



2023 Perspectives on Calgary Elevate Calgary Survey Report

Final Report
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Acknowledgements

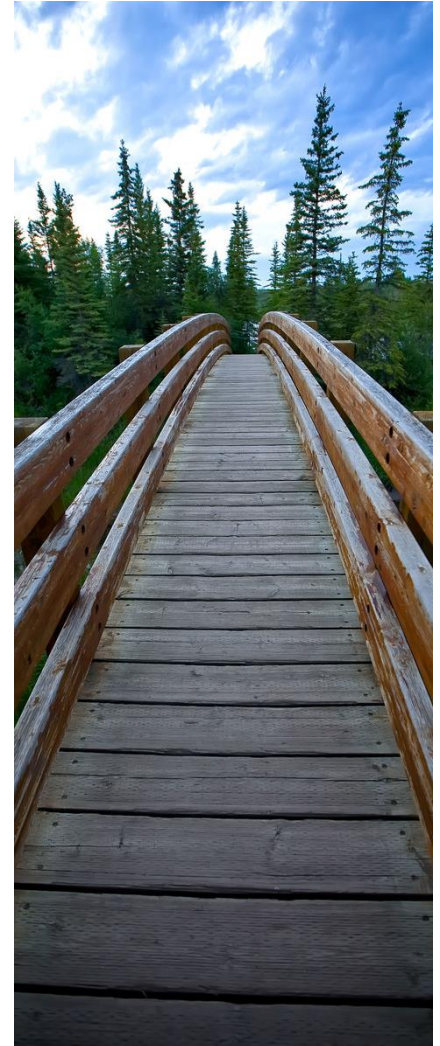
Land Acknowledgement

We acknowledge the traditional territories and oral practices of the Blackfoot Nations, which include the Siksika, the Piikani, and the Kainai. We also acknowledge the Stoney Nakoda Nations, which include the Bearspaw, the Chiniki, and the Goodstoney, as well as the Tsuut'ina First Nations, the Métis Nation (Region 3), and all people who make their homes in the Treaty 7 region of Southern Alberta.



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Background and methodology

Background

To help support City decisions, The City of Calgary surveys citizens about their opinions, preferences and attitudes. To help in making life better every day for Calgarians, The City conducts the Perspectives on Calgary survey at various intervals throughout the year. This report presents the results of the Elevate Calgary survey which addressed questions of services, service delivery, and service value.

Methodology

The survey was conducted by Advanis from April 28, 2023 to May 7, 2023 with 500 Calgarians (aged 18 years or older) via telephone using random digit dialing (RDD). The survey was conducted using numbers from both landlines (20% of completed surveys) and cell phones (80%) to obtain a random and statistically representative sample of Calgarians. The average time to complete the survey was 15 minutes.

The margin of error (MOE) for the total sample of n=500 is ± 4.4 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 quadrant of the general population aged 18 and older.

Data were weighted based on the 2019 Municipal census for age, gender, city quadrant. Although the results are weighted, sample size for each question represents the number of actual respondents (i.e., unweighted n).

Key findings

Quality of Life

- A majority (69%) of Calgarians rate their overall quality of life as ‘good’ (a rating of 7, 8, 9 or 10 out of ten) and one-in-ten (9%) rate it as ‘poor’ (a rating of 1, 2, 3 or 4).
- Around one-half (52%) of Calgarians say their quality of life in Calgary has ‘worsened’ in the past three years while about one-third (36%) say quality of life has stayed the same and one-in-ten (10%) say it has improved.

Satisfaction with Services and Programs

- About one-half (53%) of Calgarians say they are ‘satisfied’ with the overall level and quality of municipal services and programs provided by The City of Calgary while around one-fifth (17%) say they are ‘dissatisfied.’
- More than one-half (54%) of Calgarians say the overall level and quality of municipal services provided by The City of Calgary in the past three years has stayed the same while three-in-ten (31%) say the quality has worsened. A minority (12%) of respondents say the quality of municipal services has improved.

Service Success & Improvements

- Overall, around two-thirds (64%) do not recall reading, hearing, or seeing anything about The City of Calgary’s successes or improvements in any municipal service in the last three years, while one-third (34%) say they do recall reading, hearing, or seeing anything.
- Of those who have heard about or experienced service improvements, one-fifth cite ‘improved public transportation’ (21%) and ‘improved access / investments in programs, services, and facilities’ (21%).

Key Findings, *continued*

Perception of Taxes and Value for Tax Dollar

- Overall, two-fifths (41%) say they receive ‘good value’ for their property tax dollars while one-quarter (24%) say they get poor value.
- One-third (34%) agree that The City ‘makes customer service a priority when it comes to delivering services,’ while three-in-ten (31%) agree ‘When it comes to delivering programs and services to Calgarians, The City considers the needs of Calgarians in a cost-effective manner.’ A similar proportion (28%) also agree ‘The City is transparent and up front about how they spend taxpayer dollars.’
- Two-thirds (66%) of Calgarians agree ‘It’s hard to see the value when The City increases taxes because it only increases public spending.’
 - Conversely, around three-in-ten (28%) agree ‘The City of Calgary invests our property taxes in a way that delivers the most value for Calgarians.’

Perception of Risk

- A sizable minority (45%) say The City manages risk well overall, while one-fifth (21%) say The City manages risk poorly.
- Overall, more than one-half (56%) do not think The City is providing enough information to Calgarians about risk and risk management, while more than one-third (36%) do think The City is providing enough information to Calgarians about risk and risk management.
- When asked what risks they are most concerned about, more than three-fifths (63%) say ‘inflation and financial stability’ and ‘access to affordable housing and homelessness.’ A similar proportion (60%) say ‘risks to social wellbeing’ while around one-half (46%) say ‘infrastructure aging and deterioration.’



Detailed Findings



Quality of Life



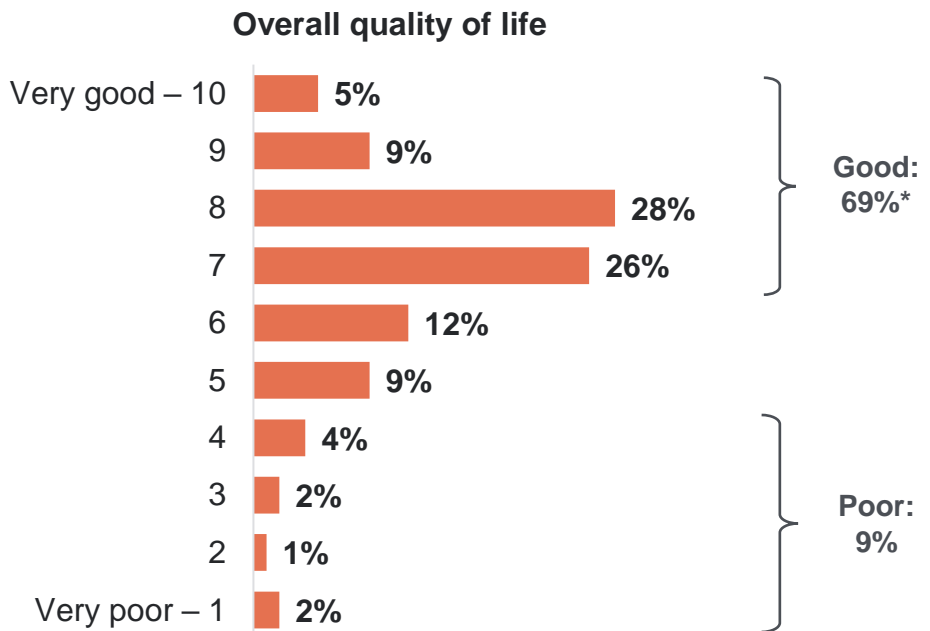
Perception of quality of life

A majority (69%) of Calgarians rate their overall quality of life as ‘good’ (a rating of 7, 8, 9 or 10 out of ten) and one-in-ten (9%) rate it as ‘poor’ (a rating of 1, 2, 3 or 4).

Those with annual household incomes of \$135,000 or greater are more likely than those from lower-income households to rate their quality of life as ‘good’ (81% vs. 49% less than \$45,000, 59% \$45,000 to <\$75,000, and 66% \$75,000 to <\$105,000).

Although we cannot determine a causal relationship between overall quality of life and satisfaction with the level and quality of City services and programs, Calgarians who are satisfied with City services and programs are much more likely than those who are dissatisfied to rate their quality of life as ‘good’ (83% vs. 29%, respectively).

Furthermore, those who report getting better value for their tax dollars are more likely than those who report not getting good value to rate their quality of life as ‘good’ (88% vs. 42%, respectively). Additionally, those who say ‘The City invests taxes in a way that delivers the most value’ are more than those who say ‘It’s hard to see the value when The City increases taxes’ to report a higher quality of life (81% vs. 64%).



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

*Rounding



Perceived change in quality of life

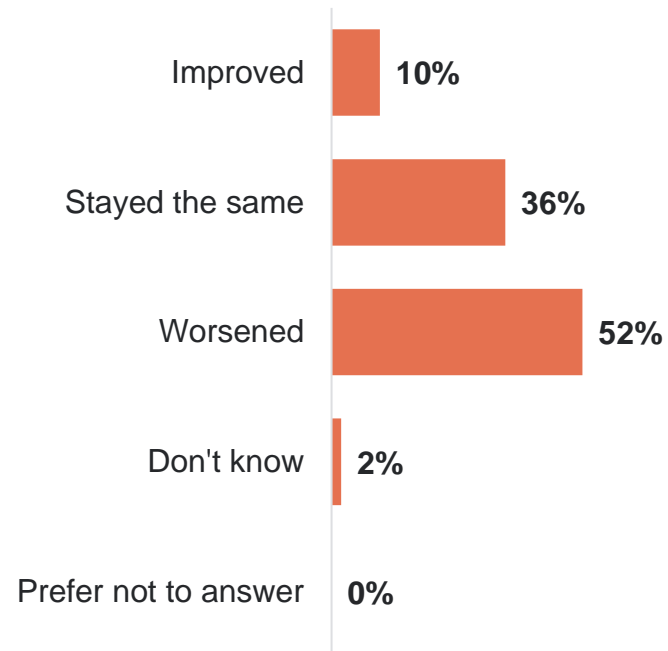
Around one-half (52%) of Calgarians say their quality of life in Calgary has ‘worsened’ in the past three years while about one-third (36%) say quality of life has stayed the same and one-in-ten (10%) say it has improved.

Those with annual household incomes of \$105,000 to \$135,000 or \$135,000 or greater are more likely than those from lower-income households to rate their quality of life as ‘good’ (15% and 11% vs. 4% \$45,000 to <\$75,000, and 4% \$75,000 to <\$105,000).

