



2016 Property Tax Campaign Survey

August 11, 2016

Prepared for The City of Calgary by:

Contact:

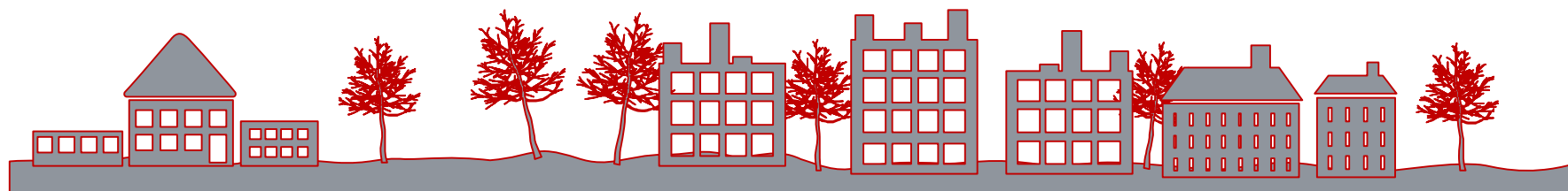


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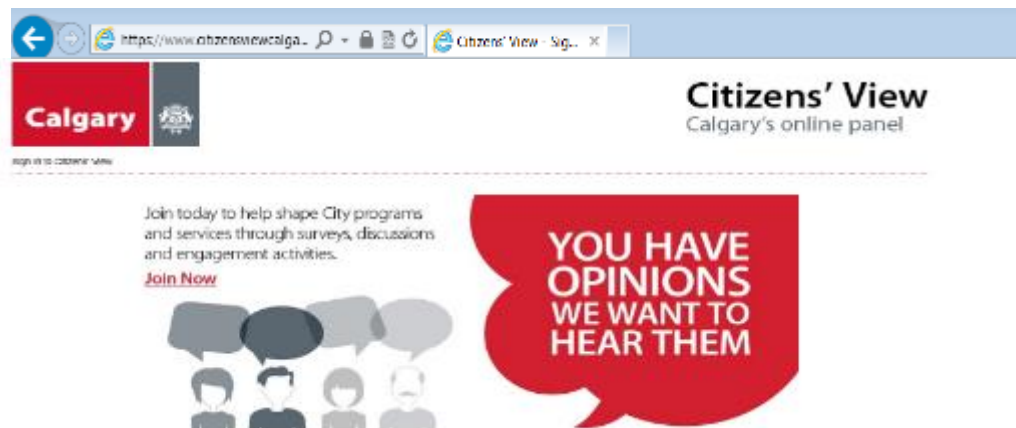


Methodology

Overview 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 July 11th to 2343 panelists and closed on July 25th, 2016.
- 742 panelists completed the survey and an additional 190 panelists started the survey but did not complete it.
- This survey required participants to view a website as well as a short video to contextualize some of the questions.
- Results in this report are based on all valid respondents of participants who completed the entire survey.
- **The following findings are qualitative in nature. The work is 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 quantitative research.**





Key Findings

Key Findings

Interest and Awareness

A strong majority (86%) of survey participants are primarily or jointly responsible for paying property taxes in their households.

- Of the participants who pay property taxes **95% are agree that they are interested in knowing how their property tax dollars are invested in various City services**, **while close to half (46%) report that The City does a good job of providing Citizens with information about how their tax dollars are invested.**

Given that close to half of these respondents feel The City does a good job at providing citizens with information about how their tax dollars are invested, it is unsurprising that a similar proportion (54%) report they feel they receive “good value” for their property tax dollars (10,9,8,7 on a 10 point scale), and 22% report feeling neutral (5,6 on a 10 point scale) toward the value they receive. Greater awareness leads to greater perceived value for respondents.

Optimism for the Future

When asked about respondents personal financial situation, on a scale from 1 to 7 where 1 is “very weak” and 7 is “very strong”:

- 54% report their personal financial situation as **strong**
- 18% report their personal financial situation as **neutral**
- 28% report their personal financial situation as **weak**

- ❖ Additionally, one-quarter (25%) of respondents anticipate the economy to be stronger in six months, while the majority of respondents (54%) believe it will be about the same.

Key Findings

Information Sources

Despite 95% of respondents wanting more information about their property taxes, **only 23% have looked for information about how The City of Calgary invests municipal property taxes in the last year.**

- Of the respondents who looked for information about how The City invests municipal property taxes, close to half (47%) report that it was easy to understand the information.
 - It should be noted that 54% found it difficult to understand the information, with 42% reporting it was “somewhat difficult” and 12% who found it “very difficult”.

When probed on what type of information is most sought after for respondents, the top two topics are:

- How are my property taxes calculated? (33%)
- How my assessment compares to my property tax? (34%)

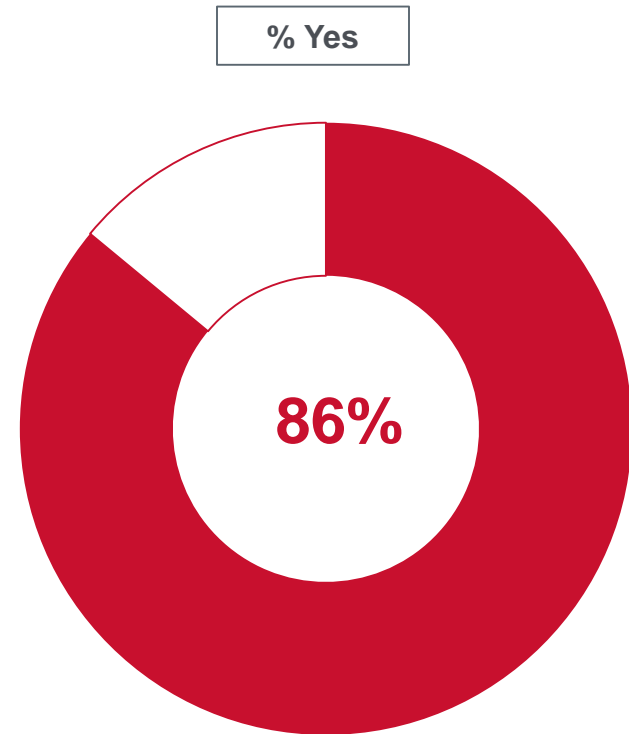
Respondents were asked their level of trust with information provided by the following services about property taxes in Calgary. **The City of Calgary Municipal Government received the highest score (65%) as a trusted source of information about property taxes in Calgary.**

- The City of Calgary Municipal Government – 65%
- The Canadian Taxpayer Federation – 54%
- Local Media – 48%
- Family and Friends – 44%
- Realtors – 20%
- Social Media – 16%



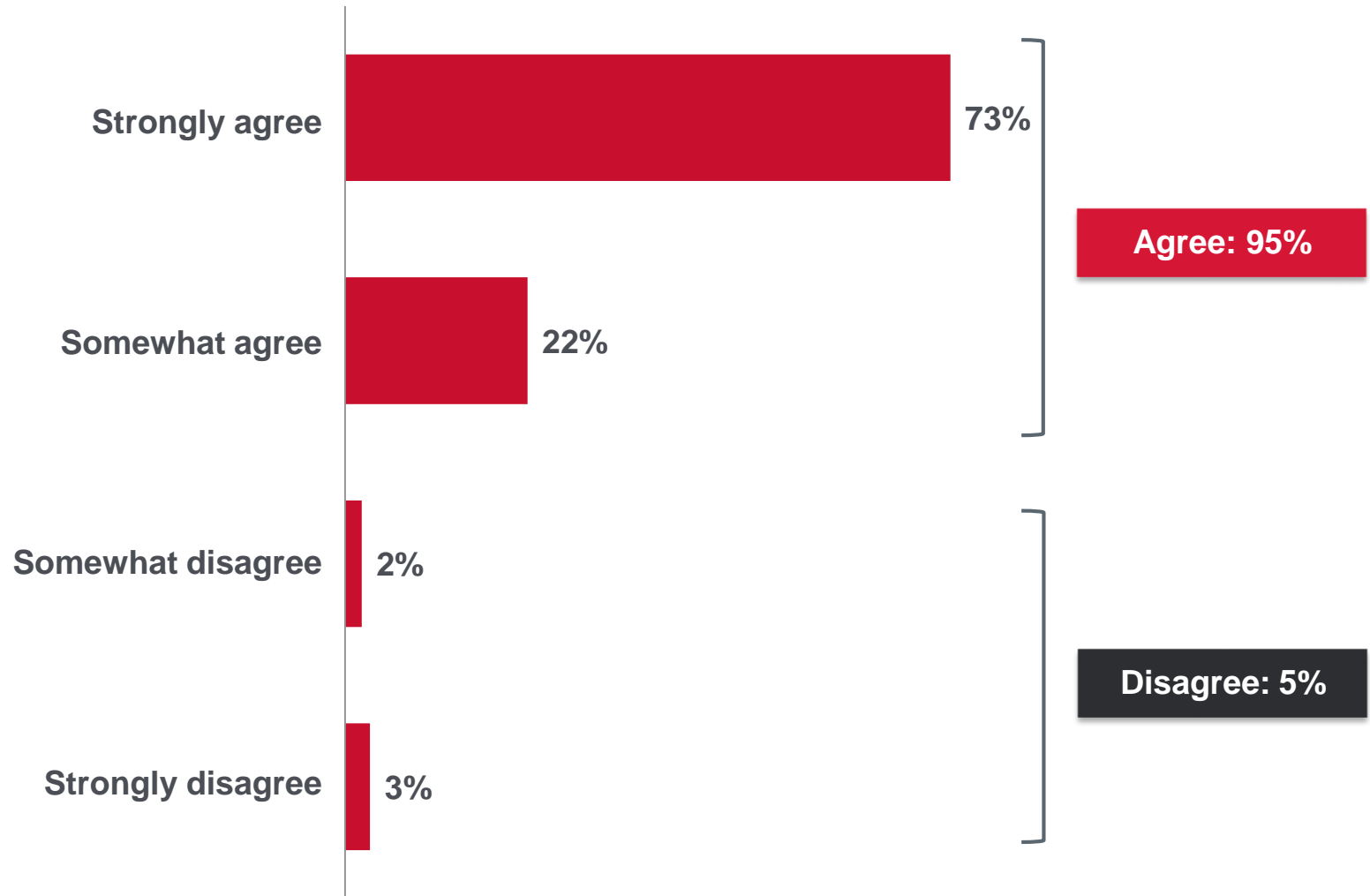
Property Tax Survey Results

Responsible for Paying Property Taxes



Q1. Are you either primarily or jointly responsible for paying property taxes in your household? (Base: All respondents, n=742)

