

Calgary



# Economic Perspectives Research

Final Report

June 2023

Prepared by:





# Acknowledgements

## **Land Acknowledgement**

We acknowledge the traditional territories and oral practices of the Blackfoot Nations, which include the Siksika, the Piikani, and the Kainai. We also acknowledge the Tssut'ina and Stoney Nakoda First Nations, the Métis Nation (Region 3), and all people who make their homes in the Treaty 7 region of Southern Alberta.



# Table of contents

Background and objectives	4
Methodology	5
Highlights at a glance	6
Survey context	7
Key findings	8
Detailed findings	10
Quality of life	10
The economy and economic recovery	13
Infrastructure investment	24
Taxes and user fees	29
Segment differences	34
Respondent profile	39
Appendix: Tracking charts	42
Questionnaire	47



# Background and objectives

## Background

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

## Objectives

The objectives of the survey include:

1. Measuring perceptions of the quality of life in Calgary; the current economic situation in Calgary, Alberta, and Canada; Calgary's economic recovery; and The City's role in economic recovery and encouraging investment.
2. Gauging levels of support for The City investing in infrastructure.
3. Determining awareness levels about The City's role to collect provincial property tax on behalf of the Province; the fact that 35% of taxes collected by The City are transferred to the Province; and how City services are funded.
4. Measuring levels of trust and satisfaction with how well The City (including both Council and Administration) is performing (or, "running" Calgary).

## Methodology

The survey was conducted by Advanis from June 19<sup>th</sup> to June 29<sup>th</sup>, 2023, with 502 Calgary residents aged 18 and older via a telephone survey. The average time to complete the survey was 15 minutes.

The survey was conducted in English using numbers from both landlines (22%) and cell phones (78%) to obtain a random and statistically-representative sample of Calgarians.

The margin of error (MOE) for the total sample of n=502 is  $\pm 4.4$  percentage points, 19 times out of 20 (though smaller among subgroups of the total).

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

Data were weighted based on the latest Municipal census for age, gender, and city quadrant. The weighting efficiency was 81%. Although the results are weighted, sample sizes for each question represent the number of actual respondents (i.e., unweighted n).

Throughout the report, ↓ denotes a significant decrease from the previous wave and ↑ denotes a significant increase from the previous wave, unless otherwise specified.

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



## Highlights at a glance

### QUALITY OF LIFE & ECONOMY



**71%**  
(+2%pt) Rate the **quality of life** in Calgary as “good”



**64%**  
(+1%pt) Rate the **economy** in Calgary as “good”



**21%**  
(+1%pt) Expect the economy in Calgary to be **stronger** in the next six months

### ECONOMIC RECOVERY & ROLE OF GOVERNMENT



**50%**  
(+8%pt) ↑ Agree that now is a good time to start a **new business** in Calgary



**47%**  
(-4%pt) Agree Calgary is **attracting enough investment** from outside of the province to help our economy



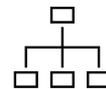
**42%**  
(+3%pt) Agree The City is making an effort to **reduce the cost** of local government

### TRUST WITH THE CITY



**51%**  
(+7%pt) Say they **trust** The City

### SATISFACTION WITH THE CITY



**64%**  
(+2%pt) Satisfied with the performance of Calgary’s City Administration **EXCLUDING Council**



**55%**  
(+5%pt) Satisfied with the performance of Calgary’s City Council **EXCLUDING City Administration**



**60%**  
(+4%pt) Satisfied with the performance of City Administration and Council as a whole



## Survey context: April 2023

January 18: PrairiesCan announces a federal investment of \$25.5 million in Calgary through the Jobs and Growth Fund.

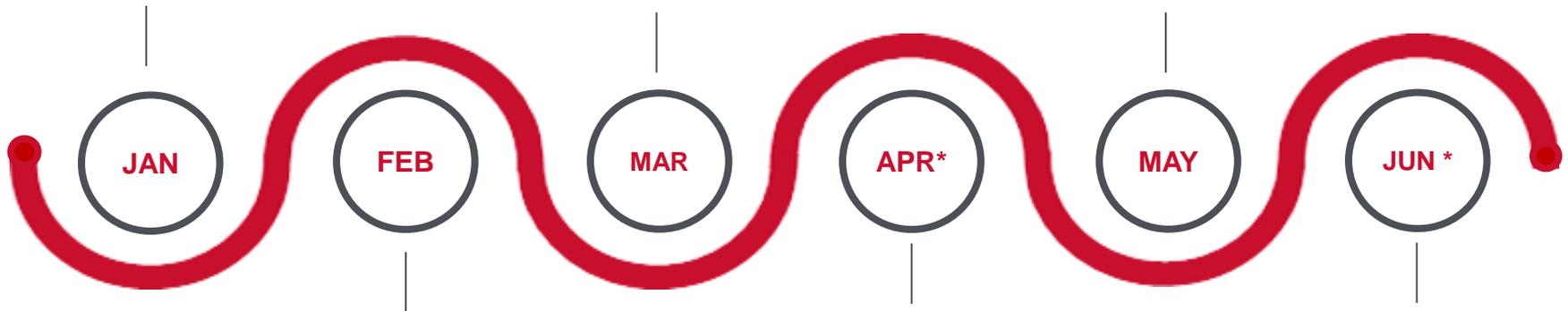
January 25: Bank of Canada increases policy interest rate by 25 basis points (target at 4.5%).

March 7: Terrestrial Energy opens office in Calgary (an \$18 million investment). Leadership cites low cost of operation in the province and skilled labour force in Calgary as reasons.

March 8: Bank of Canada holds policy interest rate steady (target at 4.5%).

May 15: Stuart Dalglish, general manager of planning and development services, reports construction in the city of Calgary is closing out the first quarter of 2023 with \$1.3 billion in value (8.6% of Calgary's GDP).

May 29: Alberta re-elects UCP majority government.



February 1: Avison Young reports Calgary office vacancy rate is down 2.2%pt compared to Q4 2021 and now sits at 23.8%.

February 16: The City of Calgary, The United Way, and Calgary Homeless Foundation announce partnership to invest \$14.1 million towards affordable housing.

April 11: Alberta, Saskatchewan, and Manitoba sign memorandum of understanding to collaborate on large scale infrastructure projects such as enhancing transportation between the provinces.

April 12: Bank of Canada holds policy interest rate steady for the second time in a row (target at 4.5%).

June 7: Bank of Canada increases policy interest rate by 25 basis points (target at 4.75%).

June 15: Startup Genome's Global Startup Ecosystem Report 2023 ranks Calgary in the 51-60 range as an emerging ecosystem based on strong performance in funding, connectedness, and talent / experience.

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

- 2023 Wave 1: April 4 to 14
- 2023 Wave 2: June 19 to 29

# Key findings

## **Calgarians' perceptions of their overall quality of life in the city has remained stable since April 2023.**

- Over two-thirds (71%) of Calgarians rate the quality of life in Calgary as “good” (ratings of 7 to 10 on a 10-point scale), which is on par with April 2023 (69%).

## **Most Calgarians continue to have a positive perception of the current economy in Calgary and expect the economy to stay the same over the next 6 months.**

- Nearly two-thirds (64%) of Calgarians describe the current economic situation in Calgary as “somewhat or very good” and a similar percentage (62%) rate the economic situation in Alberta as positive. Positive ratings for the current economic situation in Canada increased for the second quarter in a row, from 46% in November 2022 to 54% in June 2023.
- Expectations about Calgary’s economy six months from now have held steady since April 2023, after an increase in the proportion of those who expect Calgary’s economy to remain the same last quarter (from 44% in November 2022 to 54% in April 2023).
- Perceptions of The City’s role in economic recovery have remained stable since April 2022. The importance of Calgary finding more of a balance between oil and gas and other types of businesses in its local economy remains a priority (87%) for Calgarians.
- Three-quarters (76%) of Calgarians agree that now is a good time for companies to be investing in Calgary. Agreement with now being a good time to start a new business in Calgary increased significantly from 42% in April 2023 to 50% this quarter.

# Key findings

**A large majority of Calgarians continue to hold the opinion that it is a good time for The City to invest in new infrastructure projects, with projects that will create jobs and enhance economic diversity continuing to be considered a priority.**

- Over three-quarters (79%) of Calgarians believe it is a good time for The City to invest in new infrastructure projects, similar to April 2023 (76%).
- When evaluating different types of infrastructure investments, projects that will create jobs (64%), followed by projects that enhance economic diversity (54%), are still a priority to Calgarians.

**Trust in The City has increased since April 2023, albeit not significantly, and satisfaction with The City is returning to levels similar to those in 2022, after dropping in the first quarter of 2023.**

- Taking into account all things that are important to them, half (51%) of Calgarians trust The City, compared to 44% in April 2023. Just over one-quarter (27%) distrust The City.
- Satisfaction with City Council (55%), City Administration (64%), and The City as a whole (60%) returned to similar levels to those seen throughout 2022.



# Detailed findings

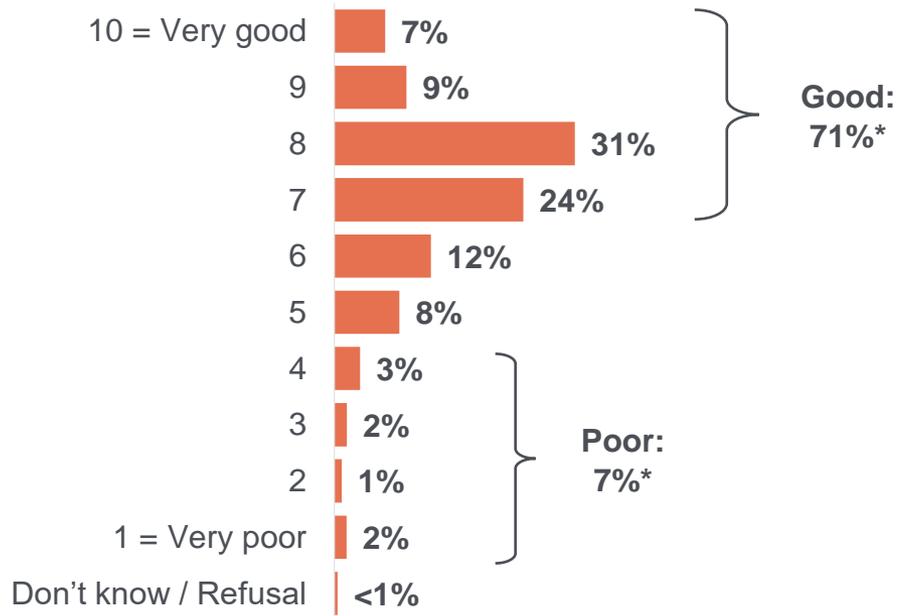
## Quality of life



# Overall quality of life in Calgary

Over two-thirds (71%) of Calgarians rate their quality of life in Calgary as “good” while a minority (7%) disagree, rating it as “poor.”

