



2025 Economic Perspectives Research

Final Report

April 2025

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.

Methodology

The telephone survey was conducted by Advanis from March 18th to March 31st, 2025. A total of 508 Calgarians participated, completing the survey in an average of 15.73 minutes.

The survey was completed using numbers from both landlines (21%) and cell phones (79%) to obtain a random and statistically representative sample of Calgarians. The margin of error (MOE) for the total sample of n=508 is ± 4.3 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 81%. 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.

Highlights at a glance

QUALITY OF LIFE & ECONOMY



65%
(+7%pt)

Rate the **quality of life** in Calgary as “good”



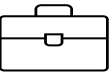
61%
(+11%pt)↑

Rate the **economy** in Calgary as “good”



53%
(-16%pt)↓

Expect the economy in Calgary to be **stronger or about the same** in the next six months



67%
(+7%pt)↑

Expect Calgary's **unemployment rate** to be worse six months from now

PROJECTS & INVESTMENT



56%
(+7%pt)↑

Trust The City to make the **right decisions** when it comes to **building projects**



51%
(+8%pt)↑

Agree Calgary is **attracting enough investment** from outside of the province to help the economy

ECONOMY & ROLE OF GOVERNMENT



61%

Trust The City to make the **right decisions** to strengthen Calgary's **economy****



63%

Are confident that The City of Calgary **will work together with local businesses** to strengthen the economy**

IMPACT OF TARIFFS



87%

Are concerned about the **impact of the US tariffs** on **Calgary's economy***



73%

Are concerned about the **impact of the US tariffs** on their **personal financial situation***



59%

Believe the tariffs will **remain in place long-term***



44%

Are confident in The City of Calgary's **ability to manage the economic impact** of the tariffs*

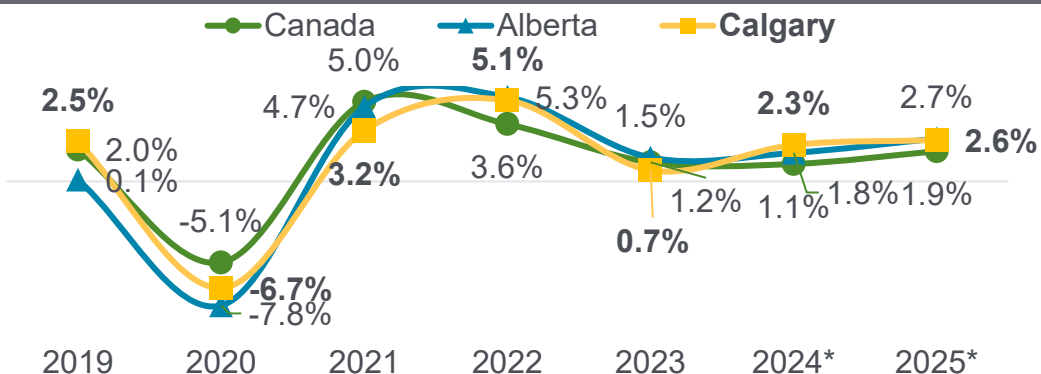
* Questions added in 2025, no trending available

** Question wording change in 2025 from “current economic recovery” to “strengthening Calgary's economy”, no trending available.

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

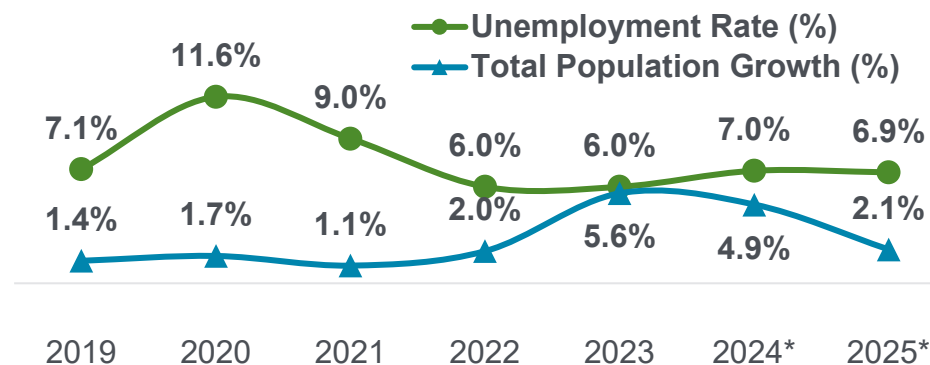
Survey context: Economic Indicators

REAL GROSS DOMESTIC PRODUCT GROWTH



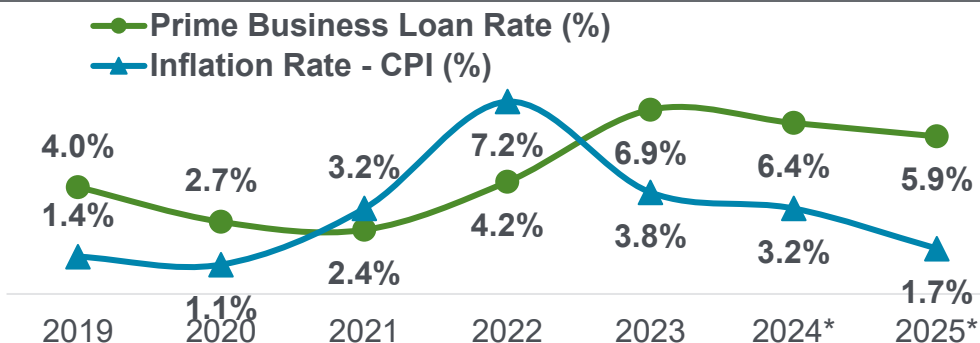
Real GDP in Calgary is forecasted to grow by 2.6% in 2025. A very mild increase compared to the 2024 forecast where GDP is forecasted to grow by 2.3%. This is in-line with expectations as over one-third of Calgarians in Q1 '25 expect the economy to be about the same in six months.

CALGARY INDICATORS



Despite population growth being forecasted to slow, the unemployment rate is forecasted to remain high but unchanged in 2025. However, two-thirds of Calgarians in Q1 '25 expect unemployment to get worse in the next six months.

INFLATION AND INTEREST RATES



While the forecasted inflation rate is forecasted to decline sharply in 2025 and forecasted interest rates are also projected to decrease too, over two-thirds of Calgarians in Q4 '24 were concerned with being able to afford necessities in the next six months.

PRICE OF OIL



Oil prices (WTI) in 2025 are forecasted to remain consistent with levels in 2024. Meanwhile, the majority of Calgarians in Q1 '25 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 2024-2029: Fall 2024 (<https://www.calgary.ca/research/economic-outlook.html>)

Survey context: April 2025

October 10: The City and the Province announce that an agreement had been reached to continue with some aspects of the Green Line LRT project.

October 23: The Bank of Canada cut its key interest rate from 4.25% to 3.75%, offering relief to Calgary businesses and homeowners by reducing borrowing costs. The Calgary Chamber of Commerce emphasized the potential for increased investment and hiring, though affordability challenges remain.

October 30: The OCIF Express program launched with \$5 million to help Calgary businesses hire and train talent in sectors like clean energy and digital tech. This funding is aimed at fostering economic growth in Calgary's fast-growing industries.

December 5: Eight members of the OPEC+ alliance postponed production increases (to 2.2 million barrels per day over the course of 2025) that have been scheduled to take effect on January 1st. The increases are now expected to start on April 1st.

December 11: The Bank of Canada further cut its key interest rate from 3.75% to 3.25%. The target interest rate has now decreased by 1.75%pts (from 5%) since the Spring of 2024.

December 13: The Province announces a revised Green Line proposal, including an elevated track downtown and 5 more stations, saying it would save more than \$1 billion.

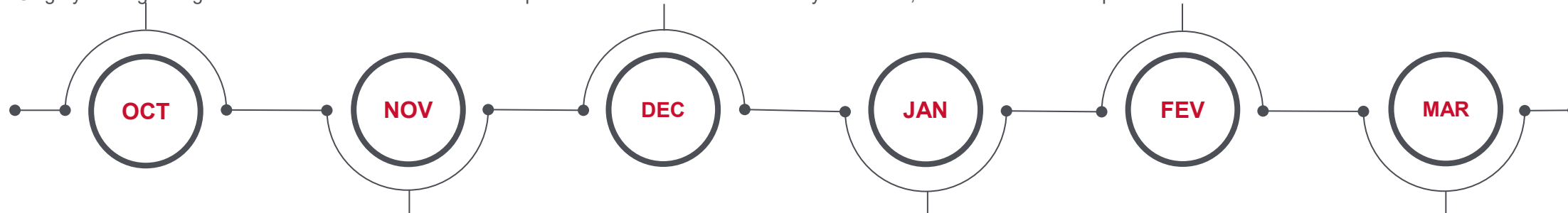
December 14: The temporary (GST/HST) break, aimed to provide tax relief on various holiday essentials, starts.

February 1: President Trump threatened to impose a 25% tariff on imports from Canada, then agreed to a 30-day pause on February 3.

February 7: According to the Corporate Economics report released by Statistics Canada, Calgary Economic Region unemployment rate reached 7.4% in January 2025.

February 15: End of GST/HST holiday tax break, adding pressure on food and alcohol costs.

February 18: The January Consumer Price Index (CPI) for Calgary Census Metropolitan Area rose 2.7% year-over-year, up from 2.4% in December.



November 15: Canada Post begins strike. Calgary businesses face disruptions to their mail delivery process. The Canadian Federation of Independent Business found that 72% of small and medium enterprises declared they were negatively affected by the strike in a survey.

November 27: The Prairie Gateway Project, a joint venture between Rocky View County and The City, is approved by the Calgary Metropolitan Region Board. It aims to create over 6,750 jobs and generate \$1.6 billion in infrastructure investment.

January 29: The Bank of Canada lowered its policy interest rate by 0.25. In its January Monetary Policy Report, the BoC forecasts that CPI inflation will be 2.3% in 2025 and 2.1% in 2026.

January 29: The Bank of Canada's Monetary Policy Report states that inflation in Canada has been around 2% since August 2024. Alberta's inflation rate was 3.4%, with shelter, transportation and recreation, education and reading being the top three contributors to Alberta's inflation rate.

March 4: Trump's 25% tariff on all imports from Canada went into effect. In response, the Government of Canada released a list of 1,256 US imports (mostly food, textiles and chemicals) subject to a 25% tariff.

March 12: The Bank of Canada lowered its policy interest rate by 0.25 to 2.75%, the seventh consecutive rate cut since June 2024.

March 13: The Government of Canada released a list of 539 US imports subject to tariffs, mostly covering steel, aluminum and other targeted products. Tariffs were imposed in response to US steel and aluminum tariffs.

* Economic Perspectives Surveys Field Dates:

- 2024 Wave 3: September 18 to October 1
- 2024 Wave 4: November 20 to December 5
- 2025 Wave 1: March 18 to March 31

Key findings

Perceptions of overall quality of life in Calgary increased in the first quarter of 2025, albeit not significantly, returning to levels observed in the second and third quarters of 2024.

- Two-thirds (65%) of Calgarians currently rate their quality of life in Calgary as “good” (ratings of seven to ten on a ten-point scale), compared to 58% in the last quarter of 2024.

Positive perceptions of Calgary’s economy have increased significantly since last quarter, rising 11 percentage points to 61%, the highest level in over a year (since November 2023).

- Positive perceptions of the economic situation in Alberta (54%) and Canada (39%) have remained stable since last quarter.
- Older Calgarians (aged 55+) are relatively more optimistic, with 67% and 64% viewing Calgary’s and Alberta’s economy positively, respectively.
- Higher-income Calgarians (earning \$150,000 or more) are also more likely to have a favorable view of Calgary’s economic situation (70%).
- On the other hand, lower-income Calgarians (earning up to \$90,000) are less likely to hold positive views of Calgary’s (52%) and Alberta’s (46%) economic situation.

However, predictions of a weaker economy have also risen 11 percentage points, up to 41%, since last quarter.

