



2025 Fall Survey of Calgarians

Ward 10 – Final Report

November 2025

Prepared by:





Table of contents

| | |
|--|----|
| Methodology | 03 |
| Interpreting results | 04 |
| 2025 Fall highlights | 05 |
| Quality of life | 10 |
| Calgarians' priorities | 23 |
| City services and programs | 25 |
| Taxation | 27 |
| Customer service, engagement and communication | 30 |
| City reputation and performance | 35 |
| Council focus areas | 42 |
| Housing, transit and downtown revitalization | 46 |
| Respondent profile | 52 |





Methodology

Methodology

- The survey was conducted by Ipsos Public Affairs from July 30, 2025 to August 28, 2025 with 2,500 Calgarians via telephone. A total of 193 interviews were conducted with residents of Ward 10. The average time to complete the survey was 27 minutes.
- The survey was conducted using random digit dialing with numbers from both landlines (40%) and cell phones (60%) 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 ± 1.96 percentage points, 19 times out of 20. The margin of error for Ward 10 is ± 7.05 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, quadrant and city ward to ensure the composition reflects that of the actual Calgary population aged 18 or older. Although the results are weighted, the sample size for each question represents the number of actual respondents (i.e., unweighted n).



Interpreting results

Interpreting results

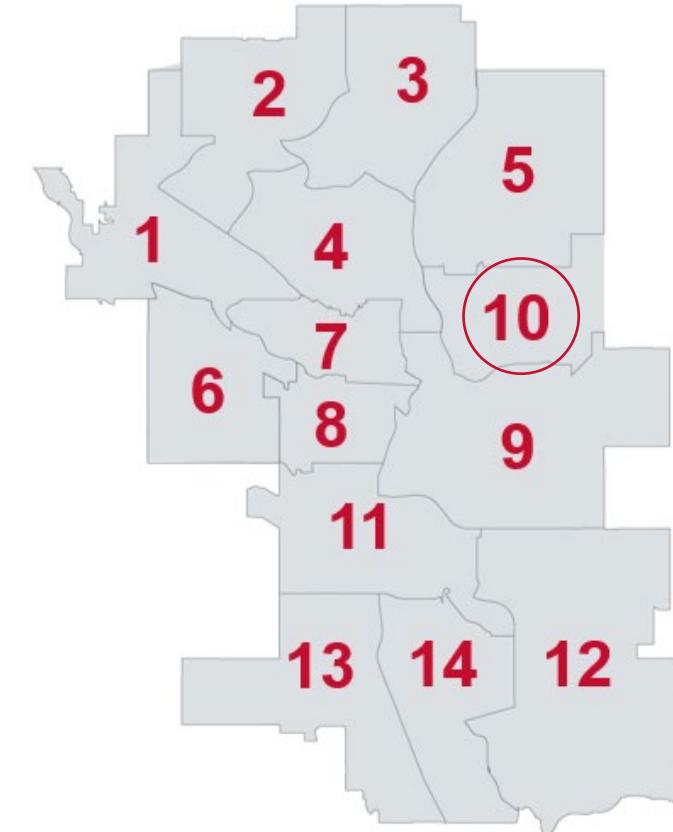
Results are statistically compared with those of City Wide:

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

Where possible, Fall 2025 results for Ward 10 are compared to those from Fall 2024 as indicated by a grey dotted box:

- Ward 10 2024
- Only statistically significant differences are shown

Some bar charts in this report do not add to 100% due to rounding. Instances of rounding are denoted by a * symbol.





2025 Fall highlights: Ward 10

Quality of life

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



Calgary is a great place to make a life



Good quality of life



I am proud to live in my neighbourhood



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

Calgarians' priorities (top 3)



40%
Infrastructure, traffic and roads



33%
Crime, safety and policing



23%
Homelessness, poverty and affordable housing

City reputation and performance



68%
Agree City practices open and accessible government



86%
Agree Calgary is a city that celebrates culture, heritage and diversity



67%
Satisfied with performance of Council and Administration



83%
Agree City is building meaningful relationships with Indigenous partners



53%
Trust The City of Calgary

Statistically higher/lower than City Wide



Difference in Ward 10 vs. City Wide (Top scores)

| | | | Ward 10 | City Wide |
|---|---|------|---------|-----------|
|  Quality of life | I am proud to live in my neighbourhood (agree) | 67%↓ | 81% | |
| | Calgary is on the right track to be a better city 10 years from now (agree) | 77%↑ | 69% | |
| | Perceived safety walking in dark in own neighbourhood (safe) | 57%↓ | 79% | |
| | Perceived change in neighbourhood crime (decreased) | 12%↑ | 6% | |
| | Change in neighbourhood crime in next three years (will decrease) | 13%↑ | 9% | |
|  Calgarians' priorities | Net - Crime, safety and policing | 33%↑ | 23% | |
| | Net - Growth and planning | 5%↓ | 16% | |
| | Net - Transit | 8%↓ | 13% | |
| | Net - Taxes | 4%↓ | 8% | |
|  City services and programs | No statistically significant differences in top scores | - | - | |
|  Taxation | Perceived value of property taxes (good) | 50%↑ | 42% | |
|  Customer service, engagement and communication | No statistically significant differences in top scores | - | - | |

A “Net” is a combination of 2 or more mentions that cover a specific theme

↑/↓ Statistically higher/lower than City Wide



Difference in Ward 10 vs. City Wide (Top scores)

| | | | Ward 10 | City Wide |
|---|---|------|---------|-----------|
|  City reputation and performance | Satisfied with The City of Calgary, including Council and Administration | 67%↑ | 59% | |
| | The City of Calgary, including both Council and Administration, are accountable for their actions (agree) | 62%↑ | 53% | |
|  Council focus areas | No statistically significant differences in top scores | - | - | |
|  Housing, transit and downtown revitalization | I avoid taking transit in Calgary because of concerns for my personal safety (agree) | 67%↑ | 49% | |

↑/↓ Statistically higher/lower
than City Wide



Year-over-year changes in Ward 10 (Top scores)

| | | | 2025 | 2024 |
|--|---|--|------|------|
|  Quality of life | Overall quality of life in Calgary (good) | | 70%↑ | 55% |
| | Perceived change in quality of life (worsened) | | 51%↓ | 74% |
| | I am proud to be a Calgarian (agree) | | 86%↑ | 72% |
| | Calgary is on the right track to be a better city 10 years from now (agree) | | 77%↑ | 62% |
| | Perceived change in neighbourhood crime (decreased) | | 12%↑ | 4% |
|  Calgarians' priorities | Net - Crime, safety and policing | | 33%↑ | 19% |
| | Net - Economy | | 9%↓ | 20% |
|  City services and programs | No statistically significant differences in top scores | | - | - |
|  Taxation | Perceived value of property taxes (good) | | 50%↑ | 35% |
|  Customer service, engagement and communication | No statistically significant differences in top scores | | - | - |

A “Net” is a combination of 2 or more mentions that cover a specific theme

↑/↓ Statistically higher/lower than Fall 2024



Year-over-year changes in Ward 10 (Top scores)

| | | 2025 | 2024 |
|--|--|--|------|
| | City reputation and performance | Trust in The City of Calgary 53%↑ | 38% |
| | Council focus areas | No statistically significant differences in top scores | - |
| | Housing, transit and downtown revitalization | No statistically significant differences in top scores | - |

↑/↓ Statistically higher/lower
than Fall 2024

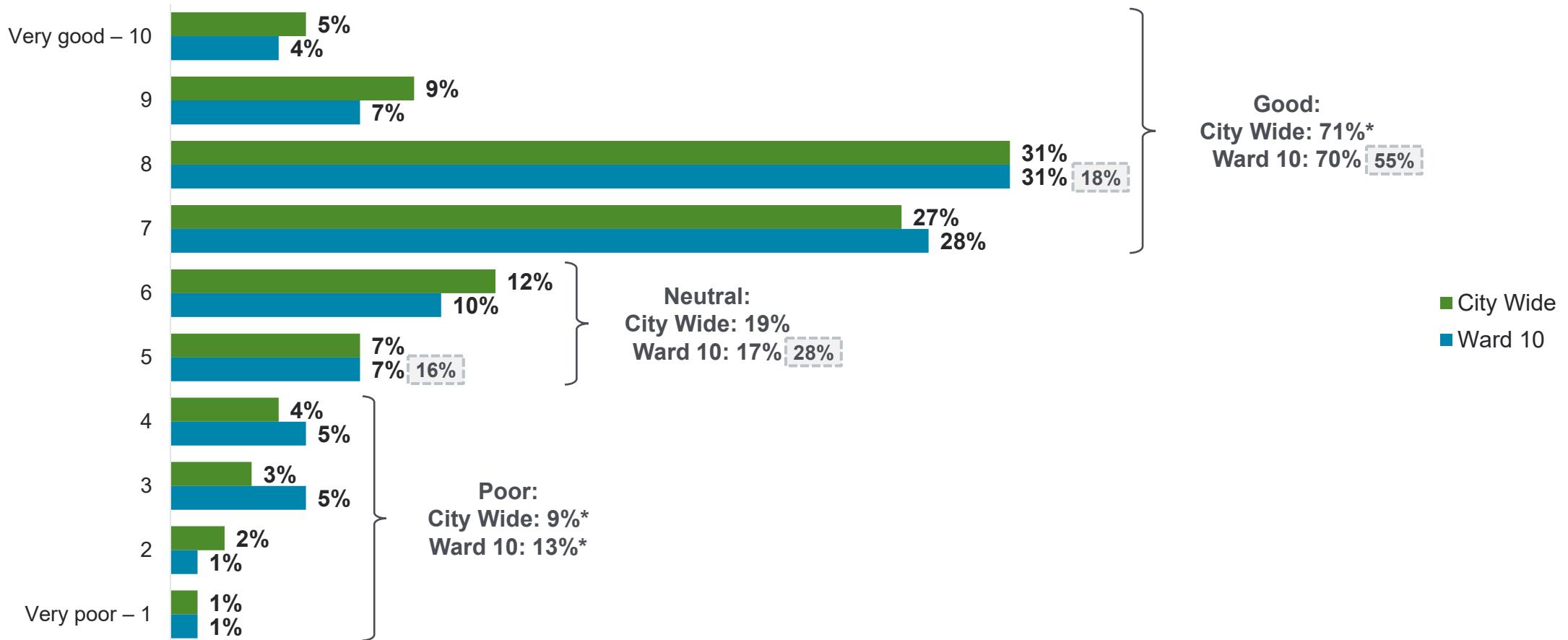
Calgary



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=2,494) / Ward 10 (n=192)

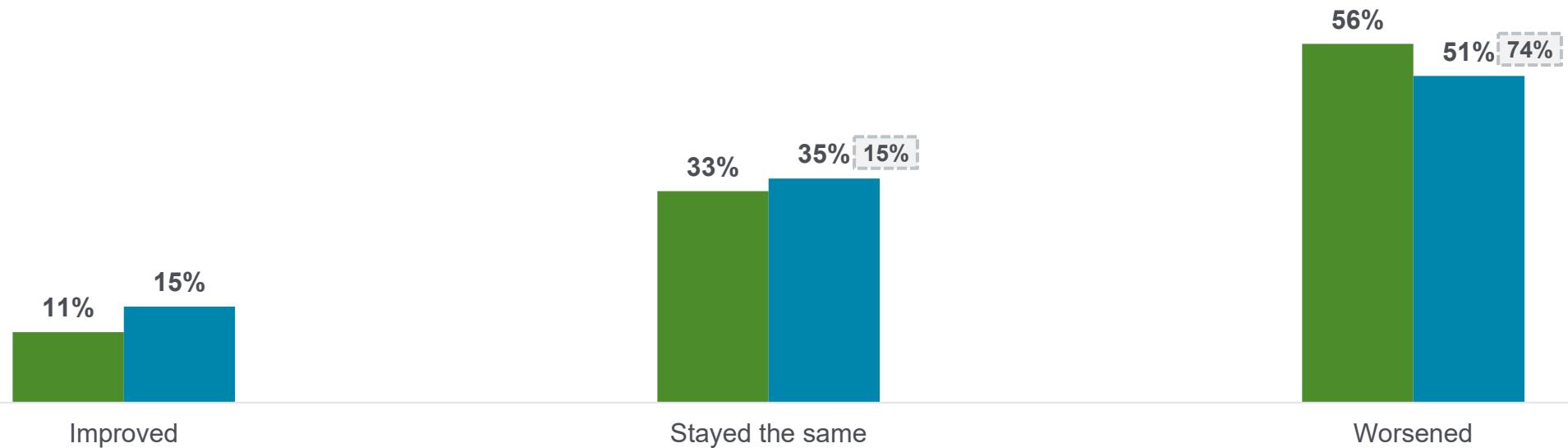
Ward 10 2024

*Rounding



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 ...?

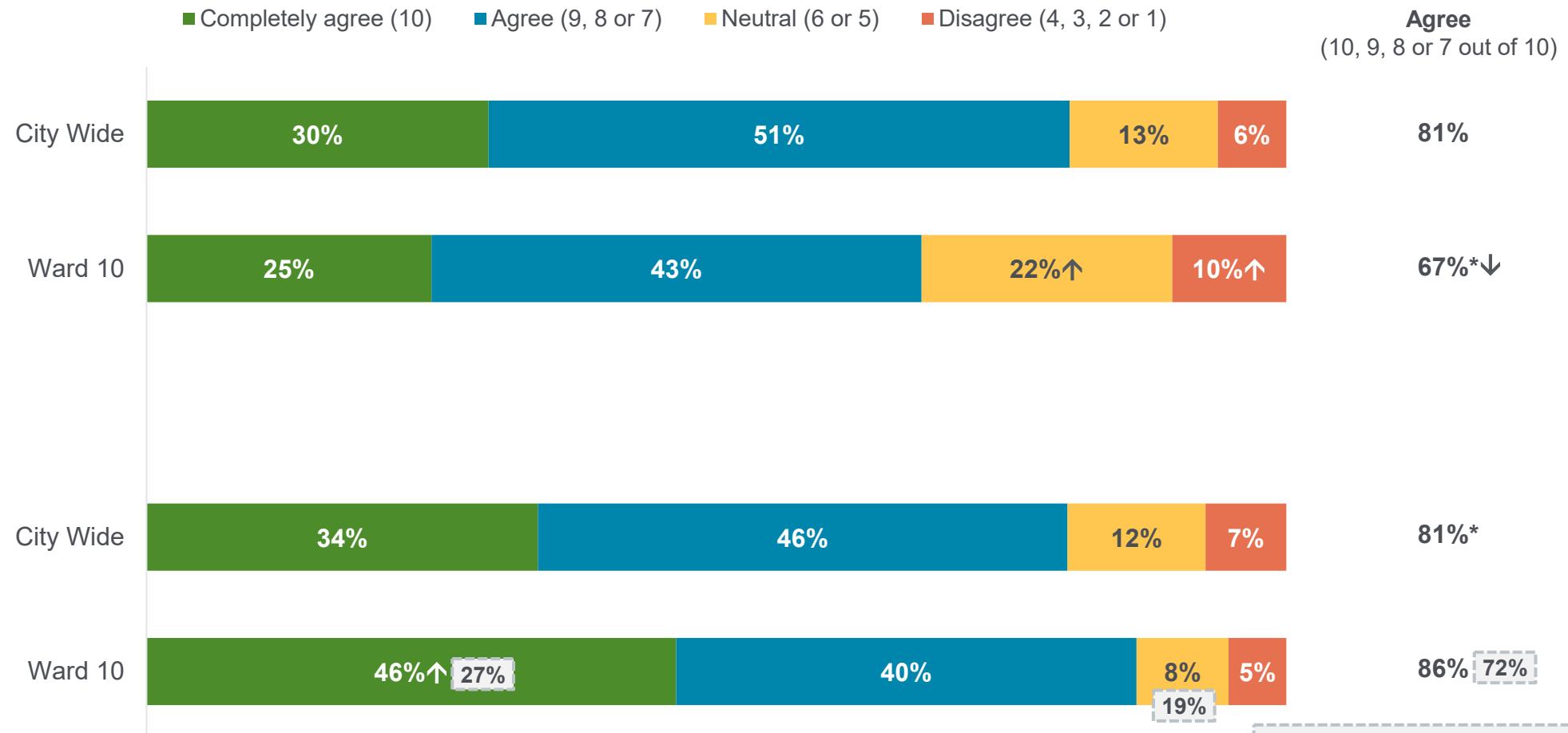
Base: Valid respondents: City Wide (n=2,475) / Ward 10 (n=193)