Rating of quality of life in Calgary



Q2. On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in Calgary today?  
 Base: all respondents (n=502)

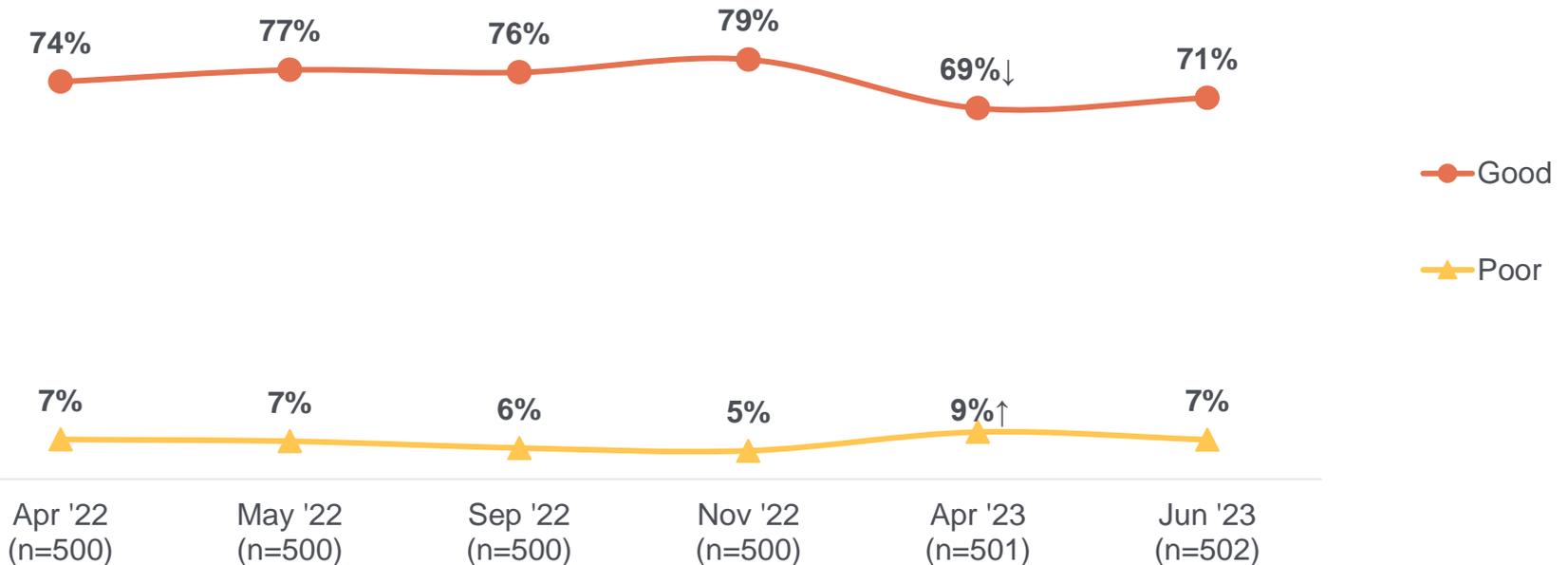
\* Rounding



# Tracking overall quality of life in Calgary

After dropping last quarter, positive quality of life ratings are holding steady this quarter (69% in last quarter and 71% this quarter).

Rating of quality of life in Calgary



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

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



# Detailed findings

## The economy and economic recovery

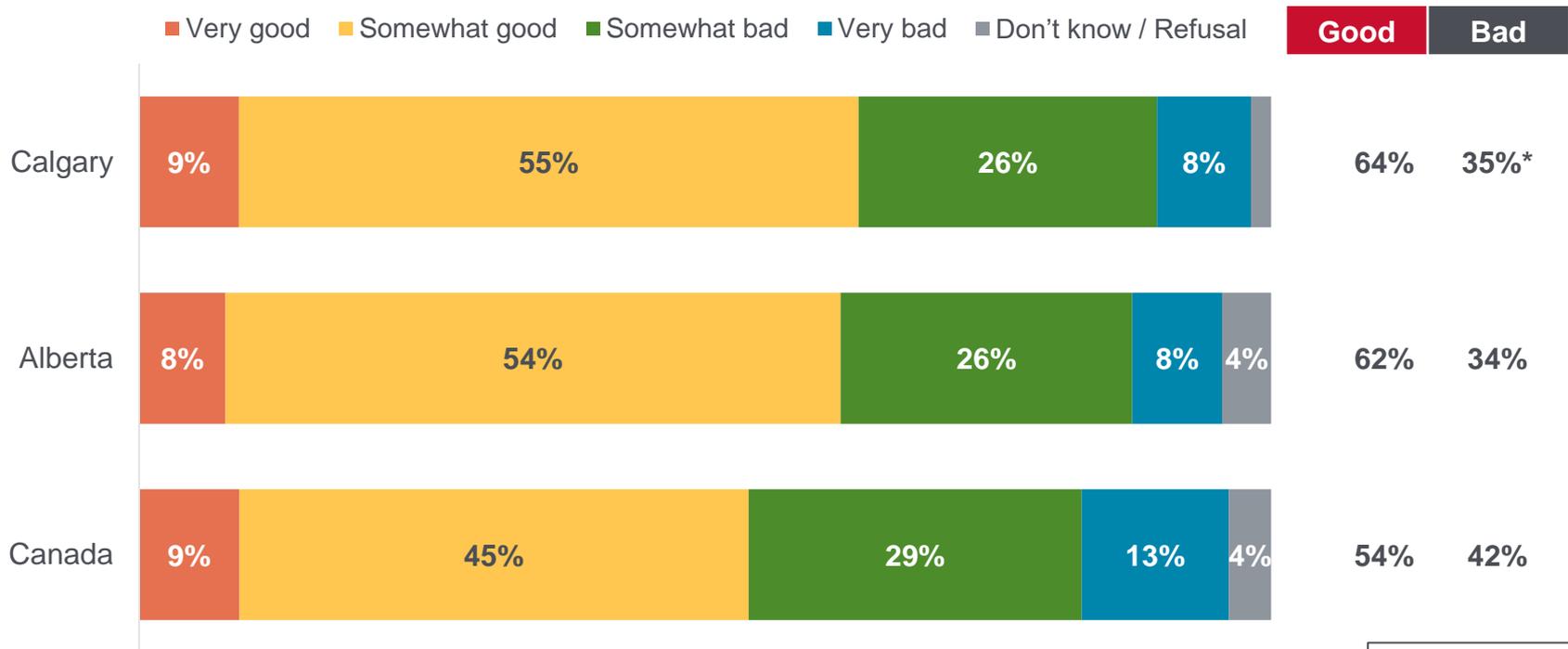


# Current economic situation

Nearly two-thirds (64%) of Calgarians describe the current economic situation in Calgary as “good” and about the same number of Calgarians (62%) describe the economic situation in Alberta as “good”.

- Just over half (54%) of Calgarians rate the economic situation in Canada as “good”.

Rating current economic situation



\* Rounding

Data labels <4% not shown

Q6. How would you describe the current economic situation in...?  
 Base: all respondents (n=502)

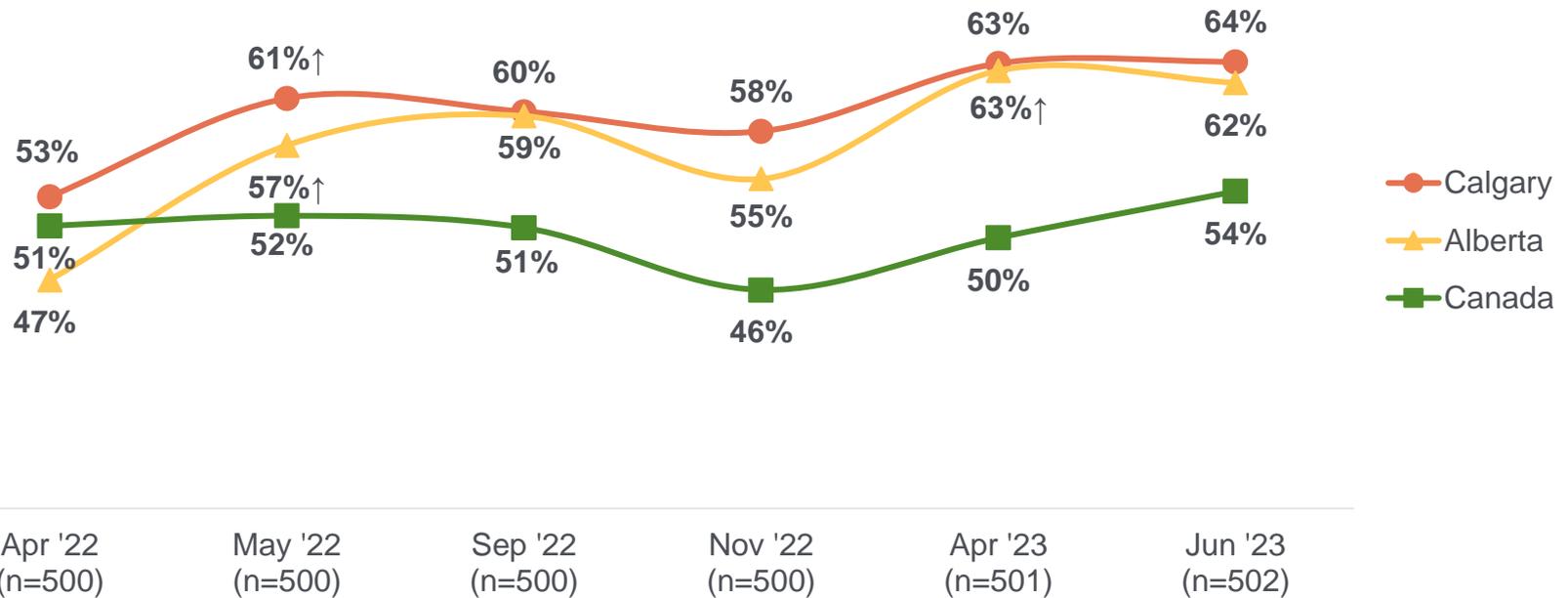


# Tracking current economic situation

The incidence of those rating the economic situation in Calgary (64%) and Alberta (62%) as “good” has remained unchanged compared to last quarter.

- Positive ratings for the current economic situation in Canada increased for the second quarter in a row, albeit only nominally (not significantly).