- This coincides with an almost equivalent drop in the number of Calgarians who think the economy will be about the same 6 months from now (down to 38%), which means those who expect the economy to be stronger has remained virtually unchanged (16%).
- Interestingly, younger Calgarians (aged 18 to 34) are more likely to feel optimistic about the economy strengthening in the coming months (25%), as are those who identify as BIPOC (23%) and residents with a household income of less than \$90k (22%).

Key findings

Perceptions of The City's role in supporting economic strengthening have improved significantly since last quarter.

- Trust in The City when it comes to building projects has increased to 56%, up from 49% in November 2024.
- Perceptions that Calgary is attracting enough investments from outside the province have risen to 51%, up from 43% last quarter.
- However, the proportion of those expecting unemployment rates to get worse than it is today has risen to 67% (from 60% last quarter).

Calgarians are concerned about the impact of U.S. tariffs, and fewer than half are confident in The City's ability to manage those effects.

- Most Calgarians are concerned about the impact of US tariffs on Calgary's economy (87%) and their personal financial situation (73%).
- Over one-half (59%) believe it is likely the tariffs will remain in place long-term, and a similar number (54%) are not confident in The City's ability to manage their impact.
- Women are more concerned about the impacts on the economy and their financial situation (93% and 81%, respectively) when compared to their male counterparts (84% and 66%, respectively).
- Women are also more likely to believe that US tariffs will remain in place long-term (64% vs. 53% of men).
- On the other hand, households with children (47% vs. 65% no children) and those earning over \$150k (48% vs. 64% under \$150k household income) are less likely than their counterparts to believe US tariffs will remain in place long-term.

Calgarians consistently believe it is a good time for The City to invest in infrastructure

- About three-quarters (73%) of Calgarians believe now is a good time for The City to invest in new projects like roads, public transportation, and local facilities.
- Projects that create jobs are now more than ever seen as the most important (68%), followed by those that enhance economic diversity (52%), both have increased, by 8%pts and 3%pts respectively, since November 2024.

Awareness of The City of Calgary's role in collecting provincial property tax on behalf of the Provincial Government has remained stable

- Awareness of The City of Calgary's role in collecting provincial property taxes on behalf of the Provincial Government remains nominally unchanged since November 2024, currently at 59%.
- Similarly, awareness that 35% of the taxes collected by The City are transferred to the province has also remained stable, at 45%.

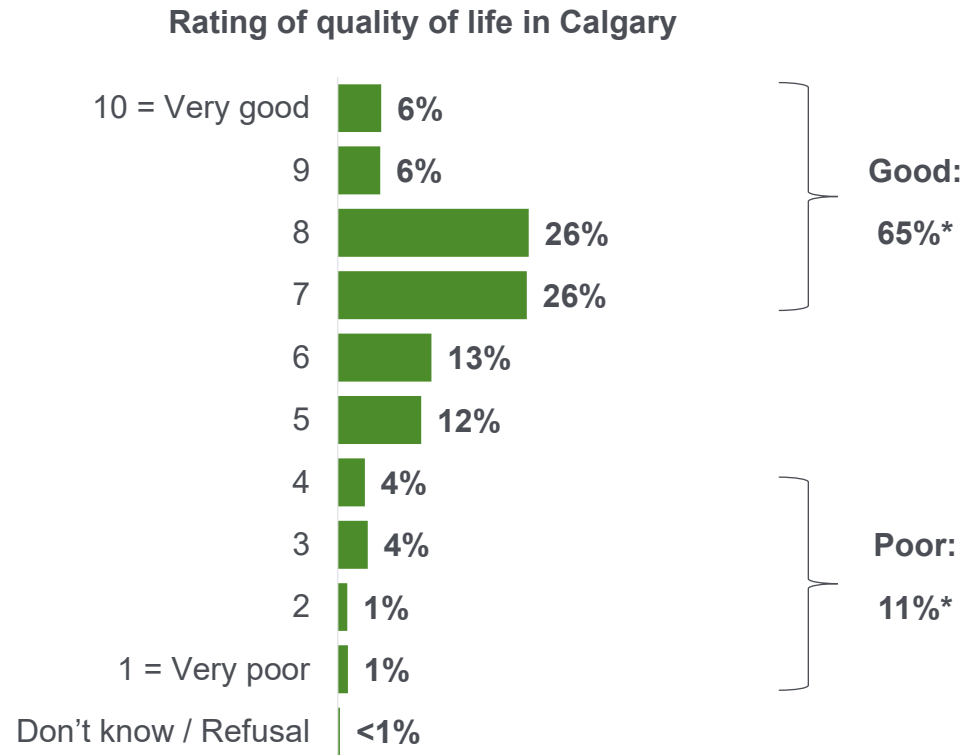


Detailed findings

Quality of life

Overall quality of life in Calgary

About two-thirds (65%) of Calgarians rate their quality of life in Calgary as “good” while just a small proportion (11%) rate it as “poor”.

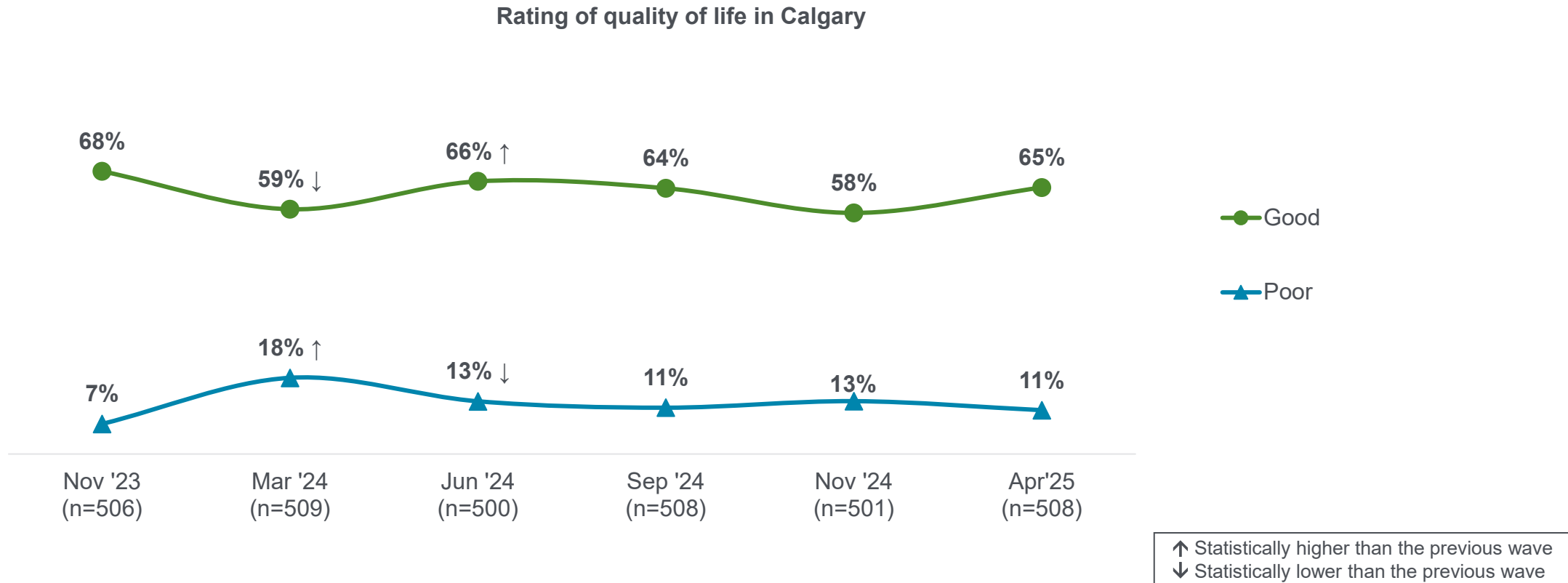


Q2. On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in Calgary today?
Base: all respondents (n=508)

* Rounding

Tracking overall quality of life in Calgary

Positive quality of life ratings experienced a nominal, but not statistically significant, increase from 58% in November 2024 to 65% this quarter, returning to the levels observed in the second and third quarters of 2024.



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

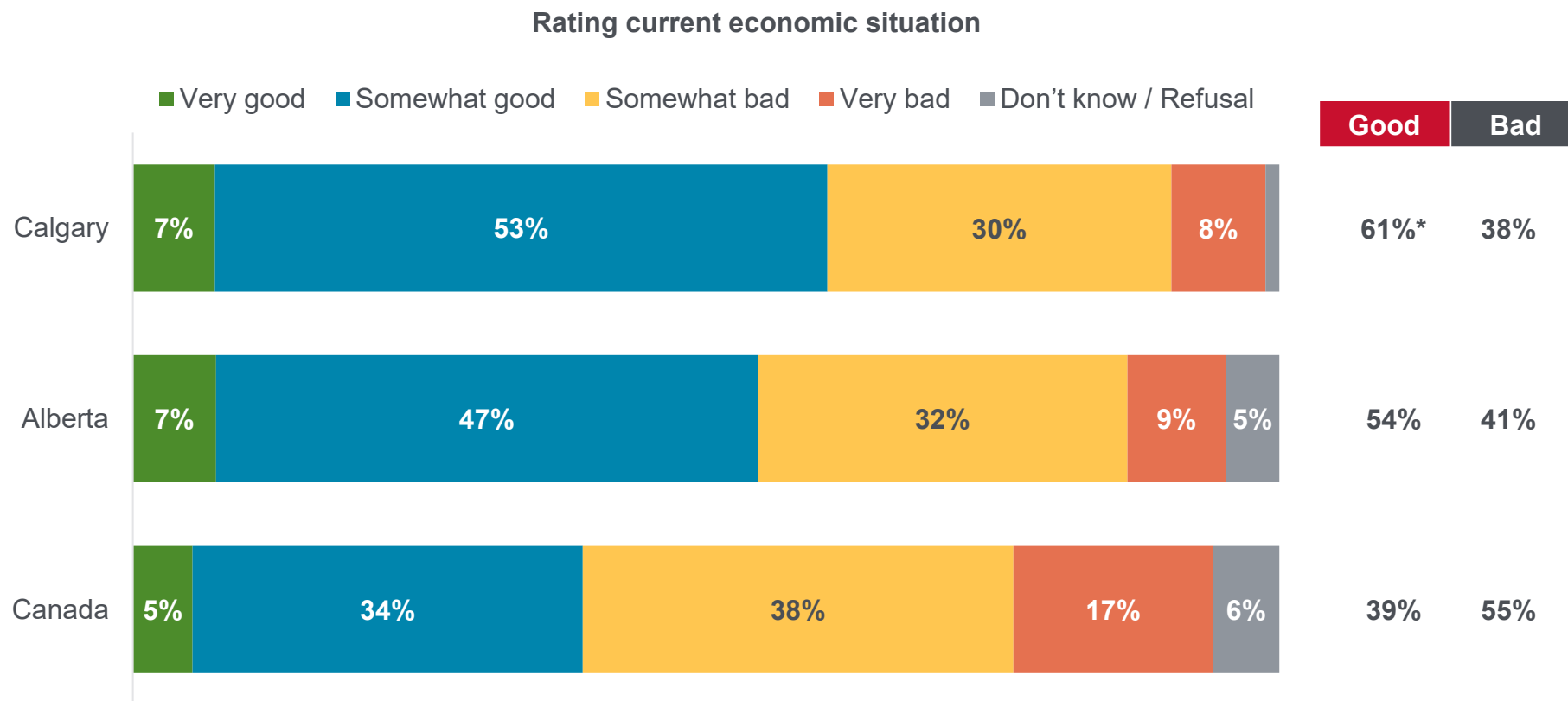


Detailed findings

The economy and economic recovery

Current economic situation

Over one-half of Calgarians perceive the economic situation in Calgary (61%) and Alberta as “good” (54%). In contrast, a similar number (55%) have a negative perception of the economic situation in Canada.



