

Calgary



2023 Fall Survey of Calgarians

Ward 10 – Final report

December 2023

Prepared by:



Ipsos Public Affairs

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Respondent profile

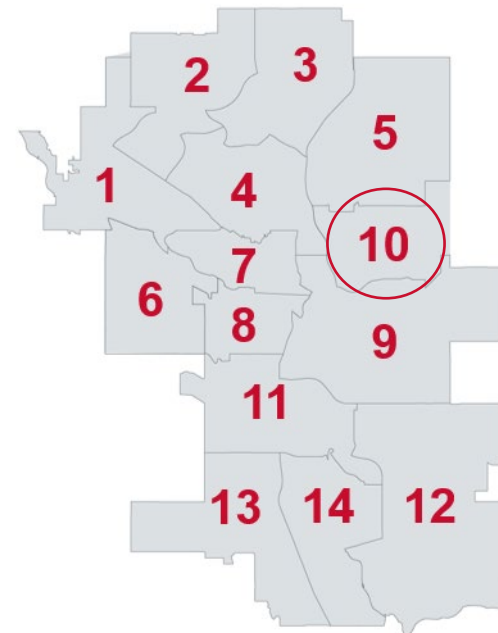
Methodology

- 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 155 interviews were conducted with residents of Ward 10. 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 10 is ± 7.87 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 10 are compared to those from fall 2022 as indicated by a grey dotted box:
 - Ward 10 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 10

Quality of life



'Good' Quality of Life
74%



Calgary is a great place to make a life
69%

I am proud to live in my neighbourhood



78%

I feel safe walking alone in my neighbourhood after dark



62%



Calgary is a great place to make a living
64%



Calgary is on the right track to be a better city 10 years from now
74%

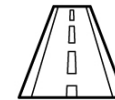
Issue agenda (top 3)



Crime, safety and policing
36%



Homelessness, poverty and affordable housing
32%



Infrastructure, traffic and roads
27%

Value for taxes and satisfaction of Calgarians



51%
'Good' value for tax dollars



75%
'Satisfied' with City services and programs



77%
'Satisfied' with customer service

City reputation and performance



50%
'Trust' The City of Calgary



64%
Satisfied with running of The City by Council and Administration



71%
'Agree' City practices open and accessible government








80%
'Agree' City is building meaningful relationships with Indigenous partners



91%
'Agree' Calgary is a city that celebrates culture, heritage and diversity




Difference in Ward 10 vs. City Wide

		Ward 10	City Wide
	Quality of life		
	We need to act now to address climate change	73%↑	61%
	Feel 'safe' walking alone in neighbourhood after dark	62%↓	76%
	Issue agenda		
	Crime, safety and policing [Net]	36%↑	27%
	Public safety	22%↑	15%
	City programs and services		
	No statistically significant differences	-	-
	Taxation		
	The City does a good job of providing Calgarians with information on how their property tax dollars are invested in various City services	63%↑	53%
	'Poor' value for municipal tax dollars	13%↓	20%
	City 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 City Wide
↓ Statistically lower than City Wide

Difference in Ward 10 vs. City Wide (continued)

			Ward 10	City Wide
 City reputation and performance		'Distrust' The City	15%↓	23%
		Satisfaction with City Council (excluding City Administration)	65%↑	55%
		The City of Calgary practices open and accessible government	71%↑	62%
		The City uses input from Calgarians in decision-making about City projects and services	65%↑	54%
		Calgarians have enough opportunities to provide input into decision making about City projects and services	61%↑	52%
		The City allows Calgarians to have meaningful input into decision-making	60%↑	51%
		I am confident that The City of Calgary is working to improve how it includes Calgarians' input into important decisions	68%↑	59%
		I believe that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary	72%↑	59%
		The City of Calgary manages its spending in a responsible way that reflects the needs and priorities of Calgarians	60%↑	51%
 Council focus areas		Working to find ways to make it easier to do business in Calgary	77%↑	68%
 Accessibility and downtown revitalization		The City should explore ways to make home ownership more achievable for all Calgarians	96%↑	90%

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

Year-over-year changes in Ward 10

			2023	2022
	Quality of life	No statistically significant differences	-	-
	Issue agenda	Homelessness, poverty and affordable housing [Net]	32%↑	15%
		Affordable/available housing	20%↑	1%
	City programs and services	No statistically significant differences	-	-
	Taxation	No statistically significant differences	-	-
	City communication and customer service	No statistically significant differences	-	-
	City reputation and performance	No statistically significant differences	-	-
	Council focus areas	No statistically significant differences	-	-
	Accessibility and downtown revitalization	<i>New questions in 2023, not asked in 2022</i>	-	-

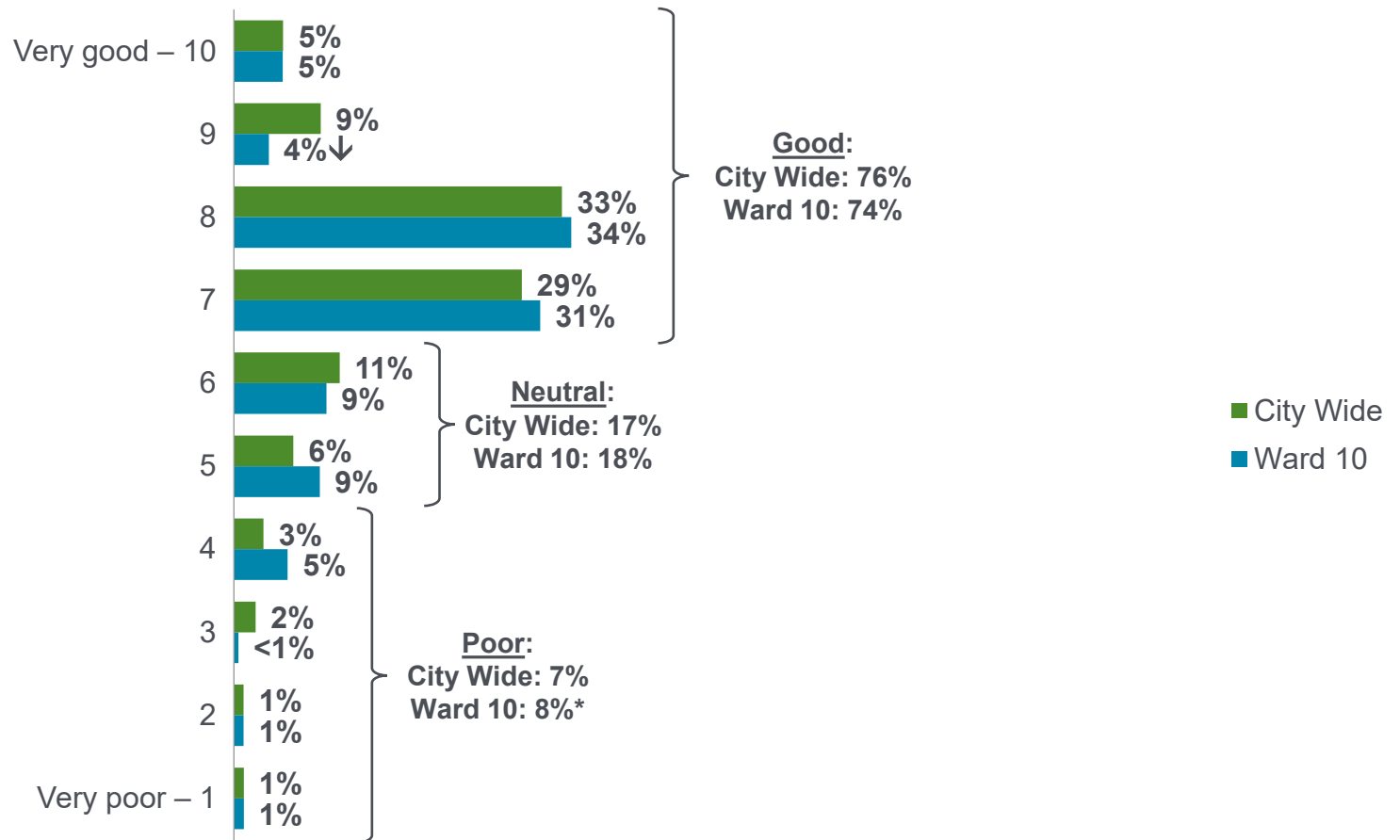
Note: A 'Net' is combination of 2 or more mentions that cover a specific theme.

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



Quality of life

Overall quality of life in Calgary



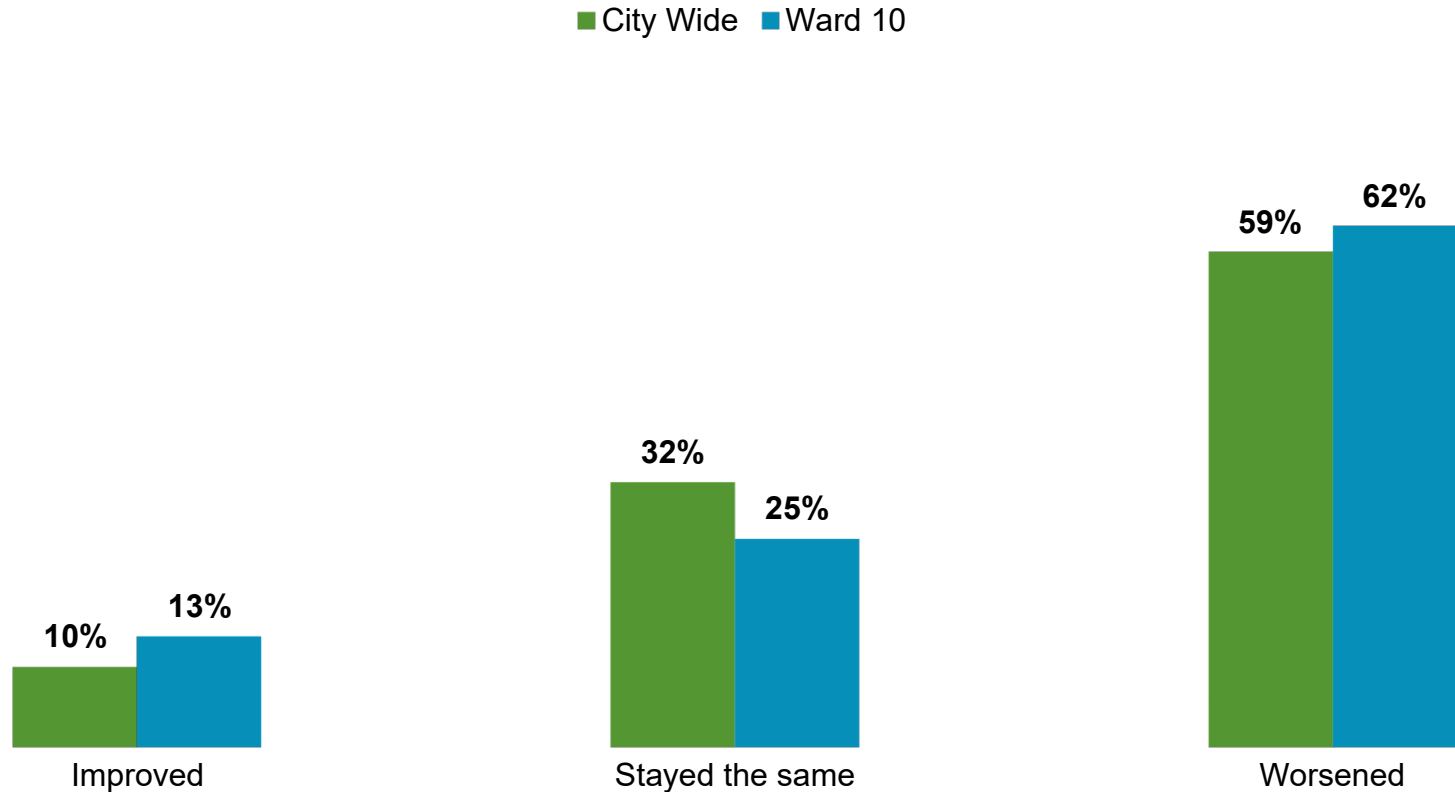
Q. On a scale of “1” to “10” where “1” is “very poor” and “10” is “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents: City Wide (n=2,497) / Ward 10 (n=155)

* Rounding

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

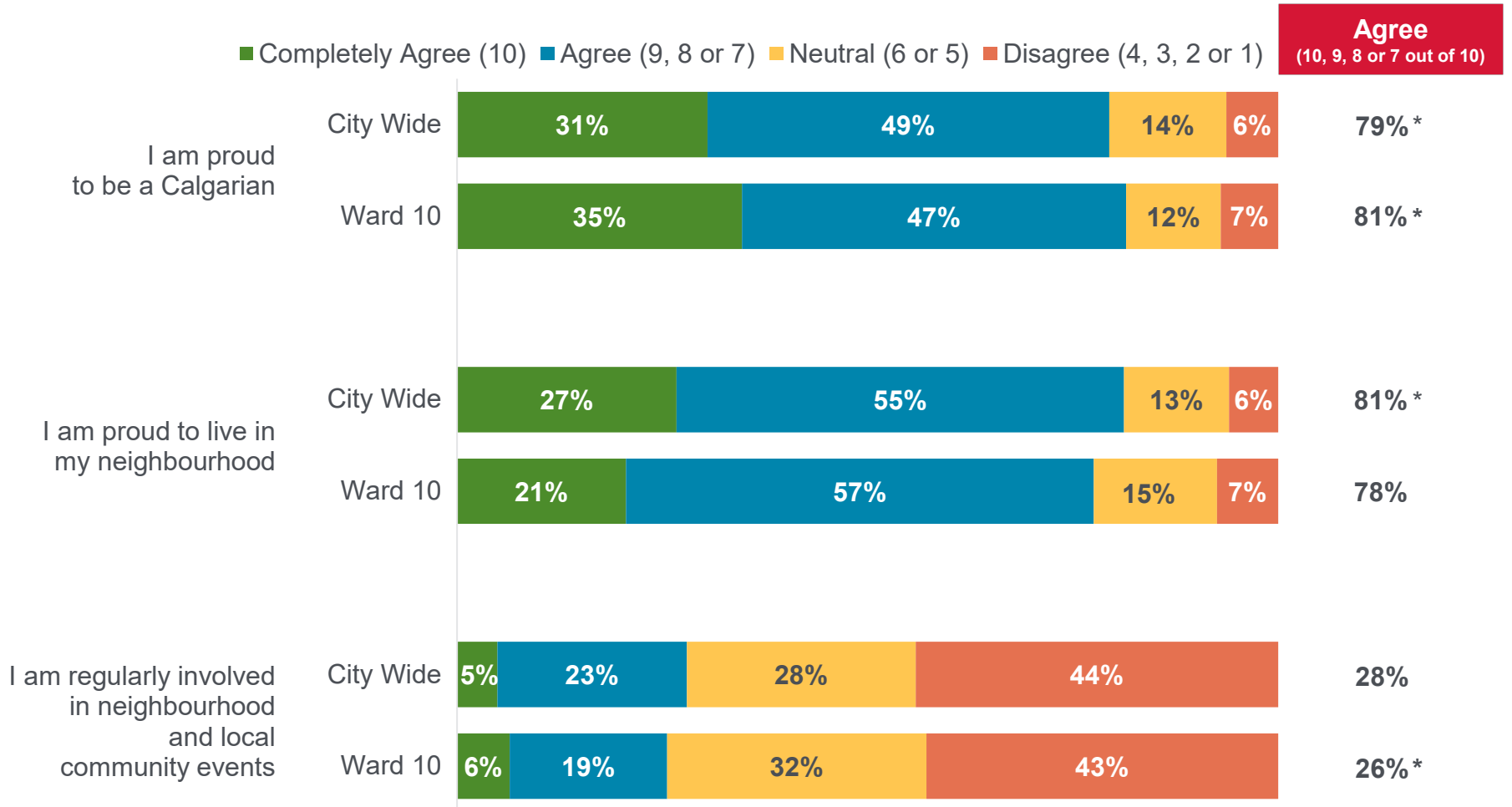
Perceived change in quality of life



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 10 (n=154)

