

Calgary



# 2023 Perspectives on Calgary Report Council Focus Areas

Final Report

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# Acknowledgements

## Land Acknowledgement

We acknowledge the traditional territories and oral practices of the Blackfoot Nations, which include the Siksika, the Piikani, and the Kainai. We also acknowledge the Stoney Nakoda Nations, which include the Bearspaw, the Chiniki, and the Goodstoney, as well as the Tsuut'ina First Nations, the Métis Nation (Region 3), and all people who make their homes in the Treaty 7 region of Southern Alberta.



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# Highlights at a glance

## Tourism

75%

Agree they would recommend **Calgary as a must-see destination** to travellers from outside of Canada

73%

Agree **Calgary has a lot to offer tourists** beyond the Calgary Stampede and access to the Rocky Mountains



## Housing

90%

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



89%

Agree the price of housing in Calgary is **too expensive** for the average Calgarian

## Diversity and Inclusion

63%

Agree **The City meets the needs of all Calgarians**, regardless of gender, age, ability, income or cultural background



82%

Agree **Truth and Reconciliation** is something all Calgarians should be a part of

91%

Agree people in Calgary are **very welcoming and friendly**

## Downtown

70%

Agree **downtown is the heart** of Calgary



78%

Agree **revitalizing Calgary's downtown should be a focus** of The City over the next 5 years

89%

Agree a **vibrant downtown is important** to attracting new investment to Calgary

## Calgary Transit

71%

Agree Transit **accommodates the accessibility needs** of all Calgarians



51%

Agree Transit's **network is extensive enough** to get Calgarians where they need to go

## Business and employment

66%

Agree there is **enough opportunity for employment** in Calgary



57%

Agree Calgary is viewed by the rest of Canada as a **hub for the Canadian technology industry**

60%

Agree The City makes **policy decisions in the best interests of Calgarians**

# Background and methodology

## Background

The City of Calgary surveys Calgarians about their opinions, preferences, and attitudes in order to help support data-driven City decision-making. The Perspectives on Calgary Survey program is one of the ways by which data are collected, and these surveys are conducted throughout the year. This wave of the survey asked questions about Calgarians' perceptions of a variety of topics: Calgary as a tourist destination, business and employment, housing and land use, downtown Calgary, Transit, and diversity and inclusion.

## Methodology

The survey was conducted by Advanis from September 19, 2023 to September 29, 2023 with 500 Calgarians (aged 18 years or older) via telephone using random-digit dialing (RDD). The average time to complete the survey was 21 minutes.

The survey was conducted using numbers from both landlines (16%) and cell phones (84%) to obtain a random and statistically representative sample of Calgarians.

The margin of error (MOE) for the total sample of  $n=500$  is  $\pm 4.4$  percentage points, 19 times out of 20.

To ensure the data was gathered from a representative group of Calgarians, sample quotas were set by age, gender, and city quadrant of the general population aged 18 and older.

Data were weighted based on the latest (2019) Municipal census for age and gender. Although the results are weighted, sample size for each question represents the number of actual respondents (i.e., unweighted  $n$ ).

Some charts and tables do not add to 100% due to rounding.





# Detailed findings





## Quality of life and satisfaction with City services and programs



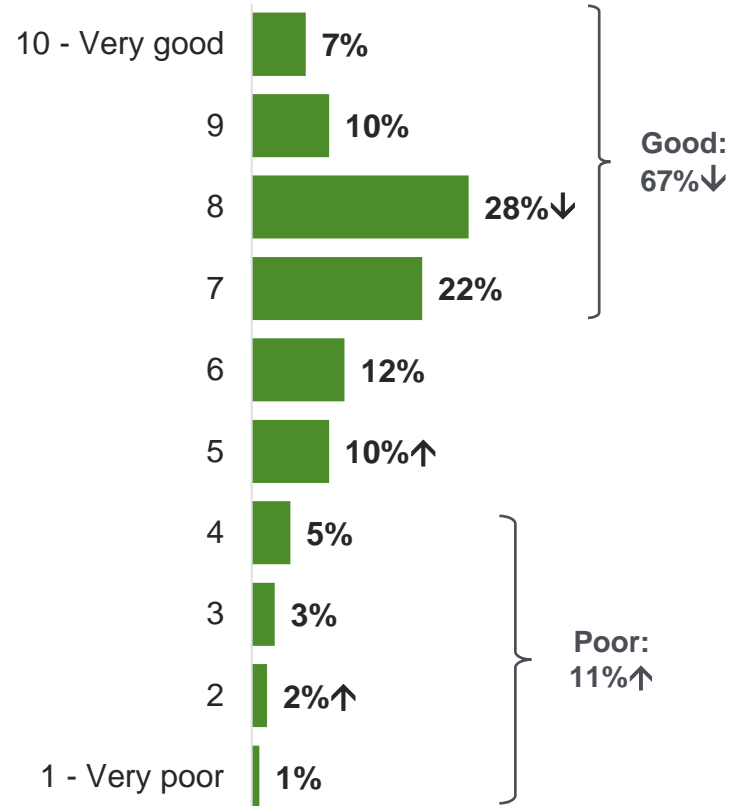
# Overall quality of life in Calgary

Two-thirds (67%) of Calgarians rate their overall quality of life as ‘good’ (a rating of 7, 8, 9 or 10 out of ten). This marks a statistically significant drop of 10 per cent from 2022. Overall, one-tenth (11%) rate it as ‘poor’ (a rating of 1, 2, 3 or 4), marking a statistically significant increase of 4%.

Those with annual household incomes of \$105,000 or greater are more likely than those from lower-income households to rate their quality of life as ‘good’ (82% \$105K to <\$135K and 73% \$135K+ vs. 50% less than \$45,000 and 55% \$45,000 to <\$75,000). Calgarians living in Northeast Calgary are less likely to rate their quality of life as ‘good’ (51% N.E. vs 69% S.E., 70% S.W. and 74% N.W.).

Although we cannot determine a causal relationship between overall quality of life and satisfaction with the level and quality of City services and programs, Calgarians who are satisfied with City services and programs are much more likely than those who are dissatisfied to rate their quality of life as ‘good’ (88% vs. 10%, respectively).

Overall quality of life in Calgary



Q. On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate your overall quality of life in Calgary today?  
 Base: Valid respondents (n=500)

↑ Statistically higher than 2022  
 ↓ Statistically lower than 2022



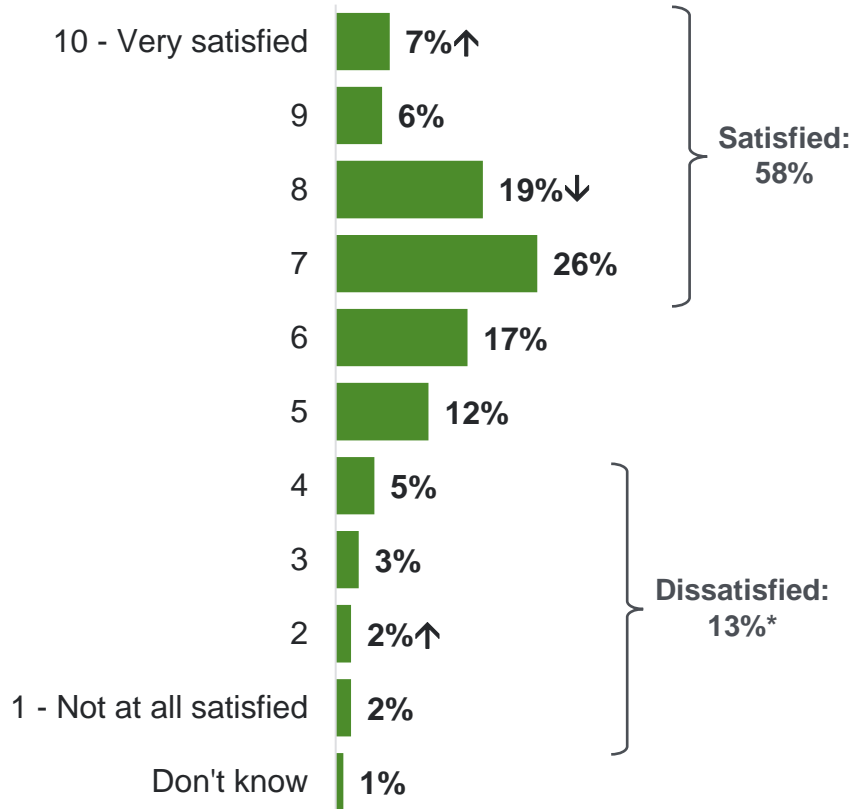


# Overall satisfaction with City services/ programs

Around three-fifths (58%) of Calgarians are 'satisfied' with the overall level and quality of City services and programs (a rating of 7, 8, 9 or 10 out of ten) and more than one-tenth (13%) are 'dissatisfied' (a rating of 1, 2, 3 or 4).

Again, although we cannot determine a causal relationship between overall quality of life and satisfaction with the level and quality of City services and programs, Calgarians who rate their quality of life as 'good' are more likely than those who say it is 'poor' to be 'satisfied' with City services and programs (75% vs. 9%, respectively). Conversely, those who rate their quality of life as 'poor' are more likely than those who rate it as 'good' to be 'dissatisfied' with City services and programs (65% vs. 2%, respectively).

