

Calgary



# Equity-Deserving Communities: Young adults

Analysis of the 2024 Spring Survey of Calgarians

Prepared by:



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# Background and methodology

# Equity-deserving communities

Calgary's Equity-Deserving Communities (EDCs) are defined as groups of people who generally have less access to opportunities, resources, and systems of power because of their actual or perceived identity or identities. EDCs often experience social and financial disadvantages because of systems of oppression, which takes many forms including, but not limited to, racism, sexism, and ableism.

The City aims to better understand the perspectives of equity-deserving communities through the lens of the annual Spring and Fall Surveys of Calgarians. The data in this report are from the 2024 Spring Survey of Calgarians. Inclusion in EDC groups is determined by self-reported demographic data from the general population survey. Both seasonal surveys are conducted in English to manage time and cost restraints. The City acknowledges that the ability to speak English may be a barrier for potential participants.

This is one of nine reports on Equity-Deserving Communities, each focusing on a different EDC. The EDCs and their demographic variables are as follows, with the EDC category noted in bold text below:

## Household income

<\$60,000

\$60,000+

*Note: self-reported pre-tax annual household income.*

## Racialized people

Yes

No

## Born outside Canada

Born in Canada

**Born outside Canada**

*Note: foreign-born respondents were not asked for their specific country of origin.*

## Gender

Male

Female

*Note: the number of respondents who identified with another category is too small to report separately.*

## Disability

Yes

No

*Note: "Yes" includes disabled respondents and/or respondents who have a household member with a disability. Respondents were not asked to identify the specific disability/disabilities.*

## Indigenous

Indigenous

Non-Indigenous

*Note: includes First Nations, Métis, Intuit, or an Indigenous self-description.*

## 2SLGBTQIA+

2SLGBTQIA+

Non-2SLGBTQIA+

## Seniors

18 to 64 years old

**65 years old or older**

## Young adults

**18 to 24 years old**

25 years old or older



## Methodology

The telephone survey was conducted by Ipsos Public Affairs from February 27, 2024 to March 26, 2024 with 2,501 Calgarians via telephone survey. The average time to complete the survey was 29 minutes.

The survey was conducted using numbers from both cell phones (60%) and landlines (40%) to obtain a random and statistically-representative sample of Calgarians.

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

Data were weighted based on the 2019 Municipal and 2021 Federal Census data for age, gender and quadrant to ensure composition reflects that of the actual Calgary population age 18 or older. Although the results are weighted, the sample size shown for each question represents the number of actual respondents (i.e. unweighted n).

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 Young Adult sub-group of 107 is  $\pm 9.5$  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.

# Interpreting results

## Interpreting results

Not all questions asked within the Spring Survey of Calgarians are represented within this report. Results are compared between Calgarians age 18 to 24, and those age 25+. Statistically significant differences are noted throughout the report:

- ↑ 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.

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.



# 2024 Spring key findings



# 2024 Spring highlights (1 of 5)

## Quality of life

Calgarians age 18 to 24 are optimistic about life in Calgary, with the majority describing their overall quality of life as good and saying the city is on the right course for the future. This optimism extends to their perception of Calgary as a place to establish a life. Their enthusiasm for Calgary as a great place to work is lower, though.

Both young Calgarians (age 18 to 24) and older Calgarians (age 25+) share some common perspectives on quality of life. The **similarities** between the two age groups include:

- Rating their overall quality of life in Calgary as 'good' (76% of young adults and 71% of Calgarians age 25 and above)
- Agreeing that Calgary is a great place to make a life (69% and 69%)
- Agreeing that Calgary is a great place to make a living (56% and 64%)

There is also a statistical **difference** in their perspectives with a higher proportion of young adults agreeing that Calgary is on the right track to be a better city 10 years from now (76% vs. 64% of Calgarians age 25+).

## Inclusivity

Many Calgarians age 18 to 24 years old have positive opinions about the measured aspects of inclusion. A small majority feel that The City is equally accessible to people with all physical capacities and that The City encourages inclusion and acceptance. Slightly fewer agree that The City offers services and programs that are intended to reduce obstacles to participation for those who most need them.

Both groups hold a **similar** view that The City of Calgary fosters a city that is inclusive and accepting of all (69% of young adults and 62% of Calgarians age 25+).

However, there are statistical **differences**, with a higher proportion of young adults agreeing that:

- The City strives to create a city that is equally accessible for all, regardless of physical ability (63% of young adults vs. 53% of Calgarians age 25 and above)
- The City delivers programs and services that remove barriers to participation for those who need it most (56% vs. 45%)



# 2024 Spring highlights (2 of 5)

## The environment

Despite nearly all expressing satisfaction with the current state of Calgary's environment and many appreciating The City's efforts to protect it, most young adults believe The City should intensify its fight against climate change, as they feel that climate change is a real issue affecting their quality of life, both now and in the future.

Both young adults age 18 to 24 and Calgarians age 25 and above share some common perspectives. They **similarly** view that:

- The overall state of Calgary's environment today is good (94% of young adults and 91% of Calgarians age 25 and above)
- They are satisfied with the job The City of Calgary is currently doing to protect the environment (82% and 81%)
- They are satisfied with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact (67% and 72%)

There are also statistical **differences** in their views. A higher proportion of young adults agree that:

- The City of Calgary's municipal government should do more in the fight against climate change (83% vs. 60%)
- Climate change is a real issue that is affecting the quality of life of Calgarians every day (79% vs. 66%)
- The effects of climate change will harm them personally at some point in their lifetime (80% vs. 65%)
- In contrast, a lower proportion of young adults agree that the effects of climate change are overblown and will not have much impact on our lives here in Calgary (26% vs. 38%)

# 2024 Spring highlights (3 of 5)

## City programs and services

**Most young adults in Calgary are satisfied with the overall quality of City services and programs offered by The City. In terms of the Green Line in particular, almost all young adults agree that the realization of the full Green Line LRT vision is important to the city's future.**

Both young adults age 18 to 24 and Calgarians age 25 and above hold a **similar** perspectives about City programs and services, including:

- Being satisfied with the overall level and quality of services and programs provided by The City of Calgary (67% of young adults and 63% of Calgarians age 25+)
- Believing that the completion of the full Green Line LRT vision is important to the future of Calgary (94% and 89%)

## Taxation

**The opinions of young adults (those between the age of 18 and 24) regarding the value of municipal property taxes are mixed. Their differing preferences for how The City should strike a balance between taxation and service delivery are likewise indicative of their mixed opinions, with this group being equally divided between raising taxes and cutting services.**

Regarding taxation, the two age groups including young adults age 18 to 25 and Calgarians age 25 and above share **similar** perspectives that:

- They receive 'good' value from their municipal tax dollars (42% of young adults and 45% of Calgarians age 25 and above)
- The City should increase taxes (47% and 49%)
- The City should cut services (51% and 45%)



# 2024 Spring highlights (4 of 5)

## Perception of customer service and communications at The City

The majority of young adults concur that The City's customer service consistently delivers excellent service and lives up to their expectations. The group's perception of The City's communications throughout the previous six months is also favourable.

Both young adults and Calgarians age 25+ share similar viewpoints regarding The City's customer service. The **similarities** include:

- The City of Calgary meeting their customer service expectations (79% of young adults and 72% of Calgarians age 25 and above)
- The quality of customer service from The City is consistently high (74% and 71%)

There is one statistical **difference** between the two groups where, a higher proportion of young adults rate The City's communication about its services, programs, policies and plans in the past 6 months as 'good' (77% of young adults vs. 61% of Calgarians age 25 and above).

## Input from Calgarians

Young adults in Calgary are content with the various opportunities available to offer feedback on City projects and services, and they think The City is making an effort to better include Calgarians' opinions into its decision making process.

When it comes to input, there are statistical **differences** between young adults and Calgarians age 25+, with a higher proportion of young adults agreeing that:

- They are confident that The City of Calgary is working to improve how it includes Calgarians' input into important decisions (69% of young adults vs. 56% of Calgarians age 25 and above)
- Calgarians have enough opportunities to provide input into decision making about City projects and services (70% vs. 54%)

# 2024 Spring highlights (5 of 5)

## City reputation and performance

Overall, most young adults have a positive outlook of The City as a whole, expressing satisfaction with both City Council and Administration and their collaborative efforts. They also appreciate The City's commitment to open and accessible governance. This group is relatively less sure about The City's fiscal responsibility though. Trust in The City is also notably lower.

Young adults age 18 to 24 and Calgarians age 25 and above are aligned on few of the measures related to City reputation and performance. The **similarities** include:

- Trust in The City of Calgary (38% of young adults and 38% of Calgarians age 25 and above)
- Satisfaction with City Administration, excluding City Council (76% and 71%)

However, there are **differences** in other areas where a higher proportion of young adults have more positive views than those age 25+ regarding:

- Satisfaction with The City of Calgary, including Council and Administration as a whole (75% of young adults vs. 58% of Calgarians age 25 and above)
- Satisfaction with City Council, excluding City Administration (70% vs. 47%)
- Agreement that The City of Calgary practices open and accessible government (74% vs. 60%)
- Belief that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary (75% vs. 56%)
- Agreement that The City of Calgary manages its spending in a responsible way that reflects the needs and priorities of Calgarians (63% vs. 47%)





# Detailed findings



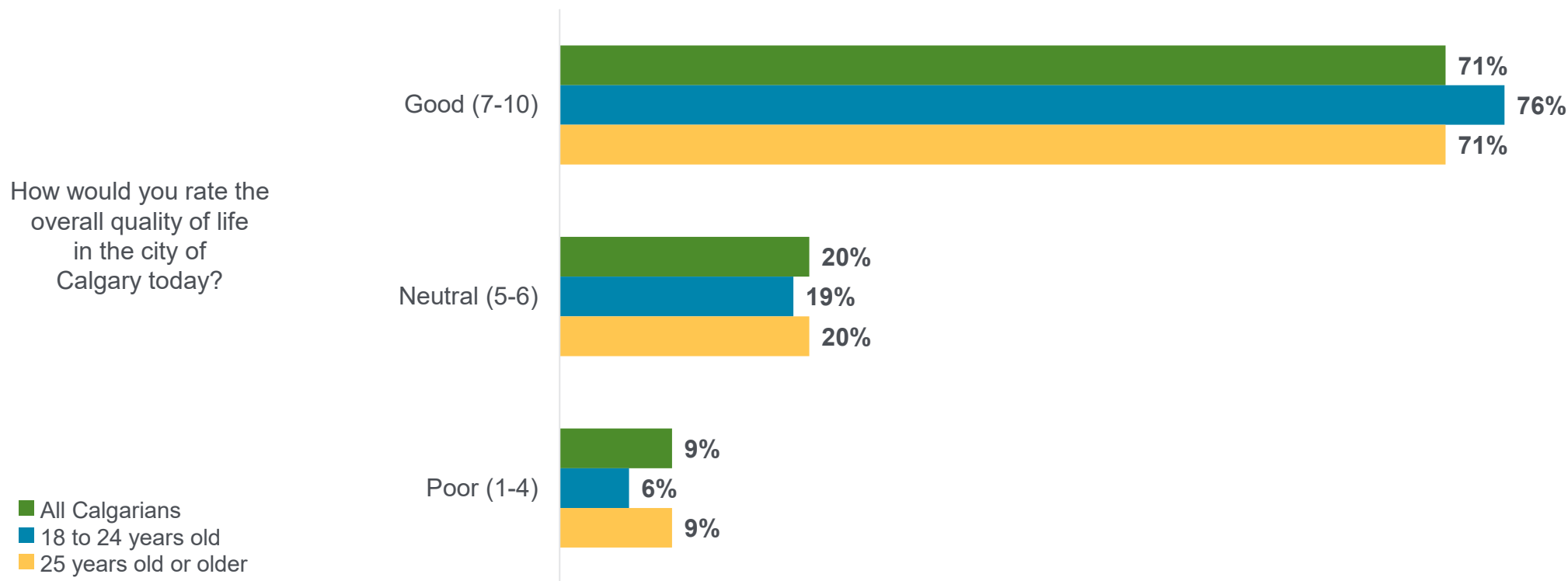


# Quality of life



# Overall quality of life in Calgary

Seven-in-ten (71%) Calgarians rate the overall quality of life in Calgary as good. Similar proportions of young adults age 18 to 24 (76%) and those age 25 and above (71%) rate their overall quality of life as good.

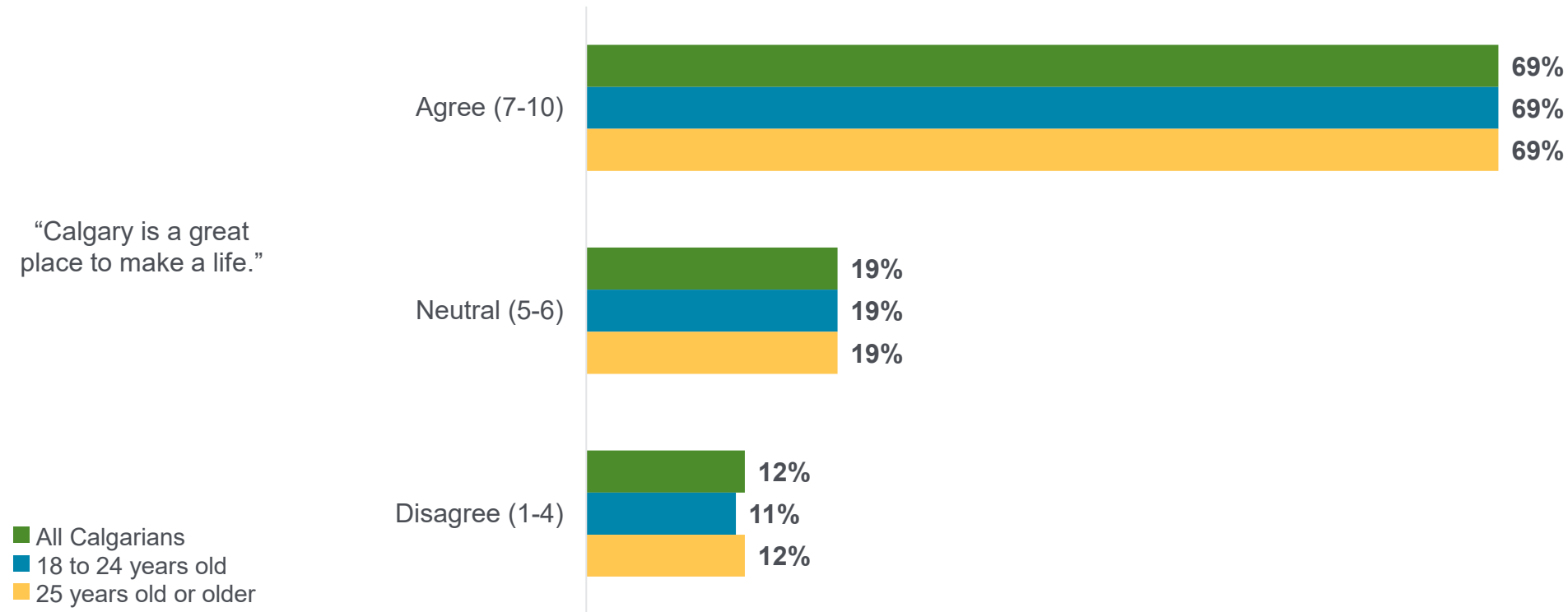


Q. On a scale of 1 to 10 where 1 is very poor and 10 is very good, how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (All Calgarians n=2,497, 18 to 24 years old n=106, 25 years old or older n=2,311)

# Great place to make a life

A majority (69%) of Calgarians believe Calgary is a great place to make a life. This sentiment is identical among young adults age 18 to 24 and among those age 25 and above (69% for both groups).

