

Calgary



# 2024 Spring Research Results

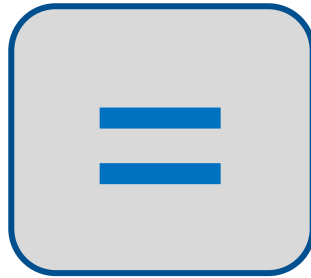
2024 May 28



# Recommendation

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

Calgary remains on par or higher for the majority of measures in national municipal benchmarking.



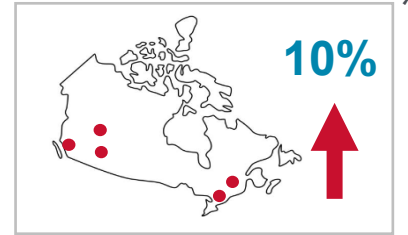
While Calgarians continue to seek consistent service delivery and value, many also question the value they receive for their tax dollar.

While Calgarians' trust has waned slightly, a majority remain generally satisfied with the way The City is being run.

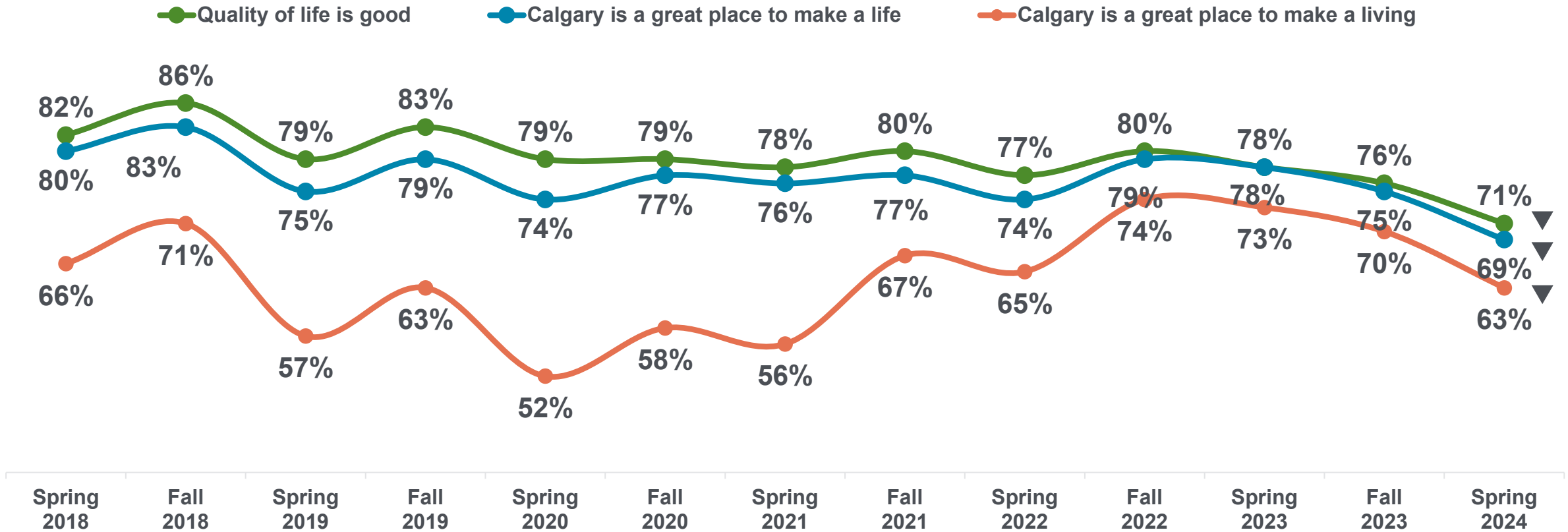


Calgarians are growing more concerned about quality of life and the future of Calgary.

# Highlights: Quality of life



## Quality of Life Measures % Agree



# Most important issues for Calgarians

Change  
Fall 2023-Spring 2024



**29%** Infrastructure, traffic and roads

**+1%**



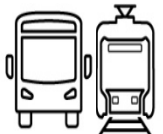
**24%** Homelessness, poverty and affordable housing

**-7%▼**



**22%** Crime, safety and policing

**-5%▼**



**17%** Transit

**+2%▲**



**16%** Economy

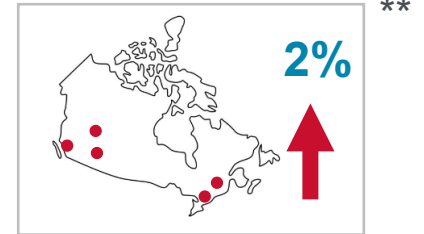
**+5%▲**

## Community safety and wellbeing

While most Calgarians believe Calgary is safe overall, only a minority believe crime in their neighbourhoods has increased.

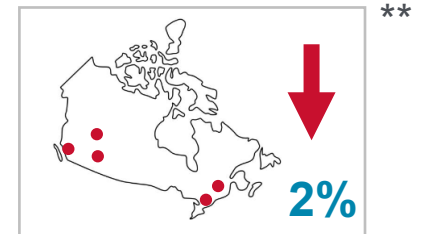
73%

Think Calgary is **safe** overall\*.



