



# Parks Naturalization Survey Results

Beaverdam Flats, Carburn Park, Cranston  
December 2020

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# Background & Methodology

## Background

Calgary Parks is restoring some open spaces to a more natural state of health. Naturalization includes incorporating more native species, while still controlling noxious weeds, less mowing, and less dandelion control.

Calgary Parks wants to better understand citizens' perceptions and preferences around natural areas, and any potential barriers to or concerns about naturalization. An open feedback web form was created and residents near three naturalized areas (Beaverdam Flats, Carburn Park, and Cranston) were targeted with online ads inviting them to provide feedback.

## Methodology

An online survey was available from November 30 to December 11, 2020.

A total of 4,028 viewed the survey, 1,472 started it, and 1,070 respondents completed the survey in full.

The average time to complete the online survey was 6 minutes.

**Please note: As this was an opt-in survey, findings should be interpreted as directional in nature only.**

# Detailed Results

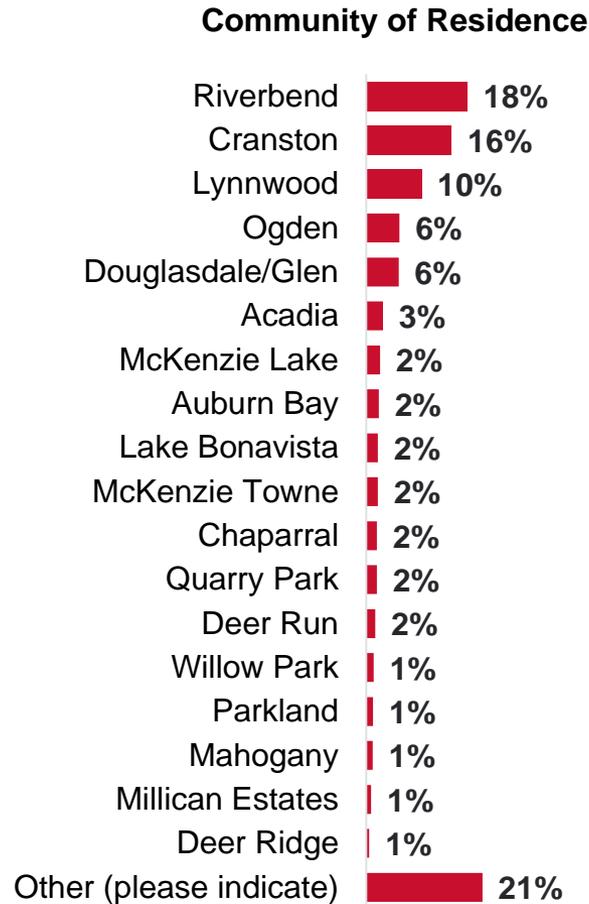




# Community



# Community of Residence



**Mentions of <1% are not shown, and top “other” mentions include:**

- Wolf Willow
- Dover
- Sundance
- Fairview
- Haysboro
- Maple Ridge
- Palliser
- Southwood

Total may not add to 100% due to rounding

Q. In which community do you live?

Base: All respondents (n=1,291)



