



## Backgrounder: 2016 Citizen Satisfaction Survey

Since 1997, The City has conducted an annual Citizen Satisfaction Survey. It is one way The City can:

- understand and respond to Calgarians' changing needs and expectations on a variety of aspects, including their satisfaction with The City's programs and services;
- inform budget discussions and decision making;
- allow for comparisons against previous years' findings; and
- benchmark against established municipal norms from other Canadian municipalities.

**Methodology:** A telephone survey was conducted by Ipsos Public Affairs between Aug. 18 and Sept. 6. with 2,500 randomly selected Calgarians aged 18 years and older. Both landline (70 per cent) and cell phone (30 per cent) samples were collected. The margin of error is  $\pm 2.0$  percentage points, 19 times out of 20.

## 2016 Citizen Satisfaction Key Findings

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### Quality of Life

- Perceptions about the quality of life in Calgary remain strong, with 83 percent saying quality of life is good. However, 37 per cent of Calgarians say quality of life in Calgary has 'worsened' in the past three years, a 12 percentage point increase from 2015.
- Agreement that 'Calgary is a great place to make a living' is down from 80 per cent last year to 65 per cent in 2016, falling 25 points over the past three years (90 per cent in 2013).

### Issue Agenda

- "Infrastructure, traffic and roads" remains at the top of the issue agenda (35 per cent), though it's decreasing in prominence; "transit" continues to hold second place (21 per cent); and "crime, safety and policing" is a solid third (15 per cent).

### City Programs and Services

- Overall satisfaction with the level and quality of City services and programs remains high (79 per cent).
- Two-thirds (65 per cent) or more of Calgarians are satisfied with each of the 34 programs and services assessed in the survey, with satisfaction 90 per cent or higher for 17 of 34 programs and services.

### Value for Money

- Perceived value of property tax dollars remains steady; however, the tolerance for tax increases is noticeably down. Forty-six per cent of Calgarians support cutting services to maintain or reduce taxes, a 10 point increase from 2015.

### Environment

- The City continues to perform well on the environmental front with 91 per cent of Calgarians satisfied with City environmental programs and 97 per cent agreeing the overall state of the environment in Calgary today is good.

### Other

- The survey findings and infographic are available on [calgary.ca/citsat](http://calgary.ca/citsat).