

Citizens View Survey: Service and Budgets

Wave 1 Report - September 2018



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Methodology

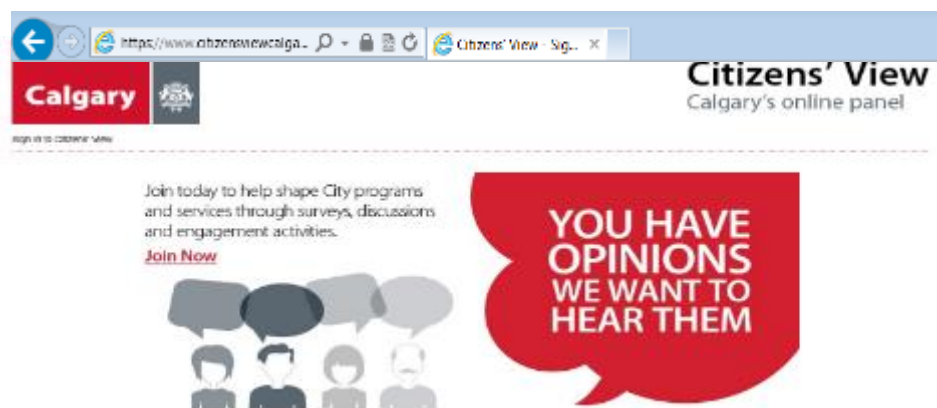
Ipsos conducted an online survey with Citizens' View panelists.

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 August 14 to one-half of the panel (1887 panelists) on August 14. The second half of the panel will be used for the second wave of the survey.

A total of 458 came to the survey site, among whom 105 (6% of the total outgo) dropped out and 353 (19% of the outgo) panelists completed the survey by August 23.

The following findings may not be statistically representative of all Calgarians. 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 research with a representative sample of citizens.



A close-up photograph of several orange and yellow tulips in bloom, with green leaves visible in the foreground. The background is slightly blurred, showing more flowers.

Summary of Findings

Interest in Information

- Panelists are interested in how their property taxes are invested in various City services; nearly three-quarters strongly agree. Most do not agree that The City does a good job of providing citizens with this information, only 4% strongly agree and one-third somewhat agree.
- In the past two years, three-in-ten panelists looked for information on how The City invests their property taxes, while over on-half have looded into how their property taxes are calculated. Six-in-ten panelists have looked for information on what services The City provides, and the same proportion looked for information on how they can access The City services.

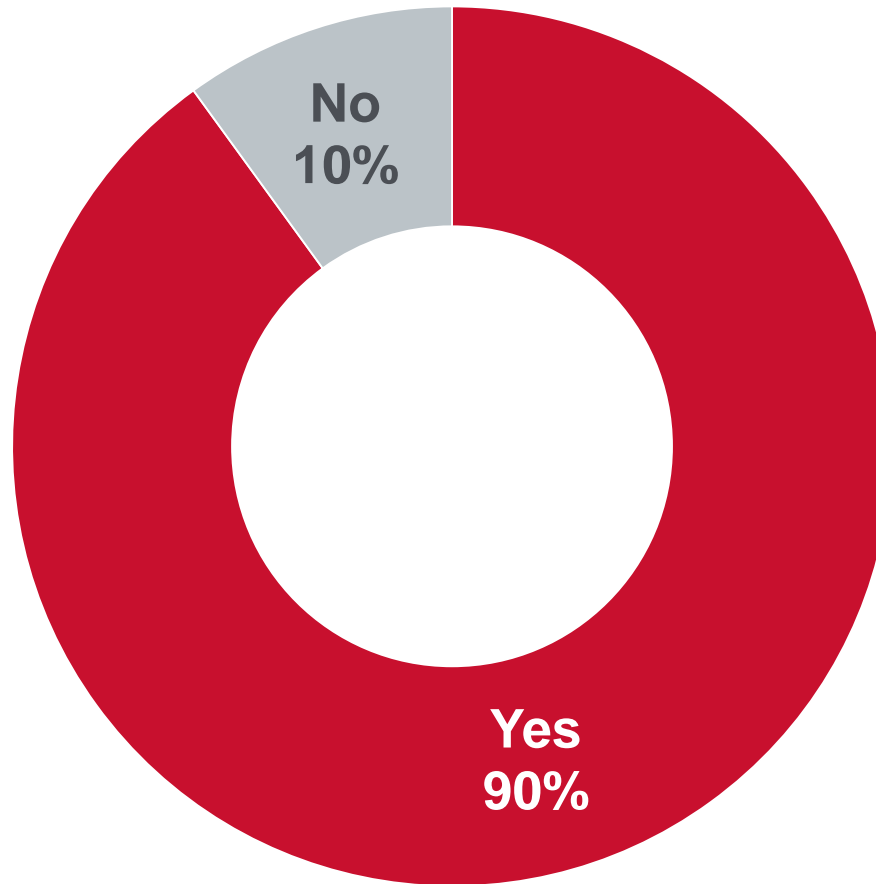
The Property Tax Breakdown Tool

- Reactions to the property tax breakdown tool are very positive. After being asked to follow a link and visit the webpage, 20% rate it at excellent and one-half as good. The consider the information to be clear and easy to understand. They like seeing how their tax money is being applied, the details and seeing the spend by department, service or project. One-quarter strongly agree that they would recommend the tool to others, and a similar proportion that they are likely to visit it in future.
- Key things that are disliked about the tool are that it doesn't show enough detail. Some complain about specific aspects, others don't like where the tax money is being spent.

The City of Calgary Services Website

- The City of Calgary Services website is also positively received, with 17% rating it as excellent and 52% as good. They agree that the information is clear, findability is good, and that they have a better understanding of which services are offered by The City.
- Some complained that the site was not informative or didn't provide good information, that it lacked links to other websites, and was not easy to search.

Whether Responsible for Paying Property Taxes for Household



Q1. Are you either primarily or jointly responsible for paying property taxes in your household?

Base: Total respondents (n=353)

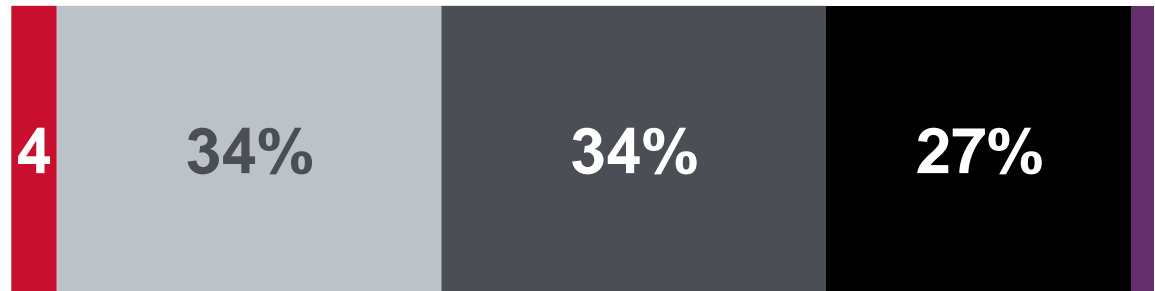
Agreement with Statements About Property Tax

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

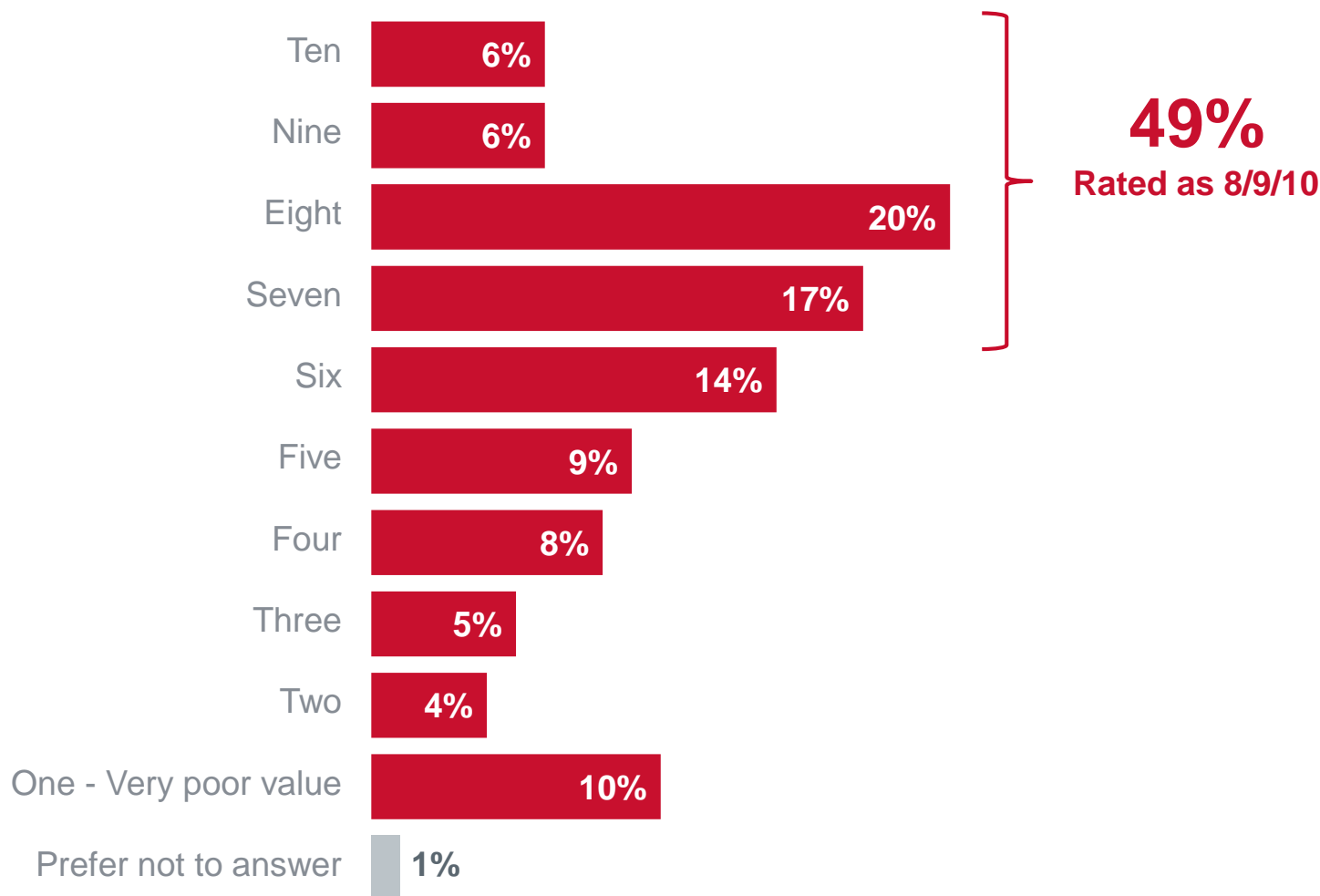
I am interested in knowing how my property tax dollars are invested in various City services