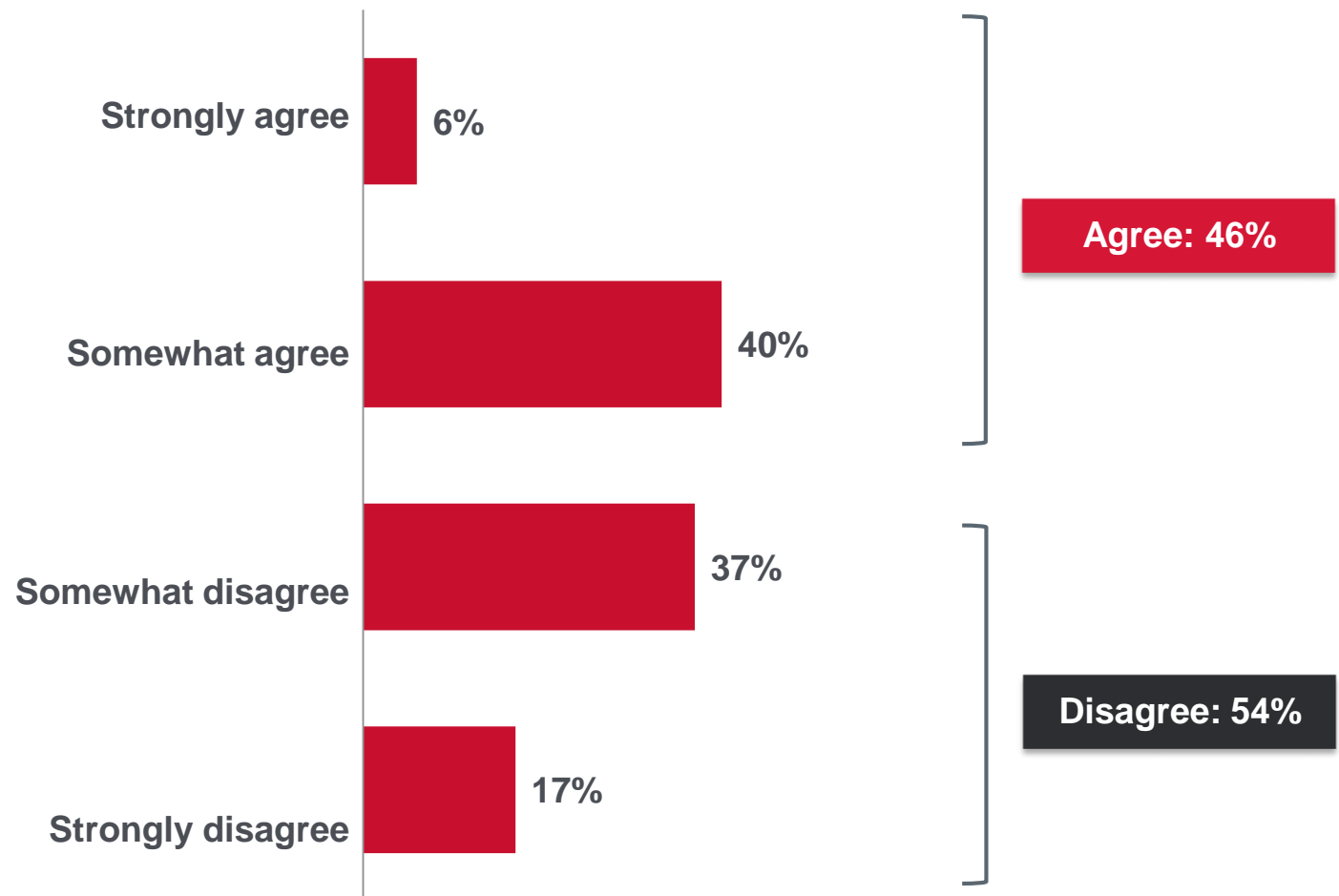
Interest in Investment of Property Taxes



Q2. Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements: **I am interested in knowing how my property tax dollars are invested in various City services**

(Base: Respondents who pay property taxes, n=639)

Availability of Information About Property Taxes



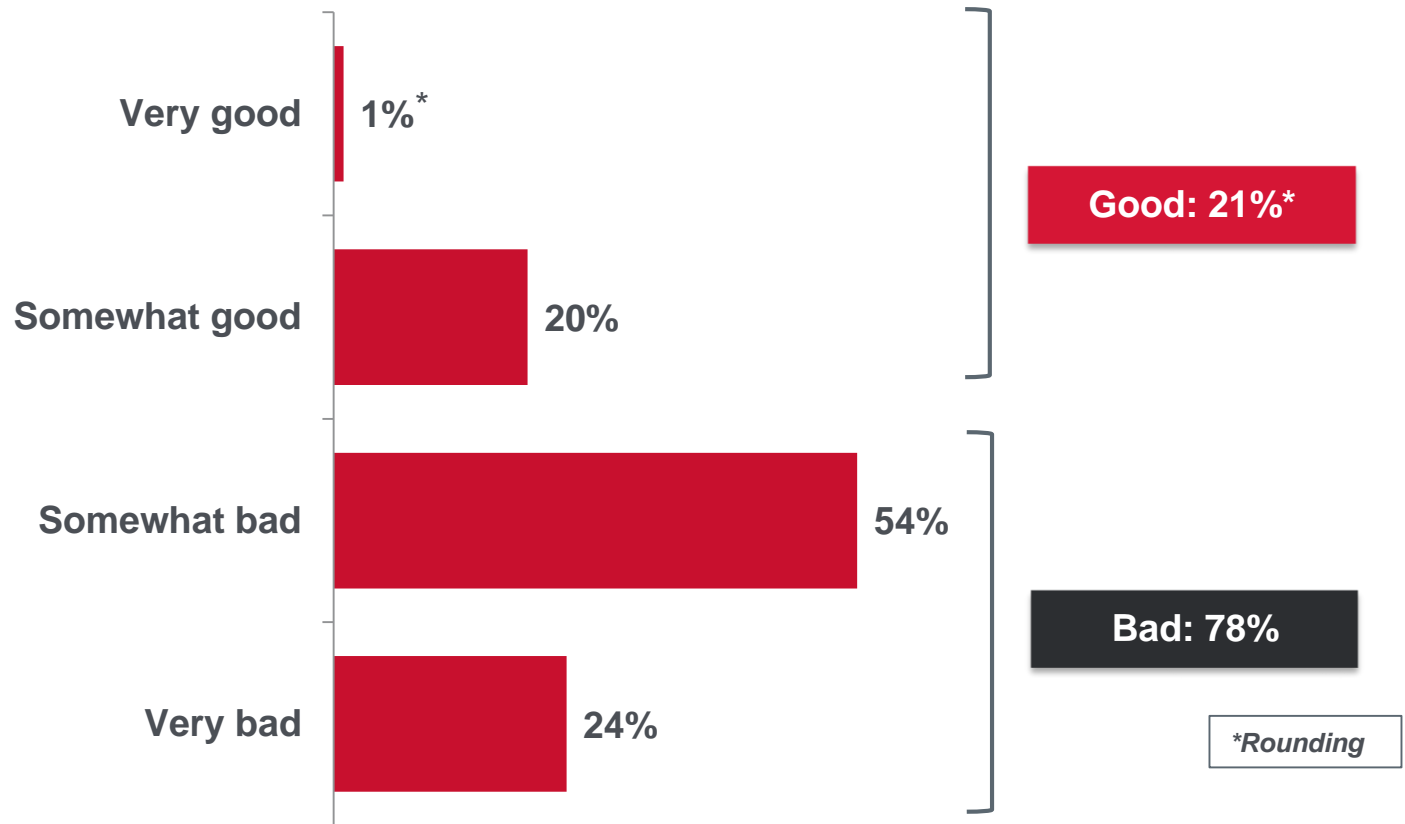
Q2. Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements: **The City does a good job of providing citizens with information about how their property tax dollars are invested in various City services** (Base: Respondents who pay property tax, n=639)

Perceived Value of Property Taxes



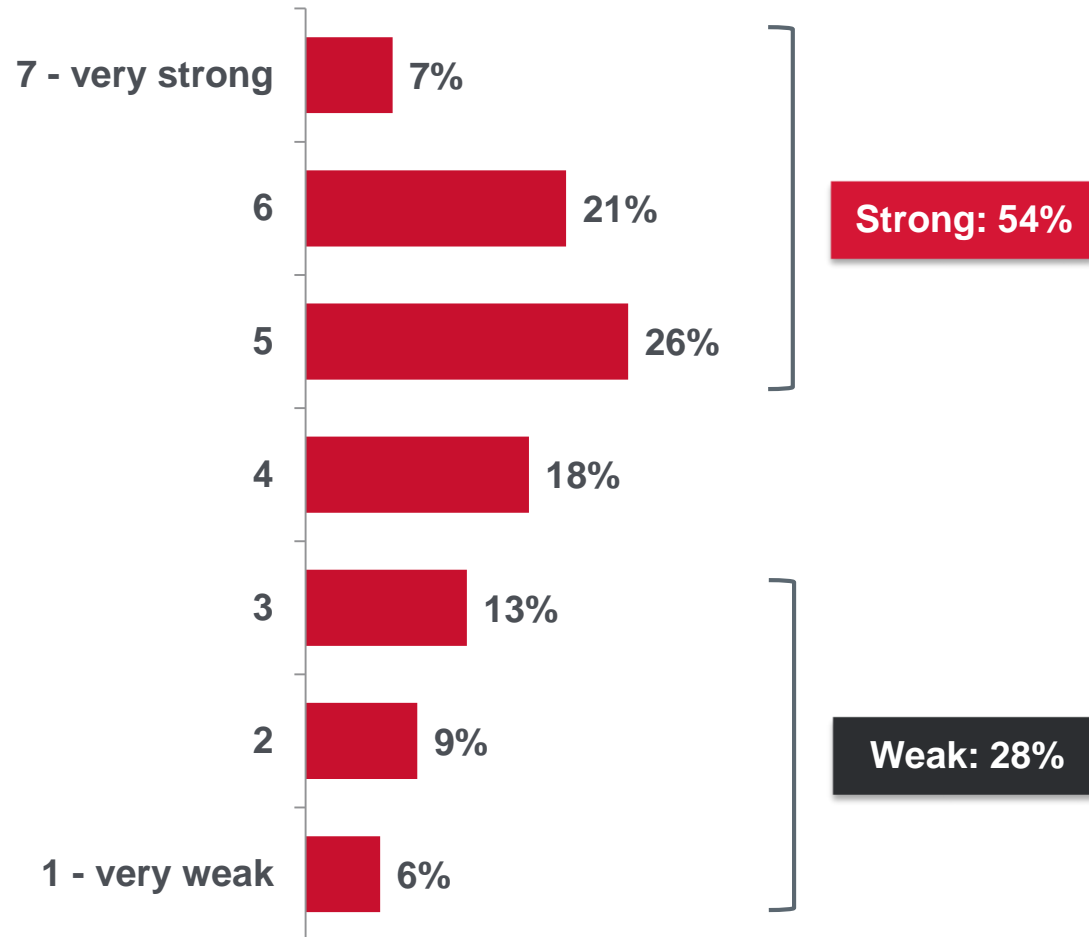
Q4. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where “1” represents “very poor value” and “10” represents “very good value”. (Base: Respondents who pay property tax, n=639)