Ward 10 2024



Connectedness

I am proud to live in my neighbourhood



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 2024

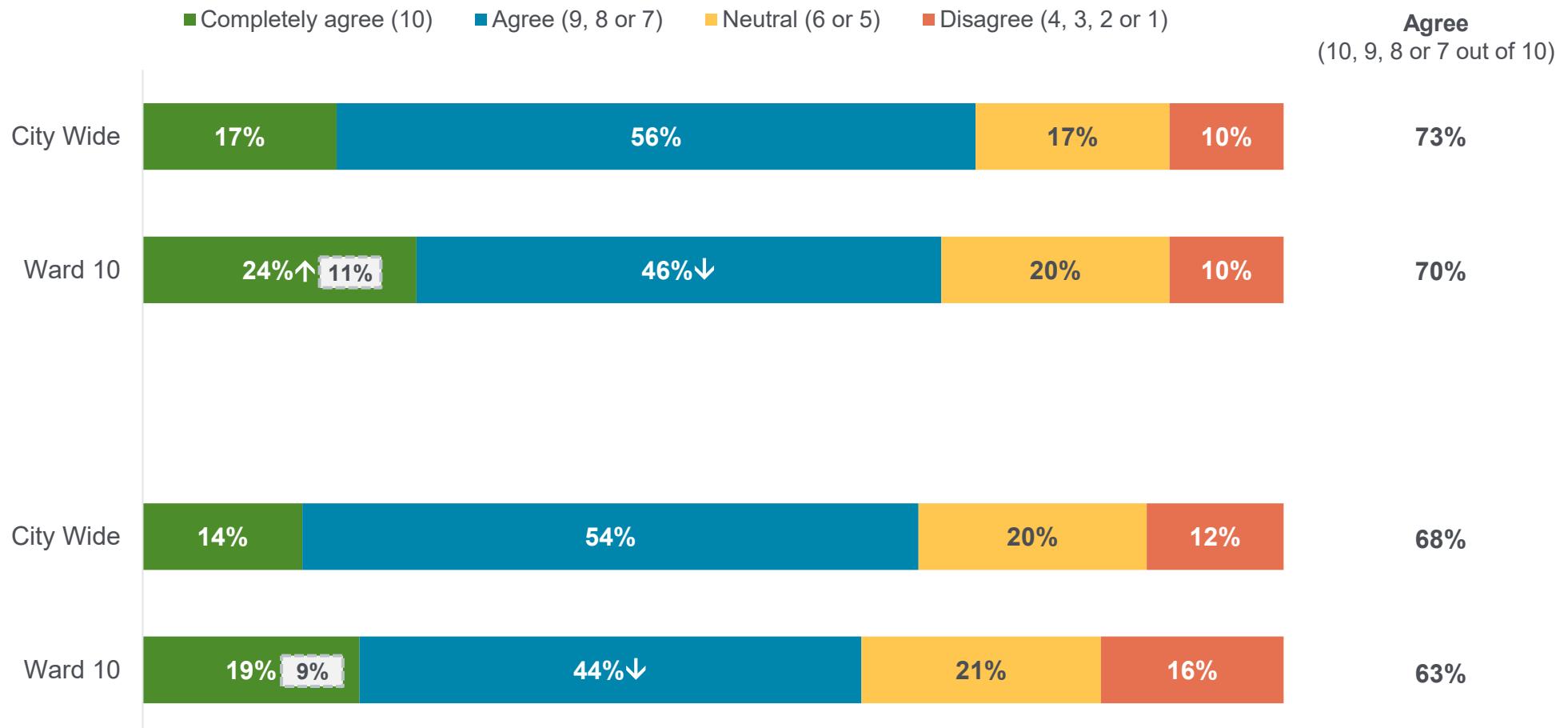
*Rounding

↑/↓ Statistically higher/lower than City Wide



Make a life and make a living

Calgary is a great place to make a life

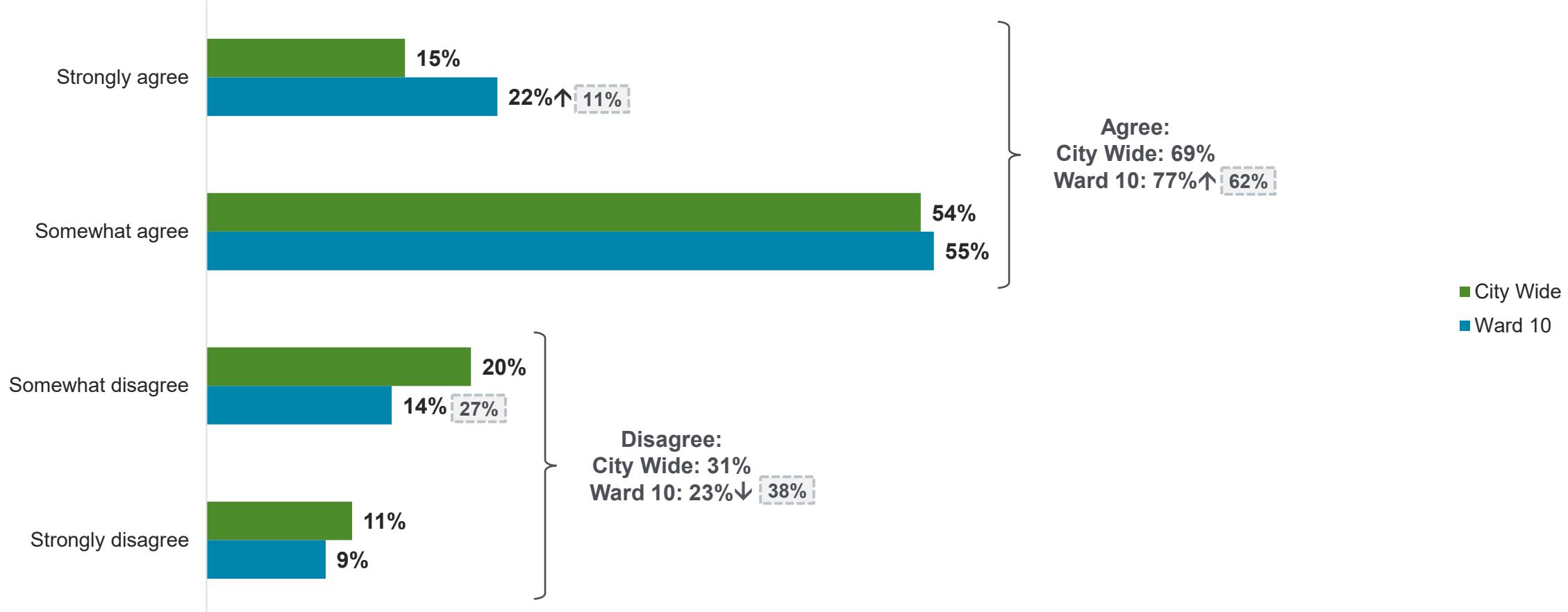


Q. I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where 1 is completely disagree and 10 is completely agree.
Base: Valid respondents (bases vary)

Ward 10 2024
↑/↓ 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.

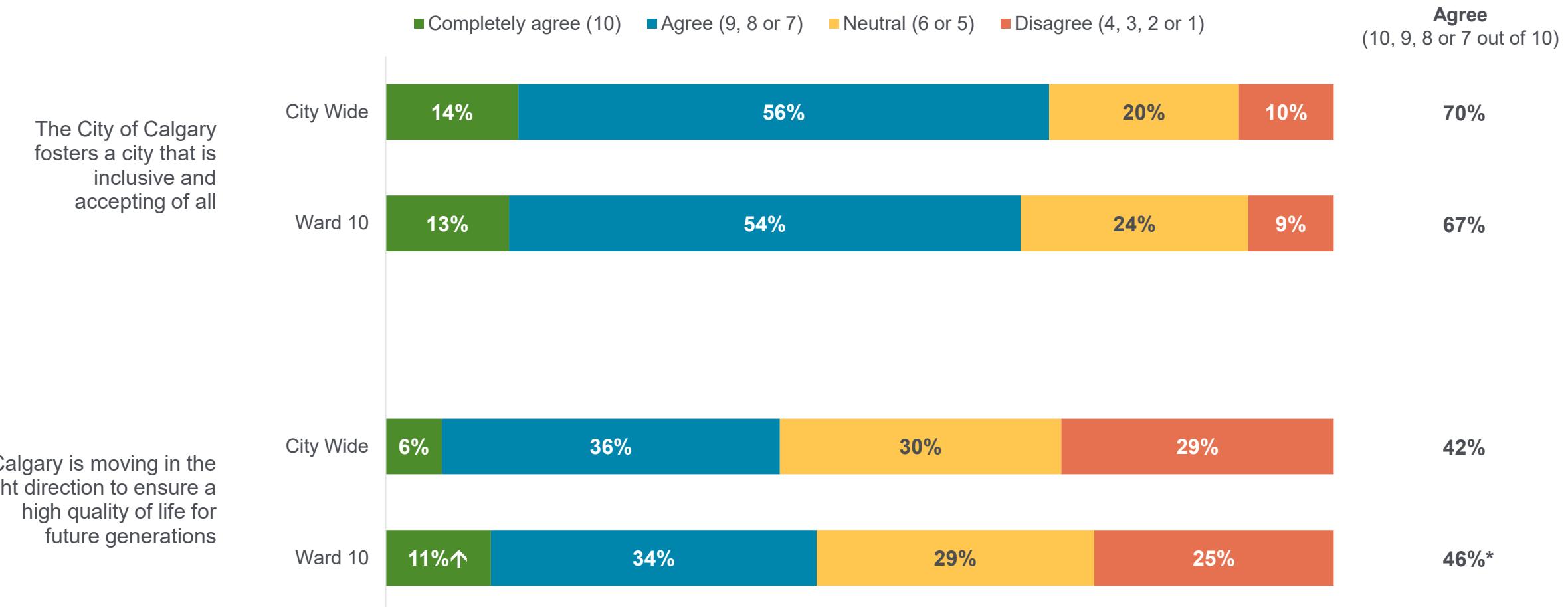
Base: Valid respondents: City Wide (n=2,484) / Ward 10 (n=191)

Ward 10 2024

↑/↓ Statistically higher/lower than City Wide



Inclusivity and future direction



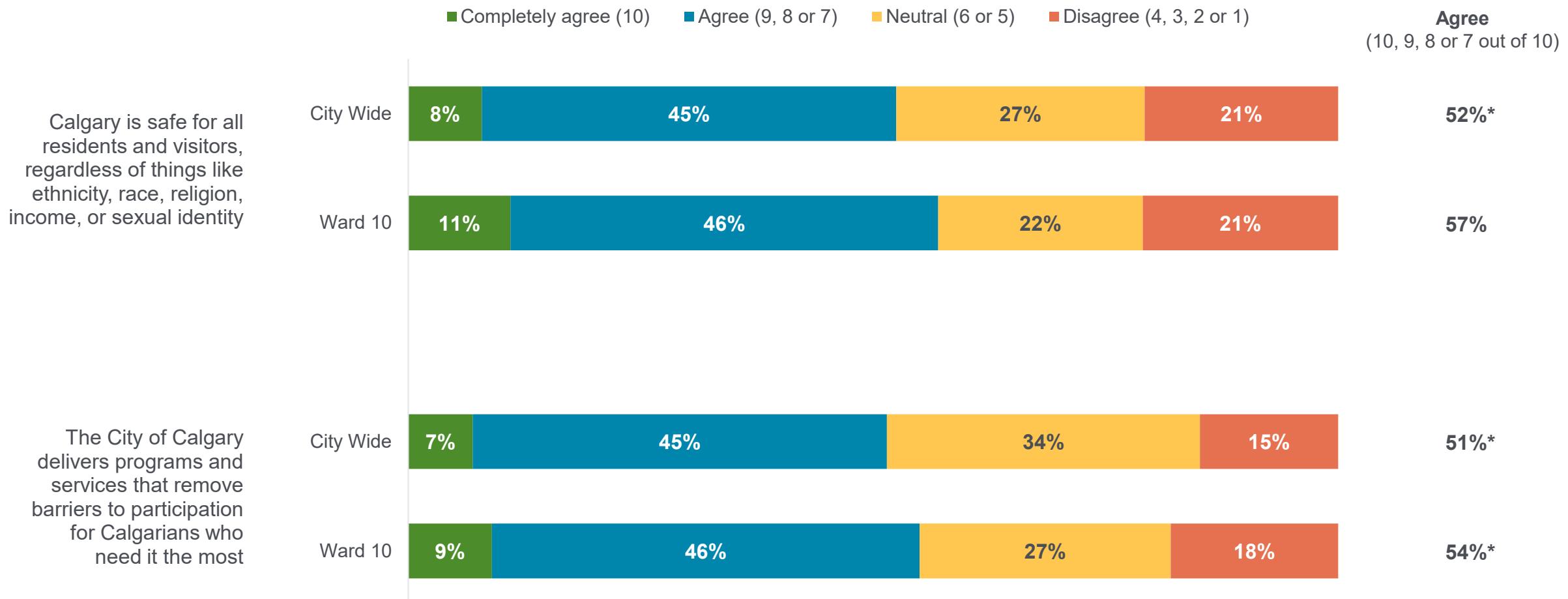
Q. I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where 1 is completely disagree and 10 is completely agree.
Base: Valid respondents (bases vary)

*Rounding

↑/↓ Statistically higher/lower than City Wide



Inclusivity

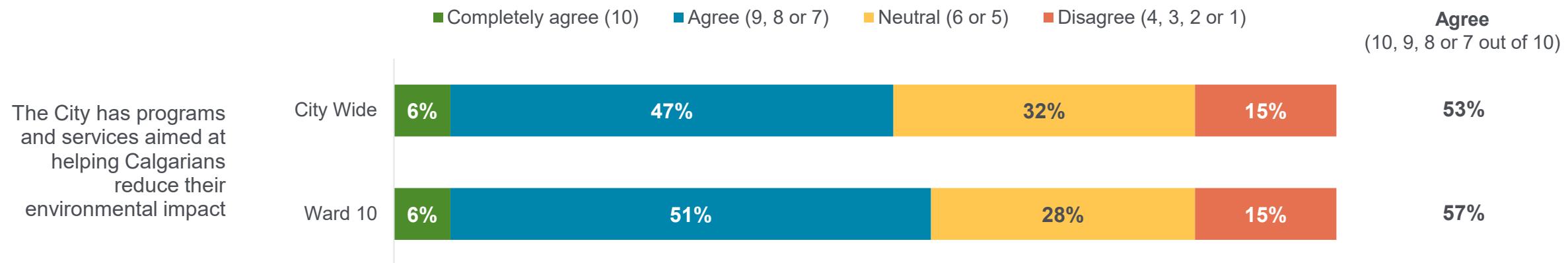


Q. Using the same agree or disagree scale, I have a few more statements that some people have said about life in Calgary.
 Base: Valid respondents (bases vary)