The City does a good job of providing citizens with information about how their property tax dollars are invested in various City services



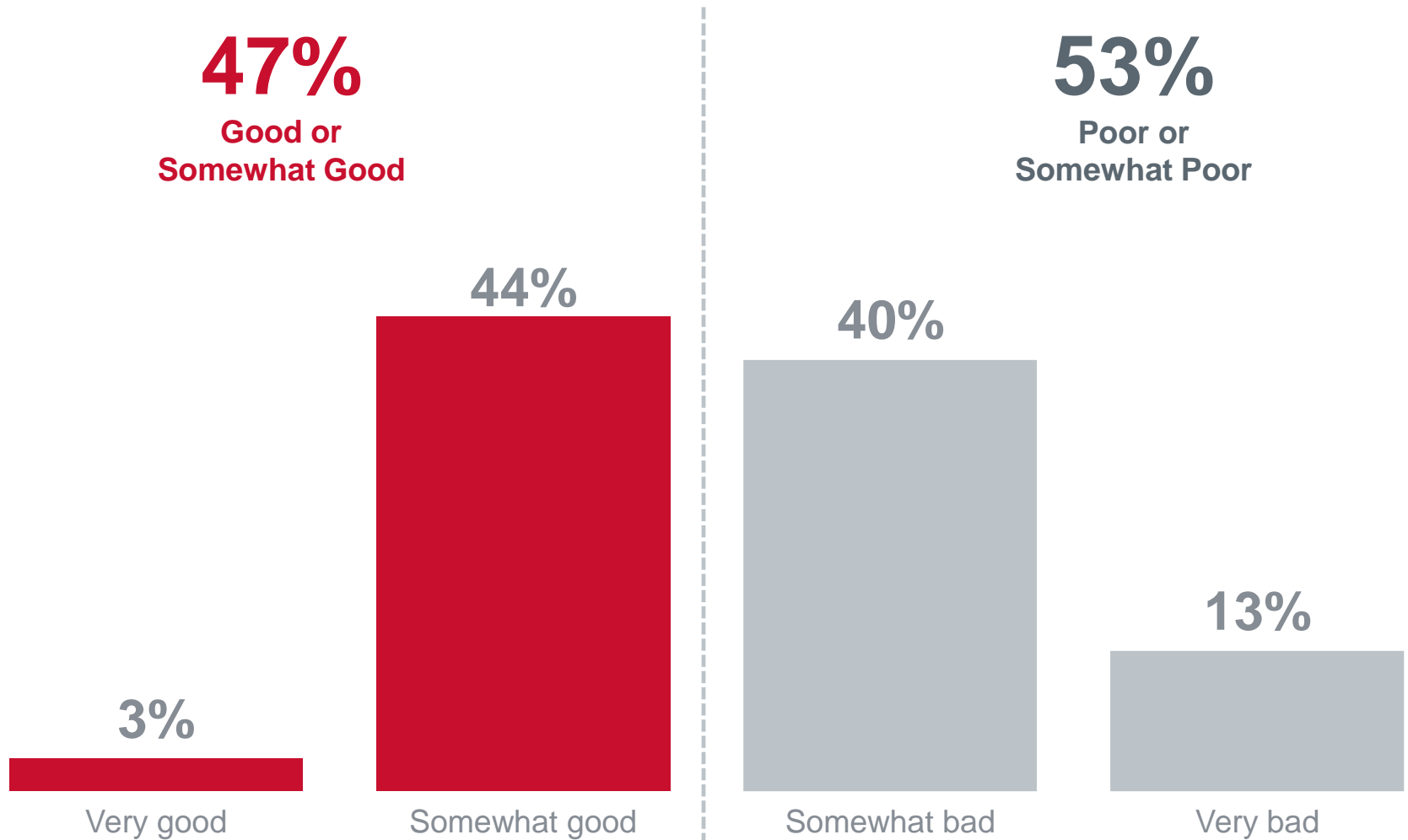
Perceived Value Received from Municipal Property Tax Dollars



Q3. Your property tax dollars are divided between The City and the Province. In Calgary, approximately 40% of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars.

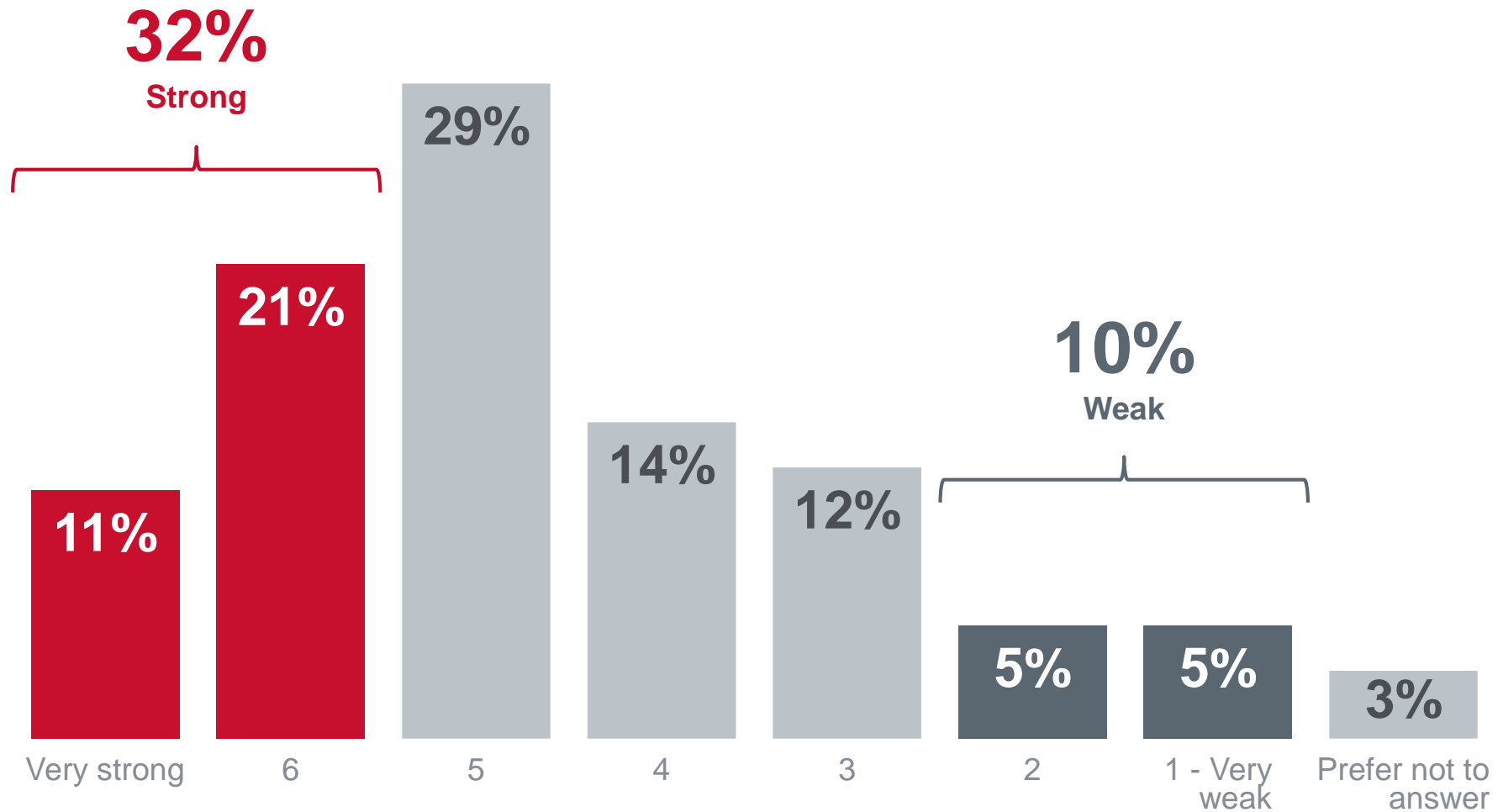
Base: Total respondents with responsibility for paying household property taxes (n=317)

Current Economic Situation in The City of Calgary



Q4. How would you describe the current economic situation in the city of Calgary?

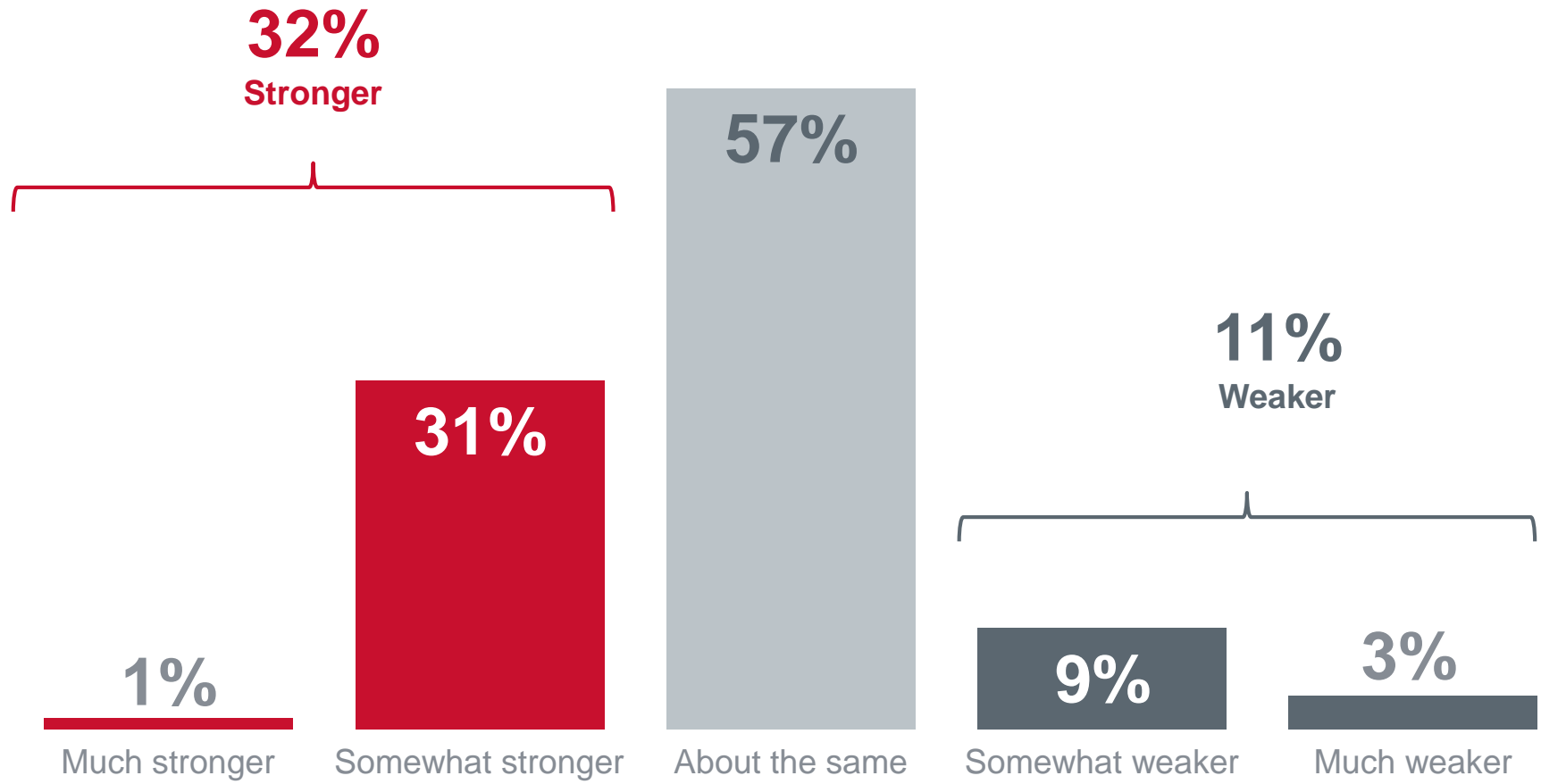
Base: Total respondents (n=353)



Q5. How would you rate your current financial situation?

