



2025 Pulse on Parks Survey

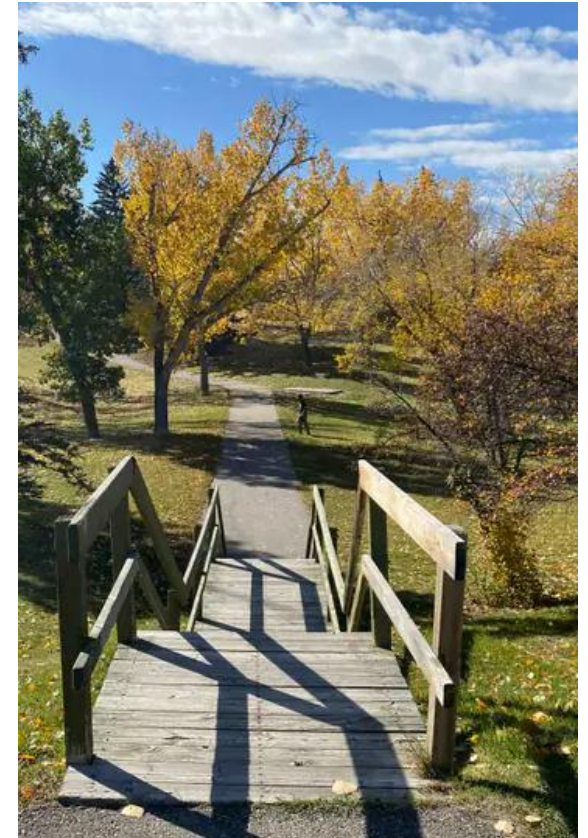
Final Report

July 2025

Prepared by: Probe Research

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Background and methodology

Background

The City of Calgary wished to better understand Calgarians' usage and perceptions of City parks, including the frequency of usage in different seasons, usage of different amenities within parks, attitudes regarding park experiences, and feedback on Customer Levels of Service (CLOS) measures. The City has previously conducted annual surveys of Calgarians on this topic in 2021, 2022, 2023 and 2024.

Methodology

A telephone survey was conducted by Probe Research from July 14 to 27, 2024 with a random and representative sample of n=501 Calgary adults aged 18 and over. This includes n=301 respondents who completed the survey via a landline and n=200 who completed the survey on a cellphone. The survey was completed using numbers from both landlines (30%) and cell phones (70%) to obtain a random and statistically representative sample of Calgarians. The average time to complete the survey was 13 minutes.

The margin of error (MOE) for the total sample of n=501 is ± 4.36 percentage points, 19 times out of 20.

To ensure the data was gathered from a representative group of Calgarians, sample quotas were set by gender and city quadrant of the general population aged 18 and older.

Data were weighted based on the 2021 Federal Census for age, gender and city quadrant. Although the results are weighted, sample size for each question represents the number of actual respondents (i.e., unweighted n).

Some charts and tables do not add to 100% due to rounding.

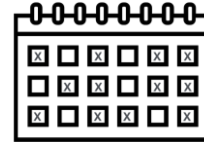


Research highlights

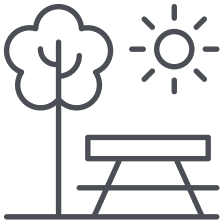
PARKS VISITATION AND USAGE REMAINS CONSISTENT



93% of adult Calgarians have visited a City park **at least once** within the past three months
(was 93% in 2024)



... with **40%** visiting multiple times per week
(was 39% in 2024)



94% Visited a park for at least 20 minutes during months **without snow**
(2024: 93%)



83% Visited a park for at least 20 minutes during months **with snow**
(2024: 83%)

USERS PROVIDE HIGH RATINGS TO MANY FEATURES WITHIN PARKS



78% say The City does a good job at providing enough spaces with natural features



74% say The City does a good job at maintaining paved pedestrian pathways



73% give a good rating to maintenance/landscaping in parks



72% say The City does a good job at maintaining park furniture and structures

Key findings

Overall parks visitation remains relatively consistent, with residents going to parks about as often as they did last year. Those who visit when there is snow in the ground are more likely to be spending a long time in city parks.

- Overall, more than nine-in-ten Calgarians (93%) have visited a park at least once within the past year. This includes nine-in-ten Calgarians (91%) who went to parks during months without snow on the ground, while 72 per cent did so during months with snow. These seasonal visitation numbers are very similar to those in previous years.
- The proportion of parks visitors who spend at least 20 minutes in a park remains relatively consistent year-over-year. Interestingly, though, a higher proportion of those who go when there is no snow on the ground are spending 90 minutes or more in these spaces compared to 2024 (41% in 2025 vs. 32% in 2024). Respondents from lower-income households (under \$60,000/year) are less likely to be frequent park users compared to those in higher income groups (37% vs. 54% earning \$150,000/year).

Calgarians are using park trails – including both walking and bike trails – more often than any other feature or amenity when they visit these places.

- Usage of trails is highest during both months with snow (48% of park users) and without snow (50%) on the ground. Other park features and amenities – including playgrounds (20%), benches (13%), and sport surfaces (9%) — are used most often during the months without snow. When snow is on the ground, the most commonly used features besides trails are playgrounds (11%), off-leash dog parks (7%) and benches (7%).

Parks receive very high scores on most customer satisfaction metrics.

- Three-quarters of Calgarians provide high ratings on parks having enough spaces with natural features (78% indicate on a five-point scale that it is doing a very good or good job on this), having paved pedestrian pathways that are in good condition (74%), and having landscaping in parks that are well maintained (73%). Slightly more than seven-in-ten (72%) offer high ratings on park furniture, equipment, and structures being in good condition.
- About six-in-ten give good ratings to the unpaved pedestrian trails (62%), well-maintained parking areas (61%), waste and litter being cleaned up and removed quickly (61%), and to parks having enough places to celebrate or observe cultural or traditional practices (59%). The lowest scores are on the washrooms being in good condition (27%) and that parks have enough programmed activities, education and events taking place (35%).

Key findings (continued)

High-quality park maintenance is the most desired improvement to parks, with the condition of trails doing the most to drive pride in these spaces.

- When asked about the most important thing The City can do to improve park spaces to make them more enjoyable, maintenance, cleanliness and landscaping are rated highest (19%), followed by having more amenities and facilities (16%) and improving park safety (9%).
- A driver analysis shows that having unpaved pedestrian trails in good condition significantly contributes to Calgarians feeling welcome in parks and increases their level of pride in Calgary's parks, which may also contribute to the high year-round use of park trails.

Attitudes regarding parks also remain quite consistent – and incredibly positive.

- Nearly all Calgarians continue to agree that they feel welcome in City parks (96%), that they are proud of these spaces (94%) and that they encourage others to visit Calgary's parks (93%). These attitudes towards City parks have barely shifted in the past 12 months.
- One new measure is that the vast majority of Calgarians agree Calgary's parks help make the City a great place to live, work and play (96%).
- Only two-thirds (66%) indicate they know who to contact if they have requests, concerns or questions about City parks.
- Frequent park users — that is, those who visit weekly or more often — are extremely positive about their parks. They are more likely to say they feel welcome in parks, feel proud of their parks, encourage others to visit and believe that parks help make Calgary a great place to live.

Conclusions/recommendations

The City continues to do extremely well in terms of both park-related usage and attitudinal metrics. Ensuring trails remain in good shape, as well as improving maintenance and cleanliness can help improve resident satisfaction with these spaces.

- Park visitation among Calgarians remains steady from year to year, with more than 90 per cent of residents reporting they have visited a park in the past year. The survey results highlight that parks and open spaces are widely used and highly valued by Calgarians. Since participation rates are already very high and show minimal change, efforts should continue to be directed toward sustaining this strong level of engagement.
 - At the same time, Parks may want to consider how it can engage lower-income Calgarians to visit these spaces more often, as those earning less than \$60,000/year are much less likely to visit parks multiple times per week compared to more affluent Calgarians.
- Trails for both walking and biking remain the most frequently used park feature and amenity in Calgary parks at all times of the year. Whether or not there is snow on the ground, Calgarians consistently choose trails when visiting parks. The state of these trails also has the strongest bearing on how proud residents are of City parks, as well as how welcome they feel in these spaces. Continuing to ensure park trails are well-maintained and managed remains a priority to ensure Calgarians remain proud of and happy with parks overall.
- Many park features receive strong ratings from Calgary residents, reflecting satisfaction with the spaces and amenities available. Residents are especially pleased with the abundance of natural areas, the good condition of paved pedestrian pathways, well-maintained landscaping, and park furniture such as equipment and structures. In fact, more than seven-in-ten Calgarians rate these features to be 'good' or 'very good'.
- However, there are a few aspects where satisfaction is lower. While poor ratings remain limited, fewer residents rate the condition of park washrooms, the availability of programmed activities, and the amount of heritage information as good. These areas stand out as opportunities for improvement and could help further enhance the park experience for all Calgarians. This feedback aligns with residents' top recommendations for improving city parks — specifically, calls to enhance maintenance and cleanliness as well as to add more amenities and facilities.



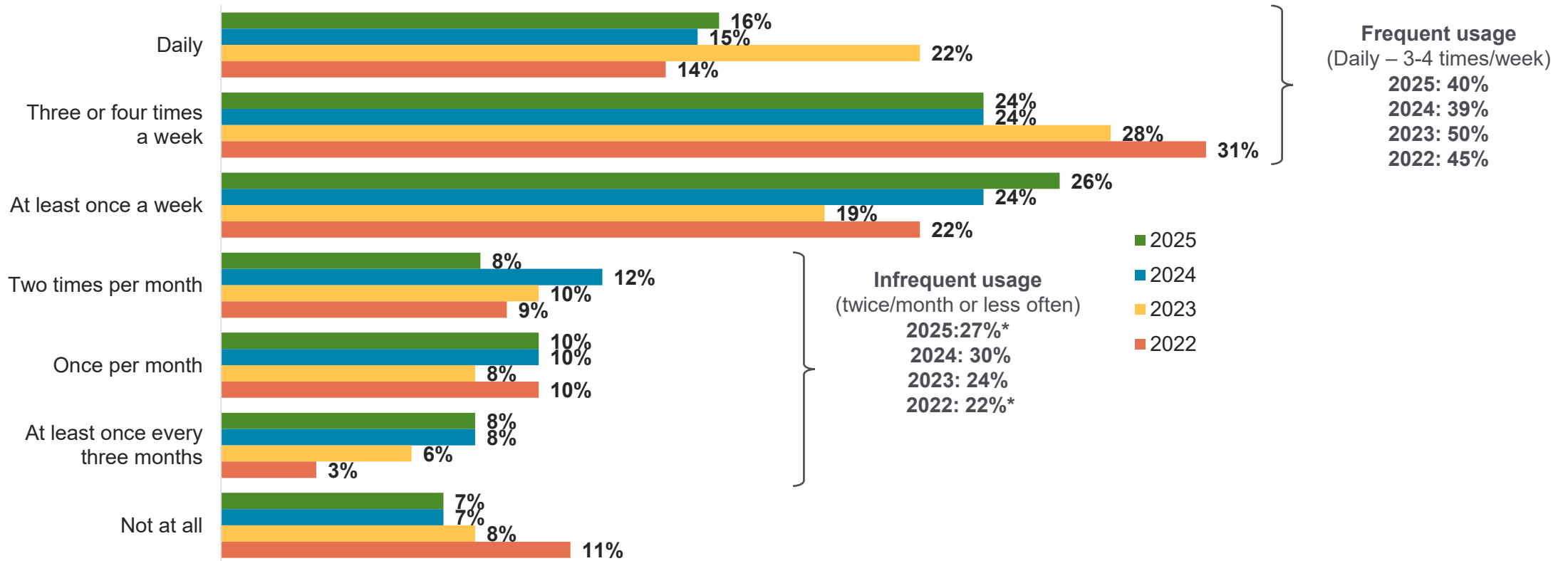


Park usage



Park visitation: all seasons

Four-in-ten (40%) Calgary adults use Calgary parks at least once per week, with one-quarter (27%) using them less frequently. Only seven per cent of Calgary adults have indicated never using Calgary parks in the last year. The proportion of Calgarians reporting not using parks at all has decreased slightly over time (from 11% in 2022 to 7% in 2024 and 2025).



