



# 2025 Fall Survey of Calgarians

Ward 9 – Final Report

November 2025

Prepared by:





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# 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 178 interviews were conducted with residents of Ward 9. 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  $\pm 1.96$  percentage points, 19 times out of 20. The margin of error for Ward 9 is  $\pm 7.34$  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

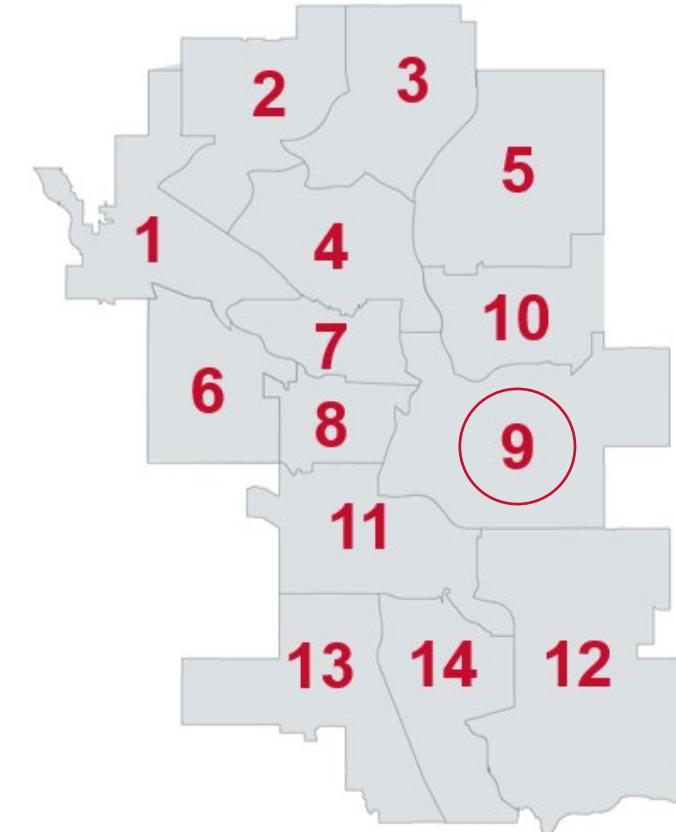
Results are statistically compared with those of City Wide:

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

Where possible, Fall 2025 results for Ward 9 are compared to those from Fall 2024 as indicated by a grey dotted box:

- **Ward 9 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 9

## Quality of life

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



I am proud to live in my neighbourhood



I feel safe walking alone in my neighbourhood after dark



Calgary is a great place to make a life



Calgary is a great place to make a living



Good quality of life



## 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)



**37%**  
Infrastructure, traffic and roads



**35%↑**  
Homelessness, poverty and affordable housing



**19%**  
Crime, safety and policing

## City reputation and performance



**55%**  
Agree City practices open and accessible government



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



**57%**  
Satisfied with performance of Council and Administration



**82%**  
Agree City is building meaningful relationships with Indigenous partners



**44%**  
Trust The City of Calgary

↑/↓ Statistically higher/lower than City Wide



# Difference in Ward 9 vs. City Wide (Top scores)

		Ward 9	City Wide
 Quality of life	Overall quality of life in Calgary (good)	60%↓	71%
	I am proud to live in my neighbourhood (agree)	68%↓	81%
	I am proud to be a Calgarian (agree)	71%↓	81%
	Calgary is a great place to make a life (agree)	63%↓	73%
	Perceived safety walking in dark in own neighbourhood (safe)	67%↓	79%
 Calgarians' priorities	Net - Homelessness, poverty and affordable housing	35%↑	19%
	Poverty/ homelessness/ related social issues	24%↑	12%
	Affordable/available housing	14%↑	8%
	Education	0%↓	5%
 City services and programs	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 9 vs. City Wide (Top scores)

			Ward 9	City Wide
 Taxation	Balancing taxation and service delivery levels – Increase taxes	40%↓	50%	
	Balancing taxation and service delivery levels – Cut services	51%↑	42%	
	Increase taxes at current inflation rate to maintain services at current levels	29%↓	40%	
	Cut services further – to reduce taxes	31%↑	22%	
 Customer service, engagement and communication	The City responds quickly to requests and concerns (agree)	57%↓	65%	
	Information is trustworthy (agree)	69%↓	78%	
 City reputation and performance	The City's decisions are focused on the needs of Calgarians (agree)	49%↓	59%	
 Council focus areas	City programs and services meet the needs of all Calgarians regardless of age, ability, income, gender, race and ethnic/cultural identity and language (agree)	52%↓	60%	
 Housing, transit and downtown revitalization	All Calgarians have access to adequate market housing that meets their needs (agree)	16%↓	35%	
	A vibrant downtown is important to attracting new investment to Calgary (agree)	84%↓	91%	

↑/↓ Statistically higher/lower than City Wide



# Year-over-year changes in Ward 9 (Top scores)

			2025	2024
	Quality of life	Calgary is a great place to make a life (agree)	63%↓	76%
	Calgarians' priorities	Net - Transit	17%↑	9%
		Net - Environment and waste management	8%↓	17%
		Net – Economy	11%↓	22%
	City services and programs	No statistically significant differences in top scores	-	-
		Balancing taxation and service delivery levels – Increase taxes	40%↓	53%
	Taxation	Balancing taxation and service delivery levels – Cut services	51%↑	39%
		Increase taxes at current inflation rate to maintain services at current levels	29%↓	45%
	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 9 (Top scores)

		2025	2024
	City reputation and performance	No statistically significant differences in top scores	-
	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

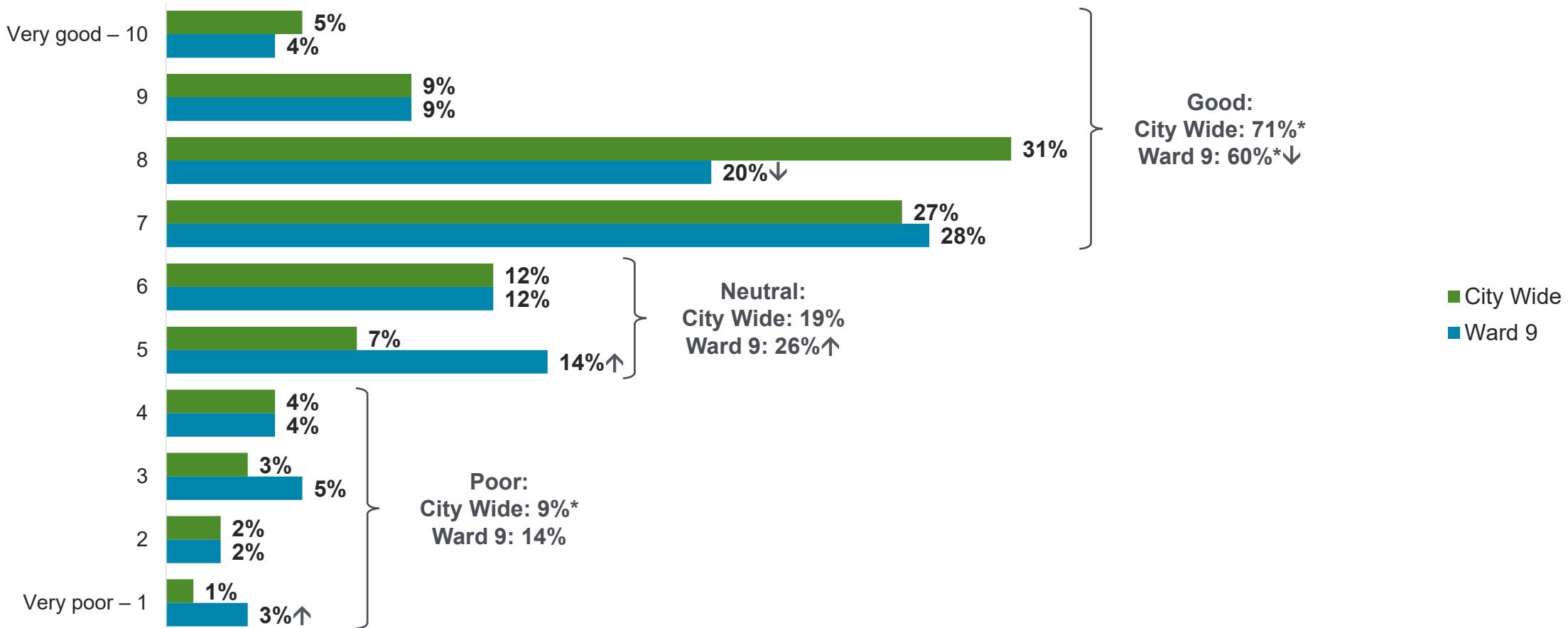
Calgary



# 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 9 (n=178)

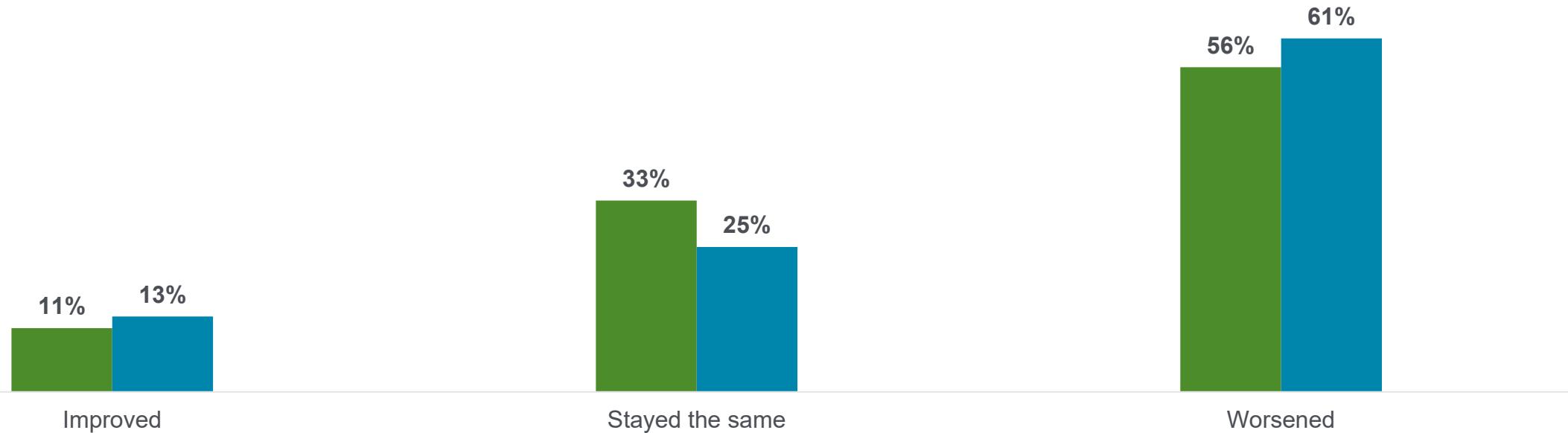
\*Rounding

↑/↓ Statistically higher/lower than City Wide



# Perceived change in quality of life

■ City Wide ■ Ward 9



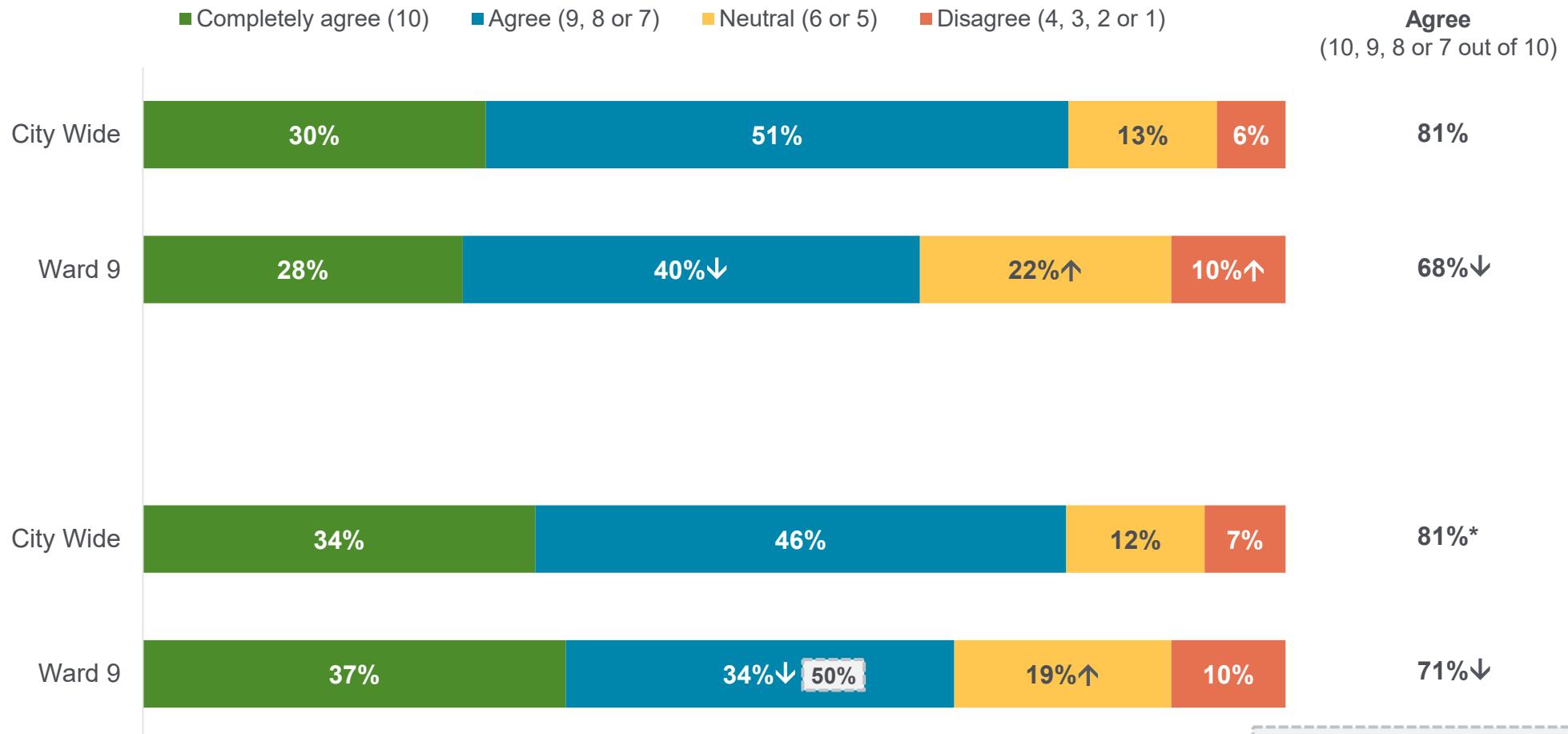
Q. Do you feel that the quality of life in the city of Calgary in the past three years has ...?