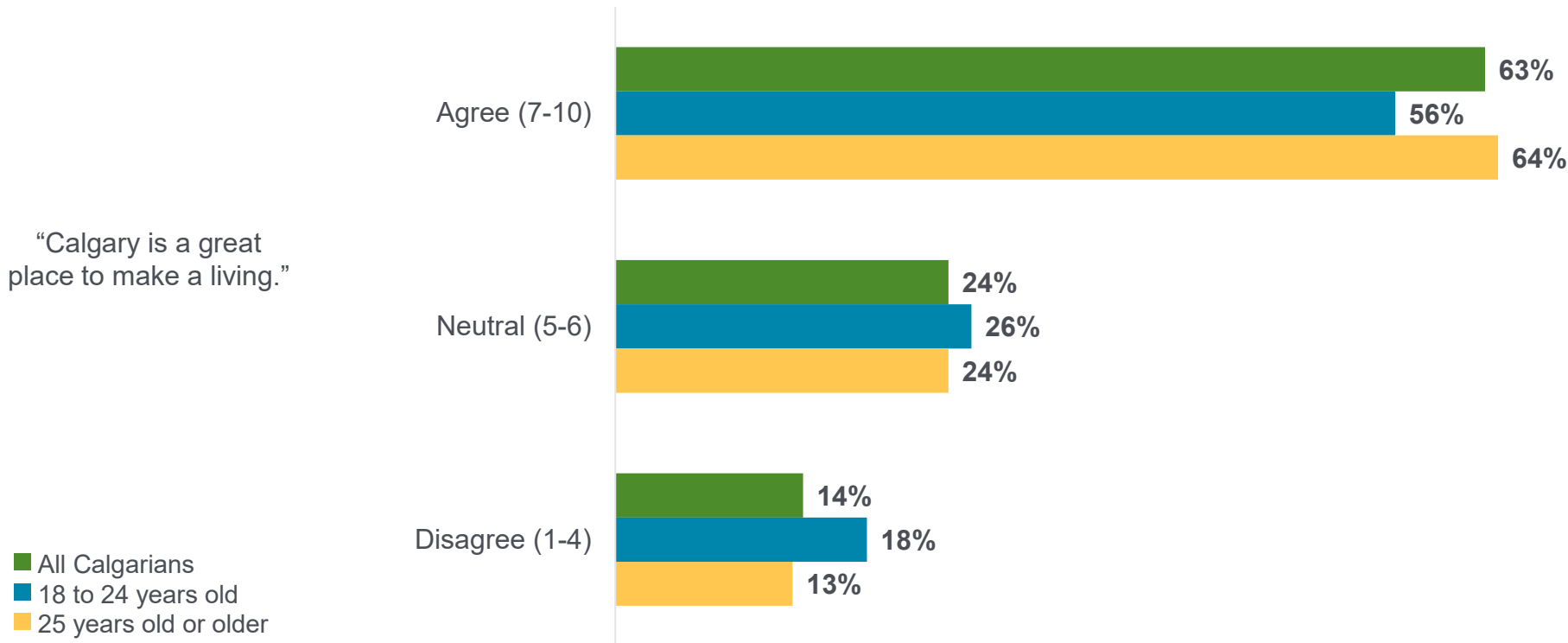


Q. Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where 1 is completely disagree and 10 is completely agree.

Base: Valid respondents (All Calgarians n=2,498, 18 to 24 years old n=107, 25 years old or older n=2,311)

# Great place to make a living

More than three-fifths (63%) of Calgarians agree that Calgary is a great place to make a living. Agreement is consistent between the two age groups (56% of those age 18 to 24 and 64% of those 25+).



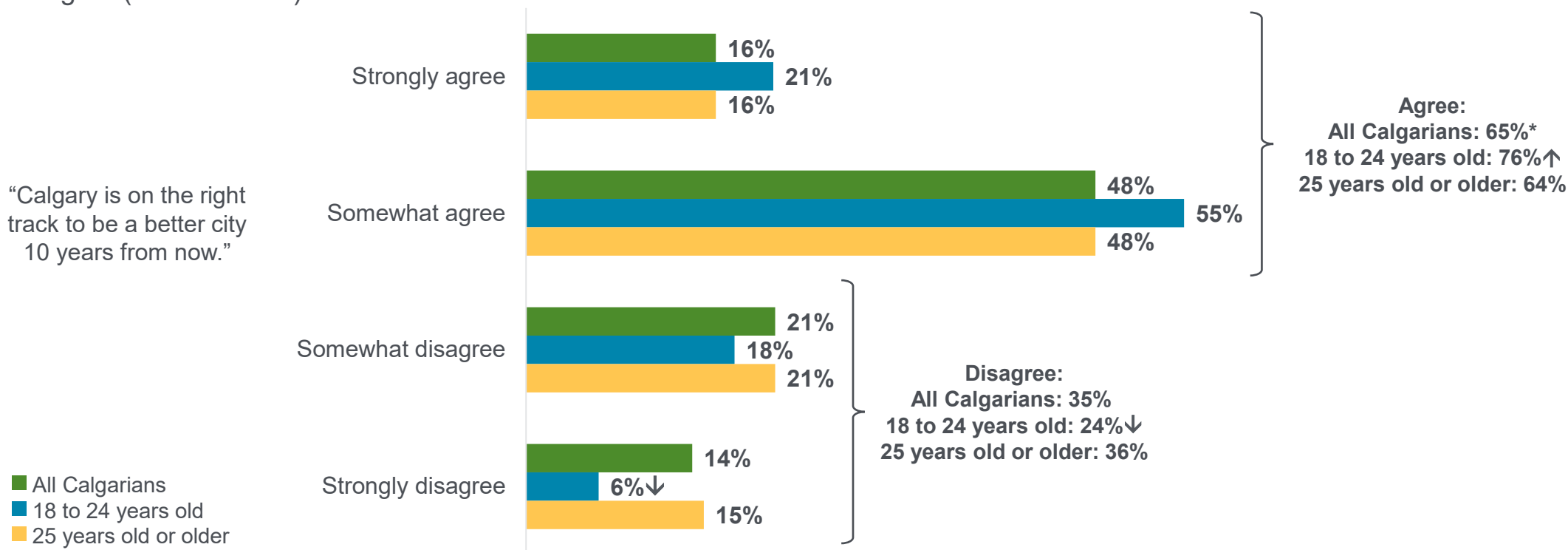
Q. Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where 1 is completely disagree and 10 is completely agree.

Base: Valid respondents (All Calgarians n=2,487, 18 to 24 years old n=106, 25 years old or older n=2,302)



# On the right track to be a better city

Two-thirds (65%) of all Calgarians believe that Calgary is on the right track to be a better city a decade from now. A higher proportion of young adults age 18 to 24 agree that this is the case (76%) compared to those age 25 and above (64%). Disagreement ratings are lower among young adults age 18 to 24 when compared to those age 25 and above (24% vs. 26%, respectively), driven by a lower proportion who 'strongly' disagree (24% vs. 36%).



Q. There are challenges facing The City of Calgary today, but also success stories. Do you agree or disagree that Calgary is on the right track to be a better city 10 years from now?

Base: Valid respondents (All Calgarians n=2,492, 18 to 24 years old n=107, 25 years old or older n=2,305)

\*Rounding

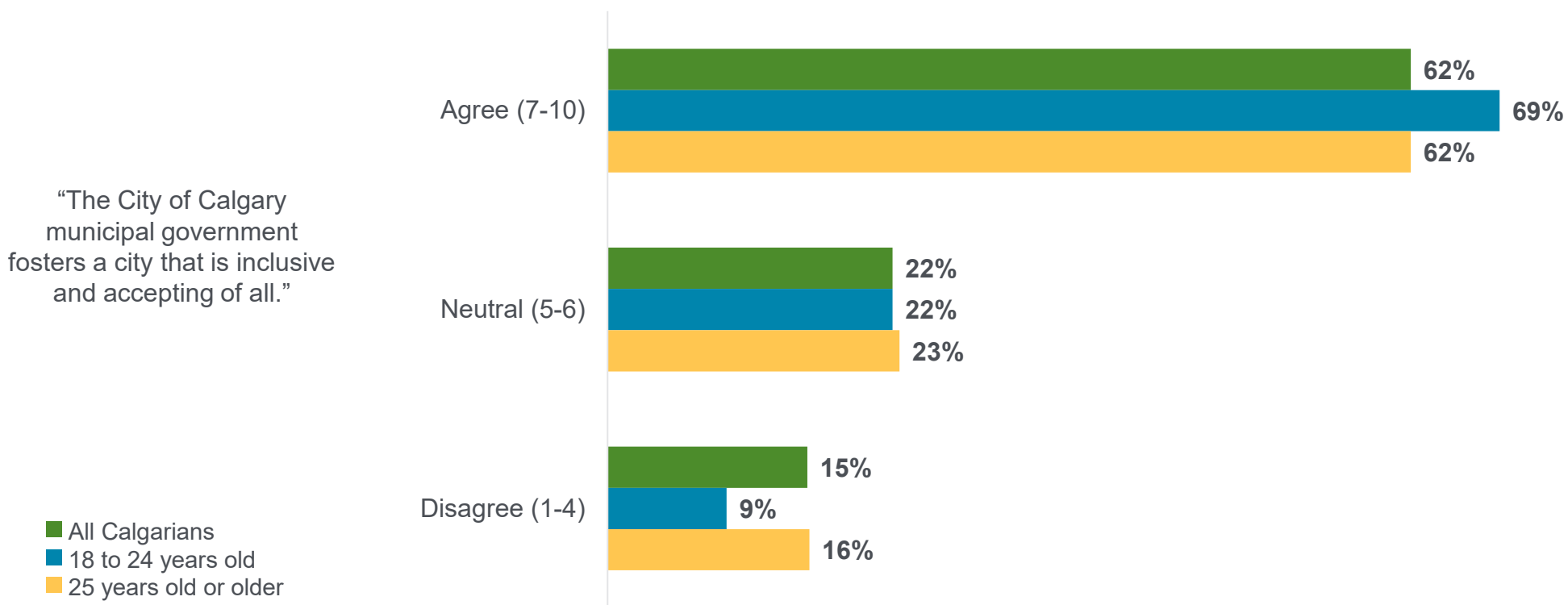
↑/↓ Statistically higher/lower than comparable subgroup



# Inclusivity

# Fosters a city that is inclusive and accepting

Around three-fifths (62%) of Calgarians agree that The City of Calgary's municipal government fosters a city that is inclusive and accepting of all. There are no significant differences in agreement between young adults age 18 to 24 (69%) and those age 25 and above (62%).



Q. Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each 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 to 24 years old n=106, 25 years old or older n=2,291)

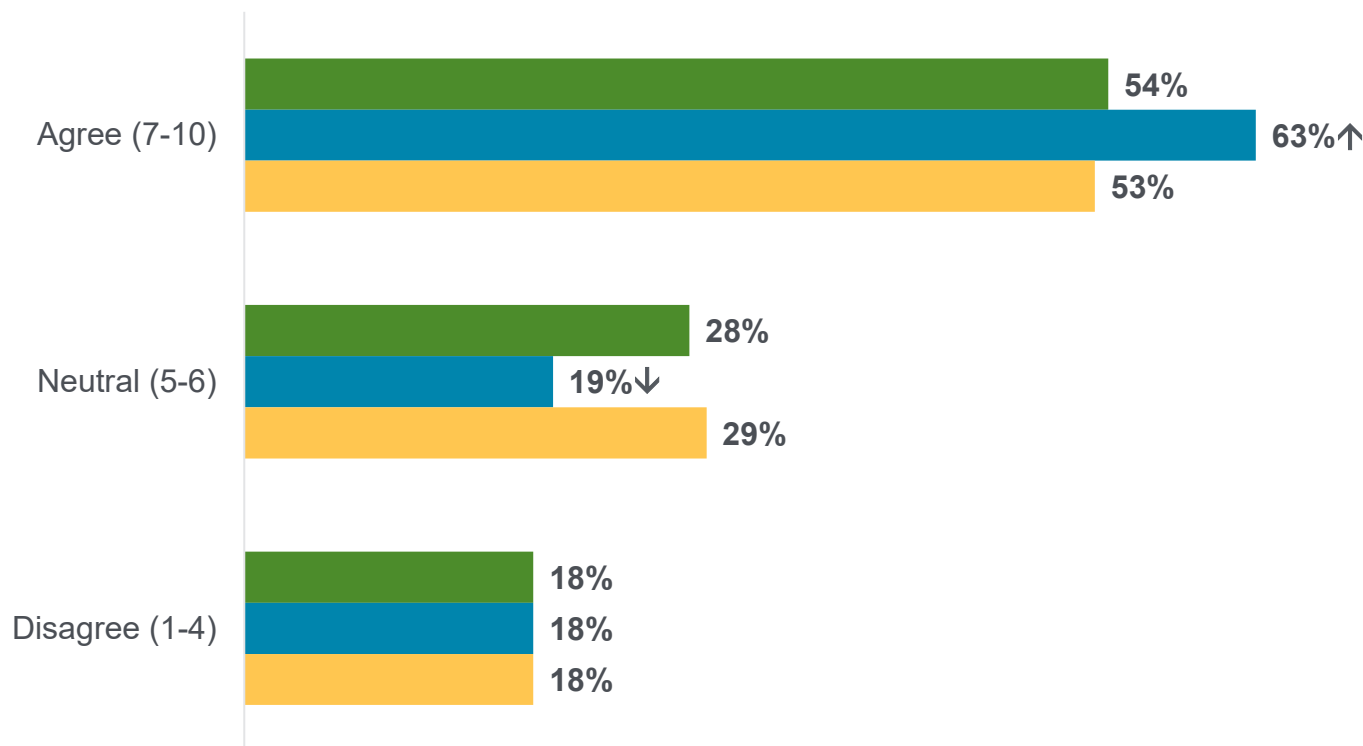


# Strives to create a city that is equally accessible

Around one-half (54%) of Calgarians agree that The City of Calgary’s municipal government strives to create a city that is equally accessible for all, regardless of physical ability. A higher proportion of young adults age 18 to 24 (63%) agree with this compared to those age 25 and above (53%). Disagree ratings are consistent between the two groups, while ratings are statistically lower for neutral among young adults (19% vs. 29% of those age 25+).

“The City of Calgary municipal government strives to create a city that is equally accessible for all Calgarians, no matter their physical ability.”

