



# 2021 Calgary Attitudes and Outlook Survey

Detailed Report – ISC: Unrestricted  
October 4, 2021

Prepared for The City of Calgary by:





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**Online survey conducted** with a total of n=753 Calgarians aged 18 years and older between June 10<sup>th</sup> and July 14<sup>th</sup>, 2021.

- Young adults aged 18-24 (n=351) are a primary focus with a comparison to Calgarians aged 25 and older (n=402).
- The average survey duration was 16 minutes.
- Online panelists were recruited via Ipsos' online panel of Calgarians, supplemented with panel sample from subcontractors (Maru Blue and Schoolfinder).



**Final data were weighted** to ensure the overall sample's quadrant, age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2018 Municipal and 2016 Federal Census data.

- The 18-24 year-old age group in Calgary accounts for just 8% of the adult population in Calgary and have been weighted accordingly in the 'total' results. As such, 'total' results and results among those aged 25+ are quite similar. Statistical weighting does not impact the ability to assess significant differences among age groups.



As this survey was conducted using an online panel, **a margin of error cannot be stated**. This means that the results cannot be considered representative of the general population. However, given a healthy sample size and rigorously managed panel sources, the results are considered reflective of the general population. As such, for ease of reading, when referring to respondents throughout this report, the term "Calgarians" is used.



**Statistically significant differences** between young adults aged 18-24 and Calgarians aged 25 and older are noted, as are significant differences from the 2020 findings:

- ↑ indicates number is significantly higher than other age groups/ 2020 findings
- ↓ indicates number is significantly lower than other age groups/ 2020 findings
- Some bar charts in this report do not add to 100% due to rounding.



**Methodological Challenges:** The original target was to survey n=400 young adults aged 18-24 in Calgary using an online methodology. Given the low incidence of this target audience and limited sample sources available, it was essential to use multiple sample sources to achieve the desired number of completed surveys. Although all sample sources available were exhausted, the response rate of 18-24 year-olds was lower than expected, resulting in n=351/400 completed surveys.



## Highlights





# Highlights | Young Adults (Aged 18-24)

## ISSUE AGENDA & QUALITY OF LIFE



68% ↑

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

89% ↑

Rate **overall quality of life** in Calgary as 'good'



64% ↑

Rate **Calgary's 'affordability'** as 'good'

## THE ENVIRONMENT

80% ↓

Agree that the **quality of Calgary's environment** is good

90% ↑



Think that we have to **act now to address climate change**

84% ↑



**Are concerned** about climate change

## DIVERSITY & INCLUSION

85% ↑

Say that Calgary needs to address **racism and discrimination**



77%

Feel a **sense of belonging** in their neighbourhood



54% ↑

Agree that they have personally experienced **discrimination** in Calgary

## RELOCATION



71%

**Likely to remain living** in Calgary for at least the next five years

62%

Among those who are unlikely to remain in Calgary, cite **'better job opportunities elsewhere'** as a reason for leaving

49% ↑

Among those who are unlikely to remain in Calgary, cite **'educational opportunities elsewhere'** as a reason for leaving

↑ Statistically higher than adults aged 25 or older  
 ↓ Statistically lower than adults aged 25 or older



# Highlights | Young Adults (Aged 18-24) (continued)

## VISION FOR THE FUTURE



80% ↑

Agree that **'Calgary is on the right track'** to be a better city 10 years from now'

38% ↑

Cite **'employment/ career opportunities'** as the most important initiative that would make Calgary a more vibrant city to work

17% ↑

Cite **'arts and culture'** as the most important initiative that would make Calgary a more vibrant city to live

## LIFESTYLE



25% ↑

Use **public transit** as the main mode of transportation

61% ↑

Likely to buy a **residence** in the next 10 years



56% ↓

Voted in the last municipal election+

## COMMUNICATION & TECHNOLOGY



56% ↑

Name **social media** as the best way for The City of Calgary to provide information to them

46%

**Feel informed** about municipal issues

69%

Rate performance of City **communications** in the past 6 months as 'good'

## CITY TRUST & REPUTATION



55% ↑

**Trust** The City

75% ↑

**Satisfied** with The City's performance

39%

Agree that The City practices **open and accessible government**

42% ↑

Agree that **'The City of Calgary can be relied on to do what it says it will do'**

+Calgarians currently aged 18-24 may not have been the age of majority at the time of the last election.

↑Statistically higher than adults aged 25 or older  
↓Statistically lower than adults aged 25 or older



# Notable Differences in Age Groups

		Aged 18-24	Aged 25+
 <p>Issue Agenda</p>	The Most Important Issue: <i>Economy</i>	15%↓	24%
	The Most Important Issue: <i>Respect for others in the community/ good relationships</i>	14%↑	4%
	The Most Important Issue: <i>Infrastructure, traffic and roads</i>	7%↓	13%
	The Most Important Issue: <i>Environment and waste management</i>	7%↑	3%
	The Most Important Issue: <i>Taxes</i>	3%↓	10%
 <p>Quality of Life</p>	Rate the overall quality of life in Calgary as 'good'	89%↑	82%
	Agree that "Calgary is a great place to make a living"	74%↑	64%
	Agree that "Calgary is moving in the right direction to ensure a high quality of life for future generations"	68%↑	52%
	Think the economy in Calgary will improve six months from now	57%↑	44%
	Rate the current economy in Calgary as 'good'	53%↑	31%
 <p>Quality of Life Performance Measures</p>	Calgary's Performance: <i>Environmental friendliness</i>	66%↓	77%
	Calgary's Performance: <i>Affordability</i>	64%↑	45%
	Calgary's Performance: <i>Employment opportunities</i>	55%↑	44%

↑Statistically higher than adults aged 25 or older  
 ↓Statistically lower than adults aged 25 or older



# Notable Differences in Age Groups (continued)

		Aged 18-24	Aged 25+
 Perceptions of Life in Calgary	Perceptions of Life in Calgary: <i>Spacious</i>	55%↓	63%
	Perceptions of Life in Calgary: <i>Expensive</i>	43%↓	63%
	Perceptions of Life in Calgary: <i>Old-fashioned</i>	21%↑	12%
	Perceptions of Life in Calgary: <i>Dull</i>	22%↑	15%
	Perceptions of Life in Calgary: <i>Unsafe</i>	18%↑	12%
 Environmental Perceptions	Agree with the statement “I think we need to act now to address climate change”	90%↑	76%
	Feel concerned about climate change	84%↑	74%
	Agree that “The quality of Calgary’s environment (air, water and land) is good”	80%↓	89%
 Diversity and Inclusion	Say that “Calgary needs to address racism and discrimination”	85%↑	77%
	Report that ‘I have personally experienced discrimination in Calgary’	54%↑	33%
 Reasons for Remaining in Calgary	Reasons for Remaining in Calgary: ‘ <i>My family is here</i> ’	78%↑	68%
	Reasons for Remaining in Calgary: ‘ <i>My friends are here</i> ’	63%↑	48%
	Reasons for Remaining in Calgary: ‘ <i>Educational opportunities</i> ’	42%↑	8%
	Reasons for Remaining in Calgary: ‘ <i>I own property here</i> ’	21%↓	61%

↑Statistically higher than adults aged 25 or older  
 ↓Statistically lower than adults aged 25 or older



# Notable Differences in Age Groups (continued)

		Aged 18-24	Aged 25+	
	Reasons for Leaving Calgary	Reasons for Leaving Calgary: <i>'Educational opportunities elsewhere'</i>	49%↑	23%
		Reasons for Leaving Calgary: <i>'Cost of living is too high'</i>	36%↓	60%
	Vision for the Future	Agree that "Calgary is on the right track to be a better city 10 years from now"	80%↑	62%
	Making Calgary a Vibrant Place to <u>Live</u>	The Most Important Initiative/Change: <i>Arts &amp; Culture</i>	17%↑	9%
		The Most Important Initiative/Change: <i>Economy</i>	17%↓	28%
		The Most Important Initiative/Change: <i>Respect for others in the community/good relationships</i>	8%↑	4%
		The Most Important Initiative/Change: <i>Environment and waste management</i>	7%↑	1%
	Making Calgary a Vibrant Place to <u>Work</u>	The Most Important Initiative/Change: <i>Taxes</i>	0%↓	5%
		The Most Important Initiative/Change: <i>Employment/ Career opportunities</i>	38%↑	22%
		The Most Important Initiative/Change: <i>Economy/ Investment opportunities</i>	16%↓	26%
		The Most Important Initiative/Change: <i>Taxes/ Lower taxes</i>	1%↓	4%
		The Most Important Initiative/Change: <i>More effective Council/ Politicians</i>	0%↓	2%

↑Statistically higher than adults aged 25 or older  
 ↓Statistically lower than adults aged 25 or older



# Notable Differences in Age Groups (continued)

			Aged 18-24	Aged 25+
	Infrastructure Projects	Importance of the Green Line	<b>85%↑</b>	<b>77%</b>
		Likely to buy a residence in the next ten years	<b>61%↑</b>	<b>25%</b>
	Lifestyle	Driving as the main mode of transportation	<b>57%↓</b>	<b>74%</b>
		Public transit as the main mode of transportation	<b>25%↑</b>	<b>13%</b>
		Taxi or vehicle-for-hire as the main mode of transportation	<b>3%↑</b>	<b>1%</b>
		Cycling as the main mode of transportation	<b>2%↑</b>	<b>1%</b>
		Intend to vote in the Calgary municipal election in October	<b>70%↓</b>	<b>80%</b>
	Community Involvement in the Past 12 Months	Voted in the last municipal election+	<b>56%↓</b>	<b>79%</b>
		Donated more than \$50 to a charitable organization	<b>31%↓</b>	<b>52%</b>
		Participated in a fundraising run/walk/ride	<b>23%↑</b>	<b>10%</b>
		Volunteered at community events, such as festivals, City events or attractions	<b>22%↑</b>	<b>9%</b>
		Persuaded others to vote for a particular candidate or party	<b>18%↑</b>	<b>12%</b>
	Impact of COVID-19	COVID-19 has had a negative impact on their personal educational path	<b>48%↑</b>	<b>18%</b>

+Calgarians currently aged 18-24 may not have been the age of the majority at the time of the last election.

↑Statistically higher than adults aged 25 or older  
 ↓Statistically lower than adults aged 25 or older



# Notable Differences in Age Groups (continued)

		Aged 18-24	Aged 25+
 <p>Attitudes Towards City's Communications</p>	Trust City of Calgary social media as a primary source of information about The City of Calgary	75%↑	59%
	Prefer to hear about City issues online and on social media rather than traditional media	74%↑	49%
	Trust other social media as a primary source of information about The City of Calgary	64%↑	41%
	Agree with the statement "I feel like I'm doing my part as a Calgarian by keeping up-to-date about City issues and policies"	63%↓	73%
	Say they "can't be bothered to keep track of what's going on in The City"	50%↑	27%
 <p>Preferred Information Channels</p>	Social media	56%↑	42%
	Direct mail	15%↓	26%
	Multicultural media	11%↑	5%
	Newspaper	10%↓	22%
 <p>Attitudes Towards Government</p>	Agree that "Citizens should make an effort to influence the government decisions that could affect them"	66%↓	74%
	Agree that "Politics seems so complicated that I can't really understand what's going on"	30%↑	21%
	Agree with the statement "Generally speaking, politicians care what people like me think"	23%↑	12%

↑Statistically higher than adults aged 25 or older  
 ↓Statistically lower than adults aged 25 or older



# Notable Differences in Age Groups (continued)

		Aged 18-24	Aged 25+
 Attitudes Towards Calgary Municipal Government	Say that The City “can be relied on to do what it says it will do”	<b>42%↑</b>	<b>33%</b>
	Agree that The City “listens to what people like me have to say”	<b>36%↑</b>	<b>22%</b>
 Trust & Advocacy	Trust The City of Calgary	<b>55%↑</b>	<b>45%</b>
	Would speak highly of The City of Calgary	<b>35%↑</b>	<b>27%</b>
 Perceptions about City Performance	Satisfied with The City of Calgary (including Council and Administration) performance	<b>75%↑</b>	<b>53%</b>
	Satisfied with City Administration’s performance	<b>74%↑</b>	<b>61%</b>
	Satisfied with Calgary’s City Council performance	<b>72%↑</b>	<b>47%</b>

↑Statistically higher than adults aged 25 or older  
 ↓Statistically lower than adults aged 25 or older

# Notable Differences Since 2020 | 18-24 Year-Olds

		2021 18-24	2020 18-24
 <p>Issue Agenda</p>	The Most Important Issue: <i>Respect for others in the community/ good relationships</i>	<b>14%↑</b>	<b>7%</b>
	The Most Important Issue: <i>Transit</i>	<b>5%↓</b>	<b>10%</b>
	The Most Important Issue: <i>Budget and spending</i>	<b>2%↓</b>	<b>5%</b>
	<i>Economic diversification</i>	<b>0%↓</b>	<b>3%</b>
 <p>Quality of Life</p>	Agree that "I am proud to be a Calgarian"	<b>78%↓</b>	<b>88%</b>
 <p>Quality of Life Performance Measures</p>	Calgary's Performance: <i>Transit</i>	<b>71%↑</b>	<b>61%</b>
 <p>Perceptions of Life in Calgary</p>	Perceptions of Life in Calgary: <i>Welcoming</i>	<b>63%↓</b>	<b>71%</b>
	Perceptions of Life in Calgary: <i>Safe</i>	<b>56%↓</b>	<b>66%</b>
	Perceptions of Life in Calgary: <i>Clean</i>	<b>55%↓</b>	<b>64%</b>
 <p>Reasons for Leaving Calgary</p>	Safety concerns	<b>18%↑</b>	<b>6%</b>

↑ Statistically higher than those aged 18-24 in 2020  
 ↓ Statistically lower than those aged 18-24 in 2020



# Notable Differences Since 2020 | 18-24 Year-Olds

(continued)

		2021 18-24	2020 18-24
	Making Calgary a Vibrant Place to <u>Live</u>	The Most Important Initiative/Change: <i>Transit</i>	<b>7%↓</b> <b>16%</b>
	Making Calgary a Vibrant Place to <u>Work</u>	The Most Important Initiative/Change: <i>More Career opportunities/ job creation</i>	<b>35%↑</b> <b>28%</b>
		Importance of <i>Green Line</i>	<b>85%↓</b> <b>92%</b>
	Infrastructure Projects	Importance of the <i>Event Centre</i>	<b>71%↓</b> <b>81%</b>
		Importance of the <i>Arts Commons Expansion</i>	<b>64%↓</b> <b>72%</b>
	Lifestyle	Public transit as the main mode of transportation	<b>25%↓</b> <b>34%</b>
	City Communications	Rate the performance of City communications in the past 6 months as 'good'	<b>69%↓</b> <b>78%</b>
		Agree that "I believe that adopting new technology can make a city a better place to live"	<b>63%↓</b> <b>82%</b>
	Attitudes Towards Technology	Agree that "I feel confident doing most of my personal business transactions online"	<b>62%↓</b> <b>77%</b>
		Agree that "I think using new technology can improve citizens' relationship with The City"	<b>59%↓</b> <b>80%</b>

↑ Statistically higher than those aged 18-24 in 2020  
 ↓ Statistically lower than those aged 18-24 in 2020



# Notable Differences Since 2020 | 18-24 Year-Olds

(continued)

		2021 18-24	2020 18-24
	<b>Attitudes Towards Government</b>	Agree that "Citizens should make an effort to influence the government decisions that could affect them"	<b>66%↓</b> <b>79%</b>
		Agree with the statement "It should be primarily government, not the private sector, that is concerned with solving society's social problems"	<b>43%↓</b> <b>52%</b>
	<b>Perceptions about City Performance</b>	Satisfied with Calgary's City Council performance	<b>72%↑</b> <b>63%</b>

↑ Statistically higher than those aged 18-24 in 2020  
 ↓ Statistically lower than those aged 18-24 in 2020



## Issue Agenda and Quality of Life





## Issue Agenda

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The **“economy”** tops the issue agenda among all age groups, yet is notably lower among young adults.

Young adults place lower importance on **“infrastructure, traffic and roads”** and **“taxes”**.

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- Respondents were asked on an unaided (open-ended) basis to identify the most important issue facing their community that should get more attention from City leaders. Multiple responses were allowed.
- Overall, the “economy” ranks at the top of the issue agenda (23%, similar to 24% in 2020), both among young adults aged 18-24 (15%, consistent with 18% in 2020) and among Calgarians aged 25 and older (24%, statistically on par with 25% in 2020).
- “Infrastructure, traffic and roads” ranks second overall (12%, similar to 13% in 2020); however, the importance of this issue is statistically lower among 18-24 year-olds (7%, consistent with 8% in 2020) than those aged 25 and older (13%, similar to 14% in 2020).
- The “COVID-19 pandemic” is mentioned by 12% overall, with similar levels of importance among 18-24 year-olds (11%) and those aged 25 and older (12%). Mentions of COVID-19 are identical to results in 2020.
- Next, 9% of all respondents cite “taxes” as an important issue (consistent with 12% in 2020), which is significantly less prominent among young adults aged 18-24 (3%, similar to 2% in 2020) than among Calgarians aged 25 and older (10%, on par with 13% in 2020).
- “Homelessness, poverty and affordable housing” is cited by 7% of Calgarians overall, including 10% of young adults aged 18-24, similar to 7% among those aged 25 and older. These mentions have remained statistically stable over the past year.
- “Crime, safety and policing” is mentioned by 8% of Calgarians, similar to 11% last year, including 9% among young adults (consistent with 11% in 2020) and 8% among those aged 25 and older (similar to 11% in 2020).

**In comparison to those aged 25 and older, young adults are more likely to identify “environment and waste management” and “respect for others in the community/ good relationships” as important issues needing attention from City leaders.**

**The importance young adults place on “transit” has declined since 2020.**

## Issue Agenda (continued)

- “Transit” is noted as a prominent issue by 6% of Calgarians, similar to 5% in 2020, including 5% among young adults (down from 10% in 2020), and 6% among Calgarians aged 25 and older (consistent with 5% last year).
- “Recreation” is mentioned by 5% of Calgarians, 6% of 18-24 year-olds, and 5% of those aged 25 and older. “Recreation” mentions are consistent with 2020 results.
- As for “budget and spending”, 4% mention this issue overall, and results are consistent between young adults (2%, down from 5% in 2020) and those aged 25 years and older (4%).
- A notably higher proportion of young adults aged 18-24 (14%, increased from 7% in 2020) point to “respect for others in the community/ good relationships” as an important issue versus 4% among those aged 25 and older, with 4% of Calgarians citing this issue as important overall.
- Young adults aged 18-24 (7%) are significantly more inclined to point to the “environment and waste management” as an important issue in comparison to those aged 25 years and older (3%), with 3% citing this issue overall. No significant differences emerge in comparison to 2020 data.
- “Ineffective politicians/Council members” also receives 3% of mentions overall, including 2% among young adults and 3% among those aged 25 years and older.
- “Healthcare” (2% overall) sees similar importance levels among young adults (2%) and Calgarians aged 25 and older (3%).
- “Drugs/alcohol/addiction services” is mentioned by 2% of Calgarians, including 3% of young adults and 2% among their older counterparts.



## Quality of Life

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**Young adults are more likely to rate the overall quality of life and the economy in Calgary as 'good'.**

**Young adults are also more optimistic that the quality of life and economy in Calgary will improve over the next six months.**

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- In total, 83% of Calgarians rate their overall quality of life in the city of Calgary as 'very good' or 'good', which is statistically higher among young adults aged 18-24 (89%) than among those aged 25 years or older (82%).
- Overall quality of life ratings have remained stable over the past year (83% in 2021 and 85% in 2020, including among young adults (89% in 2021 and 93% in 2020) and among those aged 25 and older (82% in 2021 and 84% in 2020).
- As a new measure in 2021, 37% of Calgarians believe that the quality of life in Calgary will be 'better' six months from now, 52% report it will be 'about the same', and 11% say it will be 'worse'.
  - Young adults are more optimistic with 50% projecting the quality of life in the city to be 'better' six months from now, statistically higher than 36% among those aged 25 and older.
- Another additional measure in 2021 addressed Calgarians' views of the current economy. One-third (33%) rate the economy as either 'very good' or 'good', with notably higher ratings among 18-24 year-olds (53%) in comparison to those aged 25 and older (31%).
- Looking ahead six months from now, 45% of Calgarians believe that Calgary's economy will be 'better', 36% project that it will be 'about the same' and 18% think it will be 'worse'.
  - As with quality of life measures, young adults are more positive in their views that the economy will improve over the next six months (57%) versus those aged 25 and older (44%).



## Quality of Life (continued)

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**Young adults are more likely to agree that ‘Calgary is a great place to make a living’ and that ‘Calgary is moving in the right direction to ensure a high quality of life for future generations’.**

**Young adults’ pride in being a Calgarian has declined 10-points since 2020.**

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- When assessing specific quality of life measures, 84% of Calgarians agree that they are ‘proud to live in their neighbourhood’, showing similar results among young adults (84%) and their older counterparts (84%), as well as consistent results since 2020 (86% overall, 85% for young adults and 87% for those 25 and older).
- Further, 83% agree that they are ‘proud to be a Calgarian’, showing similar overall results among 18-24 year-olds (78%) and those aged 25 years and older (84%).
  - Agreement with pride in being a Calgarian has notably declined among young adults since last year (78% in 2021, down from 88% in 2020).
- Agreement that ‘Calgary is a great place to make a life’ (80% overall, on par with 82% in 2020) is similar among young adults (78%, consistent with 84% in 2020) and those aged 25 and older (80%, similar to 82% in 2020)
- Agreement that ‘Calgary is a great place to make a living’ (65% overall) is statistically higher among 18-24 year-olds (74%) than among those aged 25 and older (64%). Results are statistically similar to 2020 ratings.
- Young adults (68%) are also notably more likely to agree that ‘Calgary is moving in the right direction to ensure a high quality of life for future generations’ in comparison to those aged 25 and older (52%), with 54% in agreement overall. Ratings for this quality of life measure are also statistically on par with results gleaned in 2020.



## Quality of Life Performance Measures

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Calgary's performance for **'shopping'** and **'post-secondary opportunities'** continue to be the strongest.

Young adults are more likely to feel that **'diversity'**, **'sports and recreation'** and **'safety'** are **'very good'** in comparison to those aged 25 and older.

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- Respondents were asked to rate how Calgary performs in a variety of areas related to quality of life.
- The highest ratings were given for 'shopping' in Calgary, with 90% saying Calgary's performance is 'very good' or 'good' in this area, including 88% among young adults aged 18-24, similar to 91% among those aged 25 and older, and consistent with 2020.
- Ratings are also strong for 'post-secondary education opportunities' (85% overall, including 81% among young adults and 85% among those aged 25 and older), and are similar to 2020 results. 'Diversity' ratings are also solid; 84% overall, including 80% among young adults and 84% among those aged 25 and older, showing statistical consistency with ratings in 2020.
  - Young adults (31%) are more likely than those aged 25 and older (19%) to rate Calgary's performance with 'diversity' as 'very good'.
- 'Sports and recreation' also receives strong performance ratings overall (84% 'very good' or 'good'), with similar ratings from young adults (86%) and those aged 25 and older (84%), with the exception that young adults (26%) are notably more likely to rate this area as 'very good' in comparison to those aged 25 and older (17%).
- Next, 78% provide 'very good' or 'good' performance ratings for Calgary's 'safety', including 77% among young adults and 78% among those aged 25 and older.
  - Overall 'safety' ratings have declined from 84% in 2020 to 78% in 2021, including declines among those aged 25 and older (78%, down from 84% in 2020), whereas ratings from young adults have remained statistically consistent (77% in 2021 vs. 82% in 2020).



## Quality of Life Performance Measures (continued)

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**Young adults are notably less likely to rate Calgary's 'environmental friendliness' as 'good' in comparison to those aged 25 and older.**

**A higher proportion of young adults rates 'transit' positively in comparison to last year.**

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- Young adults (66%) are statistically less likely to offer 'very good' or 'good' performance ratings for Calgary's 'environmental friendliness' in comparison to those aged 25 and older (77%), with 76% of Calgarians providing 'very good' or 'good' ratings in this area overall. Performance ratings for 'environmental friendliness' have remained stable since last year.
- Despite the COVID-19 pandemic, performance ratings are also similar to last year for 'arts and culture' in Calgary (76% overall in 2021 and 74% in 2020, including 75% among young adults which is identical to 2020, and 76% among those aged 25 and older, consistent with 74% in 2020).
- Slightly more than three-quarters (76%) rate Calgary's performance for 'technology infrastructure' as 'very good' or 'good', which is similar among young adults (78%) and those aged 25 and older (76%). These results are identical to findings in 2020.
- Slightly less than three-quarters of Calgarians (73%) provide positive ratings for Calgary's 'walkability', with similar ratings among young adults (75%) in comparison to ratings among those aged 25 and older (73%). Performance ratings for 'walkability' are statically on par with results in 2020.
- Overall, 66% of Calgarians provide positive ratings for 'transit', including 71% among young adults and 65% among those aged 25 and older.
  - Young adults (25%) are more likely than those aged 25 and older (12%) to rate 'transit' in Calgary as 'very good'.
  - In comparison to last year, a statistically higher proportion of young adults (71%) rate 'transit' as 'very good' or 'good' versus 2020 ratings (61%).

## Quality of Life Performance Measures (continued)

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**Young adults are more likely to rate Calgary's 'affordability' and 'employment opportunities' as 'good'.**

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- Next, almost two-thirds of Calgarians rate Calgary's 'nightlife' in a positive manner (65%), regardless of age being 18-24 (69% 'very good' or 'good') or 25 and older (65% 'very good' or 'good'). Findings in 2021 for this measure are statistically on par with results in 2020.
  - Young adults are significantly more likely to rate 'nightlife' in Calgary as 'very good' (20%) versus those aged 25 and older (8%)
- With respect to performance ratings for Calgary's 'affordability' (46% rate it as 'very good' or 'good' overall), young adults are significantly more likely to provide 'very good' or 'good' performance ratings (64%) than are those aged 25 and older (45%). Results have remained statistically consistent since last year.
  - Young adults are also notably more likely to rate 'affordability' as 'very good' (16%) in comparison to their older counterparts (5%).
- The final quality of life performance measure pertains to 'employment opportunities' wherein 45% rate Calgary's performance in this area as 'very good' or 'good'. Young adults offer statistically higher ratings (55%) for 'employment opportunities' than do those aged 25 and older (44%). Performance measures for 'employment opportunities' are on par with results in 2020.



## Perceptions of Life in Calgary

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Calgary is most recognized for being **‘welcoming’**, **‘spacious’**, **‘clean’**, and **‘safe’**.

Although perceptions remain positive, in comparison to results in 2020, young adults are less likely to view Calgary as **‘welcoming’**, **‘clean’** and **‘safe’**.

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- Online survey respondents were presented with a series of semantic differential descriptions of life in Calgary. Using a sliding bar, respondents placed their answer along a scale of 10-points closest to the description they felt best described the city.
- The highest proportion believe that Calgary is ‘welcoming’ versus ‘unwelcoming’ (64% versus 11%), which is similar among young adults (63% versus 15%) and those aged 25 and older (64% versus 11%).
  - Young adults are significantly less likely to rate Calgary as ‘welcoming’ in 2021 (63%) in comparison with 2020 results (71%).
- Perceptions of Calgary as being ‘spacious’ (62% overall) are much greater than views of the city being ‘crowded’ (18%). Young adults are notably less likely to view Calgary as spacious (55%) in comparison to those aged 25 and older (63%). Findings are statistically on par with results in 2020.
- Slightly more than six-in-ten (61%) Calgarians view Calgary as ‘clean’ versus ‘dirty’ (13%), including 55% of young adults rating Calgary as ‘clean’, similar to 62% of those aged 25 and older.
  - Perceptions of Calgary’s cleanliness have significantly declined among all age groups since last year (61% overall, down from 68% in 2020, 55% among young adults, down from 64% in 2020, and 62% among those aged 25 and older, declined from 69% last year).
- Overall, 59% of Calgarians view Calgary as ‘safe’ versus ‘unsafe’ (13%), including 56% deeming Calgary as ‘safe’ among young adults and 59% among those aged 25 and older.
  - A notably lower proportion of young adults (56%) perceives Calgary as ‘safe’ in 2021 in comparison with 2020 results (66%).



## Perceptions of Life in Calgary (continued)

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**Perceptions that Calgary is ‘modern’, ‘vibrant’ or ‘innovative’ are similar across age groups, but young adults are more likely to feel that Calgary is ‘dull’ and ‘old-fashioned’.**

**While a higher proportion of young adults rate Calgary as ‘expensive’ vs. ‘inexpensive’, they are less likely to feel Calgary is ‘expensive’ than other age groups.**

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- Seeing Calgary as being ‘inclusive’ (54% overall) is consistent among young adults (48%) and Calgarians aged 25 and older (54%).
  - Since last year, perceptions of Calgary as being ‘inclusive’ have statistically declined among those aged 25 and older (54% in 2021, down from 63% in 2020), whereas ratings among young adults have remained statistically consistent (48% in 2021 and 52% in 2020).
- Next, 53% view Calgary as ‘modern’, including 52% among young adults, similar to 54% among those aged 25 and older. These results are consistent with 2020.
  - A notably higher proportion of young adults, however, views Calgary as ‘old-fashioned’ (21%) versus their older counterparts (12%).
- Just less than one-half (47%) perceive Calgary to be ‘vibrant’, similar among young adults (51%) and those aged 25 and older (47%), while a statistically higher proportion of young adults (22%) view Calgary as ‘dull’ versus 15% among Calgarians aged 25 and older. Results are on par with 2020 findings.
- Four-in-ten (41%) Calgarians feel that Calgary is ‘innovative’, including 44% among young adults and 41% among those aged 25 and older. Findings have remained consistent since last year.
- Concluding the assessment of perceptions of life in Calgary, 12% of Calgarians perceive Calgary as ‘inexpensive’ and 62% view Calgary as ‘expensive’. Perceptions of Calgary being ‘inexpensive’ are seen among 25% of young adults which is notably higher than 11% among Calgarians aged 25 and older. Results in 2021 are similar to findings in 2020.
  - Conversely, 43% of 18-24 year-olds perceive Calgary as ‘expensive’, considerably lower than 63% among those aged 25 and older.



# Issue Agenda

Multiple Responses

Note: A “NET” is a combination of 2 or more mentions that cover a specific theme

ISSUE AGENDA	TOTAL (n=753)	18-24 (n=351)	25+ (n=402)
<b>Economy (NET)</b>	<b>23%</b>	<b>15%↓</b>	<b>24%↑</b>
- Unemployment/ job creation	11%	6%↓	12%↑
- Economy/ cost of living	8% <b>13%</b>	7%	8% <b>13%</b>
- Economic diversification	3%	0%↓	3%↑
- Dependency on oil and gas	2%	2%	2%
- High cost of housing	2%	0%	2%
<b>Infrastructure, traffic and roads (NET)</b>	<b>12%</b>	<b>7%↓</b>	<b>13%↑</b>
- Road conditions	5%	3%	6%
- Infrastructure maintenance/ improvement/ development	2%	1%	2%
- Speed issues (speeding, speed in residential communities)	2%	1%	2%
- Traffic congestion	2%	1%	2%
<b>Coronavirus/ COVID-19/ pandemic (NET)</b>	<b>12%</b>	<b>11%</b>	<b>12%</b>
<b>Taxes (NET)</b>	<b>9%</b>	<b>3%↓</b>	<b>10%↑</b>
- Taxes/ high taxes	6%	2%↓	6%↑
- Property taxes	3%	0%↓	3%↑
<b>Homelessness, poverty and affordable housing (NET)</b>	<b>7%</b>	<b>10%</b>	<b>7%</b>
- Poverty/ homelessness/ related social issues	6%	9%	6%
- Affordable housing for low-income residents	2%	2%	2%
<b>Crime, safety and policing (NET)</b>	<b>8%</b>	<b>9%</b>	<b>8%</b>
- Crime, including breaking and entering/ gangs/ drug deals	6%	6%	6%
- Public safety	2%	2%	2%

Q1. What do you think is the most important issue facing your community that should get more attention from City leaders?