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)

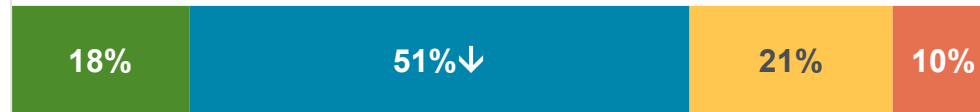
Calgary is a great
place to make a life

City Wide



75%

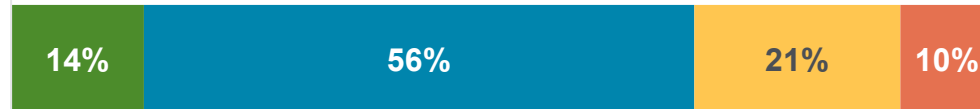
Ward 10



69%

Calgary is a great
place to make a living

City Wide



70%

Ward 10



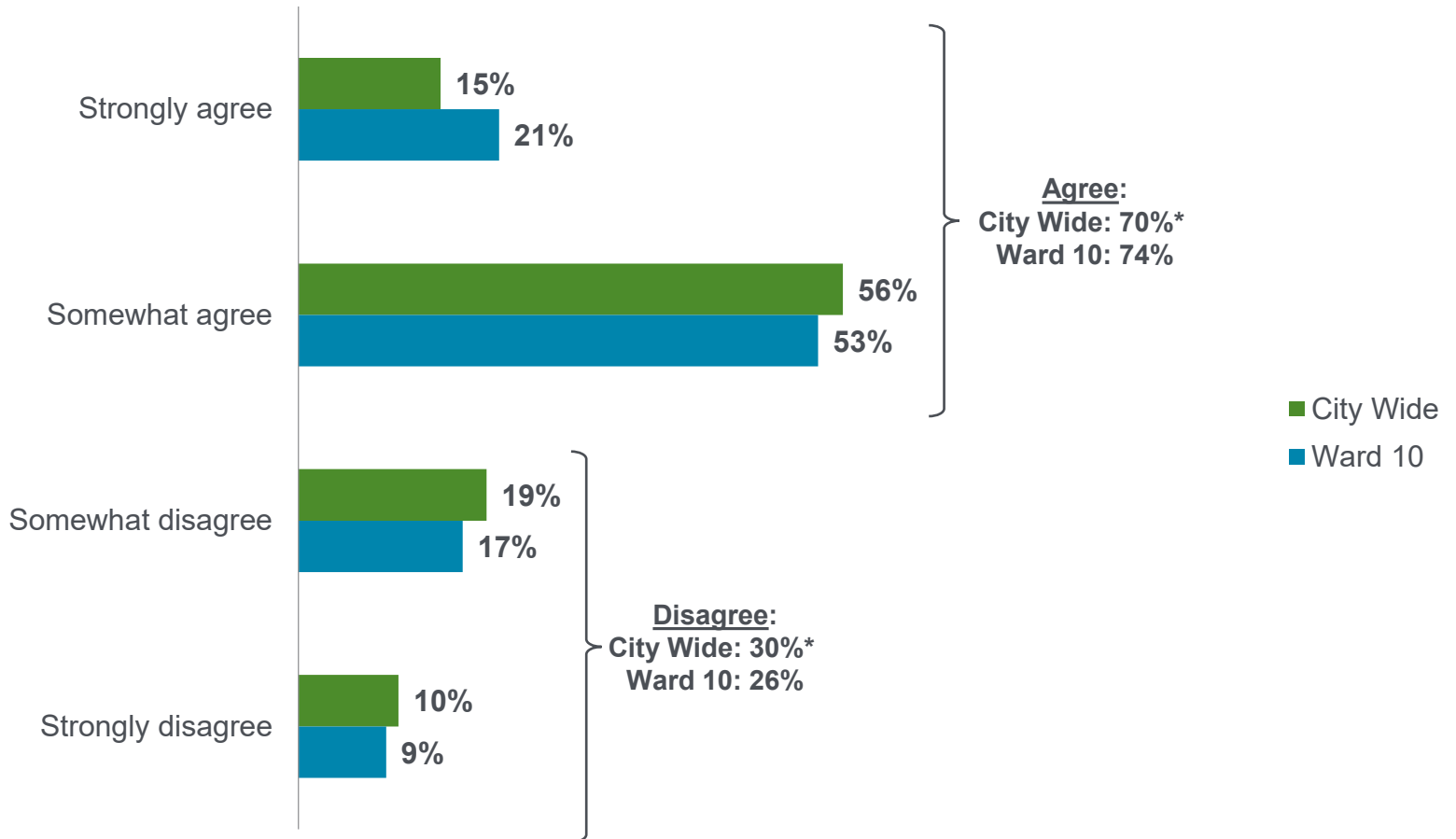
64%

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 10 2022

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

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 10 (n=153)

* 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 10



66%

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

City Wide



38%

Ward 10



43%

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 10 2022

Inclusivity

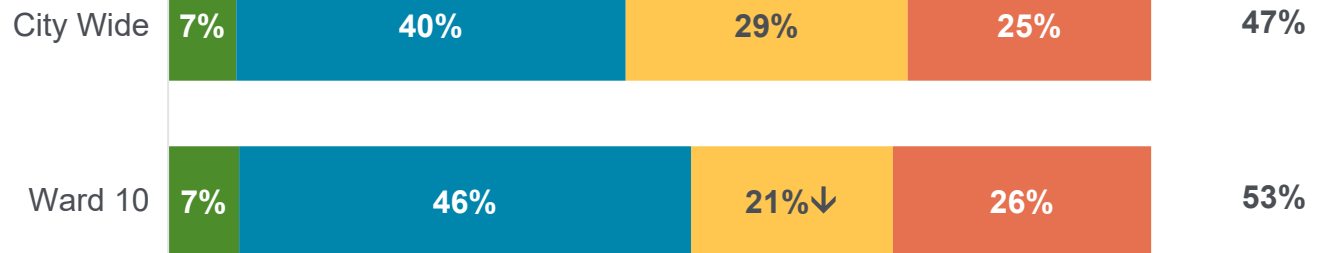
■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

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



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)

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

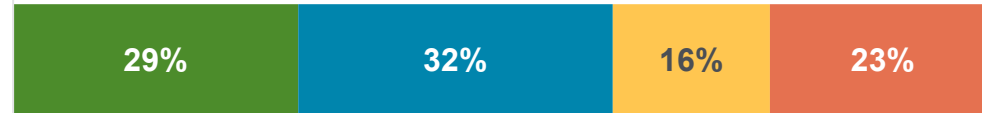
Climate change and City programs to reduce environmental impact

■ 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 10



73% *↑

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

City Wide



47%

Ward 10



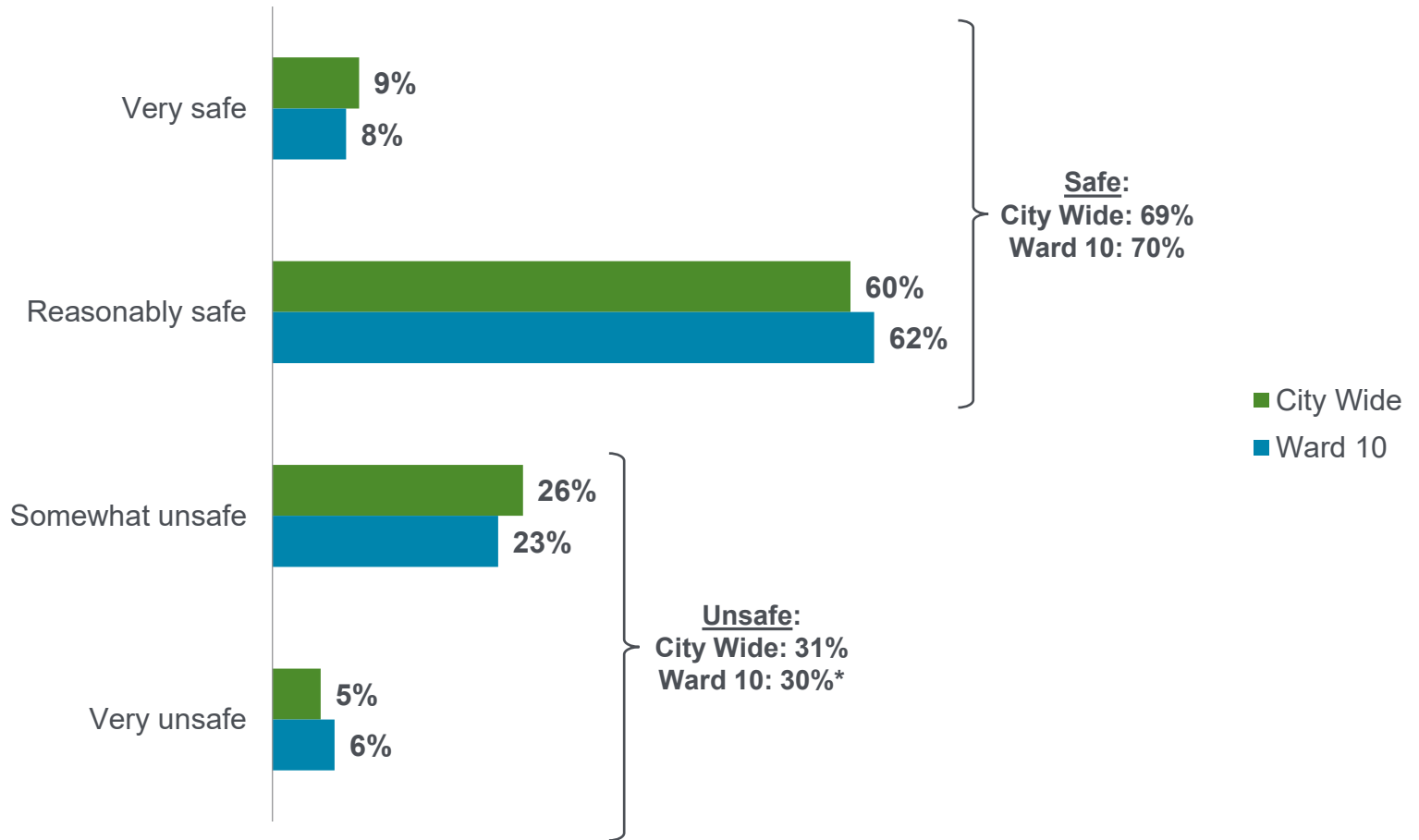
51%

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)

* Rounding

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

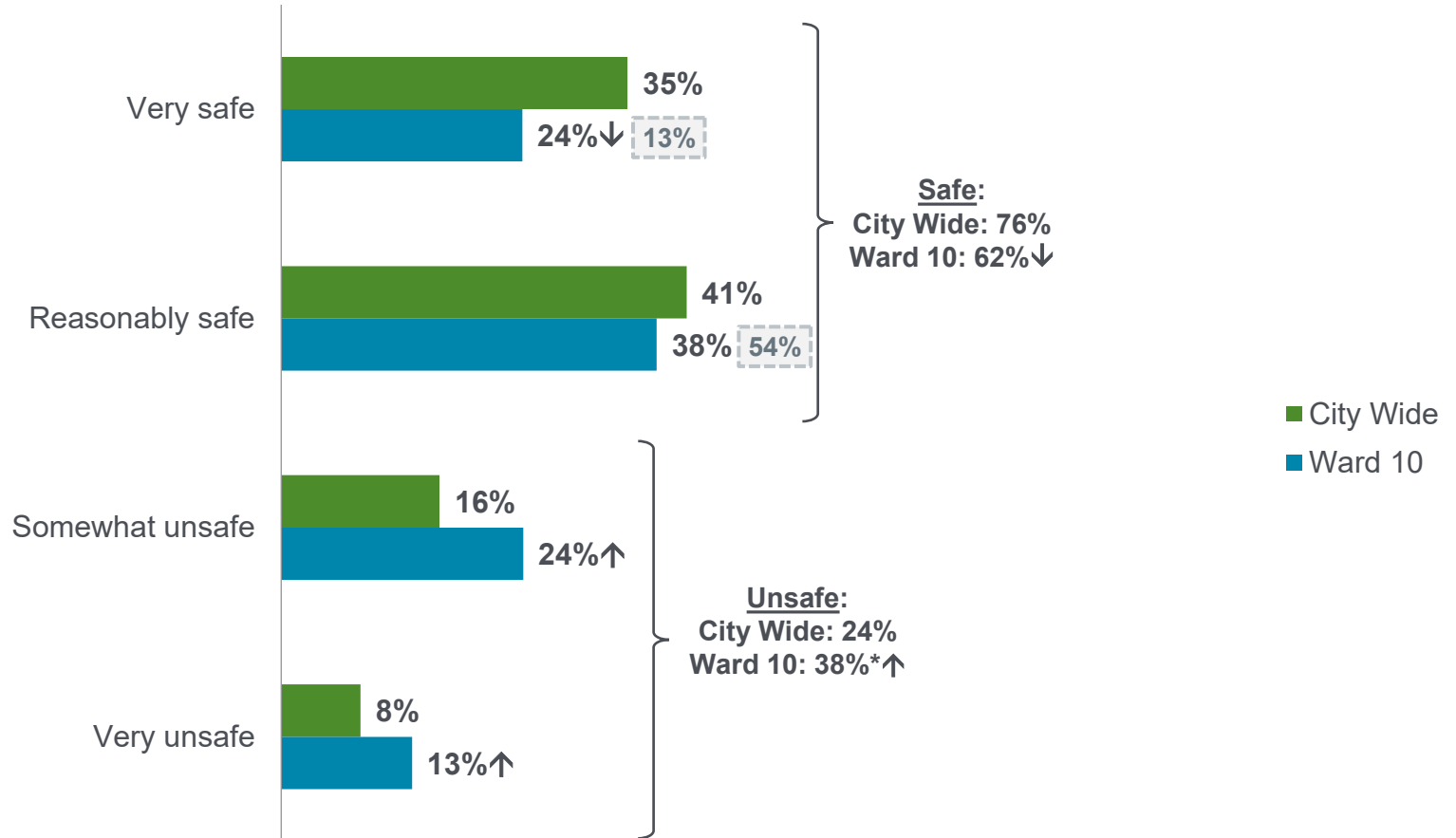
Overall perceived safety of the city of Calgary