54%

The City is doing a good job of **addressing safety issues** in Calgary\*



41%

**Crime** in my neighbourhood during the past three years has **increased**\*

\*Source: 2024 Perspectives on Calgary: Safety Survey

\*\*Source: 2023 National Municipal Benchmarking



## Housing

**While a majority see both housing affordability and affordable housing as issues, around two-thirds believe rezoning will make it easier for Calgarians to live in communities that meet their needs.**

**92%**

Agree **housing affordability** (the amount a household pays for housing in relation to their total income) **is an issue\***

**85%**

Agree the availability of **affordable housing** (housing projects that are often subsidized by government or other agencies) **is an issue\***

**64%**

Agree rezoning will make it easier for Calgarians to live in **communities** that meet their **needs\***

\*Source: 2024 Perspectives on Calgary: Housing & Rezoning Survey



## Downtown

While around one-half say downtown is a desirable destination for leisure time, they acknowledge a primary motivation to go downtown is to be entertained though many cite safety concerns as a barrier.

53%

Rate downtown as a **desirable** destination for their leisure time\*

86%

Say the reason they would choose to go downtown is to **be entertained and have fun**\*

82%

Agree the Event Centre will improve **vibrancy** in the area\*\*

58%

Say **safety concerns** influence their decision to visit downtown\*

\*Source: 2023 Perspectives on Calgary Survey: Downtown

\*\*Source: 2024 Perspectives on Calgary Survey: Omnibus



## Climate

**Many agree climate change is real, that its effects will do some harm to them, and that The City should do more.**

**67%**

**Agree** the effects of climate change will harm them personally at some point in their lifetime.

**66%**

**Agree** climate change is a real issue that is affecting the quality of life of Calgarians every day.

**62%**

**Agree** The City should do more in the fight against climate change

## Climate, continued

**Majority agree the quality of Calgary's environment is good and, while satisfied with the job The City is doing to protect the environment, would like to see more action.**



**92%▼**

**Agree** the quality of Calgary's environment (air, water and land) is 'very good' or 'good'



**81%▼**

**Satisfied** with the job The City is currently doing to protect the environment



**71%▼**

**Satisfied** with The City's programs & services aimed at helping Calgarians reduce their environmental impact



## Transit

**While a solid majority are satisfied overall with bus and CTrain service, only one-half feel safe on the CTrain**

**74%**

Users feel a **sense of safety and security** when riding on Calgary Transit buses.\*

**72%**

**Users satisfied** overall with Calgary Transit CTrain service.\*

**69%**

**Riders satisfied** overall with Calgary Transit bus service.\*

**57%**

Users feel a **sense of safety and security** when riding on Calgary Transit Ctrain.\*

\*Source: 2024 Q1 Transit Tracking Survey





## Social Equity

**While a majority agree The City fosters an environment that is inclusive and equally accessible, less than one-half agree it delivers programs and services that remove barriers.**

**62%** **Agree** The City fosters a city that is inclusive and accepting of all.

**54%** **Agree** The City strives to create a city that is equally accessible for all Calgarians, no matter their physical ability.

**46%** **Agree** The City delivers programs and services that remove barriers to participation for Calgarians who need it the most.



## Event Centre

**A majority agree the Event Centre will be good for Calgary's local economy and sports teams, while drawing more entertainment opportunities to the city.**

**85%** Agree the Event Centre will be good for Calgary's **tourism industry**

**82%** Agree the Event Centre will be good for Calgary's **local businesses**

**86%** Agree the Event Centre will be good for Calgary's **sports teams**

**86%** Agree the Event Centre will draw more **entertainment opportunities** to Calgary

\*Source: 2024 Perspectives on Calgary: Issues Survey

## Perception of the Economy

**Around one-half rate Calgary's economy as 'good,' and agree we are attracting enough investment from outside the province.**

- 48%** Rate the **current economic situation** in Calgary as 'good.'
- 49%** **Confident** The City will work with businesses and other levels of government to find the best solutions to help our city through this economic recovery
- 47%** **Agree** Calgary is attracting enough investment from outside the province to help our economy
- 41%** **Agree** The City is taking appropriate measures to help our city through this economic recovery.