Base: Valid respondents: City Wide (n=2,475) / Ward 9 (n=176)



# 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 9 2024

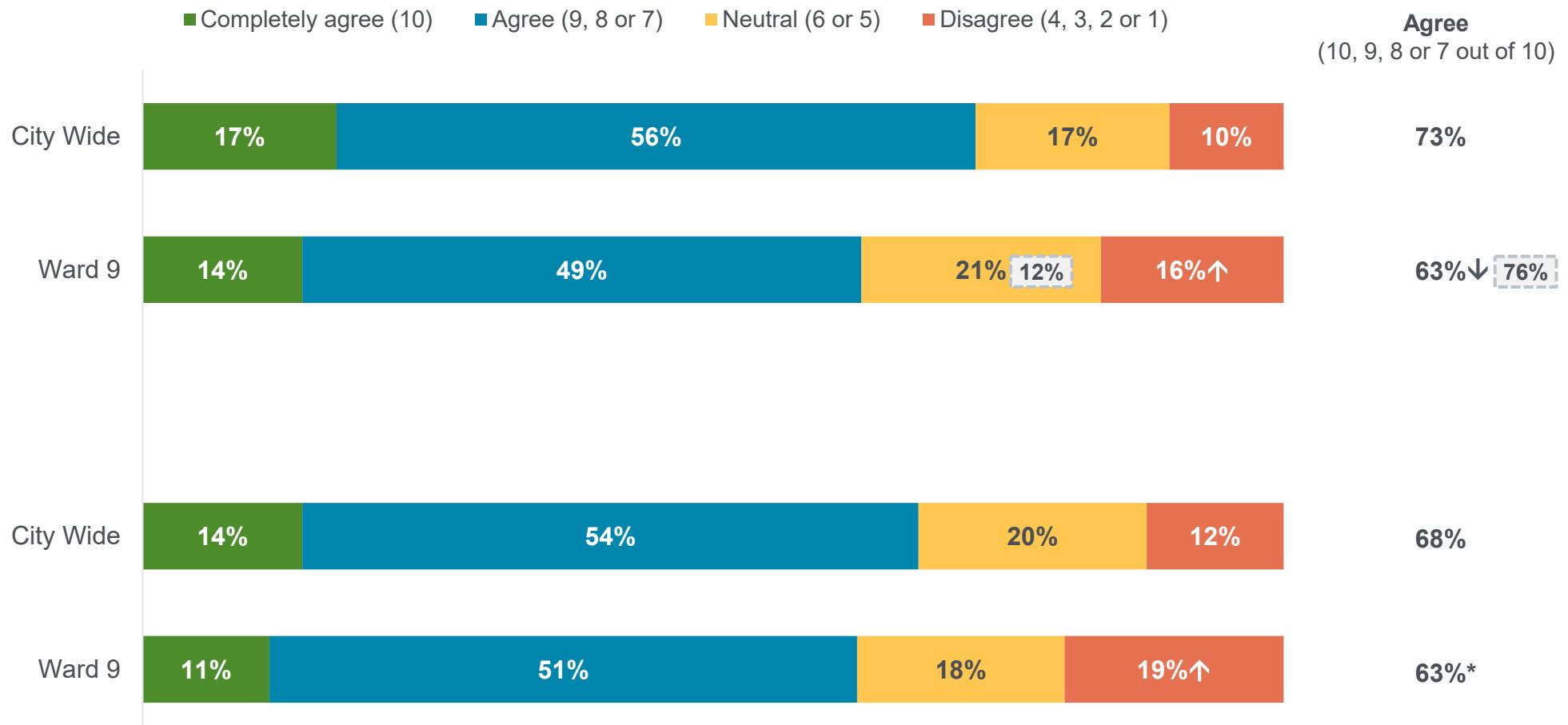
\*Rounding

↑/↓ 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)

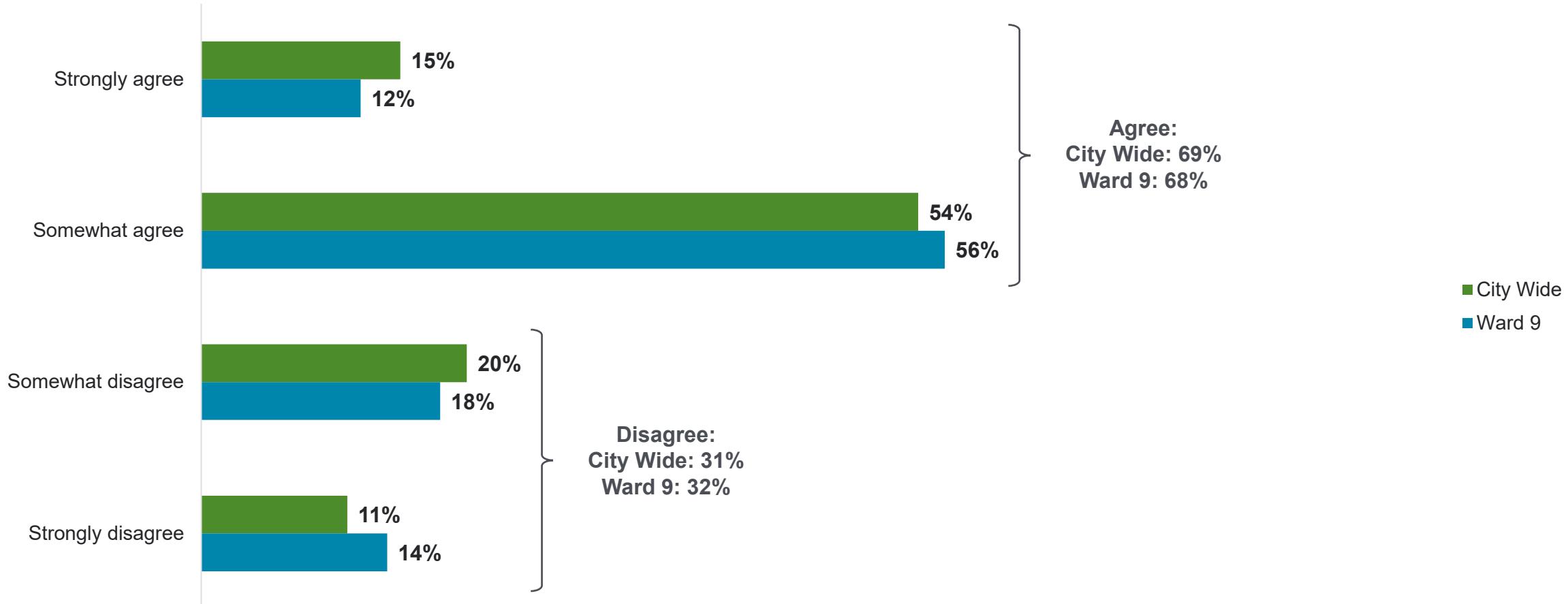
Ward 9 2024

\*Rounding

↑/↓ Statistically higher/lower than City Wide



# On the right track to be a better city

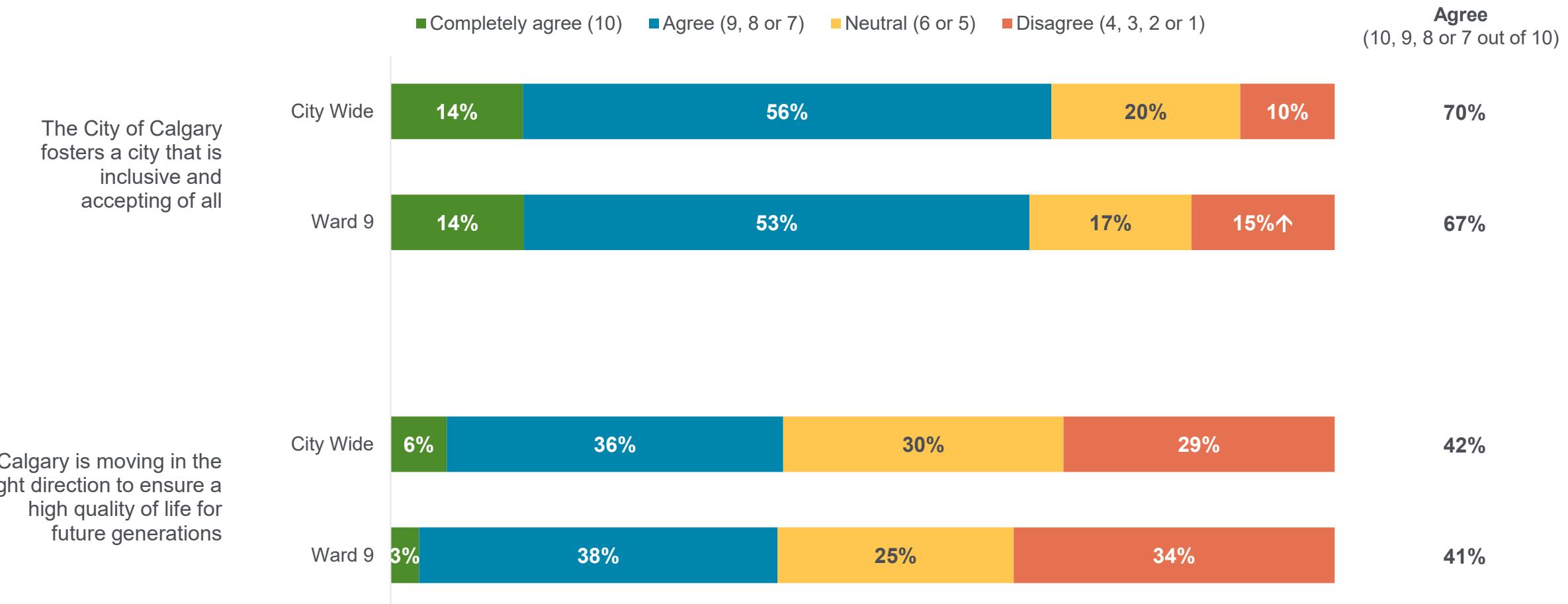


Q. There are challenges facing The City of Calgary today, but also success stories. Do you agree or disagree that: Calgary is on the right track to be a better city 10 years from now.

Base: Valid respondents: City Wide (n=2,484) / Ward 9 (n=176)



# Inclusivity and future direction

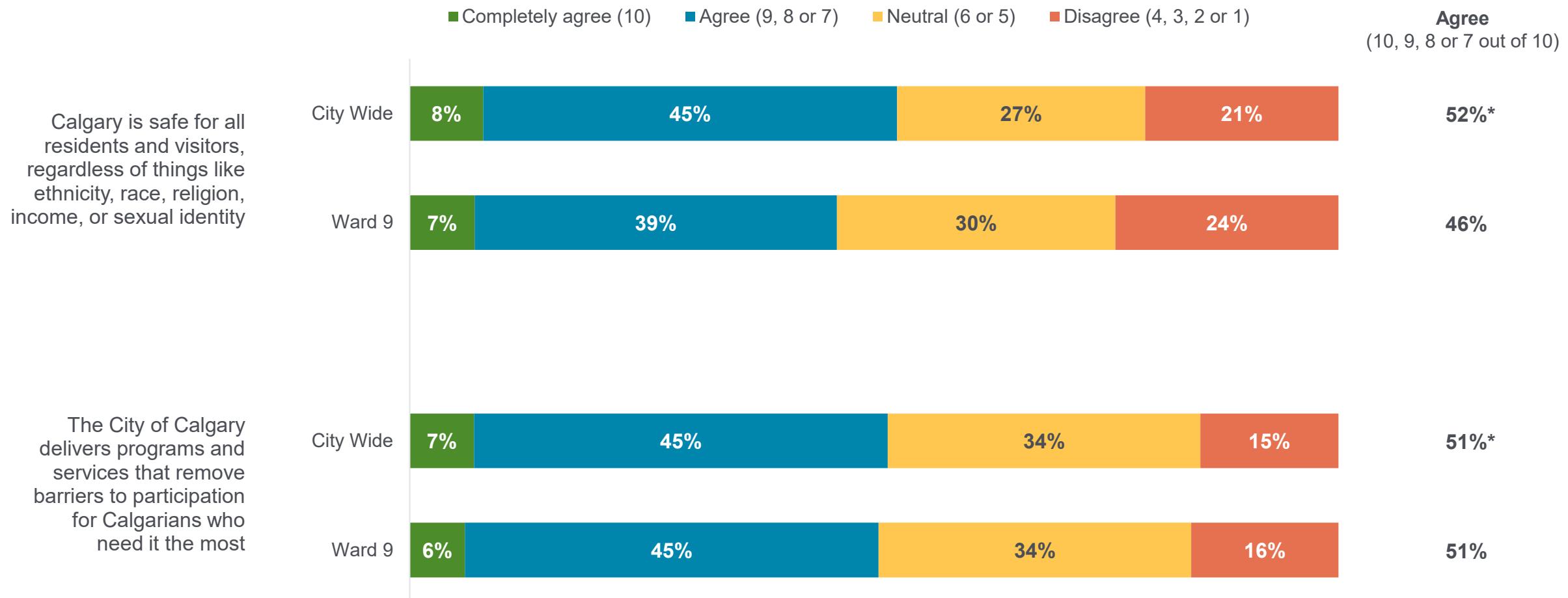


Q. I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where 1 is completely disagree and 10 is completely agree.  
 Base: Valid respondents (bases vary)

↑/↓ Statistically higher/lower than City Wide



# Inclusivity

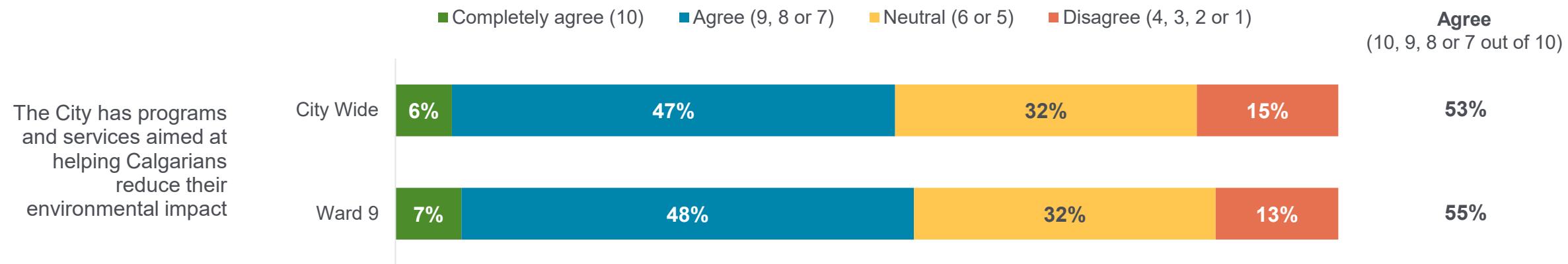


Q. Using the same agree or disagree scale, I have a few more statements that some people have said about life in Calgary.  
 Base: Valid respondents (bases vary)

