



# 2024 Business Perspectives Panel Survey Wave 3 Report: Prairie Economic Gateway

Full Report

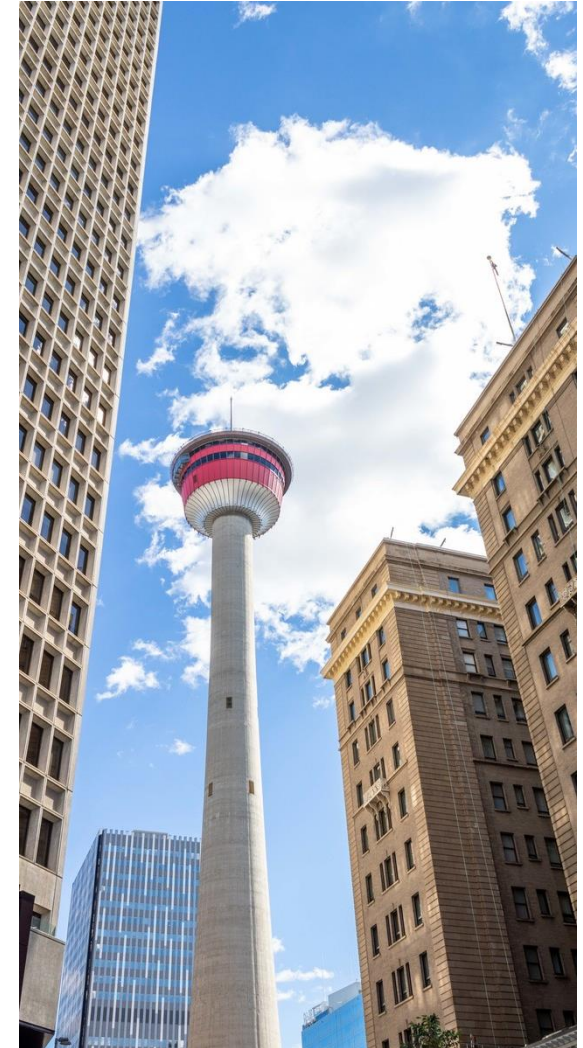
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# Background and methodology

## Background

The Business Perspectives research project is an initiative managed by The City's Corporate Research Team. The objective is to build a better understanding of Calgary's business landscape and context from the perspective of business leaders in the city and gain new insight into ways that The City can best work with the business community.

The Business Perspectives panel is currently comprised of business leaders, including business owners, executives, managers, and decision-makers. As with all online panels, participants are self-selected; as such, the panel is a non-probability sample and cannot be considered representative of the entire business leader population in Calgary.

This wave asked questions about the development of the Prairie Economic Gateway (PEG), a new strategic initiative between Rocky View County and The City of Calgary.

## Methodology

The survey was conducted from May 13<sup>th</sup> – 27<sup>th</sup>, 2024. The invitation to participate in the survey was emailed to all 844 Business Perspectives panelists, including two reminders, and 132 completed the survey.

To note, some bar charts in this report do not add to 100% due to rounding.



# Key Findings



**Most respondents have not heard any news about the development of the Prairie Economic Gateway, but the majority support The City's investment in the development of the Gateway.**

- Most respondents (77%) have not heard any news about the development of the Gateway over the past six months. Around half (46%) would like to receive information about the project including project design (20%) and the location of the Gateway (10%).
- Seven-in-ten (70%) believe now is a good time for The City to invest in the development of the Gateway, and the vast majority of respondents (94%) believe road upgrades should be an important consideration when developing the Gateway.



# Detailed Findings



# Awareness of the Prairie Economic Gateway

About one-in-ten respondents (11%) have heard about the development of the Prairie Economic Gateway (PEG). The majority of respondents (77%) have not heard about the development of the Gateway over the last six months.



