

Calgary



# 2023 Spring Survey of Calgarians

Final report

April 2023

Prepared by:



Ipsos Public Affairs



# Table of contents

<b>03</b>	Methodology	<b>56</b>	Perceptions of service delivery and input from Calgarians
<b>04</b>	Interpreting results	<b>70</b>	Communication at The City
<b>05</b>	2023 Spring highlights	<b>75</b>	City reputation and performance
<b>07</b>	Quality of life	<b>89</b>	The City and the environment
<b>21</b>	Issue agenda	<b>96</b>	Respondent profile
<b>25</b>	City programs and services	<b>100</b>	Appendix – glossary of service descriptions
<b>49</b>	Taxation		



# Methodology

## Methodology

- The survey was conducted by Ipsos Public Affairs from March 2, 2023 to March 26, 2023 with 2,502 Calgarians, via telephone survey. The average time to complete the survey was 29 minutes.
- The survey was conducted using numbers from both landlines (60%) and cell phones (40%) to obtain a random and statistically-representative sample of Calgarians.
- The margin of error for the total sample of n=2,502 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 city ward 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 city ward to ensure composition reflects that of the actual Calgary population aged 18 or older. Although the results are weighted, sample size 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-third of the 44 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 spring 2023 to fall 2022 or from spring 2023 to spring 2022 are noted:
    - ↑ indicates number is significantly higher than fall 2022/spring 2022
    - ↓ indicates number is significantly lower than fall 2022/spring 2022
    - 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 2023 Spring Survey of Calgarians to those of the 2022 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.



# 2023 Spring highlights

1. Calgary's overall quality of life has remained stable since spring 2022, with over three-quarters of residents considering life to be 'good.' However, one-half of the city's residents believe that life in Calgary has worsened in the past few years.
2. Despite some quality of life concerns, a majority of residents still view Calgary as a great place to make a life and a living, with stable ratings since fall 2022 following statistical increases from spring 2022. Moreover, the vast majority of residents believe that Calgary is headed in the right direction to become a better city in the next decade.
3. The top priorities for local leaders continue to be 'infrastructure, traffic, and roads,' followed by 'crime, safety, and policing,' and 'transit.' 'Homelessness, poverty, and affordable housing' also remains as a key concern. Mentions of 'recreation and parks' have decreased statistically, although this remains in the top five items on the issue agenda.
4. Two-thirds of residents are satisfied with the overall level and quality of services delivered by The City, though satisfaction fell statistically since spring 2022. Satisfaction with 'arts and culture' and 'development approvals' has increased statistically since Spring 2022. Conversely, satisfaction with six other services or programs has decreased, with the greatest decreases seen in satisfaction with 'sidewalks and pathways,' 'public transit,' and 'streets.'
5. Calgarians want more investment in various programs and services, with 'affordable housing for low-income Calgarians' being identified as the top priority. Among the 14 programs and services that saw a statistical increase in demand for more investment, 'streets,' 'Calgary 9-1-1,' and 'police services' have the greatest increases compared to last year.
6. One-half of Calgarians believe that they receive 'good' value for their municipal property tax dollars, although this figure has decreased statistically since fall 2022.
7. Calgarians generally have positive views of The City's customer service overall, but there have been statistical declines in terms of The City meeting customer service expectations and responding quickly to requests and concerns.
8. Calgarians feel more confident that their input is being considered, with over six-in-ten agreeing that 'The City allows Calgarians to have meaningful input into decision making' and that The City uses that input in decision making about City projects and services. Agreement with these two sentiments has increased statistically since fall 2022.
9. Trust in The City of Calgary remains stable with one-half of Calgarians indicating they trust The City a great deal or a little. Satisfaction with the way The City of Calgary (including Council and Administration) is running the city is stable as well at seven-in-ten. The majority of Calgarians believe that The City practices open and accessible government and that City Council and Administration work collaboratively to make the best possible decisions for the future of Calgary.
10. Calgarians are overwhelmingly positive about the current state of the environment with over nine-in-ten rating it as 'good' or 'very good.' The City's efforts to protect the environment receives statistically higher satisfaction ratings over fall 2022.



# 2023 Spring highlights

## Quality of life



**78%**

'Good' quality of Life



Calgary is a great place to make a life

**78%**



Calgary is a great place to make a living

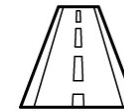
**73%**



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

**77%**

## Issue agenda (top 3)



Infrastructure, traffic and roads

**39%**



Crime, safety and policing

**24%**



Transit

**18%**

## Value for taxes and satisfaction with programs and services



**52%**

'Good' value for tax dollars



**67%**

'Satisfied' with City services and programs

## City performance and reputation



**48%**

'Trust' The City of Calgary



**71%**

Satisfied with running of The City by Council and Administration



**70%**

'Agree' City practices open and accessible government



# Quality of life



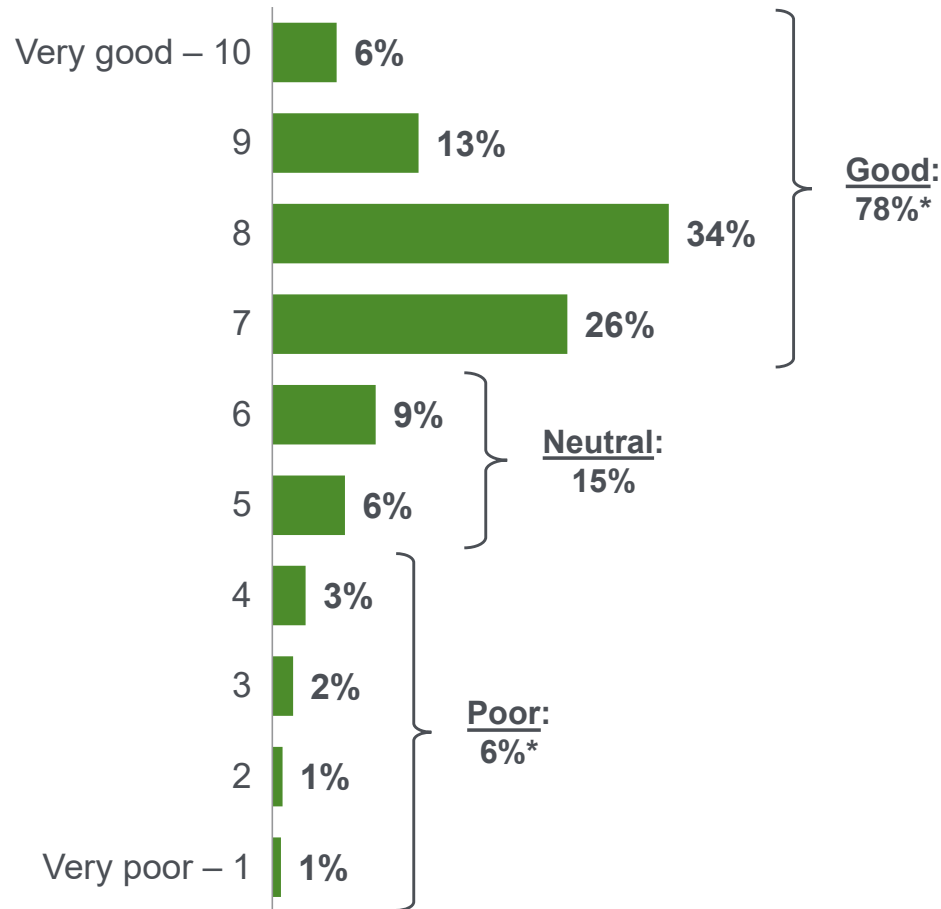
# Summary of findings: Quality of life

- In spring 2023, more than three-quarters (78%) of Calgarians consider their current overall quality of life to be 'good,' which is on par with fall 2022 (80%) and spring 2022 (77%).
- However, one-half (49%) of residents believe that life in Calgary has worsened over the past three years, which is on par with fall 2022 (47%) but statistically lower than spring 2022 (53%). Further, 38% of Calgarians say the quality of life in Calgary has 'stayed the same,' which is on par with 40% in fall 2022 and 37% in spring 2022. The proportion of residents who feel the quality of life in the city has 'improved' (13%) is the same as 13% in fall 2022 and on par with 11% in spring 2022.
- Still, more than three-quarters (78%) agree that Calgary is a great place to make a life, which is on par with fall 2022 (79%) and statistically higher than spring 2022 (74%). Additionally, nearly three-quarters (73%) agree that Calgary is a great place to make a living, which is on par with fall 2022 (74%) and statistically higher than spring 2022 (65%).
- Seven-in-ten (69%) Calgarians believe that 'the municipal government fosters a city that is inclusive and accepting of all,' which is on par with fall 2022 (70%) and spring 2022 (67%). Additionally, six-in-ten (60%) agree that 'The City government strives to create a city that is equally accessible for all Calgarians, regardless of physical ability,' which is statistically lower than spring 2022 (63%). Furthermore, more than one-half (53%) of residents agree that 'The City delivers programs and services that remove barriers to participation for Calgarians who need it the most,' which is on par with fall 2022 (52%) and spring 2022 (53%).
- Looking ahead, one-half (51%) of Calgarians agree that The City is moving in the right direction to ensure a high quality of life for future generations, which is consistent with fall 2022 (52%) and spring 2022 (49%). Better still, 77% agree that Calgary is on the right track to becoming a better city in the next ten years, which is on par with fall 2022 (76%) and both statistically higher than spring 2022 (73%).





# Overall quality of life in Calgary



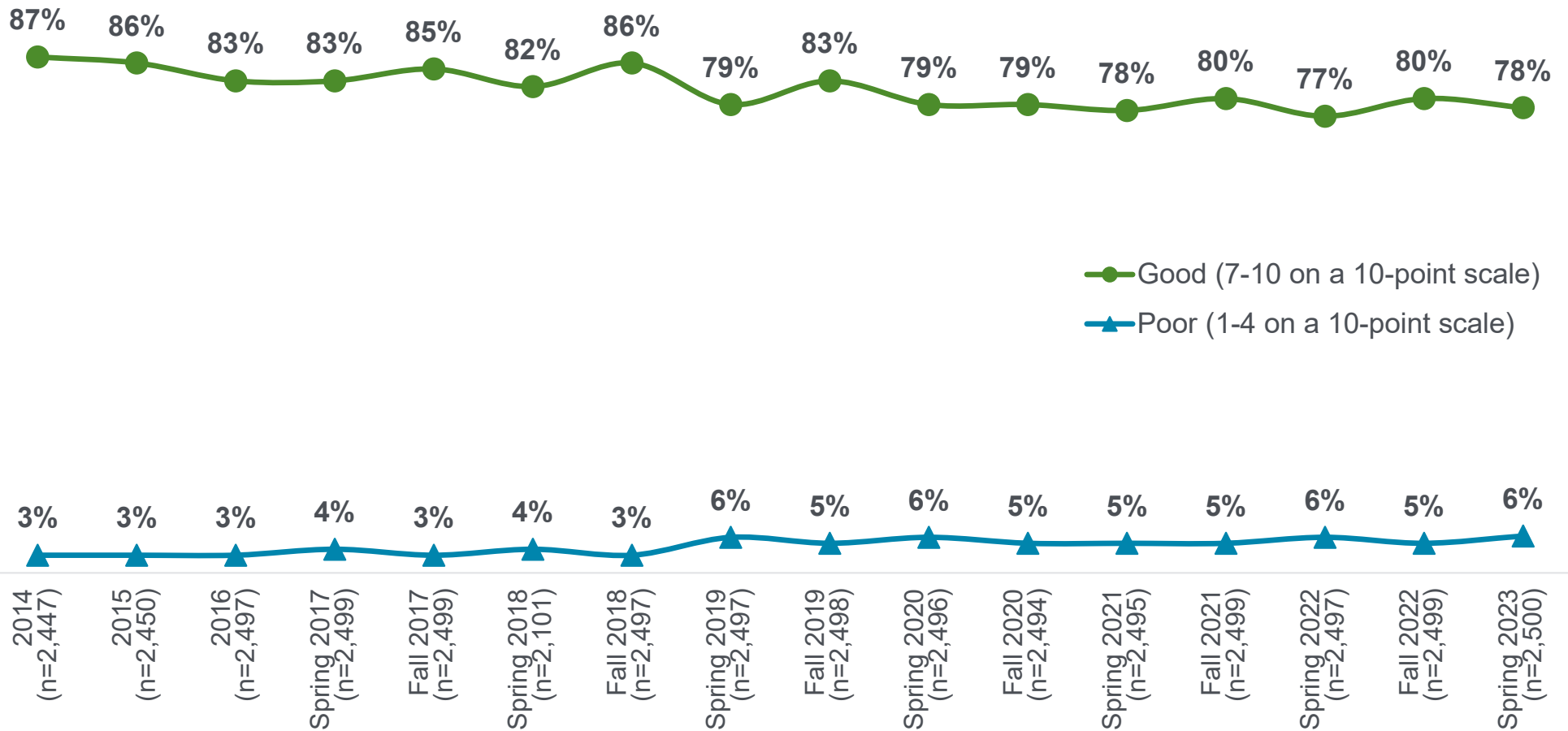
Q. On a scale of “1” to “10” where “1” is “very poor” and “10” is “very good,” how would you rate the overall quality of life in the city of Calgary today?  
 Base: Valid respondents (n=2,500)

\* Rounding



# Tracking – Quality of life ratings

Overall quality of life in the city of Calgary today



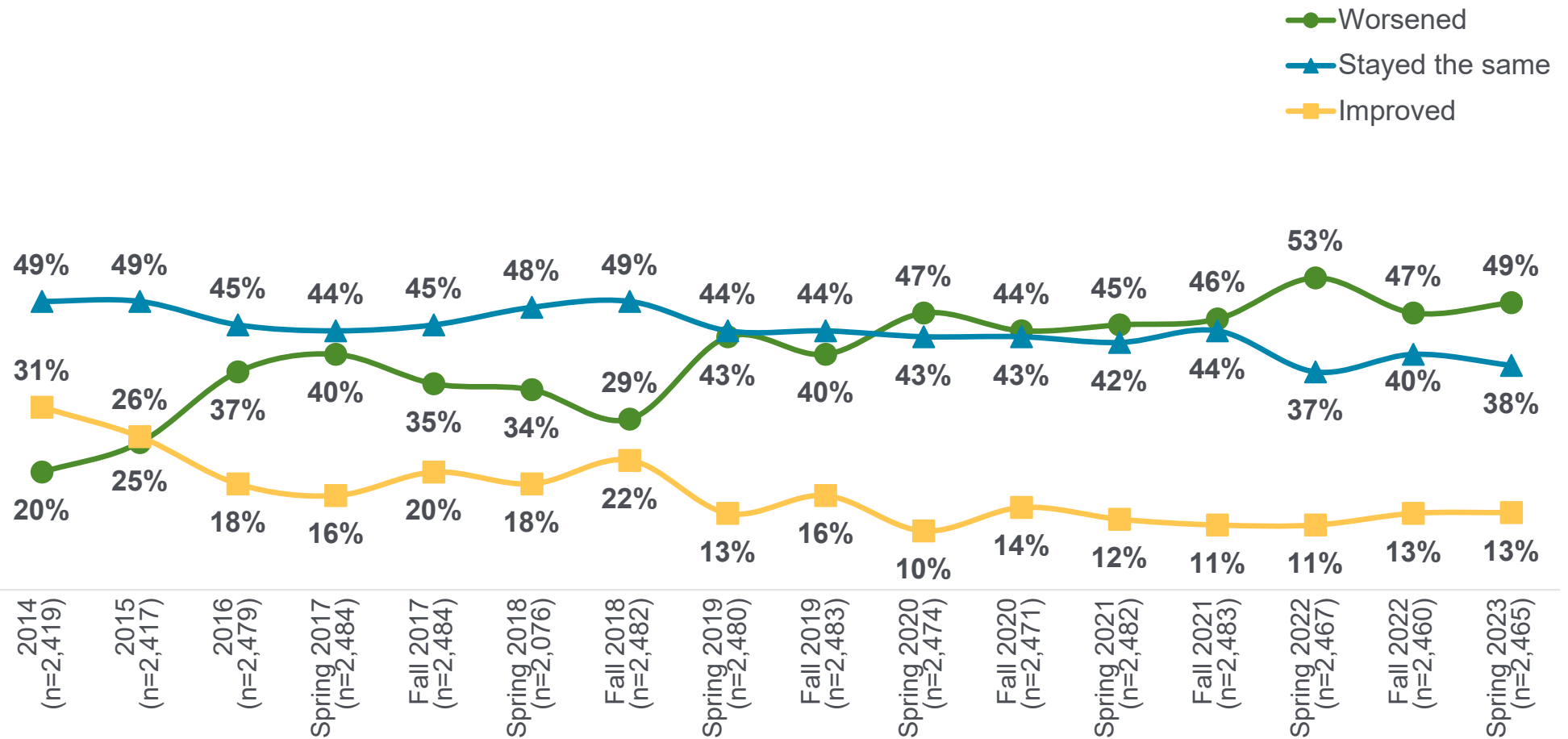
Q. On a scale of “1” to “10” where “1” is “very poor” and “10” is “very good,” how would you rate the overall quality of life in the city of Calgary today?  
 Base: Valid respondents

Neutral ratings of 5 or 6 are not shown



# Tracking – Perceived change in the quality of life

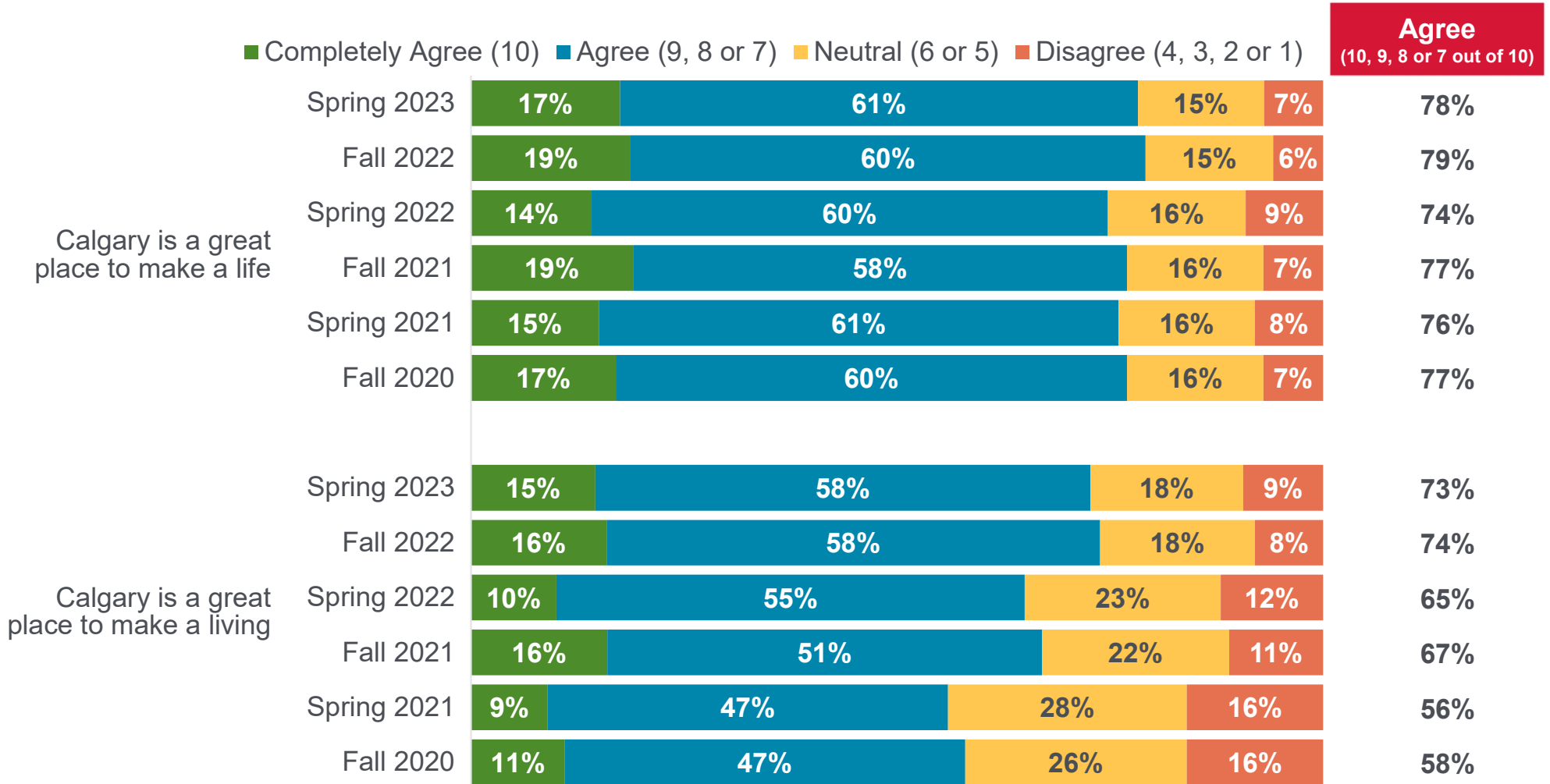
Perceived change in the quality of life



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



# Make a life and make a living



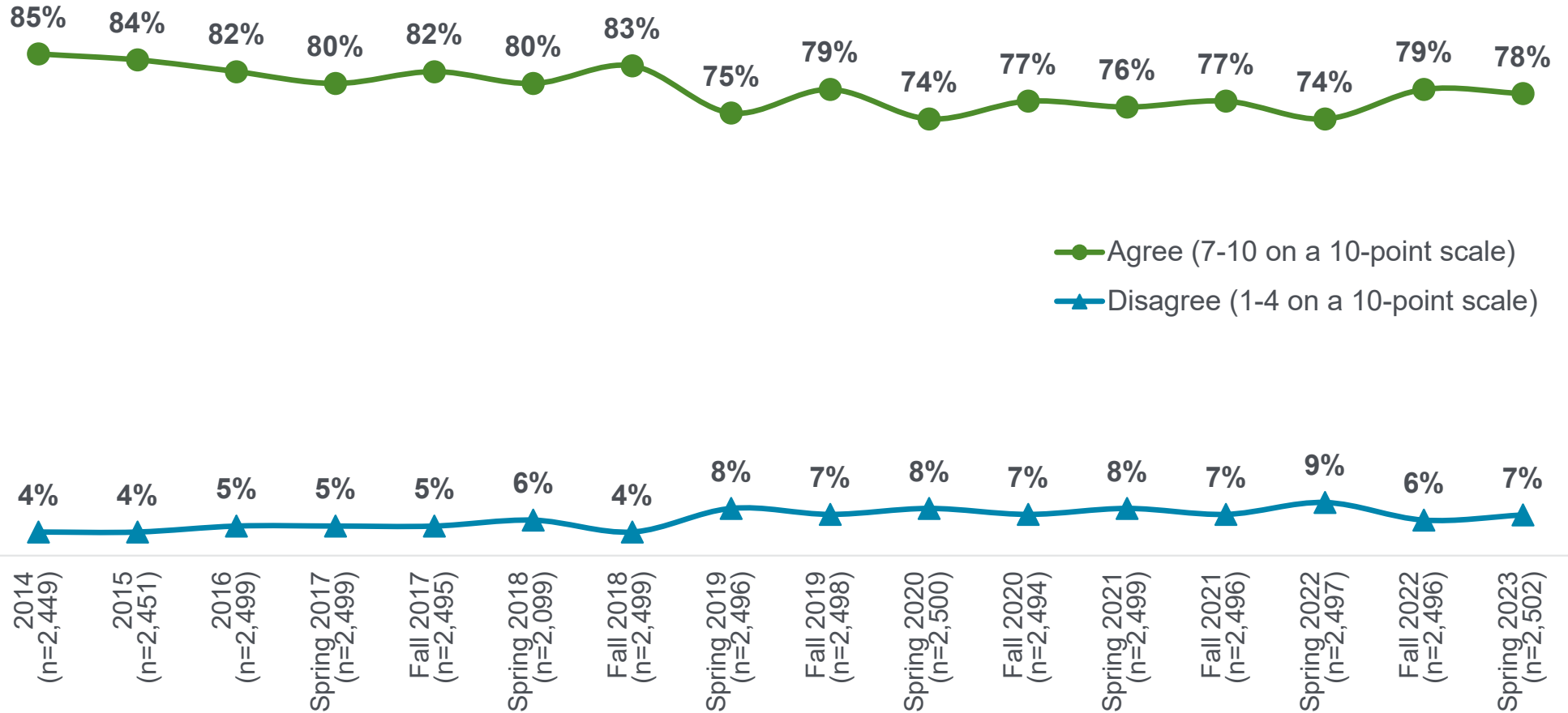
Q. Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (bases vary)



# Tracking – Make a life

Calgary is a great place to make a life



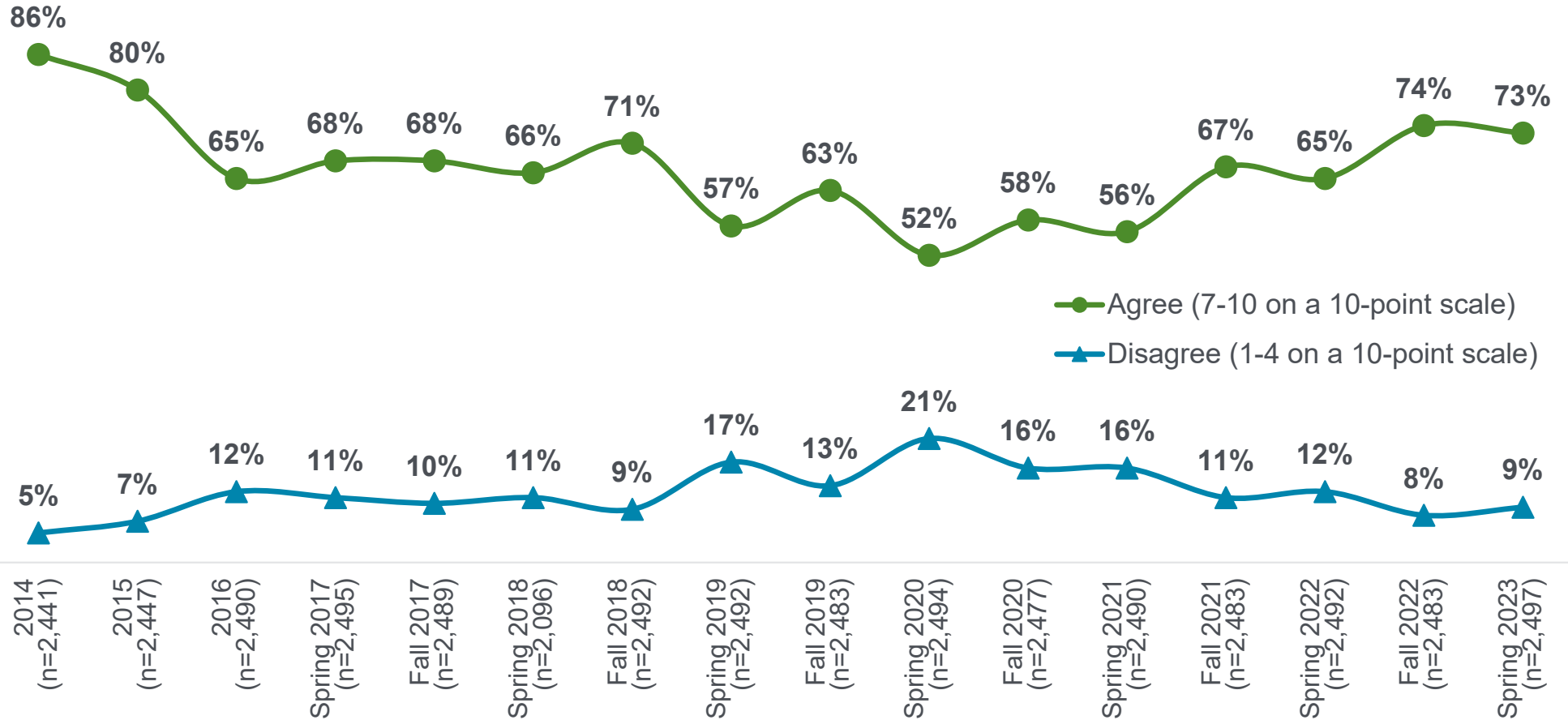
Q. Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."  
 Base: Valid respondents

Neutral ratings of 5 or 6 are not shown



# 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

Neutral ratings of 5 or 6 are not shown

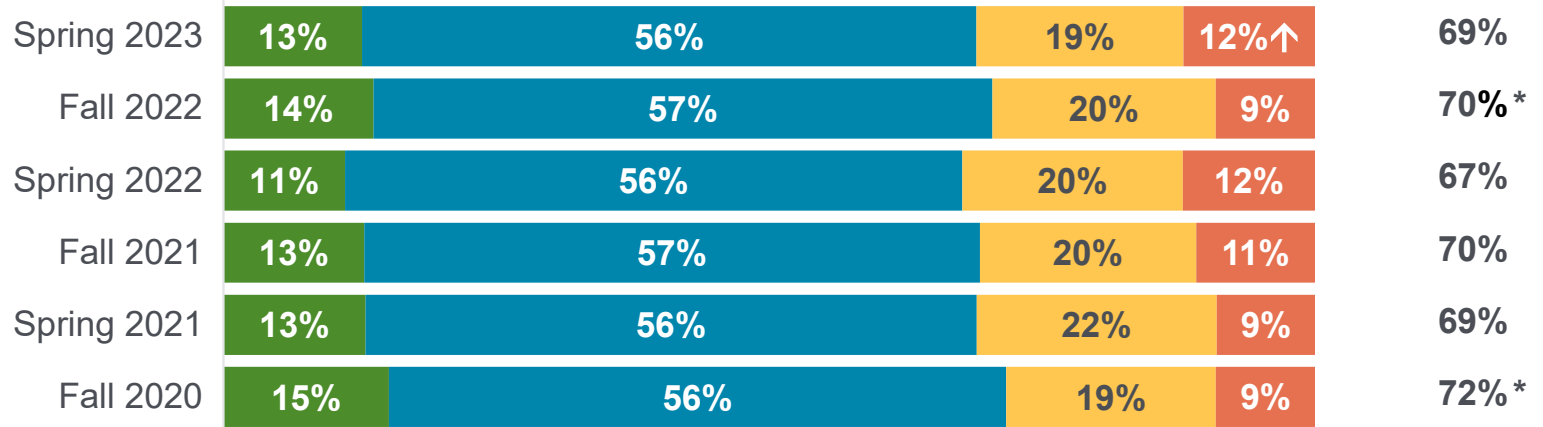


# Inclusivity and future direction

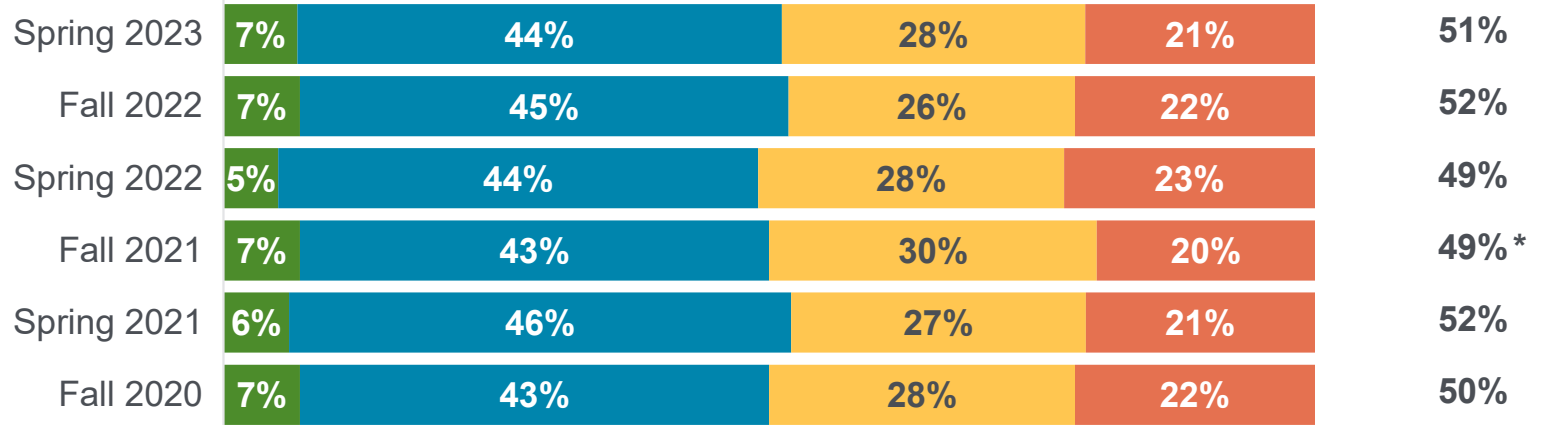
■ Completely Agree (10) 
 ■ Agree (9, 8 or 7) 
 ■ Neutral (6 or 5) 
 ■ Disagree (4, 3, 2 or 1)

**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



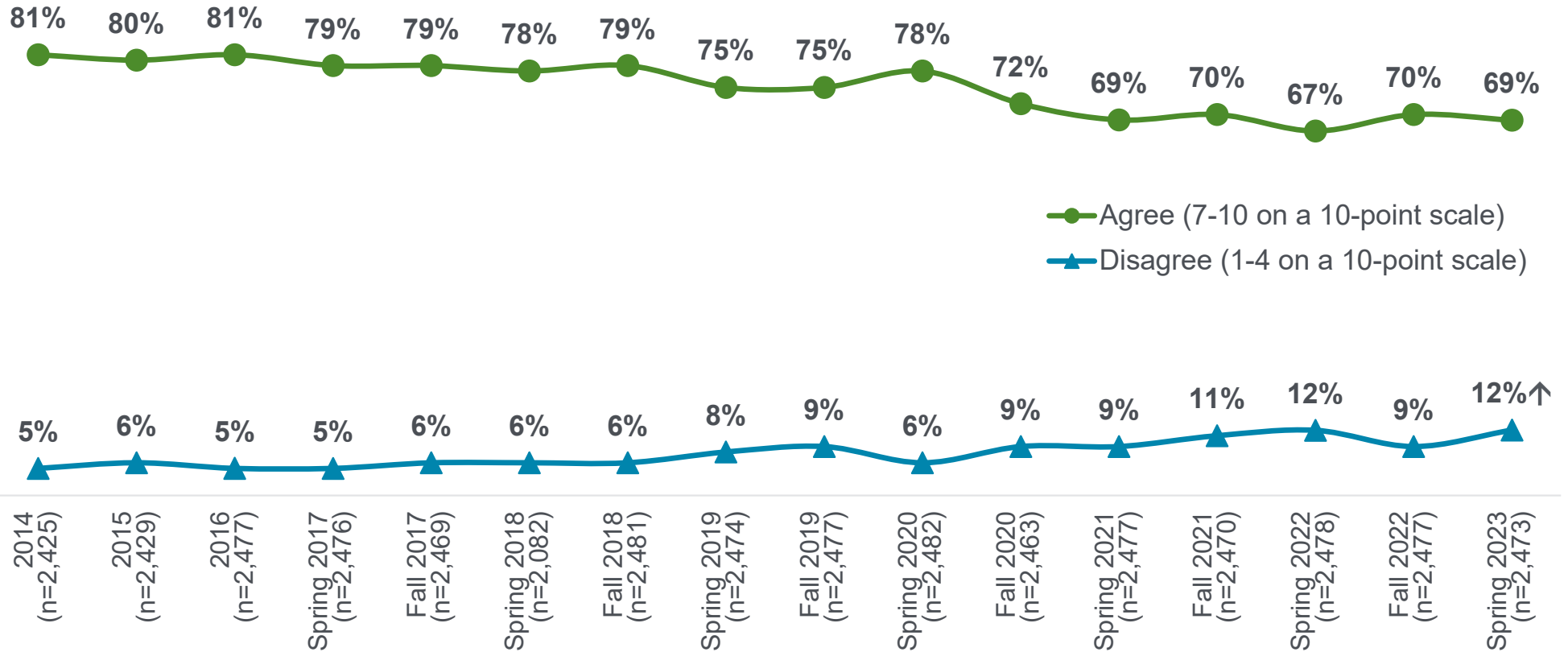
Q. Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."  
 Base: Valid respondents (bases vary)