\*Rounding



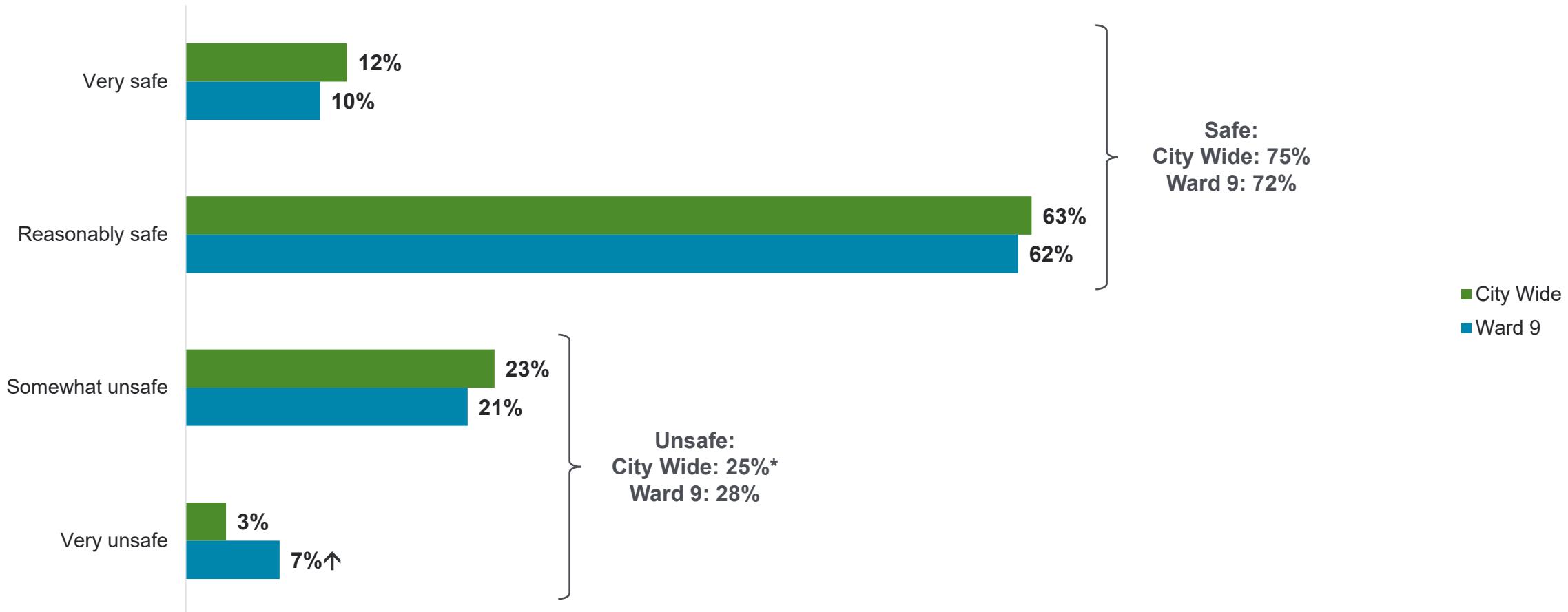
# City programs to reduce environmental impact



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 9 (n=173)



# Overall perceived safety of the city of Calgary



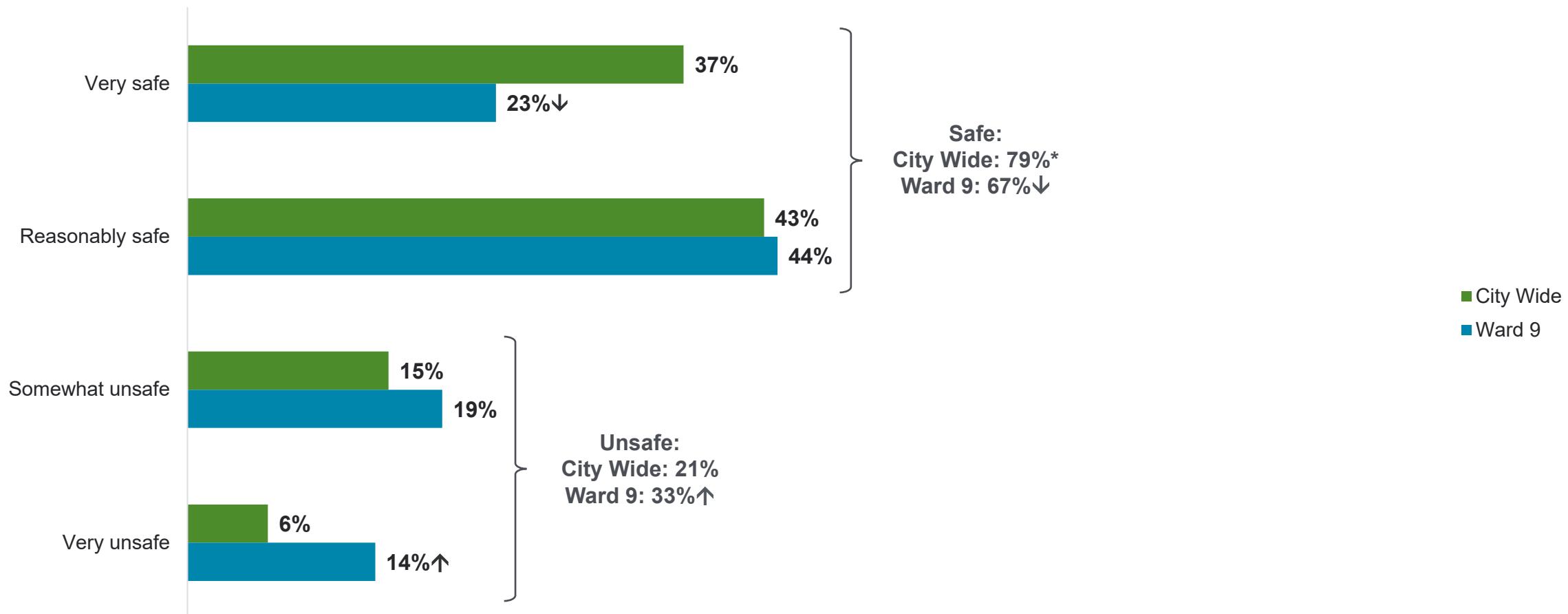
Q. How safe or unsafe do you think Calgary is overall?  
Base: Valid respondents: City Wide (n=2,492) / Ward 9 (n=177)

\*Rounding

↑/↓ Statistically higher/lower  
than City Wide



# Perceived safety in own neighbourhood



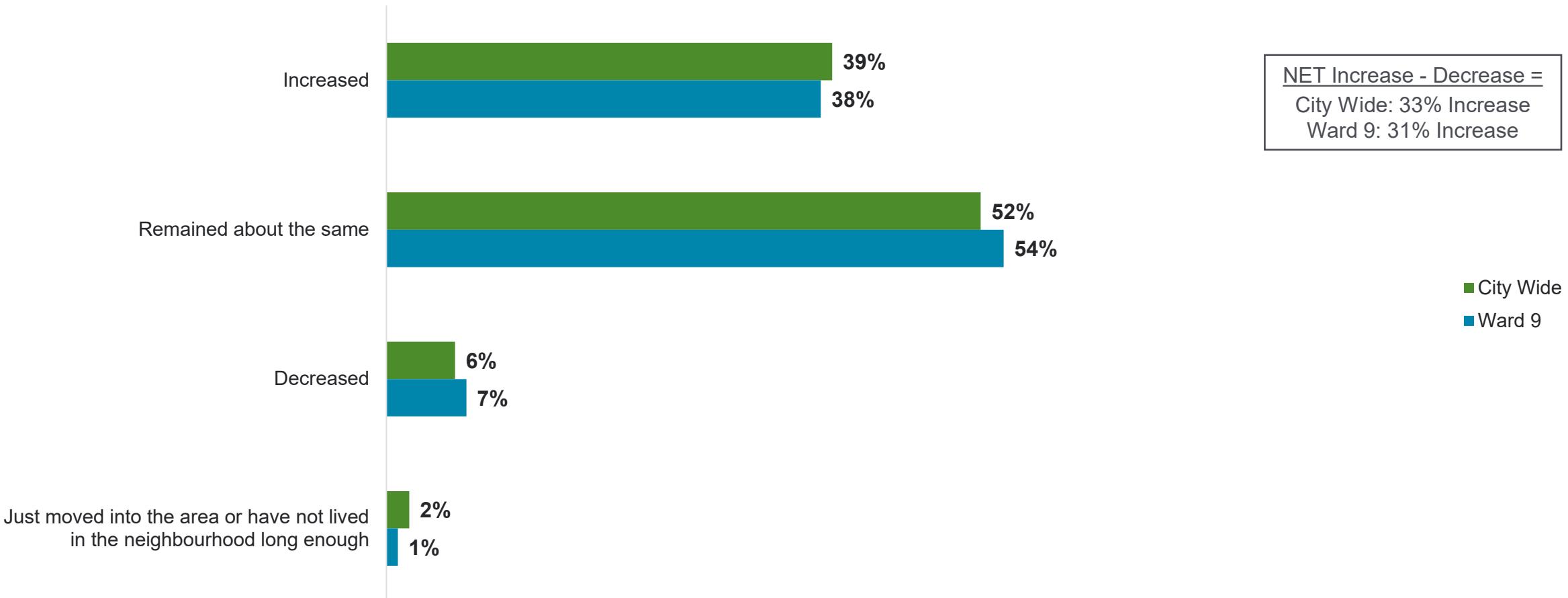
Q. How safe do you feel or would you feel walking alone in your neighbourhood after dark?  
Base: Valid respondents: City Wide (n=2,490) / Ward 9 (n=175)

\*Rounding

↑/↓ Statistically higher/lower than City Wide



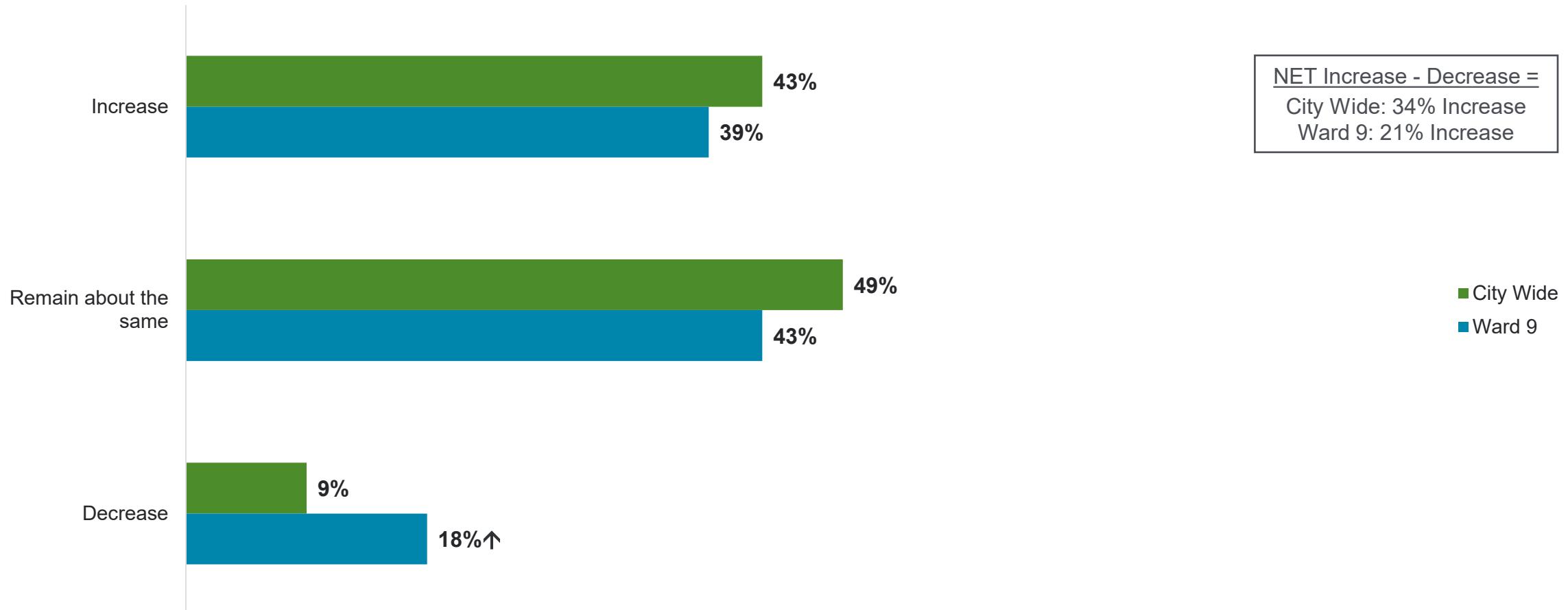
# Perceived change in neighbourhood crime



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 9 (n=176)



# 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 9 (n=176)

↑/↓ Statistically higher/lower than City Wide



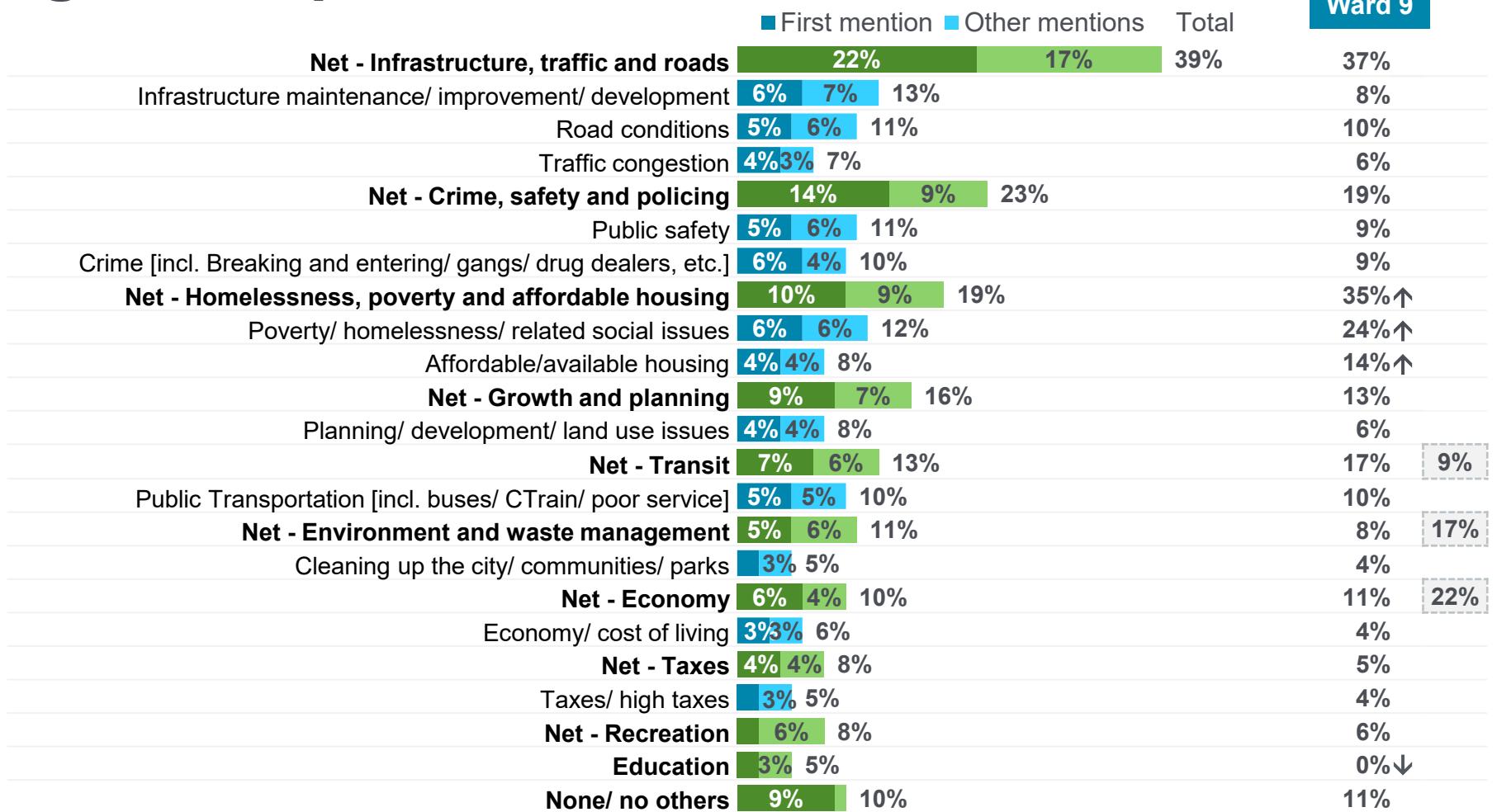
## Calgarians' priorities



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 9



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 9 (n=177)