Rating current economic situation ('Good' ratings)



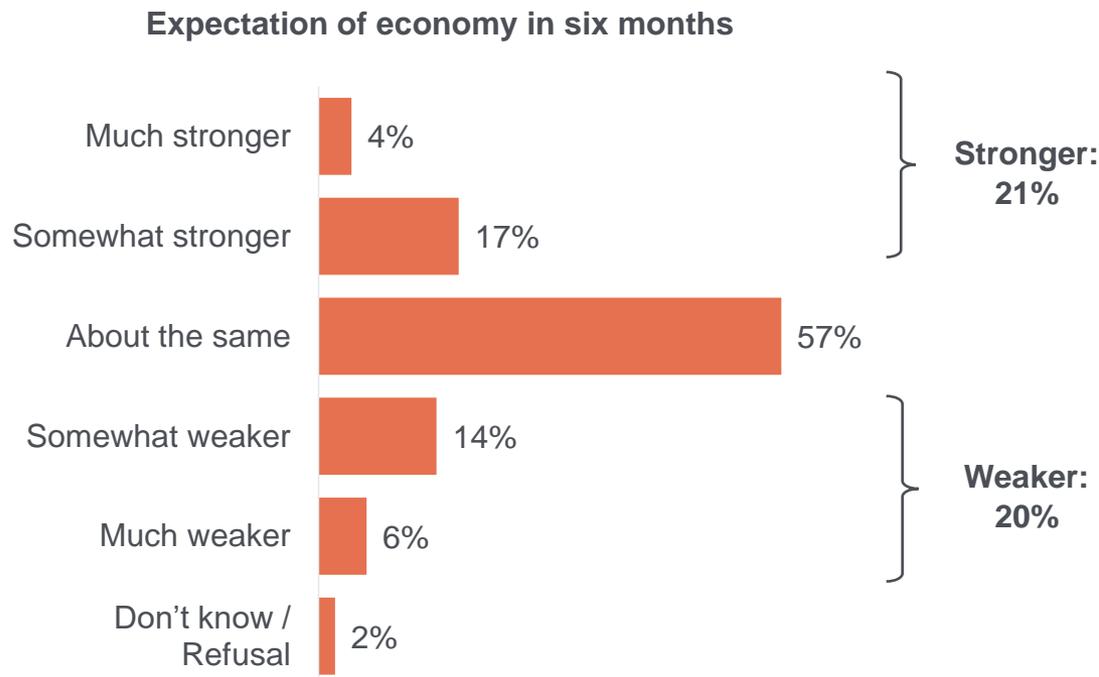
Q6. How would you describe the current economic situation in...?  
Base: all respondents

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



# Future of the economy in Calgary

The majority (57%) of Calgarians expect the economy in Calgary to be about the same six months from now. One-in-five (21%) Calgarians expect the economy to be stronger in six months, and a similar number (20%) expect it to be weaker.

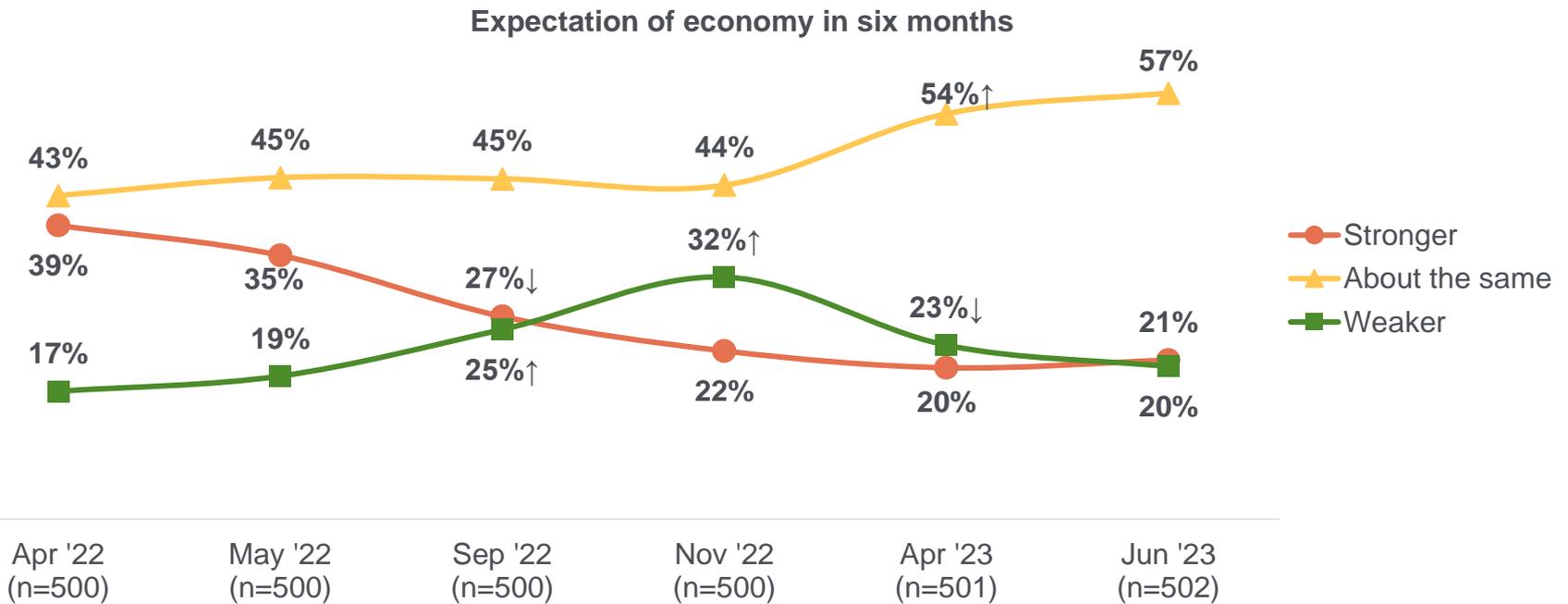


Q7. Looking ahead six months from now, do you expect the economy in Calgary to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?  
 Base: all respondents (n=502)



# Tracking future of the economy in Calgary

Expectations about Calgary's economy in six months did not change significantly since April 2023.



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

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

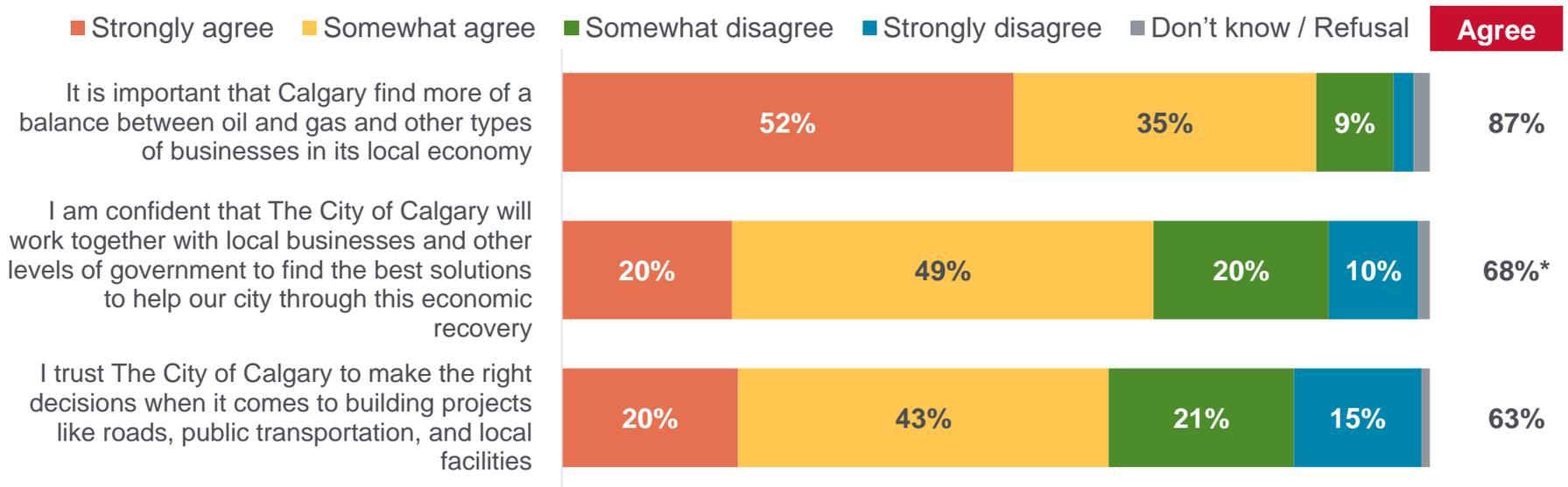


# Perceptions of The City's role in the economic recovery and investments [1/2]

A large majority (87%) of Calgarians agree that it is important that Calgary finds more of a balance between oil and gas and other types of businesses in its local economy.

- Just over two-thirds (68%) are confident that The City will work together with local businesses and other levels of government to find the best solutions to help the city through the economic recovery. And just under two-thirds (63%) trust The City to make the right decisions in terms of building projects.

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



Q9A. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements regarding the role you would like to see The City of Calgary play in the current economic recovery.  
 Base: all respondents (n=502)

\* Rounding

Data labels <4% not shown



# Perceptions of The City's role in the economic recovery and investments [2/2]

Three-in-five (61%) Calgarians trust The City to make the right decisions to help the city through this economic recovery and a similar number of Calgarians (58%) believe that municipal government is taking the appropriate measures to assist in Calgary's economic recovery.

- Relatively fewer (42%) Calgarians agree that The City is making an effort to reduce the cost of local government.

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

■ Strongly agree  
 ■ Somewhat agree  
 ■ Somewhat disagree  
 ■ Strongly disagree  
 ■ Don't know / Refusal  
 Agree

I trust The City of Calgary to make the right decisions to help our city through this economic recovery



The City of Calgary municipal government is taking appropriate measures to assist in Calgary's economic recovery



The City of Calgary is making an effort to reduce the cost of local government



Q9A. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements regarding the role you would like to see The City of Calgary play in the current economic recovery.  
 Base: all respondents (n=502)

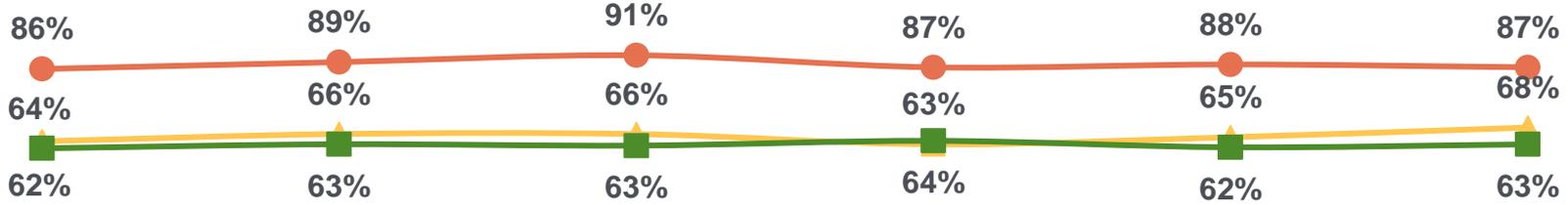
Data labels <4% not shown



# Tracking perceptions of The City's role in the economic recovery and investments [1/2]

Calgarians' perceptions of The City's role in economic recovery have remained stable since April 2022, with the importance of Calgary finding more of a balance between oil and gas and other types of businesses in its local economy remaining a priority (87%).

