

Calgary



# 2024 Fall Survey of Calgarians

Ward 10 – Final Report

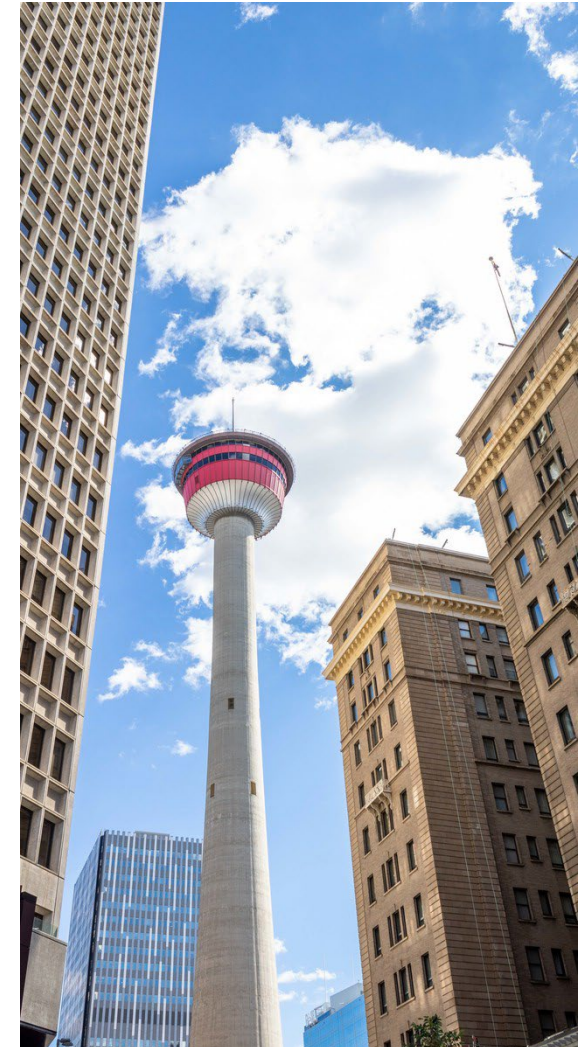
November 2024

Prepared by:



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## Methodology

- The survey was conducted by Ipsos Public Affairs from August 8, 2024 to September 3, 2024 with 2,500 Calgarians via telephone. A total of 179 interviews were conducted with residents of Ward 10. The average time to complete the survey was 26 minutes.
- The survey was conducted using random digit dialing with numbers from both landlines (60%) and cell phones (40%) to obtain a random and statistically-representative sample of Calgarians.
- The margin of error for the total City Wide sample of n=2,500 is  $\pm 2.0$  percentage points, 19 times out of 20. The margin of error for Ward 10 is  $\pm 7.32$  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

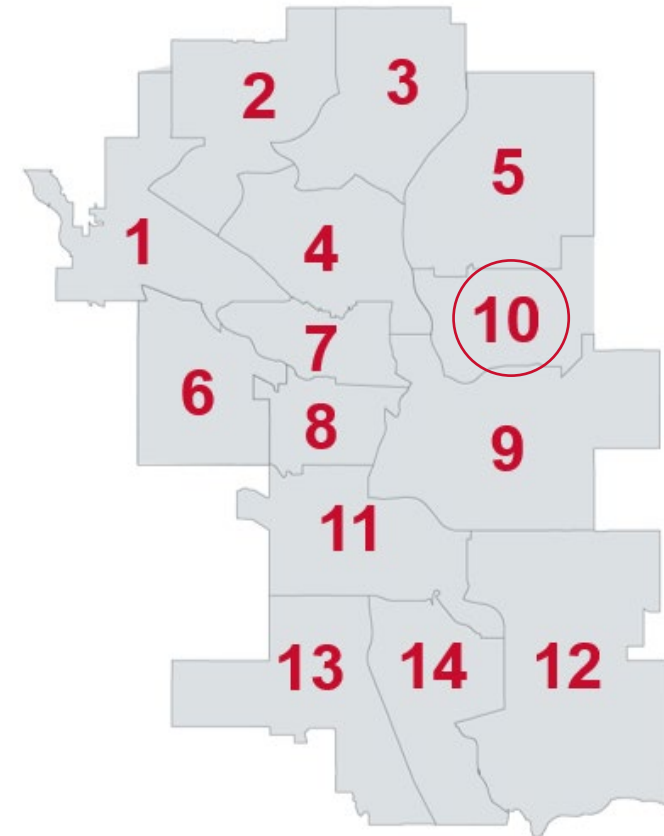
Results are statistically compared with those of City Wide:

- ↑ indicates number is significantly higher than City Wide
- ↓ indicates number is significantly lower than City Wide

Where possible, fall 2024 results for Ward 10 are compared to those from fall 2023 as indicated by a grey dotted box:

- Ward 10 2023
- Only statistically significant differences are shown

Some bar charts in this report do not add to 100% due to rounding.







# 2024 Fall highlights: Ward 10

## Quality of life

I am proud to live in my neighbourhood



Calgary is a great place to make a life



Calgary is on the right track to be a better city in 10 years



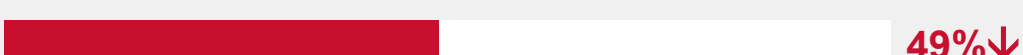
Good quality of life



Calgary is a great place to make a living



I feel safe walking alone in my neighbourhood after dark



## Value for taxes and satisfaction with services and programs



Satisfied with customer service



Satisfied with City services and programs



Good value for tax dollars

## Issue agenda (top 3)



37%

Infrastructure, traffic and roads



20%

Economy



19%

Crime, Safety and Policing

## City reputation and performance



86%

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



60%

Agree City practices open and accessible government



57%

Satisfied with running of Council and Administration



82%

Agree City is building meaningful relationships with Indigenous partners





38%

Trust The City of Calgary

↑/↓ Statistically higher/lower than City Wide







# Difference in Ward 10 vs. City Wide

		Ward 10	City Wide
 <p>Quality of life</p>	Perceived change in quality of life has worsened	74%↑	64%
	Agree that they are proud to live in their neighbourhood	66%↓	80%
	Rates the overall quality of life in Calgary as good	55%↓	66%
	Think that neighbourhood crime will increase in the next three years	53%↑	44%
	Agree that Calgary is a great place to make a living	52%↓	63%
	Perceived change in neighbourhood crime has increased	51%↑	41%
	Feel safe walking alone in neighbourhood after dark	49%↓	77%
 <p>Issue agenda</p>	Net – Transit	8%↓	14%
	Housing affordability/ mortgage rates/ rent increase	4%↓	10%
	Public transportation (incl. buses/ CTrain/ poor service)	2%↓	8%
	City zoning	2%↓	7%

↑/↓ Statistically higher/lower than City Wide



# Difference in Ward 10 vs. City Wide (continued)

			Ward 10	City Wide
	City programs and services	No statistically significant differences	-	-
	Taxation	No statistically significant differences	-	-
	Perceptions of service delivery and input from Calgarians	No statistically significant differences	-	-
	City reputation and performance	Neutral trust in The City of Calgary	<b>37%↑</b>	<b>29%</b>
	Council focus areas	No statistically significant differences	-	-
	Accessibility and downtown revitalization	Agree that they would feel safe walking or wheeling on pathways in Calgary	<b>68%↓</b>	<b>82%</b>
		Agree that they avoid taking transit in Calgary because of concerns for their personal safety	<b>64%↑</b>	<b>49%</b>
		Agree that The City's roadways provide a safe experience for users	<b>53%↓</b>	<b>70%</b>

↑/↓ Statistically higher/lower than City Wide









# Year-over-year changes in Ward 10

		2024	2023
	Quality of life		
	Agree that they are proud to live in their neighbourhood	66%↓	78%
	Agree that Calgary is on the right track to be a better city 10 years from now	62%↓	74%
	Rates the overall quality of life in Calgary as good	55%↓	74%
	Feel safe walking alone in their neighbourhood after dark	49%↓	62%
	Issue agenda		
	Net – Economy	20%↑	9%
	Net - Crime, safety and policing	19%↓	36%
	Net - Homelessness, poverty and affordable housing	18%↓	32%
	Affordable/ available housing	10%↓	20%
	Water supply/ infrastructure (water main issue)	10%↑	0%
	Public safety	8%↓	22%
	Civic engagement/ communication	5%↑	0%
Housing affordability/ mortgage rates/ rent increase	4%↑	0%	

↑/↓ Statistically higher/lower than fall 2023



# Year-over-year changes in Ward 10 (continued)

		2024	2023
	City programs and services	Satisfied with Residential Blue Cart recycling	88%↓ 96%
		Satisfied with the overall level and quality of City services and programs	59%↓ 75%
	Taxation	Perceived good value of property taxes	35%↓ 51%
		Increase taxes beyond current inflation rate – to expand services	9%↓ 24%
	Perceptions of service delivery and input from Calgarians	No statistically significant differences - -	
	City reputation and performance	Agree that The City of Calgary manages its spending in a responsible way that reflects the needs and priorities of Calgarians	47%↓ 60%
	Council focus areas	Agree that The City is working to attract more people to live in Calgary	75%↓ 88%
		Agree that The City should explore ways to make home ownership more achievable for all Calgarians	88%↓ 96%
	Accessibility and downtown revitalization	Agree that they would feel safe walking or wheeling on pathways in Calgary	68%↓ 84%
		Agree that they would feel safe using bikeways in Calgary	66%↓ 82%

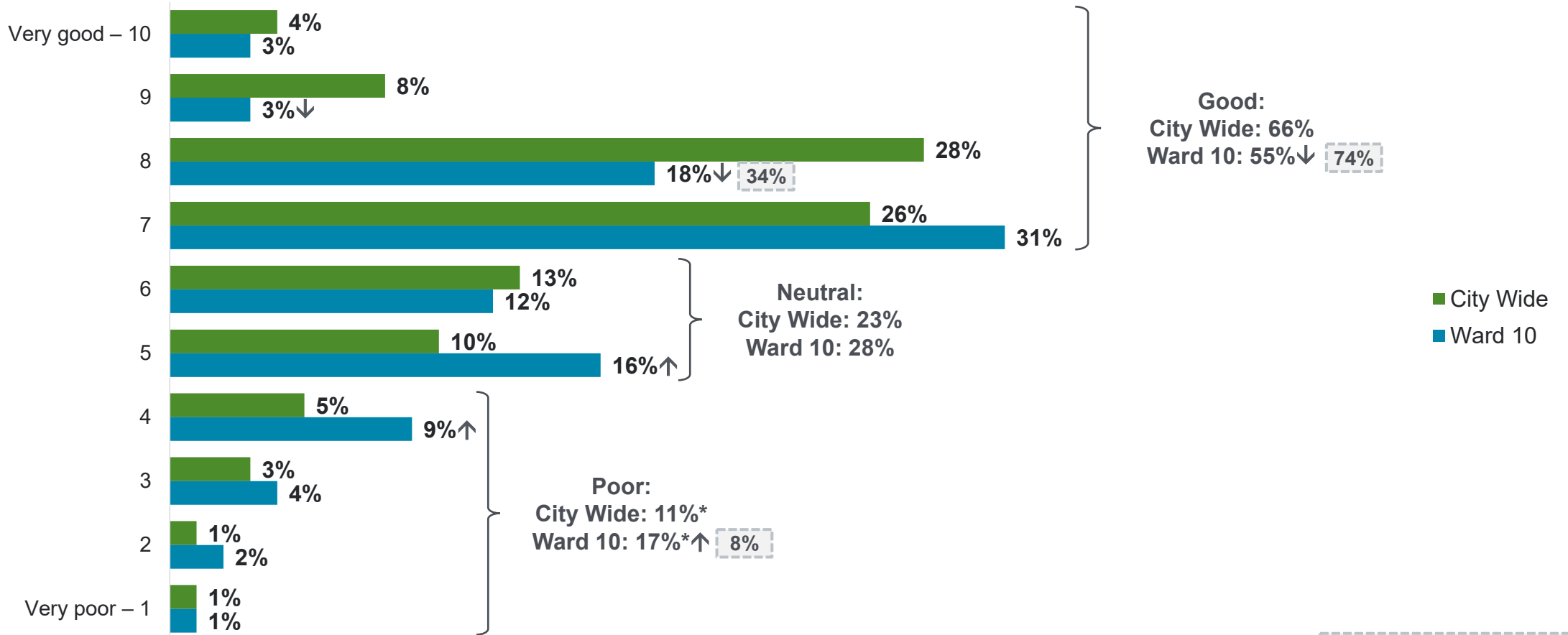
↑/↓ Statistically higher/lower than fall 2023



# Quality of life



# Overall quality of life in Calgary



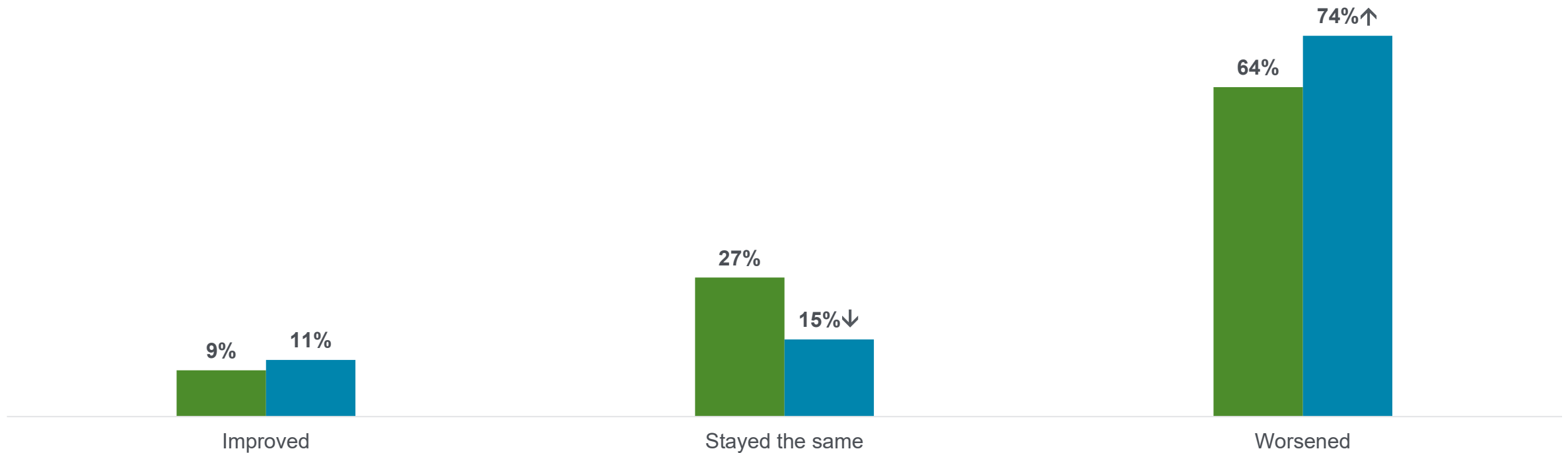
Q. On a scale of 1 to 10 where 1 is very poor and 10 is very good, how would you rate the overall quality of life in the city of Calgary today?  
 Base: Valid respondents: City Wide (n=2,497) / Ward 10 (n=179)

Ward 10 2023
*Rounding
↑/↓ Statistically higher/lower than City Wide



# Perceived change in quality of life

■ City Wide ■ Ward 10

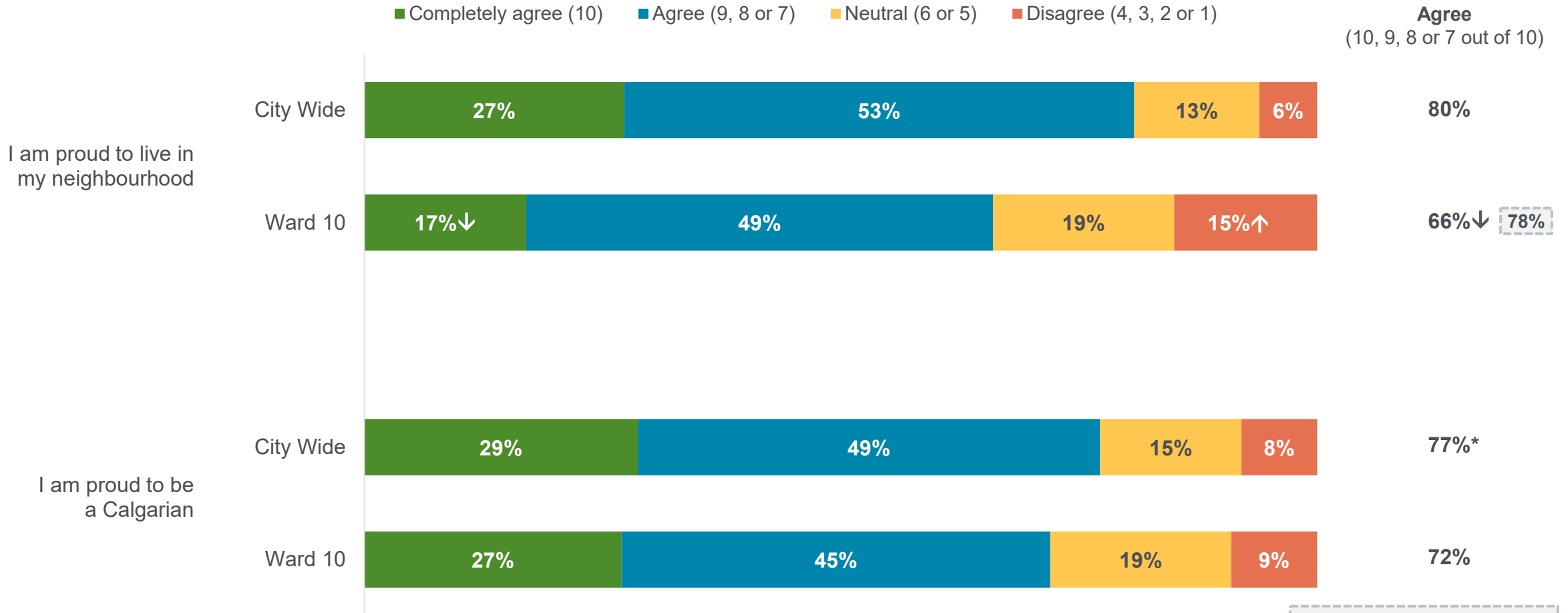


Q. Do you feel that the quality of life in the city of Calgary in the past three years has ...?  
 Base: Valid respondents: City Wide (n=2,445) / Ward 10 (n=177)

↑/↓ Statistically higher/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)