* Rounding
↑ Statistically higher than fall 2022 ↓ Statistically lower than fall 2022



# 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

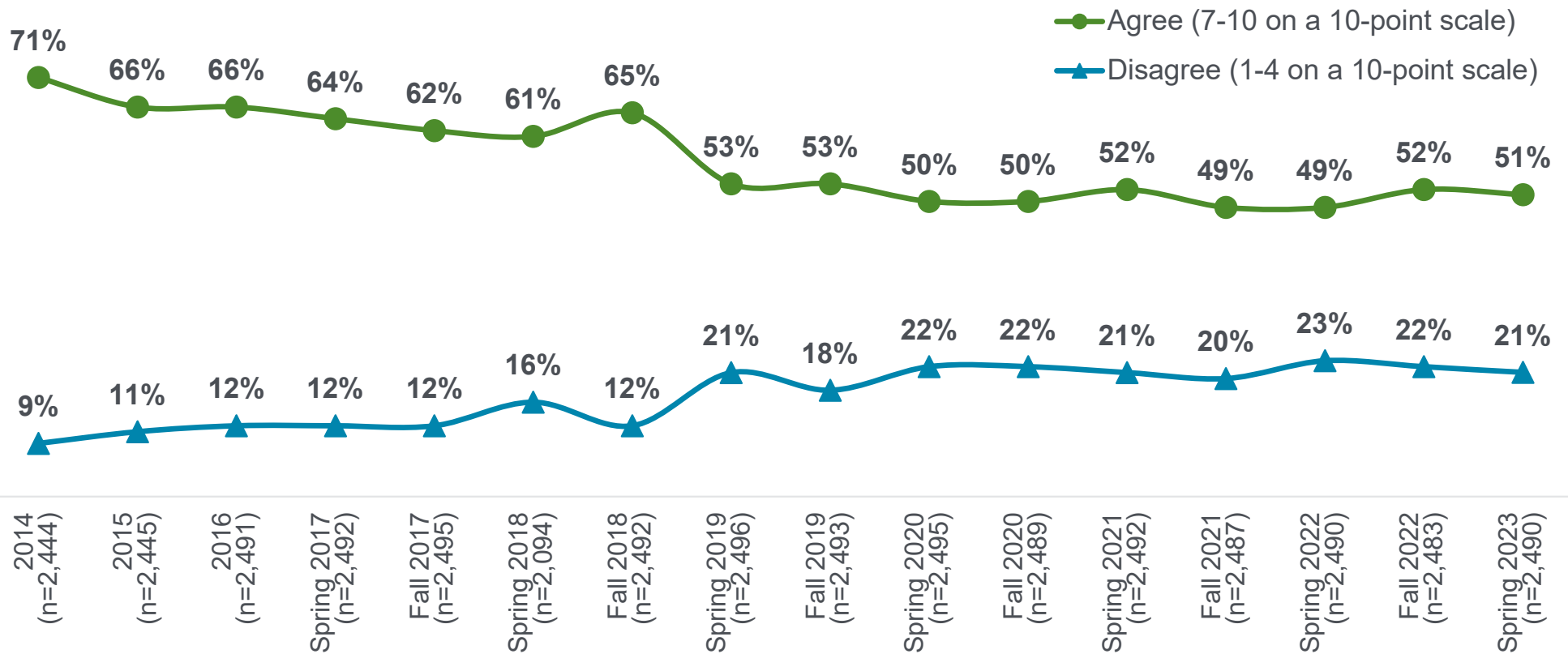
Neutral ratings of 5 or 6 are not shown  
 ↑ Statistically higher than fall 2022  
 ↓ Statistically lower than fall 2022





# 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

Neutral ratings of 5 or 6 are not shown

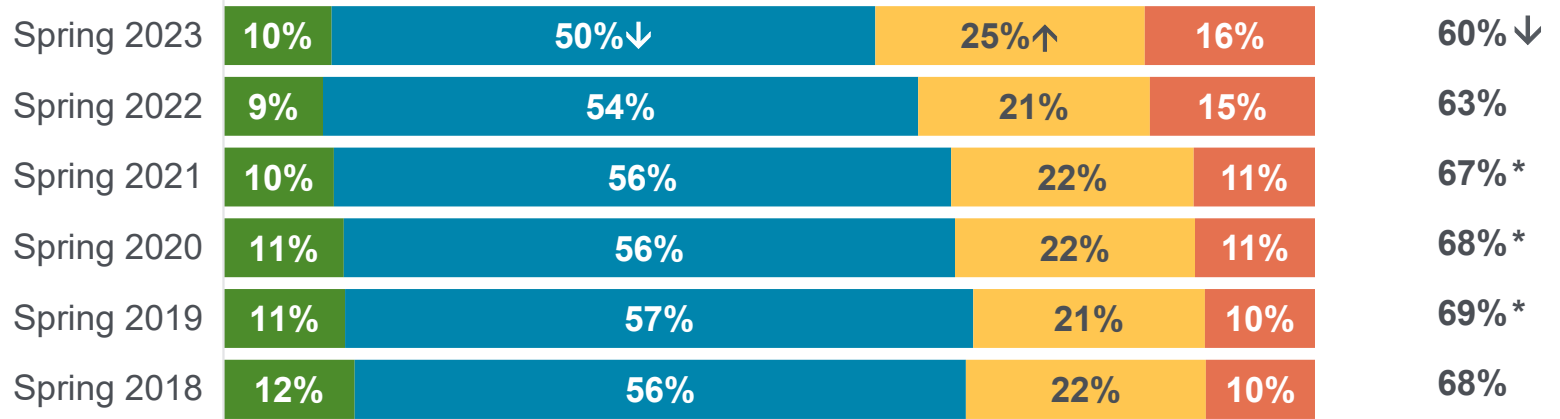


# Accessibility

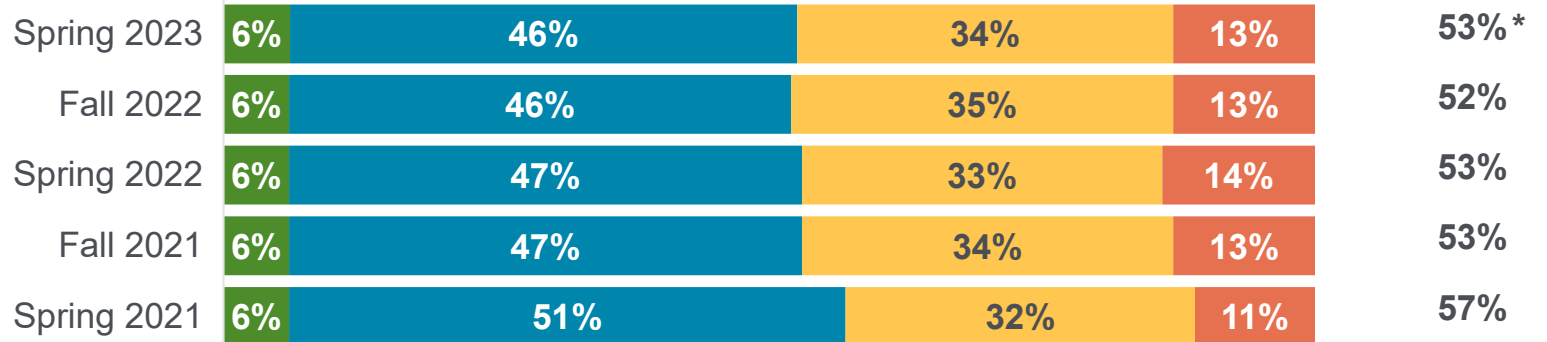
■ Completely Agree (10) 
 ■ Agree (9, 8 or 7) 
 ■ Neutral (6 or 5) 
 ■ Disagree (4, 3, 2 or 1)

**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<sup>+</sup>



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



<sup>+</sup>Not in Fall survey waves  
<sup>++</sup>Not asked prior to spring 2021

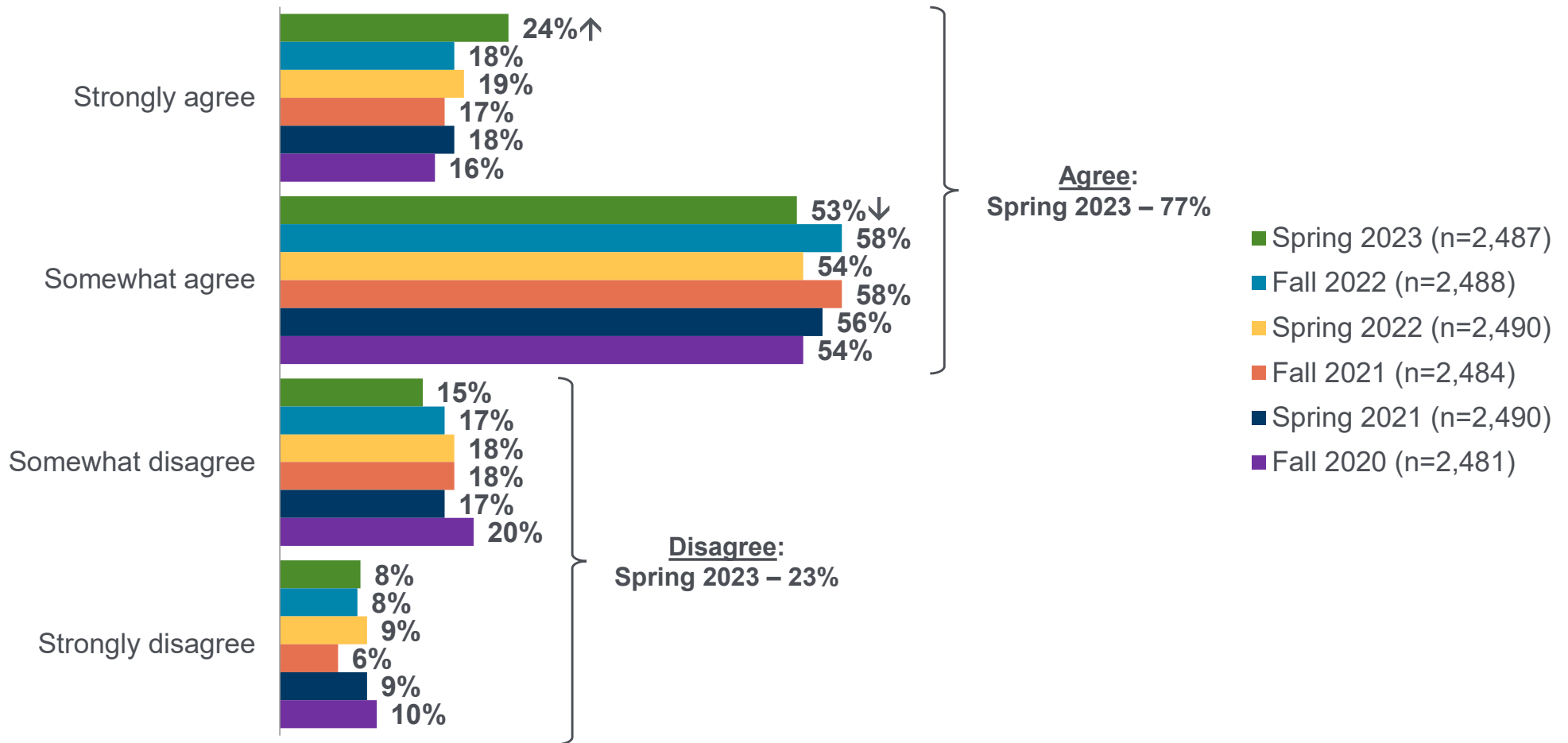
\* Rounding

↑/↓ Statistically higher/lower than prior wave

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)

# On the right track to be a better city



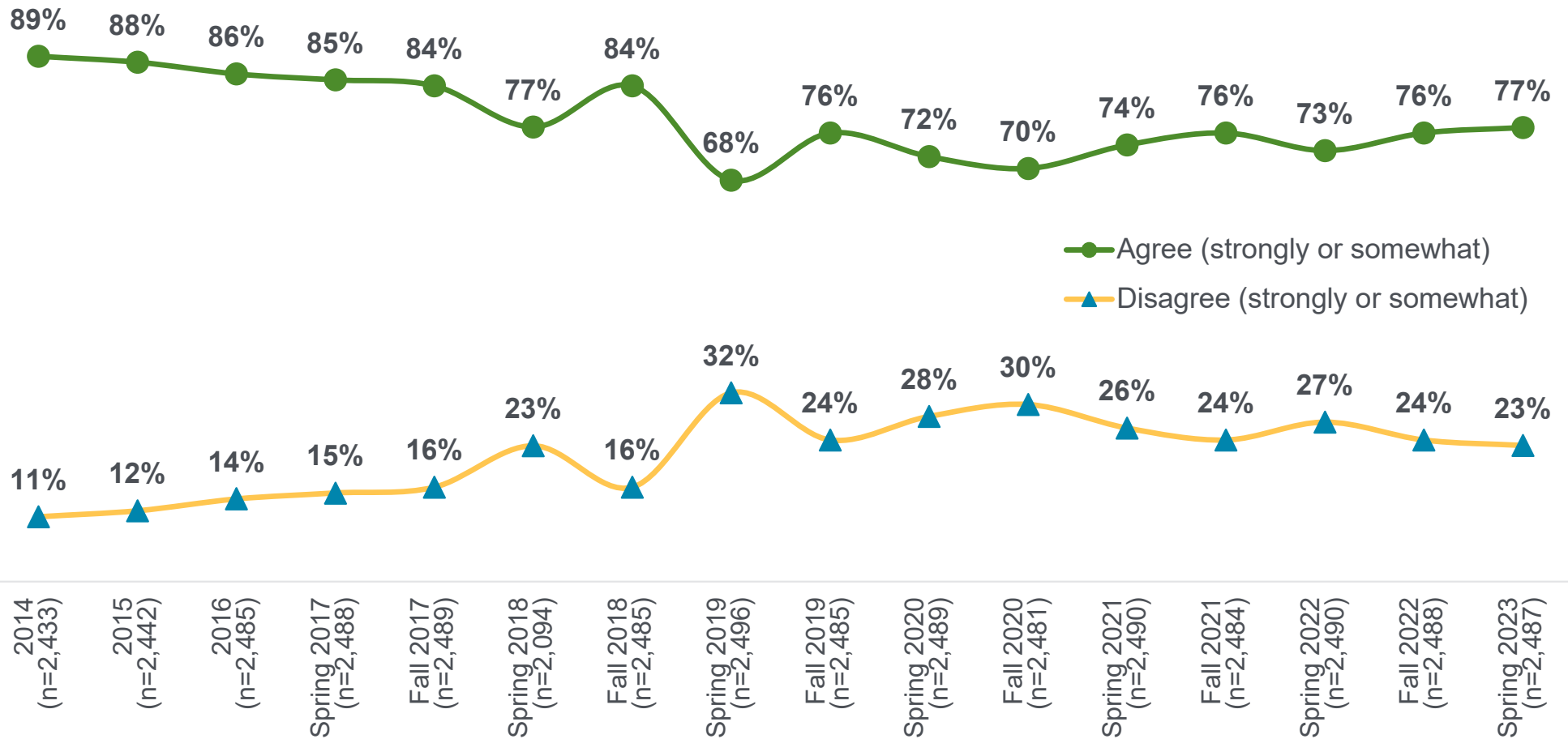
Q. There are challenges facing The City of Calgary today, but also success stories. Do you agree or disagree that Calgary is on the right track to be a better city 10 years from now?  
Base: Valid respondents

↑ Statistically higher than fall 2022  
↓ Statistically lower than fall 2022



# 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 many 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



# Issue agenda



# Summary of findings: Issue agenda

- With four-in-ten (39%) citing this as a concern, 'infrastructure, traffic, and roads' continues to be the top issue that Calgarians feel should receive the greatest attention from Calgary's local leaders. This is a statistical increase compared to fall 2022 (31%) and spring 2022 (28%).
- Mentioned by one-quarter (24%) of Calgarians, the issue of 'crime, safety, and policing' comes in as the second highest priority in spring 2023. This is on par compared to fall 2022 (27%), but a statistical increase over spring 2022 (20%).
- The third highest priority is 'transit,' with two-in-ten (18%) Calgarians indicating this as an issue in spring 2023. This is the same as fall 2022 (18%) and on par with spring 2022 (17%).
- The fourth highest priority is 'homelessness, poverty, and affordable housing,' with just under two-in-ten (15%) Calgarians identifying this as an issue in spring 2023, which is on par with fall 2022 (16%) and spring 2022 (13%).
- Falling out of the top four position this spring is 'recreation and parks.' While recreation and parks was a significant issue for two-in-ten (19%) Calgarians in the fall of 2022 and 14% in spring 2022, only one-in-ten (10%) Calgarians identify it as a priority in spring 2023.
- Other issues such as 'taxes' (7%), 'environment and waste management' (7%), and 'economy' (7%) are also concerns for Calgary residents, but to a lesser extent compared to the top priorities. The proportion of Calgarians concerned about these issues has declined over the past year.



## Issue agenda

Multiple responses allowed

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

■ First mention ■ Other mentions

**Change**  
Spring 2023 – Spring 2022

<b>Infrastructure, traffic, roads [NET]</b>	26%	13%	39%	+10%↑
(Lack of) snow removal	11%	6%	16%*	+8%↑
Road conditions	6%	4%	11%*	+5%↑
Traffic congestion	3%	5%		-
<b>Crime, safety and policing [NET]</b>	16%	8%	24%	+5%↑
Public safety	9%	3%	12%	+4%↑
Crime	7%	4%	11%	+2%↑
<b>Transit [NET]</b>	12%	6%	18%	+1%
Public transportation	7%	4%	11%	+2%↑
Transit system improvements	4%	3%	6%*	-
<b>Homelessness, poverty and affordable housing [NET]</b>	11%	4%	15%	+2%
Poverty/ homelessness/ related social issues	7%	3%	10%	+2%↑
Affordable/available housing	4%	6%		-
<b>Recreation and parks [NET]</b>	5%	4%	10%*	-4%↓
Lack of community centres/ parks/ green space	3%	5%*		-3%↓
<b>Economy [NET]</b>	5%	7%		-4%↓
Economy/ cost of living	3%	5%		-2%
<b>Taxes [NET]</b>	5%	7%		-4%↓
Taxes/ high taxes	4%	5%*		-2%↓
<b>Environment and waste management [NET]</b>	4%	3%	7%	-1%
<b>Growth and planning [NET]</b>	4%	6%		+1%
Healthcare	3%	5%		+1%
Education	3%	5%		-1%
<b>None/ no others</b>	12%	12%		-

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=2,464)

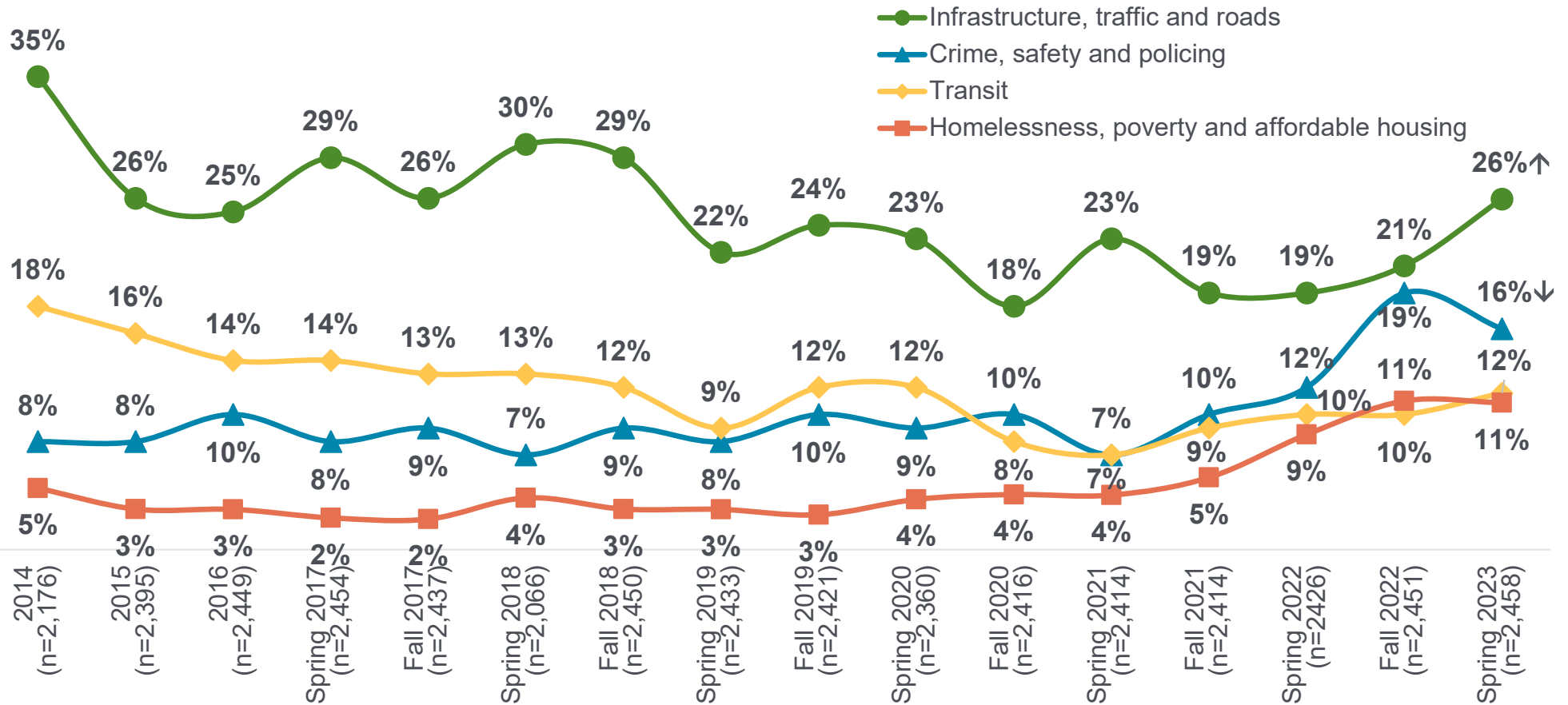
\* Rounding

↑ Statistically higher than spring 2022  
↓ Statistically lower than spring 2022



# Tracking – Most important issue facing Calgary

Current top 4 – 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 than fall 2022  
 ↓ Statistically lower than fall 2022





# City programs and services



# Summary of findings: Satisfaction with City services and programs

- Two-thirds (67%) 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 71% in spring 2022 but is on par with fall 2022 (66%).
- A majority of Calgarians are happy with all 44 services and programs that were assessed. Specifically, more than 90% of residents are satisfied with 10 of the services and programs, and 80% to 89% are satisfied with 25 other services and programs. In total, 35 out of the 44 services and programs received satisfaction ratings of 80% or more.
- Services receiving the **highest satisfaction ratings** (by 90% or more) include:
  - Water treatment and supply, including the availability and supply of clean, safe drinking water (96%)
  - Fire inspection and enforcement (96%)
  - Library services (96%)
  - City cemeteries (94%)
  - Wastewater collection and treatment (94%)
  - Calgary Fire Department emergency response (93%)
  - Fire safety education (91%)
  - Parks and open spaces (91%)
  - Stormwater management (90%)
  - Business licensing (90%)
- Services receiving the **lowest satisfaction ratings** (under 70%) include:
  - Property tax management (68%)
  - Public transit including bus and CTrain service (66%)
  - Streets including traffic operations, building, maintenance, snow removal and on-street bikeways (65%)
  - Affordable housing for low-income Calgarians (53%)



# Summary of findings: Satisfaction with City services and programs (continued)

- Satisfaction with the following has statistically increased since spring 2022:
  - Arts and culture, including festivals (86%, up 4 points)
  - Development approvals (80%, up 5 points)
- On the contrary, satisfaction with the following has significantly decreased since spring 2022:
  - Sidewalks and pathways including building and repairing (75%, down 6 points)
  - Public transit including bus and CTrain service (66%, down 6 points)
  - Streets – traffic operations, building, maintenance, snow removal and on-street bikeways (64%, down 5 points)
  - Calgary Fire Department emergency response (93%, down 3 points)
  - Parks and open spaces (91%, down 3 points)
  - 311 and web (88%, down 3 points)
- Currently, more than nine-in-ten (92%) consider The Green Line LRT to be either ‘very important’ or ‘somewhat important,’ which is on par with 91% in spring 2022 and 89% in spring 2021. Specifically, three-quarters (76%) view the Green Line as ‘very’ important, which is a statistical increase from 70% in spring 2021 although it is on par with 74% in spring 2022. Opposition to the Green Line is minimal at less than one-in-ten (8%).
- Nine out of ten Calgarians (92%) agree that ‘The Green Line LRT will enable Calgarians to better connect with people, places and services,’ which is consistent with 91% in spring 2022.
- Further, nine out of ten Calgarians (91%) agree that ‘The Green Line LRT will be an important addition to Calgary’s transportation network,’ which is consistent with 90% in spring 2022.



# Summary of findings: Investment priorities

- The top five areas that Calgarians would like to see The City of Calgary ‘invest more’ in:
  - Affordable housing for low-income Calgarians (73%)
  - Public transit including bus and C-Train service (70%)
  - Streets - traffic operations, building, maintenance, snow removal and on-street bikeways (69%)
  - Calgary 9-1-1 (67%)
  - Police services (63%)
- Compared to spring 2022, statistical increases in ‘*more investment*’ are notable for fourteen programs or services:
  - Streets - traffic operations, building maintenance, snow removal and on street bikeways (69%, up 14 points)
  - Calgary 9-1-1 (67%, up at 12 points)
  - Police services (63%, up 11 points)
  - City communications (36%, up 9 points)
  - Records management access and privacy services that support FOIP (25%, up 9 points)
  - Bylaw education and compliance (38%, up 8 points)
  - Building approval services and inspections (36%, up 8 points)
  - Parking enforcement (28%, up 8 points)
  - Public transit including bus and CTrain service (70%, up 7 points)
  - Real estate that handle city transactions for sustainable land management (36%, up 7 points)
  - Sidewalks and pathways including building and repairing (56%, up 6 points)
  - Business licensing (27%, up 6 points)
  - Development approvals (31%, up 5 points)
  - Regulation of taxis, limousines and vehicles for hire (17% up 4 points)
- There are no statistical decreases in ‘*more investment*’ for any of the services and programs evaluated.



# Summary of findings: Importance vs. satisfaction analysis

- Thirteen **Primary Strengths** (areas where both importance and satisfaction are relatively high) have been identified:
  - Water treatment and supply, including clean and safe drinking water (99% importance, 96% satisfaction)
  - Calgary Fire Department emergency response (100% importance, 93% satisfaction)
  - Wastewater collection and treatment (98% importance, 94% satisfaction)
  - Parks and open spaces (98% importance, 91% satisfaction)
  - Waste and recycling services (98% importance, 86% satisfaction)
  - Emergency management and business continuity services (97% importance, 89% satisfaction)
  - Fire inspection and enforcement (96% importance, 96% satisfaction)
  - Fire safety education (96% importance, 91% satisfaction)
  - Stormwater management (94% importance, 90% satisfaction)
  - Urban forestry (94% importance, 86% satisfaction)
  - Environmental management services (91% importance, 85% satisfaction)
  - Recreation opportunities (95% importance, 87% satisfaction)
  - 311 and web (92% importance, 88% satisfaction)
  
- Nine **Secondary Strengths** (areas that have relatively high satisfaction scores but low importance ratings) include:
  - Library services (88% importance, 96% satisfaction)
  - Specialized transit services like Transit Access (87% importance, 86% satisfaction)
  - Business licensing (85% importance, 90% satisfaction)
  - Records management, access and privacy services that support FOIP (84% importance, 89% satisfaction)
  - Economic development and tourism (88% importance, 87% satisfaction)
  - Regulation of taxis, limousines and vehicles-for-hire (63% importance, 86% satisfaction)
  - Arts and culture, including festivals (81% importance, 86% satisfaction)
  - City cemeteries (77% importance, 94% satisfaction)
  - Pet ownership and licensing (76% importance, 89% satisfaction)

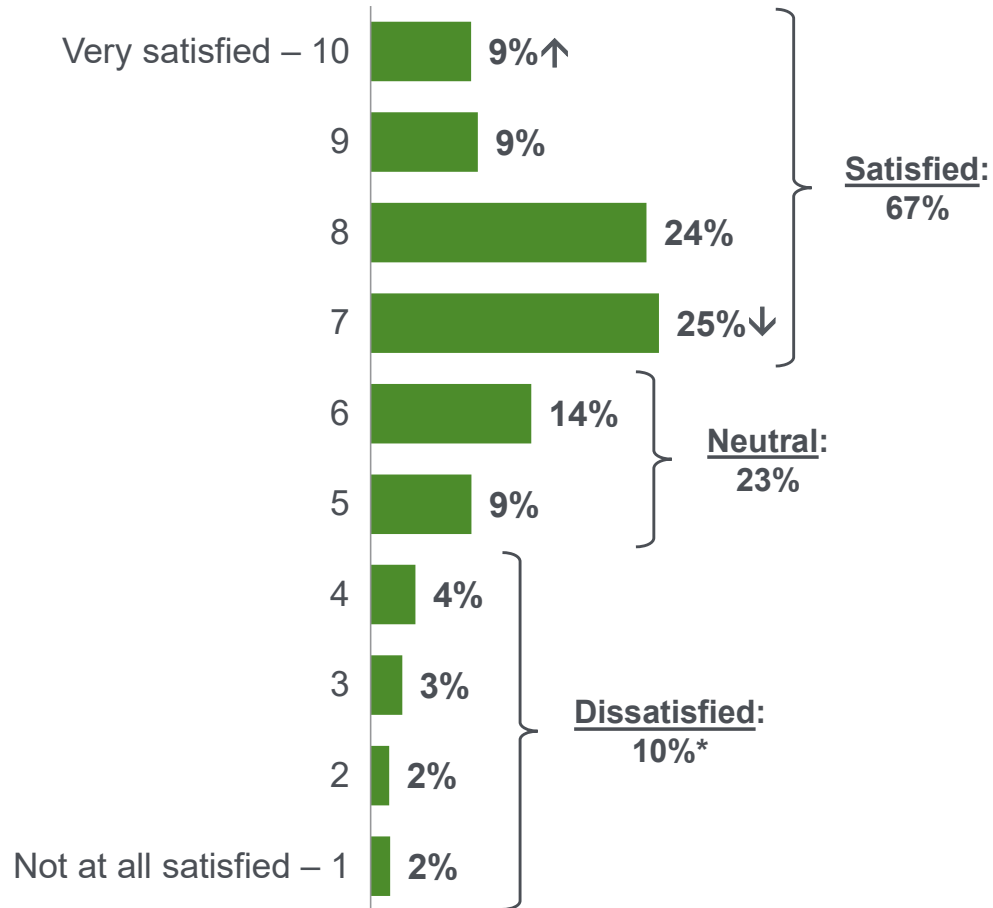


# Summary of findings: Importance vs. satisfaction analysis (continued)

- **Primary Opportunities** represent key areas for improvement. These areas are regarded as relatively high in importance but relatively low in satisfaction. Fourteen primary opportunities are identified:
  - Calgary 9-1-1 (100% importance, 84% satisfaction)
  - Neighbourhood supports to make their neighbourhood a better place to live, work and play (92% importance, 84% satisfaction)
  - Building approval services and inspections (92% importance, 84% satisfaction)
  - Community strategy services (92% importance, 84% satisfaction)
  - Streets – traffic operations, building maintenance, snow removal and on-street bikeways (99% importance, 65% satisfaction)
  - Sidewalks and pathways including building and repairing (97% importance, 75% satisfaction)
  - Social programs for individuals such as seniors or youth (95% importance, 83% satisfaction)
  - City communications (94% importance, 82% satisfaction)
  - Police services (97% importance, 78% satisfaction)
  - Municipal elections (93% importance, 81% satisfaction)
  - Bylaw education and compliance services (91% importance, 80% satisfaction)
  - Property tax management (93% importance, 68% satisfaction)
  - Public transit including bus and C-Train service (90% importance, 66% satisfaction)
  - Affordable housing for low-income Calgarians (96% importance, 53% satisfaction)
- **Secondary Opportunities** are areas relatively low in satisfaction but are also generally less important. Eight secondary opportunities have been identified:
  - Appeals and tribunals to appeal decisions made by The City (89% importance, 81% satisfaction)
  - Property assessment (89% importance, 76% satisfaction)
  - Citizen engagement and research (87% importance, 82% satisfaction)
  - City planning and policy services (88% importance, 79% satisfaction)
  - Real estate that handles City transactions for sustainable land management (86% importance, 81% satisfaction)
  - Development approvals (87% importance, 80% satisfaction)
  - Parking and enforcement (75% importance, 71% satisfaction)
  - Land development and sales (84% importance, 82% satisfaction)



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



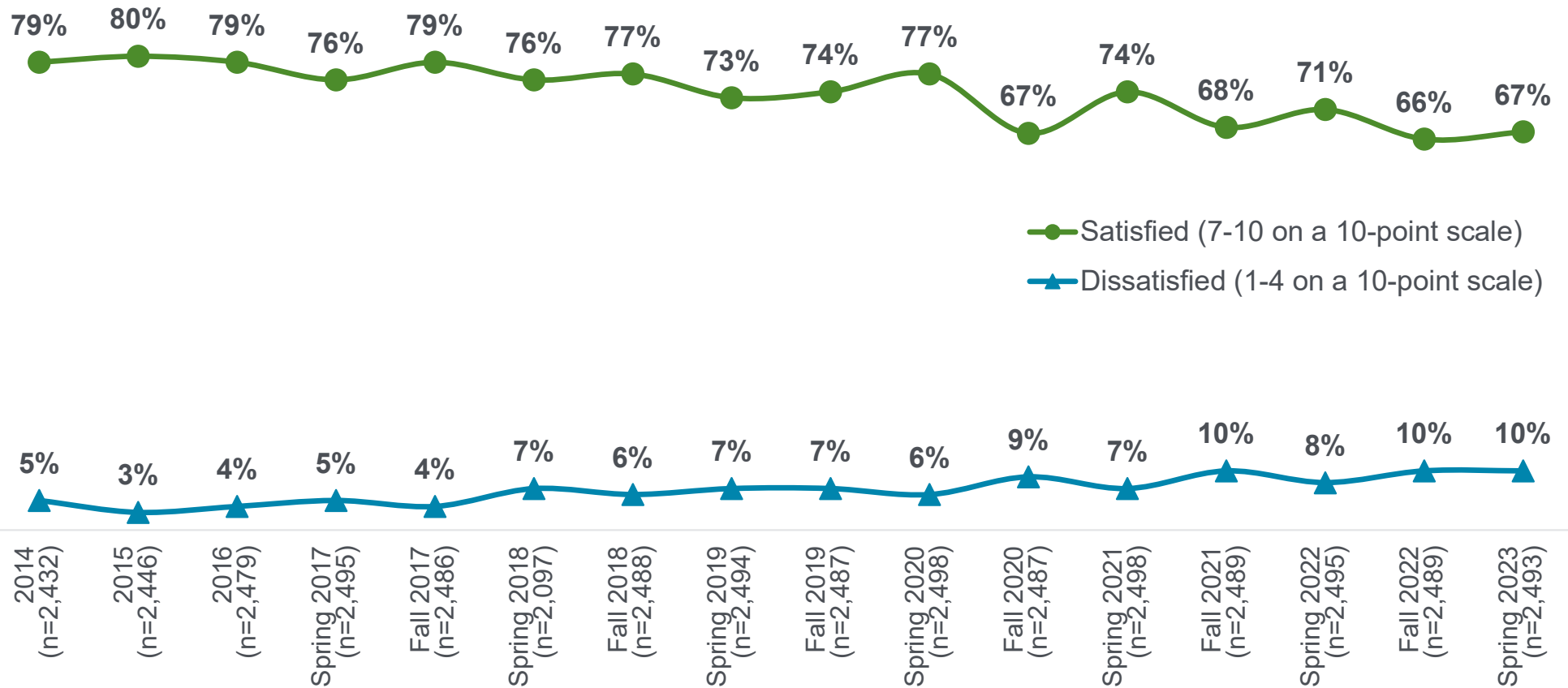
Q. On a scale of 1 to 10 where “1” is “not at all satisfied” and “10” is “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?  
 Base: Valid respondents (n=2,493)

