

Calgary



# 2024 Fall Research Results

2024 October 29

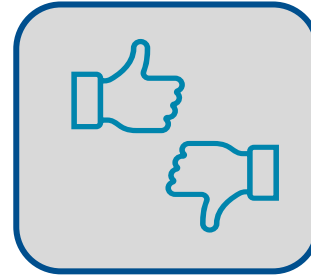
# Recommendation

That Council receive this report and attachments for the Corporate Record.



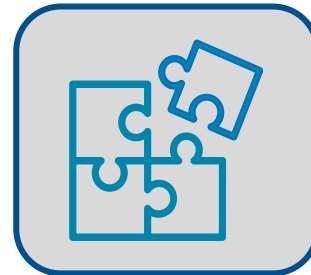
# Highlights

While Calgarians continue to question the value they receive for their tax dollar, most remain satisfied with the quality of services they receive.



Although trust in The City remains on par, Calgarians continue to express concern about accountability, transparency and public input into decision-making.

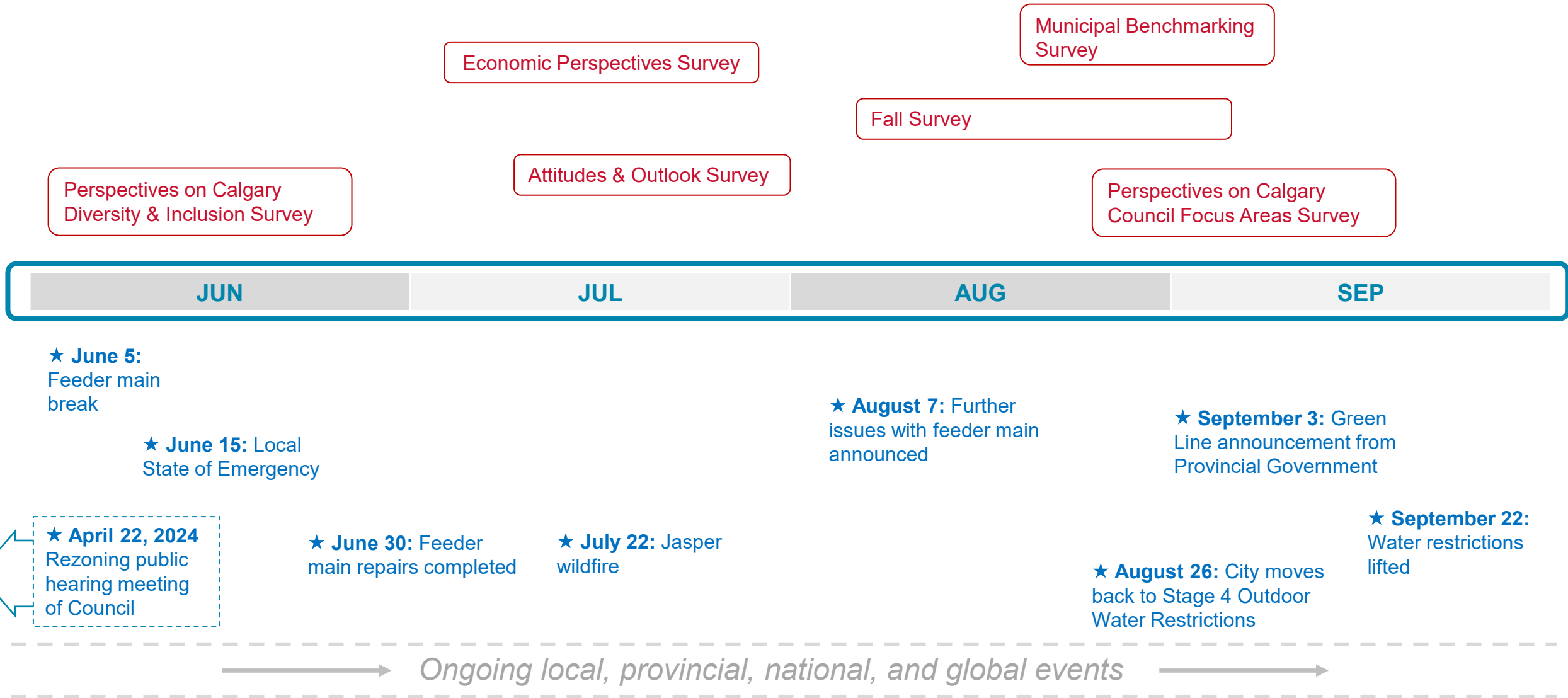
As perception of quality-of-life drops, concern for the future of our city also remains an ongoing worry for the majority of Calgarians.



Shifts in experience and perspectives are not unique to Calgary, we can better understand context and actions through benchmarking measures and key drivers.