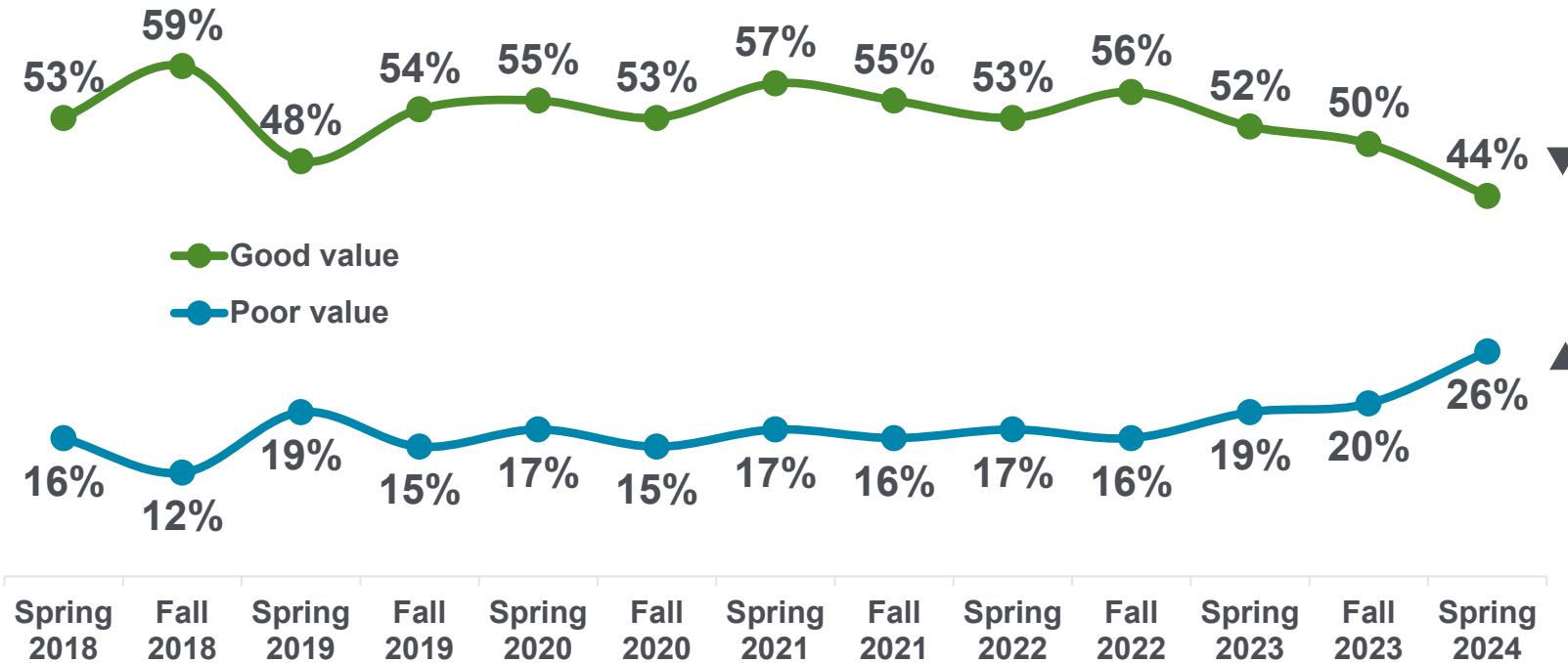
\*Source: 2024 Economic Perspectives Wave 1



