

Calgary



2023 Fall Survey of Calgarians

Ward 4 – Final report

December 2023

Prepared by:



Ipsos Public Affairs

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Respondent profile

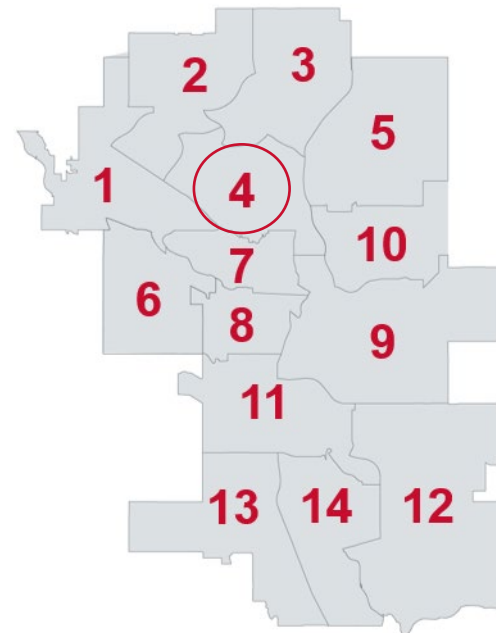
Methodology

- 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 198 interviews were conducted with residents of Ward 4. 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 ± 2.0 percentage points, 19 times out of 20. The margin of error for Ward 4 is ± 6.96 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 4 are compared to those from fall 2022 as indicated by a grey dotted box:
 - Ward 4 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 4

Quality of life



'Good' Quality of Life

81%

I am proud to live in my neighbourhood



83%

I feel safe walking alone in my neighbourhood after dark



83%



Calgary is a great place to make a life **79%**



Calgary is a great place to make a living **69%**



Calgary is on the right track to be a better city 10 years from now **76%**

Issue agenda (top 3)



Homelessness, poverty and affordable housing

29%



Crime, safety and policing

28%



Infrastructure, traffic and roads

25%

Value for taxes and satisfaction of Calgarians



59%

'Good' value for tax dollars



74%

'Satisfied' with City services and programs



77%

'Satisfied' with customer service

City reputation and performance



48%

'Trust' The City of Calgary



67%

Satisfied with running of The City by Council and Administration



66%

'Agree' City practices open and accessible government



78%


'Agree' City is building meaningful relationships with Indigenous partners



90%

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




Difference in Ward 4 vs. City Wide

		Ward 4	City Wide
	Quality of life		
	Quality of life has 'worsened' in past three years	51%↓	59%
	We need to act now to address climate change	71%↑	61%
	Feel 'safe' walking alone in neighbourhood after dark	83%↑	76%
	Crime in neighbourhood has 'stayed about the same'	56%↑	47%
	Issue agenda		
	None/ no others	14%↑	9%
	City programs and services		
	No statistically significant differences	-	-
	Taxation		
	Value of property taxes is 'good'	59%↑	50%
	Increase taxes at current inflation rate to maintain services at current levels	41%↑	27%
	Cut services to maintain current tax level	15%↓	21%
	Cut services further to reduce taxes	17%↓	24%
	City communication and customer service		
	No statistically significant differences	-	-

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






Difference in Ward 4 vs. City Wide

(continued)

		Ward 4	City Wide
	City reputation and performance	No statistically significant differences	
		-	-
	Council focus areas	No statistically significant differences	
		-	-
		It is important for The City to expand the CTrain to Calgary's airport	85%↓ 90%
		Calgary Transit fares are affordable	63%↓ 71%
	Accessibility and downtown revitalization	The City is taking sufficient steps to ensure Calgary Transit is a safe travel option	67%↑ 57%
		I avoid taking transit in Calgary because of concerns for my personal safety	44%↓ 54%
		The City should be doing more to address safety issues in Calgary's downtown	90%↓ 94%

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

Year-over-year changes in Ward 4




		2023	2022
	Quality of life		
	Calgary is safe for all residents and visitors, regardless of things like ethnicity, race, religion, income, or sexual identity	43%↓	57%
	We need to act now to address climate change	71%↑	59%
			
	Homelessness, poverty and affordable housing [Net]	29%↑	16%
	Affordable/available housing	21%↑	7%
	Transit system improvements	4%↓	11%
	Taxes/ high taxes	4%↓	11%
			
	Recreation [Net]	7%↓	19%
	No statistically significant differences	-	-
	Taxation		
	No statistically significant differences	-	-
	Communication and customer service		
	No statistically significant differences	-	-

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 4

(continued)

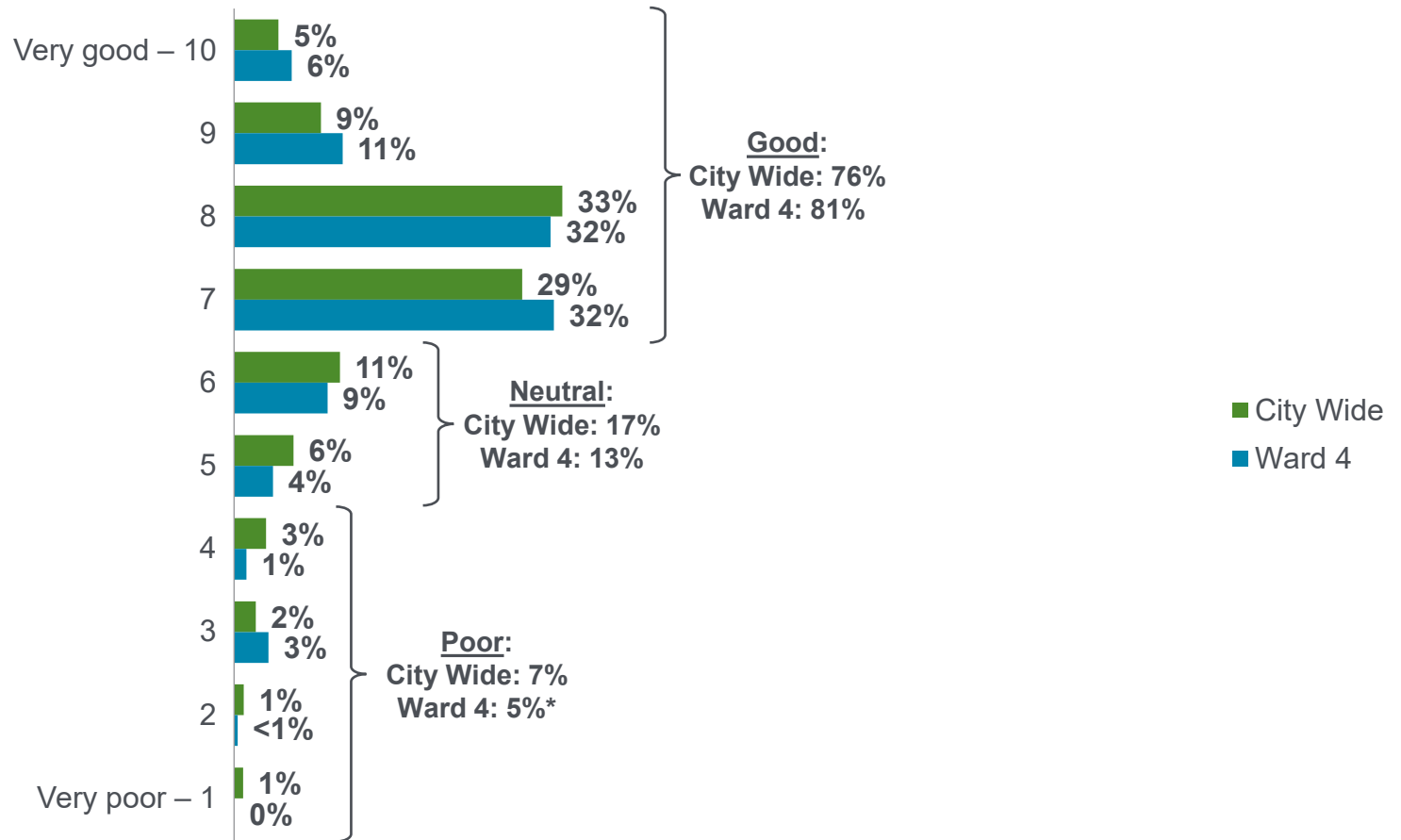
			2023	2022
	City reputation and performance	No statistically significant differences	-	-
	Council focus areas	Working to attract more people to live in Calgary	90%↑	79%
	Accessibility and downtown revitalization	<i>New questions in 2023, not asked in 2022</i>	-	-

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



Quality of life

Overall quality of life in Calgary



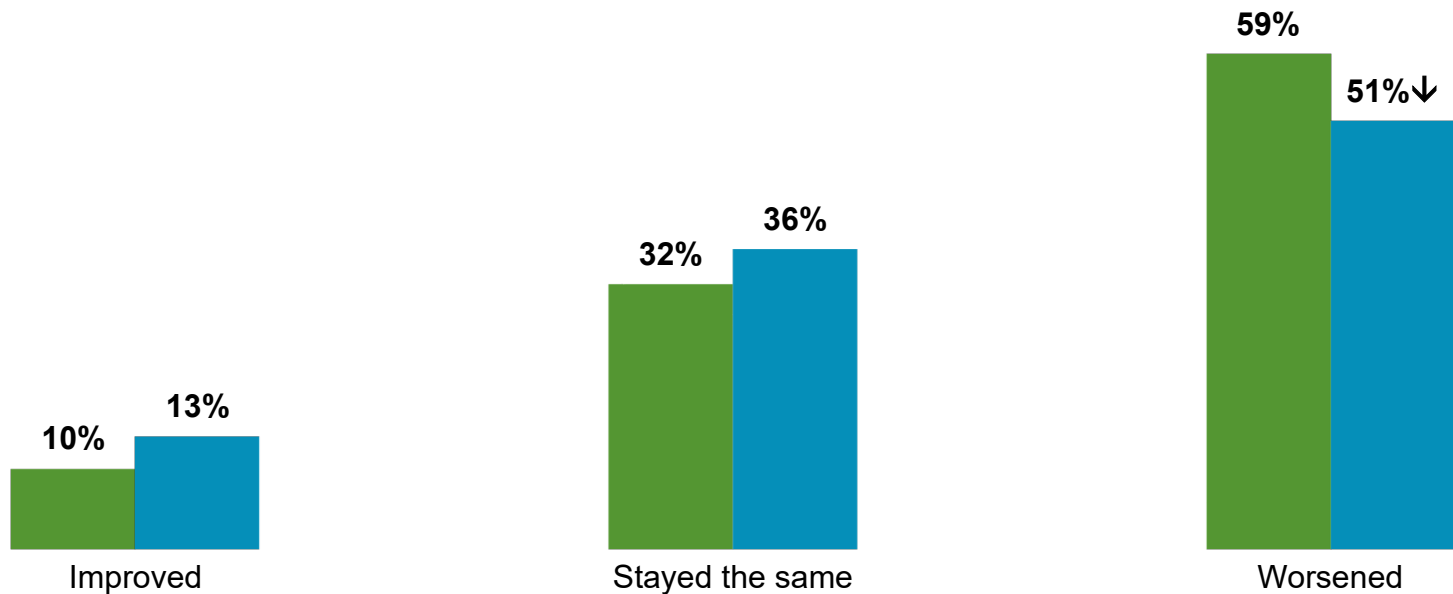
Q. On a scale of “1” to “10” where “1” is “very poor” and “10” is “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents: City Wide (n=2,497) / Ward 4 (n=198)

* Rounding

Perceived change in quality of life

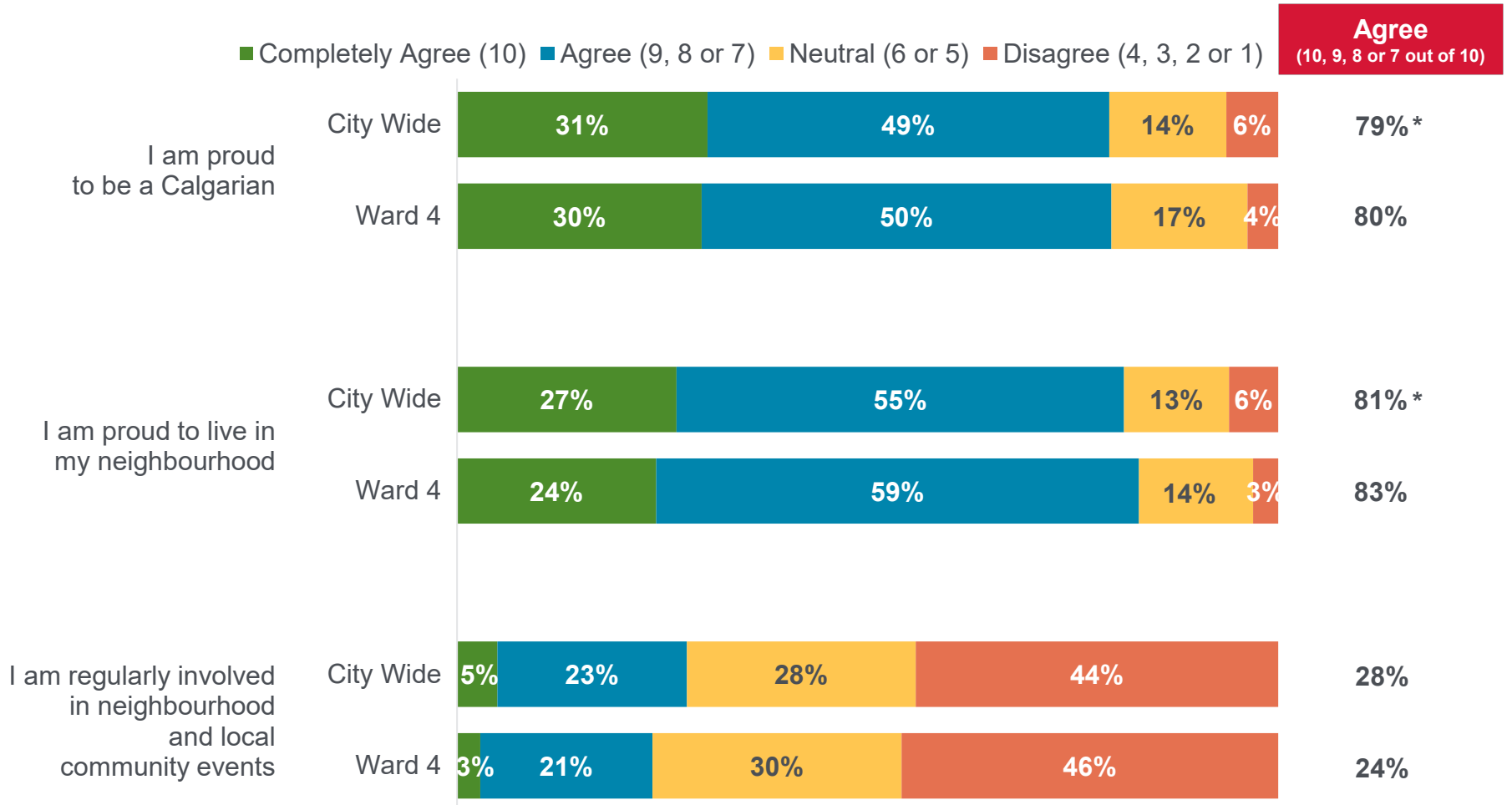
■ City Wide ■ Ward 4



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 4 (n=194)

