



Calgary



# 9 Block Perceptions Survey Report December 14, 2020

**Prepared by:**

**The Corporate Research Team**  
Customer Service & Communications  
The City of Calgary  
[research@Calgary.ca](mailto:research@Calgary.ca)

# Table of Contents

Methodology	3
Key Findings	4
Detailed Findings	7
Respondents' Profile	8
Visitation Patterns	13
Perceptions of The 9 Block Area	24
Perceptions of the 7 Ave and Macleod Trail SE Area	33
Demographics	39

# Background & Methodology

## Background

The City of Calgary is working in collaboration with the University of Calgary School of Architecture, Planning, and Landscapes (SAPL) and other community partners to improve the area within 1 Street SE, 6 Avenue SE, 4 Street SE and 9 Avenue SE.

To collect information about Calgarians' attitudes and perceptions of safety and vibrancy in the area, an online survey was conducted.

## Methodology

The survey was conducted by The City of Calgary Corporate Research team from July 19, 2020 to November 30, 2020 with a total of 3,465 completed surveys via online survey. The survey link was posted on the 9 Block project page on Calgary.ca and was distributed via email to Civic Partners to distribute to their stakeholders. The survey was also promoted online and via social media channels. The average time to complete the survey was eight minutes.

Results were analyzed in two distinct time periods, from July 19 to August 30 (referred to as "Pre-test"), and from September 1 to November 30 (referred to as "Post-test"), to align with the timing of improvements to the local area.

# Key Findings

## **A sizeable proportion of survey participants indicated they live or work/attend school in the Centre City area.**

- Around three-in-ten survey participants in both pre- and post-test survey indicated that they live in the Centre City.
- The proportion of those who work or attend school in the Centre City was higher, with approximately six-in-ten survey participants.
  - When asked specifically about the 9 Block area, 16% of those who live in the Centre City said that they live in the 9 Block area.
  - Just over half of the participants who work or attend school in the Centre City do so within the 9 Block area.

## **The majority of survey participants have visited the 9 Block area in the past 12 months.**

- Approximately three quarters of respondents indicated that they have visited the central library, a plaza or park, and a restaurant or bar in the 9 Block area.
- Shopping or attendance of festivals/events is less frequent, albeit still sizeable.
- Visitation patterns appear to be similar for pre- and post-test surveys.

## **Frequency of visitation to the 9 Block area for various reasons before the COVID-19 pandemic appear similar among pre- and post-test survey participants.**

- The majority of respondents indicated that they passed through the 9 Block area to get somewhere else at least monthly before COVID-19 started.
- Dining, work, and shopping activities are also somewhat frequent with around four-in-ten participants doing those activities in the 9 Block area at least monthly.
- School and accessing social services are the least frequent reasons for visiting the area.

## Key Findings (cont.)

**Not surprisingly, compared to the pre-pandemic visitation frequencies, visitation patterns since restrictions resulting from the pandemic started being lifted are less frequent.**

- Slightly more than one-half of survey participants passed the area to go somewhere else at least monthly.
  - The frequency of passing the area appears to be higher for post-test survey (61% post-test, 51% pre-test).
- One quarter of survey respondents come to the area at least monthly for work, to dine, or to shop.
- A minority of survey participants visited the area at least monthly to attend school, access social services, or attend a festival/event.
- The most frequent modes of transportation to the 9 Block area include transit, walking, and driving. Cycling, e-scooter, and taxi are the least used transportation modes.

**Before the pandemic, the majority of survey participants visited the 9 Block area during week days at least monthly. The frequency of visitation for all times dropped since restrictions resulting from the pandemic started being lifted.**

- Visiting the area during week days is the most frequent visitation time as compared to other days of the week (i.e., week day evenings, weekends, holidays or special events).
- Although the frequency of visitation is lower since restrictions resulting from the pandemic started being lifted on May 25, the frequency among post-test survey respondents is slightly higher than for the pre-test survey respondents.

## Key Findings (cont.)

### **Ratings of the 9 Block area safety, cleanliness, and vibrancy are modest.**

- The majority of survey respondents say that they feel unsafe in the 9 Block area and that the vibrancy of the area is bad.
  - When asked about the impact of COVID-19 on perceptions of safety in the area, survey respondents say that it either 'stayed the same' or 'worsened.' Only a negligible proportion say that it 'improved.'
- Survey respondents are split in their perceptions of cleanliness of the area.
- Access to the arts in the area receive the highest rating, with more than six-in-ten of survey respondents rating access to the arts as good.
- 'A safer and more welcoming environment,' 'better lighting at night,' and 'better cleaning of litter/hazardous waste' are the top changes that would motivate survey respondents to spend more time in the 9 Block area.

### **When asked about the area around 7 Avenue and Macleod Trail SE specifically, ratings of vibrancy, cleanliness, and personal safety are modest.**

- Around one-half of survey respondents feel safe in the area in the mornings and afternoons. However, perceptions of personal safety drop drastically during evening, with fewer than one-in-five of survey respondents saying that they feel safe.
  - As a result of COVID-19, perceptions of personal safety either 'stayed the same' or 'worsened.' Only a negligible proportion say that it 'improved.'
- The majority of survey participants rated vibrancy of the area as bad, while fewer than one-in-five said that it is good.
- Only three-in-ten of survey respondents perceive the area as clean, and the majority think it is not clean.



## Detailed Findings



# Respondents' Profile



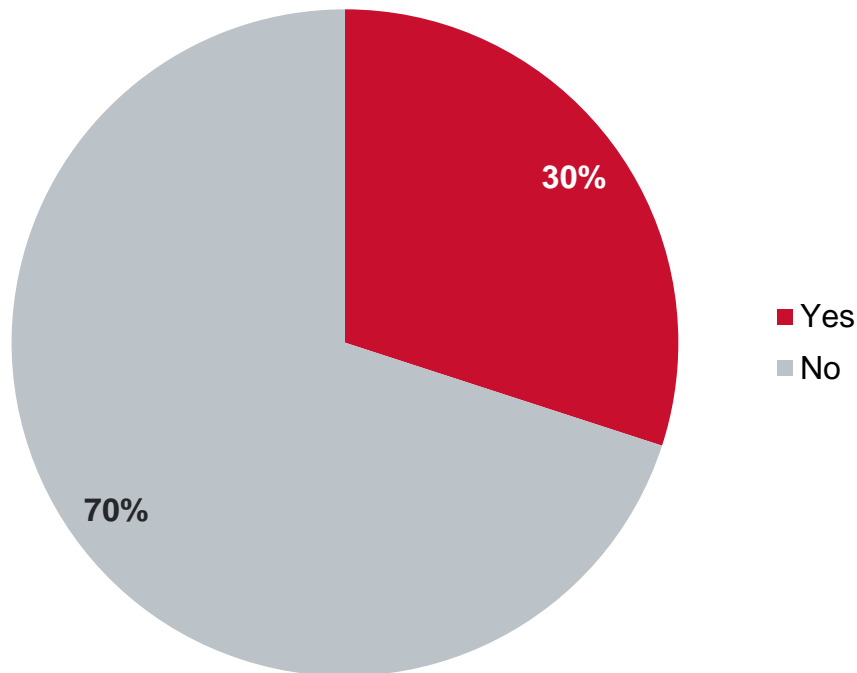


## Live in The Centre City

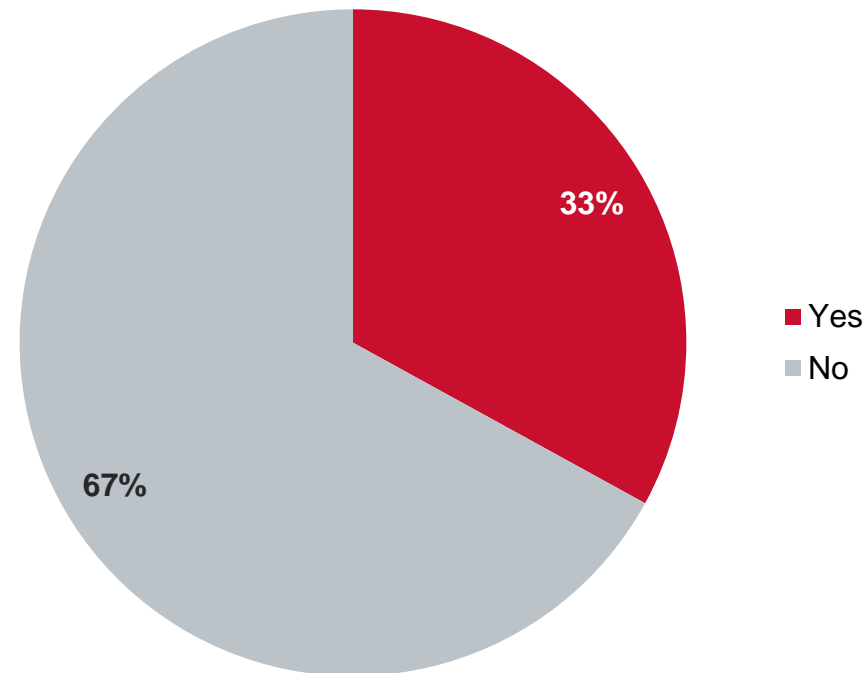
Three-in-ten (30% during pre-test and 33% during post-test) indicated that they live in the Centre City, while the majority of respondents do not live in the Centre City.

### Participants Who Indicated that They Live in The Centre City

Pre-test



Post-test



Q: Centre City includes the downtown core, the Beltline, East Village, Chinatown, Eau Claire and Downtown West?

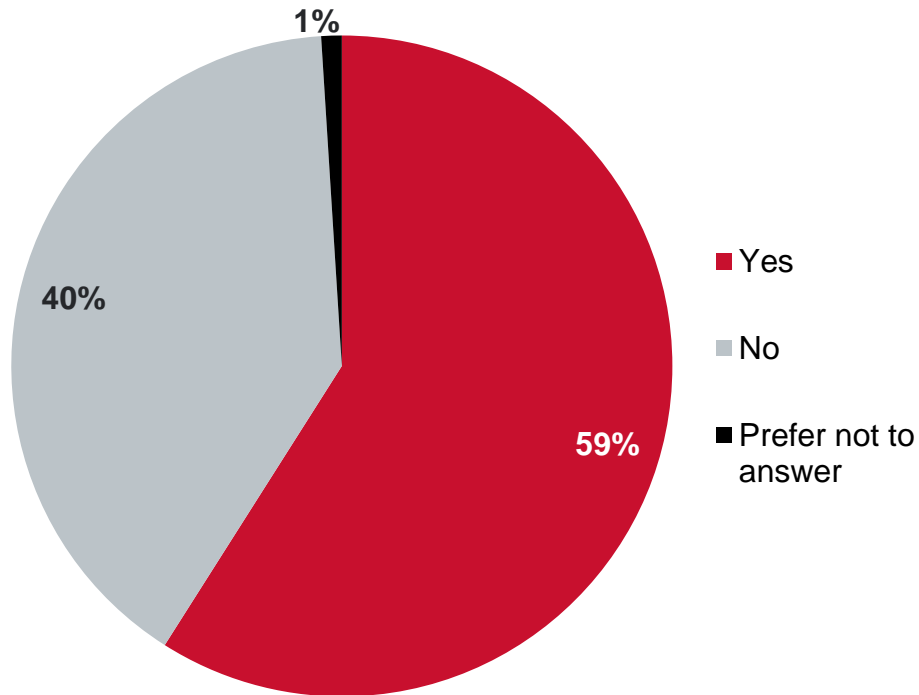
Base size: Pre-test: n=2,246 | Post-test: n=1,152

## Work or Attend School in The Centre City

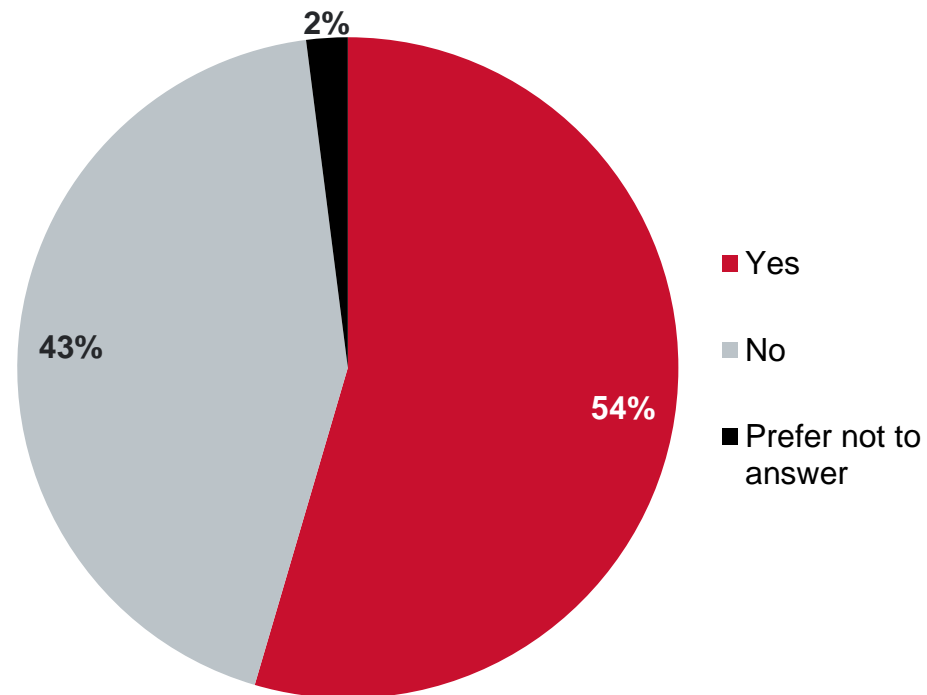
Slightly more than one-half of respondents work or attend school in the Centre City.

### Participants Who Indicated that They Work or Attend School in The Centre City

Pre-test



Post-test



Q: Do you work or attend school in the Centre City at least part of the time?