## Opinions about Naturalization

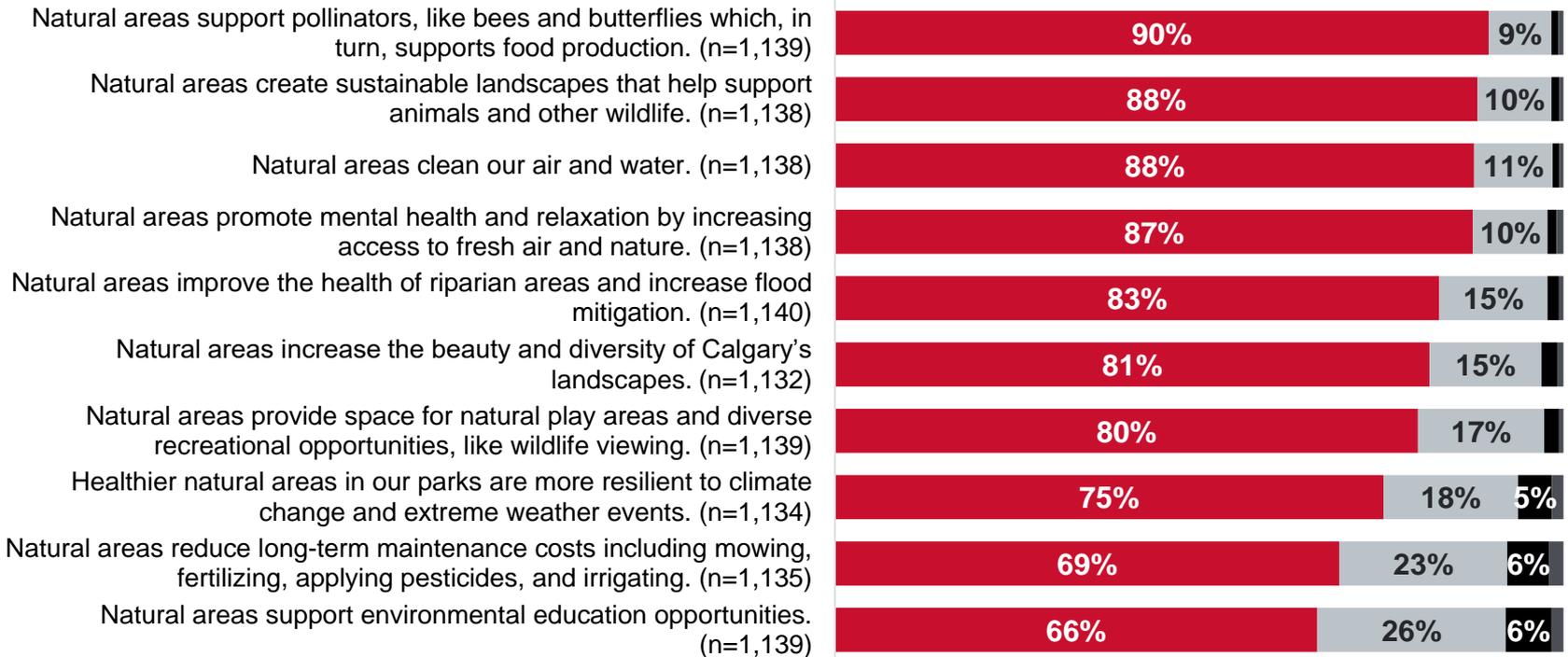


# Importance of Benefits

Virtually every benefit of natural areas is seen to be important by respondents, with two thirds or more saying each is “very important.”

## Level of Importance of Benefits of Natural Areas

■ Very important   ■ Somewhat important   ■ Not very important   ■ Not at all important



Q: Natural areas support the overall health of Calgary’s ecosystem by increasing biodiversity and balancing between urban life and nature. What level of importance are each of the following benefits of natural areas to you?

Base: All respondents (bases vary)

Responses <3% are not labeled.