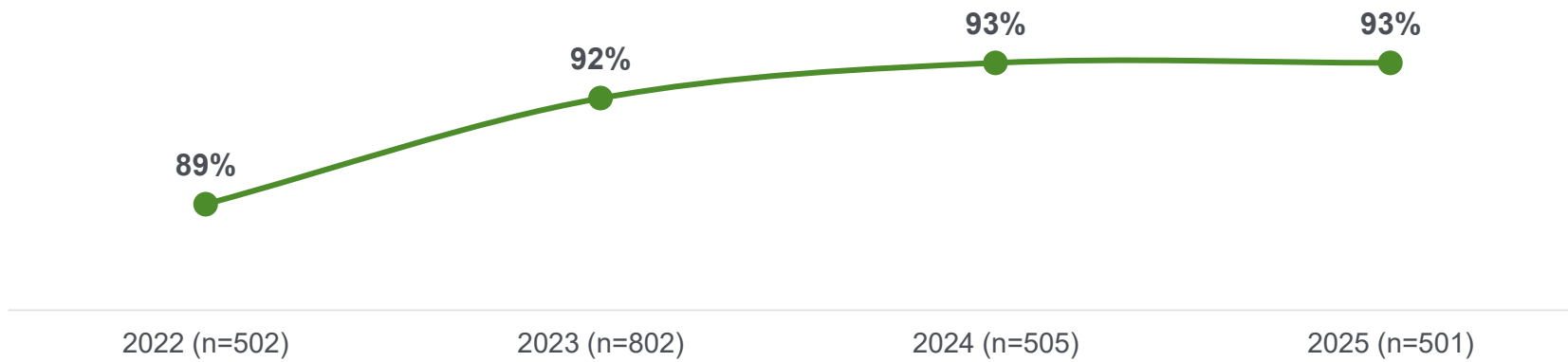
Q1a. During the past year, how often would you say you have used parks in Calgary in months **with snow** on the ground?
 Q1b. During the past year, how often would you say you have used parks in Calgary in months **without snow** on the ground?
 Base: All respondents (2025 n=501; 2024 n=505; 2023 n=802; 2022 n=502)

*Rounding



Park visitation: all seasons (tracking)

The proportion of Calgarian adults who have visited a park at some point during the past year remains unchanged compared to 2024 (93%).



Q1a. During the past year, how often would you say you have used parks in Calgary in months **with snow** on the ground?
 Q1b. During the past year, how often would you say you have used parks in Calgary in months **without snow** on the ground?
 Base: All respondents



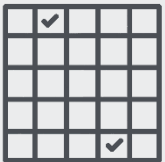
Park visitation: all seasons

By subgroups



Those most likely to **have visited a park frequently (three or more times per week)** include:

- Those in the Southeast (53% vs. 35% among those in the Southwest and 32% among those in the Northeast).
- Those from higher-income households (54% \$120K+ vs. 37% <\$60K and 30% \$60K-\$119K).



Those most likely to **use parks infrequently (two times per month or less often)** include:

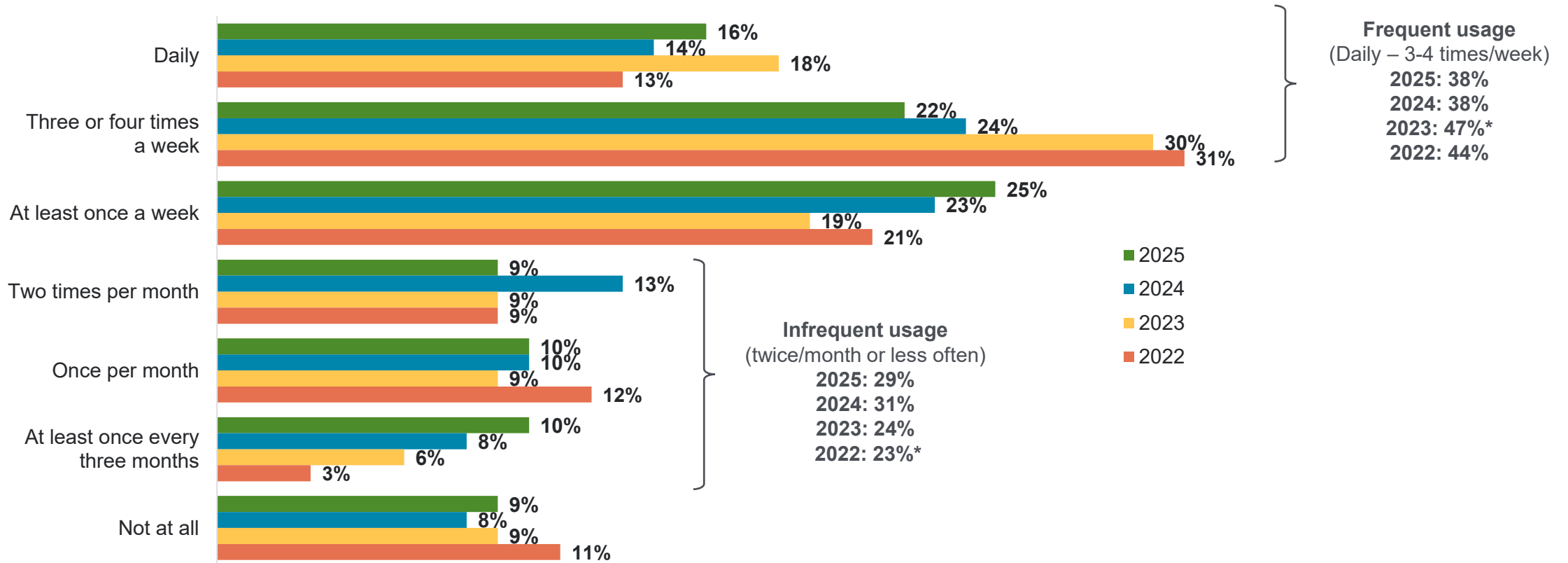
- Those in the Southwest (34% vs. 16% among those in the Southeast).
- Those with no children at home (30% vs. 21% among those with children).

Q1a. During the past year, how often would you say you have used parks in Calgary in months **with snow** on the ground?
 Q1b. During the past year, how often would you say you have used parks in Calgary in months **without snow** on the ground?
 Base: All respondents (2025 n=501)



Park visitation: months without snow

Slightly fewer than four-in-ten (38%) Calgarians visit parks at least once per week in months without snow with nearly three-in-ten (29%) going to parks less frequently.



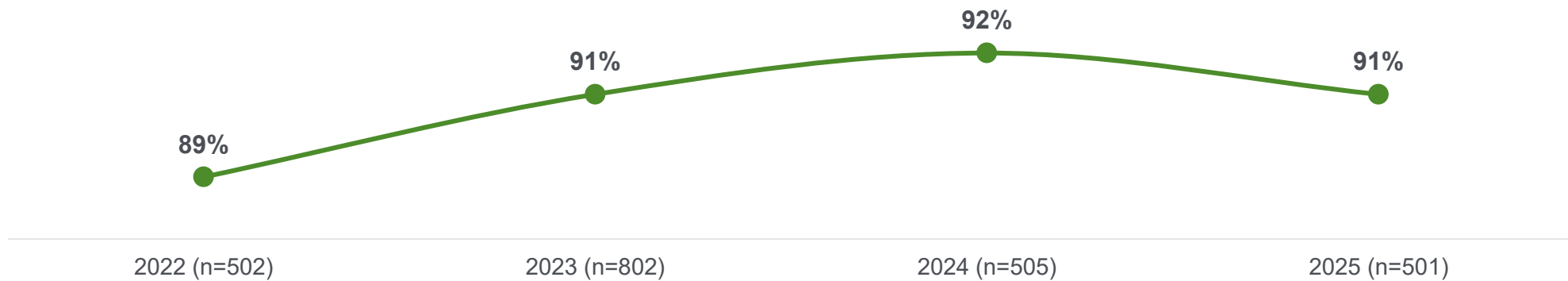
Q1b. During the past year, how often would you say you have used parks in Calgary in months **without snow** on the ground?
 Base: All respondents (2025 n=501; 2024 n=505; 2023 n=802; 2022 n=502)

*Rounding



Park visitation: months without snow (tracking)

Visitation to parks in non-snow months remains at a comparable level to the past two years.



Q1b. During the past year, how often would you say you have used parks in Calgary in months **without snow** on the ground?
 Base: All respondents



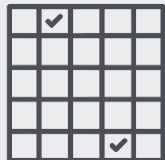
Park visitation: months without snow

By subgroups



Those most likely to **use parks frequently (three or more times per week)** include:

- Those in the Southeast (53% vs. 34% Northwest, 34% Southwest, and 28% Northeast).
- Middle-aged Calgarians (44% 35-54 vs. 31% 18-34).
- Those from higher-income households (50% \$120K+ vs. 27% \$60K-\$119K).
- Non-Racialized Calgarians (40% vs. 29% among Racialized).
- Households with a physical disability (49% vs. 36% without).
- Households with a cognitive disability (50% vs. 36% without).



Those most likely to **use parks infrequently (two times per month or less often)** include:

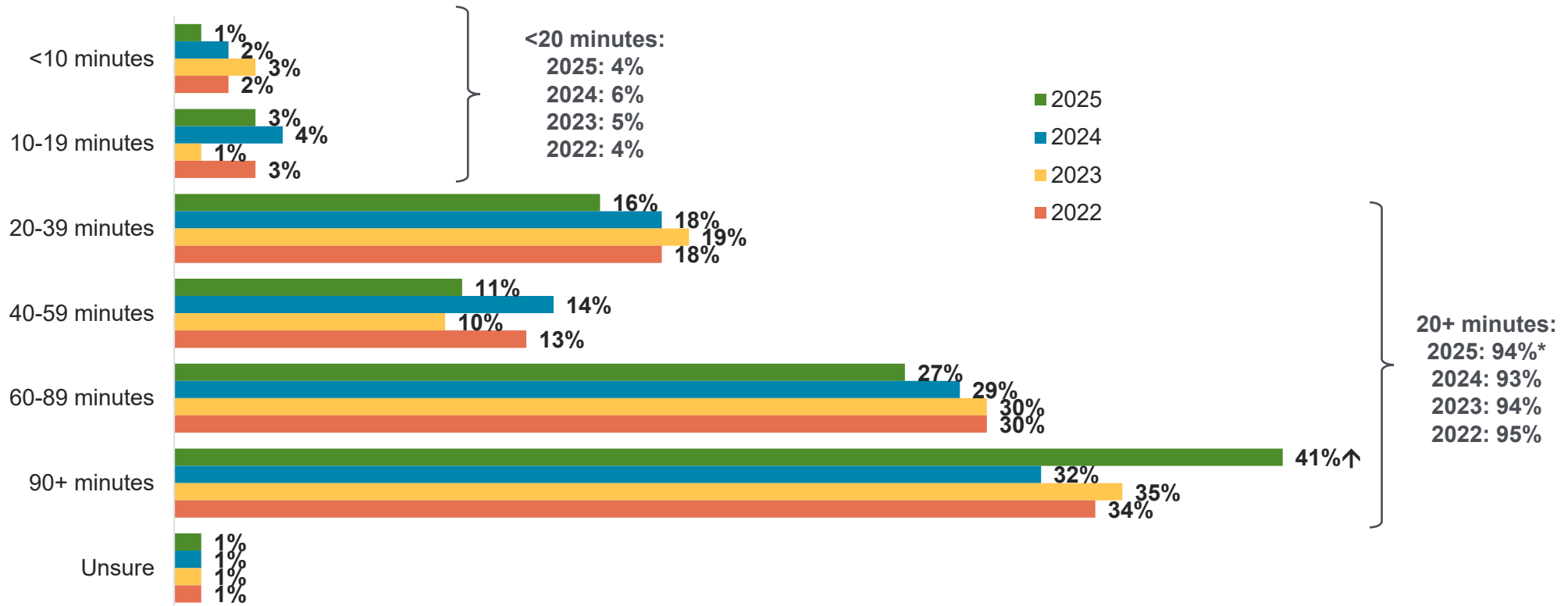
- Those from lower-income households (36% <\$60K vs. 20% \$120K+).