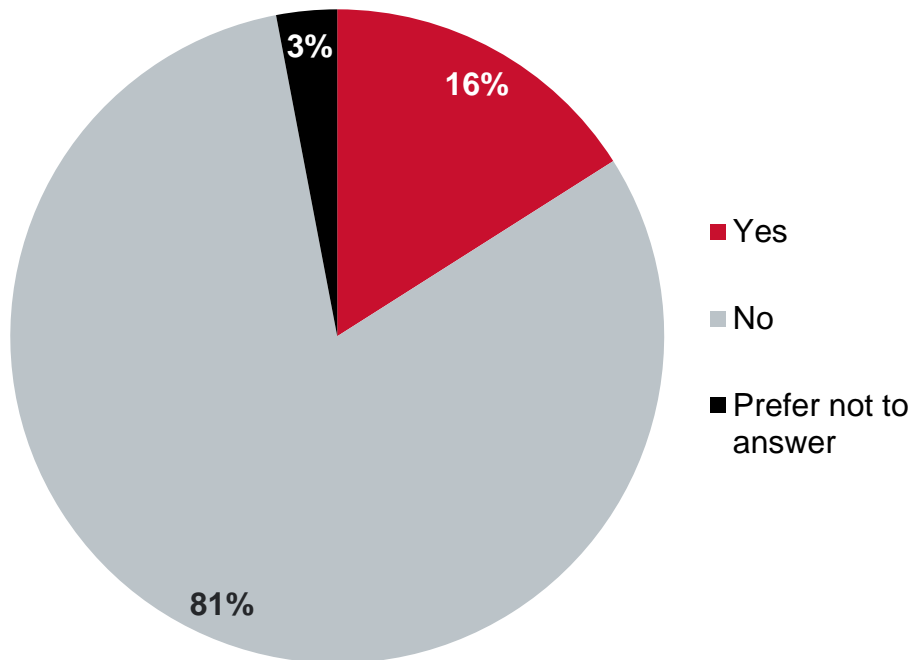
Base size: Pre-test: n=2,281 | Post-test: n=1,159

## Live in The 9 Block Area

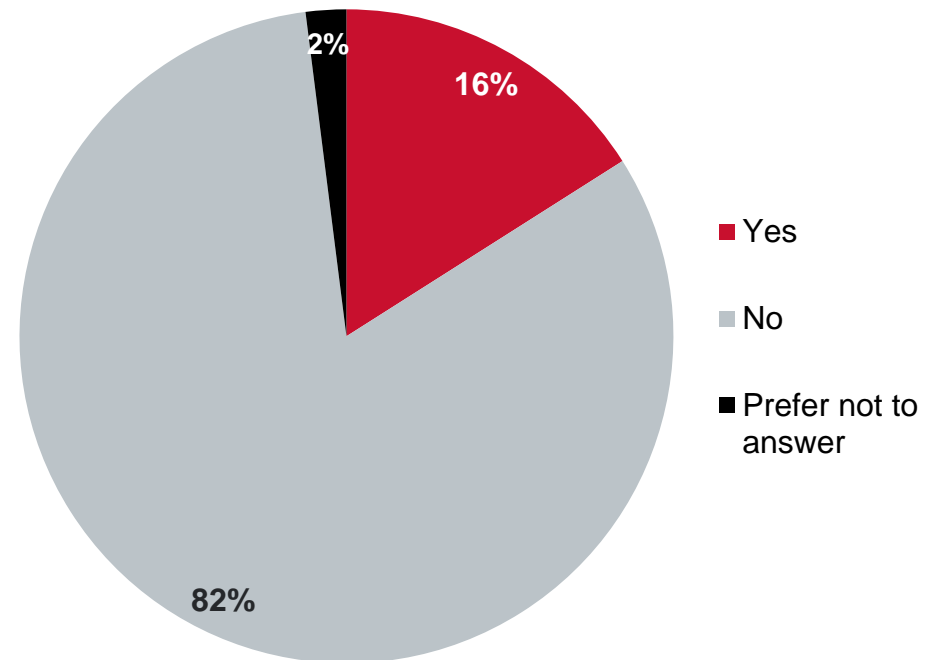
When asked about the 9 Block Area specifically, only a small proportion of respondents indicated that they live in the area. The proportion is identical for pre- and post-test.

Percentage of Those Who Live in the 9 Block Area

Pre-test



Post-test



Q: Do you live in the 9 Block area?

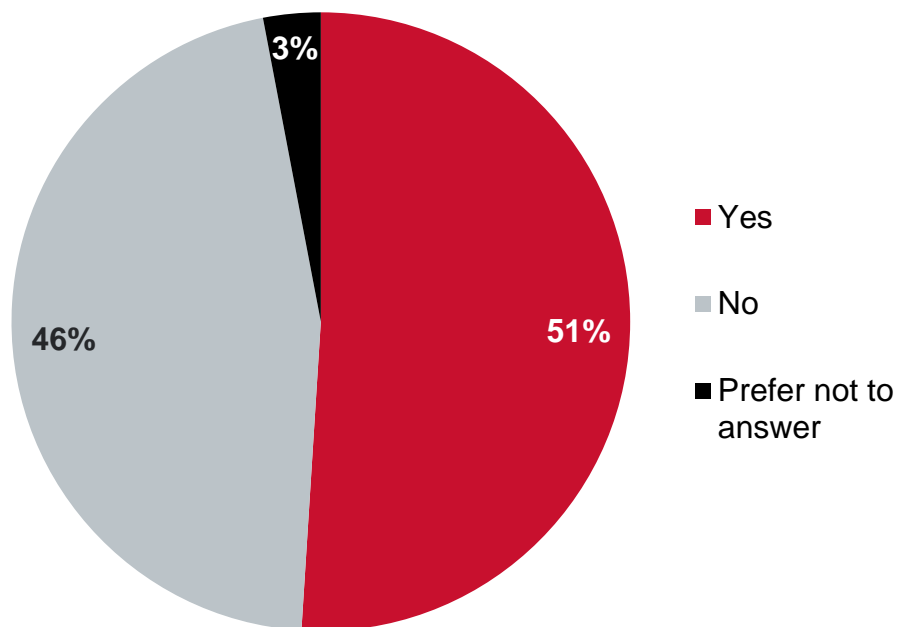
Base size: those who live in the Centre City, Pre-test: n=685 | Post-test: n=385

## Work or Attend School in The 9 Block Area

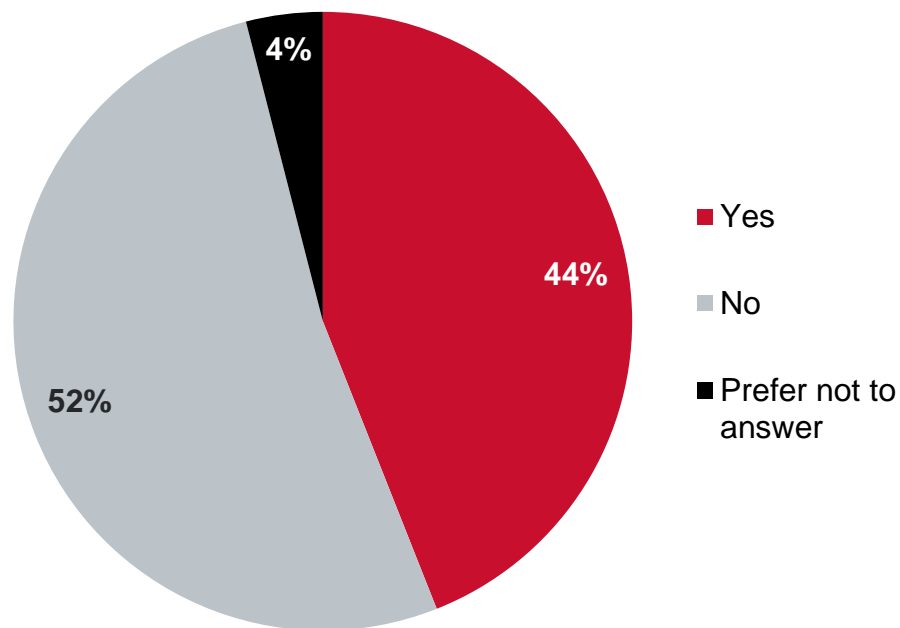
Among those who work or attend school in the Centre City, a sizable proportion indicated that their work or school is located within the 9 Block Area.

Percentage of Those Who Work or Attend School in the 9 Block Area

Pre-test



Post-test



Q: Do you work or attend school in the 9 Block area at least part of the time?

Base size: those who work or attend school in the Centre City, Pre-test: n=1,382 | Post-test: n=667

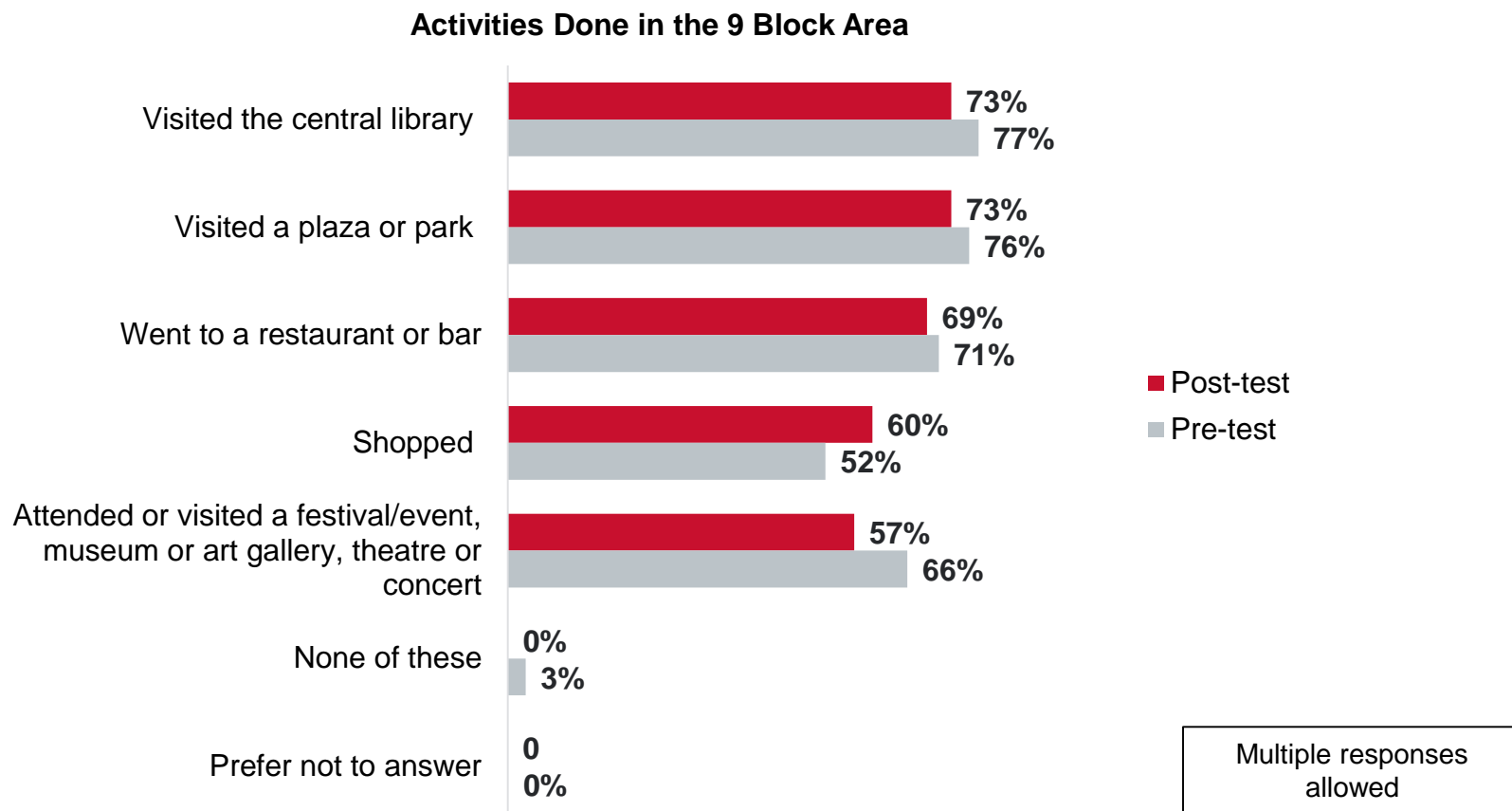
# Visitation Patterns





# Activities in The 9 Block

Visitation pattern appears to be similar for pre- and post-test. The majority of respondents indicated that they have personally visited the central library, plaza or park, and restaurant or bar in the 9 Block area.