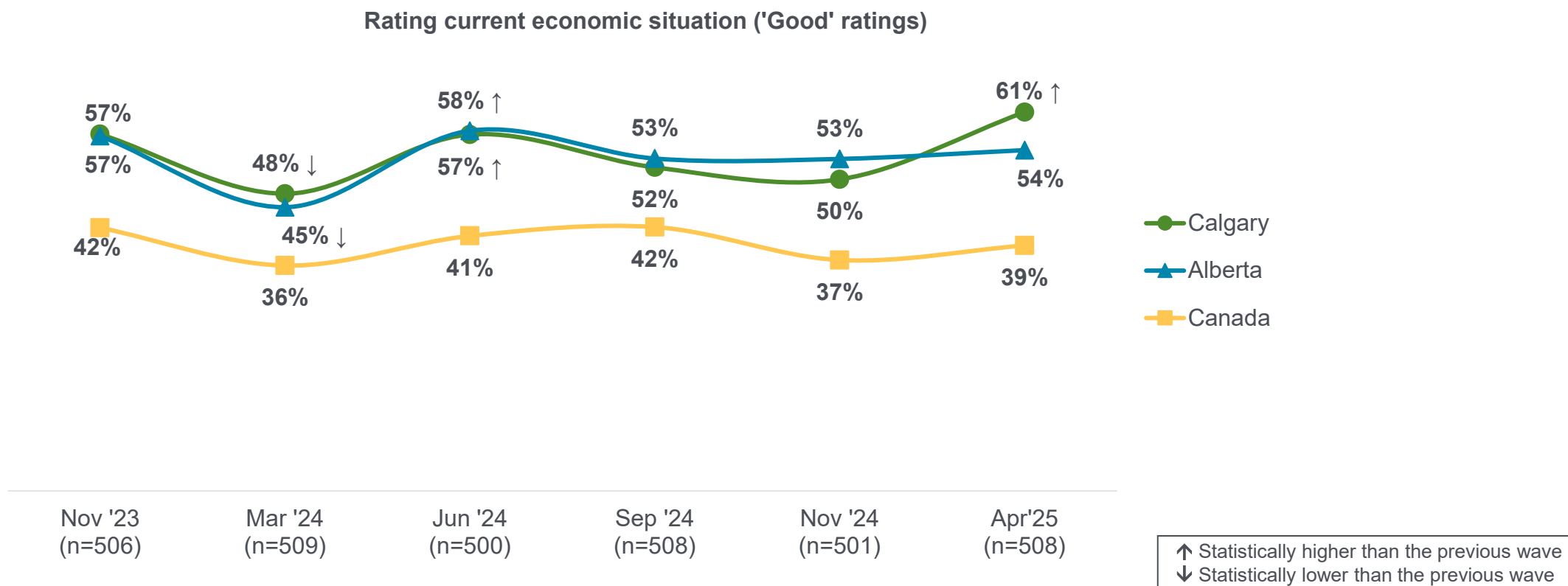
Q6. How would you describe the current economic situation in...?
Base: all respondents (n=508)

Data labels <4% not shown

* Rounding

Tracking current economic situation

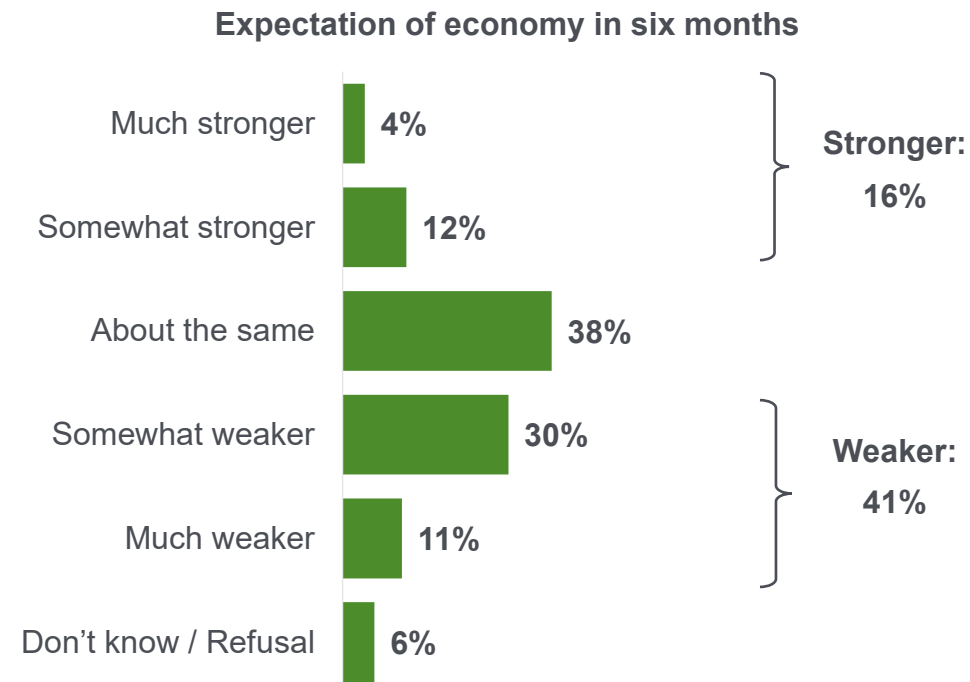
Those rating the economic situation in Calgary as “good” (61%) have increased significantly compared to last quarter (50%). Positive ratings of the current economic situation in Canada and Alberta remain unchanged from last quarter.



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

Future of the economy in Calgary

About two-in-five (41%) Calgarians anticipate that the economy will weaken in six months and a similar number (38%) anticipate it will stay about the same. Only a few (16%) expect it to be stronger.

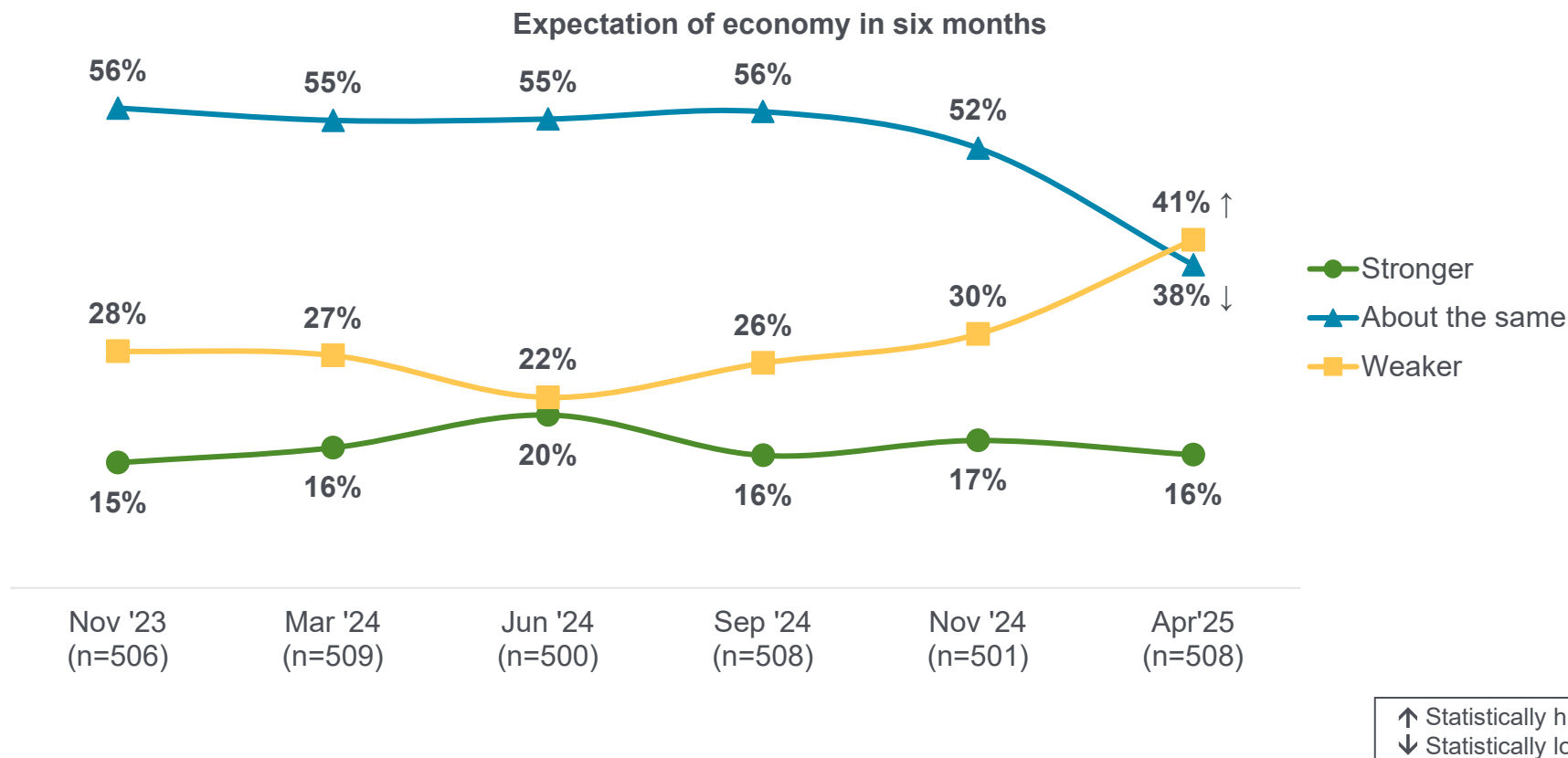


Q7. Looking ahead six months from now, do you expect the economy in Calgary to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

Base: all respondents (n=508)

Tracking future of the economy in Calgary

Expectations for Calgary's economy to be weaker six months from now have increased significantly (41% vs. 30% in November 2024), while expectations for Calgary's economy to remain the same have decreased almost equivalently since last quarter (38% vs. 52% in November 2024). Expectations for the economy to be stronger have remained stable since September 2024.

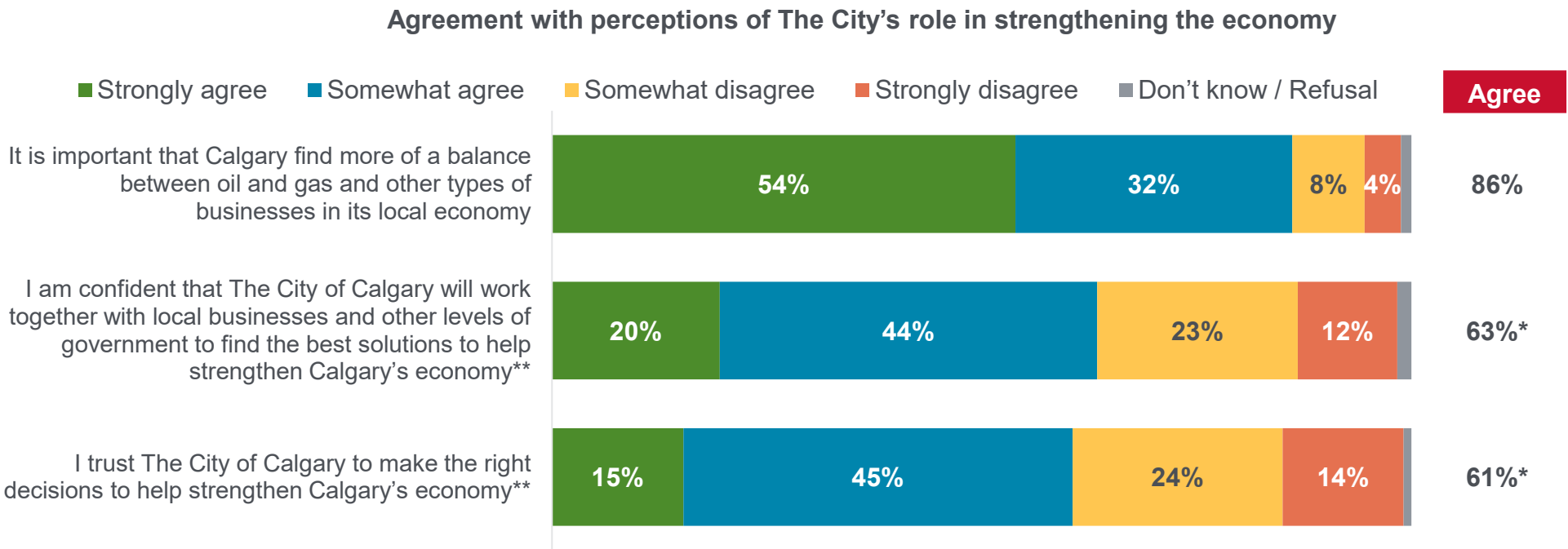


Q7. Looking ahead six months from now, do you expect the economy in Calgary to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

Base: all respondents

Perceptions of The City’s role in strengthening the economy and investments

A large majority (86%) 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. Nearly two-thirds (63%) express confidence that The City will collaborate effectively with local businesses and other levels of government to find optimal solutions to help strengthen Calgary’s economy and a similar number (61%) trust The City to make the right decisions to strengthen Calgary’s economy.