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



Apr '22  
(n=500)

May '22  
(n=500)

Sep '22  
(n=500)

Nov '22  
(n=500)

Apr '23  
(n=501)

Jun '23  
(n=502)

- It is important that Calgary find more of a balance between oil and gas and other types of businesses in its local economy
- ▲ I am confident that The City of Calgary will work together with local businesses and other levels of government to find the best solutions to help our city through this economic recovery
- I trust The City of Calgary to make the right decisions when it comes to building projects like roads, public transportation, and local facilities

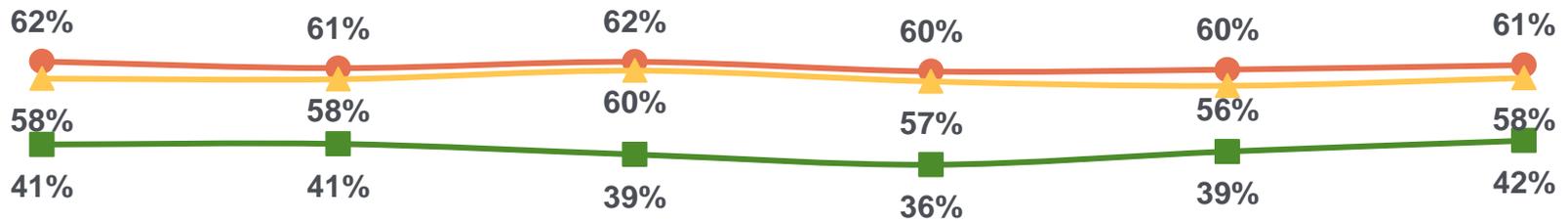
Q9A. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements regarding the role you would like to see The City of Calgary play in the current economic recovery.  
Base: all respondents



# Tracking perceptions of The City's role in the economic recovery and investments [2/2]

Same as for the previous statements, Calgarians' perceptions of The City's role in economic recovery have remained stable since April 2022.

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



Apr '22  
(n=500)

May '22  
(n=500)

Sep '22  
(n=500)

Nov '22  
(n=500)

Apr '23  
(n=501)

Jun '23  
(n=502)

- I trust The City of Calgary to make the right decisions to help our city through this economic recovery
- ▲ The City of Calgary municipal government is taking appropriate measures to assist in Calgary's economic recovery
- The City of Calgary is making an effort to reduce the cost of local government

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

Base: all respondents

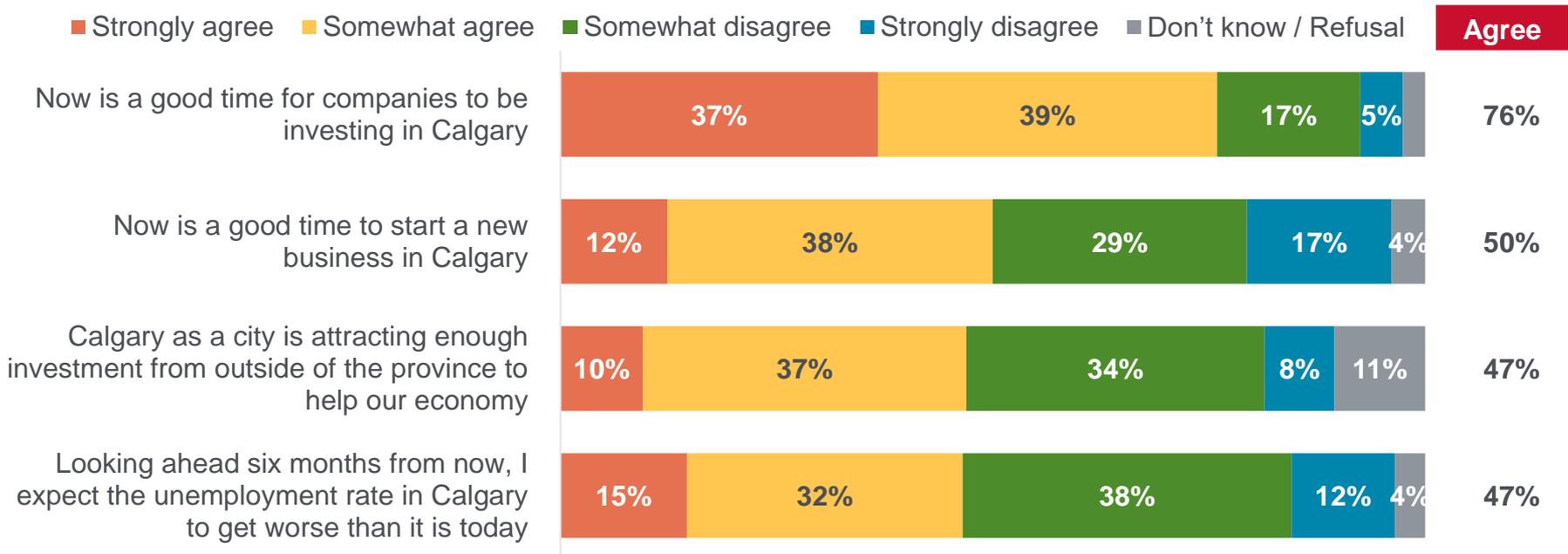


# Perceptions of Calgary's economic recovery and investments

Three-quarters (76%) of Calgarians believe that now is a good time for companies to be investing in Calgary and half (50%) believe that now is a good time to start a new business in Calgary.

- Just under half (47%) of Calgarians agree that Calgary is attracting enough out-of-province investment to help the economy and that they expect the unemployment rate in Calgary to worsen in 6 months' time.

## Agreement with perceptions of Calgary's economic recovery



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

Base: all respondents (n=502)

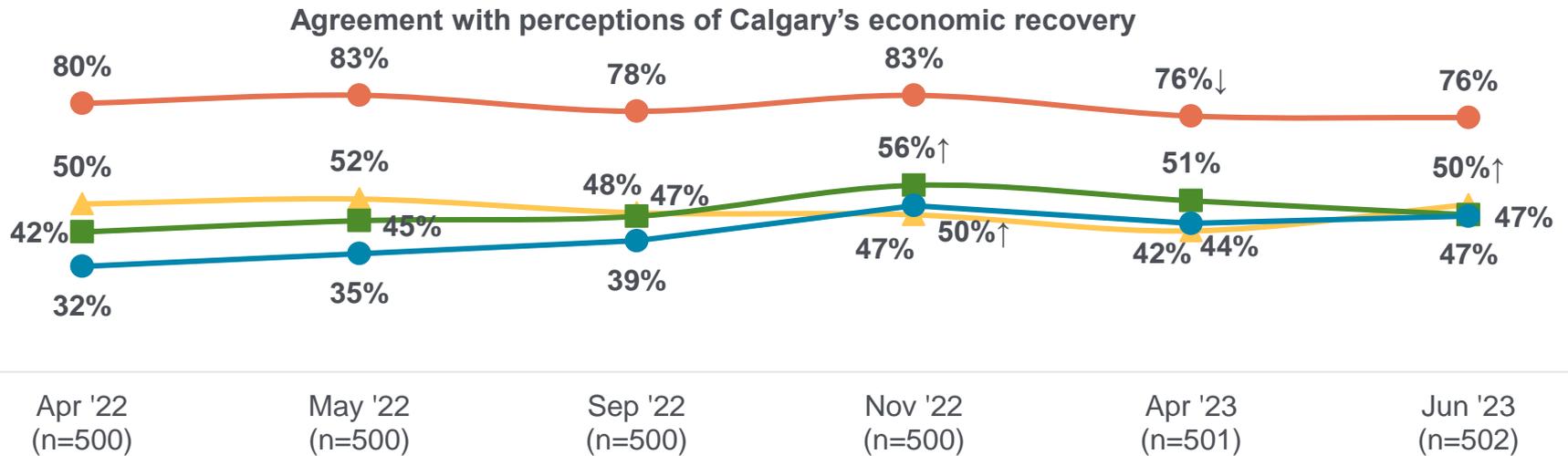
Data labels <4% not shown



# Tracking perceptions of Calgary's economic recovery and investments

Agreement that now is a good time to start a new business in Calgary increased significantly from 42% in April 2022 to 50% this wave.

- Agreement with each of the other statements has remained stable.



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

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

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



# Detailed findings

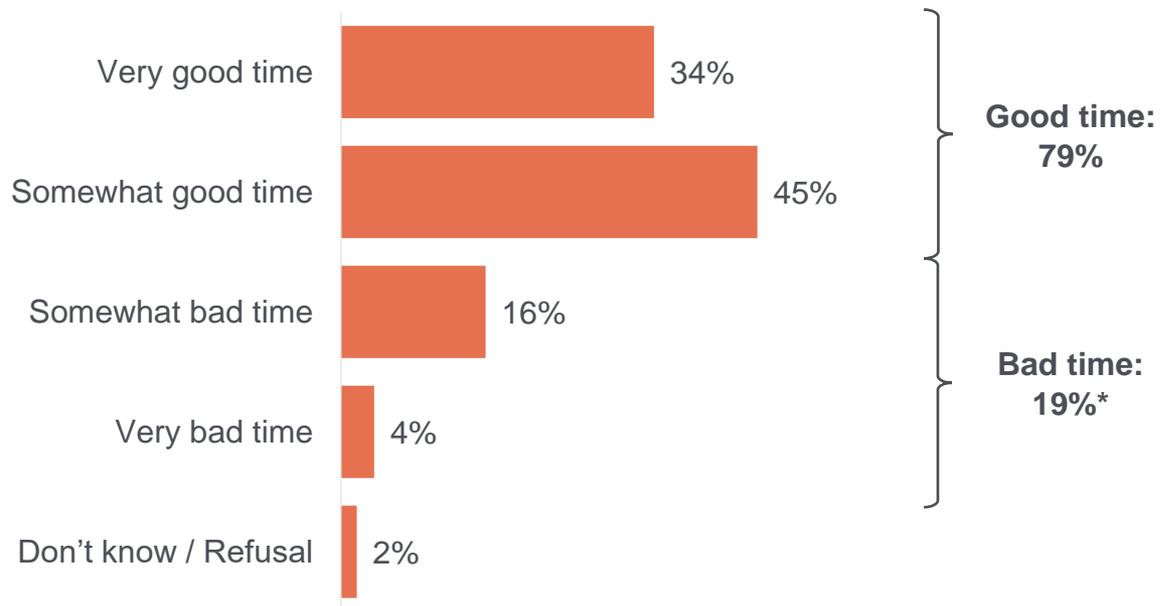
## Infrastructure investment



# Infrastructure investment

A large majority (79%) of Calgarians believe it is a good time for The City to invest in new projects like roads, public transportation, and local facilities.