# Research context







# Issue Agenda: Most important issues for Calgarians



**35%** Infrastructure, traffic and roads

**+6%** ↑



**18%** Economy

**+2%**



**17%** Homelessness, poverty and affordable housing

**- 7%** ↓



**16%** Crime, safety and policing

**- 6%** ↓



**14%** Transit

**- 3%** ↓



**13%** Water supply/infrastructure

-



**12%** Zoning and growth

-

Change  
Spring 2024-Fall 2024

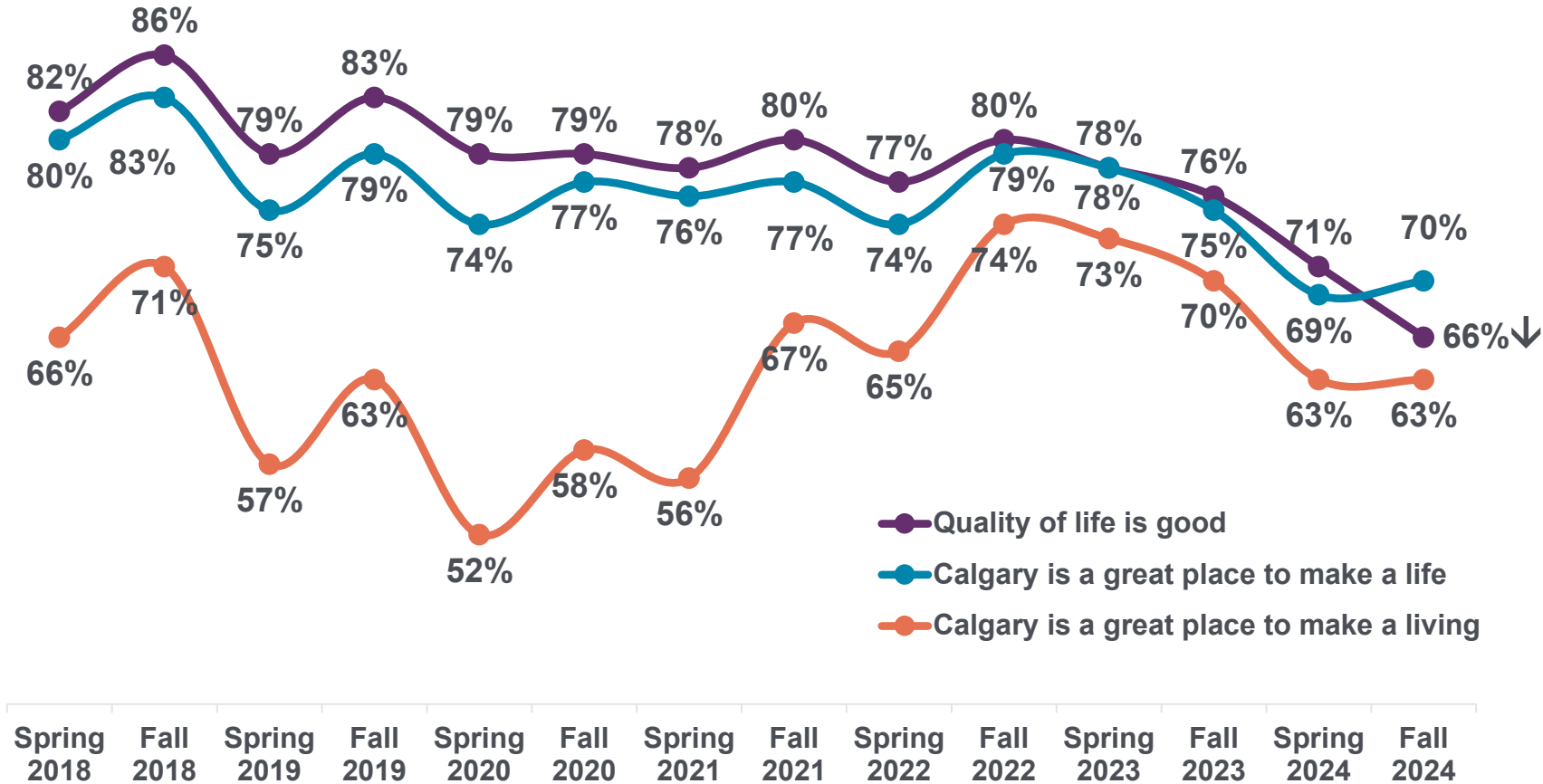
↑/↓ Statistically higher/lower than previous wave



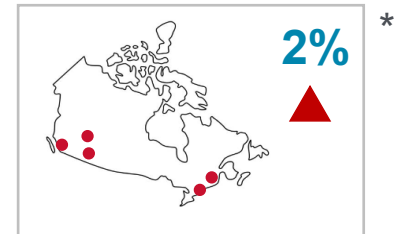
# Perception of quality of life

Quality of life measures continue to drop or maintain status quo

Quality of Life Measures % Agree



In national benchmarking, perceived quality of life in Calgary is **2% higher** than the average of other major municipalities\*