Views on Current Economic Situation in Calgary



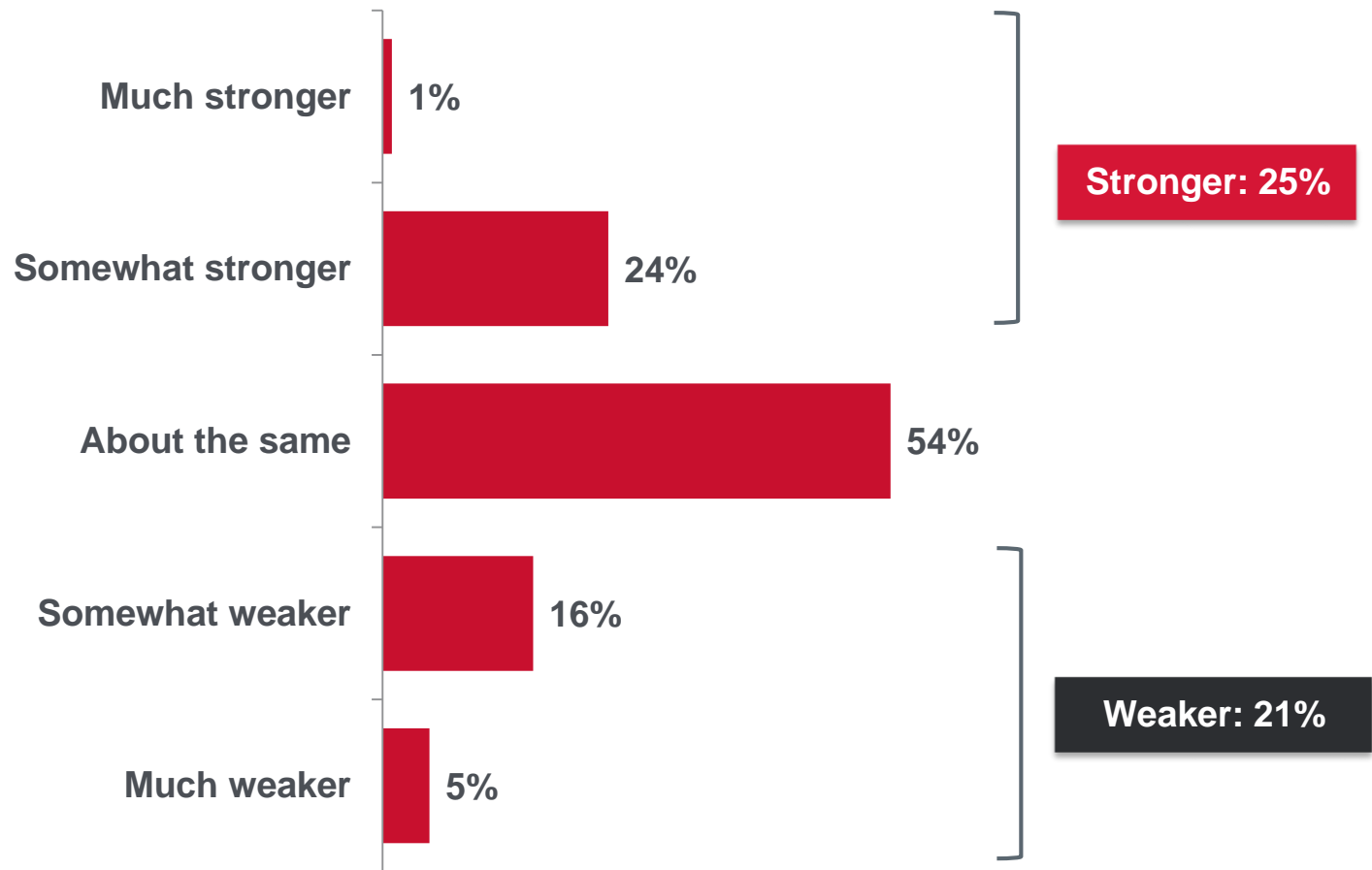
Q5. How would you describe the current economic situation in the city of Calgary? Is it very good, somewhat good, somewhat bad or very bad? (Base: All respondents, n=742)

Current Personal Financial Situation



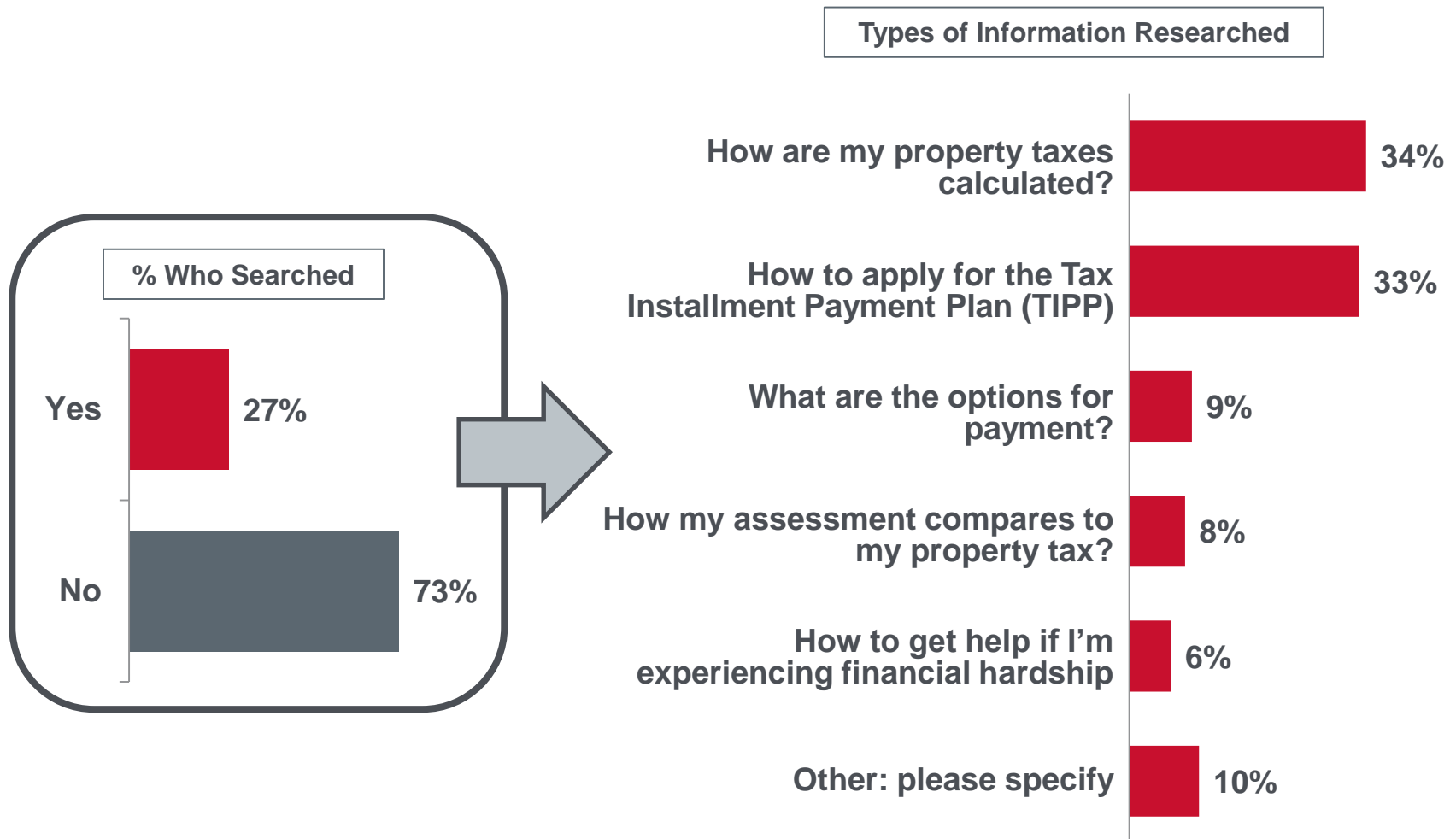
Q6. How would you rate your current financial situation, using a scale from 1 to 7, where 1 means your personal financial situation is very weak today and 7 means it is very strong.. (Base: All respondents, n=742)

The Future of Calgary's Economy



Q8. Looking ahead six months from now, do you expect the economy in Calgary to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now? (Base: All respondents, n=742)

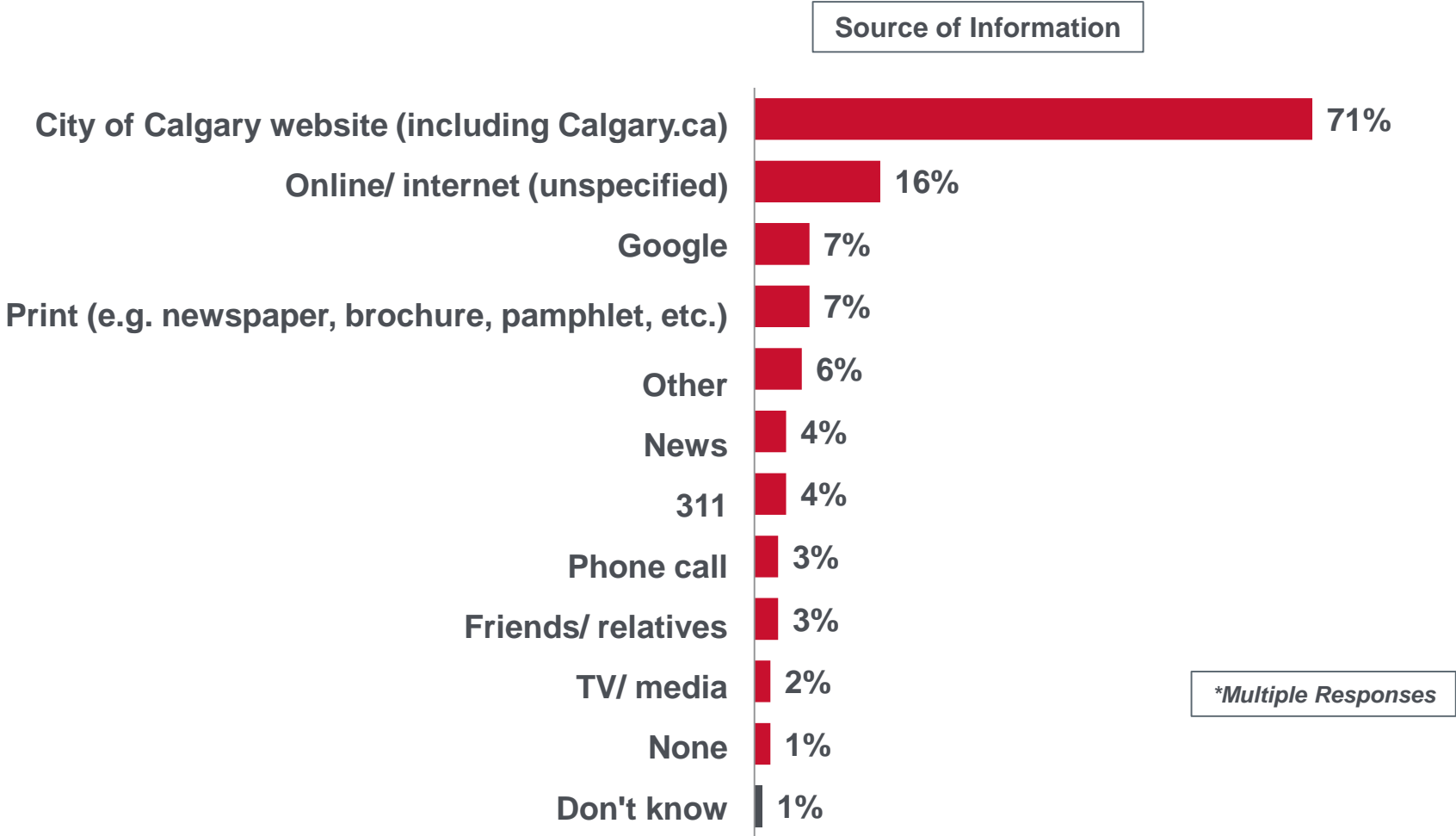
Information About How The City of Calgary Invests Your Municipal Property Taxes



