

Calgary



# 2024 Economic Perspectives Research

Final Report

August 2024

Prepared by:



**ADVANIS**



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# Background and methodology

## Background

Since 2017, The City of Calgary has conducted multiple waves of the Economic Perspectives Survey. This telephone survey provides an opportunity for The City to collect data from Calgarians on the topic of Calgary's economy, both current and future, to inform decision-making. Generally, four waves are conducted each year. This survey has been conducted by Advanis since 2023.

## Methodology

The telephone survey was scheduled to launch on June 18<sup>th</sup>, however due to the state the emergency declared in The City of Calgary it was conducted from July 10<sup>th</sup> to July 17<sup>th</sup>, 2024. A total of 500 Calgarians participated, completing the survey in an average of 14 minutes.

The survey was completed using numbers from both landlines (22%) and cell phones (78%) to obtain a random and statistically representative sample of Calgarians. The margin of error (MOE) for the total sample of n=500 is  $\pm 4.4$  percentage points, 19 times out of 20 (though larger among subgroups of the total).

To ensure the data was gathered from a representative group of Calgarians, sample quotas were set by age, gender, and city quadrant. Data were weighted based on the latest federal census for age, gender, and city quadrant. The weighting efficiency was 87%. Although the results are weighted, sample sizes for each question represent the number of actual respondents (i.e., unweighted n).

Throughout the report, ↓ denotes a significant decrease from the previous period and ↑ denotes a significant increase from the previous period, unless otherwise specified. Some charts and tables do not add to 100% due to rounding.

The Economic Perspectives Research has been conducted quarterly for many years. Throughout the report, the last six quarters are presented. However, all available quarterly tracking data is included in the appendices.

Advanis is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research [Standards](#) and Disclosure Requirements. This research was sponsored by The City of Calgary and conducted by Advanis. For information about data collection, please contact Matthijs Visser ([mvisser@advanis.net](mailto:mvisser@advanis.net); 780.229.1141).



# Highlights at a glance

## QUALITY OF LIFE & ECONOMY



**66%**  
(+7%pt) ↑ Rate the **quality of life** in Calgary as “good”



**57%**  
(+9%pt) ↑ Rate the **economy** in Calgary as “good”



**46%**  
(+7%pt) ↑ Agree now is a **good time to start a new business** in Calgary



**59%**  
(+9%pt) ↑ Expect Calgary's **unemployment rate** to be worse six months from now

## INFRASTRUCTURE INVESTMENT



**77%**  
(+5%pt) ↑ Think it is a good time for The City of Calgary to be **investing in new projects**

## ECONOMIC RECOVERY & ROLE OF GOVERNMENT



**49%**  
(+8%pt) ↑ Agree The City's municipal government is **taking appropriate measures** to assist with **economic recovery**



**53%**  
(+4%pt) ↑ Are confident that The City of Calgary **will work together with local businesses** through this economic recovery

## AFFORDABILITY OF BASIC NECESSITIES



**94%**  
(-3%pt) \* Believe the **costs of basic necessities have increased** over the past 12 months



**75%**  
(+0%pt) \* Are concerned about the ability to **afford their basic necessities these days**



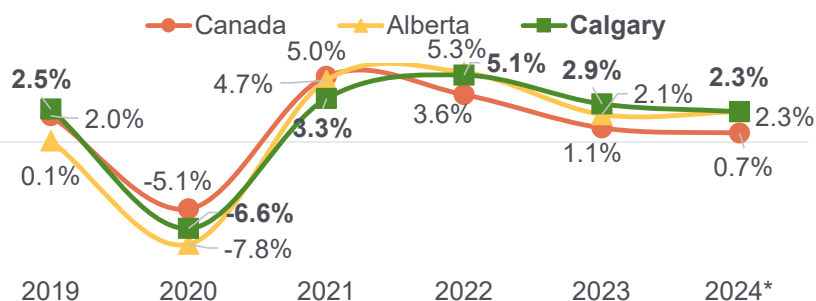
**74%**  
(+1%pt) \* Are concerned about the ability to **afford their basic necessities six months from now**

↑ Statistically higher than the previous wave  
↓ Statistically lower than the previous wave  
\* Semiannual, compared to last quarter with data



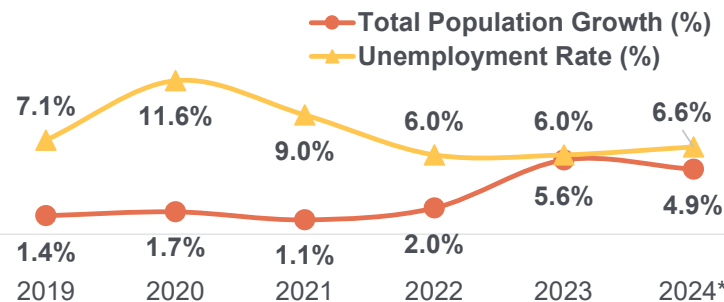
# Survey context: Economic Indicators

## REAL GROSS DOMESTIC PRODUCT GROWTH



Real GDP growth was projected to decrease in 2024 at the municipal and federal levels but increase at the provincial level. Just 20% of Calgarians expect the economy to be stronger in six months.

## CALGARY INDICATORS



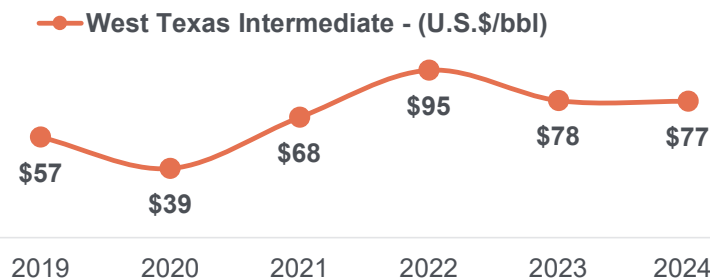
Despite population growth being projected to slow, the unemployment rate is projected to slightly increase in 2024. Following the same trend, three-fifths of Calgarians expect unemployment to get worse in the next six months (increased from 50% in the last quarter).

## INFALATION AND INTEREST RATES



While the forecasted inflation rate is projected to continue to decline and forecasted interest rates are projected to decrease, three-quarters of Calgarians express concern about their ability to afford basic necessities, both now and in the near future.

## PRICE OF OIL



Oil prices (WTI) are anticipated to remain consistent with 2023 levels. Meanwhile, 83% of Calgarians think it's crucial for Calgary to strike a better balance between oil and gas and other sectors within its local economy.

Source: Calgary & Region Economic Outlook 2023-2028: Fall 2023 (<https://www.calgary.ca/research/economic-outlook.html>)

\* 2024 Forecast



# Survey context: July 2024

February 20: Statistics Canada reports that in January, Alberta's and Calgary's inflation rose to 3.4% and 4.1% respectively, in contrast with Canada's inflation rate, which fell to 2.8%.

February 29: Alberta Budget 2024 is released. Calgary Economic Development reports being encouraged by the surplus of \$367 million, investment into the Alberta Heritage Fund, and the forecasted decrease in Alberta's net debt-to-GDP ratio.

April 5: Labour Market Review for March 2024 is released. The Calgary Census Metropolitan Area's (CMA) seasonally-adjusted unemployment rate increased for the third straight month, rising to 6.5% in March 2024 as solid population growth and a weaker economy continue to tighten the competition for job openings.

April 10: Bank of Canada releases policy interest rate (target at 5.00% as in March)

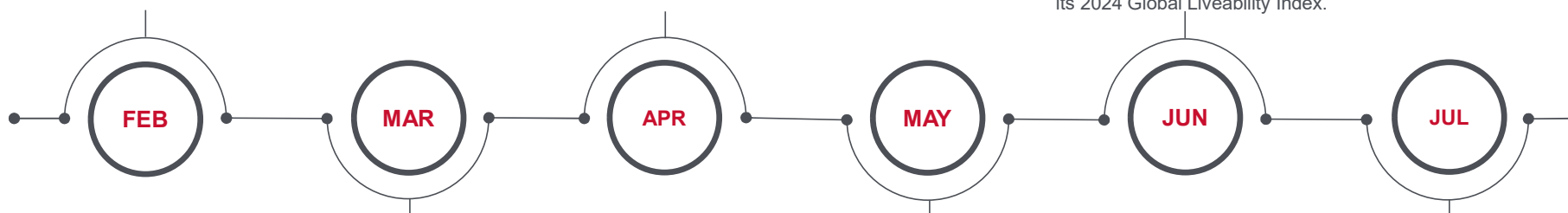
April 16: Inflation Review for March 2024 is released. The Consumer Price Index (CPI) for the Calgary Census Metropolitan Area (CMA) increased by 4.2% year-over-year (YoY), a considerable drop from 5.1% in February 2024.

June 5: Bank of Canada releases policy interest rate (target at 4.75%, down from 5.00% in April).

June 5: The City discovers a large water main break on the Bears paw South Feeder Main, resulting in strict outdoor water use rules and voluntary indoor water conservation guidelines. Repairs were completed on June 30 and restrictions started to be lifted on July 6.

June 25: The year-over-year inflation rate for the Calgary CMA netted out at 3.6% for May, compared to 2.9% nationally. The main contributors to Alberta's inflation rate were shelter (+2.07%pts), food (+0.47%pts), and transportation (+0.57%pts).

June 26: The Economist Intelligence Unit (EIU) ranks Calgary in 5<sup>th</sup> place in its 2024 Global Liveability Index.



March 6: Calgary Economic Region Labour Market Outlook projects shortages to continue in construction, retail trade, education and accommodation / food services.

March 6: Bank of Canada releases policy interest rate (target at 5.00% as in January)

March 11: Opportunity Calgary Investment Fund invests \$3.9 million in the Aerospace Innovations Hub over four years. AIH is managed by Innovate Calgary and is partnered with WestJet, Calgary Airport Authority, and Chapter.ai Ventures.

May 5: Calgary Economic Region (CER) report states that despite solid job growth, there has been a noticeable shift in the type of jobs added, with a significant number of the new positions being in the part-time industries.

July 16: High inflation did not dissuade Calgarians from attending the Calgary Stampede. While ticket prices soared by 38.8 per cent since 2019 (general inflation increased by 20.1 per cent during the same period), the Calgary Stampede 2024 still cracked the attendance record.

July 31: Real gross domestic product (GDP) in Canada grew 0.2% in May, following a 0.3% increase in April. The goods-producing industries grouping (+0.4%) was the main contributor to the overall growth with four of five sectors increasing in May.

**\* Economic Perspectives Surveys Field Dates:**

- 2024 Wave 1: March 19 to March 26
- 2024 Wave 2: July 10 to July 17



Calgary



## Key findings

### Perceptions of overall quality of life in Calgary have increased in the second quarter of 2024 after a significant decrease in March 2024.

- Two-thirds (66%) of Calgarians currently rate their quality of life in Calgary as “good” (ratings of seven to ten on a ten-point scale), compared to 59% in the last quarter.
- Male Calgarians are more likely to rate the overall quality of life in Calgary as good than female Calgarians (71% vs. 62%). Likewise, higher-income Calgarians (earning \$150k+) have a more positive outlook about the quality of life in The City (77% vs. 58% of those with an annual household income of <\$90k).

### Positive ratings of Calgary and Alberta’s economies also increased, restoring ratings to levels seen in September and November 2023.

- The percentage of people who perceive Calgary’s economic situation as “good” has risen from 48% in March 2024 to 58% this quarter. Likewise, positive perceptions of Alberta’s economy have grown from 45% to 57% over the same period. Canada’s economic situation has seen a nominal increase in positive ratings compared to the previous quarter.
- Younger Calgarians are less positive about the local economy (48% vs 61% for those aged 35+). Residents of Northeast Calgary are the most optimistic about the city’s current economic outlook, with 67% holding a positive view.
- Male Calgarians are generally more optimistic than female Calgarians, with 63% of men and 51% of women expressing positive opinions about Calgary’s economy, and 65% of men versus 52% of women expressing positive opinions about Alberta’s economy.
- Higher-income Calgarians (earning \$150k or more) are more likely to have favorable views of both Calgary’s (66%) and Alberta’s (65%) current economic situation.

Calgary



## Key findings

### **Expectations for Calgary's economic future are more balanced as the proportion of Calgarians' expecting a stronger economy catches up with the proportion expecting a weaker economy**

- Two-fifths of Calgarians expect the economy to strengthen in the next six months, a similar number (22%) anticipate a weaker economy. This disparity has narrowed to align with the levels observed in the second quarter of 2023. The proportion of those expecting a weaker economy has decreased by 7 percentage points since September 2023, even though a majority (59%) still expect unemployment rates to worsen over the next six months.
- Nearly half (49%) of Calgarians trust the municipal government to take appropriate measures to assist with Calgary's economic recovery, up from 41% last quarter. Calgarians' trust in The City's ability to make the right decisions for navigating the economic recovery has increased nominally to 46%. Perceptions that The City is working to reduce the cost of local government has also seen a slight rise to 32%.

### **Calgarians' views on starting a new business in Calgary have significantly improved since last quarter. Meanwhile, the belief that it is a good time for companies to invest in Calgary remains high at 73%.**

- Similar to last quarter, about three-quarters (73%) of Calgarians believe it is a good time for The City to invest in new infrastructure projects. Projects that will create jobs (55%) continue to be considered the most important, followed by those that enhance economic diversity (47%).





