



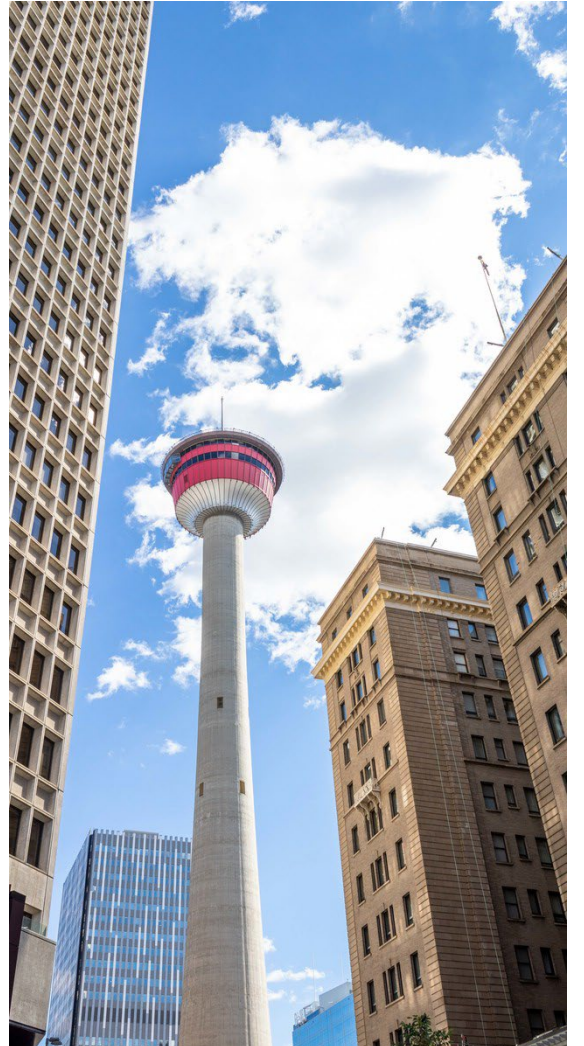
2024 Perspectives on Calgary Survey Report Council Focus Areas 2024

Final Report

September 2024

Prepared by:  **ADVANIS**

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Background and methodology

Background

The City of Calgary surveys citizens about their opinions, preferences, and attitudes in order to help support data-driven City decision-making. The Perspectives on Calgary Survey is one of the ways by which data are collected, and this survey is conducted multiple times throughout the year. The topic of this survey is council focus areas, including downtown, Calgary Transit, diversity and inclusion, the event centre and emergency services. This is the third time this survey has been run in the past three years. Prior wave results are included for reference, as well as comparisons to April 2024 Omnibus study for the event centre.

Methodology

The telephone survey was conducted by Advanis from August 27 to September 9, 2024 with 500 Calgarians. The average time to complete the survey was 20 minutes.

The survey was completed using numbers from both landlines (24%) and cell phones (76%) to obtain a random and statistically representative sample of Calgarians.

The margin of error (MOE) for the total sample of n=500 is ±4.4 percentage points, 19 times out of 20 (though larger among subgroups of the total).

Survey	Data collection dates	n=
Wave 3	Aug 27 – Sept 9, 2024	500
Wave 2	Sept 19 – 29, 2023	500
Wave 1	Sept 15 – 26, 2022	500
2024 Omnibus	Apr 1 – 11, 2024	500



Segment differences explanation



	Age group		
	18-34 (n=82)	35-54 (n=185)	55+ (n=234)
People in Calgary are very welcoming and friendly (% agree)	51%	56%	43% ↓



Highlights at a glance

TOURISM DIVERSITY & INCLUSION CALGARY TRANSIT BUSINESS & EMPLOYMENT

75%

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

66%

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

74%

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

61%

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



79%

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



73%

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

91%

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

55%

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

57%

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

49%

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



48%

Have been to **downtown Calgary** less than 2 to 3 times a month

46%

Are aware that Police emergency and non-emergency **calls are prioritized at The City call centre**

EMERGENCY SERVICES

74%

Believe waiting up to **15 minutes** is reasonable when **waiting for a response** from the **Police non-emergency line**

29%

...of those who have called the Police Non-Emergency line have **hung up due to wait times**

EVENT CENTRE

Agreement that Calgary's downtown is more vibrant than...

50%

Edmonton's

9%

Vancouver's

7%

Toronto's



47%

familiar with the Event Centre project



70%

community events and festivals



74%

concerts and performance events



64%

using businesses and restaurants



64%

sporting events



39%

community rink

Calgarians report a generally positive quality of life in Calgary, with 69% rating the overall quality as good.

- Half of Calgarians are satisfied with the overall level and quality of City services and programs, which has decreased from two years ago.

More than seven-in-ten Calgarians would recommend Calgary as a must-see destination to both Canadians from other provinces (79%), as well as people travelling internationally to Canada (75%).

- Similarly, 73% think Calgary has a lot more to offer tourists than just the Calgary Stampede or the Rocky Mountains. These results have remained stable over the past 3 years.

Three-in-five (61%) Calgarians feel there are enough opportunities for employment in Calgary, however, this perception has been declining since 2022.

- Households earning less than \$60k (48%) and residents in the Northeast quadrant (50%) are less likely to feel that there are enough employment opportunities.

Just under half (47%) of Calgarians are familiar with the Event Centre project, results that are consistent with the Omnibus study conducted in April 2024.

- Calgarians are least likely to visit the Event Centre to use the community rink (39%), and most likely to visit for concerts and performance events (74%) or community events and festivals (70%).

Nine-in-ten Calgarians have visited downtown for any reason in the past six months, on par with previous years.

- Half (50%) of Calgarians feel Calgary's downtown is more vibrant than Edmonton's downtown, while less than one-in-ten feel Calgary's downtown is more vibrant than that of Toronto (7%) or Vancouver (9%).

Key findings (continued)

The majority (81%) of Calgarians feel Calgary Transit ensures its services can be used by Calgarians regardless of their abilities, an increase over 2023 (75%).

- Three-quarters (74%) of Calgarians think Calgary Transit accommodates the accessibility needs of all Calgarians.
- One-in-five (21%) are using Calgary Transit weekly.
- Compared to other major cities' public transit systems, Calgary's is considered to be about as safe or more safe than other cities with less than one-in-five rating Calgary Transit less safe than Edmonton (15%), Toronto (13%) or Vancouver (18%) transit systems.

Two-thirds (66%) of Calgarians think Calgary moving in the right direction to address racism and to improve the social well-being of all Calgarians.

- Approximately one-third (35%) feel that Calgary is more inclusive than Edmonton, while one-in-five think Calgary is more inclusive than Toronto (23%) and Vancouver (22%).

More than half of Calgarians have contacted 911 (58%), or the Police Non-Emergency line (55%) in the past.

- Less than half (46%) are aware that the non-emergency calls are answered and prioritized at The City of Calgary 911 call center.
- More than two-fifths (44%) think that up to 5 minutes is a reasonable wait time for call response when calling the Police Non-Emergency line.
- 16% of Calgarians have hung up on the Police Non-Emergency line due to wait times, with one-in-ten (8%) contacting police again in a different manner.



Detailed findings



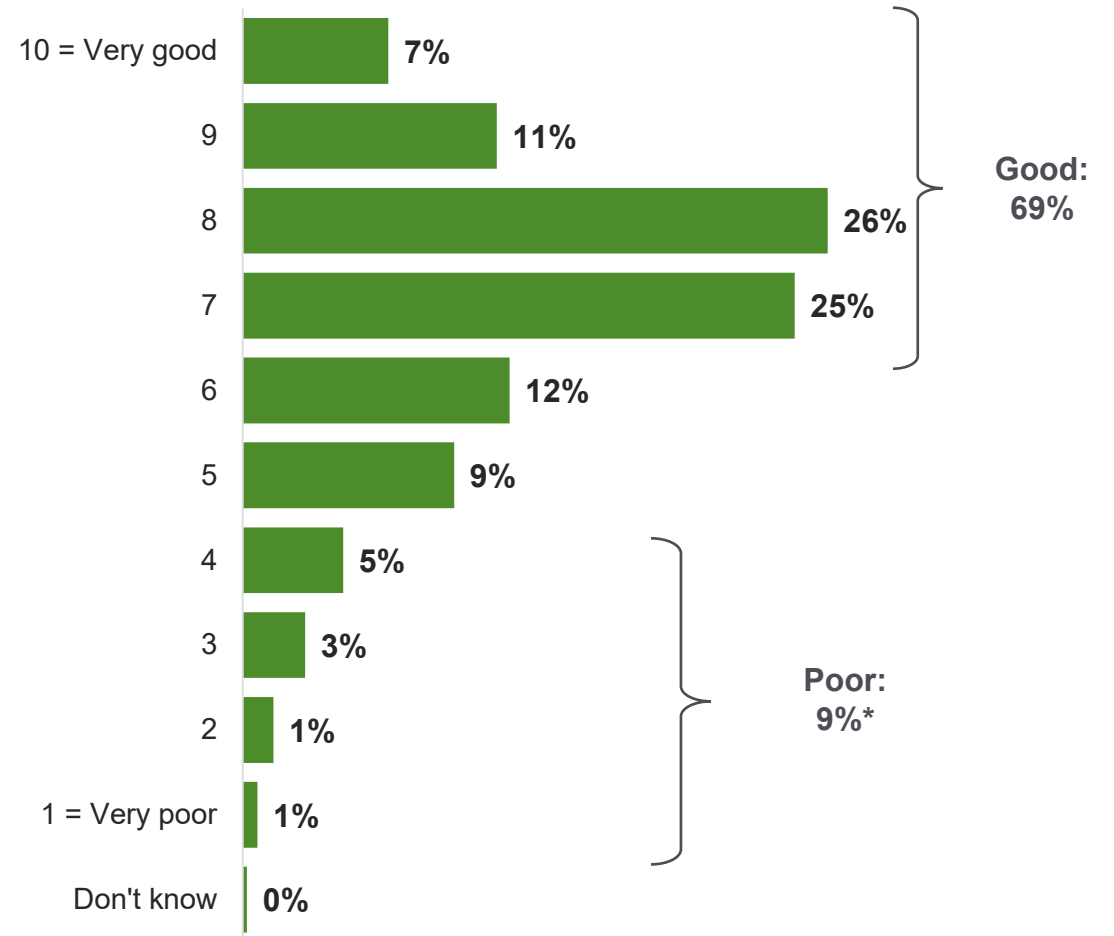
Quality of life and satisfaction with City services and programs



Overall quality of life in Calgary

The majority (69%) of Calgarians rate their overall quality of life in Calgary as good.

Overall quality of life in Calgary

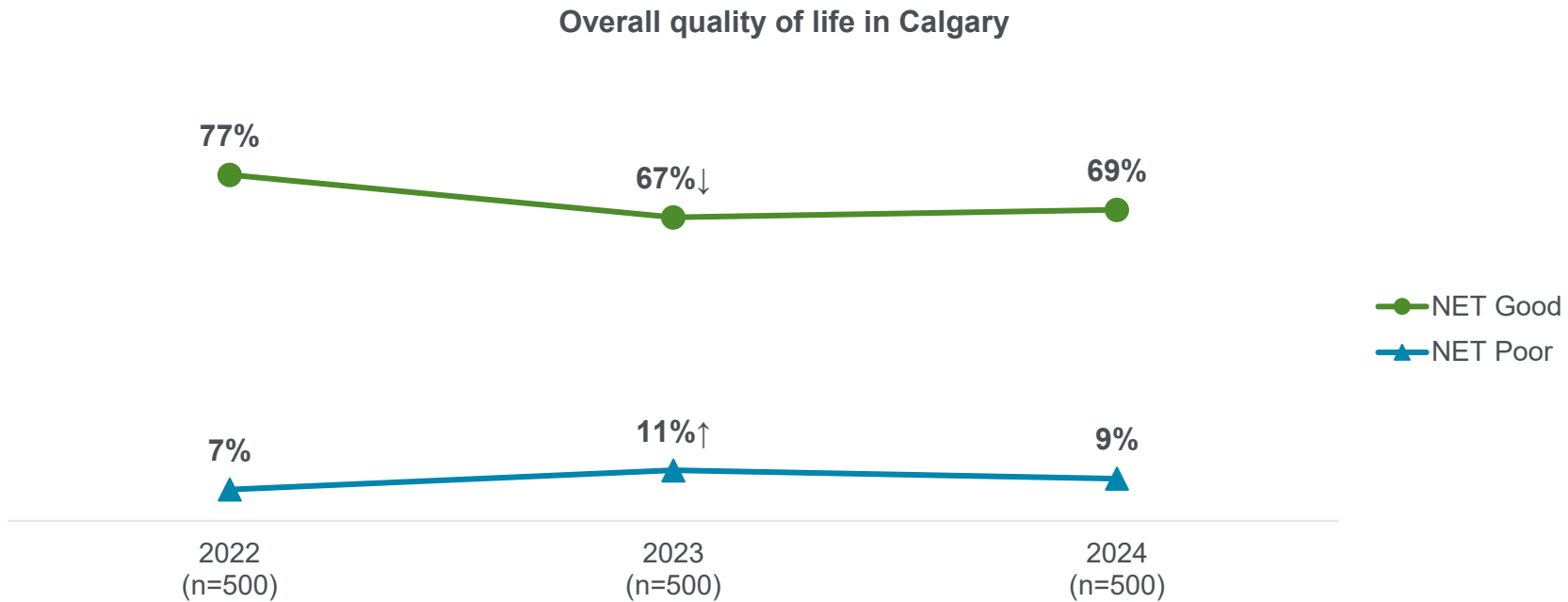


_____ in Calgary today?



Tracking overall quality of life in Calgary

Opinions of quality of life in Calgary have remained stable since 2023.