Q9. In the past year, have you looked for information about how The City of Calgary invests your municipal property taxes? (Base: All respondents, n=742)

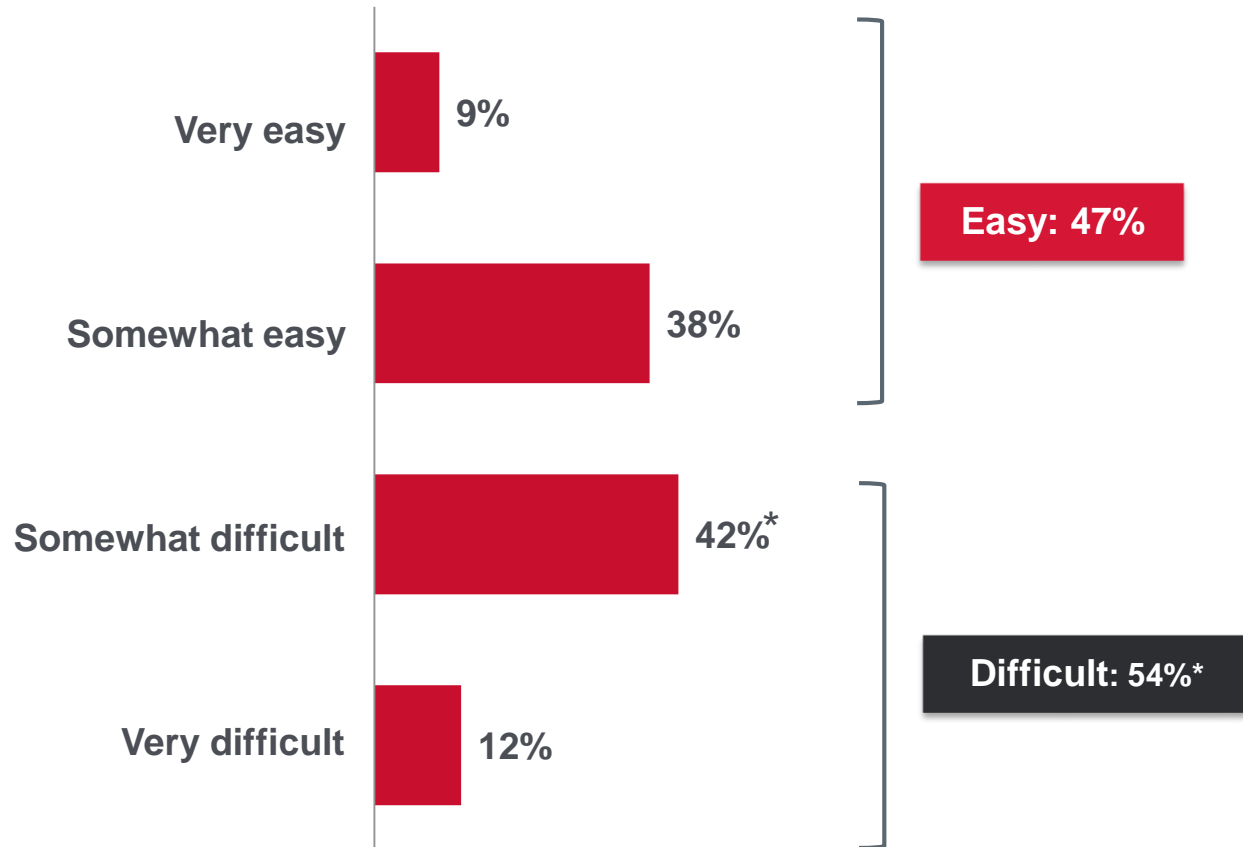
Q10. What types of information about municipal property taxes have you looked for in the past? (Base: Respondents who looked for information, n=200)

Information About How The City of Calgary Invests Your Municipal Property Taxes



Q11. Based on what you were looking for, where did you go to find this information?
 (Base: Respondents who looked for information, n=200)

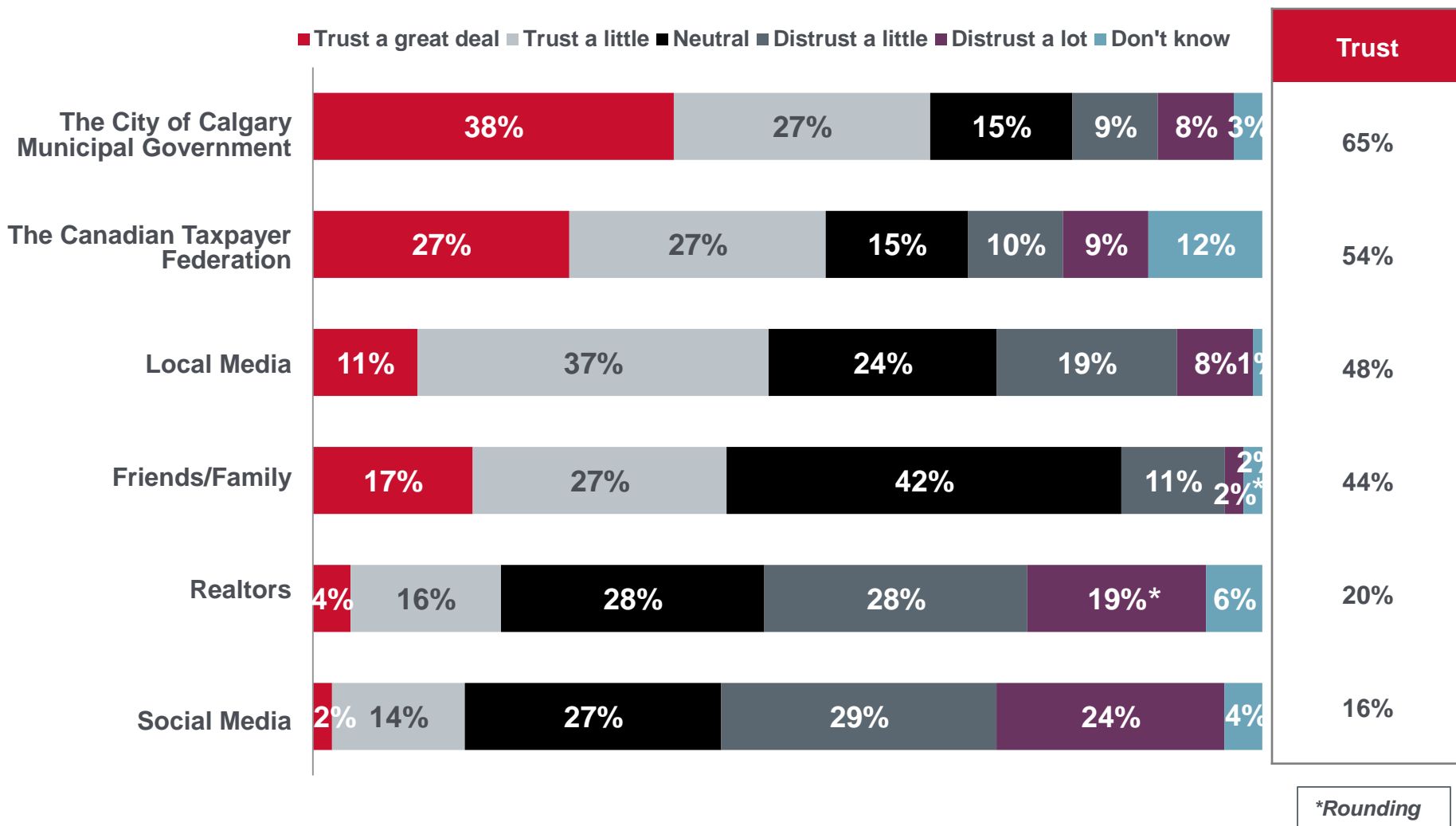
Understanding Information About Property Taxes



**Rounding*

Q12. How easy or difficult was it to understand the information about how The City of Calgary invests municipal property taxes?
(Base: Respondents who looked for information, n=200)

Trusted Sources of Information

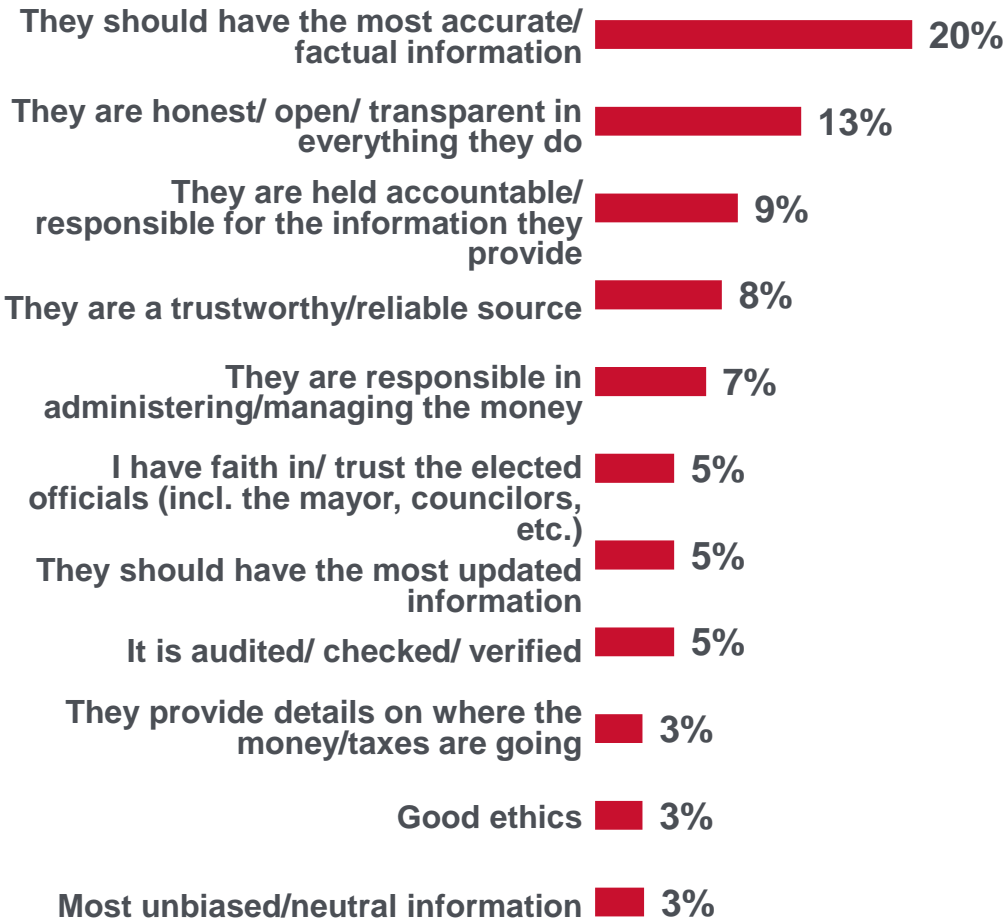


Q13. Taking into account all of the things that you think are important, how much do you trust or distrust the information provided by each organization about property taxes in Calgary? (Base: All respondents, n=742)