Q. How safe or unsafe do you think Calgary is overall?
 Base: Valid respondents: City Wide (n=2,492) / Ward 10 (n=153)

* Rounding

Perceived safety in own neighbourhood



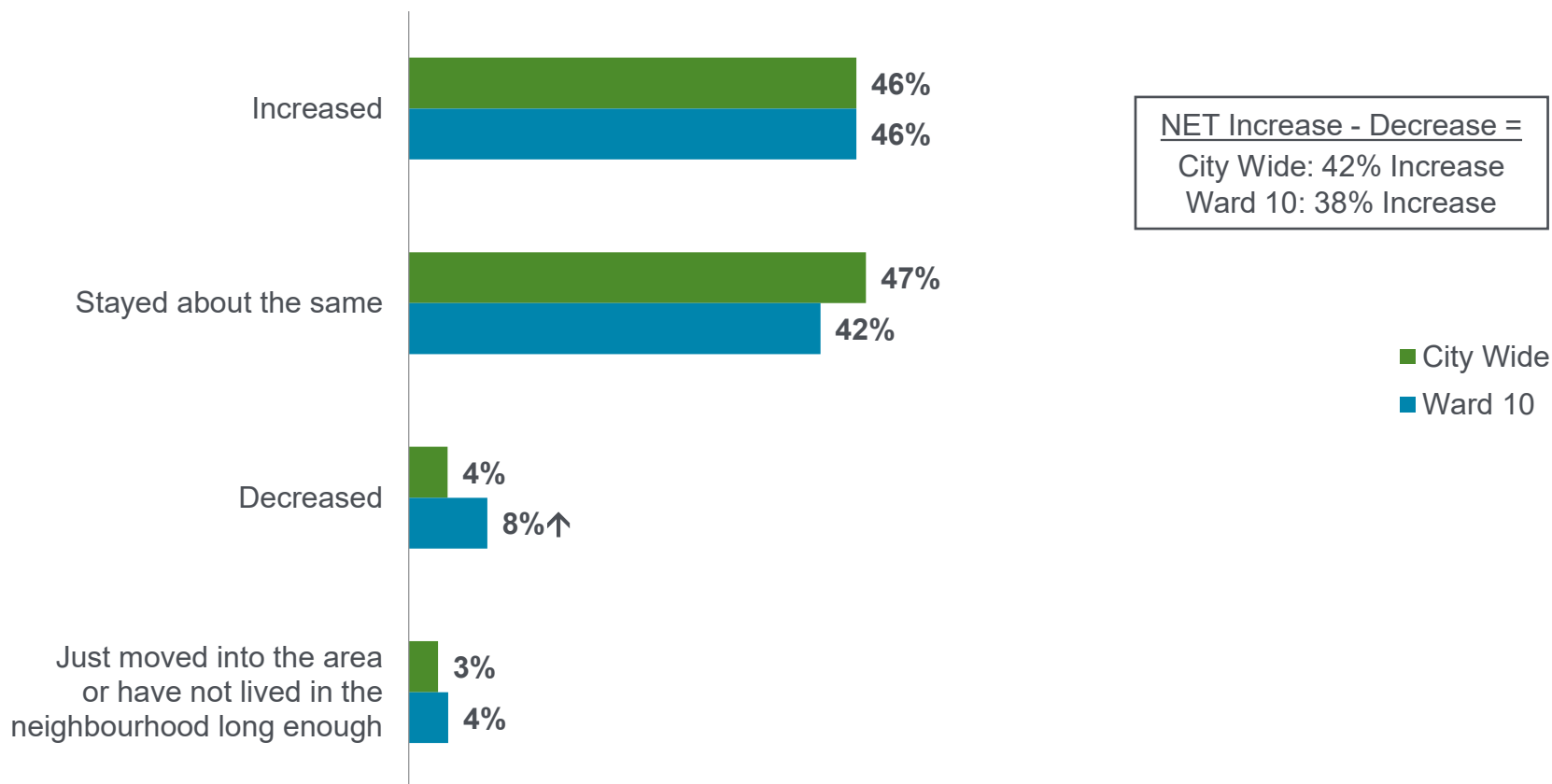
Ward 10 2022

* Rounding

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

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 10 (n=153)

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 10 (n=153)

↑ 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 10

■ First mention ■ Other mentions

Net - Homelessness, poverty and affordable housing	23%	8%	31%	32%	15%
Affordable/available housing	15%	5%	21%	20%	1%
Poverty/ homelessness/ related social issues	9%	5%	14%	13%	
Net - Infrastructure, traffic and roads	17%	11%	28%	27%	
Road conditions	5%	4%	9%	10%	
Traffic congestion	4%	6%		5%	
Net - Crime, safety and policing	17%	10%	27%	36% ↑	
Public safety	9%	5%	15%	22% ↑	
Crime	8%	6%	14%	17%	
Net - Transit	8%	7%	15%	13%	
Public transportation [incl. buses/ C-train/ poor service]	4%	4%	8%	6%	
Transit system improvements	3%	5%		6%	
Net - Economy	7%	4%	11%	9%	
Economy/ cost of living	6%	3%	9%	9%	
Net - Environment and waste management	5%	4%	9%	9%	
Net - Taxes	4%	3%	8%	6%	
Taxes/ high taxes	3%	6%		5%	
Net - Growth and planning	4%	6%		5%	
Net - Recreation	4%	3%	7%	11%	
Healthcare	3%	5%		5%	
Drugs/ alcohol/ addiction services/ management	3%	5%		2%	
None/ no others	9%	9%		10%	

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 10 (n=150)

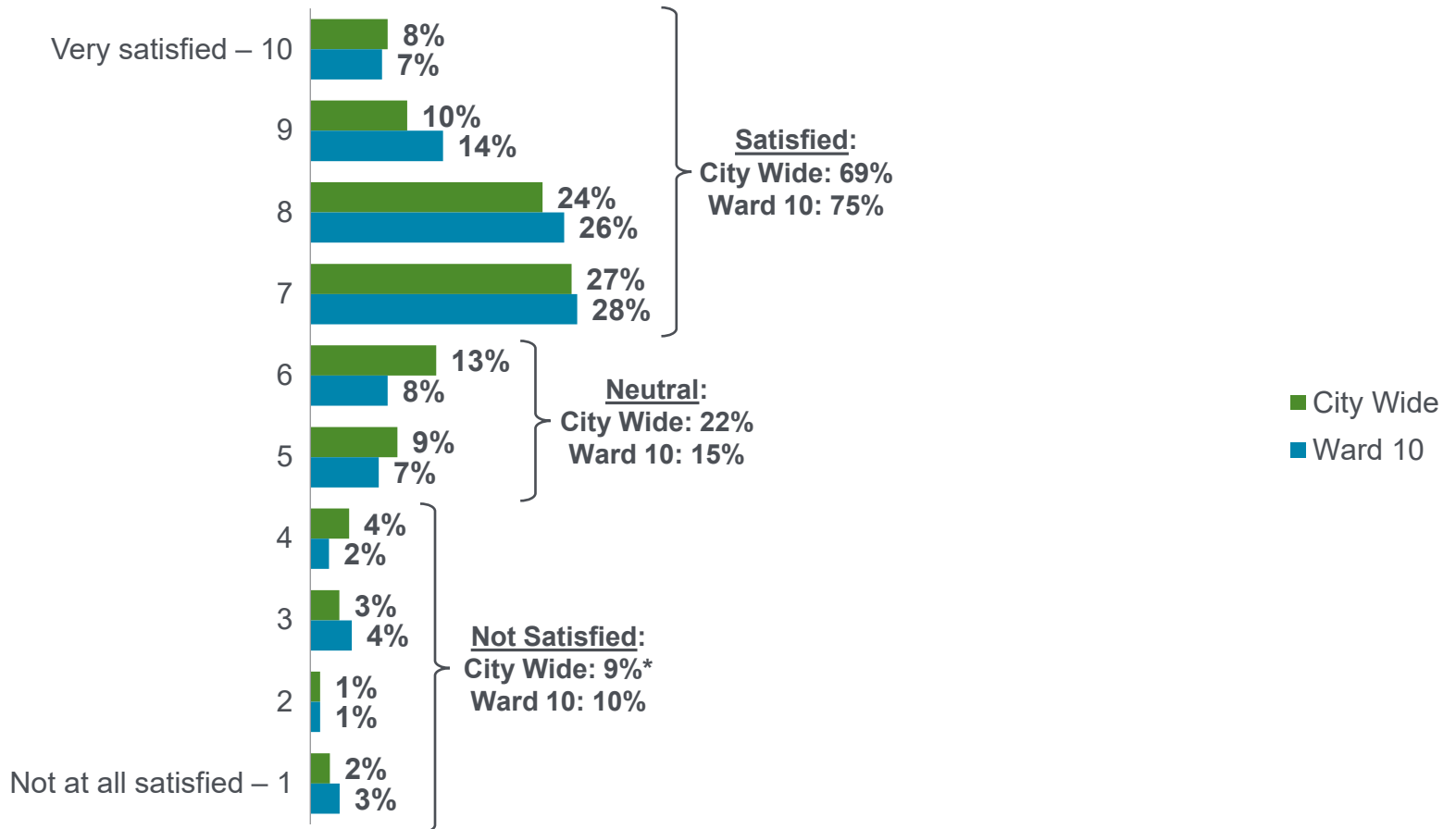
Ward 10 2022

↑ 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

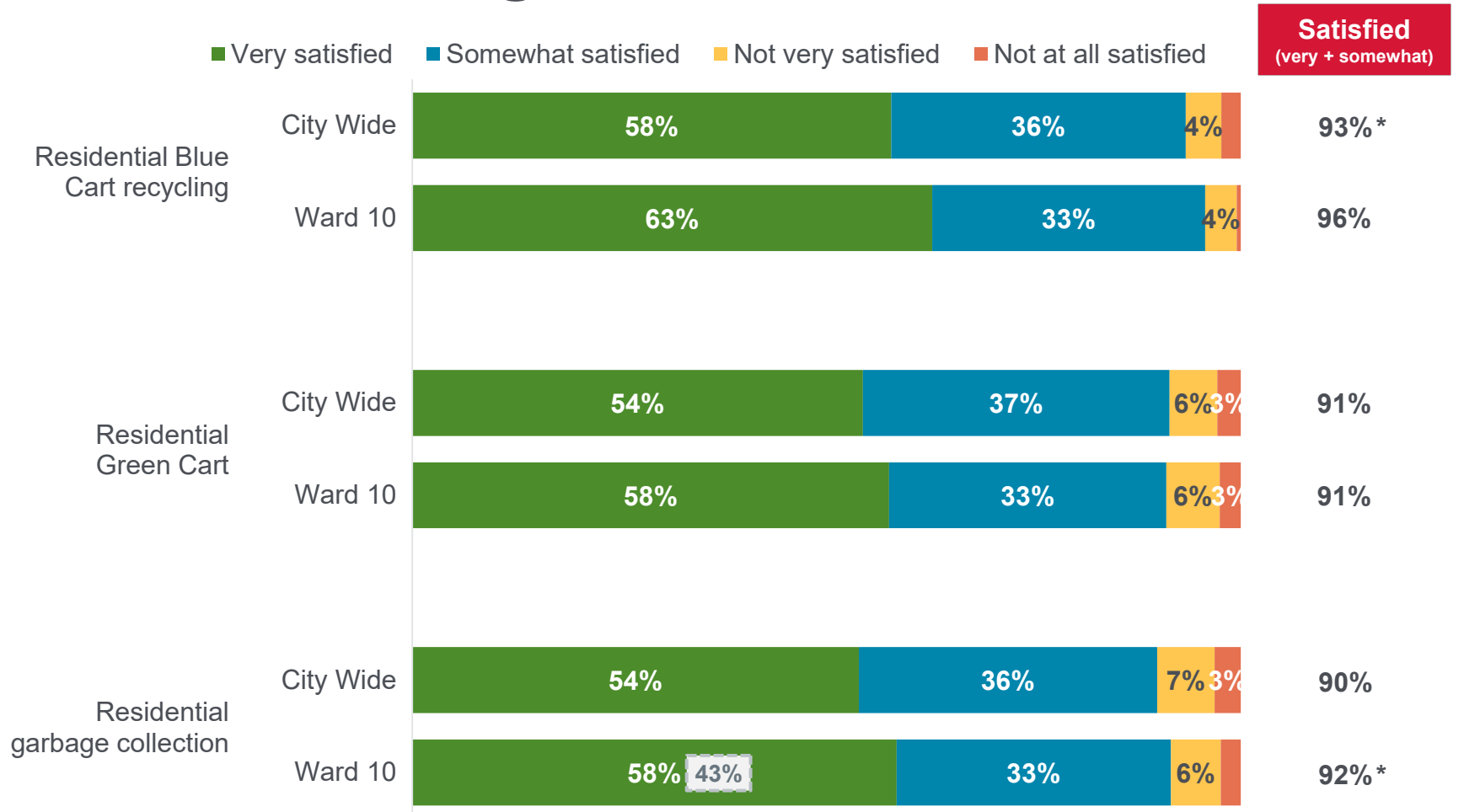


Q. On a scale of 1 to 10 where “1” is “not at all satisfied” and “10” is “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents: City Wide (n=2,496) / Ward 10 (n=155)

* 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)

