



Digital and Online Services Research

REPORT: March 2018

Prepared for The City of Calgary by:



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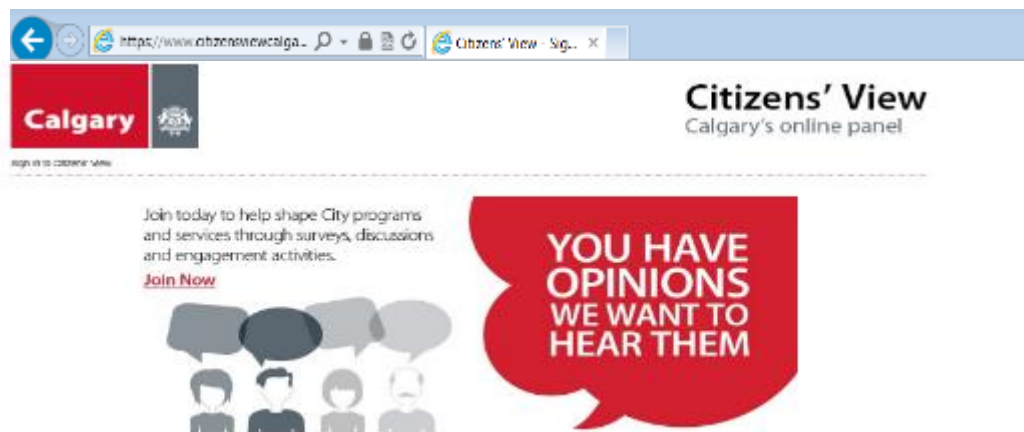
Methodology

Ipsos conducted an online survey with Citizens' View panelists.

Citizens' View is an online panel that encourages citizens to participate in shaping City of Calgary programs and services through surveys, discussions and engagement activities.

The survey was launched on January 30 to 3,293 panelists and closed on February 6, 2018. A total of 984 panelists completed the survey and an additional 186 panelists started the survey but did not complete it. Results in this report are based on all valid responses from participants who completed the entire survey.

The following findings are exploratory as a result of the make up of panelists currently on the Citizens' View panel. The results should be regarded as directional and should not be projected to the larger population without further research with a representative sample of citizens.





Key Findings

Awareness and Usage of Digital Offerings

- High levels of awareness and usage of Calgary.ca are evident among online panelists. Nearly all (96%) panelists are aware of the site and around three-quarters have used it in the past six months. Usage of the transit website (42% have used in the past 6 months) and 311 website (31%) is also high.
- The City of Calgary has also developed healthy awareness and usage levels for its apps. Around one-quarter of panelists have used the Garbage and Recycling Days App, the Calgary Transit App and the 311 Calgary App in the past six months.
- Nearly one-half of panelists have used City of Calgary social media during that time frame, with 26% using The City on Facebook and 18% The City on Twitter.
- Perceptions of Calgary.ca tend to be positive, particularly for Calgary.ca. Findability may be an issue for some users of Calgary.ca. Most panelists who answered the question state that they would be unlikely to use social media to communicate with The City. This is likely due to greater familiarity with websites than social media and apps. The latter two sources have not penetrated usage to the same extent as websites.

City of Calgary Information

- Eight-in-ten panelists have needed to find City of Calgary information in the past six months, and nearly all of those who did so (96%) have used online sources of information.
- Even among these online panelists (who may be above-average in their usage of online sources), there is a segment who does not prefer online sources of information, or just don't think to look there. There is also a minority who make negative comments about Calgary.ca. Findability is a key complaint, and it is notable that there is a contingent that prefers to use a search engine like Google rather than going directly to Calgary.ca.

Making Payments to The City of Calgary

- Three-quarters of panelists have made payments to the City of Calgary in the past year. Among these, one-half have made online payments.
- As with usage of digital offerings, there is a segment of panelists who just don't think of making online payments, and a few who hold negative opinions about Calgary.ca.
- Uptake of payments on Calgary.ca is quite high for parking tickets and animal licenses. It is much lower for paying property taxes since many panelists pay using an automatic withdrawal or the TIPP system.
- Confidence in safety and security of transactions and information is an issue for many panelists. Panelists trust their banking website to a much greater degree than they do Calgary.ca. However, the ratings of confidence in Calgary.ca are similar to those for Paypal, Amazon and the AMA.ab.ca.

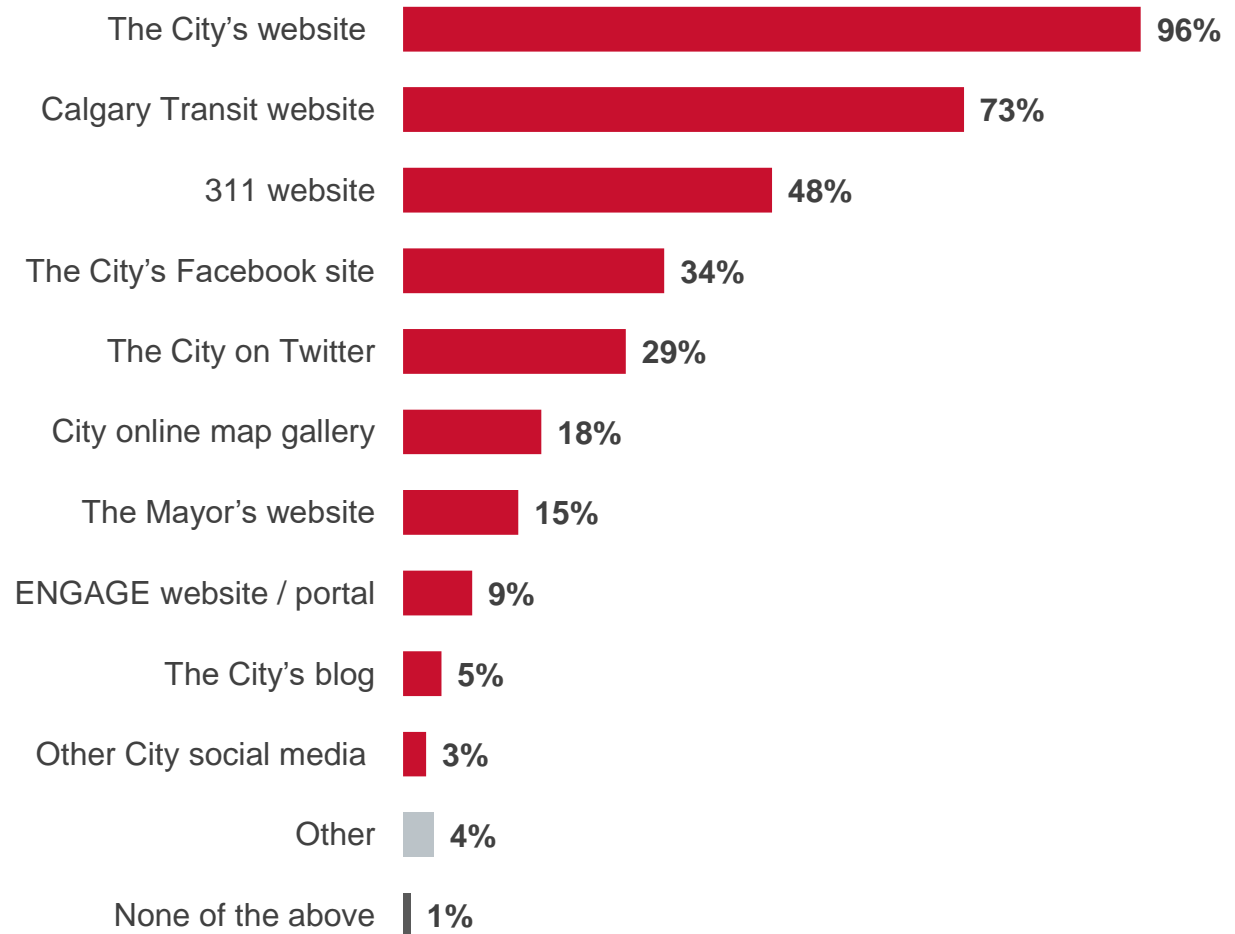
Uptake of Online Services

- Two-thirds of those who have used a City of Calgary service in the past year did so online. Job applications and recycling services are particularly likely to have been accessed at Calgary.ca.



Awareness and Usage of Websites, Apps and Social Media

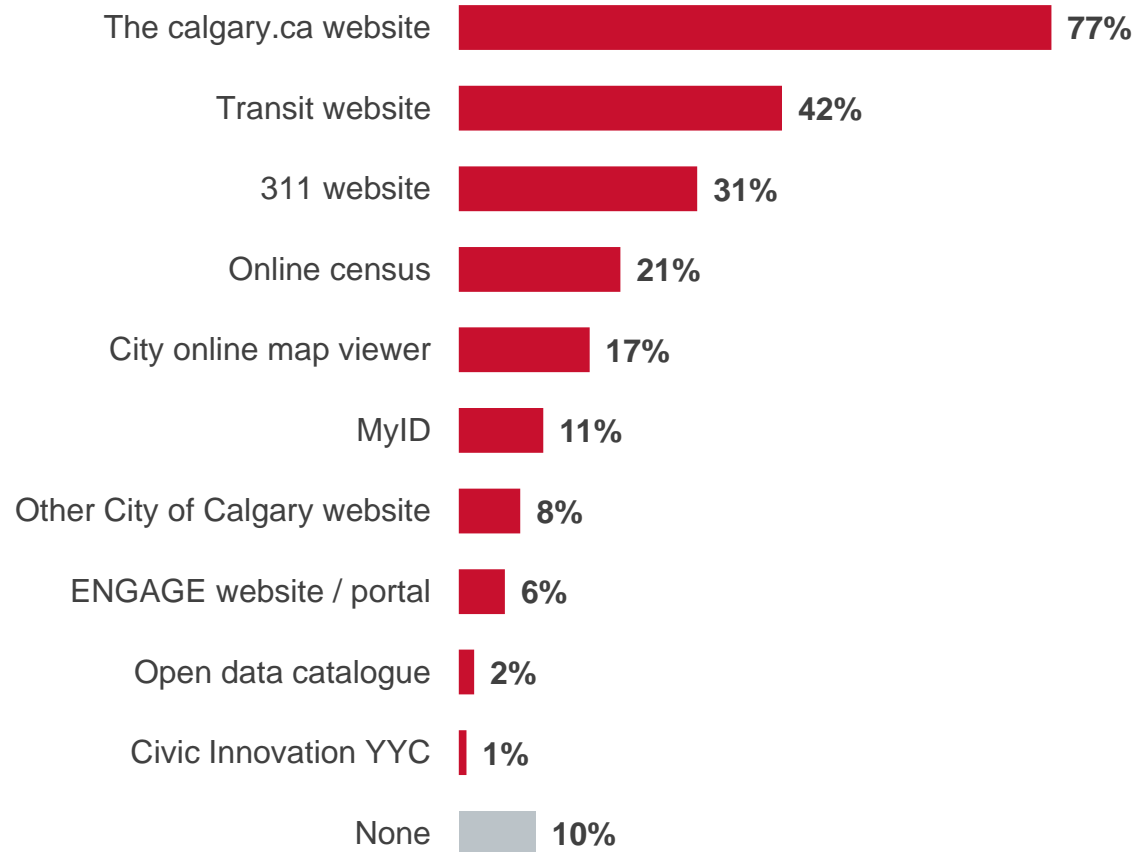
Awareness of City of Calgary's Websites



Q1. Which City of Calgary websites are you aware of? (Please select all that apply)

