

Calgary



2024 Calgary Attitudes and Outlook Survey

Final report

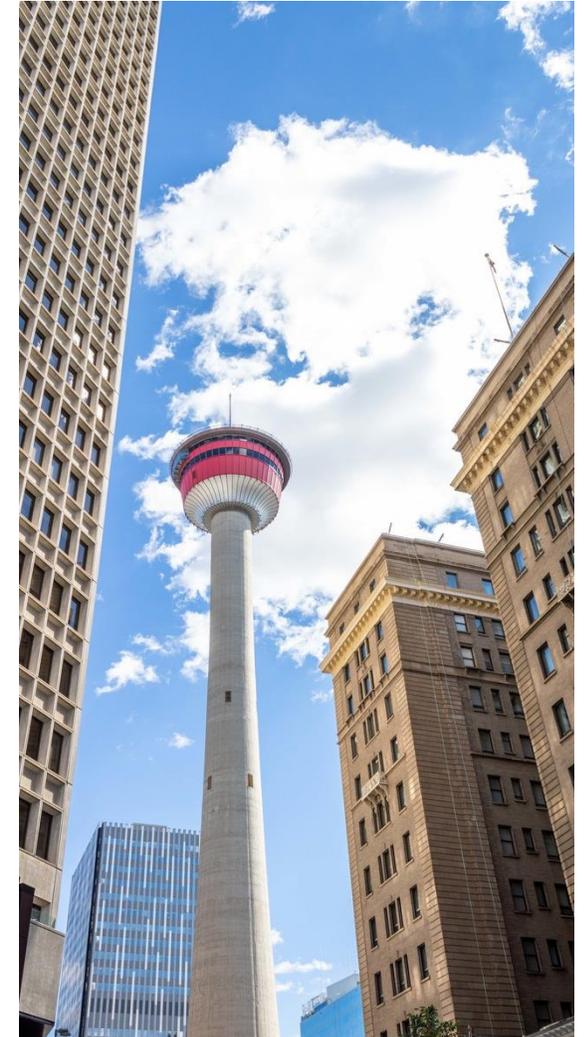
October 2024

Prepared by:



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Methodology

The survey was conducted online by Ipsos Public Affairs from July 16, 2024 to August 8, 2024 with 1038 Calgarians. The average time to complete the survey was 15 minutes. This online study was supported with sample from subcontractors.

Young adults age 18-34 (n=733) are a primary focus of this study with a comparison to those age 35 and older (n=305). Although a higher proportion of young adults were interviewed, the 18-34 year-old age group in Calgary accounts for 29% of the adult population and has been weighted accordingly in the 'total' results. Statistical weighting does not impact the ability to assess significant differences among age groups.

As this survey was conducted using an online panel, a margin of error cannot be stated. This means that the results cannot be considered representative of the general population. However, given a healthy sample size and rigorously managed panel sources, the results are considered reflective of the general population. As such, for ease of reading, when referring to respondents throughout this report, the term 'Calgarians' is used.

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

Interpreting results

Interpreting results

Some bar charts in this report do not add to 100% due to rounding.

Statistically significant differences between young adults age 18-34 and Calgarians age 35 and older are noted, as are significant differences from the 2023 findings. Differences by age are noted as follows:

- ↑ indicates number is significantly higher than other age group
- ↓ indicates number is significantly lower than other age group

Differences from 2023 are mostly noted by shaded boxes showing the 2023 result.



Highlights



Highlights – young adults (age 18-34)

Issue agenda and quality of life



Rate overall quality of life in Calgary as 'good'

76%



49%↑

Rate Calgary's economy as 'good'



52%↑

Cite 'reduced cost of living' as an important initiative that would make Calgary a more vibrant city

Vision for the future



55%↑

Agree that 'Calgary is on the right track to be a better city 10 years from now'



47%

Agree that 'Calgary is moving in the right direction to ensure a high quality of life for future generations'

City trust and satisfaction



Trust The City

46%↑



Satisfied with The City's performance

60%↑



Agree that The City practices open and accessible government

42%↑



Agree that 'The City of Calgary listens to what people like me have to say'

38%↑

Relocation



79%↓

Likely to remain living in Calgary for at least the next five years

↑/↓ Statistically higher/lower than adults age 35 or older



Issue agenda and quality of life

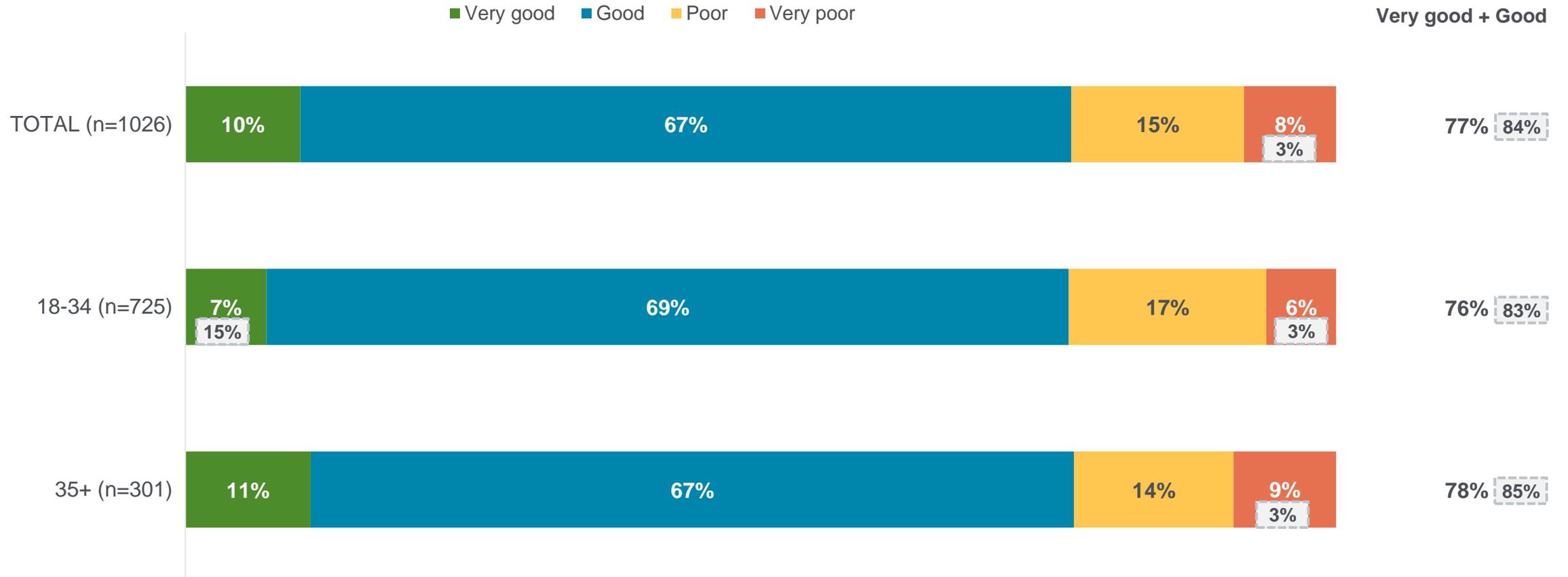
Quality of life

Despite a largely positive assessment of their current quality of life among young adults, their optimism is clouded by worries about future affordability and rising costs of living.

- In 2024, 76% of those age 18-34 rate their overall quality of life as 'very good' or 'good,' a 7-point decrease from 2023 (83%). This sentiment is shared by those age 35 and older, with 78% rating their quality of life positively, also down 7 points from 2023 (85%).
- When asked about their expectations for Calgary's overall quality of life six months from now, the majority of Calgarians across both age groups believe it will remain 'about the same.' This sentiment is more prevalent among those age 35+ (58%) compared to young adults age 18 to 34 (50%).
- However, among those who anticipate a change in the city's quality of life, a higher proportion expect it to 'worsen' rather than 'get better' over the next six months. This pattern is consistent across both age groups. Among young adults, 28% believe the quality of life will either be 'somewhat' or 'much' worse, while 22% think it will be 'somewhat' or 'much' better. This is more pronounced among the older age group where 30% of Calgarians age 35 and above expect the quality of life to worsen to some degree, whereas only 12% anticipate an improvement.
- That said, optimism is still statistically higher among young adults, with 22% expecting the quality of life to be 'better' compared with 12% of those age 35+.
- Respondents were asked an open-ended question to share their views on what City leaders can do to improve the quality of life for younger Calgarians specifically. The question type permitted multiple responses.
- The top priorities identified by young adults for enhancing their quality of life reflect concerns about affordability: 'affordable housing' (21%), 'economy' (21%), and 'managing cost of living' (17%). Notably, a higher proportion of young adults emphasize 'cost of living' (17% vs. 12%) and 'rent control' (10% vs. 6%) as priorities compared to their older counterparts.



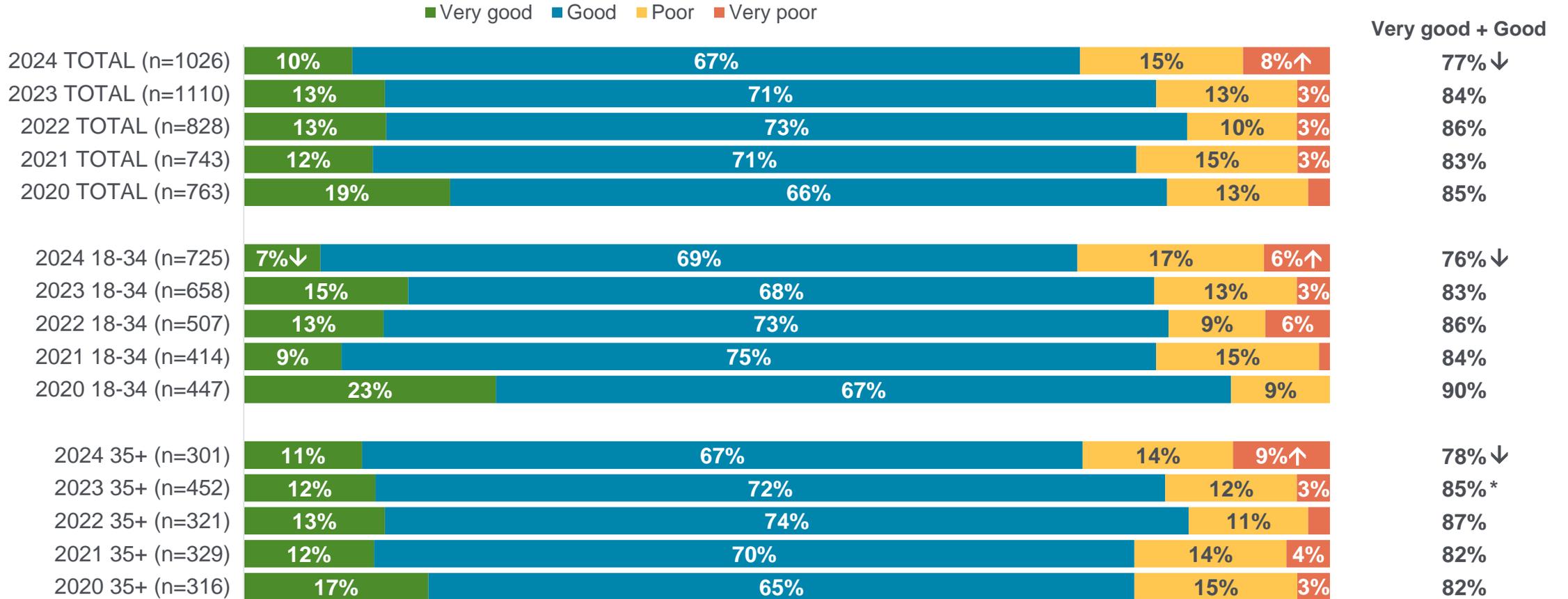
Overall quality of life in Calgary



Q2. How would you rate the overall quality of life in the city of Calgary today?
 Base: Valid respondents (excluding 'don't know')



