

Calgary



# 2024 Spring Survey of Calgarians

Final report

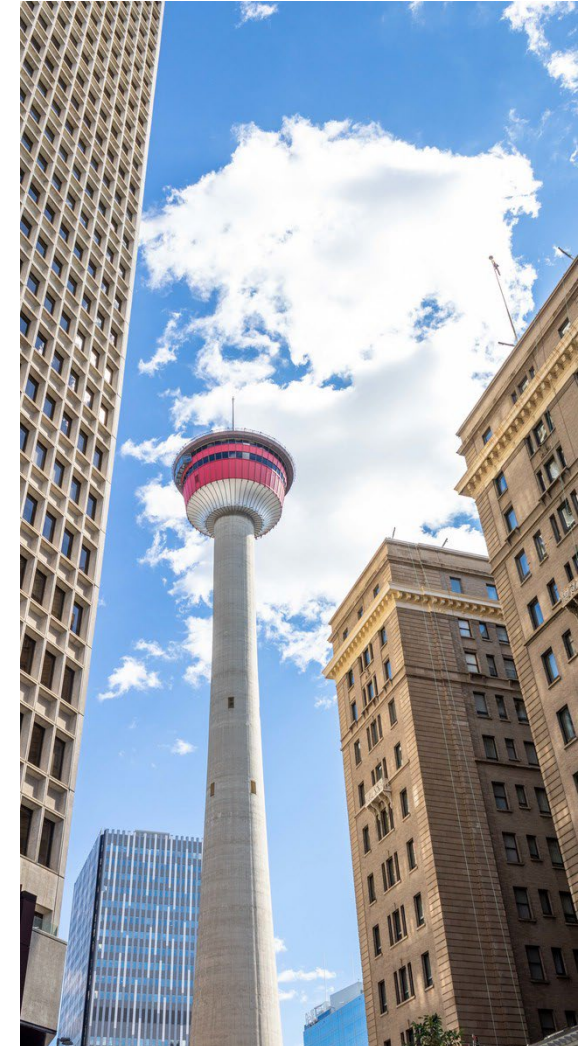
April 2024

Prepared by:



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## Methodology

The telephone survey was conducted by Ipsos Public Affairs from February 27, 2024 to March 26, 2024 with 2,501 Calgarians, via telephone survey. The average time to complete the survey was 29 minutes.

The survey was conducted using numbers from both cell phones (60%) and landlines (40%) to obtain a random and statistically-representative sample of Calgarians.

The margin of error (MOE) for the total sample of n=2,501 is  $\pm 2.0$  percentage points, 19 times out of 20.

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

Data were weighted based on the 2019 Municipal and 2021 Federal Census data for age, gender and quadrant to ensure composition reflects that of the actual Calgary population aged 18 or older. Although the results are weighted, the sample size shown for each question represents the number of actual respondents (i.e. unweighted n).

# Interpreting results

## Interpreting results

When assessing City programs and services, each respondent is asked to rate about one-fifth of the 50 programs and services evaluated. The programs and services evaluated are randomly assigned.

Results are compared, where possible, with those of the Fall Survey of Calgarians (formerly the Fall Citizen Satisfaction Survey) and the Spring Survey of Calgarians (formerly the Spring Pulse Survey).

- Statistically significant changes from fall 2023 to spring 2024 or from spring 2023 to spring 2024 are noted
- ↑ indicates number is significantly higher than fall 2023/spring 2023
- ↓ indicates number is significantly lower than fall 2023/spring 2023
- Given the time of year in which each survey is conducted and the potential seasonal differences, care should be taken when comparing the findings of the 2024 Spring Survey of Calgarians to those of the 2023 Fall Survey of Calgarians.

Some bar charts in this report do not add to 100% due to rounding.

The 2006 to 2016 iterations of the survey were conducted annually in the Fall. Starting in 2017, the survey has been conducted twice annually, with a spring and a fall wave.

- Following the municipal election in 2017, a Late Fall survey wave was conducted using a truncated version of the survey.

# 2024 Spring highlights (1 of 3)

1. Calgary continues to be a city with a high quality of life, as seven-in-ten residents rate it as being 'good'. Spring 2024 results are significantly lower than both fall 2023 and spring 2023. Additionally, three-fifths of Calgarians believe quality of life has worsened in the past 3 years, marking a historic high for this measure.
2. Many residents hold positive views on making a life and making a living in Calgary, although perceptions of both measures have declined since fall 2023. Seven-in-ten now say Calgary is a great place to make a life, while just over three-fifths say Calgary is a great place to make a living. Looking to the future, two-thirds of Calgarians are optimistic that the city is heading in the right direction for the coming decade, marking a historic low.
3. 'Infrastructure, traffic and roads,' 'homelessness, poverty and affordable housing,' and 'crime, safety and policing' remain as key top-of-mind issues for Calgarians, consistent with fall 2023. 'Economy' and 'transit' have risen in priority since spring 2023. Compared to fall 2023 there has been an increase in mentions of 'taxes' and 'economy', while there have been significant declines in mentions of 'crime, safety and policing' and 'homelessness, poverty and affordable housing.'
4. Overall satisfaction with City services sits at just above three-fifths, down from fall 2023. Individual services are still rated positively. Notable declines are seen for satisfaction with affordable housing, development approvals, City planning and real estate as well as social services, and engagement, among others. Meanwhile gains are seen for a mix of services including sidewalks and pathways, Calgary 9-1-1 and Calgary Fire Department.
5. Calgarians' top investment priorities remain housing, transit, social services, and emergency response, with some shifts. Over three-quarters prioritize affordable housing, while around two-thirds each favour public transit and social services, the latter up from spring 2023. Desire for 'more' investment has grown for water treatment and social services but declined in five areas, notably sidewalks and Calgary 9-1-1. Drops in 'more' are offset by wanting investment to 'stay the same' instead.

## 2024 Spring highlights (2 of 3)

6. Perceived value for taxes is at an all-time low, with just over two-fifths rating its value as 'good'. Calgarians are divided about balancing taxation and service delivery, with no clear majority favouring either increasing taxes or cutting services. Seasonal fluctuations persist within the 'increase taxes' options, with a preference for any tax increase at inflation to maintain services being more pronounced in the spring.
7. Around three-fifths of Calgarians rate City communication positively, but satisfaction is down from 2023 and is now at its lowest level since tracking began. Likewise, perceptions of The City's customer service remain positive overall, but most measures have declined gradually to new lows.
8. In fall 2023 all four public engagement measures declined. Now, in spring 2024, two measures have since improved (using input from Calgarians in decision making and Calgarians having enough opportunities to provide input) but have not quite returned to spring 2023 levels. The other two measures (The City allows Calgarians to have meaningful input and is working to improve how it includes input) remain down from spring 2023 at the same levels of fall 2023.
9. Trust in The City has hit an all-time low, with nearly two-fifths expressing trust, down from fall 2023. This decline is echoed in satisfaction with City leadership and performance. Ratings for the City of Calgary as a whole and City Administration both dropped in fall 2023 and remain at lower levels, while satisfaction with Council has eroded even further since fall 2023. Perceptions of collaboration, fiscal responsibility, and transparency also weakened in fall 2023 and have not rebounded, but encouragingly have not deteriorated further.
10. The Green Line LRT and Calgary's environment emerge as bright spots. Nearly nine-in-ten believe the Green Line is key for Calgary's future and support the full vision. Similarly, over nine-in-ten rate Calgary's overall environment positively, and around four-fifths are satisfied with the job The City is doing to protect the environment. Despite minor dips on some metrics, sentiment in these areas remains resoundingly favourable. On a new measure, three-fifths agree The City should be doing more in the fight against climate change.



# 2024 Spring highlights (3 of 3)

## Quality of life

Good quality of life



Calgary is a great place to make a life



Calgary is a great place to make a living



Calgary is on the right track to be a better city in 10 years



## Value for taxes and satisfaction with services and programs

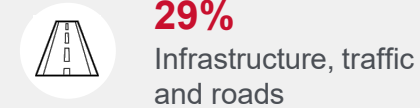


Satisfied with City services or programs

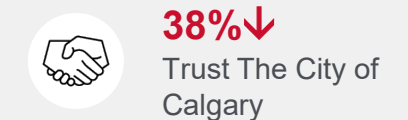
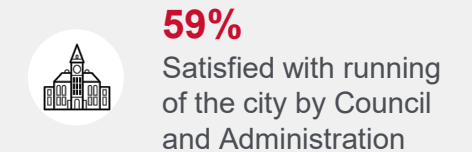


Good value for tax dollars

## Issue agenda (top 3)



## City performance and reputation



↑/↓ Statistically higher/lower than fall 2023



# Quality of life



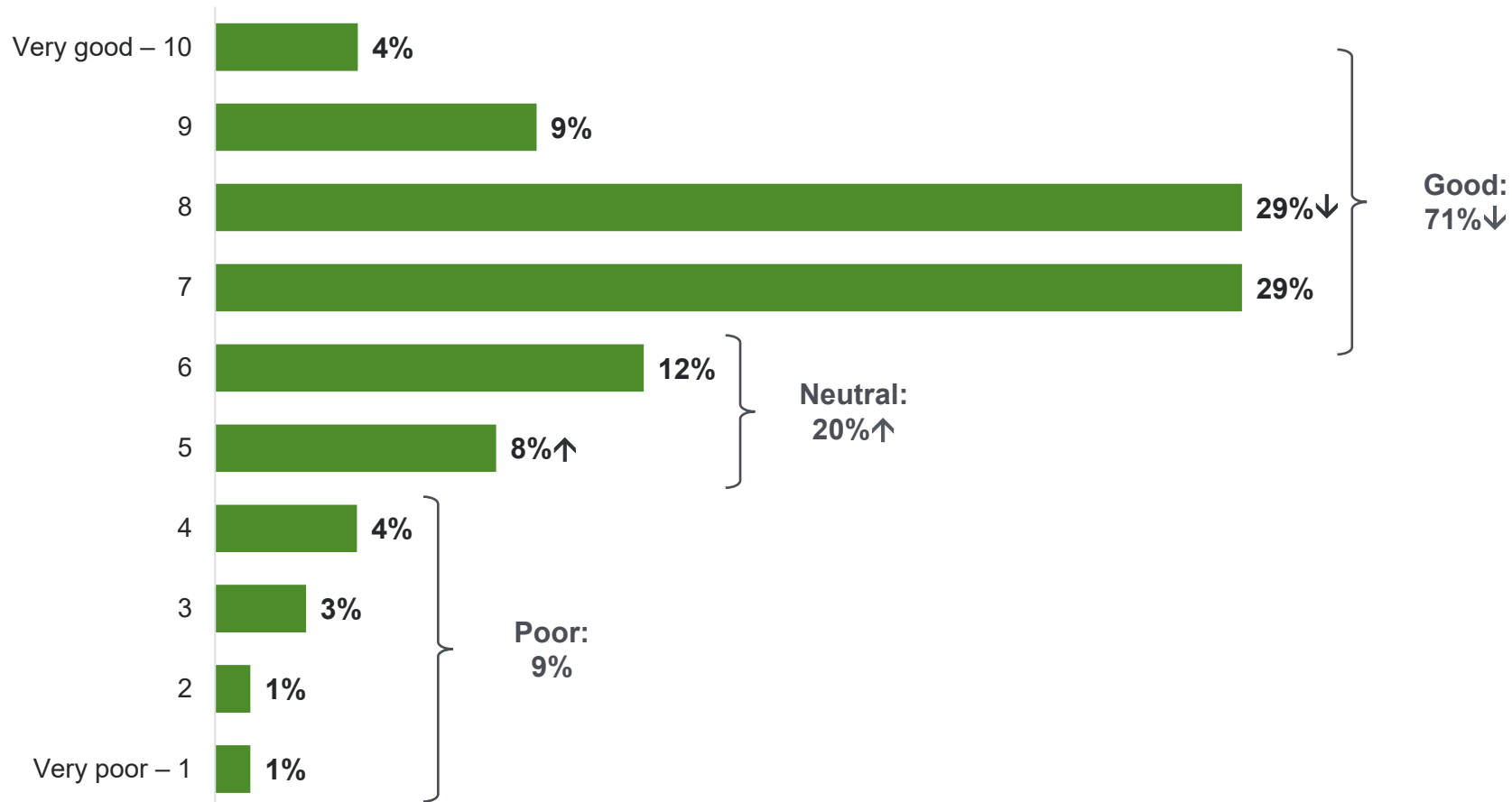
# Summary of findings: Quality of life

**All spring 2024 quality of life ratings have declined compared to spring 2023, with some declines first observed in fall 2023 and remaining stable, while others have emerged as new drops since the fall 2023 wave.**

- While seven-in-ten (71%) Calgarians rate their overall quality of life as 'good,' this represents a significant decline from both the fall 2023 (76%) and spring 2023 (78%) waves.
- Moreover, there has been a substantial increase in the proportion of residents who believe that Calgary's quality of life has worsened over the past three years, now at around three-fifths (62%), which is on par with fall 2023 (59%). Both spring 2024 and fall 2023 are up significantly from spring 2023 (49%).
- Perceptions of Calgary as a great place to make a life and a living have also seen declines. Seven-in-ten (69%) agree that Calgary is a great place to make a life, marking a significant decrease from fall 2023 (75%) and spring 2023 (78%). Similarly, more than three-fifths (63%) view Calgary as a great place to make a living, a significant drop from fall 2023 (70%) and spring 2023 (73%).
- Calgarians' views on the City's efforts to foster inclusivity and accessibility have shown similar downward trends. Around three-fifths (62%) believe the municipal government promotes an inclusive and accepting city, significantly lower than fall 2023 (67%) and spring 2023 (69%). There has also been a significant decline in the perception that the City strives to create an equally accessible city for all, now at around one-half (54%), down from spring 2023 (60%).
- Agreement that the City delivers programs and services to remove participation barriers for those in need is now around one-half (46%) and remains stable compared to fall 2023 (48%). Both spring 2024 and fall 2023 are significantly lower than spring 2023 (53%).
- Looking to the future, Calgarians show less optimism about the city's direction. Nearly two-fifths (38%) agree that the city is moving in the right direction to ensure a high quality of life for future generations, consistent with fall 2023 (38%). Both spring 2024 and fall 2023 are down significantly from spring 2023 (51%). Nonetheless, two-thirds (65%) still believe Calgary is on the right track to becoming a better city in the next decade, although this too shows a significant decline from both fall 2023 (70%) and spring 2023 (77%) and this is the lowest this measure has been since first recorded.



# Overall quality of life in Calgary



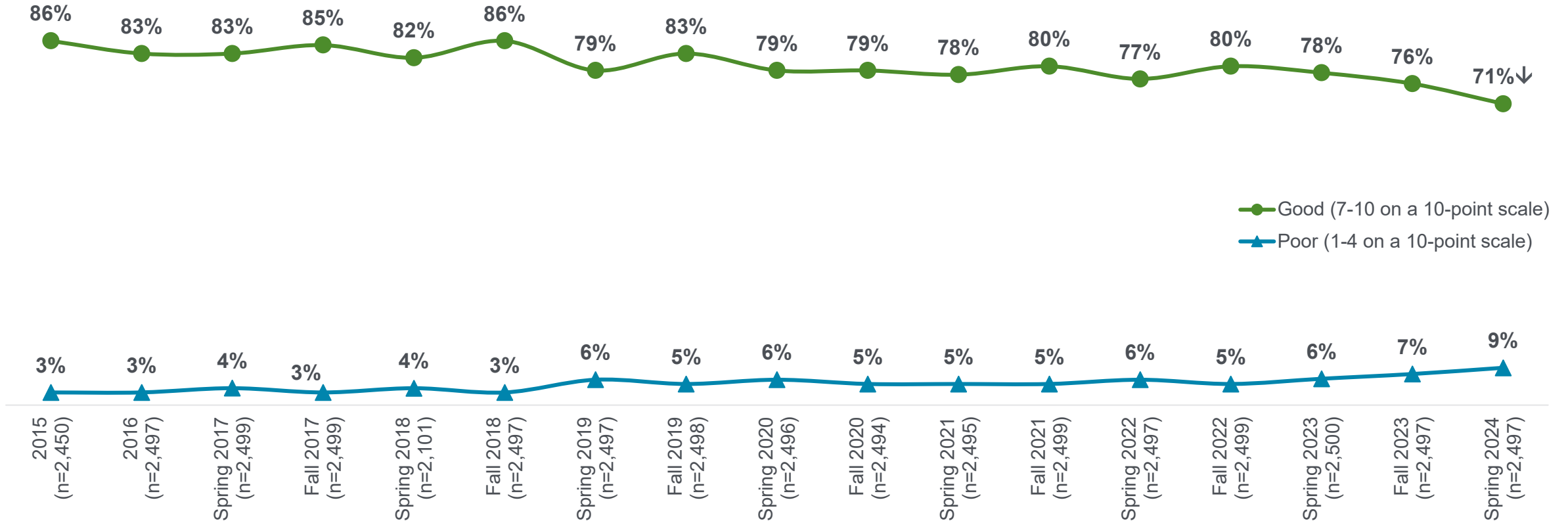
Q. On a scale of 1 to 10 where “1” is “very poor” and “10” is “very good,” how would you rate the overall quality of life in the city of Calgary today?  
 Base: Valid respondents (n=2,497)

↑/↓ Statistically higher/lower than fall 2023



# Tracking – Overall quality of life

Overall quality of life in the city of Calgary today



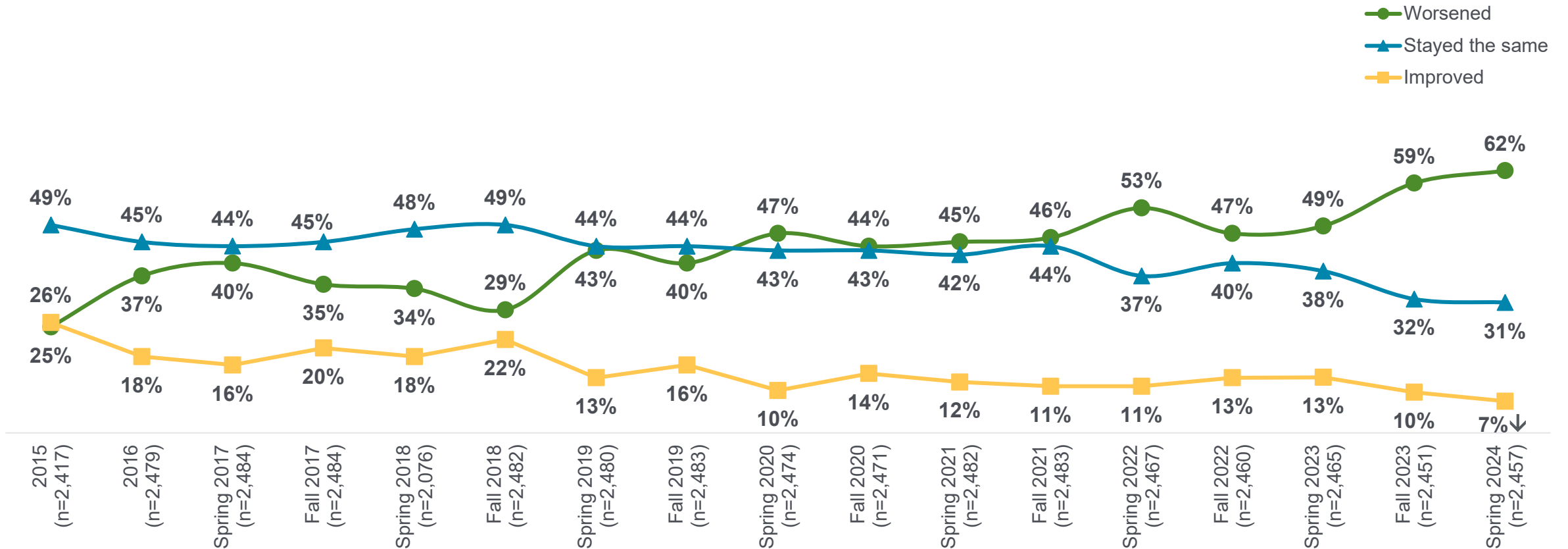
Q. On a scale of “1” to “10” where “1” is “very poor” and “10” is “very good,” how would you rate the overall quality of life in the city of Calgary today?  
 Base: Valid respondents

↑/↓ Statistically higher/lower than fall 2023



# Tracking – Perceived change in the quality of life

Perceived change in the quality of life



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

↑/↓ Statistically higher/lower than fall 2023

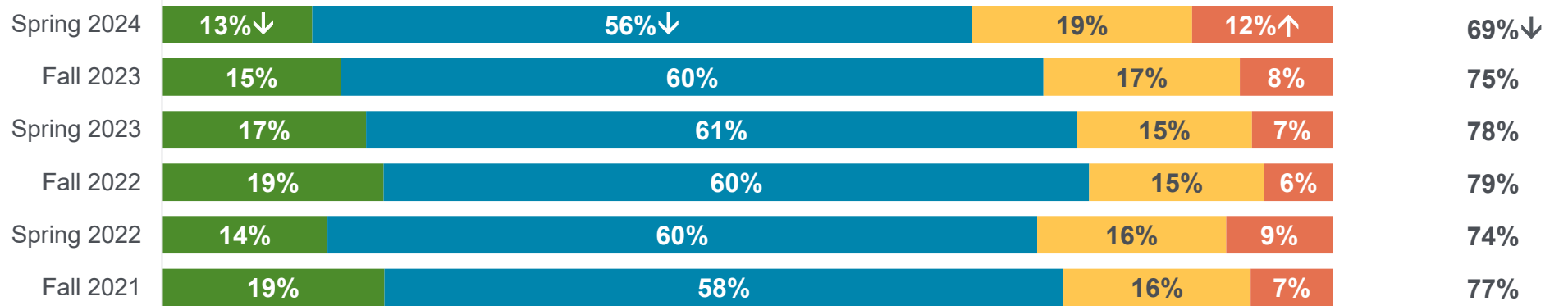


# Make a life and make a living

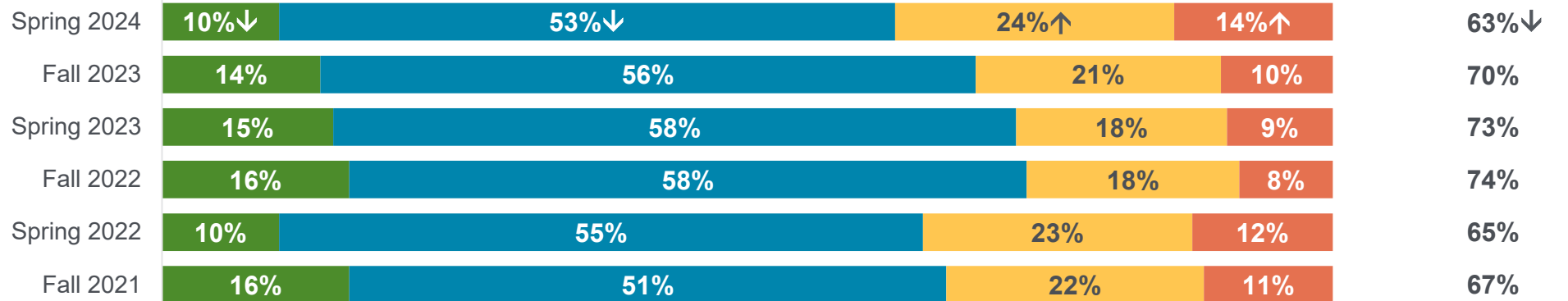
■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

**Agree**  
(10, 9, 8 or 7 out of 10)

Calgary is a great place to make a life



Calgary is a great place to make a living



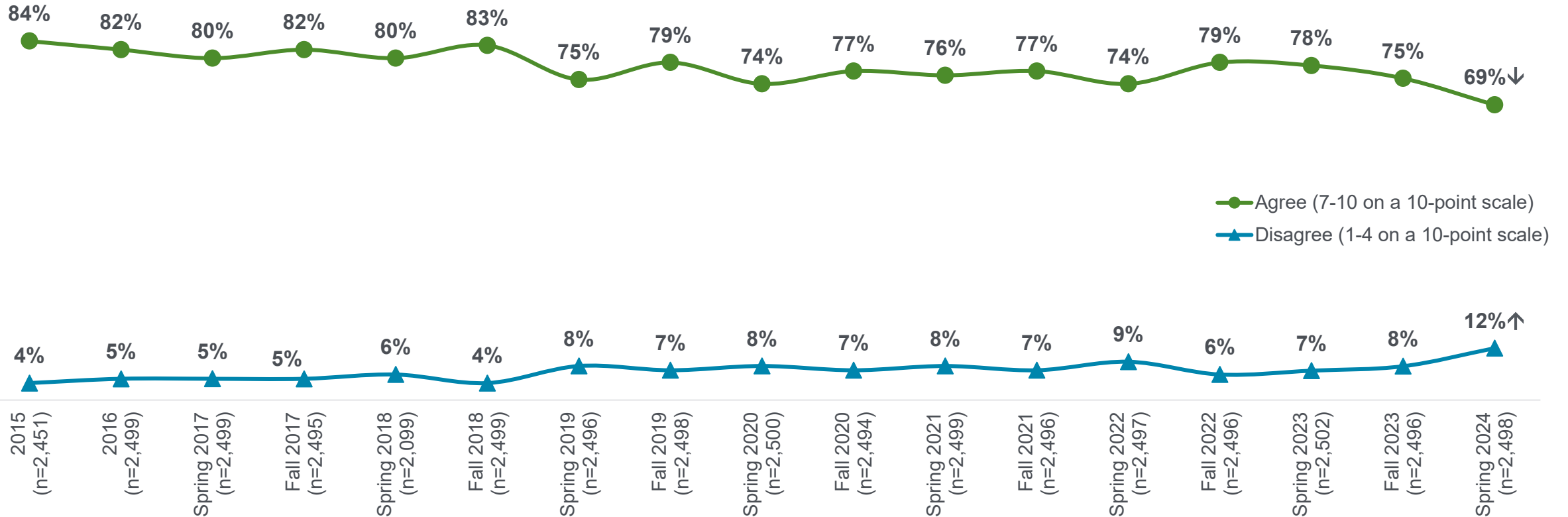
Q. Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."  
Base: Valid respondents (bases vary)

↑/↓ Statistically higher/lower than fall 2023



# Tracking – Make a life

Calgary is a great place to make a life



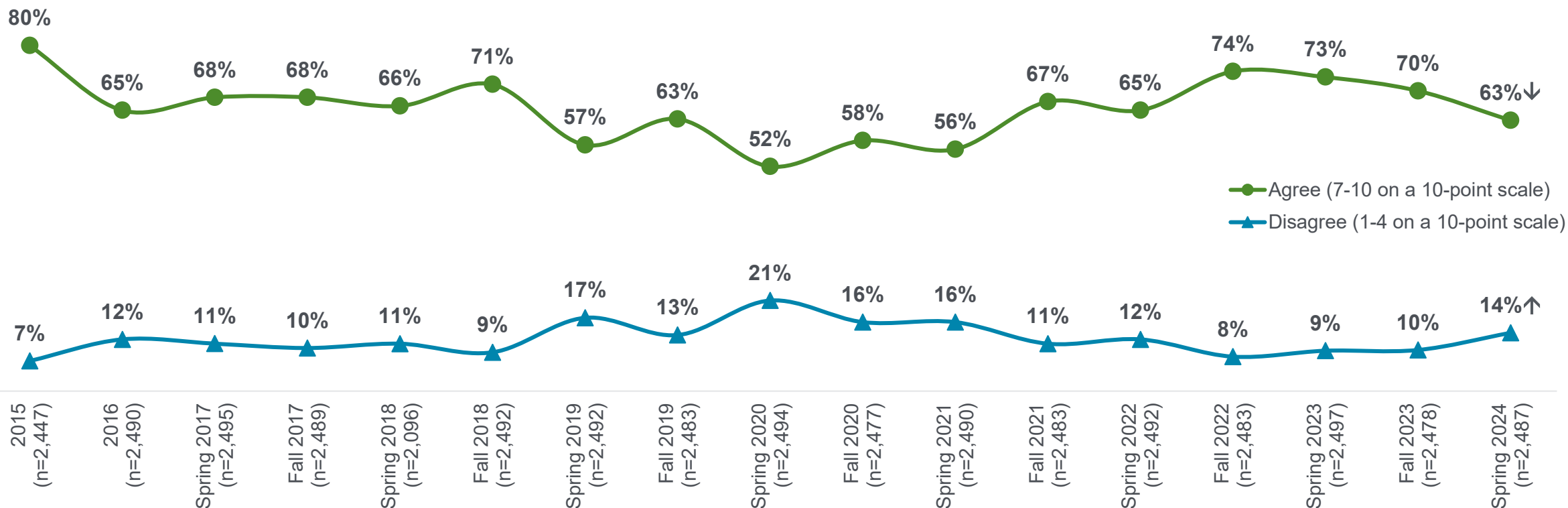
Q. Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."  
 Base: Valid respondents

↑/↓ Statistically higher/lower than fall 2023



# Tracking – Make a living

Calgary is a great place to make a living



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

↑/↓ Statistically higher/lower than fall 2023

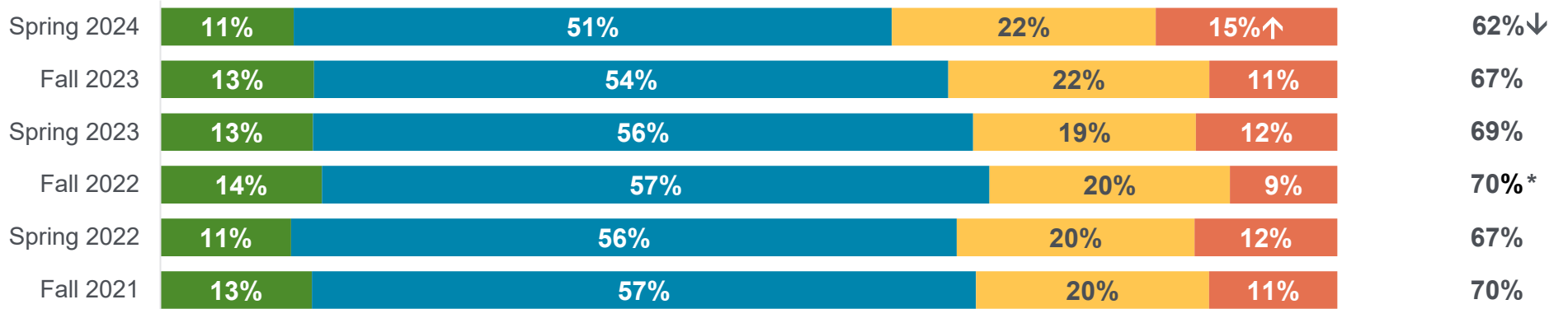


# Inclusivity and future direction

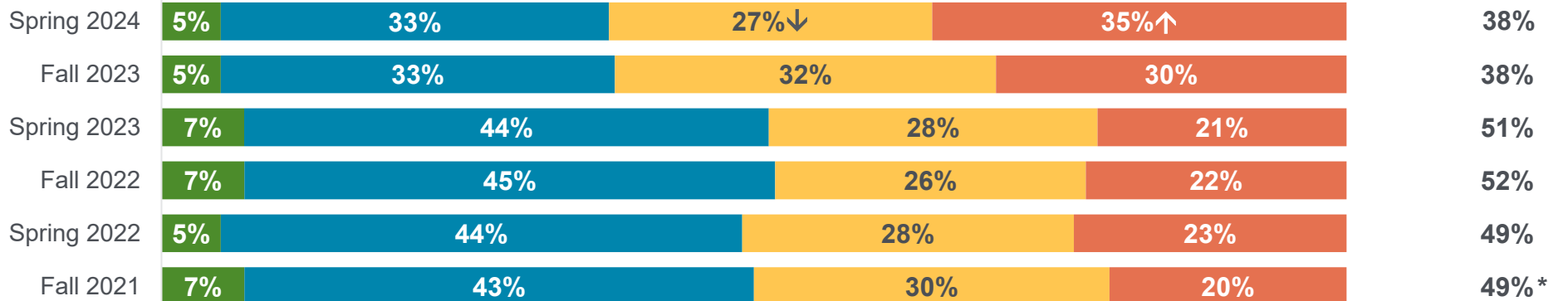
■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

**Agree**  
(10, 9, 8 or 7 out of 10)

The City of Calgary municipal government fosters a city that is inclusive and accepting of all



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



Q. Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."  
Base: Valid respondents (bases vary)