↑/↓ Statistically higher/lower than previous wave

▲ / ▼ Higher/lower than National Municipal Norm

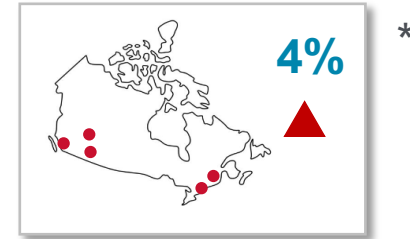
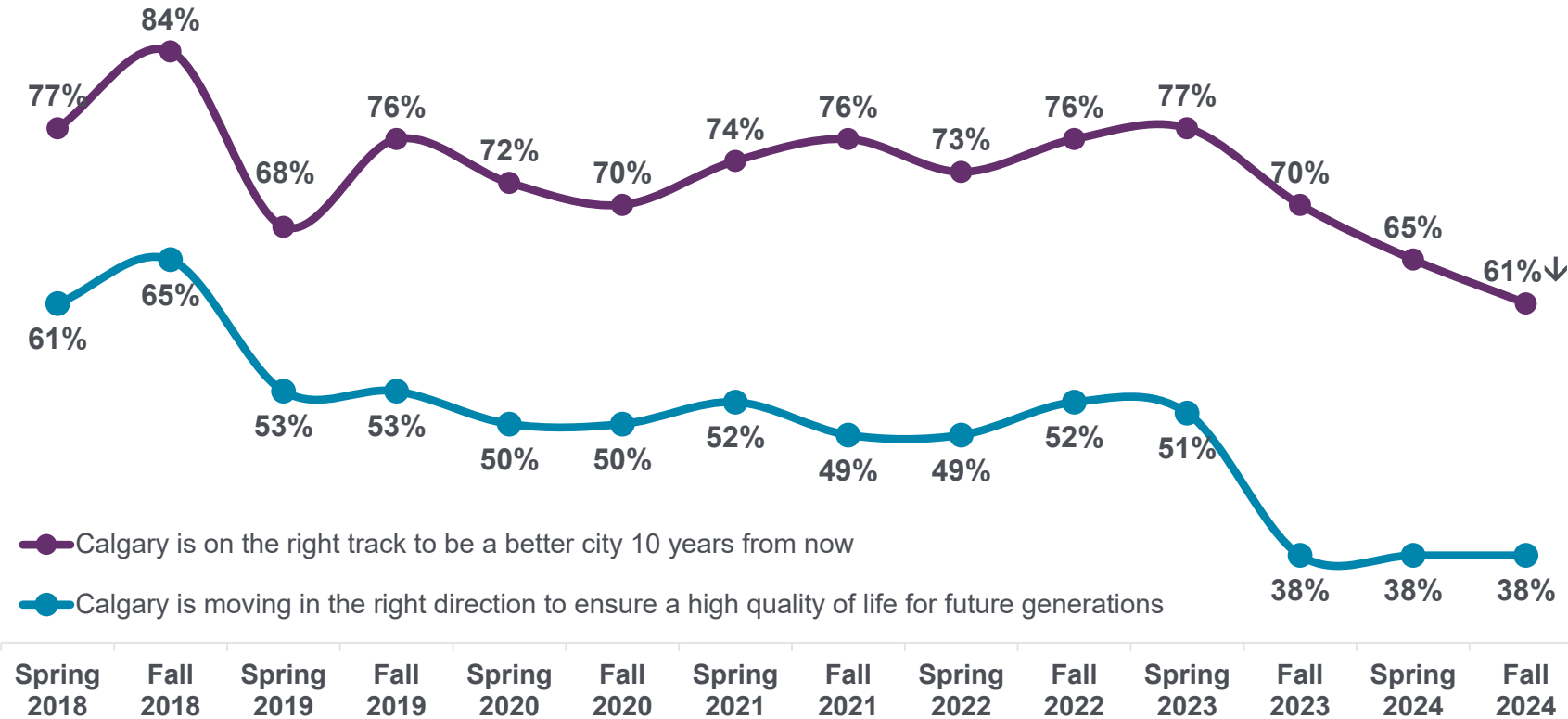
\*2024 National Municipal Benchmarking Survey



# Future outlook and the economy

Calgarians continue to feel uncertain about the city's future

Future of Calgary (% Agree)



In national benchmarking, agreement that Calgary is “on the right track” is **4% higher** than the average of other major municipalities\*



57%↑\*\*

Rate the current economy in Calgary as “good” a **9-point** increase from Q1

↑/↓ Statistically higher/lower than previous wave  
 ▲ / ▼ Higher/lower than National Municipal Norm