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

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

■ 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)

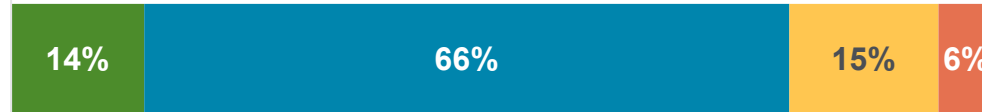
Calgary is a great
place to make a life

City Wide



75%

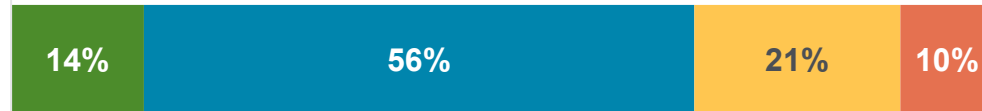
Ward 4



79% *

Calgary is a great
place to make a living

City Wide



70%

Ward 4

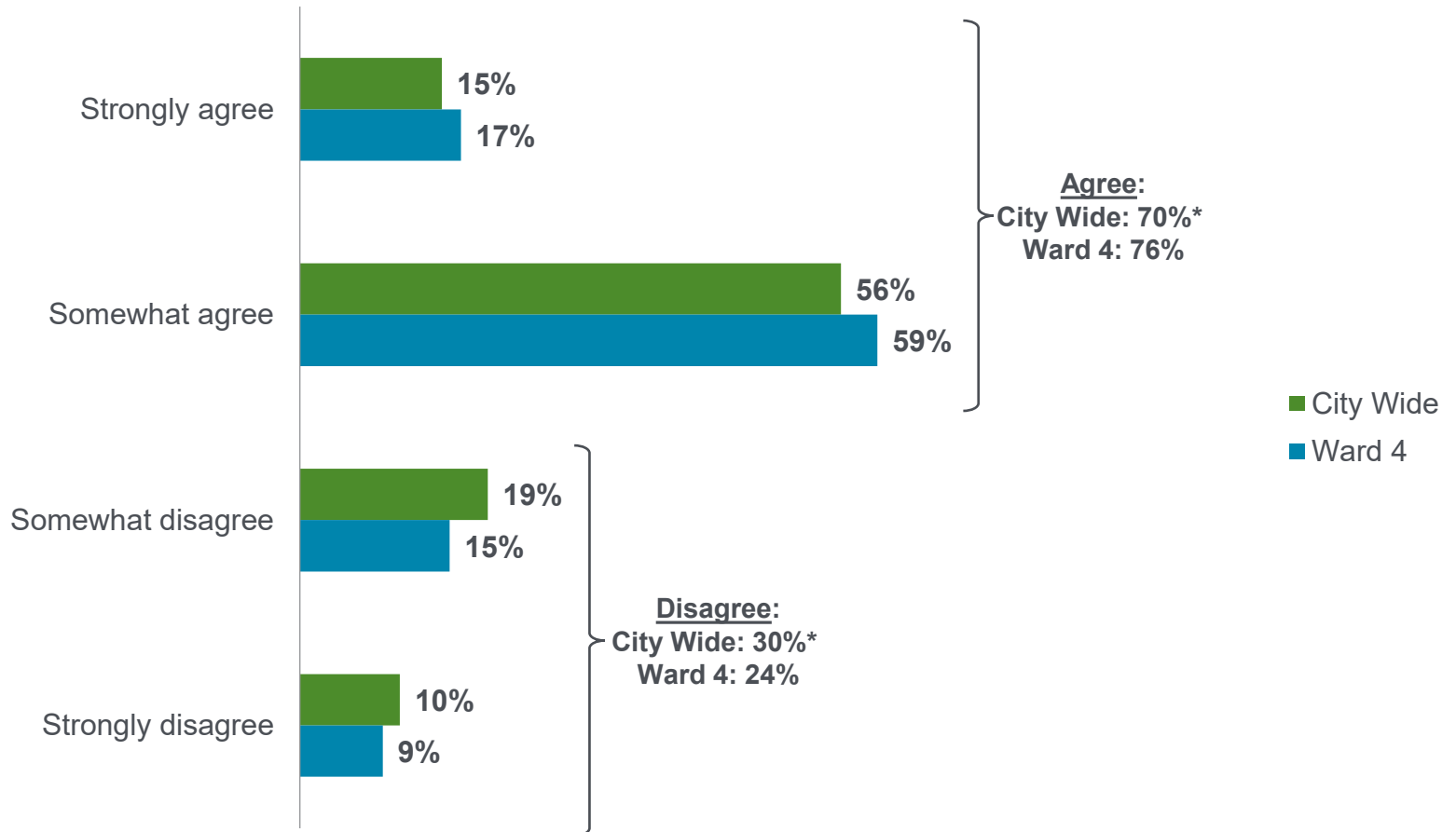


69%

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

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 4 (n=197)

* 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

City Wide



67%

Ward 4



71%

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

City Wide



38%

Ward 4



41%

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)

↑ 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

City Wide



48%

Ward 4



52%

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

City Wide



47%

Ward 4



43% **57%**

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)

Ward 4 2022

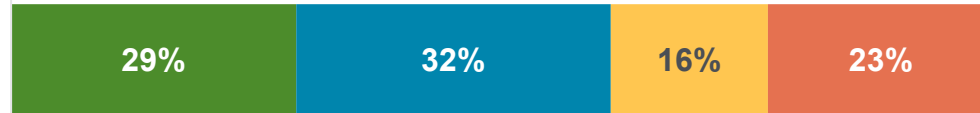
Climate change and City programs to reduce environmental impact

■ 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 4



71% ↑ 59%

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

City Wide



47%

Ward 4



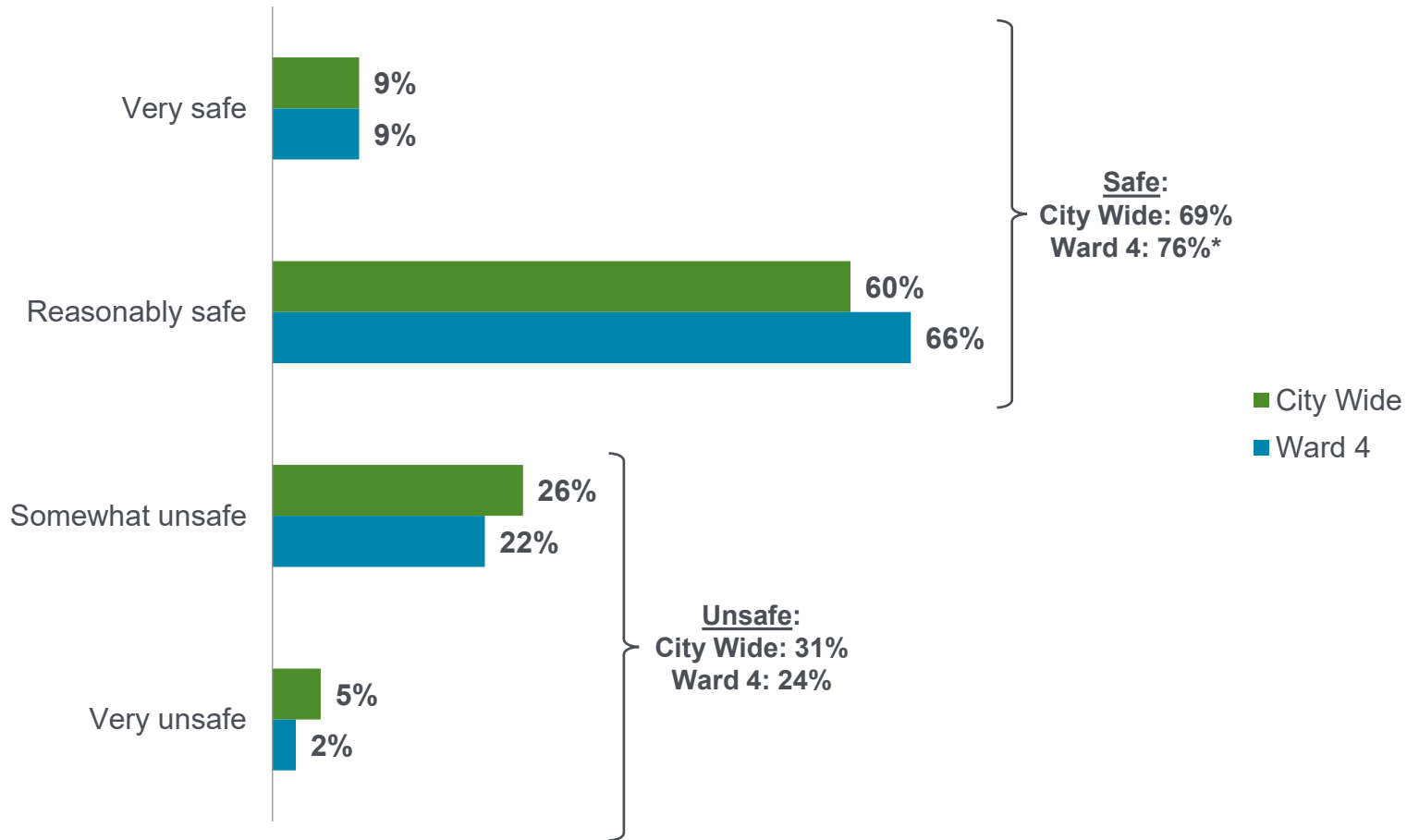
44%

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)

Ward 4 2022

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

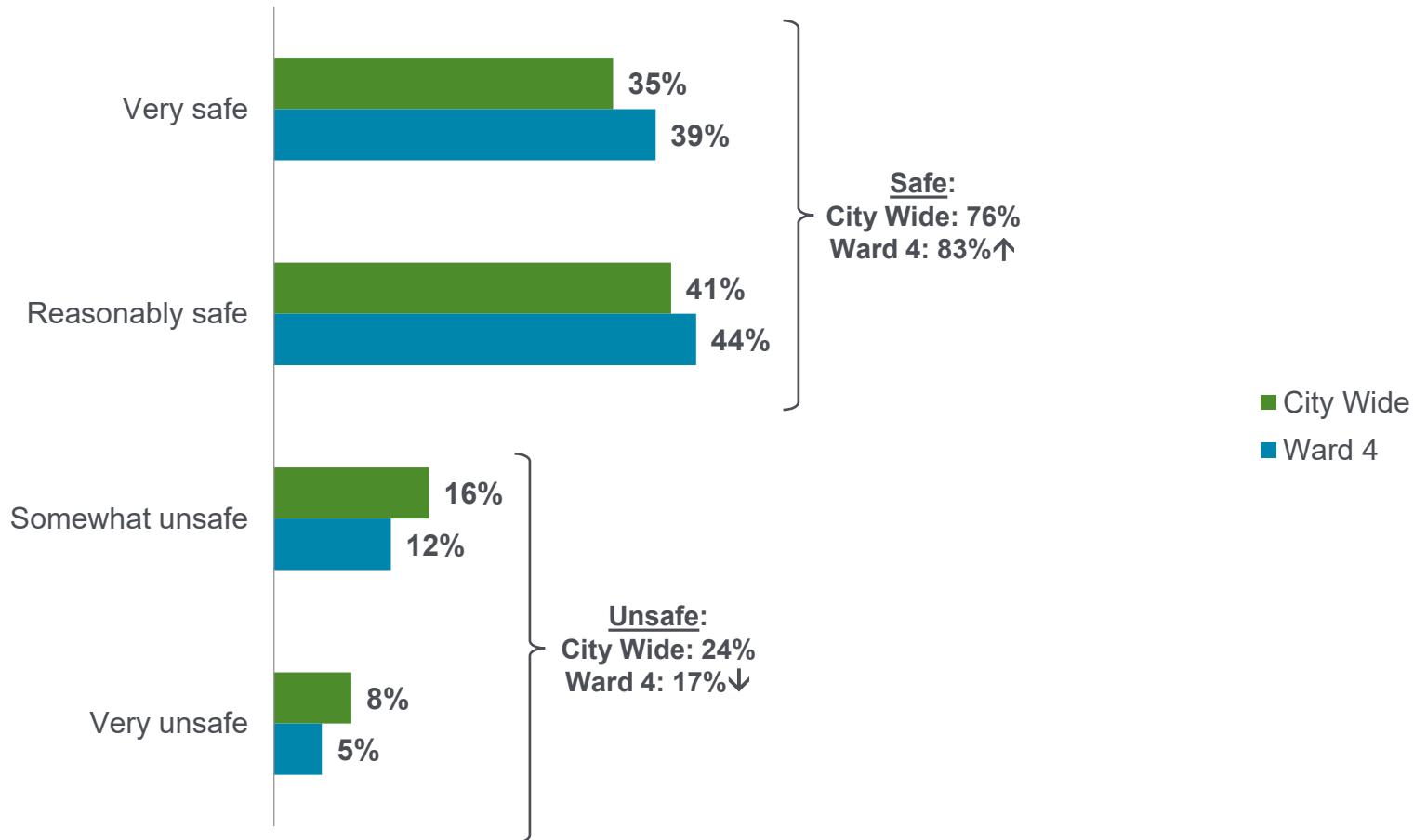
Overall perceived safety of the city of Calgary



