



Calgary



2019 Citizen Perspectives Survey Report Brand & Communications

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Prepared by:

The Corporate Research Team
Customer Service & Communications
The City of Calgary
Research@calgary.ca

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Background

To help support City decisions, The City of Calgary surveys citizens about their opinions, preferences and attitudes. To help in “making life better every day” for Calgarians, The City conducts an ongoing Citizen Perspectives Survey fielded at various intervals through the year. This wave of the Citizen Perspectives Survey focused on Calgarians’ recognition of The City’s brand and perceptions of City communications.

Methodology

The survey was conducted by NRG Research Group from May 9 – 19, 2019 with 500 Calgarians via telephone using random digit dialing (RDD). The survey was conducted using numbers from both landlines (60%) and cell phones (40%) to obtain a random and statistically representative sample of Calgarians. The survey averaged 16 minutes in duration. The margin of error (MOE) for the total sample of n=500 is ± 4.38 percentage points, 19 times out of 20.

To ensure the data was gathered from a representative group of Calgarians, sample quotas were set by age, gender, and city quadrant of the general population aged 18 and older. Data were then weighted to the 2016 Civic Census for age and gender.

Key Findings

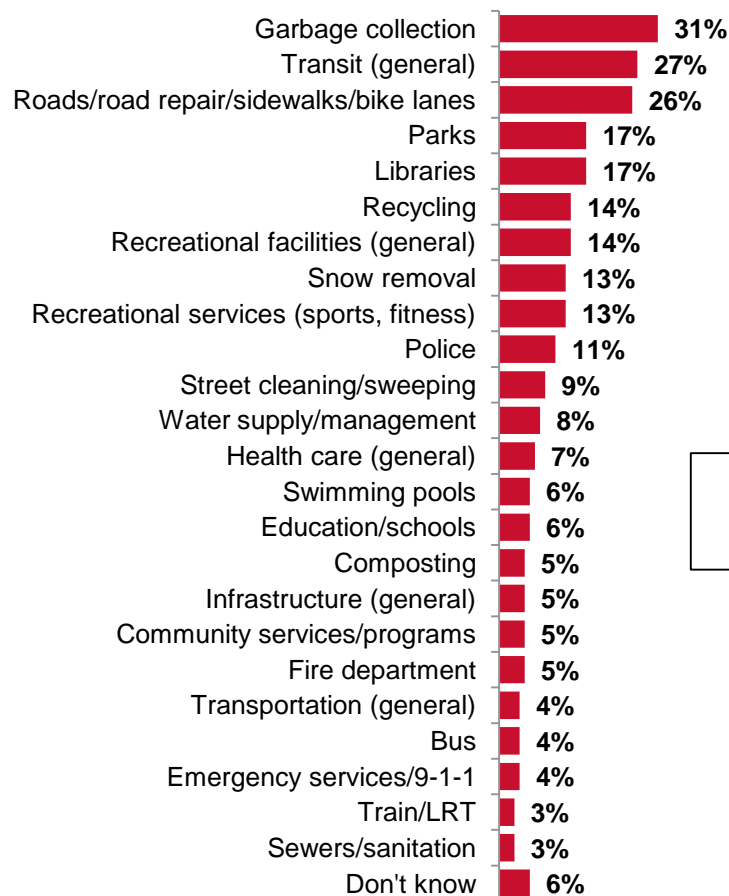


Key Findings

Garbage collection, transit and roads were the most mentioned services by Calgarians when asked what City services come to mind.

- Nearly one-third (31%) mentioned garbage collection while 27% mentioned transit in general and 26% said roads/road repair/sidewalks/bike lanes.
- Other services mentioned by at least one-in-ten Calgarians included parks (17%), libraries (17%), recycling (14%), recreation facilities (14%), snow removal (13%), recreational services such as sports and fitness (13%), and police (11%).
- Some Calgarians mistakenly believe The City provides health care (7%) and education/school (6%).
- Most respondents (91%) were able to call to mind at least one City of Calgary service. Nearly one-in-ten (8%) either couldn't think of a City service or mentioned one or more non-City services.
 - More than one-in-ten (16%) could think of one City service, almost two-thirds (62%) mentioned two to four services, and more than one-in-ten (14%) could call to mind five or six City services.

Top-of-Mind (Unaided) City Services Mentioned by Calgarians (n=500)



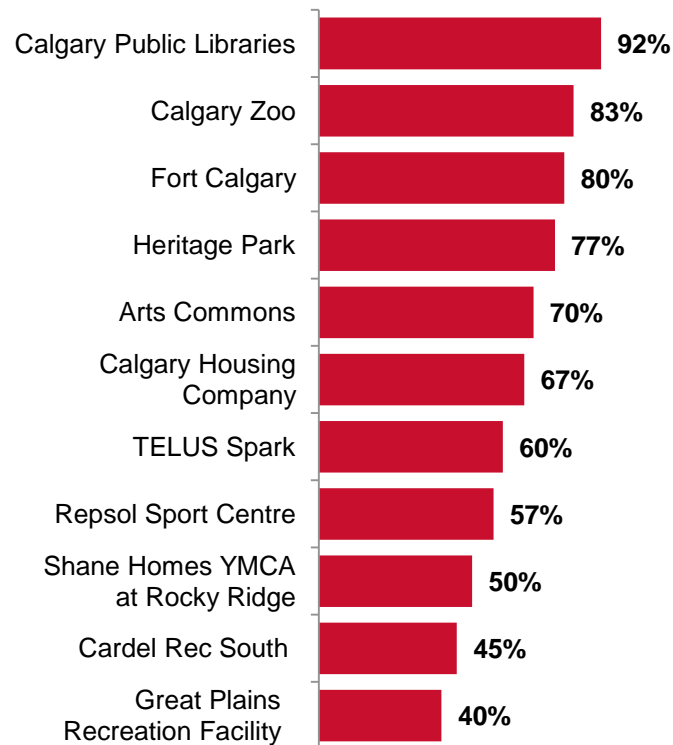
Multiple responses allowed

Key Findings

Calgarians tend to be aware that Calgary Public Libraries, the Zoo and Fort Calgary are Civic Partners but there's confusion regarding sport and recreation facilities.

- Calgary Public Libraries were recognized by most Calgarians (92%) as being a Civic Partner.
- A substantial majority correctly identified the Calgary Zoo (83%), Fort Calgary (80%), Heritage Park (77%), and Arts Commons (70%) as Civic Partners.
- Slightly more than one-half (57%) know that the Repsol Sport Centre (formerly known as the Talisman Centre and before that, as Lindsay Park Sports Centre) is a Civic Partner.
 - Calgarians aged 55 years or older were more likely than those younger than 55 to correctly identify Repsol Sport Centre as a Civic Partner: 69% vs. 52%, respectively.
- Although Shane Homes YMCA at Rocky Ridge, Cardel Rec South, and Great Plains Recreation Facility are Civic Partners, one-half or fewer were aware of this (50%, 45% and 40%, respectively).
 - Around one-quarter (27%) reported not knowing if Great Plains Recreation Facility is a Civic Partner.
- Many Calgarians mistakenly identified the Calgary Humane Society (67%), Kerby Centre (55%) and Trico Centre (53%) as Civic Partners.
 - Compared to Calgarians younger than 55 years of age, those 55 or older are more likely to mistakenly believe Kerby Centre is a Civic Partner (50% of those aged 18 to 54 vs. 62% 55 to 64 and 72% 65 or older).

Percentage of Calgarians Correctly Identifying the Organization as a Civic Partner (n=500)

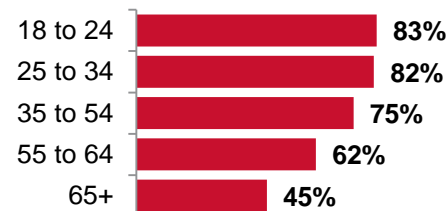


Key Findings

Just fewer than three-quarters of Calgarians (71%) recall The City's current logo but this masks age differences in recall.

- When asked how they would identify a facility, program or service as belonging to The City of Calgary, 44% mentioned at least one of: The City's logo, name, sign, or brand/advertising in general.
 - One-in-five (19%) said they would know because The City's logo would be associated with it (e.g. on a facility, on a program guide) and nearly as many (15%) said the name "City of Calgary" would be on it.
- Respondents were first asked if they recalled seeing The City of Calgary's logo in the past six months, without it being described to them. Nearly three-quarters (73%) reported that they had seen the logo; however, when the logo was then described* to those who recalled it, 76% of these respondents said it was the logo they had in mind. Some respondents might have been thinking of the previous City of Calgary logo.
- In total, 71% of Calgarians reported seeing The City of Calgary's current logo in the past six months.
 - Recall of the current logo is lower among those aged 55 years or older, particularly those 65 or older. It's possible that older Calgarians are more familiar with the previous City logo than with the current one.
- When asked where they recall seeing The City's logo, a variety of responses were given. Over one-in-ten (15%) mentioned a City vehicle but couldn't specify what type (e.g. waste collection truck, Roads vehicle). Other sources were mentioned by fewer than one-in-ten and included The City's website, recreation facilities, City buildings, Calgary Transit, and specific types of City vehicles.
- Recall of seeing a City of Calgary vehicle such as a City inspector's car, a Water Services truck or maintenance vehicle (not including buses, the LRT, police or fire vehicles) in the past six months was high, with 82% either mentioning a City vehicle unaided (as where they recall seeing the logo) or aided (asked specifically if they'd seen one).

Recall Seeing The City's Current Logo – by Age (n=500)



*Described as: The City of Calgary's logo is a red rectangle with the name Calgary printed in white in it and a grey box on the right-hand side that has The City's crest in white.

Key Findings

Ratings of The City's overall performance in communicating with citizens and the timeliness of communications have slipped since 2017.

- A majority (68%) of Calgarians reported that they're informed ("very" or "somewhat") about what's going on with The City and the issues that affect them as a citizen. This is statistically consistent with this measure in 2017, although the proportion answering "very well informed" dropped slightly to 9% this year from 13% in 2017.
- Positive ratings of The City's performance in communicating with citizens in the past six months have declined slightly since 2017, with 68% rating it as good ("very good" or "good") compared to 76% in 2017. This decline was the result of a decrease in the ratings of "good" as opposed to "very good".

- Younger Calgarians are more positive about The City's communication with citizens.
- Those who self-report being informed about The City and issues affecting citizens are more likely than those who report being uninformed to rate The City's communication performance as good (74% vs. 55%, respectively).

