

Calgary



2024 Perspectives on Calgary Survey Report Council Focus Areas 2024

Final Report

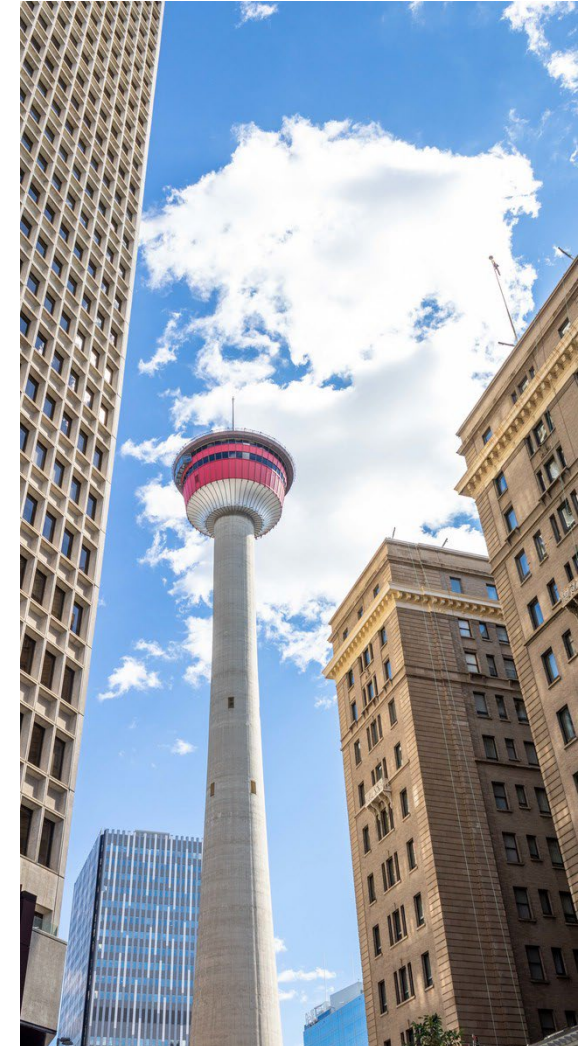
September 2024

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Background and methodology

Background

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

Methodology

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

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

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

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

Data were weighted based on the latest federal census for age, gender, and city quadrant, as well as based on the Statistics Canada 2021 Survey of Household Spending for phone type ownership (cell phone only, landline only, and both). The weighting efficiency was 79%. Although the results are weighted, sample sizes for each question represent the number of actual respondents (i.e., unweighted n).

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

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



Segment differences explanation

Any statistical differences between demographic groups are indicated with arrows to indicate where a group is statistically higher or lower than all other segments combined.

- 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 less likely to believe that people in Calgary are very welcoming and friendly 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 (which may not be true).

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



Highlights at a glance

TOURISM DIVERSITY & INCLUSION CALGARY TRANSIT BUSINESS & EMPLOYMENT

75%

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

66%

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

74%

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

61%

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



79%

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



73%

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

91%

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

55%

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

57%

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

49%

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



DOWNTOWN

EMERGENCY SERVICES

48%

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



46%

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

74%

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

29%

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

EVENT CENTRE

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

50%

Edmonton's

9%

Vancouver's

7%

Toronto's



47%

familiar with the **Event Centre project**



70%

community events and **festivals**



74%

concerts and performance **events**



64%

using **businesses and restaurants**



64%

sporting **events**



39%

community **rink**

Key findings

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

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

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

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

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

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

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

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

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

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

Key findings (continued)

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

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

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

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

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

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



Detailed findings

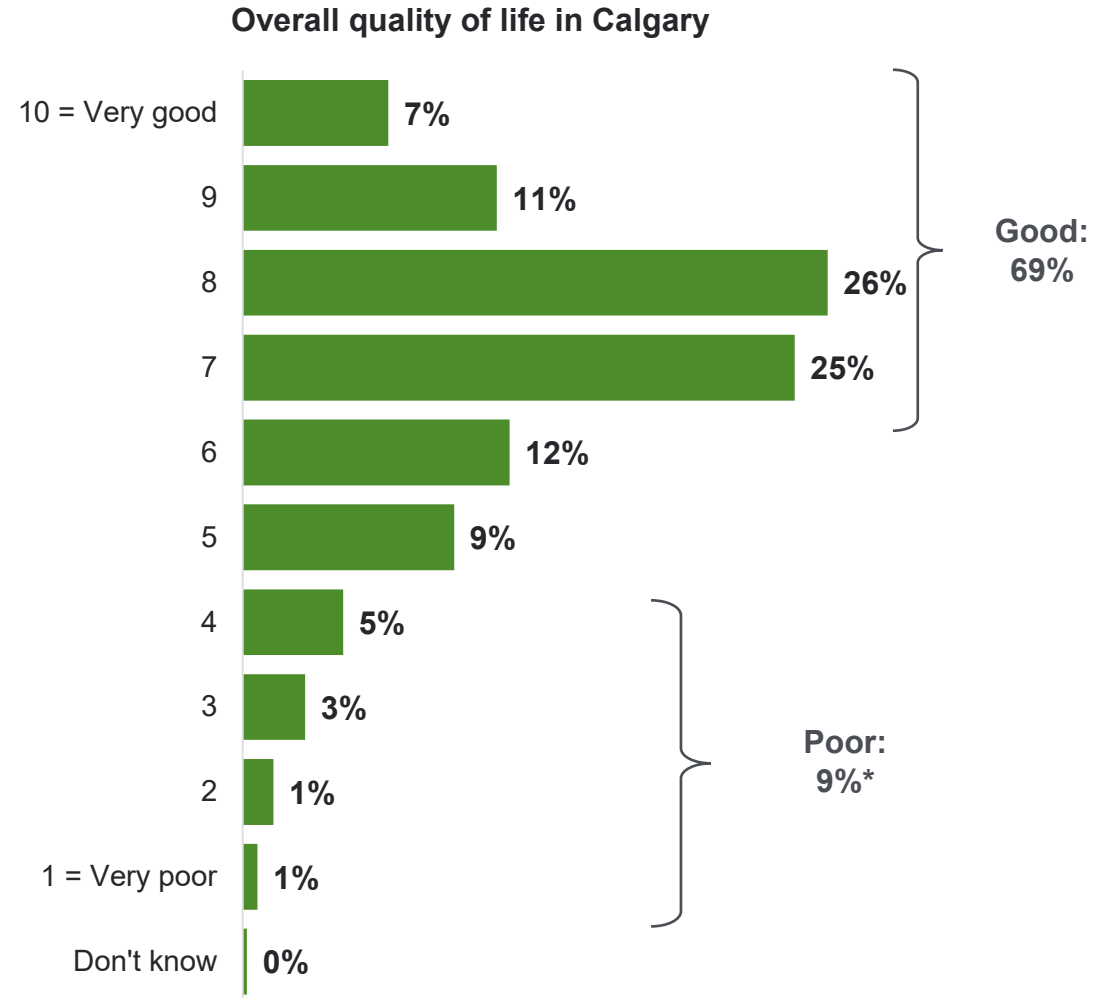


Quality of life and satisfaction with City services and programs



Overall quality of life in Calgary

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

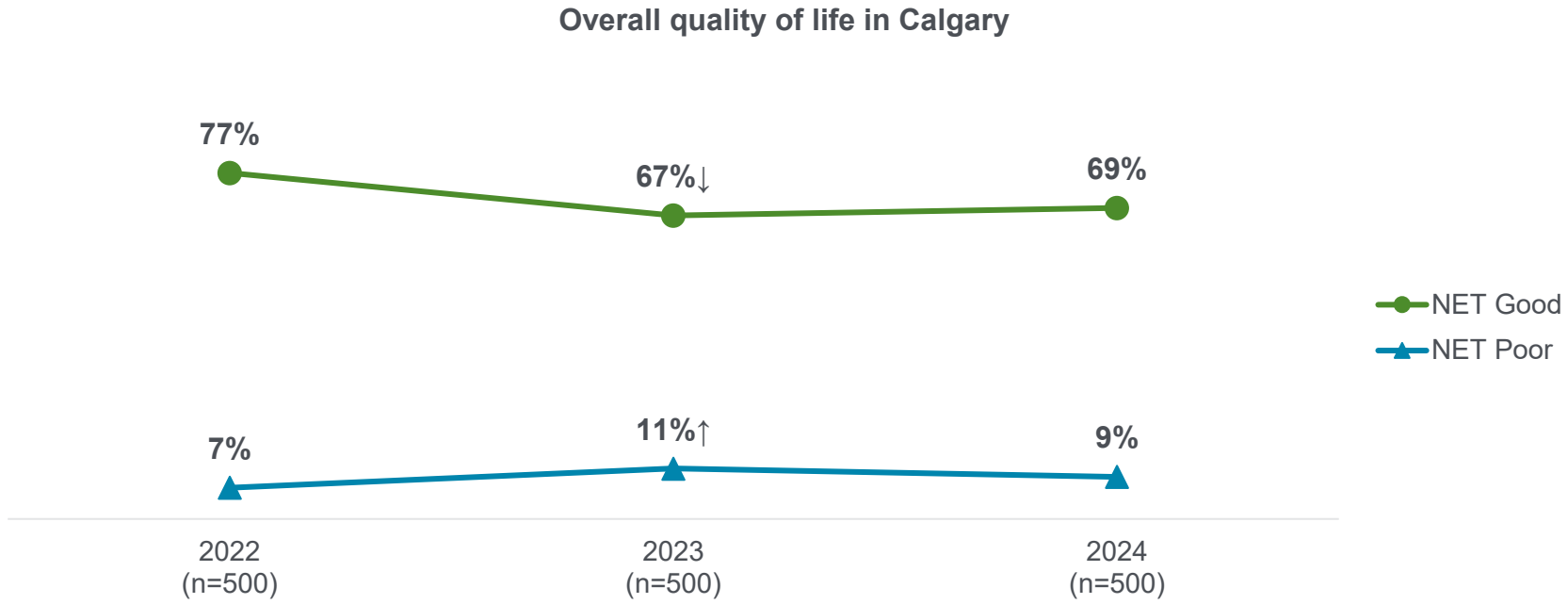


Q1. How would you rate your overall quality of life in Calgary today?
 Base: Valid respondents (n=500)



Tracking overall quality of life in Calgary

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



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

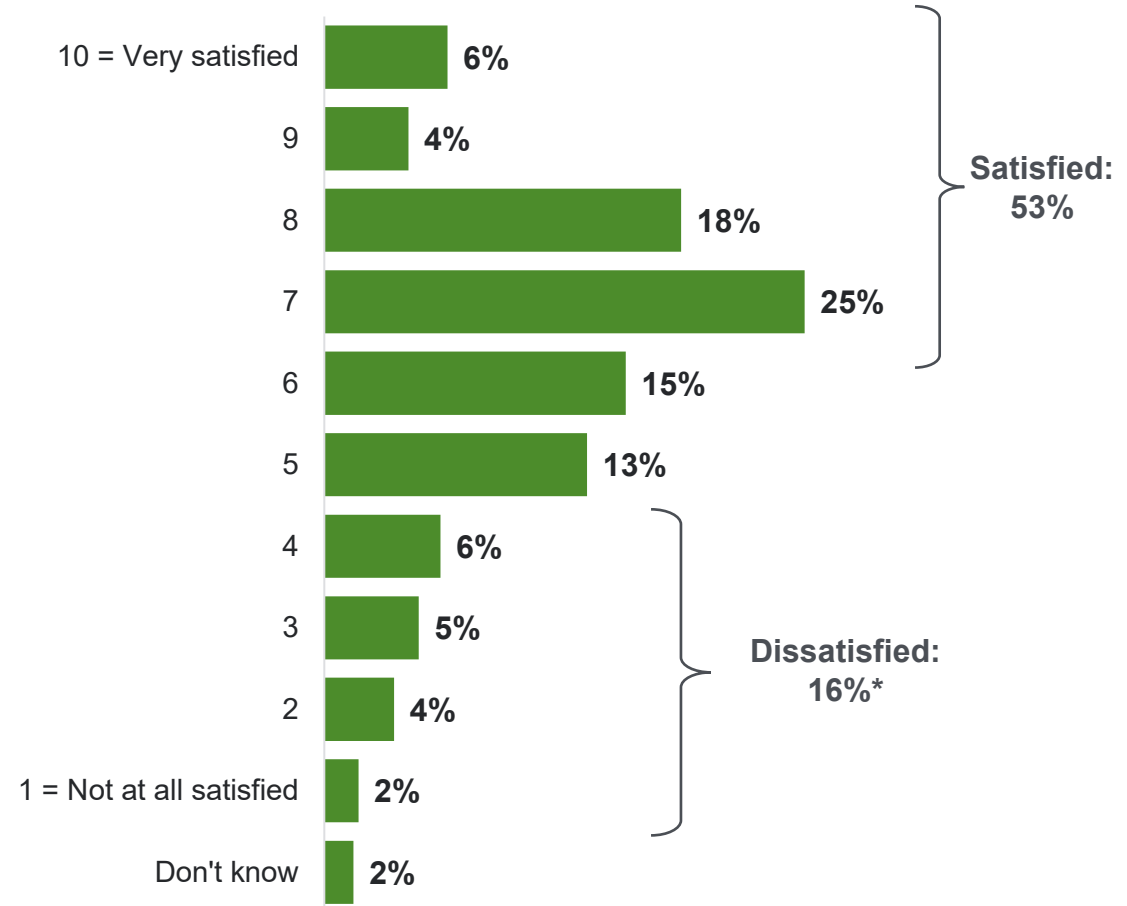
Q1. How would you rate your overall quality of life in Calgary today?
 Base: Valid respondents



