

The word "Calgary" in white sans-serif font on a red rectangular background.A nighttime photograph of the Calgary skyline. The central focus is the historic clock tower of the Calgary City Hall, illuminated with warm lights. To its left is a modern glass skyscraper. In the foreground, there are blurred light trails from traffic in shades of blue and red. The sky is a deep blue with some clouds.

2026 Economic Perspectives Survey – Wave 3

Report

September 2026

Prepared by **Leger**

Table of contents

Background and methodology	3
Survey context	4
Executive summary	5
Key findings	6
Detailed findings	10
Quality of life	10
The economy and economic recovery	13
Infrastructure investment	24
Household financial situation and outlook	29
Perspectives on economic issues	34
Taxes and user fees	41
Drivers of current economic situation	44
Segment differences	48
Respondent profile	54
Appendix: annual tracking charts	57
Questionnaire	62



Background and methodology

Background

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

Methodology

The telephone survey was conducted by Léger from August 31st to September 8th, 2026. A total of 501 Calgarians participated, completing the survey in an average of 16.7 minutes.

The survey was completed using numbers from both landlines (20%) and cell phones (80%) to obtain a random and statistically representative sample of Calgarians. The margin of error (MOE) for the *quarterly* sample of n=500 is ± 4.4 percentage points, 19 times out of 20 (though larger among subgroups of the total), the margin of error for the *yearly* sample of n= 1,502 is ± 2.2 percentage points.

To ensure the data was gathered from a representative group of Calgarians, sample quotas were set by age, gender, and city quadrant. Data were weighted based on the latest federal census for age, gender, and city quadrant. The weighting efficiency was 70%. Although the results are weighted, sample sizes for each question represent the number of actual respondents (i.e., unweighted n).

Throughout the report, ↓ denotes a significant decrease from the previous period and ↑ denotes a significant increase from the previous period, unless otherwise specified. Some charts and tables do not add to 100% due to rounding. Refusals and Don't know are included in charts as a combined level.

The Economic Perspectives Research has been conducted quarterly for many years. Throughout the report, where applicable, 2025 and 2026 are presented. However, all available annual tracking data is included in the appendices.

Q3 2026 (July 2026 – September 2026)

Strong labour market and investments are at risk given external economic shocks and internal political uncertainty

July 2026

- July – Canada and Alberta advance West Coast pipeline project. The Pathways Project is expected to create 175 thousand new jobs in Alberta, British Columbia, and the rest of Canada.
- July – The Calgary Stampede received 1.4 million visitors. Revenue is estimated to be very similar to 2025 when \$389 million was generated.
- July– The Bank of Canada holds the overnight right at 2.25%.

August 2026

- August – The Ministry of National Defence announces an investment of \$20.3 million to establish the Quantum Defence Innovation Secure Hub at the University of Calgary.
- August – The Calgary unemployment rate (6.7%) remains below levels seen in August 2025 (7.5%). The unemployment rate was 15.9% among Albertan students aged 14-24 who returned to the labour market during the summer between full-time studies. The employment rate among returning students improved by 5.1 percentage points compared to last summer which is the second largest improvement among provinces.
- August – A new round of U.S. tariffs on Canada are applied, with many of Alberta's industries and workers are expected to be directly impacted. Dollar-for-dollar retaliatory tariffs on U.S. goods are scheduled to take effect on September 8th.

September 2026

- September – The Bank of Canada holds the overnight right at 2.25%.
- September– The price of West Texas Intermediate (WTI) rises to a monthly average of US\$98 compared to \$80 in July and \$84 in June. External pressures such as War in Iran continue to cause fluctuations in oil prices.
- September – Ahead of the October 19th referendum, a report commissioned by the Calgary Chamber of Commerce finds that 330 thousand Alberta jobs rely on exports to other provinces (generating \$78 billion in income for local workers and businesses).
- September – The Alberta government announces a pause on the provincial fuel tax for three months, beginning October 1st, in response to cost-of-living concerns. Albertans are expected to save 13 cents per litre on gasoline and diesel.



Key Takeaway

Calgarians are experiencing the benefits of positive economic investments and events but are facing the danger of external and internal economic shocks causing a worse economic outlook.

Executive summary

Quarter 3 – 2026: Current views of the economy are positive but future expectations are lukewarm

The Calgarian perspective on the local economy overall has gradually become more optimistic with each passing quarter over the last year culminating in significant increase year-over-year. An upward trend in perspective exists for the provincial and national economies as well.

Quality of life remains a clear strength and is closely tied to perceptions of the economy, indicating the importance of maintaining confidence in local conditions. Similar to the perspective on the local economy, quality of life sentiments have gradually increased in small steps quarter-by-quarter in a way that culminates to significant year-over-year improvements.

Calgary's economy continues to be viewed favourably relative to Alberta and Canada, as the majority have confidence that The City's economy can withstand external economic pressures. Two-in-five Calgarians believe Calgary's economy is becoming more competitive than other major Canadian cities and an additional two-in-five believe it is about the same.

When asked about the next six months, the majority of Albertans believe the economy will be about the same, expect their current household financial situation to stay about the same, but expect the unemployment to get worse than it is today. While it may be an indication that future expectations are merely lukewarm, the future expectations of the economy have fluctuated up and down throughout the year.

While many already perceived The City as a good economic partner when collaborating with local businesses and other levels of government, an increasing amount agree with this perception in September 2026. In addition to that, the view that The City taking appropriate measures to help assist and strengthen Calgary's economy has improved as well. However, perceptions of cost management remain an opportunity to strengthen overall confidence.

Investment sentiment remains strong, with an increasing amount viewing now as a good time and Calgary as a good place for companies to invest. It is also viewed as a good time for The City of Calgary to invest in new infrastructure projects. However, a gap exists as just one-half agree that Calgary is attracting enough external investment and just under one-half agree it is a good time to start a new business.

Most Calgarians describe their household's financial situation as good and only a few expect their finances to get worse in the next six months. Household spending metrics have remained stable. A majority report that household spending has stayed the same in the past three months and the share of Calgarians reporting decreased spending is balanced against those who report increased spending.

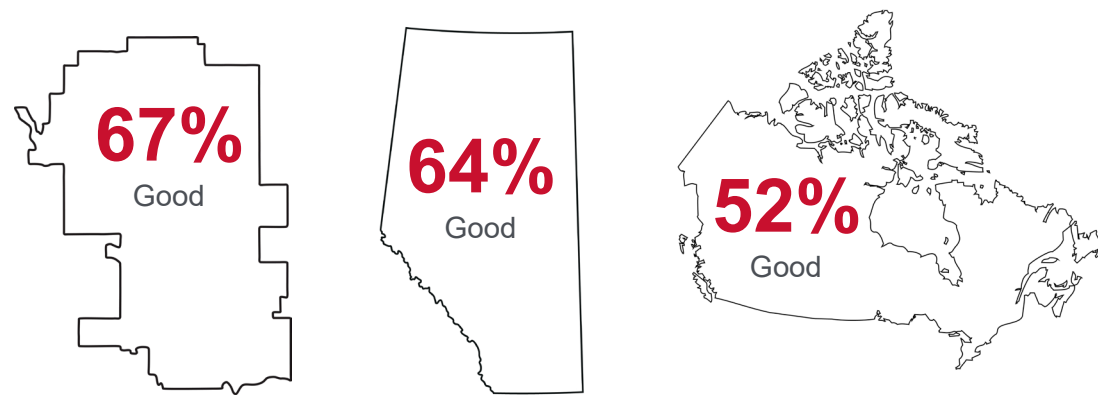
Key findings

Quality of life remains strong, closely linked to economic perceptions



- Three-quarters (75%) of Calgarians rate their quality of life (QoL) as good.
- Economic perceptions are a key driver: 87% of those who think the economy is good in Calgary report high QoL, compared to just 50% among those who think it is poor, highlighting a strong relationship between economic confidence and lived experience.

Calgary's economy is viewed as strong and competitive with other major cities

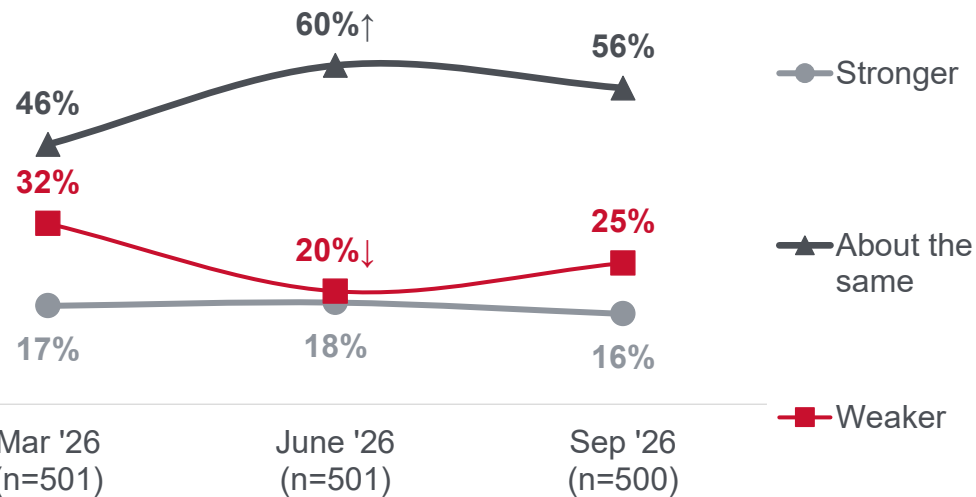


- Calgary's economy is rated positively by 67% of residents, outperforming perceptions of Alberta (64%) and Canada (52%).
- In addition, 41% believe Calgary is more competitive than other major cities, while a further 43% see it as on par. On top of that, 55% are confident that Calgary's economy can withstand external economic pressures (e.g., tariffs, interest rate changes, and global instability). Both indicating confidence in Calgary's ability to compete nationally and perform with resiliency.

Key findings (continued)

Short-term outlook is somewhat trending negative

- Expectations for the next six months appear to show a decreasing gap between those who believe the economy will get weaker versus those who believe that the economy will stay about the same.
- The shift may be an indication that decreasing pessimism in June 2026, may have come to an end.



The City is viewed as a credible economic partner, with some gaps

82%

Are confident The City will collaborate with local businesses and other levels of government to strengthen Calgary's economy

78%

Trust The City to strengthen Calgary's economy

75%

Believe The City is taking appropriate measures to assist in strengthening economy

72%

Trust The City to make the right infrastructure decisions

52%

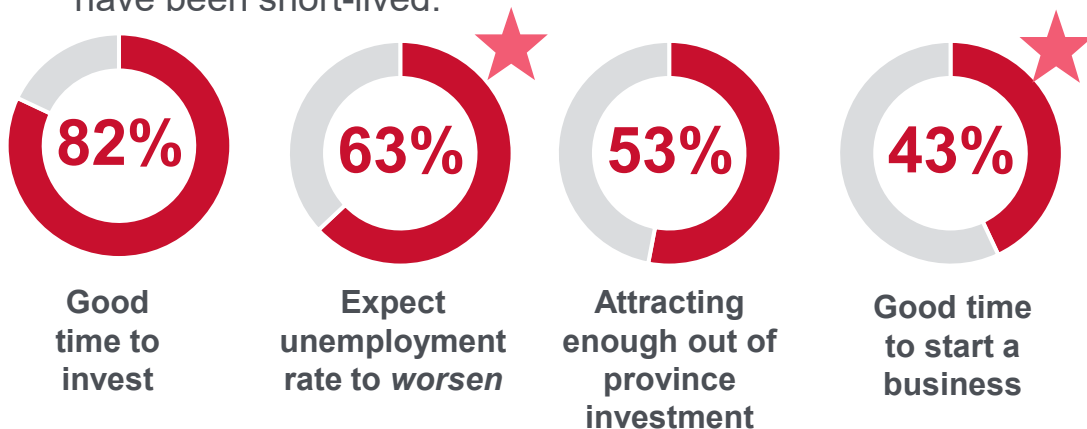
Feel The City is making an effort to reduce the cost of local government

- The City is widely viewed as a credible and trusted economic partner, with a strong and increasing majority of Calgarians expressing confidence in its role.
- A large, increasing majority of Calgarians believe The City is taking appropriate measures to strengthen the economy, reinforcing confidence in its current approach.
- While perceptions of cost-reduction efforts are more moderate, this highlights a clear opportunity for the City to build on existing trust and further strengthen its performance in this area.

Key findings (continued)

Investment sentiment is positive, but fundamentals raise concern

- Investment sentiment remains strong, with around four-fifths saying it is a good time to invest in Calgary. However, only just over half feel The City is attracting enough external investment.
- A minority of Calgarians believe it is a good time to start a new business in Calgary, highlighting an opportunity to strengthen perceptions around entrepreneurship in The City.
- More caution is reflected in expectations. Just over three-in-five anticipate higher unemployment in the next six months; an indication that last quarters' improvement in expectations may have been short-lived.



★ Primary focus area, driven by high impact on perceptions of Calgary's economy, and lower performance

Key infrastructure priorities centre on job creation and economic diversification



Prioritize projects that will...

- 1 Create jobs
- 2 Enhance economic diversity
- 3 Used for multiple purposes
- 4 Encourage trade and tourism
- 5 Have a positive social impact

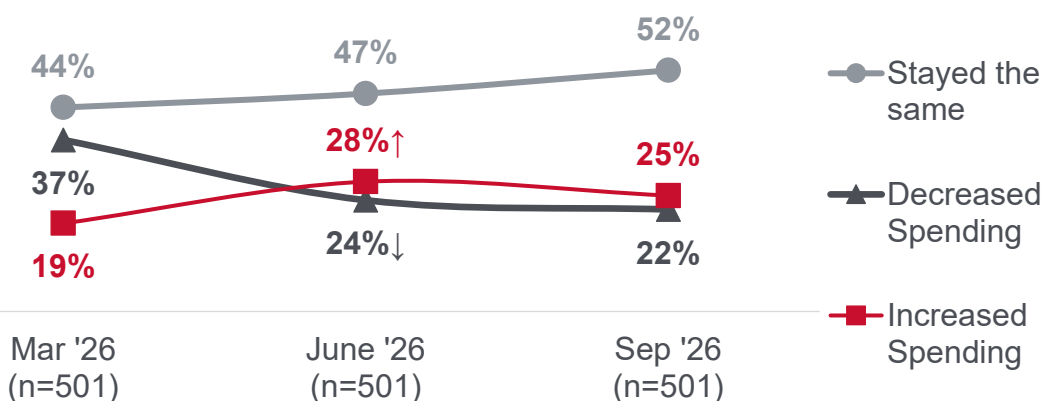
- Support for infrastructure investment is very strong, particularly for projects that create jobs and enhance economic diversity. Strongly matching concerns about unemployment rates and the importance of balancing oil & gas against other types of businesses.



Key findings (continued)

Household financial situations are described as good by the majority of Calgarians, with only a small minority projecting their situation will decline in the near future.

- Four-in-five describe their household's financial situation as good.
- A small minority of one-in-five Calgarians expect their situation to decline in the next six months. A slightly larger proportion believe their situation will improve. Which leaves a slight majority believing that their situation will stay the same.



- Spending patterns have stabilized in September 2026. No groups (i.e., those spending the same, more, or less compared to six months ago) have significantly changed in size.

The majority of Calgarians have confidence that Calgary's economy can withstand external economic pressures, but if conditions worsen, keeping taxes stable is more important than maintaining services

- A just over one-half of Calgarians believe that Calgary's economy can withstand external economic pressures such as tariffs, interest rate changes, and global instability.
- While just under three-quarters of Calgarians expect the economy to be about the same or even stronger in six months, when posed with the scenario of economic conditions worsening, a small majority would prefer that the City prioritized keeping taxes stable even if services are reduced over maintaining services even if taxes are increased.
- Calgarians who believe Calgary's economy is more competitive than other major Canadian cities outnumber those who believe it is less competitive.

Awareness of the City collecting provincial property tax is stable after gains made in March

- A majority of Calgarians are aware of The City collecting provincial property tax on behalf of the government and that thirty-five percent of taxes the City collects is transferred to the province.



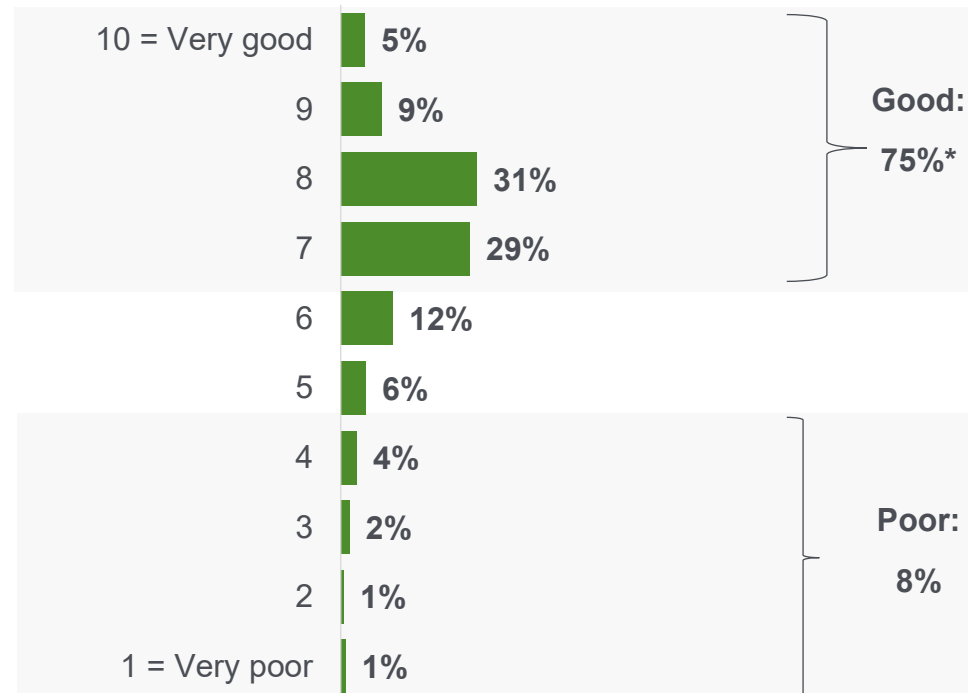
Detailed findings

Quality of life

Overall quality of life in Calgary

Three-quarters (75%) of Calgarians rate their quality of life in Calgary as good while relatively few (8%) rate it as poor.

