



2025 Spring Research Results

2025 May 27

That Council receive this report and attachments for the Corporate Record.

Research context: 2025

Economic Perspectives Survey

March 18 to March 31

Spring Survey of Calgarians

February 27 to March 24

JAN '25

★ **January 6:** Prime Minister Justin Trudeau announces resignation

★ **January 28:** City Council votes “yes” to new Green Line alignment

★ **January 29:** The Bank of Canada lowered its policy interest rate by 0.25.

FEB '25

★ **February 1:** President Trump communicates intention to impose a 25% tariff on imports from Canada

★ **February 25:** Council votes to reallocate \$28 million from municipal reserve funds to address photo radar revenue shortfall

★ **February 25:** GamePLAN strategy for public recreation in Calgary approved by City Council

MAR '25

★ **March 4:** US Administration enacts 25% tariff on all imports from Canada, except for oil / energy

★ **March 12:** The Bank of Canada lowered its policy interest rate by 0.25

★ **March 14:** Mark Carney sworn in as Prime Minister

★ **March 18:** Provincial government announces Federal matching fund for Green Line

★ **Dec 14, 2024, to Feb 15, 2025:** GST Tax Holiday



Ongoing local, provincial, national, and global events



Highlights



Trust in **The City** has increased.



Perception of **quality of life** has increased.



Calgarians see the **value they receive for their tax dollars**.



Services continue to see **strong satisfaction** scores.



Council and Administration are addressing the priorities of Calgarians.