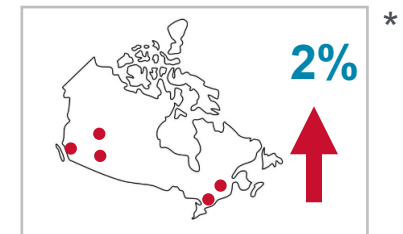
# Value for taxes

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

## Perceived value of taxes



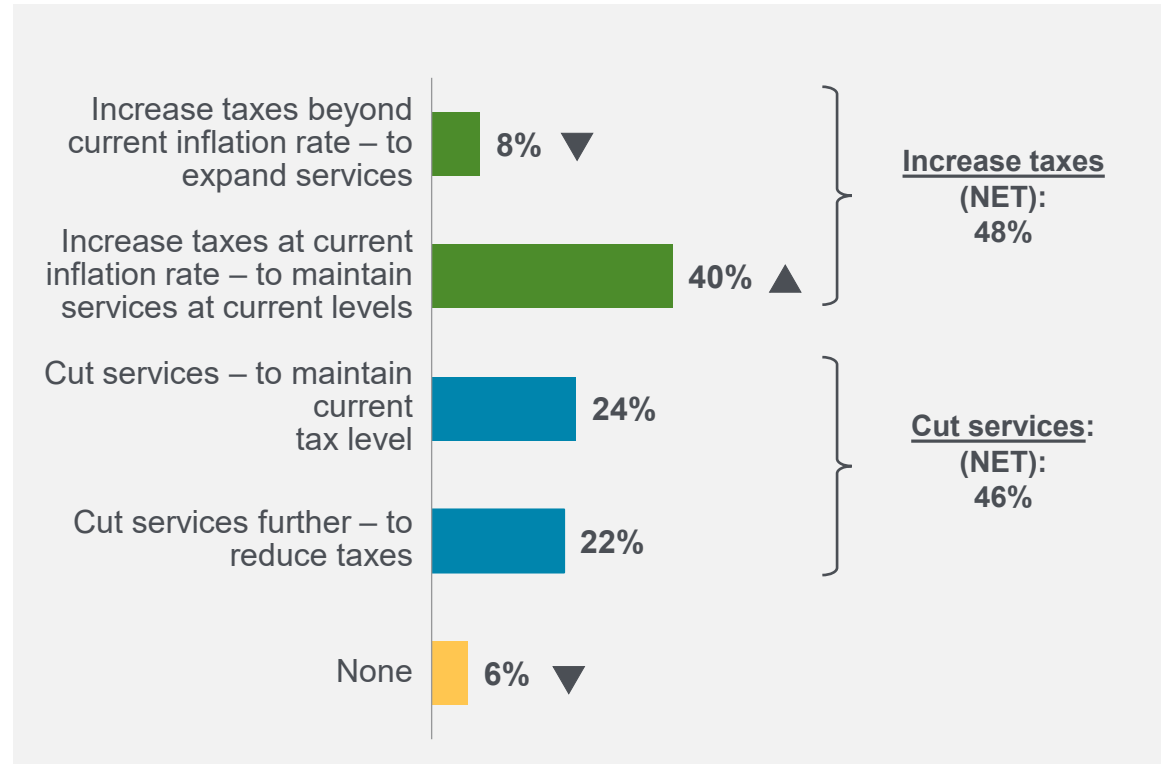
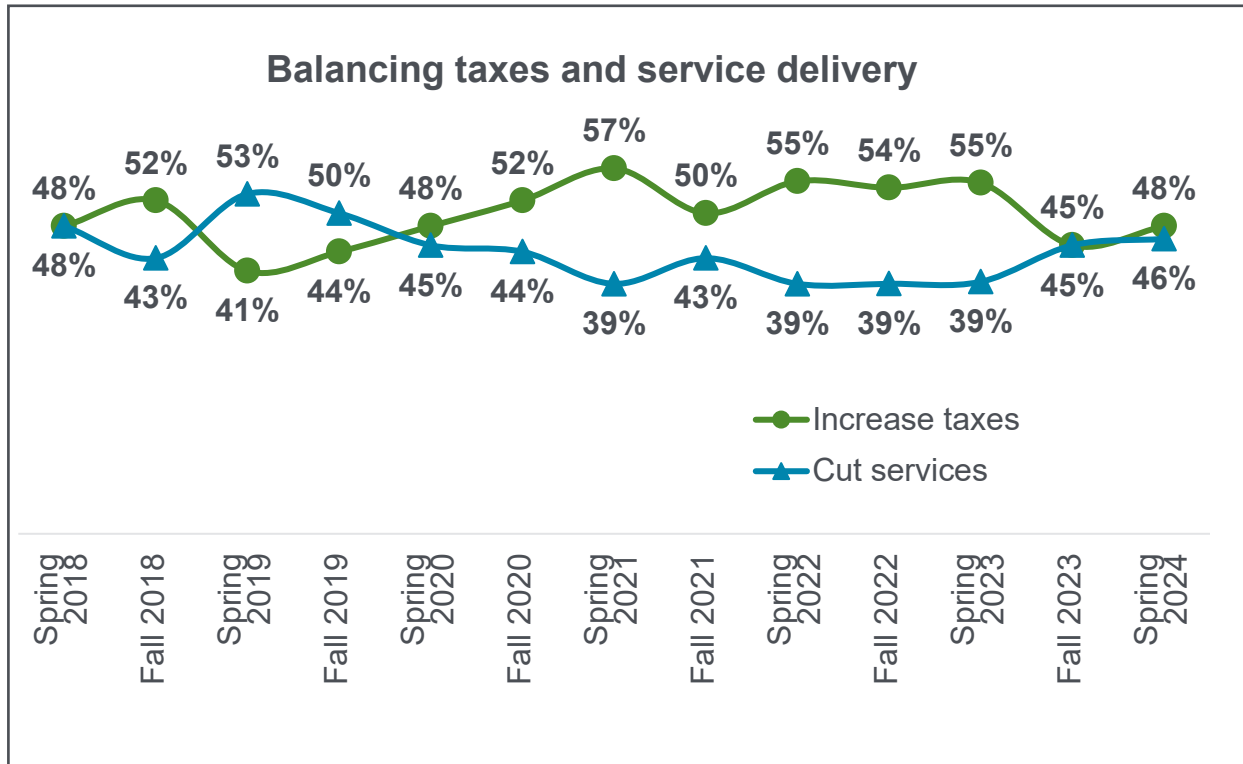
Calgary's perceived value for taxes is 2% higher than the average of other major municipalities\*



\* 2023 Municipal Benchmarking Survey

# Balancing taxes

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





# Perception of services

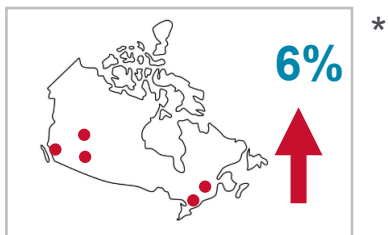
Overall satisfaction with services has slipped as have perceptions of customer service