Calgarians who say their quality of life has improved are much more likely to say they are satisfied with City services and programs than those who say they are not (13% vs. 2%, respectively). Furthermore, those who say their quality of life has stayed the same are more likely to say they are satisfied with City services and programs than those who say they are not (46% vs. 24%, respectively).

Those who say their quality of life has stayed the same are also much more likely to report getting better value for their tax dollars than those who are neutral or say they do not get good value (47% vs. 31% and 23%, respectively).

Perceived change in quality of life



Q. Do you feel that the quality of life in Calgary in the past three years has improved, stayed the same, or worsened?

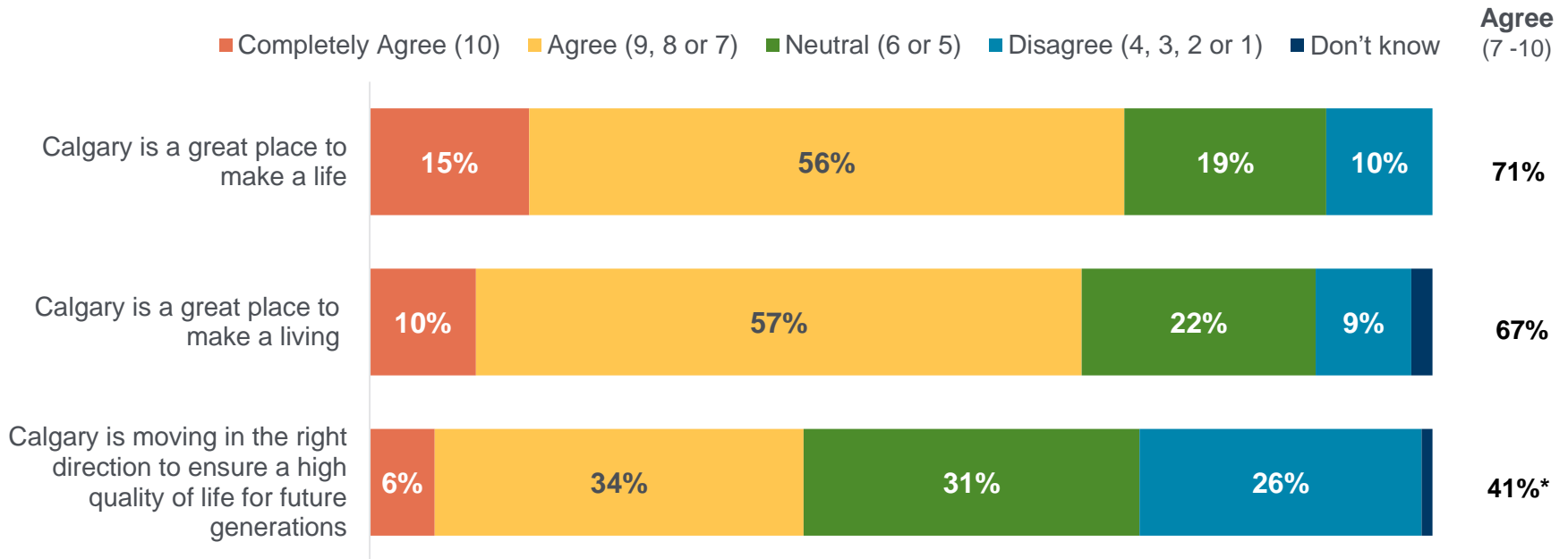
Base: Valid respondents (n=500)



Quality of life markers

A majority (71%) of Calgarians agree that ‘Calgary is a great place to make a life,’ while around two-thirds (67%) agree ‘Calgary is a great place to make a living.’ Conversely, two-fifths (41%) agree ‘Calgary is moving in the right direction to ensure a high quality of life for future generations.’

Level of agreement – Quality of life markers



Q. Please tell me whether you agree or disagree with each of the following statements about life in Calgary, using a scale from 1 to 10, where “1” is “completely disagree” and “10” is “completely agree”.
 Base: Valid respondents (n=500)

*Rounding

≤3% labels not shown



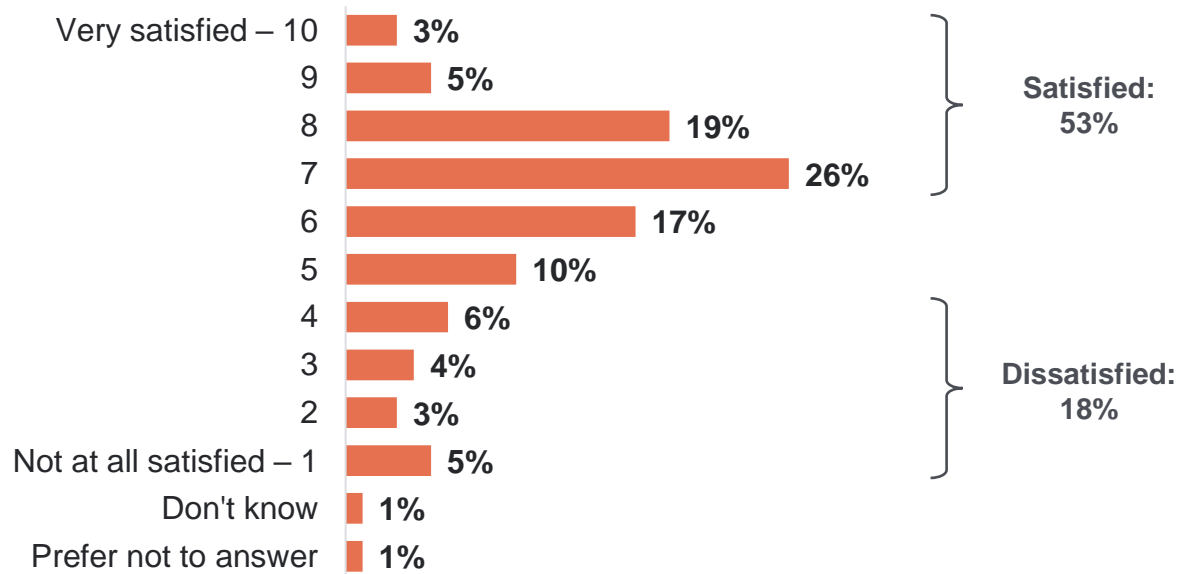
Service delivery and performance



Overall satisfaction with City services and programs

About one-half (53%) of Calgarians say they are ‘satisfied’ with the overall level and quality of municipal services and programs provided by The City of Calgary while around one-fifth (18%) say they are ‘dissatisfied.’

Overall satisfaction with City services and programs



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

Base: Valid respondents (n=500)

*Rounding



Perceived change in quality of City services and programs

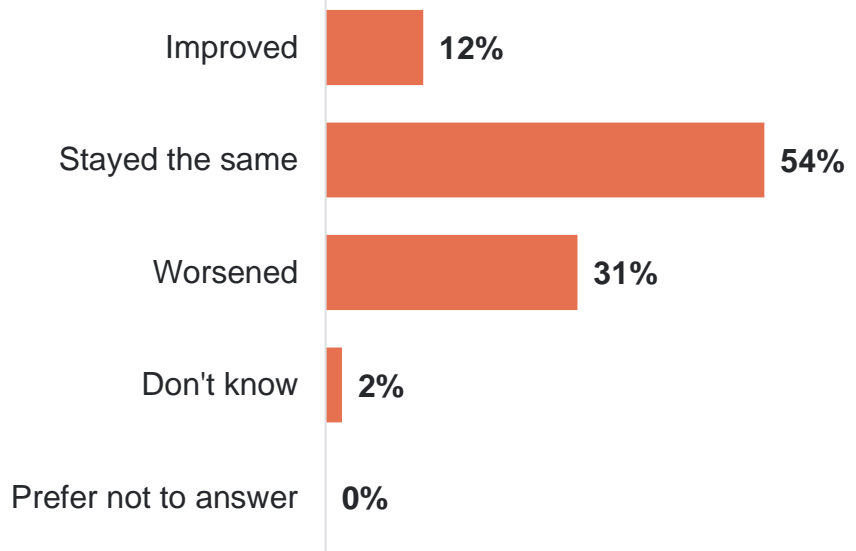
More than one-half (54%) of Calgarians say the overall level and quality of municipal services provided by The City of Calgary in the past three years has stayed the same while three-in-ten (31%) say the quality has worsened. A minority (12%) of respondents say the quality of municipal services has improved.

Calgarians who report their quality of life in Calgary over the past three years has ‘improved’ are more likely than those who say it has ‘worsened’ to state that the quality of services and programs has ‘improved’ (45% vs. 6%, respectively).

Those who say they are ‘satisfied’ with the overall level and quality of municipal services and programs are more likely than those who are ‘not satisfied’ to say the quality of services and programs has ‘stayed the same’ (66% vs. 25%, respectively).

Further, those who say they receive ‘good value’ for property taxes are more likely than those who say they get ‘poor value’ to state the quality of services and programs has ‘stayed the same’ (61% vs. 36%, respectively).

Perceived change in quality of City services and programs



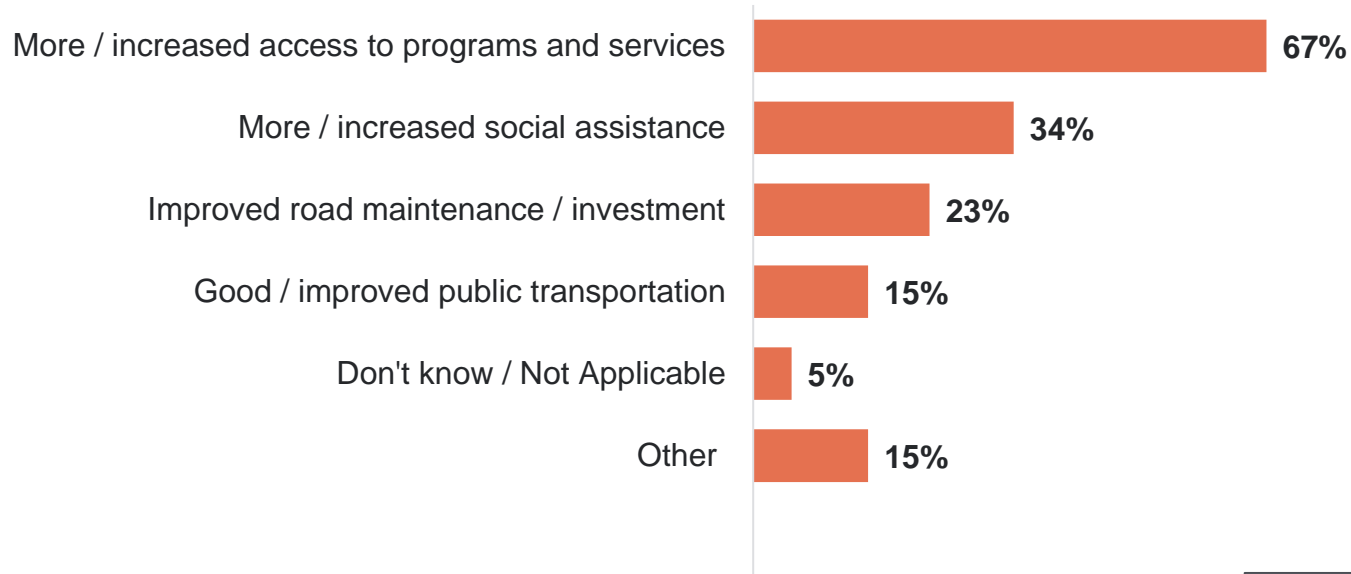
Q. And would you say that the overall level and quality of municipal services provided by The City of Calgary in the past three years has improved, stayed the same, or worsened?
 Base: Valid respondents (n=500)



Reasons for improved service quality

Of those Calgarians who say the overall level and quality of municipal services provided by The City of Calgary has improved, two-thirds (67%) say it is due to ‘more / increased access to programs and services.’ One-third (34%) say service quality has improved due to ‘more / increased social assistance’ (34%) and one-quarter (23%) cite ‘improved road maintenance / investment.’ A small minority (15%) say service quality has improved due to ‘good / improved public transportation.’