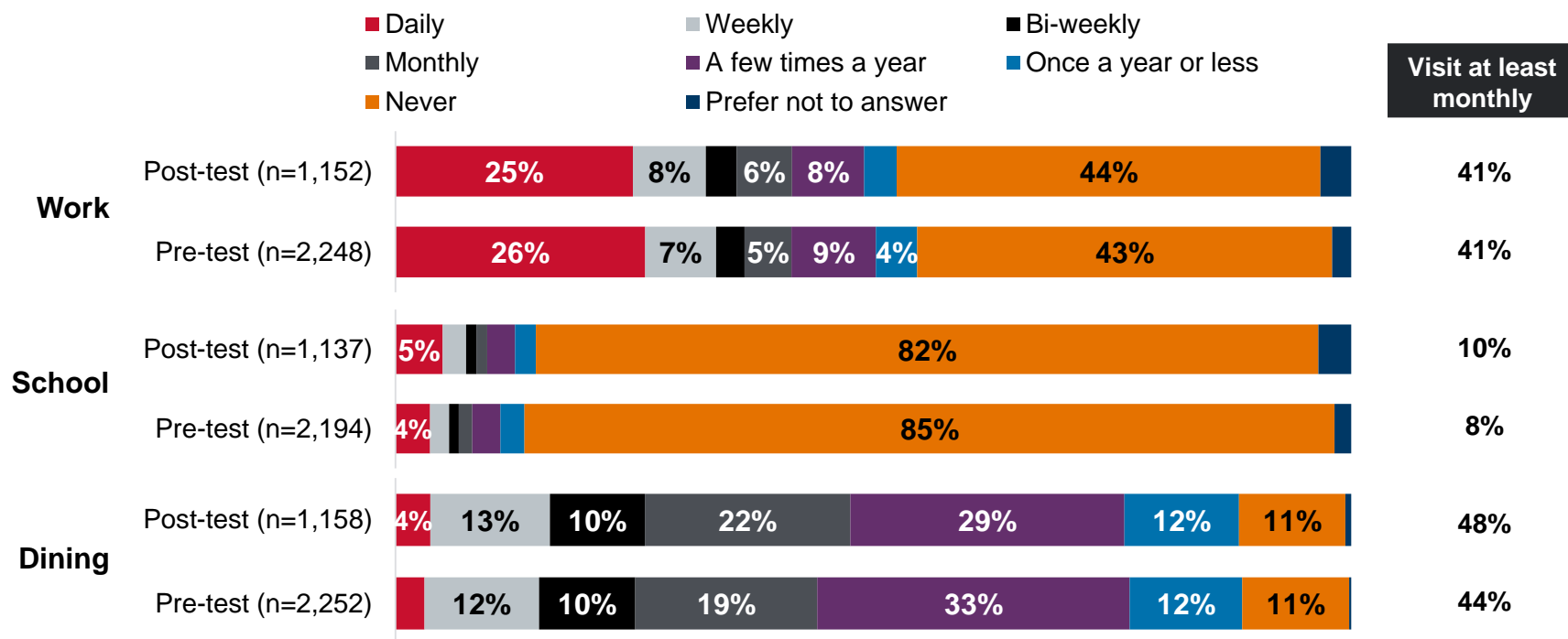


Q: Which of the following have you personally done in the 9 Block area during the last 12 months? (Select all that apply)

Base size: Pre-test: n=2,260 | Post-test: n=1,111

# Visitation Patterns Before COVID-19

## Visitation Patterns to the 9 Block Area before COVID-19

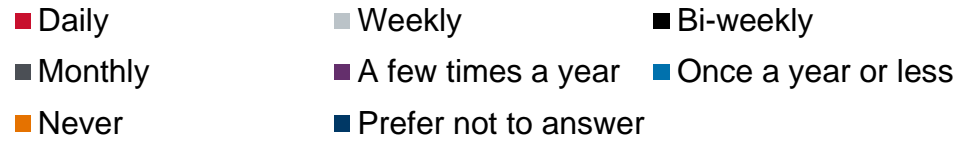


Note: 3% and lower not labelled

Q: Before the COVID-19 pandemic started in March 2020, how frequently did you visit the 9 Block area for the following reasons?

# Visitation Patterns Before COVID-19 (Cont.)

## Visitation Patterns to the 9 Block Area before COVID-19



Visit at least monthly

### Shopping



44%

38%

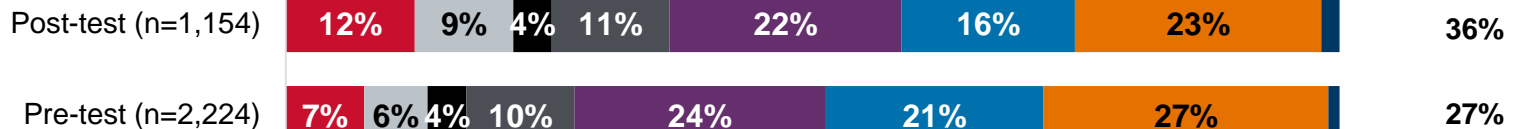
### Accessing social services



17%

12%

### Accessing City Services



36%

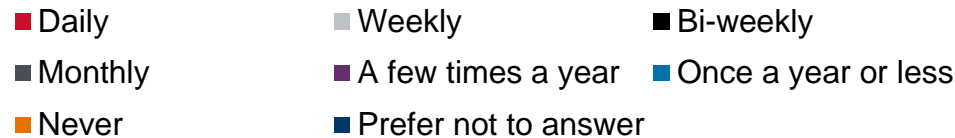
27%

Note: 3% and lower not labelled

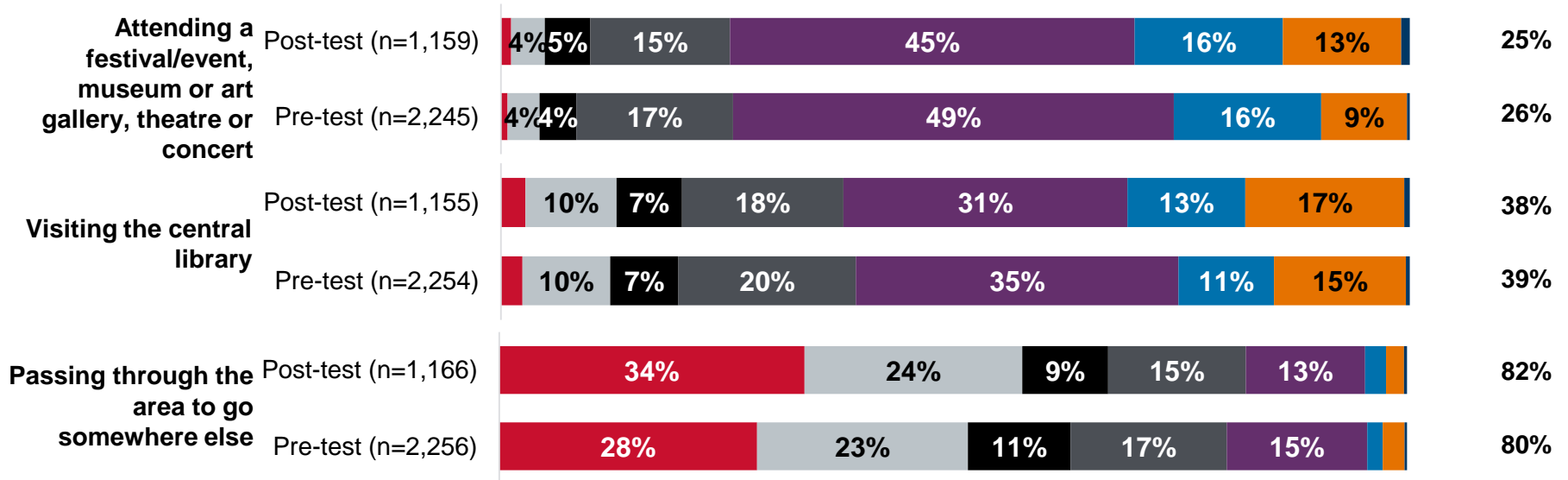
Q: Before the COVID-19 pandemic started in March 2020, how frequently did you visit the 9 Block area for the following reasons?

# Visitation Patterns Before COVID-19 (Cont.)

## Visitation Patterns to the 9 Block Area before COVID-19



Visit at least monthly

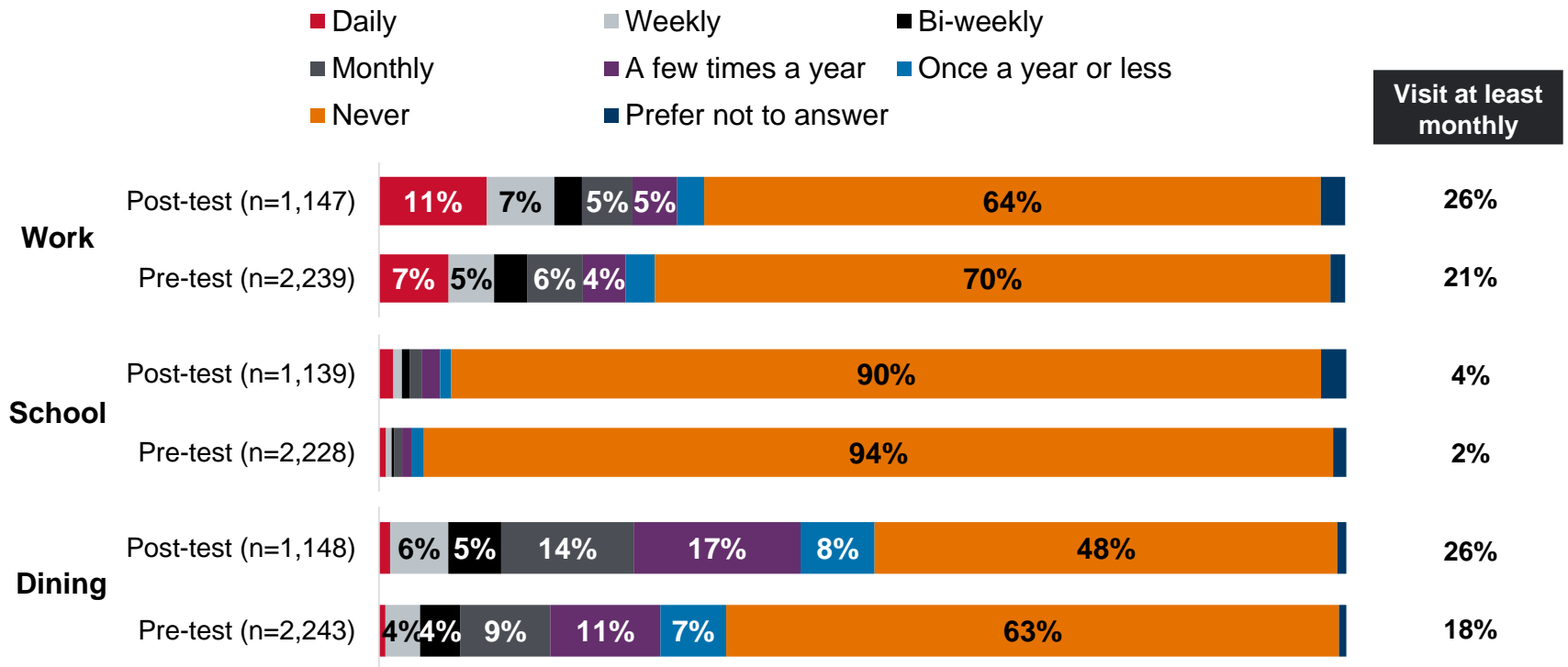


Note: 3% and lower not labelled

Q: Before the COVID-19 pandemic started in March 2020, how frequently did you visit the 9 Block area for the following reasons?

# Visitation Patterns Since COVID-19 Restrictions Started Being Lifted

## Visitation Patterns to the 9 Block Area since Pandemic Restrictions Started Being Lifted



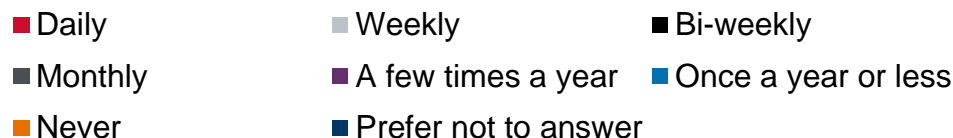
Note: 3% and lower not labelled

Q: Since restrictions resulting from the pandemic started being lifted on May 25, how frequently do you visit the 9 Block area for the following reasons?



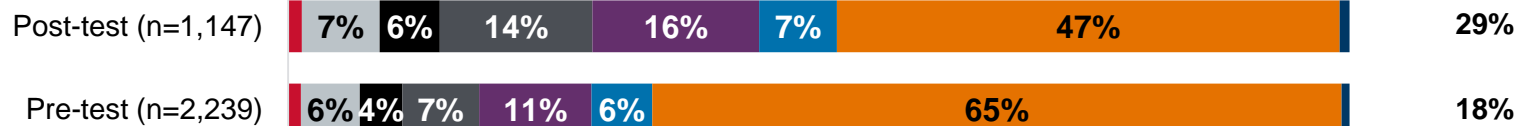
# Visitation Patterns Since COVID-19 Restrictions Started Being Lifted (Cont.)

## Visitation Patterns to the 9 Block Area since Pandemic Restrictions Started Being Lifted



Visit at least monthly

### Shopping



### Accessing social services



### Accessing City Services

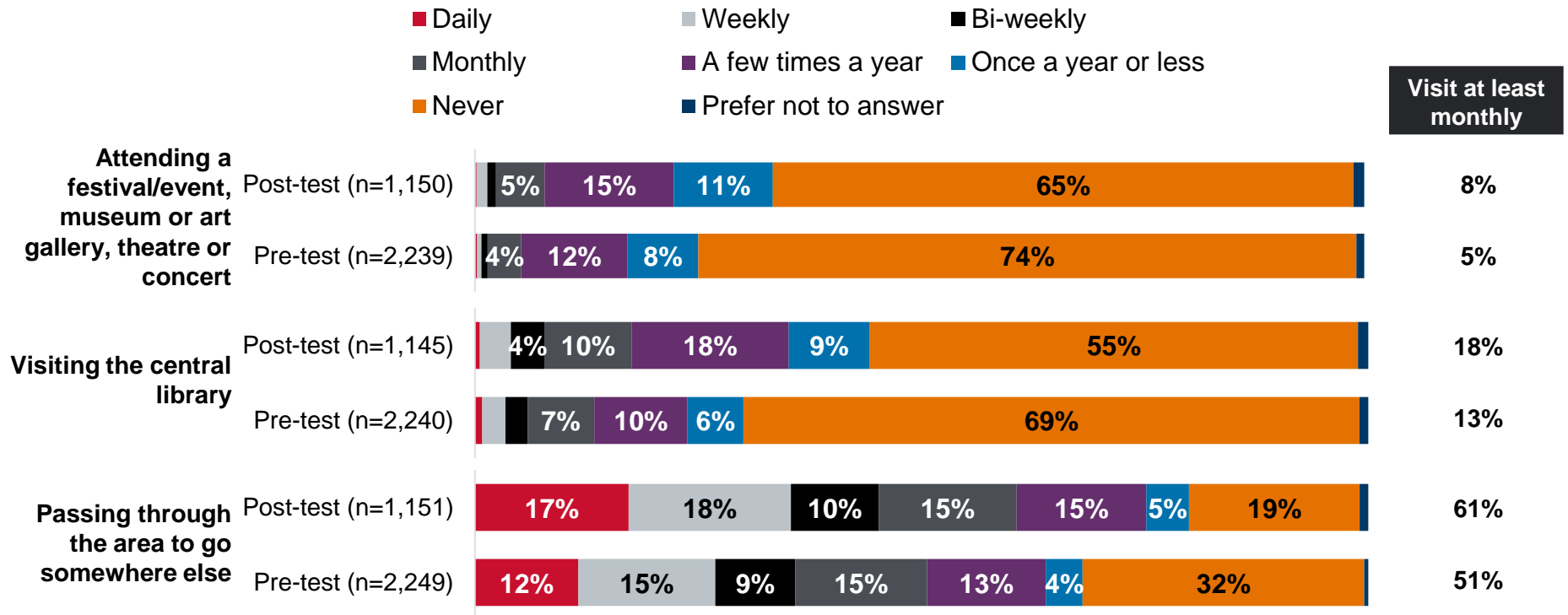


Note: 3% and lower not labelled

Q: Since restrictions resulting from the pandemic started being lifted on May 25, how frequently do you visit the 9 Block area for the following reasons?