\*Rounding

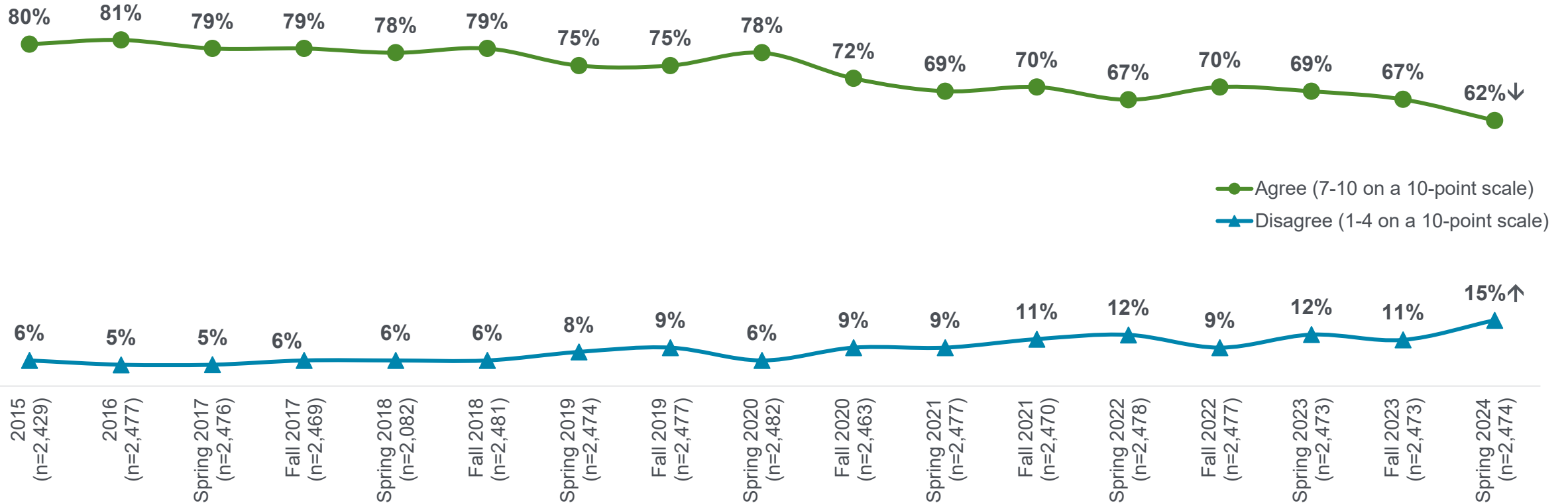
↑/↓ Statistically higher/lower than fall 2023





# Tracking – Inclusivity

The City of Calgary municipal government fosters a city that is inclusive and accepting of all



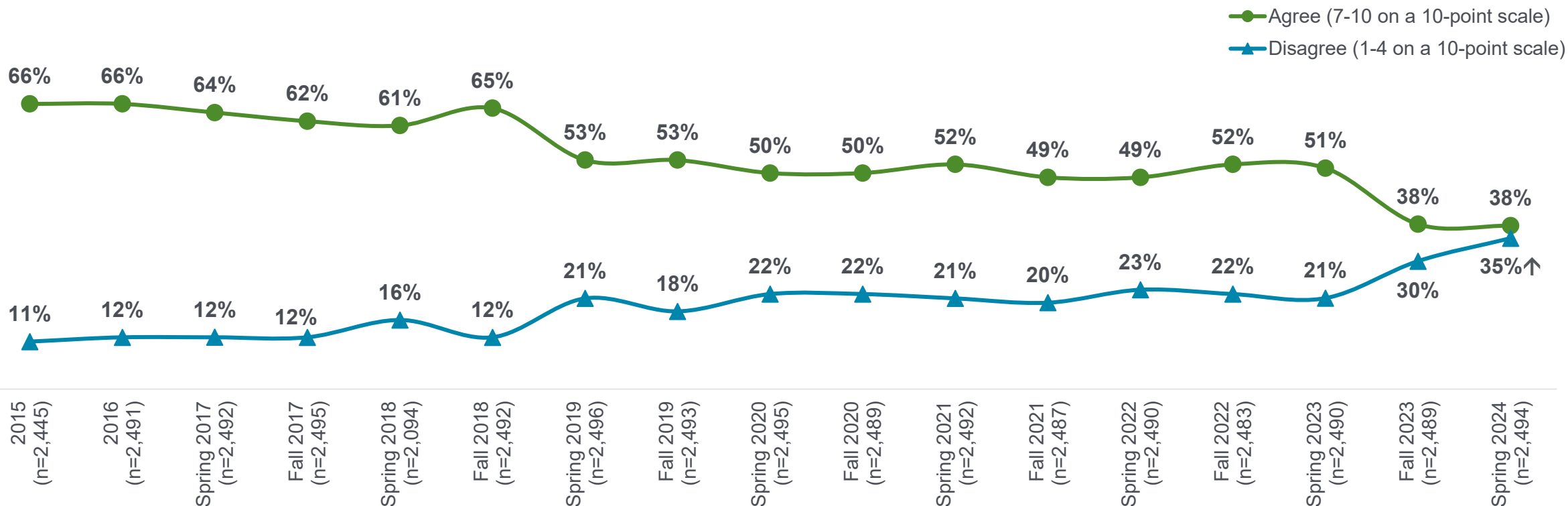
Q. Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."  
Base: Valid respondents

↑/↓ Statistically higher/lower than fall 2023



# Tracking – The future direction of Calgary

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



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

↑/↓ Statistically higher/lower than fall 2023

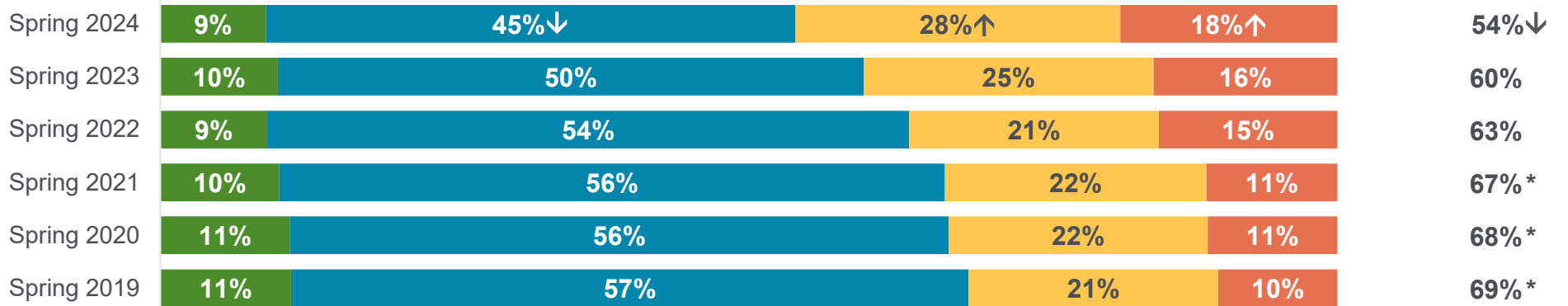


# Accessibility

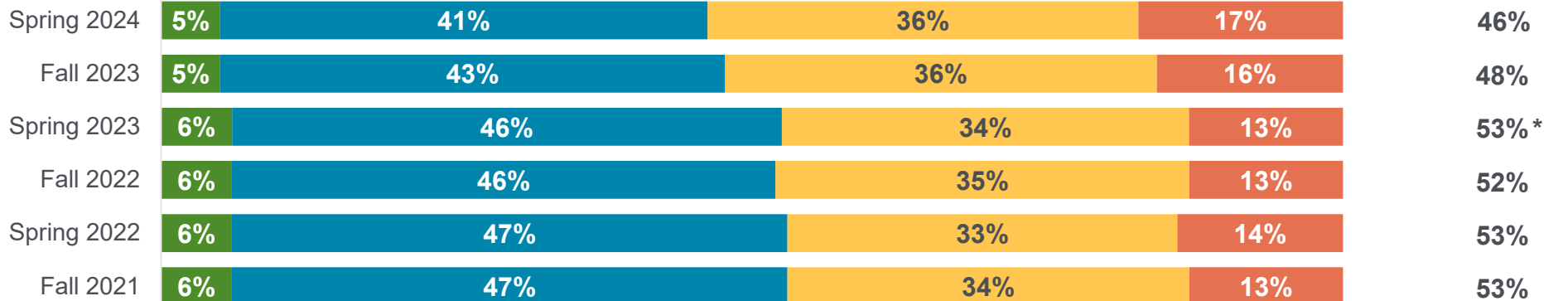
■ Completely Agree (10)  
 ■ Agree (9, 8 or 7)  
 ■ Neutral (6 or 5)  
 ■ Disagree (4, 3, 2 or 1)

**Agree**  
(10, 9, 8 or 7 out of 10)

The City of Calgary municipal government strives to create a city that is equally accessible for all Calgarians, no matter their physical ability+



The City of Calgary delivers programs and services that remove barriers to participation for Calgarians who need it the most



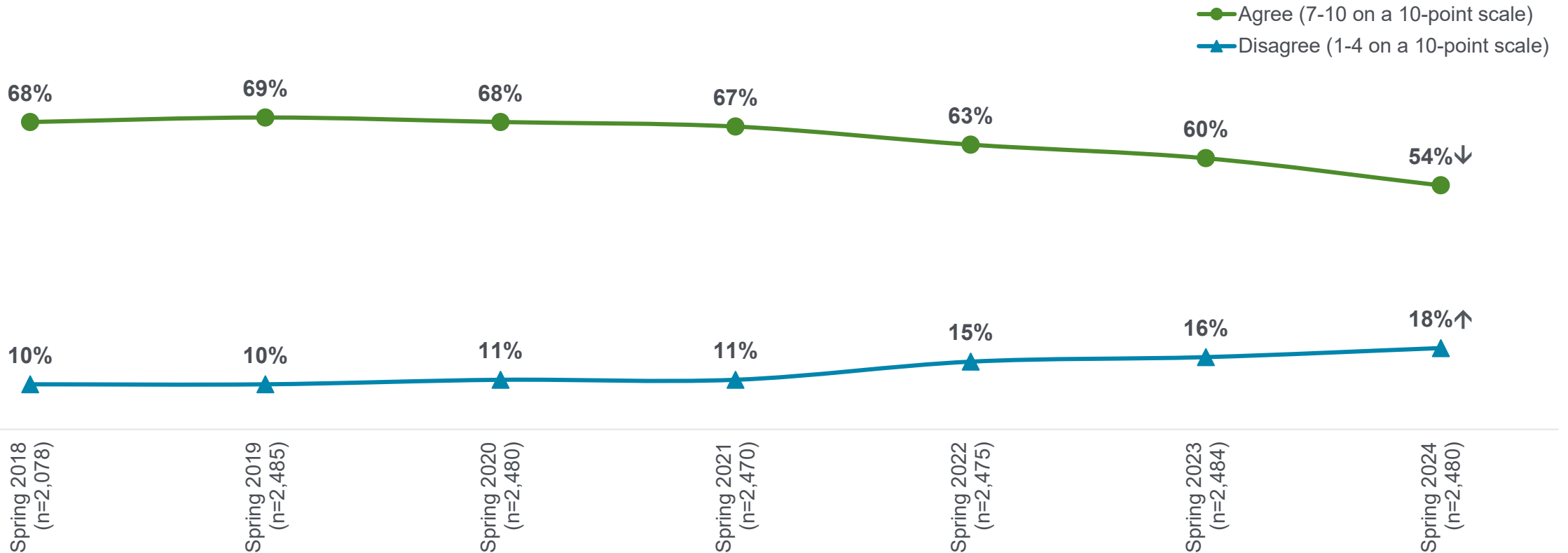
Q. Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."  
Base: Valid respondents (bases vary)

+All waves conducted in spring  
\*Rounding  
↑/↓ Statistically higher/lower than previous wave



# Tracking – Strives to create a city that is equally accessible for all

The City of Calgary municipal government strives to create a city that is equally accessible for all Calgarians, no matter their physical ability



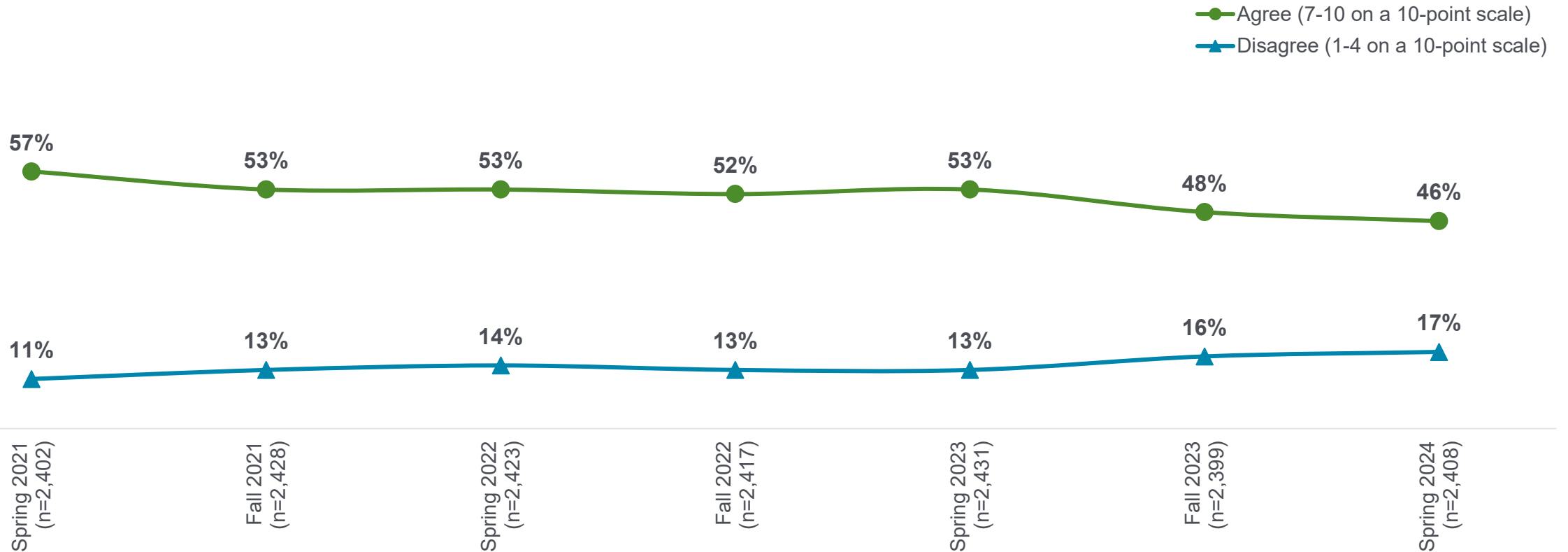
Q. Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."  
 Base: Valid respondents

↑/↓ Statistically higher/lower than spring 2023



# Tracking – Delivers programs and services that remove barriers to participate

The City of Calgary delivers programs and services that remove barriers to participation for Calgarians who need it the most

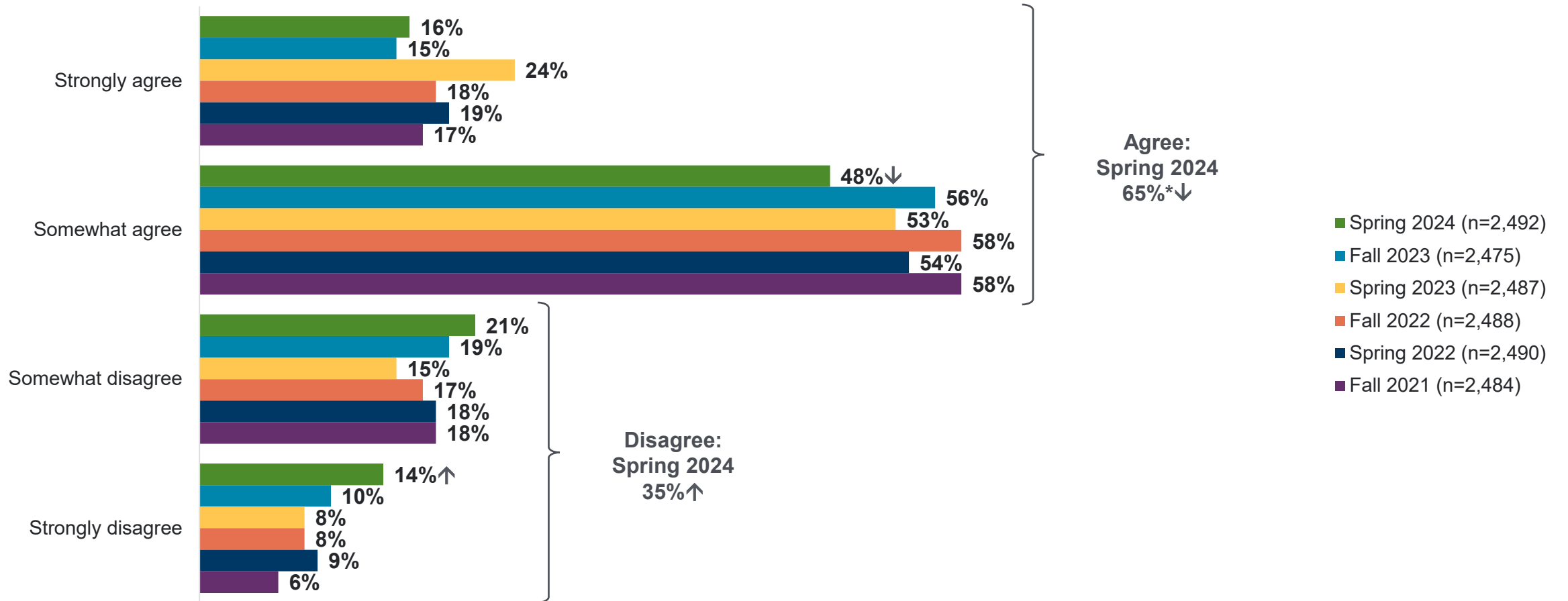


Q. Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."  
 Base: Valid respondents

↑/↓ Statistically higher/lower than fall 2023



# On the right track to be a better city



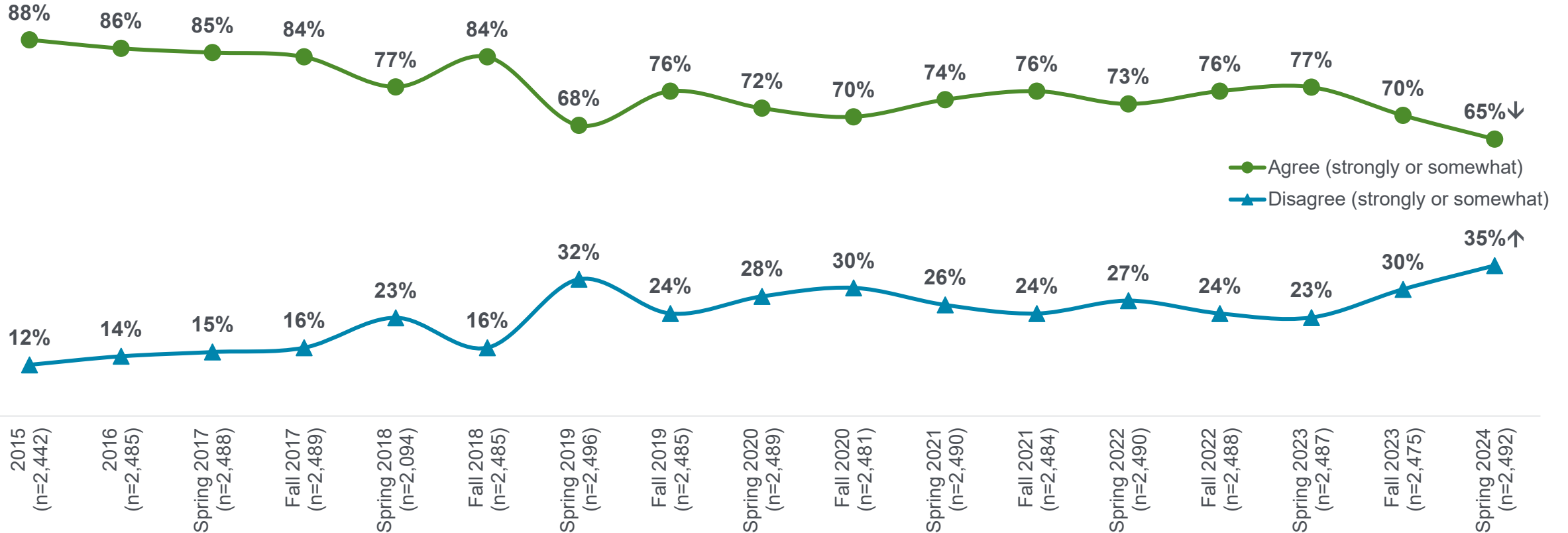
Q. There are challenges facing The City of Calgary today, but also success stories. Do you agree or disagree that: Calgary is on the right track to be a better city 10 years from now.  
Base: Valid respondents

\*Rounding  
↑/↓ Statistically higher/lower than fall 2023



# Tracking – On the right track to be a better city

Calgary is on the right track to be a better city 10 years from now



Q. There are challenges facing The City of Calgary today, but also success stories. Do you agree or disagree that: Calgary is on the right track to be a better city 10 years from now.  
Base: Valid respondents

↑/↓ Statistically higher/lower than fall 2023



# Issue agenda



# Summary of findings: Issue agenda

## Calgary's top issues remain consistent since fall 2023, with minor shifts in their ranking.

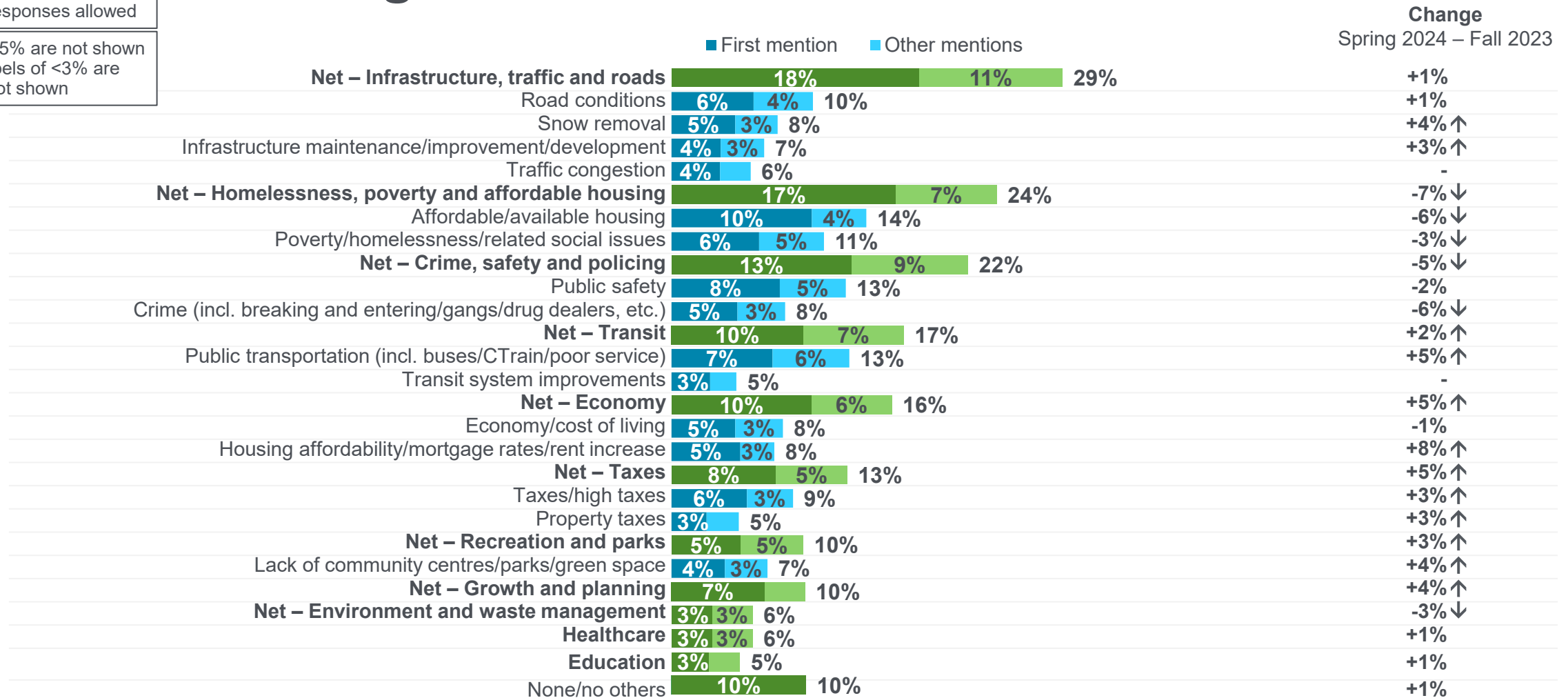
- For Spring 2024, 'infrastructure, traffic, and roads' remains the top concern for Calgarians, with a notable three-in-ten (29%) identifying it as the issue that should be addressed by local leaders. Mention of this as an issue has remained relatively stable with fall 2023 (28%) but is statistically lower than spring 2023 (39%).
- 'Homelessness, poverty, and affordable housing' moves to the second most pressing issue, with one-quarter (24%) of Calgarians mentioning this issue. This marks a significant drop from fall 2023 (31%), but a significant increase from spring 2023 (15%). *Of note however, this decline is due to the removal of some Calgarians who mistake "housing affordability" with "affordable housing". Those responses are now under 'economy'.*
- 'Crime, safety, and policing' lands as the third most pressing issue, with around one-fifth (22%) mentioning this as an issue. The proportion of Calgarians mentioning this has significantly decreased from fall 2023 (27%) although it is on par with spring 2023 (24%).
- The fourth spot is now occupied by 'Transit', with fewer than one-fifth (17%) of Calgarians highlighting it. Mentions of transit has had a slight but significant increase from fall 2023 (15%) but is on par with spring 2023 (18%).
- And 'Economy' is now in the fifth position and has seen a shift in priority, with nearly one-fifth (16%) of Calgarians now considering it a key issue, a significant increase from fall 2023 (11%) and spring 2023 (7%).
- Other issues like 'taxes,' 'recreation and parks,' and 'growth and planning' have seen increases in mentions compared to fall 2023 but remain lower priorities overall.



# Issue agenda

Multiple responses allowed

Mentions <5% are not shown  
Data labels of <3% are not shown



Note: A “Net” is a combination of 2 or more mentions that cover a specific theme.

Q. 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?

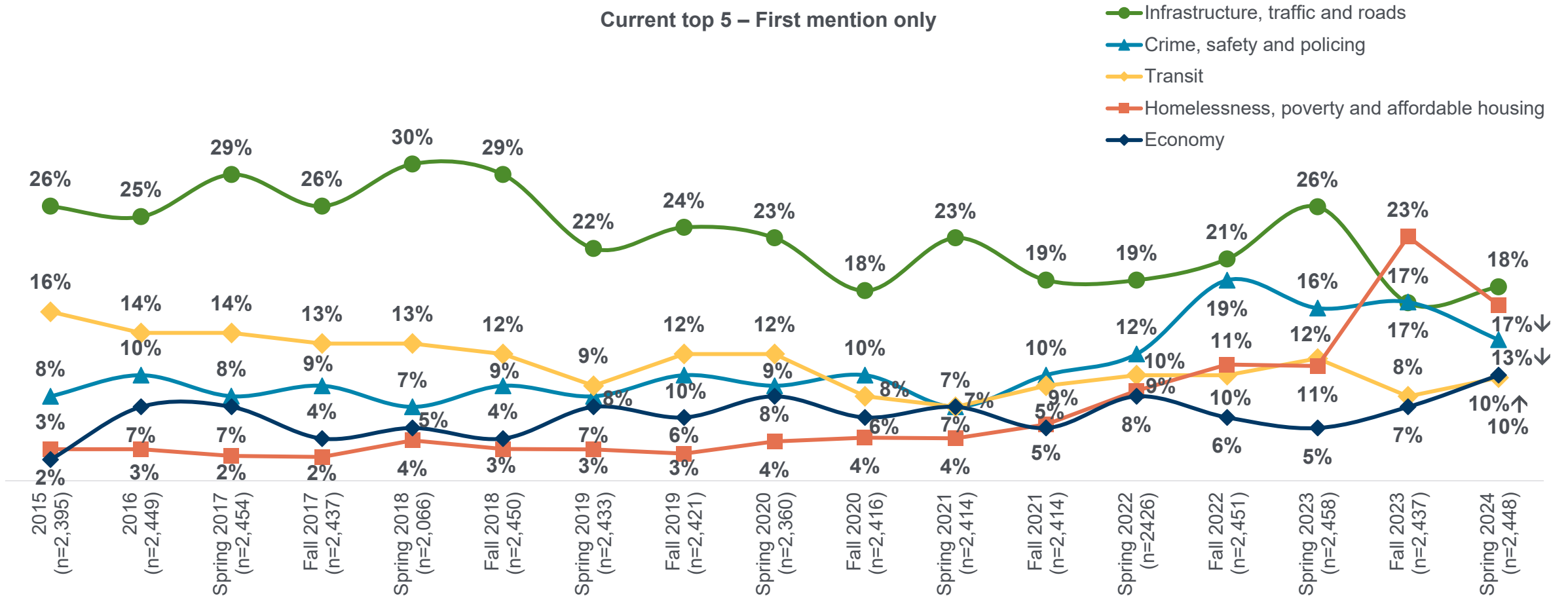
Base: Valid respondents (n=2,456)

↑/↓ Statistically higher/lower than fall 2023



# Tracking – Most important issue facing Calgary

Current top 5 – First mention only



Q. 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?  
 Base: Valid respondents

↑/↓ Statistically higher/lower than fall 2023



# City programs and services

# Summary of findings: Satisfaction with City services and programs

## The City is delivering its core programs and services to the satisfaction of a majority of Calgarians.

- Two-thirds (63%) of Calgarians are satisfied with the overall level and quality of services and programs offered by The City of Calgary. Overall satisfaction has slipped significantly from spring 2023 (67%) and fall 2023 (69%).
- Many specific services continue to receive strong satisfaction scores. In total, 32 out of the 50 services and programs receive satisfaction ratings from 80% or more Calgarians. Even more favourably, 11 out of the 50 services receive satisfaction ratings from 90% or more.
- Services receiving the **highest satisfaction ratings** (90% or more) include:
  - Calgary Fire Department emergency response (97%)
  - Wastewater collection and treatment (95%)
  - Fire inspection and enforcement (95%)
  - Water treatment and supply, including the availability and supply of clean, safe drinking water (94%)
  - Library services (94%)
  - Stormwater management (93%)
  - Calgary 9-1-1 (91%)
  - Residential Black Cart garbage collection+ (91%)
  - City cemeteries (91%)
  - Residential Blue Cart recycling (90%)
  - 311 service (90%)
- Services receiving the **lowest satisfaction ratings** (under 70%) include:
  - Development approvals (68%)
  - Downtown revitalization (66%)
  - Parking and enforcement (65%)
  - Public transit including bus and CTrain service (61%)
  - Affordable housing for low-income Calgarians (38%)

# Summary of findings: Investment priorities

**Calgarians' top investment priorities remain focused on housing, social services, transit, and emergency response, with slight reordering and one new addition to the top 5 compared to last spring.**

- Calgarians' support for 'more' investment varies across different areas, with the top five being:
  - Affordable housing for low-income Calgarians (76%). This ranks at #1 in both spring 2024 and spring 2023 (73%).
  - Public transit including bus and CTrain service (68%). This remains steady in both spring 2024 and spring 2023 (70%).
  - Social services for individuals such as seniors or youth (68%). This moved up from #5 in 2023, with support increasing from 58% to 68%.
  - Calgary 9-1-1 (54%). This maintains its position in the top 5 despite a significant decrease in support from 67% in spring 2023 to 54% now.
  - Calgary Fire Department emergency response (54%). This ranked #6 in spring 2023 and now inches into the top 5.