\* Rounding  
 ↑ Statistically higher than fall 2022  
 ↓ Statistically lower than fall 2022



# Tracking – Satisfaction with city services and programs

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



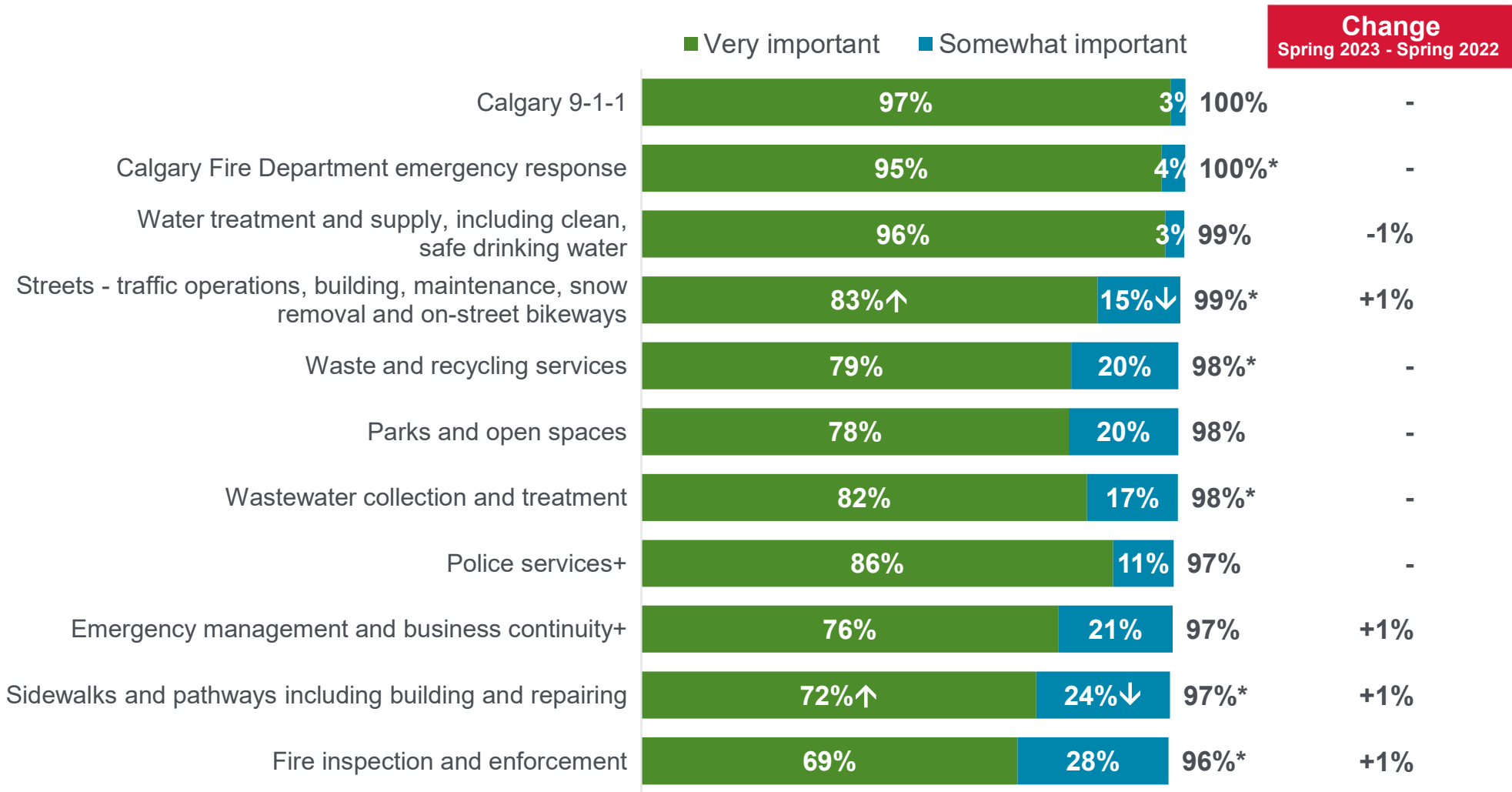
Q. On a scale of 1 to 10 where “1” is “not at all satisfied” and “10” is “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?  
 Base: Valid respondents

Neutral ratings of 5 or 6 are not shown





# Importance of city programs and services



+Wording slightly changed following spring 2019

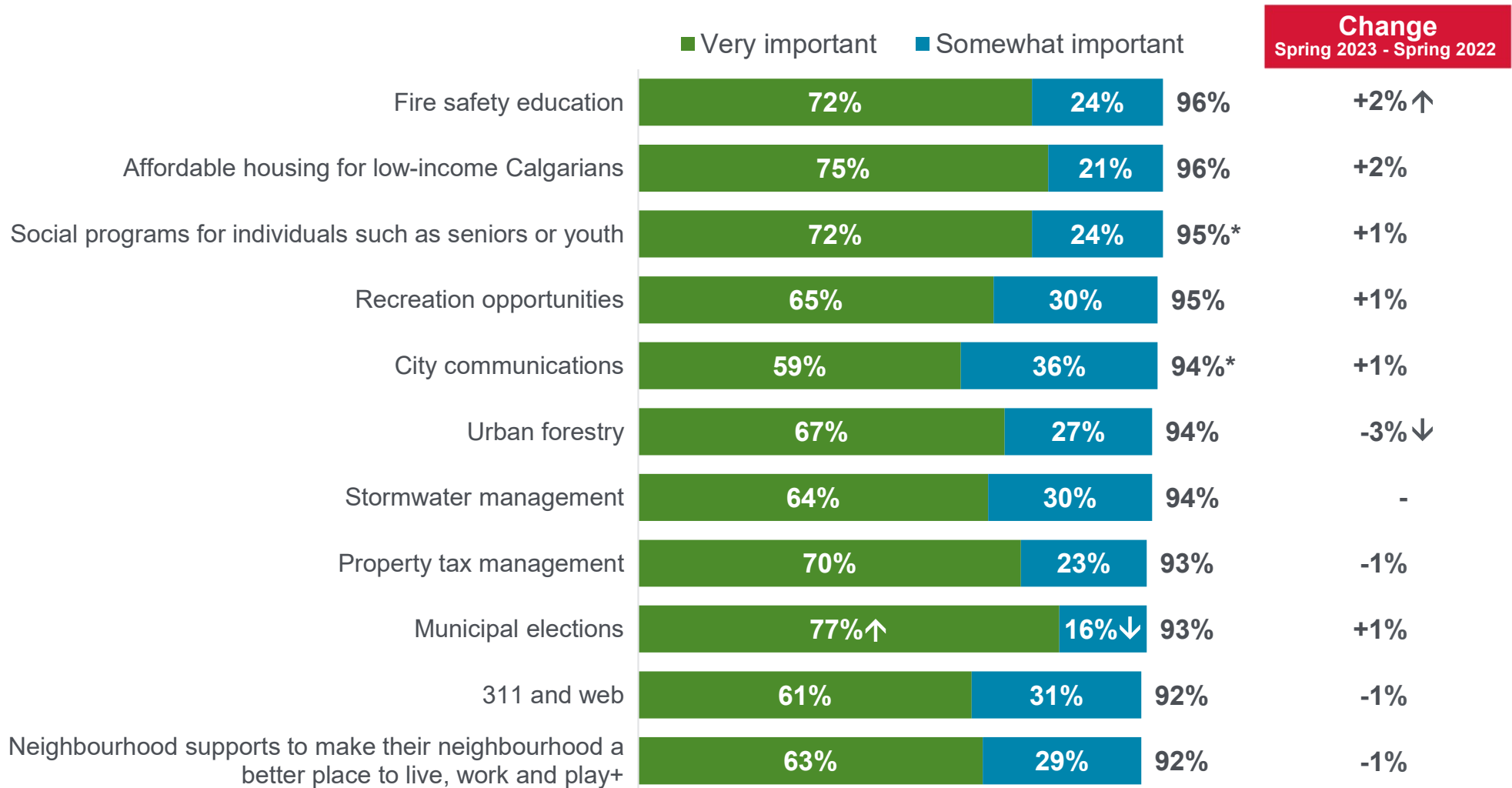
\* Rounding

↑/↓ Statistically higher/lower than spring 2022

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)



+Wording slightly changed following spring 2019

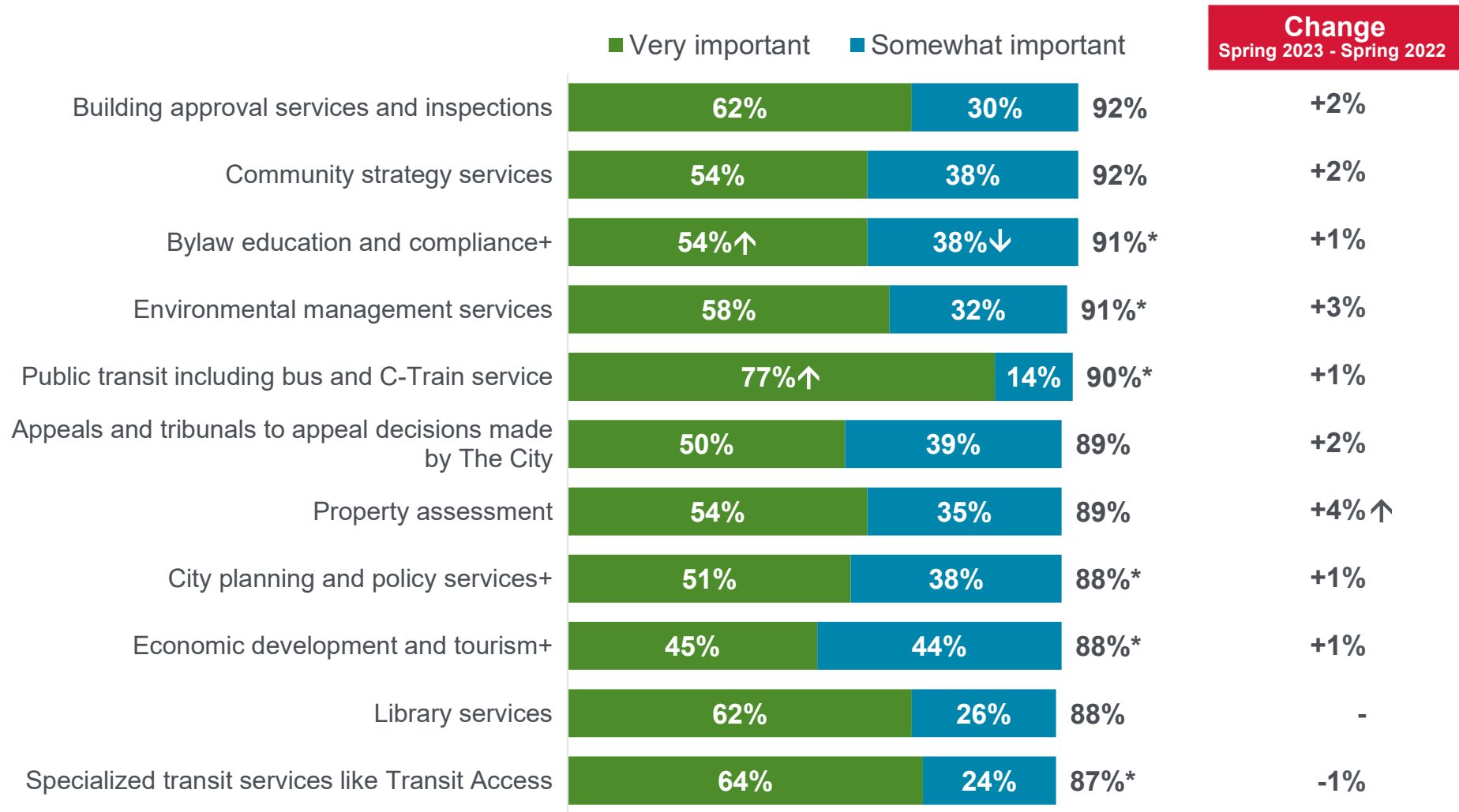
\* Rounding

↑/↓ Statistically higher/lower than spring 2022

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)



**Change**  
Spring 2023 - Spring 2022

■ Very important ■ Somewhat important

+Wording slightly changed following spring 2019

\* Rounding

↑/↓ Statistically higher/lower than spring 2022

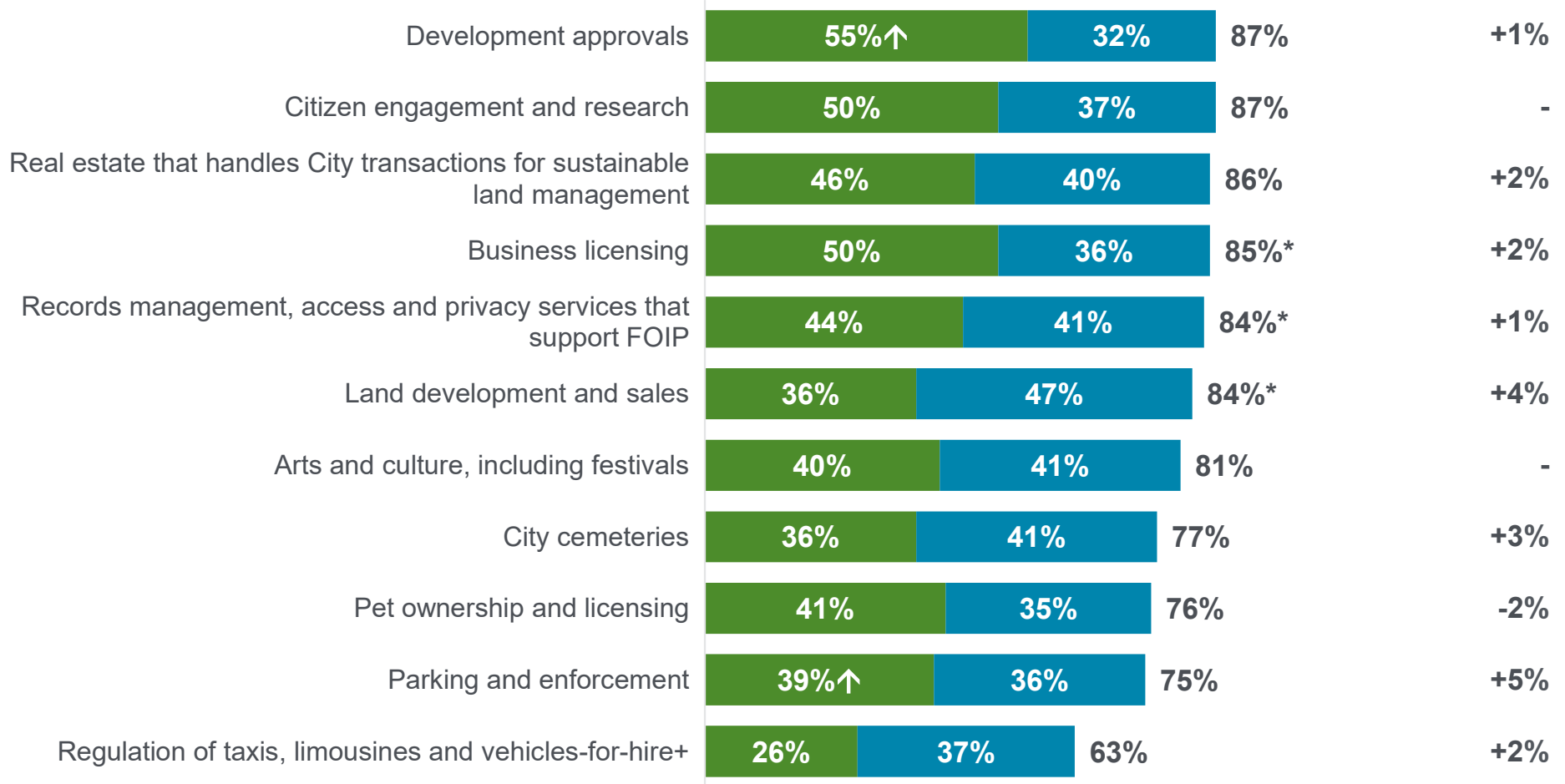
Q. Now I have a list of programs and services provided by The City. Would you say this is very important, somewhat important, not very important or not at all important?  
Base: Valid respondents (bases vary)



# Importance of city programs and services (continued)

■ Very important ■ Somewhat important

**Change**  
Spring 2023 - Spring 2022



+Wording slightly changed following spring 2019

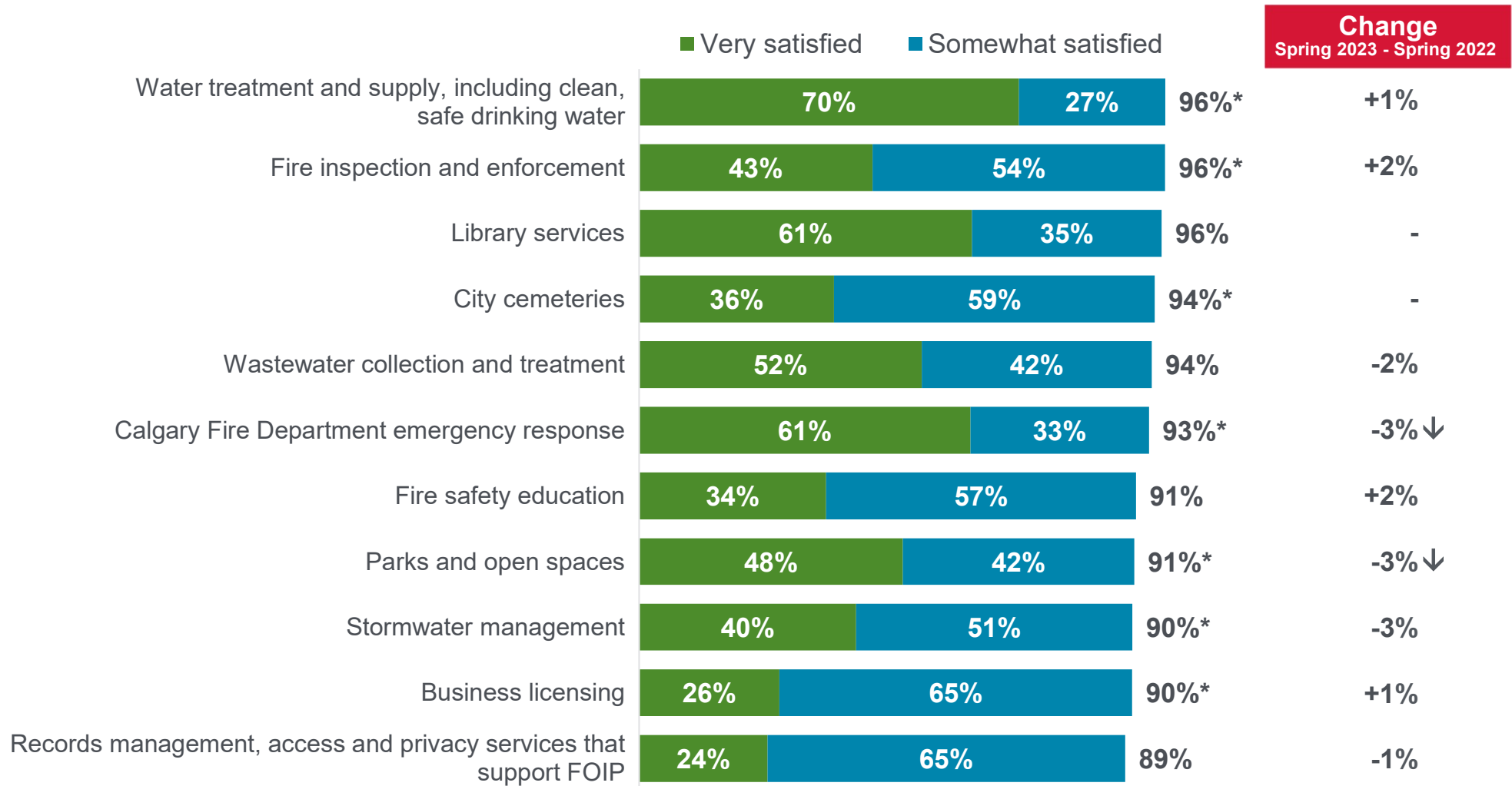
\* Rounding

↑/↓ Statistically higher/lower than spring 2022

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)



# Satisfaction with city programs and services

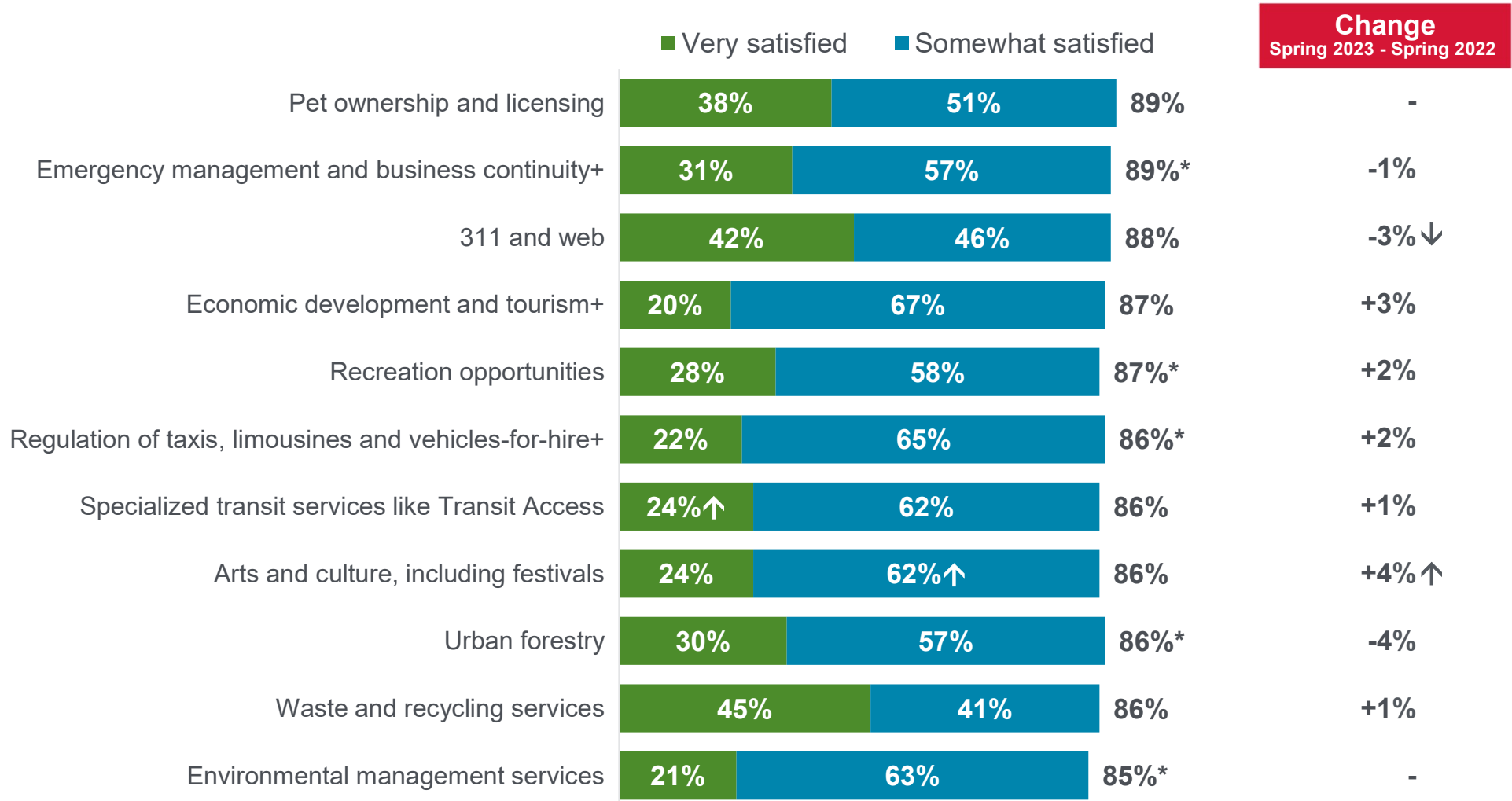


Q. And, are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with the job The City is doing at providing this service?  
 Base: Valid respondents (bases vary)

\* Rounding  
 ↑/↓ Statistically higher/lower than spring 2022



# Satisfaction with city programs and services (continued)



**Change**  
Spring 2023 - Spring 2022

■ Very satisfied ■ Somewhat satisfied

+Wording slightly changed following spring 2019

\* Rounding

↑/↓ Statistically higher/lower than spring 2022

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)

■ Very satisfied ■ Somewhat satisfied

**Change**  
Spring 2023 - Spring 2022



+Wording slightly changed following spring 2019

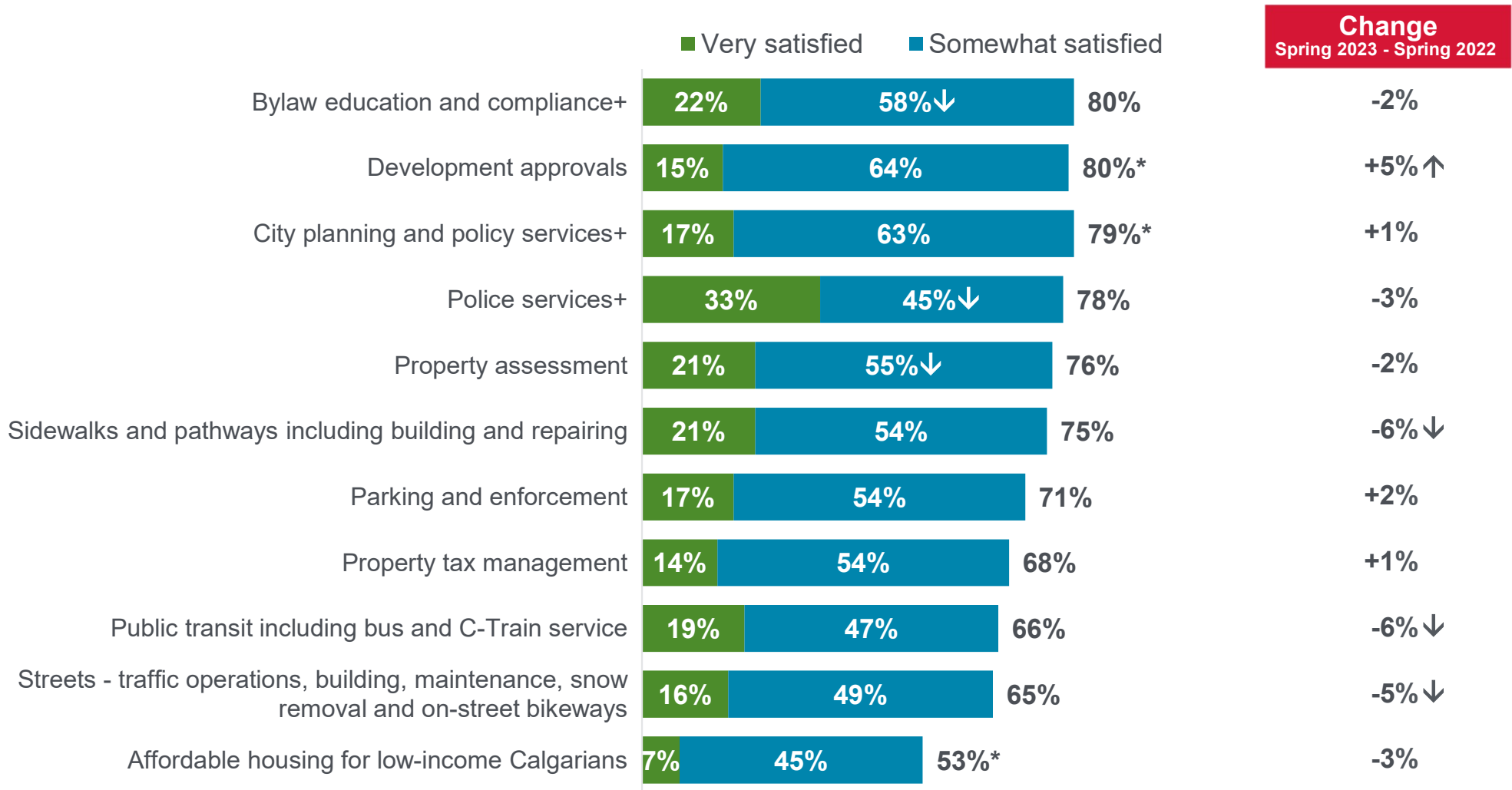
\* Rounding

↑/↓ Statistically higher/lower than spring 2022

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)



+Wording slightly changed following spring 2019

\* Rounding

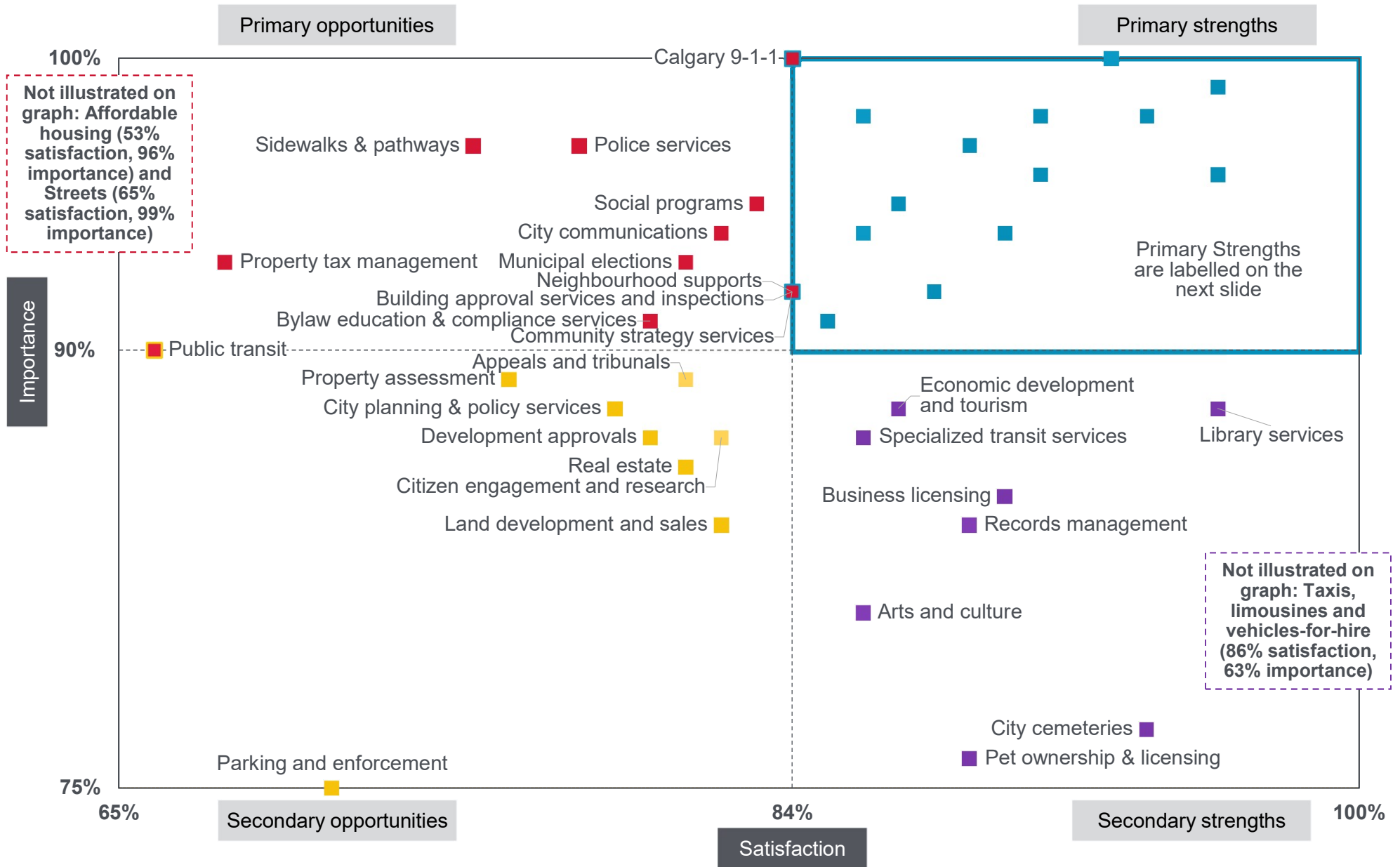
↑/↓ Statistically higher/lower than spring 2022