Overall satisfaction with City services/programs

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

Satisfaction with overall level and quality of City services and programs



* Rounding

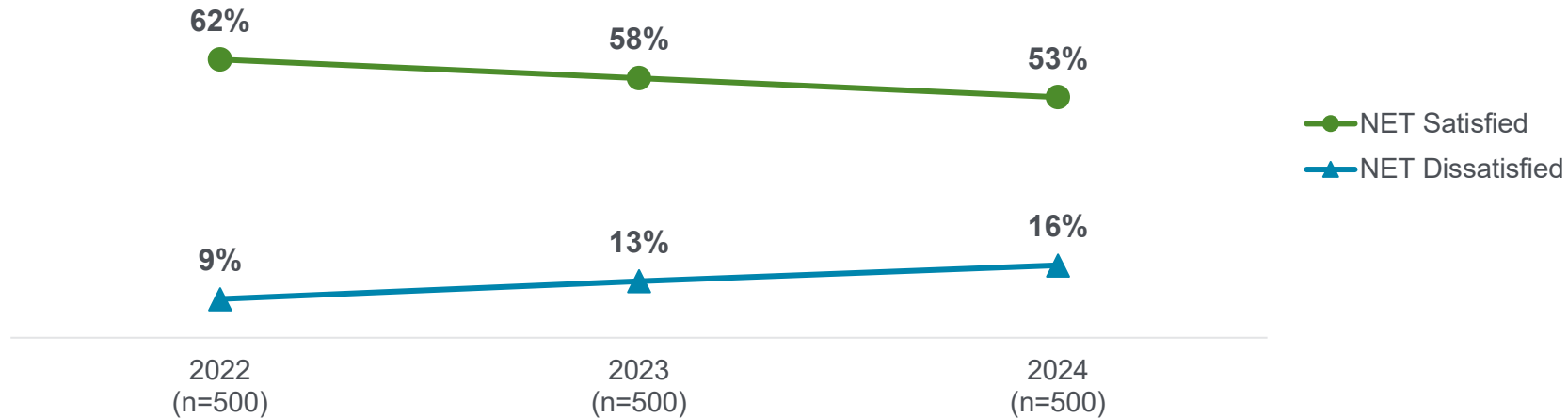
Q2.How satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?
 Base: Valid respondents (n=500)



Tracking overall satisfaction with City services/programs

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

Satisfaction with overall level and quality of City services and programs



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

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

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

Compared to all other Calgarians ...

Younger Calgarians (aged 18 to 34) (n=80) ...

- ... are more likely (80%) to think the overall quality of life in Calgary is good.
- ... are more likely (63%) to be satisfied with the quality of services and programs provided by The City.

Seniors (aged 65+) (n=162) ...

- ... are more likely (78%) to think the overall quality of life in Calgary is good.
- ... are more likely (62%) to be satisfied with the quality of services and programs provided by The City.

Households earning less than \$60k (n=98) ...

- ... are less likely (59%) to think the overall quality of life in Calgary is good.

Those who rent their home (n=113) ...

- ... are less likely (59%) to think the overall quality of life in Calgary is good.

Those who are not born in Canada (n=136) ...

- ... are more likely (66%) to be satisfied with the quality of services and programs provided by The City.

Those who are dissatisfied with City Programs (n=85) ...

- ... are less likely (22%) to think the overall quality of life in Calgary is good.



Tourism

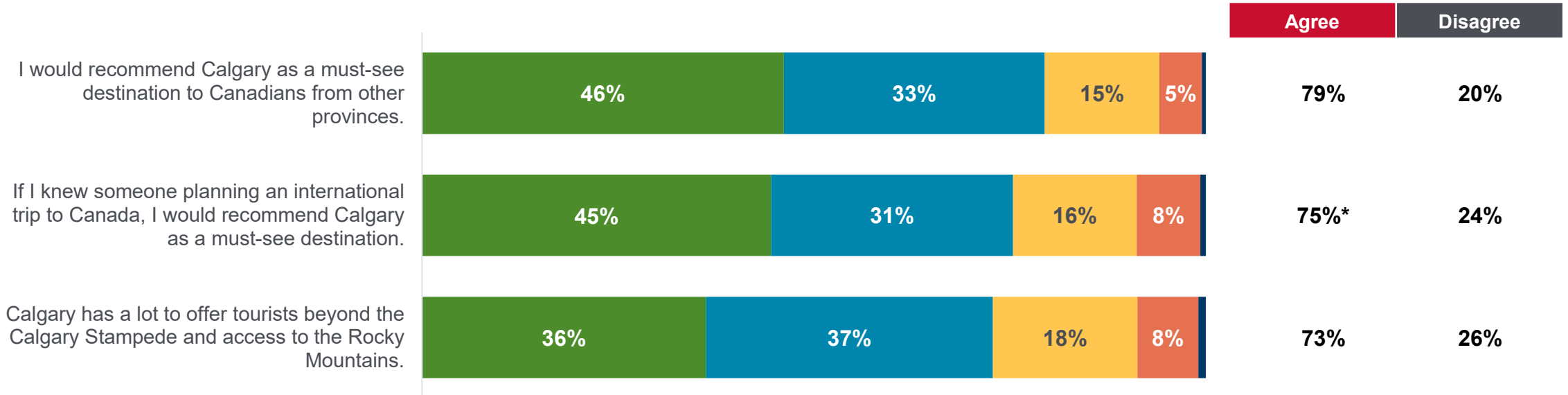


Perceptions of Calgary as a tourist destination

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

Perceptions of Calgary as a tourist destination

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



Data labels <3% not shown

* Rounding

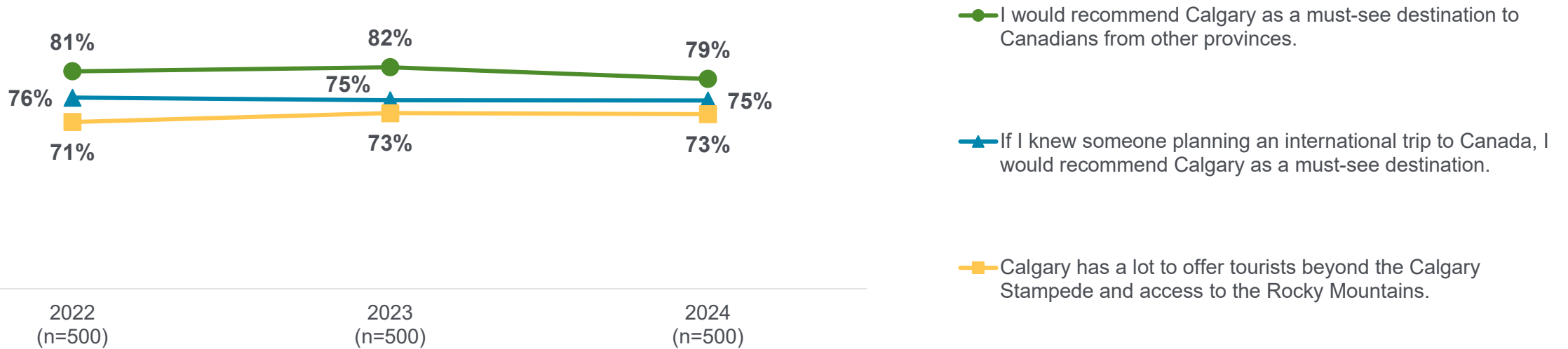
Q3. For each of the following statements about Calgary as a tourist destination, please tell me to what extent you agree or disagree.
 Base: Valid respondents (n=500)



Tracking perceptions of Calgary as a tourist destination

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

Perceptions of Calgary as a tourist destination (NET Agree)



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

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

Tourism segment differences overview

Compared to all other Calgarians ...

Seniors (aged 65+) (n=162) ...

- ... are more likely to recommend Calgary to both people from other provinces (88%) and someone planning an international trip to Canada (83%).
- ... are more likely (85%) to feel Calgary has more to offer than just the Calgary Stampede and Rocky Mountains.

Females (n=231) ...

- ... are less likely (75%) to recommend Calgary as a must-see destination to Canadians from other provinces.

Households earning less than \$60k (n=98) ...

- ... are more likely (81%) to feel Calgary has more to offer than just the Calgary Stampede and Rocky Mountains.

Those who live in the Northwest quadrant (n=152) ...

- ... are less likely (62%) to feel Calgary has more to offer than just the Calgary Stampede and Rocky Mountains.

Those who are dissatisfied with City Programs (n=85) ...

- ... are less likely to recommend Calgary as a must-see destination to both people from other provinces (55%) and those travelling internationally (52%).