Ward 10 2023

\*Rounding

↑/↓ Statistically higher/lower than City Wide



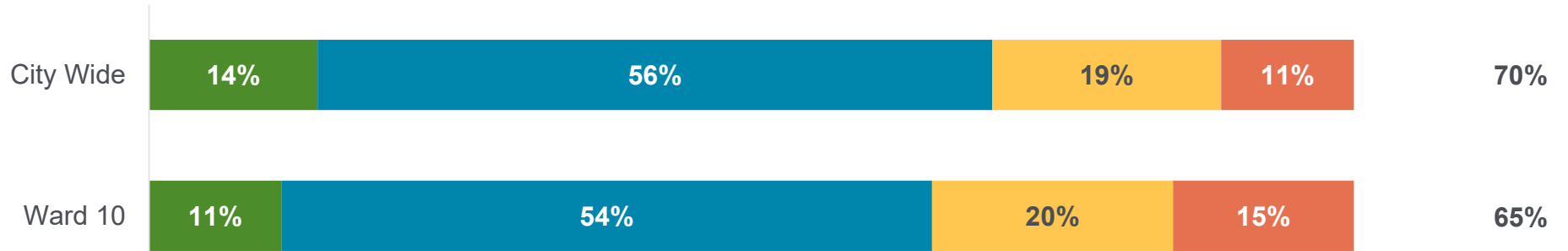


# Make a life and make a living

■ 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



Calgary is a great place to make a living



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

Ward 10 2023

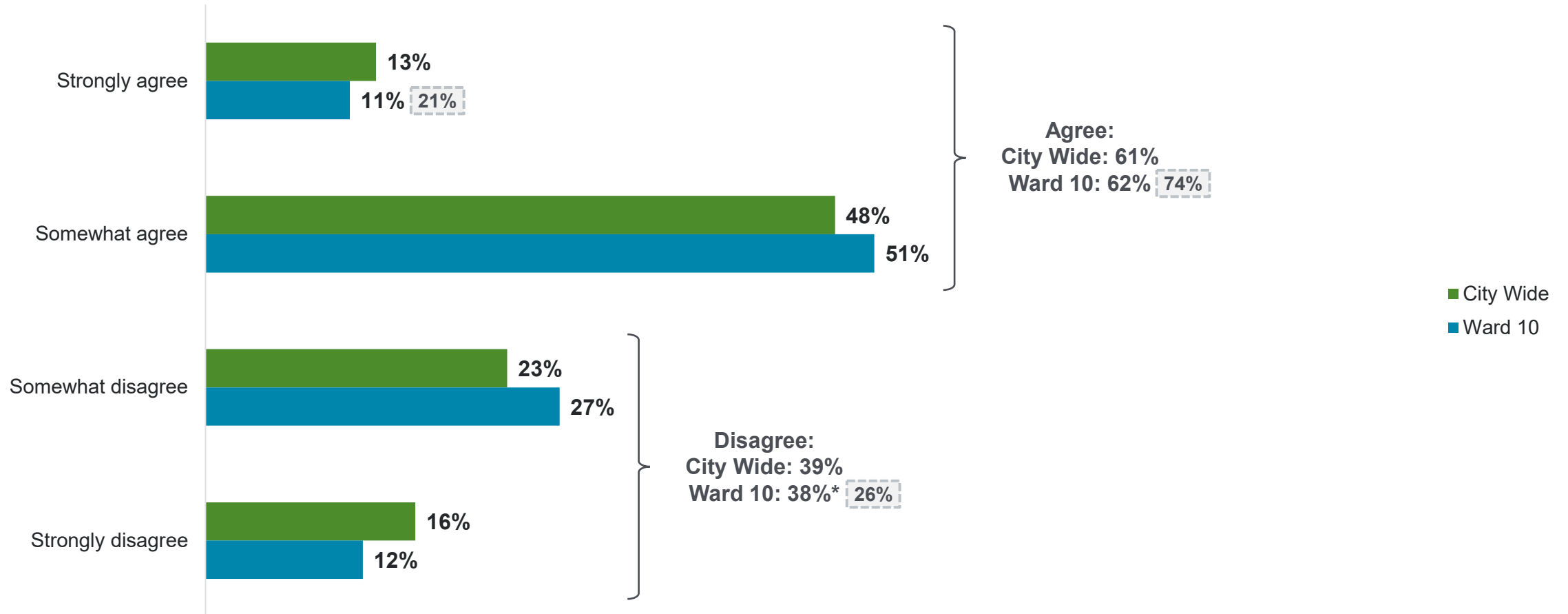
\*Rounding

↑/↓ Statistically higher/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=2,486) / Ward 10 (n=176)

Ward 10 2023  
\*Rounding



# Inclusivity and future direction

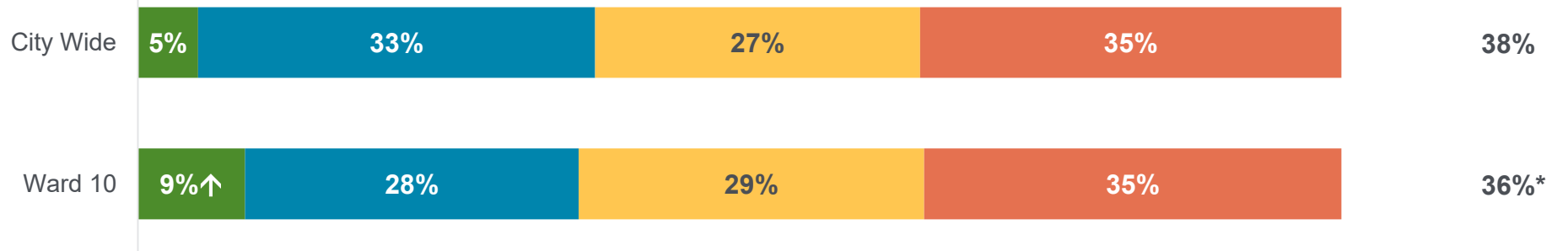
■ Completely agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

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

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



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



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

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

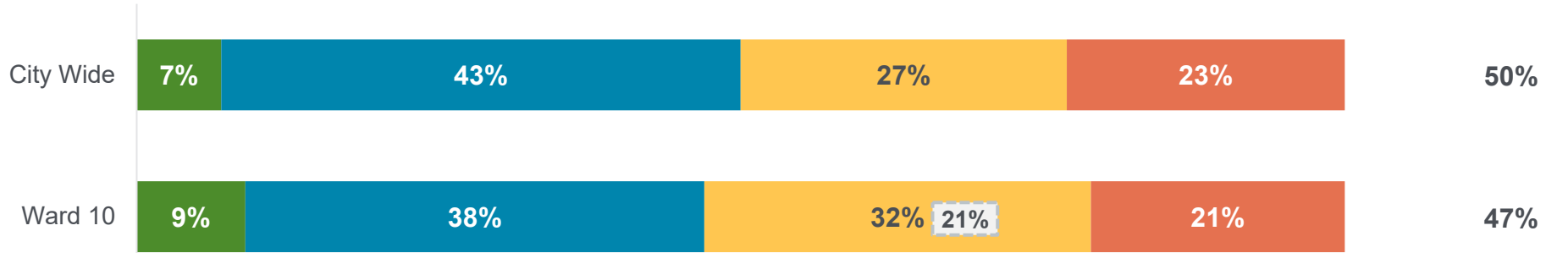


# Inclusivity

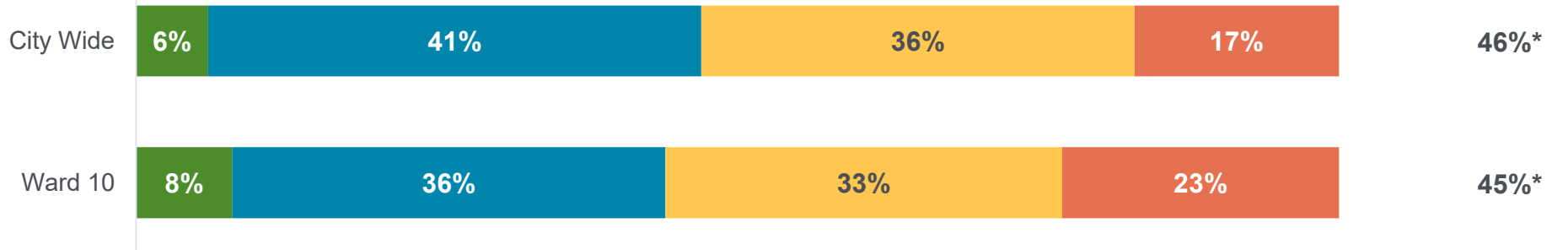
■ Completely agree (10) 
 ■ Agree (9, 8 or 7) 
 ■ Neutral (6 or 5) 
 ■ Disagree (4, 3, 2 or 1)

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

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



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



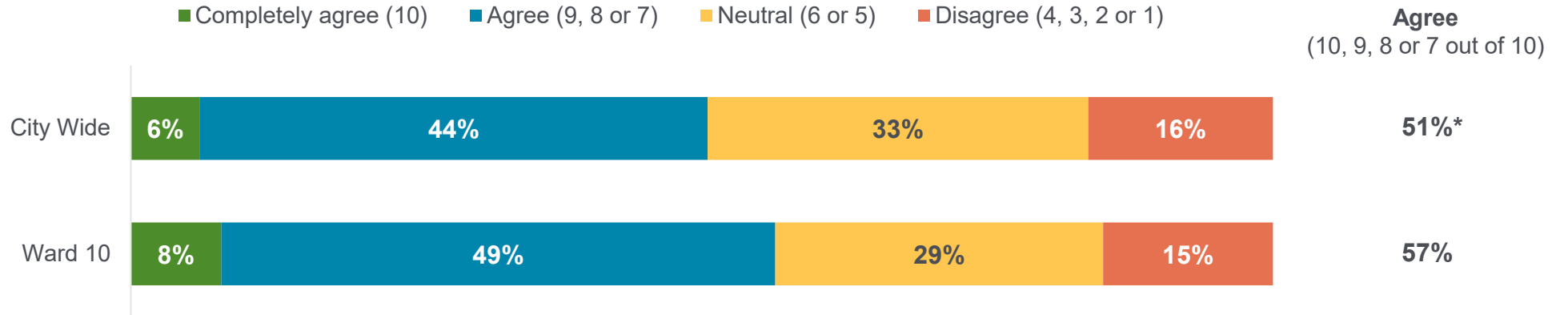
Q. Using the same agree or disagree scale, I have a few more statements that some people have said about life in Calgary.  
Base: Valid respondents (bases vary)

Ward 10 2023  
\*Rounding



# City programs to reduce environmental impact

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

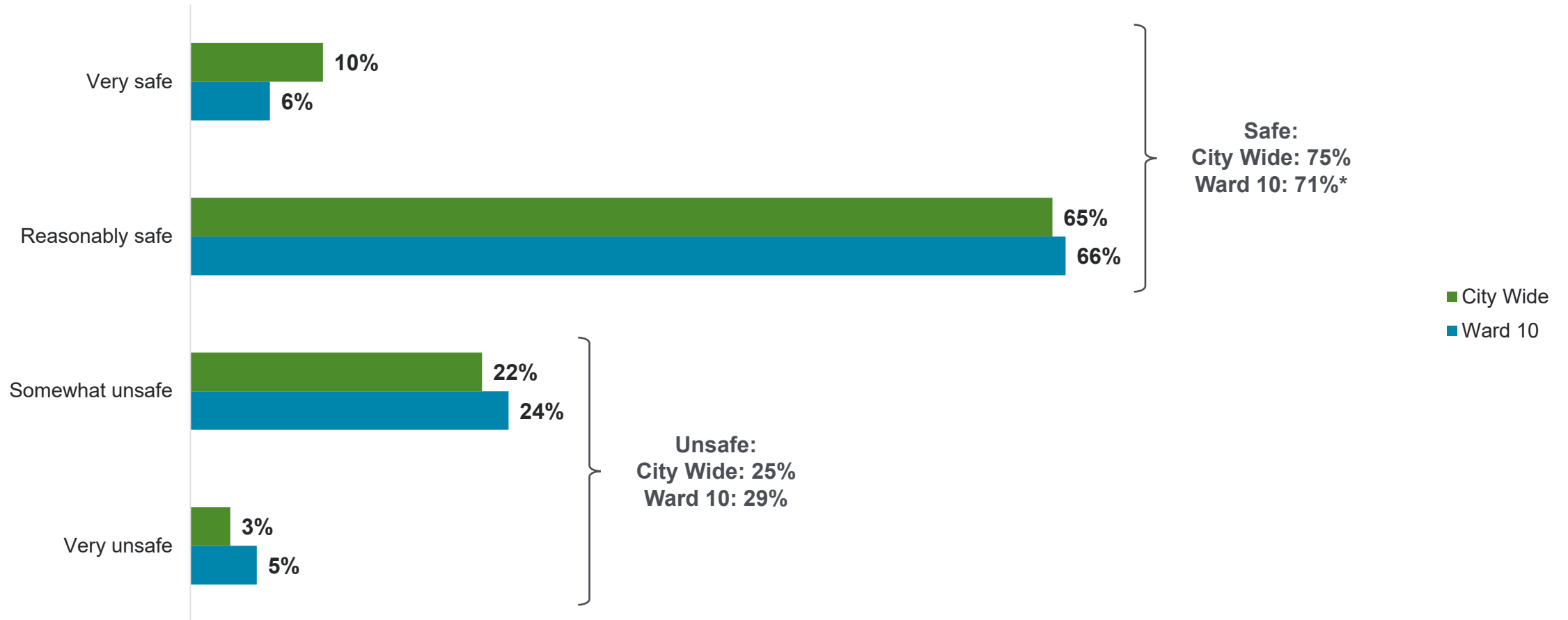


Q. Using the same agree or disagree scale, I have a few more statements that some people have said about life in Calgary.  
 Base: Valid respondents (bases vary) City Wide (n=2,259) / Ward 10 (n=176)

\*Rounding



# Overall perceived safety of the city of Calgary

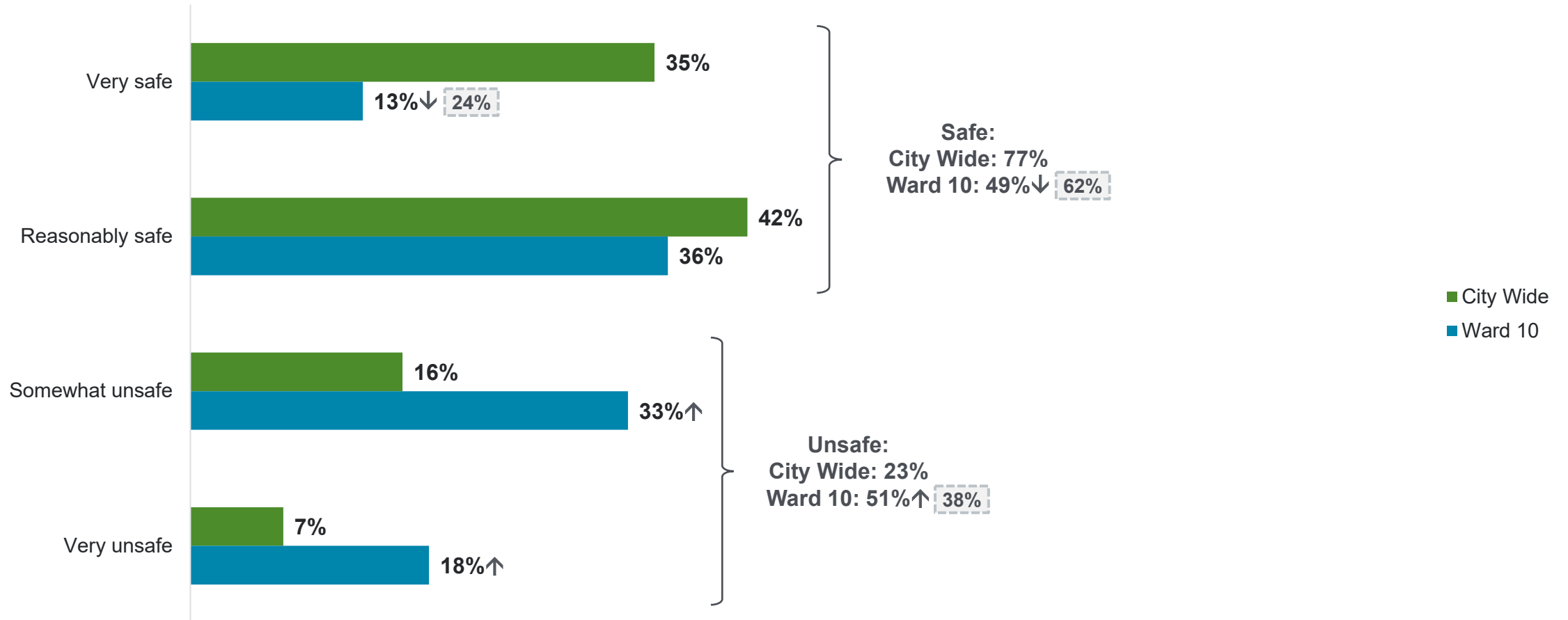


Q. How safe or unsafe do you think Calgary is overall?  
 Base: Valid respondents: City Wide (n=2,495) / Ward 10 (n=179)

\*Rounding



# Perceived safety in own neighbourhood



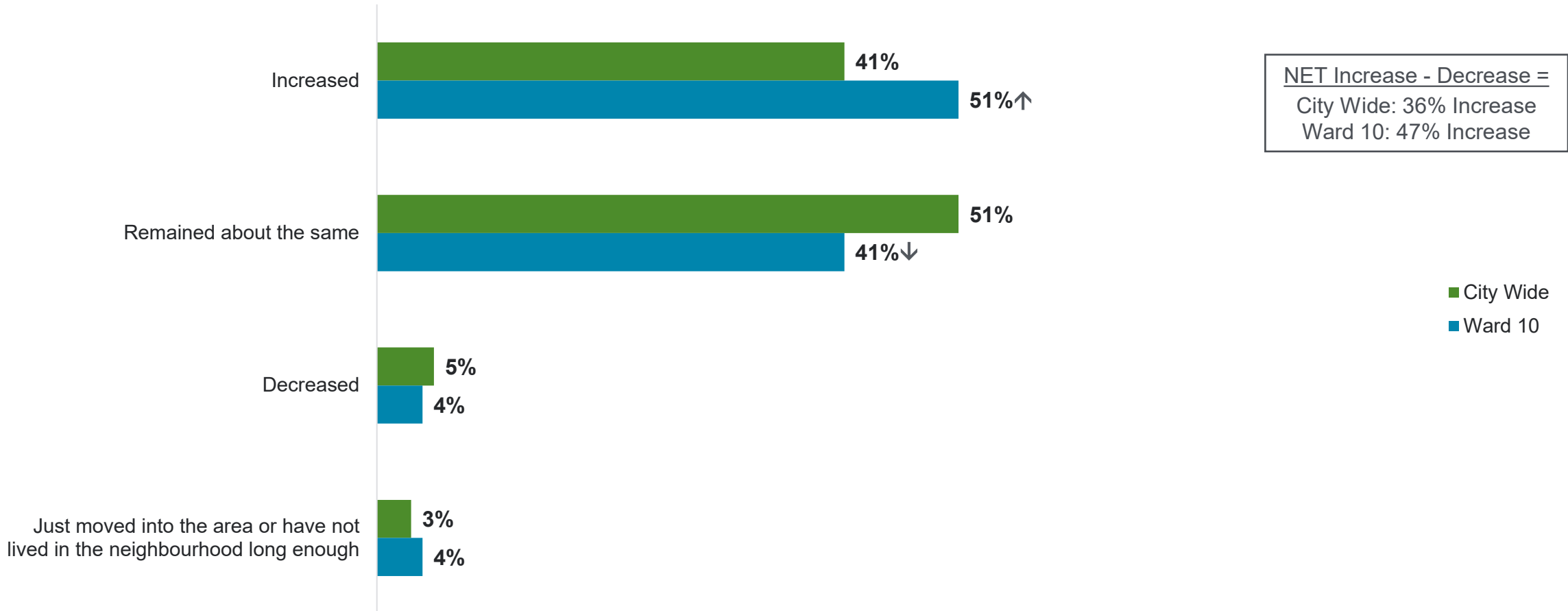
Q. How safe do you feel or would you feel walking alone in your neighbourhood after dark?  
 Base: Valid respondents: City Wide (n=2,493) / Ward 10 (n=178)