Good or bad time for infrastructure investment



II1. Generally speaking, do you think that it is a good time or a bad time for The City of Calgary to be investing in new projects like roads, public transportation, and local facilities?  
 Base: all respondents (n=502)

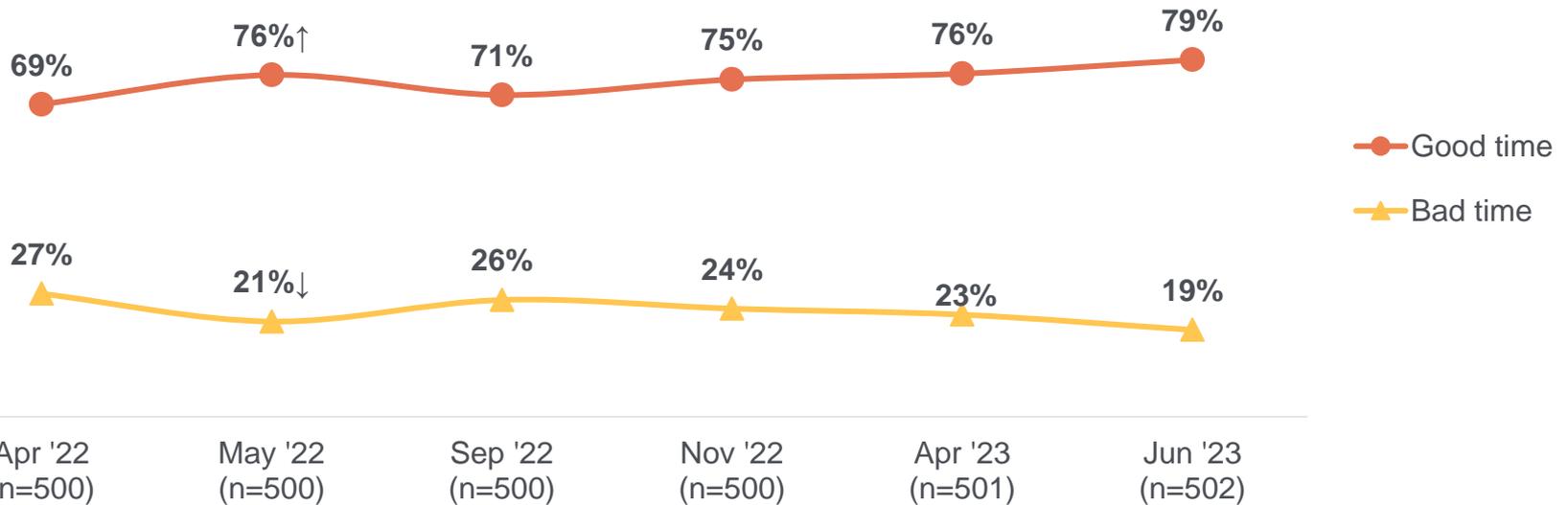
\* Rounding



# Tracking infrastructure investment

The proportion of Calgarians who believe it is a good time for The City of Calgary to invest in infrastructure has increased steadily since September 2022.

Good or bad time for infrastructure investment



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

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



# Importance of different infrastructure investments

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

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

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

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

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

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

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

I12BOS3 - The next two are:

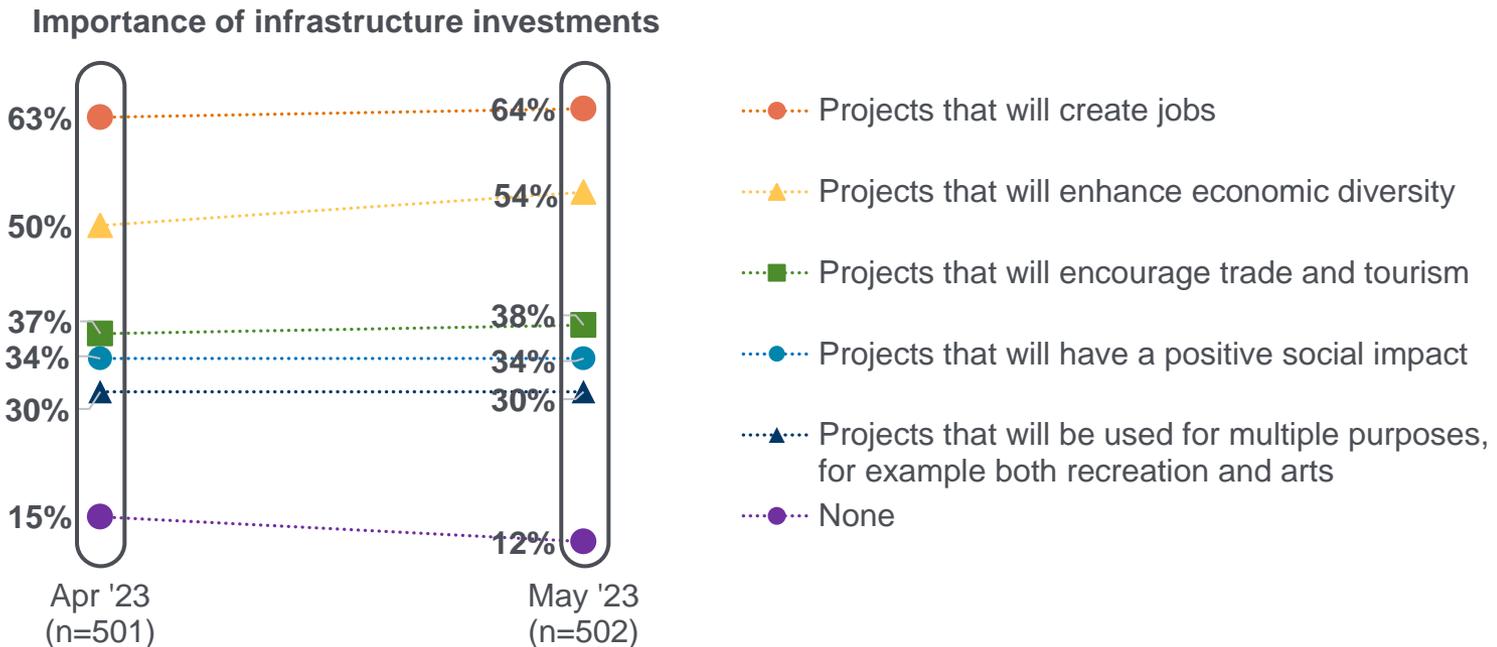
ONLY IF NEEDED, REPEAT "Which of these two types of projects do you think is most important?"

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



# Importance of different infrastructure investments

Consistent with last quarter, Calgarians feel that infrastructure projects that will create jobs (64%) are most important, followed by projects that will enhance economic diversity (54%). Not quite as important but still relevant are projects that will encourage trade and tourism (38%), those that will have a positive social impact (34%), and those projects that will be used for multiple purposes (30%).



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

Base: all respondents



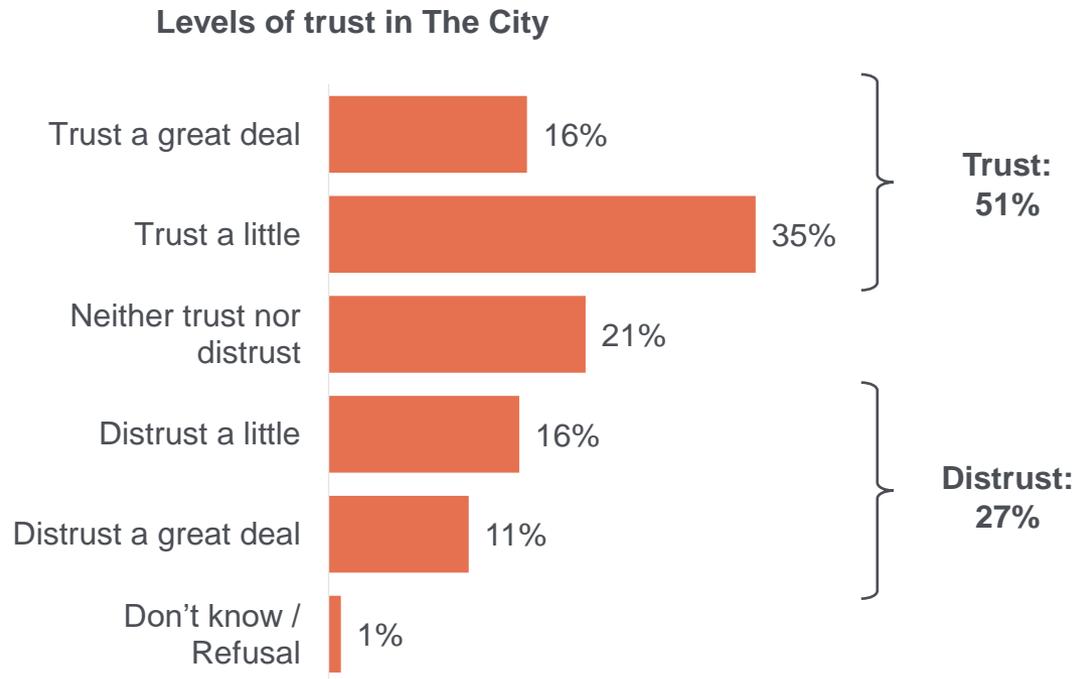
# Detailed findings

## Trust and reputation



# Levels of trust in The City

Half (51%) of Calgarians trust The City while one-in-four (27%) distrust The City.