Reasons for improved City service quality



Caution: Small sample size

Multiple responses allowed

Mentions of ≤3% are not shown

Q. Can you please tell me more about why you think the level and quality of municipal services provided by The City of Calgary has improved in the past three years and can you give me an example of that?

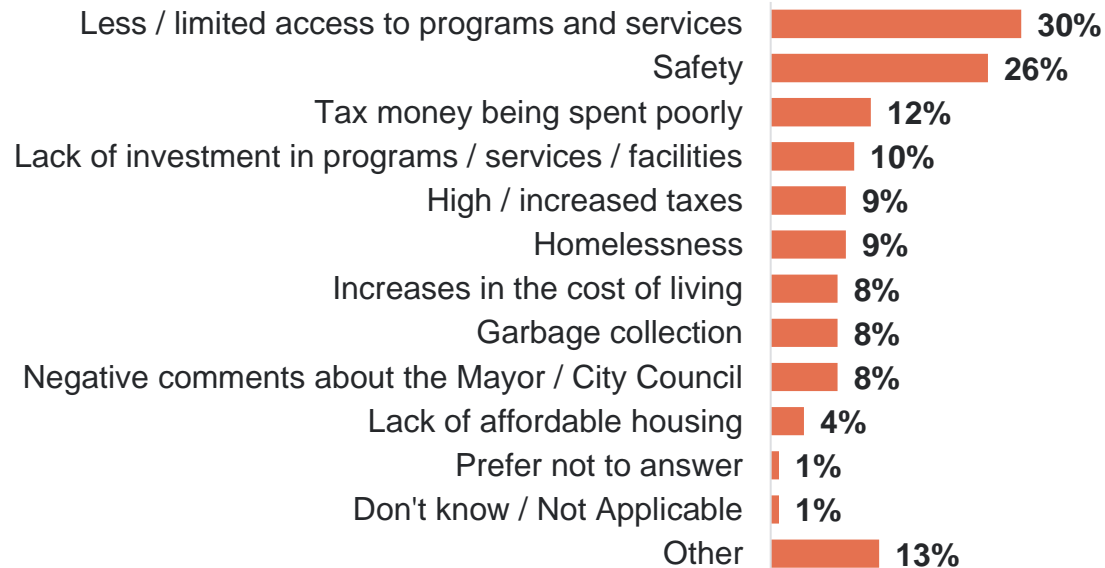
Base: Respondents who feel City service quality has improved (n=54)



Reasons for worsened service quality

Of those Calgarians who think the level and quality of municipal services provided by The City of Calgary has worsened in the past three years, three-in-ten (30%) say it was due to ‘less / limited access to programs and services,’ while around one-quarter (26%) say worsened service quality was due to concerns about ‘safety.’ A minority of Calgarians report ‘tax money being spent poorly’ (12%), lack of investment in programs / services / facilities’ (10%), high taxes (9%), homelessness (9%).

Reasons for worsened City service quality



Q. Can you please tell me more about why you think the level and quality of municipal services provided by The City of Calgary has worsened in the past three years and can you give me an example of that?

Base: Respondents who feel City service quality has worsened (n=168)

Multiple responses allowed



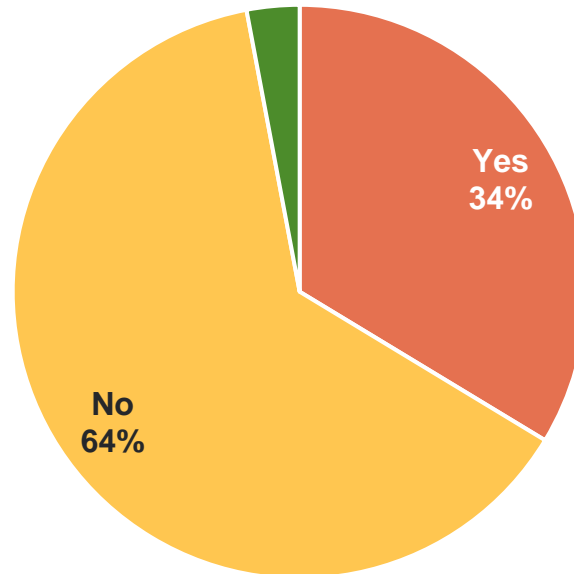
Recall of service successes and experience



Recall of City service successes or improvements

Overall, around two-thirds (64%) do not recall reading, hearing, or seeing anything about The City of Calgary’s successes or improvements in any municipal service in the last three years while one-third (34%) say they do recall reading, hearing, or seeing anything.

Recall City successes or improvements



Q. Thinking back, do you recall reading, hearing, or seeing anything about The City of Calgary’s successes or improvements in any municipal service in the last three years?
 Base: Valid respondents (n=500)

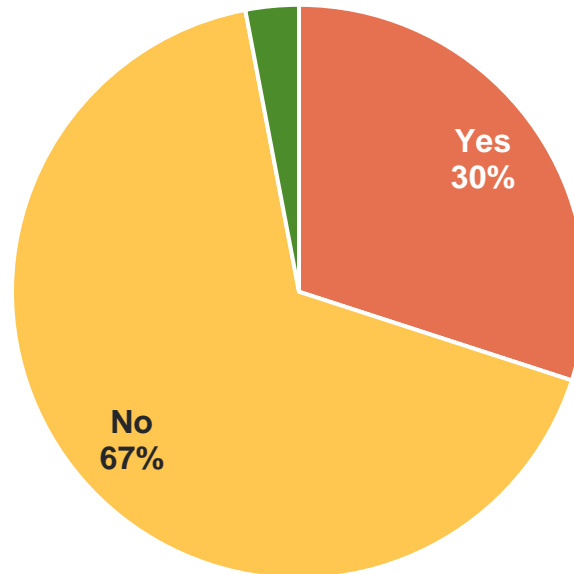
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Experience with City improvements

Around two-thirds (67%) say they have not directly experienced or seen improvements in any City of Calgary services in the last three years while three-in-ten (30%) say they have directly experienced or seen improvements.

Experience with City improvements



Q. Have you directly experienced or seen improvements in any City of Calgary services in the last three years?

Base: Valid respondents (n=500)

≤3% labels not shown



City successes and improvements recalled

Of those who have heard about or experienced service improvements, one-fifth cite ‘improved public transportation’ (21%) and ‘improved access / investments in programs, services, and facilities’ (21%). A similar proportion (19%) cite ‘new / improved road work and maintenance’ while one-in-ten or fewer say ‘improved waste / garbage services’ (9%), ‘improved safety / more police’ (6%), ‘improved snow clearing’ (5%) and others. Notably, one-fifth (19%) say they don’t know.

City successes and improvements recalled



Multiple responses allowed

Q. And what do you recall about The City of Calgary’s successes or improvements in delivering any service in the last three years?

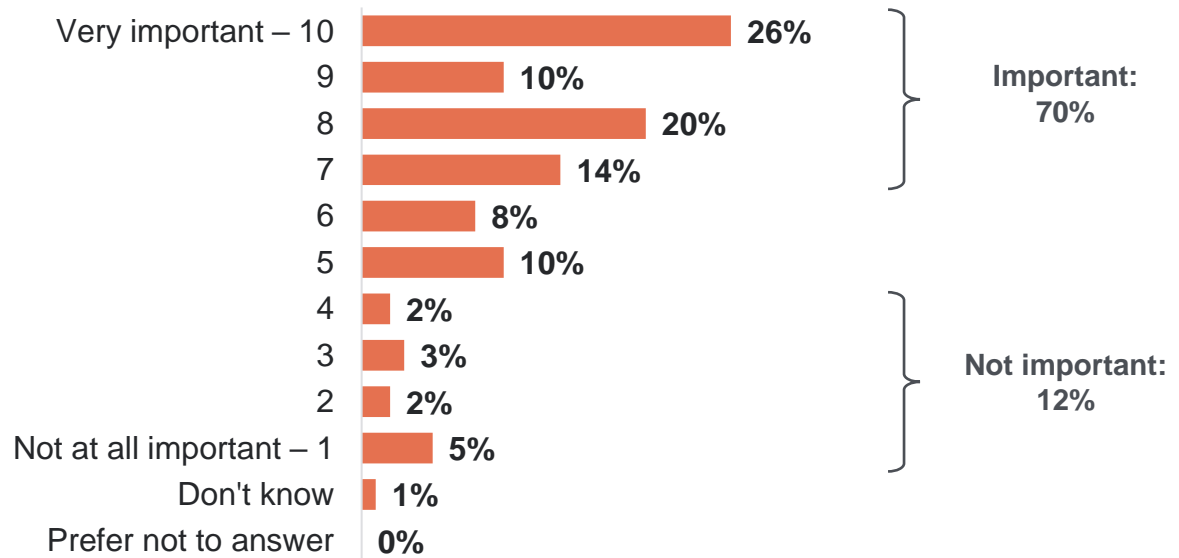
Base: Respondents who have heard about or experienced improvements (n=225)



Importance of hearing about City successes and improvements

A majority (70%) say it is 'important' that they hear 'about successes or improvements in the services that The City provides.' About one-in-ten (12%) say it is 'not important.'