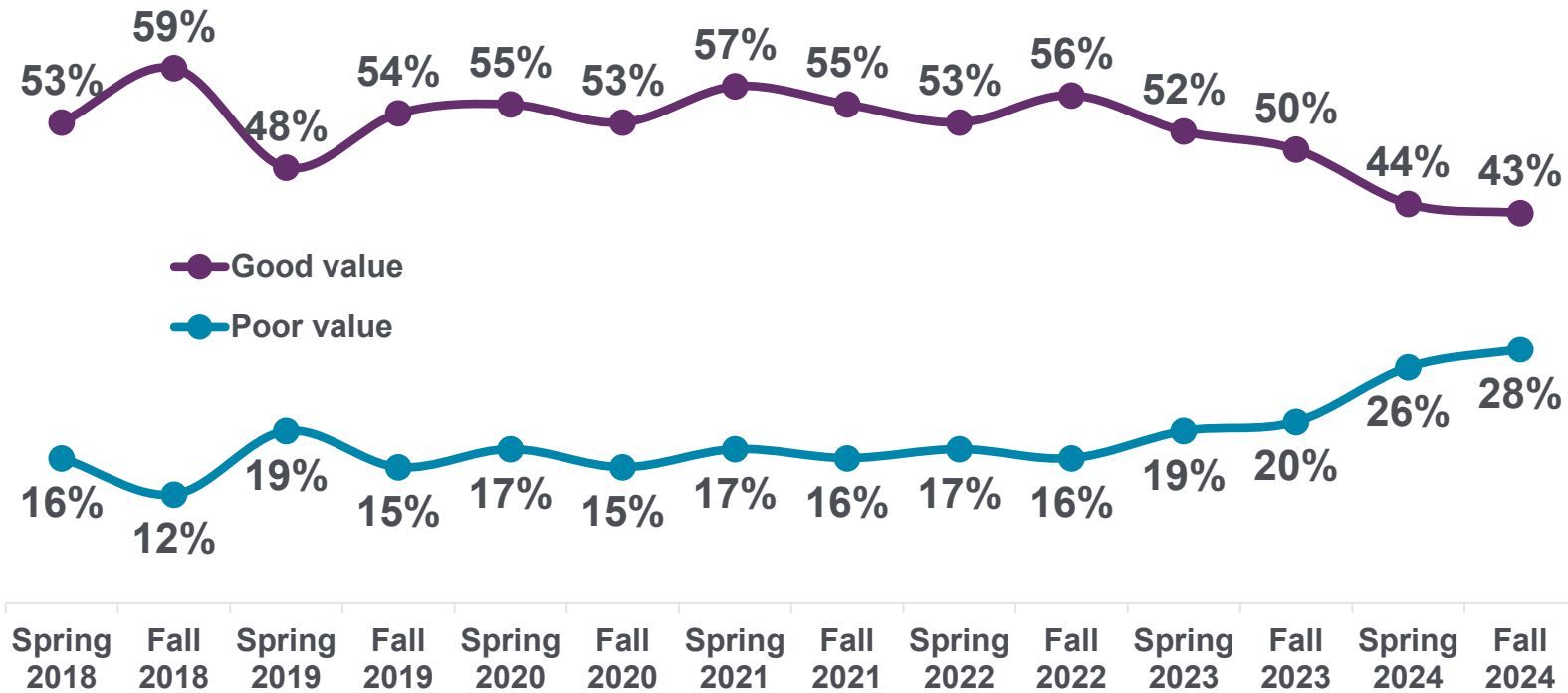
\*Source: 2024 National Municipal Benchmarking Survey  
 \*\*Source: 2024 Economic Perspectives – Wave 2



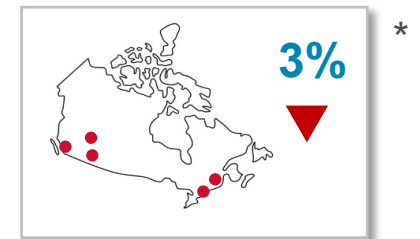
# Value for tax dollars

Perceived value for tax is down, marking the lowest level recorded across historical data

Perceived value of taxes



In national benchmarking, the perceived value for taxes in Calgary is **3% lower** than the average of other major municipalities\*



▲ / ▼ Higher/lower than National Municipal Norm

\*Source: 2024 National Municipal Benchmarking Survey





# Drivers of value for tax dollars

Service satisfaction, spending and trust rank among critical drivers of value for taxes

Perceived value for taxes



43%

% who say they get 'good value' for their municipal tax dollars  
(7 – 10 on a scale of 1-10)

DRIVER	2019	2024	2024 National Benchmark
Satisfaction with services and programs provided by The City	74%	63%↓	2%▲
Overall quality of life in Calgary	83%	66%↓	2%▲
Trust in The City	52%	41%↓	4%▼
Satisfaction with how The City of Calgary – including Council and Administration - is running our city	70%	53%↓	6%▼
The City is on the right track to be a better city 10 years from now	76%	61%↓	4%▲
Agree that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary	66%	54%↓	-
The City manages its spending in a responsible way	57% (2021)*	45%↓	2%▼