## Key findings

### **Nearly all Calgarians experienced an increase in the costs of basic necessities over the past 12 months and three-quarters are concerned about their ability to afford basic necessities today and in six months from now.**

- Nearly all (94%) Calgarians experienced an increase in the costs of basic necessities over the past 12 months with over two-thirds (70%) perceiving these costs to have increased a lot. This perceived increase was similar for all Calgarians, independently of their demographic characteristics or the quadrant they live in.
- Three-quarters of Calgarians are concerned about their ability to afford basic necessities today and a similar number (74%) are concerned about their ability to afford basic necessities six months from now. These concern levels remained stable since November 2023.
- Younger Calgarians are more concerned about being able to afford basic necessities six months from now (82%). The same holds true for those identifying as male (68% vs. 79% female) and those with children in their household (82% vs. 69% for those without children).
- BIPOC Calgarians are concerned about their ability to afford basic necessities now (83% vs. 71% those who do not identify as BIPOC) and in the near future (80% vs. 70%). Household income is also highly associated with affordability concerns, with those earning less than \$150k being significantly more concerned about their current (85% vs. 56% for those earning \$150k or more) and future (82% vs. 58%) ability to afford their essential needs.

Calgary



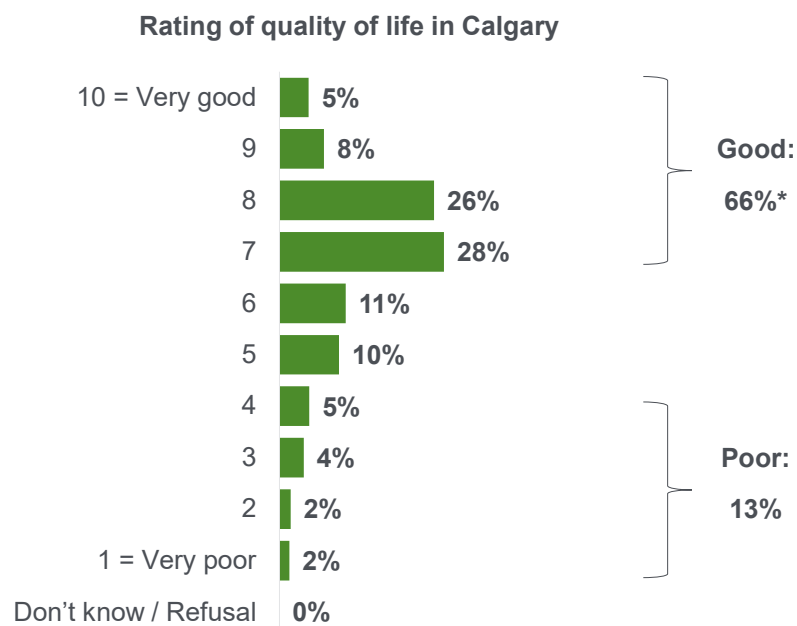
# Detailed findings

## Quality of life



# Overall quality of life in Calgary

Two-thirds (66%) of Calgarians rate their quality of life in Calgary as “good” while just over one-in-ten (13%) rate it as “poor”.



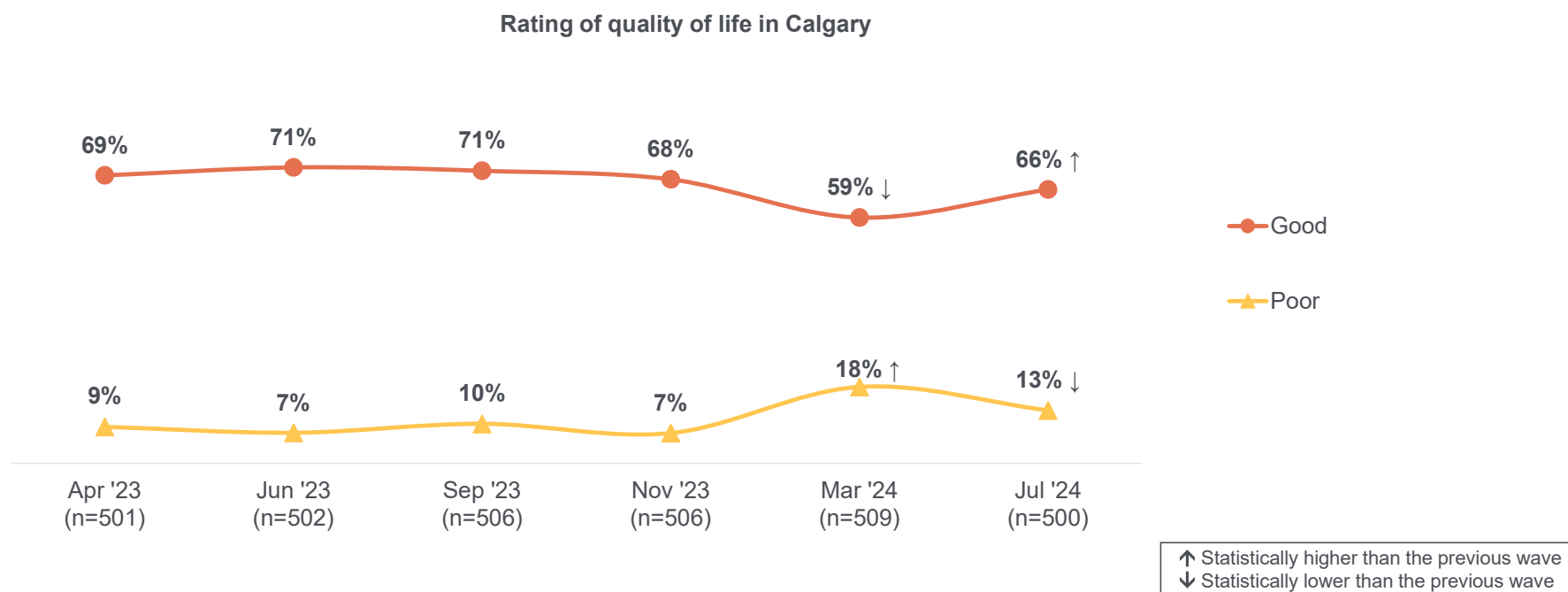
Q2. On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in Calgary today?  
Base: all respondents (n=500)

\* Rounding



# Tracking overall quality of life in Calgary

Positive quality of life ratings significantly improved since last quarter, increasing from 59% in March 2024 to 66% this quarter.



Q2. On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in Calgary today?  
Base: all respondents



Calgary



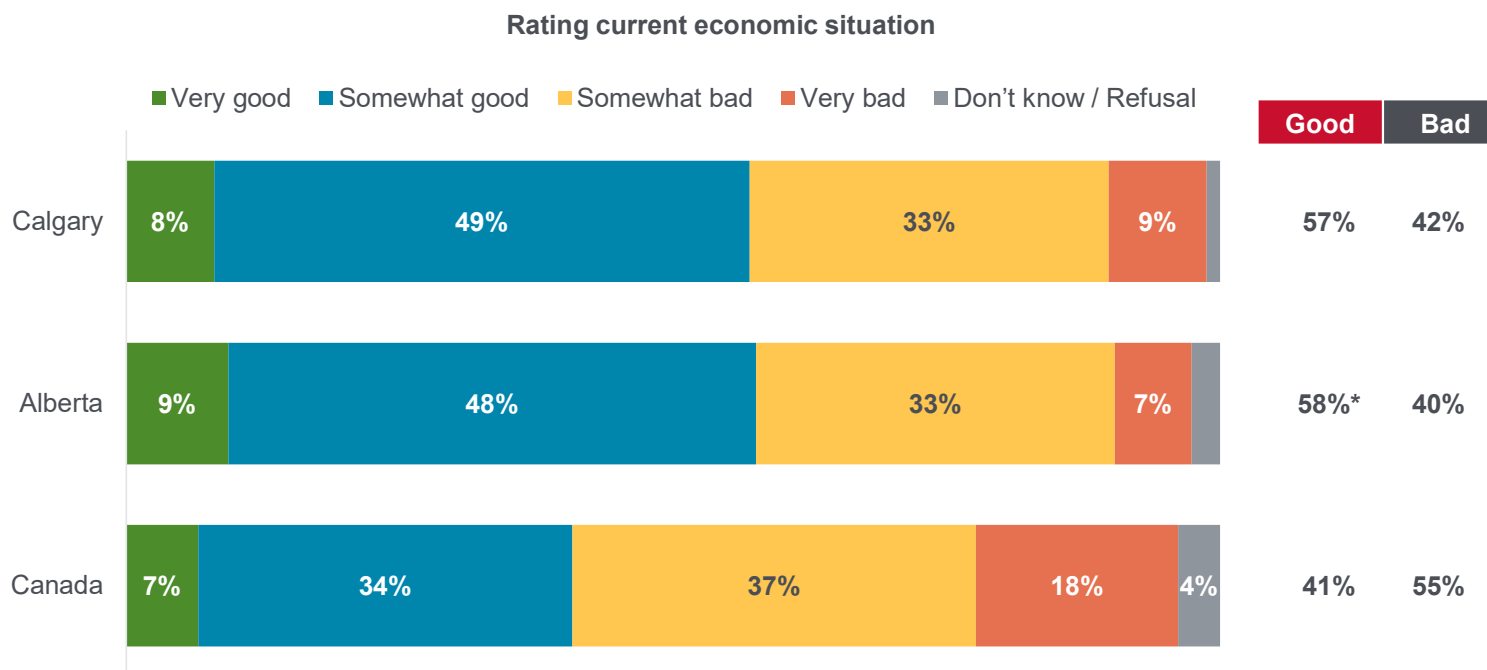
# Detailed findings

## The economy and economic recovery



# Current economic situation

Almost three-in-five Calgarians perceive the economic situation in Calgary and Alberta as “good” (57% and 58%, respectively) but a majority (55%) hold a negative view of the economic situation in Canada.



Q6. How would you describe the current economic situation in...?  
Base: all respondents (n=500)

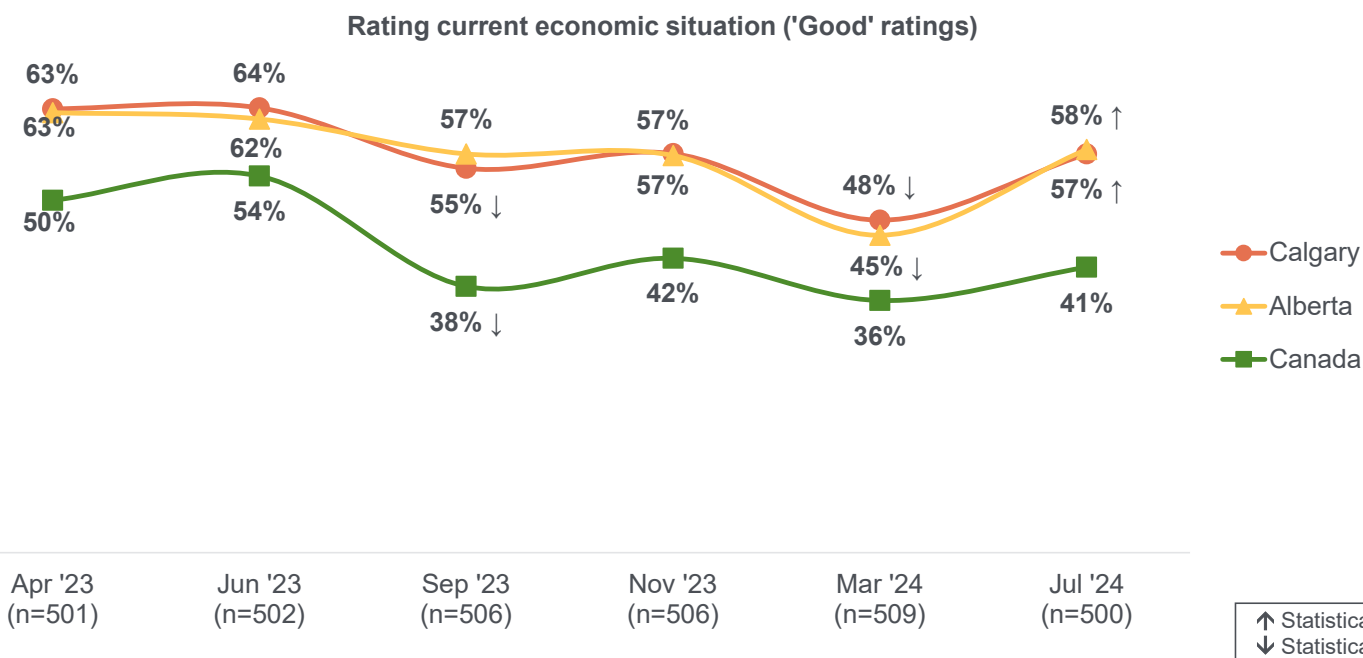
Data labels <4% not shown

\* Rounding



# Tracking current economic situation

Positive ratings of the current economic situation in Calgary (57%) and Alberta (58%) have rebounded after drops for both last quarter (down to 48% and 45%, respectively). This increase of 10%+pts for both jurisdictions has restored ratings to levels seen in late 2023.