Base: Total respondents (n=353)

Outlook on The Economy in Calgary



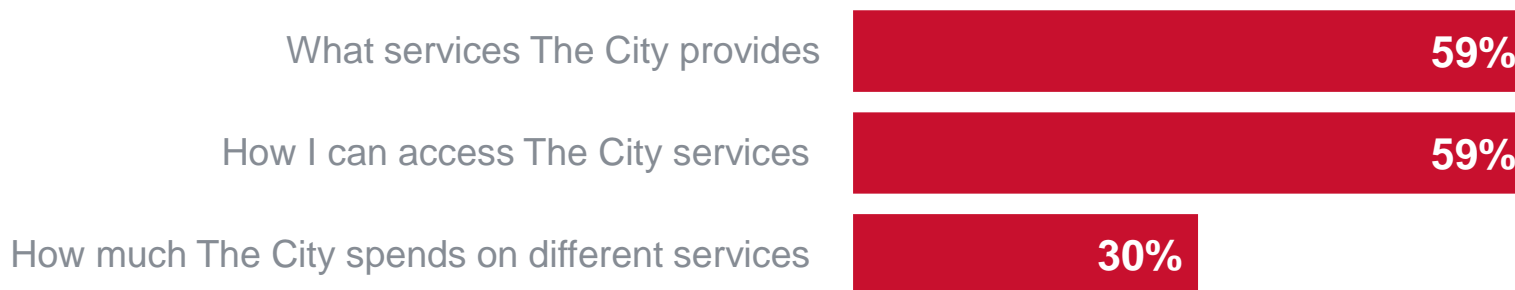
Q6. Looking ahead six months from now, do you expect the economy in Calgary to be...

Base: Total respondents (n=353)

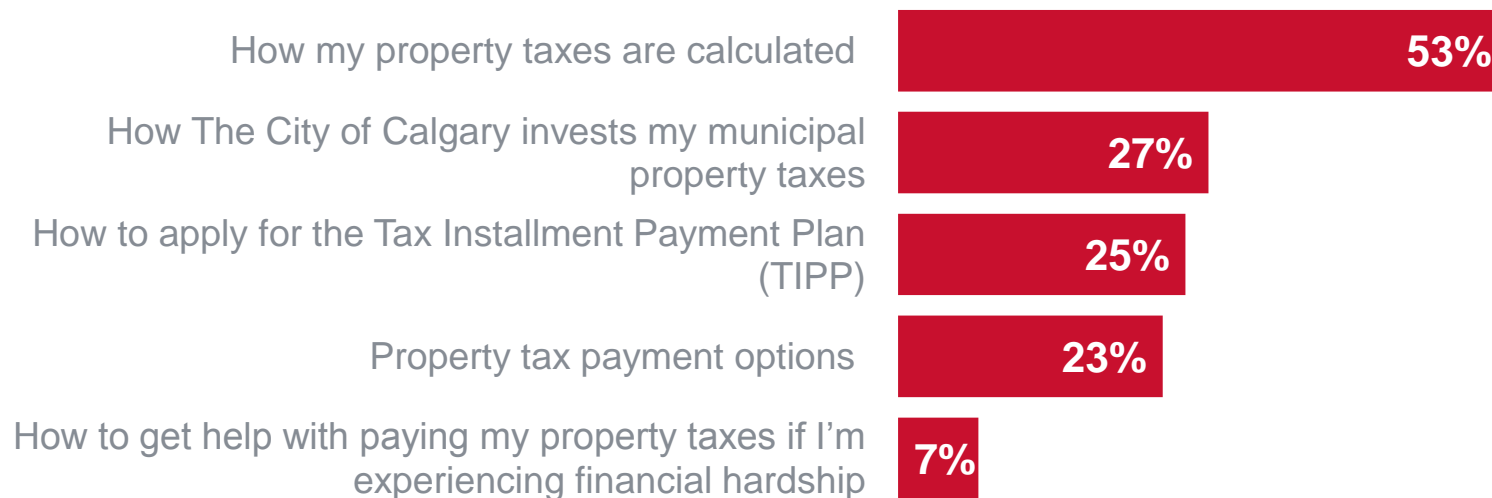


Types of Information Looked for in Past Two Years

Services Statements:



Tax Statements:



Q7. Have you looked for the following types of information in the past two years?

Base: Total respondents (n=353)

Whether Found Services Information and Where

■ Calgary.ca
 ■ Calling 311
 ■ Other
 ■ Not found
 ■ Prefer not to answer

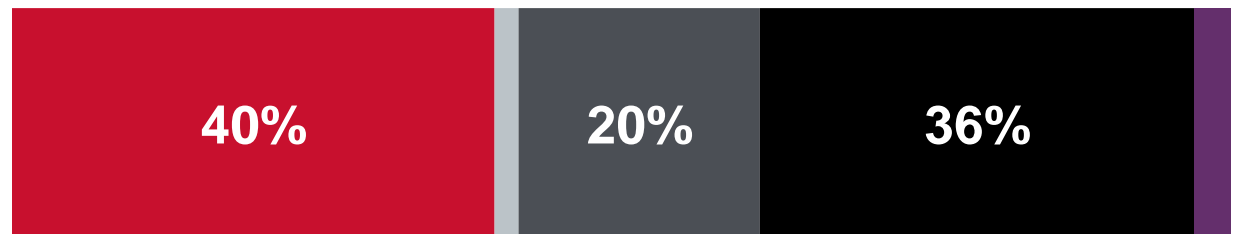
What services The City provides
(n=210)



How I can access The City services
(n=210)



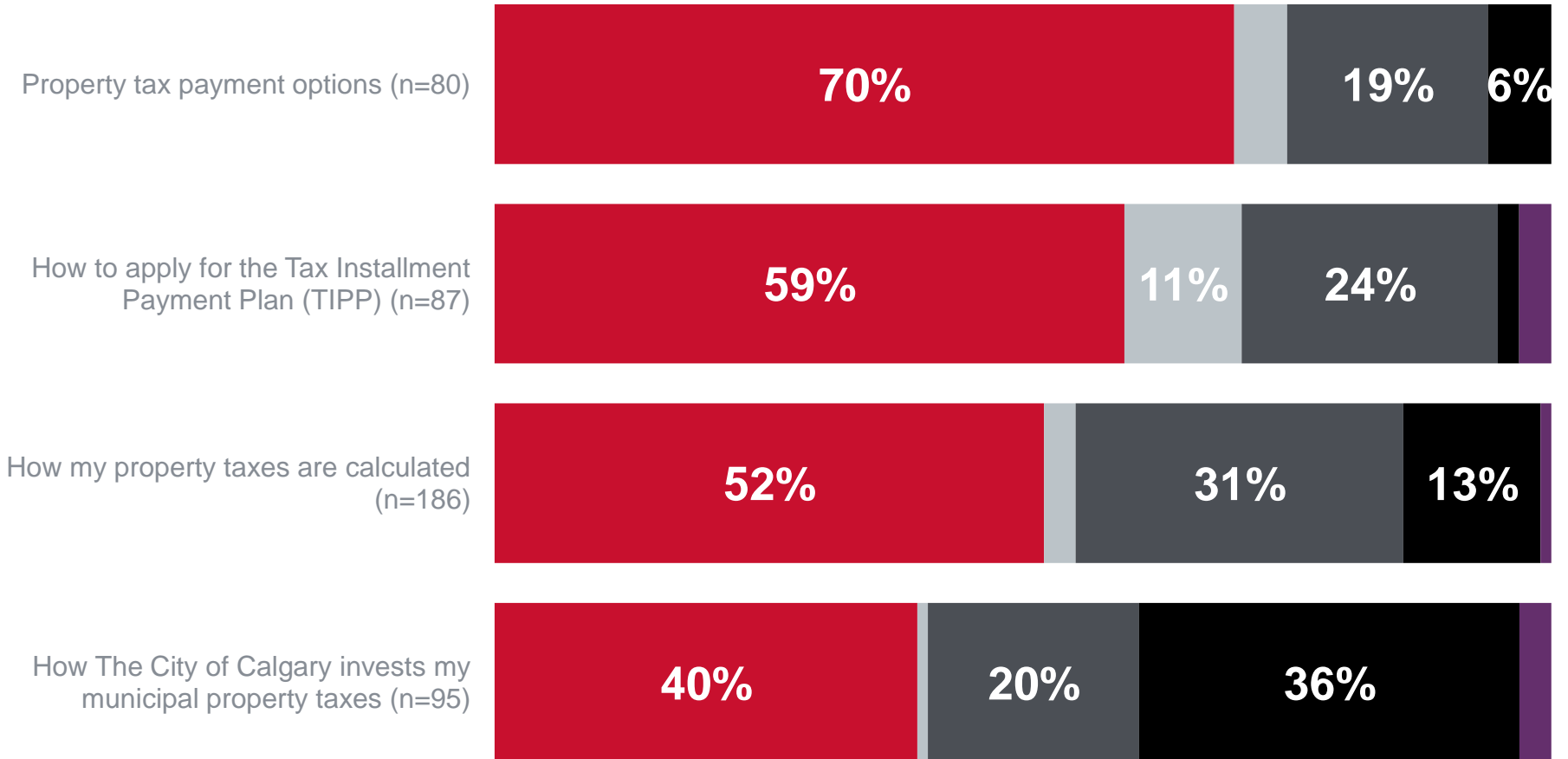
How much The City spends on
different services (n=106)