Rating of quality of life in Calgary

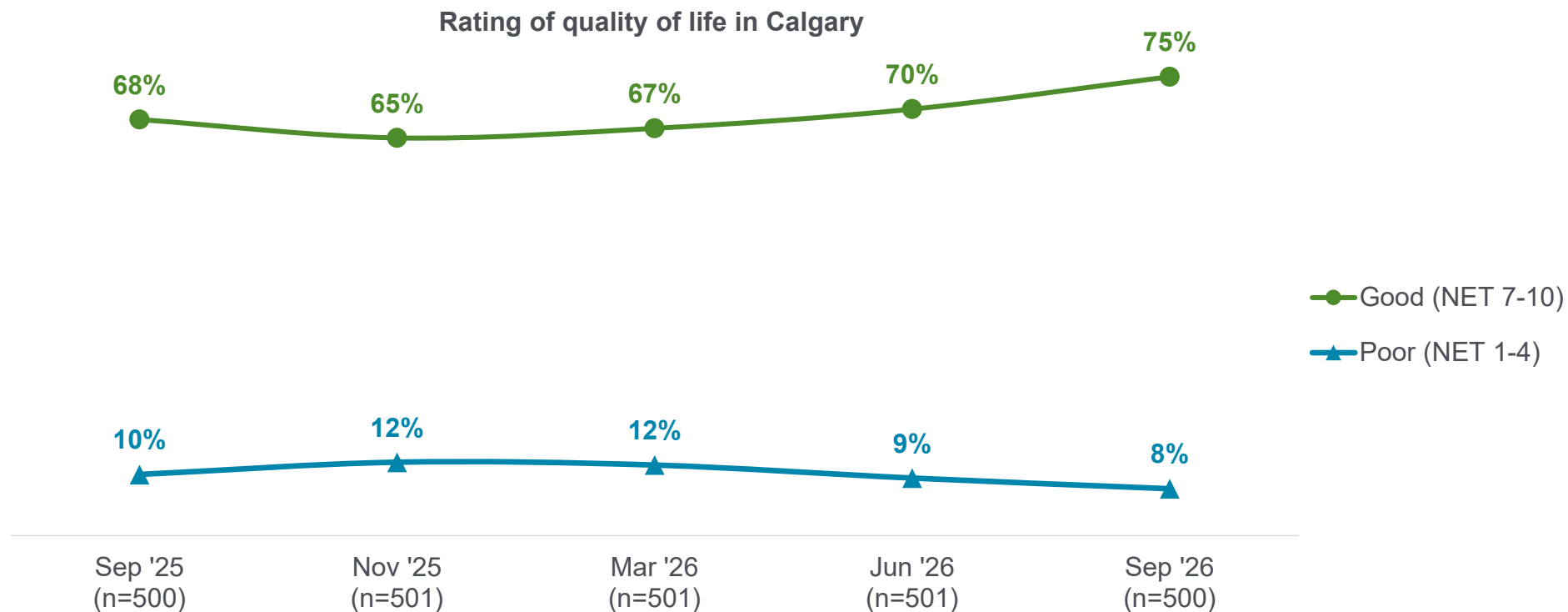


Q2. On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in Calgary today?

Base: all respondents (n=500)

Tracking overall quality of life in Calgary

The share of Calgarians reporting positive quality of life ratings have improved steadily to 75%, up from 67% in March 2026.



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

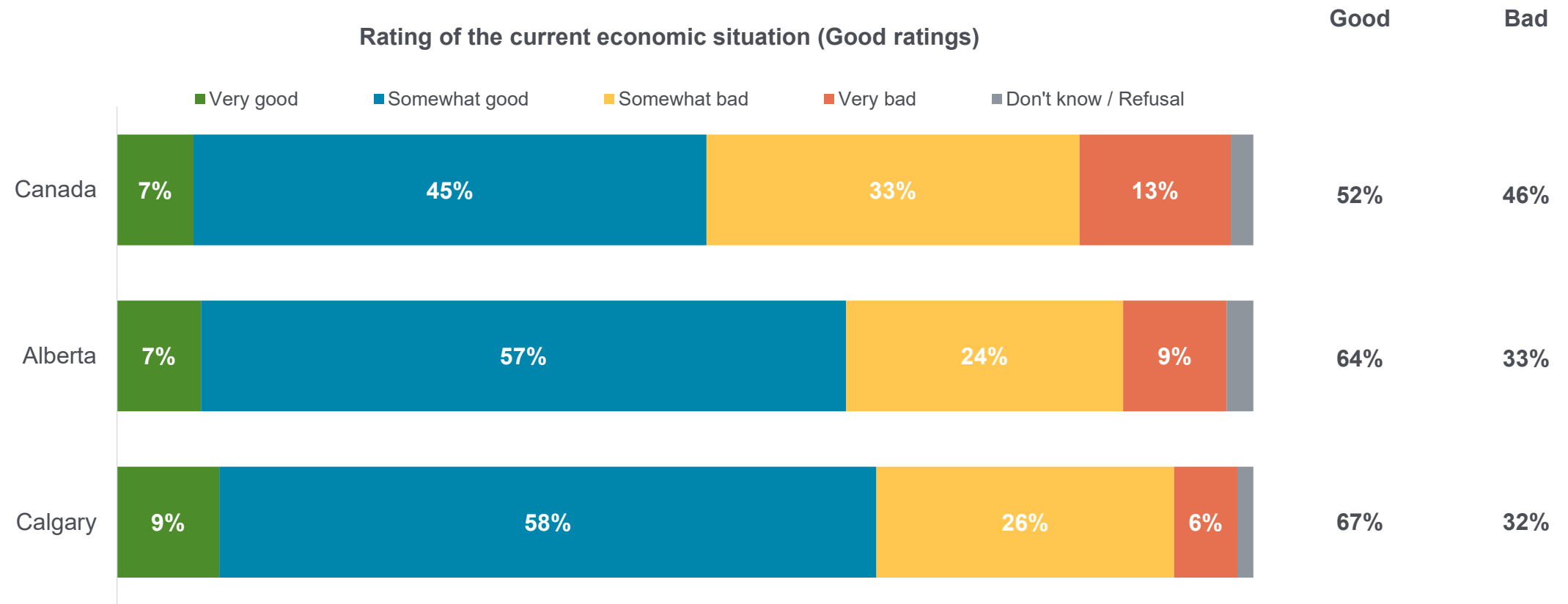


Detailed findings

The economy and economic recovery

Current economic situation

Around two-thirds of Calgarians perceive the economic situation in Calgary (67%) and Alberta (64%) as good. In contrast, only just over one-half (52%) of Calgarians view the economic situation in Canada as good.

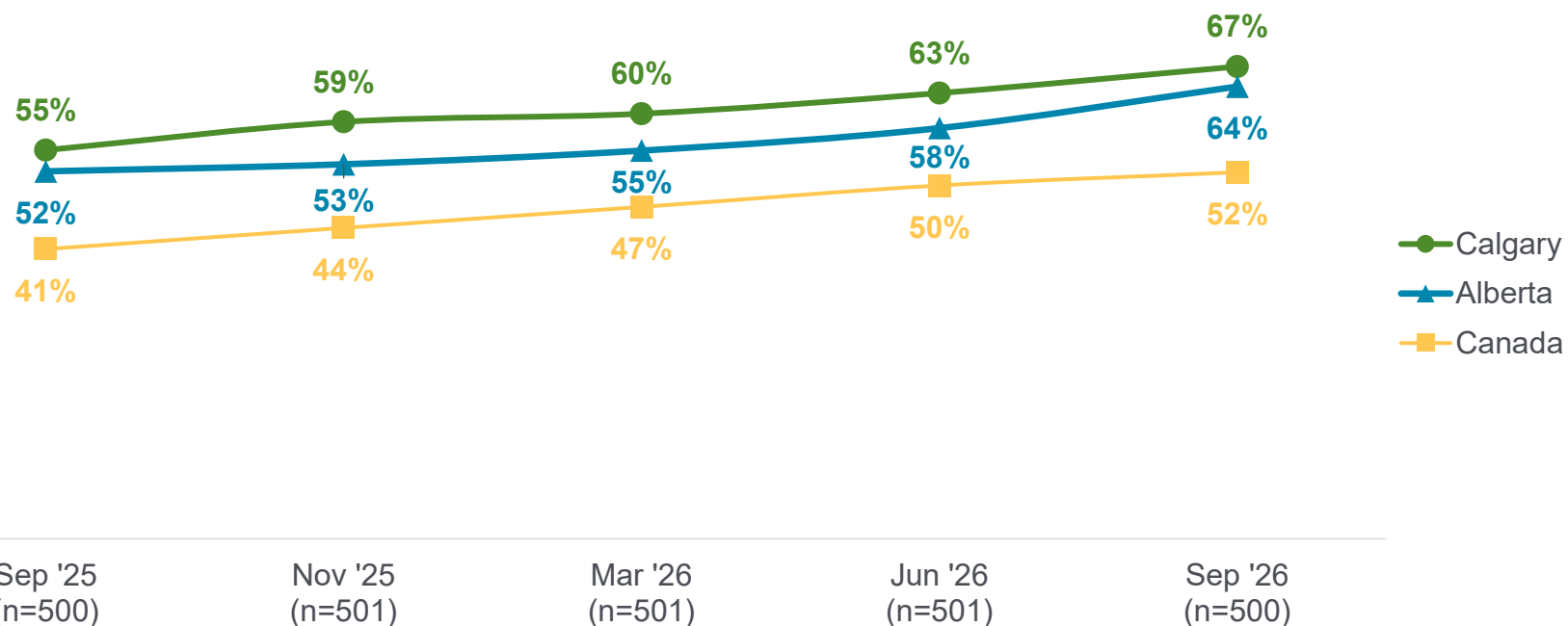


Q6. How would you describe the current economic situation in...?
Base: all respondents (n=500)

Tracking current economic situation

The proportion of Calgarians rating The City's (67%), Alberta's (64%), and Canada's (52%) economic situation as good in September 2026 is stable compared to the last quarter (June 2026). However, over the last two quarters, the proportion describing the current economic situation in Alberta as good has increased significantly (up from 55% in March 2026). Likewise, cumulative increases in the proportion of Calgarians describing Calgary and Canada as good has significantly increased since November 2025 (from 59% and 44% respectively).

Rating of the current economic situation (Good ratings)



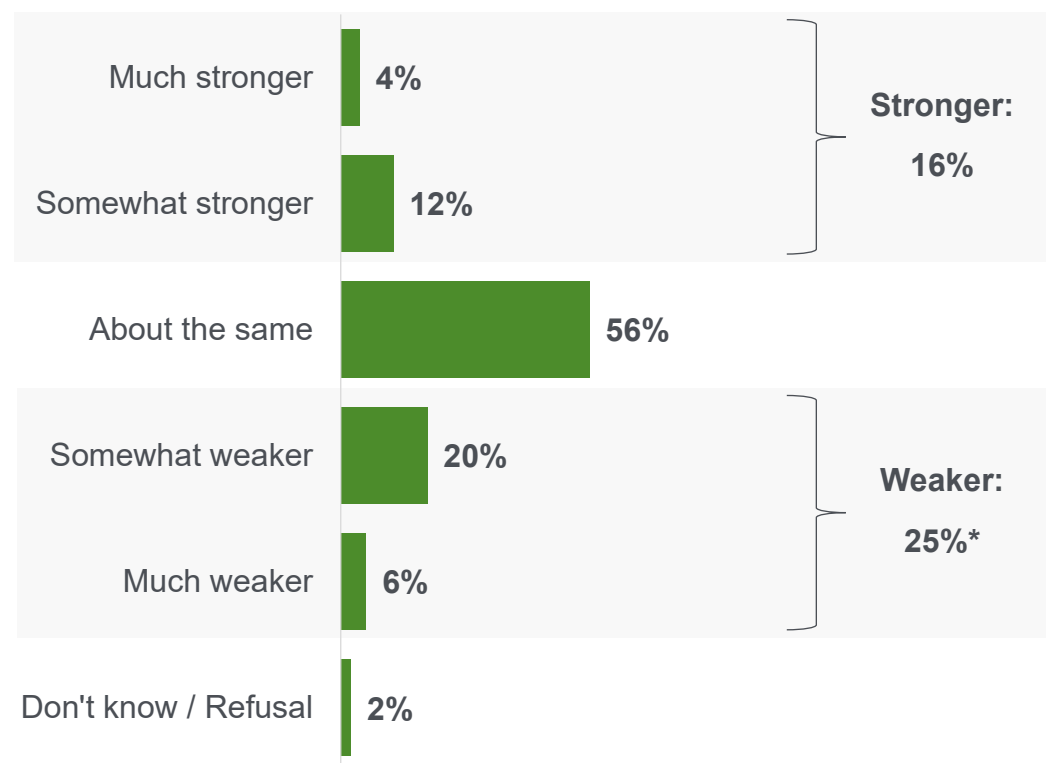
Q6. How would you describe the current economic situation in...?

Base: all respondents

Future of the economy in Calgary

Under one-in-five (16%) Calgarians anticipate that the economy will be stronger in six months. Comparatively, one-in-four (25%) expect economy to weaken. While over one-half (56%) anticipate the economy will stay about the same.

Expectation of economy in the next six months

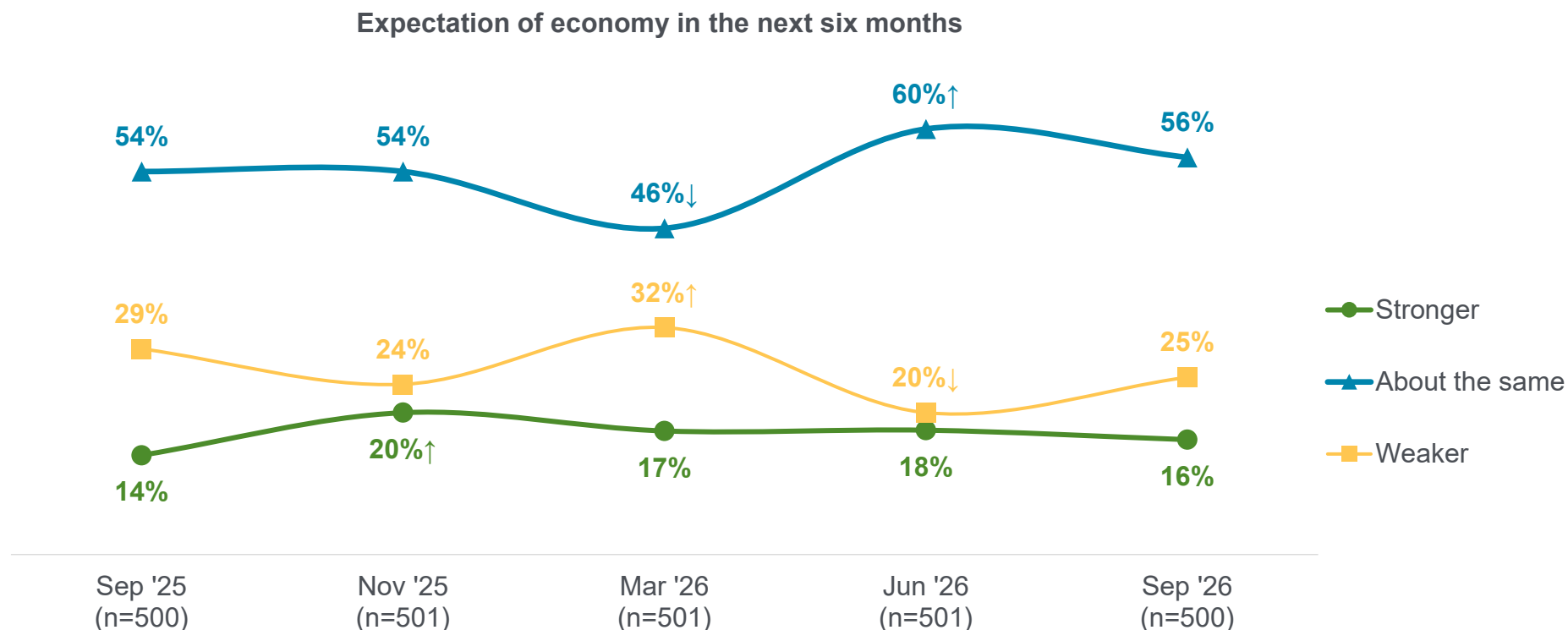


Q7. Looking ahead six months from now, do you expect the economy in Calgary to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

Base: all respondents (n=500)

Tracking future of the economy in Calgary

The share of Calgarians expecting The City's economy to strengthen over the next six months (16%) has remained stable throughout 2026. In contrast, a directional increase in the proportion of Calgarians expecting The City's economy to weaken (up to 25% from 20% in June 2026) has corresponded to a directional decrease in the proportion of Calgarians expecting The City's economy to stay about the same (down to 56% from 60% in June 2026).