↑ Statistically higher than the previous wave
↓ Statistically lower than the previous wave

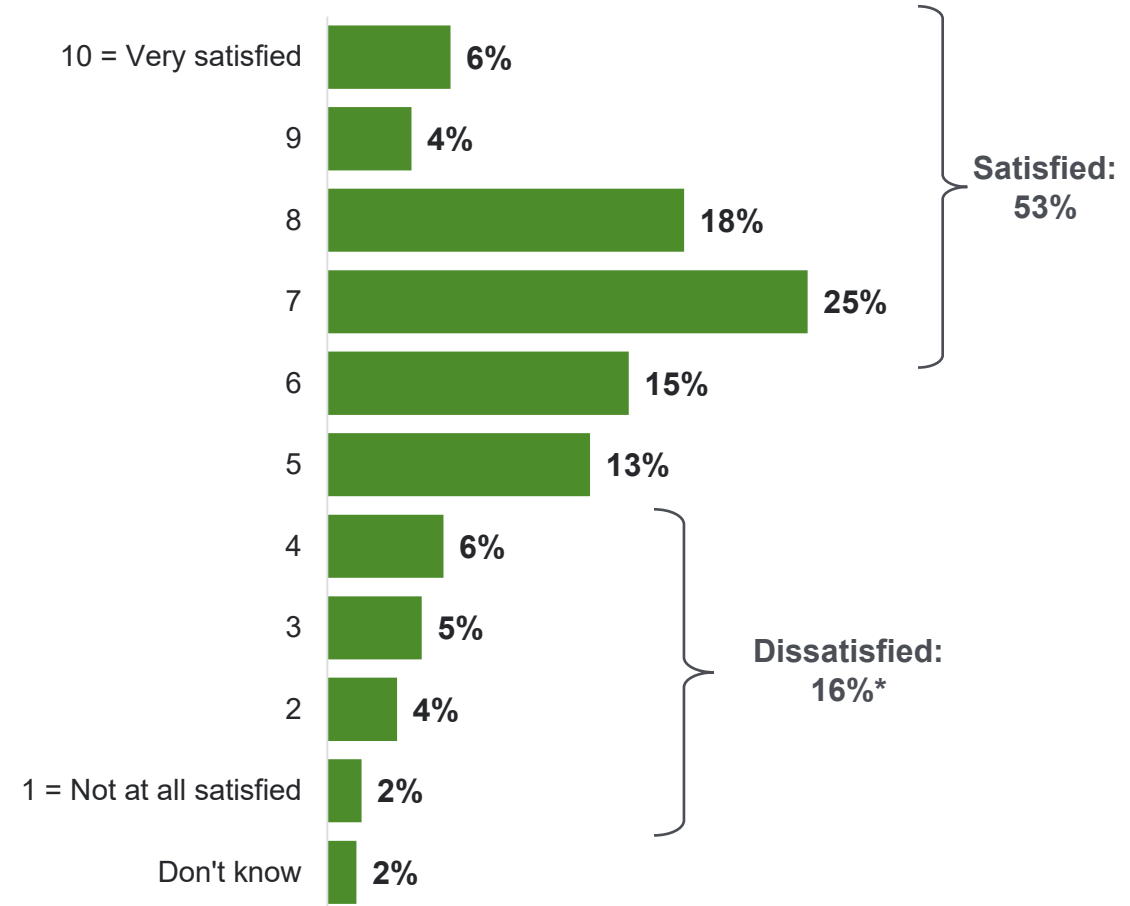
Q1. How would you rate your overall quality of life in Calgary today?
Base: Valid respondents



Overall satisfaction with City services/programs

Half (53%) of Calgarians are satisfied with the quality of services and programs provided by The City. Less than 2-in-10 are dissatisfied with the quality of services and programs.

Satisfaction with overall level and quality of City services and programs



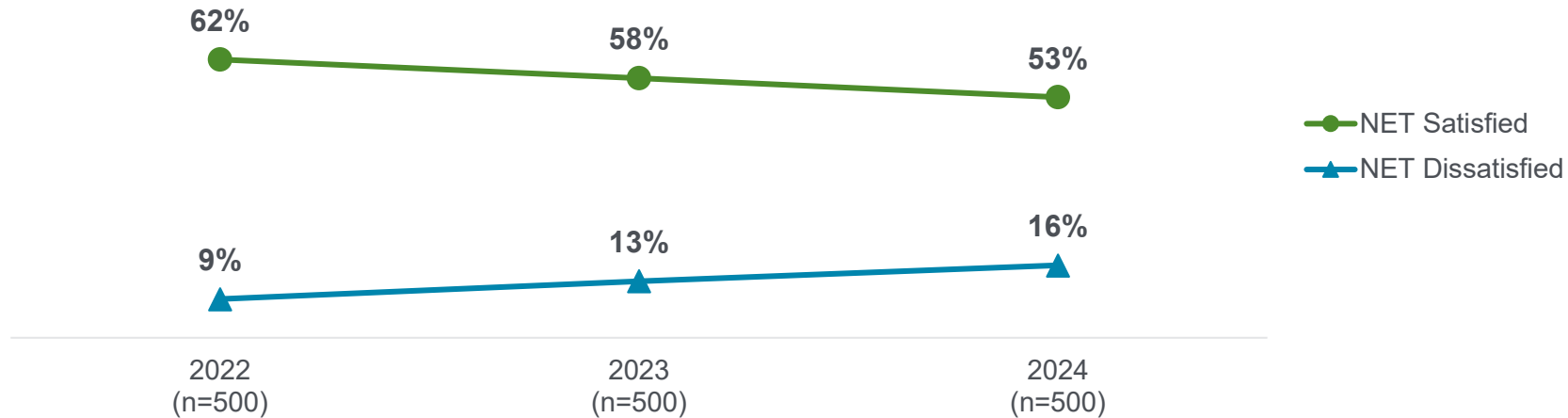
* Rounding



Tracking overall satisfaction with City services/programs

Satisfaction with City services and programs has been slowly declining over time.

Satisfaction with overall level and quality of City services and programs



↑ Statistically higher than the previous wave
↓ Statistically lower than the previous wave

Q2.How satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?
Base: Valid respondents



Overall quality of life and satisfaction with City services and programs segment differences

___ born in Canada (*n=136*) ...



Tourism

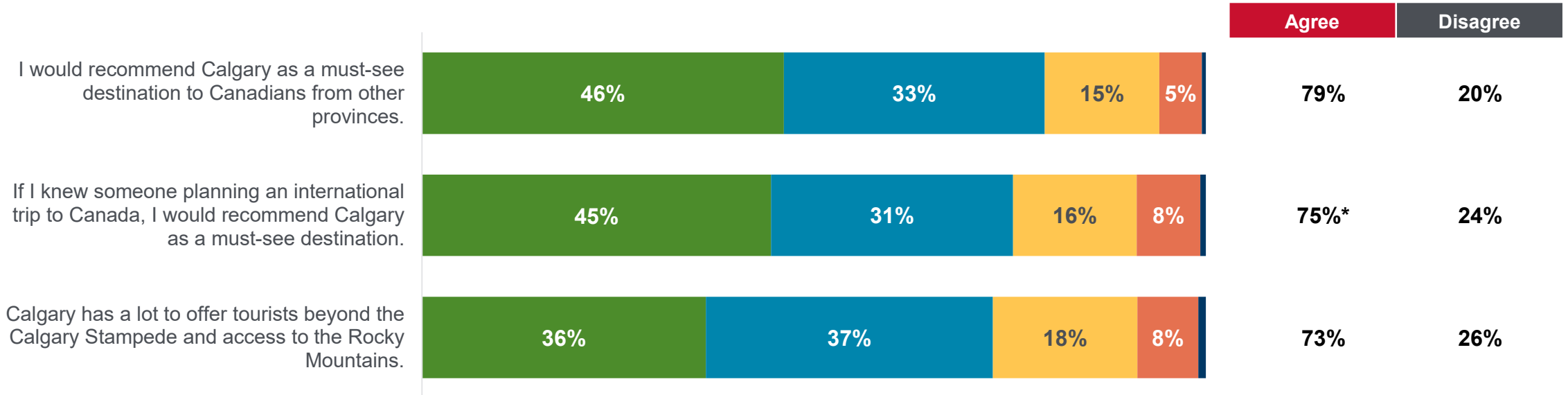


Perceptions of Calgary as a tourist destination

At least three quarters of Calgarians would recommend Calgary as a must-see destination to other Canadians (79%), or to those planning an international vacation (75%). Seven-in-ten Calgarians feel that Calgary has more to offer to tourists than just the Calgary Stampede or the Rocky Mountains.

Perceptions of Calgary as a tourist destination

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know



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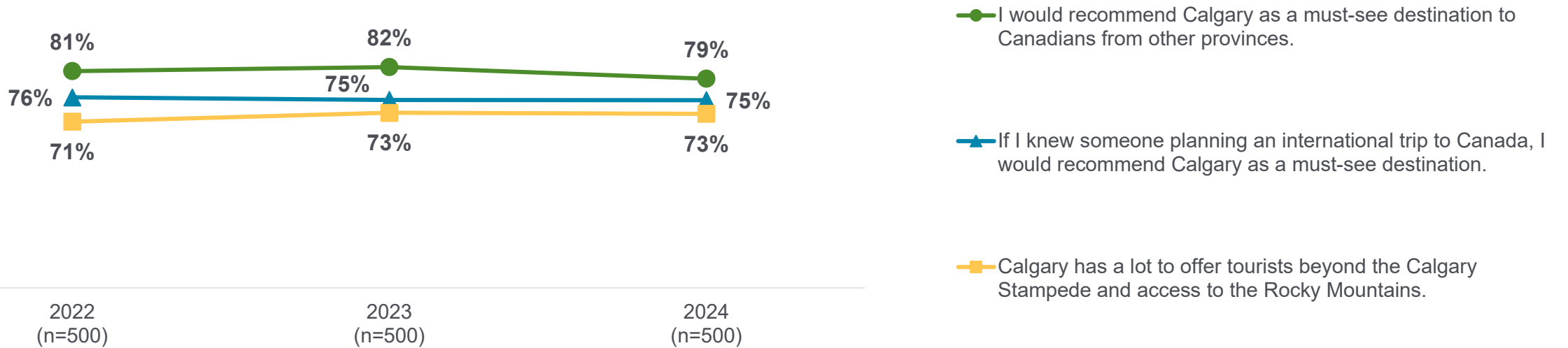
* Rounding



Tracking perceptions of Calgary as a tourist destination

The likelihood of Calgarians recommending Calgary as a travel destination has remained consistent since 2022.

Perceptions of Calgary as a tourist destination (NET Agree)



↑ Statistically higher than the previous wave
↓ Statistically lower than the previous wave

Q3. For each of the following statements about Calgary as a tourist destination, please tell me to what extent you agree or disagree.
Base: Valid respondents



Tourism segment differences overview



Business and employment

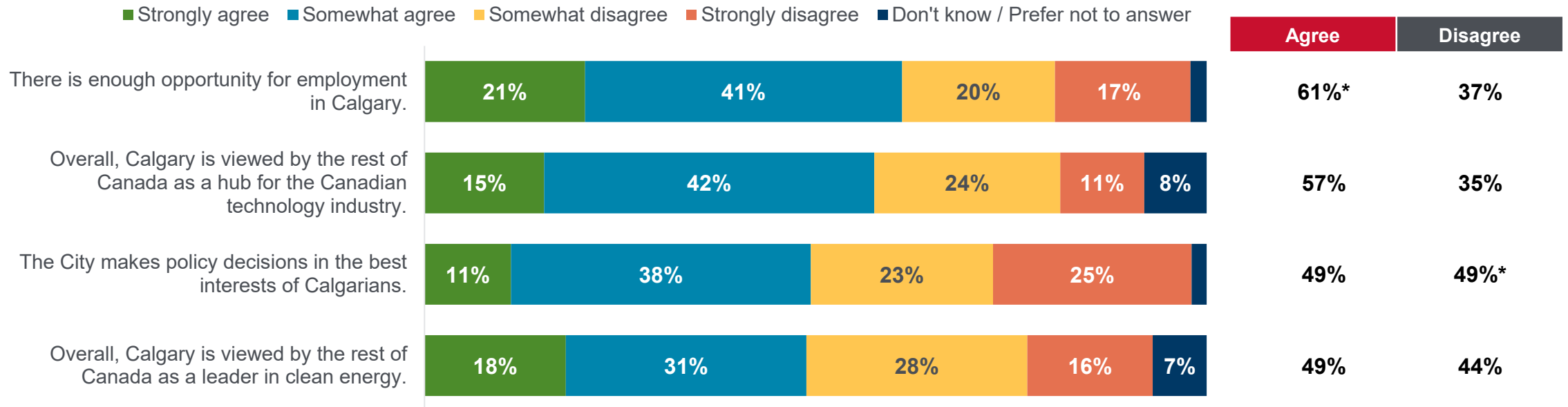


Perceptions of business and employment in Calgary

Six-in-ten (61%) Calgarians feel there is enough employment opportunities in Calgary. Half (49%) of Calgarians think The City makes policy decision in the best interest of Calgarians.

When it comes to how Calgary is viewed by the rest of Canadian, half (49%) think Calgary is viewed as a leader in clean energy, while 57% think Calgary is viewed as a hub for the Canadian technology industry.

Perceptions of Calgary in terms of business and employment



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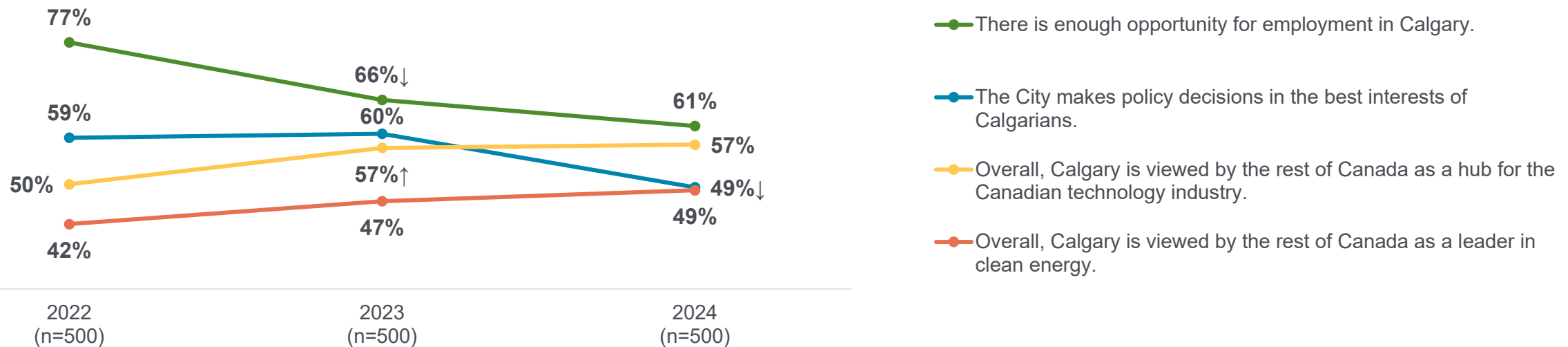
*Rounding



Tracking perceptions of business and employment in Calgary

There has been a decrease among those who feel The City is making policy decision in the best interests of Calgarians in 2024 (60% in 2023 vs. 49% in 2024). Feeling that there is enough employment opportunities in Calgary has been declining since 2022.