*Rounding



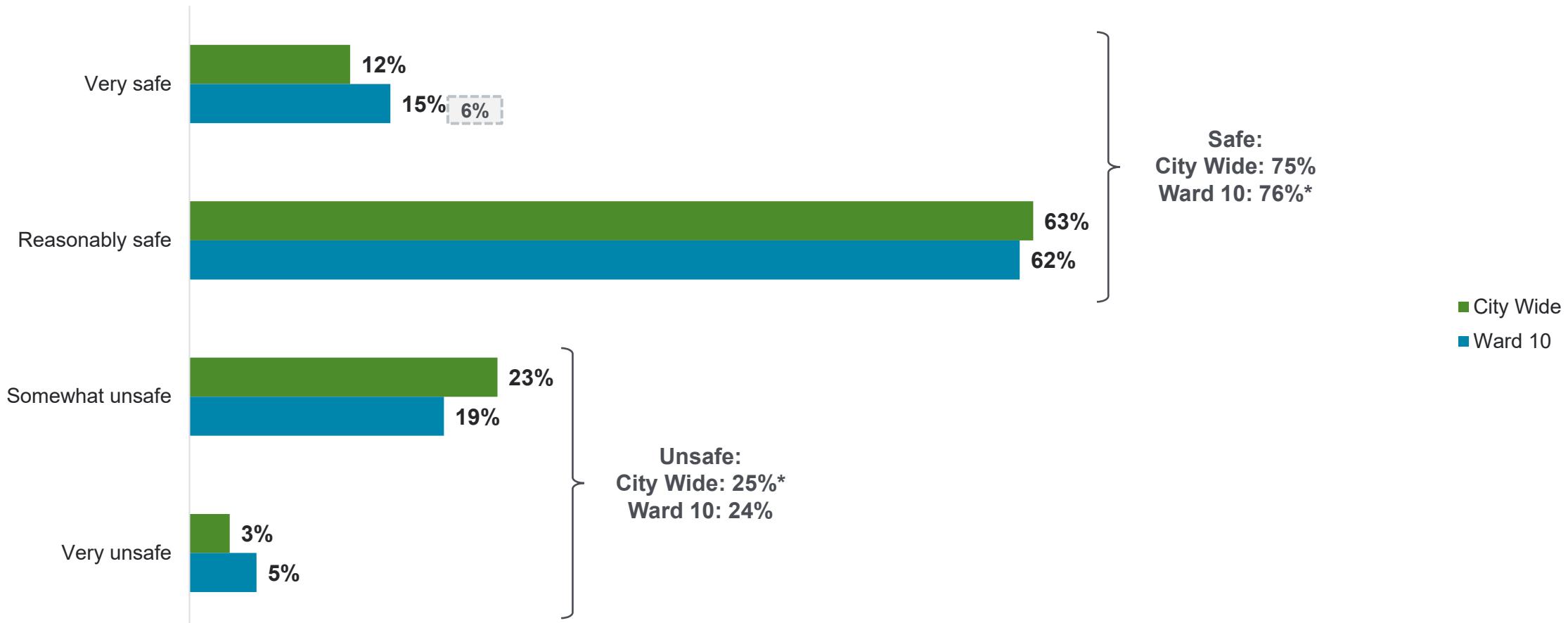
City programs to reduce environmental impact



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 City Wide (n=2,425) / Ward 10 (n=187)



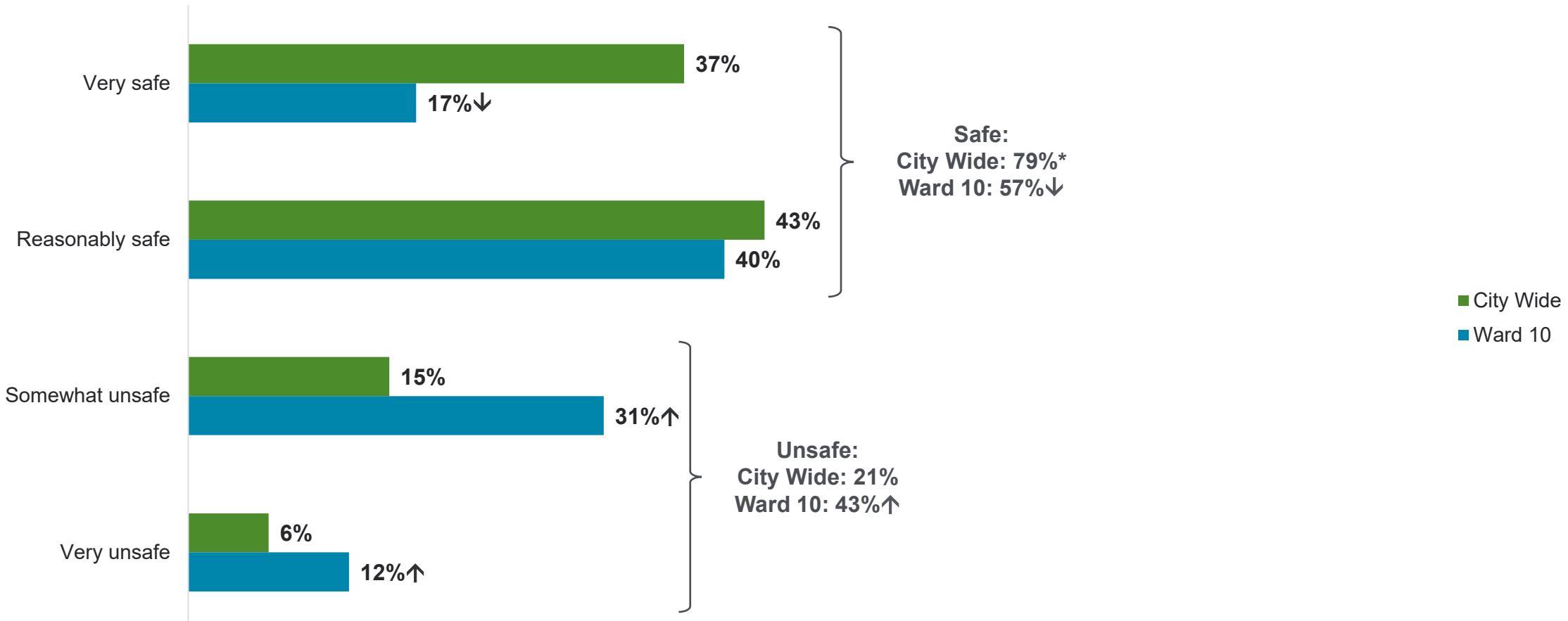
Overall perceived safety of the city of Calgary



Q. How safe or unsafe do you think Calgary is overall?
Base: Valid respondents: City Wide (n=2,492) / Ward 10 (n=193)



Perceived safety in own neighbourhood



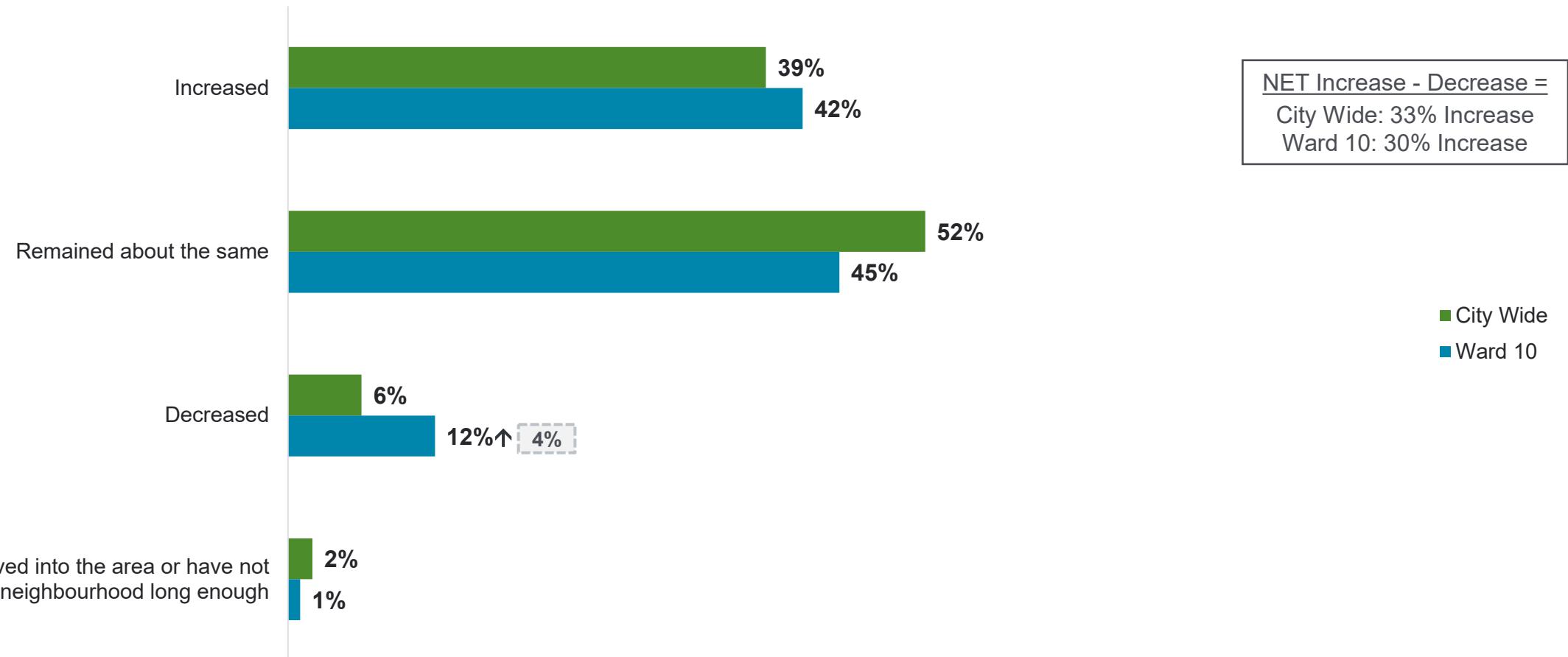
Q. How safe do you feel or would you feel walking alone in your neighbourhood after dark?
Base: Valid respondents: City Wide (n=2,490) / Ward 10 (n=192)

*Rounding

↑/↓ Statistically higher/lower
than City Wide



Perceived change in neighbourhood crime



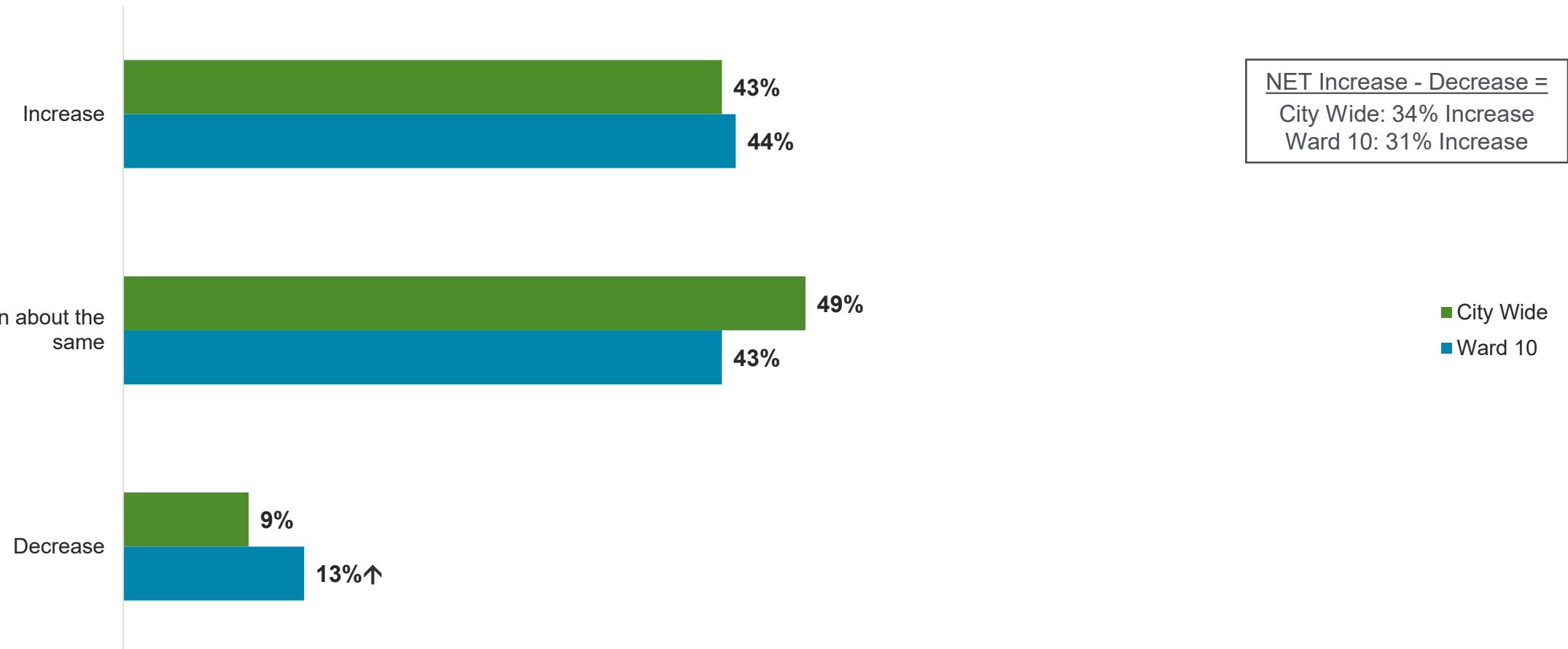
Q. During the last three years, do you think that crime in your neighbourhood has increased, decreased or remained about the same?
 Base: Valid respondents: City Wide (n=2,471) / Ward 10 (n=192)

Ward 10 2024

↑/↓ Statistically higher/lower than City Wide



Change in neighbourhood crime next three 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=2,461) / Ward 10 (n=191)