**Spring 2024 sees increased support for investing in water treatment and social services. The desire for 'more' investment has diminished in seven areas, though this is offset by a rise in the preference for investment to 'stay the same' rather than be lowered.**

- Compared to spring 2023, statistical increases in 'more investment' are notable for two services:
  - Water treatment and supply, including the availability and supply of clean, safe drinking water (43%, up 14 points)
  - Social services for individuals such as seniors or youth (68%, up 10 points)
- Compared to spring 2023, statistical decreases in 'more investment' are notable for seven programs or services:
  - Sidewalks and pathways including building and repairing (42%, down 14 points)
  - Calgary 9-1-1 (54%, down 13 points)
  - Emergency management and business continuity (39%, down 10 points)
  - Appeals and tribunals (21%, down 10 points)
  - Bylaw education and compliance (32%, down 6 points)

# Summary of findings: Importance vs. satisfaction analysis

- Sixteen **Primary Strengths** (areas where both importance and satisfaction are relatively high) have been identified:
  - Calgary Fire Department emergency response (100% importance, 97% satisfaction)
  - Wastewater collection & treatment (99% importance, 95% satisfaction)
  - Fire inspection & enforcement (95% importance, 95% satisfaction)
  - Water treatment and supply, including the availability and supply of clean, safe drinking water (99% importance, 94% satisfaction)
  - Stormwater management (96% importance, 93% satisfaction)
  - Residential Black Cart garbage collection (97% importance, 91% satisfaction)
  - Calgary 9-1-1 (99% importance, 91% satisfaction)
  - 311 service (94% importance, 90% satisfaction)
  - Residential Blue Cart recycling (94% importance, 90% satisfaction)
  - Fire safety education (94% importance, 89% satisfaction)
  - Parks & open spaces (96% importance, 89% satisfaction)
  - Waste and Recycling Services (95% importance, 87% satisfaction)
  - Emergency management & business continuity services, including emergency management and disaster planning and response (97% importance, 87% satisfaction)
  - Building Safety - approvals and inspections (96% importance, 86% satisfaction)
  - Urban forestry - that is, the planting, maintenance and protection of public trees (95% importance, 84% satisfaction)
  - Sidewalks & pathways including building and repairing (93% importance, 82% satisfaction)

# Summary of findings: Importance vs. satisfaction analysis (continued)

- Eleven **Secondary Strengths** (areas that have relatively high satisfaction scores but low importance ratings) include:
  - Library services (90% importance, 94% satisfaction)
  - Residential Green Cart composting (86% importance, 89% satisfaction)
  - Records management, access & privacy (88% importance, 89% satisfaction)
  - City operated recreation facilities such as pools, leisure centres, and golf courses (90% importance, 88% satisfaction)
  - Pet ownership & licensing (76% importance, 87% satisfaction)
  - Business licensing (85% importance, 86% satisfaction)
  - Arts & culture, including festivals (81% importance, 85% satisfaction)
  - City of Calgary website (81% importance, 84% satisfaction)
  - Appeals and tribunals (79% importance, 84% satisfaction)
  - Environmental management services that manage environmental issues, risks, and opportunities (88% importance, 83% satisfaction)
  - Land development & sales services that support business community growth through the development of industrial land (86% importance, 83% satisfaction)



# Summary of findings: Importance vs. satisfaction analysis (continued)

- **Primary Opportunities** represent key areas for improvement. These areas are regarded as relatively high in importance but relatively low in satisfaction. Ten primary opportunities are identified:
  - Bylaw education & compliance services that develop, maintain, and enforce municipal bylaws in Calgary (92% importance, 79% satisfaction)
  - City communications (92% importance, 78% satisfaction)
  - Neighbourhood supports, providing support for organizations and residents to make their neighbourhood a better place to live, work and play (92% importance, 78% satisfaction)
  - Municipal elections (93% importance, 74% satisfaction)
  - Social services for individuals such as seniors or youth (95% importance, 74% satisfaction)
  - Streets, including traffic operations, building, maintenance, and on-street bikeways (94% importance, 73% satisfaction)
  - Property assessment (92% importance, 72% satisfaction)
  - City planning & policy services that provide land use policies, guidelines, and regulations (92% importance, 72% satisfaction)
  - Snow clearing (98% importance, 70% satisfaction)
  - Development approvals, services that review and approve all land development proposals (92% importance, 68% satisfaction)
- **Secondary Opportunities** are areas relatively low in satisfaction but are also generally less important. Nine secondary opportunities have been identified:
  - Economic development & tourism, services that coordinate initiatives managed by independent City partner organizations (84% importance, 82% satisfaction)
  - City operated recreation programs such as swimming lessons (89% importance, 81% satisfaction)
  - Specialized transit services like Transit Access (85% importance, 81% satisfaction)
  - Community strategy services that advance social wellbeing for all Calgarians (87% importance, 78% satisfaction)
  - Property tax payment administration (85% importance, 77% satisfaction)
  - Citizen engagement and research (87% importance, 73% satisfaction)
  - Real estate, that handles City transactions for sustainable land management (87% importance, 72% satisfaction)
  - Downtown revitalization (84% importance, 66% satisfaction)
  - Public transit including bus and CTrain service (90% importance, 61% satisfaction)

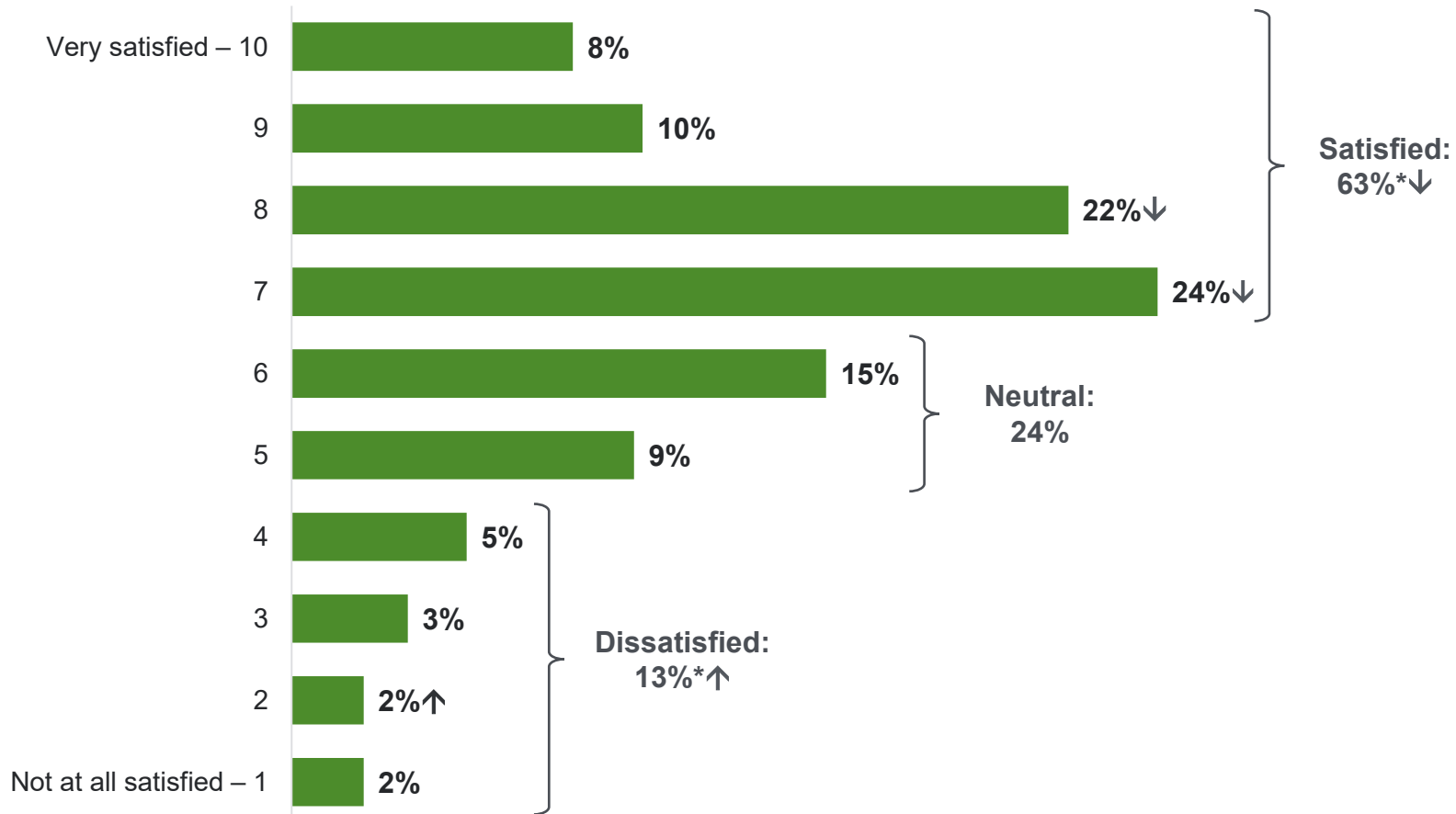
# Summary of findings: Green Line LRT

## Calgarians still see Green Line LRT as important for the city's future, transportation network, and connectivity, even as enthusiasm tempers.

- Nearly nine-in-ten (88%) believe the Green Line LRT is important for Calgary, although perceived importance of the Green Line LRT has declined compared to spring 2023 (92%). The intensity of ratings also shift significantly with a drop in those saying it is 'very important' (66% vs. 76% in spring 2023). *Wording changes to this question may account for the reduction in those saying the Green Line is important, although scores are still notably favourable.*
- Further, 89% say the completion of the full Green Line LRT vision is important to Calgary's future.
- For the remaining two measures about the Green Line LRT, agreement has lowered although perceptions remain notably high. Agreement that the Green Line LRT will be an important addition to Calgary's transportation network has declined to 89% from 91% in spring 2023, as has agreement that the Green Line LRT will enable Calgarians to better connect with people, places and services at 86% currently, down from 92% in spring 2023.



# Satisfaction with the overall level and quality of City services and programs



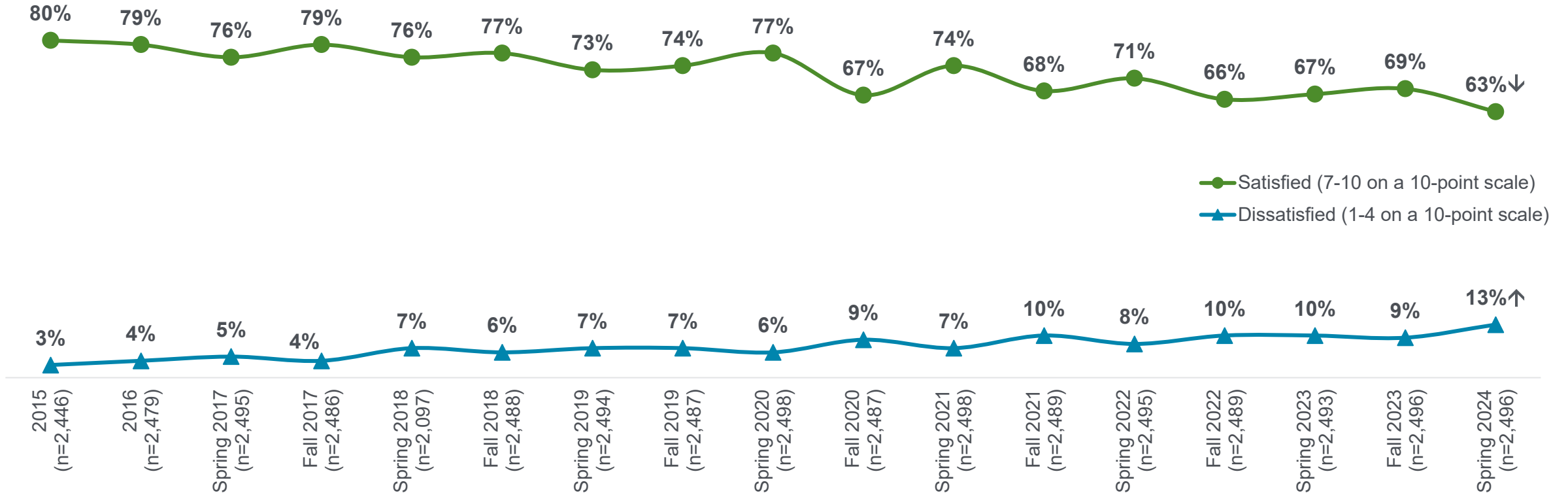
Q. On a scale of 1 to 10 where “1” is “not at all satisfied” and “10” is “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?  
 Base: Valid respondents (n=2,496)

\*Rounding  
 ↑/↓ Statistically higher/lower than fall 2023



# Tracking – Satisfaction with City services and programs

Satisfaction with overall level and quality of services and programs provided by The City of Calgary

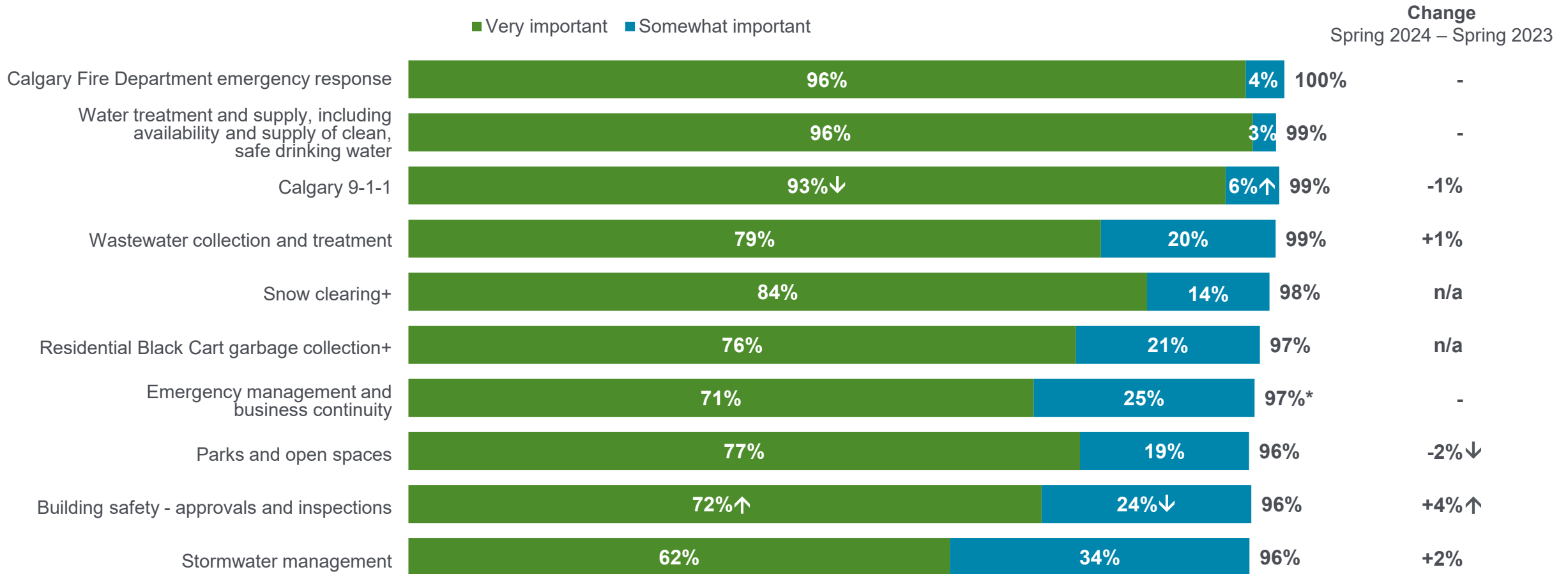


Q. On a scale of 1 to 10 where “1” is “not at all satisfied” and “10” is “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?  
 Base: Valid respondents

↑/↓ Statistically higher/lower than fall 2023



# Importance of City programs and services

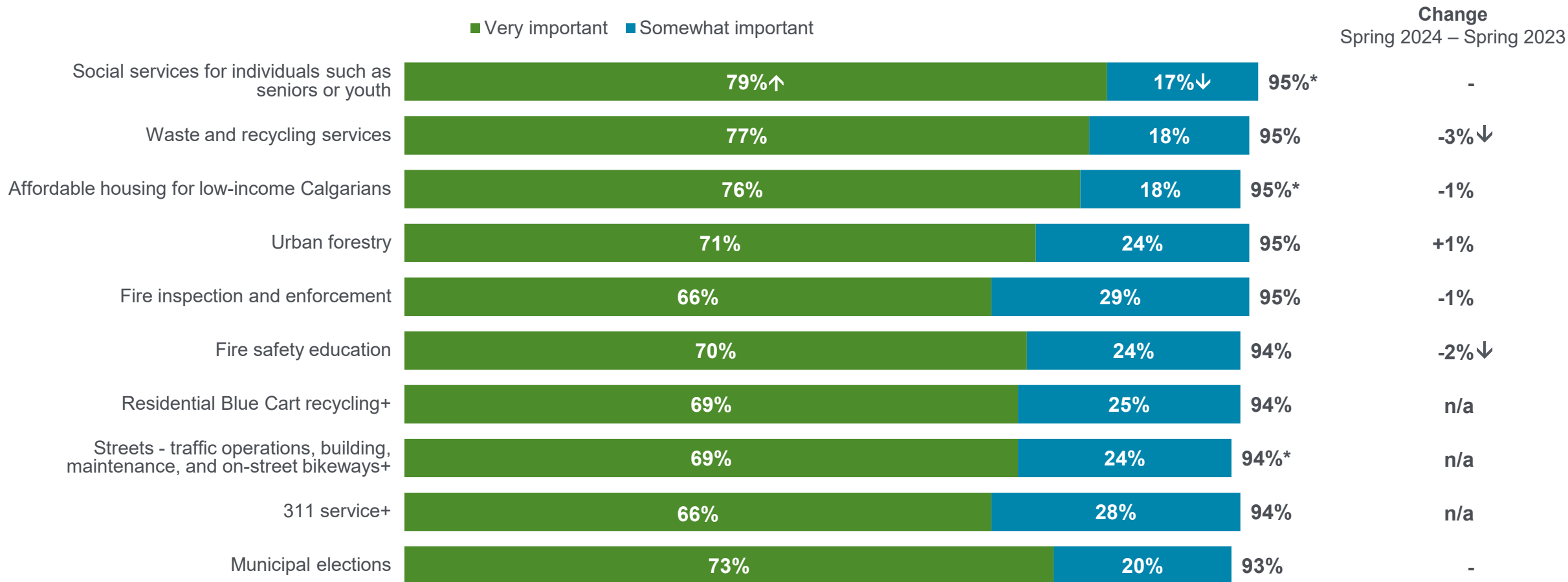


Q. Now I have a list of programs and services provided by The City. Would you say this is very important, somewhat important, not very important or not at all important?  
 Base: Valid respondents (bases vary)

+Not asked in Spring 2023  
 \*Rounding  
 ↑/↓ Statistically higher/lower than spring 2023



# Importance of City programs and services (continued)

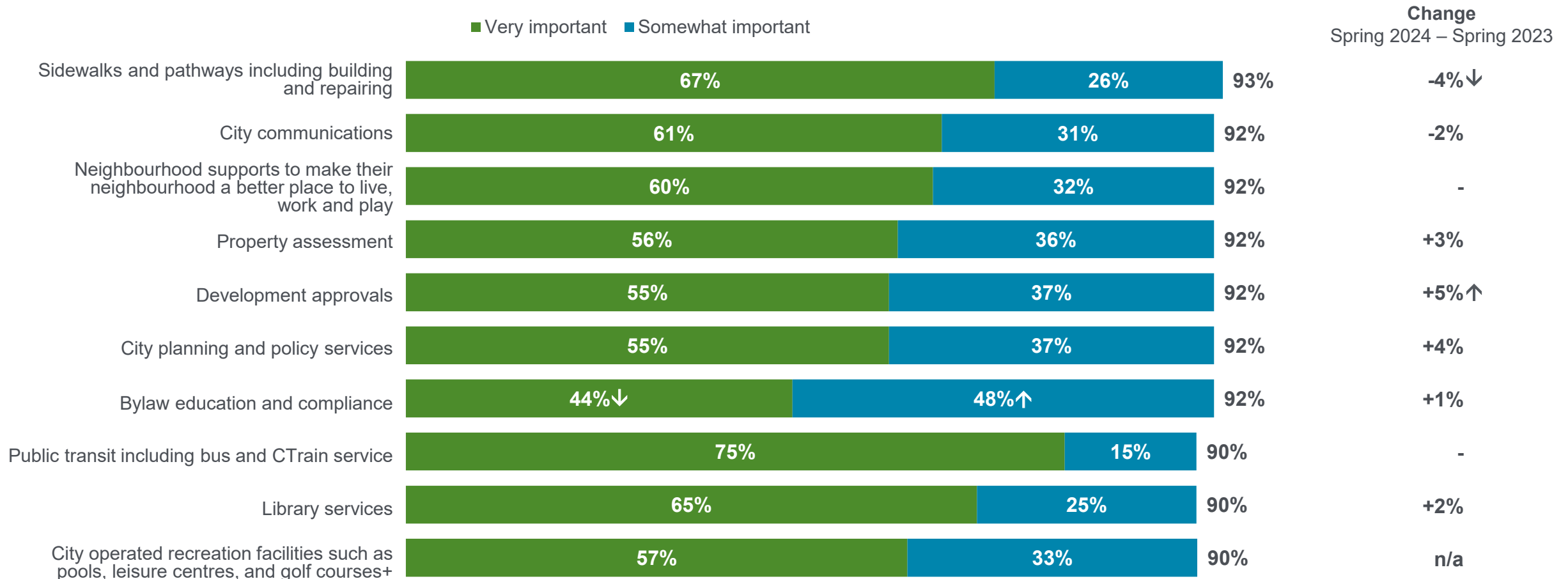


Q. Now I have a list of programs and services provided by The City. Would you say this is very important, somewhat important, not very important or not at all important?  
 Base: Valid respondents (bases vary)

+Not asked in Spring 2023  
 \*Rounding  
 ↑/↓ Statistically higher/lower than spring 2023



# Importance of City programs and services (continued)



Q. Now I have a list of programs and services provided by The City. Would you say this is very important, somewhat important, not very important or not at all important?  
 Base: Valid respondents (bases vary)

+Not asked in Spring 2023

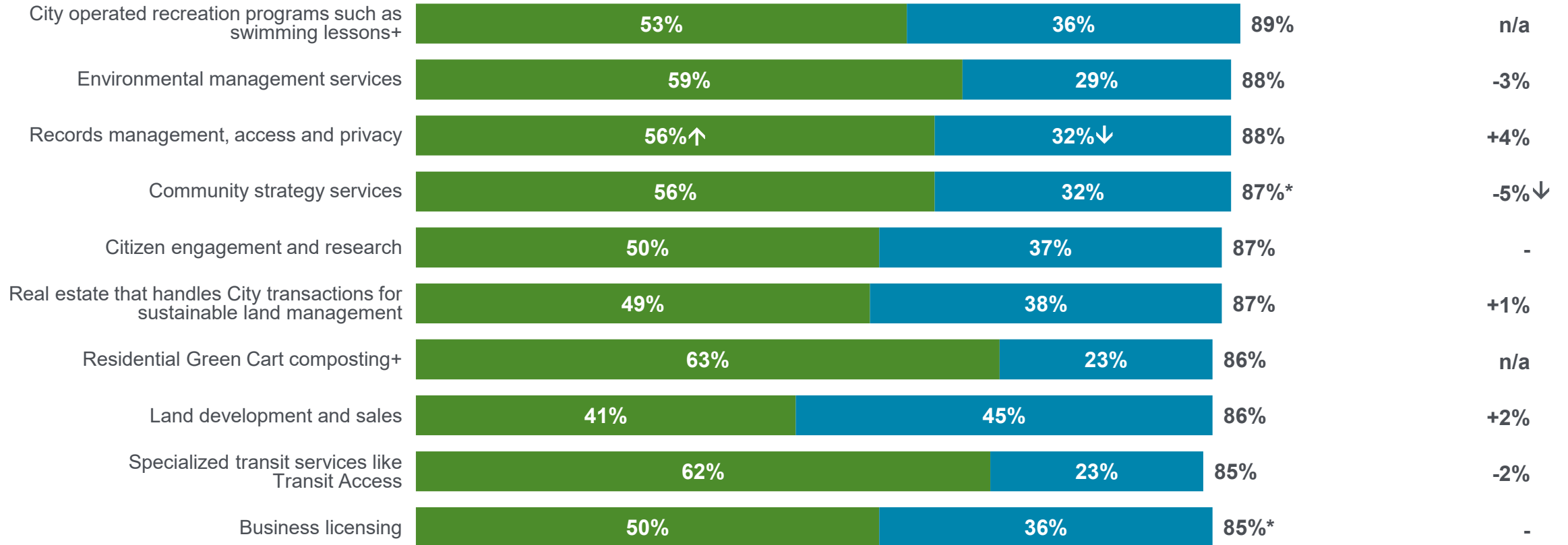
↑/↓ Statistically higher/lower than spring 2023



# Importance of City programs and services (continued)

■ Very important ■ Somewhat important

Change  
Spring 2024 – Spring 2023



+Not asked in Spring 2023

\*Rounding

↑/↓ Statistically higher/lower than spring 2023

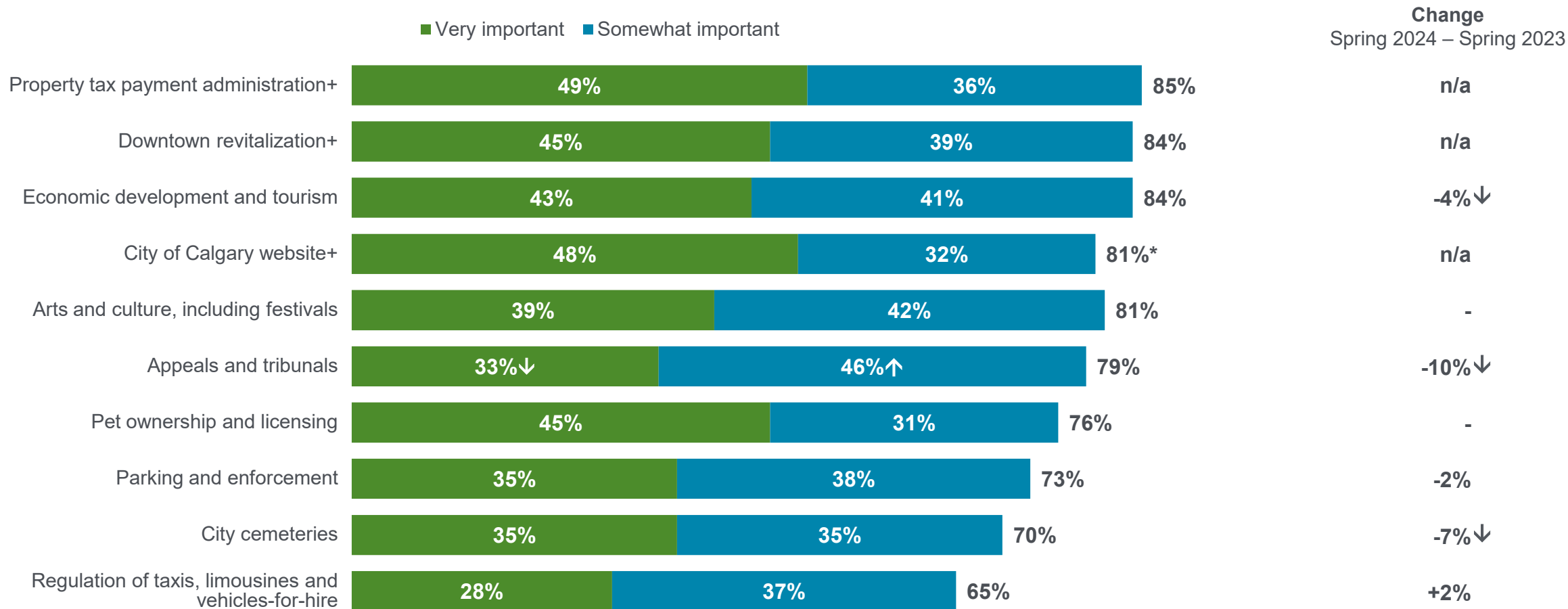
Q. Now I have a list of programs and services provided by The City. Would you say this is very important, somewhat important, not very important or not at all important?

Base: Valid respondents (bases vary)





# Importance of City programs and services (continued)



Q. Now I have a list of programs and services provided by The City. Would you say this is very important, somewhat important, not very important or not at all important?

Base: Valid respondents (bases vary)

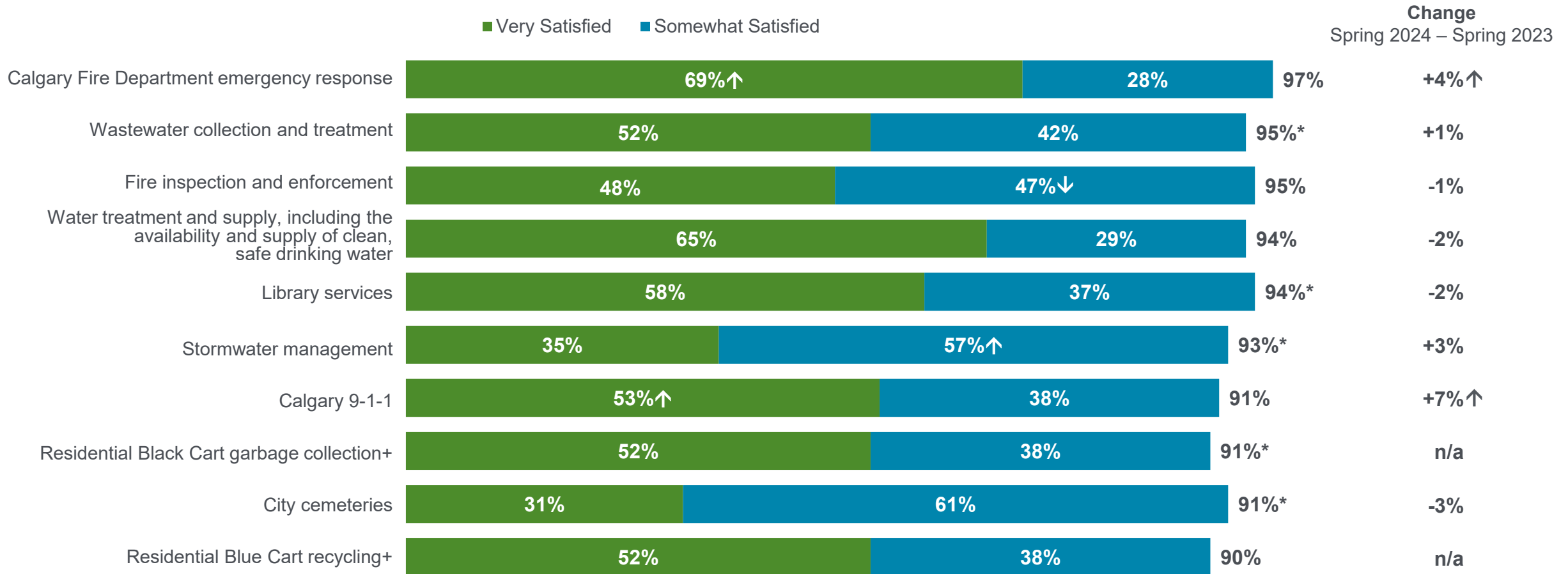
+Not asked in Spring 2023

\*Rounding

↑/↓ Statistically higher/lower than spring 2023



# Satisfaction with City programs and services



+Not asked in Spring 2023

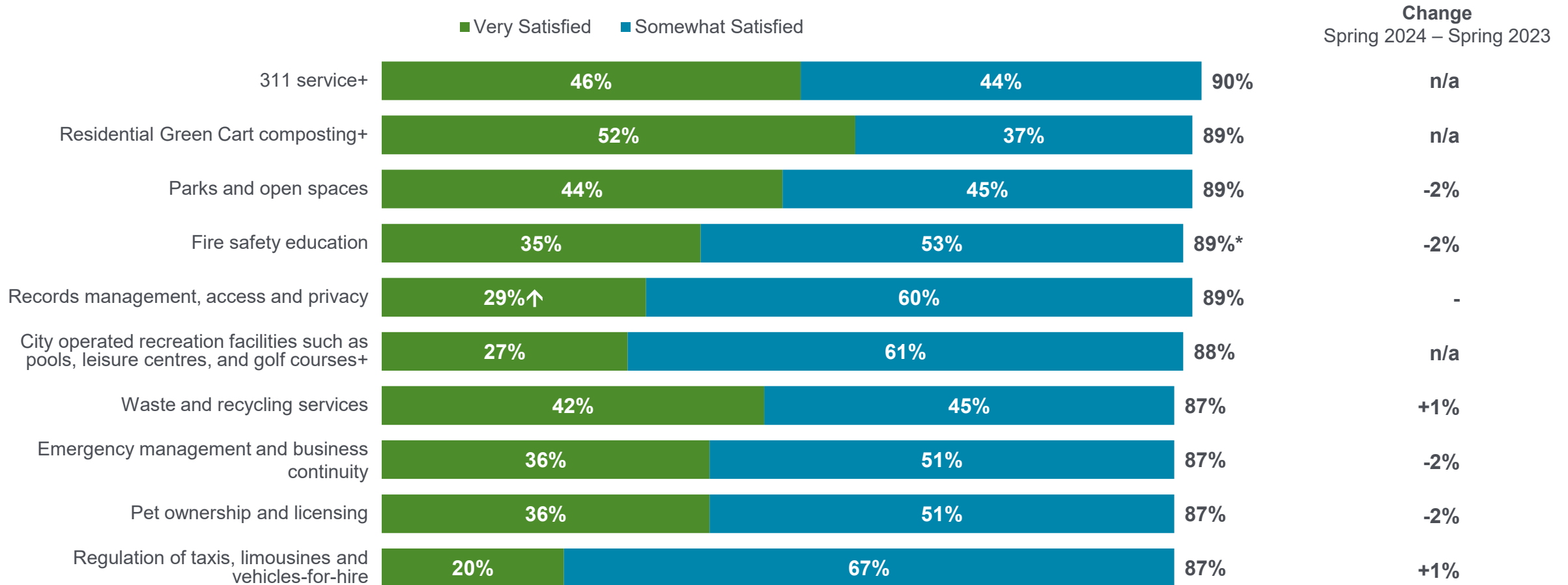
\*Rounding

↑/↓ Statistically higher/lower than spring 2023

Q. And, are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with the job The City is doing at providing this service?  
Base: Valid respondents (bases vary)



# Satisfaction with City programs and services (continued)



**Change**  
Spring 2024 – Spring 2023

+Not asked in Spring 2023

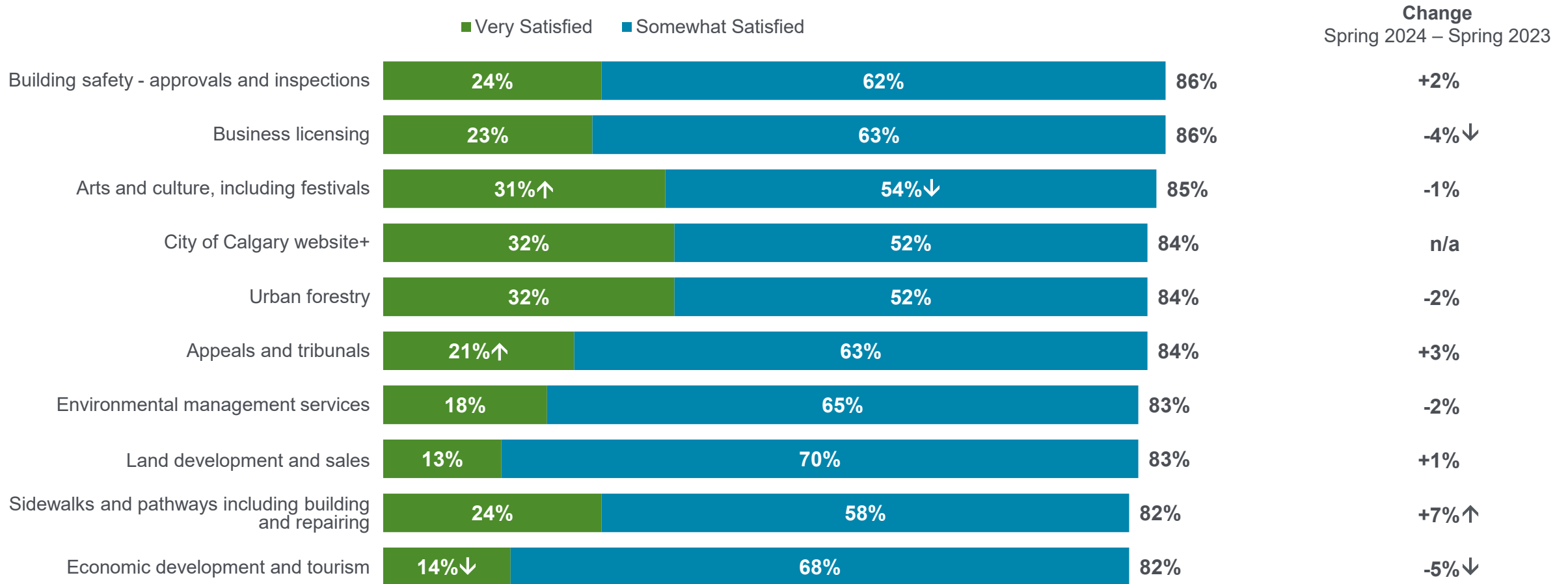
\*Rounding

↑/↓ Statistically higher/lower than spring 2023

Q. And, are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with the job The City is doing at providing this service?  
Base: Valid respondents (bases vary)