Base: All respondents

Statistically different from 2020

NET mentions <2% are not shown

↑Statistically higher than other age groups  
↓Statistically lower than other age groups



# Issue Agenda (continued)

## Multiple Responses

Note: A “NET” is a combination of 2 or more mentions that cover a specific theme

ISSUE AGENDA	TOTAL (n=753)	18-24 (n=351)	25+ (n=402)
<b>Transit (NET)</b> - Public transportation (including buses, C-Train, poor service)	6% 3%	5% 3% <b>10%</b>	6% 4%
<b>Recreation (NET)</b> - Lack of community centres/ parks/ green space	5% 3%	6% 4%	5% 3%
<b>Budget and spending (NET)</b> - Budget control/ appropriate spending of taxes	4% 3%	2% 1% <b>5%</b>	4% 4%
<b>Respect for others in the community/ good relationships</b>	4%	14% <b>↑</b> <b>7%</b>	4% <b>↓</b>
<b>Environment and waste management (NET)</b> - Cleaning up the city/ communities/ parks	3% 2%	7% <b>↑</b> 2%	3% <b>↓</b> 1%
<b>Ineffective politicians/ Council members</b>	3%	2%	3%
<b>Healthcare</b>	2%	2%	3%
<b>Drugs/ alcohol/ addiction services</b>	2%	3%	2%
<b>Other</b>	6%	10%	7%
<b>None</b>	3%	6% <b>↑</b>	2% <b>↓</b>
<b>Don't know</b>	3%	9% <b>↑</b>	3% <b>↓</b>

Q1. What do you think is the most important issue facing your community that should get more attention from City leaders?  
Base: All respondents

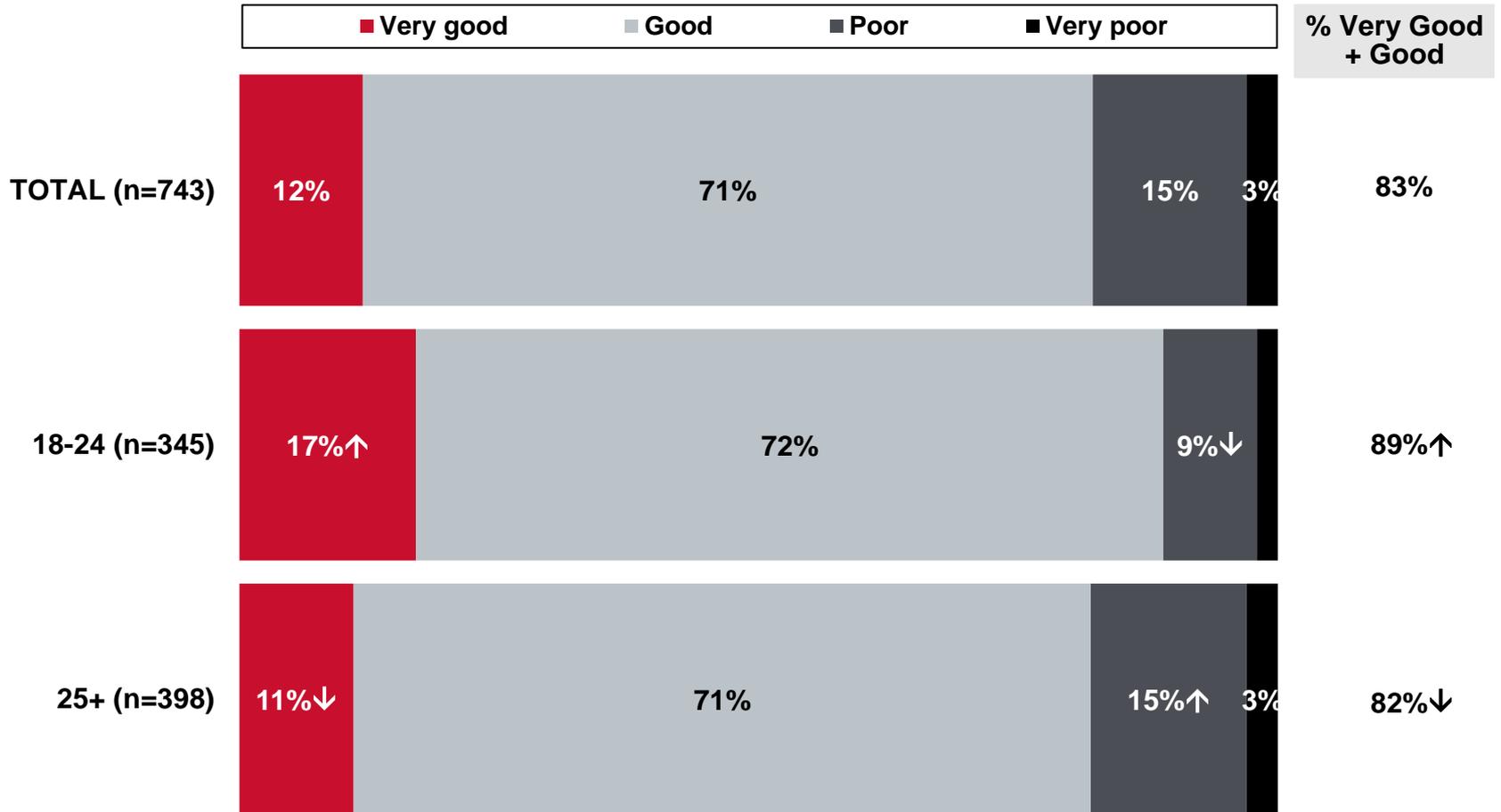
Statistically different from 2020

NET mentions <2% are not shown

↑ Statistically higher than other age groups  
↓ Statistically lower than other age groups



# Overall Quality of Life in Calgary



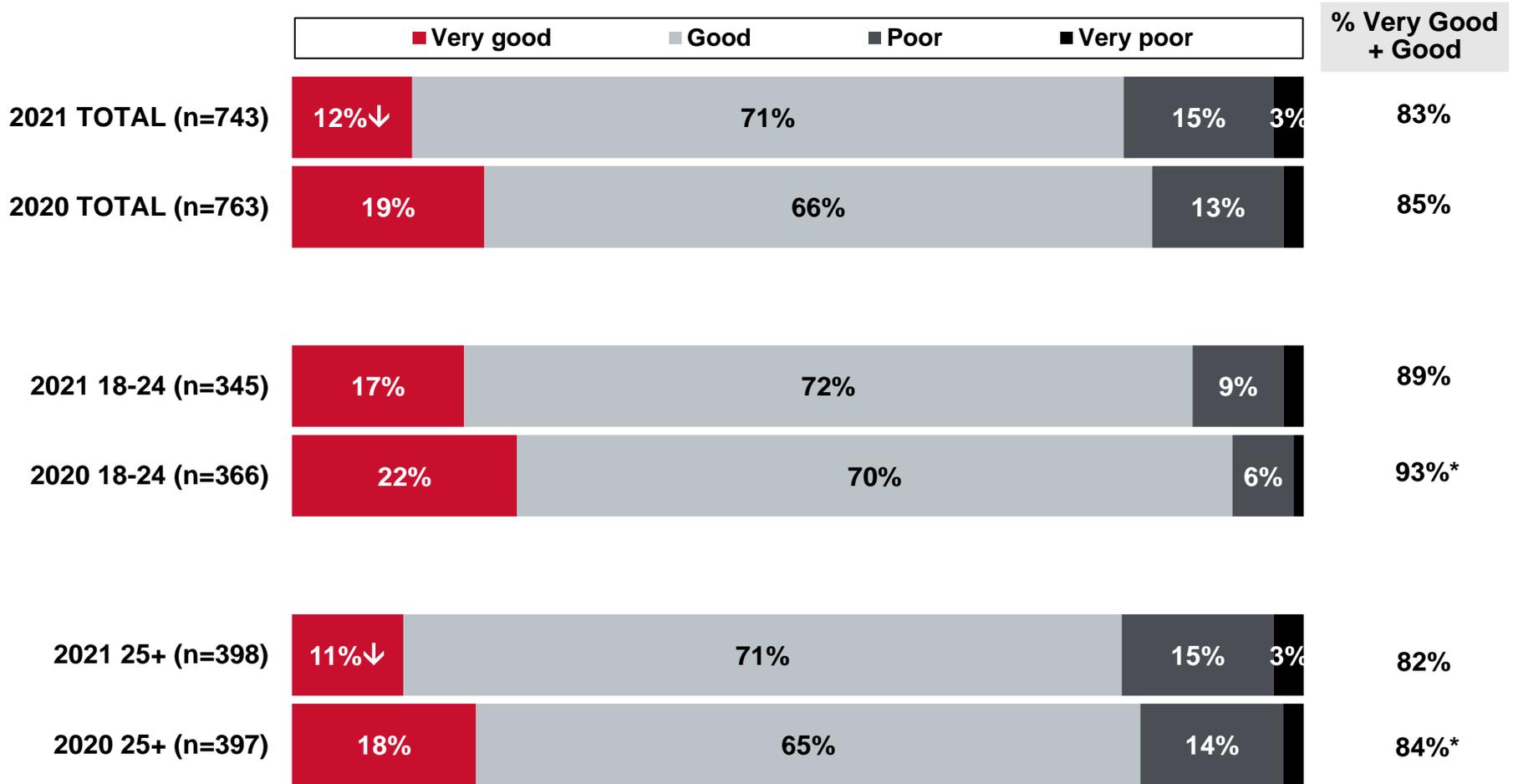
Data labels <3% are not shown

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups

Q2. How would you rate the overall quality of life in the city of Calgary today?  
 Base: Valid respondents (excluding 'don't know')



# Tracking | Overall Quality of Life in Calgary



\*Rounding

Data labels <3% are not shown

↑ Statistically higher than 2020  
 ↓ Statistically lower than 2020

Q2. How would you rate the overall quality of life in the city of Calgary today?  
 Base: Valid respondents (excluding 'don't know')



# Projected Change in the Quality of Life - In the Next Six Months -

New question in 2021

■ Much better ■ Somewhat better ■ About the same ■ Somewhat worse ■ Much worse

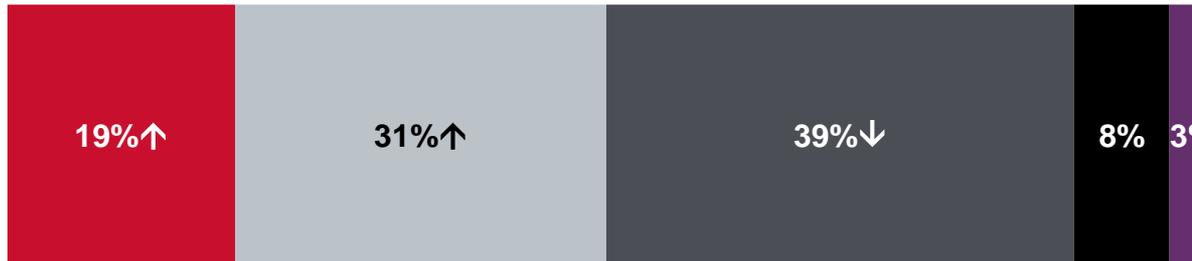
% Much better + Somewhat better

TOTAL (n=742)



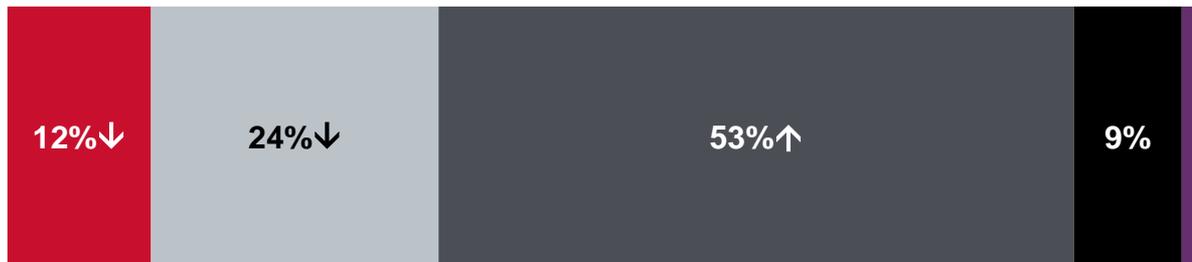
37%\*

18-24 (n=347)



50%↑

25+ (n=395)



36%↓

\*Rounding

Data labels <3% are not shown

↑ Statistically higher than other age groups  
↓ Statistically lower than other age groups

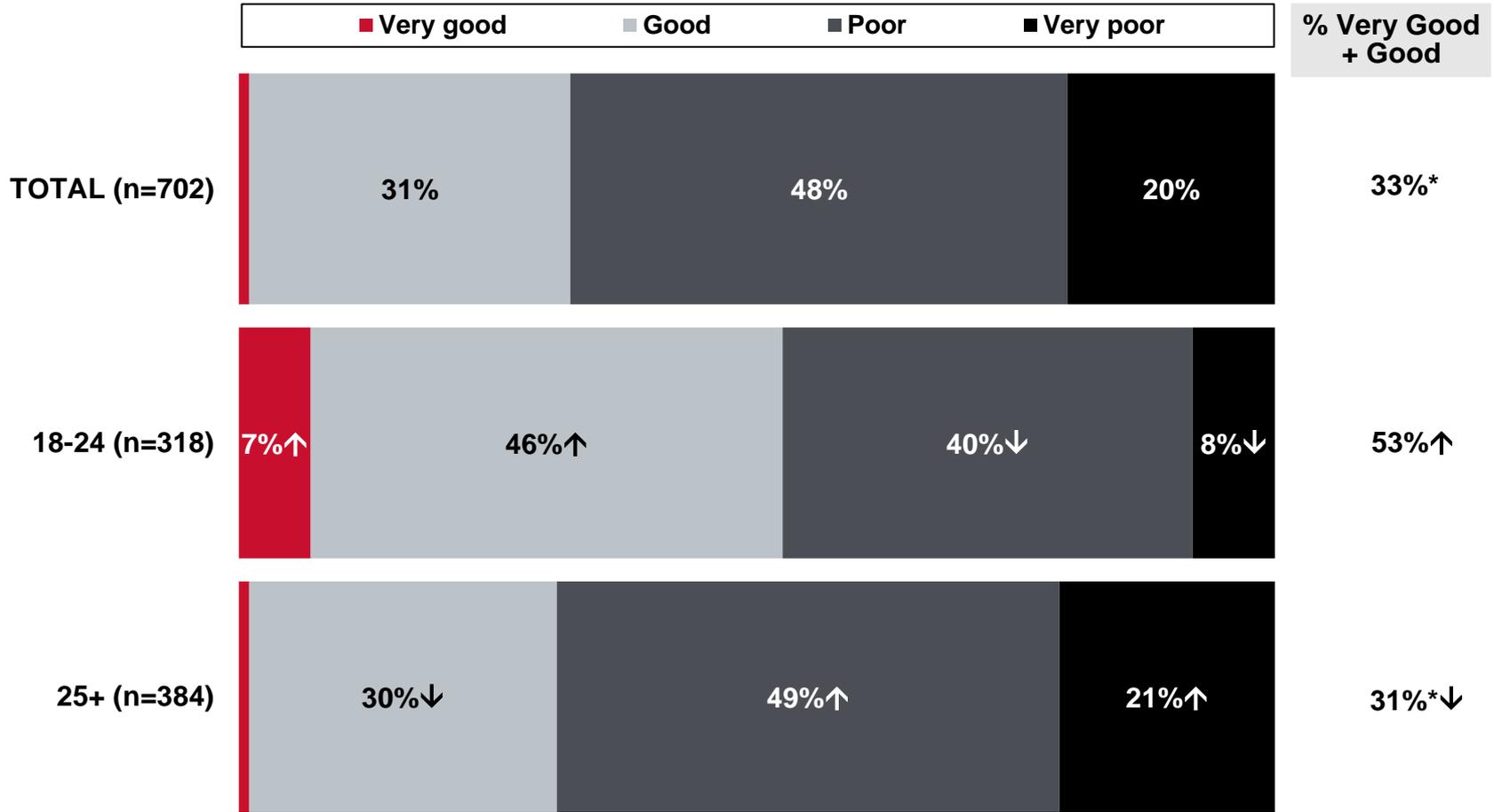
Q2b. Looking ahead six months from now, how do you think the overall quality of life in Calgary will change?

Base: Valid respondents (excluding 'don't know')



# Rating the Economy in Calgary

New question in 2021



\*Rounding

Data labels <3% are not shown

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups

Q2a. How would you rate the economy in Calgary currently?  
 Base: Valid respondents (excluding 'don't know')



# Projected Change in Calgary's Economy - In the Next Six Months -

New question in 2021

■ Much better ■ Somewhat better ■ About the same ■ Somewhat worse ■ Much worse

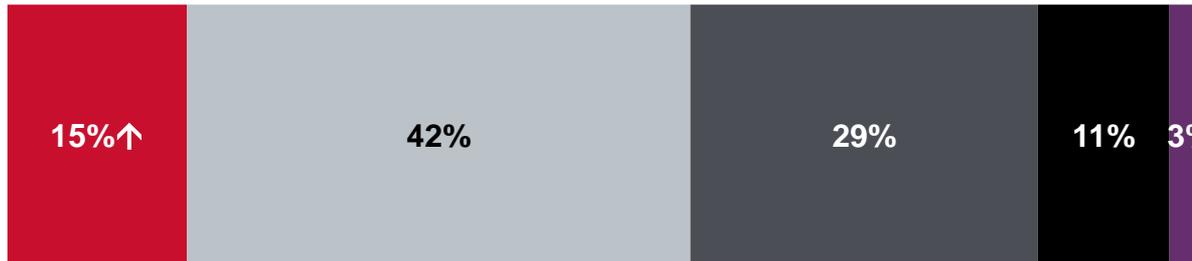
% Much better + Somewhat better

TOTAL (n=731)



45%

18-24 (n=343)



57%↑

18-24 (n=388)



44%\*↓

\*Rounding

Q2b. Looking ahead six months from now, how do you think the economy in Calgary will change?

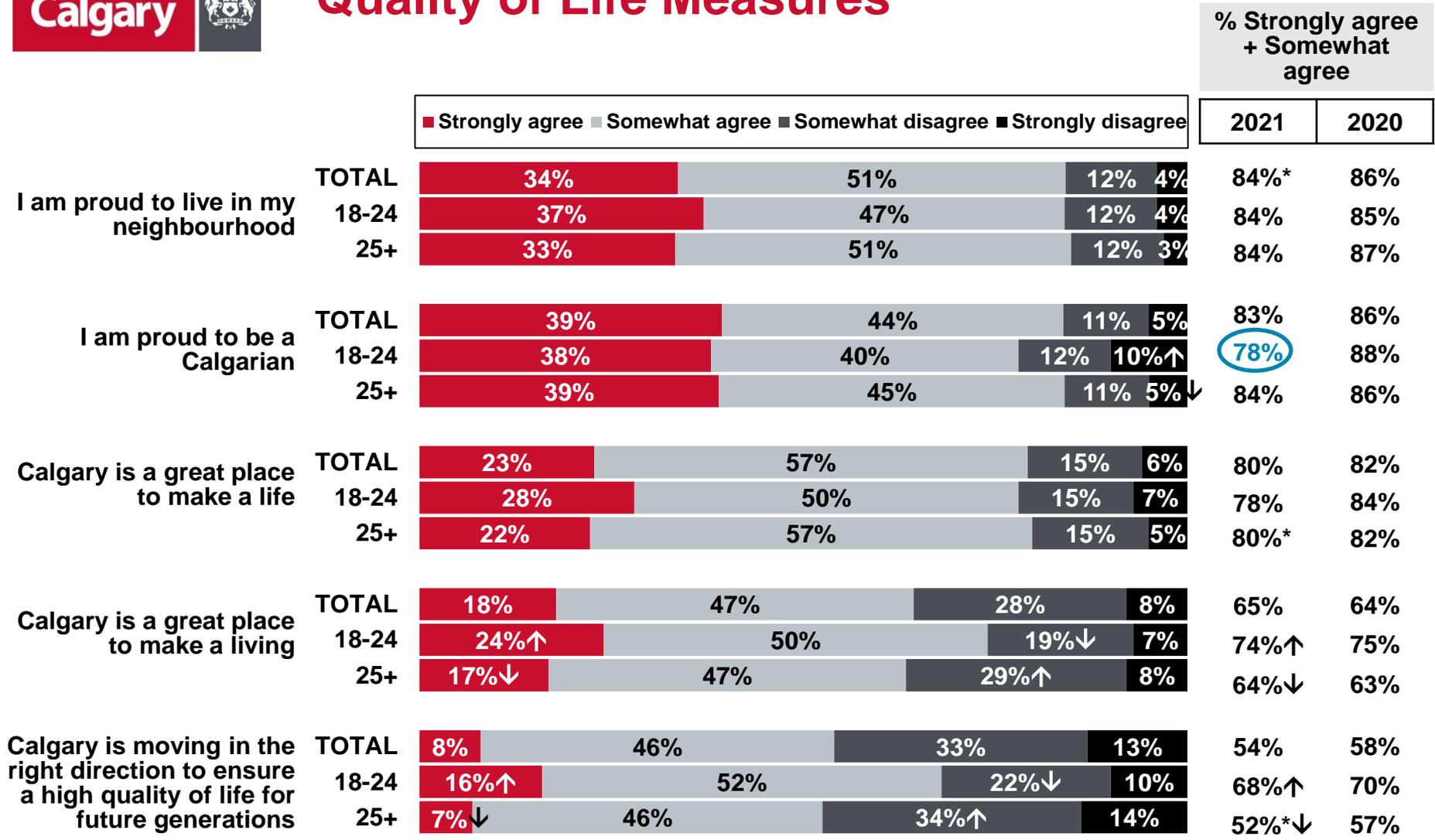
Base: Valid respondents (excluding 'don't know')

↑ Statistically higher than other age groups

↓ Statistically lower than other age groups



# Quality of Life Measures



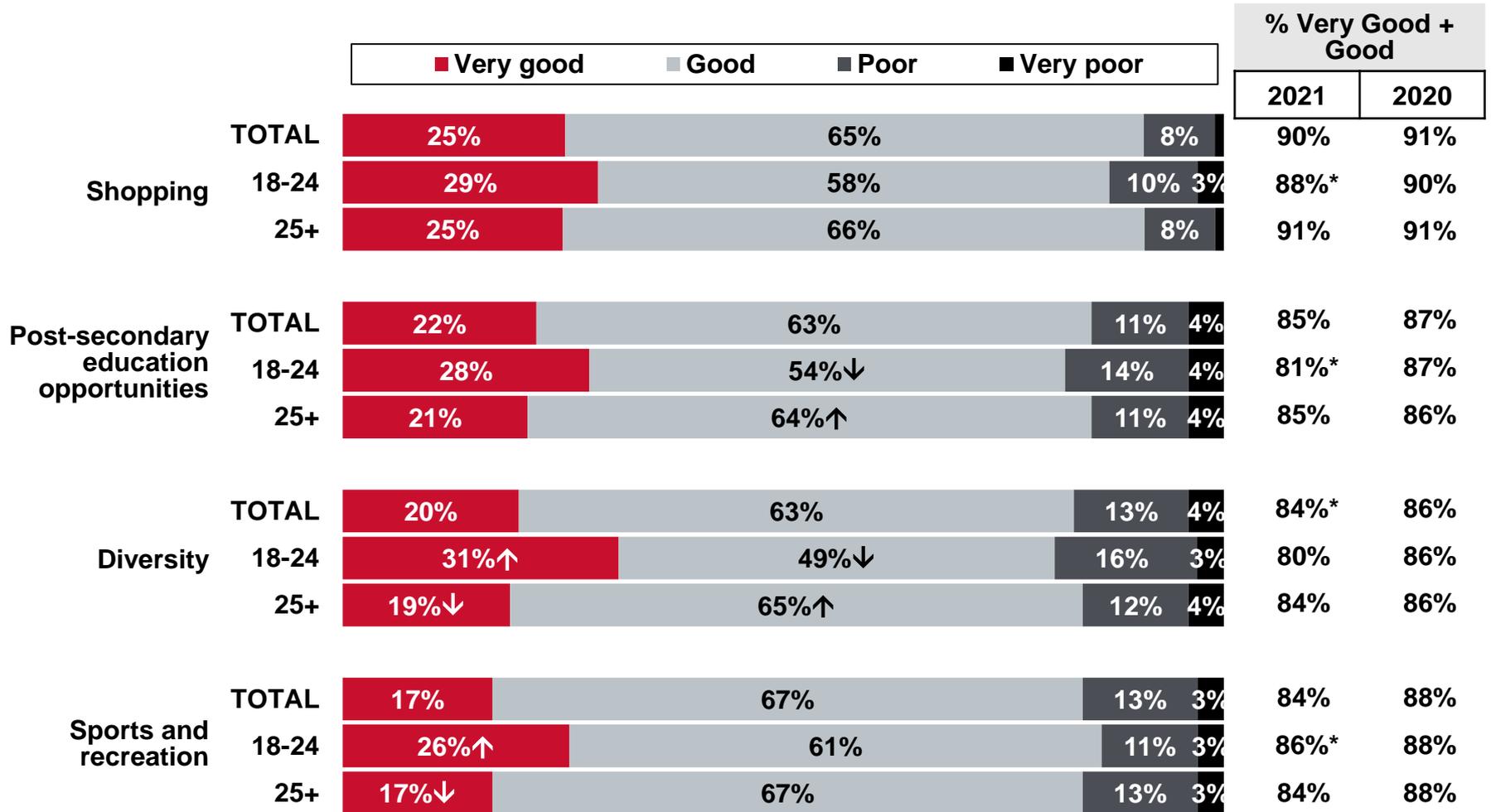
\*Rounding

Q3. To what extent do you agree or disagree with each of the following statements about life in Calgary?  
 Base: Valid respondents (excluding 'don't know') | Base sizes vary

↑ Statistically higher than other age groups/ 2020  
 ↓ Statistically lower than other age groups/ 2020



# Quality of Life Performance Measures



\*Rounding

Data labels <3% are not shown

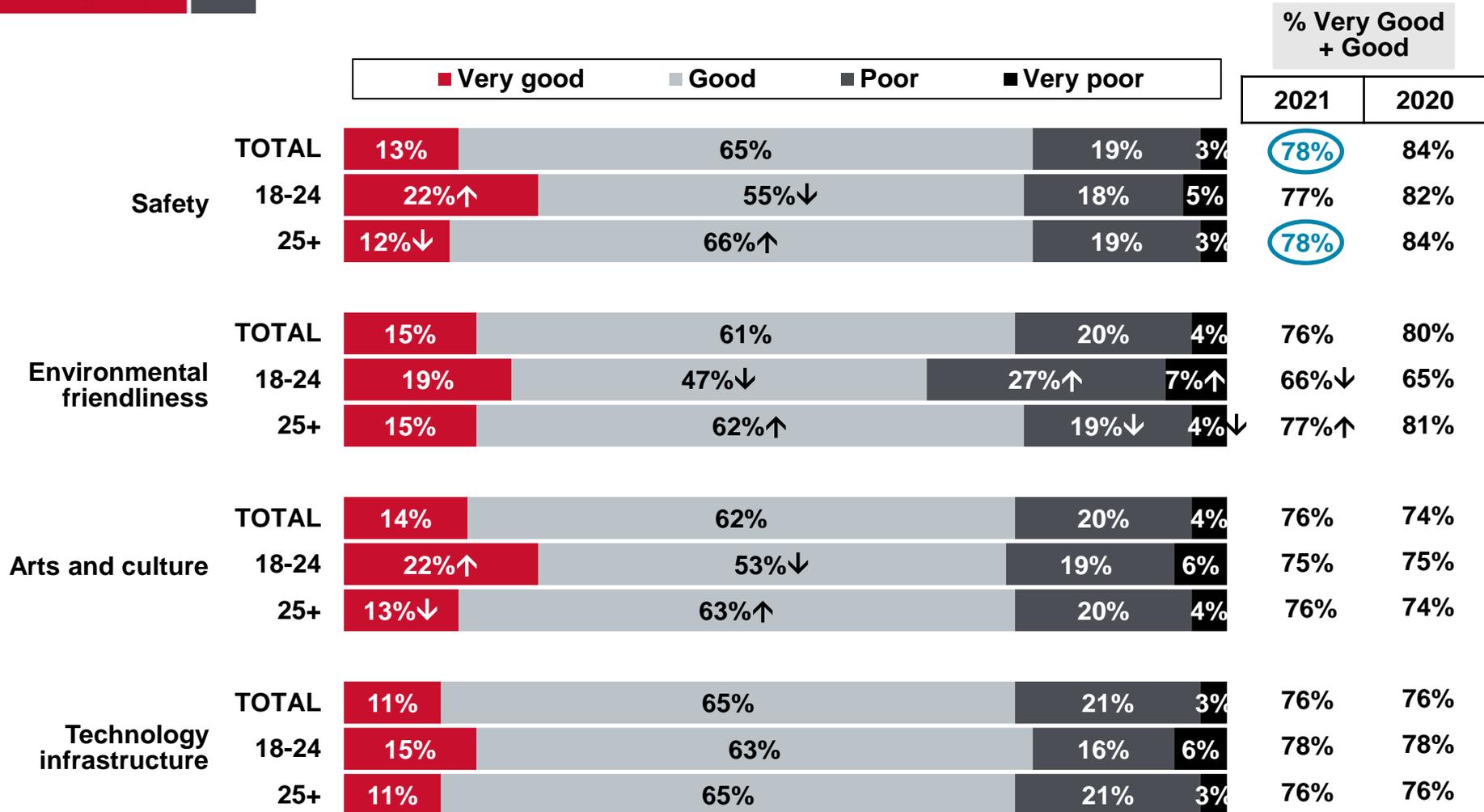
↑Statistically higher than other age groups/ **2020**

↓Statistically lower than other age groups/ **2020**

Q4. How do you feel Calgary, as a city, performs in the following areas?  
 Base: Valid respondents (excluding 'don't know') | Base sizes vary