Business and employment

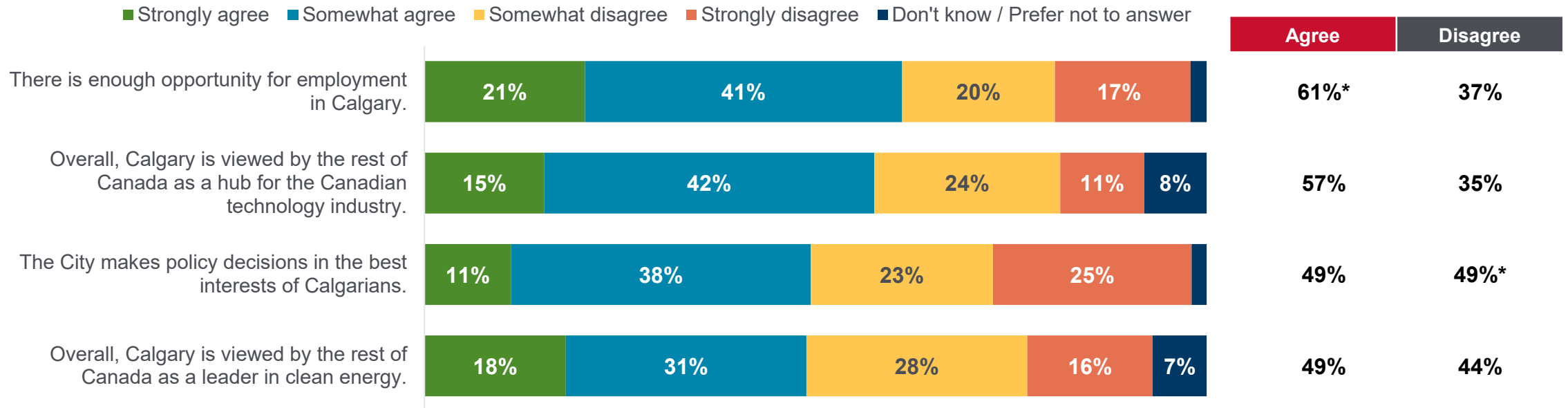


Perceptions of business and employment in Calgary

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

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

Perceptions of Calgary in terms of business and employment



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*Rounding

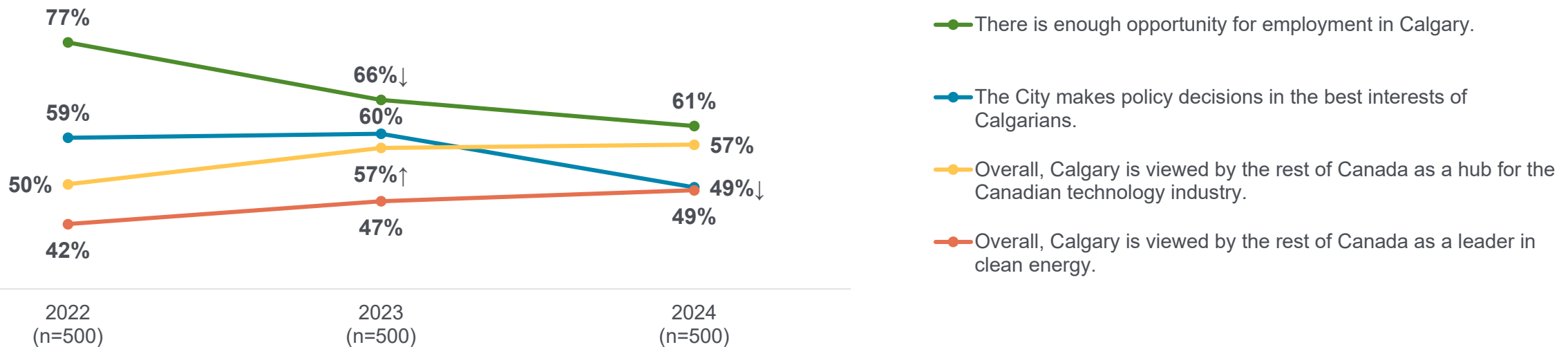
Q6. For each of the following statements about business and employment, please tell me to what extent you agree or disagree.
Base: Valid respondents (n=500)



Tracking perceptions of business and employment in Calgary

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

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



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

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

Business and employment segment differences overview

Compared to all other Calgarians ...

Seniors (aged 65+) (n=162) ...

- ... are more likely (66%) to think Calgary is viewed by the rest of Canada as a hub for the Canadian technology industry.

Females (n=262) ...

- ... are more likely (55%) to feel The City makes policy decisions in the best interests of Calgarians.

Households earning less than \$60k (n=98) ...

- ... are more likely to think The City makes policy decisions in the best interests of Calgarians (65%), and that Calgary is viewed by the rest of Canada as a leader in clean energy (61%).
- ... are less likely (48%) to think there is enough opportunity for employment in Calgary.

Those who live in the Southeast quadrant (n=121) ...

- ... are more likely (70%) to feel there is enough opportunity for employment in Calgary.

Those who live in the Northeast quadrant (n=85) ...

- ... are less likely (50%) to feel there is enough opportunity for employment in Calgary.

Business and employment segment differences overview (continued)

Compared to all other Calgarians ...

Racialized Calgarians (n=108) ...

- ... are more likely (60%) to agree that Calgary is viewed by the rest of Canada as a leader in clean energy.

Those who are not born in Canada (n=136) ...

- ... are more likely to feel The City makes policy decisions in the best interests of Calgarians (63%), or that Calgary is viewed by the rest of Canada as a leader in clean energy (62%).

Those who rent their home (n=113) ...

- ... are more likely to feel The City makes policy decisions in the best interests of Calgarians (61%), or that Calgary is viewed by the rest of Canada as a leader in clean energy (58%).

Those who are dissatisfied with City Programs (n=85) ...

- ... are less likely (45%) to think there are enough employment opportunities in Calgary.
- ... are less likely to think Calgary is viewed as a hub for Canadian technology (46%), or as a leader in clean energy (37%).
- ... are less likely (19%) to think The City makes policy decision in the best interests of Calgarians.



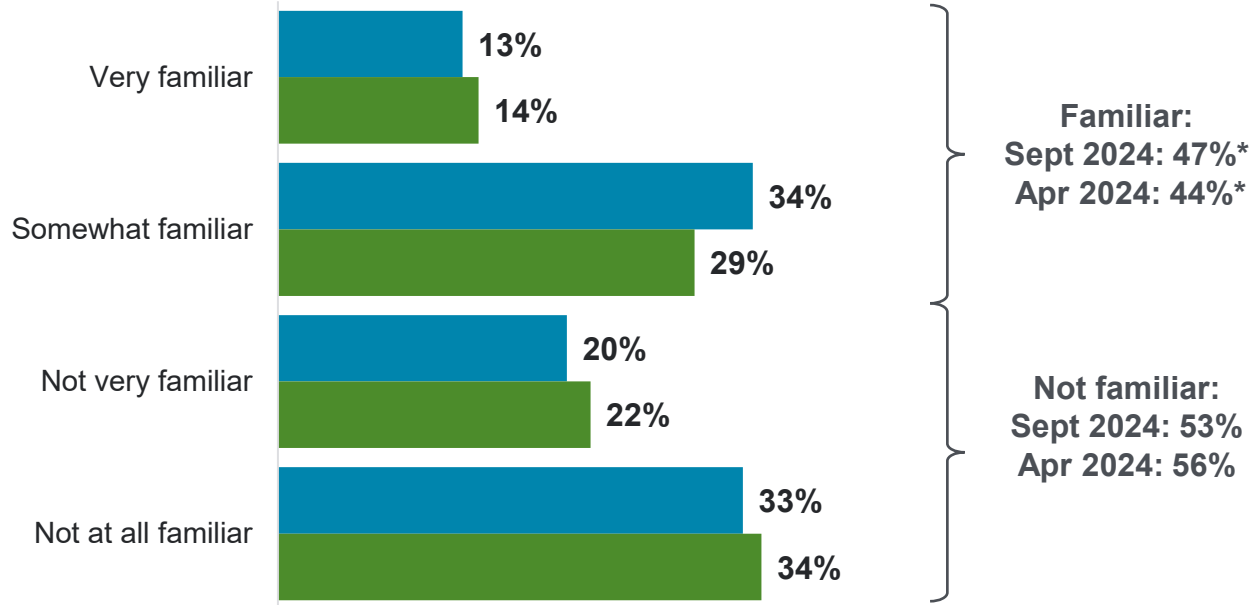
Event Centre



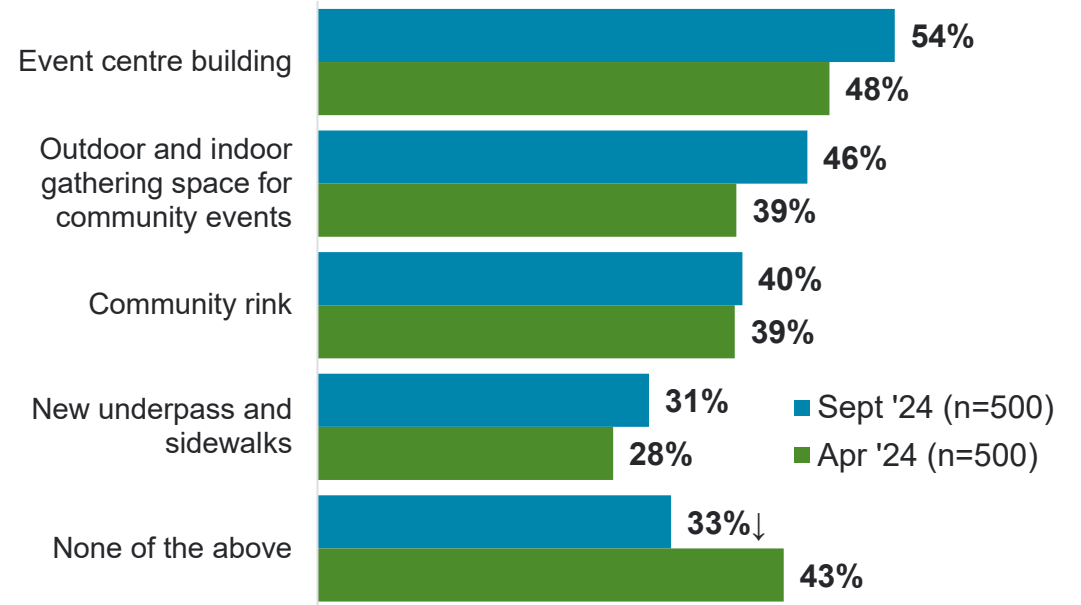
Awareness of the Event Centre project

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

Familiarity with the Event Centre project



Event Centre project component awareness



Q7a. How familiar were you with the Event Centre project? / Q7b. Up until now, which of the following components were you aware will be part of the Event Centre project?
Base: Valid respondents

*Rounding

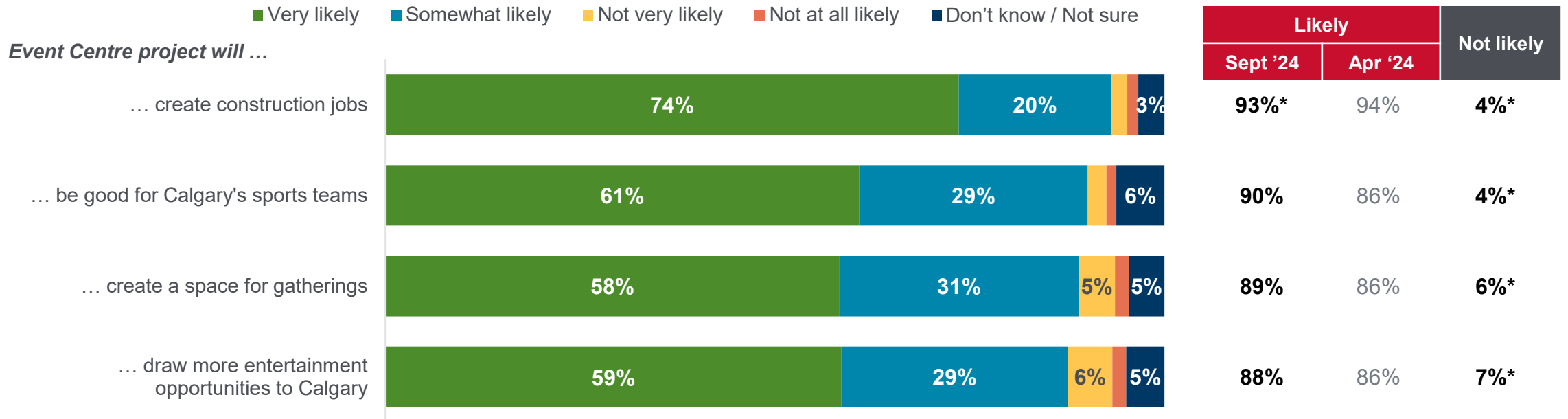
↑ Statistically higher than the previous wave
↓ Statistically lower than the previous wave