## Overall satisfaction with services



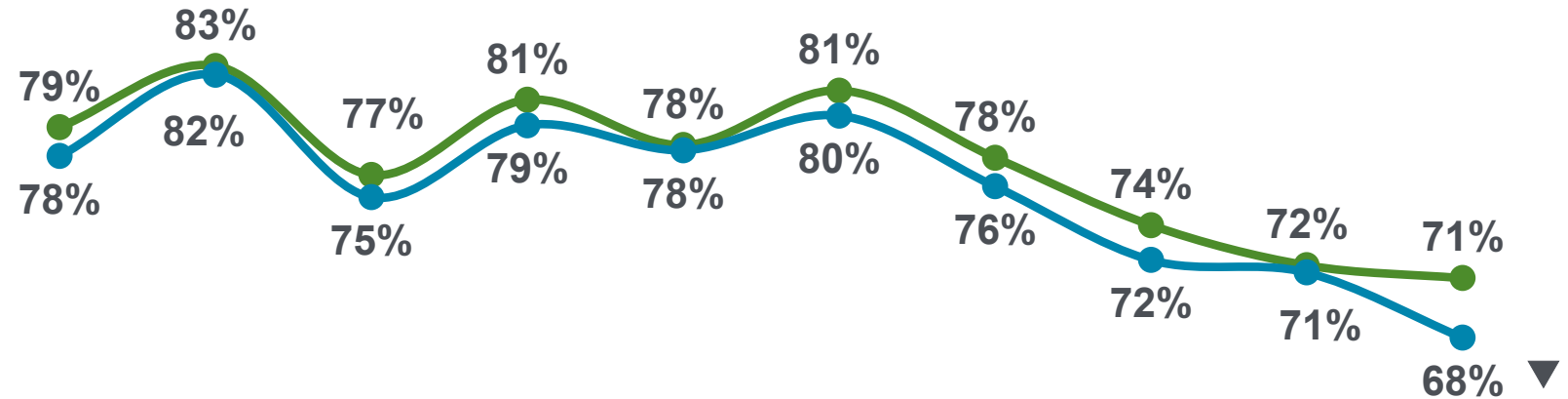
63%

% satisfied with overall level and quality of services and programs provided by The City