Q1b. During the past year, how often would you say you have used parks in Calgary in months **without snow** on the ground?
 Base: All respondents (2025 n=501)



Length of visit: months without snow

The number of Calgary residents visiting parks in the months without snow for 20 minutes or more remains stable (94% vs. 93% in 2024). However, a higher proportion of residents are visiting for 90 minutes or more compared to 2024 (41% vs. 32% in 2024).



Q2b. How much time did you spend in a typical visit to a City park in months **without snow** on the ground? Here I'm looking for the number of minutes, on average, for each visit. Your best guess is fine.

Base: All respondents who have visited parks in months without snow at least once (2025 n=439; 2024 n=462; 2023 n=709; 2022 n=447)

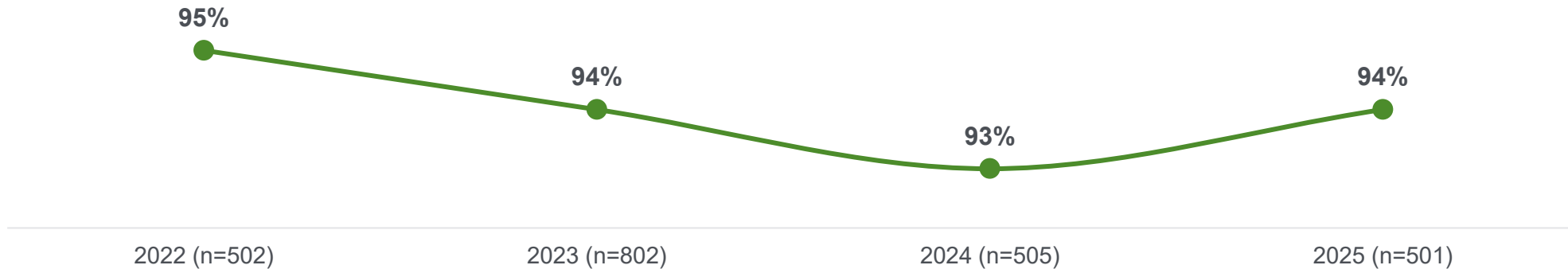
*Rounding

↑ Statistically higher than 2024
 ↓ Statistically lower than 2024



Length of visit: months without snow (tracking)

The number of Calgary residents visiting parks in the months without snow for 20 minutes or more remains stable (94% vs 93% in 2024).



Q2b. How much time did you spend in a typical visit to a City park in months **without snow** on the ground? Here I'm looking for the number of minutes, on average, for each visit. Your best guess is fine.

Base: All respondents who have visited parks in months without snow at least once

Length of visit: months without snow

By subgroups



Those most likely to **spend less than 20 minutes** in parks when **there is no snow on the ground** include:

- Older Calgarians aged 55+ (10% vs. 1% 18-34).
- Households with a physical disability (11% vs. 3% without).



Those most likely to **spend 20+ minutes** in parks when **there is no snow on the ground** include:

- Younger Calgarians aged 18-34 (99% vs. 88% 55+).
- Those with children at home (97% vs. 93% among those without).
- Racialized Calgarians (99% vs. 93% among non-Racialized).
- Households with no physical disability (95% vs. 88% with a disability).

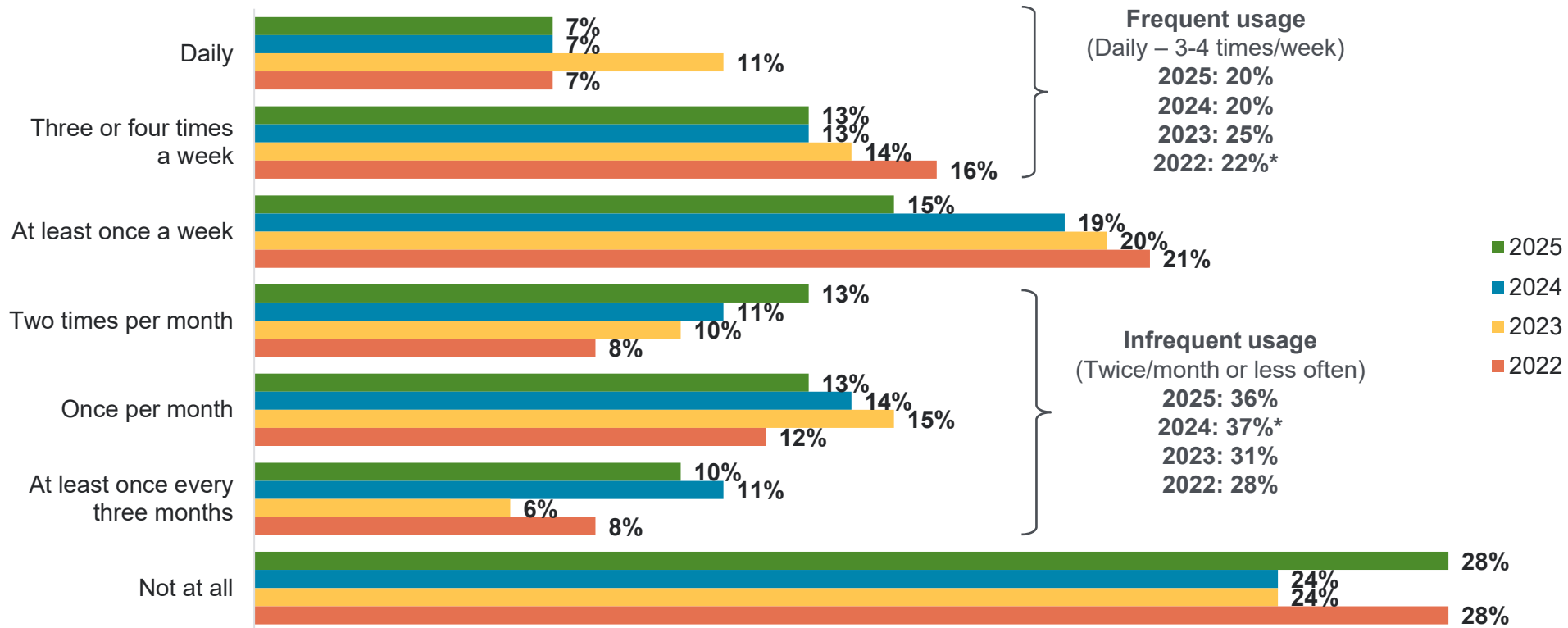
Q2b. How much time did you spend in a typical visit to a City park in months **without snow** on the ground? Here I'm looking for the number of minutes, on average, for each visit. Your best guess is fine.

Base: All respondents who have visited parks in months without snow at least once (2025 n=439)



Park visitation: months with snow

Similar to 2024, only one-in-five Calgarians (20%) are visiting parks multiple times per week during months with snow. The proportion of Calgarians who are going to parks infrequently has also remained stable (36% vs. 37% in 2024).



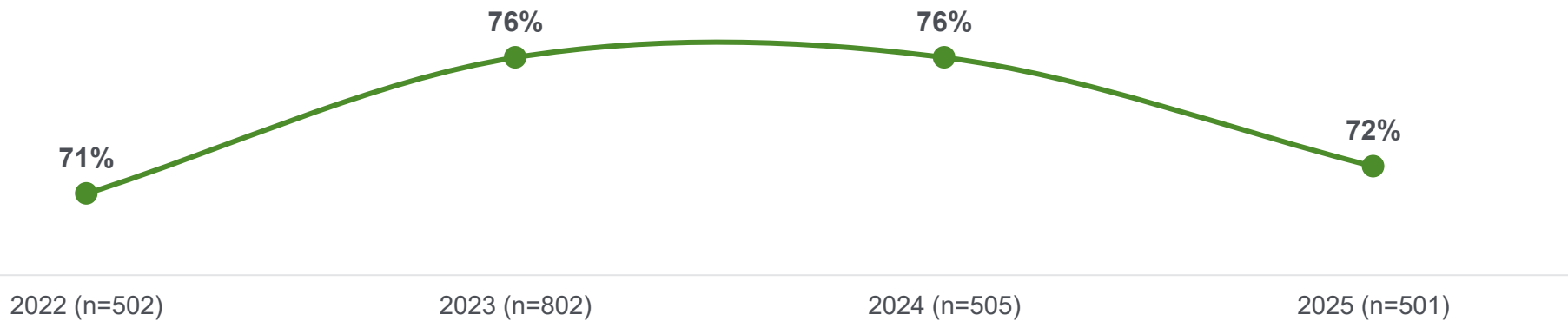
Q1a. During the past year, how often would you say you have used parks in Calgary in months **with snow** on the ground?
 Base: All respondents (2025 n=501; 2024 n=505; 2023 n=802; 2022 n=502)

*Rounding



Park visitation: months with snow (tracking)

Overall park visitation to parks during months with snow has decreased slightly over the past two years, but the year-over-year difference is not statistically significant.



Q1a. During the past year, how often would you say you have used parks in Calgary in months **with snow** on the ground?
 Base: All respondents



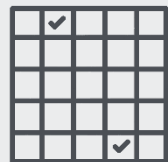
Park visitation: months with snow

By subgroups



Those most likely to **use parks frequently (three or more times per week)** include:

- Calgarians aged 35-54 (26% vs. 16% among 18-34).
- Renters (29% vs. 18% among homeowners).
- Those from higher-income households (29% \$120K+ vs. 14% <\$60K and 17% \$60K-\$119K).