↑/↓ Statistically higher/lower than previous wave

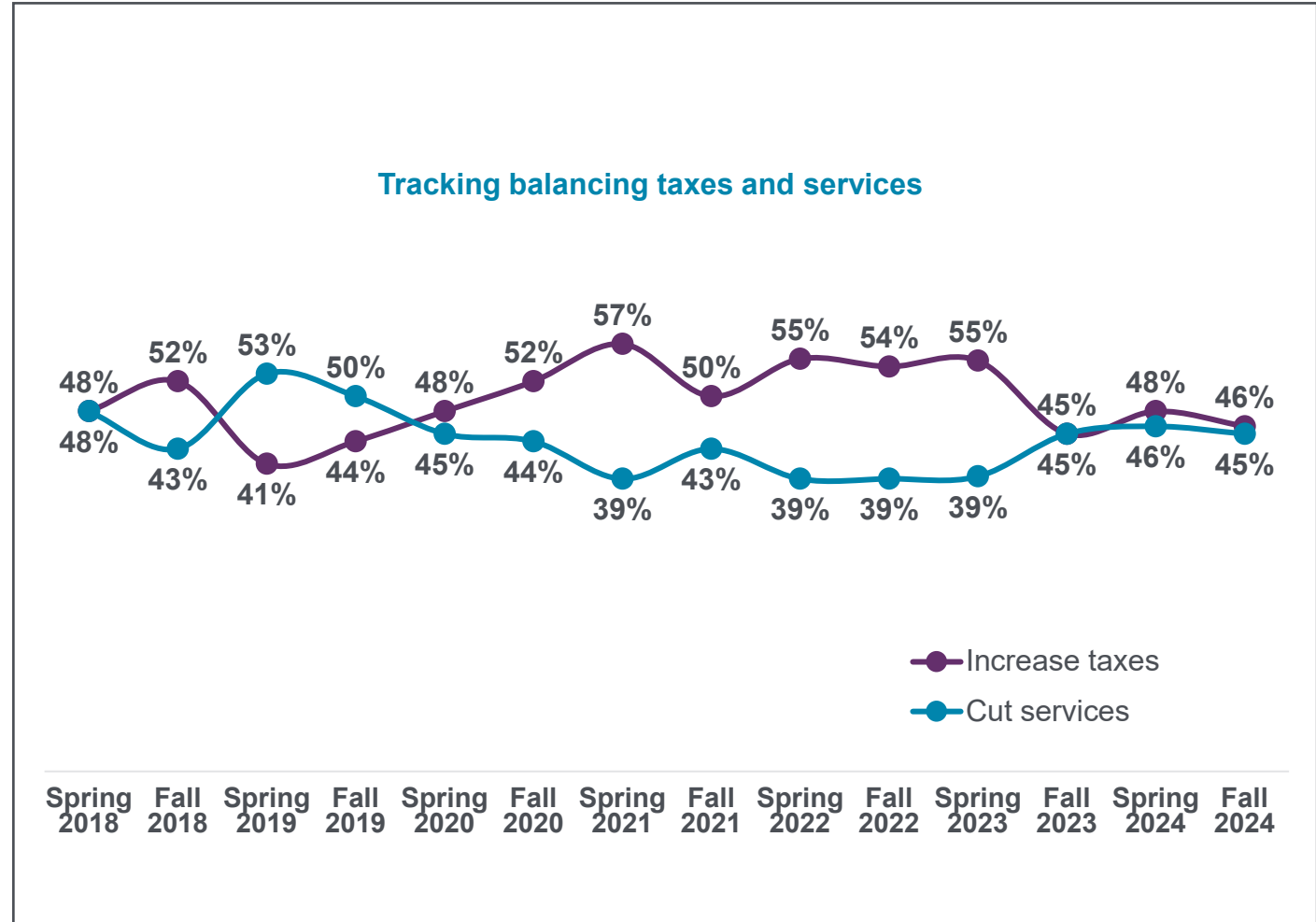
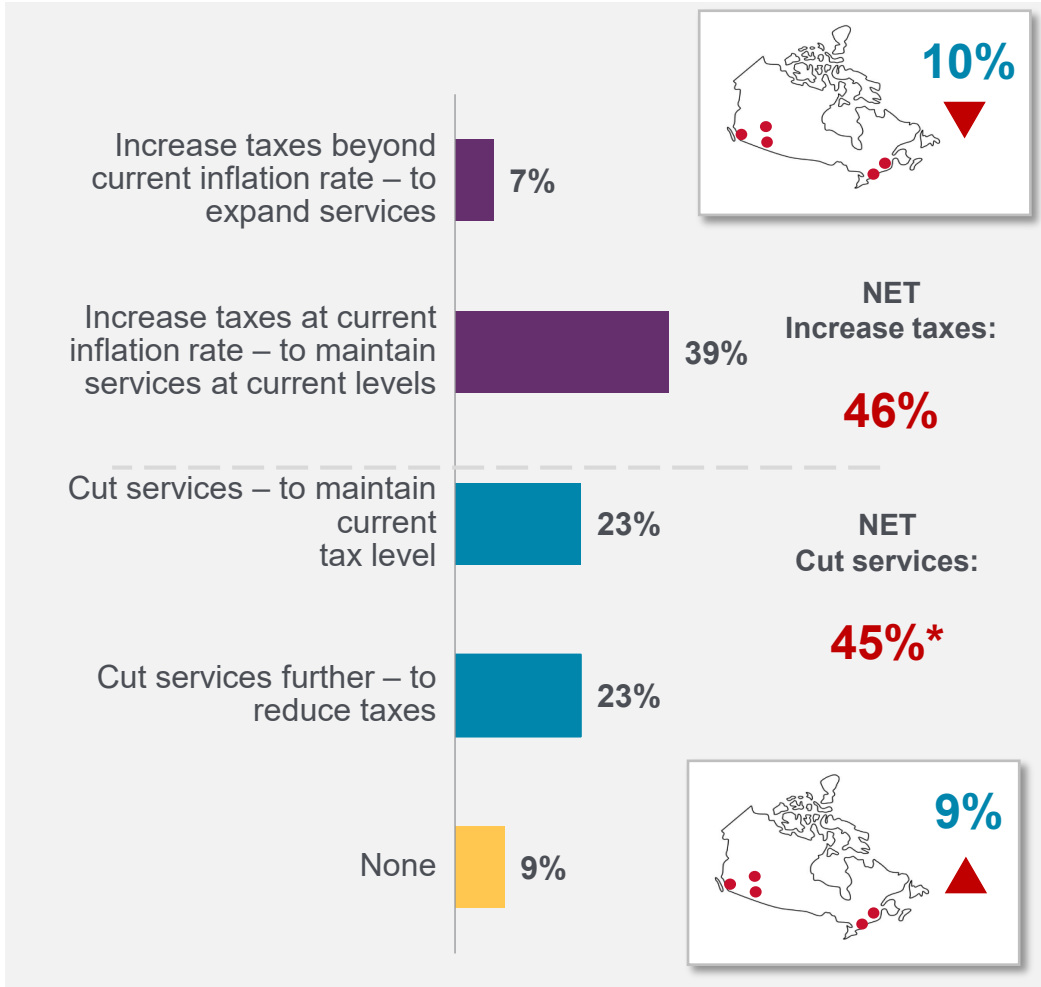
▲ / ▼ Higher/lower than National Municipal Norm