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



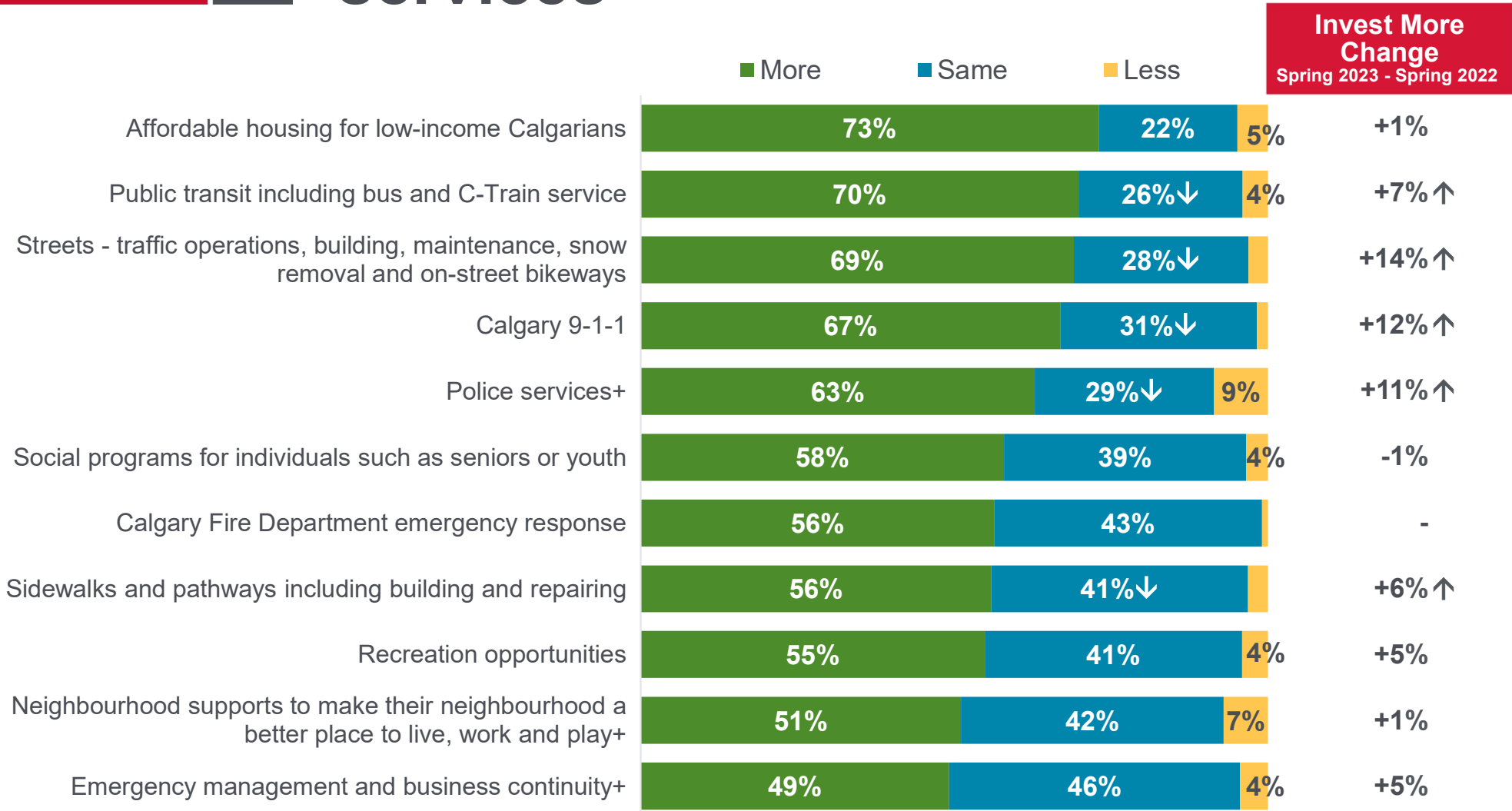


# Importance vs. satisfaction grid (continued)





# Investment in city programs and services



+Wording slightly changed following spring 2019

Data labels of <3% are not shown

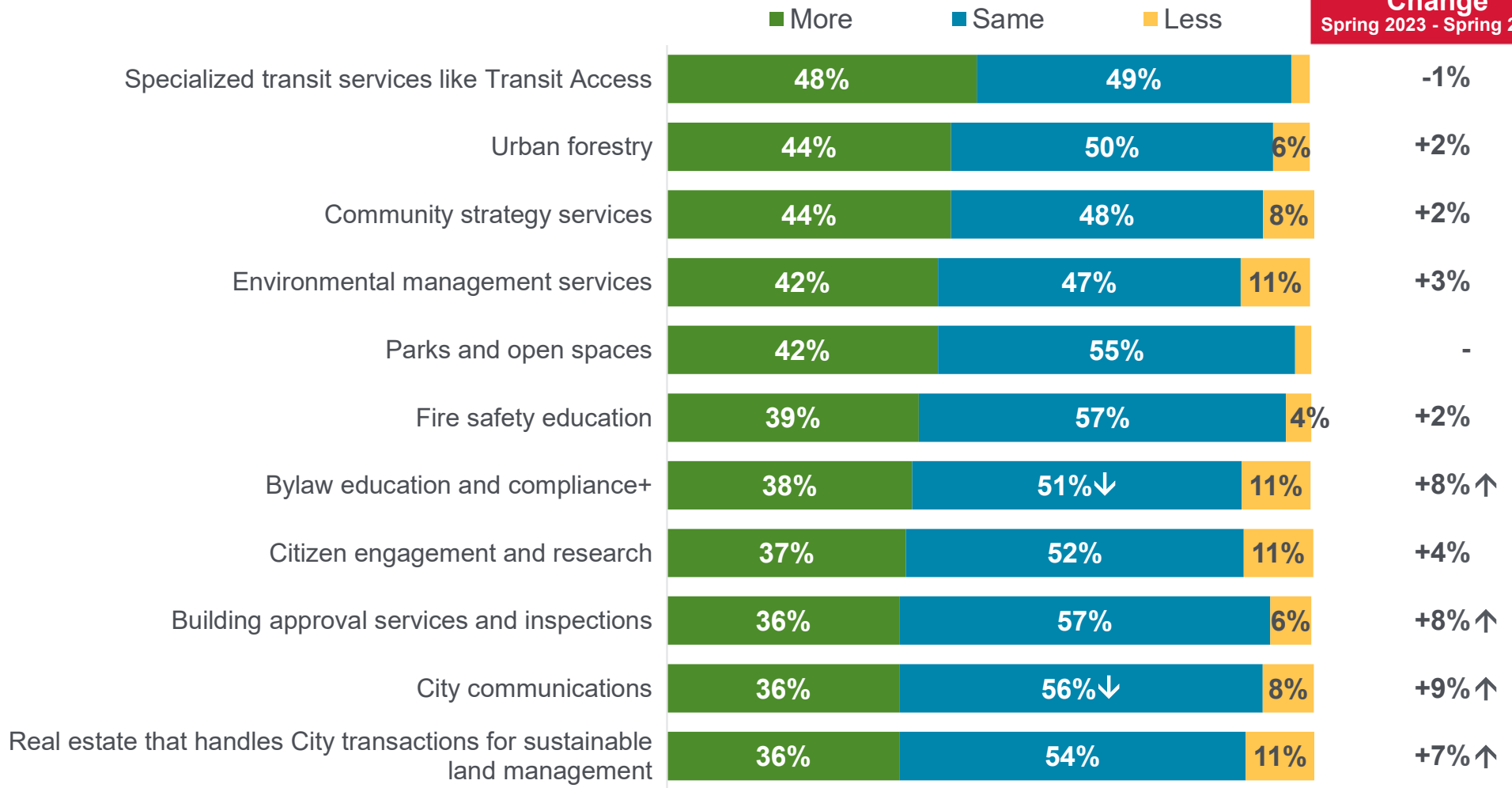
↑/↓ Statistically higher/lower than spring 2022

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)

**Invest More Change**  
Spring 2023 - Spring 2022

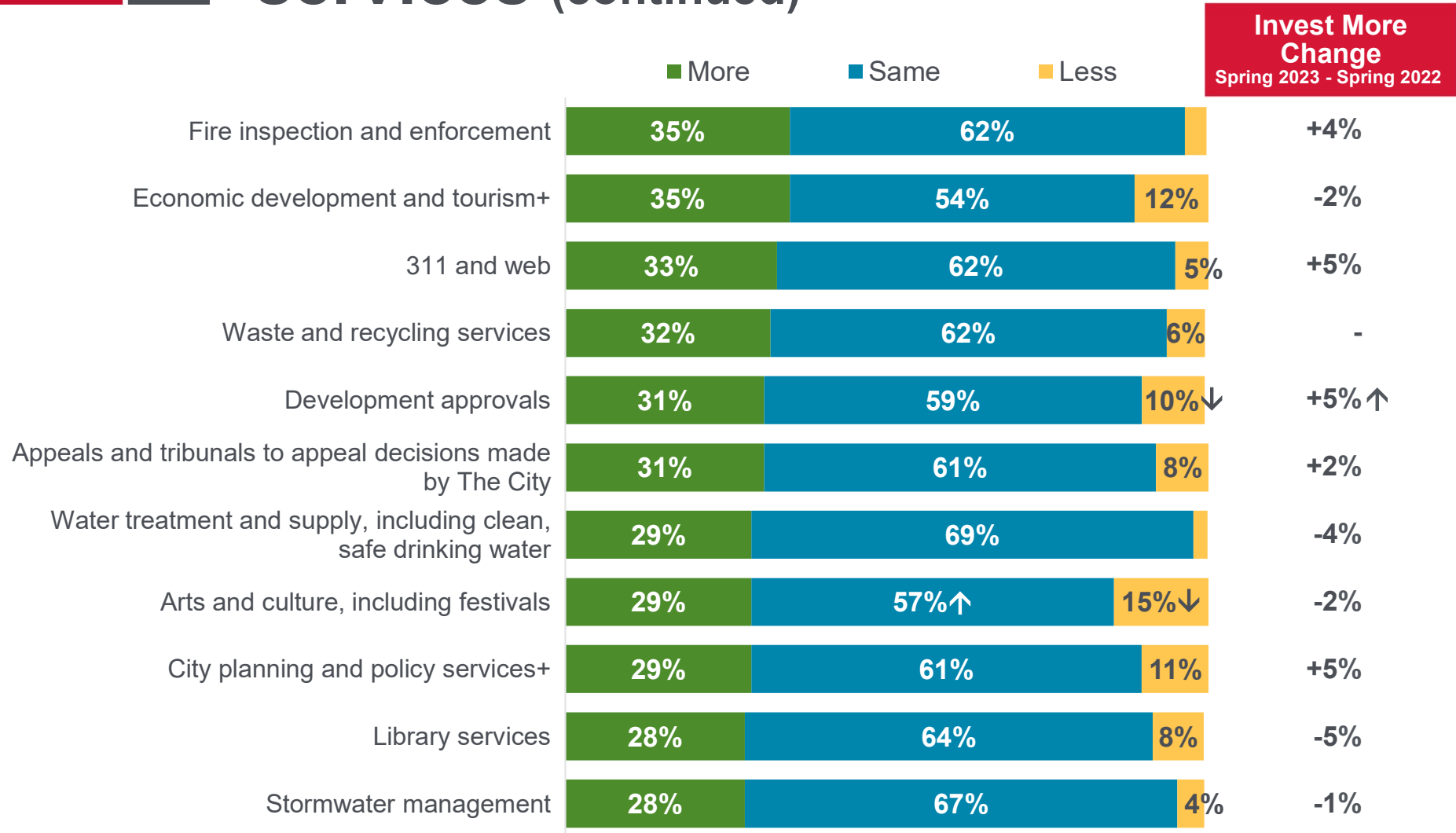


Q. Do you think The City should invest more, less or the same amount on this service?  
Base: Valid respondents (bases vary)

↑/↓ Statistically higher/lower than spring 2022



# Investment in city programs and services (continued)



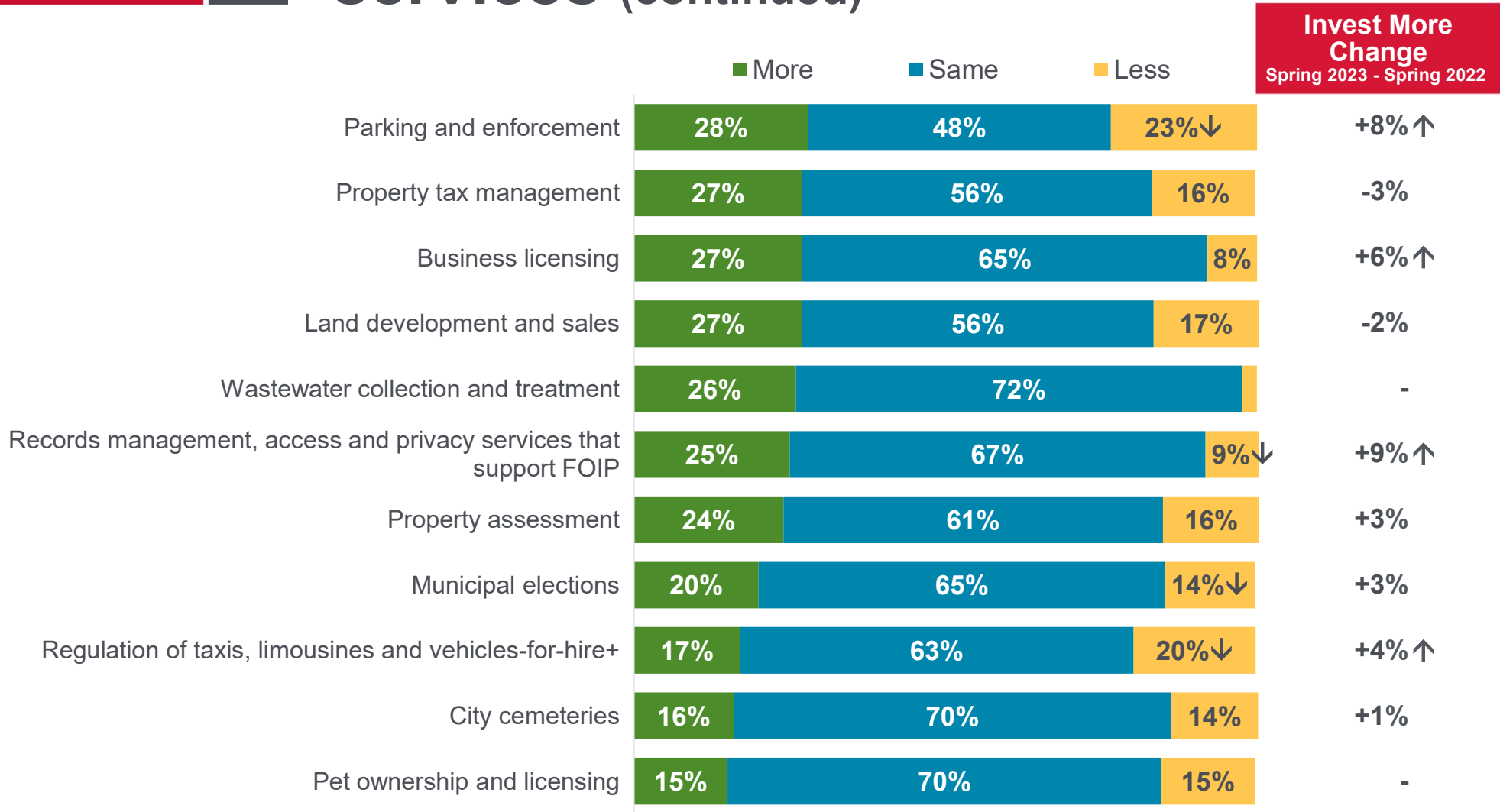
Data labels of <3% are not shown

↑/↓ Statistically higher/lower than spring 2022

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)



**Invest More Change**  
Spring 2023 - Spring 2022

■ More ■ Same ■ Less

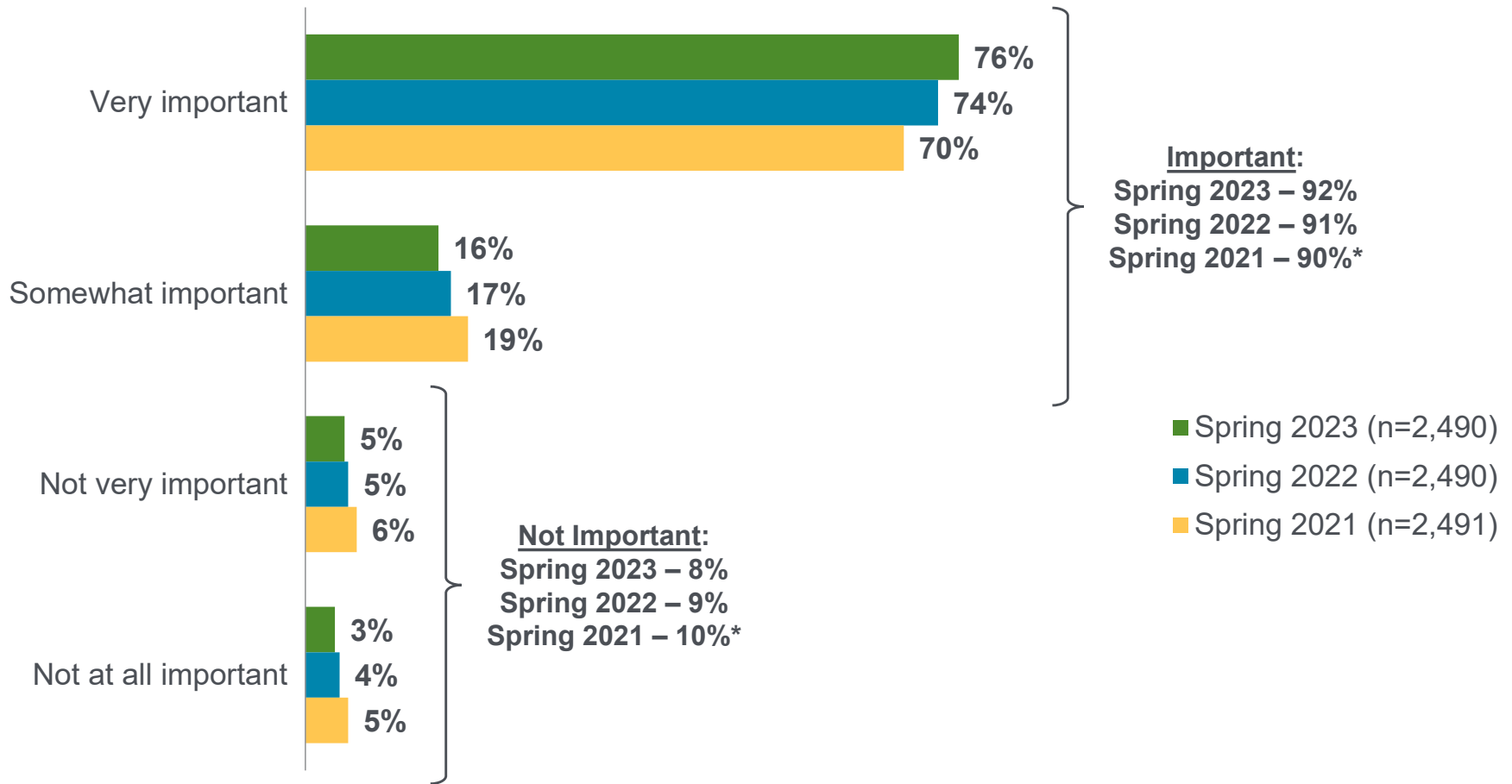
+Wording slightly changed following spring 2019

Data labels of <3% are not shown

↑/↓ Statistically higher/lower than spring 2022

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

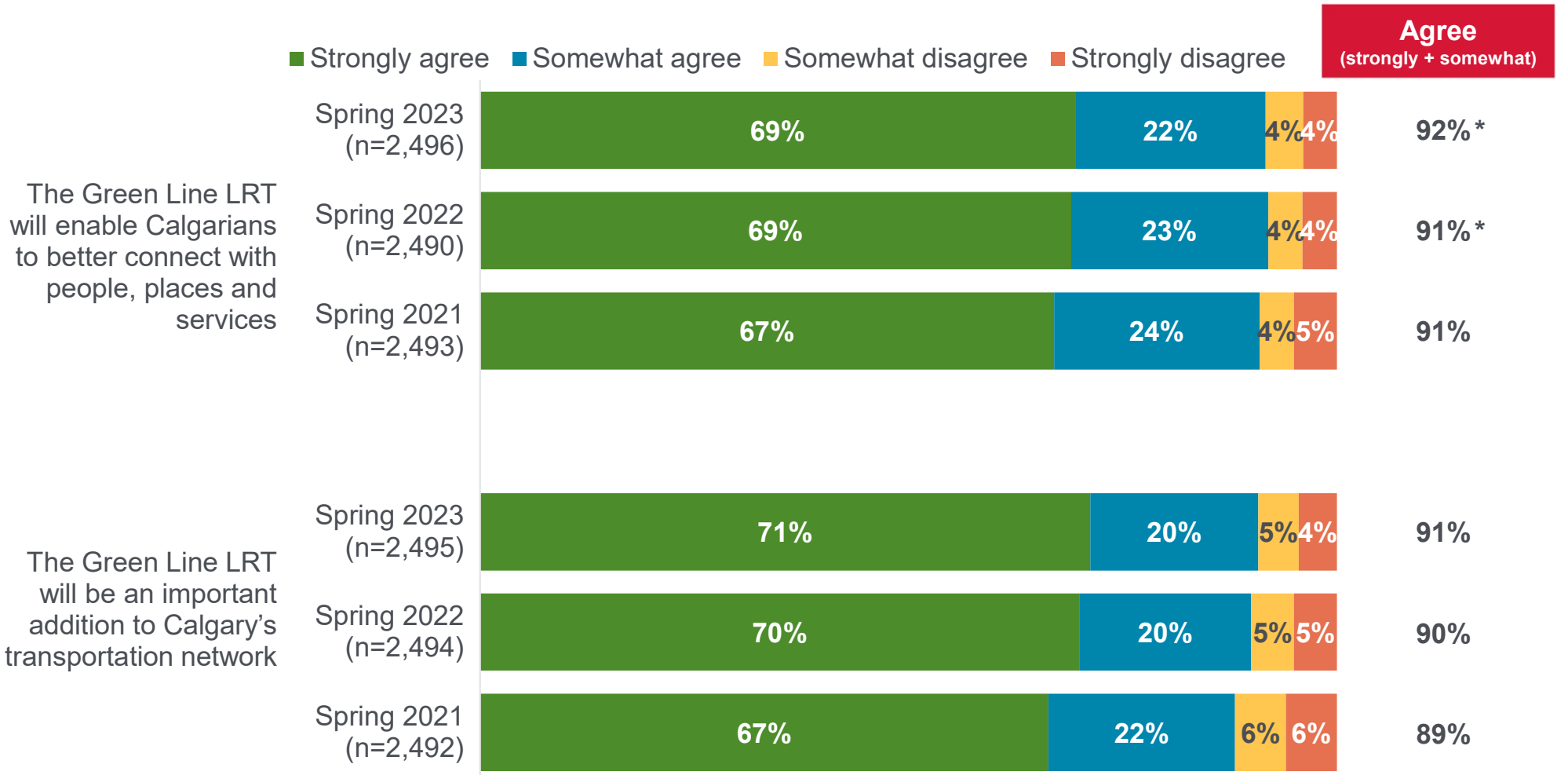
# Perceived importance of the Green Line LRT



Q. How important do you think the Green Line LRT is to the future of Calgary, 10 years down the road and beyond?  
 Base: Valid respondents

\* Rounding  
 Not asked prior to spring 2021  
 Not asked in fall survey waves

# Attitudes regarding the Green Line LRT



Not asked prior to spring 2021  
Not asked in fall survey waves

\* Rounding

↑/↓ Statistically higher/lower than spring 2022

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





# Taxation

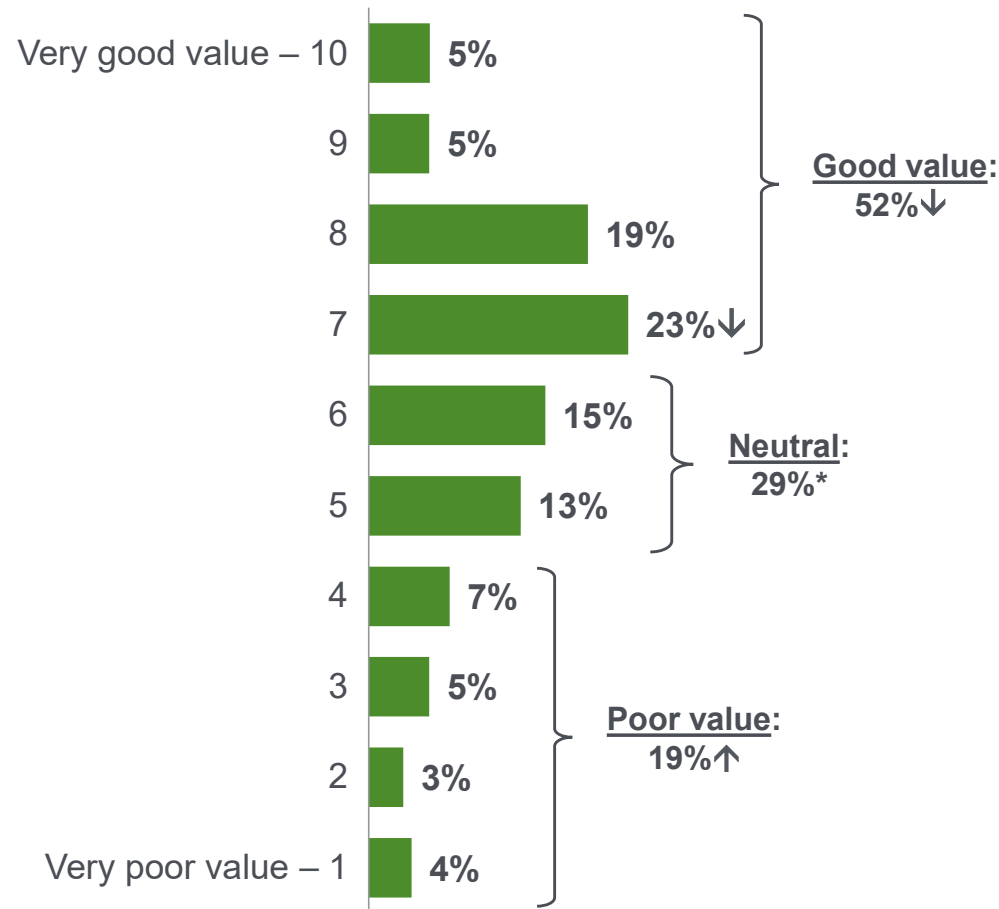


# Summary of findings: Taxation

- Over one-half (52%) of Calgarians consider the value they receive from municipal property tax dollars to be 'good,' which is statistically lower than fall 2022 (56%) but consistent with spring 2022 (53%). On the flipside, 19% consider the value to be 'poor,' which is consistent with spring 2022 (17%) and statistically higher than fall 2022 (16%).
- In order to balance taxation and service delivery levels, a majority of Calgarians (55%) want The City of Calgary to increase taxes in order to maintain or expand services. This is on par with 54% in fall 2022 and 55% in spring 2022. More specifically:
  - 45% prefer to 'increase taxes at current inflation rates to maintain services at current levels,' identical to spring 2022 (45%), and statistically higher than fall 2022 (30%).
  - 10% prefer to 'increase taxes beyond current inflation to expand services, which is identical to spring 2022 (10%), but statistically lower than fall 2022 (24%).
- Alternatively, to balance taxation and service delivery, a sizeable minority (39%) want The City to cut services to maintain or reduce tax levels (identical to 39% in both spring 2022 and fall 2022). More specifically:
  - 21% prefer to 'cut services to maintain current tax level,' similar to spring 2022 (22%) and identical to fall 2022 (21%).
  - 18% prefer to 'cut services further to reduce taxes,' which is identical to spring 2022 (18%) and fall 2022 (18%).



# Perceived value of property taxes



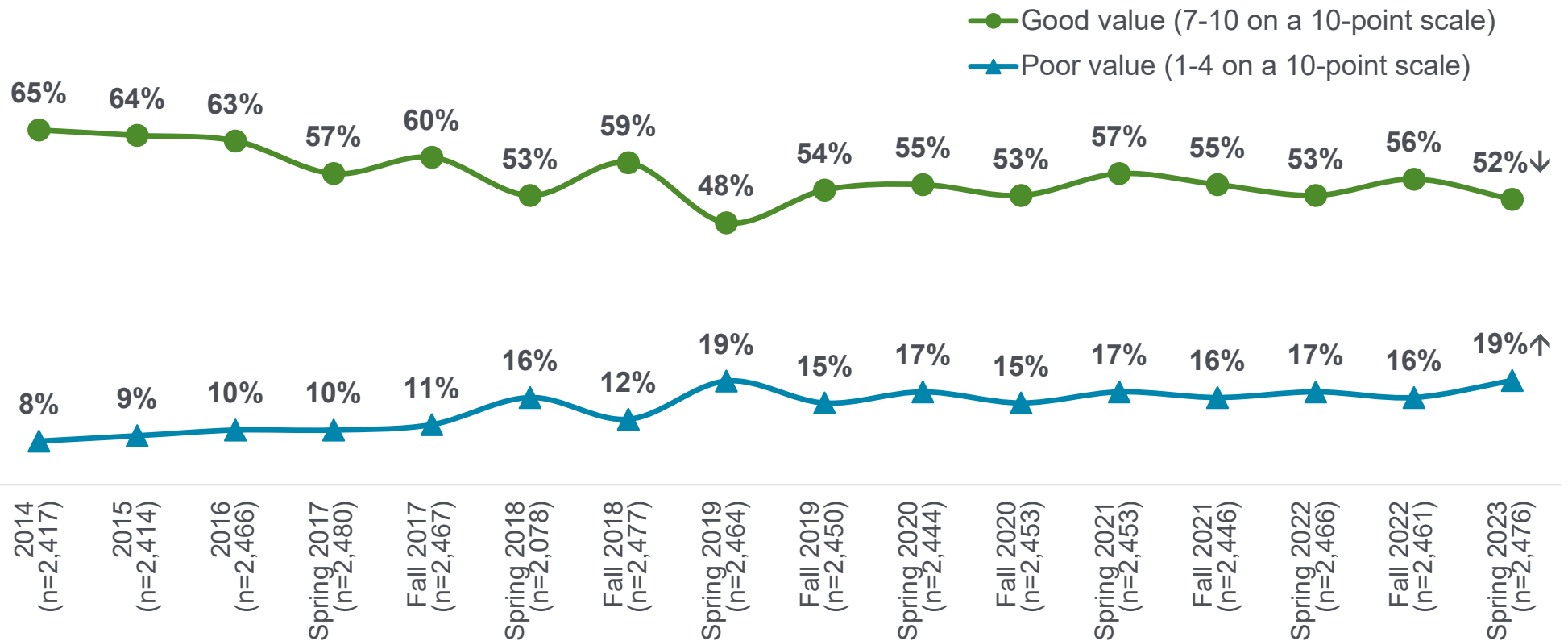
Q. Property tax dollars are divided between The City and the Province. Approximately two-thirds of residential property tax payment goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where “1” is “very poor value” and “10” is “very good value.”  
 Base: Valid respondents (n=2,476)

\* Rounding  
 ↑ Statistically higher than fall 2022  
 ↓ Statistically lower than fall 2022



# Tracking – Perceived value of property taxes

Perceived value of municipal 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.”

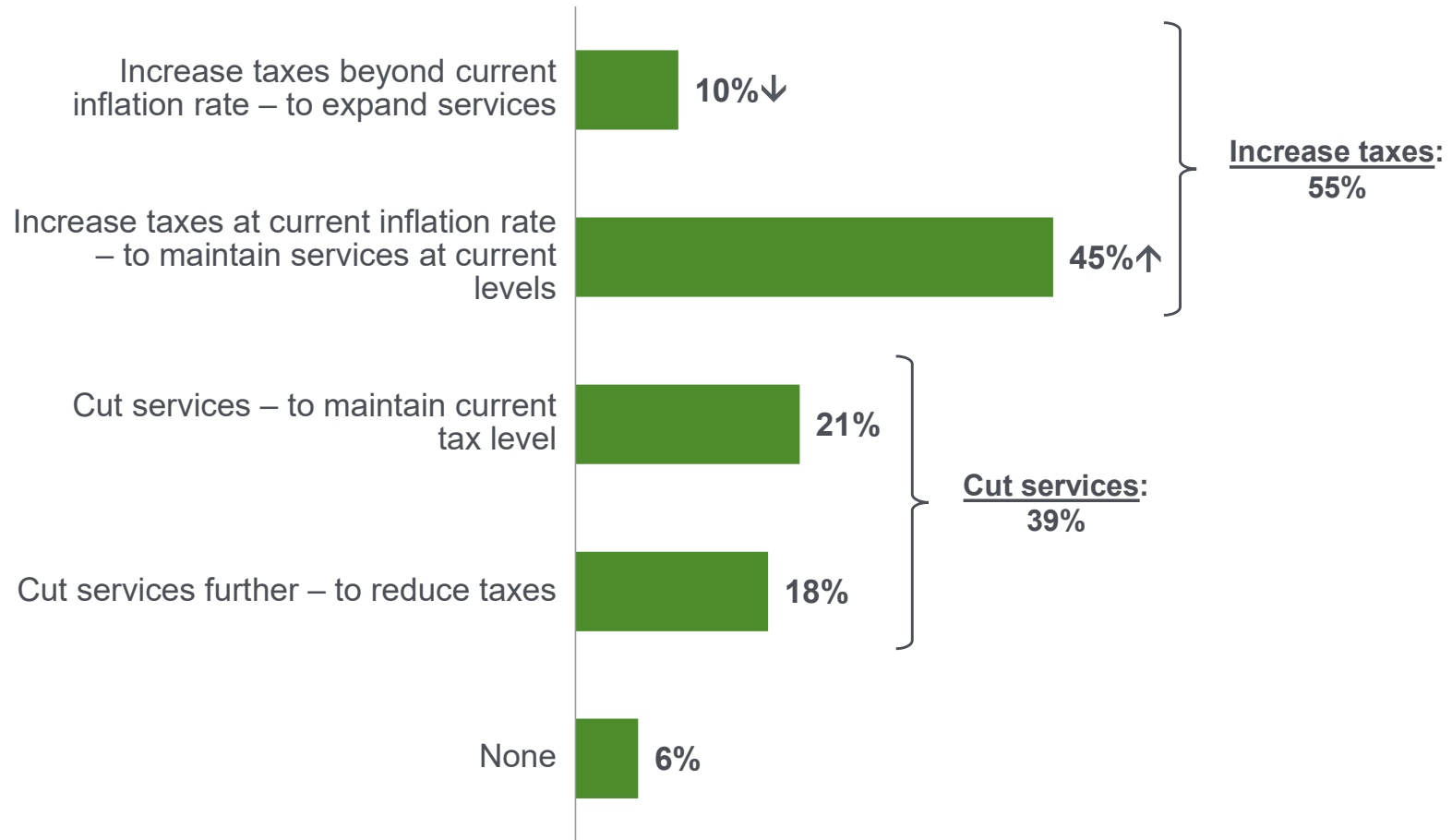
Base: Valid respondents

Neutral ratings of 5 or 6 are not shown

↑ Statistically higher than fall 2022  
 ↓ Statistically lower than fall 2022



# Balancing taxation and service delivery levels

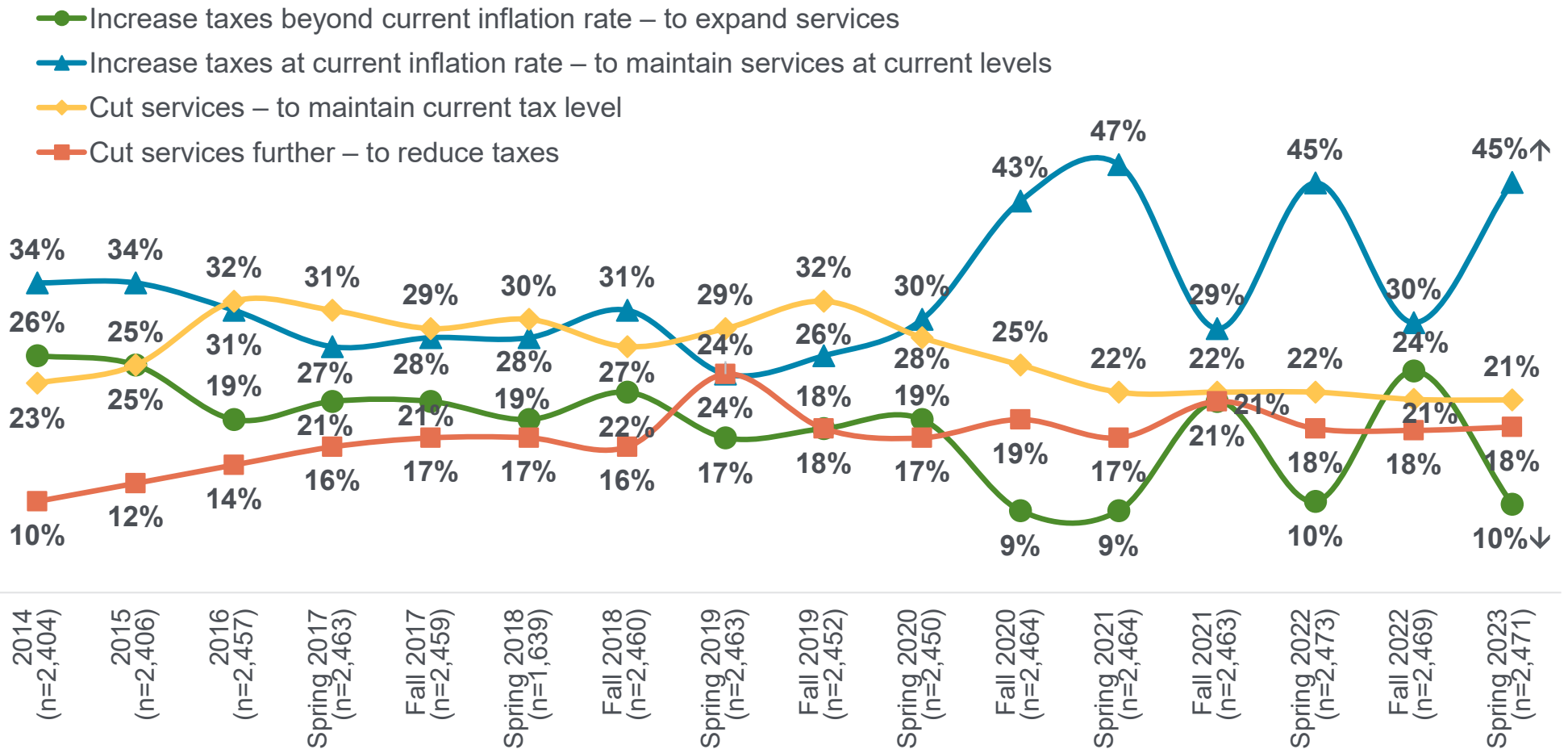


Q. Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like The City to pursue?  
 Base: Valid respondents (n=2,471)