Those most likely to **use parks infrequently (two times per month or less often)** include:

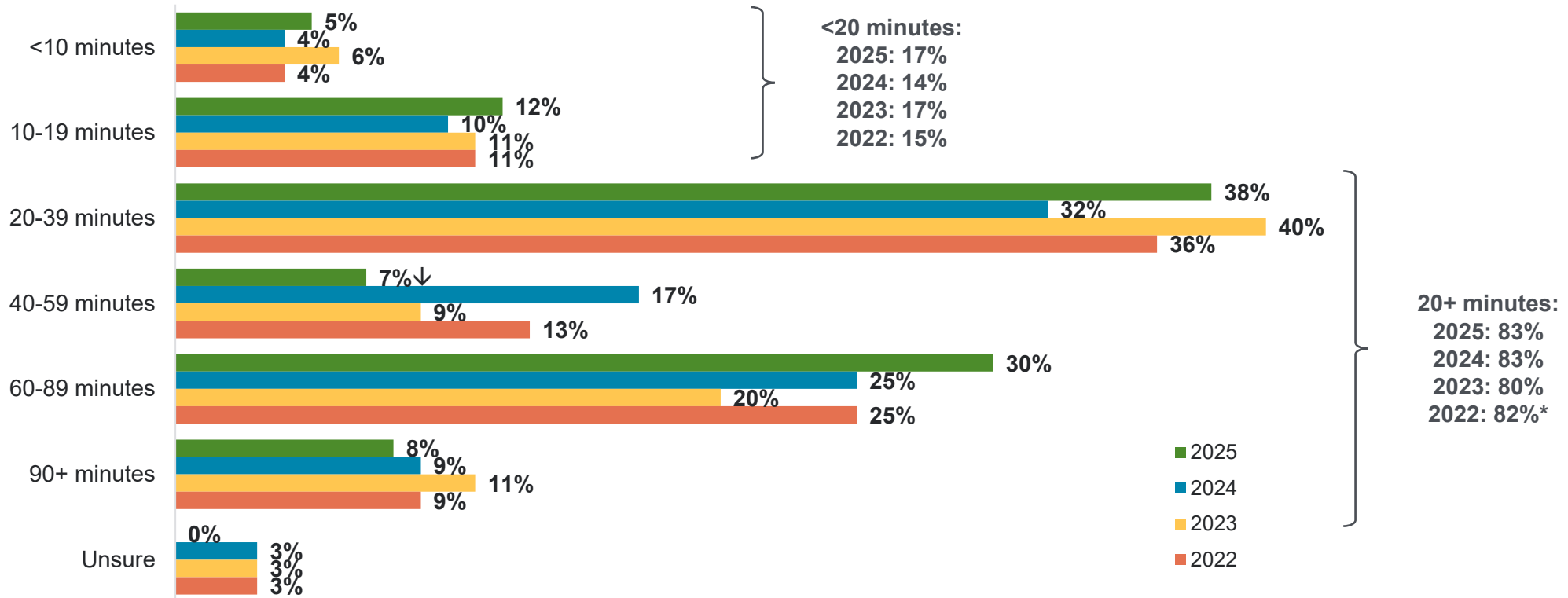
- Younger Calgarians aged 18-34 (45% vs. 31% among 55+).
- Households with two or more people (40% among two-person households and 37% among 3+ person households vs. 21% among single-person households).
- Those from middle-income households \$60K-\$119K (48% vs. 29% <\$60K).

Q1a. During the past year, how often would you say you have used parks in Calgary in months **with snow** on the ground?
 Base: All respondents (2025 n=501)



Length of visit: months with snow

During months with snow on the ground, more than eight-in-ten (83%) visitors to parks report staying for 20 minutes or more, which remains in line with the level recorded in 2024 (83% in both 2025 and 2024).



Q2a. How much time did you spend in a typical visit to a City park in months **with snow** on the ground? Here I'm looking for the number of minutes, on average, for each visit. Your best guess is fine.
 Base: All respondents who have visited parks in months with snow at least once (2025 n=329; 2024 n=381; 2023 n=709; 2022 n=447)

*Rounding

↑ Statistically higher than 2024
 ↓ Statistically lower than 2024



Length of visit: months with snow (tracking)

The proportion of parks visitors who visit during months with snow on the ground for at least 20 minutes or more at a time remains unchanged (83% in 2025 vs 83% in 2024).



Q2a. How much time did you spend in a typical visit to a City park in months **with snow** on the ground? Here I'm looking for the number of minutes, on average, for each visit. Your best guess is fine.
 Base: All respondents who have visited parks in months with snow at least once

Length of visit: months with snow

By subgroups



Those most likely to **spend less than 20 minutes in the park when there is snow on the ground** include:

- Those with no children at home (21% vs. 11% among those with).
- Those from lower-income households (31% <\$60K vs. 11% \$60K-\$119K and 12% \$120K+).



Those most likely to **spend 20+ minutes in the park when there is snow on the ground** include:

- Those with children at home (89% vs. 79% among those without).
- Those from middle- and higher-income households (88% \$60K-\$119K and 87% \$120K+ vs. 67% <\$60K).

Q2a. How much time did you spend in a typical visit to a City park in months **with snow** on the ground? Here I'm looking for the number of minutes, on average, for each visit. Your best guess is fine.

Base: All respondents who have visited parks in months with snow at least once (2025 n=329)



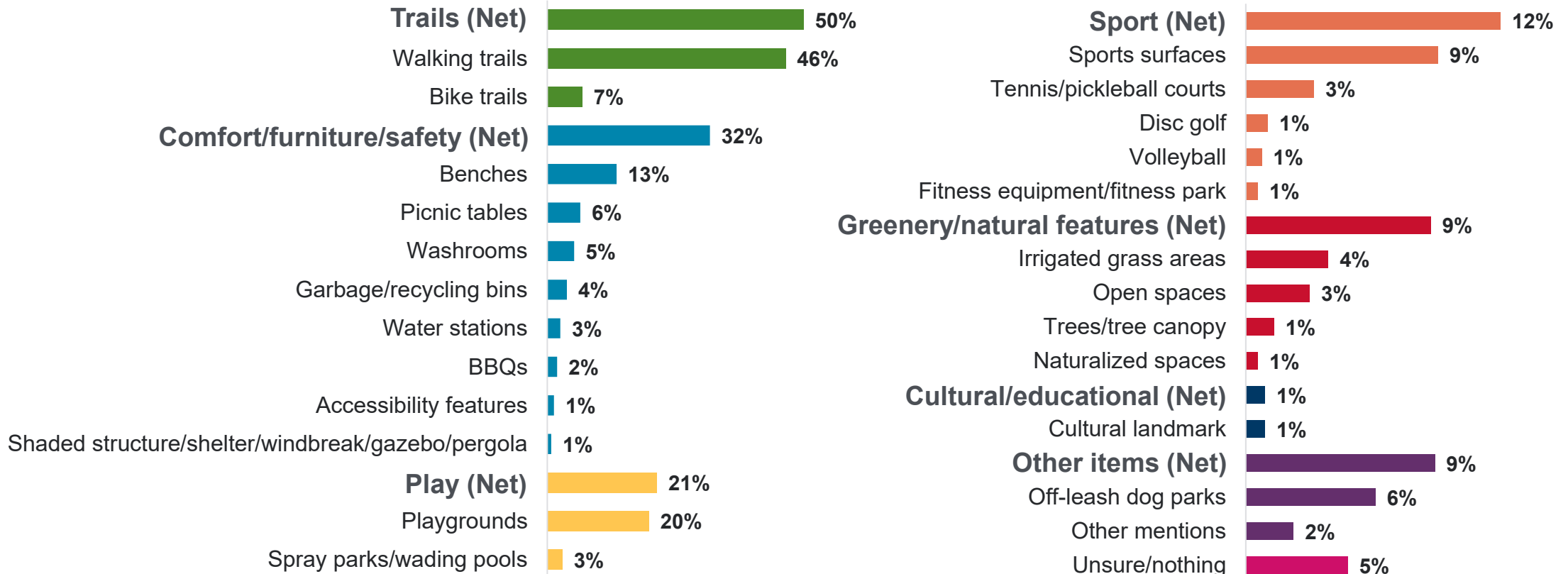
Usage of park features



Commonly used park features: months without snow

Trails (50%) are the most frequently used park features or amenities in the months with no snow, followed by comfort, furniture and safety (32%, including 13% for benches); play items (21%, including 20% playgrounds) and sport features (12%, including 9% sports surfaces).

Features or amenities used most often



Q3. What features or amenities do you use most often when you visit a park during months when there is **no snow** on the ground?
 Base: Those who have visited a park at least once during the past three months (n=438)

*Net categories (in bold) represent any mention within that group. Subtotals do not sum to NETs, as respondents could select multiple features.



Commonly used park features: months without snow

By subgroups

Trails/pathways features:

These are most likely to be used by:



- Women (59% vs. 41% among men).
- Older Calgarians (65% 55+ vs. 40% 18-34 and 48% 35-54).
- Those with some post-secondary education and those with a university degree (52% and 55% vs. 29% with a high school diploma or less).
- Non-Racialized Calgarians (55% vs. 42% non-Racialized).
- Households with no physical disability (53% vs. 31% with a disability).
- Households with no cognitive disability (53% vs. 28% with a disability).

Comfort, furniture and safety features:

Those most likely to use these include:



- Younger Calgarians aged 18-34 (40% vs. 24% 55+)

Play features:

These are more likely to be used by:



- Weekly park users (29% vs. 14% daily, 13% monthly, and 10% among less frequent users).
- Middle-aged Calgarians aged 35-54 (28% vs. 11% 55+).
- Households with 3+ people (28% vs. 12% among two-person and 8% among single-person households).
- Those with children at home (40% vs. 12% among those without).
- Those with high school education or less (33% vs. 18% among university graduates).
- Racialized Calgarians (30% vs. 19% among non-Racialized).
- Households with a cognitive disability (33% vs. 19% without disability).

Q3. What features or amenities do you use most often when you visit a park during months when there is **no snow** on the ground?
Base: Those who have visited a park at least once during the past three months (n=438)

Commonly used park features: months without snow (continued)

By subgroups

Sport features:

Those most likely to use these include:



- Men (17% vs. 8% among women).
- Younger and middle-aged Calgarians (22% 18-34 and 11% 35-54 vs. 3% 55+).
- Weekly park users (17% vs. 5% monthly users).
- Homeowners (14% vs. 6% among renters).
- Those with high school education or less (21% vs. 10% among university graduates).
- Those from higher-income households (20% \$120K+ vs. 6% <\$60K and 9% \$60K-\$119K).
- Households with no cognitive disability (13% vs. 3% with a disability).