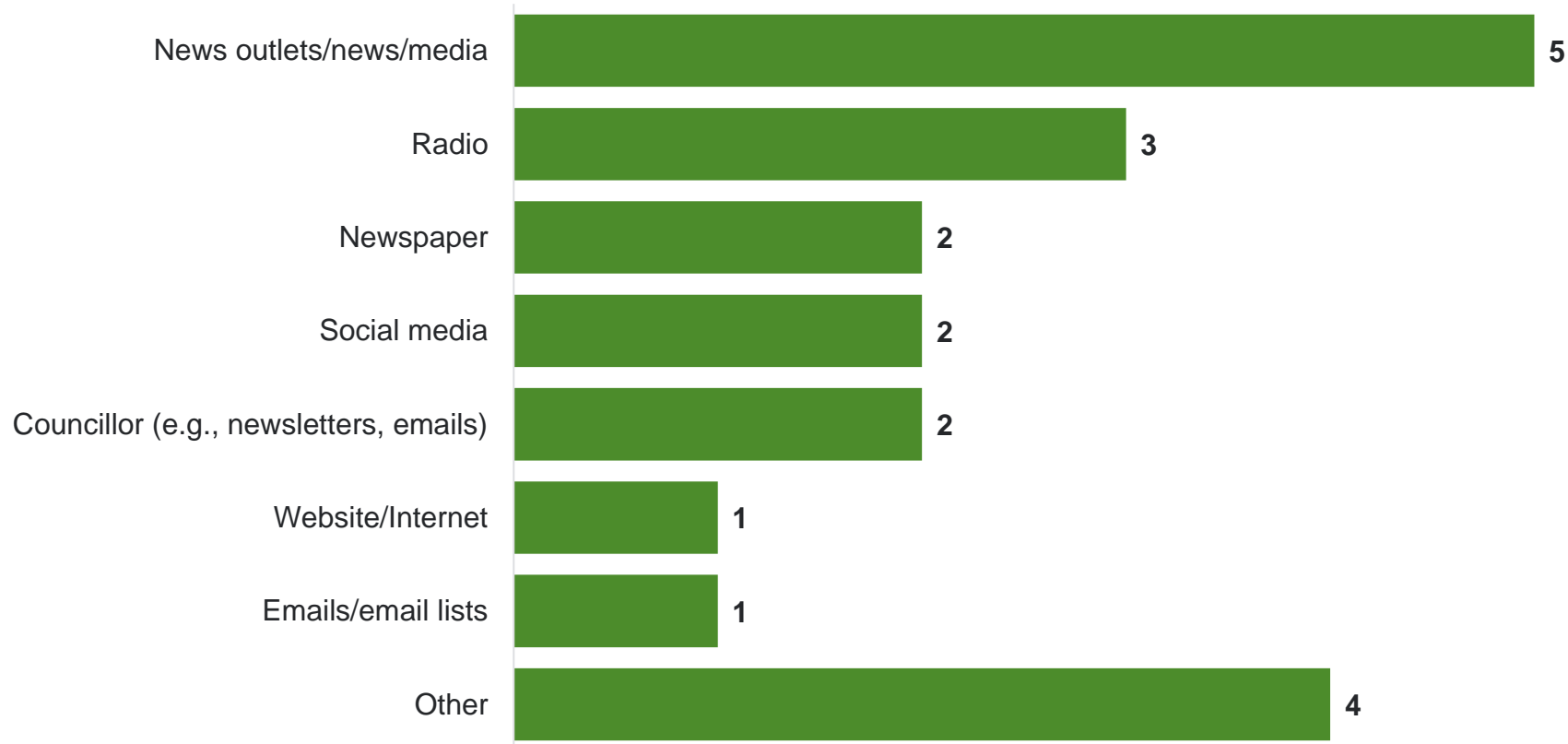
Q. Thinking back over the past six months, have you heard anything about the development of the Prairie Economic Gateway? You may have also heard this referred to as the Prairie Gateway or the Prairie Gateway Area Structure Plan.

Base: Valid respondents (n=132)



# Prairie Economic Gateway communication

Of the respondents who heard about the PEG, five respondents heard about the Gateway through news outlets while three respondents heard about the Gateway via radio.