Issue Agenda

Key priorities stable

Change
Spring 2024 – Spring 2025



33% Infrastructure, traffic and roads

+ 4%↑



19% Homelessness, poverty and affordable housing

- 5%↓



18% Crime, safety and policing

- 4%↓



14% Transit

- 3%↓



14% Growth and planning

+ 4%↑

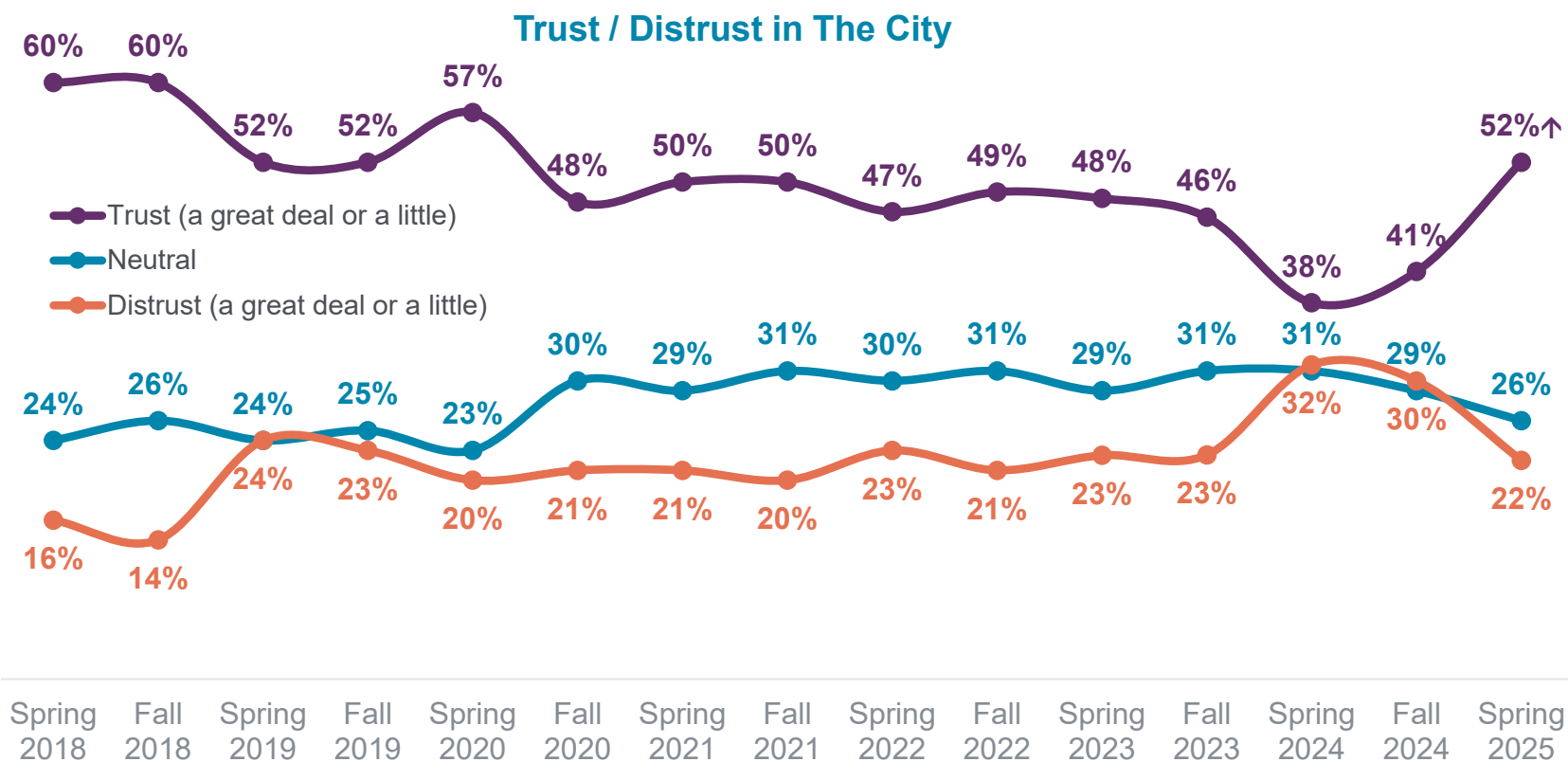


11% Economy

- 5%↓

Trust in The City

Trust in Calgary's municipal government improving



60%

The City can be relied on to do what it says it will do*

55%

The City focuses on the things that are important to me*

* Question first asked in the spring of 2025

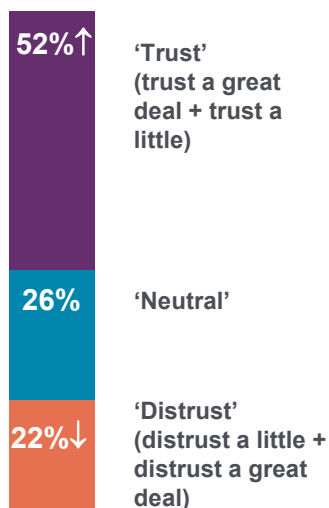
↑/↓ Statistically higher/lower than previous wave

Drivers of trust

Satisfaction with City performance, trustworthiness of City information, and confidence in The City to do what it says it will do are among the most critical drivers of trust

Trust in The City

% who trust or distrust The City of Calgary 'a great deal' or 'a little'



78%
(trust + neutral)

DRIVER	Spring 2024	Spring 2025
Satisfaction with how The City of Calgary – including Council and Administration - is running our city	59%	63%↑
Agree information received from The City is trustworthy*	-	74%
Satisfaction with how City Council is running our city	49%	52%↑
Agree The City can be relied on to do what it says it will do*	-	60%
Agree The City practices open and accessible government	61%	64%↑
Agree The City is transparent in its decision-making*	-	55%
Agree Calgary is moving in the right direction to ensure a high quality of life for future generations	38%	41%