Q. How safe or unsafe do you think Calgary is overall?
 Base: Valid respondents: City Wide (n=2,492) / Ward 4 (n=198)

* Rounding

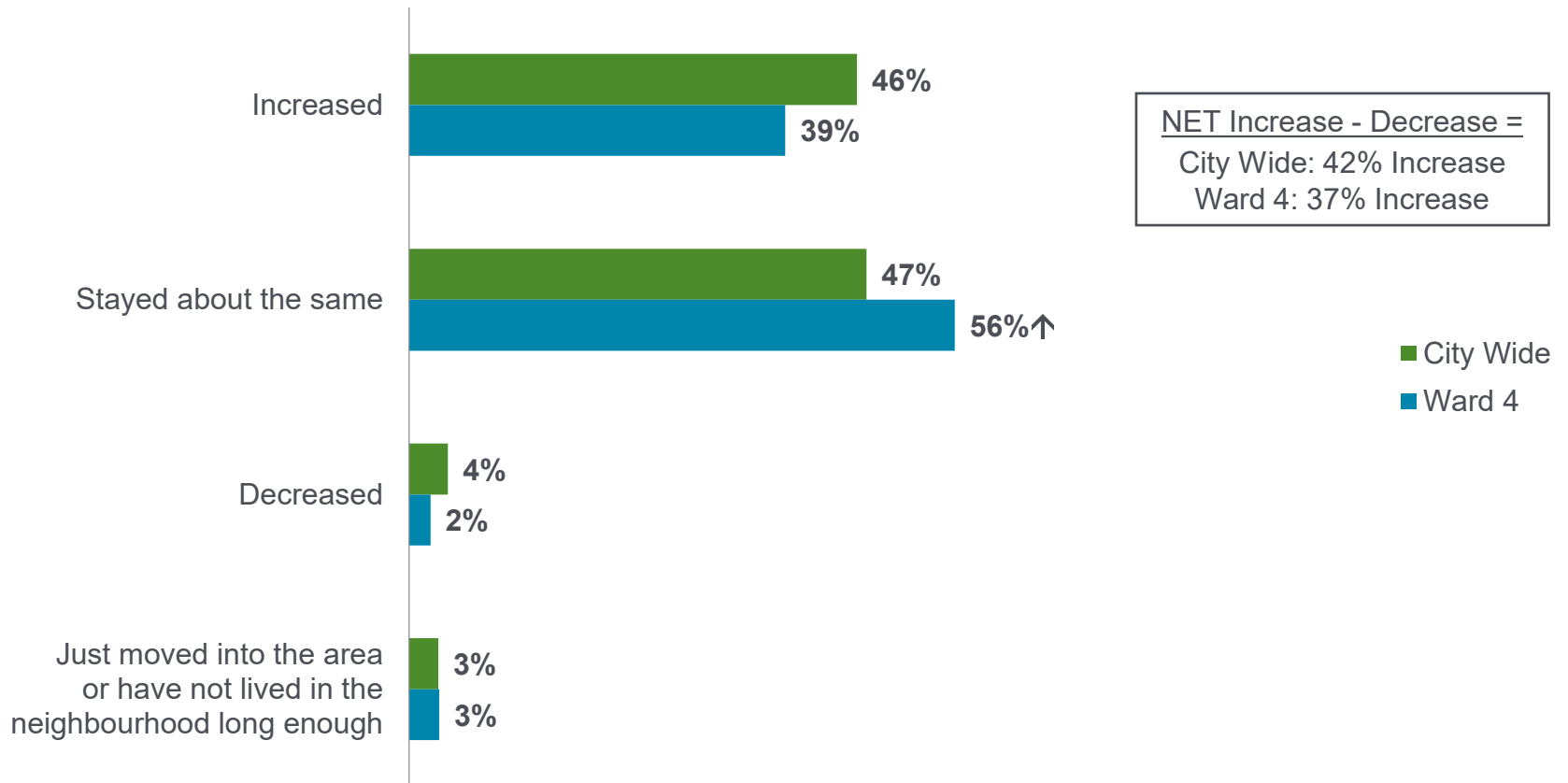
Perceived safety in own neighbourhood



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 4 (n=198)

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

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 4 (n=196)

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



Issue agenda

Issue agenda

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

City Wide

Ward 4

■ First mention ■ Other mentions

Net - Homelessness, poverty and affordable housing	23%	8%	31%	29%	16%
Affordable/available housing	15%	5%	21%	21%	7%
Poverty/ homelessness/ related social issues	9%	5%	14%	11%	
Net - Infrastructure, traffic and roads	17%	11%	28%	25%	
Road conditions	5%	4%	9%	10%	
Traffic congestion	4%	6%		6%	
Net - Crime, safety and policing	17%	10%	27%	28%	
Public safety	9%	5%	15%	12%	
Crime	8%	6%	14%	17%	
Net - Transit	8%	7%	15%	15%	
Public transportation [incl. buses/ C-train/ poor service]	4%	4%	8%	9%	
Transit system improvements	3%	5%		4%	11%
Net - Economy	7%	4%	11%	8%	
Economy/ cost of living	6%	3%	9%	8%	
Net - Environment and waste management	5%	4%	9%	10%	
Net - Taxes	4%	3%	8%	7%	
Taxes/ high taxes	3%	6%		4%	11%
Net - Growth and planning	4%	6%		4%	
Net - Recreation	4%	3%	7%	7%	19%
Healthcare	3%	5%		7%	
Drugs/ alcohol/ addiction services/ management	3%	5%		3%	
None/ no others	9%	9%		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 4 (n=194)

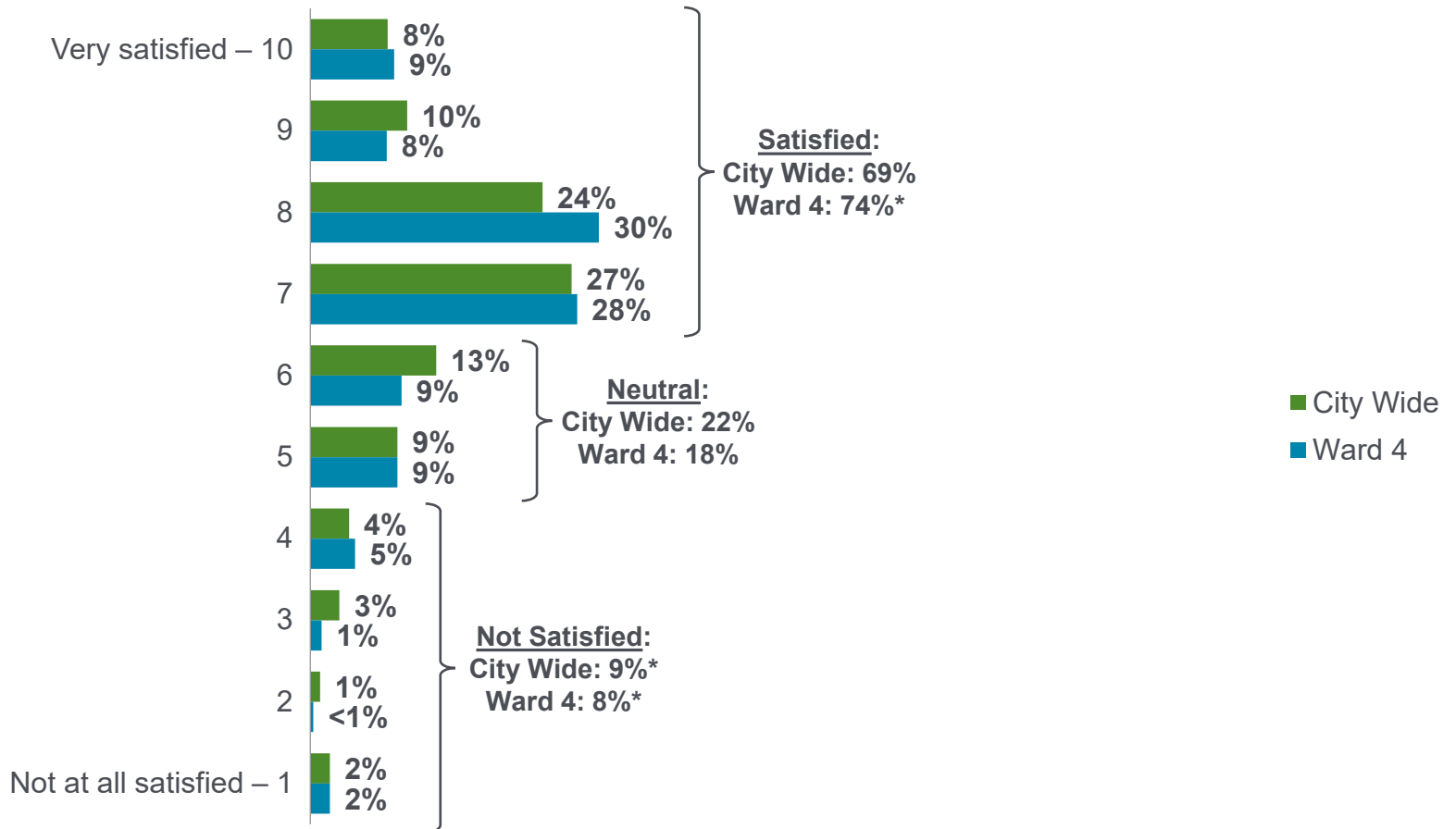
Ward 4 2022

↑ 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

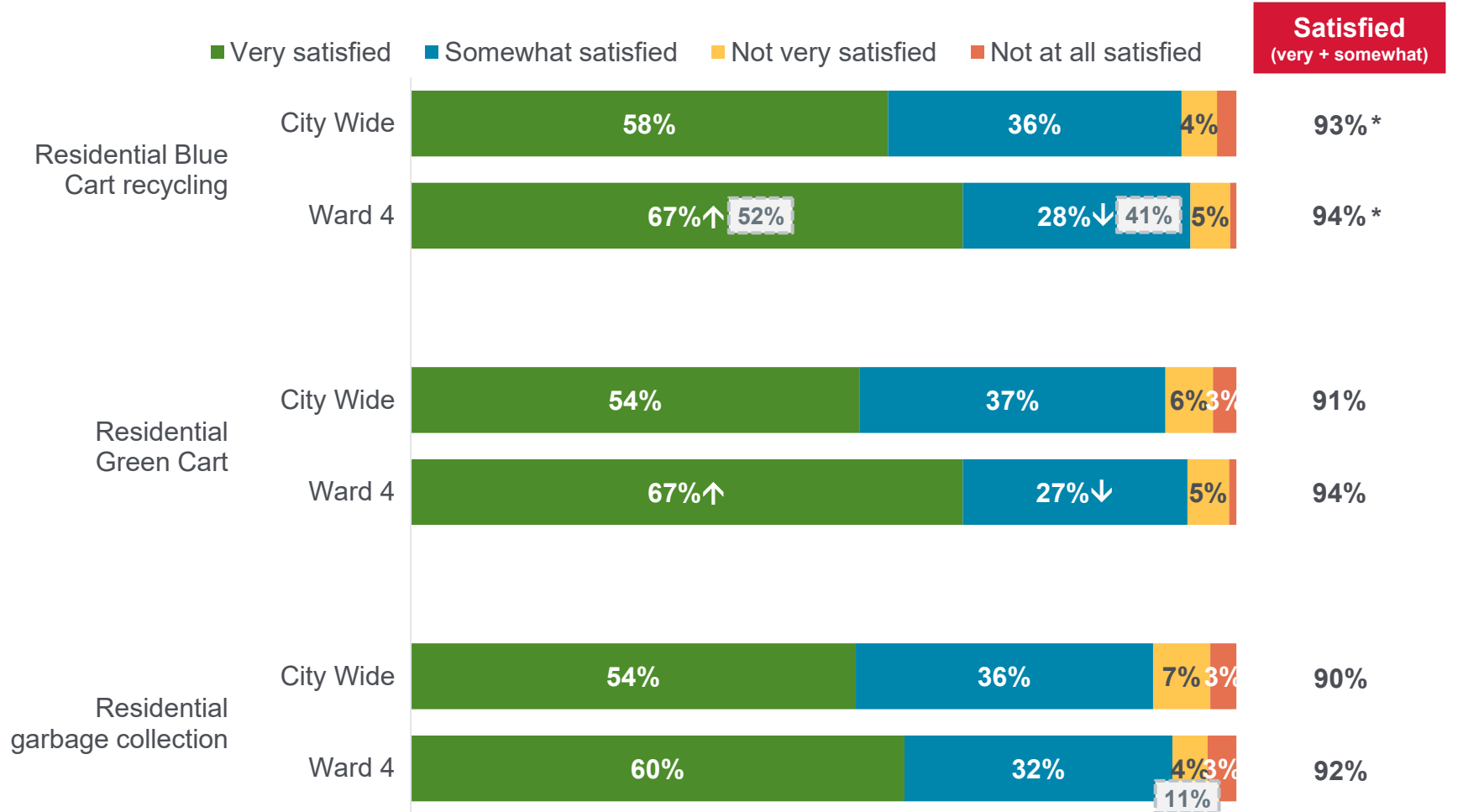


Q. On a scale of 1 to 10 where “1” is “not at all satisfied” and “10” is “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents: City Wide (n=2,496) / Ward 4 (n=198)