# Visitation Patterns Since COVID-19 Restrictions Started Being Lifted (Cont.)

## Visitation Patterns to the 9 Block Area since Pandemic Restrictions Started Being Lifted

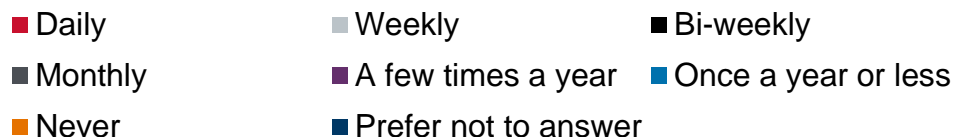


Note: 3% and lower not labelled

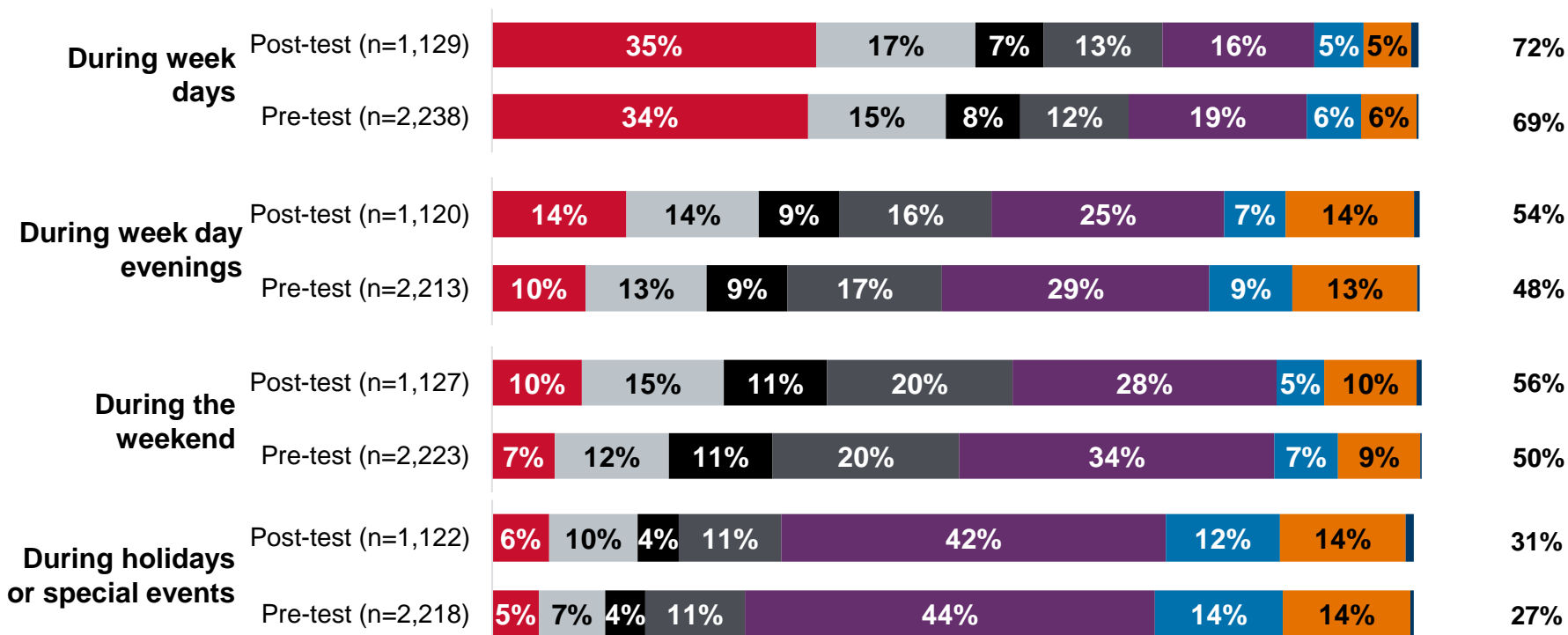
Q: Since restrictions resulting from the pandemic started being lifted on May 25, how frequently do you visit the 9 Block area for the following reasons?

# Visitation Time Before COVID-19

## Visitation Time to the 9 Block Area before COVID-19



Visit at least monthly

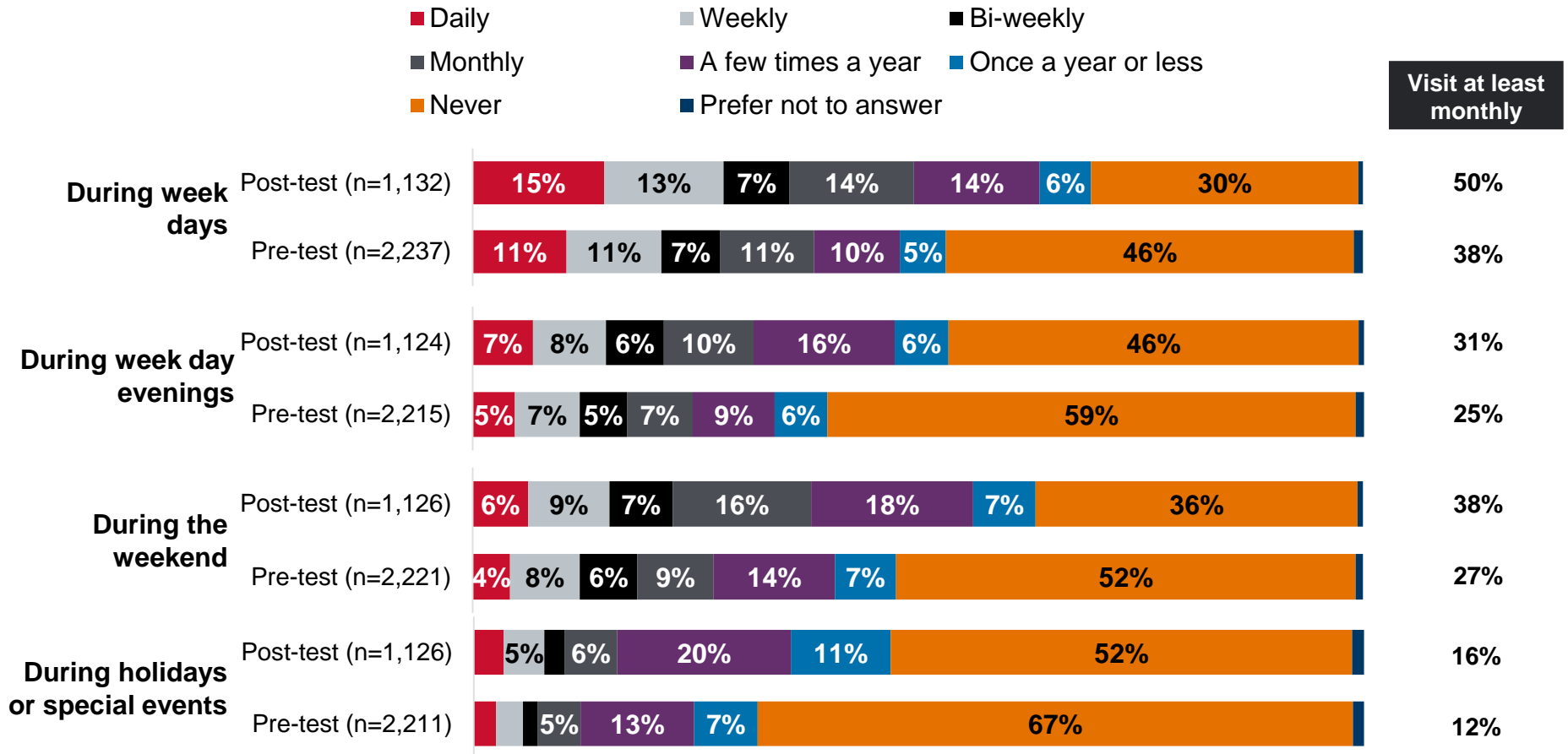


Note: 3% and lower not labelled

Q: Before the COVID-19 pandemic started in March 2020, how frequently did you visit the 9 Block area at the following times?

# Visitation Time Since COVID-19 Restrictions Started Being Lifted (Cont.)

## Visitation Time to the 9 Block Area since Pandemic Restrictions Started Being Lifted



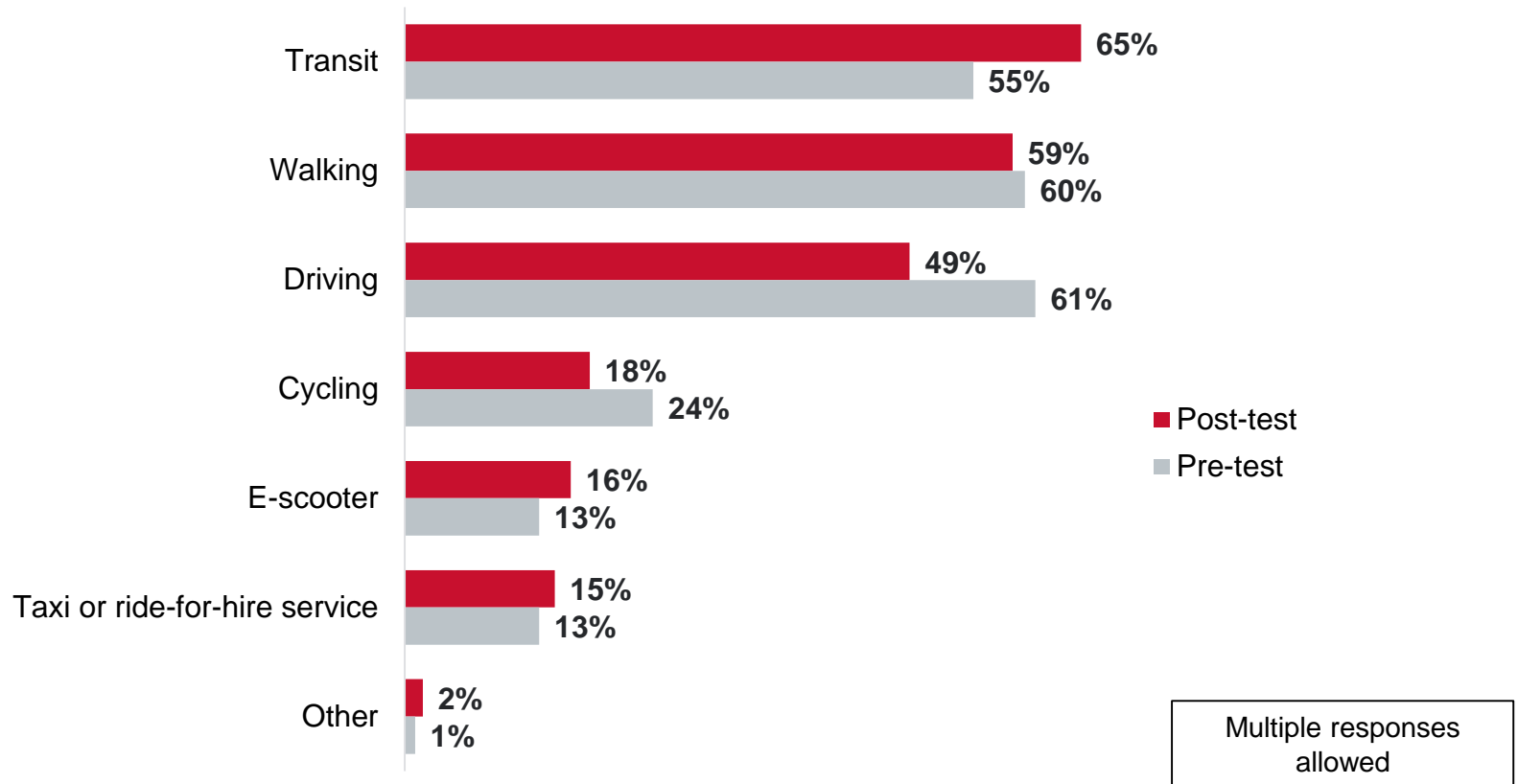
Note: 3% and lower not labelled

Q: Since restrictions resulting from the pandemic started being lifted on May 25, how frequently do you visit the 9 Block area at the following times?

# Transportation Modes

When asked about how survey respondents usually travel to the 9 Block area, main modes of transportation included transit, walking, and driving. Cycling, e-scooter, and taxi were used less frequently.