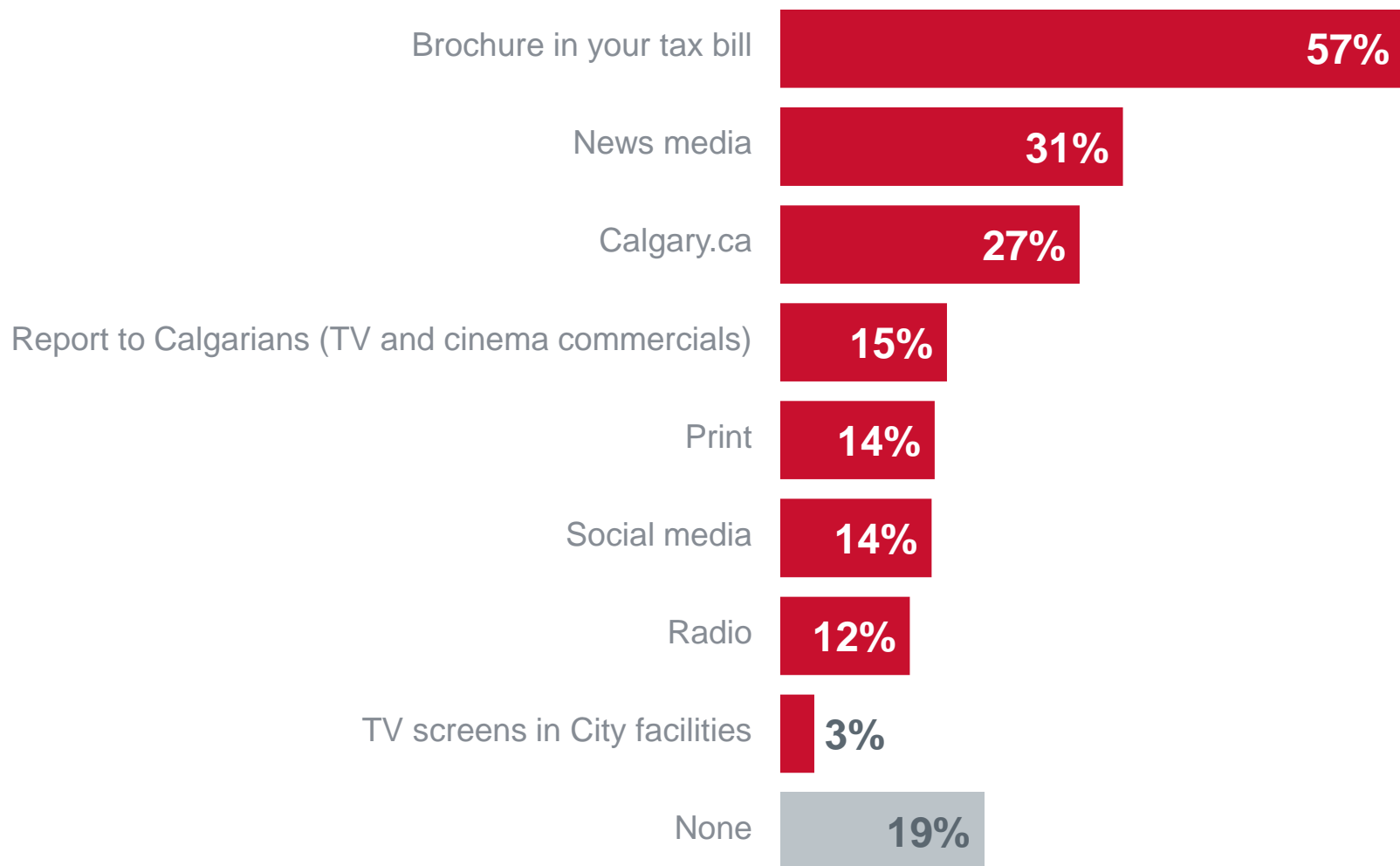
Q8. Did you find the information you were looking for on each topic, and if so, where?
Base: Respondents who looked for each type of information (bases vary)

Whether Found Tax Information and Where

■ Calgary.ca ■ Calling 311 ■ Other ■ Not found ■ Prefer not to answer



Whether Recall Information on Property Tax and Source



Q9. In the last six months, do you recall seeing any information on property tax from The City of Calgary?

Base: Total respondents (n=353)

Property Tax Breakdown tool

Calgarians want to learn about where their tax dollars are spent. The City built a tool to help and would like to hear your input on it.

Before answering the next few questions, please explore the Property Tax breakdown tool [hyperlink <http://www.calgary.ca/CA/city-manager/Pages/Our-Finances/Taxes/tax-breakdown.aspx>.] and see what you can learn.

Property tax breakdown



Get your tax breakdown:

Do you want to know how your property tax dollars are being spent?
Enter your 2018 property taxes below and get a breakdown for how they were used.

You can find your annual property tax on your property bill (mailed out at the end of May) shown as the "Current Taxes" line.

My 2018 property tax:



\$

Calculate

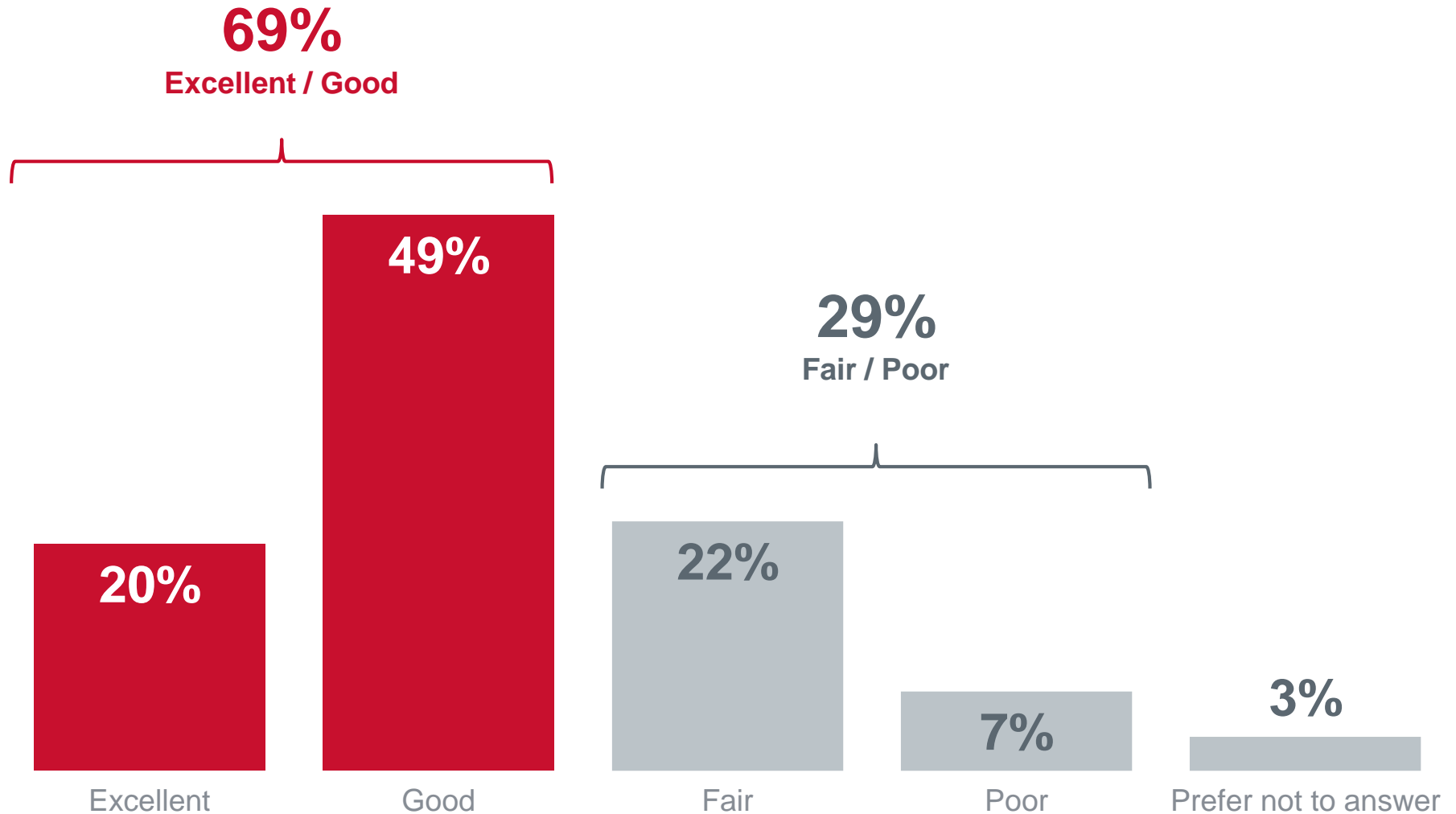
2018 Tax Breakdown

City of Calgary Property Taxes

The funds collected through property tax are generally split between the province and The City. In 2018, 61 per cent of the residential property tax paid by homeowners will remain in Calgary to meet municipal needs and 39 per cent will go to the Province to meet the provincial property tax requisition.

Provincial Property Tax	38.61%
Police	13.7%
Transit*	8.93%
Fire	8.1%
Roads	5.22%
Parks	3.02%
Civic Partners	3.2%