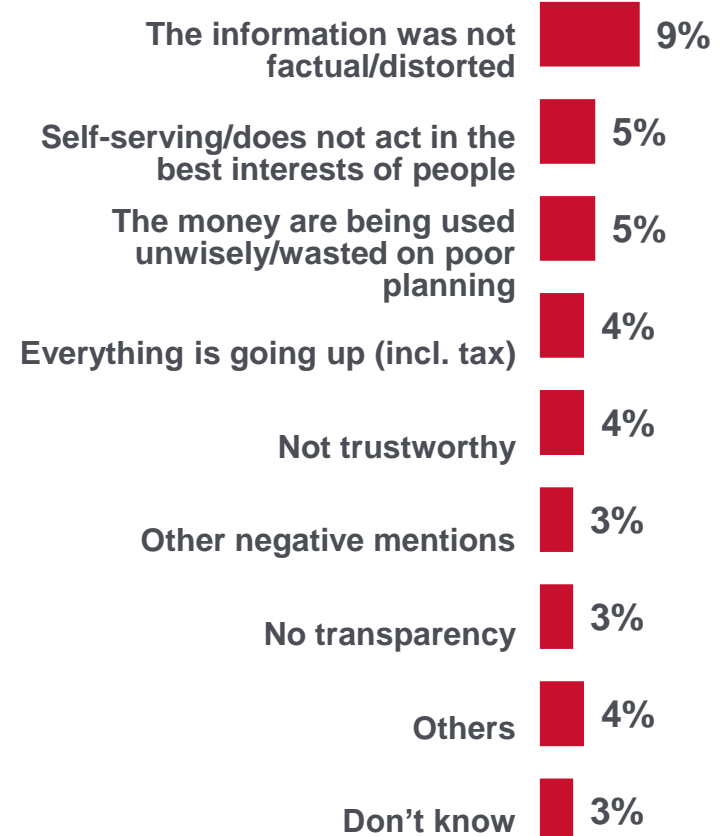


Reasons for Level of Trust with City of Calgary Municipal Government

Positive Mentions



Negative Mentions

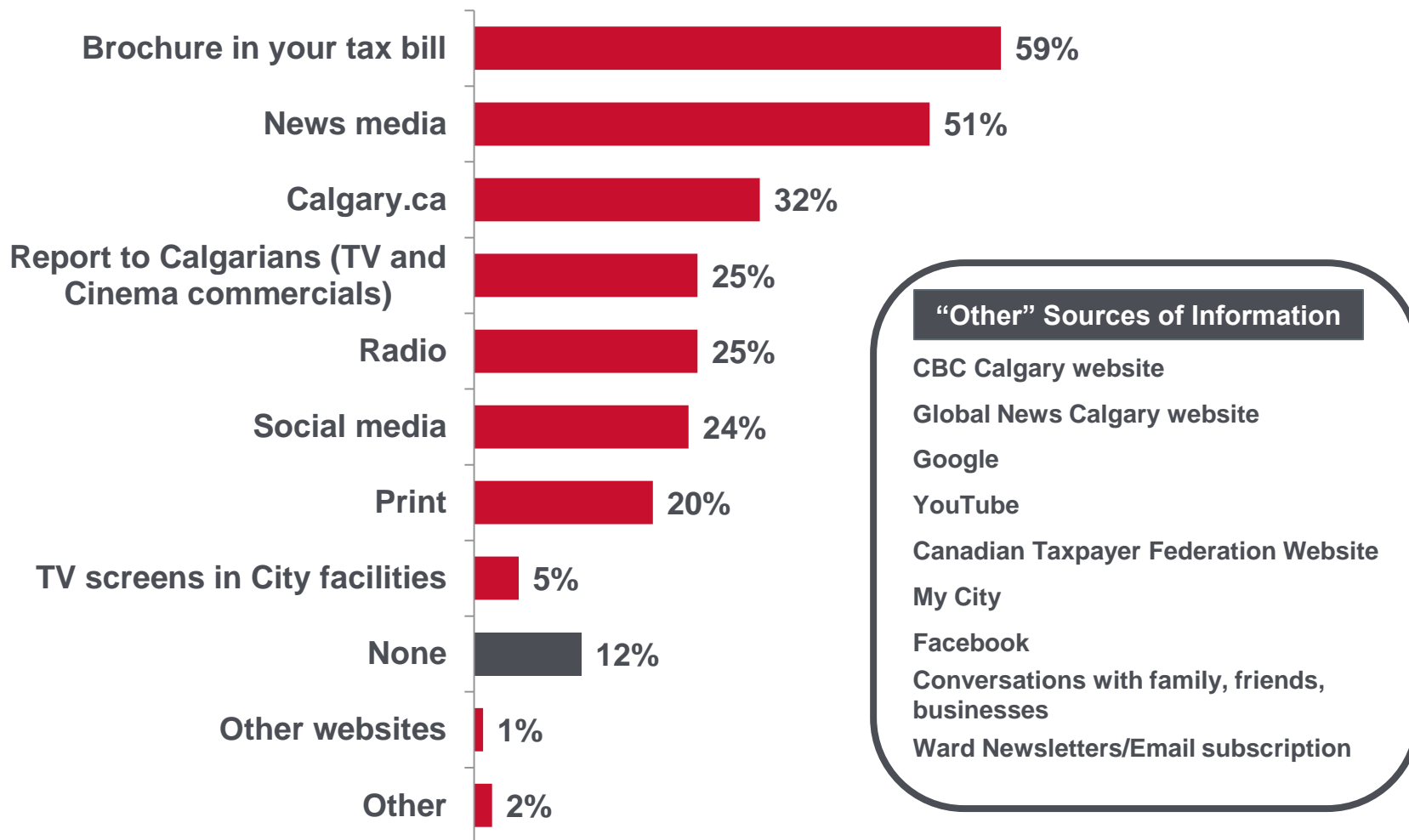


Open ended question:
multiple responses.

Responses > 3% only

Q13b. Why do you [TRUST OR DISTRUST] the information provided by The City of Calgary Municipal Government about property taxes? (Base: Respondents who trust or distrust information provided by The City of Calgary, n=608)

Sources of Information Recalled



Q14. In the last six months, do you recall seeing any information on property tax from The City of Calgary? Please select all that apply. (Base: All respondents, n=742)

Information About How The City of Calgary Invests Your Municipal Property Taxes - Video



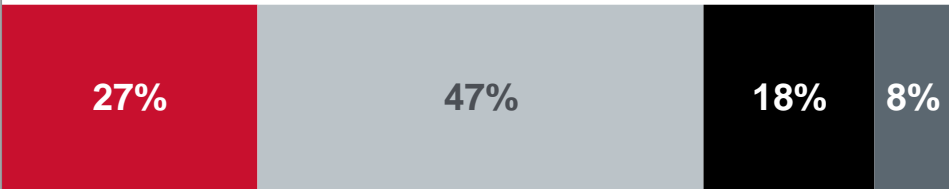
Strongly agree

Somewhat agree

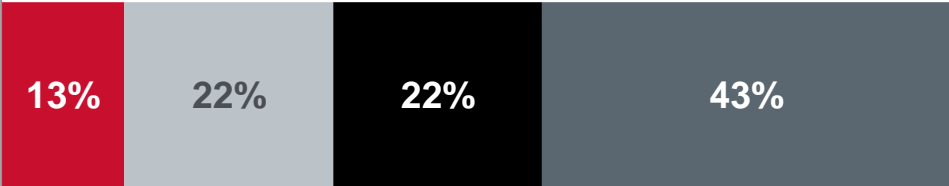
Somewhat disagree

Strongly disagree

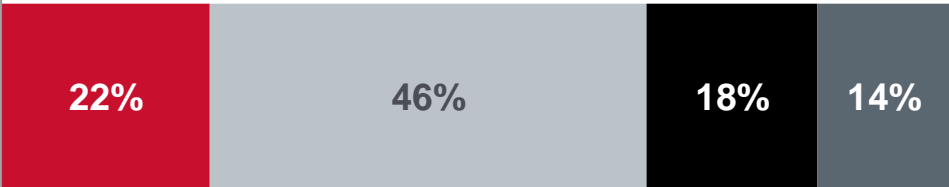
The video clearly explains where property taxes in Calgary are allocated.



The video provided an explanation for how property taxes are calculated.



I feel more informed about how municipal property taxes are spent in Calgary.



% Agree
74%
35%
68%

Q15. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree, with the following statements, after watching the video. (Base: Respondents who saw the video, n=536)

Respondents who answered this question were shown a short video prior.

2016 Property Tax Bill Mail Insert

You have tax questions.
We have answers.

For an introduction to how your property tax dollars help all Calgarians visit calgary.ca/taxfacts.

How are my property taxes calculated?

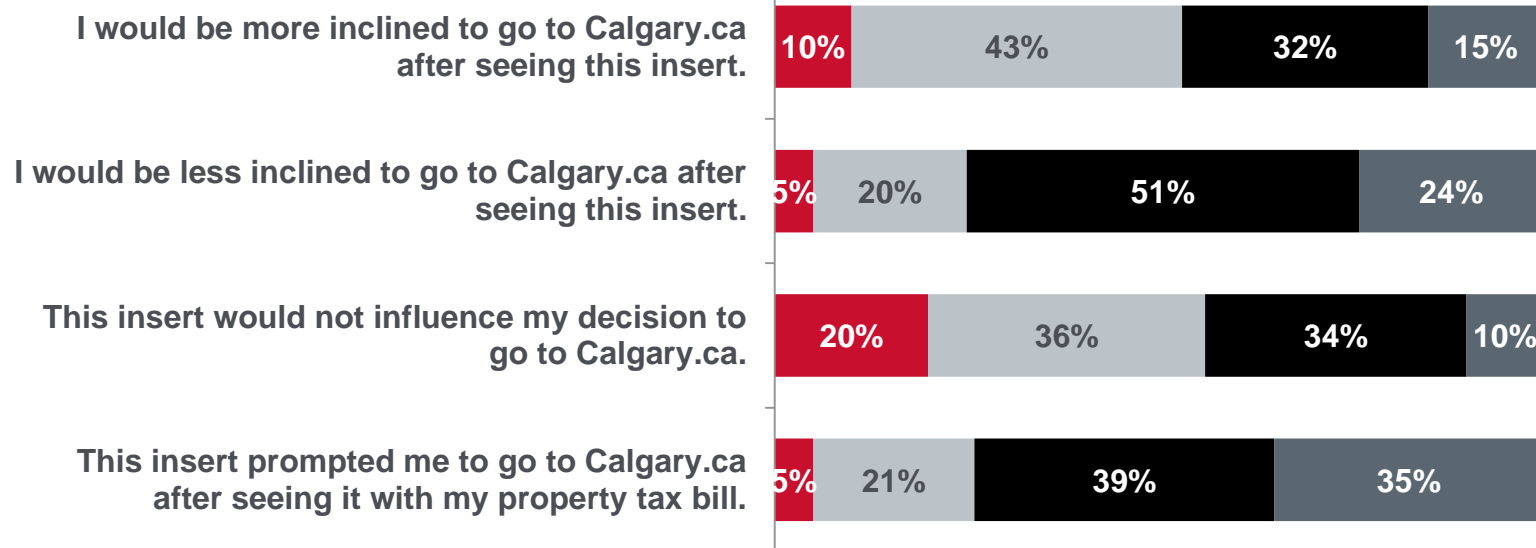


How does The City invest my tax dollars?