↑ Statistically higher than fall 2022  
 ↓ Statistically lower than fall 2022



# Tracking – Balancing taxation and service delivery



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

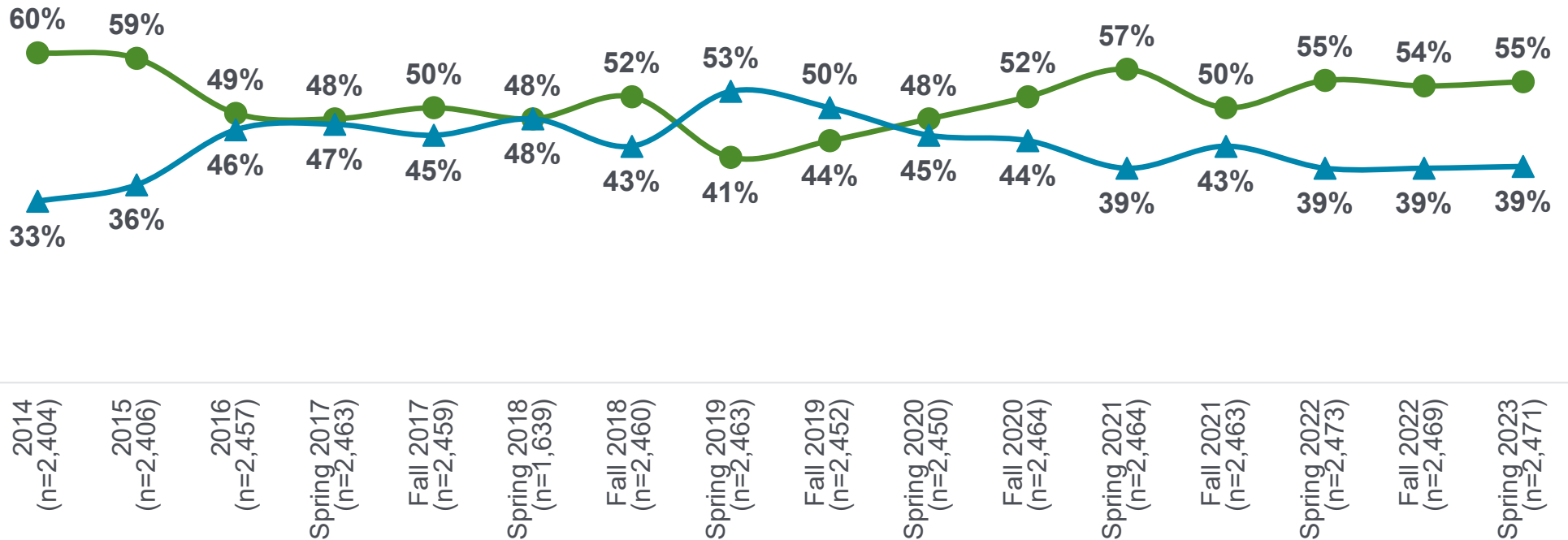
+Wording slightly changed following spring 2019  
 ↑ Statistically higher than fall 2022  
 ↓ Statistically lower than fall 2022



# Tracking – Increase taxes vs. cut services

## Balancing taxation and service delivery

- 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

+Wording slightly changed following spring 2019



# Perceptions of service delivery and input from Calgarians



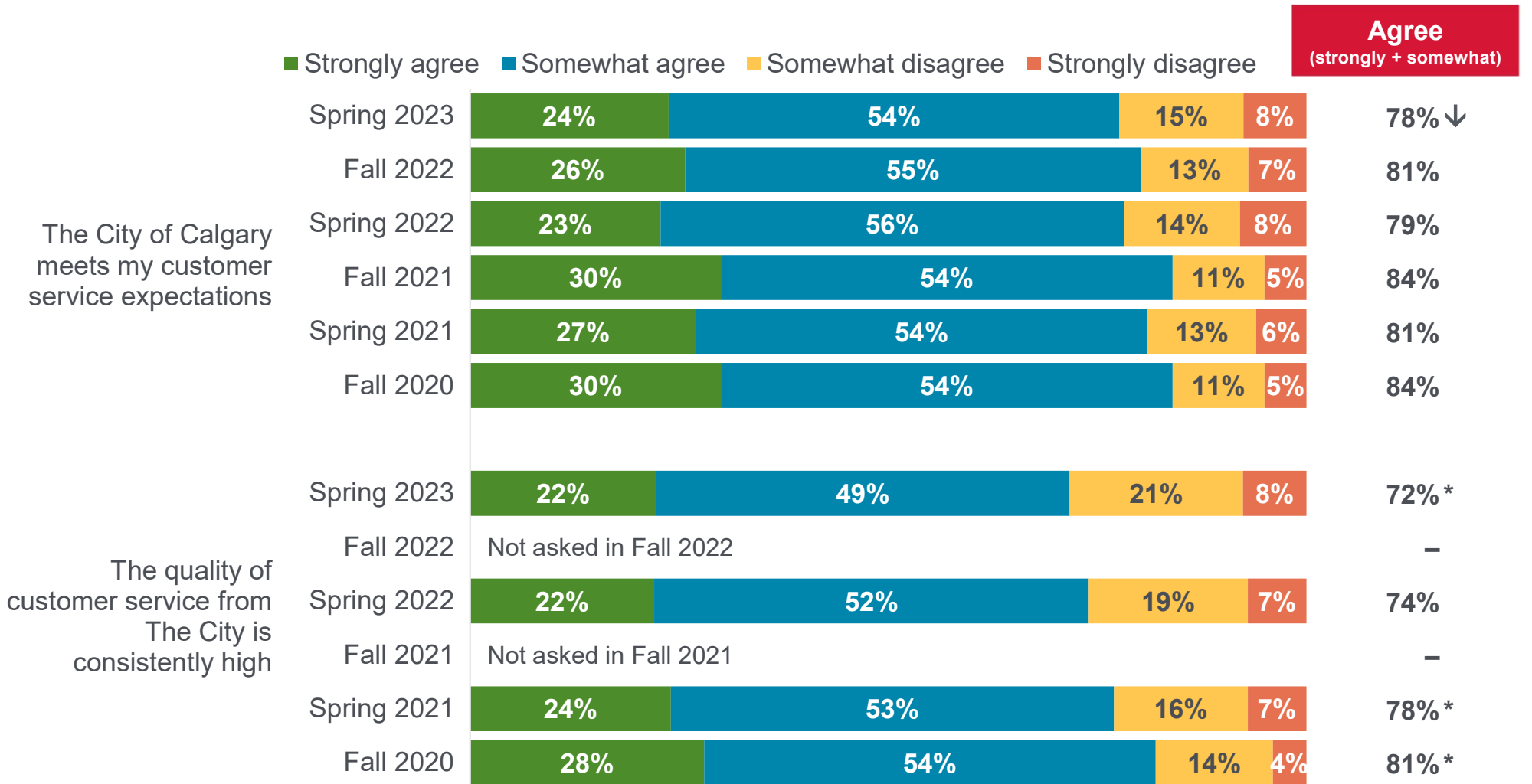


# Summary of findings: Perceptions of service delivery and input from Calgarians

- Calgarians have generally positive views of The City of Calgary’s customer service, but there have been decreases compared to previous waves. Specifically:
  - Nearly eight-in-ten (78%) Calgarians agree that The City of Calgary meets their customer service expectations, which is statistically lower than 81% in fall 2022 yet on par with 79% in spring 2022.
  - Slightly more than seven-in-ten (72%) agree that ‘the quality of customer service is consistently high’ which is a statistical decline from 78% in spring 2021 and on par with 74% in spring 2022 (not asked in fall 2022).
  - Likewise, seven-in-ten (71%) agree that ‘The City of Calgary makes customer service a priority,’ which is a statistical decline from 76% in spring 2021 and on par with 72% in spring 2022 (not asked in fall 2022).
  - Two-thirds (65%) agree that ‘The City responds quickly to requests and concerns,’ which is statistically lower than 70% in fall 2022 yet on par with 67% in spring 2022.
- Conversely, there have been improvements in how The City includes public input:
  - Two-thirds (68%) of Calgarians are ‘confident that The City of Calgary is working to improve how it includes input from Calgarians into important decisions,’ on par with fall 2022 (66%) and statically higher than spring 2022 (65%).
  - More than six-in-ten (65%) agree that ‘The City uses input from Calgarians in decision making about City projects/services,’ which is statistically higher than 62% in fall 2022 but on par with 63% in spring 2022.
  - Six-in-ten (62%) agree that ‘The City allows Calgarians to have meaningful input into decision making,’ which is on par with 60% in spring 2022 and significantly up from 59% in fall 2022.
  - Six-in-ten (63%) agree that ‘Calgarians have enough opportunities to provide input into decision making about City projects and services,’ which is up significantly from 61% in fall 2022 and 60% in spring 2022.



# Perceptions of service delivery



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)

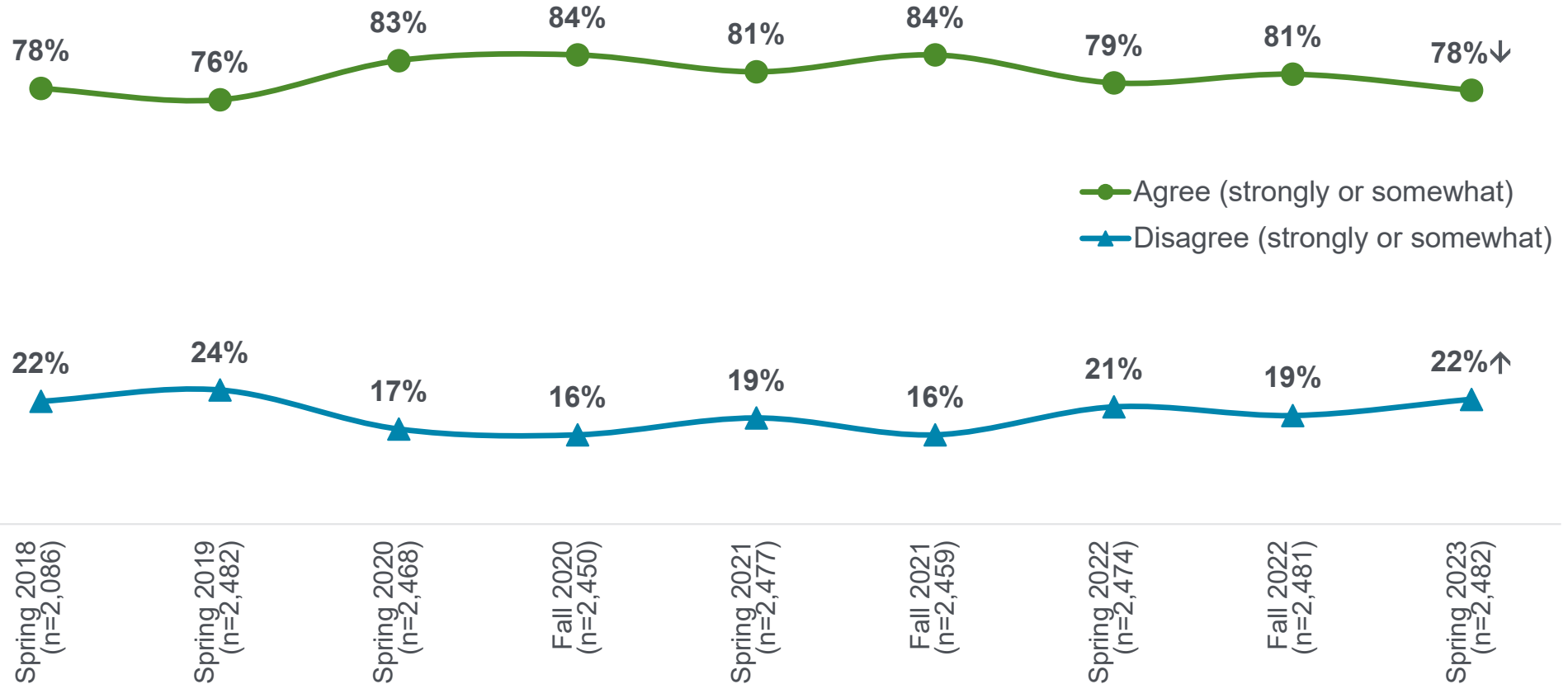
\* Rounding

↑/↓ Statistically higher/lower than prior wave



# 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

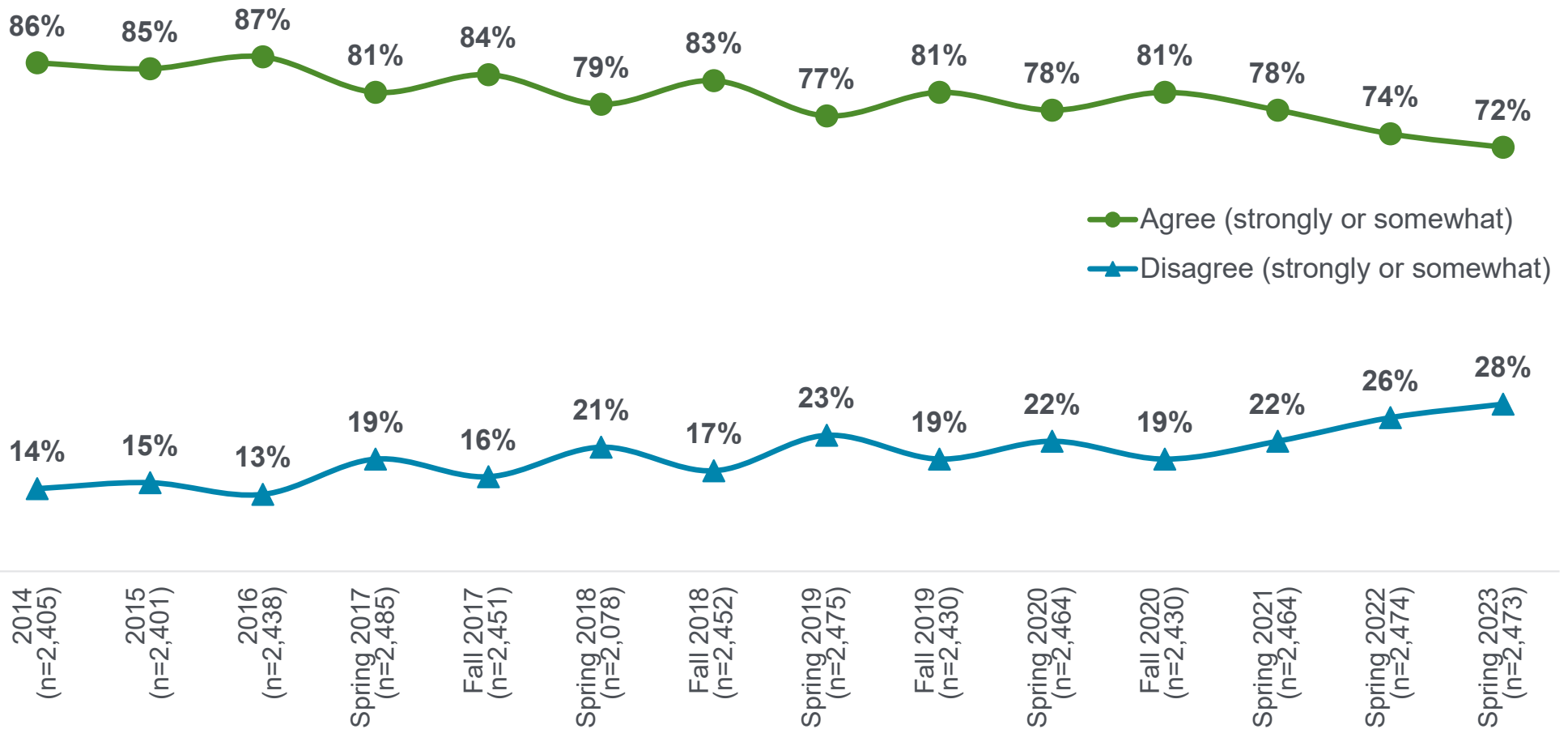
Not asked prior to spring 2018 and not asked in fall 2018 or fall 2019 waves

↑ Statistically higher than fall 2022  
 ↓ Statistically lower than fall 2022



# Tracking – Quality of customer service

The quality of customer service from The City is consistently high



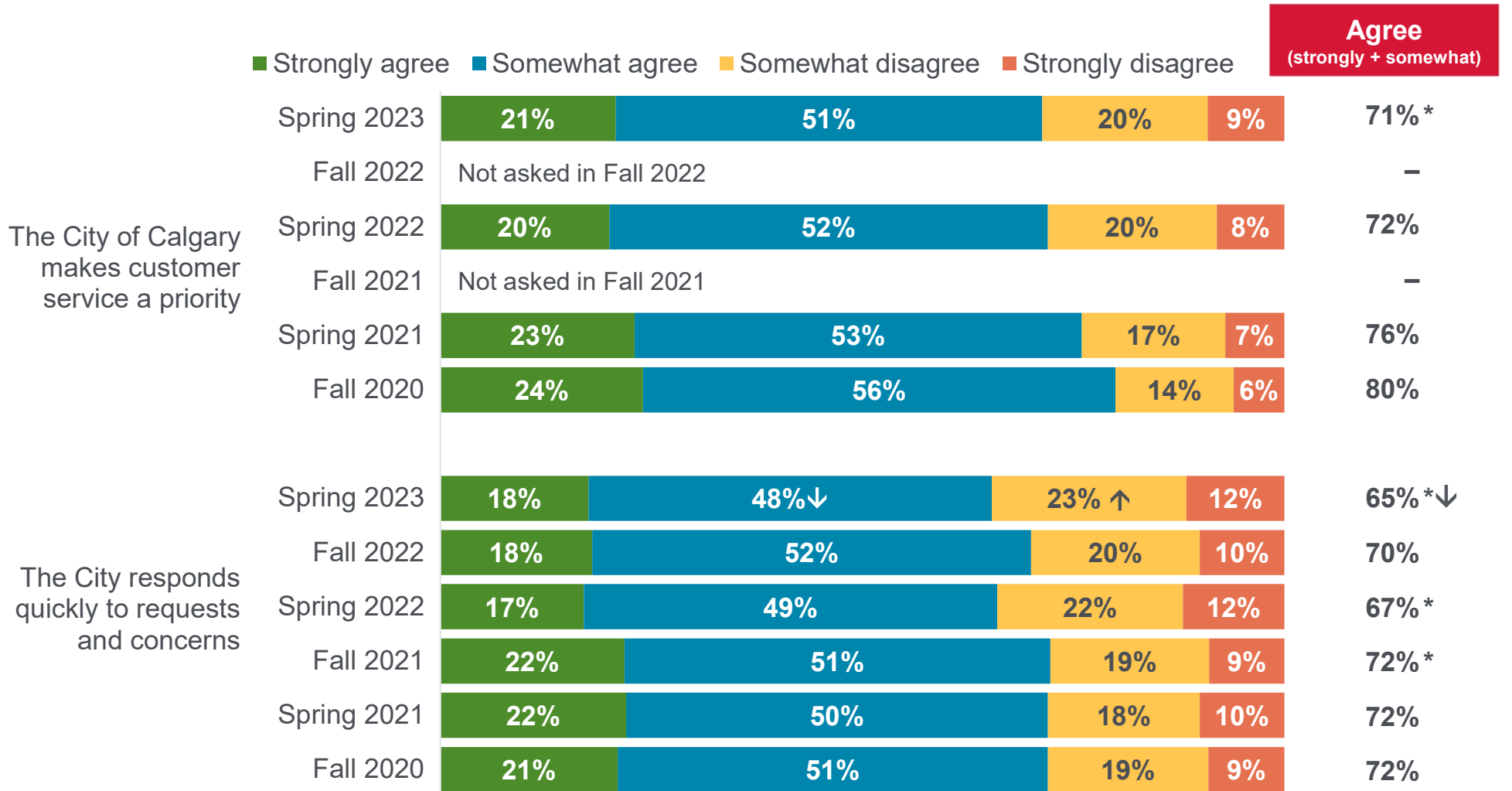
Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.

Base: Valid respondents

Not asked in fall 2021 and fall 2022 waves



# Perceptions of service delivery (continued)



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)

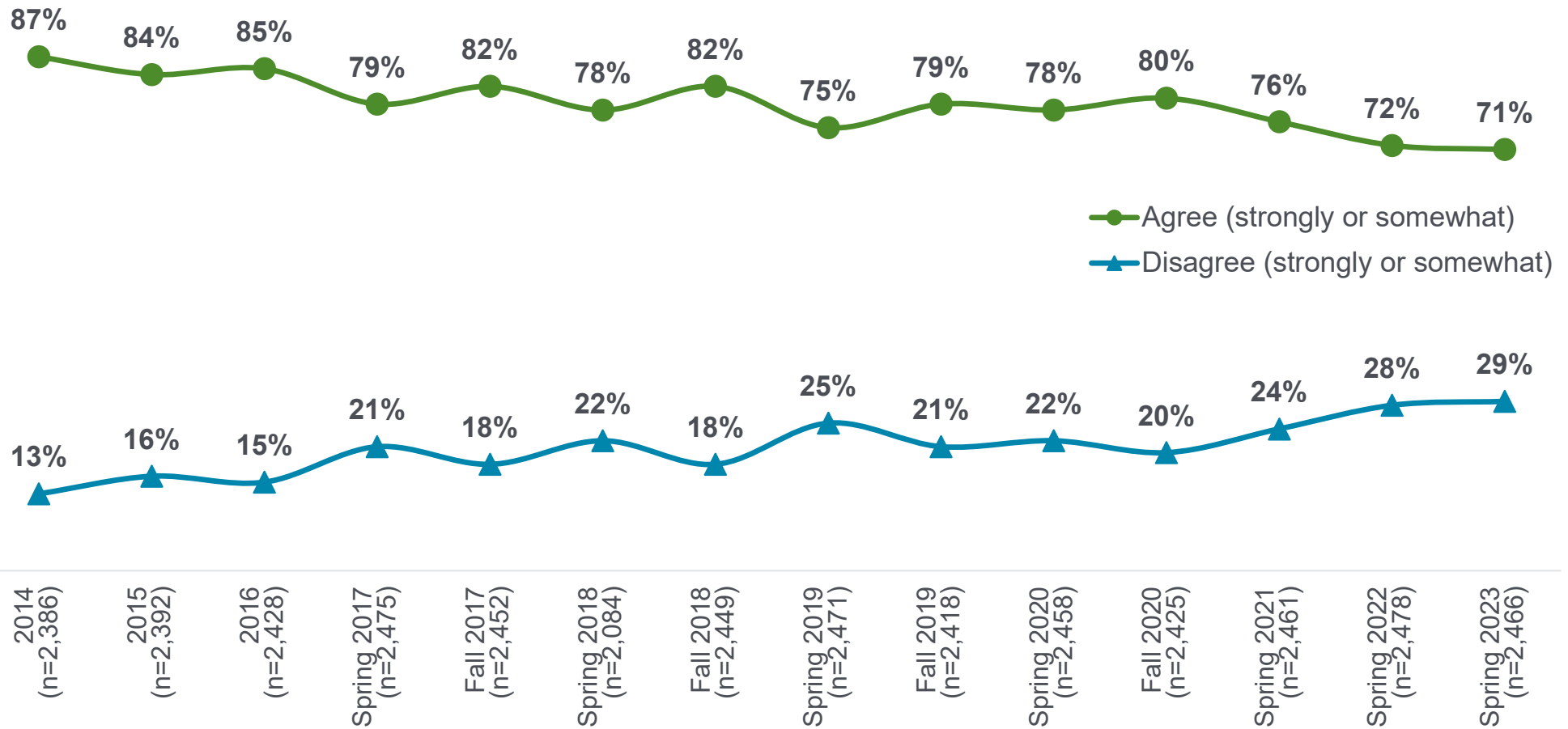
\* Rounding

↑/↓ Statistically higher/lower than prior wave



# 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.

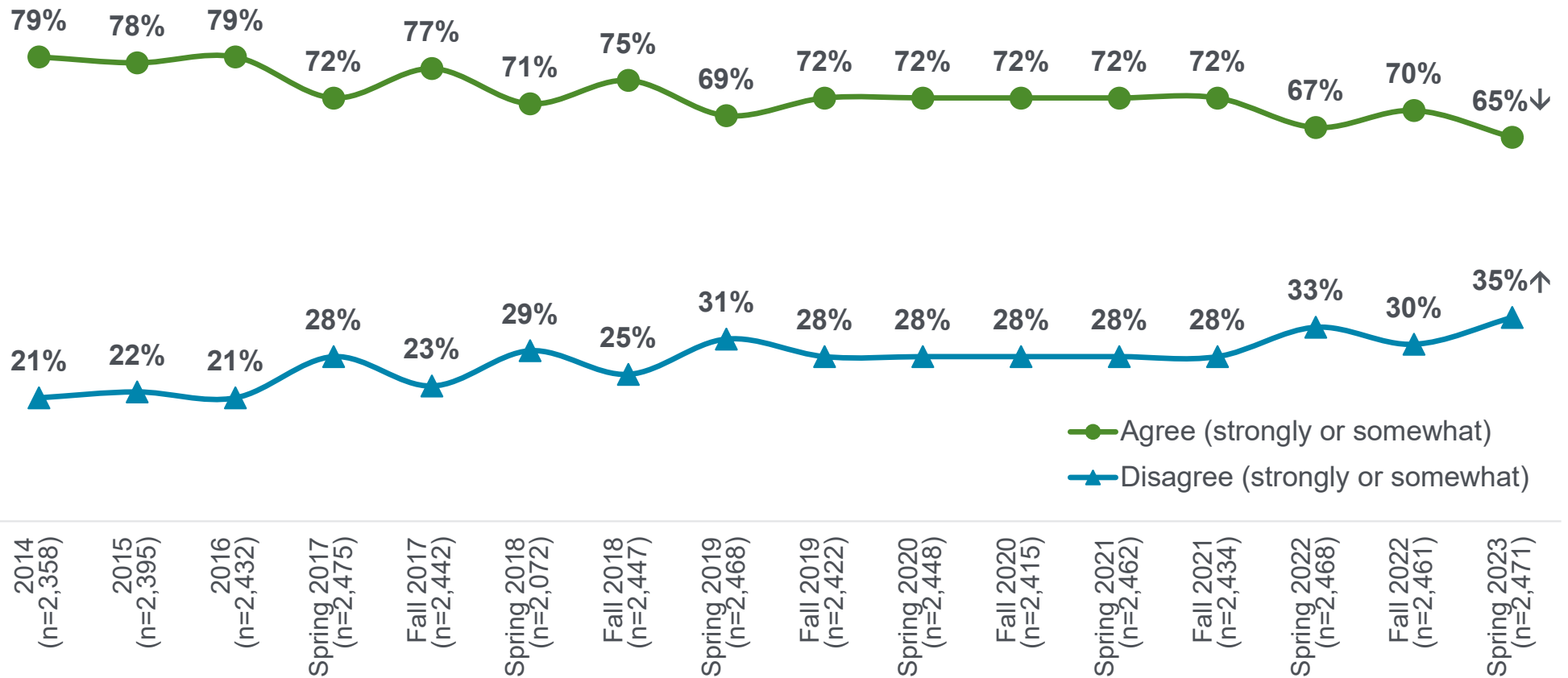
Base: Valid respondents

Not asked in fall 2021 and fall 2022 waves



# Tracking – Customer service responsiveness

The City responds quickly to requests and concerns



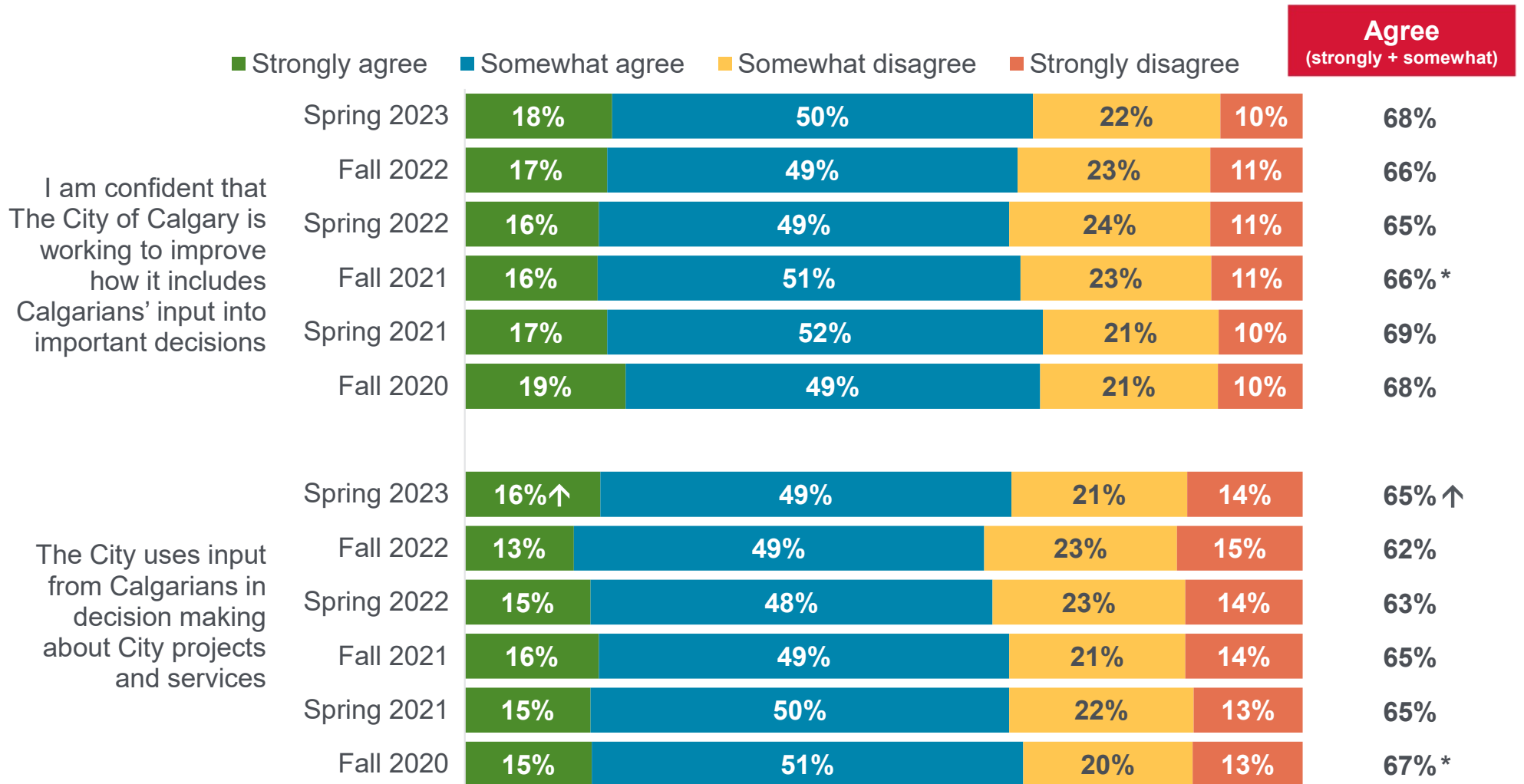
Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.