Tracking – Overall quality of life in Calgary



Data labels <3% are not shown

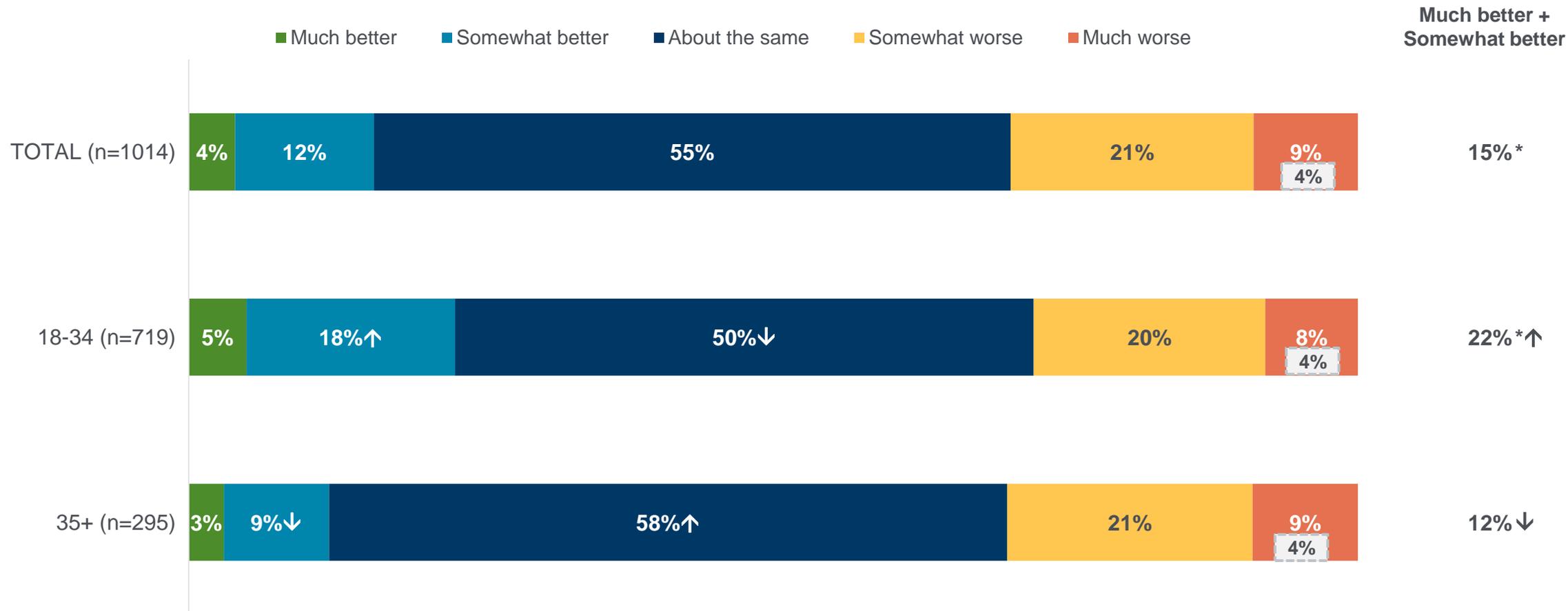
* Rounding

↑/↓ Statistically higher/lower than 2023

Q2. How would you rate the overall quality of life in the city of Calgary today?
 Base: Valid respondents (excluding 'don't know')



Projected change in the quality of life in the next six months



Q2b. Looking ahead six months from now, how do you think the overall quality of life in Calgary will change?
 Base: Valid respondents (excluding 'don't know')

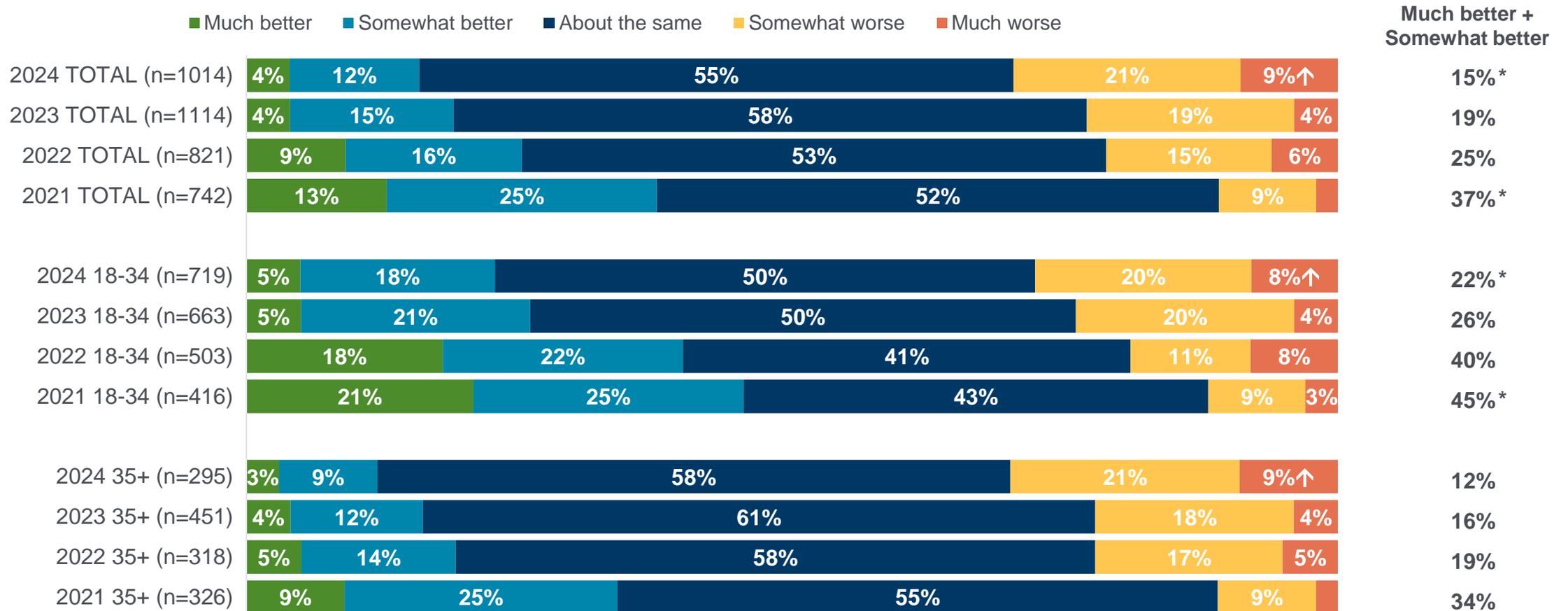
* Rounding

↑/↓ Statistically higher/lower than other age group

Statistically different from 2023



Tracking – Projected change in the quality of life in the next six months



Data labels <3% are not shown

* Rounding

↑/↓ Statistically higher/lower than 2023

Q2b. Looking ahead six months from now, how do you think the overall quality of life in Calgary will change?
 Base: Valid respondents (excluding 'don't know')



Ways to improve quality of life for young Calgarians

WAYS TO IMPROVE QUALITY OF LIFE	TOTAL (n=1038)	18-34 (n=733)	35+ (n=305)
Affordable housing	21%	21%	22%
Economy (NET)	20%	21%	19%
More jobs/ employment opportunities	19%	19%	18%
Attract more business/business opportunities	2%	2%	2%
Economic diversification	1%	1%	1%
Manage/decrease cost of living/economy	13%	17%↑	12%↓
Education (NET)	8%	8%	8%
Improve education/ job training	8%	7%	8%
Lower taxes	8%	5%	9%
Rent control/ put a cap on rent increases	7% 3%	10%↑ 5%	6%↓ 2%
Financial/ Social Supports (NET)	6% 3%	8%	5% 2%
Increased social support	3% 2%	4% 2%	3%
Increased financial support	2%	4%	2% <1%
Crime and Safety (NET)	5% 9%	3% 10%	6%
Increased public safety	4%	3% 8%	4%
Crime issues	2%	1%	2%

Note: A 'NET' is a combination of 2 or more mentions that cover a specific theme.
 Q2c. What is the most important thing City leaders can do to improve the quality of life for young adult Calgarians?
 Base: All respondents

Total mentions <2% are not shown

↑/↓ Statistically higher/lower than other age group

Statistically different from 2023 13



Ways to improve quality of life for young Calgarians (continued)

WAYS TO IMPROVE QUALITY OF LIFE	TOTAL (n=1038)	18-34 (n=733)	35+ (n=305)
Improved transit/ public transportation services	5%	7% 10%	4%
Development/ planning	5% 2%	4%	5% 2%
Improve healthcare services	4%	3%	4%
Listen to residents/ more civic engagement	4% 2%	3%	4% 1%
Increase wages/ salaries	3%	5% ↑	2% ↓
Address inflation	3%	4%	3%
Improve City services/ programs	3% <1%	3%	3%
Increased youth programs/ services	3%	3%	2%
Improve sport/ recreation services	3%	3%	3%
Ineffective politicians/ council member(s)	3%	1% ↓	4% ↑
City spending/ budget	3%	1% ↓ <1%	4% ↑
More drug/ addiction services	2%	2%	2%
Homelessness/ poverty issues	2%	2%	2%
Increase public attractions (incl. arts/ culture initiatives)	2%	2%	2%
Environmental clean up	2%	2%	1%

Total mentions <2% are not shown

↑/↓ Statistically higher/lower than other age group

Statistically different from 2023 14

Q2c. What is the most important thing City leaders can do to improve the quality of life for young adult Calgarians?
Base: All respondents

Issue agenda

Calgary's young adults prioritize the economy, affordable housing and infrastructure improvements.

- When asked about the most pressing issues facing their community that City leaders should prioritize, young adults age 18 to 34 and older Calgarians age 35 and above share some common concerns, but with notable differences in emphasis.
- For young adults age 18 to 34, the top five issues are 'the economy' (37%), 'homelessness, poverty, and affordable housing' (31%), 'infrastructure, traffic, and roads' (12%), 'transit' (8%), and environment and waste management' (8%).
- Young adults are more concerned about the economy (37%) compared to 2023 (31%) and compared to older Calgarians (26%). Specific economic concerns for young adults include the cost of living (14%), high housing costs (12%), inflation (9%), and unemployment/job creation (7%) with unemployment concerns growing by 3 points since 2023.
- Older Calgarians place greater emphasis on infrastructure, traffic, and roads (20%, up from 13% in 2023) compared to young adults (12%, up from 8% in 2023). This increase in mentions, particularly among the older age group.
- While concerns about crime, safety, and policing have decreased significantly for both age groups compared to 2023 (from 17% to 7% among young adults and from 21% to 13% among older Calgarians), this issue continues to be top of mind more for those age 35 and above (13%) than for young adults (7%).



Issue agenda – multiple responses

ISSUE AGENDA	TOTAL (n=1038)	18-34 (n=733)	35+ (n=305)
Economy (NET)	29%	37% ↑ 31%	26% ↓
Economy/cost of living	11% 16%	14%	10%
High cost of housing	10% 6%	12%	9%
Inflation	5%	9% ↑	4% ↓
Unemployment/job creation	5% 3%	7% 4%	4%
Homelessness, poverty and affordable housing (NET)	25%	31% ↑	23% ↓
Poverty/homelessness/related social issues	11%	12%	11%
Availability of affordable housing/rental options	7%	7%	7%
Housing/ housing crisis	6% 2%	11% ↑ 3%	4% ↓
Affordable housing for low income residents	2%	4% 1%	2%
Infrastructure, traffic and roads (NET)	18% 12%	12% ↓ 8%	20% ↑ 13%
Infrastructure maintenance/ improvement/ development	8% 1%	4% ↓ 1%	10% ↑ 2%
Road conditions	5%	4%	5%
Safety on roads/ pedestrian safety	2% <1%	2% <1%	2% <1%
Roads (unspecified)	2% <1%	1% <1%	2% 0%
Crime, safety and policing (NET)	11% 20%	7% ↓ 17%	13% ↑ 21%
Crime [incl. Breaking and entering/gangs/ drug dealers, etc.]	7% 13%	3% ↓ 8%	9% ↑ 16%
Public safety	4% 7%	4% 9%	4%

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

Q1. What do you think is the most important issue facing your community that should get more attention from City leaders?