Ward 10 2023  
 ↑/↓ Statistically higher/lower than City Wide





# Perceived change in neighbourhood crime

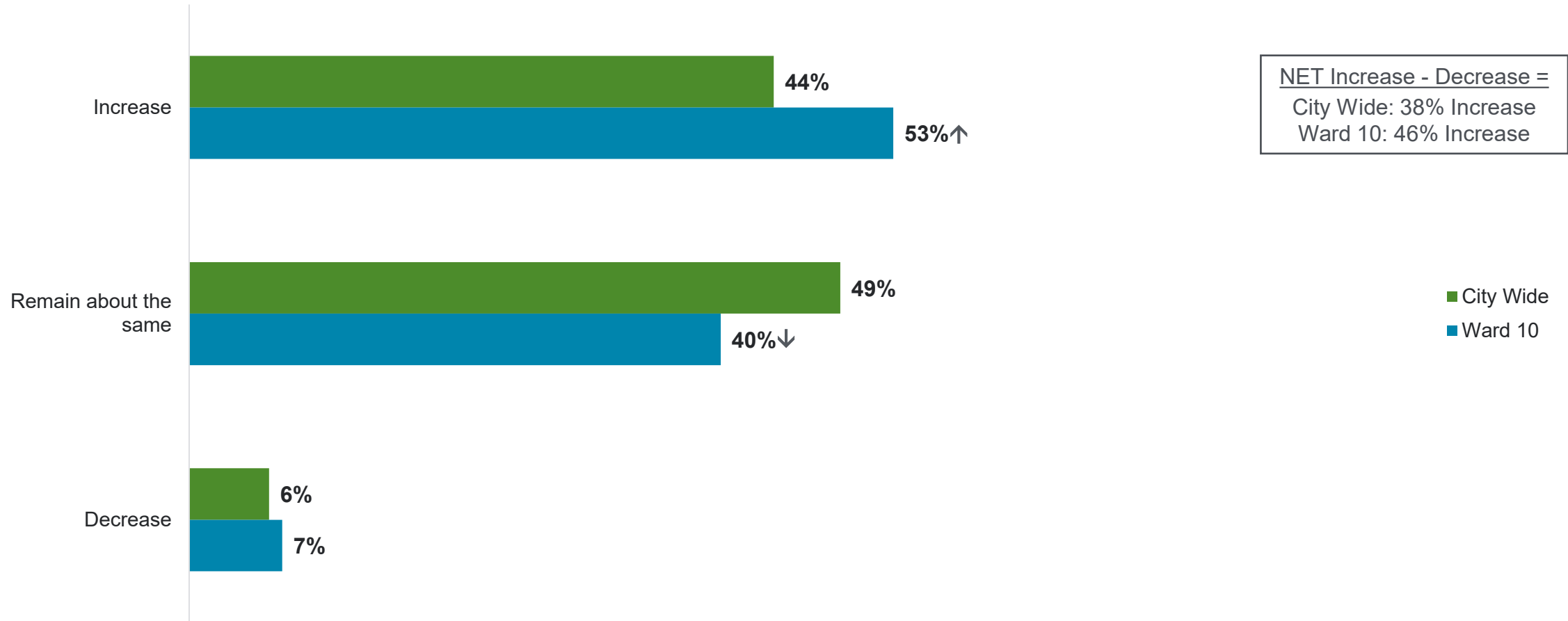


Q. During the last 3 years, do you think that crime in your neighbourhood has increased, decreased or remained about the same?  
 Base: Valid respondents: City Wide (n=2,469) / Ward 10 (n=179)

↑/↓ Statistically higher/lower than City Wide



# Change in neighbourhood crime next 3 years



Q. And thinking about the next three years, do you think that crime in your neighbourhood will increase, decrease, or remain about the same?  
 Base: Valid respondents: City Wide (n=2,450) / Ward 10 (n=178)

↑/↓ Statistically higher/lower than City Wide



# Issue agenda



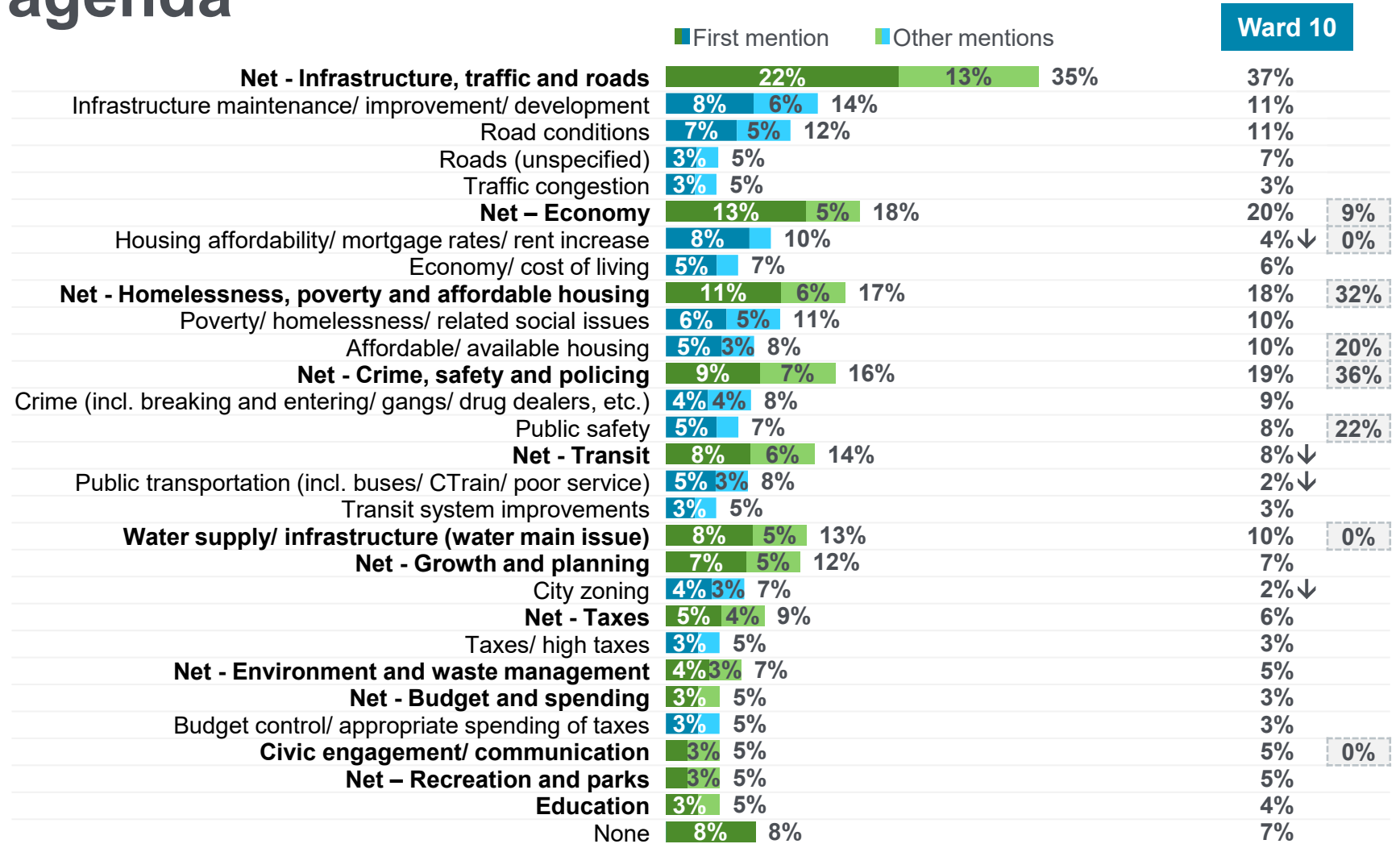
# Issue agenda

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.



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 (n=2,458) / Ward 10 (n=179)

Ward 10 2023  
 ↑/↓ Statistically higher/lower than City Wide

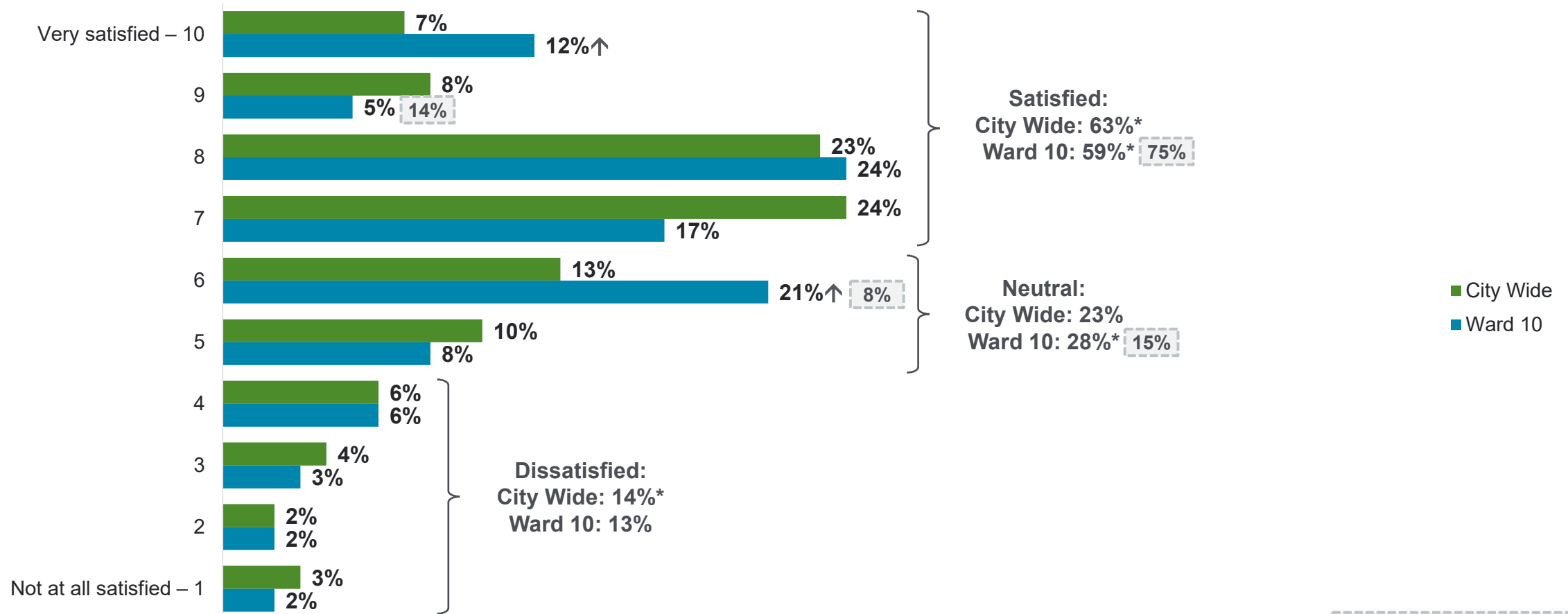




# City programs and services



# 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?

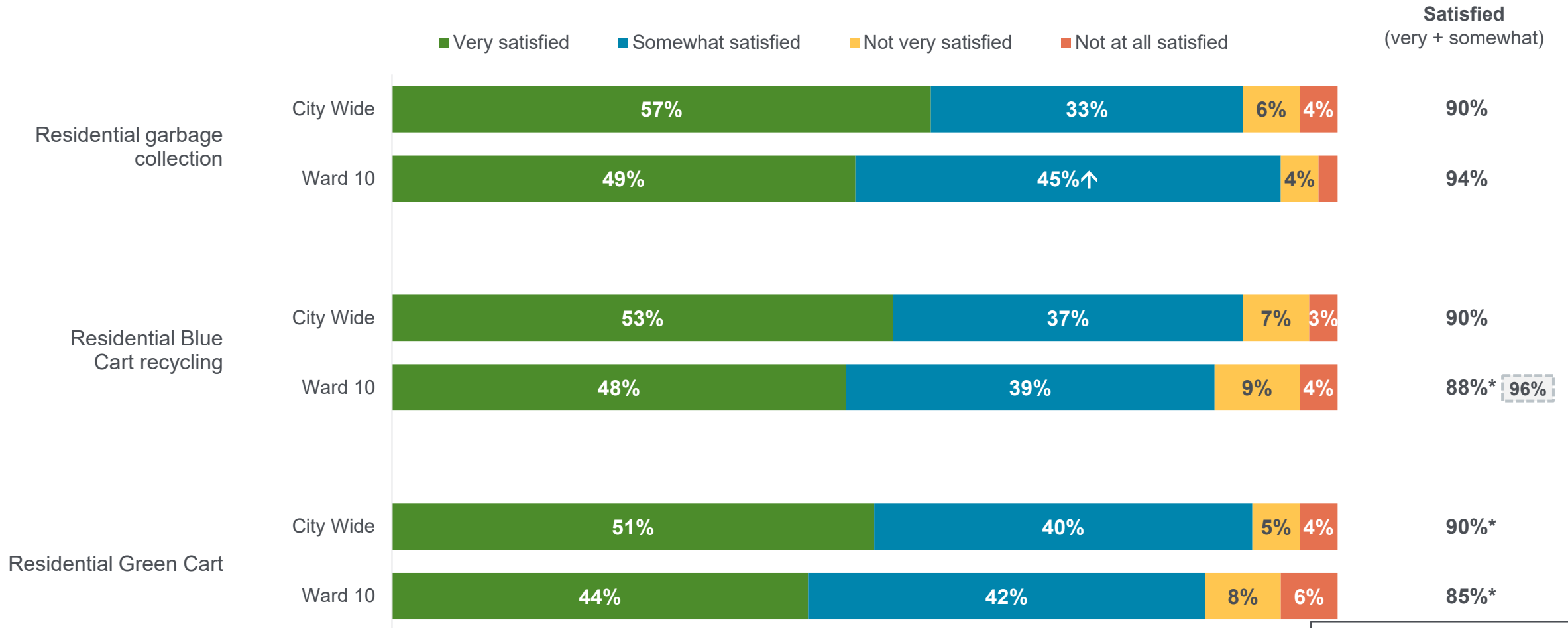
Base: Valid respondents: City Wide (n=2,493) / Ward 10 (n=179)

Ward 10 2023
*Rounding
↑/↓ Statistically higher/lower than City Wide





# Satisfaction with waste management services

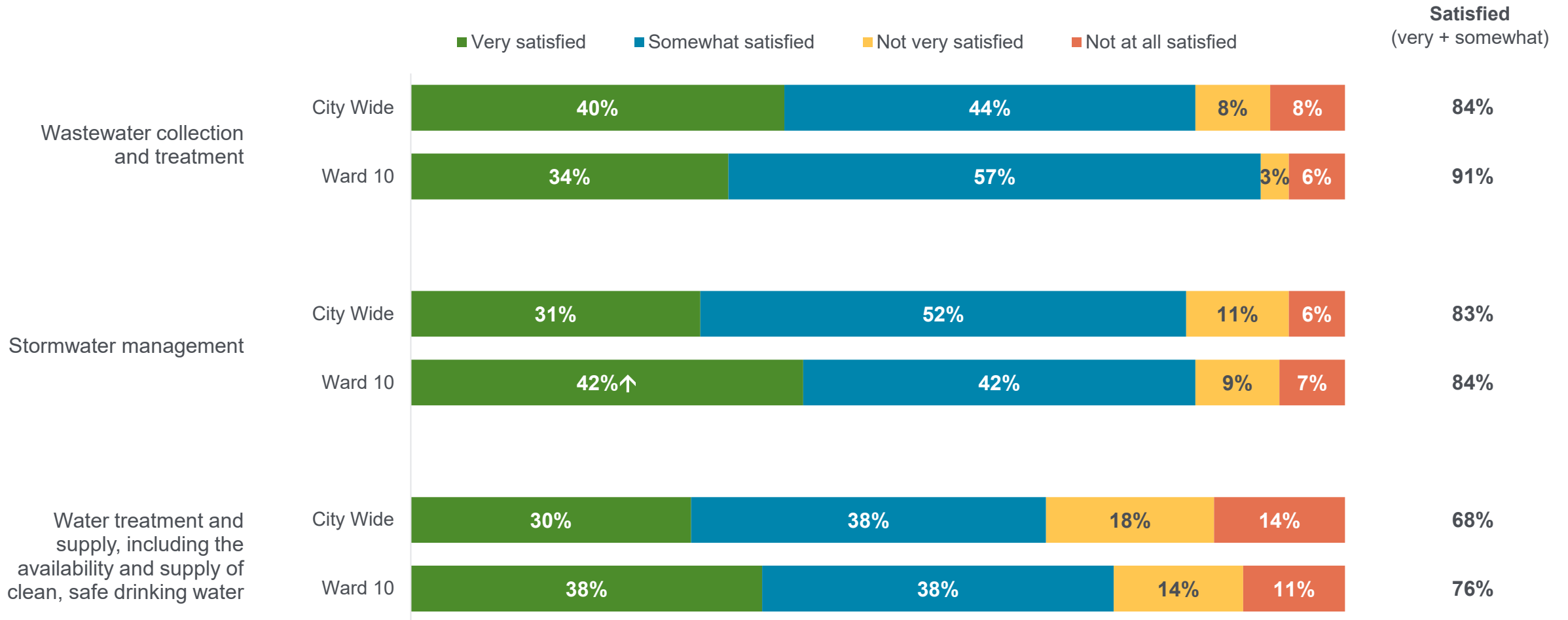


Q. And, are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with the job The City is doing at providing the following services:  
 Base: Valid respondents (bases vary)

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



# Satisfaction with water services



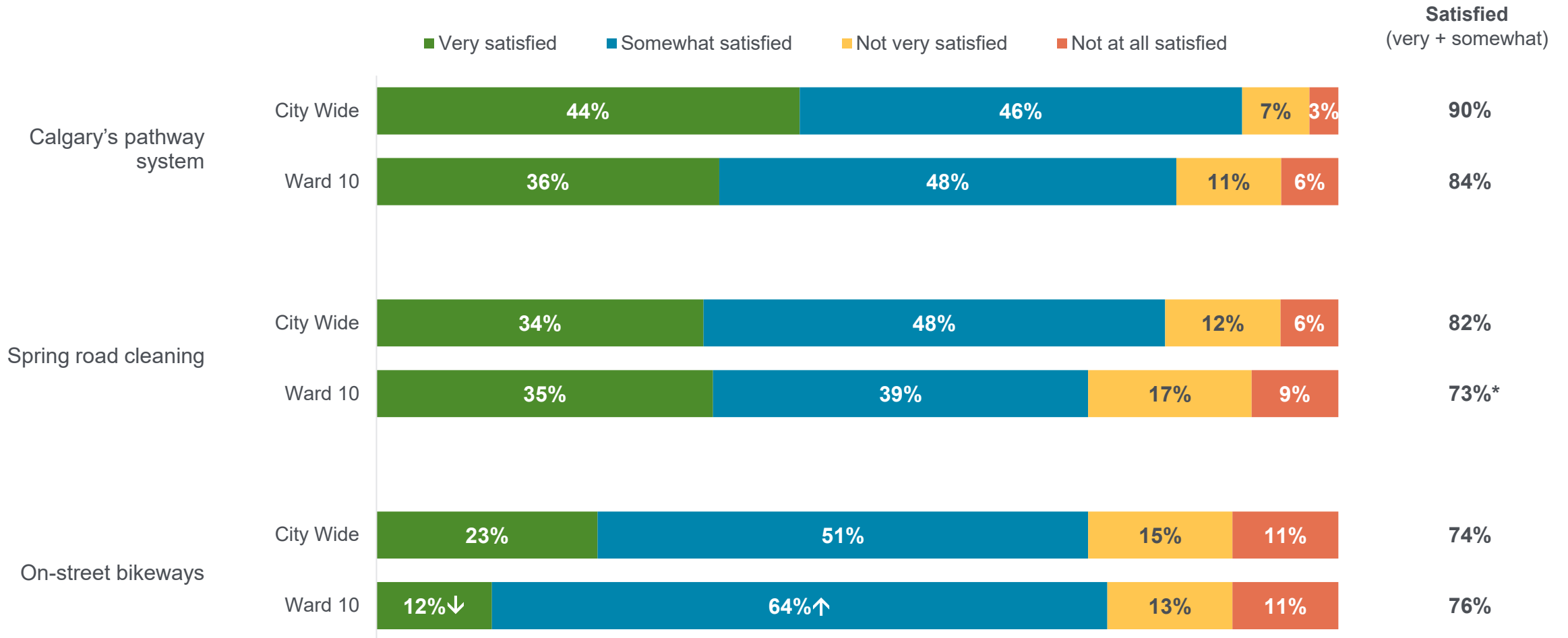
Q. And, are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with the job The City is doing at providing the following services:

Base: Valid respondents (bases vary)