Ward 10 2022

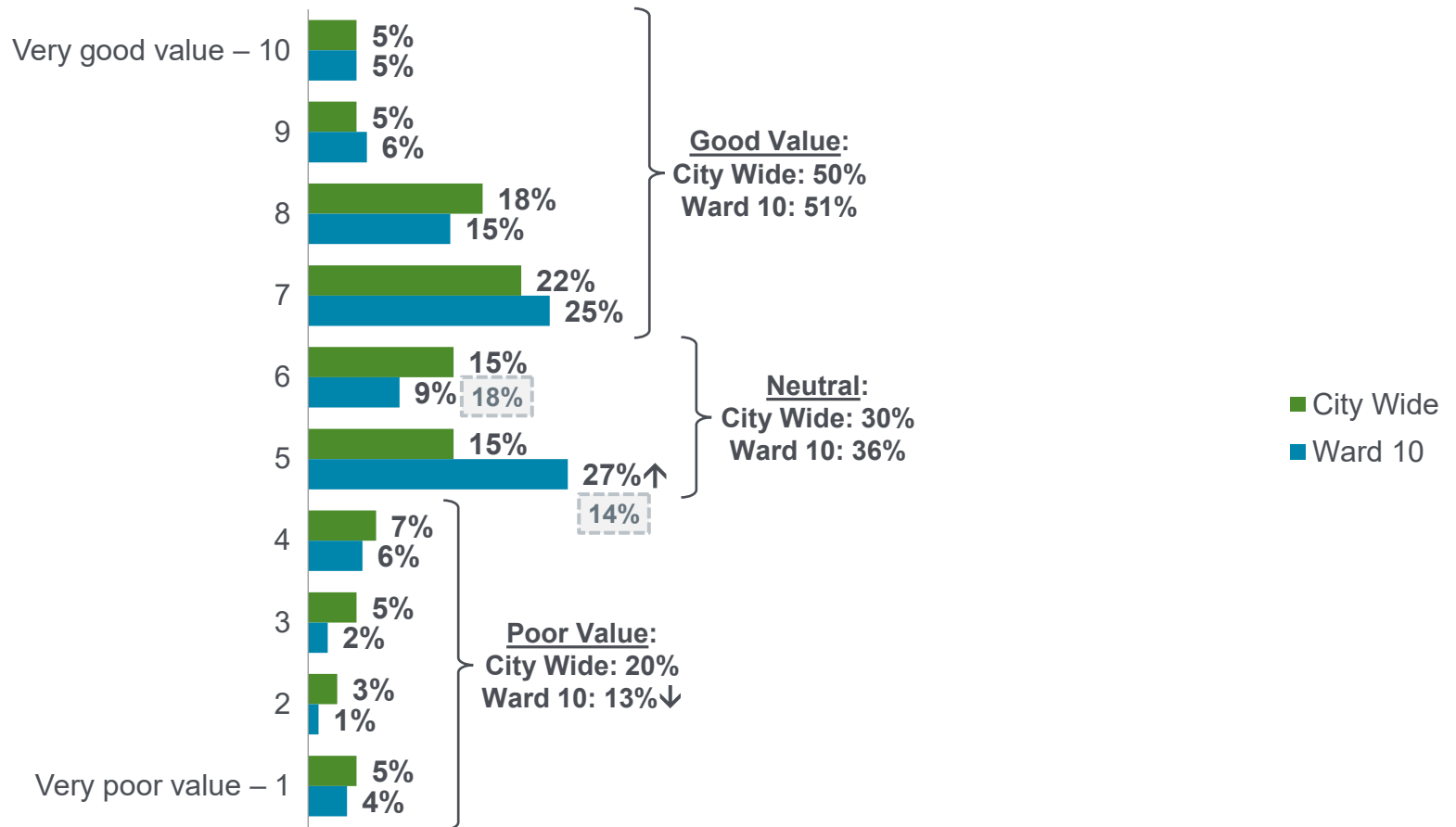
Data labels <3% are not shown

* Rounding



Taxation

Perceived value of property taxes



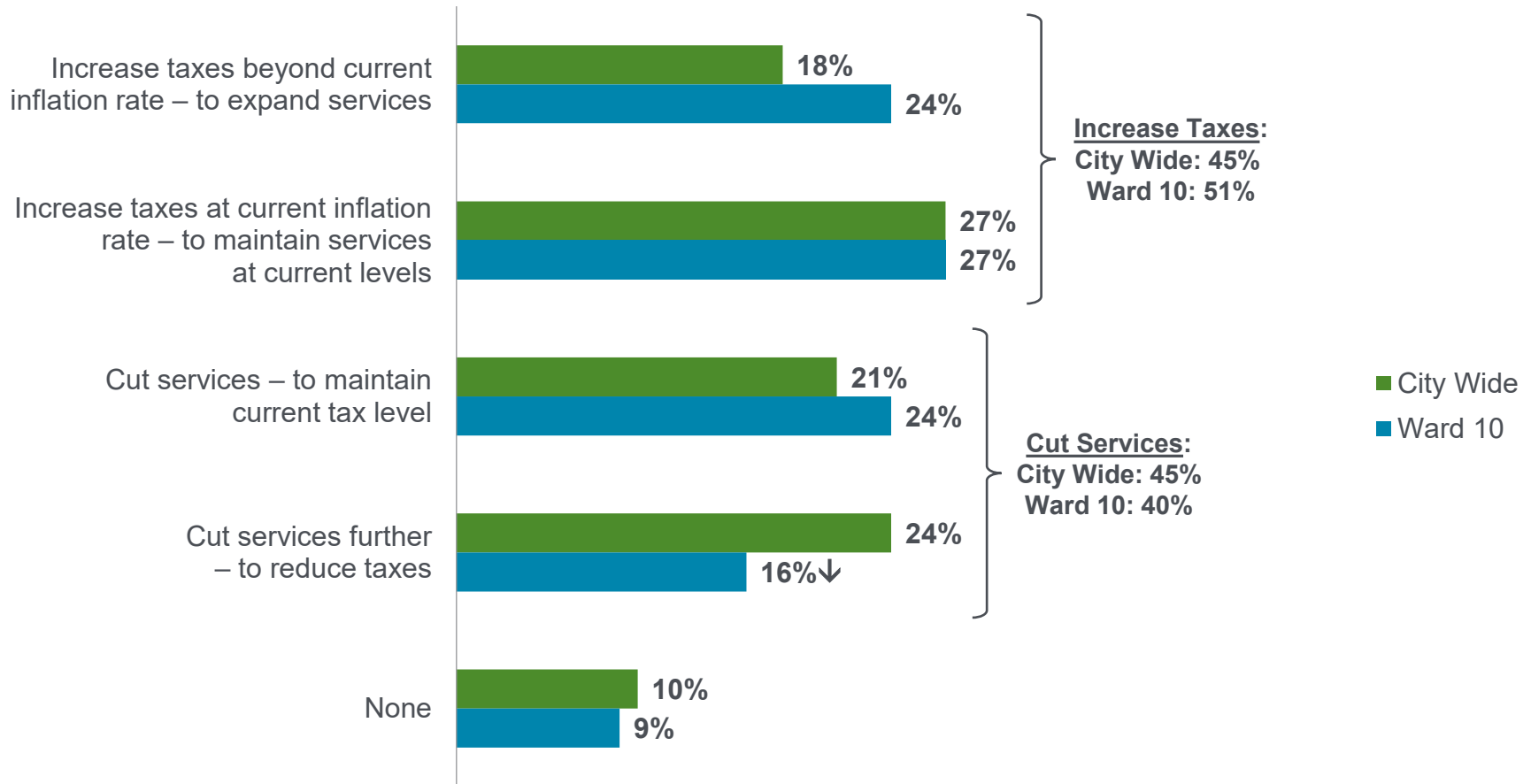
Q. Property tax dollars are divided between The City and the Province. Approximately two-thirds of residential property tax payments go to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars 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 10 (n=150)

Ward 10 2022

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

Balancing taxation and service delivery levels



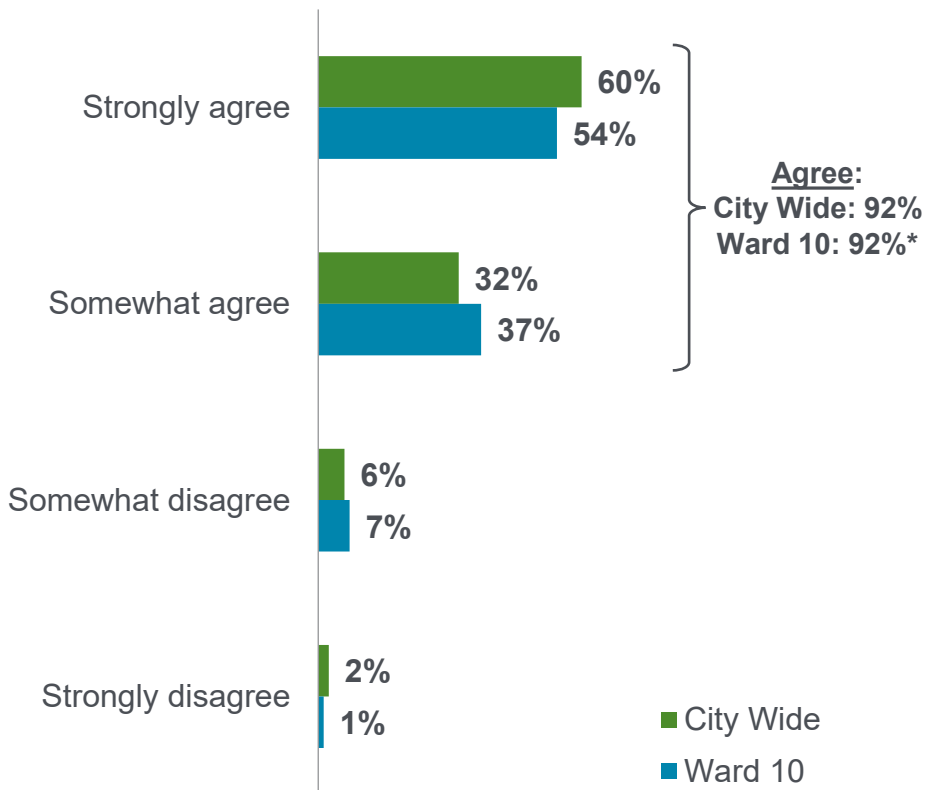
Q. Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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

Base: Valid respondents: City Wide (n=2,422) / Ward 10 (n=149)

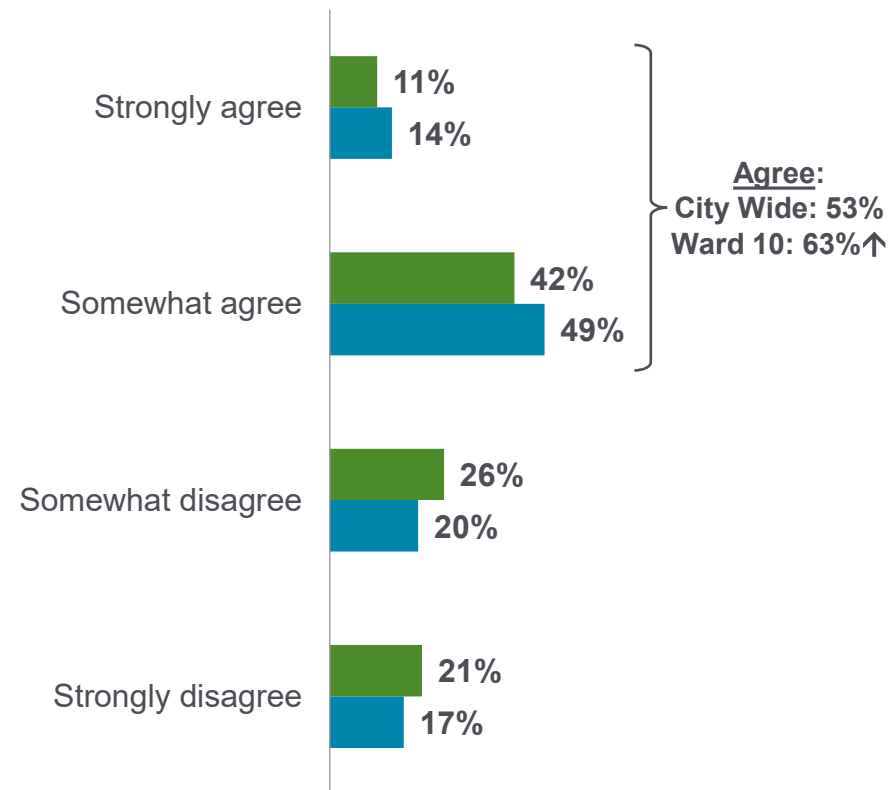
↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

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

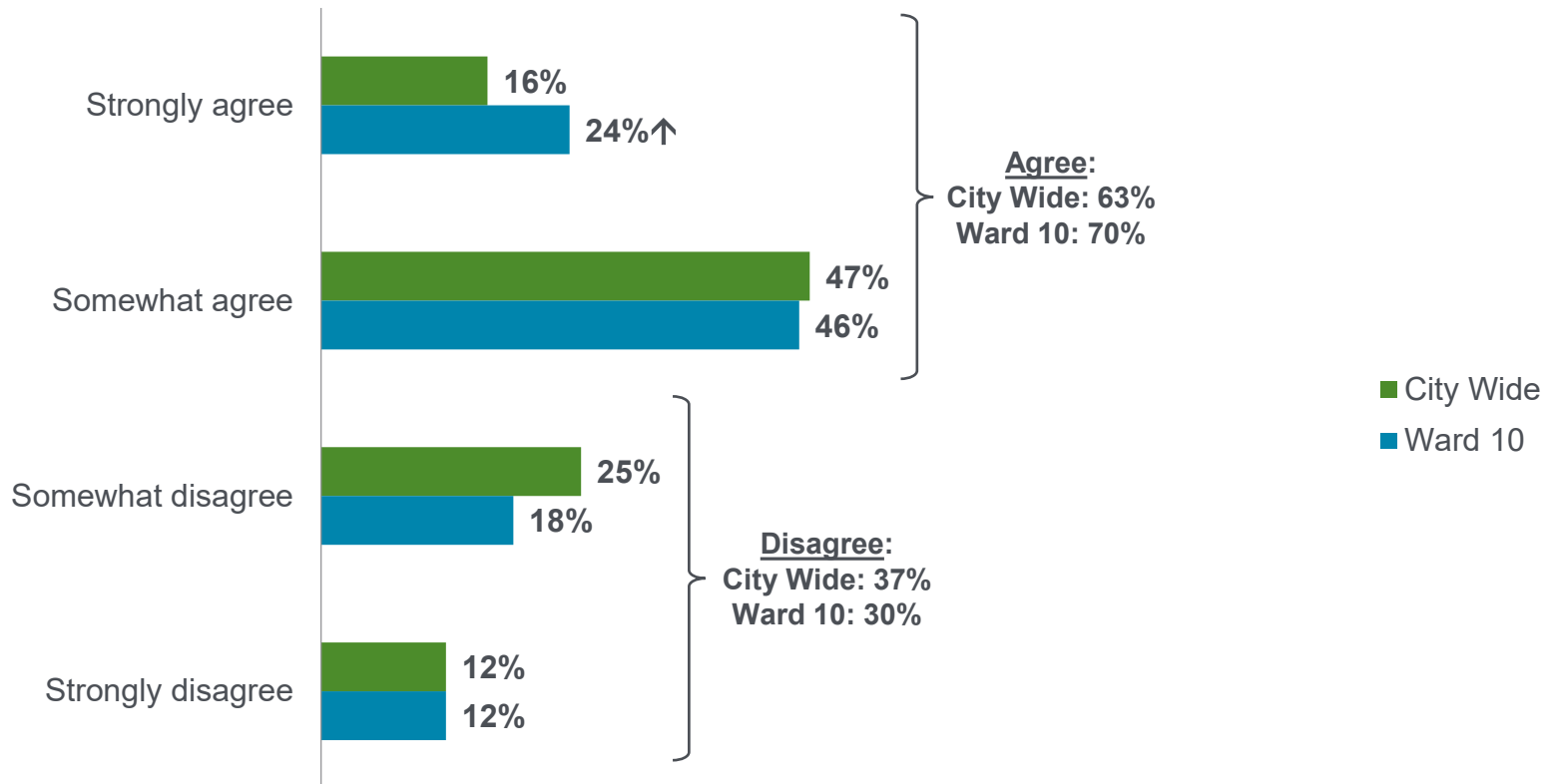
↑ Statistically higher than City Wide
↓ Statistically lower than City Wide