* 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

↑ Statistically higher than City Wide

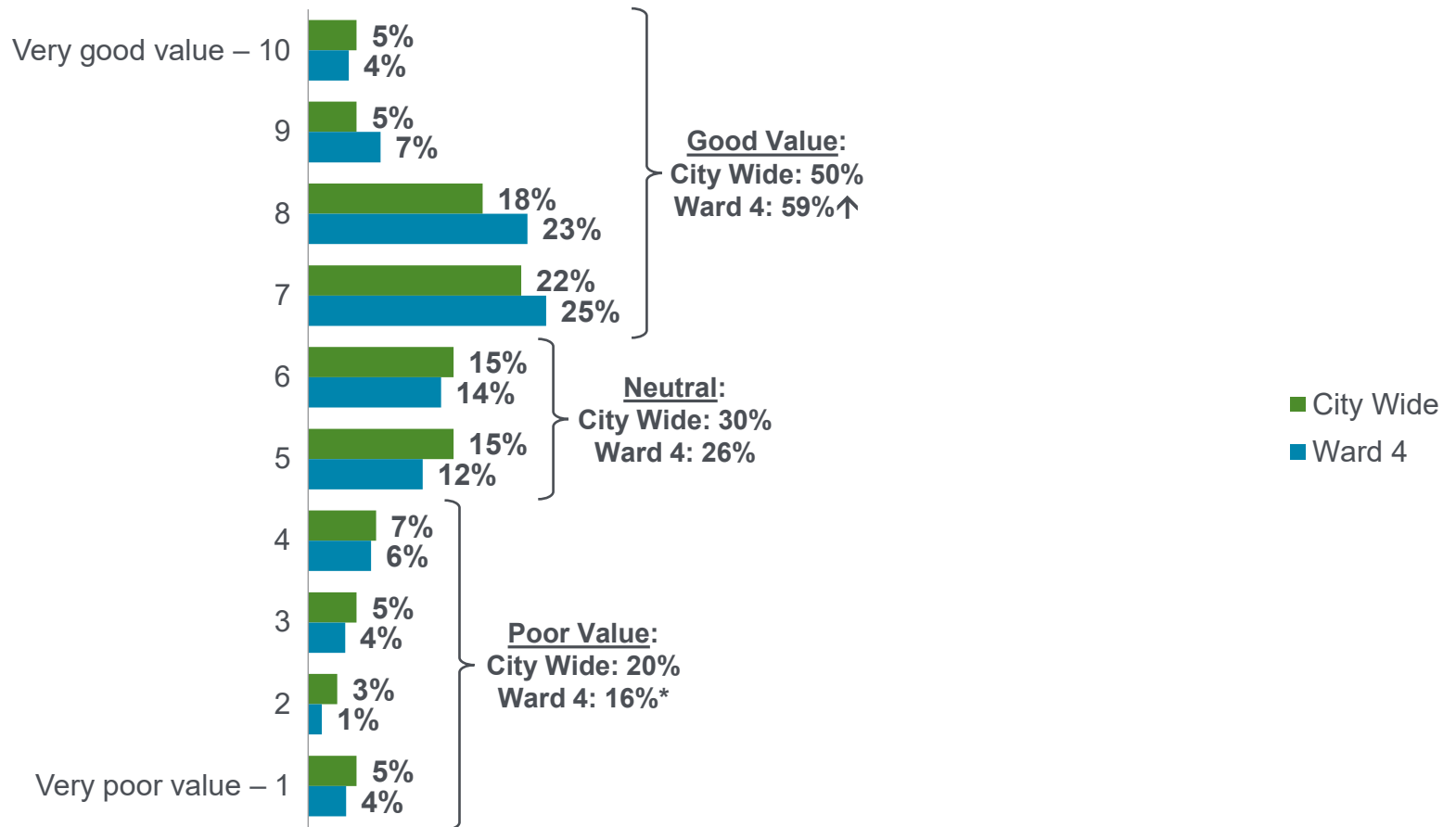
↓ Statistically lower than City Wide

Ward 4 2022



Taxation

Perceived value of property taxes



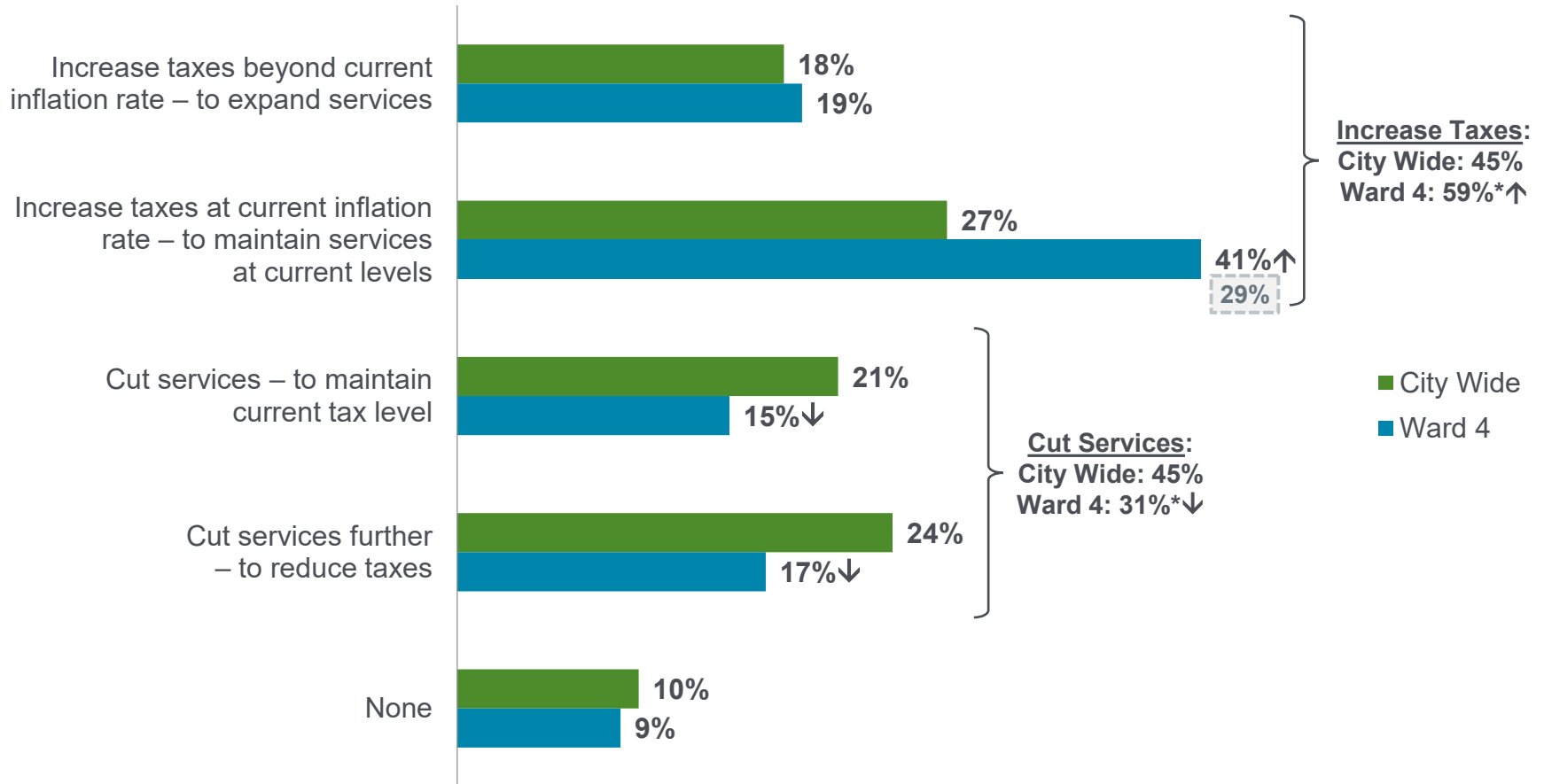
Q. Property tax dollars are divided between The City and the Province. Approximately two-thirds of residential property tax payments go to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars 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 4 (n=195)

* Rounding

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

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 4 (n=194)

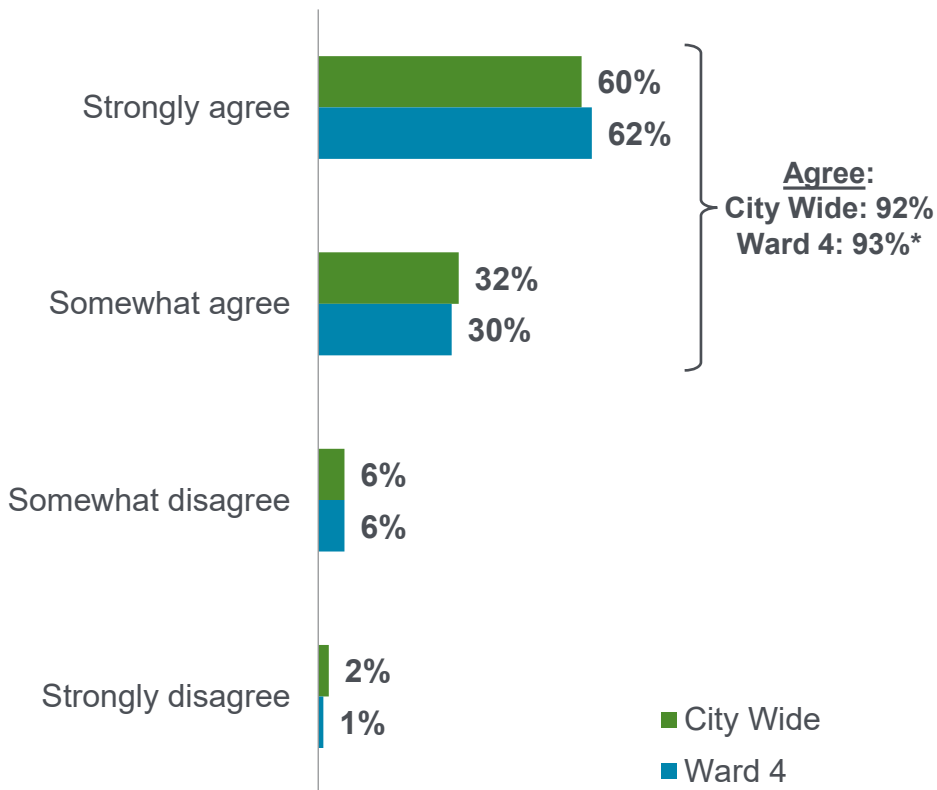
Ward 4 2022

* Rounding

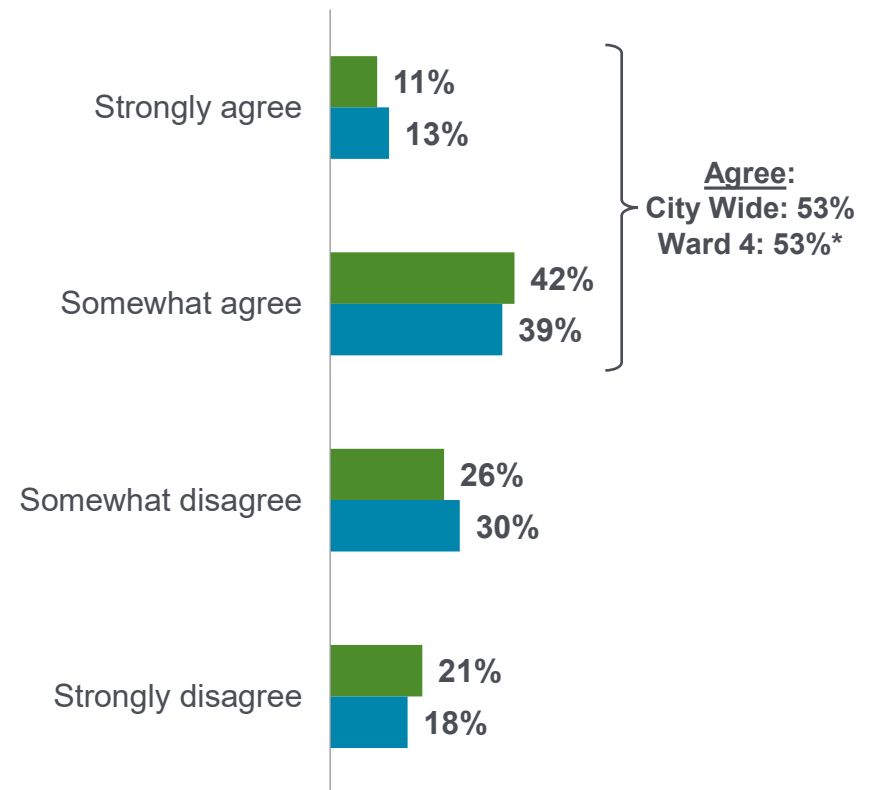
↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

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)