↑/↓ Statistically higher/lower than City Wide



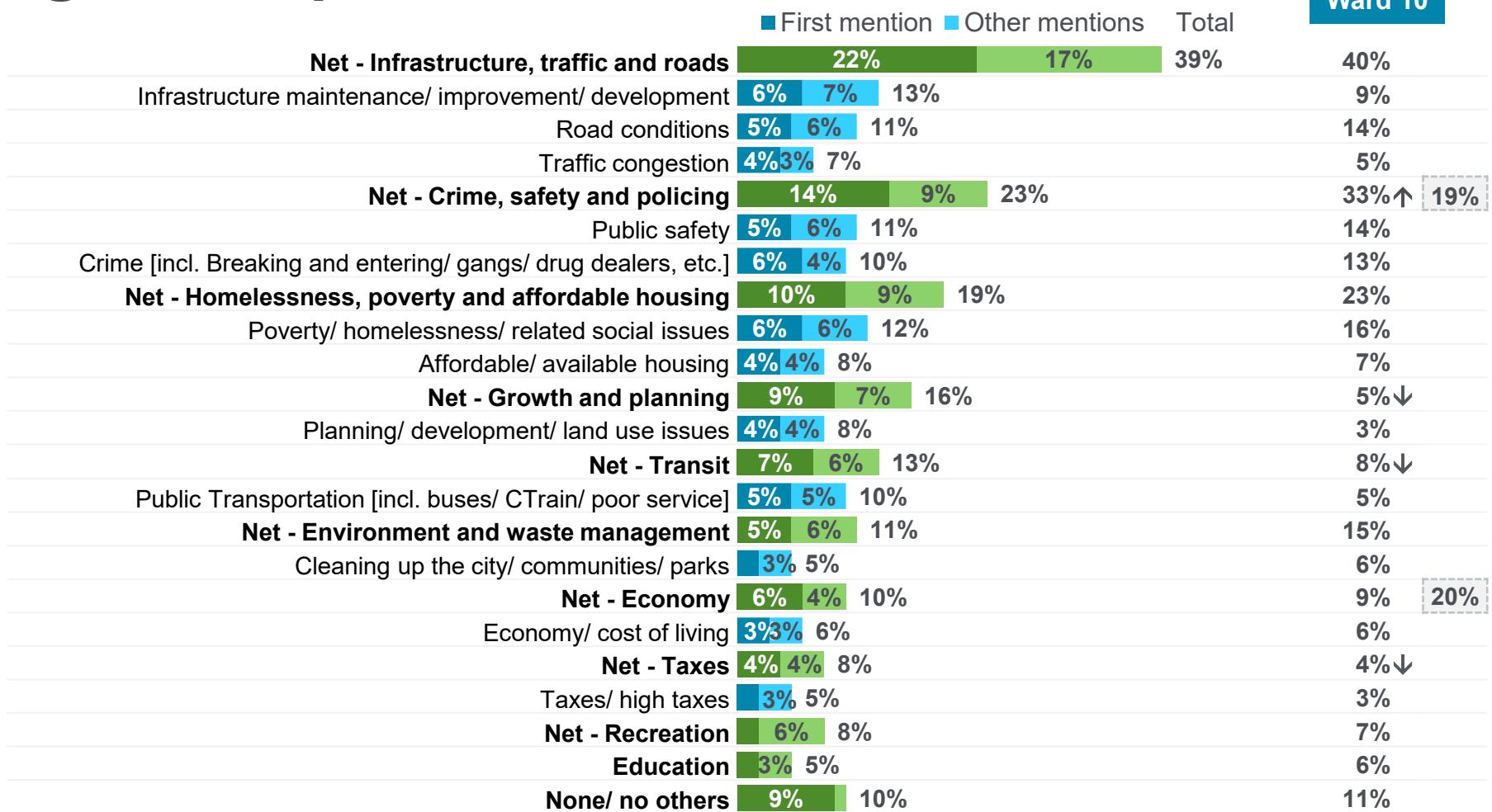
Calgarians' priorities



| |
|---|
| 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. |

Calgarians' priorities

Ward 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 (n=2,496) / Ward 10 (n=191)

Ward 10 2024

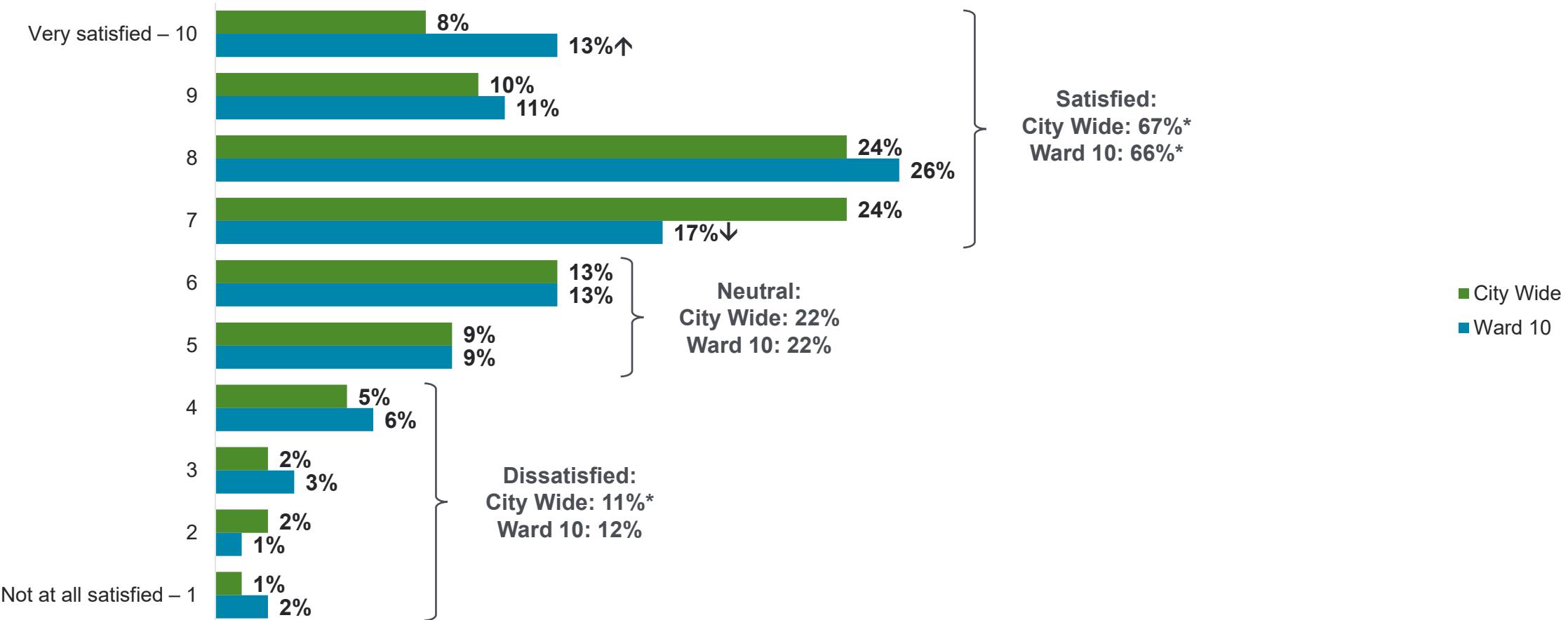
↑/↓ Statistically higher/lower than City Wide



City services and programs



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=2,490) / Ward 10 (n=192)

*Rounding

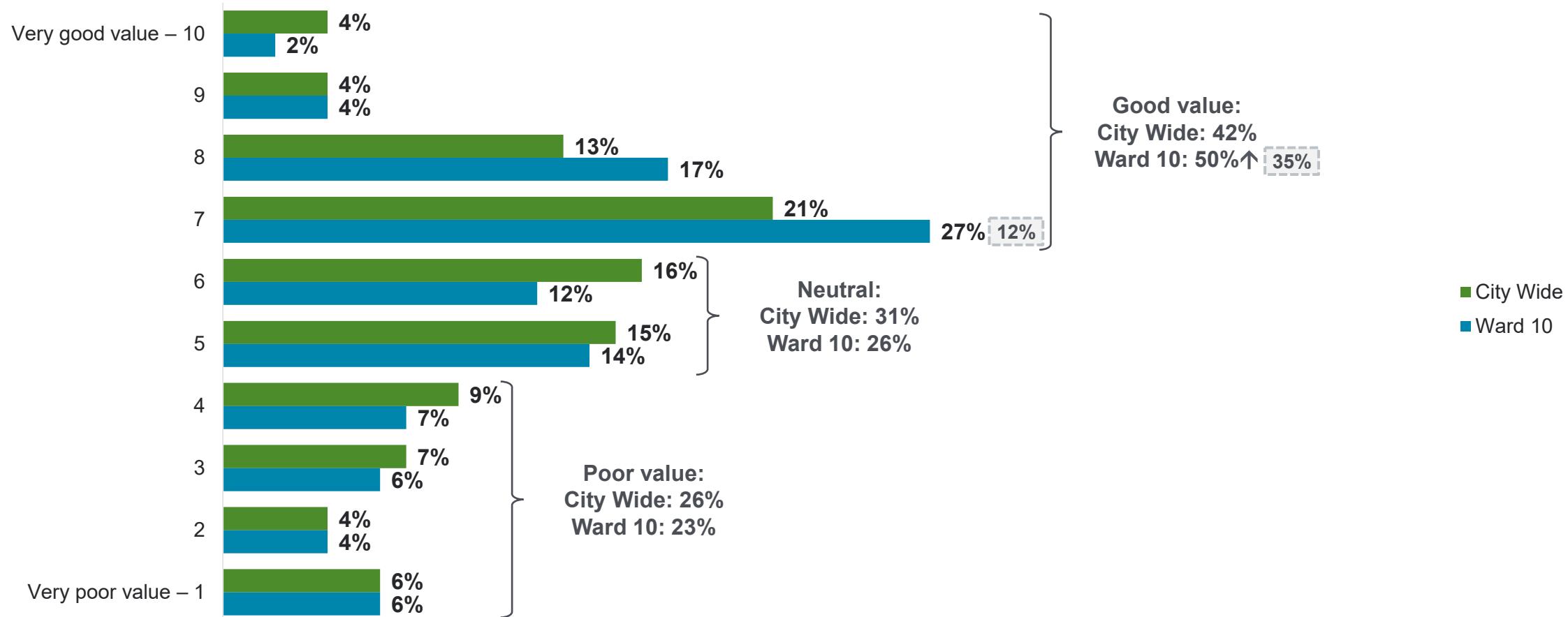
↑/↓ Statistically higher/lower than City Wide



Taxation



Perceived value of property taxes

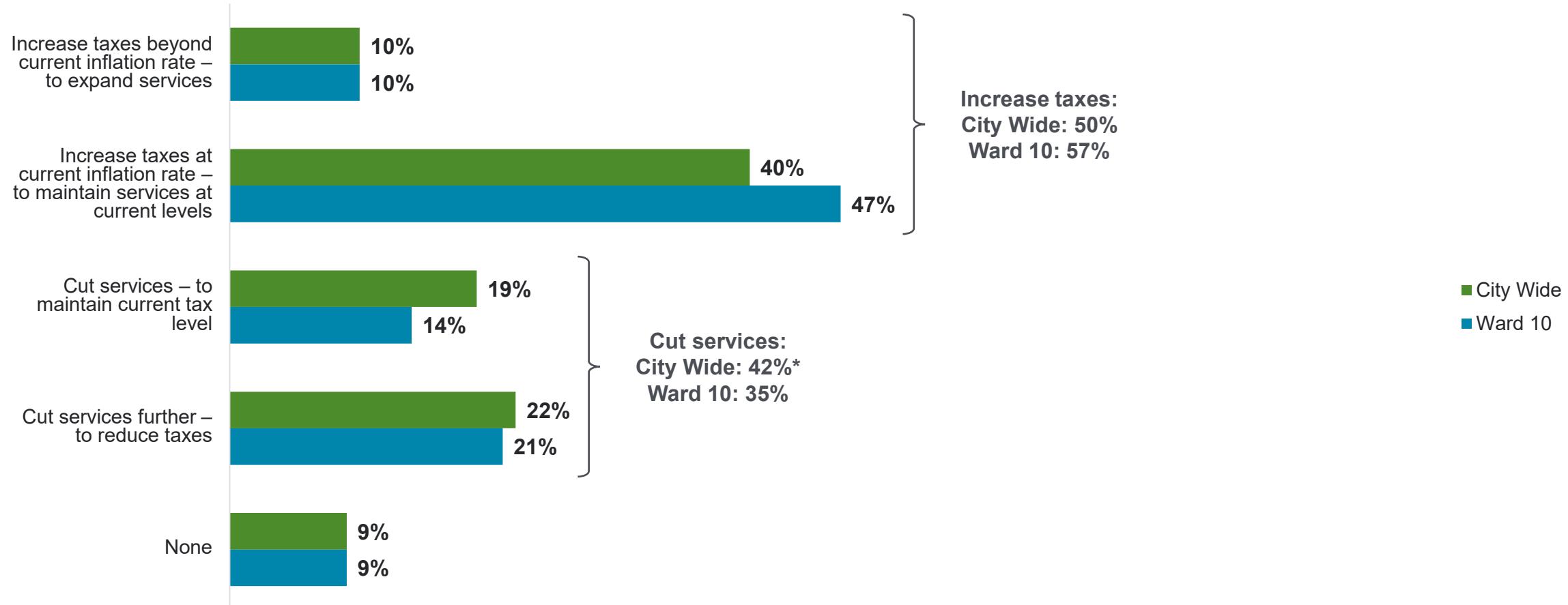


Q. Property tax dollars are divided between The City and the Province. Approximately two-thirds of residential property tax payment goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars 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=2,458) / Ward 10 (n=190)

Ward 10 2024
 ↑/↓ 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=2,452) / Ward 10 (n=185)