Perceptions of Calgary in terms of business and employment (NET Agree)



↑ Statistically higher than the previous wave
↓ Statistically lower than the previous wave

Q6. For each of the following statements about business and employment, please tell me to what extent you agree or disagree.
Base: Valid respondents



Business and employment segment differences overview



Business and employment segment differences overview (continued)

___ **born in Canada (n=136) ...**



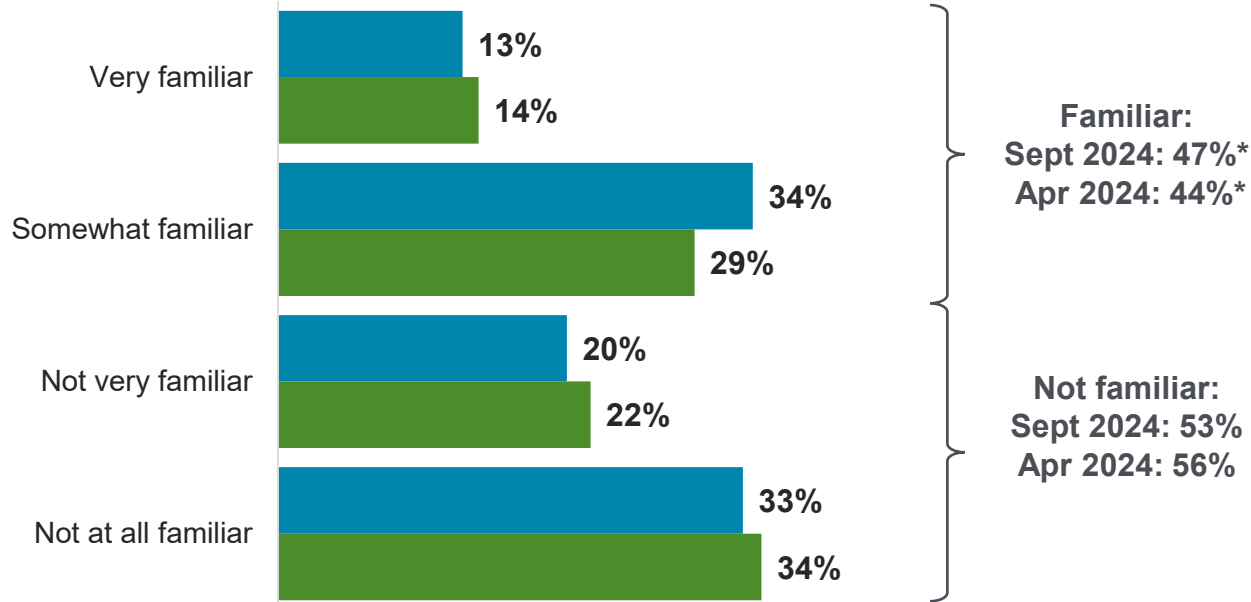
Event Centre



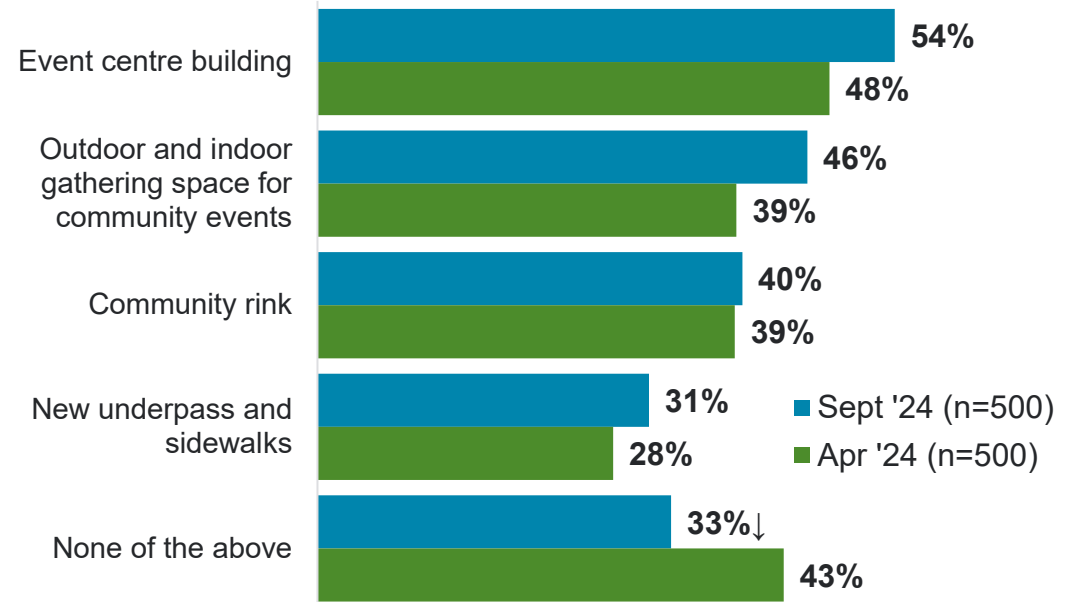
Awareness of the Event Centre project

Awareness of the Event Centre project has remained consistent with results from April, with just under half (47%) of Calgarians indicating they are familiar with the project. Awareness of the components of the Event Centre overall has increased, but awareness of each individual component remains stable with April results.

Familiarity with the Event Centre project



Event Centre project component awareness



*Rounding

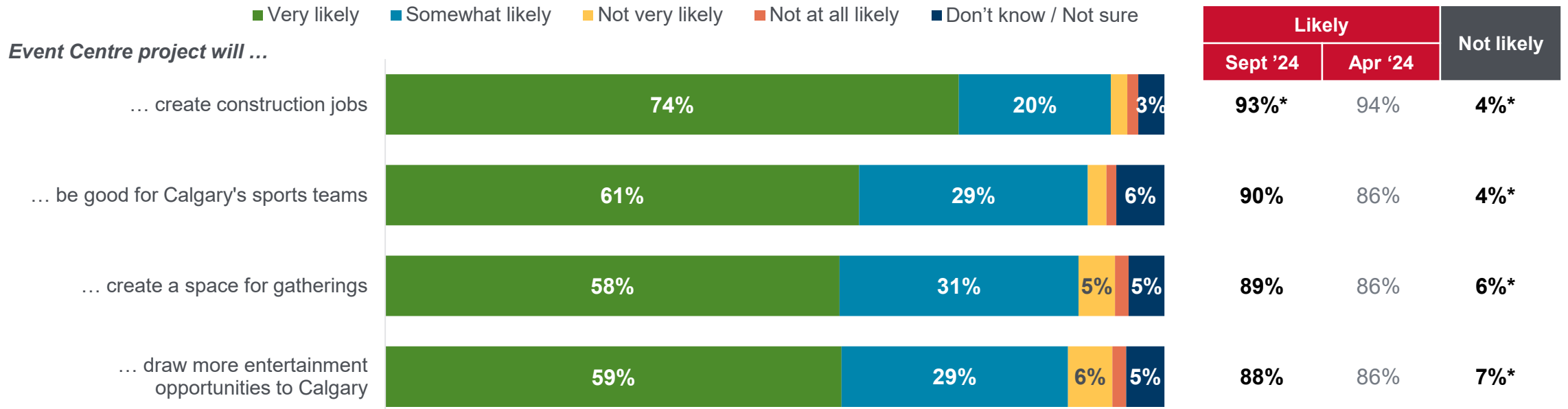
↑ Statistically higher than the previous wave
↓ Statistically lower than the previous wave



Perceptions of Event Centre benefits

Approximately nine-in-ten Calgarians think the event center will create construction jobs (93%), a space for gatherings (89%), as well as be good for Calgary’s sports teams (90%) and drawing more entertainment opportunities to Calgary (88%). These results are consistent with findings from April 2024.

Perceptions of Event Centre benefits



*Rounding

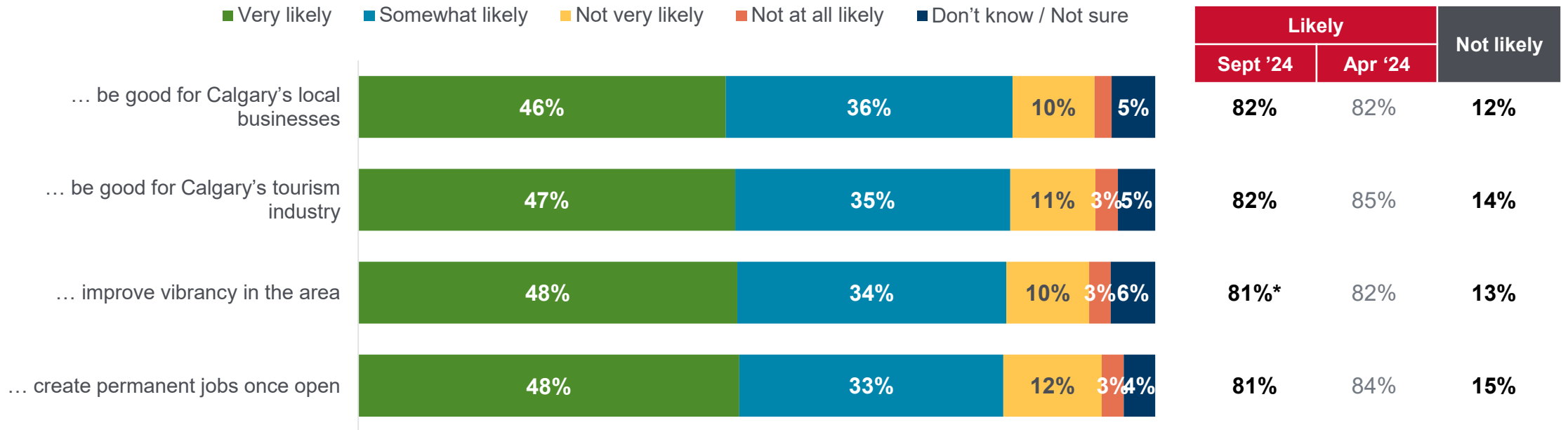
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Perceptions of Event Centre benefits (continued)

Similar to April, eight-in-ten Calgarians think the Event Centre will be good for local businesses (82%), the tourism industry (82%), improving vibrancy in the area (81%) and creating permanent jobs (81%).

Perceptions of Event Centre benefits



*Rounding

Data labels <3% not shown

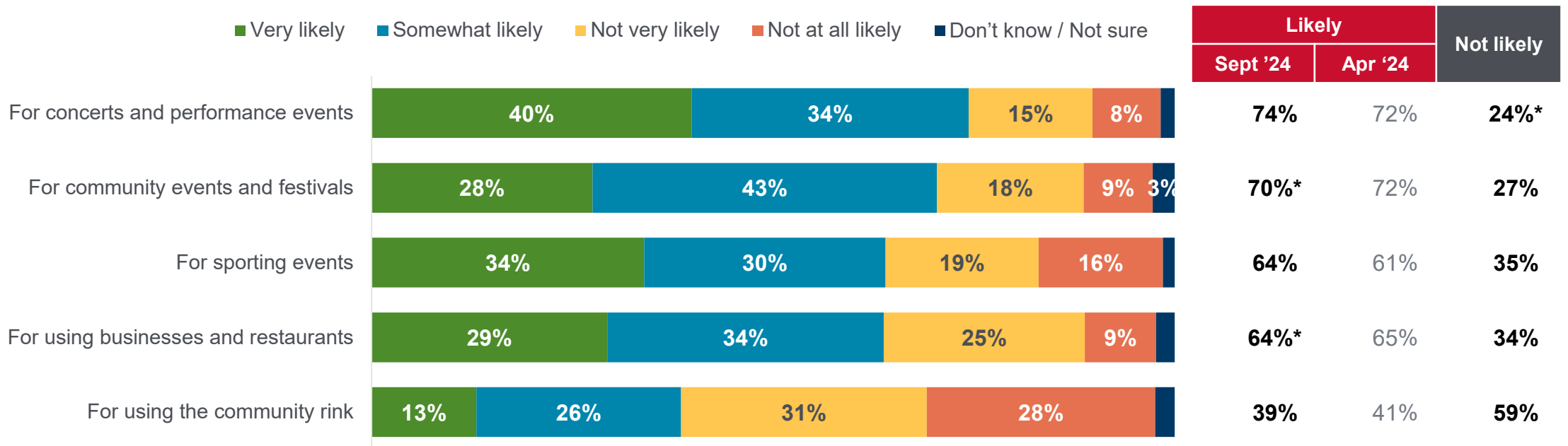
Q7c. Please tell me if you think it will be very likely, somewhat likely, not very likely, or not at all likely that the Event Centre project...
Base: Valid respondents (n=500)



Reasons to visit the Event Centre area

Again, consistent with findings from April, the Event Centre is most likely to be visited for concerts and performance events (74%), community events and festivals (70%). Less than half (39%) indicate they would visit to use the community rink.

Likelihood to visit the Event Centre area for...