■ All Calgarians  
■ 18 to 24 years old  
■ 25 years old or older

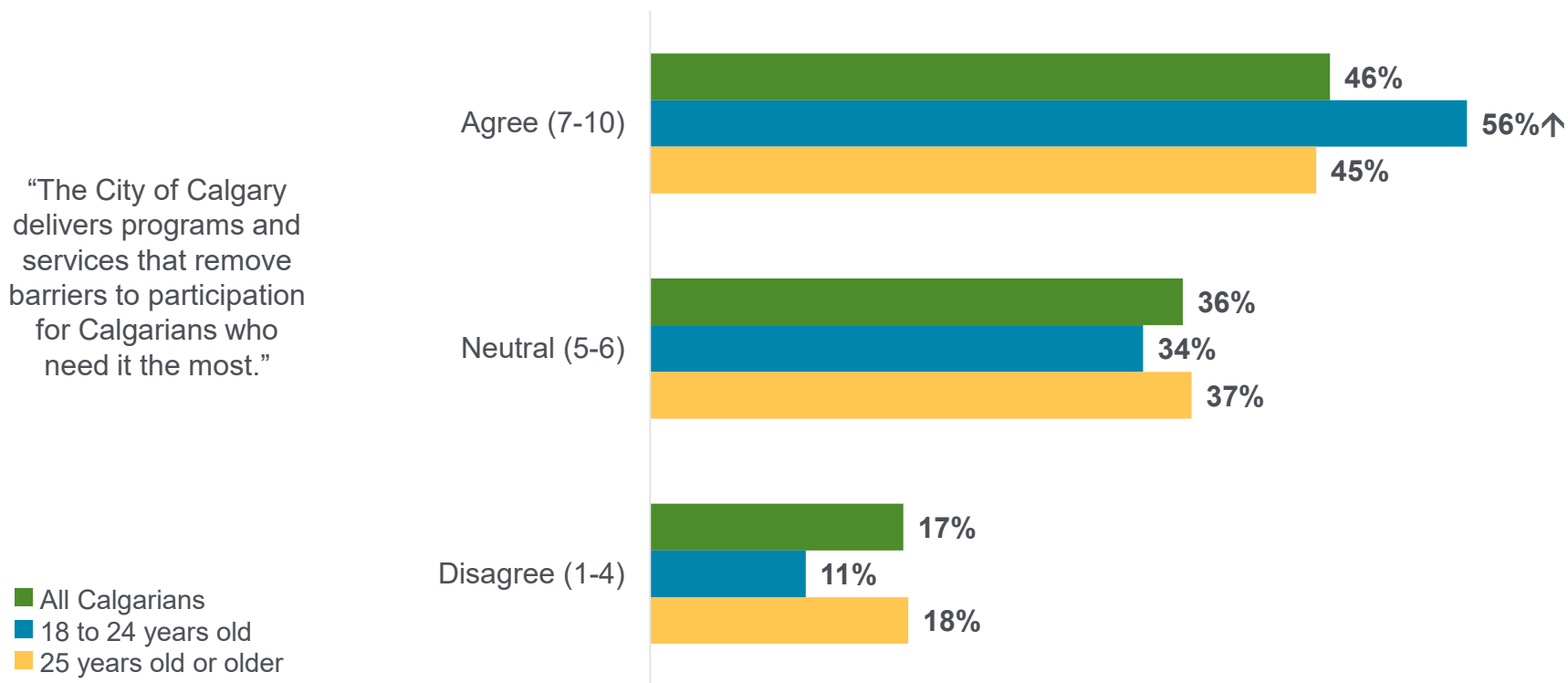


Q. Next, I’m going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where 1 is completely disagree and 10 is completely agree.  
Base: Valid respondents (All Calgarians n=2,480, 18 to 24 years old n=107, 25 years old or older n=2,296)

↑/↓ Statistically higher/lower than comparable subgroup

# Delivers programs and services that remove barriers to participation

A sizeable minority (46%) of Calgarians agree that The City of Calgary delivers programs and services that remove barriers to participation for those who need it most. A higher proportion of young adults age 18 to 24 (56%) agree compared to those age 25 and above (45%).



Q. Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where 1 is completely disagree and 10 is completely agree.  
Base: Valid respondents (All Calgarians n=2,408, 18 to 24 years old n=105, 25 years old or older n=2,228)

↑/↓ Statistically higher/lower than comparable subgroup

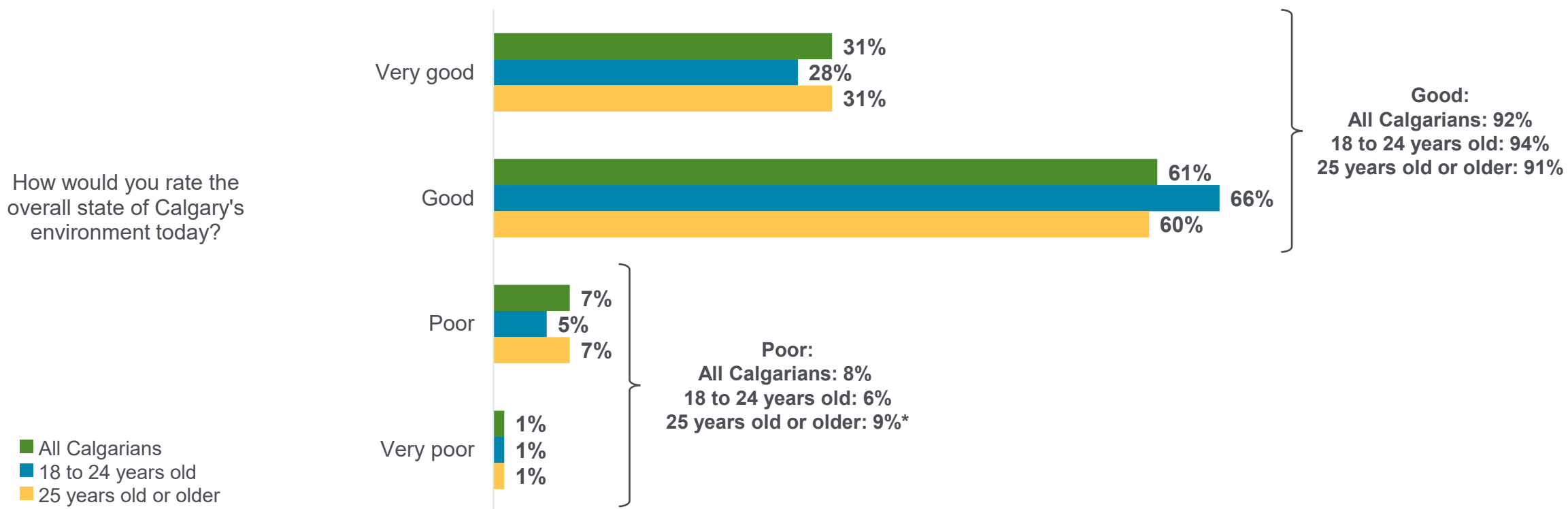


# The environment



# Overall state of Calgary's environment

Around nine-in-ten (92%) Calgarians rate the overall state of Calgary's environment today as good or very good. There are no statistically significant differences between the age groups (94% among those age 18 to 24 and 91% among those age 25+).



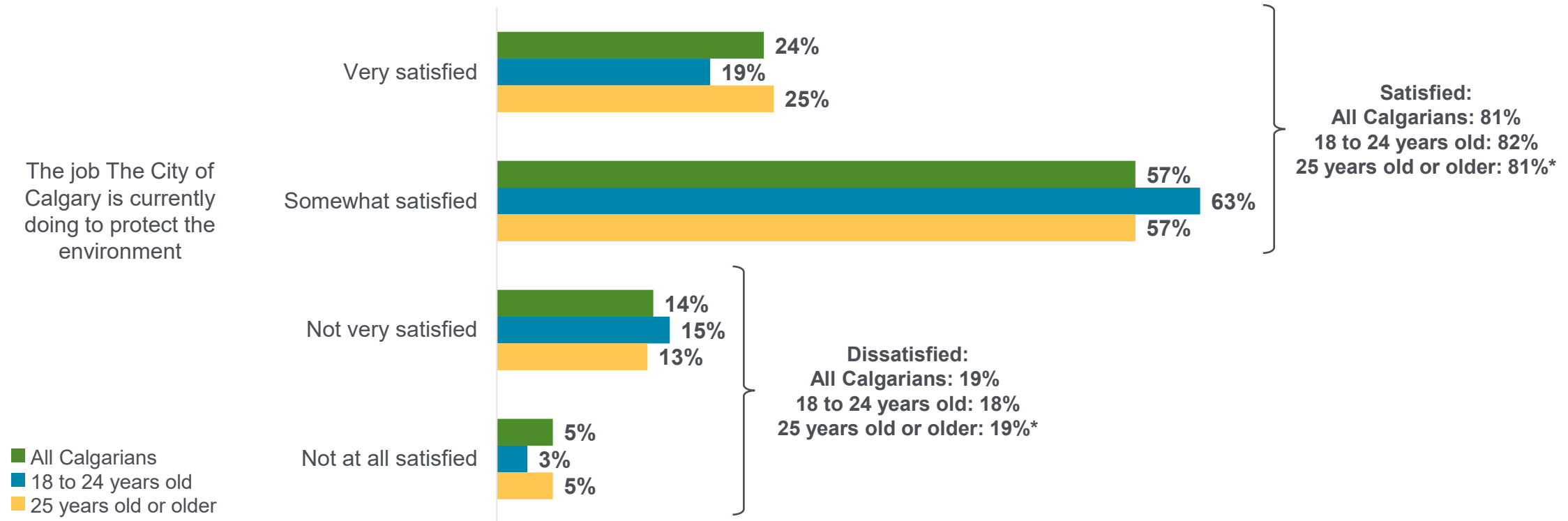
Q. Thinking about things such as air, water and land quality in the city, how would you rate the overall state of Calgary's environment today?  
Base: Valid respondents (All Calgarians n=2,491, 18 to 24 years old n=106, 25 years old or older n=2,309)

\*Rounding

# Satisfaction with City of Calgary environmental protections

A vast majority (81%) of Calgarians are satisfied (very or somewhat) with the job The City of Calgary is currently doing to protect the environment. A similar proportion of young adults age 18 to 24 (82%) and those age 25 and above (81%) are satisfied.

The job The City of Calgary is currently doing to protect the environment

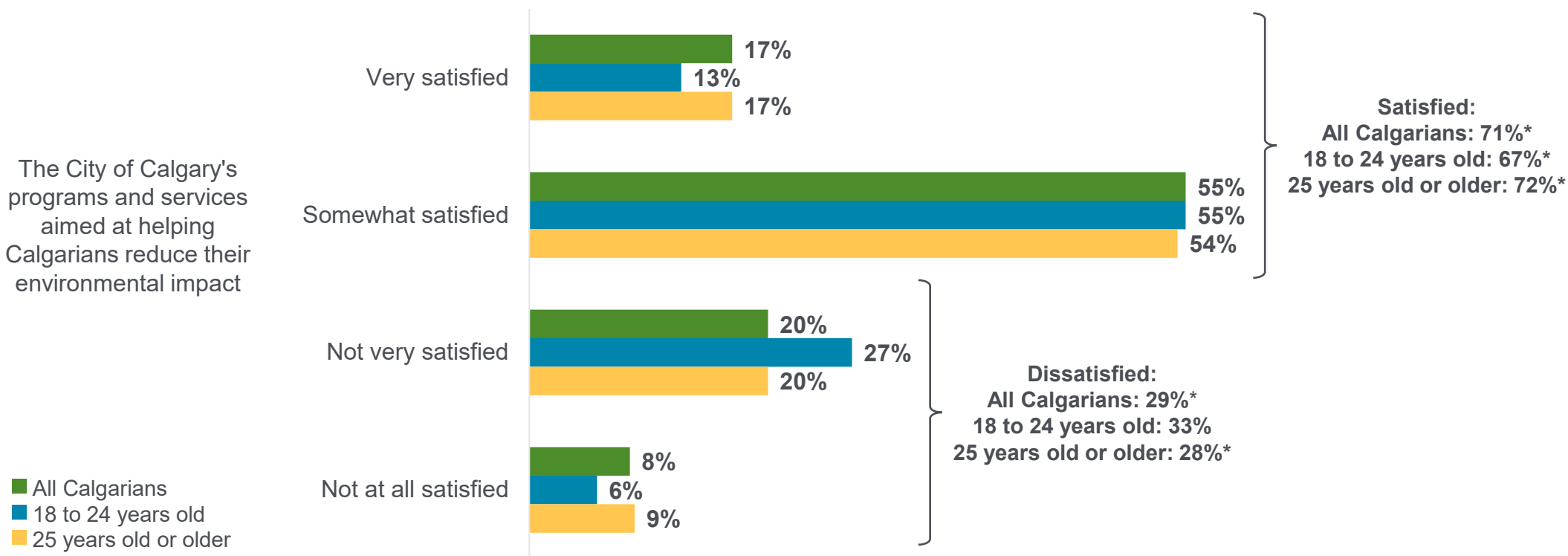


Q. How satisfied are you with the job The City of Calgary is currently doing to protect the environment?  
Base: Valid respondents (All Calgarians n=2,478, 18 to 24 years old n=106, 25 years old or older n=2,298)

\*Rounding

# Satisfaction with City of Calgary's environmental programs and services

Seven-in-ten (71%) Calgarians are satisfied with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact. There are no significant differences between young adults 18 to 24 (67%) and those age 25 and above (72%).



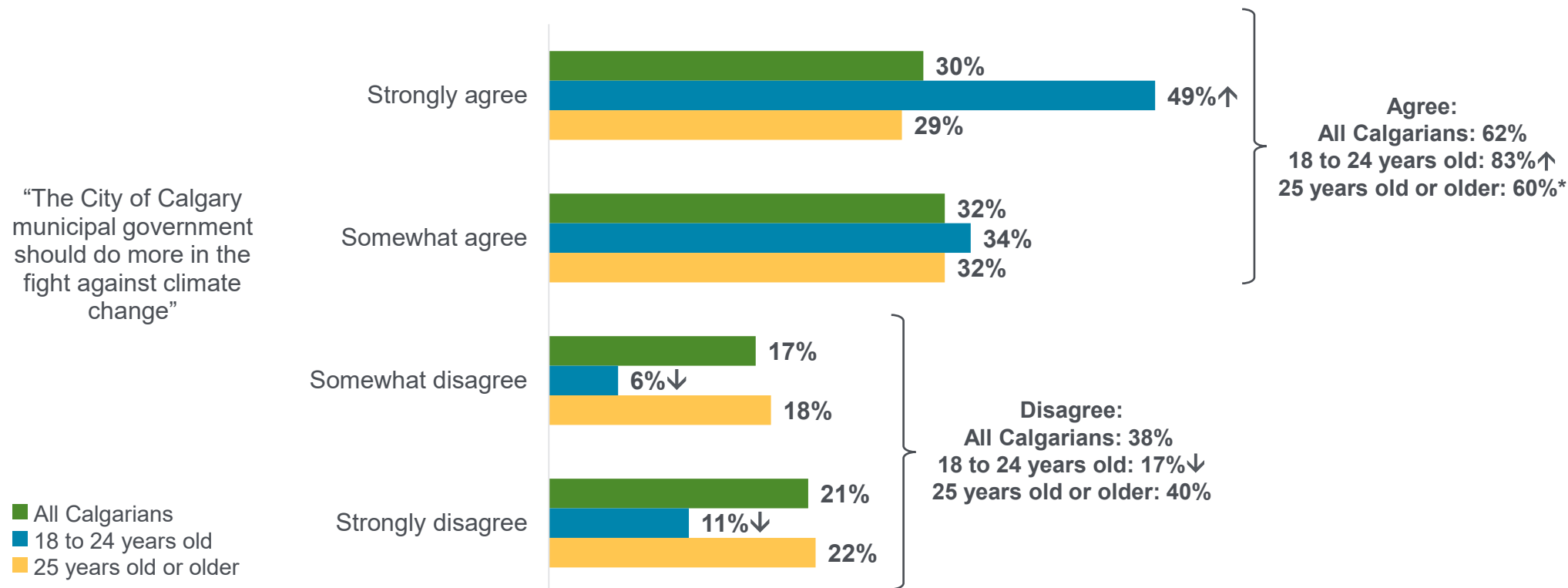
Q. How satisfied are you with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact?  
 Base: Valid respondents (All Calgarians n=2,460, 18 to 24 years old n=107, 25 years old or older n=2,282)

\*Rounding



# The City should do more to fight climate change

Around three-fifths (62%) of Calgarians agree (strongly or somewhat) that The City of Calgary’s municipal government should do more in the fight against climate change. A statistically higher proportion of young adults age 18 to 24 agree The City should do more (83% vs. 60% of those age 25+). This is driven by a larger proportion who ‘strongly’ agree (49% vs. 29%, respectively).