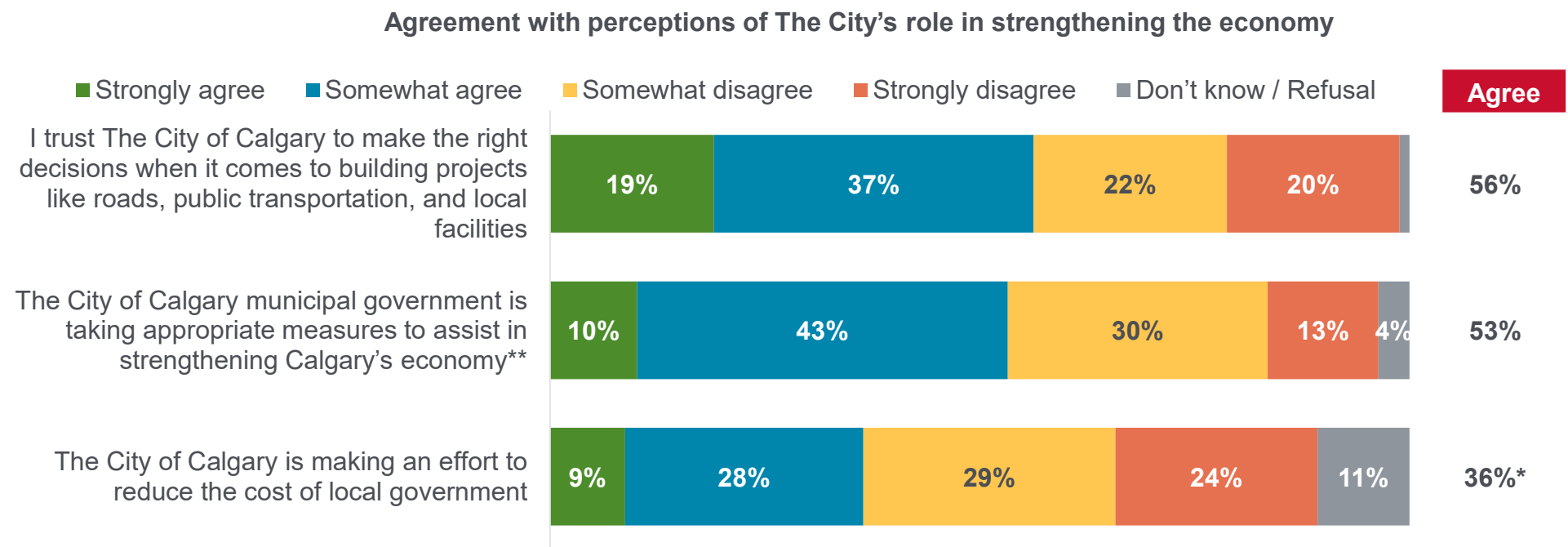
Q9A. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements about the role you would like to see The City of Calgary play in strengthening Calgary's economy.
** Question wording change in 2025 from “current economic recovery” to “strengthening Calgary's economy”.
Base: all respondents (n=508)

Data labels <4% not shown

* Rounding

Perceptions of The City’s role in strengthening the economy and investments (continued)

Just over one-half of Calgarians (53%) believe the municipal government is actively implementing appropriate measures to strengthen Calgary's economic and a similar number (56%) trust The City to make the right decisions regarding building projects. About one-third (36%) feel that The City is making an effort to reduce the cost of local government.



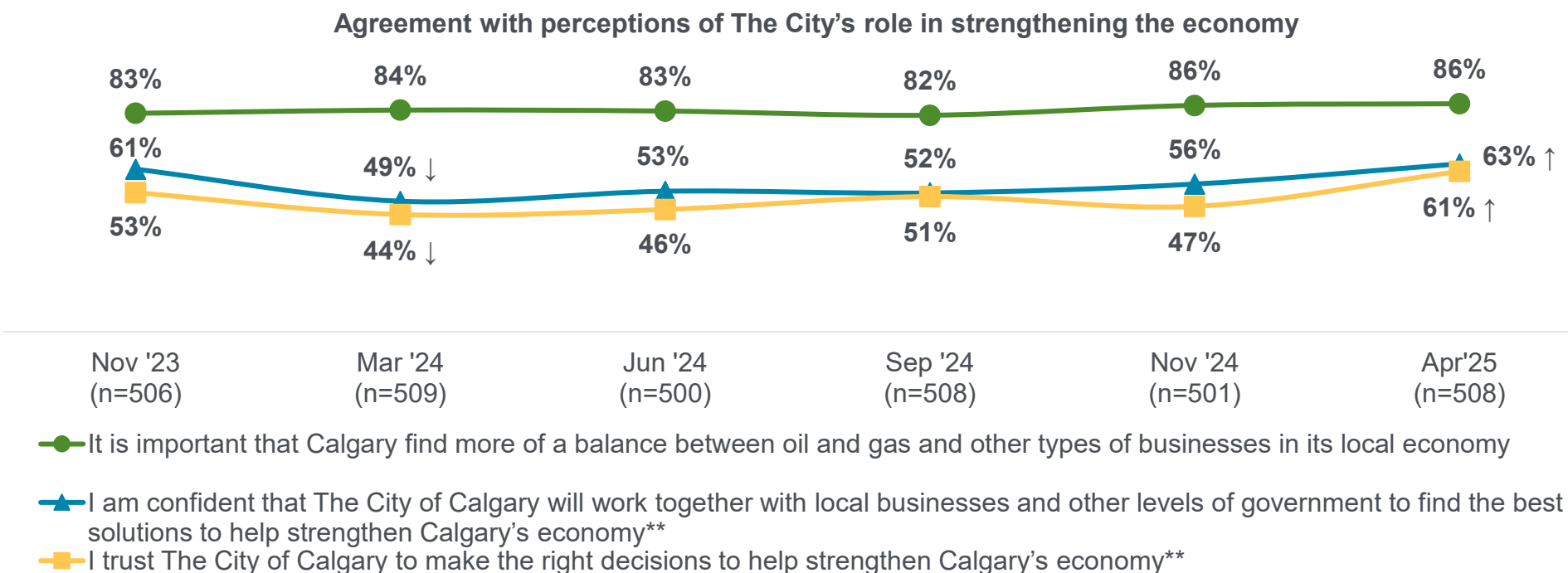
Q9A. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements about the role you would like to see The City of Calgary play in strengthening Calgary's economy.
** Question wording change in 2025 from “current economic recovery” to “strengthening Calgary's economy”.
Base: all respondents (n=508)

Data labels <4% not shown

* Rounding

Tracking perceptions of The City's role in strengthening the economy

Calgarians' confidence that the City will collaborate effectively with local businesses and other levels of government to find optimal solutions to help strengthen Calgary's economy increased to 63%***, up from 56% last quarter. Similarly, trust in The City to make right decisions to strengthen Calgary's economy rose to 61%** compared to 47% last quarter.



Q9A. 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 strengthening Calgary's economy.

** Question wording change in 2025 from "current economic recovery" to "strengthening Calgary's economy", interpret differences with caution.

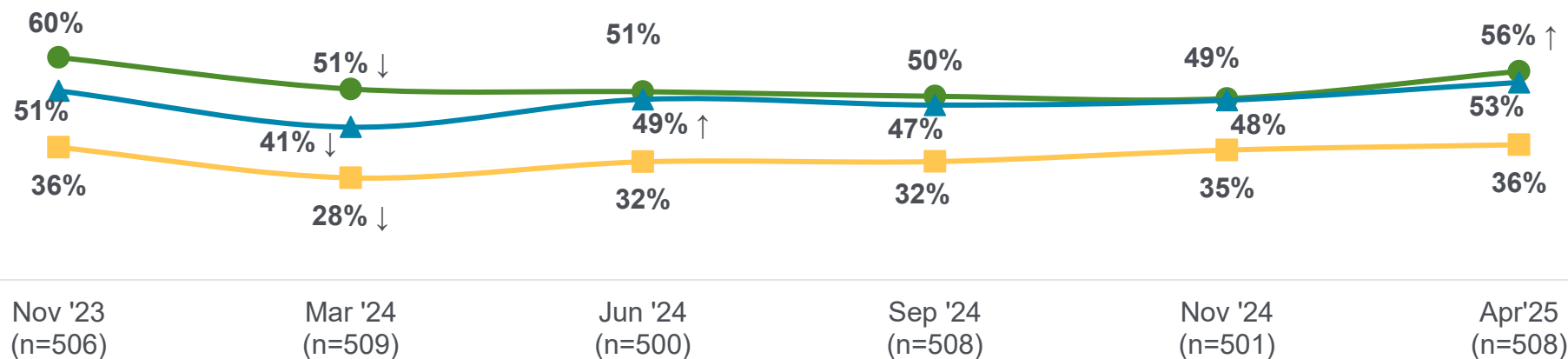
Base: all respondents

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

Tracking perceptions of The City's role in strengthening the economy (continued)

Trust in The City's ability to make the right decisions regarding building projects have increased to 56% from 49% in November 2024. Perceptions about The City taking appropriate measures to assist in strengthening Calgary's economy and The City's effort to reduce the cost of local government have remained stable since November 2024.

Agreement with perceptions of The City's role in strengthening the economy



- I trust The City of Calgary to make the right decisions when it comes to building projects like roads, public transportation, and local facilities
- ▲ The City of Calgary municipal government is taking appropriate measures to assist in strengthening Calgary's economy**
- The City of Calgary is making an effort to reduce the cost of local government

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

Q9A. 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 strengthening Calgary's economy.

** Question wording change in 2025 from "current economic recovery" to "strengthening Calgary's economy", interpret differences with caution.

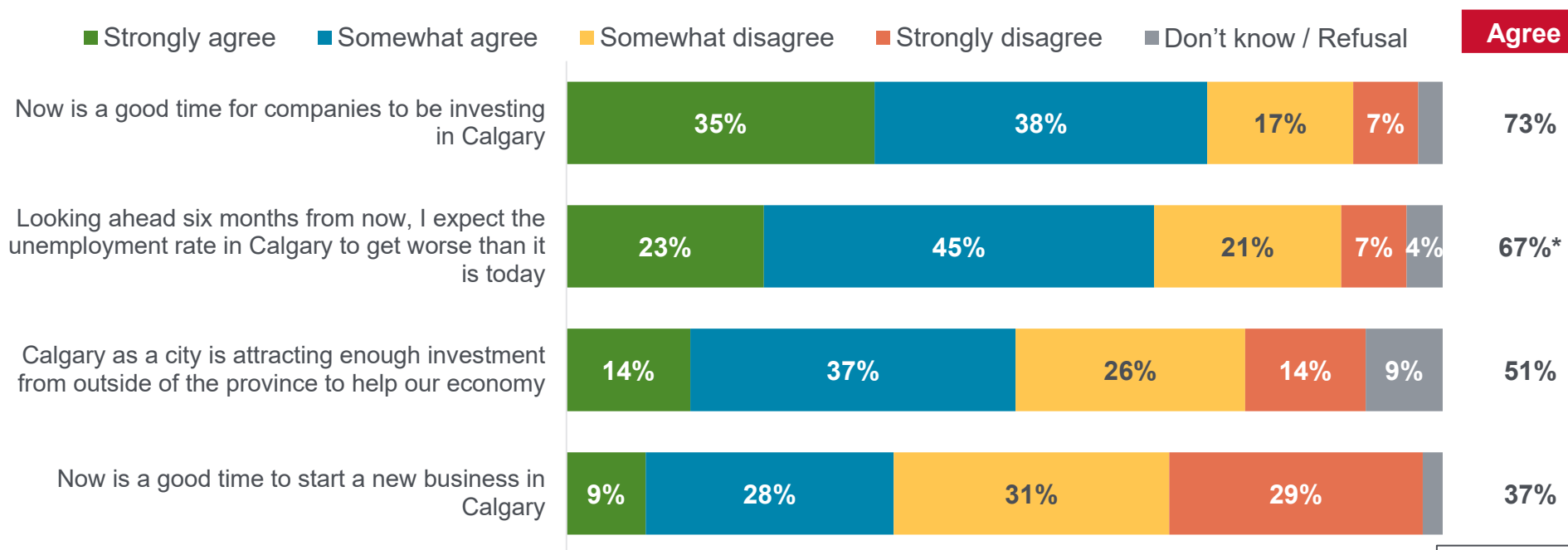
Base: all respondents

Perceptions of Calgary's current economy

A majority of Calgarians (73%) think it's a good time for companies to invest in Calgary, but only just over one-third (37%) perceive now is a good time to start a new business in The City.