Base: Total respondents (n=984)

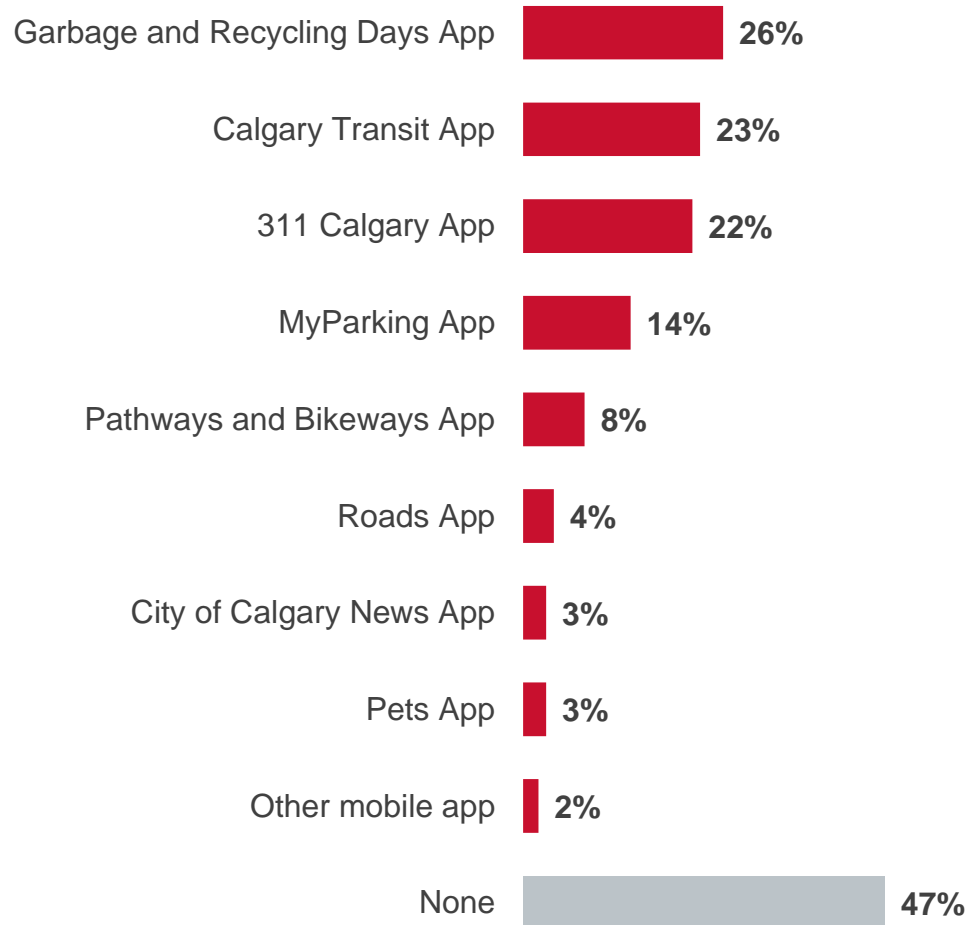
City of Calgary Websites Used in Past Six Months



Q2. Which of the following City of Calgary websites have you used in the past six months? (Please select all that apply)

Base: Total respondents (n=984)

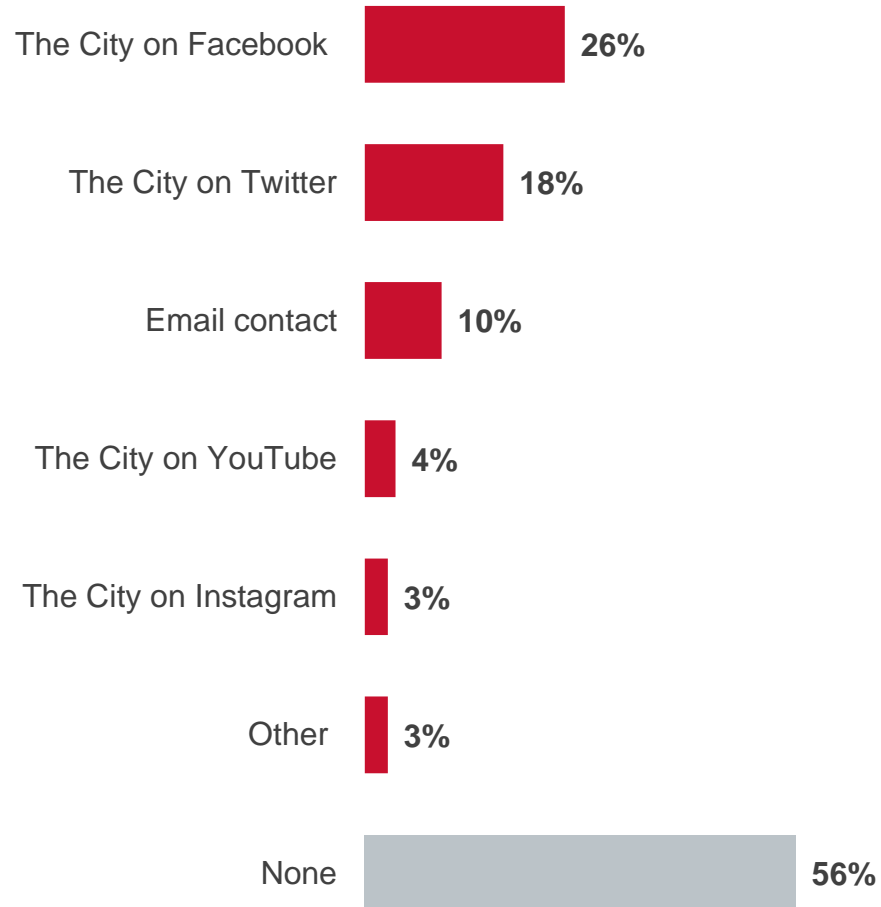
City of Calgary Apps Used in Past Six Months



Q3. Which of the following City of Calgary apps have you used in the past six months? (Please select all that apply)

Base: Total respondents (n=984)

City of Calgary Social Media Used in Past Six Months



Q4. Which of the following City of Calgary social media have you used in the past six months?

Base: Total respondents (n=984)

Agreement with Statements about Calgary.ca

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

Total Agree

Base (n)

The information on Calgary.ca is accurate

31%

57%

9%

3%

88%

652

The information on Calgary.ca is up to date

22%

58%

15%

4%

80%

617

The information on Calgary.ca is easy to understand

20%

56%

19%

5%

76%

804

The information on Calgary.ca is easy to find

12%

47%

29%

12%

59%

804

Q28b. How much do you agree or disagree with each of the following statements?

Base: Respondents who provided a rating

Agreement with Statements about the City of Calgary's Apps

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

**Total
Agree**

Base

The City of Calgary Apps
have accurate information



82%

434

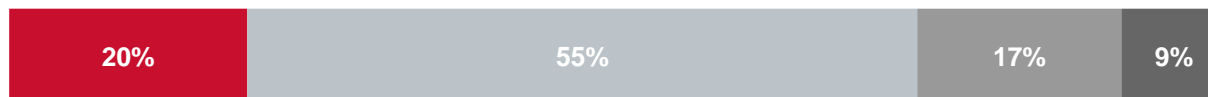
I like to use Apps for
specialized tasks



61%

790

The City of Calgary Apps
are easy to use



75%

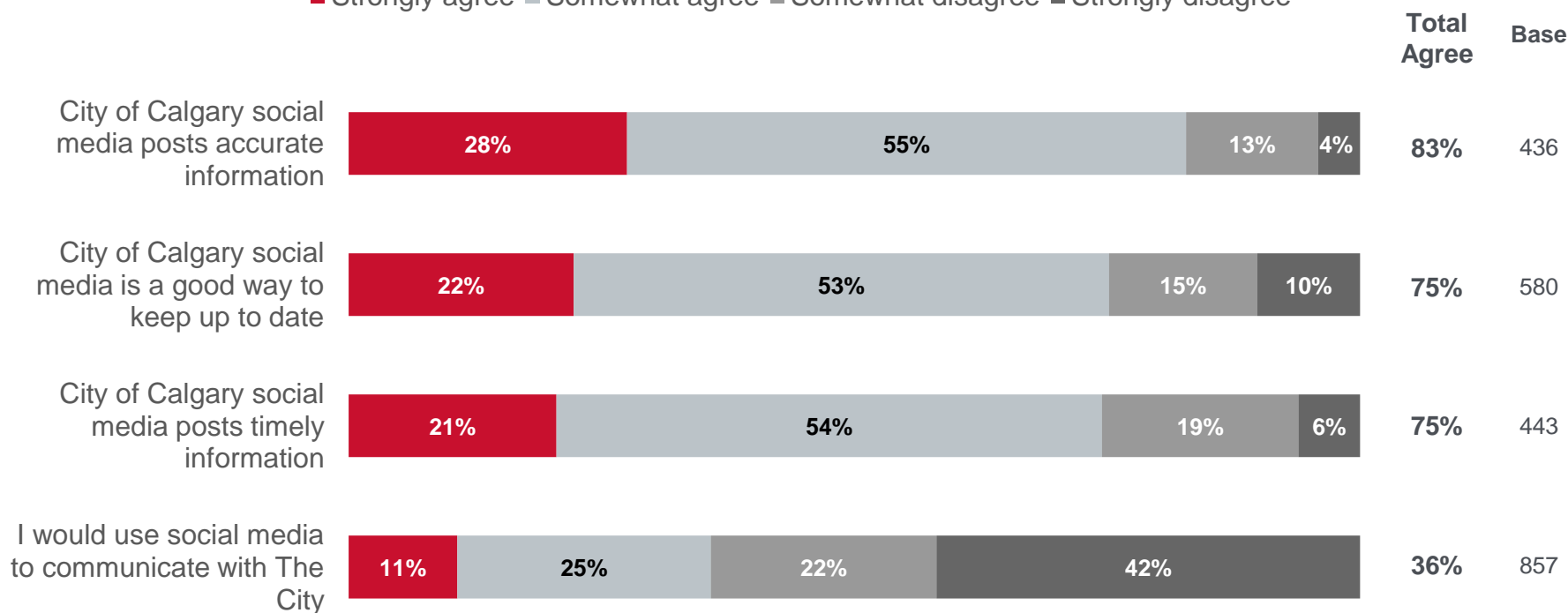
465

Q28b. How much do you agree or disagree with each of the following statements?

Base: Respondents who provided a rating

Agreement with Statements about the City of Calgary's Social Media

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



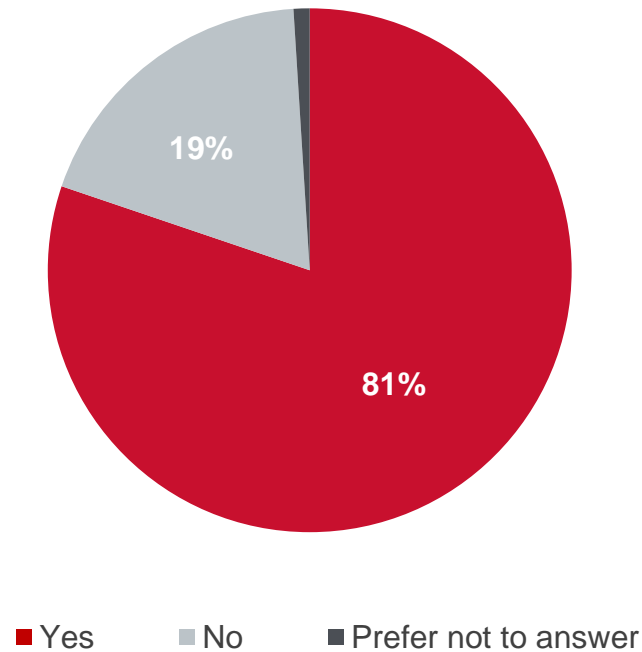
Q28b. How much do you agree or disagree with each of the following statements?