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

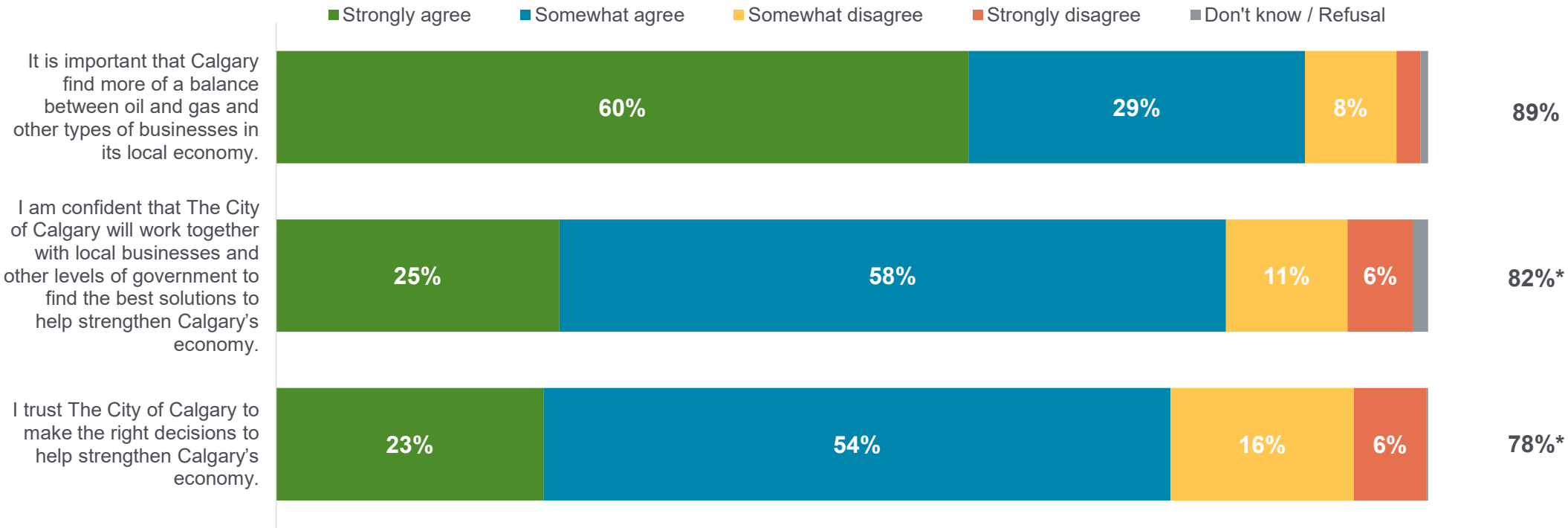
Base: all respondents

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

Most Calgarians (89%) agree that it is important for The City to achieve a better balance between its reliance on oil and gas and other types of businesses in the local economy. Around four-fifths express confidence that The City will work together with local businesses and other levels of government to find optimal solutions to strengthen Calgary’s economy (82%) and trust that The City to make the right decisions when it comes to strengthening Calgary’s economy (78%).

Agreement with perception of The City’s role in strengthening the economy

Agree



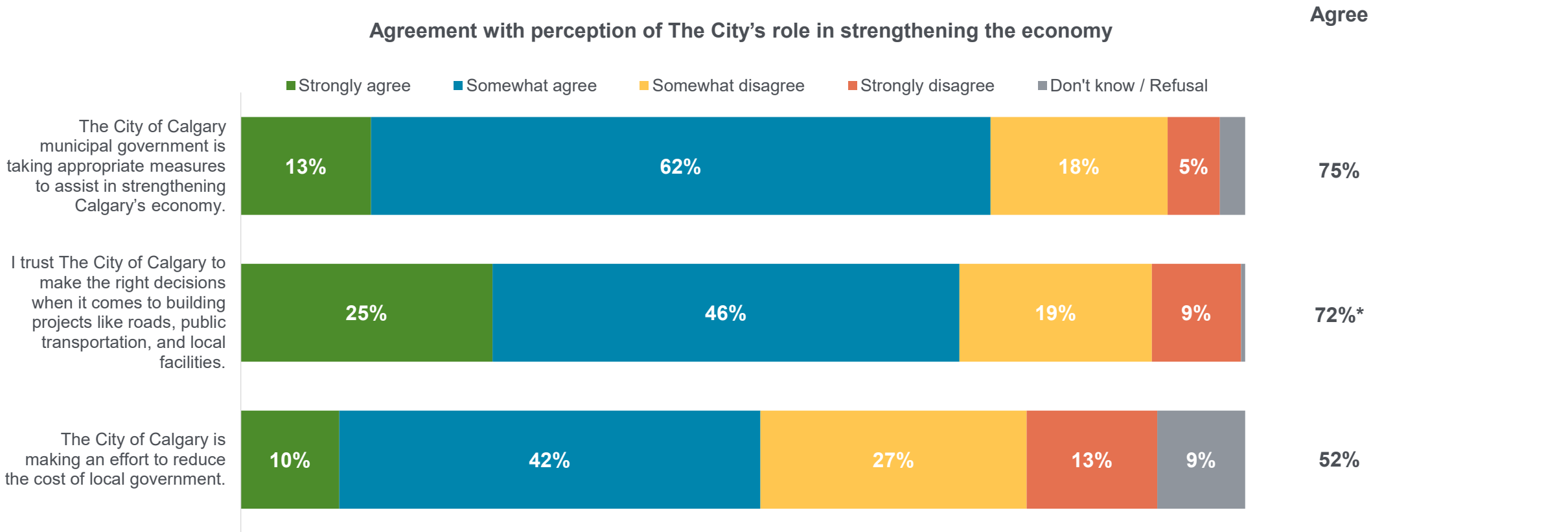
Q9A. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements about the role you would like to see The City of Calgary play in strengthening Calgary's economy.
Base: all respondents (n=500)

* Percentages are rounded to whole numbers.

Data labels <5% aren't shown.

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

Three-quarters (75%) of Calgarians trust The City to make the right decisions when it comes to managing building projects and almost three-quarters (72%) agree the municipal government is implementing appropriate measures to strengthen Calgary’s economy. Fewer, however, believe The City is making an effort to reduce the cost of local government (52%).



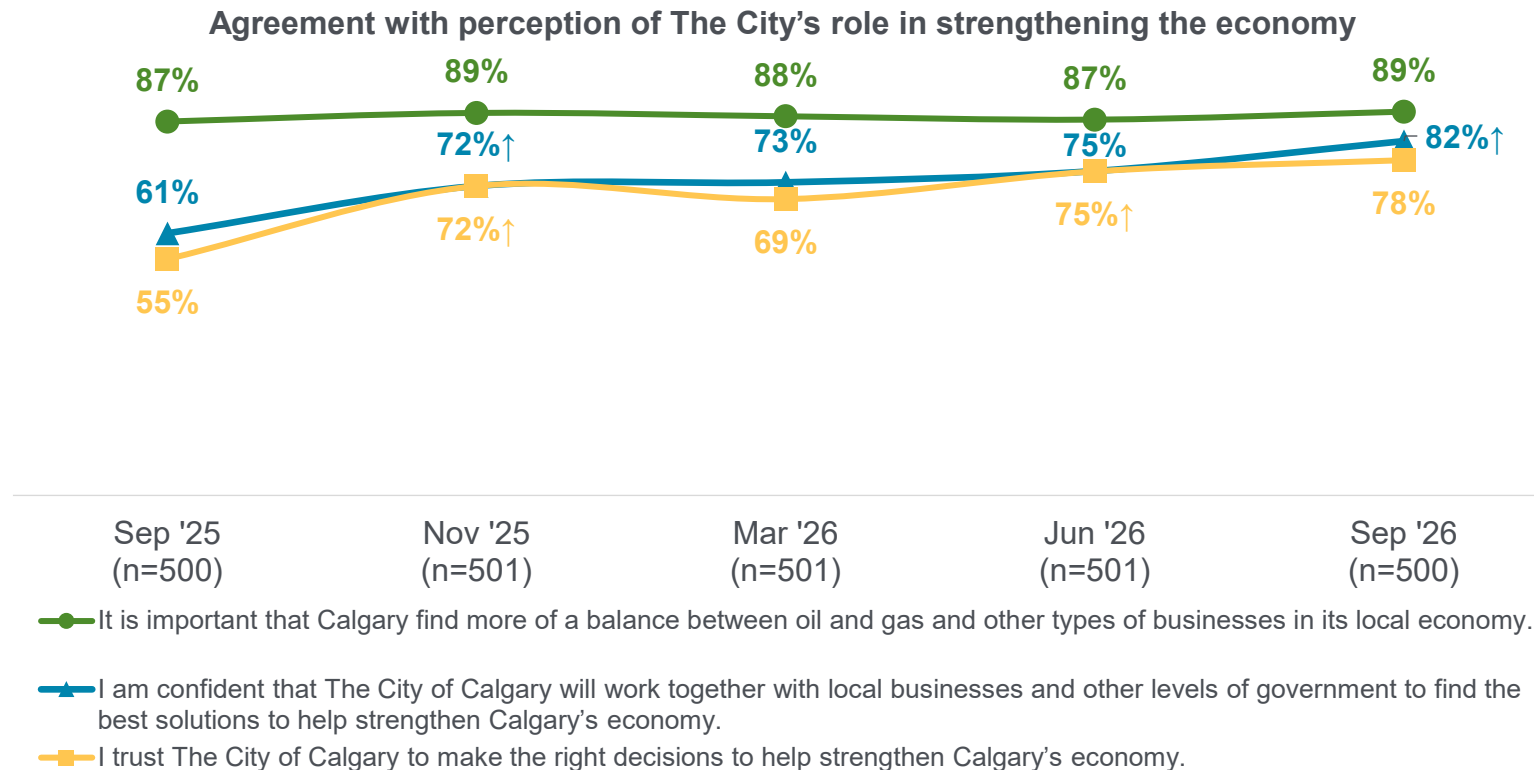
Q9A. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements about the role you would like to see The City of Calgary play in strengthening Calgary's economy.
Base: all respondents (n=500)

* Percentages are rounded to whole numbers.

Data labels <5% aren't shown.

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

Calgarians' confidence that The City will collaborate effectively with local businesses and other levels of government to find optimal solutions to help strengthen Calgary's economy significantly increased to 82%, up from 75% last quarter.



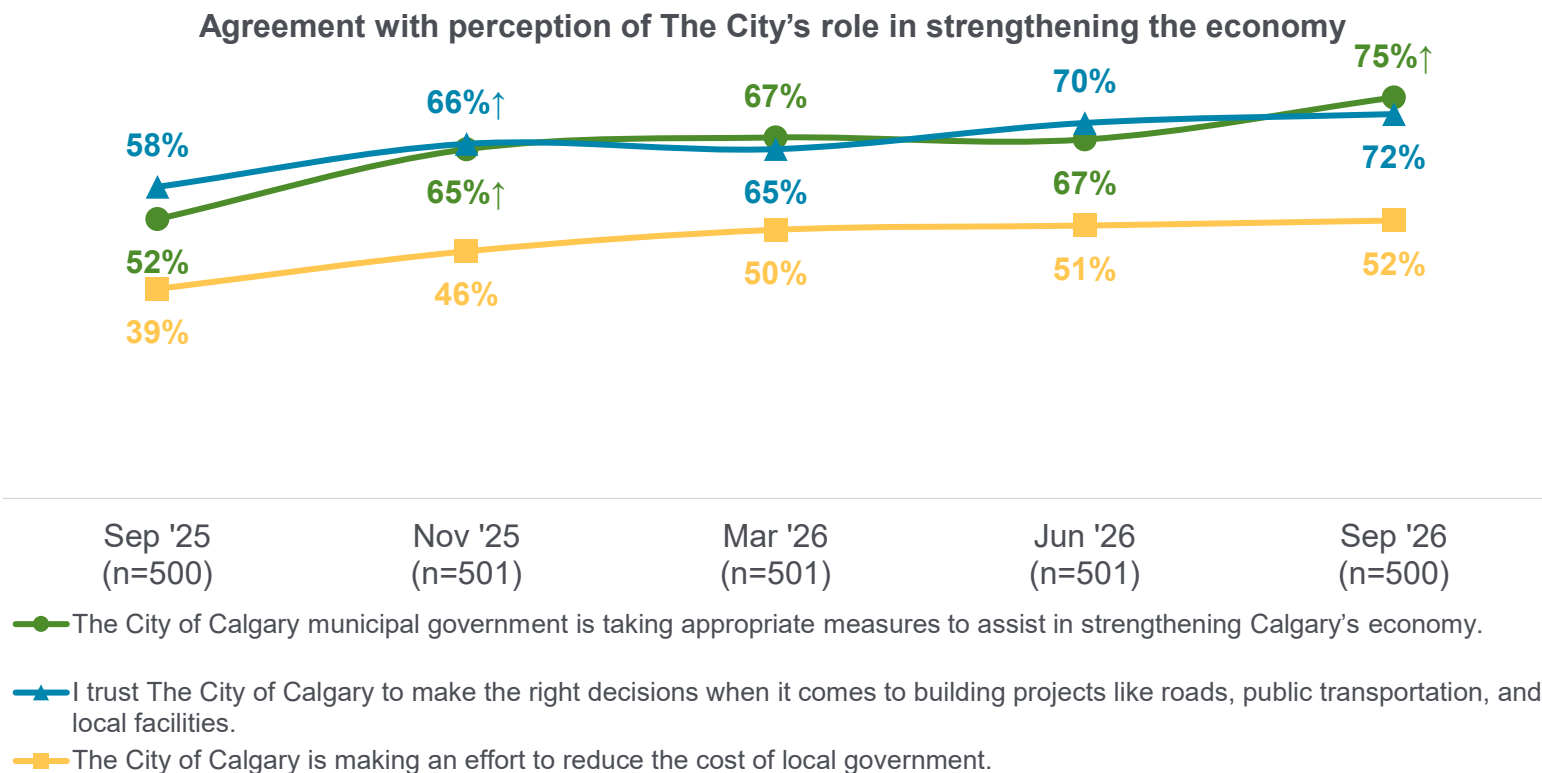
Q9A. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements about the role you would like to see The City of Calgary play in strengthening Calgary's economy.

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

Base: all respondents

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

Belief in The City's taking appropriate measures to assist in strengthening Calgary's economy has increased to 75%, up significantly from 67% last quarter. This recent significant increase in trust is preceded by another significant increase in November 2025 (an increase up to 65% from 52% in September 2025).



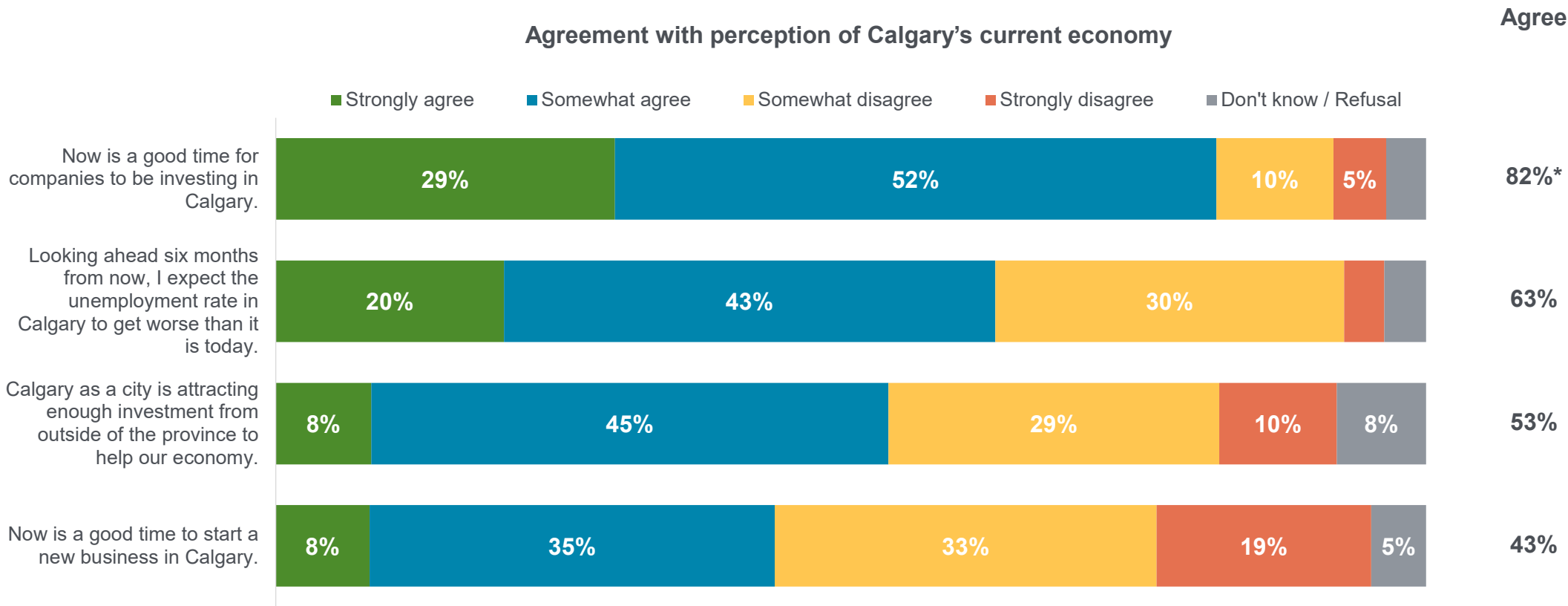
Q9A. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements about the role you would like to see The City of Calgary play in strengthening Calgary's economy.

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

Base: all respondents

Perceptions of Calgary’s current economy

The majority of Calgarians (82%) believe it is a good time for companies to invest in The City. However, well under one-half of Calgarians (43%) feel that now is a good time to start a new business in Calgary. Nearly two-thirds (63%) expect The City’s unemployment rate to worsen over the next six months, while just over one-half (53%) believe Calgary is attracting enough out-of-province investment to support its economy.