Perceptions of Event Centre benefits

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

Perceptions of Event Centre benefits



*Rounding

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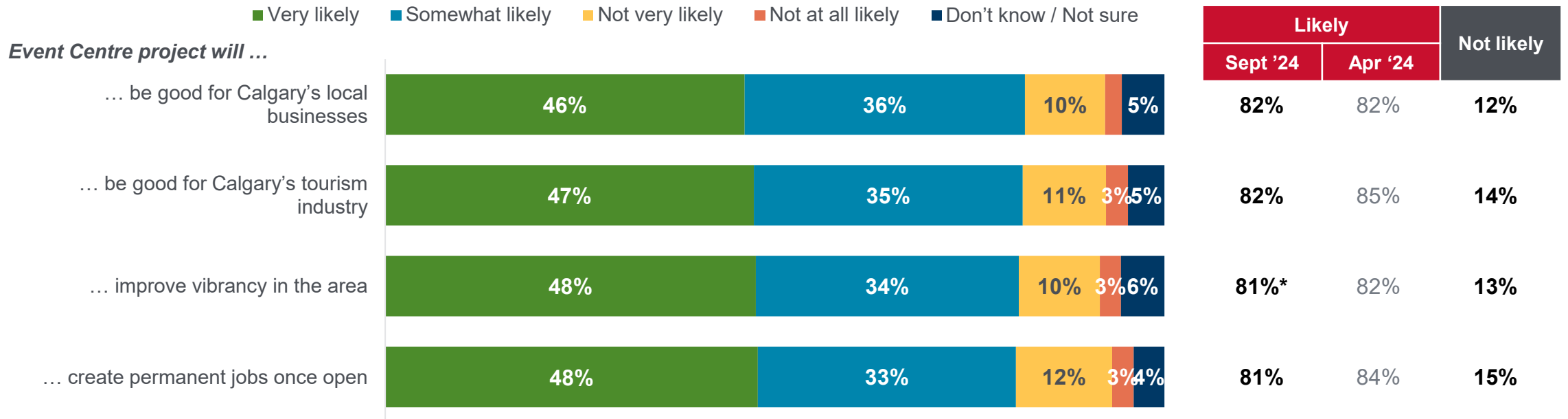
Q7c. Please tell me if you think it will be very likely, somewhat likely, not very likely, or not at all likely that the Event Centre project...
Base: Valid respondents (n=500)



Perceptions of Event Centre benefits (continued)

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

Perceptions of Event Centre benefits



*Rounding

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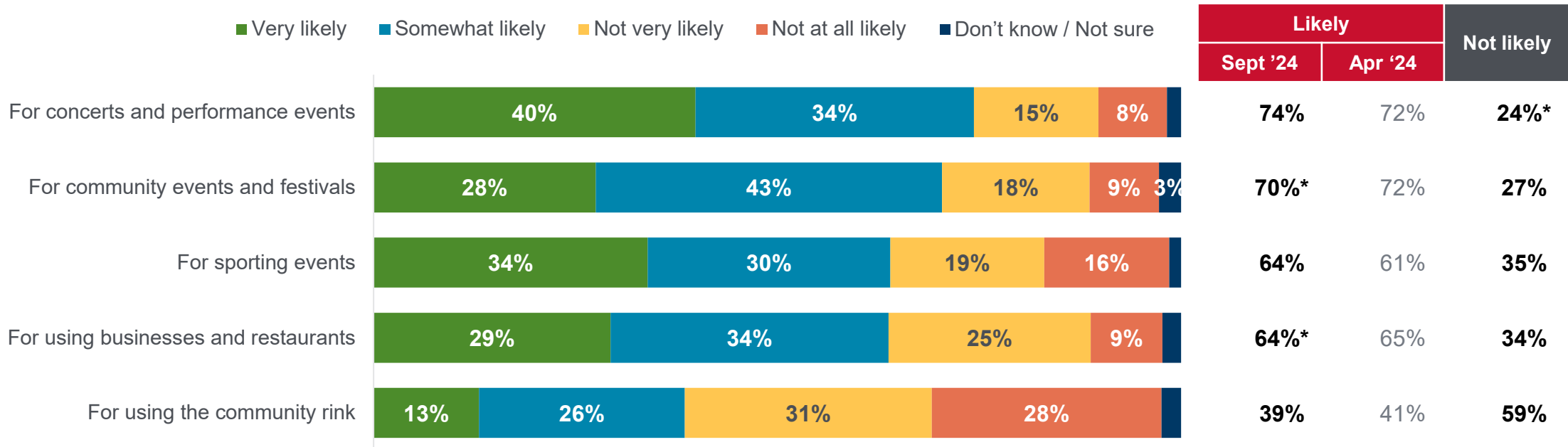
Q7c. Please tell me if you think it will be very likely, somewhat likely, not very likely, or not at all likely that the Event Centre project...
Base: Valid respondents (n=500)



Reasons to visit the Event Centre area

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

Likelihood to visit the Event Centre area for...



*Rounding

Data labels <3% not shown

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

Event Centre segment differences overview

Compared to all other Calgarians ...

Younger Calgarians (aged 18 to 34) (n=80) ...

- ... are less likely (28%) to be familiar with the Event Centre project, as well as several of the components: the Event Centre building (37%), the indoor/outdoor gather space (28%), and the community rink (25%).
- ... are less likely (74%) to think the Event Centre project will be good for Calgary's tourism industry.
- ... are more likely to visit the Event Centre for concerts and performance events (84%), sporting events (77%), businesses and restaurants (74%) and to use the community rink (51%).

Seniors (aged 65+) (n=162) ...

- ... are less likely to visit the Event Centre for concerts and performance events (53%), community events and festivals (52%), sporting events (34%), businesses and restaurants (40%), and to use the community rink (16%).

Females (n=262) ...

- ... are less likely (34%) to visit the Event Centre to use the community rink.

Households earning less than \$60k (n=98) ...

- ... are less likely (34%) to be familiar with the Event Centre project, as well as several of the components: the Event Centre building (38%), the indoor/outdoor gather space (32%), and the community rink (27%).

Households earning \$200k or more (n=69) ...

- ... are more likely (64%) to be familiar with the Event Centre project, as well as several of the components: the Event Centre building (68%), the indoor/outdoor gather space (65%), and the community rink (54%).

Event Centre segment differences overview (continued)

Compared to all other Calgarians ...

Those who live in the Southwest quadrant (*n=142*) ...

- ... are less likely (35%) to be aware that the Event Centre will involve a new underpass and sidewalks.
- ... are more likely to feel that the Event Centre will be good for Calgary's tourism industry (82%), improve the vibrancy in the area (78%) and create permanent jobs (83%).

Those who live in the Northwest quadrant (*n=152*) ...

- ... are more likely to be familiar with the Event Centre project (56%), and to be aware of the community rink (47%) as part of it.

Those who live in the Northeast quadrant (*n=85*) ...

- ... are less likely to be familiar with the Event Centre building (42%) as part of the project.

Racialized Calgarians (*n=108*) ...

- ... are less likely (35%) to be familiar with the Event Centre project, as well as several of the components: the Event Centre building (36%), the indoor/outdoor gather space (35%), and the community rink (25%).
- ... are less likely (84%) to believe that the Event Centre will be good for Calgary's sports teams.
- ... are more likely to visit the Event Centre for community events and festivals (82%), sporting events (73%), using businesses and restaurants (77%), and using the community rink (60%).

Event Centre segment differences overview (continued)

Compared to all other Calgarians ...

Those who are not born in Canada (*n=136*) ...

- ... are less likely (36%) to be familiar with the Event Centre project, as well as several of the components: the Event Centre building (42%), the indoor/outdoor gather space (37%), and the community rink (29%).
- ... are more likely to visit the Event Centre for sporting events (72%), using businesses and restaurants (72%), and using the community rink (56%).

Those who rent their home (*n=113*) ...

- ... are less likely (33%) to be familiar with the Event Centre project, as well as several of the components: the Event Centre building (38%), the indoor/outdoor gather space (29%), and the community rink (23%).
- ... are more likely to visit the Event Centre for using the community rink (50%).

Those who are dissatisfied with City Programs (*n=85*) ...

- ... are more likely (57%) to be familiar with the Event Centre project.
- ... are less likely to feel the Event Centre project will create construction jobs (85%), be good for Calgary's sports teams (83%), and improve vibrancy in the area (71%).
- ... are less likely to visit the Event Centre for any reason, such as concerts and performance events (59%), community events and festivals (57%), sporting events (48%), the community rink (28%) or to use businesses or restaurants (52%).



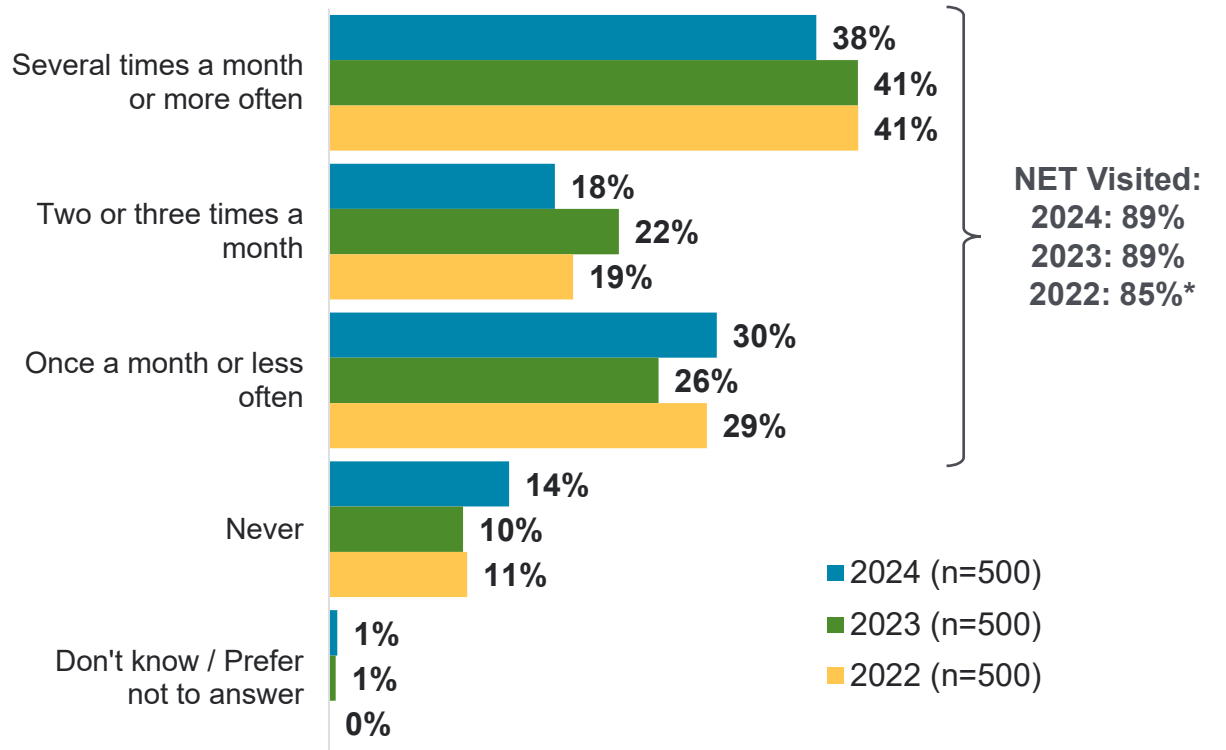
Downtown



Frequency of visiting downtown

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

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



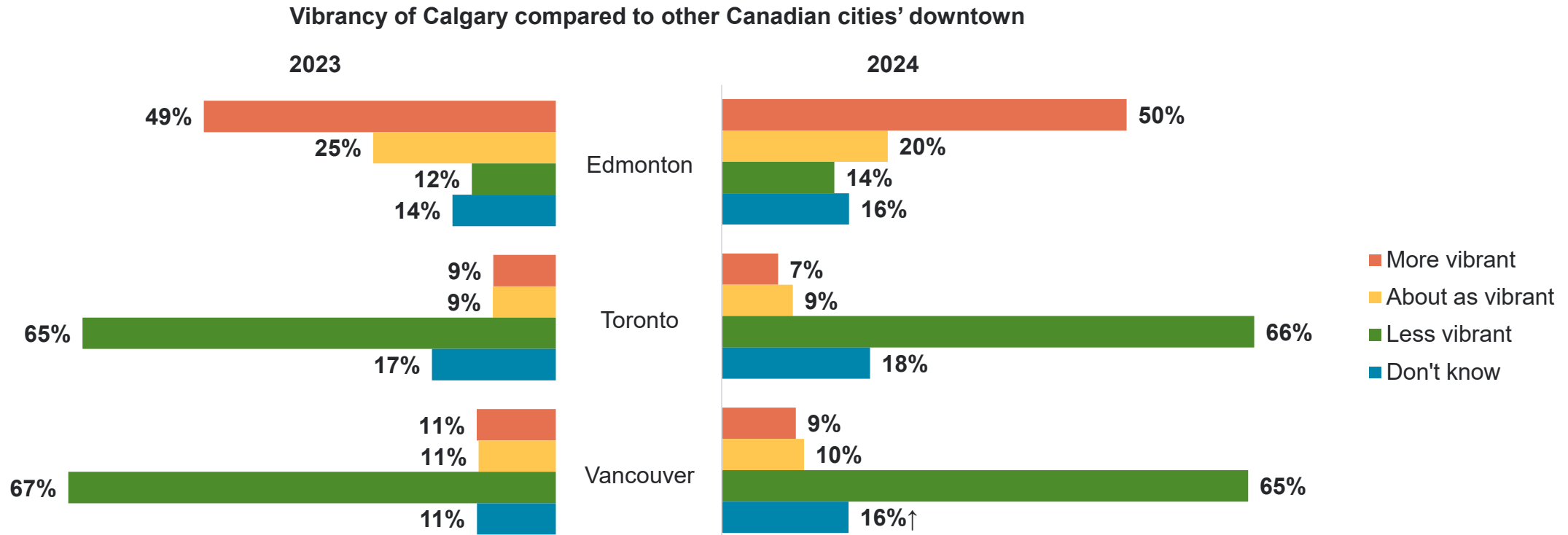
*Rounding

Q9. In the past 6 months, how often have you visited downtown for any reason?
 Base: Valid respondents



Vibrancy of other Canadian cities' downtown compared to Calgary

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



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

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

Base: Valid respondents

Downtown segment differences overview

Compared to all other Calgarians ...