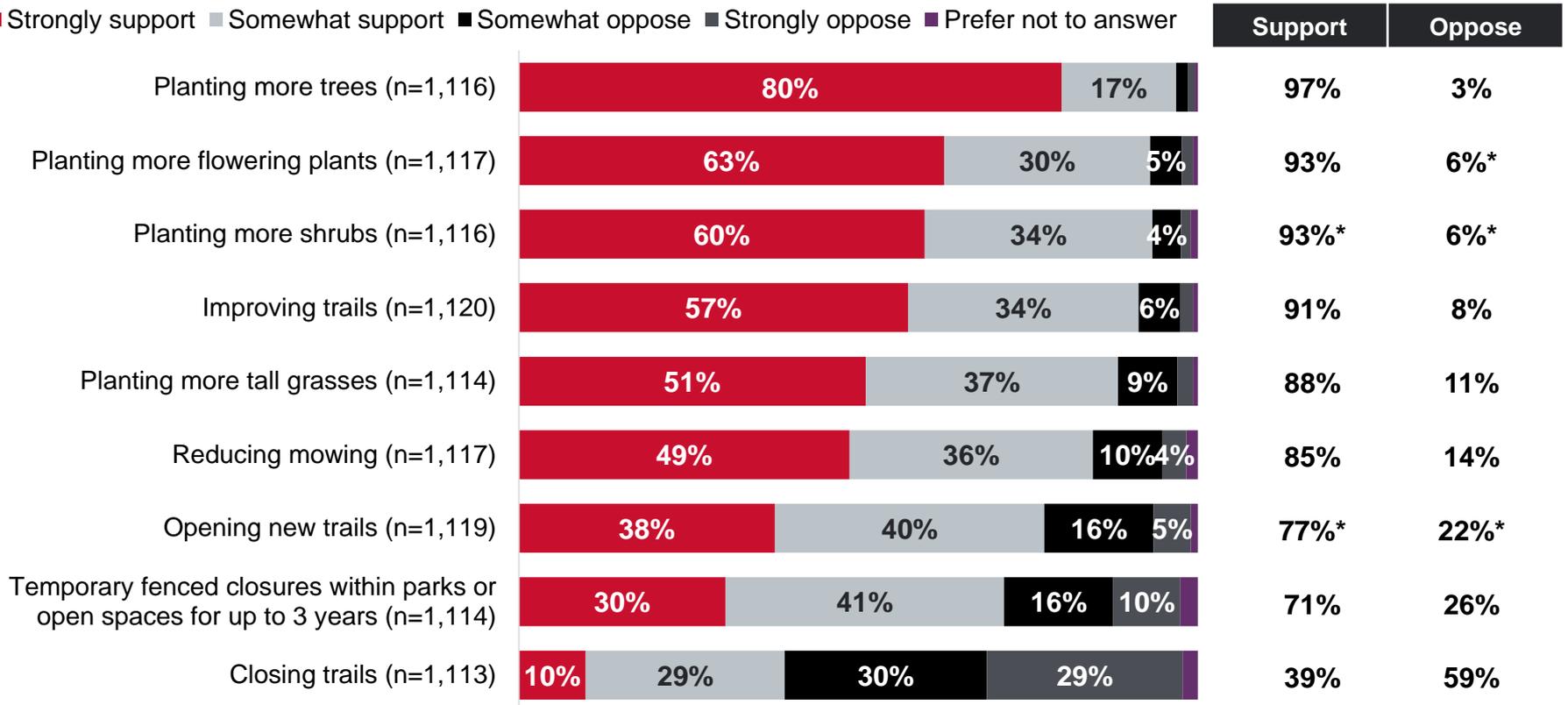


# Support for Naturalization Activities

Support is strong for most naturalization activities, with the exception of closing trails.

## Naturalization Activities: Support or Opposition

■ Strongly support ■ Somewhat support ■ Somewhat oppose ■ Strongly oppose ■ Prefer not to answer



\*Rounding

Responses <3% are not labeled.

Q: To what extent do you either support or oppose the following activities that help restore natural habitats in your community?  
 Base: All respondents (bases vary)