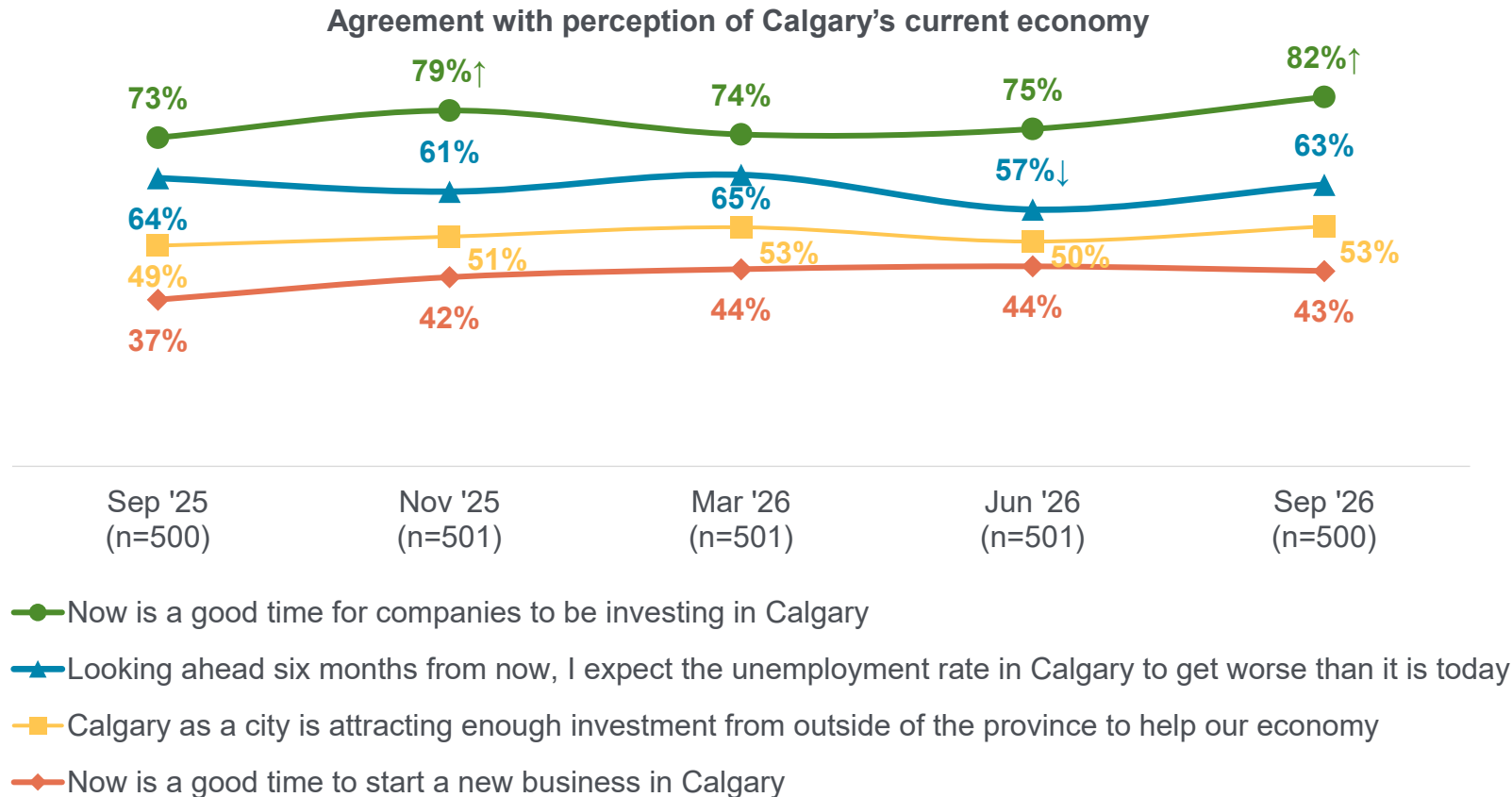
Q9B. And to what extent do you agree or disagree with each of the following statements about the current economy?
Base: all respondents (n=500)

* Percentages are rounded to whole numbers.

Data labels <5% aren't shown.

Tracking perceptions of Calgary's current economy

The share of Calgarians who feel it is a good time for companies to invest in Calgary has increased to 82%, up significantly from 75% last quarter. Perceptions among Calgarians have remained relatively stable since last quarter when it comes to whether The City is attracting sufficient out-of-province investment, whether now is a good time to start a new business, and in terms of their expectations about rising unemployment.



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

Base: all respondents



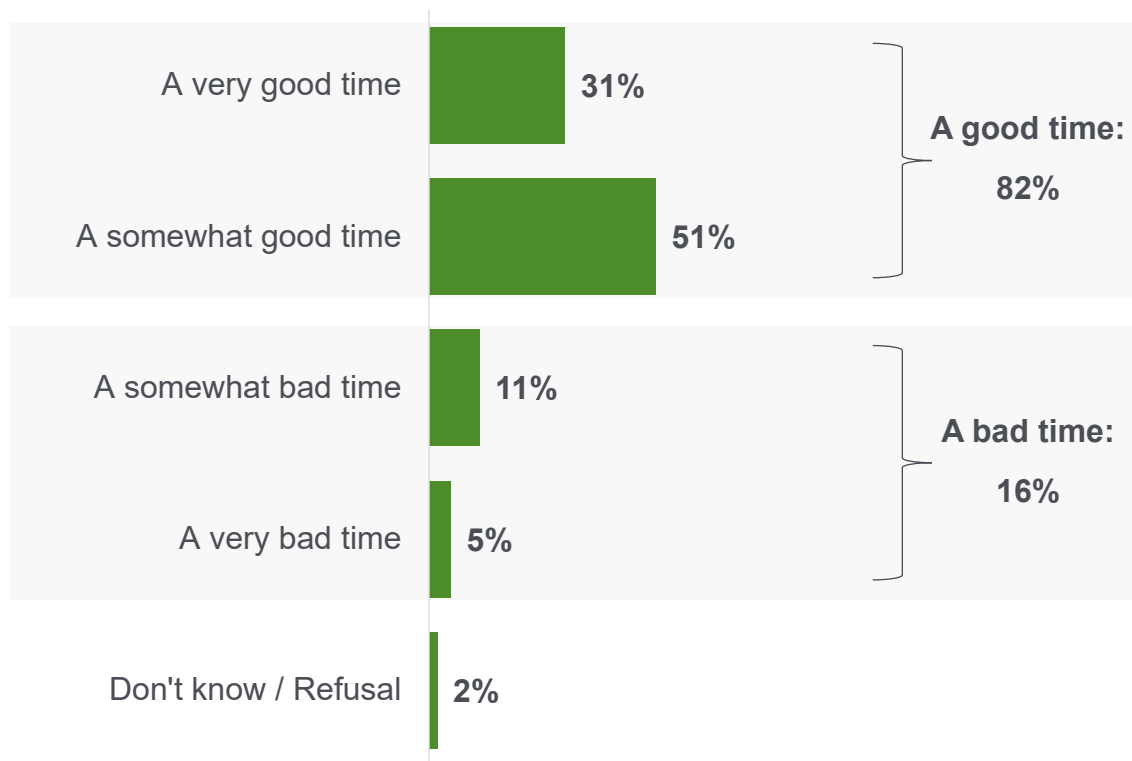
Detailed findings

Infrastructure investment

Infrastructure investment

Most Calgarians (82%) believe now is a good time for The City to invest in new projects like roads, public transportation, and local facilities.

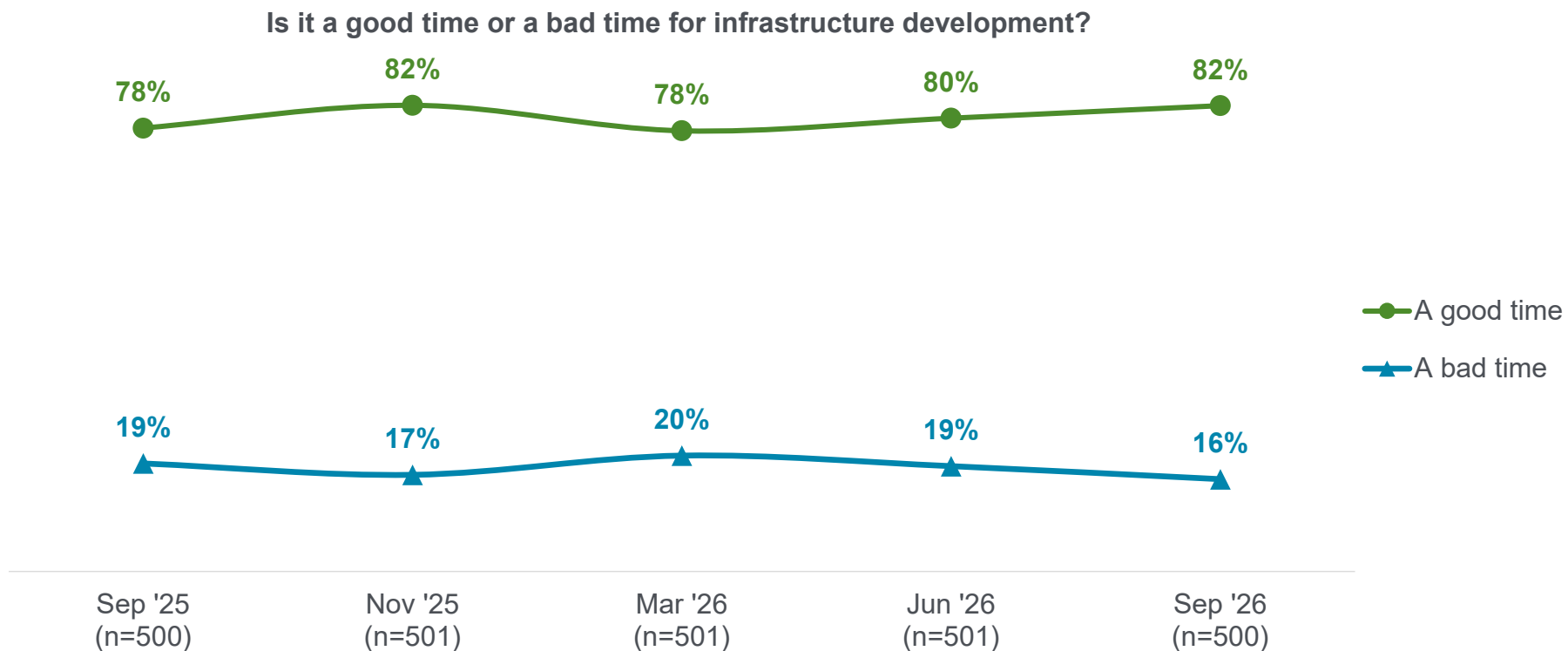
Is it a good time or a bad time for infrastructure development?



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=500)

Tracking infrastructure investment

The proportion of Calgarians who believe it is a good time for The City to invest in infrastructure reached the highest level reported since November 2025 (82%).



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

Importance of different infrastructure investments

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

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

II2BOS1

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

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

- ☐ ₁ Projects that will be used for multiple purposes, for example both recreation and arts
- ☐ ₂ Projects that will create jobs
- ☐ ₃ Or neither of these?
- ☐ ₄ [DO NOT READ] Don't know
- ☐ ₅ [DO NOT READ] Prefer not to answer



II2BOS2

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

- ☐ ₁ Projects that will enhance economic diversity
- ☐ ₂ 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



II2BOS3

The next two are:

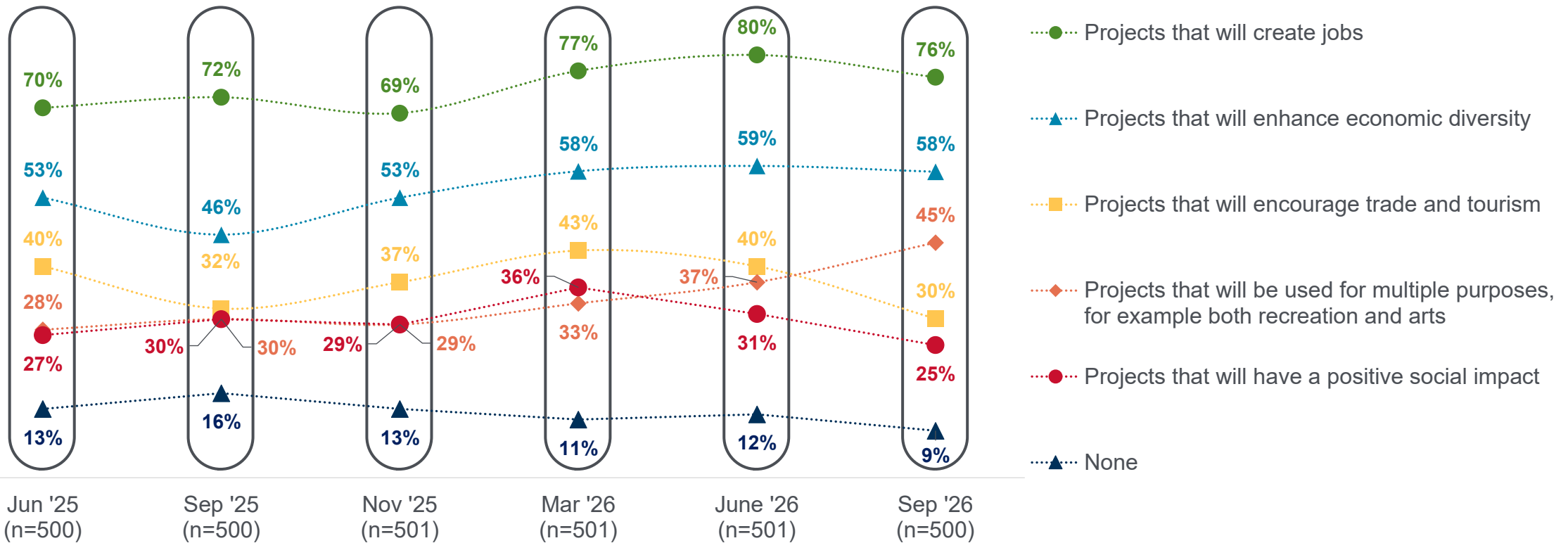
ONLY IF NEEDED, REPEAT "Which of these two types of projects do you think is most important?"

- ☐ ₁ Projects that will enhance economic diversity
- ☐ ₂ Projects that will create jobs
- ☐ 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 (continued)

Projects that create jobs projects (76%) and projects that will enhance economic diversity (58%) remain Calgarians' top two priority when it comes to importance. Multi-purpose projects (45%) continue to rise from fifth most important in March 2026, to third most important in September. Projects that encourage trade and tourism as well as projects that support a positive social both fell in importance in September 2026 (to 30% and 25% respectively) compared to June 2026.

Importance of infrastructure investments



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



Detailed findings

Household financial situation and outlook

Household financial situation

Most Calgarians (80%) would describe their household's current financial situation as good and few (18%) describe it as poor or worse. In the next six months, the majority (56%) of Calgarians expect their household finances to stay the same. About equal portions expect their household finances to either improve (23%) or decline (20%).



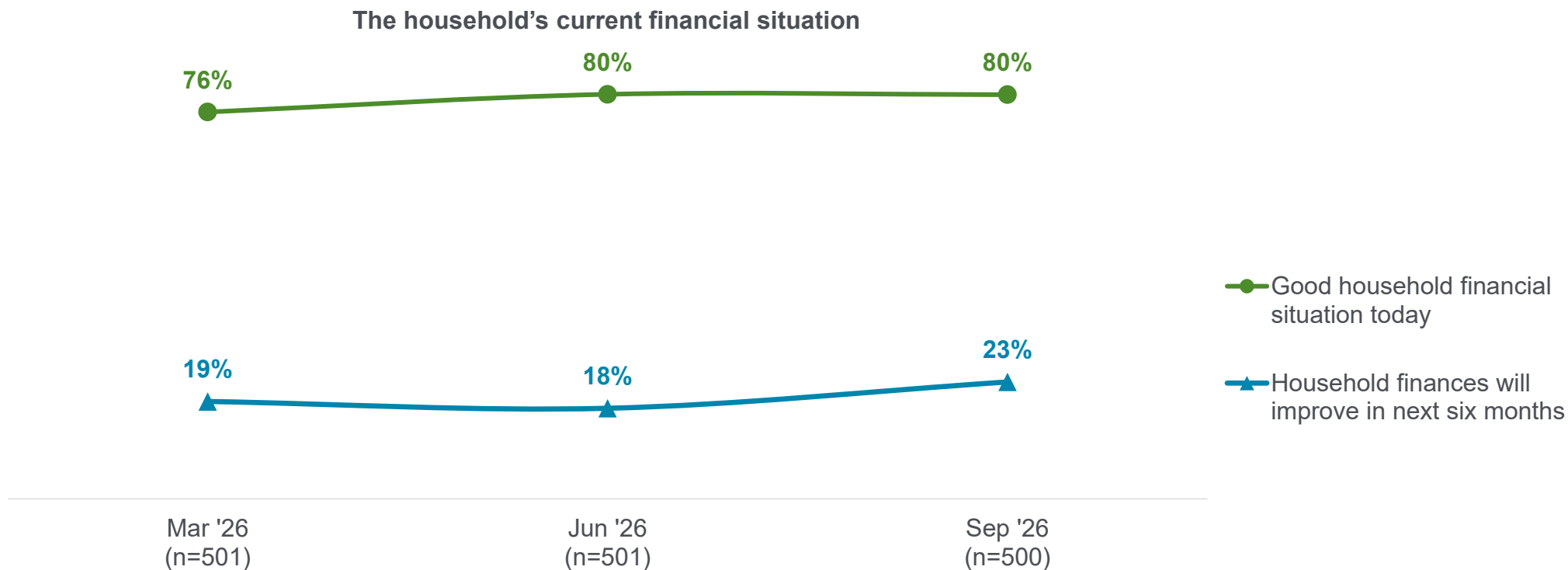
HF1. How would you describe your household's financial situation today?

HF2. Over the next six months, do you expect your own household finances to improve, remain the same, or decline?

Base: all respondents (n=500)

The household's current financial situation

Both the proportion of Calgarians describing their household's current financial situation as good and the proportion of Calgarians expecting their household finances to improve has remained stable in the third quarter.



HF1. How would you describe your household's financial situation today?

