

Calgary



# 2023 Fall Survey of Calgarians

Ward 7 – Final report

December 2023

Prepared by:



Ipsos Public Affairs



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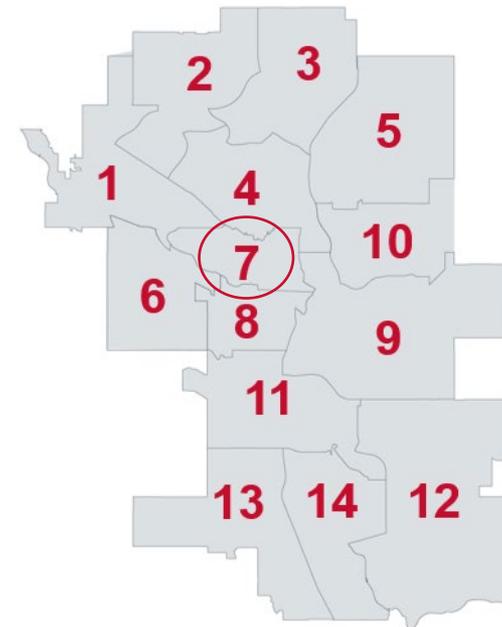
## Methodology

- The survey was conducted by Ipsos Public Affairs from August 2, 2023 to September 4, 2023 with a randomly-selected sample of 2,500 Calgarians, via telephone survey. A total of 177 interviews were conducted with residents of Ward 7. The average time to complete the survey was 29 minutes.
- The survey was conducted using random digit dialing with numbers from both landlines (60%) and cell phones (40%) to obtain a random and statistically-representative sample of Calgarians.
- The margin of error for the total City Wide sample of n=2,500 is  $\pm 2.0$  percentage points, 19 times out of 20. The margin of error for Ward 7 is  $\pm 7.37$  percentage points.
- To ensure the data was gathered from a representative group of Calgarians, sample quotas were set by age, gender, and city ward of the general population aged 18 and older.
- Data were weighted based on the 2019 Municipal and 2021 Federal Census data for age, gender and city ward to ensure composition reflects that of the actual Calgary population aged 18 or older. Although the results are weighted, sample size for each question represents the number of actual respondents (i.e., unweighted n).

# Interpreting results

## Interpreting results

- Results are statistically compared with those of City Wide:
  - ↑ indicates number is significantly higher than City Wide
  - ↓ indicates number is significantly lower than City Wide
- Where possible, fall 2023 results for Ward 7 are compared to those from fall 2022 as indicated by a grey dotted box:
  - Ward 7 2022
  - Only statistically significant differences are shown
- Some bar charts in this report do not add to 100% due to rounding.





# 2023 Fall highlights



## 2023 Fall highlights: Ward 7

### Quality of life



'Good' Quality of Life  
**80%**

I am proud to live in my neighbourhood



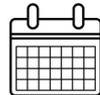
I feel safe walking alone in my neighbourhood after dark



Calgary is a great place to make a life **75%**



Calgary is a great place to make a living **71%**



Calgary is on the right track to be a better city 10 years from now **70%**

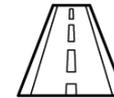
### Issue agenda (top 3)



Homelessness, poverty and affordable housing **46%**



Crime, safety and policing **29%**



Infrastructure, traffic and roads **24%**

### Value for taxes and satisfaction of Calgarians



**45%**  
'Good' value for tax dollars



**66%**  
'Satisfied' with City services and programs



**77%**  
'Satisfied' with customer service

### City reputation and performance



**50%**  
'Trust' The City of Calgary



**63%**  
Satisfied with running of The City by Council and Administration



**61%**  
'Agree' City practices open and accessible government



**79%**  
'Agree' City is building meaningful relationships with Indigenous partners



**83%**  
'Agree' Calgary is a city that celebrates culture, heritage and diversity

# Difference in Ward 7 vs. City Wide

|  |  |  | Ward 7      | City Wide  |
|--|--|--|-------------|------------|
|    | <b>Quality of life</b><br>The City of Calgary delivers programs and services that remove barriers to participation for Calgarians who need it the most |  | <b>36%↓</b> | <b>48%</b> |
|  |  | Homelessness, poverty and affordable housing [Net] | <b>46%↑</b> | <b>31%</b> |
|    | <b>Issue agenda</b>  | Affordable/available housing                       | <b>30%↑</b> | <b>21%</b> |
|  |  | Poverty/ homelessness/ related social issues       | <b>23%↑</b> | <b>14%</b> |
|  |  | Growth and planning [Net]                          | <b>12%↑</b> | <b>6%</b>  |
|  |  | Drugs/ alcohol/ addiction services/ management     | <b>11%↑</b> | <b>5%</b>  |
|  |  | None/ no others                                    | <b>2%↓</b>  | <b>9%</b>  |
|    | <b>City programs and services</b>  | No statistically significant differences           | -           | -          |
|    | <b>Taxation</b>  | No statistically significant differences           | -           | -          |
|  | <b>City communication and customer service</b>   | No statistically significant differences           | -           | -          |

Note: A 'Net' is combination of 2 or more mentions that cover a specific theme.

↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide



# Difference in Ward 7 vs. City Wide

(continued)

|  |  | Ward 7                                   | City Wide |
|--|--|--|-----------|
|  | <b>City reputation and performance</b>   | No statistically significant differences |           |
|  | <b>Council focus areas</b>   |  |           |
|  | Working with community partners to address social issues such as mental health and addiction | 49%↓                                     | 57%       |
|  | <b>Accessibility and downtown revitalization</b>   |  |           |
|  | The City should be investing more to address transit safety issues                           | 87%↓                                     | 92%       |
|  | Revitalizing Calgary's downtown should be a focus of The City over the next 5 years          | 87%↑                                     | 77%       |
|  | The City should be investing more into infrastructure in Calgary's downtown                  | 77%↑                                     | 69%       |

↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide

# Year-over-year changes in Ward 7

|                               |  | 2023 | 2022 |
|-------------------------------|--|------|------|
| <p><b>Quality of life</b></p> | Quality of life has ‘improved’ in past three years   | 7%↓  | 17%  |
|                               | Quality of life has ‘stayed the same’ in past three years  | 32%↓ | 45%  |
|                               | Quality of life has ‘worsened’ in past three years   | 60%↑ | 39%  |
|                               | Calgary is a great place to make a life  | 75%↓ | 85%  |
|                               | Calgary is moving in the right direction to ensure a high quality of life for future generations                             | 33%↓ | 60%  |
|                               | The City of Calgary delivers programs and services that remove barriers to participation for Calgarians who need it the most | 36%↓ | 53%  |
|                               | The City has programs and services aimed at helping Calgarians reduce their environmental impact                             | 40%↓ | 53%  |
|                               | Calgary is ‘safe’ overall  | 72%↓ | 84%  |
| <p><b>Issue agenda</b></p>    | Homelessness, poverty and affordable housing [Net]   | 46%↑ | 32%  |
|                               | Affordable/available housing   | 30%↑ | 12%  |
|                               | Transit [Net]  | 10%↓ | 22%  |
|                               | Public transportation [incl. buses/ C-train/ poor service]   | 4%↓  | 12%  |
|                               | Transit system improvements  | 3%↓  | 11%  |
|                               | Economy/ cost of living  | 14%↑ | 6%   |
|                               | Environment and waste management [Net]   | 6%↓  | 13%  |

Note: A ‘Net’ is combination of 2 or more mentions that cover a specific theme.

↑ Statistically higher than fall 2022  
↓ Statistically lower than fall 2022



# Year-over-year changes in Ward 7 (continued)

|  |   | 2023  | 2022 |     |
|--|---|---|------|-----|
|    | <b>Issue agenda</b>                       | Recreation [Net]  | 6%↓  | 20% |
|  |   | None/ no others   | 2%↓  | 14% |
|    | <b>City programs and services</b>         | No statistically significant differences  |      |     |
|    | <b>Taxation</b>                           | Value of property taxes is 'good'   | 45%↓ | 62% |
|  |   | Increase taxes beyond current inflation rate to expand services   | 24%↓ | 36% |
|  |   | Cut services further to reduce taxes  | 26%↑ | 13% |
|  |   | The City does a good job of providing Calgarians with information on how their property tax dollars are invested in various City services | 46%↓ | 65% |
|    | <b>Communication and customer service</b> | The City of Calgary meets my customer service expectations  | 73%↓ | 86% |
|  |   | The City responds quickly to requests and concerns  | 57%↓ | 71% |
|  | <b>City reputation and performance</b>    | Satisfaction with The City of Calgary – including Council and Administration  | 63%↓ | 77% |
|  |   | Satisfaction with City Administration (excluding City Council)  | 70%↓ | 82% |
|  |   | Satisfaction with City Council (excluding City Administration)  | 52%↓ | 68% |
|  |   | The City of Calgary practices open and accessible government  | 61%↓ | 73% |
|  |   | Calgarians have enough opportunities to provide input into decision making about City projects and services                               | 56%↓ | 69% |

Note: A 'Net' is combination of 2 or more mentions that cover a specific theme.

↑ Statistically higher than fall 2022  
↓ Statistically lower than fall 2022



# Year-over-year changes in Ward 7 (continued)

|   |  | 2023 | 2022 |
|---|--|------|------|
|  <b>City reputation and performance</b>           | I am confident that The City of Calgary is working to improve how it includes Calgarians' input into important decisions               | 57%↓ | 69%  |
|   | I believe that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary | 53%↓ | 72%  |
|   | The City of Calgary manages its spending in a responsible way that reflects the needs and priorities of Calgarians                     | 50%↓ | 67%  |
|  <b>Council focus areas</b>                       | Working to make Calgary a desirable destination with a lot to offer tourists   | 80%↓ | 89%  |
|   | Working to find ways to make it easier to do business in Calgary   | 68%↓ | 79%  |
|  <b>Accessibility and downtown revitalization</b> | <i>New questions in 2023, not asked in 2022</i>  | -    | -    |

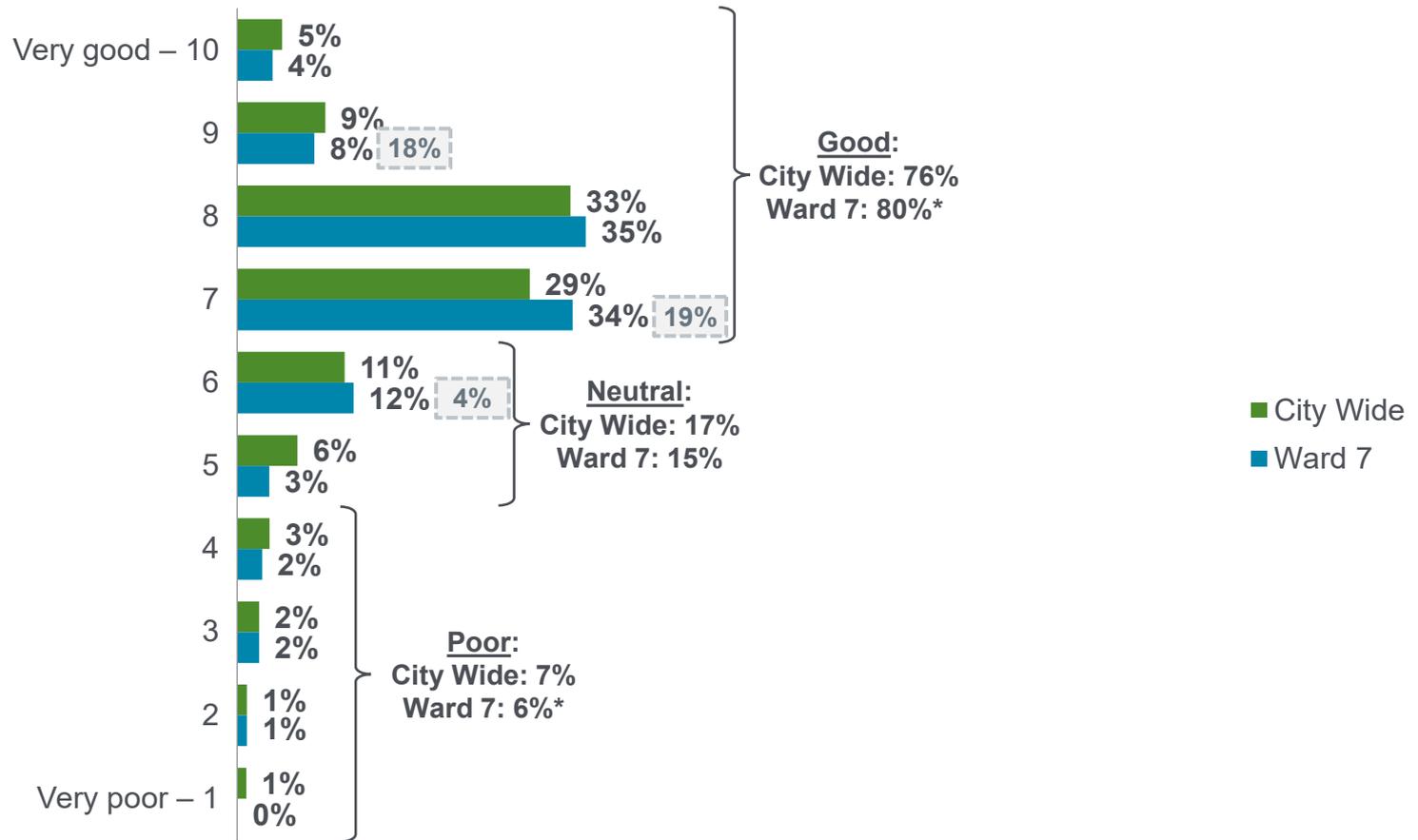
↑ Statistically higher than fall 2022  
↓ Statistically lower than fall 2022



# Quality of life



# Overall quality of life in Calgary



Q. On a scale of “1” to “10” where “1” is “very poor” and “10” is “very good,” how would you rate the overall quality of life in the city of Calgary today?

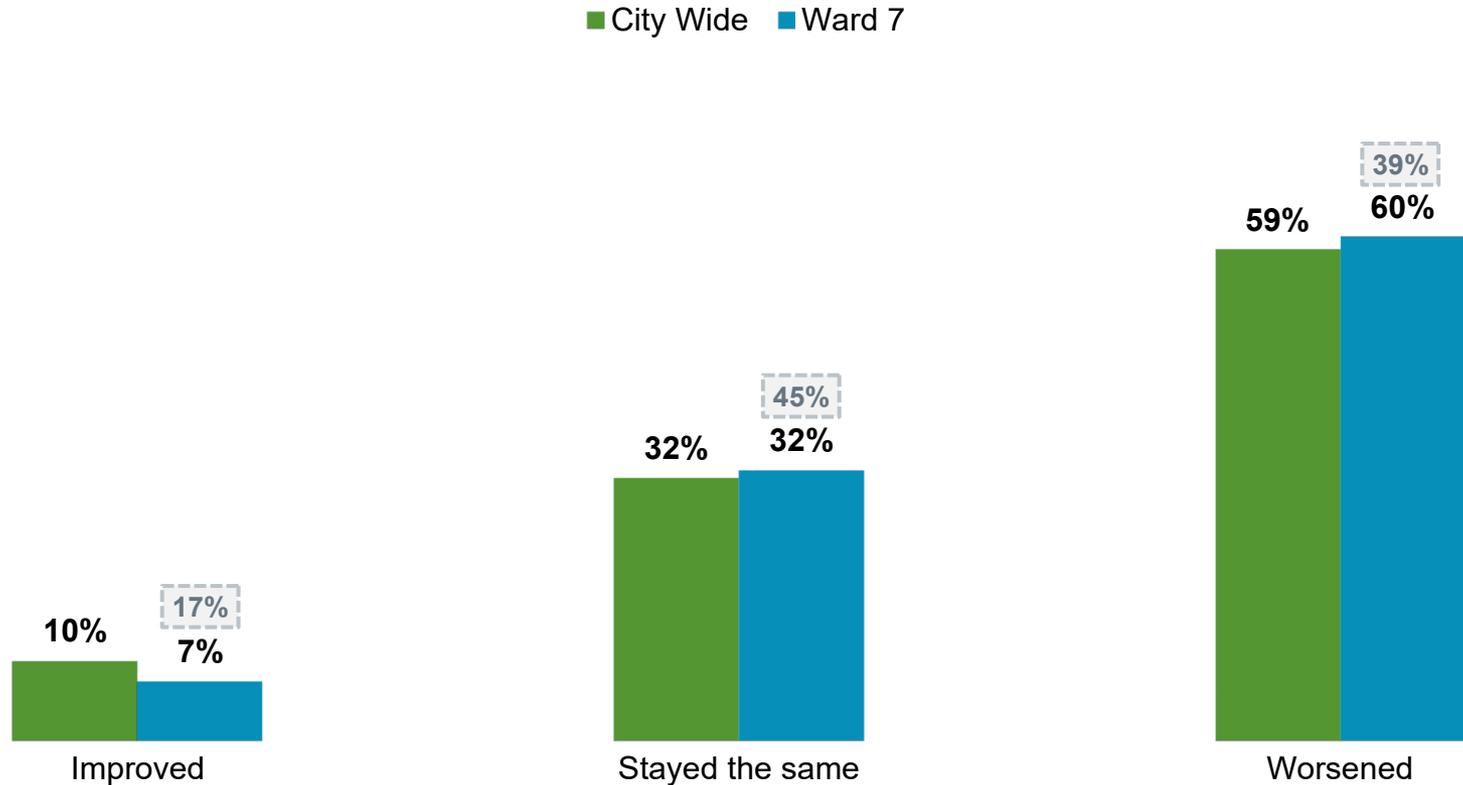
Base: Valid respondents: City Wide (n=2,497) / Ward 7 (n=176)