*Rounding

Data labels <3% not shown

Q7d. Once the Event Centre is complete, how likely are you to visit the area for...
Base: Valid respondents (n=500)



Event Centre segment differences overview



Event Centre segment differences overview (continued)



Event Centre segment differences overview (continued)

___ born in Canada (*n*=136) ...



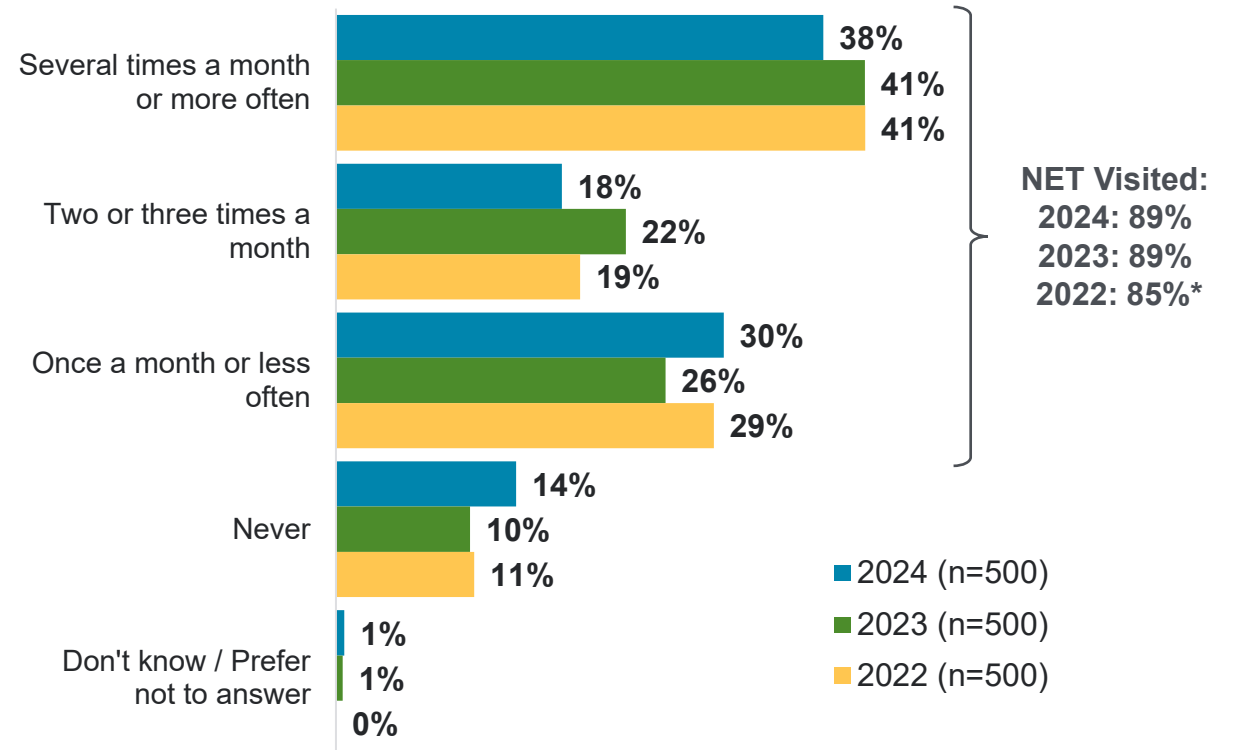
Downtown



Frequency of visiting downtown

Consistent with previous years, nine-in-ten (89%) Calgarians have visited downtown in the past 6 months, with two-in-five visiting several times a month or more often.

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

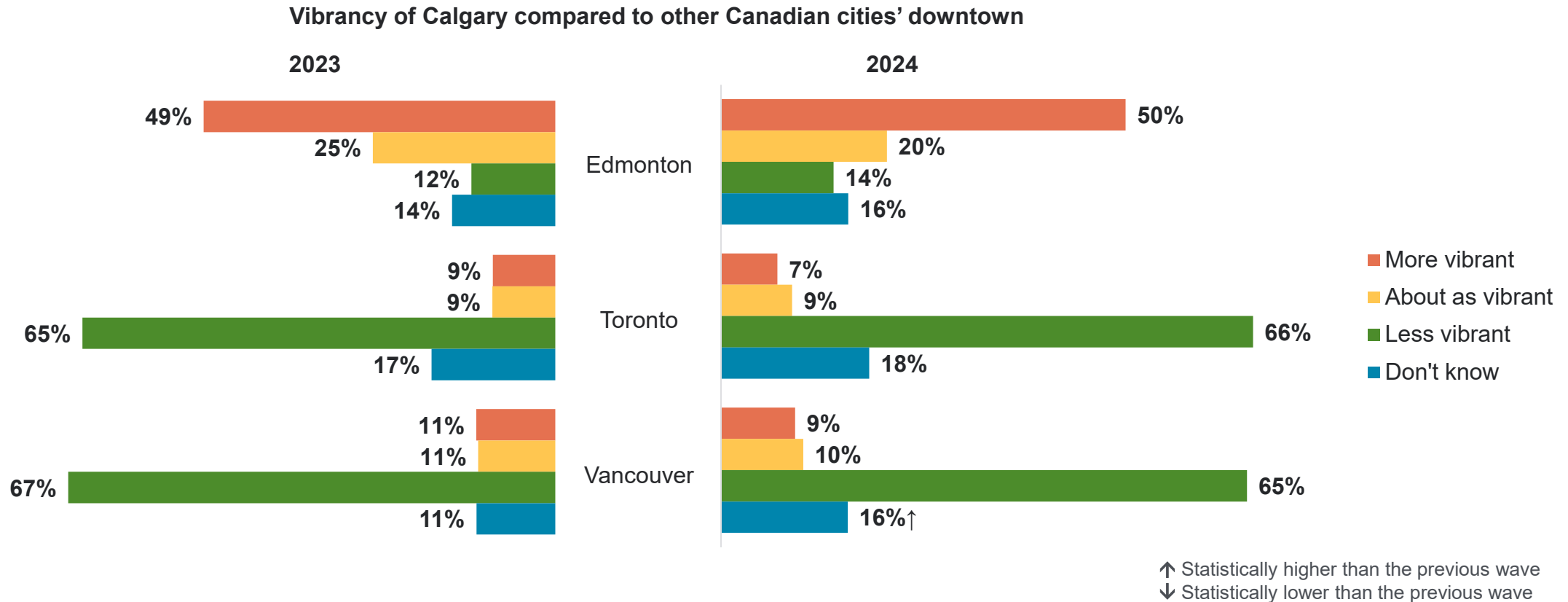


*Rounding



Vibrancy of other Canadian cities' downtown compared to Calgary

Consistent with results from 2023, when compared to other Canadian cities, Calgary's downtown is considered to be more vibrant than Edmonton's downtown, but less vibrant than both Toronto and Vancouver.



Q32. And based on personal experience or anything you may have seen, read or heard, do you feel Calgary's downtown is more vibrant, less vibrant or about as vibrant as downtown in the following cities
 Base: Valid respondents



Downtown segment differences overview



Downtown segment differences overview (continued)

___ born in Canada (*n*=136) ...



Transit

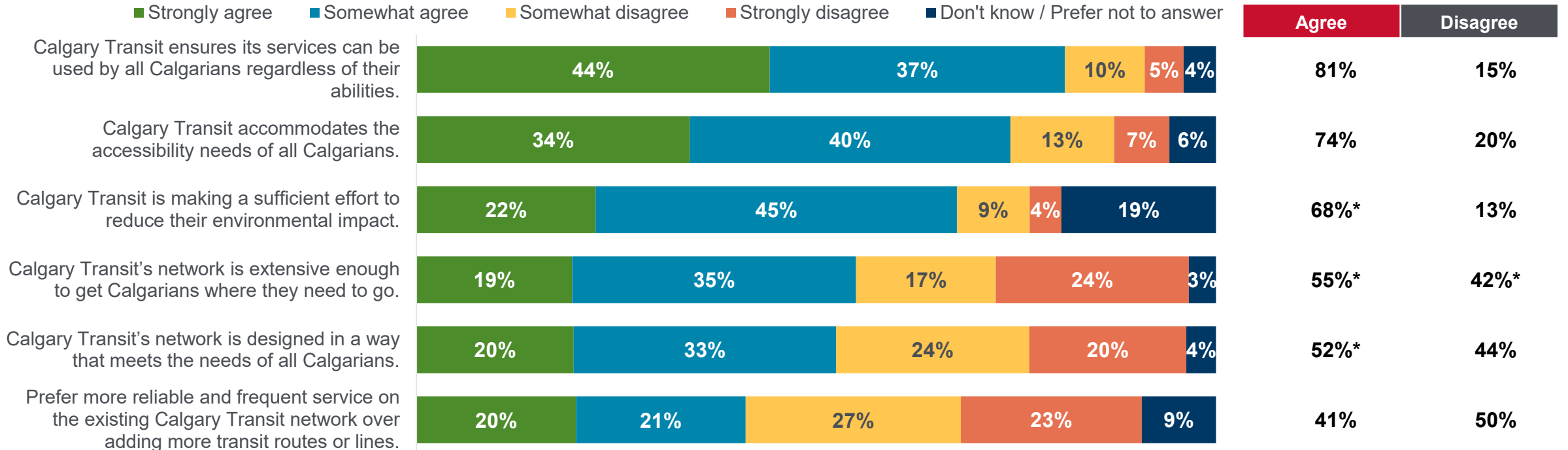


Perceptions of Calgary Transit

Three-quarters or more of Calgarians feel that Calgary Transit accommodates accessibility needs of all Calgarians (74%) and ensure their services can be used by all Calgarians regardless of their abilities (81%).

Half (50%) of Calgarians *disagree* that they'd prefer more reliable and frequent service on existing Calgary Transit network rather than adding more routes or lines.

Perceptions of Calgary Transit



*Rounding

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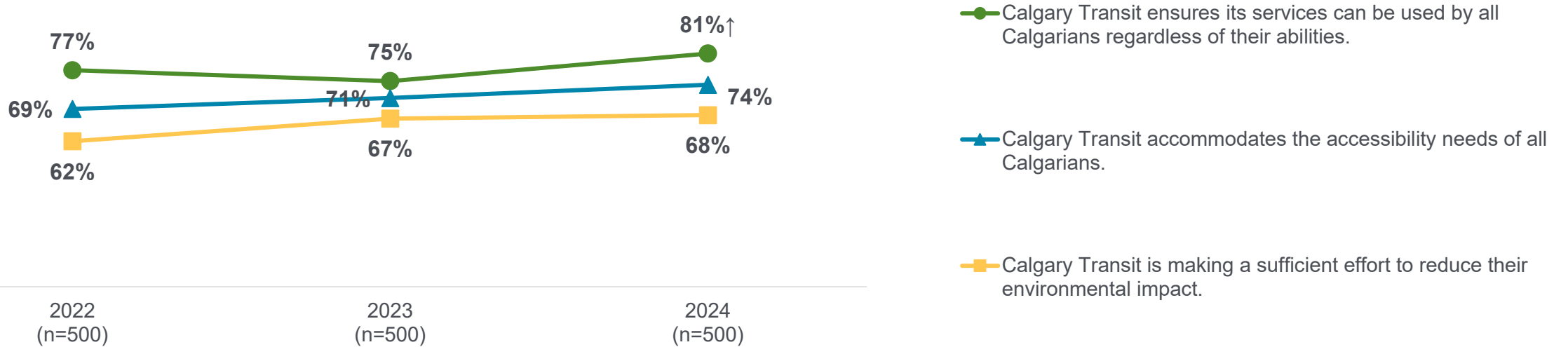
Q10. For each of the following statements about Calgary's downtown, please tell me to what extent you agree or disagree. The first is:
Base: Valid respondents (n=500)



Tracking perceptions of Calgary Transit

There has been an increase in the proportion of Calgarians who feel that Calgary Transit ensures its services can be used by all Calgarians regardless of their abilities (81% in 2024 vs. 75% in 2023).

Perceptions of Calgary Transit (NET Agree)

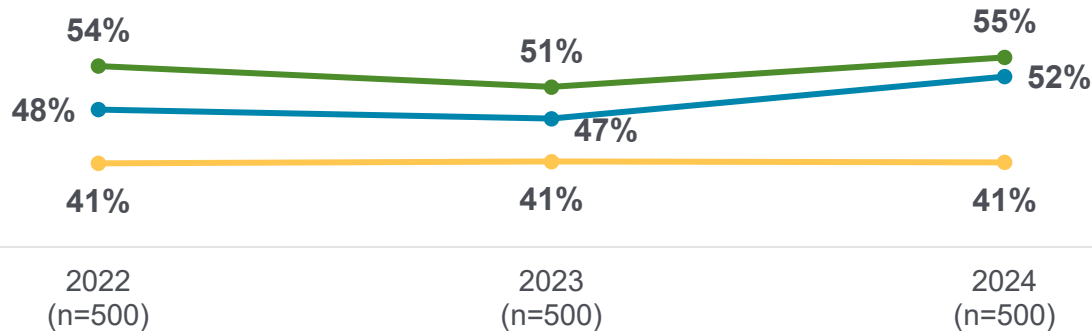




Tracking perceptions Calgary transit (continued)

The proportion of Calgarians who prefer more reliable and frequent service on the existing Calgary Transit network over adding more transit routes or lines has not changed since 2022.

Perceptions of Calgary Transit (NET Agree)



—●— Calgary Transit's network is extensive enough to get Calgarians where they need to go.

—●— Calgary Transit's network is designed in a way that meets the needs of all Calgarians.

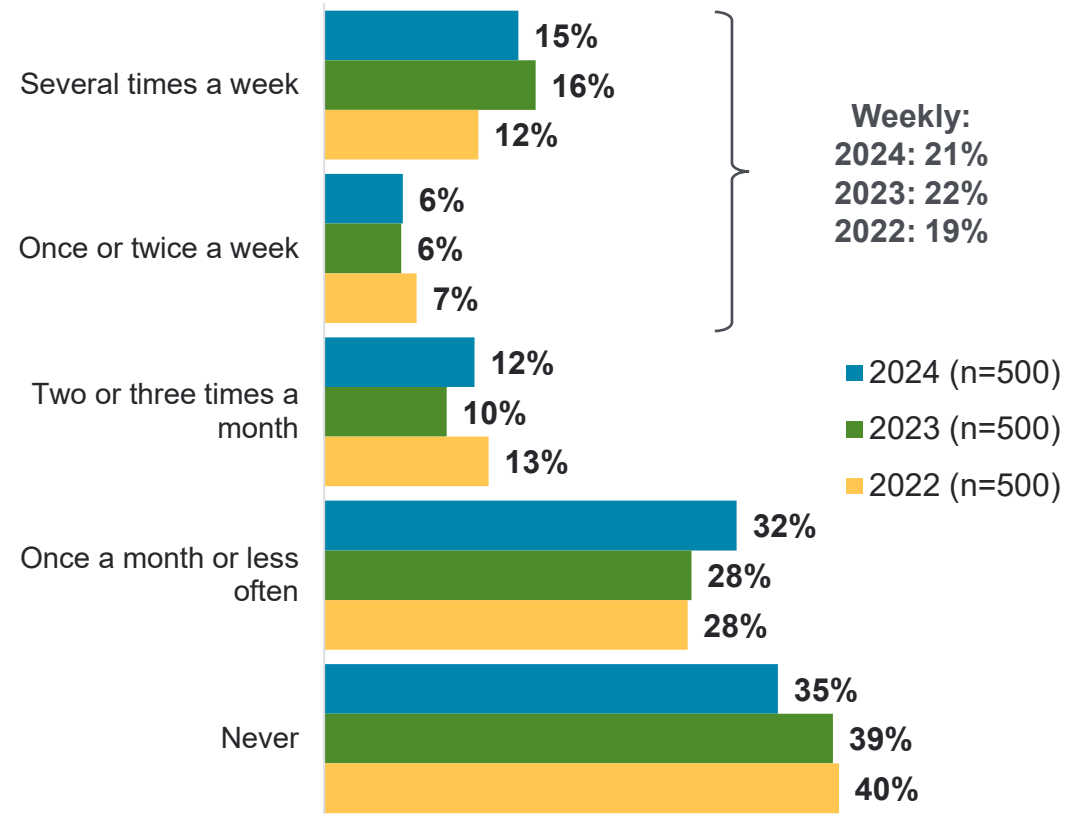
—●— Prefer more reliable and frequent service on the existing Calgary Transit network over adding more transit routes or lines.