Base: Respondents who provided a rating



Information Finding

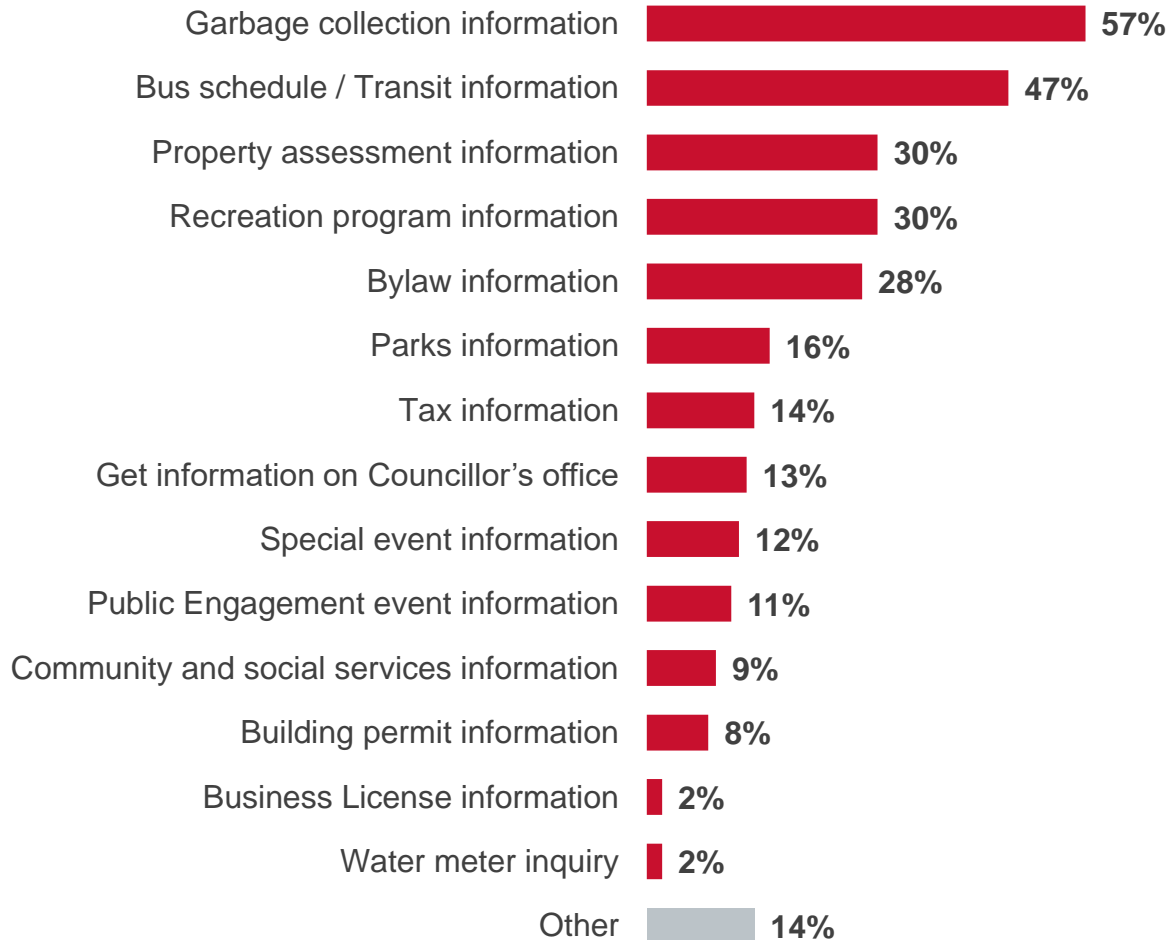
Whether Needed City of Calgary Information in the Past Six Months



Q5. Have you needed to find any City of Calgary information in the past six months?

Base: Total respondents (n=984)

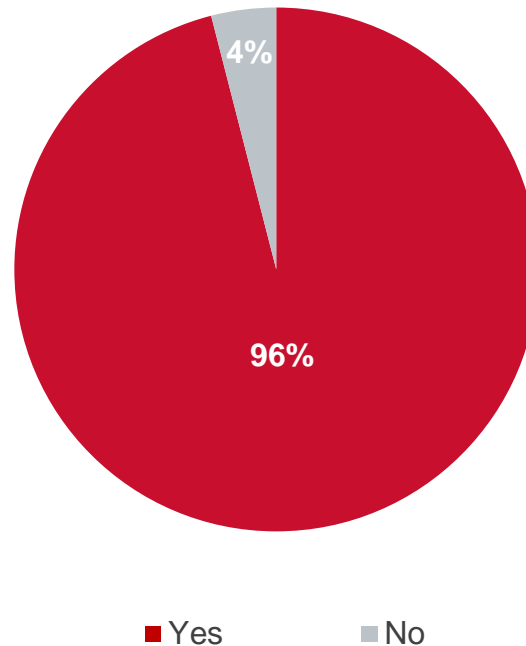
Types of Information Needed



Q6. Which types of City of Calgary information have you needed to find? (Please select all that apply)

Base: Respondents who needed City information in past six months (n=795)

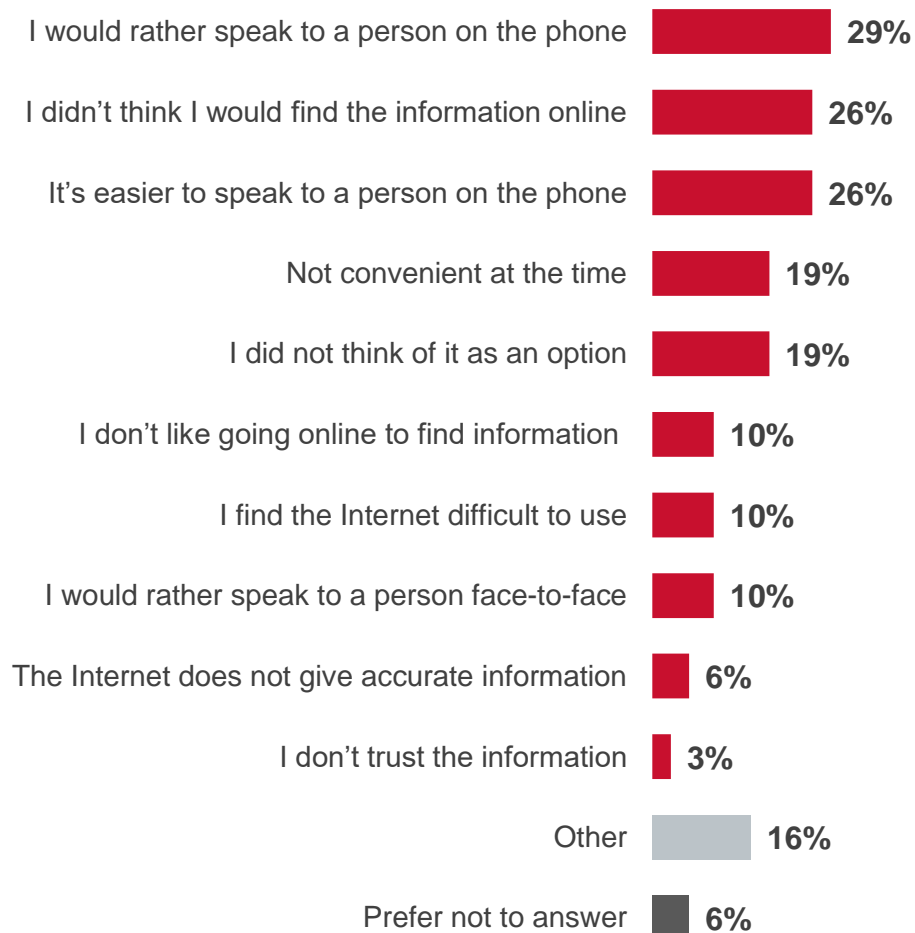
Whether Looked for City of Calgary Information Online



Q7. Did you look for the City of Calgary information online?

Base: Respondents who needed specified City information in past six months (n=762)

Reasons Didn't Look For Information Online*

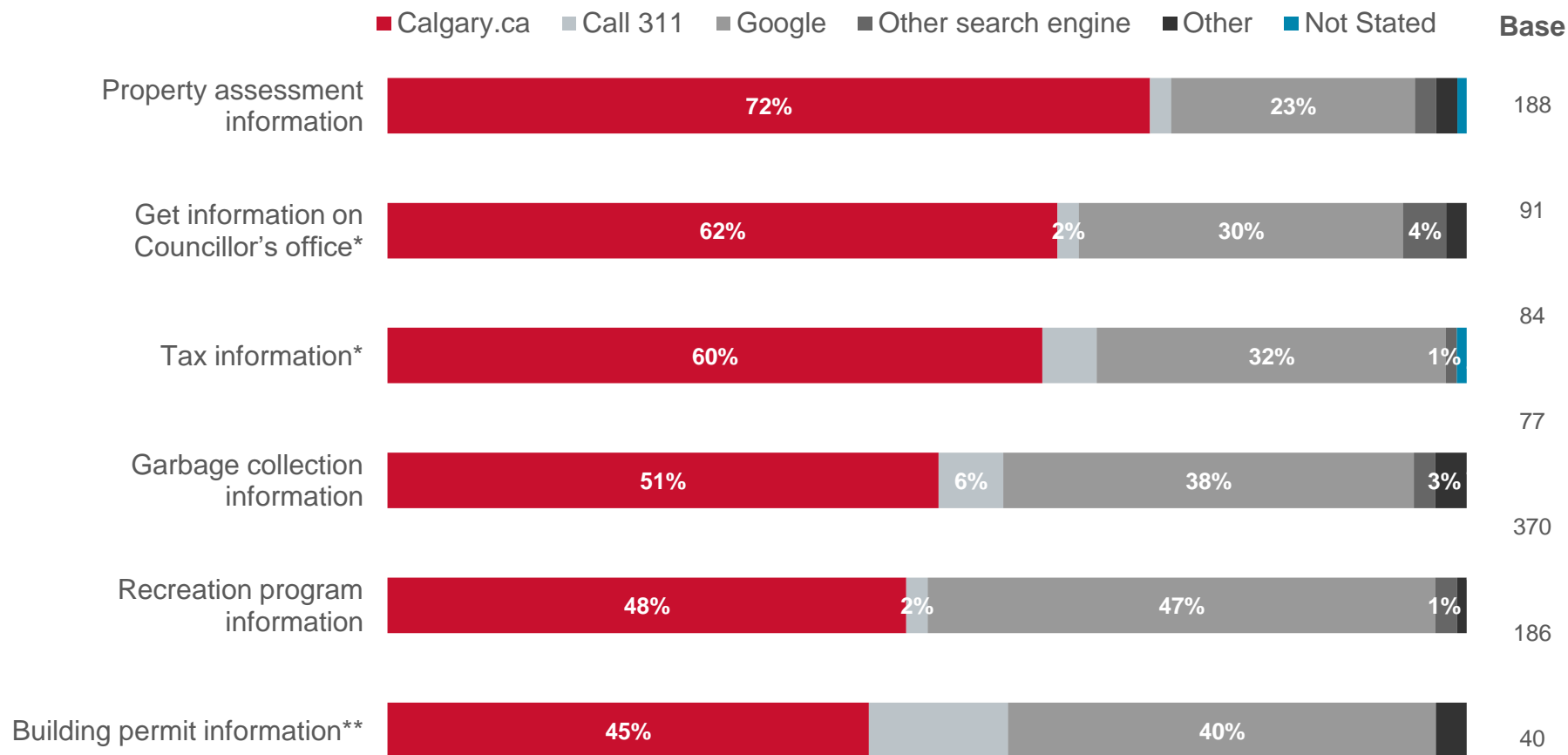


* CAUTION: Very small base.