Base: All respondents

Total mentions <2% are not shown

↑/↓ Statistically higher/lower than other age group

Statistically different from 2023 16



Issue agenda – multiple responses (continued)

ISSUE AGENDA	TOTAL (n=1038)	18-34 (n=733)	35+ (n=305)
Environment and waste management (NET)	9% 3%	8% 5%	9% 3%
Water quality/conditions	6% <1%	3% ↓ <1%	7% ↑ <1%
Environment/environmental control	2%	3%	2% ↑
Taxes (NET)	7%	3% ↓	9% ↑
Taxes/high taxes	5%	2% ↓	6% ↑
Property taxes	2%	1% ↓	3% ↑
Transit (NET)	5% 10%	8% ↑ 12%	4% ↓ 9%
Public Transportation [incl. buses/C-train/poor service]	2% 6%	3% ↑ 7%	1% ↓ 6%
Transit system improvements	2%	4% ↑	1% ↓
Growth and Planning (NET)	4% 2%	3%	4% 1%
Miscellaneous (NET)	25%	26%	25%
Healthcare	4%	5%	4%
Ineffective politicians/ council member(s)	4% 1%	2%	4% 2%
Education [incl. Lack of teachers/ Lack of funding for education/ Lack of schools/ local schools]	3% 1%	3%	3% <1%
Drugs/ alcohol/ Addiction services/ management	3% 6%	4%	2% 6%
Gas prices/ gas tax	2% <1%	2% <1%	2% <1%
Civic Engagement/ Communication	2% <1%	2%	3% 0%
Immigration	2% 0%	1% 0%	2% 0%

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

Q1. What do you think is the most important issue facing your community that should get more attention from City leaders?

Base: All respondents

Total mentions <2% are not shown

↑/↓ Statistically higher/lower than other age group

Statistically different from 2023 17

Quality of life measures

Calgarians of all ages continue to hold a strong sense of pride in their neighbourhoods. Similarly, civic pride remains high overall though it has experienced a decline among the city's young adult population compared to last year.

- Calgarians across all age groups consistently hold pride in their neighbourhoods, with 79% of young adults age 18-34 and 81% of those age 35 and older agreeing that they are proud to live in their neighbourhood, showing no significant change from 2023.
- Similarly, a strong sense of civic pride is evident among Calgarians, although there has been a slight decline in the sentiment among young adults. Three-quarters (75%) of those age 18-34 agree that they are proud to be a Calgarian, a 5-point decrease from 80% in 2023. In comparison, pride in being a Calgarian among those age 35 and older remains stable, with 81% in agreement, identical to 2023.

Young adults in Calgary are less optimistic about the city as a place to make a life and make a living, with significant declines in both measures compared to 2023.

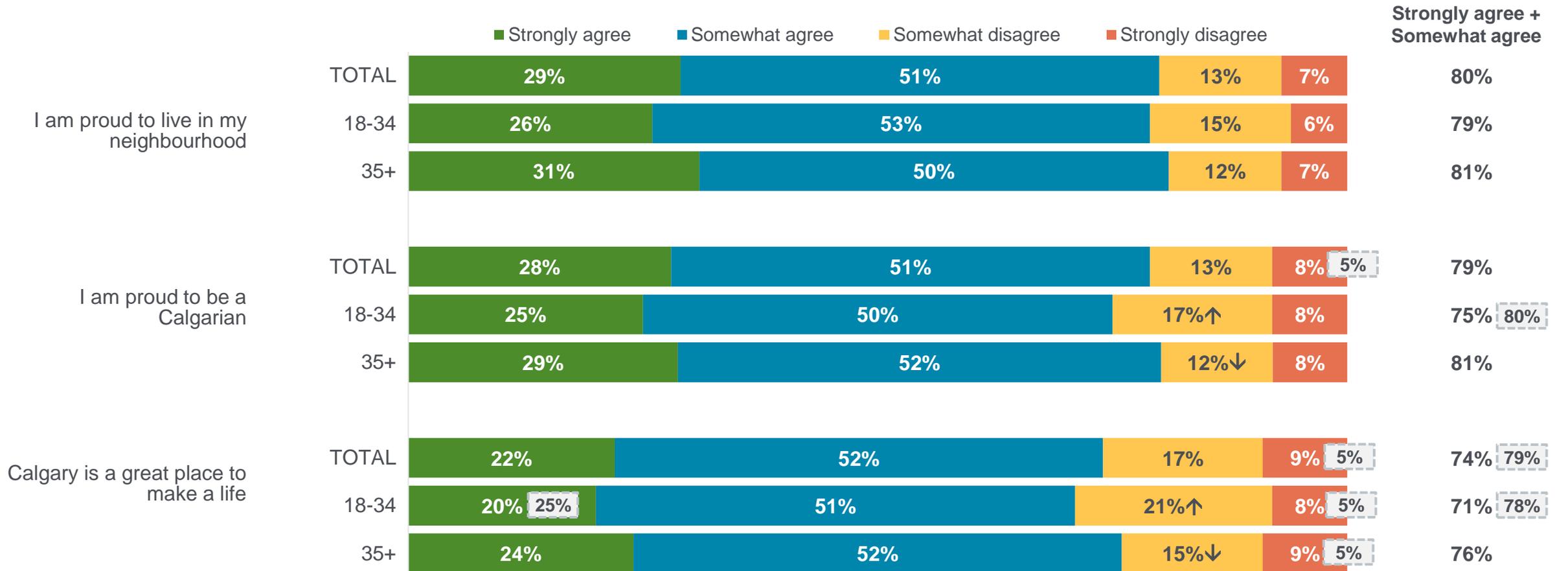
- Agreement that Calgary is a great place to make a life has declined among young adults, falling to 71% in 2024 from 78% in 2023. Despite this decline, the sentiment remains consistent with that of Calgarians age 35+ (76% agree, consistent with 2023).
- Similarly, young adults' belief that Calgary is a great place to make a living has decreased, with 63% agreeing in 2024 compared to 73% in 2023. Moreover, this sentiment is statistically lower among young adults than among those age 35+ (74%, identical with 2023 results).

Concerns about Calgary's future direction deepen among young adults.

- Young adults are less convinced that Calgary is moving in the right direction to ensure a high quality of life for future generations, with agreement falling to 47% in 2024 from 54% in 2023. This sentiment is comparable to 40% agreement among those age 35+.



Quality of life measures



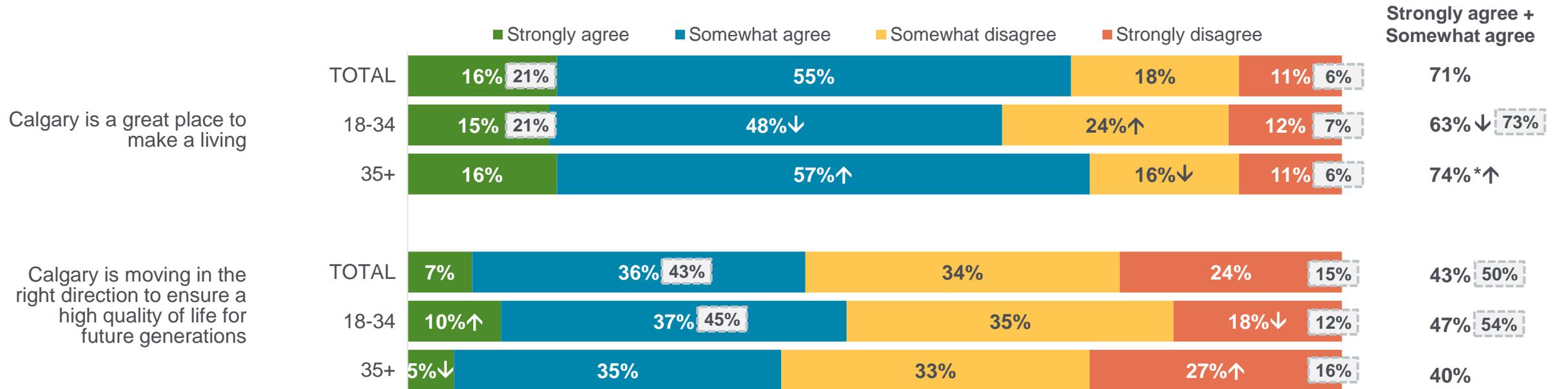
Q3. To what extent do you agree or disagree with each of the following statements about life in Calgary?
 Base: Valid respondents (excluding 'don't know') | Base sizes vary

↑/↓ Statistically higher/lower than other age group

Statistically different from 2023 19



Quality of life measures (continued)



Q3. To what extent do you agree or disagree with each of the following statements about life in Calgary?
 Base: Valid respondents (excluding 'don't know') | Base sizes vary

* Rounding
 ↑/↓ Statistically higher/lower than other age group
 Statistically different from 2023

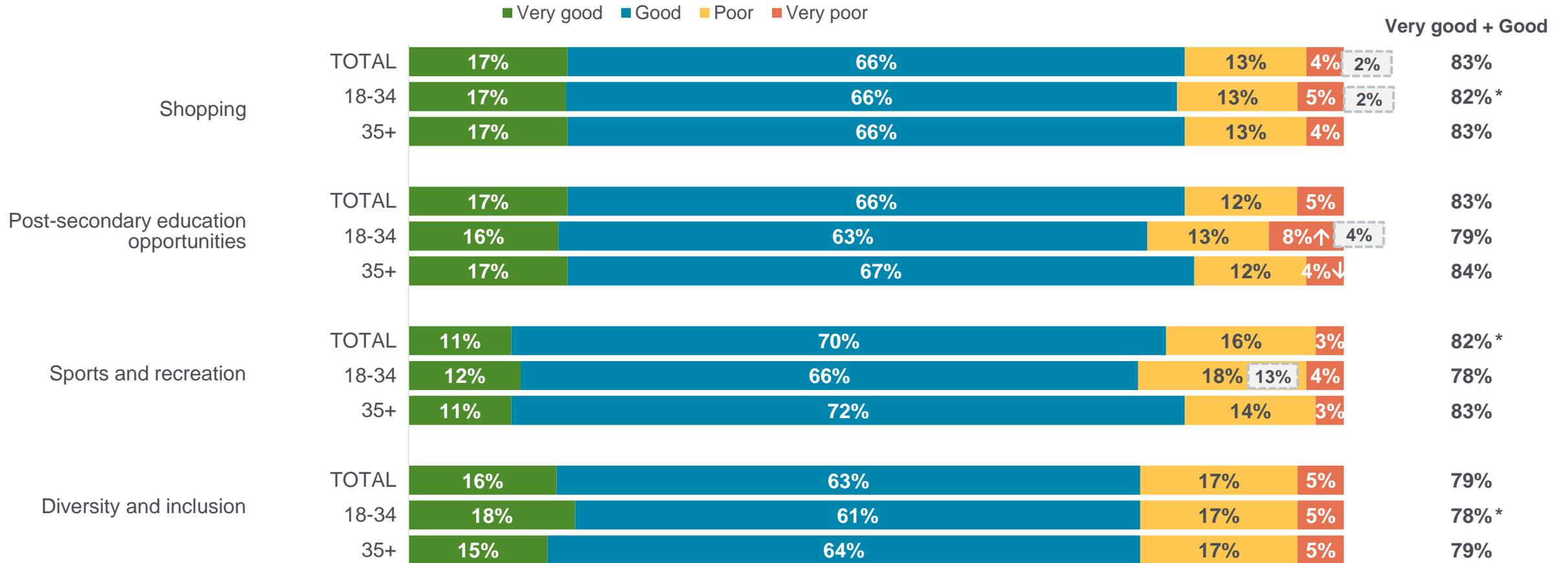
Quality of life performance measures

Calgary's young adults appreciate the city's strong offerings in many areas, but growing concerns about employment opportunities and affordability continue to surface.