# Satisfaction with City programs and services (continued)

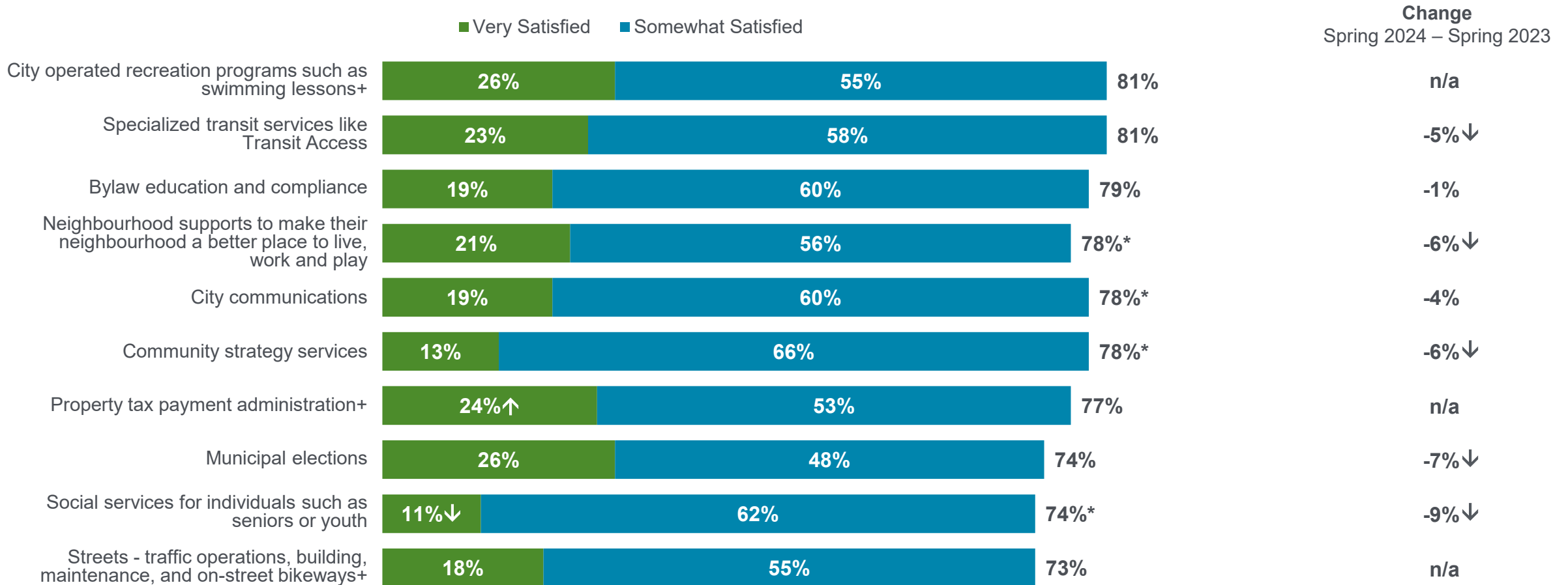


Q. And, are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with the job The City is doing at providing this service?  
Base: Valid respondents (bases vary)

+Not asked in Spring 2023  
↑/↓ Statistically higher/lower than spring 2023



# Satisfaction with City programs and services (continued)



+Not asked in Spring 2023

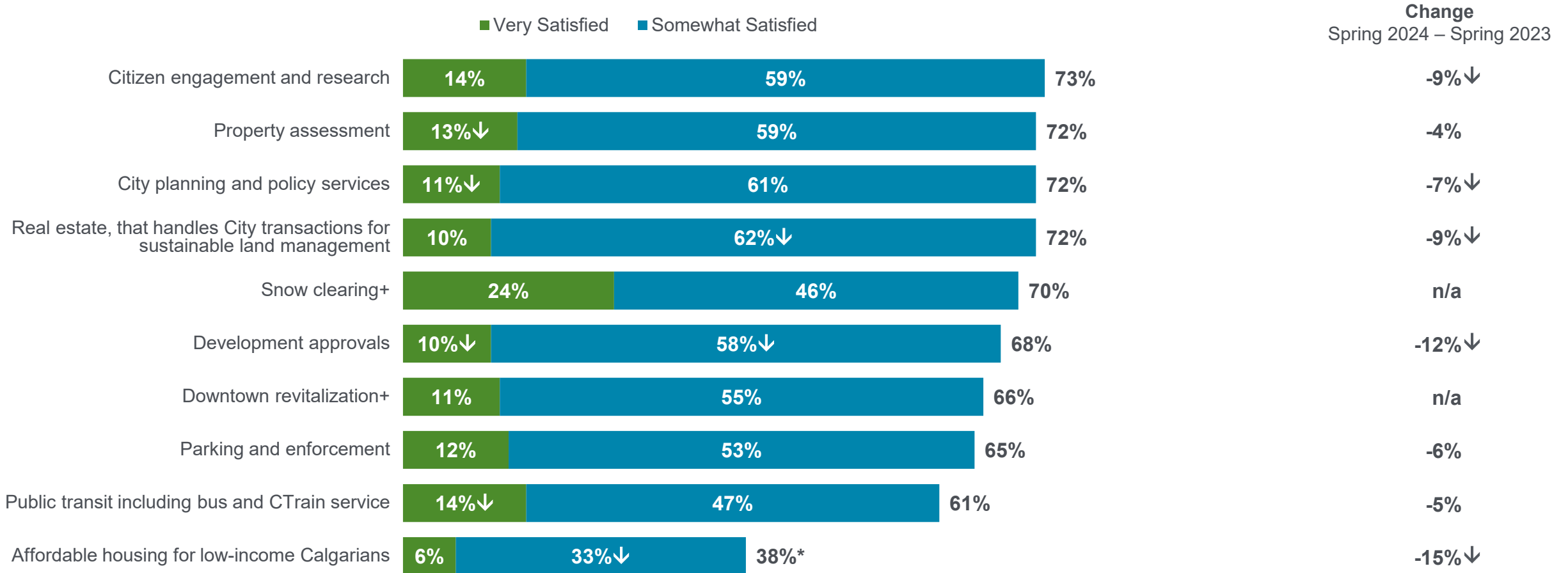
\*Rounding

↑/↓ Statistically higher/lower than spring 2023

Q. And, are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with the job The City is doing at providing this service?  
Base: Valid respondents (bases vary)



# Satisfaction with City programs and services (continued)

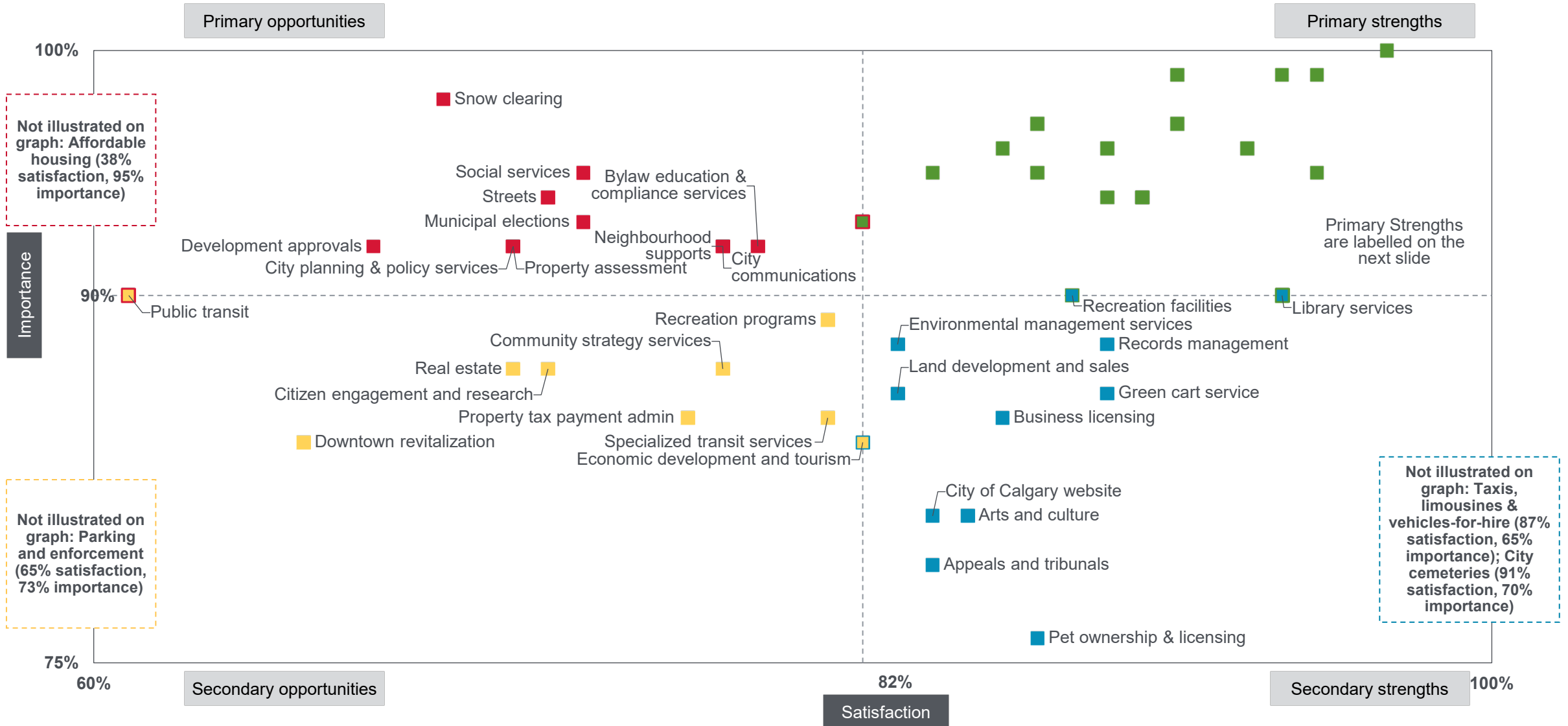


+Not asked in Spring 2023  
\*Rounding  
↑/↓ Statistically higher/lower than spring 2023

Q. And, are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with the job The City is doing at providing this service?  
Base: Valid respondents (bases vary)

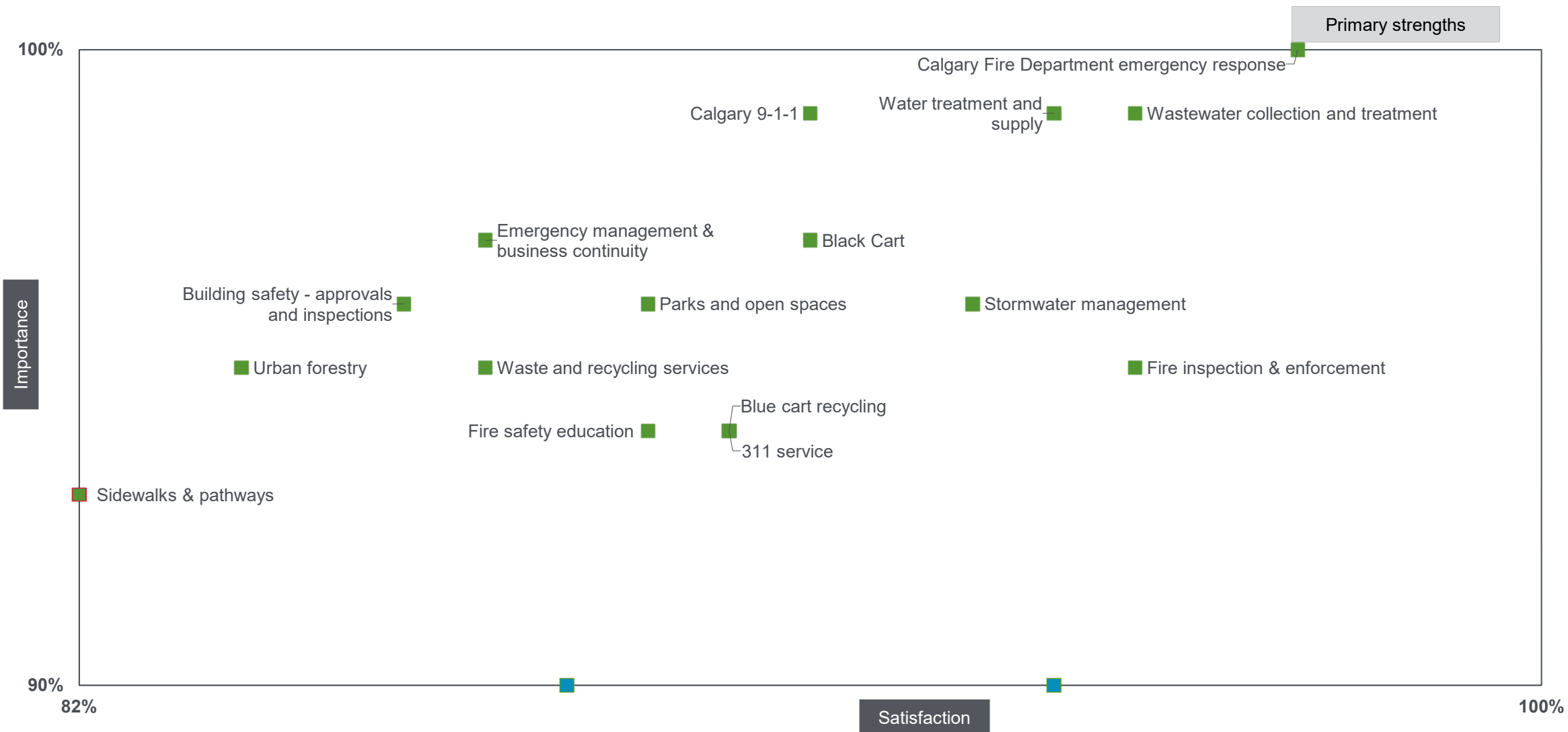


# Importance vs. satisfaction grid





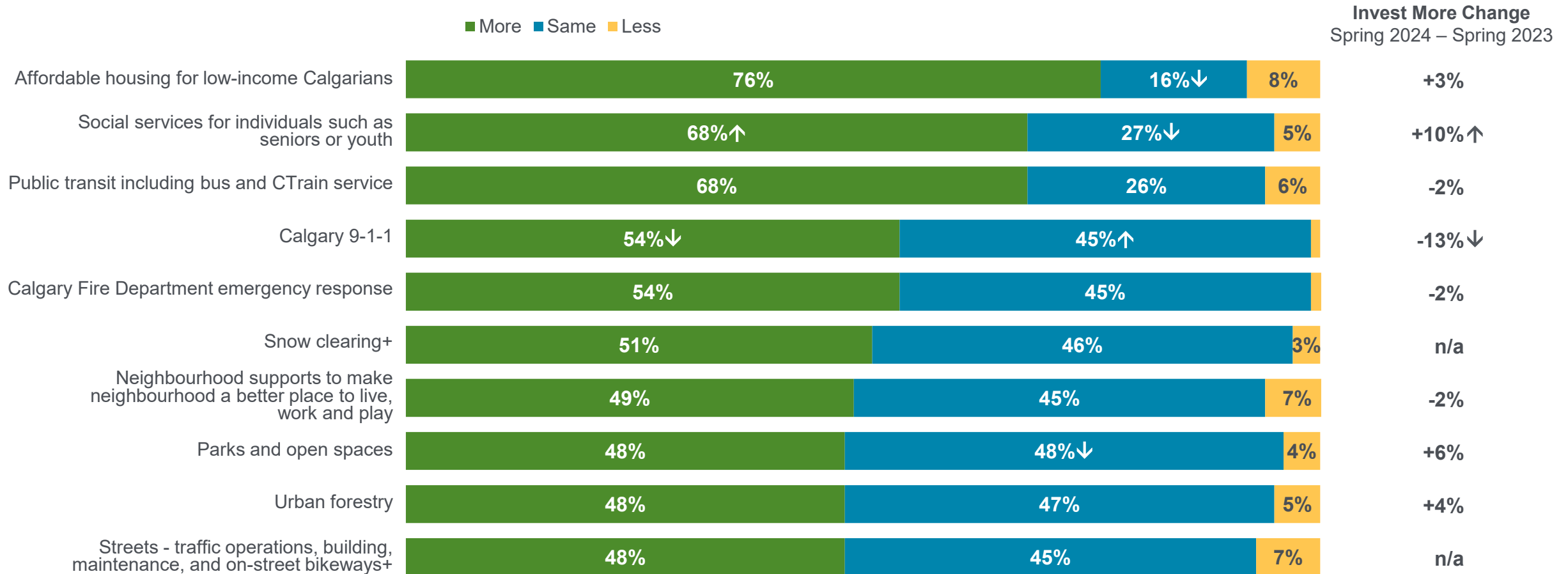
# Importance vs. satisfaction grid (continued)







# Investment in City programs and services

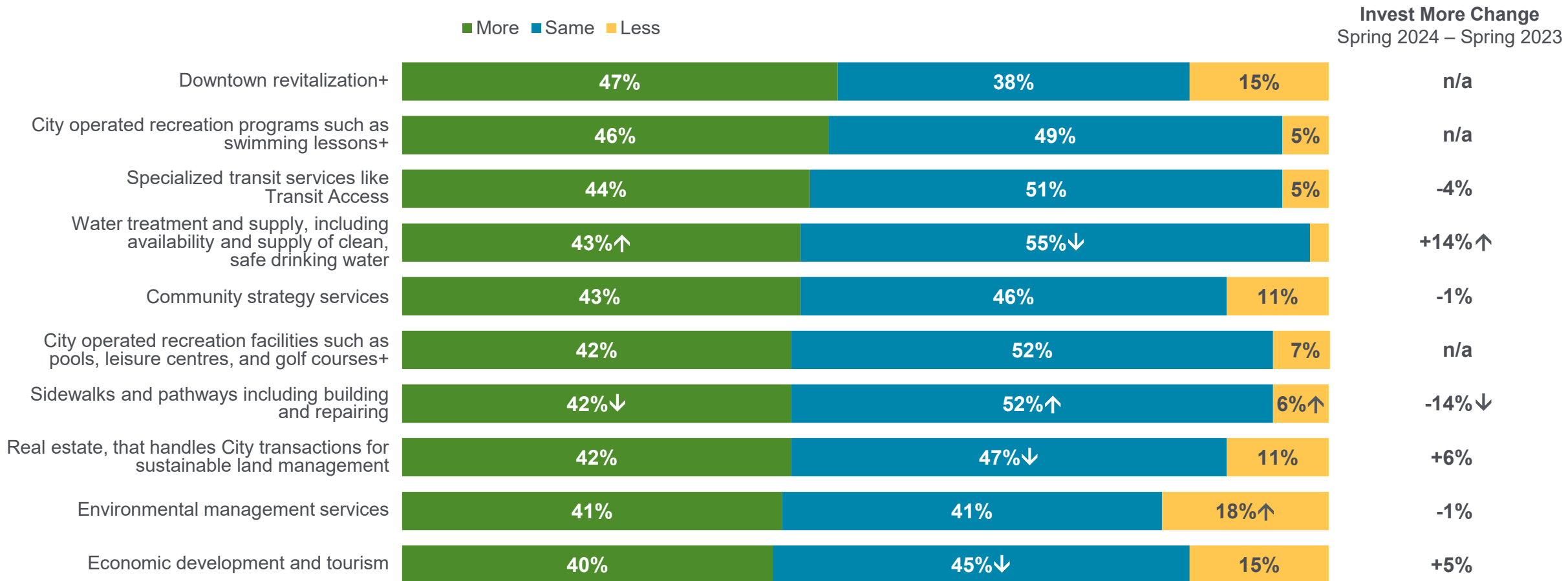


Q. Do you think The City should invest more, less or the same amount on this service?  
 Base: Valid respondents (bases vary)

+Not asked in Spring 2023  
 Data labels <3% are not shown  
 ↑/↓ Statistically higher/lower than spring 2023



# Investment in City programs and services (continued)



+Not asked in Spring 2023

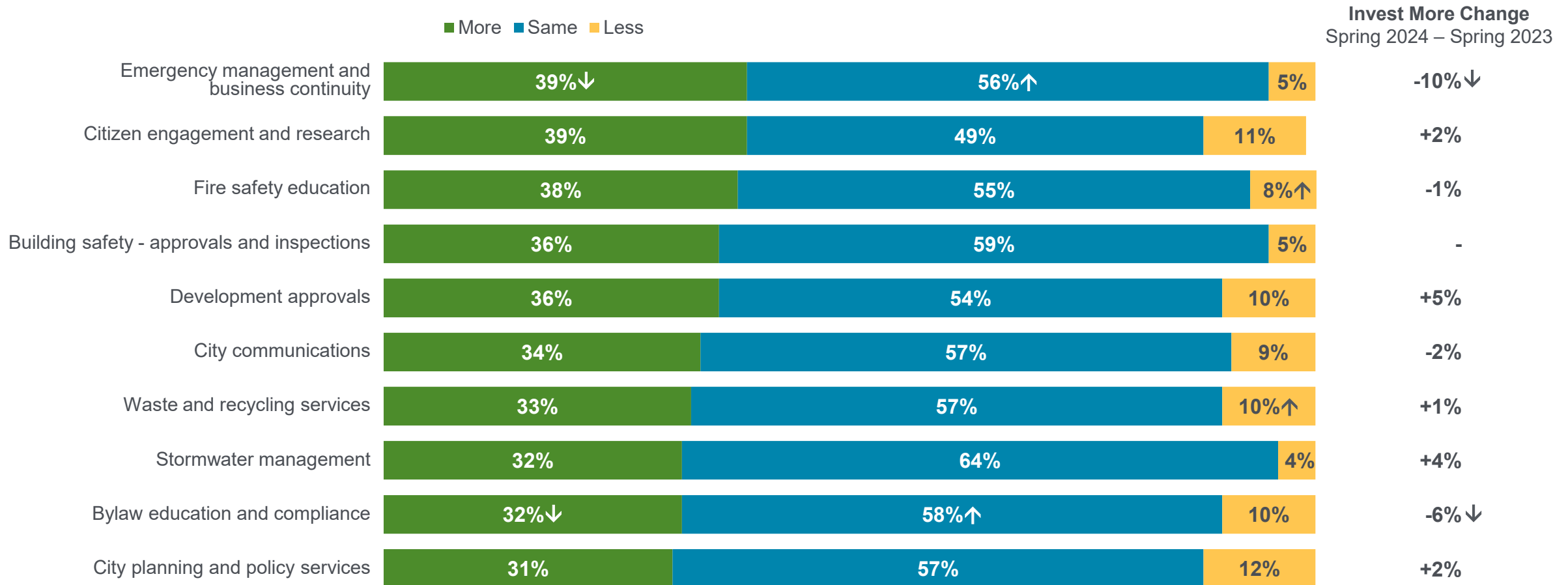
Data labels <3% are not shown

↑/↓ Statistically higher/lower than spring 2023

Q. Do you think The City should invest more, less or the same amount on this service?  
Base: Valid respondents (bases vary)



# Investment in City programs and services (continued)

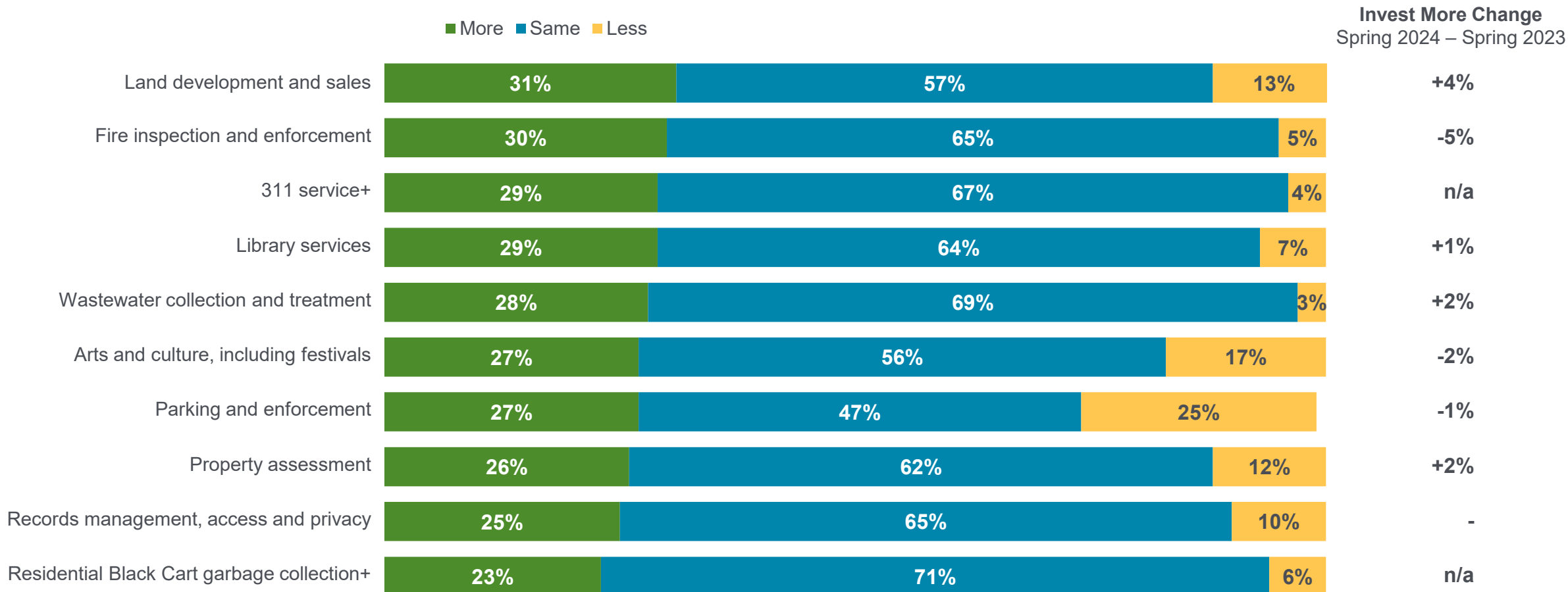


Q. Do you think The City should invest more, less or the same amount on this service?  
 Base: Valid respondents (bases vary)

↑/↓ Statistically higher/lower than spring 2023



# Investment in City programs and services (continued)

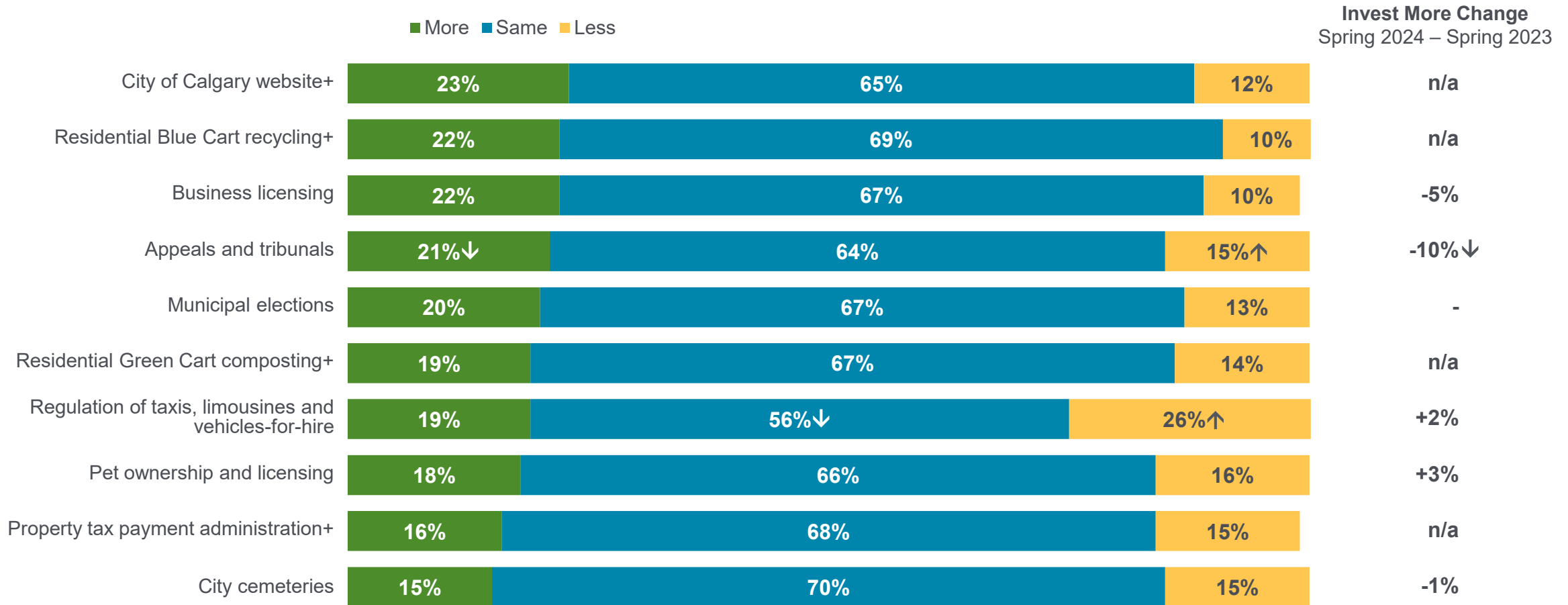


Q. Do you think The City should invest more, less or the same amount on this service?  
 Base: Valid respondents (bases vary)

+Not asked in Spring 2023  
 ↑/↓ Statistically higher/lower than spring 2023



# Investment in City programs and services (continued)



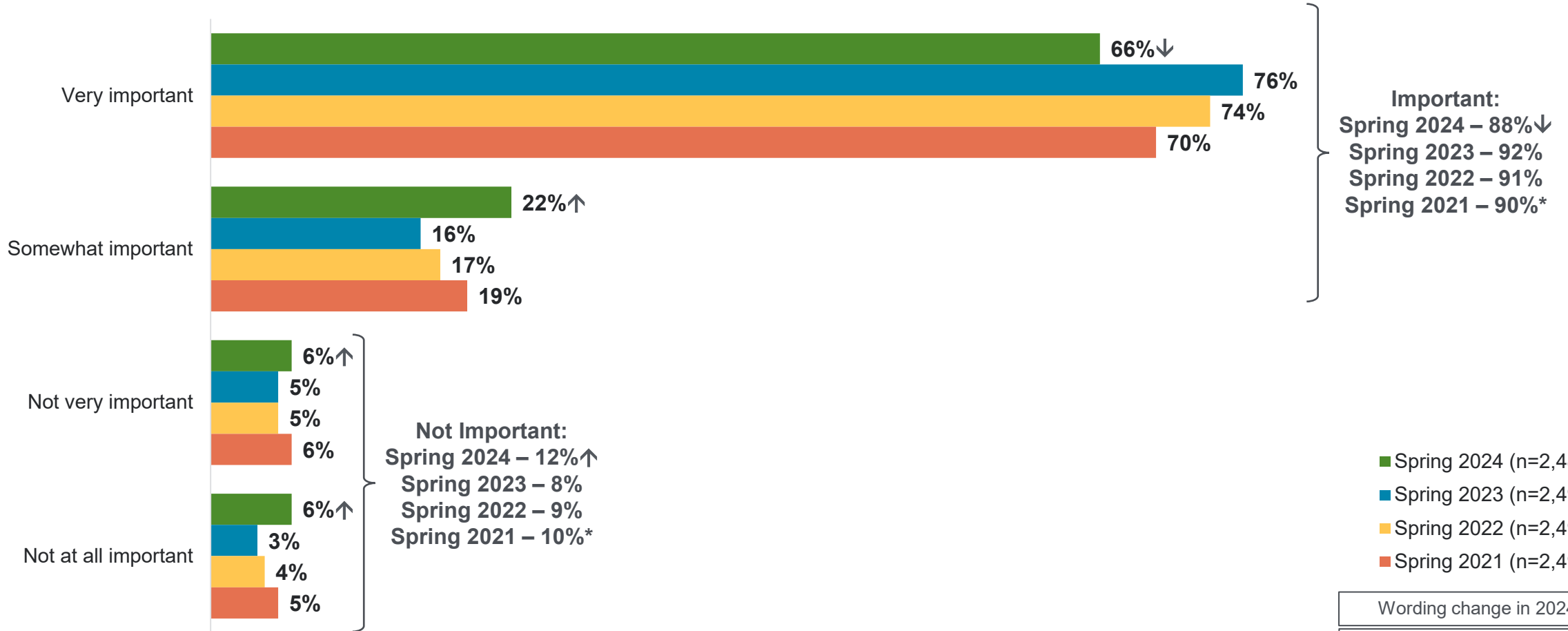
Q. Do you think The City should invest more, less or the same amount on this service?  
 Base: Valid respondents (bases vary)

+Not asked in Spring 2023

↑/↓ Statistically higher/lower than spring 2023



# Perceived importance of the Green Line LRT

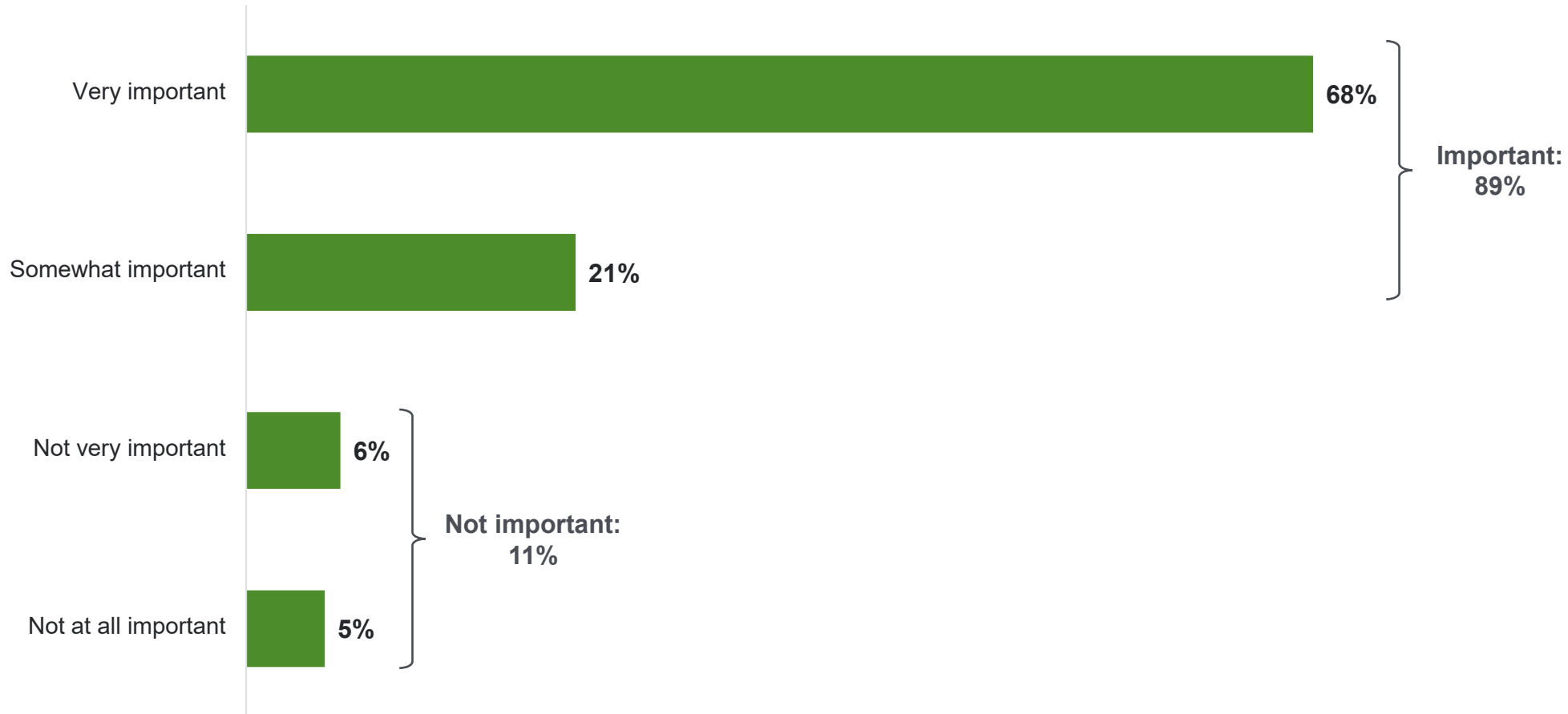


Q. The Green Line is Calgary’s next LRT (Light-Rail Transit) line. Phase 1 is underway and will build the first 18 kms of Green Line, connecting communities from Eau Claire in the downtown to Shepard in the Southeast, and into the existing Red and Blue LRT lines. How important do you think the Green Line LRT is for Calgary?  
 Base: Valid respondents

Wording change in 2024  
 All waves conducted in spring  
 \*Rounding  
 ↑/↓ Statistically higher/lower than spring 2023



# Importance of completion of full Green Line LRT vision to future of Calgary



Q. The full vision for the Green Line LRT is 46km and will be built in phases. Future phases will extend from downtown over the Bow River and north to Keystone as well as extend further South to Seton. How important is the completion of the full Green Line LRT vision to the future of Calgary?