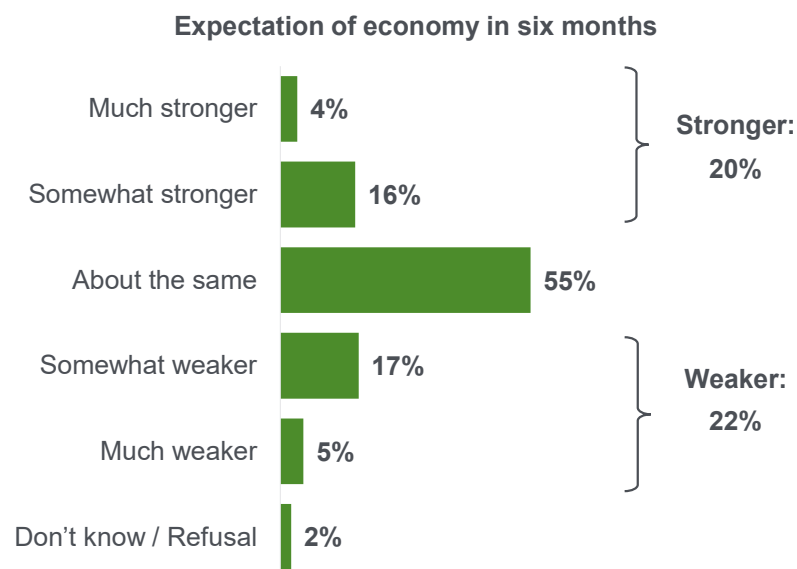
Q6. How would you describe the current economic situation in...?  
Base: all respondents





## Future of the economy in Calgary

Just over one-half (55%) of Calgarians expect the economy in Calgary to be about the same six months from now while one-fifth (20%) expect the economy to be stronger in six months and a similar number (22%) expect the economy to be weaker.

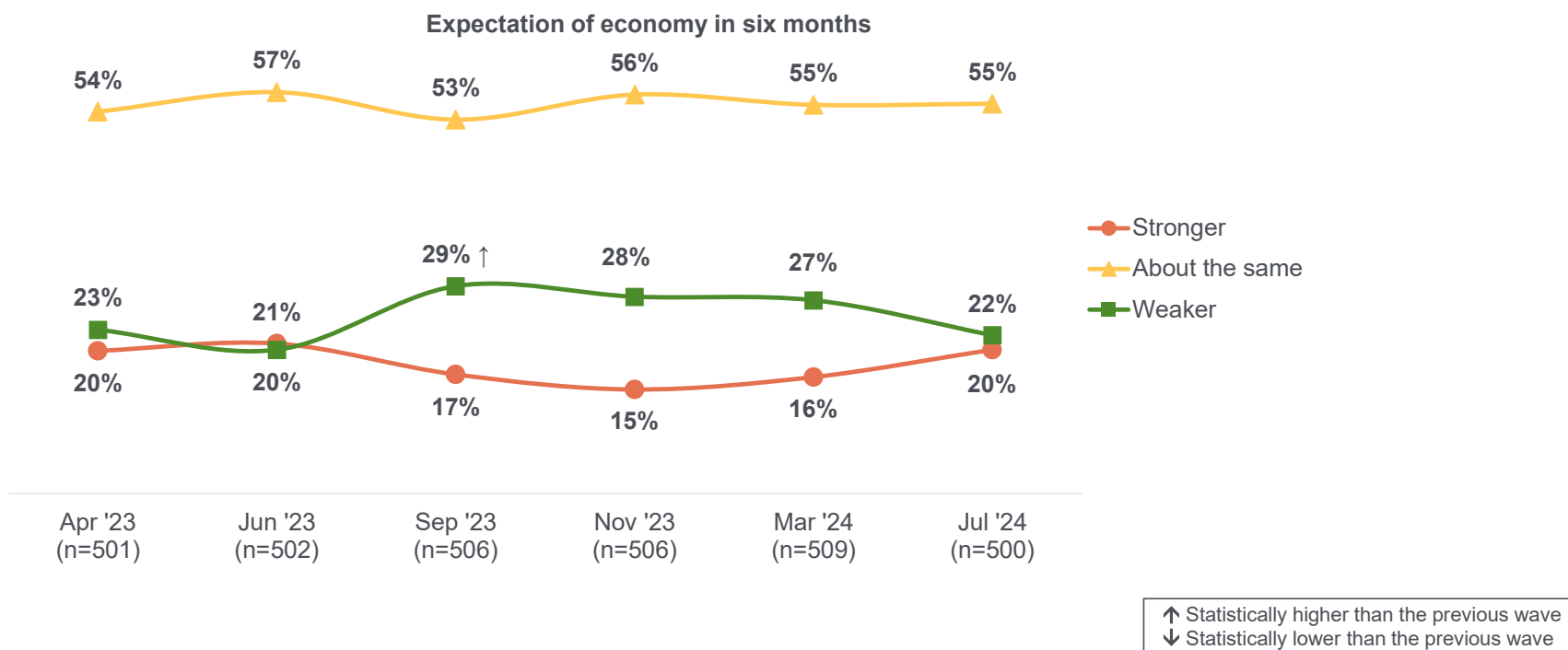


Q7. Looking ahead six months from now, do you expect the economy in Calgary to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?  
Base: all respondents (n=500)



# Tracking future of the economy in Calgary

Expectations regarding Calgary's economy six months from now have remained stable since last quarter.



Q7. Looking ahead six months from now, do you expect the economy in Calgary to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

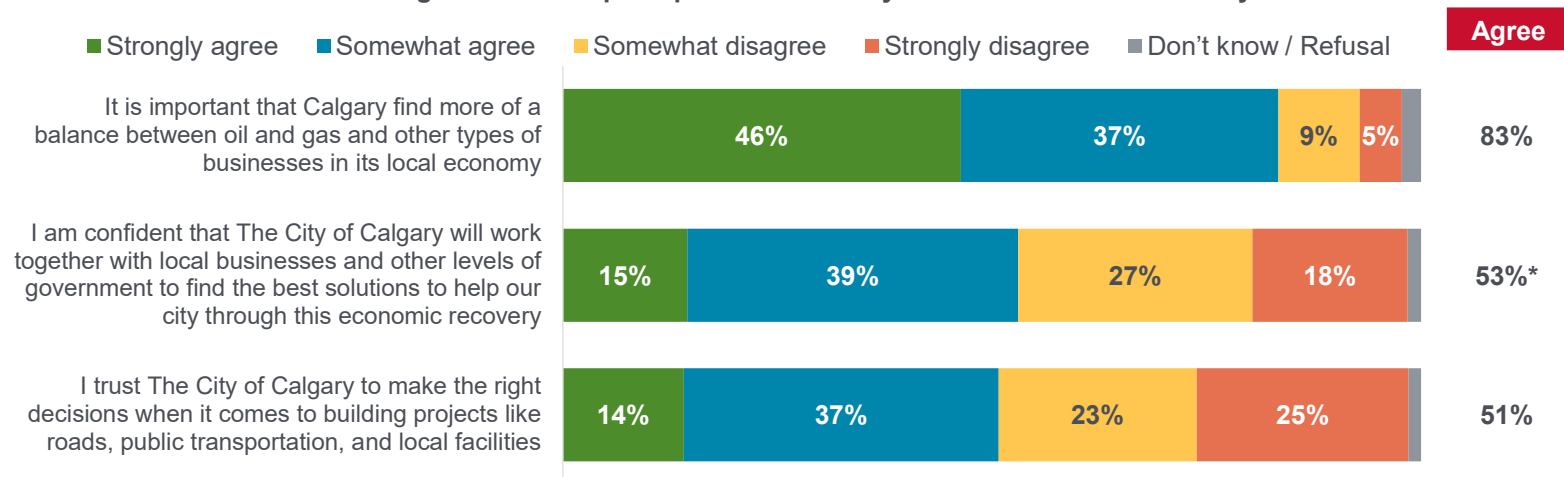
Base: all respondents



# Perceptions of The City's role in the economic recovery and investments

A large majority (83%) of Calgarians agree on the importance of Calgary achieving a better balance between its reliance on oil and gas and other types of businesses in its local economy. One-half express confidence that The City will collaborate effectively with local businesses and other levels of government to find optimal solutions for navigating through the economic recovery (53%) and trust The City to make appropriate decisions regarding building projects (51%).

Agreement with perceptions of The City's role in economic recovery



Q9A. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements regarding the role you would like to see The City of Calgary play in the current economic recovery.  
Base: all respondents (n=500)

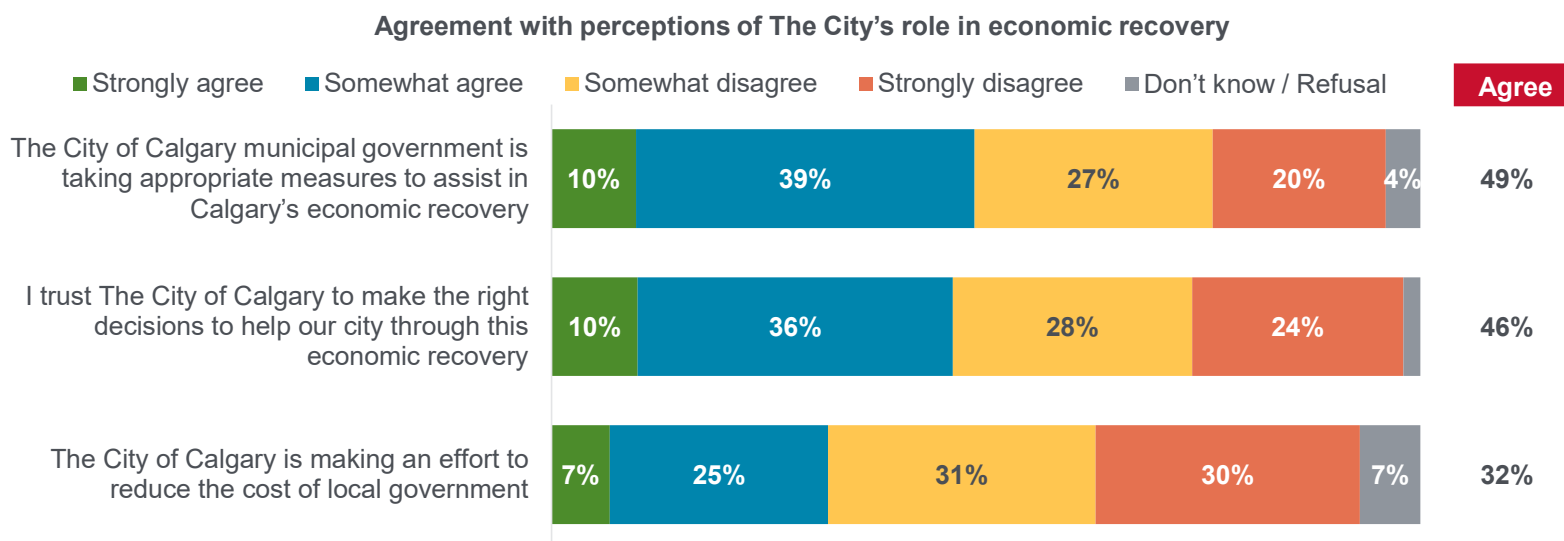
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\* Rounding



## Perceptions of The City’s role in the economic recovery and investments (continued)

As well, one-half of Calgarians (49%) believe the municipal government is actively implementing appropriate measures to support Calgary's economic recovery, and 44% are confident in The City's ability to make prudent decisions to guide the city through this recovery. However, only one-third (32%) feel that The City is making an effort to reduce the cost of local government.



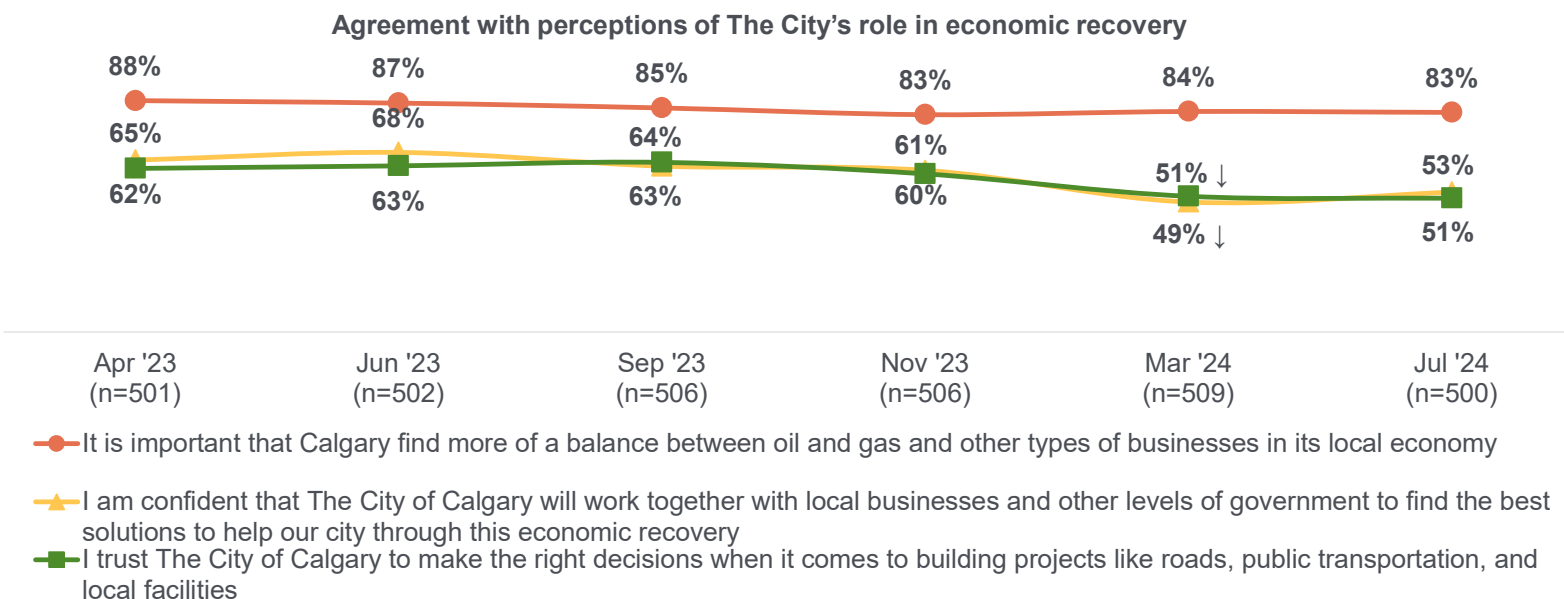
Q9A. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements regarding the role you would like to see The City of Calgary play in the current economic recovery.  
Base: all respondents (n=500)

Data labels <4% not shown



# Tracking perceptions of The City's role in the economic recovery and investments

Trust in The City to make sound decisions on building projects and confidence in its ability to collaborate with local businesses and other government levels have remained stable after decreasing last quarter. Likewise, the strong consensus on the importance of balancing the oil and gas sector with other types of businesses in the local economy has remained steady as well.