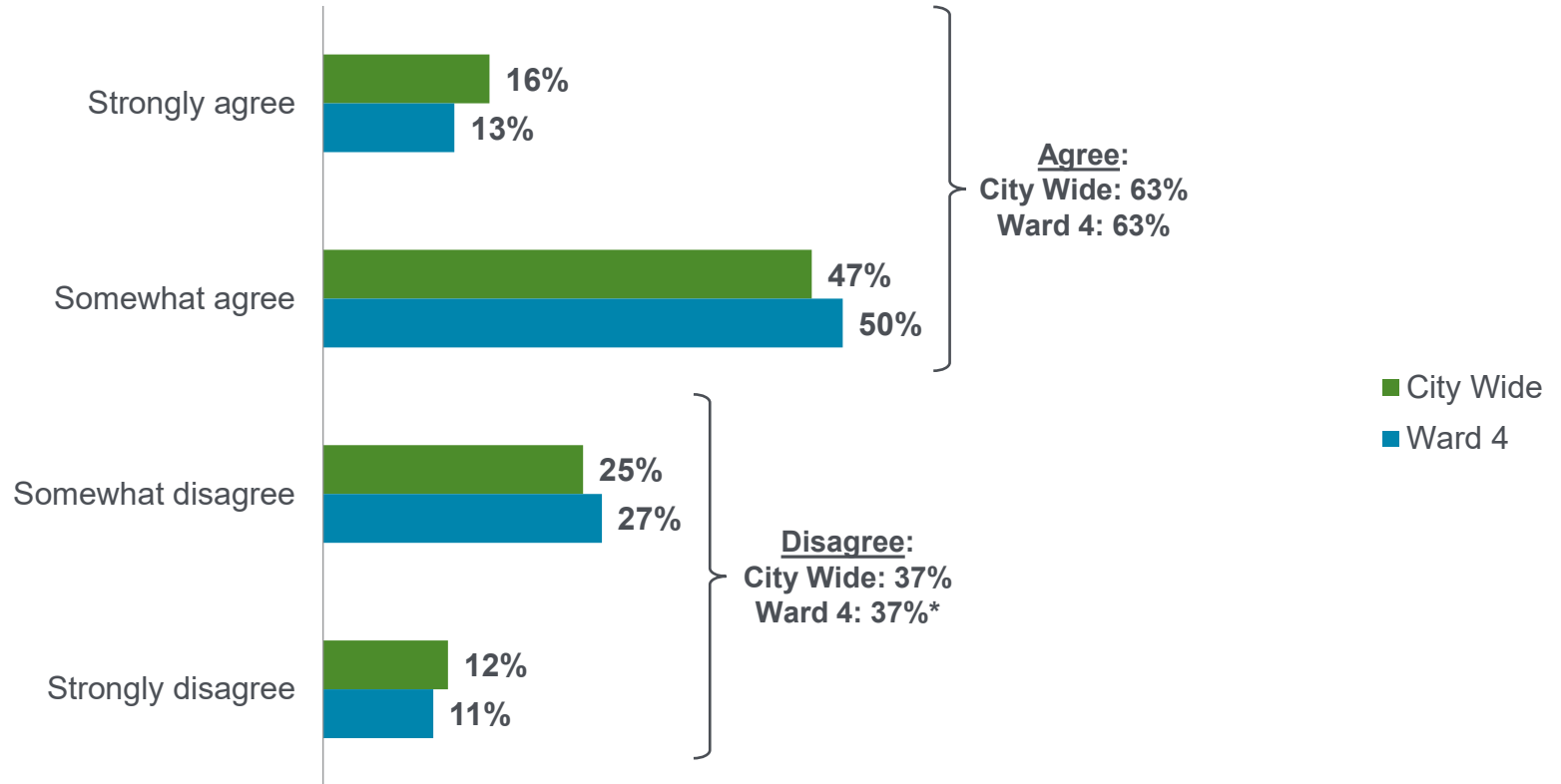
* Rounding



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



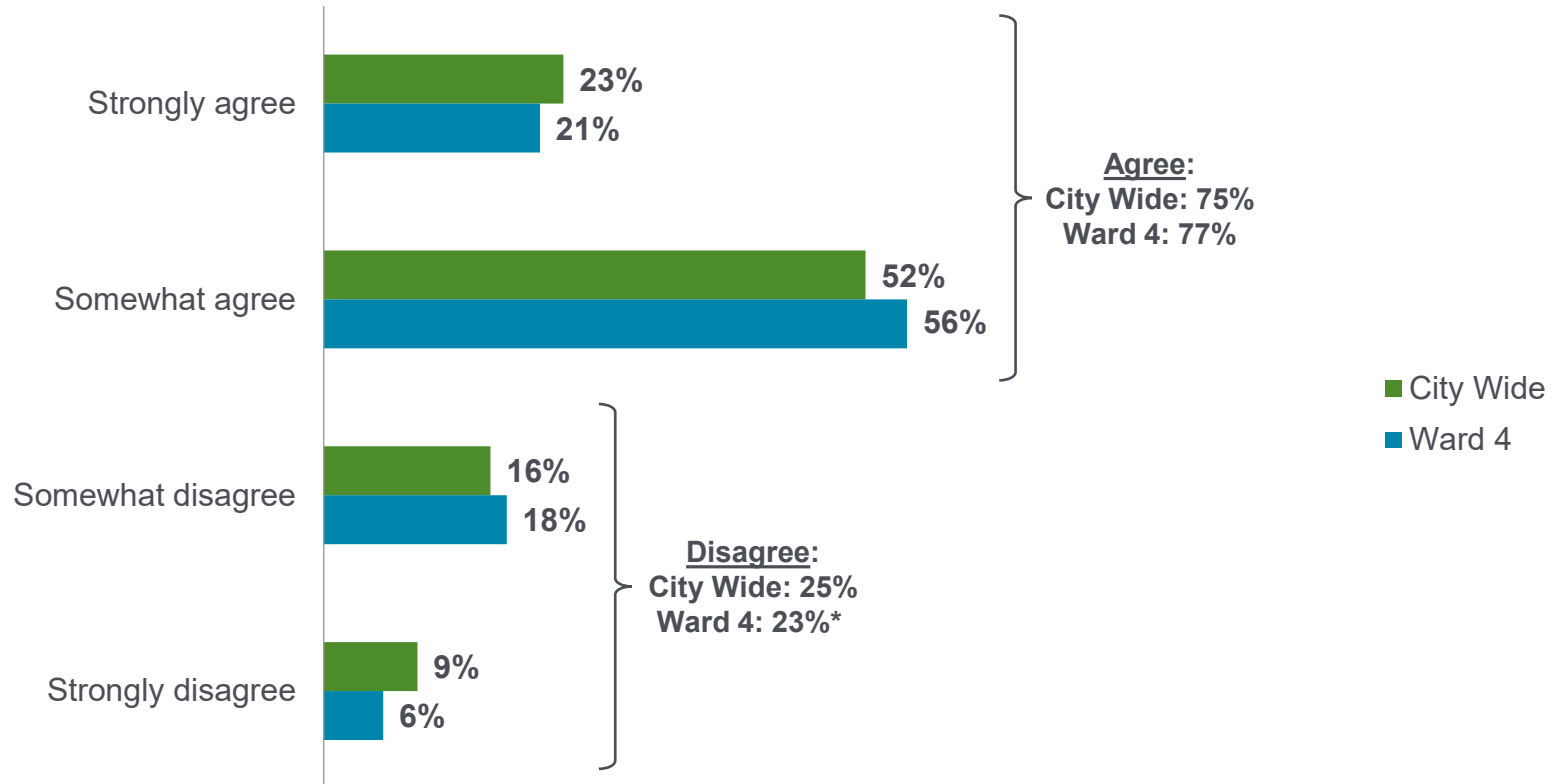
Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.

Base: Valid respondents: City Wide (n=2,485) / Ward 4 (n=196)

* 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 4 (n=198)

* Rounding

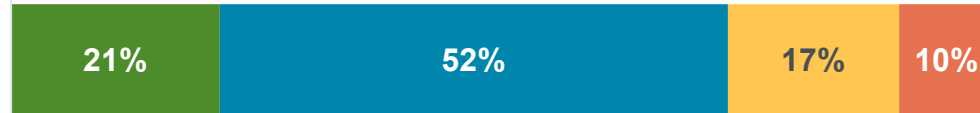
Attitudes regarding customer service

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree

Agree
(strongly + somewhat)

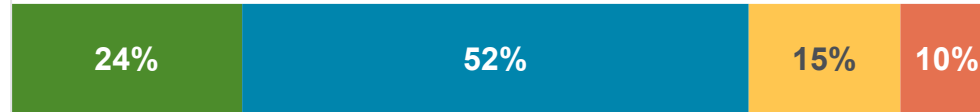
The City of Calgary meets my customer service expectations

City Wide



73%

Ward 4



75% *

The City responds quickly to requests and concerns

City Wide



61% *

Ward 4



63% *

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.

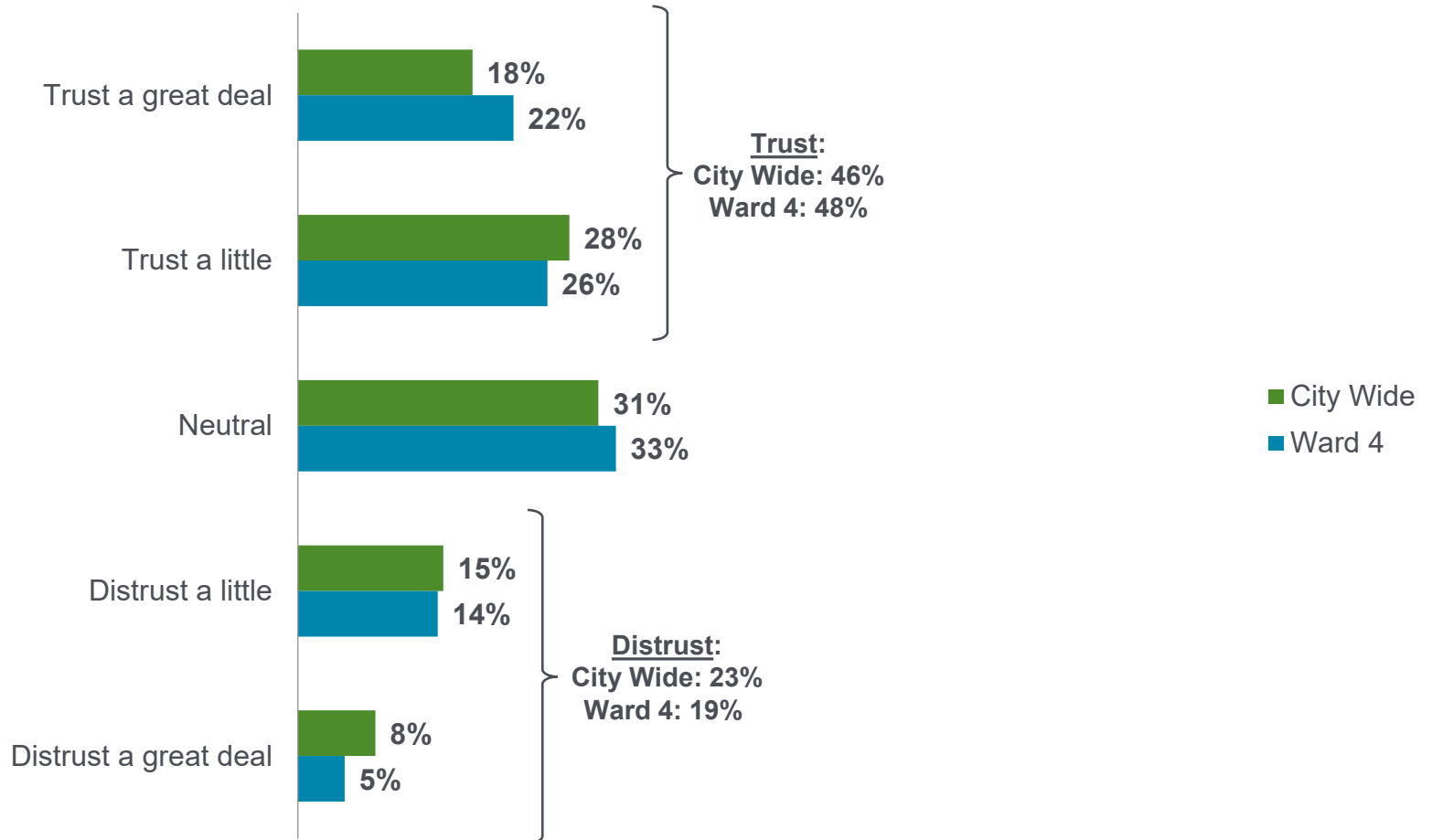
Base: Valid respondents (bases vary)

* Rounding



City reputation and performance

Trust in The City of Calgary

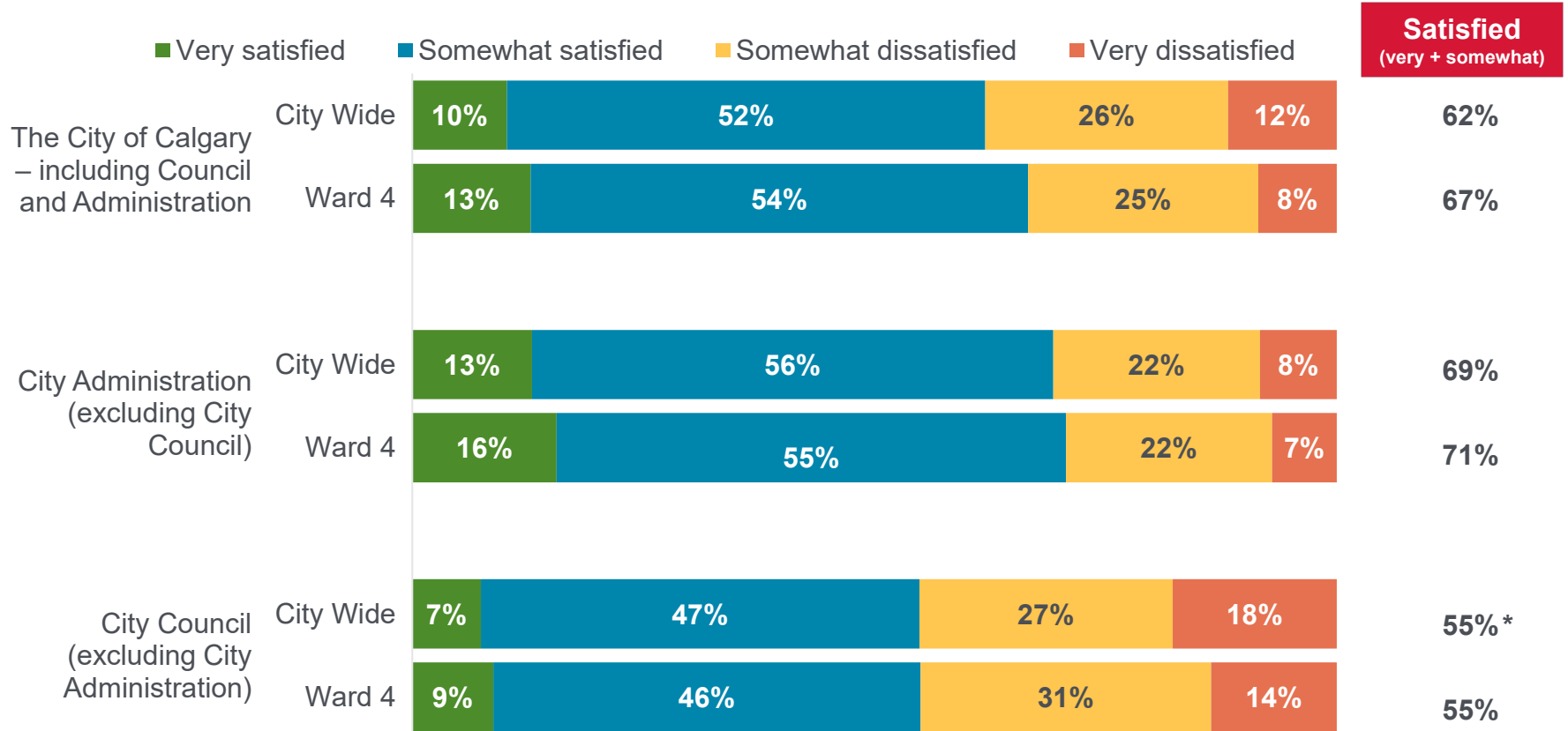


Q. Considering all the things you think are important, how much do you trust or distrust The City of Calgary?

Base: Valid respondents: City Wide (n=2,488) / Ward 4 (n=197)

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?