- Calgary's young adults hold positive views ('very good' or 'good') of the city's performance across various quality of life aspects, with the highest ratings given to shopping (82% and 83% of those age 35+) and post-secondary education opportunities (79% and 84% of those age 35+).
- Other aspects that receive strong positive ratings from seven-in-ten or more young adults include sports and recreation (78% and 83% of those age 35+), diversity and inclusion (78% and 79% of those age 35+), business friendliness (75% and 68% of those age 35+), arts and culture (73% and 76% of those age 35+), environmental friendliness (71% and 75% of those age 35+), and technology infrastructure (70% and 75% of those age 35+).
- In the next tier, most young adults rate Calgary's performance positively for safety (68%, a significant improvement from 58% in 2023 and higher than 58% of those age 35+), nightlife (61% and 65% of those age 35+), walkability (59%, significantly lower than 68% of those age 35+), and transit (49% and 53% of those age 35+).
- However, Calgary's performance in two key areas - employment opportunities and affordability - is rated less positively by young adults. Only 43% of young adults rate the city's performance in employment opportunities as 'very good' or 'good,' a significant decline from 61% in 2023 and lower than those age 35+ (54%) who hold this view (also down from 67% in 2023).
- Similarly, just 31% of those age 18-34 rate Calgary's performance in affordability positively, a significant decrease from 41% in 2023, while only 24% of those age 35+ share this sentiment, down from 31% in 2023.
- Apart from the changes in ratings of safety, employment opportunities, and affordability, Calgary's performance in all other areas remains consistent with 2023 findings for both age groups.



Quality of life performance measures



Q4. How do you feel Calgary, as a city, performs in the following areas?
 Base: Valid respondents (excluding 'don't know') | Base sizes vary

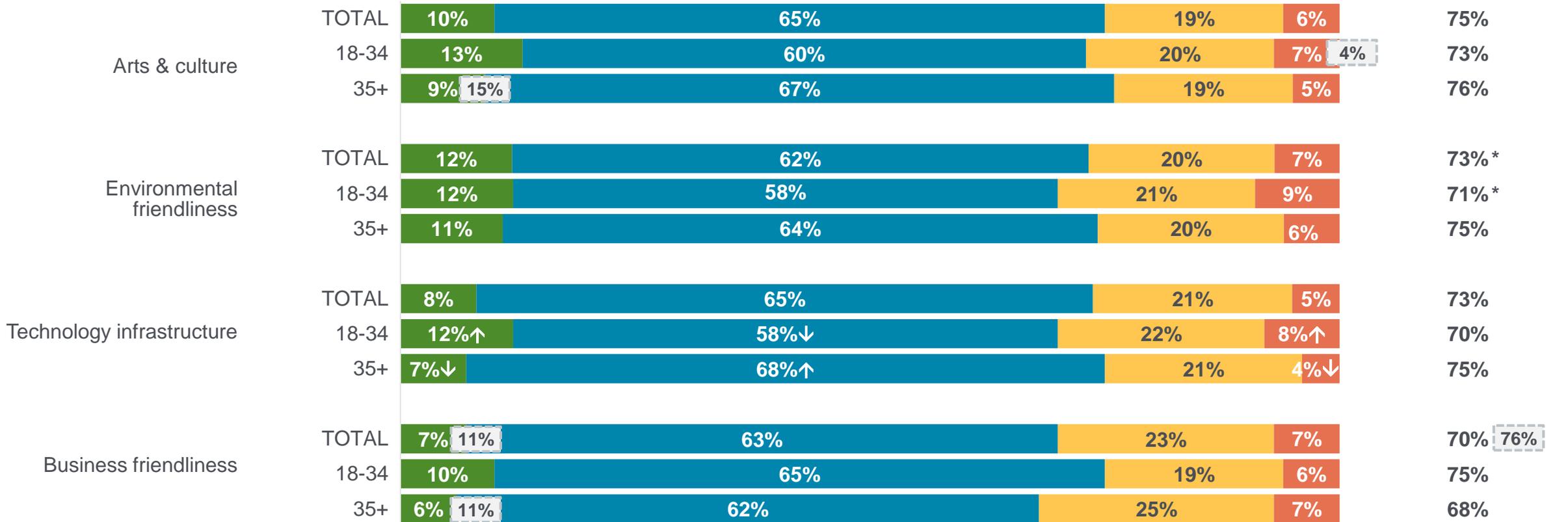
* Rounding
 ↑/↓ Statistically higher/lower than other age group



Quality of life performance measures (continued)

Very good Good Poor Very poor

Very good + Good



* Rounding

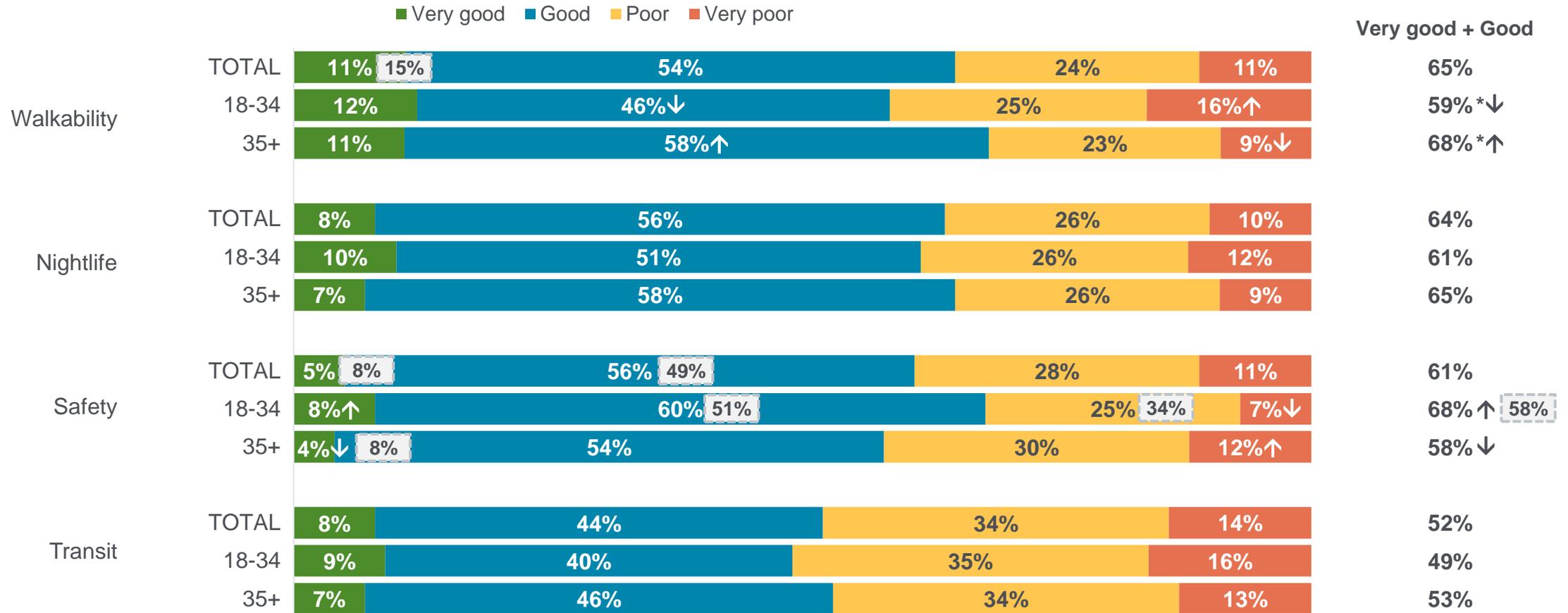
↑/↓ Statistically higher/lower than other age group

Statistically different from 2023

Q4. How do you feel Calgary, as a city, performs in the following areas?
Base: Valid respondents (excluding 'don't know') | Base sizes vary



Quality of life performance measures (continued)



Q4. How do you feel Calgary, as a city, performs in the following areas?
 Base: Valid respondents (excluding 'don't know') | Base sizes vary

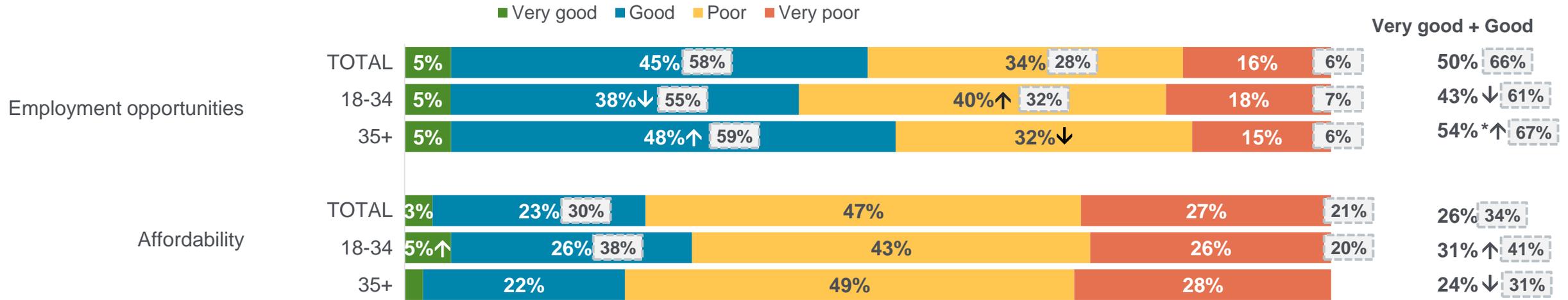
* Rounding

↑/↓ Statistically higher/lower than other age group

Statistically different from 2023 24



Quality of life performance measures (continued)



Q4. How do you feel Calgary, as a city, performs in the following areas?
 Base: Valid respondents (excluding 'don't know') | Base sizes vary

* Rounding

↑/↓ Statistically higher/lower than other age group

Statistically different from 2023 25

Optimism about Calgary's current economy declines among young adults, while older Calgarians maintain a more positive outlook.

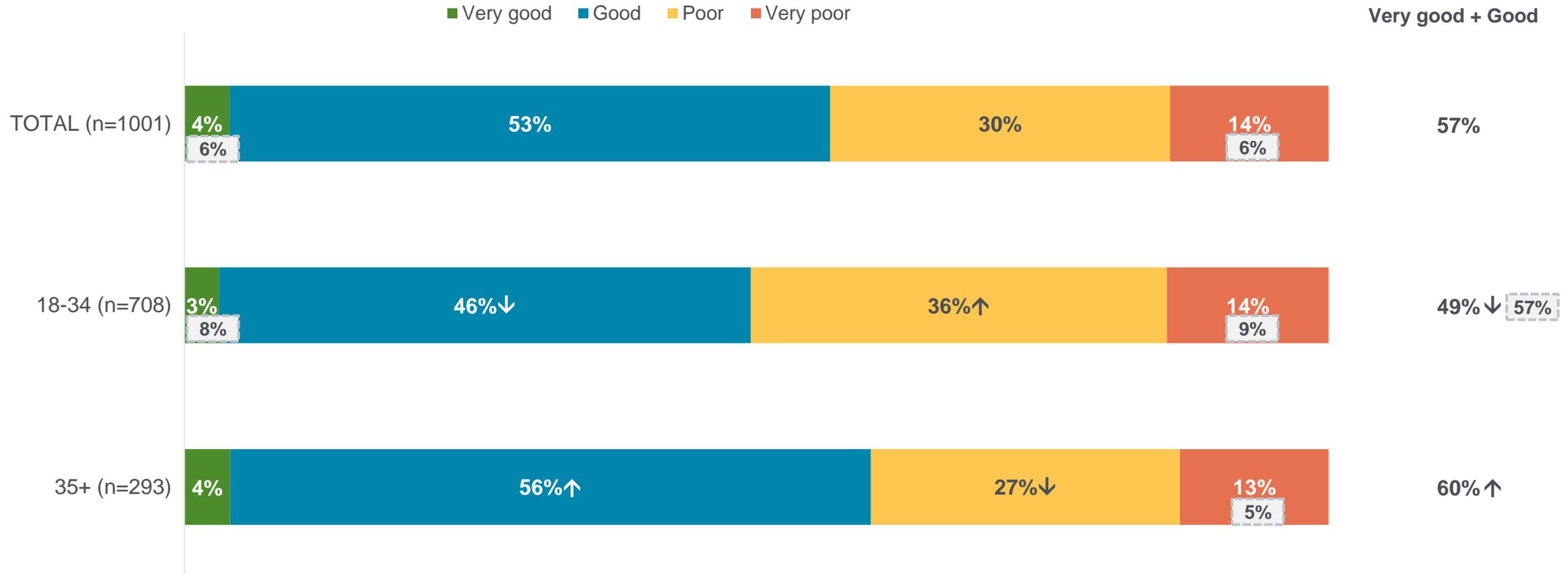
- Young adults' perception of Calgary's economy has declined significantly, with only 49% rating it as 'very good' or 'good' in 2024, down by 8 points from 57% in 2023. Moreover, their economic outlook is now less favourable than that of older Calgarians (60% view the economy positively, consistent with 2023).