Base: Valid respondents (n=2,486)

New question Spring 2024



# Attitudes regarding the Green Line LRT

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

**Agree**  
(strongly + somewhat)

The Green Line LRT will be an important addition to Calgary's transportation network



The Green Line LRT will enable all Calgarians to better connect with people, places and services



Q. To what extent do you agree or disagree with the following statements:  
Base: Valid respondents

All waves conducted in spring  
\*Rounding  
↑/↓ Statistically higher/lower than spring 2023





# Taxation

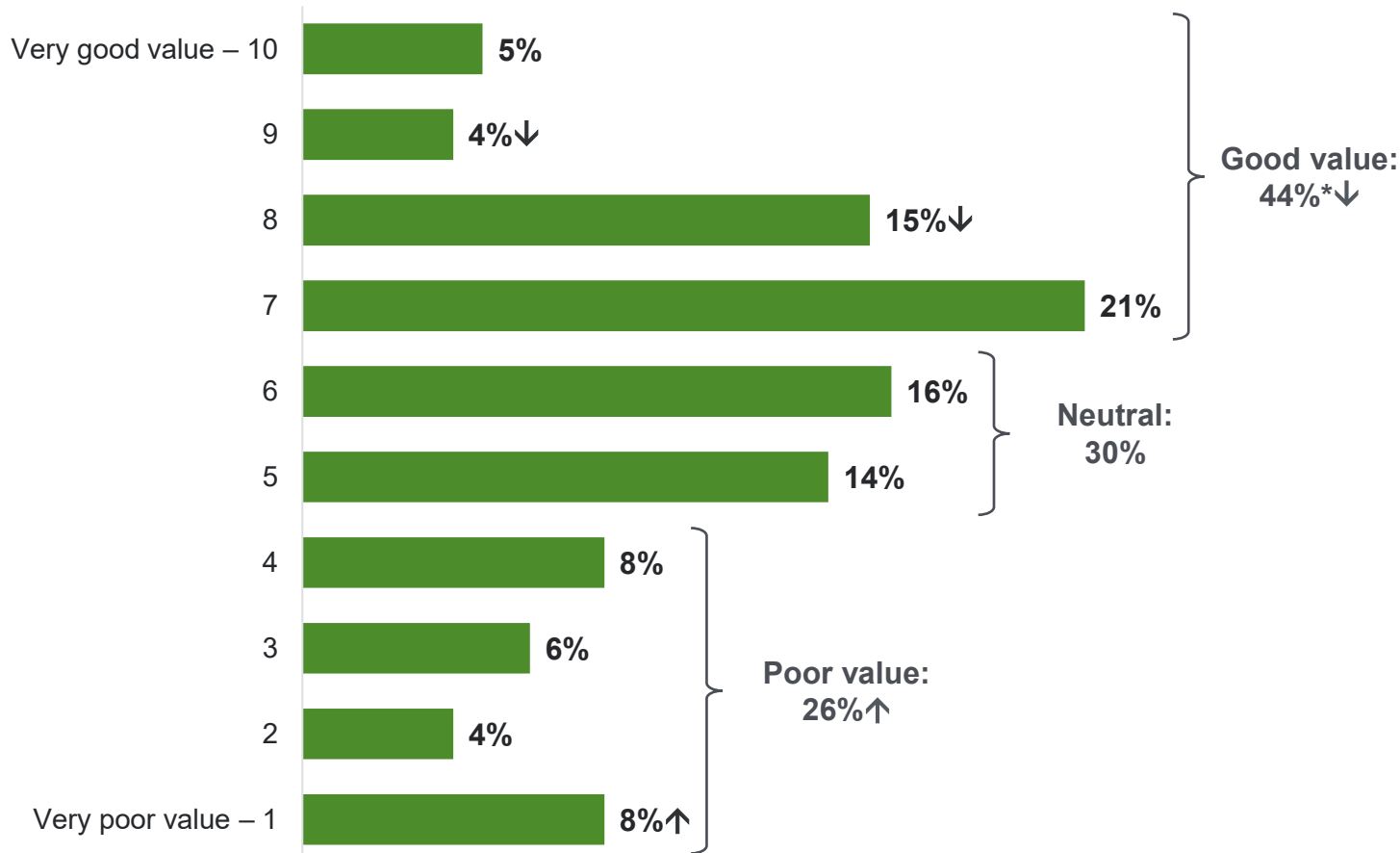
# Summary of findings: Taxation

## **This wave sees notable declines in perceived tax value coupled with enduring divided views on taxation vs. service cuts.**

- Perceptions of the value received from property taxes have declined in spring 2024. More than two-fifths (44%) of Calgarians rate the value they get from their municipal property tax dollars as 'good,' down significantly from 50% in fall 2023 and 52% in spring 2023. This also marks the lowest level recorded for this measure across historical data. Conversely, one-quarter (26%) now consider the value to be 'poor,' a significant increase from 20% in fall 2023 and 19% in spring 2023.
- Calgarians appear to have mixed views when it comes to balancing taxation and service delivery. Nearly one-half (48%) favour an increase in taxes to maintain or expand service levels. This is on par with fall 2023 (45%) but down significantly from spring 2023 (55%).
  - Within this group, 40% favour increasing taxes at inflation to maintain current service levels, up significantly from fall 2023 (27%) but down significantly from spring 2023 (45%). Only 8% support increasing taxes beyond inflation to expand services, lower than 18% in fall 2023 (18%) and spring 2023 (10%).
  - Across all waves, support for increases at current inflation is higher compared to support for increases beyond inflation. However, there is a clear pattern that emerges from spring waves to fall waves. Specifically, support for increasing taxes at current inflation tends to be higher during the spring waves, but this shifts during the fall waves as support for increasing taxes beyond current inflation rises.
- On the flip side, 46% think The City should cut services to maintain or reduce taxes, steady with fall 2023 (45%) but up from spring 2023 (39%).
  - One-quarter (24%) prefer cutting services to maintain the current tax level, similar to 21% in both fall 2023 and spring 2023. Another 22% go further, supporting cutting services to enable tax reductions, compared to 24% in fall 2023 and 18% in spring 2023.



# Perceived value of property taxes

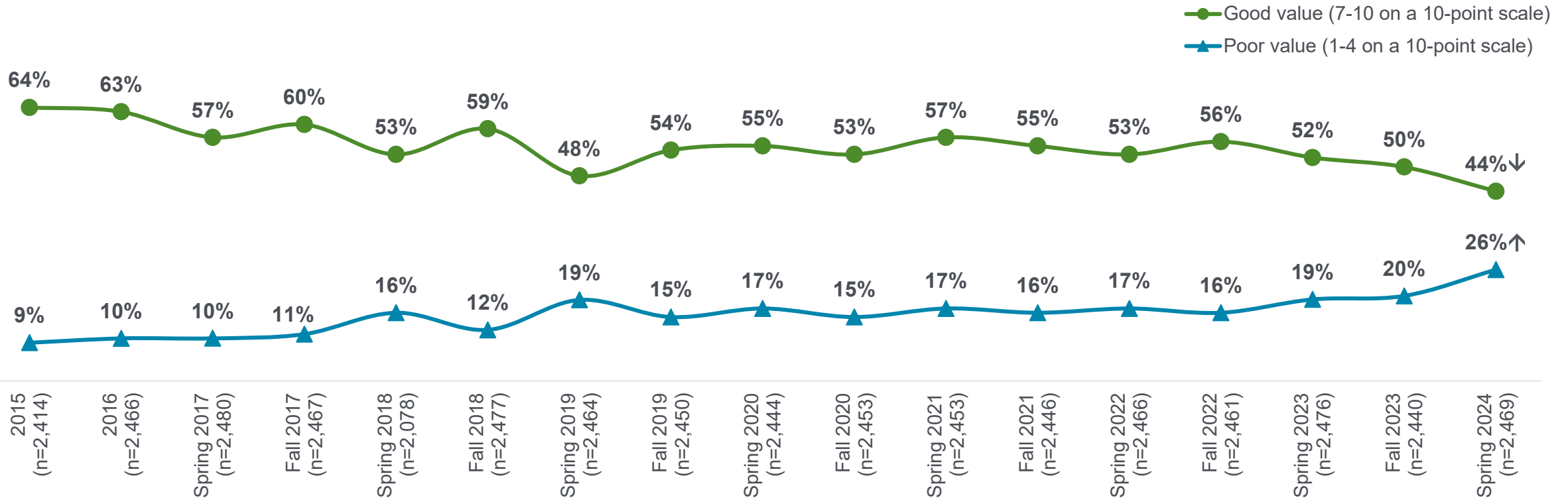


Q. Property tax dollars are divided between The City and the Province. Approximately two-thirds of residential property tax payment goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where “1” is “very poor value” and “10” is “very good value.”  
 Base: Valid respondents (n=2,469)

\*Rounding  
 ↑/↓ Statistically higher/lower than fall 2023



# Tracking – Perceived value of property taxes



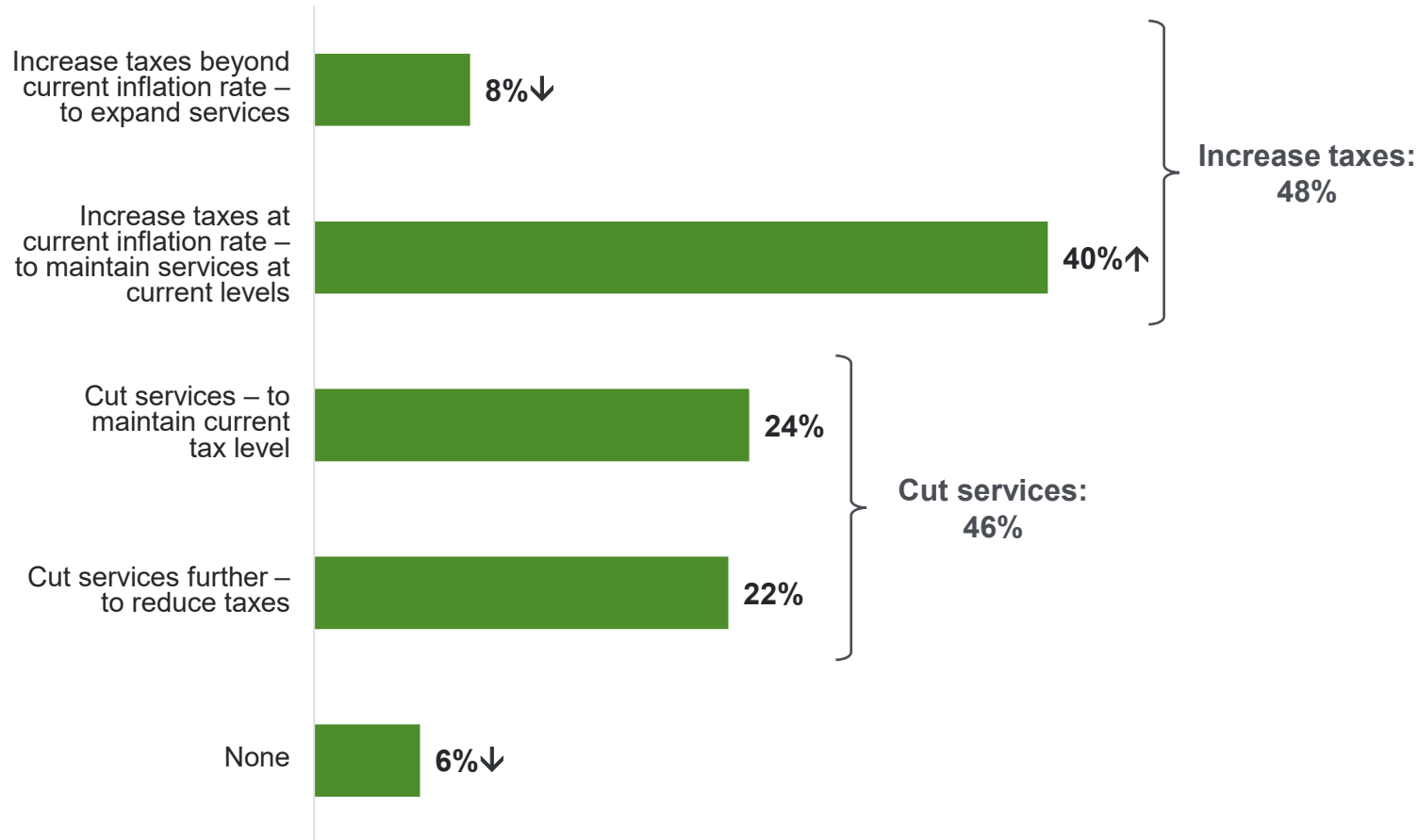
Q. Property tax dollars are divided between The City and the Province. Approximately two-thirds of residential property tax payment goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where “1” is “very poor value” and “10” is “very good value.”

Base: Valid respondents

↑/↓ Statistically higher/lower than spring 2023



# Balancing taxation and service delivery levels



Q. 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?

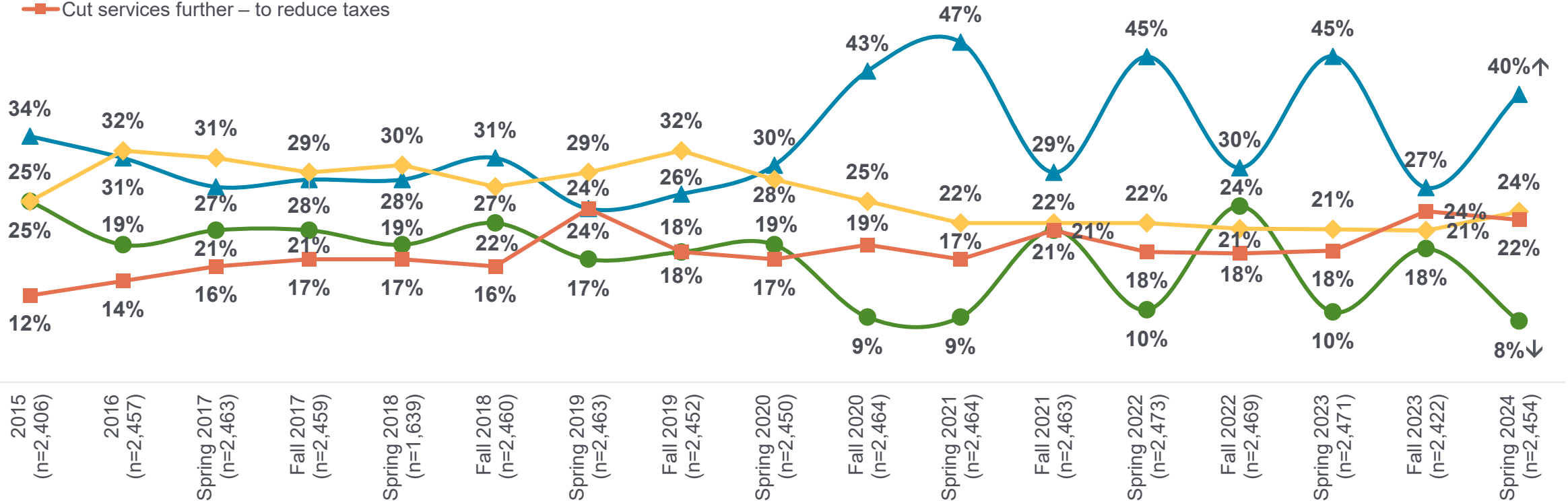
Base: Valid respondents (n=2,454)

↑/↓ Statistically higher/lower than fall 2023



# Tracking – Balancing taxation and service delivery

- Increase taxes beyond current inflation rate – to expand services
- ▲ Increase taxes at current inflation rate – to maintain services at current levels
- ◆ Cut services – to maintain current tax level
- Cut services further – to reduce taxes



Q. 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?

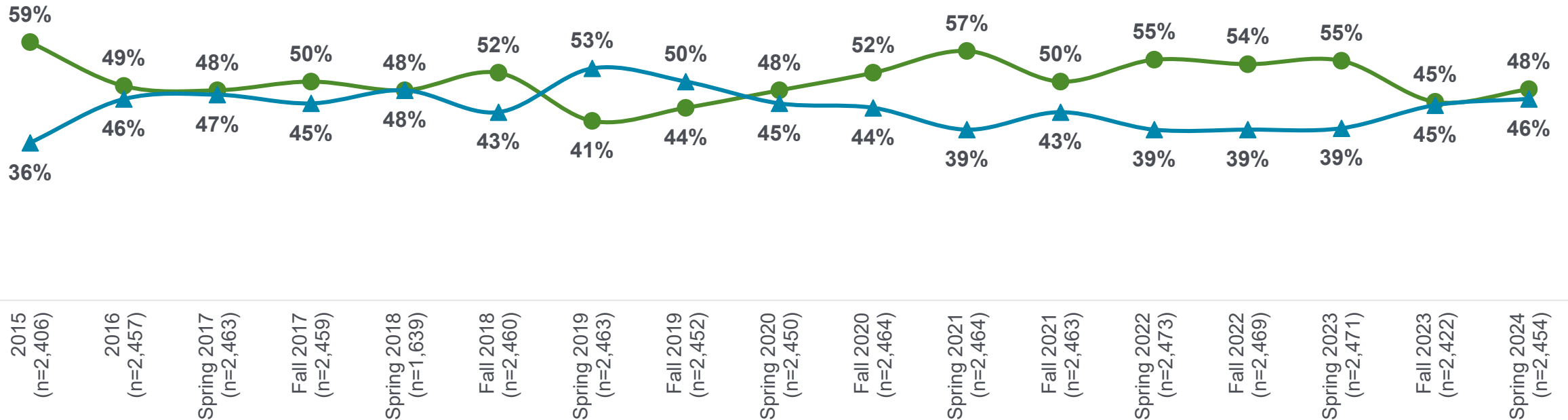
Base: Valid respondents

↑/↓ Statistically higher/lower than fall 2023



# Tracking – Increase taxes vs. cut services

● Increase taxes at or beyond current inflation rate – to maintain or expand services  
 ▲ Cut services – to maintain current or reduce tax level



Q. 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



# Perceptions of service delivery and input from Calgarians



# Summary of findings: Perceptions of customer service

**Calgarians' perceptions of The City's customer service, while still largely positive, are not as robust as they were a year ago. Some declines were first noted in fall 2023.**

- Nearly three-quarters (73%) agree The City meets their customer service expectations, on par with fall 2023 (73%). Both spring 2024 and fall 2023 are down significantly from spring 2023 (78%).
- When it comes to The City consistently delivering high quality customer service, seven-in-ten (71%) agree. This is steady compared to spring 2023 (72%) and spring 2022 (74%). *This question was not asked in fall 2023.*
- Agreement that The City makes customer service a priority has fallen to 68%, a significant drop from spring 2023 (71%) and spring 2022 (72%). This wave is the first time that this measure has dropped below 70% since first recorded. *This question was not asked in fall 2023.*
- As for responding quickly to requests and concerns, 63% believe The City performs well in this regard. This is on par with fall 2023 (61%) and spring 2023 (65%). Relative to the other customer service measures, this is consistently rated the lowest.

# Summary of findings: Perceptions of input from Calgarians

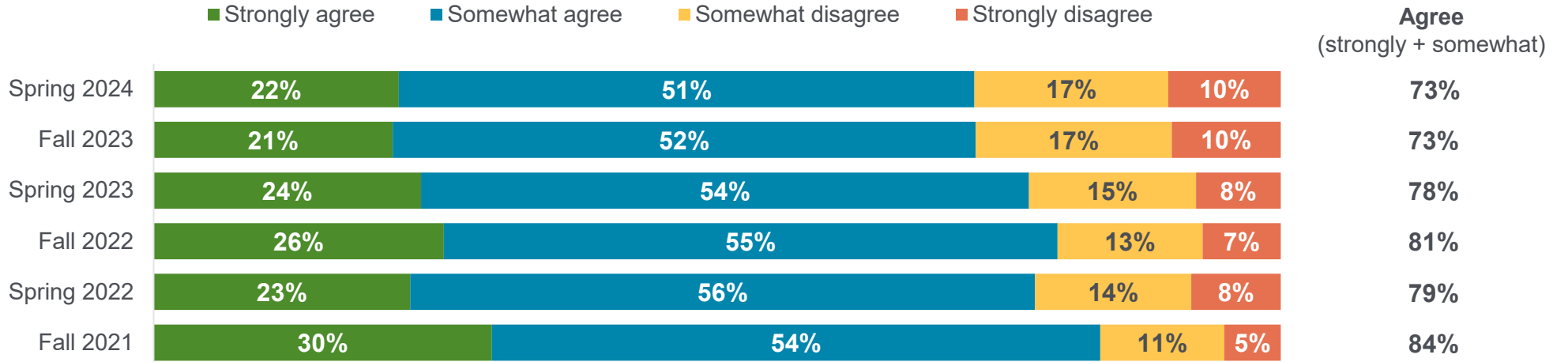
**Fall 2023 saw a universal drop for all aspects of The City's public engagement efforts measured. Spring 2024 brought a partial recovery for some metrics, but not a full rebound to spring 2023 levels. Other measures remain at their lower fall 2023 levels.**

- Measures that have improved since fall 2023 include:
  - Nearly three-fifths (58%) agree that The City uses input from Calgarians in decision making about City programs and services, a significant improvement from fall 2023 (54%) but still shy of the spring 2023 mark (65%).
  - Similarly, more than one-half (56%) agree Calgarians have enough opportunities to provide input into decision making about City projects and services. This is up statistically from fall 2023 (52%) but trails the spring 2023 result (63%).
- Meanwhile, measures that remain at consistent levels as of fall 2023 include:
  - Confidence that The City of Calgary is working to improve how it includes input from Calgarians into important decisions sits at 57%, on par with fall 2023 (59%) but significantly lower than spring 2023 (68%).
  - Around one-half (53%) agree that The City allows Calgarians to have meaningful input into decision making, on par with fall 2023 (51%) but significantly lower than spring 2023 (62%).

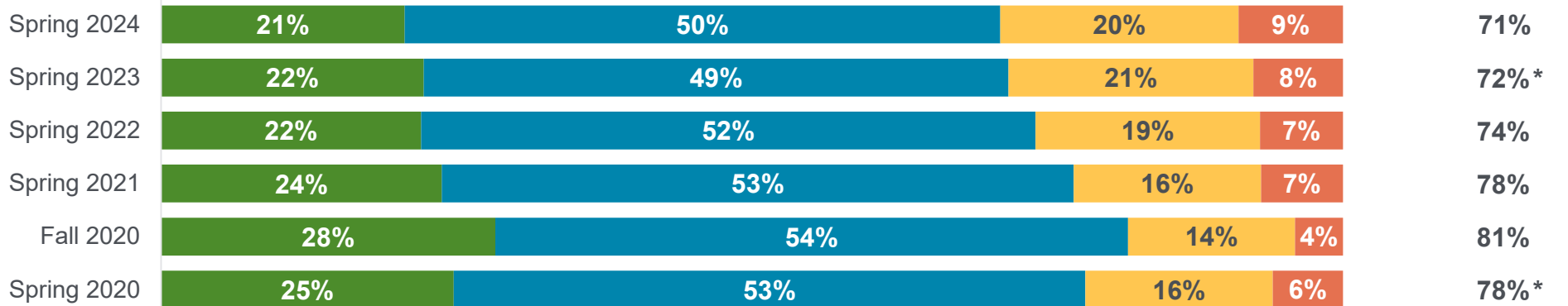


# Attitudes regarding customer service

The City of Calgary meets my customer service expectations



The quality of customer service from The City is consistently high+



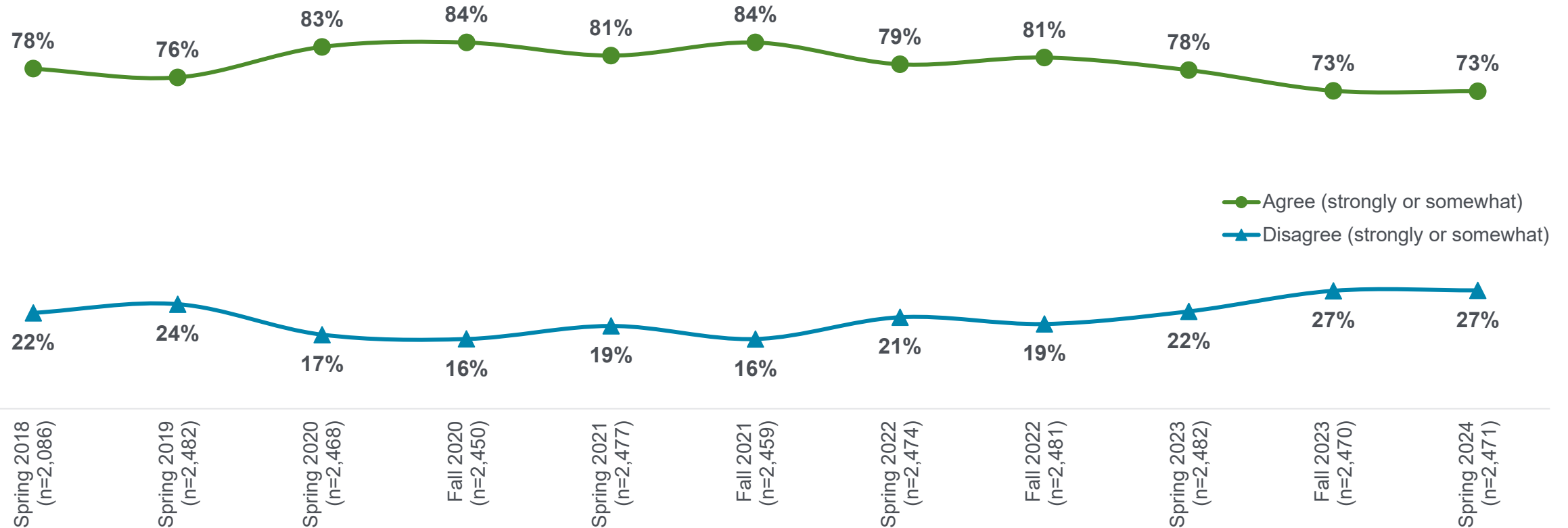
Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.  
Base: Valid respondents (bases vary)

+Spring wave only as of 2021  
\*Rounding



# Tracking – Meeting customer service expectations

The City of Calgary meets my customer service expectations

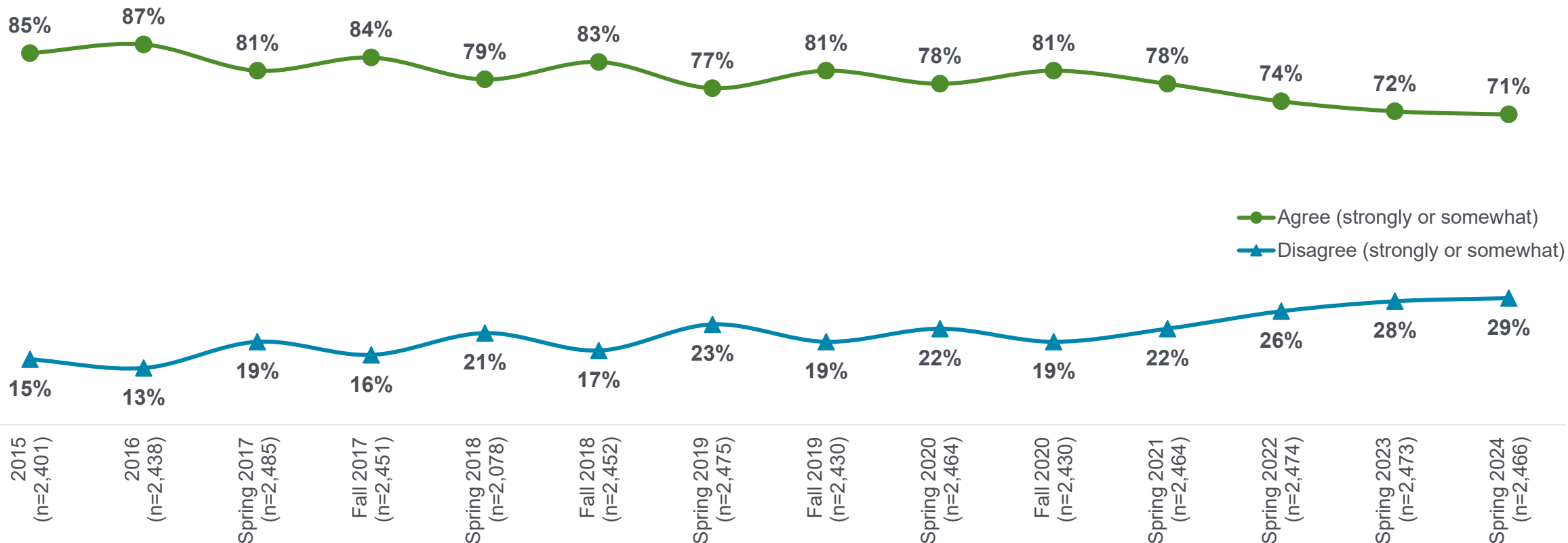


Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.  
 Base: Valid respondents