\*

## Customer service

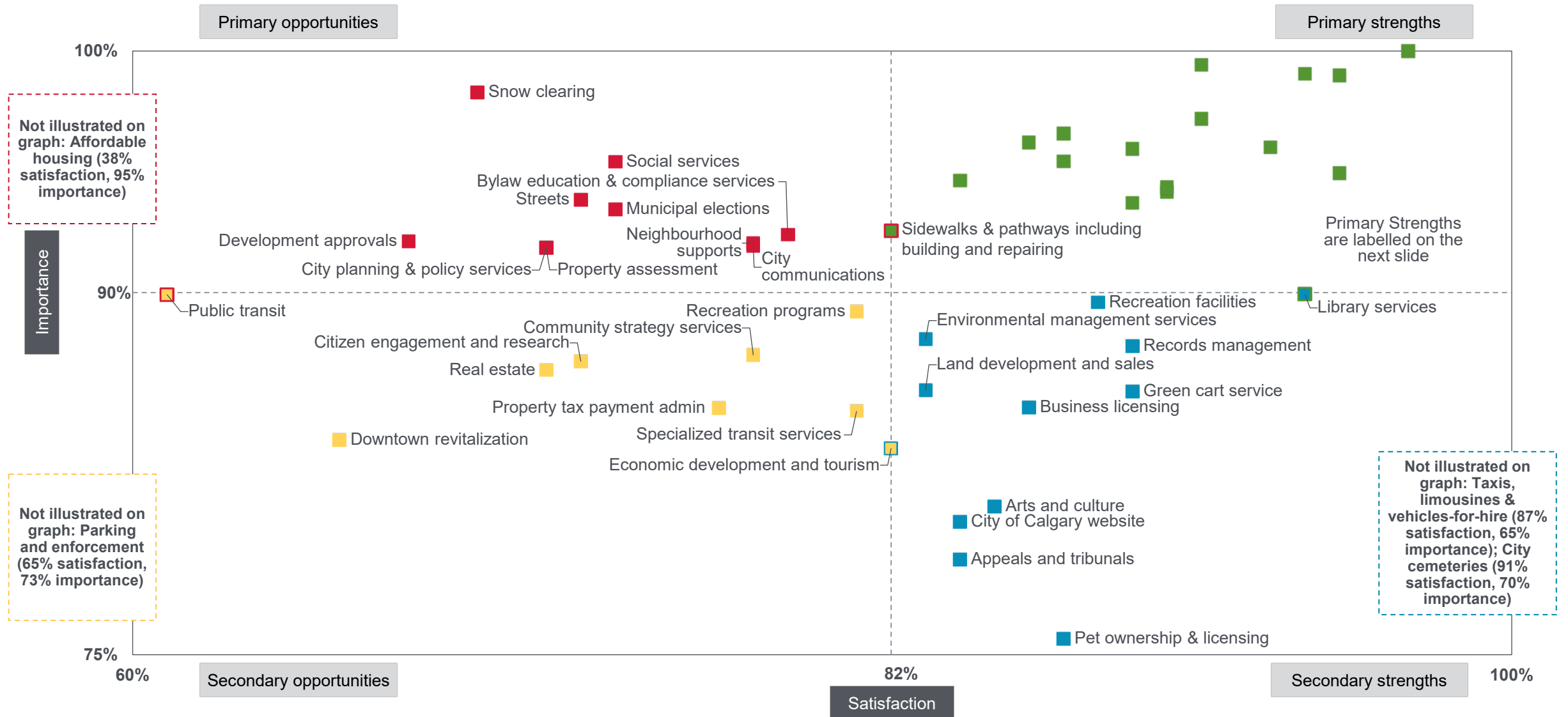


— The quality of customer service from The City is consistently high

— The City of Calgary makes customer service a priority

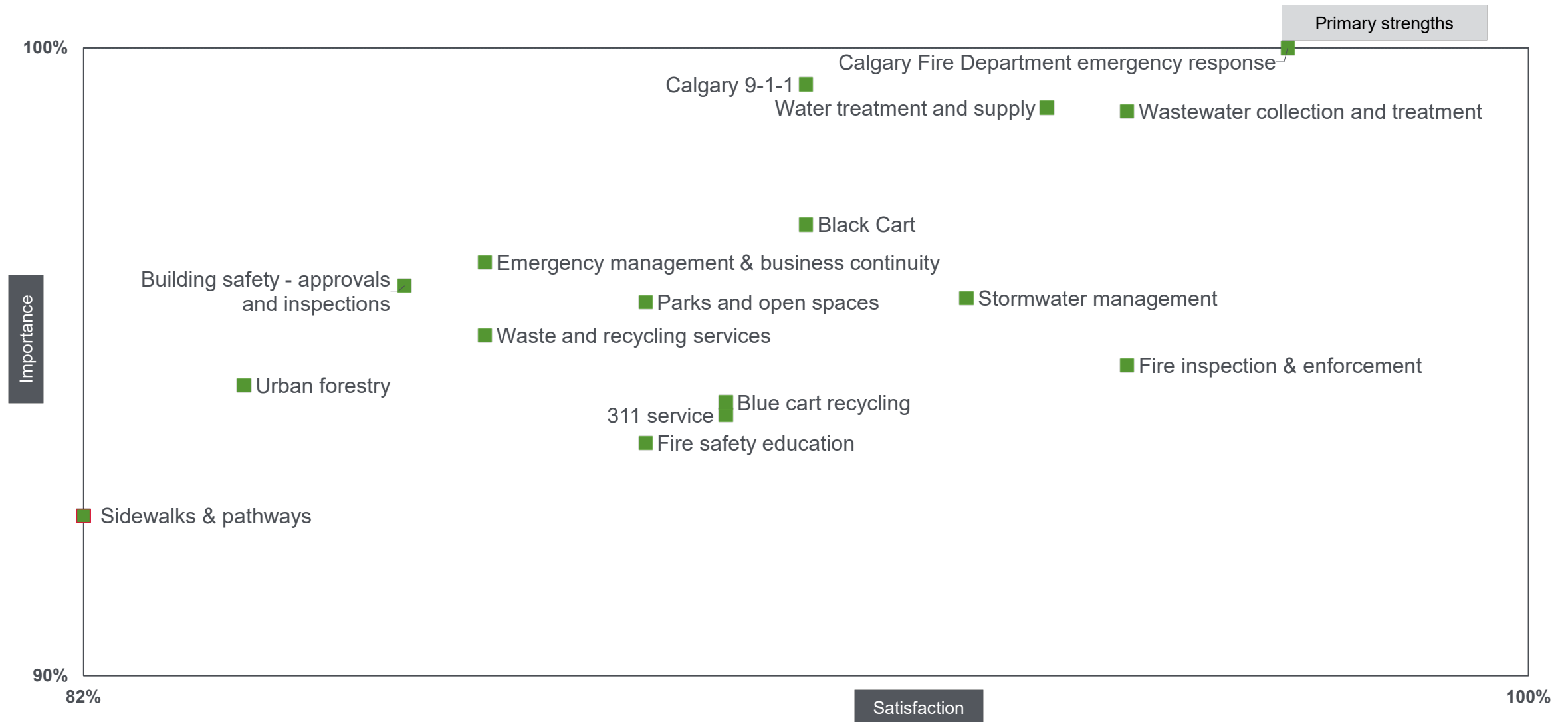
\* 2023 Municipal Benchmarking Survey

# Importance vs. satisfaction grid





# Importance vs. satisfaction grid: primary strengths



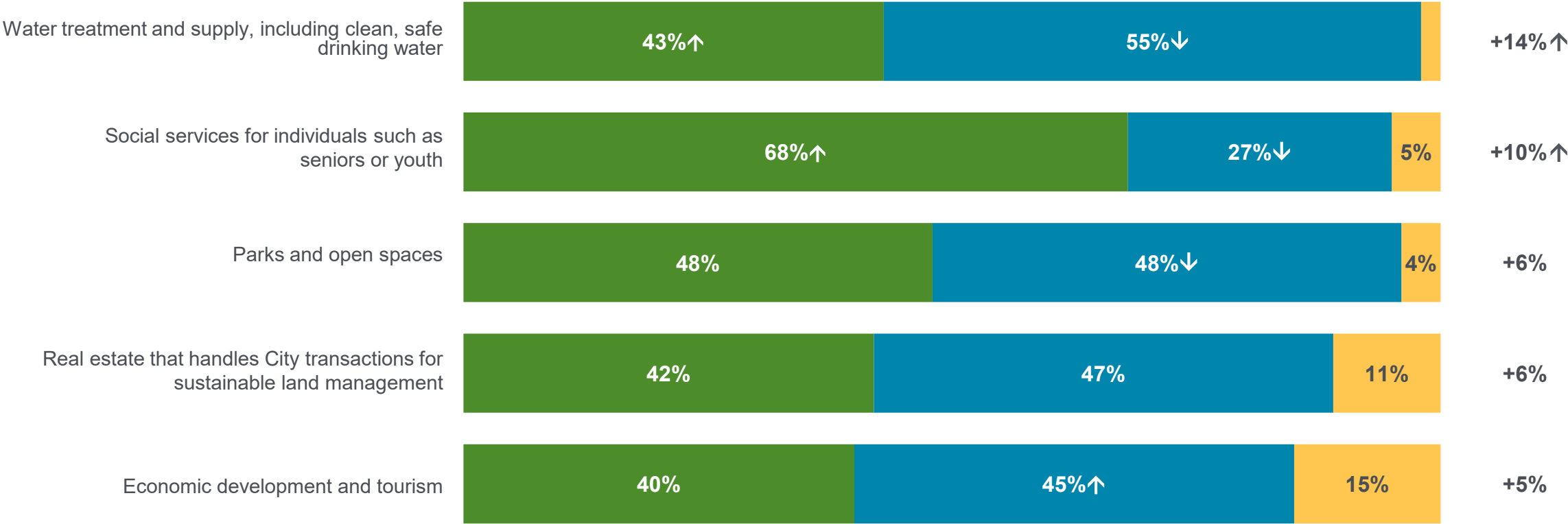