Two-thirds (67%) expect the unemployment rate in Calgary to worsen over the next six months, and one-half (51%) believe that Calgary is attracting sufficient out-of-province investment to support the economy.

Agreement with perceptions of Calgary's current economy



Data labels <4% not shown

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

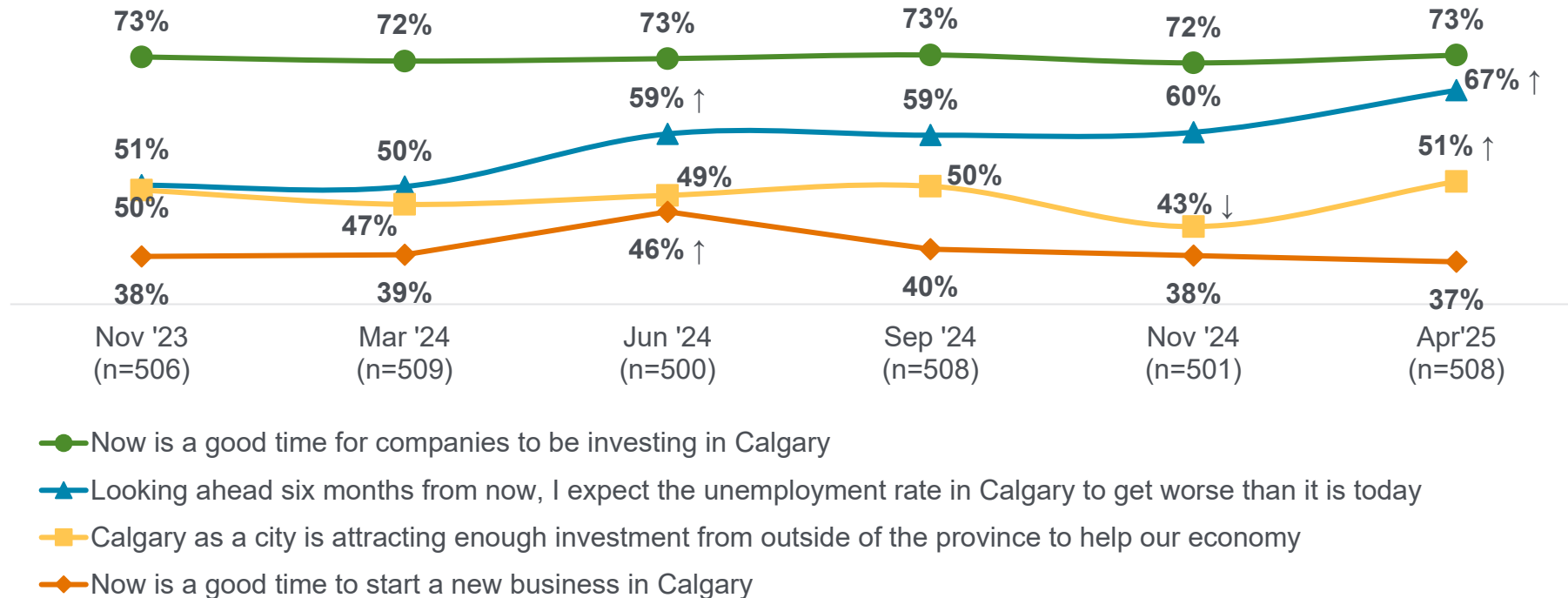
Base: all respondents (n=508)

* Rounding

Tracking perceptions of Calgary's current economy

The proportion of Calgarians who perceive that The City is attracting sufficient investment from outside the province has increased to 51% from 43% last quarter. At the same time, expectations that the unemployment rate will deteriorate over the next six months have increased to 67%, compared to 60% last quarter. Perceptions about now being a good time to start a new business or to be investing in Calgary remain unchanged.

Agreement with perceptions of Calgary's current economy



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

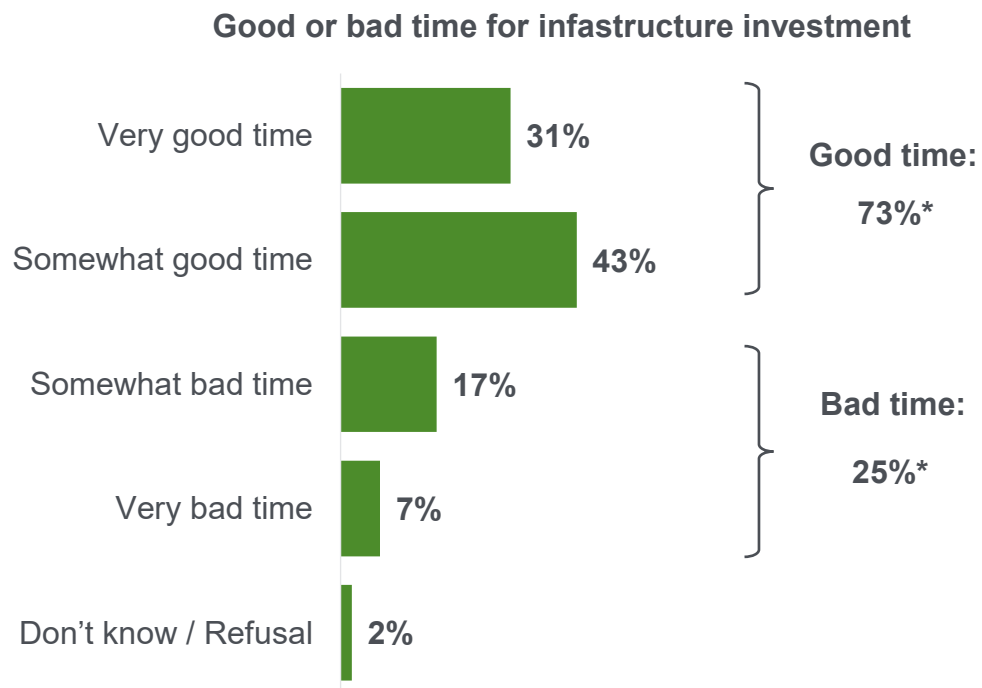


Detailed findings

Infrastructure investment

Infrastructure investment

Nearly three-quarters (73%) of Calgarians believe now is a good time for The City to invest in new projects like roads, public transportation, and local facilities.

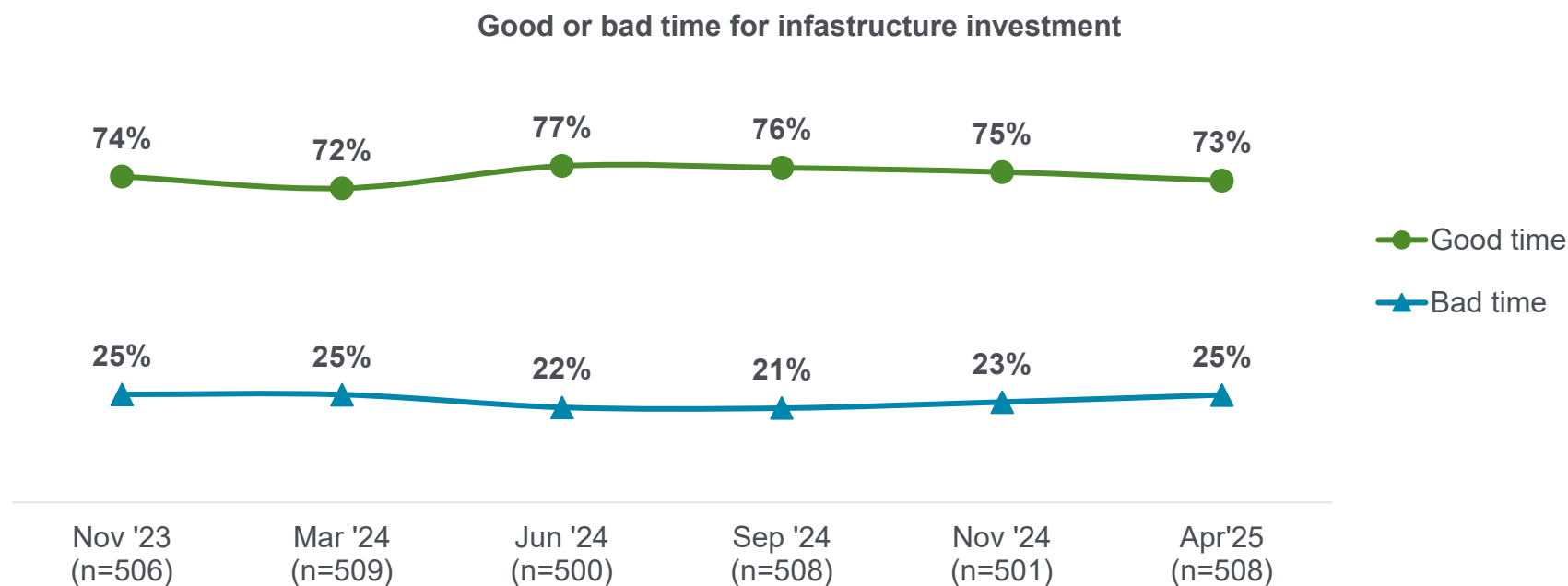


II1. Generally speaking, do you think that it is a good time or a bad time for The City of Calgary to be investing in new projects like roads, public transportation, and local facilities?
Base: all respondents (n=508)

* Rounding

Tracking infrastructure investment

The proportion of Calgarians who believe it is a good time for The City to invest in infrastructure has remained stable since June 2024.



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.

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?

- ☐ 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

II2BOS2 - 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

II2BOS3 - The next two are:

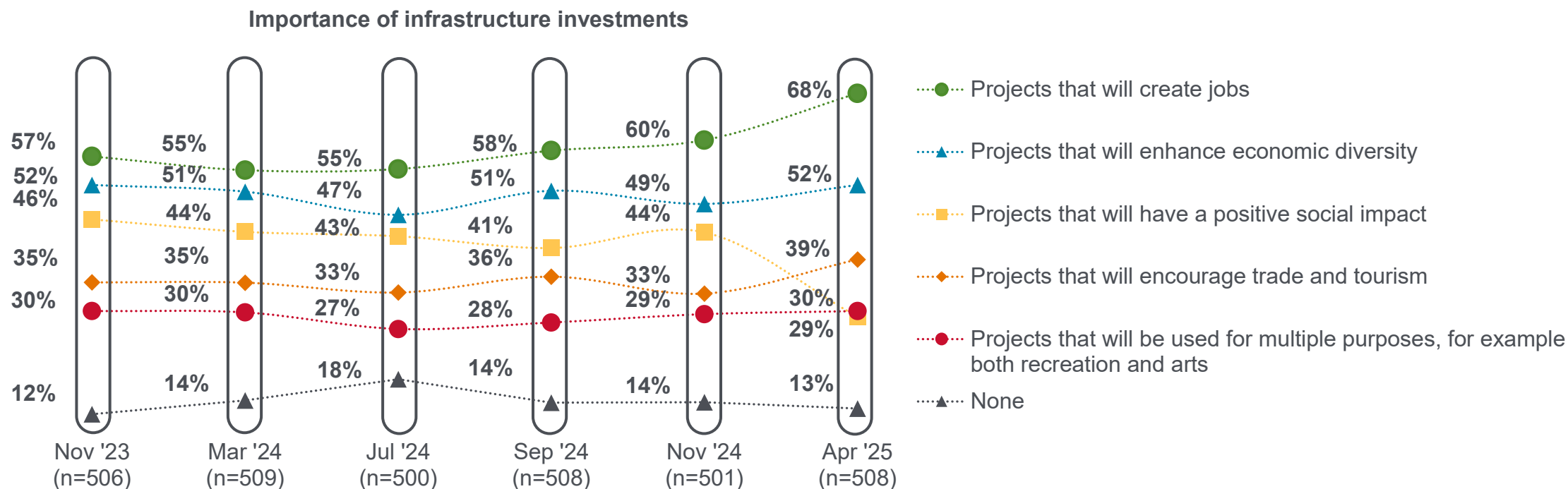
ONLY IF NEEDED, REPEAT "Which of these two types of projects do you think is most important?"