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



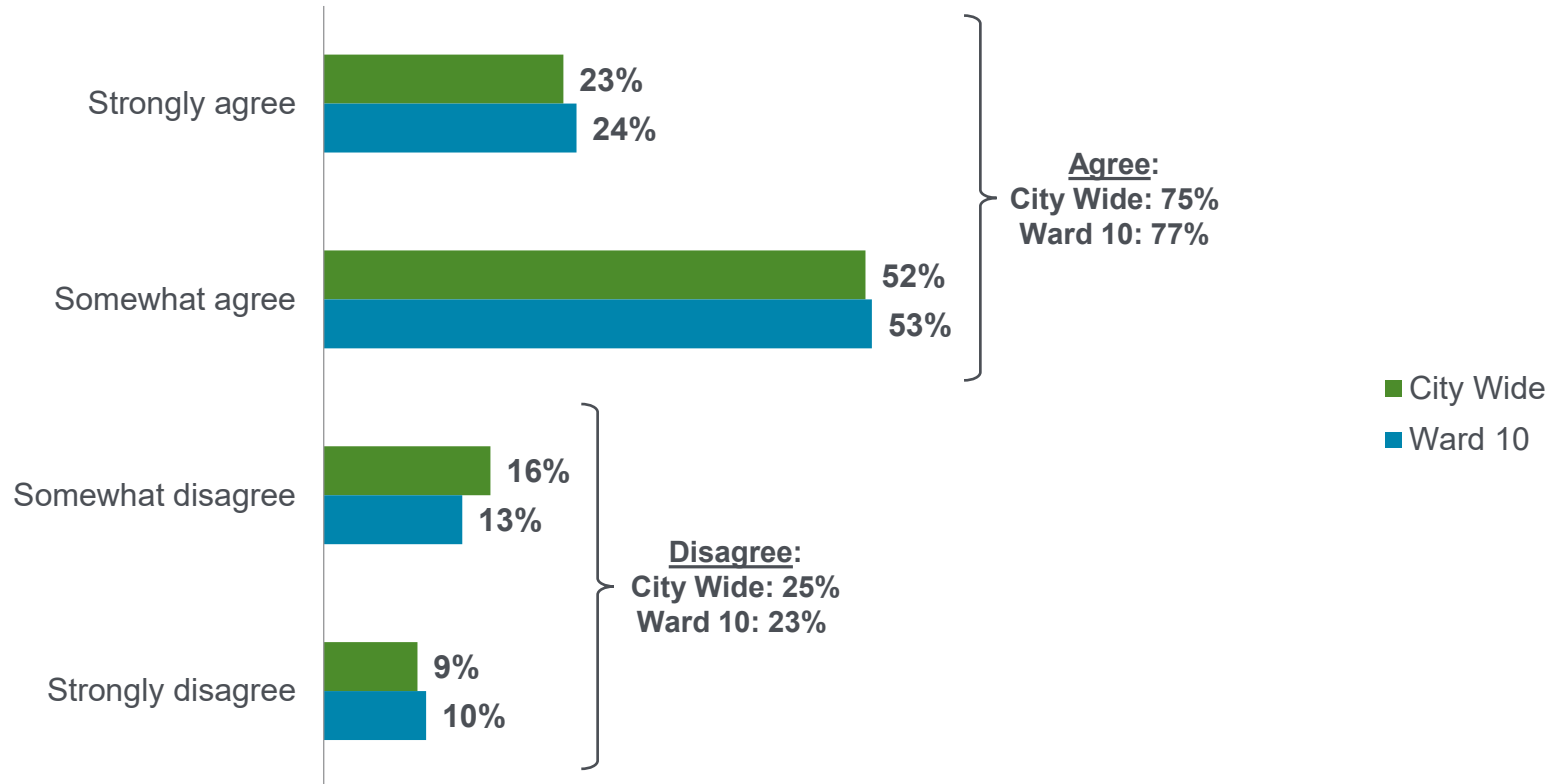
Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.

Base: Valid respondents: City Wide (n=2,485) / Ward 10 (n=155)

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

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 10 (n=154)

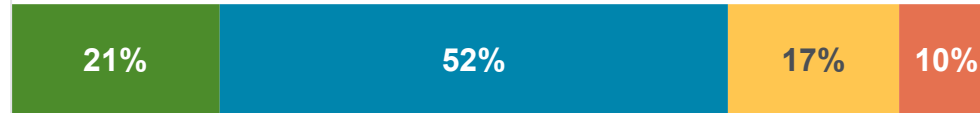
Attitudes regarding customer service

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree

Agree
(strongly + somewhat)

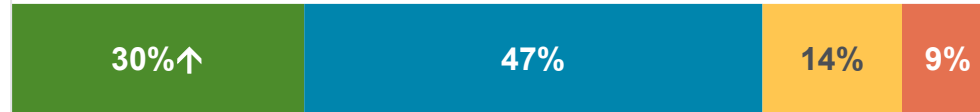
The City of Calgary meets my customer service expectations

City Wide



73%

Ward 10



76% *

The City responds quickly to requests and concerns

City Wide



61% *

Ward 10



65%

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)

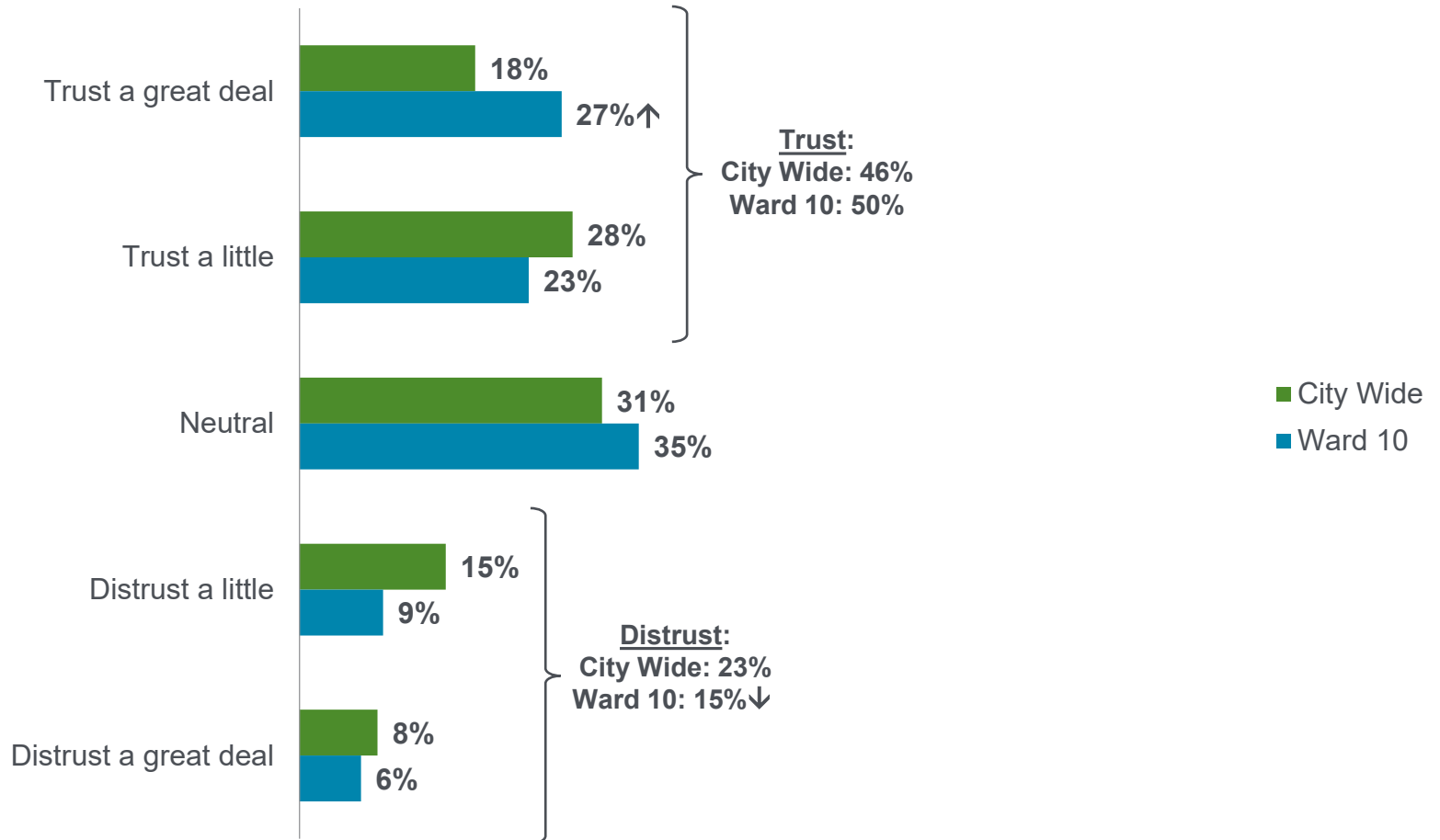
* Rounding

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



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?

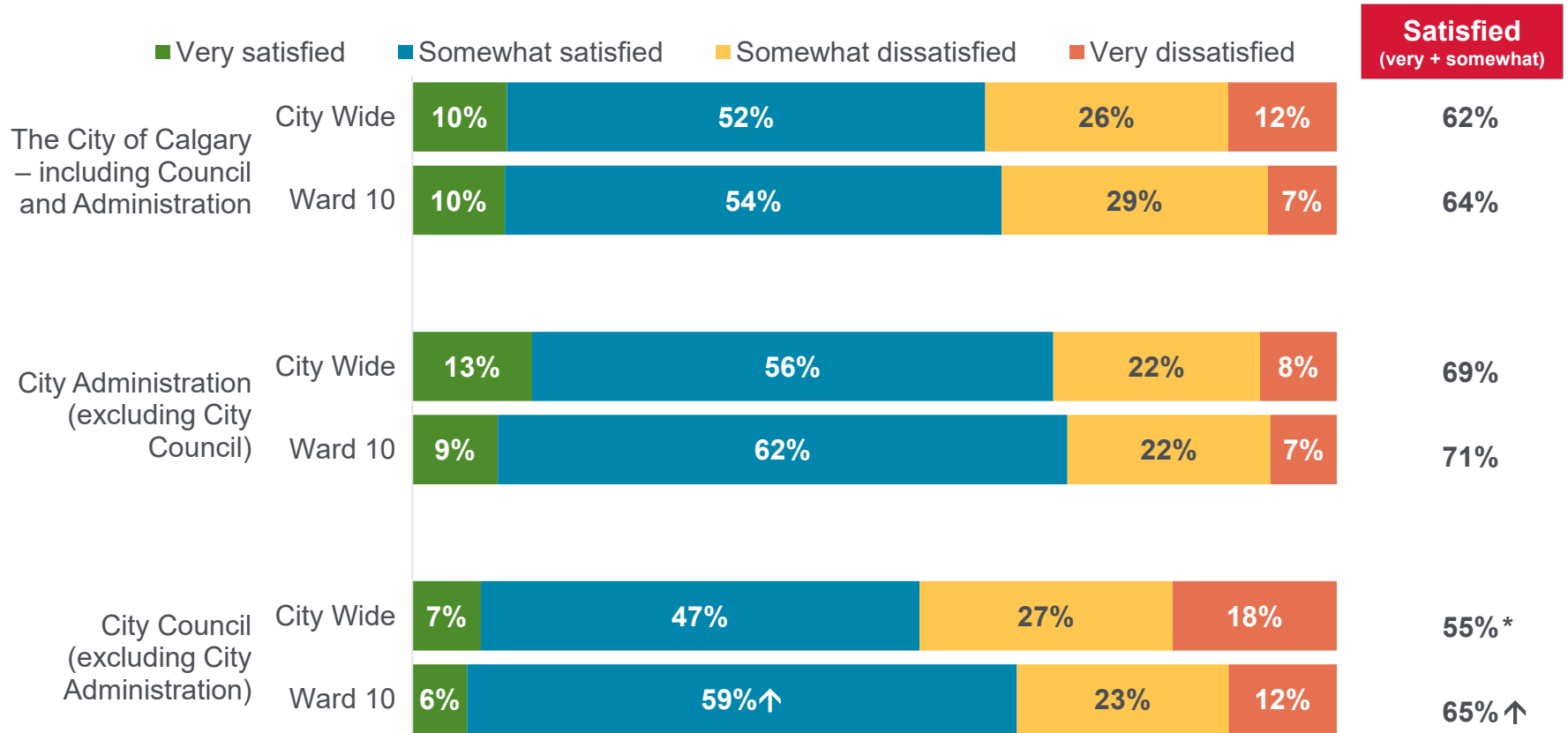
Base: Valid respondents: City Wide (n=2,488) / Ward 10 (n=155)

↑ 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)

* Rounding

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

Attitudes regarding The City

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree

Agree
 (strongly + somewhat)