Around one-half of Calgarians expect the city's economy to remain stable or improve over the next six months, although a sizable minority have concerns about the future economic outlook.

- The economic outlook for Calgary over the next six months is largely one of stability across both age groups, with around one-half believing the economy will stay 'about the same'. This is more pronounced among Calgarians age 35+ (57%) than those age 18 to 34 (42%).
- However, among those who expect some sort of change, a larger proportion anticipate the economy will 'worsen' rather than get 'better' over the next six months. This pattern holds true for both younger and older Calgarians. Among young adults, 34% anticipate the economy will worsen and 24% anticipate it will get better.
- Despite this, there is a notable difference in optimism ('better' ratings) between the two age groups. Younger Calgarians age 18-34 are more likely to hold a hopeful view of the economy's future, with 24% predicting the economy will be 'better' compared to just 13% of those age 35+. This gap can be attributed to a significant decline in optimism among older Calgarians since 2023 (21%).



Rating the economy in Calgary

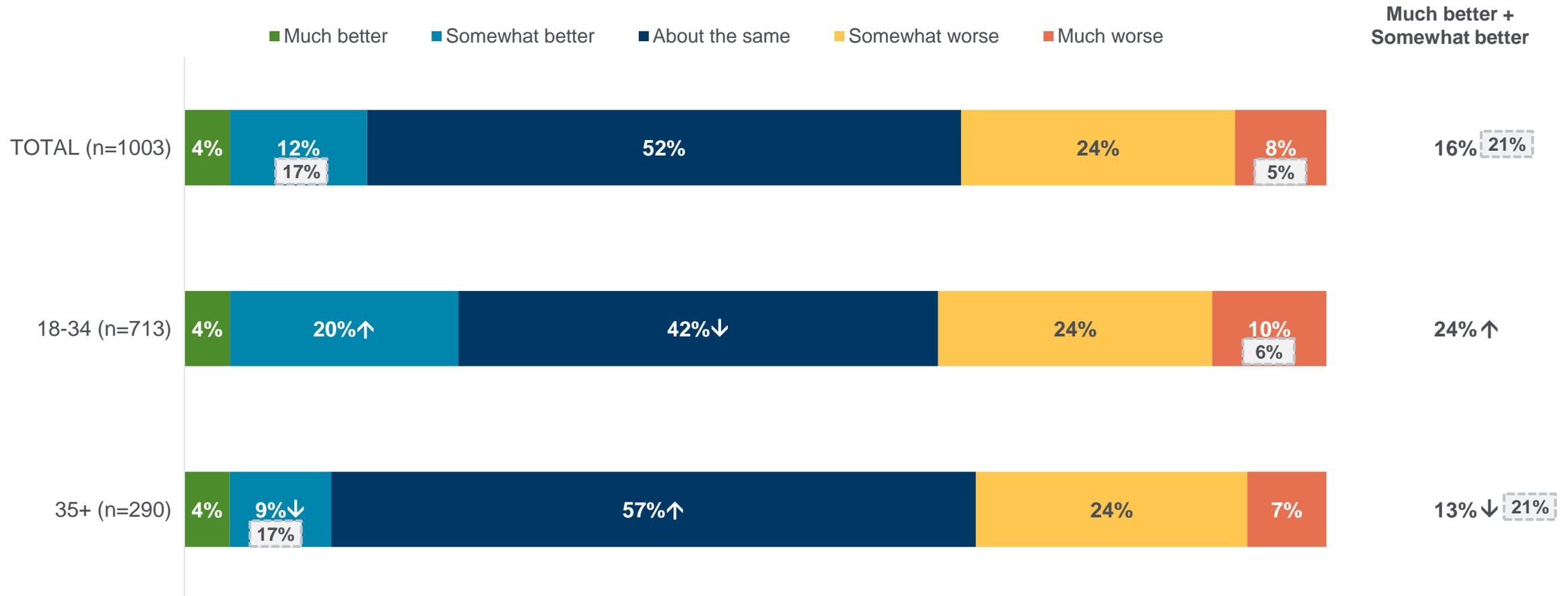


Q2a. How would you rate the economy in Calgary currently?
 Base: Valid respondents (excluding 'don't know')

↑/↓ Statistically higher/lower than other age group



Projected change in Calgary's economy in the next six months



Q2b. Looking ahead six months from now, how do you think the economy in Calgary will change?
Base: Valid respondents (excluding 'don't know')

↑/↓ Statistically higher/lower than other age group



Perceptions of the environment

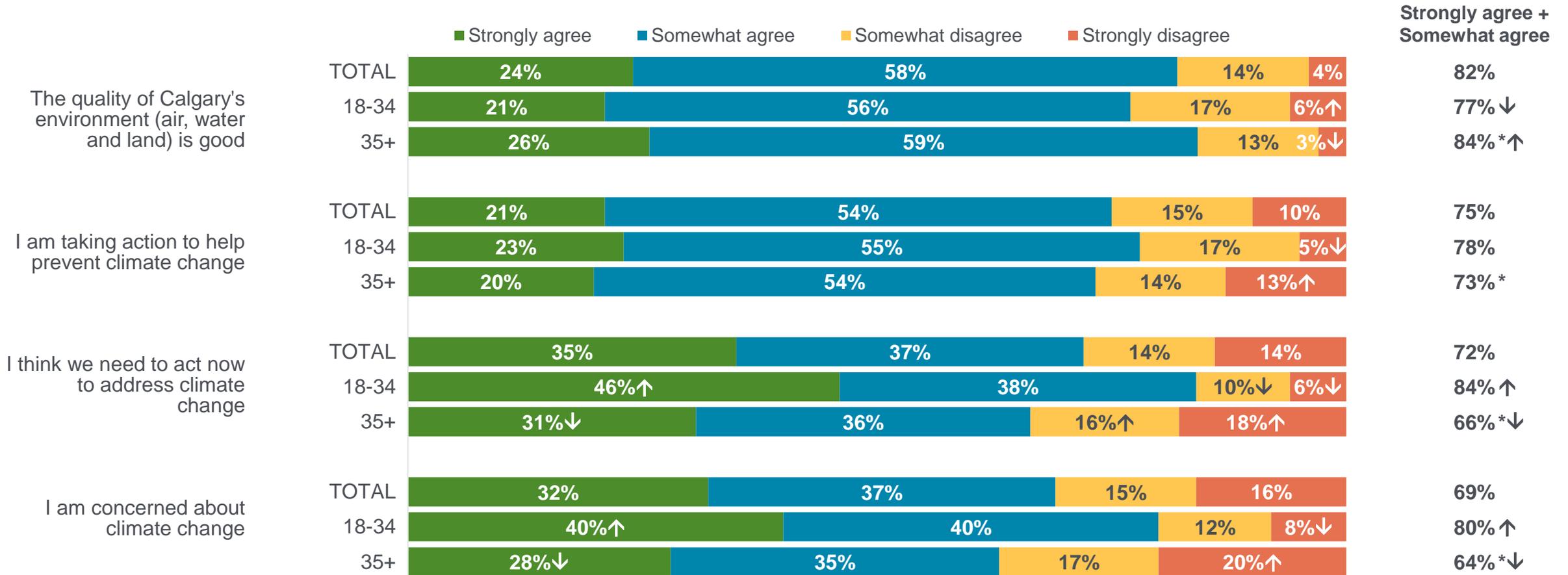
Environmental perceptions

Calgary's young adults, while rather positive about the current state of the environment, are more critical than older Calgarians. They also display a heightened sense of urgency regarding climate change and strongly believe in the need for immediate climate action.

- While a majority (77%) of young adults agree ('strongly' or 'somewhat') that the quality of Calgary's environment (air, water, and land) is good, this sentiment is less prevalent compared to those age 35 and above (84%). Still, both age groups show similar levels of agreement when it comes to taking action to prevent climate change, with 78% of young adults and 73% of those age 35+ agreeing with the statement 'I am taking action to help prevent climate change.'
- Young adults demonstrate a greater sense of urgency in addressing climate change, with 84% agreeing with the statement 'I think we need to act now to address climate change,' which is statistically higher compared to 66% of Calgarians age 35 or older. This difference is further highlighted by the higher proportion of young adults who 'strongly' agree with this statement (46% vs. 31% of those age 35+).
- Similarly, concern about climate change is more apparent among young adults age 18-34, with 80% agreeing with the statement 'I am concerned about climate change,' which is significantly higher compared to 64% of Calgarians age 35 or older. The intensity of this concern is also higher among the younger age group, with 40% 'strongly' agreeing with the statement, compared to 28% of those age 35+.



Perceptions of the environment



Q6. The next few statements are about how you personally feel about climate change and the environment. To what extent do you agree or disagree with the following statements?

Base: Valid respondents (excluding 'don't know') | Base sizes vary

* Rounding

↑/↓ Statistically higher/lower than other age group



Diversity and inclusion

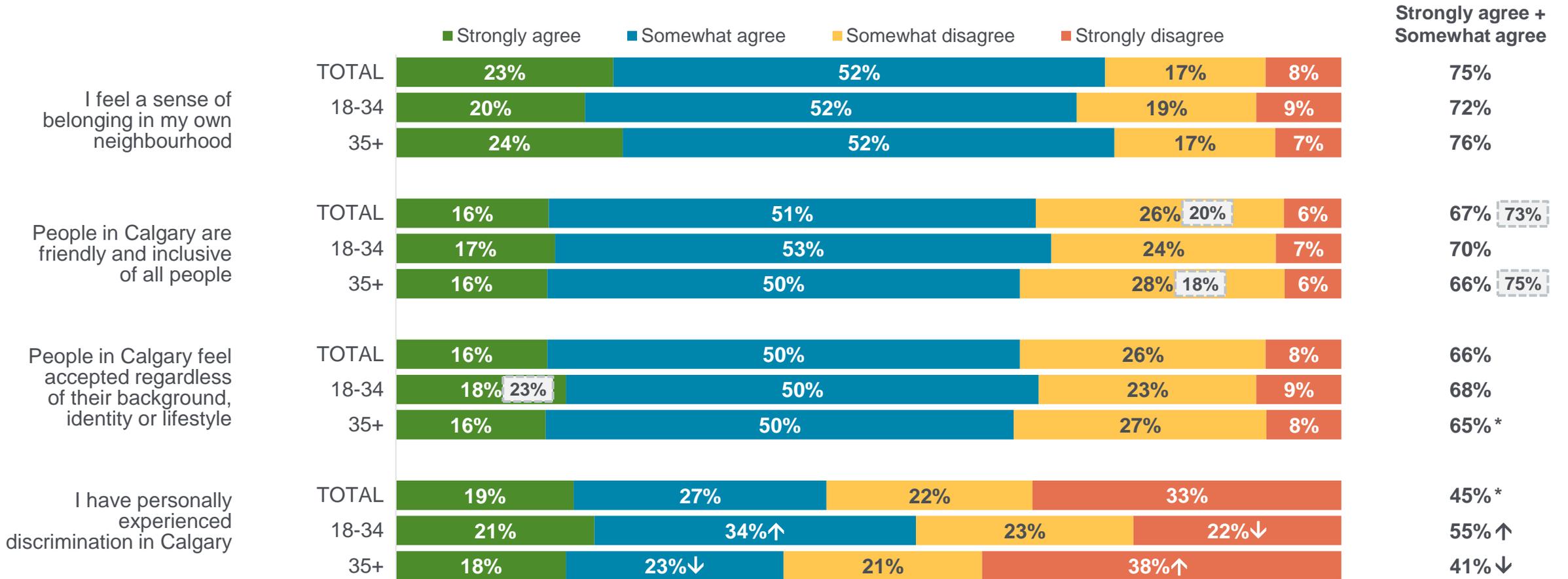
Feelings about diversity and inclusion

While Calgary's young adult population typically shares in the feeling of belonging prevalent in the city, they experience discrimination at a higher rate.