Rating The City's Communication with Citizens as Good (very good or good) – by Age (n=500)



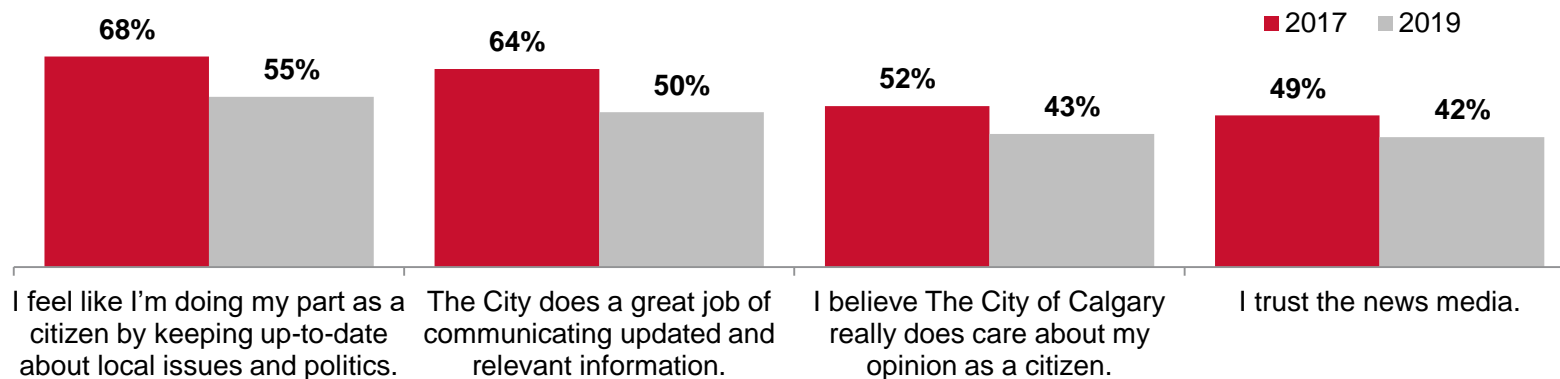
- Compared to 2017, slightly fewer Calgarians now think The City is timely in providing information to the public "all of the time" or "most of the time" (47% vs. 56% in 2017) while the proportion reporting that The City provides timely information "some of the time" increased from 41% in 2017 to 48% this year.
- More than three-quarters of Calgarians (81%) think City information is "very" or "somewhat" easy to understand, consistent with the 2017 results.
- Consistent with ratings in 2017, City information is easy to find for around three-quarters (77%) of citizens, with three-in-ten (29%) reporting it's "very" easy to find the information they need.

Key Findings

Compared to spring 2017, fewer Calgarians think The City does a great job of communicating updated and relevant information and that The City cares about their opinion.

- Compared to 2017, fewer Calgarians agree with the statements:
 - I feel like I'm doing my part as a citizen by keeping up-to-date about local issues and politics.
 - The City does a great job of communicating updated and relevant information.
 - I believe The City of Calgary really does care about my opinion as a citizen.
 - I trust the news media.

Rating of 7, 8, 9 or 10 out of 10
(where 1 is "completely disagree" and 10 is "completely agree", n=500)



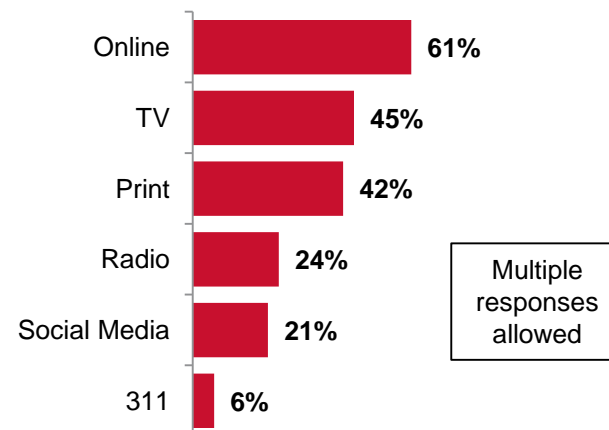
- Just under one-half (47%) think The City is exceeding their expectations in terms of communications with citizens, down slightly from 55% in 2017.

Key Findings

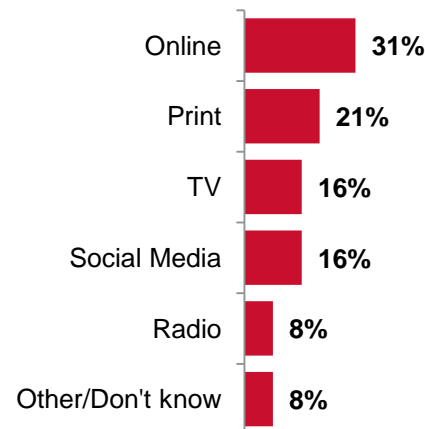
Calgarians get their information about The City from a variety of sources, particularly those online such as The City's website.

- The top three main sources of information from which Calgarians get information about The City's programs, services and policies are online (61%, with 46% citing The City's website), TV (45%, with 38% reporting a TV news story), and print (42%, with 22% mentioning a newspaper article).
 - Radio and social media were mentioned less often than online, TV and print sources.
- When asked which is the best way for The City to provide up-to-date news and information to them personally, around one-third (31%) mentioned an online source, with 13% specifically mentioning The City's website and 11% saying email.
 - One-in-five (21%) reported print, 16% said TV and another 16% reported social media is the best way to provide them with City news and information.

Main Sources of City of Calgary Information



Single Best Way for The City Provide News and Information to Citizens

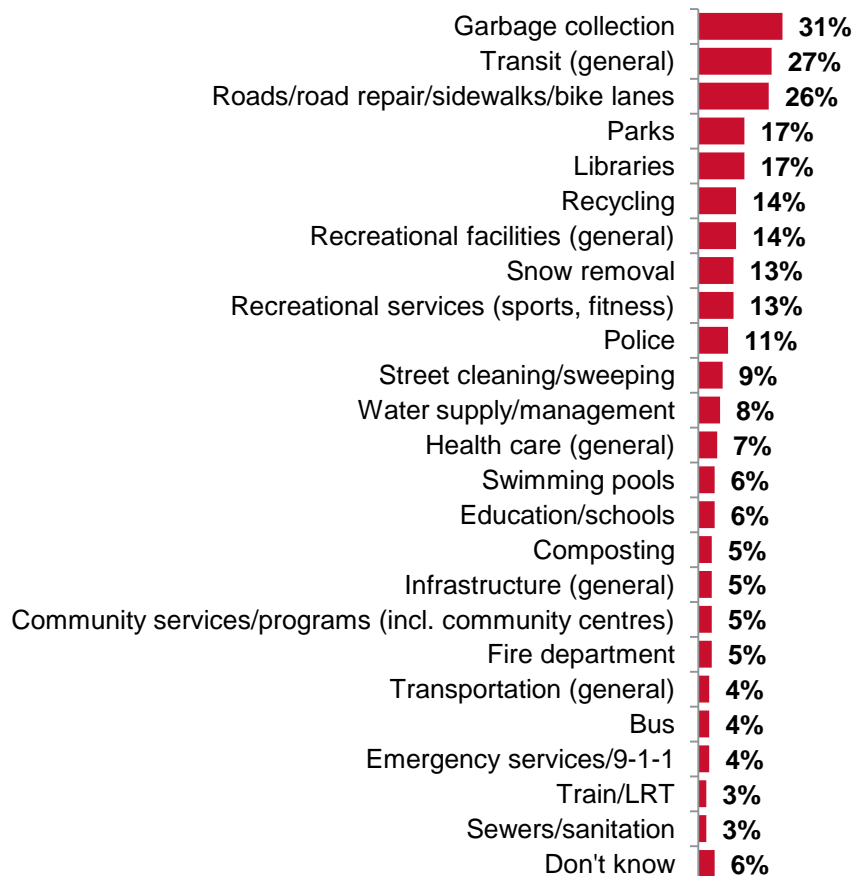




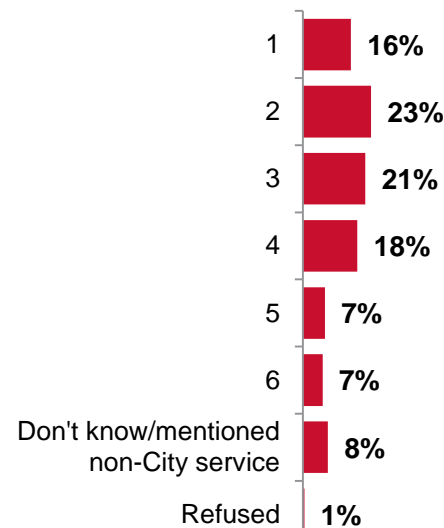
City Brand

Top-of-mind Services Offered by The City

Top-of-mind Services Offered to Calgarians by The City of Calgary



Number of City Services Mentioned (maximum 6 mentions)



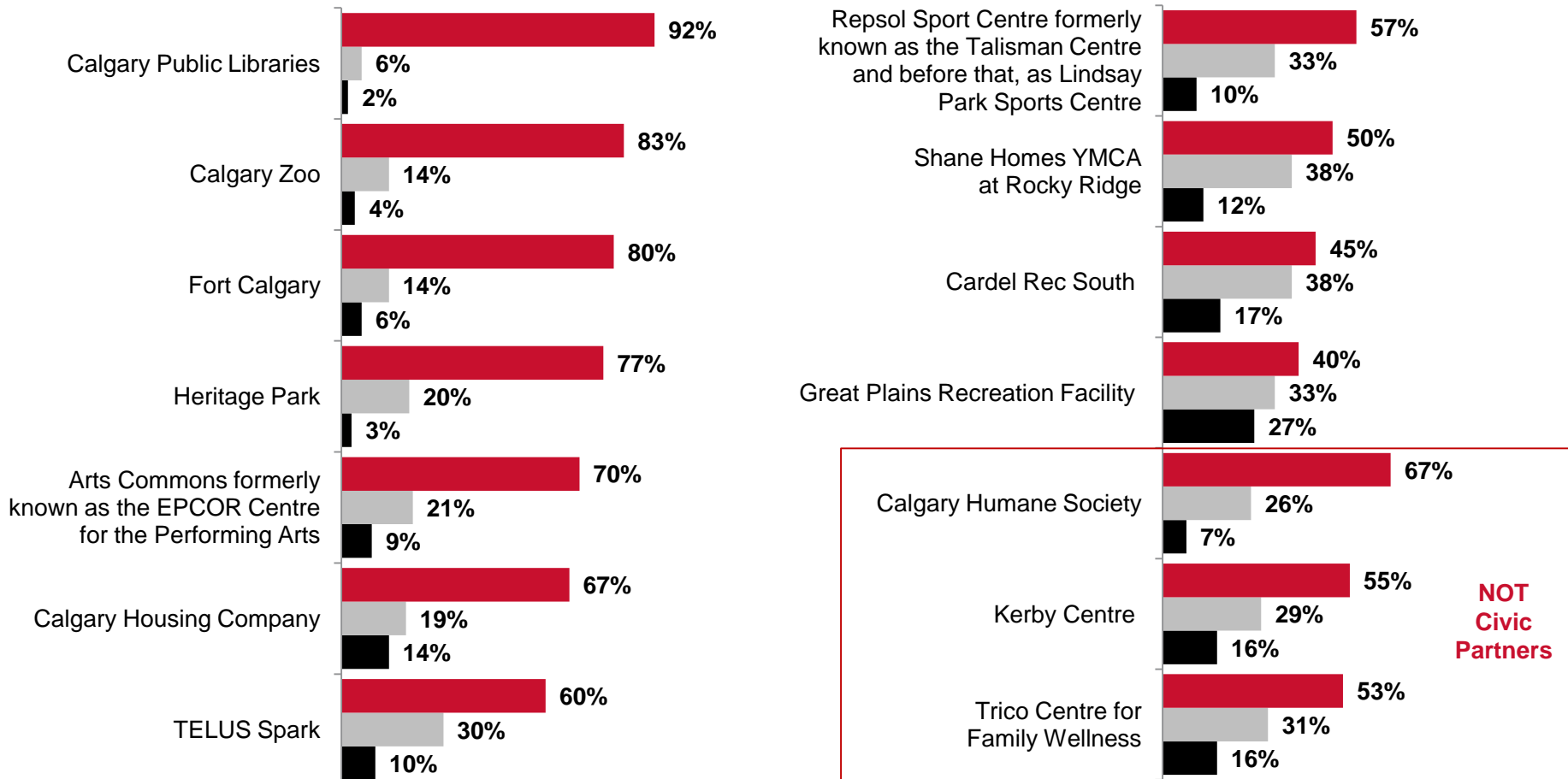
Multiple responses allowed;
mentions <3% not shown.