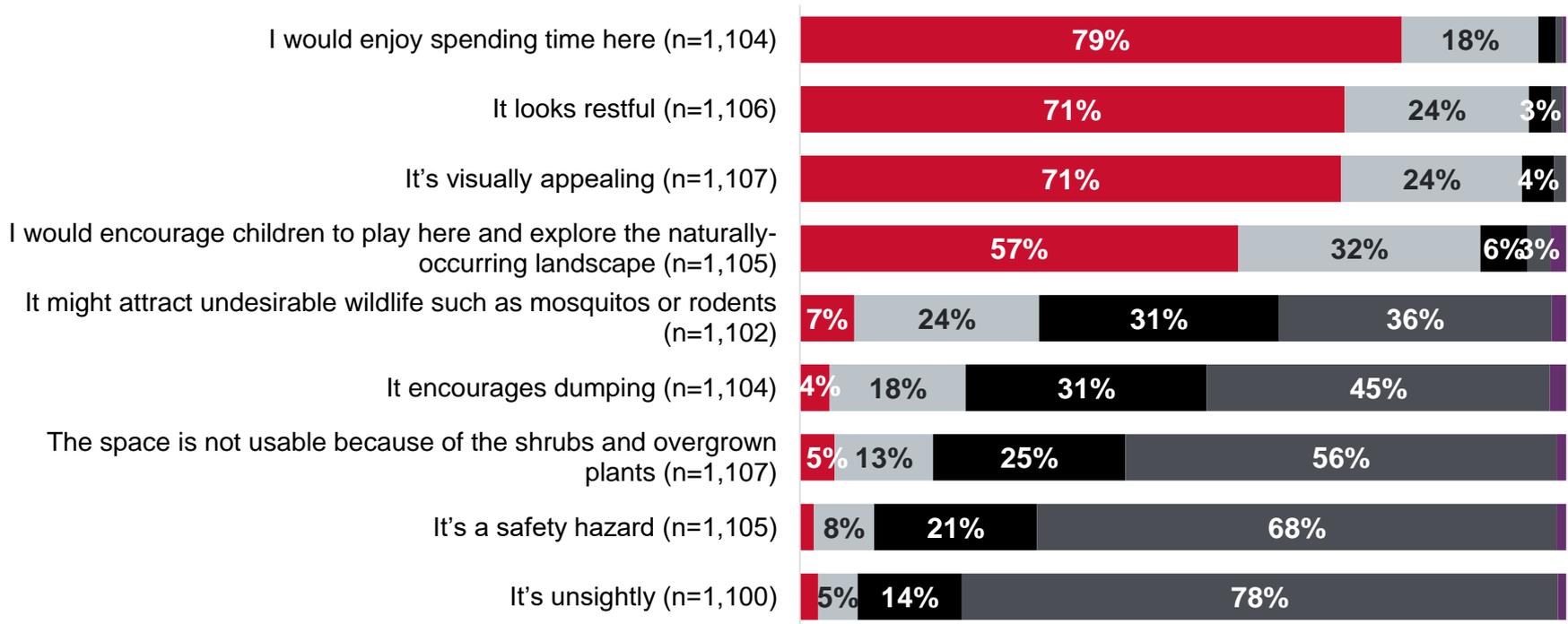


# Opinions about Restored Areas

In general, opinions of restored areas are overwhelmingly positive. There are small pockets of concern about certain aspects of restored areas, such as attracting pests, encouraging dumping, or limiting use.

## Opinions about Restored Areas

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



Q: These photos are examples of healthy natural spaces within Calgary and represent how restored areas might look in the longer-term. If an area like this was in your community, what would be your level of agreement with the following statements?

Base: All respondents (bases vary)

Responses <3% are not labeled.

