



Calgary



# Young Adult Snapshot

## Analysis of 2022 Fall Survey of Calgarians Data

### January 2023

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**Telephone survey conducted** with a randomly-selected sample of 2,501 Calgarians aged 18 years and older between August 15th and September 2nd, 2022.

- Both cell phone (60%) and landline (40%) sample were used.
- The average interview length was 32 minutes.



The margin of error (MOE) for the total sample of 2,501 is  $\pm 2.0$  percentage points, 19 times out of 20. The margin of error for the 18-24 Year Old sub-group of 148 is  $\pm 8.5$  percentage points, 19 times out of 20, and the margin of error for the 25 Years Old or Older sub-group of 2,303 is  $\pm 2.04$  percentage points, 19 times out of 20. The margin of error of each question will vary slightly depending on the total number of respondents who answered the question.



Final data were weighted to ensure the overall sample's quadrant, ward, and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2019 Municipal and 2021 Federal Census data.



Results are compared between the young adults group (18 to 24 years old) and older adults (25 years old or older).

- Significant differences are an indication that a difference is not due to chance. A mathematical formula is used to calculate each difference independently. Whether or not a difference is considered significant depends on a few factors including the total sample size and the variability of responses. Larger sample sizes mean that smaller differences are significant. Additionally, variability of responses means that the more alike the responses are the more significant a change will be.
- Statistically significant differences are noted:
  - ↑ indicates number is significantly higher than the other group.
  - ↓ indicates number is significantly lower than the other group.
  - Some results in this report are subject to rounding adjustments.



## Key Findings



## Key Findings: Young Adults

### **Overall, quality of life is relatively consistent across age groups with some differences.**

- About four-in-five (80%) Calgarians, regardless of age, report having a 'good' quality of life (83% 18-24 years old vs. 81% 25 years old or older).
- Young adults are more likely than their older counterparts to indicate the quality of life in Calgary has either improved in the past three years (22% 18-24 years old vs. 12% 25 years old or older) or stayed the same (49% vs. 39%) and are less likely to report that it has worsened (29% vs. 49%).
- Although young adults and older adults agree Calgary is a great place to make a life at about the same rate (74% 18-24 years old vs. 80% 25 years old or older), young adults are less likely to believe Calgary is a great place to make a living (64% vs. 76%).
- Young adults are more likely than older adults to agree Calgary is on the right track to be a better city 10 years from now (83% 18-24 years old vs. 76% 25 years old or older) but agree that Calgary is moving in the right direction to ensure a high quality of life for future generations about equally (55% vs. 52%).

### **Similarly, overall satisfaction with City programs and services is equal across age groups.**

- There is no statistically significant difference in overall satisfaction with City programs and services between Calgarians 18-24 years old (66%) and those 25 years old or older (67%).
- Although Infrastructure remains the top issue for all ages (27% 18-24 years old vs. 31% 25 years old or older), younger adults are more likely than older Calgarians to indicate that Transit is an important issue facing their community (25% vs. 17%) and less likely to mention Crime (15% vs. 28%), Taxes (2% vs. 9%), or Growth and Planning (2% vs. 8%).

### **Young adults and older adults have similar views on how proud they are of their city and how inclusive it is.**

- There is no statistically significant difference across age groups in agreement they are proud to be Calgarian (79% 18-24 years old vs. 82% 25 years old or older) or proud to live in their neighbourhood (76% vs. 82%).
- Younger adults and older adults agree The City fosters a city that is inclusive and accepting of all (69% 18-24 years old vs. 71% 25 years or older) and that The City delivers programs and services that remove barriers for those who need it the most (53% vs. 52%) at about the same rate.

## Key Findings: Young Adults

### **Young adults are more likely than older adults to view climate change as a threat but are equally satisfied with The City's environmental protections.**

- Calgarians 18-24 years old are much more likely than those 25 or older to agree we need to act now to address climate change (83% vs. 62%). They are also significantly more likely to 'completely agree' (44% vs. 30%).
- There are no significant differences in satisfaction with the job The City is doing to protect the environment (74% 18-24 years old vs. 79% 25 years old or older) or in agreement that The City has programs and services aimed at helping Calgarians reduce their environmental impact (51% vs. 51%) across age groups.

### **Feelings of safety in Calgary are about equal regardless of age group.**

- About half of Calgarians agree Calgary is safe for all residents and visitors (55% 18-24 years old vs. 51% 25 years old or older).
- There is no statistically significant difference across age groups in those who indicate Calgary is 'safe' (78% 18-24 years old vs. 78% 25 years old or older) or those that feel safe walking in their neighbourhood after dark (78% vs. 79%).
- In comparison to older adults, Calgarians between the ages of 18-24 are more likely to report that crime in their neighbourhood has remained about the same over the last three years (58% 18-24 years old vs. 48% 25 years old or older) and less likely to indicate it has increased (31% vs. 46%).

### **Younger Calgarians are more amenable than older Calgarians to an increase in taxes to expand services, but rate the current value they receive from their tax dollars about equally.**

- Young adults are more likely than older adults to want The City to increase taxes at or beyond inflation to maintain or expand services (65% 18-24 years old vs. 53% 25 years old or older) and less likely to want to cut services to maintain the current tax level or reduce taxes (31% vs. 40%).
- Both younger and older adults rate the value they receive from their municipal tax dollars as 'good' equally (51% 18-24 years old vs. 57% 25 years old or older).



## Key Findings: Young Adults

### **Overall, younger adults have a more favorable view of communication from The City when compared to older adults.**

- Young adults are more likely to rate communication from The City in the past six months as 'good' compared to older adults (82% 18-24 years old vs. 68% 25 years old or older).
- About four-in-five Calgarians, regardless of age, agree The City meets their customer service expectations (79% 18-24 years old vs. 81% 25 years old or older).

### **Young adults are more satisfied than older adults with The City, including Council and Administration, as a whole.**

- Younger adults are more likely to be satisfied with The City, including Council and Administration as a whole, when compared to older adults (81% 18-24 vs. 70% 25 years old or older). They are also more likely to be satisfied with Council (78% vs. 61%) but are satisfied with Administration at about the same rate (82% vs. 77%).
- When compared with older adults, younger adults are more likely to believe that Council and Administration work collaboratively (77% 18-24 years old vs. 65% 25 years old or older).
- Slightly less than half of Calgarians, regardless of age group, indicate they trust The City (48% 18-24 years old vs. 49% 25 years old or older).

### **In general, younger adults are more likely than older adults to view the citizen input process at The City positively.**

- Young adults are more likely than older adults to agree The City practices open and accessible government (78% 18-24 years old vs. 66% 25 years old or older).
- Young adults are also more likely to agree The City allows citizens to have meaningful input into decision-making (69% 18-24 years old vs. 58% 25 years old or older), that Calgarians have enough opportunities to provide input (69% vs. 60%), and that they are confident The City is working to improve how it includes citizen input (76% vs. 65%).

### **Younger adults are less likely than their counterparts to agree The city is working to build meaningful relationships with Indigenous partners.**

- In comparison to older Calgarians, younger Calgarians are less likely to agree (75% 18-24 years old vs. 82% 25 years old or older) and more likely to disagree (25% vs. 18%) that The City is working to building meaningful relationships with Indigenous partners. However, they agree The City is working with local Indigenous communities when discussing downtown revitalization (70% vs. 71%) equally.



## Detailed Findings



Calgary



## Quality of Life

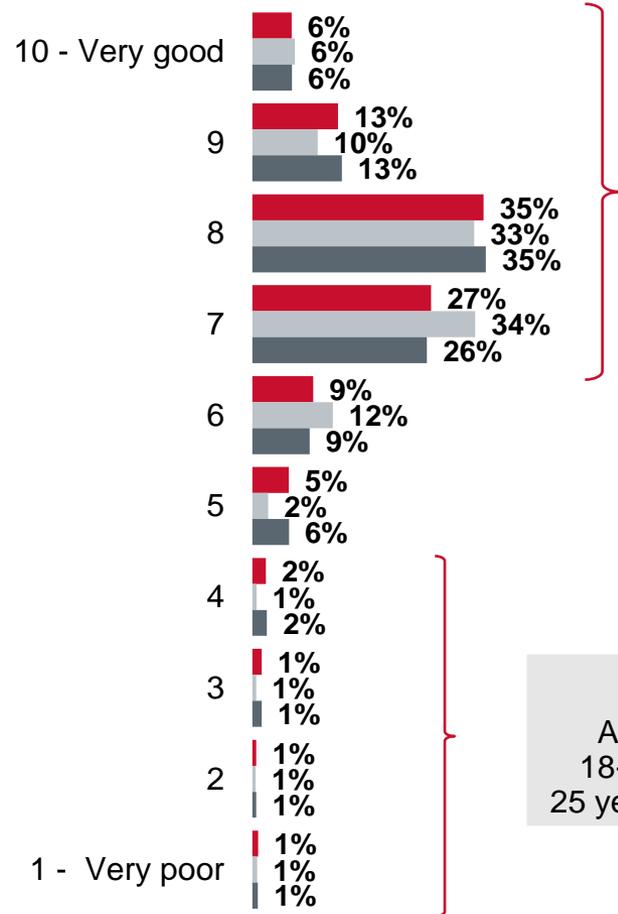
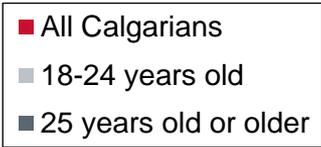




# Overall Quality of Life in Calgary

Overall quality of life is consistent across age groups with four-fifths of all Calgarians (80%) reporting a 'good' quality of life (83% 18-24 years old vs. 81% 25 years old or older).

How would you rate the overall quality of life in the city of Calgary today?



**Good:**  
 All Calgarians: 80%\*  
 18-24 years old: 83%  
 25 years old or older: 81%\*

**Poor:**  
 All Calgarians: 5%  
 18-24 years old: 2%\*  
 25 years old or older: 5%

\*Rounding

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 the city of Calgary today?

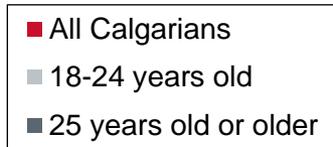
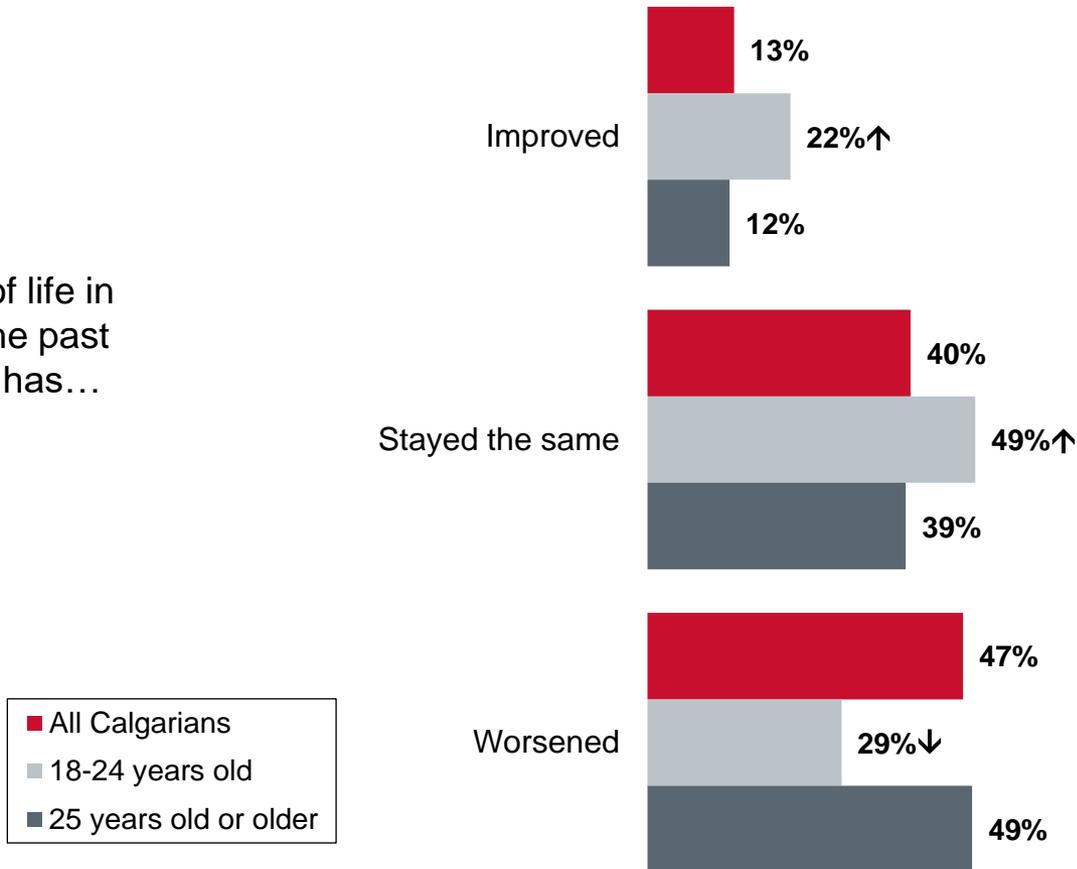
Base: Valid respondents (All Calgarians, n=2,499; 18-24, n=148; 25+, n=2,303)



# Perceived Change in the Quality of Life

Calgarians between the ages of 18 and 24 are more likely than those 25 or older to report the quality of life in Calgary has either improved (22% vs. 12%) or stayed the same (49% vs. 39%) and are significantly less likely to report it has worsened (29% vs. 49%).

The quality of life in Calgary in the past three years has...



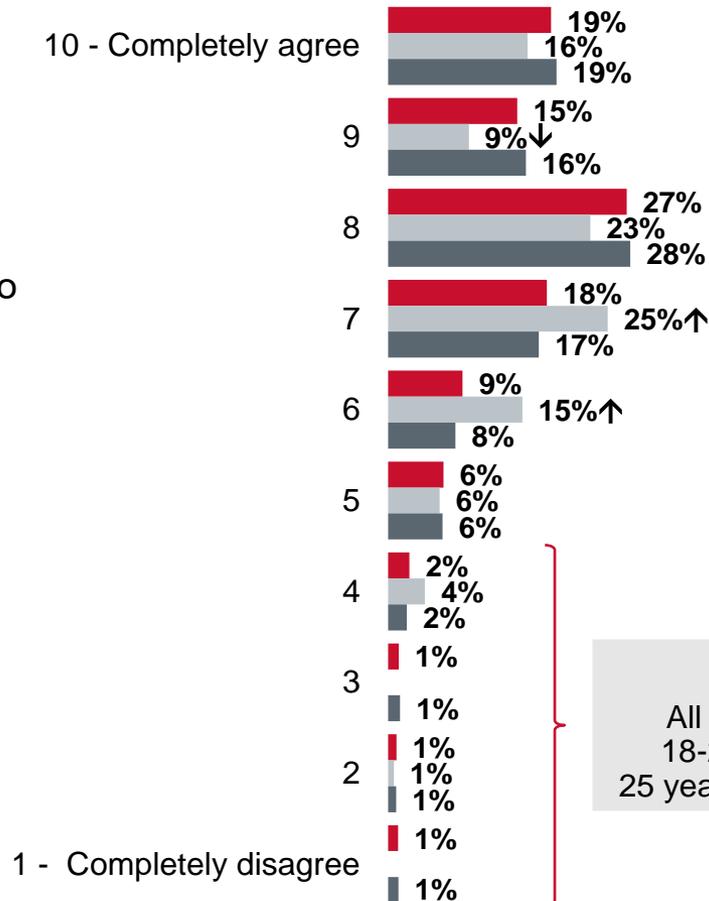
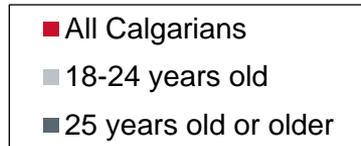
And, do you feel that the quality of life in the city of Calgary in the past three years has ...?  
 Base: Valid respondents (All Calgarians, n=2,460; 18-24, n=143; 25+, n=2,269)



# Great Place to Make a Life

About four-fifths (79%) of Calgarians of all ages agree Calgary is a great place to make a life (74% 18-24 years old vs. 80% 25 years old or older).

“Calgary is a great place to make a life.”



**Agree:**  
 All Calgarians: 79%  
 18-24 years old: 74%\*  
 25 years old or older: 80%

**Disagree:**  
 All Calgarians: 6%\*  
 18-24 years old: 5%  
 25 years old or older: 6%\*

\*Rounding

Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

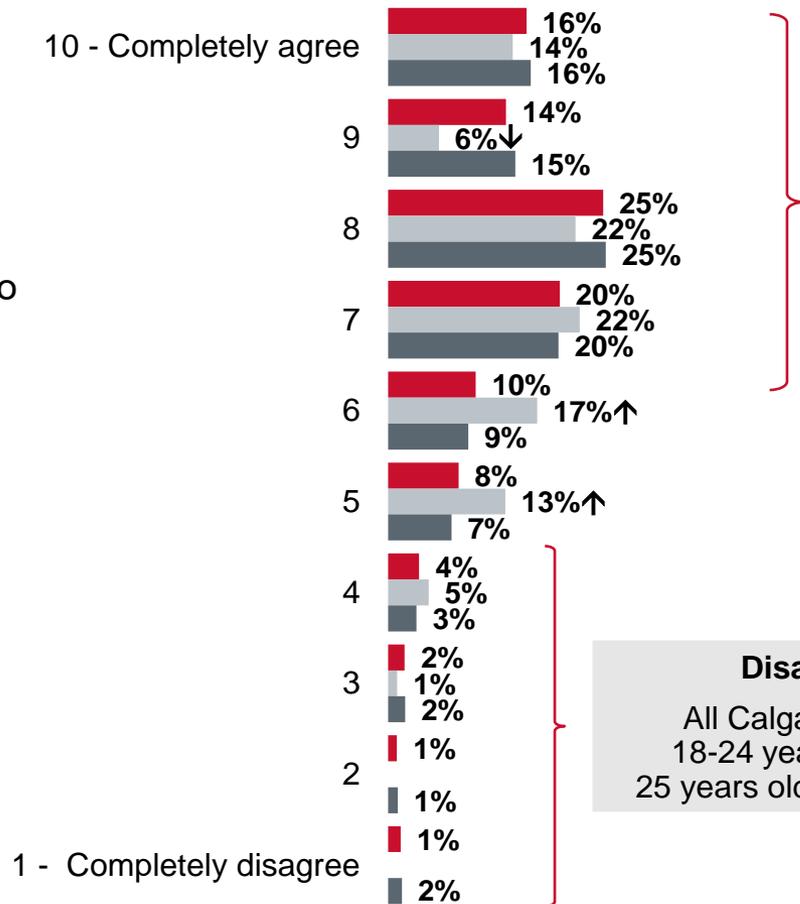
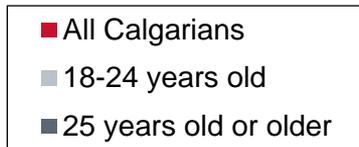
Base: Valid respondents (All Calgarians, n=2,496; 18-24, n=148; 25+, n=2,300)



# Great Place to Make a Living

When compared with Calgarians over the age of 25, younger Calgarians are less likely to agree that Calgary is a great place to make a living (64% 18-24 years old vs. 76% 25 years old or older).

“Calgary is a great place to make a living.”



**Agree:**  
 All Calgarians: 74%\*  
 18-24 years old: 64% ↓  
 25 years old or older: 76%

**Disagree:**  
 All Calgarians: 8%  
 18-24 years old: 6%  
 25 years old or older: 8%

Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (All Calgarians, n=2,483; 18-24, n=148; 25+, n=2,286)

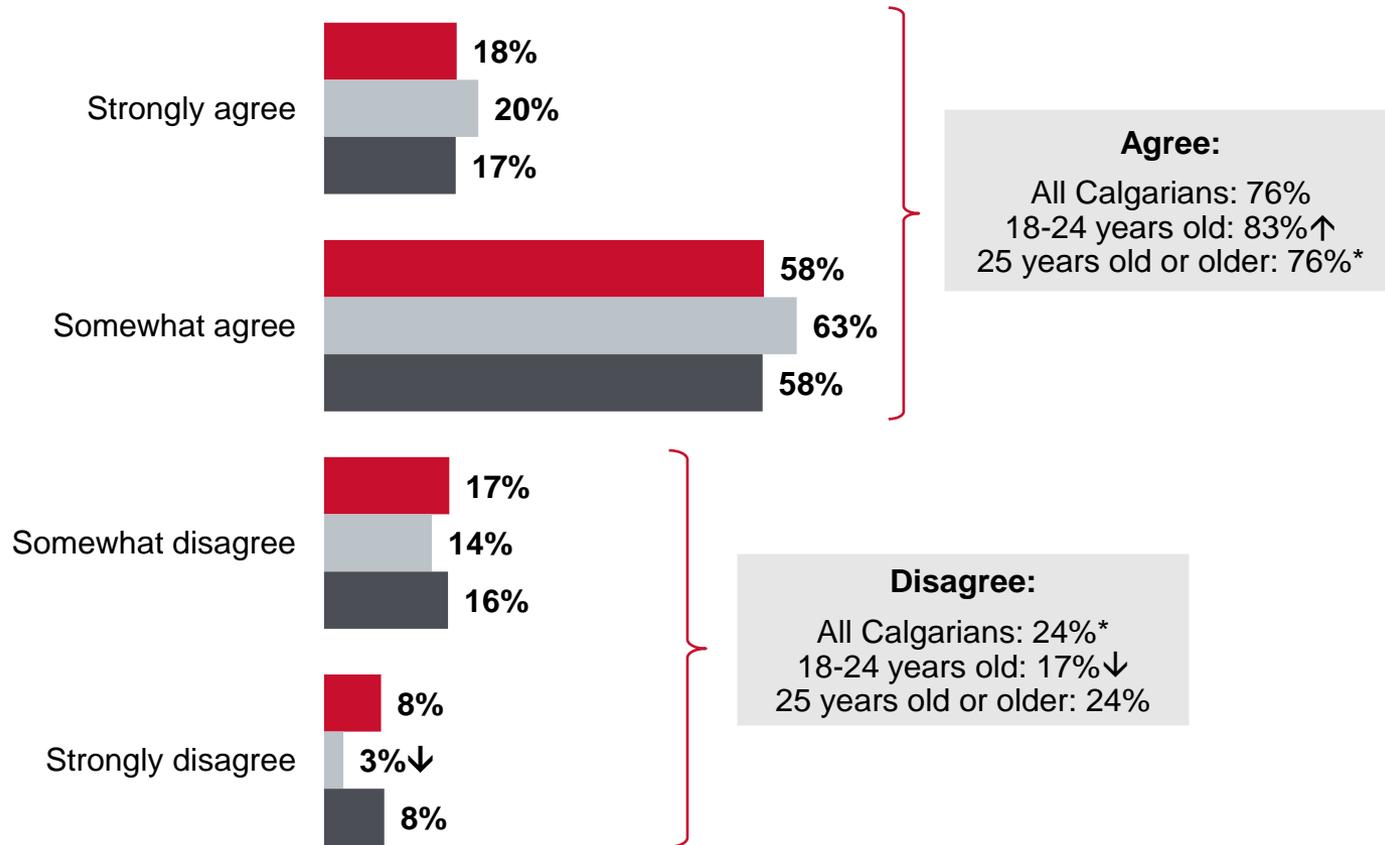
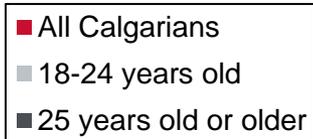
\*Rounding



# On the Right Track to Be a Better City

In comparison with older Calgarians, younger adults are more optimistic about Calgary's future, with four-in-five (83% 18-24 years old) who indicate that Calgary is on the right track to be a better city in 10 years compared to three-quarters of those over 25 (76%).