Q8. Why didn't you look online? (Please select all that apply)

Base: Respondents who needed specific information but did not look online (n=31)

How First Attempted to Look for City of Calgary Information



* Data based on less than 100 respondents should be interpreted with caution.

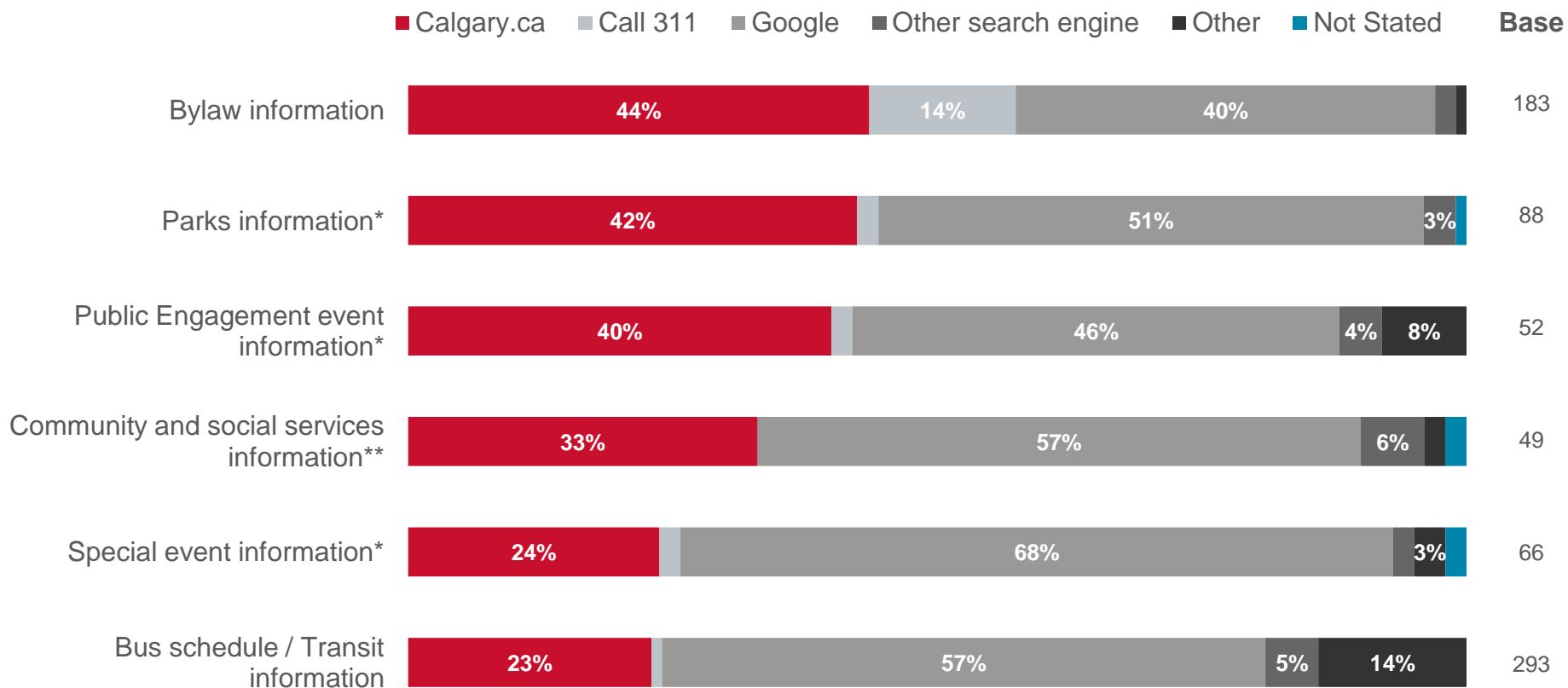
** Data based on less than 50 respondents should be interpreted with caution.

Q9. How did you first attempt to look for the City of Calgary information?

Base: Respondents who needed specified City information in past six months



How First Attempted to Look for City of Calgary Information



* Data based on less than 100 respondents should be interpreted with caution.

** Data based on less than 50 respondents should be interpreted with caution.

Q9. How did you first attempt to look for the City of Calgary information?

Base: Respondents who needed specified City information in past six months

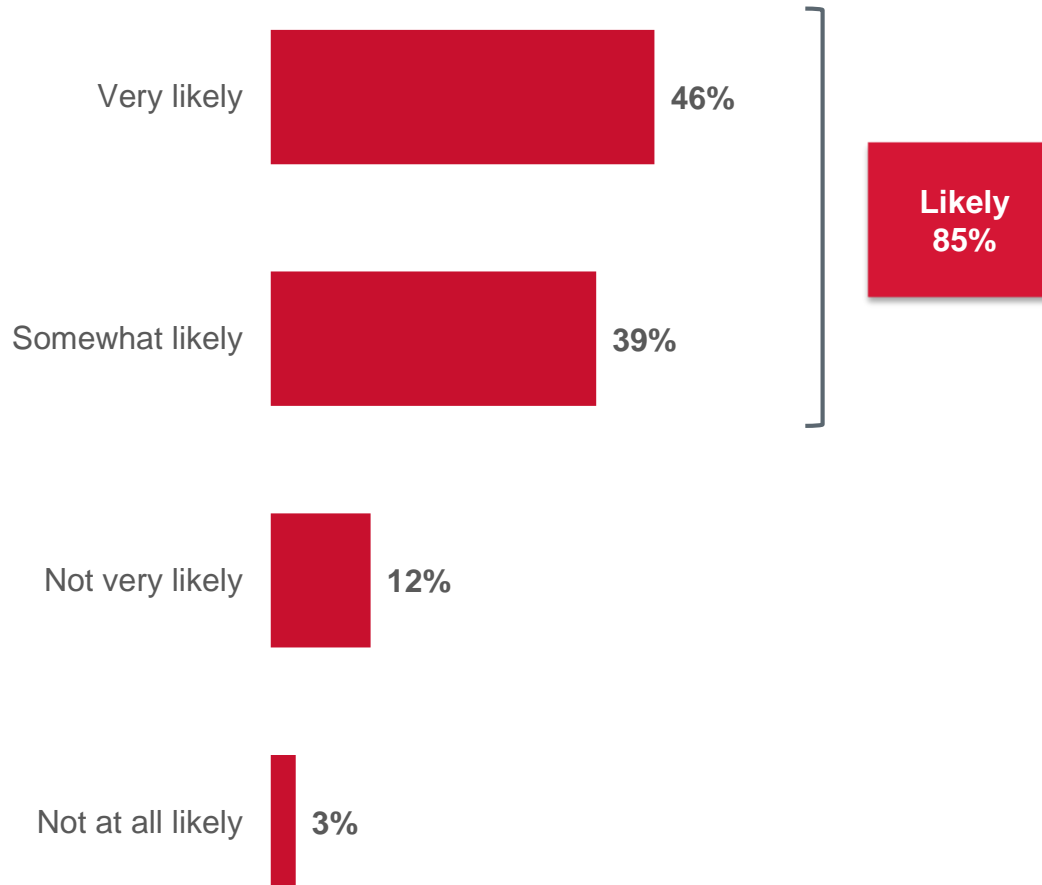
Reasons Did Not Look on Calgary.ca



Q10. Why didn't you look on Calgary.ca?

Base: Respondents who needed specified City information but did not look on Calgary.ca (n=517)

Likelihood Looking for Information on Calgary.ca



Q11. In the future, how likely are you to go to Calgary.ca to look for City of Calgary information?

Base: Total Respondents (n=984)

Information Would Like to See at Calgary.ca



Q12. Is there any City of Calgary information you would like to see on Calgary.ca but currently can't?

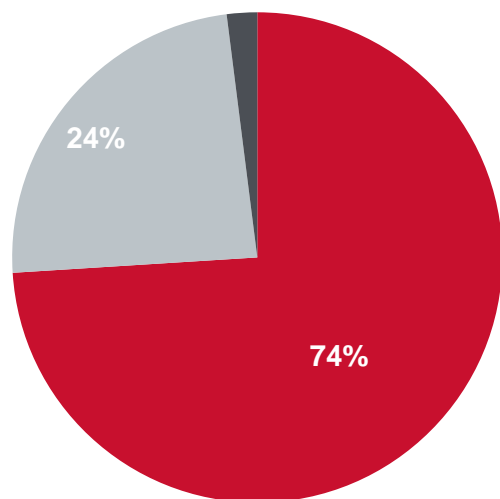
Base: Respondents who provided a suggestion (n=208)



Conducting Transactions

Making Payments to the City of Calgary

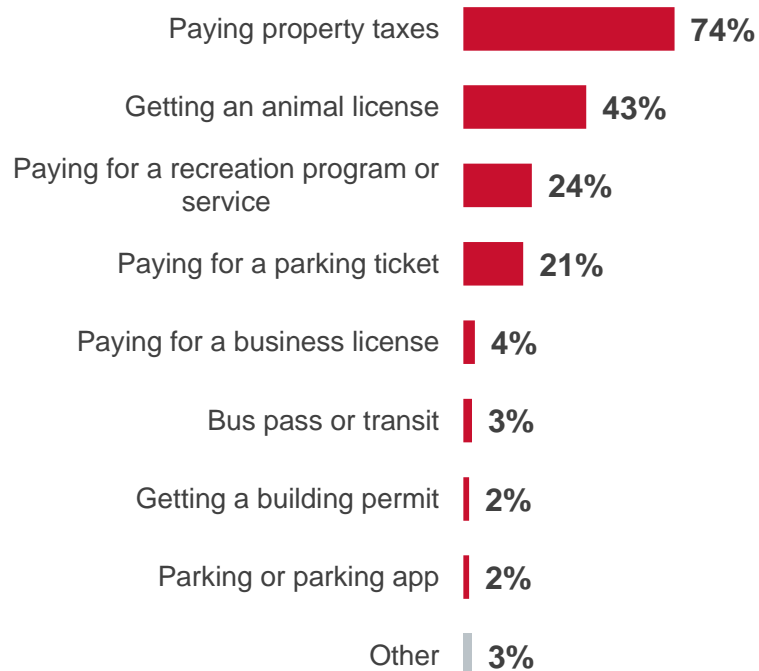
Whether Made Payments to The City of Calgary in Past Year