How did my tax dollars make a difference in 2015?



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



% Agree

53%

25%

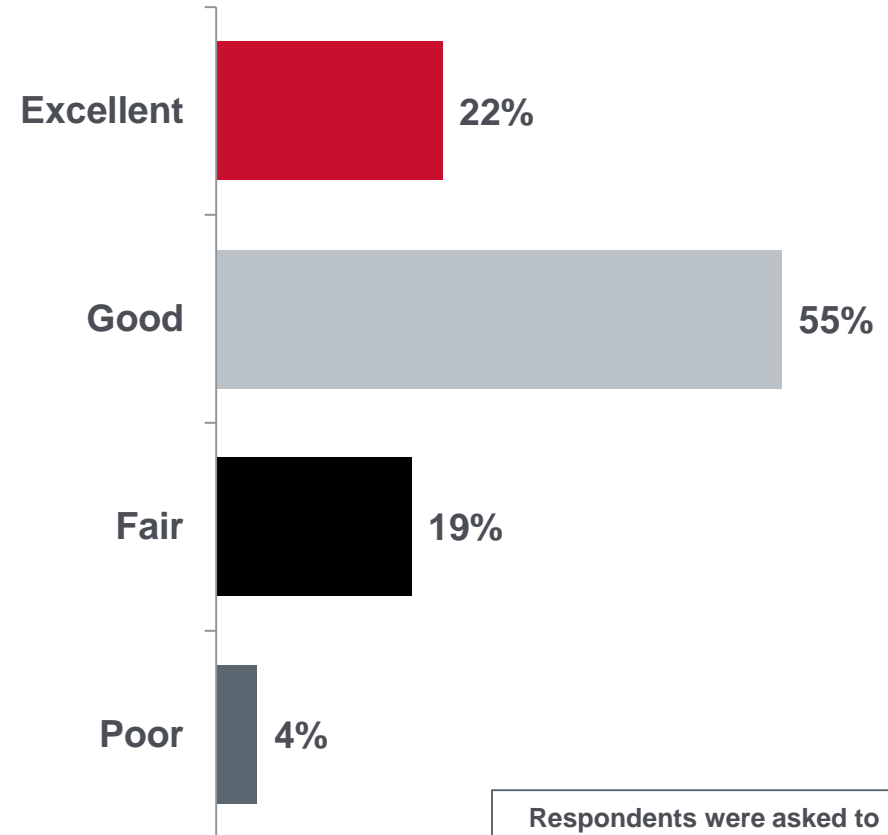
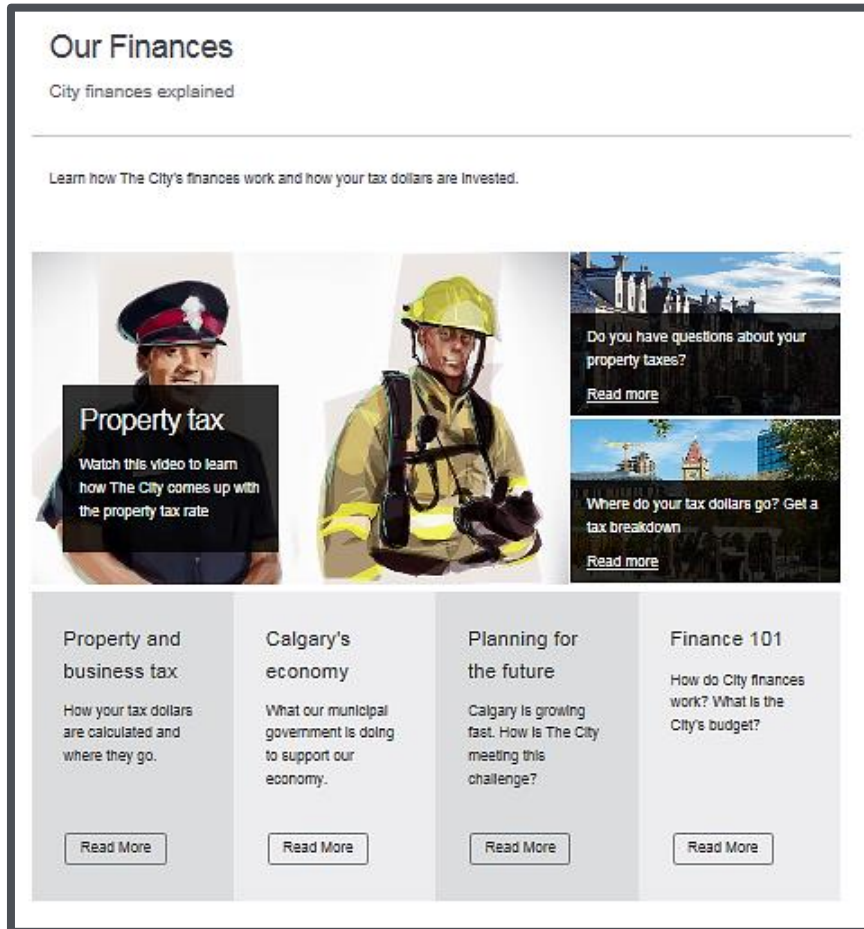
56%

26%

Q16. You would have received this insert in your 2016 property tax bill. Please take a moment to look at it. Do you...
(Base: Respondents who pay property tax, n=639)

*Rounding

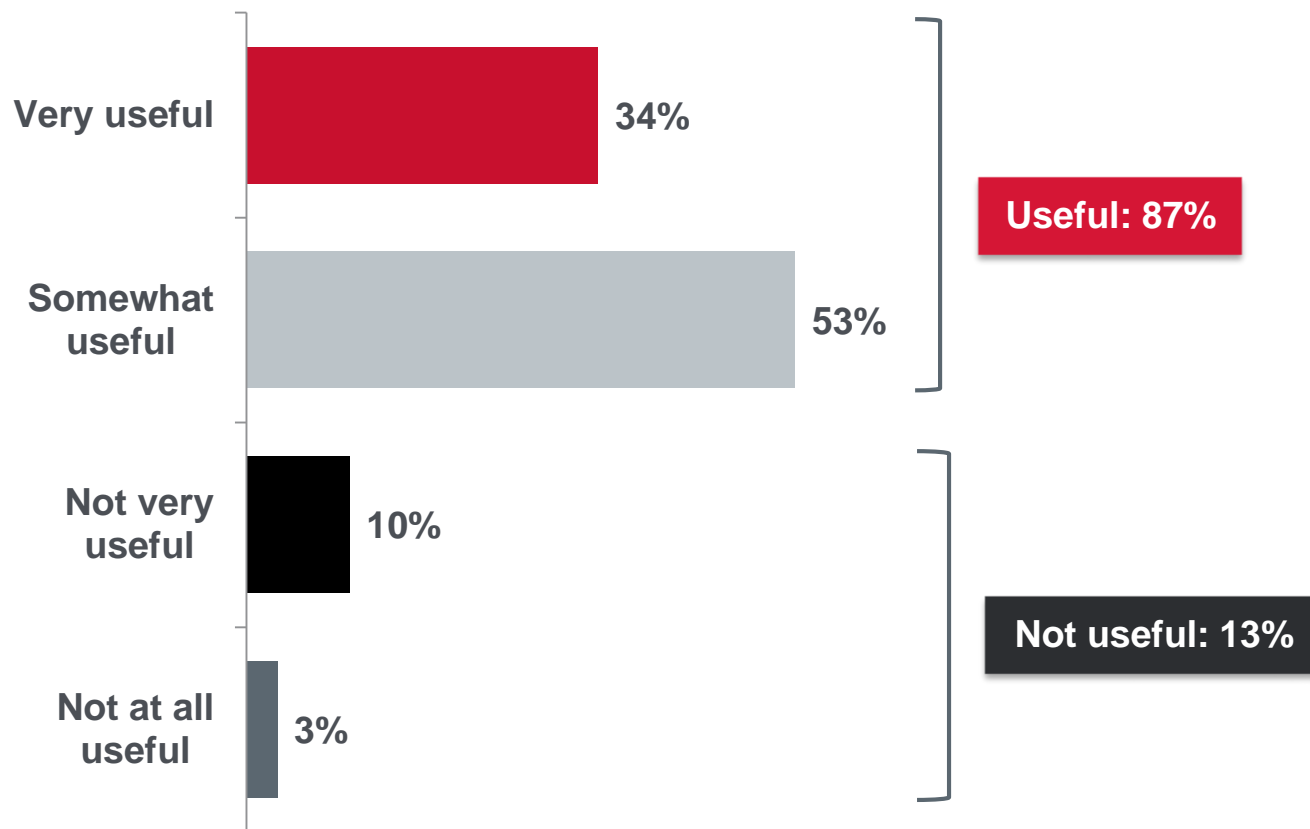
Overall Impression of Website



Respondents were asked to visit the website, www.calgary.ca/ourfinances, during the survey and to come back to complete the remaining questions.