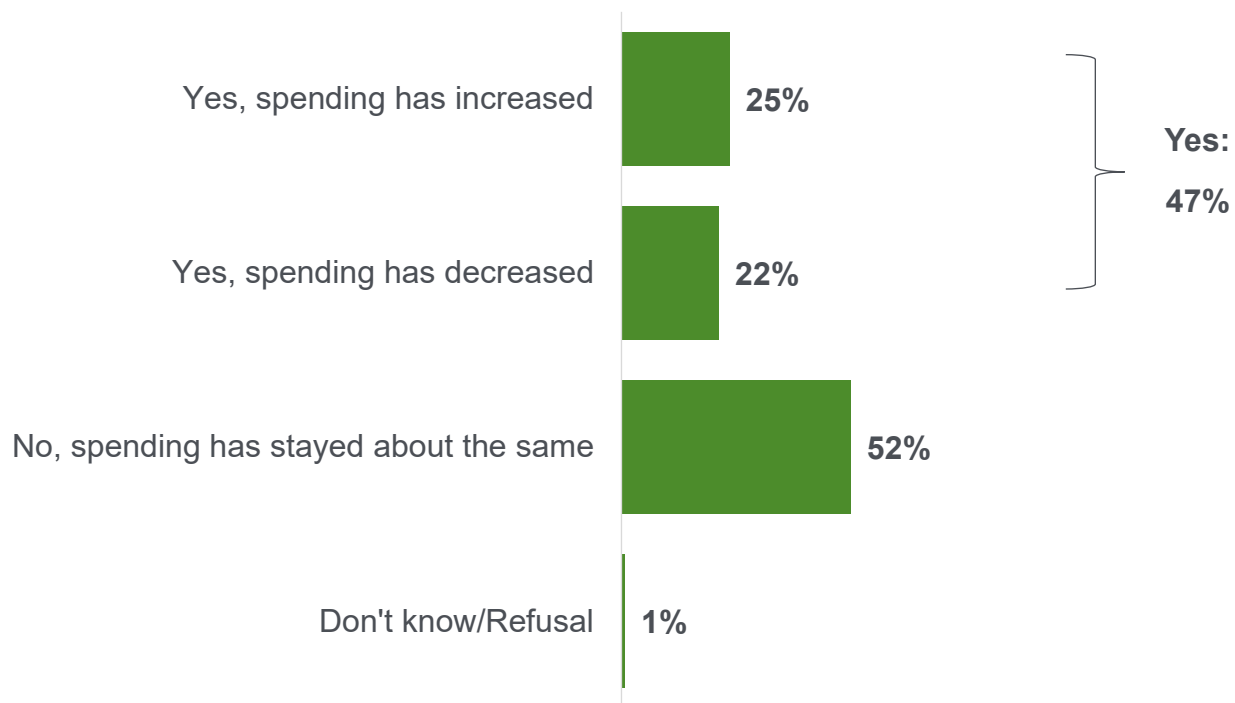
HF2. Over the next six months, do you expect your own household finances to improve, remain the same, or decline?

Base: all respondents.

Household financial stability in the past 3 months

Just less than one-half (47%) of Calgarians have changed their spending habits because of economic conditions. One-quarter (25%) of Calgarians have had their spending increase and just under one-quarter (22%) have had their spending decrease.

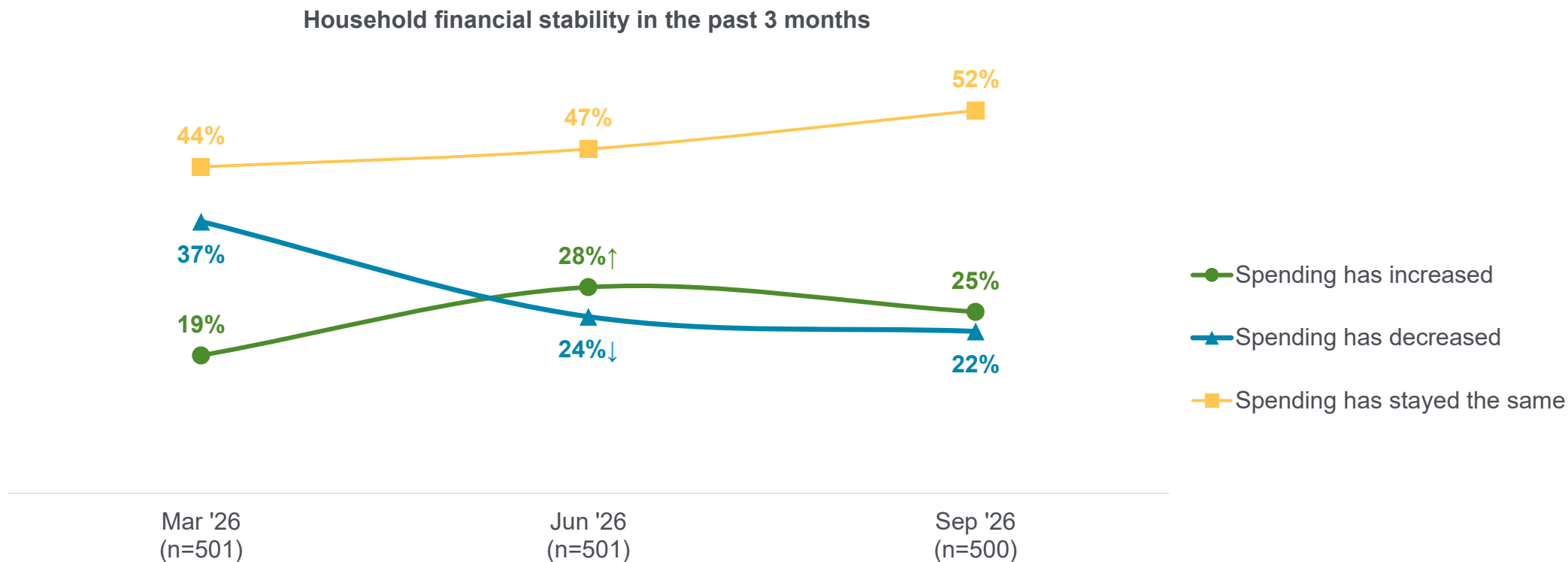
Household financial stability in the past 3 months



HF3: In the past 3 months, have your household's spending habits changed because of economic conditions, or have they stayed about the same?
Base: all respondents (n=500)

Household financial stability in the past 3 months

Compared to June 2026, spending metrics have remained stable. However, compared to March 2026, the proportion of Calgarians stating that their spending habits have stayed the same in past three months is significantly larger in September 2026 (52%, up from 44%).



HF3: In the past 3 months, have your household's spending habits changed because of economic conditions, or have they stayed about the same?

Base: all respondents

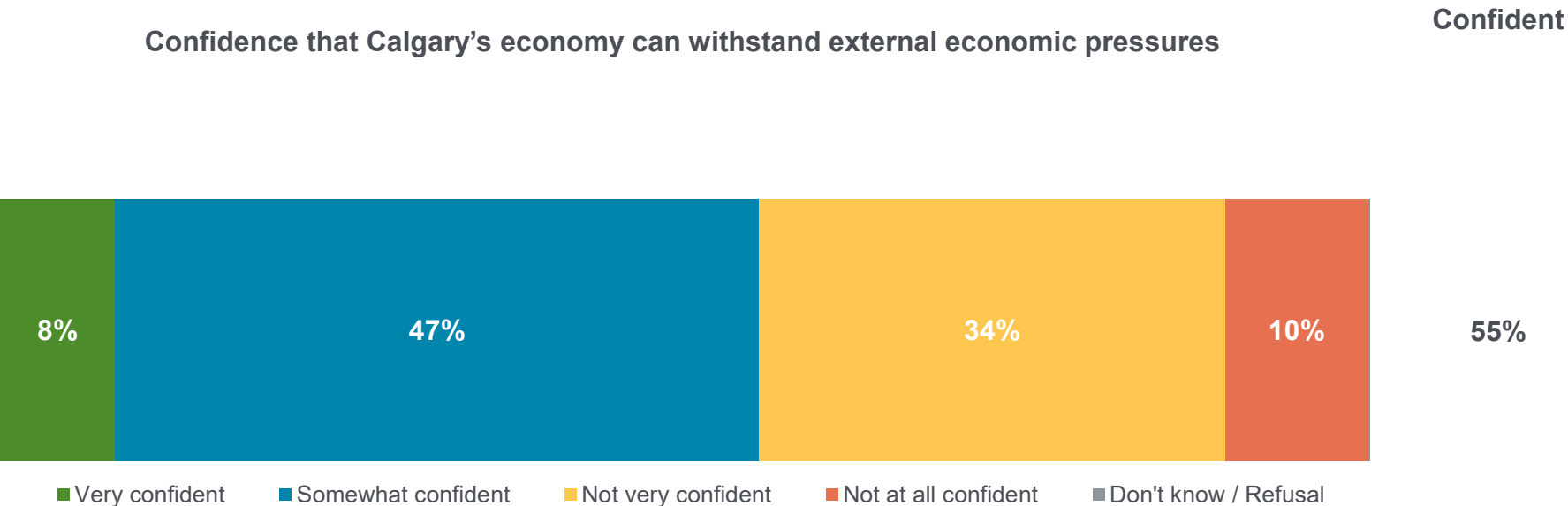


Detailed findings

Perspectives on economic issues

Confidence in economy withstanding external pressures

Over one-half (55%) of Calgarians are confident that Calgary’s economy can withstand external economic pressures such as tariffs, interest rate changes, or global instability.

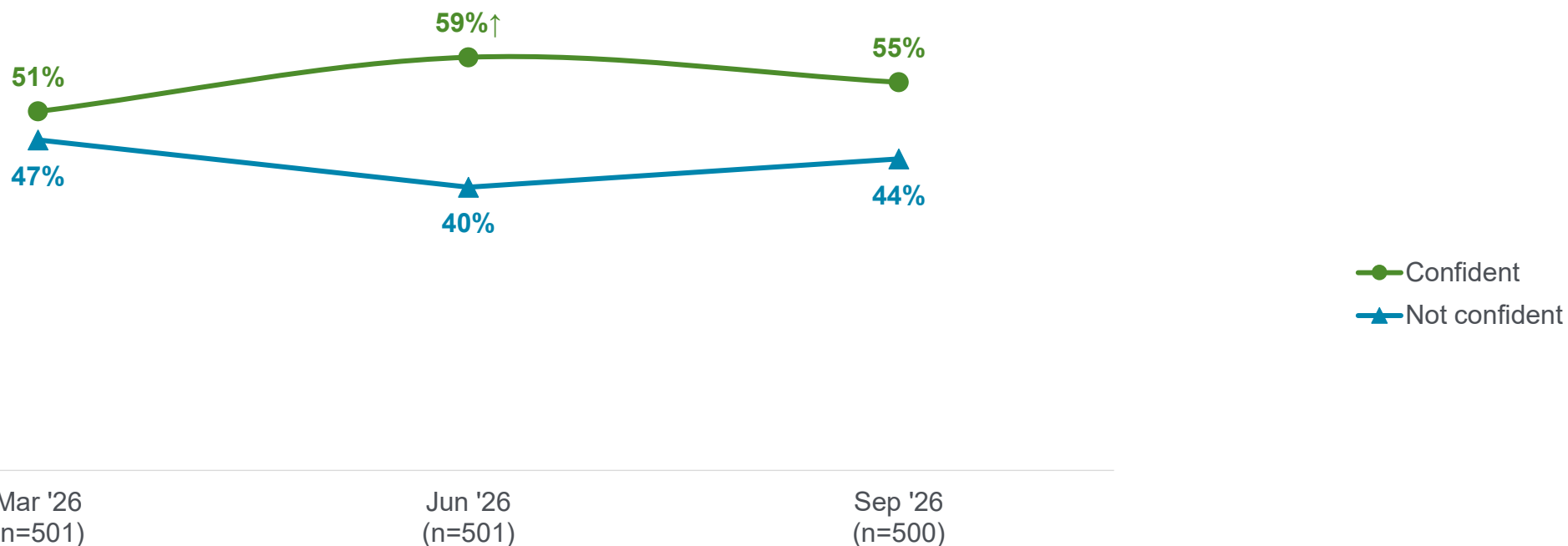


EP1. How confident are you that Calgary’s economy can withstand external economic pressures such as tariffs, interest rate changes, or global instability?
Base: all respondents (n=500)

Confidence in economy withstanding external pressures

While significantly more Calgarians were confident in the ability of Calgary's economy to withstand external economic pressures in June 2026 compared to March 2026 (an increase to 59% from 51%), the proportion of Calgarians who are confident in Calgary's economy falls directly in the middle of the range (55%) in September 2026.

Confidence that Calgary's economy can withstand external economic pressures



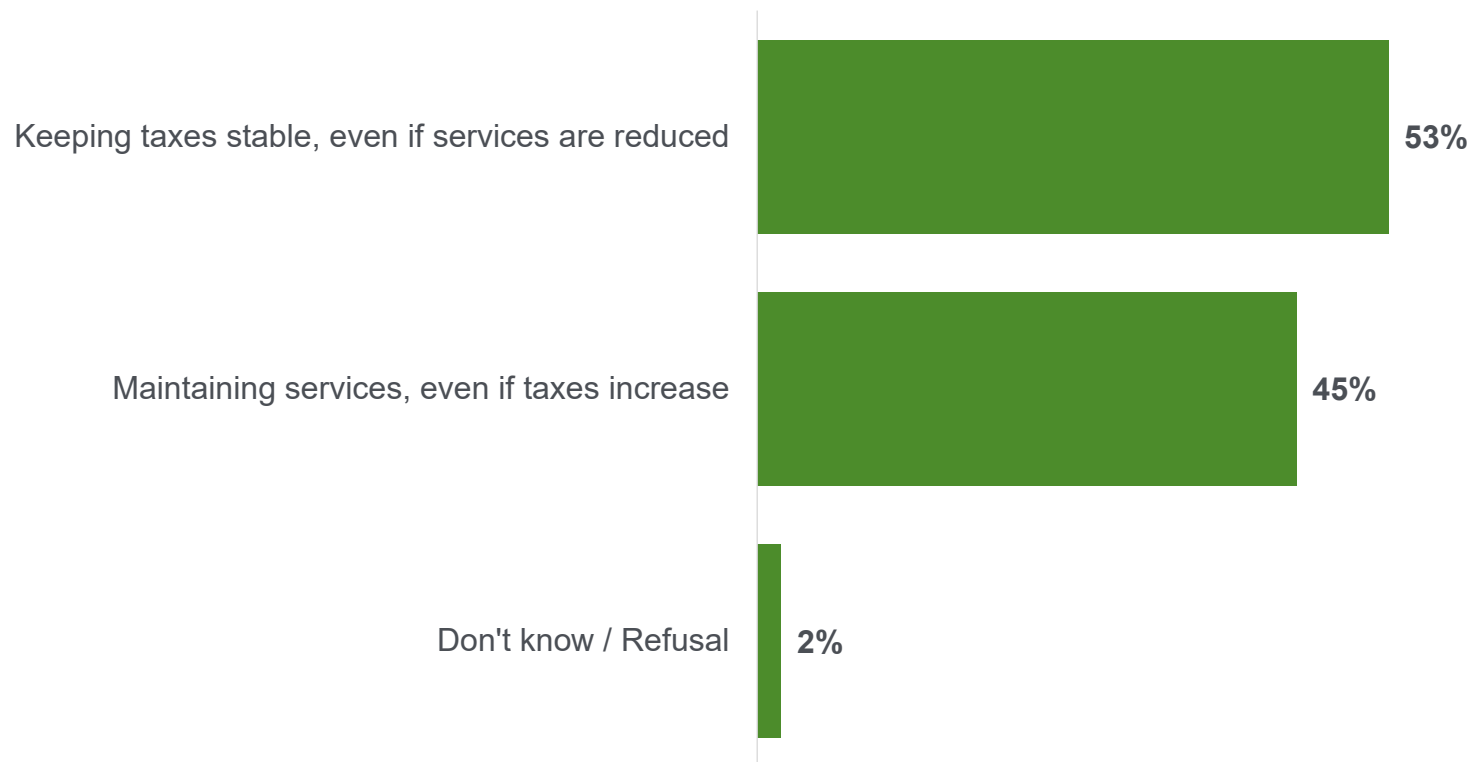
EP1. How confident are you that Calgary's economy can withstand external economic pressures such as tariffs, interest rate changes, or global instability?

Base: all respondents.

Perceptions on tax levels for worsening economic conditions

If economic conditions were to worsen, Calgarians are somewhat split on how they would prioritize taxation, although more would prefer to keep taxes stable even if services were reduced (53%) than to maintain services even if taxes increase (45%).

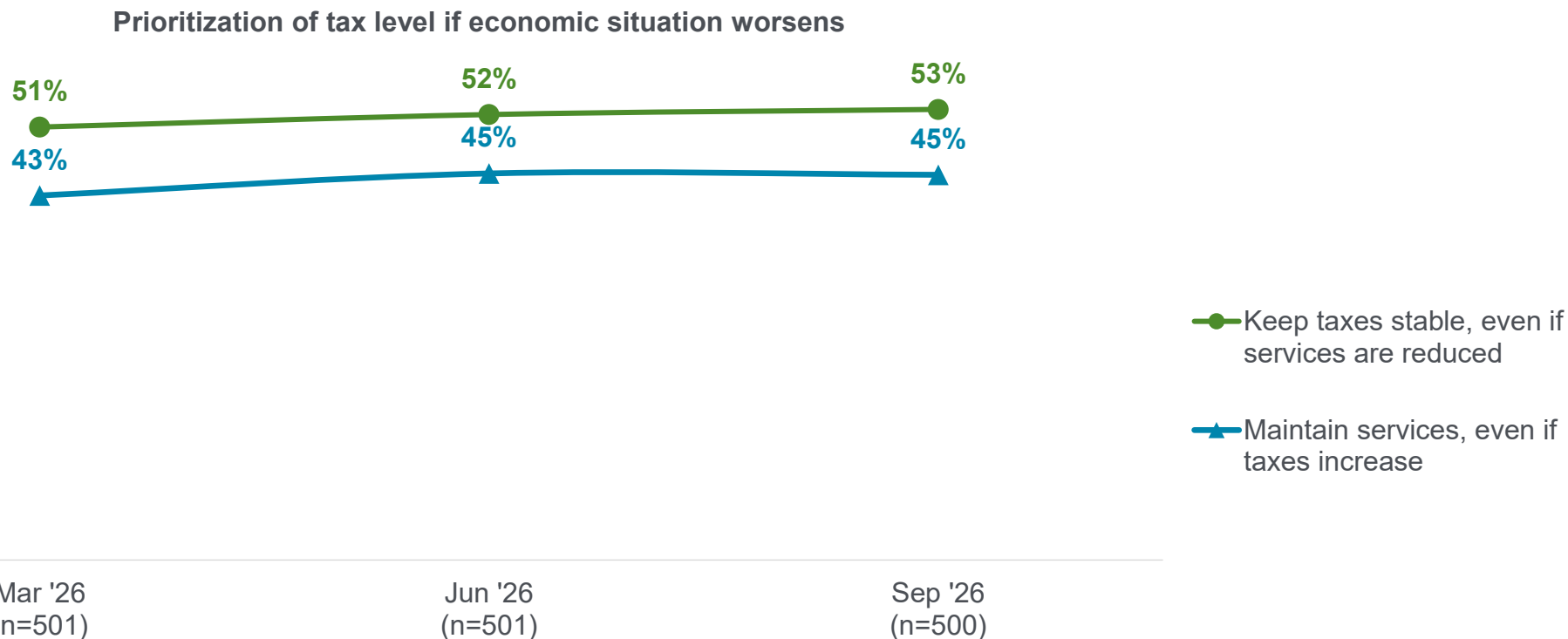
Prioritization of tax level if economic situation worsens



EP2. If economic conditions worsen, which of the following should The City prioritize most?
Base: all respondents (n=500)

Perceptions on tax levels for worsening economic conditions

Preferences amongst Calgarians regarding the trade-offs between keeping taxes stable at the cost of reducing services and maintaining services at the cost of increasing taxes continues to remain steady in September 2026.