Ward 7 2022

\* Rounding



# Perceived change in quality of life



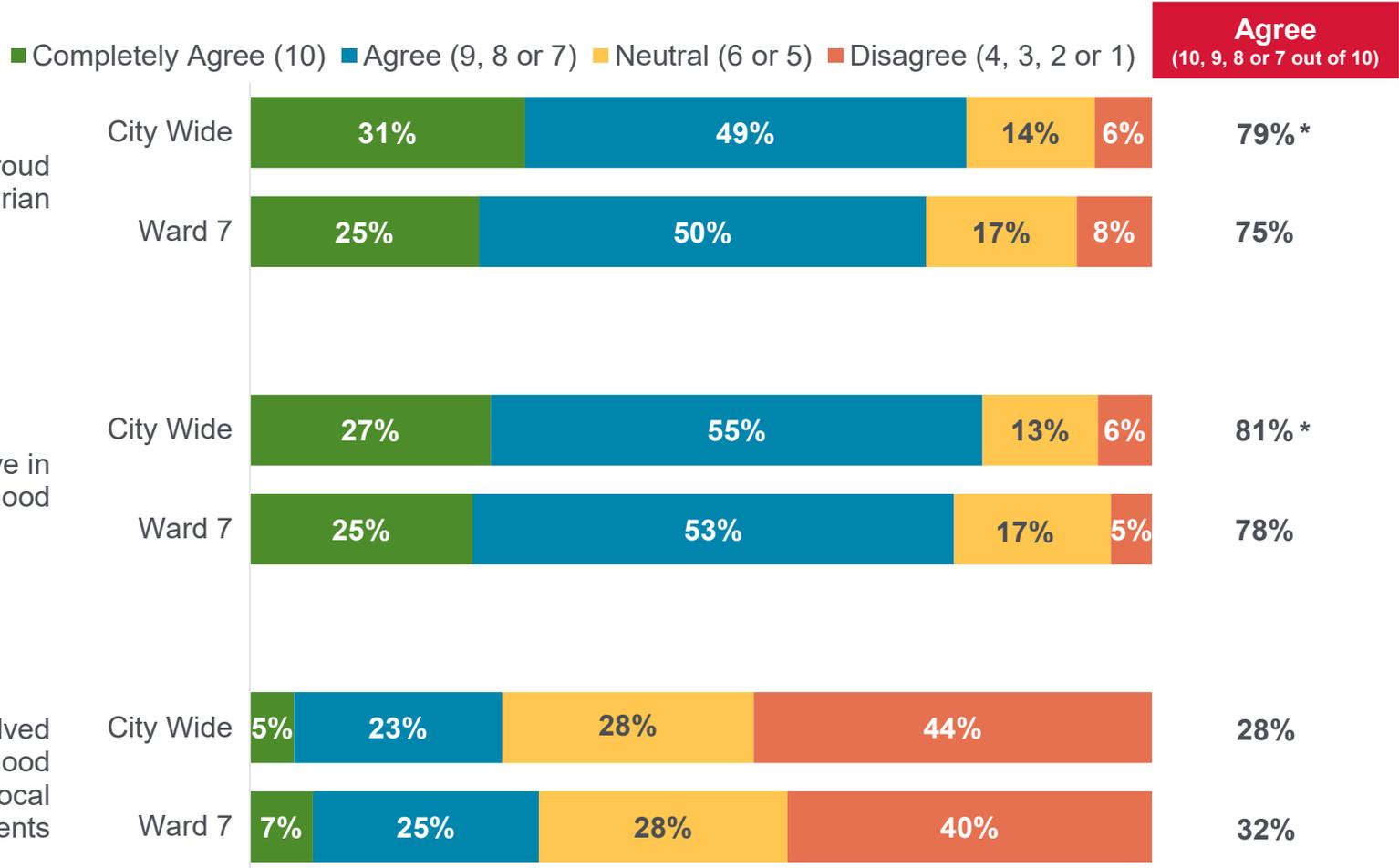
Q. Do you feel that the quality of life in the city of Calgary in the past three years has ...?

Base: Valid respondents: City Wide (n=2,451) / Ward 7 (n=167)

Ward 7 2022



# Connectedness

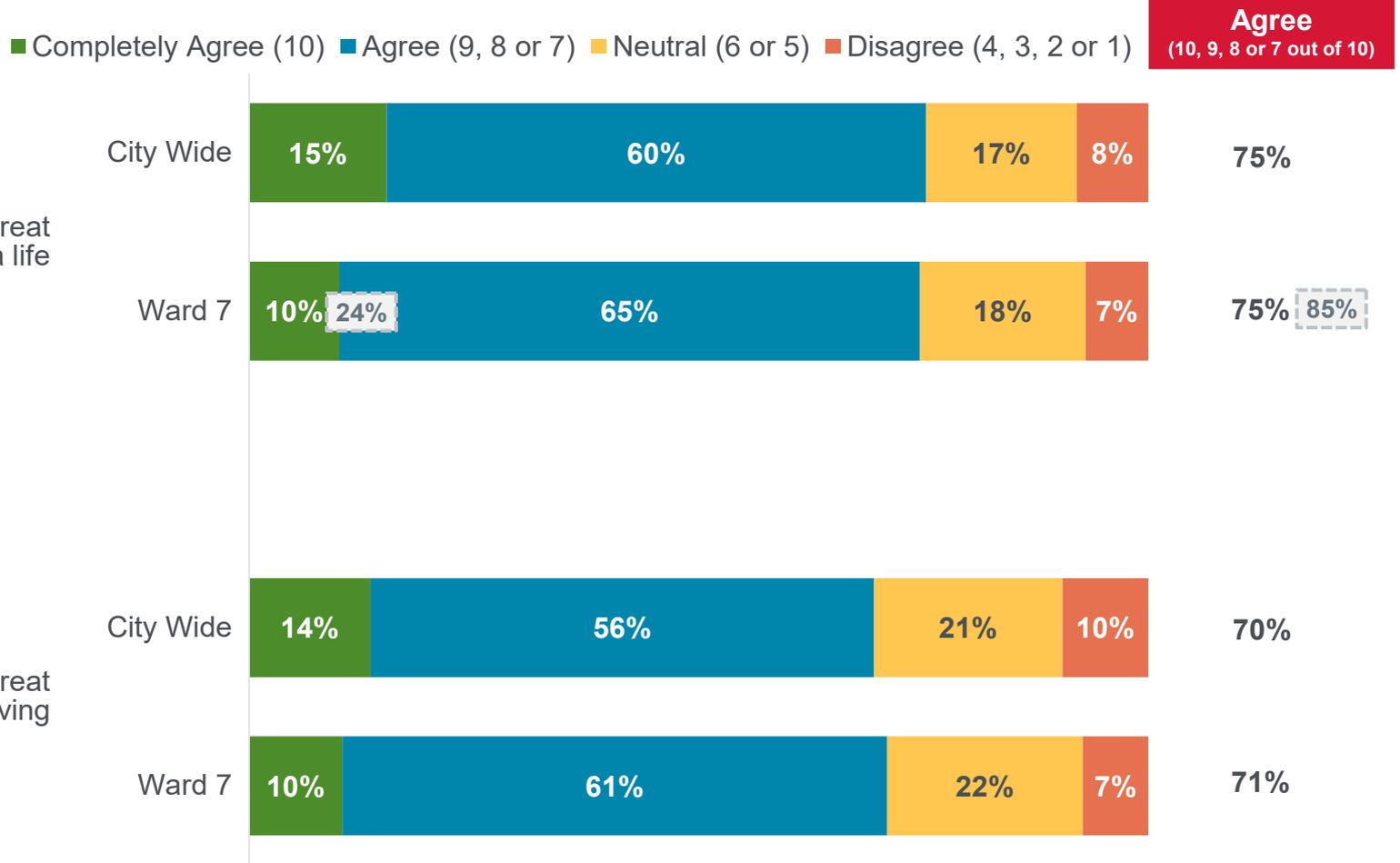


Q. I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."  
 Base: Valid respondents (bases vary)

\* Rounding



# Make a life and make a living



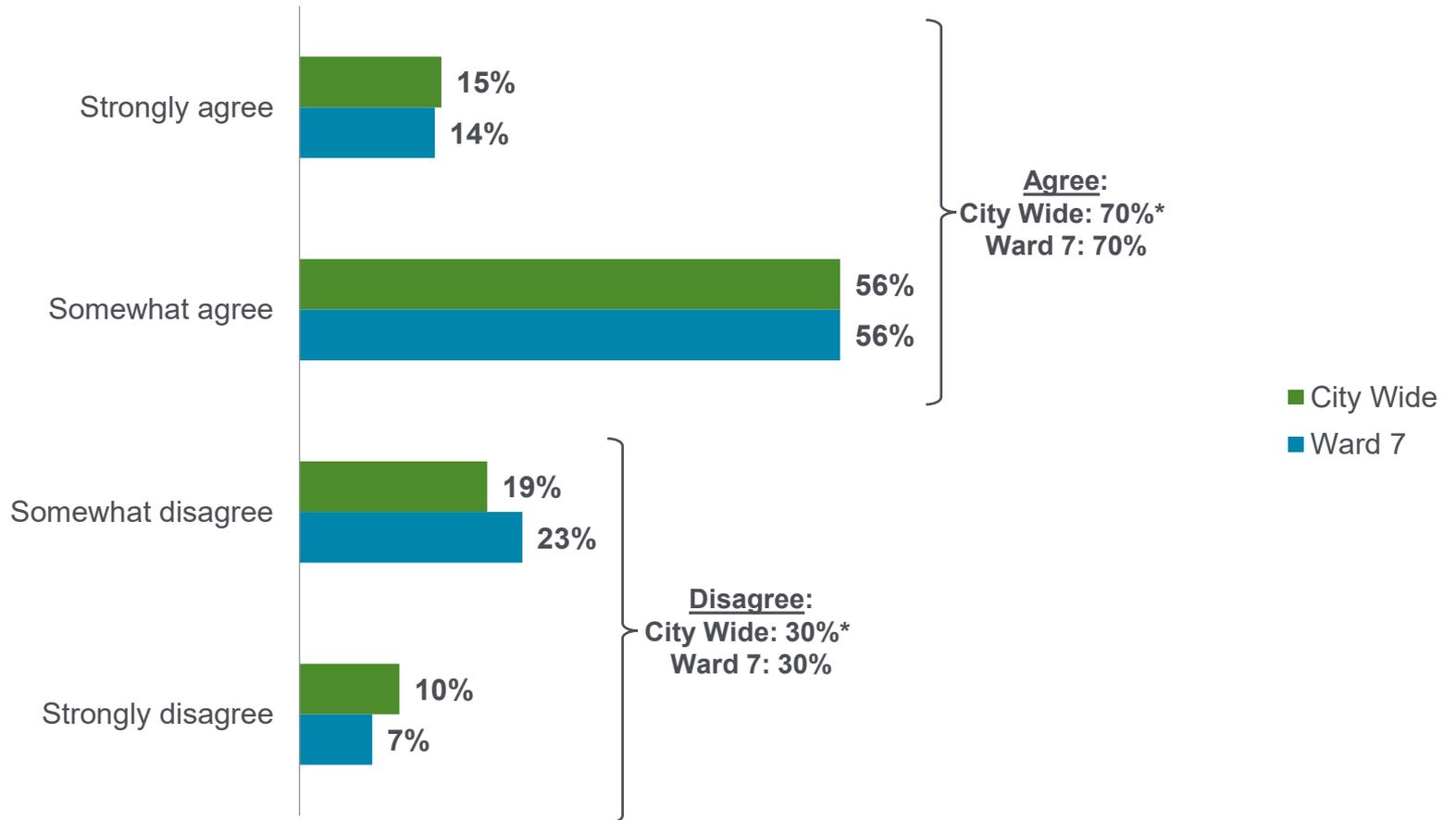
Q. I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (bases vary)

Ward 7 2022



# On the right track to be a better city



Q. There are challenges facing The City of Calgary today, but also success stories. Do you agree or disagree that Calgary is on the right track to be a better city 10 years from now?

Base: Valid respondents: City Wide (n=2,475) / Ward 7 (n=176)

\* Rounding

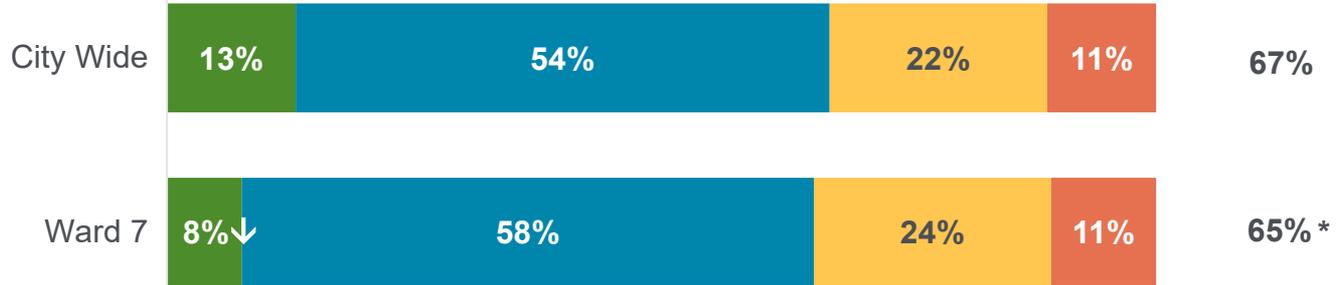


# Inclusivity and future direction

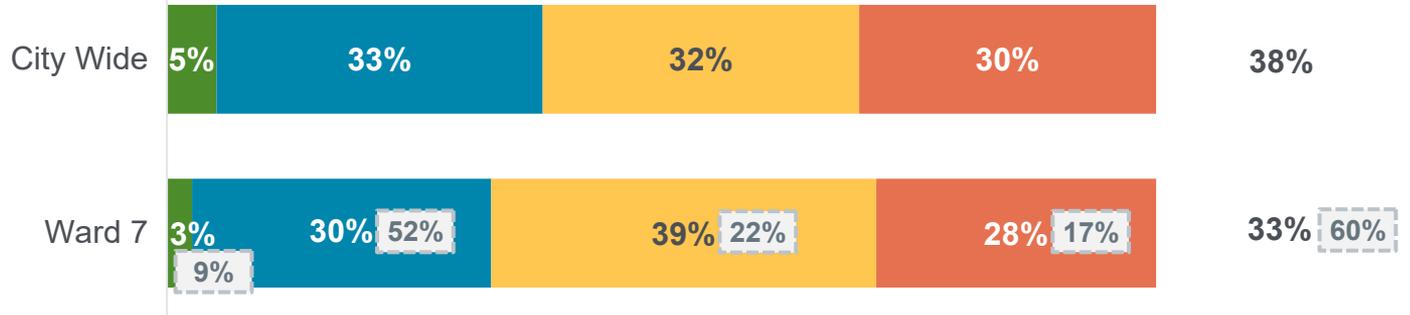
■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

**Agree**  
(10, 9, 8 or 7 out of 10)

The City of Calgary fosters a city that is inclusive and accepting of all



Calgary is moving in the right direction to ensure a high quality of life for future generations



Ward 7 2022

Q. I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."  
Base: Valid respondents (bases vary)

\* Rounding  
↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide

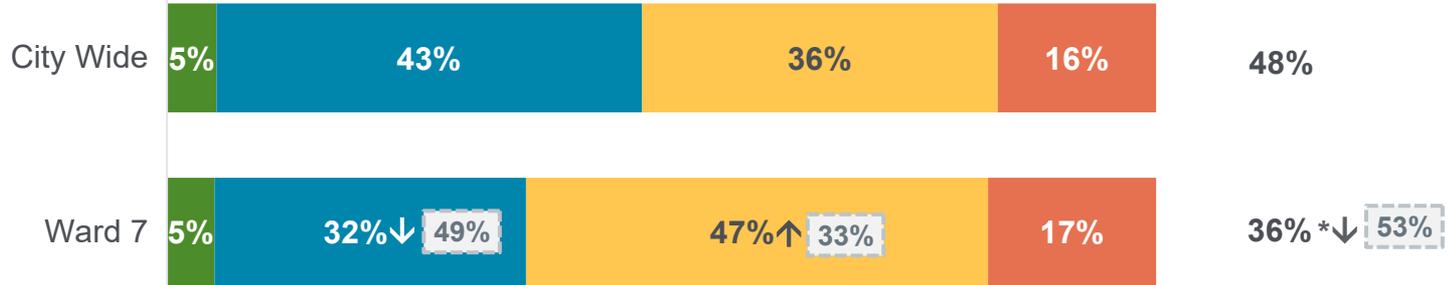


# Inclusivity

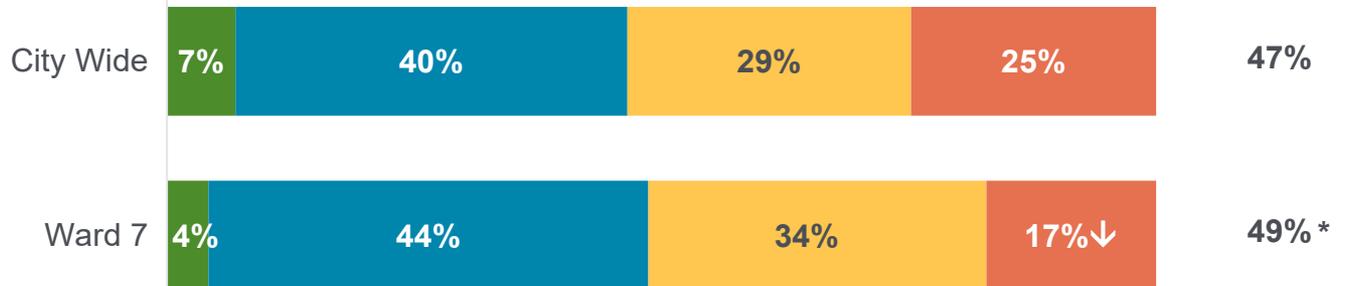
■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