Satisfaction with overall level and quality of City services and programs



Q. On a scale of 1 to 10 where “1” represents “not at all satisfied” and “10” represents “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 (n=500)

\* Rounding  
 ↑ Statistically higher than 2022  
 ↓ Statistically lower than 2022



# Tourism

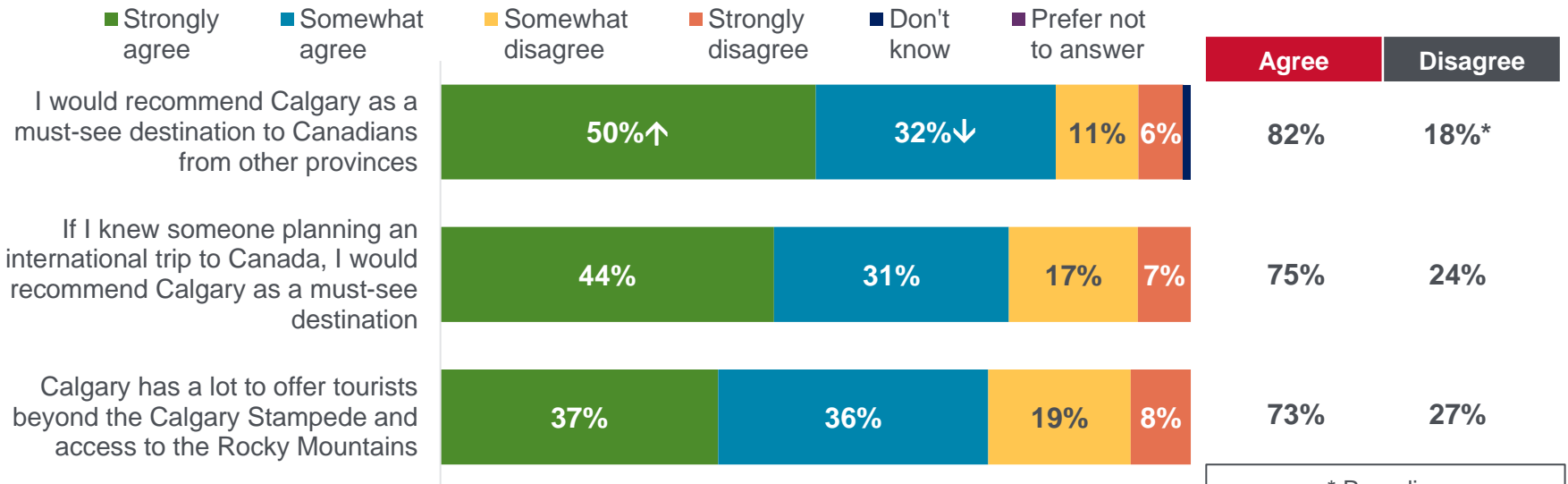


# Perceptions of Calgary as a tourist destination

Four-fifths (82%) of Calgarians agree they would recommend Calgary as a must-see destination to Canadians from other provinces while three-quarters (75%) agree they would recommend Calgary as a must-see destination to someone planning an international trip to Canada. Around three-quarters of Calgarians (73%) agree with the statement 'Calgary has a lot to offer tourists beyond the Calgary Stampede and access to the Rocky Mountains.'

Older Calgarians (65+ years of age) are more likely than younger Calgarians to recommend Calgary as a must-see destination to people planning an international trip to Canada (85% vs. 77% 35 to 64 and 67% 18 to 34) and to agree Calgary has a lot to offer tourists beyond the Calgary Stampede and access to the Rocky Mountains (81% vs 68% 18 to 34).

Perceptions of Calgary as a tourist destination



\* Rounding  
 Data labels <3% not shown  
 ↑ Statistically higher than 2022  
 ↓ Statistically lower than 2022

Q. For each of the following statements about Calgary as a tourist destination, please tell me to what extent you agree or disagree. The first is:  
 Base: Valid respondents (n=500)





# Housing and land use



# Perceptions of housing and land use in Calgary

A strong majority (90%) of Calgarians agree The City should explore ways to make home ownership more achievable for all Calgarians, with two-thirds (65%) 'strongly' agreeing. A similar proportion (89%) agree the price of housing is too expensive for the average Calgarian, a statistically significant increase of seven per cent from 2022. Of that, about seven-in-ten (68%) 'strongly agree' with this sentiment. Those 18 to 34 years of age are more likely than older Calgarians to agree (95% vs. 88% 35 to 64 and 85% 65 or older).

## Perceptions of housing and land use in Calgary

■ Strongly agree   
 ■ Somewhat agree   
 ■ Somewhat disagree   
 ■ Strongly disagree   
 ■ Don't know   
 ■ Prefer not to answer

**Agree**    **Disagree**

The price of housing in Calgary is too expensive for the average Calgarian



**89%↑**    **10%↓**

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



**90%\***    **9%**

\* Rounding

Data labels <3% not shown

↑ Statistically higher than 2022  
 ↓ Statistically lower than 2022

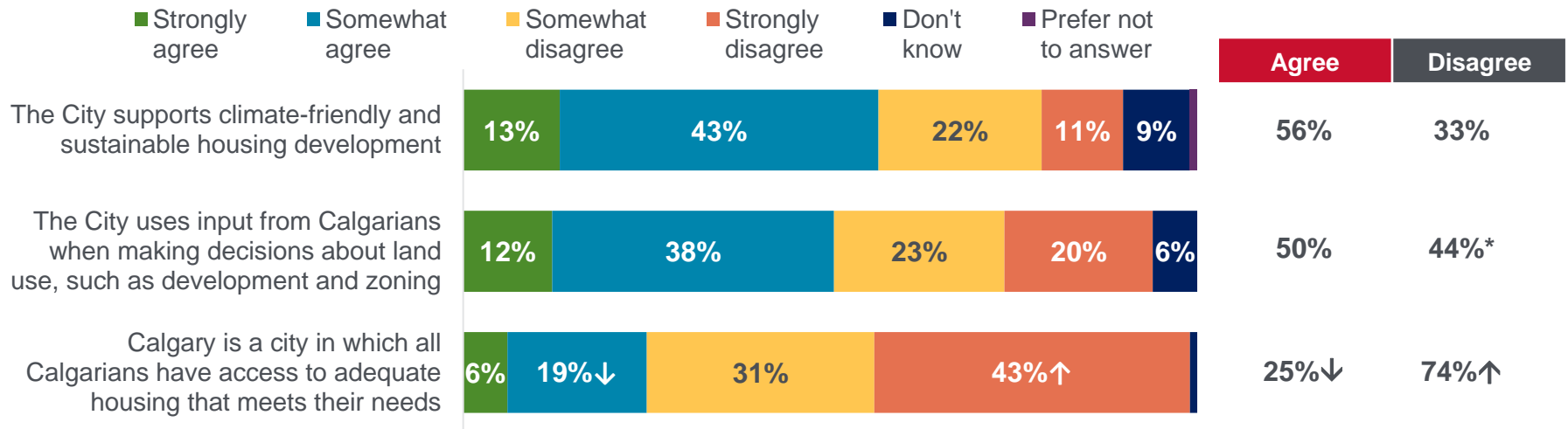
Q. For each of the following statements about housing, please tell me to what extent you agree or disagree. The first is:  
 Base: Valid respondents (n=500)



# Perceptions of housing and land use in Calgary (continued)

A slight majority (56%) of Calgarians agree The City supports climate-friendly and sustainable housing development. A higher than usual proportion answered ‘don’t know’ for this statement (9%). One-half (50%) agree The City uses input from Calgarians when making decisions about land use, while one-quarter (25%) agree Calgary is a city in which all Calgarians have access to adequate housing that meets their needs. Three-quarters (74%) disagree with this statement. This marks a statistically significant 14 per cent drop in agreement and a 16 per cent increase in disagreement from 2022.

Perceptions of housing and land use in Calgary



\* Rounding  
 Data labels <3% not shown  
 ↑ Statistically higher than 2022  
 ↓ Statistically lower than 2022

Q. For each of the following statements about housing, please tell me to what extent you agree or disagree. The first is:  
 Base: Valid respondents (n=500)



# Perceptions of housing and land use in Calgary (continued)

- Those 18 to 34 years of age are more likely than older Calgarians to agree the price of housing in Calgary is too expensive for the average Calgarians (95% vs. 88% 35 to 64 and 85% 65+) as are those who rent compared to those who own their home (97% vs. 86%, respectively).
- Those 18 to 34 years of age are more likely than older Calgarians to agree The City should explore ways to make home ownership more achievable for all Calgarians (98% vs. 87% 35 to 64 and 85% 65+) as are those who rent compared to those who own their home (97% vs. 86%, respectively).
- Those 18 to 34 years of age are also more likely than older Calgarians to agree The City uses input from Calgarians when making decisions about land use (65% vs. 46% 35 to 64 and 41% 65+) as are those with household incomes of more than \$105,000 compared to those with less than \$45,000 (64% \$105K to <\$135K and 51% \$135K+ vs. 34% <\$45K).

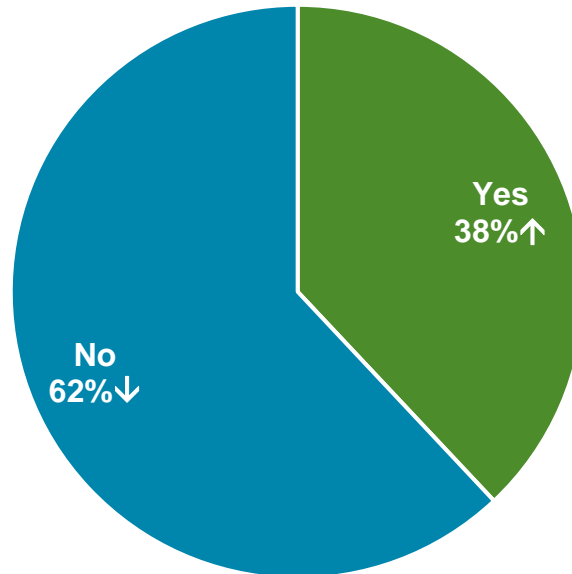


# Bought/sold home in Calgary or considered it

Around two-fifths (38%) of Calgarians bought or sold a home in Calgary in the past year or considered doing so.