Ward 9 2024

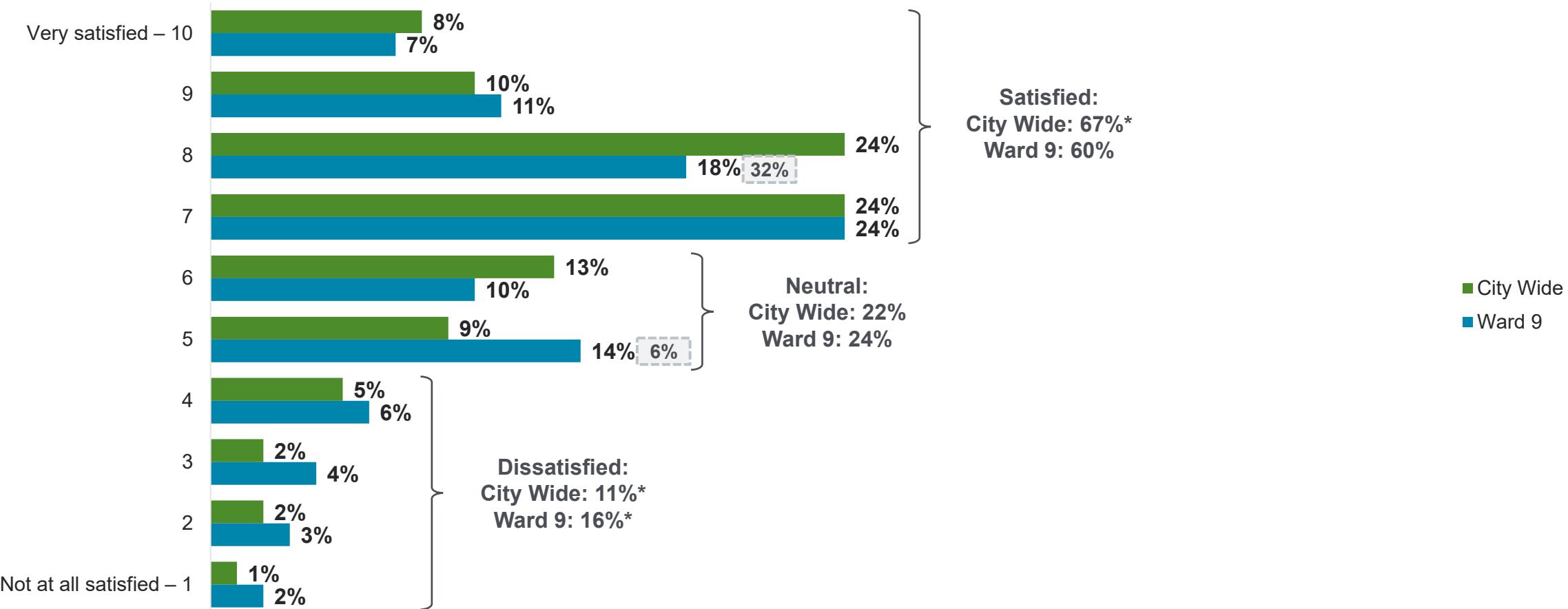
↑/↓ Statistically higher/lower than City Wide



## 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 9 (n=178)

Ward 9 2024

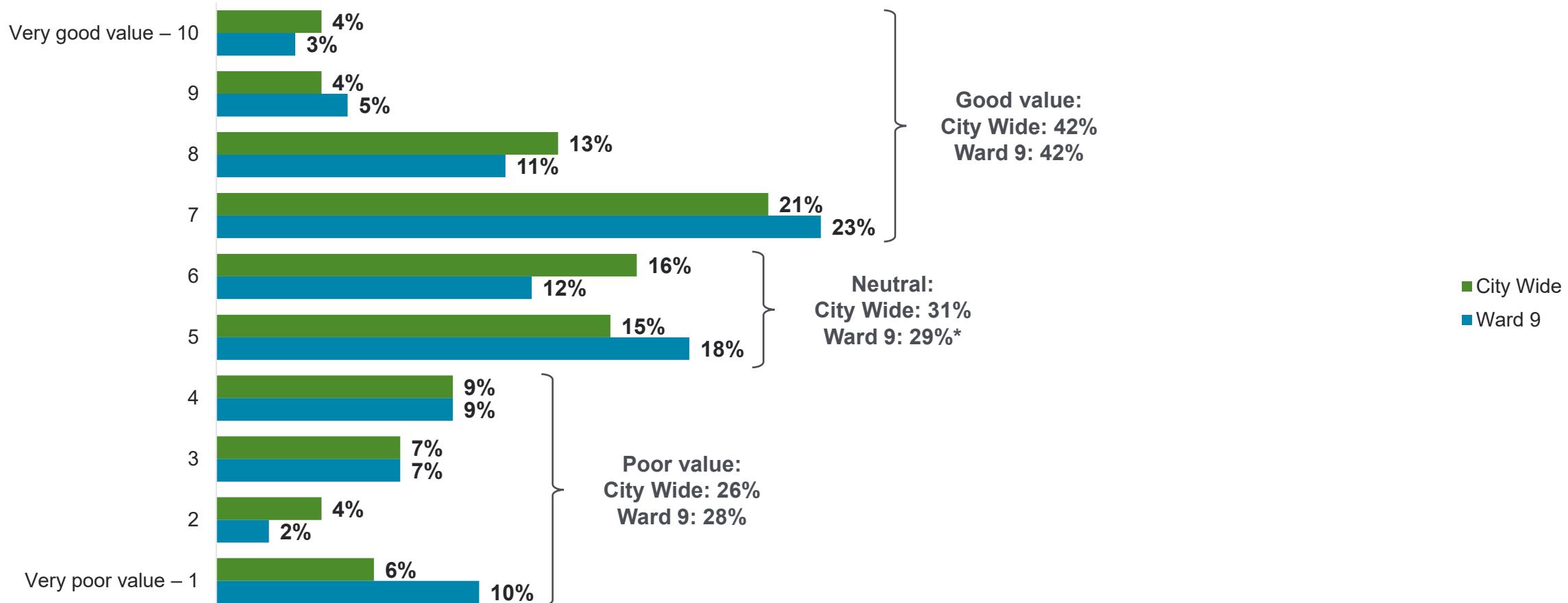
\*Rounding



## Taxation



# Perceived value of property taxes



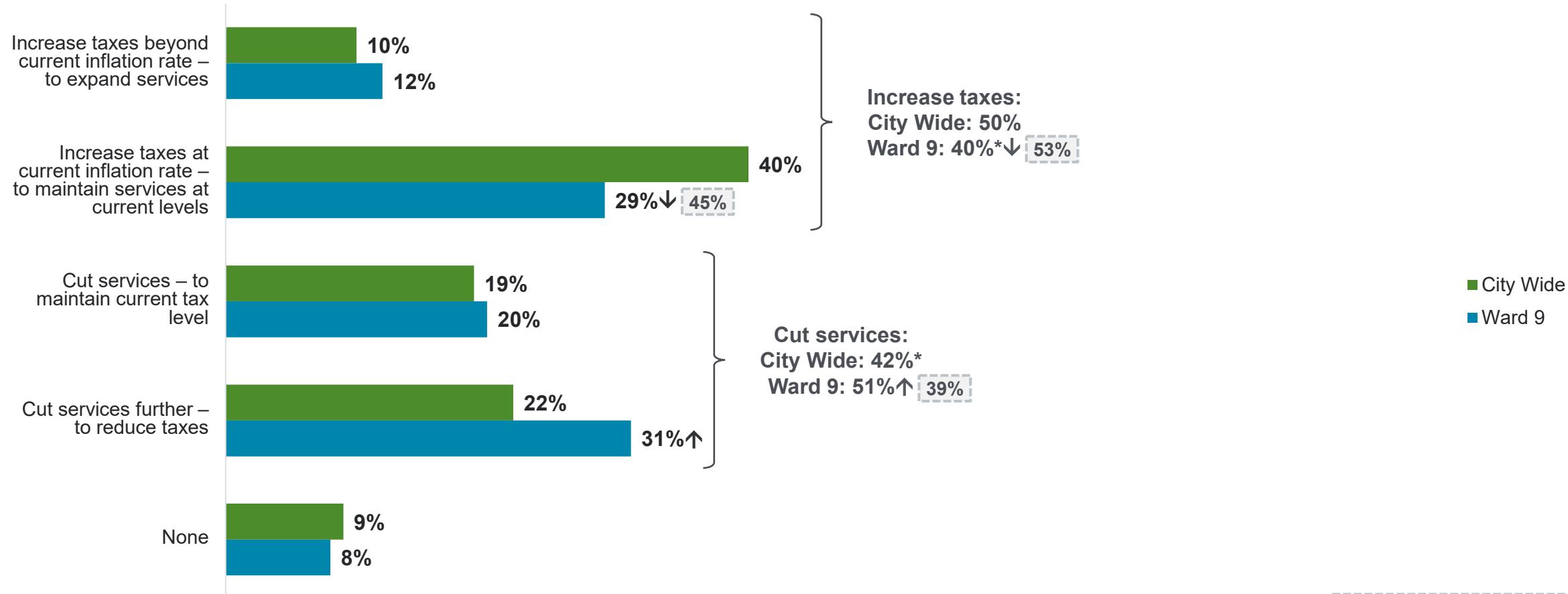
Q. Property tax dollars are divided between The City and the Province. Approximately two-thirds of residential property tax payment goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars 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=2,458) / Ward 9 (n=173)

\*Rounding



# 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 9 (n=173)

Ward 9 2024

\*Rounding

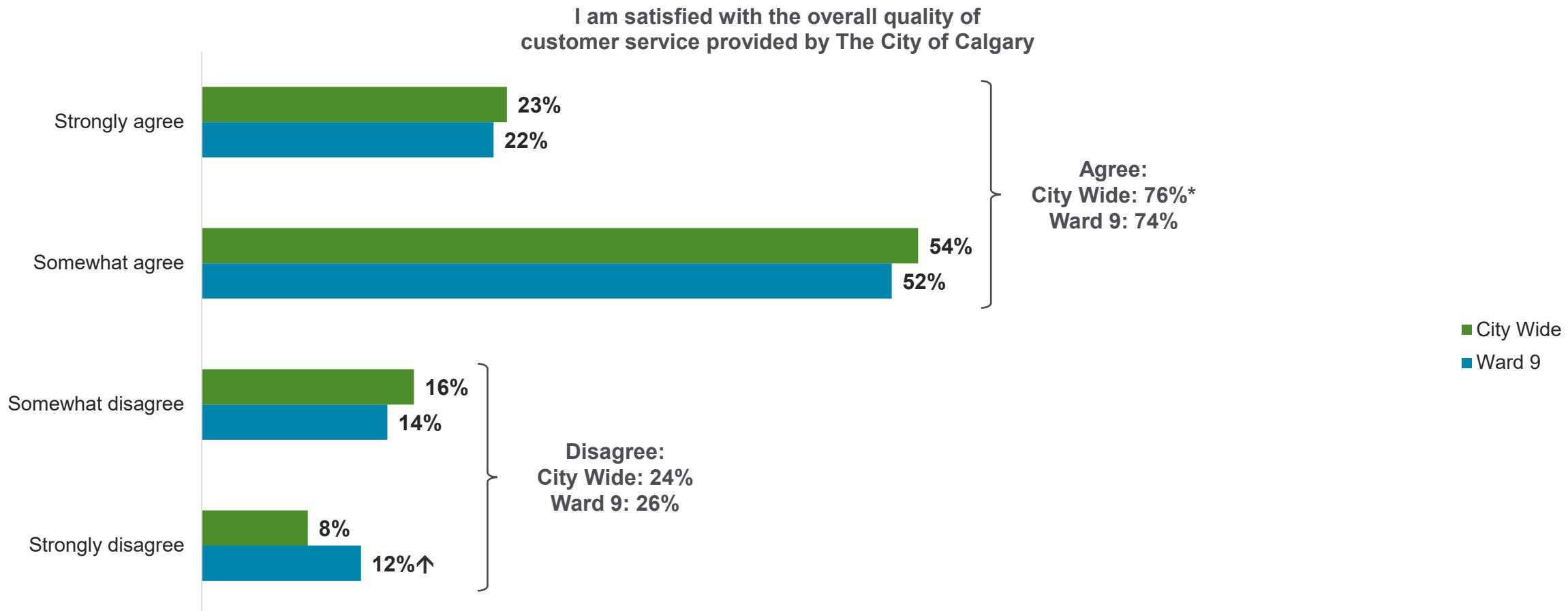
↑/↓ Statistically higher/lower than City Wide