When you think of services offered to Calgarians by The City of Calgary, what services come to mind? (n=500)
(Note: This is an open-end question, meaning response options were not read to the respondent)

Awareness of City of Calgary Civic Partners

City of Calgary Civic Partner?

■ Yes
■ No
■ Don't know

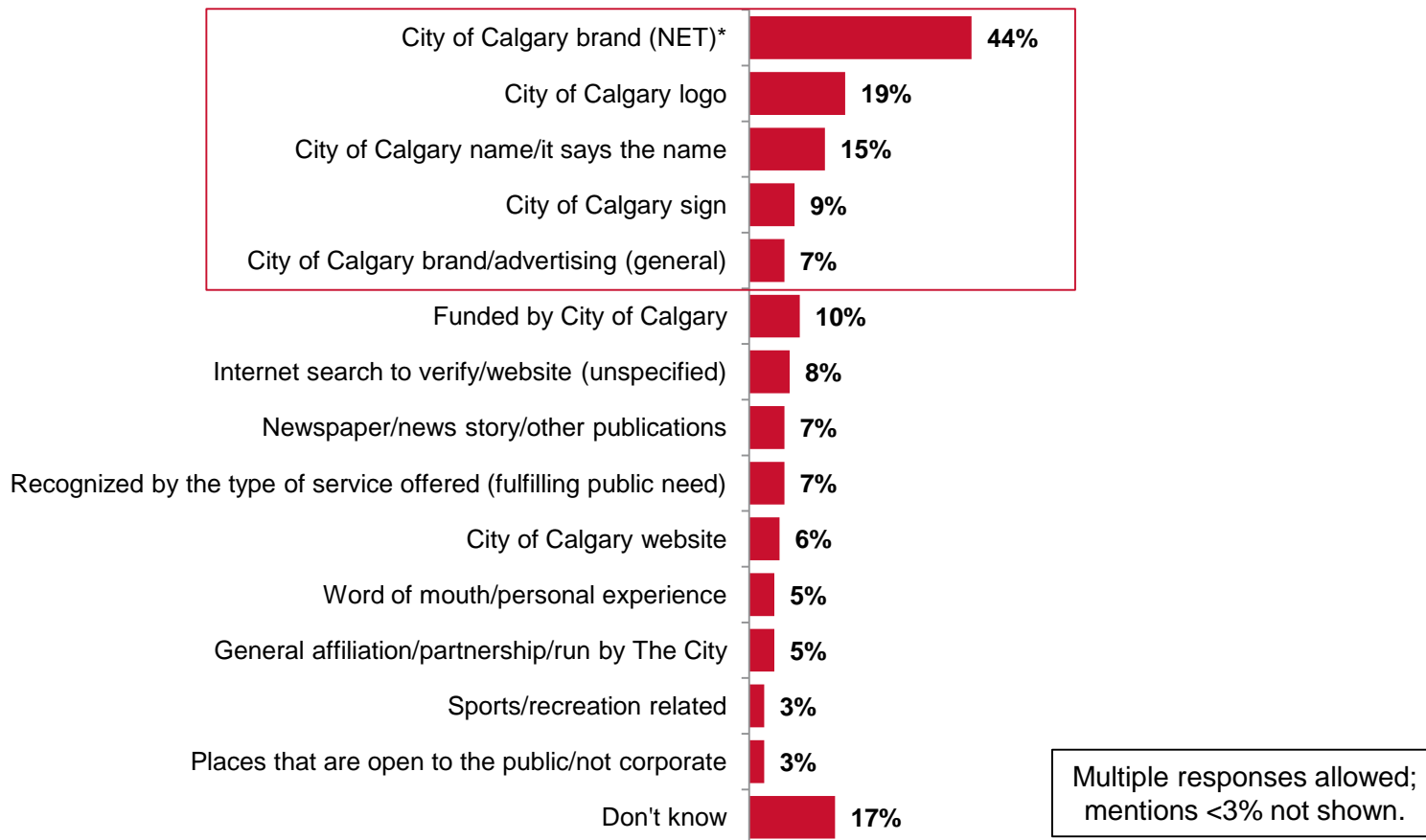


As you may know, The City of Calgary invests in external partner organizations in various ways including funding or providing facilities for the organization to use. The organizations that receive significant City investment are called Civic Partners.

To the best of your knowledge, please tell me if you think each of the following is or isn't a Civic Partner . . . (n=500)

Identifying City Facilities, Programs or Services

Top-of-mind Ways Citizens Identify a Facility, Program or Service as Belonging to The City of Calgary



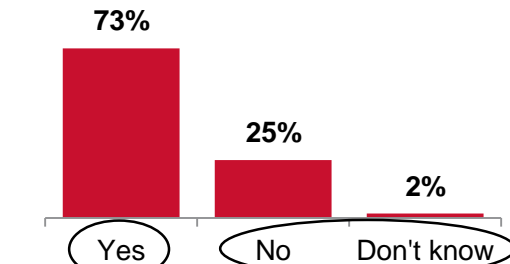
How would you identify a facility, a program or a service as belonging to The City of Calgary? (n=500)

*Percentage of respondents who mentioned at least one of: City of Calgary's logo, name, sign or brand/advertising

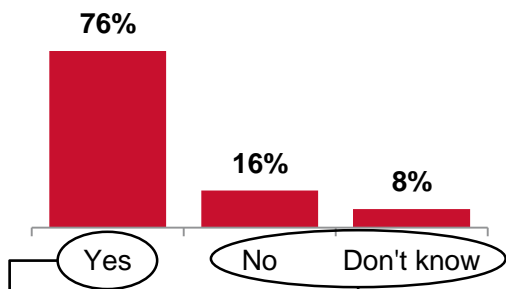
(Note: This is an open-end question, meaning response options were not read to the respondent)

Recall of The City of Calgary's Logo

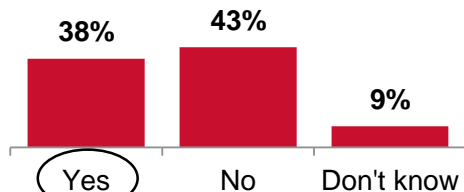
Do you recall seeing The City of Calgary's logo in the past 6 months? (n=500)



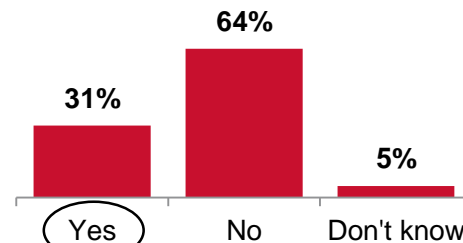
The City of Calgary's logo is a red rectangle with the name Calgary printed in white in it and a grey box on the right-hand side that has The City's crest in white. Is this the logo you recall seeing? (n=367)



Do you recall seeing this logo? (n=94)



The City of Calgary's logo is a red rectangle with the name Calgary printed in white in it and a grey box on the right-hand side that has The City's crest in white. Do you recall seeing this logo anywhere in the past 6 months? (n=133)

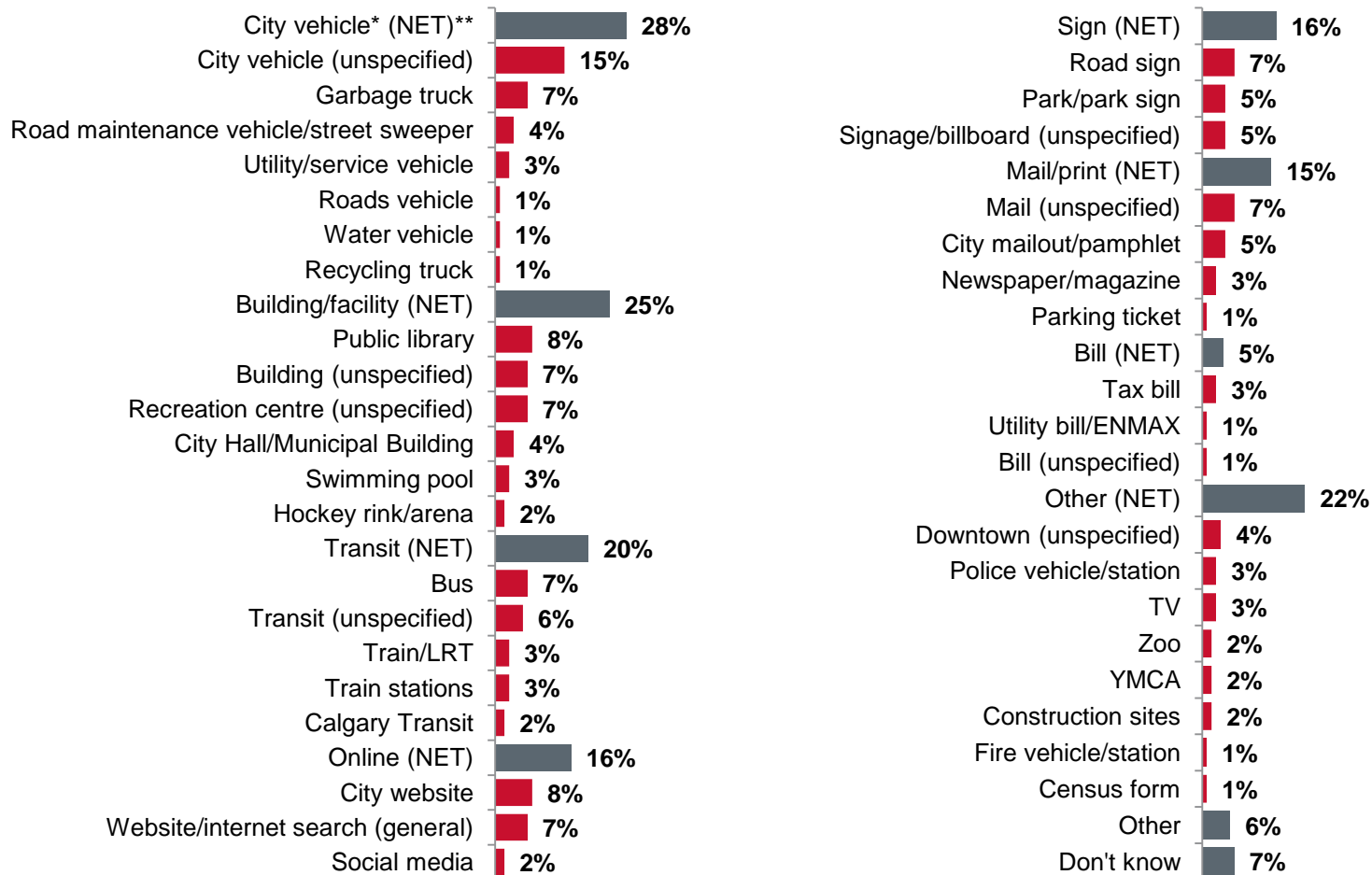


Overall, 71%*
of Calgarians recall seeing
The City's current logo
in the past 6 months