■ Yes ■ No ■ Prefer not to answer

Made Payments

Whether Made Payments to The City of Calgary in Past Year

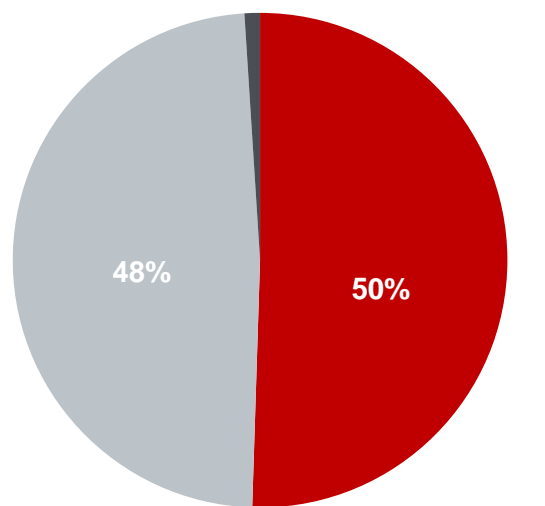


Q13. Have you made any payments to The City of Calgary in the past year? Base: Total respondents (n=984)

Q14. Which of the following types of payments to the City have you made within the past year? Base: Respondents who made payments in the past year (n=726)

Making Online Payments to the City of Calgary

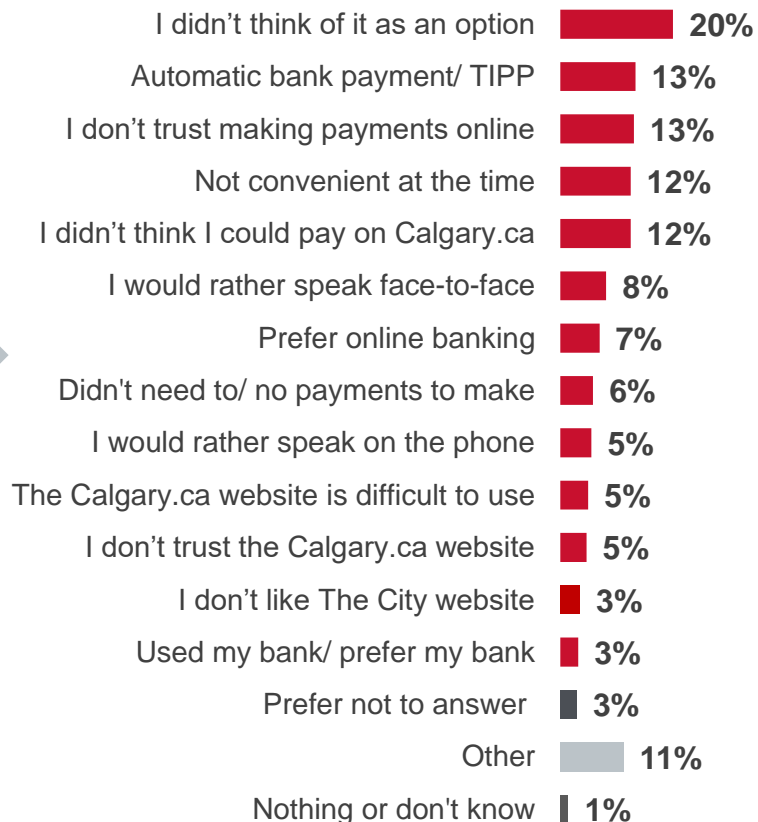
Whether Made Online Payments to The City



■ Yes ■ No ■ Prefer not to answer

Did Not Make
Online Payments

Reasons Did Not Make Online Payments to the City



Q15. Have you made any payments to The City online? This would not include bill payments made through an online banking tool.

Base: Respondents who made payments in the past year (n=726)

Q16. Why didn't you make your payment(s) online? This would not include bill payments made through an online banking tool.

Base: Total Respondents (n=352)

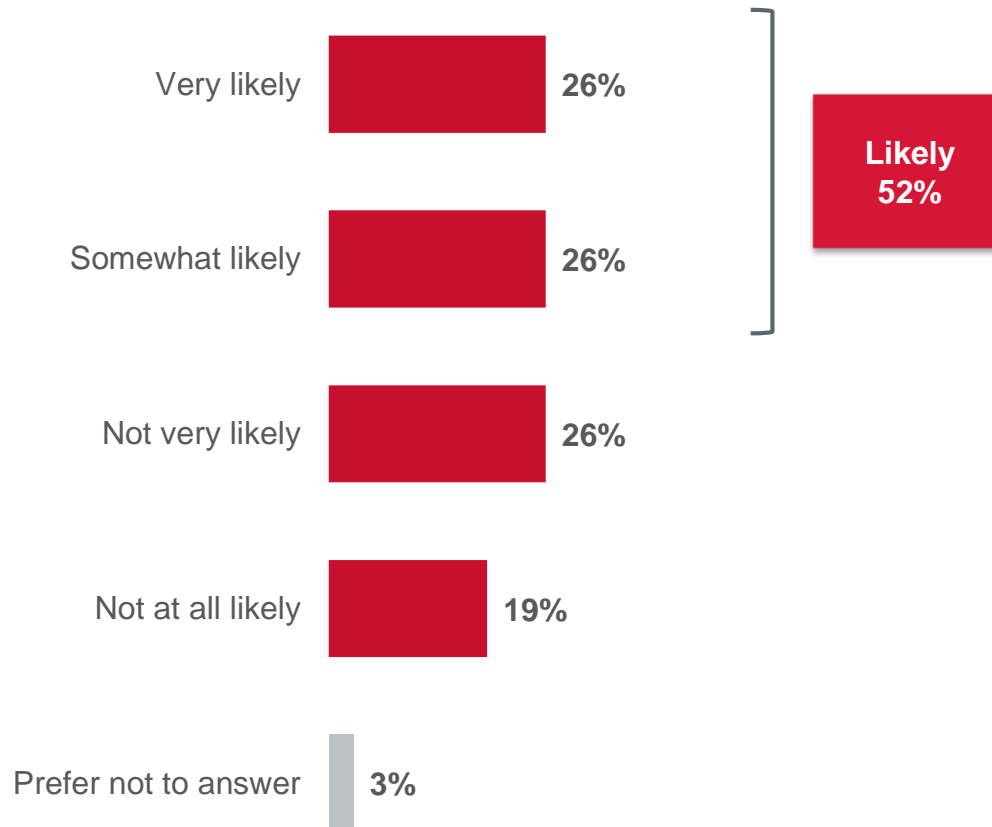
How First Attempted to Make Payments

	Paying for a parking ticket	Getting an animal license	Paying for a recreation program or service	Paying property taxes
Base for Percentages	(148)	(306)	(170)	(528)
Calgary.ca	53%	49%	38%	7%
Call 311	-	8%	2%	1%
Went to City Hall	5%	2%	1%	3%
Went to another City building	4%	2%	20%	-
Went to my bank	3%	4%	1%	13%
Used my bank's online tools/ auto withdrawal or TIPP	10%	26%	6%	66%
Other	23%	6%	29%	5%
Prefer not to answer	2%	2%	3%	4%

Q17. How did you first attempt to make your payment(s)?

Base: Respondents who specified the type of payments made in the past year.

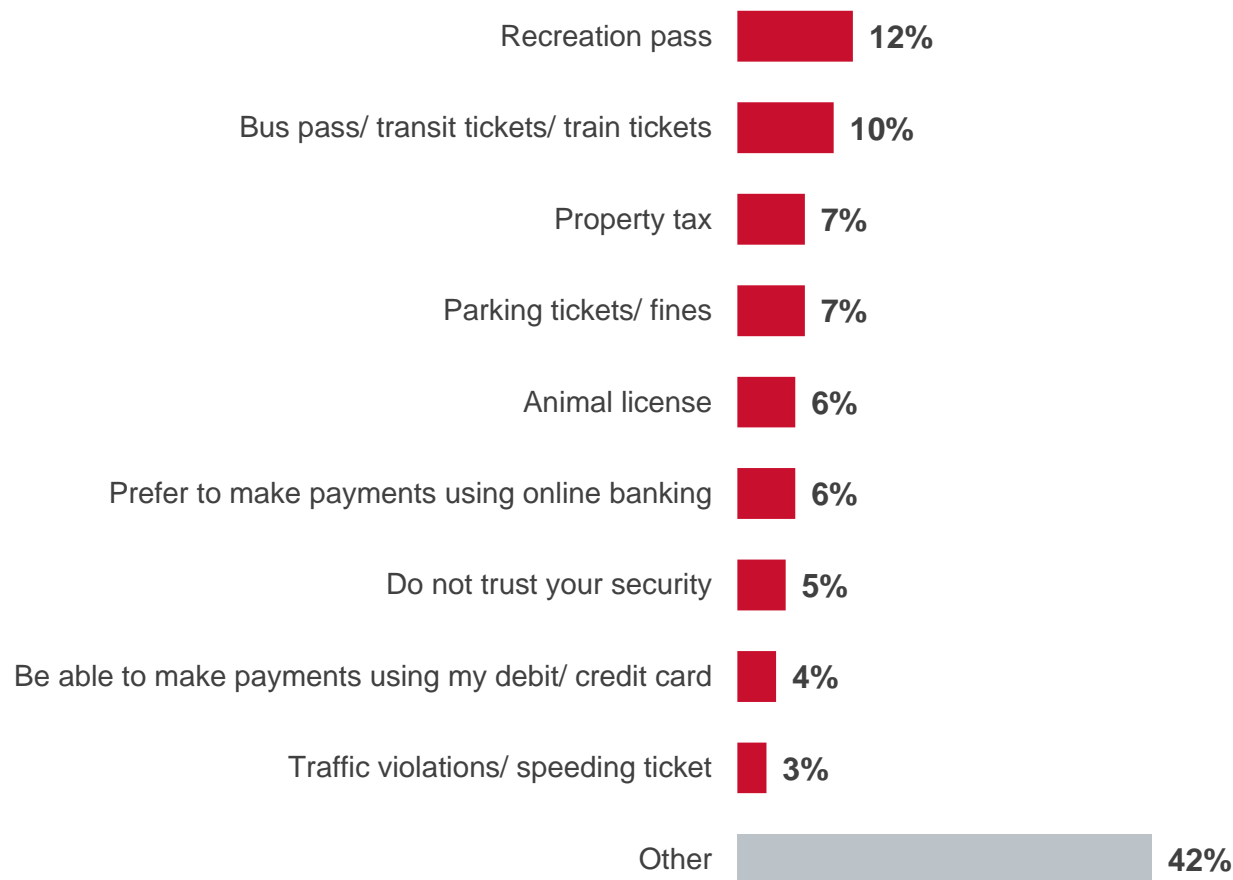
Likelihood of Making Payments at Calgary.ca



Q18. In the future, how likely are you to make payments to The City of Calgary on Calgary.ca?