**Agree**  
(10, 9, 8 or 7 out of 10)

The City of Calgary delivers programs and services that remove barriers to participation for Calgarians who need it the most



Calgary is safe for all residents and visitors, regardless of things like ethnicity, race, religion, income, or sexual identity



Ward 7 2022

\* Rounding  
 ↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide

Q. Using the same agree or disagree scale, I have a few more statements that some people have said about life in Calgary.  
 Base: Valid respondents (bases vary)



# Climate change and City programs to reduce environmental impact

■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

**Agree**  
(10, 9, 8 or 7 out of 10)

I think we need to act now to address climate change

City Wide



61%

Ward 7



65%\*

The City has programs and services aimed at helping Calgarians reduce their environmental impact

City Wide



47%

Ward 7



40%

53%

Ward 7 2022

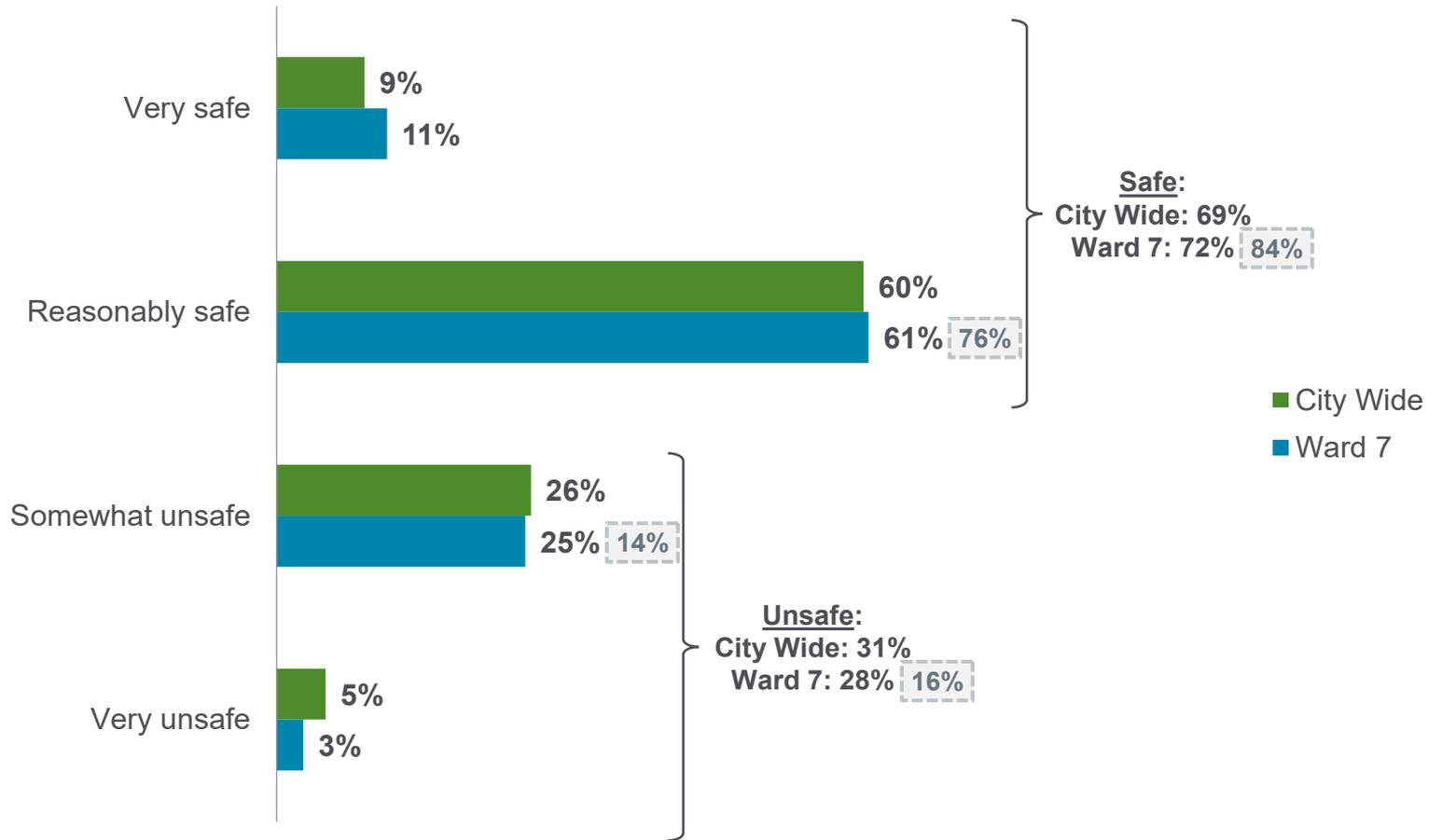
Q. Using the same agree or disagree scale, I have a few more statements that some people have said about life in Calgary.  
Base: Valid respondents (bases vary)

Data labels <3% are not shown

\* Rounding



# Overall perceived safety of the city of Calgary

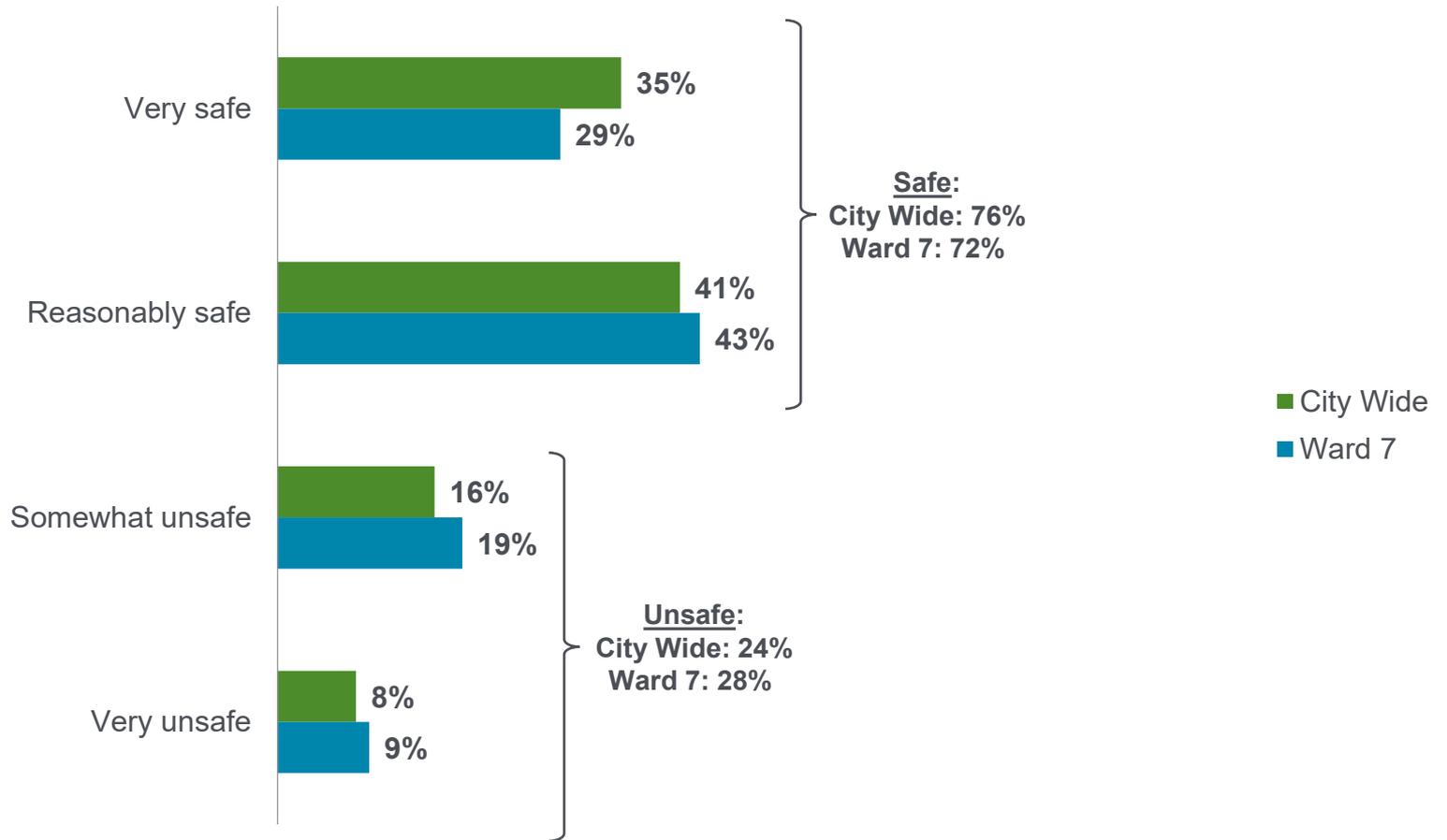


Q. How safe or unsafe do you think Calgary is overall?  
 Base: Valid respondents: City Wide (n=2,492) / Ward 7 (n=175)

Ward 7 2022



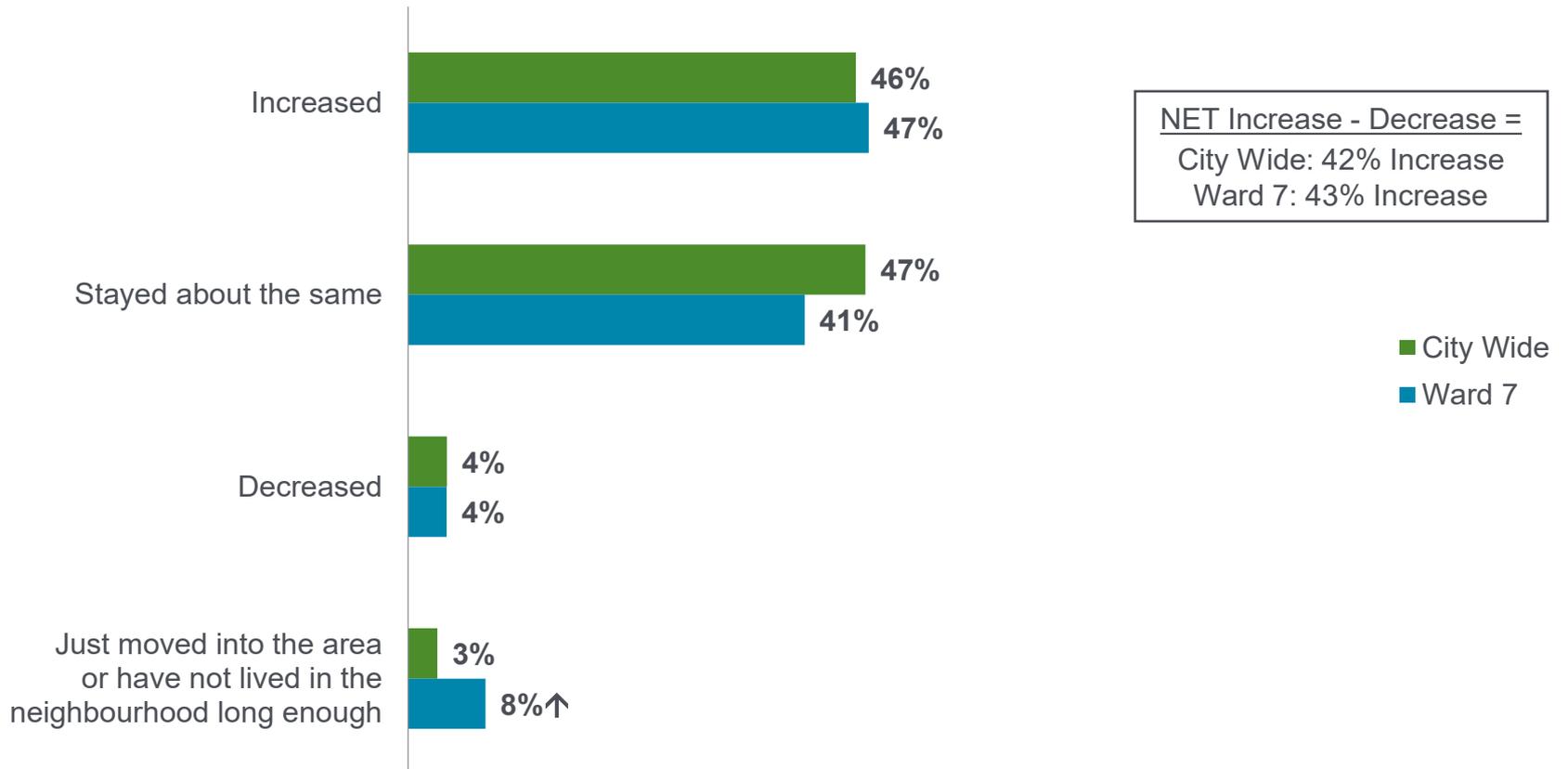
# Perceived safety in own neighbourhood



Q. How safe do you feel or would you feel walking alone in your neighbourhood after dark?  
 Do you or would you feel ...?  
 Base: Valid respondents: City Wide (n=2,493) / Ward 7 (n=175)



# Perceived change in neighbourhood crime



Q. During the last 3 years, do you think that crime in your neighbourhood has increased, decreased or remained about the same?

Base: Valid respondents: City Wide (n=2,479) / Ward 7 (n=177)

↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide



# Issue agenda



## Issue agenda

City Wide

Ward 7

Multiple responses allowed

Total City Wide mentions of <5% are not shown

Data labels of <3% are not shown

A "Net" is a combination of 2 or more mentions that cover a specific theme

■ First mention ■ Other mentions

| Issue   | City Wide (First) | City Wide (Other) | City Wide (Net) | Ward 7 | Change |
|---|-------------------|-------------------|-----------------|--------|--------|
| <b>Net - Homelessness, poverty and affordable housing</b>         | 23%               | 8%                | 31%             | 46%    | ↑ 32%  |
| Affordable/available housing                                      | 15%               | 5%                | 21%             | 30%    | ↑ 12%  |
| Poverty/ homelessness/ related social issues                      | 9%                | 5%                | 14%             | 23%    | ↑      |
| <b>Net - Infrastructure, traffic and roads</b>                    | 17%               | 11%               | 28%             | 24%    |        |
| Road conditions   | 5%                | 4%                | 9%              | 5%     |        |
| Traffic congestion  | 4%                | 6%                | 6%              | 6%     |        |
| <b>Net - Crime, safety and policing</b>                           | 17%               | 10%               | 27%             | 29%    |        |
| Public safety   | 9%                | 5%                | 15%             | 19%    |        |
| Crime   | 8%                | 6%                | 14%             | 10%    |        |
| <b>Net - Transit</b>  | 8%                | 7%                | 15%             | 10%    | 22%    |
| <b>Public transportation [incl. buses/ C-train/ poor service]</b> | 4%                | 4%                | 8%              | 4%     | 12%    |
| Transit system improvements                                       | 3%                | 5%                | 3%              | 3%     | 11%    |
| <b>Net - Economy</b>  | 7%                | 4%                | 11%             | 15%    |        |
| Economy/ cost of living   | 6%                | 3%                | 9%              | 14%    | 6%     |
| <b>Net - Environment and waste management</b>                     | 5%                | 4%                | 9%              | 6%     | 13%    |
| <b>Net - Taxes</b>  | 4%                | 3%                | 8%              | 8%     |        |
| Taxes/ high taxes   | 3%                | 6%                | 6%              | 6%     |        |
| <b>Net - Growth and planning</b>                                  | 4%                | 6%                | 12%             | 12%    | ↑      |
| <b>Net - Recreation</b>   | 4%                | 3%                | 7%              | 6%     | 20%    |
| Healthcare  | 3%                | 5%                | 4%              | 4%     |        |
| <b>Drugs/ alcohol/ addiction services/ management</b>             | 3%                | 5%                | 11%             | 11%    | ↑      |
| <b>None/ no others</b>  | 9%                | 9%                | 2%              | 2%     | ↓ 14%  |

Q. In your view, as a resident of the city of Calgary, what is the most important issue facing your community, that is, the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?