“Calgary is on the right track to be a better city 10 years from now.”



There are a wide array of challenges facing the city of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement about Calgary's future: Calgary is on the right track to be a better city 10 years from now.  
 Base: Valid respondents (All Calgarians, n=2,488; 18-24, n=148; 25+, n=2,292)

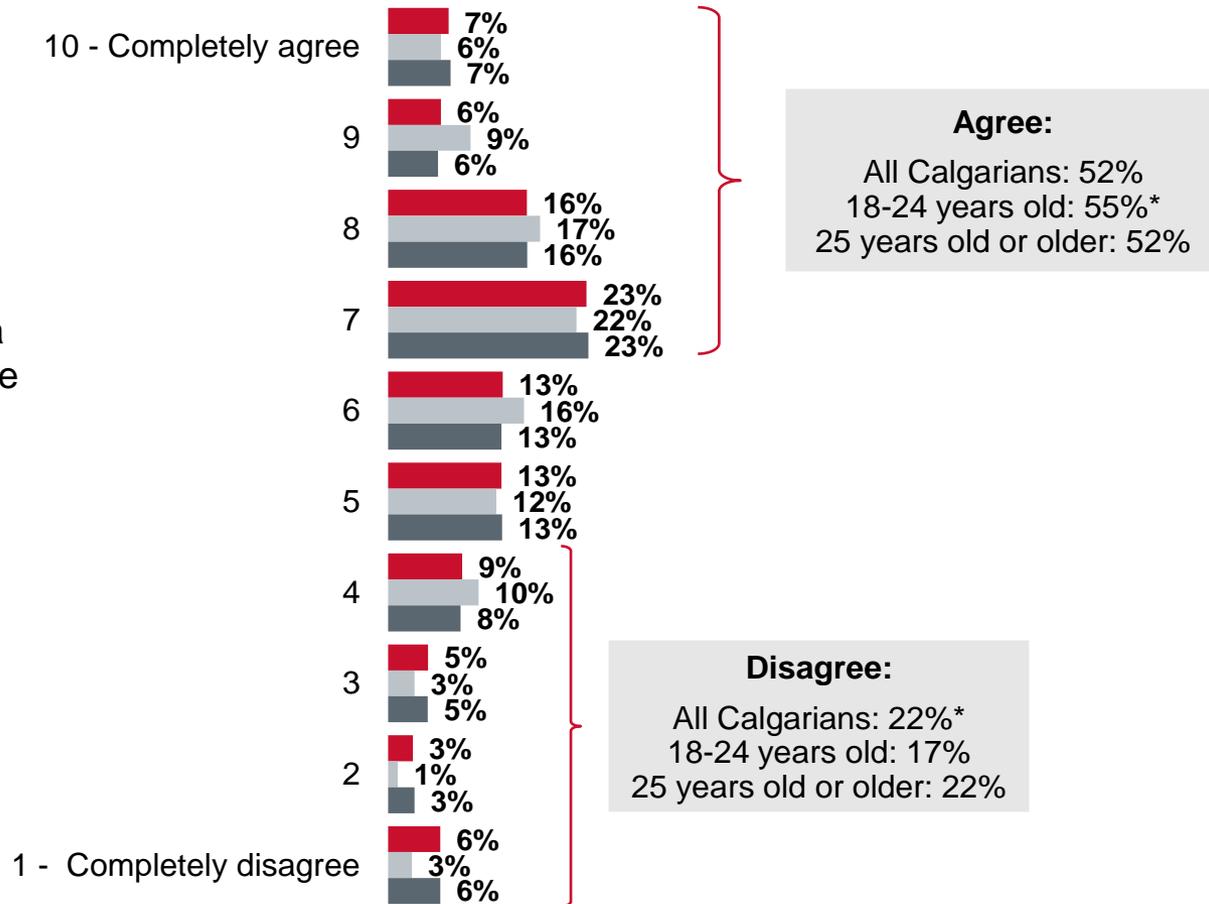
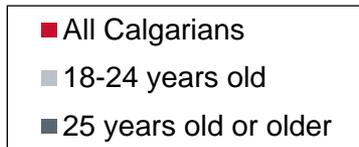
\*Rounding



# Moving in the Right Direction

Only about half of Calgarians (52%), regardless of age, agree that Calgary is moving in the right direction to ensure a high quality of life for future generations (55% 18-24 years old vs. 52% 25 years old or older).

“Calgary is moving in the right direction to ensure a high quality of life for future generations.”



\*Rounding

Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."  
 Base: Valid respondents (All Calgarians, n=2,483; 18-24, n=148; 25+, n=2,290)



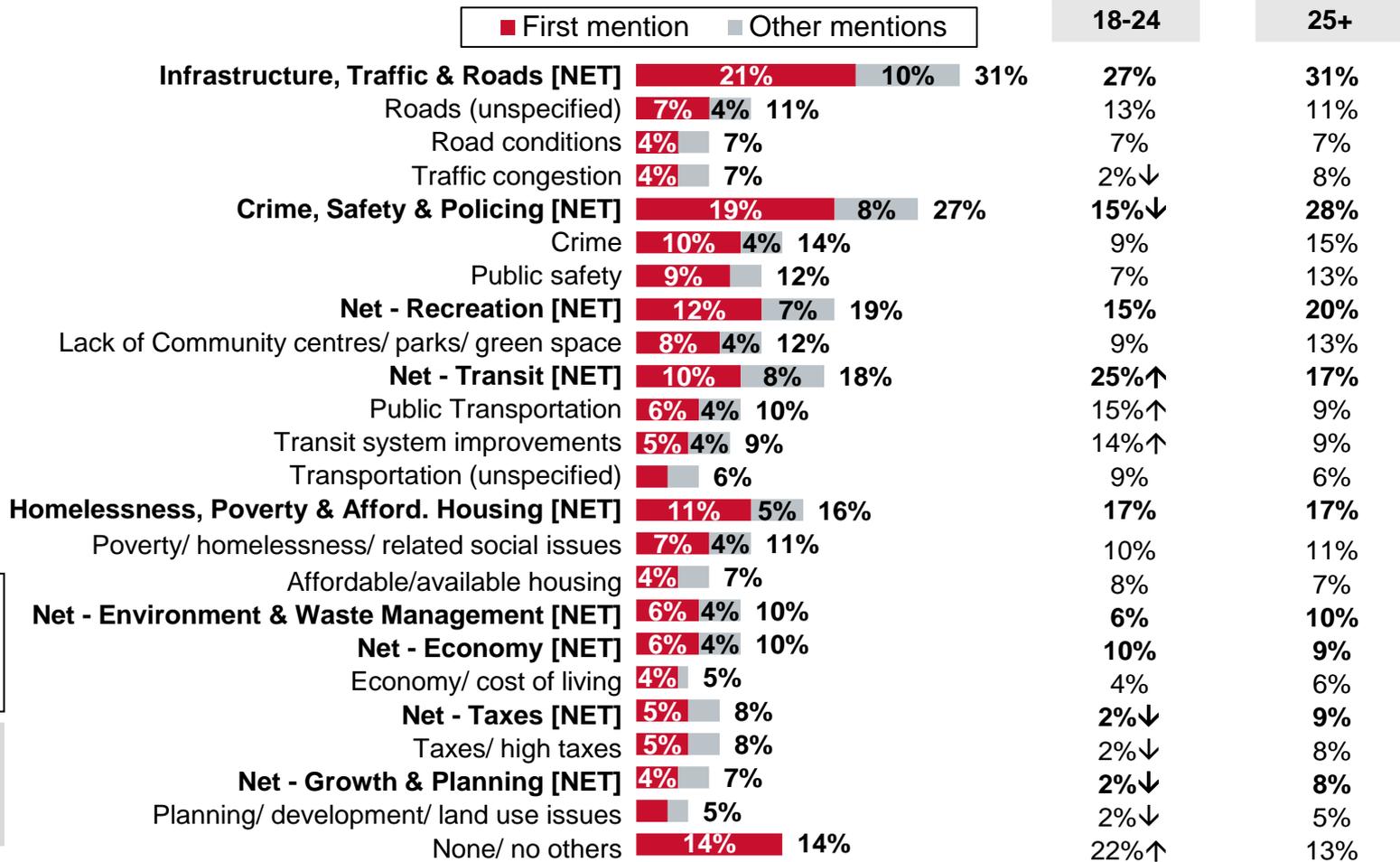
## Issue Agenda & City Programs and Services





# Issue Agenda

Although Infrastructure remains the top issue for all age groups, Calgarians ages 18-24 are more likely than those 25 or older to mention Transit (25% vs. 17%) and less likely to mention Crime, Safety, & Policing (15% vs 28%), Taxes (2% vs. 9%) or Growth & Planning (2% vs. 8%).



Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

Mentions of <5% are not shown  
Data labels of <4% are not shown

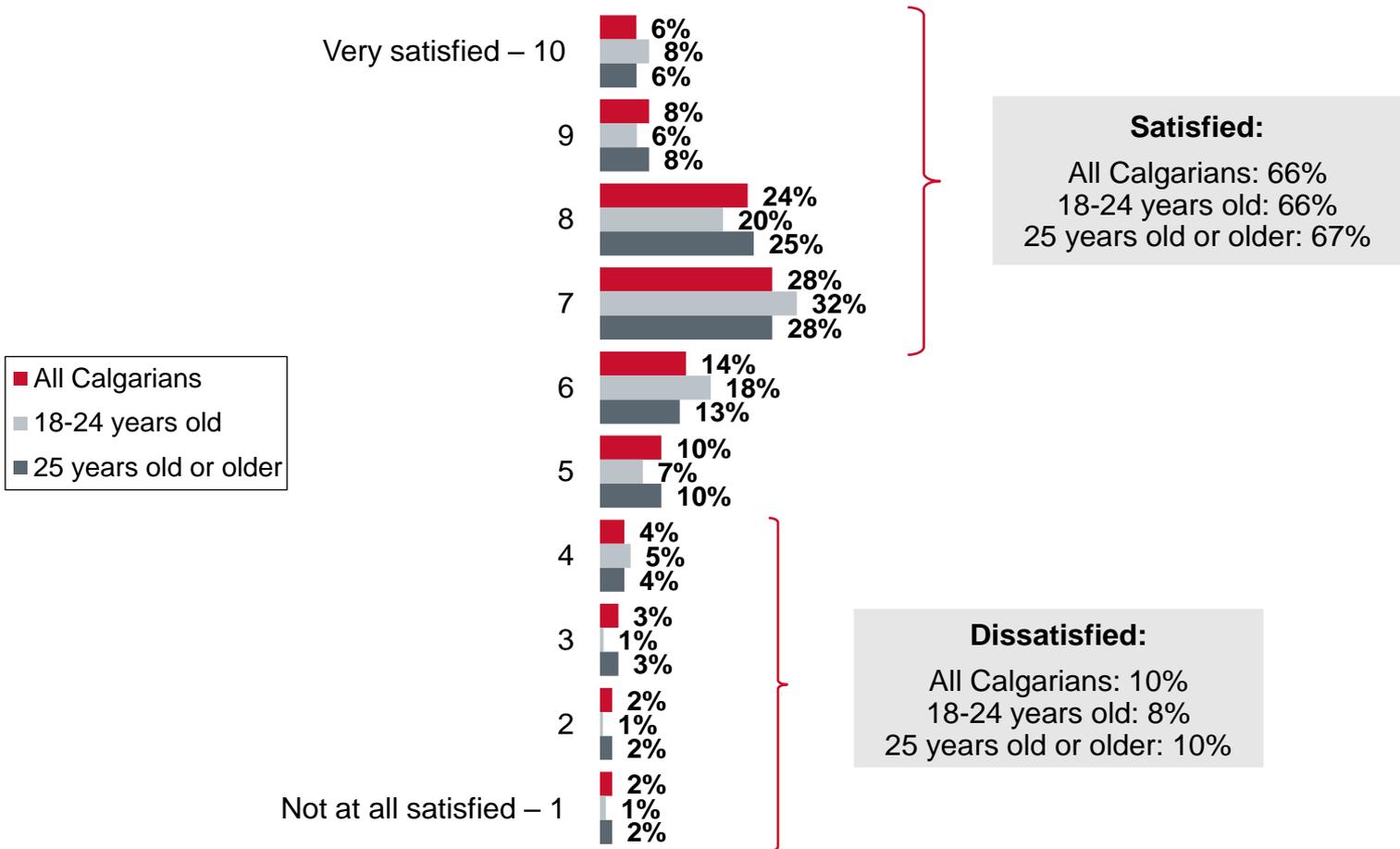
Multiple Responses

In your view, as a resident of the city of Calgary, what is the most important issue facing your community, that is, the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?  
Base: Valid respondents (All Calgarians, n=2,458; 18-24, n=144; 25+, n=2,266)



# Overall Satisfaction with City Programs & Services

There is no significant difference in overall satisfaction with City programs and services between Calgarians 18-24 years old (66%) and those 25 years old or older (67%).



On a scale from “1” to “10” where “1” represents “not at all satisfied” and “10” represents “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents (All Calgarians, n=2,489; 18-24, n=148; 25+, n=2,293)

Calgary



## Connectedness and Inclusivity

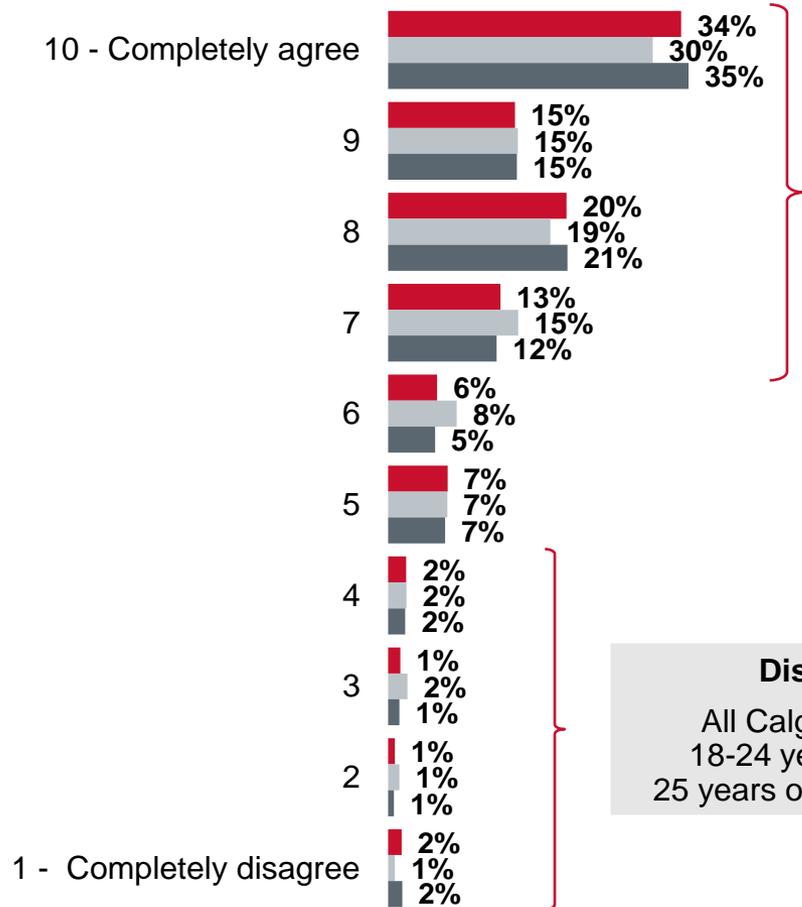
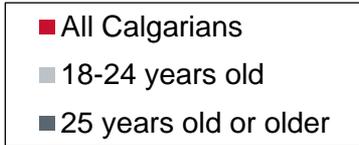




# Proud to be Calgarian

About four-in-five (82%) Calgarians indicate they are proud to be Calgarian, with no significant differences between age groups (79% 18-24 years old vs. 82% 25 years old or older).

“I am proud to be Calgarian.”



**Agree:**  
 All Calgarians: 82%  
 18-24 years old: 79%  
 25 years old or older: 82%\*

**Disagree:**  
 All Calgarians: 6%  
 18-24 years old: 6%  
 25 years old or older: 6%

\*Rounding

Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

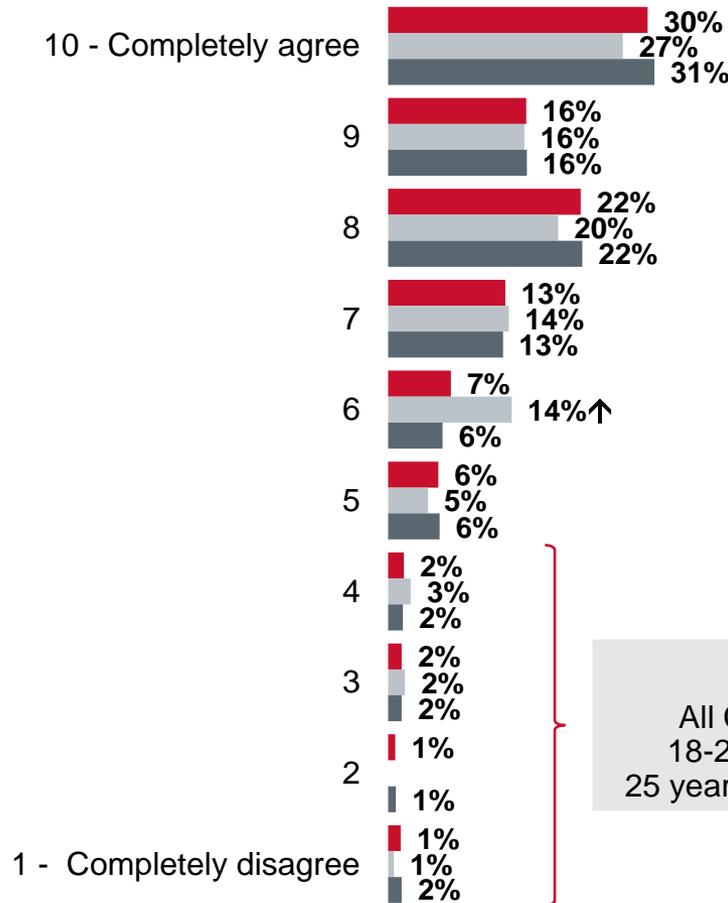
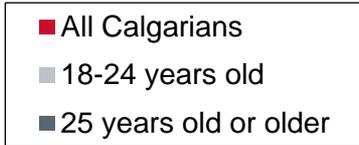
Base: Valid respondents (All Calgarians, n=2,497; 18-24, n=148; 25+, n=2,300)



# Proud to Live in my Neighbourhood

A majority of Calgarians, regardless of age, are proud to live in their neighbourhood (76% 18-24 years old vs. 82% 25 years old or older)

“I am proud to live in my neighbourhood.”