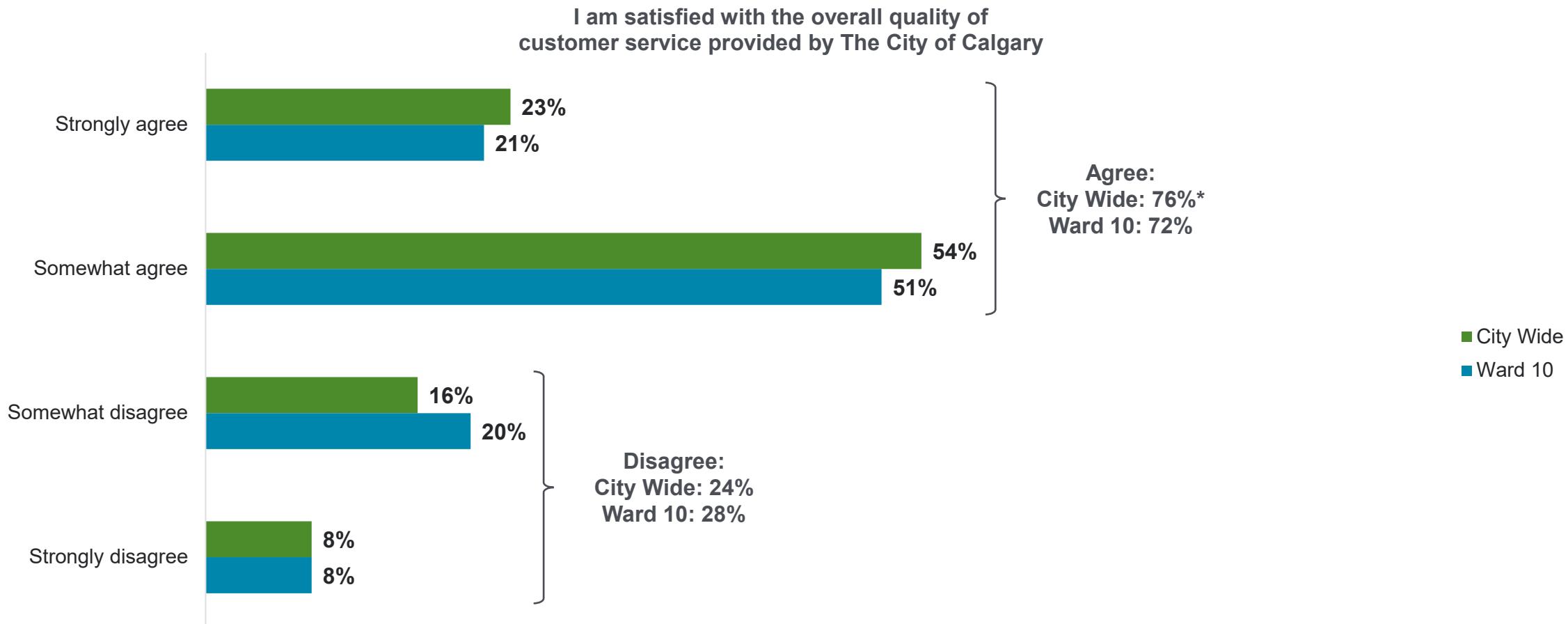
*Rounding



Customer service, engagement and communication



Satisfaction with the overall level and quality of customer service



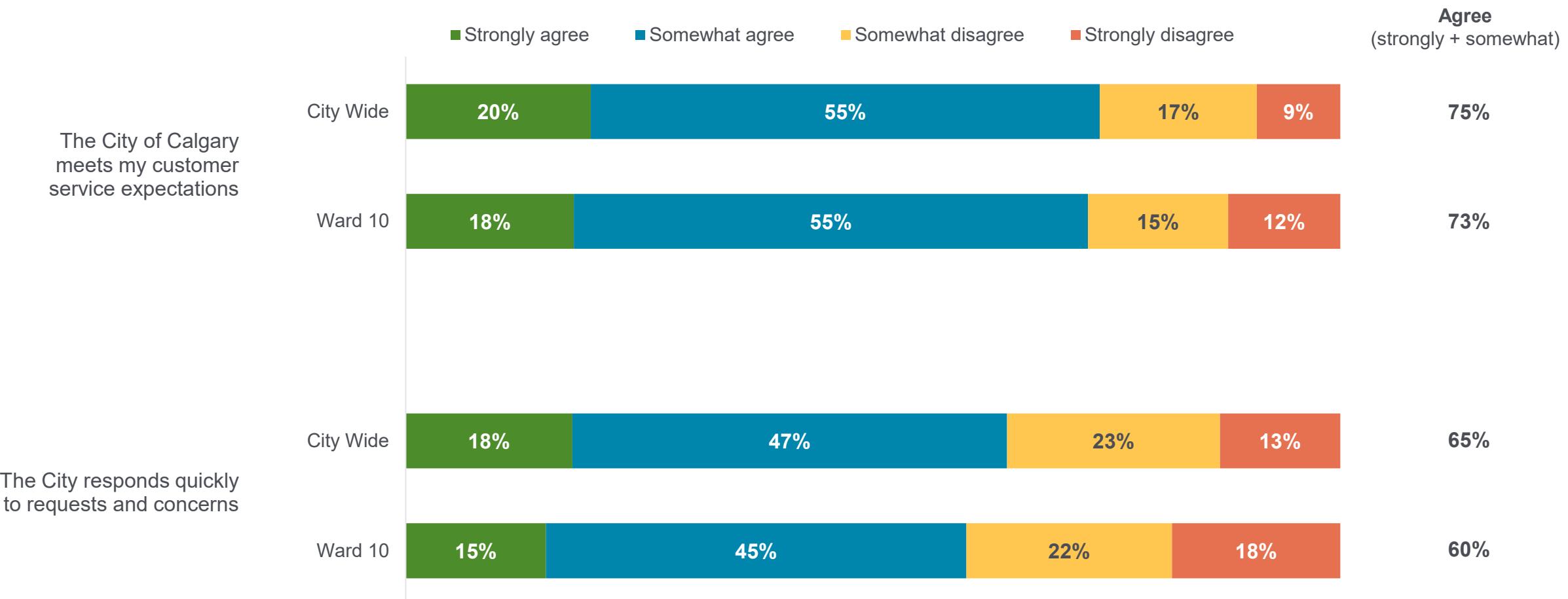
Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements:

Base: Valid respondents: City Wide (n=2,478) / Ward 10 (n=192)

*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)



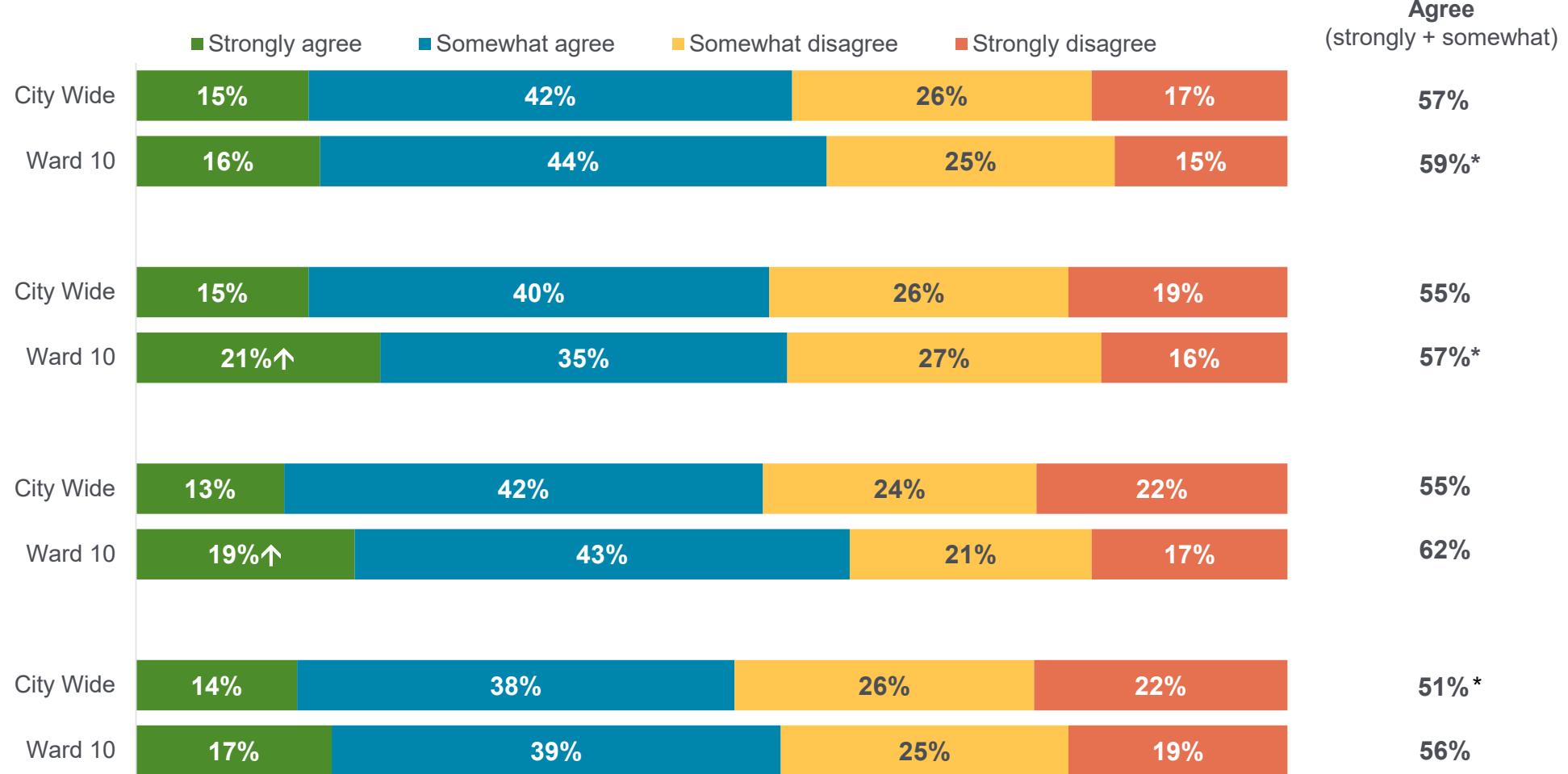
Perceptions of input

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:

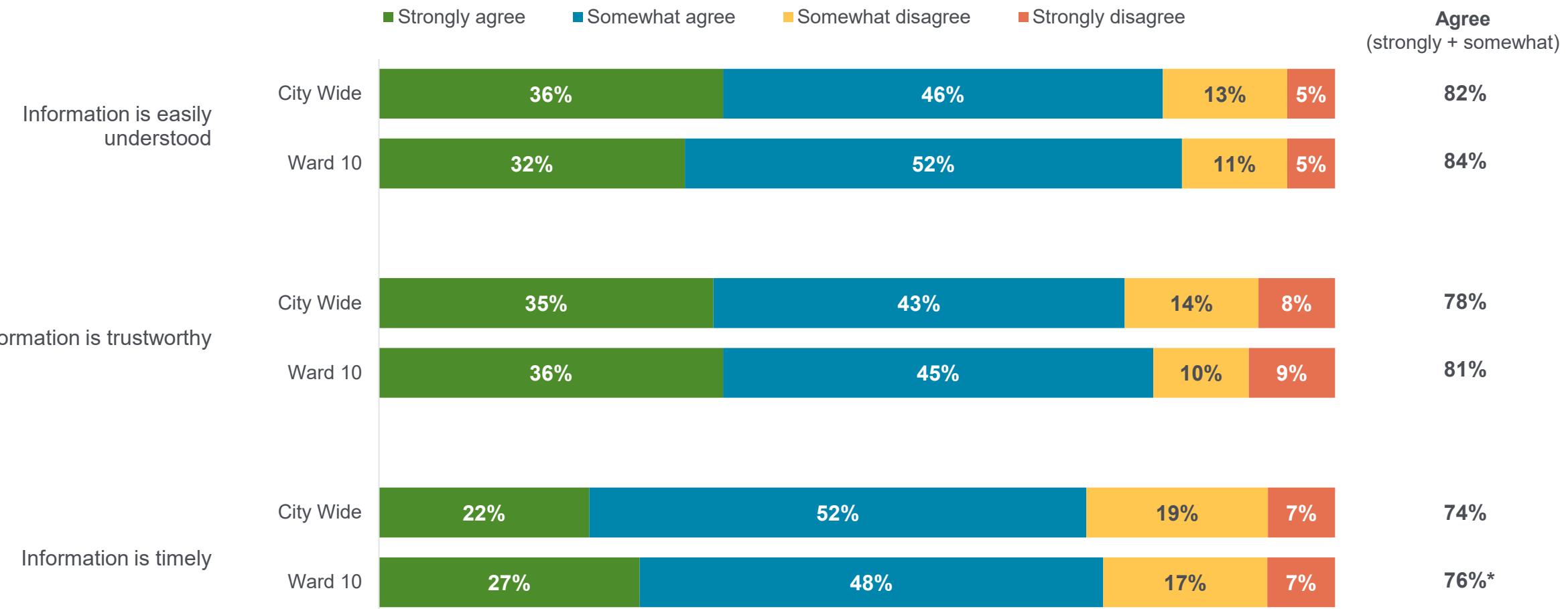
Q. Please tell me if you agree or disagree with each of the following statements:

Base: Valid respondents (bases vary)

*Rounding

↑/↓ Statistically higher/lower than City Wide

Information received from The City



Q. To what extent do you agree or disagree with each of the following statements
 Base: Valid respondents (bases vary)

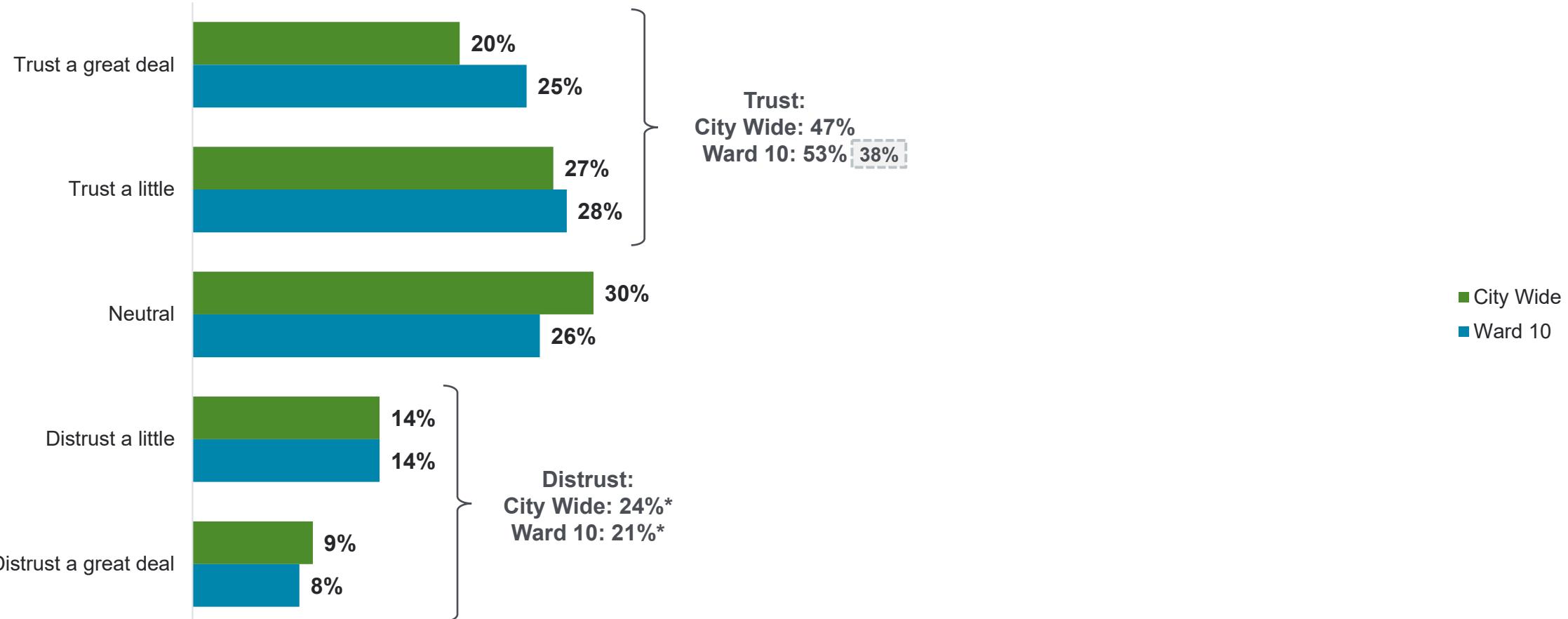
New questions added in 2025

*Rounding



City reputation and performance

Trust in The City of Calgary



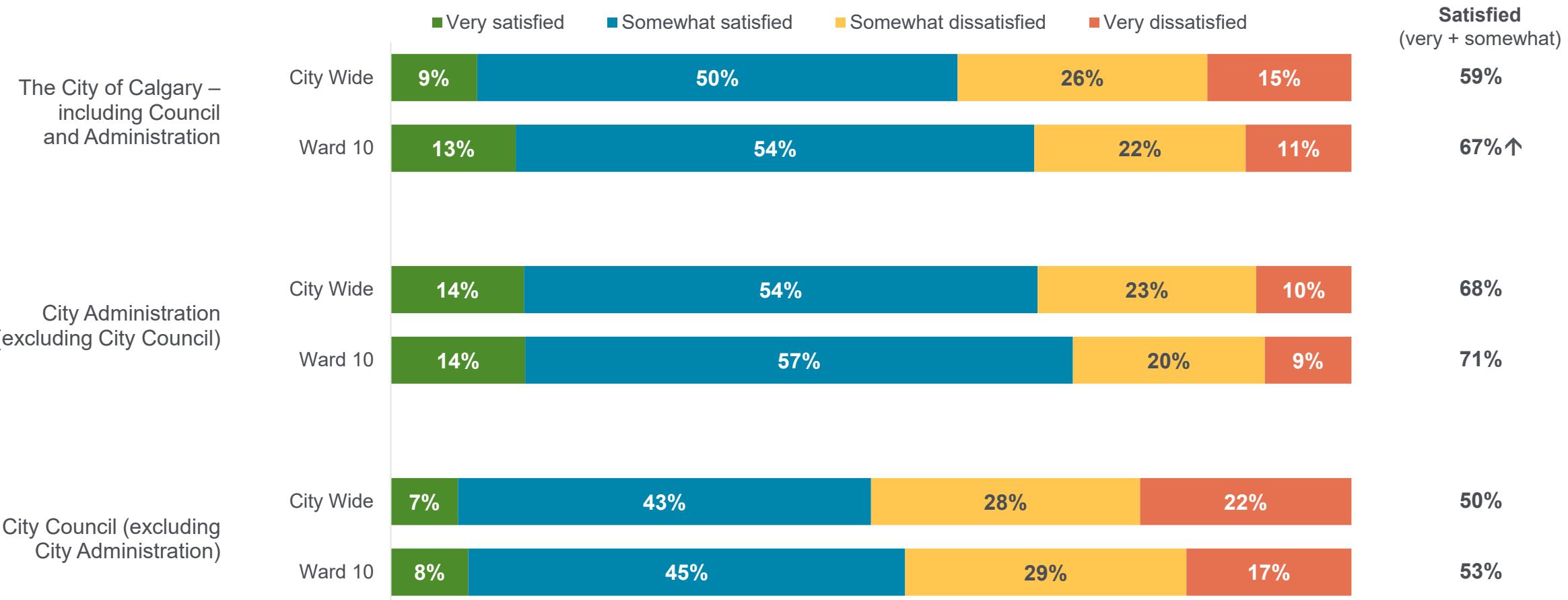
Q. Considering all the things you think are important, how much do you trust or distrust The City of Calgary?
Base: Valid respondents: City Wide (n=2,489) / Ward 10 (n=191)

Ward 10 2024
*Rounding



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.