Base: Valid respondents: City Wide (n=2,451) / Ward 7 (n=175)

Ward 7 2022

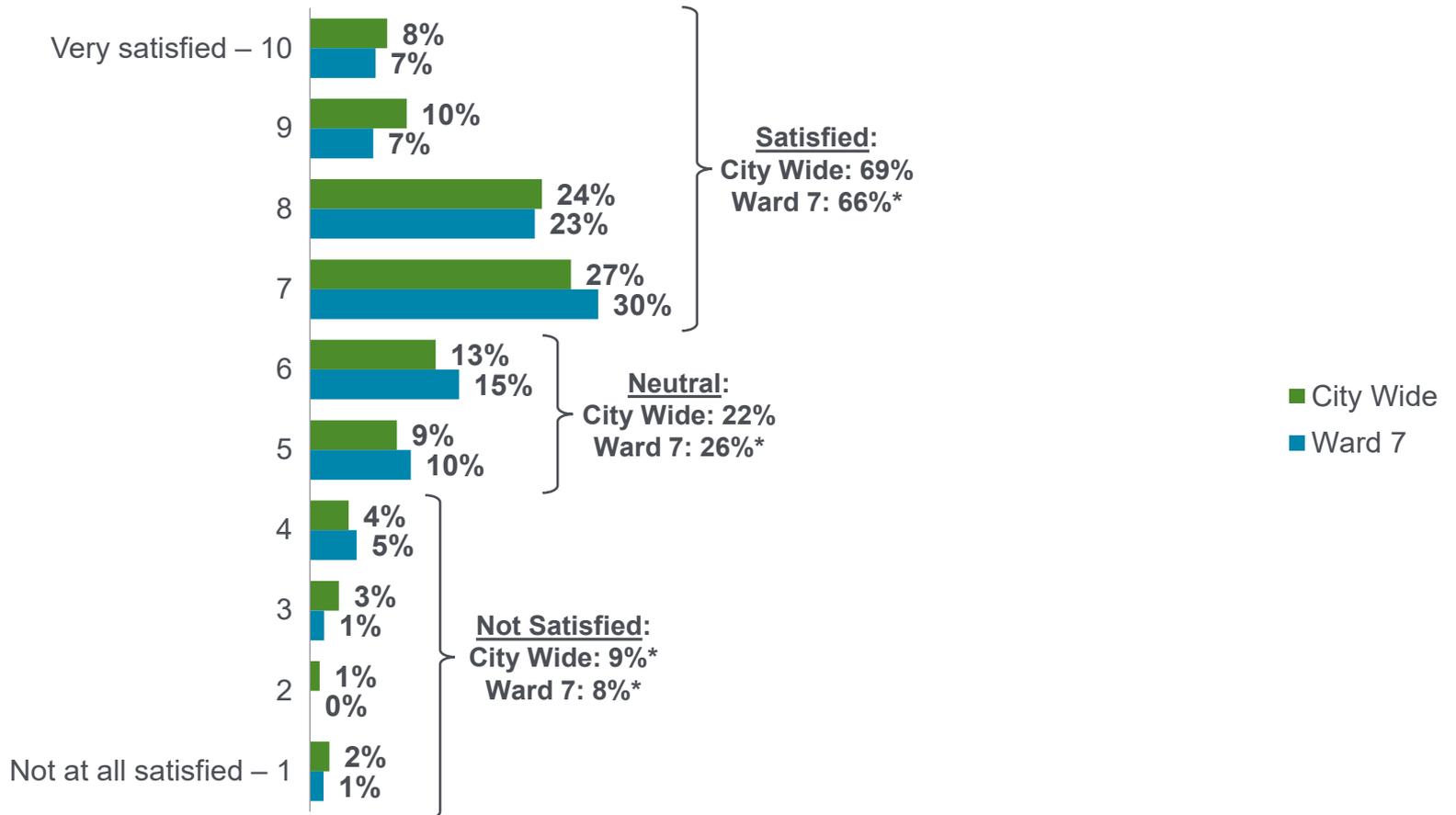
↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide



# City programs and services



# Satisfaction with the overall level and quality of City services and programs



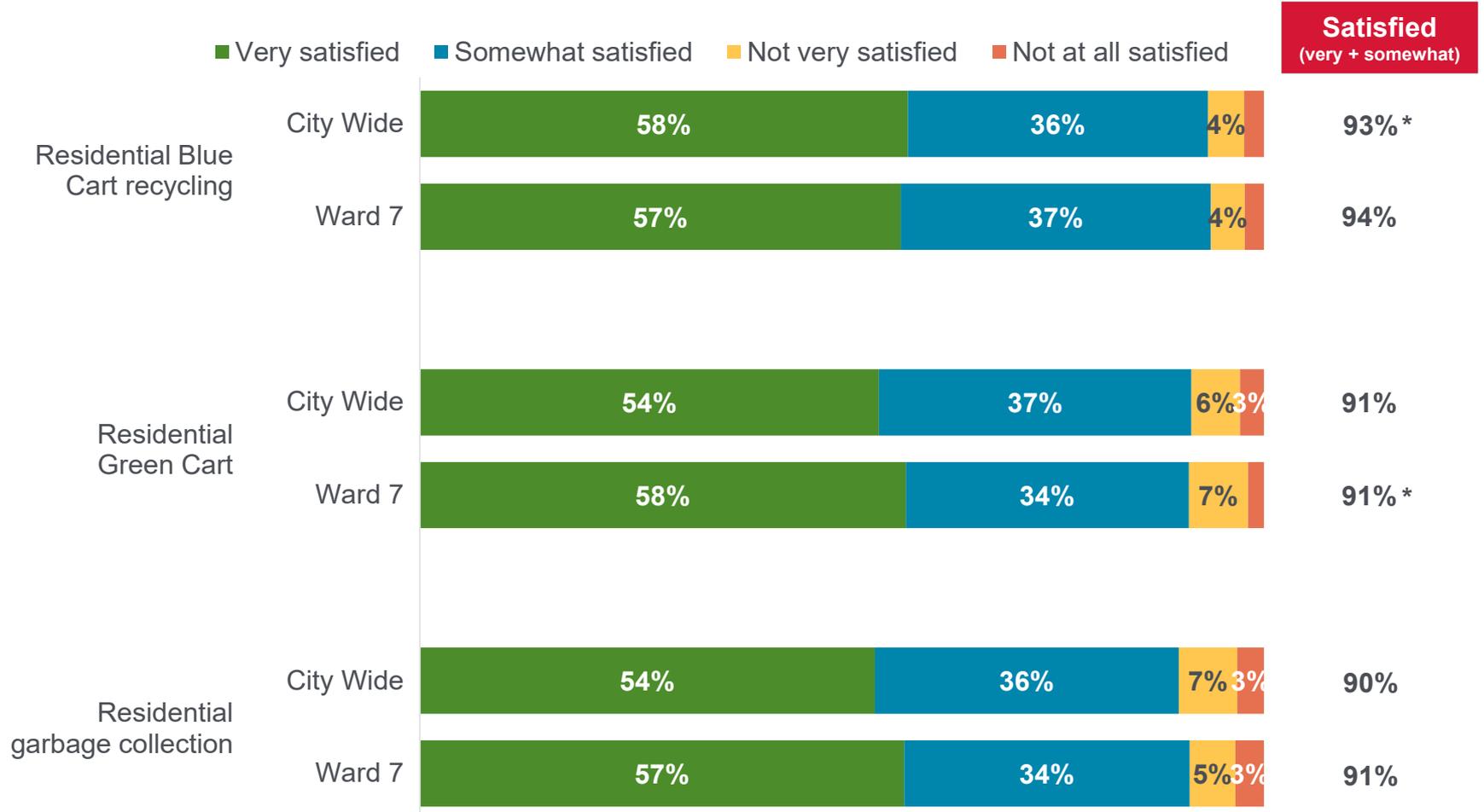
Q. On a scale of 1 to 10 where “1” is “not at all satisfied” and “10” is “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents: City Wide (n=2,496) / Ward 7 (n=177)

\* Rounding



# Satisfaction with waste management services



Q. And, are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with the job The City is doing at provided the following services?  
 Base: Valid respondents (bases vary)

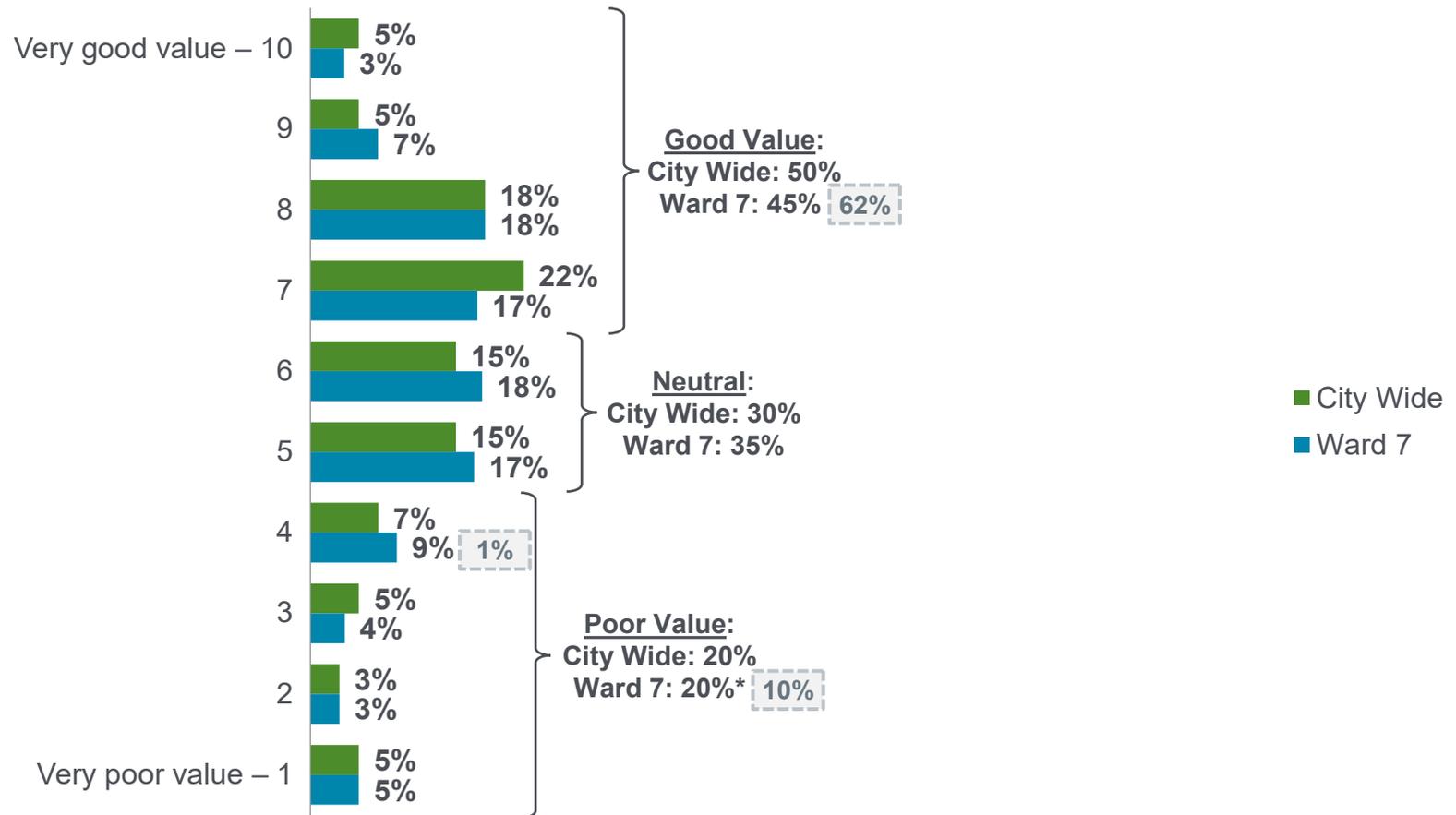
Data labels <3% are not shown  
 \* Rounding



# Taxation



# Perceived value of property taxes



Q. Property tax dollars are divided between The City and the Province. Approximately two-thirds of residential property tax payments go 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 using a scale of 1 to 10 where “1” is “very poor value” and “10” is “very good value.”

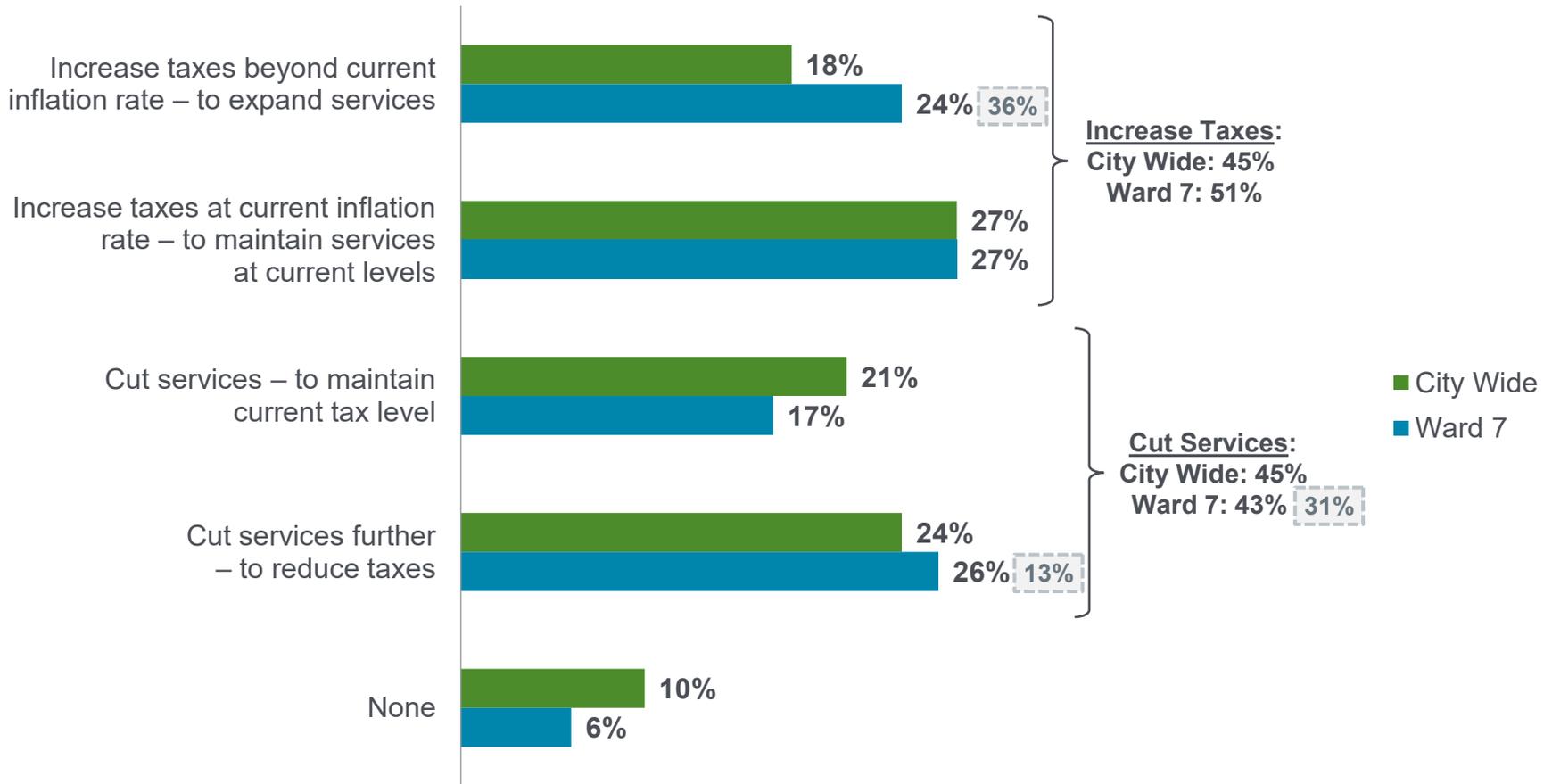
Base: Valid respondents: City Wide (n=2,440) / Ward 7 (n=167)

Ward 7 2022

\* Rounding



# Balancing taxation and service delivery levels



Q. Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like The City to pursue?

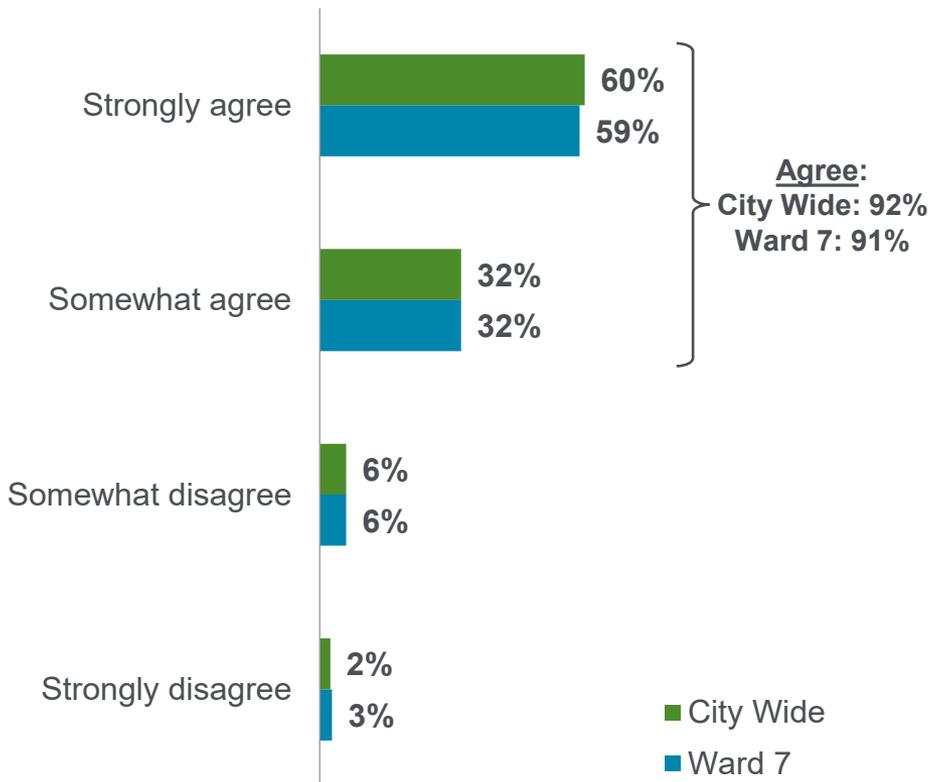
Base: Valid respondents: City Wide (n=2,422) / Ward 7 (n=172)

Ward 7 2022

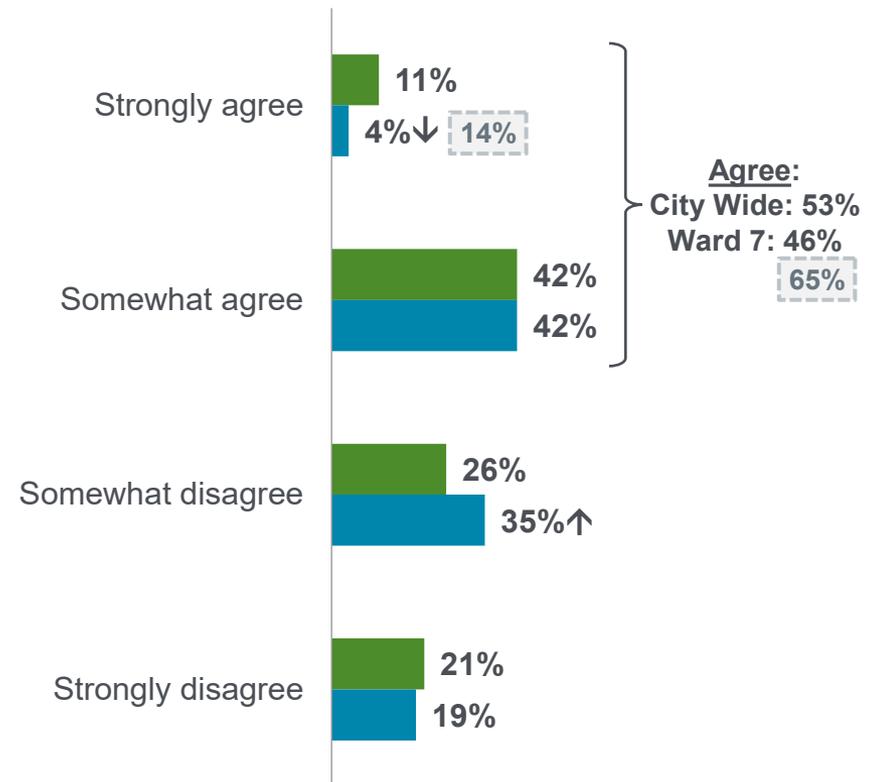


# Property tax dollar investment

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



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



Q. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?