Caution: Small sample size

Results reported as number of respondents and should be regarded as directional only

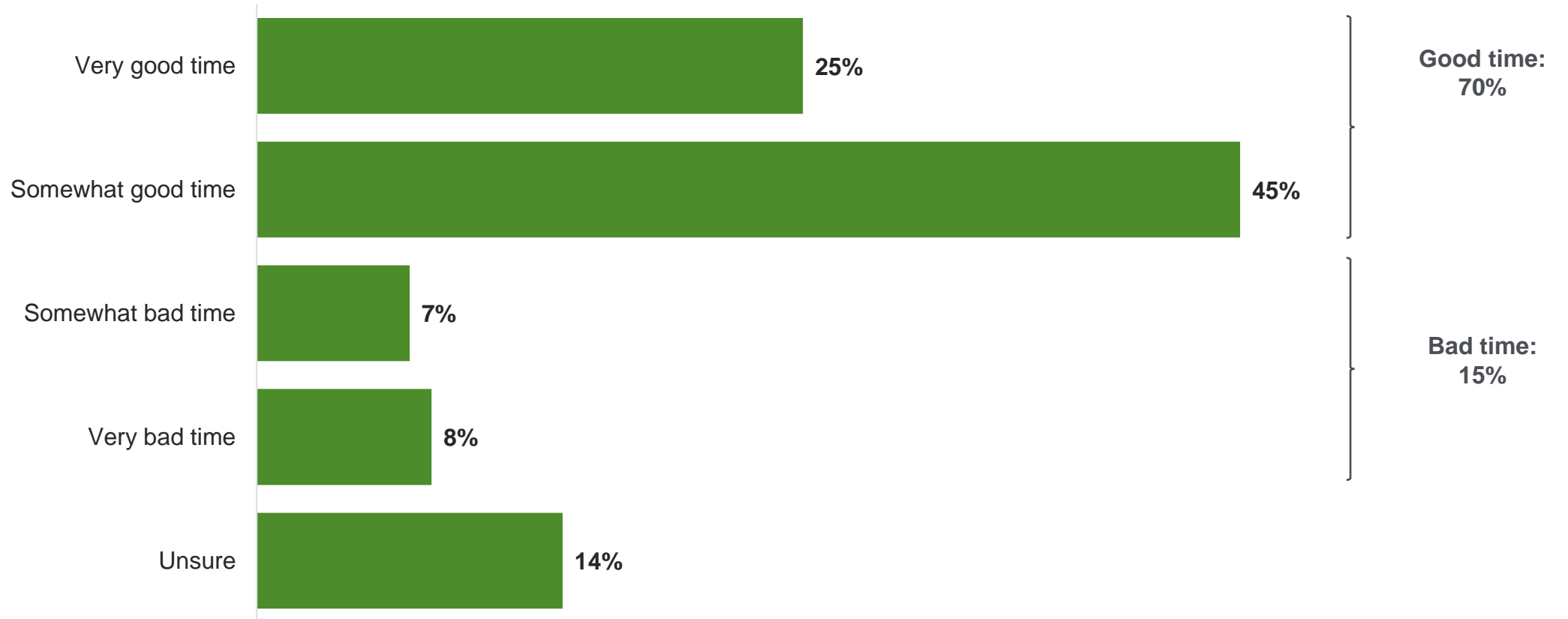
Q. How did you first hear about the Prairie Economic Gateway initiative? (select all that apply)  
Base: Valid respondents (n=15)





# Investment in the Prairie Economic Gateway

Seven-in-ten respondents (70%) believe it is a good time for The City to invest in the PEG, while the minority of respondents (15%) believe it is a bad time for investment.