- A strong sense of belonging in one's neighbourhood is shared by both young adults age 18-34 (72%) and those age 35 and older (76%), with no statistically significant difference between the two age groups in agreeing with the statement 'I feel a sense of belonging in my own neighbourhood.'
- Agreement with the statement 'people in Calgary are friendly and inclusive of all people' is also consistent across both age groups, with 70% of young adults age 18-34 and 66% of those age 35+ in agreement. There is however a decline in agreement among those age 35+ by 9 points (75% in 2023).
- The perception that 'people in Calgary feel accepted regardless of their background, identity or lifestyle' is held by similar proportions of young adults age 18-34 (68%) and those age 35+ (65%). These results are on par with 2023 (71% of young adults and 66% of those age 35+).
- However, there is a notable difference between the two age groups when it comes to personal experiences of discrimination in Calgary. Around one-half (55%) of young adults agree that they have personally faced discrimination, which is significantly higher than 41% among those age 35+ who report the same. These findings are consistent with the 2023 results, where 53% of young adults and 37% of those age 35+ reported experiencing discrimination in Calgary.



Feelings about diversity and inclusion



Q7. The next few statements are about how you personally feel about diversity and inclusion in Calgary. To what extent do you agree or disagree with the statements below?

Base: Valid respondents (excluding 'don't know') | Base sizes vary

* Rounding

↑/↓ Statistically higher/lower than other age group

Statistically different from 2023 34

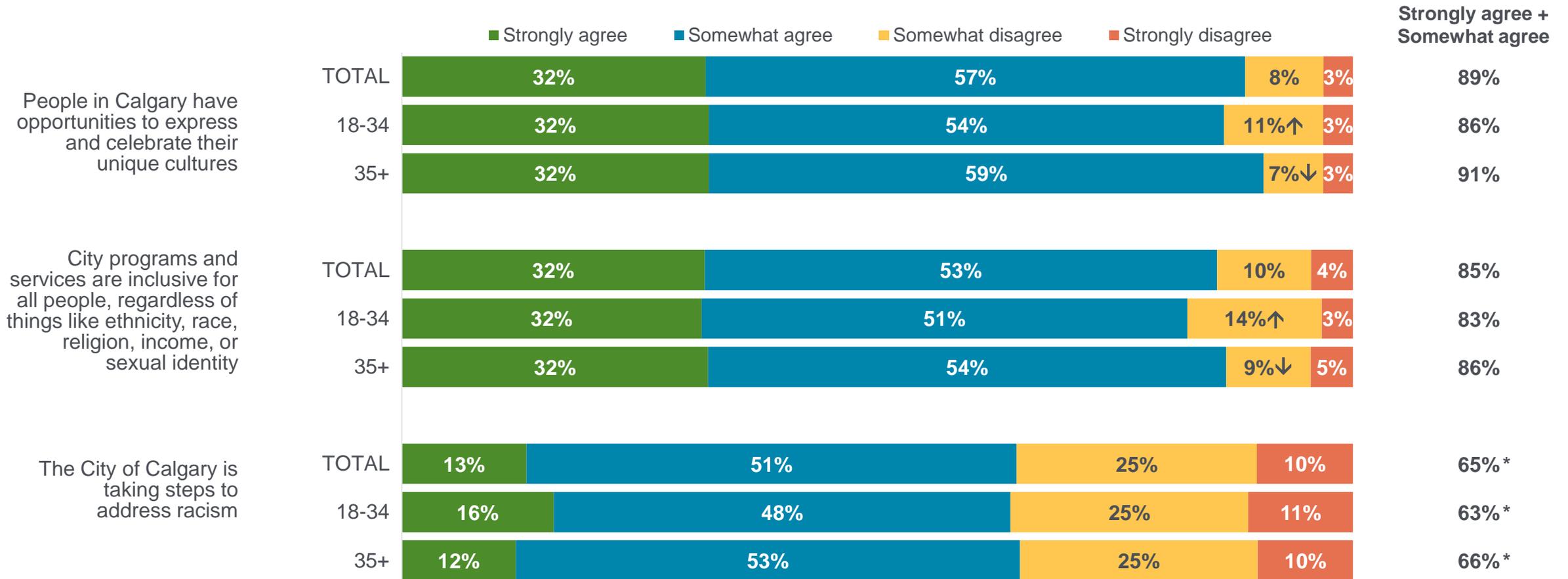
City performance on diversity and inclusion

Calgary is viewed as embracing diversity, with strong agreement on cultural expression and inclusive City programs and services. However, young adults are less confident in or aware of The City's anti-racism efforts.

- Agreement that 'people in Calgary have opportunities to express and celebrate their unique cultures is high among both young adults age 18-34 (86%) and those age 35+ (91%), with no significant difference between the two age groups. Results for both groups are on par with 2023.
- Similarly, a large majority of young adults age 18-34 (83%) and those age 35+ (86%) agree that 'City programs and services are inclusive for all people, regardless of things like ethnicity, race, religion, income, or sexual identity.' For both age groups, these results are identical to those from 2023.
- When assessing whether 'The City of Calgary is taking steps to address racism,' more than three-fifths (63%) of young adults and a similar proportion of those age 35+ (66%) are in agreement. These results are consistent with 2023 as well.



City performance on diversity and inclusion



Q7b. The next few statements are about how The City of Calgary local government is addressing inclusion and racism in Calgary. To what extent do you agree or disagree with the statements below?
 Base: Valid respondents (excluding 'don't know') | Base sizes vary

* Rounding
 ↑/↓ Statistically higher/lower than other age group

Statistically different from 2023 36



Relocation



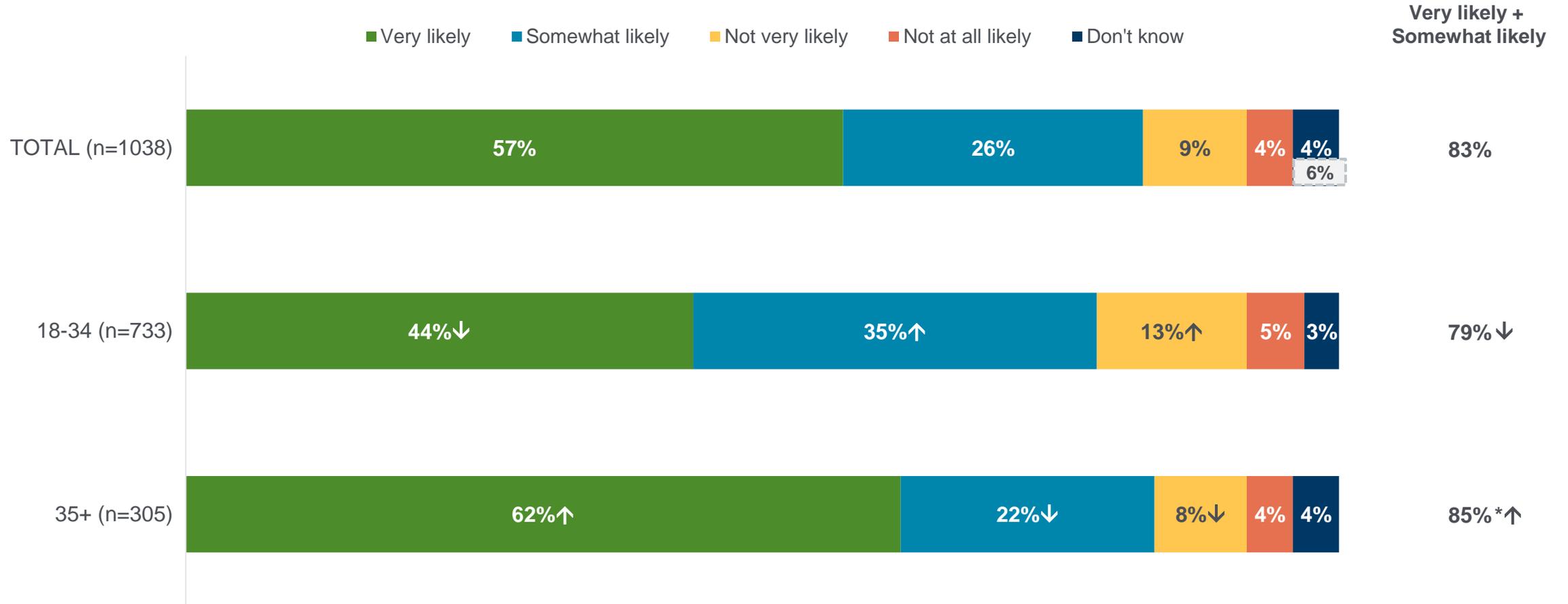
Likelihood of remaining in Calgary for at least the next five years

Most young adults plan to stay in Calgary for the next five years, but their plans may not be as solid as those of older Calgarians.

- A majority (79%) of young adults indicate they are 'very likely' or 'somewhat likely' to continue living in Calgary for at least the next five years, which is statistically lower than those age 35+ (85%). These results are consistent with 2023 findings, where 77% of young adults and 86% of those age 35+ reported similar intentions.
- Moreover, the intensity of ratings differ by age with a significantly lower proportion of young adults (44%) believing they are 'very likely' to continue living in Calgary, compared to 62% of those age 35+. These results are on par with 2023 results.