- ☐ 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

Job-creating projects remain the top priority for Calgarians, with 68% rating them as most important. The gap between these and projects focused on enhancing economic diversity (52%) has widened by 16 percentage points this quarter.

Meanwhile, the perceived importance of projects with a social impact has declined significantly, dropping 15 points to 29%. In contrast, support for projects that promote trade and tourism has increased from 33% to 39%, making them the third-highest priority among Calgarians.



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 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

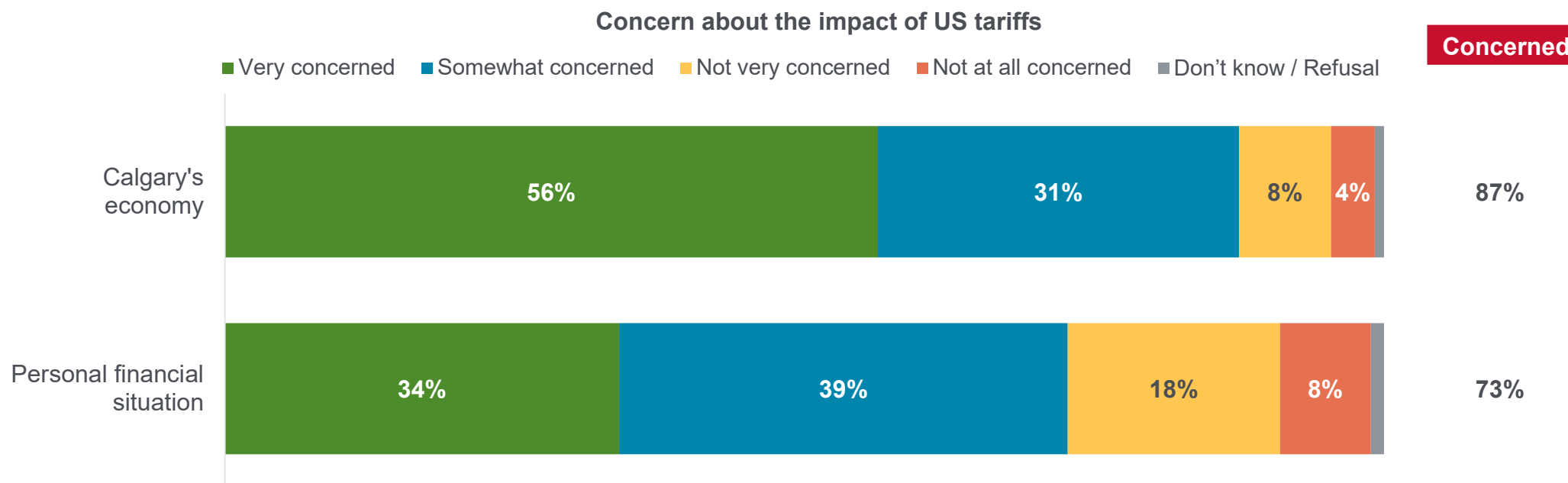


Detailed findings

Perspectives on impact of US tariffs

Concerns about the impact of US tariffs

Nearly all Calgarians (87%) are concerned about the impact of US tariffs in Calgary's economy and about three-quarters (73%) are concerned about the impact on their personal financial situation.

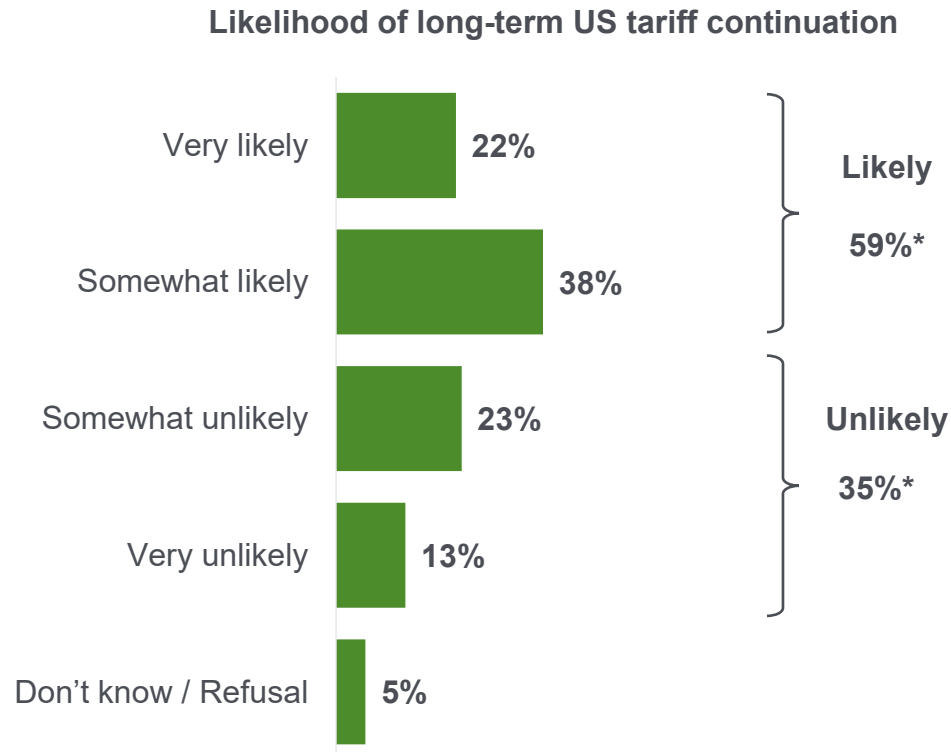


TA1. How concerned are you about the impact of the US tariffs on Calgary's economy?
TA2. And how concerned are you about the impact of the tariffs on your personal financial situation?
Base: all respondents (n=508)

Data labels <4% not shown

Perceptions of long-term future of US tariffs

Over one-half (59%) of Calgarians believe the US tariffs are likely to remain long-term, while just over one-third (35%) believe this to be unlikely.

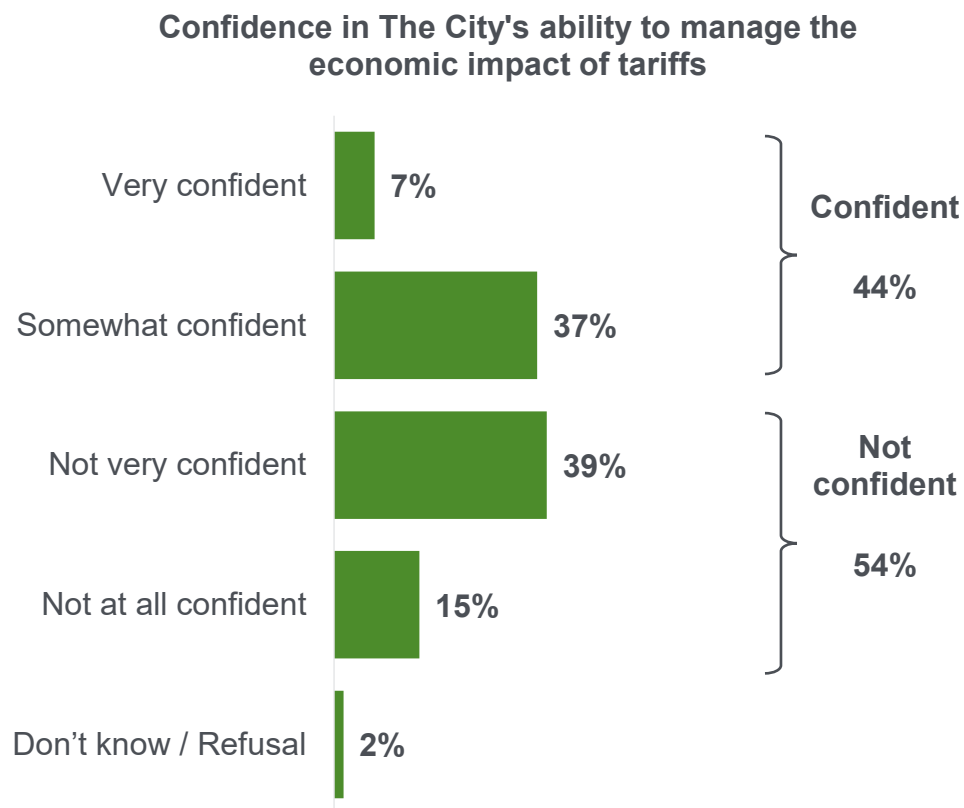


TA3. How likely do you think that the tariffs will remain in place long-term?
Base: all respondents (n=508)

* Rounding

Confidence in The City's ability to manage tariffs' impact

Calgarians are divided in their confidence regarding The City's ability to handle the economic impact of US tariffs: 44% are confident, while 54% are not.



TA4. How confident are you in The City of Calgary's ability to manage the economic impact of the tariffs?
Base: all respondents (n=508)



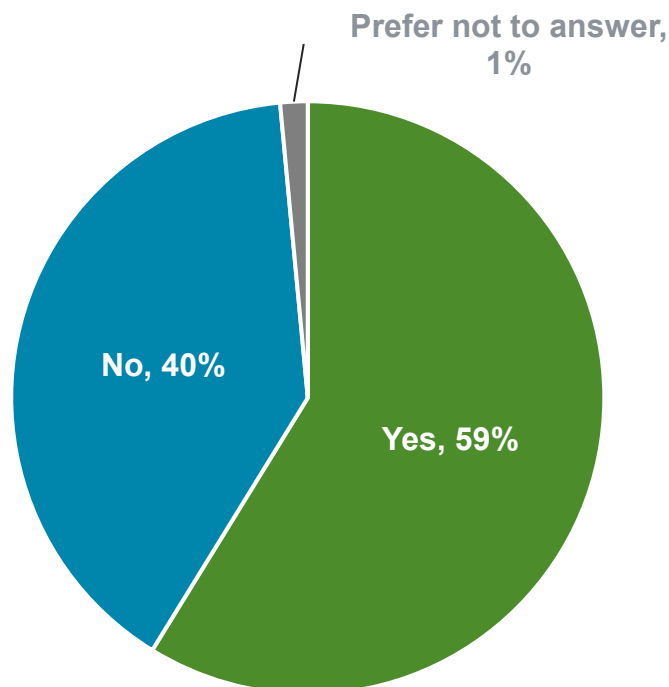
Detailed findings

Taxes and user fees

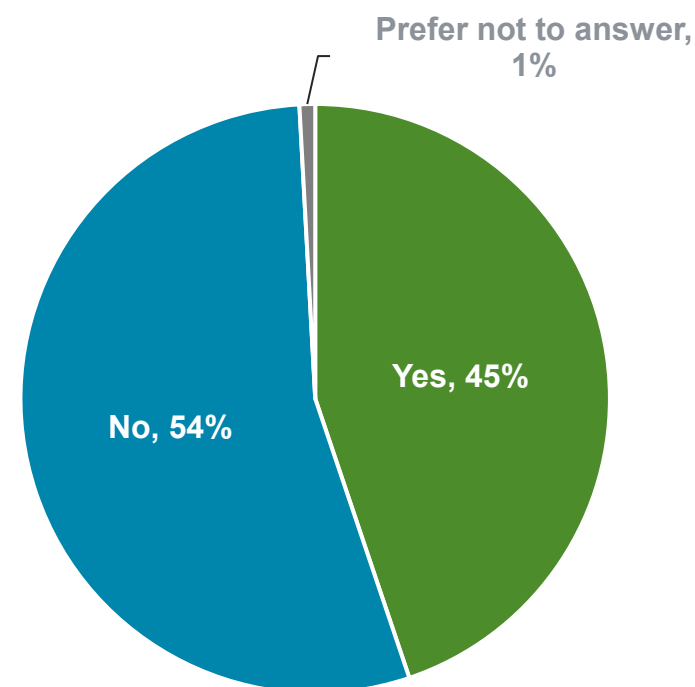
Awareness of The City collecting provincial property tax

Over one-half (59%) of Calgarians are aware that The City collects property tax on behalf of the Provincial government. A smaller proportion (45%) are aware that 35% of taxes collected by The City are transferred to the Province.