**Agree:**  
 All Calgarians: 81%  
 18-24 years old: 76%\*  
 25 years old or older: 82%

**Disagree:**  
 All Calgarians: 6%  
 18-24 years old: 5%  
 25 years old or older: 6%\*

\*Rounding

Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

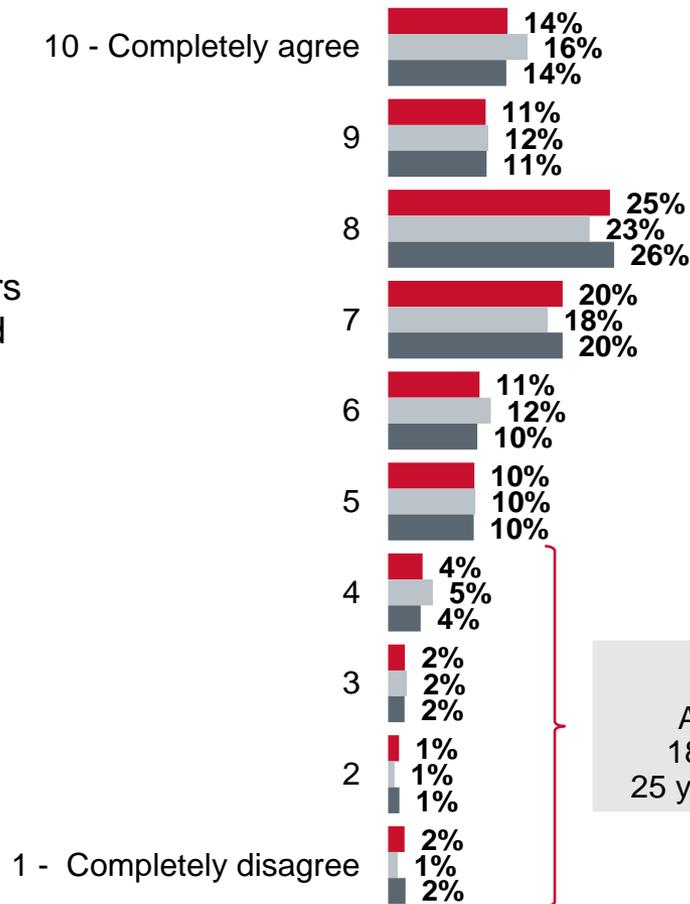
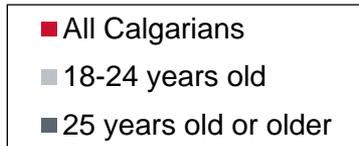
Base: Valid respondents (All Calgarians, n=2,499; 18-24, n=148; 25+, n=2,303)



# City Fosters Inclusivity and Acceptance

There is no significant difference in the number of 18–24 year old Calgarians who agree The City fosters a City that is inclusive and accepting (69%) and the number of Calgarians 25 years old or older who think the same (71%).

“The City of Calgary fosters a city that is inclusive and accepting of all.”



**Agree:**  
 All Calgarians: 70%  
 18-24 years old: 69%  
 25 years old or older: 71%

**Disagree:**  
 All Calgarians: 9%  
 18-24 years old: 9%  
 25 years old or older: 9%

\*Rounding

Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

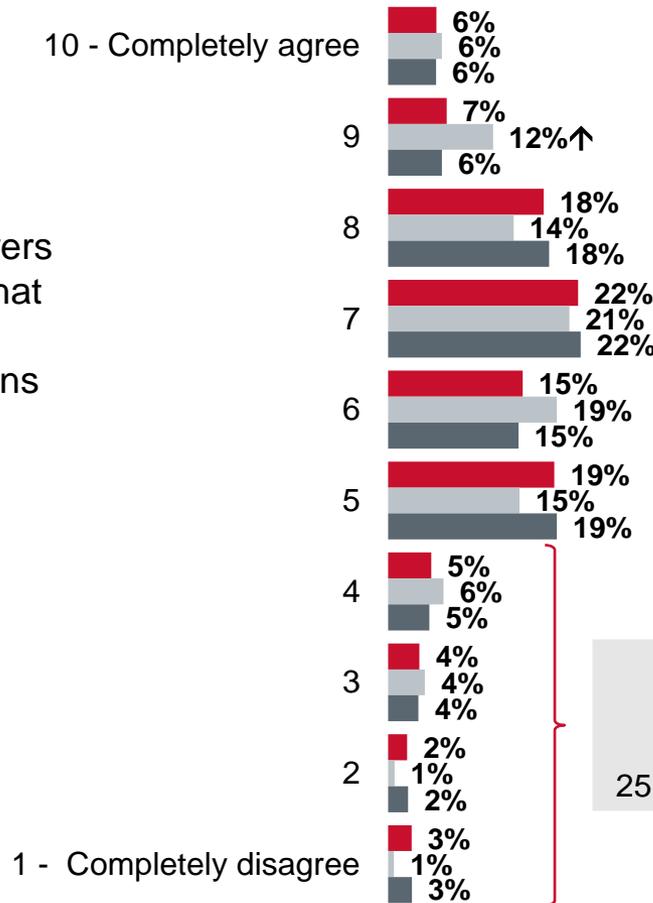
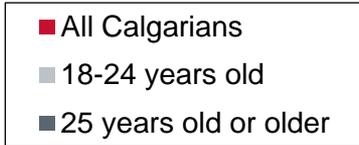
Base: Valid respondents (All Calgarians, n=2,477; 18-24, n=148; 25+, n=2,283)



# City Removes Barriers to Participation

About half of Calgarians, regardless of age, agree The City delivers programs and services that remove barriers to participation for Calgarians who need it most (53% 18-24 years old vs. 52% 25 years old or older).

“The City of Calgary delivers programs and services that remove barriers to participation for Calgarians who need it the most.”



**Agree:**  
 All Calgarians: 52%\*  
 18-24 years old: 53%  
 25 years old or older: 52%

**Disagree:**  
 All Calgarians: 13%\*  
 18-24 years old: 12%  
 25 years old or older: 13%\*

\*Rounding

Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

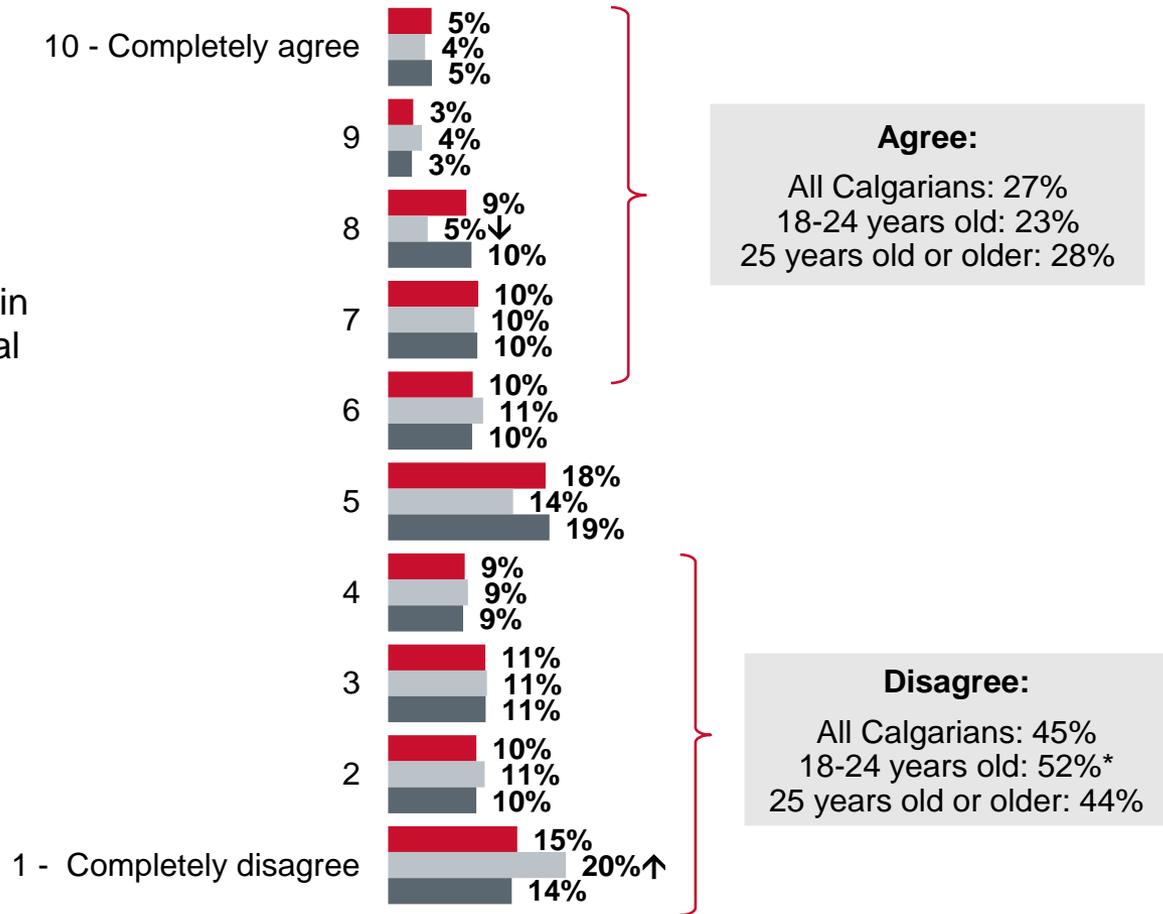
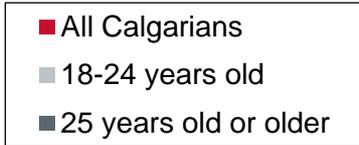
Base: Valid respondents (All Calgarians, n=2,417; 18-24, n=147; 25+, n=2,224)



# Regularly Involved in Local Community Events

Only about one-quarter of Calgarians agree they are regularly involved in neighbourhood and local community events (23% 18-24 years old vs. 28% 25 years old or older). Younger Calgarians are more likely to 'completely disagree' (20%) than older Calgarians (14%).

"I am regularly involved in neighbourhood and local community events."



\*Rounding

Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (All Calgarians, n=2,499; 18-24, n=148; 25+, n=2,302)

Calgary



## The Environment

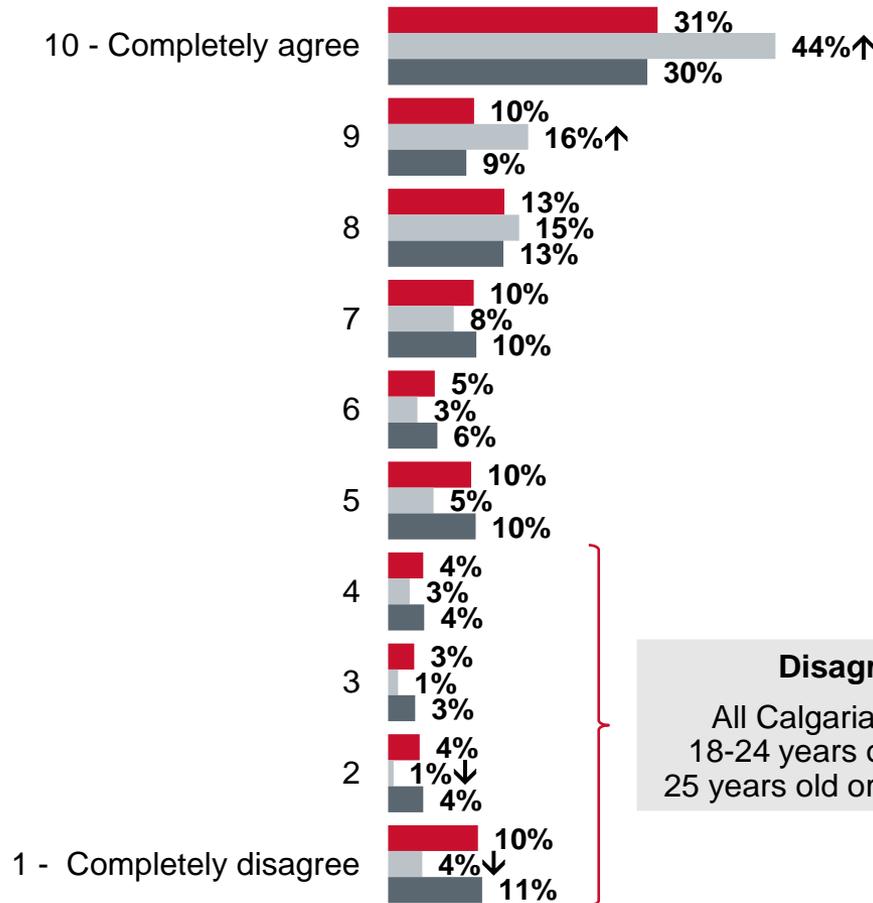
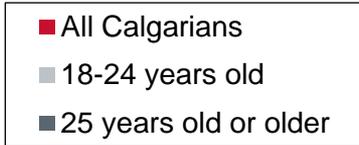




# We Need to Act Now to Address Climate Change

Calgarians between the ages of 18 and 24 (83%) are much more likely than those 25 or older (62%) to agree we need to act now to address climate change. They are also more likely to ‘completely agree’ (44% vs. 30%).

“I think we need to act now to address climate change.”



**Agree:**  
 All Calgarians: 64%  
 18-24 years old: 83%↑  
 25 years old or older: 62%

**Disagree:**  
 All Calgarians: 21%  
 18-24 years old: 8%\*↓  
 25 years old or older: 22%

\*Rounding

Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

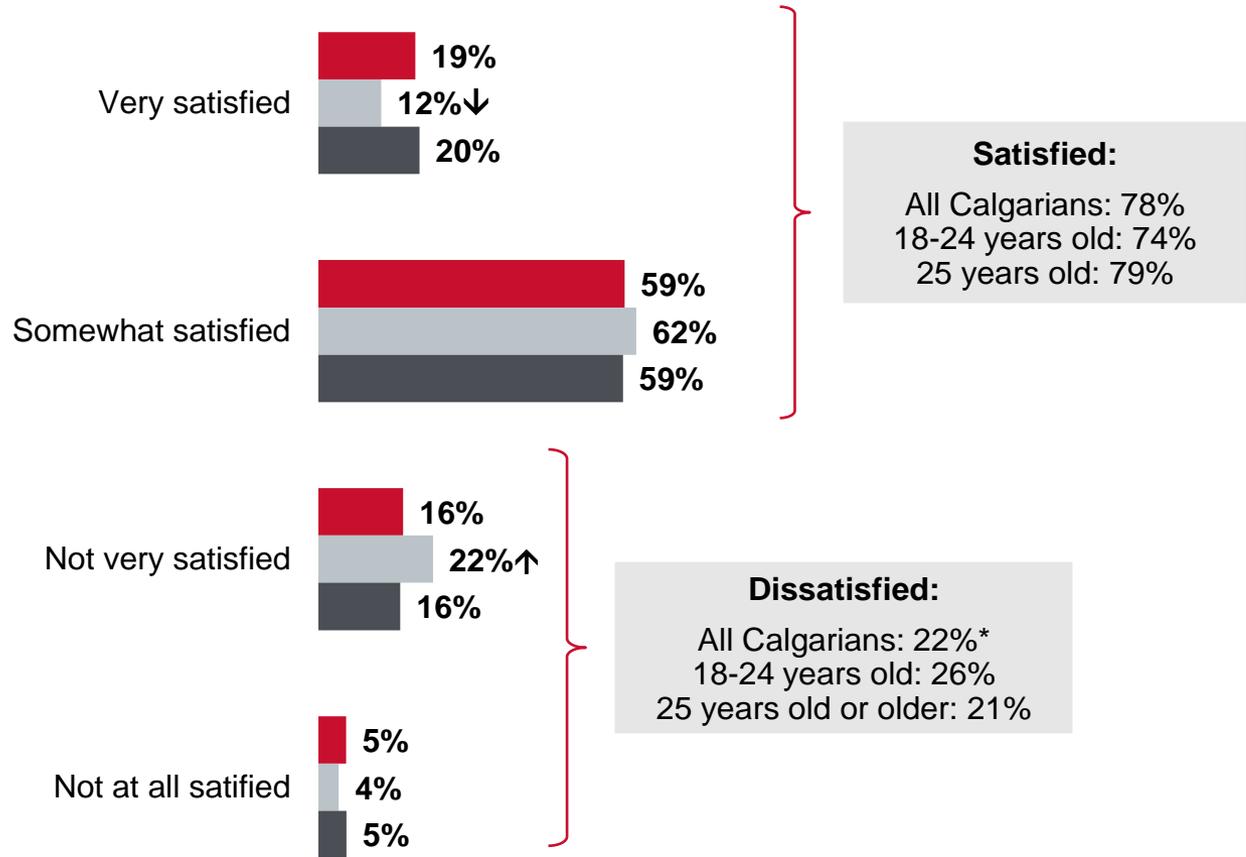
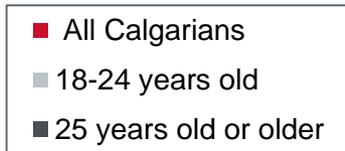
Base: Valid respondents (All Calgarians, n=2,493; 18-24, n=148; 25+, n=2,297)



# Satisfaction with City Environmental Protection

There is no significant difference in satisfaction with the job The City is doing to protect the environment between 18-24 year olds (74%) and those 25 years old or older (79%).

How satisfied are you with the job The City is doing to protect the environment?



How satisfied are you with the job The City of Calgary is currently doing to protect the environment? Are you...?  
 Base: Valid respondents (All Calgarians, n=2,463; 18-24, n=148; 25+, n=2,270)

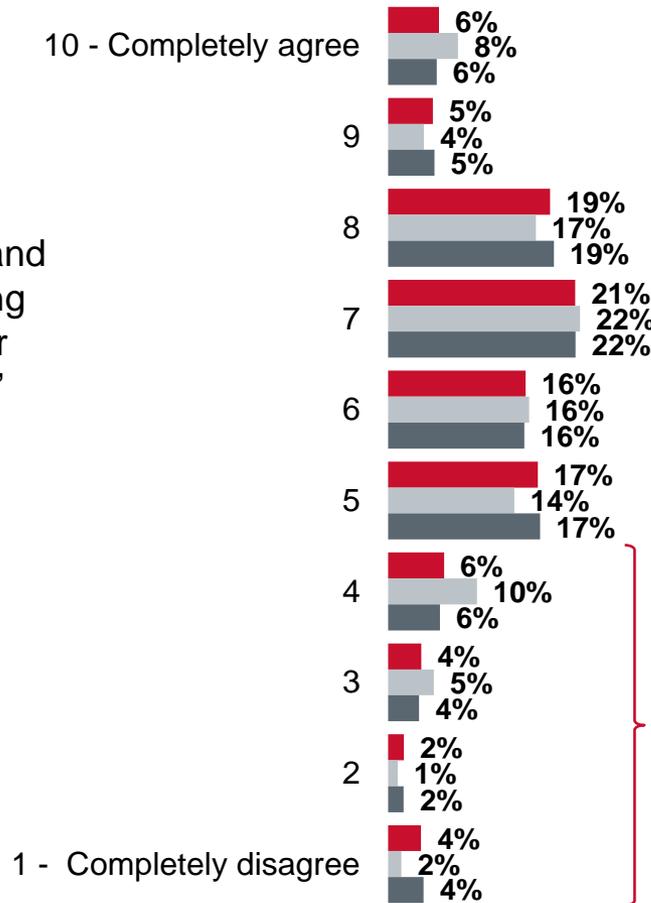
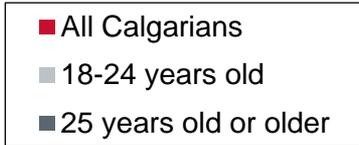
\*Rounding



# Programs and Services to Reduce Environmental Impact

Only half of Calgarians (51%) of any age group agree The City has programs and services aimed at helping Calgarians reduce their environmental impact (51% 18-24 years old vs. 51% 25 years old or older).

“The City has programs and services aimed at helping Calgarians reduce their environmental impact.”



**Agree:**  
 All Calgarians: 51%  
 18-24 years old: 51%  
 25 years old or older: 51%\*

**Disagree:**  
 All Calgarians: 16%  
 18-24 years old: 18%  
 25 years old or older: 15%\*

\*Rounding

Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (All Calgarians, n=2,453; 18-24, n=148; 25+, n=2,256)



## Safety Perceptions

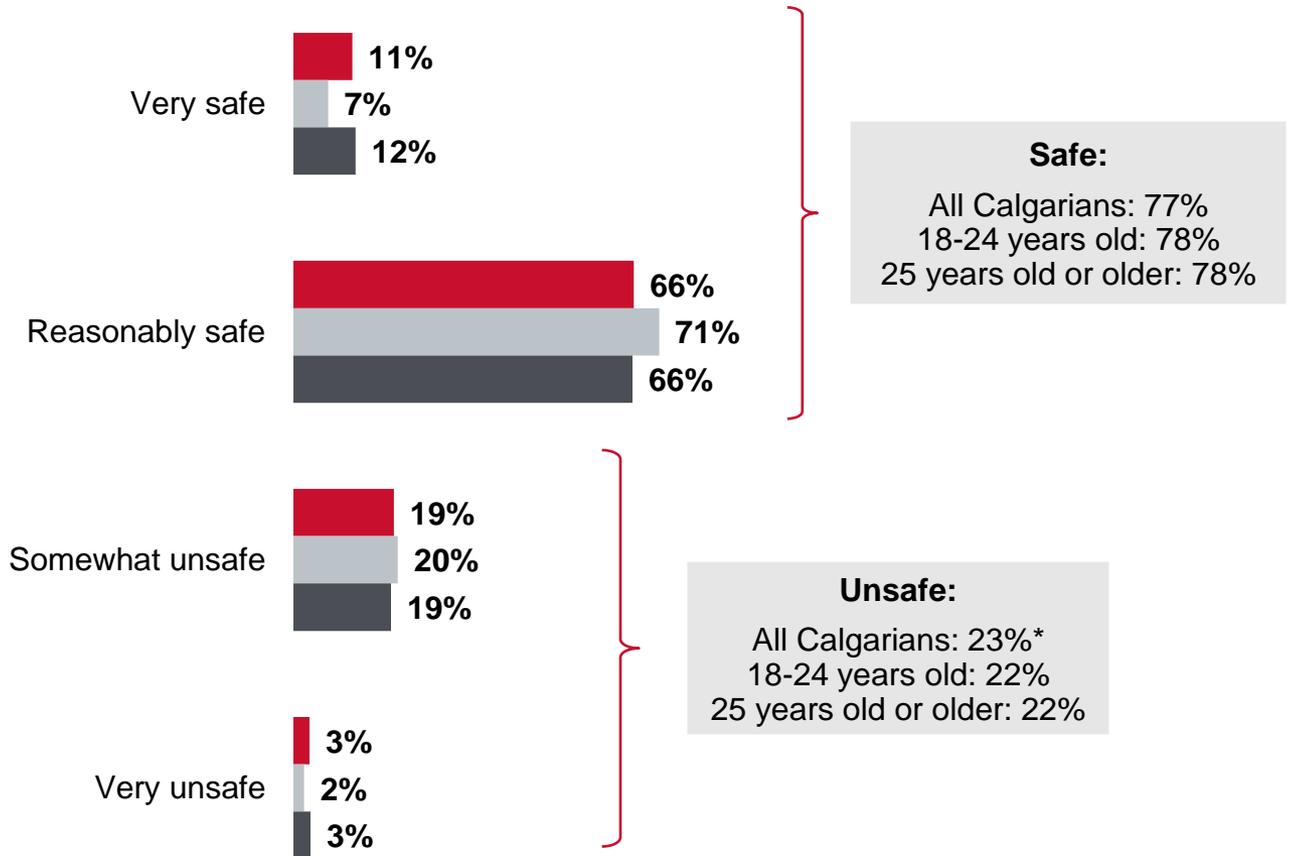
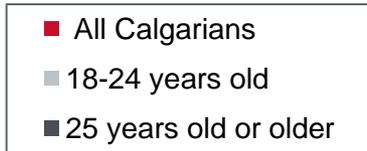




# Overall Perceived Safety of The City of Calgary

There is no significant difference across groups in the number of Calgarians who indicate Calgary is safe (78% 18-24 years old vs. 78% 25 years old or older).

