

Backgrounder: 2017 Citizen Satisfaction Survey

Citizen Satisfaction Survey: Pre-Election	Citizen Satisfaction Survey: Post-Election
<p>Since 1997, The City has conducted an annual Citizen Satisfaction Survey from August to September. It is one way The City can:</p> <ul style="list-style-type: none"> • 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. 	<p>New for 2017, The City surveyed Calgarians following the election using an abbreviated version of the Citizen Satisfaction Survey to validate some of the key results. Results of this survey are included in the overall 2017 Citizen Satisfaction Survey report.</p>
<p>Methodology: A telephone survey was conducted by Ipsos Public Affairs between Aug. 16 and Sept. 10 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 ± 2.0 percentage points, 19 times out of 20.</p> <p>Final data were weighted to ensure the overall sample’s quadrant, ward, and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2016 Municipal and Federal Census data.</p>	<p>Methodology: A telephone survey was conducted by Ipsos Public Affairs from Nov. 1 – 23 with 1,500 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 ± 2.5 percentage points, 19 times out of 20.</p> <p>Final data were weighted to ensure the overall sample’s quadrant, ward, and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2016 Municipal and Federal Census data.</p>

2017 Citizen Satisfaction Key Findings

Quality of Life

Perceptions about the quality of life in Calgary remain strong, and declining quality of life metrics have now stabilized:

- Just over eight-in-ten (85 per cent) Calgarians say the quality of life in Calgary is good, statistically consistent with 2016 results (83 per cent).
- Almost one-half (45 per cent) say the quality of life in Calgary has ‘stayed the same’ in the past three years, while two-in-ten (20 per cent) say it has ‘improved’ (up 2 percentage points from 2016).
 - Although thirty-five per cent of Calgarians say the quality of life in Calgary has ‘worsened’ in the past three years, this metric has stabilized following a 17 percentage point increase from 2014 (20 per cent) to 2016 (37 per cent).
- Agreement that ‘Calgary is a great place to make a living’ remains moderate but stable. In 2017, almost seven-in-ten (68%) Calgarians agree with the statement – consistent with 65% in 2016.

Issue Agenda

- Infrastructure, traffic and roads remains at the top of the issue agenda (35 per cent), consistent with 2016; transit continues to hold second place (19 per cent); and crime, safety and policing is a solid third (13 per cent).
- Six per cent of Calgarians now say the economy is an important issue, a statistically significant three percentage point decrease from 2016.

City Programs and Services

- Overall satisfaction with the level and quality of City services and programs remains high (79 per cent), identical to 2016 findings.
- More than six-in-ten Calgarians are satisfied with each of the 34 programs and services assessed in the survey, with satisfaction 90 per cent or higher for 16 of 34 programs and services and 80 per cent or higher for another 12.
- 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.
- A six percentage point gain for satisfaction with property tax assessment (79% in 2017 vs. 73% in 2016), recovering from a 10 point drop between 2015 (83%) and 2016 (73%).

Value for Money

Perceived value of property tax dollars continues a downward trend, and Calgarians remain split in their preferences for tax increases versus service cuts:

- 60 per cent of Calgarians say The City provides good value for their property tax dollars (statistically unchanged from 2016), but remain split in their preference for tax increases (50 per cent in support of) versus service cuts (45 per cent in support of).
- When asked which of four options citizens would like The City to pursue:
 - 29 per cent: 'cut services to maintain current tax level' (down 3 points from 2016).
 - 17 per cent: 'cut services to reduce taxes' (up 3 points from 2016).
 - 28 per cent: 'increase taxes to maintain services' (down 2 points from 2016).
 - 21 per cent: 'increase taxes to expand services' (up 2 points from 2016).

Environment

The City continues to perform well on the environmental front and sees a gain with regard to environmental programs and services:

- 94 per cent of Calgarians say the overall state of the environment in Calgary today is good.
- Satisfaction with The City's environmental performance remains high at 91 per cent (consistent with 2016), with very satisfied ratings (38 per cent) continuing an upwards trend (statistically consistent with 36% in 2016, but up 6 percentage points from 32% in 2015).

Customer service

Perceptions about The City's customer service delivery holds strong:

- 78 per cent of those who contacted or dealt with The City in the past 12 months are satisfied with the overall level and quality of customer service received, and 84 per cent satisfied with their most recent contact.

Other

- The survey findings and infographic are available on calgary.ca/citsat.