## Customer service, engagement and communication



# Satisfaction with the overall level and quality of customer service



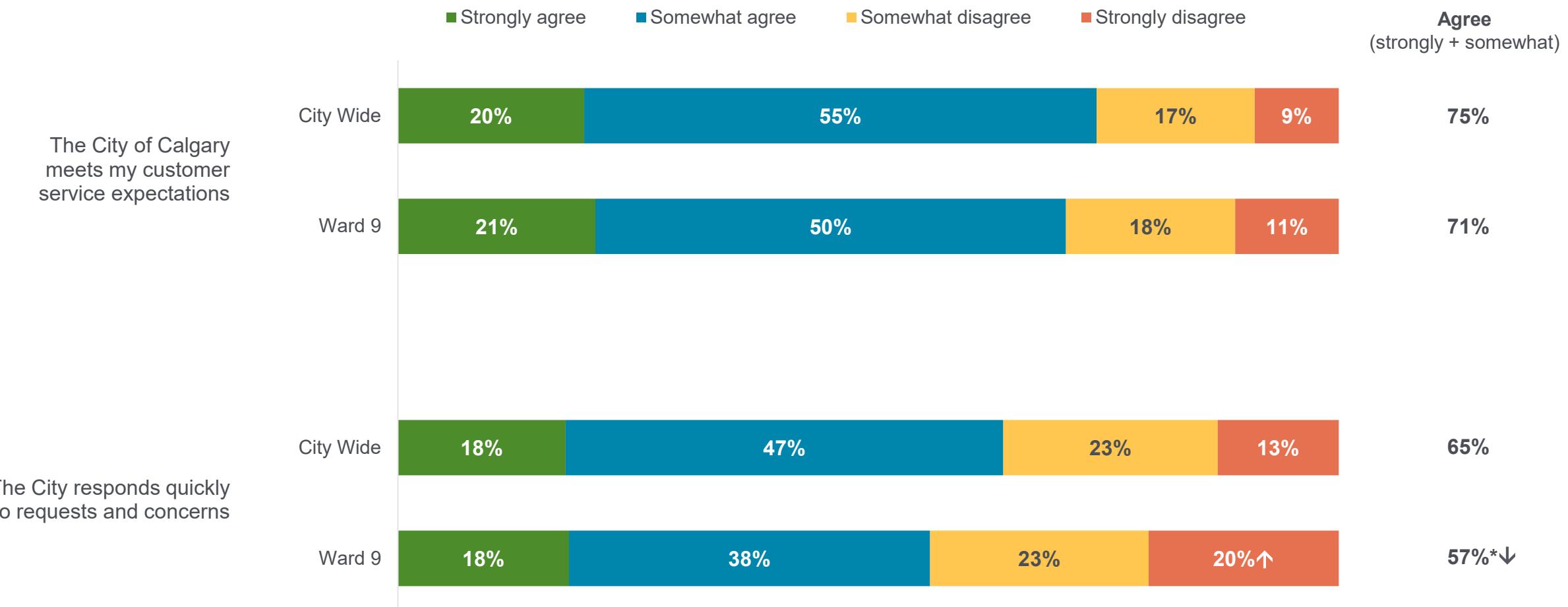
Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements:  
Base: Valid respondents: City Wide (n=2,478) / Ward 9 (n=175)

\*Rounding

↑/↓ Statistically higher/lower than City Wide



# 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)

\*Rounding

↑/↓ Statistically higher/lower than City Wide



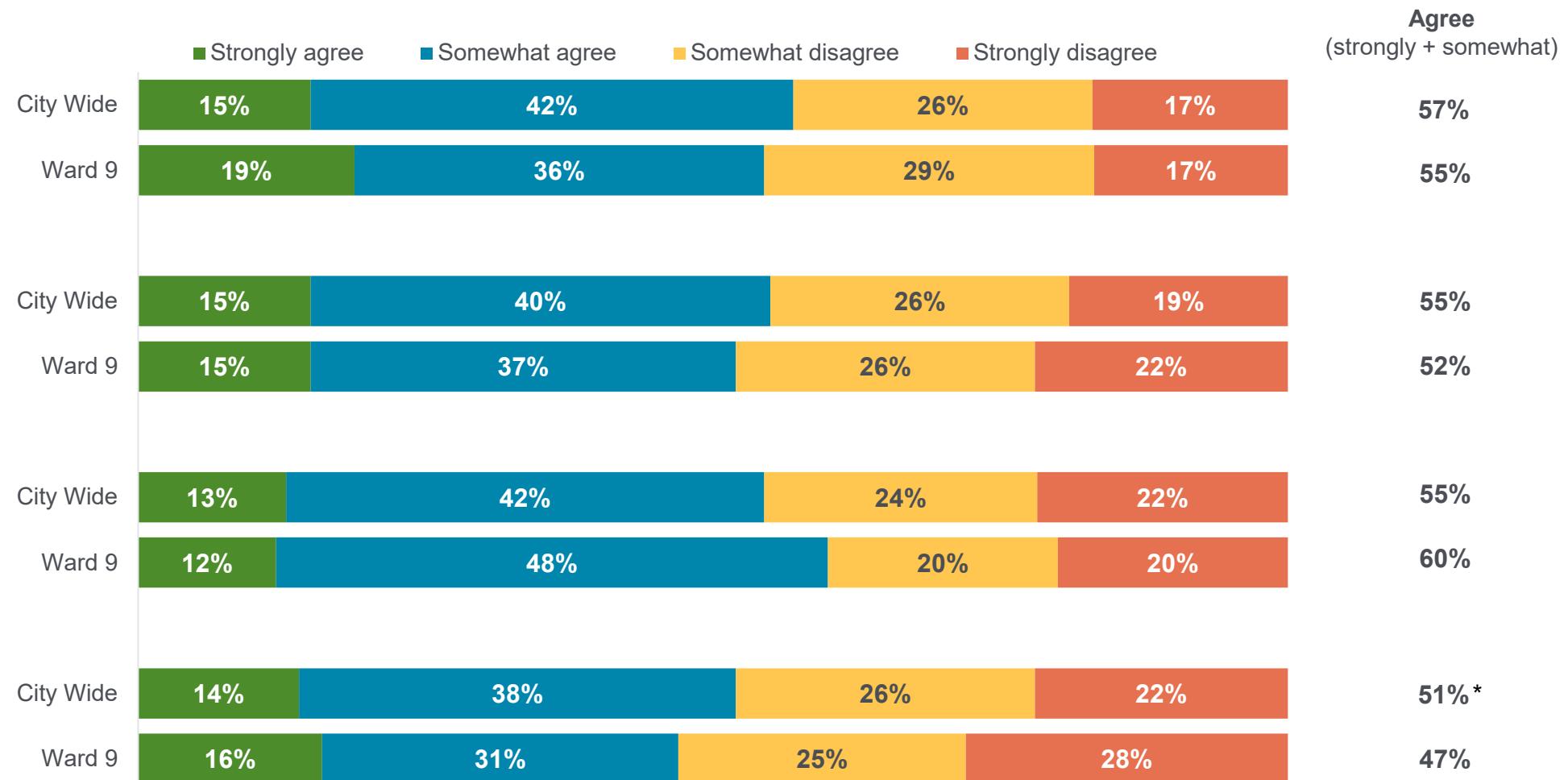
# Perceptions of input

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:

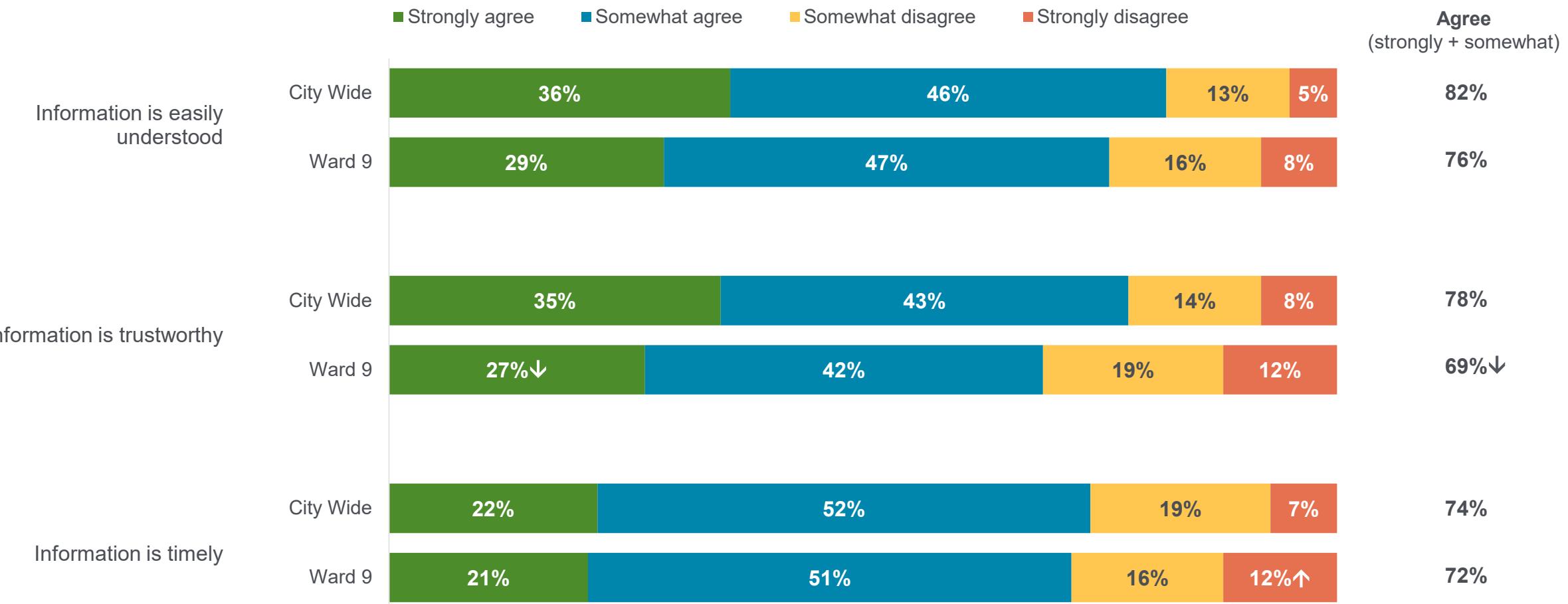
Q. Please tell me if you agree or disagree with each of the following statements:

Base: Valid respondents (bases vary)

\*Rounding



# 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

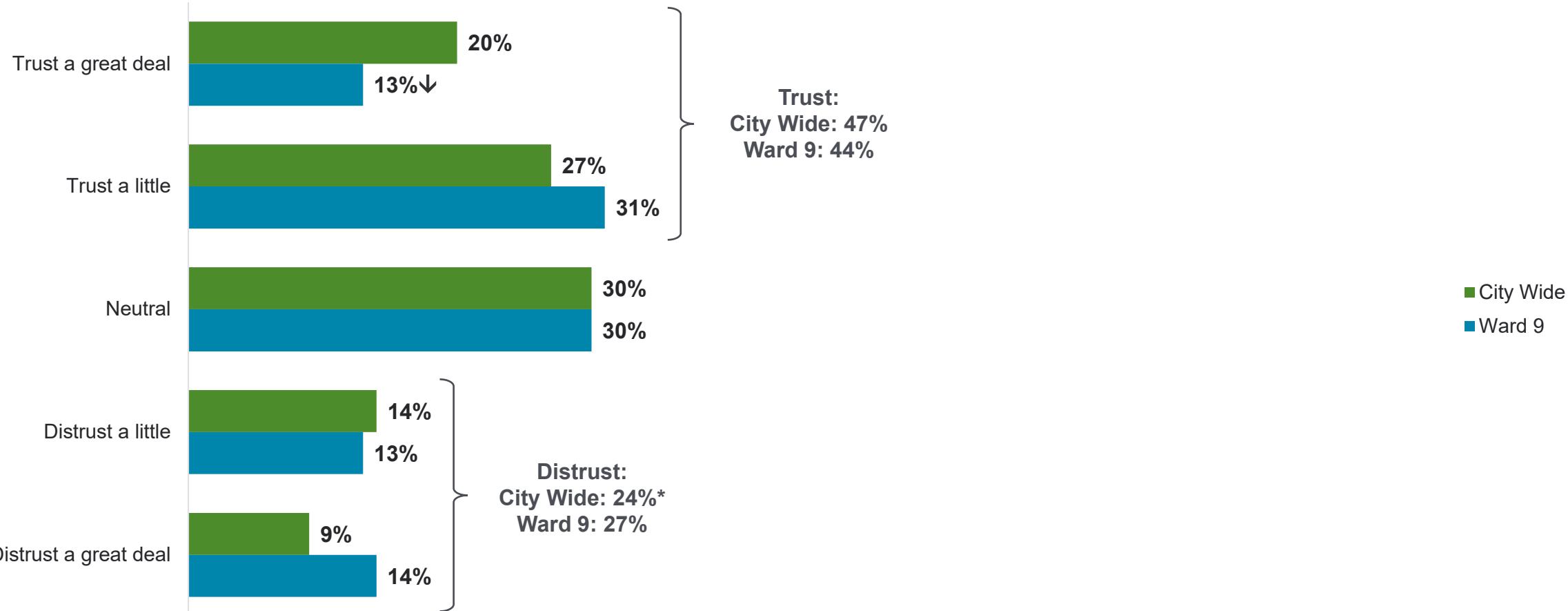
↑/↓ Statistically higher/lower than City Wide



## 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=2,489) / Ward 9 (n=178)

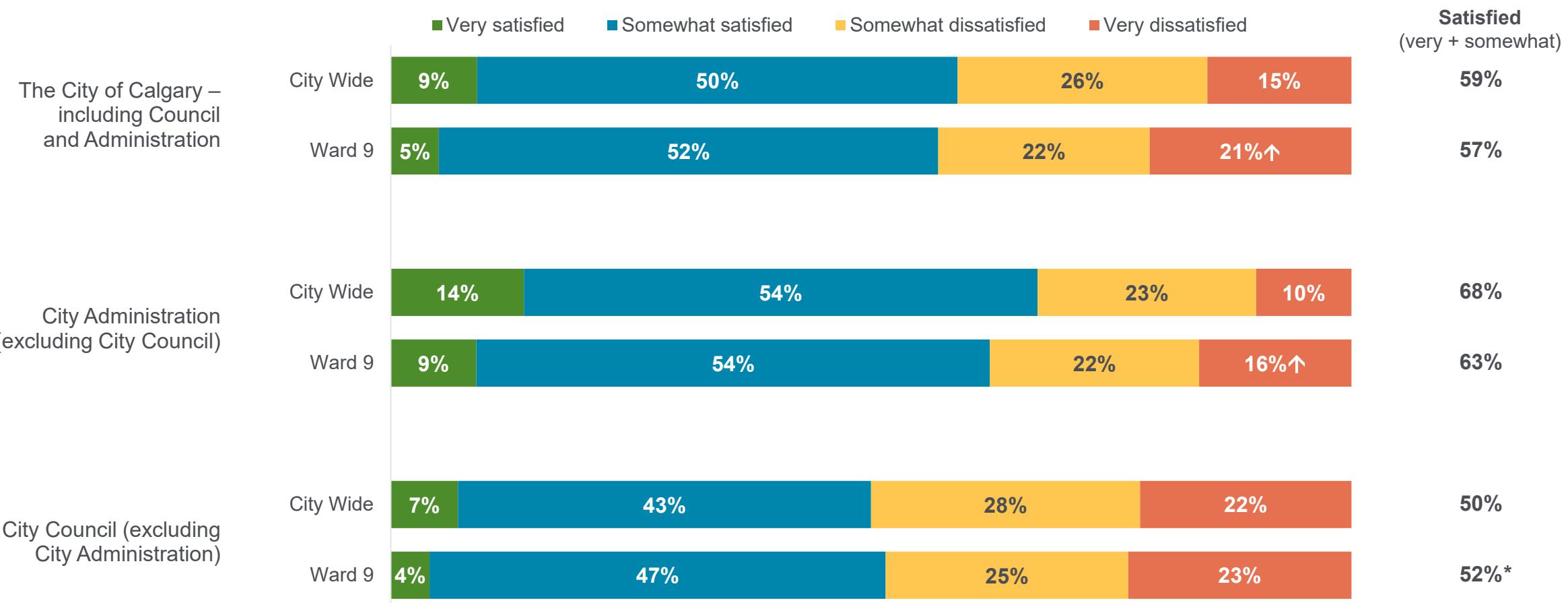
\*Rounding

↑/↓ 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.