Base: Valid respondents

↑ Statistically higher than fall 2022  
 ↓ Statistically lower than fall 2022



# Perceptions of Calgarian input



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)

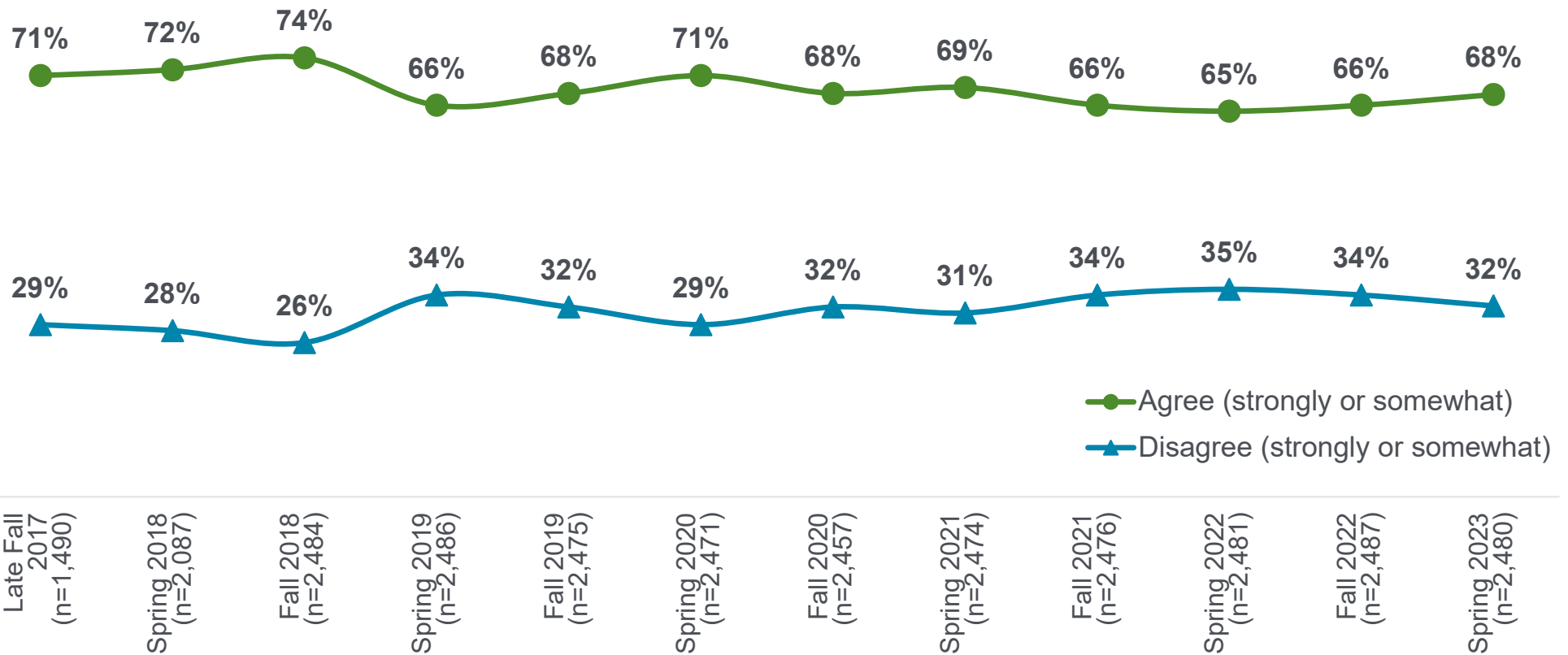
\* Rounding  
 ↑ Statistically higher than fall 2022  
 ↓ Statistically lower than fall 2022





# 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. 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.

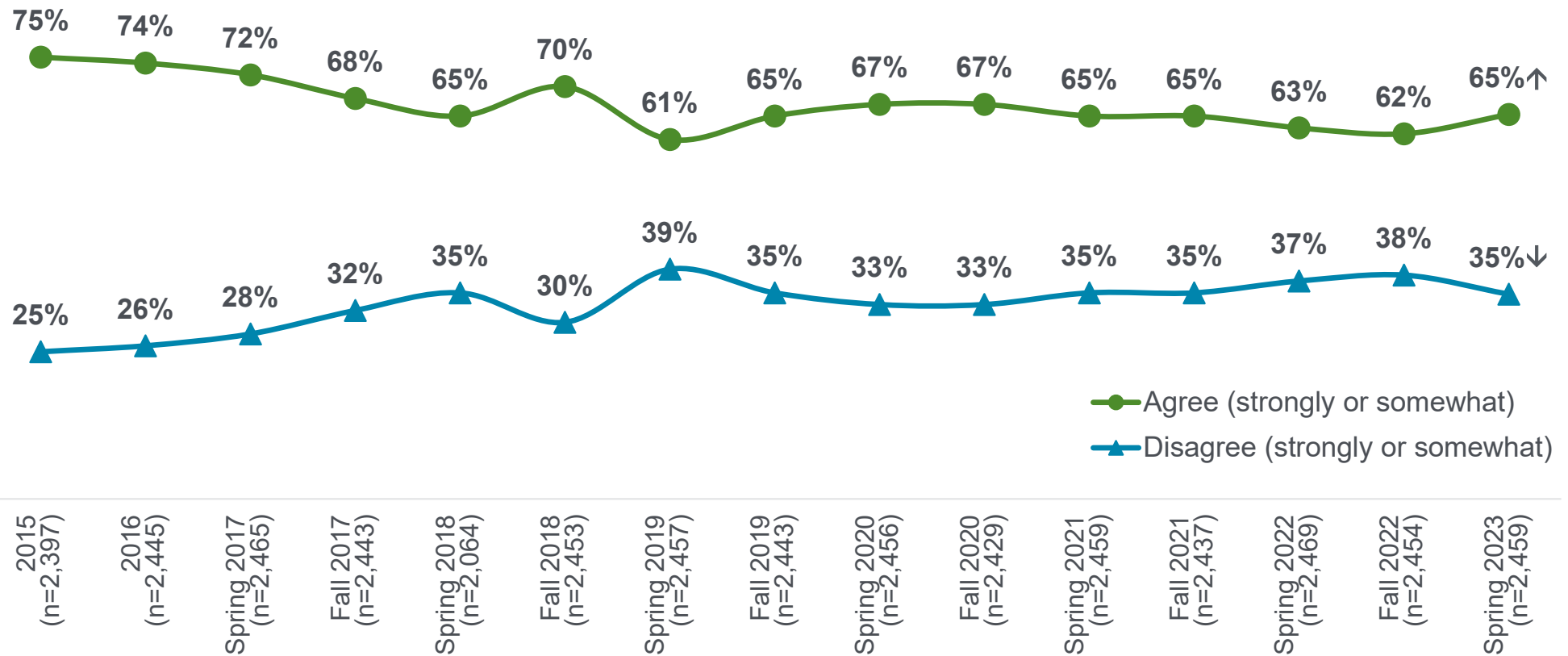
Base: Valid respondents

Question introduced in an additional survey in late fall 2017



# Tracking – Use of Calgarians’ input in decision making

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

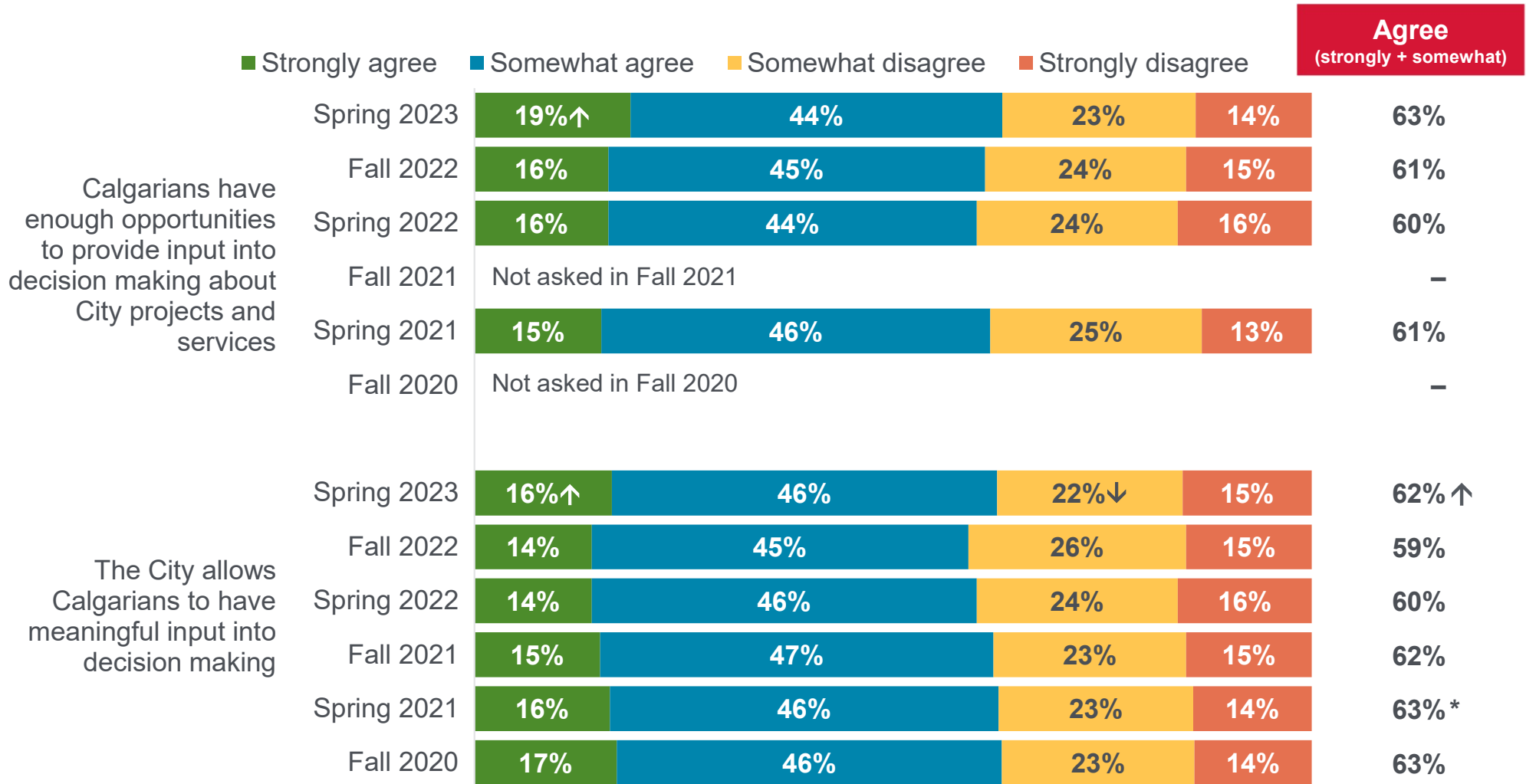


Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.

Base: Valid respondents

Not asked prior to 2015  
 ↑ Statistically higher than fall 2022  
 ↓ Statistically lower than fall 2022

# Perceptions of Calgarians' input (continued)



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)

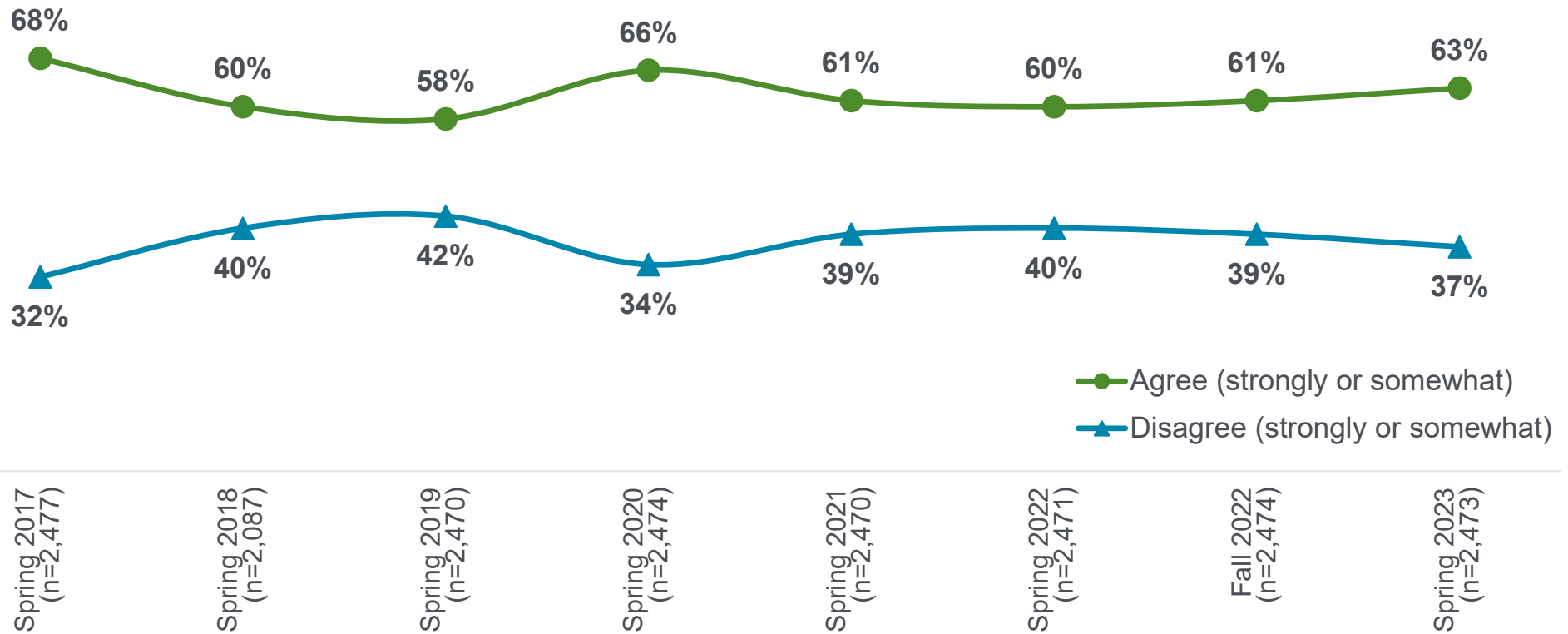
\* Rounding

↑ Statistically higher than fall 2022  
↓ Statistically lower than fall 2022



# 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.

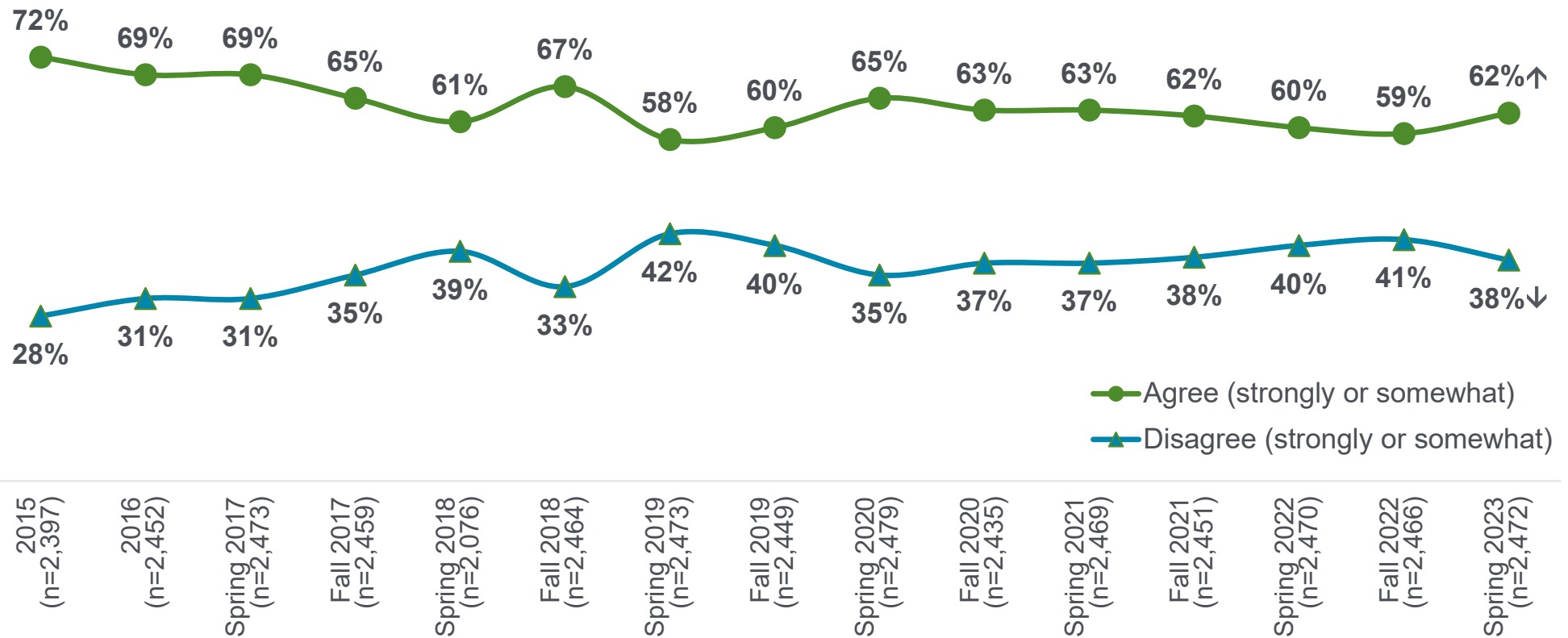
Base: Valid respondents

Not asked prior to spring 2018 wave and not asked in fall waves



# Tracking – Allowing Calgarians to having 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  
 ↑ Statistically higher than fall 2022  
 ↓ Statistically lower than fall 2022



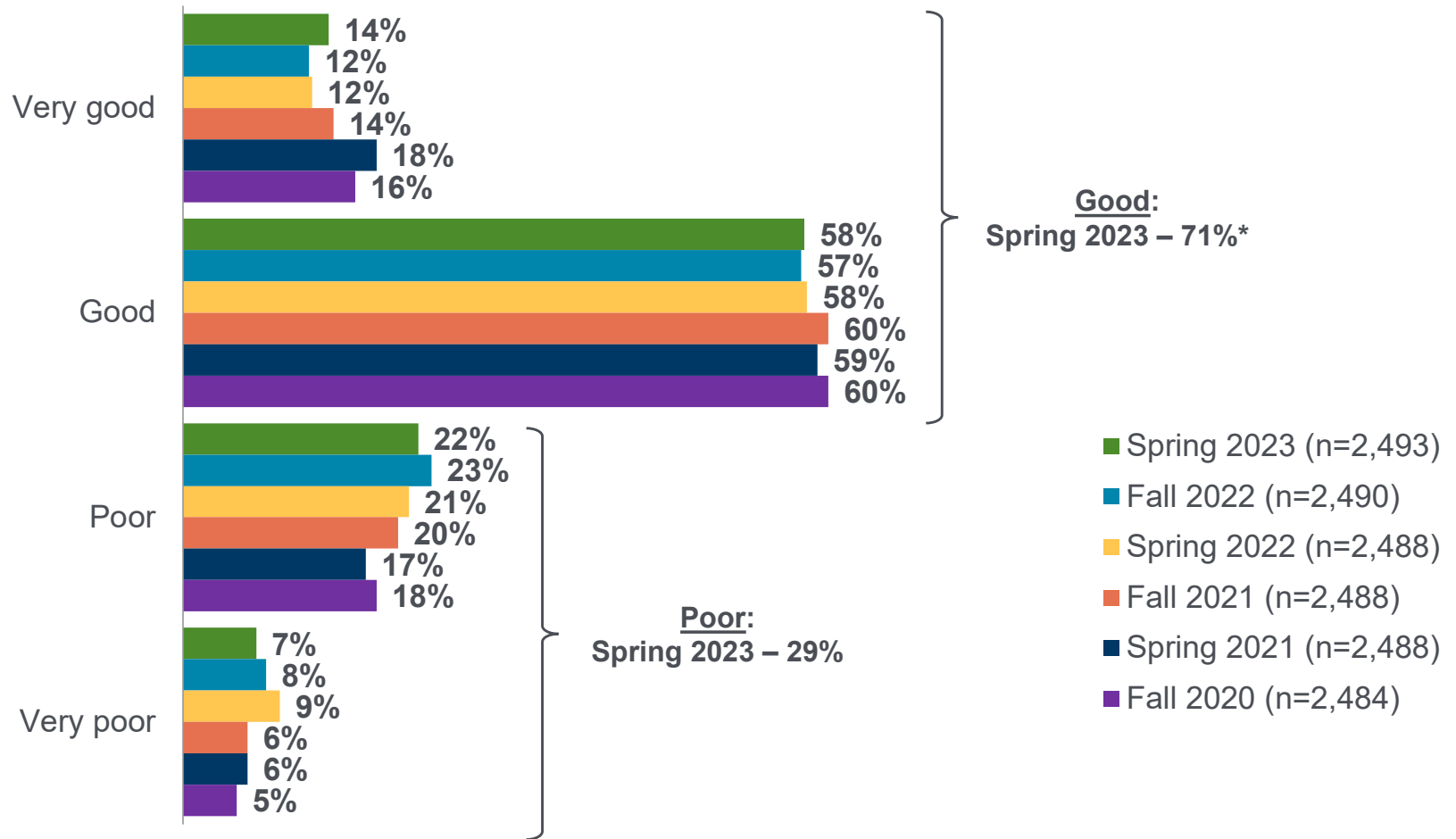
# Communication at The City



# Summary of findings: Communication at The City

- Slightly more than seven-in-ten (71%) Calgarians rate The City of Calgary's recent communication with residents about its services, programs, policies, and plans as 'good.' This figure is consistent with fall 2022 (69%) and spring 2022 (70%). Meanwhile, a sizeable minority of 29% residents consider the communication from The City to be 'poor,' which is also consistent with the results from both fall 2022 (31%) and spring 2022 (30%).
- Moreover, 9% of Calgarians state that someone in their household may find it helpful to receive information about The City of Calgary's programs and services in a language other than English. This figure is consistent with the results from spring 2022 (8%).
  - The most popular languages for communication among this group are Punjabi (17%), Spanish (15%), Chinese (15%), Tagalog (11%), and French (7%).

# Overall communications 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

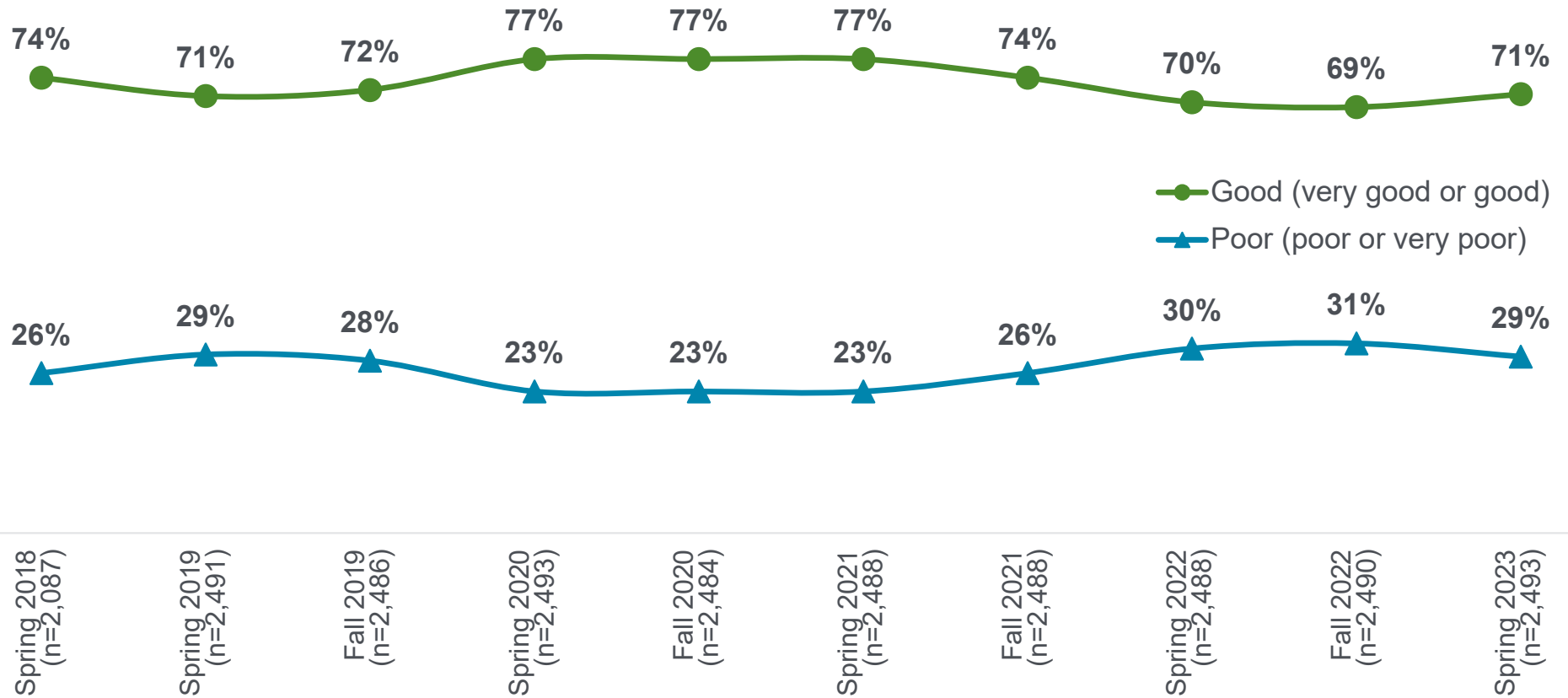
\* Rounding





# 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

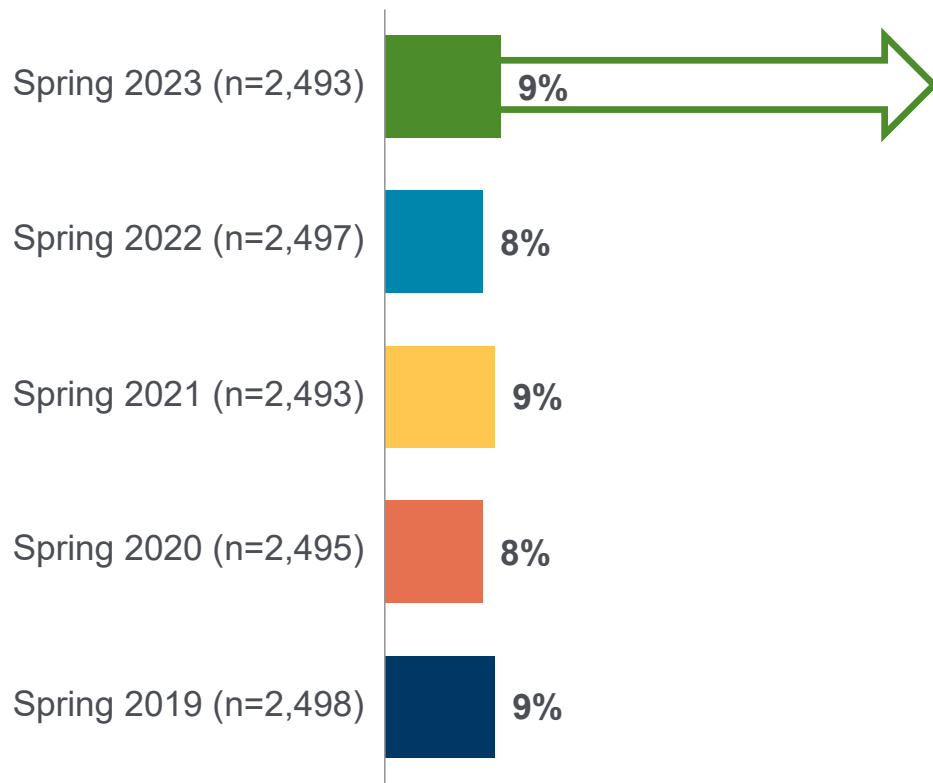


Q. Overall, how would you rate The City in terms of how well it communicates with Calgarians about its services, programs, policies and plans in the past 6 months? Has the communication been ...?  
 Base: Valid respondents

Not asked prior to spring 2018 and not asked in fall 2018 wave

# Communication in languages other than English

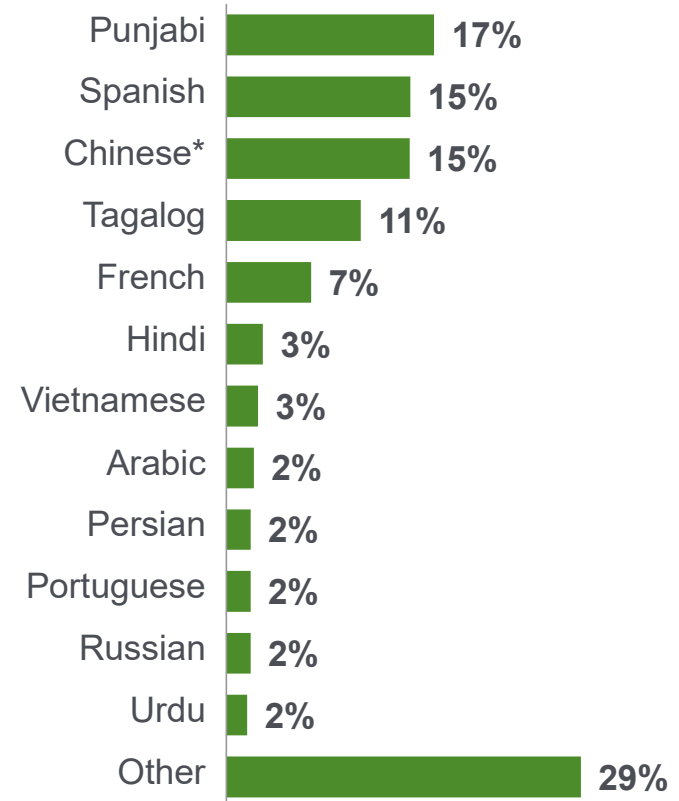
**% Yes – another language would be helpful**



Not asked prior to spring 2019 and not asked in fall waves

Q. Would it be helpful anyone in your household to receive information about The City of Calgary's programs and services in a language other than English?  
Base: Valid respondents

**Language preferred**



Languages <2% are not shown

\* Includes mentions of Chinese, Cantonese and Mandarin

Q. What language would you prefer?  
Base: Those saying another language would be helpful (n=183)



# City reputation and performance

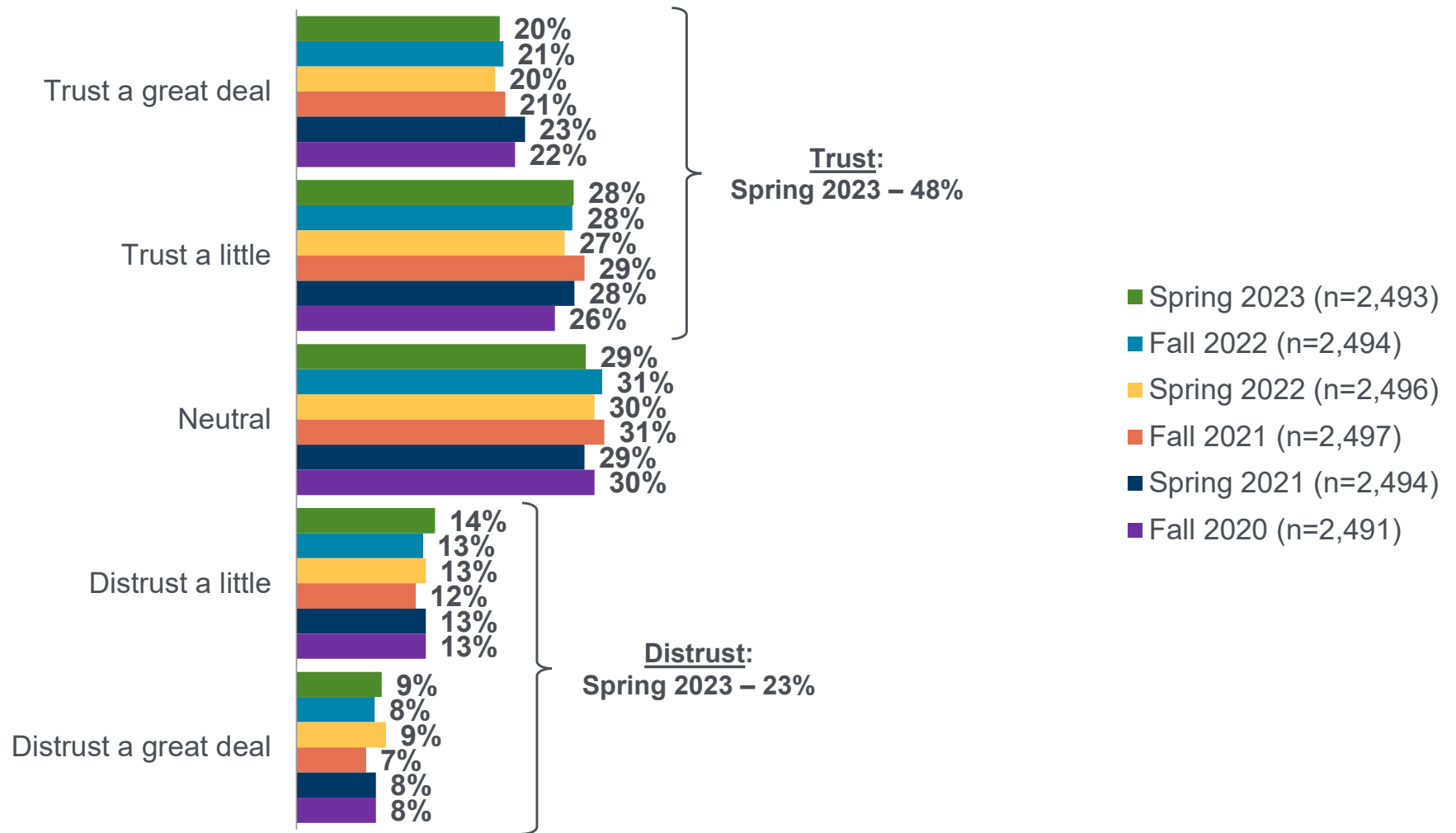


# Summary of findings: City reputation and performance

- Calgary residents' level of trust in The City of Calgary remains stable, with 48% expressing some degree of trust, 23% expressing distrust, and 29% remaining neutral. Feelings of trust are consistent with fall 2022 (49%) and spring 2022 (47%).
- Most Calgarians (74%) agree they 'understand the roles and responsibilities of City Council compared to those of City Administration.' This figure is identical to spring 2022 (74%). However, the intensity of the responses implies ambiguity over the roles and responsibilities, with 47% of residents saying they 'somewhat agree' outweighing the 27% who 'strongly agree.'
- Taking everything into account, 71% of Calgarians express satisfaction with the way 'The City of Calgary (including Council and Administration) is going about running our City.' This figure is the same as fall 2022 (71%) and on par with spring 2022 (70%).
  - For City Administration alone, 77% of residents are satisfied with the way 'City Administration (excluding City Council) is going about running our City.' This result is on par with fall 2022 (78%) and is the same as spring 2022 (77%).
  - For City Council alone, 60% of residents are satisfied with the way 'City Council (excluding City Administration) is going about running our City.' This figure is on par with both fall 2022 (62%) and spring 2022 (61%).
- Seven-in-ten (70%) agree that 'The City of Calgary practices open and accessible government,' which is a statistical increase over 66% in fall 2022 but is on par with 67% in spring 2022.
- In addition, 69% of Calgarians agree that 'City Council and Administration work collaboratively to make the best possible decisions for the future of Calgary,' on par with 66% in fall 2022 and 67% in spring 2022. In spring 2023, 17% of Calgarians 'strongly agree' with this sentiment which is statistically higher than 15% in fall 2022 although identical to spring 2022.
- A small majority (58%) of Calgarians agree that 'The City of Calgary manages its spending in a responsible way that reflects the needs and priorities of Calgarians,' which is identical to 58% in fall 2022 and on par with 56% in spring 2022.



# Trust in The City of Calgary

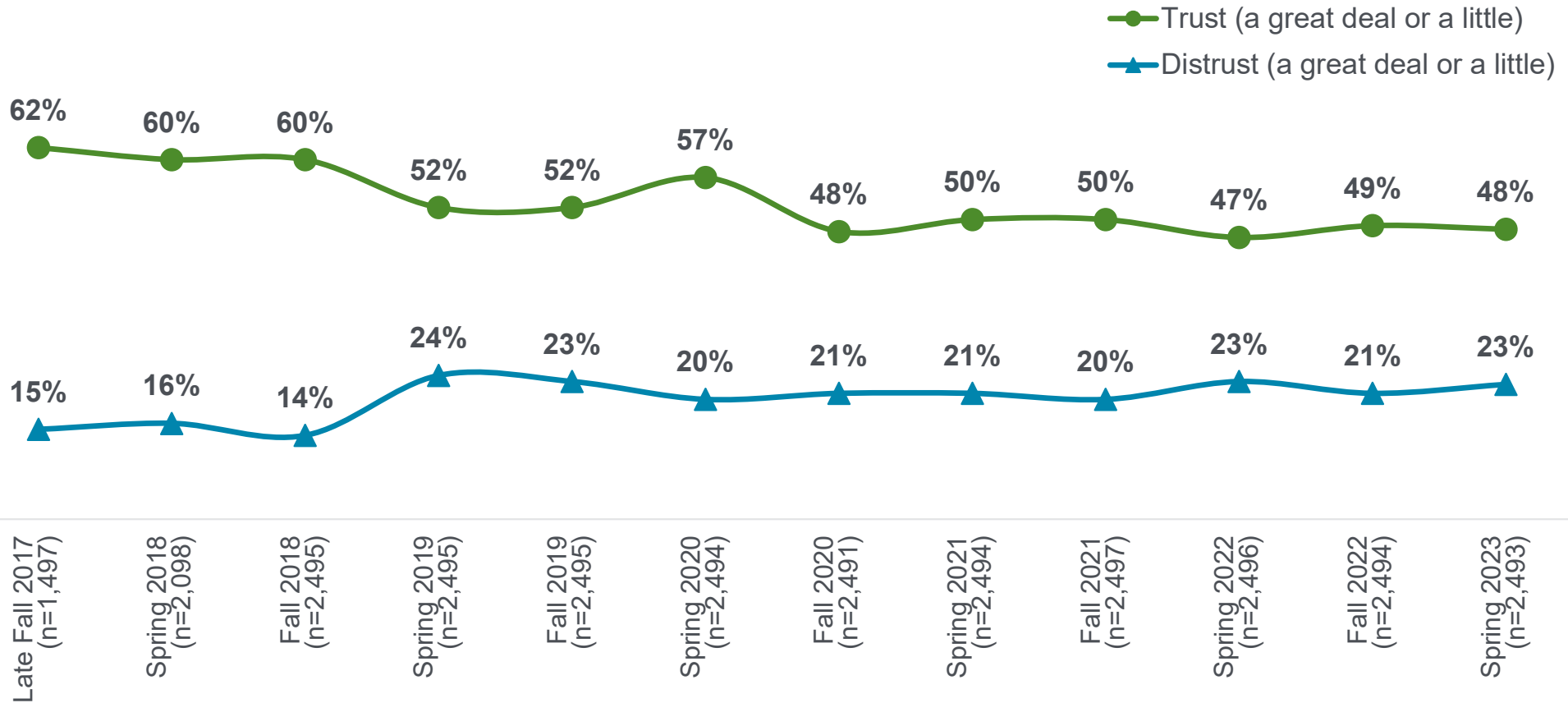


Q. Considering all the things you think are important, how much do you trust or distrust The City of Calgary? Would you say that you trust The City a great deal, trust The City a little, are neutral, distrust The City a little, or distrust The City a great deal?  
Base: Valid respondents



# 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? Would you say that you trust The City a great deal, trust The City a little, are neutral, distrust The City a little, or distrust The City a great deal?