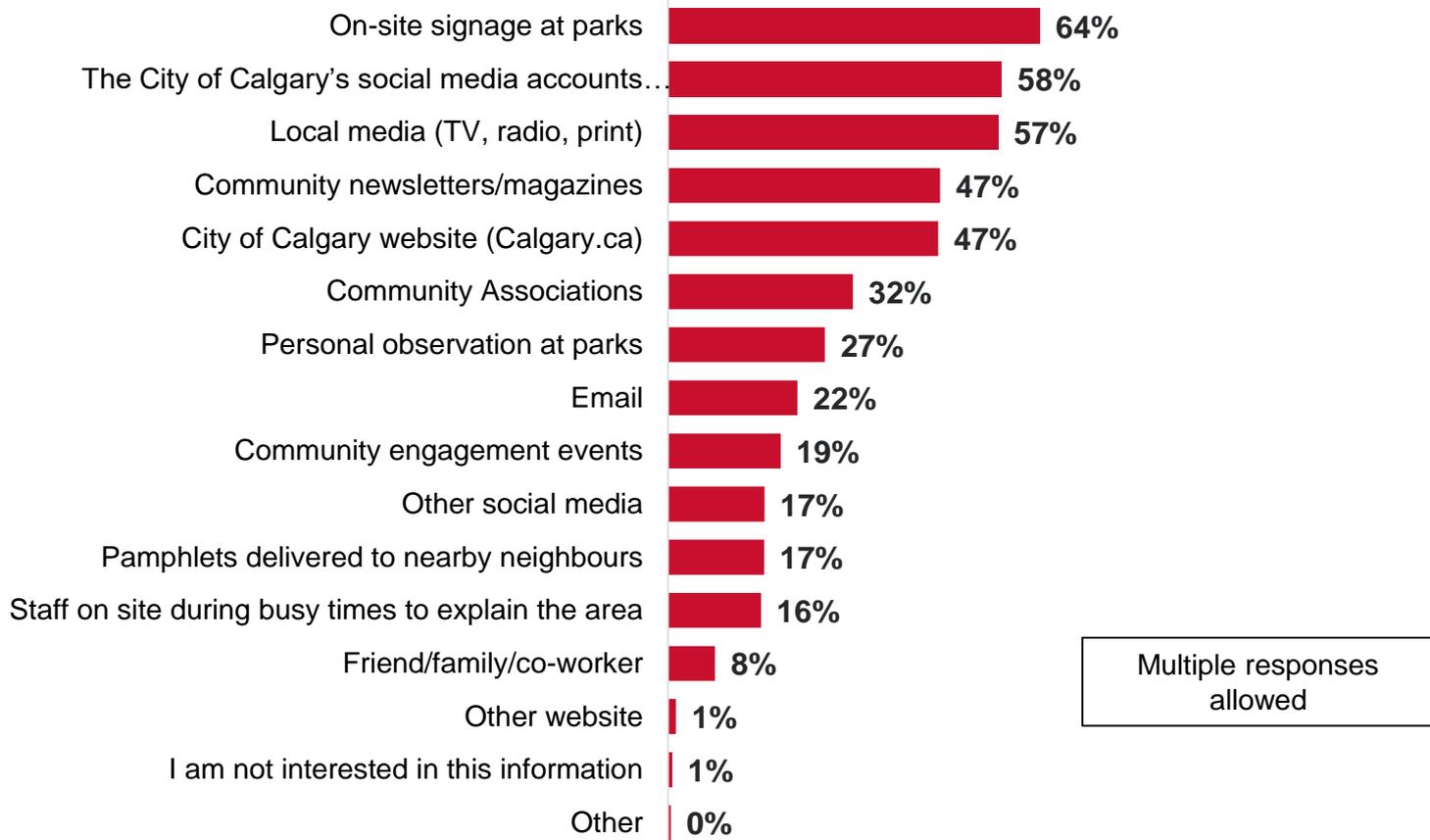


## Information Needs



# Preferred Information Channels

## Preferred Information Channels



Q. What is the best way to provide you with information about planned habitat restoration projects? (Select all that apply)

Base: All respondents (n=1,095)



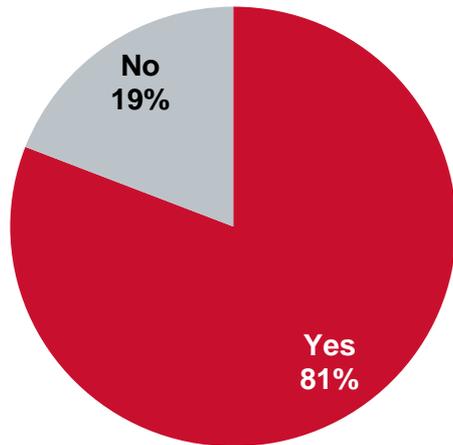
## Naturalization at Home



# Naturalization In My Yard

Among respondents who own a home with a yard they can modify, three-quarters are interested in naturalizing their yards.

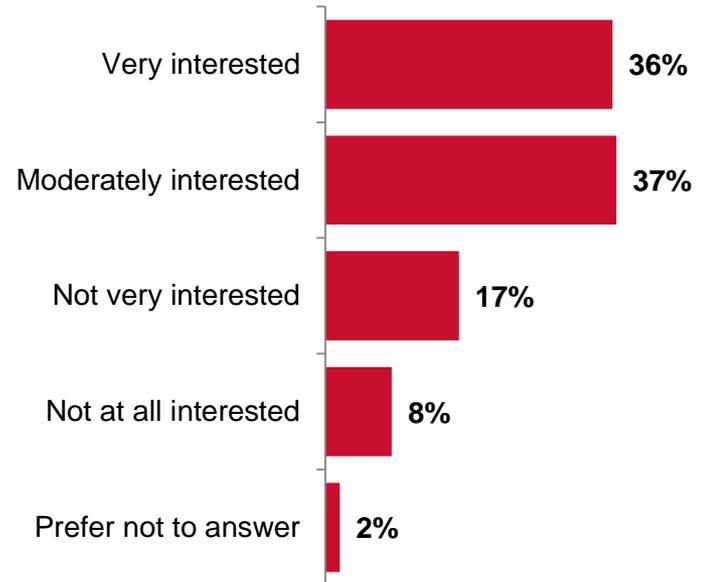
**Own a Home With a Yard I can Modify**



Q. Do you own a house with a yard that you can modify? This includes a single-detached house, townhouse, duplex, triplex or fourplex.