Q9A. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements regarding the role you would like to see The City of Calgary play in the current economic recovery.  
Base: all respondents

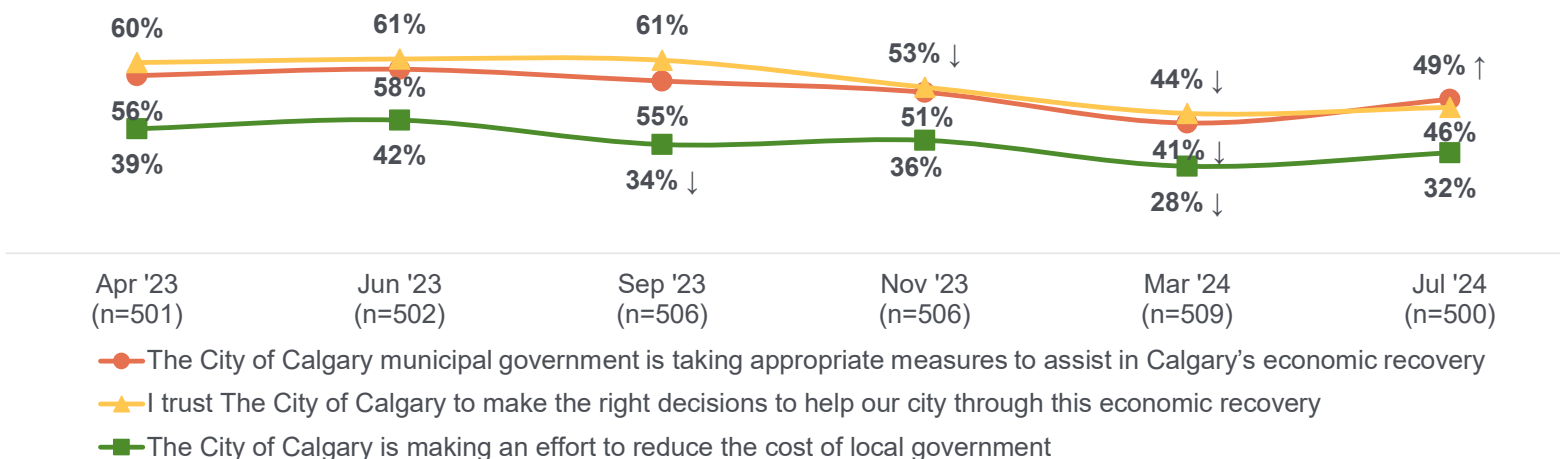
↑ Statistically higher than the previous wave  
↓ Statistically lower than the previous wave



## Tracking perceptions of The City’s role in the economic recovery and investments (continued)

Agreement that The City is taking appropriate measures to support the economic recovery has risen from 41% last quarter to 49% this quarter. Calgarians' trust in The City's ability to make the right decisions for navigating the economic recovery has increased slightly to 46%, and belief that The City is working to reduce the cost of local government has also seen a slight rise to 32%, though these changes are not statistically significant.

Agreement with perceptions of The City’s role in economic recovery



Q9A. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements regarding the role you would like to see The City of Calgary play in the current economic recovery.  
Base: all respondents

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

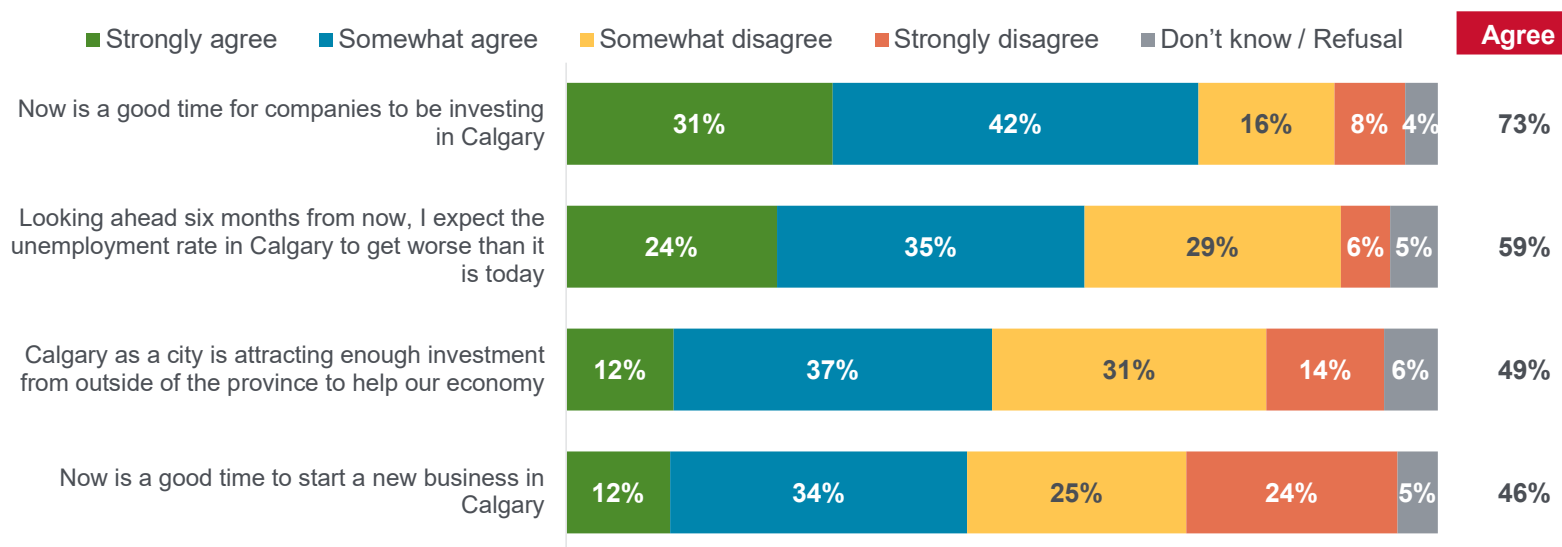


# Perceptions of Calgary's economic recovery and investments

Approximately three-quarters of Calgarians (73%) think it's a good time for companies to invest in Calgary, but only 46% feel it's an opportune moment to start a new business in the city.

Around three-fifths (59%) expect the unemployment rate in Calgary to worsen over the next six months. About one-half (49%) believe that Calgary is attracting sufficient out-of-province investment to support the economy.

Agreement with perceptions of Calgary's economic recovery



Q9B. And to what extent do you agree or disagree with each of the following statements about the current economy?  
Base: all respondents (n=500)

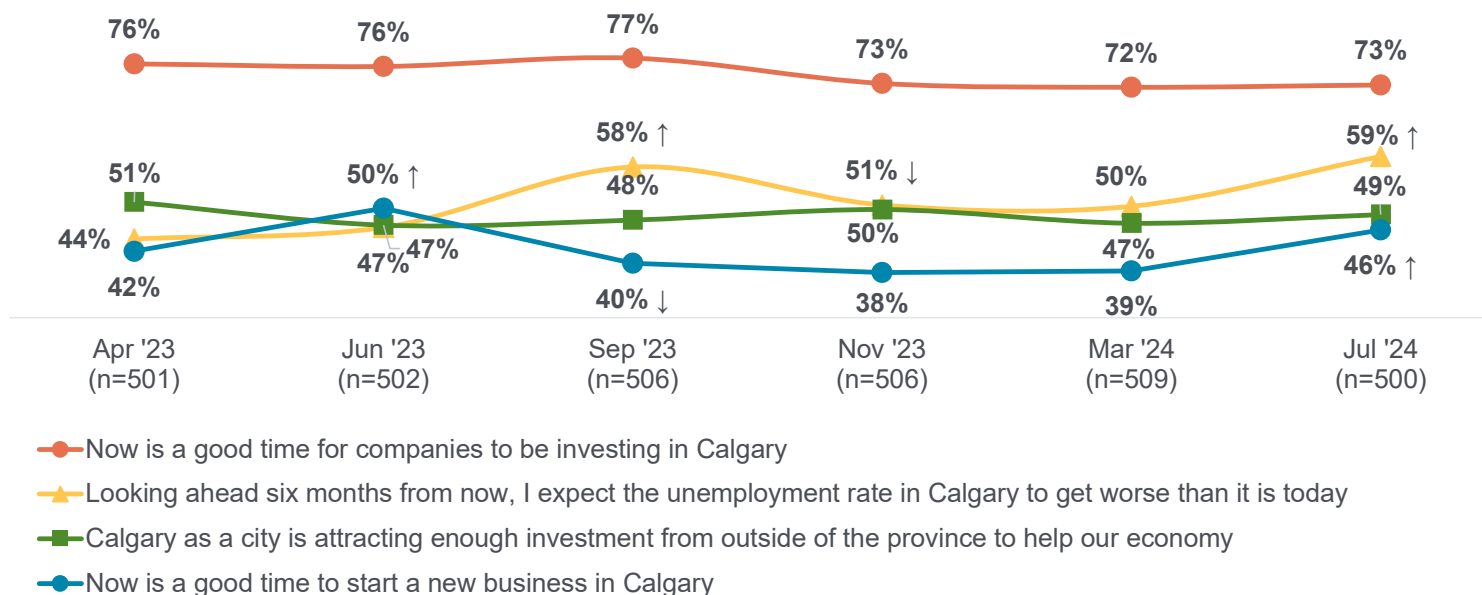




# Tracking perceptions of Calgary's economic recovery and investments

Expectations that unemployment rates in Calgary will worsen over the next six months have risen significantly since the last quarter (from 50% to 59%). At the same time, Calgarians' perceptions that now is a good time to start a new business in the city have also seen a notable increase (from 39% to 46%).

Agreement with perceptions of Calgary's economic recovery



Q9B. And to what extent do you agree or disagree with each of the following statements about the current economy?  
Base: all respondents

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

Calgary



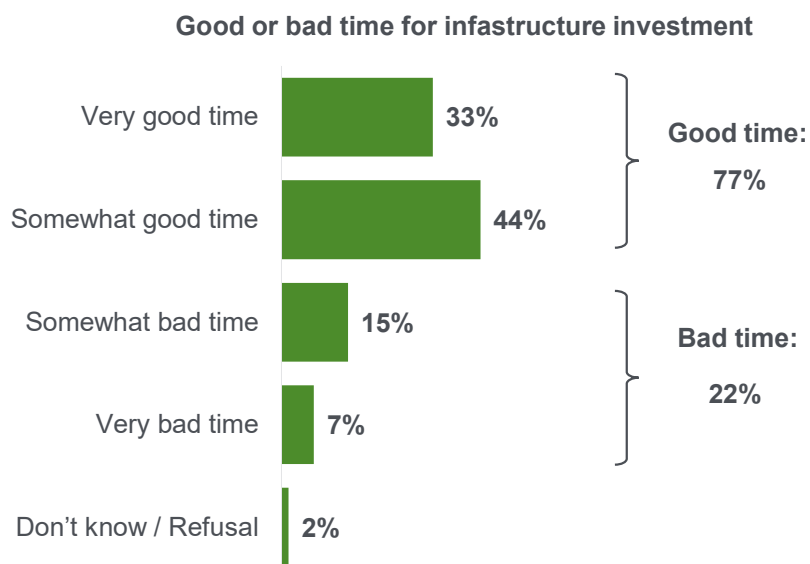
# Detailed findings

## Infrastructure investment



# Infrastructure investment

About three-quarters (77%) of Calgarians believe now is a good time for The City to invest in new projects like roads, public transportation, and local facilities.