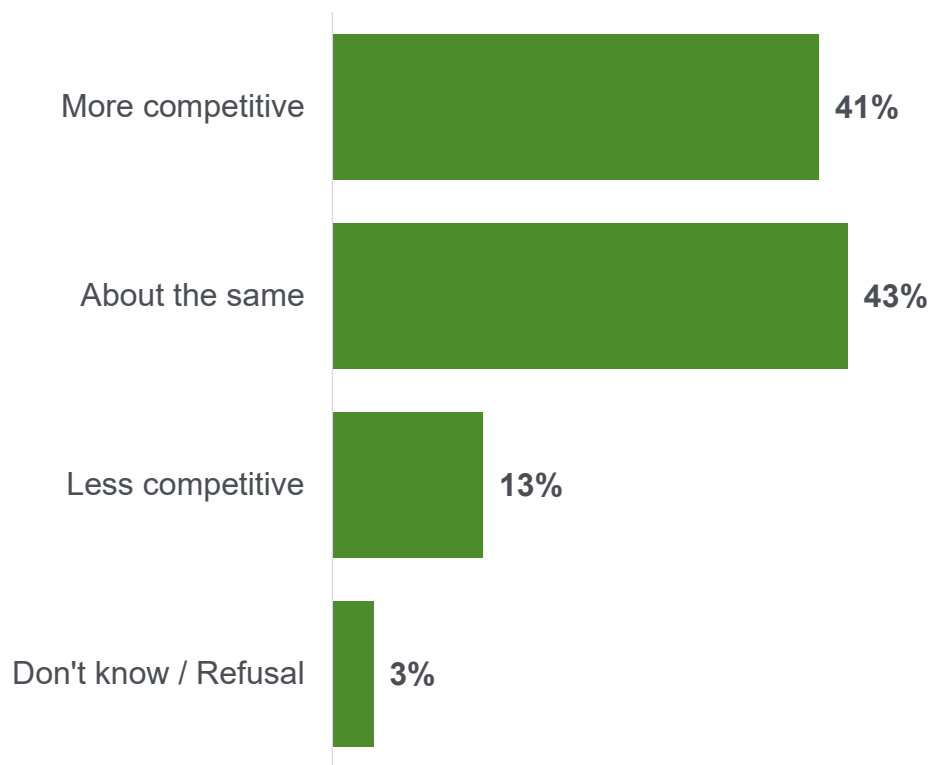
EP2. If economic conditions worsen, which of the following should The City prioritize most?

Base: all respondents.

Perceptions of Calgary's economy relative to other major Canadian cities

Around two-in-five (41%) of Calgarians believe Calgary's economy is becoming more competitive relative to other major Canadian cities and around the same proportion (43%) believe it is performing about the same as other major Canadian cities. Comparatively, just over one-in-ten (13%) believe Calgary's economy is becoming less competitive.

Calgary economy relative to other major Canadian cities

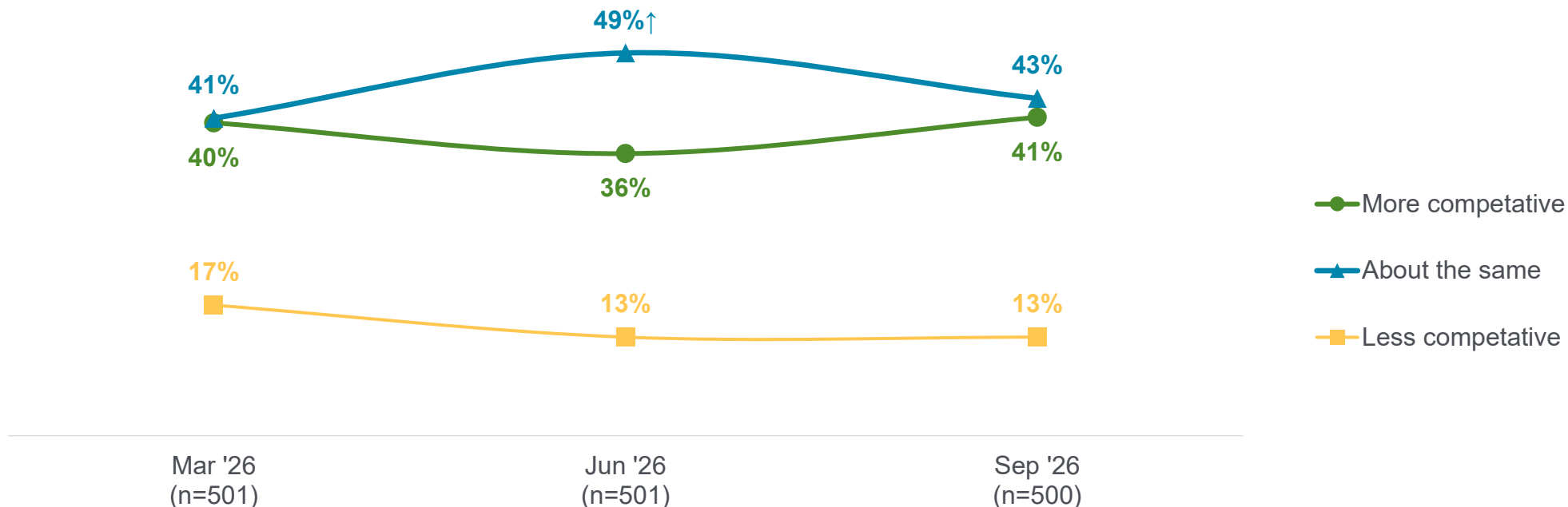


EP3. Compared to other major Canadian cities, do you believe Calgary's economy is becoming...
Base: all respondents (n=500)

Perceptions of Calgary's economy relative to other major Canadian cities

The gap between the proportion of Calgarians who believe Calgary's economy is more competitive and the proportion of Calgarians who believe it is similarly competitive to other major Canadian cities decreased in September 2026 (43% versus 41%) after increasing in June 2026 (49% versus 36%). The share of Calgarians who believe Calgary's economy is less competitive has remained stable.

Calgary economy relative to other major Canadian cities



EP3. Compared to other major Canadian cities, do you believe Calgary's economy is becoming...
Base: all respondent.



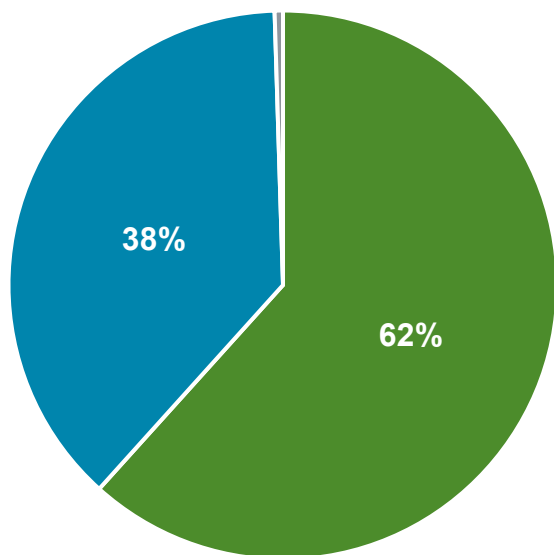
Detailed findings

Taxes and user fees

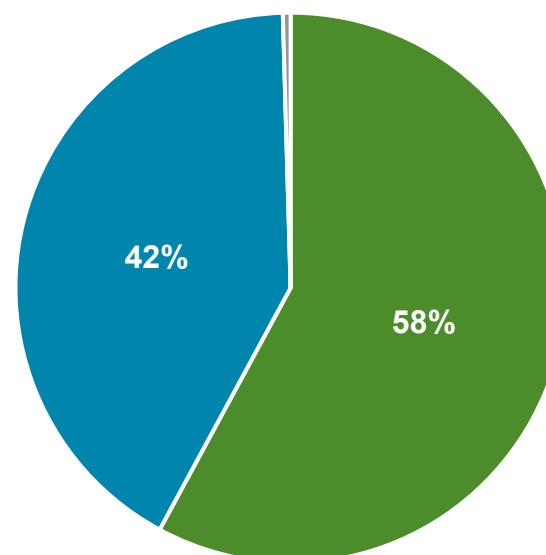
Awareness of The City collecting provincial property tax

Around three-in-five Calgarians are aware that The City collects property tax on behalf of the provincial government (62%) and that thirty-five percent of taxes collected by The City are transferred to the province (58%).

Aware The City collects property tax on behalf of the provincial government



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



■ Yes
■ No
■ Refusal

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

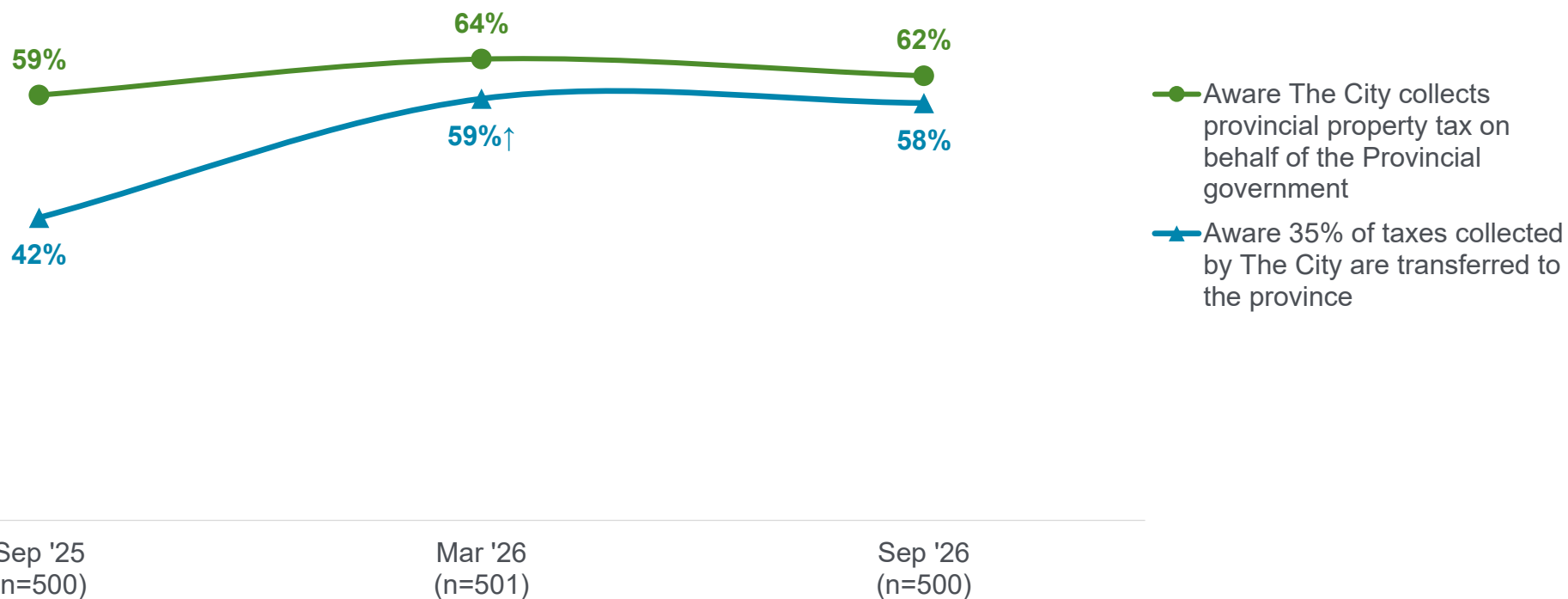
PT2. Were you aware that approximately 35 percent of taxes The City collects is transferred to the province?

Base: all respondents (n=500)

Tracking awareness of The City collecting provincial property tax

Awareness of The City collecting provincial property tax has remained stable in September 2026.

Aware that The City collects and transfers property tax to the Provincial Government



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

PT2. Were you aware that approximately 35 percent of taxes The City collects is transferred to the province?

Base: all respondents



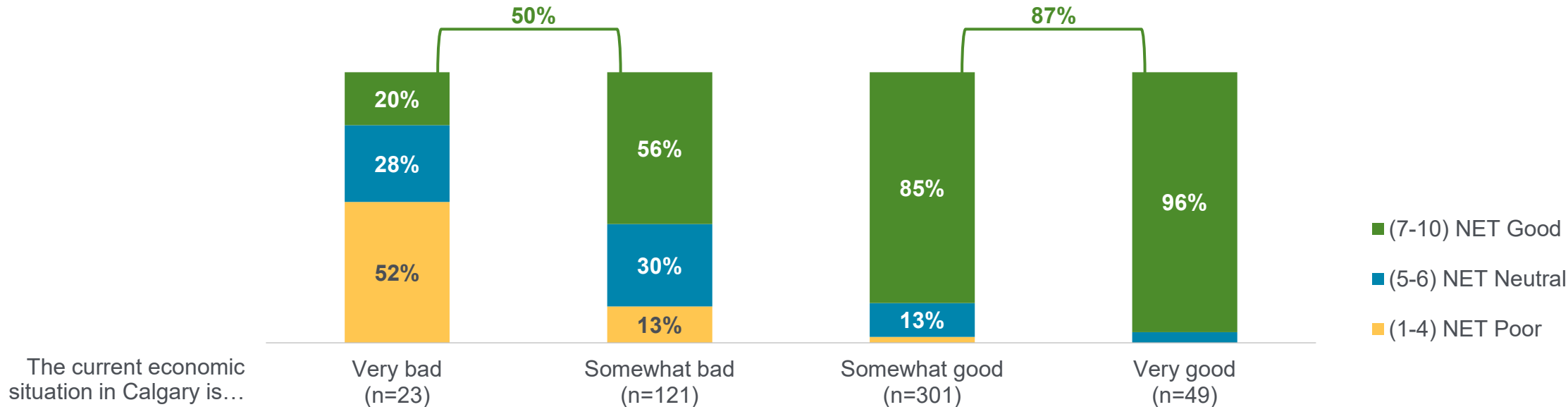
Detailed findings

Drivers of perception of current economic situation

Impact of perceptions of the current economic situation in Calgary on overall quality of life

Calgarians' perceptions of their overall Quality of Life (QoL) in Calgary in September 2026 are closely associated to their views about The City's current economic situation.¹ The vast majority (87%) of those who perceive Calgary's economic situation as somewhat or very good also rate their QoL as good. Conversely, one-half (50%) who perceive The City's economic situation as somewhat or very bad perceive their QoL as good.

Overall quality of life in Calgary X perceptions of Calgary's economy



¹ Spearman correlation of .443, Calgarians rating the economy as good are more likely to rate the overall quality of life as good.

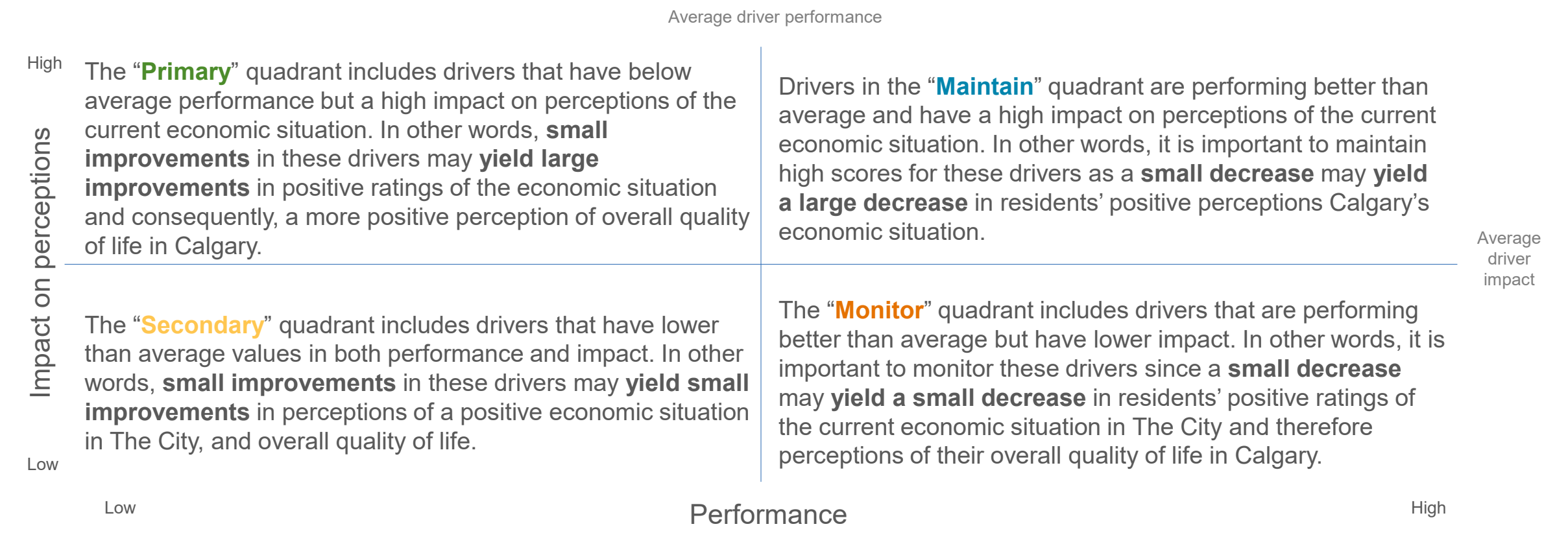
Q2. On a scale of "1" to "10" where "1" represents "very poor" and "10" represents "very good," how would you rate the overall quality of life in Calgary today?