How safe or unsafe do you think Calgary is overall?



How safe or unsafe do you think Calgary is overall?  
 Base: Valid respondents (All Calgarians, n=2,489; 18-24, n=148; 25+, n=2,293)

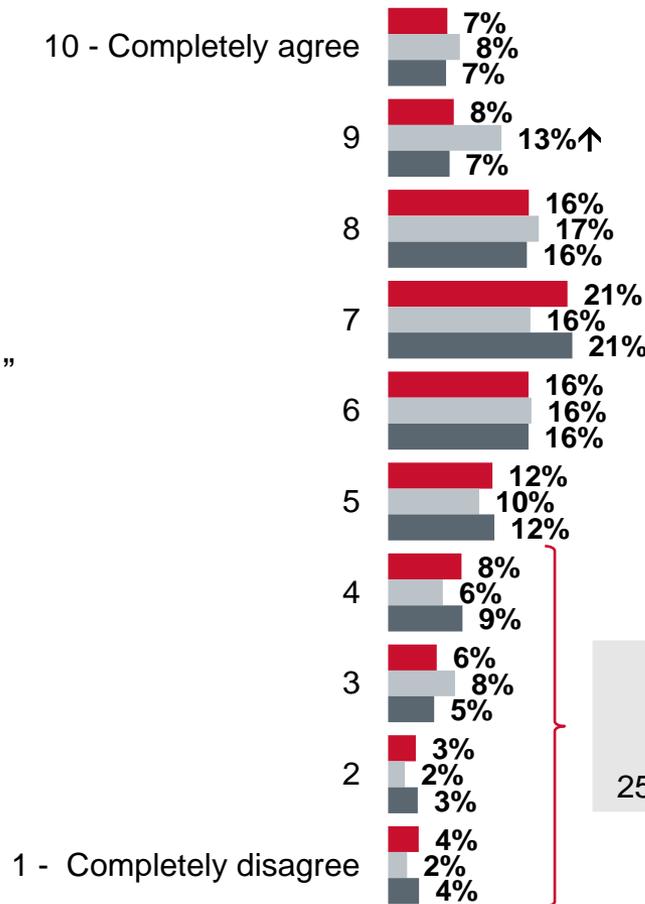
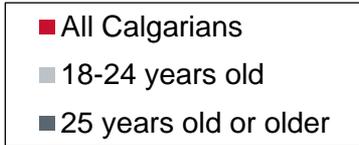
\*Rounding



# Calgary is Safe for All Residents and Visitors

About half of Calgarians of all ages (51%) agree Calgary is safe for all residents and visitors (55% 18-24 years old vs. 51% 25 years old or older).

“Calgary is safe for all residents and visitors, regardless of things like ethnicity, race, religion, income, or sexual identity.”



**Agree:**  
 All Calgarians: 51%\*  
 18-24 years old: 55%\*  
 25 years old or older: 51%

**Disagree:**  
 All Calgarians: 21%  
 18-24 years old: 18%  
 25 years old or older: 21%

\*Rounding

Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

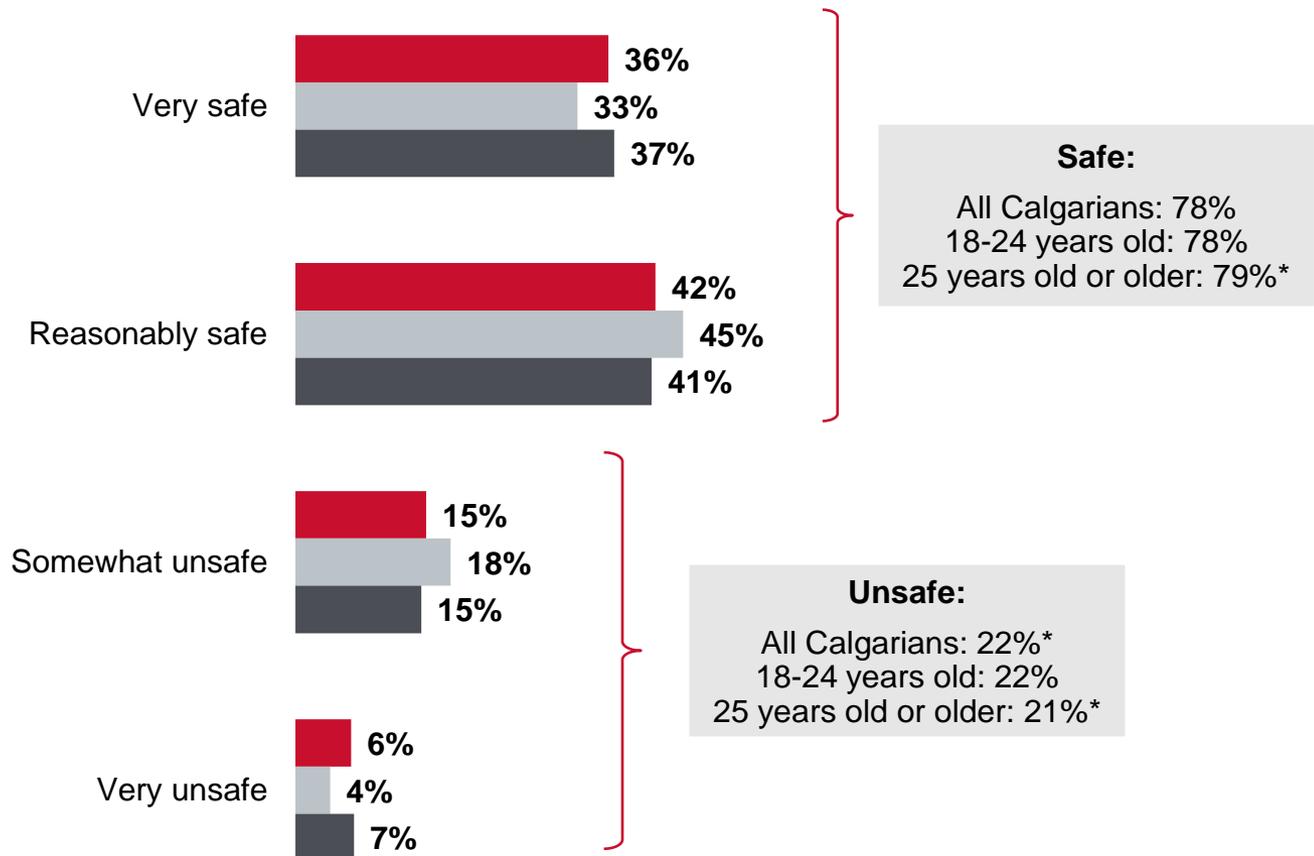
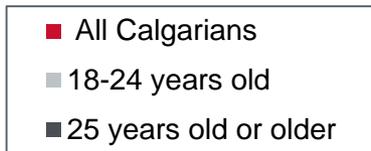
Base: Valid respondents (All Calgarians, n=2,488; 18-24, n=148; 25+, n=2,292)



# Perceived Safety in Own Neighbourhood

About three-quarters of Calgarians, regardless of age, feel 'safe' walking alone in their neighbourhood after dark (78% 18-24 years old vs. 79% 25 years old or older).

How safe do you feel walking alone in your neighbourhood after dark?



How safe do you feel or would you feel walking alone in your neighbourhood after dark?  
 Base: Valid respondents (All Calgarians, n=2,496; 18-24, n=147; 25+, n=2,300)

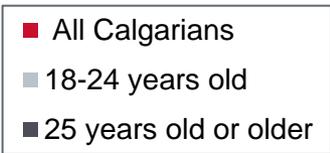
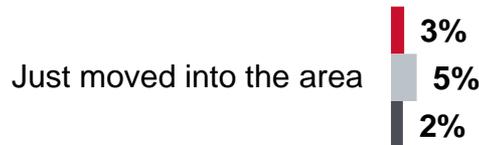
\*Rounding



# Perceived Change in Neighbourhood Crime

When compared to Calgarians 25 years old or older, 18-24 year olds are more likely to report that crime in their neighbourhood has stayed about the same (58% vs. 48%) and less likely to indicate it has increased (31% vs. 46%).

During the last three years has crime in your neighbourhood...



During the last 3 years, do you think that crime in your neighbourhood has increased, decreased or remained about the same?  
 Base: Valid respondents (All Calgarians, n=2,484; 18-24, n=145; 25+, n=2,292)

Calgary



# Taxation

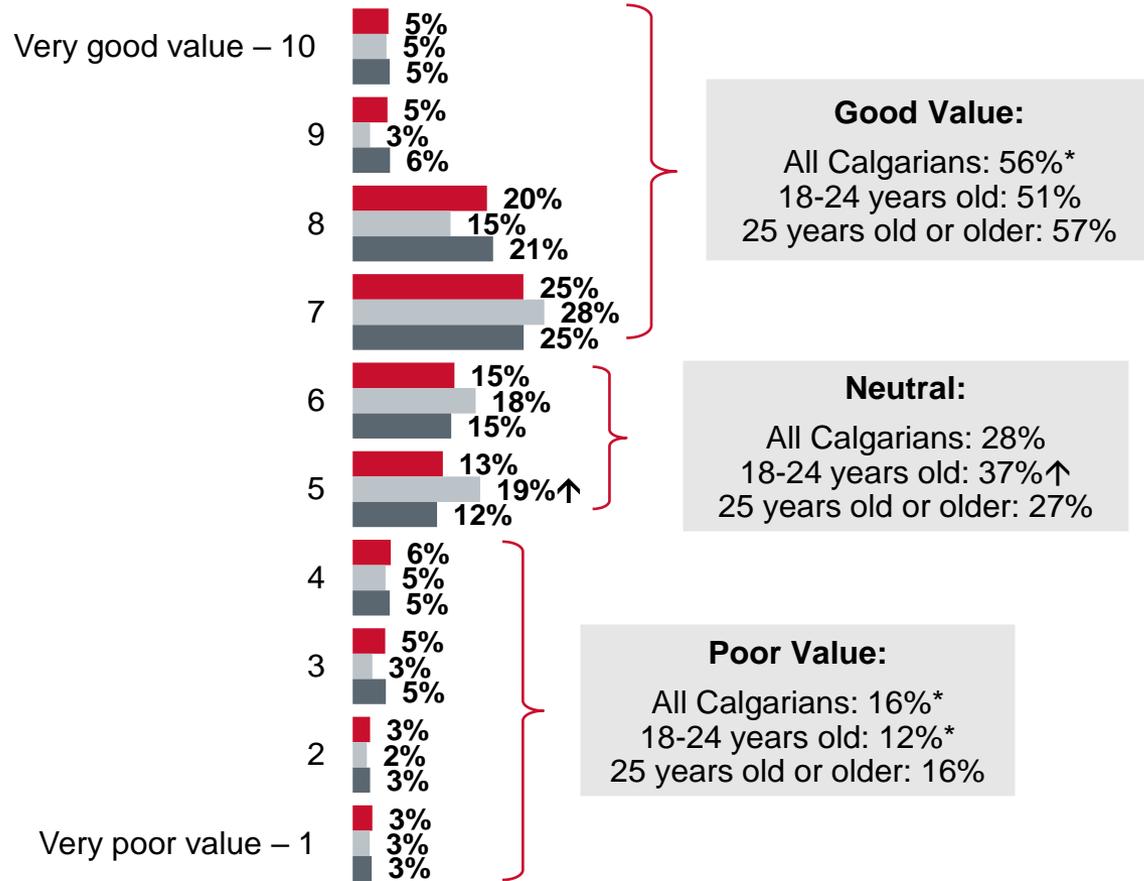
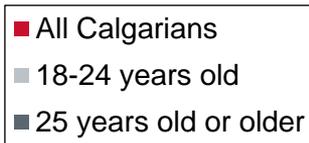




# Perceived Value of Property Taxes

Younger Calgarians are more likely than older Calgarians to rate the value they receive from their municipal tax dollars as 'neutral' (37% 18-24 years old vs. 27% 25 years old or older). Both groups report 'good value' at about the same rate (51% vs. 57%)

Rate the value you feel you receive from your municipal tax dollars.



\*Rounding

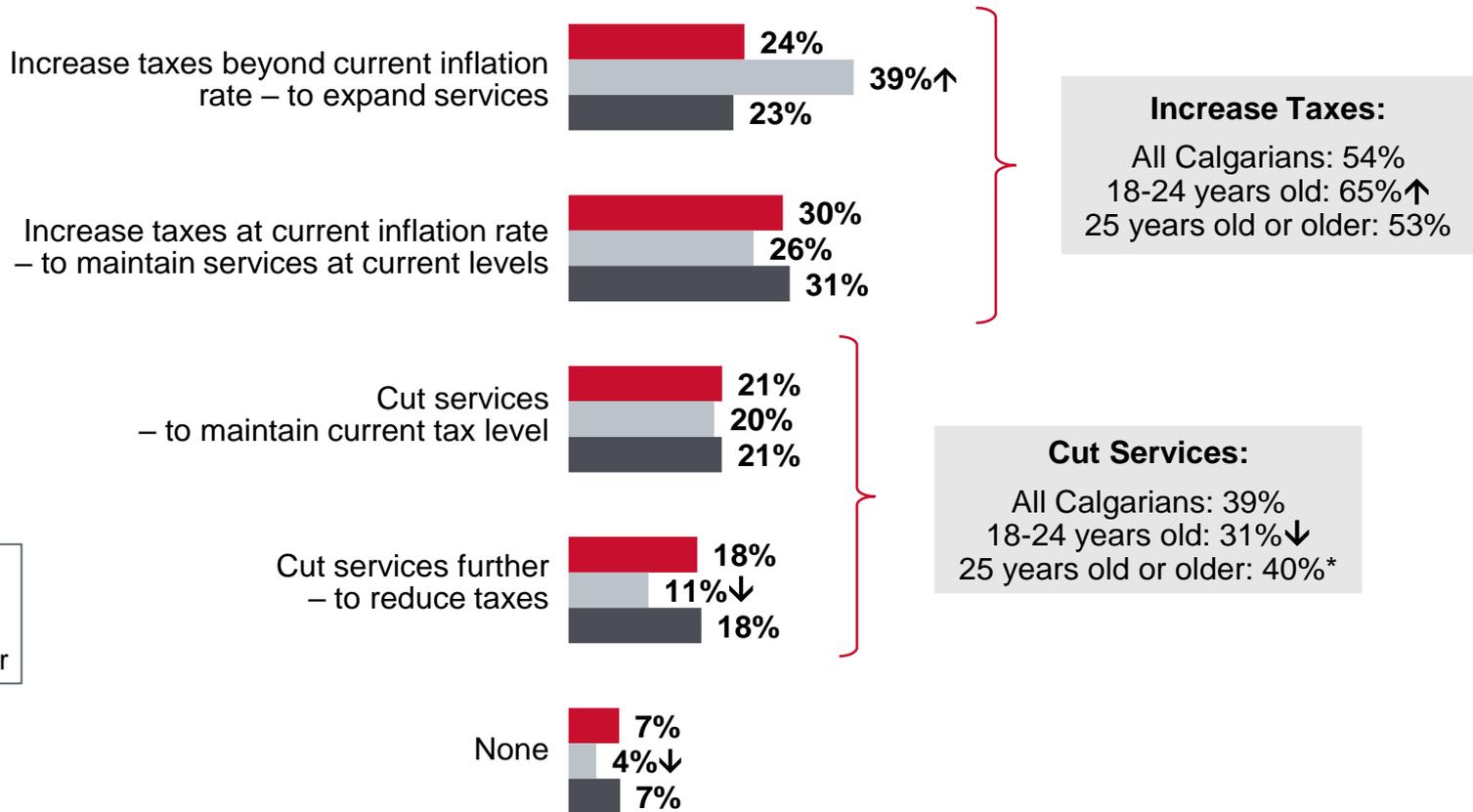
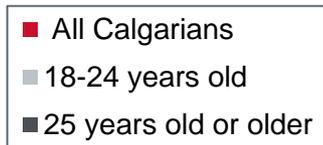
Your property tax dollars are divided between The City and the Province. In Calgary, approximately two-thirds of your residential property tax payment goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where "1" represents "very poor value" and "10" represents "very good value."  
Base: Valid respondents (All Calgarians, n=2,461; 18-24, n=141; 25+, n=2,272)



# Balancing Taxation and Service Delivery Levels

Young adults are more likely than older adults to want The City to increase taxes at or beyond inflation to maintain or expand services (65% 18-24 years old vs. 53% 25 years old or older) and less likely to want to cut services to maintain the current tax level or reduce taxes (31% vs. 40%).

Which of the four options would you most like The City to pursue?



Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like The City to pursue?  
 Base: Valid respondents (All Calgarians, n=2,469; 18-24, n=148; 25+, n=2,274)

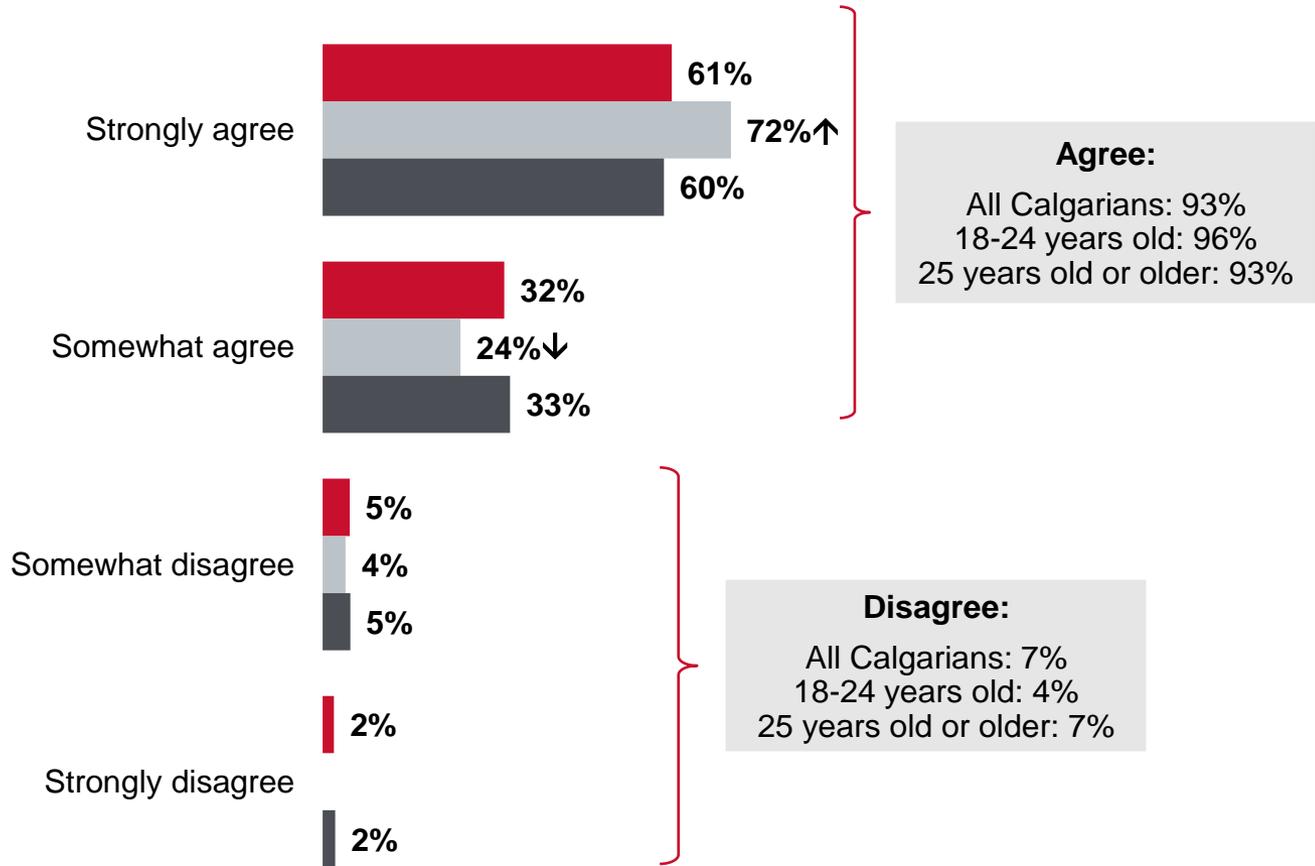
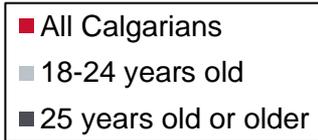
\*Rounding



# Property Tax Dollar Investment

Younger Calgarians are more likely than older Calgarians to ‘strongly agree’ they are interested in how their property tax dollars are invested in City Services (72% 18-24 years old vs. 60% 25 years old or older), although they agree overall (strongly + somewhat) at about the same rate (96% vs. 93%).