# Tracking – Quality of customer service

The quality of customer service from The City is consistently high



Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.  
Base: Valid respondents

Conducted only in spring beginning in 2021

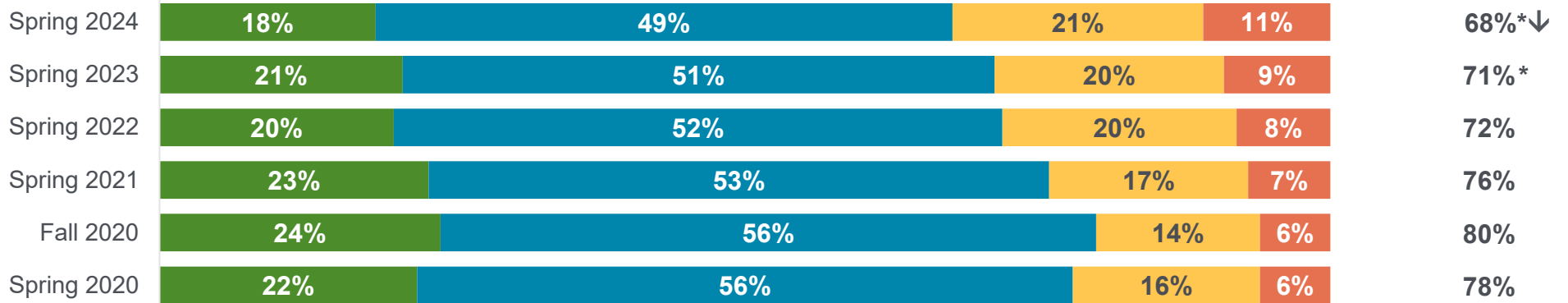


# Attitudes regarding customer service (continued)

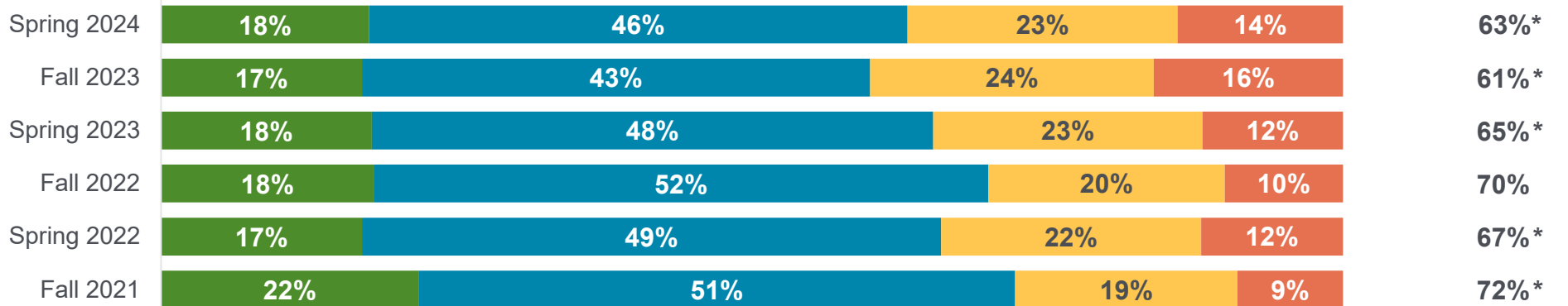
■ Strongly agree   
 ■ Somewhat agree   
 ■ Somewhat disagree   
 ■ Strongly disagree

**Agree**  
(strongly + somewhat)

The City of Calgary makes customer service a priority+



The City responds quickly to requests and concerns



Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.  
Base: Valid respondents (bases vary)

+Spring wave only as of 2021

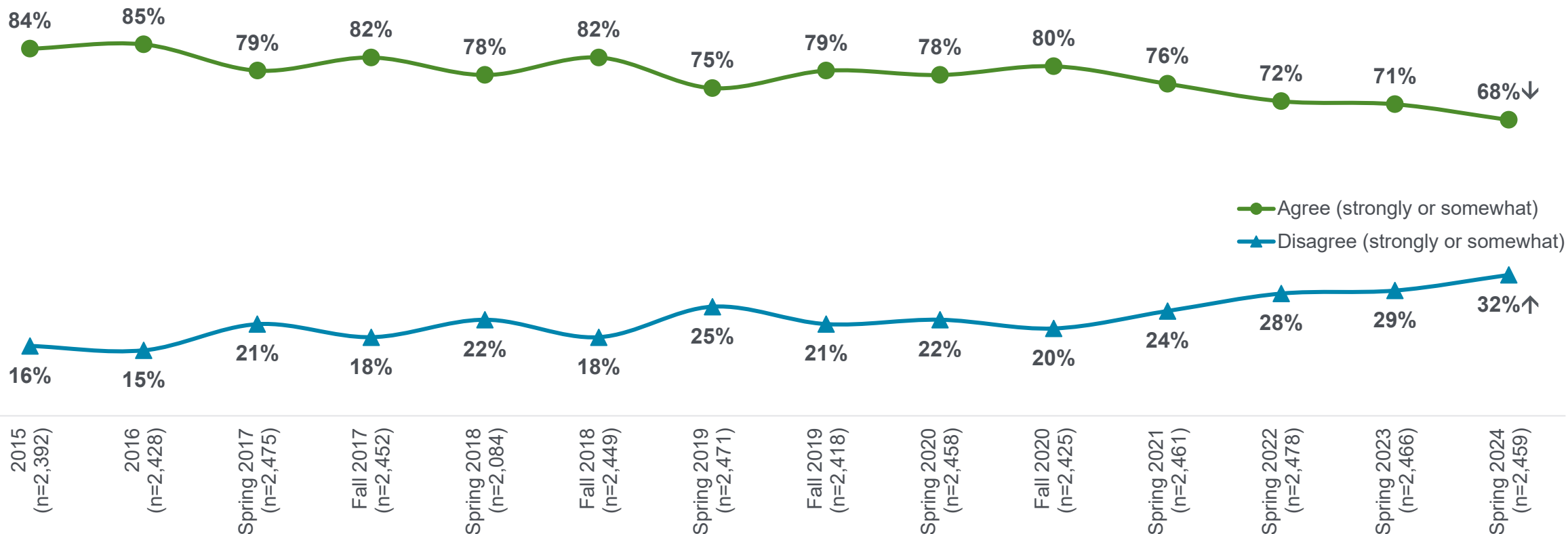
\*Rounding

↑/↓ Statistically higher/lower than spring 2023



# Tracking – Making customer service a priority

The City of Calgary makes customer service a priority



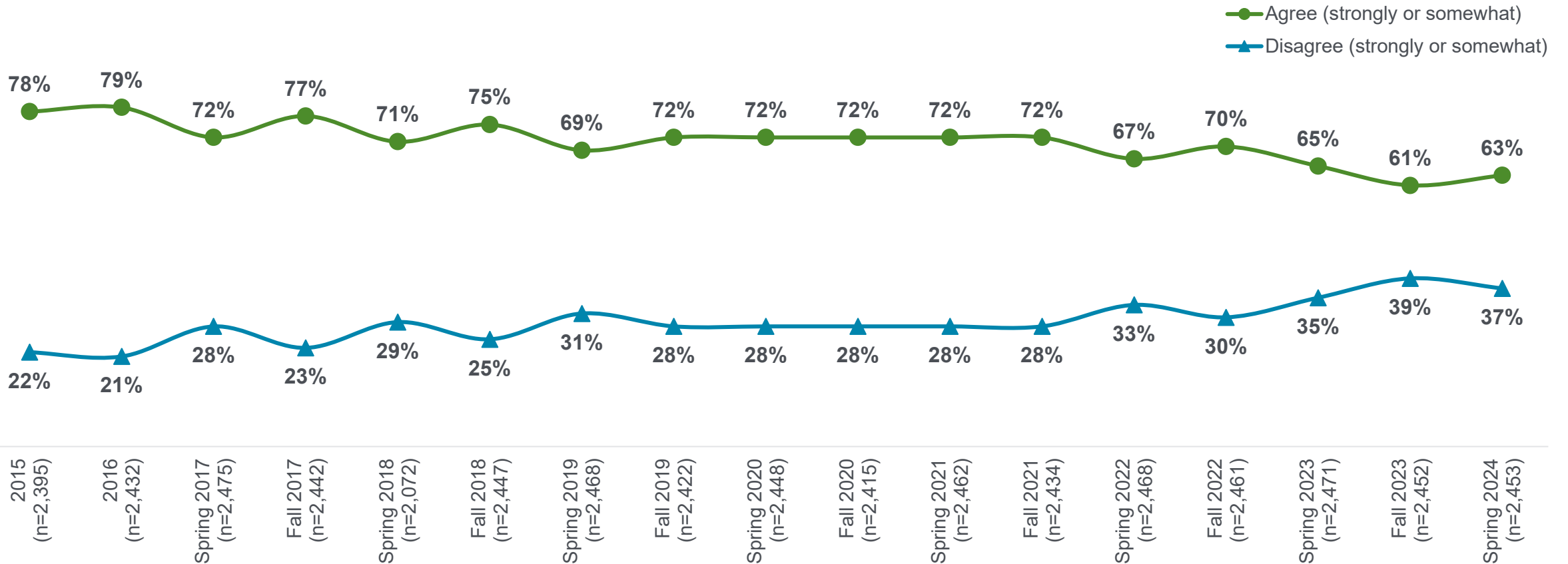
Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.  
 Base: Valid respondents

↑/↓ Statistically higher/lower than spring 2023



# Tracking – Customer service responsiveness

The City responds quickly to requests and concerns



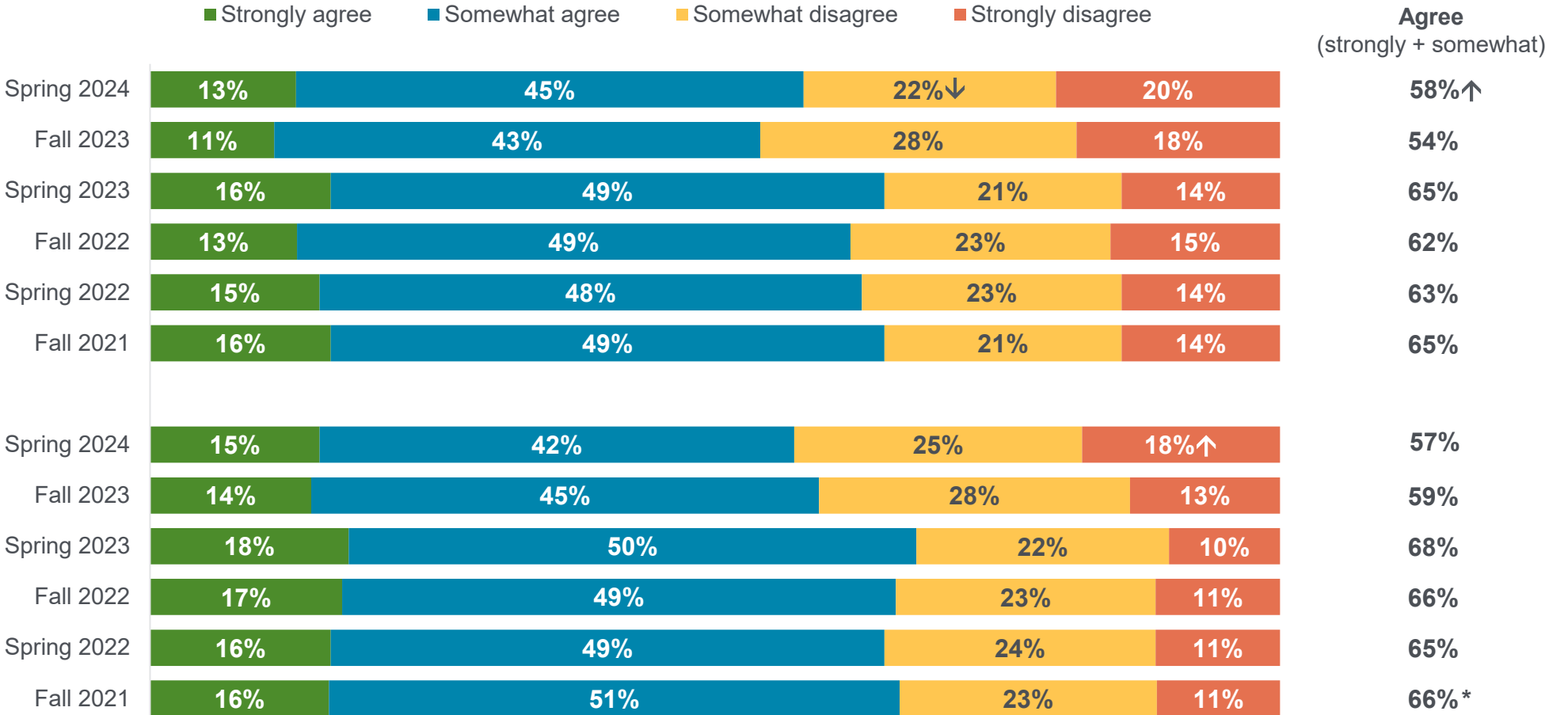
Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.  
 Base: Valid respondents





# Perceptions of input

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



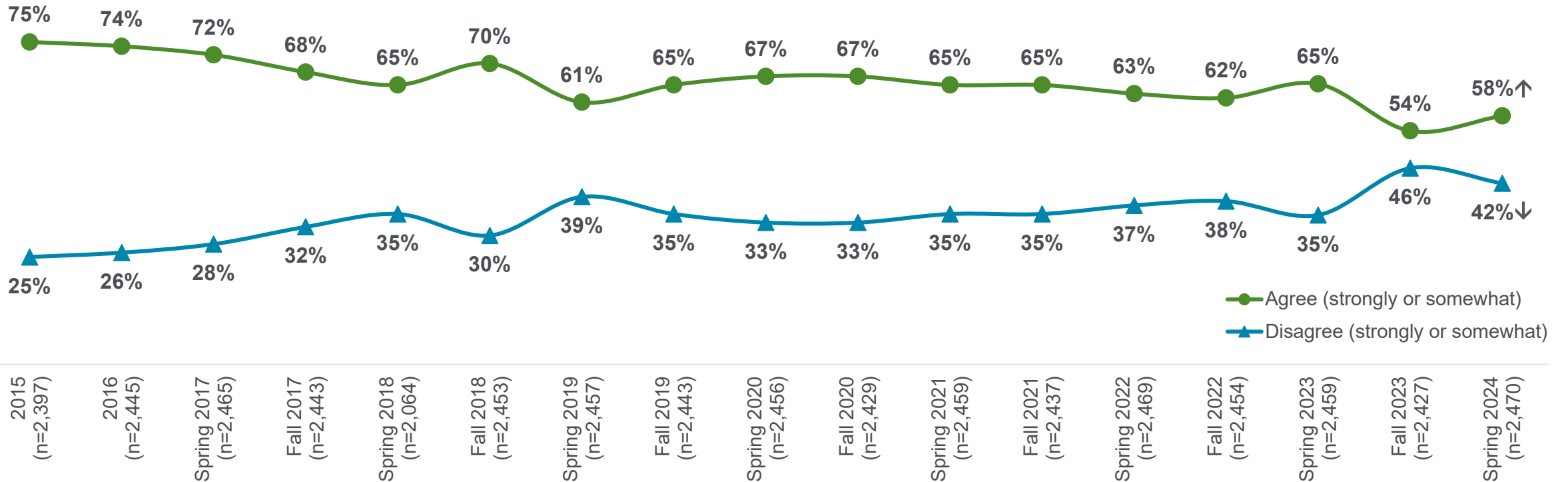
Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.  
 Base: Valid respondents (bases vary)

\*Rounding  
 ↑/↓ Statistically higher/lower than fall 2023



# Tracking – Use of Calgarians’ input in decision making

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



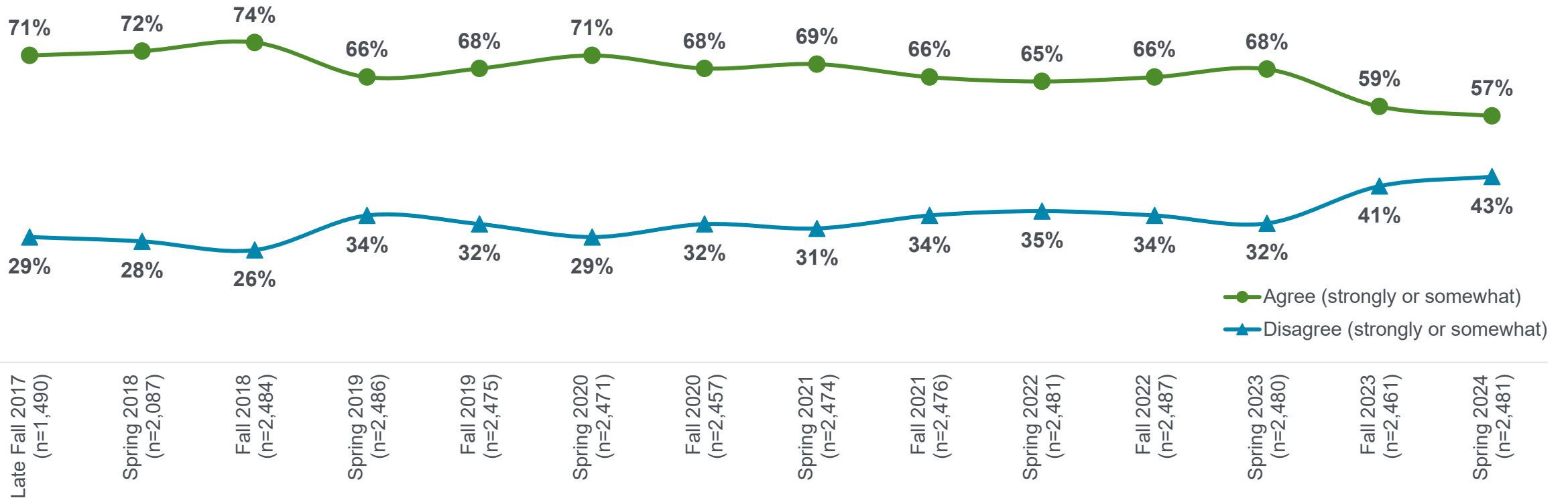
Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.  
Base: Valid respondents

↑/↓ Statistically higher/lower than fall 2023



# Tracking – Confidence in integration of Calgarians’ input

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

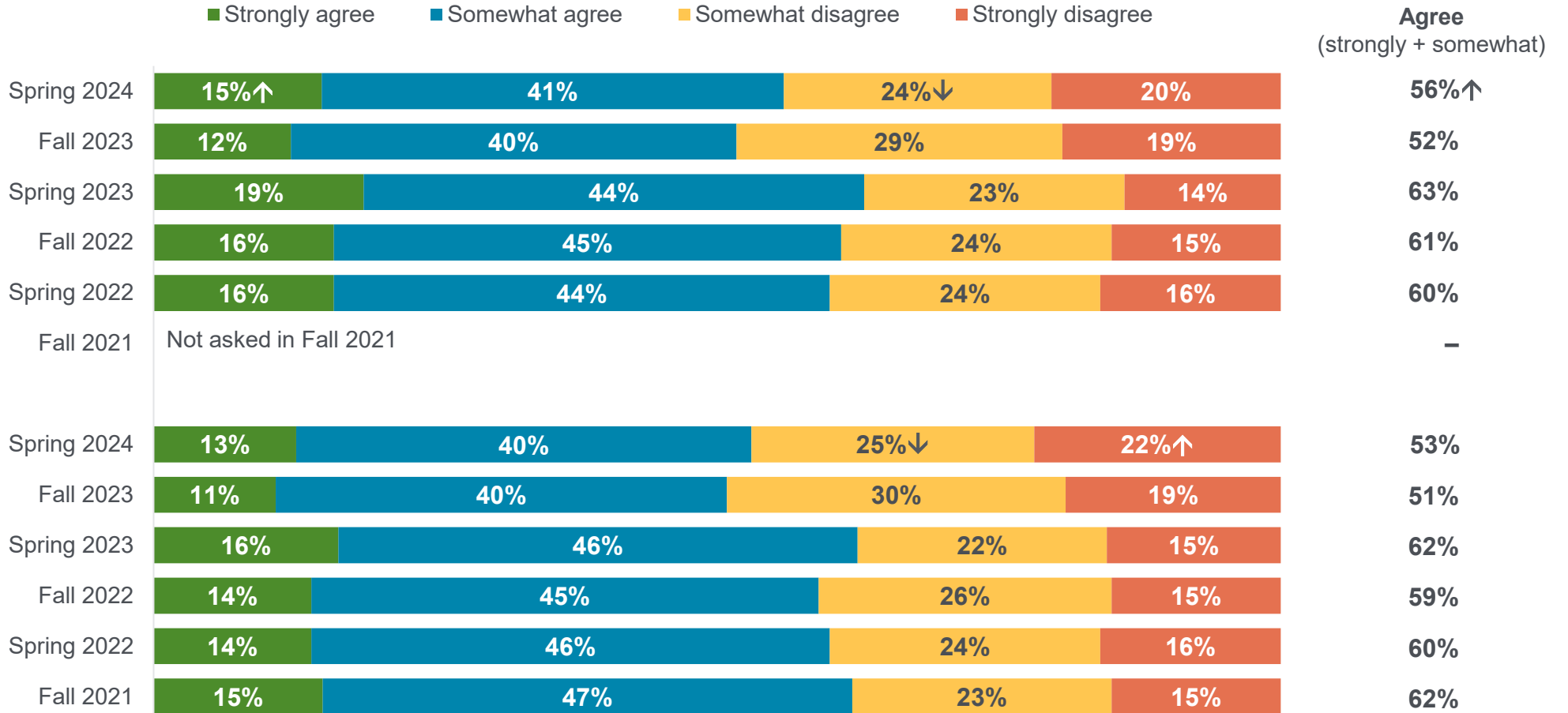


Q. Please tell me if you agree or disagree with each of the following statements.  
Base: Valid respondents



# Perceptions of input (continued)

Calgarians have enough opportunities to provide input into decision making about City projects and services



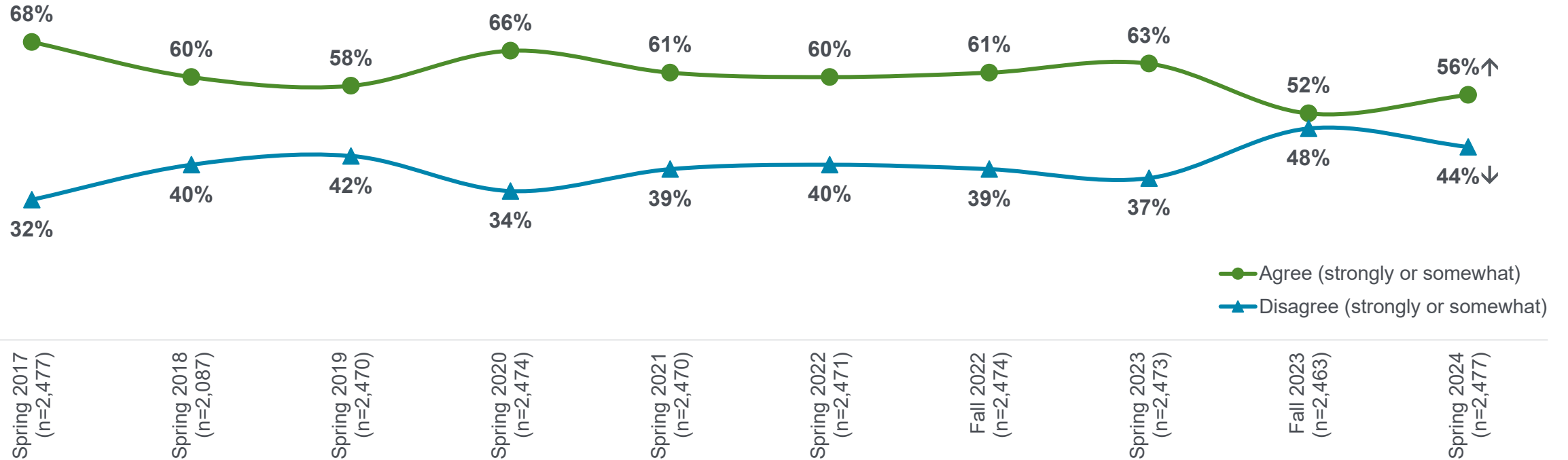
Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.  
 Base: Valid respondents (bases vary)

↑/↓ Statistically higher/lower than fall 2023



# Tracking – Enough opportunities for input

Calgarians have enough opportunities to provide input into decision making about City projects and services



Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.  
Base: Valid respondents

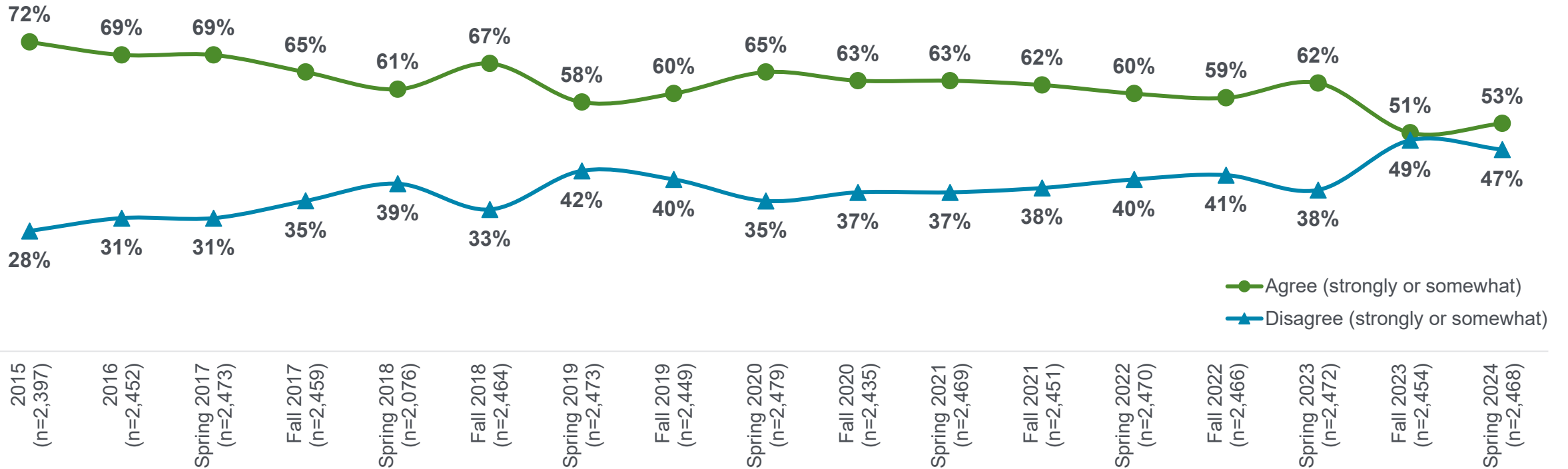
Not asked prior to spring 2017/Not asked in fall waves prior to 2022

↑/↓ Statistically higher/lower than fall 2023



# Tracking – Allowing Calgarians to have meaningful input

The City allows Calgarians to have meaningful input into decision making



Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.  
Base: Valid respondents

Not asked prior to 2015



# Communication at The City

# Summary of findings: Communication at The City

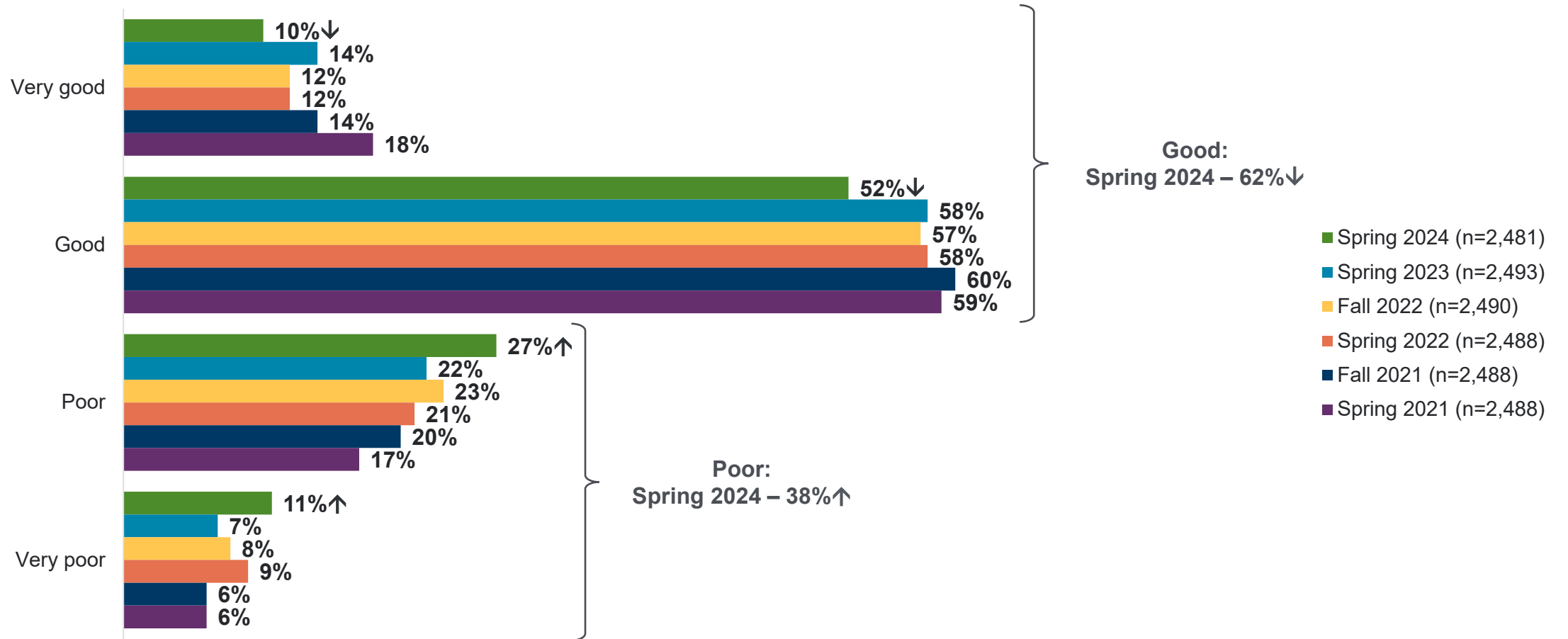
## Perceptions of The City's communication have deteriorated significantly in spring 2024 compared to spring 2023.

- Perceptions of The City's communication with Calgarians have deteriorated in spring 2024, with 62% rating it as 'good', a significant decline from spring 2023 (71%).
  - This downward trend is noticeable not just in the overall 'good' rating, but also in the intensity of ratings. The proportion describing communication as 'very good' (10%) is down significantly from 14% in spring 2023. Similarly, those rating it as 'good' (52%) have declined compared to spring 2023 (58%).
- Conversely, nearly two-fifths (38%) now rate The City's communication as 'poor', a significant increase compared to spring 2023 (29%).
  - This shift is driven by growth in both the 'very poor' (11% vs. 7% in spring) and 'poor' (27% vs. 22% in spring 2023) ratings.
- While spring 2024 results show a clear year-over-year decline, this may not be a recent drop in satisfaction. A similar, though not directly comparable, question asked in fall 2023 yielded results closely mirroring the current wave (63% 'good' and 37% 'poor'). Due to the wording difference of fall 2023 compared with spring 2024, fall 2023 wave's results are not presented in this report.