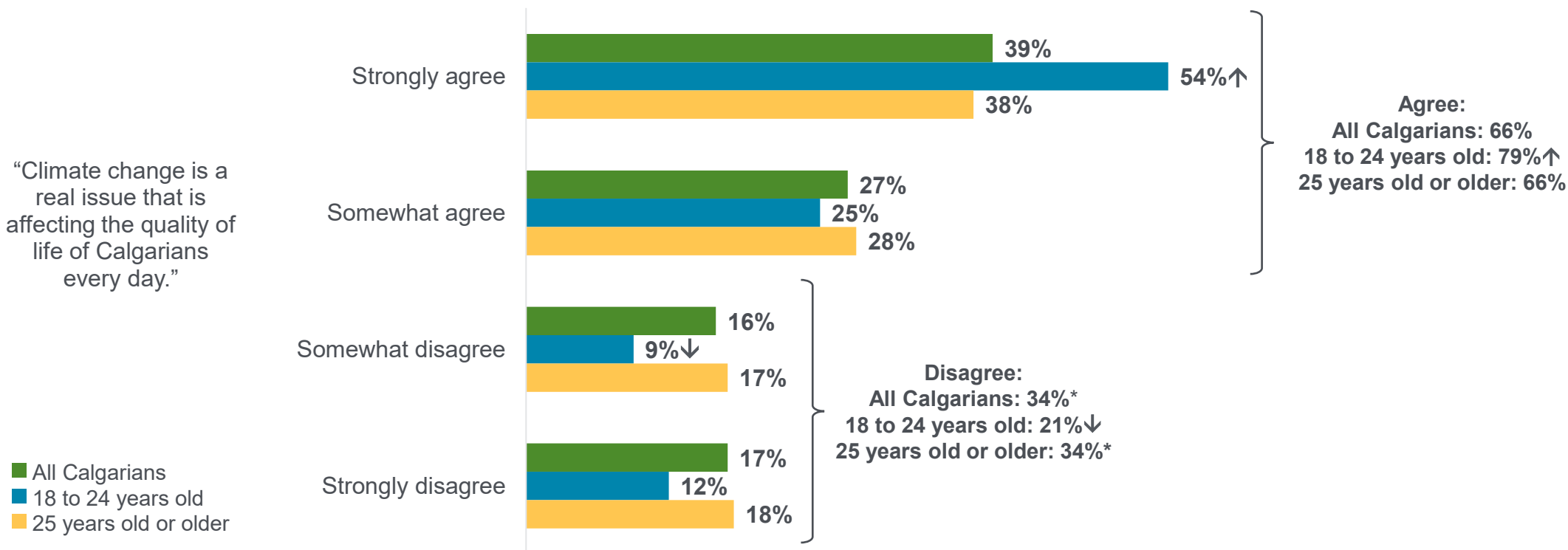
Q. To what extent do you agree or disagree that The City of Calgary municipal government should do more in the fight against climate change?  
Base: Valid respondents (All Calgarians n=2,482, 18 to 24 years old n=107, 25 years old or older n=2,299)

\*Rounding

↑/↓ Statistically higher/lower than comparable subgroup

# Climate change is affecting quality of life

Two-thirds (66%) of Calgarians believe climate change is a real issue that is affecting the quality of life of Calgarians every day. A higher proportion of young adults age 18 to 24 agree that this is a real issue impacting quality of life (79%) compared to those age 25 and above (66%), including a higher proportion who 'strongly' agree (54% vs. 38%, respectively).



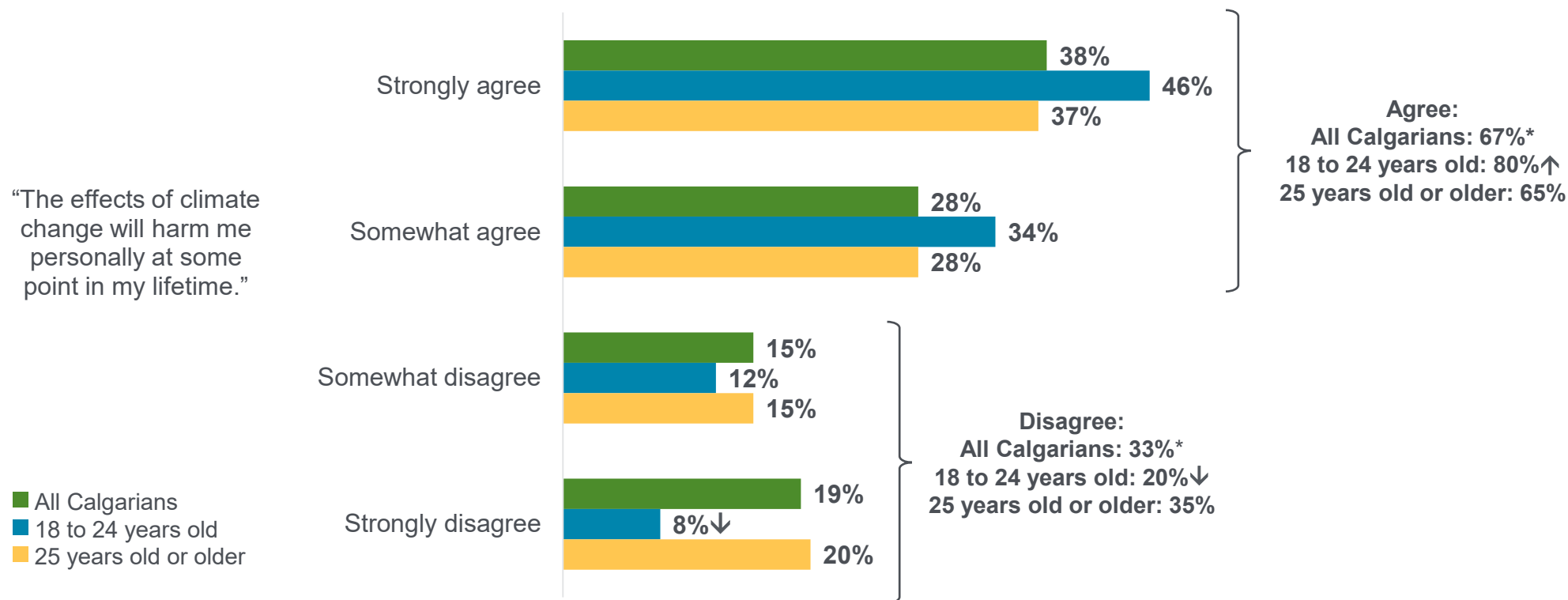
Q. I am going to read you a few statements, and I would like you to tell me the extent to which you agree or disagree with each one.  
 Base: Valid respondents (All Calgarians n=2,489, 18 to 24 years old n=107, 25 years old or older n=2,306)

\*Rounding

↑/↓ Statistically higher/lower than comparable subgroup

# Climate change causing personal harm

While a majority (67%) of Calgarians agree that the effects of climate change will harm them personally at some point in their lifetime, there is a statistically significant difference between the age groups. A higher proportion of young adults age 18 to 24 (80%) agree that the effects of climate change will harm them personally compared to those age 25 and above (65%). A lower proportion of young adults disagree with this statement (20% vs. 35% of those age 25+), including fewer who 'strongly' disagree (8% vs. 20%).



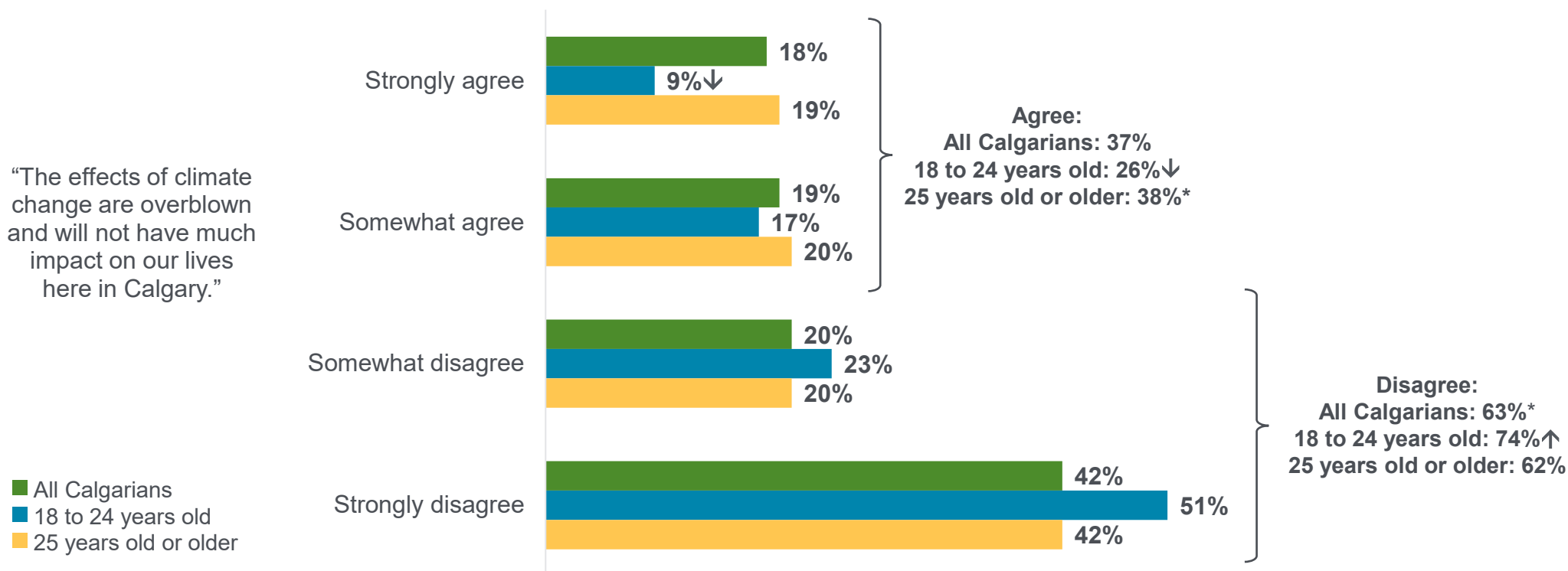
Q. I am going to read you a few statements, and I would like you to tell me the extent to which you agree or disagree with each one.  
Base: Valid respondents (All Calgarians n=2,478, 18 to 24 years old n=107, 25 years old or older n=2,297)

\*Rounding

↑/↓ Statistically higher/lower than comparable subgroup

# Effects of climate change are overblown

Fewer than two-fifths (37%) of Calgarians agree that the effects of climate change are overblown and will not have much impact on their lives in Calgary. Young adults age 18 to 24 (26%) are less likely to agree that the effects are overblown compared to those age 25 and above (38%), driven by fewer young adults who 'strongly' agree (9% vs. 19% of those age 25+).



Q. I am going to read you a few statements, and I would like you to tell me the extent to which you agree or disagree with each one.  
 Base: Valid respondents (All Calgarians n=2,486, 18 to 24 years old n=107, 25 years old or older n=2,303)

\*Rounding

↑/↓ Statistically higher/lower than comparable subgroup

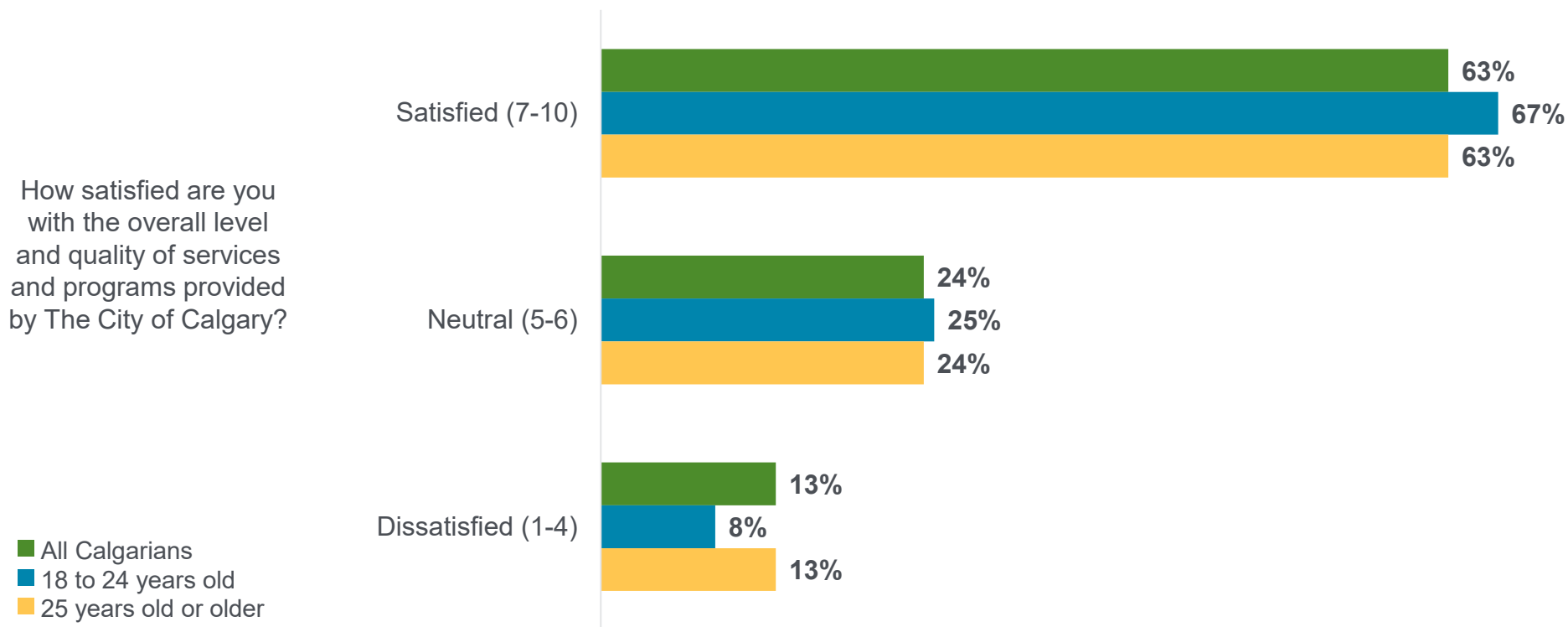




# City programs and services

# Satisfaction with the overall level and quality of City services and programs

More than three-fifths (63%) of Calgarians are satisfied with the overall level and quality of services and programs provided by The City of Calgary. Satisfaction levels are similar between young adults age 18 to 24 (67%) and those age 25 and above (63%).