Base: Valid respondents (bases vary)

Ward 7 2022

↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide

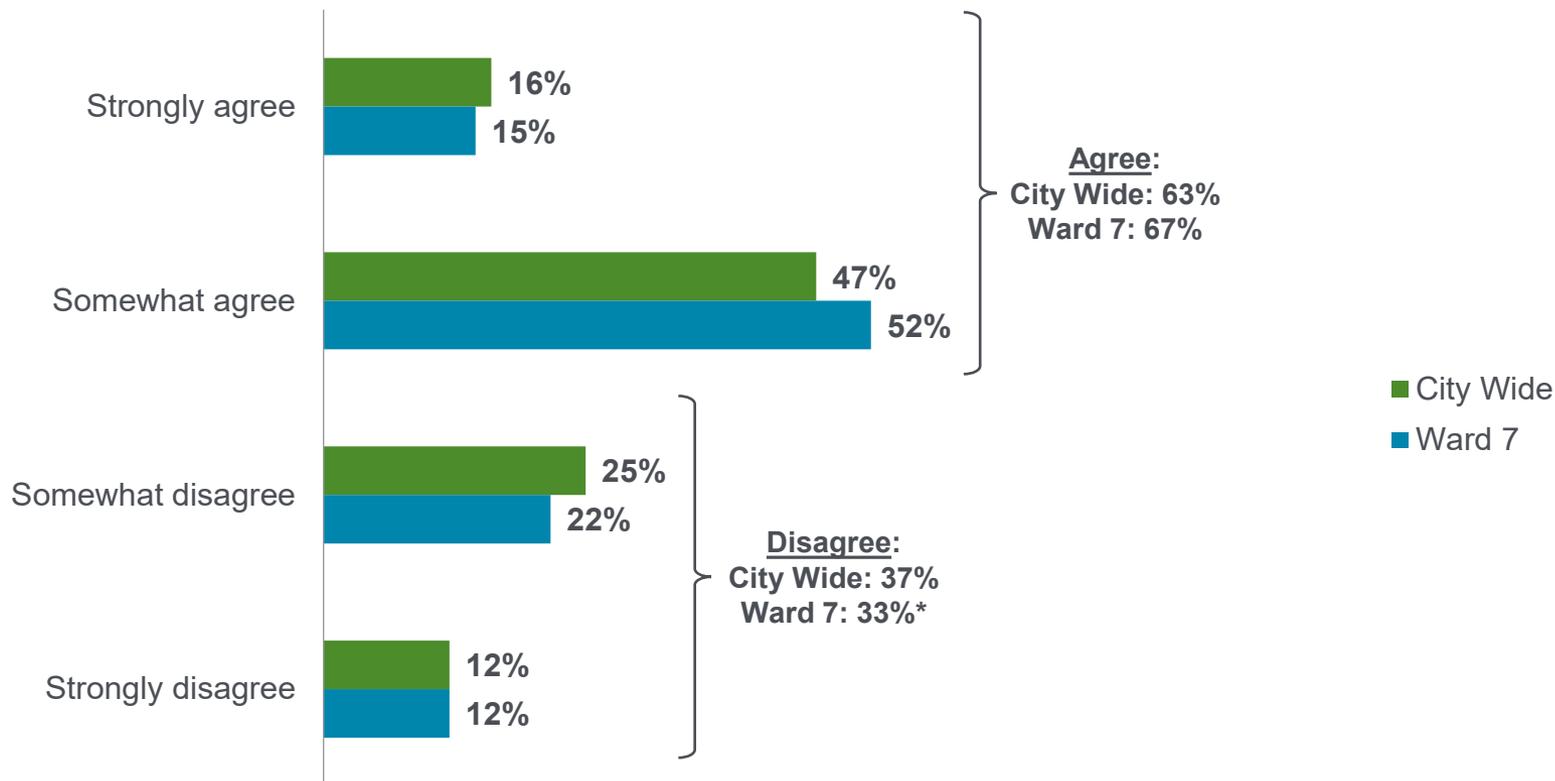


# City communication and customer service



# Communicating services, programs, policies and plans

The City does a good job of communicating with Calgarians about services, programs, policies and plans



Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.

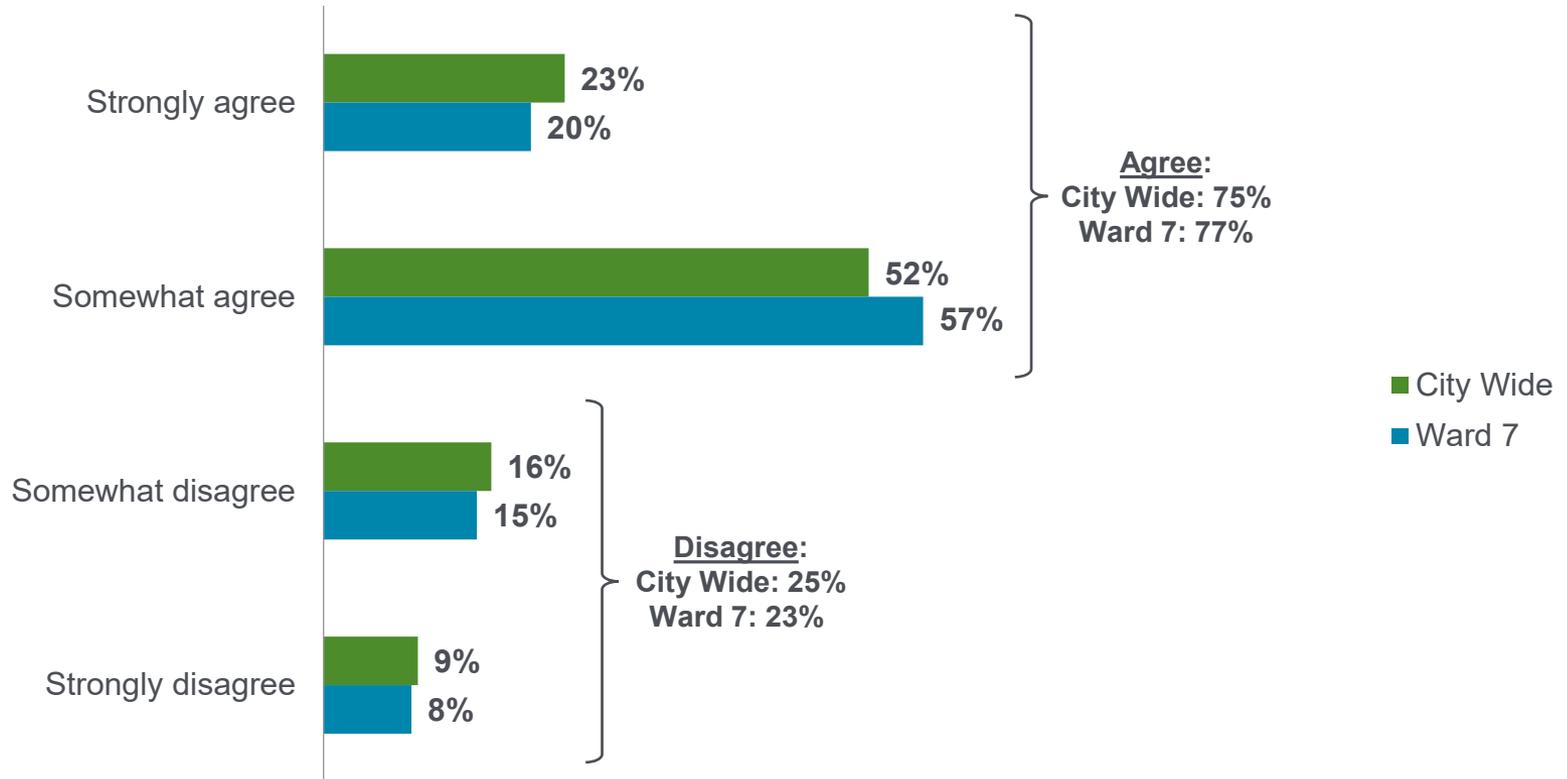
Base: Valid respondents: City Wide (n=2,485) / Ward 7 (n=177)

\* Rounding



# Satisfaction with the overall level and quality of customer service

I am satisfied with the overall quality of customer service provided by The City of Calgary



Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.

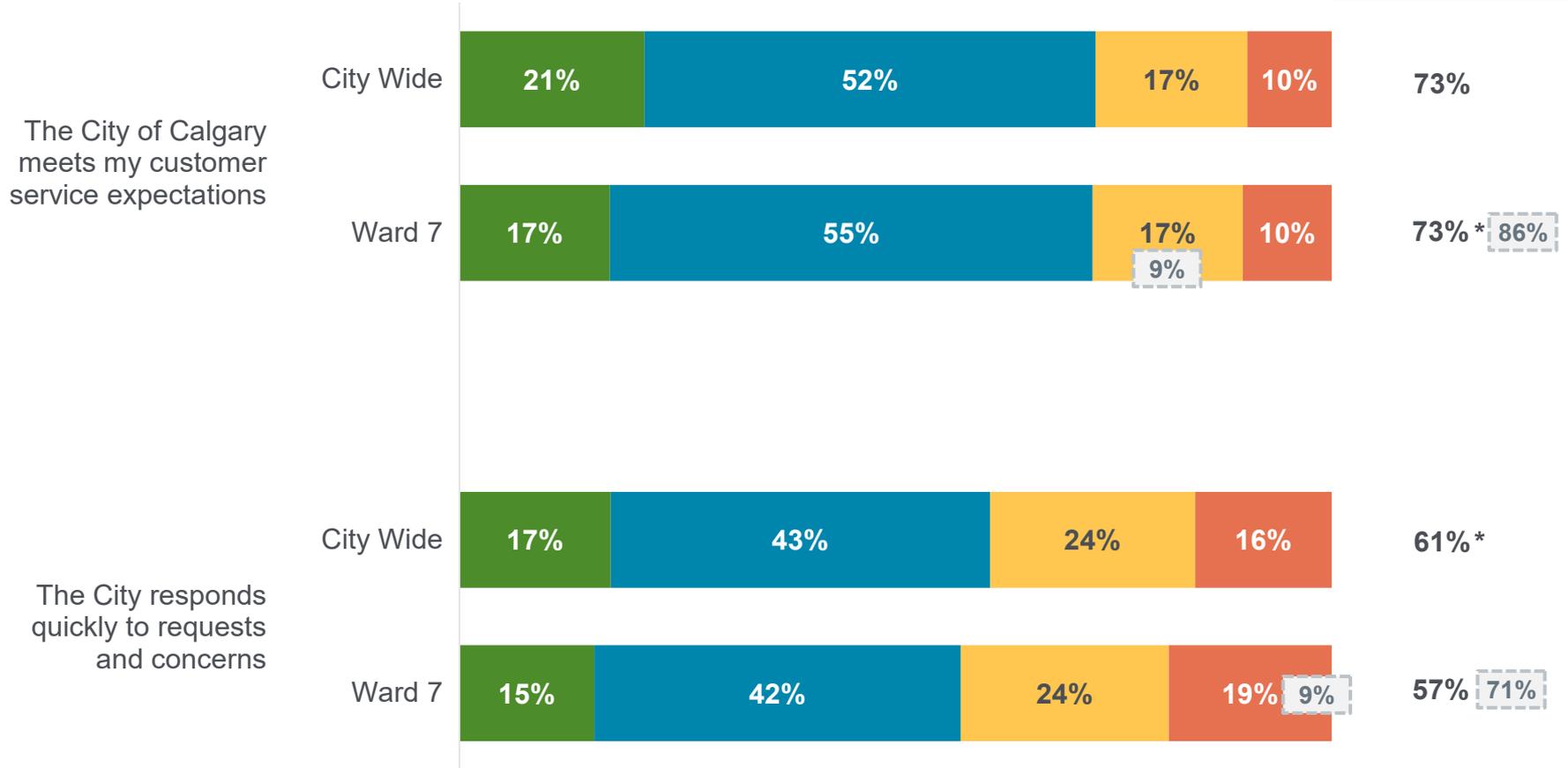
Base: Valid respondents: City Wide (n=2,476) / Ward 7 (n=175)



# Attitudes regarding customer service

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

**Agree**  
(strongly + somewhat)



Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.

Base: Valid respondents (bases vary)

Ward 7 2022

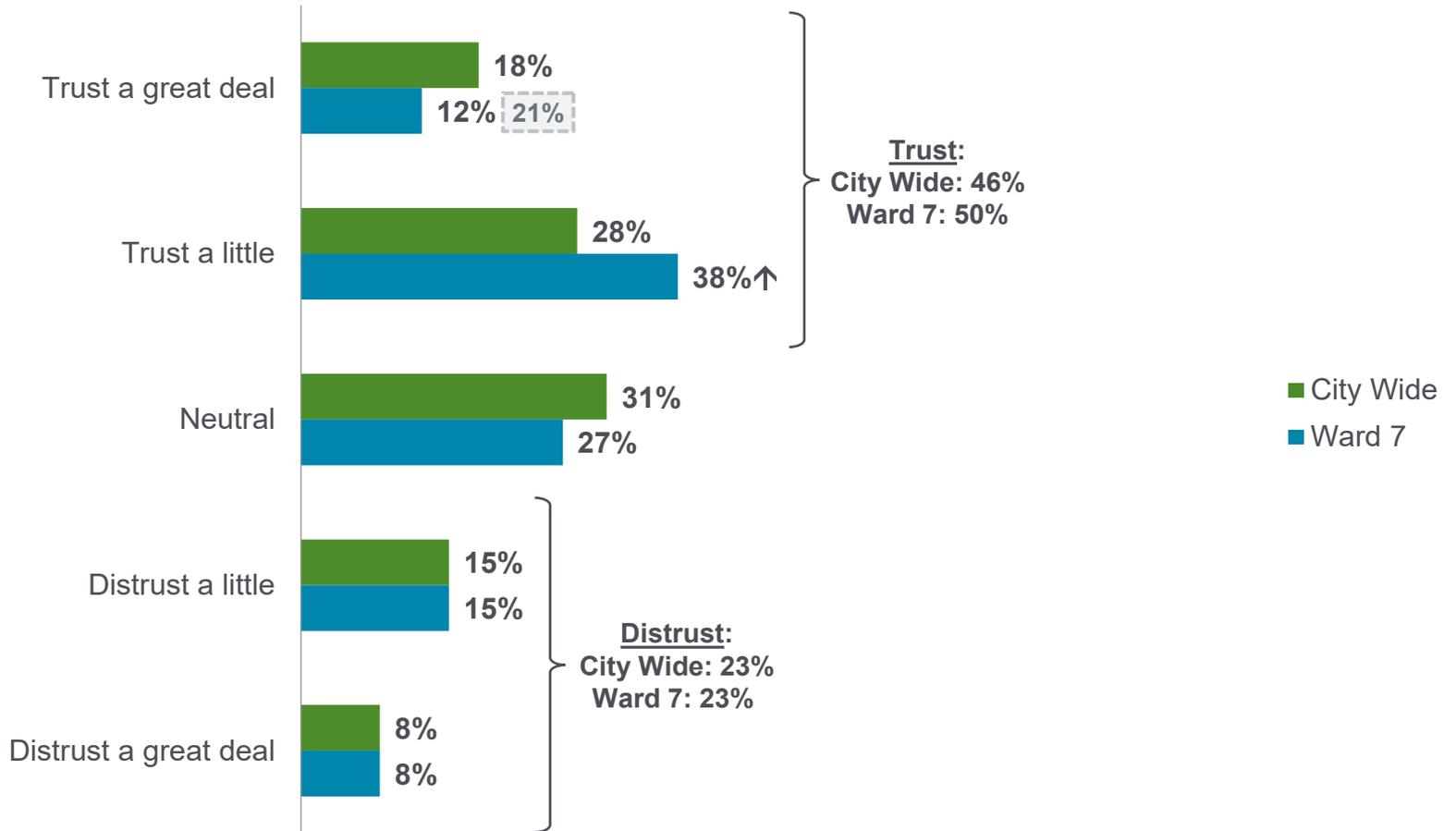
\* Rounding



# City reputation and performance



# Trust in The City of Calgary



Q. Considering all the things you think are important, how much do you trust or distrust The City of Calgary?  
Base: Valid respondents: City Wide (n=2,488) / Ward 7 (n=175)