Aware The City collects property tax on behalf of the Provincial Government



Aware 35% of taxes collected by The City are transferred to the Province



PT1. Were you aware that The City of Calgary collects provincial property tax on behalf of the provincial government?

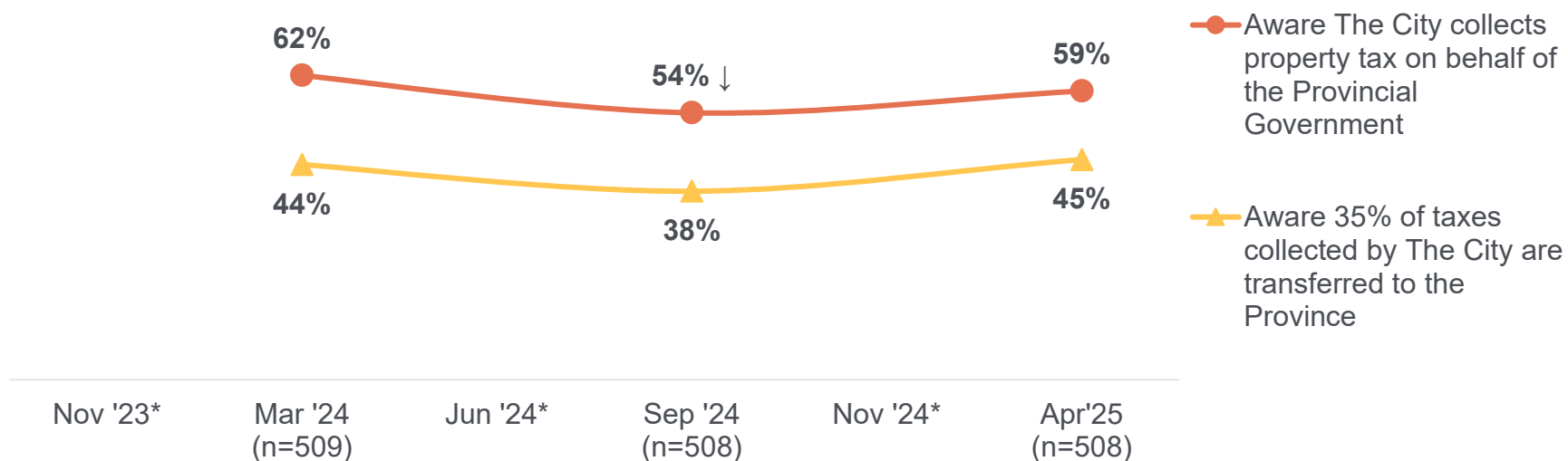
PT2. Were you aware that approximately 35 per cent of taxes The City collects is transferred to the Province?

Base: all respondents (n=508)

Tracking awareness of The City collecting provincial property tax

Awareness of The City of Calgary's role in collecting provincial property tax on behalf of the Provincial Government (59%) has remained stable, increasing only nominally since September 2024. Awareness that 35% of the taxes collected by The City are transferred to the province (38%) has also increased nominally, but not significantly, since September 2024, returning to levels seen in March 2024.

Aware The City collects and transfers property tax to the Provincial government



PT1. Were you aware that The City of Calgary collects provincial property tax on behalf of the provincial government?
PT2. Were you aware that approximately 35 per cent of taxes The City collects is transferred to the Province?
Base: all respondents

* Questions asked semi-annually

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



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

- Older Calgarians (aged 55 and older) are more optimistic about the economic situation in Calgary (67%) and Alberta (64%). They are also more likely to describe the overall quality of life in Calgary as “good” (72%).
- Younger Calgarians (aged 18 to 34), in contrast, are less optimistic about the current economic situation in Alberta (43%) when compared to older age groups. However, they are more likely than older age groups to expect the economy to be stronger in the following six months (25%).
- Residents in the Northwest (49%) are more optimistic about the economic situation in Canada compared to other regions.

	Gender		Age group			Quadrant			
	Woman (n=205)	Man (n=265)	18-34 (n=96)	35-54 (n=166)	55+ (n=246)	S.W. (n=149)	S.E. (n=131)	N.W. (n=144)	N.E. (n=84)
Overall quality of life in Calgary (% good)	67%	66%	61%	62%	72% ↑	71%	59%	66%	60%
Current economic situation: Calgary (% good)	64%	58%	54%	59%	67% ↑	58%	61%	65%	57%
Current economic situation: Alberta (% good)	55%	59%	43% ↓	54%	64% ↑	50%	53%	61%	55%
Current economic situation: Canada (% good)	44%	38%	37%	37%	44%	37%	31%	49% ↑	39%
Expectation of economy in six months (% stronger)	15%	15%	25% ↑	10% ↓	14%	14%	16%	16%	17%
Good or bad time for infrastructure investments (% good time)	76%	72%	77%	74%	69%	69%	76%	74%	75%

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

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

Segment differences

- Women are more likely to be concerned about the impact of US tariffs in Calgary's economy and their personal financial situation (93% and 81%, respectively) when compared to men (84% and 66%, respectively). Women are also more likely to believe the US tariffs will remain in place long-term (64% vs. 53% for men).

	Gender		Age group			Quadrant			
	Woman (n=205)	Man (n=265)	18-34 (n=96)	35-54 (n=166)	55+ (n=246)	S.W. (n=149)	S.E. (n=131)	N.W. (n=144)	N.E. (n=84)
Concern about the impact of US tariffs in Calgary's economy (% concerned)	93% ↑	84% ↓	89%	85%	89%	90%	87%	88%	85%
Concern about the impact of US tariffs in personal financial situation (% concerned)	81% ↑	66% ↓	78%	72%	69%	76%	78%	66%	71%
Likelihood of US tariffs remaining in place long-term (% likely)	64% ↑	53% ↓	61%	55%	63%	59%	63%	56%	61%
Confidence in The City's ability to manage the economic impact of the tariffs (% confident)	47%	42%	47%	40%	47%	40%	41%	51%	45%

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 (earning less than \$90k) are less positive about the current economic situation in Calgary (52%) and Alberta (46%) compared to those with annual household incomes of \$90k or more. However, lower-income Calgarians are more likely to expect the economy to be stronger in six months (22%).
- Individuals identifying as BIPOC (23%) more more likely to expect the economy to become stronger in six months compared to Calgarians that do not identify as BIPOC (11%).

	Children in HH		BIPOC*		Household income		
	Yes (n=149)	No (n=356)	Yes (n=110)	No (n=357)	<\$90k (n=165)	\$90k-<\$150k (n=152)	\$150k+ (n=136)
Overall quality of life in Calgary (% good)	61%	67%	59%	68%	62%	63%	70%
Current economic situation: Calgary (% good)	59%	62%	56%	63%	52% ↓	60%	70% ↑
Current economic situation: Alberta (% good)	56%	54%	52%	58%	46% ↓	56%	61%
Current economic situation: Canada (% good)	40%	39%	38%	42%	42%	35%	45%
Expectation of economy in six months (% stronger)	16%	15%	23% ↑	11% ↓	22% ↑	14%	9% ↓
Good or bad time for infrastructure investments (% good time)	76%	72%	77%	73%	76%	71%	74%

* BIPOC: Black, Indigenous, and People of Color.

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

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

- Those without children in their household are more likely to believe the US tariffs will remain in place long-term (65% vs. 47% of households with children).
- Calgarians with a household income over \$150k are less likely to believe US tariffs will remain in place long-term (48%) compared to those with annual household income lower than \$150k.

	Children in HH		BIPOC*		Household income		
	Yes (n=149)	No (n=356)	Yes (n=110)	No (n=357)	<\$90k (n=165)	\$90k-<\$150k (n=152)	\$150k+ (n=136)
Concern about the impact of US tariffs in Calgary's economy (% concerned)	86%	89%	87%	90%	89%	89%	88%
Concern about the impact of US tariffs in personal financial situation (% concerned)	75%	71%	79%	71%	78%	69%	71%
Likelihood of US tariffs remaining in place long-term (% likely)	47% ↓	65% ↑	60%	59%	64%	64%	48% ↓
Confidence in The City's ability to manage the economic impact of the tariffs (% confident)	39%	47%	45%	45%	50%	41%	44%

* BIPOC: Black, Indigenous, and People of Color.

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

ISC: Unrestricted

2025 Economic Perspectives Research Report | April 2025

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



Respondent profile

Respondent profile

Gender	Weighted %	Unweighted %
Woman	44%	40%
Man	46%	52%
Non-binary person	<1%	<1%
Prefer to self-describe	<1%	<1%
Prefer not to answer	9%	7%

Quadrant	Weighted %	Unweighted %
Southwest	28%	29%
Southeast	24%	26%
Northwest	28%	28%
Northeast	20%	17%

Age	Weighted %	Unweighted %
18-24	9%	6%
25-34	20%	12%
35-44	21%	18%
45-54	17%	15%
55-64	11%	16%
65-74	11%	17%
75+	11%	16%

Employment status	
Employed full-time	53%
Employed part-time	12%
Retired	23%
Unemployed	7%
Student	4%
Unable to work because of sickness or disability	3%
Unpaid / volunteer work	2%
Looking after home / family	2%
Other	1%
Prefer not to answer	<1%

Annual household income	
Less than \$90,000	34%
\$90,000 to just under \$150,000	30%
\$150,000 and over	27%
Don't Know	2%
Prefer not to answer	8%

Business owner	
Yes	21%
No	79%
Prefer not to answer	<1%

Education	
Completed high school or less	17%
Some post secondary or completed a college diploma	31%
Completed university degree	51%
Prefer not to answer	<1%

Tenure in Calgary	
Less than 10 years	15%
10-20 years	28%
21-30 years	18%
31-40 years	14%
Over 40 years	24%
Prefer not to say	1%

Base: all respondents (n=508)

Respondent profile

People in household	
1	18%
2	31%
3	19%
4 or more	32%
Prefer not to answer	<1%

Children in household	
Yes	35%
No	65%
Prefer not to answer	<1%

Senior in household	
Yes	30%
No	70%
Prefer not to answer	<1%

Racialized	
Yes	23%
No	67%
Prefer to self-describe	1%
Prefer not to answer	9%

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

Disability in household	
Yes - myself	11%
Yes - someone in my household	10%
No	81%
Prefer not to answer	<1%