Q20. What was your overall impression of the website? (Base: All respondents, n=742)

Usefulness of Website



Q21. How useful did you find the information on the website? (Base: All respondents, n=742)

Usefulness of Website

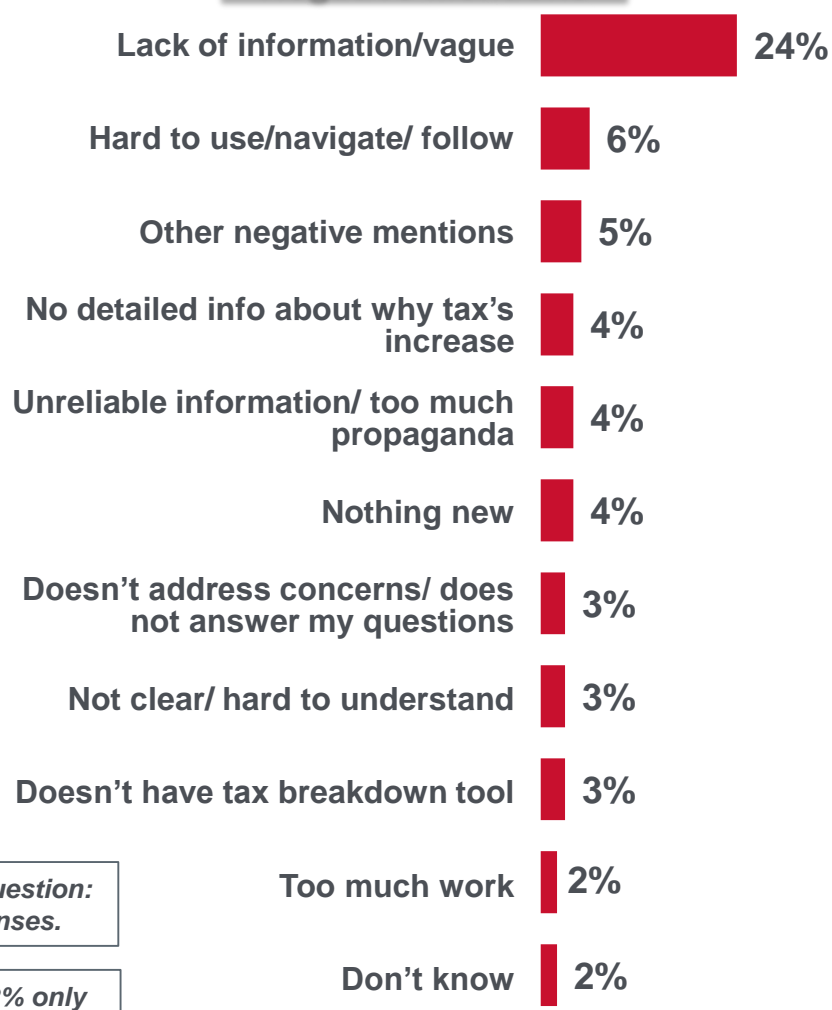
Positive Mentions



Open ended question:
multiple responses.

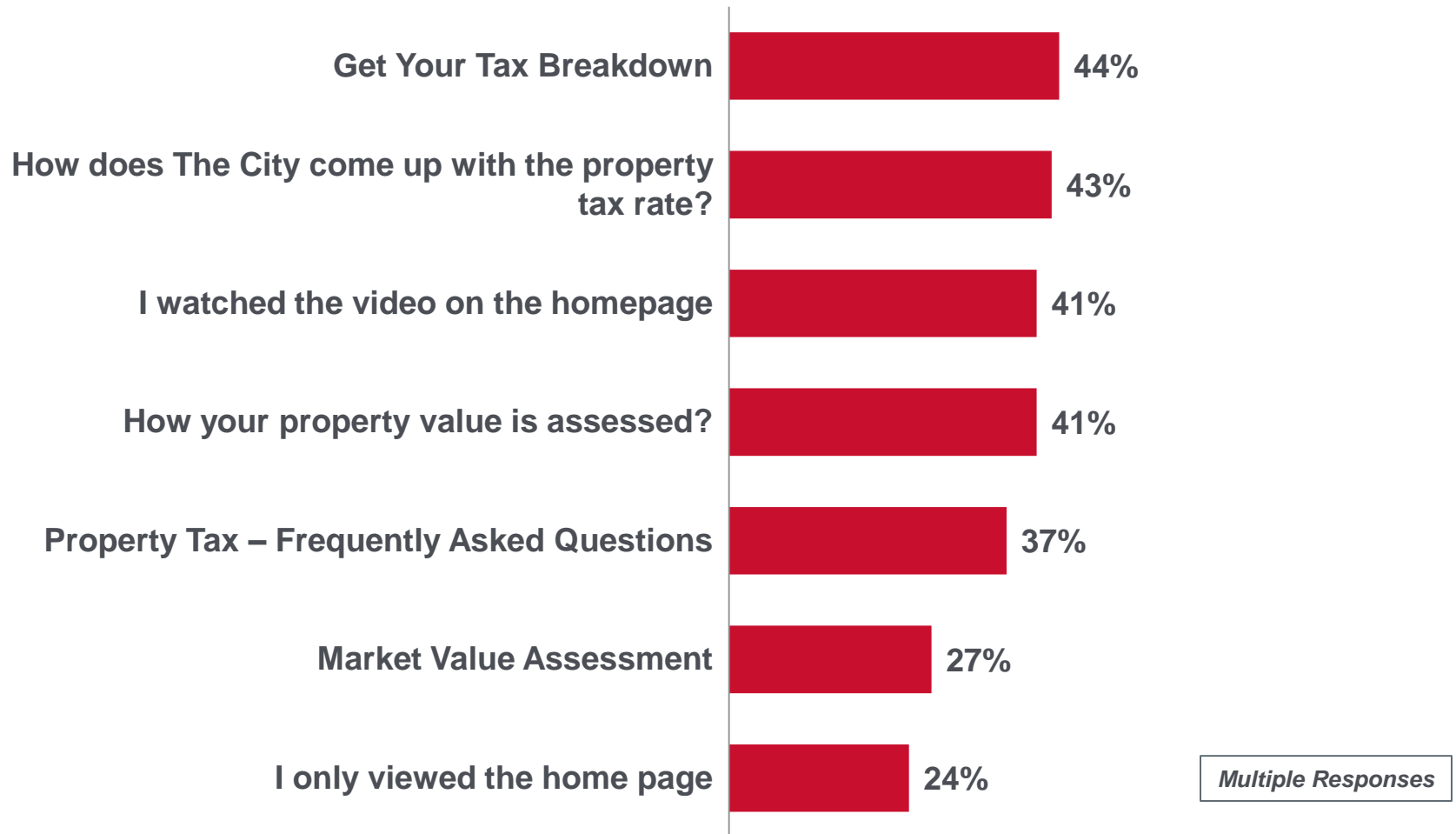
Responses > 2% only

Negative Mentions



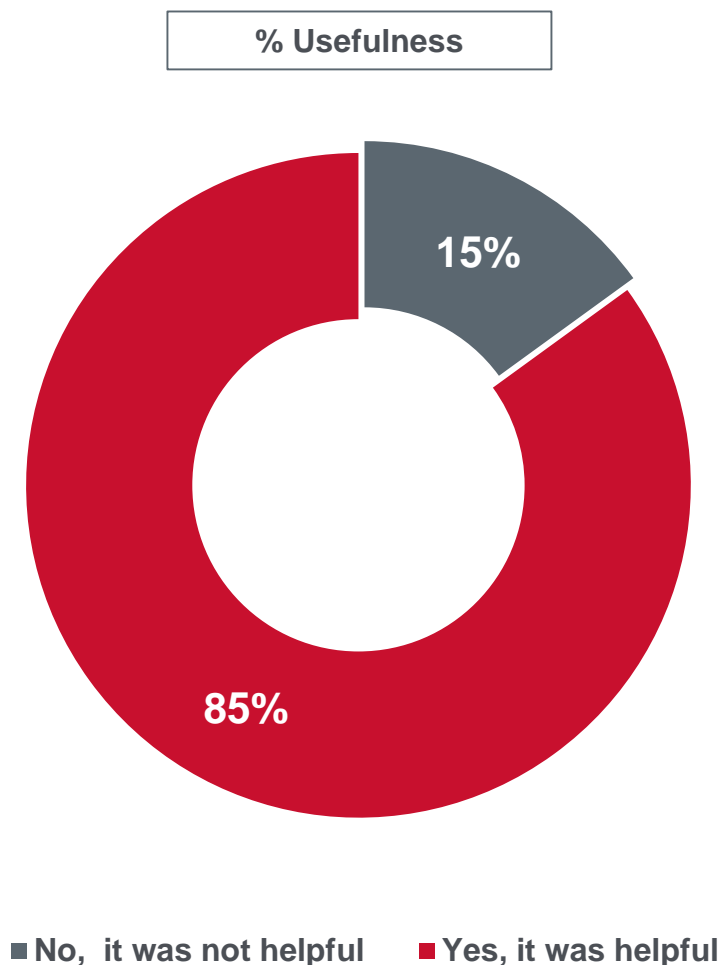
Q22.What is the main reason you gave the Property Tax website an overall rating of [useful or not useful]? (Base: All respondents, n=742)

Webpages Visited



Q23. Which of the following pages on the Property Tax website did you visit? Please select all that apply.
(Base: All respondents, n=742)

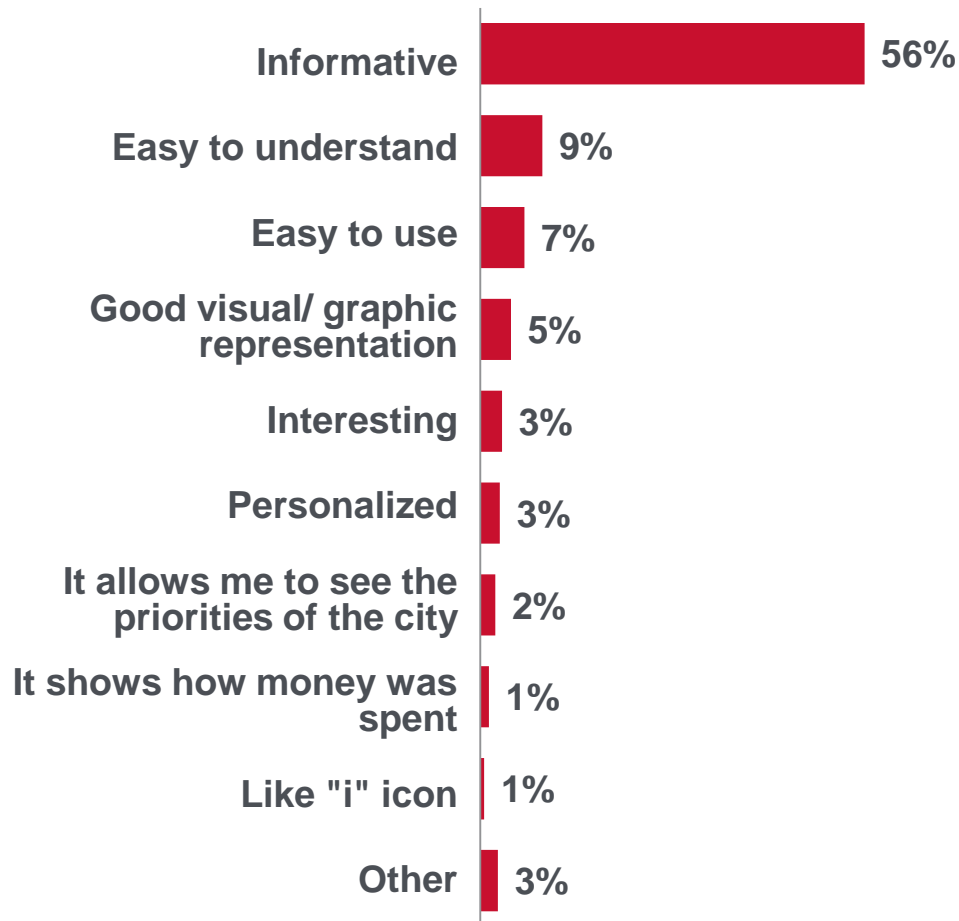
Usefulness of Property Tax Breakdown Tool