Importance of hearing about City successes and improvements



Q. Using a scale from 1 to 10, where “1” is “not important at all” and “10” is “very important,” how important is hearing about successes or improvements in the services that The City provides to you?
 Base: Valid respondents (n=500)

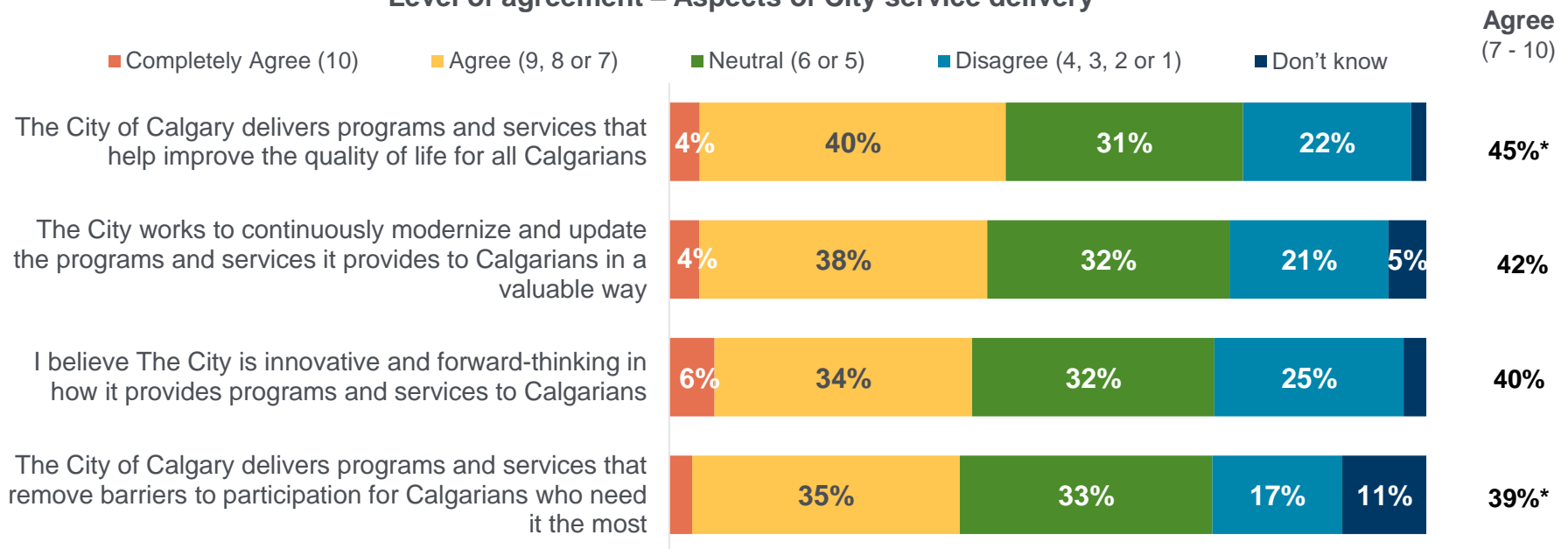
*Rounding



Aspects of service delivery

A sizable minority (45%) of respondents agree that The City ‘delivers programs and services that help improve the quality of life for all Calgarians.’ About two-fifths (42%) also agree The City ‘works to continuously modernize and update the programs and services it provides to Calgarians in a valuable way,’ and that ‘The City is innovative and forward-thinking in how it provides programs and services to Calgarians’ (40%). A similar proportion (39%) also agree The City ‘delivers programs and services that remove barriers to participation for Calgarians who need it the most.’

Level of agreement – Aspects of City service delivery



Q. Please tell me whether you agree or disagree with each of the following statements about City of Calgary services, using a scale from 1 to 10, where “1” is “completely disagree” and “10” is “completely agree.”

Base: Valid respondents (n=500)

≤3% labels not shown

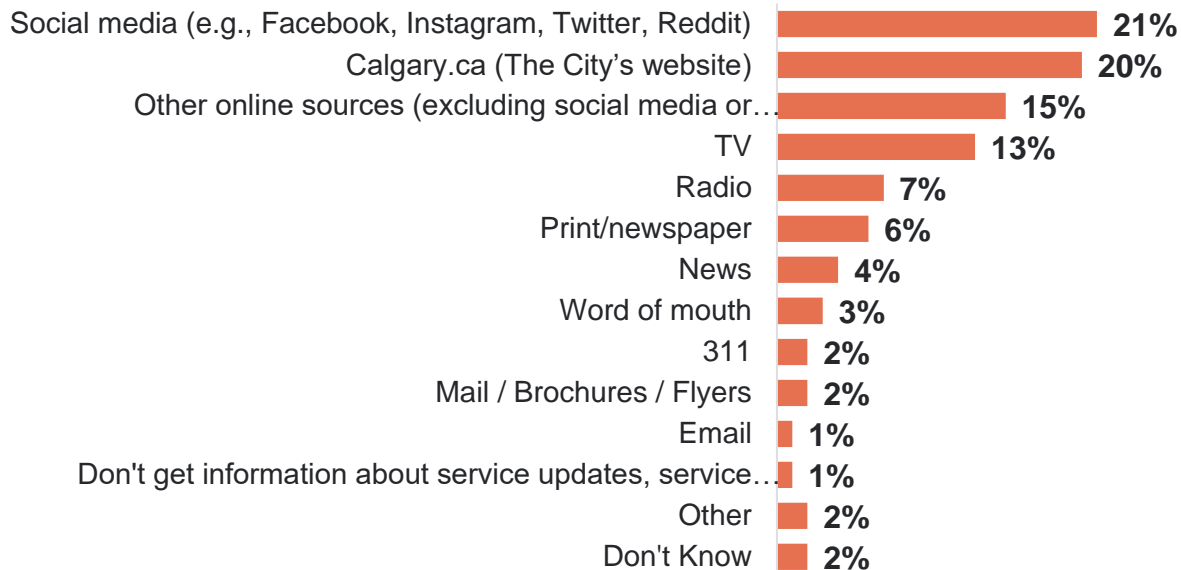
*Rounding



Main source of information about City services

When asked about their main source of information from The City about services, service successes and improvements, Calgarians cite social media (21%), Calgary.ca (20%), other online sources excluding social media (15%), and television (13%). Fewer than one-in-ten cite radio (7%), print/newspaper (6%), 'news' in general (4%), word of mouth (3%), and others.

Main source of information about City services



Multiple responses allowed

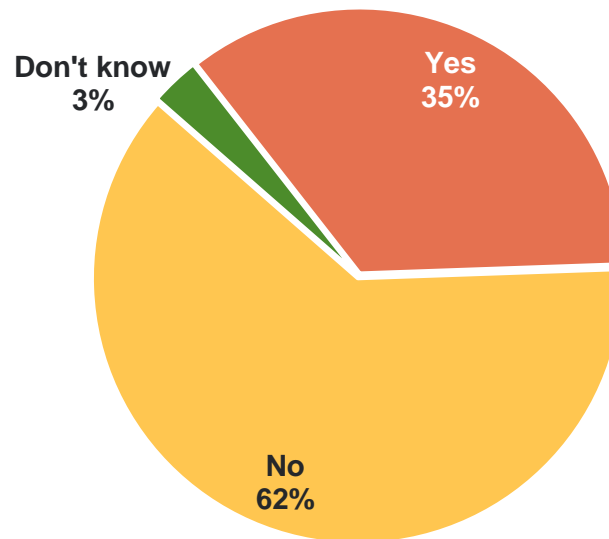
Q. Thinking about the way you get information from The City, what is your one main source of information about services, service successes, and service improvements?
 Base: Valid respondents (n=500)



Preference for receiving information about City services

When asked if they would prefer to get information from The City about services, service successes, and service improvements in a different way from the main way they get it now, three-fifths (62%) of Calgarians say ‘no’ while one-third (35%) say ‘yes.’

Prefer to receive information about City services in a different way



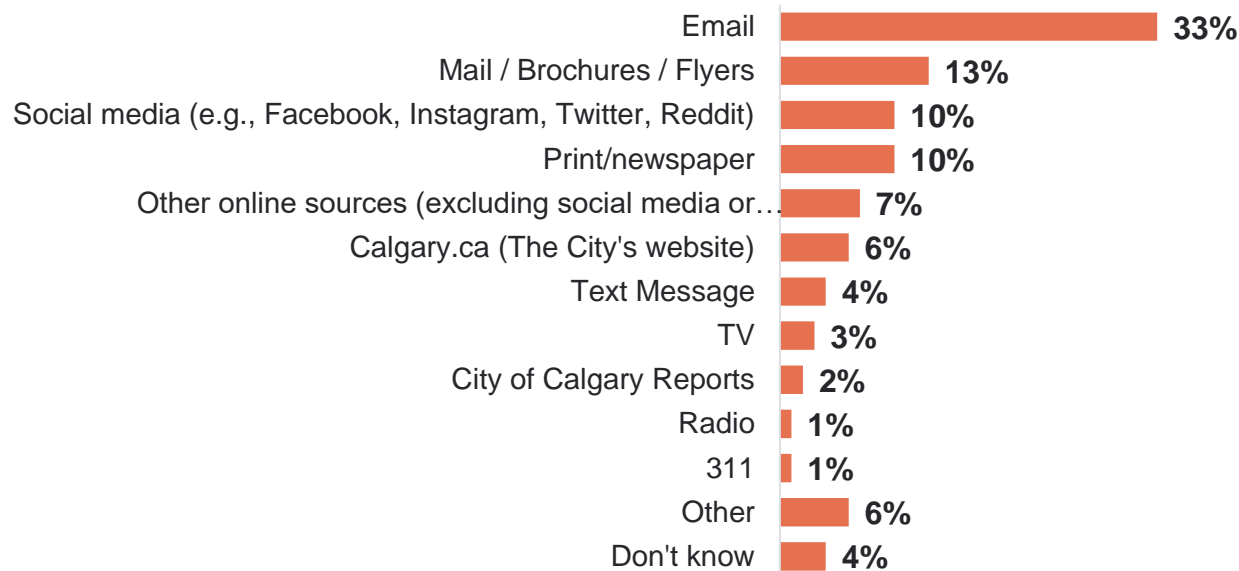
Q. Would you prefer to get information from The City about services, service successes, and service improvements in a different way from the main way you get it now?
 Base: Respondents currently getting information (n=500)



Communication channel preference for City service updates

Of those who say they would prefer to get information from The City about services, service successes, and service improvements in a different way, one-third (33%) say via ‘email,’ while around one-in-ten (13%) say by ‘mail / brochures / flyers.’ A similar proportion (10%) say ‘social media’ and print / newspaper, respectively. Fewer than one-in-ten cite ‘other online sources’ (7%), Calgary.ca (6%), and text message (4%).

Main source of information about City services



Q. What one way would you prefer to get information from The City about services, service successes, and service improvements?