**Transportation Modes to the 9 Block Area**



Q: How do you usually travel to this area? (Select all that apply)

Base size: Pre-test: n=2,270 | Post-test: n=1,151

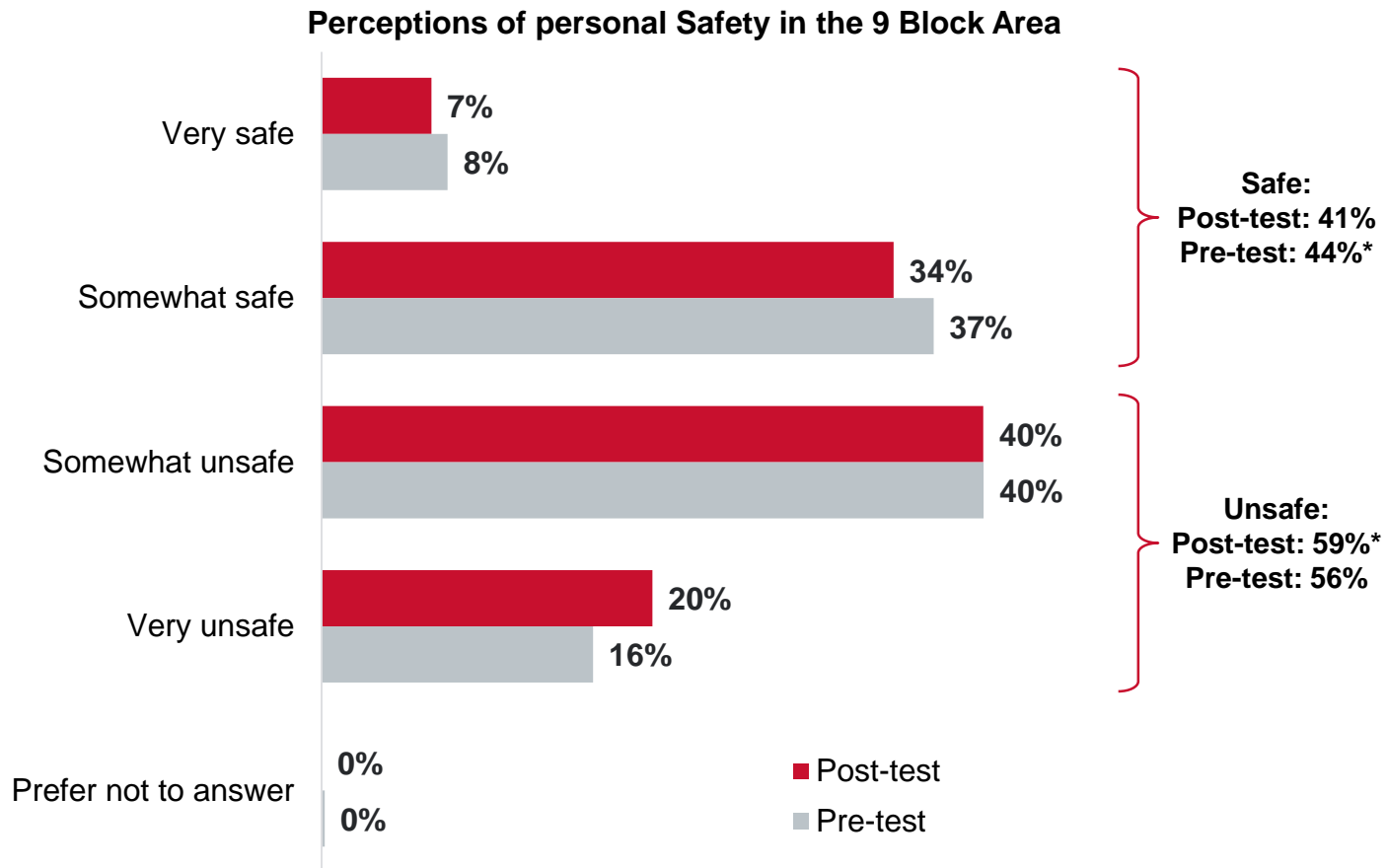


# Perceptions of The 9 Block Area



# Personal Safety

Less than half of survey respondents consider the 9 Block area safe, with perceptions of 'very safe' sitting at only 7% and 8% for the pre- and post-test, respectively.



\*Rounding

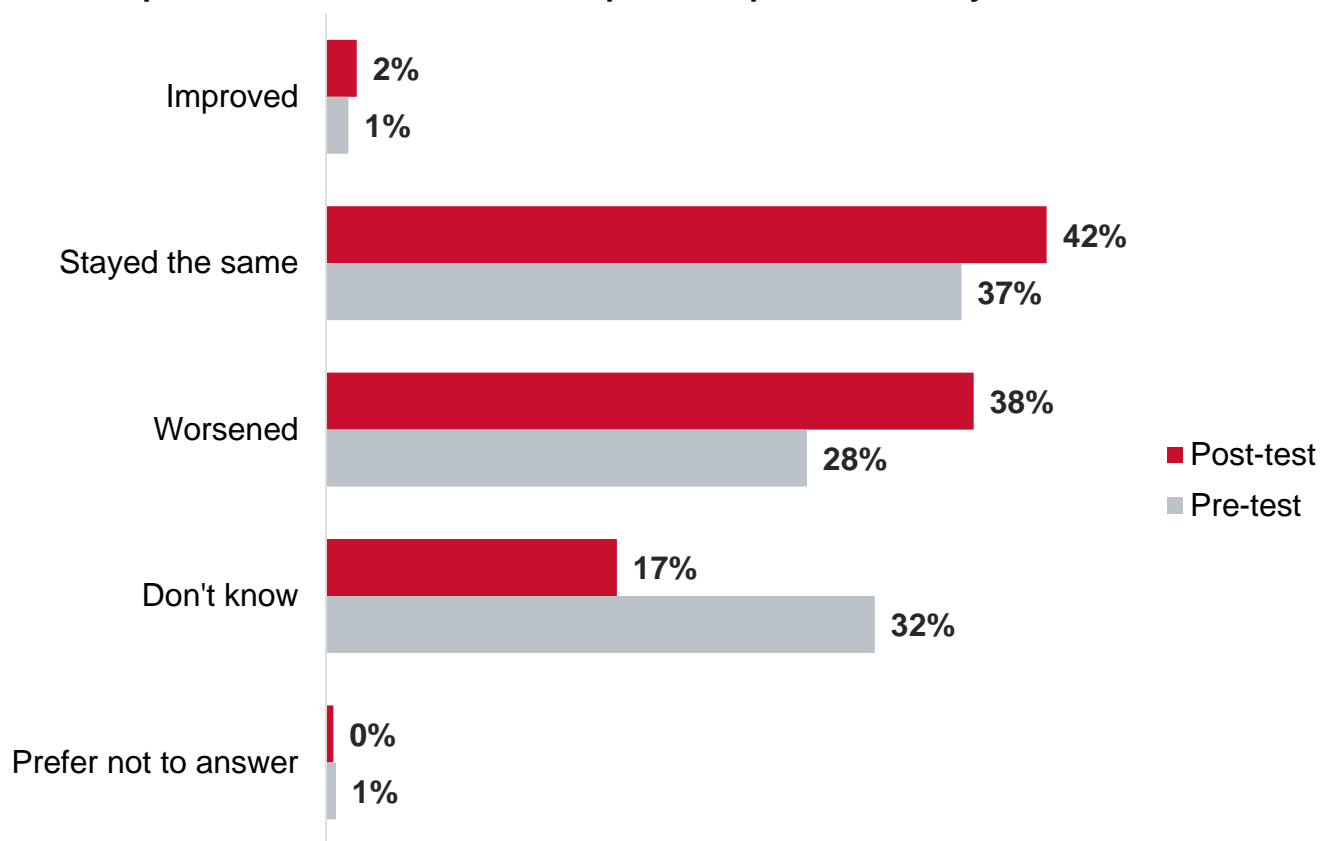
Q: Overall, how would you rate your personal feeling of safety in the 9 Block area?

Base size: Pre-test: n=2,276 | Post-test: n = 1,159

# Impact of COVID-19 on Perceptions of Personal Safety

When asked about changes in perceptions of personal safety since the implementation of COVID-19 restrictions, the majority of survey respondents say it 'stayed the same'. However, a sizable percentage of respondents say it 'worsened.'

## Impact of COVID-19 on the Perceptions of personal Safety in the 9 Block Area



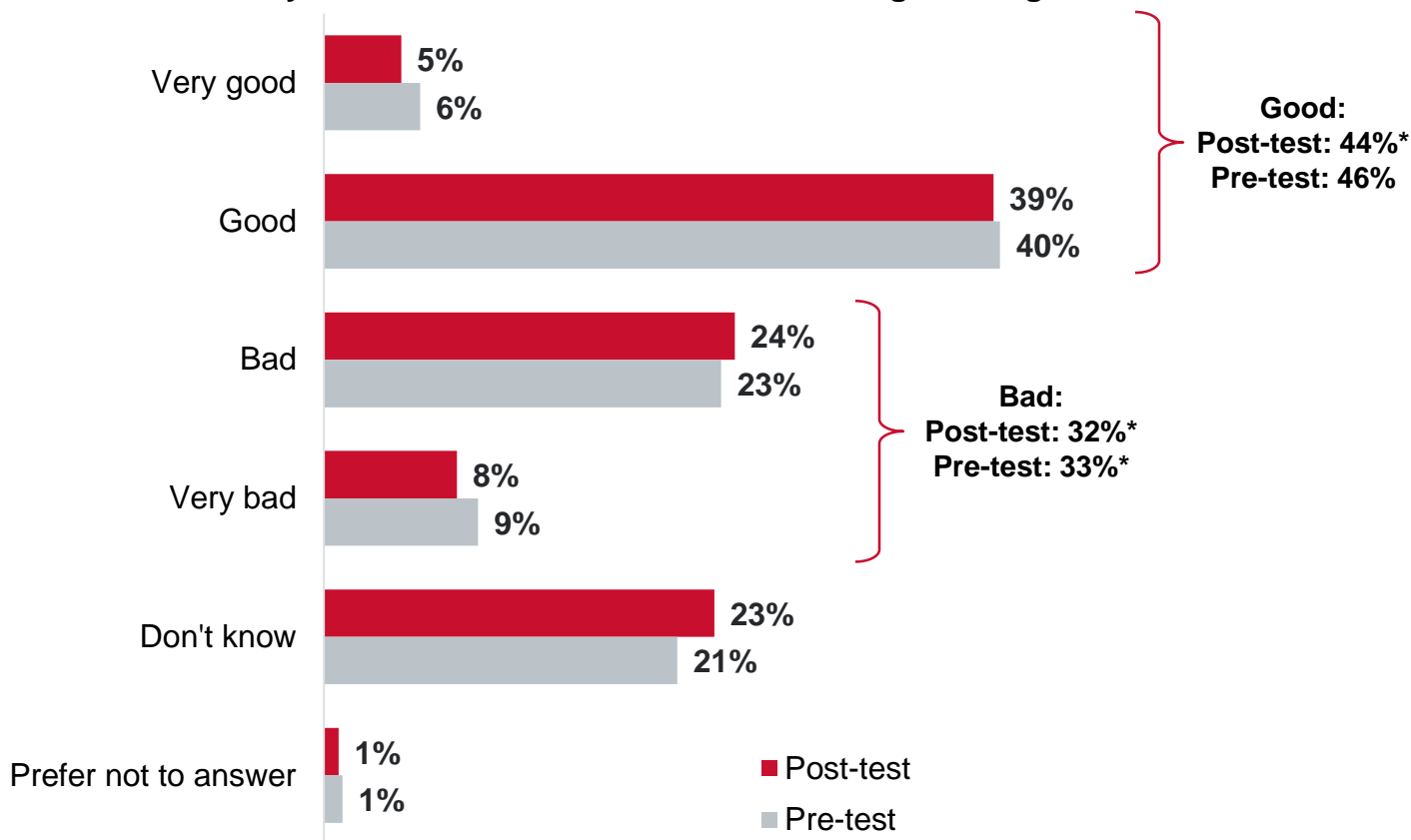
Q: Thinking about the time since March 2020, when COVID-19 restrictions were implemented, has your personal feeling of safety in the 9 Block area improved, stayed the same or worsened?

Base size: Pre-test: n=2,273 | Post-test: n = 1,161

# Quality of Amenities and Programming

Slightly less than half rate the quality of the recreational amenities and programming in the 9 Block area as good, and around three in ten say it is bad. Further, a sizable proportion of survey respondents indicated that they 'don't know.'