Greenery and natural features:

Those most likely to use these include:



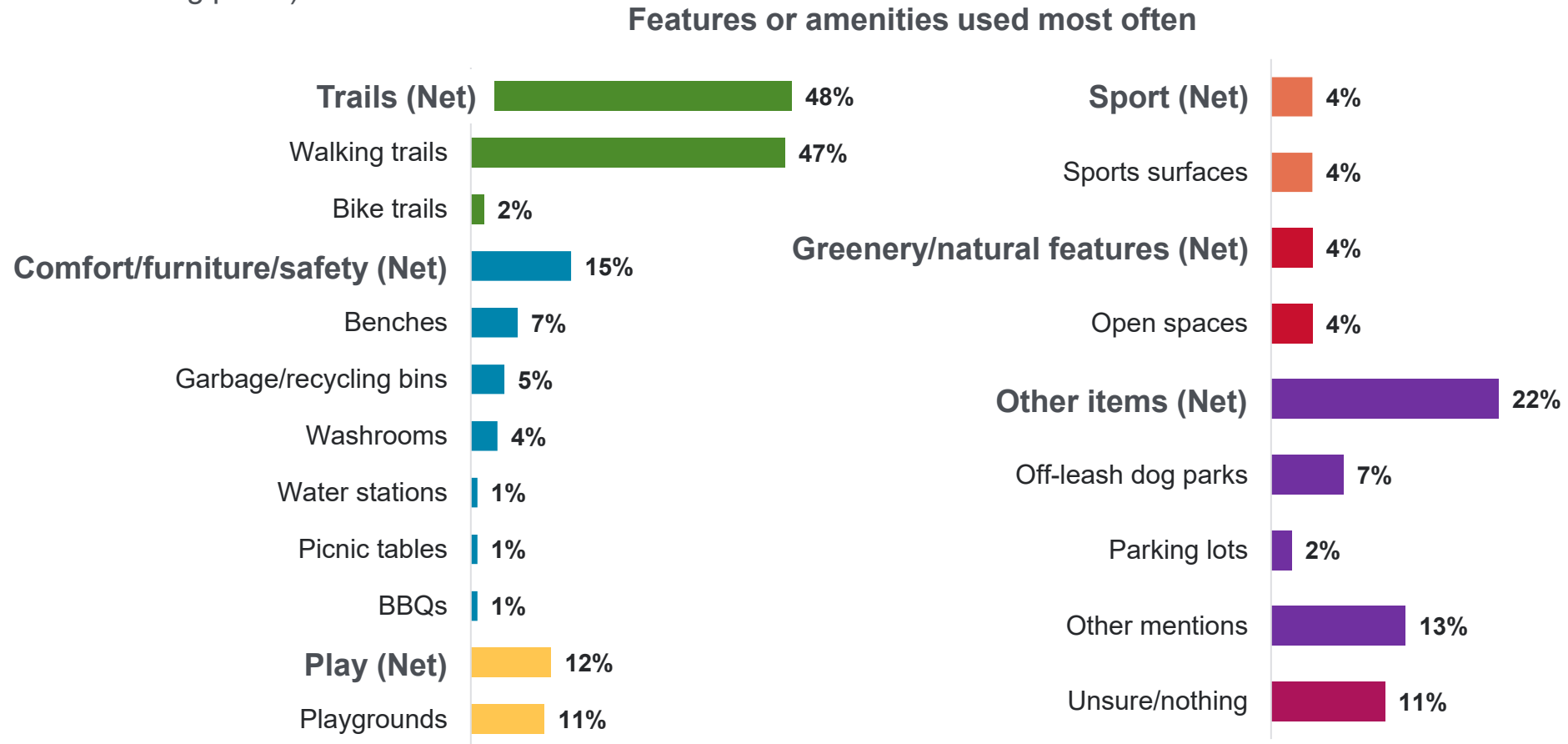
- Those in the Northeast (18% vs. 6% in the Southwest).
- Less frequent park users (16% vs. 3% among monthly users).
- Renters (15% vs. 7% among homeowners).
- Those with high school education or less (17% vs. 4% among those with some post-secondary education).
- Those from lower- and middle-income households (10% <\$60K and 11% \$60K-\$119K vs. 2% \$120K+).
- Racialized Calgarians (16% vs. 6% among non-Racialized).
- Households with a physical disability (17% vs. 7% without disability).

Q3. What features or amenities do you use most often when you visit a park during months when there is **no snow** on the ground?
Base: Those who have visited a park at least once during the past three months (n=438)



Commonly used park features: months with snow

Trails (48%) are the most frequently used park features or amenities in the months with snow, followed by comfort, furniture and safety features (15%, including 7% benches), play features (12%, including 11% playgrounds) and other features not included in the main categories (22%, including 7% off-leash dog parks).



Q4. What features or amenities do you use most often when you visit a park during months when there is snow on the ground?
 Base: Those who have visited a park at least once during the past three months (n=328)



Commonly used park features: months with snow

By subgroups

Trails/pathways features:

Those most likely to use these include:



- Those in the Southeast (60% vs. 35% among those in the Southwest).
- Women (56% vs. 40% among men).
- Middle-aged and older Calgarians (51% 35-54 and 62% 55+ vs. 34% 18-34).
- Non-Racialized Calgarians (52% vs. 38% among those Racialized).

Comfort, furniture and safety features:

Those most likely to use these include:



- Those with no children at home (21% vs. 6% among those with children).
- Households with a physical disability (25% vs. 14% without disability).

Play features:

Those most likely to use these include:



- Middle-aged Calgarians aged 35-54 (21% vs. 7% 18-34 and 2% 55+).
- Households with 3+ people (18% vs. 3% among two-person households).
- Those with children at home (31% vs. 1% among those without children).
- Homeowners (15% vs. 2% among renters).
- Racialized Calgarians (18% vs. 10% among non-Racialized).

Q4. What features or amenities do you use most often when you visit a park during months when there **is snow** on the ground?
 Base: Those who have visited a park at least once during the past three months (n=328)

Commonly used park features: months with snow (continued)

By subgroups

Sport features:

Those most likely to use these include:



- Those in the Northwest (9% vs. 0% among those in the Southwest).
- Those with high school education or less (14% vs. 2% among those with some post-secondary education and 3% among university graduates).
- Racialized Calgarians (9% vs. 3% among non-Racialized).

Greenery and natural features:

Those most likely to use these include:



- Those in the Northeast (10% vs. 1% among those in the Southeast).
- Those staying in the park for <20 minutes (15% vs. 4% 20+ minutes)
- Non-Racialized Calgarians (5% vs. 0% among those Racialized).
- Households with a cognitive disability (9% vs. 3% among those without disability).

Other features:

Those most likely to use these include:



- Younger Calgarians aged 18-34 (33% vs. 18% 35-54 and 14% 55+).
- Those with high school education or less (32% vs. 18% among university graduates).

Q4. What features or amenities do you use most often when you visit a park during months when there **is snow** on the ground?
Base: Those who have visited a park at least once during the past three months (n=328)

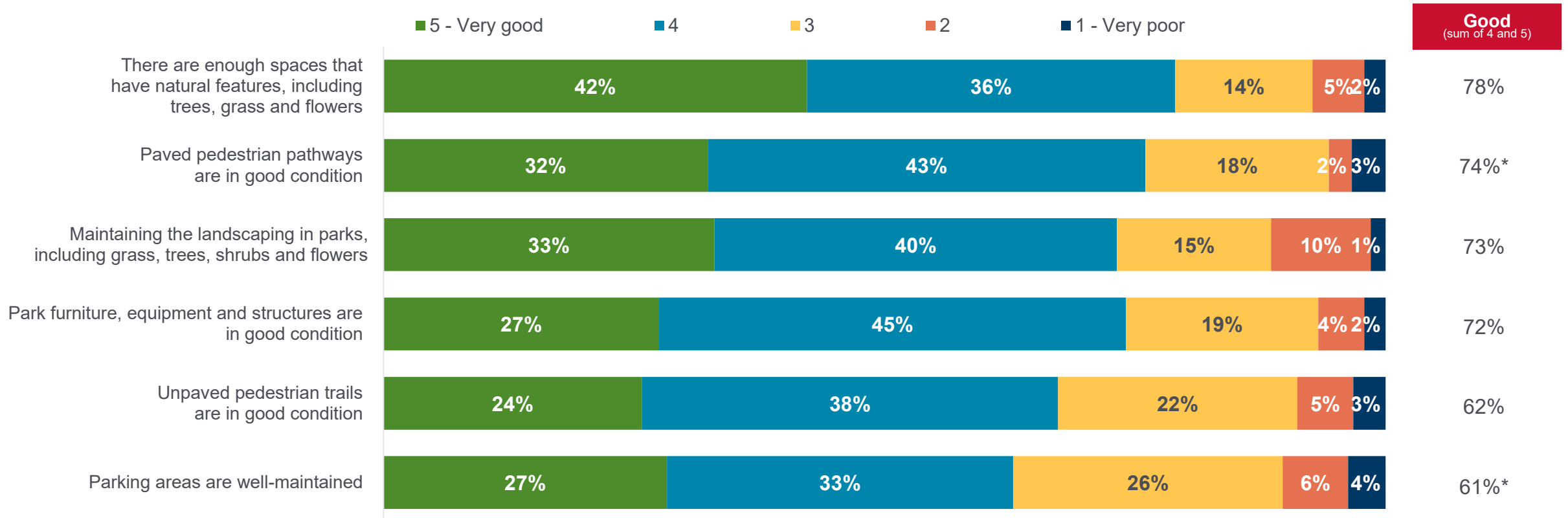


Assessment of park elements



Perceived park performance: higher measures

About three-quarters (78%) of Calgarians provide high ratings on parks having enough spaces with natural features having paved pedestrian pathways in good condition (74%), having well-maintained landscaping in parks (73%). Seven-in-ten (72%) offer higher ratings on park furniture, equipment, and structures being in good condition.



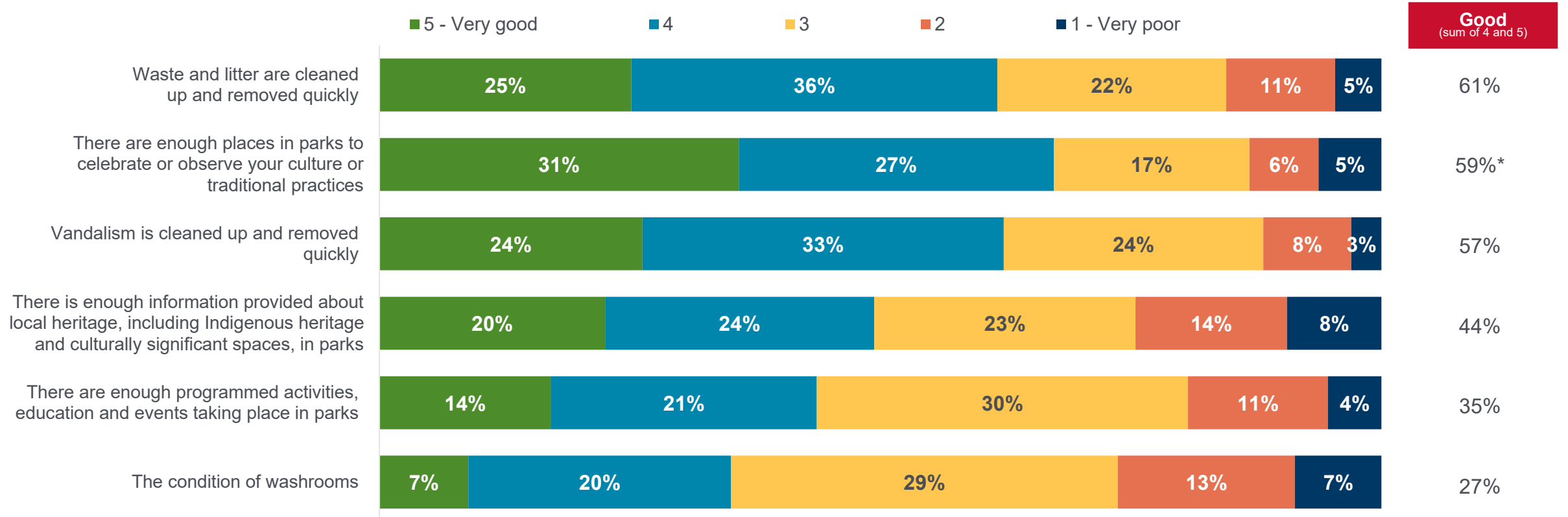
Q5. When it comes to the City parks you visit, how well would you say The City of Calgary is performing on the following dimensions?
 Let's use a 1-5 scale where a 1 means it is doing a very poor job and a 5 means it is doing a very good job.
 Base: All respondents (n=501)

*Rounding



Perceived park performance: lower measures

Residents rate The City well on cleaning up waste and litter quickly (61%), having enough places to celebrate or observe cultural/traditional practices (59%), and cleaning up vandalism quickly (57%). Fewer than one-half (44%) offer high marks on parks having enough information about local heritage (44%). Calgarians offer lower positive ratings for the amount of educational activities, education and events in parks (35%) and the condition of washrooms (27%).