↑/↓ Statistically higher/lower than City Wide



# Satisfaction with roads, pathways, and bikeways

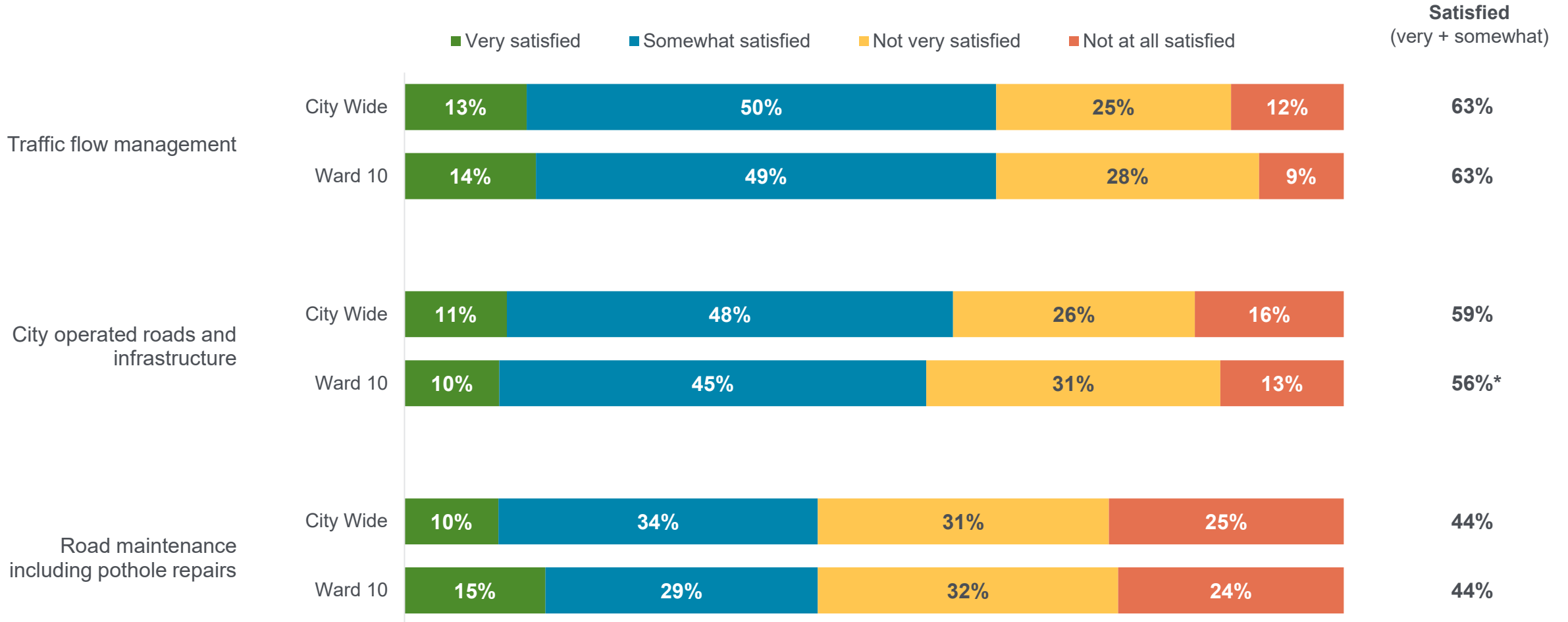


Q. And, are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with the job The City is doing at providing the following services:  
 Base: Valid respondents (bases vary)

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



# Satisfaction with roads, pathways, and bikeways (continued)



Q. And, are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with the job The City is doing at providing the following services:

Base: Valid respondents (bases vary)

\*Rounding

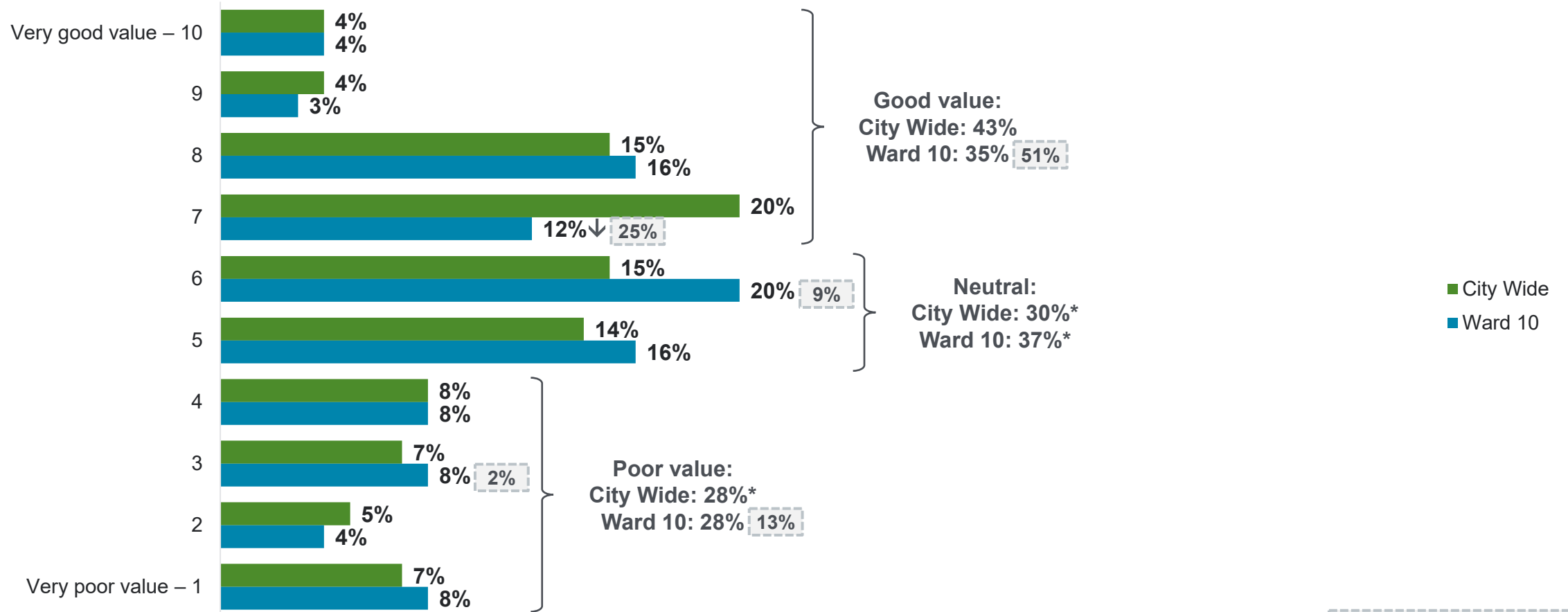




# Taxation



# Perceived value of property taxes



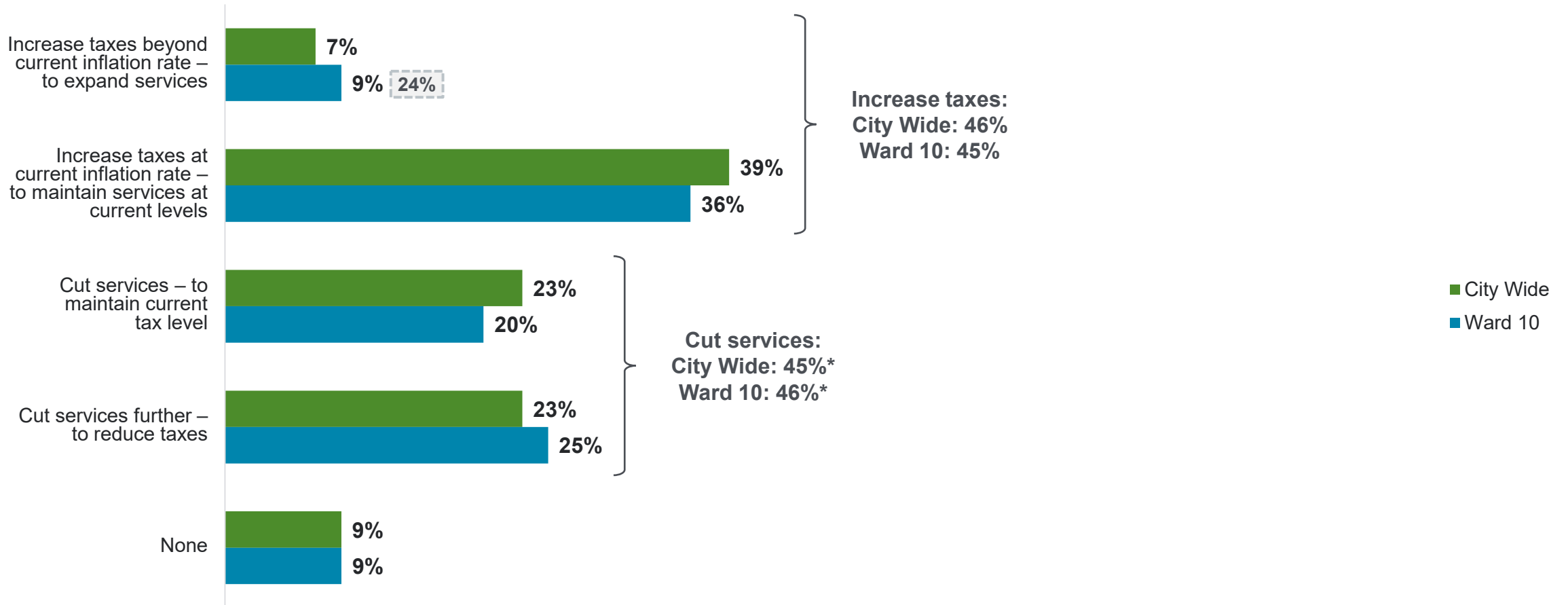
Q. Property tax dollars are divided between The City and the Province. Approximately two-thirds of residential property tax payment goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars 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=2,461) / Ward 10 (n=177)

Ward 10 2023
*Rounding
↑/↓ Statistically higher/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=2,441) / Ward 10 (n=177)

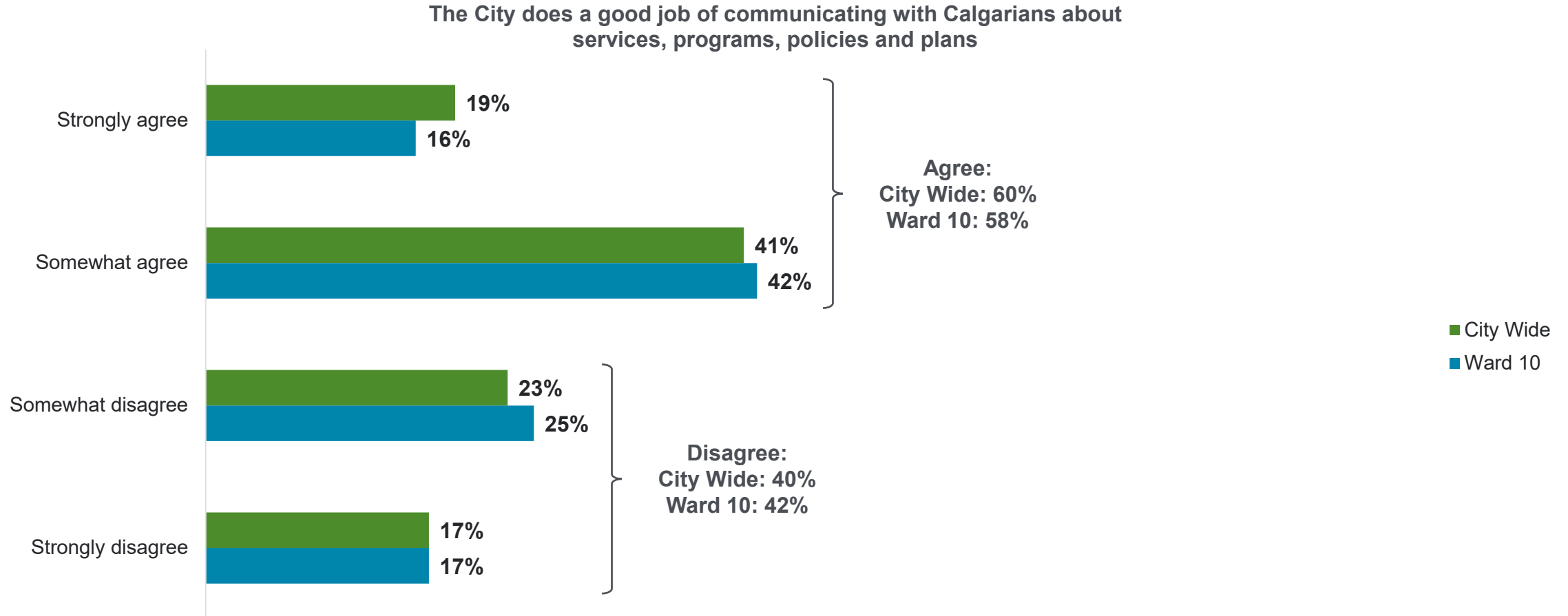
Ward 10 2023  
\*Rounding



# Perceptions of service delivery and input from Calgarians



# Communicating about services, programs, policies and plans

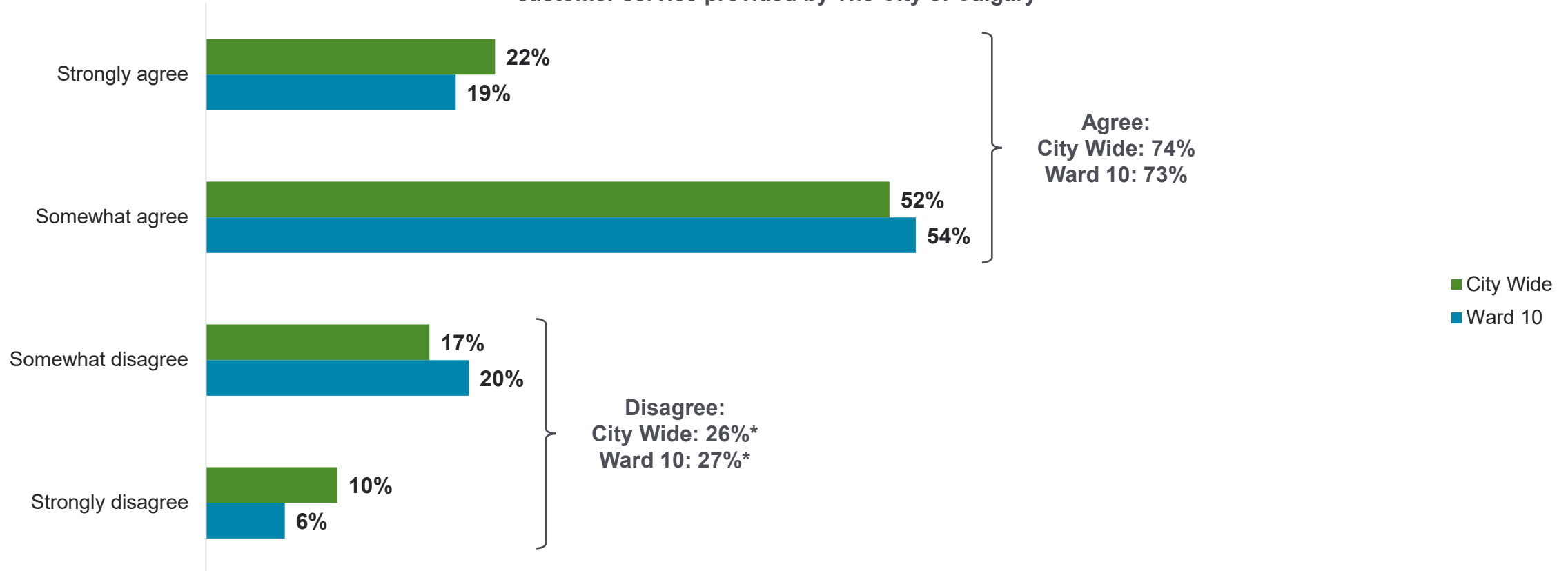


Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements:  
 Base: Valid respondents: City Wide (n=2,486) / Ward 10 (n=179)



# 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



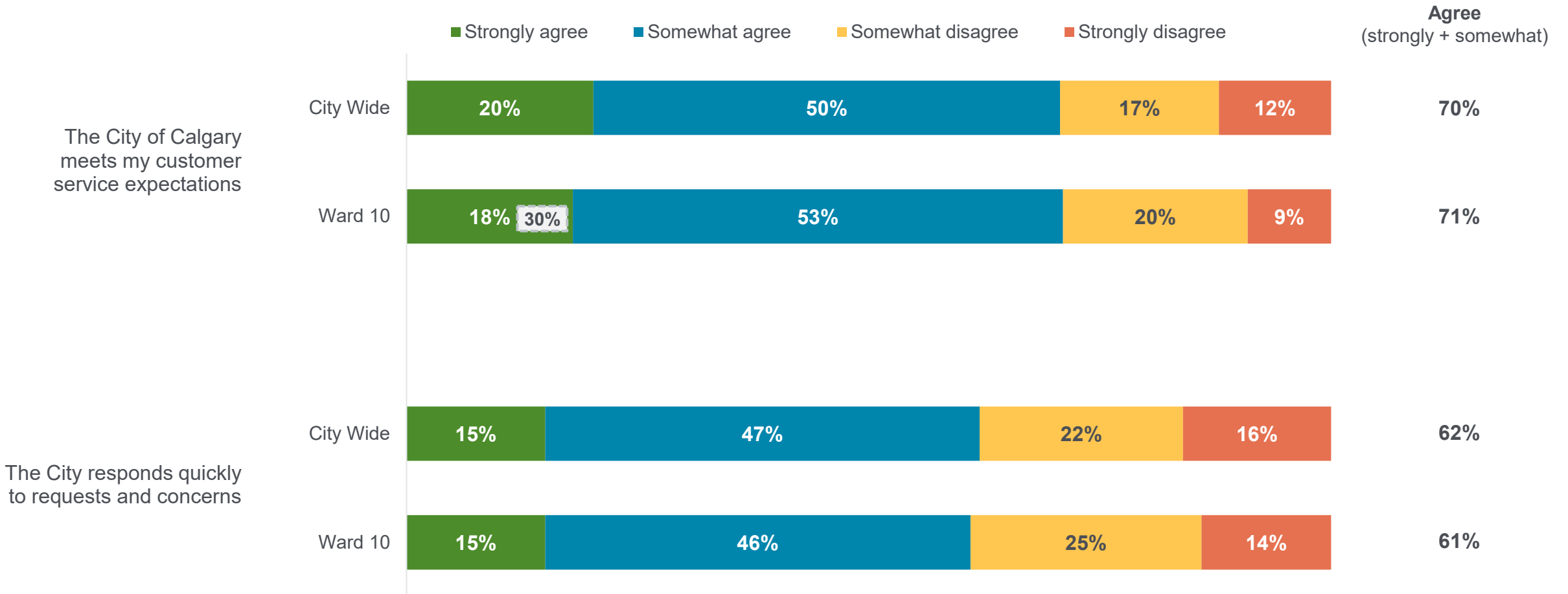
Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements:  
 Base: Valid respondents: City Wide (n=2,474) / Ward 10 (n=179)

\*Rounding





# Attitudes regarding customer service



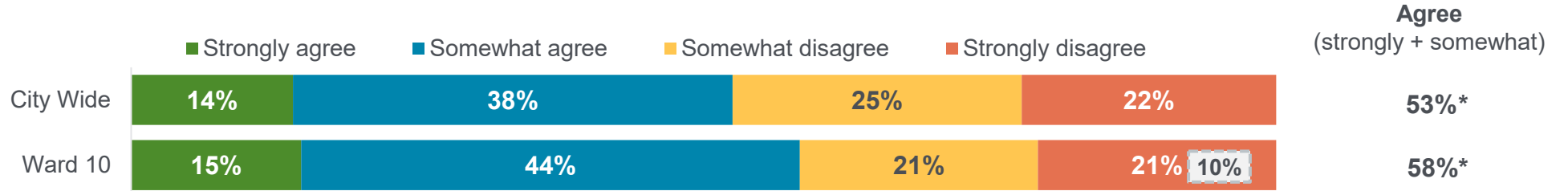
Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements:  
 Base: Valid respondents (bases vary)

Ward 10 2023



# Perceptions of input

I am confident that The City of Calgary is working to improve how it includes Calgarians' input into important decisions



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



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



The City allows Calgarians to have meaningful input into decision making



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

Q. Please tell me if you agree or disagree with each of the following statements:

Base: Valid respondents (bases vary)