Younger Calgarians (aged 18 to 34) (n=80) ...

- ... are more likely (52%) to have visited downtown several times a month or more often for any reason.
- ... are more likely (68%) to feel Calgary's downtown is more vibrant than Edmonton's.

Seniors (aged 65+) (n=162) ...

- ... are more likely (34%) to have never visited downtown.
- ... are less likely (25%) to think Calgary's downtown is more vibrant than Edmonton's.

Females (n=231) ...

- ... are less likely (31%) to have visited downtown Calgary several times a month or more.

Households earning less than \$60k (n=98) ...

- ... are more likely (21%) to never visit downtown Calgary.

Households earning \$200k or more (n=69) ...

- ... are more likely (60%) to visit downtown Calgary several times a month or more.

Downtown segment differences overview (continued)

Compared to all other Calgarians ...

Racialized Calgarians (n=108) ...

- ... are less likely (33%) to have visited downtown several times a month or more often for any reason.

Those who are not born in Canada (n=136) ...

- ... are more likely (48%) to have visited downtown several times a month or more often.

Those who are dissatisfied with The City's programs (n=85) ...

- ... are less likely (36%) to feel Calgary's downtown is more vibrant than Edmonton's.



Transit

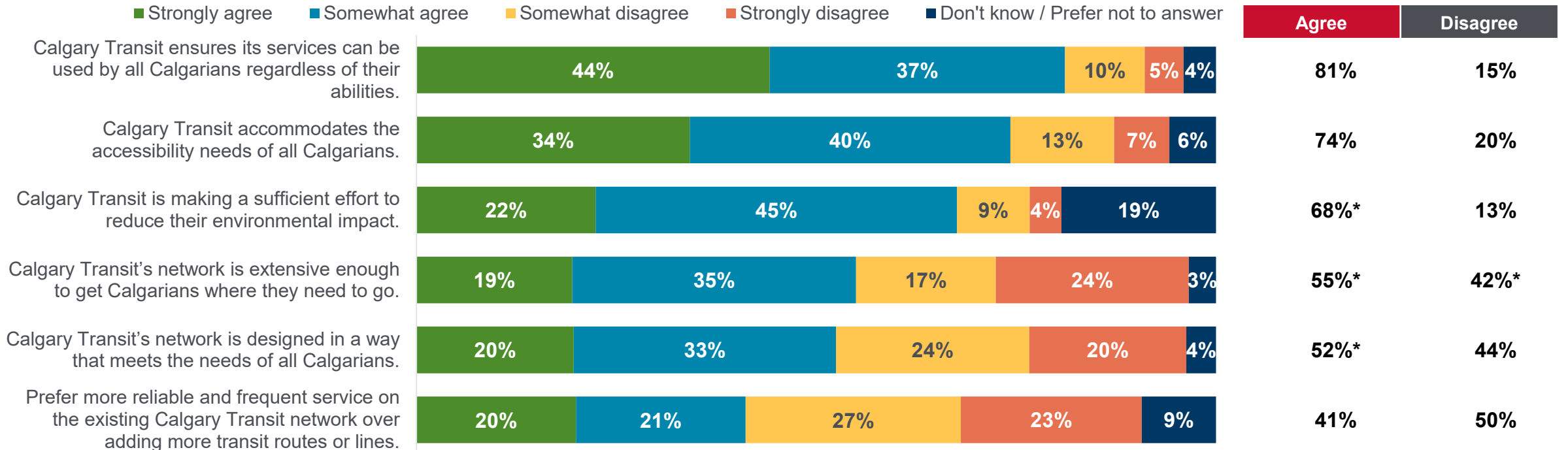


Perceptions of Calgary Transit

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

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

Perceptions of Calgary Transit



*Rounding

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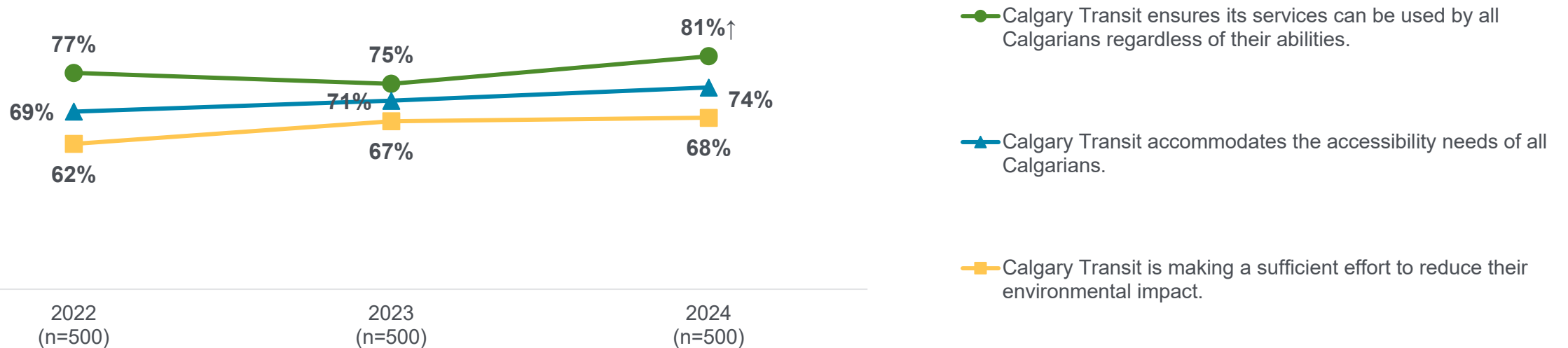
Q10. For each of the following statements about Calgary's downtown, please tell me to what extent you agree or disagree. The first is:
Base: Valid respondents (n=500)



Tracking perceptions of Calgary Transit

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

Perceptions of Calgary Transit (NET Agree)



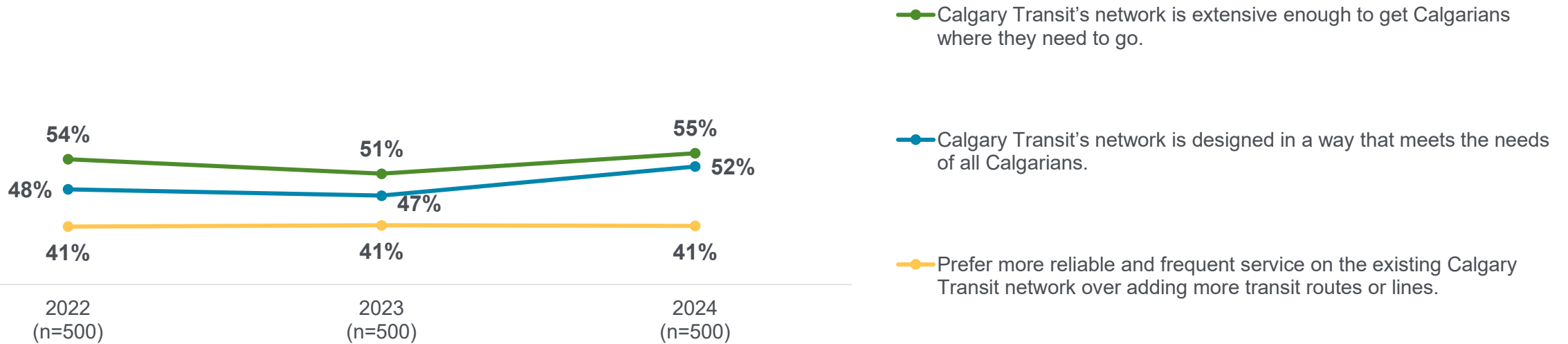
Q10. For each of the following statements about Calgary’s downtown, please tell me to what extent you agree or disagree. The first is:
Base: Valid respondents (n=500)



Tracking perceptions Calgary transit (continued)

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

Perceptions of Calgary Transit (NET Agree)



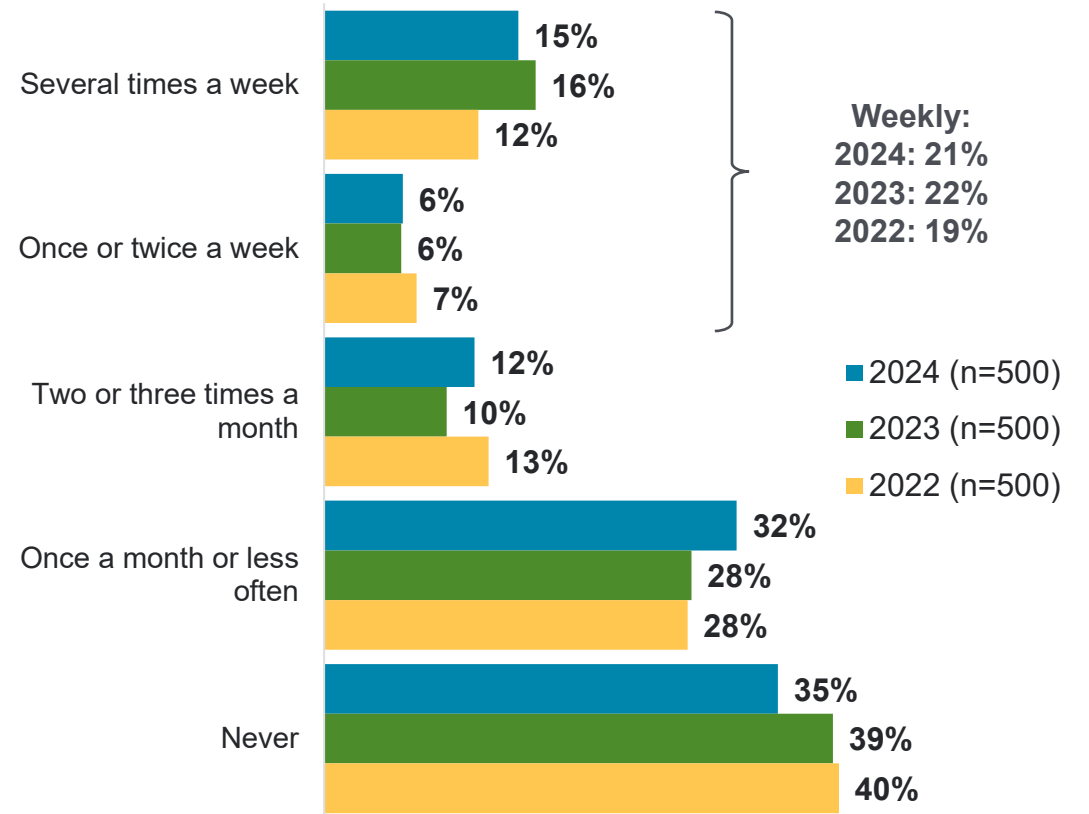
Q10. For each of the following statements about Calgary’s downtown, please tell me to what extent you agree or disagree. The first is:
 Base: Valid respondents (n=500)



