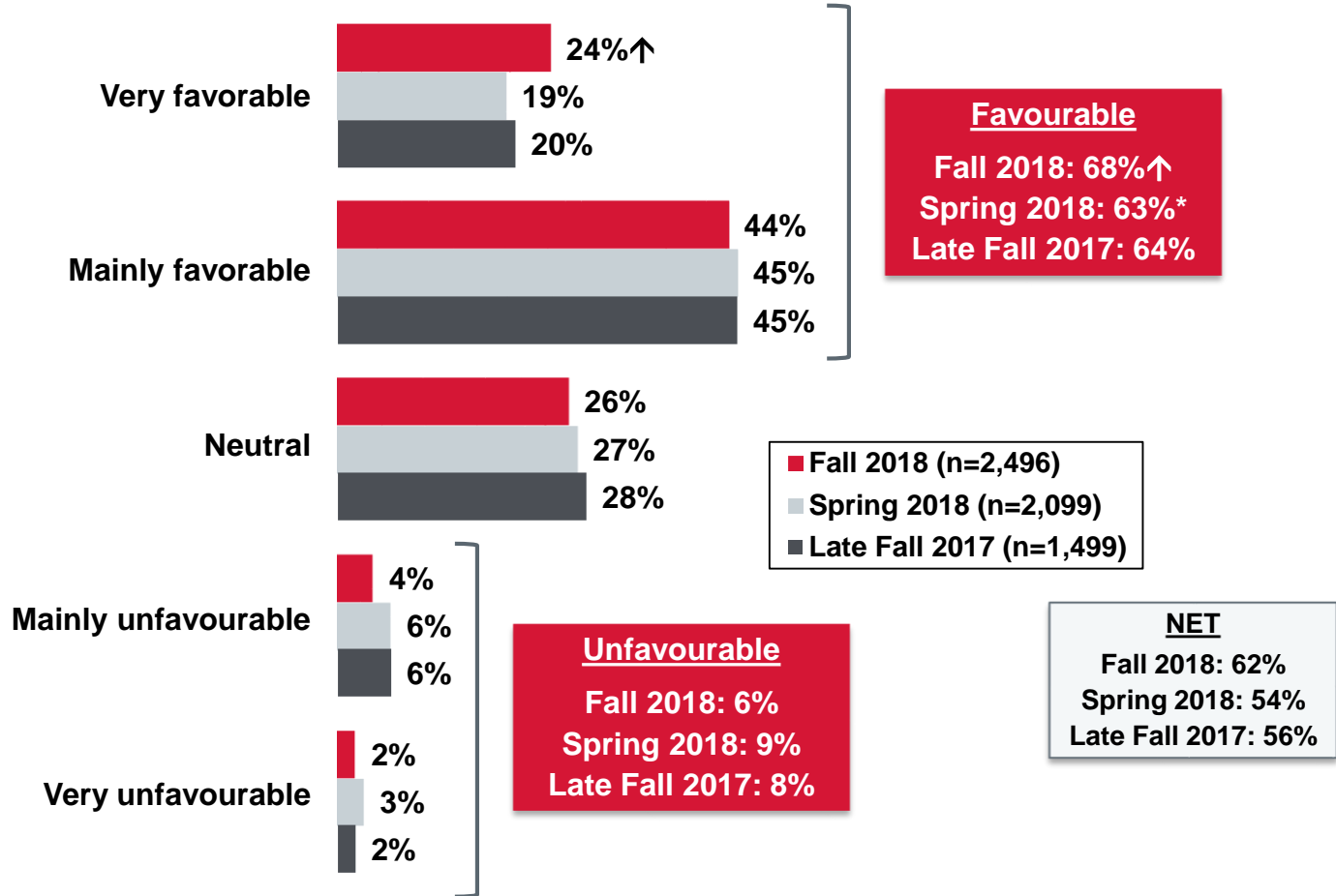


City Reputation and Performance





Favourability



↑Statistically higher than Late Fall 2017

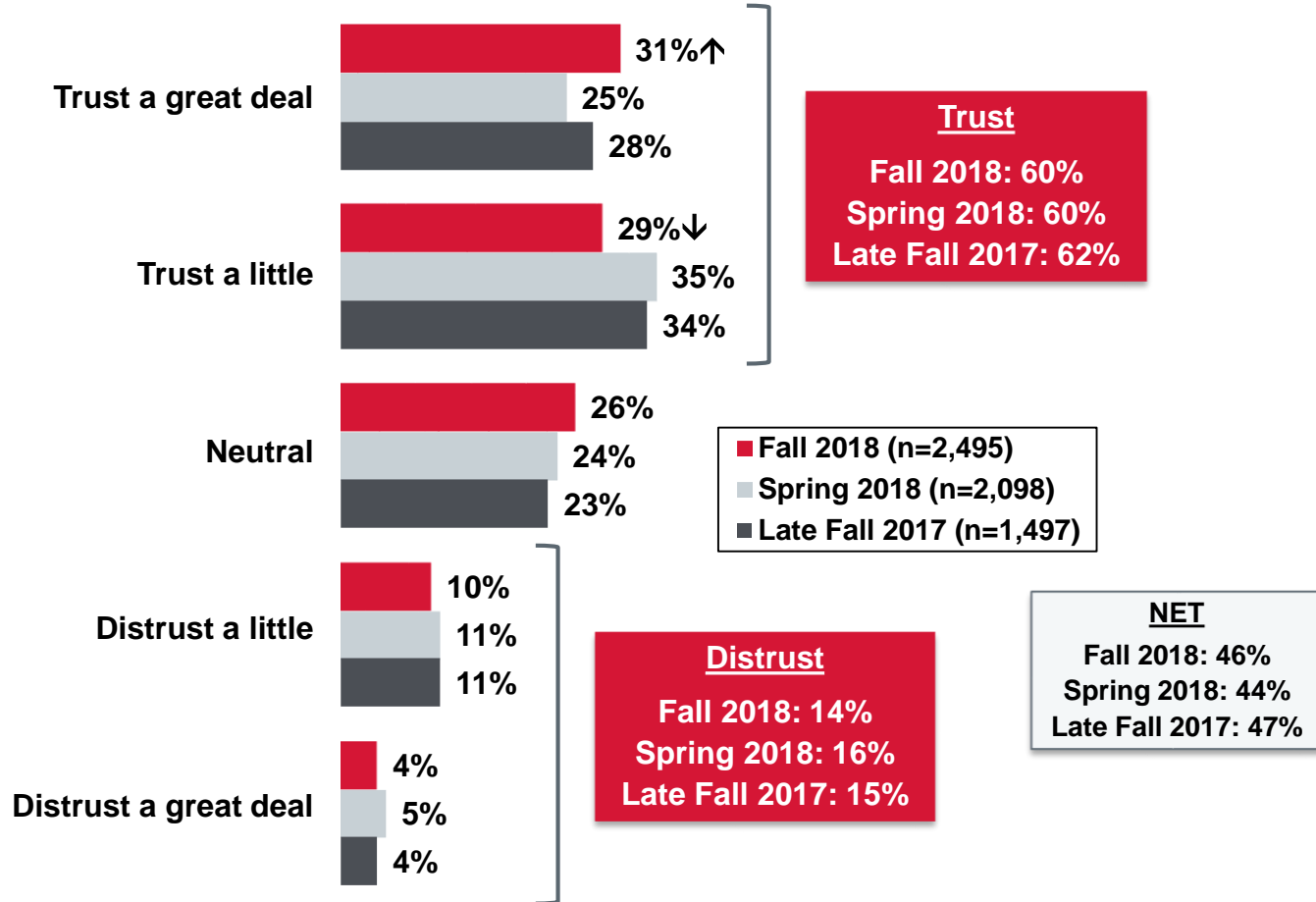
*Rounding

Taking into account all of the things which you think are important, how favourable or unfavourable is your overall opinion or impression of The City of Calgary?