# Quality of Life Performance Measures (continued)

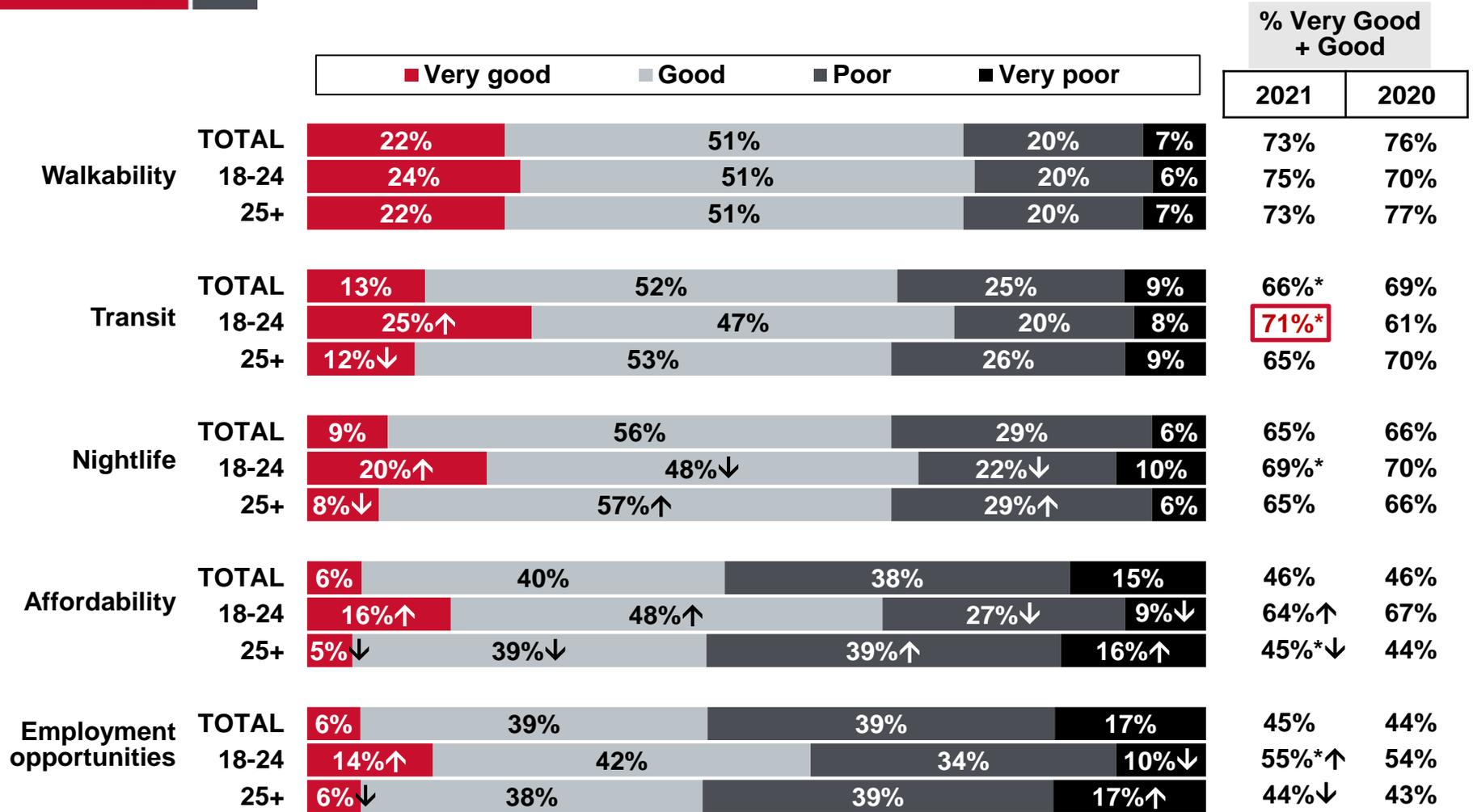


Q4. How do you feel Calgary, as a city, performs in the following areas?  
 Base: Valid respondents (excluding 'don't know') | Base sizes vary

↑ Statistically higher than other age groups/ 2020  
 ↓ Statistically lower than other age groups/ 2020



# Quality of Life Performance Measures (continued)



\*Rounding

↑Statistically higher than other age groups/ 2020

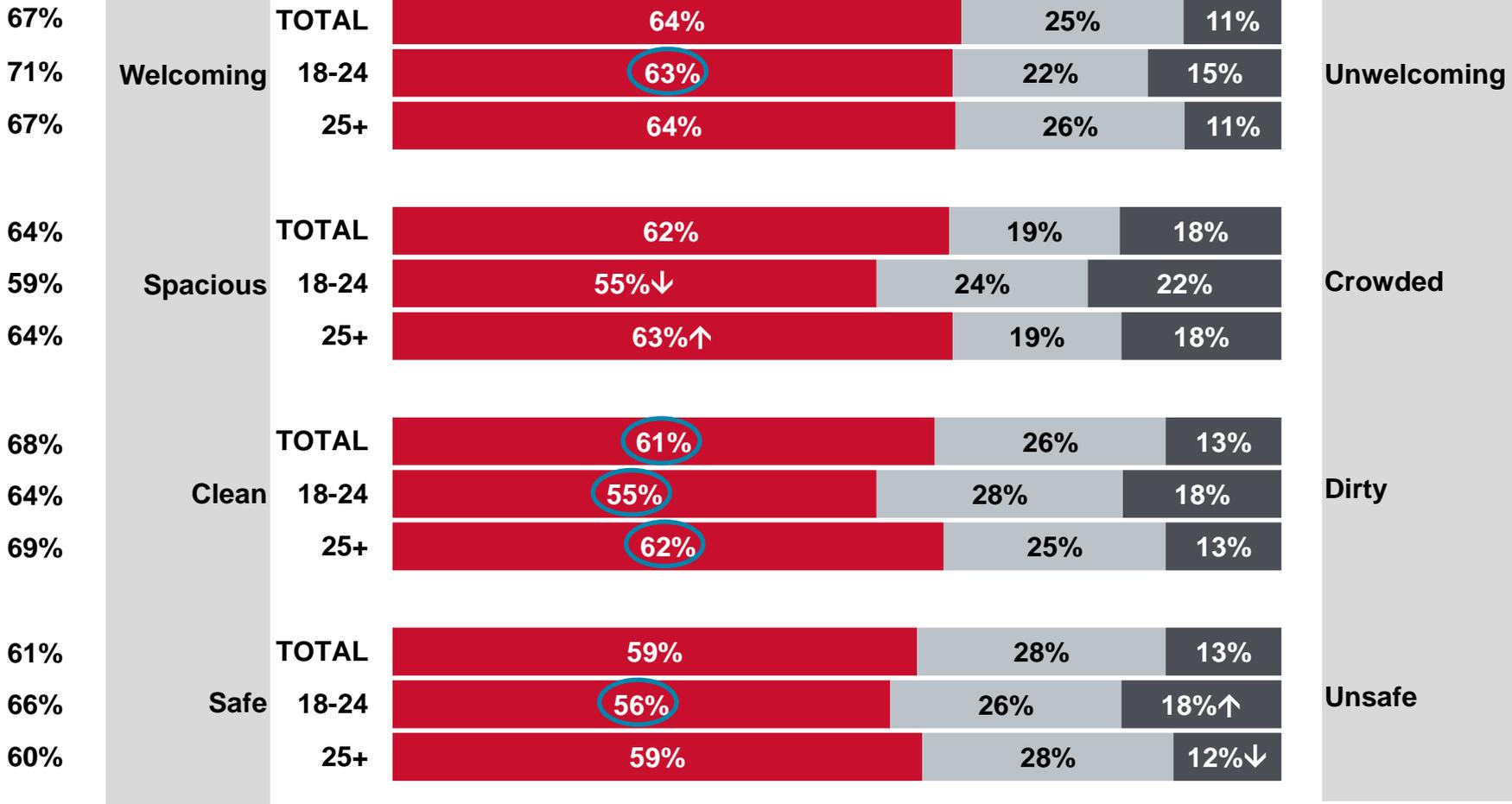
↓Statistically lower than other age groups/ 2020

Q4. How do you feel Calgary, as a city, performs in the following areas?  
 Base: Valid respondents (excluding 'don't know') | Base sizes vary



# Perceptions of Life in Calgary

2020 Positive



Q5. Please read the list of paired words below and indicate where on the scale you believe Calgary is.  
 Base: Valid respondents (excluding 'don't know') | Base sizes vary

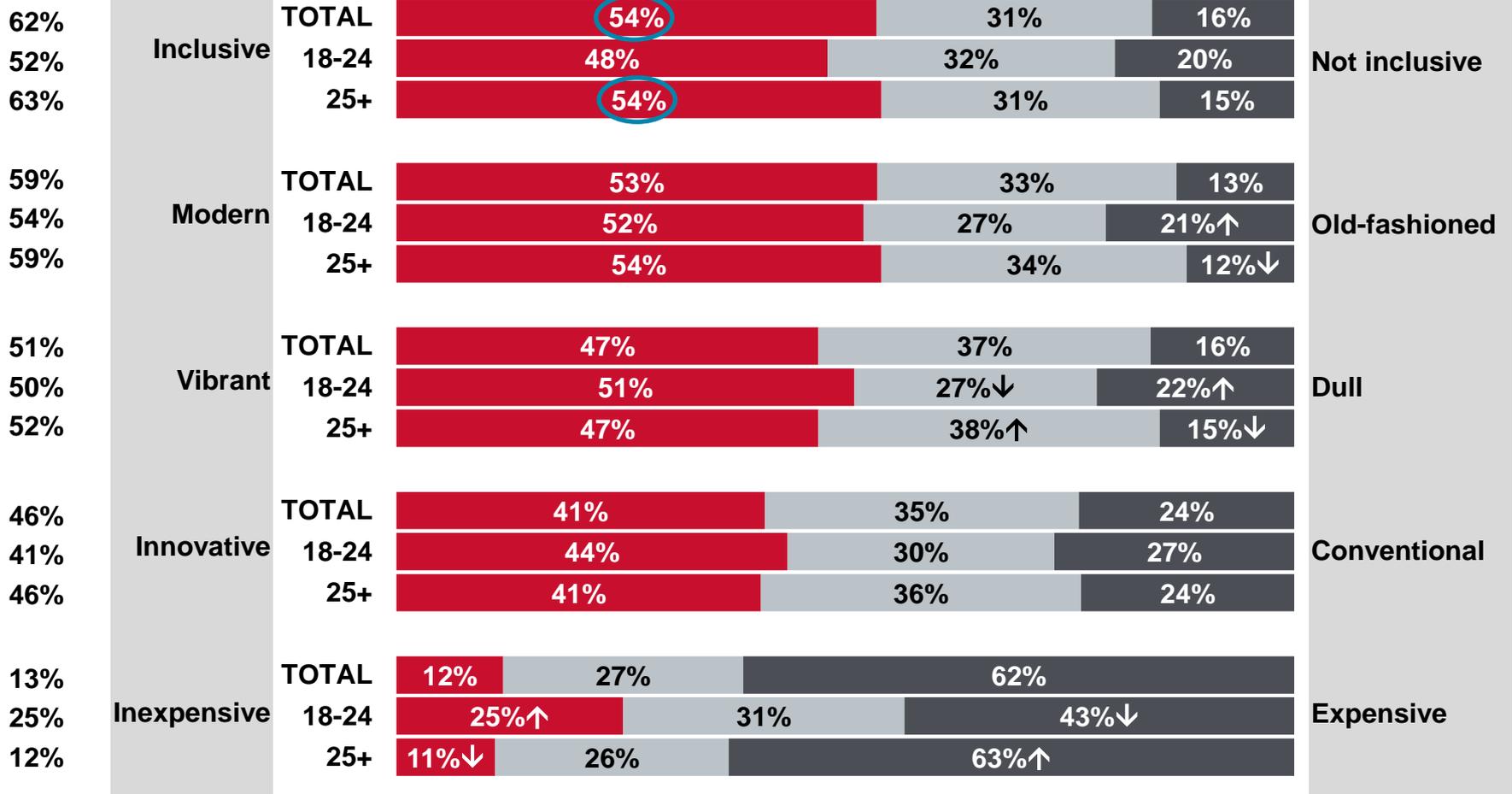
↑ Statistically higher than other age groups/ 2020

↓ Statistically lower than other age groups/ 2020



# Perceptions of Life in Calgary

2020 Positive



Q5. Please read the list of paired words below and indicate where on the scale you believe Calgary is.  
 Base: Valid respondents (excluding 'don't know') | Base sizes vary

↑ Statistically higher than other age groups/ 2020  
 ↓ Statistically lower than other age groups/ 2020



## Perceptions of the Environment





## Environmental Perceptions

Young adults are **less likely** to view 'the quality of Calgary's environment' as good.

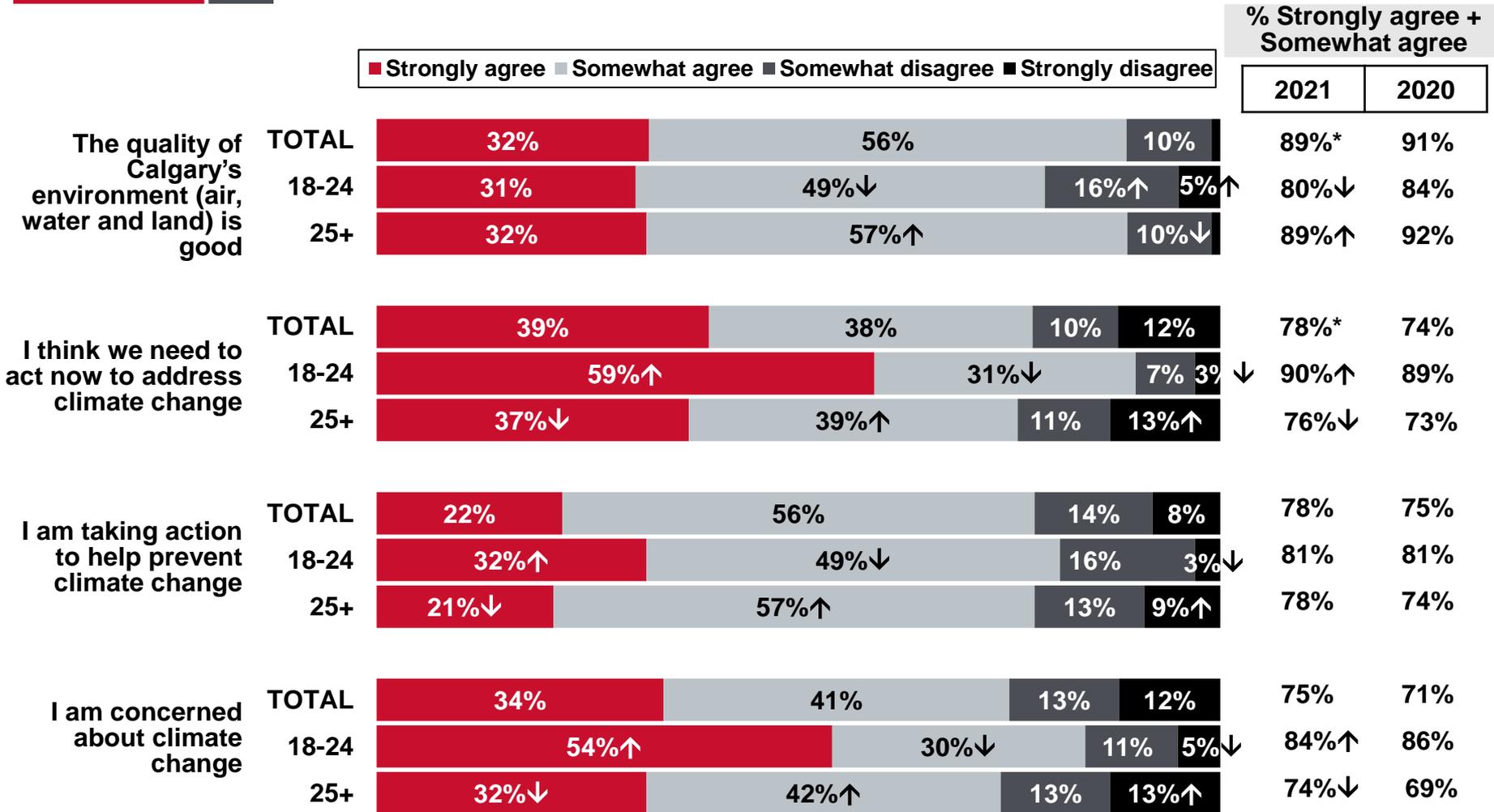
Young adults are **more likely** to agree that 'we need to act now to address climate change' and that they are 'concerned about climate change'.

Young adults are **more likely** to 'strongly' agree that they are taking action to address climate change in comparison to others.

- Overall, 89% agree that 'the quality of Calgary's environment (air, water and land) is good', which is significantly lower among young adults aged 18-24 (80%) than among those aged 25 and older (89%). Calgarians' views on this item have remained statistically on par with results in 2020.
- Further, 78% of Calgarians agree that 'I think we need to act now to address climate change', with young adults expressing notably higher agreement (90%) than those aged 25 and older (76%). Results in 2021 are statistically similar to findings in 2020.
  - Young adults (59%) are statistically more likely to 'strongly' agree with this opinion in comparison to those aged 25 and older (37%).
- Next, 78% of Calgarians agree that 'I am taking action to address climate change', similar among young adults (81%) and those aged 25 and older (78%). Results are similar to those in 2020.
  - Young adults (32%) are statistically more likely to 'strongly' agree with this sentiment in comparison to those aged 25 and older (21%).
- Further, 75% of Calgarians agree that they are 'concerned about climate change', with young adults expressing notably higher levels of concern (84%) than those aged 25 and older (74%). Since last year, no significant differences have emerged.
  - 'Strong' agreement with feeling 'concerned about climate change' is notably higher among young adults (54%) versus those aged 25 and older (32%).



# Environmental Perceptions



\*Rounding

Data labels <3% are not shown

↑Statistically higher than other age groups/ 2020

↓Statistically lower than other age groups/ 2020

Q6. The next few statements are about how you personally feel about climate change and the environment. To what extent do you agree or disagree with the following statements?

Base: Valid respondents (excluding 'don't know') | Base sizes vary



## Diversity and Inclusion



## Diversity and Inclusion

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**Young adults are notably more likely to agree that ‘Calgary needs to address racism and discrimination’ in comparison to those aged 25 and older, although those aged 25 years and older show an increase in agreement with this statement over last year.**

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- The majority (78%) of Calgarians agree that ‘Calgary needs to address racism and discrimination’, which is statistically higher among young adults (85%) than among those aged 25 and older (77%).
  - Young adults are also more likely to ‘strongly’ agree (56%) that ‘Calgary needs to address racism and discrimination’ than are Calgarians aged 25 and older (35%).
  - Calgarians aged 25 and older are more likely in 2021 to agree with this sentiment (77%) in comparison with 2020 (68%), whereas results are consistent since last year among young adults.
- Almost three-quarters (74%) of Calgarians agree that ‘I feel a sense of belonging in my own neighbourhood’, and agreement is similar among young adults aged 18-24 (77%) and those aged 25 and older (74%), although young adults express higher ‘strong’ agreement (32%) than do their older counterparts (23%).
  - Calgarians aged 25 and older are less likely to agree with this notion in 2021 (74%) versus 2020 (81%), and young adults have held consistent views on this item over the past year.
- Almost seven-in-ten Calgarians (69%) agree that ‘people in Calgary are friendly and inclusive of all people’, consistent with young adults (68%) and those aged 25 and older (69%), and similar to results seen in 2020.
  - Young adults are more likely to ‘strongly agree’ with this statement (21%) than are those aged 25 and older (14%).



## Diversity and Inclusion (continued)

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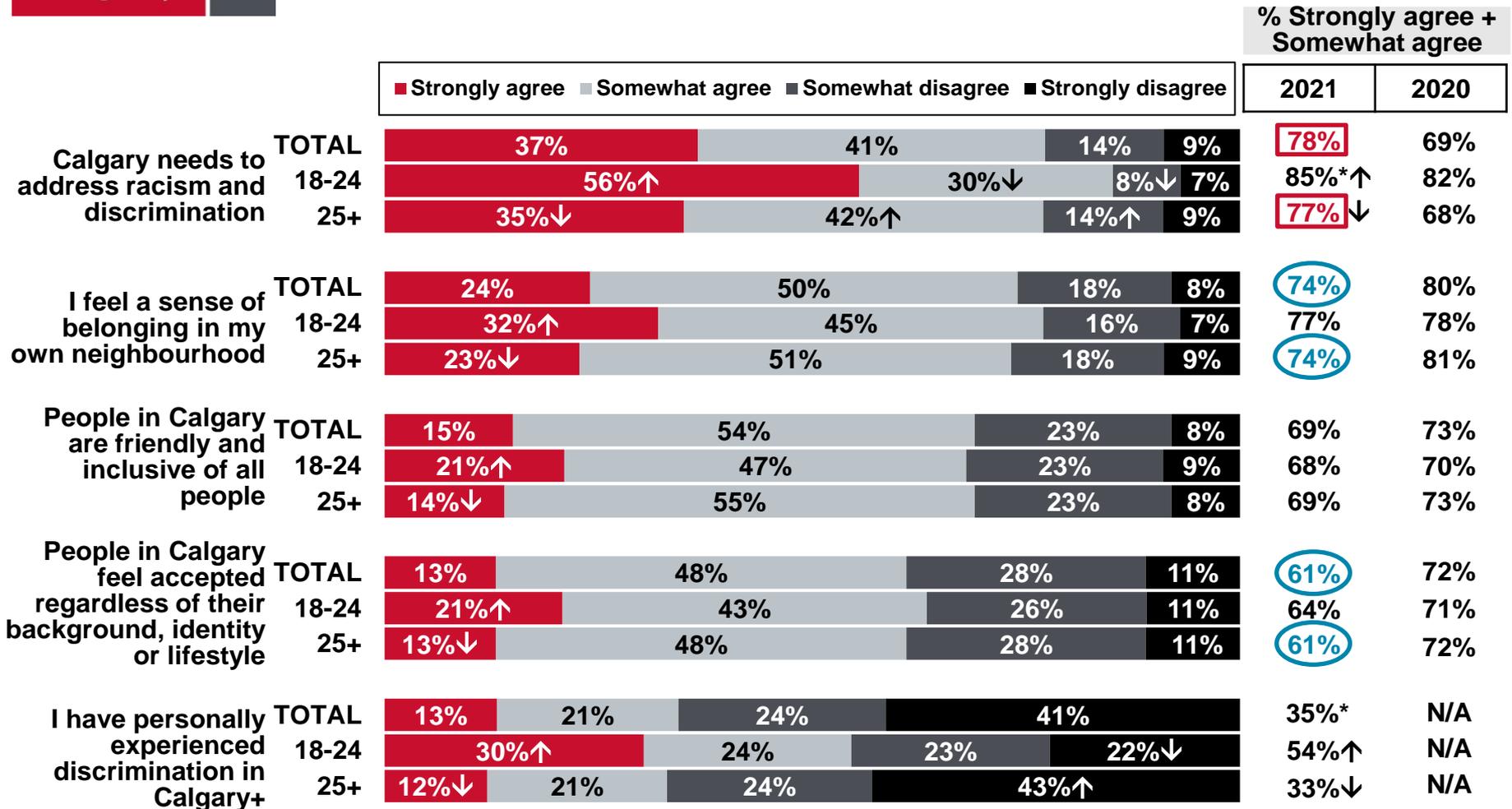
**More than one-half of young adults agree that they have ‘personally experienced discrimination in Calgary’, notably higher than their older counterparts.**

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- Six-in-ten (61%) Calgarians agree that ‘people in Calgary feel accepted regardless of their background, identity or lifestyle’, similar to 64% among 18-24 year-olds and 61% among those aged 25 and older.
  - Young adults are more likely to ‘strongly’ agree (21%) with this sentiment than are those aged 25 and older (13%).
  - Those aged 25 and older (61%) are notably less likely to agree with this sentiment in comparison to last year (72%).
- As a new measure in 2021, 35% of Calgarians indicate that they have ‘personally experienced discrimination in Calgary’, including a significantly higher proportion of young adults (54%) versus those aged 25 and older (33%).
  - Calgarians aged 18-24 (30%) are also more likely to ‘strongly agree’ with this statement than are those aged 25 and older (12%).



# Diversity and Inclusion



Q7. The next few statements are about how you personally feel about diversity and inclusion in Calgary. To what extent do you agree or disagree with the statements below?

Base: Valid respondents (excluding 'don't know') | Base sizes vary + New item in 2021

\*Rounding

↑ Statistically higher than other age groups/ 2020

↓ Statistically lower than other age groups/ 2020



## Relocation



## Relocation

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**Those aged 25 and older are now less likely to say they will remain living in Calgary for at least the next five years in comparison to last year's results.**

**Young adults will remain living in Calgary because their family, friends and jobs are in Calgary. Young adults are notably more likely to also mention remaining in Calgary for educational opportunities.**

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- A total of 76% of Calgarians indicate that they are likely to remain living in Calgary for at least the next five years, including a similar proportion of young adults (71%) and of those aged 25 and older (77%).
  - A higher proportion of those aged 25 and older (54%) are 'very likely' to remain living in Calgary for at least the next five years in comparison to young adults (36%).
  - Calgarians aged 25 and older are less likely to remain living in Calgary in 2021 (77%) in comparison to results in 2020 (85%). Findings among young adults have remained consistent over the past year (71% in 2021 and 73% in 2020).
- Primary reasons for remaining in Calgary among young adults include:
  - My family is here (78%, statistically higher than other age groups and similar to 73% in 2020);
  - My friends are here (63%, statistically higher than other age groups, and consistent with 60% in 2020);
  - Educational opportunities (42%, notably higher than other age groups, and statistically on par with 49% in 2020);
  - My job is here (40%, similar with other age groups, and identical to 40% last year); and,
  - Affordability (26%, statistically consistent with other age groups, and on par with 32% in 2020).

## Relocation (continued)

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**Those aged 25 and older will remain living in Calgary because their family, property, friends and jobs are in Calgary.**

**Young adults will leave Calgary for job opportunities, educational opportunities and because they seek a better cost of living and more cosmopolitan atmosphere.**

---

- Primary reasons for remaining in Calgary among Calgarians aged 25 and older include:
  - My family is here (68%, statistically lower than young adults, and notably higher than 59% in 2020);
  - I own property here (61%, statistically higher than young adults, and similar to 57% in 2020);
  - My friends are here (48%, statistically lower than young adults, but on par with 50% in 2020);
  - My job is here (42%, similar to young adults, and significantly lower than 55% in 2020); and,
  - Atmosphere/ lifestyle (28%, statistically on par with young adults, and consistent with 32% in 2020).
- Primary reasons for leaving Calgary in the next five years among young adults include:
  - Better job opportunities elsewhere (62%, similar to other age groups,, and similar to 60% in 2020);
  - Educational opportunities elsewhere (49%, statistically higher than other age groups, and statistically consistent with 58% in 2020);
  - Cost of living is too high (36%, statistically lower than other age groups, and similar to 27% in 2020); and,
  - Would prefer a more cosmopolitan atmosphere (27%, similar to other age groups, and to 22% last year).



## Relocation (continued)

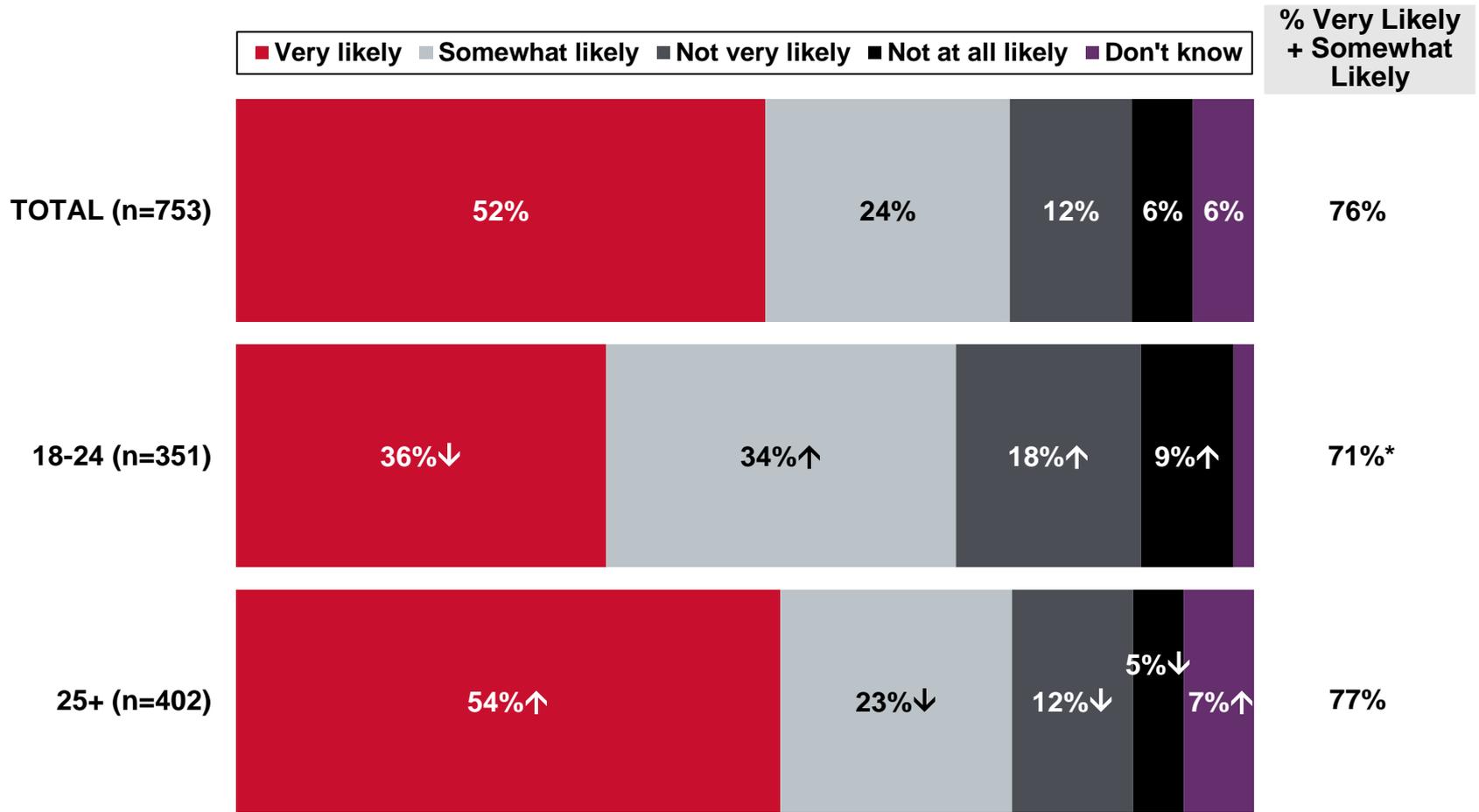
**Primary reasons for leaving Calgary among those 25 and older commonly include cost of living, better job opportunities, Calgary being too busy/crowded, and traffic congestion.**

**Young adults and their older counterparts would reconsider staying in Calgary if housing costs were lower, if there were more job opportunities, and if Calgary offered a reduced cost of living.**

- Primary reasons for leaving Calgary among Calgarians aged 25 and older include:
  - Cost of living is too high (60%, statistically higher than young adults, and similar to 62% last year);
  - Better job opportunities elsewhere (53%, statistically on par with young adults, and given the small sample size, it has remained statistically similar to 36% in 2020);
  - Too busy/ crowded (25%, statistically on par with young adults, and consistent with 18% in 2020); and,
  - Traffic congestion/ commute times (25%, on par with young adults, and similar to 19% in 2020).
- As a new probe in the survey in 2021, among those who are unlikely to remain living in Calgary within the next five years, young adults would reconsider staying if housing costs were lower (36%), there were more job opportunities (33%), the cost of living was reduced (21%), and there was more entertainment/nightlife (18%).
- Among those aged 25 and older, those who intend to leave Calgary may reconsider if the cost of living was reduced (60%), there was more affordable housing (50%), the public transit system was improved (34%), and there were more job opportunities (33%).