Frequency of Calgary Transit use

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

Frequency of using Calgary Transit in the past 6 months

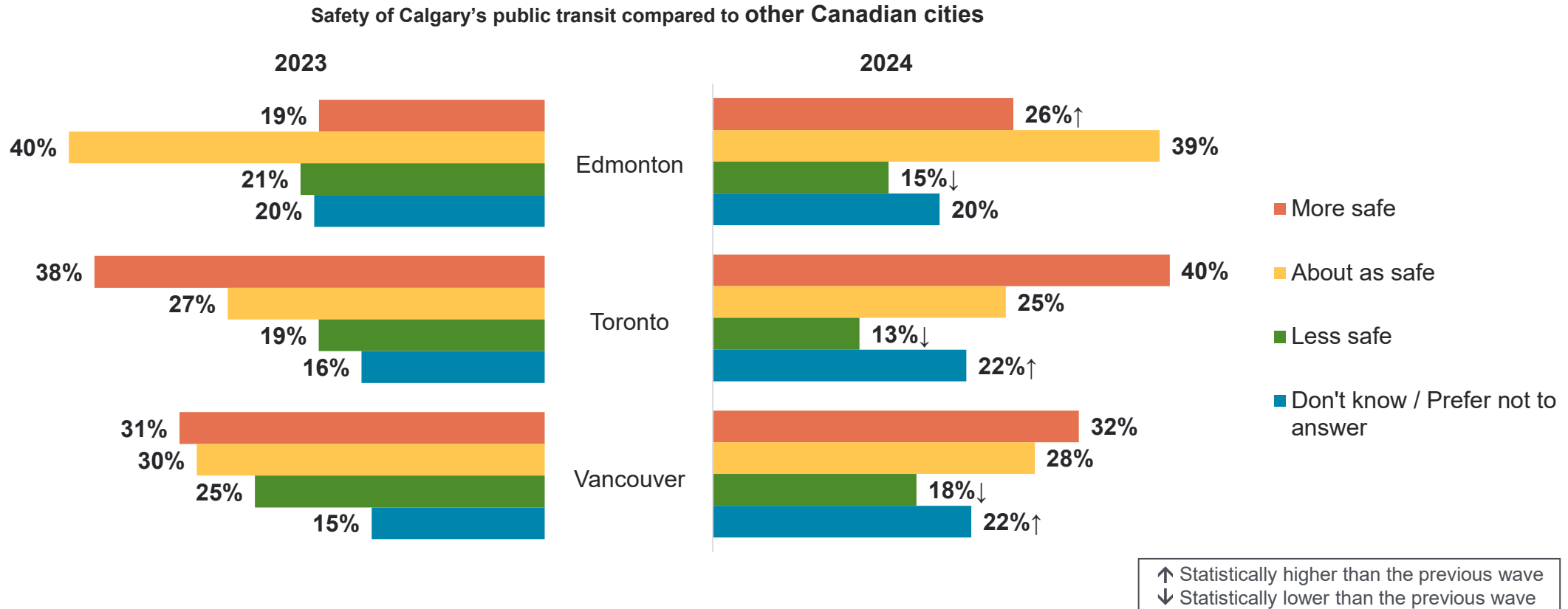


Q11. In the past 6 months, how often have you used Calgary Transit, including buses and the CTrain?
 Base: Valid respondents (n=500)



Safety of other Canadian cities' public transit compared to Calgary

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



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

Base: Valid respondents (n=500)

Calgary transit segment differences overview

Compared to all other Calgarians ...

Younger Calgarians (aged 18 to 34) (n=80) ...

- ... are more likely (34%) to use Calgary Transit several times a month or more often.
- ... are more likely to believe that public transit in Calgary is safer than in Edmonton (45%), Vancouver (44%), and Toronto (51%).

Seniors (aged 65+) (n=162) ...

- ... are more likely (60%) to never use Calgary Transit.

Females (n=231) ...

- ... are less likely to believe Calgary Transit ensures its services can be used by all Calgarians regardless of their abilities (73%) and that it accommodates the accessibility needs of all Calgarians (68%).
- ... are less likely (21%) to believe that public transit in Calgary is safer than in Edmonton.

Households earning less than \$60k (n=98) ...

- ... are more likely to believe Calgary Transit's network is extensive enough to get Calgarians where they need to go (79%) and that it is designed in a way that meets the needs of Calgarians (69%).

Households earning more than \$200k (n=69) ...

- ... are less likely (41%) to believe Calgary's transit network is extensive enough to get Calgarians where they need to go.
- ... are less likely (19%) to believe that public transit in Calgary is safer than in Edmonton.

Calgary transit segment differences overview

Compared to all other Calgarians ...

Those who live in the Northwest quadrant (n=152) ...

- ... are less likely (74%) to believe Calgary Transit ensures its services can be used by all Calgarians regardless of their abilities.

Those who live in the Northeast quadrant (n=85) ...

- ... are less likely (32%) to use Calgary Transit less than 2 to 3 times a month.
- ... are more likely (63%) to believe Calgary Transit's network is designed in a way that meets the needs of Calgarians.

Racialized Canadians (n=108) ...

- ... are more likely (31%) to use Calgary Transit several times a month or more often.

Those who are not born in Canada (n=138) ...

- ... are more likely (29%) to use Calgary Transit several times a month or more often.
- ... are more likely to believe that public transit in Calgary is safer than in Edmonton (36%), Vancouver (43%), and Toronto (53%).

Calgary transit segment differences overview

Compared to all other Calgarians ...

Those who rent their home (*n=113*) ...

- ... are more likely (36%) to use Calgary Transit several times a month or more often.
- ... are more likely (35%) to believe that public transit in Calgary is safer than in Edmonton.
- ... are more likely to believe Calgary Transit's ensures its services can be used by all Calgarians regardless of their abilities (90%), that its network is extensive enough to get Calgarians where they need to go (72%) and that it is designed in a way that meets the needs of Calgarians (70%).

Those who are dissatisfied with City Programs (*n=85*) ...

- ... are less likely to believe Calgary Transit ensures its services can be used by all Calgarians regardless of their abilities (68%), that it accommodates the accessibility needs of all Calgarians (55%), and that it is making a sufficient effort to reduce their environmental impact (51%).
- ... are less likely to believe Calgary Transit's network is extensive enough to get Calgarians where they need to go (39%) and that it is designed in a way that meets the needs of Calgarians (27%).
- ... are less likely to believe that public transit in Calgary is safer than in Edmonton (13%), and Vancouver (21%).

Calgary transit segment differences overview

Compared to all other Calgarians ...

Those who never use Calgary Transit (*n=204*) ...

- ... are less likely to believe Calgary Transit ensures its services can be used by all Calgarians regardless of their abilities (72%), that it accommodates the accessibility needs of all Calgarians (64%), and that it is making a sufficient effort to reduce their environmental impact (59%).
- ... are less likely to believe Calgary Transit's network is designed in a way that meets the needs of Calgarians (45%).
- ... are less likely to believe that public transit in Calgary is safer than in Edmonton (18%), and Toronto (33%).

Those who use Calgary Transit less than 2 to 3 times a month (*n=204*) ...

- ... are more likely to believe Calgary Transit ensures its services can be used by all Calgarians regardless of their abilities (86%), and that it accommodates the accessibility needs of all Calgarians (80%).
- ... are more likely to believe that public transit in Calgary is safer than in Toronto (45%).

Those who use Calgary Transit several times a month or more often (*n=92*) ...

- ... are more likely to believe Calgary Transit's network is designed in a way that meets the needs of Calgarians (63%).
- ... are more likely to believe that public transit in Calgary is safer than in Edmonton (36%).



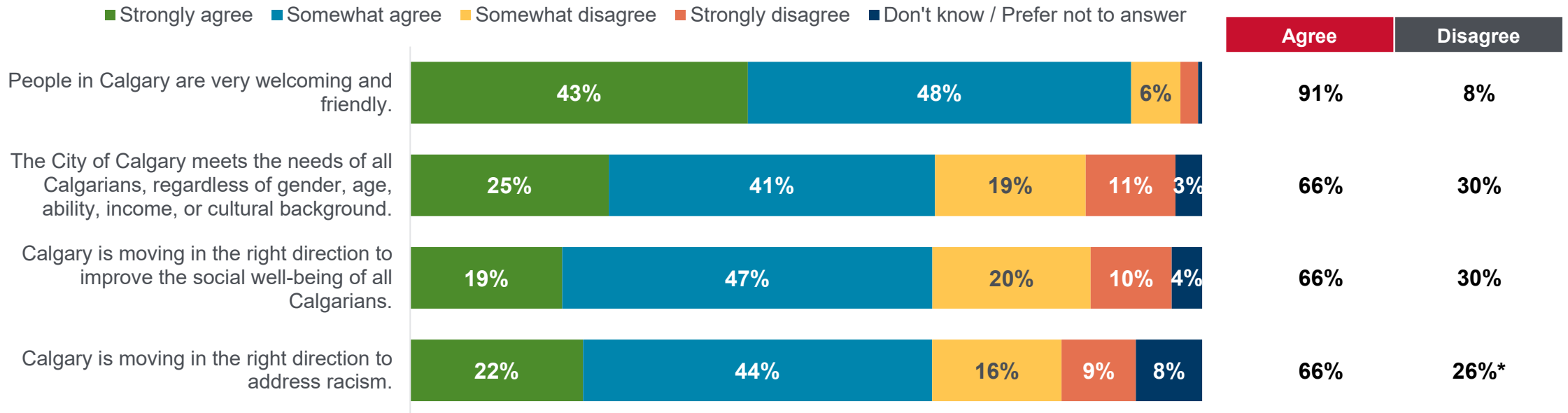
Diversity and inclusion



Perceptions of diversity and inclusion in Calgary

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

Perceptions of Calgary as a diverse and inclusive city



Data labels <3% not shown

*Rounding

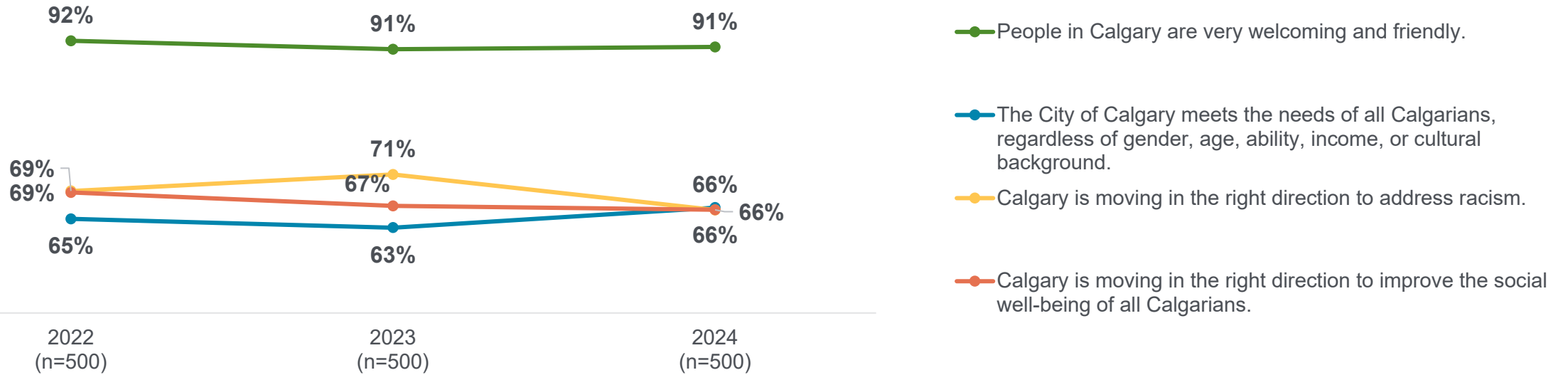
Q12. For each of the following statements, please tell me to what extent you agree or disagree.
Base: Valid respondents (n=500)