# Overall communication at The City



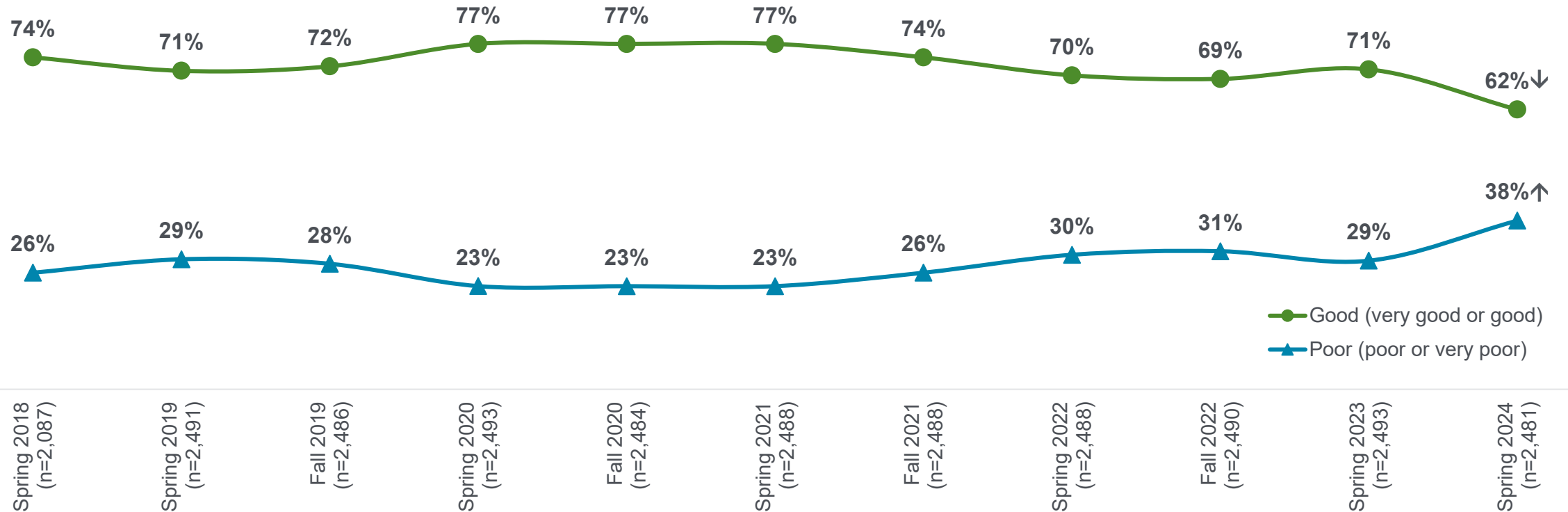
Q. Overall, how would you rate The City in terms of how well it communicates with Calgarians about its services, programs, policies and plans in the past 6 months?  
 Base: Valid respondents

Not asked in fall 2023  
 ↑/↓ Statistically higher/lower than spring 2023



# Tracking – Overall communication at The City

Rating The City in terms of how well it communicates with Calgarians about its services, programs, policies and plans in the past 6 months



Q. Overall, how would you rate The City in terms of how well it communicates with Calgarians about its services, programs, policies and plans in the past 6 months?  
 Base: Valid respondents

Not asked in fall 2023  
 ↑/↓ Statistically higher/lower than spring 2023



# City reputation and performance

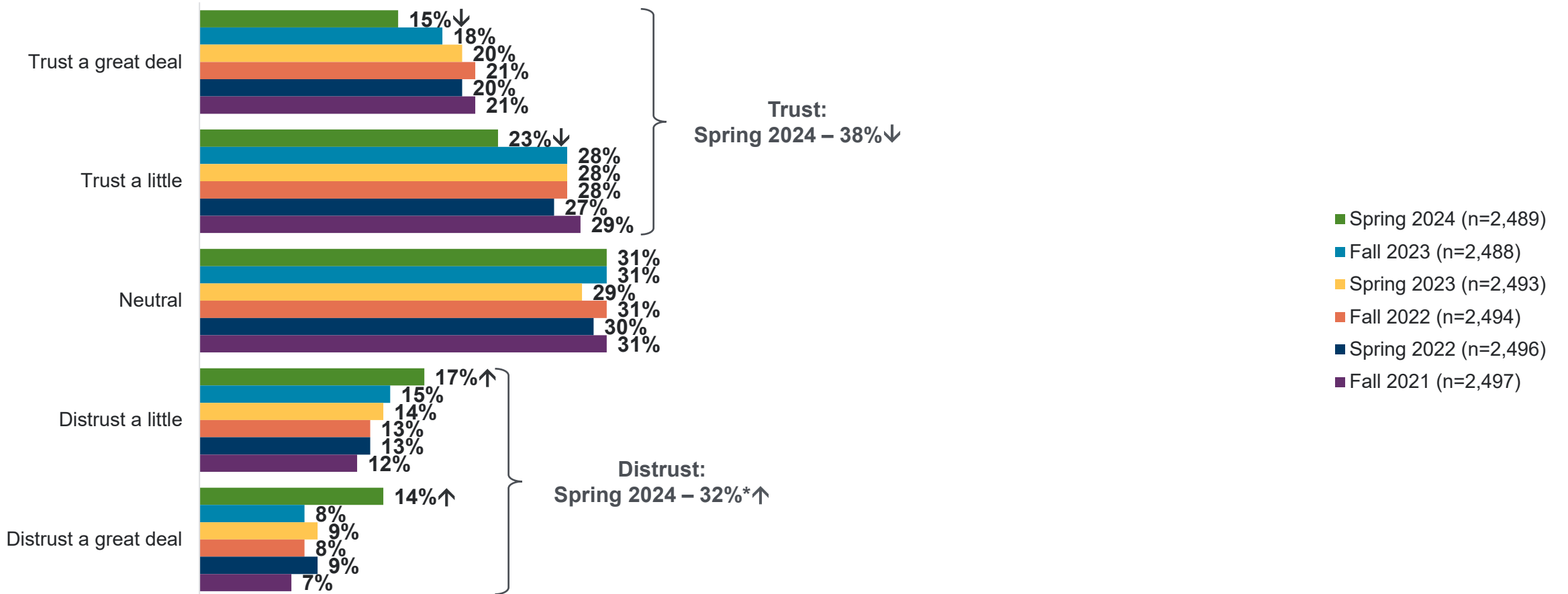
# Summary of findings: City reputation and performance

## Trust in The City declines as perceptions of performance, transparency, and fiscal responsibility also erode.

- Calgarians' trust in The City has declined considerably in spring 2024 and is at a new historic low. Just under two-fifths (38%) now say they have some degree of trust in The City, down significantly from fall 2023 (46%) and spring 2023 (48%). Conversely, distrust has risen to 32%, up significantly from fall 2023 (23%) and spring 2023 (also 23%). Three-in-ten (31%) remain neutral on trust, largely unchanged from fall 2023 (31%) and spring 2023 (29%).
- This erosion in trust coincides with softening perceptions of City performance. Some signs of declines first presented in fall 2023 and some further declines have occurred since then.
  - Three-fifths (59%) of Calgarians are satisfied with the way 'The City of Calgary (including Council and Administration) is going about running our City,' on par with fall 2023 (62%) though down significantly from spring 2023 (71%).
  - Satisfaction with the performance of City Administration sits at 71%, on par with fall 2023 (69%) but down from spring 2023 (77%).
  - Satisfaction with City Council's performance has dropped to 49%, significantly lower than both fall 2023 (55%) and spring 2023 (60%).
- While most (61%) still say that The City practices an open and accessible government, this also remains statistically lower than spring 2023 (70%) following a decline in fall 2023 (62%).
- Similarly, agreement that City Council and Administration work collaboratively to make the best decisions for Calgary's future sits at 58%, and this too is statistically lower than spring 2023 (69%) following a decline in fall 2023 (59%).
- Concerns about fiscal responsibility also appear to be on the rise, increasing more than the fall. Under one-half (48%) now agree The City manages its spending in a way that reflects Calgarians' needs and priorities, a significant drop from spring 2023 (58%) and fall 2023 (51%).
- Self-reported understanding of municipal government roles remains stable, with 72% agreeing they understand the roles and responsibilities of City Council vs. City Administration, consistent with spring 2023 (74%). Of note, more say they 'somewhat agree' (44%) than 'strongly agree' (28%), which may imply some underlying uncertainty.



# Trust in The City of Calgary



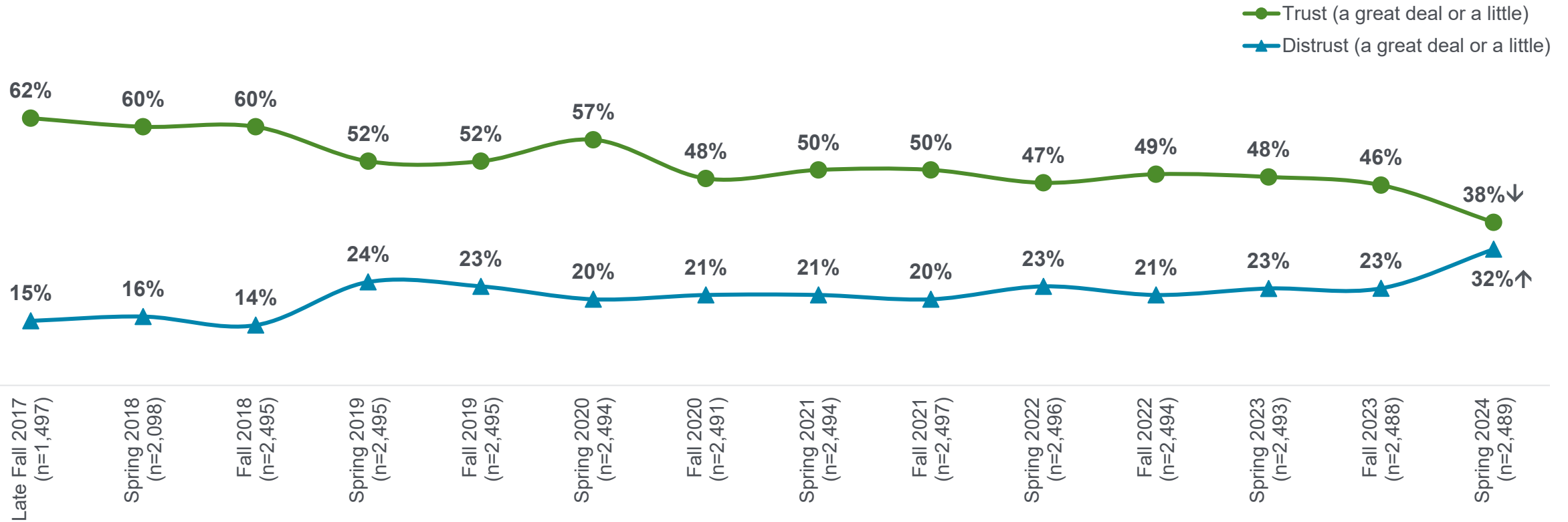
Q. Considering all the things you think are important, how much do you trust or distrust The City of Calgary?  
Base: Valid respondents

\*Rounding  
↑/↓ Statistically higher/lower than fall 2023



# Tracking – Trust in The City of Calgary

Trust/distrust The City of Calgary

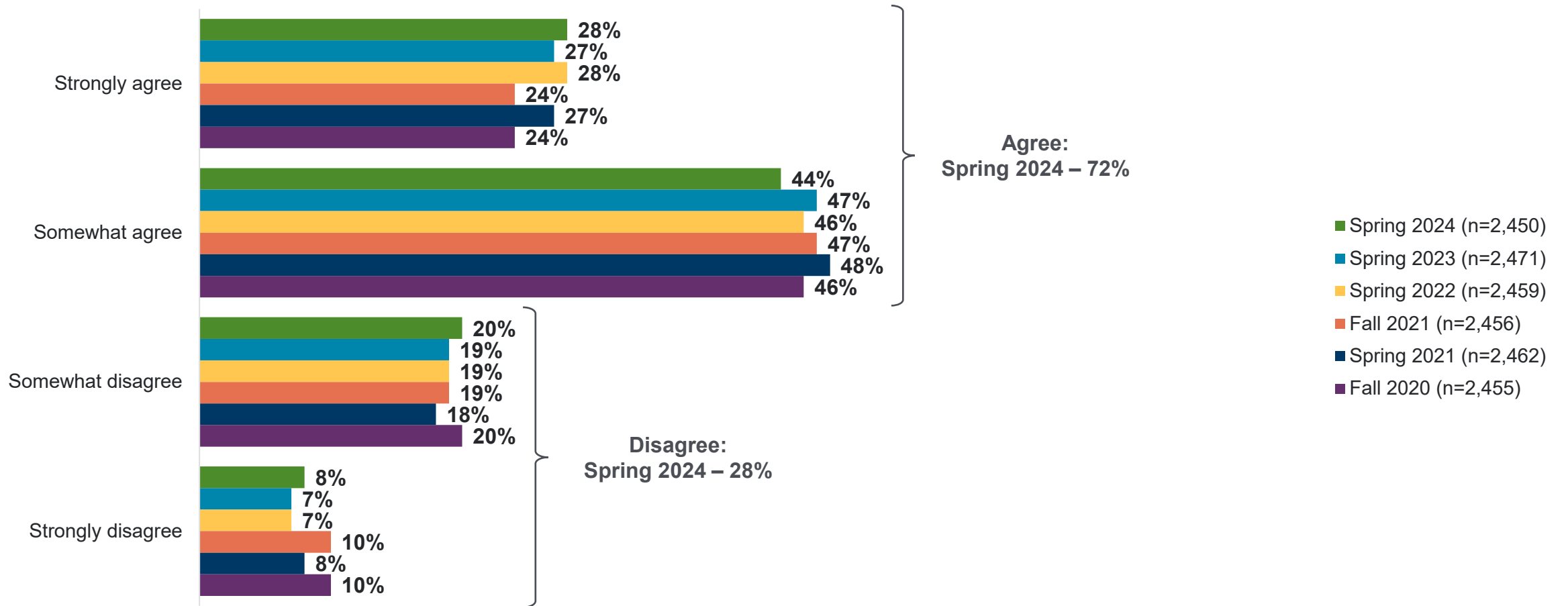


Q. Considering all the things you think are important, how much do you trust or distrust The City of Calgary?  
 Base: Valid respondents

↑/↓ Statistically higher/lower than fall 2023



# Understanding of municipal roles



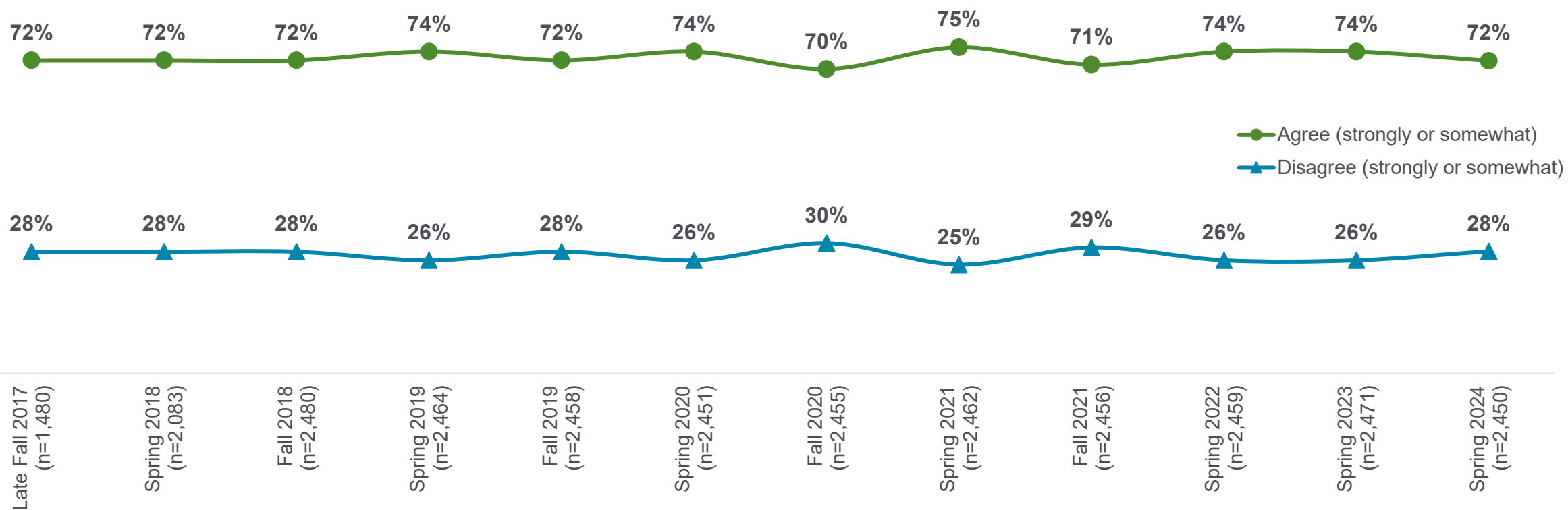
Q. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I understand the roles and responsibilities of City Council compared to those of City Administration.  
Base: Valid respondents

Conducted only in spring beginning in 2022



# Tracking – Understanding of municipal roles

I understand the roles and responsibilities of City Council compared to those of City Administration



Q. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I understand the roles and responsibilities of City Council compared to those of City Administration.  
 Base: Valid respondents

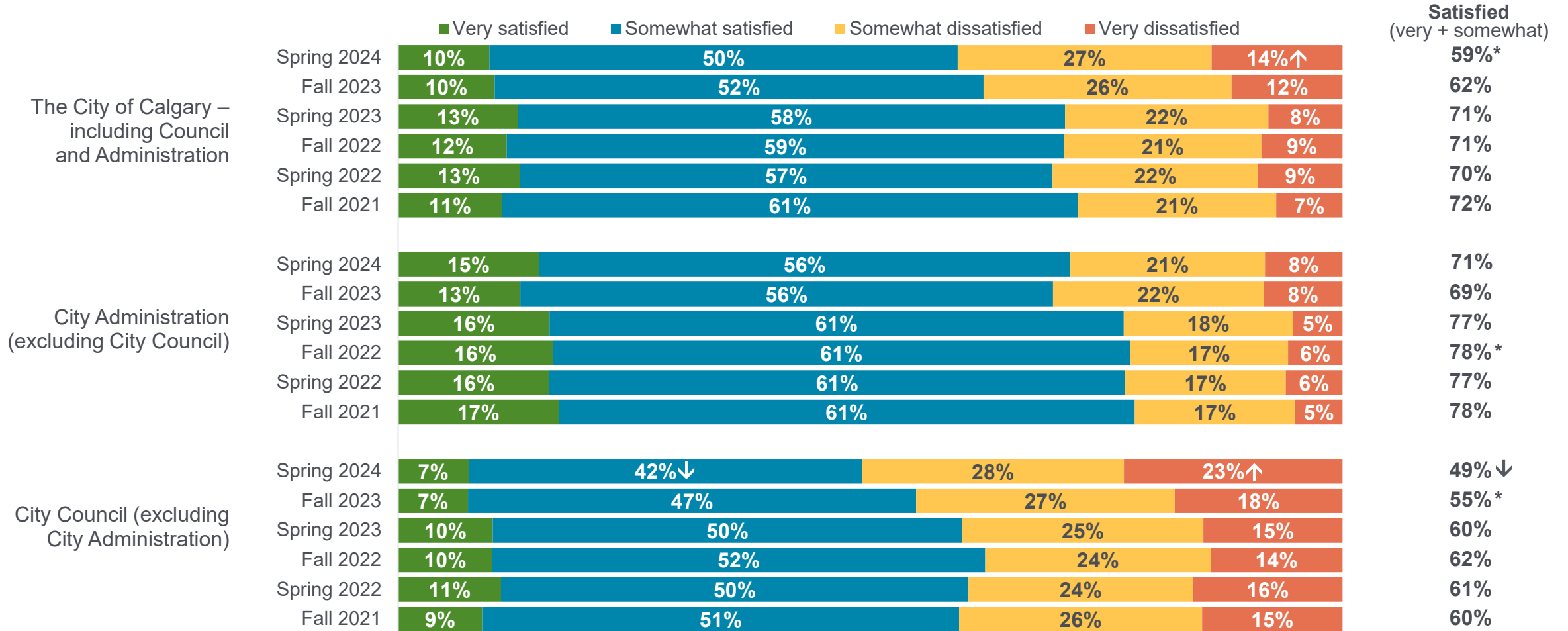
Conducted only in spring beginning in 2022





# 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.



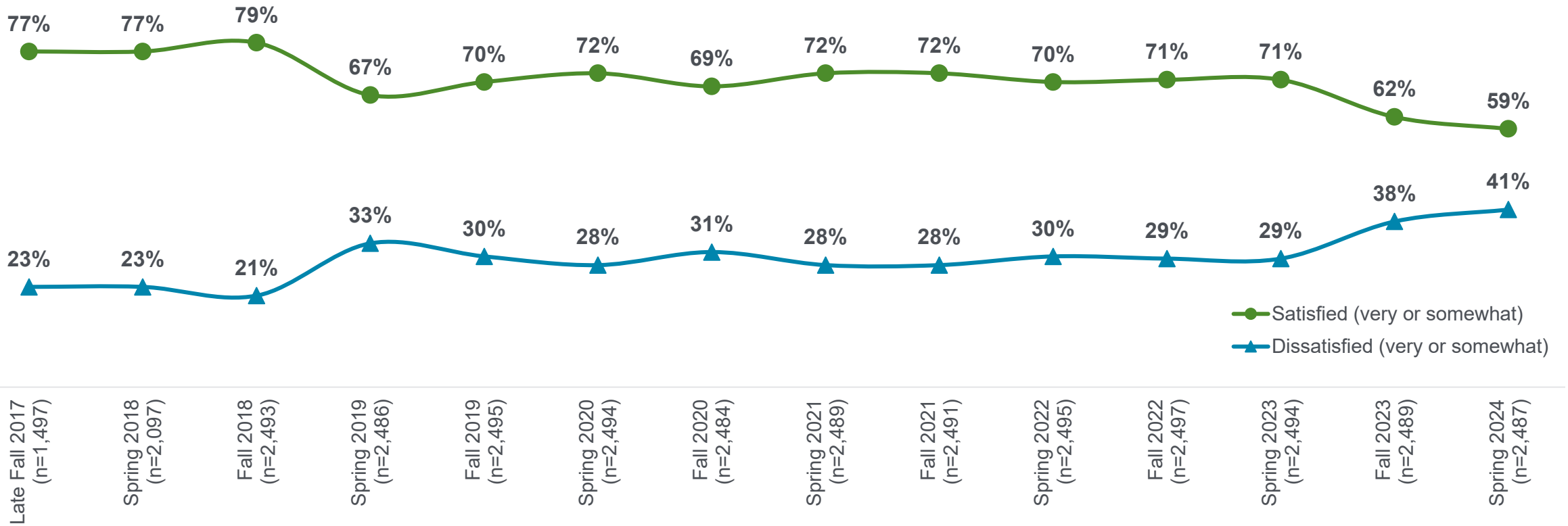
\*Rounding  
 ↑/↓ Statistically higher/lower than spring 2023

Q. 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)



# Tracking – City of Calgary performance

Satisfaction with the way The City of Calgary – including Council and Administration as a whole – is running our city

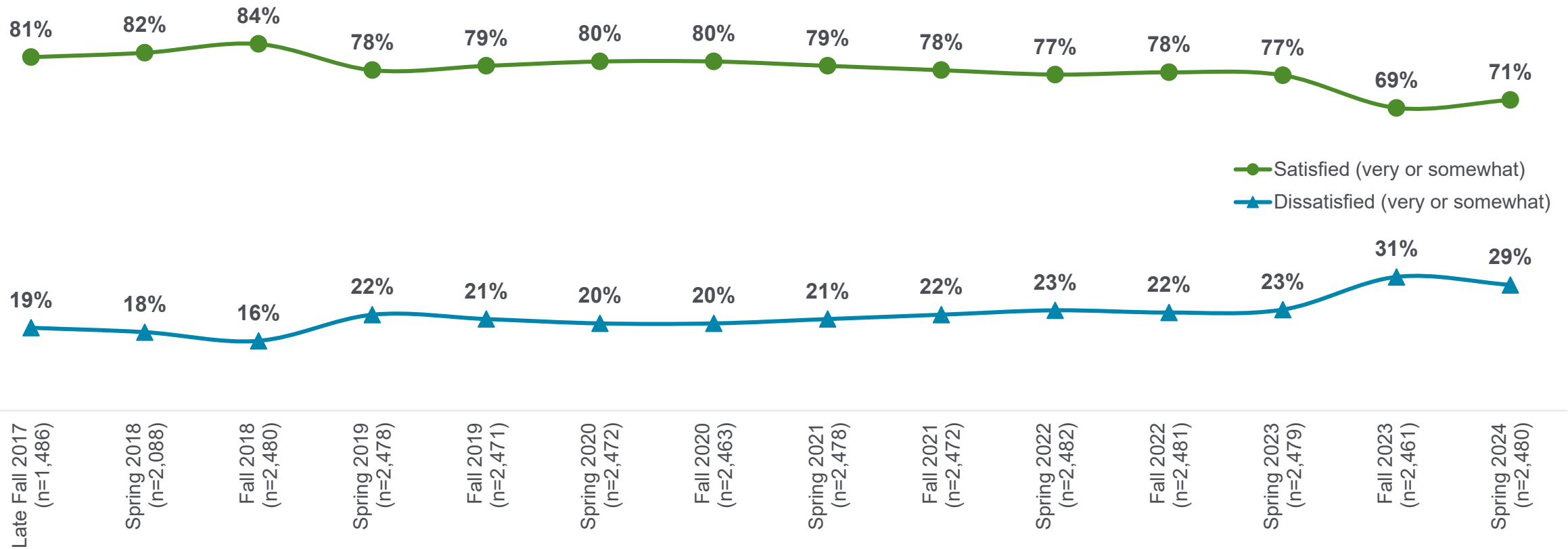


Q. Taking everything into account, how satisfied or dissatisfied are you with the way The City of Calgary – including Council and City Administration as a whole – is going about running our City? Are you...?  
 Base: Valid respondents



# Tracking – Performance of City Administration

Satisfaction with the way Calgary’s City Administration, excluding Council, is running our city

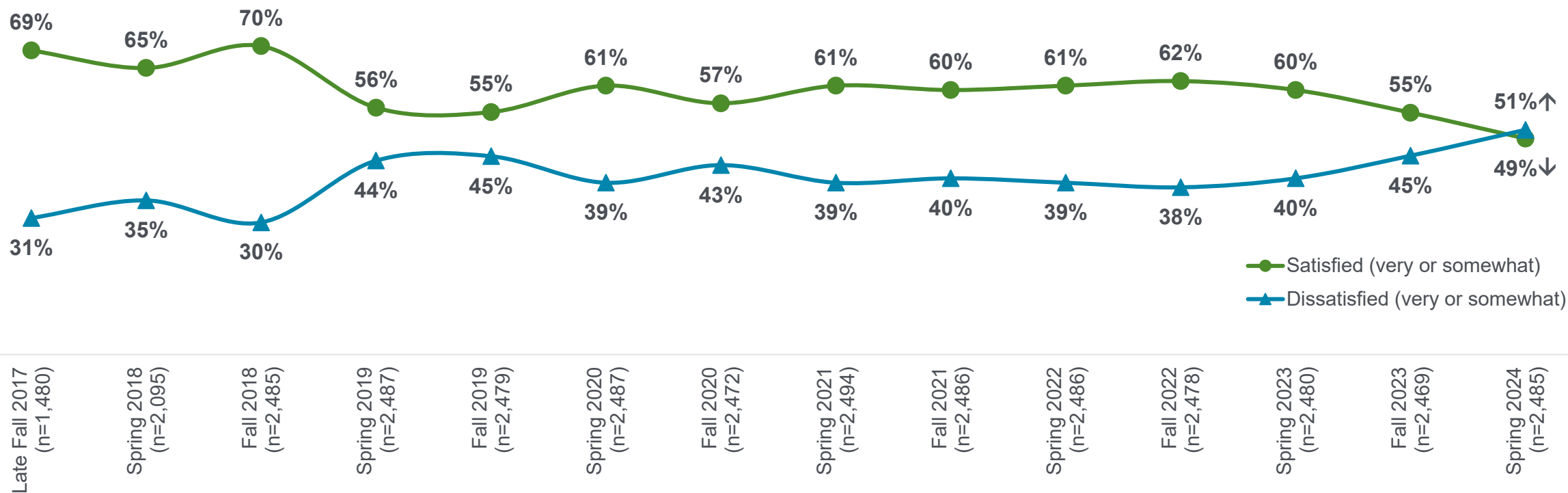


Q. Thinking about Calgary’s City Administration, excluding Council, how satisfied or dissatisfied are you with the way City Administration is going about running our City?  
 Base: Valid respondents



# Tracking – Performance of City Council

Satisfaction with the way Calgary’s City Council, excluding City Administration, is running our city

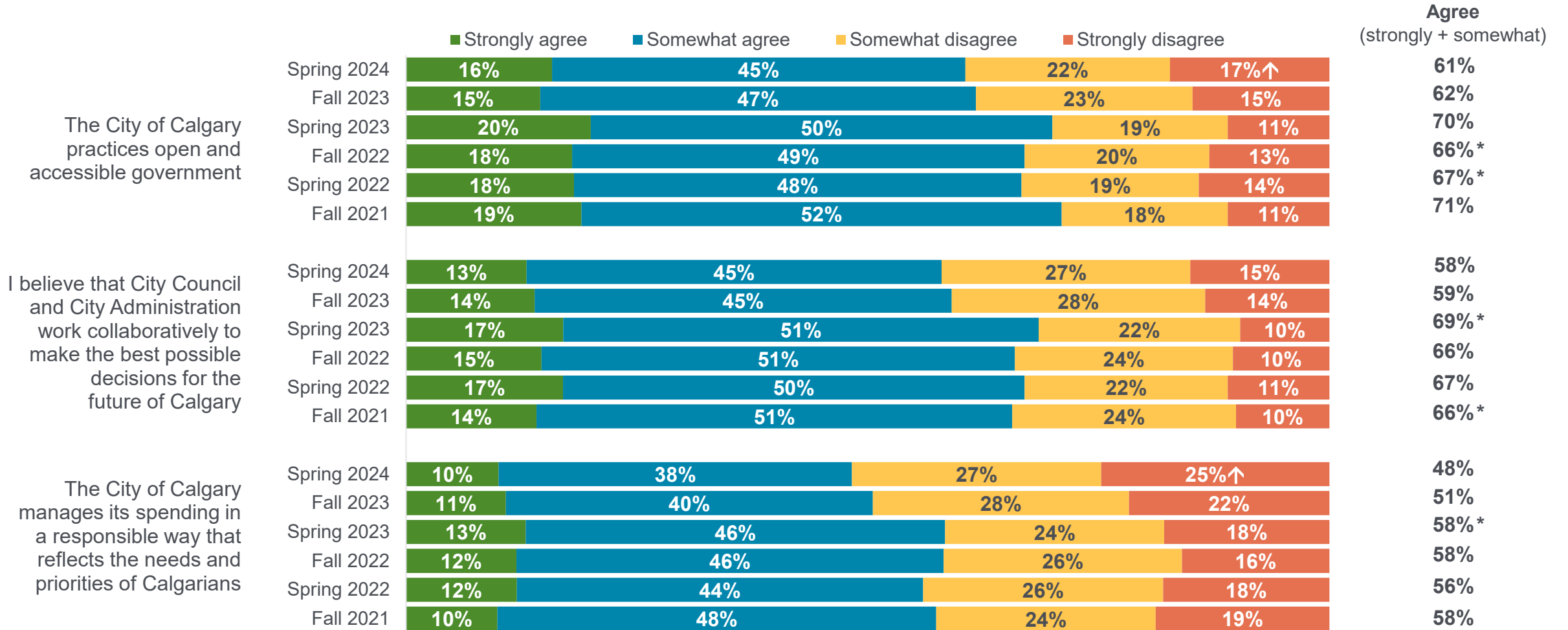


Q. Thinking about Calgary’s City Council, excluding City Administration, how satisfied or dissatisfied are you with the way City Council is going about running our City?  
 Base: Valid respondents

↑/↓ Statistically higher/lower than fall 2023



# Attitudes regarding The City



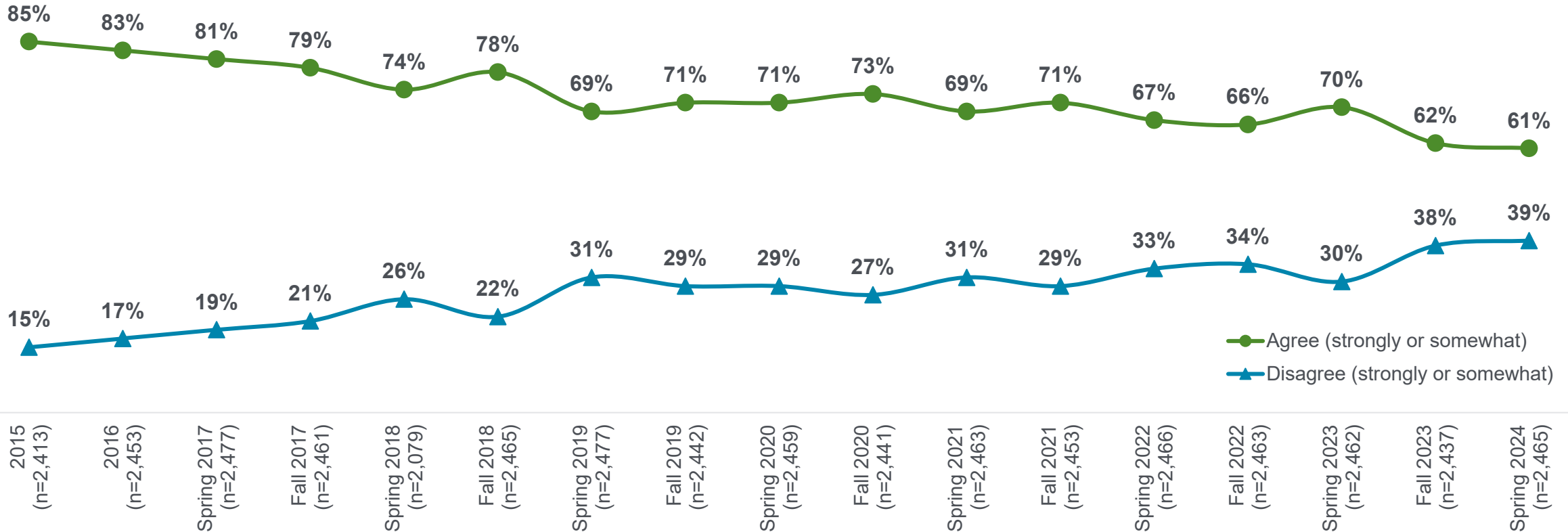
Q. Please tell me if you agree or disagree with each of the following statements.  
Base: Valid respondents (bases vary)

\*Rounding  
↑/↓ Statistically higher/lower than spring 2023



# Tracking – Open and accessible government

The City of Calgary practices open and accessible government



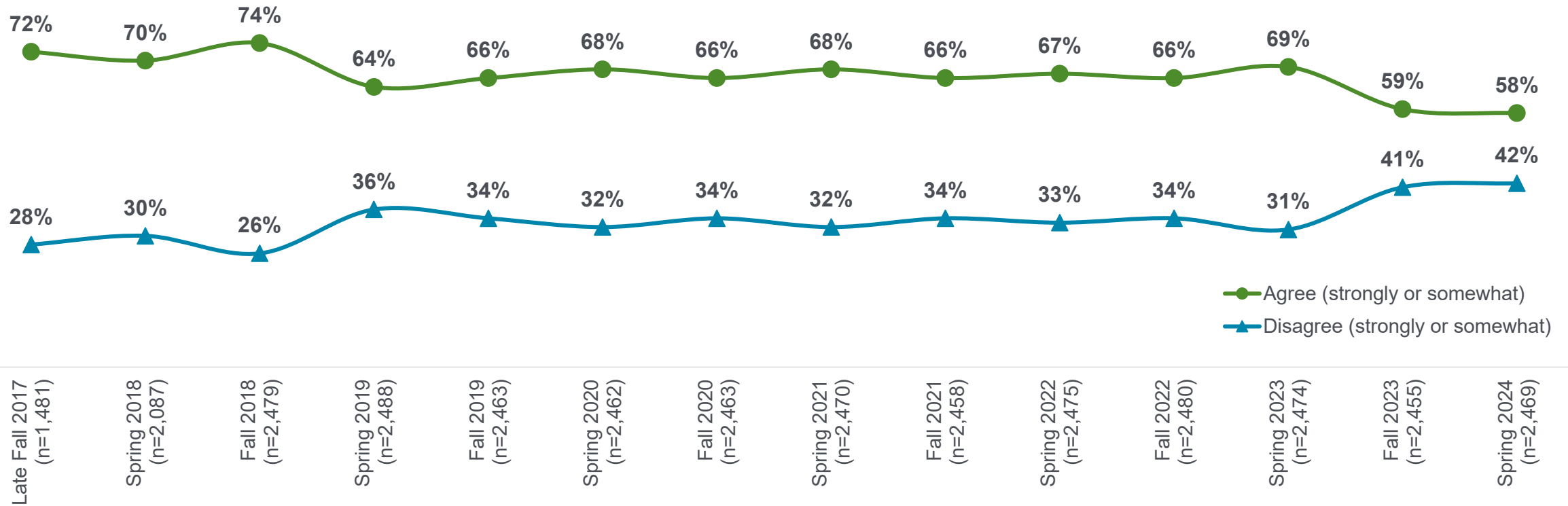
Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.