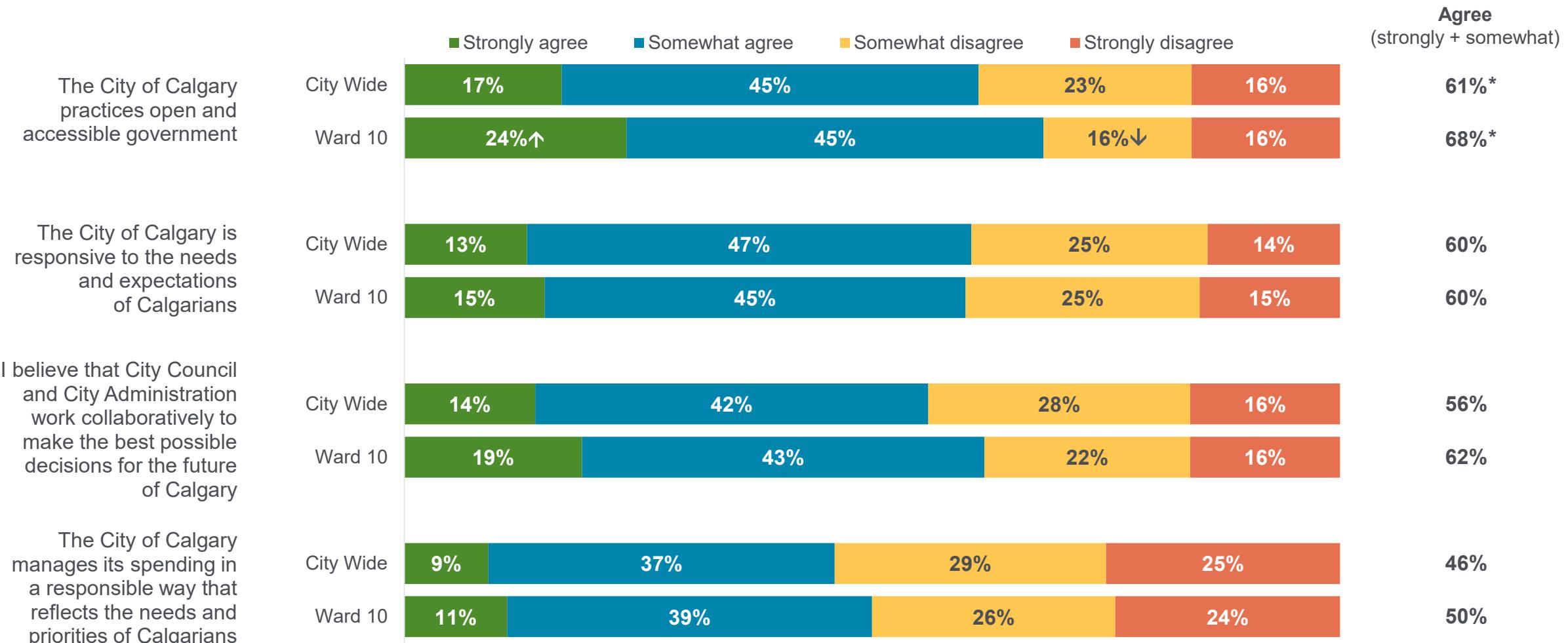


Q. Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our city?
 Base: Valid respondents (bases vary)

↑/↓ Statistically higher/lower than City Wide



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:

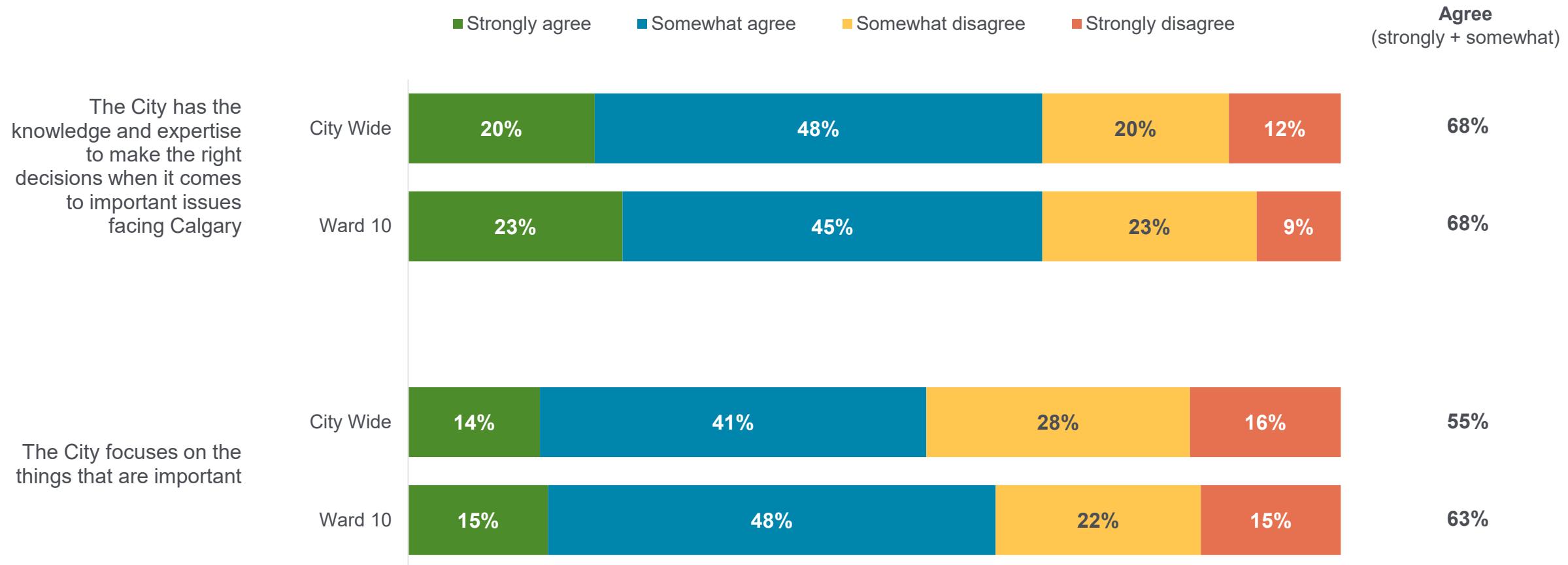
Base: Valid respondents (bases vary)

*Rounding

↑/↓ Statistically higher/lower than City Wide



Government competence



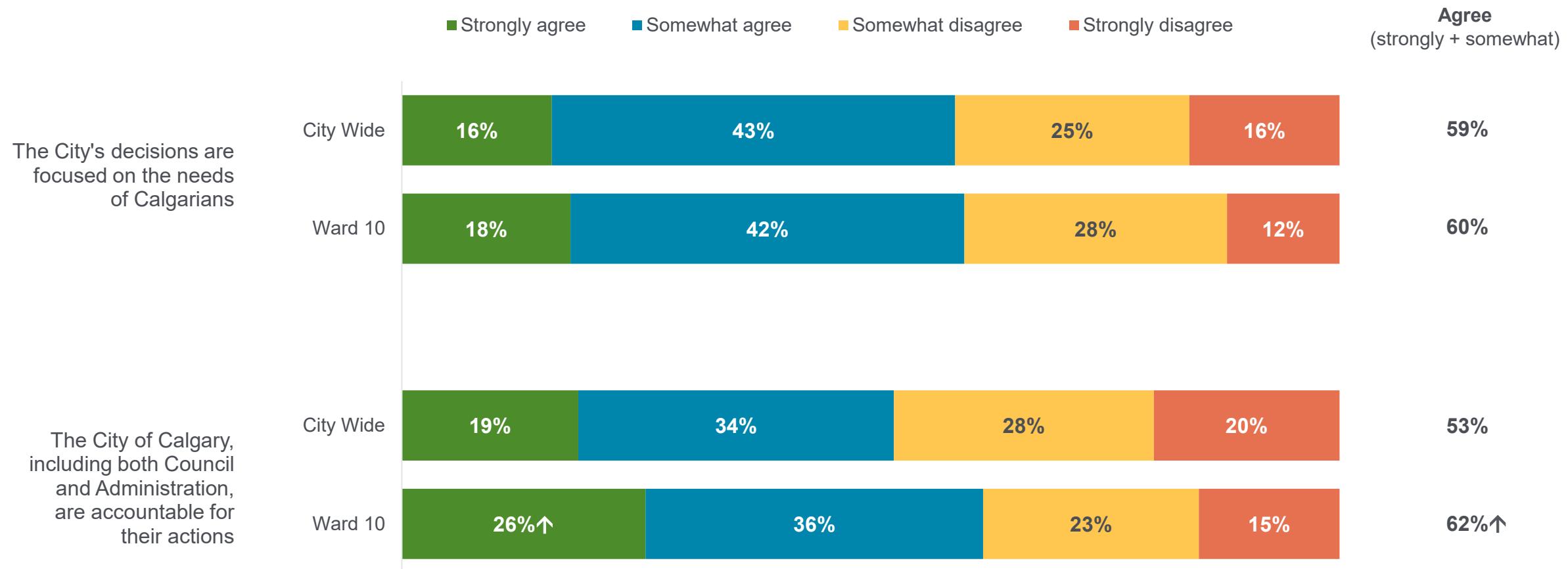
Q. I am going to read some statements, and I'd like you to tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each one.

Base: Valid respondents (bases vary)

New questions added in 2025



Government beneficence



Q. I am going to read some statements, and I'd like you to tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each one.

Base: Valid respondents (bases vary)

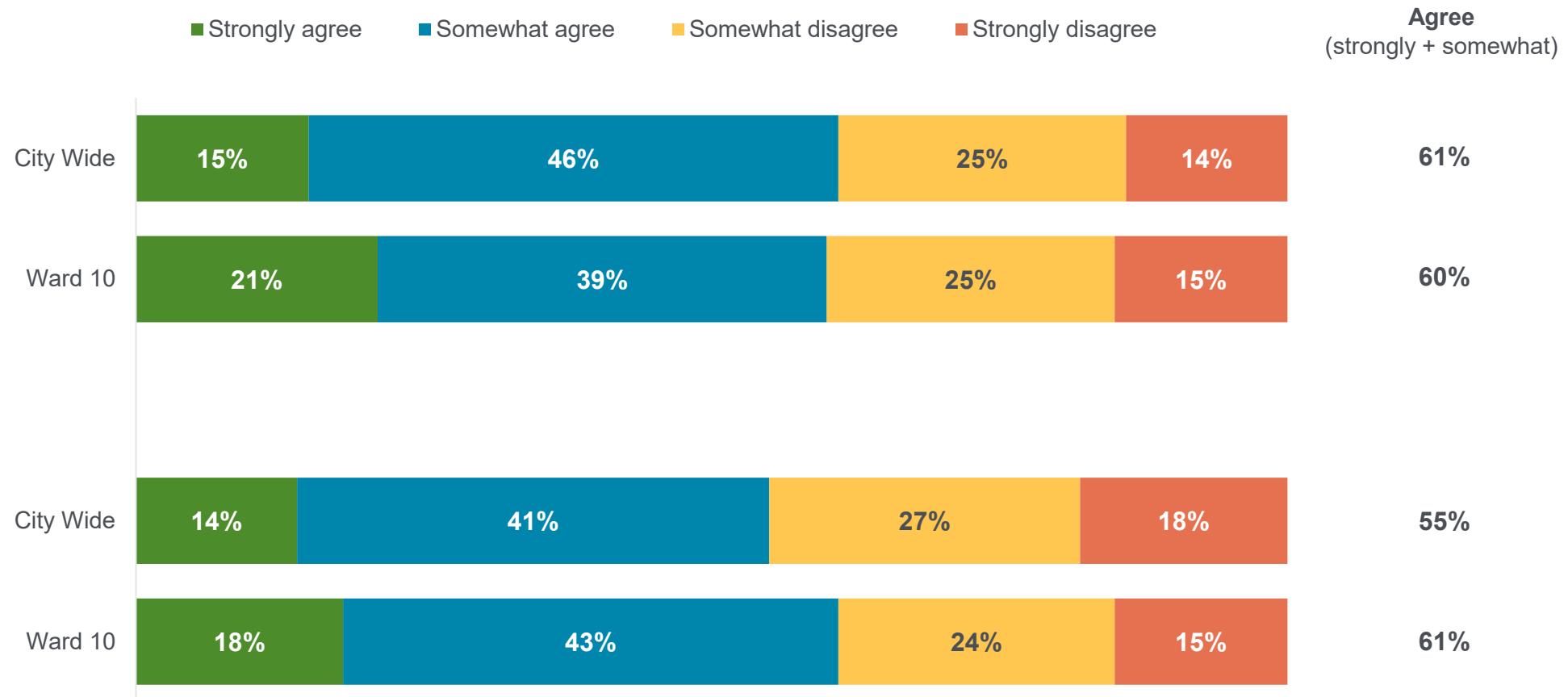
New questions added in 2025

↑/↓ Statistically higher/lower than City Wide



Government integrity

The City of Calgary can be relied on to do what it says it will do



Q. I am going to read some statements, and I'd like you to tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each one.