Base: All respondents (n=1,021)

**Level of Interest**  
*(among those who own a home with a yard)*



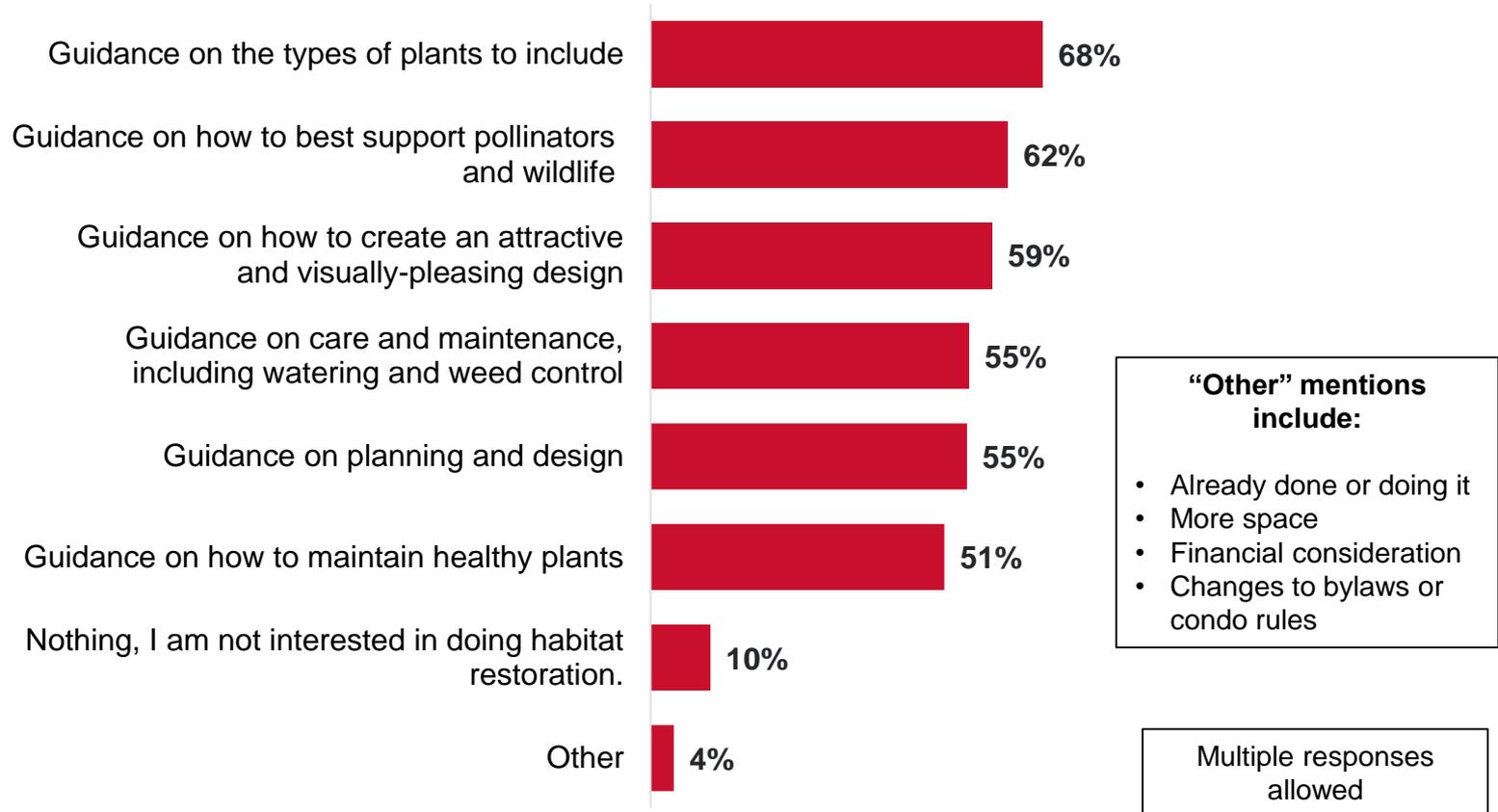
Q. How interested, if at all, would you be in doing naturalization in your own yard?