Base: Valid respondents (bases vary)



# Tracking – City Council and City Administration work collaboratively

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

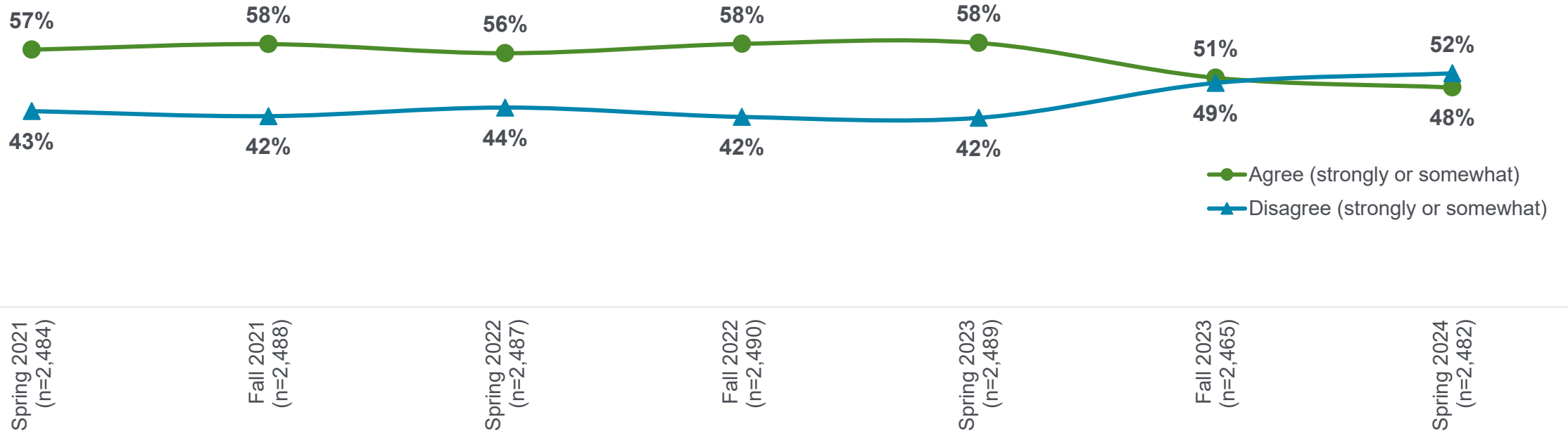


Q. Please tell me if you agree or disagree with each of the following statements.  
 Base: Valid respondents (bases vary)



# Tracking – The City manages its spending in a responsible way

The City of Calgary manages its spending in a responsible way that reflects the needs and priorities of Calgarians



Q. Please tell me if you agree or disagree with each of the following statements.  
 Base: Valid respondents (bases vary)





# The City and the environment

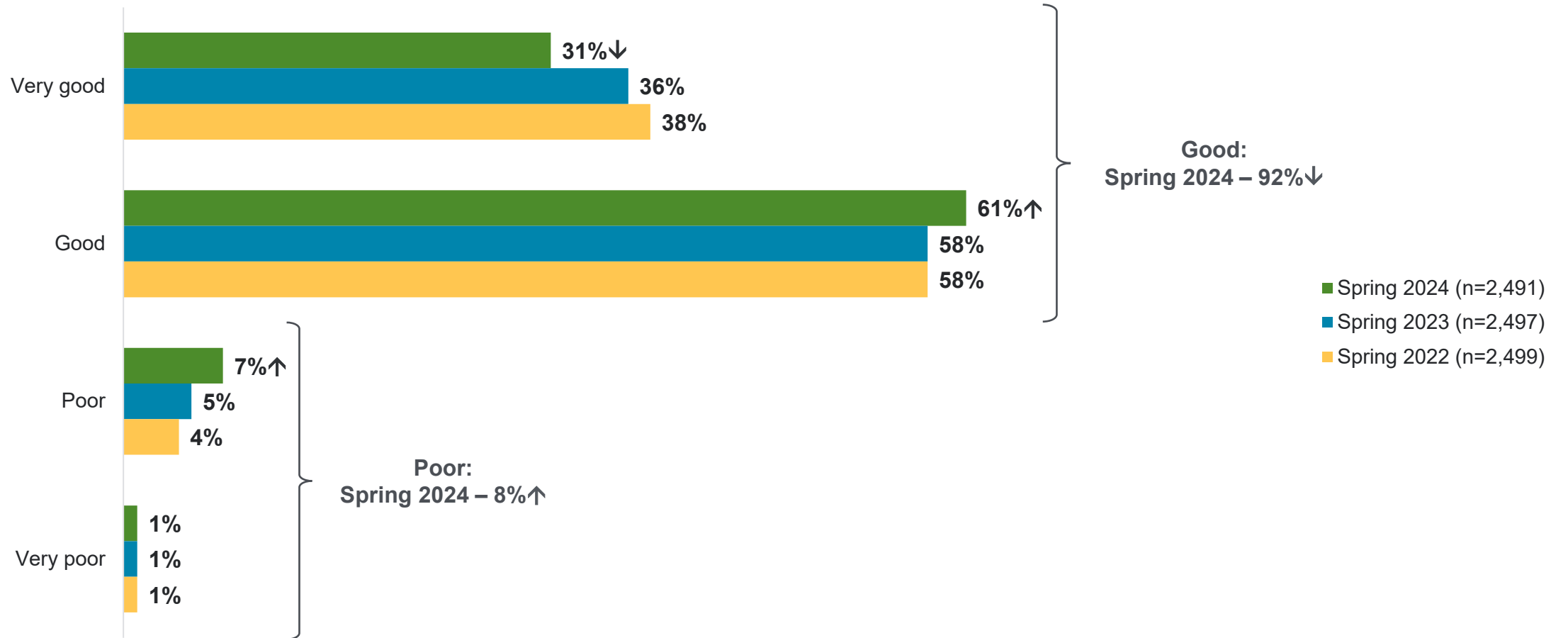
# Summary of findings: The City and the environment

## Perceptions of Calgary's environment and City environmental efforts remain largely positive. While most acknowledge climate change as a serious threat, views vary on its impact and The City's role in addressing it.

- The overall state of Calgary's environment is viewed positively by Calgarians. Around nine-in-ten (92%) rate the current state as being 'good'. However, this is down statistically from spring 2023 (94%). Just 8% consider the state of Calgary's environment to be in 'poor' shape, up from 6% in spring 2023.
  - Satisfaction with The City's environmental protection efforts remains high but has declined compared to 2023. Currently, 81% are satisfied with the job The City of Calgary is doing to protect the environment. This is down significantly from 84% in spring 2023. Dissatisfaction has increased correspondingly to 19% up from 16% in spring 2023.
  - Ratings of The City's programs and services to help Calgarians reduce their environmental impact have softened year-over-year as well. Seven-in-ten (71%) are satisfied with The City's efforts, a significant drop from 78% in spring 2023. Nearly three-in-ten (29%) are now dissatisfied, up significantly from spring 2023 (22%).
- New questions were added in spring 2024 to gauge opinions on climate change and The City's role in addressing it:
  - Two-thirds (66%) agree climate change is a real issue affecting quality of life for Calgarians, with 39% 'strongly agreeing.'
  - A similar proportion (67%) believe the effects of climate change will harm them personally in their lifetime, with 38% 'strongly agreeing.'
  - Many (62%) agree The City of Calgary should be doing more to fight climate change. This sentiment is more muted than some other environmental measures, with 30% 'strongly agreeing' and 32% 'somewhat agreeing'. A minority (38%) disagree that The City should be doing more in this area.
  - Fewer than two-fifths (37%) agree that the effects of climate change are overblown and won't have much impact on our lives in Calgary. Results from this question coincides with results from the previous environment measures in that 62% feel that the effects of climate change are not overblown.



# Overall state of Calgary's environment



Q. Thinking about things such as air, water and land quality in the city, how would you rate the overall state of Calgary's environment today?  
 Base: Valid respondents

All waves conducted in spring  
 ↑/↓ Statistically higher/lower than spring 2023

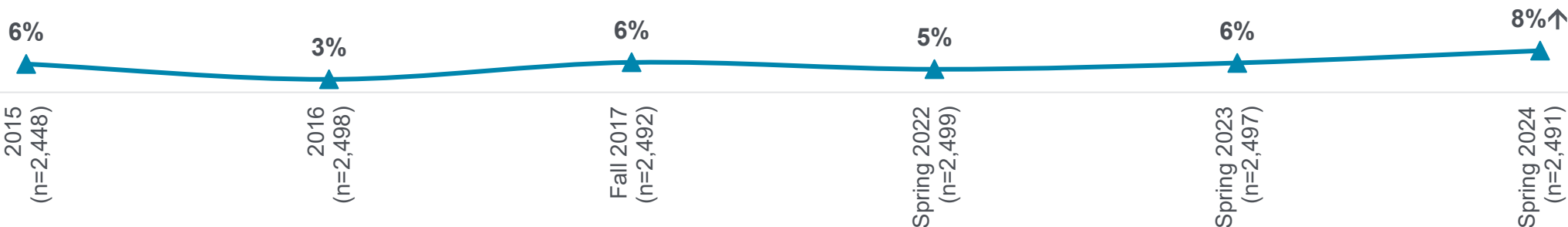


# Tracking – Overall state of Calgary’s environment

Overall state of Calgary’s environment today



● Good (good or very good)  
▲ Poor (poor or very poor)

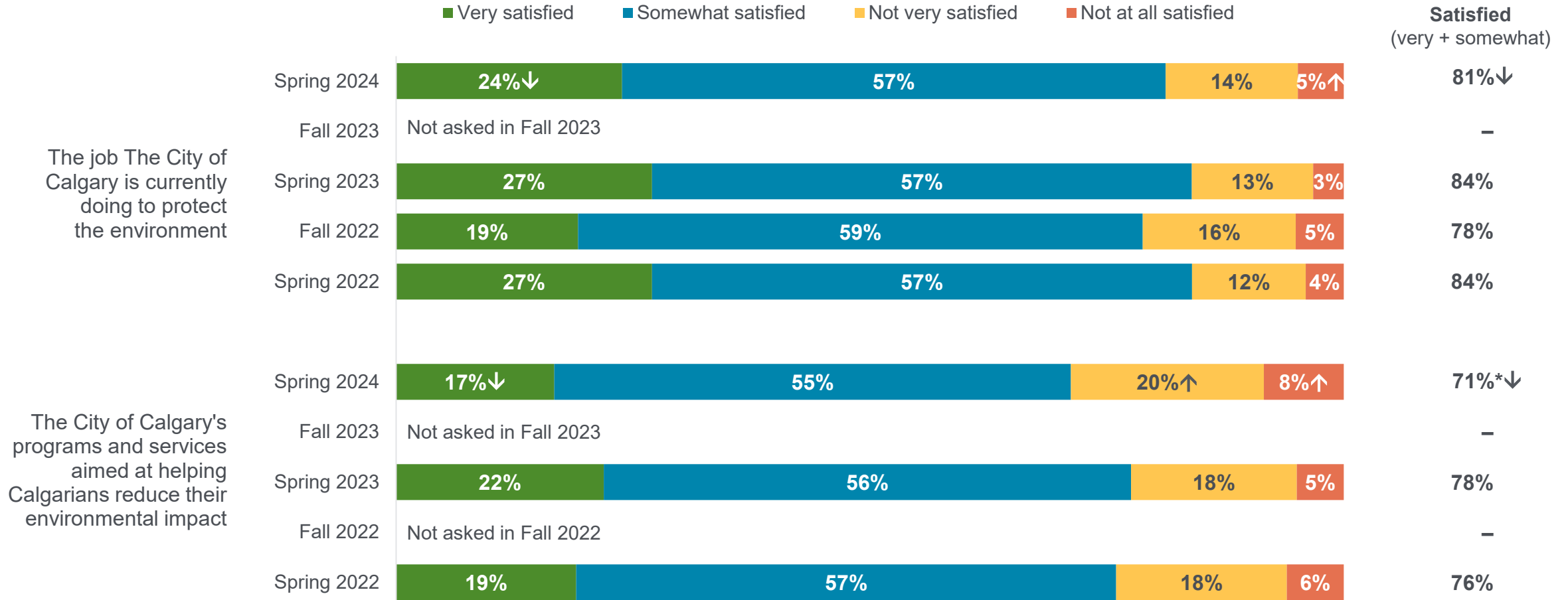


Q. Thinking about things such as air, water and land quality in the city, how would you rate the overall state of Calgary's environment today?  
Base: Valid respondents

All waves conducted in spring  
↑/↓ Statistically higher/lower than spring 2023



# Satisfaction with City of Calgary environmental initiatives



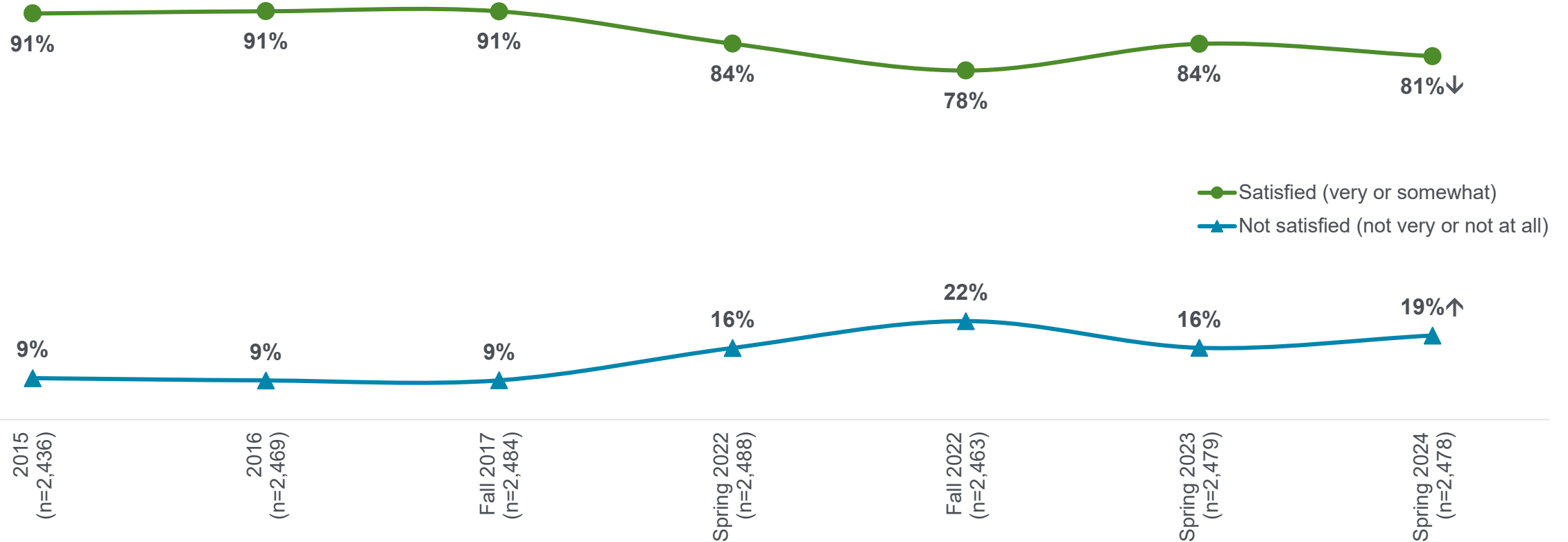
Q. How satisfied are you with the job The City of Calgary is currently doing to protect the environment?  
 Q. How satisfied are you with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact?  
 Base: Valid respondents (bases vary)

\*Rounding  
 ↑/↓ Statistically higher/lower than spring 2023



# Tracking – Satisfaction with The City in protecting the environment

Satisfaction with the job The City of Calgary is currently doing to protect the environment



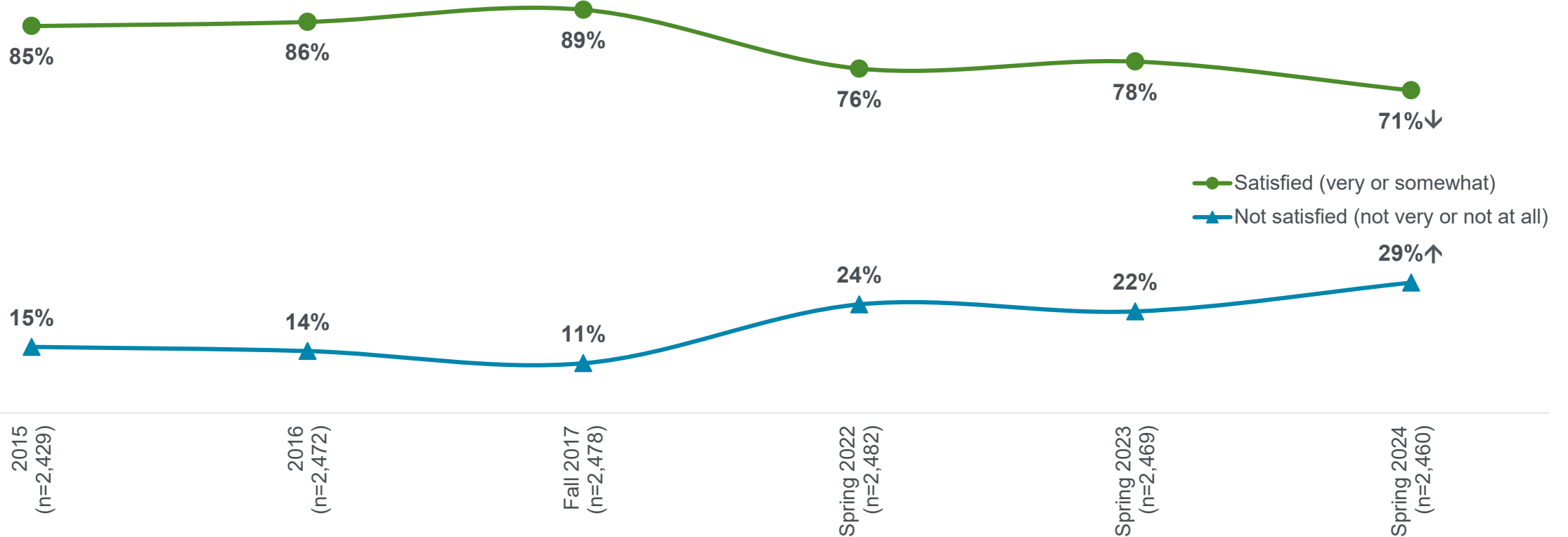
Q. How satisfied are you with the job The City of Calgary is currently doing to protect the environment?  
 Base: Valid respondents

↑/↓ Statistically higher/lower than spring 2023



# Tracking – Satisfaction with The City helping Calgarians reduce environmental impact

Satisfaction with The City of Calgary’s programs and services aimed at helping Calgarians reduce their environmental impact

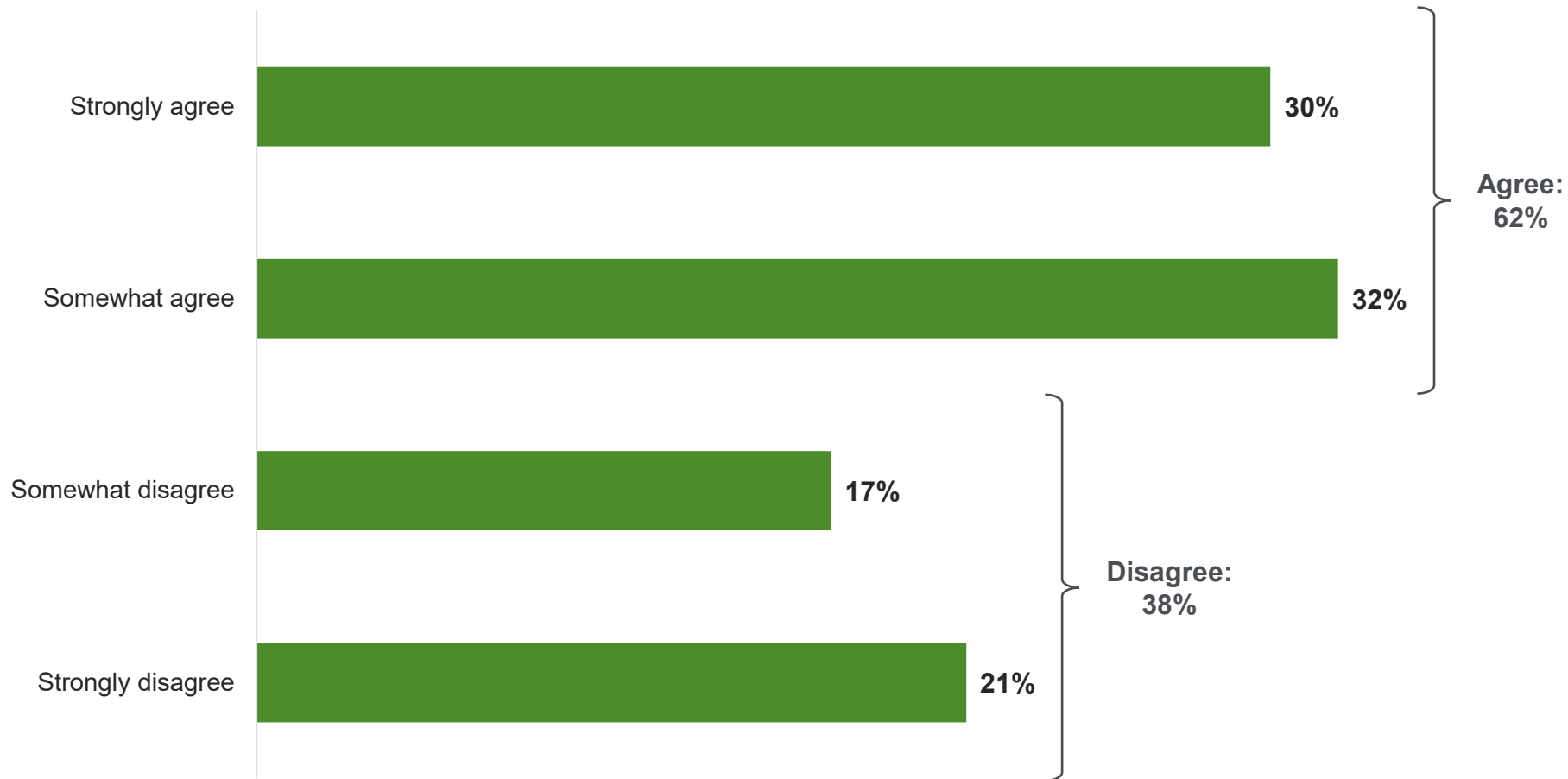


Q. How satisfied are you with The City of Calgary’s programs and services aimed at helping Calgarians reduce their environmental impact?  
 Base: Valid respondents

↑/↓ Statistically higher/lower than spring 2023



# The City should do more to fight climate change



Q. To what extent do you agree or disagree that The City of Calgary municipal government should do more in the fight against climate change?

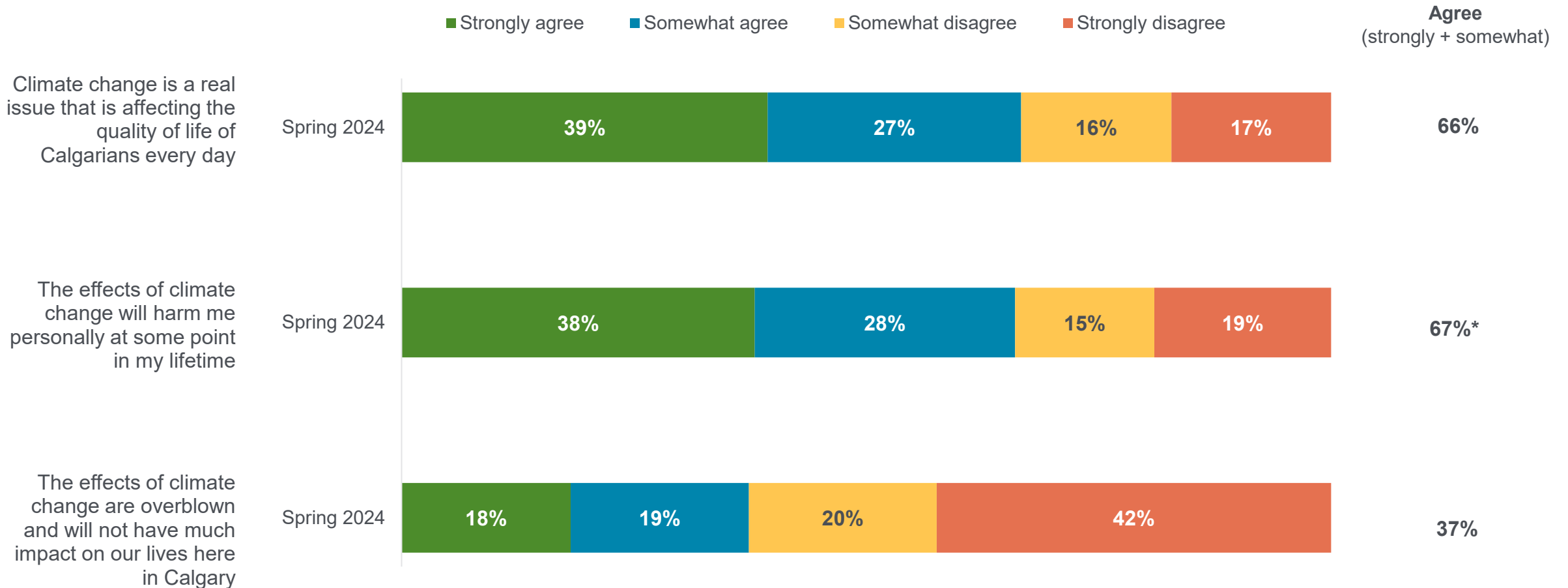
Base: Valid respondents (n=2,482)

New question added Spring 2024





# Agreement with climate change statements



Q. I am going to read you a few statements, and I would like you to tell me the extent to which you agree or disagree with each one.  
 Base: Valid respondents

New questions added Spring 2024  
 \*Rounding



# Respondent profile



# Respondent profile

Gender	
Female	50%
Male	49%
Other	1%

Age	
18 to 24	11%
25 to 34	20%
35 to 44	17%
45 to 54	18%
55 to 64	12%
65 or older	22%
MEAN	47.6

Children or seniors in household	
Yes – children	30%
Yes – seniors	33%

Income	
Less than \$60,000	23%
\$60,000 to just under \$120,000	34%
\$120,000 to just under \$200,000	25%
\$200,000 and over	18%

Education	
Less than high school	2%
High school or equivalent	19%
Apprenticeship or trades diploma/certificate	6%
College or non-university diploma/certificate	17%
University degree/diploma/certificate	56%

Employment status <sup>^</sup>	
Full time employed or self employed	53%
Part time employed or self-employed	12%
Retired	21%
Looking after home and/or family	2%
Unable to work because of sickness or disability	2%
Unemployed	6%
Doing unpaid or voluntary work	1%
Student	7%
Other	<1%

Base: Valid respondents (bases vary)

<sup>^</sup> Multiple responses allowed



# Respondent profile (continued)

Quadrant	
Southwest	29%
Southeast	23%
Northwest	29%
Northeast	19%

Responsible for property taxes or rent	
Yes	85%
No	15%

Own or rent	
Own	68%
Rent	27%
Other	5%

Household size	
1	14%
2	34%
3	17%
4	20%
5 or more	15%
MEAN	3.0

Tenure in Calgary	
Less than 5 years	11%
5 to less than 10 years	6%
10 to less than 15 years	8%
15 to less than 20 years	9%
20 to less than 30 years	23%
30 to less than 40 years	15%
40 or more	28%
MEAN	28.3

Base: Valid respondents (bases vary)



# Respondent profile (continued)

Born in Canada	
Yes	67%
No	33%

Date of arrival in Canada Base: Not born in Canada (n=755)	
Within the past 5 years	26%
More than 5 years ago	74%

Disability in household <sup>^</sup>	
Yes – myself	12%
Yes – someone in my household	13%
No	78%

Indigenous identity <sup>^</sup>	
Yes – First Nations	1%
Yes – Metis	2%
Yes – Inuit	<1%
Yes – Prefer to self-describe	<1%
Other	<1%
No	96%

Racialized	
Yes	29%
No	70%
Prefer to self-describe	1%

2SLGBTQIA+	
Yes	9%
No	91%

Business owner/operator Base: In workforce (n=1,407)	
Own and operate a business	17%
Own a business	3%
Operate a business	2%
No	79%

Base: Valid respondents (bases vary)

<sup>^</sup> Multiple responses allowed



# Appendix – glossary of service descriptions

# Services asked in the 2024 Spring Survey of Calgarians

Prior to 2020, City programs and services evaluated in the Spring Survey of Calgarians (formerly the Spring Pulse) matched those evaluated in the Fall Survey of Calgarians (formerly the Citizen Satisfaction Survey). However, in the shift to a service-based view of The City's multi-year service plans and budgets, the Spring Survey of Calgarians has included services that align with City of Calgary Service Lines since 2020.

In Spring 2024, the following City program and service names were refined and can no longer be compared to historical spring results:

- Property tax payment administration
- Streets, including traffic operations, building, maintenance, and on-street bikeways

Also in Spring 2024, additional services were added to fill gaps created by services removed from the Fall 2023 Survey of Calgarians. These services do not have a comparable measure from Spring 2023:

- Residential Black Cart garbage collection
- Residential Blue Cart recycling
- Residential Green Cart composting
- Downtown revitalization
- Snow clearing
- City of Calgary website
- 311 service
- City operated recreation programs such as swimming lessons
- City operated recreation facilities such as pools, leisure centres, and golf courses

# Services asked in the 2024 Spring Survey of Calgarians (continued)

**Please note:** In the interests of survey length and applicability of service, not every service is reflected in this survey.

In the survey itself, 50 services and programs were divided by Block A, Block B and Block C, Blok D and Block E. Each block was rotated from respondent to respondent to ensure a representative mix of responses for each service. This was to ease the length of time a survey may take for a respondent.

## Block A

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- Calgary Fire Department emergency response
- Fire inspection & enforcement
- Fire safety education
- Calgary 9-1-1
- Emergency management & business continuity services, including emergency management and disaster planning and response
- Bylaw education & compliance services that develop, maintain, and enforce municipal bylaws in Calgary
- Appeals and tribunals
- Records management, access & privacy
- Regulation of taxis, limousines & vehicles-for-hire

## Block B

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- Environmental management services that manage environmental issues, risks, and opportunities
- Water treatment and supply, including the availability and supply of clean, safe drinking water
- Stormwater management
- Wastewater collection & treatment
- Waste and Recycling Services
- Residential Black Cart garbage collection
- Residential Blue Cart recycling
- Residential Green Cart composting
- Parks & open spaces
- Urban forestry – that is, the planting, maintenance and protection of public trees

## Block C

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- City planning & policy services that provide land use policies, guidelines, and regulations
- Real estate, that handles City transactions for sustainable land management
- Land development & sales services that support business community growth through the development of industrial land
- Development approvals, services that review and approve all land development proposals
- Building Safety - approvals and inspections
- Business licensing
- Property assessment
- Property tax payment administration
- Downtown revitalization



# Services asked in the 2024 Spring Survey of Calgarians (continued)

## Block D

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- Streets, including traffic operations, building, maintenance, and on-street bikeways
- Sidewalks & pathways including building and repairing
- Snow clearing
- Parking and enforcement
- Public transit including bus and C-Train service
- Specialized transit services like Transit Access
- Economic development & tourism, services that coordinate initiatives managed by independent City partner organizations
- Municipal elections
- Citizen engagement and research
- City of Calgary website
- 311 service
- City communications

## Block E

---

- Community strategy services that advance social wellbeing for all Calgarians
- Neighbourhood supports, providing support for organizations and residents to make their neighbourhood a better place to live, work and play
- Social services for individuals such as seniors or youth
- Pet ownership & licensing
- Affordable housing for low-income Calgarians
- City operated recreation programs such as swimming lessons
- City operated recreation facilities such as pools, leisure centres, and golf courses
- Arts & culture, including festivals
- Library services
- City cemeteries



# Contact

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The City of Calgary  
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[Krista.Ring@Calgary.ca](mailto:Krista.Ring@Calgary.ca)