## Perceived Quality of the Recreational Amenities and Programming in the 9 Block Area

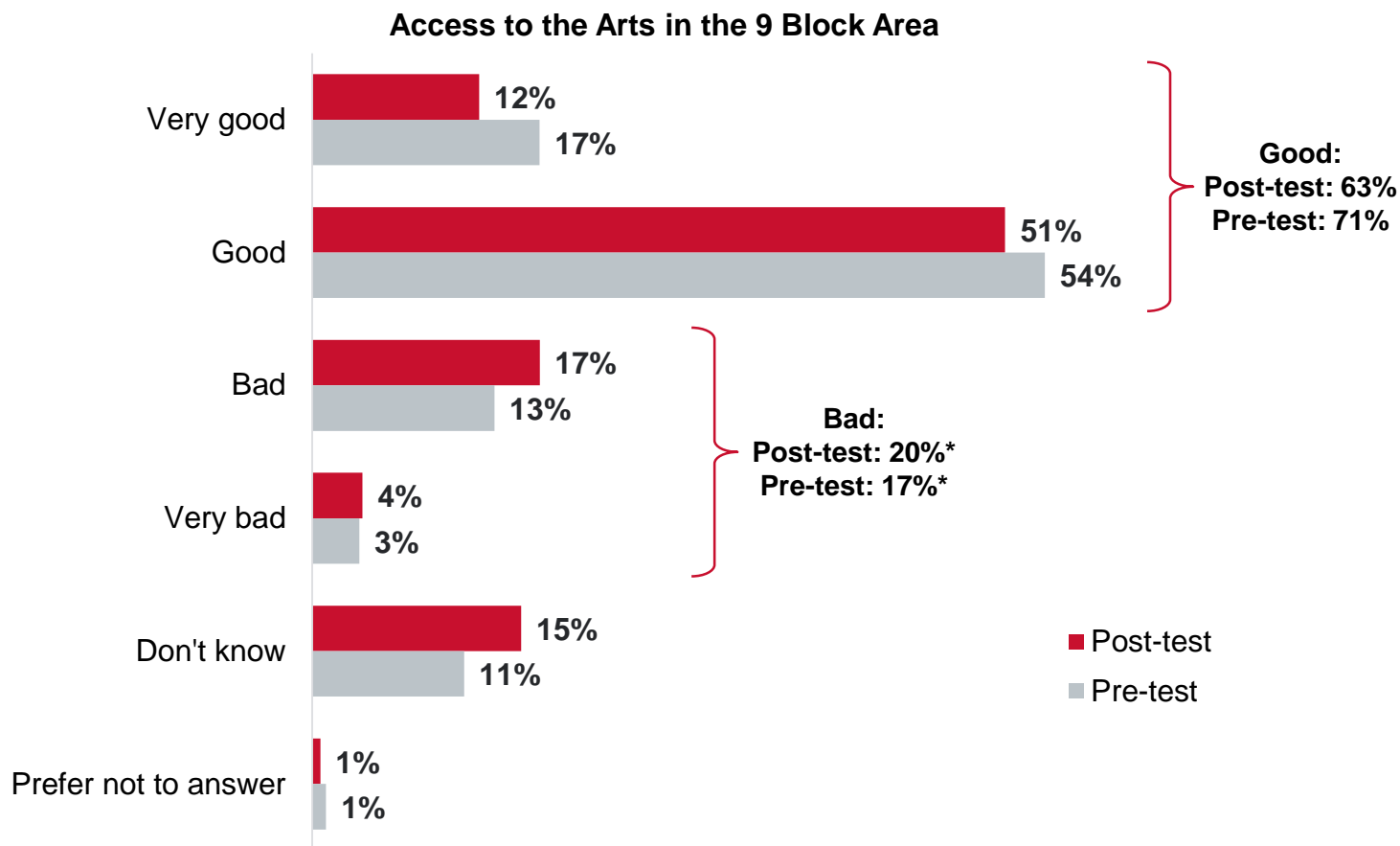


\*Rounding

Q: Overall, how would you rate the quality of the recreational amenities and programming in the 9 Block area?  
Base size: Pre-test: n=2,275 | Post-test: n=1,160

# Access to The Arts

Overall, more than half of survey respondents perceive that access to the arts in the 9 Block area is good. One-fifth (20% post-test, 17% pre-test) rate access to arts as bad.



\*Rounding

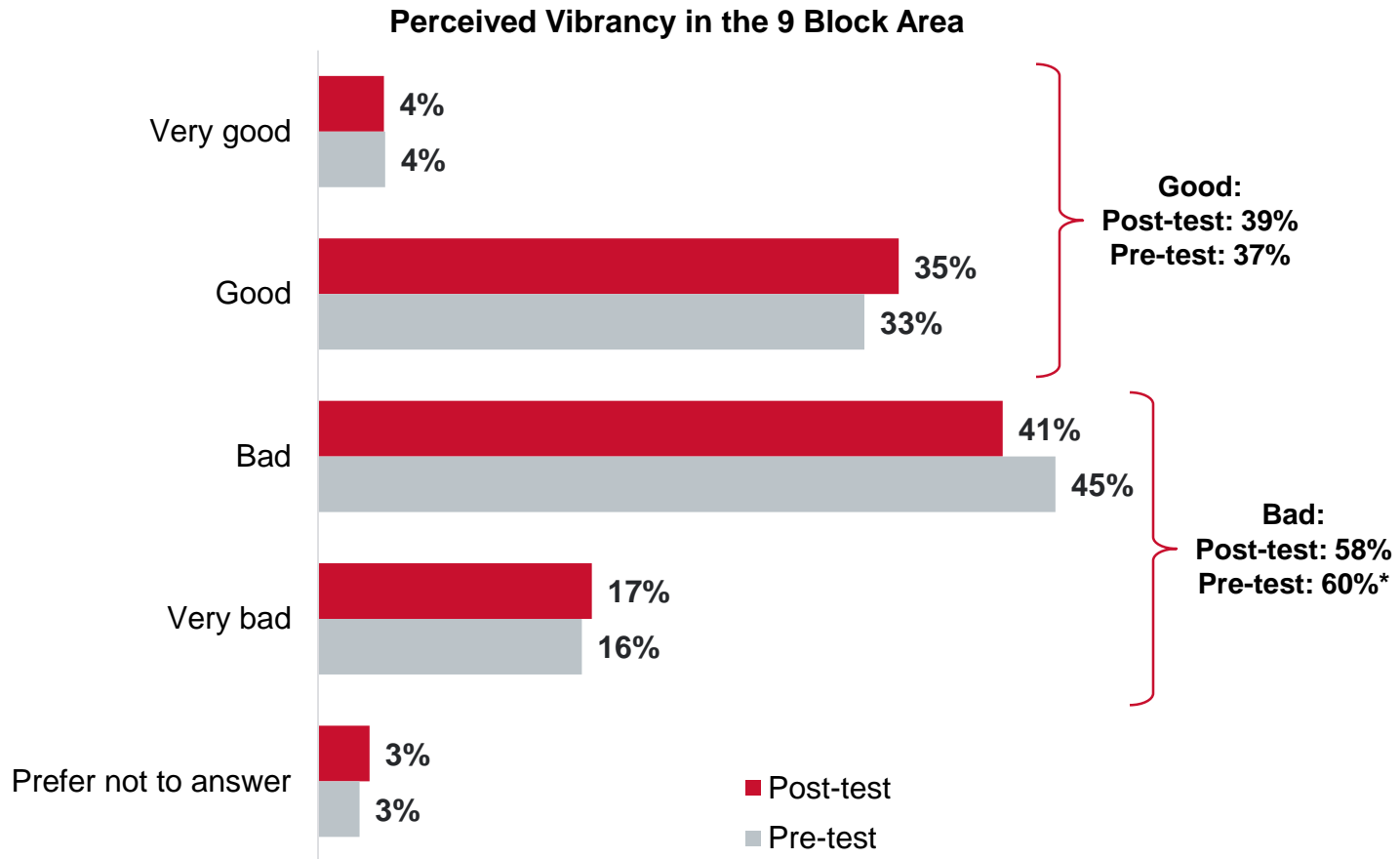
Q: Overall, how would you rate the access to the arts in the 9 Block area?

Base size: Pre-test: n=2,276 | Post-test: n=1,161



# Vibrancy

More survey respondents rate the vibrancy of the area as bad rather than good. Around four in ten give good ratings for vibrancy, while six in ten rate vibrancy of the area as bad.



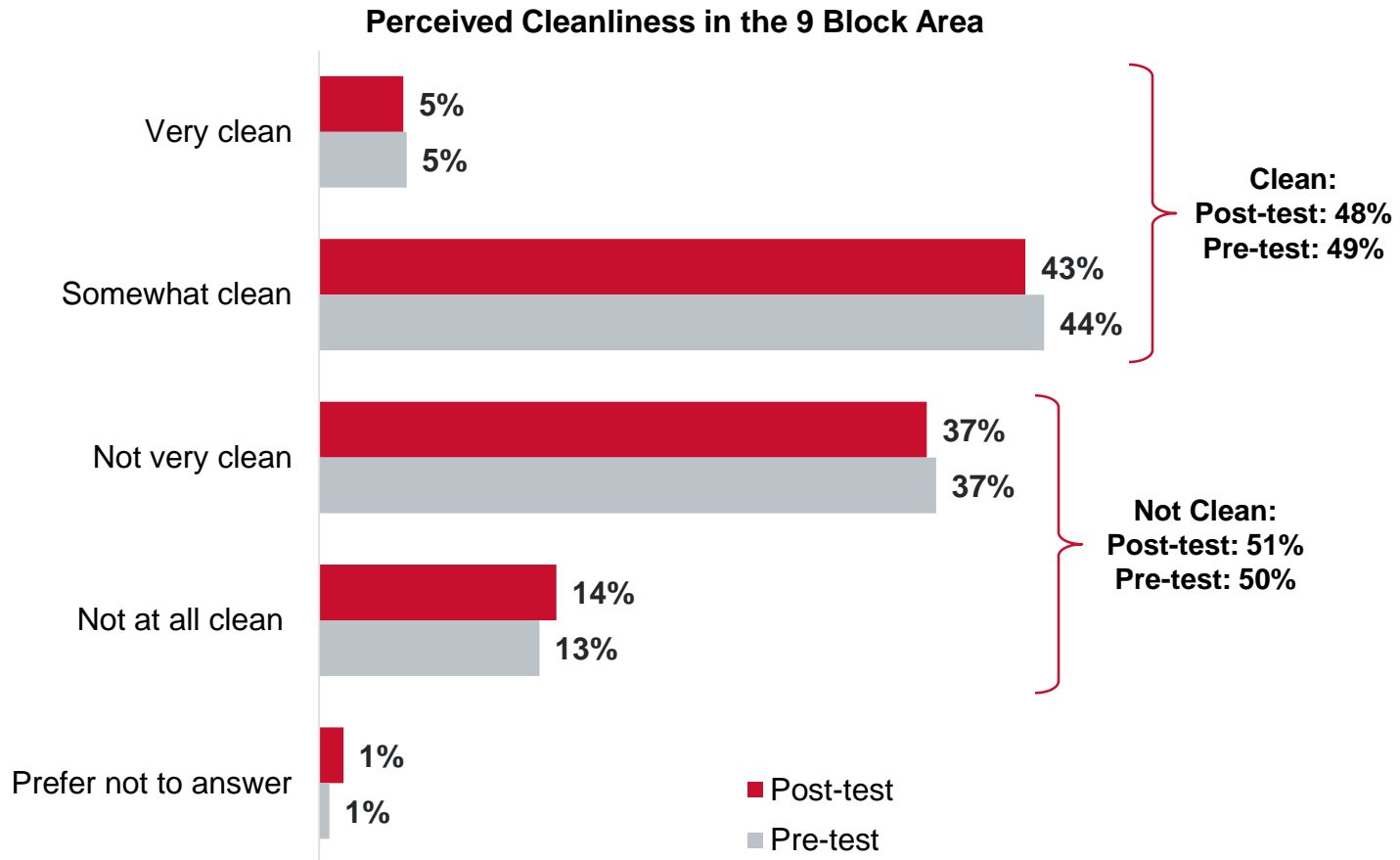
\*Rounding

Q: Overall, how would you rate the vibrancy (feels full of energy, excitement and opportunities to engage) in the 9 Block area?

Base size: Pre-test: n=2,279 | Post-test: n=1,161

# Cleanliness

Survey respondents are split in their perceptions of the 9 Block area's cleanliness, with similar proportions (around one half) rating it as clean and not clean.

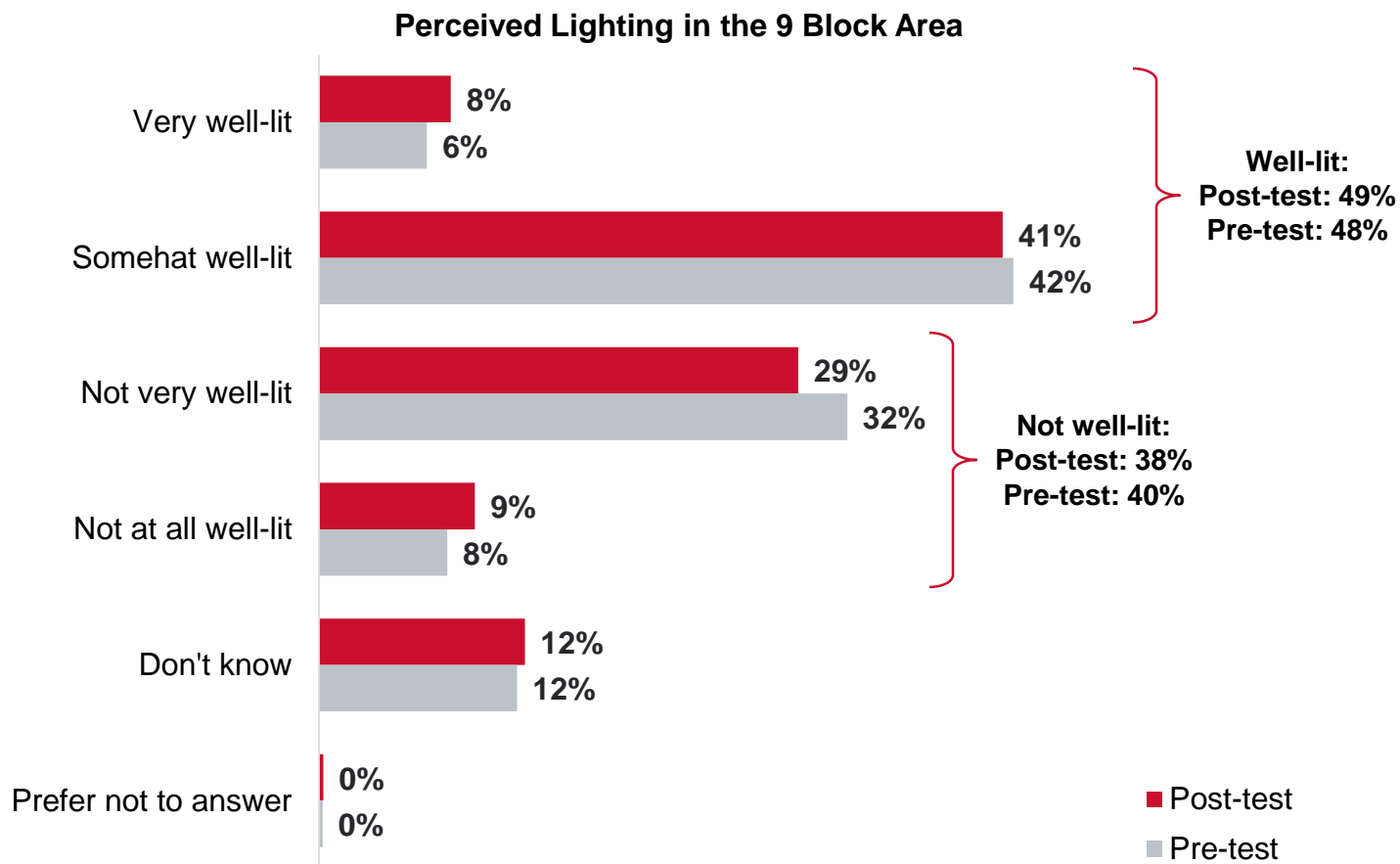


Q: Overall, how would you rate the cleanliness in the 9 Block area?