Frequency of Calgary Transit use

Consistent with previous years, two-in-five (19%) Calgarians are using Calgary Transit weekly in the past 6 months. An additional one-third (32%) have used Calgary Transit, but not more than once a month or less often in the past 6 months.

Frequency of using Calgary Transit in the past 6 months

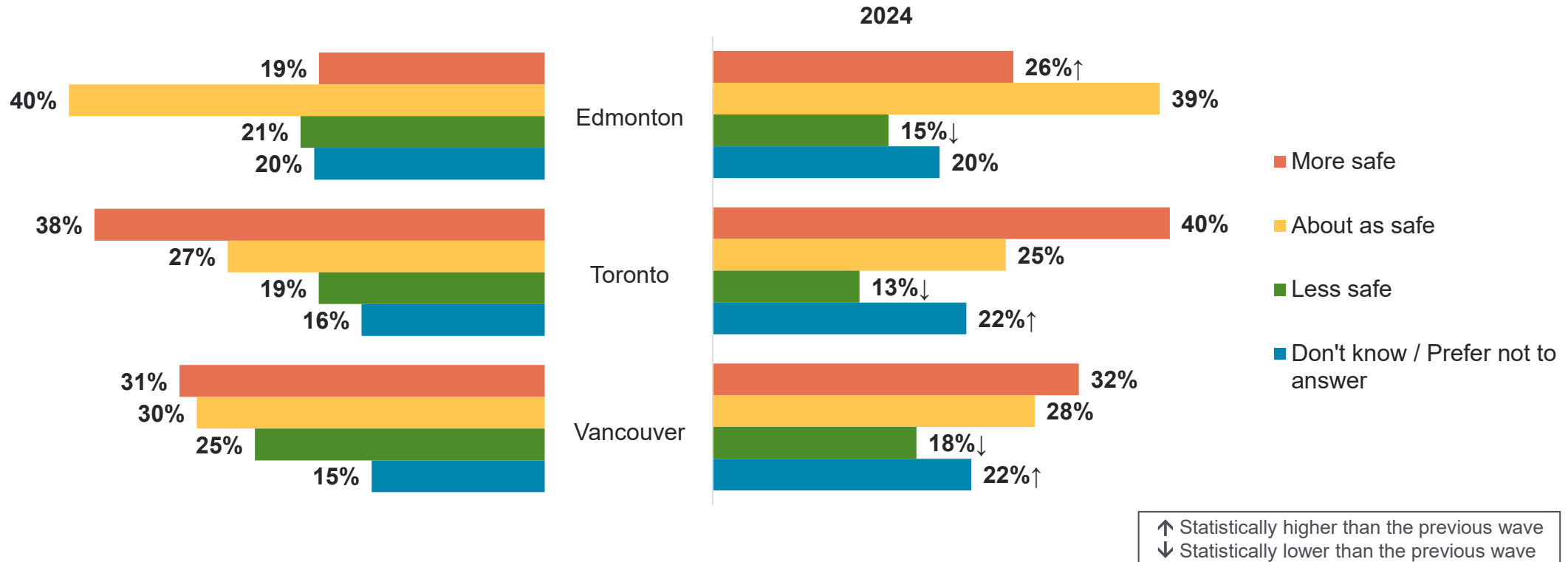




Safety of other Canadian cities' public transit compared to Calgary

In comparison to other major cities' public transit, there has been an increase in 2024 (26% vs. 19% in 2023) among those who feel Calgary Transit is "more safe" when compared to Edmonton public transit, while 39% also feel Calgary transit is "about as safe". When comparing to Toronto, two-in-five (40%) feel Calgary transit is "more safe", while one-third (32%) feel Calgary is "more safe" than Vancouver public transit.

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



Q33. And based on personal experience or anything you may have seen, read or heard, do you feel public transit in Calgary is more safe, less safe or about as safe as the following cities?

Base: Valid respondents (n=500)



Calgary transit segment differences overview



Calgary transit segment differences overview

___ born in Canada (*n=138*) ...



Calgary transit segment differences overview



Calgary transit segment differences overview



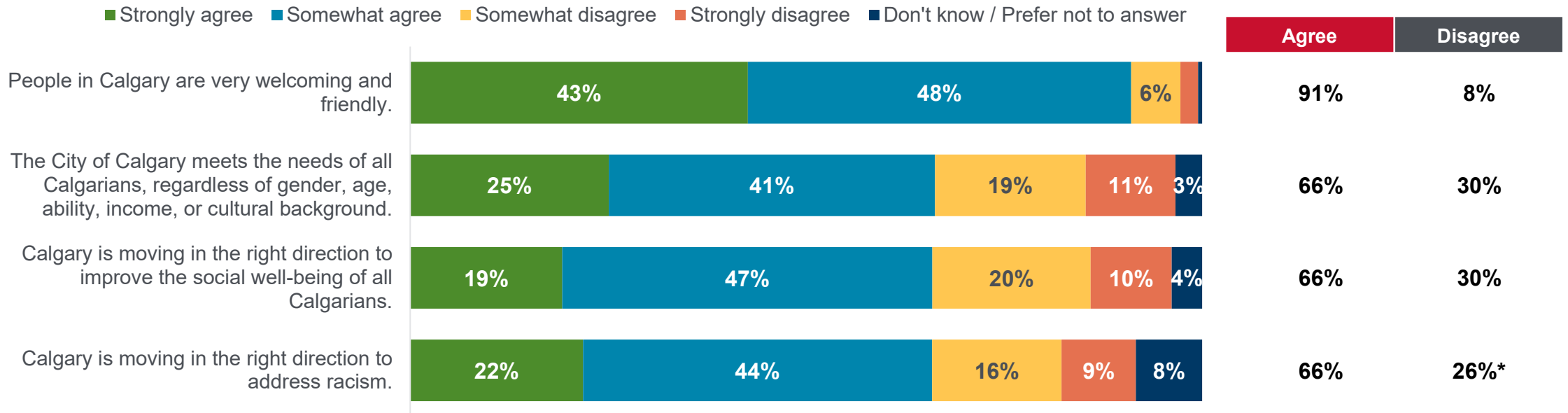
Diversity and inclusion



Perceptions of diversity and inclusion in Calgary

The majority (91%) of Calgarians feel that the people in Calgary are very welcoming and friendly. Two-thirds (66%) feel that The City meets the needs of all Calgarians, and that Calgary is moving in the right direction to improve the social well-being of all Calgarians, as well as address racism.

Perceptions of Calgary as a diverse and inclusive city



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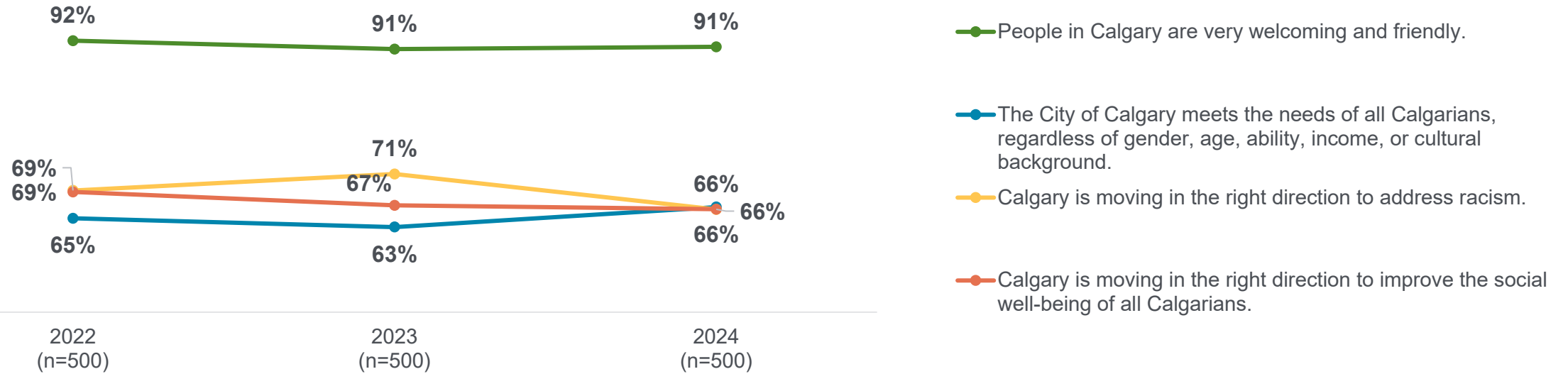
*Rounding



Tracking perceptions of diversity and inclusion in Calgary

Calgarians opinions of Calgary as a diverse and inclusive city have remained stable over the past 2 years.

Perceptions of Calgary as a diverse and inclusive city (NET Agree)



↑ Statistically higher than the previous wave
↓ Statistically lower than the previous wave

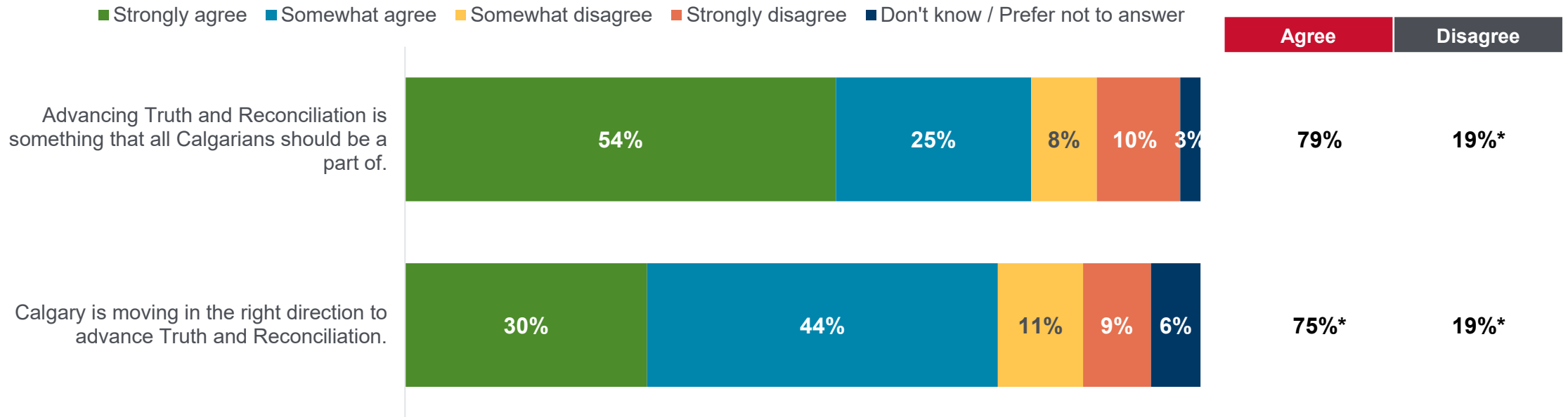
Q12. For each of the following statements, please tell me to what extent you agree or disagree.
Base: Valid respondents (n=500)



Perceptions of Truth and Reconciliation in Calgary

Three-quarters (75%) of Calgarians feel that Calgary is moving in the right direction to advance Truth and Reconciliation, while four-in-five (79%) feel that advancing Truth and Reconciliation is something that all Calgarians should be a part of.

Perceptions of Truth and Reconciliation in Calgary



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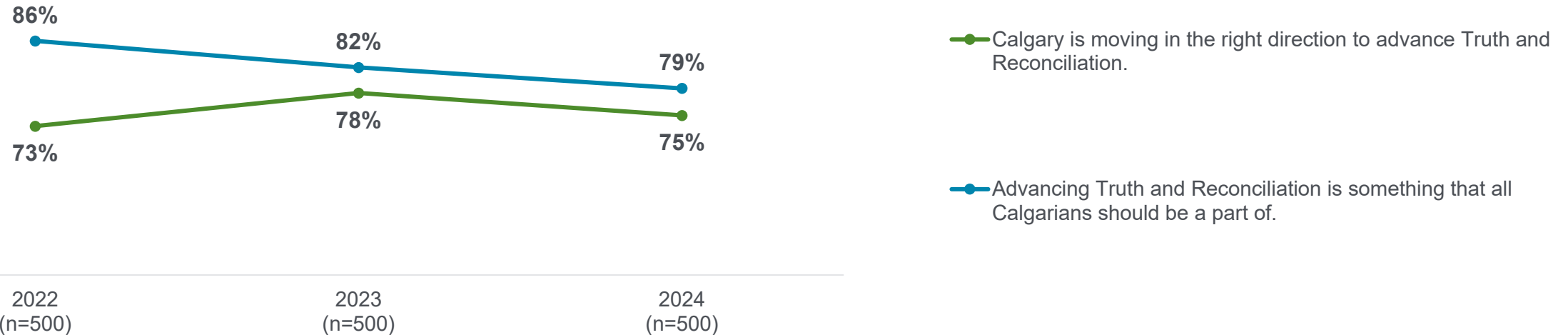
*Rounding



Tracking perceptions of diversity and inclusion in Calgary

Although similar to 2023 results (79% in 2024 vs. 82% in 2023), there has been a decline over the past 2 years (86% in 2022) among Calgarians who feel that advancing Truth and Reconciliation is something that all Calgarians should be a part of.