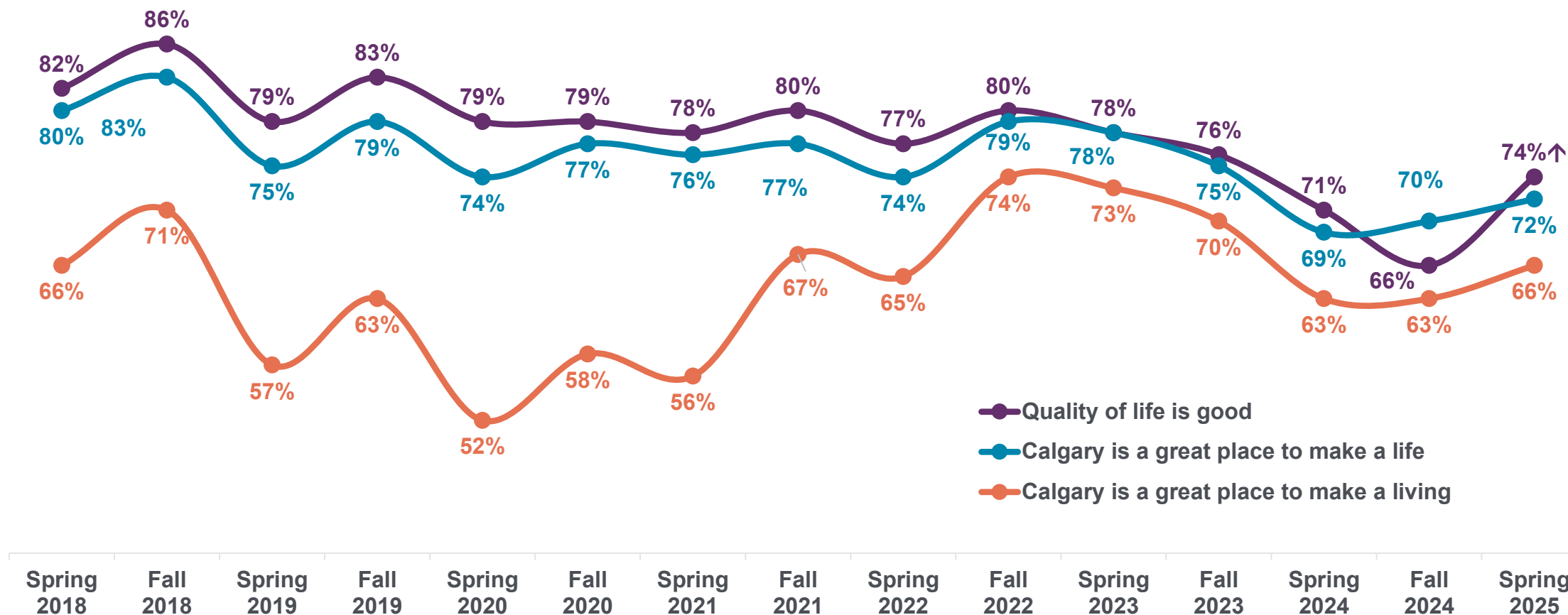
* Question first asked in the spring of 2025

↑/↓ Statistically higher/lower than previous wave

Perception of quality of life

Quality of life measures see significant improvement

Quality of Life Measures % Agree



Drivers of quality of life

Key drivers of quality of life include Calgary is headed in the right direction

Perception of quality of life

% who say quality of life in Calgary is 'good' and 'poor' on a 10-point scale



92%
(good + neutral)

DRIVER	Spring 2024	Spring 2025
Perception if Calgary is headed in the right direction to ensure a high quality of life for future generations	38%	41%
Perceived value of municipal property tax dollars	44%	46%
Satisfaction with services and programs provided by The City	63%	61%
Perception The City strives to create a city that is equally accessible for all Calgarians, no matter their physical ability	54%	58%↑
Perception of overall safety in Calgary*	-	75%
The City fosters a city that is inclusive and accepting of all	62%	67%↑
Satisfaction with how The City of Calgary – including Council and Administration - is running our city	59%	63%↑