# Likelihood of Remaining in Calgary for at Least the Next Five Years



\*Rounding

Data labels <3% are not shown

↑Statistically higher than other age groups

↓Statistically lower than other age groups

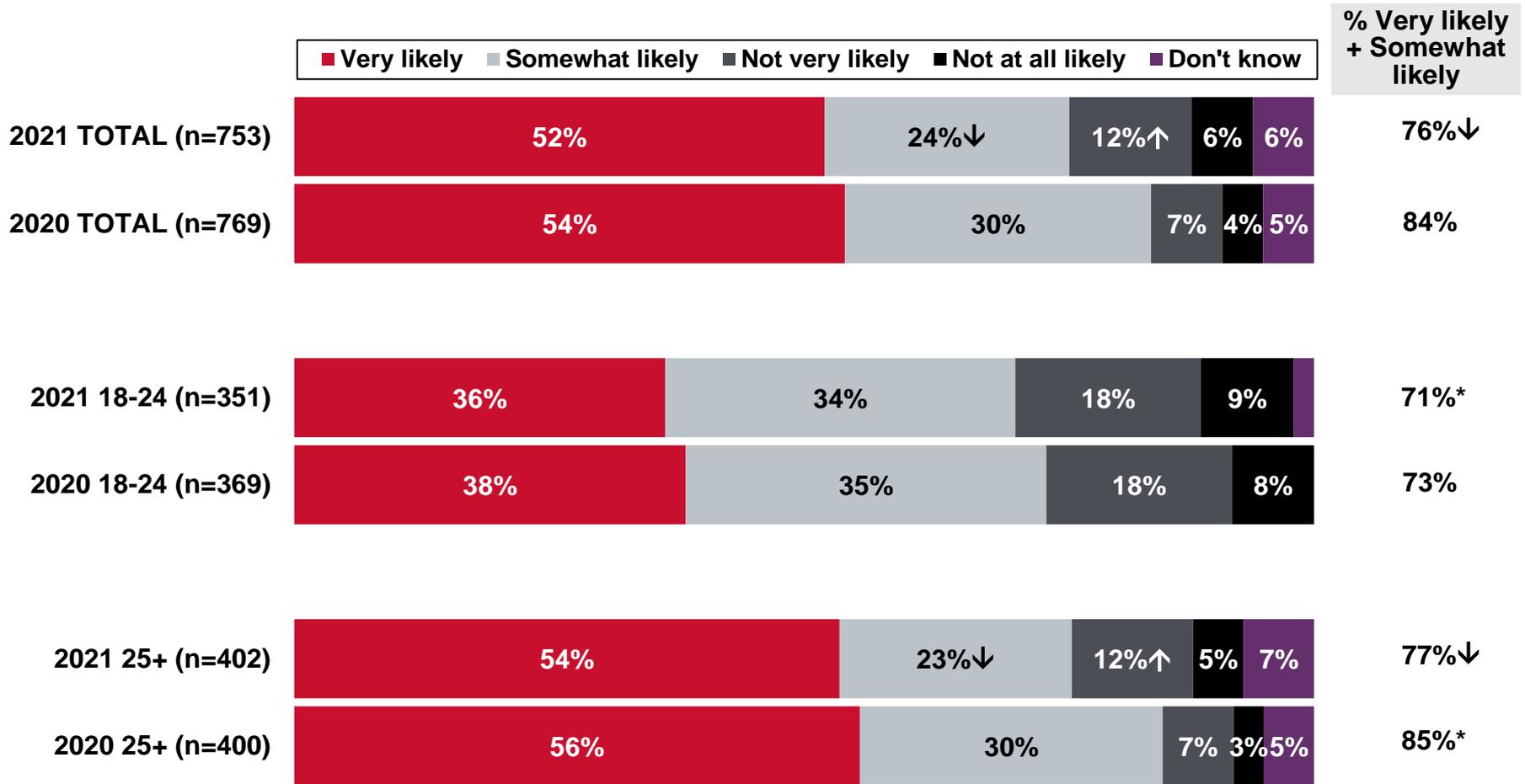
Q8. Switching gears, how likely are you to remain living in Calgary for at least the next five years?

Base: All respondents



# Tracking | Likelihood of Remaining in Calgary

## - Next Five Years -



\*Rounding

Data labels <3% are not shown

↑ Statistically higher than 2020

↓ Statistically lower than 2020

Q8. Switching gears, how likely are you to remain living in Calgary for at least the next five years?

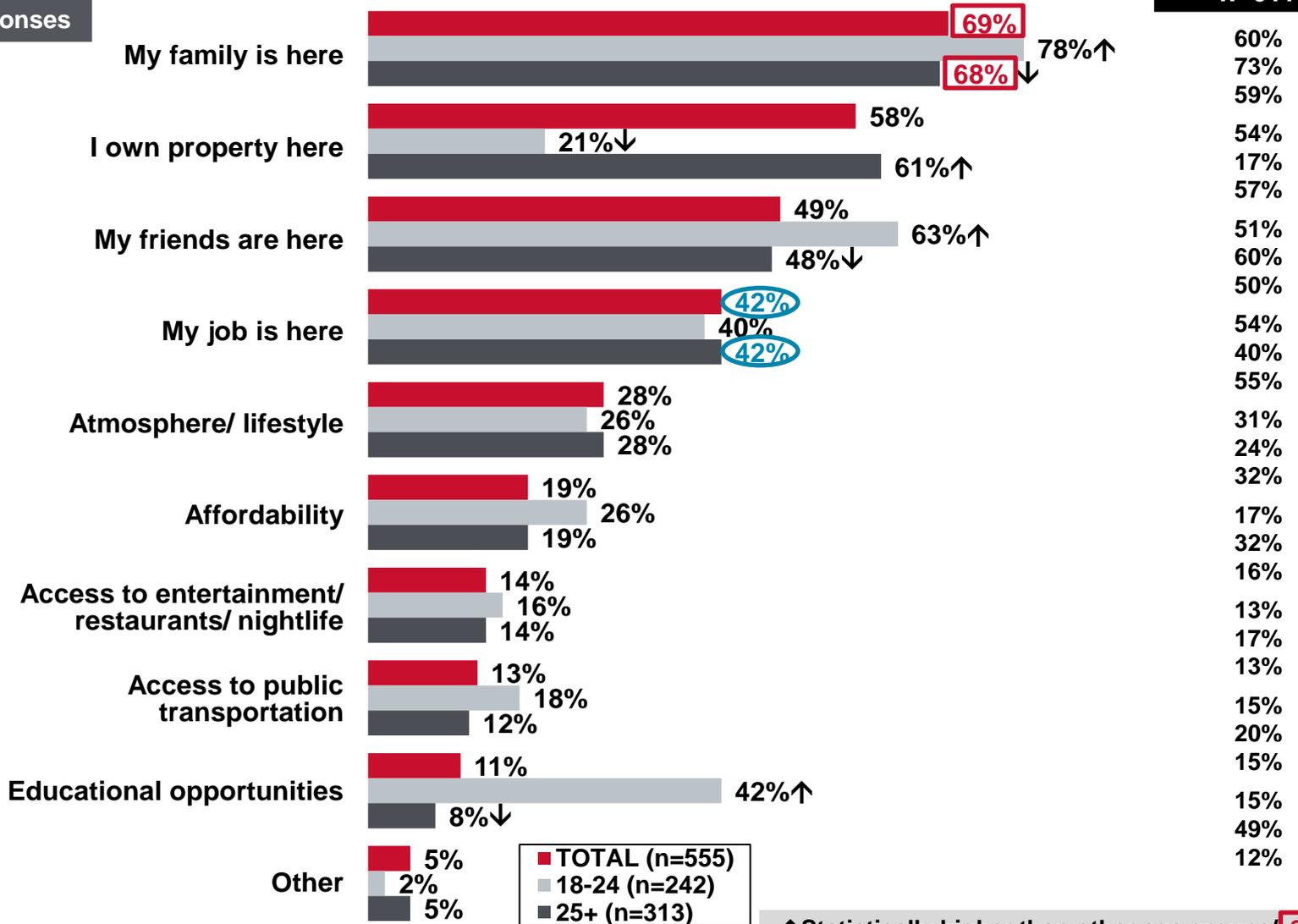
Base: All respondents



# Reasons for Remaining in Calgary

2020  
n=611

Multiple Responses



Q9. What are the main reasons that you are likely to continue living in Calgary? Please select all that apply.  
Base: Respondents likely to remain in Calgary

↑Statistically higher than other age groups/ 2020

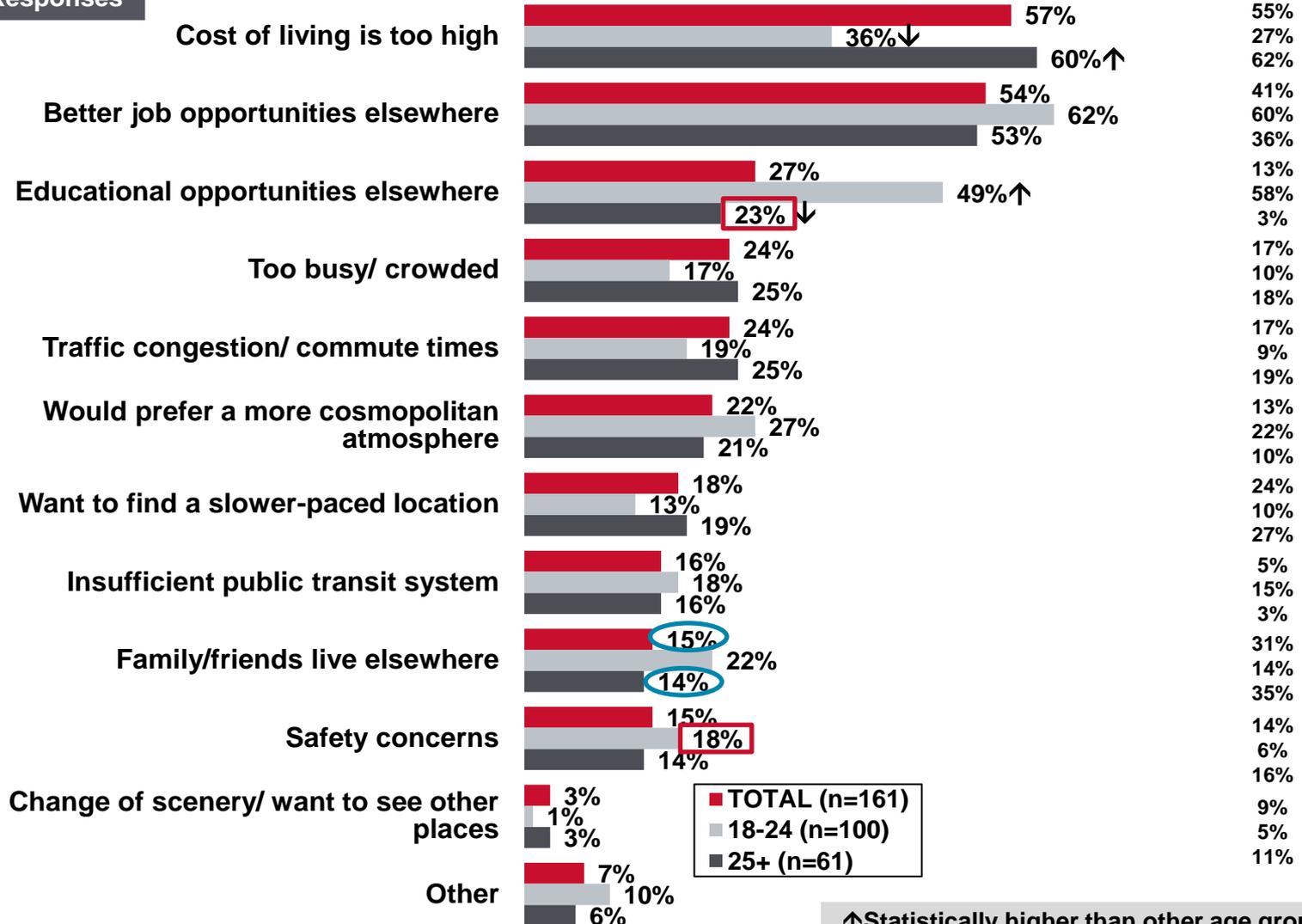
↓Statistically lower than other age groups/ 2020



# Reasons for Leaving Calgary

2020  
(n=133)

Multiple Responses



↑ Statistically higher than other age groups/ 2020  
 ↓ Statistically lower than other age groups/ 2020

Q10. Why are you planning to leave Calgary? Please select all that apply.  
 Base: Respondents unlikely to remain in Calgary within the next five years

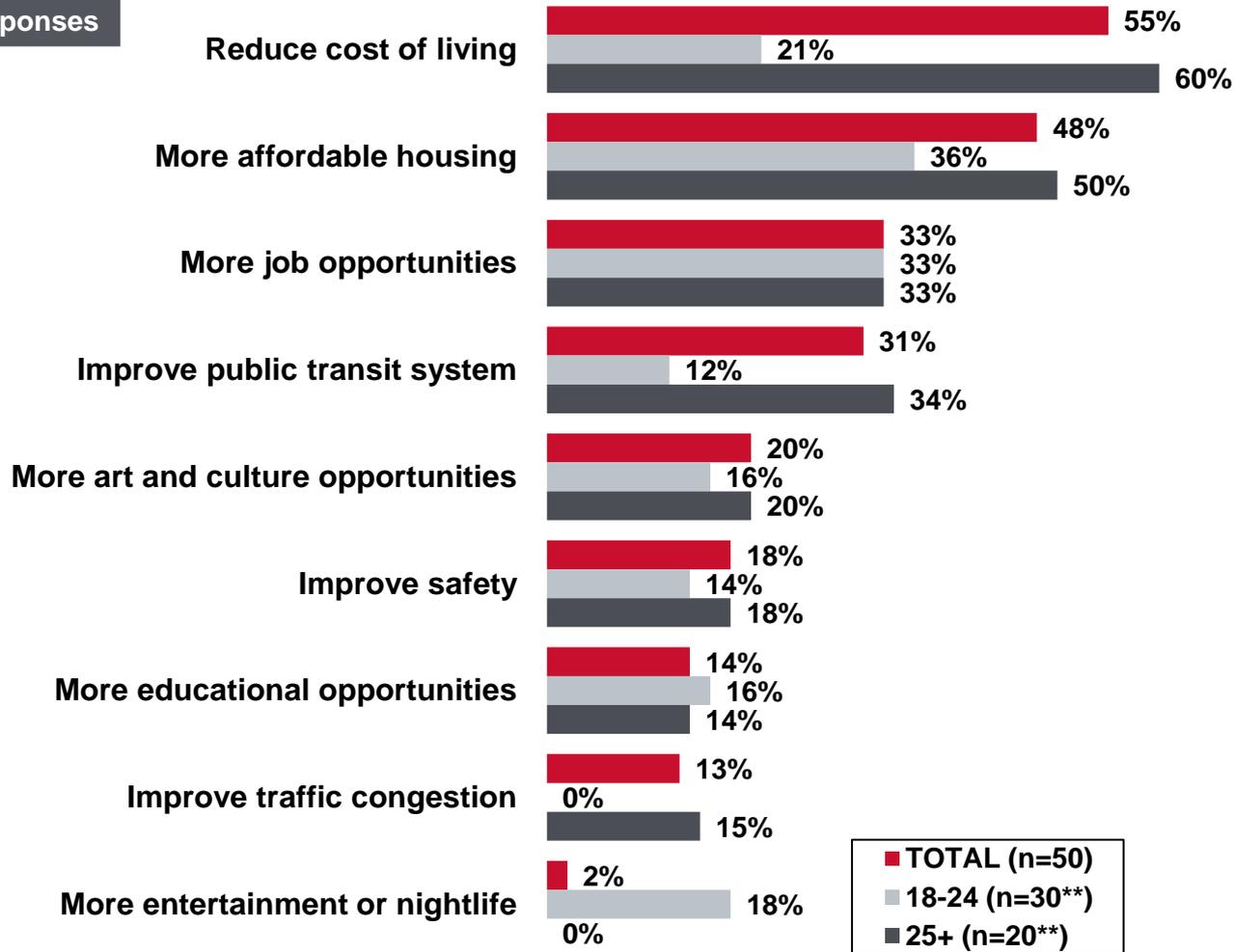


# Reasons to Reconsider Staying in Calgary

## - Among Those Likely to Leave -

New question in 2021

Multiple Responses



Q10B. What would make you more likely to stay? Please select up to three items.

Base: Respondents unlikely to remain in Calgary within the next five years

\*\* Caution: Very small sample size

No statistical differences due to small sample size



## Vision for the Future





## Vision for the Future

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**Young adults are more likely to feel that ‘Calgary is on the right track to be a better city 10 years from now’ in comparison to those aged 25 and older.**

**Young adults feel that the primary initiatives to make Calgary a more vibrant place to live involve arts and culture initiatives, the economy, recreation, and respect for others in the community.**

---

- Almost two-thirds (63%) of Calgarians agree that ‘Calgary is on the right track to be a better city 10 years from now’. Young adults are statistically more likely (80%) to agree with this vision for the future than are those aged 25 and older (62%). Results are consistent with findings gleaned in 2020.
  - A higher proportion of young adults (19%) ‘strongly’ agree with this vision in comparison to 12% among those aged 25 and older.
- According to young adults, the primary initiatives to make Calgary a more vibrant place to live should focus on:
  - Arts and culture (17%, statistically higher than other age groups, and similar to 2020);
  - Economy (17%, statistically lower than other age groups, yet consistent with 2020 results);
  - Recreation (11%, statistically on par with other age groups and with 2020 findings); and,
  - Respect for others in the community/ good relationships (8%, statistically higher than other age groups, and on par with 2020).
- According to Calgarians aged 25 and older, the primary initiatives to make Calgary a more vibrant place to live should focus on:
  - Economy (28%, statistically higher than young adults, and increased from 19% in 2020);
  - Transit (12%, statistically on par with young adults, and similar to 2020);
  - Arts and culture (9%, statistically lower than young adults, increased from 5% in 2020); and,
  - Recreation (8%, similar to young adults and with results in 2020).



## Vision for the Future (continued)

---

**Young adults and their older counterparts share common views regarding initiatives to make Calgary a more vibrant place to work related to employment, the economy and transit.**

**Young adults are more likely to be focused on job creation in 2021 than in 2020.**

---

- According to young adults, the primary initiatives to make Calgary a more vibrant place to work should focus on:
  - Employment/ career opportunities (38%, statistically higher than other age groups, and showing an increase from 28% in 2020 to 35% in 2021 for 'more career opportunities/ job creation);
  - Economy/ investment opportunities (16%, lower than other age groups, and similar to 2020); and,
  - Transit (9%, on par with other age groups and with results in 2020).
- According to Calgarians aged 25 and older, the primary initiatives to make Calgary a more vibrant place to work should focus on:
  - Economy (26%, higher than young adults and similar to 2020);
  - Employment/ career opportunities (22%, statistically lower than young adults, yet consistent with results in 2020); and,
  - Transit (11%, similar to young adults as well as to findings in 2020).



## Vision for the Future (continued)

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**Young adults place higher levels of importance on the Green Line.**

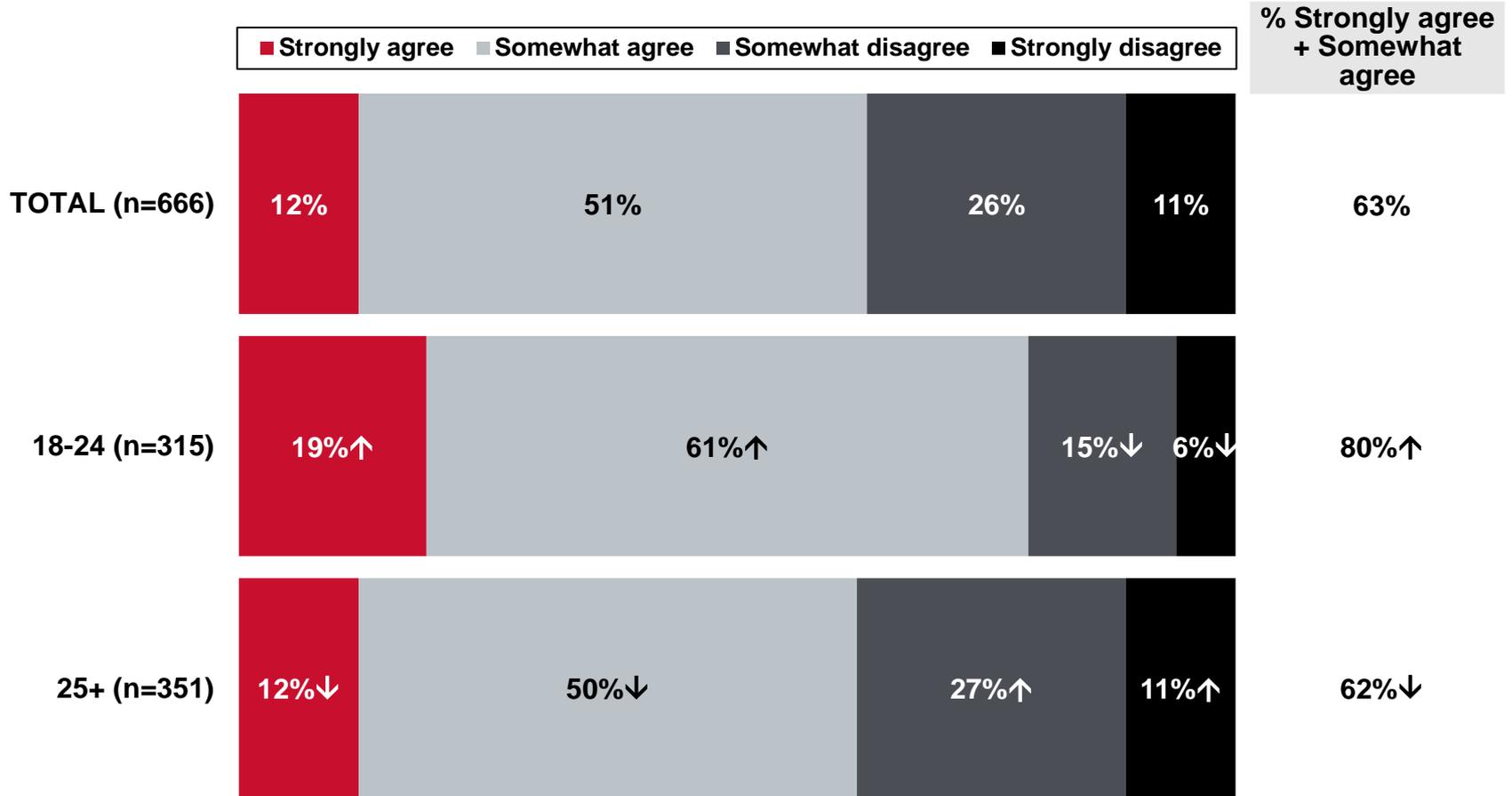
**In comparison to 2020, young adults express lower importance ratings for the Green Line, Event Centre and Arts Commons expansion.**

---

- With respect to the importance of infrastructure projects in Calgary to the future of Calgary 10 years down the road and beyond, the Green Line receives the highest levels of importance (78% overall, statistically higher among 85% of young adults versus 77% of those aged 25 and older).
  - A lower proportion of young adults feel the Green Line is important in 2021 (85%) versus 2020 (92%).
- Next, 72% of Calgarians believe the Event Centre infrastructure project is important, including 71% among young adults and 72% among those aged 25 and older.
  - Young adults in 2021 (71%) are less likely to feel that the Event Centre project is important in comparison to 2020 (81%).
- Two-thirds (66%) of Calgarians feel that the Foothills Fieldhouse is an important infrastructure project, including 67% of young adults and 66% of those aged 25 years and older. Respondents' views are consistent with 2020 results.
- In addition, 62% of Calgarians feel that the BMO Centre expansion is important, with similar results among young adults aged 18-24 (63%) and those aged 25 and older (61%). In comparison with 2020, results are similar.
- Lastly, 58% of Calgarians feel that the Arts Commons expansion is important to Calgary's future, including 64% among young adults and 57% among Calgarians aged 25 and older.
  - Young adults are significantly less likely to rate the Arts Commons expansion project as important in 2021 (64%) in comparison to 2020 (72%).



# Right Track for Calgary Being a Better City Ten Years from Now



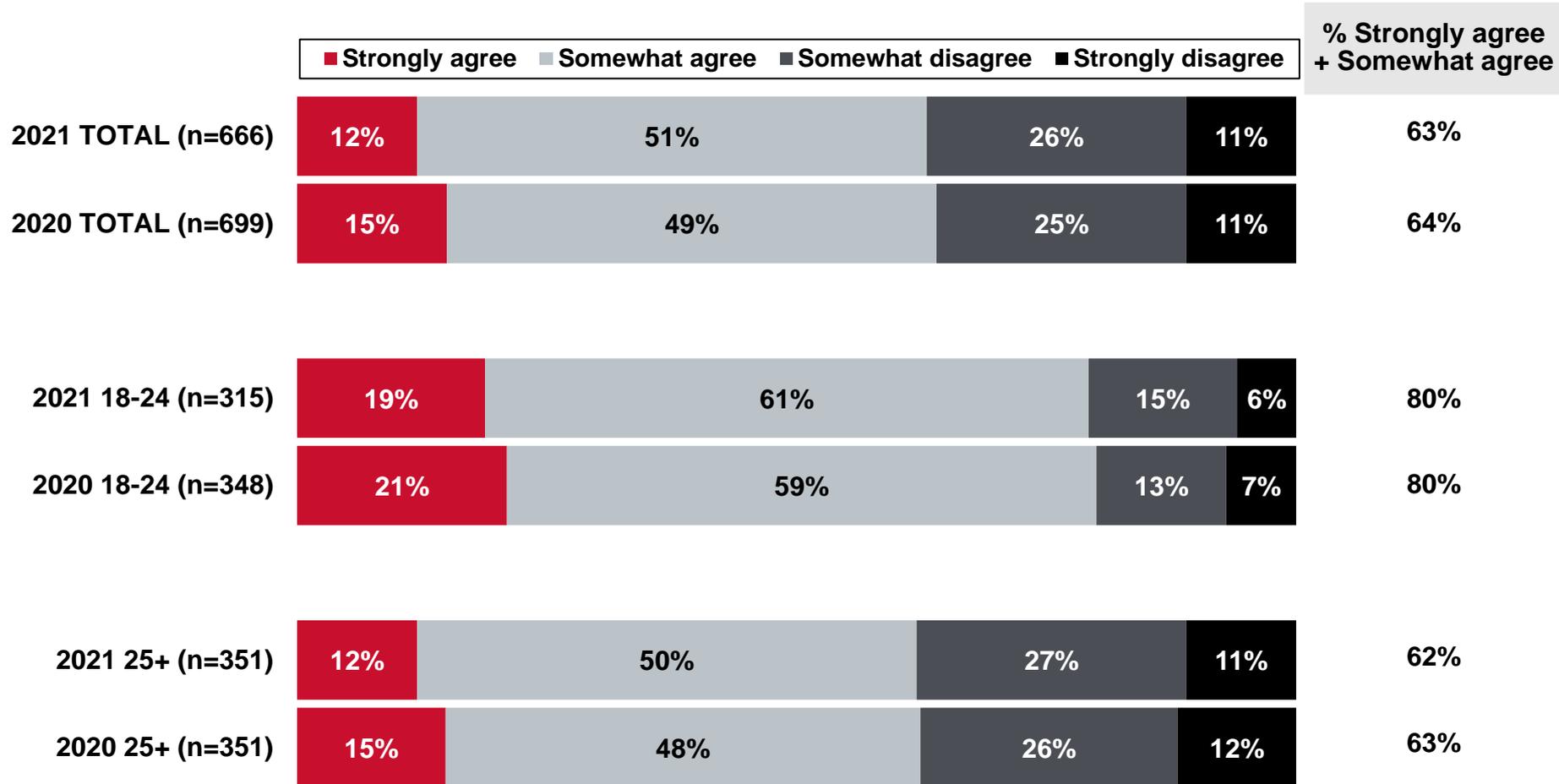
Q12. There are a wide array of challenges facing the city of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement: *Calgary is on the right track to be a better city 10 years from now.*

Base: Valid respondents (excluding 'don't know')

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups



# Tracking I Right Track for Calgary Being a Better City Ten Years from Now



Q12. There are a wide array of challenges facing the city of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement: Calgary is on the right track to be a better city 10 years from now.

Base: Valid respondents (excluding 'don't know')

No statistical differences vs. 2020



# Initiatives to Make Calgary a More Vibrant Place to Live

## Multiple Responses

Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

INITIATIVES	TOTAL (n=753)	18-24 (n=351)	25+ (n=402)
<b>Economy (NET)</b>	<b>27%</b> <span>19%</span>	<b>17%</b> ↓	<b>28%</b> ↑ <span>19%</span>
- Unemployment/ job creation	14%	7%↓	15%↑
- Economy/ cost of living	7% <span>2%</span>	6%	7% <span>2%</span>
- Economic diversification/development	5%	1%↓	6%↑
- Dependency on oil and gas	4%	2%	4%
- Lower cost of housing	3%	3%	3%
<b>Transit (NET)</b>	<b>11%</b>	<b>7%</b> <span>16%</span>	<b>12%</b>
- Transit system improvements	7%	4% <span>10%</span>	8%
- Public transportation (buses, C-Train, poor service)	4%	3%	4%
<b>Arts and culture (more initiatives)</b>	<b>10%</b> <span>6%</span>	<b>17%</b> ↑	<b>9%</b> ↓ <span>5%</span>
<b>Infrastructure, traffic and roads (NET)</b>	<b>9%</b>	<b>5%</b>	<b>9%</b>
- Infrastructure maintenance/ improvement/ development	3%	2%	4%
<b>Recreation (NET)</b>	<b>8%</b>	<b>11%</b>	<b>8%</b>
- Lack of community centres/ parks/ green spaces	5%	8%↑	5%↓
<b>Homelessness, poverty and affordable housing (NET)</b>	<b>4%</b> <span>11%</span>	<b>3%</b>	<b>4%</b> <span>11%</span>
- Poverty/ homelessness	3%	2%	3%
- Affordable/ available housing	1% <span>8%</span>	1%	1% <span>8%</span>
<b>Crime, safety and policing (NET)</b>	<b>5%</b>	<b>6%</b>	<b>4%</b>
- Public safety	3%	4%	3%

NET mentions <2% are not shown

Statistically different from 2020

↑Statistically higher than other age groups  
↓Statistically lower than other age groups

Q13. What are the most important initiatives or changes that would make Calgary a more vibrant city to live?

Base: All respondents | 2020 n=769



# Initiatives to Make Calgary a More Vibrant Place to Live (continued)

## Multiple Responses

Note: A “NET” is a combination of 2 or more mentions that cover a specific theme

INITIATIVES	TOTAL (n=769)	18-24 (n=369)	25+ (n=400)
<b>Taxes (NET)</b> - High taxes	5% 4%	0%↓ 0%↓	5%↑ 4%↑
<b>Growth and planning (NET)</b> - Planning/ development/ land use issues	5% 3% <span style="border: 1px dashed gray; padding: 2px;">1%</span>	4% 3%	5% 3% <span style="border: 1px dashed gray; padding: 2px;">1%</span>
<b>Respect for others in the community/ good relationships</b>	4%	8%↑	4%↓
<b>More effective politicians/ Council</b>	4%	2%	4%
<b>Improved/ increased nightlife/ entertainment</b>	3%	5%	3%
<b>Environment and waste management</b>	2% <span style="border: 1px dashed gray; padding: 2px;">4%</span>	7%↑	1%↓ <span style="border: 1px dashed gray; padding: 2px;">4%</span>
<b>Budget and spending</b>	2%	2%	2%
<b>Other</b>	12%	13%	11%
<b>None</b>	2%	4%	2%
<b>Don't know</b>	13%	11%	13%

Q13. What are the most important initiatives or changes that would make Calgary a more vibrant city to live?