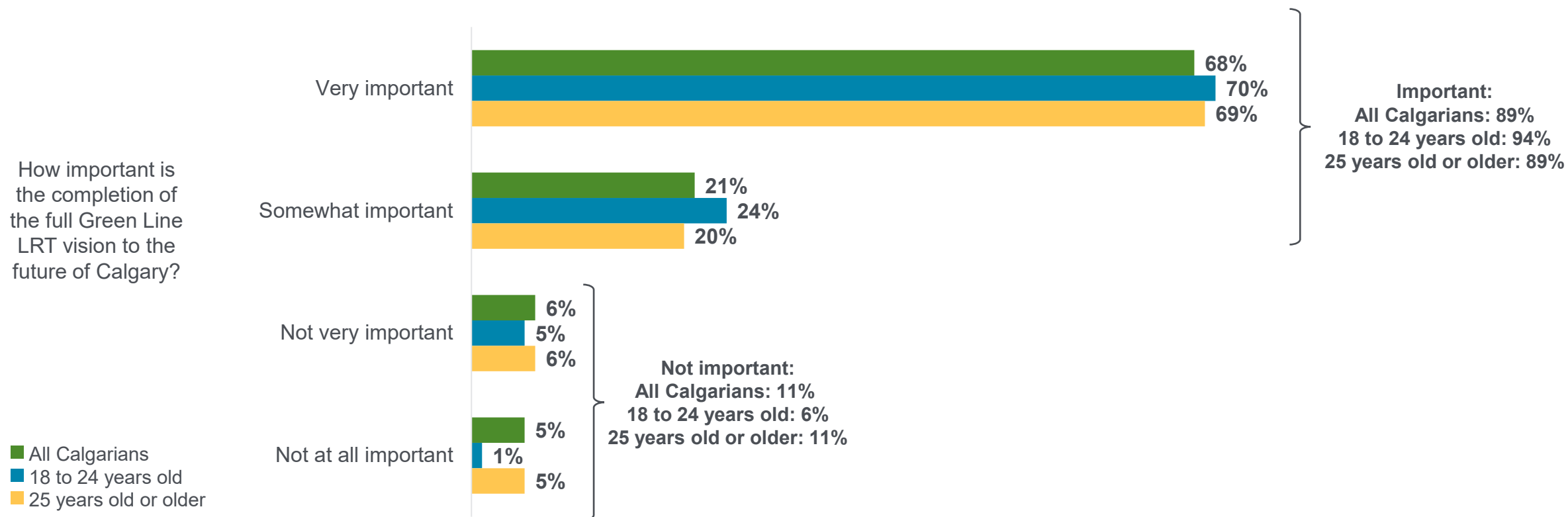
Q. On a scale of 1 to 10 where 1 is not at all satisfied and 10 is very satisfied, how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents (All Calgarians n=2,496, 18 to 24 years old n=107, 25 years old or older n=2,310)



# Perceived importance of the Green Line LRT

A vast majority (89%) of Calgarians say the completion of the full Green Line LRT vision is very or somewhat important to the future of Calgary. There are no significant differences between young adults age 18 to 24 and those age 25 and above (94% and 89%, respectively).



Q. The full vision for the Green Line LRT is 46km and will be built in phases. Future phases will extend from downtown over the Bow River and north to Keystone as well as extend further South to Seton. How important is the completion of the full Green Line LRT vision to the future of Calgary?

Base: Valid respondents (All Calgarians n=2,486, 18 to 24 years old n=105, 25 years old or older n=2,302)

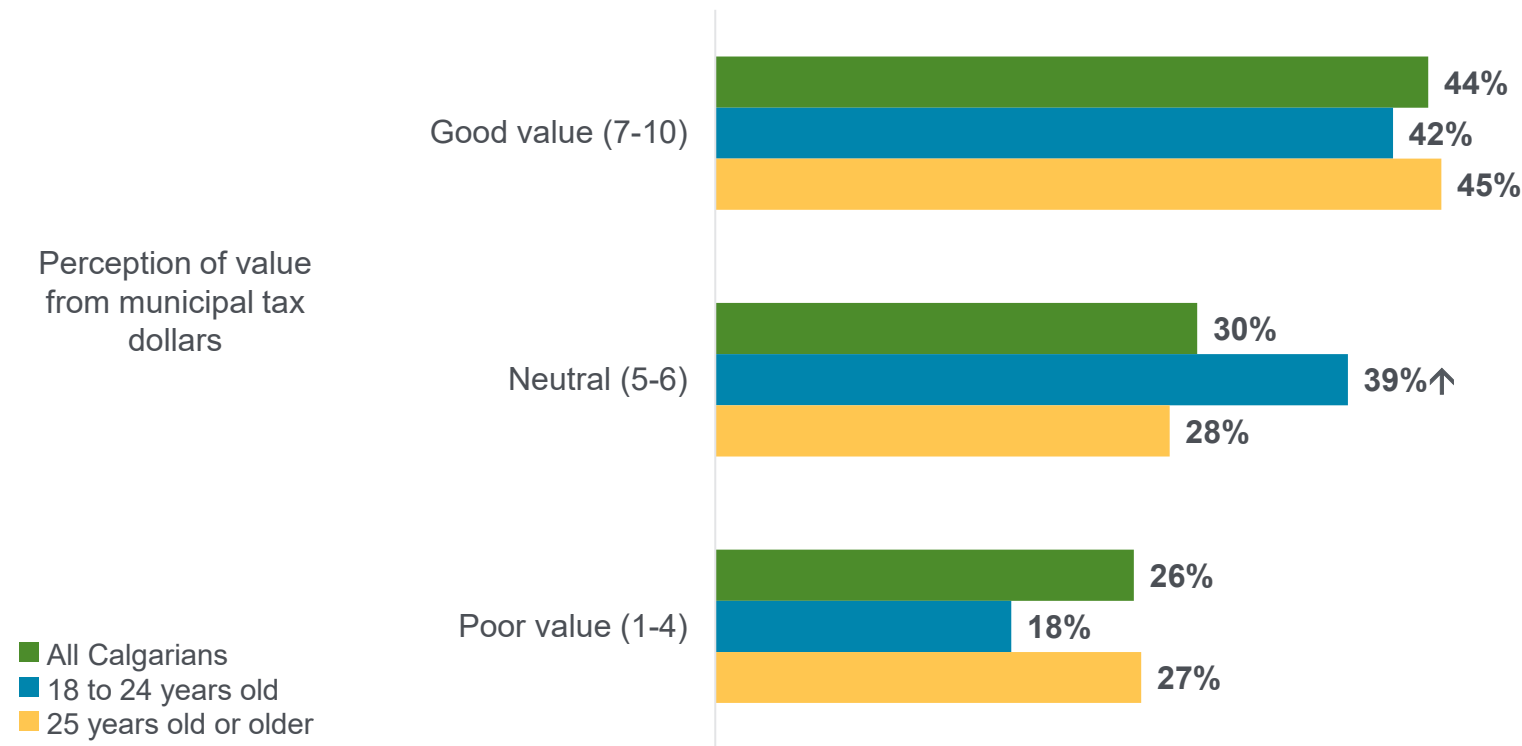


# Taxation



# Perceived value of property taxes

More than two-fifths (44%) of Calgarians feel they receive good value from their municipal tax dollars. This feeling is similar among young adults age 18 to 24 (42%) and those age 25 and above (45%). A higher proportion of young adults are neutral about the value they receive for their property tax dollars (39% vs. 28% of those age 25+).



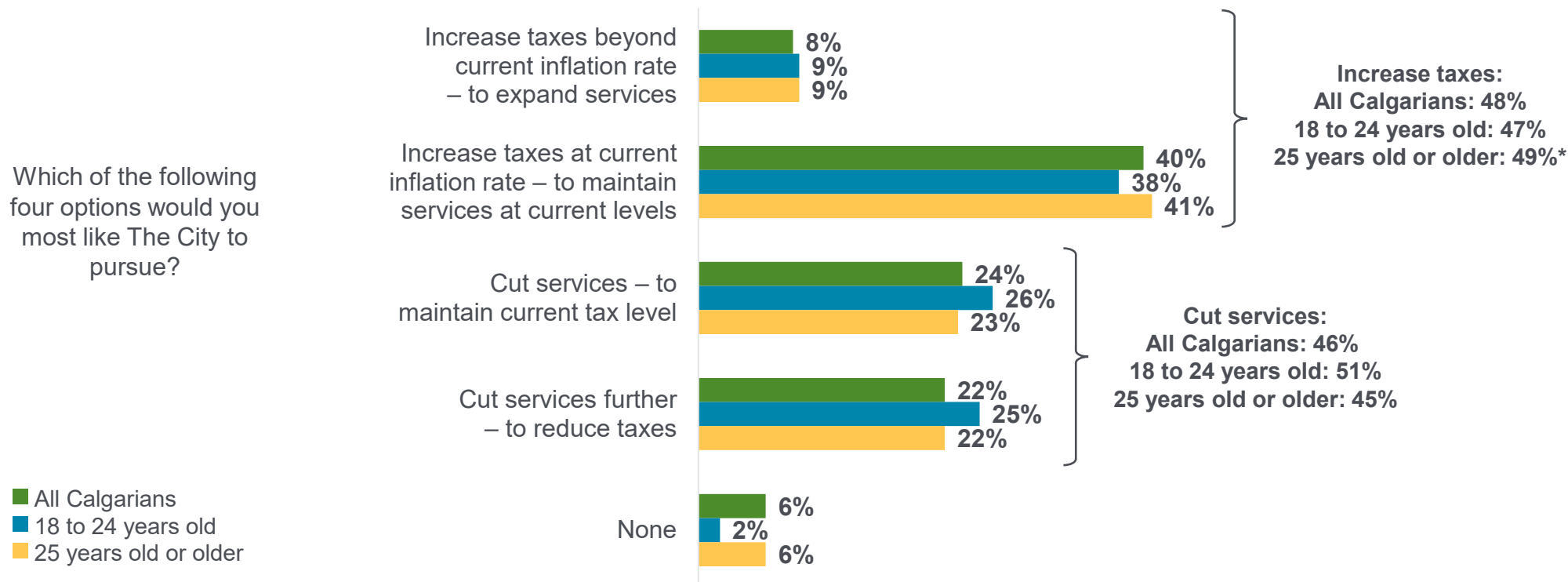
Q. Property tax dollars are divided between The City and the Province. Approximately two-thirds of residential property tax payment goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where 1 is very poor value and 10 is very good value.

Base: Valid respondents (All Calgarians n=2,469, 18 to 24 years old n=105, 25 years old or older n=2,284)

↑/↓ Statistically higher/lower than comparable subgroup

# Balancing taxation and service delivery

A sizeable minority (48%) of Calgarians say the best way to manage increased costs is to increase taxes (beyond or at the current inflation rate) to expand or maintain services. There are no statistically significant differences between young adults age 18 to 24 (47%) and those age 25 and above (49%). Around one-half (46%) of Calgarians say The City should cut services to maintain or reduce current tax levels. The preference to cut services is also consistent between the two age groups (51% and 45%, respectively).



Q. 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=2,454, 18 to 24 years old n=102, 25 years old or older n=2,275)

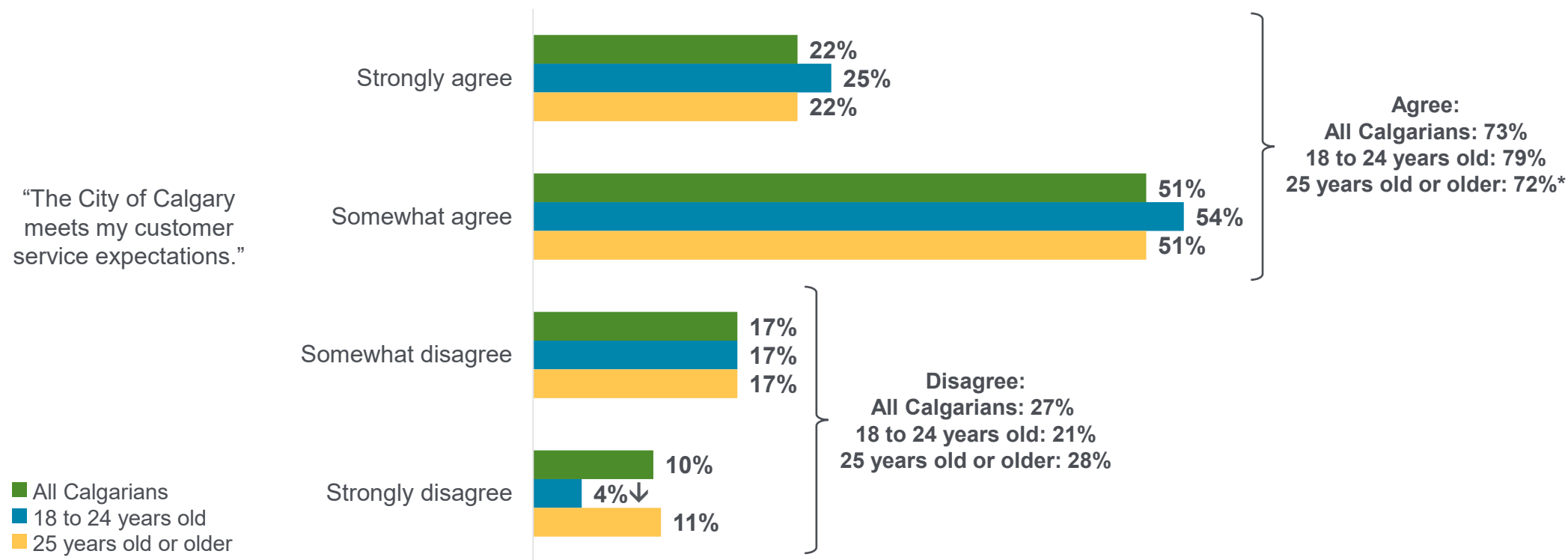
\*Rounding



## Perception of customer service and communications at The City

# The City meets customer service expectations

Nearly three-quarters (73%) of Calgarians agree that The City of Calgary meets their customer service expectations. Agreement is consistent between young adults age 18 to 24 (79%) and those age 25 and above (72%). While disagreement ratings are consistent between the two age groups, a lower proportion of young adults age 18 to 24 'strongly' disagree (4% vs. 11% of those age 25+).



Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.