* = 353 out of 500 respondents

Source of Recall of The City's Logo

Places Citizens Recall Seeing The City's Logo

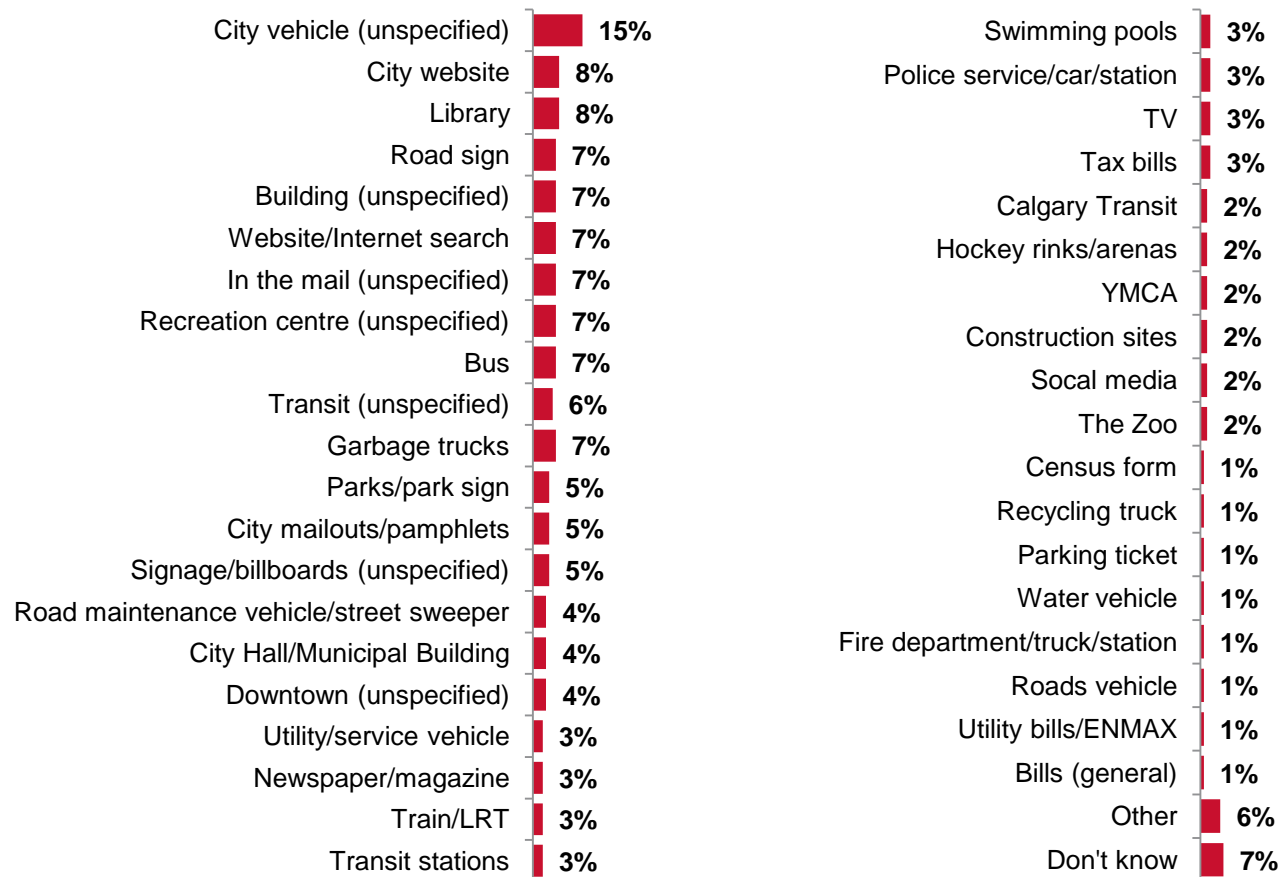


Where do you recall seeing this logo? Of respondents who recall seeing The City's logo (n=353)
(Note: This is an open-end question, meaning response options were not read to the respondent)

*does not include police, fire or transit vehicles
**NET is the percentage who mentioned one or more of the sub-categories within the main category

Source of Recall of The City's Logo

Places Citizens Recall Seeing The City's Logo

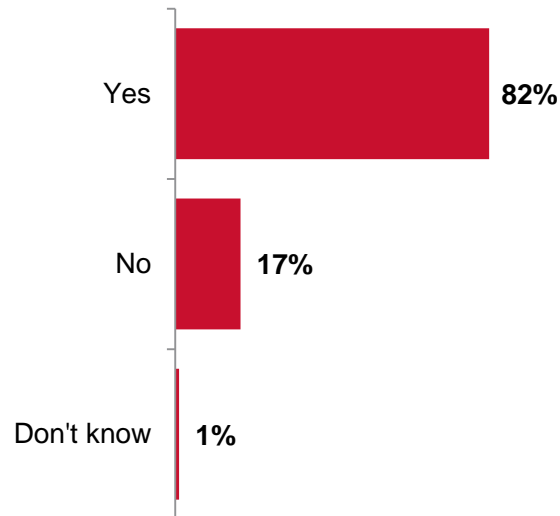


Multiple
responses
allowed

Where do you recall seeing this logo? Of respondents who recall seeing The City's logo (n=353)
(Note: This is an open-end question, meaning response options were not read to the respondent)

Have Seen a City Vehicle in the Past 6 Months

Recall of Seeing A City Vehicle in the Past 6 Months



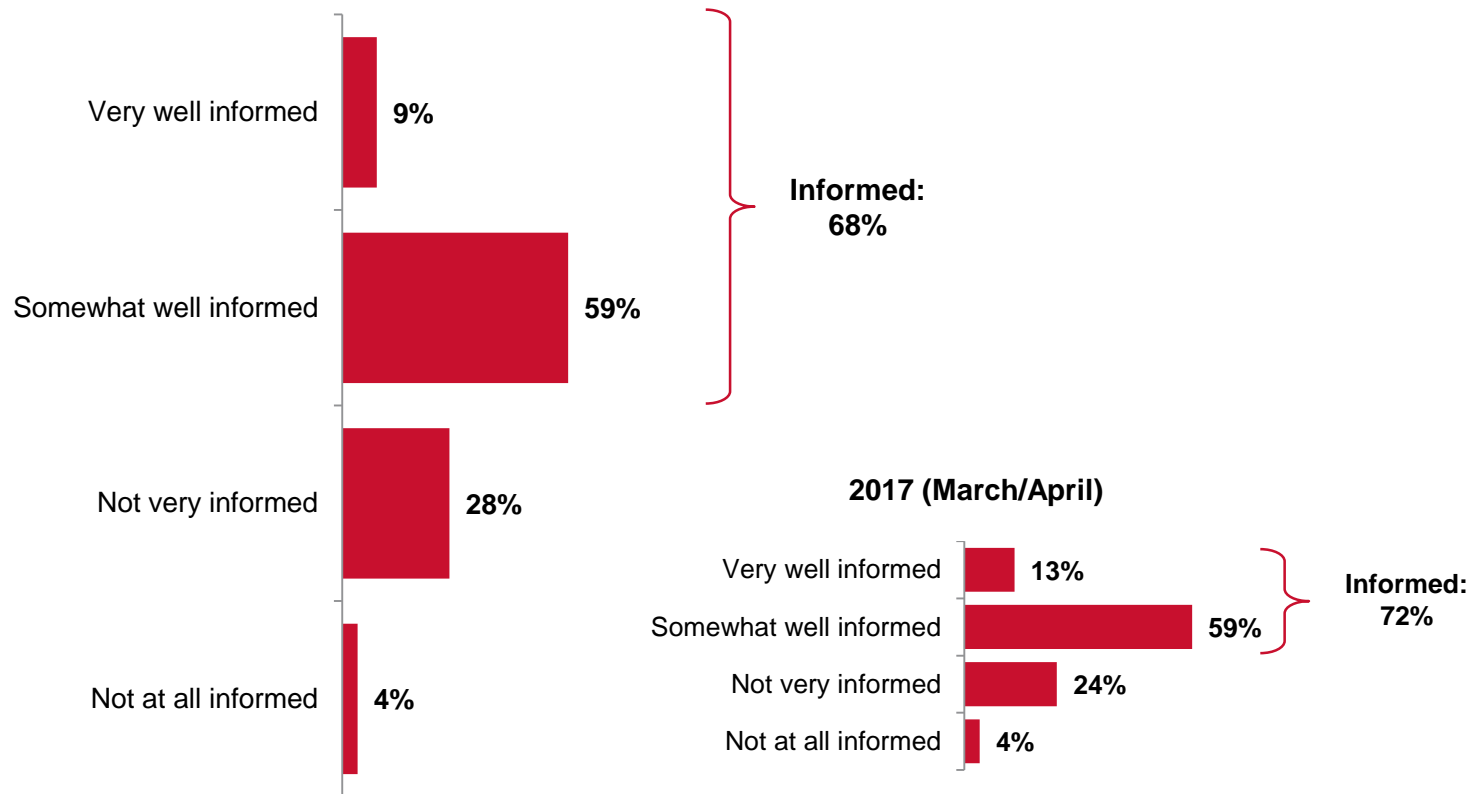
In the past 6 months, have you seen a City of Calgary vehicle such as a City inspector's car, a Water Services truck or maintenance vehicle? This does not include buses, the LRT, police or fire department vehicles. or Mentioned a City of Calgary vehicle as a place they've seen The City's logo in the past 6 months. (n=500)