Ward 10 2023

\*Rounding

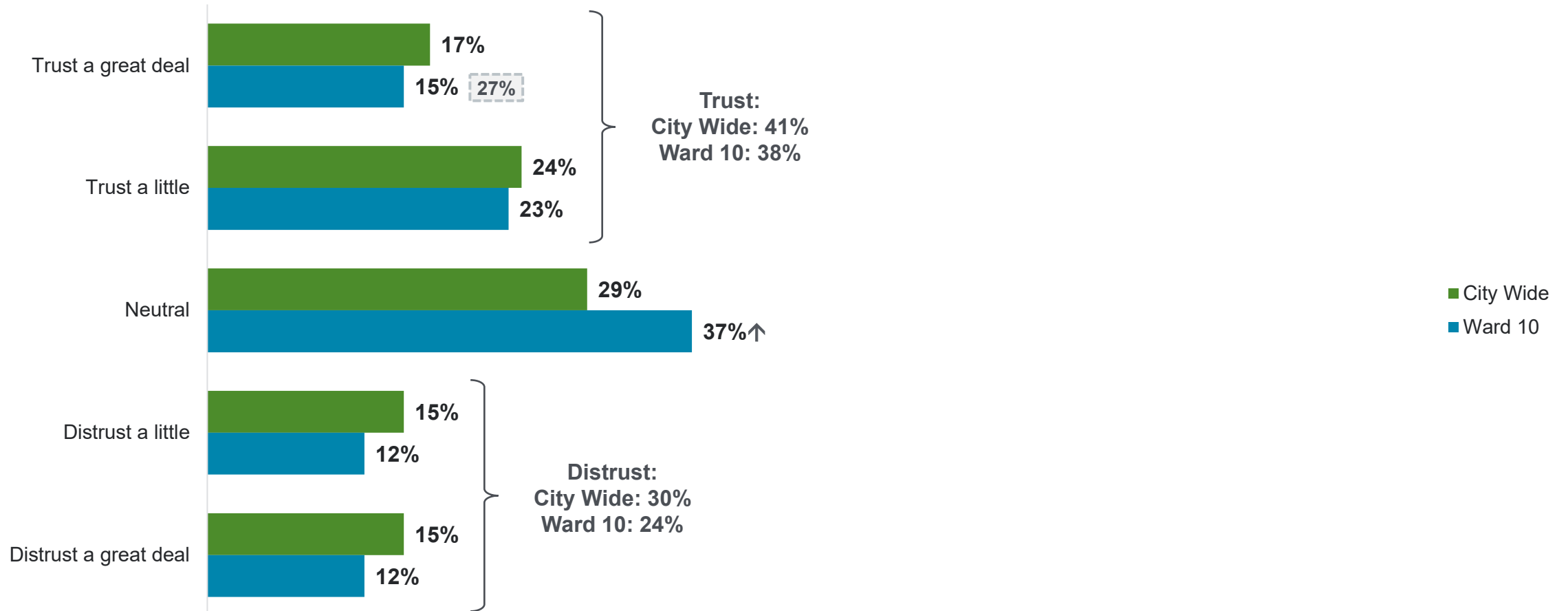
↑/↓ Statistically higher/lower than City Wide



# 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=2,485) / Ward 10 (n=179)

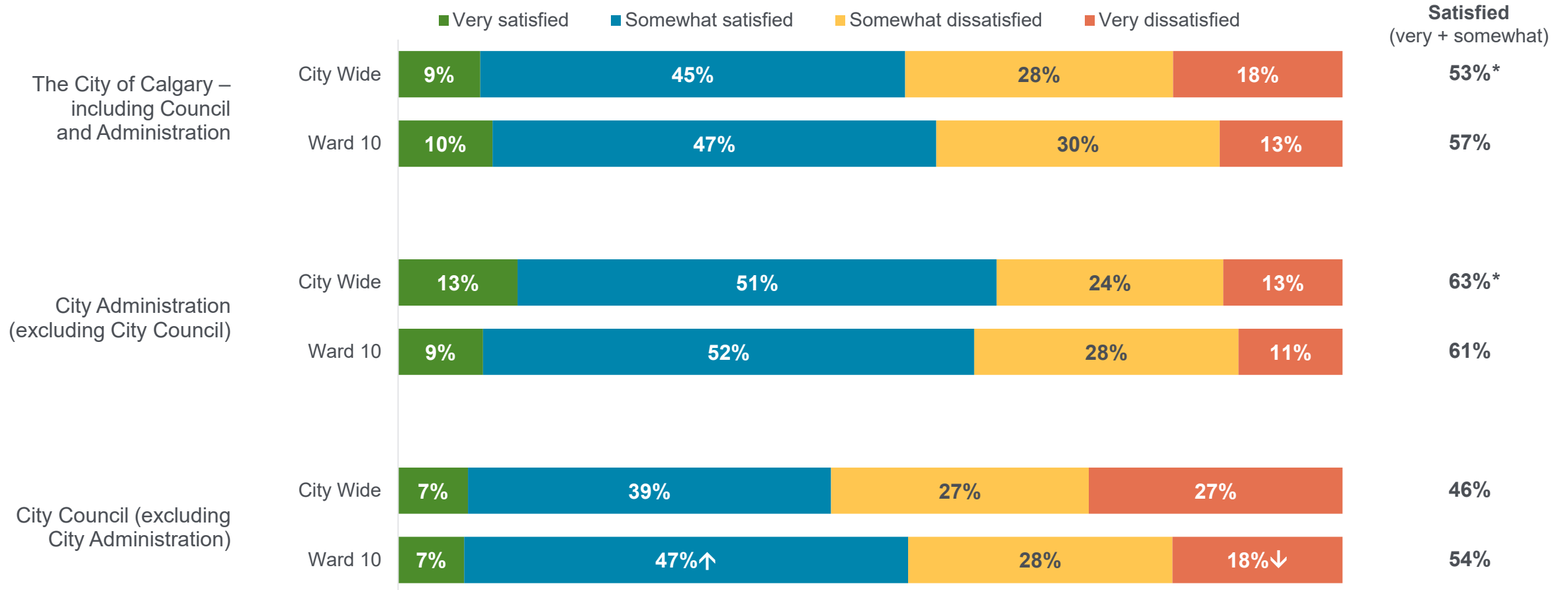
Ward 10 2023  
↑/↓ Statistically higher/lower than City Wide





# 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.

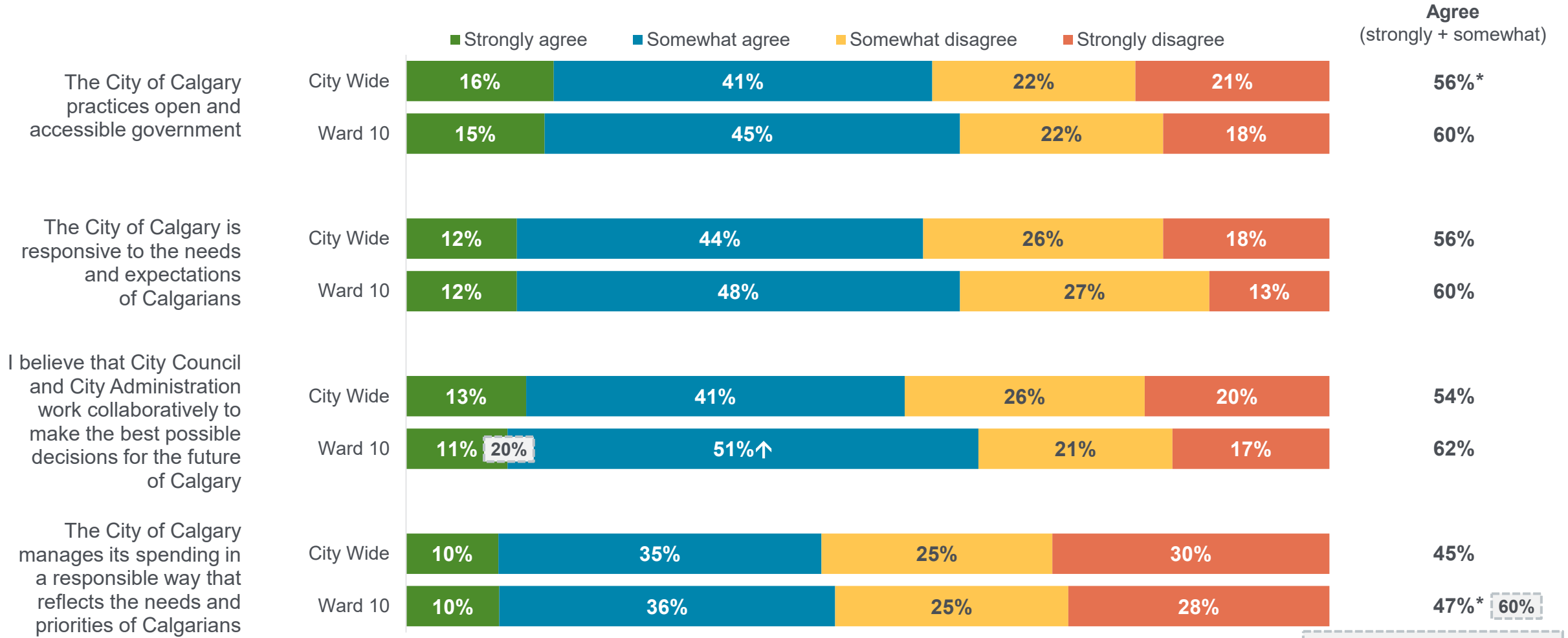


\*Rounding  
 ↑/↓ Statistically higher/lower than City Wide

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)



# Attitudes regarding The City



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:

Q. Please tell me if you agree or disagree with each of the following statements:

Base: Valid respondents (bases vary)

Ward 10 2023

\*Rounding

↑/↓ Statistically higher/lower than City Wide

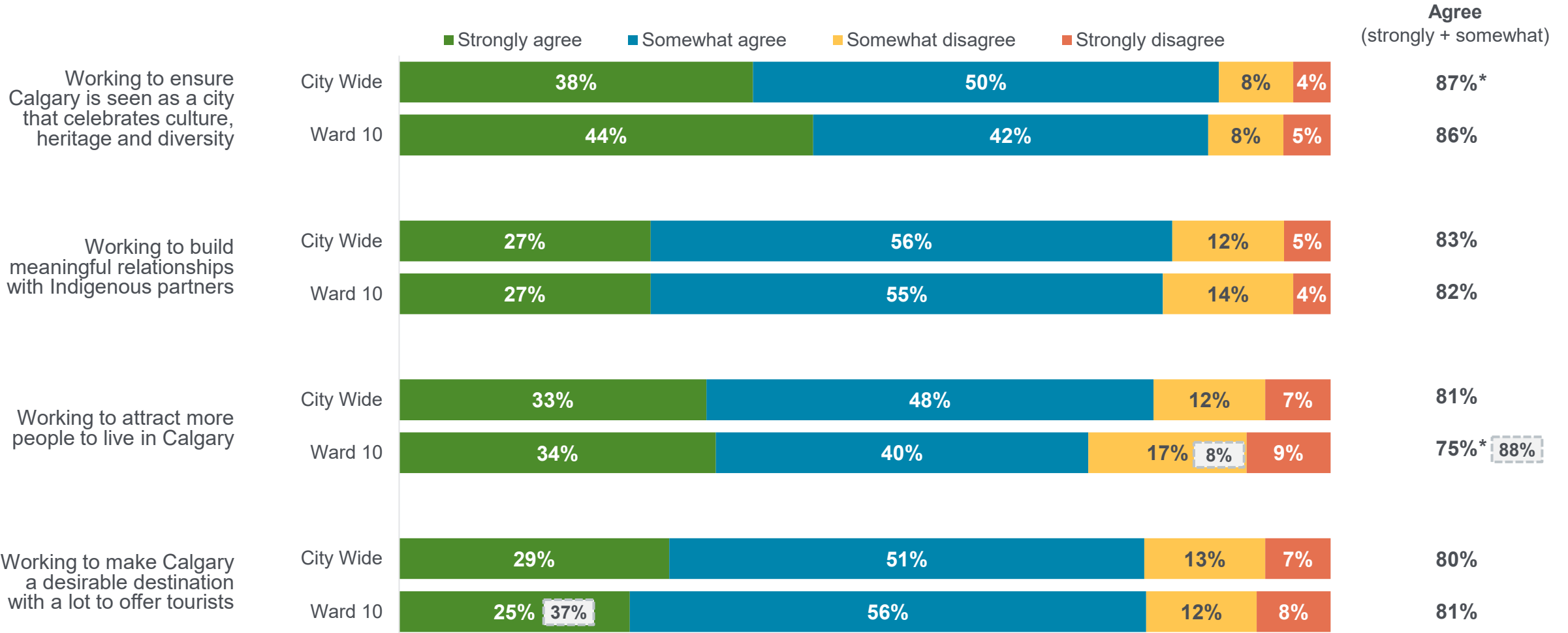


# Council focus areas





# Perceptions the city is doing a good job on council focus areas

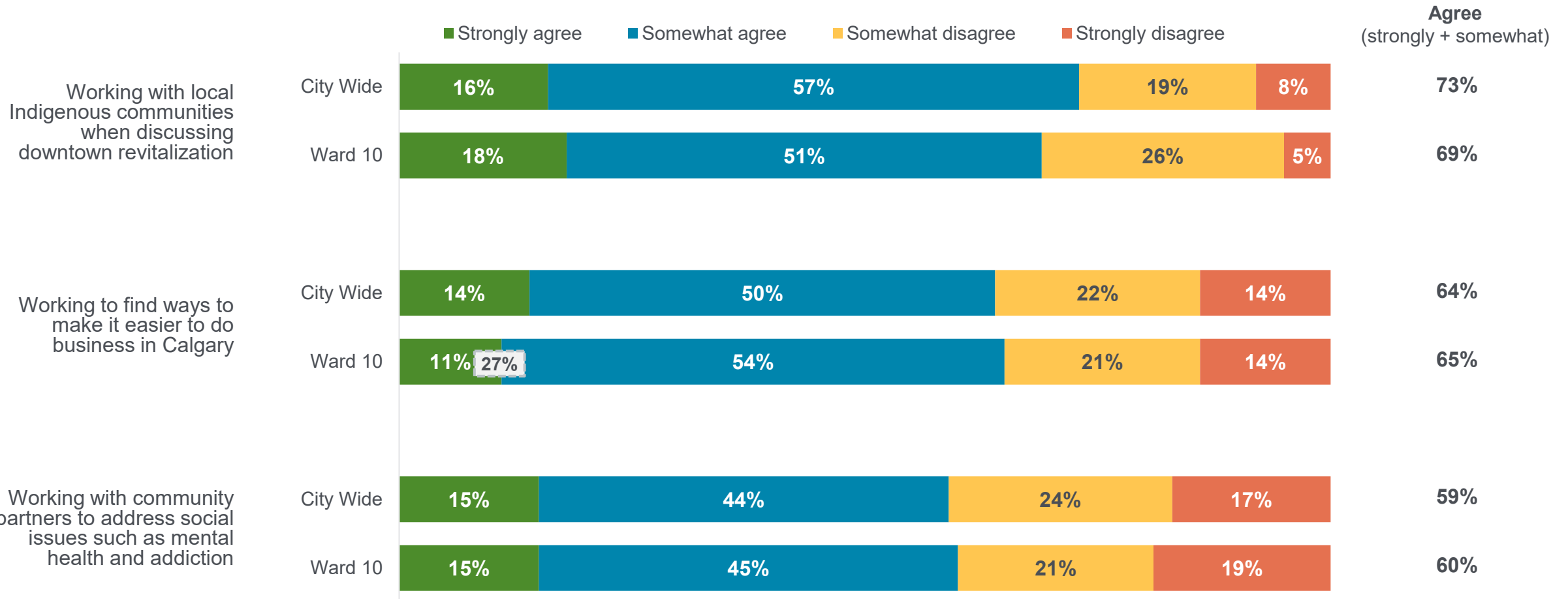


Q. Please tell me if you agree or disagree that The City of Calgary is doing a good job at each of the following:  
 Base: Valid respondents (bases vary)

Ward 10 2023  
 \*Rounding



# Perceptions the city is doing a good job on council focus areas (continued)

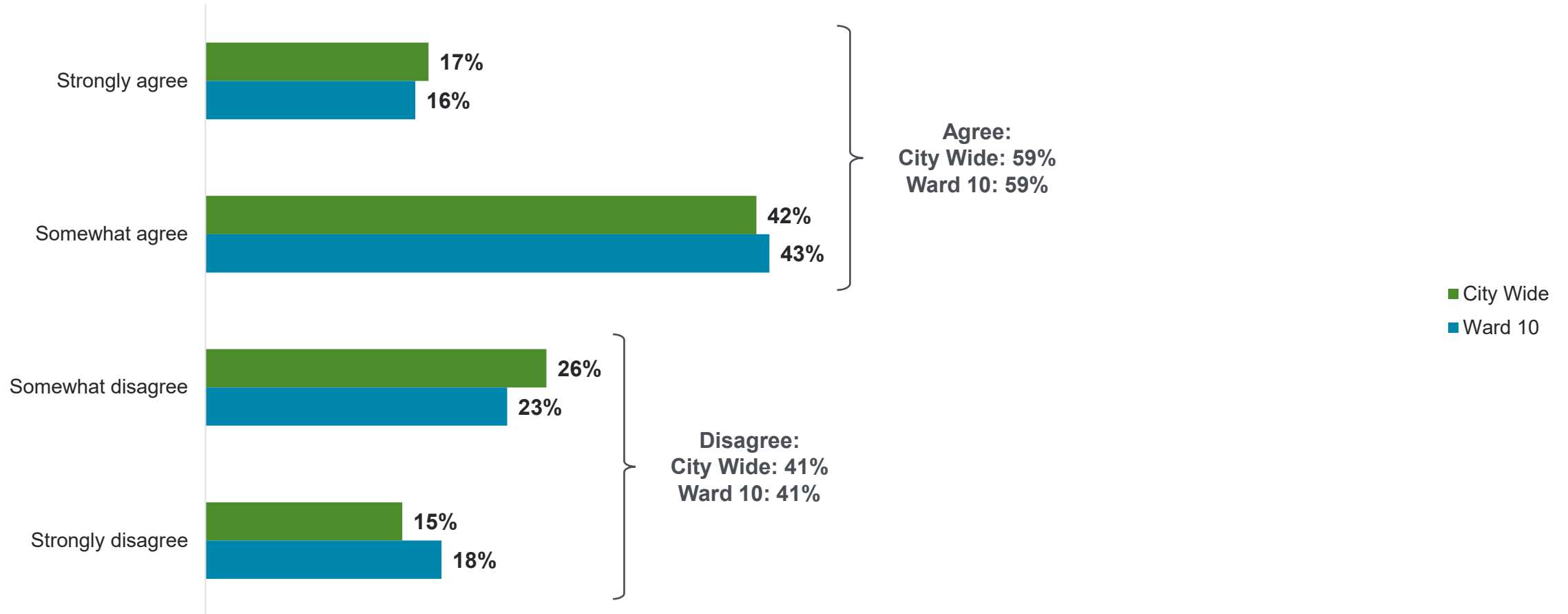


Q. Please tell me if you agree or disagree that The City of Calgary is doing a good job at each of the following:  
 Base: Valid respondents (bases vary)

Ward 10 2023



# Social equity



Q. Do you agree or disagree that: City programs and services meet the needs of all Calgarians regardless of age, ability, income, gender, race and ethnic/cultural identity and language?