Base: Valid respondents (All Calgarians n=2,471, 18 to 24 years old n=107, 25 years old or older n=2,288)

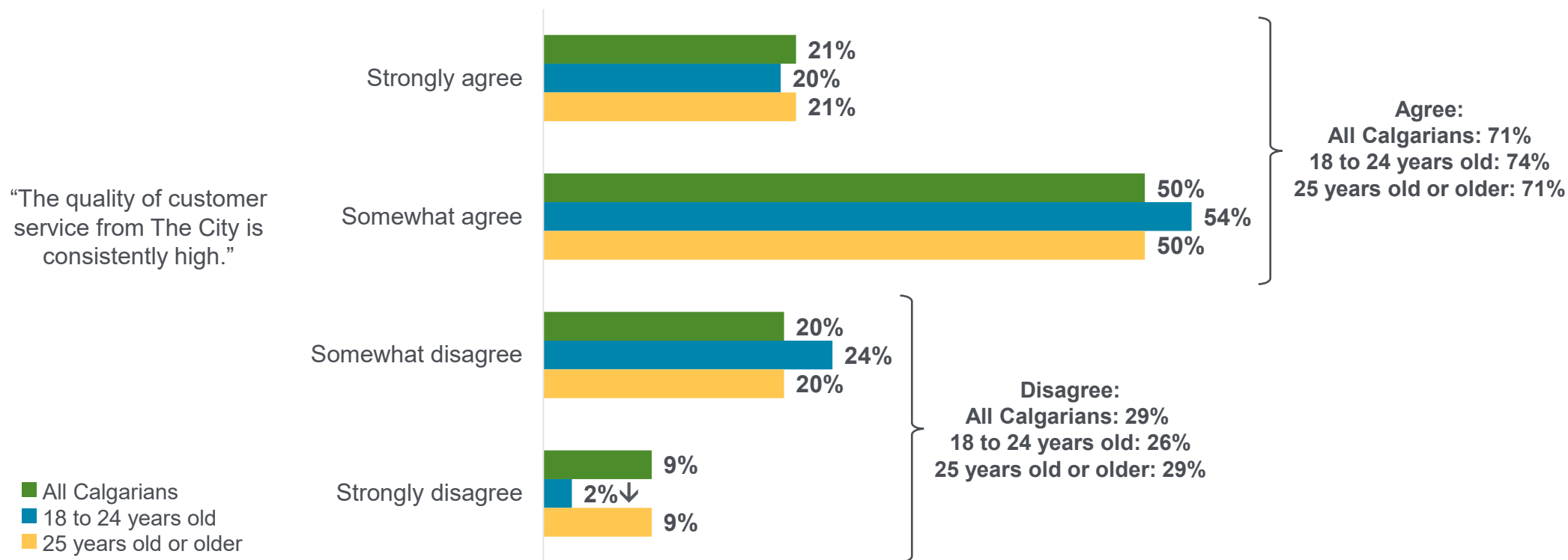
\*Rounding

↑/↓ Statistically higher/lower than comparable subgroup



# The City offers consistently high quality customer service

A majority (71%) of Calgarians agree that the quality of customer service from The City is consistently high. Total agreement is consistent between the two age groups (74% age 18 to 24 and 71% age 25+). Total disagreement is also consistent between the two age groups, although a lower proportion of young adults 'strongly' disagree (2% vs. 9%).



Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.

Base: Valid respondents (All Calgarians n=2,466, 18 to 24 years old n=107, 25 years old or older n=2,282)

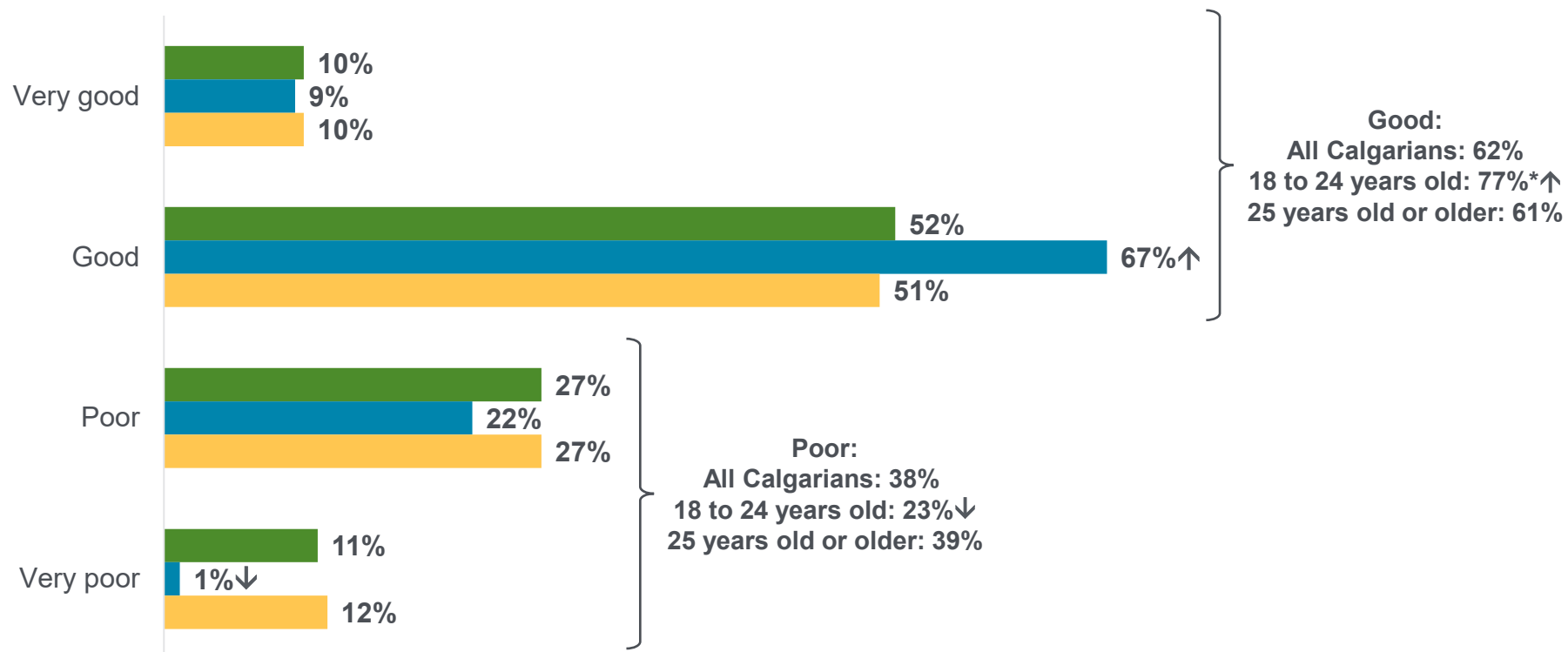
↑/↓ Statistically higher/lower than comparable subgroup

# Overall communication from The City

Around three-fifths (62%) of Calgarians rate The City of Calgary's communication about its services, programs, policies and plans in the past 6 months as good overall (very good or good). A higher proportion of young adults (77%) rate The City's communication as good overall compared to those age 25 and above (61%). This is largely driven by a higher proportion of young adults who rate it as 'good' (67% vs. 51%). Correspondingly, a lower proportion of young adults give 'poor' (23% vs. 39% vs. those age 25+), notably very few giving 'very' poor ratings (1% vs. 12%).

Overall, how would you rate The City in terms of how well it communicates with Calgarians about its services, programs, policies and plans in the past 6 months?

■ All Calgarians  
■ 18 to 24 years old  
■ 25 years old or older



Q. Overall, how would you rate The City in terms of how well it communicates with Calgarians about its services, programs, policies and plans in the past 6 months? Has the communication been...?

Base: Valid respondents (All Calgarians n=2,481, 18 to 24 years old n=107, 25 years old or older n=2,296)

\*Rounding

↑/↓ Statistically higher/lower than comparable subgroup



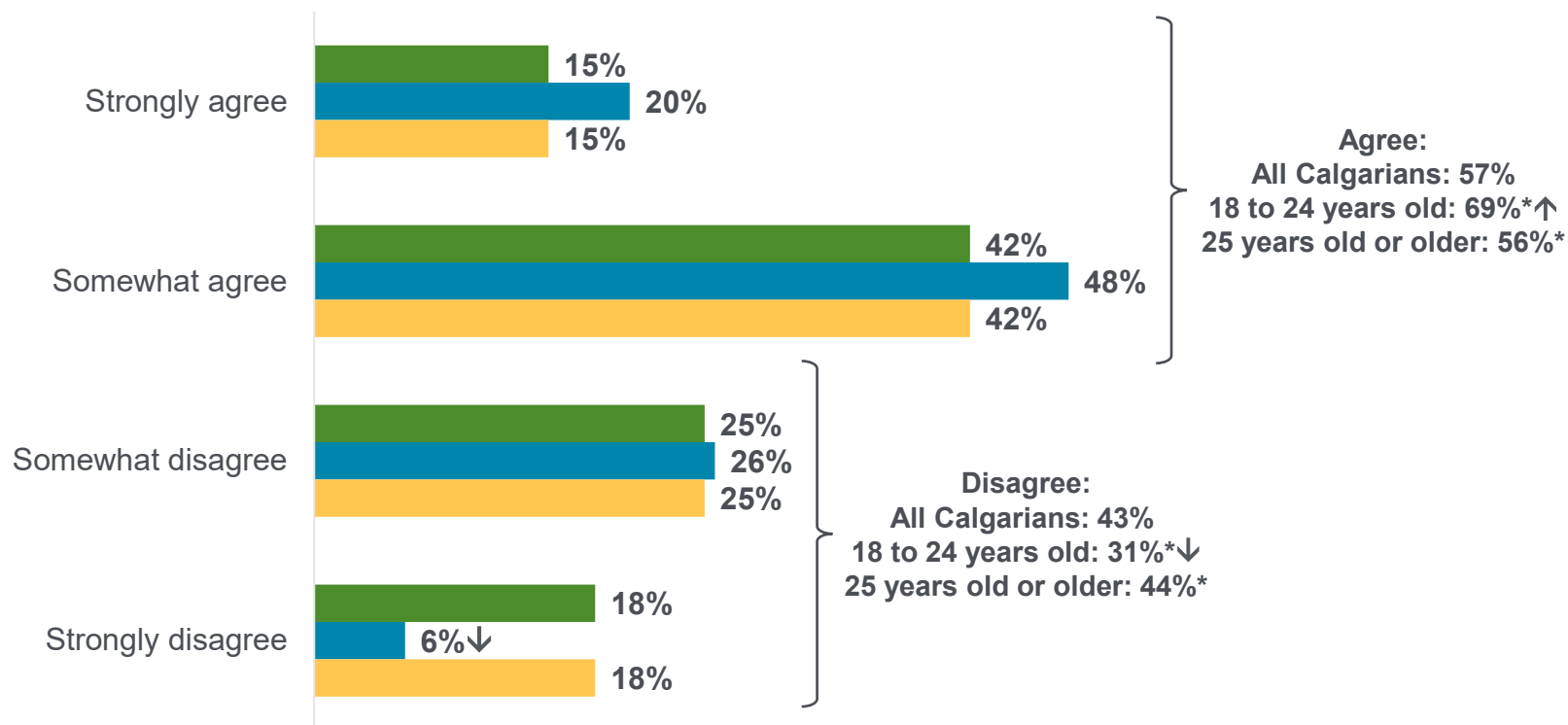
# Input from Calgarians

# The City is working at including Calgarians' input

A small majority (57%) of Calgarians are confident that The City of Calgary is working to improve how it includes Calgarians' input into important decisions. A higher proportion of young adults age 18 to 24 believe this to be so (69% vs. 56% of those age 25+). Disagreement is lower among young adults (31%) compared to those age 25 and above (44%), including fewer who 'strongly' disagree (6% vs. 18%).

"I am confident that The City of Calgary is working to improve how it includes Calgarians' input into important decisions."

■ All Calgarians  
■ 18 to 24 years old  
■ 25 years old or older



Q. Please tell me if you agree or disagree with each of the following statements?.

Base: Valid respondents (All Calgarians n=2,481, 18 to 24 years old n=107, 25 years old or older n=2,298)

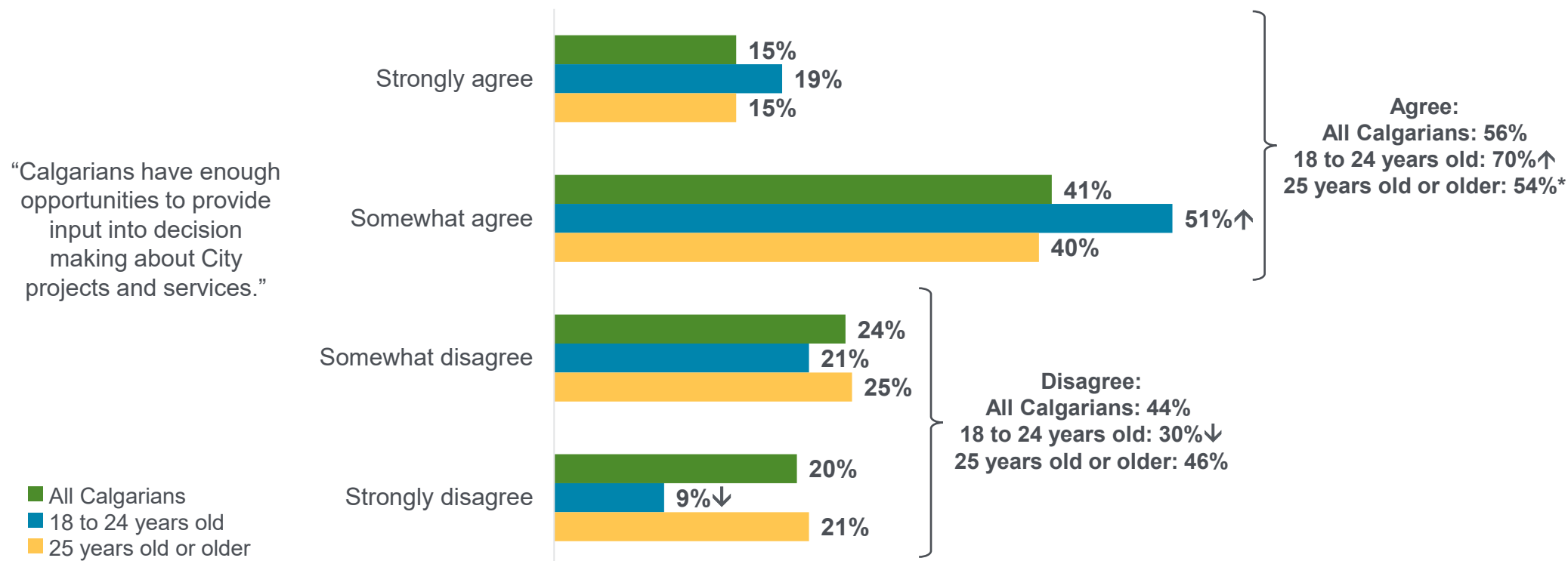
\*Rounding

↑/↓ Statistically higher/lower  
than comparable subgroup



# Calgarians have enough opportunities to provide input

More than one-half (56%) of Calgarians agree overall (strongly or somewhat) that Calgarians have enough opportunities to provide input into decision making about City projects and services. A higher proportion of young adults age 18 to 24 (70%) agree compared to those age 25 and above (54%). This is largely driven by young adults who 'somewhat' agree (51% vs. 40%, respectively).



Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.