Base: Valid respondents (bases vary)

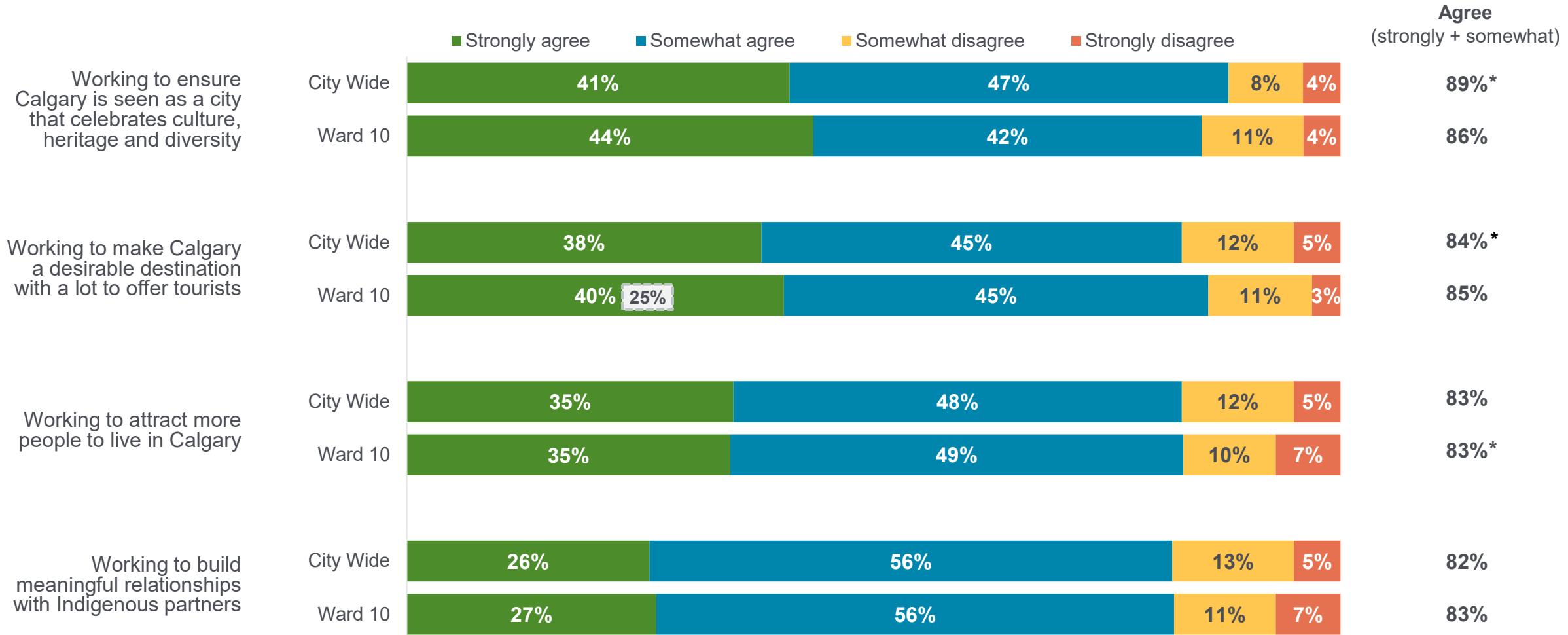
New questions added in 2025



Council focus areas



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



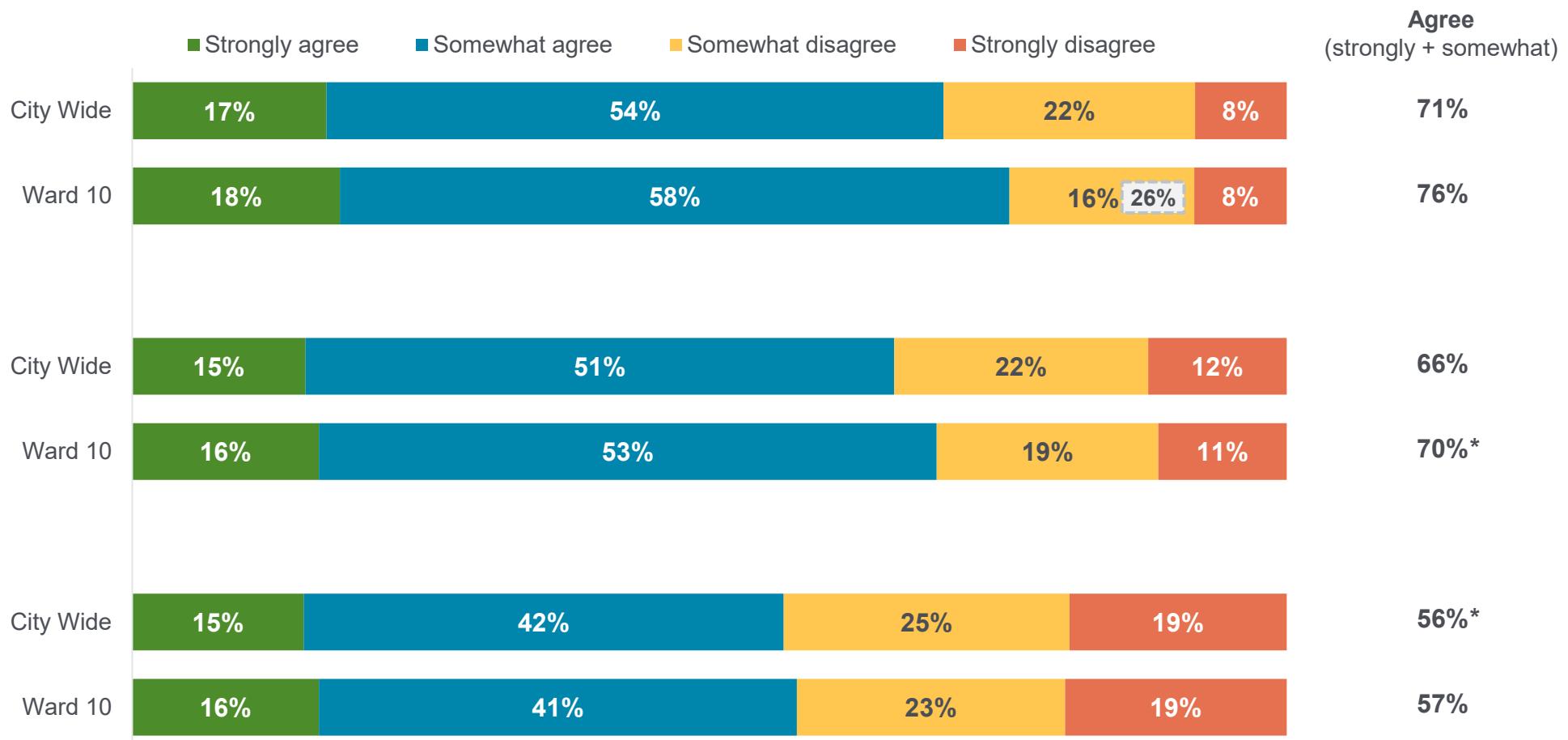
Q. Please tell me if you agree or disagree that The City of Calgary is doing a good job at each of the following:
Base: Valid respondents (bases vary)

Ward 10 2024
*Rounding



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

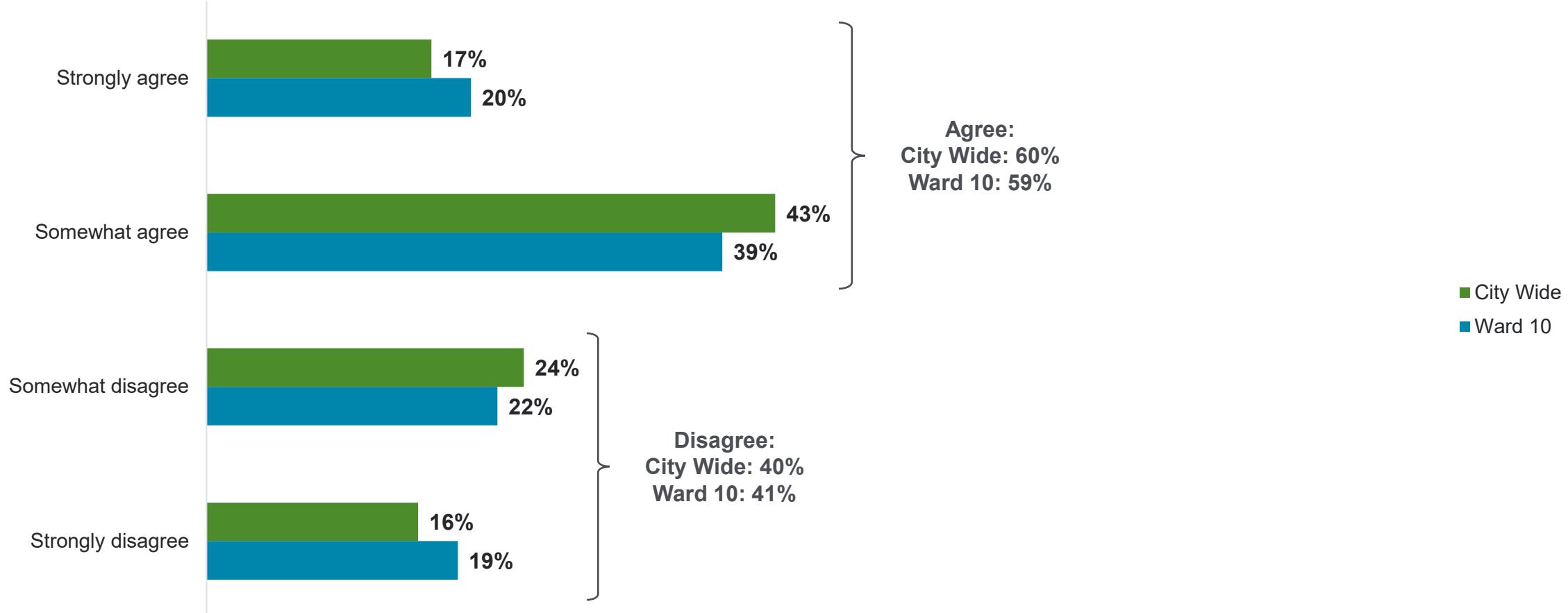
Working with local Indigenous communities when discussing downtown revitalization



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 2024
*Rounding

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?

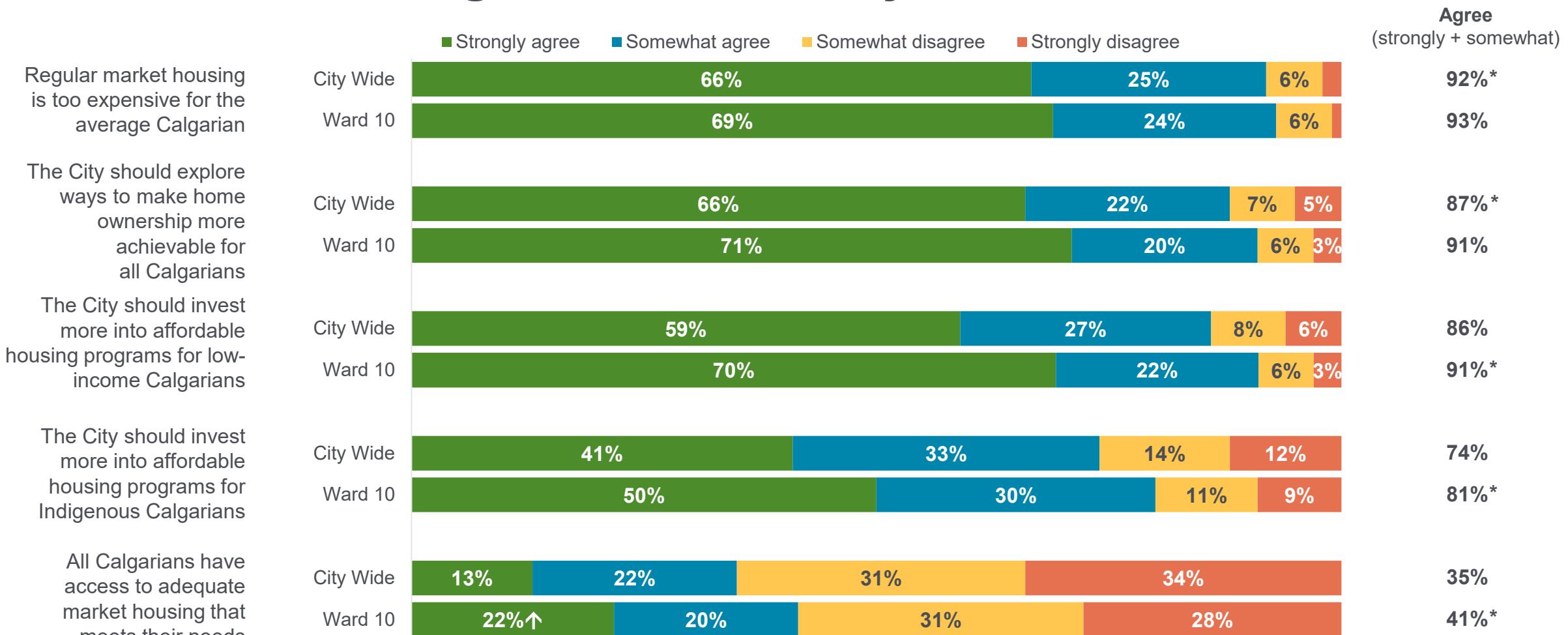
Base: Valid respondents: City Wide (n= 2,467) / Ward 10 (n=193)



Housing, transit 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)

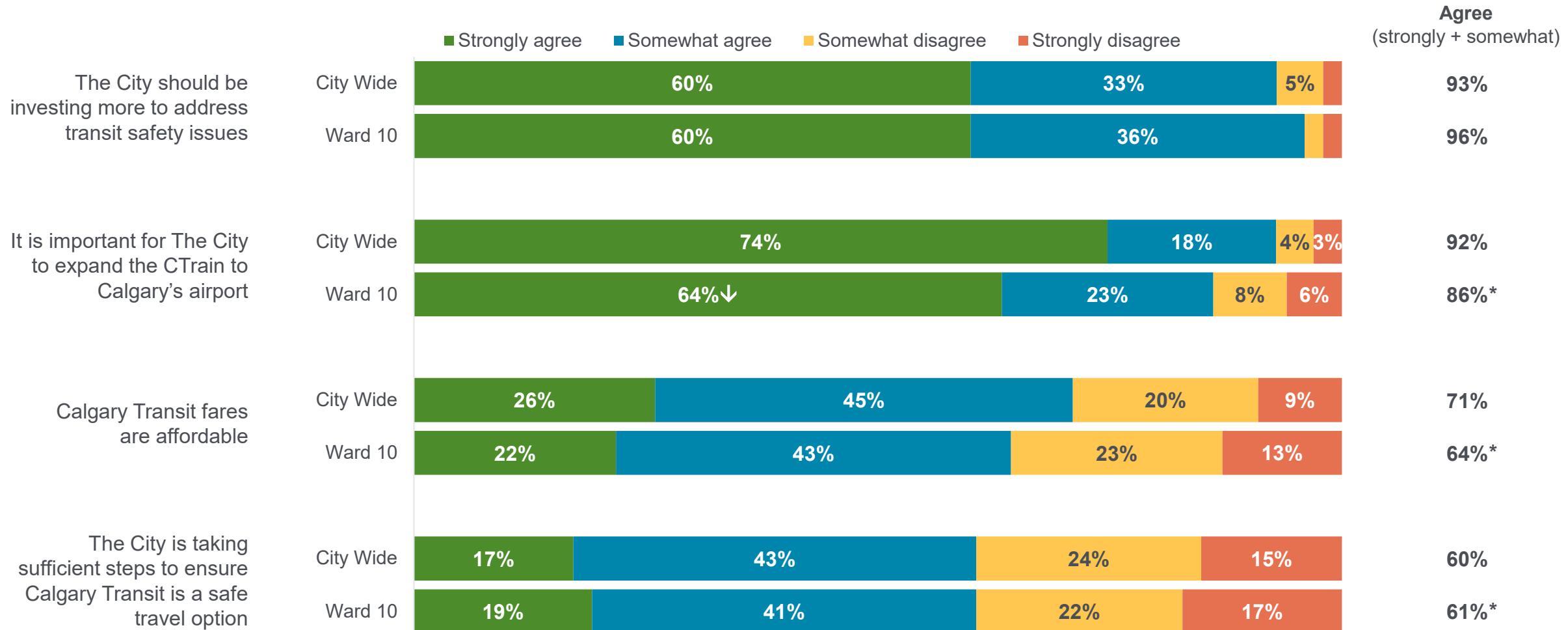
Data labels <3% are not shown

*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)