Base: Total Respondents (n=984)

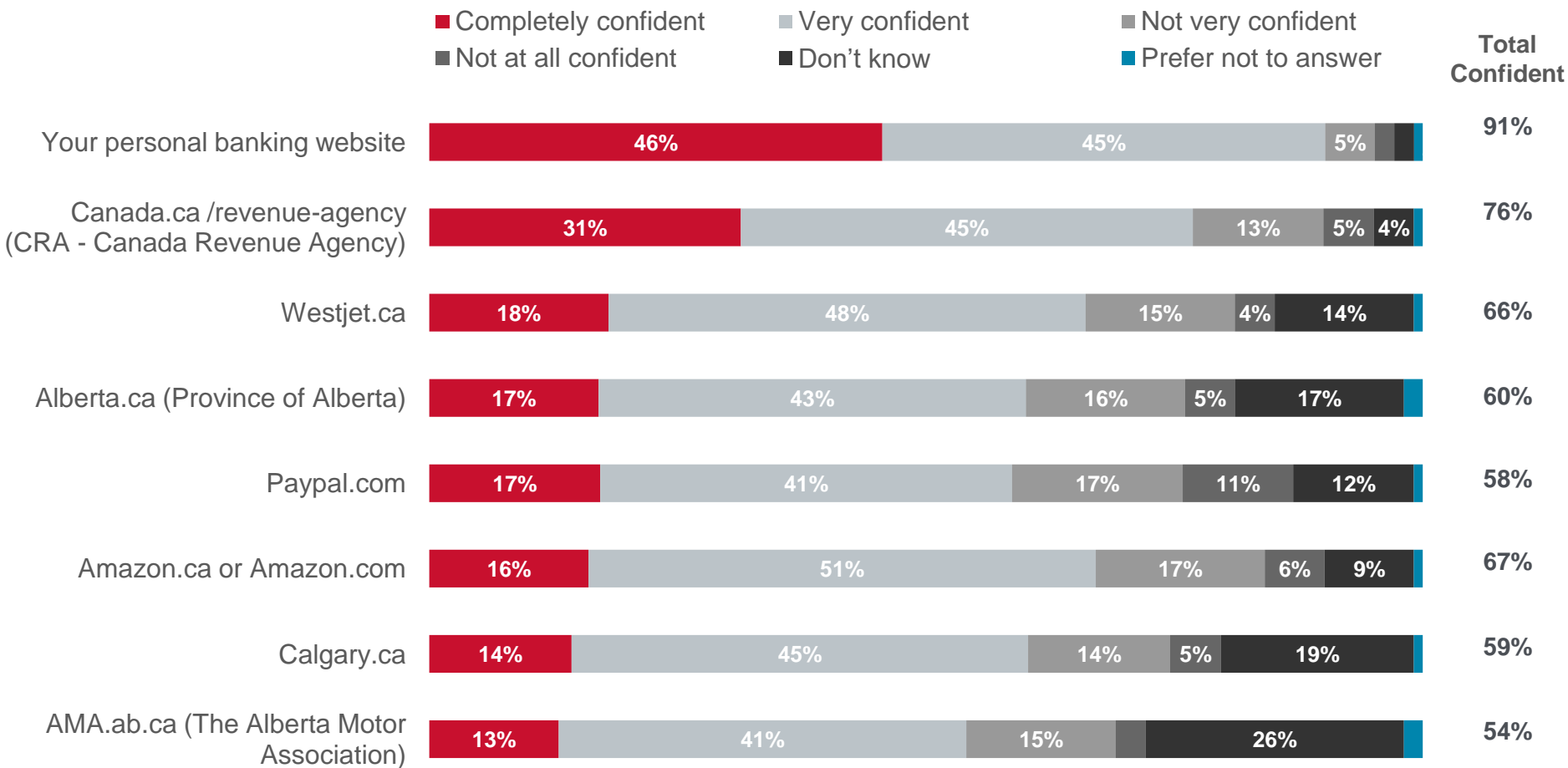
Payments Would Like to be Able to Make at Calgary.ca



Q19. Are there any payments to The City of Calgary you would like to be able to make at Calgary.ca but currently can't?

Base: Respondents who made a comment (n=103)

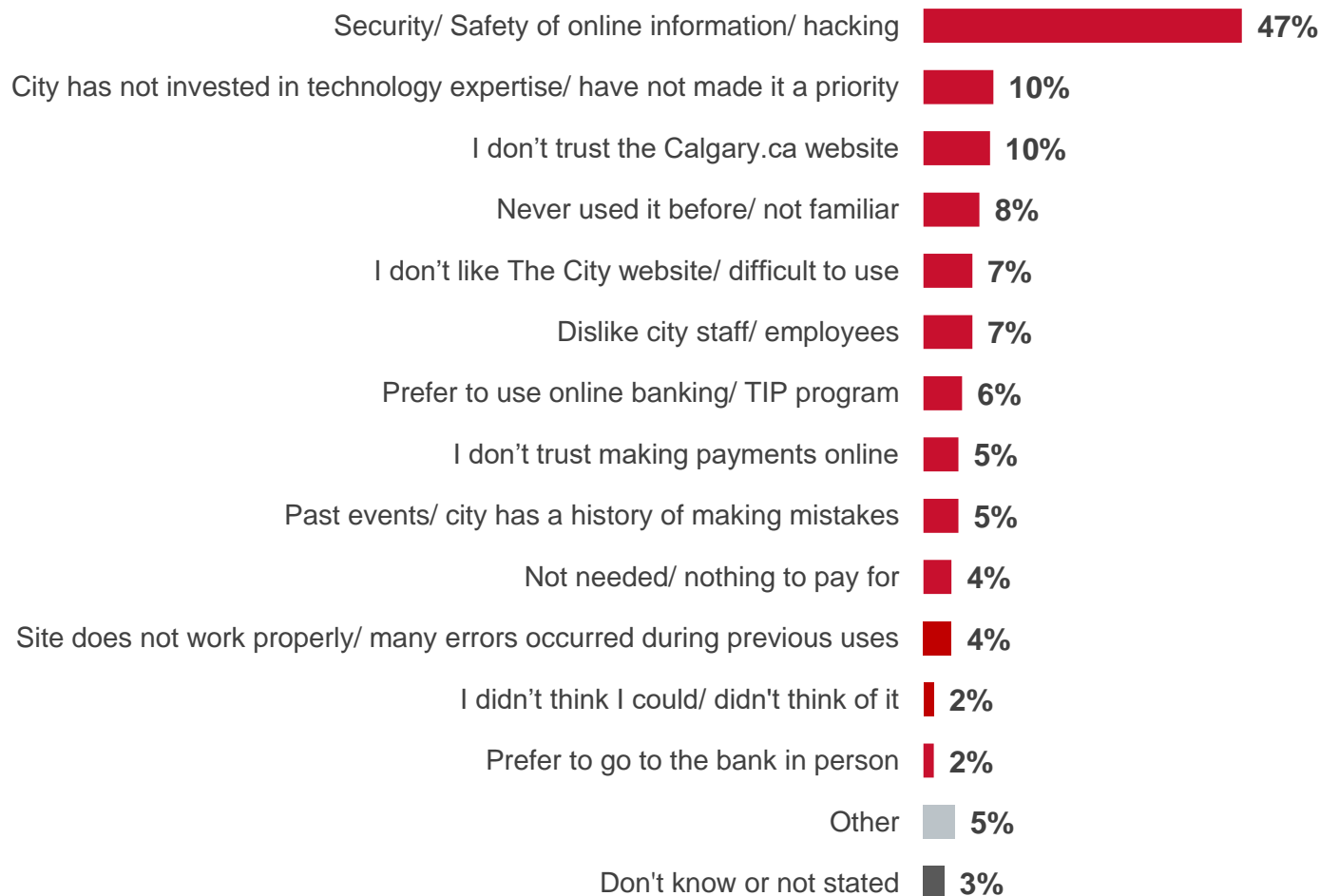
Confidence in Companies to Protect Privacy and Confidentiality



Q20. Switching gears a little, please consider the list of following companies below. How would you rate your level of confidence in each one to protect your privacy and confidentiality when making payments using their websites or other digital services?

Base: Total Respondents (n=984)

Reasons Not Confident Making Payments on Calgary.ca



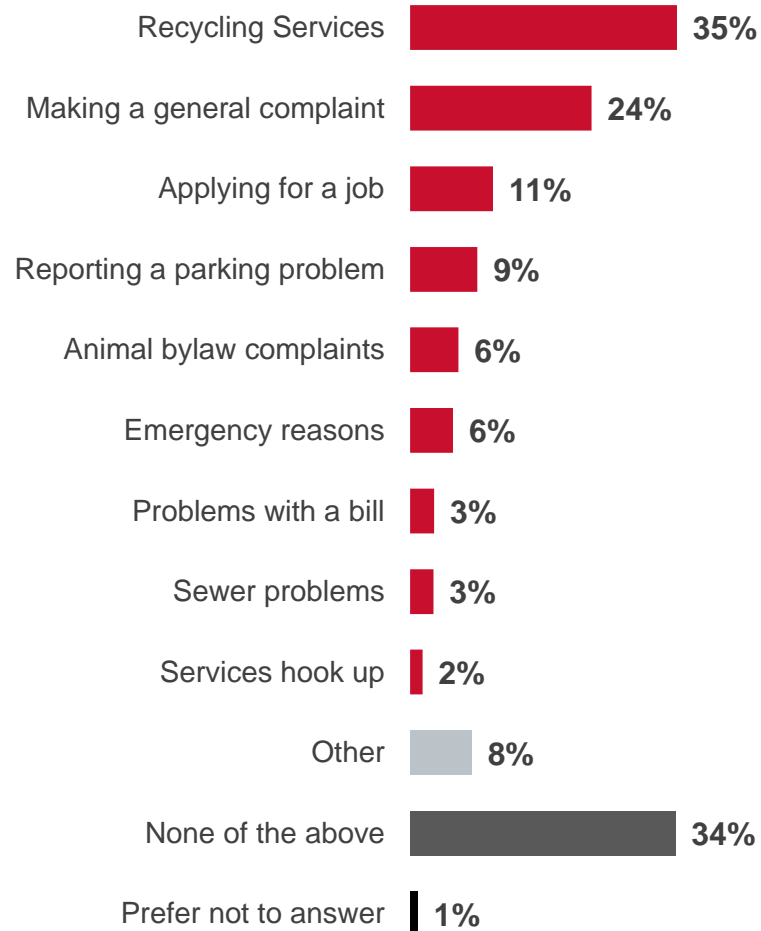
Q21. Why are you not confident making payment transactions using Calgary.ca?

Base: Respondents who are not very confident or not at all confident making payments on Calgary.ca (n=193)



Accessing City of Calgary Services

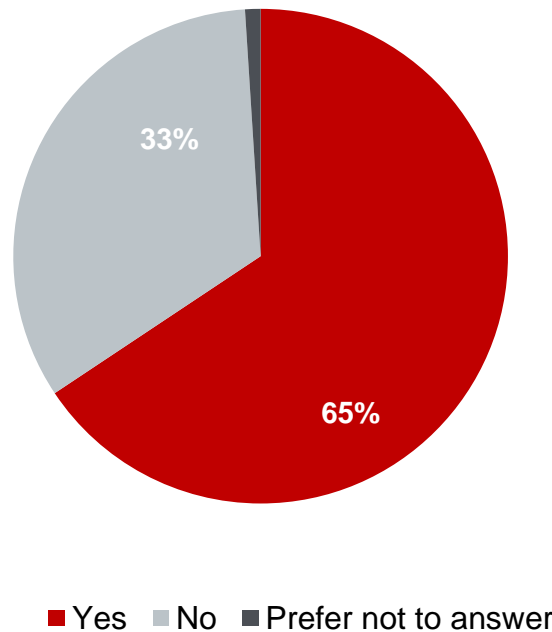
Services Accessed in Past Year



Q22. Which City of Calgary services have you accessed in the past year?