Base: Valid respondents: City Wide (n= 2,457) / Ward 10 (n=178)

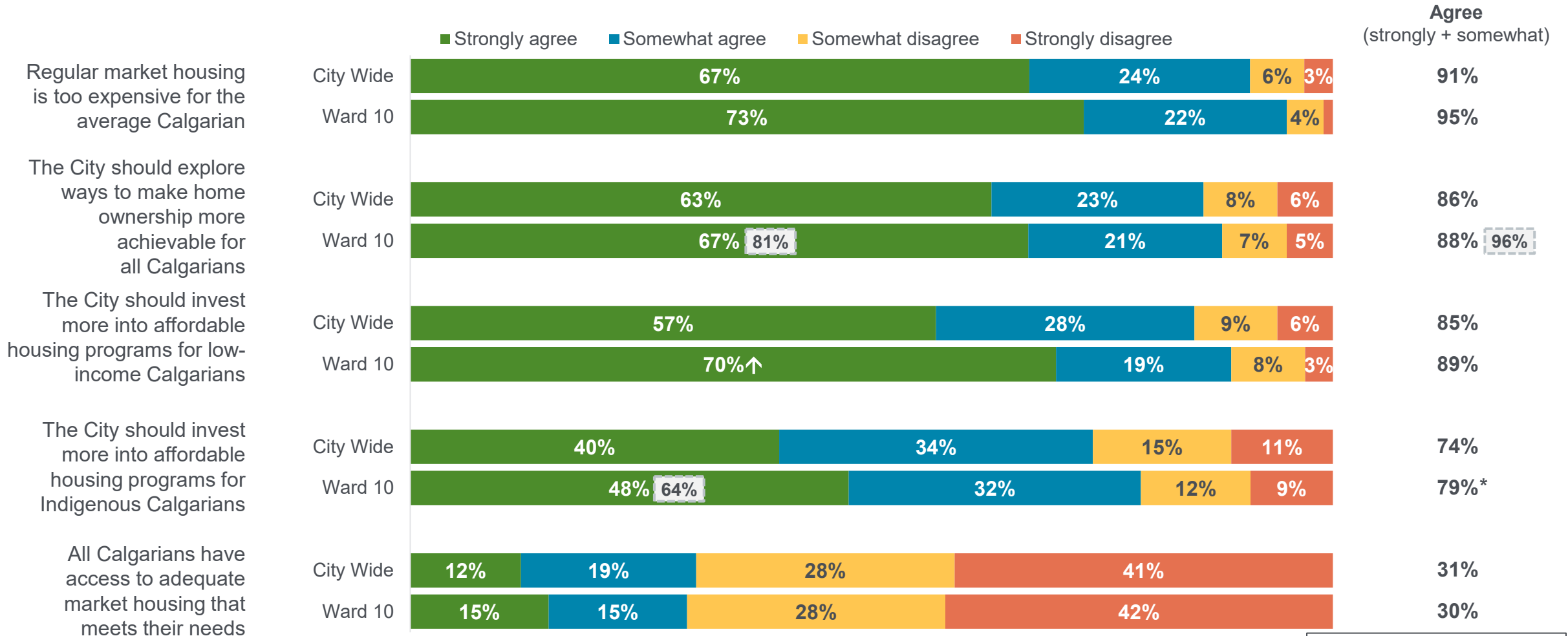


# Accessibility and downtown revitalization





# Housing and affordability

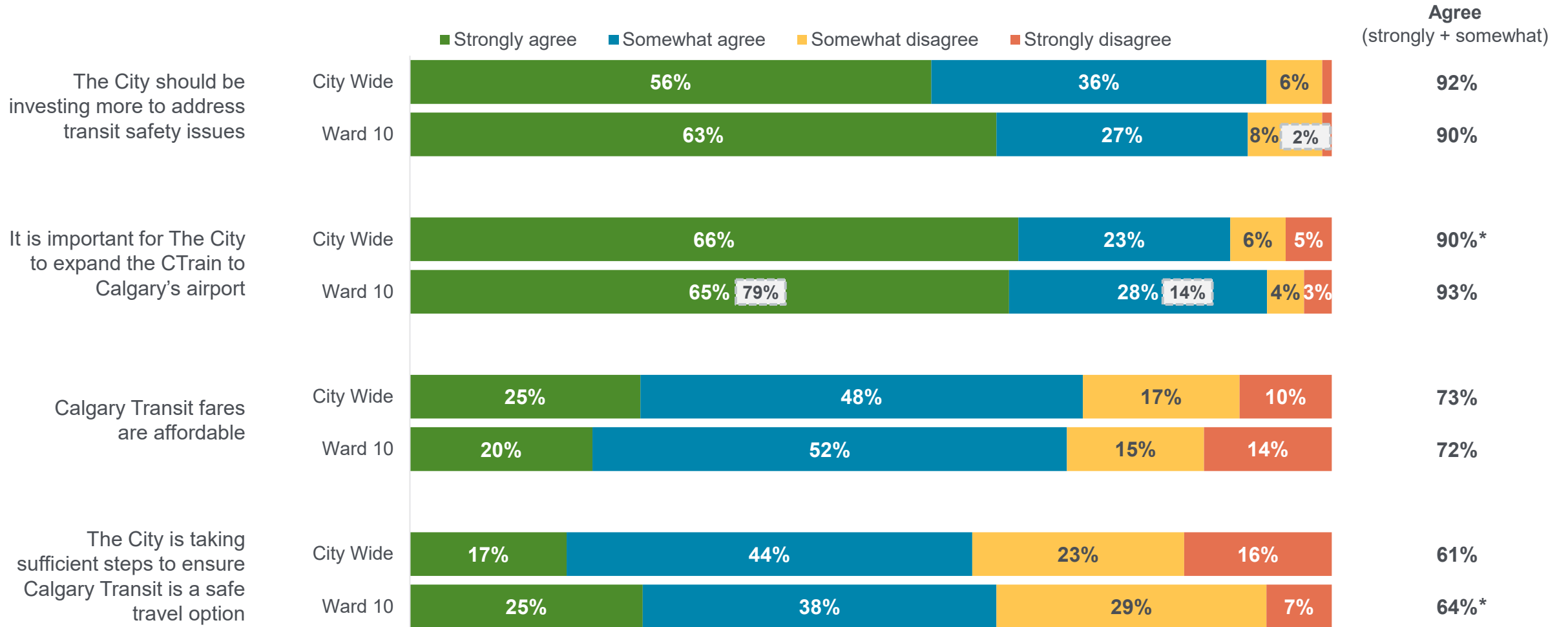


Q. And, for each of the following statements about housing, please tell me to what extent you agree or disagree.  
 Base: Valid respondents (bases vary)

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



# Transit

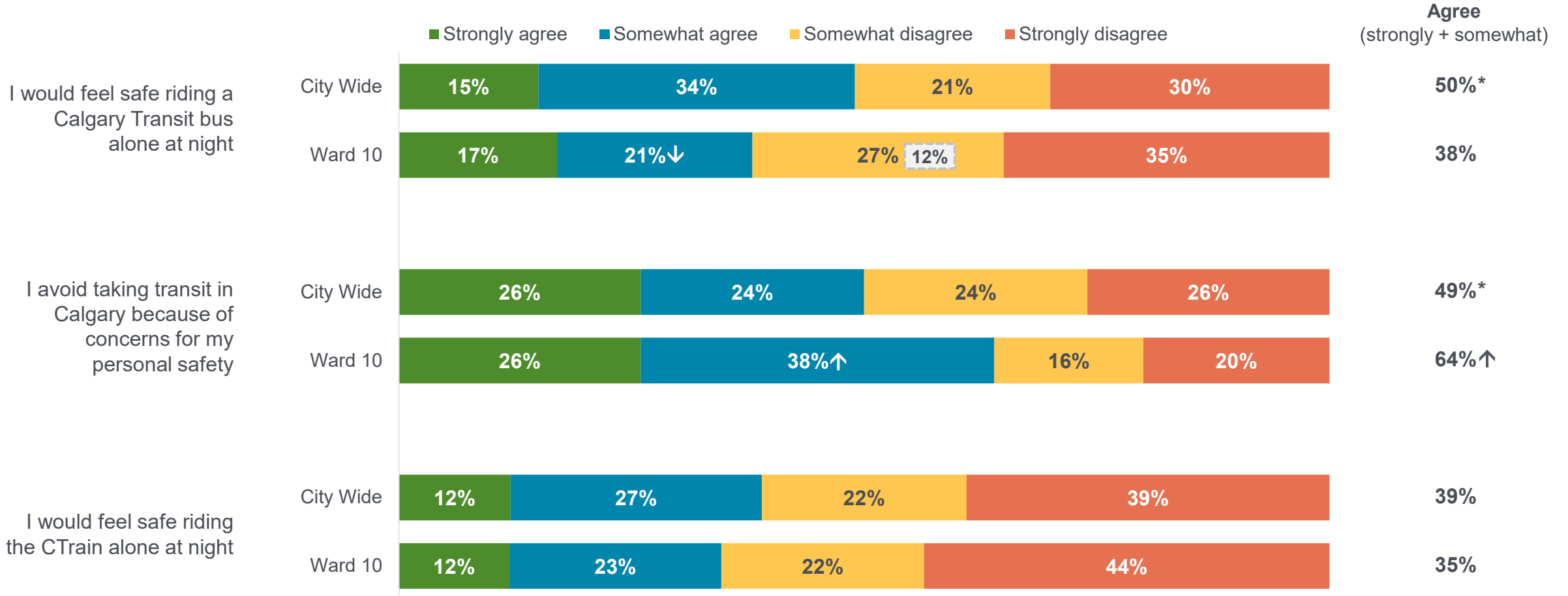


Q. Now we have some questions about transit in general. Please indicate the extent to which you agree or disagree with the following statements, using the same scale.  
 Base: Valid respondents (bases vary)

Ward 10 2023  
 Data labels <3% are not shown  
 \*Rounding



# Transit (continued)



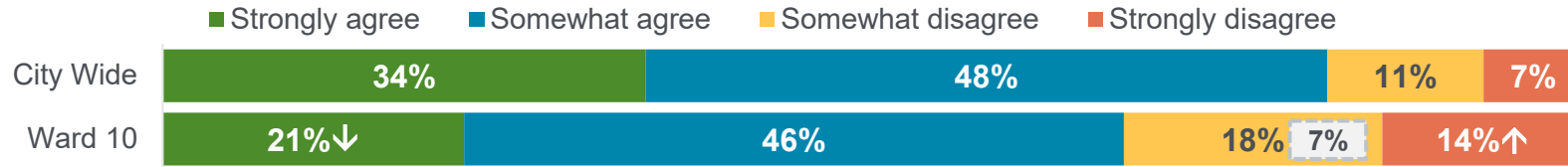
Q. Now we have some questions about transit in general. Please indicate the extent to which you agree or disagree with the following statements, using the same scale.  
 Base: Valid respondents (bases vary)

Ward 10 2023  
 \*Rounding  
 ↑/↓ Statistically higher/lower than City Wide



# Mobility

I would feel safe walking or wheeling on pathways in Calgary

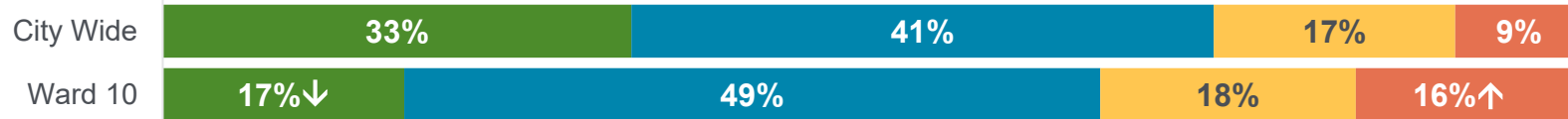


**Agree**  
(strongly + somewhat)

82%

68%\*↓ 84%

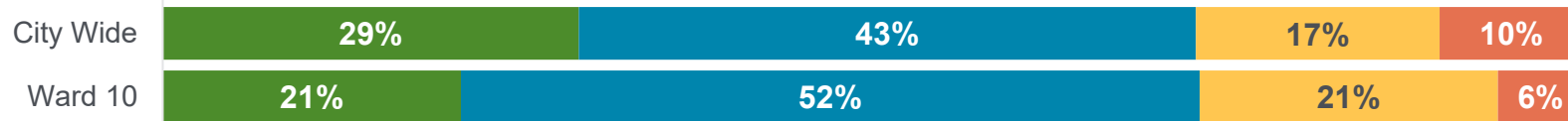
I would feel safe using bikeways in Calgary



75%\*

66% 82%

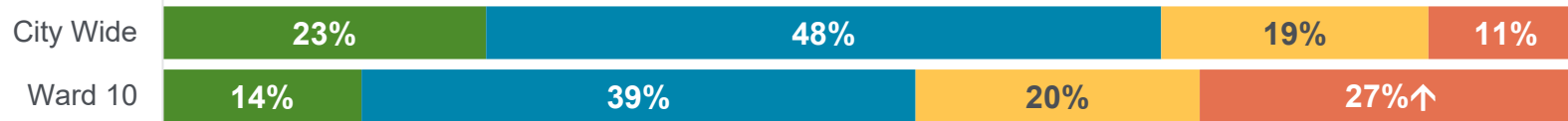
The City's bikeway and pathway system encourages me to walk or wheel



73%\*

74%\*

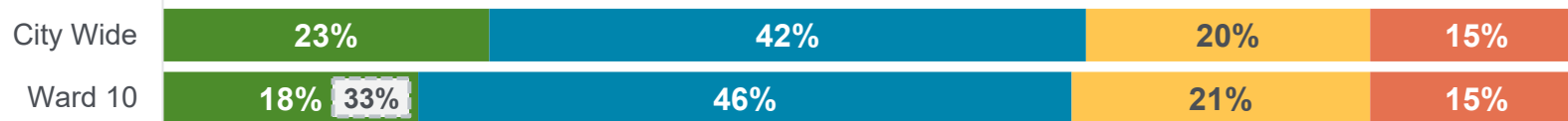
The City's roadways provide a safe experience for users



70%\*

53%↓

The City of Calgary offers sufficient transportation alternatives to travelling by personal vehicle



65%

65%\*

Ward 10 2023

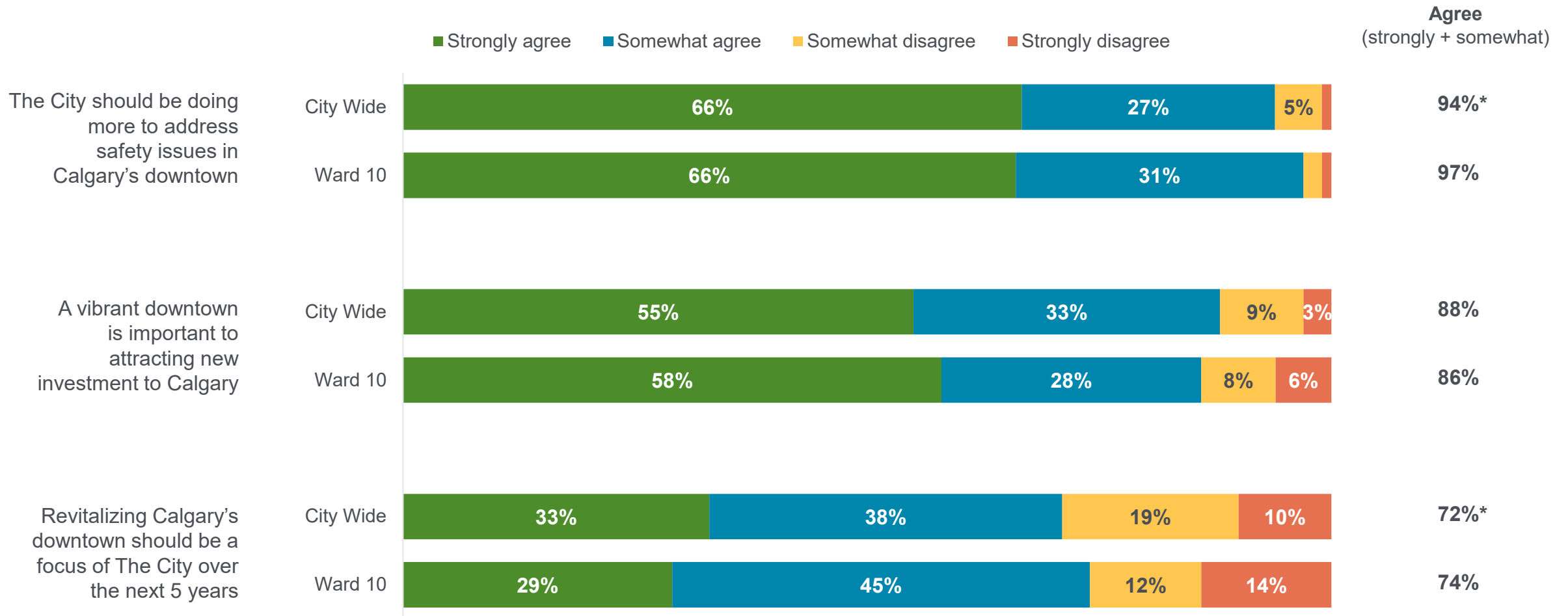
\*Rounding

↑/↓ Statistically higher/lower than City Wide

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)



# Downtown revitalization



Q. The next 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.

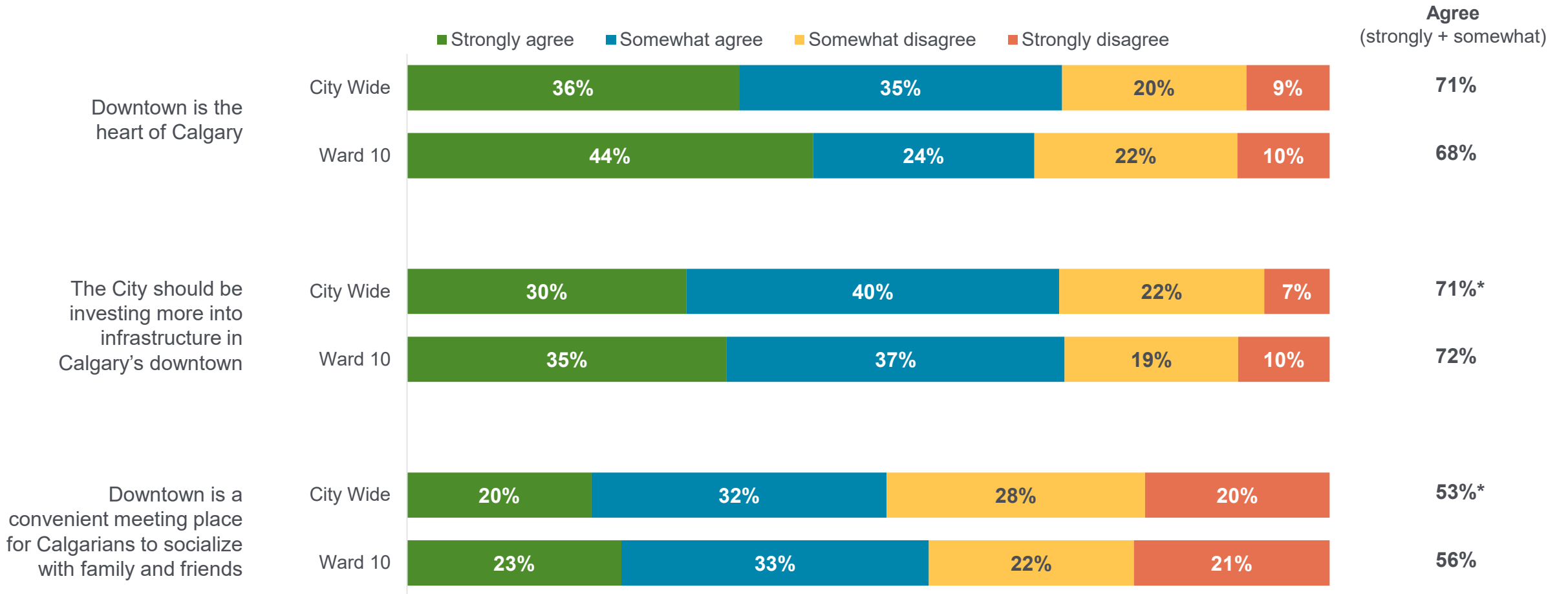
Base: Valid respondents (bases vary)

Data labels <3% are not shown

\*Rounding



# Downtown revitalization (continued)



Q. The next 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





# Respondent profile



# Respondent profile

Gender		
	City Wide	Ward 10
Woman (accept female)	50%	58%
Man (accept male)	49%	42%
Non-binary person	<1%	0%
Prefer to self-describe	<1%	0%
Refused/prefer not to say	<1%	0%

Age		
	City Wide	Ward 10
18 to 24	9%	9%
25 to 34	21%	30%
35 to 44	17%	13%
45 to 54	19%	14%
55 to 64	13%	8%
65 or older	21%	26%
MEAN	47.6	46.5

Income		
	City Wide	Ward 10
Less than \$60,000	21%	38%
\$60,000 to just under \$120,000	35%	49%
\$120,000 to just under \$200,000	25%	10%
\$200,000 and over	19%	3%

Education		
	City Wide	Ward 10
Less than high school	2%	1%
High school or equivalent	16%	26%
Apprenticeship or trades diploma/certificate	7%	8%
College or non-university diploma/certificate	20%	22%
University degree/diploma/certificate	56%	43%