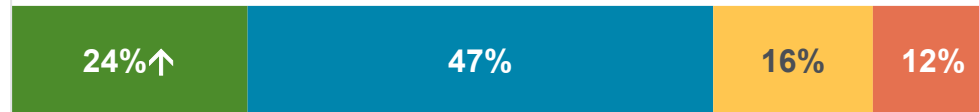
The City of Calgary practices open and accessible government

City Wide



62%

Ward 10



71% ↑

The City uses input from Calgarians in decision-making about City projects and services

City Wide



54%

Ward 10



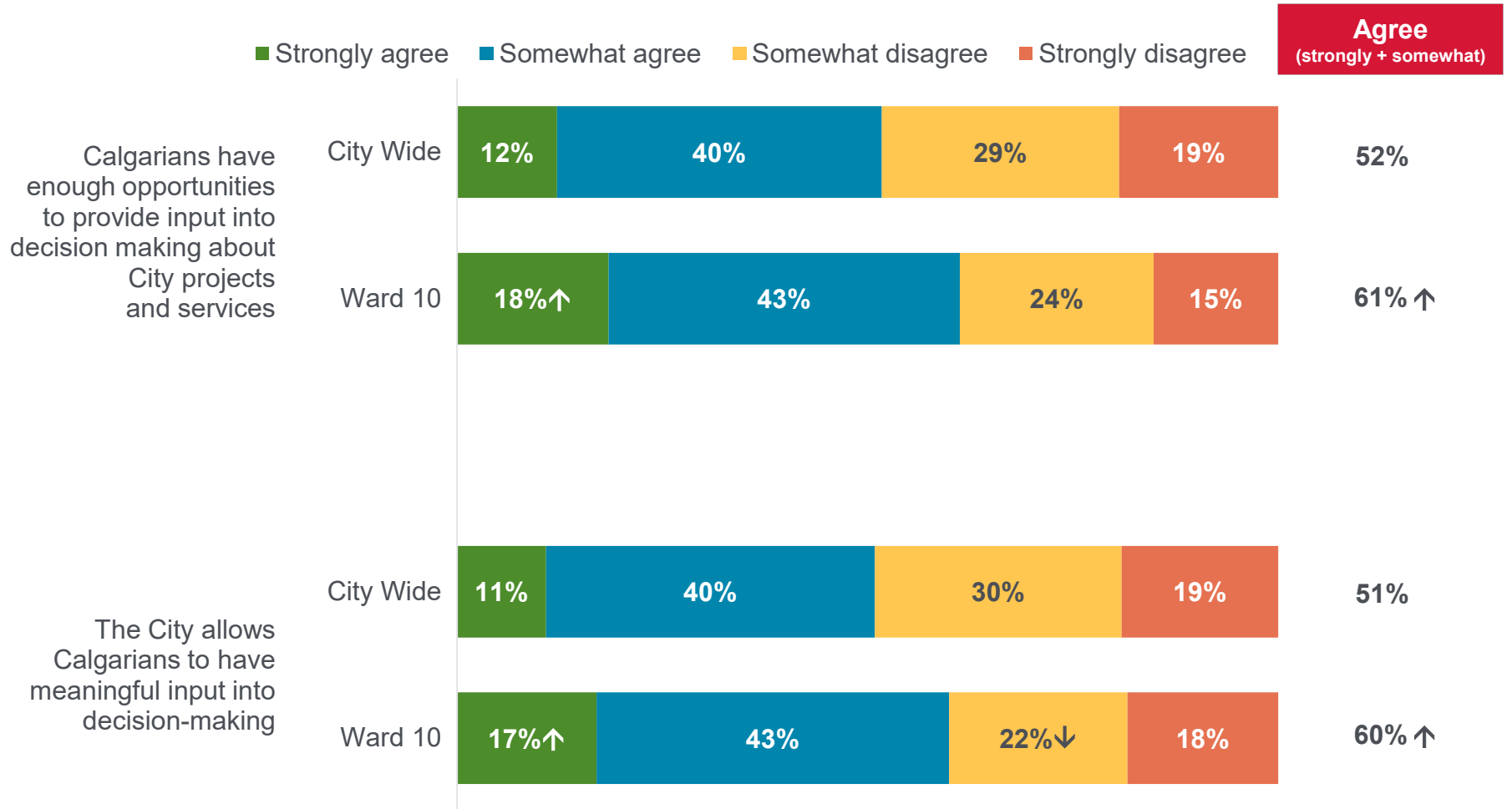
65% ↑

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)

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

Attitudes regarding The City (continued)

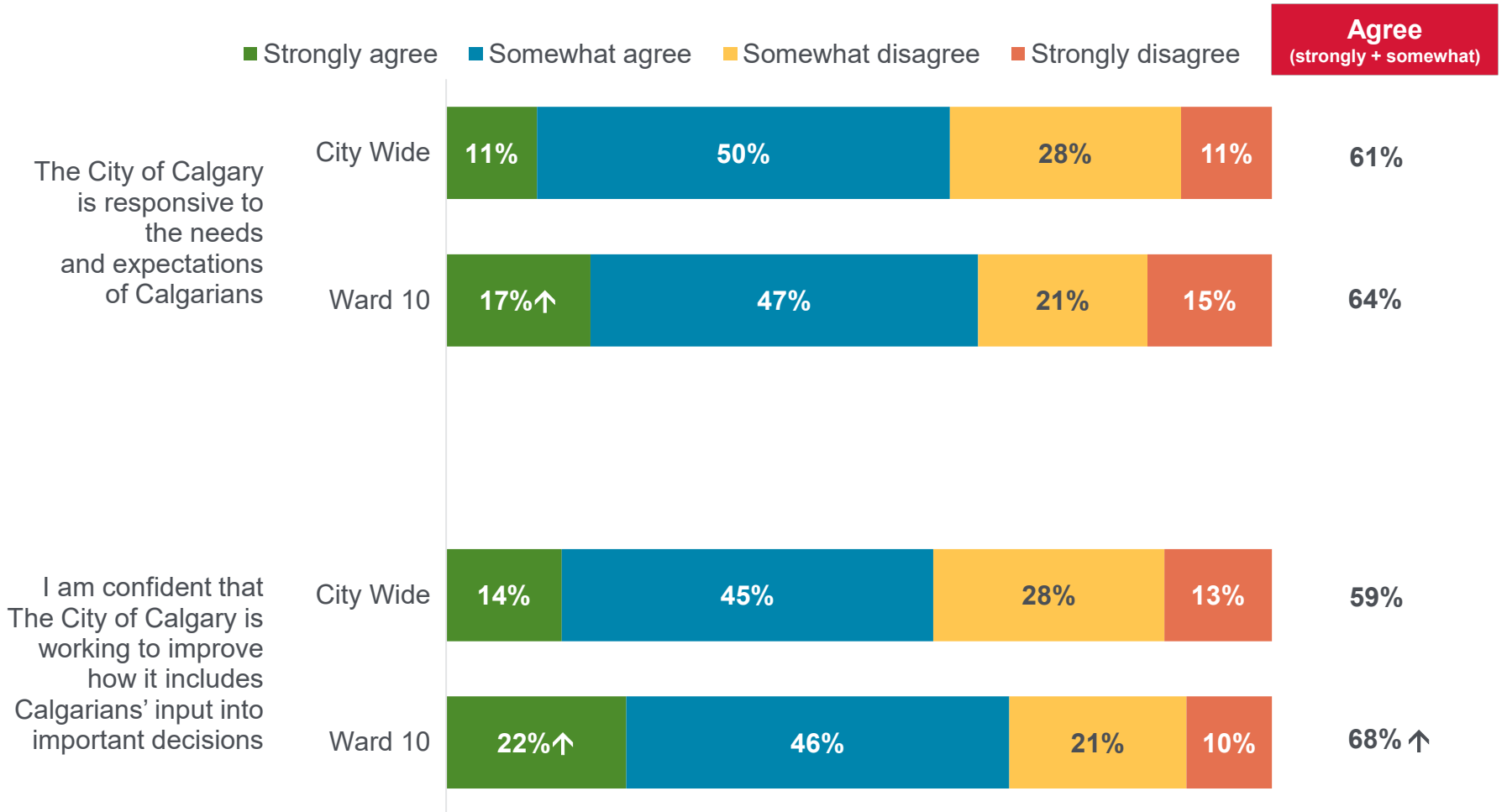


Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.

Base: Valid respondents (bases vary)

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

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)

↑ 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)

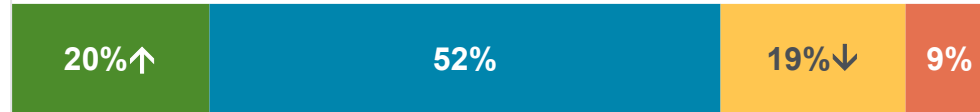
I believe that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary

City Wide



59%

Ward 10



72% ↑

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

City Wide



51%

Ward 10



60% ↑

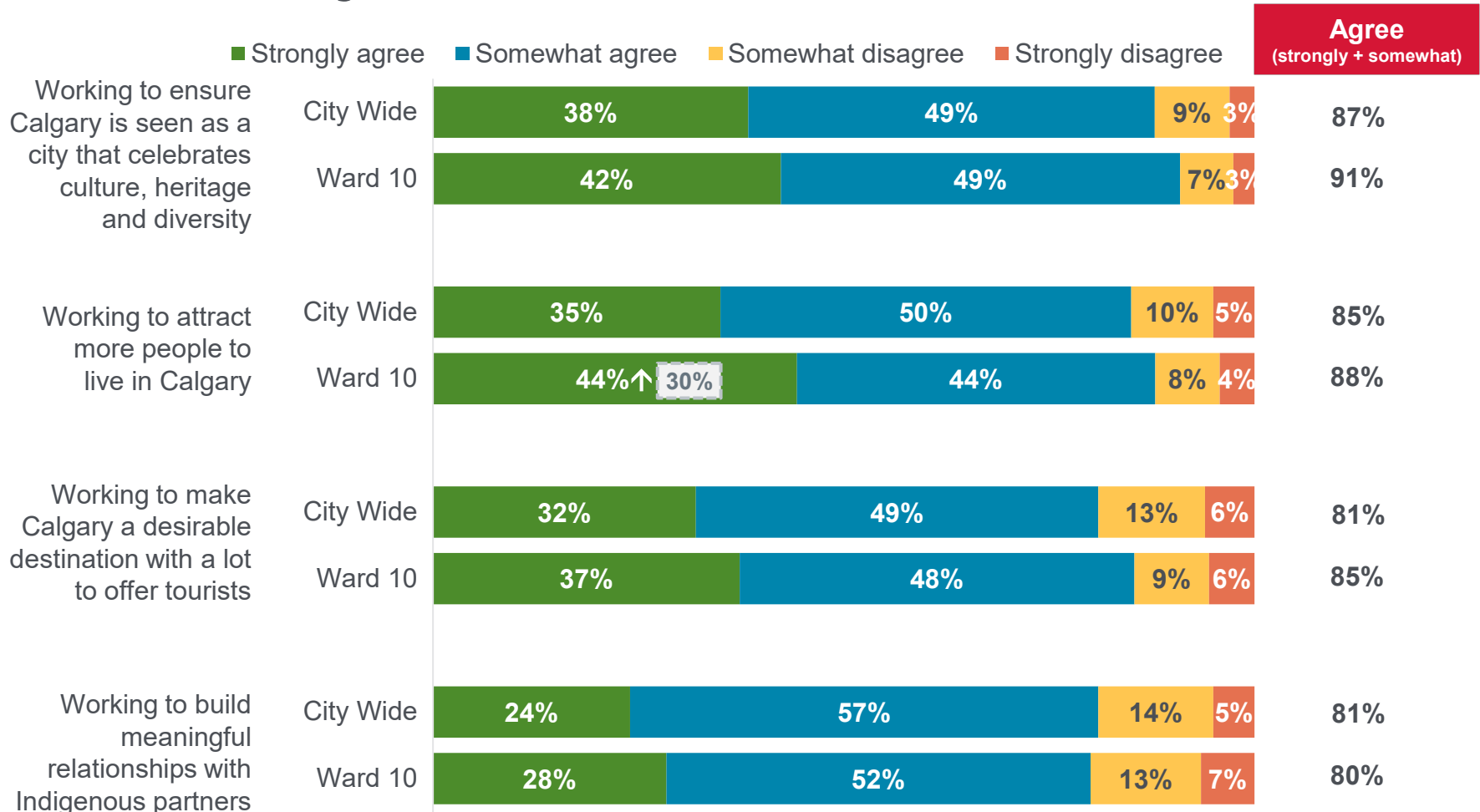
Q. Please tell me if you agree or disagree with each of the following statements.
 Base: Valid respondents (bases vary)

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



Council focus areas

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



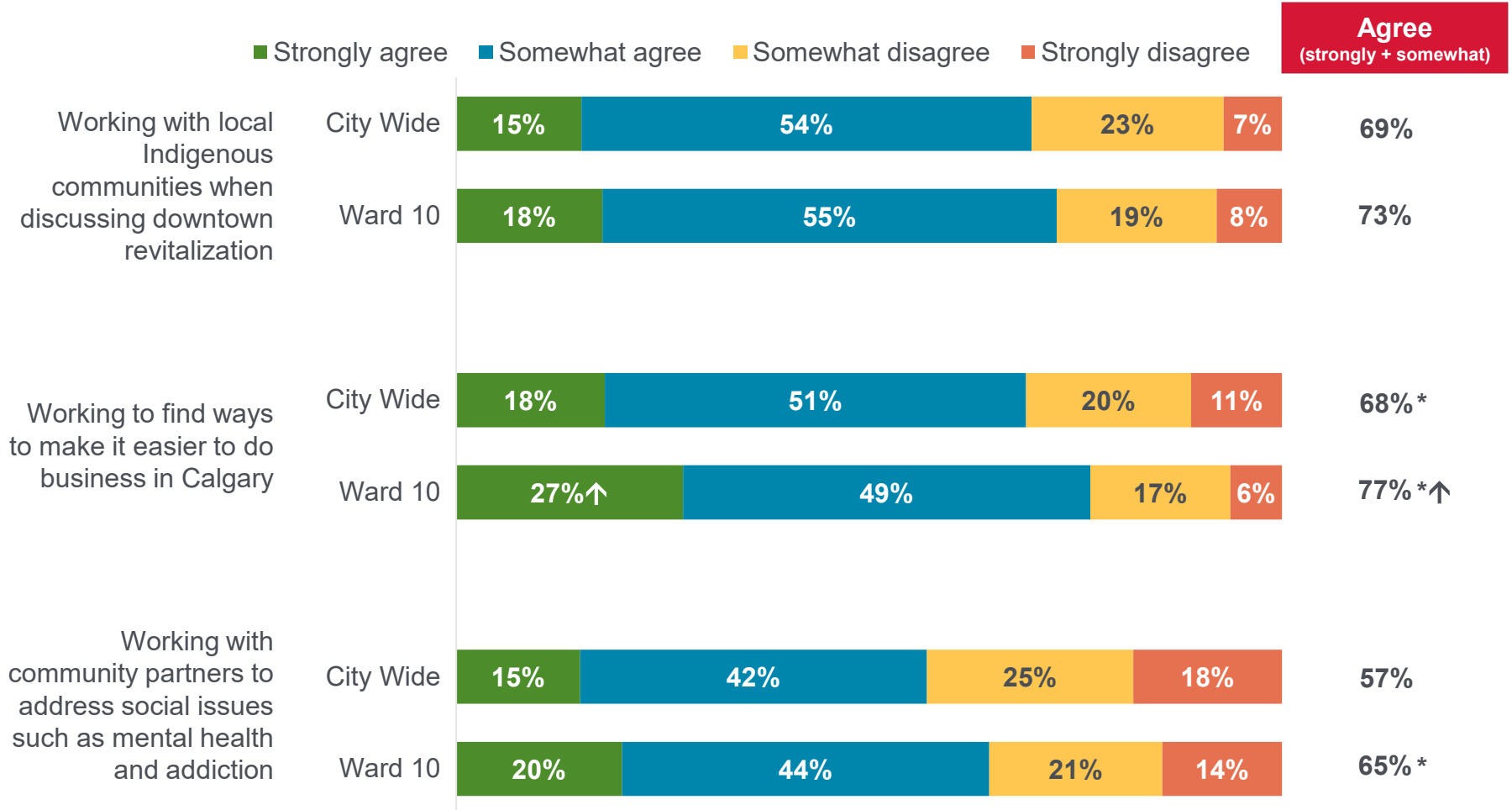
Q. Please tell me whether you agree or disagree that The City of Calgary is doing a good job at each of the following.