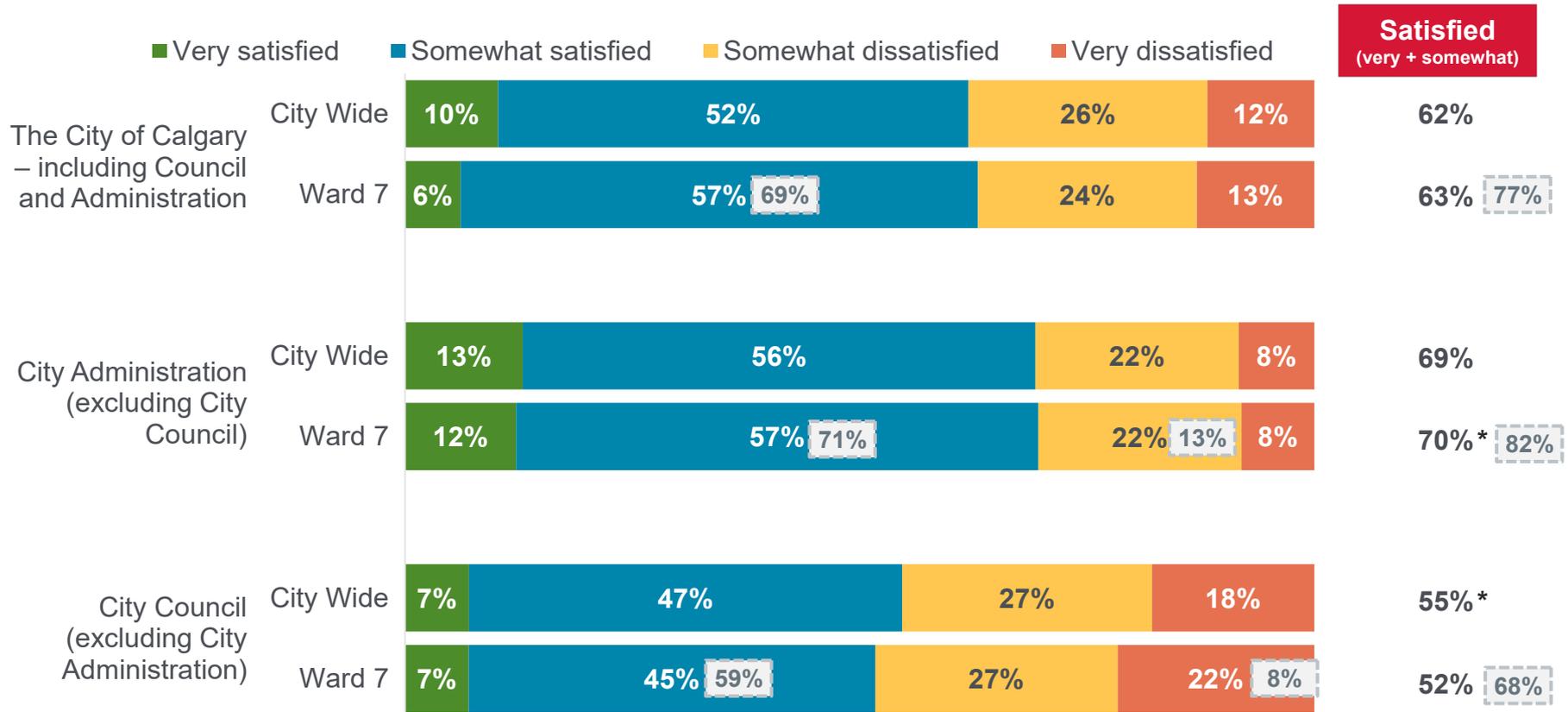
Ward 7 2022

↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide



# Perceptions about City performance

As you may know, City Council is made up of elected officials who are the legislative body that govern The City. While City Administration is made up of non-elected employees at The City who are responsible for the management and running of local services. In other words, public servants who administer services, facilities, safety and infrastructure for communities.



Q. Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our City?

Base: Valid respondents (bases vary)

Ward 7 2022

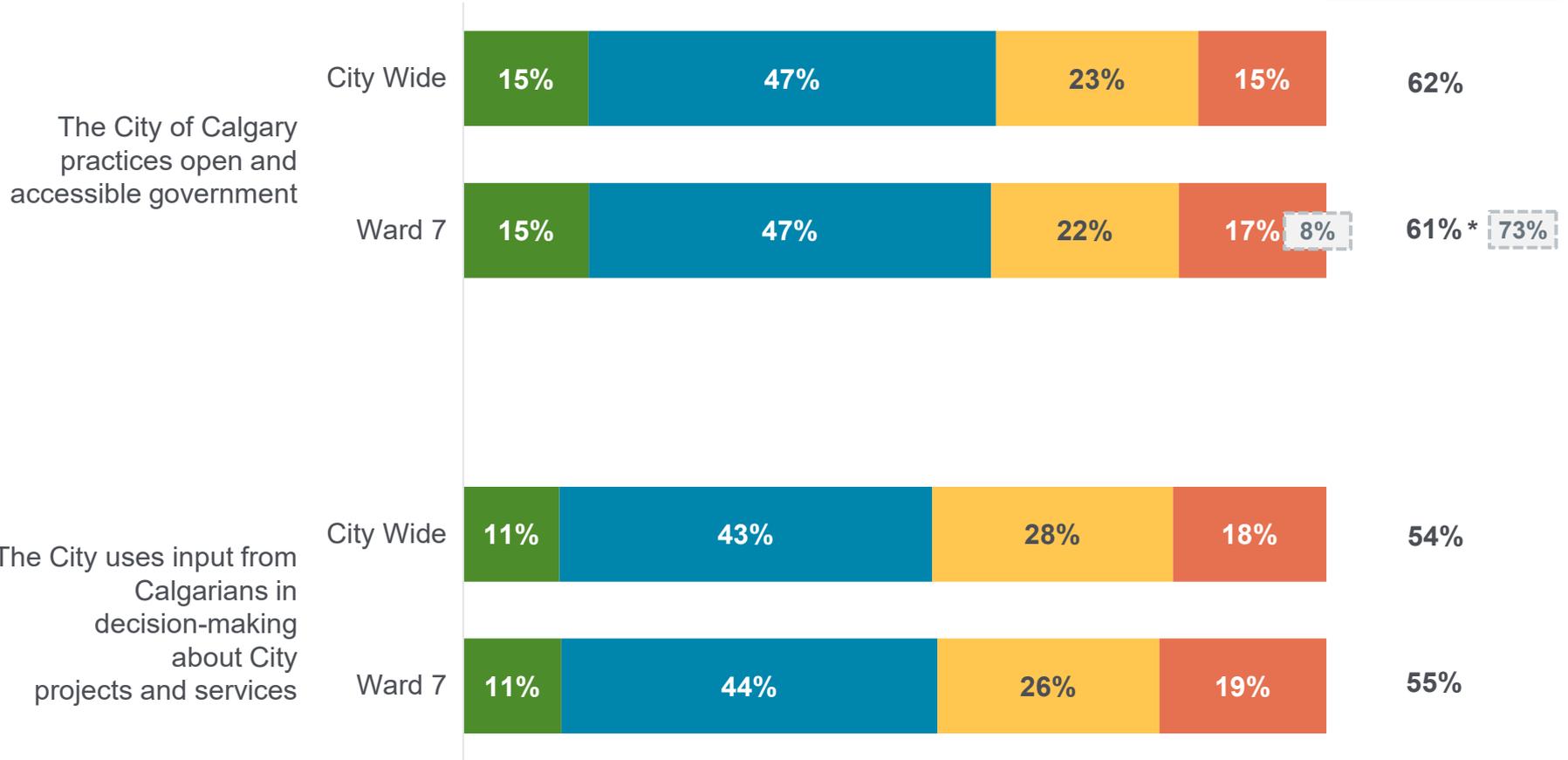
\* Rounding



# Attitudes regarding The City

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

**Agree**  
 (strongly + somewhat)



Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.

Base: Valid respondents (bases vary)

Ward 7 2022

\* Rounding

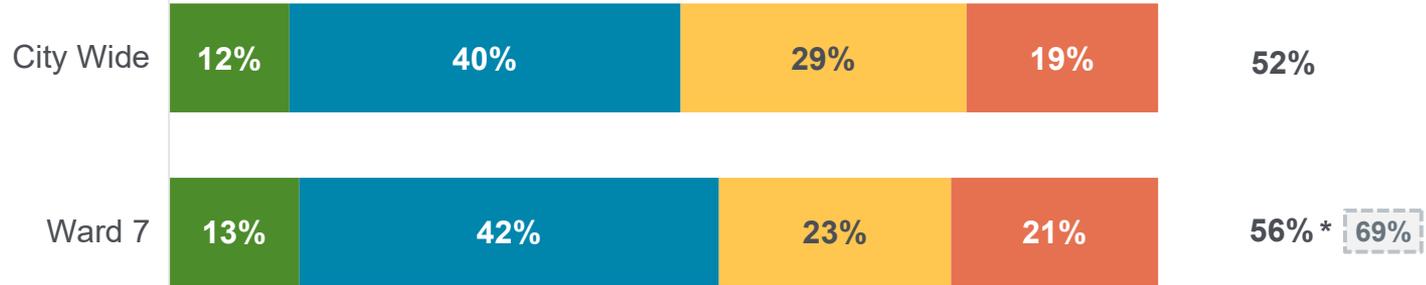


# Attitudes regarding The City (continued)

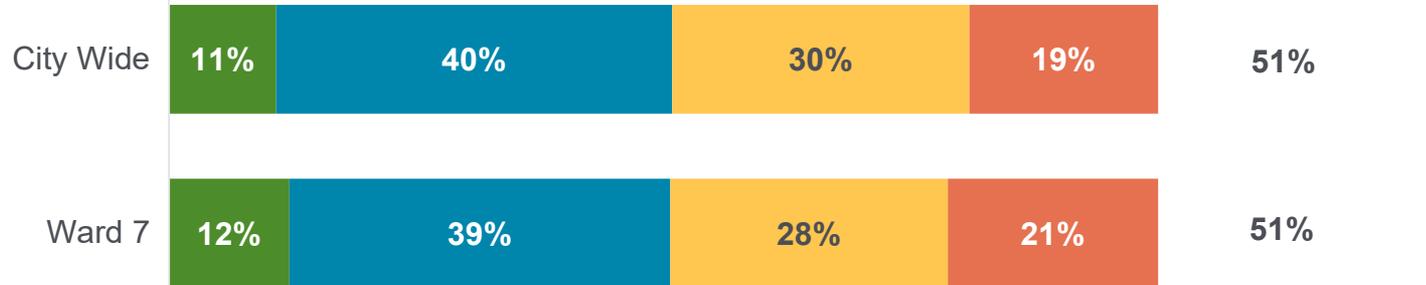
■ Strongly agree  
 ■ Somewhat agree  
 ■ Somewhat disagree  
 ■ Strongly disagree

**Agree**  
 (strongly + somewhat)

Calgarians have enough opportunities to provide input into decision making about City projects and services



The City allows Calgarians to have meaningful input into decision-making



Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.

Base: Valid respondents (bases vary)

Ward 7 2022

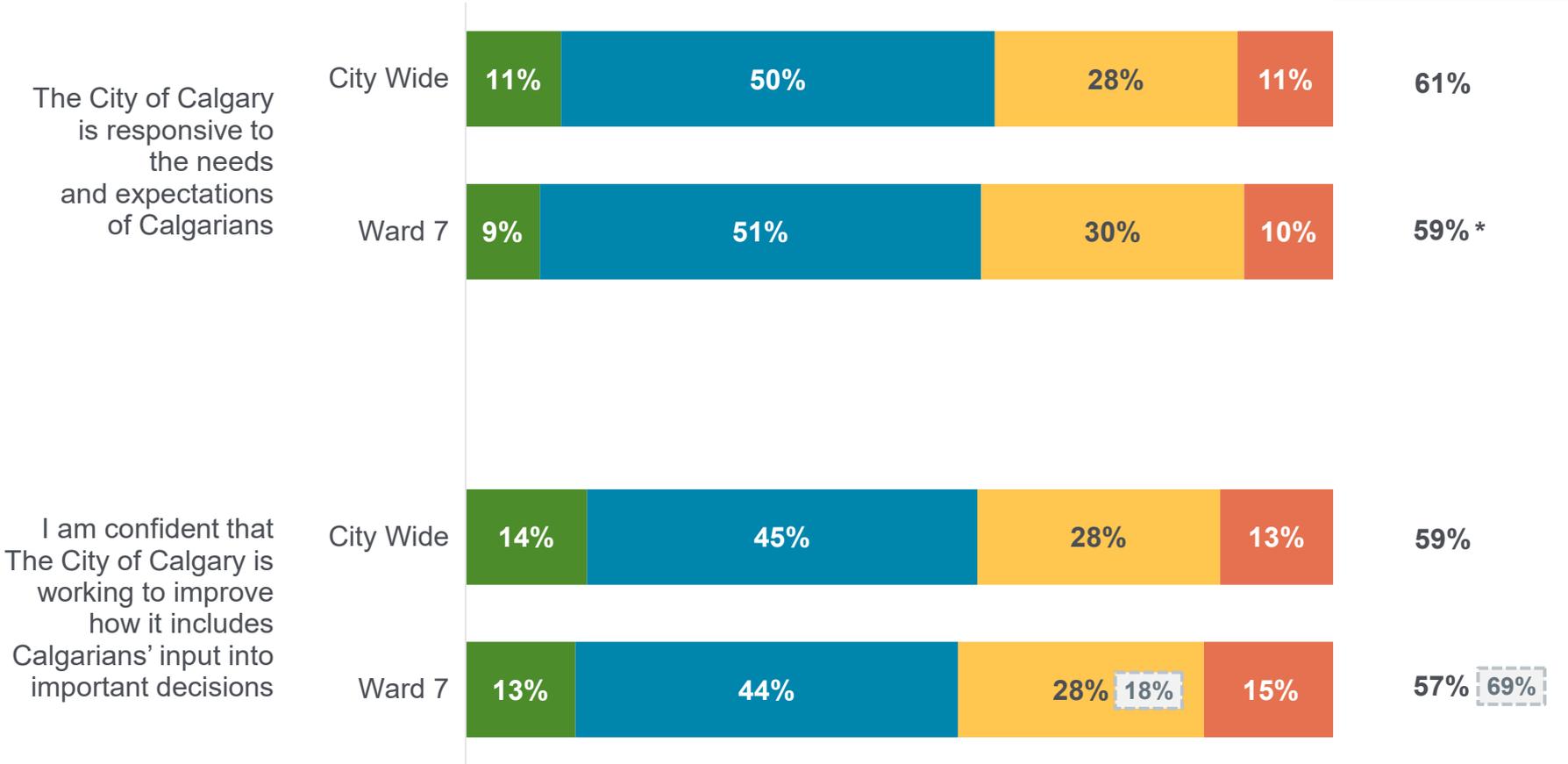
\* Rounding



# Attitudes regarding The City (continued)

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

**Agree**  
(strongly + somewhat)



**Ward 7 2022**

\* Rounding

Q. Please tell me if you agree or disagree with each of the following statements.  
Base: Valid respondents (bases vary)



# Attitudes regarding The City (continued)

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

**Agree**  
(strongly + somewhat)

I believe that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary

City Wide



**59%**

Ward 7



**53% \* 72%**

The City of Calgary manages its spending in a responsible way that reflects the needs and priorities of Calgarians