Employment status <sup>^</sup>		
	City Wide	Ward 10
Full time employed or self employed	55%	45%
Part time employed or self-employed	12%	13%
Retired	21%	22%
Looking after home and/or family	2%	3%
Unable to work because of sickness or disability	3%	5%
Unemployed	5%	7%
Doing unpaid or voluntary work	2%	1%
Student	5%	9%
Other	1%	2%

Base: Valid respondents (bases vary)

<sup>^</sup> Multiple responses allowed



# Respondent profile (continued)

Own or rent		
	City Wide	Ward 10
Own	72%	69%
Rent	25%	30%
Other	2%	1%

Responsible for property taxes or rent		
	City Wide	Ward 10
Yes	87%	81%
No	13%	19%

Household size		
	City Wide	Ward 10
1	16%	13%
2	33%	31%
3	18%	19%
4	21%	18%
5 or more	13%	18%
MEAN	2.9	3.1

Children or seniors in household		
	City Wide	Ward 10
Yes – children	32%	27%
Yes – seniors	32%	45%

Tenure in Calgary		
	City Wide	Ward 10
Less than 5 years	12%	13%
5 to less than 10 years	5%	6%
10 to less than 15 years	9%	11%
15 to less than 20 years	11%	9%
20 to less than 30 years	21%	13%
30 to less than 40 years	15%	12%
40 or more	28%	35%
MEAN	27.8	28.8

Business owner/operator Base: In workforce		
	City Wide	Ward 10
Own and operate a business	18%	14%
Own a business	3%	0%
Operate a business	3%	2%
No	76%	85%

Base: Valid respondents (bases vary)





# Respondent profile (continued)

Born in Canada		
	City Wide	Ward 10
Yes	67%	62%
No	33%	38%

Date of arrival in Canada Base: Not born in Canada		
	City Wide	Ward 10
Within the past 5 years	28%	34%
More than 5 years ago	72%	66%

Disability in household <sup>^</sup>		
	City Wide	Ward 10
Yes – myself	12%	19%
Yes – someone in my household	11%	12%
No	79%	70%

Indigenous identity <sup>^</sup>		
	City Wide	Ward 10
Yes – First Nations	1%	1%
Yes – Métis	2%	2%
Yes – Inuit	<1%	1%
Yes – Prefer to self-describe	<1%	0%
Other	<1%	0%
No	96%	96%

Racialized		
	City Wide	Ward 10
Yes	25%	37%
No	74%	63%
Prefer to self-describe	1%	0%

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

Ethnicity <sup>^</sup>		
	City Wide	Ward 10
Canadian/French Canadian	2%	0%
American	4%	0%
British	8%	2%
Western European	6%	5%
Southern or Eastern European	10%	3%
South Asian	18%	24%
East or Southeast Asian	21%	31%
West Asian or Middle Eastern	5%	11%
African	10%	6%
Central/South American or Caribbean	9%	9%
Other	5%	2%
Not stated	5%	6%

Base: Valid respondents (bases vary)

<sup>^</sup> Multiple responses allowed



# Questionnaire





# Questionnaire



The City of Calgary  
**FINAL 2024 Fall Survey of Calgarians**  
 2024-08-01

**INTRODUCTION**

Hello, my name is \_\_\_\_\_. I'm calling from Ipsos, a national research firm, on behalf of The City of Calgary. I am not selling anything. The City is conducting their annual Fall Survey of Calgarians – to understand your opinions about life in Calgary and the municipal government. All your responses are confidential, and you will not be personally identified.

**(INTERVIEWER NOTE: IF CREDIBILITY IS AN ISSUE OR IF RESPONDENT HAS A CONCERN SAY: If you wish to talk to a City official about this survey, we encourage you to contact The City at 3-1-1 and specifically mention the "2024 Fall Survey of Calgarians." City Staff would be happy to address your concerns.)**

Before we begin, please know that the personal information from this survey is collected under the authority of the Freedom of Information and Protection of Privacy Act, Section 33(c) and is used to guide The City of Calgary in making decisions about civic services. For more information, please contact a City of Calgary Research Coordinator at 403-268-2798 and mention the "2024 Fall Survey of Calgarians," or send an email to [research@calgary.ca](mailto:research@calgary.ca), or a letter to "Research Coordinator, The City of Calgary, Mail code 8305, P.O. Box 2100, Station M, Calgary, AB, Canada, T2P 2M5."

The survey is approximately 25 minutes.

**SCREENERS**

**[CELL PHONE SAMPLE]**

CELLS1. Are you 18 years of age or older?

Yes **[CONTINUE]**

No, not qualified / available **[THANK & TERMINATE]**

**[ASK CEL1 IF SAMPLE=CELLPHONE]**

CEL1. Is this a good time to talk?

Yes

No (SET GENERAL CALLBACK)

**[LANDLINE SAMPLE]**

S1. For this survey, we would like to speak to the youngest person in your household age 18 or older. Is that you?

Yes

No

IF YES, CONTINUE

IF NO, ALLOW RESPONDENT TO SEEK THE YOUNGEST HOUSEHOLD MEMBER AND REINTRODUCE



IF NOT AVAILABLE OR IF YOUNGEST MEMBER NOT INTERESTED, CAN SPEAK WITH MEMBER 18+ WITH THE LAST BIRTHDAY OR ANYONE IN THE HH WHO IS AVAILABLE/INTERESTED ENSURE FOIP IS ASKED AGAIN (ABOVE)

**[ASK ALL]**

S2. Please provide me with the first three characters of your postal code. (IF NECESSARY: This information is used to determine which Ward you live in) (DO NOT READ LIST)

1. T1Y
2. T2A
3. T2B
4. T2C
5. T2E
6. T2G
7. T2H
8. T2J
9. T2K
10. T2L
11. T2M
12. T2N
13. T2P
14. T2R
15. T2S
16. T2T
17. T2V
18. T2W
19. T2X
20. T2Y
21. T2Z
22. T3A
23. T3B
24. T3C
25. T3E
26. T3G
27. T3H
28. T3J
29. T3K
30. T3L
31. T3M
32. T3N
33. T3P
34. T3R
35. T3S

None of the above

**[IF NONE OF THE ABOVE OR DK/REF IN S2, THANK & TERMINATE]**

**[ASK S3A IF T1Y, T2B, T2L, T2M, T2V, T2Y, T3H, T3L, T3M, T3N, T3P, T3R OR T3S IN S2. OTHERS SKIP TO S3B]**



# Questionnaire (continued)

S3A. What community do you live in? (WAIT FOR RESPONSE. IF RESPONSE PROVIDED IS NOT ON LIST, READ LIST: Do you live in...) (ONLY USE OTHER – SPECIFY AFTER READING LIST)

[INSERT LIST BASED ON RESPONSE AT S2]

**T1Y**  
 MONTEREY PARK  
 PINERIDGE  
 RUNDLE  
 SUNRIDGE  
 TEMPLE  
 WHITEHORN  
 Other (Specify)

**T2B**  
 DOVER  
 ERIN WOODS  
 FOREST LAWN  
 SOUTHVIEW  
 VALLEYFIELD  
 Other (Specify)

**T2L**  
 BRENTWOOD  
 CHARLESWOOD  
 COLLINGWOOD  
 Other (Specify)

**T2M**  
 BANFF TRAIL  
 CAPITOL HILL  
 CRESCENT HEIGHTS  
 HILLHURST  
 KENSINGTON  
 MOUNT PLEASANT  
 ROSEDALE  
 SUNNYSIDE  
 TUXEDO PARK  
 Other (Specify)

**T2V**  
 BAYVIEW  
 BEL-AIRE  
 CHINOOK PARK  
 EAGLE RIDGE  
 GLENMORE PARK  
 HAYSBORO  
 KELVIN GROVE  
 KINGSLAND  
 MAYFAIR  
 MEADOWLARK PARK  
 OAKRIDGE

PALLISER  
 PUMP HILL  
 WINDSOR PARK  
 Other (Specify)

**T2Y**  
 ALPINE PARK  
 [PN: MAP ALPINE PARK TO WARD 13]  
 BRIDLEWOOD  
 EVERGREEN  
 MILLRISE  
 SHAWNEE SLOPES  
 SHAWNESSY  
 SOMERSET  
 Other (Specify)

**T3H**  
 ASPEN WOODS  
 CHRISTIE PARK  
 COACH HILL  
 COUGAR RIDGE  
 DISCOVERY RIDGE  
 MEDICINE HILL  
 [PN: MAP MEDICINE HILL TO WARD 6]  
 PATTERSON  
 SIGNAL HILL  
 SPRINGBANK HILL  
 STRATHCONA PARK  
 TRINITY HILLS  
 WEST SPRINGS  
 Other (Specify)

**T3L**  
 HASKAYNE  
 [PN: MAP HASKAYNE TO WARD 1]  
 SCENIC ACRES  
 TUSCANY  
 Other (Specify)

**T3M**  
 AUBURN BAY  
 CRANSTON  
 HOTCHKISS  
 [PN: MAP HOTCHKISS TO WARD 12]  
 MAHOGANY  
 RANGEVIEW  
 [PN: MAP RANGEVIEW TO WARD 12]  
 SETON  
 Other (Specify)

**T3N**  
 CITYSCAPE  
 CORNERSTONE  
 HOMESTEAD  
 [PN: MAP HOMESTEAD TO WARD 5]  
 REDSTONE  
 SKYVIEW RANCH



# Questionnaire (continued)

Other (Specify)

**T3P**

AMBLETON  
 [PN: MAP AMBLETON TO WARD 2]  
 EVANSTON  
 GLACIER RIDGE  
 SAGE HILL  
 Other (Specify)

**T3R**

CARRINGTON  
 [PN: MAP CARRINGTON TO WARD 3]  
 EVANSTON  
 KEYSTONE HILLS  
 [PN: MAP KEYSTONE HILLS TO WARD 3]  
 KINCORA  
 LEWISBURG  
 [PN: MAP LEWISBURG TO WARD 3]  
 LIVINGSTON  
 NOLAN HILL  
 SAGE HILL  
 SHERWOOD  
 SYMONS GATE  
 SYMONS VALLEY RANCH  
 [PN: MAP SYMONS VALLEY RANCH TO WARD 2]  
 Other (Specify)

**T3S**

HOTCHKISS  
 [PN: MAP HOTCHKISS TO WARD 12]  
 MAHOGANY  
 RANGEVIEW  
 [PN: MAP RANGEVIEW TO WARD 12]  
 Other (Specify)

[IF OTHER OR DK/REF IN S3A, THANK & TERMINATE, ELSE SKIP TO INSTRUCTION BEFORE S4]

[ASK S3B IF T2A, T2C, T2E, T2G, T2H, T2J, T2K, T2N, T2P, T2R, T2S, T2T, T2W, T2X, T2Z, T3A, T3B, T3C, T3E, T3G, T3J OR T3K]

S3B. What community do you live in? (WAIT FOR RESPONSE. IF RESPONSE PROVIDED IS NOT ON LIST, READ LIST UNTIL INTERRUPTED: Do you live in...) (ONLY USE OTHER – SPECIFY AFTER READING LIST)

[INSERT LIST BASED ON RESPONSE AT S2]

**T2A**

ABBEDALE  
 ALBERT PARK/RADISSON HEIGHTS  
 APPLEWOOD PARK  
 BELVEDERE  
 [PN: MAP TO WARD 9]

FOREST HEIGHTS  
 FOREST LAWN  
 MARLBOROUGH  
 MARLBOROUGH PARK  
 PENBROOKE MEADOWS  
 RED CARPET  
 TWIN HILLS  
 [PN: MAP TWIN HILLS TO WARD 9]  
 WINDSOR PARK  
 [PN: MAP TO WARD 9]  
 Other (Specify)

**T2C**

DOUGLASDALE/GLEN  
 OGDEN  
 QUARRY PARK  
 RIVERBEND  
 Other (Specify)

**T2E**

BRIDGELAND/RIVERSIDE  
 CRESCENT HEIGHTS  
 GREENVIEW  
 HIGHLAND PARK  
 MAYLAND HEIGHTS  
 RENFREW  
 TUXEDO PARK  
 VISTA HEIGHTS  
 WINSTON HEIGHTS/MOUNTVIEW  
 Other (Specify)

**T2G (IF 'DOWNTOWN', PROBE TO SPECIFY CORE OR EAST VILLAGE. IF RESPONDENT DOES NOT KNOW OR INSISTS ON DOWNTOWN, SELECT DOWNTOWN CORE)**

ALBERT PARK/RADISSON HEIGHTS  
 BELTLINE  
 [PN: MAP TO WARD 8]  
 BRIDGELAND/RIVERSIDE  
 CHINATOWN  
 DOVER  
 DOWNTOWN CORE  
 DOWNTOWN EAST VILLAGE/EAST VILLAGE  
 INGLEWOOD  
 MANCHESTER  
 RAMSAY  
 SOUTHVIEW  
 VICTORIA PARK  
 Other (Specify)

**T2J (IF 'BONAVISTA', DO NOT PROBE, SELECT LAKE BONAVISTA)**

ACADIA  
 BONAVISTA DOWNS  
 DEER RIDGE



# Questionnaire (continued)



DEER RUN  
 DIAMOND COVE  
 LAKE BONAVISTA /BONAVISTA  
 MAPLE RIDGE  
 PARKLAND  
 QUEENSLAND  
 SILVERADO  
 WILLOW PARK  
 Other (Specify)

**T2H**  
 ACADIA  
 FAIRVIEW  
 MANCHESTER  
 Other (Specify)

**T2K (IF 'NORTH HAVEN', DO NOT PROBE, SELECT NORTH HAVEN)**  
 CAMBRIAN HEIGHTS  
 CAPITOL HILL  
 GREENVIEW  
 HIGHLAND PARK  
 HIGHWOOD  
 HUNTINGTON HILLS  
 NORTH HAVEN  
 NORTH HAVEN UPPER  
 QUEENS PARK VILLAGE  
 ROSEMONT  
 THORNCLIFFE  
 Other (Specify)

**T2N**  
 HILLHURST  
 HOUNSFIELD HEIGHTS/BRIAR HILL  
 KENSINGTON  
 PARKDALE  
 ST. ANDREWS HEIGHTS  
 SUNALTA  
 SUNNYSIDE  
 UNIVERSITY DISTRICT  
 UNIVERSITY HEIGHTS  
 UNIVERSITY OF CALGARY  
 WEST HILLHURST  
 Other (Specify)

**T2P (IF DOWNTOWN, PROBE TO SPECIFY CORE OR WEST END – IF RESPONDENT DOES NOT KNOW OR INSISTS ON DOWNTOWN, ASSIGN WEST END. IF CORE, PROBE TO SPECIFY WEST OR EAST OF 4<sup>TH</sup> STREET – IF RESPONDENT DOES NOT KNOW OR INSISTS ON CORE, ASSIGN WEST OF 4<sup>TH</sup> STREET)**  
 CHINATOWN  
 DOWNTOWN CORE/CORE – West of 4<sup>th</sup> Street  
 DOWNTOWN CORE/CORE – East of 4<sup>th</sup> Street  
 DOWNTOWN WEST END



EAU CLAIRE  
 Other (Specify)

**T2R (IF 'BELTLINE', PROBE TO SPECIFY CONNAUGHT OR VICTORIA PARK. IF RESPONDENT DOES NOT KNOW OR INSISTS ON BELTLINE, SELECT BELTLINE)**  
 (DO NOT READ) BELTLINE  
 CONNAUGHT  
 VICTORIA PARK  
 Other (Specify)

**T2S**  
 BRITANNIA  
 CLIFF BUNGALOW  
 ELBOW PARK  
 ELBOYA  
 ERLTON  
 MISSION  
 PARKHILL  
 RIDEAU PARK  
 ROXBORO  
 SAVANNA  
 UPPER MOUNT ROYAL / MOUNT ROYAL  
 Other (Specify)

**T2T (IF 'MOUNT ROYAL', DO NOT PROBE, SELECT LOWER MOUNT ROYAL).**  
 ALTADORE  
 BANKVIEW  
 ELBOW PARK  
 GARRISON WOODS  
 GARRISON GREEN  
 [PN: MAP GARRISON GREEN TO WARD 11]  
 MARDA LOOP  
 LOWER MOUNT ROYAL / MOUNT ROYAL  
 RICHMOND  
 SOUTH CALGARY  
 UPPER MOUNT ROYAL  
 Other (Specify)

**T2W**  
 BRAESIDE  
 CANYON MEADOWS  
 CEDARBRAE  
 SOUTHWOOD  
 WOODBINE  
 WOODLANDS  
 Other (Specify)

**T2X**  
 ALPINE PARK  
 [PN: MAP ALPINE PARK TO WARD 13]



# Questionnaire (continued)

**BELMONT**  
 PN: MAP BELMONT TO WARD 13]  
 CHAPARRAL  
 LEGACY  
 MIDNAPORE  
 PINE CREEK  
 SILVERADO  
 SUNDANCE  
 WALDEN  
 WOLF WILLOW  
 YORKVILLE  
 Other (Specify)

**T2Z**  
 COPPERFIELD  
 DOUGLASDALE/GLEN  
 HOTCHKISS  
 [PN: MAP HOTCHKISS TO WARD 12]  
 MCKENZIE LAKE  
 MCKENZIE TOWNE  
 NEW BRIGHTON  
 QUARRY PARK  
 Other (Specify)

**T3A**  
 DALHOUSIE  
 EDGEMONT  
 HAMPTONS  
 HIDDEN VALLEY  
 VARSITY  
 Other (Specify)

**T3B**  
 BOWNESS  
 CRESTMONT  
 GREENWOOD/GREENBRIAR  
 GREENWICH  
 MONTGOMERY  
 POINT MCKAY  
 SILVER SPRINGS  
 UNIVERSITY OF CALGARY  
 VALLEY RIDGE  
 VARSITY  
 Other (Specify)

**T3C (IF 'SUNALTA', DO NOT PROBE, SELECT SUNALTA)**  
 BELMONT  
 CONNAUGHT OR BELTLINE  
 DOWNTOWN WEST END/DOWNTOWN  
 POINT MCKAY  
 ROSSCARROCK

**SCARBORO**  
 SHAGANAPPI  
 SPRUCE CLIFF  
 SUNALTA/ SUNALTA WEST  
 WESTGATE  
 WILDWOOD  
 Other (Specify)

**T3E**  
 CURRIE BARRACKS  
 GARRISON GREEN  
 [PN: MAP GARRISON GREEN TO WARD 11]  
 GLAMORGAN  
 GLENBROOK  
 GLENDALE  
 KILLARNEY/GLENGARRY  
 LAKEVIEW  
 LINCOLN PARK  
 NORTH GLENMORE PARK  
 RICHMOND  
 RUTLAND PARK  
 Other (Specify)

**T3G**  
 ARBOUR LAKE  
 CITADEL  
 HAWKWOOD  
 RANCLANDS  
 ROCKY RIDGE  
 ROYAL OAK  
 ROYAL VISTA  
 [PN: MAP TO WARD 1]  
 Other (Specify)

**T3J**  
 CASTLERIDGE  
 CORAL SPRINGS  
 FALCONRIDGE  
 HOMESTEAD  
 [PN: MAP HOMESTEAD TO WARD 5]  
 MARTINDALE  
 SADDLE RIDGE  
 TARADALE  
 Other (Specify)

**T3K**  
 BEDDINGTON HEIGHTS  
 CINNAMON HILLS  
 COUNTRY HILLS



# Questionnaire (continued)



COUNTRY HILLS VILLAGE  
 COVENTRY HILLS  
 HARVEST HILLS  
 MACEWAN GLEN  
 PANORAMA HILLS  
 SANDSTONE VALLEY  
 Other (Specify)

[IF OTHER OR DK/REF IN S3B, THANK & TERMINATE.]  
 [ASSIGN WARD BASED ON COMMUNITY IN S3B]

S4. What quadrant of the city do you live in? (WAIT FOR RESPONSE – READ LIST TO CLARIFY IF NEEDED)

Southwest  
 Southeast  
 Northwest  
 Northeast

[TRACK QUADRANT QUOTAS BASED ON S4]

S5. Record Gender (DO NOT ASK)

Male  
 Female

**A. QUALITY OF LIFE**

1a. 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? (ACCEPT ONE RESPONSE) Q1b. Are there any other important local issues? (ACCEPT UP TO TWO MORE RESPONSES).