Calgarians under the age of 65 are more likely than seniors to have done this or considered doing it (56% 18 to 34 and 37% 35 to 64 vs. 13% 65 or older).

**Bought or sold a home in Calgary or considered doing this in the past year**



Q. In the past year, have you bought or sold a home in Calgary or considered doing this?  
 Base: Valid respondents (n=500)

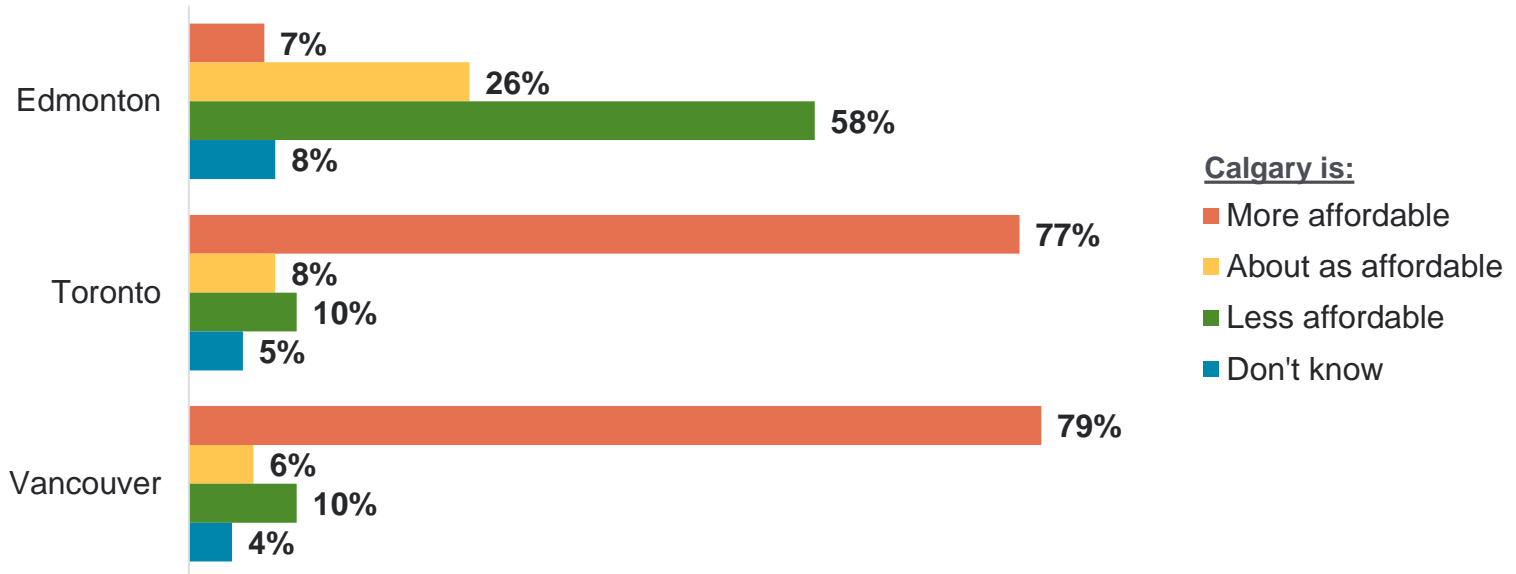
↑ Statistically higher than 2022  
 ↓ Statistically lower than 2022



# Housing affordability of other Canadian cities compared to Calgary

While Calgarians believe Calgary is 'less affordable' than Edmonton (58%), a majority believe Calgary is 'more affordable' than both Toronto (77%) and Vancouver (79%).

Affordability of Calgary compared to other Canadian cities



Q. Based on personal experience or anything you may have seen, read or heard, do you feel housing in Calgary is more affordable, less affordable or about as affordable as in the following cities. First is:  
 Base: Valid respondents (n=500)





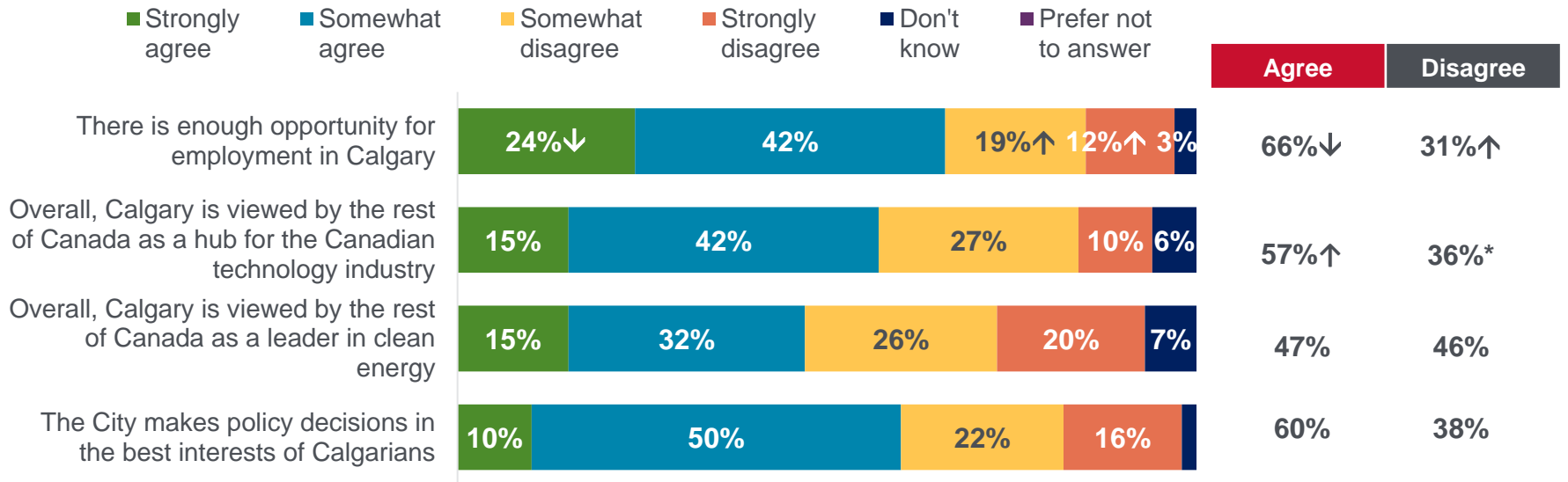
# Business and employment



# Perceptions of business and employment in Calgary

Two-thirds (66%) of Calgarians agree there is enough opportunity for employment in Calgary, a statistical decrease of 11 per cent from 2022. Three-fifths (60%) agree The City makes policy decisions in the best interests of Calgarians. A similar proportion (57%) agree that overall, Calgary is viewed by the rest of Canada as a hub for the Canadian technology industry, a statistical increase of 7 per cent from 2022. Almost one-half (47%) agree that overall, Calgary is viewed by the rest of Canada as a leader in clean energy.

## Perceptions of Calgary in terms of business and employment



\* Rounding

Data labels <3% not shown

↑ Statistically higher than 2022

↓ Statistically lower than 2022

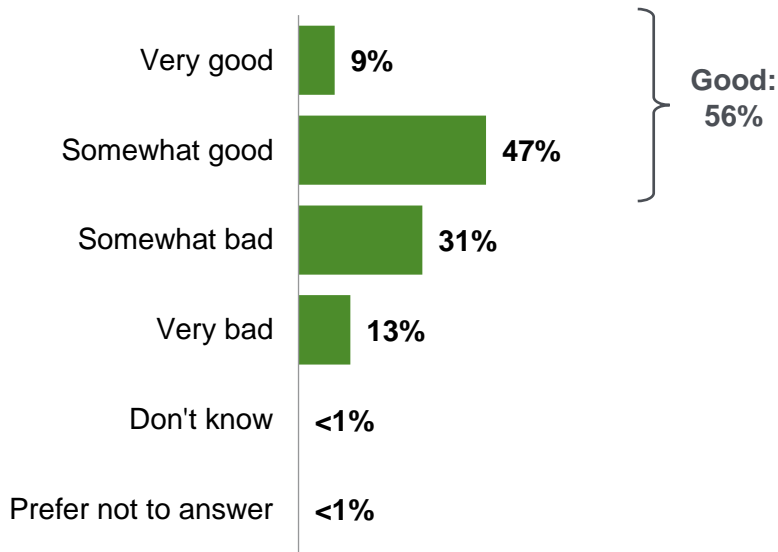
Q. For each of the following statements about business and employment, please tell me to what extent you agree or disagree. The first is:  
Base: Valid respondents (n=500)