Perceptions of Truth and Reconciliation in Calgary (NET Agree)



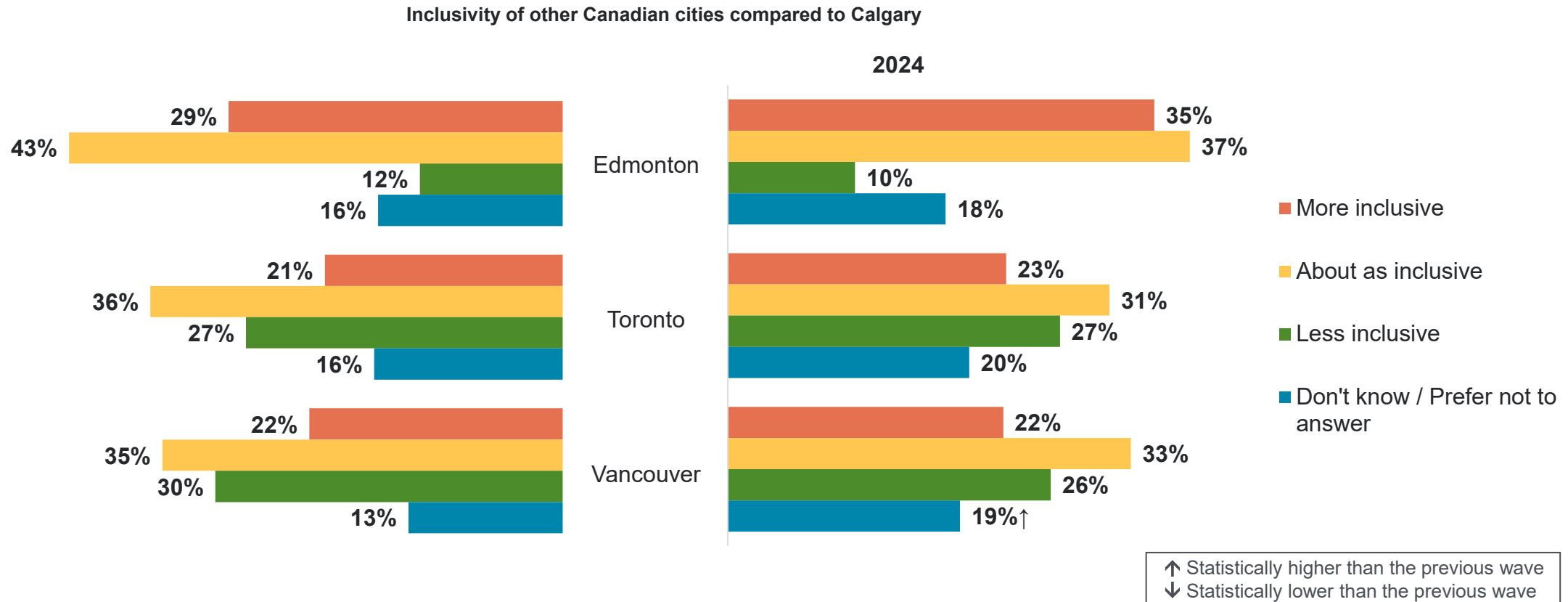
↑ Statistically higher than the previous wave
↓ Statistically lower than the previous wave

Q12. For each of the following statements, please tell me to what extent you agree or disagree.
Base: Valid respondents (n=500)



Inclusivity of other Canadian cities compared to Calgary

Consistent with results from 2023, one-third (35%) of Calgarians feel that Calgary is more inclusive than Edmonton and another one-third (37%) feel Calgary and Edmonton are similarly inclusive. In comparison, Calgarians are more split about Toronto and Vancouver with similar proportions feeling that Calgary is both more (23% Toronto, 22% Vancouver) and less (27% Toronto, 26% Vancouver) inclusive.



Q34. And based on personal experience or anything you may have seen, read or heard, do you feel public transit in Calgary is more inclusive, less inclusive or about as inclusive of all residents as the following cities?
 Base: Valid respondents (n=500)



Diversity and inclusion segment differences overview



Diversity and inclusion segment differences overview

___ born in Canada (*n=138*) ...



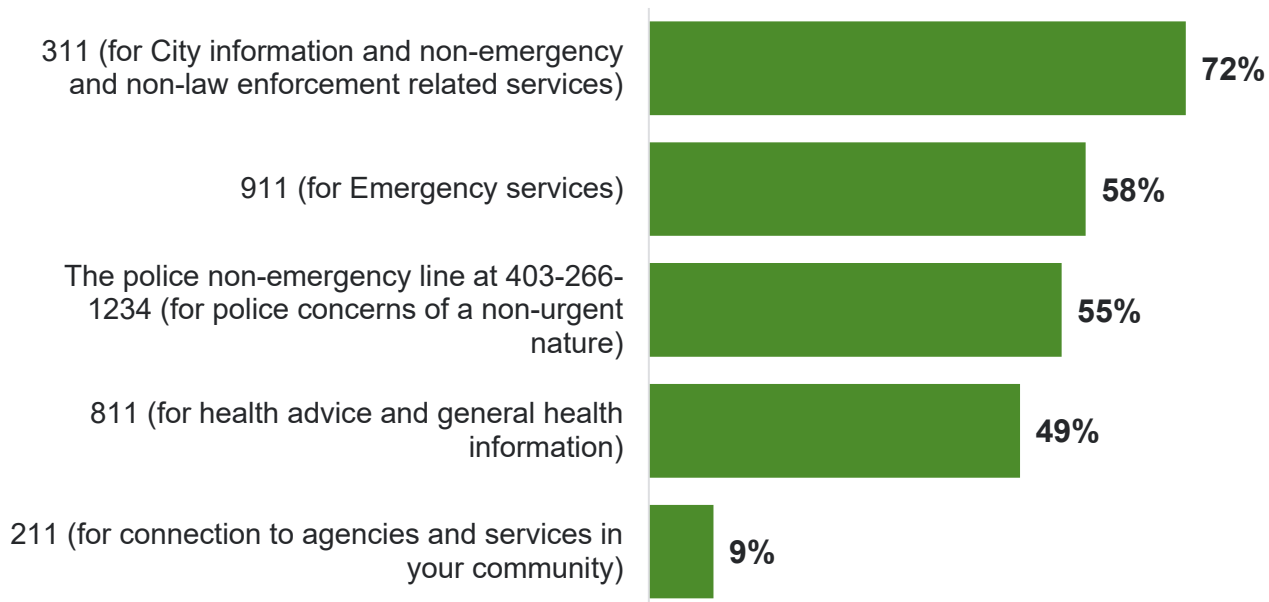
Emergency services



Contacting emergency services

Seven-in-ten Calgarians have called 311 for City information at some point, and more than half have contacted 911 (58%), or the police non-emergency line (55%).

Emergency services ever contacted (% Yes)



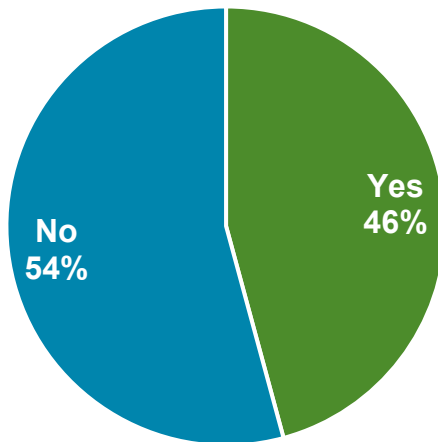


Awareness and wait times of non-emergency calls being answered at The City of Calgary 911 call centre

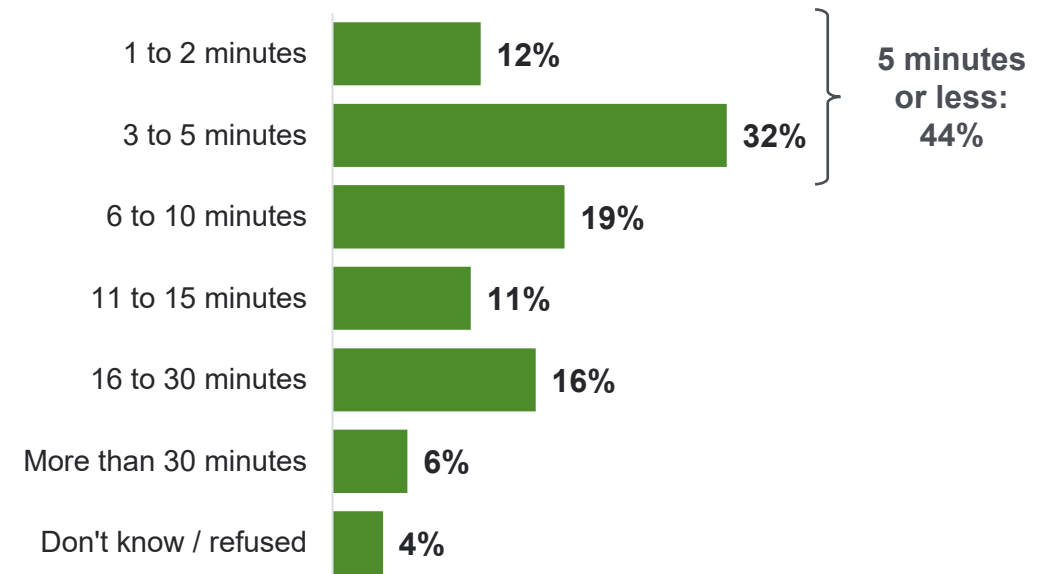
Just under half (46%) of Calgarians are aware that the non-emergency calls are answered at The City of Calgary 911 call centre.

Two-in-five (44%) Calgarians think it is reasonable to wait 5 minutes or less, with one-third (32%) thinking 3 to 5 minutes is reasonable for a call response when calling the Non-Emergency line.

Aware emergency and non-emergency calls are answered at The City of Calgary 911 call centre



Reasonable wait time for call response when calling the Police Non-Emergency line

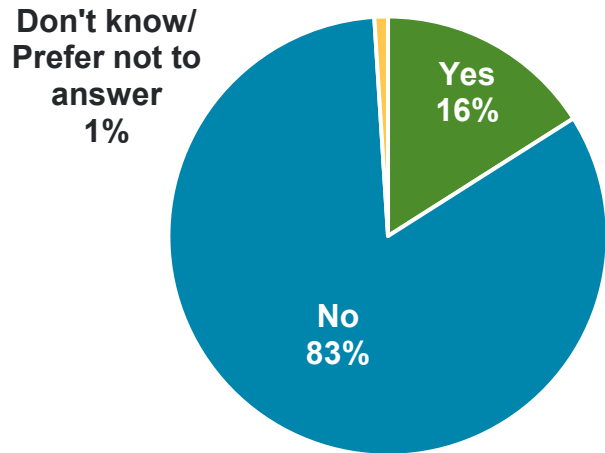




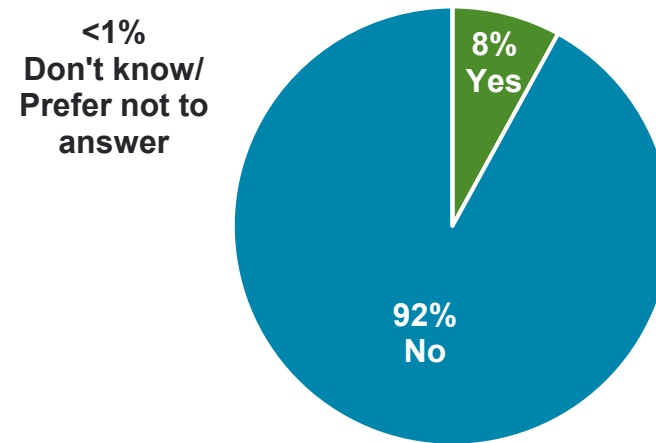
Hanging up on the Police Non-Emergency line

Although half (55%) of Calgarians have called the Police Non-Emergency line, fewer than one-in-five (16%) have hung up because they felt they did not receive a timely response. After hanging up, approximately half (48%) followed up by calling back or contacting the police in a different way, although this amounts to less than one-in-ten among the population.

Ever hung up or disconnected call to Police Non-Emergency line due to wait time



After hanging up, did you follow up by calling back or contacting police in a different way?

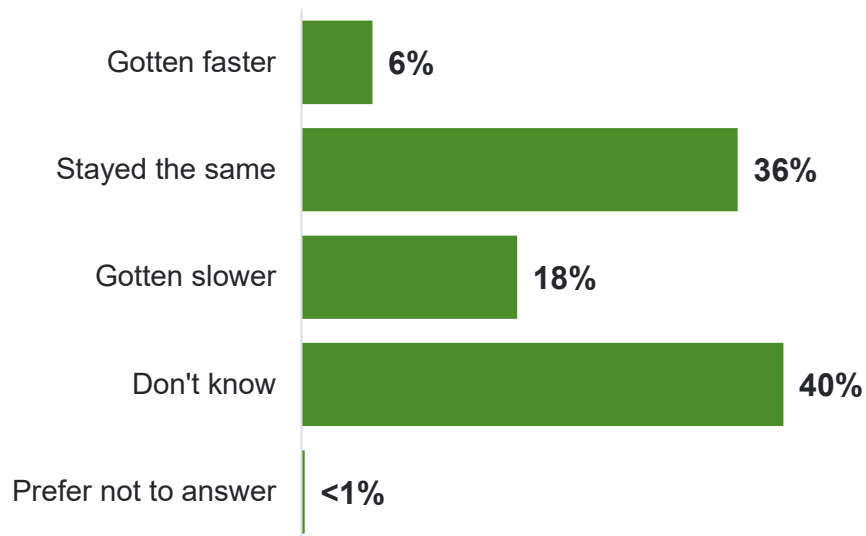




Wait times for the Police Non-Emergency line

Approximately one-in-five (18%) Calgarians think non-emergency wait times have gotten slower in the past 12 months, however, more than one-third (36%) feel they have stayed the same, and an additional two-in-five (40%) are unsure how wait times may have changed.