City Wide



**51%**

Ward 7



**50% 67%**

Q. Please tell me if you agree or disagree with each of the following statements.  
Base: Valid respondents (bases vary)

Ward 7 2022

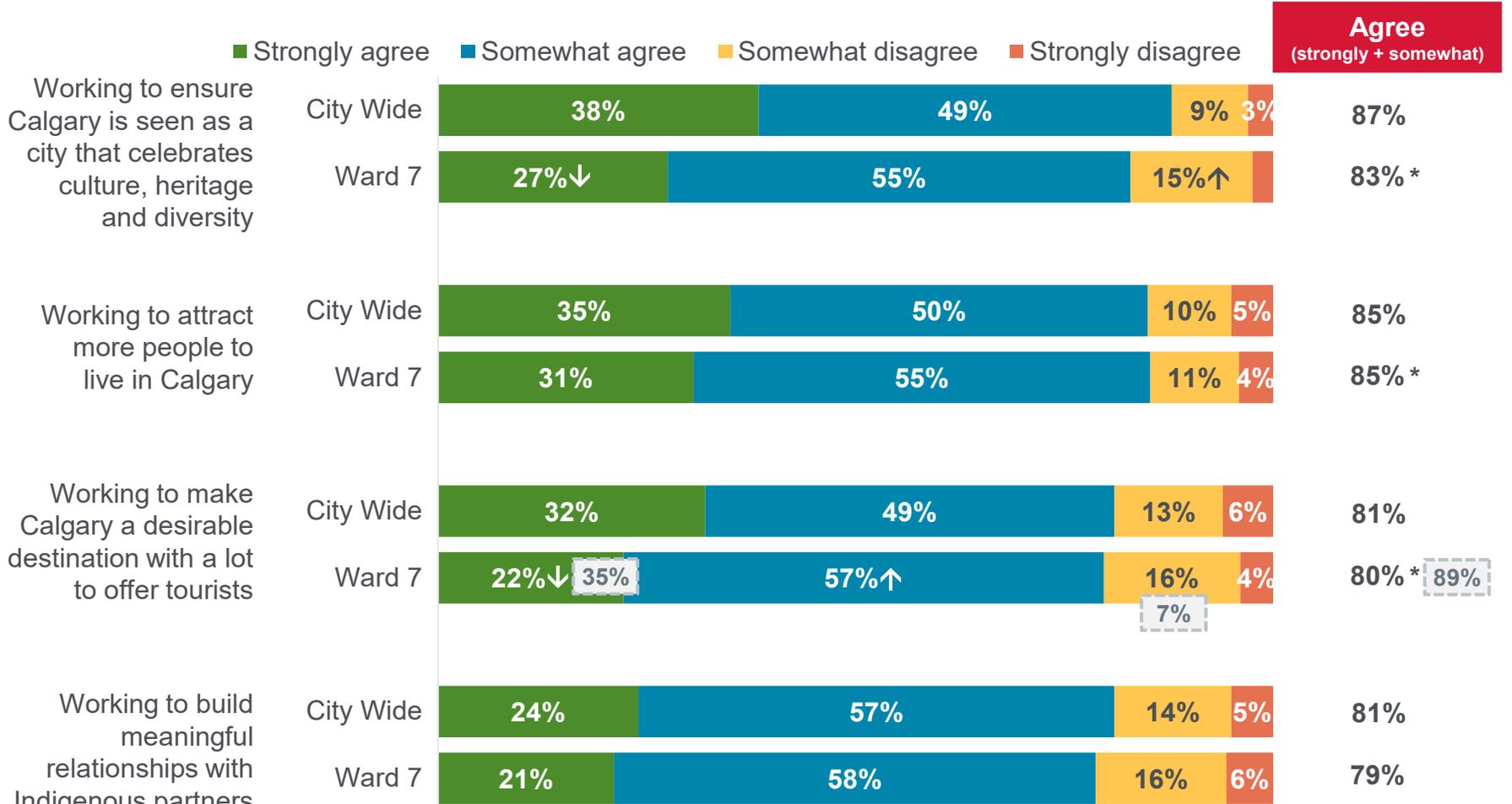
\* Rounding



# Council focus areas



# Perception The City is doing a good job on Council focus areas



Q. Please tell me whether you agree or disagree that The City of Calgary is doing a good job at each of the following.

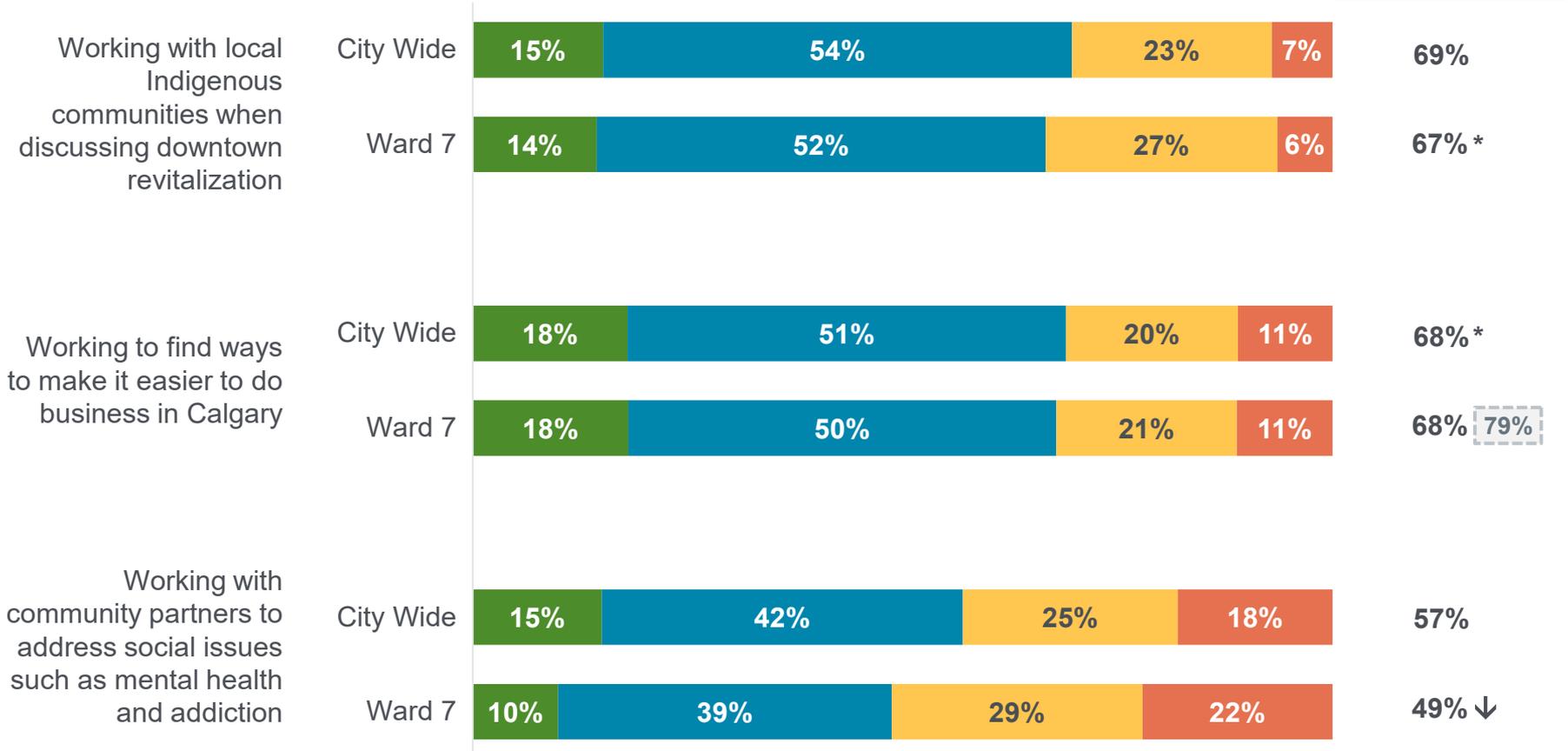
Base: Valid respondents (bases vary)

Data labels <3% are not shown  
 \* Rounding  
 ↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide



# Perception The City is doing a good job on Council focus areas (continued)

■ Strongly agree   
 ■ Somewhat agree   
 ■ Somewhat disagree   
 ■ Strongly disagree   
 Agree  
(strongly + somewhat)



Ward 7 2022

Q. Please tell me whether you agree or disagree that The City of Calgary is doing a good job at each of the following.  
 Base: Valid respondents (bases vary)

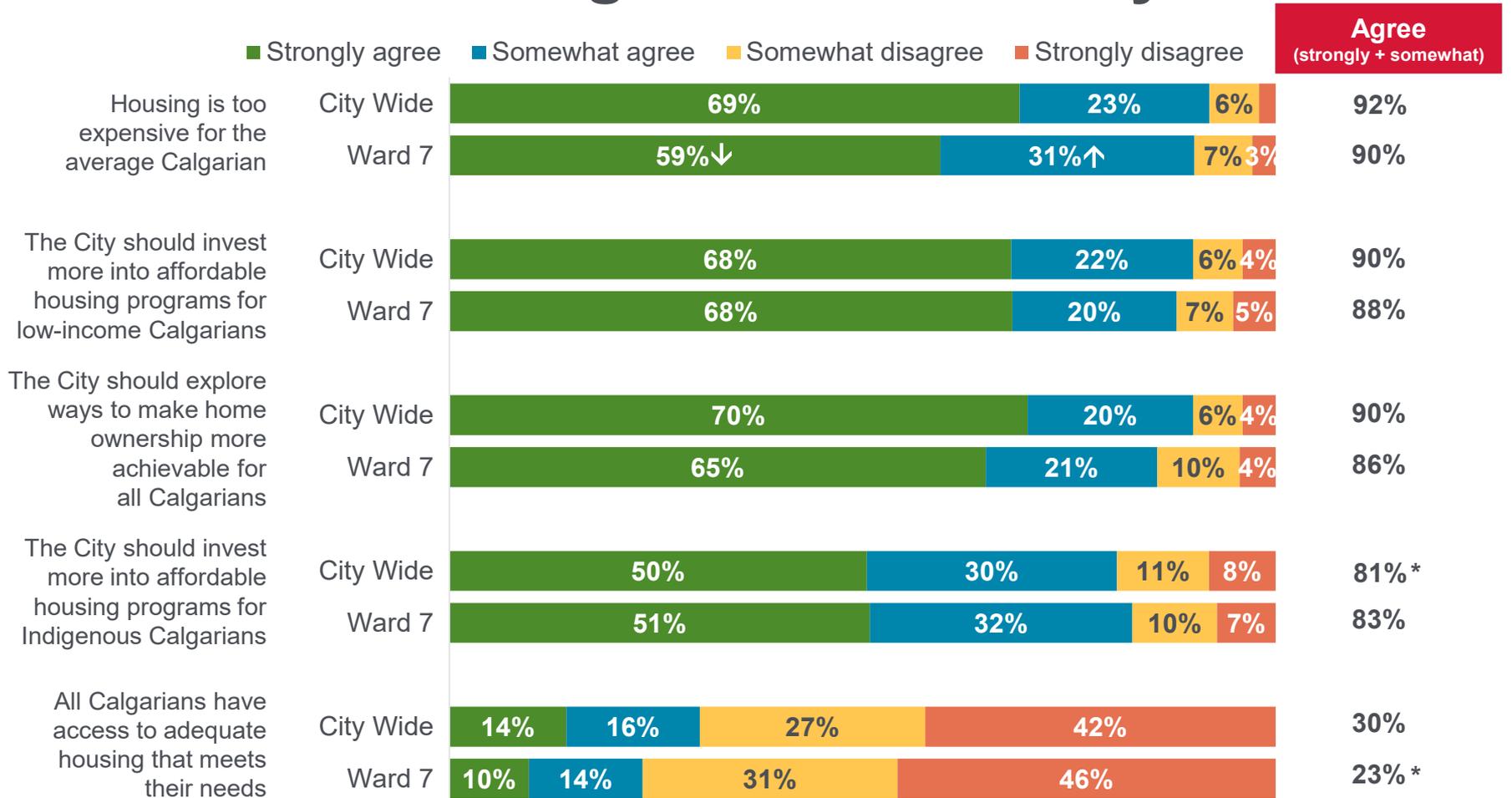
\* Rounding  
 ↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide



# Accessibility and downtown revitalization



# Housing and affordability



Data labels <3% are not shown

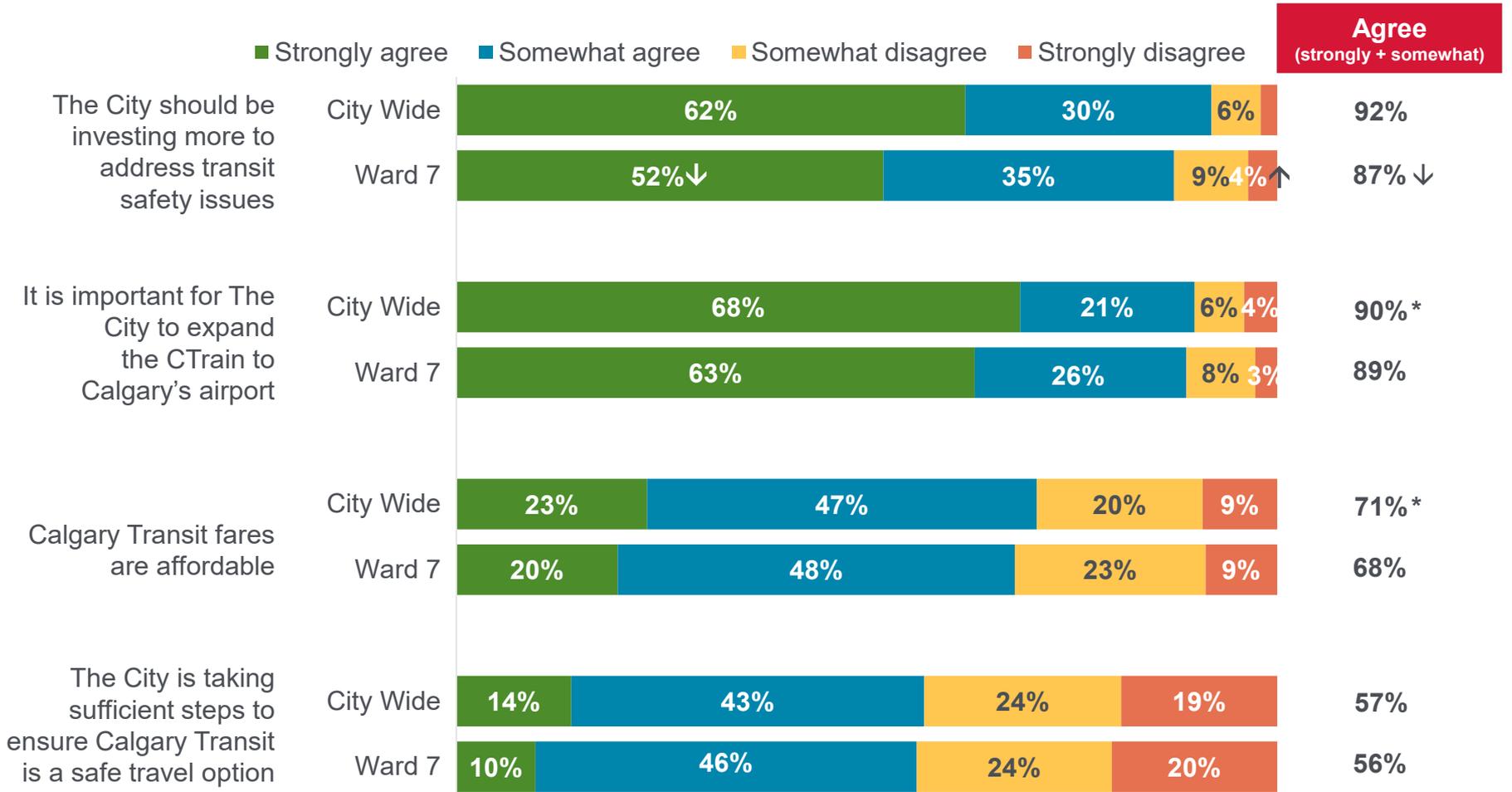
\* Rounding

↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide

Q. And, for each of the following statements about housing, please tell me to what extent you agree or disagree.  
Base: Valid respondents (bases vary)



# Transit



Q. Now we have some questions about transit in general. Please indicate the extent to which you agree or disagree with the following statements, using the same scale.  
 Base: Valid respondents (bases vary)

Data labels <3% are not shown  
 \* Rounding  
 ↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide



# Transit (continued)

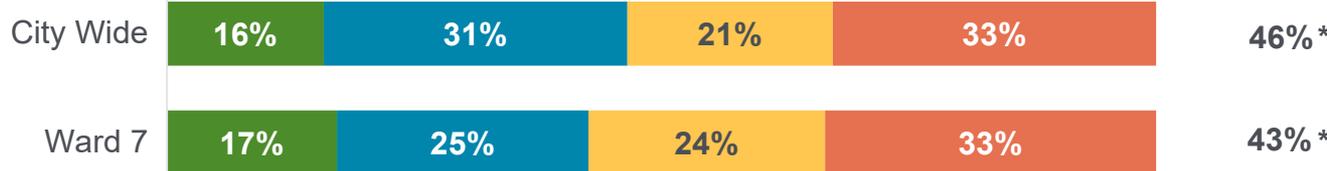
■ Strongly agree  
 ■ Somewhat agree  
 ■ Somewhat disagree  
 ■ Strongly disagree

**Agree**  
(strongly + somewhat)

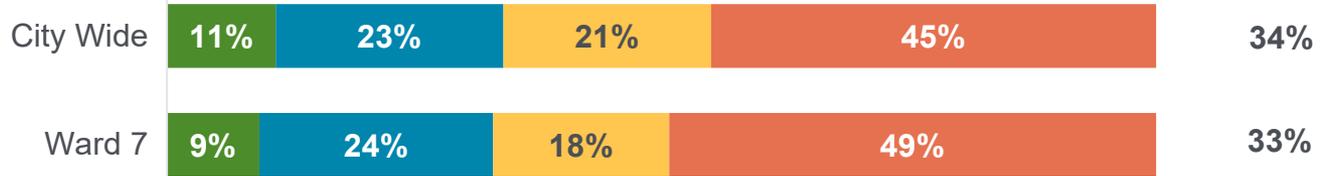
I avoid taking transit in Calgary because of concerns for my personal safety