# Current economic situation of other Canadian cities compared to Calgary

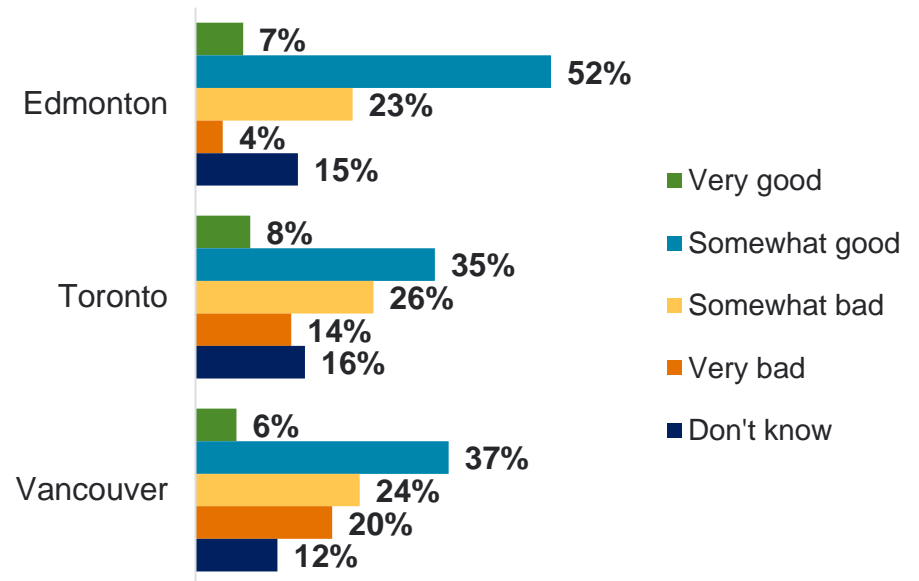
A small majority (56%) of Calgarians think the current economic situation in Calgary is good, although only 9% rate it as 'very' good. On the whole, Calgarians describe the economic situation in Edmonton as 'good' (59% 'very' + 'somewhat'), while fewer describe the economic situation in Toronto (43% 'very' + 'somewhat') and Vancouver (43% 'very' + 'somewhat') as good.

**Opinion about the Current Economic Situation in Calgary**



Q. How would you describe the current economic situation in Calgary?  
 Base: All respondents (n=500)

**Current economic situation in other Canadian cities**



Q. Would you describe the current economic situation in each of the following cities as very good, somewhat good, somewhat bad, or very bad?  
 Base: Valid respondents (n=500)





# Downtown

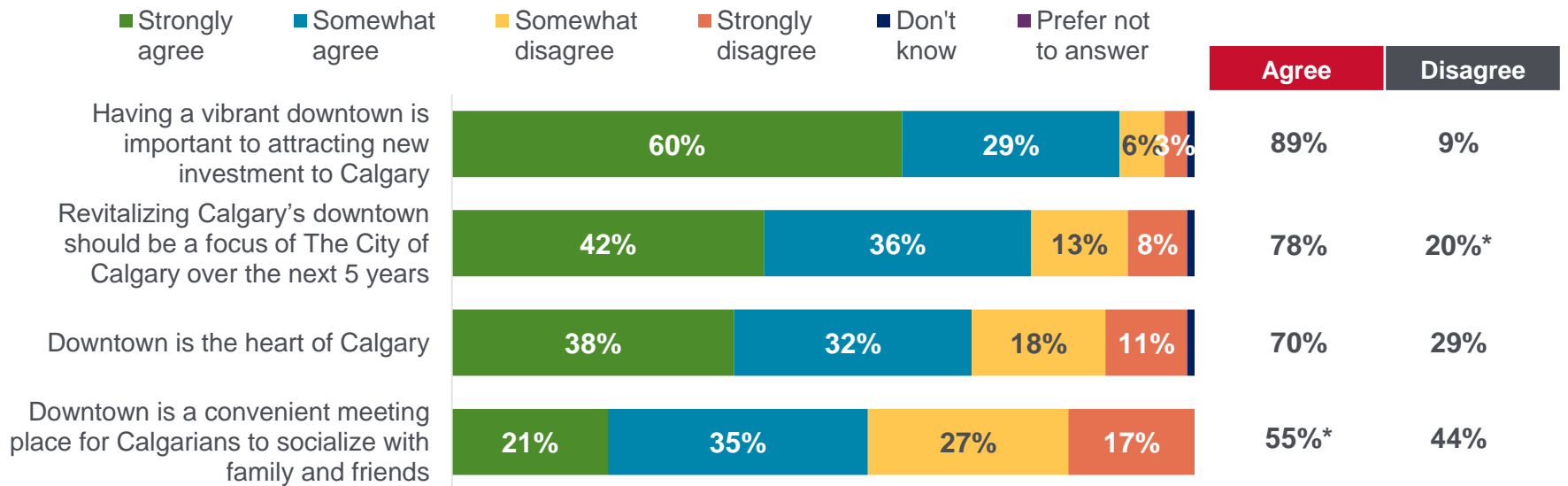




# Perceptions of Calgary's downtown

Most Calgarians (89%) agree having a vibrant downtown is important to attracting new investment to Calgary, although fewer (78%) agree revitalizing Calgary's downtown should be a focus of The City over the next five years. Seven-in-ten Calgarians (70%) agree with the statement 'downtown is the heart of Calgary' but just over one-half (55%) agree downtown is a convenient meeting place for Calgarians to socialize with family and friends.

Perceptions of Calgary's downtown



Q. For each of the following statements about Calgary's downtown, please tell me to what extent you agree or disagree. The first is:  
 Base: Valid respondents (n=500)

\* Rounding

Data labels <3% not shown

# Perceptions of Calgary's downtown (continued)

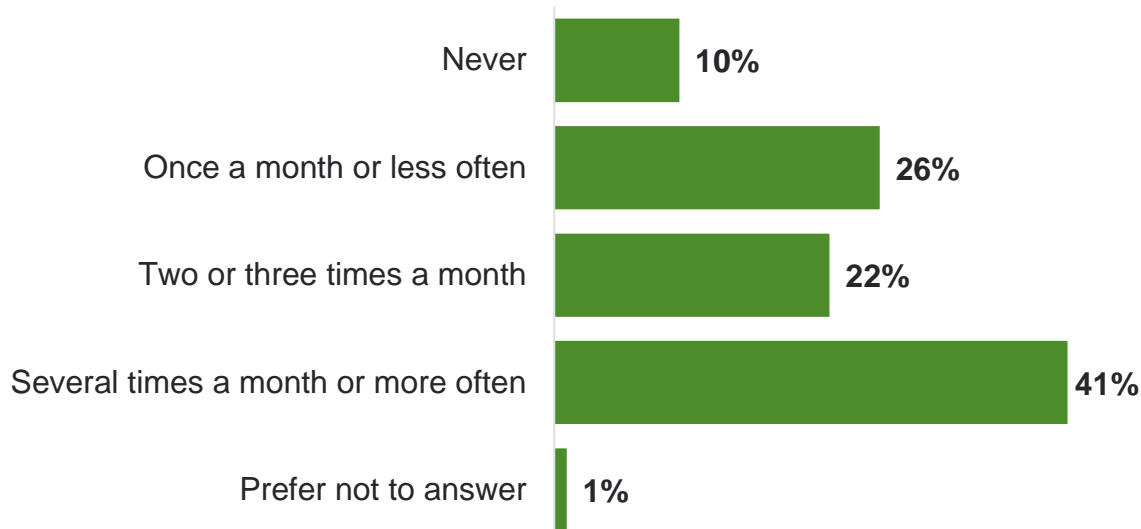
- Calgarians aged 18 to 34 years are more likely than older Calgarians to agree downtown is the heart of Calgary (87% vs. 65% 35 to 64 and 59% 65+). Additionally, those who rate their quality of life in Calgary as 'good' are more likely than those who rate it as 'poor' to agree 'downtown is the heart of Calgary (73% vs. 56%, respectively).
- Younger Calgarians are also more likely to agree downtown is a convenient meeting place for Calgarians to socialize (71% 18 to 34 vs. 51% 35 to 64 and 43% 65+). Additionally, those who rate their quality of life in Calgary as 'good' are more likely than those who rate it as 'poor' to agree downtown is a convenient meeting place for Calgarians to socialize (59% vs. 41%, respectively).
- Those who visited downtown several times a month or more often are more likely than those who visited less frequently or not at all to agree downtown is a convenient meeting place for Calgarians to socialize with family and friends (72% vs. 47% <2 to 3 times/month vs. 31% never).



# Frequency of visiting downtown

One-tenth (10%) of Calgarians have not been downtown in the past six months, while around one-quarter (26%) have been once a month or less often. One-fifth (22%) have visited downtown two or three times a month in the past six months while two-fifths (41%) have been downtown several times a month or more often. Calgarians 18 to 64 years of age are more likely than those 65 or older to have visited downtown several times a month or more often in the past six months (62% 18 to 34 and 40% 35 to 64 vs. 13% 65+).