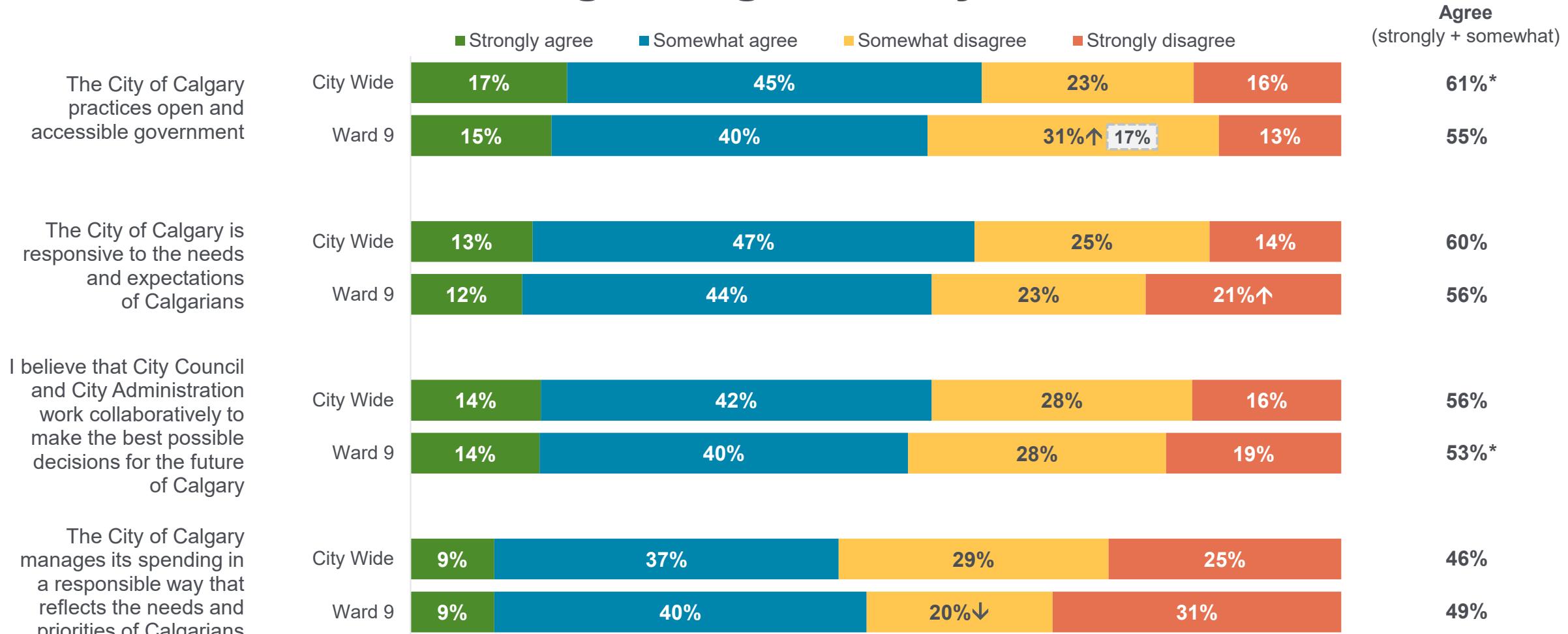
Q. Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our city?  
Base: Valid respondents (bases vary)

\*Rounding

↑/↓ Statistically higher/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 that The City of Calgary is doing a good job at each of the following:

Base: Valid respondents (bases vary)

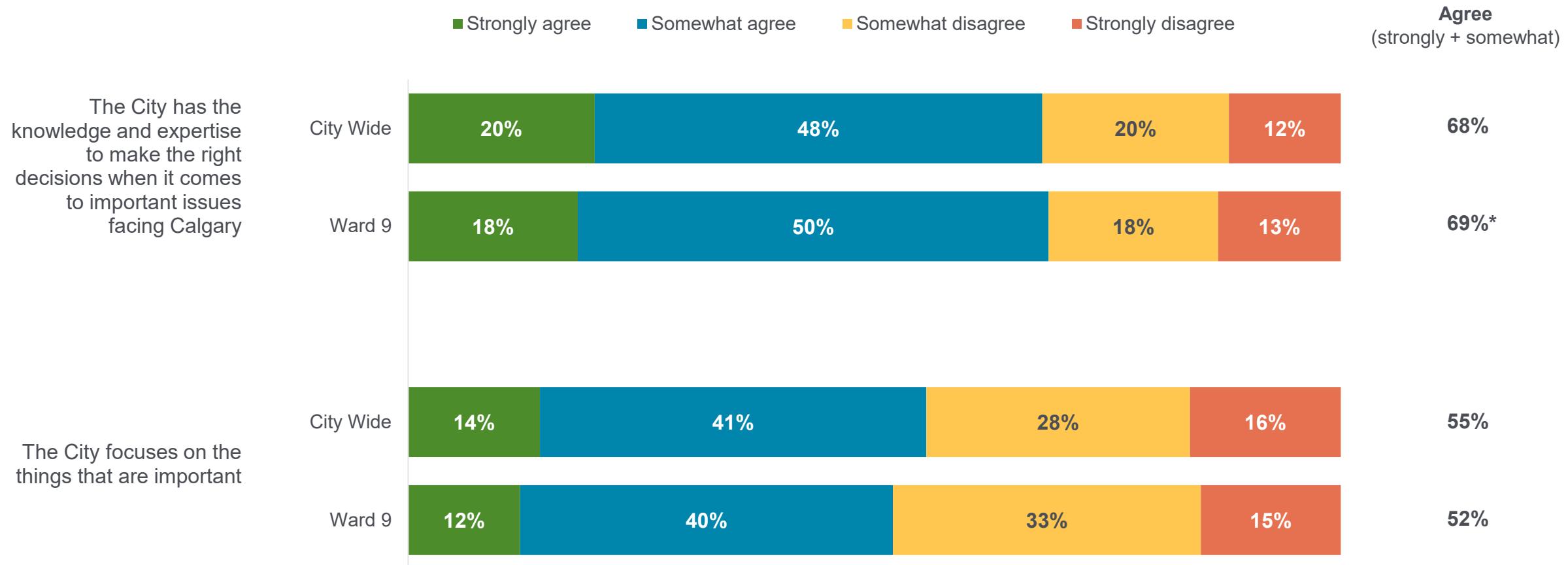
Ward 9 2024

\*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.

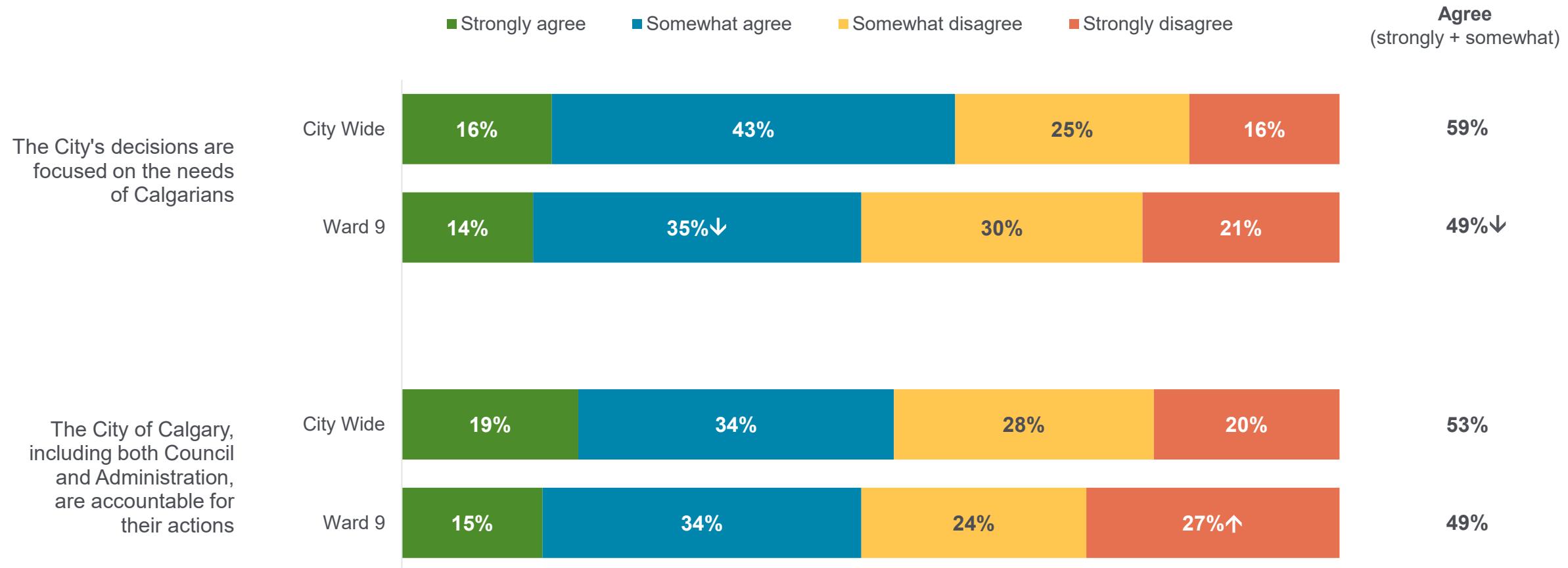
Base: Valid respondents (bases vary)