\* Question first asked in spring 2021



# Balancing taxes and services

Calgarians are equally divided when it comes to balancing taxation and service delivery

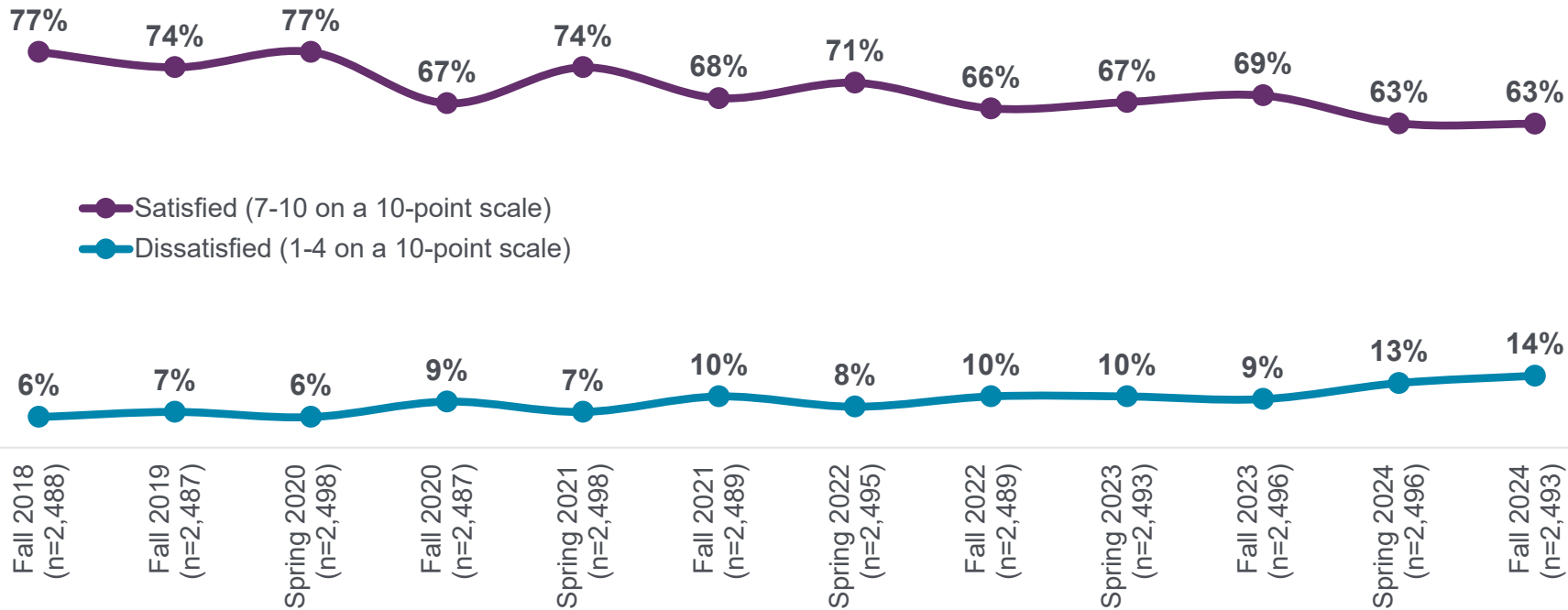




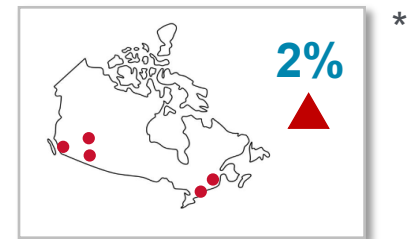
# Overall perception of services

Overall satisfaction with services and customer service remains on par

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



In national benchmarking, satisfaction with level and quality of services and programs in Calgary is **2% higher** than the average of other major municipalities\*



▲ / ▼ Higher/lower than National Municipal Norm

\* 2024 National Municipal Benchmarking Survey



# Drivers of satisfaction with City services and programs

Value for property tax, removing barriers, Calgary being safe, and quality of life rank among the most critical drivers of satisfaction with services