Tracking perceptions of diversity and inclusion in Calgary

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

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



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

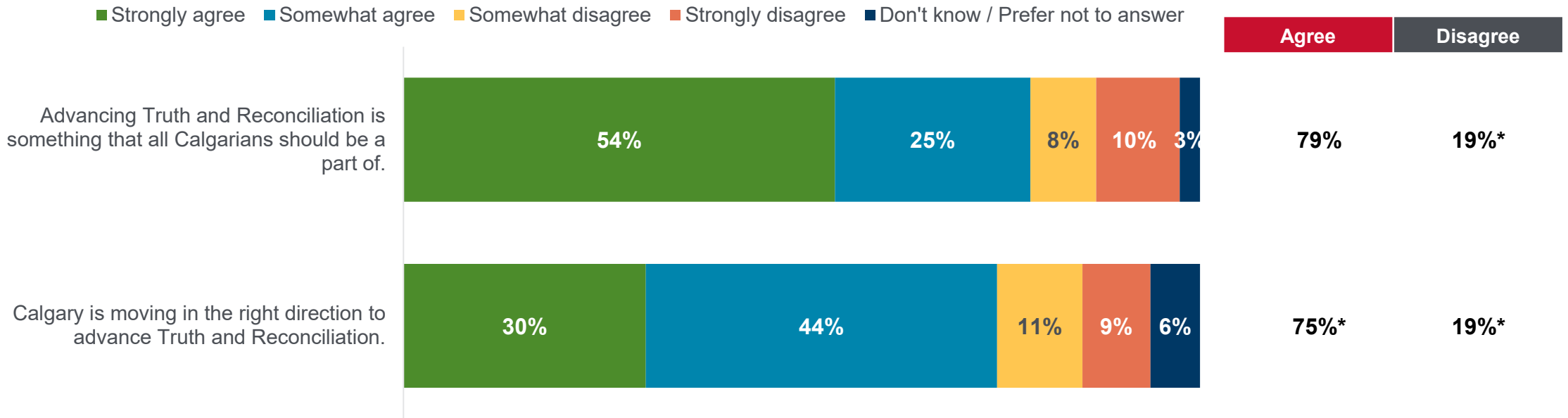
Q12. For each of the following statements, please tell me to what extent you agree or disagree.
 Base: Valid respondents (n=500)



Perceptions of Truth and Reconciliation in Calgary

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

Perceptions of Truth and Reconciliation in Calgary



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

Data labels <3% not shown

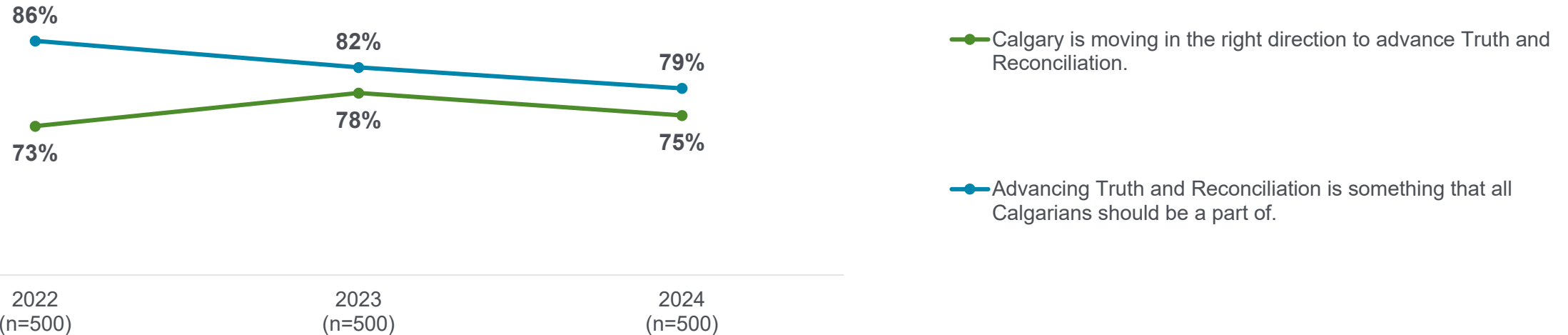
*Rounding



Tracking perceptions of diversity and inclusion in Calgary

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

Perceptions of Truth and Reconciliation in Calgary (NET Agree)



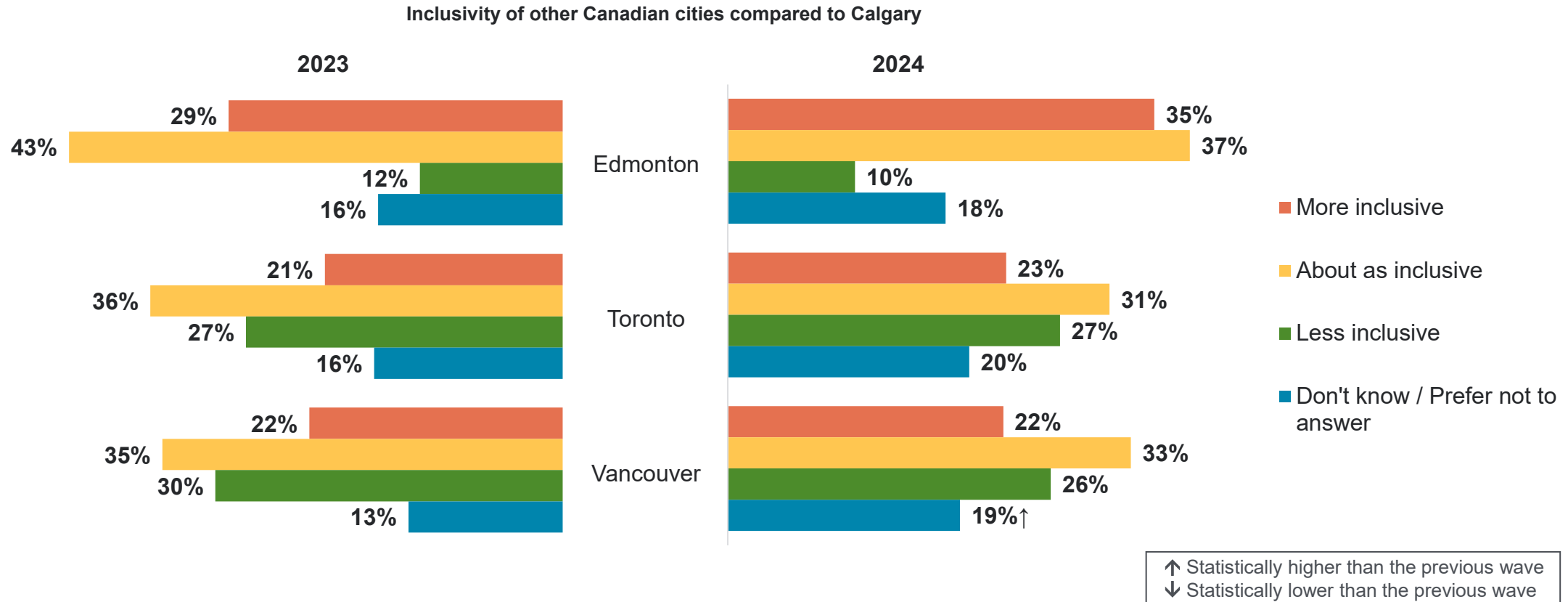
↑ Statistically higher than the previous wave
 ↓ Statistically lower than the previous wave

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



Inclusivity of other Canadian cities compared to Calgary

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



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

Diversity and inclusion segment differences overview

Compared to all other Calgarians ...

Younger Calgarians (aged 18 to 34) (n=80) ...

- ... are more likely to believe that Calgary is moving in the right direction to advance Truth and Reconciliation (85%), and that advancing Truth and Reconciliation is something all Calgarians should be a part of (87%).

Calgarians aged 35 to 64 (n=258) ...

- ... are less likely to believe that Calgary is moving in the right direction to advance Truth and Reconciliation (69%) and to improve the social well-being of all Calgarians (61%), and that people in Calgary are very welcoming and friendly (88%).

Seniors (aged 65+) (n=162) ...

- ... are less likely (17%) to believe Calgary is more inclusive than Edmonton.

Females (n=231) ...

- ... are less likely (60%) to believe that The City meets the needs of all Calgarians regardless of gender, age, ability, income, or cultural background.
- ... are more likely (85%) to believe that advancing Truth and Reconciliation is something all Calgarians should be a part of.

Those who live in the Southwest quadrant (n=142) ...

- ... are more likely (38%) to believe Calgary is more inclusive than Edmonton.

Diversity and inclusion segment differences overview

Compared to all other Calgarians ...

Racialized Canadians (n=108) ...

- ... are less likely (55%) to believe Calgary is moving in the right decision to address racism.
- ... are more likely (87%) to believe that advancing Truth and Reconciliation is something all Calgarians should be a part of.
- ... are more likely (33%) to believe Calgary is more inclusive than Vancouver.

Those who are not born in Canada (n=138) ...

- ... are more likely to believe that people in Calgary are very welcoming and friendly (96%), that advancing Truth and Reconciliation is something all Calgarians should be a part of (89%), and that The City meets the needs of all Calgarians regardless of gender, age, ability, income, or cultural background (79%).
- ... are more likely to believe Calgary is more inclusive than Edmonton (46%) and Vancouver (31%).

Those who rent their home (n=113) ...

- ... are more likely to believe Calgary is more inclusive than Vancouver (33%).

Those who are dissatisfied with City Programs (n=85) ...

- ... are less likely to believe that Calgary is moving in the right direction to advance Truth and Reconciliation (50%), and that advancing Truth and Reconciliation is something all Calgarians should be a part of (67%).
- ... are less likely to believe that people in Calgary are very welcoming and friendly (78%), that The City meets the needs of all Calgarians regardless of gender, age, ability, income, or cultural background (44%), and that Calgary is moving in the right direction to advance Truth and Reconciliation (51%) and to improve the social well-being of all Calgarians (38%).



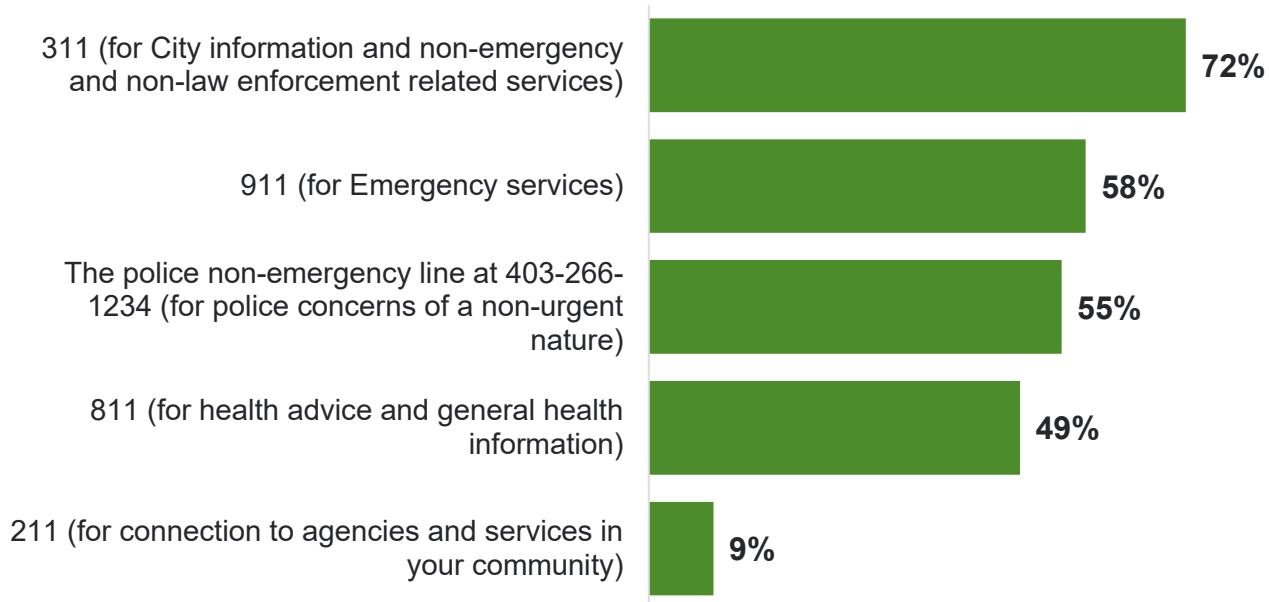
Emergency services



Contacting emergency services

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

Emergency services ever contacted (% Yes)