Base: Valid respondents (All Calgarians n=2,477, 18 to 24 years old n=107, 25 years old or older n=2,292)

\*Rounding

↑/↓ Statistically higher/lower than comparable subgroup

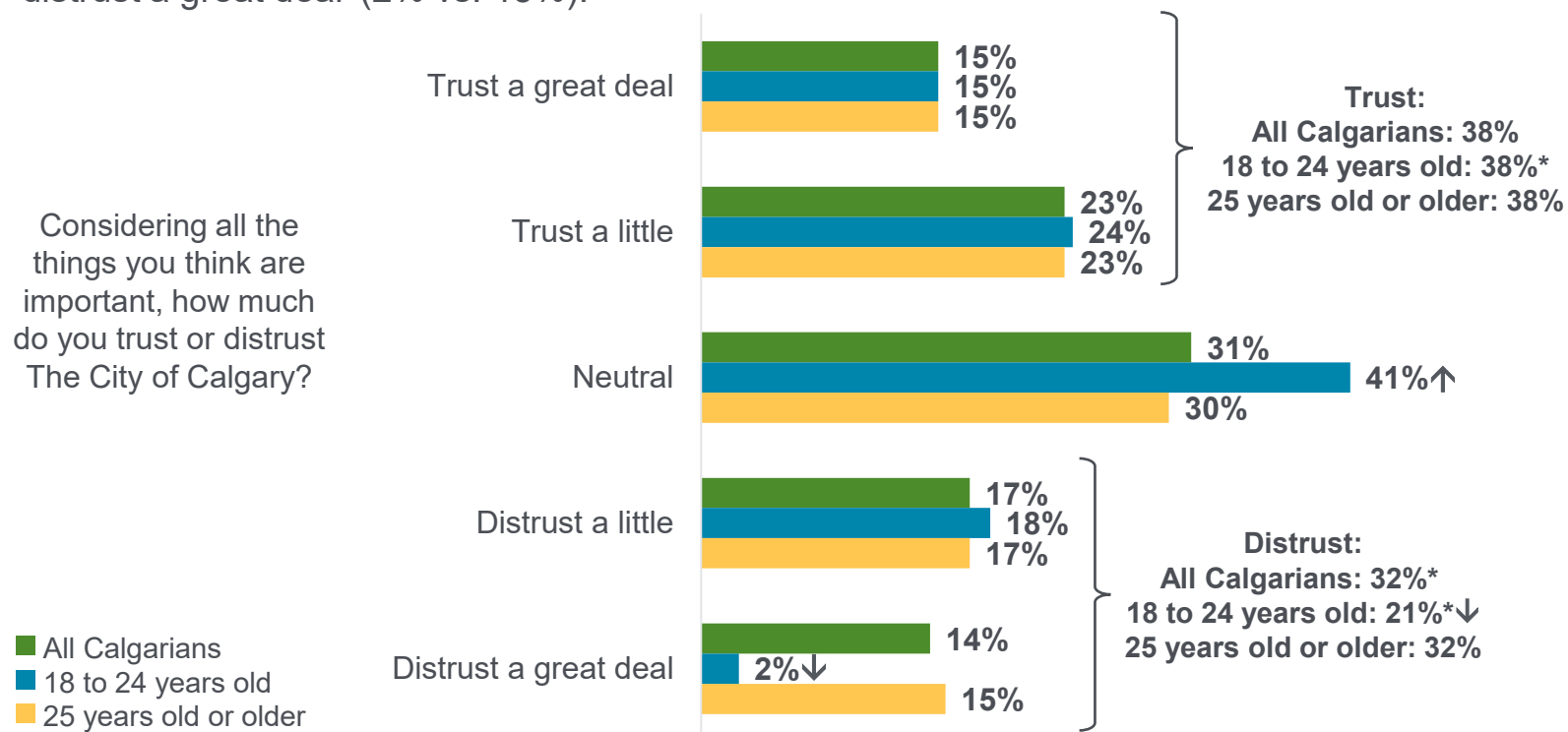


# City reputation and performance



# Trust in The City of Calgary

Nearly two-fifths (38%) of Calgarians trust The City of Calgary a great deal or a little. There are no statistically significant differences in trust ratings between young adults age 18 to 24 (38%) and those age 25 and above (38%). However, young adults tend to be more neutral than their older counterparts (41% vs. 30% of those age 25+) and a lower proportion of young adults distrust The City (21% vs. 32%) including those who 'distrust a great deal' (2% vs. 15%).



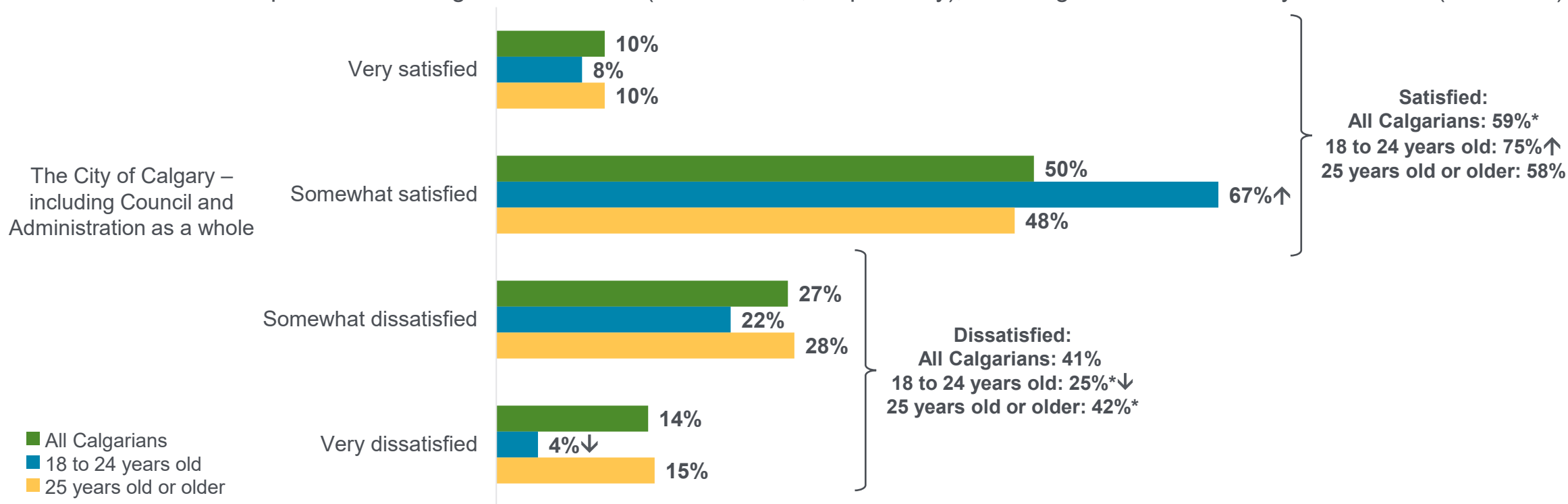
Q. Considering all the things you think are important, how much do you trust or distrust The City of Calgary?  
 Base: Valid respondents (All Calgarians n=2,489, 18 to 24 years old n=106, 25 years old or older n=2,305)

\*Rounding

↑/↓ Statistically higher/lower than comparable subgroup

# Satisfaction with The City as a whole

Three-fifths (59%) of Calgarians are satisfied with The City of Calgary including Council and Administration as a whole. A higher proportion of young adults age 18 to 24 (75%) are satisfied compared to those age 25 and above (58%). This difference is largely driven by the higher proportion of young adults who are 'somewhat' satisfied (67% vs. 48%, respectively). A lower proportion of young adults are dissatisfied when compared to those age 25 and above (25% vs. 42%, respectively), including fewer who are 'very' dissatisfied (4% vs. 15%).



Q. Taking everything into account, how satisfied or dissatisfied are you with the way The City of Calgary – including Council and Administration as a whole - is going about running our city?

Base: Valid respondents (All Calgarians n=2,487, 18 to 24 years old n=106, 25 years old or older n=2,304)

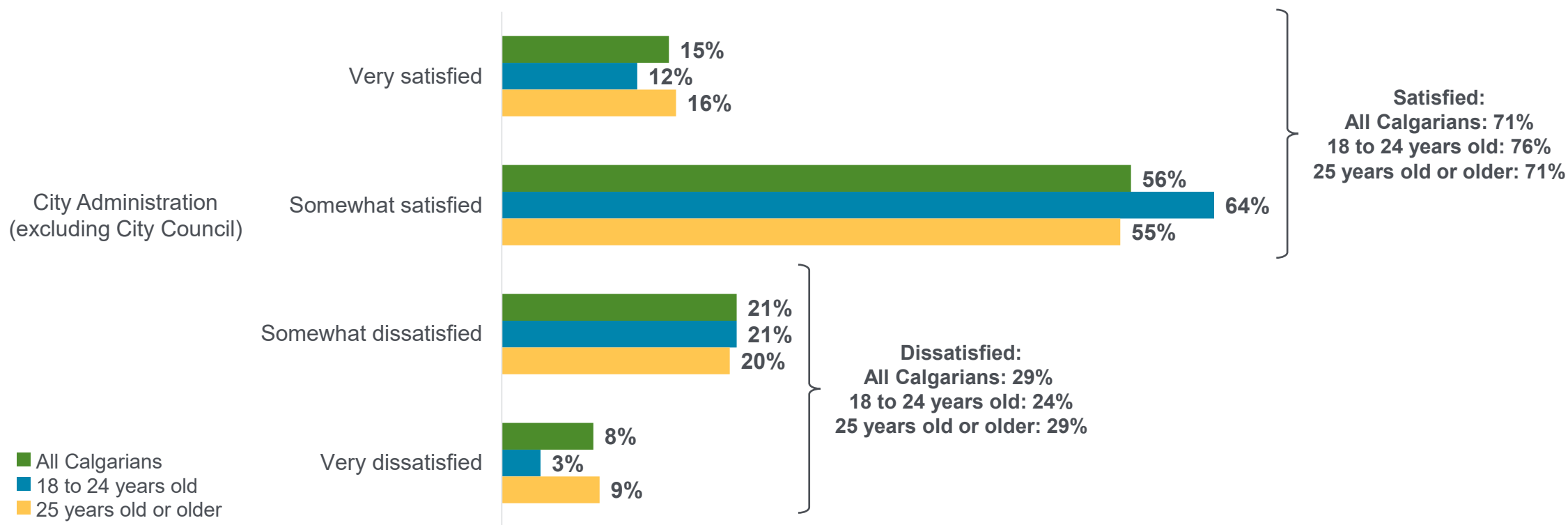
\*Rounding

↑/↓ Statistically higher/lower than comparable subgroup



# Satisfaction with City Administration

Seven-in-ten (71%) Calgarians are satisfied (very or somewhat) with City Administration (excluding City Council). Satisfaction levels are consistent between young adults age 18 to 24 (76%) and those age 25 and above (71%).

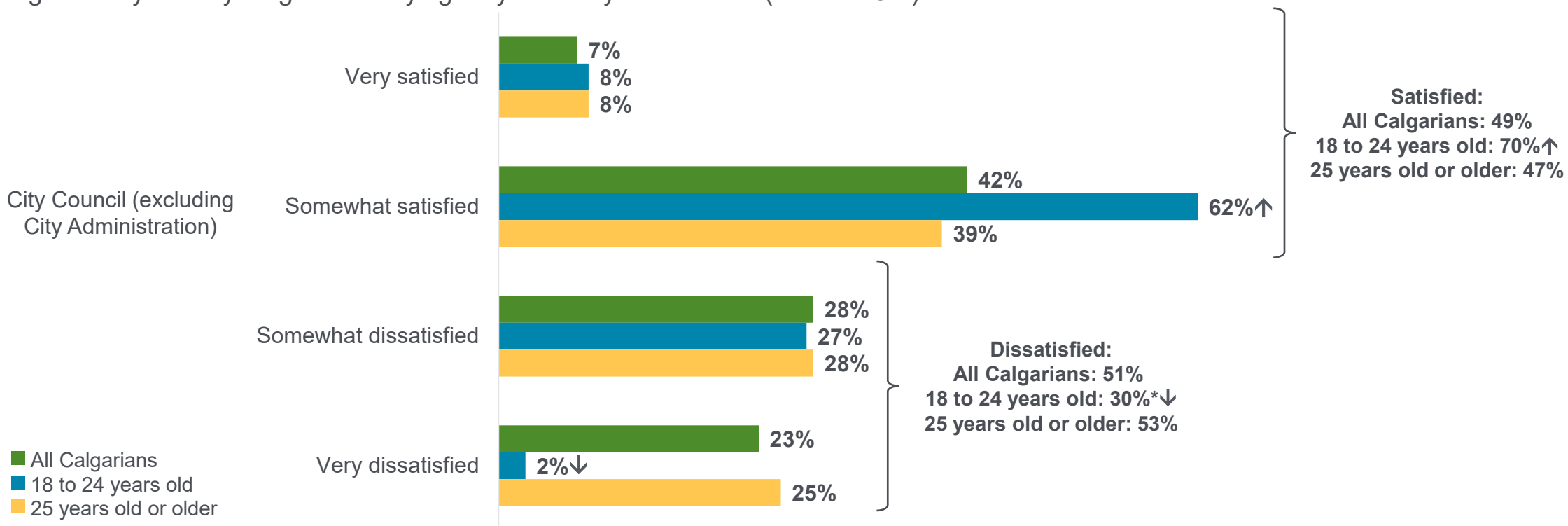


Q. Thinking about Calgary's City Administration, excluding Council, how satisfied or dissatisfied are you with the way City Administration is going about running our city?

Base: Valid respondents (All Calgarians n=2,480, 18 to 24 years old n=107, 25 years old or older n=2,296)

# Satisfaction with City Council

One-half (49%) of Calgarians are satisfied with City Council (excluding City Administration). A higher proportion of young adults age 18 to 24 (70%) are satisfied with Council compared to those age 25 and above (47%). This is led by a significantly higher proportion of young adults who are 'somewhat' satisfied (62% vs. 39% of those age 25+). In turn, dissatisfaction ratings are lower among young adults (30% vs. 53%) with significantly fewer young adults saying they are 'very' dissatisfied (2% vs. 25%).



Q. 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?

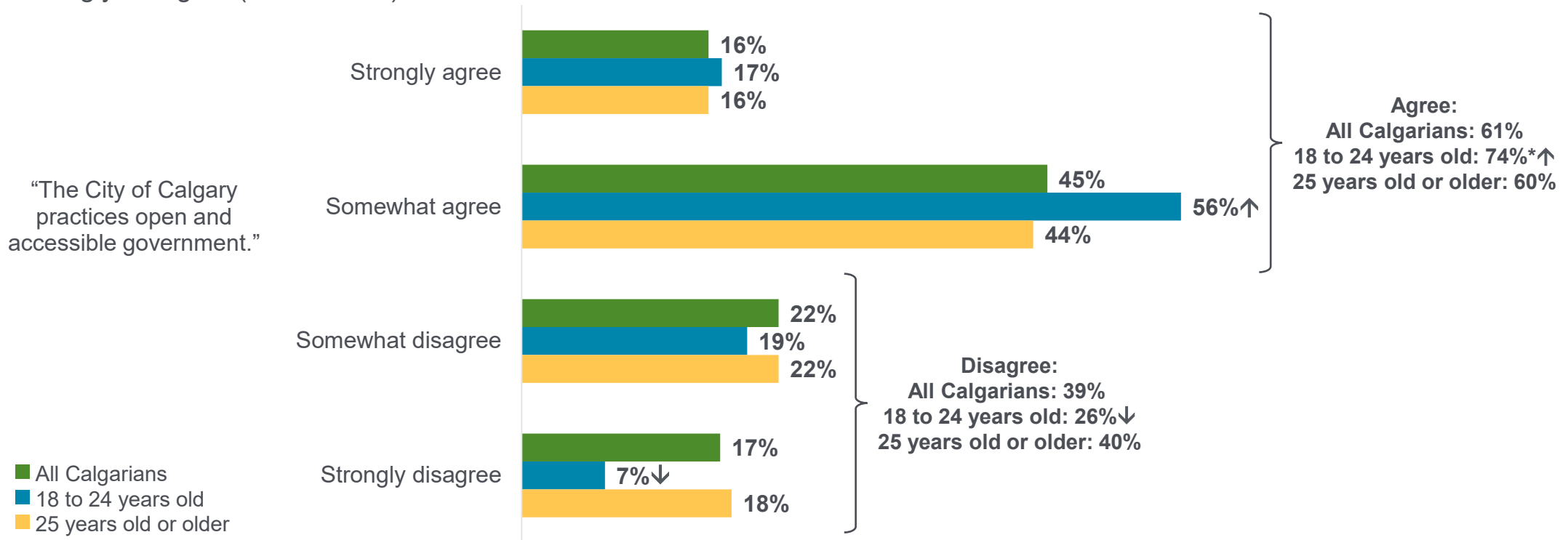
Base: Valid respondents (All Calgarians n=2,485, 18 to 24 years old n=106, 25 years old or older n=2,302)

\*Rounding

↑/↓ Statistically higher/lower than comparable subgroup

# The City practices open and accessible government

Three-fifths (61%) of Calgarians agree that The City of Calgary practices open and accessible government. A higher proportion of young adults age 18 to 24 agree (74% vs. 60% of those age 25+), led by a higher proportion who ‘somewhat’ agree (56% vs. 44%, respectively). Disagreement ratings are lower among young adults (26%) compared to those age 25 and above (40%), including a lower proportion who ‘strongly’ disagree (7% vs. 18%).