**Frequency of visiting downtown for any reason in the past six months**



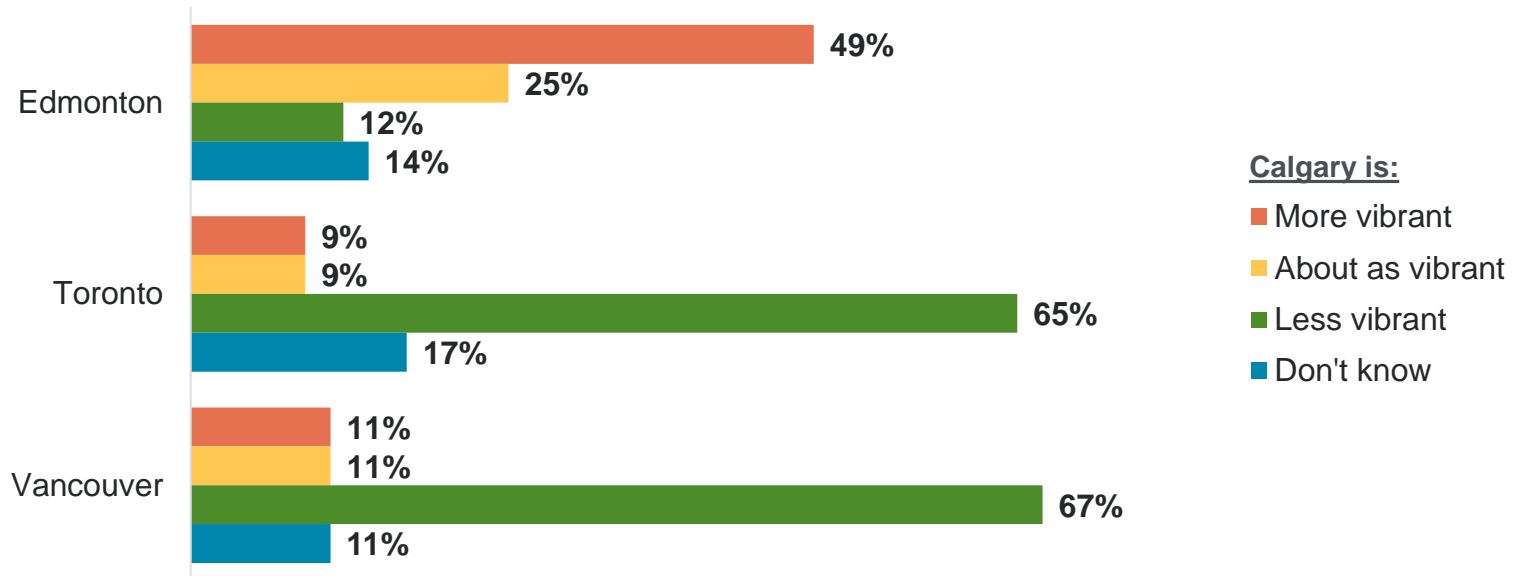
Q. In the past 6 months, how often have you visited downtown for any reason?  
 Base: Valid respondents (n=500)



# Vibrancy of other Canadian cities' downtown compared to Calgary

One-half (49%) of respondents feel Calgary's downtown is more vibrant than Edmonton's downtown. This is especially true of younger Calgarians (63% 18 to 34 vs. 50% 35 to 64 and 23% 65+) Two-thirds feel Calgary's downtown is less vibrant than Toronto's downtown and Vancouver's downtown (65% and 67%, respectively).

Vibrancy of Calgary compared to other Canadian cities' downtown



Q. And based on personal experience or anything you may have seen, read or heard, do you feel Calgary's downtown is more vibrant, less vibrant or about as vibrant as downtown in the following cities  
 Base: Valid respondents (n=500)





# Transit

# Perceptions of Calgary Transit

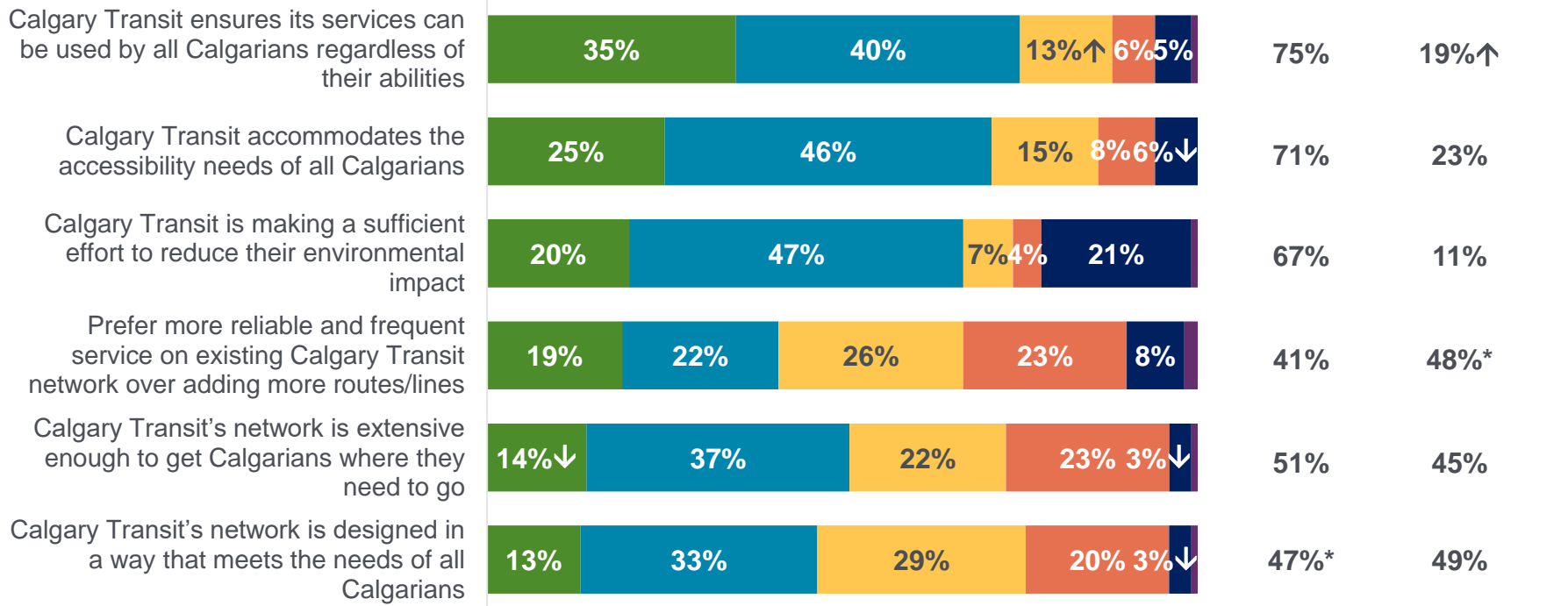
- Three-quarters (77%) of Calgarians agree Calgary Transit ensures its services can be used by all Calgarians regardless of their abilities, while a similar proportion (71%) agree Transit accommodates the accessibility needs of all Calgarians (see chart on next slide). Two-thirds (67%) agree Transit is making a sufficient effort to reduce their environmental impact, while a substantial minority (21%) answered 'don't know.' In terms of Transit's network, one-half (51%) agree it is extensive enough to get Calgarians where they need to go, and around one-half (48%) agree it is designed in a way that meets the needs of all Calgarians.
- Males are more likely than females to agree Calgary Transit ensures its services can be used by all Calgarians regardless of their abilities (83% vs. 68%, respectively) and to agree Transit accommodates the accessibility needs of all Calgarians (78% vs. 64%). Younger and middle-aged Calgarians are more likely than seniors to agree Transit accommodates the accessibility needs of all Calgarians (77% 35 to 64 vs. 66% 65 or older).
- Two-in-five (41%) of Calgarians say they would prefer 'more reliable and frequent service on the existing Calgary Transit network,' with one-fifth (19%) saying they 'strongly agree' with this sentiment.
- Calgarians who have a household income of less than \$45k or \$45k to less than \$75k are more likely to agree Calgary Transit's network is extensive enough to get Calgarians where they need to go compared to those with household incomes of \$75k or more (62% and 69% vs. 48% \$75k to less than \$105k, 45% \$105k to less than \$135k, 44% \$135k or more). Moreover, Calgarians who have a household income of less than \$45k or \$45k to less than \$75k are more likely to agree Calgary Transit's network is designed in a way that meets the needs of all Calgarians compared to those with household incomes of \$75k or more (57% and 72% vs. 45% \$75k to less than \$105k, 32% \$105k to less than \$135k, 47% \$135k or more).



# Perceptions of Calgary Transit (continued)

## Perceptions of Calgary Transit

■ Strongly agree   
 ■ Somewhat agree   
 ■ Somewhat disagree   
 ■ Strongly disagree   
 ■ Don't know   
 ■ Prefer not to answer



\* Rounding

Data labels <3% not shown

↑ Statistically higher than 2022

↓ Statistically lower than 2022

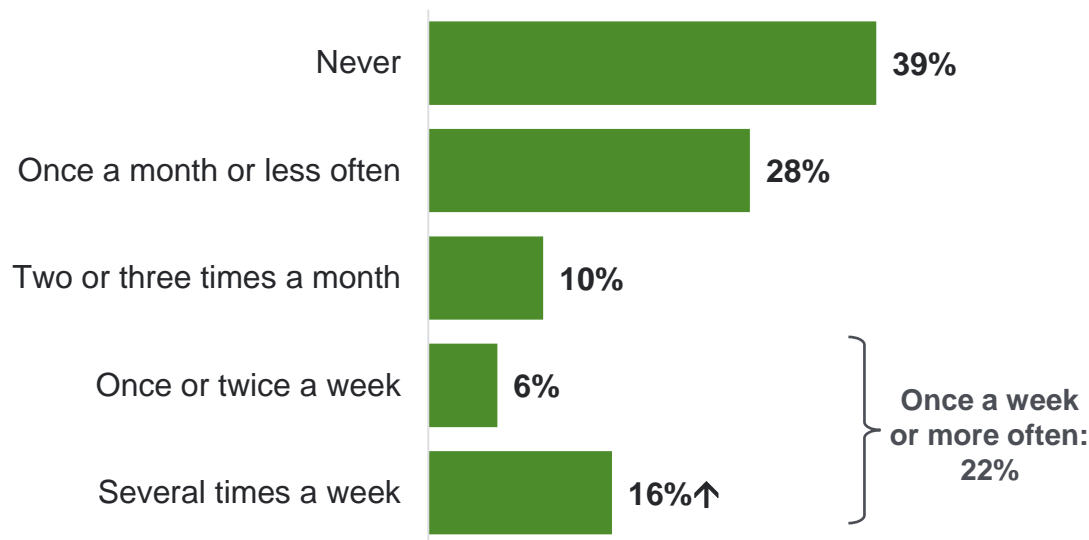
Q. For each of the following statements about Calgary's downtown, please tell me to what extent you agree or disagree. The first is:  
Base: Valid respondents (n=500)



# Frequency of Calgary Transit use

One-fifth (22%) of Calgarians say they have used Calgary Transit at least once a week in the past six months, with about one-fifth (16%) having used it several times a week. Two-fifths (39%) have not used Calgary Transit at all in the past six months.