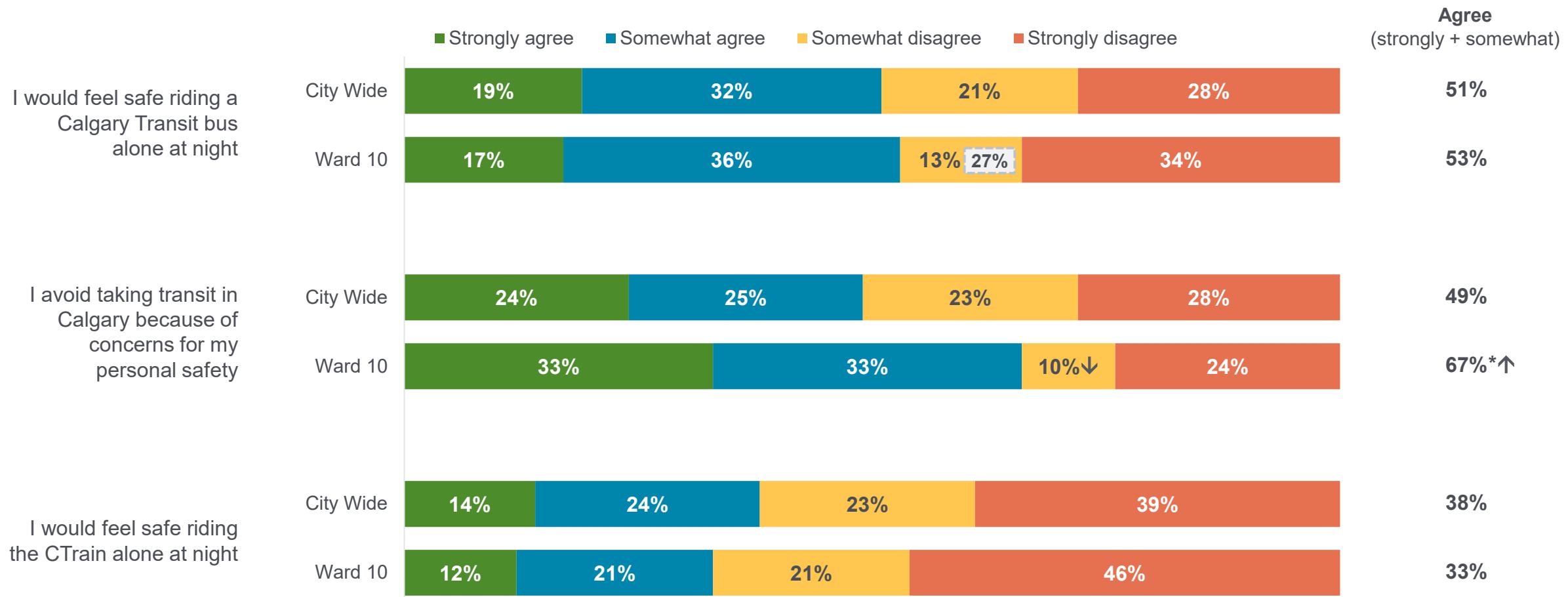
Data labels <3% are not shown

*Rounding

↑/↓ Statistically higher/lower than City Wide



Transit (continued)



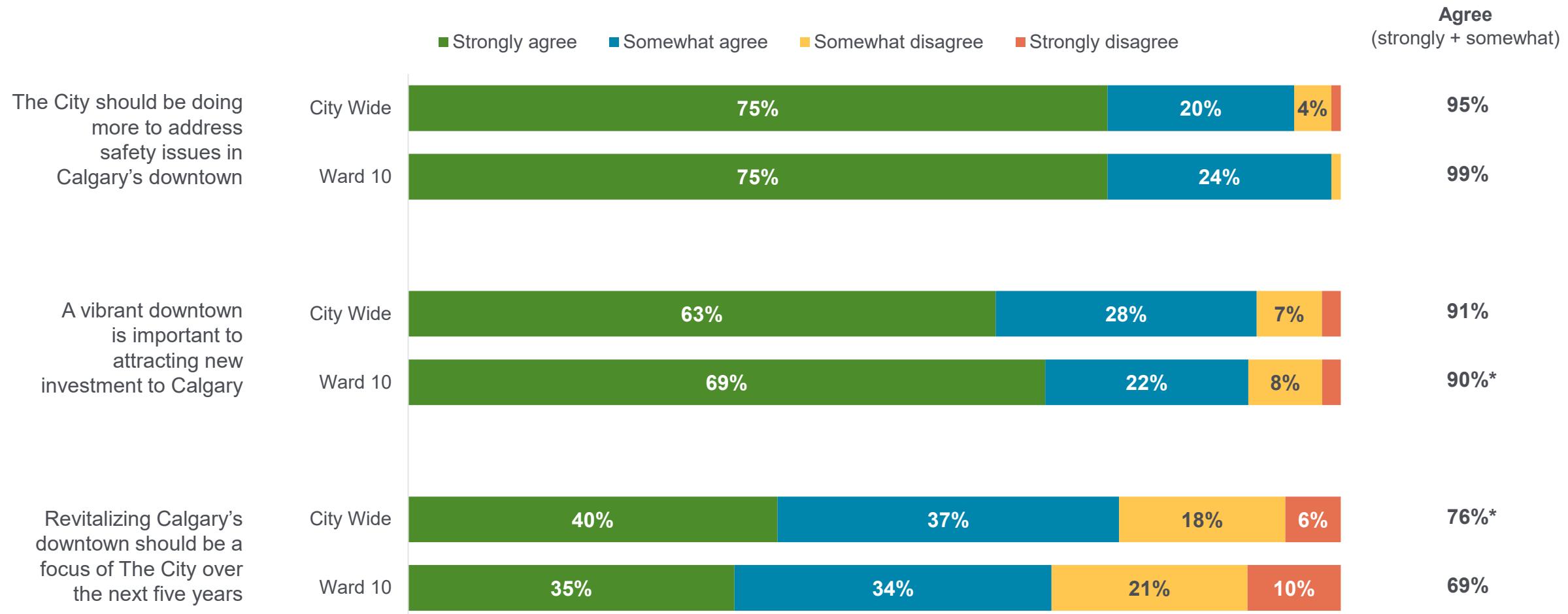
Q. Now we have some questions about transit in general. Please indicate the extent to which you agree or disagree with the following statements, using the same scale.

Base: Valid respondents (bases vary)

Ward 10 2024
*Rounding
↑/↓ Statistically higher/lower
than City Wide



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.

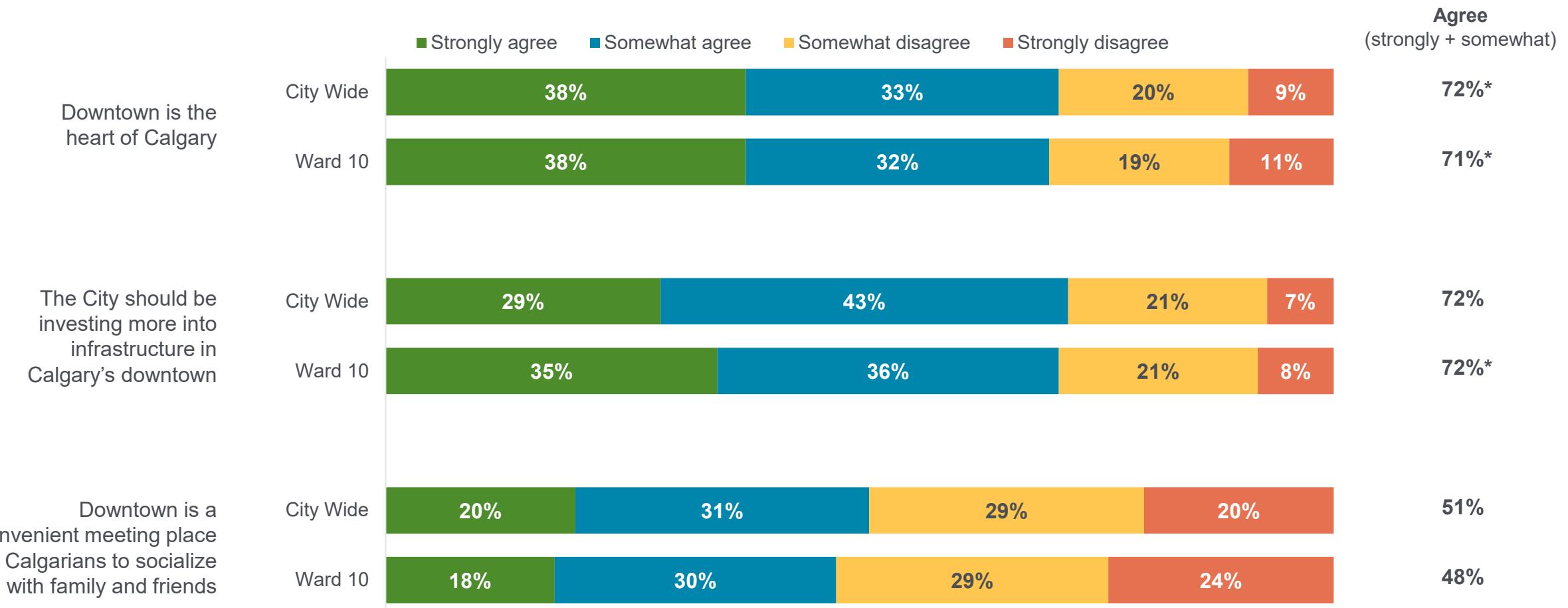
Base: Valid respondents (bases vary)

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/Female | 51% | 55% |
| Man/Male | 48% | 41% |
| Non-binary person | 1% | 3% |
| Transgender | <1% | 0% |
| Prefer to self-describe | 0% | 0% |
| Refused/prefer not to say | <1% | 1% |

| Age | | |
|-------------|-----------|---------|
| | City Wide | Ward 10 |
| 18 to 24 | 11% | 12% |
| 25 to 34 | 18% | 19% |
| 35 to 44 | 18% | 15% |
| 45 to 54 | 20% | 17% |
| 55 to 64 | 10% | 8% |
| 65 or older | 23% | 28% |
| MEAN | 47.7 | 48.4 |

| Education | | |
|---|-----------|---------|
| | City Wide | Ward 10 |
| Less than high school | 2% | 2% |
| High school or equivalent | 18% | 29% |
| Apprenticeship or trades diploma/certificate | 7% | 8% |
| College or non-university diploma/certificate | 19% | 24% |
| University degree/diploma/certificate | 54% | 37% |

| Income | | |
|-----------------------------------|-----------|---------|
| | City Wide | Ward 10 |
| Less than \$60,000 | 21% | 36% |
| \$60,000 to just under \$120,000 | 33% | 40% |
| \$120,000 to just under \$200,000 | 28% | 21% |
| \$200,000 and over | 19% | 3% |

| Employment status^ | | |
|--|-----------|---------|
| | City Wide | Ward 10 |
| Full time employed or self employed | 53% | 43% |
| Part time employed or self-employed | 12% | 8% |
| Retired | 22% | 27% |
| Looking after home and/or family | 3% | 4% |
| Unable to work because of sickness or disability | 3% | 7% |
| Unemployed | 5% | 8% |
| Doing unpaid or voluntary work | 1% | 1% |
| Student | 5% | 4% |
| Other | <1% | 0% |

Base: Valid respondents (bases vary)



Respondent profile (continued)

| Own or rent | | |
|-------------|-----------|---------|
| | City Wide | Ward 10 |
| Own | 71% | 69% |
| Rent | 25% | 28% |
| Other | 4% | 3% |

| Responsible for property taxes or rent | | |
|--|-----------|---------|
| | City Wide | Ward 10 |
| Yes | 86% | 84% |
| No | 14% | 16% |

| Disability in household^ | | |
|-------------------------------|-----------|---------|
| | City Wide | Ward 10 |
| Yes – myself | 13% | 17% |
| Yes – someone in my household | 13% | 18% |
| No | 78% | 70% |

| Household size | | |
|----------------|-----------|---------|
| | City Wide | Ward 10 |
| 1 | 16% | 13% |
| 2 | 31% | 35% |
| 3 | 19% | 21% |
| 4 | 20% | 10% |
| 5 or more | 14% | 22% |
| MEAN | 3.1 | 3.3 |

| Children or seniors in household | | |
|----------------------------------|-----------|---------|
| | City Wide | Ward 10 |
| Yes – children | 31% | 26% |
| Yes – seniors | 34% | 46% |

| Tenure in Calgary | | |
|--------------------------|-----------|---------|
| | City Wide | Ward 10 |
| Less than 5 years | 8% | 4% |
| 5 to less than 10 years | 6% | 5% |
| 10 to less than 15 years | 10% | 4% |
| 15 to less than 20 years | 10% | 10% |
| 20 to less than 30 years | 23% | 26% |
| 30 to less than 40 years | 14% | 16% |
| 40 or more | 27% | 33% |
| MEAN | 28.6 | 32.1 |

| Business owner/operator | | |
|----------------------------|-----------|---------|
| Base: In workforce | | |
| | City Wide | Ward 10 |
| Own and operate a business | 18% | 13% |
| Own a business | 2% | 0% |
| Operate a business | 2% | 0% |
| No | 79% | 87% |

Base: Valid respondents (bases vary)

[^] Multiple responses allowed



Respondent profile (continued)

| Born in Canada | | |
|----------------|-----------|---------|
| | City Wide | Ward 10 |
| Yes | 69% | 73% |
| No | 31% | 27% |

| Date of arrival in Canada Base: Not born in Canada | | |
|---|-----------|---------|
| | City Wide | Ward 10 |
| Within the past 5 years | 22% | 11% |
| More than 5 years ago | 78% | 89% |

| 2SLGBTQIA+ | | |
|------------------------------|-----------|---------|
| | City Wide | Ward 10 |
| Yes | 8% | 14% |
| No | 91% | 85% |
| Refused/prefer to not answer | 1% | 2% |

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

| Racialized | | |
|-------------------------|-----------|---------|
| | City Wide | Ward 10 |
| Yes | 28% | 35% |
| No | 70% | 63% |
| Prefer to self-describe | 0% | 0% |
| Other | 1% | 1% |

| Ethnicity^ | | |
|-------------------------------------|-----------|---------|
| | City Wide | Ward 10 |
| Canadian/French Canadian | 3% | 1% |
| American | 2% | 1% |
| British | 8% | 8% |
| Western European | 7% | 6% |
| Southern or Eastern European | 8% | 2% |
| South Asian | 19% | 25% |
| East or Southeast Asian | 21% | 24% |
| West Asian or Middle Eastern | 5% | 6% |
| African | 14% | 19% |
| Central/South American or Caribbean | 10% | 6% |
| Other | 3% | 1% |
| Don't know | 2% | 2% |

Base: Valid respondents (bases vary)



Contact

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