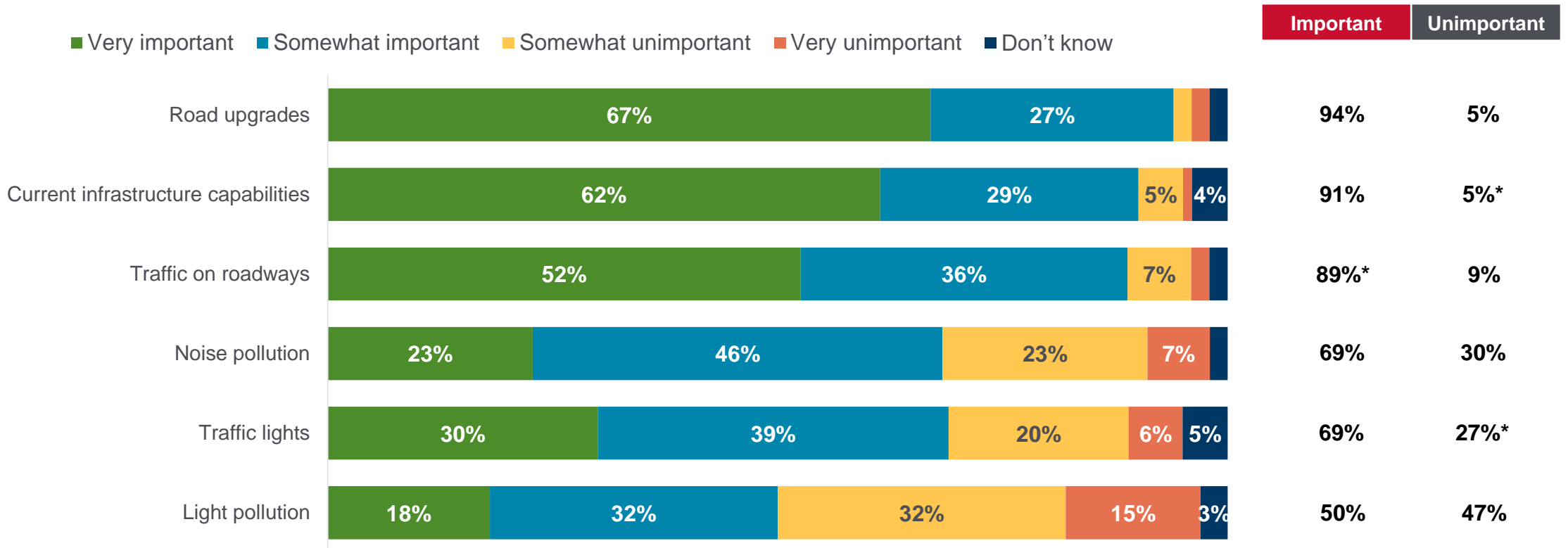


Q. Generally speaking, do you think that it is a good time or bad time for The City to be investing in new projects like the Prairie Economic Gateway?  
Base: Valid respondents (n=132)



# Development considerations for the Prairie Economic Gateway

The vast majority of respondents (94%) believe road upgrades are an important consideration in the development of the Gateway. Similarly, most respondents also believe that current infrastructure capabilities and road traffic are important considerations (91% and 89% respectively). More than two-thirds of respondents (69%) believe noise pollution is an important consideration for the development of the Gateway, while half of respondents (50%) believe light pollution is an important consideration.



Q. We would like to get your input on the level of importance you would place on each consideration going into the industrial development at the heart of the Gateway, development that will enable efficient goods movement and better connect us to the rest of North America. How would you rate the level of importance for each consideration?

Base: Valid respondents (n=132)