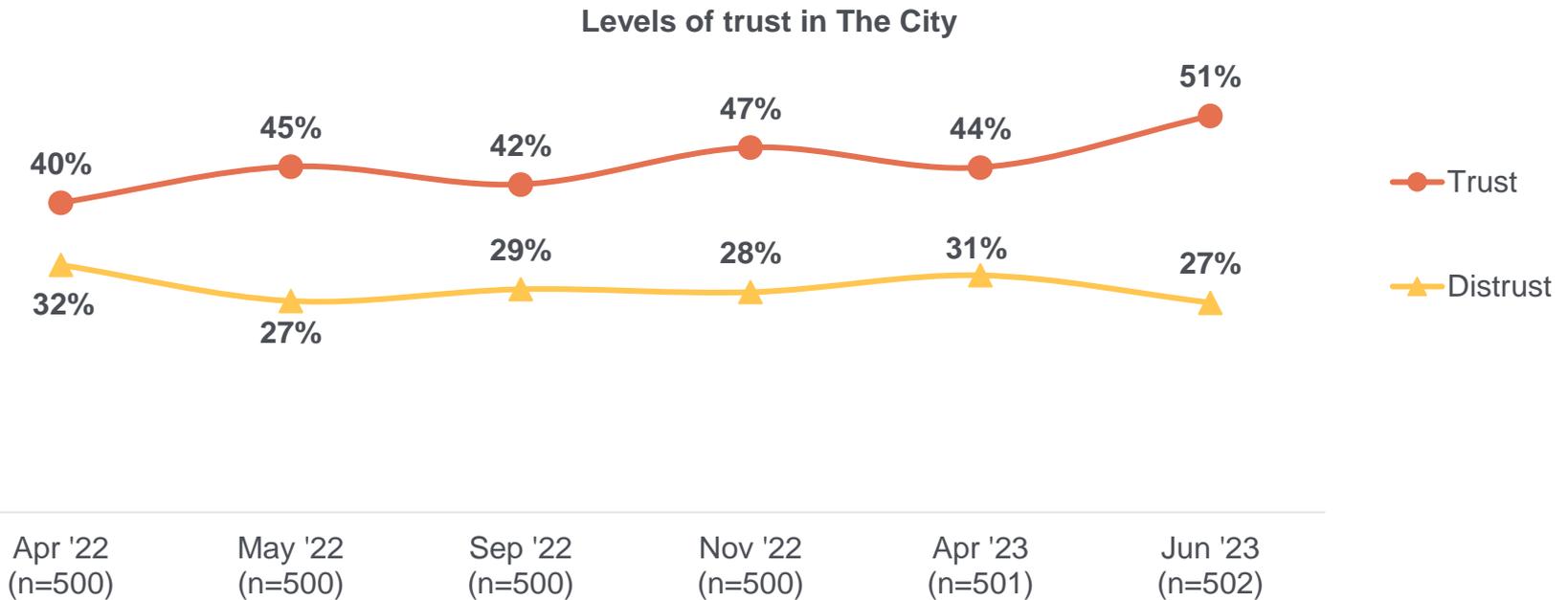


TR1. Taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary?  
 Base: all respondents (n=502)



# Tracking levels of trust in The City

The level of trust in The City increased since April 2023 but not significantly.



TR1. Taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary?  
 Base: all respondents

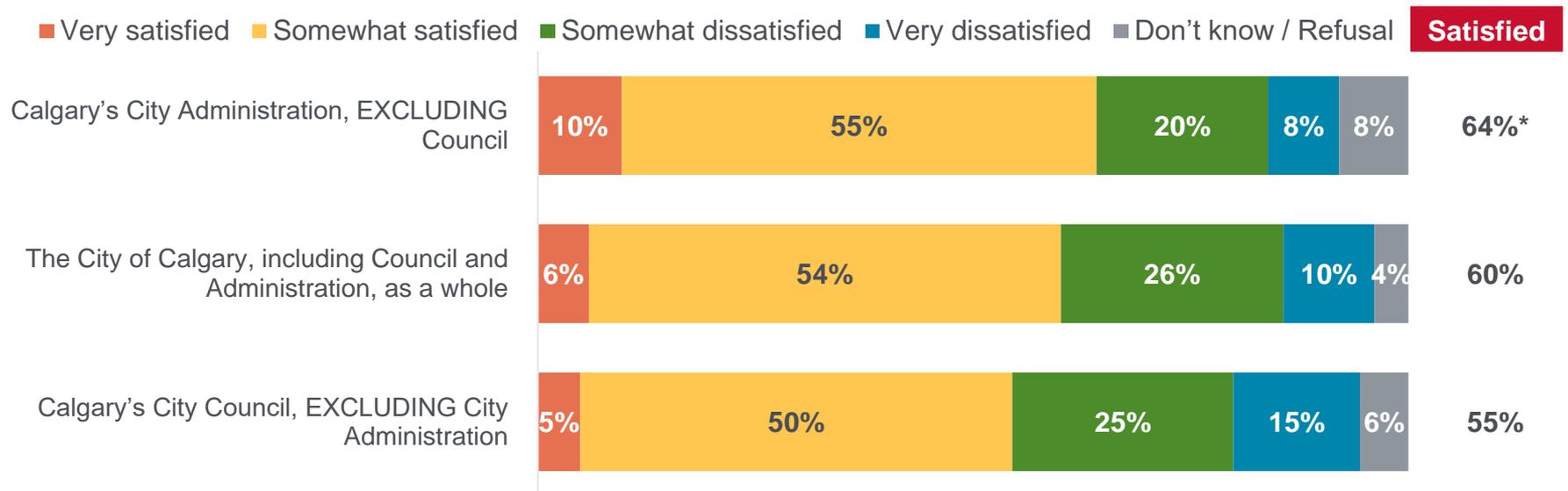


# Satisfaction with The City

Six-in-ten (60%) Calgarians are satisfied with how The City is going about running the city.

- Satisfaction with City Administration is higher compared to satisfaction with City Council (64% vs. 55%, respectively).

Satisfaction with each group



\* Rounding

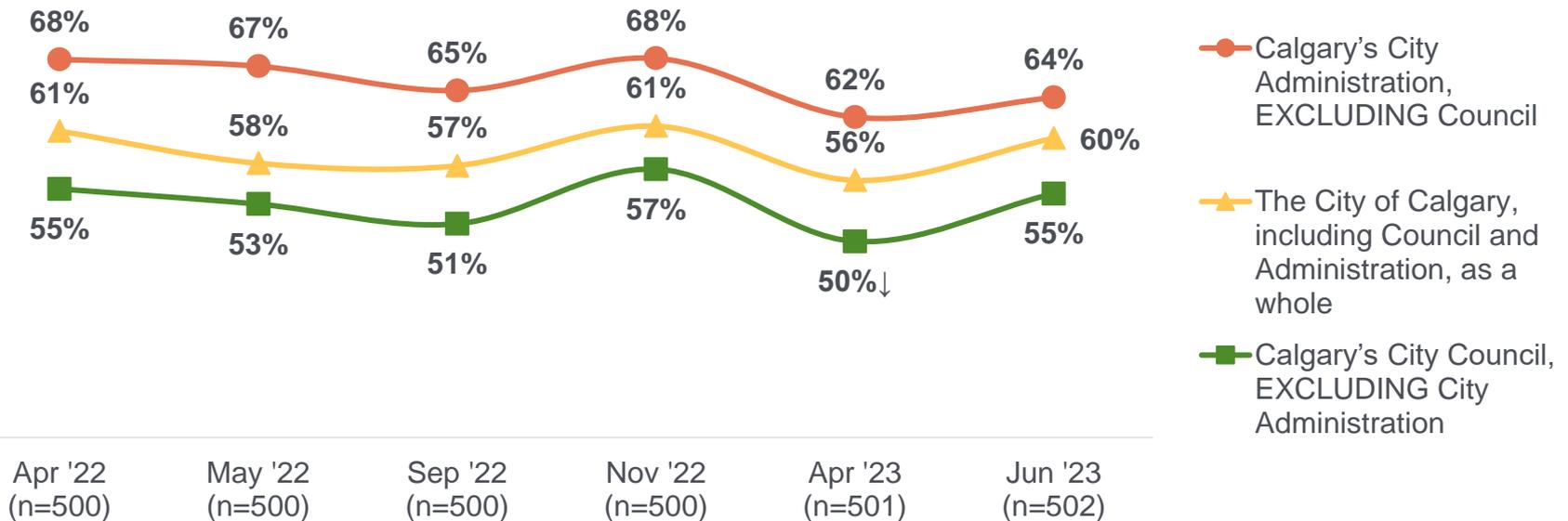
TR2. Taking everything into account, would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the way the following groups are going about running our City?  
 Base: all respondents (n=502)



# Tracking satisfaction with The City

After dropping in the first quarter of 2023, satisfaction with The City of Calgary (60%), City Council (55%), and City Administration (64%) is returning to levels similar to those in 2022.

Satisfaction with each group



TR2. Taking everything into account, would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the way the following groups are going about running our City?  
 Base: all respondents

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



# Detailed findings

## Segment differences



# Segment differences

- The tables on the next few slides show comparisons of key metrics by several sub-segments of Calgary’s population.
- Any statistical differences between demographic groups are indicated with arrows to indicate where a group is statistically higher or lower than 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 example the example below, 55+ year olds are significantly more likely to believe that the current economic situation in Calgary is good compared everyone who is not part of that group (i.e., those aged 18 to 54).
- Note that we cannot conclude that this sentiment is lower for those who are 55+ years old when compared 18-to-34-years-old or 35-to-54-years-old individually (which may not be true).

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



# Segment differences

- Those living in Northwest of Calgary (78%) are more likely to describe the overall quality of life in Calgary as “good”.
- Calgarians aged 55+ are more optimistic about the economic situation in Calgary (75%) and in the province (74%), younger Calgarians are less optimistic about the economic situation in Alberta (50%).
- Levels of satisfaction with The City are higher among female Calgarians (66%).

	Gender		Age group			Quadrant			
	Female (n=230)	Male (n=266)	18-34 (n=93)	35-54 (n=163)	55+ (n=246)	S.W. (n=147)	S.E. (n=123)	N.W. (n=143)	N.E. (n=89)
Overall quality of life in Calgary (% good)	73%	70%	68%	70%	76%	72%	68%	<b>78%</b> ↑	62%
Current economic situation: Calgary (% good)	64%	63%	56%	61%	<b>75%</b> ↑	61%	67%	65%	61%
Current economic situation: Alberta (% good)	58%	67%	<b>50%</b> ↓	62%	<b>74%</b> ↑	56%	67%	66%	57%
Current economic situation: Canada (% good)	56%	51%	52%	51%	58%	49%	54%	57%	55%
Expectation of economy in six months (% stronger)	22%	20%	18%	24%	21%	17%	22%	24%	21%
Good or bad time for infrastructure investments (% good time)	78%	81%	76%	81%	80%	76%	83%	77%	83%
Levels of trust in The City (% trust)	52%	51%	54%	51%	48%	52%	50%	50%	53%
Satisfaction with The City (% satisfied)	<b>66%</b> ↑	<b>55%</b> ↓	62%	61%	57%	56%	63%	60%	63%

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

Base: all respondents



# Segment differences

- Lower-income Calgarians are less optimistic about the overall quality of life in Calgary (62%), as well as the economic situation in Calgary (58%) and Alberta (55%).
- Conversely, high-income Calgarians are more optimistic about the economic situation in Calgary and Alberta (both at 72%); however, they are less likely to expect that the economy will get stronger in the next six months (15%), and they are less satisfied with The City (54%).
- Those with middle-incomes are more likely to consider the overall quality of life in Calgary good (79%) and more likely to be satisfied with The City (71%).