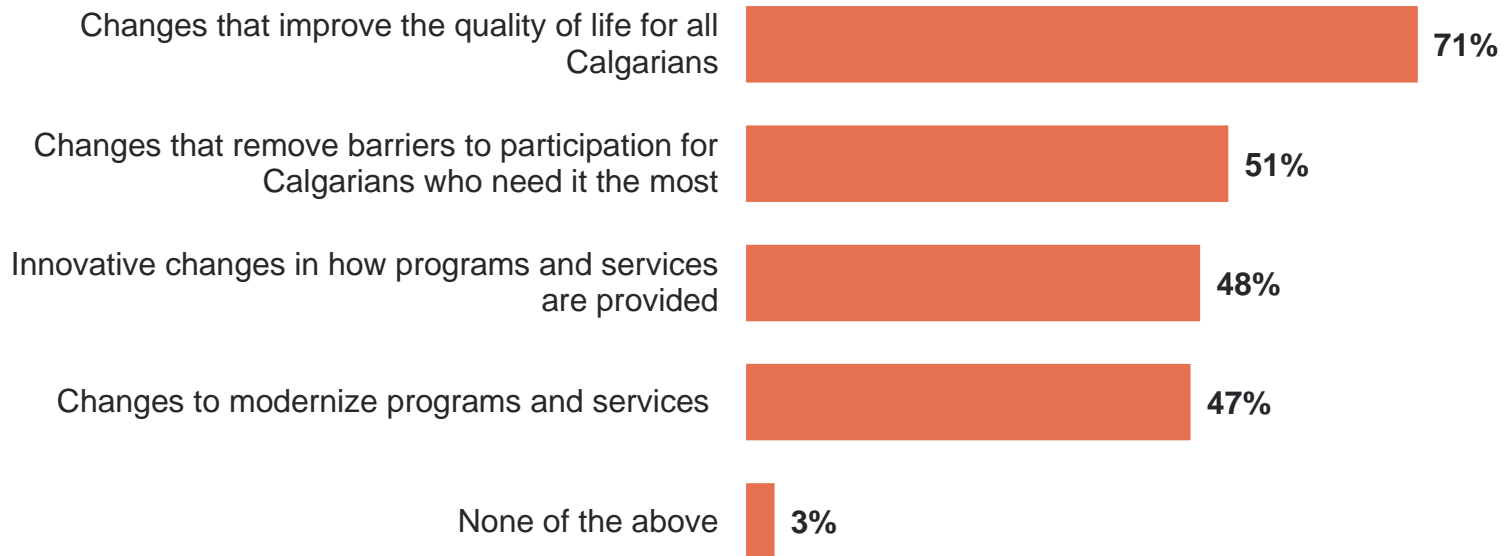
Base: Respondents who would like to receive information in a different way (n=170)



Important topics to communicate

When asked what types of successes or improvements in delivering City of Calgary programs and services are most important to hear about, a majority (71%) of Calgarians say ‘changes that improve the quality of life for all Calgarians.’ One-half (51%) say ‘changes that remove barriers to participation for Calgarians who need it the most,’ while a similar proportion say ‘innovative changes in how programs and services are delivered’ (48%) and ‘changes to modernize programs and services’ (47%).

Important topics to communicate



Q. Which, if any, of the following types of successes or improvements in delivering City of Calgary programs and services are most important for you to hear about?
 Base: Respondents that would like to get information (n=500)

Multiple responses allowed



Taxes and tax spend



Value for municipal tax dollars

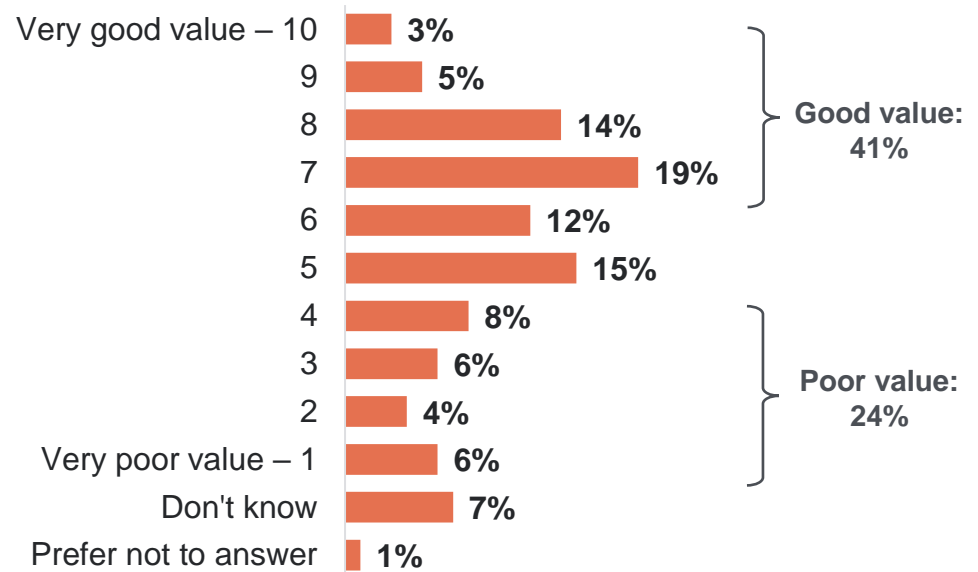
Overall, two-fifths (41%) say they receive ‘good value’ for their property tax dollars while one-quarter (24%) say they get poor value.

Those who live in the Northwest are more likely than those who live in the Southwest or the Northeast to say they get ‘good value’ for their property tax dollars (52% vs. 34% and 28%, respectively). Further, those with annual household incomes of more than \$135k are more likely than those with annual household incomes of \$45k to less than \$75k to say they get good value from their tax dollars (49% vs. 33%, respectively).

Additionally, those who say their quality of life has improved or stayed the same in the past three years are more likely than those who say their quality of life has worsened to say they get good value from their tax dollars (59% and 55% respectively vs, 29%).

Those who report being satisfied with the level and quality of services and programs are more likely than those who are dissatisfied to say they get good value for taxes (61% vs. 5%), Further, those who say that the overall level and quality of services has improved in the past three years are more likely than those who say the quality of services has stayed the same or worsened to say they get good value for tax dollars (66% vs, 46% and 25%, respectively).

Value for municipal tax dollars



Q. Considering the municipal 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=500)

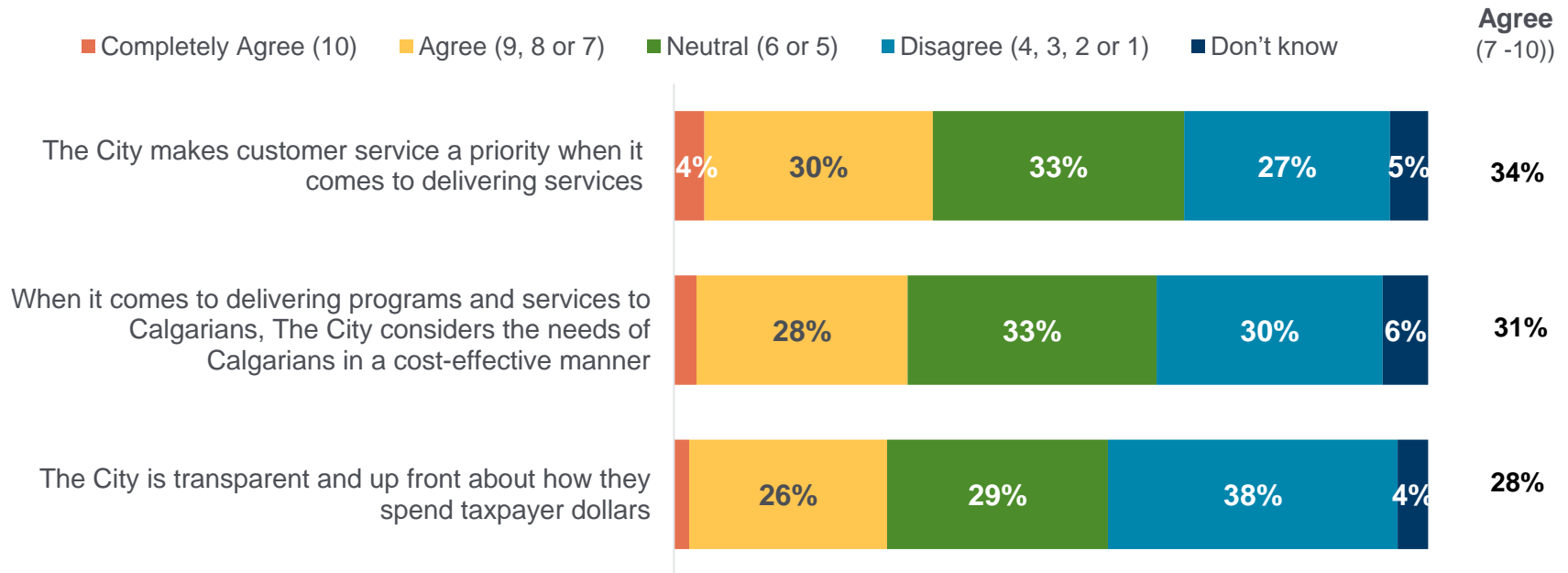
*Rounding



Aspects of taxes and services

One-third (34%) agree that The City ‘makes customer service a priority when it comes to delivering services,’ while three-in-ten (31%) agree ‘When it comes to delivering programs and services to Calgarians, The City considers the needs of Calgarians in a cost-effective manner.’ A similar proportion (28%) also agree ‘The City is transparent and up front about how they spend taxpayer dollars.’

Level of agreement – Aspects of taxes and services



Q. Please tell me whether you agree or disagree with each of the following statements about City of Calgary taxes and services, using the same scale from 1 to 10 as before, where “1” is “completely disagree” and “10” is “completely agree.”