Q5. When it comes to the City parks you visit, how well would you say The City of Calgary is performing on the following dimensions?
 Let's use a 1-5 scale where a 1 means it is doing a very poor job and a 5 means it is doing a very good job.
 Base: All respondents (n=501)

*Rounding



Perceived park performance: higher measures

By subgroups

Those most likely to agree **there are enough spaces that have natural features, including trees, grass and flowers** include:



- Those in the Southwest (83% vs. 68% in the Northeast).
- Monthly park users (90% vs. 78% weekly and 65% among less frequent users).
- Those with children at home (85% vs. 75% among those without).
- University graduates (85% vs. 67% among those with high school diploma or less).
- Those from middle-income households (84% \$60K-\$119K vs. 69% <\$60K).

Those most likely to agree The City is **maintaining the landscaping in parks, including grass, trees, shrubs and flowers** include:



- Younger Calgarians aged 18-34 (81% vs. 68% 55+).
- Households with 3+ people (79% vs. 64% among two-person households).
- Renters (80% vs. 71% among homeowners).
- Those from middle-income households (85% \$60K-\$119K vs. 71% <\$60K and 65% \$120K+).
- Households with no physical disability (75% vs. 60% with a physical disability).

Those most likely to agree that **paved pedestrian pathways are in good condition** include:



- Those in the Southeast (83% vs. 65% among those in the Northeast).
- Men (79% vs. 69% among women).
- Weekly and monthly park users (78% and 79% vs. 60% among less frequent users).
- Homeowners (78% vs. 68% among renters).
- Those from middle- and higher-income households (78% \$60K-\$119K and 79% \$120K+ vs. 63% <\$60K).
- Households with no cognitive disability (76% vs. 61% with a cognitive disability).

Q5. When it comes to the City parks you visit, how well would you say The City of Calgary is performing on the following dimensions?
 Let's use a 1-5 scale where a 1 means it is doing a very poor job and a 5 means it is doing a very good job.
 Base: All respondents (n=501)



Perceived park performance: higher measures

By subgroups

Those most likely to agree that **park furniture, equipment and structures are in good condition** include:



- Weekly and monthly park users (80% each vs. 61% among daily and 55% among less frequent users).
- Households with 3+ people (80% vs. 60% among single-person and 65% among 2-person households).
- Homeowners (77% vs. 62% among renters).
- Those from middle- and higher-income households (77% \$60K-\$119K and \$120K+ vs. 59% <\$60K).

Those most likely to agree that **unpaved pedestrian trails are in good condition** include:



- Daily, weekly and monthly park users (68%, 65% and 73% vs. 39% among less frequent users).
- Those staying in the park for 20+ minutes (67% vs. 41% <20 minutes).
- Households with 3+ people (65% vs. 48% among single-person households).
- Homeowners (69% vs. 45% among renters).
- Those from middle- and higher-income households (64% \$60K-\$119K and 69% \$120K+ vs. 46% <\$60K).

Those most likely to agree that **parking areas are well-maintained** include:



- Those in the Southwest (70% vs. 52% in the Northeast).
- Monthly park users (68% vs. 47% among less frequent users).
- University graduates (69% vs. 47% among those with high school diploma or less and 55% among those with some post-secondary education).
- Households with no physical or cognitive disability (63% each vs. 47% with a physical disability and 41% with a cognitive disability).

Q5. When it comes to the City parks you visit, how well would you say The City of Calgary is performing on the following dimensions?
 Let's use a 1-5 scale where a 1 means it is doing a very poor job and a 5 means it is doing a very good job.
 Base: All respondents (n=501)



Perceived park performance: lower measures

By subgroups

Those most likely to say **The City cleans up and removes waste and litter quickly** include:



- Monthly park users (71% vs. 50% among less frequent users).
- Households with 3+ people (66% vs. 46% among single-person households).
- University graduates (66% vs. 52% among those with some post-secondary education).

Those most likely to say **there are enough places in parks to celebrate or observe their culture or traditional practices** include:



- Middle-aged Calgarians (65% 35-54 vs. 52% 18-34).
- Households with a cognitive disability (79% vs. 57% without a cognitive disability).

Those most likely to say **The City cleans up and removes vandalism quickly** include:



- Weekly and monthly park users (58% and 68% vs. 42% among less frequent users).
- University graduates (66% vs. 46% among those with some post-secondary and 52% with high school education).

Those most likely to say **The City provides enough information about local heritage, including Indigenous heritage and culturally significant spaces, in parks** include:



- Men (52% vs. 37% among women).
- University graduates (52% vs. 36% among those with high school diploma and 33% among those with some post-secondary education).

Those most likely to say **there are enough programmed activities, education and events taking place in parks** include:



- Households with 3+ people (41% vs. 21% among single-person households).

Those most likely to say **The City keeps washrooms in good condition** include:



- Households with no cognitive disability (28% vs. 15% with a cognitive disability).

Q5. When it comes to the City parks you visit, how well would you say The City of Calgary is performing on the following dimensions?
 Let's use a 1-5 scale where a 1 means it is doing a very poor job and a 6 means it is doing a very good job.
 Base: All respondents (n=501)



Desired improvements for parks

Maintenance, cleanliness and landscaping (19%), and more amenities/facilities (16%) are the top mentions for what The City can do to improve park spaces and make them more enjoyable. Fewer than one-in-ten each advocate for improving safety/security (9%), having more greenspace (8%), improving pathways/connectivity (8%) and building new parks to reduce crowding (7%).

Most important thing the City can do to improve park spaces



Q6. What would you say is the most important thing the City can do to improve park spaces to make them more enjoyable?

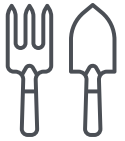
Base: All respondents (n=501)



Most desired improvements

By subgroups

Those most likely to mention **maintenance, cleanliness or landscaping** include:



- Daily park users (38% vs. 17% weekly, 14% monthly, and 13% among less frequent users).
- Households with 3+ people (23% vs. 10% among single-person households).
- Those with high school education or less (30% vs. 17% each among those with some post-secondary and university graduates).

Those most likely to mention **more amenities or facilities** include:



- Those in the Northeast (23% vs. 10% in the Southwest).
- Women (20% vs. 13% among men).
- Those with children at home (22% vs. 13% among those without children).

Those most likely to mention **safety, security, or increasing patrols** include:



- Middle-aged Calgarians (14% 35-54 vs. 4% 18-34).
- Households with a cognitive disability (16% vs. 8% among those without disability).

Q6. What would you say is the most important thing the City can do to improve park spaces to make them more enjoyable?

Base: All respondents (n=501)

Those most likely to mention **greenspace, nature, or more trees** include:



- Those in the Southwest (12% vs. 3% among those in the Southeast).
- Homeowners (10% vs. 3% among renters).

Those most likely to mention **pathways, connectivity, winter or year-round use** include:



- Those in the Southwest and Southeast (10% and 15% vs. 2% in the Northwest and 3% in the Northeast).
- Weekly park users (13% vs. 2% monthly and 2% among less frequent users).
- Homeowners (9% vs. 3% among renters).
- University graduates (11% vs. 0% among those with high school education or less).
- Those from middle-income households (11% \$60K-\$119K vs. 2% <\$60K).



Most desired improvements (continued)

By subgroups

Those most likely to mention **building new parks or reducing crowding** include:



- Those in the Northeast (15% vs. 5% in the Northwest).
- Younger Calgarians aged 18-34 (13% vs. 4% 35-54).
- Weekly park users (12% vs. 2% among daily users).

Those most likely to mention **programming, community activities, events, or sports** include:



- Middle-aged Calgarians (8% 35-54 vs. 2% 55+).
- Single-person households (12% vs. 2% among two-person households and 4% among those with 3+ people).
- Racialized Calgarians (7% vs. 3% among non-Racialized).

Those most likely to mention **better parking or transportation** include:



- Those in the Southwest (9% vs. 1% in the Southeast).
- Monthly park users (14% vs. 3% weekly and 3% among less frequent users).
- Those staying in the park for <20 minutes (19% vs. 4% 20+ minutes).
- Renters (9% vs. 3% among homeowners).

Those most likely to mention **accessibility, inclusion, pathways, or signage** include:



- Those with children at home (6% vs. 1% among those without children).
- Those from higher-income households (5% \$120K+ vs. 1% \$60K-\$119K).
- Households with a physical or cognitive disability (10% each vs. 2% among those with no disability in the household).

Those most likely to mention **more dog-friendly features or off-leash areas** include:



- Those staying in the park for <20 minutes (9% vs. 2% 20+ minutes).

Q6. What would you say is the most important thing the City can do to improve park spaces to make them more enjoyable?

Base: All respondents (n=501)

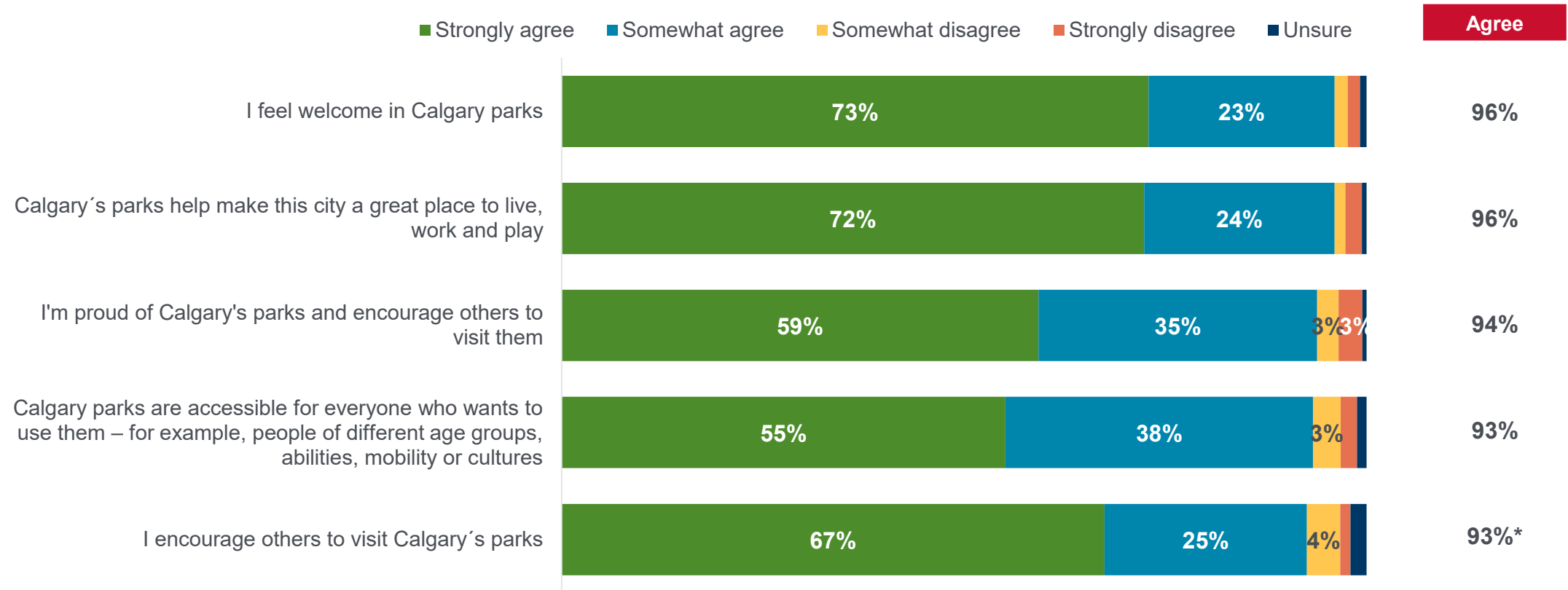


Attitudes regarding parks



Attitudes regarding parks

Nearly all Calgarians agree with these statements. The vast majority feel welcome in City parks (96%), agree that parks help make Calgary a great place to live, work and play (96%). More than nine-in-ten are proud of Calgary’s parks (94%), believe Calgary’s parks are accessible for everyone who wants to use them (93%) and report they encourage others to visit Calgary’s parks (93%).