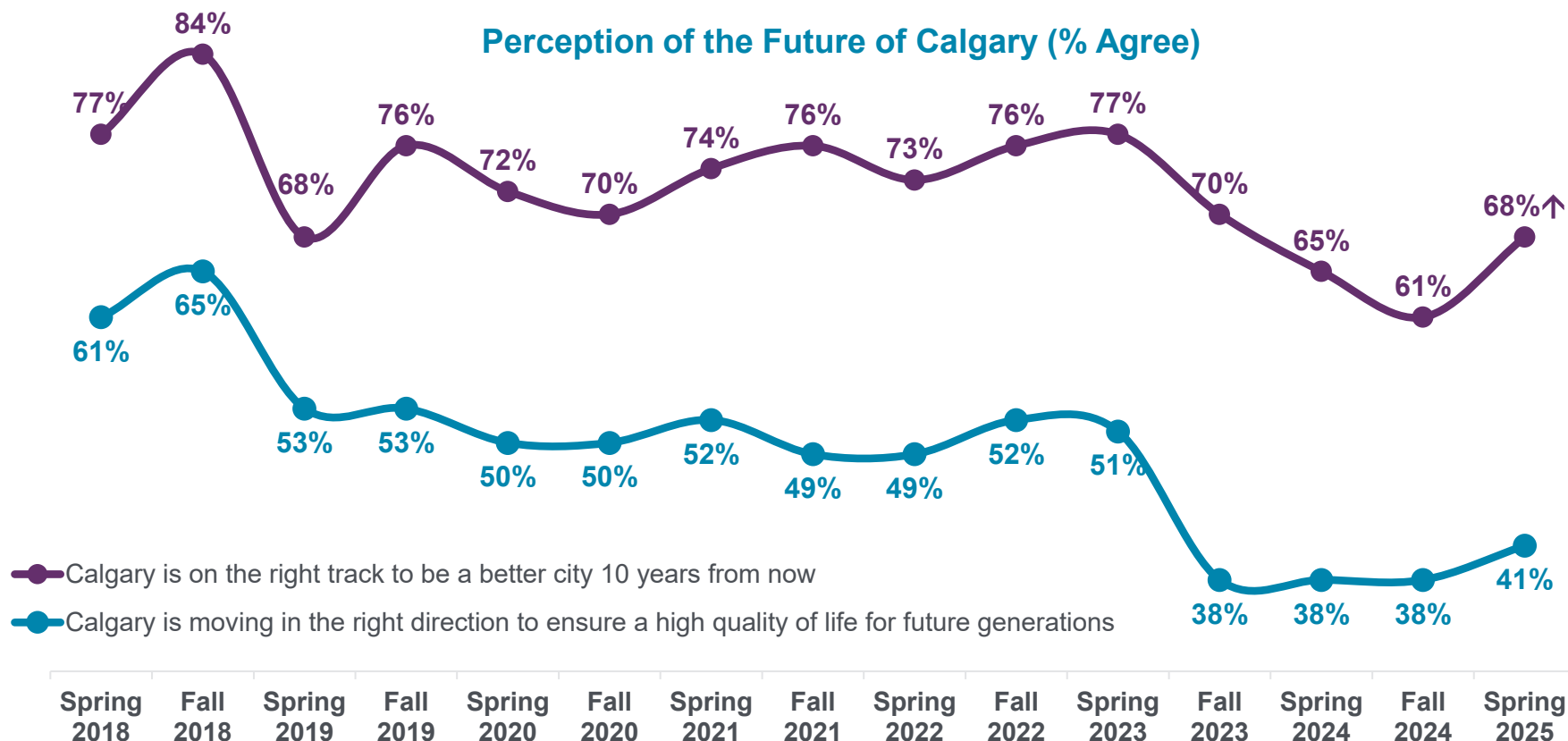
*Historically only asked in fall survey waves

↑/↓ Statistically higher/lower than previous wave

Future outlook and the economy

Calgarians express optimism about the future of our city and are wary of US tariffs

Perception of the Future of Calgary (% Agree)



61%↑*

Rate the current economy in Calgary as “good” an **11-point** increase from Q4 in 2024.

87%*

Concerned about the impact of US tariffs on Calgary's economy.