Base: Valid respondents



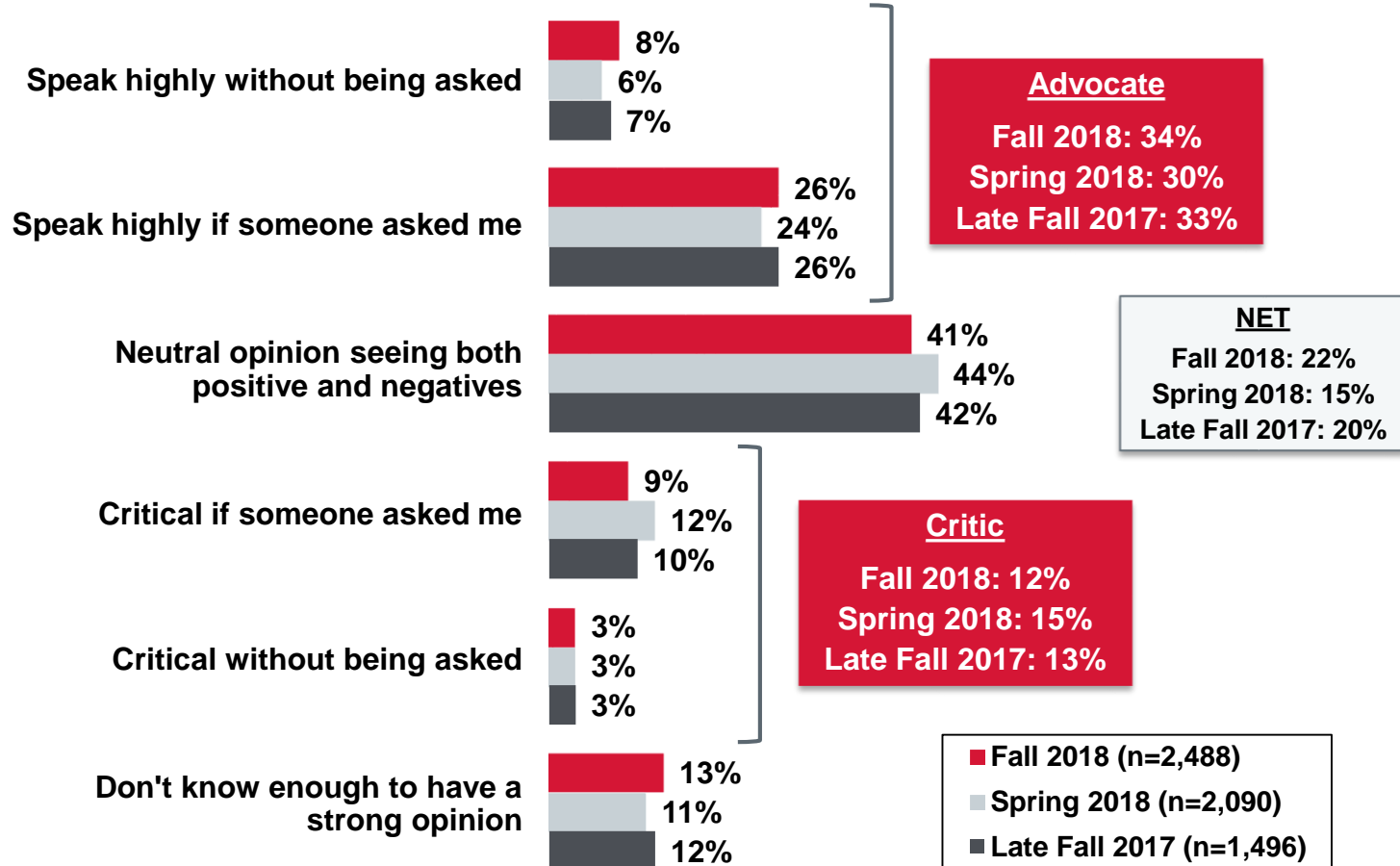
Trust



↑Statistically higher than Late Fall 2017

Again, 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