Base: All respondents

Statistically different from 2020

NET mentions <2% are not shown

↑Statistically higher than other age groups  
↓Statistically lower than other age groups



# Initiatives to Make Calgary a More Vibrant Place to Work

Multiple Responses

Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

	INITIATIVES	TOTAL (n=753)	18-24 (n=351)	25+ (n=402)
	<b>Economy/ Investment Opportunities (NET)</b>	<b>25%</b>	<b>16%↓</b>	<b>26%↑</b>
	- Dependency on oil and gas	7%	5%	7%
	- Economic diversification/ development	5%	3%	5%
	- Encourage tech-based companies	5% <b>2%</b>	3%	5% <b>2%</b>
	- Economy/ cost of living	4%	3%	4%
	- -Attract more businesses/ industries	3% <b>9%</b>	2% <b>6%</b>	3% <b>10%</b>
	- Support for small businesses	2%	2%	2%
	- Lower cost of housing	2%	0%	2%
	<b>Employment/ career opportunities (NET)</b>	<b>23%</b>	<b>38%↑</b>	<b>22%↓</b>
	- More career opportunities/ job creation	21%	35%↑ <b>28%</b>	19%↓
	- Increase minimum wage	2%	3%	2%
	<b>Transit (NET)</b>	<b>11%</b>	<b>9%</b>	<b>11%</b>
	- Transit system improvements	6%	5%	6%
	- Public transportation (buses, C-Train, poor service)	5%	3%	5%
	<b>Infrastructure, traffic and roads (NET)</b>	<b>7%</b>	<b>4%</b>	<b>7%</b>
	- City/ downtown improvement/ development	4% <b>2%</b>	2%	4% <b>2%</b>
	<b>Lower taxes</b>	<b>4% <b>7%</b></b>	<b>1%↓</b>	<b>4%↑ <b>8%</b></b>
	<b>Crime, safety and policing (NET)</b>	<b>3%</b>	<b>1%</b>	<b>3%</b>
	- Public safety	2%	1%	2%

NET mentions <2% are not shown

Statistically different from 2020

↑Statistically higher than other age groups  
↓Statistically lower than other age groups

Q14. What are the most important initiatives or changes that would make Calgary a more vibrant city to work?

Base: All respondents



# Initiatives to Make Calgary a More Vibrant Place to Work (continued)

Multiple Responses

Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

INITIATIVES	TOTAL (n=753)	18-24 (n=351)	25+ (n=402)
Community services/ programs	3% <span style="border: 1px dashed gray; padding: 2px;">7%</span>	5%	3% <span style="border: 1px dashed gray; padding: 2px;">7%</span>
Diversity	2%	2%	2%
More effective Council/ politicians	2%	0%↓	2%↑
Homelessness, poverty and affordable housing	0%	1%	0%
Other	12%	20%	14%
None	3%	2%	4%
Don't know	16%	18%	16%

Q14. What are the most important initiatives or changes that would make Calgary a more vibrant city to work?

Base: All respondents

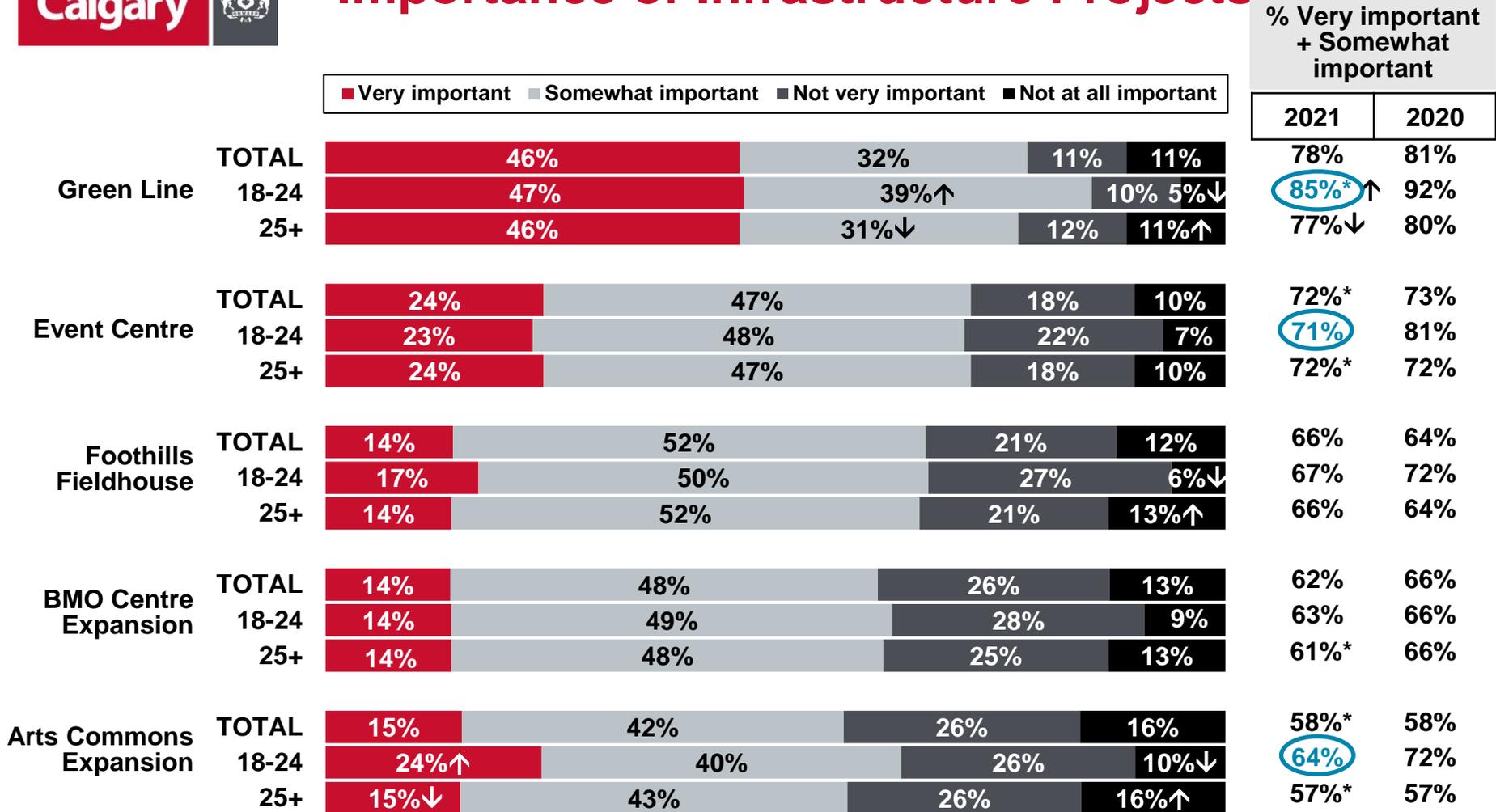
Statistically different from 2020

NET mentions <2% are not shown

↑Statistically higher than other age groups  
↓Statistically lower than other age groups



# Importance of Infrastructure Projects



Detailed descriptions of each item were provided via 'hover text' in the online survey.

\*Rounding

Q15. The following infrastructure projects are currently underway in Calgary. How important do you think each project is to the future of Calgary, 10 years down the road and beyond?

Base: Valid respondents (excluding 'don't know') | Base sizes vary

↑ Statistically higher than other age groups/ 2020

↓ Statistically lower than other age groups/ 2020



## Lifestyle and Community Involvement





## Mode of Transportation

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**When moving around in Calgary, young adults are most likely to drive, but to a statistically lower degree than other age groups.**

**In comparison to those aged 25 and older, young adults are more likely to use public transit, vehicles-for-hire and cycling to get around the city.**

---

- When it comes to getting around Calgary, the transportation mode used most often is driving (73% overall), which is statistically lower among young adults aged 18-24 (57%) versus those aged 25 and older (74%), statistically on par with results in 2020.
  - As well, 14% of Calgarians are using public transit to get around Calgary, significantly higher among young adults (25%) in comparison with those aged 25 and older (13%).
  - During the COVID-19 pandemic, young adults (25%) are using public transit less often than in 2020 (34%), whereas public transit usage has remained consistent among those aged 25 and older.
  - A smaller proportion of Calgarians (9%) get around Calgary by walking, which is consistent among both young adults (10%) and those aged 25 and older (9%).
  - A total of 2% get around Calgary via eScooter, including 1% among young adults and 2% among those aged 25 and older.
  - Cycling is the main mode of transportation for one percent (1%) of Calgarians, including a higher proportion of young adults (2%) versus their older counterparts (1%).
  - Also, vehicle-for-hire options are used by 1% of Calgarians, which is higher among 18-24 year-olds (3%) than among those aged 25 and older (1%).



## Home Ownership

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**The majority of young adults plan to purchase a home within the next 10 years.**

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- Slightly less than one-half (49%) of Calgarians say they own their own home, whereas only 7% of young adults currently own their own home, significantly lower than 53% of those aged 25 and older.
  - Overall, 28% of Calgarians are likely to buy a home within the next ten years, notably higher among young adults (61%) than among those aged 25 and older (25%).
  - The overall likelihood of buying a home/residence in the next ten years has remained consistent across age cohorts since 2020.

## Community Involvement

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**Young adults are more involved than others in several activities, namely, participating in a fundraising run/walk event, volunteering at community events, and persuading others to vote for a particular candidate or party.**

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- Involvement in various political and charitable activities within the past year shows several differences between young adults and those aged 25 and older.
- One-half of Calgarians (51%) have donated more than \$50 to a charitable organization within the past year, and young adults are notably less likely (31%) to have made this donation than are those aged 25 or older (52%).
- A minority of Calgarians (21% overall) have volunteered or done community service in support of a charitable organization within the past year, including 25% of young adults and 20% of those aged 25 and older.
- Fewer Calgarians (13% overall) have persuaded others to vote for a particular candidate or party within the past year, higher among young adults (18%) than among those aged 25 and older (12%).
- Further, 12% of Calgarians have volunteered for a board or committee in their community, consistent between the young adult (14%) and 25 years and older (12%) age cohorts.
- A slightly smaller proportion of Calgarians (11%) have been involved in a fundraising run, walk or ride during this past COVID-19 year, higher among young adults (23%) than those aged 25 and older (10%).
- In addition, 10% of Calgarians have volunteered at community events, such as festivals, City events or attractions, showing involvement among young adults as statistically higher (22%) than among those aged 25 and older (9%).
- Overall, 33% of Calgarians have not been involved in any of these activities in 2021, similar among young adults (34%) and those aged 25 and older (33%) alike. Community involvement measures are not significantly different than 2020 results.



## Voting Behaviours

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**Young adults are notably less likely to have voted in the last municipal election and are less likely to intend to vote in the upcoming October 2021 municipal election.**

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- More than three-quarters (77%) of eligible Calgarians indicate that they voted in the last municipal election, lower among young adults (56%) than among those aged 25 and older (79%).
  - The question format was modified in 2021, so direct comparisons are not possible.
- As a new measure in 2021 prior to the October 18<sup>th</sup> municipal election in Calgary, 79% of Calgarians say they will vote, lower among young adults (70%) than among those aged 25 and older (80%).

## Impact of COVID-19

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**Young adults and their older counterparts feel that COVID-19 has had the greatest negative impact on their mental health. Young adults are more likely, however, to feel the pandemic's impact on their personal educational path.**

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- COVID-19 measures were also added into the 2021 survey to measure the impact that the pandemic has had upon Calgarians' lives.
  - Six-in-ten (60%) Calgarians report that the pandemic has had a negative impact on their mental health, including 58% of young adults and 60% of those aged 25 and older.
  - Slightly more than one-half (53%) of Calgarians believe that the pandemic has had a negative impact on their personal financial situation, similar among young adults (52%) and their older counterparts (54%).
  - Next, 46% of Calgarians indicate that the pandemic has had a negative impact on their physical health, also similar among young adults (43%) and those aged 25 and older (46%).
  - Fewer Calgarians (41%) report that the COVID-19 pandemic has had a negative impact on their personal career path, consistent between 18-24 year-olds (43%) and those aged 25 and older (41%).
  - The lowest measure is for the pandemic's impact on Calgarians' personal educational path (21% overall). However, young adults (48%) have been impacted here to a greater degree in comparison to those aged 25 and older (18%).



## Attitudes Towards Finances, Work & Education

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**A large proportion of young adults believe that ‘financial independence is an indicator of my success’ and that ‘there are enough post-secondary education opportunities in Calgary’.**

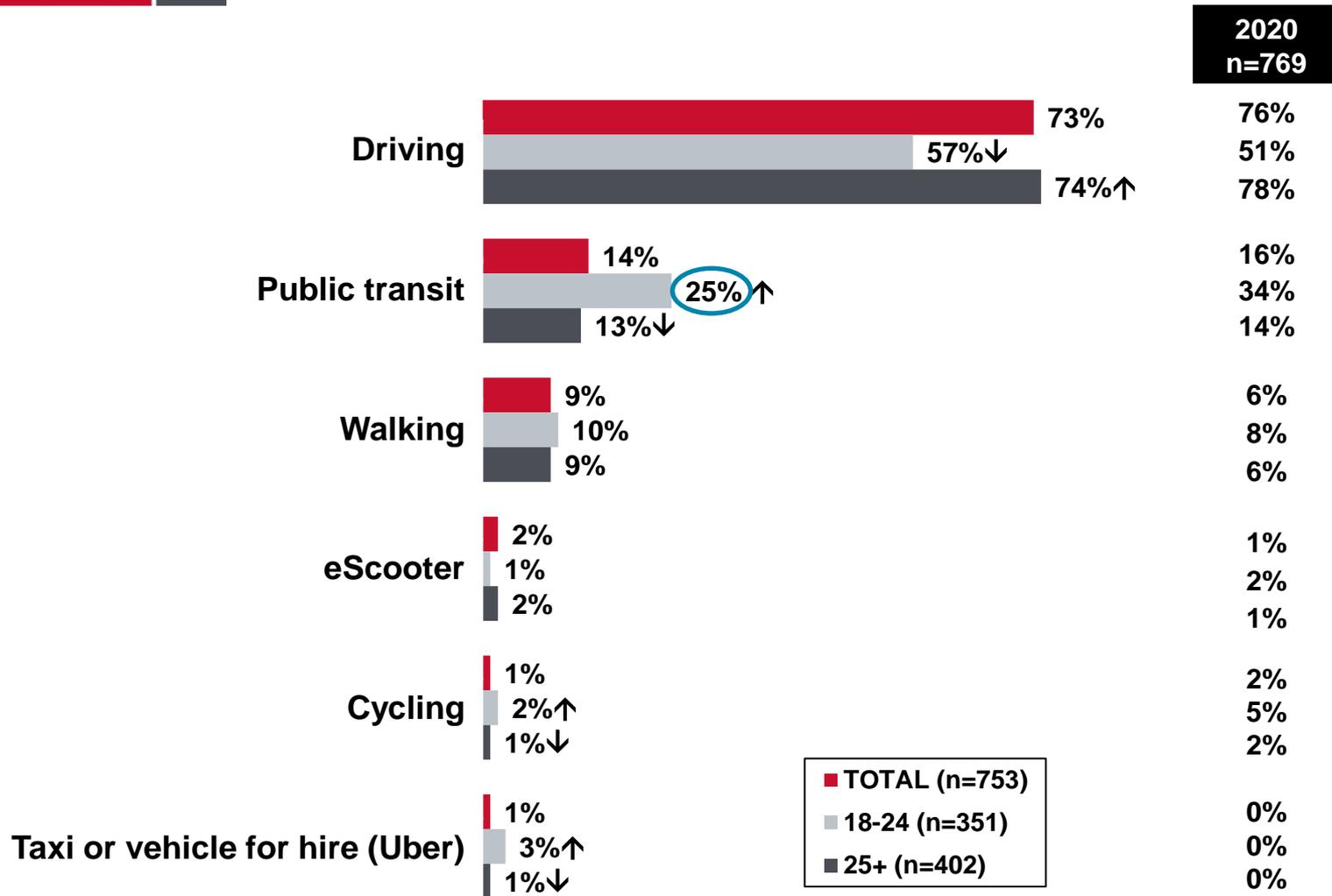
**A minority of young adults, however, agree that ‘there is enough opportunity for employment in Calgary’.**

---

- Only young adults aged 18 to 24 were asked for their opinions regarding an additional six topics related to finances, work and education.
- Fully 85% of young adults agree that ‘financial independence is an indicator of my success’, with 46% in ‘strong’ agreement and 39% who ‘somewhat’ agree.
- Three-quarters (76%) of young adults agree ‘there is enough opportunity for post-secondary education in Calgary (e.g., university, college)’, with 34% in ‘strong’ agreement and 42% who ‘somewhat’ agree.
- Overall, 74% of young adults agree that ‘I feel I have the skills to get the job I want’, including 34% who ‘strongly’ agree and 40% who ‘somewhat’ agree.
- Almost two-thirds (64%) of young adults agree that ‘I think I will be better off financially than my parents’, including 32% who ‘strongly’ agree and 33% who ‘somewhat’ agree.
- Next, 61% of young adults in Calgary agree with the statement, ‘I want to start my own business or organization at some point’, with 33% who ‘strongly’ agree and 29% who ‘somewhat’ agree.
- The final measure shows that about one-half (49%) of young adults aged 18-24 in Calgary agree that ‘there is enough opportunity for employment in Calgary’, with just 16% in ‘strong’ agreement with this sentiment and 32% who ‘somewhat’ agree.
- For all of the above measures, results are similar to findings in 2020.



# Main Mode of Transportation Used in Calgary



Q16. When it comes to getting around Calgary, which transportation mode do you use most often?  
 Base: All respondents

↑ Statistically higher than other age groups/ 2020  
 ↓ Statistically lower than other age groups/ 2020



# Likelihood to Buy a Residence in Next 10 Years

■ Very likely 
 ■ Somewhat likely 
 ■ Not very likely 
 ■ Not at all likely 
 ■ I already own my own home 
 ■ Don't know

**% Very likely + Somewhat likely**



Q17. How likely are you to buy your own home (e.g. single-family home, duplex, townhouse, condo, etc.) in the next ten years?

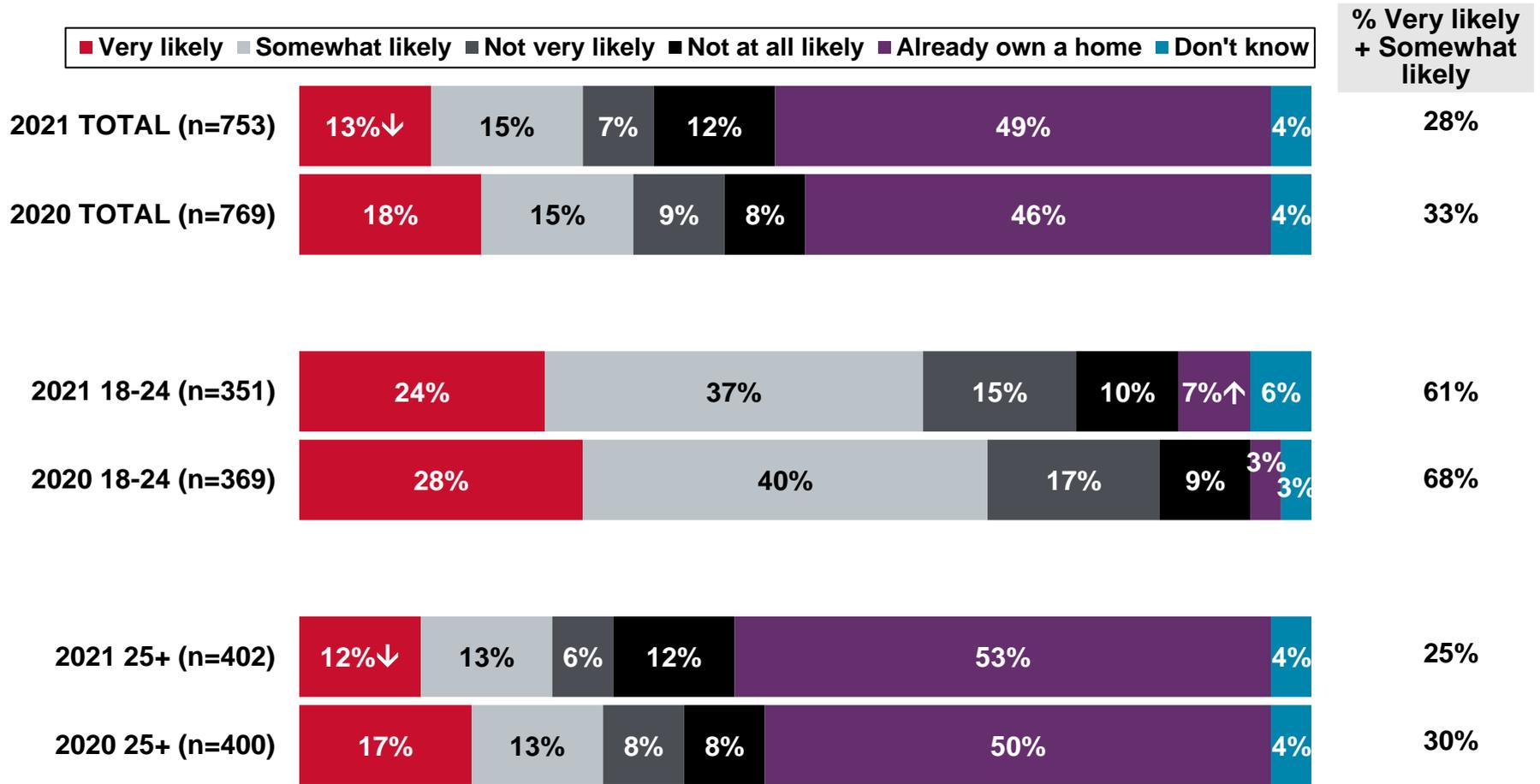
Base: All respondents

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups



# Tracking I Likelihood to Buy a Residence

- In the Next Ten Years -



Q17. How likely are you to buy your own home (e.g., single-family home, duplex, townhouse, condo, etc.) in the next ten years?

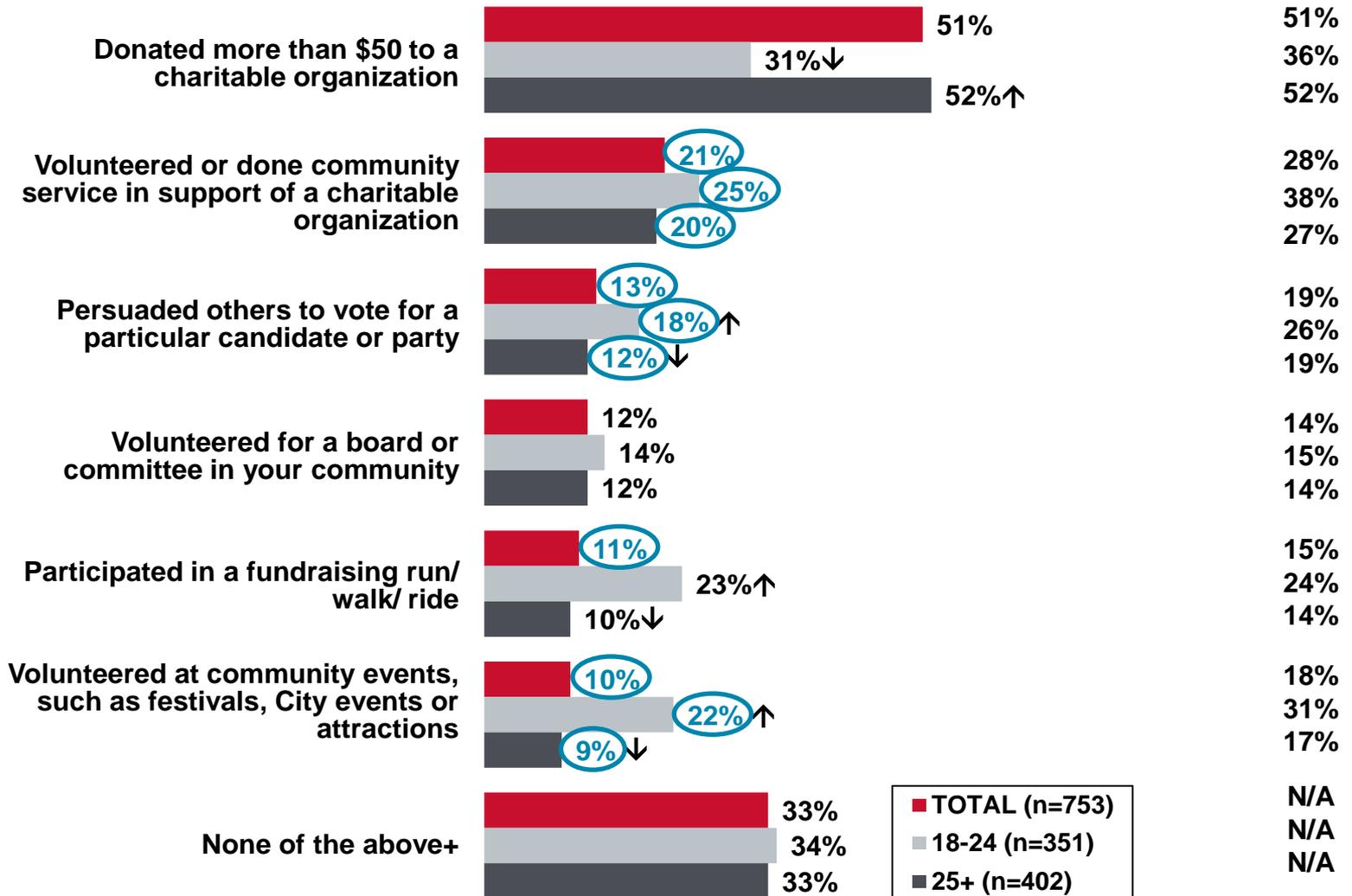
Base: All respondents

↑ Statistically higher than 2020  
↓ Statistically lower than 2020



# Community Involvement within the Past Year

2020



Q19. Which of the following activities have you taken part in over the past 12 months? Please select all that apply.

Base: All respondents | 2020 n=769

+New item in 2021

■ TOTAL (n=753)  
 ■ 18-24 (n=351)  
 ■ 25+ (n=402)

↑Statistically higher than other age groups/ 2020

↓Statistically lower than other age groups/ 2020



# Voting Behaviours

New questions in 2021

## Voted in Last Municipal Election

■ Yes ■ No

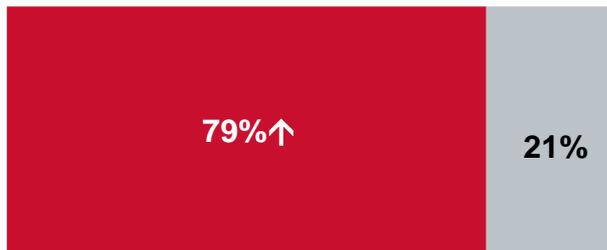
TOTAL  
(n=656)



18-24  
(n=270)



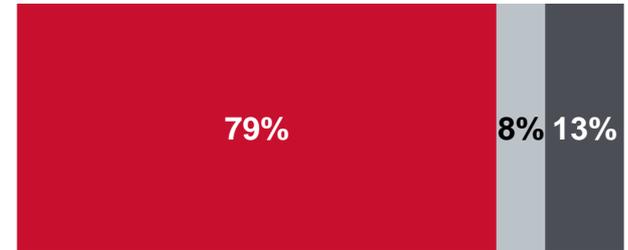
25+ (n=386)



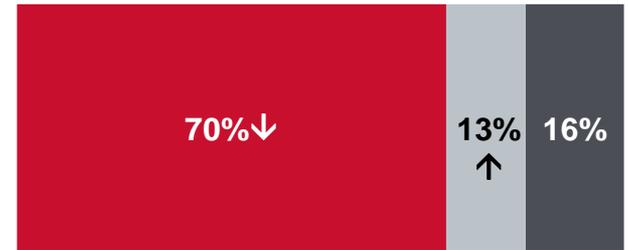
## Voting Intentions for Next Municipal Election

■ Yes ■ No ■ Not sure yet/Don't know

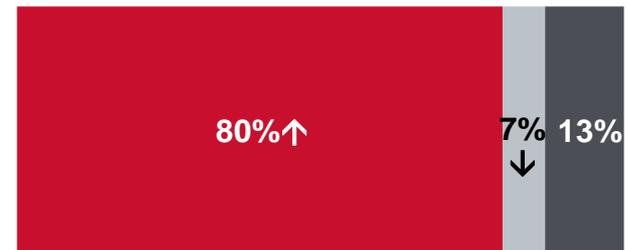
TOTAL  
(n=753)



18-24  
(n=351)



25+  
(n=402)



Q19B. Did you vote in the last Calgary municipal election?

Base: All respondents (excluding 'Don't know/Not applicable')

↑ Statistically higher than other age groups/ 2020

↓ Statistically lower than other age groups/ 2020

Q19C. Do you plan to vote in the Calgary municipal election this October?

Base: All respondents



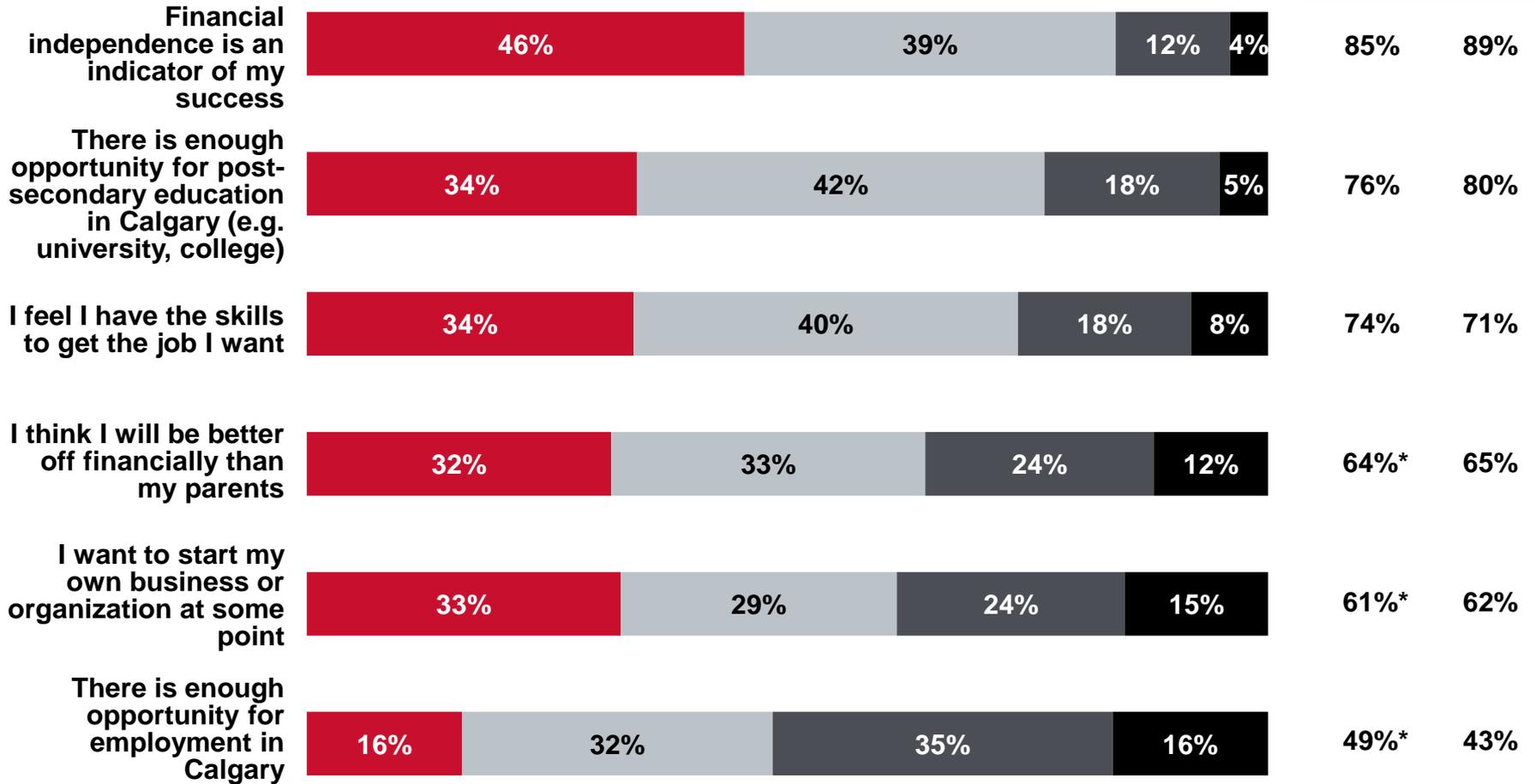
# Attitudes Towards Finances, Work & Education

Only asked of 18-24 year-olds

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

% Strongly agree + Somewhat agree

2021	2020
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Q20. Thinking about yourself, to what extent do you agree or disagree with the following statements?