City Communications

Informed About The City of Calgary

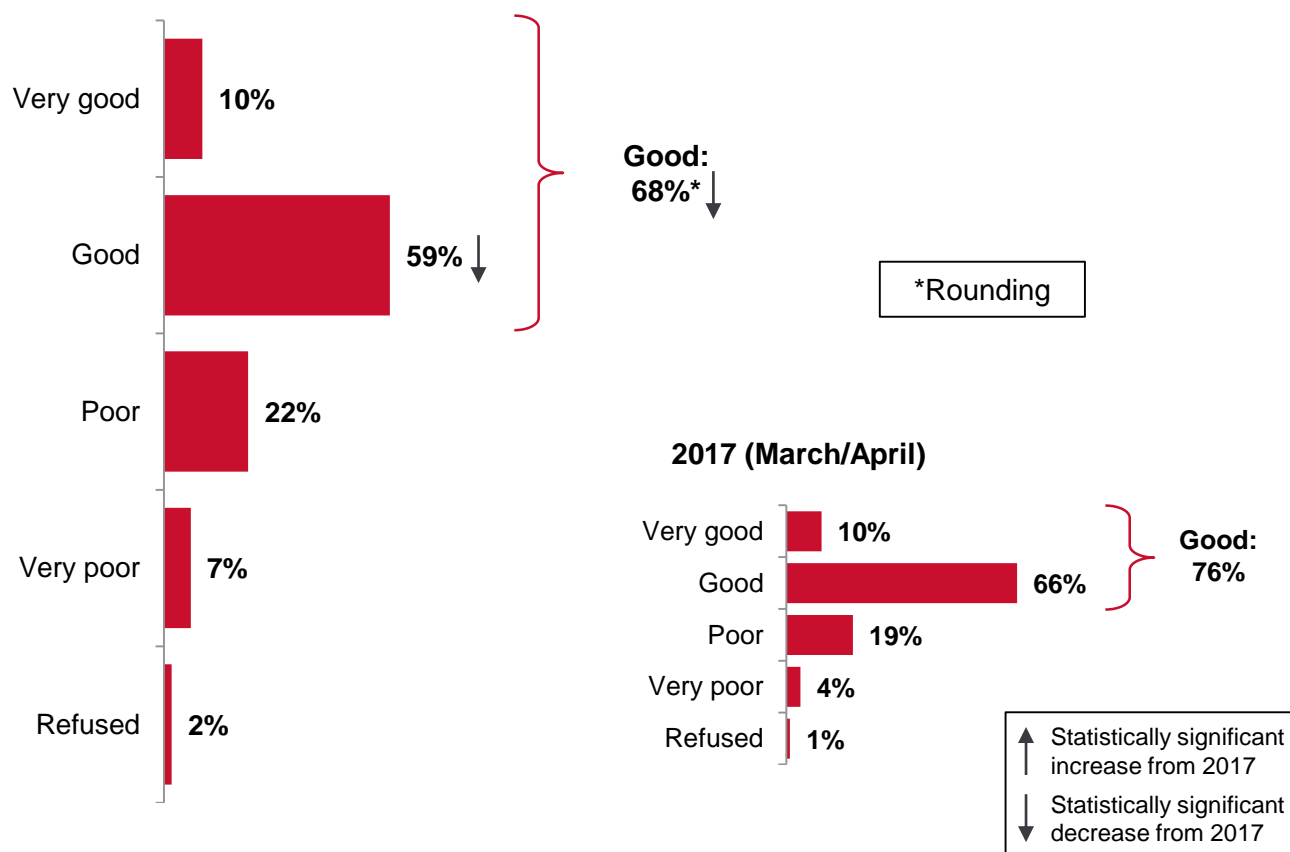
Informed About What's Going on with The City of Calgary and Issues that Affect Citizens



How well informed would you say you are with what's going on with The City of Calgary and the issues that affect you as a citizen? (n=500)

City Performance in Communicating with Citizens

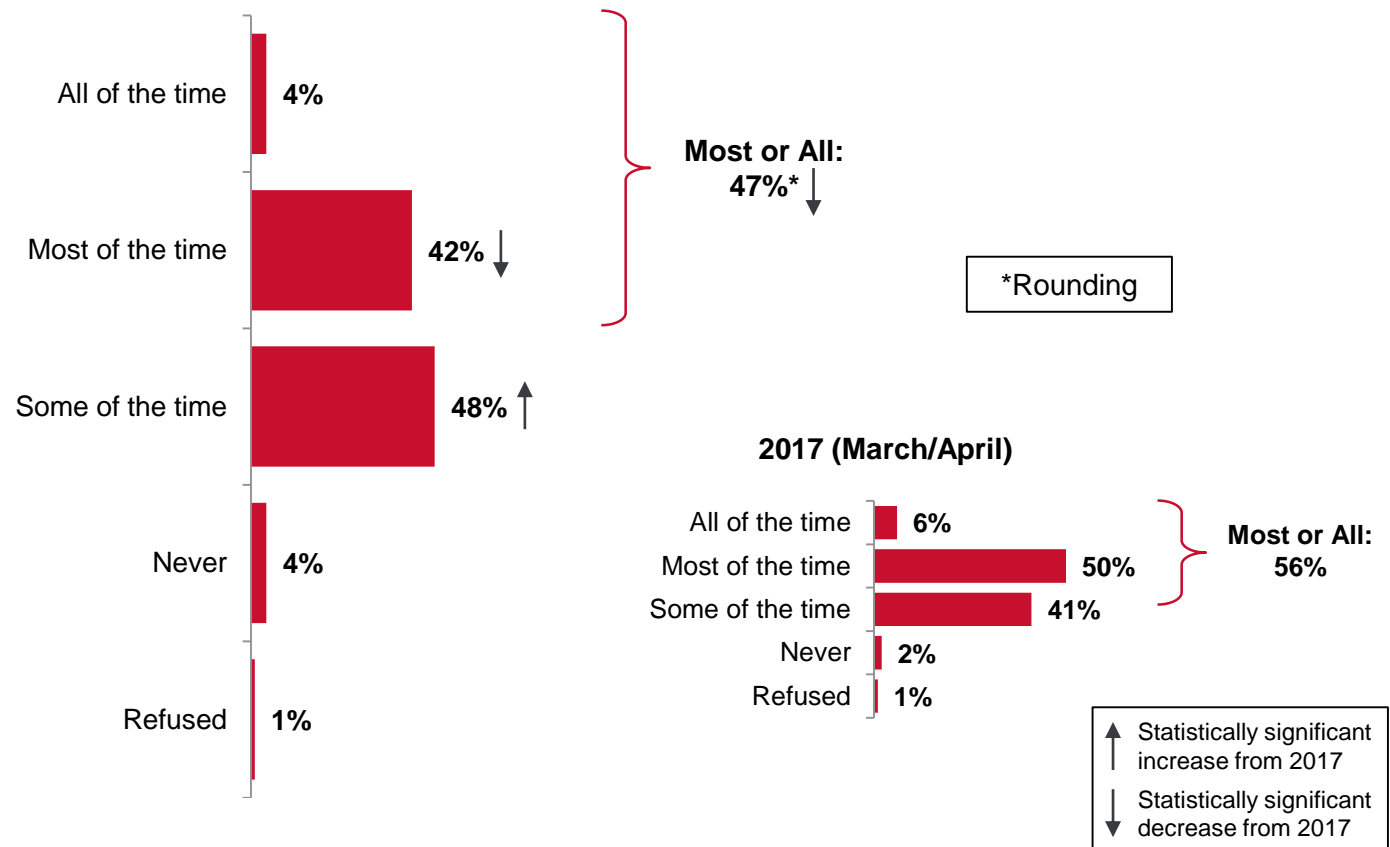
Assessment of The City's Performance in Communicating with Citizens in the Past 6 Months



Overall, how would you rate The City of Calgary in terms of how well it communicates with citizens about its services, programs, policies and plans in the past 6 months? Would you say the communication has been... (n=500)

Timeliness of City Information

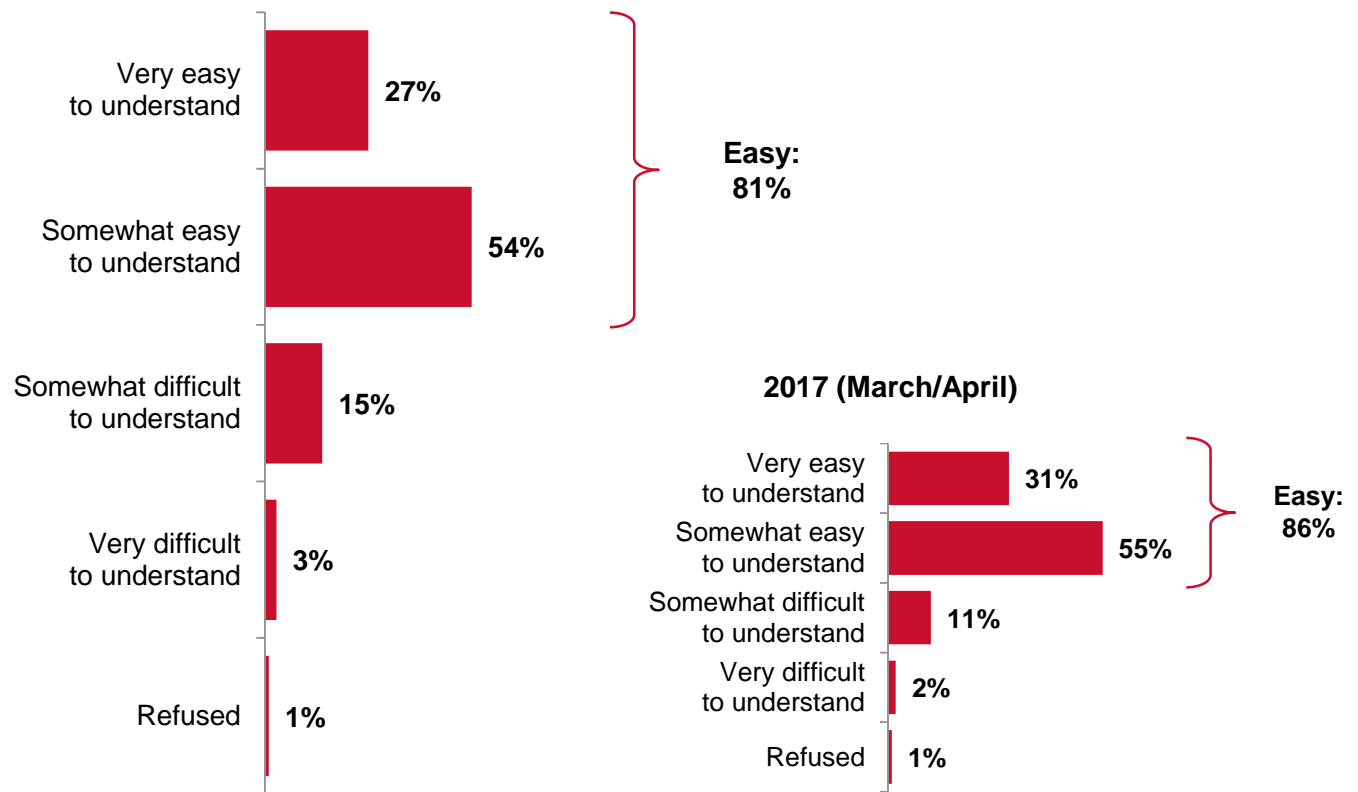
Timeliness of The City Providing Information to Calgarians



Overall, do you think The City of Calgary is timely in providing information to Calgarians? Would you say The City is timely... (n=500)