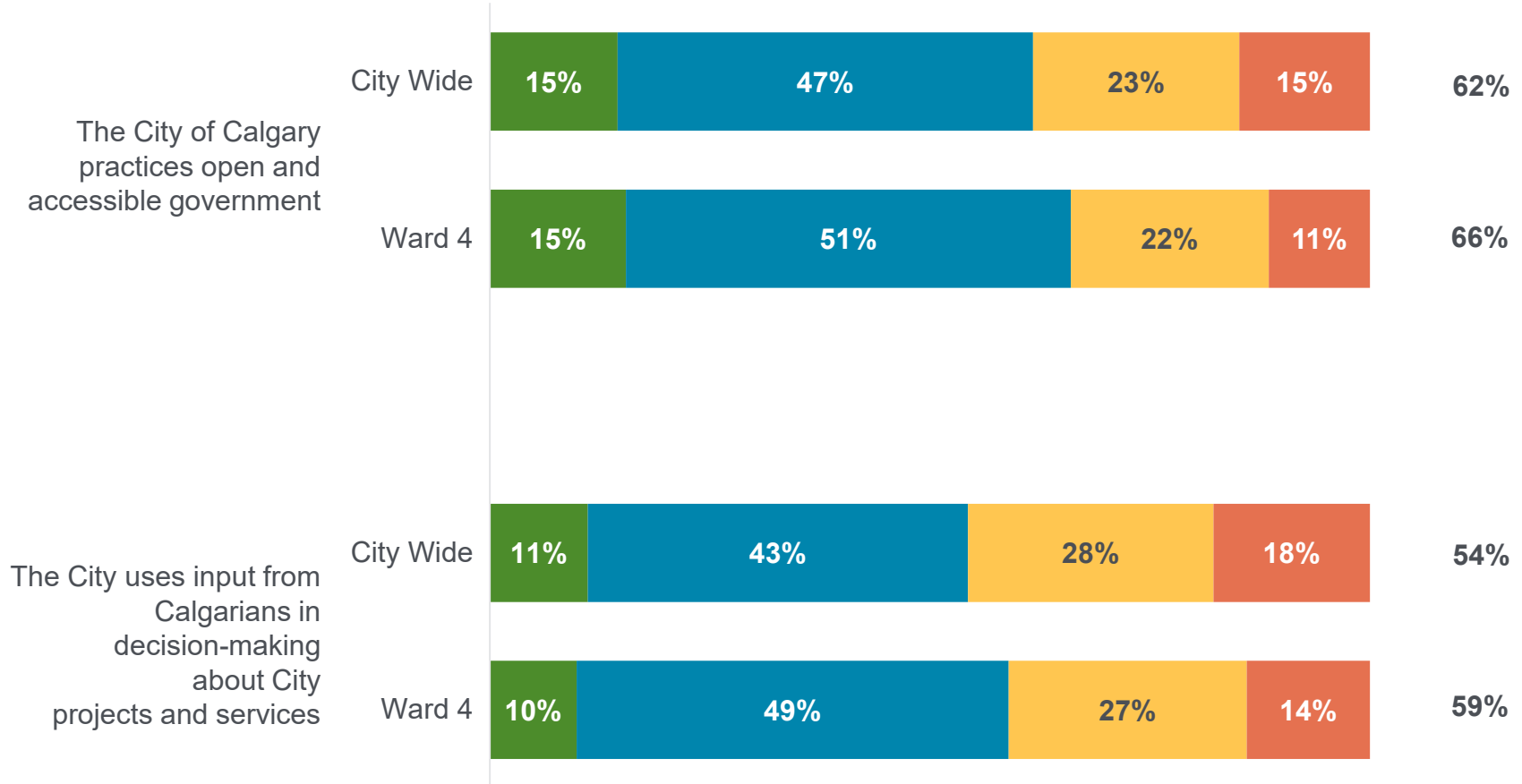
Base: Valid respondents (bases vary)

* Rounding

Attitudes regarding The City

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree

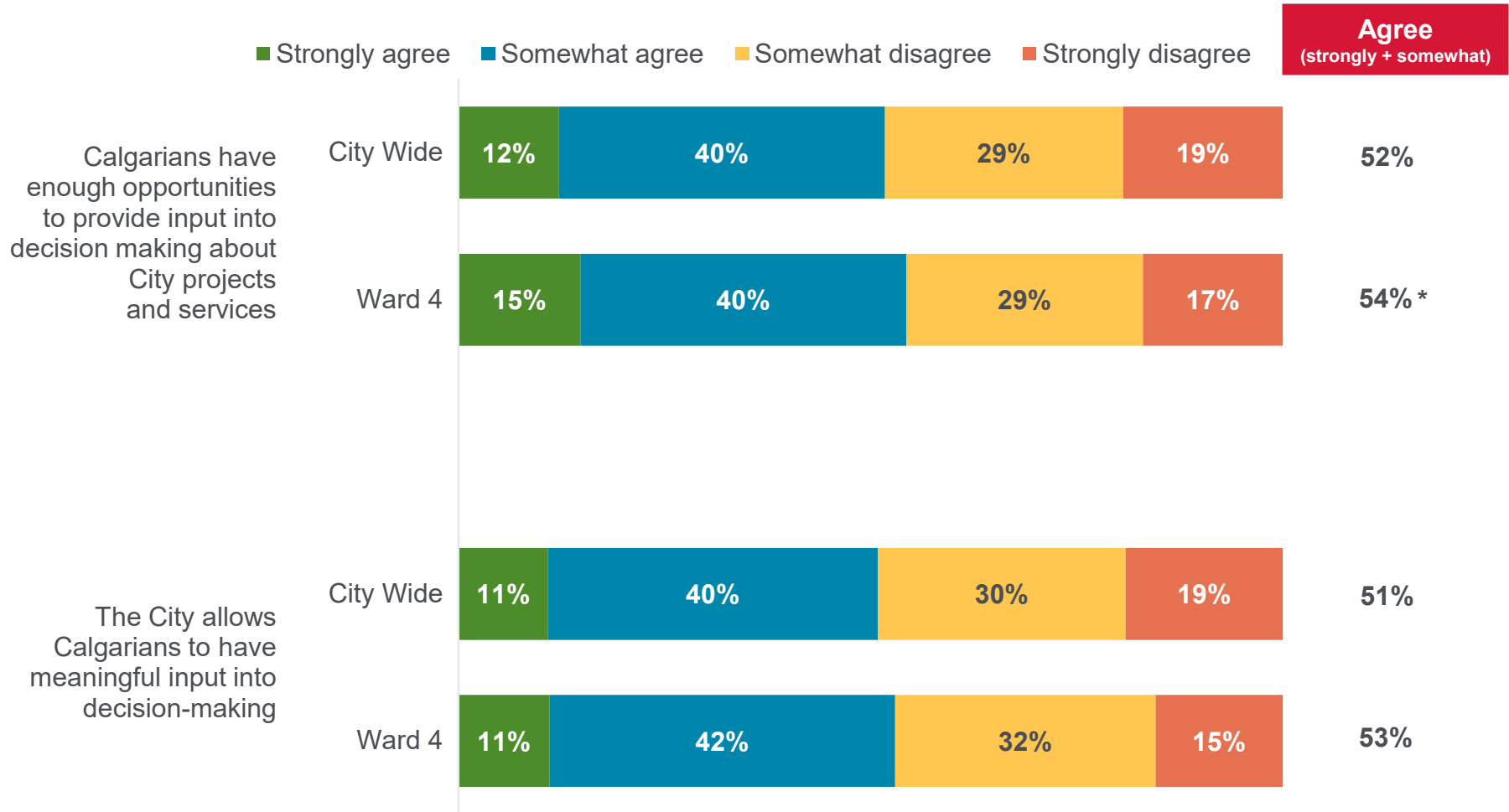
Agree
 (strongly + somewhat)



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)

Attitudes regarding The City (continued)

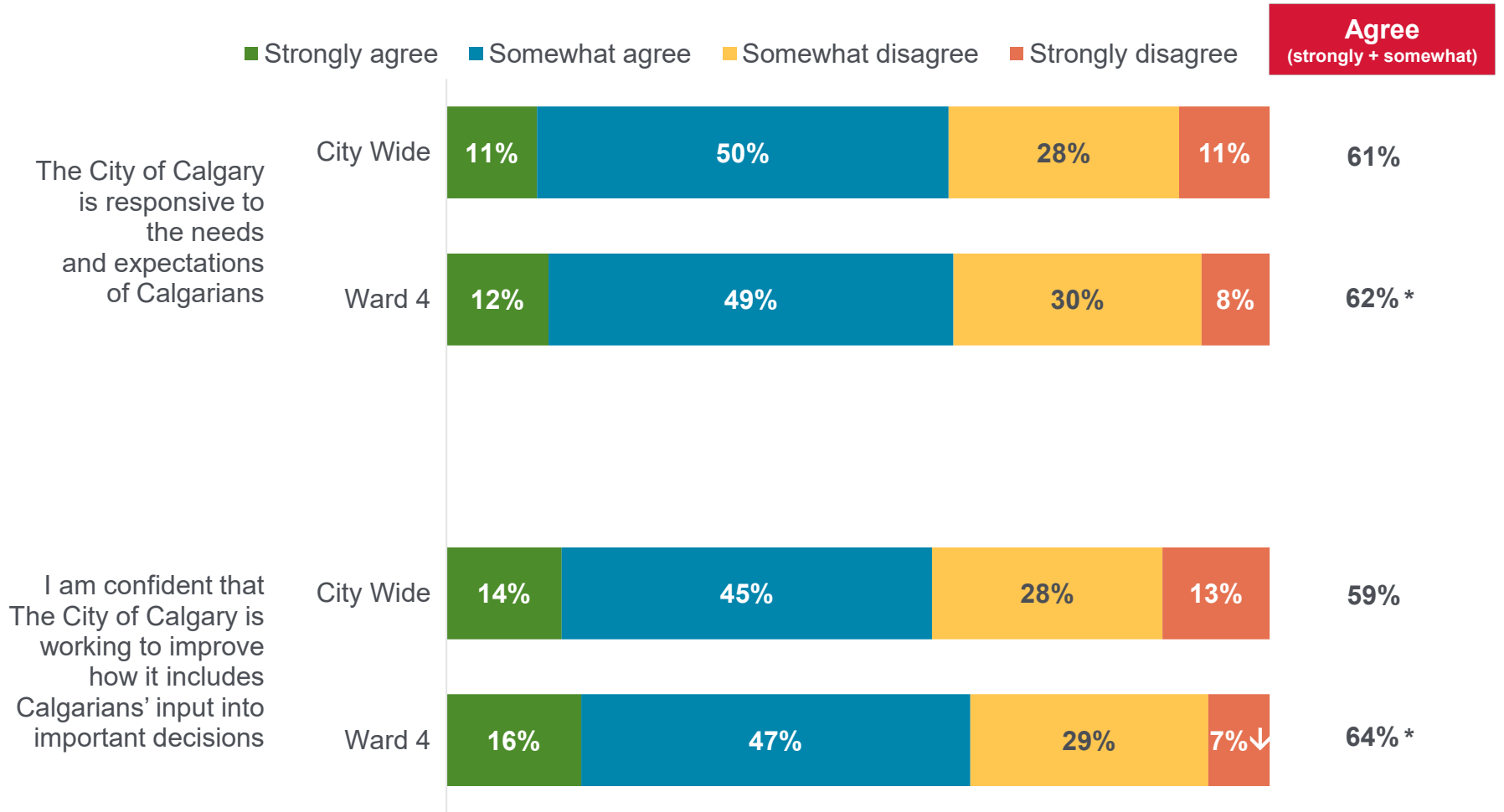


Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.

Base: Valid respondents (bases vary)

* Rounding

Attitudes regarding The City (continued)



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

* Rounding

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

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 4



60% *

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

City Wide



51%

Ward 4



55%

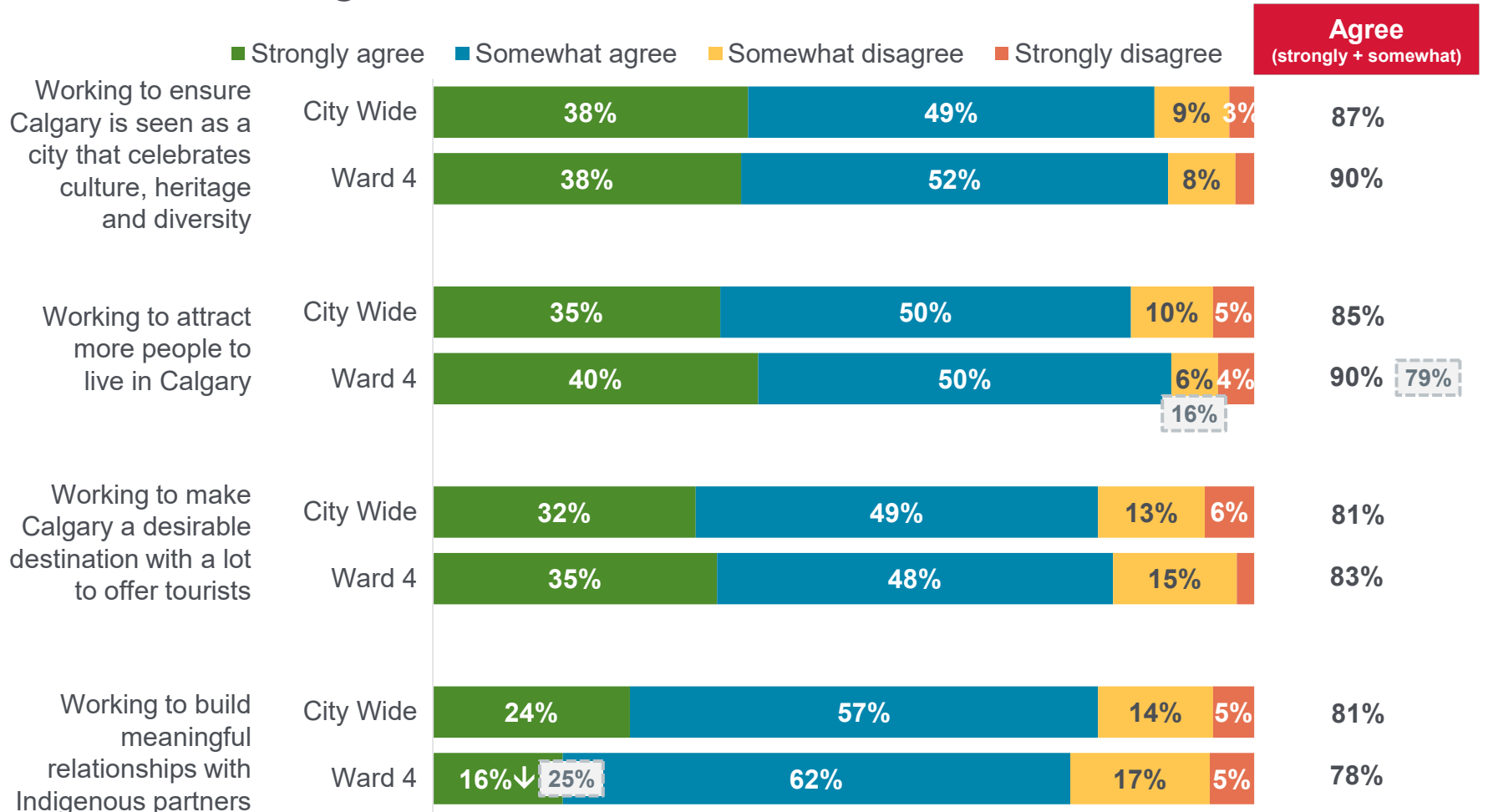
Q. Please tell me if you agree or disagree with each of the following statements.
Base: Valid respondents (bases vary)

* Rounding



Council focus areas

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



Ward 4 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.