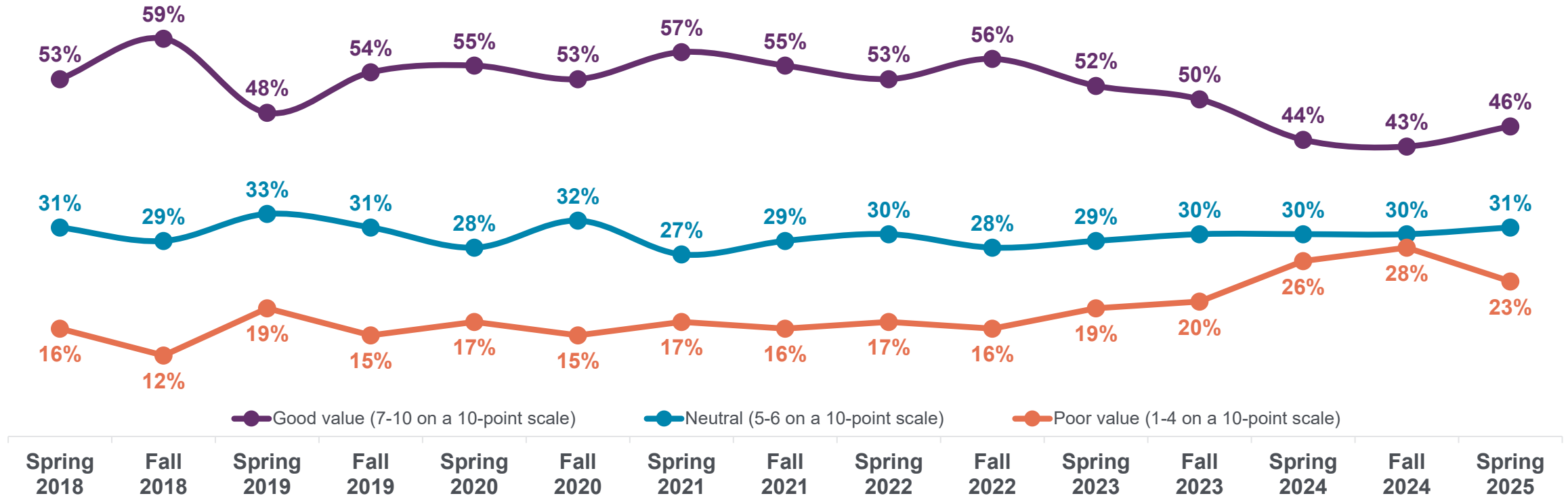
73%*

Concerned about the impact of US tariffs on their personal financial situation.

Value for tax dollars

Perceived value for tax dollars sees a small increase

Per cent who say they get 'good value' and 'poor value' for municipal tax dollars

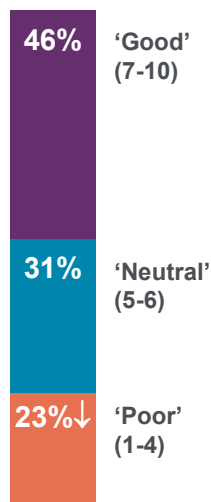


Drivers of value for tax dollars

Calgary heading in the right direction, satisfaction with City performance and quality of life are critical drivers of value for tax

Perceived value for taxes

% who rate value for their municipal tax dollars on a 10-point scale



77%
(good + neutral)

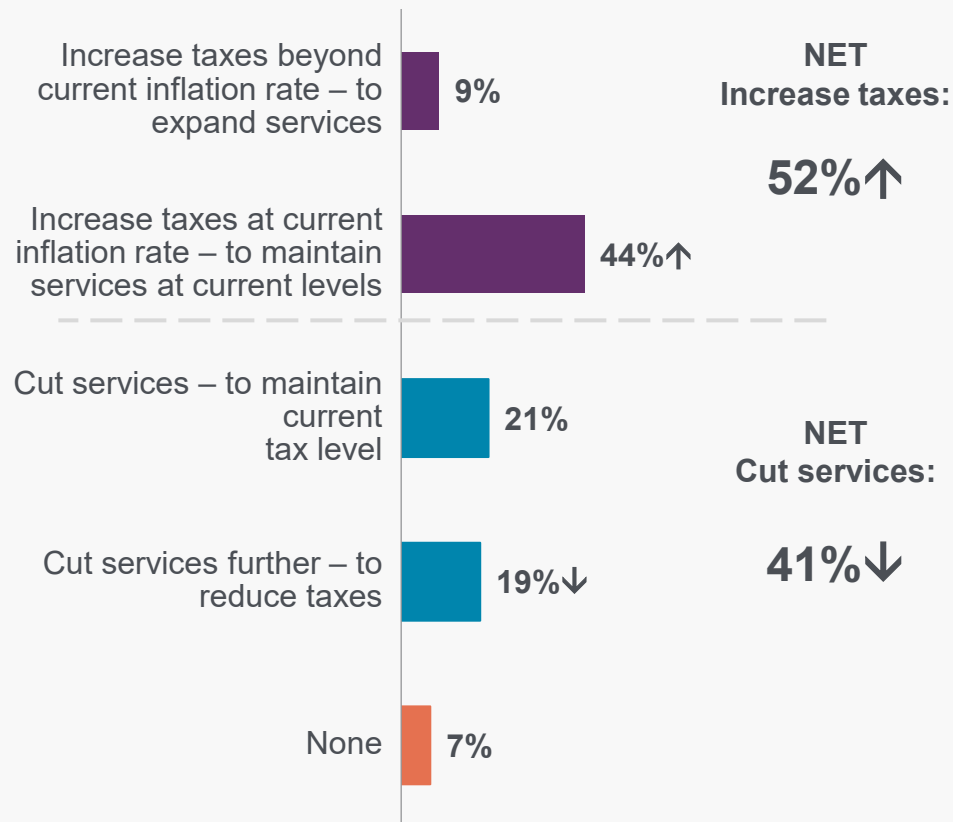
DRIVER	Spring 2024	Spring 2025
Perception if Calgary is headed in the right direction to ensure a high quality of life for future generations	38%	41%
Perception of how The City of Calgary – including Council and Administration - is running our city	59%	63%↑
Overall perception of quality of life in Calgary	71%	74%↑
Satisfaction with services and programs provided by The City	63%	61%
Perception if The City manages its spending in a responsible way that reflects the needs and priorities of Calgarians	48%	52%↑
Satisfaction with how City Council is running our city	49%	52%↑
Overall trust in The City	38%	52%↑