Ease of Understanding City Information

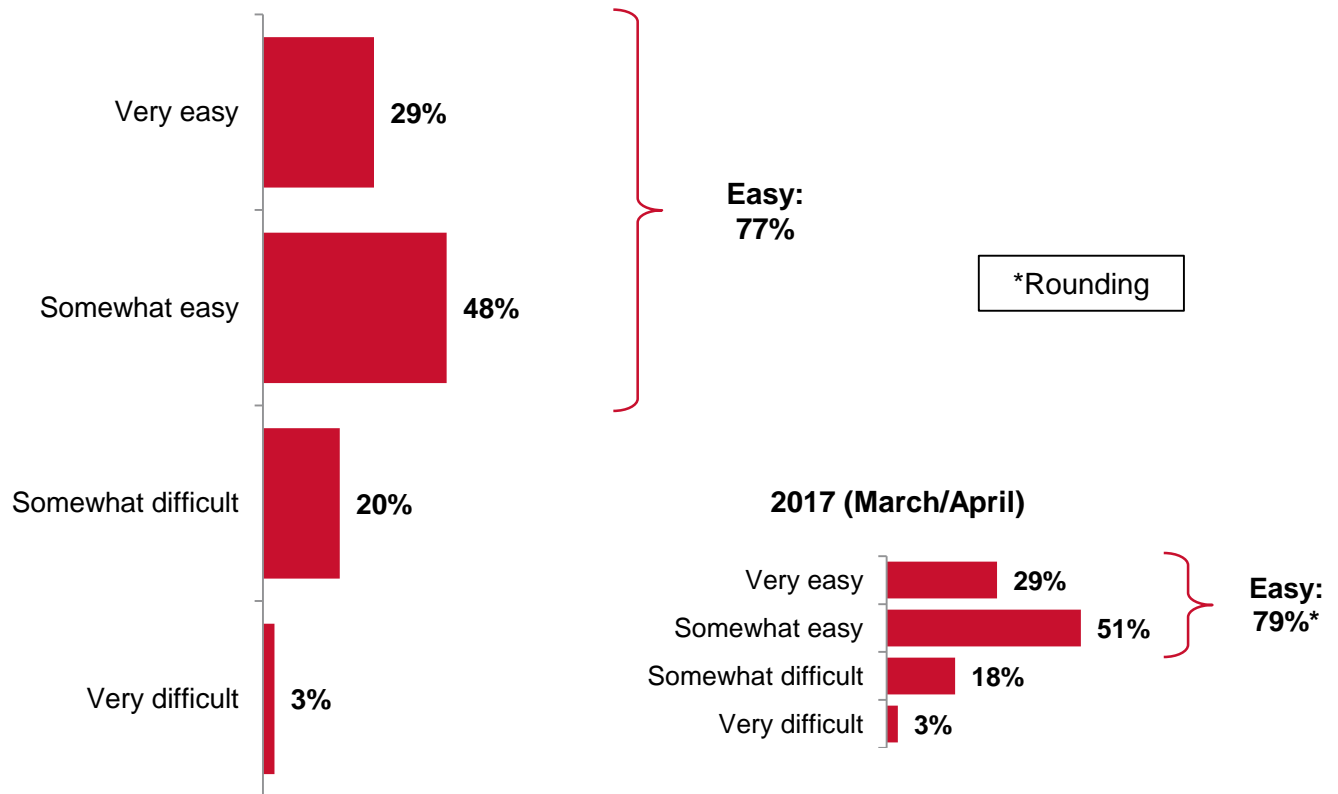
Ease of Understanding Information Provided by The City of Calgary



In general, do you think the information that The City of Calgary provides is easy to understand? Would you say the information is...? (n=500)

Ease of Finding City Information

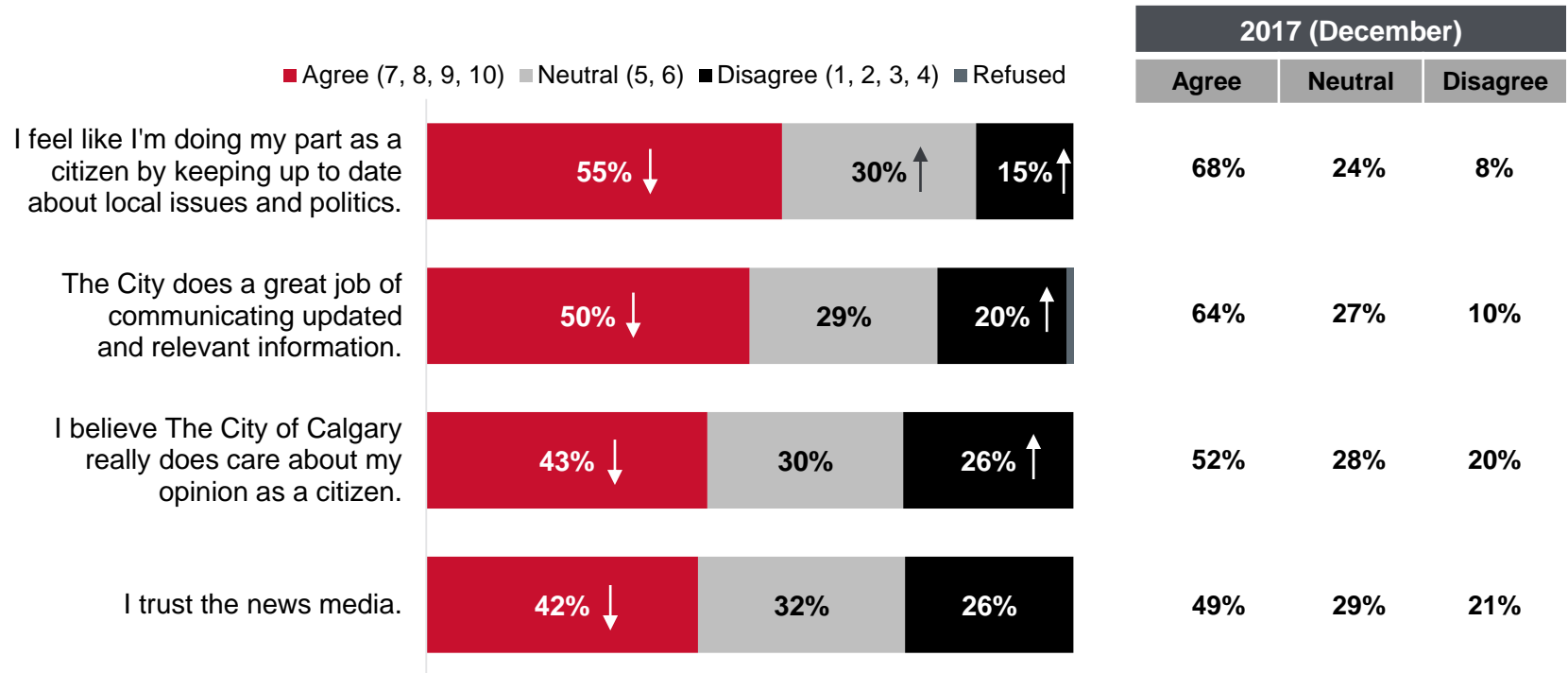
Ease of Finding City Information



How easy or difficult is it for you to find City information that you need? Would you say that it is... (n=500)

Opinions About City Communications

Opinions About City Communications



↑ Statistically significant increase from 2017
↓ Statistically significant decrease from 2017

I'm going to read you a few statements and I'd like you to please tell me whether you agree or disagree with each. (n=500)

Meeting Expectations About Communications

City's Performance in Meeting Expectations Regarding Communications with Citizens

■ Exceeds expectations (7, 8, 9, 10) ■ Neutral (5, 6) ■ Fails to meet expectations (1, 2, 3, 4) ■ Refused



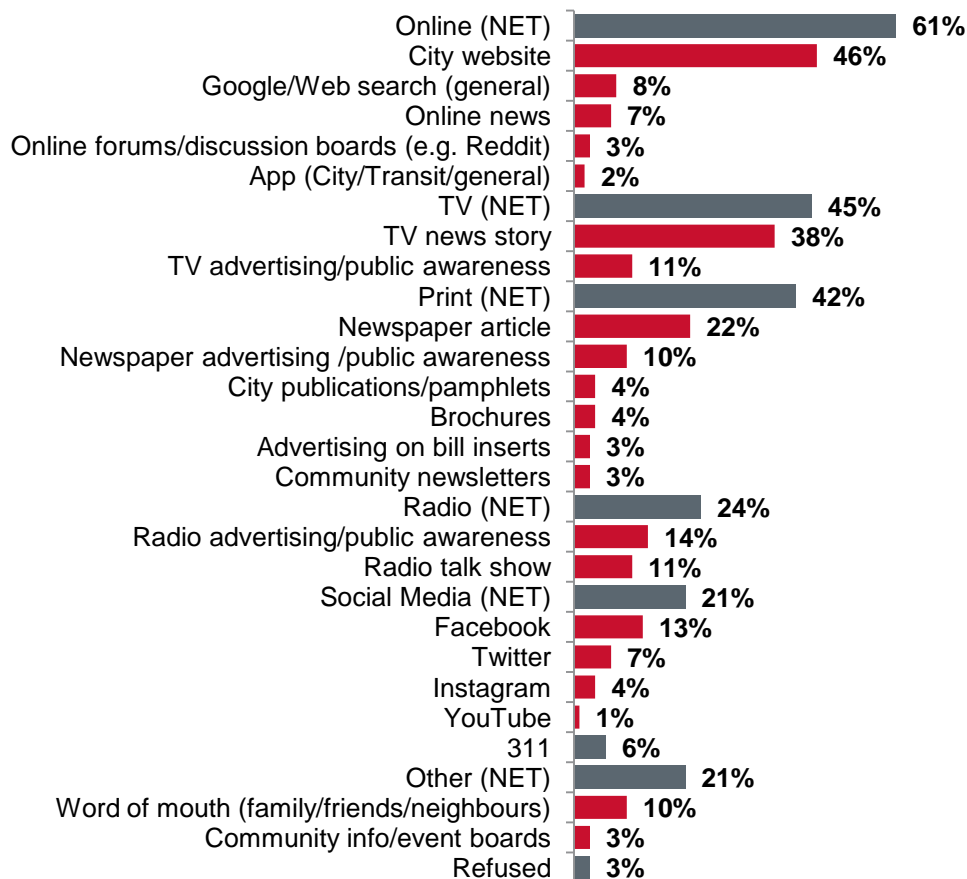
2017 (December)		
Agree	Neutral	Disagree
55%	32%	13%

↑ Statistically significant increase from 2017
 ↓ Statistically significant decrease from 2017

On a scale of 1 to 10 where 1 means “failing to meet my expectations” and 10 represents “exceeding my expectations,” how would you rate The City in terms of its communications with citizens? (n=500)