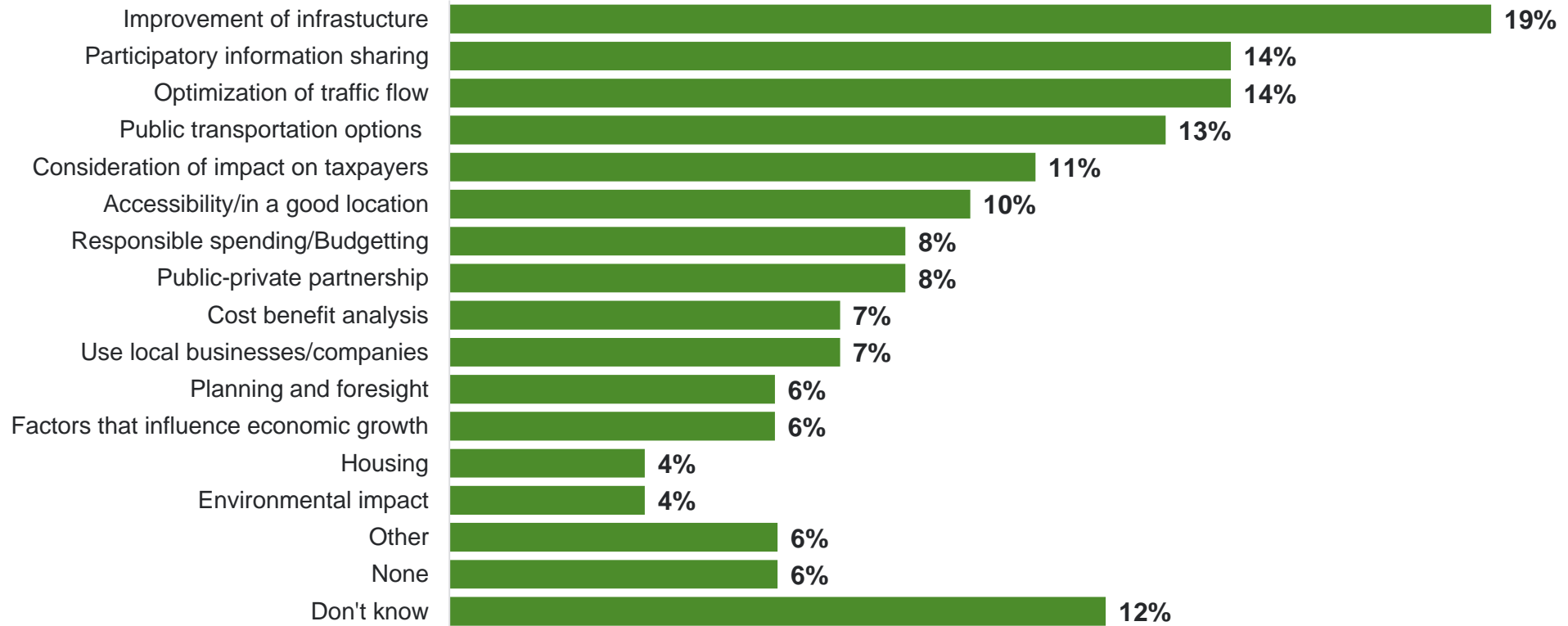
Data labels <3% not shown

\*Rounding



# Other development considerations

When asked if there are any other considerations that should be taken into account, almost one-in-five respondents (19%) believe consideration should be given to improving infrastructure when developing the Gateway. The same proportion of respondents (14%) believe affected parties should receive appropriate and transparent information about the Gateway development and that development should not hinder traffic flow in the area.