Base: Total Respondents (n=984)

Whether Accessed Any City of Calgary Services Online



Q23. Have you accessed any City of Calgary services online?

Base: Respondents who have accessed specific City services in the past year (n=595)



How First Attempted to Access City of Calgary Services

	Applying for a job	Recycling Services	Animal bylaw complaints *	Making a general complaint	Emergency reasons*	Reporting a parking problem
Base for Percentages	(104)	(334)	(57)	(229)	(53)	(81)
Calgary.ca	67%	54%	25%	22%	15%	14%
Call 311	3%	23%	54%	59%	40%	57%
Other City of Calgary website	12%	4%	2%	3%	-	5%
Used a City of Calgary App	1%	4%	7%	7%	4%	4%
Councillor or Mayor's website	-	1%	-	2%	-	1%
Went to City Hall	-	1%	-	-	2%	-
Contacted the City on social media	2%	-	-	-	-	-
Other	13%	10%	9%	4%	40%	20%
Prefer not to answer	2%	2%	4%	2%	-	-

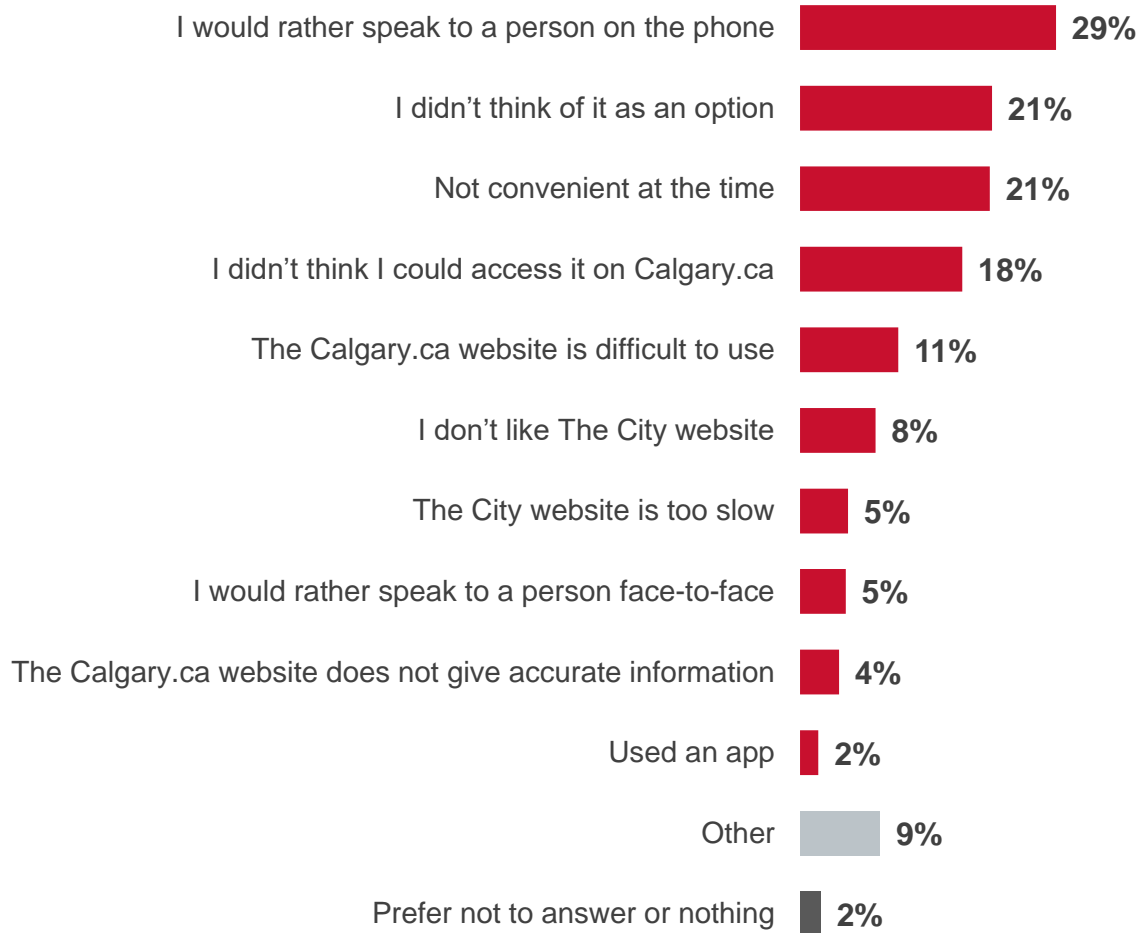
* Note: Data based on less than 100 respondents should be interpreted with caution.

Q24. How did you first attempt to access City of Calgary services?

Base: Respondents who have accessed specific City services in the past year.



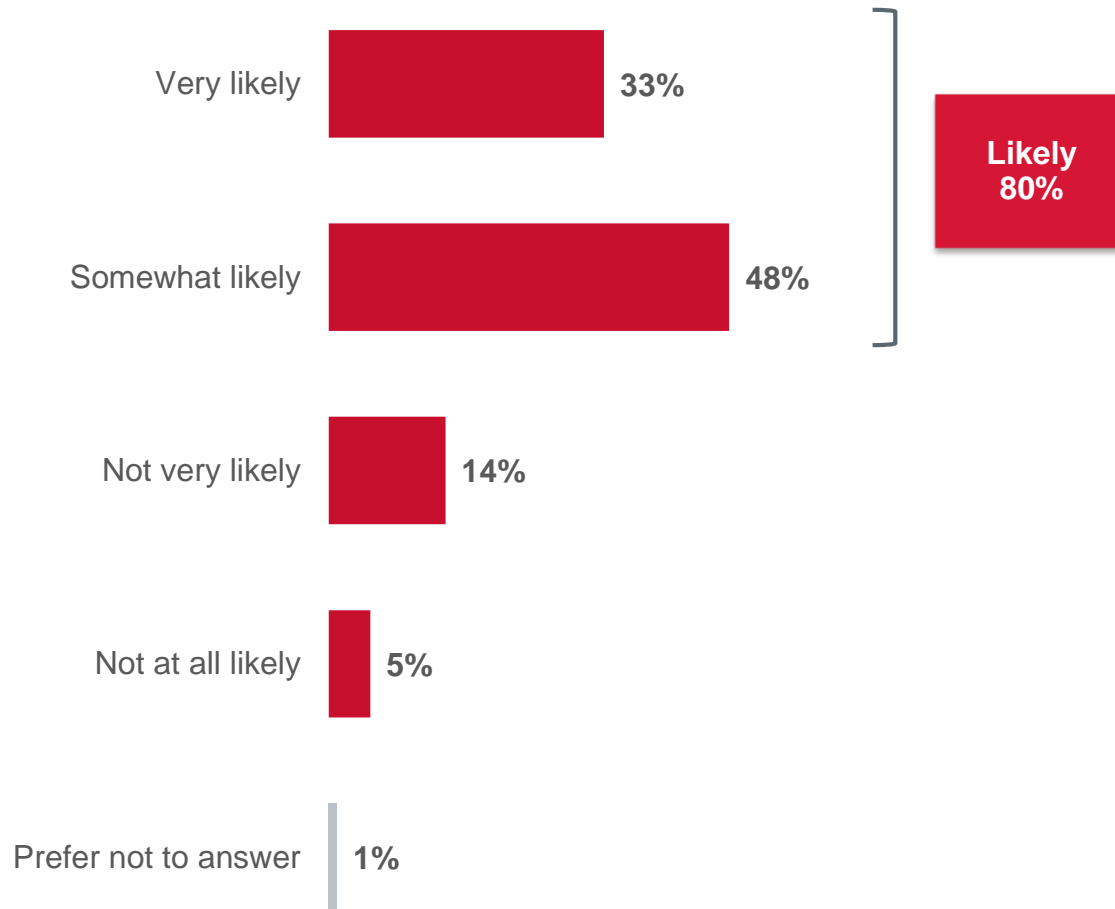
Reasons Didn't Access City of Calgary Services at Calgary.ca



Q25. Why didn't you access City of Calgary services at Calgary.ca?

Base: Respondents who did not use Calgary.ca to access selected services (n=392)

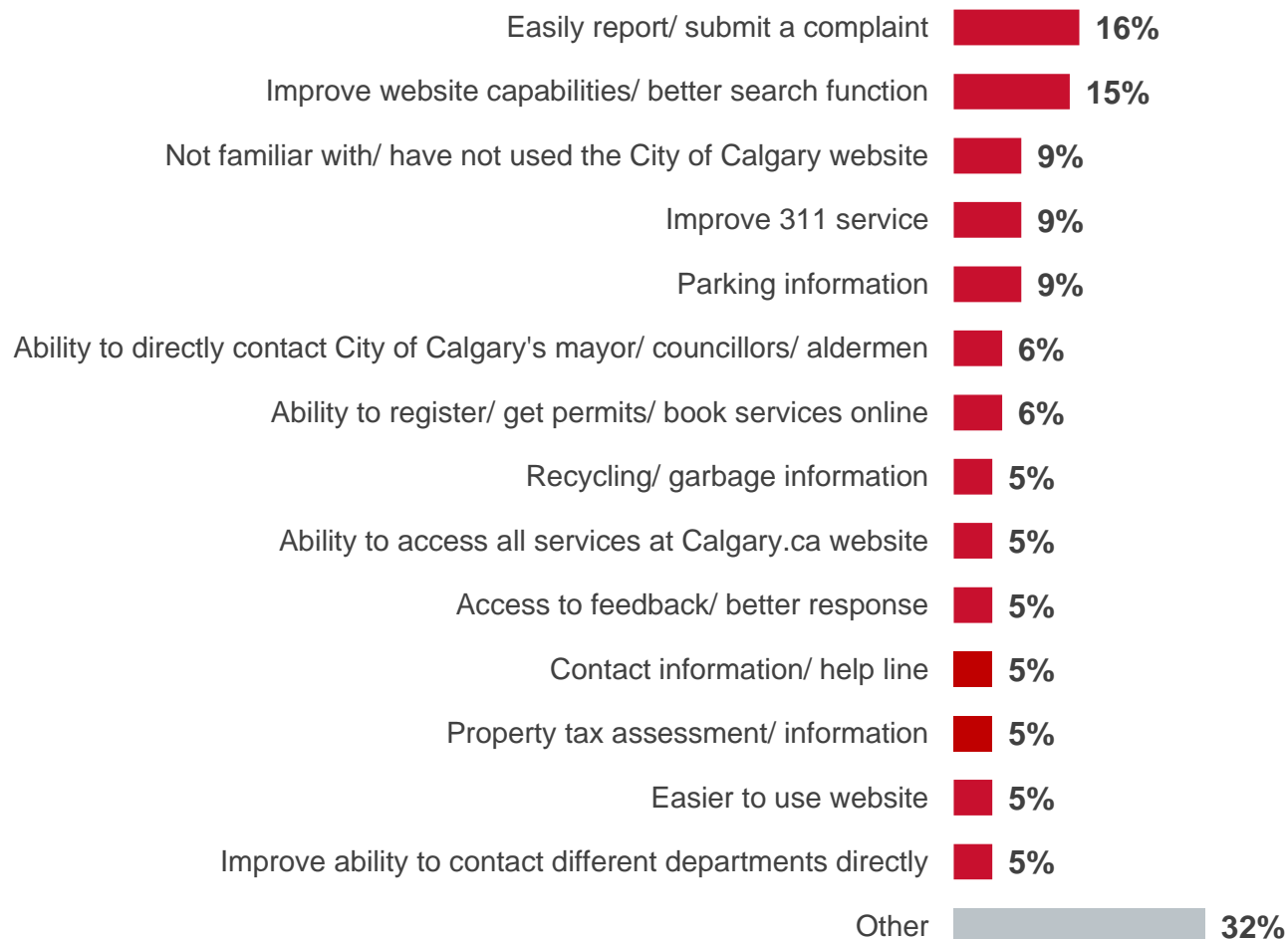
Likelihood of Accessing City of Calgary Services using Calgary.ca



Q26. In the future, how likely are you to access City of Calgary services using Calgary.ca?