↑/↓ Statistically higher/lower than previous wave

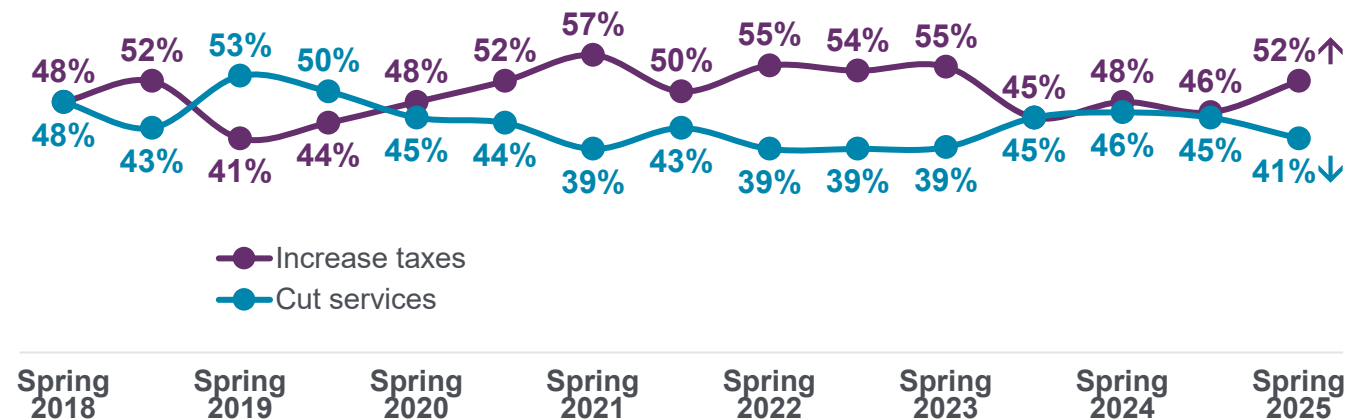
Balancing taxes and services

Most Calgarians show a preference to increase taxes at current inflation rate to maintain services at current levels