Changes in Police Non-Emergency phone wait times in the past 12 months





Emergency services segment differences overview



Emergency services segment differences overview

___ born in Canada (*n=138*) ...



Emergency services segment differences overview





Respondent profile

Gender	Unweighted %	Weighted %
Female	46%	50%
Male	52%	48%
Prefer to self-describe	0%	0%
Prefer not to answer	1%	2%

Quadrant	Unweighted %	Weighted %
Southwest	28%	28%
Southeast	24%	24%
Northwest	30%	28%
Northeast	17%	20%

Age	Unweighted %	Weighted %
18-24	4%	6%
25-34	12%	24%
35-44	12%	15%
45-54	21%	23%
55-64	18%	12%
65+	32%	21%

People in household	
1	16%
2	31%
3 to 4	38%
5 or more	14%
Prefer not to answer	1%

Children in household	
Yes	33%
No	66%
Prefer not to answer	1%

Senior in household	
Yes	27%
No	73%
Prefer not to answer	0%

Tenure in Calgary	
10 years or less	15%
11 to 20 years	21%
More than 20 years	63%
Don't know / Prefer not to answer	1%

Disability in household	
Yes - myself	11%
Yes - someone in my household	11%
No	79%
Prefer not to answer	1%

Identify as 2SLGBTQIA+	
Yes	8%
No	90%
Prefer not to answer	2%



Respondent profile (continued)

Racialized (excludes Indigenous)	
Yes	25%
No	72%
Prefer to self-describe	<1%
Prefer not to answer	3%

Born in Canada	
Yes	68%
No	30%
Prefer not to answer	1%

Identify as Indigenous	
Yes - First Nations	1%
Yes - Métis	3%
Yes - Inuit	0%
Yes - Prefer to self-describe	<1%
No	94%
Prefer not to answer	1%

Annual household income	
Less than \$45,000	11%
\$45,000 to less than \$75,000	12%
\$75,000 to less than \$105,000	13%
\$105,000 to less than \$135,000	10%
\$135,000 or more	32%
Don't know	9%
Prefer not to answer	11%

Own/Rent home	
Own	70%
Rent	27%
Neither	0%
Other	1%
Prefer not to answer	2%

Type of home	
Single detached house	62%
Duplex, triplex or fourplex	7%
Townhouse or rowhouse	9%
Apartment or apartment-style condominium	19%
Another type of multi-unit complex	1%
Other	1%
Prefer not to answer	2%



Appendix: Differences by sub-groups



Segment differences

	Age			Gender		Income				Quadrant			
	18 - 34 (n=80)	35 - 64 (n=258)	65+ (n=162)	Male (n=262)	Female (n=231)	Less than \$60k (n=98)	\$60k to just under \$120k (n=128)	\$120k to just under \$200k (n=107)	\$200k and over (n=69)	Southwest (n=142)	Southeast (n=121)	Northwest (n=152)	Northeast (n=85)
Overall quality of life in Calgary													
% NET Good	80%↑	59%↓	78%↑	70%	68%	59%↓	72%	77%	74%	68%	67%	76%	63%
Satisfaction with quality of services and programs provided by The City													
% NET Satisfied	63%↑	44%↓	62%↑	50%	57%	61%	60%	54%	47%	52%	56%	55%	50%

	Racialized		Born in Canada		Own / Rent home		Satisfaction with The City Program		
	Yes (n=108)	No (n=377)	Yes (n=360)	No (n=136)	Own (n=373)	Rent (n=113)	NET Satisfied (n=261)	NET Neutral (n=144)	NET Dissatisfied (n=85)
Overall quality of life in Calgary									
% NET Good	70%	70%	67%	74%	72%↑	59%↓	88%↑	60%↓	22%↓
Satisfaction with quality of services and programs provided by The City									
% NET Satisfied	60%	53%	49%↓	66%↑	53%	56%			

↑ Statistically higher than the result of all other segments combined
↓ Statistically lower than the result of all other segments combined



Segment differences

	Age			Gender		Income				Quadrant			
	18 - 34 (n=80)	35 - 64 (n=258)	65+ (n=162)	Male (n=262)	Female (n=231)	Less than \$60k (n=98)	\$60k to just under \$120k (n=128)	\$120k to just under \$200k (n=107)	\$200k and over (n=69)	Southwest (n=142)	Southeast (n=121)	Northwest (n=152)	Northeast (n=85)
Calgary as a tourist destination (%NET Agree)													
I would recommend Calgary as a must-see destination to Canadians from other provinces.	73%	79%	88%↑	84%↑	75%↓	86%	78%	77%	84%	88%	78%	76%	74%
If I knew someone planning an international trip to Canada, I would recommend Calgary as a must-see destination.	72%	75%	83%↑	78%	73%	79%	83%	74%	75%	78%	78%	74%	71%
Calgary has a lot to offer tourists beyond the Calgary Stampede and access to the Rocky Mountains.	70%	69%	85%↑	76%	71%	81%↑	73%	68%	64%	77%	77%	62%↓	77%

	Racialized		Born in Canada		Own / Rent home		Satisfaction with The City Program		
	Yes (n=108)	No (n=377)	Yes (n=360)	No (n=136)	Own (n=373)	Rent (n=113)	NET Satisfied (n=261)	NET Neutral (n=144)	NET Dissatisfied (n=85)
Calgary as a tourist destination (%NET Agree)									
I would recommend Calgary as a must-see destination to Canadians from other provinces.	78%	80%	78%	82%	80%	79%	85%↑	82%	55%↓
If I knew someone planning an international trip to Canada, I would recommend Calgary as a must-see destination.	74%	76%	73%	80%	76%	74%	80%↑	79%	52%↓
Calgary has a lot to offer tourists beyond the Calgary Stampede and access to the Rocky Mountains.	72%	73%	71%	79%	72%	77%	78%↑	65%↓	66%

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**



Segment differences

	Age			Gender		Income				Quadrant			
	18 - 34 (n=80)	35 - 64 (n=258)	65+ (n=162)	Male (n=262)	Female (n=231)	Less than \$60k (n=98)	\$60k to just under \$120k (n=128)	\$120k to just under \$200k (n=107)	\$200k and over (n=69)	Southwest (n=142)	Southeast (n=121)	Northwest (n=152)	Northeast (n=85)
Statements about The City businesses and employment (% NET Agree)													
There is enough opportunity for employment in Calgary.	54%	64%	64%	65%	58%	48% ↓	65%	58%	74% ↑	62%	70% ↑	61%	50% ↓
Overall, Calgary is viewed by the rest of Canada as a hub for the Canadian technology industry.	56%	55%	66% ↑	62%	54%	66%	64%	56%	51%	54%	65%	57%	54%
The City makes policy decisions in the best interests of Calgarians.	58%	44% ↓	49%	45% ↓	55% ↑	65% ↑	51%	56%	35% ↓	51%	52%	45%	49%
Overall, Calgary is viewed by the rest of Canada as a leader in clean energy.	56%	42% ↓	55%	49%	48%	61% ↑	49%	46%	35% ↓	51%	49%	42%	55%

	Racialized		Born in Canada		Own / Rent home		Satisfaction with The City Program		
	Yes (n=108)	No (n=377)	Yes (n=360)	No (n=136)	Own (n=373)	Rent (n=113)	NET Satisfied (n=261)	NET Neutral (n=144)	NET Dissatisfied (n=85)
Statements about The City businesses and employment (% NET Agree)									
There is enough opportunity for employment in Calgary.	59%	62%	63%	58%	64%	54%	69% ↑	54%	45% ↓
Overall, Calgary is viewed by the rest of Canada as a hub for the Canadian technology industry.	60%	57%	57%	61%	57%	59%	67% ↑	46% ↓	46% ↓
The City makes policy decisions in the best interests of Calgarians.	57%	48%	44% ↓	63% ↑	45% ↓	61% ↑	70% ↑	28% ↓	19% ↓
Overall, Calgary is viewed by the rest of Canada as a leader in clean energy.	60% ↑	45% ↓	43% ↓	62% ↑	45% ↓	58% ↑	53% ↑	47%	37% ↓

↑ Statistically higher than the result of all other segments combined
↓ Statistically lower than the result of all other segments combined



Segment differences

	Age			Gender		Income				Quadrant			
	18 - 34 (n=80)	35 - 64 (n=258)	65+ (n=162)	Male (n=262)	Female (n=231)	Less than \$60k (n=98)	\$60k to just under \$120k (n=128)	\$120k to just under \$200k (n=107)	\$200k and over (n=69)	Southwest (n=142)	Southeast (n=121)	Northwest (n=152)	Northeast (n=85)
Familiarity with Event Centre project													
% NET Familiar	28%↓	56%↑	50%	48%	45%	34%↓	45%	44%	64%↑	50%	38%	56%↑	39%
Awareness of Event Centre project components													
Event centre building	37%↓	61%↑	60%	54%	54%	38%↓	48%	57%	68%↑	62%	50%	57%	42%↓
Outdoor and indoor gathering space for community events	28%↓	53%↑	51%	46%	46%	32%↓	39%	44%	65%↑	53%	43%	46%	38%
Community rink	25%↓	46%↑	43%	41%	39%	27%↓	37%	43%	54%↑	40%	38%	47%↑	30%
New underpass and sidewalks	24%	36%↑	28%	33%	30%	29%	21%↓	32%	40%	35%↓	28%	33%	25%
The Event Centre will... (% NET Likely)													
Create construction jobs	92%	94%	94%	92%	95%	91%	95%	95%	92%	93%	91%	94%	94%
Be good for Calgary's sports teams	87%	93%	88%	89%	91%	88%	93%	93%	90%	90%	90%	91%	90%
Create a space for gatherings	86%	92%↑	86%	88%	90%	84%	92%	91%	88%	88%	90%	89%	90%
Draw more entertainment opportunities to Calgary	88%	89%	83%	87%	90%	90%	91%	86%	88%	90%	87%	88%	84%
Be good for Calgary's local businesses	80%	83%	83%	84%	82%	80%	89%	86%	85%	87%	80%	81%	80%
Be good for Calgary's tourism industry	74%↓	85%	85%	81%	84%	80%	93%↑	79%	80%	82%↑	85%	80%	80%
Improve vibrancy in the area	76%	83%	84%	80%	83%	77%	90%↑	81%	83%	78%↑	81%	82%	86%
Create permanent jobs once open	75%	84%	83%	80%	83%	78%	88%↑	76%	83%	83%↑	79%	85%	74%
Likelihood of visiting the Event Centre for... (% NET Likely)													
Concerts and performance events	84%↑	78%	53%↓	73%	77%	68%	77%	82%	80%	79%	72%	73%	72%
Community events and festivals	76%	75%↑	52%↓	70%	72%	69%	76%	81%	71%	69%	74%	69%	71%
Sporting events	77%↑	69%↑	34%↓	69%	60%	66%	63%	66%	77%	70%	60%	63%	62%
Using businesses and restaurants	74%↑	68%	40%↓	65%	64%	59%	66%	68%	67%	62%	66%	63%	65%
Using the community rink	51%↑	41%	16%↓	44%↑	34%↓	47%	36%	37%	40%	38%	39%	36%	42%

↑ Statistically higher than the result of all other segments combined
↓ Statistically lower than the result of all other segments combined



Segment differences

	Racialized		Born in Canada		Own / Rent home		Satisfaction with The City Program		
	Yes (n=108)	No (n=377)	Yes (n=360)	No (n=136)	Own (n=373)	Rent (n=113)	NET Satisfied (n=261)	NET Neutral (n=144)	NET Dissatisfied (n=85)
Familiarity with Event Centre project									
% NET Familiar	35%↓	51%↑	52%↑	36%↓	53%↑	33%↓	41%↓	50%	57%↑
Awareness of Event Centre project components									
Event centre building	36%↓	60%↑	60%↑	42%↓	61%↑	38%↓	52%	56%	57%
Outdoor and indoor gathering space for community events	35%↓	49%↑	50%↑	37%↓	52%↑	29%↓	46%	42%	51%
Community rink	25%↓	45%↑	45%↑	29%↓	47%↑	23%↓	38%	42%	43%
New underpass and sidewalks	25%	33%	33%	26%	33%	27%	27%	38%	33%
The Event Centre will... (% NET Likely)									
Create construction jobs	95%	93%	93%	95%	94%	92%	94%	95%	85%↓
Be good for Calgary's sports teams	84%↓	93%↑	91%	88%	92%	87%	92%	90%	83%↓
Create a space for gatherings	92%	88%	90%	88%	90%	86%	90%	88%	86%
Draw more entertainment opportunities to Calgary	88%	88%	87%	91%	88%	89%	90%	85%	82%
Be good for Calgary's local businesses	86%	82%	83%	82%	84%	80%	86%↑	78%	75%
Be good for Calgary's tourism industry	79%	84%	84%	79%	83%	82%	87%↑	75%↓	75%
Improve vibrancy in the area	84%	81%	82%	79%	83%	79%	84%	81%	71%↓
Create permanent jobs once open	82%	82%	84%	77%	83%	77%	82%	80%	77%
Likelihood of visiting the Event Centre for... (% NET Likely)									
Concerts and performance events	81%	73%	72%	80%	76%	74%	77%	79%	59%↓
Community events and festivals	82%↑	67%↓	68%	77%	69%	77%	76%↑	68%	57%↓
Sporting events	73%↑	62%↓	61%↓	72%↑	63%	67%	69%	65%	48%↓
Using businesses and restaurants	77%↑	60%↓	61%↓	72%↑	62%	71%	70%↑	59%	52%↓
Using the community rink	60%↑	31%↓	31%↓	56%↑	34%↓	50%↑	42%	39%	28%↓

↑ Statistically higher than the result of all other segments combined
↓ Statistically lower than the result of all other segments combined



Segment differences

	Age			Gender		Income				Quadrant			
	18 - 34 (n=80)	35 - 64 (n=258)	65+ (n=162)	Male (n=262)	Female (n=231)	Less than \$60k (n=98)	\$60k to just under \$120k (n=128)	\$120k to just under \$200k (n=107)	\$200k and over (n=69)	Southwest (n=142)	Southeast (n=121)	Northwest (n=152)	Northeast (n=85)
Visited downtown Calgary for any reason													
NET Never	6%↓	10%↓	34%↑	12%	16%	21%↑	15%	8%	6%↓	10%	13%	14%	21%
NET Less than 2 to 3 times a month	43%	48%	54%	43%	53%	40%↓	57%	63%↑	34%↓	37%	59%↑	50%	44%
NET Several times a month or more often	52%↑	42%	9%↓	44%↑	31%↓	38%	28%↓	29%	60%↑	53%↓	28%↓	35%	32%
Calgary's downtown is more vibrant than... (% More Vibrant)													
Edmonton	68%↑	50%	25%↓	53%	48%	46%	49%	55%	58%	54%	45%	52%	46%
Vancouver	14%	7%	8%	9%	9%	8%	8%	14%	4%	5%	12%	10%	11%
Toronto	8%	7%	6%	7%	7%	11%	6%	8%	2%	6%	4%	7%	11%

	Racialized		Born in Canada		Own / Rent home		Satisfaction with The City Program		
	Yes (n=108)	No (n=377)	Yes (n=360)	No (n=136)	Own (n=373)	Rent (n=113)	NET Satisfied (n=261)	NET Neutral (n=144)	NET Dissatisfied (n=85)
Visited downtown Calgary for any reason									
NET Never	10%	16%	15%	12%	14%	14%	11%	14%	20%
NET Less than 2 to 3 times a month	33%↓	52%↑	51%↑	40%↓	50%	43%	54%↑	38%↓	44%
NET Several times a month or more often	56%↑	32%↓	33%↓	48%↑	36%	43%	34%	46%↑	36%
Calgary's downtown is more vibrant than... (% More Vibrant)									
Edmonton	59%	48%	47%	58%	49%	54%	54%	50%	36%↓
Vancouver	11%	8%	9%	9%	8%	11%	10%	9%	6%
Toronto	11%	6%	7%	7%	6%	10%	6%	7%	9%