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

Base: Respondents excluding "Don't know" and "Prefer not to answer" (n=see above).

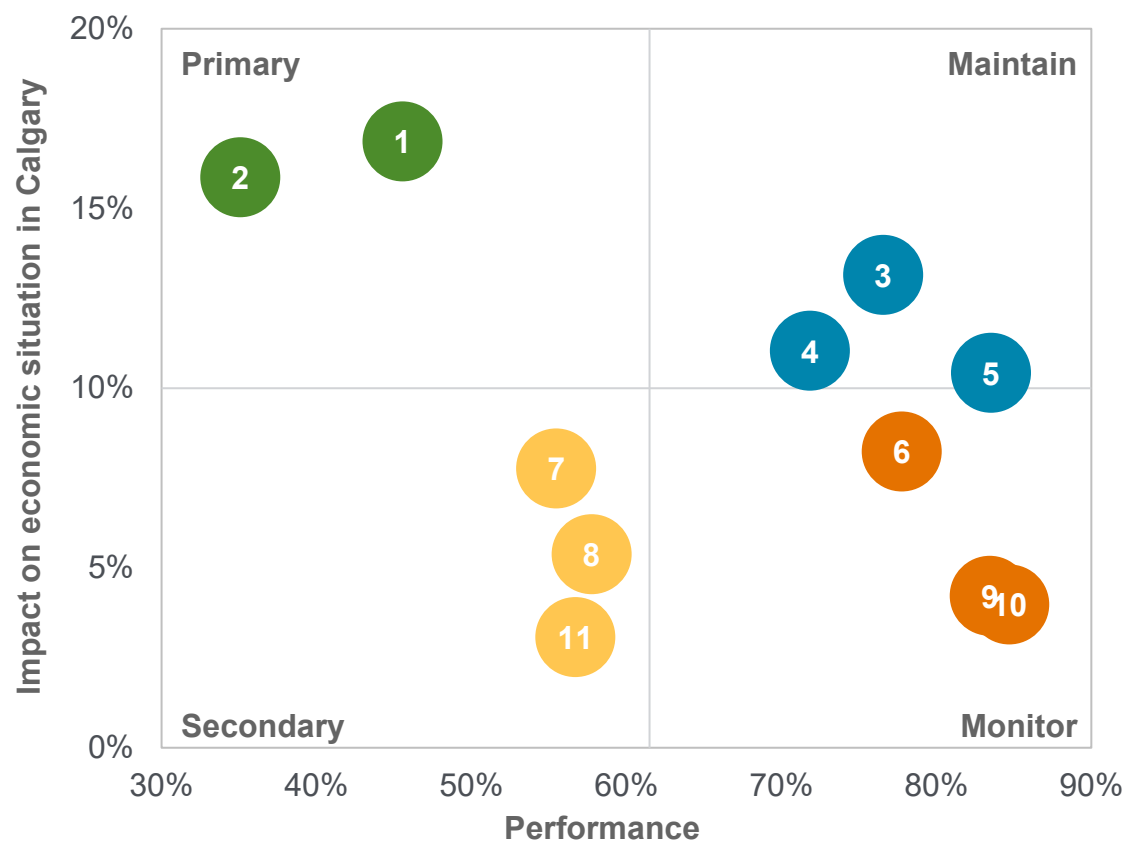
Impact of perceptions on ratings of Calgary’s economic situation (KDA)

To identify which aspects of The City’s role in economic recovery, investments, and cost of living have the largest impact on perceptions of the current economic situation in Calgary, a key driver analysis (KDA) was conducted. In addition to reporting on the resulting relative impact of these aspects, it is useful to look at The City’s current performance on each of these metrics. This is done by plotting each metric on a quadrant chart and grouping them by the quadrant they appear in.



Relative Impact of perceptions on ratings of Calgary's economic situation

- Perceptions of whether it's a good time to start a business and expectations about unemployment strongly influence views of Calgary's economic situation and are performing below other key metrics. Together they should be a primary focus to improve upon. Agreement that The City is taking appropriate measures to strengthen Calgary's economy, trust in The City's decision making when building projects, and confidence in The City's ability to collaborate with local business and other levels of government are also key drivers that should be maintained.



	Impact on perceptions of current economic situation in Calgary	Impact	Performance ¹
1	Now is a good time to start a new business in Calgary [Agree]	16.86%	46%
2	Expect the unemployment rate get worse in 6 months [Disagree]	15.87%	35%
3	Municipal government taking appropriate measures [Agree]	13.15%	77%
4	Trust in City's decision making when building projects [Agree]	11.04%	72%
5	Confidence in City's collaboration to strengthen economy [Agree]	10.43%	84%
6	Trust in City's decision making to help with strengthening the economy [Agree]	8.24%	78%
7	Confidence in City's ability to manage economic impact of tariffs [Confident]	7.77%	55%
8	The City is attracting investment from outside [Agree]	5.38%	58%
9	Good or bad time for The City to invest in new projects [Good]	4.22%	83%
10	Now is a good time for companies to invest in Calgary [Agree]	3.98%	85%
11	The City is making an effort to reduce cost of local government [Agree]	3.07%	57%

¹ Performance score is the proportion of respondents who selected % top 2 (positive statement) or % bottom 2 (negative statement) as indicated in each statement between “[]”.

Relative weight analysis conducted with Q6_c as the outcome variable. Model's $R^2=0.3006$, only significant metrics shown.

Q6. How would you describe the current economic situation in...? [Calgary] Base: all respondents excluding “Don't know” and “Prefer not to answer” (n=392).



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 colours to show where a group is statistically higher or lower than everyone else who is not part of that group.
 - To illustrate, the statistical tests performed when comparing four 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, those living in households that have an income of \$150K or more per year are significantly more likely to believe that the current economic situation in Calgary is good, compared those living in households that have an income less than that per year.
- Don't know, prefer not to answer, and prefer to self describe are excluded.

	Household income		
	<\$50k (n=82)	\$50k-<\$150k (n=185)	\$150k+ (n=234)
Current economic situation: Canada (% good)	40%	45%	70%

Segment differences (continued)

- Calgarians ages 55+ are more likely to rate the current economic situation in Calgary, Alberta, and Canada as good. Comparatively, those ages 18-34 are less likely to rate the current situation in Calgary, Alberta, and Canada as good. However, those ages 18-34 are more likely to expect the economy in Calgary to be stronger in six months. Those living in the N.E. are most likely to describe the current economy in Canada as good, while those living in the S.W. are least likely to describe the current economy in Canada as good. Expectations of a stronger economy in Calgary six months from now are also highest among those in the N.E. and lowest among those in the S.W. Finally, those living in the S.E. are most likely to rate their quality of life in Calgary as good (84%).

	Gender		Age group				Quadrant			
	Man (n=250)	Woman (n=234)	18-34 (n=79)	35-54 (n=140)	55+ (n=281)	65+ (n=208)	S.W. (n=158)	S.E. (n=106)	N.W. (n=164)	N.E. (n=72)
Overall quality of life in Calgary (% good)	79%	73%	71%	77%	75%	76%	69%	84%	76%	71%
Current economic situation: Calgary (% good)	72%	62%	58%	66%	75%	76%	64%	67%	68%	69%
Current economic situation: Alberta (% good)	68%	60%	53%	66%	71%	70%	61%	68%	62%	68%
Current economic situation: Canada (% good)	49%	55%	43%	51%	61%	63%	43%	49%	55%	63%
Expectation of economy in six months (% stronger)	20%	14%	24%	15%	12%	15%	7%	14%	16%	31%
Good or bad time for infrastructure investments (% good time)	84%	80%	78%	84%	82%	86%	79%	85%	84%	80%

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



Segment differences (continued)

- Women are less likely to feel that Calgary's economy can withstand external economic pressures, less likely to believe Calgary's economy is more competitive than other major Canadian cities, and less likely to state they are aware The City collects property tax on behalf of the provincial government or that thirty-five percent of collected taxes are transferred to the province. Awareness that The City collects property tax on behalf of the provincial government and that thirty-five percent of taxes collected by the City are transferred to the province, is correlated with age, as those ages 18-34 are least aware of these facts, while those ages 65+ are most aware of them. Those ages 18-34 are most likely to believe Calgary's economy is more competitive than other major cities and that their household finances in the next six months will improve. Those living in the N.E. are least likely to describe their current financial situation as good. However, they are also most likely to believe that their household finances will improve in the next six months.

	Gender		Age group				Quadrant			
	Man (n=250)	Woman (n=234)	18-34 (n=79)	35-54 (n=140)	55+ (n=281)	65+ (n=208)	S.W. (n=158)	S.E. (n=106)	N.W. (n=164)	N.E. (n=72)
Confidence that Calgary's economy can withstand external economic pressures (% confident)	65%	46%	47%	62%	56%	60%	57%	54%	58%	51%
Calgary's economy is more competitive than other major Canadian cities (% more competitive)	46%	35%	57%	38%	30%	28%	39%	36%	41%	48%
Aware The City collects property tax on behalf of the provincial government (% yes)	67%	57%	45%	61%	76%	81%	59%	51%	69%	66%
Aware 35% of taxes collected by The City are transferred to the province (% yes)	64%	52%	39%	62%	70%	74%	60%	51%	61%	58%
The household's current financial situation (% good)	84%	77%	77%	76%	86%	83%	81%	87%	82%	68%
Household finances in the next 6 months (% improve)	25%	22%	42%	17%	14%	8%	20%	21%	20%	34%
Household financial stability in the past 3 months (% spending has increased)	22%	29%	30%	27%	18%	23%	31%	17%	23%	26%

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

Segment differences (continued)

- Calgarians with household incomes \$150k+ are more likely to describe the current economic situation in Calgary and Alberta as good.

	Children in HH		Ethnicity			Household income		
	Yes (n=170)	No (n=321)	Racialized (n=128)	Indigenous (n=18*)	Neither (n=369)	<\$50k (n=70)	\$50k- <\$150k (n=217)	\$150k+ (n=143)
Overall quality of life in Calgary (% good)	77%	73%	72%	63%	76%	64%	75%	79%
Current economic situation: Calgary (% good)	64%	69%	62%	57%	69%	52%	62%	77%
Current economic situation: Alberta (% good)	65%	64%	64%	60%	64%	53%	57%	75%
Current economic situation: Canada (% good)	47%	55%	53%	63%	51%	53%	51%	52%
Expectation of economy in six months (% stronger)	14%	18%	20%	6%	15%	18%	20%	13%
Good or bad time for infrastructure investments (% good time)	85%	80%	81%	90%	83%	88%	79%	81%

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

* Small base. Interpret with caution.

% = statistically *higher* than all other segments combined
% = statistically *lower* than all other segments combined

Segment differences (continued)

- Racialized Calgarians are less likely to state they are aware that The City collects property tax on behalf of the provincial government or that thirty-five percent of taxes collected are transferred to the province. In terms of their household finances, Racialized Calgarians are less likely to describe their current household financial situation as good, but they are more likely to report their spending has increased in the past three months and that their household finances will improve in the next six months. Calgarians living in households with incomes between \$50k and \$150k are more likely to report that their household spending has increased in the past three months. In comparison, Calgarians living in higher income households of \$150k+ are less likely to report that their household spending has decreased.

	Children in HH		Ethnicity			Household income		
	Yes (n=170)	No (n=321)	Racialized (n=128)	Indigenous (n=18*)	Neither (n=369)	<\$50k (n=70)	\$50k- <\$150k (n=217)	\$150k+ (n=143)
Confidence that Calgary's economy can withstand external economic pressures (% confident)	54%	57%	49%	36%	58%	64%	54%	58%
Calgary's economy is more competitive than other major Canadian cities (% more competitive)	44%	38%	43%	41%	40%	29%	43%	46%
Aware The City collects property tax on behalf of the provincial government (% yes)	64%	61%	48%	54%	67%	45%	60%	69%
Aware 35% of taxes collected by The City are transferred to the province (% yes)	58%	58%	40%	37%	65%	52%	58%	63%
The household's current financial situation (% good)	78%	83%	72%	75%	83%	53%	78%	94%
Household finances in the next 6 months (% will improve)	24%	23%	36%	26%	18%	23%	22%	25%
Household financial stability in the past 3 months (% spending has increased)	27%	22%	36%	26%	20%	22%	32%	15%

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

* Small base. Interpret with caution.

% = statistically *higher* than all other segments combined
 % = statistically *lower* than all other segments combined



Respondent profile

Respondent profile

Gender	Weighted %	Weighted <i>n</i>	Unweighted <i>n</i>
Woman	50%	249	234
Man	46%	231	250
Non-binary person	<1%	2	2
Prefer to self-describe	<1%	1	2
Prefer not to answer	3%	16	12

Quadrant	Weighted %	Weighted <i>n</i>	Unweighted <i>n</i>
Southwest	29%	146	158
Northwest	29%	145	164
Southeast	21%	106	106
Northeast	21%	103	72

Age	Weighted %	Weighted <i>n</i>	Unweighted <i>n</i>
18-24	10%	48	27
25-34	19%	95	52
35-44	21%	103	78
45-54	16%	82	62
55-64	16%	81	73
65-74	10%	52	116
75+	8%	39	92

Employment status	
Employed full-time	45%
Employed part-time	11%
Self-employed	12%
Retired	20%
Unemployed	7%
Student	5%
Unable to work	3%
Doing unpaid or voluntary work	2%
Looking after home and/or family	1%
Other	1%
Prefer not to answer	<1%

Annual household income	
< \$50,000	12%
\$50,000 to < \$150,000	42%
\$150,000+	33%
Don't Know/Prefer not to answer	13%

Business owner?	
Yes, Operator	14%
Yes, Owner	14%
No	83%
Prefer not to answer	1%

Education	
Completed high school or less	12%
Some post secondary or completed a college diploma	37%
Completed university degree	50%
Prefer not to answer	1%

Tenure in Calgary	
< 10 years	15%
10-20 years	23%
21-30 years	22%
31-40 years	15%
More than 40 years	23%
Prefer not to answer	2%

Base: all respondents (n=500)

Respondent profile (continued)

Number of people in the household	
1	14%
2	29%
3+	56%
Unhoused / homeless / a group setting	<1%
Prefer not to answer	1%

Children living in the household?	
Yes	42%
No	58%
Prefer not to answer	-

Seniors living in the household?	
Yes	28%
No	72%
Prefer not to answer	-

Racial Minority?	
Yes	25%
No	73%
Prefer to self-describe	<1%
Prefer not to answer	2%

Indigenous?	
NET Yes	4%
Yes - First Nations	2%
Yes - Métis	2%
Yes - Inuit	<1%
Yes - Prefer to self-describe (specify)	1%
No	95%
Prefer not to answer	1%

Ethnicity	
Racialized	28%
Indigenous	4%
Neither	71%
Prefer not to answer	<1%

Anyone living with a disability?	
NET Yes	23%
Yes – myself	14%
Yes – someone in my household	13%
No	76%
Prefer not to answer	<1%

Identify as 2SLGBTQIA+	
Yes	8%
No	91%
Prefer not to answer	2%

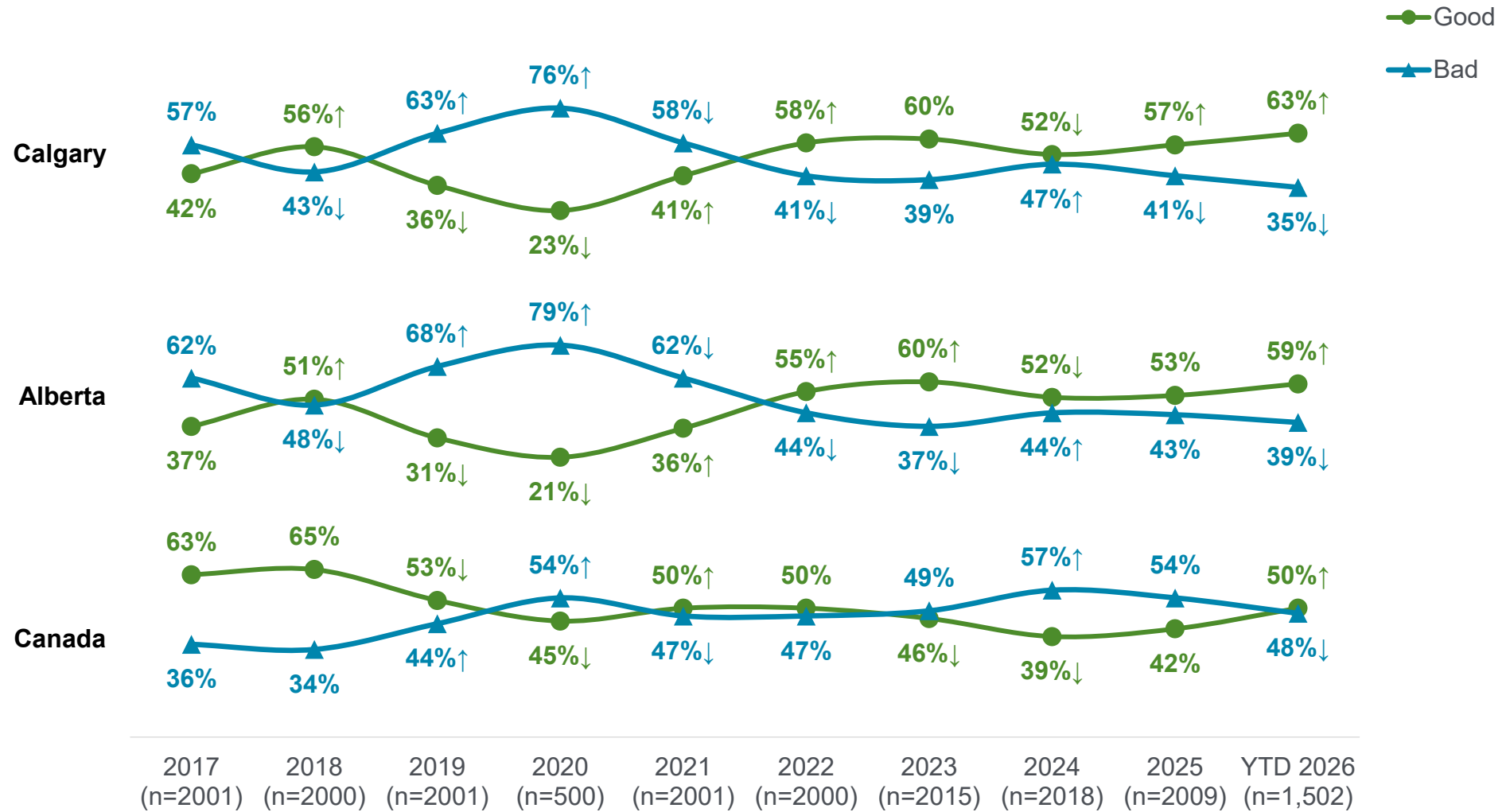
Base: all respondents (n=500)