## Satisfaction with quality of services



63%

Satisfied (7-10 on a 10-point scale)

DRIVER	2019	2024	2024 National Benchmark
Perceived value of property tax	54%	43%↓	2%▼
The City of Calgary delivers programs and services that remove barriers to participation for Calgarians who need it the most	57% (2021)**	46%↓	1%▲
Calgary is safe for all residents and visitors, regardless of things like ethnicity, race, religion, income or sexual identity	54%	50%	-
Overall quality of life in Calgary	83%	66%↓	2%▲
Trust in The City	52%	41%↓	4%▼
Satisfaction with how The City of Calgary – including Council and Administration - is running our city	70%	53%↓	6%▼

↑/↓ Statistically higher/lower than previous wave      ▲ / ▼ Higher/lower than National Municipal Norm

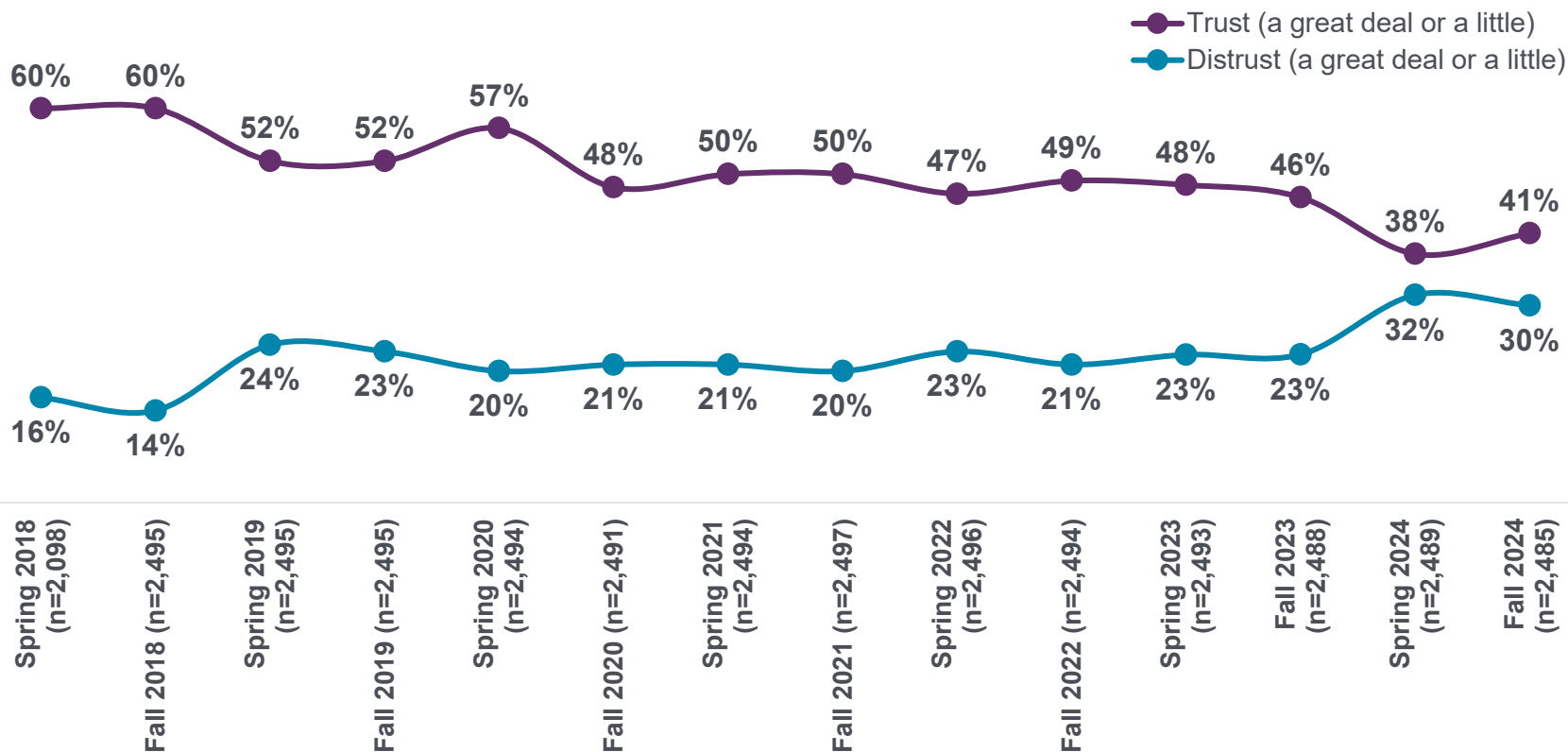
\*2024 National Municipal Benchmarking Survey  
 \*\* Question first asked Spring 2021