I would feel safe riding a Calgary Transit bus alone at night



I would feel safe riding the CTrain alone at night

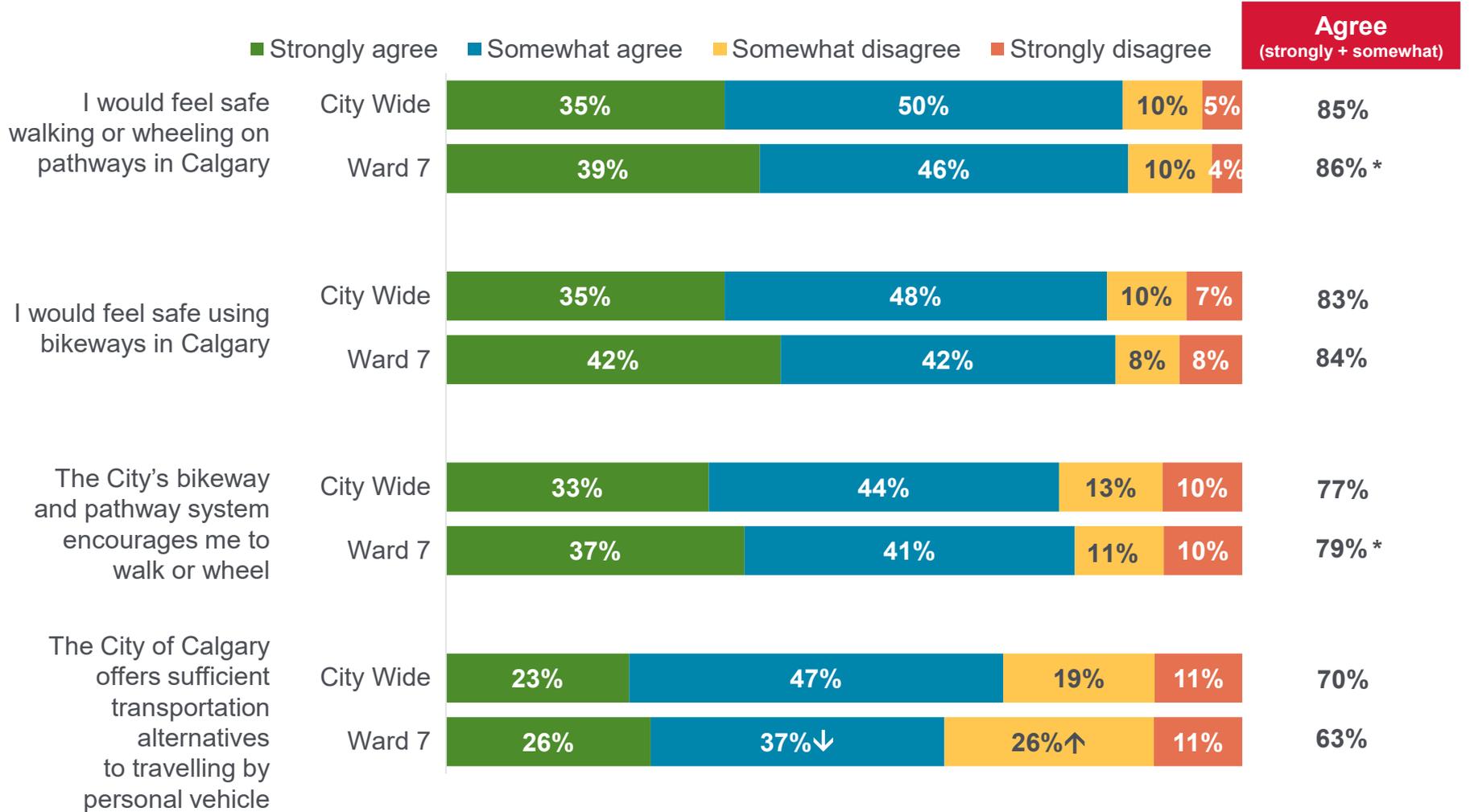


Q. Now we have some questions about transit in general. Please indicate the extent to which you agree or disagree with the following statements, using the same scale.  
Base: Valid respondents (bases vary)

\* Rounding



# Mobility

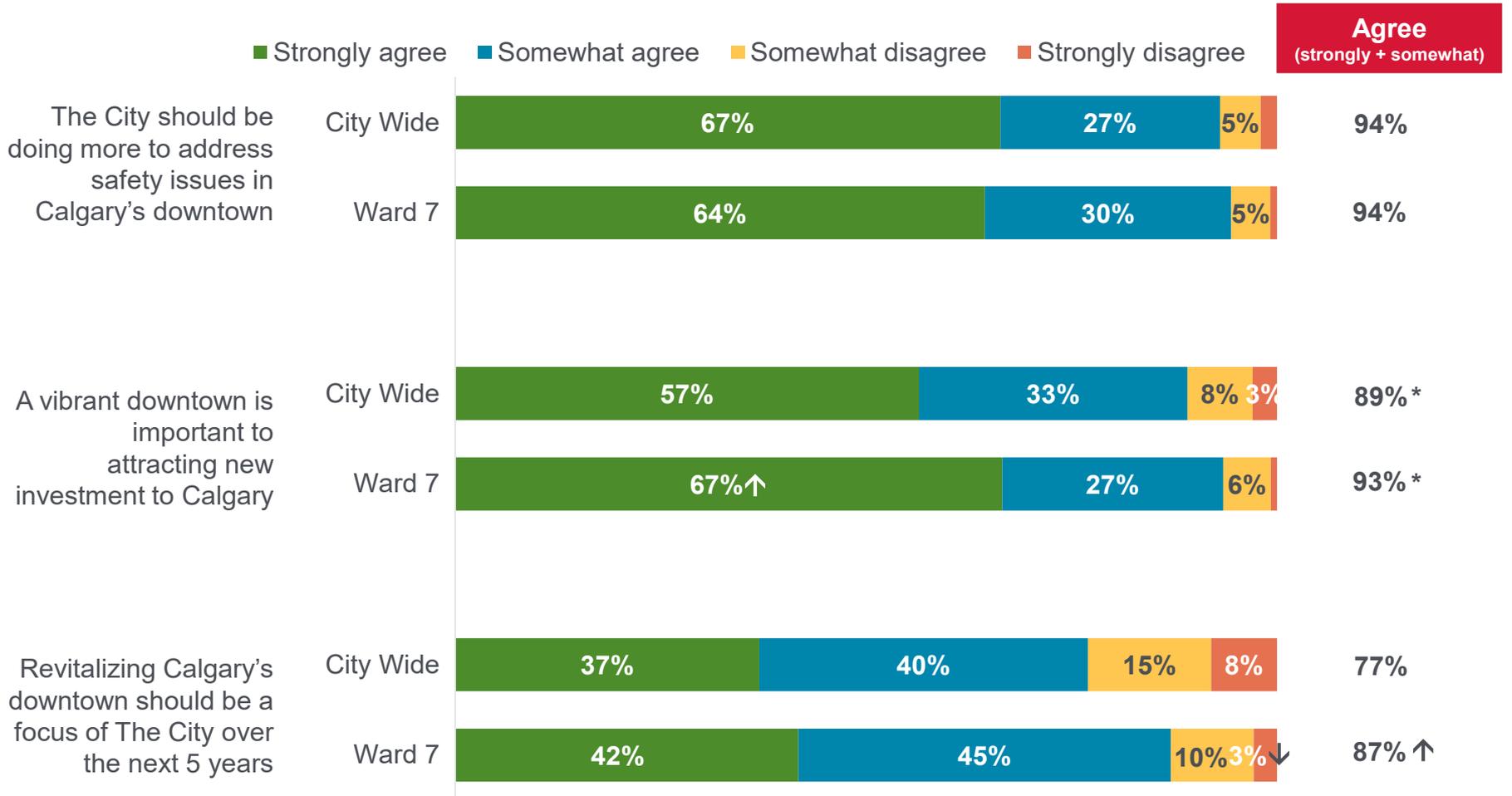


Q. And, we would like to ask you about the extent of your agreement or disagreement with the following statements about mobility in Calgary.  
Base: Valid respondents (bases vary)

\* Rounding  
 ↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide



# Downtown revitalization

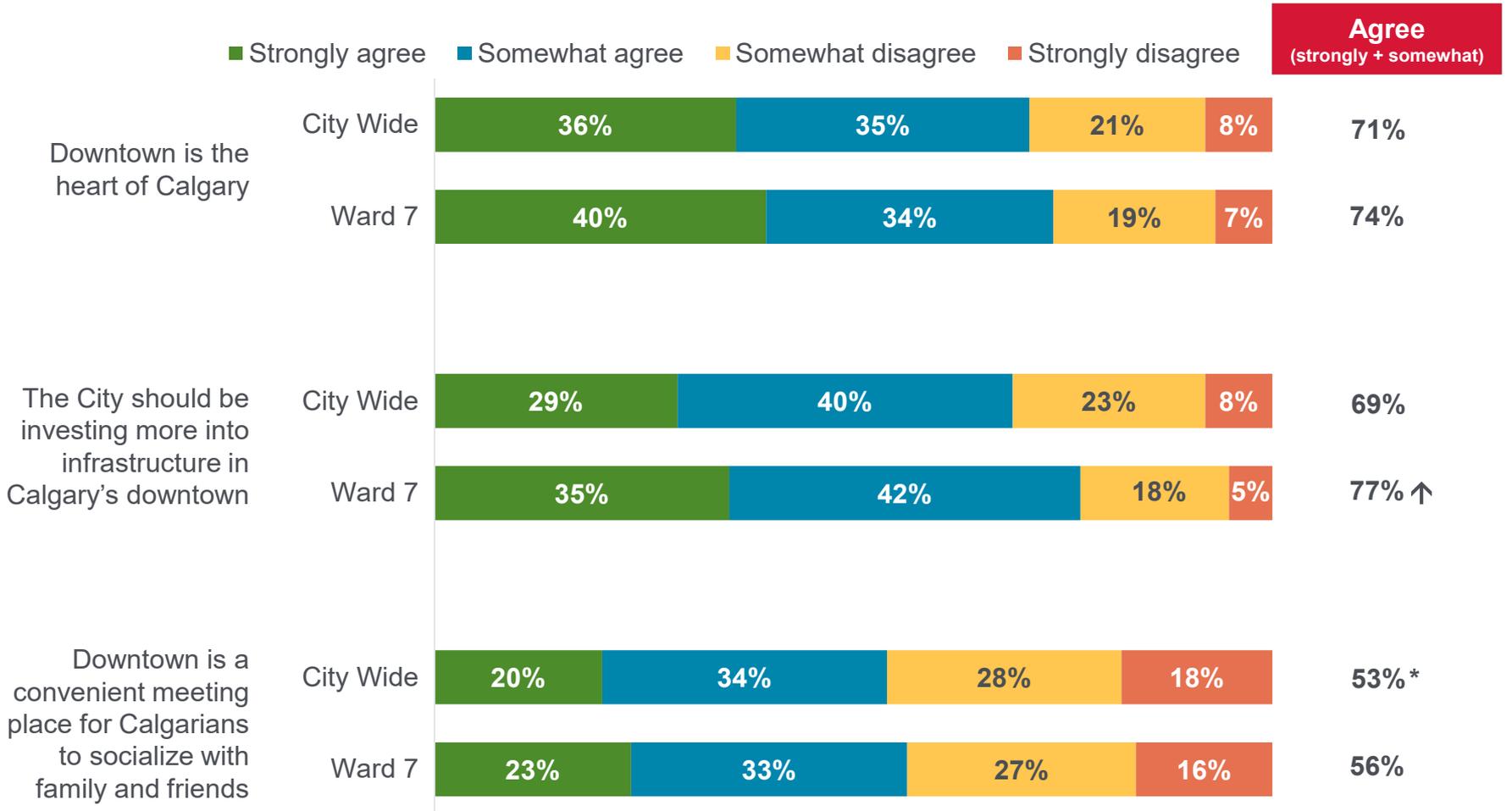


Q. The last subject we would like your opinion on today is Calgary's downtown. Please tell me the extent to which you agree or disagree with these statements.  
 Base: Valid respondents (bases vary)

Data labels <3% are not shown  
 \* Rounding  
 ↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide



# Downtown revitalization (continued)



Q. The last subject we would like your opinion on today is Calgary's downtown. Please tell me the extent to which you agree or disagree with these statements.  
 Base: Valid respondents (bases vary)

\* Rounding  
 ↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide



# Respondent profile



# Respondent profile

| Gender |           |        |
|--------|-----------|--------|
|        | City Wide | Ward 7 |
| Female | 50%       | 54%    |
| Male   | 49%       | 46%    |
| Other  | 1%        | 0%     |

| Age         |           |        |
|-------------|-----------|--------|
|             | City Wide | Ward 7 |
| 18 to 24    | 11%       | 9%     |
| 25 to 34    | 20%       | 25%    |
| 35 to 44    | 17%       | 16%    |
| 45 to 54    | 18%       | 17%    |
| 55 to 64    | 12%       | 12%    |
| 65 or older | 22%       | 22%    |
| MEAN        | 47.4      | 46.5   |

| Children and seniors in household |           |        |
|-----------------------------------|-----------|--------|
|                                   | City Wide | Ward 7 |
| Yes – children                    | 31%       | 24%    |
| Yes – seniors                     | 33%       | 27%    |

| Income                            |           |        |
|-----------------------------------|-----------|--------|
|                                   | City Wide | Ward 7 |
| Less than \$60,000                | 20%       | 24%    |
| \$60,000 to just under \$120,000  | 37%       | 28%    |
| \$120,000 to just under \$200,000 | 28%       | 29%    |
| \$200,000 and over                | 15%       | 19%    |

| Education                                     |           |        |
|---|-----------|--------|
|   | City Wide | Ward 7 |
| Less than high school                         | 2%        | 1%     |
| High school or equivalent                     | 17%       | 16%    |
| Apprenticeship or trades diploma/certificate  | 7%        | 4%     |
| College or non-university diploma/certificate | 19%       | 12%    |
| University degree/diploma/certificate         | 55%       | 67%    |

| Employment status <sup>^</sup>                   |           |        |
|--|-----------|--------|
|  | City Wide | Ward 7 |
| Full time employed or self employed              | 56%       | 50%    |
| Part time employed or self-employed              | 11%       | 15%    |
| Retired  | 21%       | 20%    |
| Looking after home and/or family                 | 2%        | 2%     |
| Unable to work because of sickness or disability | 2%        | 1%     |
| Unemployed                                       | 4%        | 3%     |
| Doing unpaid or voluntary work                   | 1%        | 2%     |
| Student  | 4%        | 8%     |
| Other  | 0%        | 2%     |

Base: Valid respondents (bases vary)

<sup>^</sup> Multiple responses allowed



# Respondent profile (continued)

| Household size |           |        |  |
|----------------|-----------|--------|--|
|                | City Wide | Ward 7 |  |
| 1              | 15%       | 25%    |  |
| 2              | 32%       | 39%    |  |
| 3              | 19%       | 13%    |  |
| 4              | 20%       | 14%    |  |
| 5 or more      | 13%       | 8%     |  |
| MEAN           | 2.9       | 2.4    |  |

| Born in Canada |           |        |  |
|----------------|-----------|--------|--|
|                | City Wide | Ward 7 |  |
| Yes            | 71%       | 69%    |  |
| No             | 29%       | 31%    |  |

| Tenure in Calgary        |           |        |  |
|--------------------------|-----------|--------|--|
|                          | City Wide | Ward 7 |  |
| Less than 5 years        | 8%        | 13%    |  |
| 5 to less than 10 years  | 6%        | 1%     |  |
| 10 to less than 15 years | 10%       | 10%    |  |
| 15 to less than 20 years | 10%       | 10%    |  |
| 20 to less than 30 years | 22%       | 19%    |  |
| 30 to less than 40 years | 16%       | 19%    |  |
| 40 or more               | 27%       | 29%    |  |
| MEAN                     | 28.1      | 28.2   |  |

| Date of Arrival in Canada |           |        |  |
|---------------------------|-----------|--------|--|
| Base: Not born in Canada  |           |        |  |
|                           | City Wide | Ward 7 |  |
| Within the past 5 years   | 20%       | 35%    |  |
| More than 5 years ago     | 80%       | 65%    |  |

| Responsible for property taxes or rent |           |        |  |
|--|-----------|--------|--|
|  | City Wide | Ward 7 |  |
| Yes                                    | 86%       | 86%    |  |
| No                                     | 14%       | 14%    |  |

| Business Owner/Operator         |           |        |  |
|---------------------------------|-----------|--------|--|
| Base: Employed or self-employed |           |        |  |
|                                 | City Wide | Ward 7 |  |
| Own and operate a business      | 16%       | 13%    |  |
| Own a business                  | 2%        | 1%     |  |
| Operate a business              | 2%        | 0%     |  |
| No                              | 81%       | 86%    |  |

| Own or Rent |           |        |  |
|-------------|-----------|--------|--|
|             | City Wide | Ward 7 |  |
| Own         | 71%       | 59%    |  |
| Rent        | 25%       | 39%    |  |
| Other       | 4%        | 2%     |  |

| Indigenous identity <sup>^</sup> |           |        |  |
|----------------------------------|-----------|--------|--|
|                                  | City Wide | Ward 7 |  |
| Yes – First Nations              | 1%        | 2%     |  |
| Yes – Metis                      | 2%        | 2%     |  |
| Yes – Inuit                      | 0%        | 0%     |  |
| Yes – Prefer to self-describe    | 0%        | <1%    |  |
| Other                            | <1%       | <1%    |  |
| Don't know                       | <1%       | 0%     |  |
| No                               | 96%       | 95%    |  |

Base: Valid respondents (bases vary)

<sup>^</sup> Multiple responses allowed



# Respondent profile (continued)

| Disability in Household <sup>^</sup> |           |        |
|--------------------------------------|-----------|--------|
|                                      | City Wide | Ward 7 |
| Yes – myself                         | 10%       | 9%     |
| Yes – someone in my household        | 12%       | 11%    |
| No                                   | 80%       | 82%    |

| Racialized              |           |        |
|-------------------------|-----------|--------|
|                         | City Wide | Ward 7 |
| Yes                     | 28%       | 23%    |
| No                      | 70%       | 76%    |
| Prefer to self-describe | 1%        | <1%    |

| 2SLGBTQIA+ |           |        |
|------------|-----------|--------|
|            | City Wide | Ward 7 |
| Yes        | 7%        | 10%    |
| No         | 93%       | 90%    |

Base: Valid respondents (bases vary)

<sup>^</sup> Multiple responses allowed



# Contact

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