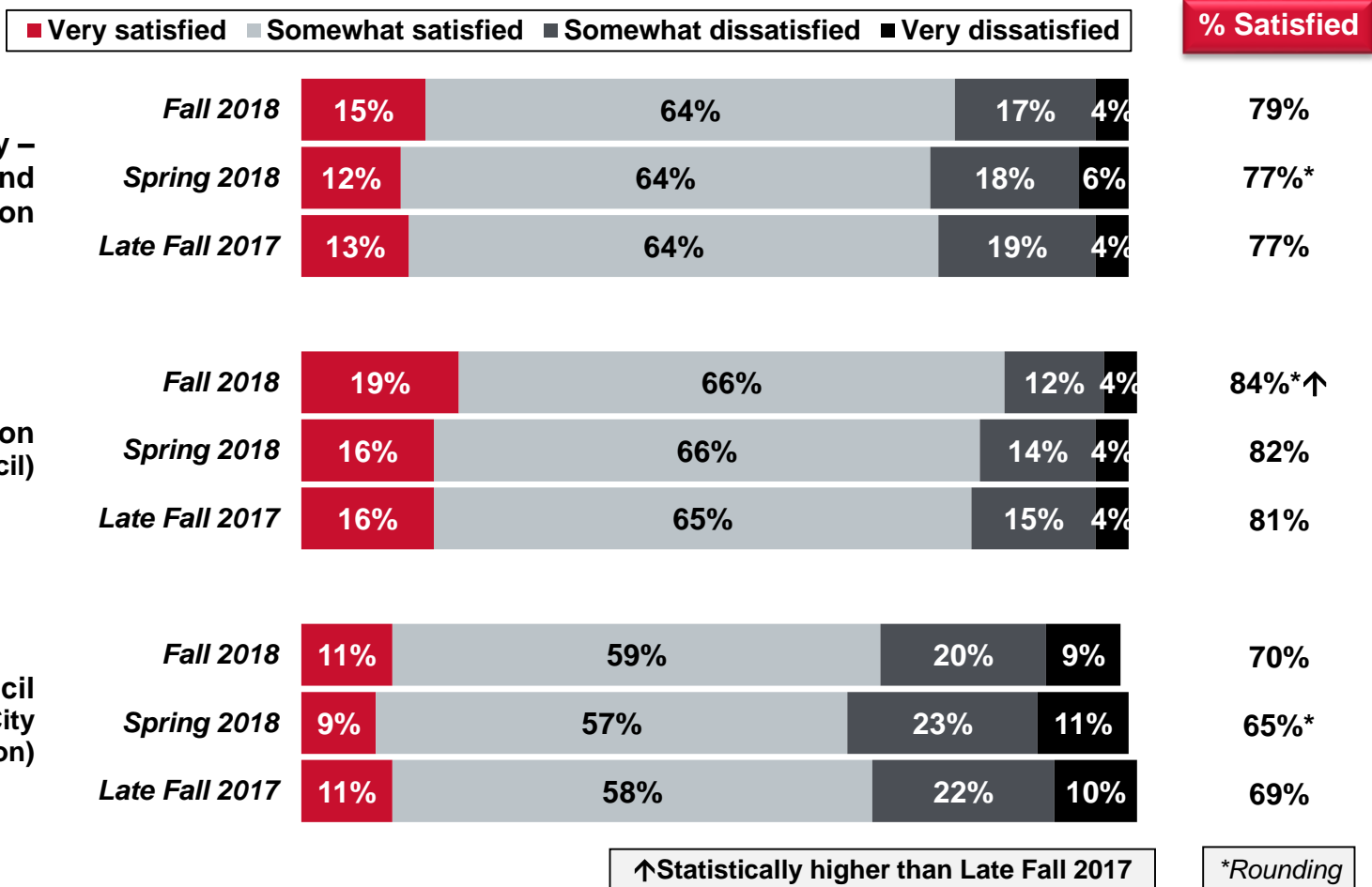
Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?

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)