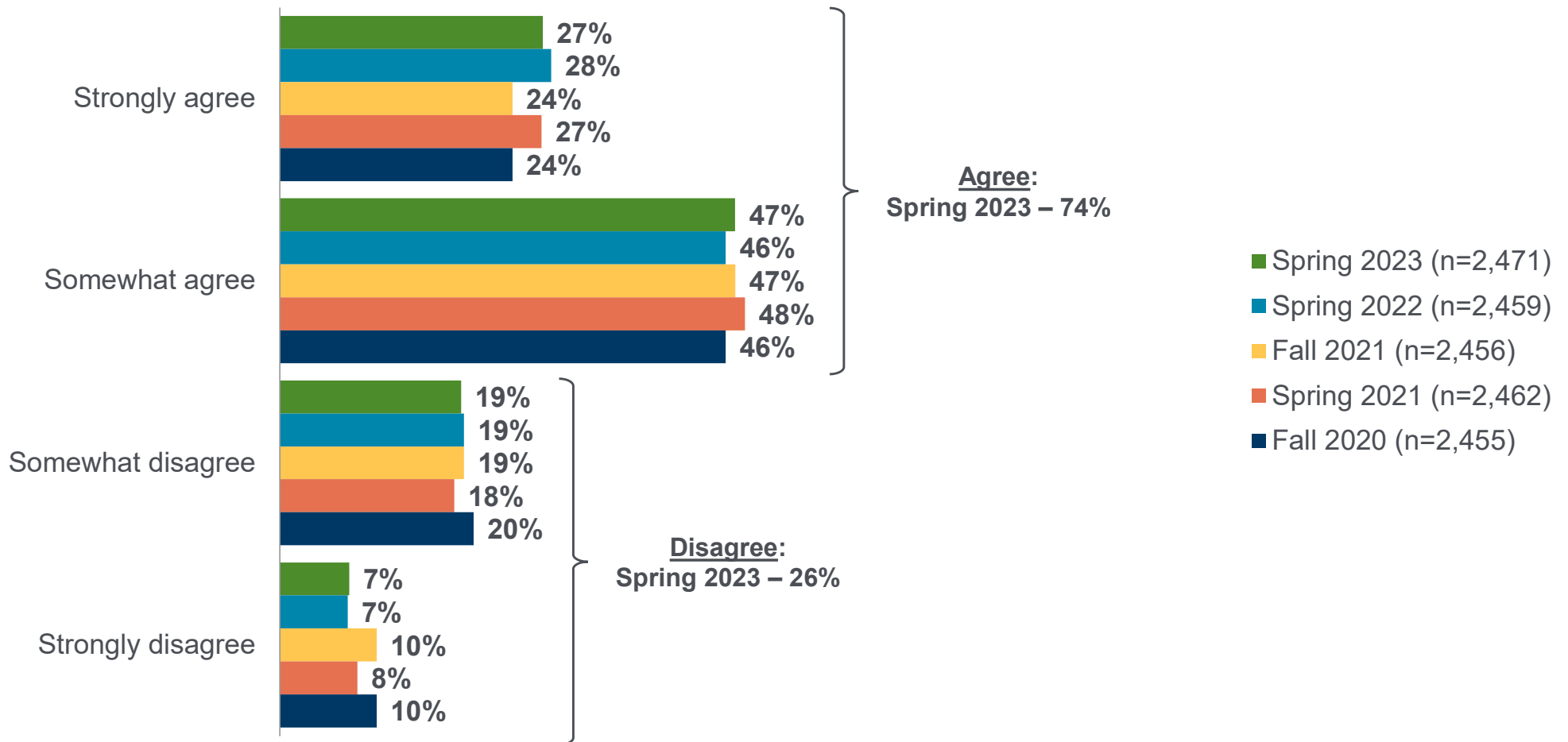
Base: Valid respondents

Question introduced in an additional survey in late fall 2017

Neutral ratings are not shown



# 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.

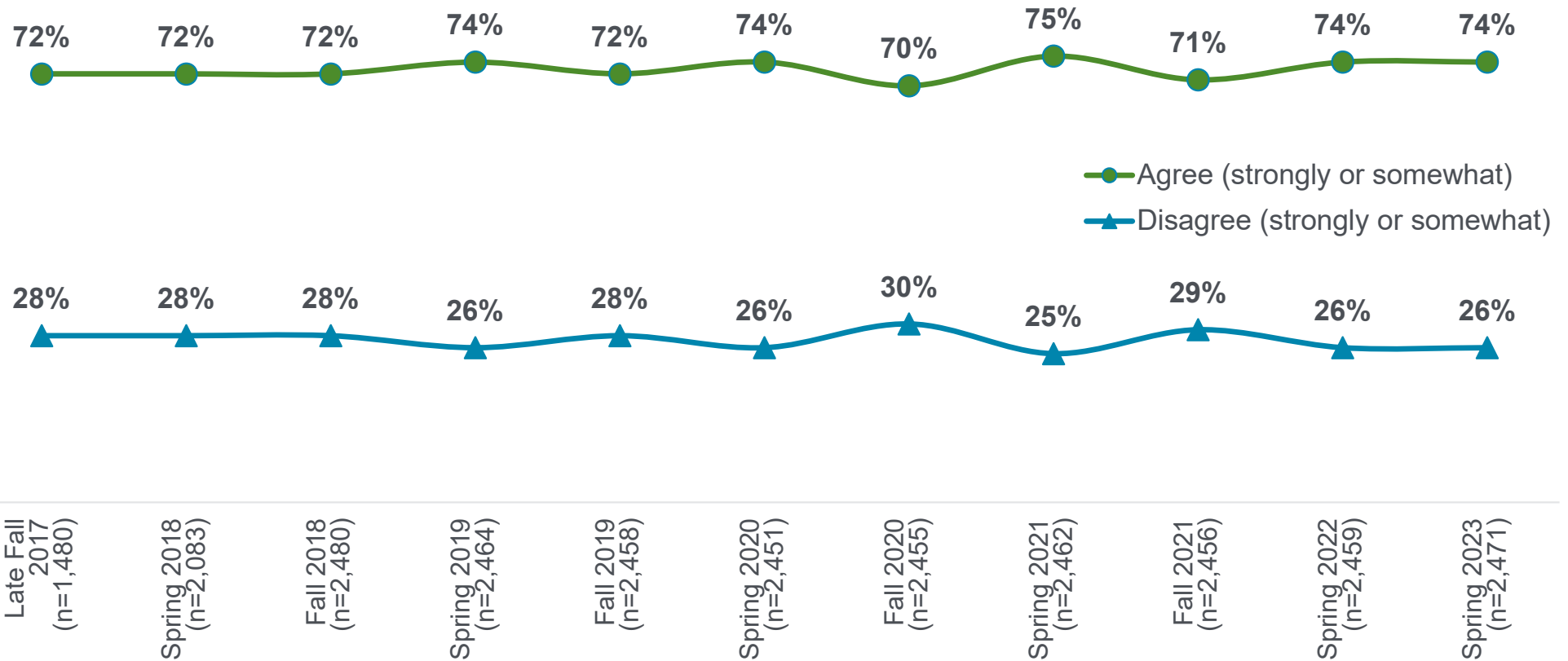
Base: Valid respondents

Not asked in fall 2022 wave



# 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

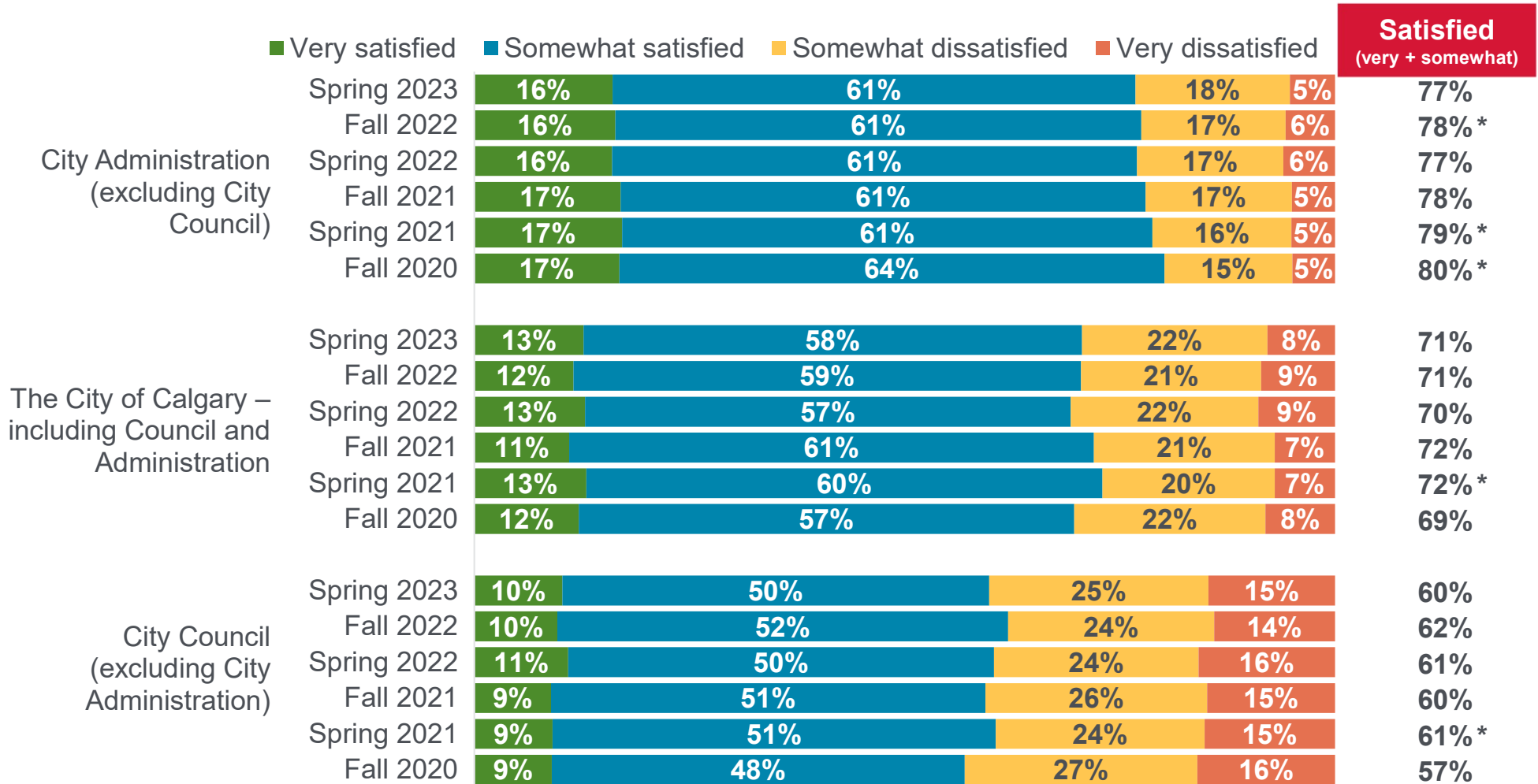
Question introduced in an additional survey in late fall 2017 and not asked in fall 2022 wave





# 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.



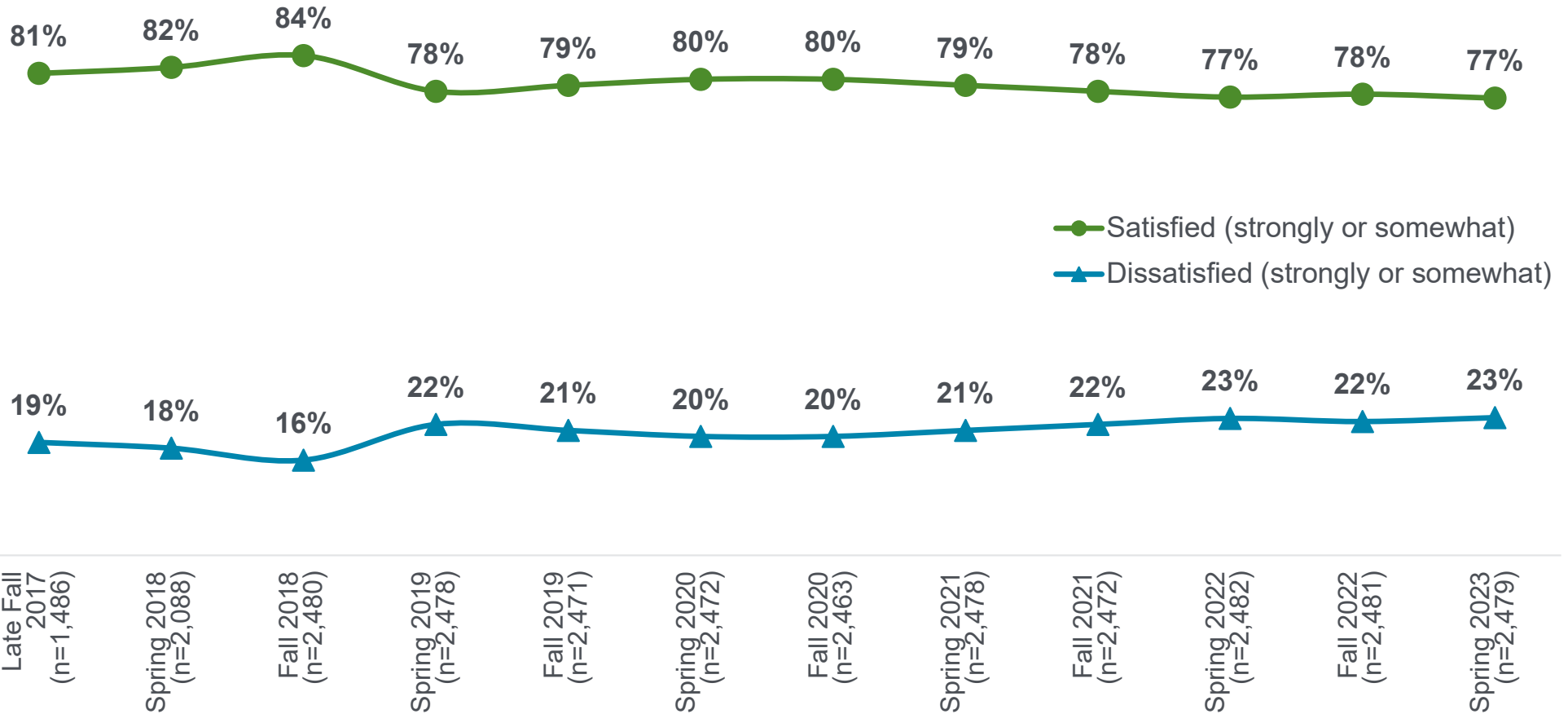
Q. Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our City?  
 Base: Valid respondents (bases vary)

\* Rounding



# Tracking – Performance of City Administration

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



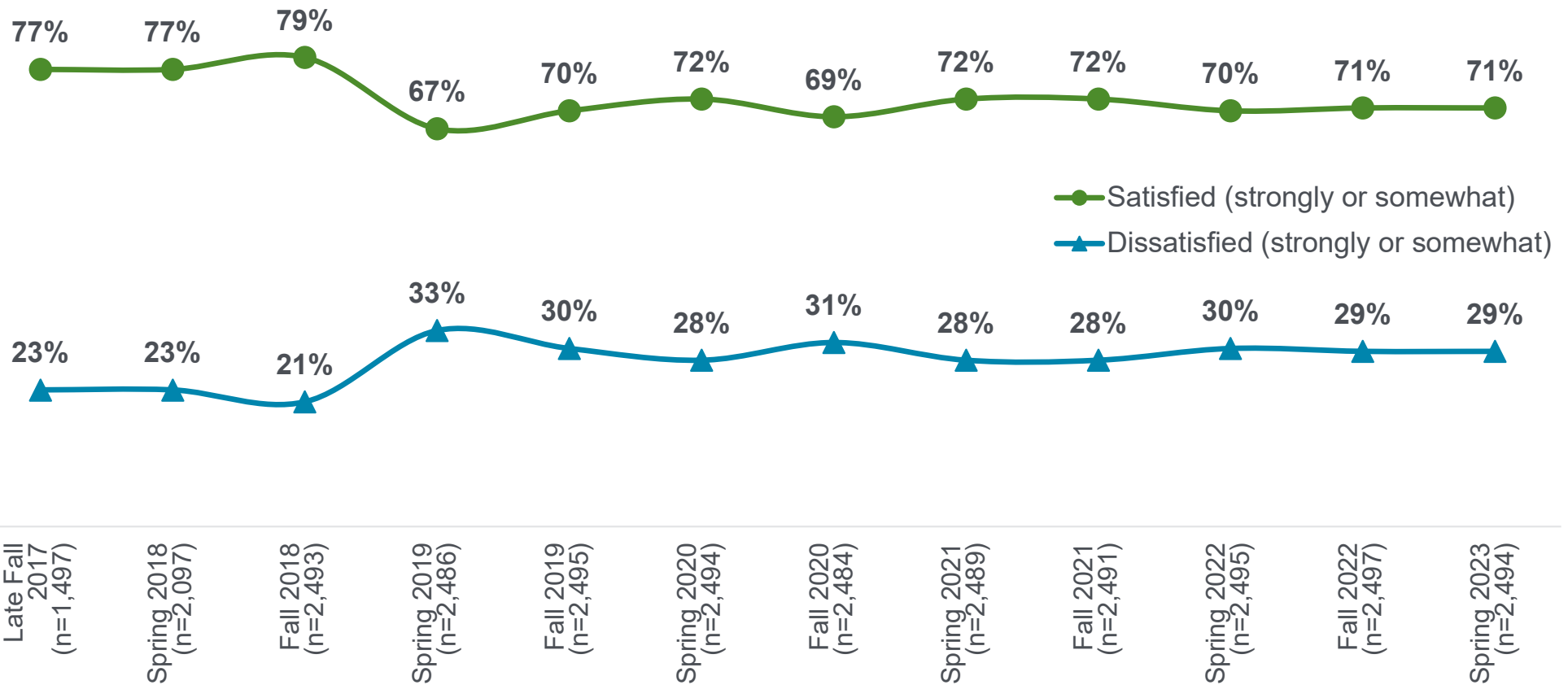
Q. Thinking about Calgary’s City Administration, excluding Council, how satisfied or dissatisfied are you with the way City Administration is going about running our City?  
 Base: Valid respondents

Question introduced in an additional survey in late fall 2017



# Tracking – City of Calgary performance

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



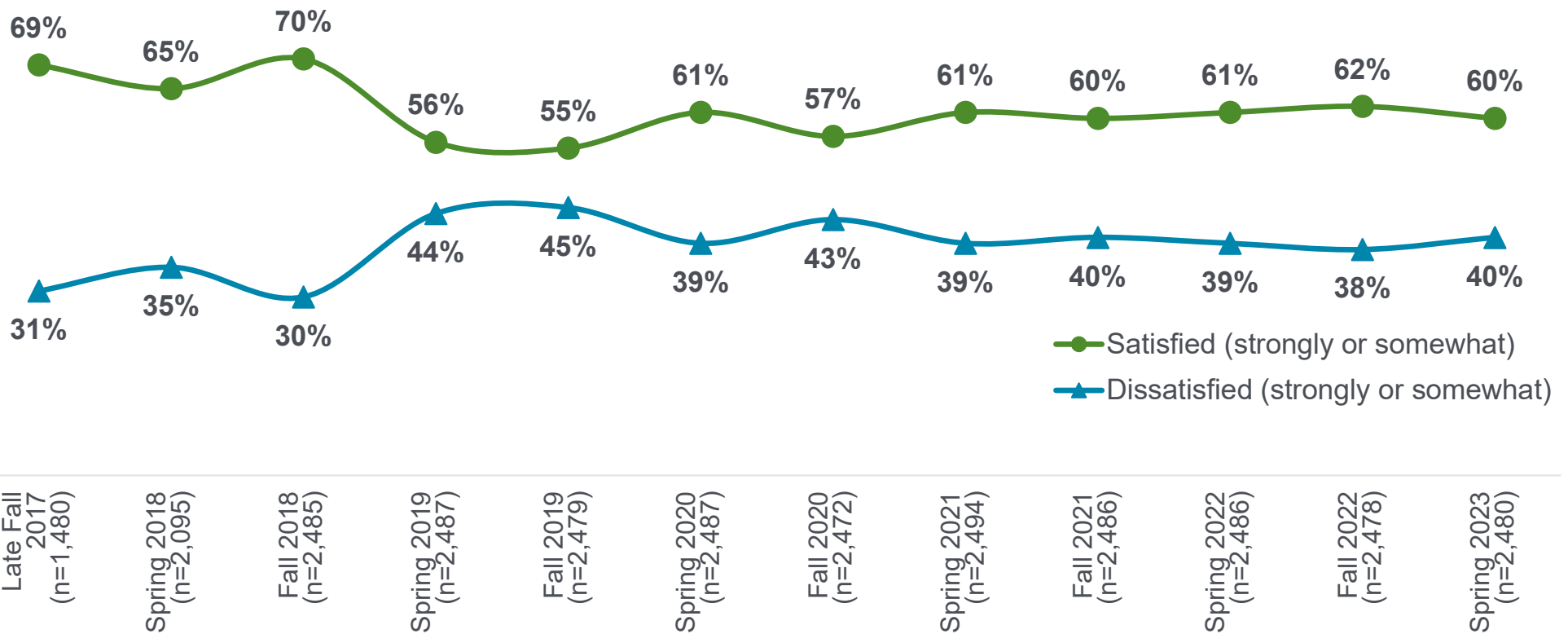
Q. Taking everything into account, how satisfied or dissatisfied are you with the way The City of Calgary – including Council and Administration as a whole – is going about running our City?  
 Base: Valid respondents

Question introduced in an additional survey in late fall 2017



# Tracking – Performance of City Council

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



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

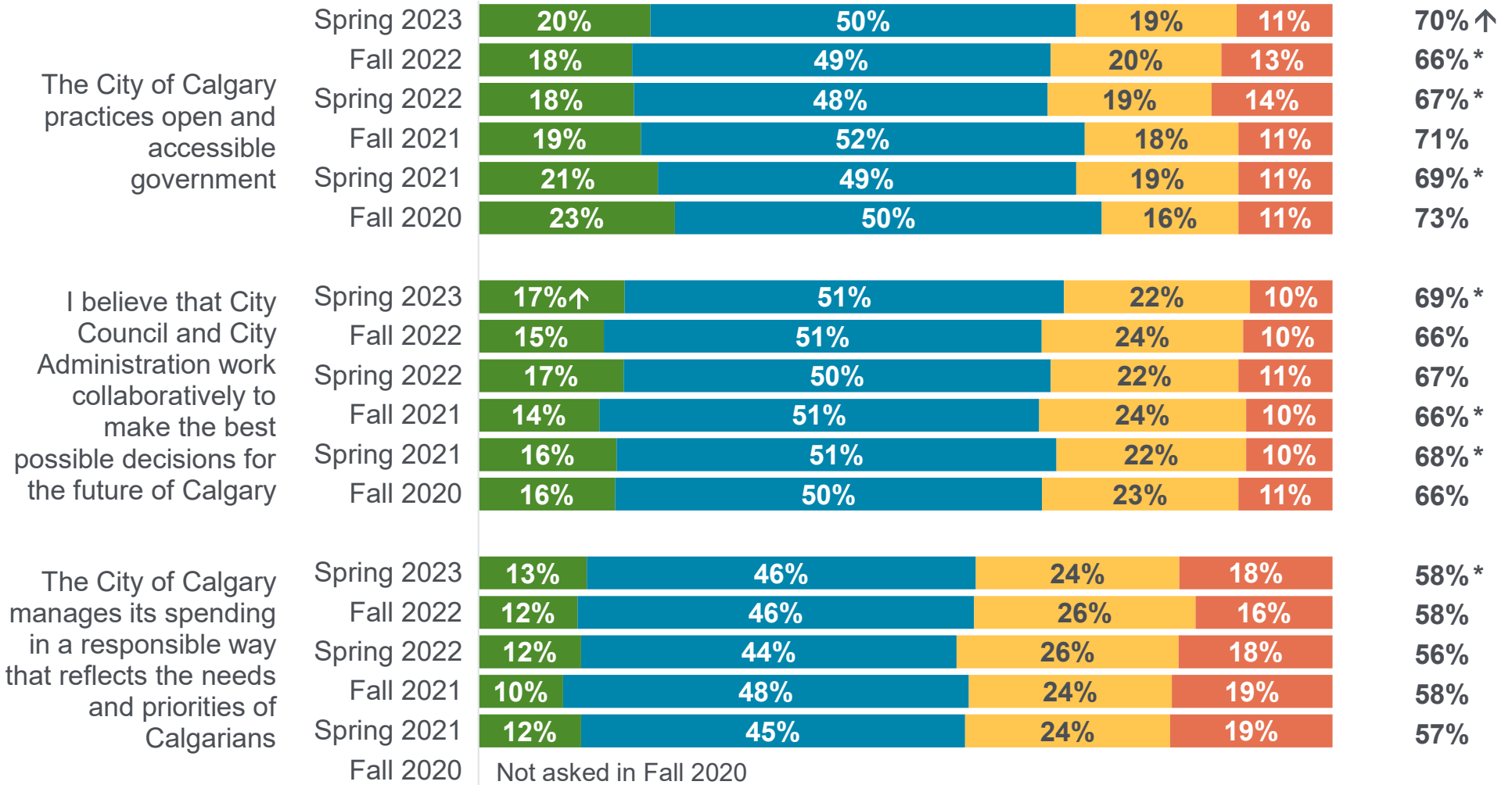
Question introduced in an additional survey in late fall 2017



# Attitudes regarding The City

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

**Agree**  
 (strongly + somewhat)



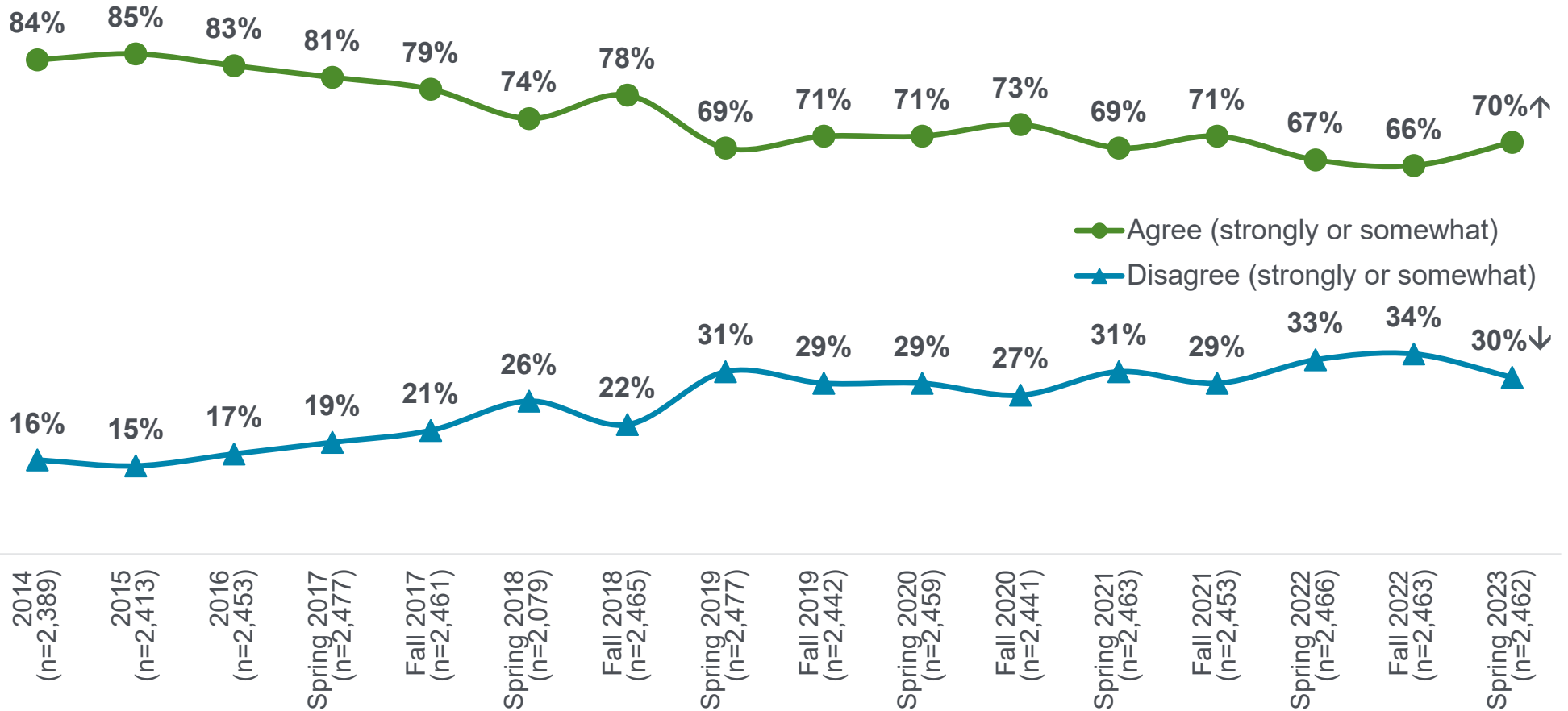
\* Rounding  
 ↑ Statistically higher than fall 2022  
 ↓ Statistically lower than fall 2022

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



# Tracking – Open and accessible government

The City of Calgary practices open and accessible government



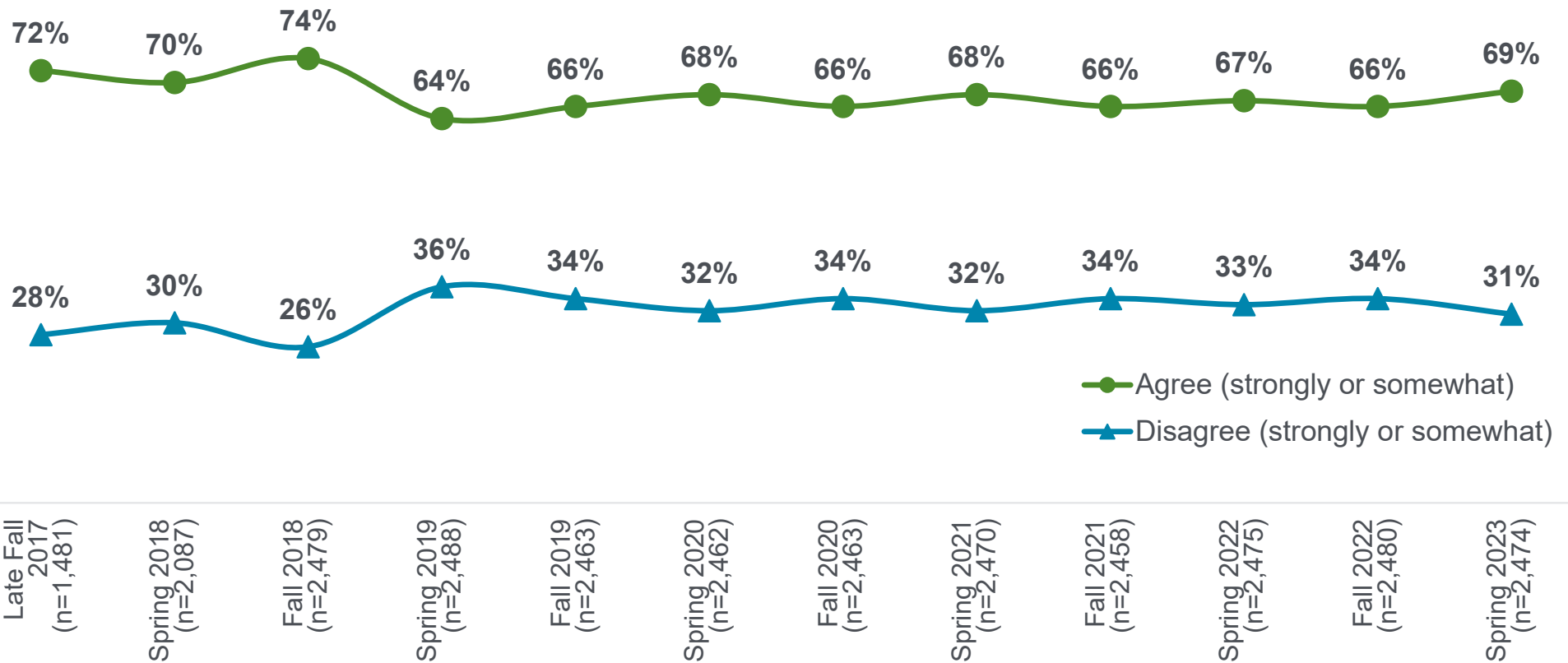
Q. Please tell me if you agree or disagree with each of the following statements.  
Base: Valid respondents

↑ Statistically higher than fall 2022  
↓ Statistically lower than fall 2022



# 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

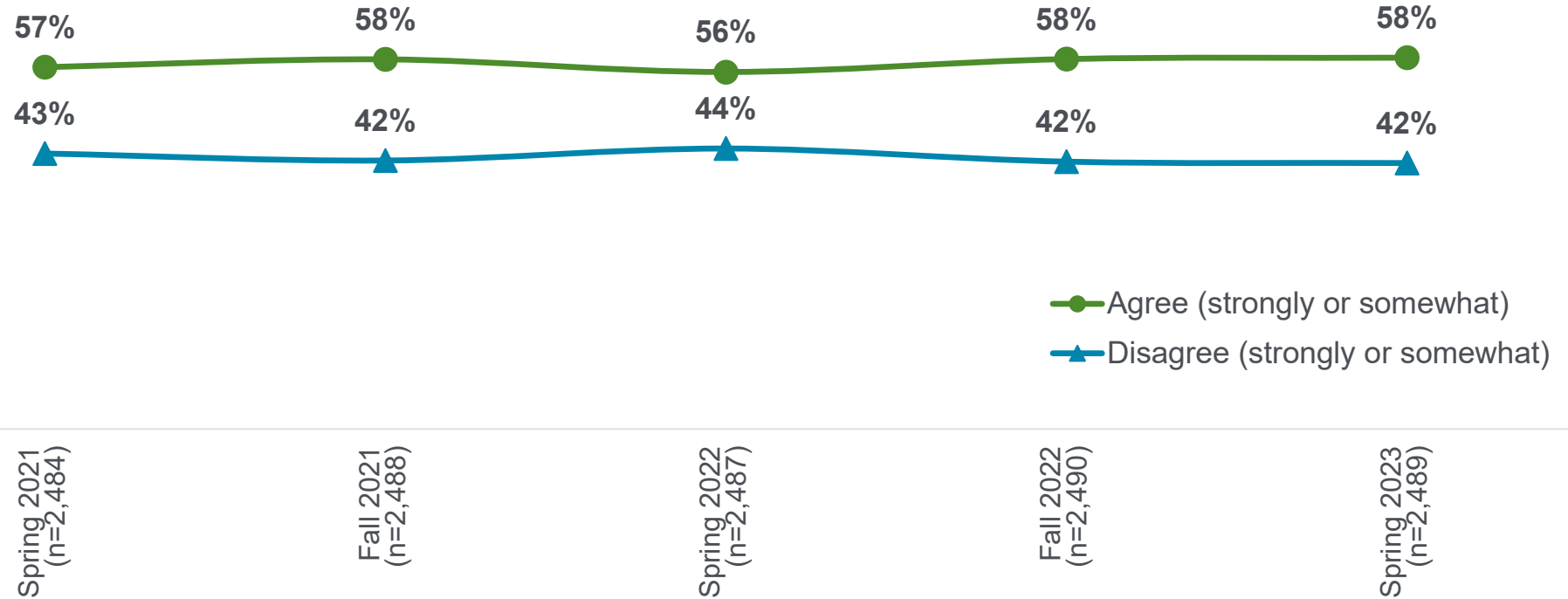


Q. Please tell me if you agree or disagree with each of the following statements.  
Base: Valid respondents

Question introduced in an additional survey in late fall 2017

# 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

Question not asked prior to spring 2021





# The City and the environment

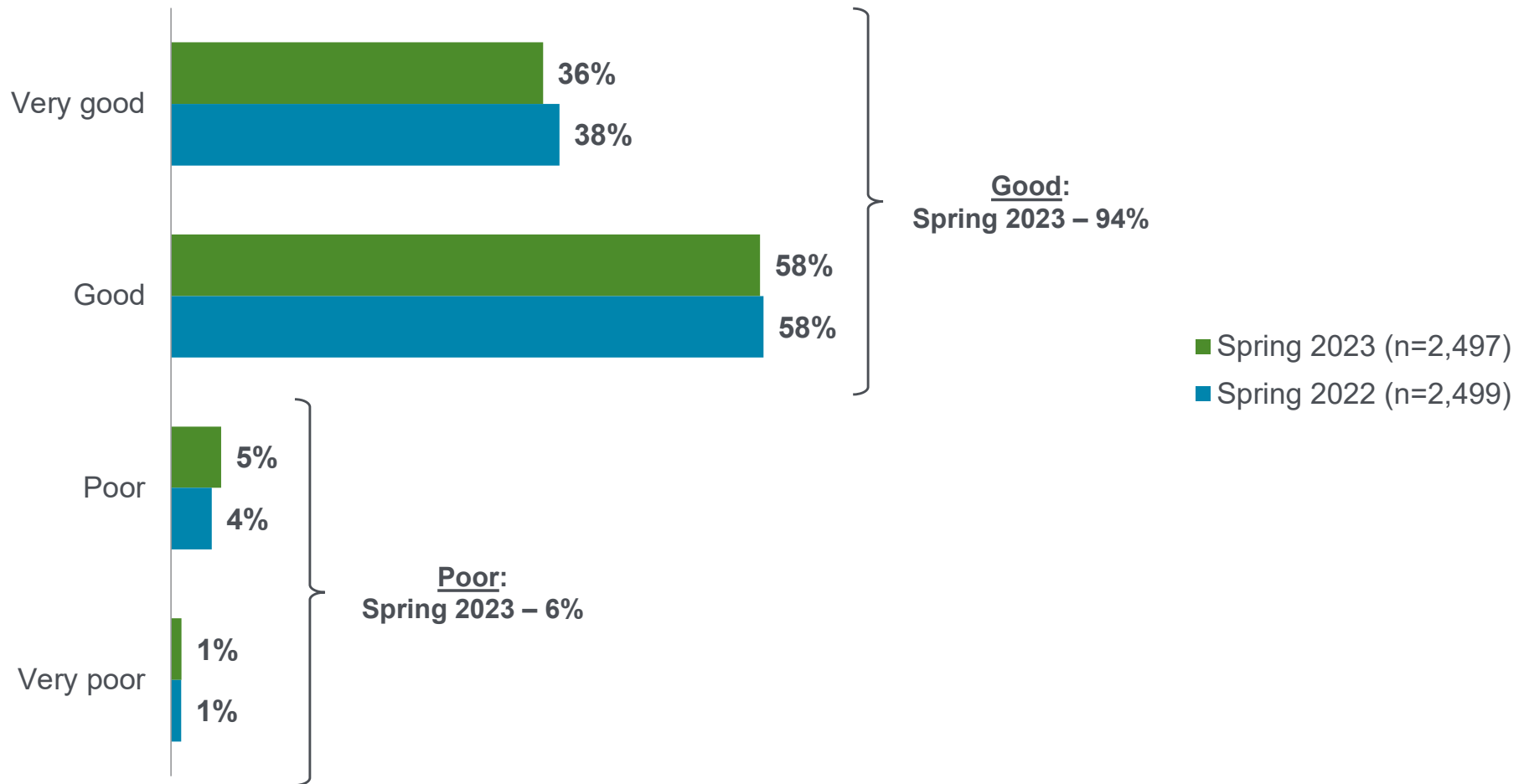


# Summary of findings: The City and the environment

- Calgarians are generally optimistic about the state of the environment, with 94% of respondents rating it as either 'good' or 'very good.' However, a majority (58%) consider it 'good,' with only 36% rating it as 'very good' indicating that some think there is room for improvement. Conversely, just 6% believe that Calgary's environmental situation is 'poor.' Overall, these results are on par with those from spring 2022, when 95% of respondents rated the state of the environment as 'good' or 'very good,' and 5% rated it 'poor.'
- Notably, 84% of Calgarians are satisfied with the job done by The City of Calgary to protect the environment, which is unchanged from spring 2022 results (84%) but represents a statistical increase from 78% in fall 2022.
- The vast majority of Calgarians (78%) express satisfaction with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact. This figure is on par with the 76% from spring 2022 (not asked in fall 2022).