Base size: Pre-test: n=2,276 | Post-test, n=1,161

# Lighting

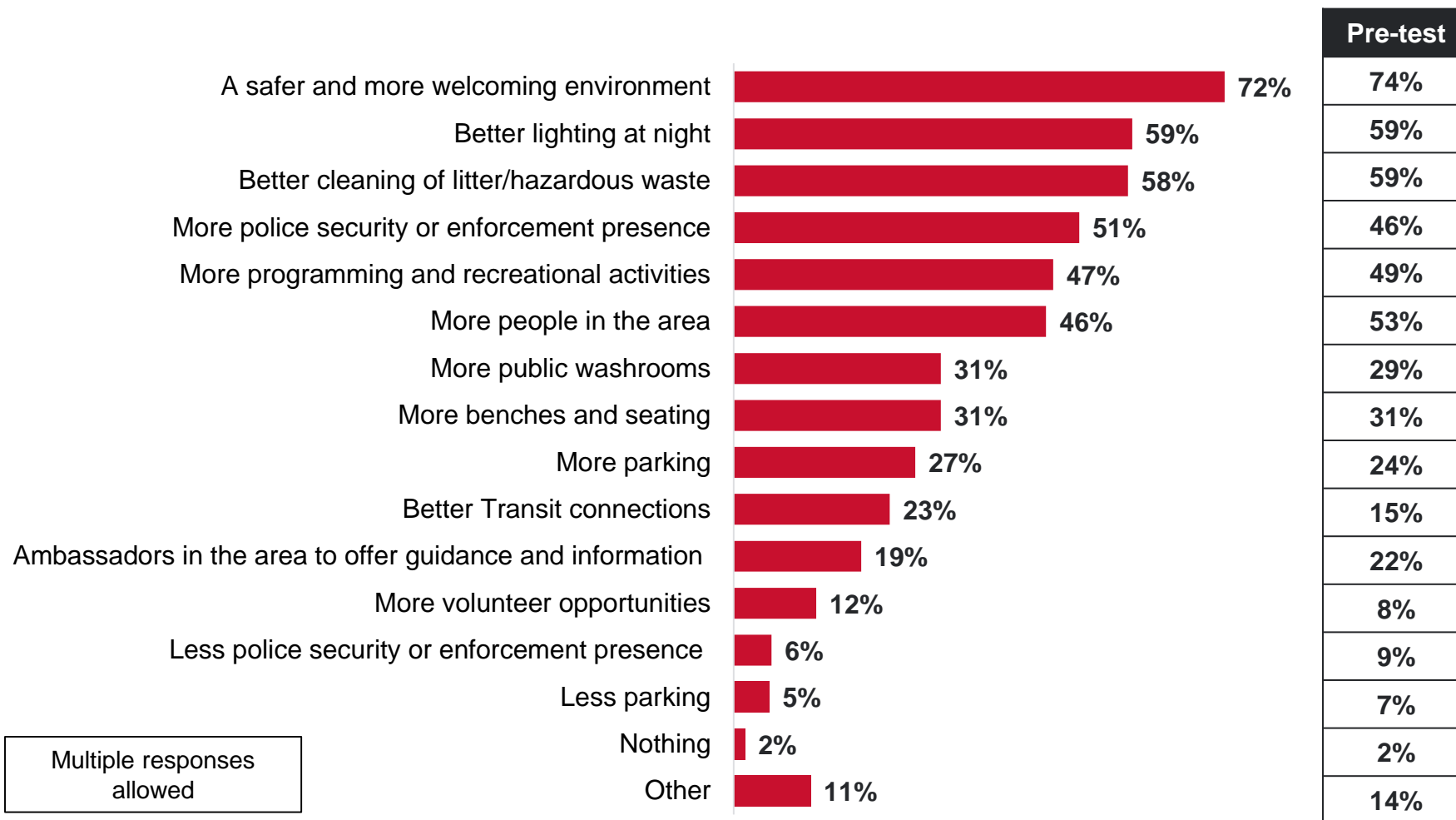
When asked to rate the lighting in the 9 Block area, half of survey respondents say the area is well-lit, while around two in five rate it as not well-lit.



Q: Overall, how would you rate the lighting in the 9 Block area?

Base size: Pre-test: n=2,279 | Post-test: n=1,161

# Changes That Would Motivate Calgarians to Spend More Time in The 9 Block Area



Q: What would make you more likely to spend more time in the 9 Block area? (Select all that apply)

Base size: Pre-test: n=2,291 | Post-test: n=1,166

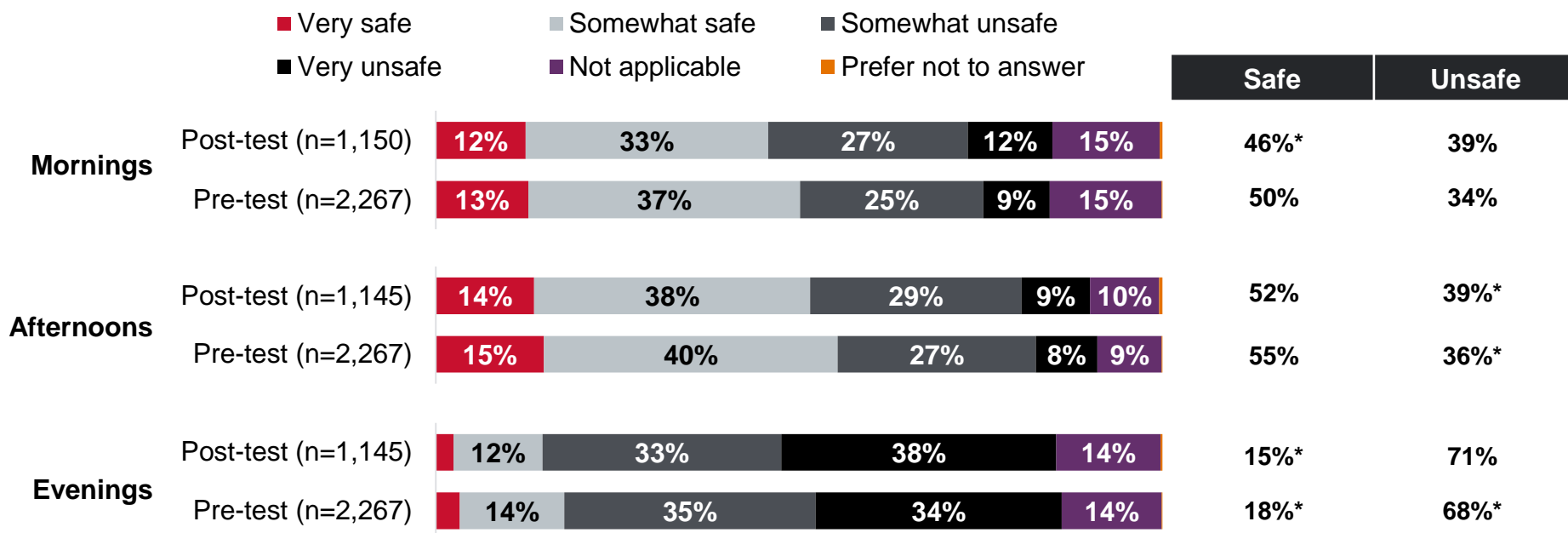
## Perceptions of the 7 Ave and Macleod Trail SE Area



# Personal Safety

When asked about perceptions of safety in the 7 Ave and Macleod Trail SE area, safety perceptions appear similar in the morning and afternoon with around one-half of survey respondents rating the area as safe. However, safety perceptions in the evening are lower, with less than one in five saying it is safe.

## Perceptions of Personal Safety in the Area around 7 Avenue and Macleod Trail SE



Note: 3% and lower not labelled

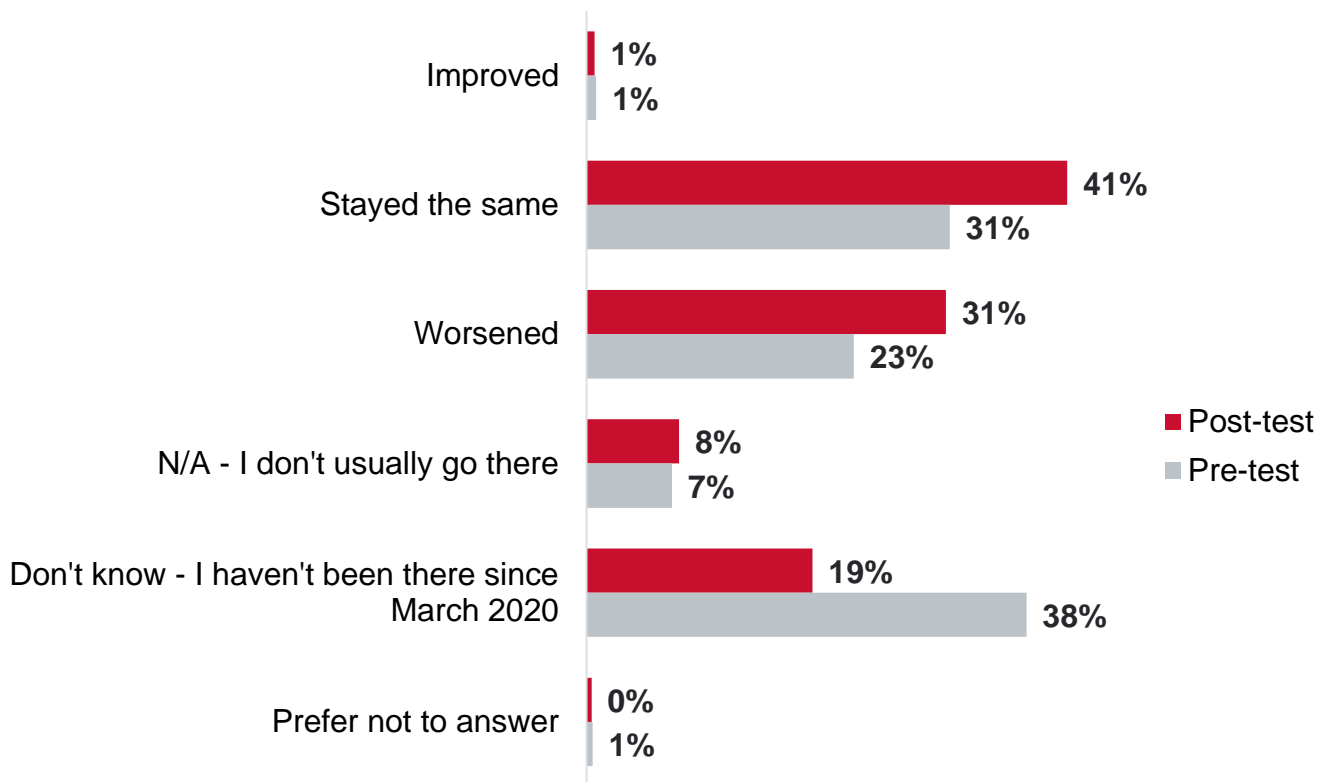
\*Rounding

Q: During different times of day, how safe do you feel in the area around 7 Avenue and Macleod Trail SE?

## Impact of COVID-19 on Perceptions of Personal Safety

Since the implementation of COVID-19 restrictions, perceptions of personal safety either 'stayed the same' or 'worsened.' Only a negligible portion of survey respondents said it 'improved.'

### Impact of COVID-19 on Perceptions of Personal Safety in the Area around 7 Avenue and Macleod Trail SE



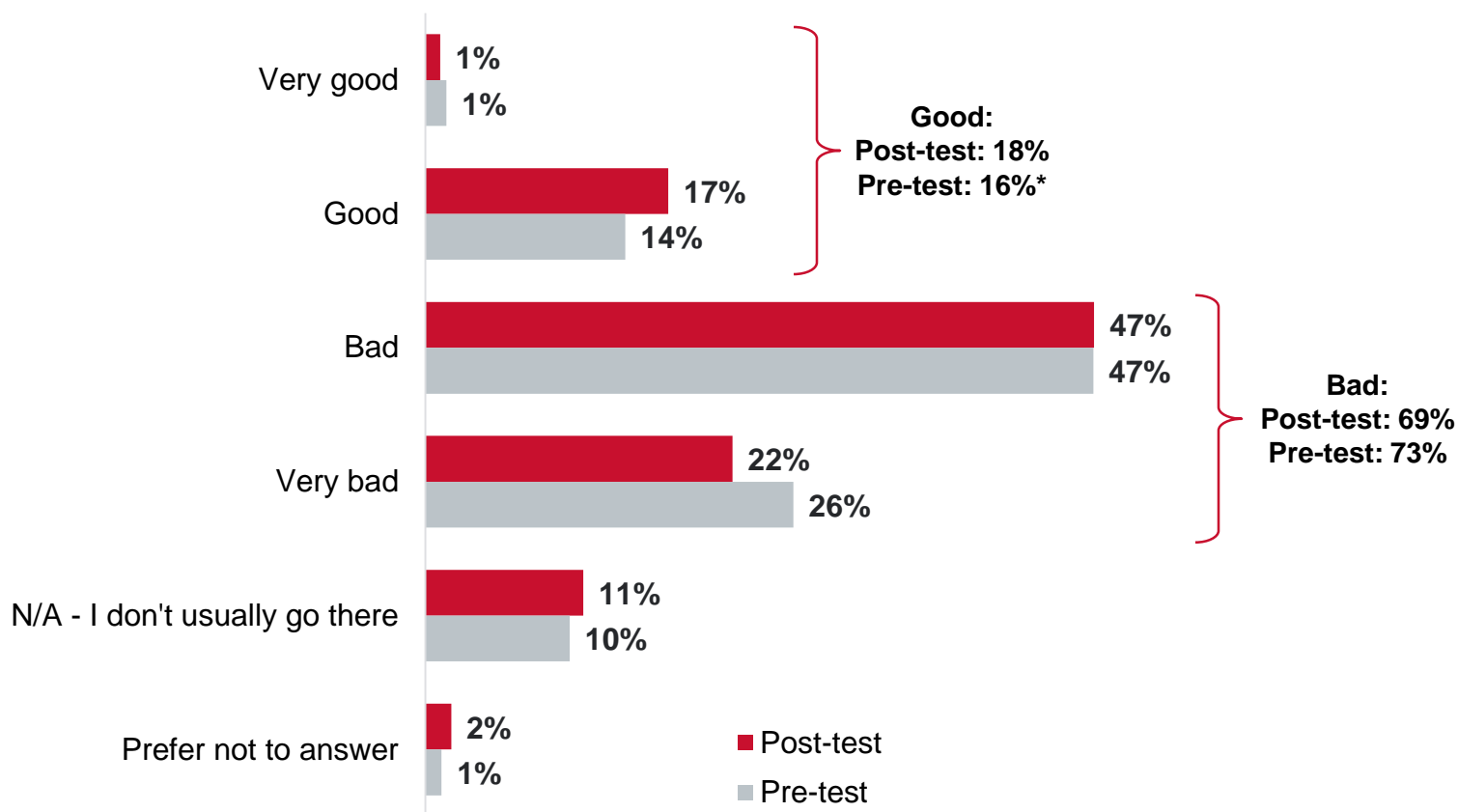
Q: Thinking about the time since March 2020, when COVID-19 restrictions were implemented, has your personal feeling of safety in the area around 7 Avenue and Macleod Trail SE improved, stayed the same or worsened?