Main Sources of City Information

Main Sources of Information About The City's Programs, Services and Policies

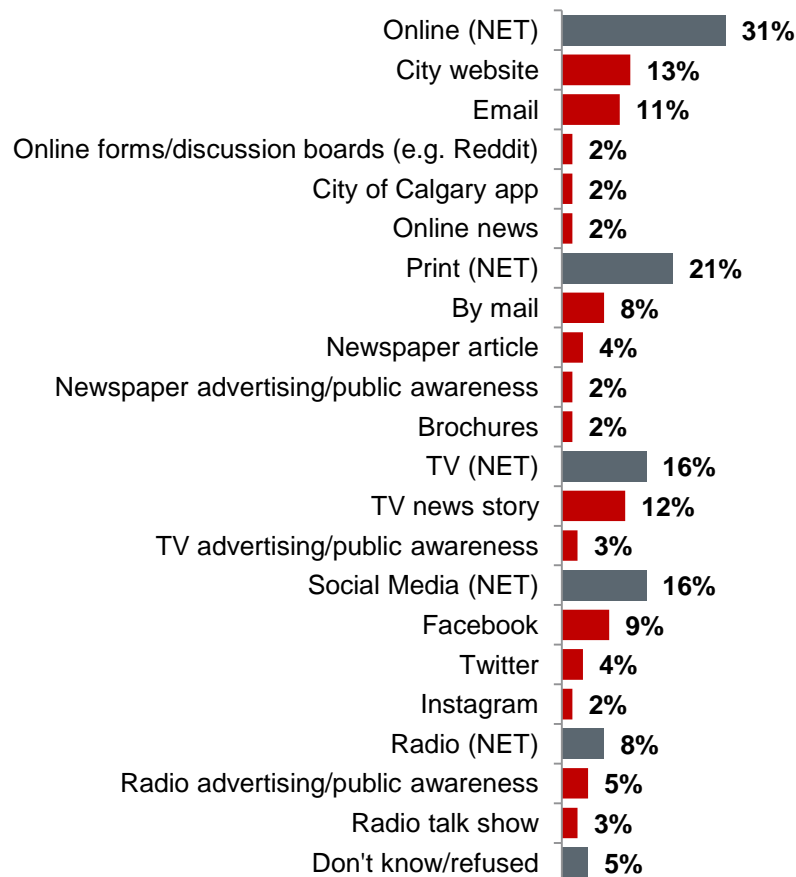


Multiple
responses
allowed

Today, what would you say are your TOP THREE main sources of information about The City's programs, services and policies? (n=500)
(Note: This is an open-end question, meaning response options were not read to the respondent)

Preferred Way to Provide City News/Information

Best Way for The City to Provide Up-to-date News and Information



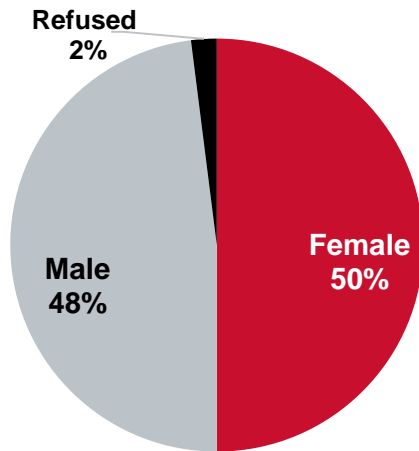
What is the best way for The City of Calgary to provide up-to-date news and information to you personally? (n=500)
 (Note: This is an open-end question, meaning response options were not read to the respondent)

Demographics

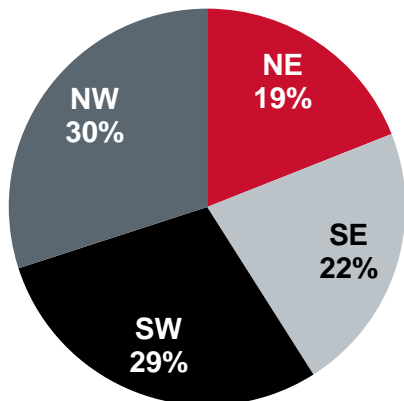


Demographics

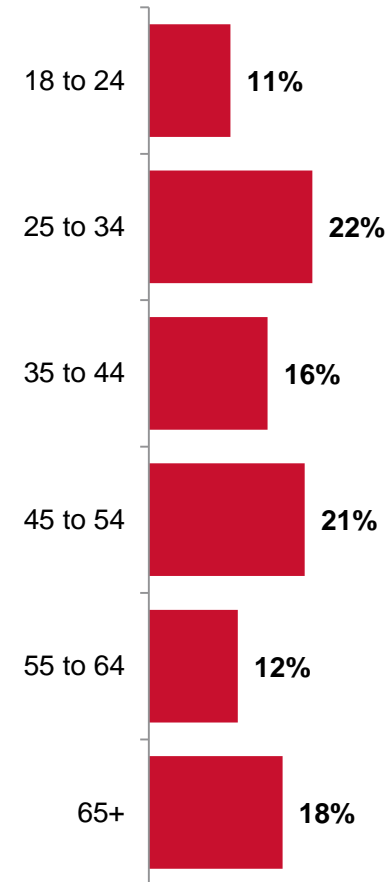
Gender
(asked, not inferred)



Quadrant of Residence



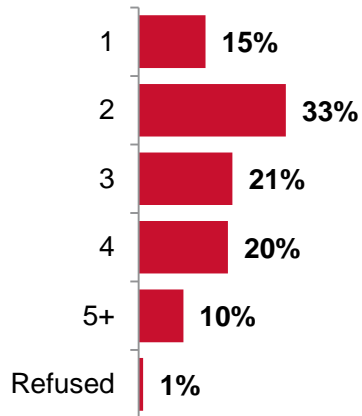
Age



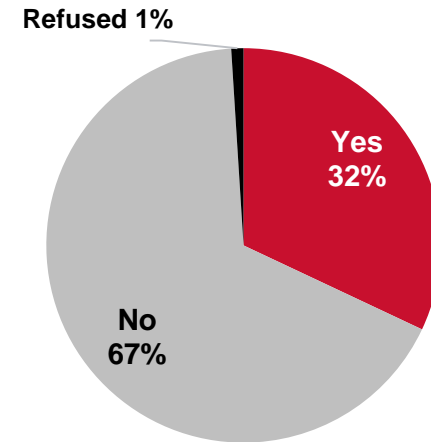
n=500 unless otherwise specified

Demographics (cont'd)

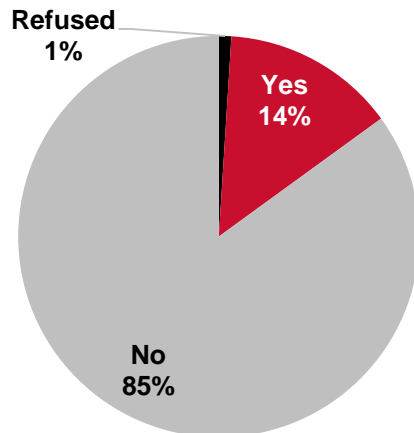
Household Size



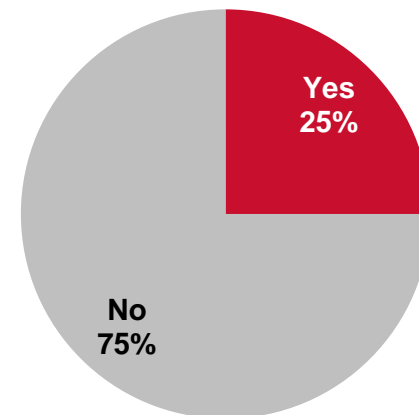
Children Under the Age of 18 in the Household



Self-reported Disability (Respondent or Family Member)



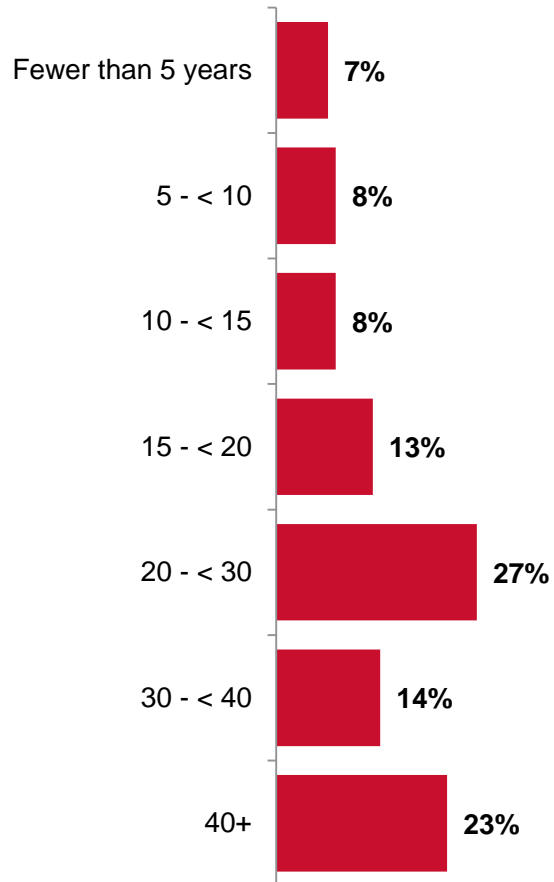
Senior (aged 65+ years) in the Household



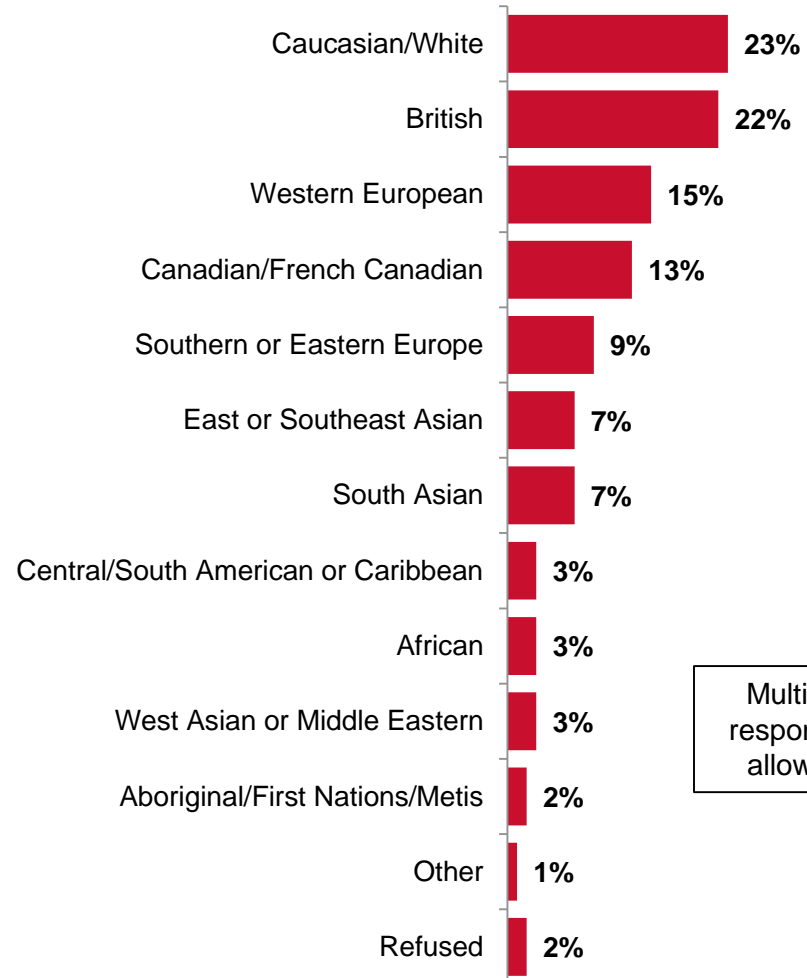
n=500 unless otherwise specified

Demographics (cont'd)

