



Citizen Perceptions about Quality of Life and the Economy

Economic Outlook

Spring 2017

Prepared for The City of Calgary by:

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Citizen Perceptions about Quality of Life and the Economy

QUALITY OF LIFE

Quality of life is “good”

83%

44% Stayed the same

40% Worsened

16% Improved



Citizen Perceptions about Quality of Life and the Economy

QUALITY OF LIFE

I am proud to be a Calgarian

89%

% Who Agree

I am proud to live in my neighbourhood

86%

% Who Agree



Citizen Perceptions about Quality of Life and the Economy

QUALITY OF LIFE

Calgary is a great place to make a life

80%

% Who Agree

Calgary is a great place to make a living

68%

% Who Agree



Citizen Perceptions about Quality of Life and the Economy

QUALITY OF LIFE

Calgary is on track to be a better city 10 years from now

85%

% Who Agree



Citizen Perceptions about Quality of Life and the Economy

QUALITY OF LIFE

Impact of
The City of
Calgary on
quality of
life

84%

Apr 2017

87%

Jan 2017

81%

Aug 2016

80%

Nov 2015

% Who Say An Impact



Citizen Perceptions about Quality of Life and the Economy

ECONOMY IN CALGARY

Current economic situation in Calgary

	Good	Bad
Apr 17	34%	65%
Jan 17	29%	71%
Aug 16	30%	69%
Feb 16	19%*	80%
Nov 15	38%	61%*

*Rounding

% Who Say Good or Bad



Citizen Perceptions about Quality of Life and the Economy

ECONOMY IN CALGARY

Future of Calgary's economy six months from now

42%

Apr 2017

42%

Jan 2017

30%

Aug 2016

19%

Nov 2015

% Who Say Stronger



Citizen Perceptions about Quality of Life and the Economy

CITY PERFORMANCE

Overall level and quality of City programs and services

76%

% Who Are Satisfied

VALUE FOR PROPERTY TAXES

Good value
for your
municipal
property tax
dollars

57%

% Who Provide A Good Rating (7-10)



Citizen Perceptions about Quality of Life and the Economy

BALANCING TAXATION AND SERVICE DELIVERY LEVELS

Increase taxes to
expand services or
maintain service
levels

48%

Cut services to
maintain current
tax level or reduce
taxes

47%

None

4%



Citizen Perceptions about Quality of Life and the Economy

ECONOMY IN CALGARY

I believe that The City has an obligation to help support our local economy in whatever way they possibly can

89%

Apr 2017

95%

Jan 2017

91%

Aug 2016

90%

Nov 2015

% Who Agree



Citizen Perceptions about Quality of Life and the Economy

ECONOMY IN CALGARY

I trust The City to make the right decisions to help our city through this economic downturn

72%

Apr 2017

74%

Jan 2017

79%

Aug 2016

79%

Nov 2015

% Who Agree



ECONOMY IN CALGARY

Good or bad time for The City to invest in new projects

77%

Apr 2017

74%*

Jan 2017

76%

Aug 2016

75%

Nov 2015

*Rounding

% Who Say Good Time



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