↑ Statistically higher than the result of all other segments combined
↓ Statistically lower than the result of all other segments combined



Segment differences

	Age			Gender		Income				Quadrant			
	18 - 34 (n=80)	35 - 64 (n=258)	65+ (n=162)	Male (n=262)	Female (n=231)	Less than \$60k (n=98)	\$60k to just under \$120k (n=128)	\$120k to just under \$200k (n=107)	\$200k and over (n=69)	Southwest (n=142)	Southeast (n=121)	Northwest (n=152)	Northeast (n=85)
Statements about Calgary Transit (% NET Agree)													
Calgary Transit ensures its services can be used by all Calgarians regardless of their abilities.	85%	81%	75%	90%↑	73%↓	84%	79%	84%	85%	84%	82%	74%↓	85%
Calgary Transit accommodates the accessibility needs of all Calgarians.	80%	73%	69%	81%↑	68%↓	73%	76%	79%	70%	72%	78%	68%	81%
Calgary Transit is making a sufficient effort to reduce their environmental impact.	71%	69%	61%	70%	67%	68%	67%	72%	63%	63%	68%	67%	74%
Calgary Transit's network is extensive enough to get Calgarians where they need to go.	62%	51%	55%	58%	53%	79%↑	59%	45%↓	41%↓	55%	54%	50%	63%
Calgary Transit's network is designed in a way that meets the needs of all Calgarians.	59%	48%	55%	57%	49%	69%↑	60%	44%↓	44%	53%	51%	46%	63%↑
Prefer more reliable and frequent service on the existing Calgary Transit network over adding more transit routes or lines.	45%	41%	35%	42%	40%	46%	37%	39%	40%	43%	36%	41%	45%
Frequency used Calgary Transit													
NET Never	15%↓	36%	60%↑	33%	37%	33%	34%	36%	35%	34%	34%	34%	41%
NET Less than 2 to 3 times a month	50%	44%	33%↓	45%	43%	40%	43%	49%	44%	51%	47%	42%	32%↓
NET Several times a month or more often	34%↑	19%	7%↓	22%	20%	28%	22%	15%	21%	16%	19%	24%	27%
Public transit in Calgary is safer than... (% More Safe)													
Edmonton	45%↑	22%↓	11%↓	32%↑	21%↓	36%	29%	26%	19%↓	31%	23%	24%	26%
Vancouver	44%↑	29%	22%↓	33%	31%	30%	37%	31%	26%	28%	35%	30%	36%
Toronto	51%↑	38%	28%↓	42%	38%	41%	40%	47%	33%	38%	39%	41%	41%

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**



Segment differences

	Racialized		Born in Canada		Own / Rent home	
	Yes	No	Yes	No	Own	Rent
	(n=108)	(n=377)	(n=360)	(n=136)	(n=373)	(n=113)
Statements about Calgary Transit (% NET Agree)						
Calgary Transit ensures its services can be used by all Calgarians regardless of their abilities.	83%	81%	78%↓	90%↑	78%↓	90%↑
Calgary Transit accommodates the accessibility needs of all Calgarians.	79%	73%	70%↓	83%↑	74%	76%
Calgary Transit is making a sufficient effort to reduce their environmental impact.	69%	68%	66%	73%	66%	72%
Calgary Transit's network is extensive enough to get Calgarians where they need to go.	61%	54%	53%	62%	49%↓	72%↑
Calgary Transit's network is designed in a way that meets the needs of all Calgarians.	59%	51%	49%↓	62%↑	46%↓	70%↑
Prefer more reliable and frequent service on the existing Calgary Transit network over adding more transit routes or lines.	35%	43%	44%	36%	42%	42%
Frequency used Calgary Transit						
NET Never	26%↓	38%↑	39%↑	26%↓	38%↑	24%↓
NET Less than 2 to 3 times a month	43%	44%	43%	45%	46%	40%
NET Several times a month or more often	31%↑	18%↓	18%↓	29%↑	16%↓	36%↑
Public transit in Calgary is safer than... (% More Safe)						
Edmonton	30%	25%	22%↓	36%↑	23%↓	35%↑
Vancouver	37%	31%	27%↓	43%↑	31%	36%
Toronto	47%	37%	34%↓	53%↑	38%	45%

↑ Statistically higher than the result of all other segments combined
↓ Statistically lower than the result of all other segments combined

Segment differences

	Satisfaction with The City Program			Frequency of use: Calgary Transit		
	NET Satisfied (n=261)	NET Neutral (n=144)	NET Dissatisfied (n=85)	NET Never (n=204)	NET Less than 2 to 3 times a month (n=204)	NET Once a week or more often (n=92)
Statements about Calgary Transit (% NET Agree)						
Calgary Transit ensures its services can be used by all Calgarians regardless of their abilities.	86% ↑	80%	68% ↓	72% ↓	86% ↑	86%
Calgary Transit accommodates the accessibility needs of all Calgarians.	80% ↑	74%	55% ↓	64% ↓	80% ↑	80%
Calgary Transit is making a sufficient effort to reduce their environmental impact.	73% ↑	67%	51% ↓	59% ↓	73%	71%
Calgary Transit's network is extensive enough to get Calgarians where they need to go.	60% ↑	53%	39% ↓	51%	55%	62%
Calgary Transit's network is designed in a way that meets the needs of all Calgarians.	62% ↑	48%	27% ↓	45% ↓	53%	63% ↑
Prefer more reliable and frequent service on the existing Calgary Transit network over adding more transit routes or lines.	42%	39%	47%	37%	40%	51%
Frequency used Calgary Transit						
NET Never	31%	41%	38%			
NET Less than 2 to 3 times a month	45%	47%	35%			
NET Several times a month or more often	24%	12% ↓	27%			
Public transit in Calgary is safer than... (% More Safe)						
Edmonton	33% ↑	22%	13% ↓	18% ↓	28%	36% ↑
Vancouver	35%	31%	21% ↓	28%	34%	34%
Toronto	43%	39%	31%	33% ↓	45% ↑	40%

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**



Segment differences

	Age			Gender		Income				Quadrant			
	18 - 34 (n=80)	35 - 64 (n=258)	65+ (n=162)	Male (n=262)	Female (n=231)	Less than \$60k (n=98)	\$60k to just under \$120k (n=128)	\$120k to just under \$200k (n=107)	\$200k and over (n=69)	Southwest (n=142)	Southeast (n=121)	Northwest (n=152)	Northeast (n=85)
Statements about Diversity and Inclusion (% NET Agree)													
Calgary is moving in the right direction to advance Truth and Reconciliation.	85%↑	69%↓	72%	71%	78%	76%	77%	73%	71%	73%	76%	74%	76%
Advancing Truth and Reconciliation is something that all Calgarians should be a part of.	87%↑	76%	74%	74%↓	85%↑	81%	81%	79%	70%	76%	82%	78%	81%
People in Calgary are very welcoming and friendly.	94%	88%↓	93%	94%	89%	94%	89%	93%	93%	95%	90%	90%	88%
The City of Calgary meets the needs of all Calgarians, regardless of gender, age, ability, income, or cultural background.	72%	64%	64%	74%↑	60%↓	74%	65%	64%	66%	67%	70%	63%	65%
Calgary is moving in the right direction to address racism.	64%	66%	67%	67%	66%	68%	66%	73%	67%	66%	66%	67%	64%
Calgary is moving in the right direction to improve the social well-being of all Calgarians.	73%	61%↓	67%	66%	67%	75%	69%	65%	63%	61%	68%	65%	71%
Calgary is more inclusive than... (% More Inclusive)													
Edmonton	43%	37%	17%↓	33%	36%	37%	45%↑	29%	35%	38%↑	32%	30%	39%
Vancouver	29%	20%	18%	23%	22%	27%	28%	14%↓	26%	26%	18%	21%	24%
Toronto	25%	22%	20%	23%	23%	23%	26%	18%	26%	29%	16%	25%	18%

↑ Statistically higher than the result of all other segments combined
↓ Statistically lower than the result of all other segments combined



Segment differences

	Racialized		Born in Canada		Own / Rent home		Satisfaction with The City Program		
	Yes (n=108)	No (n=377)	Yes (n=360)	No (n=136)	Own (n=373)	Rent (n=113)	NET Satisfied (n=261)	NET Neutral (n=144)	NET Dissatisfied (n=85)
Statements about Diversity and Inclusion (% NET Agree)									
Calgary is moving in the right direction to advance Truth and Reconciliation.	72%	76%	73%	77%	73%	77%	85%↑	69%	50%↓
Advancing Truth and Reconciliation is something that all Calgarians should be a part of.	87%↑	77%↓	75%↓	89%↑	77%	84%	86%↑	71%↓	67%↓
People in Calgary are very welcoming and friendly.	88%	92%	89%↓	96%↑	91%	93%	94%↑	93%	78%↓
The City of Calgary meets the needs of all Calgarians, regardless of gender, age, ability, income, or cultural background.	74%	65%	61%↓	79%↑	67%	66%	75%↑	63%	44%↓
Calgary is moving in the right direction to address racism.	55%↓	71%↑	67%	67%	67%	64%	71%↑	66%	51%↓
Calgary is moving in the right direction to improve the social well-being of all Calgarians.	72%	65%	64%	73%	66%	67%	81%↑	53%↓	38%↓
Calgary is more inclusive than... (% More Inclusive)									
Edmonton	41%	32%	29%↓	46%↑	33%	40%	41%↑	23%↓	32%
Vancouver	33%↑	19%↓	19%↓	31%↑	18%↓	33%↑	26%↑	16%↓	21%
Toronto	25%	21%	21%	26%	21%	27%	23%	23%	22%

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**



Segment differences

	Age			Gender		Income				Quadrant				
	18 - 34 (n=80)	35 - 64 (n=258)	65+ (n=162)	Male (n=262)	Female (n=231)	Less than \$60k (n=98)	\$60k to just under \$120k (n=128)	\$120k to just under \$200k (n=107)	\$200k and over (n=69)	Southwest (n=142)	Southeast (n=121)	Northwest (n=152)	Northeast (n=85)	
Contacted emergency services (% Yes)														
	311	59% ↓	77% ↑	76%	69%	75%	53% ↓	70%	78%	82% ↑	76%	74%	74%	59% ↓
	911	62%	56%	59%	53% ↓	64% ↑	55%	61%	57%	49%	52%	64%	58%	60%
	The police non-emergency line	50%	61% ↑	49%	51%	59%	51%	51%	61%	59%	57%	59%	53%	50%
	811	47%	53%	44%	39% ↓	59% ↑	41%	55%	49%	44%	52%	47%	55%	42%
	211	5%	12% ↑	5%	8%	8%	12%	7%	9%	9%	8%	6%	11%	9%
Awareness that Police emergency and non-emergency calls are answered and prioritized at The City 911 call centre														
	% Yes	49%	45%	44%	47%	45%	46%	46%	46%	49%	41%	47%	47%	50%
Reasonable wait time for a call response from Police non-emergency line														
	1 to 2 minutes	6% ↓	15% ↑	12%	13%	10%	11%	11%	9%	19%	11%	15%	10%	13%
	3 to 5 minutes	30%	33%	33%	32%	32%	30%	34%	30%	42%	33%	33%	32%	29%
	6 to 10 minutes	19%	18%	20%	19%	19%	21%	19%	25%	10% ↓	17%	16%	21%	20%
	11 to 15 minutes	15%	8%	12%	14% ↑	8% ↓	12%	9%	10%	9%	8%	12%	9%	17%
	16 to 30 minutes	23%	14%	13%	11% ↓	22% ↑	13%	14%	18%	14%	21%	16%	15%	12%
	More than 30 minutes	5%	8% ↑	2% ↓	6%	6%	7%	9%	6%	1% ↓	8%	4%	6%	6%
Hung up or disconnected a call to the Police non-emergency line because did not receive response in a timely manner														
	% Yes	19%	18%	9% ↓	16%	16%	10% ↓	19%	17%	22%	15%	18%	13%	20%
Wait times for Police non-emergency phone line...														
	Gotten faster	8%	5%	4%	5%	6%	10%	8%	4%	5%	4%	1% ↓	6%	14% ↑
	Stayed the same	46% ↑	32%	33%	37%	36%	36%	34%	47% ↑	30%	36%	37%	39%	30%
	Gotten slower	13%	21%	19%	20%	16%	13%	18%	14%	25%	20%	19%	16%	17%

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Segment differences

	Racialized		Born in Canada		Own / Rent home		Satisfaction with The City Program			
	Yes (n=108)	No (n=377)	Yes (n=360)	No (n=136)	Own (n=373)	Rent (n=113)	NET Satisfied (n=261)	NET Neutral (n=144)	NET Dissatisfied (n=85)	
Contacted emergency services (% Yes)										
311	60%↓	76%↑	79%↑	56%↓	81%↑	51%↓	68%↓	75%	80%	
911	54%	60%	62%	51%	60%	55%	54%	63%	64%	
The police non-emergency line	45%↓	58%↑	62%↑	40%↓	59%	48%	50%↓	54%	72%↑	
811	47%	51%	53%	42%	52%	43%	45%	58%↑	50%	
211	8%	9%	10%	6%	8%	10%	7%	8%	15%	
Awareness that Police emergency and non-emergency calls are answered and prioritized at The City 911 call centre										
% Yes	48%	45%	47%	46%	47%	43%	49%	41%	43%	
Reasonable wait time for a call response from Police non-emergency line										
1 to 2 minutes	13%	12%	11%	15%	12%	10%	12%	8%	17%	
3 to 5 minutes	34%	31%	32%	32%	33%	31%	34%	30%	30%	
6 to 10 minutes	16%	20%	18%	19%	20%	17%	18%	25%	12%	
11 to 15 minutes	11%	11%	12%	9%	10%	13%	11%	11%	11%	
16 to 30 minutes	16%	17%	17%	15%	16%	19%	17%	18%	11%	
More than 30 minutes	7%	5%	7%	4%	6%	6%	5%	5%	13%↑	
Hung up or disconnected a call to the Police non-emergency line because did not receive response in a timely manner										
% Yes	20%	15%	17%	13%	18%	14%	11%↓	22%	26%↑	
Wait times for Police non-emergency phone line...										
Gotten faster	9%	5%	5%	8%	6%	6%	6%	6%	6%	
Stayed the same	30%	39%	38%	33%	37%	35%	36%	40%	34%	
Gotten slower	14%	19%	19%	16%	19%	16%	13%↓	23%	25%	

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Contact

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