Overall Impression of Property Tax Breakdown tool

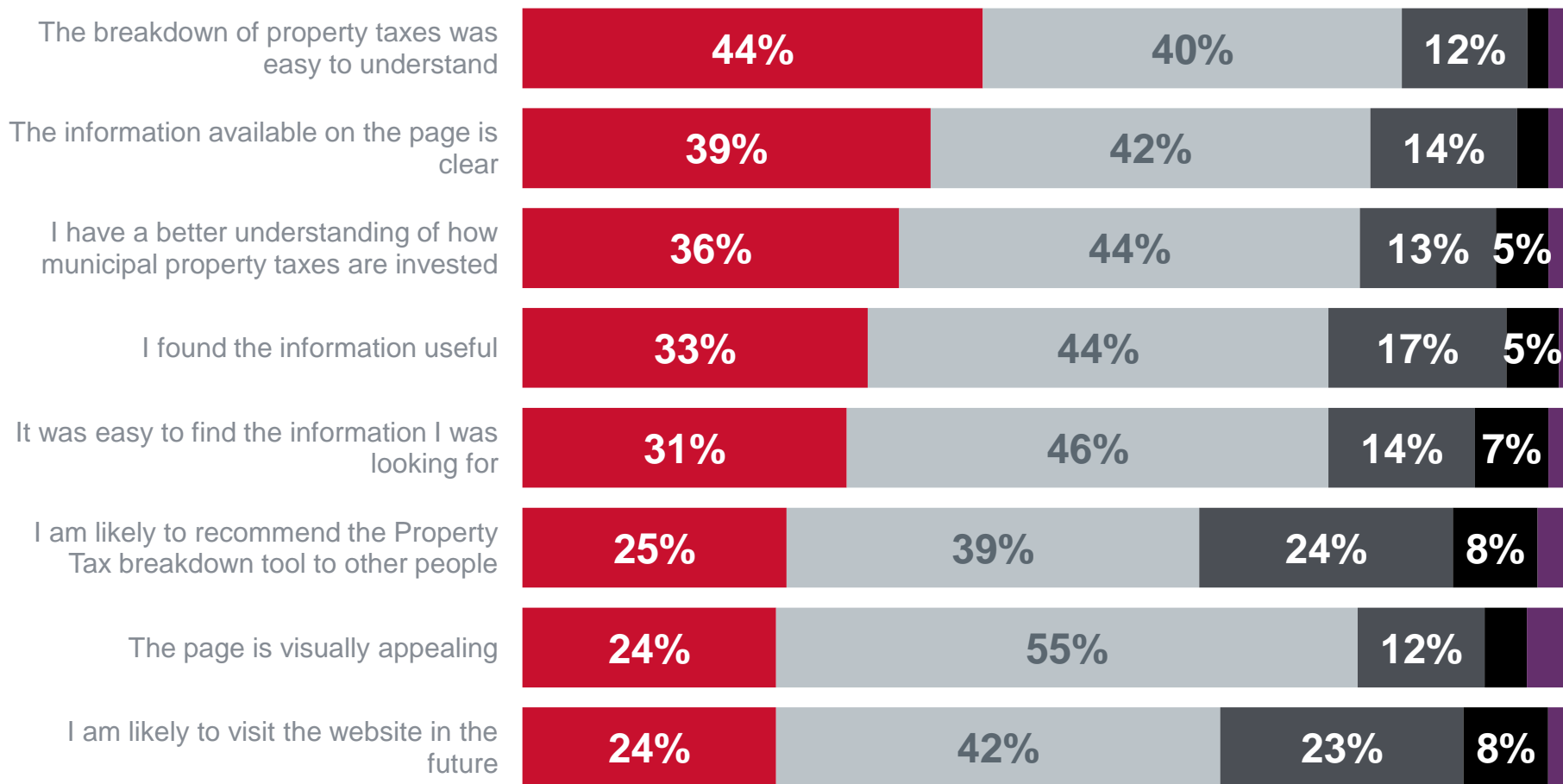


QT1. What was your overall impression of the Property Tax breakdown tool?

Base: Total respondents (n=353)

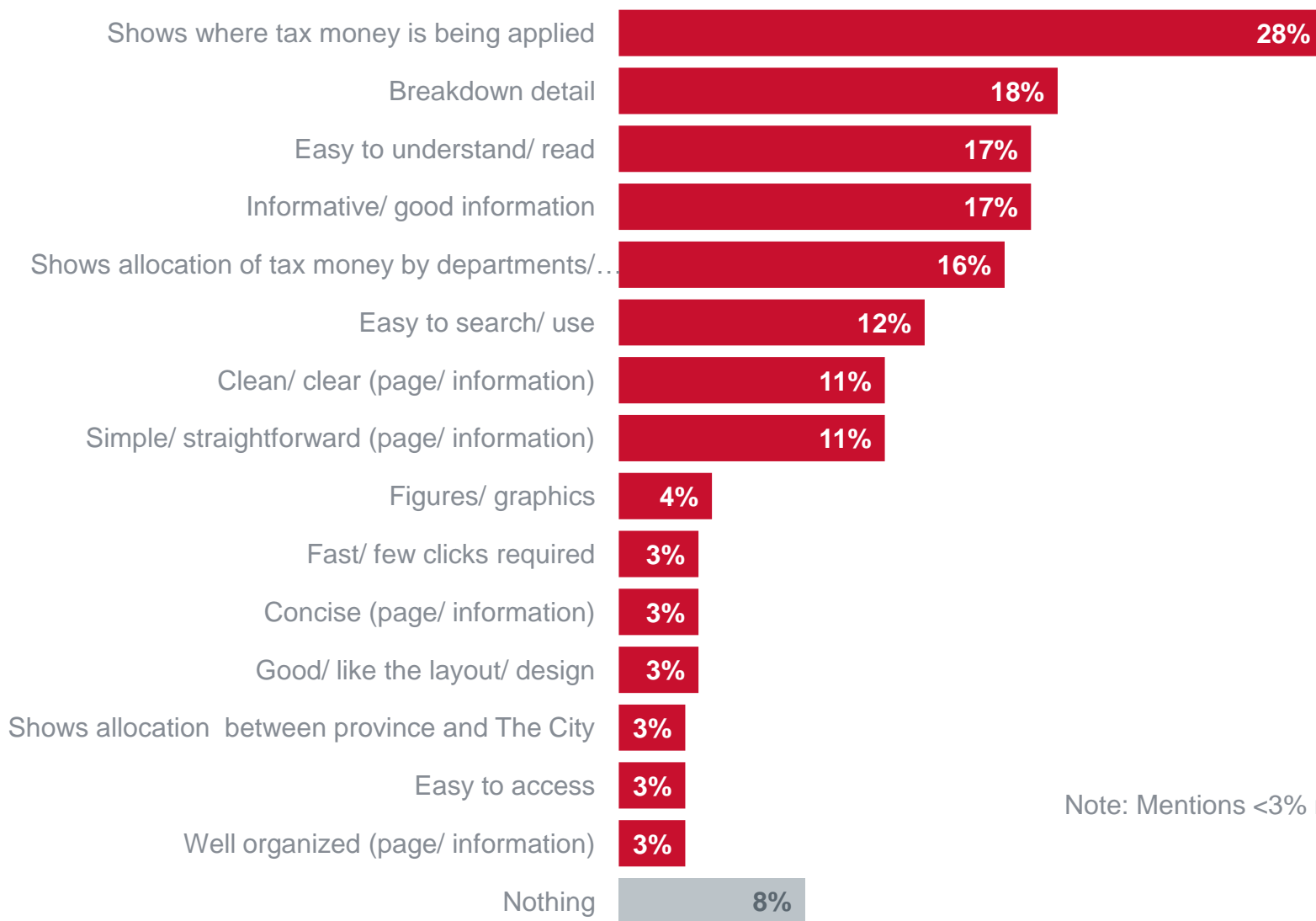
Agreement with Statements about the Property Tax Breakdown Tool

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



QT2 Please indicate your level of agreement or disagreement with the following statements..
 Base: Total respondents (n=353)

Aspects of Property Tax Breakdown Tool Liked

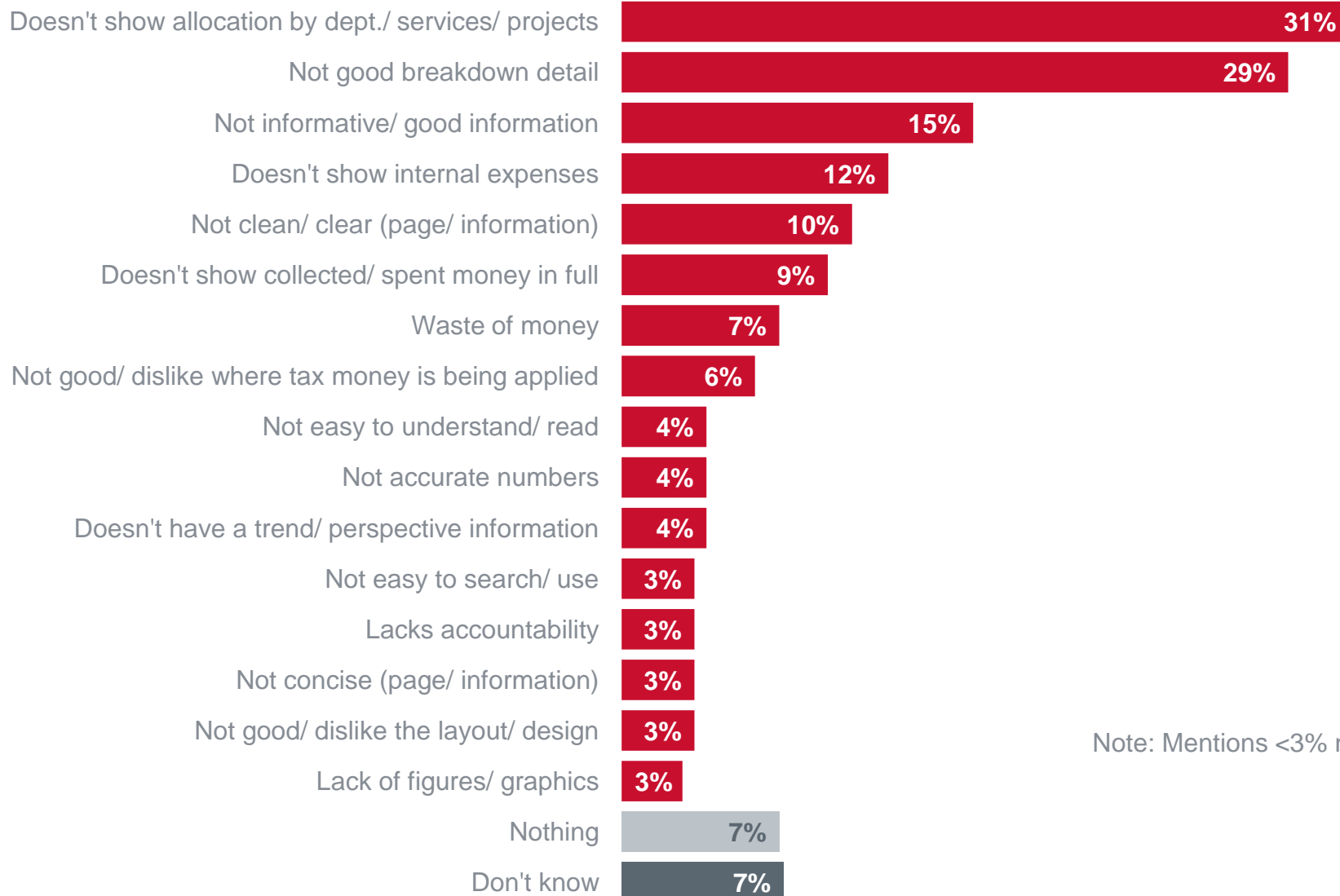


Note: Mentions <3% not shown.

QT3. What did you like about the Property Tax Breakdown tool? (Optional)

Base: Respondents answering the optional question (n=186)

Aspects of Property Tax Breakdown Tool Disliked



Note: Mentions <3% not shown.