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

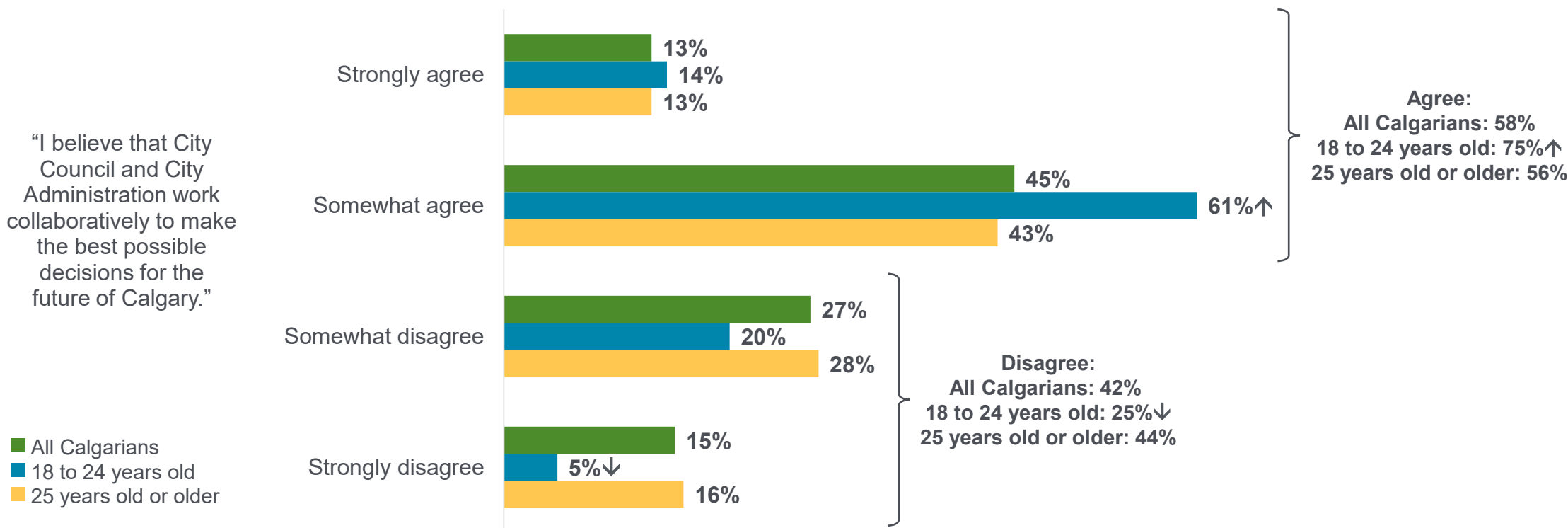
Base: Valid respondents (All Calgarians n=2,465, 18 to 24 years old n=107, 25 years old or older n=2,283)

\*Rounding

↑/↓ Statistically higher/lower than comparable subgroup

# Council and Administration working collaboratively

Nearly three-fifths (58%) of Calgarians agree that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary. A higher proportion of young adults age 18 to 24 (75%) agree compared to those age 25 and above (56%). This is largely driven by a higher proportion of young adults who ‘somewhat’ agree (61% vs. 43%, respectively). A lower proportion of young adults disagree (25% vs. 44% of those age 25+), including fewer who ‘strongly’ disagree (5% vs. 16%).



Q. Please tell me if you agree or disagree with each of the following statements.

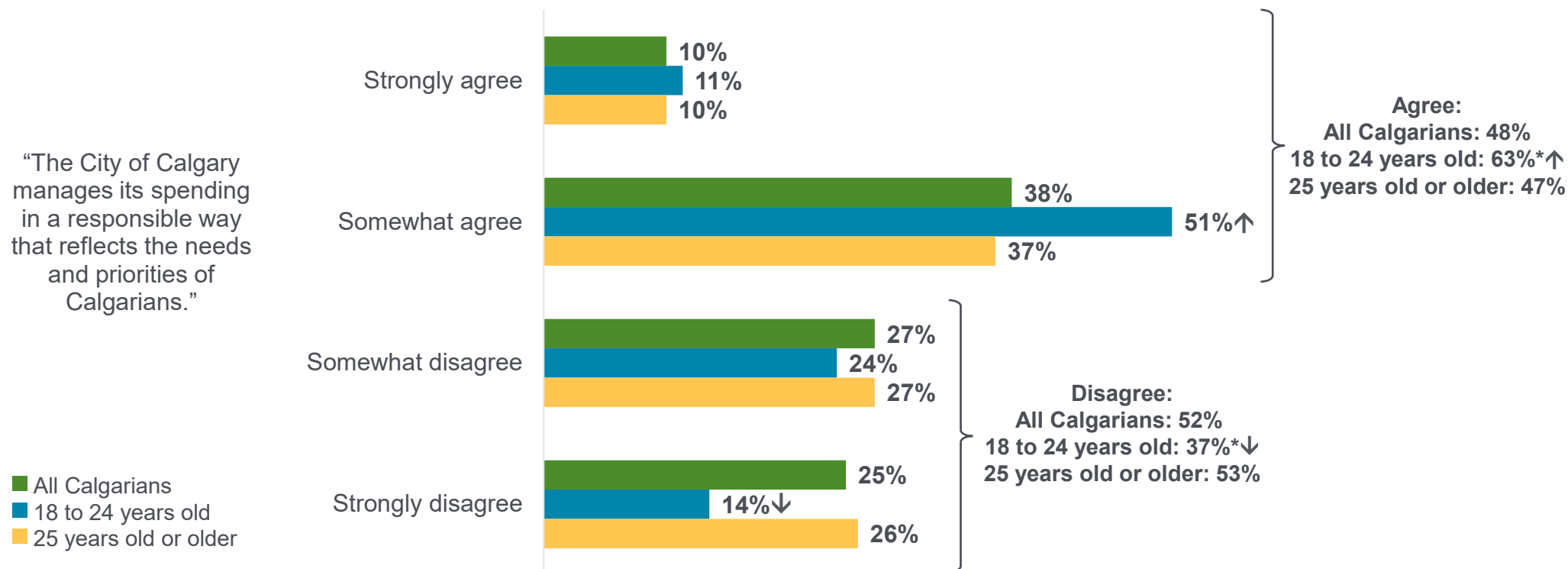
Base: Valid respondents (All Calgarians n=2,469, 18 to 24 years old n=107, 25 years old or older n=2,288)

↑/↓ Statistically higher/lower than comparable subgroup



# The City manages its spending responsibly

A sizeable minority (48%) of Calgarians agree that The City of Calgary manages its spending in a responsible way that reflects the needs and priorities of Calgarians. A statistically higher proportion of young adults age 18 to 24 (63%) agree compared to those age 25 and above (47%), led by a significantly larger proportion who ‘somewhat’ agree (51% vs. 37%, respectively). Disagreement ratings are lower among young adults (37%) compared to those age 25 and above (53%), including a lower proportion who ‘strongly’ disagree (14% vs. 26%).



Q. Please tell me if you agree or disagree with each of the following statements.

Base: Valid respondents (All Calgarians n=2,482, 18 to 24 years old n=107, 25 years old or older n=2,299)

\*Rounding

↑/↓ Statistically higher/lower than comparable subgroup



# Respondent profile



# Respondent profile (1 of 4)

| Gender                  |                |              |         |
|-------------------------|----------------|--------------|---------|
|                         | All Calgarians | Age 18 to 24 | Age 25+ |
| Female                  | 50%            | 45%          | 51%     |
| Male                    | 49%            | 51%          | 49%     |
| Prefer to self-describe | 1%             | 4%           | 1%      |

| Age         |                |              |         |
|-------------|----------------|--------------|---------|
|             | All Calgarians | Age 18 to 24 | Age 25+ |
| 18 to 24    | 11%            | 100%         | 0%      |
| 25 to 34    | 20%            | 0%           | 22%     |
| 35 to 44    | 17%            | 0%           | 19%     |
| 45 to 54    | 18%            | 0%           | 20%     |
| 55 to 64    | 12%            | 0%           | 13%     |
| 65 or older | 22%            | 0%           | 25%     |
| MEAN        | 47.6           | 21.5         | 50.8    |

| Children + seniors in household |                |              |         |
|---------------------------------|----------------|--------------|---------|
|                                 | All Calgarians | Age 18 to 24 | Age 25+ |
| Yes – children                  | 30%            | 27%          | 30%     |
| Yes – seniors                   | 33%            | 12%          | 35%     |

Base: Valid respondents (bases vary)

| Income                  |                |              |         |
|-------------------------|----------------|--------------|---------|
|                         | All Calgarians | Age 18 to 24 | Age 25+ |
| Less than \$60,000      | 23%            | 30%          | 21%     |
| \$60,000 to <\$120,000  | 34%            | 33%          | 35%     |
| \$120,000 to <\$200,000 | 25%            | 28%          | 24%     |
| \$200,000 and over      | 18%            | 9%           | 20%     |

| Education                                     |                |              |         |
|---|----------------|--------------|---------|
|   | All Calgarians | Age 18 to 24 | Age 25+ |
| Less than high school                         | 2%             | 2%           | 2%      |
| High school or equivalent                     | 19%            | 68%          | 13%     |
| Apprenticeship or trades diploma/certificate  | 6%             | 3%           | 7%      |
| College or non-university diploma/certificate | 17%            | 8%           | 18%     |
| University degree/diploma/certificate         | 56%            | 19%          | 60%     |

# Respondent profile (2 of 4)

| Employment status^                               |                |              |         |
|--|----------------|--------------|---------|
|  | All Calgarians | Age 18 to 24 | Age 25+ |
| Full time employed or self employed              | 53%            | 19%          | 57%     |
| Part time employed or self-employed              | 12%            | 41%          | 8%      |
| Retired  | 21%            | 0%           | 23%     |
| Looking after home and/or family                 | 2%             | 0%           | 2%      |
| Unable to work because of sickness or disability | 2%             | 2%           | 3%      |
| Unemployed                                       | 6%             | 14%          | 5%      |
| Doing unpaid or voluntary work                   | 1%             | 4%           | 1%      |
| Student  | 7%             | 40%          | 3%      |
| Other  | <1%            | 0%           | <1%     |

| Business owner/operator                     |                |              |         |
|---|----------------|--------------|---------|
| Base: In workforce (n=1,407; n=63; n=1,309) |                |              |         |
|   | All Calgarians | Age 18 to 24 | Age 25+ |
| Own and operate a business                  | 17%            | 6%           | 18%     |
| Own a business                              | 3%             | 0%           | 3%      |
| Operate a business                          | 2%             | 0%           | 2%      |
| No  | 79%            | 94%          | 77%     |

| Household size |                |              |         |
|----------------|----------------|--------------|---------|
|                | All Calgarians | Age 18 to 24 | Age 25+ |
| 1              | 14%            | 4%           | 15%     |
| 2              | 34%            | 13%          | 36%     |
| 3              | 17%            | 24%          | 16%     |
| 4              | 20%            | 27%          | 19%     |
| 5              | 9%             | 11%          | 8%      |
| 6 or more      | 7%             | 21%          | 5%      |
| MEAN           | 3.0            | 4.2          | 2.9     |

Base: Valid respondents (bases vary)

^ Multiple responses allowed



## Respondent profile (3 of 4)

| Quadrant  |                |              |         |
|-----------|----------------|--------------|---------|
|           | All Calgarians | Age 18 to 24 | Age 25+ |
| Southwest | 29%            | 27%          | 29%     |
| Southeast | 23%            | 23%          | 23%     |
| Northwest | 29%            | 26%          | 29%     |
| Northeast | 19%            | 24%          | 18%     |

| Own or rent |                |              |         |
|-------------|----------------|--------------|---------|
|             | All Calgarians | Age 18 to 24 | Age 25+ |
| Own         | 68%            | 31%          | 72%     |
| Rent        | 27%            | 45%          | 25%     |
| Other       | 5%             | 24%          | 2%      |

| Responsible for property taxes or rent |                |              |         |
|--|----------------|--------------|---------|
|  | All Calgarians | Age 18 to 24 | Age 25+ |
| Yes                                    | 85%            | 34%          | 91%     |
| No                                     | 15%            | 66%          | 9%      |

| Tenure in Calgary |                |              |         |
|-------------------|----------------|--------------|---------|
|                   | All Calgarians | Age 18 to 24 | Age 25+ |
| Less than 5 years | 11%            | 22%          | 9%      |
| 5 to <10 years    | 6%             | 10%          | 6%      |
| 10 to <15 years   | 8%             | 11%          | 8%      |
| 15 to <20 years   | 9%             | 19%          | 8%      |
| 20 to <30 years   | 23%            | 38%          | 21%     |
| 30 to <40 years   | 15%            | 0%           | 17%     |
| 40 or more        | 28%            | 0%           | 31%     |
| MEAN              | 28.3           | 13.9         | 29.9    |

| 2SLGBTQIA+ |                |              |         |
|------------|----------------|--------------|---------|
|            | All Calgarians | Age 18 to 24 | Age 25+ |
| Yes        | 9%             | 23%          | 7%      |
| No         | 91%            | 77%          | 93%     |

Base: Valid respondents (bases vary)

# Respondent profile (4 of 4)

## Indigenous identity^

|                               | All Calgarians | Age 18 to 24 | Age 25+ |
|-------------------------------|----------------|--------------|---------|
| Yes – First Nations           | 1%             | 3%           | 1%      |
| Yes – Metis                   | 2%             | 3%           | 2%      |
| Yes – Inuit                   | <1%            | 1%           | <1%     |
| Yes – Prefer to self-describe | <1%            | 0%           | <1%     |
| Other                         | <1%            | 0%           | <1%     |
| No                            | 96%            | 95%          | 96%     |

## Disability in household^

|                               | All Calgarians | Age 18 to 24 | Age 25+ |
|-------------------------------|----------------|--------------|---------|
| Yes – myself                  | 12%            | 7%           | 12%     |
| Yes – someone in my household | 13%            | 17%          | 12%     |
| No                            | 78%            | 81%          | 78%     |

## Born in Canada

|     | All Calgarians | Age 18 to 24 | Age 25+ |
|-----|----------------|--------------|---------|
| Yes | 67%            | 60%          | 68%     |
| No  | 33%            | 40%          | 32%     |

## Date of arrival in Canada

Base: Not born in Canada (n=755; n=44; n=684)

|                         | All Calgarians | Age 18 to 24 | Age 25+ |
|-------------------------|----------------|--------------|---------|
| Within the past 5 years | 26%            | 40%          | 24%     |
| More than 5 years ago   | 74%            | 60%          | 76%     |

## Racialized

|                         | All Calgarians | Age 18 to 24 | Age 25+ |
|-------------------------|----------------|--------------|---------|
| Yes                     | 29%            | 54%          | 26%     |
| No                      | 70%            | 44%          | 73%     |
| Prefer to self-describe | 1%             | 2%           | 1%      |

Base: Valid respondents (bases vary)

^ Multiple responses allowed



# Contact

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