# Investment in City programs and services

## Invest more increases: Spring 2023 – 2024

More Same Less

Invest More Change  
Spring 2024 – Spring 2023



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

Data labels <3% are not shown

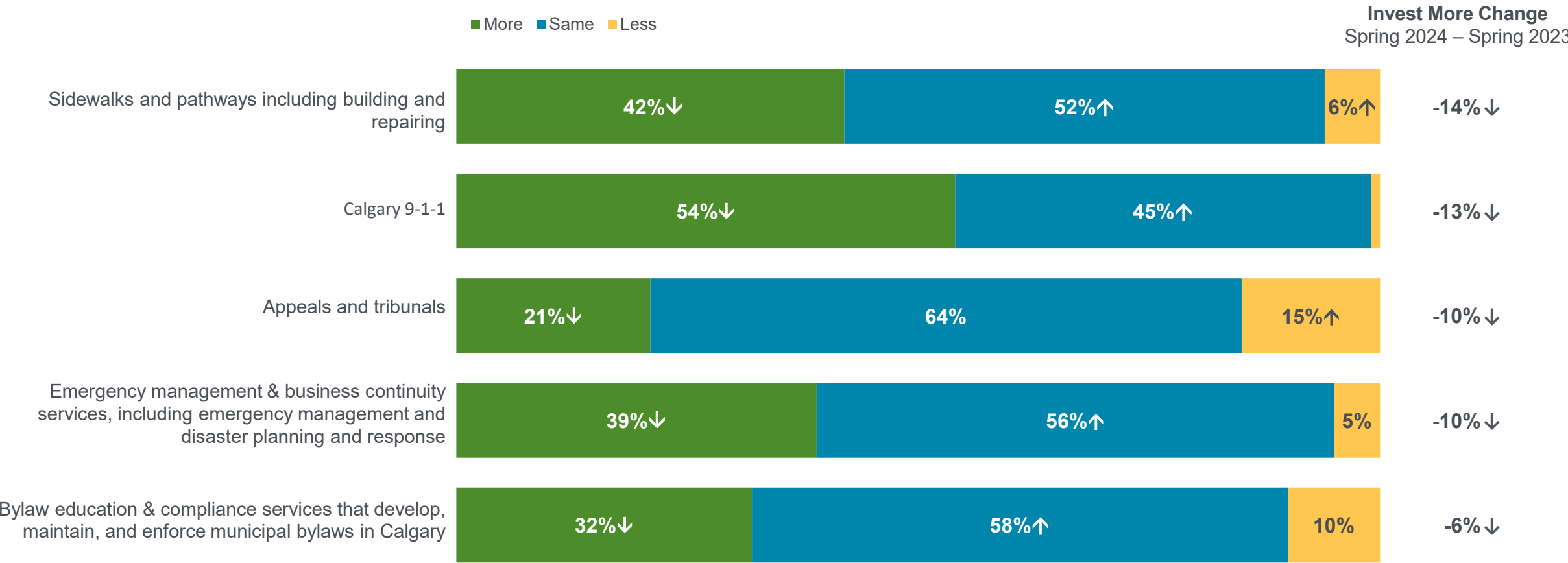
↑/↓ Statistically higher/lower than spring 2023