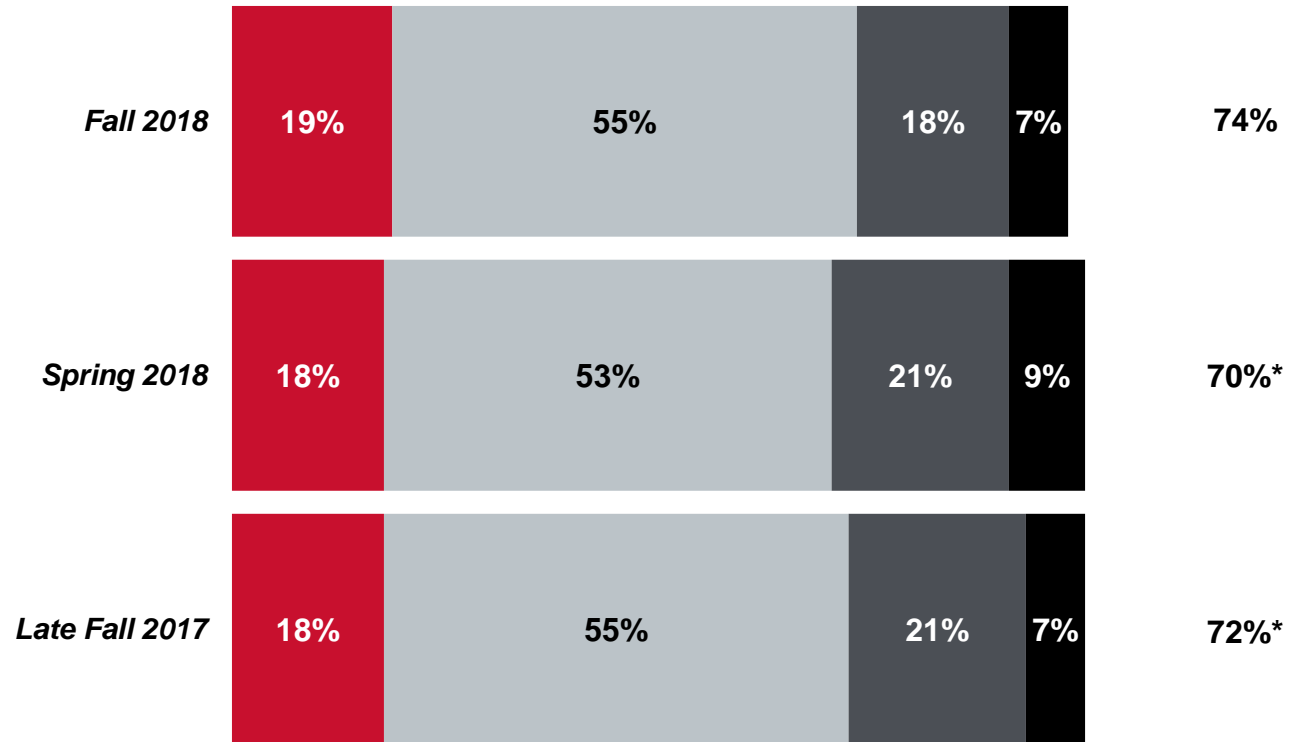


Attitudes Regarding Collaboration

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

% Agree

I believe that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary



*Rounding

Please tell me whether you agree or disagree with each of the following statements?

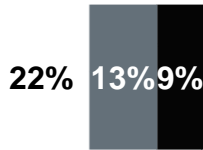
Base: Valid respondents (Bases vary)



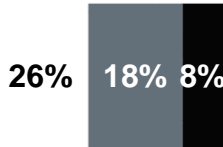
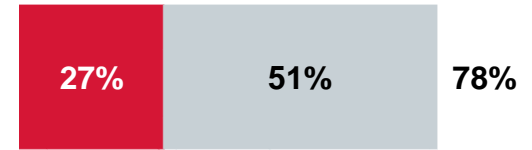
Perceptions of Transparency and Citizen Input

% Disagree

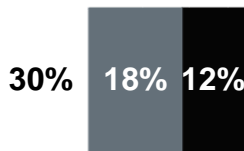
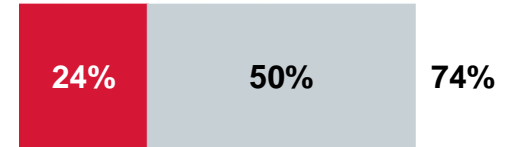
% Agree



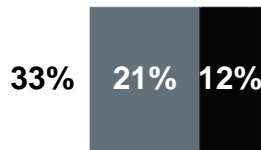
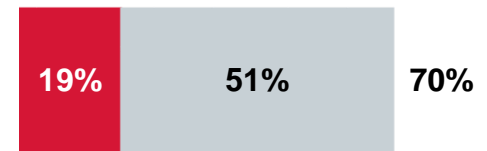
The City of Calgary practices open and accessible government



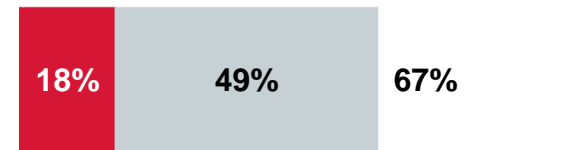
¹I am confident that The City of Calgary is working to improve how it includes citizen input into important decisions



The City uses input from Calgarians in decision-making about City projects and services



The City allows citizens to have meaningful input into decision-making



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?

¹Please tell me whether you agree or disagree with each of the following statements?

Base: Valid respondents (Bases vary)



2018 Highlights



- 1** Perceptions about the quality of life in Calgary remain strong, and perceptions of a ‘worsened’ quality of life continue to decline.
- 2** “*Infrastructure, traffic and roads*” dominates the 2018 issue agenda, and has gained prominence from one year ago.
- 3** Overall satisfaction with the level and quality of City services and programs is strong.
- 4** Transportation related services garner the strongest desire for increased investment, while the majority also say The City should invest more in affordable housing, social services and the Calgary Police Service.
- 5** The perceived value of property tax dollars remains moderate, while a preference for tax increases over service cuts shows directional movement.
- 6** Perceptions about The City’s customer service delivery holds strong.
- 7** Overall satisfaction with the quality of City information and communications remains solid.
- 8** Results highlight an overall strengthening of The City’s reputation, with both favourability and trust seeing significant gains.
- 9** Satisfaction with City Administration’s performance is up from one year ago.



Contact

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