[RECORD VERBATIM]  
 No/nothing else

2a. 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?

RECORD NUMBER [RANGE 1-10]

3. Do you feel that the quality of life in the city of Calgary in the past three years has (READ LIST UNTIL INTERRUPTED)?

Improved  
 Stayed the same  
 Worsened



For this survey, when I say ‘The City of Calgary’ or ‘The City’, I mean the municipal government, including Council and Administration.

24b. 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”. The first one is:

[RANDOMIZE LIST]

Calgary is moving in the right direction to ensure a high quality of life for future generations  
 The City of Calgary fosters a city that is inclusive and accepting of all  
 I am proud to be a Calgarian  
 I am proud to live in my neighbourhood

[NEXT TWO ITEMS MUST FOLLOW EACH OTHER. ROTATE. ALWAYS SHOW LAST.]

Calgary is a great place to make a living  
 Calgary is a great place to make a life

RECORD NUMBER [RANGE 1-10]

24c. Using the same agree or disagree scale, I have a few more statements that some people have said about life in Calgary.

[RANDOMIZE LIST]

The City of Calgary delivers programs and services that remove barriers to participation for Calgarians who need it the most  
 The City has programs and services aimed at helping Calgarians reduce their environmental impact.  
 Calgary is safe for all residents and visitors, regardless of things like ethnicity, race, religion, income, or sexual identity

RECORD NUMBER [RANGE 1-10]

10. How safe do you feel or would you feel walking alone in your neighbourhood after dark? (READ LIST)

Very unsafe  
 Somewhat unsafe  
 Reasonably safe  
 Very safe

10b. During the last 3 years, do you think that crime in your neighbourhood has increased, decreased or remained about the same?

Increased  
 Decreased  
 About the same  
 Just moved into the area or have not lived in neighbourhood long enough (DO NOT READ)





# Questionnaire (continued)



10c. And thinking about the next three years, do you think that crime in your neighbourhood will increase, decrease, or remain about the same?

- Increase
- Decrease
- Stay about the same
- I don't know [DO NOT READ]

10d. How safe or unsafe do you think Calgary is overall?

- Very safe
- Reasonably safe
- Somewhat unsafe
- Very unsafe

24cx. There are of 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

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree

[ASK ALL]

## **B. QUALITY OF CIVIC SERVICES**

The City of Calgary delivers 61 services that Calgarians use every day. The variety of services offered range from roads to recreation, water to waste and recycling, and business licensing to emergency services such as fire, police and 9-1-1.

7a. 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?

RECORD NUMBER [RANGE 1-10]

9\_1. And, are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with the job The City is doing at providing the following services:

[RANDOMLY ASSIGN RESPONDENTS TO BLOCK A → BLOCK B WITHIN EACH WARD; I.E. ASSIGN BASED ON "Randomly Not Filled" SO AN EQUAL NUMBER OF RESPONDENTS ARE ASSIGNED EACH BLOCK WITHIN EACH WARD.]

**BLOCK A [RANDOMIZE]** Residential garbage collection (INTERVIEWER NOTE: Black cart)  
City operated roads and infrastructure



Traffic flow management  
On-street bikeways  
Calgary's pathway system  
Wastewater collection & treatment

## **BLOCK B [RANDOMIZE]**

Residential Blue Cart recycling  
Residential Green Cart  
Road maintenance including pothole repairs  
Spring road cleaning  
Water treatment and supply, including the availability and supply of clean, safe drinking water  
Stormwater management

9\_1

- Very satisfied
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied

## **D. LEVELS OF SERVICES AND TAXATION**

11a. 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".

RECORD NUMBER [RANGE 1-10]

12. 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? [ROTATE 1-2-3-4, 3-4-2-1] (READ LIST – PICK ONE)

- Increase taxes beyond current inflation rate - to expand services
- Increase taxes at current inflation rate - to maintain services at current levels
- Cut services - to maintain current tax level
- Cut services further - to reduce taxes
- None (VOLUNTEERED)

[ASK ALL]

## **F. CITY CONTACT AND COMMUNICATION**

19x. 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? The first one is [INSERT ITEM]. Is that strongly or somewhat? How about [INSERT ITEM]? Is that strongly or somewhat?

[BLOCK 1 – RANDOMIZE ORDER] [DO NOT RANDOMIZE ORDER OF BLOCKS]



# Questionnaire (continued)



The City responds quickly to requests and concerns  
 The City of Calgary meets my customer service expectations  
 I am satisfied with the overall quality of customer service provided by The City of Calgary  
 The City does a good job of communicating with Calgarians about services, programs, policies and plans

[BLOCK 2 – RANDOMIZE ORDER]

The City allows Calgarians to have meaningful input into decision-making  
 The City uses input from Calgarians in decision-making about City projects and services  
 The City of Calgary practices open and accessible government  
 Calgarians have enough opportunities to provide input into decision-making about City projects and services

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree



## H. TRUST & REPUTATION

We now have questions about your impressions of The City of Calgary.

T3. Considering all the things you think are important, how much do you trust or distrust The City of Calgary? Would you say that you trust The City a great deal, trust The City a little, are neutral, distrust The City a little, or distrust The City a great deal?

- Trust a great deal
- Trust a little
- Neutral
- Distrust a little
- Distrust a great deal
- (DO NOT READ) Never heard of this organization

[SCREEN BREAK]

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

T6. Taking everything into account, how satisfied or dissatisfied are you with the way The City of Calgary – including Council and City Administration as a whole – is going about running our City? Are you...? (READ LIST UNTIL INTERRUPTED)

- Very satisfied
- Somewhat satisfied
- Somewhat dissatisfied
- Very dissatisfied

[ROTATE T7 and T8]

T7. Thinking about Calgary’s City council, **EXCLUDING** City Administration, how satisfied or dissatisfied are you with the way City Council is going about running our City? (READ LIST IF NECESSARY)

- Very satisfied
- Somewhat satisfied
- Somewhat dissatisfied
- Very dissatisfied

T8. Thinking about Calgary’s City Administration, **EXCLUDING** Council, how satisfied or dissatisfied are you with the way City Administration is going about running our City? (READ LIST IF NECESSARY)

- Very satisfied
- Somewhat satisfied
- Somewhat dissatisfied
- Very dissatisfied



# Questionnaire (continued)

T9. Please tell me if you agree or disagree with each of the following statements? The first one is [INSERT ITEM]. Is that strongly or somewhat? How about [INSERT ITEM]? (REPEAT SCALE IF NEEDED)

[RANDOMIZE ORDER]

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

I am confident that The City of Calgary is working to improve how it includes Calgarians' input into important decisions

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

The City of Calgary is responsive to the needs and expectations of Calgarians

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree

## I. COUNCIL FOCUS AREAS

CF1. Please tell me if you agree or disagree that The City of Calgary is doing a good job at each of the following? The first one is [INSERT ITEM]. Is that strongly or somewhat? How about [INSERT ITEM]? Is that strongly or somewhat?

[RANDOMIZE]

[KEEP FIRST TWO STATEMENTS TOGETHER IN THIS ORDER]

Working to ensure Calgary is seen as a city that celebrates culture, heritage and diversity

Working to make Calgary a desirable destination with a lot to offer tourists

Working to attract more people to live in Calgary

Working to find ways to make it easier to do business in Calgary

Working with community partners to address social issues such as mental health and addiction

[ANCHOR]

Working to build meaningful relationships with Indigenous partners

Working with local Indigenous communities when discussing downtown revitalization

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree

### CFX. Social Equity

Do you agree or disagree that:

City programs and services meet the needs of all Calgarians regardless of age, ability, income, gender, race and ethnic/cultural identity and language.

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree

[RANDOMLY ASSIGN RESPONDENTS TO CF2/CF3A OR CF3B/CF4 WITHIN EACH WARD; I.E. ASSIGN BASED ON "Randomly Not Filled" SO AN EQUAL NUMBER OF RESPONDENTS ARE ASSIGNED EACH BLOCK WITHIN EACH WARD.]

### CF2. Housing and Affordability

And, for each of the following statements about housing, please tell me to what extent you agree or disagree. The first one is [INSERT ITEM]. Is that strongly or somewhat? How about [INSERT ITEM]? Is that strongly or somewhat?

[RANDOMIZE]

The City should explore ways to make home ownership more achievable for all Calgarians

All Calgarians have access to adequate market housing that meets their needs

Regular market housing is too expensive for the average Calgarian

The City should invest more into affordable housing programs for low-income Calgarians



# Questionnaire (continued)



T9. Please tell me if you agree or disagree with each of the following statements? The first one is [INSERT ITEM]. Is that strongly or somewhat? How about [INSERT ITEM]? (REPEAT SCALE IF NEEDED)

[RANDOMIZE ORDER]

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

I am confident that The City of Calgary is working to improve how it includes Calgarians' input into important decisions

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

The City of Calgary is responsive to the needs and expectations of Calgarians

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree



## I. COUNCIL FOCUS AREAS

CF1. Please tell me if you agree or disagree that The City of Calgary is doing a good job at each of the following? The first one is [INSERT ITEM]. Is that strongly or somewhat? How about [INSERT ITEM]? Is that strongly or somewhat?

[RANDOMIZE]

[KEEP FIRST TWO STATEMENTS TOGETHER IN THIS ORDER]

Working to ensure Calgary is seen as a city that celebrates culture, heritage and diversity

Working to make Calgary a desirable destination with a lot to offer tourists

Working to attract more people to live in Calgary

Working to find ways to make it easier to do business in Calgary

Working with community partners to address social issues such as mental health and addiction

[ANCHOR]

Working to build meaningful relationships with Indigenous partners

Working with local Indigenous communities when discussing downtown revitalization

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree

### CFX. Social Equity

Do you agree or disagree that:

City programs and services meet the needs of all Calgarians regardless of age, ability, income, gender, race and ethnic/cultural identity and language.

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree

[RANDOMLY ASSIGN RESPONDENTS TO CF2/CF3A OR CF3B/CF4 WITHIN EACH WARD; I.E. ASSIGN BASED ON "Randomly Not Filled" SO AN EQUAL NUMBER OF RESPONDENTS ARE ASSIGNED EACH BLOCK WITHIN EACH WARD.]

### CF2. Housing and Affordability

And, for each of the following statements about housing, please tell me to what extent you agree or disagree. The first one is [INSERT ITEM]. Is that strongly or somewhat? How about [INSERT ITEM]? Is that strongly or somewhat?

[RANDOMIZE]

The City should explore ways to make home ownership more achievable for all Calgarians

All Calgarians have access to adequate market housing that meets their needs

Regular market housing is too expensive for the average Calgarian

The City should invest more into affordable housing programs for low-income Calgarians



# Questionnaire (continued)



The City should invest more into affordable housing programs for Indigenous Calgarians

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree

**CF3A. Transit**

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. The first one is [INSERT ITEM]. Is that strongly or somewhat? How about [INSERT ITEM]? Is that strongly or somewhat?

**[RANDOMIZE]**

- The City should be investing more to address transit safety issues
- I avoid taking transit in Calgary because of concerns for my personal safety
- I would feel safe riding a Calgary Transit bus alone at night
- I would feel safe riding the CTrain alone at night
- The City is taking sufficient steps to ensure Calgary Transit is a safe travel option
- Calgary Transit fares are affordable
- It is important for The City to expand the CTrain to Calgary's airport

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree

**CF3B. Mobility**

And, we would like to ask you about the extent of your agreement or disagreement with the following statements about mobility in Calgary. The first one is [INSERT ITEM]. Is that strongly or somewhat? How about [INSERT ITEM]? Is that strongly or somewhat?

**[RANDOMIZE]**

- The City of Calgary offers sufficient transportation alternatives to travelling by personal vehicle
- The City's bikeway and pathway system encourages me to walk or wheel (IF ASKED: Wheeling is using a bike, wheelchair, e-scooter, inline skates or a skateboard.)
- I would feel, safe walking or wheeling on pathways in Calgary (IF ASKED: Wheeling is using a bike, wheelchair, e-scooter, inline skates or a skateboard.)
- I would feel, safe using bikeways in Calgary
- The City's roadways provide a safe experience for users

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree



**CF4. Downtown Revitalization**

The next 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. The first one is [INSERT ITEM]. Is that strongly or somewhat? How about [INSERT ITEM]? Is that strongly or somewhat?

**[RANDOMIZE]**

- A vibrant downtown is important to attracting new investment to Calgary
- Downtown is a convenient meeting place for Calgarians to socialize with family and friends
- Downtown is the heart of Calgary
- Revitalizing Calgary's downtown should be a focus of The City over the next 5 years
- The City should be investing more into infrastructure in Calgary's downtown
- The City should be doing more to address safety issues in Calgary's downtown

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree

**J. DEMOGRAPHICS**

We are almost finished. We just have some demographic questions so we can group responses and sort the data. Your responses are strictly confidential

29x. What is your gender? (IF NECESSARY – DO NOT READ EXCEPT TO CLARIFY: Gender refers to the gender that a person internally feels and/or the gender a person publicly expresses in their daily life, including at work, while shopping, or accessing other services, in their home or in the broader community.)

(DO NOT READ LIST EXCEPT TO CLARIFY)

- Woman (accept Female)
- Man (accept Male)
- Non-binary person
- Prefer to self-describe (specify, if preferred)
- Refused/prefer not to say

30. In what year were you born?

RECORD YEAR (RANGE 1900 TO 2005)

31. How many people, including yourself, live in your household?

RECORD NUMBER (MIN 1, NO MAX)

**[IF 2 OR MORE IN Q31 ASK Q32 AND Q32b, ELSE SKIP TO Q33]**

32. Do you have any children under the age of 18 living in your household?

- Yes
- No





# Questionnaire (continued)

**[IF AGE = 65+ SKIP]**

32b. Is there anyone aged 65 years or older living in your household?

- Yes
- No

**[ASK ALL]**

33. Are you either primarily or jointly responsible for paying property taxes or rent in your household?

- Yes
- No

34. Do you own or rent your current place of residence?

- Own
- Rent

(DO NOT READ) Neither/Other (VOLUNTEERED) (specify)

**[ASK ALL]**

37. How many years have you lived in the city of Calgary? (IF LESS THAN 1 YEAR ENTER 0)

RECORD NUMBER (RANGE 0 TO 100)

37b. We want to ensure our research is reflective of all Calgarians. Were you born in Canada?

- Yes
- No

**[IF YES OR DK/REF, SKIP TO Q38 IND1, ELSE CONTINUE WITH Q37c]**

37e. How recently did you arrive in Canada? (READ LIST UNTIL ANSWERED)

- Within the past five years
- More than five years ago

As you know, Canadians come from many different ethnic backgrounds. What is your main ethnic background? (DO NOT READ LIST. ACCEPT UP TO 2 RESPONSES.) (PROBE TO CLARIFY ONLY IF NECESSARY)

- 1 Canadian/French Canadian
- 2 American
- 3 British (English/Scottish/Welsh/Irish)
- 4 Western European (from Austria, Belgium, France, Germany, Netherlands, or other)
- 5 Southern or Eastern European (from Greece, Italy, Portugal, Spain, Bosnia, Croatia, Serbia, Czech Republic, Hungary, Poland, Slovakia, Ukraine, former Soviet Republics, or other)

- 6 South Asian (Punjabi, Indian, Tamil, Sri Lankan, Pakistani, Bangladeshi, Nepalese)
- 7 East or Southeast Asian (from China, Hong Kong, Japan, North or South Korea, Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam or other)
- 8 West Asian or Middle Eastern (from Afghanistan, Iran, Iraq, Israel, Lebanon, Saudi Arabia, Syria, Turkey or other)
- 9 African
- 10 Central/South American or Caribbean (from Argentina, Brazil, Columbia, El Salvador, Guatemala, Mexico, Venezuela, Barbados, Jamaica, or other)
- 11 Aboriginal/First Nations/Métis/Inuit
- 95 Other (Specify)

IND1. Are you Indigenous - that is, First Nations, Métis, or Inuit? (Multiple response)

- Yes - First Nations
- Yes - Métis
- Yes - Inuit
- Yes - Prefer to self-describe (specify)
- No [EXCLUSIVE]

40. Do you consider yourself a Racialized person or visible minority? A Racialized person means someone, other than Indigenous people, who are non-Caucasian in race or non-white in colour.

- Yes
- No
- Prefer to self-describe (specify)

**[ASK ALL]**

38. What is the highest level of schooling that you have obtained? (READ LIST UNTIL INTERRUPTED)

- Did not complete high school or equivalent
- Completed high school or equivalent
- Completed a Registered Apprenticeship or other trades certificate or diploma
- Completed a college or other non-university certificate or diploma
- Completed a university certificate, diploma or degree

DEMP11 What best describes your employment status? Would you say you are... (READ LIST UNTIL INTERRUPTED; Select up to two responses) (IN: BEST two that describe your status).

- Full time employed or self employed (IF ASKED, 30 hours or more per week)
- Part time employed or self-employed (IF ASKED, less than 30 hours per week)
- Retired
- Looking after home and/or family
- Unable to work because of sickness or disability
- Unemployed
- Doing unpaid or voluntary work
- Student



# Questionnaire (continued)



Other (DO NOT READ) (SPECIFY) \_\_\_\_\_

**[ASK DEMPL2 IF DEMPL1 = “Full time employed or self employed”, “Part time employed or self-employed”]**

DEMPL2 Do you own or operate a business in Calgary? IF YES: Do you (READ FIRST THREE)?

- Own and operate a business
- Own a business
- Operate a business
- No

39a. Which of the following categories best describes the total annual income, before taxes, of all the members of your household? Please stop me when I get to your category. **(READ LIST – ACCEPT RESPONSE BEFORE FINISHING LIST)**

- Less than \$60,000
- \$60,000 to just under \$120,000
- \$120,000 to just under \$200,000
- \$200,000 and over
- [DO NOT READ] Don't Know/Refused

41. Do you or a member of your household have a disability? (DO NOT READ LIST) **[MULTI PUNCH WITH “NO” BEING EXCLUSIVE]**

- Yes – myself
- Yes – someone in my household
- No

42. Do you consider yourself to be a member of the 2SLGBTQIA+ community? (ONLY IF ASKED: 2SLGBTQIA+ STANDS FOR TWO SPIRIT, LESBIAN, GAY, BI-SEXUAL, TRANSGENDER, QUEER OR QUESTIONING, INTERSEX OR ASEXUAL, WITH THE PLUS RECOGNIZING THERE IS ALSO A WIDE SPECTRUM OF IDENTITIES BEYOND THOSE IN THE ACRONYM)

- Yes
- No

38x. Finally, The City regularly engages with Calgarians about municipal matters. Are you interested in participating in future City research? Your contact information will be shared with The City of Calgary for research purposes only. Names and contact details will never be attached to your responses to this survey.

- Yes
- No

**[IF “YES” ASK Q38ax and Q38bx, ELSE SKIP TO CLOSE]**



38ax. Could I please have an email address where we can contact you?

**[RECORD EMAIL ADDRESS. ENSURE VALID EMAIL FORMAT.]**

38bx. Could I please have your first and last name and confirm your telephone number?

**[RECORD FIRST NAME, LAST NAME AND CONFIRM TELEPHONE NUMBER]**

Future City of Calgary research may include topics related to equity, diversity, inclusion and belonging. Would you be willing to participate in future research that relates to:

- [PIPE IN IF Q42=YES]** Your membership in the 2SLGBTQIA+ community
- [PIPE IN IF IND1=CODE 1-4]** Your Indigenous status
- [PIPE IN IF Q37e=CODE 1]** Your experience as a Calgarian who arrived in Canada within the past 5 years
- [PIPE IN IF Q30=1999-2005]** Your age
- [PIPE IN IF Q39a=CODE 1]** Your income level
- [PIPE IN IF Q41=CODE1]** Your disability status
- [PIPE IN IF Q40=YES, but not if IND1 = YES]** Your racialized background
- [PIPE IN IF QETHNICITY=CODE 5 TO 11]** Your ethnicity

**This completes the survey. Thank you very much for taking the time to provide feedback.**



# Contact

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