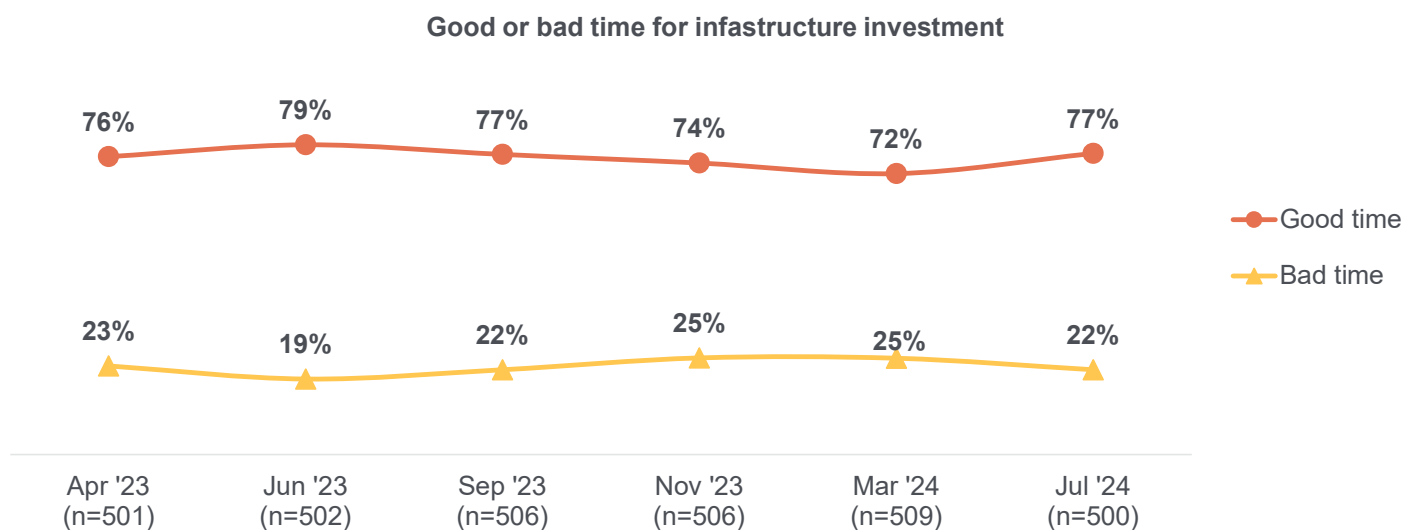


II1. Generally speaking, do you think that it is a good time or a bad time for The City of Calgary to be investing in new projects like roads, public transportation, and local facilities?  
Base: all respondents (n=500)



# Tracking infrastructure investment

The proportion of Calgarians who believe it is a good time for The City of Calgary to invest in infrastructure has increased nominally since last quarter.



II1. Generally speaking, do you think that it is a good time or a bad time for The City of Calgary to be investing in new projects like roads, public transportation, and local facilities?  
Base: all respondents



# Importance of different infrastructure investments

To measure the perceived importance of different infrastructure investments, a Best Object Scaling (BOS) approach was used:

- Survey respondents were shown various types of projects and asked to select the one they felt is most important. This process was repeated several times using different project combinations, and each time the respondent was forced to make a discriminating choice amongst them (see images below).
- Results were then aggregated across all respondents. The explicit trade-offs made by participants are used to reveal a statistically valid scale we can then use to measure relative project preference.

I12BOS1 - We would like to get your input on the level of importance you would place on different types of infrastructure projects. For each of the next few questions, I will list two types of projects and will ask you to let me know which, if any, type of projects you think is most important.

To start, which of the following types of projects do you think is most important?

- 1\_\_Projects that will be used for multiple purposes, for example both recreation and arts
- 2\_\_Or Projects that will have a positive social impact
- 3\_\_Or neither of these?
- 4\_\_[\[DO NOT READ\]](#) Don't know
- 5\_\_[\[DO NOT READ\]](#) Prefer not to answer

I12BOS2 - And which, if any, of the following types of projects do you think is most important?

- 1\_\_Projects that will create jobs
- 2\_\_Or Projects that will enhance economic diversity
- 3\_\_Or neither of these?
- 4\_\_[\[DO NOT READ\]](#) Don't know
- 5\_\_[\[DO NOT READ\]](#) Prefer not to answer

I12BOS3 - The next two are:

**ONLY IF NEEDED, REPEAT "Which of these two types of projects do you think is most important?"**

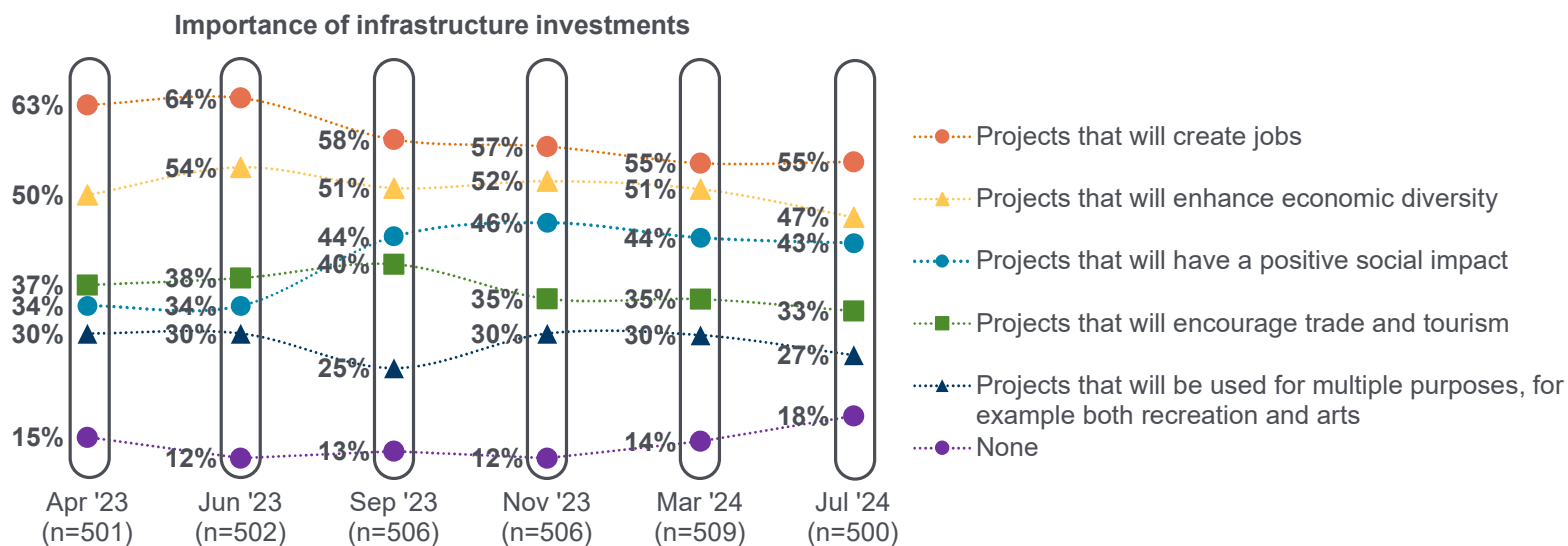
- 1\_\_Projects that will enhance economic diversity
- 2\_\_Or Projects that will encourage trade and tourism
- 3\_\_Or neither of these?
- 4\_\_[\[DO NOT READ\]](#) Don't know
- 5\_\_[\[DO NOT READ\]](#) Prefer not to answer



# Importance of different infrastructure investments

Support for various types of infrastructure projects has remained consistent since the last quarter. Projects that create jobs continue to be considered the most important (55%). Projects that enhance economic diversity (47%) are still viewed as the second most important, though this has decreased by 5% points since the last wave. Projects with a positive social impact are rated as the third most important (43%).

Additionally, the proportion of respondents who selected neither of the projects has increased from 14% to 18% this quarter.



I12BOS. We would like to get your input on the level of importance you would place on different types of infrastructure projects. For each of the next few questions, I will list two types of projects and will ask you to let me know me which type of projects you think is most important. Which of the following types of projects do you think is most important?

Base: all respondents



Calgary



# Detailed findings

## Affordability of basic necessities

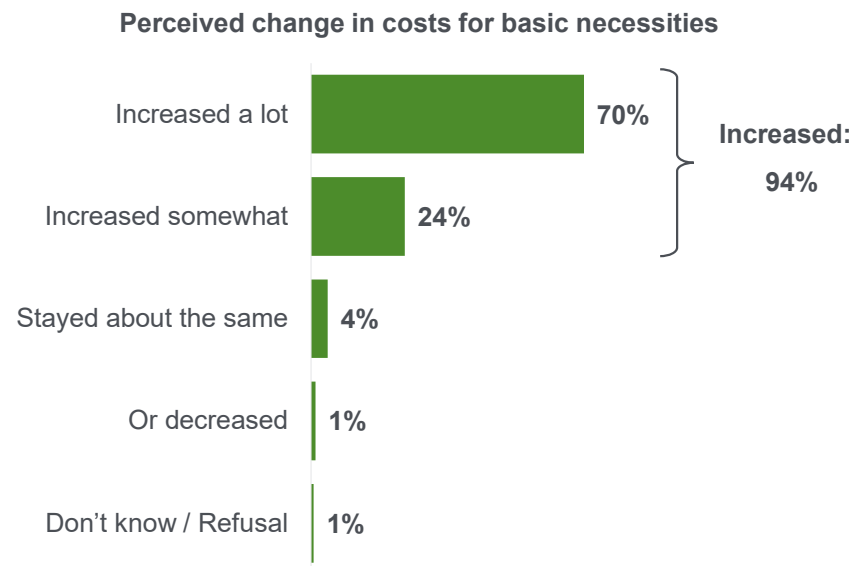




## Perceptions of cost of living

Nearly all Calgarians (94%) have experienced a rise in the costs of basic necessities over the past 12 months, with seven out of ten (70%) feeling that these costs have increased significantly.

- There are no major differences between the different demographic groups of interest with respect to their perceived change in costs for basic necessities.



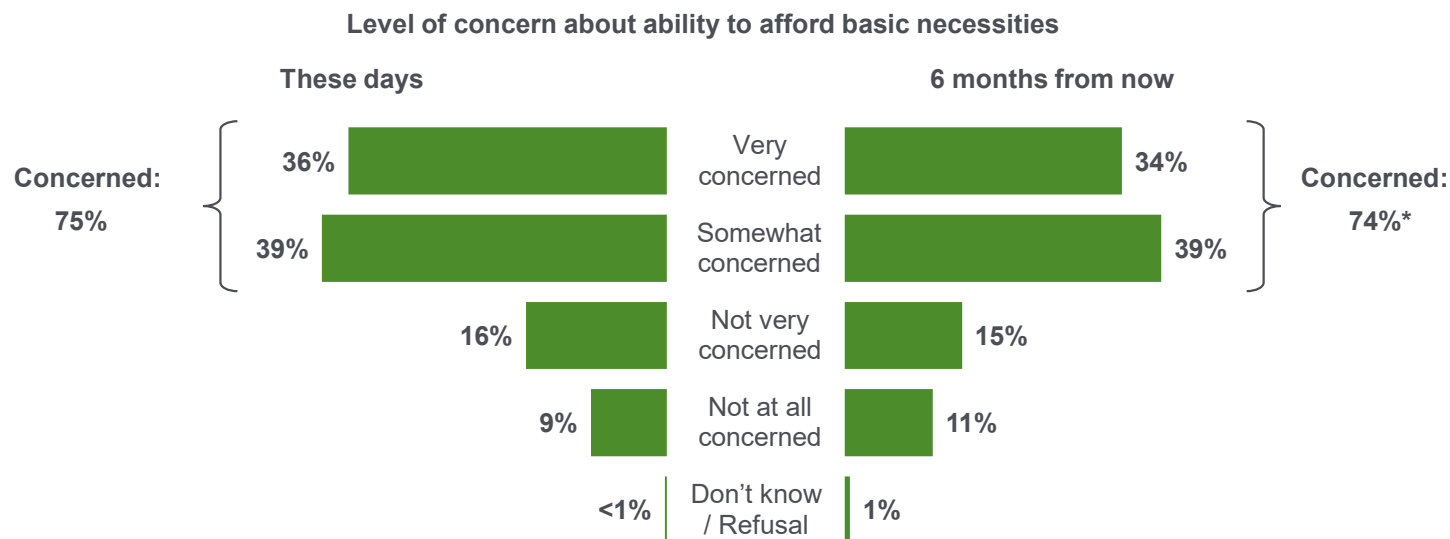
CL1. Over the past 12 months, have the costs for your basic necessities, such as your rent or mortgage, utilities, food, and clothing ...  
Base: all respondents (n=500)



# Concern about current and future cost of living

Three-quarters (75%) of Calgarians are concerned about their current ability to afford basic necessities and a similar proportion (74%) are concerned about their ability to afford basic necessities in the near future.

- Female and younger Calgarians (aged 18 to 34) are more concerned about affording basic necessities in the future.
- Lower-income Calgarians (<\$90k) are more worried, when compared to those with annual household incomes of \$90k+, about their ability to afford basic necessities now and in the coming six months. The same holds true for Calgarians that identify as BIPOC.