Q35. Have you ever contacted any of the following?
 Base: Valid respondents (n=500)

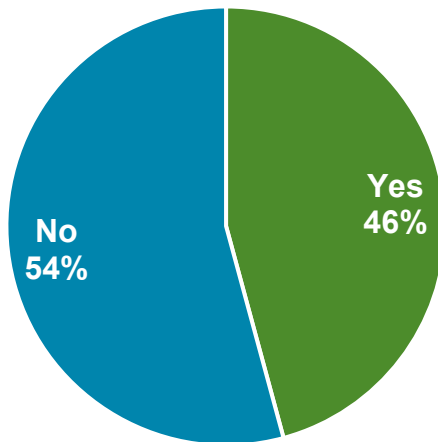


Awareness and wait times of non-emergency calls being answered at The City of Calgary 911 call centre

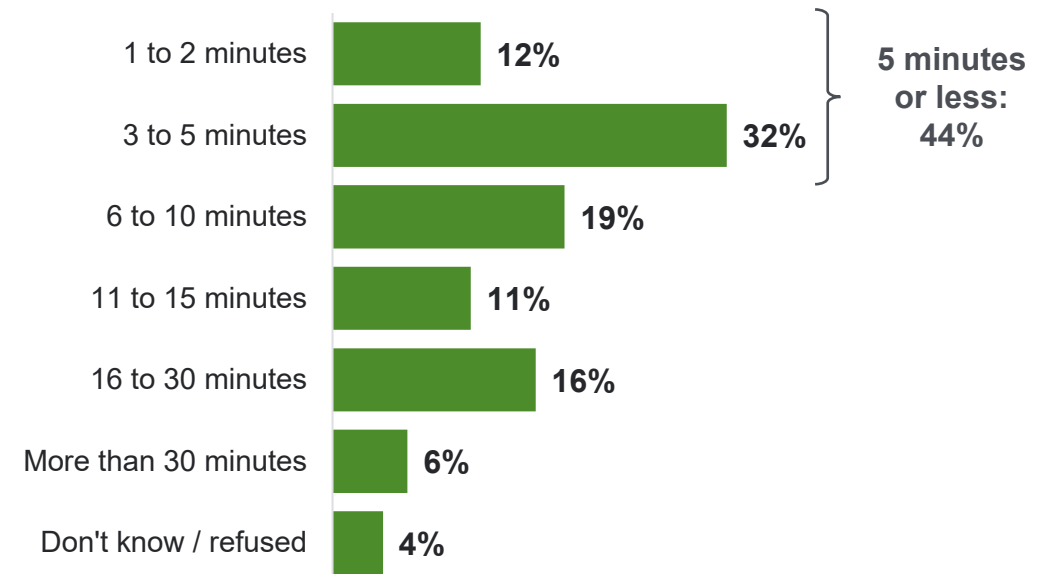
Just under half (46%) of Calgarians are aware that the non-emergency calls are answered at The City of Calgary 911 call centre.

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

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



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



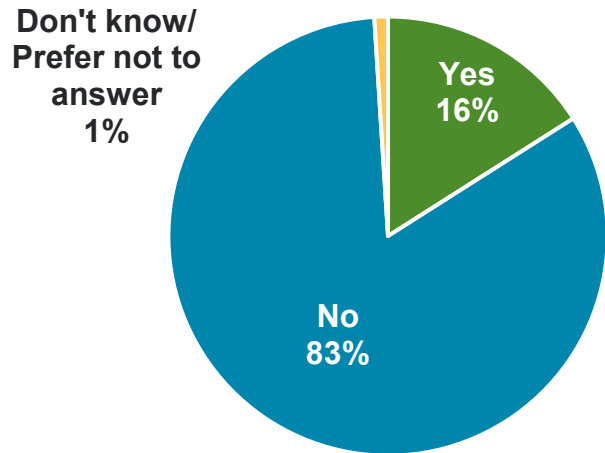
Q36. Are you aware that police emergency and non-emergency calls are answered and prioritized at The City of Calgary 911 call centre?
 Q37. What do you think is a reasonable wait time for a call response when you phone the Police Non-Emergency line for police concerns of a non-urgent nature? Base: Valid respondents (n=500)



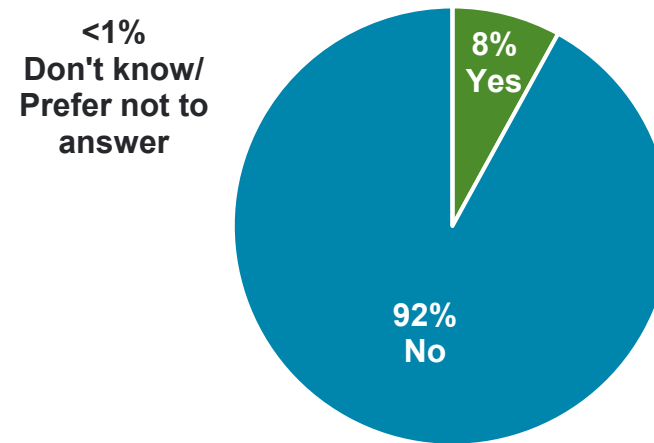
Hanging up on the Police Non-Emergency line

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

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



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



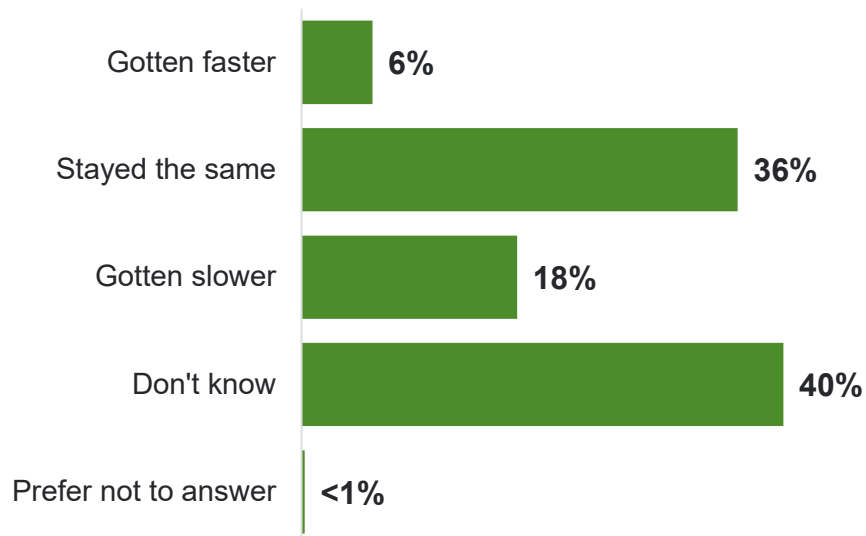
Q38a. Have you ever hung up or disconnected a call to the Police Non-Emergency line because you did not receive a response in a timely manner? Q38b. After hanging up, did you follow up with police by either calling back or contacting police in different way, for example by visiting a District office or submitting an online report? Base: Valid respondents (n=500)



Wait times for the Police Non-Emergency line

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

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



Q39. And based on everything you have read, seen, or heard in the past 12 months, do you think wait times for the Police Non-Emergency phone line have gotten faster, stayed the same, or gotten slower?

Base: Valid respondents (n=500)

Emergency services segment differences overview

Compared to all other Calgarians ...

Younger Calgarians (aged 18 to 34) (n=80) ...

- ... are less likely (59%) to have contacted 311 for City information and non-emergency services.
- ... are less likely (6%) to consider that a reasonable time to wait for a response from the Police non-emergency line is 1 to 2 minutes.
- ... are more likely (46%) to believe that wait times for the Police non-emergency line have stayed the same in the past 12 months.

Seniors (aged 65+) (n=162) ...

- ... are less likely (2%) to consider that a reasonable time to wait for a response from the Police non-emergency line is more than 30 minutes.
- ... are less likely (9%) to hang up or disconnect a call to the Police non-emergency line because they did not receive responses in a timely manner.

Females (n=231) ...

- ... are less likely to consider that a reasonable time to wait for a response from the Police non-emergency line is 11 to 15 minutes (8%), and more likely to think 16 to 30 minutes is a reasonable wait time (22%).
- ... are more likely to have contacted 911 for emergency services (64%) and 811 for health advice and information (59%).

Households earning less than \$60k (n=98) ...

- ... are less likely (53%) to have contacted 311 for City information and non-emergency services.
- ... are less likely (10%) to hang up or disconnect a call to the Police non-emergency line because they did not receive responses in a timely manner.

Emergency services segment differences overview

Compared to all other Calgarians ...

Households earning more than \$200k (*n=69*) ...

- ... are less likely to consider that a reasonable time to wait for a response from the Police non-emergency line is 6 to 10 minutes (10%) or more than 30 minutes (1%).
- ... are more likely (82%) to have contacted 311 for City information and non-emergency services.

Those who live in the Northeast quadrant (*n=85*) ...

- ... are less likely (59%) to have contacted 311 for City information and non-emergency services.
- ... are more likely (14%) to believe that wait times for the Police non-emergency line have gotten faster in the past 12 months.

Racialized Canadians (*n=108*) ...

- ... are less likely to have contacted 311 for City information and non-emergency services (60%) and the Police non-emergency line (45%).

Those who are not born in Canada (*n=138*) ...

- ... are less likely to have contacted 311 for City information and non-emergency services (56%) and the Police non-emergency line (40%).

Those who rent their home (*n=113*) ...

- ... are less likely (51%) to have contacted 311 for City information and non-emergency services.

Emergency services segment differences overview

Compared to all other Calgarians ...

Those who are dissatisfied with City Programs (*n=85*) ...

- ... are more likely (72%) to have contacted the Police non-emergency line.
- ... are more likely (13%) to consider that a reasonable time to wait for a response from the Police non-emergency line is more than 30 minutes.
- ... are more likely (26%) to hang up or disconnect a call to the Police non-emergency line because they did not receive responses in a timely manner

Those who are satisfied with City Programs (*n=261*) ...

- ... are less likely to have contacted 311 for City information and non-emergency services (68%) and the Police non-emergency line (50%).
- ... are less likely (11%) to hang up or disconnect a call to the Police non-emergency line because they did not receive responses in a timely manner.
- ... are less likely (13%) to believe that wait times for the Police non-emergency line have gotten slower in the past 12 months.



Respondent profile



Respondent profile

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

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

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

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

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

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

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

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

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

Base: Valid respondents (n=500, unless otherwise specified)

Respondent profile (continued)

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

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

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

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

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

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

Base: Valid respondents (n=500, unless otherwise specified)



Appendix: Differences by sub-groups



Segment differences

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

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

Base: all respondents

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



Segment differences

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

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

Base: all respondents

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



Segment differences

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

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

Base: all respondents

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



Segment differences

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

Base: all respondents

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



Segment differences

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

Base: all respondents

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



Segment differences

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

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

Base: all respondents

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 ↓ Statistically lower than the result of all other segments combined



Segment differences

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

Base: all respondents

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



Segment differences

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

Base: all respondents

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 ↓ Statistically lower than the result of all other segments combined

Segment differences

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

Base: all respondents

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 ↓ Statistically lower than the result of all other segments combined



Segment differences

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

Base: all respondents

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 ↓ Statistically lower than the result of all other segments combined



Segment differences

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

Base: all respondents

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



Segment differences

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

Base: all respondents

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 ↓ Statistically lower than the result of all other segments combined



Segment differences

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

Base: all respondents

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



Contact

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