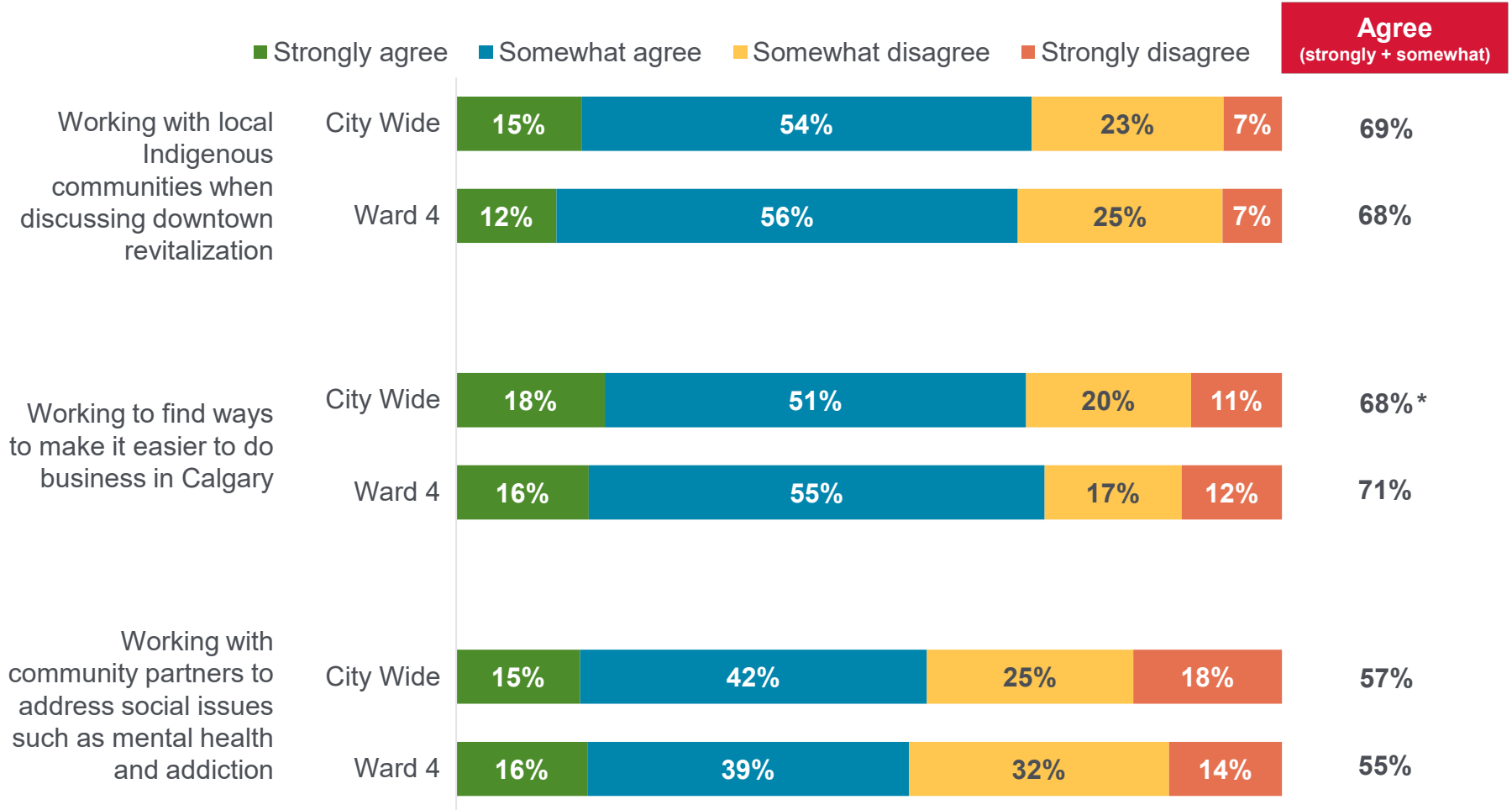
Base: Valid respondents (bases vary)

Data labels <3% are not shown

↑ Statistically higher than City Wide

↓ Statistically lower than City Wide

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



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

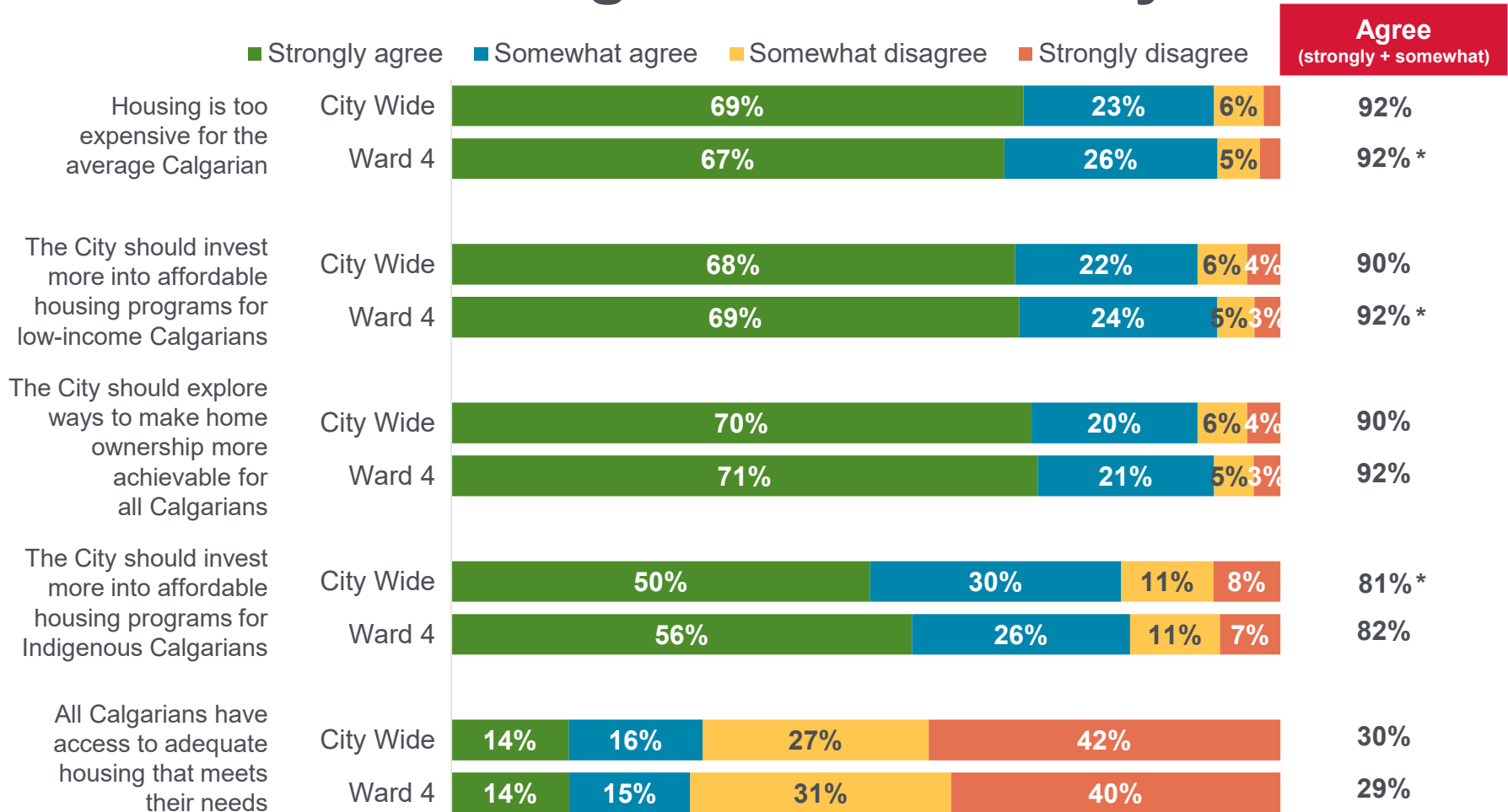
Base: Valid respondents (bases vary)

* Rounding



Accessibility and downtown revitalization

Housing and affordability



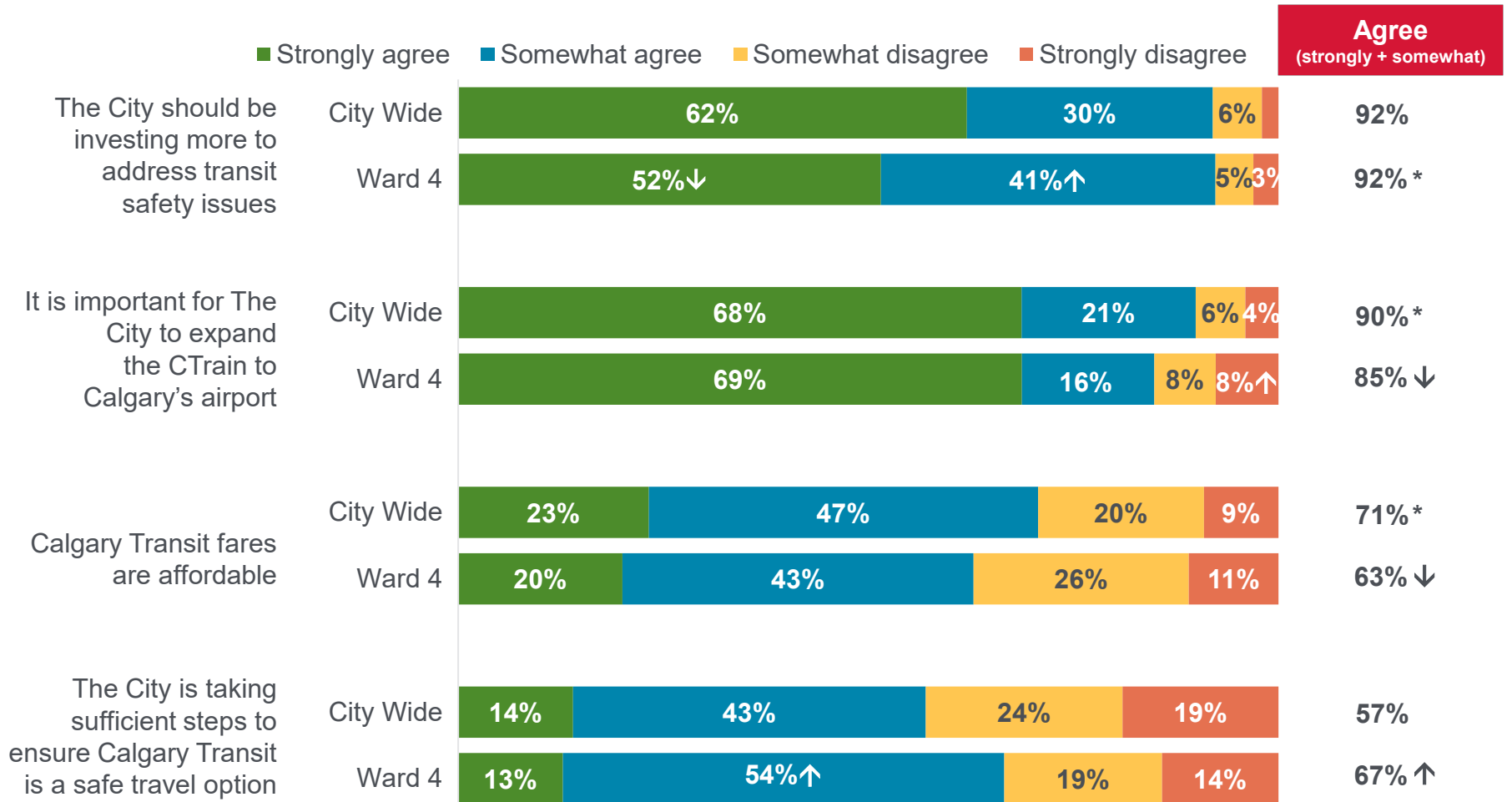
Q. And, for each of the following statements about housing, please tell me to what extent you agree or disagree.