*Rounding

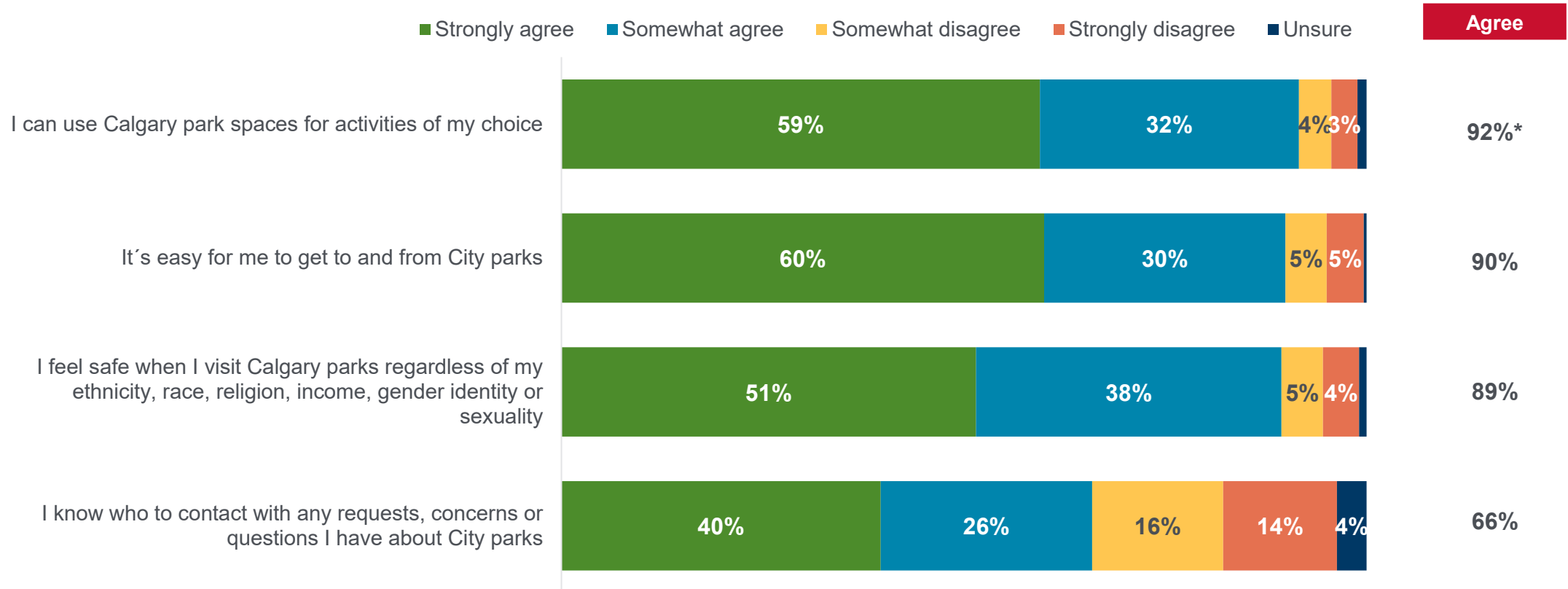
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Q7. To what extent do you agree or disagree with the following statements?
Base: All respondents (n=501)



Attitudes regarding parks (continued)

More than nine-in-ten Calgarians agree they can use Calgary park spaces for activities of their choice (92%), that it is easy for them to get to and from City parks (90%) and that they feel safe when they visit Calgary parks (89%). Only two-thirds (66%), meanwhile, know who to contact with requests, concerns or questions they have about City parks.



*Rounding

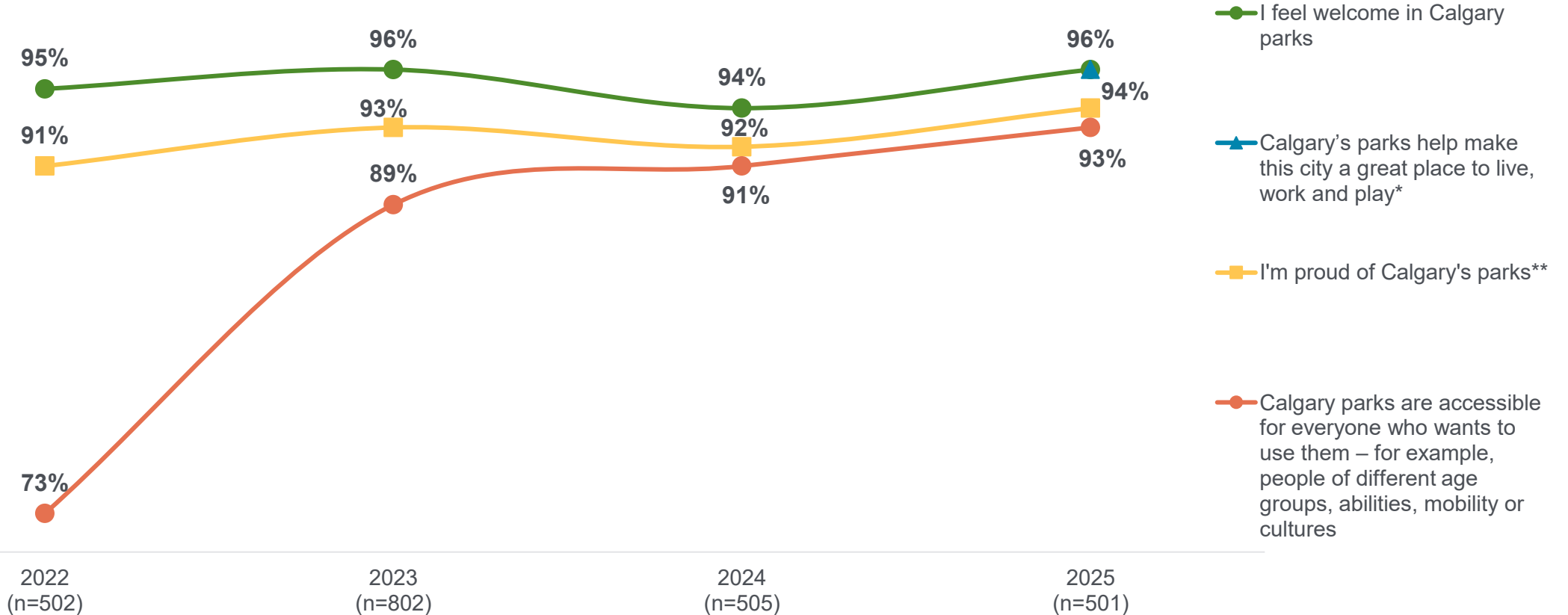
Data labels <3% not shown

Q7. To what extent do you agree or disagree with the following statements?
 Base: All respondents (n=501)



Attitudes regarding parks (tracking)

Views on these specific measures remain incredibly consistent on a year-over-year basis.



Q7. To what extent do you agree or disagree with the following statements?
 Base: All respondents (2025 n=501; 2024 n=505; 2023 n=802; 2022 n=502)

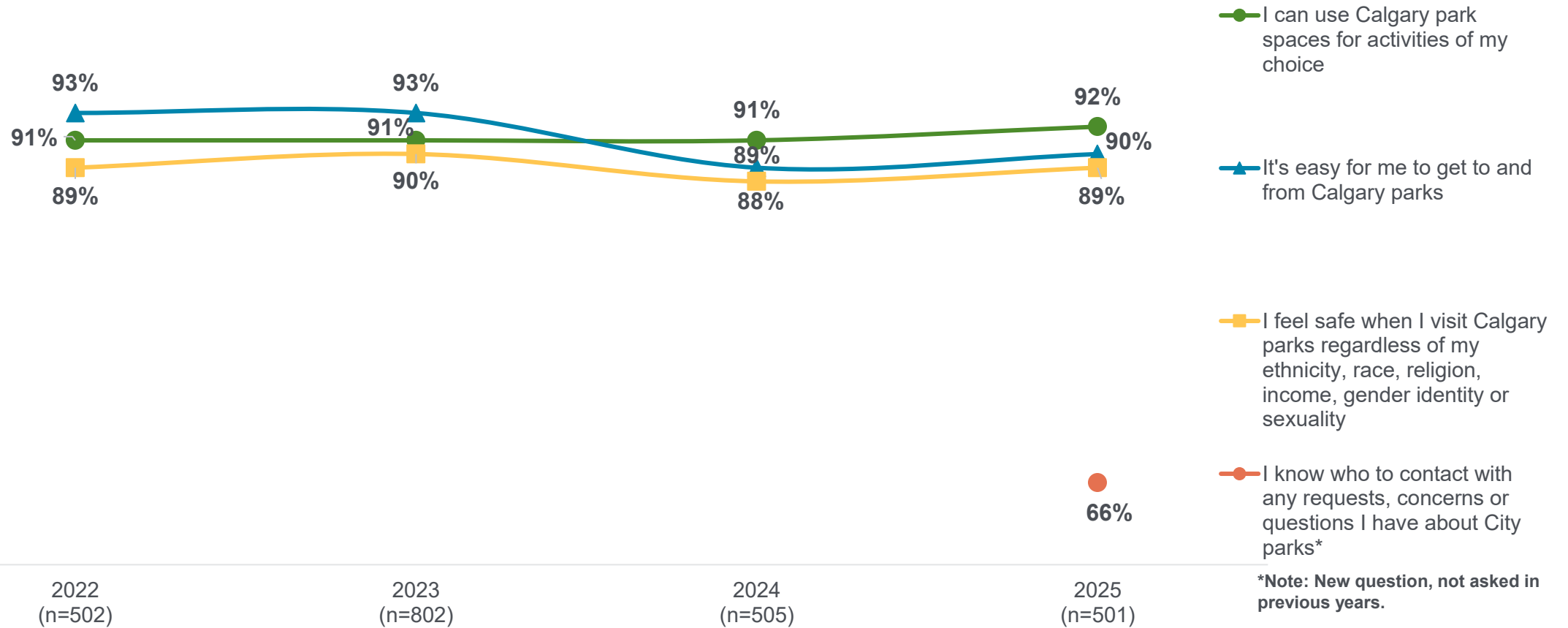
*Note: New question, not asked in previous years.

**Note: in prior years, these two statements were part of the same question (“I’m proud of Calgary’s parks and encourage others to visit them.”) They were split for this survey, with the results from previous years shown beside each new statement for comparison.



Attitudes regarding parks (tracking continued)

Views on park safety and accessibility are virtually unchanged compared to previous years.



Q7. To what extent do you agree or disagree with the following statements?
 Base: All respondents (2025 n=501; 2024 n=505; 2023 n=802; 2022 n=502)



Attitudes regarding parks

By subgroups

Those most likely to **agree they feel welcome in Calgary parks** include:



- Weekly park users (99% vs. 92% daily and 89% among less frequent users).
- Homeowners (98% vs. 92% among renters).
- University graduates (98% vs. 92% among those with high school education or less).
- Those from higher-income households (100% \$120K+ vs. 93% <\$60K).
- Racialized Calgarians (100% vs. 94% among non-Racialized).