# Overall state of Calgary's environment



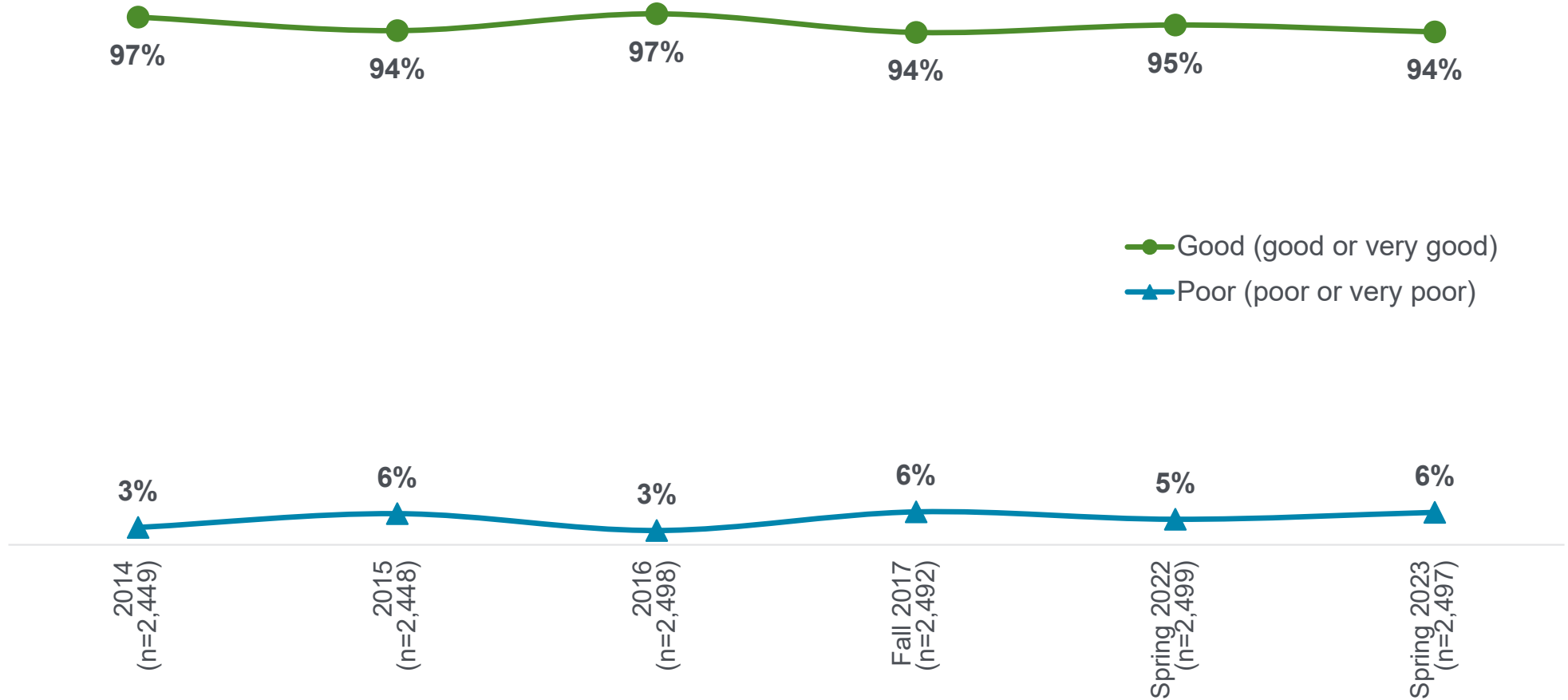
Q. Thinking about things such as air, water and land quality in the city, how would you rate the overall state of Calgary's environment today?  
 Base: Valid respondents

Question reinstated in spring 2022 for spring survey waves only



# Tracking – Overall state of Calgary’s environment

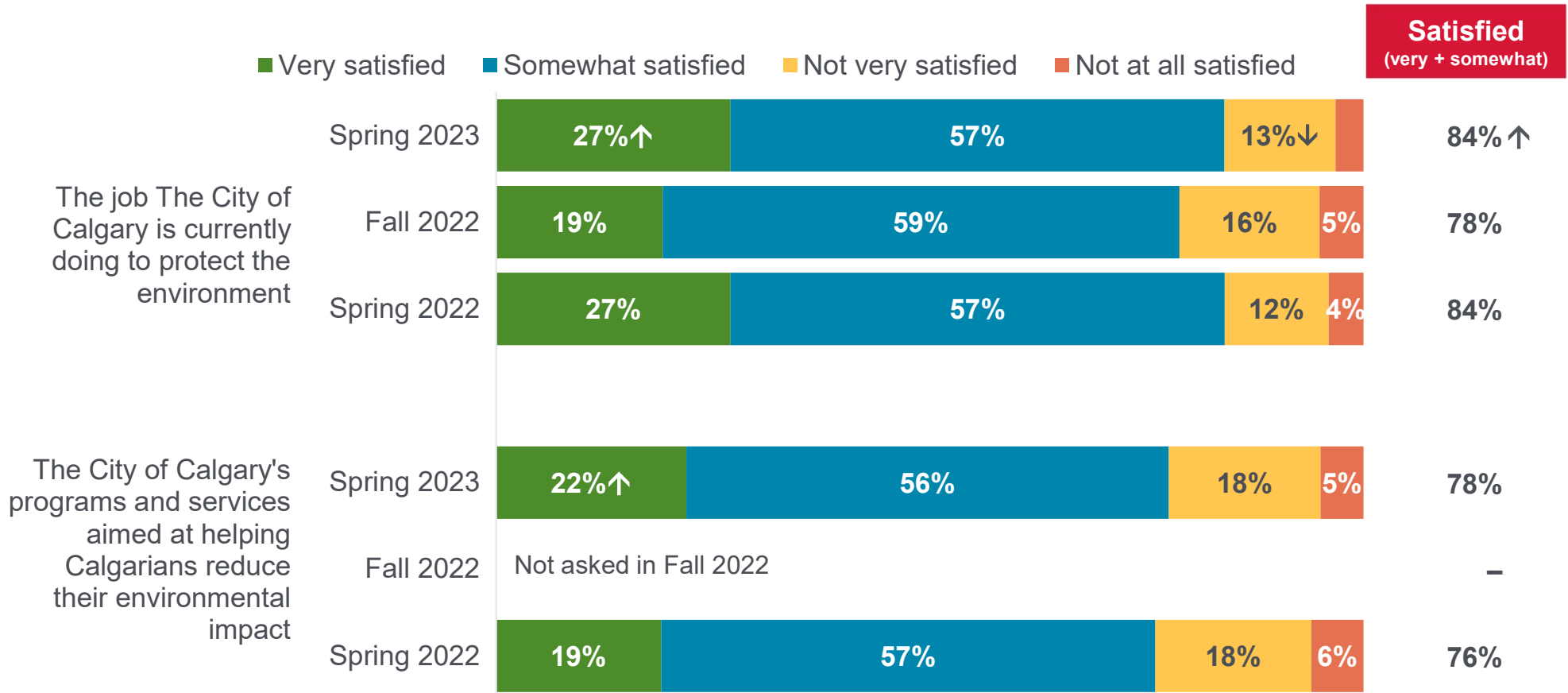
Overall state of Calgary’s environment today



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? Would you say that it is ...?  
 Base: Valid respondents

Question reinstated in spring 2022 for spring survey waves only

# 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? Are you ...?

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

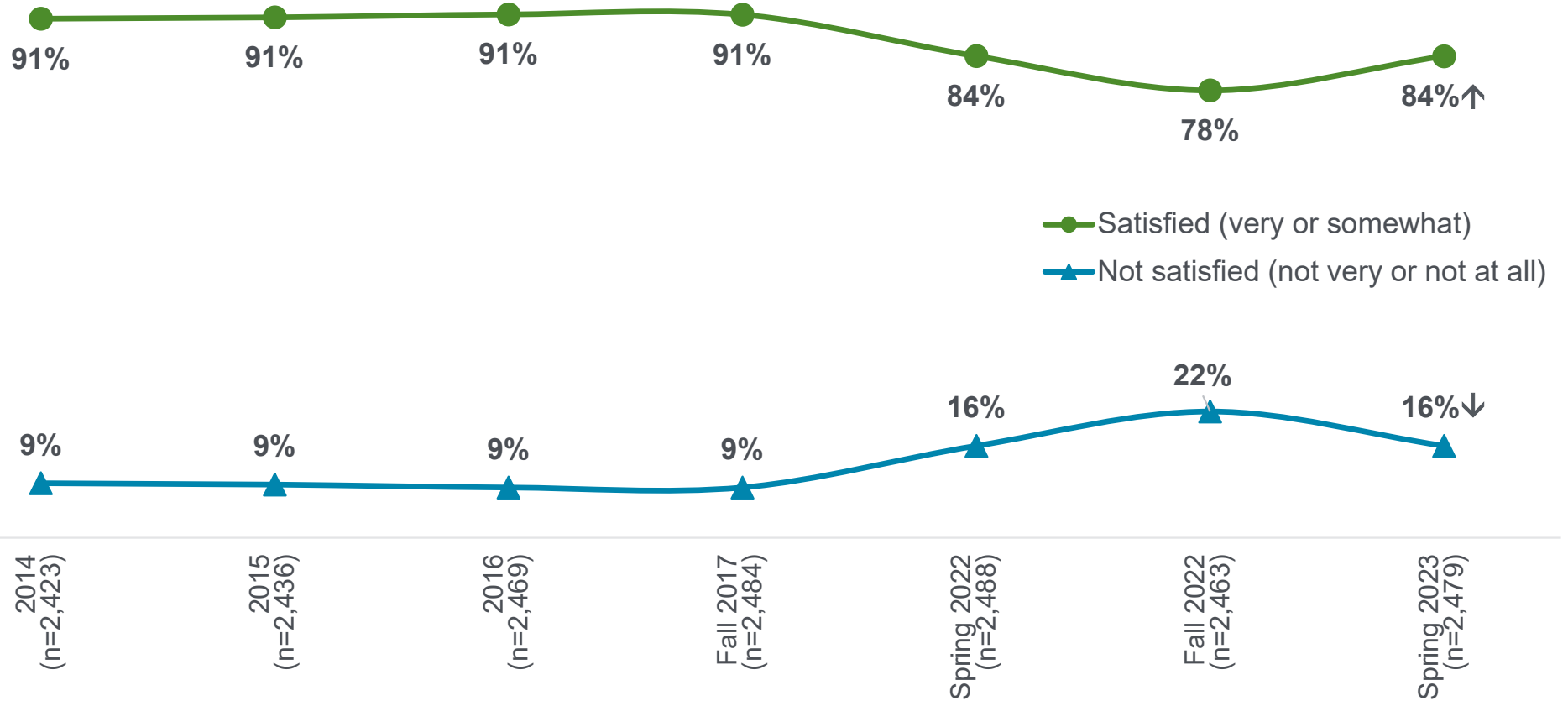
Base: Valid respondents (bases vary)

Question reinstated in spring 2022  
 ↑/↓ Statistically higher/lower than prior wave



# Tracking – Satisfaction with The City of Calgary in protecting the environment

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



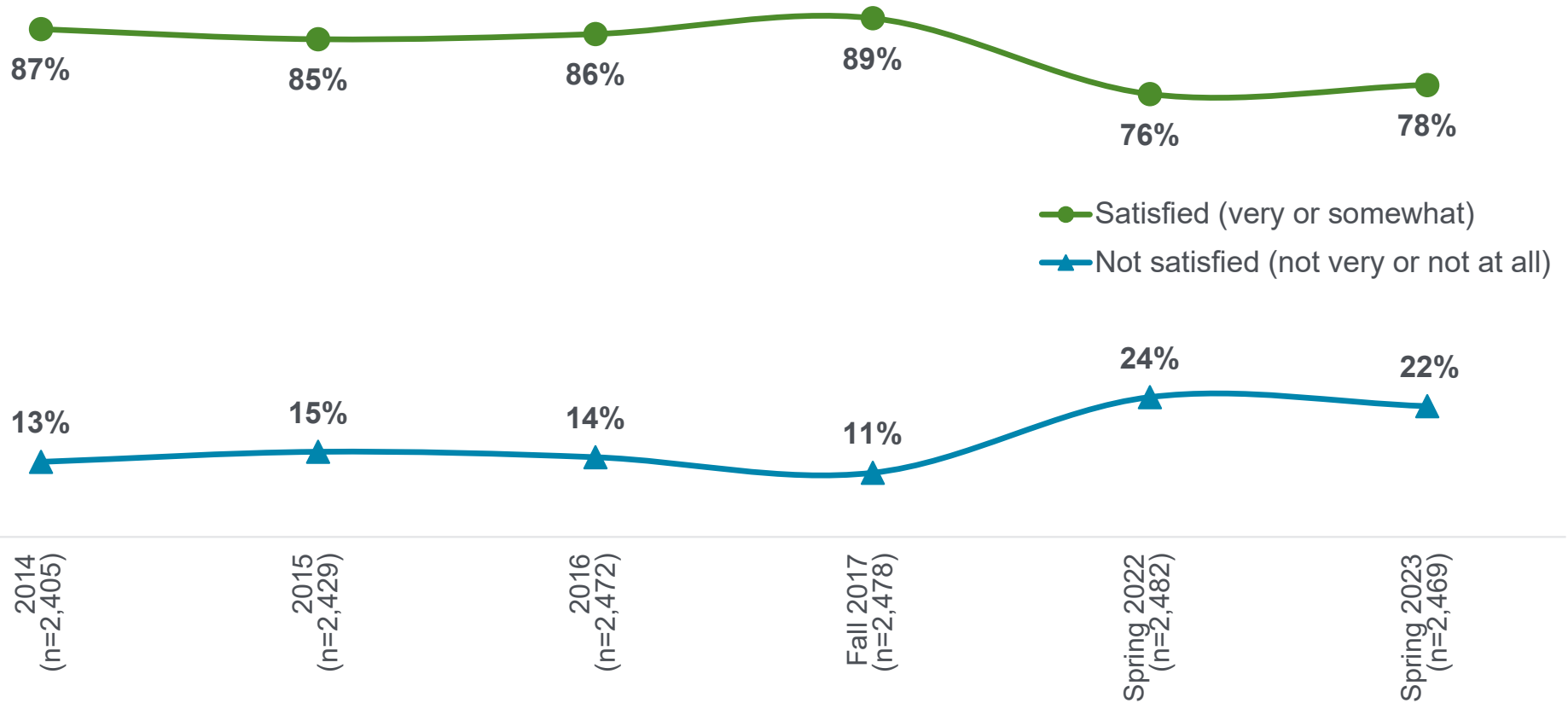
Q. How satisfied are you with the job The City of Calgary is currently doing to protect the environment? Are you ...?  
 Base: Valid respondents

Question reinstated in spring 2022  
 ↑ Statistically higher than fall 2022  
 ↓ statistically lower than fall 2022



# Tracking – Satisfaction with 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? Are you ...?  
 Base: Valid respondents

Question reinstated in spring 2022 for spring survey waves only



# Respondent profile





# Respondent Profile

Gender	
Female	51%
Male	49%
Other	1%

Age	
18 to 24	11%
25 to 34	19%
35 to 44	17%
45 to 54	19%
55 to 64	12%
65 or older	22%

Children and seniors in household	
Yes – children	31%
Yes – seniors	32%

Income	
Less than \$30,000	8%
\$30,000 to <\$45,000	7%
\$45,000 to <\$60,000	10%
\$60,000 to <\$75,000	8%
\$75,000 to <\$90,000	7%
\$90,000 to <\$105,000	11%
\$105,000 to <\$120,000	9%
\$120,000 to <\$150,000	12%
\$150,000 and over	29%

Education	
Less than high school	2%
High school or equivalent	17%
Apprenticeship or trades diploma/certificate	7%
College or non-university diploma/certificate	20%
University degree/diploma/certificate	53%

Employment status <sup>^</sup>	
Full time employed or self employed	53%
Part time employed or self-employed	13%
Retired	20%
Looking after home and/or family	3%
Unable to work because of sickness or disability	3%
Unemployed	4%
Doing unpaid or voluntary work	2%
Student	7%
Other	<1%

Quadrant	
Southwest	29%
Southeast	24%
Northwest	27%
Northeast	20%

Base: Valid respondents (bases vary)

<sup>^</sup> Multiple responses allowed



# Respondent Profile (continued)

Type of dwelling	
Single-detached house	65%
Apartment or apartment-style condominium	16%
Townhouse or rowhouse	9%
Duplex, triplex or fourplex	8%
Another type of multi-dwelling unit	1%

Household size	
1	17%
2	35%
3	17%
4	20%
5 or more	11%
MEAN	2.8

Tenure in Calgary	
Less than 5 years	9%
5 to less than 10 years	8%
10 to less than 15 years	11%
15 to less than 20 years	11%
20 to less than 30 years	21%
30 to less than 40 years	14%
40 or more	26%
MEAN	26.9

Responsible for property taxes or rent	
Yes	86%
No	14%

Language spoken at home <sup>^</sup>	
English	87%
Punjabi	3%
Chinese**	3%
Tagalog	2%
French	2%
Spanish	2%
Other	2%

Own or Rent	
Own	70%
Rent	27%
Other	3%

Indigenous identity <sup>^</sup>	
Yes – First Nations	1%
Yes – Metis	2%
Yes – Inuit	<1%
Yes – Prefer to self-describe	<1%
Other	<1%
Don't know	<1%
No	96%

\*\* Includes mentions of Chinese, Cantonese and Mandarin

<sup>^</sup> Multiple responses allowed

Base: Valid respondents (bases vary)



# Respondent Profile (continued)

Born in Canada	
Yes	67%
No	33%

Disability in Household <sup>^</sup>	
Yes – myself	11%
Yes – someone in my household	11%
No	80%

Age Left Country of Birth Base: Not born in Canada (n=772)	
Less than 18	34%
18 to 49	64%
50 or older	1%
No response	<1%

Racialized	
Yes	28%
No	72%
Prefer to self-describe	1%

Date of Arrival in Canada Base: Not born in Canada (n=769)	
Within the past 5 years	20%
More than 5 years ago	80%

2SLGBTQIA+	
Yes	6%
No	94%

Business Owner/Operator Base: In workforce (n=1,486)	
Own and operate a business	15%
Own a business	3%
Operator a business	2%
No	80%

Base: Valid respondents (bases vary)

<sup>^</sup> Multiple responses allowed



# Appendix – glossary of service descriptions



# Services asked in the 2023 Spring Survey of Calgarians

**Please note:** In the shift to a service-based view of The City's multi-year service plans and budgets, some services were redefined by the service area responsible for that service in 2020. The service names for the 2020, 2021, 2022 and 2023 Spring Survey of Calgarians (formally known as Spring Pulse Surveys) align with City of Calgary Service Lines. As such, importance / satisfaction / invest results for certain services are not trackable to versions prior to Spring Pulse Survey 2020. In addition, the services tested in the Spring Survey of Calgarians do not align with those services tested in the Fall Survey of Calgarians.

Some service names have been truncated in the report for ease of reporting. What follows is a glossary of all services asked in the survey organized by service name, service definition, how it appears in the report, and how it has been asked since spring 2020 vs. how it was asked in spring 2019.



# Services asked in the 2023 Spring Survey of Calgarians

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

In the survey itself, 44 services were divided by Block A, Block B and Block C. 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

- Parking and enforcement
- Public transit including bus and C-Train service
- Specialized transit services like Transit Access
- Sidewalks and pathways including building and repairing
- Streets, including traffic operations, building, maintenance, snow removal and on-street bikeways
- Regulation of taxis, limousines and vehicles-for-hire
- Bylaw education and compliance services that develop, maintain and enforce municipal bylaws in Calgary
- City planning and policy services that provide land use policies, guidelines and regulations
- Development approvals, services that review and approve all land development proposals
- Pet ownership and licensing
- Municipal elections
- Property tax management
- Real estate, that handles City transactions for sustainable land management
- Library services
- Neighbourhood supports, providing support for organizations and residents to make their neighbourhood a better place to live, work and play

## Block B

- Calgary 9-1-1
- City cemeteries
- Emergency management and business continuity services, including emergency management and disaster planning and response
- Calgary Fire Department emergency response
- Fire inspection and enforcement
- Fire safety education
- Police services
- Appeals and tribunals, to appeal decisions made by The City
- Records management, access and privacy services that support FOIP inquiries and requests
- Building approval services and inspections
- Business licensing
- Recreation opportunities
- Citizen engagement and research
- 311 and Web
- City communications

## Block C

- Urban forestry – that is, the planting, maintenance and protection of public trees
- Waste and Recycling Services
- Wastewater collection and treatment
- Water treatment and supply, including the availability and supply of clean, safe drinking water
- Affordable housing for low-income Calgarians
- Arts and culture, including festivals
- Community strategy services that advance social wellbeing for all Calgarians
- Economic development and tourism, services that coordinate initiatives managed by independent City partner organizations
- Land development and sales services that support business community growth through the development of industrial land
- Property assessment
- Social programs for individuals such as seniors or youth
- Environmental management services that manage environmental issues, risks and opportunities
- Parks and open spaces



# Glossary of Service Descriptions

Service	Service Description	How it was asked in the survey	How it appears in the report	How it was asked in Spring 2019
<b>Affordable Housing</b>	Affordable Housing service provides safe and affordable homes for lower-income Calgarians.	Affordable housing for low-income Calgarians	Affordable housing for low-income Calgarians	Affordable housing for low-income Calgarians
<b>Appeals and Tribunals</b>	Appeals and Tribunals service provides an impartial way to challenge City assessment, development, subdivision, etc.	Appeals and tribunals to appeal decisions made by The City	Appeals and tribunals to appeal decisions made by The City	Not asked in 2019
<b>Arts and Culture</b>	Arts and culture service creates vibrant community-based public art and cultural opportunities.	Arts and culture, including festivals	Arts and culture, including festivals	Arts and culture, including festivals
<b>Building Safety</b>	Building Safety service includes review and issue of permits, inspection of construction projects, and site safety concerns.	Building approval services and inspections	Building approval services and inspections	Building approval services and inspections
<b>Business Licensing</b>	Business Licensing service grants licenses and inspects business operations ensuring safety and compliance.	Business licensing	Business licensing	Business licensing



# Glossary of Service Descriptions (continued)

Service	Service Description	How it was asked in the survey	How it appears in the report	How it was asked in Spring 2019
<b>Bylaw Education and Compliance</b>	Bylaw Education and Compliance service maintains community standards for safe, healthy and harmonious neighbourhoods.	Bylaw education and compliance services that develop, maintain and enforce municipal bylaws in Calgary <sup>+</sup>	Bylaw education and compliance	Bylaw education and compliance services that develop, maintain and enforce community standards and municipal bylaws in Calgary
<b>Calgary 9-1-1</b>	Calgary 9-1-1 service responds connects callers with emergency services.	Calgary 9-1-1	Calgary 9-1-1	Calgary 9-1-1
<b>Citizen Engagement and Insights</b>	Citizen Engagement and Insights provides safe, accessible feedback and participation in our government.	Citizen engagement and research	Citizen engagement and research	Corporate citizen engagement services to give opportunities for citizens to provide input into City decision making. <b>Not comparable with subsequent waves.</b>
<b>Citizen Information Services</b>	Citizen Information Services provide public information and City service delivery support.	311 and web	311 and web	Multiple Services. <b>Not comparable with subsequent waves.</b>
<b>City Cemeteries</b>	City Cemeteries service includes burial options and perpetual care services, mandated by provincial Cemeteries Act.	City cemeteries	City cemeteries	City cemeteries





# Glossary of Service Descriptions (continued)

Service	Service Description	How it was asked in the survey	How it appears in the report	How it was asked in Spring 2019
<b>City Planning and Policy</b>	City Planning and Policy service creates policies, guides and plans for homes, businesses, community and industry development.	City planning and policy services that provide land use policies, guidelines and regulations <sup>+</sup>	City planning and policy services	City planning and policy services that provide land use policies, guidelines and land use bylaw regulations
<b>Community Strategies</b>	Community Strategies service includes planning and policies that support all Calgarians' social well-being.	Community strategy services that advance social wellbeing for all Calgarians	Community strategy services	Community strategy services that advance social wellbeing for all Calgarians
<b>Development Approvals</b>	Development Approvals service reviews and approves development plans for regulations, legislation and bylaws.	Development approvals, services that review and approve all land development proposals	Development approvals	Development approvals, services that review and approve all land development proposals
<b>Economic Development and Tourism</b>	Economic Development and Tourism service builds Calgary's economy, global reputation and encourages entrepreneurs.	Economic development and tourism, services that coordinate initiatives managed by independent City partner organizations <sup>+</sup>	Economic development and tourism	Services that coordinate economic development and tourism initiatives managed by independent City partner organizations



# Glossary of Service Descriptions (continued)

Service	Service Description	How it was asked in the survey	How it appears in the report	How it was asked in Spring 2019
<b>Emergency Management and Business Continuity</b>	Emergency Management and Business Continuity service includes preparation and response to major emergencies, disasters and business disruptions.	Emergency management and business continuity services, including emergency management and disaster planning and response <sup>+</sup>	Emergency management and business continuity	Emergency management and business continuity services, including emergency management and disaster planning
<b>Environmental Management</b>	Environmental Management service addresses environmental issues, risks, opportunities and trends.	Environmental management services that manage environmental issues, risks and opportunities	Environmental management services	Environmental management services that manage environmental issues, risks and opportunities
<b>Fire and Emergency Response</b>	Fire and emergency response service responds to fires, emergencies, accidents, hazards and specialized rescues.	Calgary Fire Department emergency response	Calgary Fire Department emergency response	Calgary Fire Department emergency response
<b>Fire Inspection and Enforcement</b>	Fire Inspection and Enforcement service ensures fire code compliance, reduces fire risk and protects life, property and environment.	Fire inspection and enforcement	Fire inspection and enforcement	Fire inspection and enforcement



# Glossary of Service Descriptions (continued)

Service	Service Description	How it was asked in the survey	How it appears in the report	How it was asked in Spring 2019
<b>Fire Safety Education</b>	Fire Safety Education service provides fire and life safety education and prevention to create a safer Calgary.	Fire safety education	Fire safety education	Fire safety education
<b>Land Development and Sales</b>	Land Development and Sales service supports development and sales of City-owned land.	Land development and sales services that support business community growth through the development of industrial land	Land development and sales	Land development and sales services that support business community growth through the development of industrial land
<b>Library Services</b>	Library Services include loaning of books and materials, learning, discussion and community programs.	Library services	Library services	Library services
<b>Municipal Elections</b>	Municipal Elections service enables Calgarians to vote through a fair, transparent and balanced process.	Municipal elections	Municipal elections	Municipal elections



# Glossary of Service Descriptions (continued)

Service	Service Description	How it was asked in the survey	How it appears in the report	How it was asked in Spring 2019
<b>Neighbourhood Supports</b>	Neighbourhood Supports service fosters social inclusion, participation and a sense of belonging.	Neighbourhood supports, providing support for organizations and residents to make their neighbourhood a better place to live, work and play <sup>+</sup>	Neighbourhood supports to make their neighbourhood a better place to live, work and play	Neighbourhood supports, providing support in neighbourhoods for organizations and residents to make their community a better place to live, work and play
<b>Parking</b>	Parking service includes public parking and enforcement of Calgary's parking policies and bylaws.	Parking and enforcement	Parking and enforcement	Parking and enforcement
<b>Parks and Open Spaces</b>	Parks and Open Spaces service manages Calgary's parks, urban green spaces and natural areas.	Parks and open spaces	Parks and open spaces	Parks and open spaces
<b>Pet Ownership and Licensing</b>	Pet Ownership and Licensing service regulates animal-related services and ensures responsible pet ownership.	Pet ownership and licensing	Pet ownership and licensing	Pet ownership and licensing
<b>Police Services</b>	Police Services include crime prevention and education, law enforcement and criminal investigations.	Police services <sup>+</sup>	Police services	Calgary Police Services



# Glossary of Service Descriptions (continued)

Service	Service Description	How it was asked in the survey	How it appears in the report	How it was asked in Spring 2019
<b>Property Assessment</b>	Property Assessment service prepares property value assessments to distribute local taxes.	Property assessment	Property assessment	Property assessment
<b>Public Transit</b>	Public Transit service provides safe, effective, reliable and affordable public transportation.	Public transit including bus and C-Train service	Public transit including bus and C-Train service	Public transit including bus and C-Train service
<b>Real Estate</b>	Real estate handles all City real estate transactions for sustainable land management.	Real estate that handles City transactions for sustainable land management	Real estate that handles City transactions for sustainable land management	Not asked in 2019
<b>Records Management, Access and Privacy</b>	Records Management, Access and Privacy service provides structure and tools to manage, protect, preserve and release City records.	Records management, access and privacy services that support FOIP inquiries and requests	Records management, access and privacy services that support FOIP	Not asked in 2019
<b>Recreation Opportunities</b>	Recreation opportunities service includes providing recreation, sports and leisure and registered programs for a healthy Calgary.	Recreation opportunities	Recreation opportunities	Multiple Services. <b>Not comparable with subsequent waves.</b>
<b>Sidewalks and Pathways</b>	Sidewalks and Pathways service plans, designs, builds and maintains sidewalks and pathways to keep Calgarians moving.	Sidewalks and pathways including building and repairing	Sidewalks and pathways including building and repairing	Sidewalks and pathways including building and repairing



# Glossary of Service Descriptions (continued)

Service	Service Description	How it was asked in the survey	How it appears in the report	How it was asked in Spring 2019
<b>Social Programs</b>	Social Programs service in communities supports, protects and enriches Calgarians' lives.	Social programs for individuals such as seniors or youth	Social programs for individuals such as seniors or youth	Social programs for individuals such as seniors or youth
<b>Specialized Transit</b>	Specialized Transit service provides safe, reliable and affordable transport for differently abled Calgarians.	Specialized transit services like Transit Access	Specialized transit services like Transit Access	Specialized transit services like Transit Access
<b>Stormwater Management</b>	Stormwater Management service collects and manages rain and snow/ice melt.	Stormwater management	Stormwater management	Stormwater management
<b>Strategic Marketing and Communications</b>	Strategic Marketing and Communications service provides consulting, strategy development and delivery of communications and marketing tactics.	City communications	City communications	Not asked in 2019
<b>Streets</b>	Streets service builds and maintains Calgary streets and keeps Calgarians safe with reliable roads.	Streets, including traffic operations, building, maintenance, snow removal and on-street bikeways	Streets - traffic operations, building, maintenance, snow removal and on-street bikeways	Multiple Services. <b>Not comparable with subsequent waves.</b>
<b>Taxation</b>	Taxation service ensures property taxes are correctly billed and collected.	Property tax management	Property tax management	Property tax management



# Glossary of Service Descriptions (continued)

Service	Service Description	How it was asked in the survey	How it appears in the report	How it was asked in Spring 2019
<b>Taxi, Limousines and Vehicles-for-Hire</b>	Taxi, Limousine and Vehicles-for-Hire service regulates drivers, vehicles and companies to ensure a safe ride.	Regulation of taxis, limousines and vehicles-for-hire <sup>+</sup>	Regulation of taxis, limousines and vehicles-for-hire	Taxi, limousine and vehicles-for-hire
<b>Urban Forestry</b>	Urban Forestry service plants, prunes and protects Calgary's trees for green, sustainable city.	Urban forestry – that is, the planting, maintenance and protection of public trees	Urban forestry	Urban forestry – that is, the planting, maintenance and protection of public trees
<b>Waste and Recycling Services</b>	Waste and Recycling service collects and manages waste, landfills, recycling and composting programs.	Waste and recycling services	Waste and recycling services	Multiple Services. <b>Not comparable with subsequent waves.</b>
<b>Wastewater Collection and Treatment</b>	Wastewater Collection and Treatment collects water from toilets, sinks and drains, treats it, and returns it to the river.	Wastewater collection and treatment	Wastewater collection and treatment	Wastewater collection and treatment
<b>Water Treatment and Supply</b>	Water Treatment and Supply service includes treatment and delivery of clean drinking water and sustainability management.	Water treatment and supply, including the availability and supply of clean, safe drinking water	Water treatment and supply, including clean, safe drinking water	Water treatment and supply, including the availability and supply of clean, safe drinking water

**Note:** Downtown Revitalization and Social Media were asked prior to Spring 2020, but are no longer included as they are not One Calgary Service Lines.

**Services Description Source:** Calgary.ca Property Tax Breakdown Service descriptions



# Contact

Krista Ring  
Manager of Web, Research & Projects  
The City of Calgary  
403-268-9963 | 403-988-9425  
[Krista.Ring@Calgary.ca](mailto:Krista.Ring@Calgary.ca)