Base: Respondents who own a home with a yard they can modify (n=825)



# Information Needed To Try At Home

Type of Information Needed To Do At Home



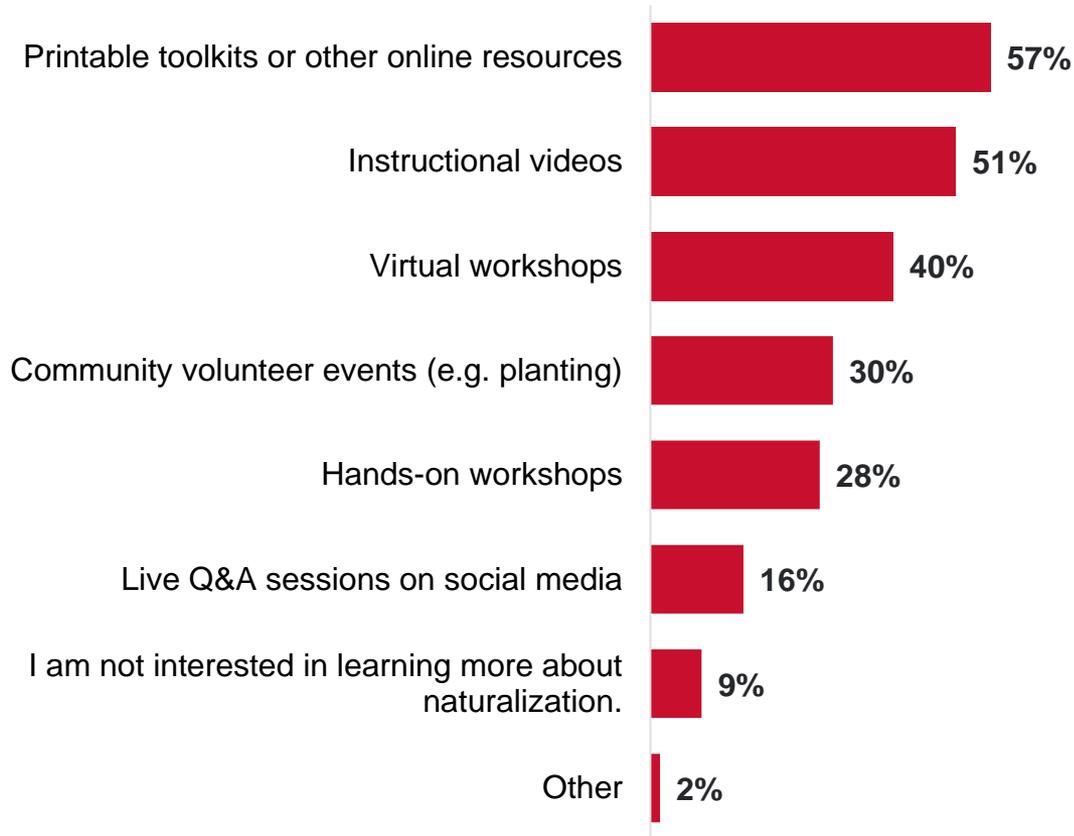
Q. What types of information would make you more likely to do naturalization in your own yard? Please select all that apply.

Base: Respondents who own a home with a yard they can modify (n=823)



# Preferred Format for Information

**Preferred Format for Information Needed**



**“Other” mentions include:**

- Already done or doing it
- More space
- Financial consideration
- Changes to bylaws or condo rules

Multiple responses allowed

Q. What types of information would make you more likely to do naturalization in your own yard? Please select all that apply.

Base: Respondents who own a home with a yard they can modify (n=819)



## Contact

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