QT4, What did you not like about the Property Tax Breakdown tool? (Optional)

0Base: Respondents answering the optional question (n=191)

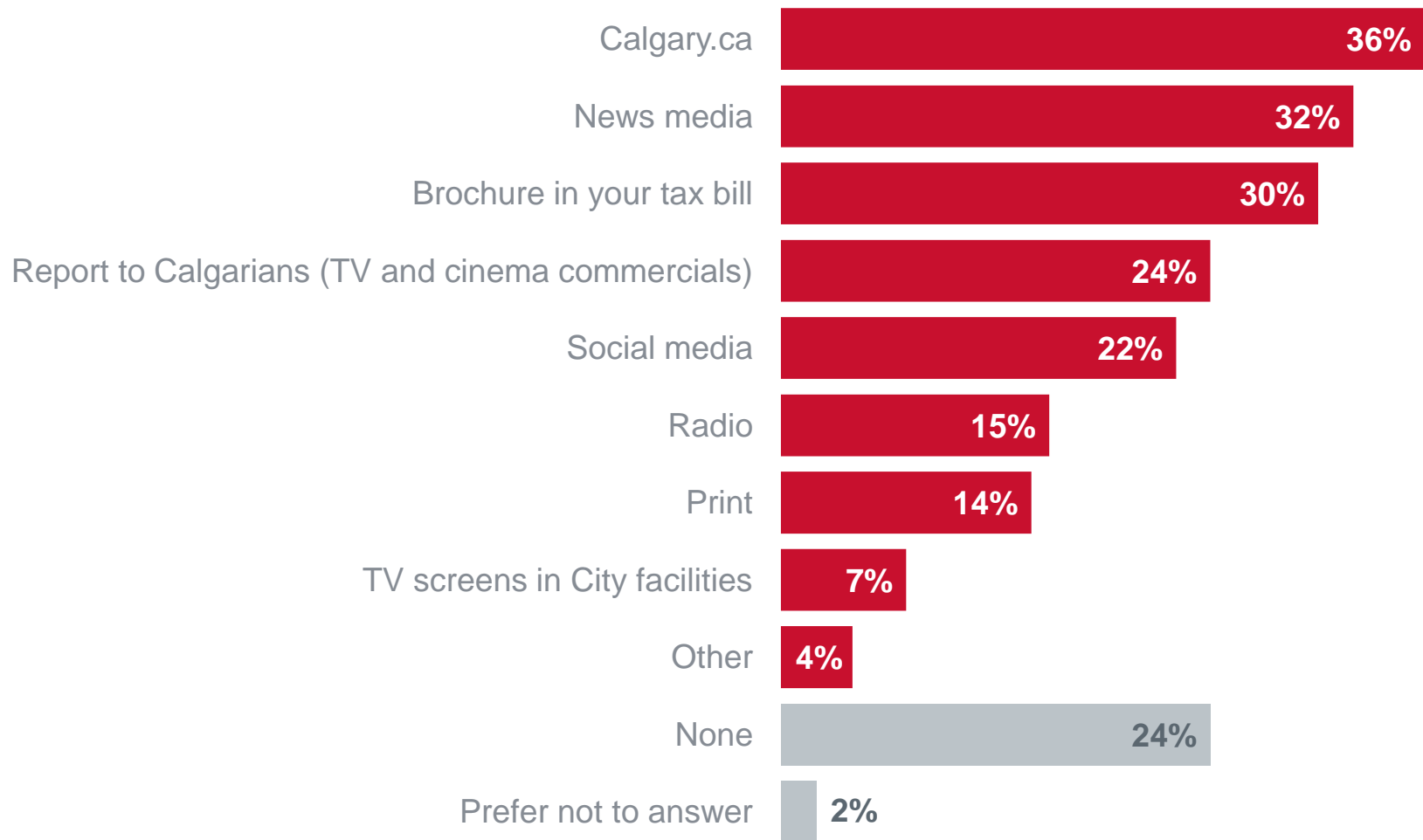
Awareness and Use of the Property Tax Breakdown Tool



QT5. Before today, were you aware that The City of Calgary has a Property Tax breakdown tool?

Base: Total respondents (n=353)

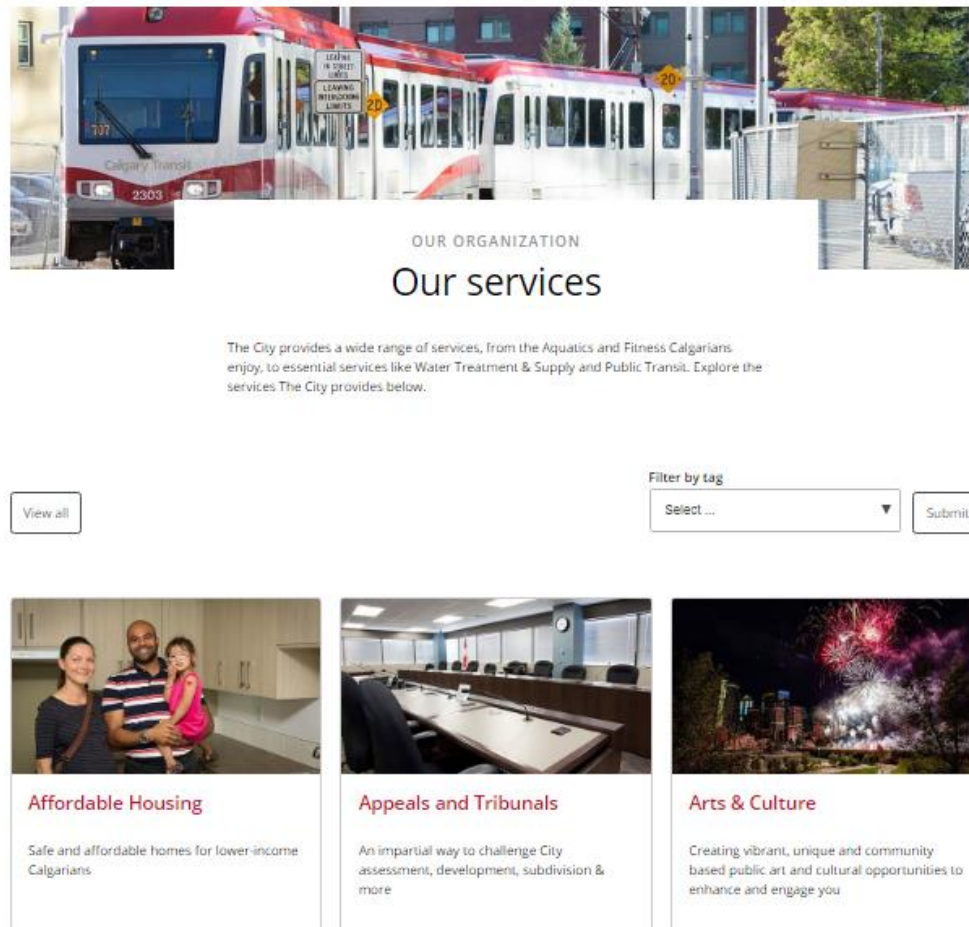
Recalled Sources of Information about Services and Programs Offered by the City



QS1. In the last six months, do you recall seeing any information about services and programs offered by The City? Please select all that apply.
Base: Total respondents (n=353)

The City of Calgary provides a wide range of services to Calgarians.

Before answering the next few questions, please explore the Services webpage [hyperlink = <http://www.calgary.ca/CA/city-manager/Pages/About-Us/OurServices.aspx>] and see what you can learn about different services offered by The City.



The screenshot shows the 'Our services' page on the City of Calgary website. At the top, there's a banner image of a Calgary Transit train. Below the banner, the heading 'OUR ORGANIZATION' is followed by 'Our services'. A paragraph describes the wide range of services provided, from Aquatics and Fitness to Water Treatment & Supply and Public Transit. Below this, there's a 'Filter by tag' section with a dropdown menu (currently showing 'Select ...') and a 'Submit' button. A 'View all' button is also present. The main content area features three service tiles: 'Affordable Housing' (with a photo of a family), 'Appeals and Tribunals' (with a photo of a conference room), and 'Arts & Culture' (with a photo of fireworks).

OUR ORGANIZATION

Our services


The City provides a wide range of services, from the Aquatics and Fitness Calgarians enjoy, to essential services like Water Treatment & Supply and Public Transit. Explore the services The City provides below.

View all

Filter by tag


Select ...

Submit




Affordable Housing

Safe and affordable homes for lower-income Calgarians.



Appeals and Tribunals

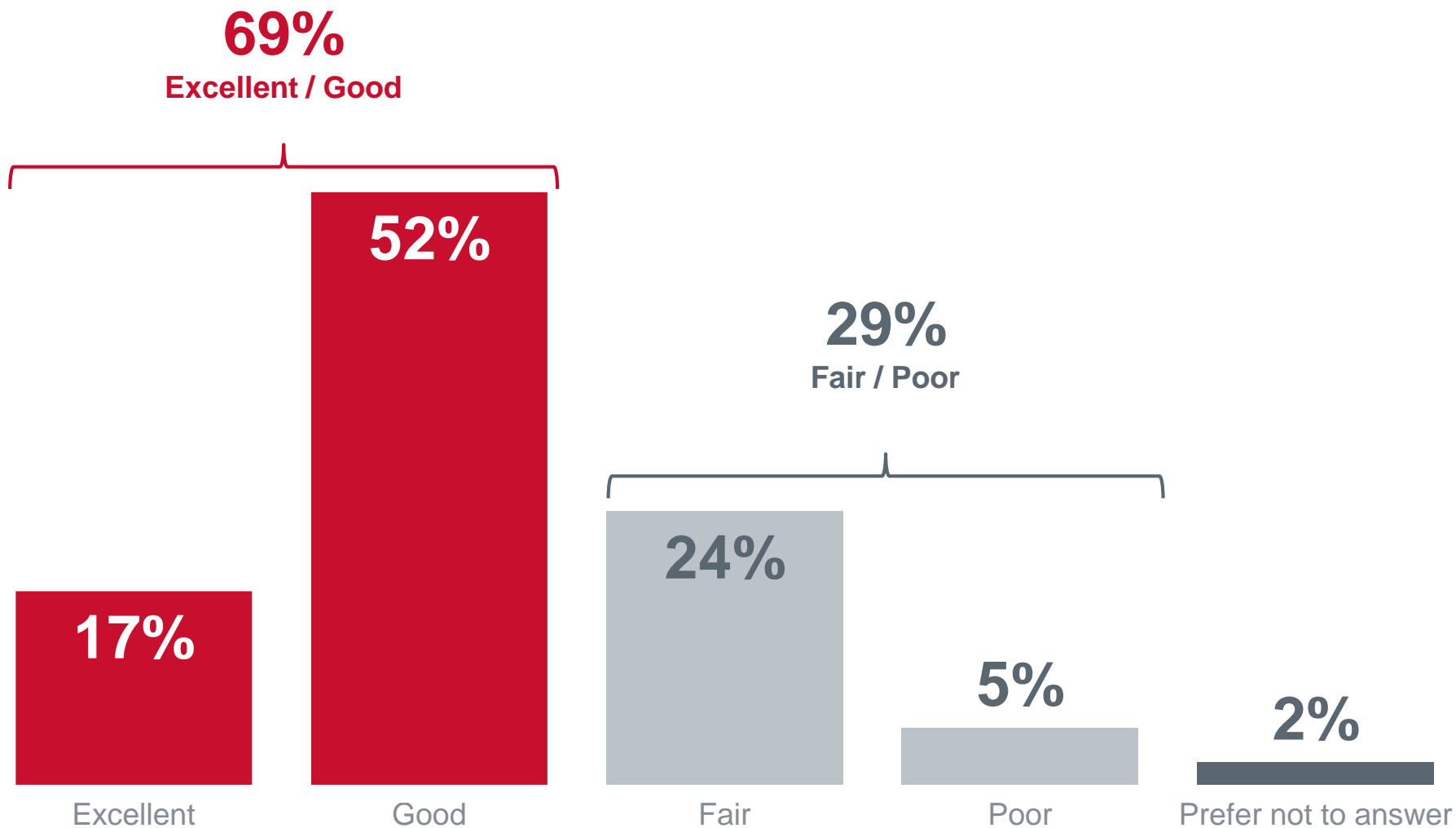
An impartial way to challenge City assessment, development, subdivision & more