Base: Valid respondents (excluding 'don't know') | Base sizes vary

\*Rounding

No statistical differences vs. 2020

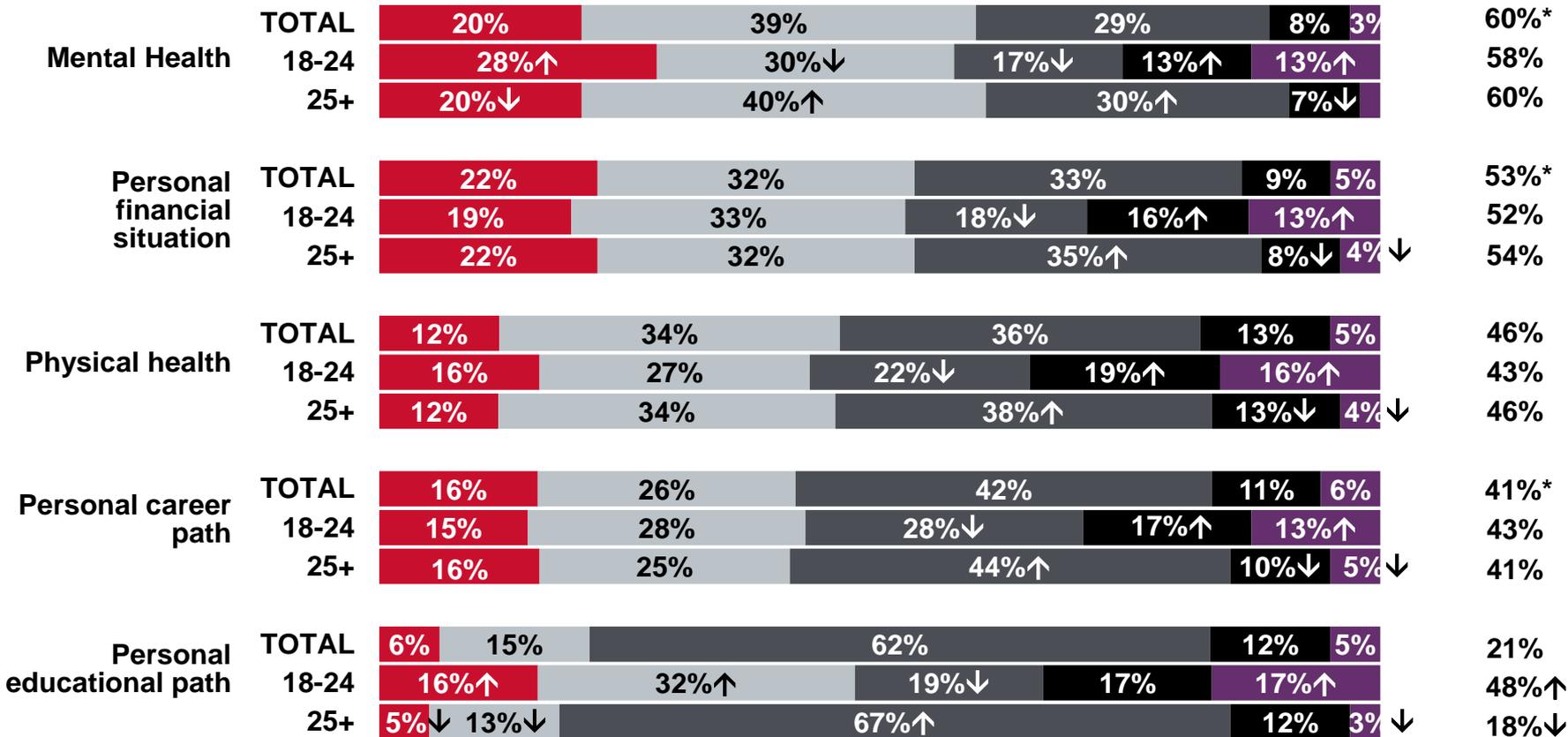


# Impact of COVID-19

New question in 2021

■ Very negative ■ Somewhat negative ■ No impact ■ Somewhat positive ■ Very positive

% Very negative + Somewhat negative



\*Rounding

Data labels <3% are not shown

↑ Statistically higher than other age groups  
↓ Statistically lower than other age groups

QC19. What impact has the COVID-19 pandemic had on your...?  
Base: Valid respondents (excluding 'N/A' and 'don't know') | Base sizes vary



## City Communication & Technology



## City Communication and Technology

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**Approximately one-half of young adults feel informed about municipal issues.**

**Multiple channels of City communications are desired. Young adults are notably more likely to prefer City communications via social media.**

**Young adults are less likely than others to prefer City communications via direct mail or through newspapers.**

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- Thinking about their knowledge of The City government in general, what's going on with City Council, and issues that affect them as citizens, 49% of Calgarians feel they are informed about such issues. The level of feeling informed about municipal issues is statistically on par among young adults aged 18-24 (46%) versus those aged 25 and older (49%), and measures have remained stable over the past year.
- The best way for The City of Calgary to provide up-to-date news and information to citizens involves multiple channels of communication. The highest proportion of citizens point to television (47%), the internet (46%) and social media (43%).
  - Television (47% overall) is the most preferred channel of communication, including 45% among young adults and 47% among those aged 25 and older.
  - The internet (46%) is also a highly desired channel of communication from The City, including 41% among young adults and 46% among those 25 and older. With respect to the internet, this also involves 43% of Calgarians pointing to Calgary.ca as a desired channel, similar among young adults (36%) and their older counterparts (44%), while 5% of Calgarians point to the use of other websites.
  - Social media is a desired channel of City communication by 43% of Calgarians, including a higher proportion of young adults (56%) in comparison to those aged 25 and older (42%). A higher proportion of young adults point to City of Calgary social media (44%) than those aged 25 and older (36%). Further, 11% of Calgarians would prefer other social media, with younger adults exhibiting higher preferences for this choice (20%) than those aged 25 and older (11%).
  - A minority (29%) of Calgarians would like to receive City information via radio (28% among young adults and 29% among those aged 25 and older), and 25% identify direct mail, lower among young adults (15%) versus those aged 25 and older (26%).
  - Further, young adults are less likely to want to receive City information via newspapers (10% versus 22% among older Calgarians), yet are more likely to want City information through multicultural media (11% versus 5% among those aged 25+).



## City Communication and Technology (continued)

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**Young adults trust The City for municipal information more than the news media.**

**Young adults are more likely to want to receive municipal information online.**

**Young adults are less likely to keep up-to-date regarding municipal issues, and are more likely to say they ‘can’t be bothered’ to keep track of such issues.**

---

- Almost three-quarters (73%) of Calgarians ‘trust The City as a primary source of information about The City of Calgary’, showing consistent results among young adults (79%) and those aged 25 and older (73%).
- In addition, more than seven-in-ten (72%) agree that ‘I feel like I’m doing my part as a Calgarian by keeping up-to-date about City issues and policies’, which is statistically lower among young adults (63%) than among those aged 25 and older (73%).
- Overall, 71% of Calgarians ‘trust the news media as a primary source of information about The City of Calgary’, showing similar results among young adults aged 18-24 (68%) and those aged 25 and older (71%).
- Three-in-ten (29%) Calgarians agree that they ‘can’t be bothered to keep track of what is going on in The City’, which is statistically higher among young adults (50%) than among those aged 25 and older (27%).
- With respect to social media, one-half (51%) of Calgarians agree that they ‘prefer to hear about City issues online and on social media rather than traditional media’, showing young adults in higher agreement (74%) than those aged 25 and older (49%).
  - Young adults are more likely to trust The City of Calgary’s social media (75%) than those aged 25 and older (59%), which shows higher trust levels than for other social media (43% overall, including 64% among young adults, which is statistically higher than 41% among those aged 25 and older).
- Two-thirds (66%) of Calgarians would rate The City’s performance in the past six months for how well it communicated with citizens as ‘good or very good’, including 69% among young adults and 66% among those aged 25 and older.
  - Young adults are notably less likely in 2021 (69%) to rate The City’s communications as ‘good’ than in 2020 (78%).

## City Communication and Technology (continued)

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**In comparison to 2020, all age cohorts express significantly lower ratings regarding the use and adoption of technology.**

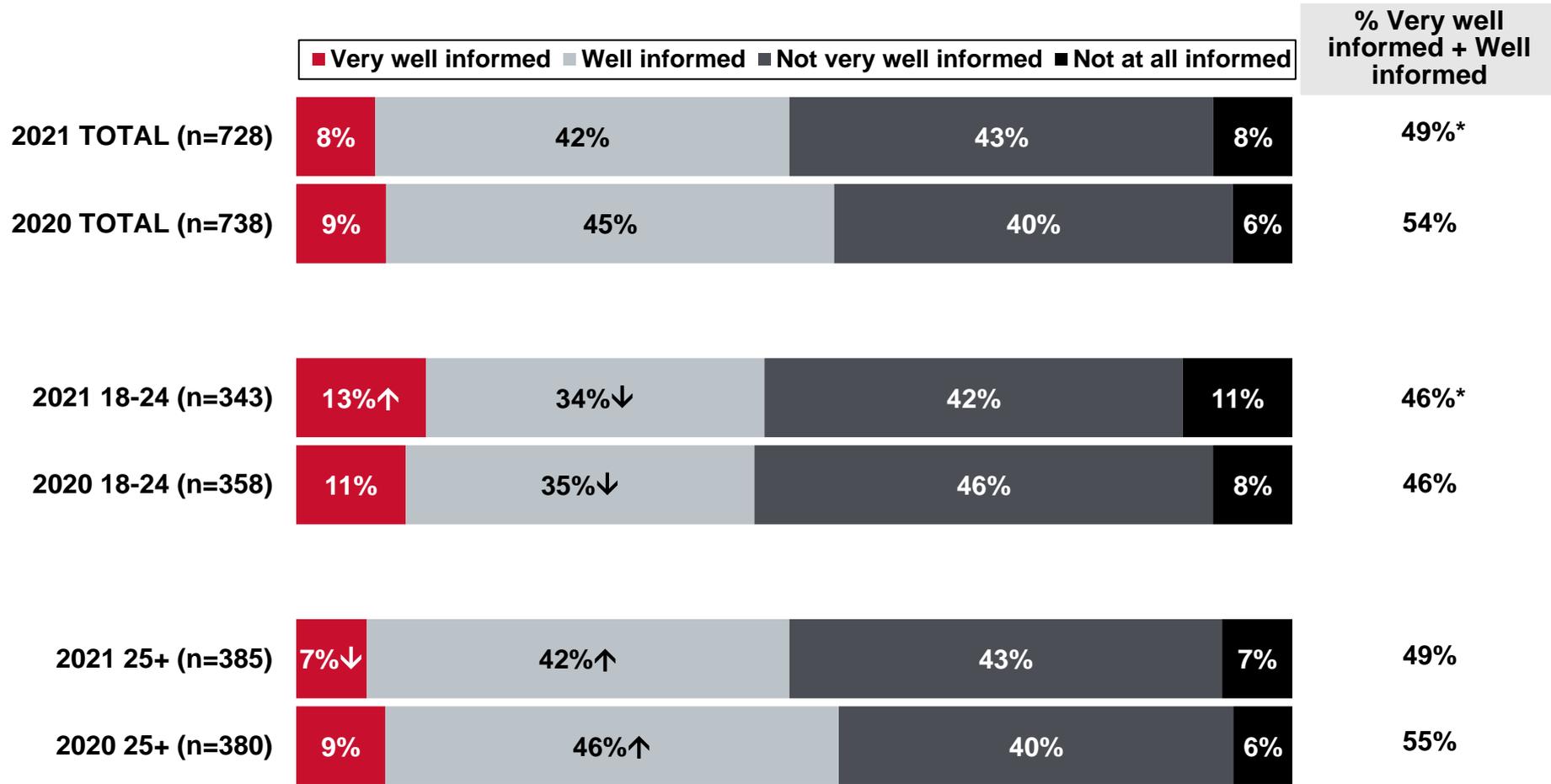
**Young adults are notably **more likely to be using Instagram, YouTube, Snapchat, and TikTok in a daily basis in comparison to other age groups.****

---

- First, 58% of Calgarians feel that the statement, 'I feel confident doing most of my personal business transactions online' describes them well, showing statistical consistency between young adults (62%) and those aged 25 and older (57%). However, results have significantly declined for all measures since last year (72% overall in 2020, 77% for young adults and 72% for those aged 25 and older).
- In addition, 57% of Calgarians say that 'I believe that adopting new technology can make a city a better place to live' describes their point of view well, including 63% of young adults aged 18-24 and 56% of those aged 25 and older. Results are also significantly lower for this measure since 2020 across all age cohorts.
- Slightly more than one-half (54%) of Calgarians feel that the statement, 'I think that using new technology can improve citizens' relationship with The City' describes them well, including 59% of young adults and 53% of those aged 25 and older. As with the measures above, results have notably declined since 2020.
- Social media used most often by young adults on a daily basis include:
  - YouTube (65%, statistically higher than 38% in other age groups);
  - Instagram (61%, statistically higher than 29% in other age groups);
  - Snapchat (44%, statistically higher than 8% in other age groups); and,
  - TikTok (43%), statistically higher than 7% in other age groups).
- Social media used most often by those aged 25 and older on a daily basis include:
  - Facebook (50%, statistically higher than 28% among young adults);
  - YouTube (38%, although statistically lower than 65% among young adults);
  - Instagram (29%, yet statistically lower than 61% among young adults); and,
  - Twitter (18%, identical to 18% among young adults).



# Level of Feeling Informed about Municipal Issues



\*Rounding

Q21. Thinking about your knowledge of The City government in general, what's going with City Council, and issues that affect you as a citizen, how well informed would you say you are?

Base: Valid respondents (excluding 'don't know')

↑ Statistically higher than other age groups/ 2020

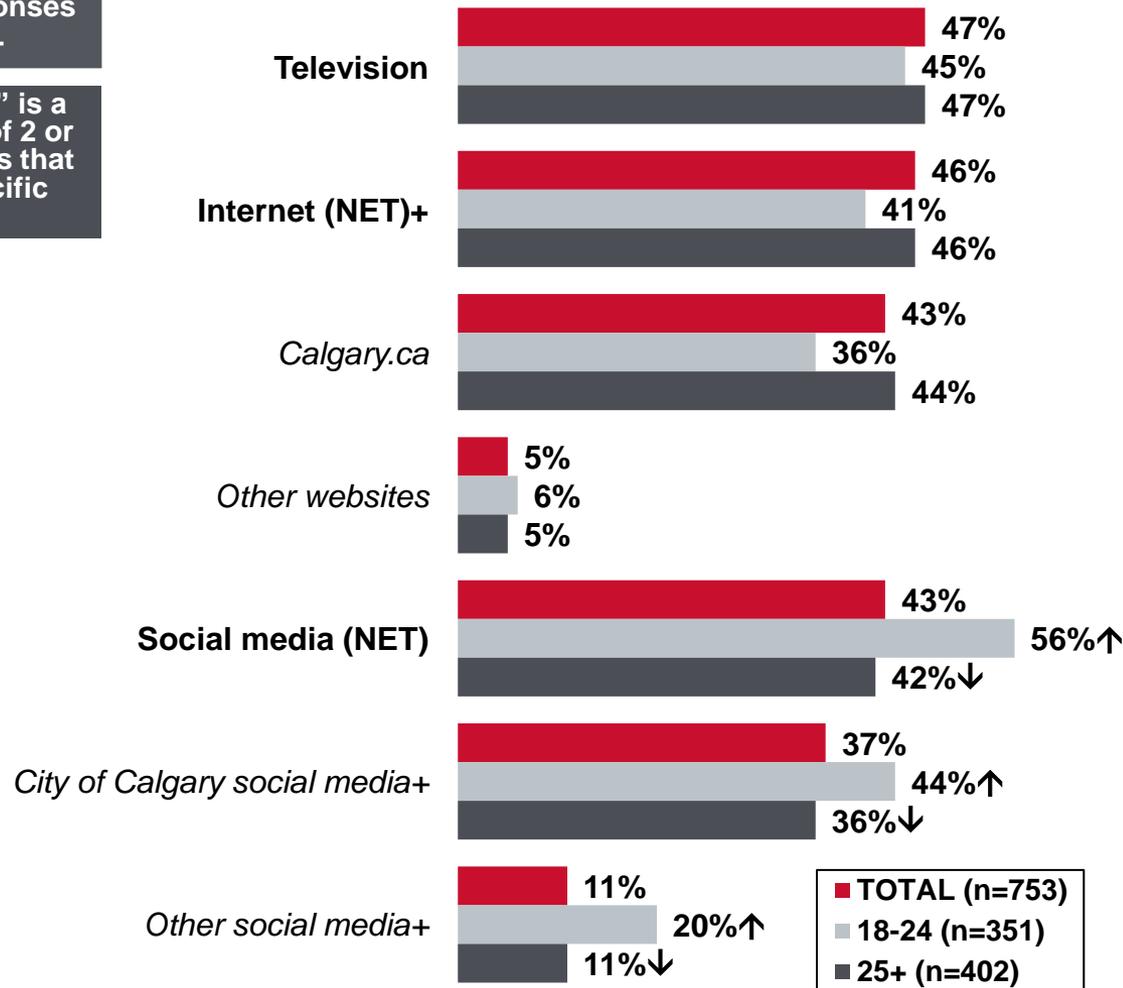
↓ Statistically lower than other age groups/ 2020



# Best Channels for the Provision of City News and Information

Multiple Responses in 2021++

Note: A "NET" is a combination of 2 or more mentions that cover a specific theme



Q22b. What are the best ways for The City of Calgary to provide up-to-date news and information to you personally?

Base: All respondents | 2020 n=769

+New item in 2021

++Single response in 2020, Up to 3 responses in 2021

↑Statistically higher than other age groups  
↓Statistically lower than other age groups

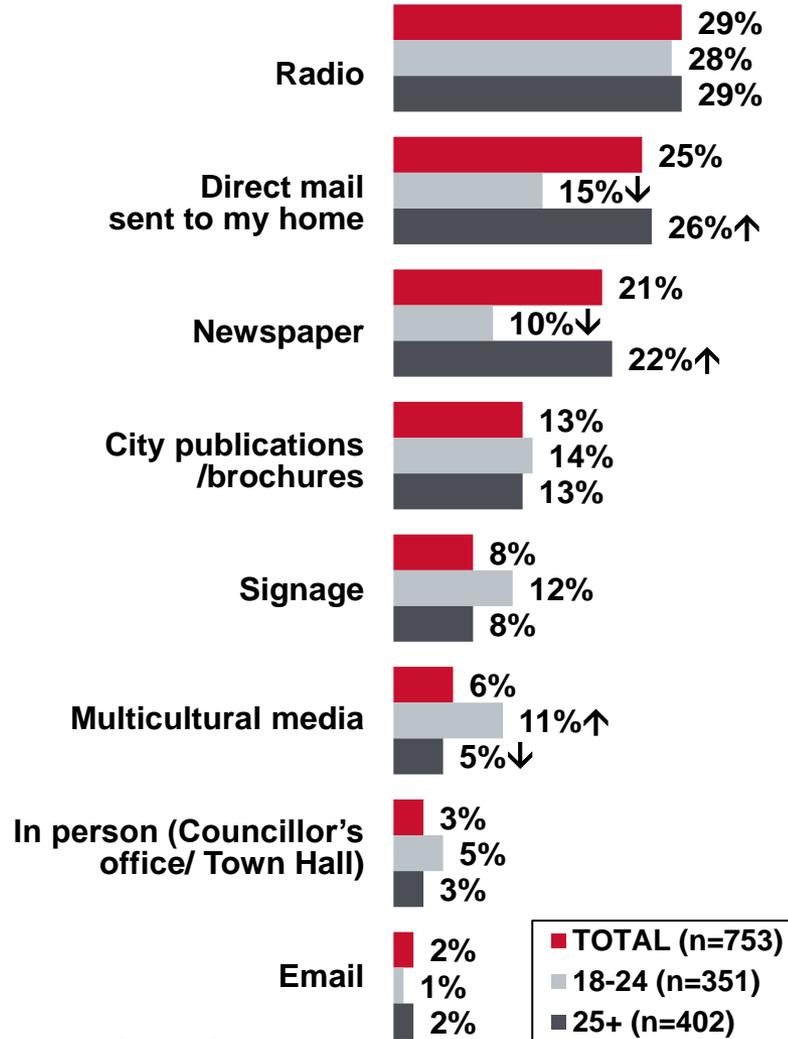
++Tracking not possible due to change in accepting multiple responses



# Best Channels for the Provision of City News and Information (continued)

Multiple Responses  
In 2021++

Note: A "NET" is a combination of 2 or more mentions that cover a specific theme



↑Statistically higher than other age groups  
↓Statistically lower than other age groups

++Tracking not possible due to change in accepting multiple responses

Q22b. What are the best ways for The City of Calgary to provide up-to-date news and information to you personally?

Base: All respondents | 2020 n=769

++Single response in 2020, Up to 3 responses in 2021



# Attitudes Towards Communication with The City

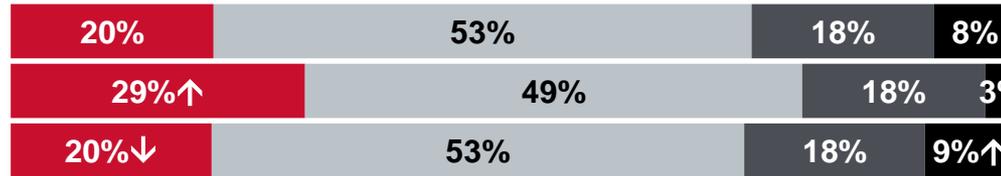
% Strongly agree + Somewhat agree

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

2021	2020
------	------

I trust The City as a primary source of information about The City of Calgary

TOTAL  
18-24  
25+



73%	75%
79%*	80%
73%	75%

I feel like I'm doing my part as a Calgarian by keeping up-to-date about City issues and policies

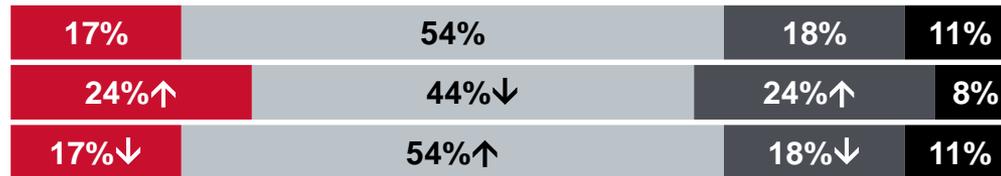
TOTAL  
18-24  
25+



72%	71%
63%*↓	59%
73%↑	72%

I trust the news media as a primary source of information about The City of Calgary

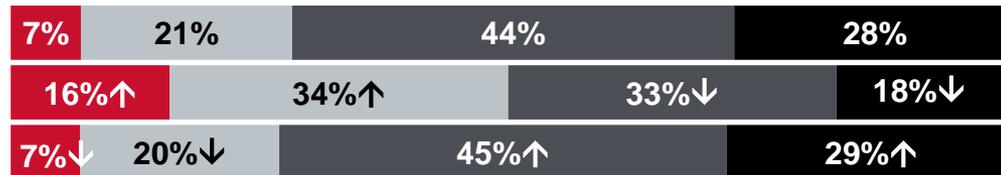
TOTAL  
18-24  
25+



71%	75%
68%	71%
71%	75%

I can't be bothered to keep track of what's going on in The City

TOTAL  
18-24  
25+



29%*	26%
50%↑	46%
27%↓	24%

\*Rounding

Q23. Following is a list of statements about communications with The City of Calgary. For each one, please indicate the extent to which you agree or disagree.

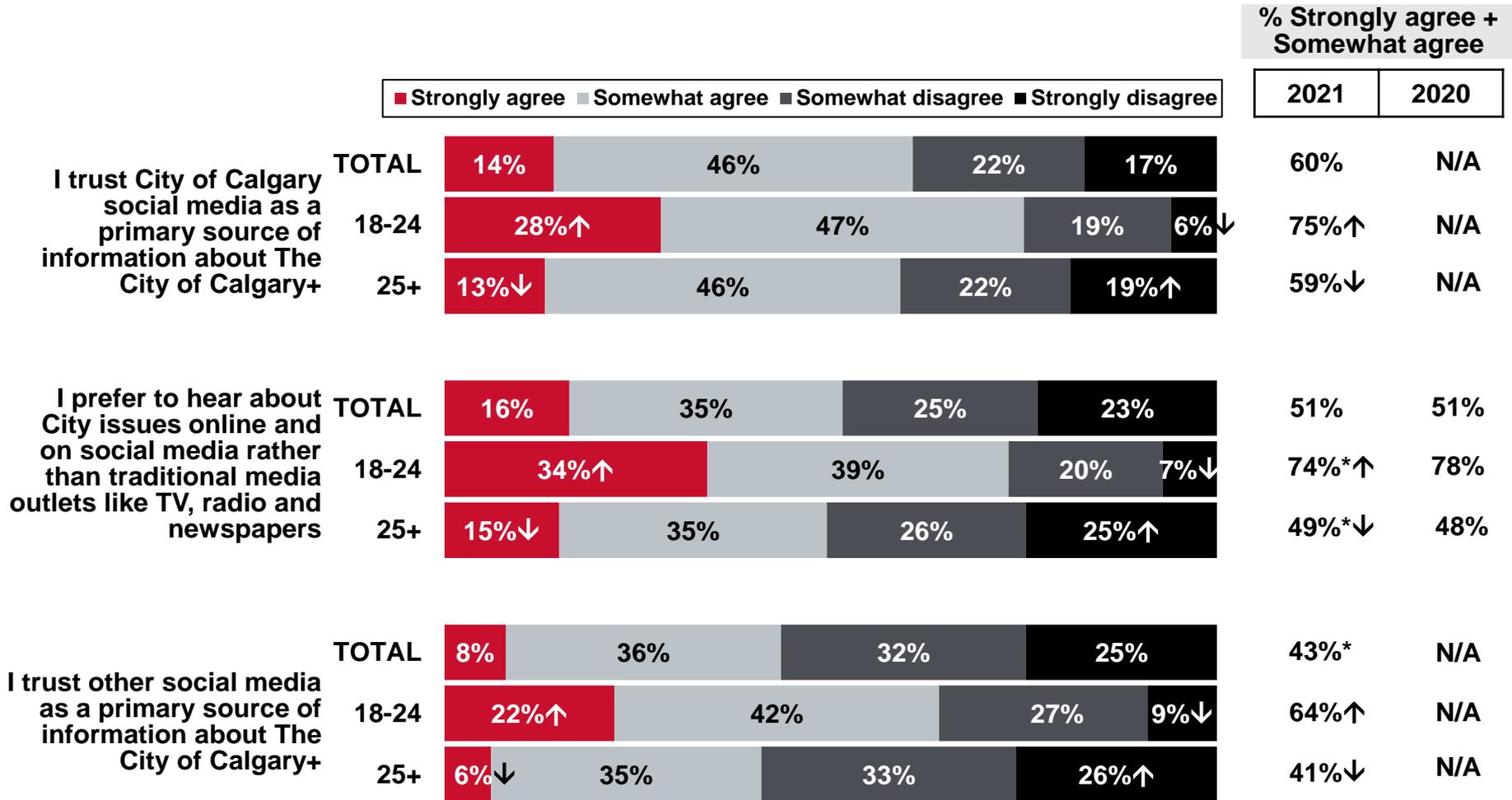
Base: Valid respondents (excluding 'don't know') | Base sizes vary

↑ Statistically higher than other age groups/ 2020

↓ Statistically lower than other age groups/ 2020



# Attitudes Towards Communications with The City | A Focus on Social Media



Q23. Following is a list of statements about communications with The City of Calgary. For each one, please indicate the extent to which you agree or disagree.