Base: Valid respondents (n=500)

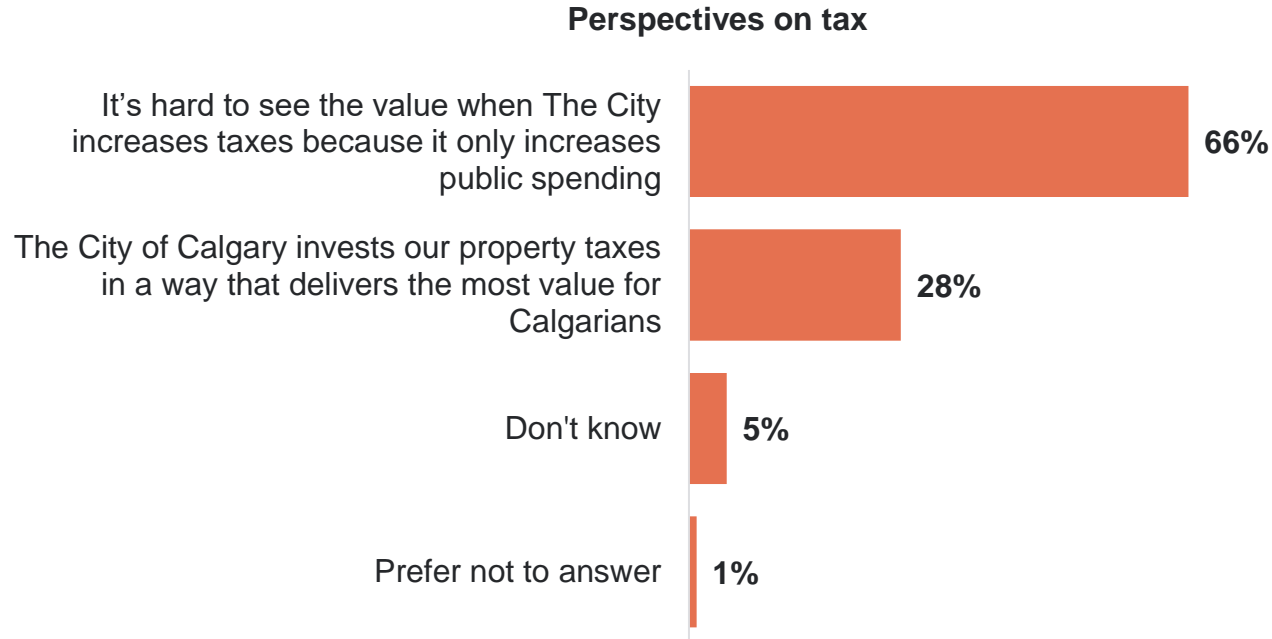
≤3% labels not shown

*Rounding



Perspectives on tax investment

When asked which of the following two statements about City of Calgary taxes and municipal services they agree with the most, two-thirds (66%) of Calgarians agree ‘It’s hard to see the value when The City increases taxes because it only increases public spending.’ Conversely, around three-in-ten (28%) agree ‘The City of Calgary invests our property taxes in a way that delivers the most value for Calgarians.’



Q. Which of the following two statements about City of Calgary taxes and municipal services do you agree with the most?

Base: Valid respondents (n=500)

Perspectives on tax investment: significant differences

Quality of Life

Calgarians who say their quality of life has improved or stayed the same in the past three years are more likely than those who say their quality of life has worsened to say, 'The City of Calgary invests our property taxes in a way that delivers the most value for Calgarians' (48% and 40% respectively vs, 16%).

- Conversely, those who say their quality of life has 'worsened' in the past three years are more likely than those who say their quality of life has improved or stayed the same to say, 'It's hard to see the value when The City increases taxes because it only increases public spending' (78% vs. 39% and 57%, respectively).

Perception of Services

Those who say they are 'satisfied' with the level and quality of services and programs provided by The City are more likely than those who say they are 'dissatisfied' to say, 'The City of Calgary invests our property taxes in a way that delivers the most value for Calgarians' (38% vs, 17%).

- Further, those who say they are 'dissatisfied' with the level and quality of services and programs provided by The City are more likely than those who say they are 'satisfied' to say, 'It's hard to see the value when The City increases taxes because it only increases public spending' (73% vs. 59%).

Calgarians who say that the overall level and quality of services has improved or stayed the same in the past three years are more likely than those who say the quality of services has worsened to say, 'The City of Calgary invests our property taxes in a way that delivers the most value for Calgarians' (47% and 31% respectively, vs. 18%).

- Additionally, those who say the overall level and quality of services has worsened in the past three years are more likely than those who say the quality of services have improved or stayed the same to say, 'It's hard to see the value when The City increases taxes because it only increases public spending' (77% vs. 45% and 65%, respectively).

Perception of Value for Tax

Those who say they get 'good value' for their property tax dollars are more likely than those who say they get 'poor value' to say, 'The City of Calgary invests our property taxes in a way that delivers the most value for Calgarians' (48% vs. 9%).

Conversely, those Calgarians who say they get 'poor value' for their taxes are more likely than those who say they get 'good' value to say, 'It's hard to see the value when The City increases taxes because it only increases public spending' (86% vs. 48%).

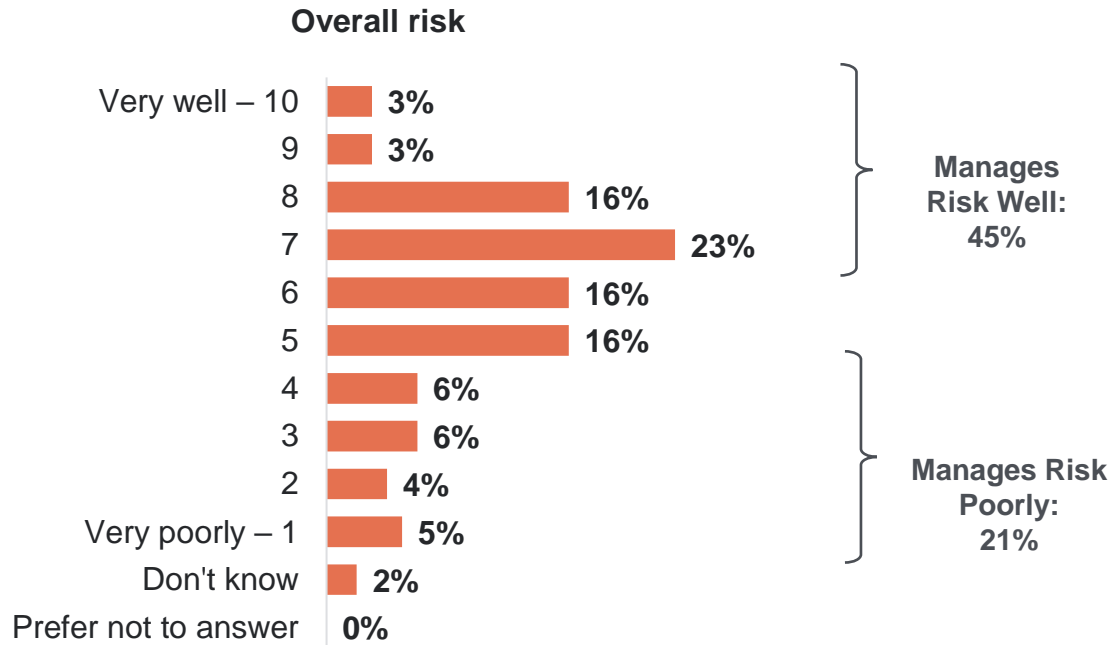


Perception of risk



Overall risk

A sizable minority (45%) say The City manages risk well overall, while one-fifth (21%) say The City manages risk poorly.



Q. Please tell me how well you think The City manages risk overall using a scale from 1 to 10, where 1 is “very poorly” and 10 is “very well”.

Base: Valid respondents (n=500)

*Rounding



Information about risk management

Overall, more than one-half (56%) do not think The City is providing enough information to Calgarians about risk and risk management, while more than one-third (36%) do think The City is providing enough information to Calgarians about risk and risk management.



Q. Do you think The City is providing enough information to Calgarians about risk and risk management?

Base: Valid respondents (n=500)

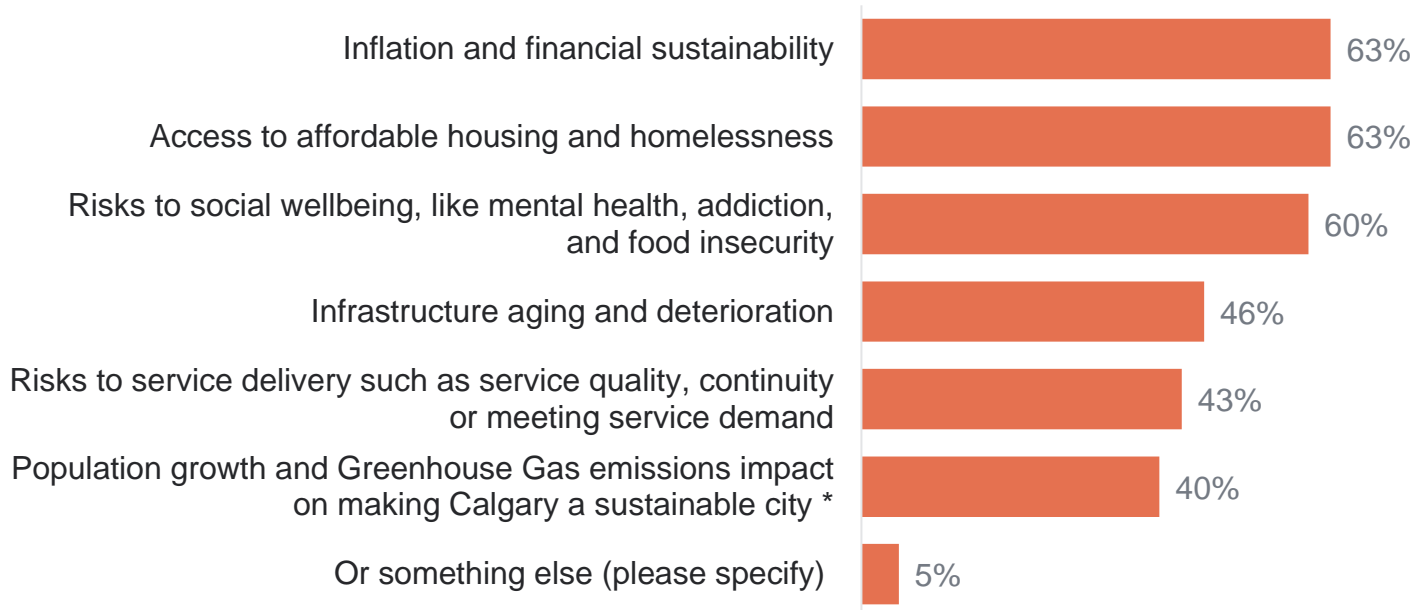
Mentions of <3% are not shown



Concerns around risks

When asked what risks they are most concerned about, more than three-fifths (63%) say ‘inflation and financial stability’ and ‘access to affordable housing and homelessness.’ A similar proportion (60%) say ‘risks to social wellbeing’ while around one-half (46%) say ‘infrastructure aging and deterioration.’ More than two-fifth (43%) reply ‘risks to service delivery’ while two-fifths (40%) say ‘population growth and greenhouse gas emissions.’