Base: Valid respondents (bases vary)

Data labels <3% are not shown

* Rounding

Transit



Data labels <3% are not shown

* Rounding

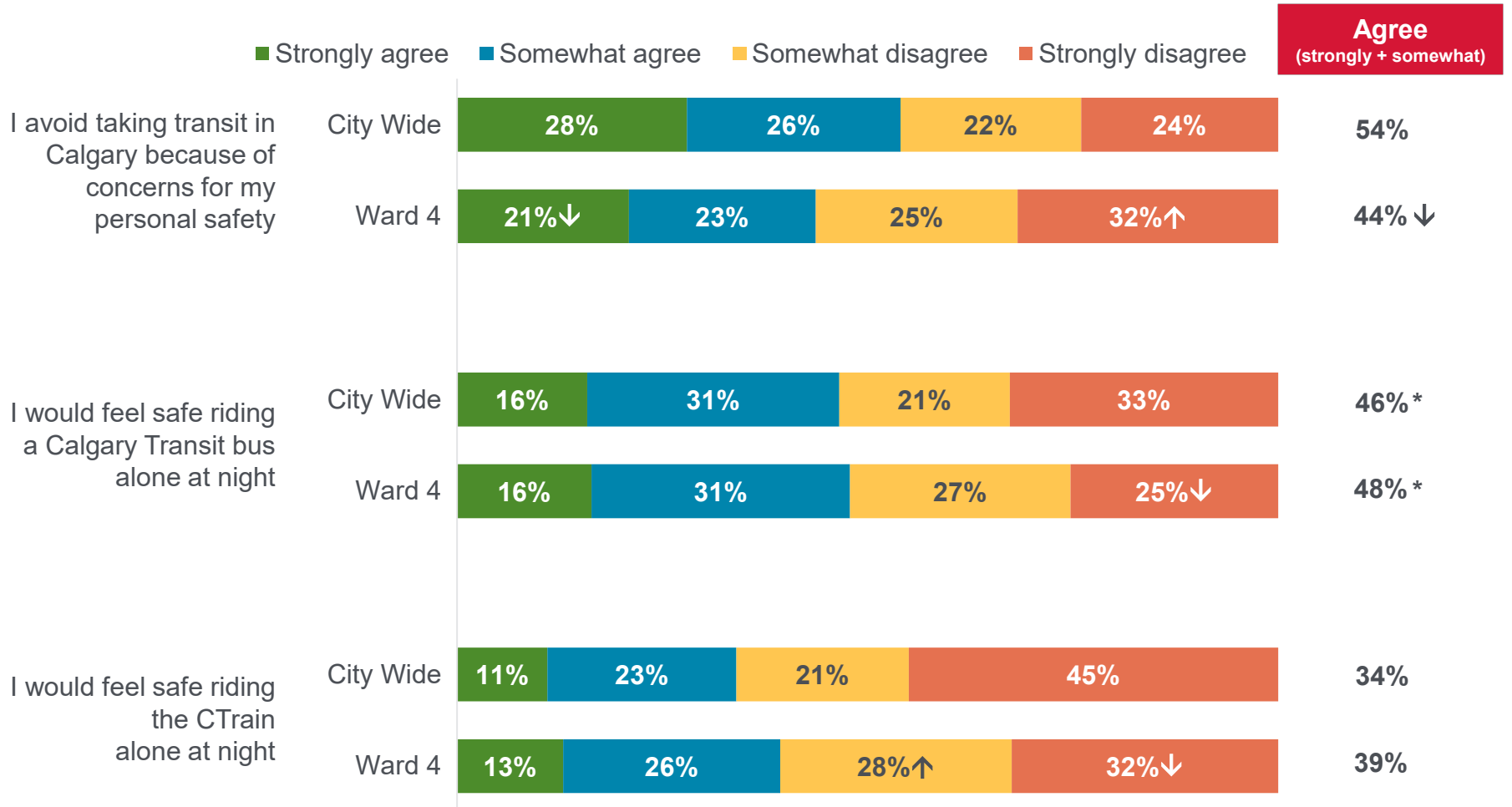
↑ Statistically higher than City Wide

↓ Statistically lower than City Wide

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)

Transit (continued)

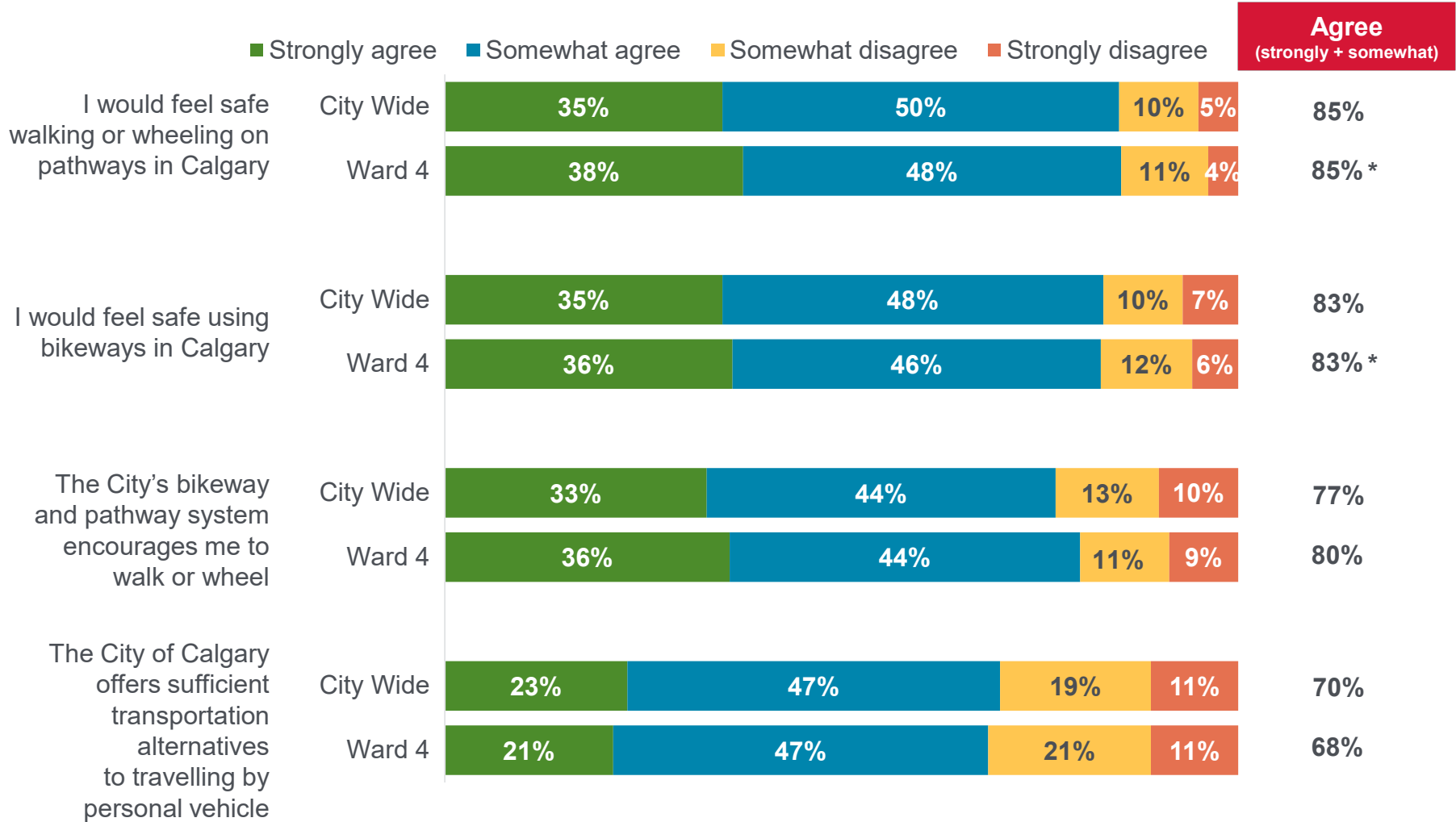


Q. Now we have some questions about transit in general. Please indicate the extent to which you agree or disagree with the following statements, using the same scale.
Base: Valid respondents (bases vary)

* Rounding

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

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

Downtown revitalization

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree

Agree
 (strongly + somewhat)

The City should be doing more to address safety issues in Calgary's downtown

City Wide



94%

Ward 4



90% ↓

A vibrant downtown is important to attracting new investment to Calgary

City Wide



89%*

Ward 4



86%

Revitalizing Calgary's downtown should be a focus of The City over the next 5 years

City Wide



77%

Ward 4



73%

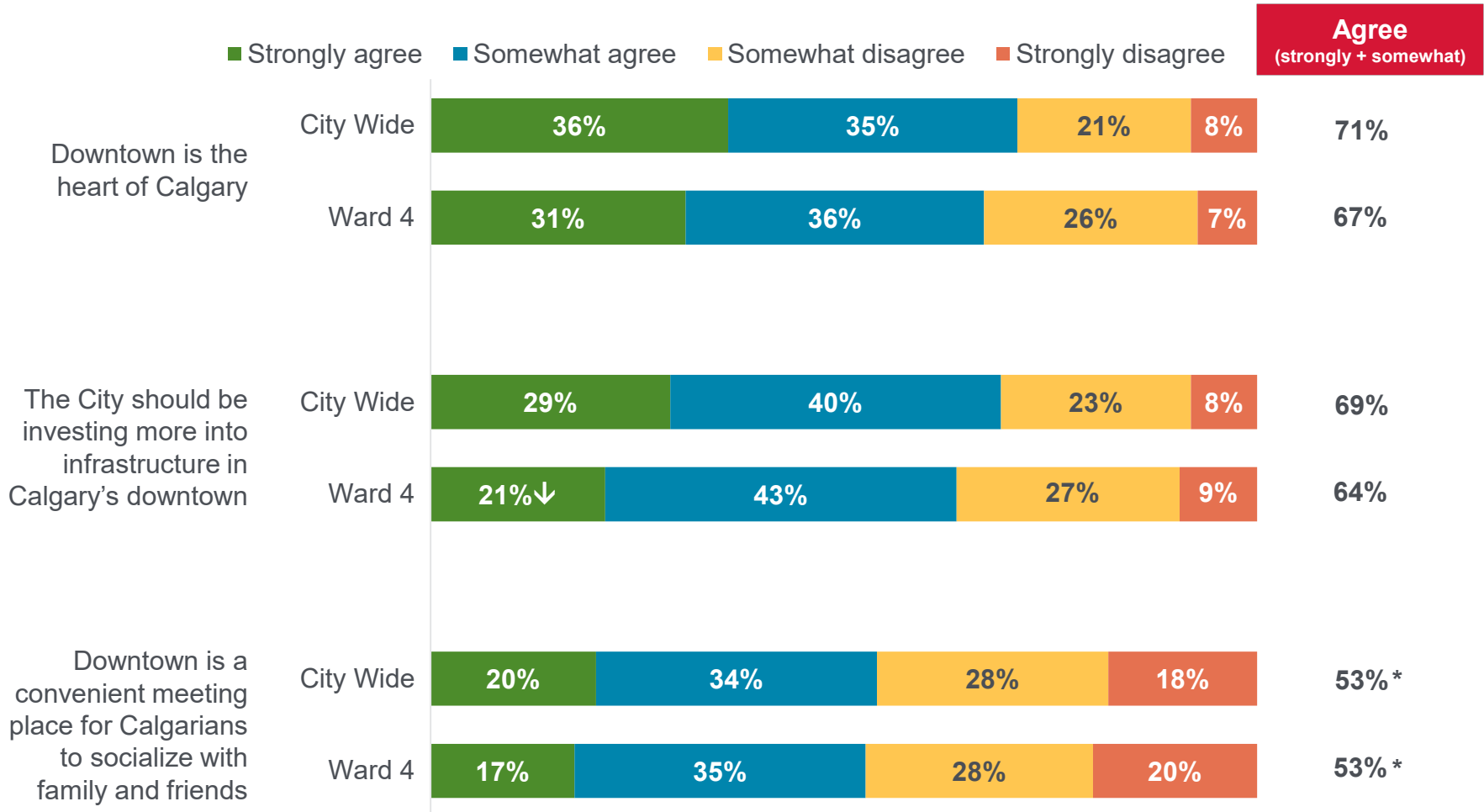
Q. The last subject we would like your opinion on today is Calgary's downtown. Please tell me the extent to which you agree or disagree with these statements.
 Base: Valid respondents (bases vary)

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 4
Female	50%	46%
Male	49%	51%
Other	1%	2%

Age		
	City Wide	Ward 4
18 to 24	11%	5%
25 to 34	20%	28%
35 to 44	17%	17%
45 to 54	18%	15%
55 to 64	12%	10%
65 or older	22%	25%
MEAN	47.4	47.7

Children and seniors in household		
	City Wide	Ward 4
Yes – children	31%	25%
Yes – seniors	33%	37%

Income		
	City Wide	Ward 4
Less than \$60,000	20%	25%
\$60,000 to just under \$120,000	37%	32%
\$120,000 to just under \$200,000	28%	32%
\$200,000 and over	15%	11%

Education		
	City Wide	Ward 4
Less than high school	2%	0%
High school or equivalent	17%	16%
Apprenticeship or trades diploma/certificate	7%	6%
College or non-university diploma/certificate	19%	17%
University degree/diploma/certificate	55%	61%

Employment status^		
	City Wide	Ward 4
Full time employed or self employed	56%	54%
Part time employed or self-employed	11%	9%
Retired	21%	24%
Looking after home and/or family	2%	1%
Unable to work because of sickness or disability	2%	2%
Unemployed	4%	6%
Doing unpaid or voluntary work	1%	2%
Student	4%	4%
Other	0%	1%

Base: Valid respondents (bases vary)

^ Multiple responses allowed

Respondent profile (continued)

Household size			
	City Wide	Ward 4	
1	15%	10%	
2	32%	36%	
3	19%	24%	
4	20%	21%	
5 or more	13%	9%	
MEAN	2.9	2.9	

Responsible for property taxes or rent			
	City Wide	Ward 4	
Yes	86%	86%	
No	14%	14%	

Own or Rent			
	City Wide	Ward 4	
Own	71%	69%	
Rent	25%	28%	
Other	4%	3%	

Born in Canada			
	City Wide	Ward 4	
Yes	71%	71%	
No	29%	29%	

Date of Arrival in Canada			
Base: Not born in Canada			
	City Wide	Ward 4	
Within the past 5 years	20%	20%	
More than 5 years ago	80%	80%	

Business Owner/Operator			
Base: Employed or self-employed			
	City Wide	Ward 4	
Own and operate a business	16%	16%	
Own a business	2%	1%	
Operate a business	2%	2%	
No	81%	82%	

Tenure in Calgary			
	City Wide	Ward 4	
Less than 5 years	8%	6%	
5 to less than 10 years	6%	8%	
10 to less than 15 years	10%	6%	
15 to less than 20 years	10%	10%	
20 to less than 30 years	22%	22%	
30 to less than 40 years	16%	18%	
40 or more	27%	30%	
MEAN	28.1	30.7	

Indigenous identity [^]			
	City Wide	Ward 4	
Yes – First Nations	1%	1%	
Yes – Metis	2%	<1%	
Yes – Inuit	0%	0%	
Yes – Prefer to self-describe	0%	0%	
Other	<1%	0%	
Don't know	<1%	0%	
No	96%	98%	

Base: Valid respondents (bases vary)

[^] Multiple responses allowed

Respondent profile (continued)

Disability in Household [^]		
	City Wide	Ward 4
Yes – myself	10%	9%
Yes – someone in my household	12%	13%
No	80%	79%

Racialized		
	City Wide	Ward 4
Yes	28%	22%
No	70%	76%
Prefer to self-describe	1%	2%

2SLGBTQIA+		
	City Wide	Ward 4
Yes	7%	10%
No	93%	90%

Base: Valid respondents (bases vary)

[^] Multiple responses allowed



Contact

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