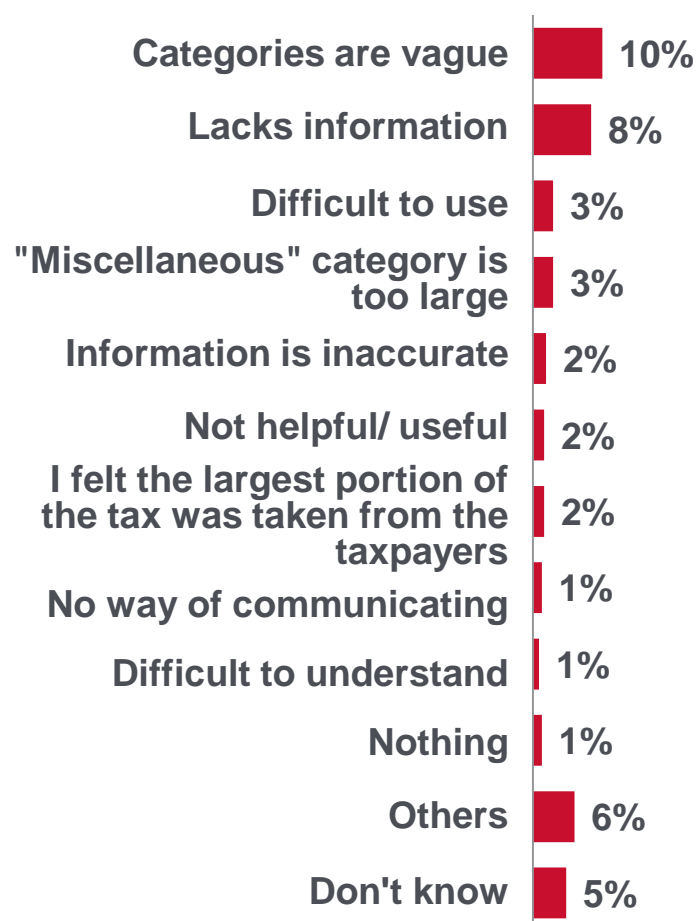
Q24. Did you find the property tax breakdown tool helpful? (Base: Respondents who used the Tax Breakdown Tool, n=323)

Usefulness of Property Tax Breakdown Tool

Positive Mentions



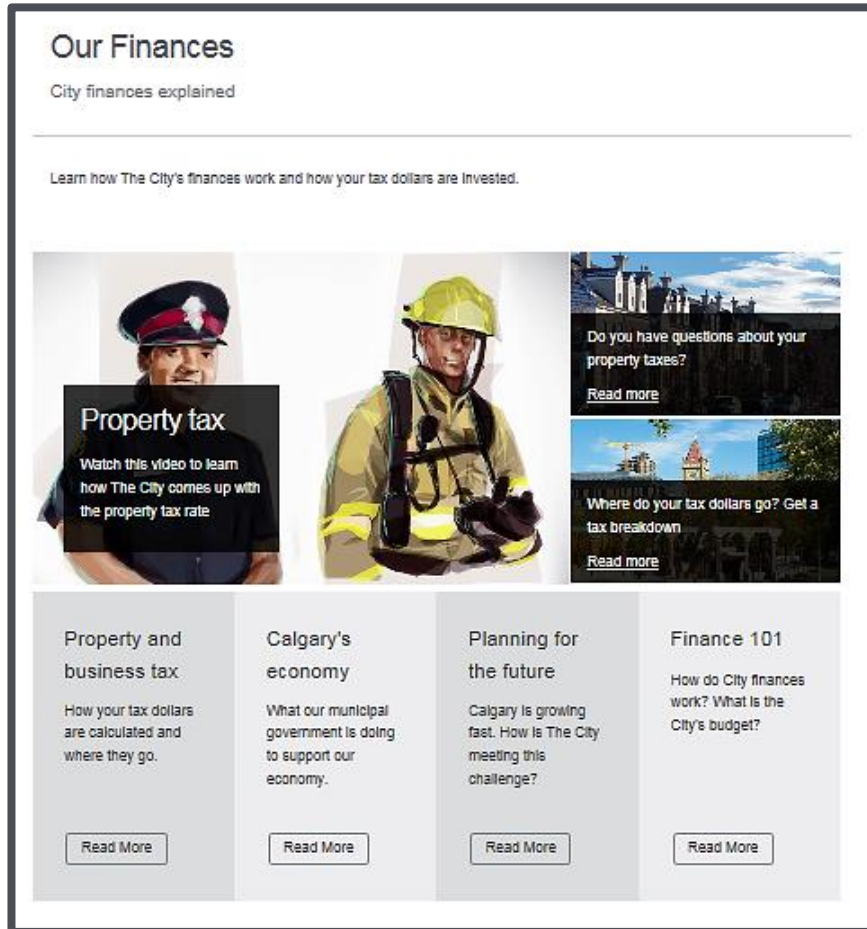
Negative Mentions



*Open ended question:
multiple responses.*

Q24b. Please tell us why it was or wasn't useful ... (Base: Respondents who used the property tax breakdown tool, n=323)

Awareness of Property Tax Website



Yes and I had already visited it

29%*

Yes, but I had not visited it

35%

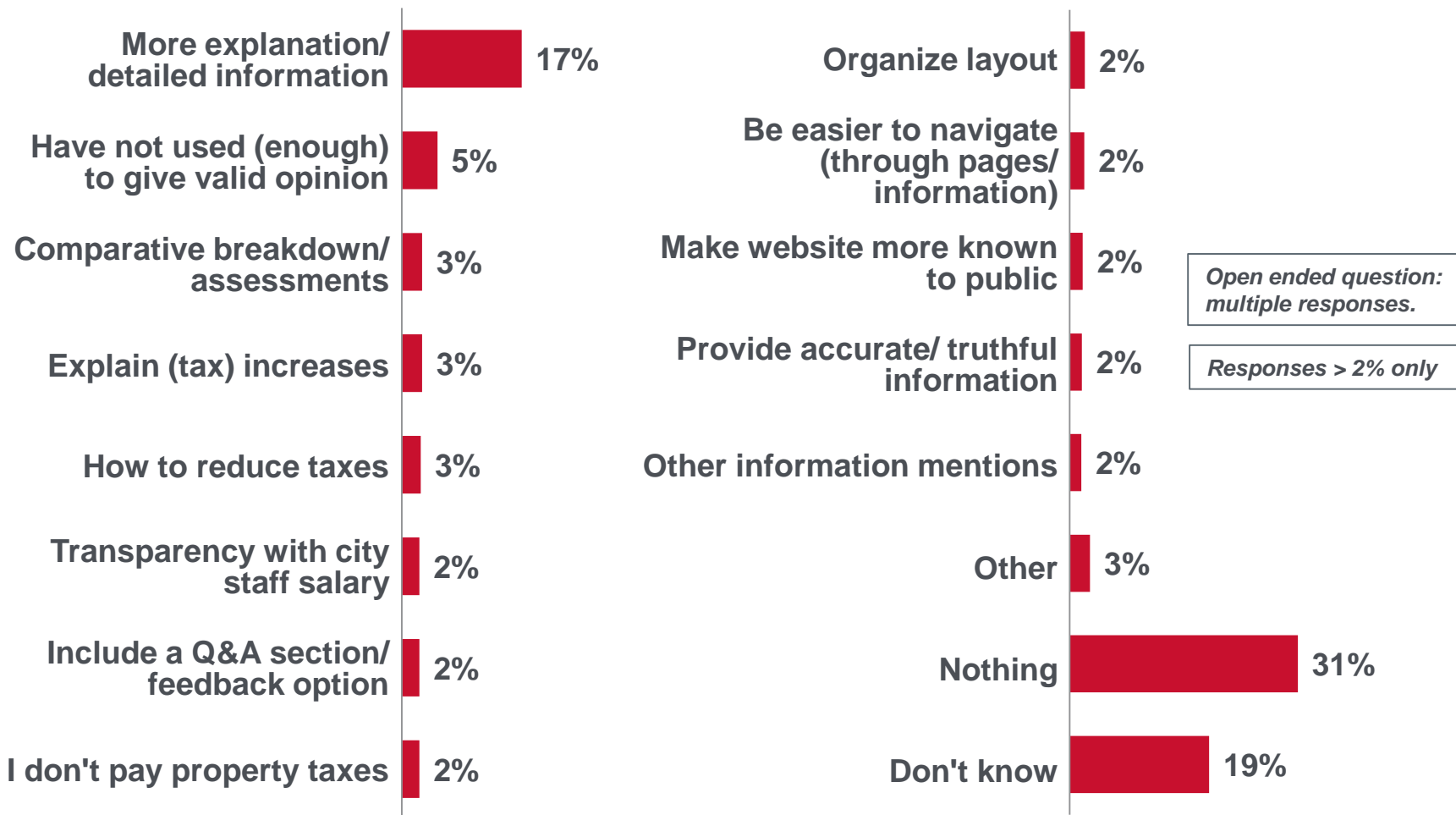
No, I was not aware

37%

*Rounding

Q25. Before today, were you aware that The City of Calgary has a website with information on property taxes? (Base: All respondents, n=742)

Improvements to the Website

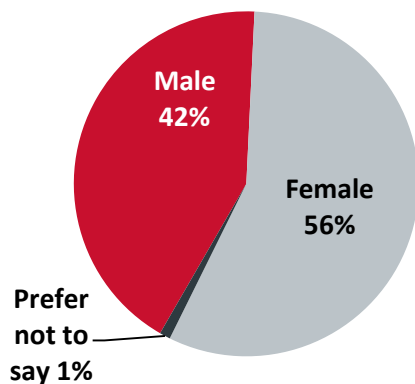


Q26. How could the website be improved to be more useful for you? What, if any, specific information did you try to find but were unable to? (Base: All respondents who provided feedback, n=378)



Demographics

Gender



Age

18 to 24	2%
25 to 34	10%
35 to 44	20%
45 to 54	29%
55 to 64	24%
65 or more	15%

Income

<\$30,000	6%
\$30,000 to <\$45,000	6%
\$45,000 to <\$60,000	7%
\$60,000 to <\$75,000	7%
\$75,000 to <\$90,000	8%
\$90,000 to <\$105,000	8%
\$105,000 to <\$120,000	8%
\$120,000 or more	32%
No response	19%

Education

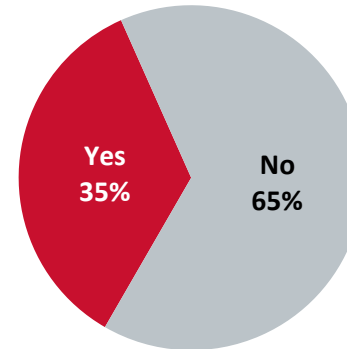
Completed high school or less	7%
Some post secondary or college diploma	27%
Completed university undergraduate or post-graduate degree	65%
No response	1%

Note: Total may not sum to 100% due to rounding.

People in Household Including Respondent

1	17%
2	40%
3	19%
4	17%
5	5%
6 or more	2%

Children in Household



Type of Dwelling

Apartment	12%
Townhouse	7%
Single-detached house	69%
Double detached house	7%
Another type of multifamily home	2%
Other: Please specify	3%
Prefer not to answer	1%

Quadrant

Southwest	34%
Southeast	19%
Northwest	29%
Northeast	18%

Note: Total may not sum to 100% due to rounding.



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