Frequency of using Calgary Transit in the past six months



Q. In the past 6 months, how often have you used Calgary Transit, including buses and the Ctrain?

Would that be:

Base: Valid respondents (n=500)

↑ Statistically higher than 2022  
 ↓ Statistically lower than 2022

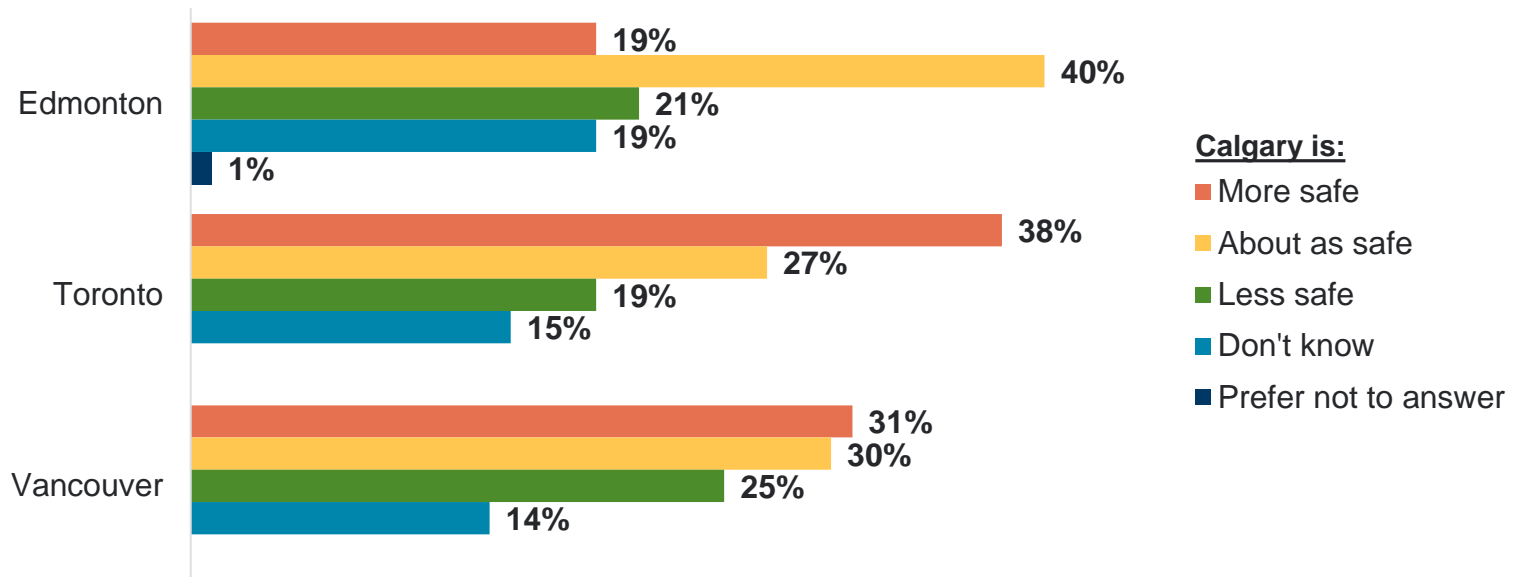




# Safety of other Canadian cities' public transit compared to Calgary

When comparing safety on public transit in Calgary to other major Canadian cities, Calgarians are somewhat divided in their opinions, but most feel that transit in Calgary is 'about as safe' or 'more safe' than in other major cities. Two-fifths (38%) feel transit in Calgary is 'more' safe than in Toronto and three-in-ten (31%) feel it is 'more' safe than Vancouver's transit. Only one-fifth (19%) feel public transit in Calgary is 'more' safe than in Edmonton, but a further two-fifths (40%) feel it is 'about as safe' as Edmonton.

Safety of Calgary's public transit compared to other Canadian cities



Q. And based on personal experience or anything you may have seen, read or heard, do you feel public transit in Calgary is more safe, less safe or about as safe as the following cities?

Base: Valid respondents (n=500)



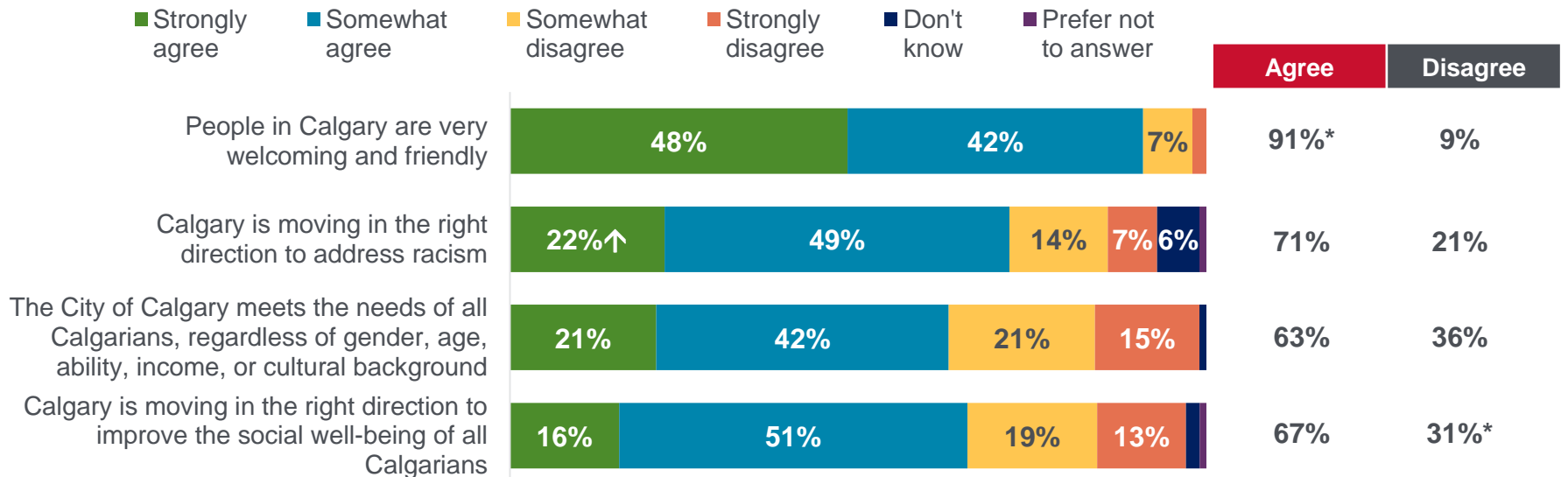
# Diversity and inclusion



# Perceptions of diversity and inclusion in Calgary

Though the vast majority of Calgarians (91%) feel residents are welcoming and friendly, there is room for improvement. Fewer Calgarians agree that Calgary is moving in the right direction to address racism (71%) or to improve the social well-being of all Calgarians (67%). Further, 63% feel The City meets the needs of all Calgarians regardless of gender, age, ability, income or cultural background.

## Perceptions of Calgary as a diverse and inclusive city



\* Rounding

Data labels <3% not shown

↑ Statistically higher than 2022

↓ Statistically lower than 2022

Q. For each of the following statements, please tell me to what extent you agree or disagree. The first is:

Base: Valid respondents (n=500)

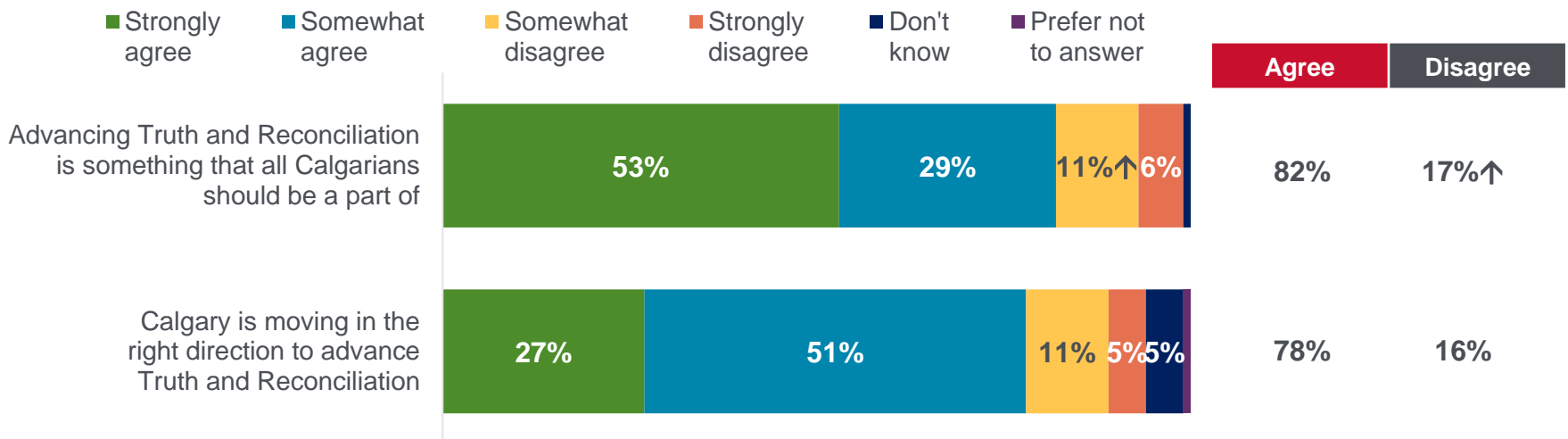


# Perceptions of Truth and Reconciliation in Calgary

Around four-fifths (82%) of Calgarians feel that advancing Truth and Reconciliation is something that all Calgarians should be a part of. Slightly fewer (78%) agree that Calgary is moving in the right direction to advance Truth and Reconciliation. Younger Calgarians are more likely to agree that advancing Truth and Reconciliation is something all Calgarians should be a part of than older Calgarians (90% 18 to 34 vs. 79% 35 to 64 and 77% 65+).