Base: Valid respondents (excluding 'don't know') | Base sizes vary  
 +New item in 2021

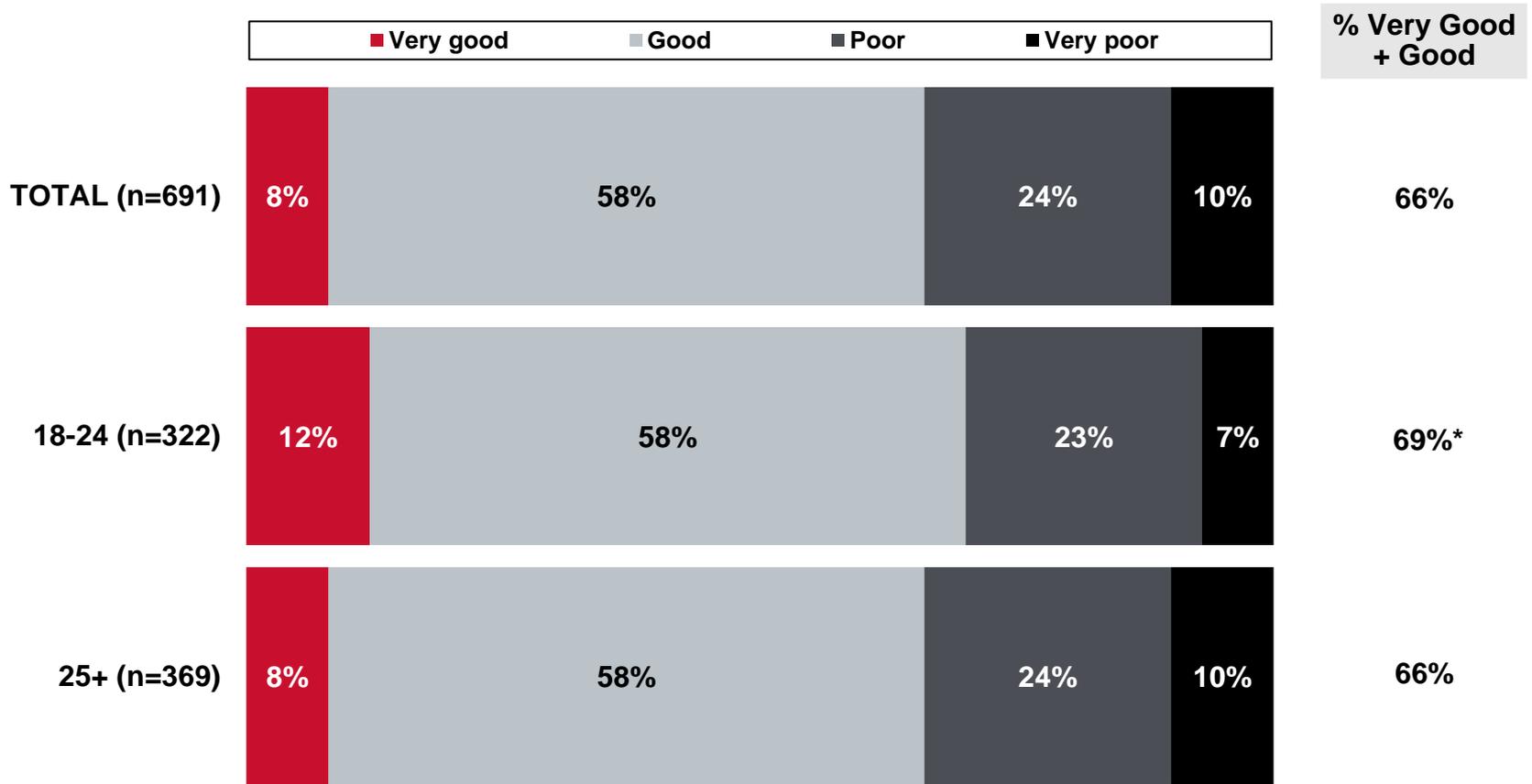
\*Rounding

↑Statistically higher than other age groups/ 2020

↓Statistically lower than other age groups/ 2020



# Performance of City Communications in the Past 6 Months



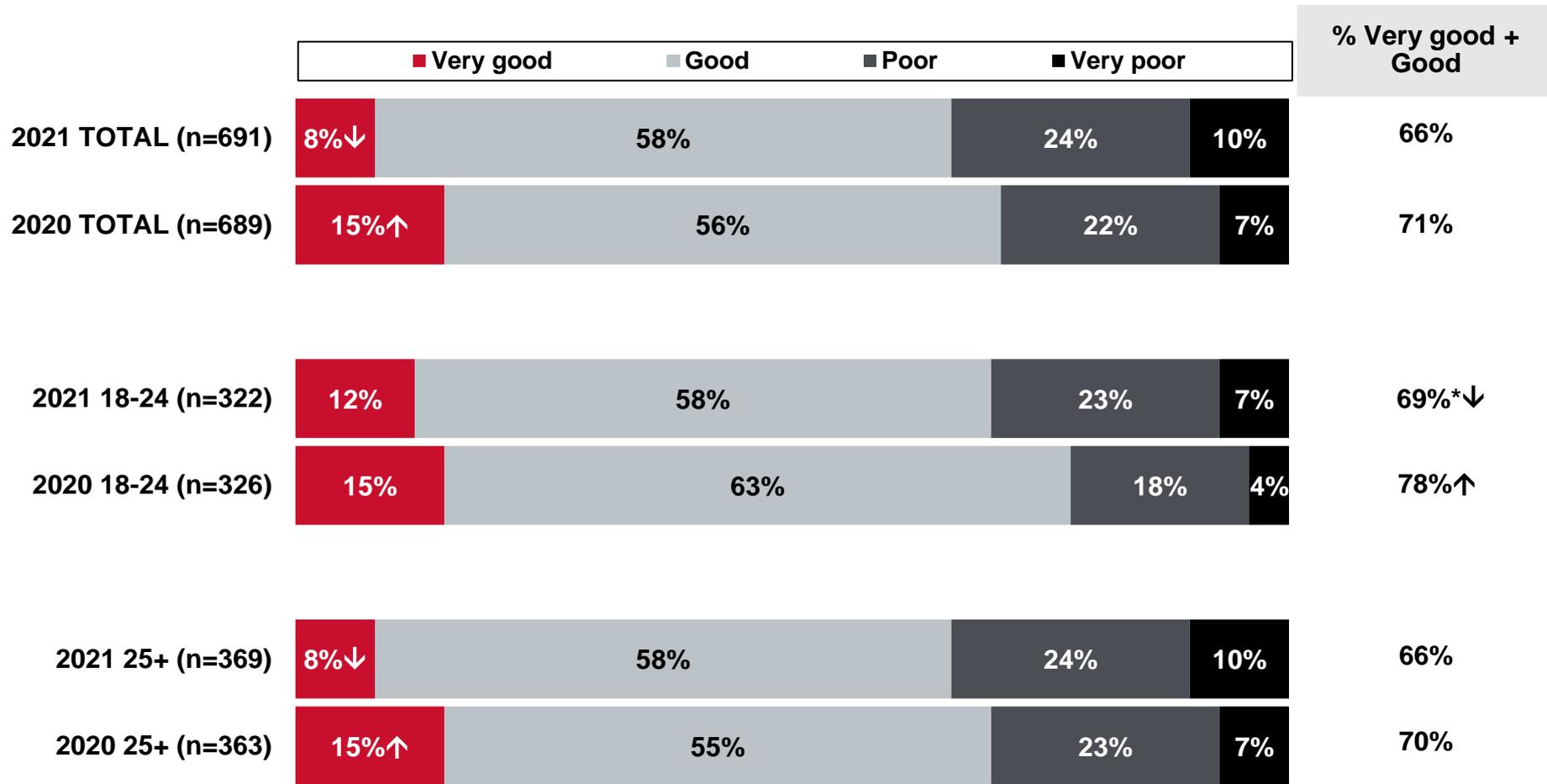
Q24. Overall, how would you rate The City of Calgary in terms of how well it communicated with citizens about its services, programs, policies and plans in the past 6 months?  
 Base: Valid respondents (excluding 'don't know')

\*Rounding

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups



# Tracking I Performance of City Communications



\*Rounding

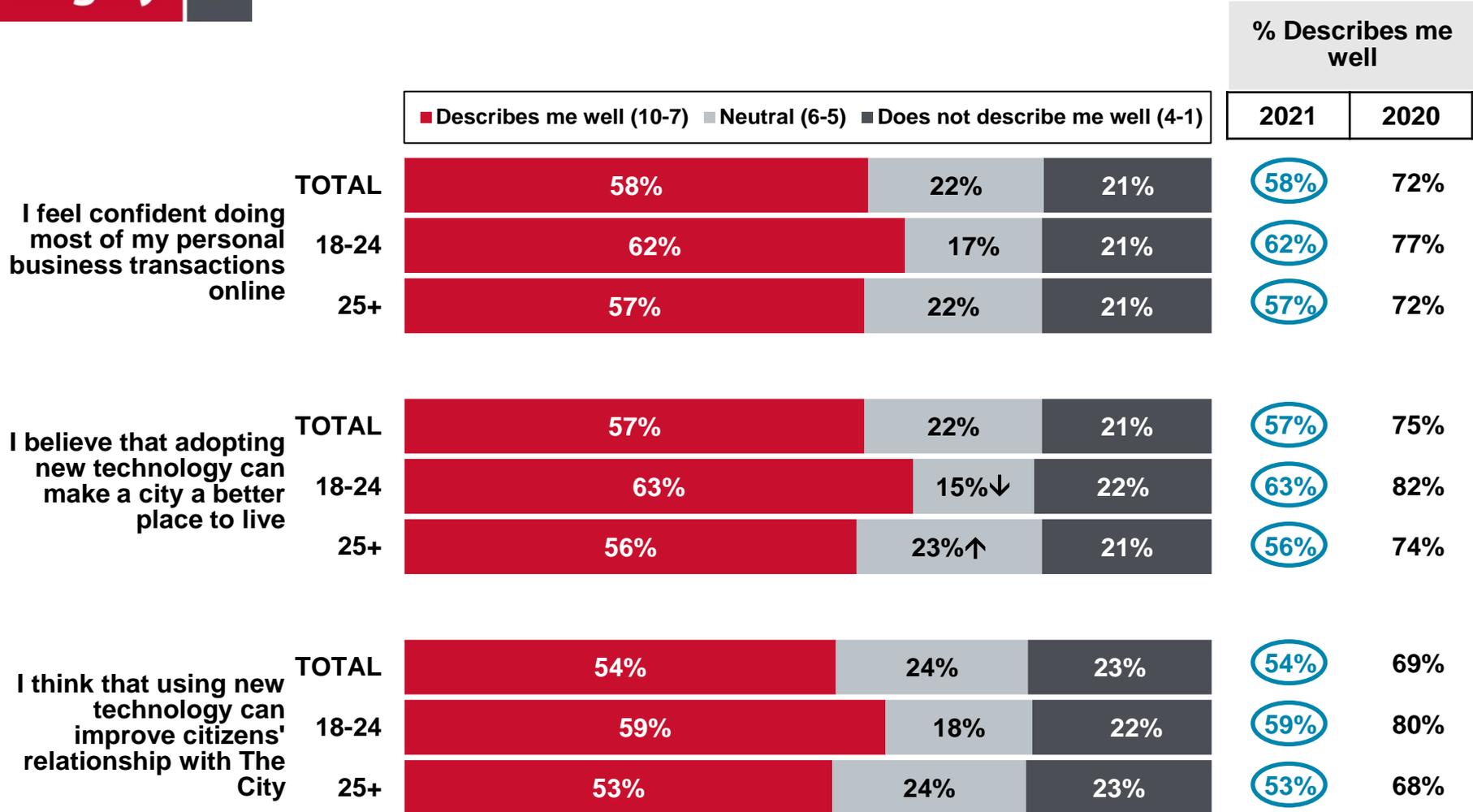
Q24. Overall, how would you rate The City of Calgary in terms of how well it communicated with citizens about its services, programs, policies and plans in the past 6 months?

Base: Valid respondents (excluding 'don't know')

↑Statistically higher than 2020  
↓Statistically lower than 2020



# Attitudes Towards Technology



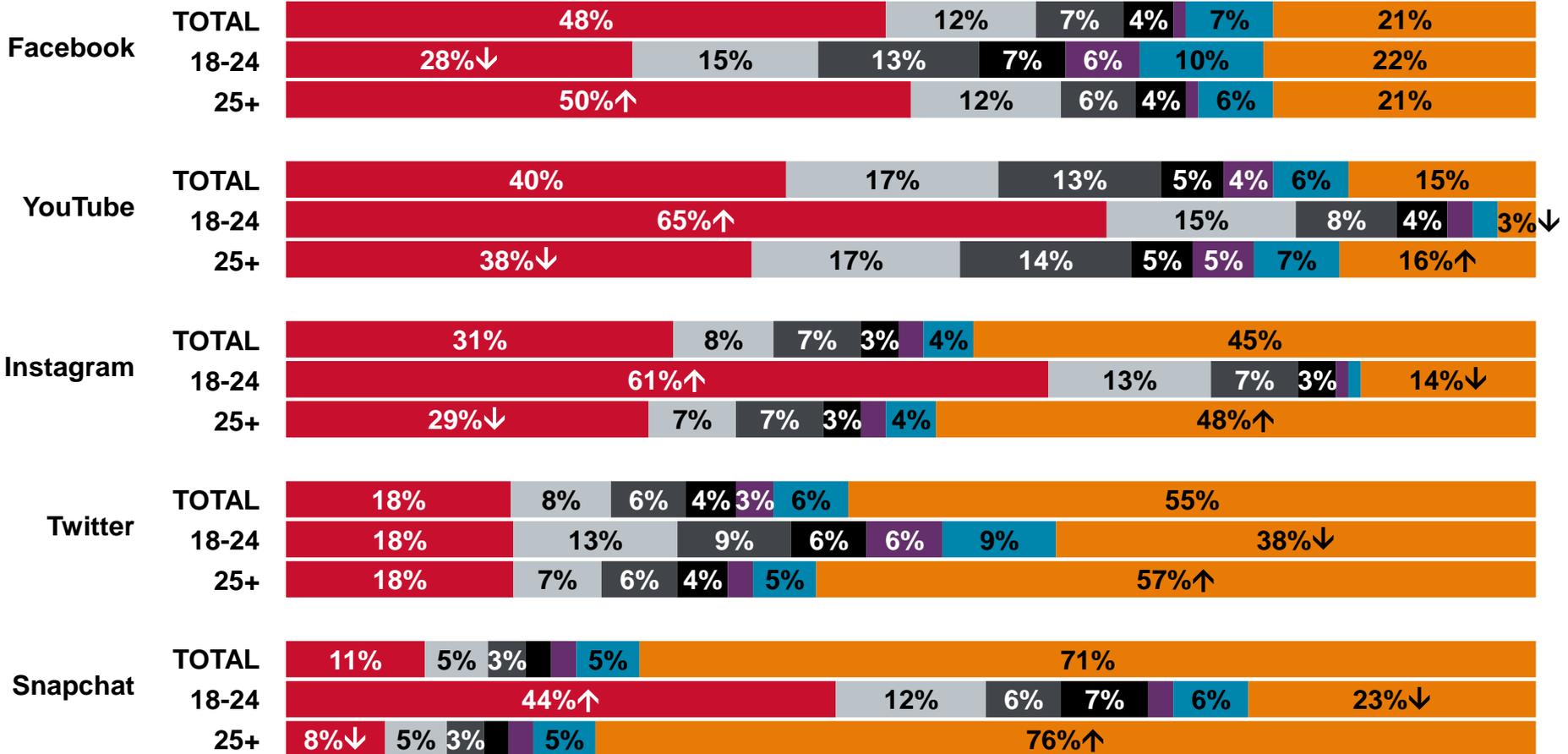
Q25. This set of statements reflect different ways people use and think about technology. There is no right or wrong answer. Use the 1 to 10 scale where 1 means “does not describe me at all” and 10 means it “describes me very well”.  
 Base: Valid respondents (excluding ‘don’t know’) | Base sizes vary

↑ Statistically higher than other age groups/ 2020  
 ↓ Statistically lower than other age groups/ 2020



# Frequency of Using Social Media++

■ Daily ■ Every few days ■ Weekly ■ Every few weeks ■ Monthly ■ Less often than monthly ■ Never



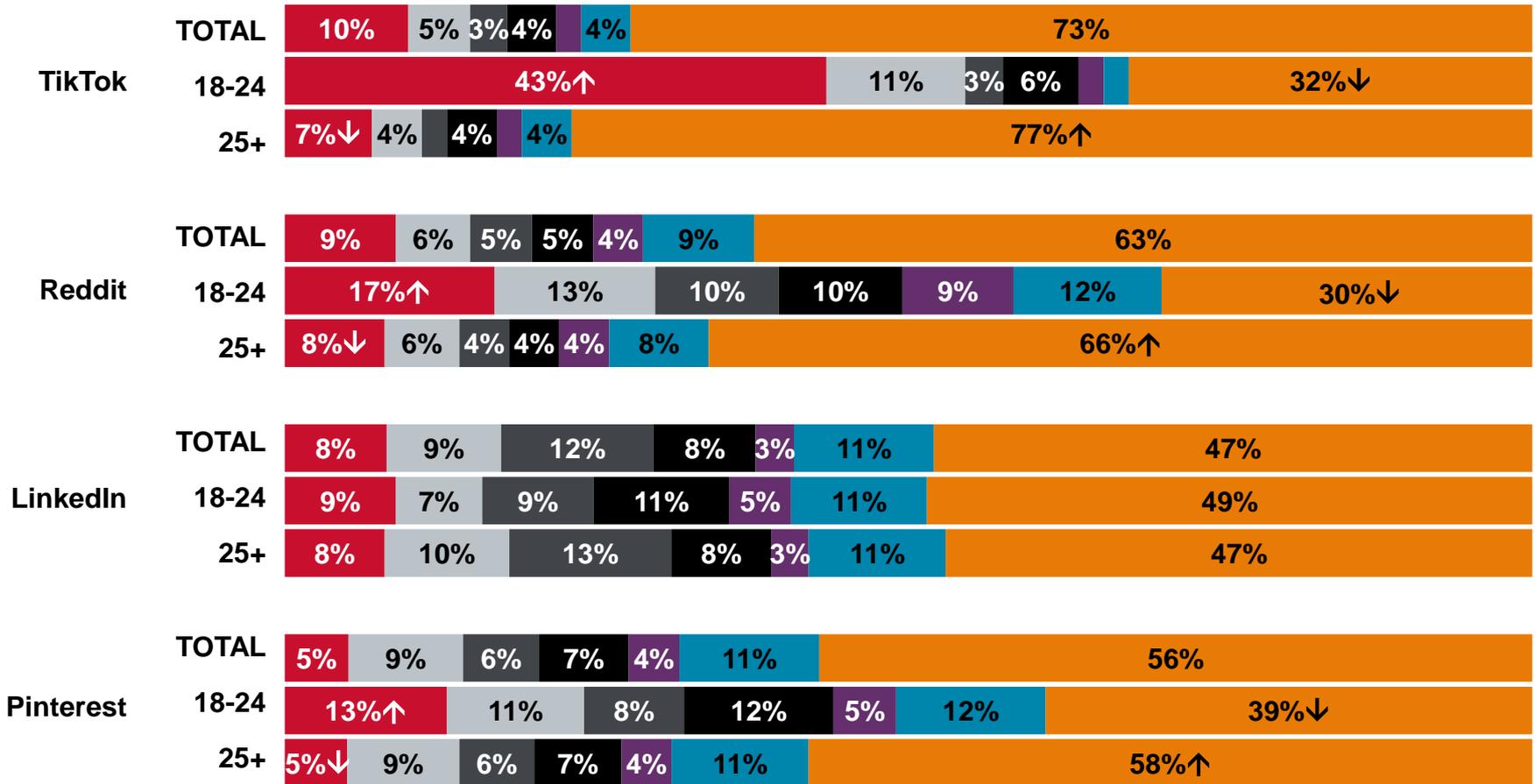
Q26. How frequently do you use each of these social media?  
 +2020 Question differed: Which of these social media do you use daily?  
 Base: All respondents (2021 n=753)  
 ++Question changed in 2021, tracking is not available

↑Statistically higher than other age groups (noted for 'Daily' and 'Never' only)  
 ↓Statistically lower than other age groups (noted for 'Daily' and 'Never' only)



# Frequency of Using Social Media++ (continued)

■ Daily ■ Every few days ■ Weekly ■ Every few weeks ■ Monthly ■ Less often than monthly ■ Never



Q26. How frequently do you use each of these social media?  
 +2020 Question differed: Which of these social media do you use daily?  
 Base: All respondents (n=753)  
 ++Question changed in 2021, tracking is not available

↑Statistically higher than other age groups (noted for 'Daily' and 'Never' only)  
 ↓Statistically lower than other age groups (noted for 'Daily' and 'Never' only)



## City Trust and Reputation





## City Trust and Reputation

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Young adults are notably **more likely to agree** that ‘politics seem complicated’ and that ‘politicians care what they think’.

Young adults are **less likely to agree** that ‘citizens should make an effort to influence government decisions’.

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- The majority (73%) of Calgarians agree that ‘citizens should make an effort to influence the government decisions that could affect them’, showing lower results among young adults aged 18-24 (66%) versus those aged 25 and older (74%).
  - Overall agreement (73%) has notably declined from 79% in 2020.
- A minority (37%) of Calgarians, on the other hand, agree that ‘it should be primarily government, not the private sector, that is concerned with solving society’s social problems, including 43% of young adults and 36% among those aged 25 and older.
  - Young adults are significantly less likely to agree with this statement in 2021 (43%) than in 2020 (52%).
- A smaller minority (22%) of Calgarians agree that ‘politics seems so complicated that I can’t really understand what is going on’, with significantly higher agreement levels among young adults (30%) versus their older counterparts (21%).
  - Those aged 25 and older are less likely in 2021 (21%) to express agreement with this sentiment in comparison to results in 2020 (28%).
- Further, 17% of Calgarians agree with the statement, ‘I try not to concern myself with what government is doing’, including 22% of young adults and 17% of those aged 25 and older. These measures have remained stable since last year.
- Just 13% agree with the sentiment that ‘generally speaking, politicians care what people like me think’, with higher agreement found among young adults (23%) than those aged 25 and older (12%). Since 2020, these results have remained consistent.

## City Trust and Reputation (continued)

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**Young adults express a higher degree of faith in The City being able to be relied on to do what it says it will do, and in The City actively listening to citizens.**

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- When specifically assessing attitudes towards Calgary Municipal Government, 35% of Calgarians agree that ‘The City of Calgary practices open and accessible government’, with 32% providing neutral ratings, and 33% in disagreement. Agreement ratings are on par with results in 2020.
  - Young adults (39%) and those aged 25 and older (35%) express similar agreement levels for The City practicing open and accessible government.
- One-third (33%) of Calgarians agree that ‘The City of Calgary can be relied on to do what it says it will do’ (32% are neutral and 35% disagree). Agreement levels with this statement are similar to findings in 2020.
  - Young adults aged 18-24, however, are more likely to agree with this opinion (42%, statistically higher than 33% among those aged 25 and older).
- Slightly less than one-quarter (23%) of Calgarians agree that ‘The City of Calgary listens to what people like me have to say’ (34% are neutral and 43% disagree). Results for this attitudinal statement are also consistent with 2020 results.
  - A higher proportion of young adults agree (36%) with this statement in comparison with the 25+ age group ( 22%).



## City Trust and Reputation (continued)

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**Young adults express higher 'trust' in The City than other age groups.**

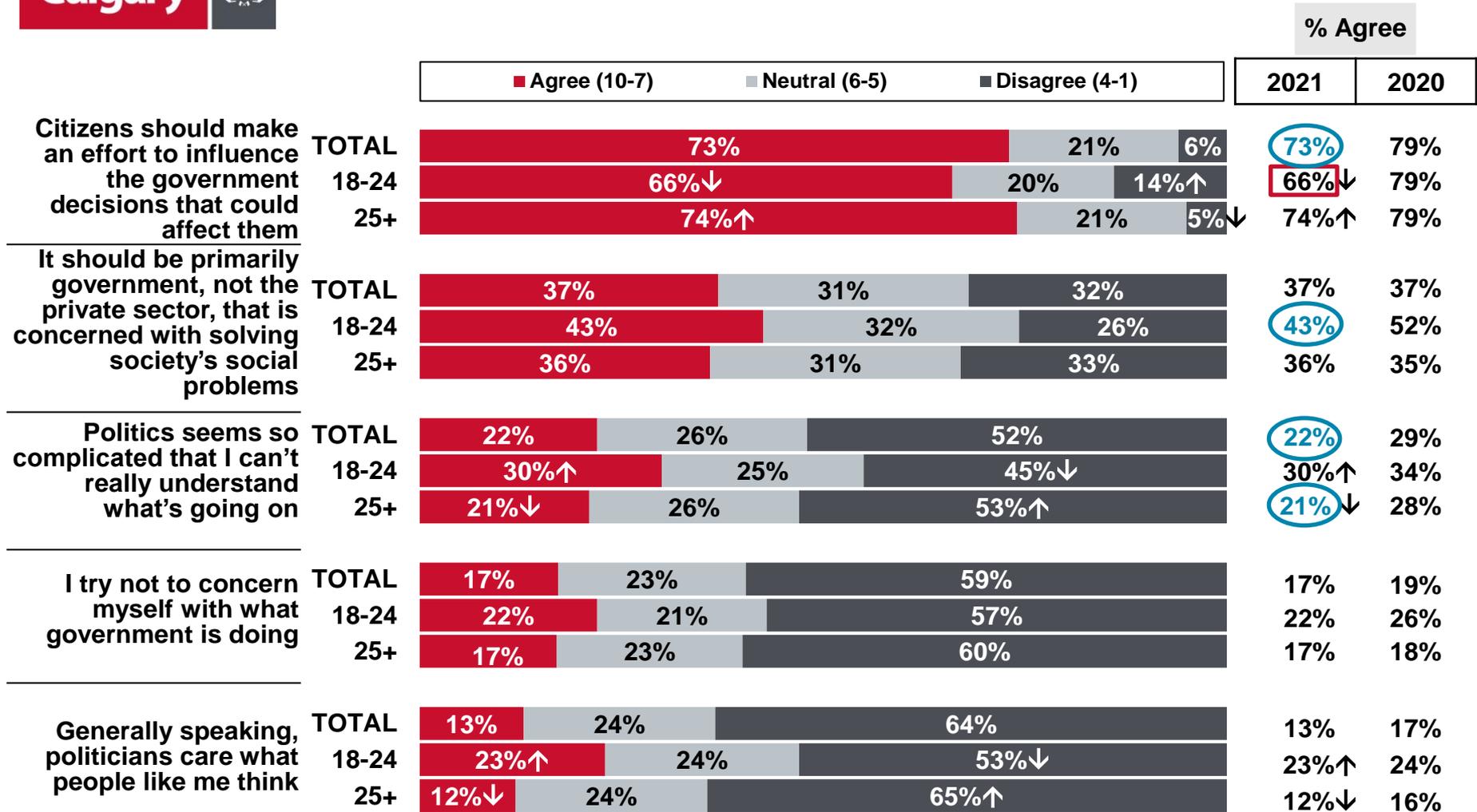
**Young adults also express higher satisfaction with The City overall, as well as with City Administration and Council.**

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- Taking into account all the things which Calgarians feel are important, 46% express trust in The City of Calgary. Young adults (55%) are more likely to trust The City than are those aged 25 and older (45%). Overall trust has remained stable across age cohorts since last year.
- Further, 28% of Calgarians would act as 'advocates' (i.e., would speak highly) of The City of Calgary, including 5% who would 'speak highly of The City without being asked' and 23% who would 'speak highly of The City if someone asked'. Advocacy is higher among young adults (35%) than among those aged 25 and older (27%). Advocacy for The City has remained consistent over the past year among all young adults and their older counterparts.
- More than one-half (55%) of Calgarians are satisfied with how The City of Calgary, including Council and Administration as a whole, are going about running The City. Young adults (75%) are statistically more likely to be satisfied with The City of Calgary's performance than are those aged 25 and older (53%). Overall satisfaction with The City has remained stable since 2020.
- Just over six-in-ten (62%) Calgarians are satisfied with Calgary's City Administration, excluding City Council. A higher proportion of young adults (74%) are satisfied with City Administration in comparison with 61% among those aged 25 and older.
- Slightly less than one-half (49%) are satisfied with Calgary's City Council, excluding City Administration. A higher proportion of young adults (72%) are satisfied with City Council in comparison to those aged 25 and older (47%).
  - Young adults express higher satisfaction with City Council in 2021 (72%) than in 2020 (63%).



# Attitudes Towards Government



Q28. This set of statements reflects different opinions and expectations about government in general. There is no right or wrong answer. Please indicate how much you agree or disagree with each statement on a scale from 1 to 10, where "1" means "do not agree at all" and "10" means "completely agree".

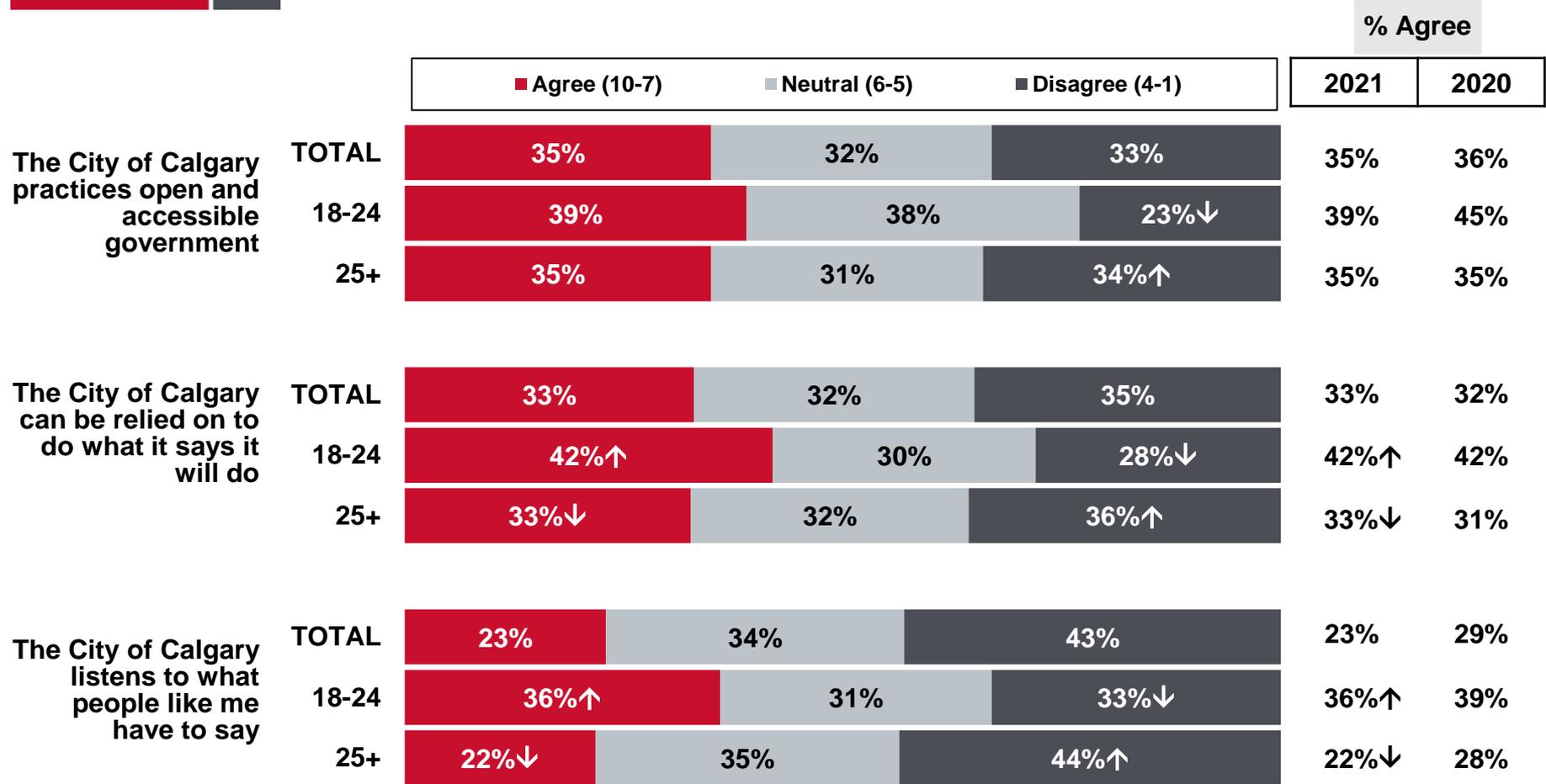
Base: All valid respondents (Base sizes vary)

↑ Statistically higher than other age groups/ 2020

↓ Statistically lower than other age groups/ 2020



# Attitudes Towards Calgary Municipal Government



Q29. We now have some general questions about your impressions of The City of Calgary Municipal government including Council+ and Administration+. Following are opinions people may or may not have about The City of Calgary. Please indicate how much you agree or disagree with each statement on a scale from 1 to 10, where “1” means “do not agree at all” and “10” means “completely agree”.