Biggest risks for Calgarians



Q. When it comes to risks, which of the following are you most concerned about?
 Base: Valid respondents (n=500)

Multiple responses allowed

Mentions of <3% are not shown



Respondent profile



Respondent profile

Children in household	
Yes	37%
No	63%
Prefer not to answer	0%

Seniors in household	
Yes	21%
No	79%
Prefer not to answer	0%

Telephone	
Landline	24%
Mobile or Cellular	90%
Prefer not to answer	0%

Indigenous identity	
Yes – First Nations	%
Yes – Metis	%
Yes – Inuit	%
Yes – Prefer to self-describe	%
Other	%
Don't know	%
No	%

Gender	
Female	50%
Male	48%
Prefer not to answer	2%
Prefer to self-describe	0%

Disability in household	
Yes – myself	13%
Yes – someone in my household	8%
No	81%

Quadrant	
Southwest	29%
Southeast	24%
Northwest	31%
Northeast	16%



Respondent profile (continued)

Income	
Less than \$30,000	6%
\$30,000 to < \$45,000	6%
\$45,000 to < \$60,000	8%
\$60,000 to < \$75,000	7%
\$75,000 to < \$90,000	6%
\$90,000 to < \$105,000	8%
\$105,000 to < \$120,000	7%
\$120,000 to < \$135,000	5%
\$135,000 to < \$150,000	4%
\$150,000 < \$175,000	10%
\$175,000 < \$200,000	7%
\$200,000 < \$225,000	5%
\$225,000 < \$250,000	2%
\$250,000 and over	7%
Don't know	3%
Prefer not to answer	8%



Questionnaire



2023 Elevate Calgary Survey

City of Calgary

Generated on 2023-04-21 at 12:21:24 MT



Intro

Hello, I'm _____ with Advanis, calling on behalf of The City of Calgary. We are conducting a study among adult Calgaryans about their opinions on a variety of topics about Calgary and would like to include your input. Are you 18 years of age or older and do you currently live in Calgary?

IF CREDIBILITY IS AN ISSUE OR IF RESPONDENT HAS A CONCERN SAY: If you wish to talk to a [City](#) official about this survey, we encourage you to contact The City at 311 and specifically mention the "2023 Perspectives on Calgary Survey". City Staff would be happy to address your concerns.

IF ASKED: The survey will take approximately 15 minutes.

- 1 Yes
- 2 No, getting an adult *(Show if is landline (phonetype = 1))*
- 3 No, refusal
- 4 No, callback
- 5 No, under 18 *(Show if is wireless (phonetype = 2))*
- 6 No, does not live in Calgary

Int0b *Show if getting person (Int0 = 2)*

Hello, I'm _____ with Advanis, calling on behalf of The City of Calgary. We are conducting a study among adult Calgaryans about their opinions on a variety of topics about Calgary and would like to include your input. Are you 18 years of age or older and do you currently live in Calgary?

IF CREDIBILITY IS AN ISSUE OR IF RESPONDENT HAS A CONCERN SAY: If you wish to talk to a [City](#) official about this survey, we encourage you to contact The City at 311 and specifically mention the "2023 Perspectives on Calgary Survey". City staff would be happy to address your concerns.

- 1 Yes
- 2 No, refusal
- 3 No, callback
- 4 No, under 18 *(Show if is wireless (phonetype = 2))*
- 5 No, does not live in Calgary

SCREENERS

QS7

Great! Your participation is voluntary and this call may be recorded for quality control purposes. The survey will take approximately 15 minutes and your responses will remain confidential, and you will not be personally identified. Any personal information collected in this survey is done so under the authority of the Freedom of Information and Protection of Privacy Act, Section 33(c) and is used solely for the review and improvement of City of Calgary programs and services.

If you have questions about the collection or use of your information, you can contact a City of Calgary Research Coordinator. Would you like me to provide you with their contact information?

- 1 Yes
- 2 No
- 3 Refusal
- 4 Call back later

QS7info *Show if QS7 Yes (QS7 = 1)*

You can contact a City of Calgary Research Coordinator via phone, email, or regular mail and mention the "2023 Perspectives on Calgary Survey". What contact information would you prefer?

If phone: 403-268-3617

If email: research@calgary.ca

If mail: Research Coordinator, The City of Calgary, Mail code 8305, P.O. Box 2100, Station M, Calgary, AB Canada T2P 2M5



Questionnaire (continued)

QSEX

DO NOT ASK; RECORD GENDER

- 1 Male
- 2 Female

QS4

Which of the following age groups do you belong to? Just stop me when I get to your age group.

- 1 18 to 19
- 2 20 to 24
- 3 25 to 34
- 4 35 to 44
- 5 45 to 54
- 6 55 to 64
- 7 65 to 74
- 8 75 and older
- 9 **[DO NOT READ]** Prefer not to say

T5 *Show if int1 ref (QS4 = 9)*

Unfortunately we need to confirm your age to continue. Thank you for your time. Good-bye.

Status Code: 503

QS1

Can you tell me which quadrant of the city you live in?

WAIT FOR RESPONSE – READ LIST TO CLARIFY IF NEEDED.

- 1 Southwest
- 2 Southeast
- 3 Northwest
- 4 Northeast
- 5 **[DO NOT READ]** Prefer not to say
- 6 **[DO NOT READ]** Does not live in Calgary

MAIN SURVEY

QUALITY OF LIFE

Q1

In this survey, when we say 'The City of Calgary' or 'The City', we mean the Municipal government including Council and Administration.

On a scale of "1" to "10" where "1" represents "very poor" and "10" represents "very good" how would you rate your overall quality of life in Calgary today?

- 1 1 = Very poor
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 8
- 9 9
- 10 10 = Very good
- 11 **[DO NOT READ]** Don't know
- 12 **[DO NOT READ]** Prefer not to answer

Q2

(if Version 1 (version = 1)) Do you feel that the quality of life in Calgary over the past three years has **improved, stayed the same, or worsened?**

(if Version 2 (version = 2)) Do you feel that the quality of life in Calgary over the past three years has **worsened, stayed the same, or improved?**

(if Default) Do you feel that the quality of life in Calgary over the past three years has **improved, stayed the same, or worsened?**

- 1 Improved
- 2 Stayed the same
- 3 Worsened
- 4 **[DO NOT READ]** Don't know
- 5 **[DO NOT READ]** Prefer not to answer



Questionnaire (continued)

Q3

Please tell me whether you agree or disagree with each of the following statements about life in Calgary, using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree". The first one is:

1. Calgary is moving in the right direction to ensure a high quality of life for future generations *
2. Calgary is a great place to make a living *
3. Calgary is a great place to make a life *

*Levels marked with * are randomized*

- 1 1 = Completely disagree
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 8
- 9 9
- 10 10 = Completely agree
- 11 [DO NOT READ] Don't know
- 12 [DO NOT READ] Prefer not to answer

SERVICE DELIVERY & TAXES

Q4

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

- 1 1 = Not at all satisfied
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 8
- 9 9
- 10 10 = Very satisfied
- 11 [DO NOT READ] Don't know
- 12 [DO NOT READ] Prefer not to answer

Q5

(if Version 1 (version = 1)) And would you say that the overall level and quality of municipal services provided by The City of Calgary in the past three years has improved, stayed the same, or worsened? (if Version 2 (version = 2)) And would you say that the overall level and quality of municipal services provided by The City of Calgary in the past three years has worsened, stayed the same, or improved? (if Default) And would you say that the overall level and quality of municipal services provided by The City of Calgary in the past three years has improved, stayed the same, or worsened?

- 1 Improved
- 2 Stayed the same
- 3 Worsened
- 4 [DO NOT READ] Don't know
- 5 [DO NOT READ] Prefer not to answer

Q6 *Show if Service Has Worsened (Q5 = 3)*

Can you please tell me more about why you think the level and quality of municipal services provided by The City of Calgary has worsened in the past three years and can you give me an example of that?

- 8 [DO NOT READ] Prefer not to answer
- 9 [DO NOT READ] Don't know

Q7 *Show if Service Has Improved (Q5 = 1)*

Can you please tell me more about why you think the level and quality of municipal services provided by The City of Calgary has improved in the past three years and can you give me an example of that?

- 8 [DO NOT READ] Prefer not to answer
- 9 [DO NOT READ] Don't know

Questionnaire (continued)

RECALL OF SERVICE SUCCESSES & EXPERIENCE

Q8

Thinking back, do you recall reading, hearing, or seeing anything about The City of Calgary's successes or improvements in any municipal service in the last three years?

IF ASKED, "READING, HEARING OR SEEING COULD INCLUDE ANYTHING ONLINE, IN A NEWSPAPER, ON TV, SOCIAL MEDIA, ETC."

- 1 Yes
- 2 No
- 9 **[DO NOT READ]** Prefer not to answer

Q9

Have you directly experienced or seen improvements in any City of Calgary services in the last three years?

- 1 Yes
- 2 No
- 9 **[DO NOT READ]** Don't know
- 10 **[DO NOT READ]** Prefer not to answer

Q10 *Show if Have Heard About or Experienced Improvements ((Q8 = 1) OR (Q9 = 1))*

And what do you recall about The City of Calgary's successes or improvements in delivering any service in the last three years?

- 8 **[DO NOT READ]** Prefer not to answer
- 9 **[DO NOT READ]** Don't know

Q11

Using a scale from 1 to 10, where "1" is "not important at all" and "10" is "very important," how important is hearing about successes or improvements in the services that The City provides to you?

- 1 1 = Not at all important
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 8
- 9 9
- 10 10 = Very important
- 11 **[DO NOT READ]** Don't know
- 12 **[DO NOT READ]** Prefer not to answer

Q12

Please tell me whether you agree or disagree with each of the following statements about City of Calgary services, using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree". The first one is:

1. The City of Calgary delivers programs and services that help improve the quality of life for all Calgarians *
2. I believe The City is innovative and forward-thinking in how it provides programs and services to Calgarians *
3. The City of Calgary delivers programs and services that remove barriers to participation for Calgarians who need it the most *
4. The City works to continuously modernize and update the programs and services it provides to Calgarians in a valuable way *

*Levels marked with * are randomized*

- 1 1 = Completely disagree
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 8
- 9 9
- 10 10 = Completely agree
- 11 **[DO NOT READ]** Don't know
- 12 **[DO NOT READ]** Prefer not to answer



Questionnaire (continued)

Q13

Thinking about the way you get information from The City, what is your one main source of information about services, service successes, and service improvements?

DO NOT READ LIST.

If respondent mentions more than one information source, probe for their most main one.

- 1 Calgary.ca (The City's website)
- 2 Social media (e.g., Facebook, Instagram, Twitter, Reddit)
- 3 Other online sources (excluding social media or Calgary.ca)
- 4 Radio
- 5 TV
- 6 Print/newspaper
- 7 Word of mouth
- 8 City of Calgary Reports
- 9 Other (please specify) _____
- 10 Don't get information about service updates, service successes, and service improvements
- 11 **[DO NOT READ]** Don't know
- 12 **[DO NOT READ]** Prefer not to answer

Q14a

(If Do Not Get Information From The City (Q13 = 10)) Would you like to get information from The City about services, service successes, and service improvements?

(if Default) Would you prefer to get information from The City about services, service successes, and service improvements in a different way from the main way you get it now?