Prior to being asked these questions, Truth and Reconciliation was defined to respondents as the process that builds respectful relationships between Indigenous and non-Indigenous people

Perceptions of Truth and Reconciliation in Calgary



Q. For each of the following statements about transit, please tell me to what extent you agree or disagree. The first is:  
 Base: Valid respondents (n=500)

Data labels <3% not shown  
 ↑ Statistically higher than 2022  
 ↓ Statistically lower than 2022

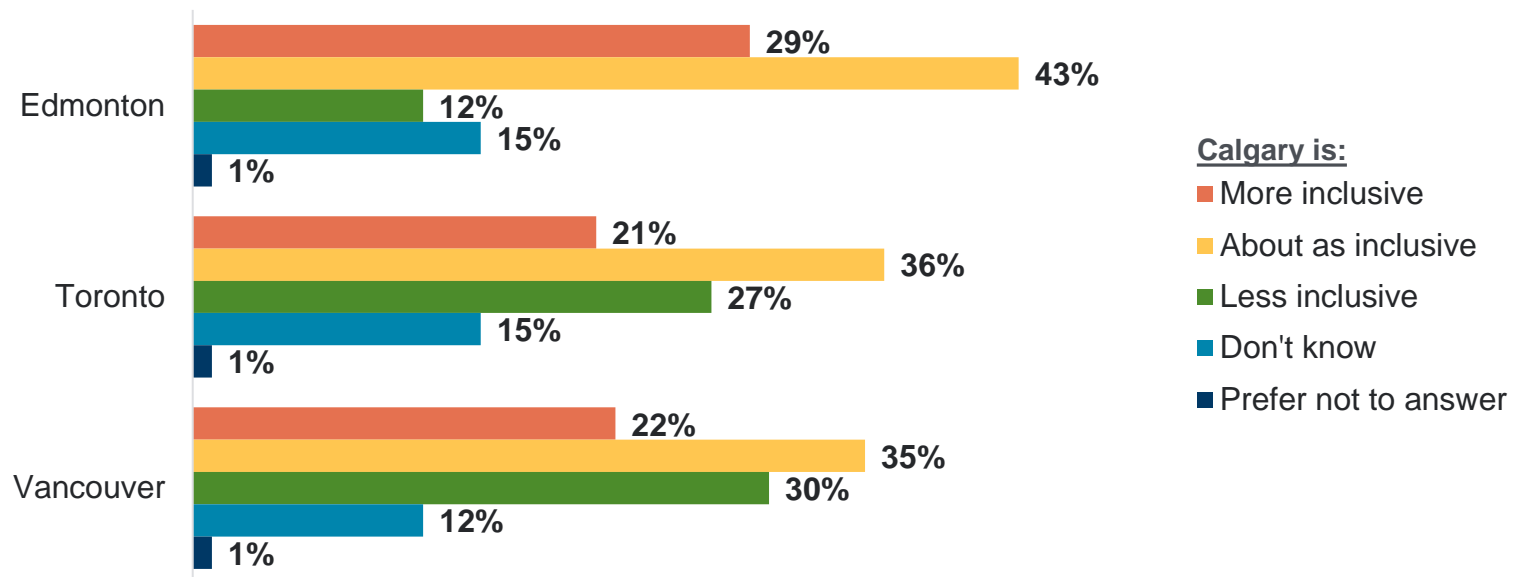




# Inclusivity of other Canadian cities compared to Calgary

Around one-in-ten (12%) Calgarians feel that Calgary is 'less' inclusive than Edmonton. However, three-in-ten feel that Calgary is 'less' inclusive than Toronto (27%) or Vancouver (30%).

**Inclusivity of other Canadian cities compared to Calgary**



Q. And based on personal experience or anything you may have seen, read or heard, do you feel public transit in Calgary is more inclusive, less inclusive or about as inclusive of all residents as the following cities?  
 Base: Valid respondents (n=500)



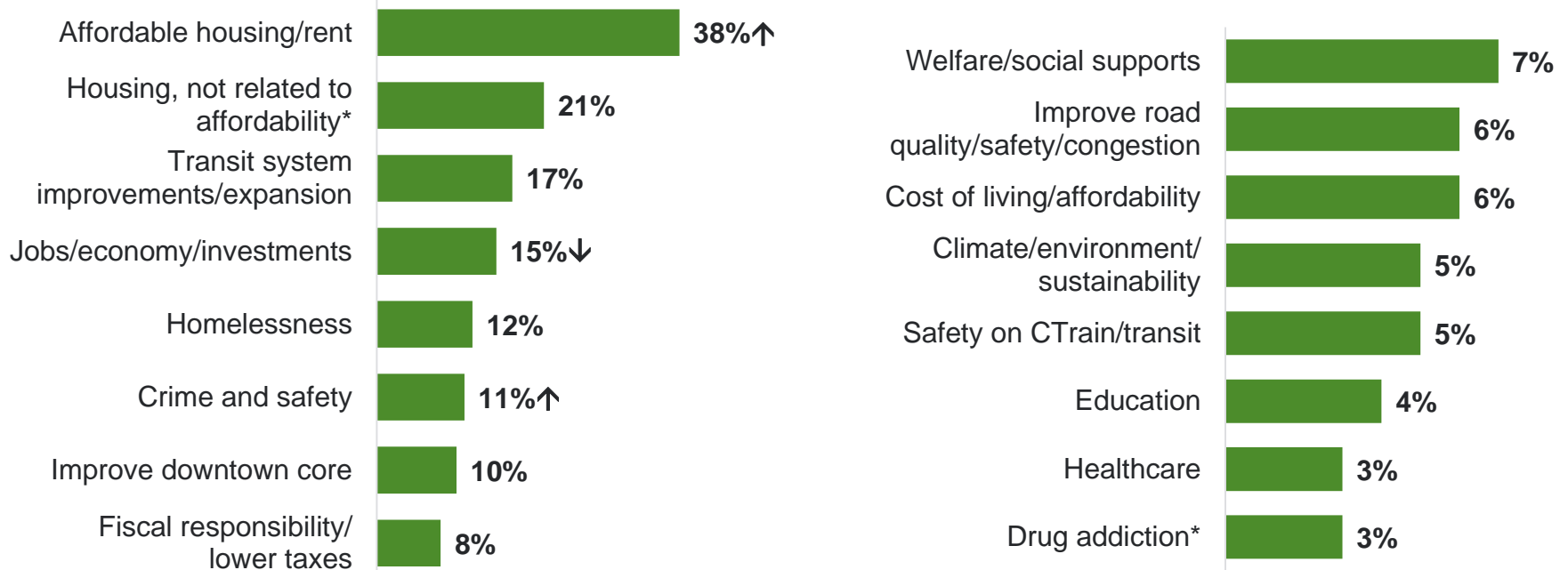
# City's primary focus - next three years



# Opinions on City focus over next three years

Calgarians were asked, on an open-ended basis, what they believe The City should focus on primarily over the next three years. Affordable housing/rent (38%) was cited most frequently, followed by housing other than affordability (21%), transit system improvements/investments (17%) and jobs and the economy (15%).

**Opinions on what The City's primary focus should be for the next three years**



**Note:** Open-ended question, meaning response options were not read to the respondent. Respondents' answers were coded into themes.

\* Was not mentioned in 2022.