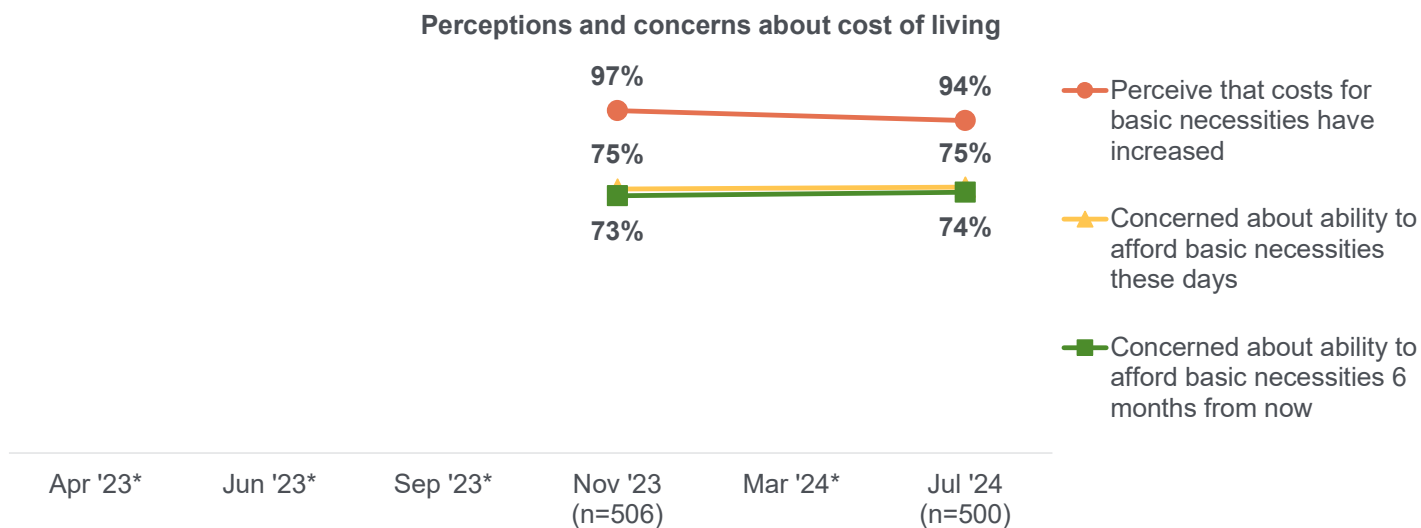
CL2. How concerned are you about your ability to afford your basic necessities these days?  
 CL3. And how concerned are you about your ability to afford your basic necessities 6 months from now?  
 Base: all respondents (n=500)

\* Rounding



# Tracking perceptions of cost of living

Calgarians' perceptions and concerns about the cost of living in the city have remained consistent since November 2023.



\* Question asked semi-annually, starting on Nov 2023, statistical testing conducted against previous quarter with data.

CL1. Over the past 12 months, have the costs for your basic necessities, such as your rent or mortgage, utilities, food, and clothing ...

CL2. How concerned are you about your ability to afford your basic necessities these days?

CL3. And how concerned are you about your ability to afford your basic necessities 6 months from now?

Base: all respondents

Calgary



# Detailed findings

## Segment differences



## Segment differences

- The tables on the next few slides show comparisons of key metrics by several sub-segments of Calgary’s population.
- Any statistical differences between demographic groups are indicated with arrows to indicate where a group is statistically higher or lower than everyone else who is not part of that group.
  - To illustrate, the statistical tests performed when comparing three groups are as follows:



- This approach identifies differences between one group and everyone else who is not part of that group. To illustrate using the example below, 55+ year olds are significantly more likely to believe that the current economic situation in Calgary is good compared everyone who is not part of that group (i.e., those aged 18 to 54).
- Note that we cannot conclude that this sentiment is lower for those who are 55+ years old when compared 18-to-34-years-old or 35-to-54-years-old individually (it may not be true). Don’t know, prefer not to answer, and prefer to self describe are excluded.

	Age group		
	18-34 (n=82)	35-54 (n=185)	55+ (n=234)
Current economic situation: Canada (% good)	56%	61%	75% ↑



## Segment differences

- Male Calgarians are more optimistic than female Calgarians about the current economic situation in Calgary (63% vs. 51%) and Alberta (65% vs. 52%). Additionally, they rate the overall quality of life in Calgary more positively than females (71% vs. 62%). Not surprisingly, male Calgarians are less concerned than females about their ability to afford basic necessities six months from now (68% vs. 79%).
- Younger Calgarians (aged 18 to 34) are less optimistic about the current economic situation in Calgary, with only 48% expressing positive views. They are also more concerned about affording basic necessities in six months, with 82% expressing concern.
- In contrast, Calgarians aged 35 to 54 are more optimistic than any other Calgarians regarding the economic situation in Calgary (65%), Alberta (64%), and Canada (47%).
- Residents in the Northeast are more optimistic than those residing in all other quadrants combined with regards the current economic situation in Calgary (67%).

	Gender		Age group			Quadrant			
	Male (n=255)	Female (n=233)	18-34 (n=89)	35-54 (n=186)	55+ (n=225)	S.W. (n=167)	S.E. (n=104)	N.W. (n=142)	N.E. (n=87)
Overall quality of life in Calgary (% good)	71% ↑	62% ↓	69%	66%	64%	67%	61%	66%	70%
Current economic situation: Calgary (% good)	63% ↑	51% ↓	48% ↓	65% ↑	56%	55%	50%	58%	67% ↑
Current economic situation: Alberta (% good)	65% ↑	52% ↓	50%	64% ↑	57%	59%	52%	57%	63%
Current economic situation: Canada (% good)	43%	39%	36%	47% ↑	38%	37%	38%	40%	51% ↑
Expectation of economy in six months (% stronger)	22%	18%	24%	19%	19%	20%	22%	20%	19%
Good or bad time for infrastructure investments (% good time)	79%	75%	77%	75%	79%	73%	76%	80%	80%
Costs for basic necessities (% increased)	92%	95%	93%	96%	93%	96%	92%	95%	92%
Concern about the ability to afford basic necessities: These days (% concerned)	71%	78%	78%	77%	70%	75%	76%	73%	78%
Concern about the ability to afford basic necessities: 6 months from now (% concerned)	68% ↓	79% ↑	82% ↑	74%	67% ↓	72%	74%	72%	78%

Base: all respondents (excl. those who prefer to self describe or prefer not say for Gender)

ISC: Unrestricted

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





## Segment differences

- Lower-income Calgarians (<\$90k) are less positive about the overall quality of life in Calgary (58%) and the current economic situation in Calgary (49%), compared to those with annual household incomes of \$90k+. Unsurprisingly, they are also more worried about their ability to afford basic necessities now and in the coming six months, with 85% and 82% expressing concern, respectively. Higher-income Calgarians (earning \$150k or more) are more likely to view the current economic situation in Calgary (66%) and Alberta (65%) favorably. They also rate the quality of life in Calgary more positively (77%) than lower-income residents.
- Individuals identifying as BIPOC are more optimistic about the current economic situation in Canada (49% vs. 37% for non-BIPOC Calgarians) and are more likely to anticipate a stronger economy in six months (28% vs. 17% for non-BIPOC Calgarians). However, BIPOC Calgarians are more likely to be worried about affording basic necessities both now (83%) and in the coming six months (80%).
- Calgarians with children in their household are more worried about affording basic necessities in the next six months, with 82% expressing concern, compared to 69% of those without children in their household.

	Children in HH		BIPOC		Household income		
	Yes (n=169)	No (n=323)	Yes (n=127)	No (n=347)	<\$90k (n=152)	\$90k-<\$150k (n=122)	\$150k+ (n=142)
Overall quality of life in Calgary (% good)	68%	65%	70%	65%	<b>58%</b> ↓	64%	<b>77%</b> ↑
Current economic situation: Calgary (% good)	59%	56%	62%	55%	<b>49%</b> ↓	54%	<b>66%</b> ↑
Current economic situation: Alberta (% good)	58%	58%	64%	55%	54%	55%	<b>65%</b> ↑
Current economic situation: Canada (% good)	40%	41%	<b>49%</b> ↑	<b>37%</b> ↓	41%	40%	38%
Expectation of economy in six months (% stronger)	20%	21%	<b>28%</b> ↑	<b>17%</b> ↓	22%	24%	17%
Good or bad time for infrastructure investments (% good time)	76%	77%	75%	79%	79%	74%	76%
Costs for basic necessities (% increased)	95%	94%	92%	96%	94%	95%	95%
Concern about the ability to afford basic necessities: These days (% concerned)	80%	72%	<b>83%</b> ↑	<b>71%</b> ↓	<b>85%</b> ↑	<b>84%</b> ↑	<b>56%</b> ↓
Concern about the ability to afford basic necessities: 6 months from now (% concerned)	<b>82%</b> ↑	<b>69%</b> ↓	<b>80%</b> ↑	<b>70%</b> ↓	<b>82%</b> ↑	<b>82%</b> ↑	<b>58%</b> ↓

Base: all respondents (excl. those who don't know (household income), prefer not to say (children in HH, BIPOC, household income), and prefer to self-describe (BIPOC)).

ISC: Unrestricted

2024 Economic Perspectives Research Report | August 2024

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



Calgary



## Respondent profile



# Respondent profile

Gender	Weighted %	Unweighted %
Man	48%	51%
Woman	50%	47%
Non-binary person	0%	0%
Prefer to self-describe	<1%	<1%

Quadrant	Weighted %	Unweighted %
Southwest	29%	33%
Southeast	23%	21%
Northwest	28%	28%
Northeast	20%	17%

Age	Weighted %	Unweighted %
18-24	9%	6%
25-34	19%	12%
35-44	17%	17%
45-54	21%	20%
55-64	11%	15%
65-74	14%	19%
75+	8%	11%

Employment status	
Employed full-time	56%
Employed part-time	11%
Retired	20%
Looking after home / family	4%
Unable to work because of sickness or disability	3%
Unemployed	5%
Unpaid / volunteer work	1%
Student	2%
Other	1%
Prefer not to answer	<1%

Annual household income	
Less than \$90,000	29%
\$90,000 to just under \$150,000	26%
\$150,000 and over	29%
Don't Know	6%
Prefer not to answer	11%

Business owner	
Yes	22%
No	78%
Prefer not to answer	0%

Education	
Completed high school or less	18%
Some post secondary or completed a college diploma	32%
Completed university degree	49%
Prefer not to answer	1%

Tenure in Calgary	
Less than 10 years	16%
10-20 years	24%
21-30 years	18%
31-40 years	16%
Over 40 years	25%
Prefer not to say	1%

Base: all respondents (n=500)



# Respondent profile

People in household	
1	15%
2	27%
3	15%
4 or more	41%
Prefer not to answer	2%

Children in household	
Yes	39%
No	61%
Prefer not to answer	0%

Senior in household	
Yes	29%
No	71%
Prefer not to answer	0%

Racialized	
Yes	24%
No	71%
Prefer to self-describe	1%
Prefer not to answer	5%

Identify as Indigenous	
Yes - First Nations	2%
Yes - Métis	3%
Yes - Inuit	<1%
Yes - Prefer to self-describe	0%
No	92%
Prefer not to answer	3%

Disability in household	
Yes - myself	11%
Yes - someone in my household	11%
No	78%
Prefer not to answer	2%

Identify as 2SLGBTQ+	
Yes	6%
No	92%
Prefer not to answer	2%

Base: all respondents (n=500)