Identify as 2SLGBTQ+	
Yes	7%
No	84%
Prefer not to answer	9%

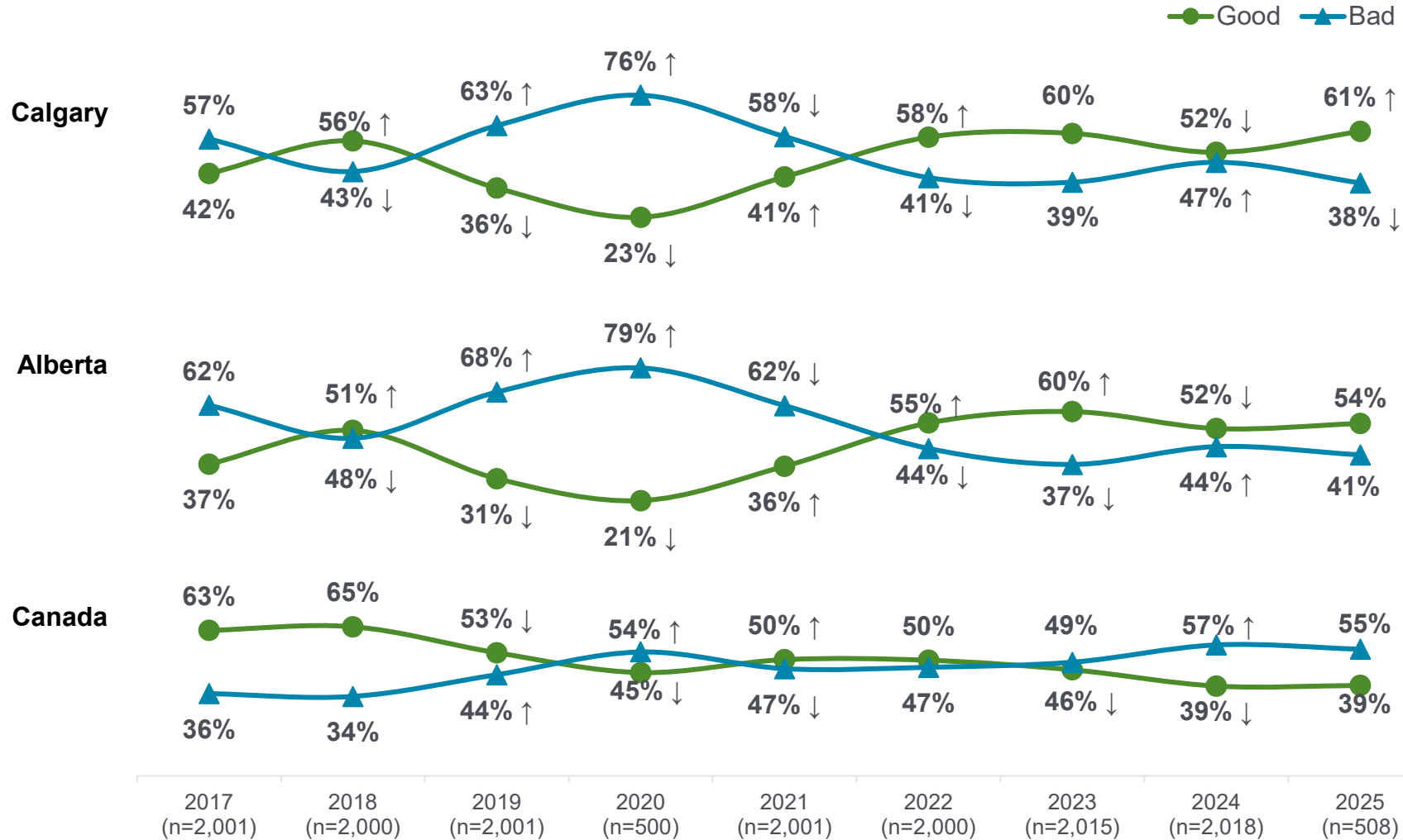
Base: all respondents (n=508)



Appendix

Tracking

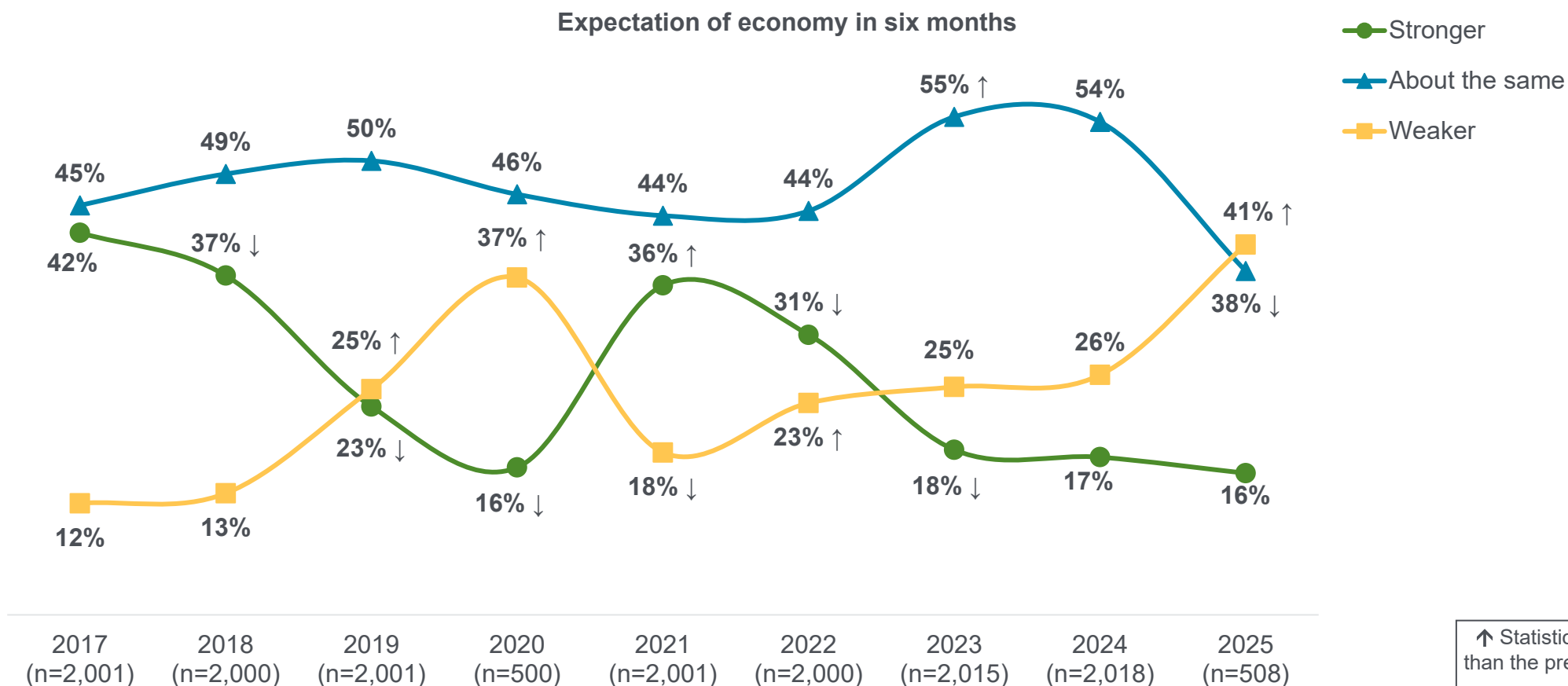
Tracking current economic situation



Q6. How would you describe the current economic situation in...?

Base: all respondents

Tracking future economy in Calgary



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 strengthening the economy and investments

	2017 (n=2,001)	2018 (n=2,000)	2019 (n=2,001)	2020 (n=500)	2021 (n=2,001)	2022 (n=2,000)	2023 (n=2,015)	2024 (n=2,018)	2025 (n=508)
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%	88% ↓	88%	86% ↓	84%	86%
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 strengthen Calgary's economy*	77%	73% ↓	66% ↓	68%	70%	65% ↓	64%	53% ↓	63% ↑
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%	63% ↓	62%	50% ↓	56% ↑
I trust The City of Calgary to make the right decisions to help strengthen Calgary's economy*	73%	68% ↓	63% ↓	66%	66%	61% ↓	59%	47% ↓	61% ↑
The City of Calgary municipal government is taking appropriate measures to assist in strengthening Calgary's economy*					61%	58%	55%	46% ↓	53% ↑
The City of Calgary is making an effort to reduce the cost of local government					41%	39%	38%	32% ↓	36%

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 strengthening Calgary's economy.

* Question wording change in 2025 from "current economic recovery" to "strengthening Calgary's economy", interpret differences with caution.

Base: all respondents

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

	2017 (n=2,001)	2018 (n=2,000)	2019 (n=2,001)	2020 (n=500)	2021 (n=2,001)	2022 (n=2,000)	2023 (n=2,015)	2024 (n=2,018)	2025 (n=508)
Now is a good time for companies to be investing in Calgary	77%	73% ↓	68% ↓	62% ↓	74% ↑	81% ↑	76% ↓	72% ↓	73%
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% ↑	57% ↑	67% ↑
Calgary as a city is attracting enough investment from outside of the province to help our economy					37%	47% ↑	49%	48%	51%
Now is a good time to start a new business in Calgary	43%	44%	33% ↓	31%	39% ↑	49% ↑	43% ↓	41%	37%

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



Questionnaire

Questionnaire

Economic Perspectives Survey: Q1 2025

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 "2025 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 (phone type = 1))*
- ☐ 3 No, refusal
- ☐ 4 No, callback
- ☐ 5 No, under 18 *(Show if is wireless (phone type = 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 "2025 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 (phone type = 2))*
- ☐ 5 No, does not live in Calgary

NCInt *Show if Not Calgary ((Int0 = 6) OR (Int0b = 5) OR (Int0under35 = 6) OR (inbound1 = 6))*

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

T4 *Show if Under 18 ((Int0 = 5) OR (Int0b = 4) OR (inbound1 = 5))*

Unfortunately, we need to speak with individuals 18 or older. Thank you for your time. Good-bye.

T13 *Show if int0under35 not 18 to 34 (Int0under35 = 5)*

Unfortunately, we need to speak with individuals who are 18 to 34 years old. Thank you for your time. Good-bye.

SCREENERS

QS7

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

QS7info *Show if QS7 Yes (QS7 = 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 "2025 Economic Perspectives Survey". What contact information would you prefer?

If phone: 403-268-5287

If email: 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

Questionnaire

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

T5 *Show if int1 ref (Q54 = 9)*

Unfortunately, we need to confirm your age to continue. Thank you for your time. Good-bye.

Q51

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 Q51 DK Ref (Q51 = 5)*

Unfortunately we need to confirm what part of The City you live in to continue. Thank you for your time. Good-bye.

T8 *Show if Q51 Outside Calgary (Q51 = 6)*

Unfortunately we only need to speak with people who live in Calgary. Thank you for your time. Good-bye.

GENERAL**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
- ☐ 9 [\[DO NOT READ\]](#) 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 strengthening Calgary's economy.

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 strengthen Calgary's economy *
2. I trust The City of Calgary to make the right decisions to help strengthen Calgary's economy *
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 strengthening Calgary's economy *
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 ECONOMY (US TARIFFS)

TA1

How concerned are you about the impact of the US tariffs on Calgary's economy? Would you say you are ...

- ☐ 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

TA2

And how concerned are you about the impact of the tariffs on your personal financial situation?

REPEAT LIST ONLY 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

TA3

How likely do you think that the tariffs will remain in place long-term? Would you say it is ...

- ☐ 1 Very likely
☐ 2 Somewhat likely
☐ 3 Somewhat unlikely
☐ 4 Very unlikely
☐ 5 [DO NOT READ] Don't know
☐ 6 [DO NOT READ] Prefer not to answer

TA4

How confident are you in The City of Calgary's ability to manage the economic impact of the tariffs? Would you say you are ...

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

PERSPECTIVES OF PROPERTY TAX**PT1**

Slightly changing topics now, I'd like to focus on some questions about property tax.

In Calgary, property tax dollars are divided between The City and the Alberta provincial government. Approximately 65 percent of property tax collected in Calgary is invested in City services and programs, while the remaining 35 percent goes to the Government of Alberta.

Were you aware that The City of Calgary collects provincial property tax on behalf of the provincial government?

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

PT2

Were you aware that approximately 35 percent of taxes The City collects is transferred to the province?

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

PERSPECTIVES OF INFRASTRUCTURE INVESTMENT**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?

- ☐ 1 Very good time
☐ 2 Somewhat good time
☐ 3 Somewhat bad time
☐ 4 Very bad time
☐ 5 [DO NOT READ] Don't know
☐ 6 [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.

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

To start, which 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*

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*

Questionnaire

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*

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: 2007

☐ .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 (QS4 = 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

Questionnaire

QD6

How many years have you lived in Calgary?

IF LESS THAN 1 YEAR, ENTER 0

Minimum: 0, Maximum: 100

_____ years

☐ -8 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)*

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

Questionnaire

QD11

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

DO NOT READ LIST

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_5 = 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)*

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

End

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.

☐ -8 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.

☐ -8 Prefer not to answer

First name: _____
 Last name: _____
 Telephone number: _____

end1

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



Contact

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Customer Service and Communications
The City of Calgary
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