	Household income		
	<\$90k (n=159)	\$90k- <\$150k (n=114)	\$150k+
Overall quality of life in Calgary (% good)	62% ↓	79% ↑	74%
Current economic situation: Calgary (% good)	58% ↓	66%	72% ↑
Current economic situation: Alberta (% good)	55% ↓	66%	72% ↑
Current economic situation: Canada (% good)	50%	59%	55%
Expectation of economy in six months (% stronger)	24%	25%	15% ↓
Good or bad time for infrastructure investments (% good time)	76%	81%	81%
Levels of trust in The City (% trust)	54%	52%	53%
Satisfaction with The City (% satisfied)	62%	71% ↑	54% ↓

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

Base: all respondents



# Segment differences

- There are no significant differences between households with vs. without children or indigenous / racialized Calgarians vs. those who are not indigenous or racialized.

	Children in HH		BIPOC	
	Yes (n=147)	No (n=349)	Yes (n=108)	No (n=377)
Overall quality of life in Calgary (% good)	70%	72%	66%	73%
Current economic situation: Calgary (% good)	60%	66%	56%	67%
Current economic situation: Alberta (% good)	57%	65%	56%	64%
Current economic situation: Canada (% good)	55%	53%	52%	54%
Expectation of economy in six months (% stronger)	25%	19%	23%	19%
Good or bad time for infrastructure investments (% good time)	79%	80%	79%	79%
Levels of trust in The City (% trust)	57%	47%	58%	48%
Satisfaction with The City (% satisfied)	67%	57%	62%	59%

Base: all respondents



# Respondent profile



# Respondent profile

Gender	Weighted %	Unweighted %
Female	50%	46%
Male	49%	53%
Prefer to self-describe	<1%	<1%
Prefer not to answer	1%	1%

Quadrant	Weighted %	Unweighted %
Southwest	29%	29%
Southeast	24%	25%
Northwest	31%	28%
Northeast	16%	18%

Age	Weighted %	Unweighted %
18-24	8%	5%
25-34	22%	14%
35-44	19%	16%
45-54	20%	17%
55-64	13%	22%
65-74	11%	18%
75+	6%	10%

People in household	
1	15%
2	30%
3	18%
4 or more	36%
Prefer not to answer	1%

Children in household	
Yes	37%
No	62%
Prefer not to answer	<1%

Senior in household	
Yes	28%
No	72%
Prefer not to answer	<1%

Tenure in Calgary	
Less than 10	14%
10-20	28%
21-30	20%
31-40	14%
Over 40	23%
Prefer not to answer	1%

Disability in household	
Yes - myself	9%
Yes - someone in my household	9%
No	82%
Prefer not to answer	2%

Identify as 2SLGBTQ+	
Yes	6%
No	90%
Prefer not to answer	3%

Base: all respondents (n=502)



# Respondent profile

Employment status	
Employed full-time	57%
Employed part-time	12%
Retired	17%
Looking after home / family	5%
Unable to work	3%
Unemployed	4%
Unpaid / volunteer work	3%
Student	4%
Other	<1%
Prefer not to answer	1%

Business owner	
Yes	21%
No	79%
Prefer not to answer	0%

Annual household income	
Less than \$90,000	31%
\$90,000 to just under \$150,000	22%
\$150,000 and over	30%
Don't Know	5%
Prefer not to answer	11%

Racialized	
Yes	22%
No	74%
Prefer to self-describe	1%
Prefer not to answer	3%

Identify as Indigenous	
Yes - First Nations	2%
Yes - Métis	1%
Yes - Inuit	0%
Yes - Prefer to self-describe	<1%
No	95%
Prefer not to answer	1%

Education	
Completed high school or less	17%
Some post secondary or completed a college diploma	27%
Completed university degree	54%
Prefer not to answer	1%

Base: all respondents (n=502)

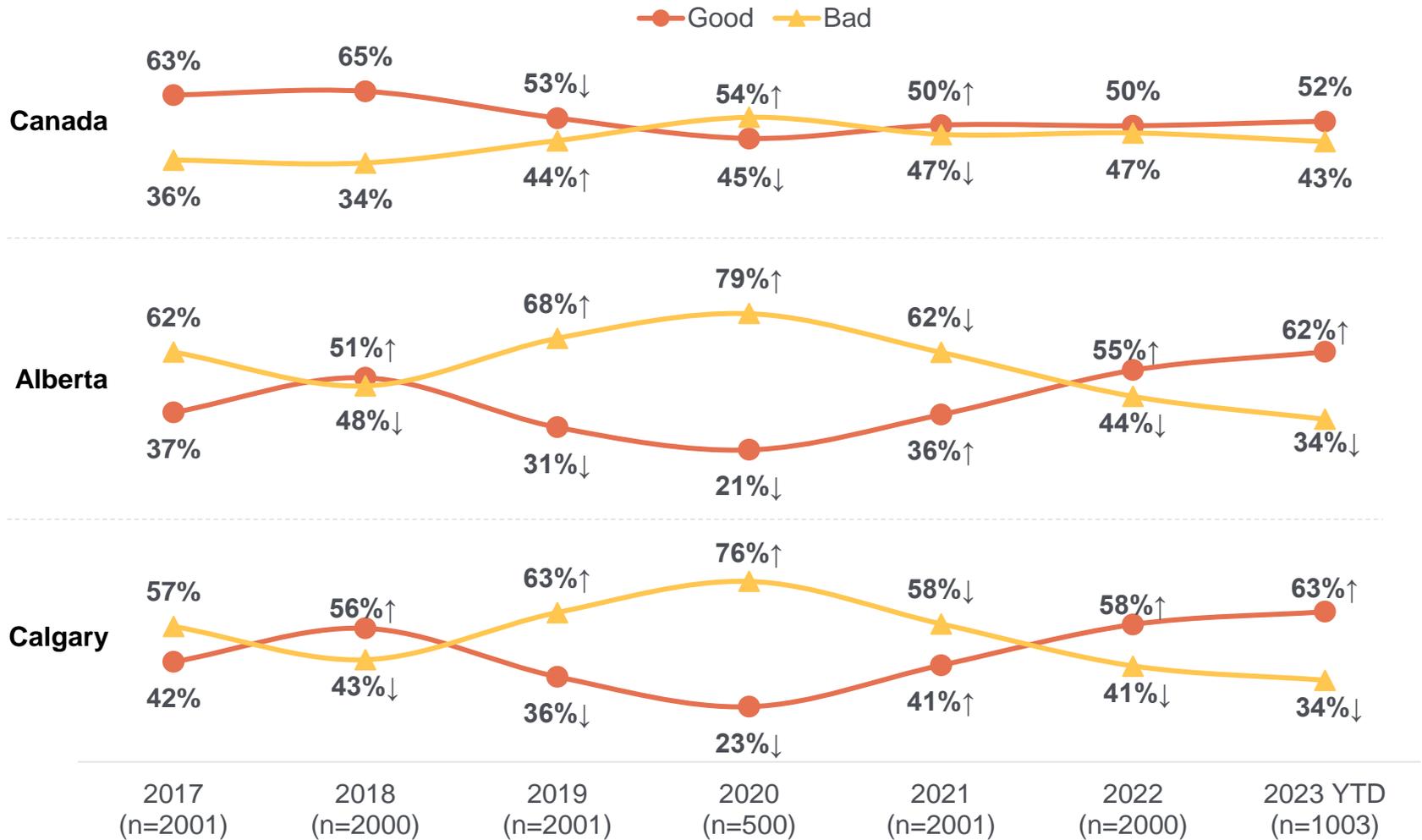


# Appendix

## Tracking



# Tracking current economic situation



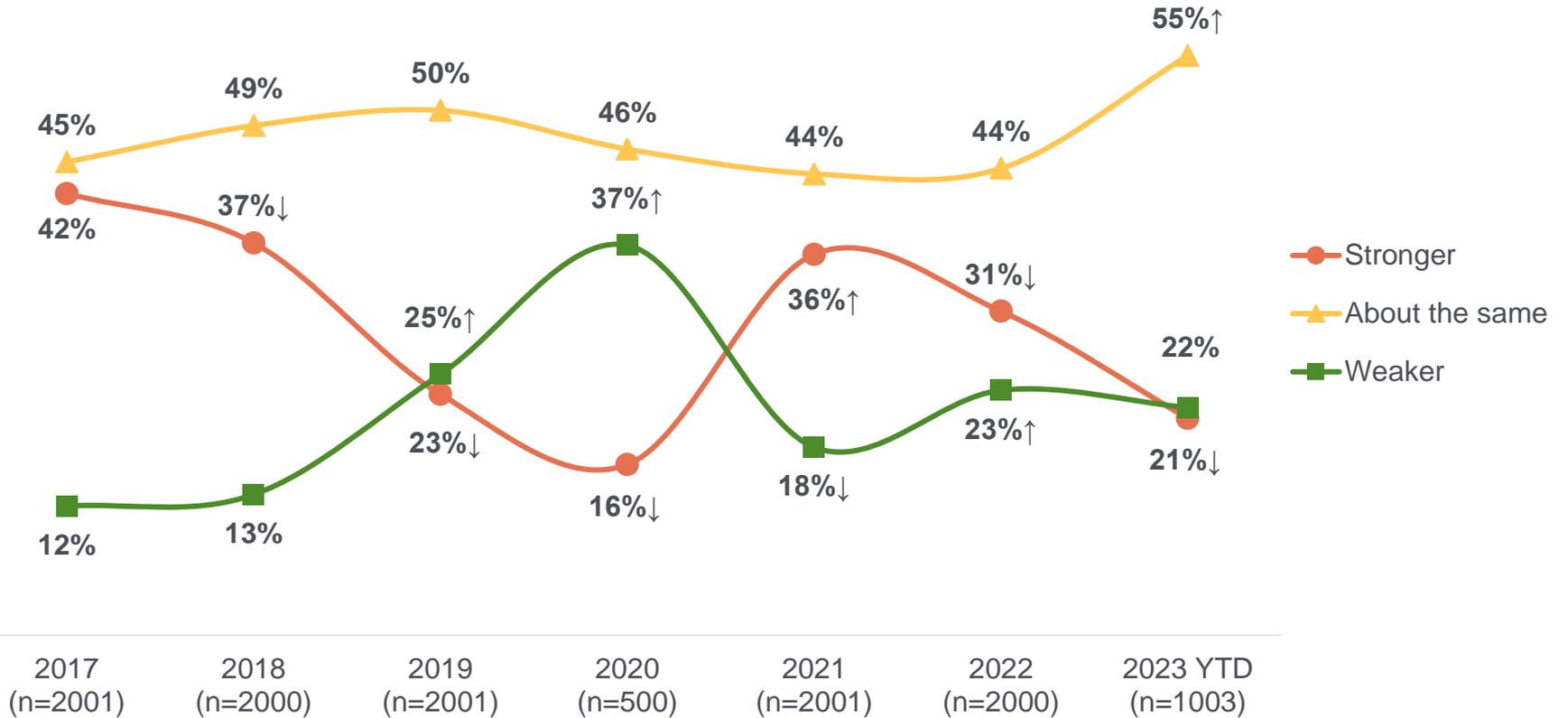
Q6. How would you describe the current economic situation in...?  
Base: all respondents