Base: Total Respondents (n=984)

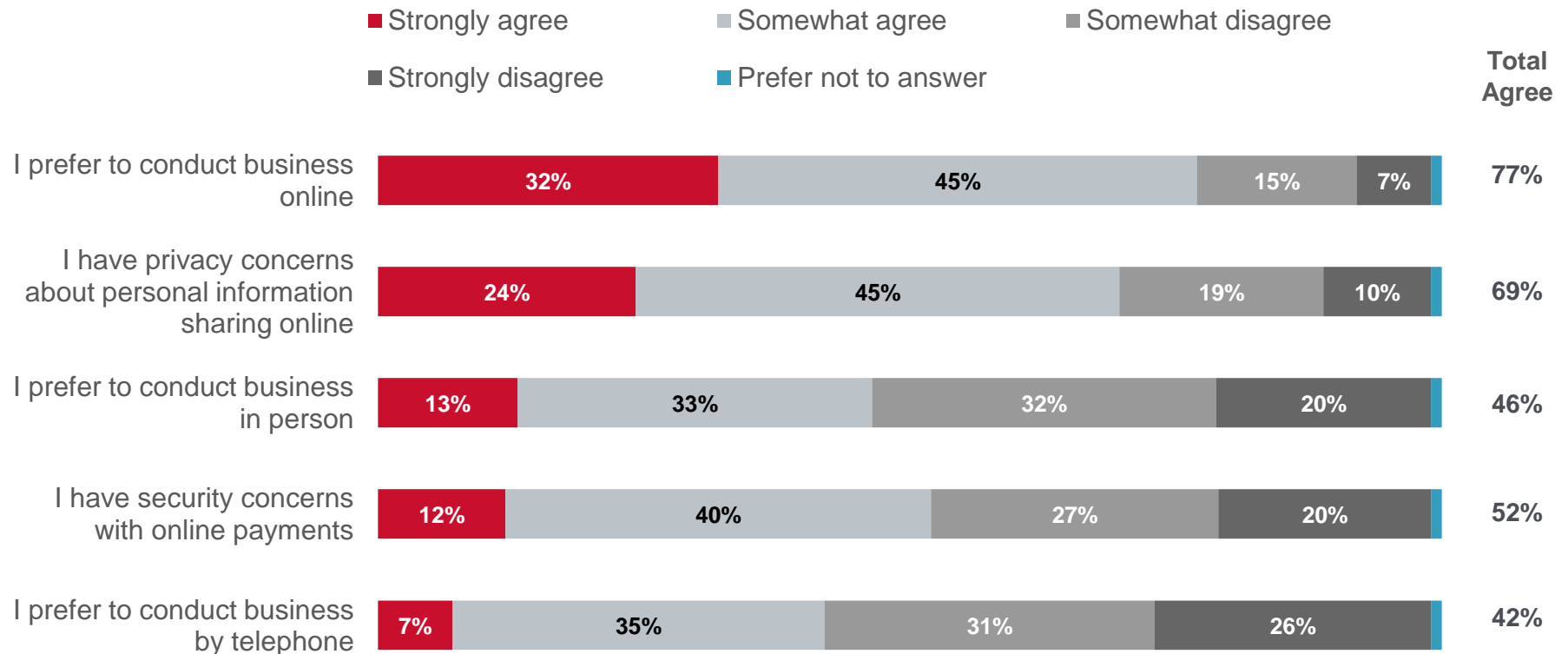
Services Would Like to Be Able to Access at Calgary.ca



Q27. Are there any City of Calgary services you would like to be able to access at Calgary.ca but currently can't?

Base: Respondents who made a comment (n=81)

Agreement with Statements about Making Payments



Q28. Please specify your level of agreement or disagreement with the following statements.

Base: Total Respondents (n=984)

Comments about Digital and Online Tools

Positive Comments

It's good/ I like the website/ digital and online tools	6%
Appreciate having access to information digitally	5%
City of Calgary website/ tools are easy to use/ navigate	2%
Other positive comments	6%

Negative Comments

Improve digital and online tools capabilities/ search function	18%
Difficult to use/ navigate	15%
Not often used/ don't use digital and online tools/ apps	13%
I would rather speak to a person (phone/ face-to-face)	8%
Obsolete/ does not provide enough information	8%
Need one app for all services/ apps take too much data	7%
Apps contains inaccurate information	6%
Apps are inconsistent/ do not work properly	6%
I don't like The City of Calgary website/ apps	5%
Improve 311 service	5%
I don't trust the Calgary.ca website/ security issues	4%
Waste of City's budget/ resources	3%
The City's website is too slow	2%
Poorly designed	2%
Other negative comments	5%

Neutral Comments

Not familiar with the website/ digital and online tools	7%
Make it easier to report/ submit complaint	4%
Other neutral comments	4%

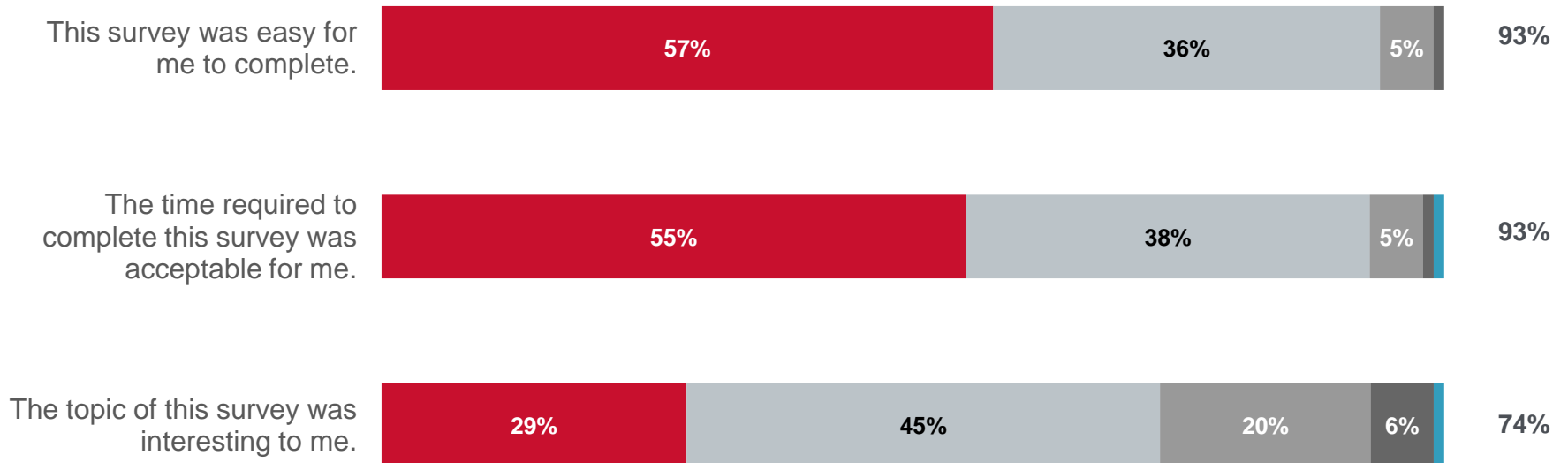
Q29. Do you have any further comments about any digital and online tools, including Calgary.ca?

Base: Respondents who made comments (n=312)

Agreement with Statements about the Survey

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
■ Strongly disagree
 ■ Prefer not to answer

Total Agree



Q31. Please indicate your level of agreement or disagreement with the following statements.

Base: Total Respondents (n=984)



Demographics

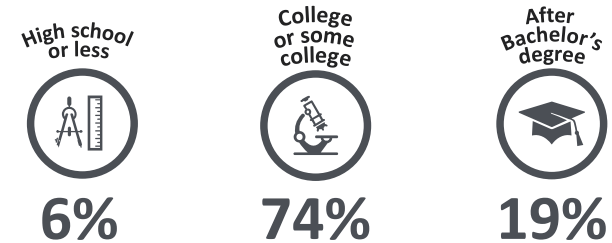
Demographic Characteristics

Gender

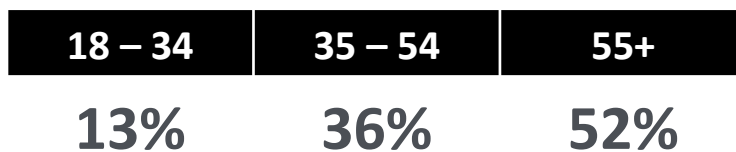


(Prefer not to answer 3%)

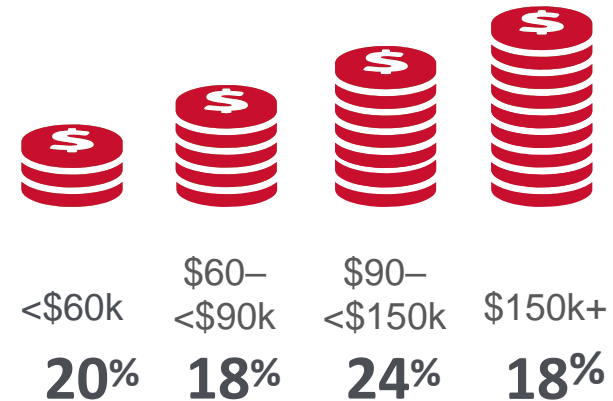
Education



Age



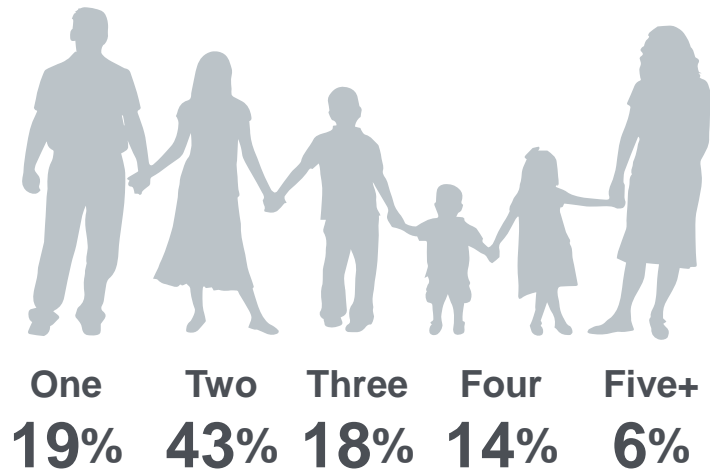
Income



(Prefer not to answer 20%)

Base: Total Respondents (n=984)

Household Size



Own
83%

Rent
13%

Other
2%

Prefer not
to answer
2%



Base: Total Respondents (n=984)