Balancing taxes and services: responses



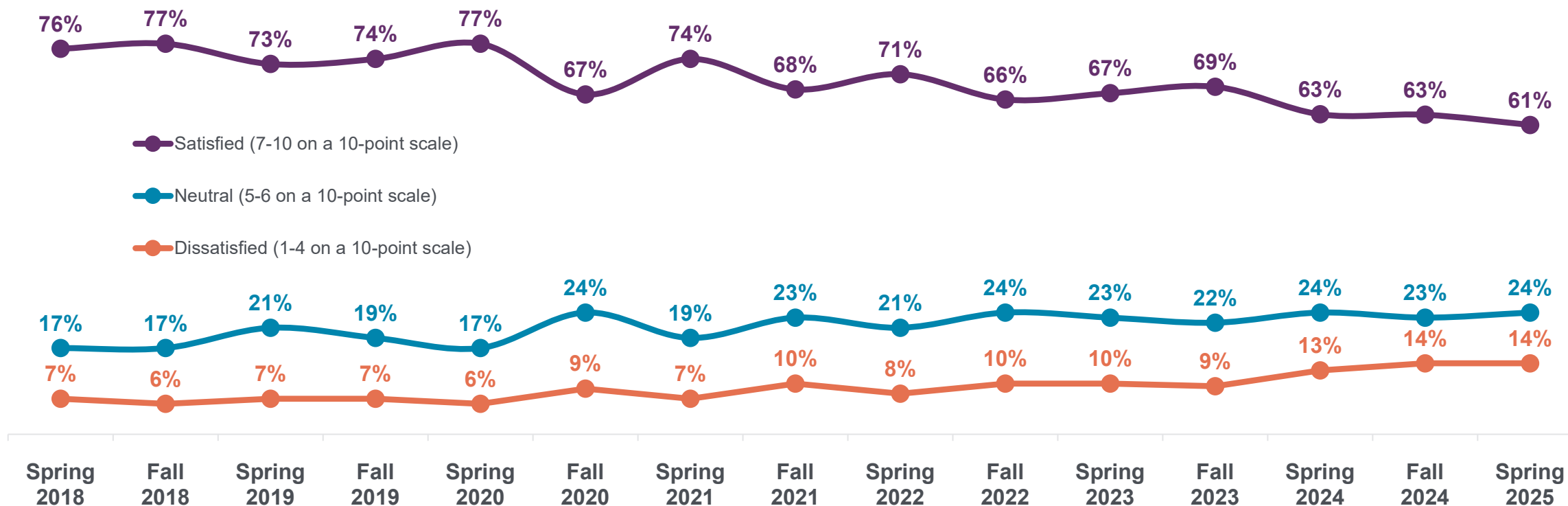
Balancing taxes and services: tracking



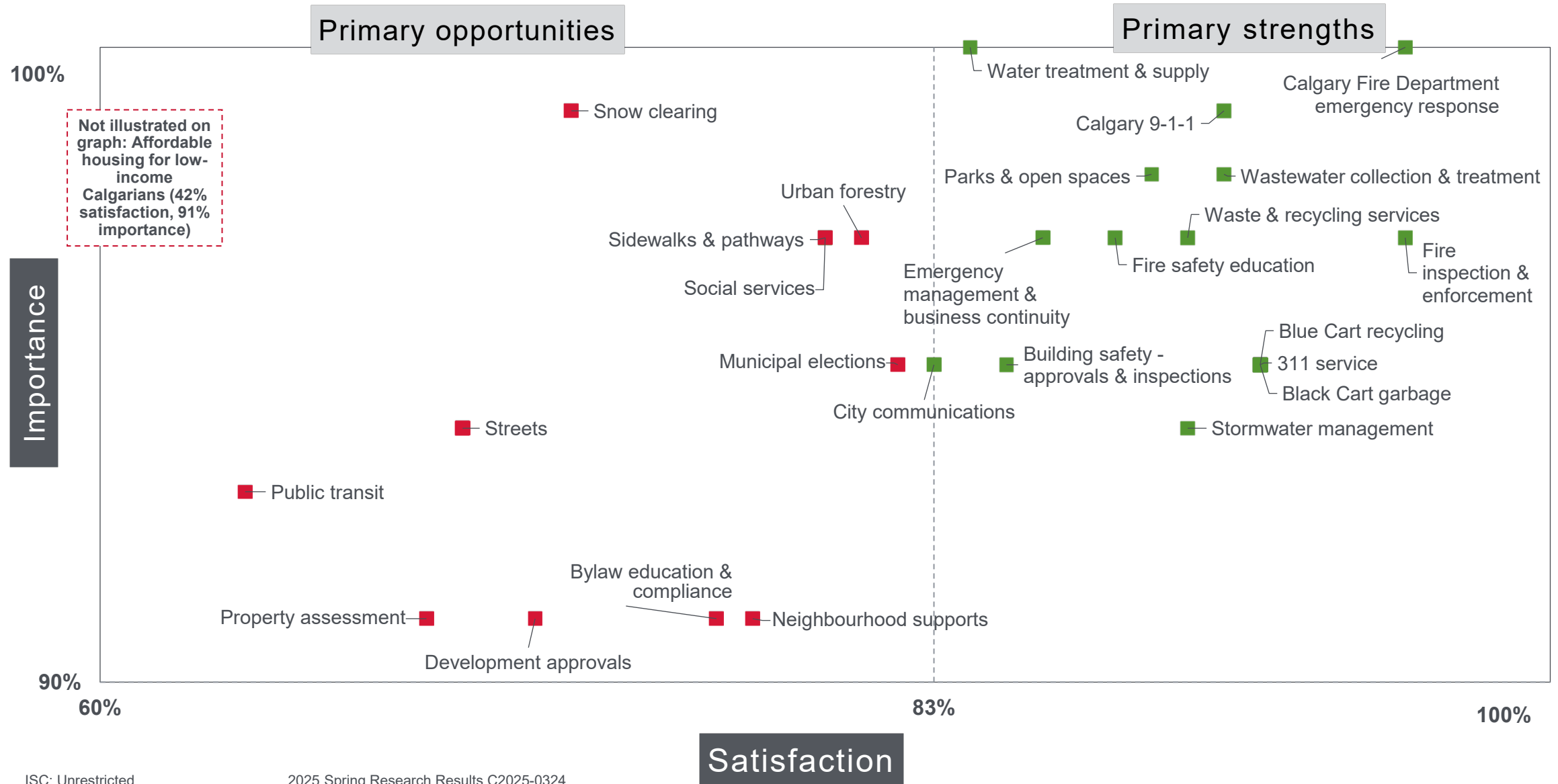
Overall satisfaction with services

Overall satisfaction with services and programs remains on par

Satisfaction with overall level and quality of services and programs provided by The City of Calgary



Primary strengths and opportunities



Service overview

The City continues to meet Calgarians' service expectations, with most services and programs achieving high satisfaction and importance ratings



96%