New questions added in 2025

\*Rounding



# 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)

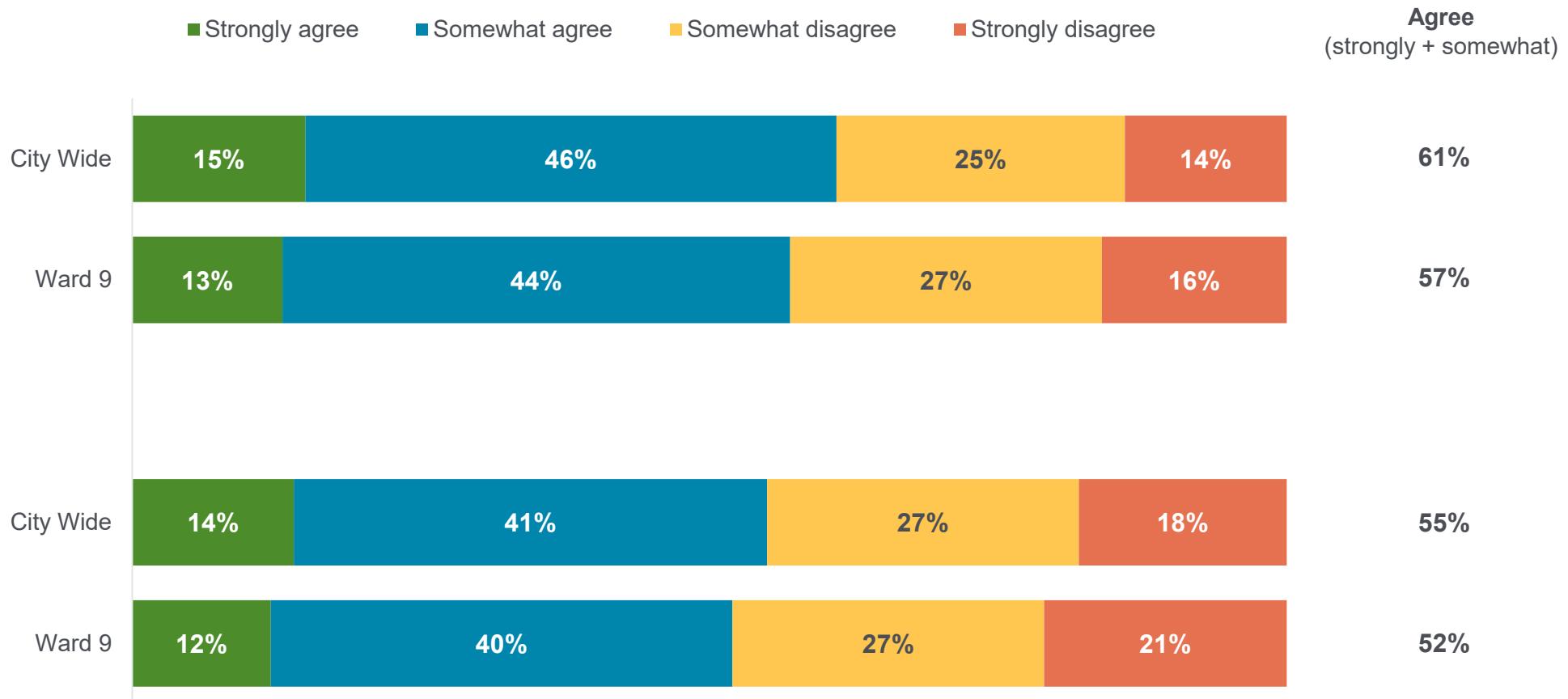
New questions added in 2025

↑/↓ 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

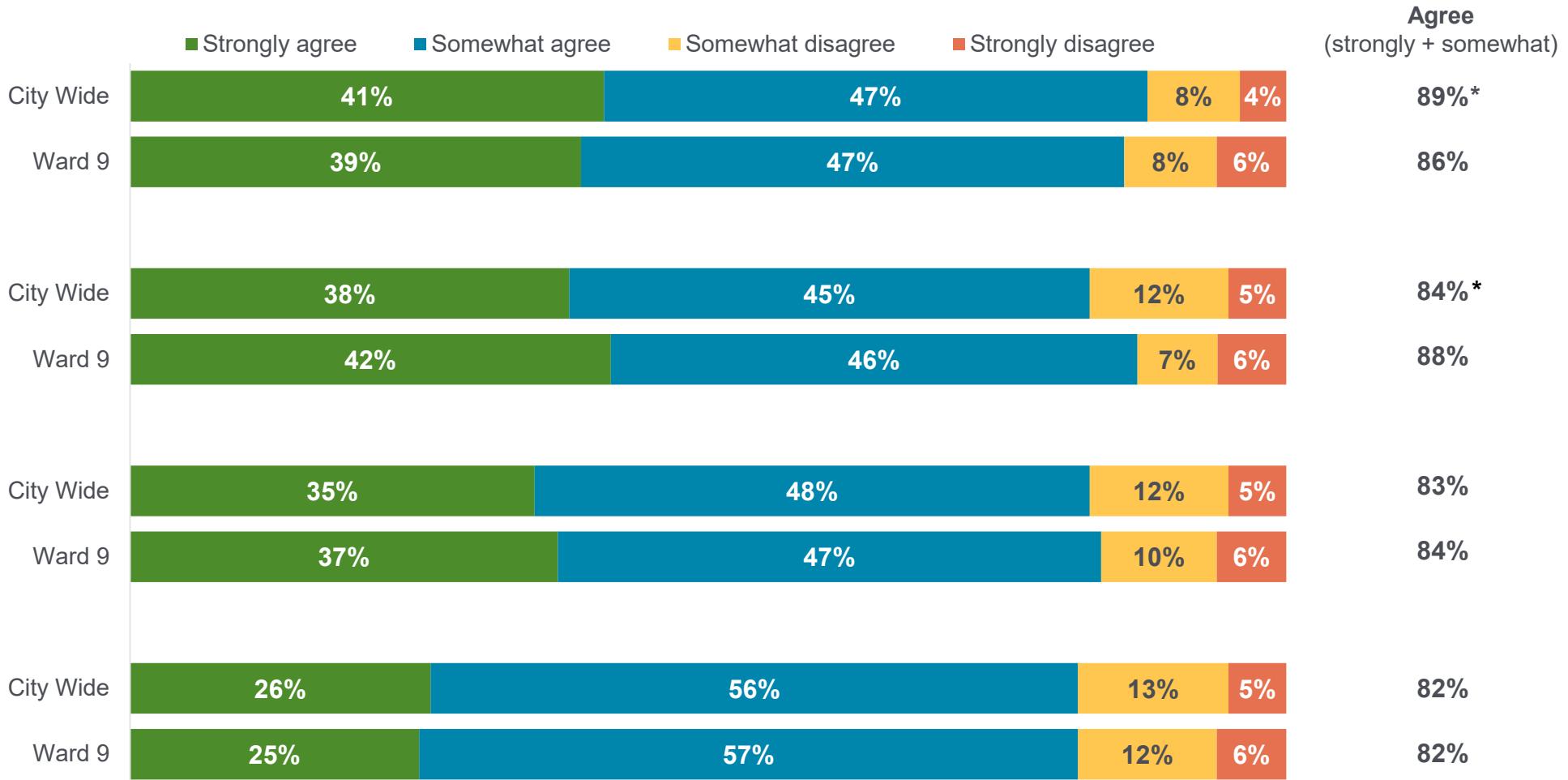


## Council focus areas



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

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



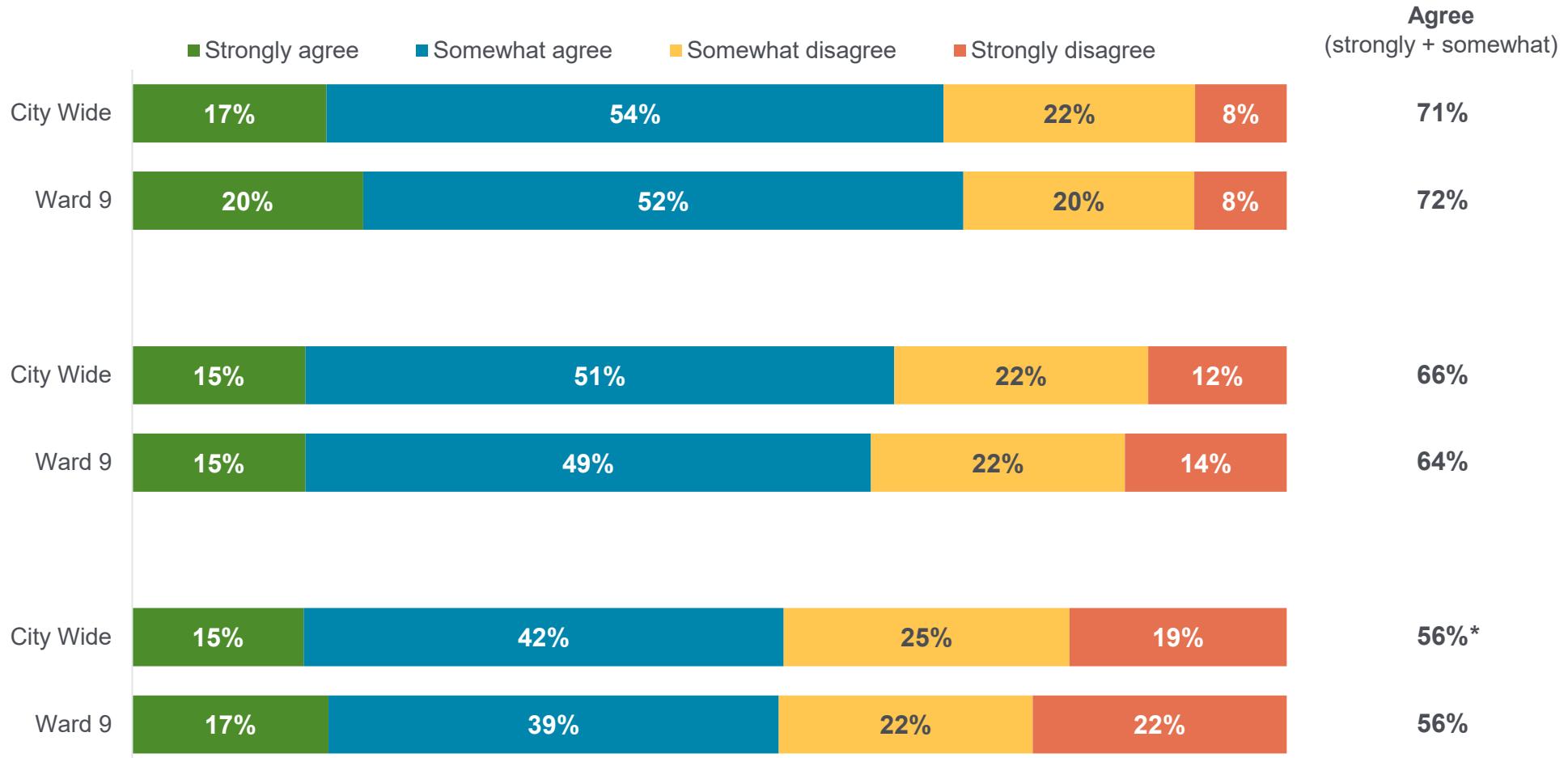
Q. Please tell me if you agree or disagree that The City of Calgary is doing a good job at each of the following:  
Base: Valid respondents (bases vary)

\*Rounding



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

Working with local Indigenous communities when discussing downtown revitalization

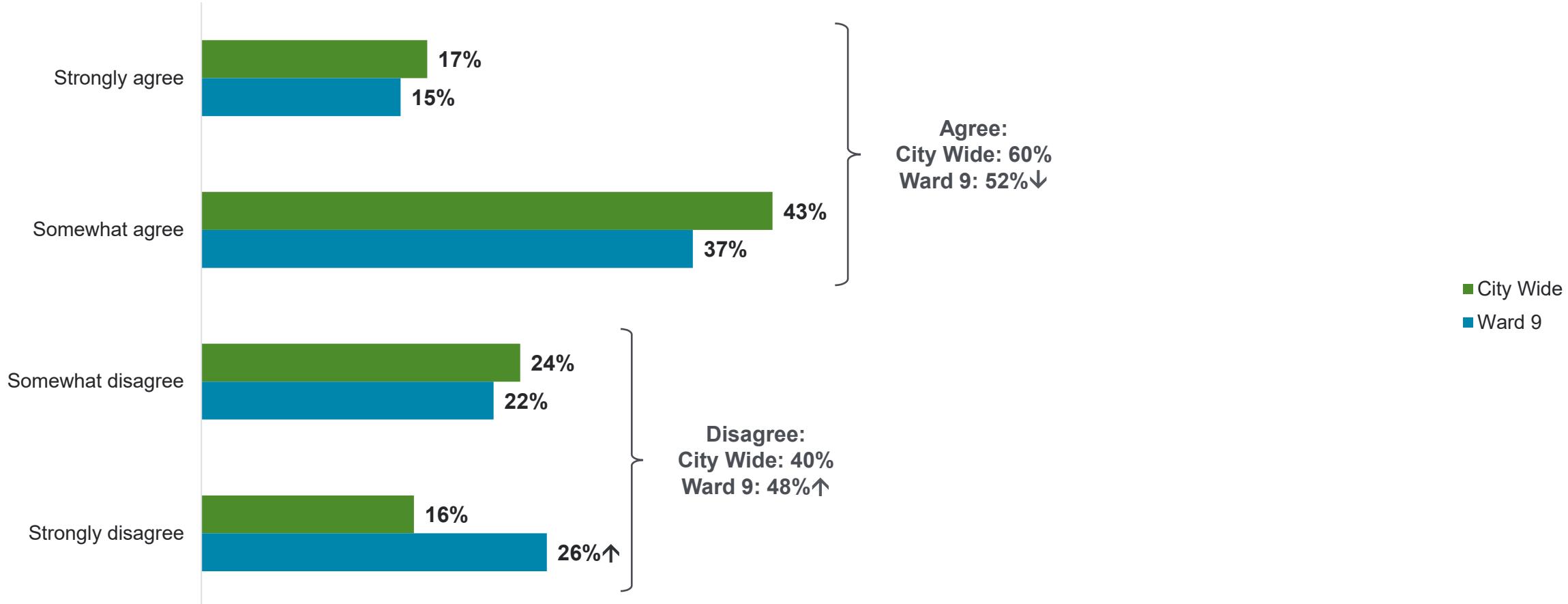


Q. Please tell me if you agree or disagree that The City of Calgary is doing a good job at each of the following:  
Base: Valid respondents (bases vary)

\*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 9 (n=177)

↑/↓ Statistically higher/lower than City Wide



## Housing, transit and downtown revitalization



# Housing and affordability

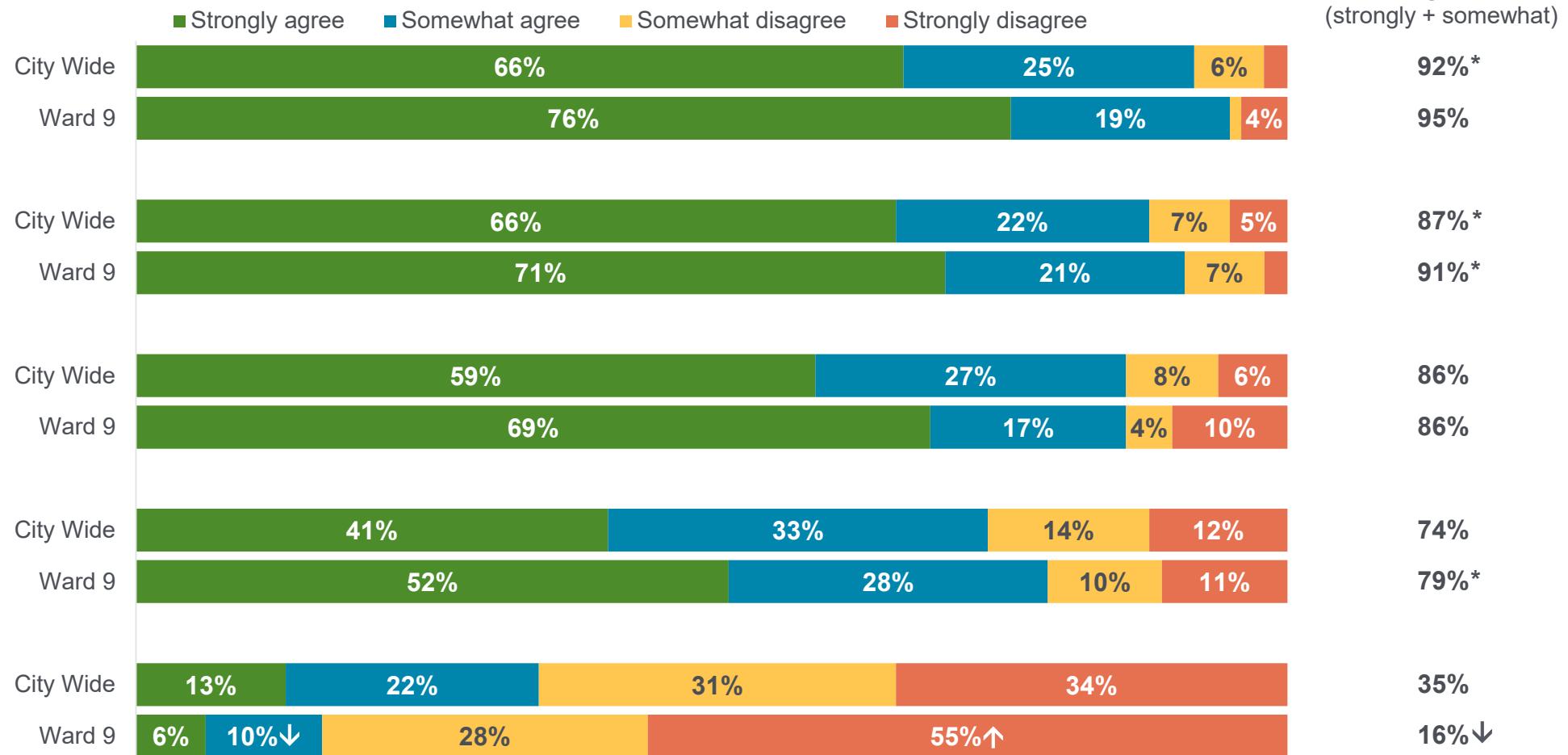
Regular market housing is too expensive for the average Calgarian

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

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

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

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



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



The City should be investing more to address transit safety issues

It is important for The City to expand the CTrain to Calgary's airport

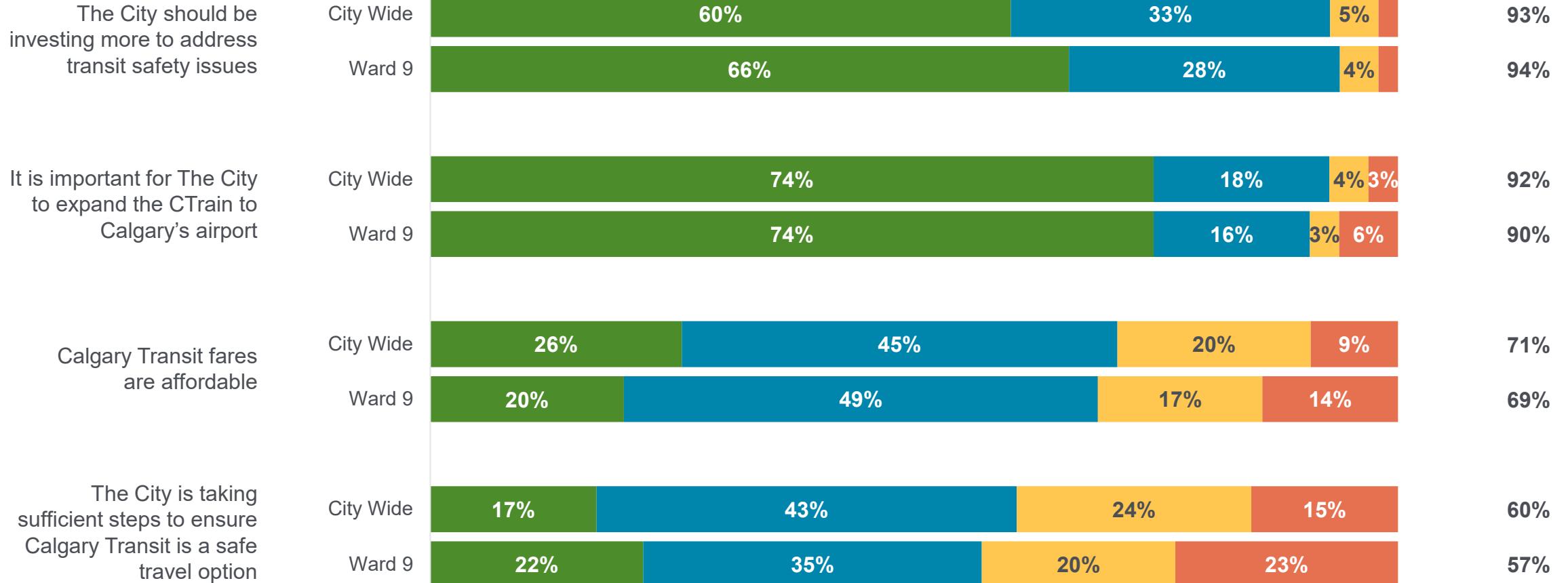
Calgary Transit fares are affordable

The City is taking sufficient steps to ensure Calgary Transit is a safe travel option