- 1 Yes
- 2 No
- 9 **[DO NOT READ]** Don't know
- 10 **[DO NOT READ]** Prefer not to answer

Q14b *Show if Would Like Different Way (Q14a = 1)*

What one way would you prefer to get information from The City about services, service successes, and service improvements?

DO NOT READ LIST.

If respondent mentions more than one information source, probe for their most main one.

- 1 Calgary.ca (The City's website)
- 2 Social media (e.g., Facebook, Instagram, Twitter, Reddit)
- 3 Other online sources (excluding social media or Calgary.ca)
- 4 Radio
- 5 TV
- 6 Print/newspaper
- 7 Word of mouth
- 8 City of Calgary Reports
- 9 Other (please specify) _____
- 10 Don't want to get information about service updates, service successes, and service improvements
- 11 **[DO NOT READ]** Don't know
- 12 **[DO NOT READ]** Prefer not to answer



Questionnaire (continued)

Q29 Show if Want to get information (Q14b, i= 10)

Which, if any, of the following types of successes or improvements in delivering City of Calgary programs and services are most important for you to hear about?

READ LIST; SELECT ALL MENTIONED.

(Show if Web) Select all that apply

- 1 Changes that improve the quality of life for all Calgarians *
- 2 Innovative changes in how programs and services are provided *
- 3 Changes that remove barriers to participation for Calgarians who need it the most *
- 4 Changes to modernize programs and services *
- 5 **[DO NOT READ]** None of the above *(Exclusive)*
- 6 **[DO NOT READ]** Don't know *(Exclusive)*
- 7 **[DO NOT READ]** Prefer not to answer *(Exclusive)*

*Levels marked with * are randomized*

TAXES & TAX SPEND QUESTION

Q15

Property tax dollars are divided between The City and the Province. In Calgary, approximately two-thirds of residential property tax payment goes to The City to fund municipal services.

Considering the municipal 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".

- 1 1 = Very poor value
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 8
- 9 9
- 10 10 = Very good value
- 11 **[DO NOT READ]** Don't know
- 12 **[DO NOT READ]** Prefer not to answer

Q16

Please tell me whether you agree or disagree with each of the following statements about City of Calgary taxes and services, using the same scale from 1 to 10 as before, where "1" is "completely disagree" and "10"

is "completely agree". The first one is:

1. The City is transparent and up front about how they spend taxpayer dollars *
2. When it comes to delivering programs and services to Calgarians, The City considers the needs of Calgarians in a cost-effective manner *
3. The City makes customer service a priority when it comes to delivering services *

*Levels marked with * are randomized*

- 1 1 = Completely disagree
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 8
- 9 9
- 10 10 = Completely agree
- 11 **[DO NOT READ]** Don't know
- 12 **[DO NOT READ]** Prefer not to answer

Q17

Which of the following two statements about City of Calgary taxes and municipal services do you agree with the most?

- 1 The City of Calgary invests our property taxes in a way that delivers the most value for Calgarians *
- 2 It's hard to see the value when The City increases taxes because it only increases public spending *
- 3 **[DO NOT READ]** Don't know
- 4 **[DO NOT READ]** Prefer not to answer

*Levels marked with * are randomized*



Questionnaire (continued)

RISK

Q18

The next few questions have to do with risk, which includes anything that might impact The City's ability to achieve results, for example natural disasters, social disorder and crime, economic impacts, and pandemics. Managing risk helps The City to achieve results and to effectively deliver services to Calgarians.

Please tell me how well you think The City manages risk overall using a scale from 1 to 10, where 1 is "very poorly" and 10 is "very well".

- 1 1 = Very poorly
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 8
- 9 9
- 10 10 = Very well
- 11 [\[DO NOT READ\]](#) Don't know
- 12 [\[DO NOT READ\]](#) Prefer not to answer

Q19

Do you think The City is providing enough information to Calgarians about risk and risk management?

- 1 Yes
- 2 No
- 9 [\[DO NOT READ\]](#) Don't know
- 10 [\[DO NOT READ\]](#) Prefer not to answer

Q20

When it comes to risks, which of the following are you most concerned about?

[READ LIST; SELECT ALL MENTIONED](#)

(Show if Web) Select all that apply

- 1 Infrastructure aging and deterioration *
- 2 Inflation and financial sustainability *
- 3 Population growth and Greenhouse Gas emissions impact on making Calgary a sustainable city *
- 4 Risks to social wellbeing, like mental health, addiction, and food insecurity *
- 5 Access to affordable housing and homelessness *
- 6 Risks to service delivery such as service quality, continuity or meeting service demand *
- 7 Or something else (please specify) _____
- 8 [\[DO NOT READ\]](#) None of the above *(Exclusive)*
- 9 [\[DO NOT READ\]](#) Don't know *(Exclusive)*
- 10 [\[DO NOT READ\]](#) Prefer not to answer *(Exclusive)*

*Levels marked with * are randomized*



Questionnaire (continued)

DEMOGRAPHICS

Q21

We are almost finished. I just have a few demographic questions that will allow us to group responses and to sort the information we collect.

Do you have any children under the age of 18 living in your household?

DO NOT READ LIST

- 1 Yes
- 2 No
- 9 **[DO NOT READ]** Prefer not to answer

Q22

(If is under 65 (QS4 = 1,2,3,4,5,6)) Is there anyone aged 65 years or older living in your household?
(if is 65 plus (QS4 = 7,8)) Besides yourself, is there anyone else aged 65 years or older living in your household?

DO NOT READ LIST

- 1 Yes
- 2 No
- 9 **[DO NOT READ]** Prefer not to answer

D1a *Show if is wireless (phonetype = 2)*

Do you have a landline telephone number in your household? Note that this does not include cell phones, numbers that are only used by a computer or fax machine, or numbers used solely for business purposes.

DO NOT READ LIST

- 1 Yes
- 2 No
- 9 **[DO NOT READ]** Prefer not to answer

D1b *Show if is landline (phonetype = 1)*

Do you or does anyone in your household have a mobile or cellular telephone that you use for personal reasons?

DO NOT READ LIST

- 1 Yes
- 2 No
- 9 **[DO NOT READ]** Prefer not to answer

Q23

Do you or a member of your household have a disability?

DO NOT READ LIST

Select all that apply

- 1 Yes - myself
- 2 Yes - someone in my household
- 3 No *(Exclusive)*
- 99 **[DO NOT READ]** Prefer not to answer *(Exclusive)*

Q24

We want to make sure our research is reflective of all Calgarians. Were you born in Canada?

DO NOT READ LIST

- 1 Yes
- 2 No
- 9 **[DO NOT READ]** Prefer not to answer

Q25

Are you Indigenous, that is, First Nations, Métis, or Inuit?

MULTIPLE RESPONSES ARE ACCEPTED

- 1 Yes - First Nations
- 2 Yes - Métis
- 3 Yes - Inuit
- 4 Yes - Prefer to self-describe (specify) _____
- 5 No *(Exclusive)*
- 99 **[DO NOT READ]** Prefer not to answer *(Exclusive)*



Questionnaire (continued)

Q26 *Show if Not Indigenous (Q25_5 = 1 OR Q25_99 = 1)*

Do you consider yourself a racialized person? A racialized person means someone, other than Indigenous people, who are non-Caucasian in race or non-white in colour.

- 1 No
- 2 No
- 96 Prefer to self-describe (specify) _____
- 99 **[DO NOT READ]** Prefer not to answer

Q27a

Which of the following categories best describes the total annual income, before taxes, of all the members of your household? Please stop me when I get to your category.

READ LIST

- 1 Less than \$90,000
- 2 \$90,000 to just under \$150,000
- 3 \$150,000 and over
- 9 **[DO NOT READ]** Don't Know
- 10 **[DO NOT READ]** Prefer not to answer

Q27b *Show if Q27a Answered (Q27a = 1,2,3)*

Would that be...

READ LIST – ACCEPT RESPONSES BEFORE FINISHING LIST

- 1 Less than \$30,000 *(Show if D10a Under90k (Q27a = 1))*
- 2 \$30,000 to just under \$45,000 *(Show if D10a Under90k (Q27a = 1))*
- 3 \$45,000 to just under \$60,000 *(Show if D10a Under90k (Q27a = 1))*
- 4 \$60,000 to just under \$75,000 *(Show if D10a Under90k (Q27a = 1))*
- 5 \$75,000 to just under \$90,000 *(Show if D10a Under90k (Q27a = 1))*
- 6 \$90,000 to just under \$105,000 *(Show if D10a 90k to under 150k (Q27a = 2))*
- 7 \$105,000 to just under \$120,000 *(Show if D10a 90k to under 150k (Q27a = 2))*
- 8 \$120,000 to just under \$135,000 *(Show if D10a 90k to under 150k (Q27a = 2))*
- 9 \$135,000 to just under \$150,000 *(Show if D10a 90k to under 150k (Q27a = 2))*
- 10 \$150,000 to just under \$175,000 *(Show if D10a 150k plus (Q27a = 3))*
- 11 \$175,000 to just under \$200,000 *(Show if D10a 150k plus (Q27a = 3))*
- 12 \$200,000 to just under \$225,000 *(Show if D10a 150k plus (Q27a = 3))*
- 13 \$225,000 to just under \$250,000 *(Show if D10a 150k plus (Q27a = 3))*
- 14 \$250,000 and over *(Show if D10a 150k plus (Q27a = 3))*
- 15 **[DO NOT READ]** Don't Know
- 16 **[DO NOT READ]** Prefer not to answer

Q28

What is your gender?

DO NOT READ EXCEPT TO CLARIFY.

IF NECESSARY - Gender refers to the gender that a person internally feels and/or the gender a person publicly expresses in their daily life, including at work, while shopping, or accessing other services, in their home or in the broader community.

- 1 Male
- 2 Female
- 96 Prefer to self-describe (specify): _____
- 99 **[DO NOT READ]** Prefer not to answer

F1a

Finally, The City of Calgary regularly engages with citizens about municipal matters. Would you be interested in participating in future City research? Your contact information will be shared with The City of Calgary for research purposes only. Names and contact details will never be attached to your responses to this survey.

- 1 Yes
- 2 No
- 3 **[DO NOT READ]** Don't know

F1b *Show if F1a Yes (F1a = 1)*

Could I please have an email address where we can contact you?

Read back email address phonetically to confirm.

-8 Prefer not to answer

F1c *Show if F1a Yes (F1a = 1)*

Could I please have your first and last name, and confirm your telephone number?

If respondent indicates "this number is fine" please enter the phone number associated to this call.

First name: _____

Last name: _____

Telephone number: _____

-8 Prefer not to answer



Questionnaire (continued)

end1

This completes the survey. Thank you very much for taking the time to provide your input.



Contact

The Corporate Research Team
Customer Service and Communications
The City of Calgary
research@calgary.ca