Arts & Culture

Creating vibrant, unique and community based public art and cultural opportunities to enhance and engage you

Overall Impression of The City of Calgary Services Website

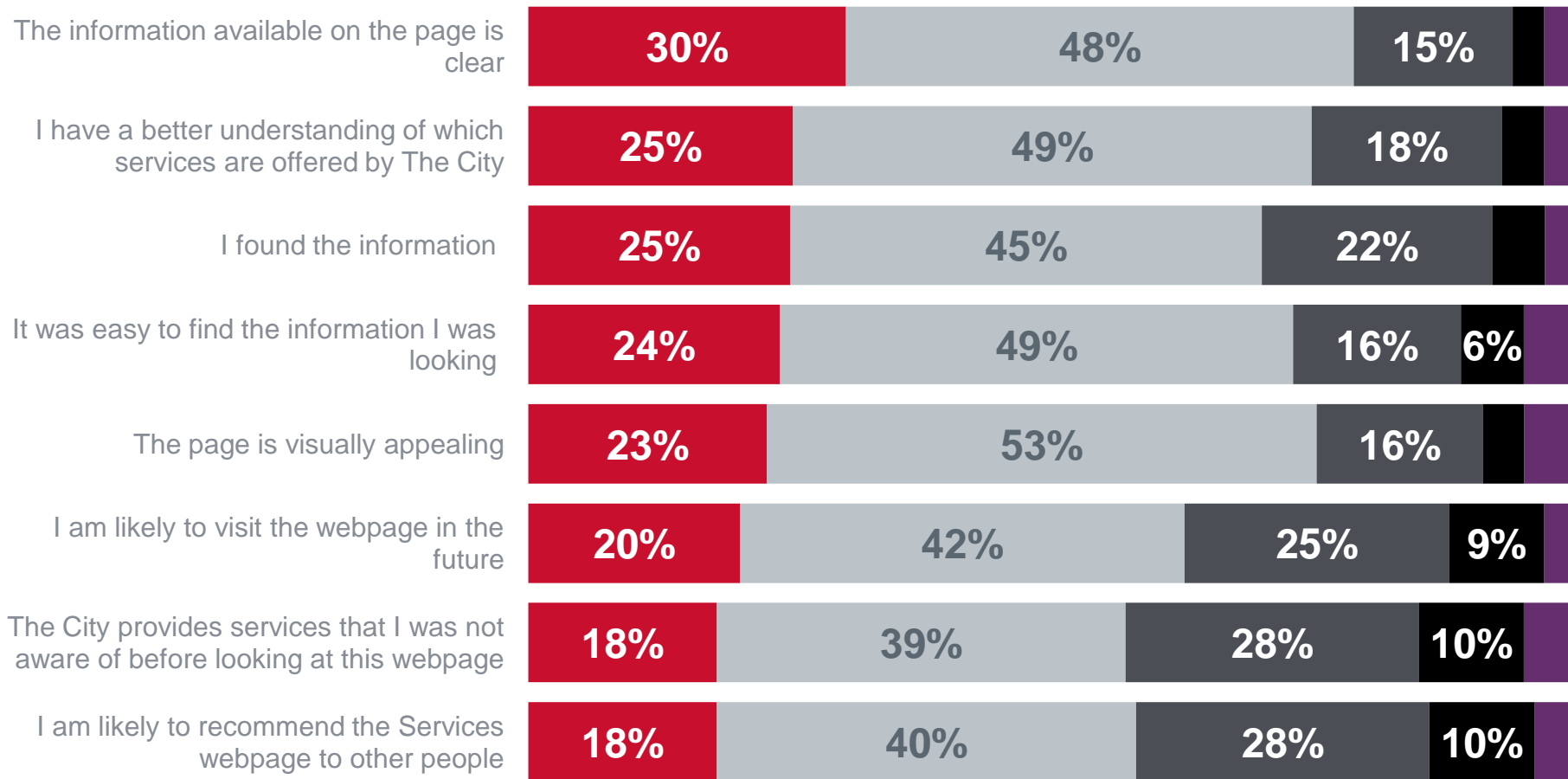


QS2. What was your overall impression of the City of Calgary Services website?

Base: Total respondents (n=353)

Agreement with Statements about the City of Calgary Services Website

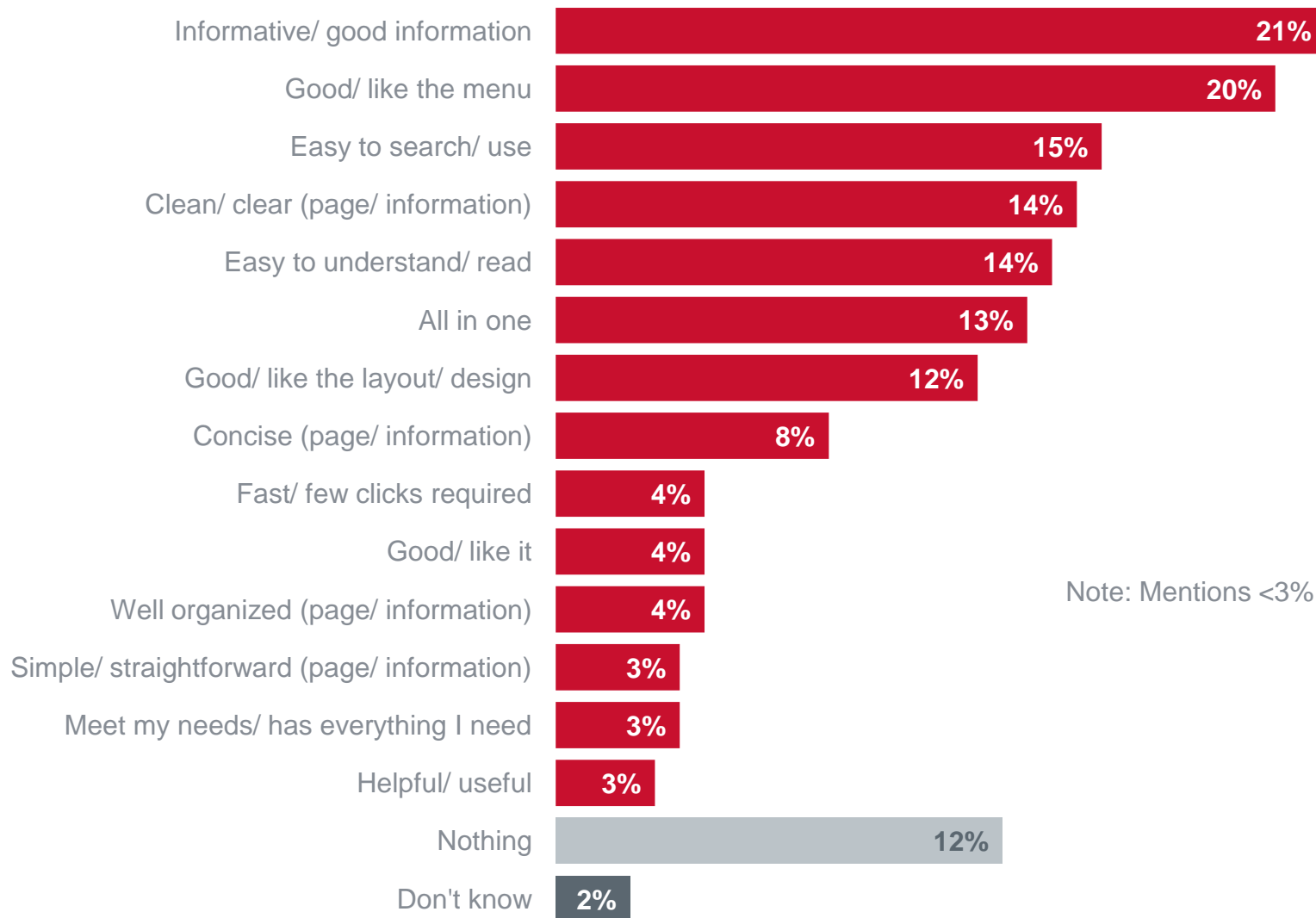
■ Strongly agree
■ Somewhat agree
■ Somewhat disagree
■ Strongly disagree
■ Prefer not to answer



QS3. Please indicate your level of agreement or disagreement with the following statements.

Base: Total respondents (n=353)