Multiple responses allowed

Mentions <3% not shown

Q. What do you think should be The City's primary focus for the next 3 years?  
Base: Valid respondents (n=500)

↑ Statistically higher than 2022  
↓ Statistically lower than 2022





# Respondent profile





# Respondent profile

Gender	
Female	50%
Male	48%
Prefer to self-describe	2%
Prefer not to answer	<1%

Quadrant of residence	
NW	28%
NE	20%
SW	28%
SE	24%

Years Lived in Calgary	
Fewer than 5 years	4%
5-10	11%
11-20	24%
21-30	21%
More than 30 years	40%
Prefer not to answer	<1%

Age	
18 to 24	7%
25 to 34	22%
35 to 44	16%
45 to 54	21%
55 to 64	13%
65 or older	20%

Household Income	
Less than \$30,000	5%
\$30,000 to <\$45,000	4%
\$45,000 to <\$60,000	6%
\$60,000 to <\$75,000	6%
\$75,000 to <\$90,000	8%
\$90,000 to <\$105,000	12%
\$105,000 to <\$120,000	7%
\$120,000 to <\$150,000	8%
\$150,000 or more	31%

Household Size	
1	19%
2	30%
3-4	37%
5 or more	14%
Prefer not to answer	<1%

Born in Canada	
Yes	70%
No	30%
Prefer not to answer	<1%

Base: All respondents (n=500)



# Respondent profile (continued)

Child under 18 in household	
Yes	33%
No	67%
Prefer not to answer	<1%

Senior (aged 65+ years) in household	
Yes	24%
No	76%

Identify as 2SLGBTQIA+	
Yes	8%
No	91%
Prefer not to answer	1%

Identify as a racialized person	
Yes	26%
No	71%
Prefer to self-describe	<1%
Prefer not to answer	3%

Disability in the household^	
Yes - self	14%
Yes – household member	12%
No	77%
Prefer not to answer	1%

Indigenous^	
Yes – First Nations	1%
Yes - Métis	2%
Yes - Inuit	0%
Yes – Prefer to self-describe	1%
No	96%
Prefer not to answer	1%

Home ownership	
Own	68%
Rent	30%
Neither/Other	2%
Prefer not to answer	<1%

Dwelling type	
Single detached	64%
Apartment or apartment-style condominium	18%
Townhouse or rowhouse	8%
Duplex, triplex or fourplex	7%
Another type of multi-unit complete	2%
Other	0%
Prefer not to answer	1%

Base: All respondents (n=500)

^ Multiple responses permitted



# Questionnaire



# Questionnaire

The City of Calgary 2023 Perspectives on Calgary – Council Focus Areas Survey  
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**STANDARD INTRO/SCREENERS**

**GENERAL**

1. On a scale of "1" to "10" where "1" represents "very poor" and "10" represents "very good," how would you rate your overall quality of life in Calgary today?

**SCALE 1 TO 10**  
Don't know **[DO NOT READ]**  
Prefer not to answer **[DO NOT READ]**

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

**SCALE 1 TO 10**  
Don't know **[DO NOT READ]**  
Prefer not to answer **[DO NOT READ]**

**[ROTATE FOLLOWING SECTIONS, EXCEPT Q13 AND DEMOS]**

**TOURISM**

3. For each of the following statements about Calgary as a tourist destination, please tell me to what extent you agree or disagree. The first is:  
**[READ / REPEAT SCALE IF NEEDED]**

**[RANDOMIZE]**

Calgary has a lot to offer tourists beyond the Calgary Stampede and access to the Rocky Mountains.

**[READ NEXT TWO IN ORDER]**

I would recommend Calgary as a must-see destination to Canadians from other provinces. If I knew someone planning an international trip to Canada, I would recommend Calgary as a must-see destination.

Strongly agree  
Somewhat agree  
Somewhat disagree  
Strongly disagree  
Don't know **[DO NOT READ]**  
Prefer not to answer **[DO NOT READ]**

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**HOUSING AND LAND USE**

4. For each of the following statements about housing, please tell me to what extent you agree or disagree. The first is:  
**[READ / REPEAT SCALE IF NEEDED]**

**[RANDOMIZE]**

The City uses input from Calgarians when making decisions about land use, such as development and zoning.  
The City should explore ways to make home ownership more achievable for all Calgarians. Calgary is a city in which all Calgarians have access to adequate housing that meets their needs.

The City supports climate-friendly and sustainable housing development.  
The price of housing in Calgary is too expensive for the average Calgarian.

Strongly agree  
Somewhat agree  
Somewhat disagree  
Strongly disagree  
Don't know **[DO NOT READ]**  
Prefer not to answer **[DO NOT READ]**

5. In the past year, have you bought or sold a home in Calgary or considered doing this?

Yes  
No  
Don't know **[DO NOT READ]**  
Prefer not to answer **[DO NOT READ]**

6. Based on personal experience or anything you may have seen, read or heard, do you feel housing in Calgary is more affordable, less affordable or about as affordable as in the following cities? First is ...

**[RANDOMIZE]**

Edmonton  
Toronto  
Vancouver

More affordable  
Less affordable  
About as affordable  
Don't know **[DO NOT READ]**  
Prefer not to answer **[DO NOT READ]**





# Questionnaire (continued)

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**BUSINESS AND EMPLOYMENT**

7. For each of the following statements about business and employment, please tell me to what extent you agree or disagree. The first is:  
**[READ / REPEAT SCALE IF NEEDED]**

**[RANDOMIZE]**

Overall, Calgary is viewed by the rest of Canada as a leader in clean energy.  
Overall, Calgary is viewed by the rest of Canada as a hub for the Canadian technology industry.  
The City makes policy decisions in the best interests of Calgarians.  
There is enough opportunity for employment in Calgary.

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Don't know **[DO NOT READ]**
- Prefer not to answer **[DO NOT READ]**

8. Based on personal experience or anything you may have seen, read or heard, would you describe the current economic situation in each of the following cities as very good, somewhat good, somewhat bad, or very bad?

**[RANDOMIZE]**

Edmonton  
Toronto  
Vancouver

- Very good
- Somewhat good
- Somewhat bad
- Very bad
- Don't know **[DO NOT READ]**
- Prefer not to answer **[DO NOT READ]**

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**DOWNTOWN**

9. For each of the following statements about Calgary's downtown, please tell me to what extent you agree or disagree. The first is:  
**[READ / REPEAT SCALE IF NEEDED]**

**[RANDOMIZE]**

Having 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 of Calgary over the next 5 years.

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Don't know **[DO NOT READ]**
- Prefer not to answer **[DO NOT READ]**

10. In the past 6 months, how often have you visited downtown for any reason? Would that be:

- Never
- Once a month or less often
- Two or three times a month
- Several times a month or more often
- Don't know **[DO NOT READ]**
- Prefer not to answer **[DO NOT READ]**

11. And, based on personal experience or anything you may have seen, read or heard, do you feel Calgary's downtown is more vibrant, less vibrant or about as vibrant as downtown in the following cities?

**[RANDOMIZE]**

Edmonton  
Toronto  
Vancouver

- More vibrant
- Less vibrant
- About as vibrant
- Don't know **[DO NOT READ]**
- Prefer not to answer **[DO NOT READ]**



# Questionnaire (continued)

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**TRANSIT**

12. For each of the following statements about transit, please tell me to what extent you agree or disagree. The first is:  
**[READ / REPEAT SCALE IF NEEDED]**

**[RANDOMIZE]**

Calgary Transit's network is extensive enough to get Calgarians where they need to go.  
Calgary Transit's network is designed in a way that meets the needs of all Calgarians.  
Calgary Transit is making a sufficient effort to reduce their environmental impact.  
Calgary Transit accommodates the accessibility needs of all Calgarians.  
Calgary Transit ensures its services can be used by all Calgarians regardless of their abilities.

I would prefer more reliable and frequent service on the existing Calgary Transit network over adding more transit routes or lines / I would prefer adding more transit routes or lines over more reliable and frequent service on the existing Calgary Transit network.

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Don't know **[DO NOT READ]**
- Prefer not to answer **[DO NOT READ]**

13. In the past 6 months, how often have you used Calgary Transit, including buses and the CTrain? Would that be:

- Never
- Once a month or less often
- Two or three times a month
- Once or twice a week
- Several times a week
- Don't know **[DO NOT READ]**
- Prefer not to answer **[DO NOT READ]**

14. And, based on personal experience or anything you may have seen, read or heard, do you feel public transit in Calgary is more safe, less safe or about as safe as the following cities?

**[RANDOMIZE]**

Edmonton  
Toronto  
Vancouver

- More safe
- Less safe
- About as safe
- Don't know **[DO NOT READ]**
- Prefer not to answer **[DO NOT READ]**

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**DIVERSITY AND INCLUSION**

15. For each of the following statements, please tell me to what extent you agree or disagree. The first is:  
**[READ / REPEAT SCALE IF NEEDED]**

**[RANDOMIZE BUT KEEP THE FIRST TWO TOGETHER AND IN ORDER]**

Calgary is moving in the right direction to advance Truth and Reconciliation. Truth and Reconciliation is the process that builds respectful relationships between Indigenous and non-Indigenous people.

Advancing Truth and Reconciliation is something that all Calgarians should be a part of. **(INTERVIEWER NOTE: If needed, repeat definition: Truth and Reconciliation is the process that builds respectful relationships between Indigenous and non-Indigenous people.)**

People in Calgary are very welcoming and friendly.

The City of Calgary meets the needs of all Calgarians, regardless of gender, age, ability, income, or cultural background.

Calgary is moving in the right direction to address racism.

Calgary is moving in the right direction to improve the social well-being of all Calgarians.

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Don't know **[DO NOT READ]**
- Prefer not to answer **[DO NOT READ]**

16. And, based on personal experience or anything you may have seen, read or heard, do you feel Calgary is more inclusive, less inclusive or about as inclusive of all residents as the following cities?

**[RANDOMIZE]**

Edmonton  
Toronto  
Vancouver

- More inclusive
- Less inclusive
- About as inclusive
- Don't know **[DO NOT READ]**
- Prefer not to answer **[DO NOT READ]**

17. What do you think should be The City's primary focus for the next 3 years?

**[OPEN-END]**

**DEMOGRAPHICS - STANDARD DEMOS/FUTURE PARTICPATION QUESTIONS**

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



# Contact

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