Services with **satisfaction** on par or better than Spring 2024



72%

Services that have >80% **satisfaction** scores

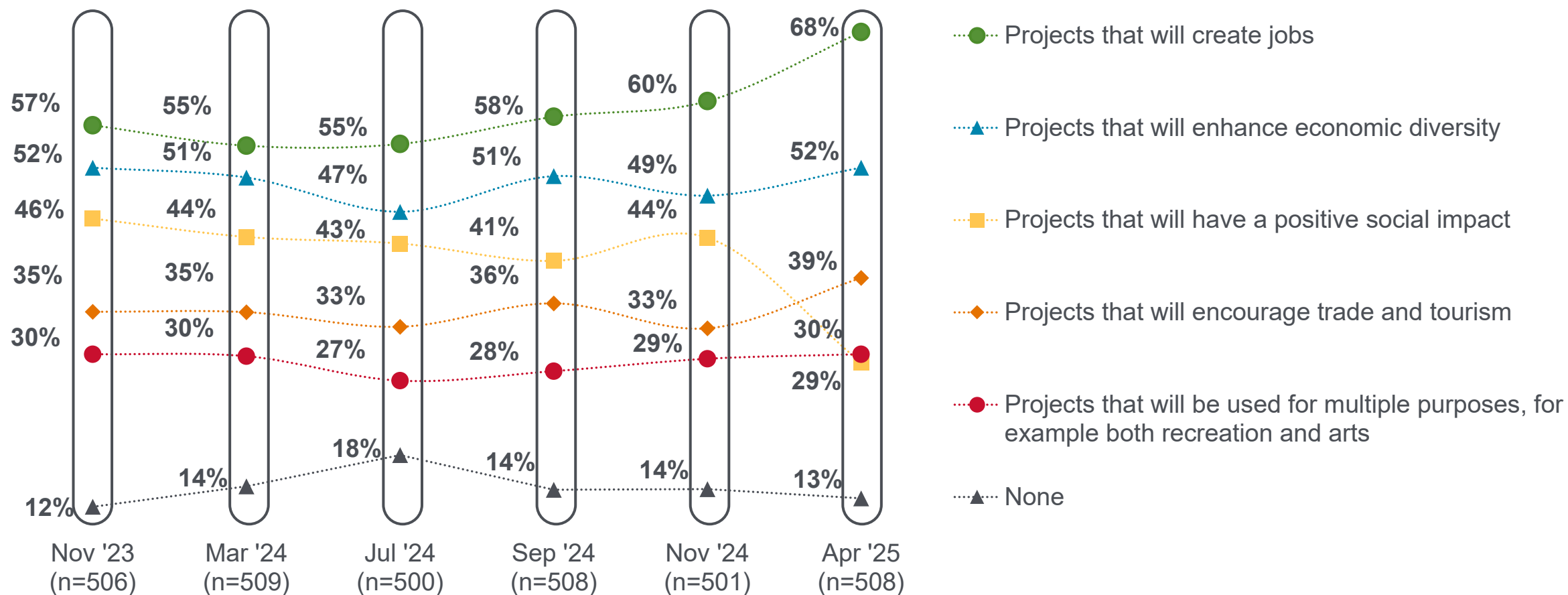


90%

Services that have >80% **importance**

Perception of infrastructure investment

Infrastructure projects that will create jobs and enhance economic diversity are consistently seen as most important



*Source: 2025 Economic Perspectives – March 2025

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Reports can be found at: [Calgary.ca/Insights](https://calgary.ca/Insights)

For further information, please contact:
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