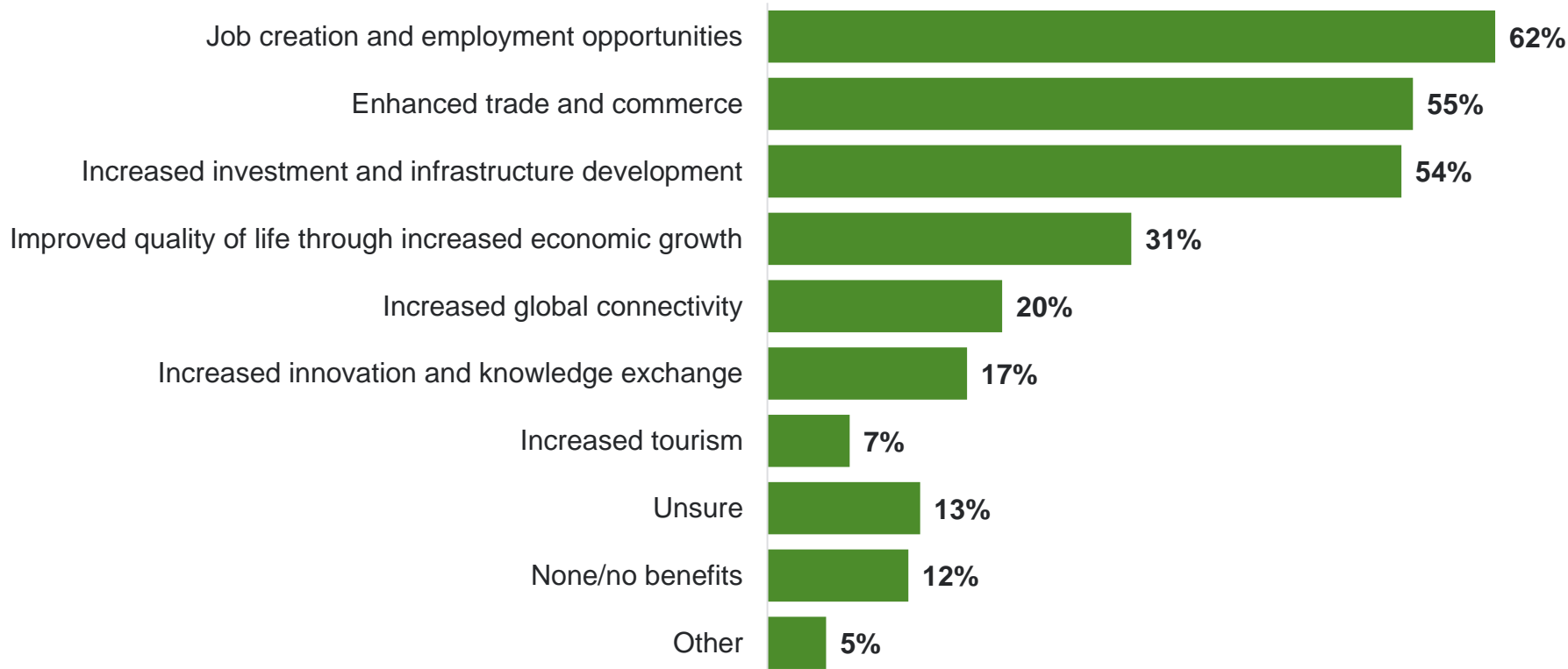
Multiple responses allowed

Q. Are there any other considerations that should be taken into account when developing the Gateway?  
Base: Valid respondents (n=84)



# Potential benefits of the Prairie Economic Gateway

The top potential benefits of the Gateway selected by respondents were the creation of job and employment opportunities (62%), enhanced trade and commerce (55%) and increased investment and infrastructure development (54%). Other potential benefits include improved quality of life (31%) and increased global connectivity (20%).



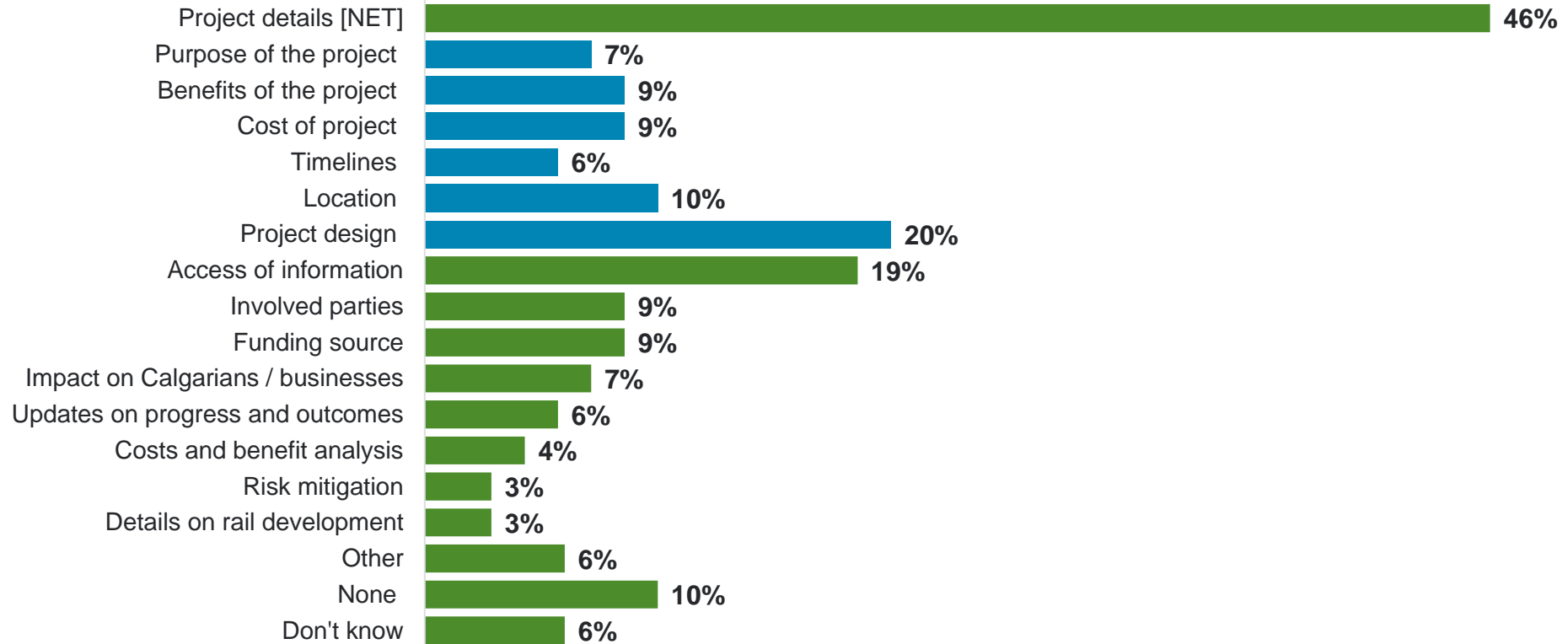
Q. What are some of the potential benefits (if any) that you think would be the result of the Prairie Economic Gateway (select the top three benefits)  
Base: Valid responses (n=132)