Those most likely to **agree they feel proud of Calgary parks** include:



- Those in the Southeast (98% vs. 89% in the Northeast).
- Men (96% vs. 92% among women).
- Younger Calgarians aged 18-34 (98% vs. 89% 35-54).
- Weekly and monthly park users (97% and 96% vs. 84% among less frequent users).
- Households with 2+ people (95% vs. 86% among single-person households).
- Those with children at home (97% vs. 92% among those without children).
- Homeowners (96% vs. 91% among renters).

Q7. To what extent do you agree or disagree with the following statements?
Base: All respondents (n=501)

Those most likely to **agree parks are accessible for everyone** include:



- Men (97% vs. 90% among women).
- Those with children at home (97% vs. 91% among those without children).
- Homeowners (95% vs. 88% among renters).
- Those from middle-income households \$60K-\$119K (97% vs. 87% <\$60K).
- Racialized Calgarians (97% vs. 92% among non-Racialized).

Those most likely to **agree they encourage others to visit Calgary parks** include:



- Those in the Northwest (96% vs. 86% among those in the Northeast).
- Weekly park users (95% vs. 84% among less frequent users).
- Homeowners (95% vs. 87% among renters).

Those most likely to **agree Calgary's parks help make the City a great place** include:



- Weekly and monthly park users (98% and 97% vs. 86% among less frequent users).
- Households with 3+ people (98% vs. 88% among single-person households).



Attitudes regarding parks (continued)

By subgroups

Those most likely to **agree they can use Calgary park spaces for activities of their choice** include:



- More frequent park users (96% daily, 95% weekly, and 93% monthly users vs. 78% among less frequent users).
- Households with two people (97% vs. 79% among single-person households).
- Homeowners (95% vs. 87% among renters).
- Those from higher-income households (96% \$120K+ vs. 87% <\$60K).

Those most likely to **agree it is easy for them to get to and from Calgary parks** include:



- Daily and weekly park users (96% and 95% vs. 74% among less frequent users).
- Households with 3+ people (94% vs. 77% among single-person households).
- Those with children at home (96% vs. 87% among those without children).
- Those from higher-income households (97% \$120K+ vs. 83% <\$60K).
- Households with a cognitive disability (98% vs. 89% among those without a disability).

Those most likely to **agree they feel safe when they visit Calgary parks** include:



- Men (93% vs. 86% among women).
- Daily and monthly park users (95% and 93% vs. 80% among less frequent users).
- Households with 3+ people (92% vs. 79% among single-person households).
- Those with children at home (96% vs. 86% among those without children).
- University graduates (93% vs. 84% among those with high school education).

Those most likely to **agree they know who to contact for information about City parks** include:



- Middle-aged Calgarians (73% 35-54 vs. 56% 18-34).
- Daily park users (79% vs. 58% among weekly park users).
- Those with children at home (75% vs. 62% among those without children).
- Those with some post-secondary education and university graduates (70% and 67% vs. 51% among those with high school education).
- Non-Racialized Calgarians (69% vs. 59% among Racialized Calgarians).
- Households with a cognitive disability (80% vs. 64% without a disability).

Q7. To what extent do you agree or disagree with the following statements?
Base: All respondents (n=501)

Driver analysis explanation

A driver analysis measures the relationship between specific survey variables. This analysis explains the extent to which one or more scale questions in the survey (the independent variables) influence a dependent variable. In this case, we are measuring several different measures as the dependent variables, and how they are influenced by the perceived park performance indicators (the independent variables). The dependent variables are:

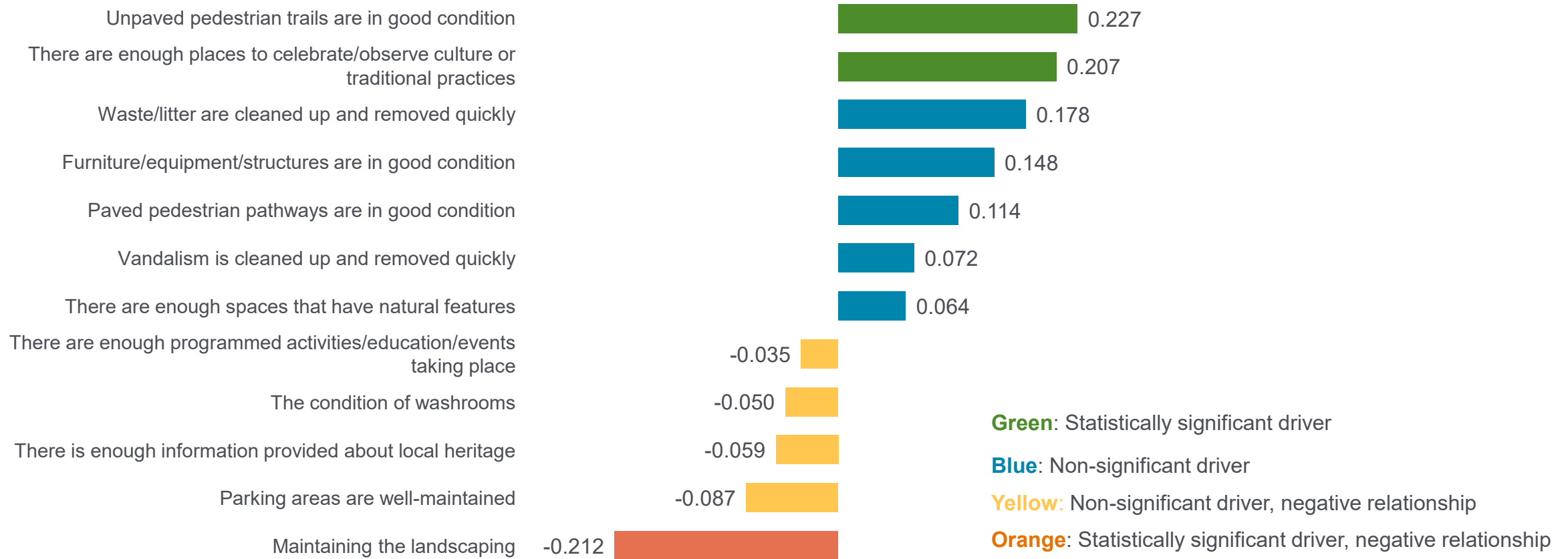
- I feel welcome in Calgary parks
- I'm proud of Calgary's parks

On the following pages, the scores for each dimension of perceived park performance (the beta scores) are shown. These are decimals to the hundredth decimal place (e.g. 0.251) and range from 1 to -1. Variables that have a statistically significant bearing (at the 95% confidence level) on each of the dependent variables are highlighted in a different colour in the graph (green). The adjusted R² measure (a score between 0 and 1, shown at the bottom of each slide) identifies the strength of the relationship between the dependent variable and the independent variable. A score of 0.4 or higher is quite strong.



Key driver analysis: feeling welcome in parks

The extent to which Calgarians feel welcome in parks is most strongly associated with two key factors: the condition of unpaved pedestrian trails and the availability of places to celebrate or observe one’s cultural and traditional practices.

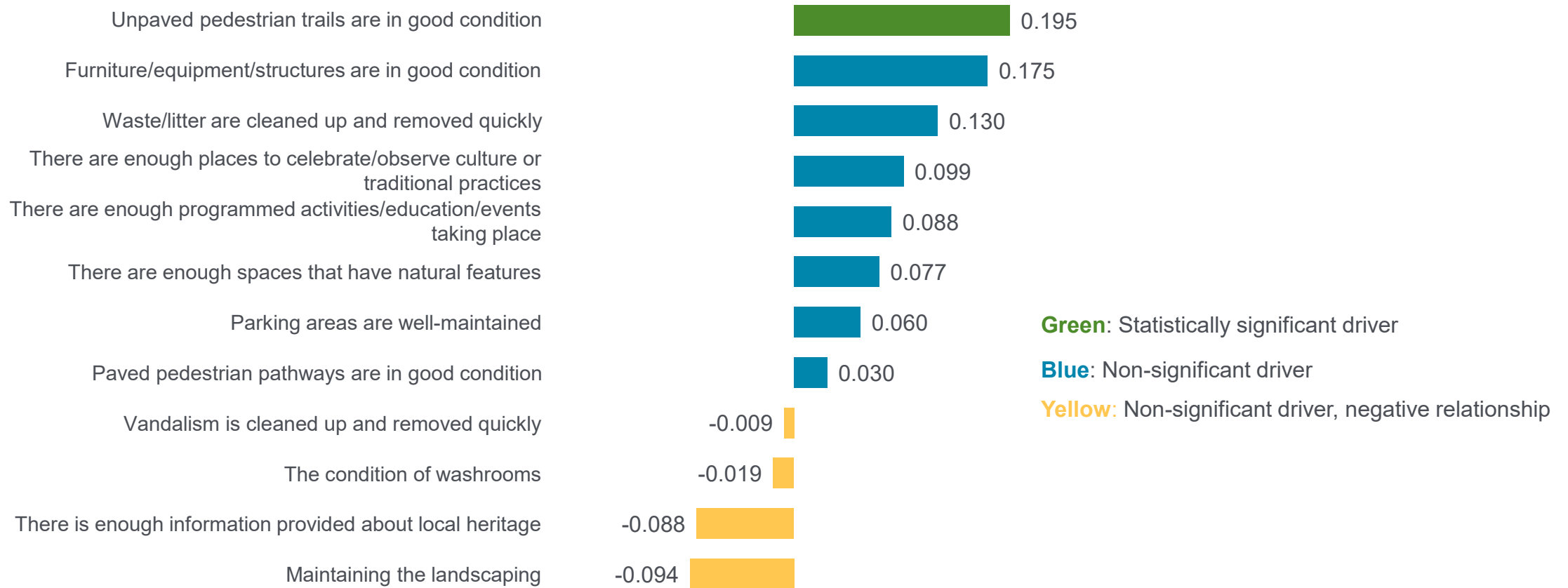


Adjusted R² – Feel welcome in Calgary parks: 0.238 (weak to moderate relationship)



Key driver analysis: pride in Calgary's parks

The degree of pride Calgaryans feel toward their city's parks is most strongly predicted by users' assessment of what kind of condition unpaved pedestrian trails are in.



Adjusted R² – Proud of Calgary's parks: 0.218 (weak to moderate relationship)



Respondent profile



Respondent profile

Gender	
Female	50%
Male	50%
Other, prefer to self-describe	<1%

Quadrant	
Northwest	28%
Southwest	28%
Southeast	25%
Northeast	19%

Age	
18 to 24	17%
25 to 34	16%
35 to 44	17%
45 to 54	22%
55 to 64	8%
65 or older	20%

Education	
Completed high school or less	19%
Some post secondary or completed a college diploma	28%
Completed university degree or post-grad degree	53%

Income	
Less than \$30,000	6%
\$30,000 to <\$60,000	18%
\$60,000 to <\$90,000	18%
\$90,000 to <\$120,000	20%
\$120,000 to <\$150,000	12%
\$150,000 or more	25%

Indigenous	
Yes	3%
No	97%

Physical/mobility-related disability	
Self	5%
Someone else in household	9%
No	87%

Racialized	
Yes	25%
No	75%

Home ownership	
Own	76%
Rent	24%

Children <18 at home	
Yes	33%
No	67%

Household size	
1	13%
2	29%
3	21%
4	21%
5+	16%

Cognitive/neurological disability	
Self	3%
Someone else in household	8%
No	89%

Base: All respondents (n=501)



Contact:

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