Likelihood of remaining in Calgary for at least the next five years



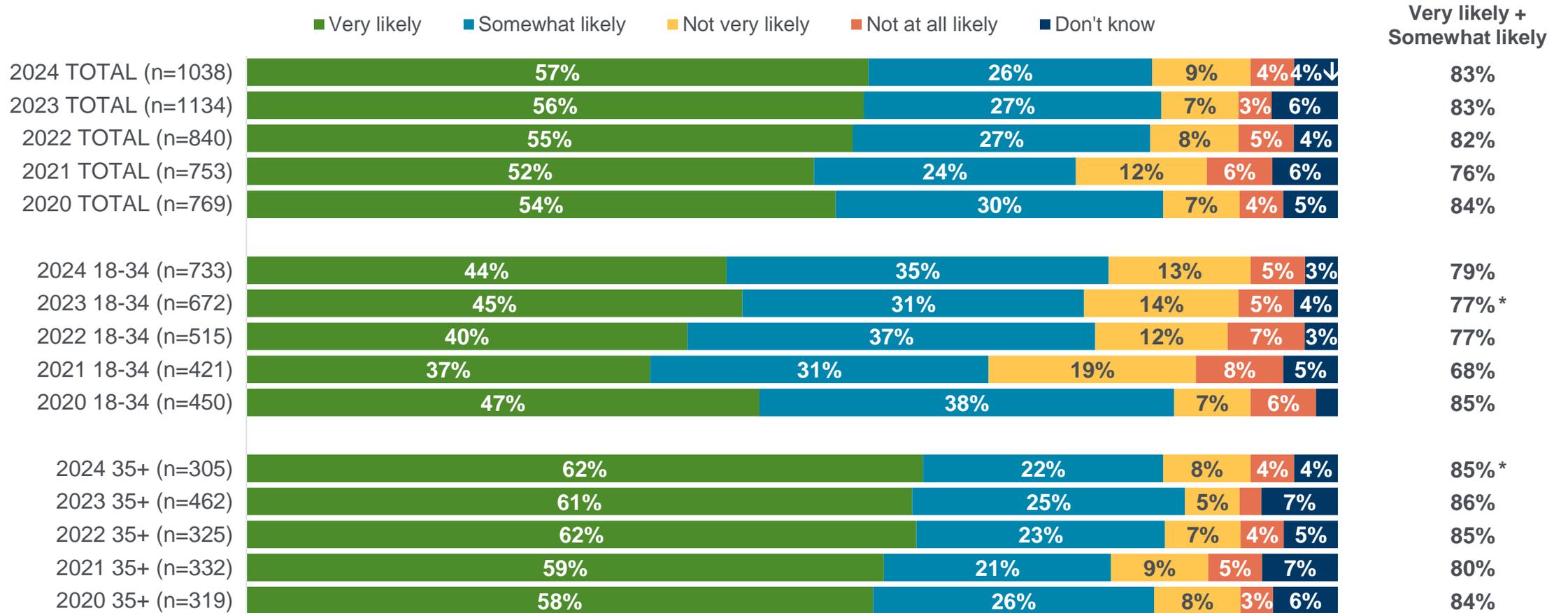
Q8. How likely are you to remain living in Calgary for at least the next five years?
Base: All respondents

* Rounding
↑/↓ Statistically higher/lower than other age group

Statistically different from 2023 39



Tracking – Likelihood of remaining in Calgary for at least the next five years



Data labels <3% are not shown

* Rounding

↑/↓ Statistically higher/lower than 2023

Q8. How likely are you to remain living in Calgary for at least the next five years?
Base: All respondents

Reasons for recent move to Calgary

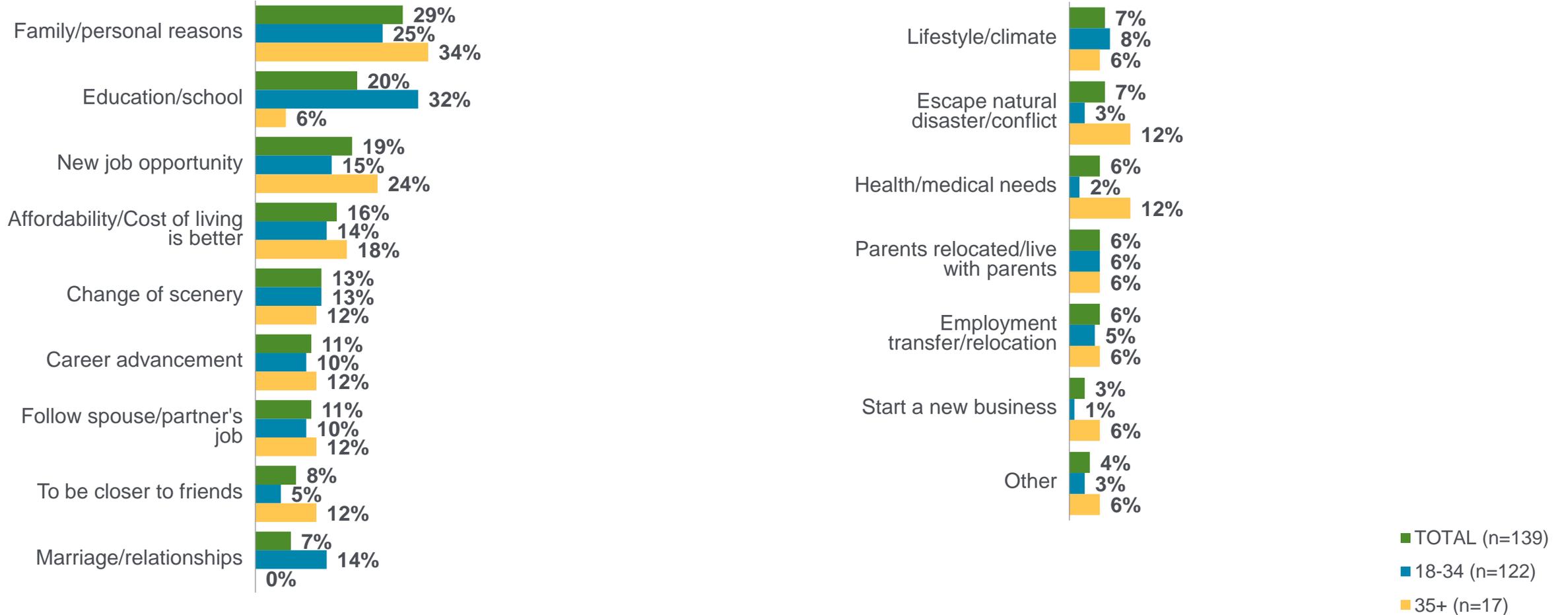
Reasons for coming to Calgary differ between age groups, with young adults primarily motivated by education and family/personal reasons, while older Calgarians prioritize family/personal reasons, job opportunities, and affordability.

It is important to keep in mind that due to the small sample sizes, there are no statistically significant differences between the age groups. However, directional differences can still provide insight into the varying priorities and considerations that the age groups have when deciding to move to Calgary.

- For young adults age 18-34, the top three reasons for moving to Calgary are: education/school (32%), family/personal reasons (25%), and new job opportunities (15%).
- In comparison, the top three reasons for those age 35+ are: family/personal reasons (34%), new job opportunities (24%), and affordability/cost of living is better (18%).
- Young adults are more likely to move for education or school (31%) compared to those age 35 and above (6%). They are also more likely to move for marriage/relationships (14%) compared to the older age group (0%).
- On the other hand, those age 35+ are directionally more likely to move to be closer to friends (12%) compared to young adults (5%), and for health/medical needs (12% and 2%) and starting a new business (6% for 35+ and 1% for 18-34).



Reasons for recent move to Calgary



Q9. What prompted your move to Calgary?
 Base: Moved to Calgary within past 2 years | Small base sizes, results should be interpreted directionally

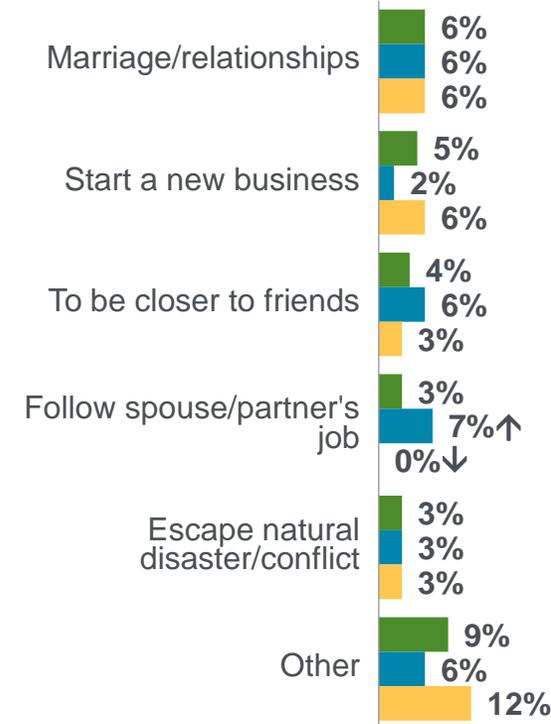
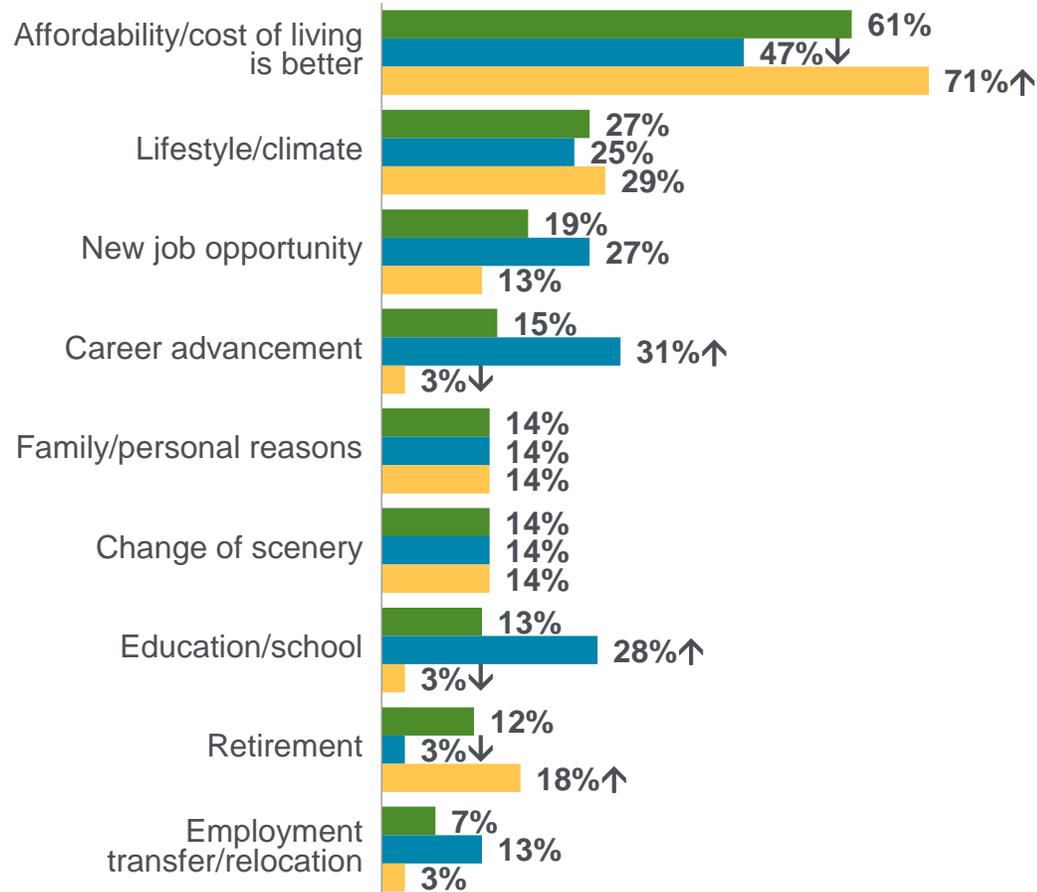
Reasons to leave Calgary in next 5 years

Affordability and cost of living are significant factors influencing young adults' decision to leave Calgary within the next five years. They also attribute their plans to move away from Calgary to career advancement, education/school, and new job opportunities.

- Among Calgarians who plan to leave the city within the next five years, affordability and cost of living emerge as the primary reasons, with a significantly higher proportion of older adults age 35 and above (71%) citing this factor compared to young adults age 18 to 34 (47%).
- While lifestyle/climate and family/personal reasons are mentioned by both age groups at similar rates (around 25-29% and 14%, respectively), young adults are significantly more likely to attribute their decision to leave Calgary to career advancement (31% vs. 3% among older adults) and education/school (28% vs. 3%).
- Other notable reasons for young adults include new job opportunities (27%), employment transfer/relocation (13%), and following a spouse/partner's job (7%). Retirement is a more common reason among older adults (18%) than young adults.
- Reasons mentioned by less than 10% of young adults include marriage/relationships (6%), being closer to friends (6%), health/medical needs (5%), starting a new business (2%), and parents relocating or living with parents (2%).



Reasons to leave Calgary in next 5 years



■ TOTAL (n=166)
 ■ 18-34 (n=132)
 ■ 35+ (n=34)

Total mentions <3% are not shown.