“I am interested in knowing how my property tax dollars are invested in various City services.”



Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.  
 Base: Valid respondents (All Calgarians, n=2,487; 18-24, n=148; 25+, n=2,291)

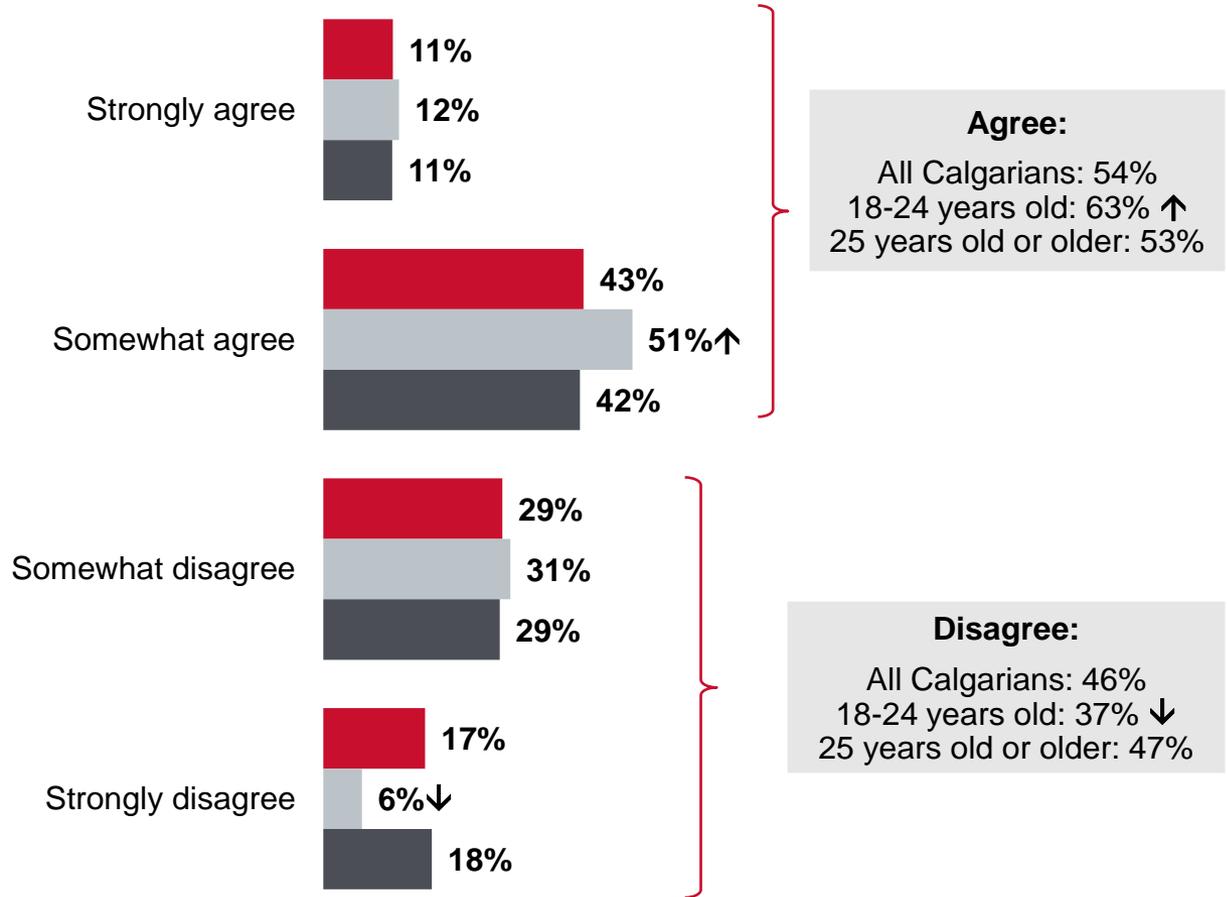


# Information About Property Tax Dollar Investment

Calgarians aged 18-24 years old are significantly more likely than Calgarians 25 years old or older to agree The City does a good job of providing citizens with information about how their property tax dollars are invested (63% vs. 53%).

“The City does a good job of providing citizens with information about how their property tax dollars are invested in various City services.”

- All Calgarians
- 18-24 years old
- 25 years old or older



Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.  
 Base: Valid respondents (All Calgarians, n=2,464; 18-24, n=147; 25+, n=2,269)



## Perceptions of Communications and Customer Service Delivery

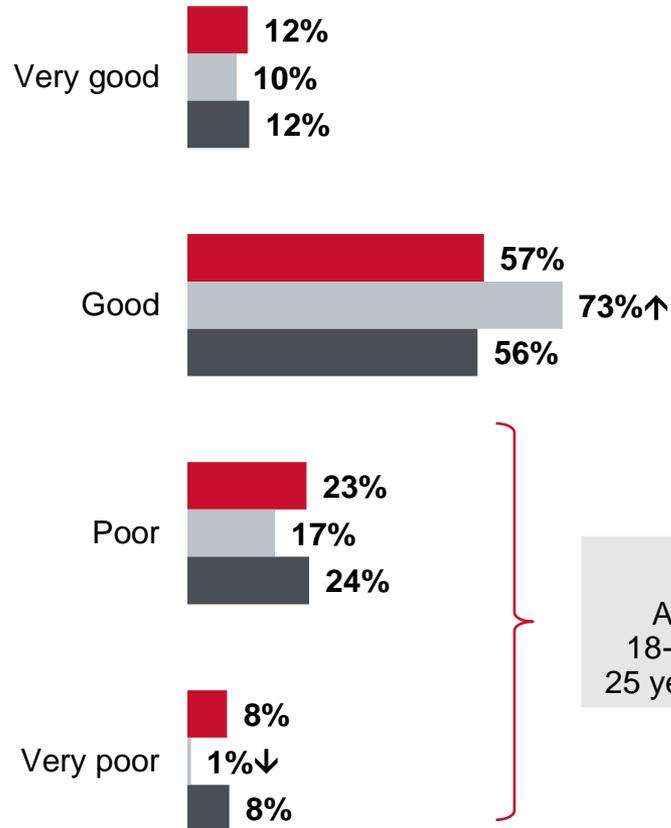
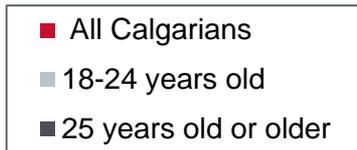




# Overall Communications from The City

More than four-in-five Calgarians between the ages of 18-24 (82%) rate communications from The City in the past six months as 'good,' compared to about two-thirds (68%) of those 25 years old or older.

How would you rate City communications with citizens in the past six months?



**Good:**  
 All Calgarians: 69%  
 18-24 years old: 82%\*↑  
 25 years old or older: 68%

**Poor:**  
 All Calgarians: 31%  
 18-24 years old: 18%↓  
 25 years old or older: 32%

\*Rounding

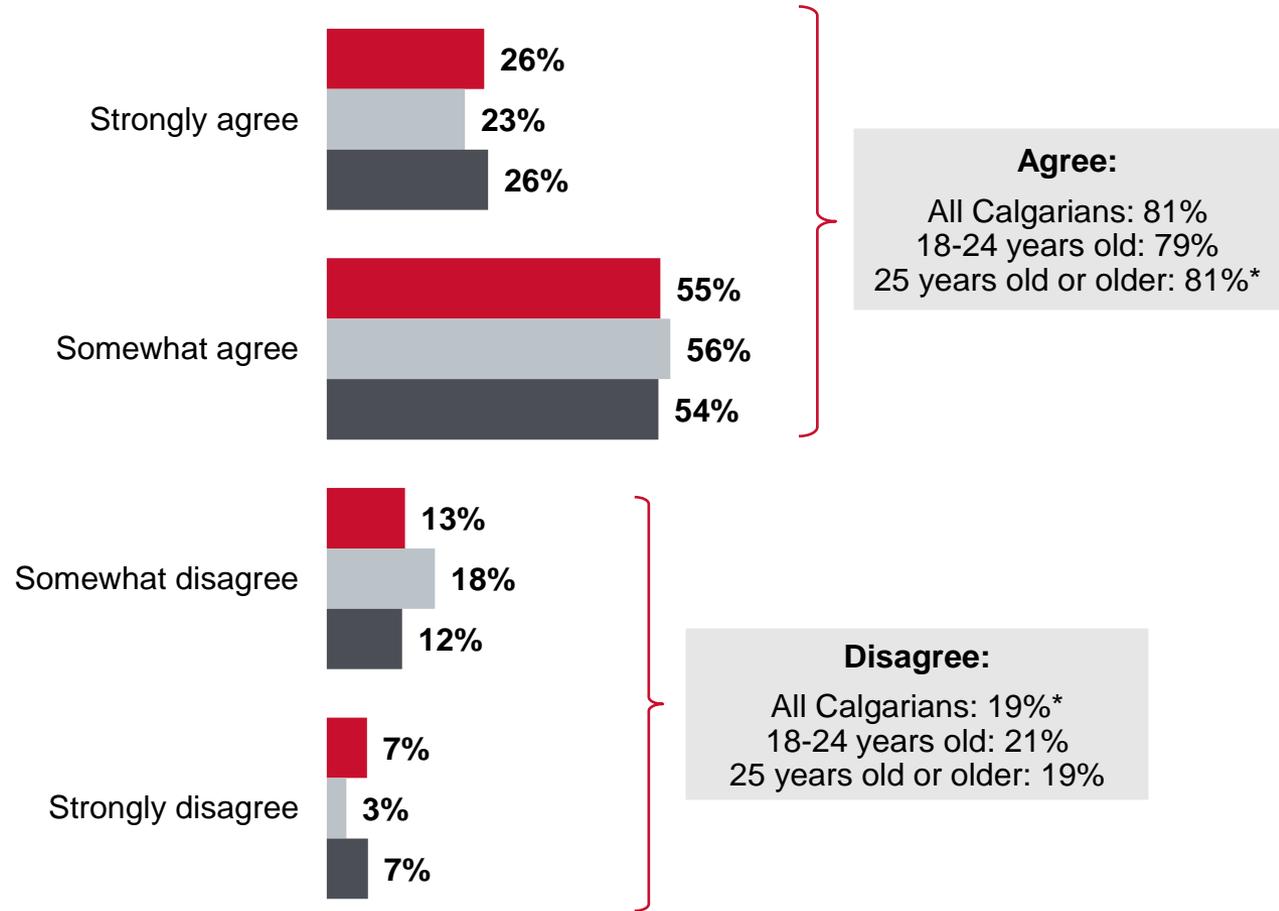
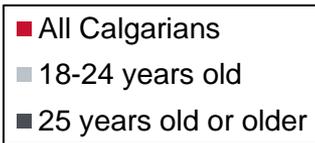
Overall, how would you rate The City of Calgary in terms of how well it communicates with citizens about its services, programs, policies and plans in the past 6 months?  
 Base: Valid respondents (All Calgarians, n=2,490; 18-24, n=147; 25+, n=2,294)



# Customer Service Expectations

About four-in-five Calgarians (81%), regardless of age, agree The City meets their customer service expectations (79% 18-24 years old vs. 81% 25 years old or older).

“The City of Calgary meets my customer service expectations.”



Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?

Base: Valid respondents (All Calgarians, n=2,481; 18-24, n=147; 25+, n=2,285)

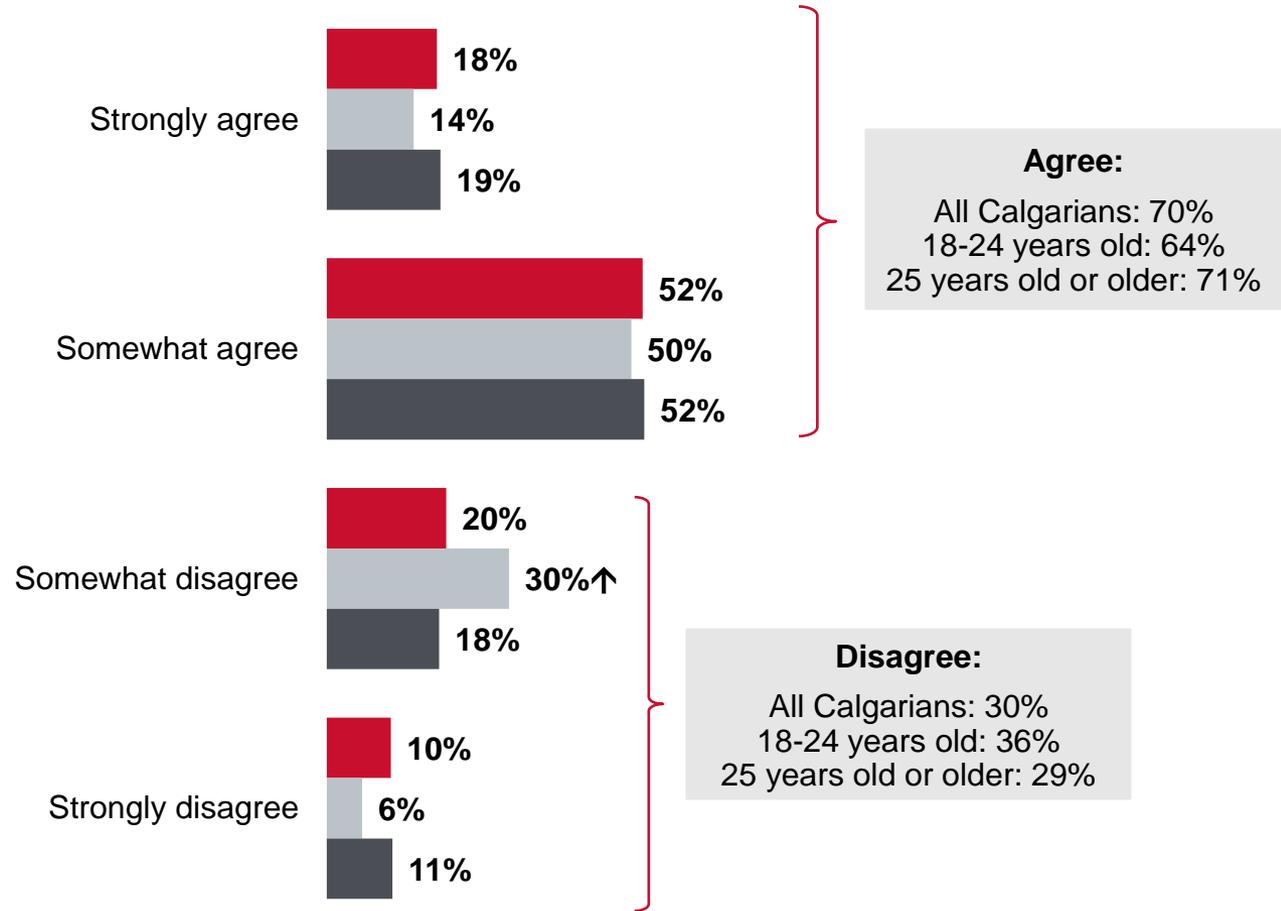
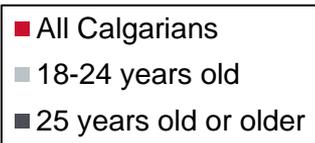
\*Rounding



# The City Responds Quickly

Younger and older Calgarians agree The City responds quickly to requests and concerns at about the same rate (64% 18-24 years old vs. 71% 25 years old or older).

“The City responds quickly to requests and concerns.”



Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (All Calgarians, n=2,461; 18-24, n=147; 25+, n=2,266)

Calgary



## City Reputation and Performance

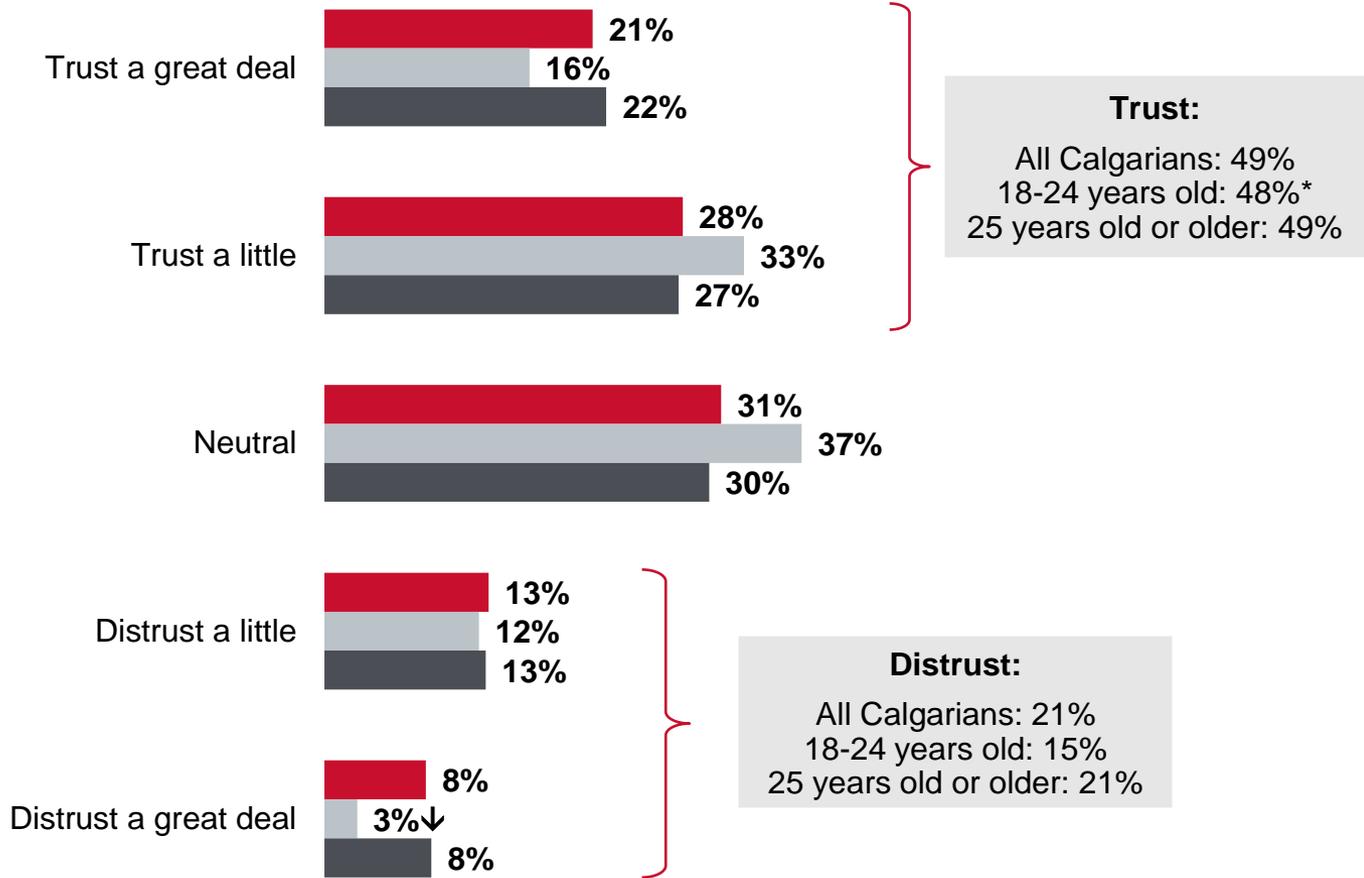
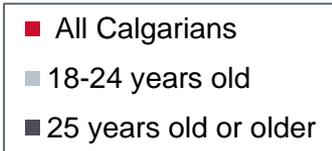




# Trust in The City of Calgary

Half of Calgarians (49%), regardless of age, trust The City (48% 18-24 years old vs. 49% 25 years old or older).

How much do you trust or distrust The City?