Base: Valid respondents (bases vary)

Ward 10 2022

↑ 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

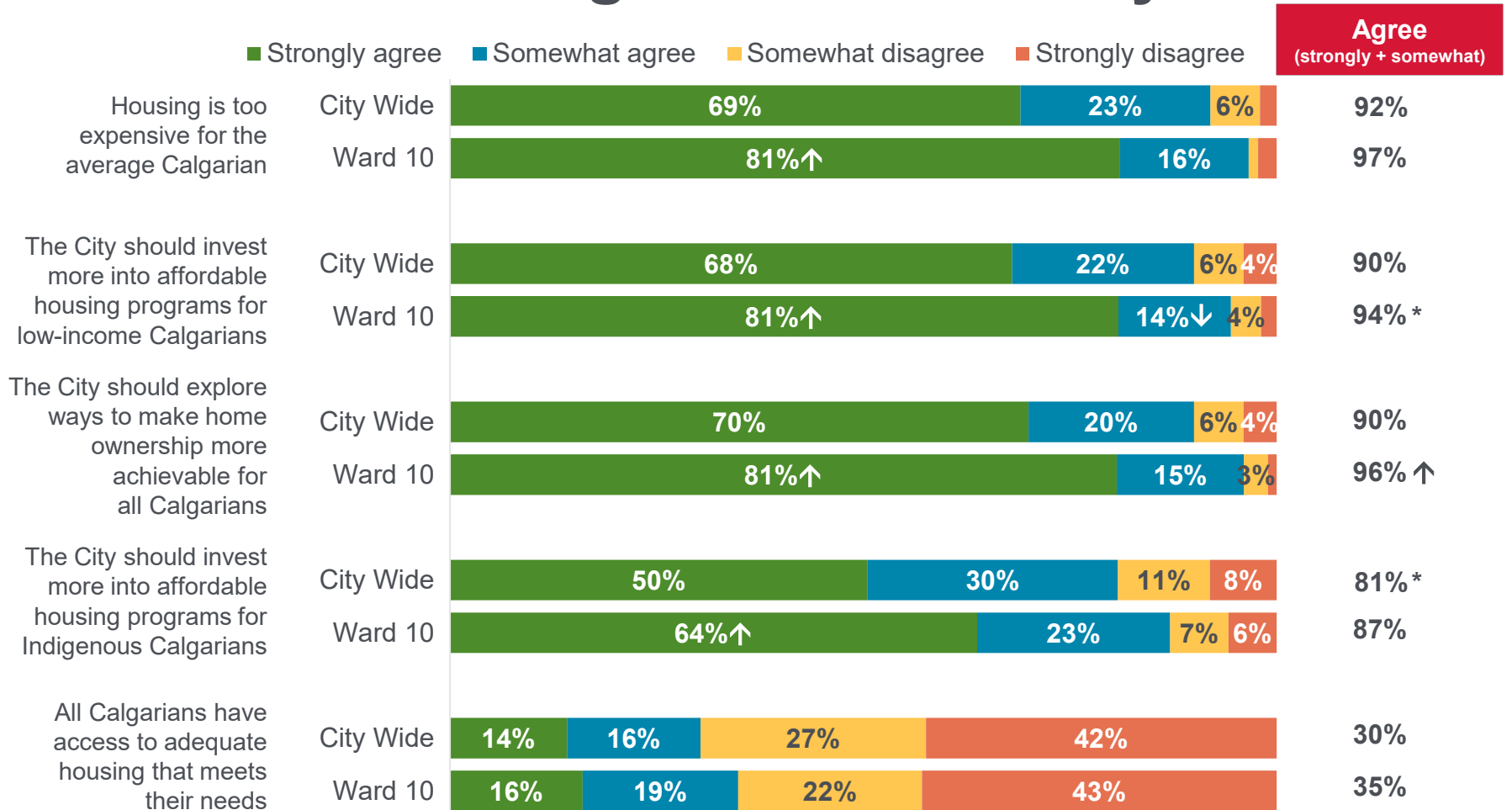
↑ Statistically higher than City Wide

↓ Statistically lower than City Wide



Accessibility and downtown revitalization

Housing and affordability



Data labels <3% are not shown

* Rounding

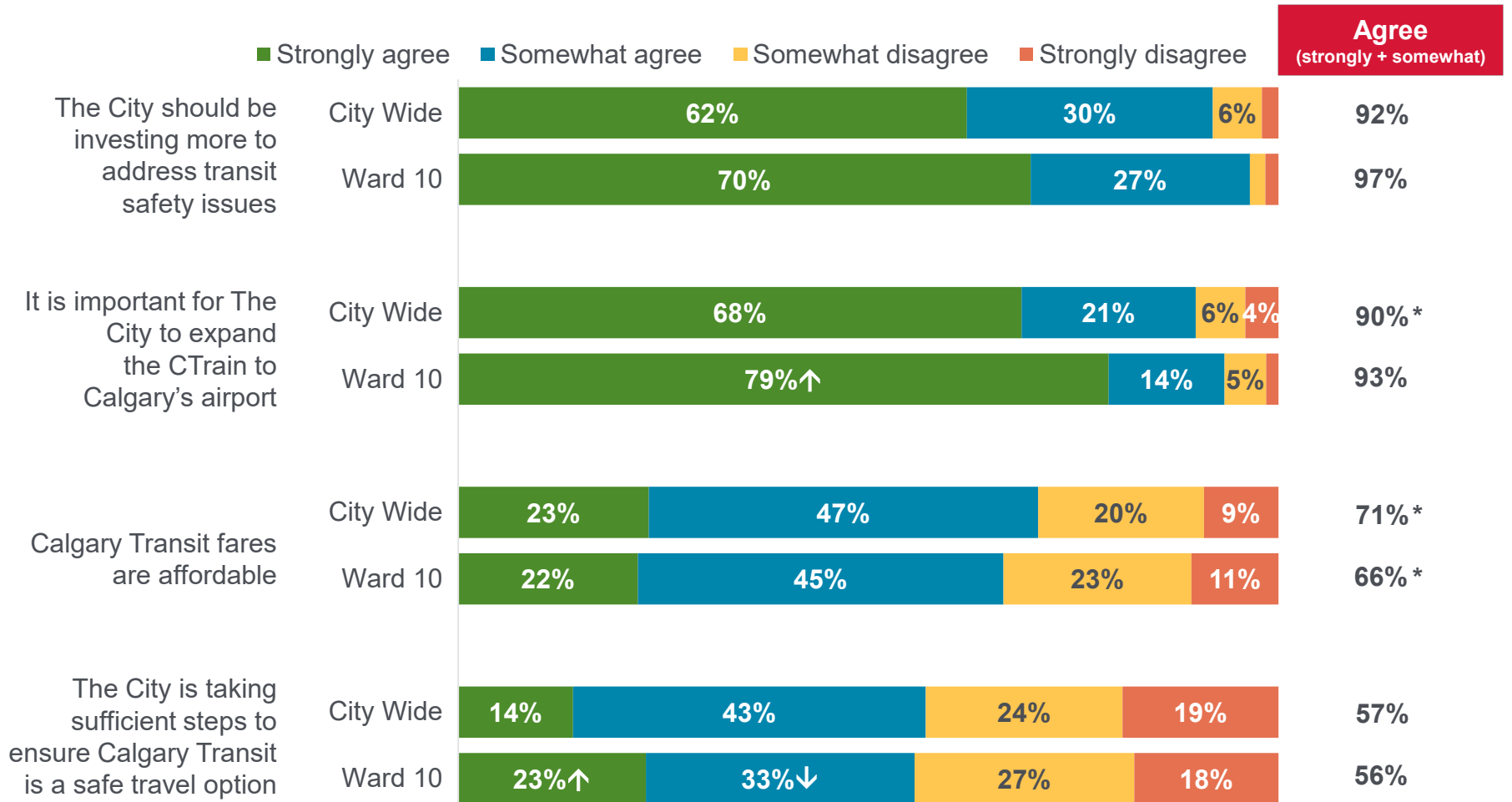
↑ Statistically higher than City Wide

↓ 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



Data labels <3% are not shown

* Rounding

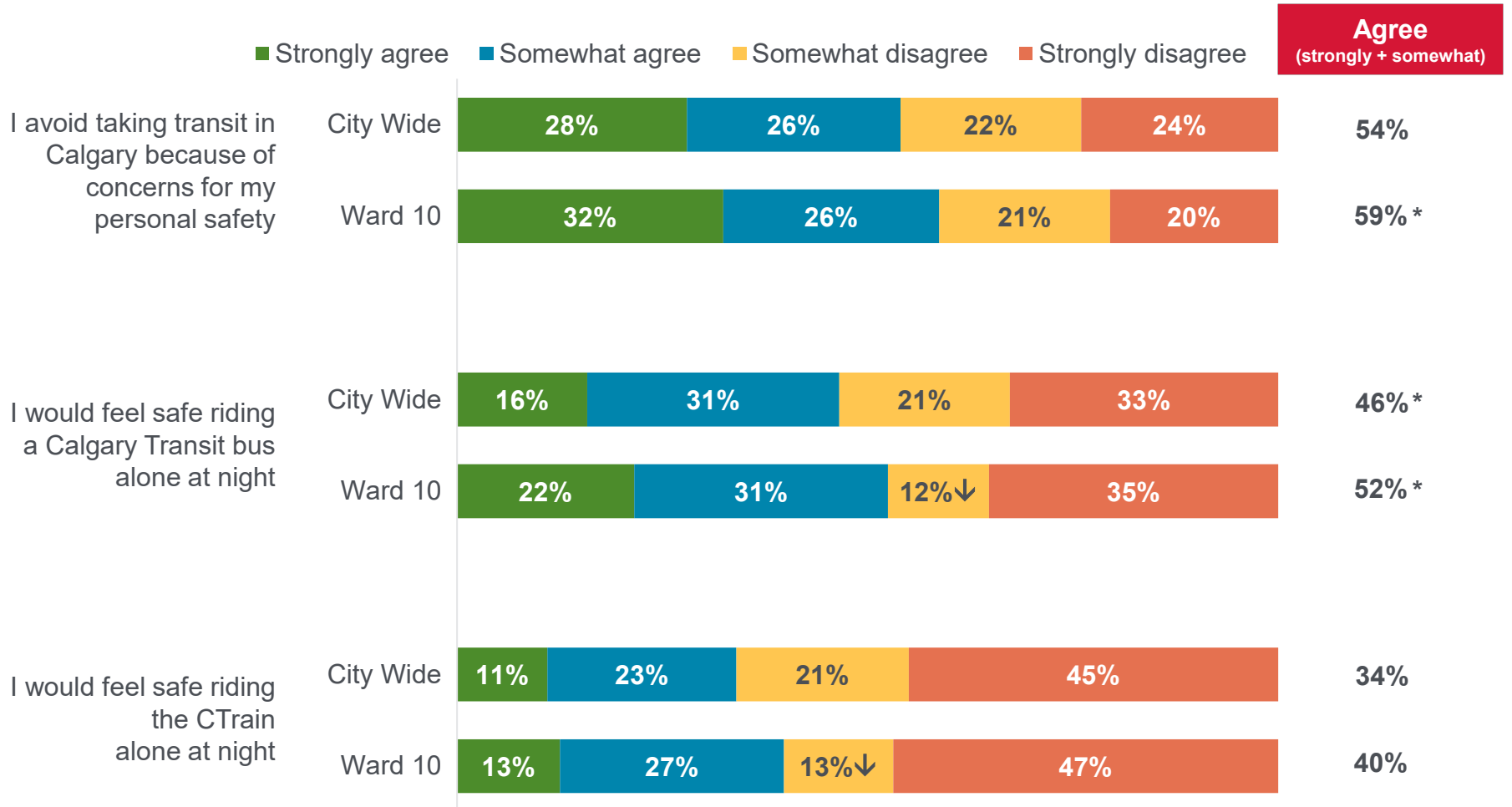
↑ Statistically higher than City Wide

↓ 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)