Appendix

Tracking

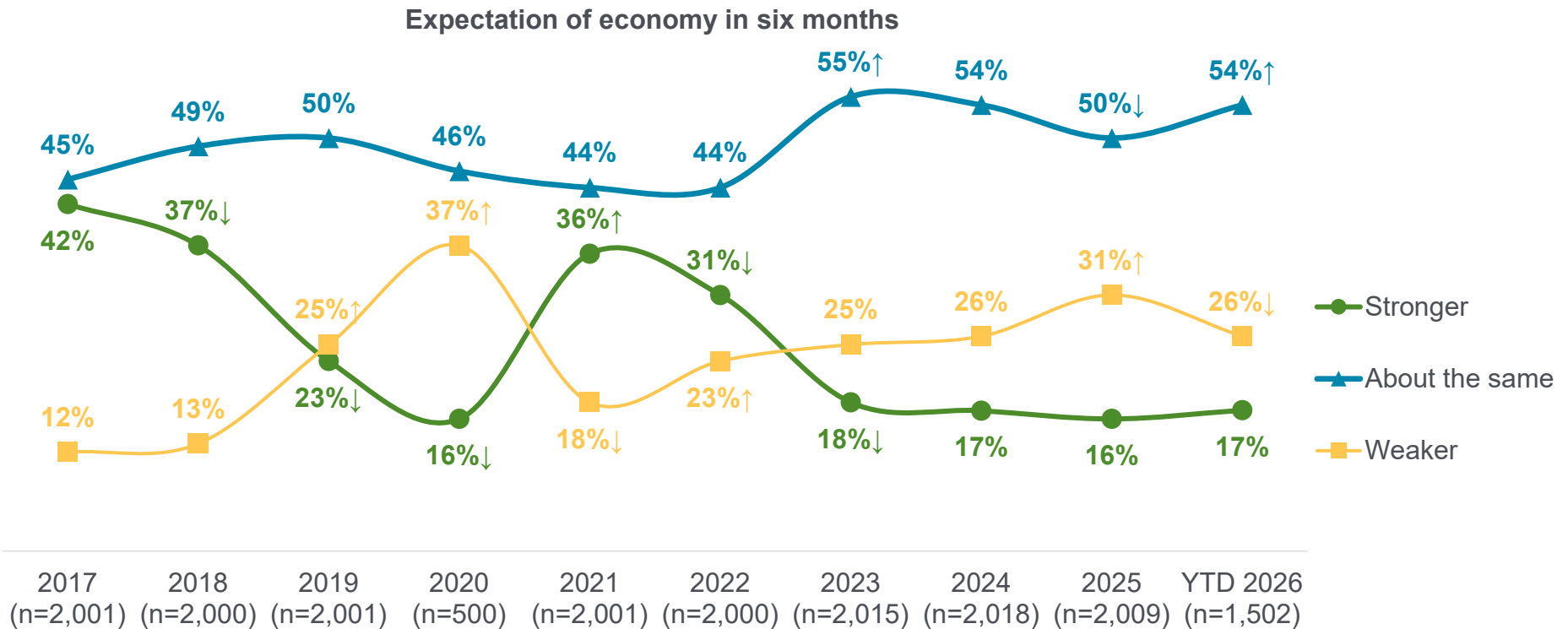
Tracking current economic situation



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

Base: all respondents

Tracking future economy in Calgary



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

Base: all respondents

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

	2019 (n=2,001)	2020 (n=500)	2021 (n=2,001)	2022 (n=2,000)	2023 (n=2,015)	2024 (n=2,018)	2025 (n=2,009)	YTD 2026 (n=1,502)
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%	88% ↓	88%	86% ↓	84%	87% ↑	88%
I am confident that The City of Calgary will work together with local businesses and other levels of government to find the best solutions to help strengthen Calgary's economy*	66%	68%	70%	65% ↓	64%	53% ↓	64% ↑	77%↑
I trust The City of Calgary to make the right decisions to help strengthen Calgary's economy*	63%	66%	66%	61% ↓	59%	47% ↓	61% ↑	74%↑
The City of Calgary municipal government is taking appropriate measures to assist in strengthening Calgary's economy*	-	-	61%	58%	55%	46% ↓	57% ↑	70%↑
I trust The City of Calgary to make the right decisions when it comes to building projects like roads, public transportation, and local facilities	-	-	67%	63% ↓	62%	50% ↓	59% ↑	69%↑
The City of Calgary is making an effort to reduce the cost of local government	-	-	41%	39%	38%	32% ↓	41% ↑	51%↑

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

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

Base: all respondents

Tracking perceptions about the current economy

	2019 (n=2,001)	2020 (n=500)	2021 (n=2,001)	2022 (n=2,000)	2023 (n=2,015)	2024 (n=2,018)	2025 (n=2,009)	YTD 2026 (n=1,502)
Now is a good time for companies to be investing in Calgary	68%	62% ↓	74% ↑	81% ↑	76% ↓	72% ↓	75%	77%
Looking ahead six months from now, I expect the unemployment rate in Calgary to get worse than it is today	50%	60% ↑	39% ↓	39%	50% ↑	57% ↑	64% ↑	61%
Calgary as a city is attracting enough investment from outside of the province to help our economy	-	-	37%	47% ↑	49%	48%	50%	52%
Now is a good time to start a new business in Calgary	33%	31%	39% ↑	49% ↑	43% ↓	41%	40%	44% ↑

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

Base: all respondents



Questionnaire

Questionnaire

2026 Economic Perspectives Survey – Master Instrument

The City of Calgary
Leger Project 10014733

INTRODUCTION

Int0.

Hello, I'm _____ with Leger, 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.

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 '2026 Economic Perspectives Survey.' City staff would be happy to address your concerns.

IF ASKED: The survey will take approximately 10–15 minutes.

LABEL	VALUE	
Yes	1	
No, getting an adult	2	Show if it is landline (phone type = 1)
No, refusal	3	
No, callback	4	
No, under 18	5	Show if is wireless (phone type = 2)
No, does not live in Calgary	6	

Int0c. Are you 18 years of age or older?

LABEL	VALUE	
Yes	1	
No, getting an adult	2	Show if it is landline (phone type = 1)
No, under 18	5	Show if is wireless (phone type = 2)

Int0b Show if getting person (Int0c = 2)

Hello, I'm _____ with Leger, 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?

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 "2026 Economic Perspectives Survey." City staff would be happy to address your concerns.

LABEL	VALUE	
Yes	1	
No, refusal	2	
No, callback	3	
No, under 18	4	

T4

Show if Under 18 ((Int0c = 5) OR (Int0b = 4))

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

T13

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

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

Int0e. Do you currently live within the City of Calgary city limits?

LABEL	VALUE	
Yes	1	
No	2	
Don't know	97	

NCInt

Show if Not Calgary Into0e No (2) or 'Don't know' (97)

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

Questionnaire (continued)

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. The personal information from this survey is collected under the section 4 (c) of the Protection of Privacy Act (POPA) and is used to provide guidance to The City of Calgary when it comes to making decisions regarding its services. If you have questions about the collection or use of your information, please contact a City of Calgary Research Coordinator at 403-268-2141 and specifically mention the "2026 Economic Perspectives Survey," email research@calgary.ca, or send a letter to The City of Calgary, Mail code 8305, P.O. Box 2100, Station M, Calgary, AB Canada T2P 2M5.

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

LABEL	VALUE
Yes	1
No	2
Refusal	3
Call back later	4

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 "2026 Economic Perspectives Survey". What contact information would you prefer?

If phone: 403-268-2141

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

LABEL	VALUE
Male	1
Female	2

QS4.

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

LABEL	VALUE
18 to 24	1
25 to 34	3
35 to 44	4
45 to 54	5
55 to 64	6
65 to 74	7
75 and older	8
DO NOT READ	
Prefer not to say	9

T5 *Show if int1 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?

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

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.

Questionnaire (continued)

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?

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

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... [RANDOMIZE]

1. Canada
2. Alberta
3. Calgary

LABEL	VALUE
Very good	1
Somewhat good	2
Somewhat bad	3
Very bad	4
DO NOT READ	
Don't know	9
Prefer not to answer	10

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?

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

Q9A.

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

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

[STATEMENTS: RANDOMIZE ORDER]

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

[SCALE]

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

Questionnaire (continued)

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

[STATEMENTS: RANDOMIZE ORDER]

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

[SCALE]

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

ECONOMIC PERSPECTIVES (we will ask in all quarters based on Q1 timing)

EP1. How confident are you that Calgary's economy can withstand external economic pressures such as tariffs, interest rate changes, or global instability?

LABEL VALUE

Very confident 1
Somewhat confident 2
Not very confident 3
Not at all confident 4
Don't know (Do not read)

Prefer not to answer (Do not read)

EP2. If economic conditions worsen, which of the following should The City prioritize most?

LABEL VALUE

Keeping taxes stable, even if services are reduced 1
Maintaining services, even if taxes increase 2
Not sure (Do not read)
Prefer not to answer (Do not read)

EP3. Compared to other major Canadian cities, do you believe Calgary's economy is becoming...

LABEL VALUE

More competitive 1
About the same 2
Less competitive 3
Not sure (Do not read)
Prefer not to answer (Do not read)

Questionnaire (continued)

PERSPECTIVES OF PROPERTY TAX (ROTATING – Q1 & Q3)

PT1.

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

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

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

LABEL	VALUE
Yes	1
No	2
DO NOT READ	
Prefer not to answer	9

PT2.

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

LABEL	VALUE
Yes	1
No	2
DO NOT READ	
Prefer not to answer	9

PERSPECTIVES OF INFRASTRUCTURE INVESTMENT

II1

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

- Very good time
- Somewhat good time
- Somewhat bad time
- Very bad time
- [DO NOT READ] Don't know
- [DO NOT READ] Prefer not to answer

II2BOS1

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

Items to show:

- Projects that will be used for multiple purposes, for example both recreation and arts
- Projects that will create jobs
- Projects that will enhance economic diversity
- Projects that will have a positive social impact
- Projects that will encourage trade and tourism

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

- ☐ ₁ [ITEM 1]
- ☐ ₂ Or [ITEM 2]
- ☐ ₃ Or neither of these?
- ☐ ₄ [DO NOT READ] Don't know
- ☐ ₅ [DO NOT READ] Prefer not to answer

Levels marked with * are randomized

Questionnaire (continued)

II2BOS2

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

- ☐ ₁ [ITEM 1]
- ☐ ₂ Or [ITEM 2]
- ☐ ₃ Or neither of these?
- ☐ ₄ [DO NOT READ] Don't know
- ☐ ₅ [DO NOT READ] Prefer not to answer

Levels marked with * are randomized

II2BOS3

The next two are:

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

- ☐ ₁ [ITEM 1]
- ☐ ₂ Or [ITEM 2]
- ☐ ₃ Or neither of these?
- ☐ ₄ [DO NOT READ] Don't know
- ☐ ₅ [DO NOT READ] Prefer not to answer

Levels marked with * are randomized

II2BOS4

And the next two are:

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

- ☐ ₁ [ITEM 1]
- ☐ ₂ Or [ITEM 2]
- ☐ ₃ Or neither of these?
- ☐ ₄ [DO NOT READ] Don't know
- ☐ ₅ [DO NOT READ] Prefer not to answer

Levels marked with * are randomized

II2BOS5

And one last set:

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

- ☐ ₁ [ITEM 1]
- ☐ ₂ Or [ITEM 2]
- ☐ ₃ Or neither of these?
- ☐ ₄ [DO NOT READ] Don't know
- ☐ ₅ [DO NOT READ] Prefer not to answer

Levels marked with * are randomized

Questionnaire (continued)

PERSPECTIVES OF AFFORDABILITY OF BASIC NECESSITIES

(ROTATING – Q2 & Q4)

CL1.

Over the past 12 months, have the costs for your basic necessities increased a lot, increased somewhat, stayed about the same, or decreased?

LABEL	VALUE
Increased a lot	1
Increased somewhat	2
Stayed about the same	3
Or decreased	4
DO NOT READ	
Don't know	5
Prefer not to answer	6

CL2.

How concerned are you about your ability to afford basic necessities these days?
now?

LABEL	VALUE
Very concerned	1
Somewhat concerned	2
Not very concerned	3
Not at all concerned	4
DO NOT READ	
Don't know	5
Prefer not to answer	6

CL3.

How concerned are you about your ability to afford basic necessities six months from now?

LABEL	VALUE
Very concerned	1
Somewhat concerned	2
Not very concerned	3
Not at all concerned	4
DO NOT READ	
Don't know	5
Prefer not to answer	6

Household Finances

HF1. How would you describe your household's financial situation today?

LABEL	VALUE
Very good	1
Good	2
Poor	3
Very poor	4
Not sure (Do not read)	
Prefer not to answer (Do not read)	

HF2. Over the next six months, do you expect your own household finances to improve, remain the same, or decline?

LABEL	VALUE
Improve	1
Stay the same	2
Decline	3
Not sure (Do not read)	
Prefer not to answer (Do not read)	

HF3. In the past 3 months, have your household's spending habits changed because of economic conditions, or have they stayed about the same?

LABEL	VALUE
Yes – spending has decreased	1
Yes – spending has increased	2
No – spending has stayed about the same	3
Not sure (Do not read)	
Prefer not to answer (Do not read)	

Questionnaire (continued)

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: 2008

☐ -4 Prefer not to answer

QD2

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

RECORD NUMBER [MIN 1; NO MAX]

[DO NOT READ] Unhoused/homeless or living in a group setting [INTERVIEWER NOTE: Only select if mentioned. For those in a temporary living arrangement, it would be current household size.]

[ASK IF HH MEMBERS >1]

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

Yes [INTERVIEWER NOTE: Includes part time living situations]

No

[ASK IF 2 OR MORE IN HH SIZE QUESTION, IF AGE = 65+ SKIP]

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

Yes

No

QD6

How many years have you lived in Calgary?

IF LESS THAN 1 YEAR, ENTER 0

Minimum: 0, Maximum: 100

_____ years

☐ -4 Prefer not to answer

QD7

What is the highest level of schooling that you have obtained? (READ LIST UNTIL INTERRUPTED)

Did not complete high school or equivalent

Completed high school or equivalent

Some post secondary education [INTERVIEWER NOTE: includes apprenticeship, trades, college, other non-university or university programs]

Completed an apprenticeship, trades, college program, certificate or diploma

[INTERVIEWER NOTE: includes other non-university programs]

Completed a university certificate, diploma or degree

[DO NOT READ] Prefer not to answer

QD8

What best describes your employment status? Would you say you are... [MULTI-SELECT]

[READ LIST]

Employed full-time [INTERVIEWER NOTE: 30 hours or more per week]

Employed part-time [INTERVIEWER NOTE: Less than 30 hours per week]

Self-employed

Retired

Unemployed

Unable to work because of sickness or disability

Looking after home and/or family

Doing unpaid or voluntary work

Student

[DO NOT READ] Other (Specify)

[DO NOT READ] Prefer not to answer

QD9 Show if Employed (QD8_1 = 1 OR QD8_2 = 1 OR QD8_3=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

Questionnaire (continued)

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 UNTIL INTERRUPTED]

Less than \$50,000
 \$50,000 to just under \$100,000
 \$100,000 to just under \$150,000
 \$150,000 to just under \$200,000
 \$200,000 and over

[DO NOT READ] Don't Know

QD11

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

[DO NOT READ EXCEPT TO CLARIFY] 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.

[DO NOT READ LIST EXCEPT TO CLARIFY]

Woman
 Man
 Non-binary person
 Prefer to self-describe (Specify)
 [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)*
☐ ₆₆ [DO NOT READ] Prefer not to answer *(Exclusive)*

QD16 *Show if Not Indigenous (QD15_5 = 1 OR QD15_99 = 1)*

[DO NOT ASK IF IDENTIFY AS INDIGENOUS IN PRIOR QUESTION]
 Do you consider yourself a Racialized person or visible minority?

[DO NOT READ EXCEPT TO CLARIFY: Racialized person means someone, other than Indigenous people, who are non-Caucasian in race or non-white in colour.]

Yes
 No
 Prefer to self-describe (Specify)
 [DO NOT READ] Prefer not to answer

QD17

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

[DO NOT READ EXCEPT TO CLARIFY: This refers to conditions that affect a person's ability to perform certain activities or interact with their environment. A disability is any limitation that significantly affects a person's mobility, agility, sight, hearing, verbal communication or intellectual functioning. It also includes limitations arising from psychological, emotional or mental health.]

[DO NOT READ LIST; MULTI-SELECT]
 Yes – myself
 Yes – someone in my household
 No
 [DO NOT READ] Prefer not to answer

QD18

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

[DO NOT READ EXCEPT TO CLARIFY: 2SLGBTQIA+ stands for Two Spirit, Lesbian, Gay, Bisexual, Transgender, Queer or Questioning, Intersex and Asexual, with the Plus recognizing there is also a wide spectrum of identities beyond those in the acronym]

Yes
 No
 [DO NOT READ] Prefer not to answer

End

Questionnaire (continued)

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.

Someone from the City of Calgary will follow-up with you in the next few months. Research you may be asked to participate in could include surveys and focus groups on City services and programs, infrastructure projects and development plans, and even City policy-making, budgets, and governance.

LABEL	VALUE
Yes	1
No	2
DO NOT READ	
Don't know	3

F1b Show if F1a Yes (F1a = 1)

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

Read back email address phonetically to confirm.

8 Prefer not to answer

F1c Show if F1a Yes (F1a = 1)

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

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

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

8 Prefer not to answer

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