Aspects of Services Webpage Liked

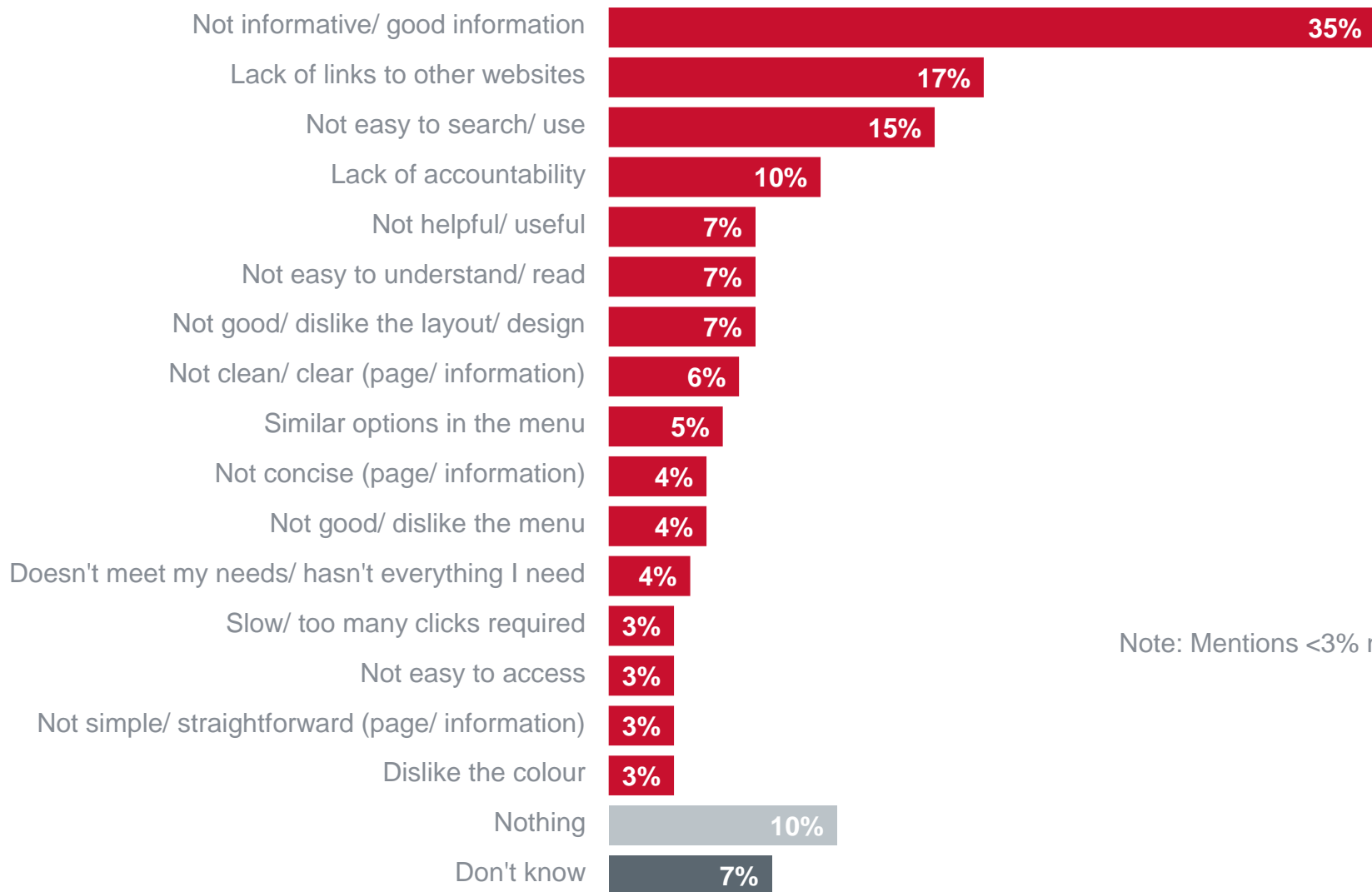


Note: Mentions <3% not shown.

QS4. What did you like about the Services webpage ? (Optional)

Base: 0Base: Respondents answering the optional question (n=145)

Aspects of Services Webpage Disliked



Note: Mentions <3% not shown.

QT4, What did you **not** like about the Services webpage? (Optional)

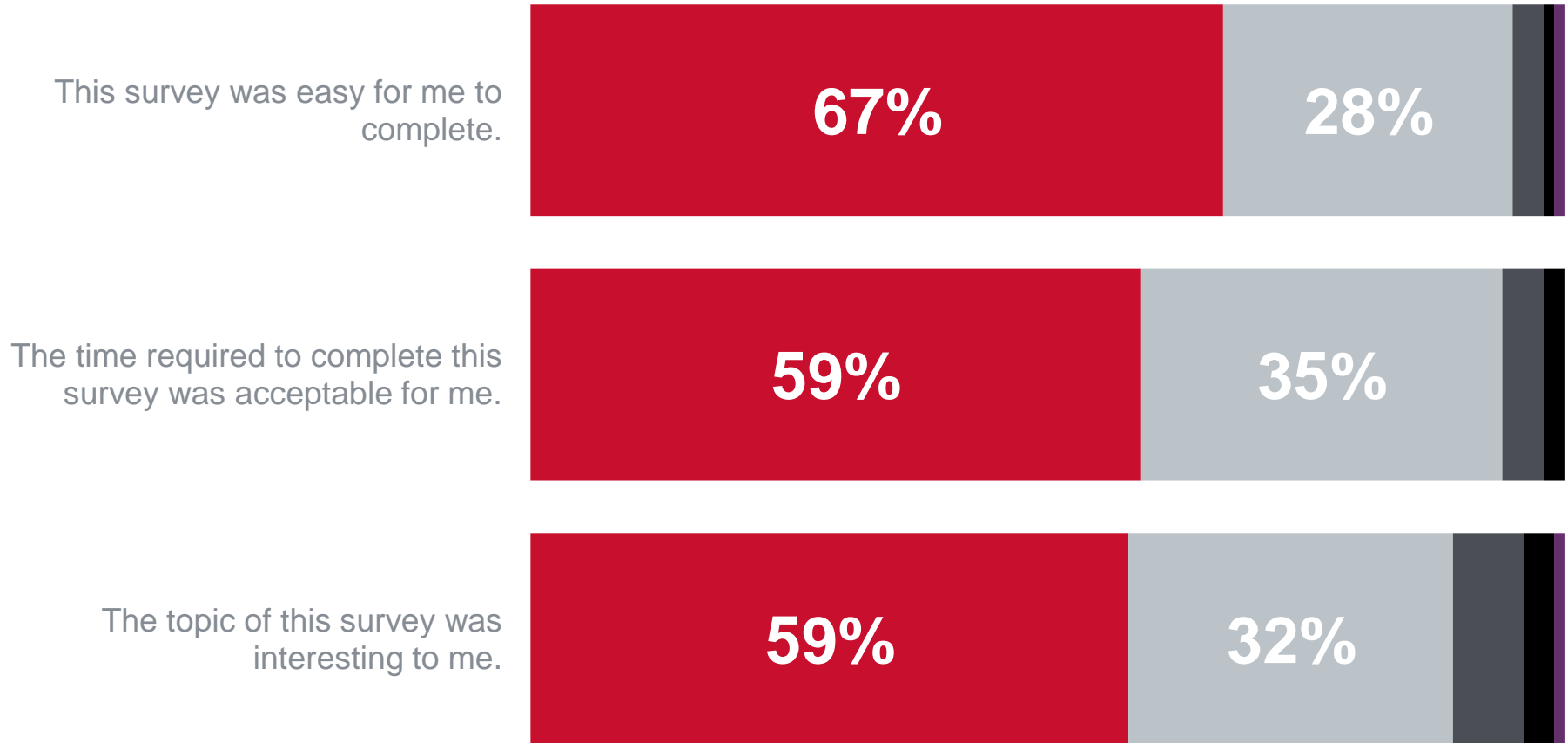
Base: 0Base: Respondents answering the optional question (n=136)

A close-up photograph of several tulips in shades of orange and yellow, with green stems and leaves visible in the foreground and background.

Characteristics and Attitudes Toward the Survey

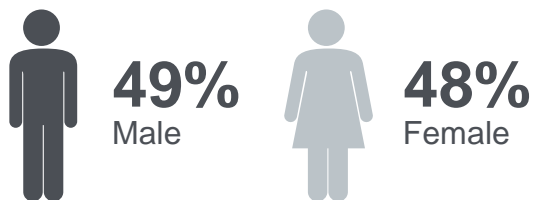
Agreement with Statements About the Survey

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



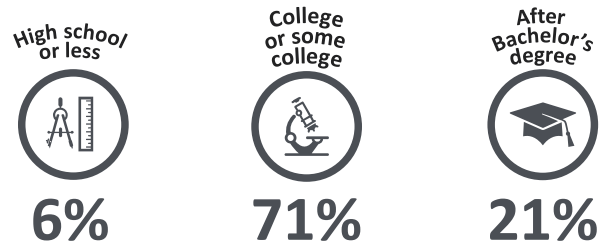
Demographic Characteristics

Gender

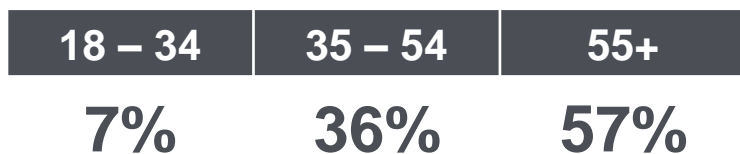


(Prefer not to answer 3%)

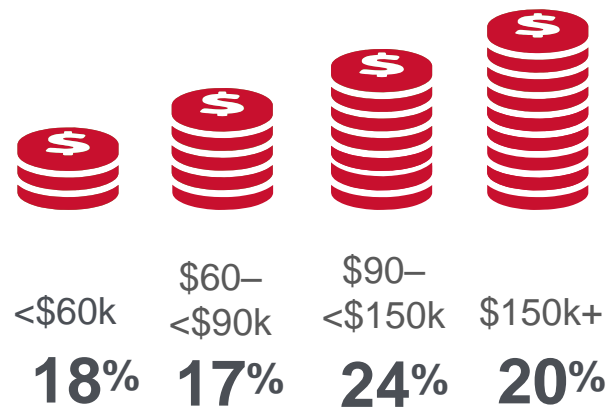
Education



Age



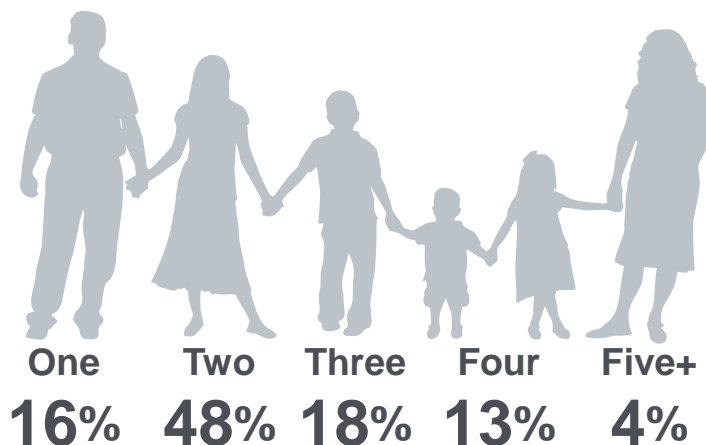
Income



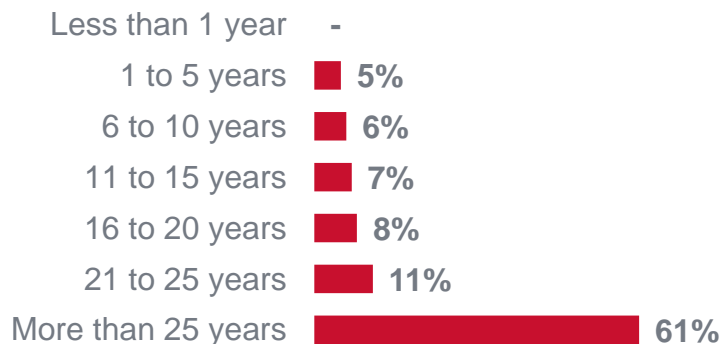
(Prefer not to answer 22%)

Family Characteristics

Household Size



Lived in The City of Calgary...



Own
89%

Rent
8%

Other
2%

Prefer not
to answer
1%