Multiple responses allowed



# Information about the PEG

Almost half of respondents (46%) would like to receive details about the project including the project design (20%), location of the Gateway (10%) and costs (9%) and benefits (9%) related to the project. Almost one-in-five respondents (19%) wanted to know where they can find more information about the PEG.



A 'NET' is a combination of 2 or more mentions that cover a specific theme

Multiple responses allowed

Q. What information, if any, would you like to know about the Prairie Economic Gateway?  
Base: Valid respondents (n=70)

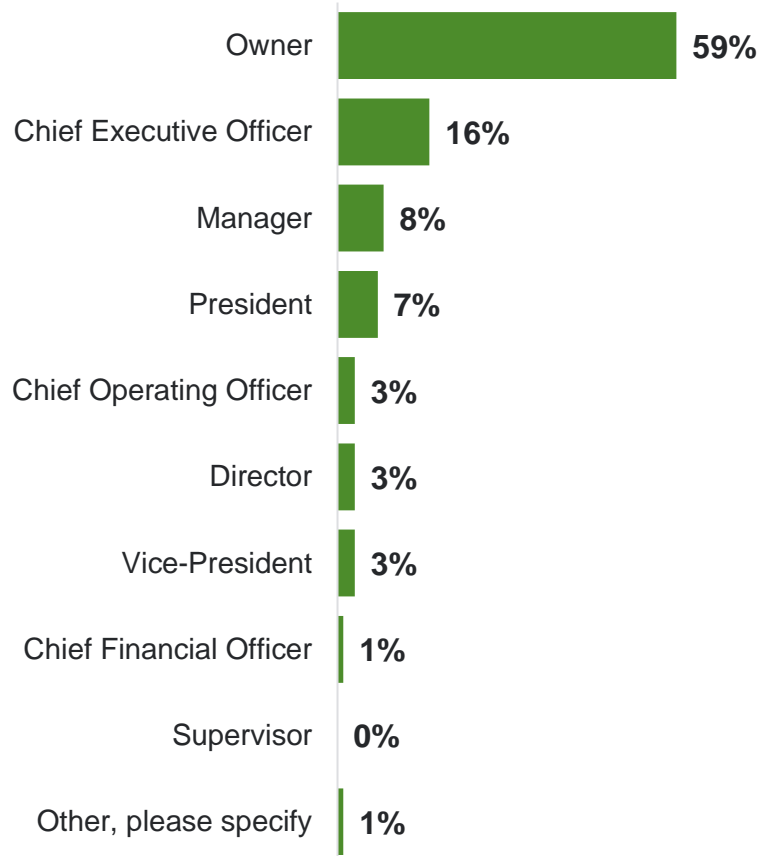


# Business respondent firmographics



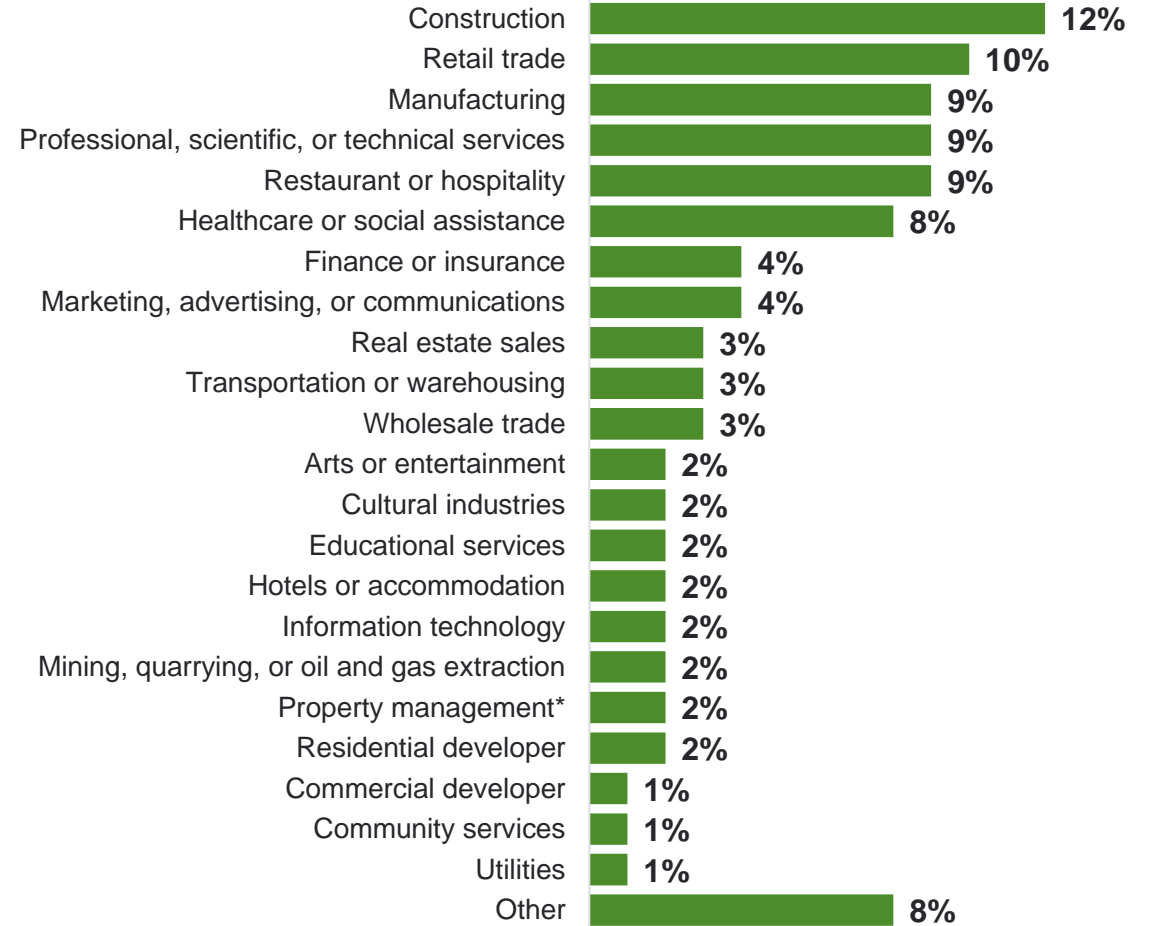
# Firmographics

Business Role / position



Multiple mentions allowed

Industry



\*Includes commercial, retail, industrial real estate rentals & leasing

Base: Valid respondents (bases vary)



# Firmographics (continued)

Years in operation	
Less than 1 year	1%
1 to 2 years	2%
3 to 5 years	14%
6 to 10 years	11%
11 to 20 years	18%
More than 20 years	54%
Don't know	0%

BIA Membership	
Yes	17%
No	58%
Don't know	25%

Consider self to be a racialized person	
Yes	19%
No	79%
Prefer to self-describe	2%

Business location in Calgary	
Downtown	18%
Southwest	18%
Southeast	34%
Northeast	15%
Northwest	14%

Number of employees	
1-5	49%
6-10	19%
11-25	11%
26-50	9%
51-100	9%
101-150	1%
151-200	2%
201-499	1%
500-999	0%
1000 or more	0%
Don't know	0%

Indigenous identity	
Yes – First Nations	2%
Yes - Metis	1%
Yes - Inuit	0%
Yes – Prefer to self-describe (specify)	1%
No	96%

Base: Valid respondents (bases vary)





# Contact

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