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

Base: Valid respondents (All Calgarians, n=2,494; 18-24, n=146; 25+, n=2,299)

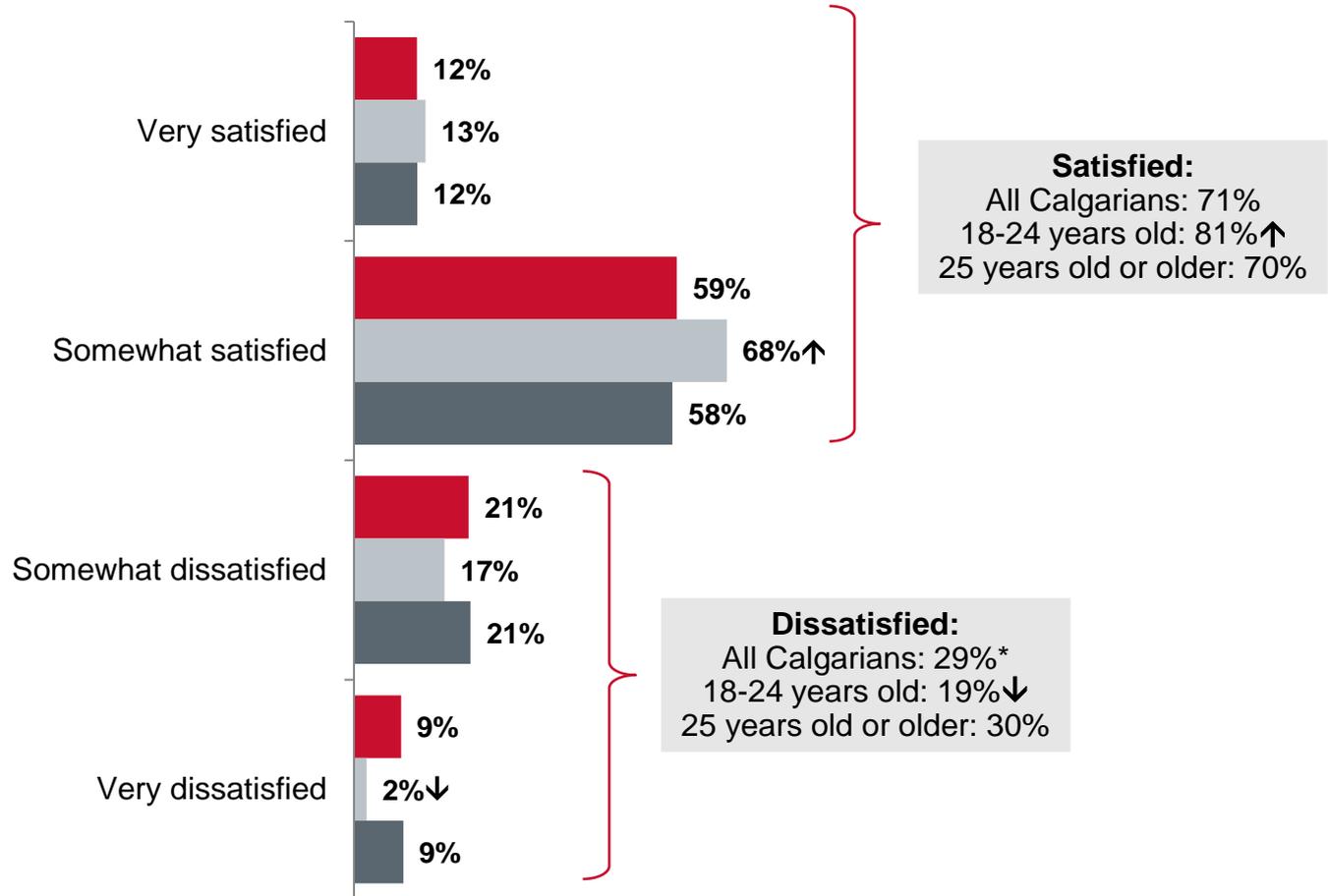
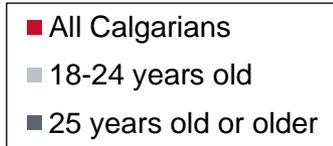
\*Rounding



# Perceptions About City Performance

Calgarians between the ages of 18-24 are more likely to be satisfied with The City, including Council and Administration, when compared to Calgarians 25 years old or older (81% vs. 70%).

Satisfaction with The City of Calgary, including Council and City Administration as a whole.



Taking everything into account, how satisfied or dissatisfied are you with the way The City of Calgary - including Council and City Administration as a whole - is going about running our City? Are you ...?  
 Base: Valid respondents (All Calgarians, n=2,497; 18-24, n=148; 25+, n=2,301)

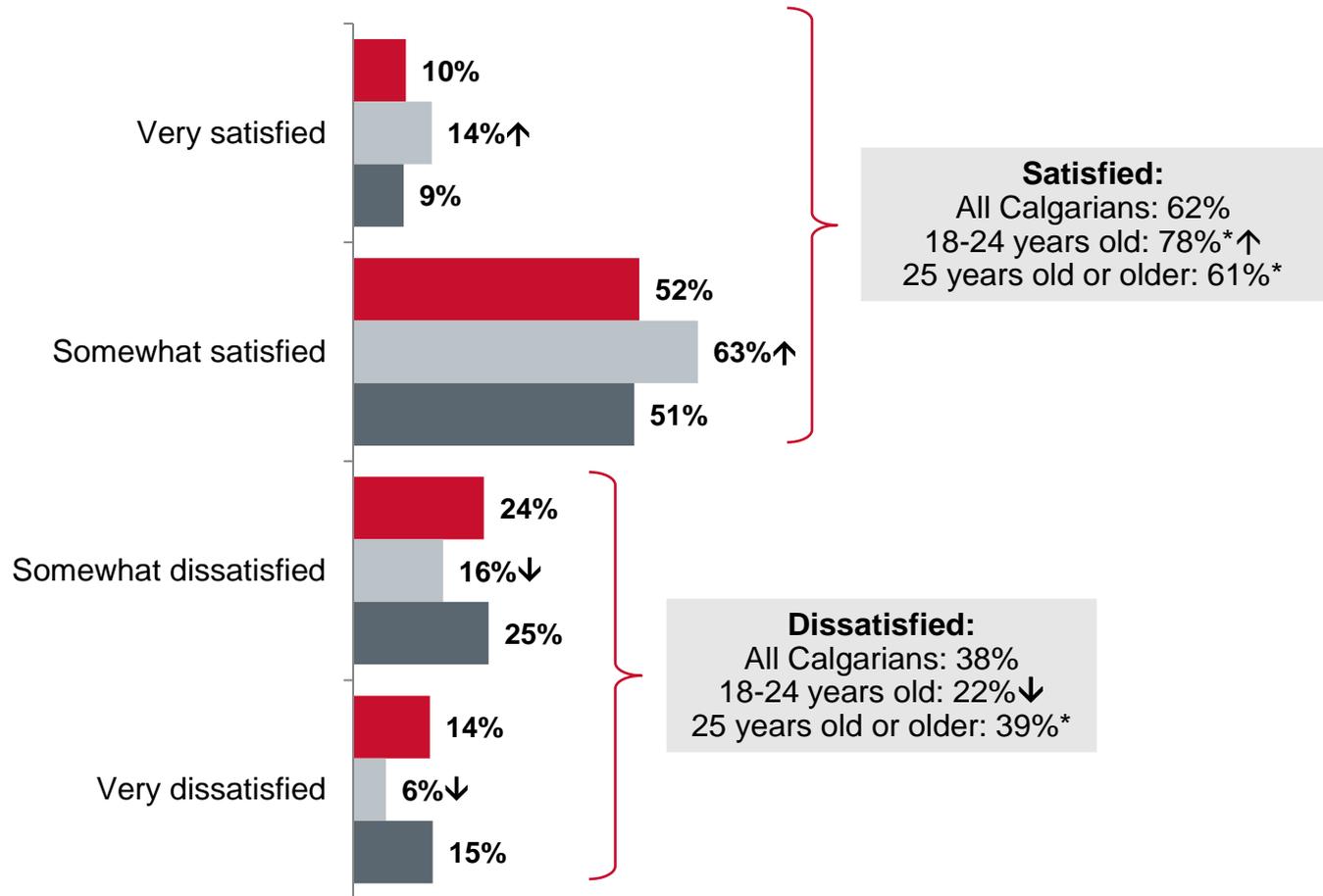
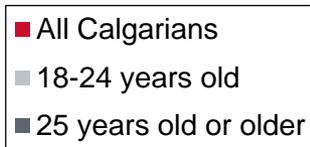
\*Rounding



# Perceptions About City Performance (cont.)

Younger Calgarians are more likely to be satisfied with City Council when compared to older Calgarians (78% 18-24 years old vs. 61% 25 years old or older).

Satisfaction with Calgary's City Council, excluding City Administration.



Thinking about Calgary's City Council, EXCLUDING City Administration, how satisfied or dissatisfied are you with the way City Council is going about running our City?

Base: Valid respondents (All Calgarians, n=2,478; 18-24, n=148; 25+, n=2,284)

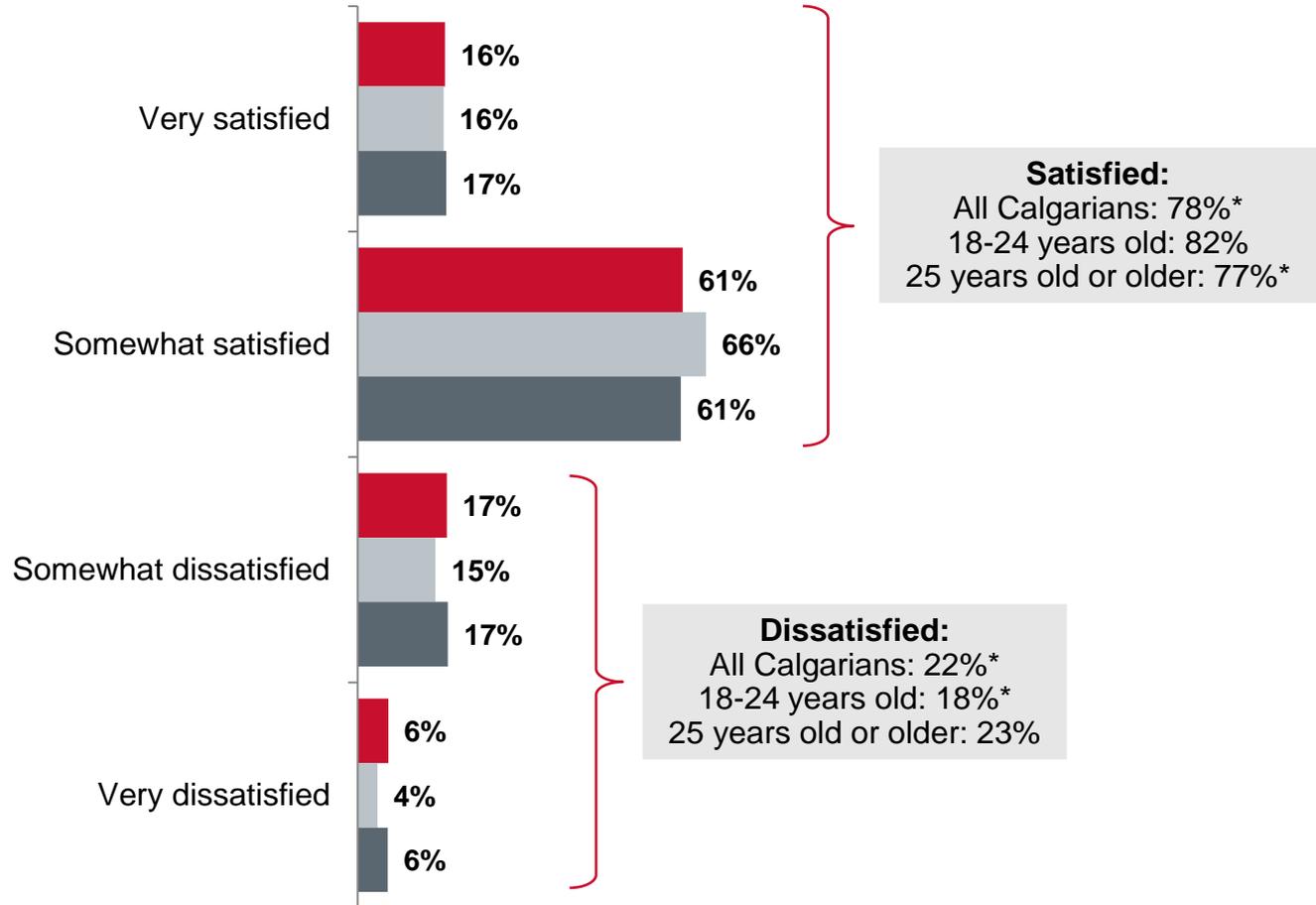
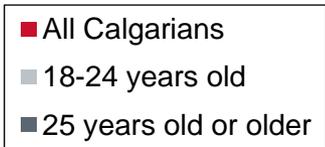
\*Rounding



# Perceptions About City Performance (cont.)

Both younger and older Calgarians are satisfied with City Administration at about the same rate (82% 18-24 years old vs 77% 25 years old or older).

Satisfaction with Calgary's City Administration, excluding Council.



Thinking about Calgary's City Administration, EXCLUDING Council, how satisfied or dissatisfied are you with the way City Administration is going about running our City?  
 Base: Valid respondents (All Calgarians, n=2,481; 18-24, n=148; 25+, n=2,287)

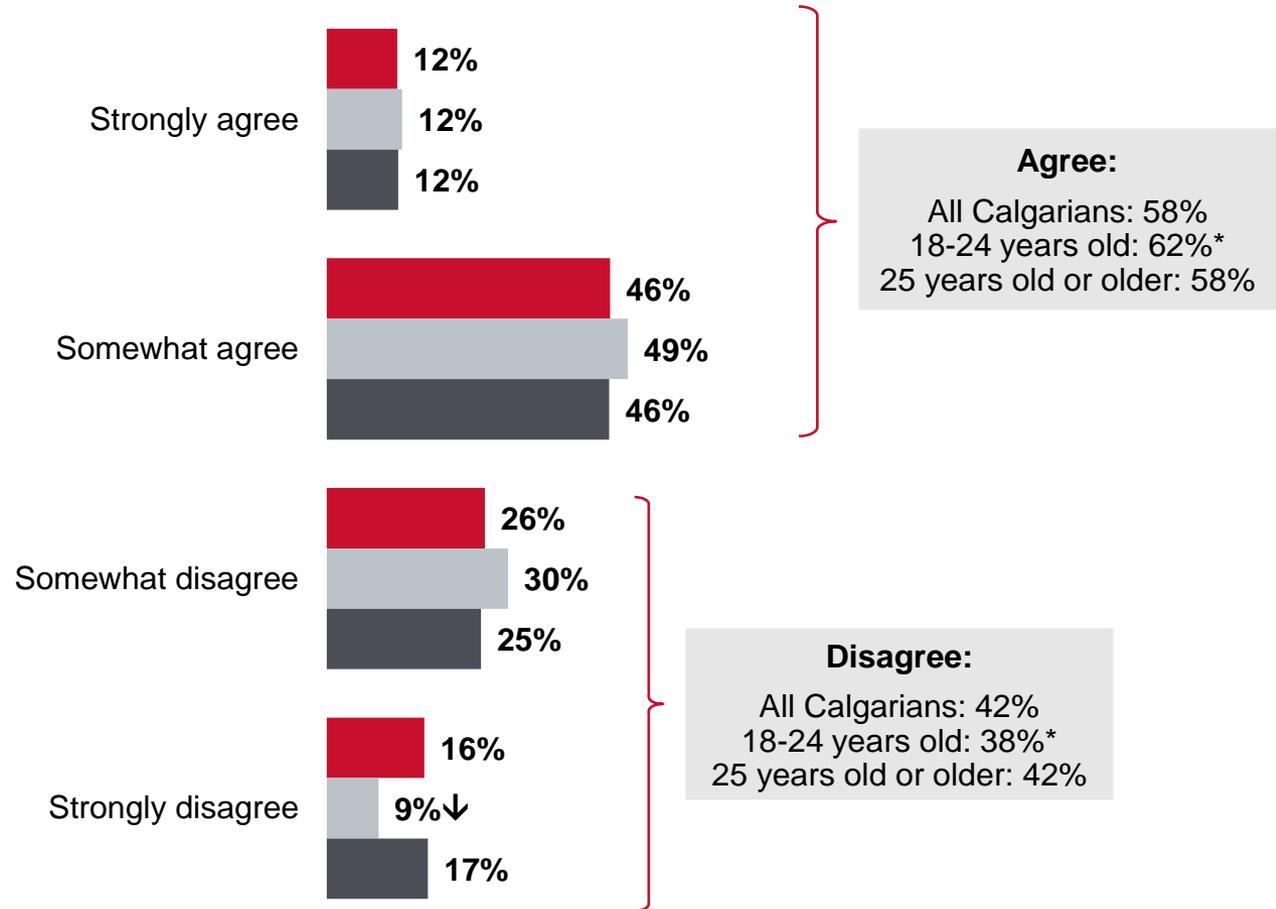
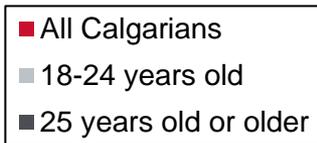
\*Rounding



# Manages Spending Responsibly

More than half of Calgarians (58%) of both age groups agree The City manages spending in a responsible way that reflects the needs and priorities of Calgarians (62% 18-24 years old vs. 58% 25 years old or older). However, younger Calgarians are less likely to 'strongly disagree' (9% vs. 17%).

“The City of Calgary manages its spending in a responsible way that reflects the needs and priorities of Calgarians.”



Please tell me whether you agree or disagree with each of the following statements?

Base: Valid respondents (All Calgarians, n=2,490; 18-24, n=148; 25+, n=2,294)

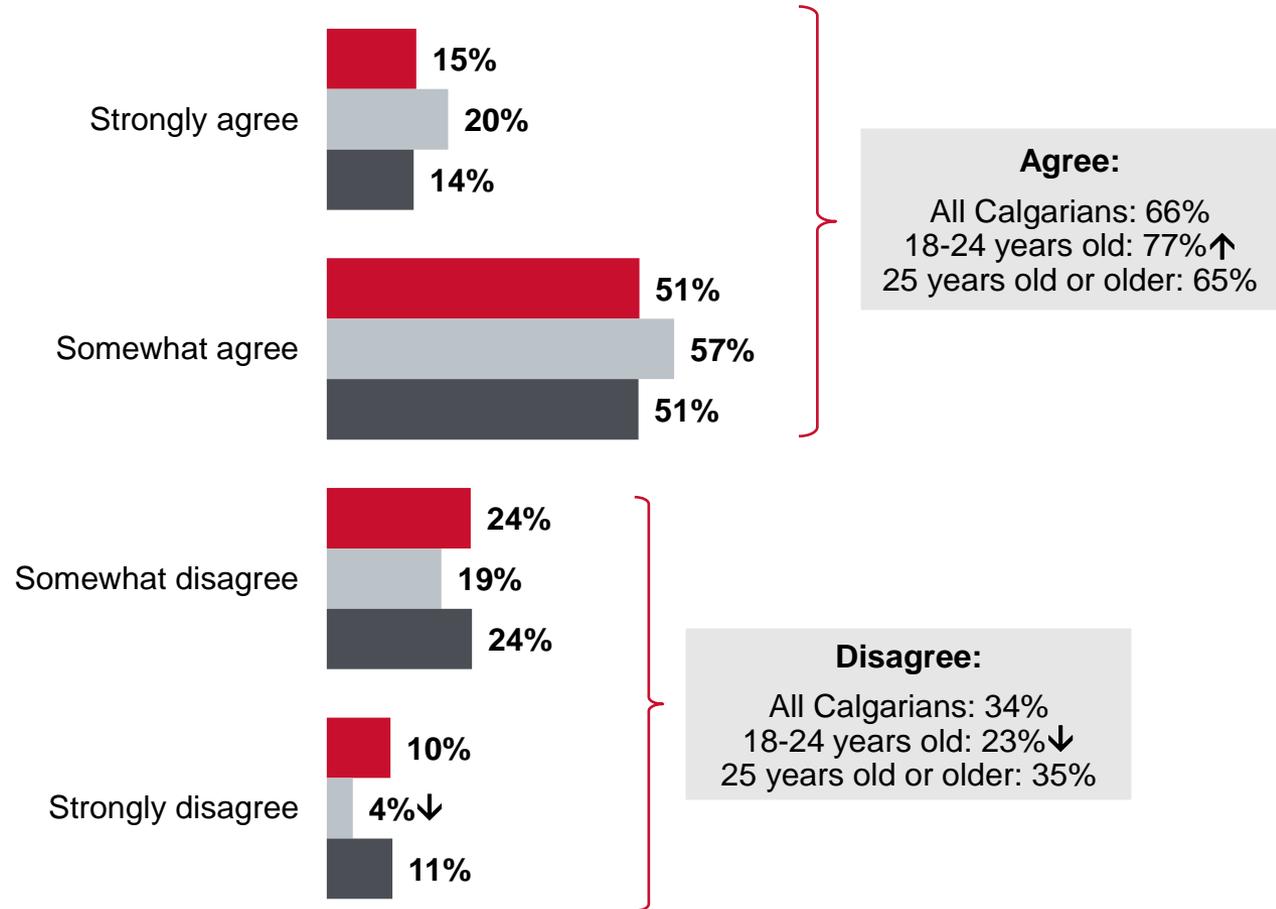
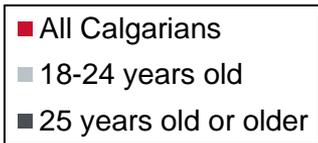
\*Rounding



# Council and Administration Work Together

About three-quarters of Calgarians between the ages of 18-24 (77%) believe that City Council and Administration work collaboratively to make the best possible decisions for the future of Calgary, which is significantly higher than those 25 years old or older (65%).

“I believe that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary.”



Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (All Calgarians, n=2,480; 18-24, n=148; 25+, n=2,286)

Calgary



## Citizen Input

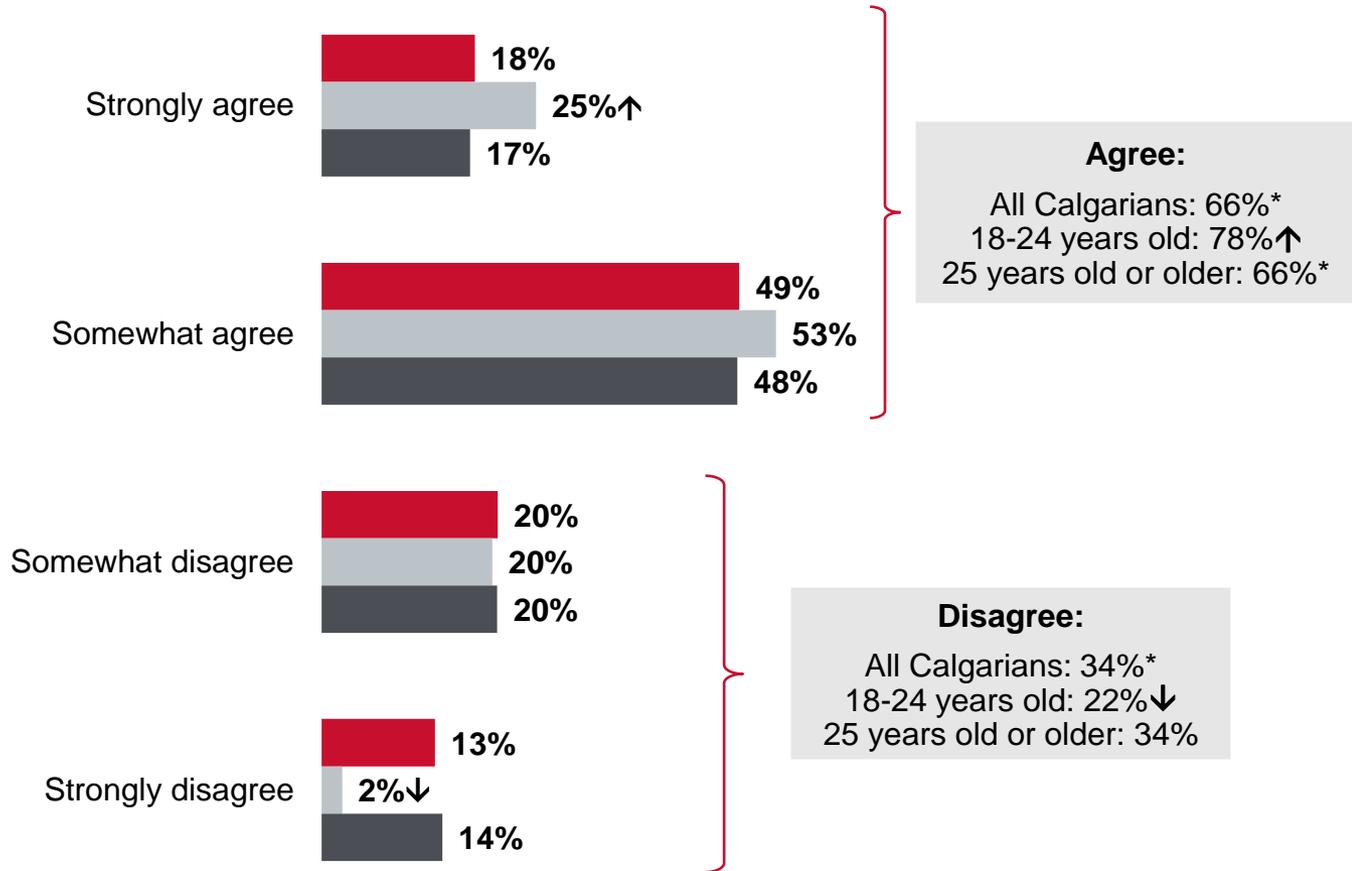
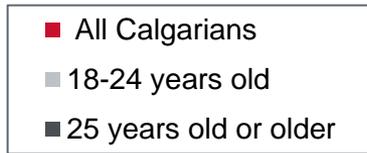




# Open and Accessible Government

Younger Calgarians are more likely to agree The City practices open and accessible government when compared to those 25 or older (78% 18-24 years old vs. 66% 25 years old or older). Younger Calgarians are also more likely to ‘strongly agree’ (25% vs. 17%) and less likely to ‘strongly disagree’ (2% vs. 14%).

“The City of Calgary practices open and accessible government.”



Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?

Base: Valid respondents (All Calgarians, n=2,463; 18-24, n=148; 25+, n=2,266)

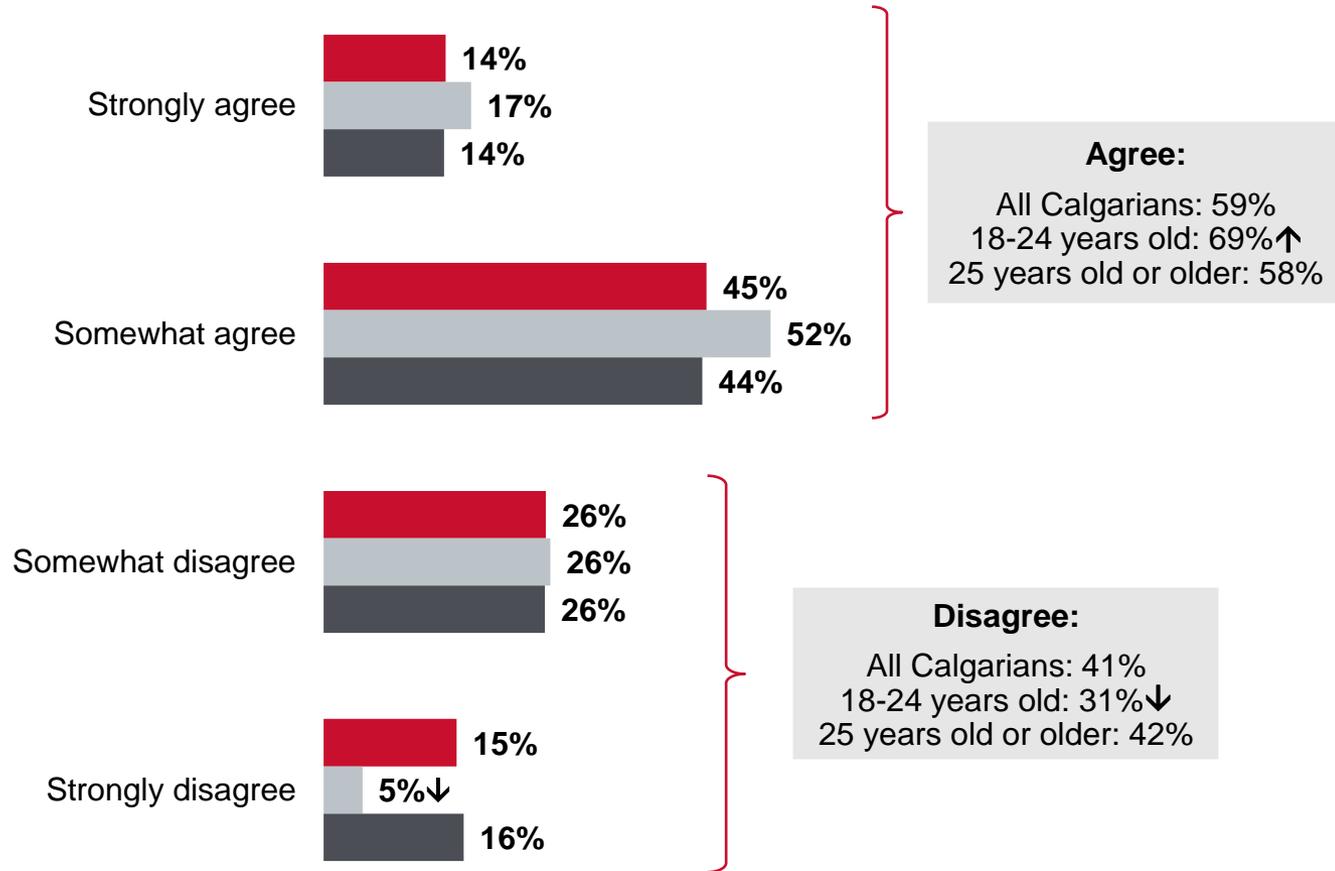
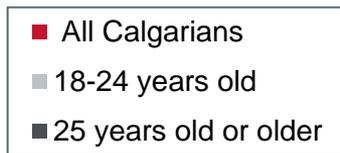
\*Rounding



# Meaningful Input into Decision Making

Calgarians between the ages of 18-24 agree The City allows citizens to have meaningful input into decision-making at a higher rate than those 25 years old or older (69% vs. 58%).

“The City allows citizens to have meaningful input into decision-making.”



Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

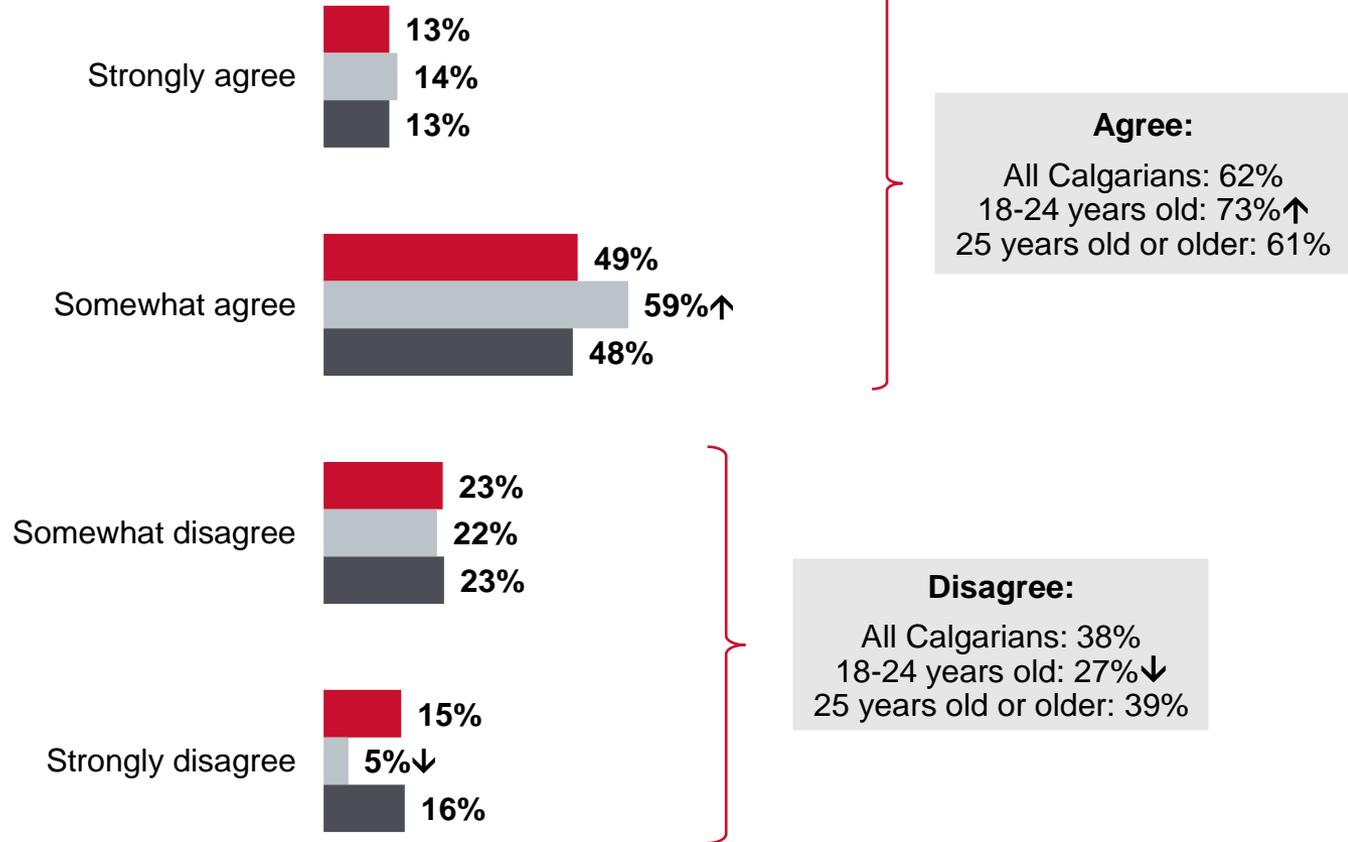
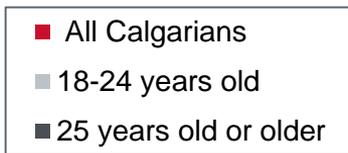
Base: Valid respondents (All Calgarians, n=2,466; 18-24, n=148; 25+, n=2,270)



# The City Uses Input from Calgarians

Calgarians who are 18-24 years old are more likely than those 25 years old or older to agree (73% vs. 61%) and less likely to disagree (27% vs. 39%) The City uses input from Calgarians in decision-making.

“The City uses input from Calgarians in decision-making about City projects and services.”



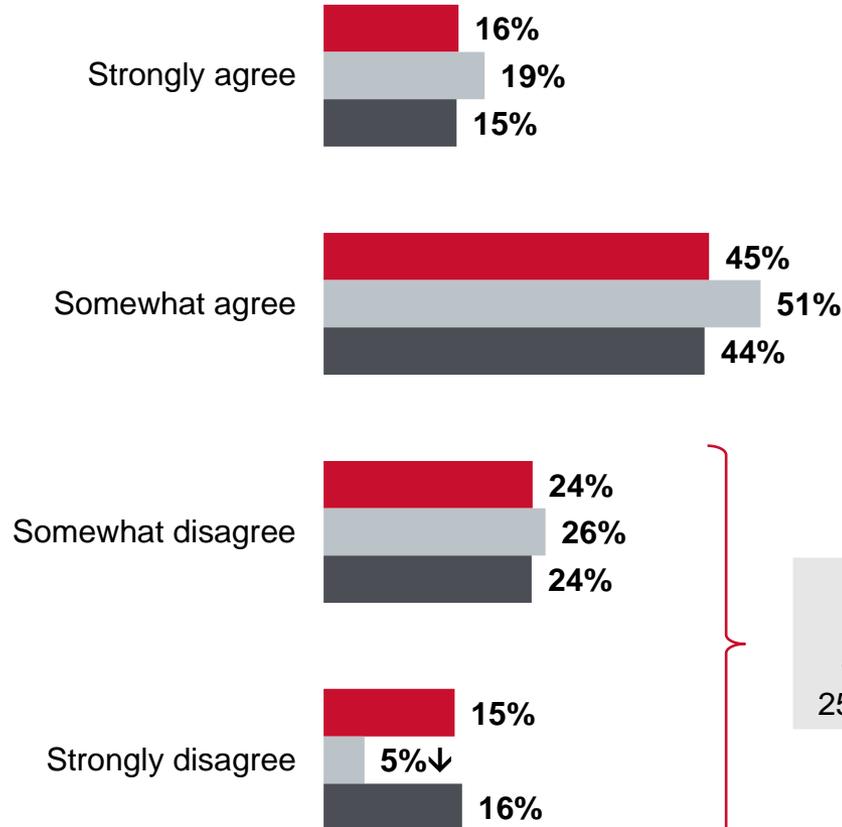
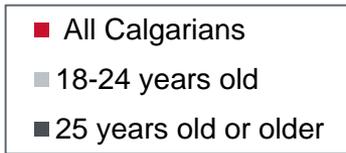
Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (All Calgarians, n=2,454; 18-24, n=148; 25+, n=2,258)

# Calgarians Have Enough Opportunities to Provide Input

More than two-thirds of younger Calgarians agree Calgarians have enough opportunities to provide input into decision-making, which is significantly higher than those 25 or older (69% 18-24 years old vs. 60% 25 years old or older).

“Calgarians have enough opportunities to provide input into decision-making about City projects and services.”



**Agree:**  
 All Calgarians: 61%  
 18-24 years old: 69%\*↑  
 25 years old or older: 60%\*

**Disagree:**  
 All Calgarians: 39%  
 18-24 years old: 31%↓  
 25 years old or older: 40%

Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (All Calgarians, n=2,474; 18-24, n=148; 25+, n=2,277)

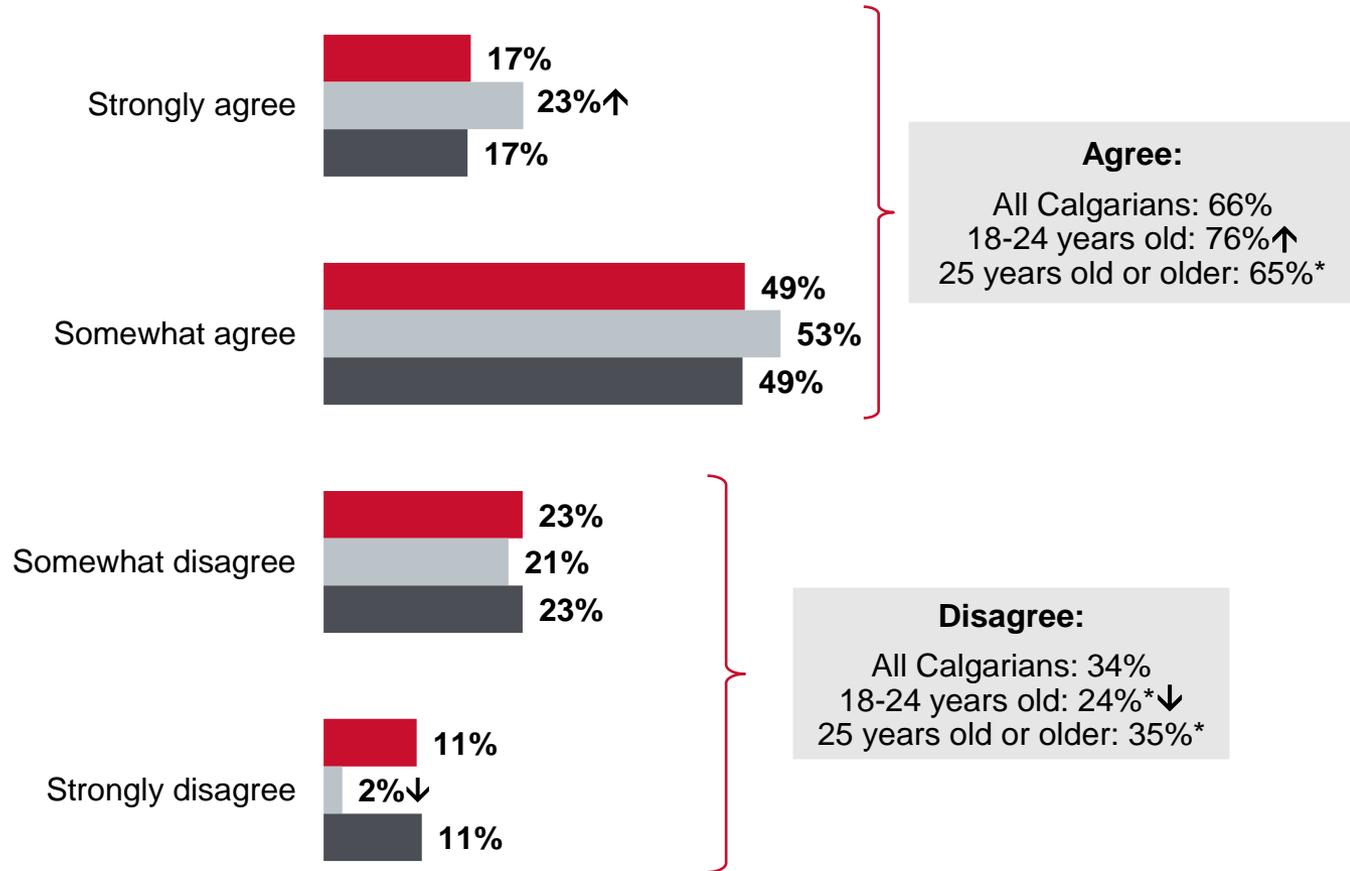
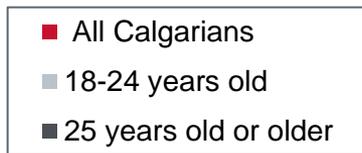
\*Rounding



# Working to Improve how Calgarians are Included

Younger Calgarians are significantly more likely than older Calgarians to agree they are confident The City is working to improve how it includes citizen input (76% 18-24 years old vs. 65% 25 years old or older).

“I am confident that The City of Calgary is working to improve how it includes citizen input into important decisions.”



Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (All Calgarians, n=2,487; 18-24, n=148; 25+, n=2,291)

\*Rounding

Calgary



## Council Focus Areas

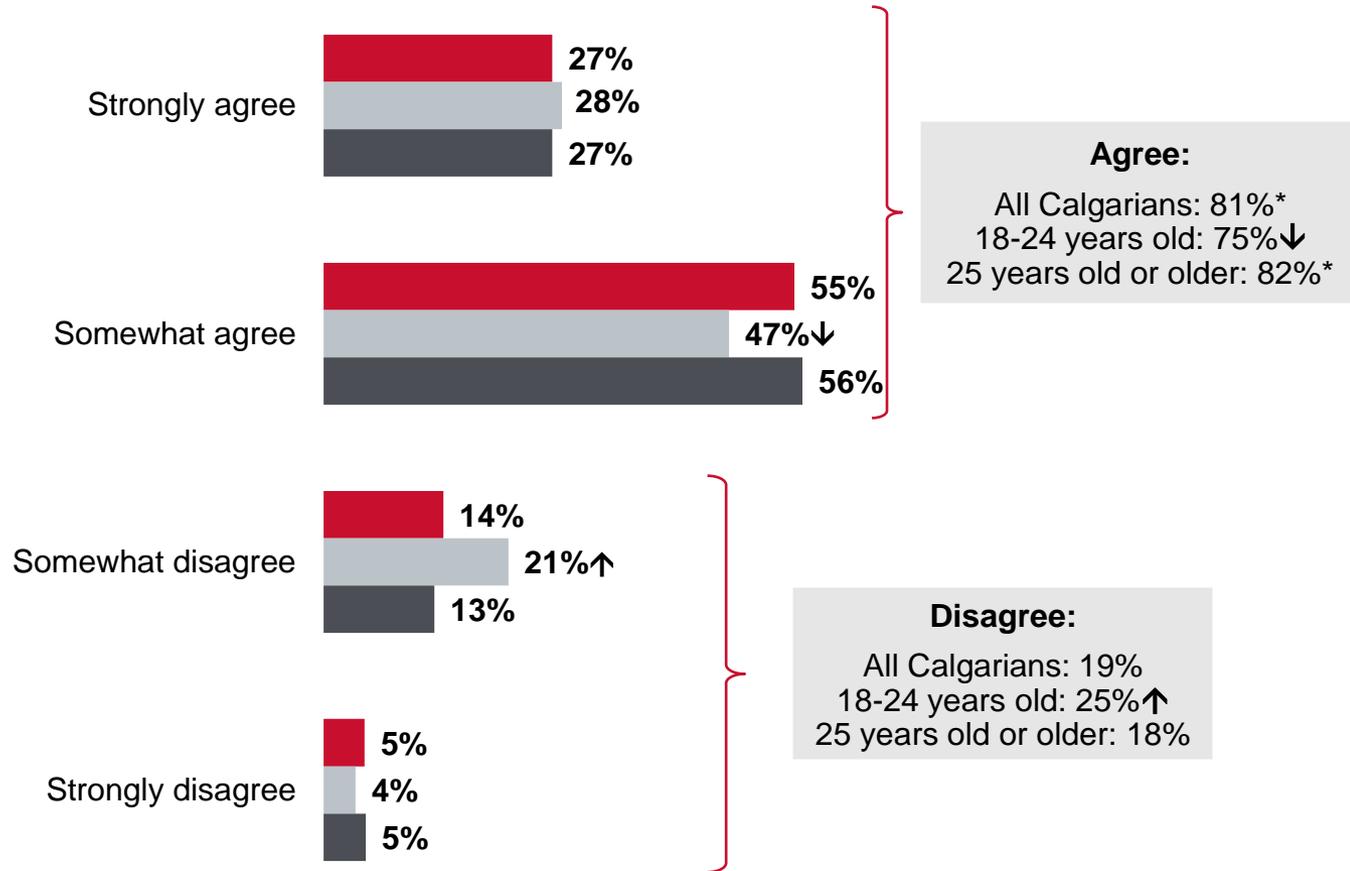
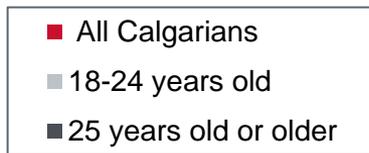




# Meaningful Relationships with Indigenous Partners

Calgarians between the ages of 18-24 are less likely than those 25 or older to agree (75% vs. 82%), and more likely to disagree (25% vs. 18%), that The City is working to build meaningful relationships with Indigenous partners.

“Working to build meaningful relationships with Indigenous partners.”



Please tell me whether you agree or disagree that The City of Calgary is doing a good job at each of the following?

Base: Valid respondents (All Calgarians, n=2,421; 18-24, n=147; 25+, n=2,232)

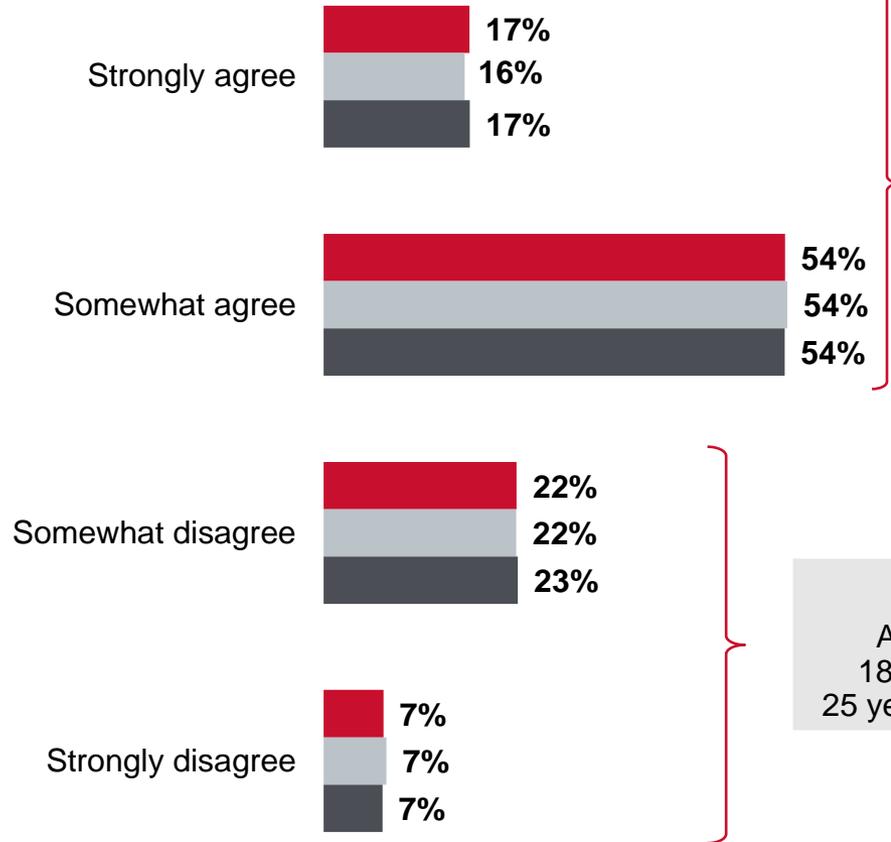
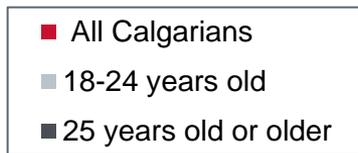
\*Rounding



# Working with Indigenous Communities when Discussing Downtown

About seven-in-ten (71%) Calgarians of any age group agree The City is working with local Indigenous communities when discussing downtown revitalization (70% 18-24 years old vs. 71% 25 years old or older).

“Working with local Indigenous communities when discussing downtown revitalization.”



**Agree:**  
 All Calgarians: 71%  
 18-24 years old: 70%  
 25 years old or older: 71%

**Disagree:**  
 All Calgarians: 29%  
 18-24 years old: 30%\*  
 25 years old or older: 29%\*

Please tell me whether you agree or disagree that The City of Calgary is doing a good job at each of the following?  
 Base: Valid respondents (All Calgarians, n=2,286; 18-24, n=146; 25+, n=2,099)

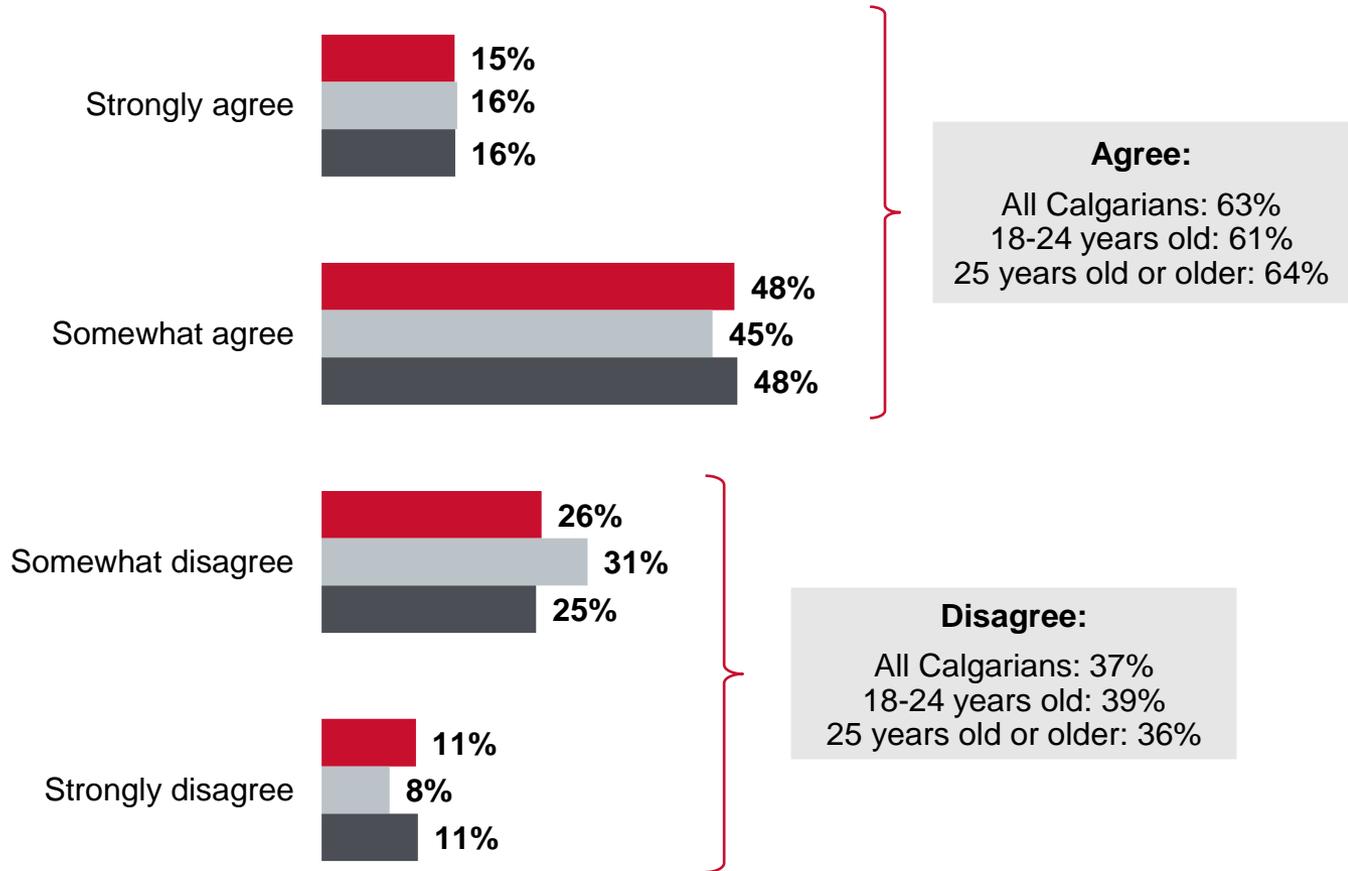
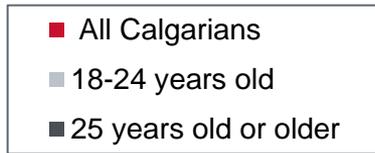
\*Rounding



# Working with Other Levels of Government to Address Social Issues

There are no significant differences between age groups in agreement that The City is working with other levels of government to address social issues such as mental health (61% 18-24 years old vs. 64% 25 years old or older).

“Working with other levels of government to address social issues such as mental health.”



Please tell me whether you agree or disagree that The City of Calgary is doing a good job at each of the following?

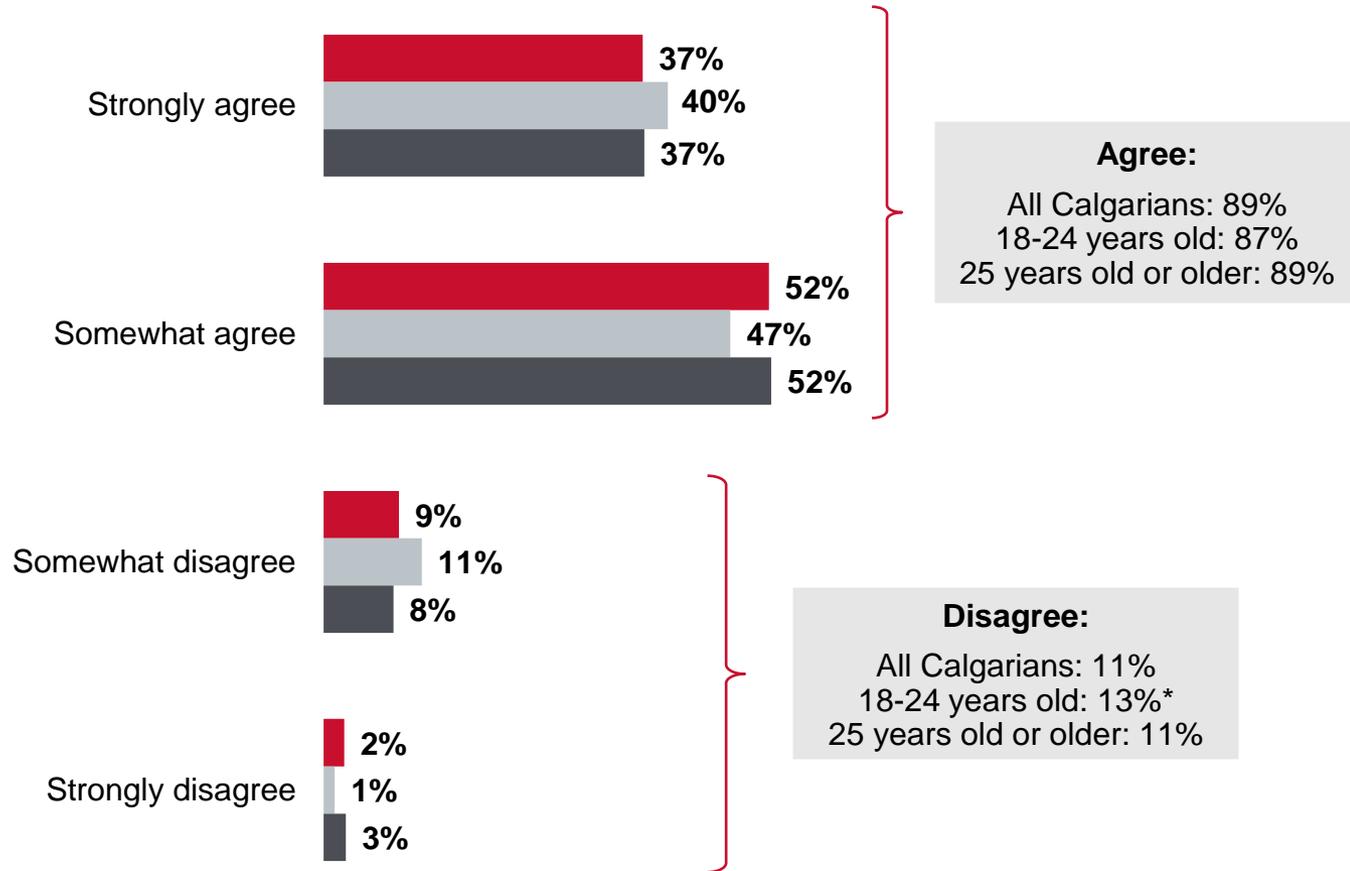
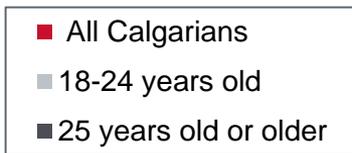
Base: Valid respondents (All Calgarians, n=2,442; 18-24, n=147; 25+, n=2,251)



# City that Celebrates Culture, Heritage, and Diversity

Almost nine-in-ten Calgarians (89%), regardless of age, agree The City is working to ensure Calgary is seen as a city that celebrates culture, heritage, and diversity (87% 18-24 years old vs. 89% 25 years old or older).

“Working to ensure Calgary is seen as a city that celebrates culture, heritage and diversity.”



Please tell me whether you agree or disagree that The City of Calgary is doing a good job at each of the following?

Base: Valid respondents (All Calgarians, n=2,488; 18-24, n=148; 25+, n=2,293)

\*Rounding



## Respondent Profile





# Respondent Profile:

Age			
	Total	18-24 Years Old	25 Years Old or Older
18 to 24	11%	100%	-
25 to 34	19%	-	22%
35 to 44	18%	-	20%
45 to 54	18%	-	20%
55 to 64	13%	-	15%
65 or older	21%	-	23%
<b>Mean</b>	47.1	21.5	50.1

2SLGBTQIA+ Community			
	Total	18-24 Years Old	25 Years Old or Older
Yes	7%	15%↑	6%
No	93%	85%↓	94%

Children & Seniors in Household			
	Total	18-24 Years Old	25 Years Old or Older
Yes – Children	34%	35%	34%
Yes – Seniors	31%	15%↓	32%

Gender			
	Total	18-24 Years Old	25 Years Old or Older
Woman	50%	47%	51%
Man	49%	53%	49%
Prefer to self-describe	1%	1%	0%

Education			
	Total	18-24 Years Old	25 Years Old or Older
Did not complete high school or equivalent	2%	3%	2%
Completed high school or equivalent	18%	57%↑	13%
Completed a Registered Apprenticeship or other trades certificate or diploma	8%	6%	8%
Completed a college or other non-university certificate or diploma	19%	14%	20%
Completed a university certificate, diploma or degree	53%	21%↓	56%

Household Size			
	Total	18-24 Years Old	25 Years Old or Older
1	16%	7%↓	17%
2	33%	15%↓	35%
3	18%	21%	18%
4	20%	28%↑	19%
5 or more	14%	29%↑	12%
<b>Mean</b>	2.9	3.8↑	2.9

Type of Dwelling			
	Total	18-24 Years Old	25 Years Old or Older
Single-detached house	68%	69%	67%
Apartment or apartment-style condominium	14%	14%	14%
Duplex, triplex or fourplex	9%	6%	10%
Townhouse or rowhouse	8%	9%	8%
Another type of multi-dwelling unit	1%	2%	1%

↑/↓ Statistically higher/lower than comparable subgroup

Base: Valid respondents (Bases vary)



# Respondent Profile: (cont.)

## Born in Canada

	Total	18-24 Years Old	25 Years Old or Older
Yes	72%	72%	72%
No	28%	28%	28%

## Indigenous

	Total	18-24 Years Old	25 Years Old or Older
Yes – First Nations	1%	1%	1%
Yes – Metis	2%	2%	2%
Yes – Inuit	<1%	0%	0%
Yes – prefer to self-describe	1%	1%	1%
No	96%	96%	96%

## Racialized

	Total	18-24 Years Old	25 Years Old or Older
Yes	27%	41%↑	25%
No	72%	58%↓	74%
Prefer to self-describe	1%	2%	1%

## Age Arrived in Canada

Base: Not born in Canada

	Total	18-24 Years Old	25 Years Old or Older
Under the age of 18	36%	76%↑	31%
18 to 49	64%	24%↓	69%
50 or older	1%	0%	1%

## Tenure in Calgary

	Total	18-24 Years Old	25 Years Old or Older
Less than 5 years	7%	10%	9%
5 to less than 10 years	9%	10%	9%
10 to less than 15 years	9%	9%	9%
15 to less than 20 years	10%	27%	10%
20 to less than 30 years	22%	42%	19%
30 to less than 40 years	15%	-	16%
40 or more	28%	-	32%
Mean	27.9	16.2	29.3

## Date of Arrival in Canada

Base: Not born in Canada

	Total	18-24 Years Old	25 Years Old or Older
Within the past five years	18%	23%	18%
More than five years ago	82%	77%	82%

## Disability in Household

	Total	18-24 Years Old	25 Years Old or Older
Yes – myself	11%	10%	11%
Yes – someone in my household	9%	10%	9%
No	80%	79%	80%

## Quadrant

	Total	18-24 Years Old	25 Years Old or Older
Southwest	30%	18%↓	32%
Southeast	23%	27%	23%
Northwest	27%	31%	27%
Northeast	19%	23%	18%

↑/↓ Statistically higher/lower than comparable subgroup

Base: Valid respondents (Bases vary)



# Respondent Profile: (cont.)

Employment Status			
	Total	18-24 Years Old	25 Years Old or Older
Full time employed or self employed	54%	39%↓	56%
Part time employed or self-employed	12%	25%↑	10%
Retired	20%	0%↓	23%
Looking after home and/or family	3%	2%	3%
Unable to work because of sickness or disability	3%	1%	3%
Unemployed	3%	7%↑	2%
Doing unpaid or voluntary work	1%	1%	1%
Student	6%	35%↑	2%

Own or Operate a Business			
	Total	18-24 Years Old	25 Years Old or Older
Own and operate a business	16%	2%↓	17%
Own a business	3%	0%	3%
Operate a business	2%	0%	2%
No	79%	98%↑	77%

Household Income			
	Total	18-24 Years Old	25 Years Old or Older
Less than \$30,000	7%	7%	7%
\$30,000 to <\$45,000	8%	13%↑	7%
\$45,000 to <\$60,000	10%	12%	9%
\$60,000 to <\$75,000	7%	9%	7%
\$75,000 to <\$90,000	7%	7%	7%
\$90,000 to <\$105,000	11%	14%	11%
\$105,000 to <\$120,000	9%	9%	9%
\$120,000 to <\$150,000	12%	7%↓	13%
\$150,000 to <\$200,000	16%	13%	16%
\$200,000+	14%	8%↓	14%

Own or Rent			
	Total	18-24 Years Old	25 Years Old or Older
Own	74%	46%↓	77%
Rent	23%	35%↑	22%
Neither	0%	0%	0%
Other	3%	19%↑	2%

Responsible for Property Taxes			
	Total	18-24 Years Old	25 Years Old or Older
Yes	87%	42%↓	92%
No	13%	58%↑	8%

↑/↓ Statistically higher/lower than comparable subgroup

Base: Valid respondents (Bases vary)

The word "Calgary" in white sans-serif font on a red rectangular background.

## Contact

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