# Investment in City programs and services

## Invest more decreases: 2023 – 2024



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

Data labels <3% are not shown

↑/↓ Statistically higher/lower than spring 2023

# Trust and City performance

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

## Trust in The City



38% ▼

(trust a great deal + somewhat)



## % Agree

59%

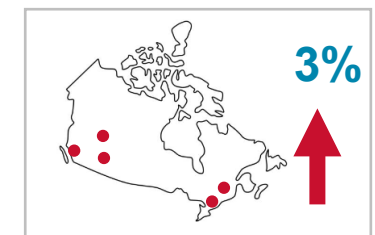
Satisfied with the way The City of Calgary's municipal government, including Council and Administration, is going about running our city

48%

The City of Calgary manages its spending in a responsible way that reflects the needs and priorities of Calgarians

61%

The City of Calgary practices open and accessible government



\* 2023 Municipal Benchmarking Survey



# Future outlook

Calgarians continue to feel uncertain about the city's future

% Agree

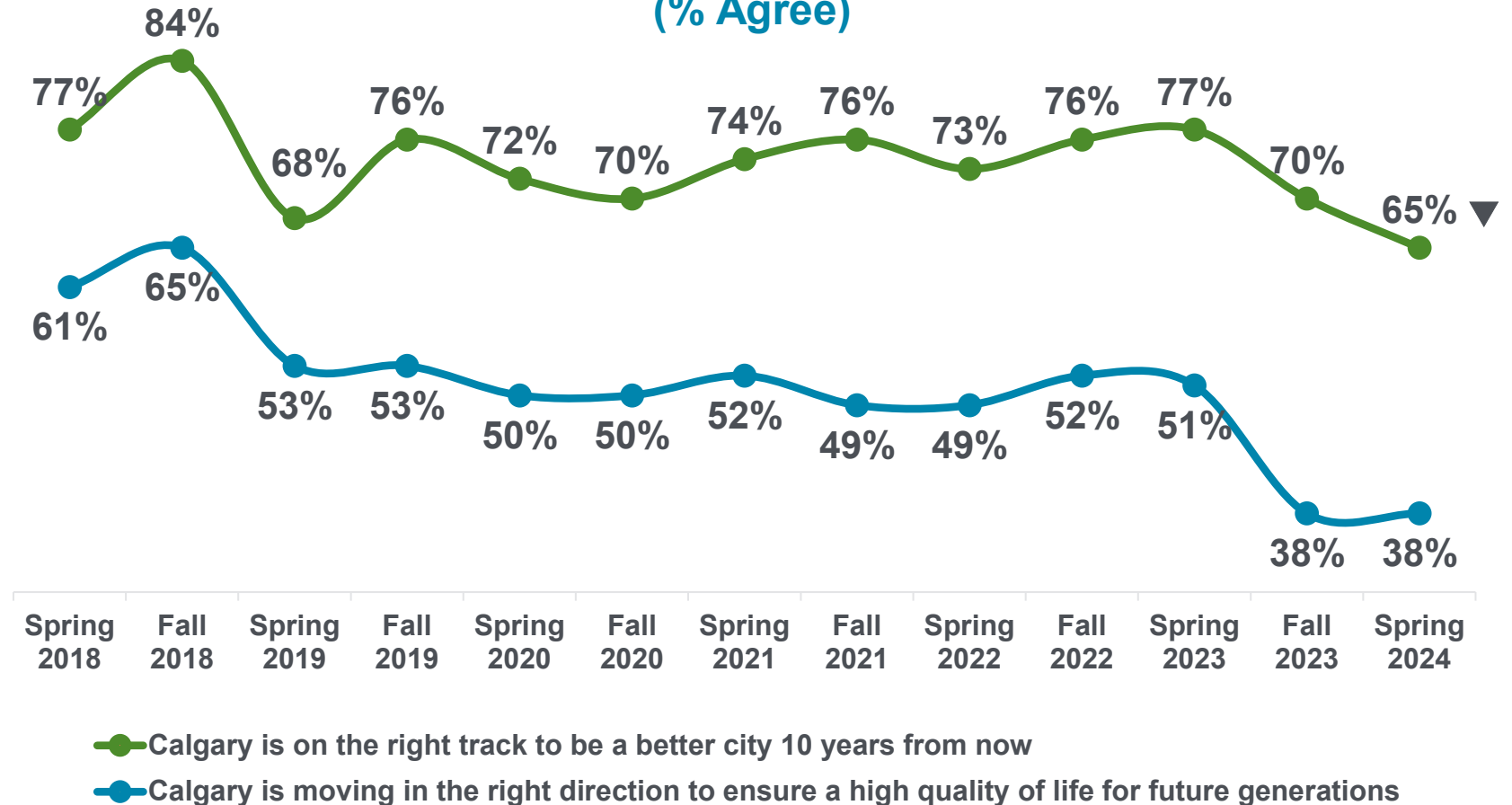
16%

Economy in Calgary will be stronger in the next six months\*

58%

City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary

## Future of Calgary (% Agree)



# Recommendation

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





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

For further information, please contact:  
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