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



# Tracking Future Economy in Calgary

Expectation of economy in six months



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

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



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

	2017 (n=2001)	2018 (n=2000)	2019 (n=2001)	2020 (n=500)	2021 (n=2001)	2022 (n=2000)	2023 YTD (n=1003)
It is important that Calgary find more of a balance between oil and gas and other types of businesses in its local economy	91%	92%	91%	92%	<b>88%</b> ↓	88%	87%
I am confident that The City of Calgary will work together with local businesses and other levels of government to find the best solutions to help our city through this economic recovery	77%	<b>73%</b> ↓	<b>66%</b> ↓	68%	70%	<b>65%</b> ↓	67%
I trust The City of Calgary to make the right decisions when it comes to building projects like roads, public transportation, and local facilities	Added in April 2021				67%	<b>63%</b> ↓	63%
I trust The City of Calgary to make the right decisions to help our city through this economic recovery	73%	<b>68%</b> ↓	<b>63%</b> ↓	66%	66%	<b>61%</b> ↓	61%
The City of Calgary municipal government is taking appropriate measures to assist in Calgary's economic recovery	Added in April 2021				61%	58%	57%
The City of Calgary is making an effort to reduce the cost of local government	Added in April 2021				41%	39%	41%

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

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



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

	2017 (n=2001)	2018 (n=2000)	2019 (n=2001)	2020 (n=500)	2021 (n=2001)	2022 (n=2000)	2023 YTD (n=1003)
Now is a good time for companies to be investing in Calgary	77%	73%↓	68%↓	62%↓	74%↑	81%↑	76%↓
Calgary as a city is attracting enough investment from outside of the province to help our economy				Added in April 2021	37%	47%↑	49%
Now is a good time to start a new business in Calgary	43%	44%	33%↓	31%	39%↑	49%↑	46%
Looking ahead six months from now, I expect the unemployment rate in Calgary to get worse than it is today	37%	36%	50%↑	60%↑	39%↓	39%	45%↑

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

Base: all respondents

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



# Questionnaire



## Economic Perspectives Survey: 2023 Q2



City of Calgary

### Int0

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

*IF CREDIBILITY IS AN ISSUE OR IF RESPONDENT HAS A CONCERN SAY: If you wish to talk to a City official about this survey, we encourage you to contact The City at 311 and specifically mention the "2023 Economic Perspectives Survey." City Staff would be happy to address your concerns.*

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

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

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

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

*IF CREDIBILITY IS AN ISSUE OR IF RESPONDENT HAS A CONCERN SAY: If you wish to talk to a City official about this survey, we encourage you to contact The City at 311 and specifically mention the "2022 Citizen Perspectives Survey." City staff would be happy to address your concerns.*

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

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

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

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

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

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

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

## SCREENERS

### QS7

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

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

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

### QS7info *Show if QS7 Yes (QS7 = 1)*

A City of Calgary Research Coordinator will be able to answer any questions about the collection or use of your information. You can contact them via phone, email, or regular mail and mention the "2023 Economic Perspectives Survey". What contact information would you prefer?

**If phone:** 403-268-6732

**If email:** research@calgary.ca

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

### QSEX

DO NOT ASK; RECORD GENDER

- 1 Male
- 2 Female

### QS4

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

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



# Questionnaire

**T5** Show if QS4 ref (QS4 = 9)

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

**QS1**

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

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

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

**T6** Show if QS1 DK Ref (QS1 = 5)

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

**T8** Show if QS1 Outside Calgary (QS1 = 6)

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

## MAIN SURVEY

### PERSPECTIVES OF QUALITY OF LIFE AND THE ECONOMY

**Q2**

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

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

**Q6**

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

How about in ...?

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

*Levels marked with \* are randomized*

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



# Questionnaire

## Q7

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

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

## Q9a

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

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

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

*Levels marked with \* are randomized*

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

## Q9b

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

*REPEAT LIST ONLY IF NEEDED*

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

*Levels marked with \* are randomized*

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

## PERSPECTIVES OF TAX & USER FEES

### PT1 *Show if Quarter = 1 or 3*

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

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

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

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

### PT2 *Show if Quarter = 1 or 3*

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

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



# Questionnaire

## PERSPECTIVES OF INFRASTRUCTURE INVESTMENT

### III

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

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

### II2BOS1

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

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

Items to show:

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

Projects that will create jobs

Projects that will enhance economic diversity

Projects that will have a positive social impact

Projects that will encourage trade and tourism

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

### II2BOS2

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

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

### II2BOS3

The next two are:

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

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



# Questionnaire

## I12BOS4

And the next two are:

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

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

## I12BOS5

And one last set:

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

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

## PERSPECTIVES OF TRUST AND REPUTATION

### TR1 *Show if Quarter = 2 or 4*

Taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary? Would you say ...

- 1 Trust a great deal
- 2 Trust a little
- 3 Neither trust nor distrust \*
- 4 Distrust a little
- 5 Distrust a great deal
- 9 [DO NOT READ] Don't know
- 10 [DO NOT READ] Prefer not to answer

*Levels marked with \* are randomized*

### TR2 *Show if Quarter = 2 or 4*

City Council is made up of elected officials who are the legislative body that govern The City, while City Administration is made up of non-elected employees at The City who are responsible for the management and running of local services.

Taking everything into account, would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the way the following groups are going about running our City?

1. The City of Calgary, **including** Council and Administration, as a whole \*
2. Calgary's City Council, **excluding** City Administration \*
3. Calgary's City Administration, **excluding** Council

*Levels marked with \* are randomized*

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



# Questionnaire

## DEMOGRAPHICS

### QD1

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

In what year were you born?

Minimum: 1900, Maximum: 2005

\_\_\_\_\_

<sub>4</sub> Prefer not to answer

### QD2

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

Minimum: 1, Maximum: 50

\_\_\_\_\_ people

<sub>4</sub> Prefer not to answer

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

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

*DO NOT READ LIST*

- <sub>1</sub> Yes
- <sub>2</sub> No
- <sub>9</sub> [DO NOT READ] Prefer not to answer

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

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

*DO NOT READ LIST*

- <sub>1</sub> Yes
- <sub>2</sub> No
- <sub>9</sub> [DO NOT READ] Prefer not to answer

### QD5

Do you own or rent your current place of residence?

- <sub>1</sub> Own
- <sub>2</sub> Rent
- <sub>3</sub> [DO NOT READ] Neither
- <sub>4</sub> [DO NOT READ] Other (please specify) \_\_\_\_\_
- <sub>99</sub> [DO NOT READ] Prefer not to answer

### QD5A

Are you either primarily or jointly responsible for paying property taxes or rent in your household?

- <sub>1</sub> Yes
- <sub>2</sub> No
- <sub>9</sub> [DO NOT READ] Prefer not to answer

### QD5B

Which of the following best describes the type of home you live in?

*READ LIST*

- <sub>1</sub> Single detached house [DO NOT READ: This includes bungalow, split level, 2-story, suite in a house, etc.]
- <sub>2</sub> Duplex, triplex or fourplex
- <sub>3</sub> Townhouse or rowhouse
- <sub>4</sub> Apartment or apartment-style condominium
- <sub>5</sub> Another type of multi-unit complex [DO NOT READ: This includes mobile home park, trailer park, seniors home, etc.]
- <sub>99</sub> [DO NOT READ] Don't know
- <sub>99</sub> [DO NOT READ] Prefer not to answer

### QD6

How many years have you lived in Calgary?

*IF LESS THAN 1 YEAR, ENTER 0*

Minimum: 0, Maximum: 100

\_\_\_\_\_ years

<sub>4</sub> Prefer not to answer



# Questionnaire

## QD7

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

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

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

## QD8

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

*READ LIST; Select up to two responses.*

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

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

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

Do you own or operate a business in Calgary?

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

## QD10

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

*READ LIST*

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

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

Would that be...

*READ LIST - ACCEPT RESPONSES BEFORE FINISHING LIST*

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

## QD11

What is your gender?

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

- 1 Male
- 2 Female
- 96 Prefer to self-describe (specify: \_\_\_\_\_)
- 99 [DO NOT READ] Prefer not to answer



# Questionnaire

## QD12

We want to make sure our research is reflective of all Calgarians. Were you born in Canada?

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

## QD13 Show if Not born in Canada (QD12 = 2)

How old were you when you left the country where you were born? Were you ...

### READ LIST

- 1 Under the age of 18
- 2 18 to 49
- 3 50 or older
- 9 [DO NOT READ] Prefer not to answer

## QD14 Show if Not born in Canada (QD12 = 2)

And did you arrive in Canada within the past five years or more than five years ago?

- 1 Within the past five years
- 2 More than five years ago
- 9 [DO NOT READ] Prefer not to answer

## QD15

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

### MULTIPLE RESPONSES ARE ACCEPTED

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

## QD16 Show if Not Indigenous (QD15\_5 = 1 OR QD15\_99 = 1)

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

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

## QD17

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

### Select all that apply

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

## QD18

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

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

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

## F1a

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

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



# Questionnaire

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

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

*Read back email address phonetically to confirm.*

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

a Prefer not to answer

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

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

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

First name: \_\_\_\_\_

Last name: \_\_\_\_\_

Telephone number: \_\_\_\_\_

a Prefer not to answer

**End**

---

**end1**

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



# Contact

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