Calgary

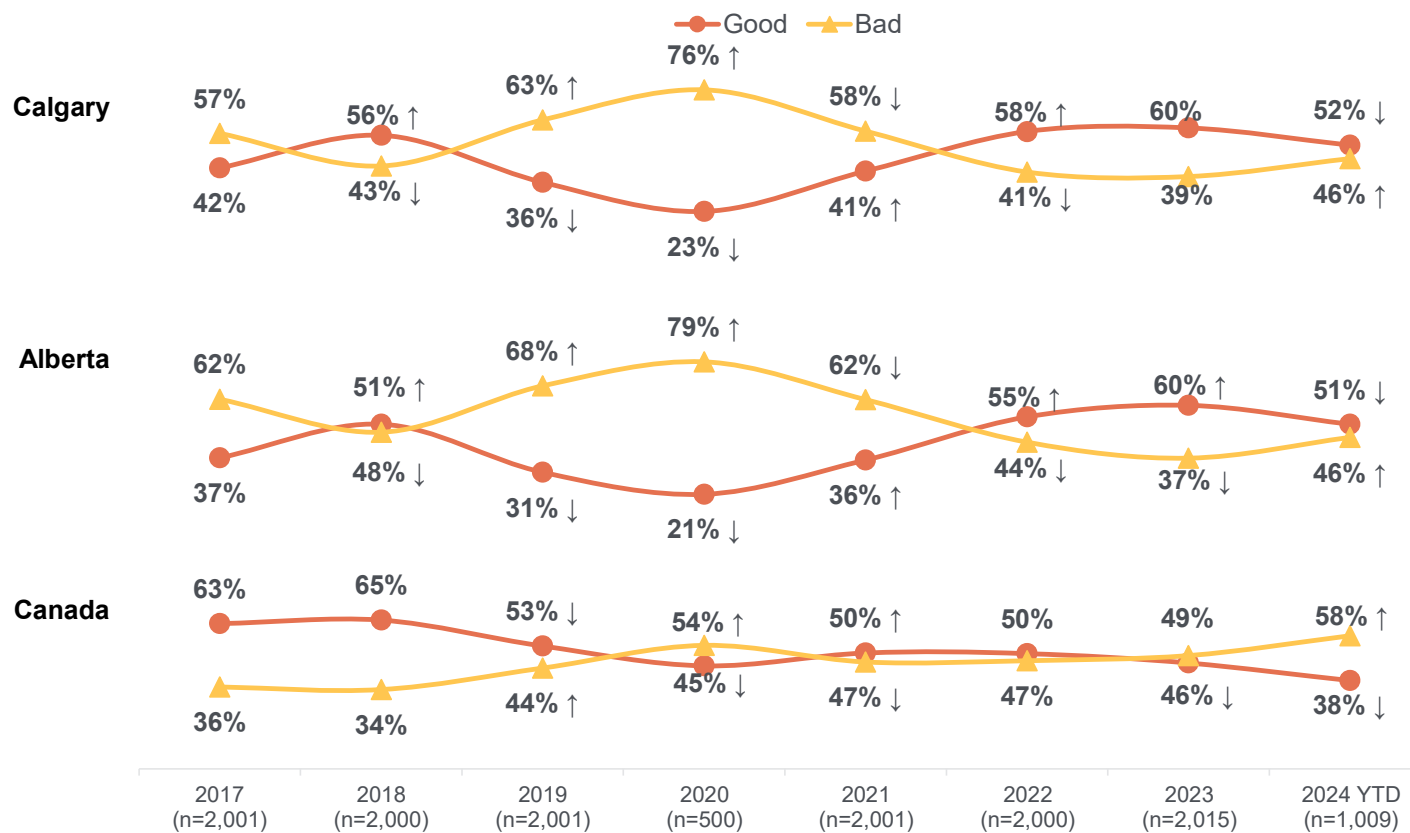


# Appendix

## Tracking



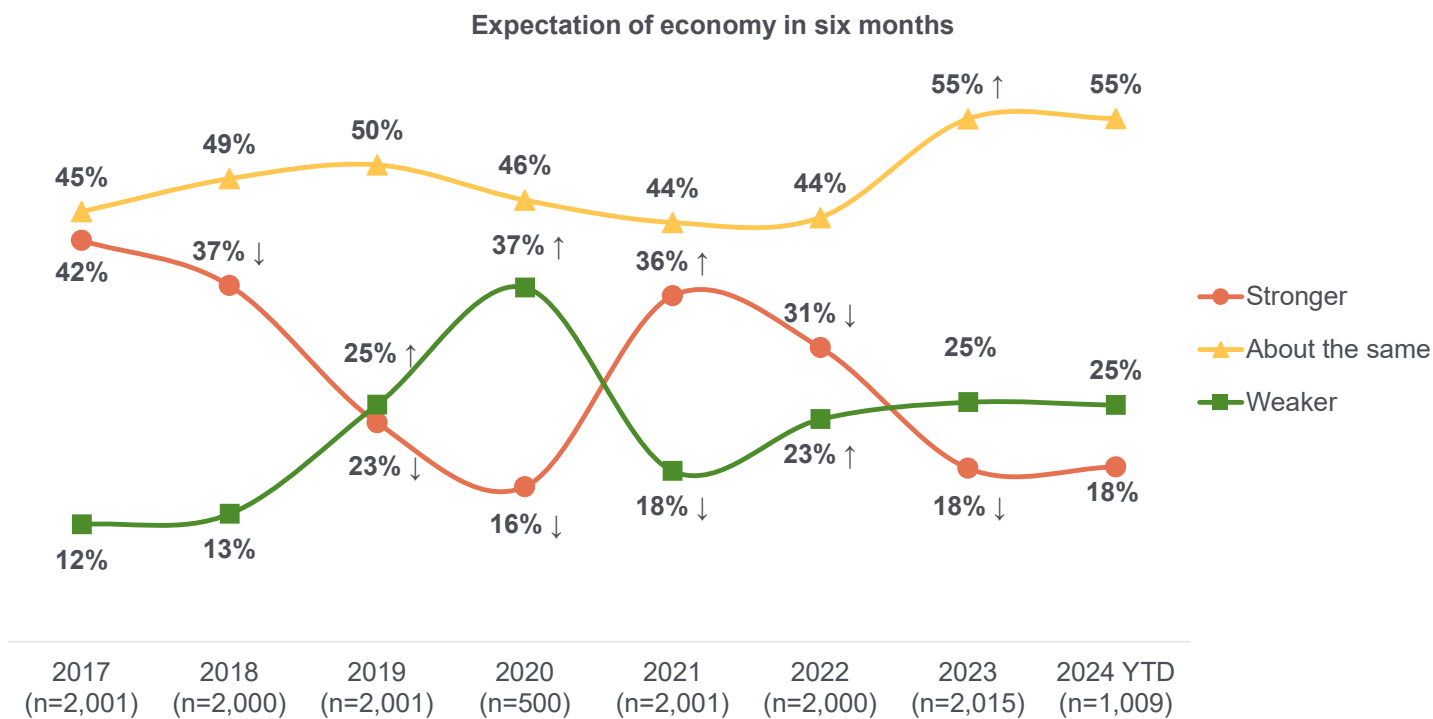
# Tracking current economic situation



Q6. How would you describe the current economic situation in...?  
Base: all respondents



# Tracking future economy in Calgary



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

Q7. Looking ahead six months from now, do you expect the economy in Calgary to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?  
Base: all respondents





## Tracking perceptions of The City’s role in economic recovery and investments

	2017 (n=2001)	2018 (n=2000)	2019 (n=2001)	2020 (n=500)	2021 (n=2001)	2022 (n=2000)	2023 (n=2015)	2024 YTD (n=1009)
It is important that Calgary find more of a balance between oil and gas and other types of businesses in its local economy	91%	92%	91%	92%	<b>88% ↓</b>	88%	<b>86% ↓</b>	84%
I am confident that The City of Calgary will work together with local businesses and other levels of government to find the best solutions to help our city through this economic recovery	77%	<b>73% ↓</b>	<b>66% ↓</b>	68%	70%	<b>65% ↓</b>	64%	<b>51% ↓</b>
I trust The City of Calgary to make the right decisions when it comes to building projects like roads, public transportation, and local facilities					67%	<b>63% ↓</b>	62%	<b>51% ↓</b>
I trust The City of Calgary to make the right decisions to help our city through this economic recovery	73%	<b>68% ↓</b>	<b>63% ↓</b>	66%	66%	<b>61% ↓</b>	59%	<b>45% ↓</b>
The City of Calgary municipal government is taking appropriate measures to assist in Calgary’s economic recovery					61%	58%	55%	<b>45% ↓</b>
The City of Calgary is making an effort to reduce the cost of local government					41%	39%	38%	<b>30% ↓</b>

Q9A. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements regarding the role you would like to see The City of Calgary play in the current economic recovery.  
Base: all respondents

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



## Tracking perceptions of The City’s role in economic recovery and investments

	2017 (n=2001)	2018 (n=2000)	2019 (n=2001)	2020 (n=500)	2021 (n=2001)	2022 (n=2000)	2023 (n=2015)	2024 YTD (n=1009)
Now is a good time for companies to be investing in Calgary	77%	73% ↓	68% ↓	62% ↓	74% ↑	81% ↑	76% ↓	72%
Looking ahead six months from now, I expect the unemployment rate in Calgary to get worse than it is today	37%	36%	50% ↑	60% ↑	39% ↓	39%	50% ↑	55% ↑
Calgary as a city is attracting enough investment from outside of the province to help our economy					37%	47% ↑	49%	48%
Now is a good time to start a new business in Calgary	43%	44%	33% ↓	31%	39% ↑	49% ↑	43% ↓	42%

Q9B. And to what extent do you agree or disagree with each of the following statements about the current economy?  
Base: all respondents

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



# Contact

**The Corporate Research Team**  
Customer Service and Communications  
The City of Calgary  
[Research@Calgary.ca](mailto:Research@Calgary.ca)





# Questionnaire



# Questionnaire

## Economic Perspectives Q2 2024 The City of Calgary



### Int0

Hello, I'm \_\_\_\_\_ with Advanis, calling on behalf of The City of Calgary. We are conducting a study among adult Calgarians about several important issues and we'd like to include your views. Are you 18 years of age or older and do you currently live in Calgary?

*IF CREDIBILITY IS AN ISSUE OR IF RESPONDENT HAS A CONCERN SAY: If you wish to talk to a City official about this survey, we encourage you to contact The City at 311 and specifically mention the "2024 Economic Perspectives Survey." City Staff would be happy to address your concerns.*

*IF ASKED: The survey will take approximately 10-15 minutes.*

- 1 Yes
- 2 No, getting an adult *(Show if is landline (phonetype = 1))*
- 3 No, refusal
- 4 No, callback
- 5 No, under 18 *(Show if is wireless (phonetype = 2))*
- 6 No, does not live in Calgary

### Int0b *Show if getting person (Int0 = 2)*

Hello, I'm \_\_\_\_\_ with Advanis, calling on behalf of The City of Calgary. We are conducting a study among adult Calgarians about several important issues and we'd like to include your views. Are you 18 years of age or older and do you currently live in Calgary?

*IF CREDIBILITY IS AN ISSUE OR IF RESPONDENT HAS A CONCERN SAY: If you wish to talk to a City official about this survey, we encourage you to contact The City at 311 and specifically mention the "2024 Economic Perspectives Survey." City staff would be happy to address your concerns.*

- 1 Yes
- 2 No, refusal
- 3 No, callback
- 4 No, under 18 *(Show if is wireless (phonetype = 2))*
- 5 No, does not live in Calgary

### T4 *Show if Under 18 ((Int0 = 5) OR (Int0b = 4))*

Unfortunately, we need to speak with individuals 19 or older. Thank you for your time. Good-bye.

### NCInt *Show if Not Calgary ((Int0 = 6) OR (Int0b = 5))*

Unfortunately, we need to speak with residents of Calgary. Thank you for your time. Good-bye.

## SCREENERS

### Q57

Great! Your participation is voluntary and this call may be recorded for quality control purposes. The survey will take approximately 15 minutes and your responses will remain confidential, and you will not be personally identified. Any personal information collected in this survey is under the authority of the Freedom of Information and Protection of Privacy Act, Section 33(c) and is used solely for the review and improvement of City of Calgary programs and services.

Do you have any questions about the collection or use of your information?

- 1 Yes
- 2 No
- 3 Refusal
- 4 Call back later

### Q57info *Show if Q57 Yes (Q57 = 1)*

A City of Calgary Research Coordinator will be able to answer any questions about the collection or use of your information. You can contact them via phone, email, or regular mail and mention the "2024 Economic Perspectives Survey". What contact information would you prefer?

**If phone:** 403-268-5287

**If email:** [research@calgary.ca](mailto:research@calgary.ca)

**If mail:** Research Coordinator, The City of Calgary, Mail code 8305, P.O. Box 2100, Station M, Calgary, AB Canada T2P 2M5

### QSEX

**DO NOT ASK; RECORD GENDER**

- 1 Male
- 2 Female

### Q54

Which of the following age groups do you belong to? Just stop me when I get to your age group.

- 1 18 to 19
- 2 20 to 24
- 3 25 to 34
- 4 35 to 44
- 5 45 to 54
- 6 55 to 64
- 7 65 to 74
- 8 75 and older
- 9 **[DO NOT READ]** Prefer not to say



# Questionnaire

**T5** *Show if int1 ref (QS4 = 9)*  
Unfortunately, we need to confirm your age to continue, Thank you for your time, Good-bye.

Status Code: 503

**QS1**  
Can you tell me which quadrant of the city you live in?

*WAIT FOR RESPONSE – READ LIST TO CLARIFY IF NEEDED.*

- 1 Southwest
- 2 Southeast
- 3 Northwest
- 4 Northeast
- 5 [DO NOT READ] Prefer not to say
- 6 [DO NOT READ] Does not live in Calgary

**T6** *Show if QS1 DK Ref (QS1 = 5)*  
Unfortunately we need to confirm what part of The City you live in to continue, Thank you for your time, Good-bye.

Status Code: 504

**T8** *Show if QS1 Outside Calgary (QS1 = 6)*  
Unfortunately we only need to speak with people who live in Calgary, Thank you for your time, Good-bye.

Status Code: 502

## MAIN SURVEY

---

### PERSPECTIVES OF QUALITY OF LIFE AND THE ECONOMY

**Q2**  
To begin, on a scale of "1" to "10" where "1" represents "very poor" and "10" represents "very good" how would you rate the overall quality of life in Calgary today?

- 1 1 = Very poor
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 8
- 9 9
- 10 10 = Very good
- 11 [DO NOT READ] Don't know
- 12 [DO NOT READ] Prefer not to answer

**Q6**  
How would you describe the current economic situation in [READ FIRST ITEM]? Is it very good, somewhat good, somewhat bad or very bad?

How about in ...?

1. Canada \*
2. Alberta \*
3. Calgary \*

*Levels marked with \* are randomized*

- 1 Very good
- 2 Somewhat good
- 3 Somewhat bad
- 4 Very bad
- 5 [DO NOT READ] Don't know
- 10 [DO NOT READ] Prefer not to answer





# Questionnaire

## Q7

Looking ahead six months from now, do you expect the economy in Calgary to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

- 1 Much stronger
- 2 Somewhat stronger
- 3 About the same
- 4 Somewhat weaker
- 5 Much weaker
- 9 [DO NOT READ] Don't know
- 10 [DO NOT READ] Prefer not to answer

## Q9a

In this survey, when we say 'The City of Calgary' or 'The City', we mean the Municipal government including Council and Administration.

Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements about the role you would like to see The City of Calgary play in the current economic recovery.

1. I am confident that The City of Calgary will work together with local businesses and other levels of government to find the best solutions to help our city through this economic recovery \*
2. I trust The City of Calgary to make the right decisions to help our city through this economic recovery \*
3. I trust The City of Calgary to make the right decisions when it comes to building projects like roads, public transportation, and local facilities \*
4. It is important that Calgary find more of a balance between oil and gas and other types of businesses in its local economy \*
5. The City of Calgary municipal government is taking appropriate measures to assist in Calgary's economic recovery \*
6. The City of Calgary is making an effort to reduce the cost of local government \*

*Levels marked with \* are randomized*

- 1 Strongly agree
- 2 Somewhat agree
- 3 Somewhat disagree
- 4 Strongly disagree
- 9 [DO NOT READ] Don't know
- 10 [DO NOT READ] Prefer not to answer

## Q9b

And to what extent do you agree or disagree with each of the following statements about the current economy?

**REPEAT LIST ONLY IF NEEDED**

1. Now is a good time to start a new business in Calgary \*

2. Now is a good time for companies to be investing in Calgary \*
3. Looking ahead six months from now, I expect the unemployment rate in Calgary to get worse than it is today \*
4. Calgary as a city is attracting enough investment from outside of the province to help our economy \*

*Levels marked with \* are randomized*

- 1 Strongly agree
- 2 Somewhat agree
- 3 Somewhat disagree
- 4 Strongly disagree
- 9 [DO NOT READ] Don't know
- 10 [DO NOT READ] Prefer not to answer

## PERSPECTIVES OF INFRASTRUCTURE INVESTMENT

### III

Generally speaking, do you think that it is a good time or a bad time for The City of Calgary to be investing in new projects like roads, public transportation, and local facilities?

- 1 Very good time
- 2 Somewhat good time
- 3 Somewhat bad time
- 4 Very bad time
- 9 [DO NOT READ] Don't know
- 10 [DO NOT READ] Prefer not to answer

### II2BOS1

We would like to get your input on the level of importance you would place on different types of infrastructure projects. For each of the next few questions, I will list two types of projects and will ask you to let me know which, if any, type of projects you think is most important.

To start, which of the following types of projects do you think is most important?

Items to show:

Projects that will be used for multiple purposes, for example both recreation and arts

Projects that will create jobs

Projects that will enhance economic diversity

Projects that will have a positive social impact

Projects that will encourage trade and tourism

- 1 [ITEM 1]
- 2 Or [ITEM 2]
- 3 Or neither of these?
- 4 [DO NOT READ] Don't know
- 5 [DO NOT READ] Prefer not to answer

*Levels marked with \* are randomized*



# Questionnaire

## II2BOS2

And which, if any, of the following types of projects do you think is most important?

- 1 [ITEM 1]
- 2 Or [ITEM 2]
- 3 Or neither of these?
- 4 [DO NOT READ] Don't know
- 5 [DO NOT READ] Prefer not to answer

Levels marked with \* are randomized

## II2BOS3

The next two are:

*ONLY IF NEEDED, REPEAT "Which of these two types of projects do you think is most important?"*

- 1 [ITEM 1]
- 2 Or [ITEM 2]
- 3 Or neither of these?
- 4 [DO NOT READ] Don't know
- 5 [DO NOT READ] Prefer not to answer

Levels marked with \* are randomized

## II2BOS4

And the next two are:

*ONLY IF NEEDED, REPEAT "Which of these two types of projects do you think is most important?"*

- 1 [ITEM 1]
- 2 Or [ITEM 2]
- 3 Or neither of these?
- 4 [DO NOT READ] Don't know
- 5 [DO NOT READ] Prefer not to answer

Levels marked with \* are randomized

## II2BOS5

And one last set:

*ONLY IF NEEDED, REPEAT "Which of these two types of projects do you think is most important?"*

- 1 [ITEM 1]
- 2 Or [ITEM 2]
- 3 Or neither of these?
- 4 [DO NOT READ] Don't know
- 5 [DO NOT READ] Prefer not to answer

Levels marked with \* are randomized

## PERSPECTIVES OF AFFORDABILITY OF BASIC NECESSITIES

### CL1

Over the past 12 months, have the costs for your basic necessities, such as your rent or mortgage, utilities, food, and clothing...

- 1 Increased a lot
- 2 Increased somewhat
- 3 Stayed about the same
- 4 Or decreased
- 5 [DO NOT READ] Don't know
- 6 [DO NOT READ] Prefer not to answer

### CL2

How concerned are you about your ability to afford your basic necessities these days?

- 1 Very concerned
- 2 Somewhat concerned
- 3 Not very concerned
- 4 Not at all concerned
- 5 [DO NOT READ] Don't know
- 6 [DO NOT READ] Prefer not to answer

### CL3

And how concerned are you about your ability to afford your basic necessities 6 months from now?

*[REPEAT SCALE IF NEEDED]*

- 1 Very concerned
- 2 Somewhat concerned
- 3 Not very concerned
- 4 Not at all concerned
- 5 [DO NOT READ] Don't know
- 6 [DO NOT READ] Prefer not to answer



# Questionnaire

## DEMOGRAPHICS

### QD1

We are almost finished. I am now going to ask you some demographic questions that allow us to group responses and to sort the information we collect. All your responses will be held in strict confidence and will not be attributed to you.

In what year were you born?

Minimum: 1900, Maximum: 2005

\_\_\_\_\_

a Prefer not to answer

### QD2

How many people, including yourself, live in your household?

Minimum: 1, Maximum: 50

\_\_\_\_\_ people

a Prefer not to answer

### QD3 *Show if HH Members More Than 1 (QD2 > 1)*

Do you have any children under the age of 18 living in your household?

**DO NOT READ LIST**

- 1 Yes
- 2 No
- 9 **[DO NOT READ]** Prefer not to answer

### QD4 *Show if HH Members More Than 1 and under 65 ((QD2 > 1) AND (Q54 = 1,2,3,4,5,6))*

Is there anyone aged 65 years or older living in your household?

**DO NOT READ LIST**

- 1 Yes
- 2 No
- 9 **[DO NOT READ]** Prefer not to answer

### QD6

How many years have you lived in Calgary?

**IF LESS THAN 1 YEAR, ENTER 0**

Minimum: 0, Maximum: 100

\_\_\_\_\_ years

a Prefer not to answer

### QD7

Which of the following best describes the highest level of schooling that you have obtained?

*If the respondent mentions that they completed a post-graduate degree / Master's / PhD, please code as "completed a university certificate, diploma or degree".*

- 1 Did not complete high school or equivalent
- 2 Completed high school or equivalent
- 3 Completed a Registered Apprenticeship or other trades certificate or diploma
- 4 Completed a college or other non-university certificate or diploma
- 5 Or completed a university certificate, diploma or degree
- 9 **[DO NOT READ]** Prefer not to answer

### QD8

What best describes your current employment status? Please stop me when I get to your category. Would you say you are...

**READ LIST, Select up to two responses.**

**IF NEEDED: "Please tell me the two that best describe your status"**

- 1 Full time employed or self-employed **[DO NOT READ: 30 hours or more per week]**
- 2 Part time employed or self-employed **[DO NOT READ: less than 30 hours per week]**
- 3 Retired
- 4 Looking after home and/or family
- 5 Unable to work because of sickness or disability
- 6 Unemployed
- 7 Doing unpaid or voluntary work
- 8 Student
- 96 **[DO NOT READ]** Other (specify): \_\_\_\_\_
- 99 **[DO NOT READ]** Prefer not to answer *(Exclusive)*



# Questionnaire

**QD9** *Show if Employed (QD8\_1 = 1 OR QD8\_2 = 1)*

Do you own or operate a business in Calgary?

- 1 Yes, own and operate a business
- 2 Yes, own a business
- 3 Yes, operate a business
- 4 No, don't own or operate a business
- 99 [DO NOT READ] Prefer not to answer

**QD10**

Which of the following categories best describes the total annual income, before taxes, of all the members of your household? Please stop me when I get to your category.

**READ LIST**

- 1 Less than \$90,000
- 2 \$90,000 to just under \$150,000
- 3 \$150,000 and over
- 9 [DO NOT READ] Don't Know
- 10 [DO NOT READ] Prefer not to answer

**QD10ab** *Show if QD10 Answered (QD10 = 1,2,3)*

Would that be...

**READ LIST – ACCEPT RESPONSES BEFORE FINISHING LIST**

- 1 Less than \$30,000 *(Show if D10a Under90k (QD10 = 1))*
- 2 \$30,000 to just under \$45,000 *(Show if D10a Under90k (QD10 = 1))*
- 3 \$45,000 to just under \$60,000 *(Show if D10a Under90k (QD10 = 1))*
- 4 \$60,000 to just under \$75,000 *(Show if D10a Under90k (QD10 = 1))*
- 5 \$75,000 to just under \$90,000 *(Show if D10a Under90k (QD10 = 1))*
- 6 \$90,000 to just under \$105,000 *(Show if D10a 90k to under 150k (QD10 = 2))*
- 7 \$105,000 to just under \$120,000 *(Show if D10a 90k to under 150k (QD10 = 2))*
- 8 \$120,000 to just under \$135,000 *(Show if D10a 90k to under 150k (QD10 = 2))*
- 9 \$135,000 to just under \$150,000 *(Show if D10a 90k to under 150k (QD10 = 2))*
- 10 \$150,000 to just under \$175,000 *(Show if D10a 150k plus (QD10 = 3))*
- 11 \$175,000 to just under \$200,000 *(Show if D10a 150k plus (QD10 = 3))*
- 12 \$200,000 to just under \$225,000 *(Show if D10a 150k plus (QD10 = 3))*
- 13 \$225,000 to just under \$250,000 *(Show if D10a 150k plus (QD10 = 3))*
- 14 \$250,000 and over *(Show if D10a 150k plus (QD10 = 3))*
- 15 [DO NOT READ] Don't Know
- 16 [DO NOT READ] Prefer not to answer

**QD11**

Gender refers to how people feel, see, and express themselves in their day-to-day lives. What is your gender?

*DO NOT READ EXCEPT TO CLARIFY IF NECESSARY - Gender refers to the gender that a person internally feels and/or the gender a person publicly expresses in their daily life, including at work, while shopping, or accessing other services, in their home or in the broader community.*

- 1 Man
- 2 Woman
- 3 Non-binary person
- 96 Prefer to self-describe (specify): \_\_\_\_\_
- 99 [DO NOT READ] Prefer not to answer

**QD15**

Are you Indigenous, that is, First Nations, Métis, or Inuit?

**MULTIPLE RESPONSES ARE ACCEPTED**

- 1 Yes - First Nations
- 2 Yes - Métis
- 3 Yes - Inuit
- 4 Yes - Prefer to self-describe (specify) \_\_\_\_\_
- 5 No *(Exclusive)*
- 99 [DO NOT READ] Prefer not to answer *(Exclusive)*

**QD16** *Show if Not Indigenous (QD15\_S = 1 OR QD15\_99 = 1)*

Do you consider yourself a racialized person? A racialized person means someone, other than Indigenous people, who are non-Caucasian in race or non-white in colour.

- 1 Yes
- 2 No
- 96 Prefer to self-describe (specify): \_\_\_\_\_
- 99 [DO NOT READ] Prefer not to answer

**QD17**

Do you or a member of your household have a disability?

**Select all that apply**

- 1 Yes - myself
- 2 Yes - someone in my household
- 3 No *(Exclusive)*
- 99 [DO NOT READ] Prefer not to answer *(Exclusive)*



# Questionnaire

**QD18**

Do you consider yourself to be a member of the 2SLGBTQ+ community?

*ONLY IF ASKED: 2SLGBTQ+ STANDS FOR TWO SPIRIT, LESBIAN, GAY, BI-SEXUAL, TRANSGENDER, QUEER OR QUESTIONING, WITH THE PLUS RECOGNIZING THERE IS ALSO A WIDE SPECTRUM OF IDENTITIES BEYOND THOSE IN THE ACRONYM*

- 1 Yes
- 2 No
- 9 [DO NOT READ] Prefer not to answer

**F1a**

Finally, The City of Calgary regularly engages with citizens about municipal matters. Would you be interested in participating in future City research? Your contact information will be shared with The City of Calgary for research purposes only. Names and contact details will never be attached to your responses to this survey.

- 1 Yes
- 2 No
- 3 [DO NOT READ] Don't know

**F1b** *Show if F1a Yes (F1a = 1)*

Could I please have an email address where we can contact you?

*Read back email address phonetically to confirm.*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- 9 Prefer not to answer

**F1c** *Show if F1a Yes (F1a = 1)*

Could I please have your first and last name, and confirm your telephone number?

*If respondent indicates "this number is fine" please enter the phone number associated to this call.*

First name: \_\_\_\_\_  
Last name: \_\_\_\_\_  
Telephone number: \_\_\_\_\_

- 9 Prefer not to answer

**end1**

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