Base size: Pre-test: n=2,272 | Post-test: n = 1,151

# Vibrancy

The majority of survey respondents rate the vibrancy of the area around 7 Avenue and Macleod Trail SE as bad, and fewer than one-in-five provide good ratings of area vibrancy.

## Perceived Vibrancy in the Area around 7 Avenue and Macleod Trail SE



\*Rounding

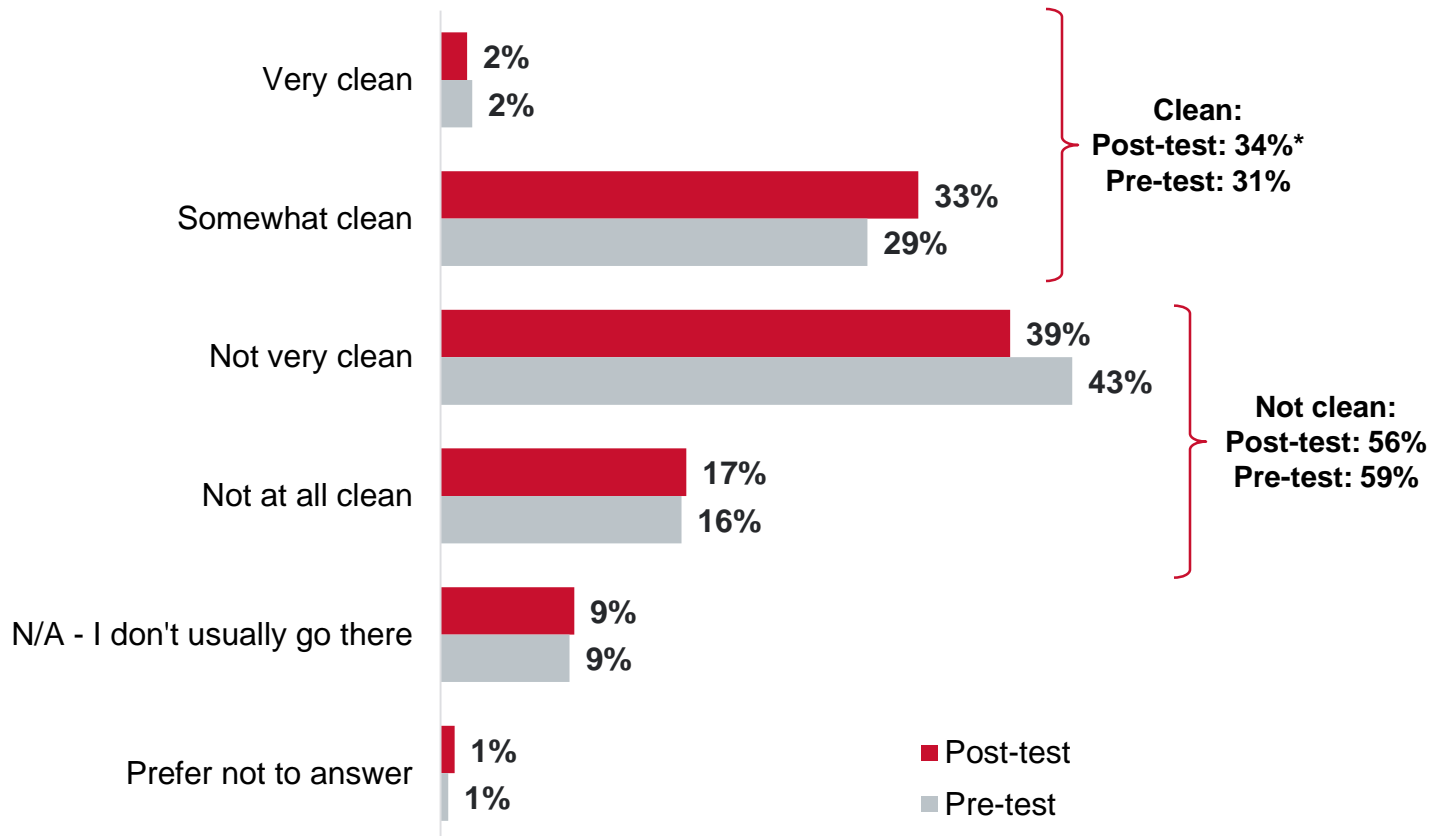
Q: Overall, how would you rate the vibrancy in the area around 7 Avenue and Macleod Trail SE?  
Base size: Pre-test: n=2,269 | Post-test: n=1,149



# Cleanliness

Around one third of survey respondents say that the area around 7 Avenue and Macleod Trail SE is clean, and just about half rate it as not clean.

## Perceived Cleanliness in the Area around 7 Avenue and Macleod Trail SE



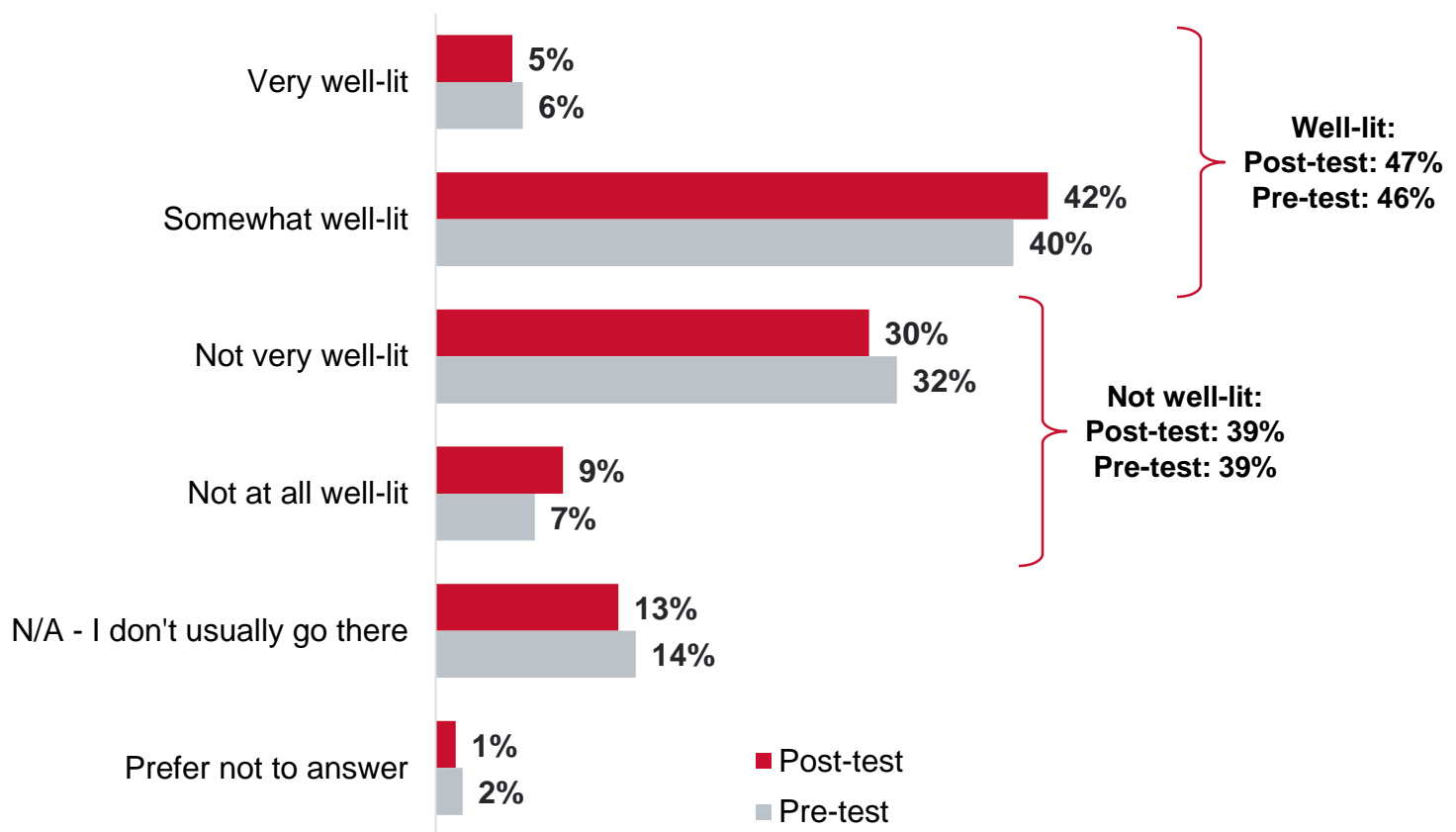
\*Rounding

Q: Overall, how would you rate the cleanliness in the area around 7 Avenue and Macleod Trail SE?  
Base size: Pre-test: n=2,273 | Post-test: n=1,152

# Lighting

Half of survey respondents rate the area around 7 Avenue and Macleod Trail SE as well-lit, while four-in-ten respondents say that it is not well-lit.

## Perceived Lighting in the Area around 7 Avenue and Macleod Trail SE



Q: Overall, how would you rate the lighting in the area around 7 Avenue and Macleod Trail SE?

Base size: Pre-test: n=2,270 | Post-test: n=1,153

# Demographics



# Demographics

Age (Pre-test: n=2,288   Post-test: n=1,170)	
18 to 34 years	41%   45%
35 to 54 years	40%   35%
55 to 64 years	12%   11%
65 years or more	6%   6%
Prefer not to answer	1%   2%

Gender (Pre-test: n=2,280   Post-test: n=1,163)	
Male	38%   33%
Female	59%   62%
Other	1%   2%
Prefer not to answer	2%   3%

Resident of Calgary (Pre-test: n=2,277   Post-test: n=1,161)	
Yes	99%   99%
No	1%   1%

Own/Rent (Pre-test: n=2,282   Post-test: n=1,169)	
Own	56%   47%
Rent	33%   41%
Live with family/friends	7%   9%
Sometimes stay in a shelter or sleep outdoors	0%   0%
Other	1%   0%
Prefer not to answer	3%   2%

Have a disability (Pre-test: n=2,288   Post-test: n=1,170)	
Yes	6%   10%
No	92%   87%
Prefer not to answer	2%   3%

Household type (Pre-test: n=2,287   Post-test: n=1,170)	
A couple with no children under 18 living at home	39%   37%
A couple with at least one child under 18 living at home	22%   18%
A single parent family with at least one child under 18 living at home	2%   2%
A single parent family with at least one child over 18 living at home	3%   3%
A non-family household, for example roommates	5%   9%
I live alone	22%   22%
Other	3%   4%
Prefer not to answer	5%   6%

Notes: Total may not add to 100% due to rounding.  
 'Prefer not to answer' option is excluded from calculations.  
 Sample size specified as: Pre-test | Post-test

Individuals who were younger than 18 years of age were not eligible to participate in the survey.

## Demographics (cont.)

Employment status (Pre-test: n=2,287   Post-test: n=1,167)	
Working full time (35 hrs/wk or more)	68%   56%
Working part time (less than 35 hrs/wk)	10%   12%
Unemployed but looking for work	5%   8%
Attending school full-time/ a student	5%   9%
Retired	6%   8%
Not in the workforce (not employed and not looking for work)	2%   2%
Other	2%   2%
Prefer not to answer	3%   4%

Visible minority (Pre-test: n=2,289   Post-test: n=1,171)	
Yes	13%   17%
No	83%   77%
Prefer not to answer	4%   6%

Identify as Indigenous (Pre-test: n=2,289   Post-test: n=1,170)	
No	96%   92%
Yes	2%   4%
Prefer not to answer	2%   4%

Income (Pre-test: n=2,290   Post-test: n=1,171)	
Less than \$30,000	6%   12%
\$30,000 to <\$45,000	6%   9%
\$45,000 to <\$60,000	8%   9%
\$60,000 to <\$75,000	8%   7%
\$75,000 to <\$90,000	9%   8%
\$90,000 to <\$105,000	9%   7%
\$105,000 to <\$120,000	9%   7%
\$120,000 or more	28%   21%
Prefer not to answer	17%   21%

Notes: Total may not add to 100% due to rounding.  
 'Prefer not to answer' option is excluded from calculations.  
 Sample size specified as: Pre-test | Post-test





## Contact

**The Corporate Research Team**  
Customer Service & Communications  
The City of Calgary  
[research@Calgary.ca](mailto:research@Calgary.ca)