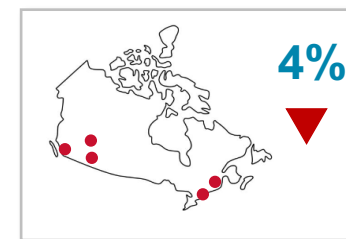
# Trust in The City

The cultural shift to declining trust in government continues to be reflected in Calgary's trust measures

Trust / Distrust in The City



In national benchmarking, trust in The City is **4% lower** than the average of other major municipalities\*



\*

▲ / ▼ Higher/lower than National Municipal Norm

\* 2024 National Municipal Benchmarking Survey

\*\* Question first asked in fall 2017





# Drivers of trust

Perception of performance, spending, accountability, and including Calgarian’s input rank among some of the most critical drivers of trust

## Trust in The City



41%

(trust a great deal + somewhat)

DRIVER	2019	2024	2024 National Benchmark
Satisfaction with how The City of Calgary (including both Council and Administration) is running our city	70%	53%↓	6%▼
Satisfaction with how City Council (excluding City Administration) is running our city	55%	46%↓	-
Agree that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary	66%	54%↓	-
Perceived value of property tax	54%	43%↓	2%▼
The City is working to improve how it includes input from Calgarians	71%	53%↓	3%▼
The City is responsive to the needs and expectations of Calgarians	61% (2023*)	56%↓	-

↑/↓ Statistically higher/lower than previous wave

▲ / ▼ Higher/lower than National Municipal Norm

\* Question first asked fall 2023



# Accountability, transparency, and public input

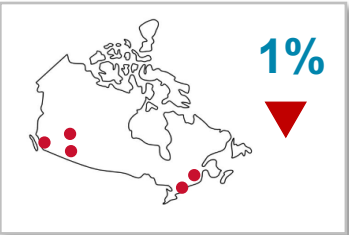
Trust in government is also reflected in measures around accountability and transparency



50%↓

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

In benchmarking, agreement that Calgarians have enough opportunities to provide input is **1% lower** than the average of other major municipalities\*



Change From Previous Wave

44%

The City is transparent in its decision-making when it comes to issues that affect you as a Calgarian.\*\*

- 10% ↓

55%

The City is accountable for its actions when it comes to issues that affect you as a Calgarian.\*\*

- 8% ↓

53%

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

- 4% ↓

49%

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

- 4% ↓

50%

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

- 6% ↓

↑/↓ Statistically higher/lower than previous wave    ▲ / ▼ Higher/lower than National Municipal Norm

\*2024 National Municipal Benchmarking Survey  
 \*\*2024 Perspectives on Calgary: Trust & Reputation Survey

# Recommendation

That Council receive this report and attachments for the Corporate Record.





Reports can be found at: [Calgary.ca/Insights](https://calgary.ca/Insights)

For further information, please contact:  
Corporate Research Team  
[research@calgary.ca](mailto:research@calgary.ca)