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)

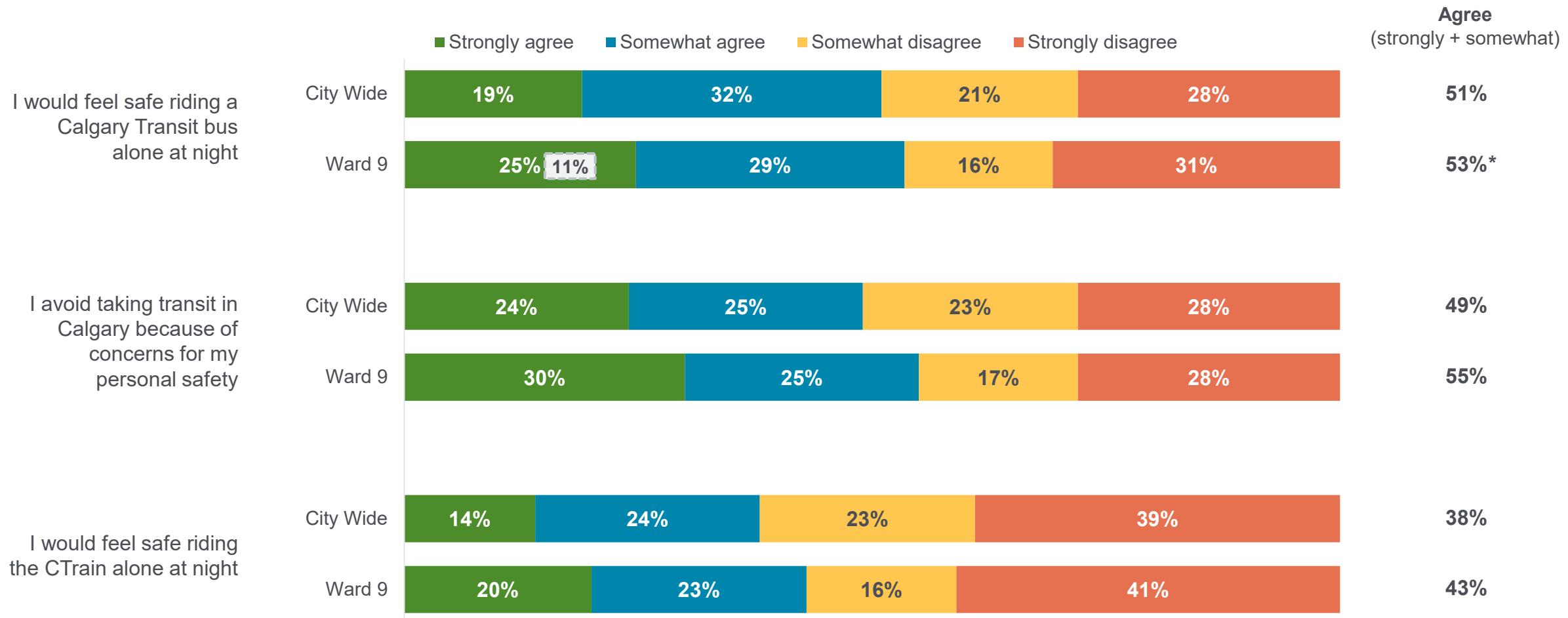
**Agree**  
(strongly + somewhat)



Data labels <3% are not shown



# 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.

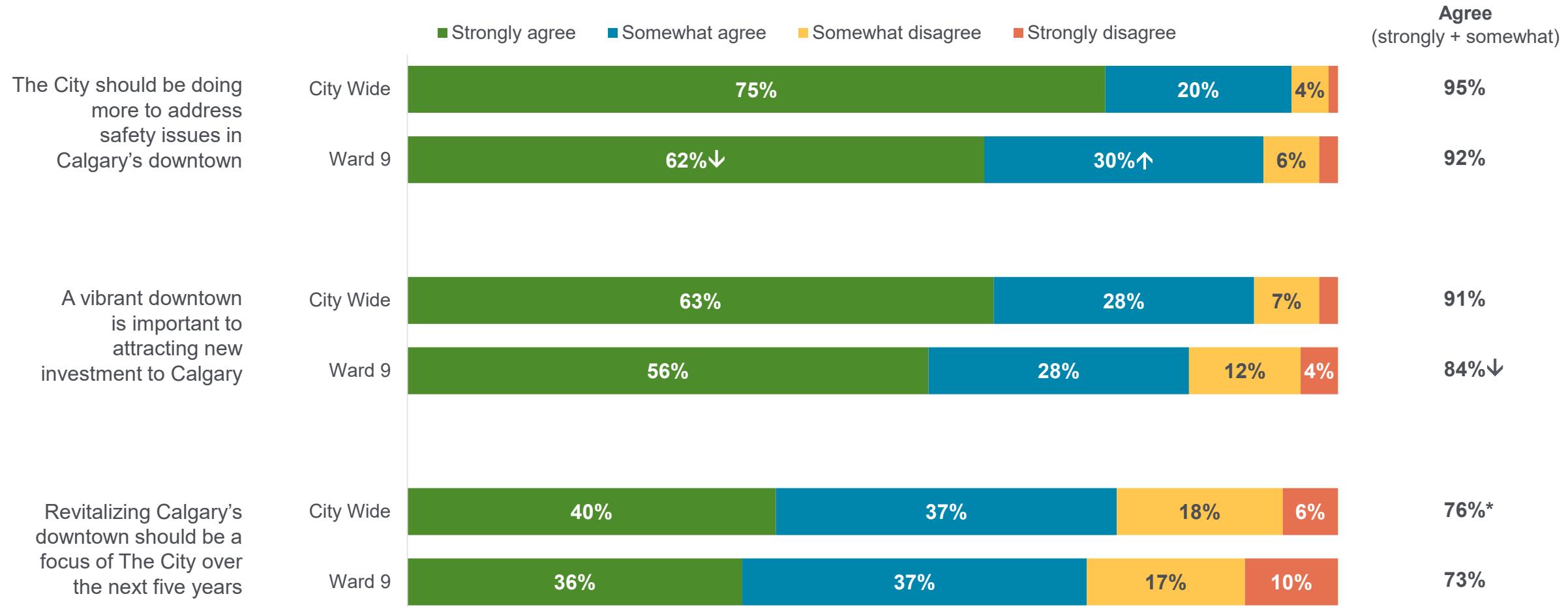
Base: Valid respondents (bases vary)

Ward 9 2024

\*Rounding



# 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)

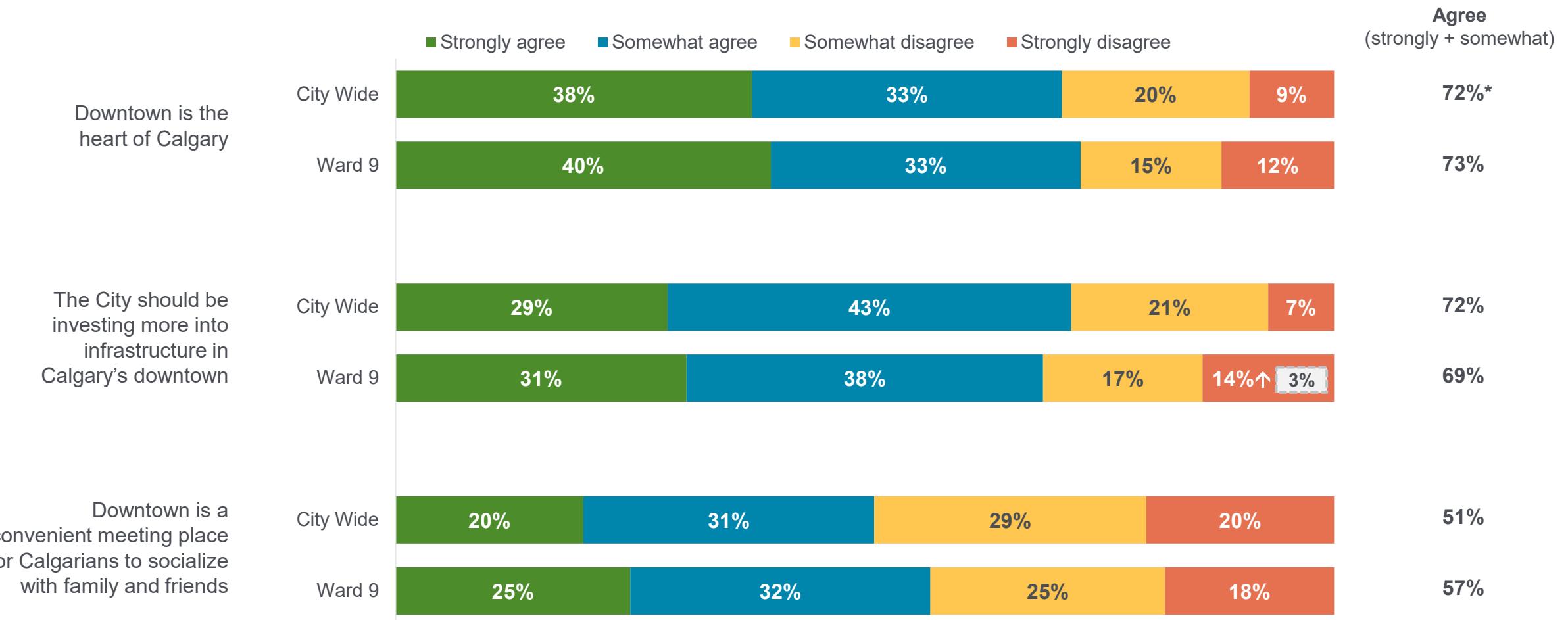
Data labels <3% are not shown

\*Rounding

↑/↓ Statistically higher/lower than City Wide



# 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)

Ward 9 2024  
 \*Rounding  
 ↑/↓ Statistically higher/lower than City Wide



## Respondent profile



# Respondent profile

Gender		
	City Wide	Ward 9
Woman/Female	51%	56%
Man/Male	48%	44%
Non-binary person	1%	0%
Transgender	<1%	0%
Prefer to self-describe	0%	0%
Refused/prefer not to say	<1%	0%

Age		
	City Wide	Ward 9
18 to 24	11%	10%
25 to 34	18%	26%
35 to 44	18%	19%
45 to 54	20%	15%
55 to 64	10%	9%
65 or older	23%	19%
MEAN	47.7	44.8

Education		
	City Wide	Ward 9
Less than high school	2%	5%
High school or equivalent	18%	31%
Apprenticeship or trades diploma/certificate	7%	6%
College or non-university diploma/certificate	19%	18%
University degree/diploma/certificate	54%	40%

Income		
	City Wide	Ward 9
Less than \$60,000	21%	32%
\$60,000 to just under \$120,000	33%	41%
\$120,000 to just under \$200,000	28%	18%
\$200,000 and over	19%	9%

Employment status^		
	City Wide	Ward 9
Full time employed or self employed	53%	49%
Part time employed or self-employed	12%	13%
Retired	22%	18%
Looking after home and/or family	3%	2%
Unable to work because of sickness or disability	3%	8%
Unemployed	5%	7%
Doing unpaid or voluntary work	1%	1%
Student	5%	8%
Other	<1%	0%

Base: Valid respondents (bases vary)



## Respondent profile (continued)

Own or rent		
	City Wide	Ward 9
Own	71%	48%
Rent	25%	45%
Other	4%	7%

Responsible for property taxes or rent		
	City Wide	Ward 9
Yes	86%	84%
No	14%	16%

Disability in household <sup>^</sup>		
	City Wide	Ward 9
Yes – myself	13%	27%
Yes – someone in my household	13%	23%
No	78%	58%

Household size		
	City Wide	Ward 9
1	16%	23%
2	31%	25%
3	19%	18%
4	20%	20%
5 or more	14%	14%
MEAN	3.1	3.1

Children or seniors in household		
	City Wide	Ward 9
Yes – children	31%	33%
Yes – seniors	34%	32%

Tenure in Calgary		
	City Wide	Ward 9
Less than 5 years	8%	7%
5 to less than 10 years	6%	5%
10 to less than 15 years	10%	9%
15 to less than 20 years	10%	10%
20 to less than 30 years	23%	24%
30 to less than 40 years	14%	19%
40 or more	27%	26%
MEAN	28.6	29.7

Business owner/operator		
Base: In workforce		
	City Wide	Ward 9
Own and operate a business	18%	18%
Own a business	2%	2%
Operate a business	2%	1%
No	79%	78%

Base: Valid respondents (bases vary)



# Respondent profile (continued)

Born in Canada		
	City Wide	Ward 9
Yes	69%	83%
No	31%	17%

Date of arrival in Canada Base: Not born in Canada		
	City Wide	Ward 9
Within the past 5 years	22%	33%
More than 5 years ago	78%	67%

2SLGBTQIA+		
	City Wide	Ward 9
Yes	8%	10%
No	91%	90%
Refused/prefer to not answer	1%	<1%

Indigenous identity^		
	City Wide	Ward 9
Yes – First Nations	2%	5%
Yes – Métis	2%	4%
Yes – Inuit	<1%	0%
Yes – Prefer to self-describe	0%	0%
Other	<1%	<1%
No	96%	91%

Racialized		
	City Wide	Ward 9
Yes	28%	28%
No	70%	67%
Prefer to self-describe	0%	0%
Other	1%	5%

Ethnicity^		
	City Wide	Ward 9
Canadian/French Canadian	3%	2%
American	2%	0%
British	8%	7%
Western European	7%	2%
Southern or Eastern European	8%	13%
South Asian	19%	2%
East or Southeast Asian	21%	36%
West Asian or Middle Eastern	5%	4%
African	14%	5%
Central/South American or Caribbean	10%	32%
Other	3%	3%
Don't know	2%	0%

Base: Valid respondents (bases vary)



# Contact

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