Years Lived in Calgary



Main Ethnic Background

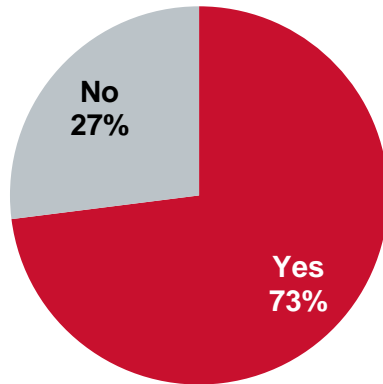


Multiple responses allowed

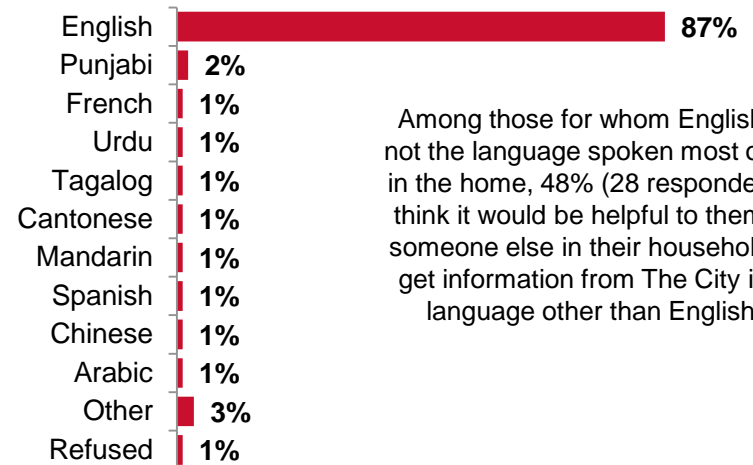
n=500 unless otherwise specified

Demographics (cont'd)

Born in Canada



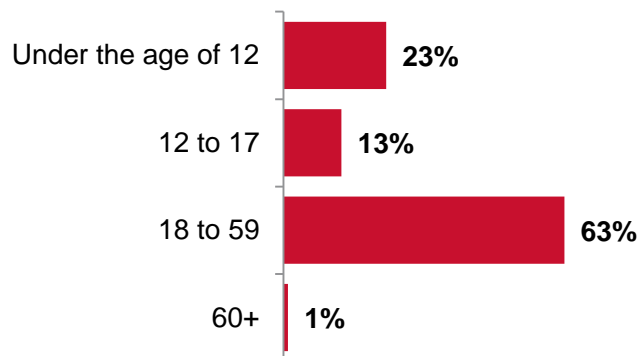
Language Spoken Most in the Home



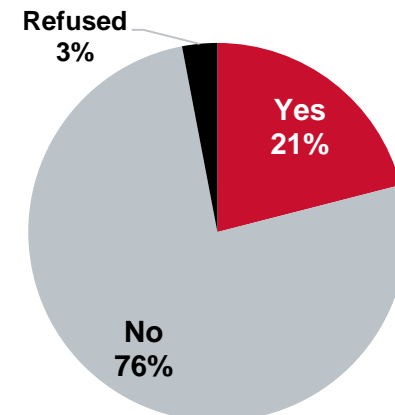
Among those for whom English is not the language spoken most often in the home, 48% (28 respondents) think it would be helpful to them or someone else in their household to get information from The City in a language other than English.

Age Upon Arrival in Canada

(among those not born in Canada, n=136)

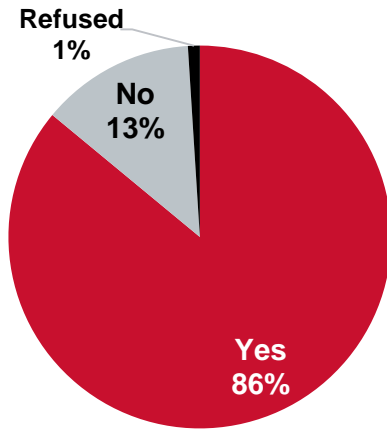


Self-Report as a Member of a Visible Minority

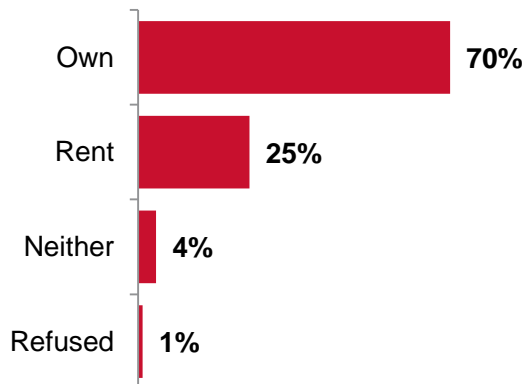


Demographics (cont'd)

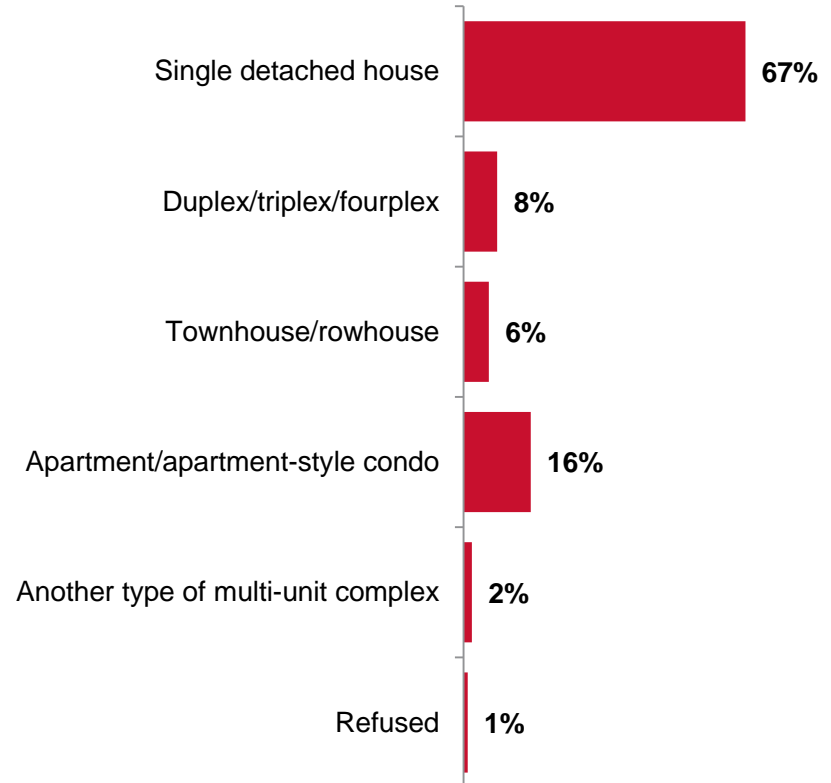
Primarily or Jointly Responsible for Paying Taxes or Rent in Household



Home Ownership



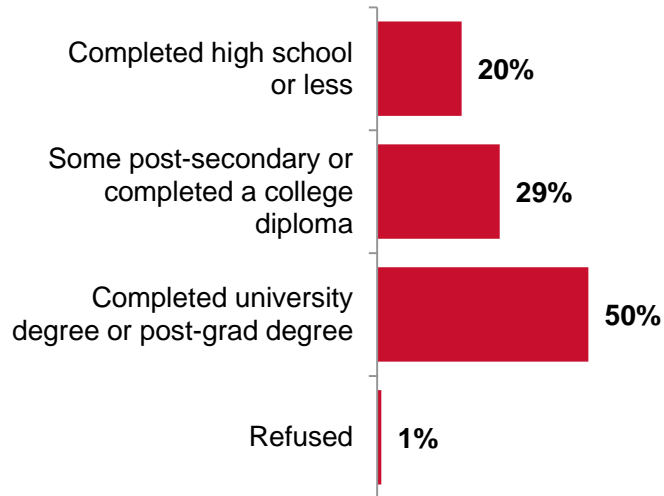
Dwelling Type



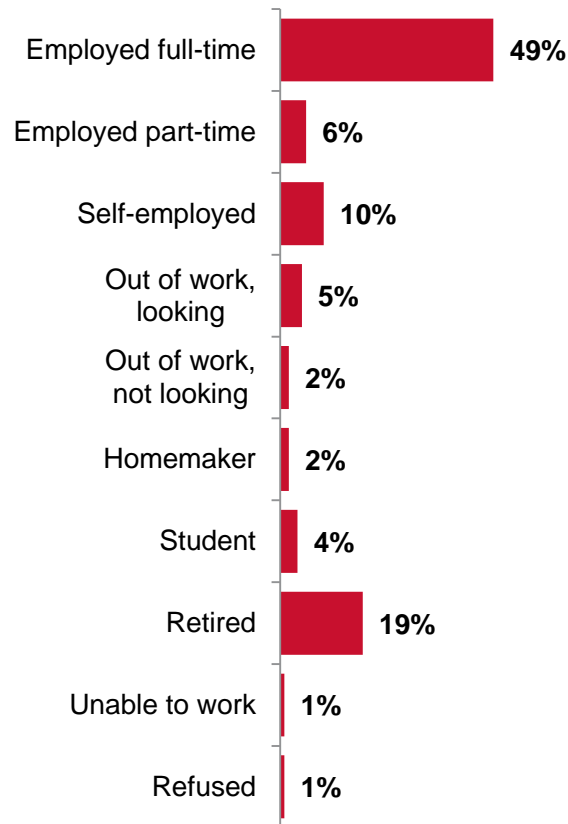
n=500 unless otherwise specified

Demographics (cont'd)

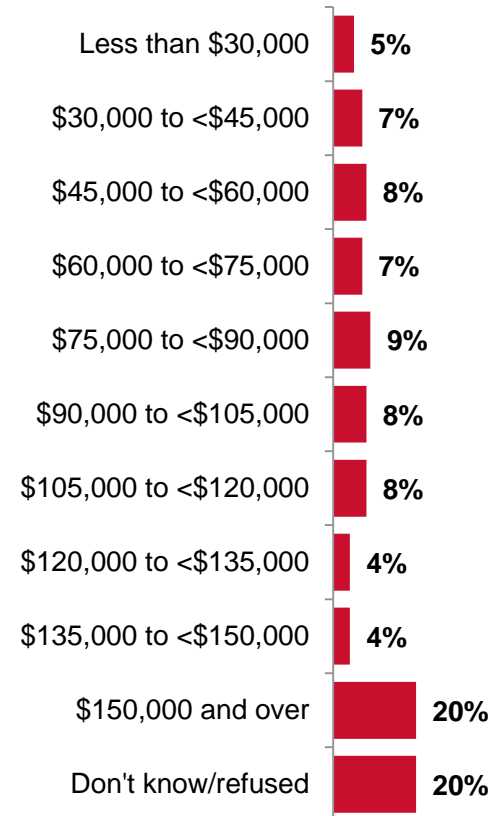
Highest Level of Schooling Obtained



Employment Status



Household Income



n=500 unless otherwise specified