Base: All respondents (n=753) | (n=351 18-24, n=402 25+) / 2020 (n=769)

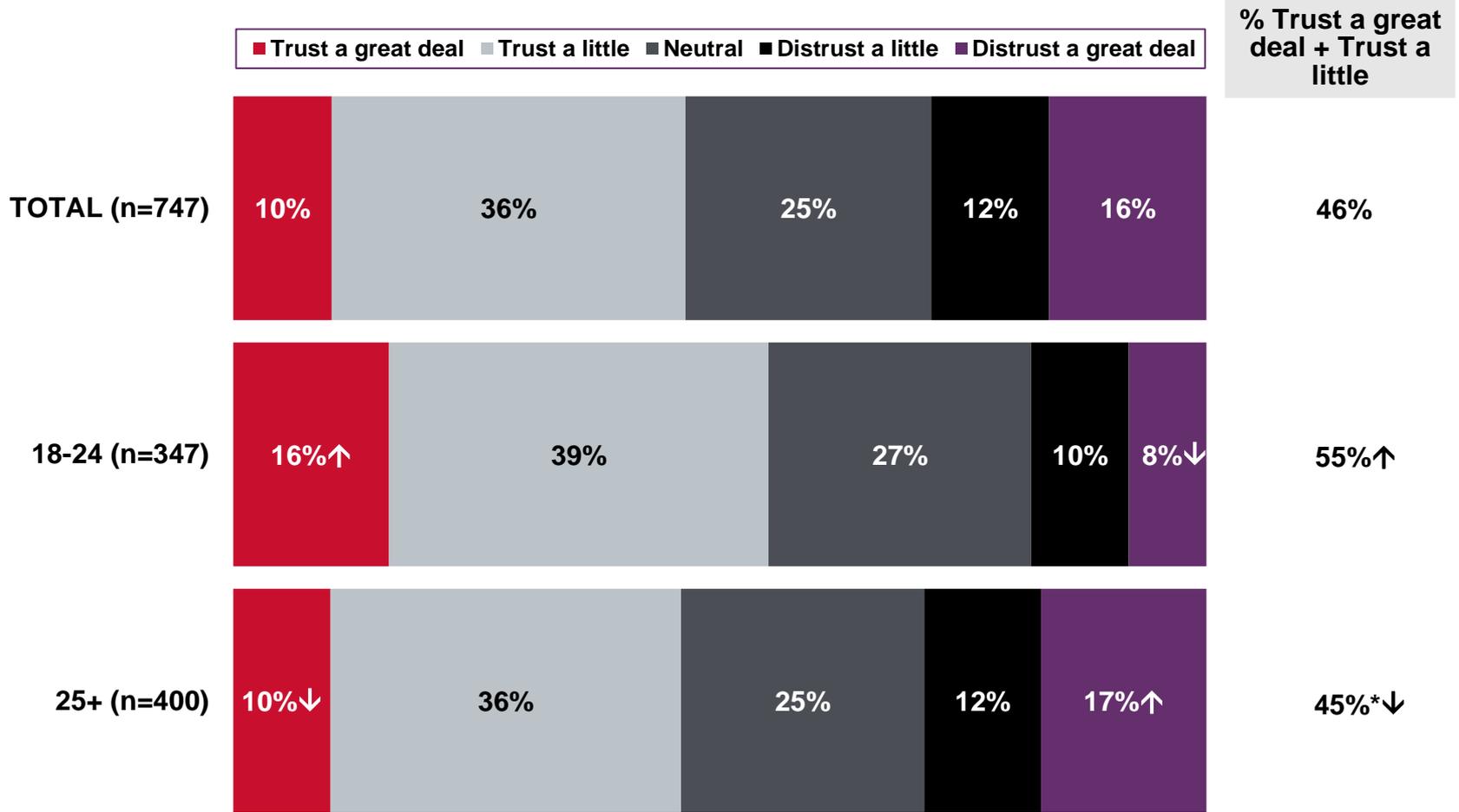
+Detailed descriptions were provided via ‘hover text’

↑Statistically higher than other age groups/ 2020

↓Statistically lower than other age groups/ 2020



# Trust in The City of Calgary



Q30. Taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary?

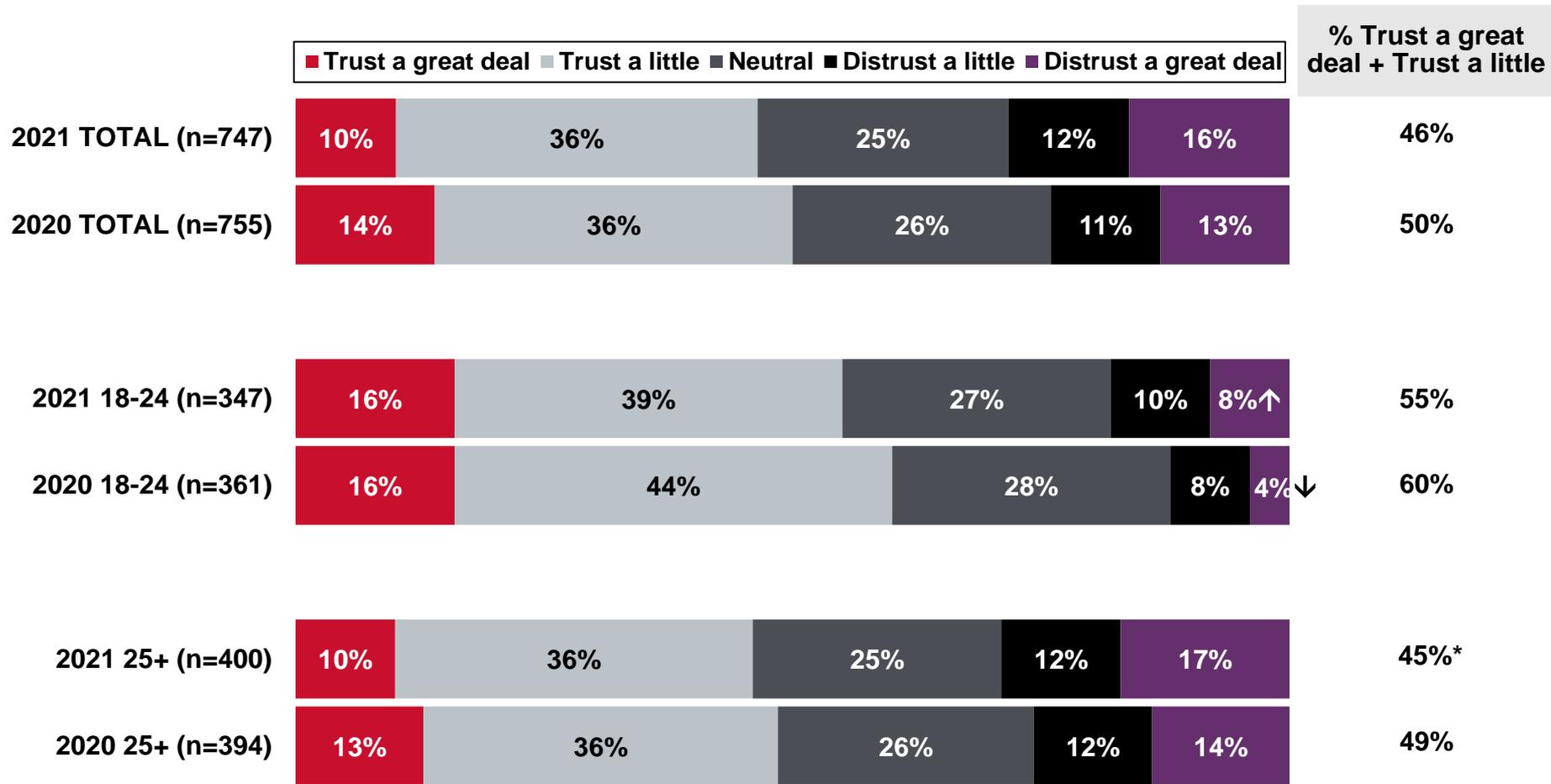
Base: Valid respondents (excluding 'don't know')

\*Rounding

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups



# Tracking I Trust in The City of Calgary



\*Rounding

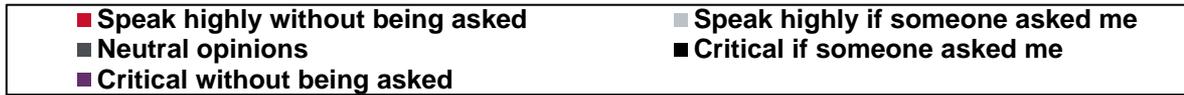
Q30. Taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary?

Base: Valid respondents (excluding 'don't know')

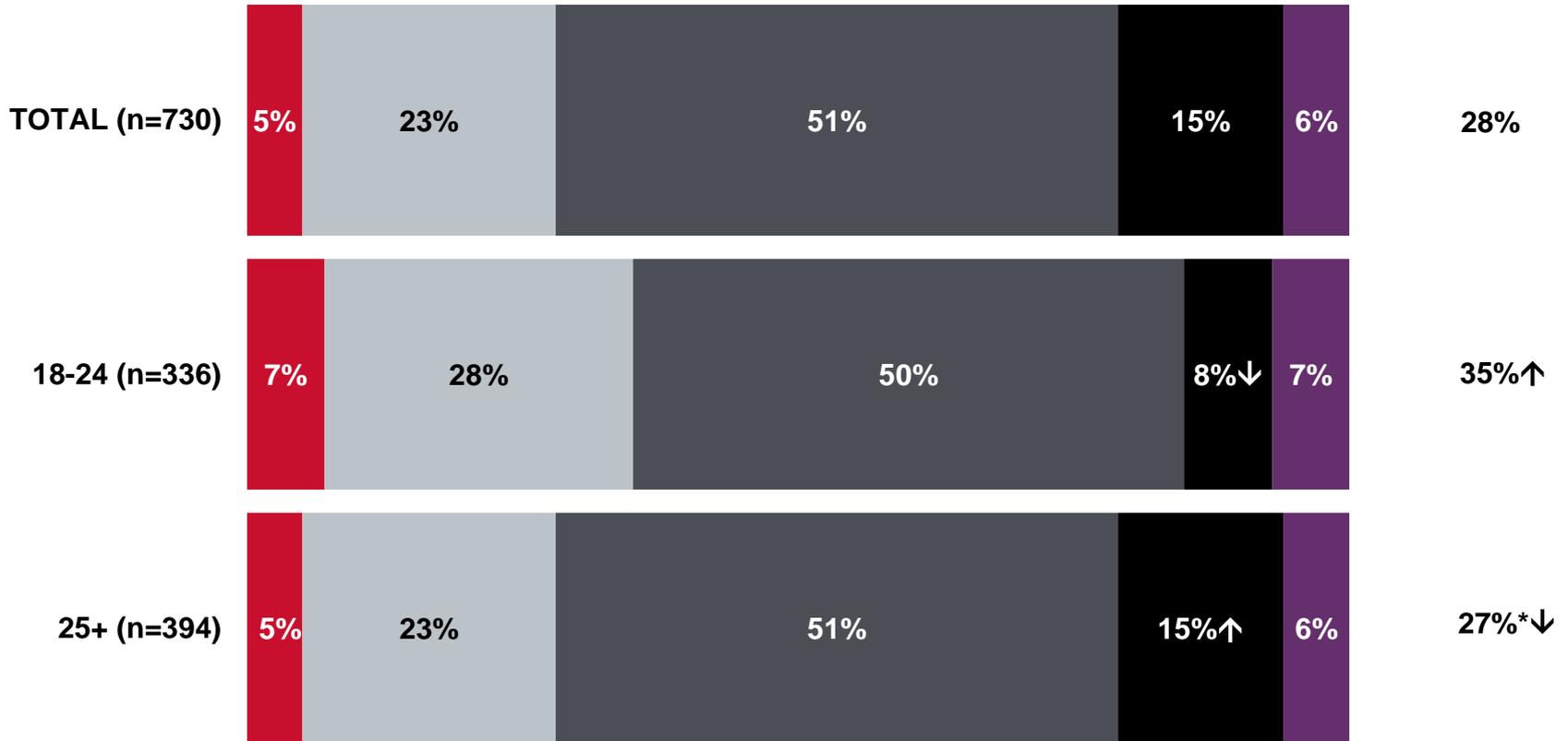
↑Statistically higher than 2020  
↓Statistically lower than 2020



# Advocacy for The City of Calgary



% Advocates (Speak Highly)



\*Rounding

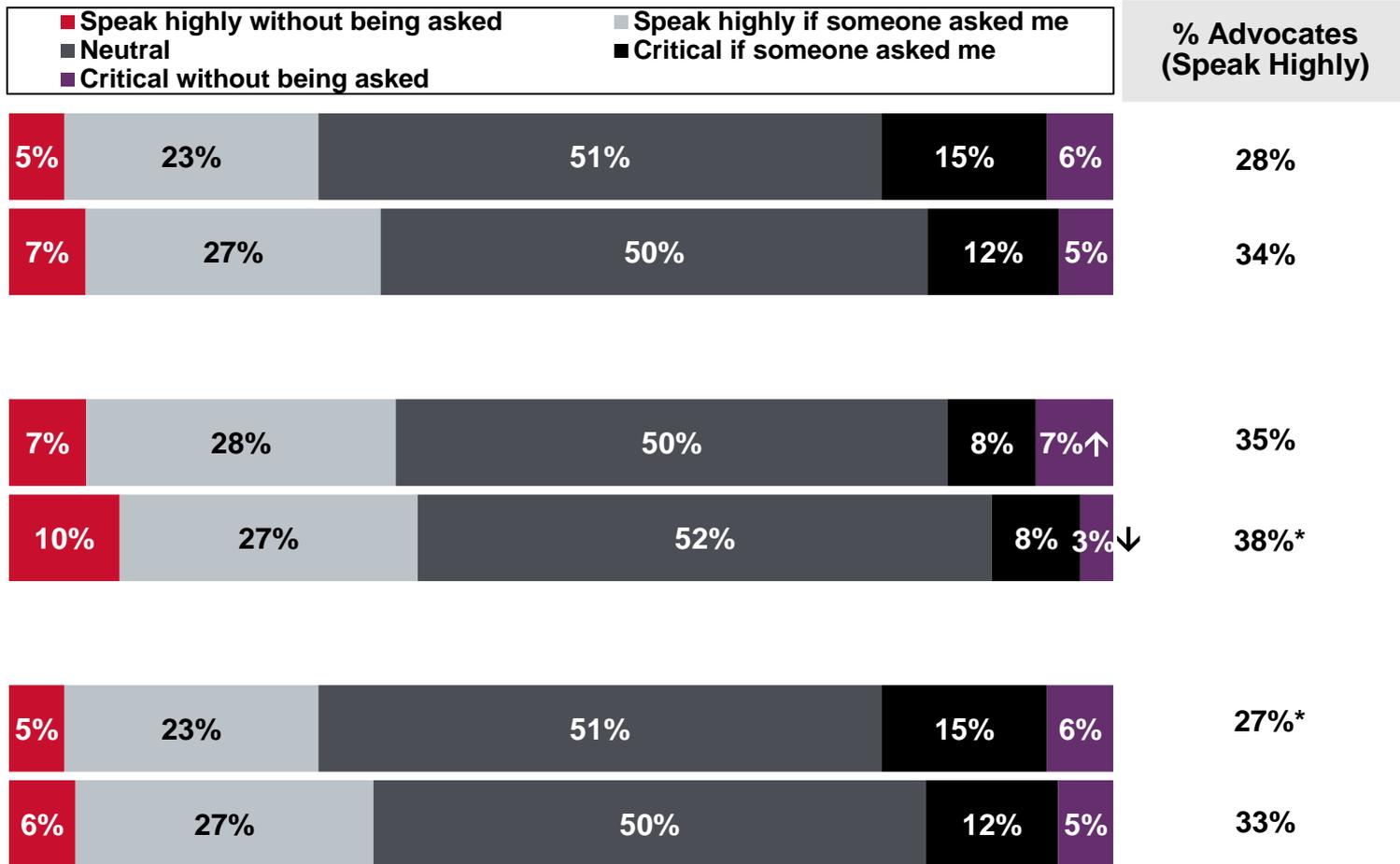
Q31. Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?

Base: Valid respondents (excluding 'don't know')

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups



# Tracking I Advocacy for The City of Calgary



\*Rounding

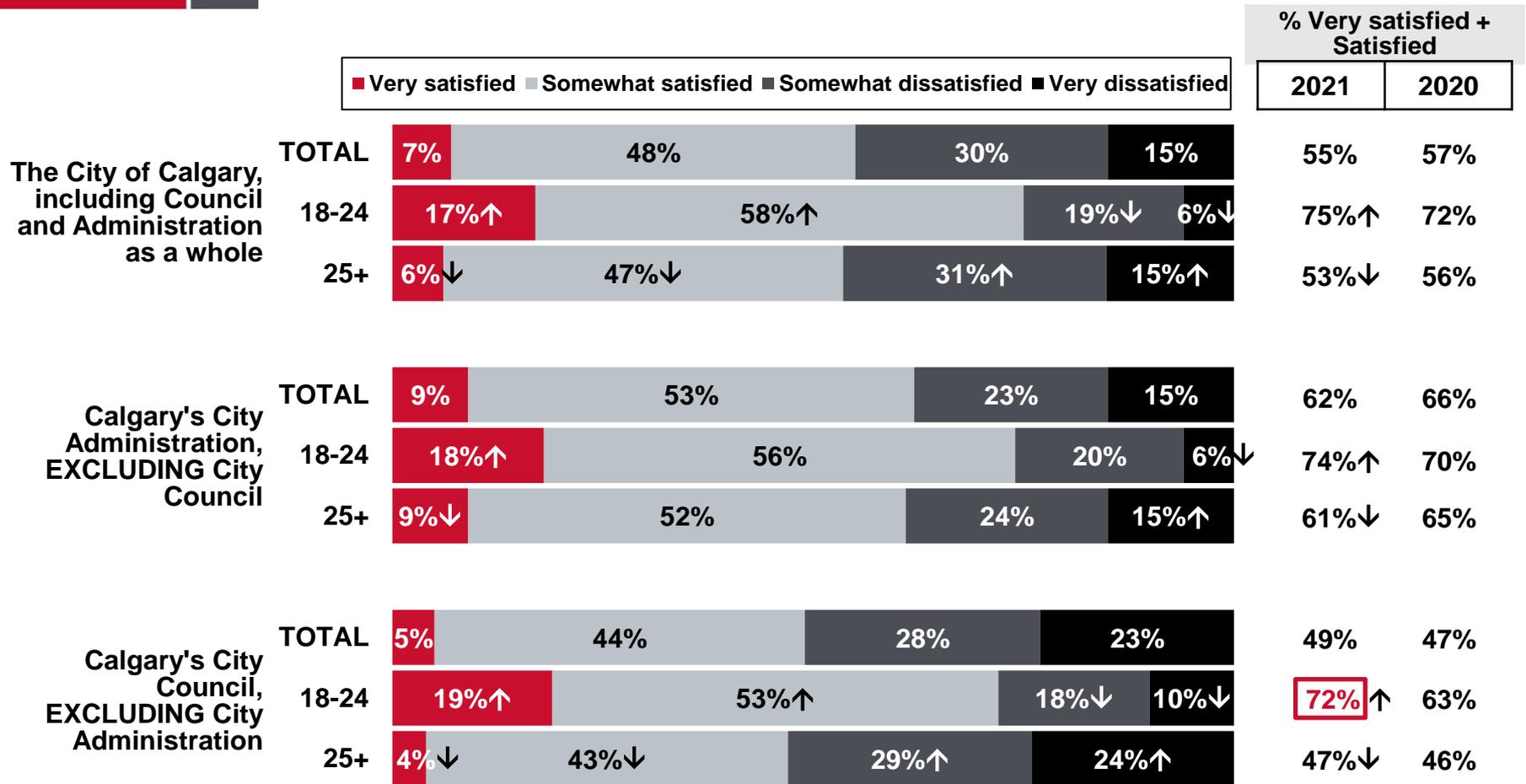
Q31. Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?

Base: Valid respondents (excluding 'don't know')

↑Statistically higher than 2020  
↓Statistically lower than 2020



# Perceptions About City Performance



Q32. 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. Taking everything into account, how satisfied or dissatisfied are you with the way the following groups are going about running our City?  
 Base: Valid respondents (excluding 'don't know') | Base sizes vary

↑ Statistically higher than other age groups/ 2020  
 ↓ Statistically lower than other age groups/ 2020



## Respondent Profiles





# Respondent Profile

## Gender

	TOTAL	18-24	25+
Woman	51%	48%	51%
Man	48%	49%	48%
Prefer to self-describe	0%	1%	0%
Prefer not to say	1%	0%	1%

## Quadrant

	TOTAL	18-24	25+
Southwest	31%	25%↓	32%↑
Southeast	22%	21%	22%
Northwest	28%	35%↑	28%↓
Northeast	19%	20%	19%

## Age

	TOTAL
18 to 24	8%
25 to 34	22%
35 to 54	40%
55+	30%
<b>Mean</b>	<b>46.8</b>

## Annual Household Income

	TOTAL	18-24	25+
Less than \$30,000	14%	15%	14%
\$30,000 to <\$60,000	22%	21%	22%
\$60,000 to <\$90,000	20%	22%	20%
\$90,000 to <\$120,000	13%	16%	13%
\$120,000 to <\$150,000	9%	7%	9%
\$150,000 or more	8%	7%	8%
Prefer not to say	12%	12%	12%

Base: Valid respondents (Base sizes vary)

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups



# Respondent Profile (continued)

## Education

	TOTAL	18-24	25+
Did not complete high school	2%	5%↑	2%↓
Completed high school	16%	36%↑	14%↓
Some post secondary or completed a college diploma	36%	37%	36%
Completed university degree or post-grad degree	46%	21%↓	48%↑

## Children and Seniors in Household

	TOTAL	18-24	25+
Yes - Children	24%	25%	24%
Yes - Seniors	25%	7%↓	27%↑

## Currently enrolled in an educational program

	TOTAL	18-24	25+
Yes	11%	71%↑	5%↓
No	89%	28%↓	94%↑
Prefer not to say	1%	1%	0%

## Household Size

	TOTAL	18-24	25+
1	27%	10%↓	28%↑
2	37%	21%↓	39%↑
3	14%	17%	13%
4	15%	30%↑	13%↓
5 or more	7%	18%↑	6%↓
Prefer not to say	0%	3%↑	0%↓
<b>Mean</b>	<b>2.4</b>	<b>3.3↑</b>	<b>2.3↓</b>

↑Statistically higher than other age groups  
↓Statistically lower than other age groups

Base: Valid respondents (Base sizes vary)



# Respondent Profile (continued)

## Responsibility for Property Taxes

	TOTAL	18-24	25+
Yes	84%	43%↓	88%↑
No	13%	52%↑	10%↓
Prefer not to say	2%	5%↑	2%↓

## Own or Rent

	TOTAL	18-24	25+
Own	64%	38%↓	66%↑
Rent	29%	35%	28%
Neither	6%	23%↑	5%↓
Prefer not to say	1%	4%↑	1%↓

## Type of Dwelling

	TOTAL	18-24	25+
Single-detached house	55%	63%↑	54%↓
Apartment or apartment-style condominium	21%	16%	22%
Townhouse or rowhouse	12%	10%	12%
Duplex, triplex or fourplex	9%	6%	9%
Another type of multi-dwelling unit	1%	0%	1%
Other	1%	2%↑	1%↓
Prefer not to say	2%	2%	1%

## Tenure in Calgary

	TOTAL	18-24	25+
Less than 5 years	10%	23%↑	9%↓
5 to less than 10 years	14%	20%↑	13%↓
11 to 20 years	17%	35%↑	16%↓
21+ years	59%	22%↓	63%↑
Prefer not to say	1%	1%	1%
<b>Mean</b>	<b>26.8</b>	<b>12.8↓</b>	<b>28.1↑</b>

Base: Valid respondents (Base sizes vary)

↑Statistically higher than other age groups  
↓Statistically lower than other age groups



# Respondent Profile (continued)

## Born in Canada

	TOTAL	18-24	25+
Yes	78%	77%	78%
No	22%	22%	22%
Prefer not to say	1%	1%	1%

## Age Left Country of Birth

Base: Not born in Canada (n=210)	TOTAL	18-24	25+
Under the age of 12	20%	53%↑	17%↓
12-17	11%	26%↑	9%↓
18 or older	66%	15%↓	71%↑
Prefer not to say	3%	6%	3%

## Timing of Arrival in Canada

	TOTAL	18-24	25+
Within the past year	6%	11%	6%
More than a year ago but less than 5 years ago	9%	18%↑	8%↓
More than 5 years ago	83%	67%	84%
Prefer not to say	2%	5%	2%

## Person of Colour

	TOTAL	18-24	25+
Yes	23%	44%↑	21%↓
No	75%	54%↓	77%↑
Prefer not to say	2%	3%	2%

↑Statistically higher than other age groups  
 ↓Statistically lower than other age groups

Base: Valid respondents (Base sizes vary)



# Respondent Profile (continued)

## Disability – Personally or Family Member

	TOTAL	18-24	25+
Yes	15%	18%	15%
No	83%	81%	83%
Prefer not to say	2%	2%	2%

## Member of LGBTQ2S+ Community

	TOTAL	18-24	25+
Yes	10%	24%↑	8%↓
No	88%	72%↓	90%↑
Prefer not to say	2%	4%	2%

## Employment Status

	TOTAL	18-24	25+
Employed full time	42%	28%↓	43%↑
Employed part time	13%	36%↑	11%↓
Currently not employed	22%	23%	22%
Other	21%	11%↓	22%↑
Prefer not to say	2%	2%	2%

↑Statistically higher than other age groups  
 ↓Statistically lower than other age groups

Base: Valid respondents (Base sizes vary)



## Appendix: Notable Differences Since 2020: 25+





# Notable Differences Since 2020 | 25+

		2021 25+	2020 25+
 <p>Issue Agenda</p>	The Most Important Issue: <i>Economy/cost of living</i>	<b>8%↓</b>	<b>13%</b>
	The Most Important Issue: <i>Economic diversification/development</i>	<b>3%↑</b>	<b>1%</b>
	The Most Important Issue: <i>Public safety</i>	<b>2%↓</b>	<b>5%</b>
	The Most Important Issue: <i>Roads (unspecified)</i>	<b>1%↓</b>	<b>4%</b>
	The Most Important Issue: <i>Education</i>	<b>1%↓</b>	<b>3%</b>
	The Most Important Issue: <i>Bylaw enforcement/bylaws</i>	<b>0%↓</b>	<b>2%</b>
 <p>Quality of Life Performance Measures</p>	Perceptions of Life in Calgary: <i>Safe</i>	<b>78%↓</b>	<b>84%</b>
	Perceptions of Life in Calgary: <i>Clean</i>	<b>62%↓</b>	<b>69%</b>
 <p>Perceptions of Life in Calgary</p>	Perceptions of Life in Calgary: <i>Inclusive</i>	<b>54%↓</b>	<b>63%</b>

↑ Statistically higher than those aged 25+ in 2020  
 ↓ Statistically lower than those aged 25+ in 2020



# Notable Differences Since 2020 | 25+

(continued)

		2021 25+	2020 25+
 <p>Diversity and Inclusion</p>	Agree that 'Calgary needs to address racism and discrimination'	77%↑	68%
	Agree that 'I feel a sense of belonging in my own neighbourhood'	74%↓	81%
	Agree that 'People in Calgary feel accepted, regardless of their background, identity or lifestyle'	61%↓	72%
 <p>Intentions to Stay in Calgary</p>	Likely to remain living in Calgary for at least the next five years	77%↓	85%
	Reasons for remaining in Calgary: <i>My family is here</i>	68%↑	59%
	Reasons for remaining in Calgary: <i>My job is here</i>	42%↓	55%
 <p>Reasons for Planning to Leave Calgary</p>	Reasons for leaving Calgary: <i>Better educational opportunities elsewhere</i>	23%↑	3%
	Reasons for leaving Calgary: <i>Family/friends live elsewhere</i>	14%↓	35%

↑ Statistically higher than those aged 25+ in 2020  
 ↓ Statistically lower than those aged 25+ in 2020



# Notable Differences Since 2020 | 25+ (continued)



Making Calgary a more vibrant place to live

	2021 25+	2020 25+
Economy (NET TOTAL)	<b>28%↑</b>	<b>19%</b>
Arts and culture	<b>9%↑</b>	<b>5%</b>
Economy/cost of living	<b>7%↑</b>	<b>2%</b>
Homelessness, poverty and affordable housing (NET TOTAL)	<b>4%↓</b>	<b>11%</b>
Planning/development/land use issues	<b>3%↑</b>	<b>1%</b>
Lack of accessible recreation facilities	<b>2%↑</b>	<b>1%</b>
Affordable housing for low-income residents	<b>1%↓</b>	<b>8%</b>
Environmental and waste management (NET TOTAL)	<b>1%↓</b>	<b>4%</b>
Cleaning up the city/communities/parks	<b>0%↓</b>	<b>2%</b>

↑ Statistically higher than those aged 25+ in 2020  
↓ Statistically lower than those aged 25+ in 2020



# Notable Differences Since 2020 | 25+ (continued)

	2021 25+	2020 25+
Encourage tech-based companies	5%↑	2%
Taxes/lower taxes	4%↓	8%
City downtown improvement/development	4%↑	2%
Attract more industries/companies/businesses	3%↓	10%
Community programs/services (NET TOTAL)	3%↓	7%
Diversity	2%↓	6%
Budget and spending (NET TOTAL)	1%↓	5%
Environment and waste management (NET TOTAL)	1%↓	4%
Better budget control/fund appropriation	1%↓	3%
City revitalization/beautification	0%↓	2%
Accessibility to places downtown/work	0%↓	2%
Funding art projects/activities	0%↓	2%
Revitalize the oil and gas industry	0%↓	2%
Better City/public services	0%↓	2%
Better employee benefits/welfare	0%↓	2%
Adaptation to new technology	0%↓	2%



Making Calgary a more vibrant place to work

↑ Statistically higher than those aged 25+ in 2020  
↓ Statistically lower than those aged 25+ in 2020



# Notable Differences Since 2020 | 25+

(continued)

		2021 25+	2020 25+
 <p>Community Involvement</p>	Volunteered or done community service in support of a charitable organization	<b>20%↓</b>	<b>27%</b>
	Persuaded others to vote for a particular candidate or party	<b>12%↓</b>	<b>19%</b>
	Volunteered at community events, such as festivals, City events or attractions	<b>9%↓</b>	<b>17%</b>
 <p>Preferred Information Channels</p>	Television	<b>47%↑</b>	<b>23%</b>
	Internet (NET TOTAL)	<b>46%↑</b>	<b>23%</b>
	Calgary.ca	<b>44%↑</b>	<b>21%</b>
	Social media (NET TOTAL)	<b>42%↑</b>	<b>23%</b>
	Radio	<b>29%↑</b>	<b>7%</b>
	Direct mail sent to my home	<b>26%↑</b>	<b>10%</b>
	Newspaper	<b>22%↑</b>	<b>8%</b>
	City publications/brochures	<b>13%↑</b>	<b>2%</b>
	Signage	<b>8%↑</b>	<b>1%</b>
	Multicultural media	<b>5%↑</b>	<b>1%</b>
In-person (Councillor's office, Town Hall)	<b>3%↑</b>	<b>1%</b>	

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 ↓ Statistically lower than those aged 25+ in 2020



# Notable Differences Since 2020 | 25+

(continued)

		2021 18-24	2020 18-24
 <p>Attitudes Towards Technology</p>	Agree that <i>'I feel confident doing most of my personal business transactions online'</i>	<b>57%↓</b>	<b>72%</b>
	Agree that <i>'I believe that adopting new technology can make a city a better place to live'</i>	<b>56%↓</b>	<b>74%</b>
	Agree that <i>'I think using new technology can improve citizens' relationship with The City'</i>	<b>53%↓</b>	<b>68%</b>
 <p>Attitudes Towards Government</p>	Agree that <i>'Politics seem so complicated that I can't really understand what's going on'</i>	<b>21%↓</b>	<b>28%</b>

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## Contact

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