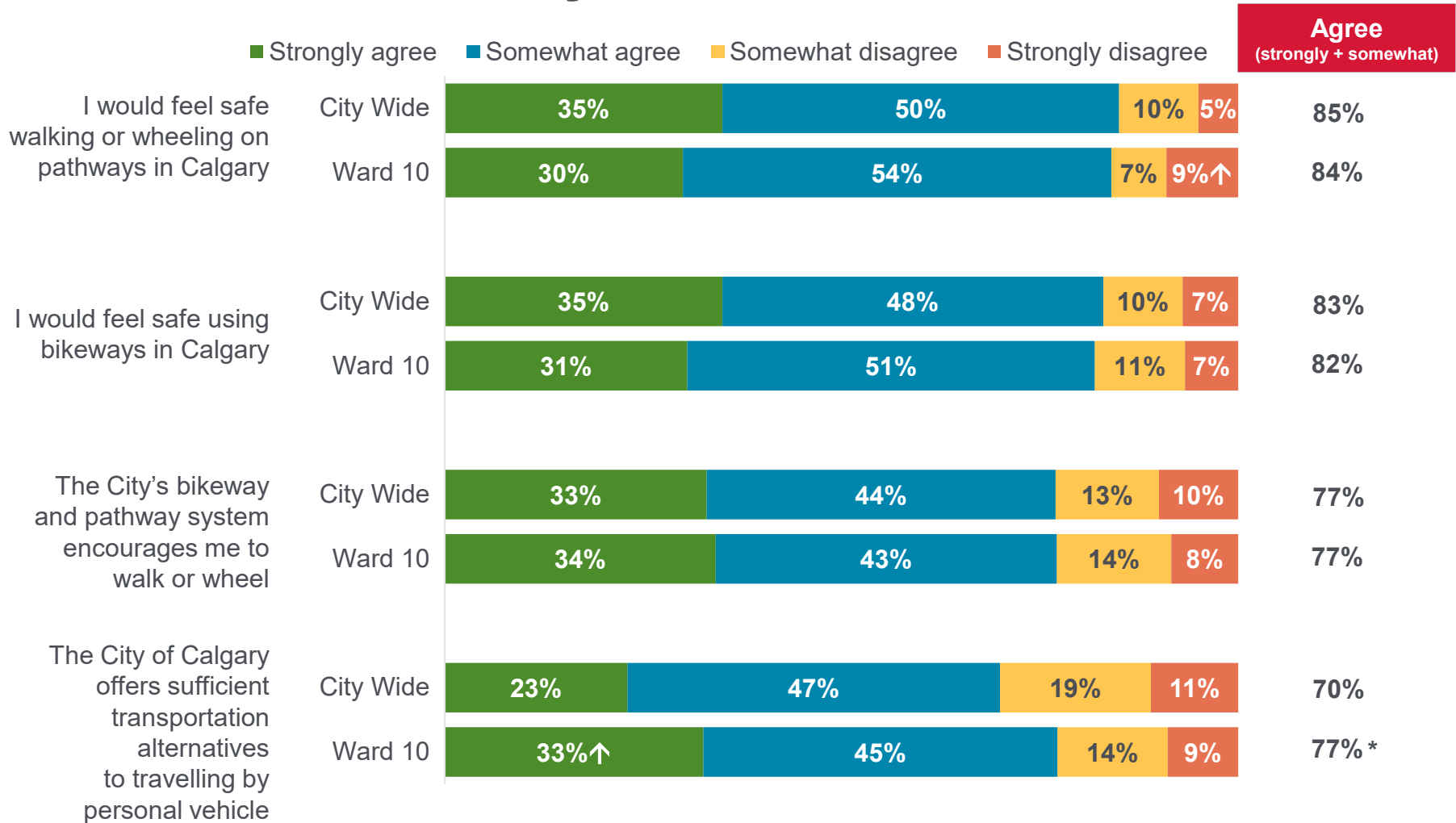


Q. Now we have some questions about transit in general. Please indicate the extent to which you agree or disagree with the following statements, using the same scale.
Base: Valid respondents (bases vary)

* Rounding

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

Mobility

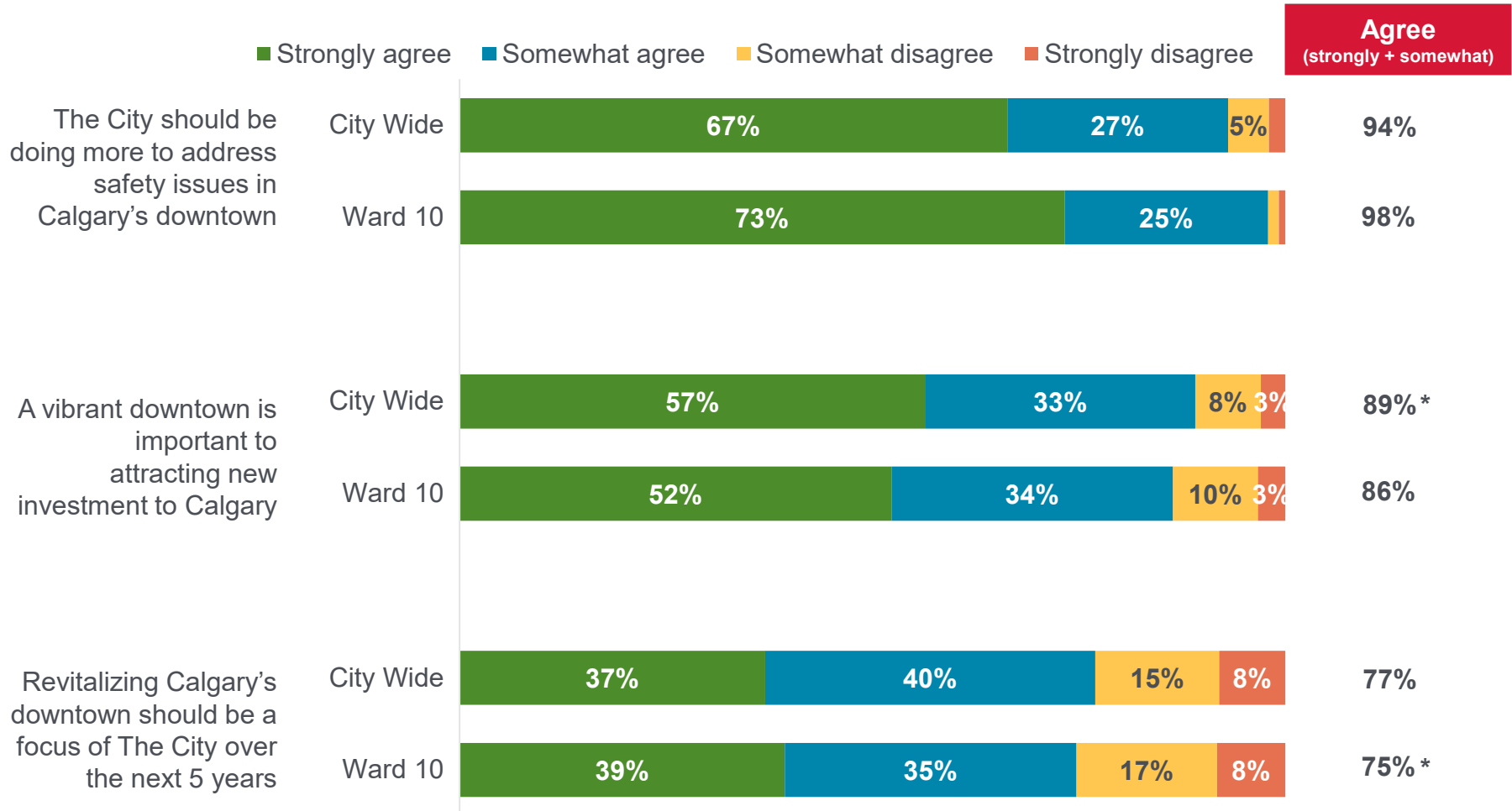


Q. And, we would like to ask you about the extent of your agreement or disagreement with the following statements about mobility in Calgary.
Base: Valid respondents (bases vary)

* Rounding

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

Downtown revitalization

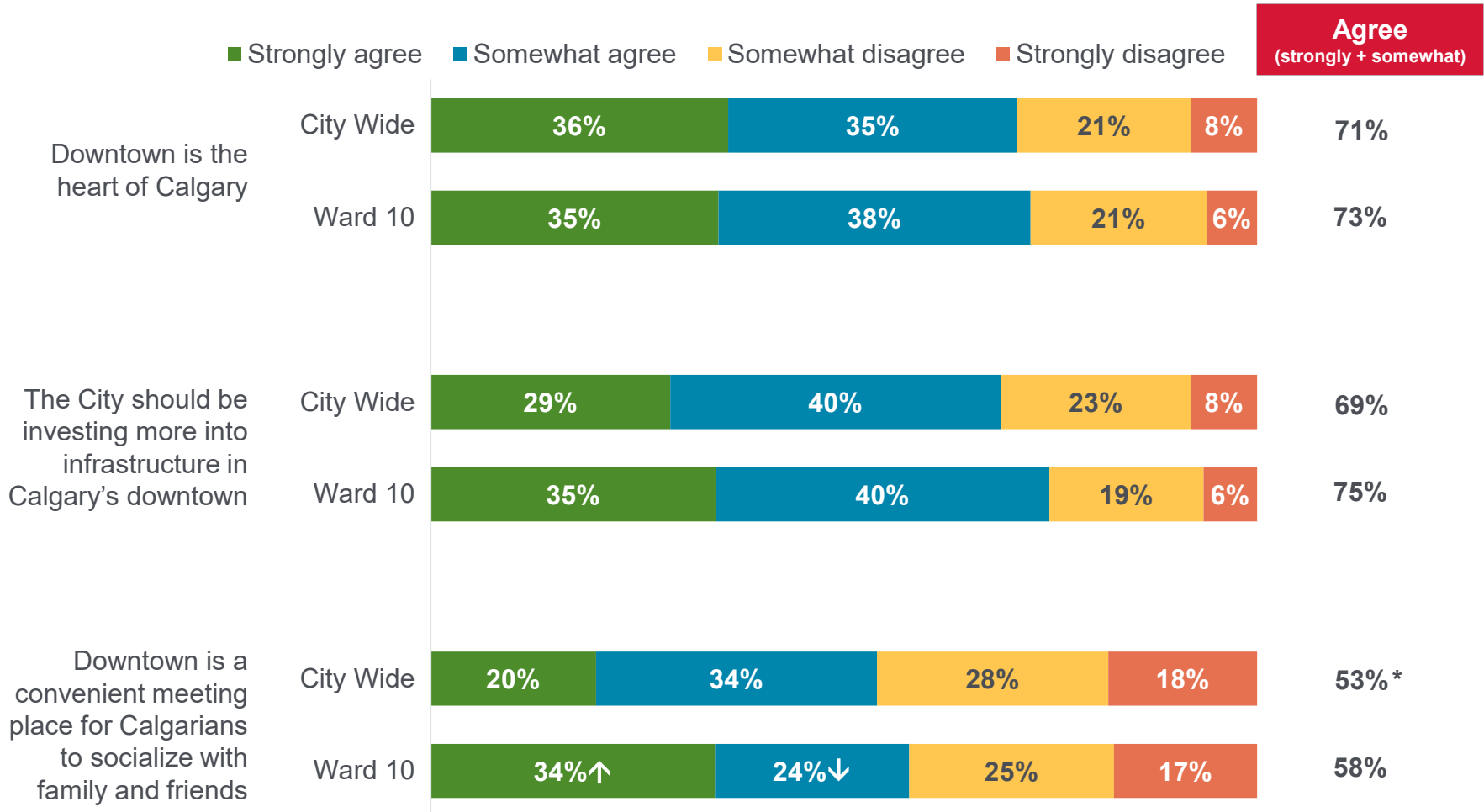


Q. The last subject we would like your opinion on today is Calgary's downtown. Please tell me the extent to which you agree or disagree with these statements.
Base: Valid respondents (bases vary)

Data labels <3% are not shown

* Rounding

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 10
Female	50%	58%
Male	49%	40%
Other	1%	1%

Age		
	City Wide	Ward 10
18 to 24	11%	20%
25 to 34	20%	15%
35 to 44	17%	15%
45 to 54	18%	12%
55 to 64	12%	10%
65 or older	22%	28%
MEAN	47.4	47.2

Children and seniors in household		
	City Wide	Ward 10
Yes – children	31%	37%
Yes – seniors	33%	37%

Income		
	City Wide	Ward 10
Less than \$60,000	20%	38%
\$60,000 to just under \$120,000	37%	45%
\$120,000 to just under \$200,000	28%	15%
\$200,000 and over	15%	2%

Education		
	City Wide	Ward 10
Less than high school	2%	6%
High school or equivalent	17%	27%
Apprenticeship or trades diploma/certificate	7%	12%
College or non-university diploma/certificate	19%	20%
University degree/diploma/certificate	55%	35%

Employment status^		
	City Wide	Ward 10
Full time employed or self employed	56%	39%
Part time employed or self-employed	11%	8%
Retired	21%	30%
Looking after home and/or family	2%	6%
Unable to work because of sickness or disability	2%	2%
Unemployed	4%	6%
Doing unpaid or voluntary work	1%	1%
Student	4%	8%
Other	0%	<1%

Base: Valid respondents (bases vary)

^ Multiple responses allowed

Respondent profile (continued)

Household size			
	City Wide	Ward 10	
1	15%	13%	
2	32%	26%	
3	19%	16%	
4	20%	21%	
5 or more	13%	23%	
MEAN	2.9	3.2	

Responsible for property taxes or rent			
	City Wide	Ward 10	
Yes	86%	80%	
No	14%	20%	

Own or Rent			
	City Wide	Ward 10	
Own	71%	67%	
Rent	25%	32%	
Other	4%	1%	

Born in Canada			
	City Wide	Ward 10	
Yes	71%	66%	
No	29%	34%	

Date of Arrival in Canada			
Base: Not born in Canada			
	City Wide	Ward 10	
Within the past 5 years	20%	13%	
More than 5 years ago	80%	87%	

Business Owner/Operator			
Base: Employed or self-employed			
	City Wide	Ward 10	
Own and operate a business	16%	11%	
Own a business	2%	0%	
Operate a business	2%	5%	
No	81%	83%	

Tenure in Calgary			
	City Wide	Ward 10	
Less than 5 years	8%	8%	
5 to less than 10 years	6%	5%	
10 to less than 15 years	10%	13%	
15 to less than 20 years	10%	12%	
20 to less than 30 years	22%	17%	
30 to less than 40 years	16%	13%	
40 or more	27%	32%	
MEAN	28.1	28.9	

Indigenous identity^			
	City Wide	Ward 10	
Yes – First Nations	1%	1%	
Yes – Metis	2%	5%	
Yes – Inuit	0%	0%	
Yes – Prefer to self-describe	0%	<1%	
Other	<1%	<1%	
Don't know	<1%	0%	
No	96%	94%	

Base: Valid respondents (bases vary)

^ Multiple responses allowed

Respondent profile (continued)

Disability in Household [^]		
	City Wide	Ward 10
Yes – myself	10%	13%
Yes – someone in my household	12%	20%
No	80%	68%

Racialized		
	City Wide	Ward 10
Yes	28%	43%
No	70%	55%
Prefer to self-describe	1%	2%

2SLGBTQIA+		
	City Wide	Ward 10
Yes	7%	3%
No	93%	97%

Base: Valid respondents (bases vary)

[^] Multiple responses allowed



Contact

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