↑/↓ Statistically higher/lower than other age group

Q10a. For what reason(s) do you plan to leave Calgary in the next five years?
 Base: Not very or not at all likely to remain living in Calgary for next five years

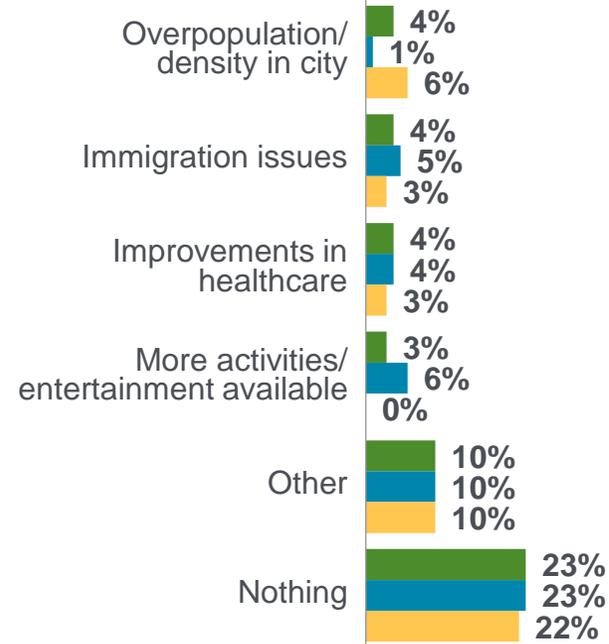
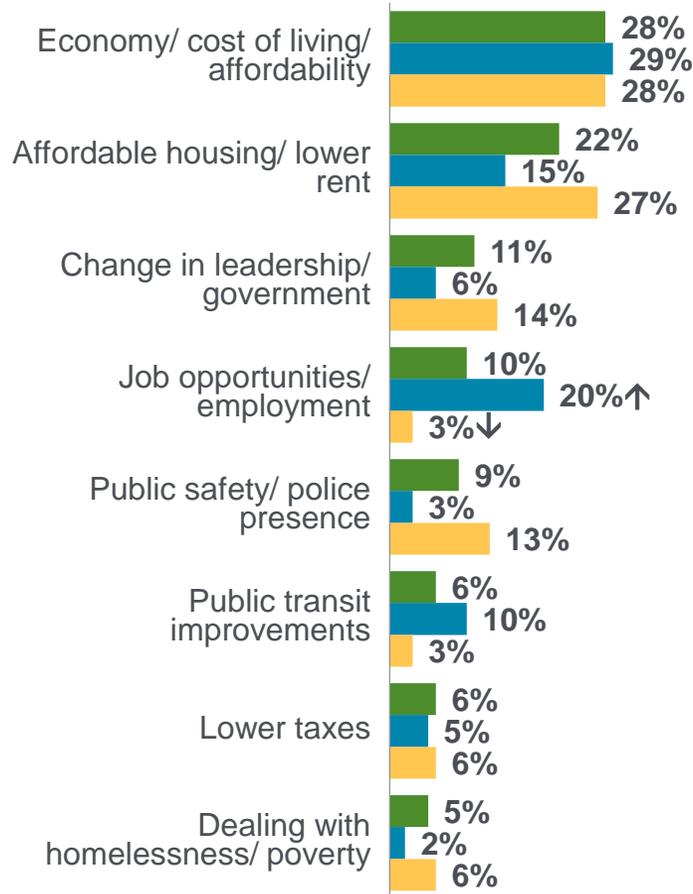
What would encourage staying in Calgary

Financial reasons, particularly those related to the cost of living, housing and rent costs, and job opportunities, are the primary motivators for young adults when considering whether to stay in Calgary or move away.

- Economic factors, such as the overall cost of living (29%) and job opportunities/employment (20%), are the top considerations that would make young adults think about staying in Calgary, with young adults mentioning job opportunities more frequently than older adults age 35 and above (3%). Affordable housing/lower rent (15%) is also an important factor for this younger age group.
- Minor mentions among young adults that could potentially influence their decision to stay in Calgary include public transit improvements (10%), more activities/entertainment available (6%), change in leadership/government (6%), immigration issues (5%), lower taxes (5%), improvements in healthcare (4%), public safety/police presence (3%), dealing with homelessness/poverty (2%), and overpopulation/density in the city (1%).
- Despite various factors that could potentially encourage young adults to stay living in Calgary, nearly a quarter of young adults (23%) feel that nothing would make them stay in Calgary, a sentiment shared by a similar proportion of older adults (22%).



What would encourage staying in Calgary



■ TOTAL (n=166)
 ■ 18-34 (n=132)
 ■ 35+ (n=34)

Total mentions <3% are not shown.

↑/↓ Statistically higher/lower than other age group

Q10b. What, if anything, would make you stay living in Calgary?
 Base: Not very or not at all likely to remain living in Calgary for next five years



Vision for the future

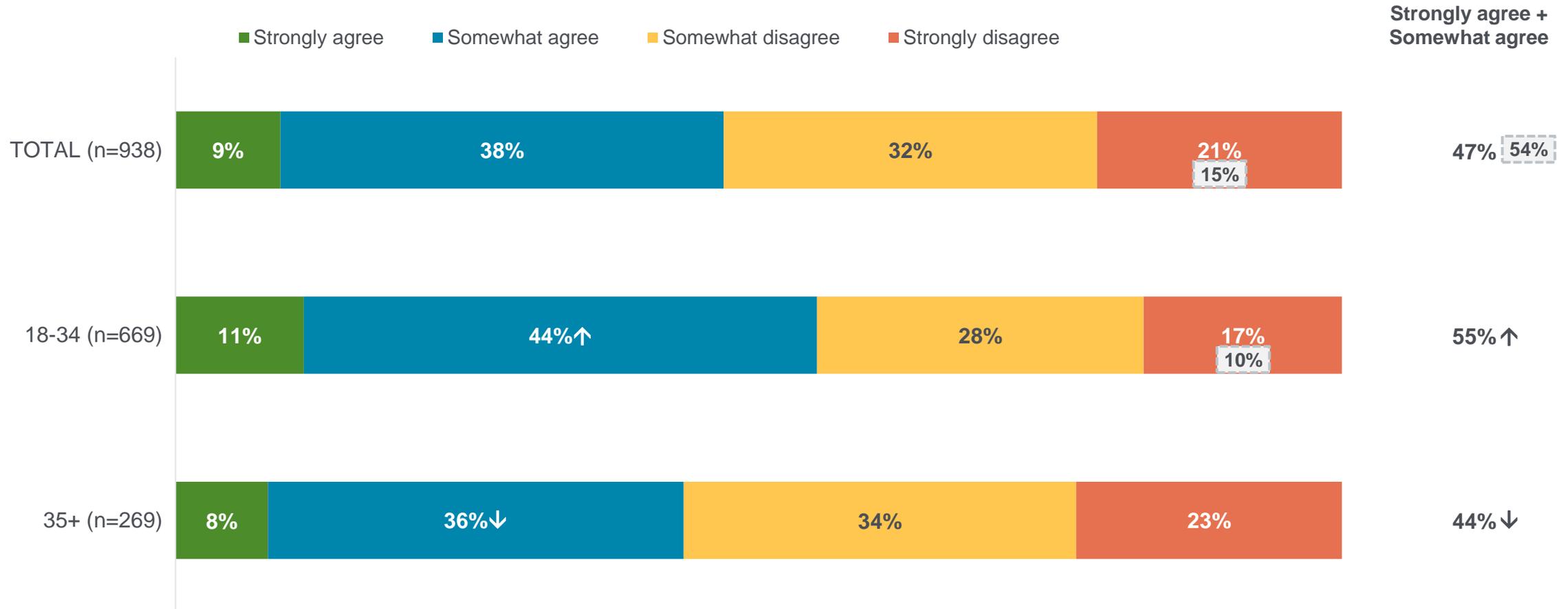
Right track to be a better city

A majority of young adults are optimistic about Calgary's future trajectory, while a sizable minority are unconvinced.

- Calgarians' opinions on whether the city is on the right track to be a better place in the next decade are divided, with 47% agreeing ('strongly' or 'somewhat'), this result has declined from 54% in 2023 (down by 7 points).
- While young adults age 18-34 appear more optimistic about Calgary's future, with 55% agreeing that the city is on the right track compared to 44% of those age 35+, this difference is primarily driven by higher 'somewhat' agree ratings (44% for those age 18-34 vs. 36% for those age 35+). The proportions of those who 'strongly' agree are statistically similar between the two age groups (11% for those age 18-34 and 8% for those age 35+).
- Similarly, the proportions of those who 'disagree' are consistent between the two age groups, although the 'strongly' disagree rating for young adults (17%) is a statistically significant increase from 10% in 2023. This change does not impact the overall agreement scores for young adults when compared to 2023.



Right track for Calgary being a better city ten years from now



Q3. To what extent do you agree or disagree with each of the following statements about life in Calgary – Calgary is on the right track to be a better city 10 years from now?

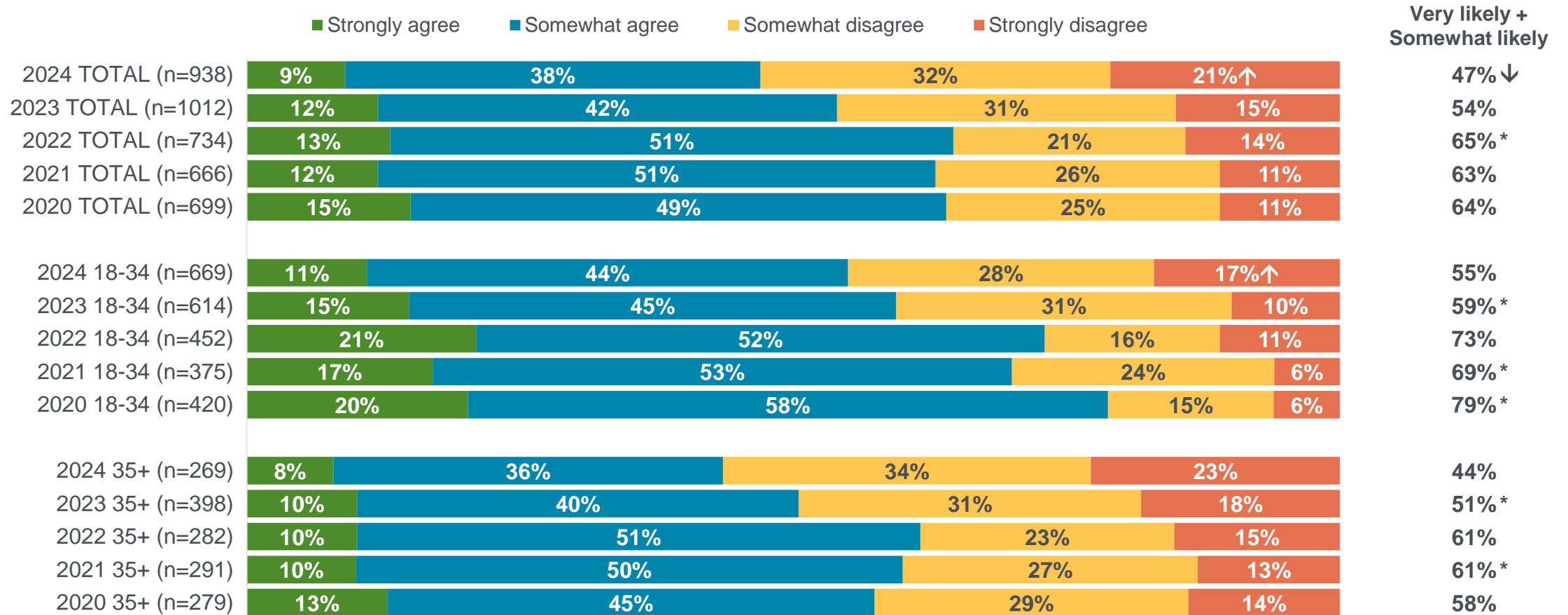
Base: Valid respondents (excluding 'don't know')

↑/↓ Statistically higher/lower than other age group

Statistically different from 2023 49



Tracking – Right track for Calgary being a better city ten years from now



Q3. To what extent do you agree or disagree with each of the following statements about life in Calgary – Calgary is on the right track to be a better city 10 years from now?

Base: Valid respondents (excluding 'don't know')

* Rounding

↑/↓ Statistically higher/lower than 2023

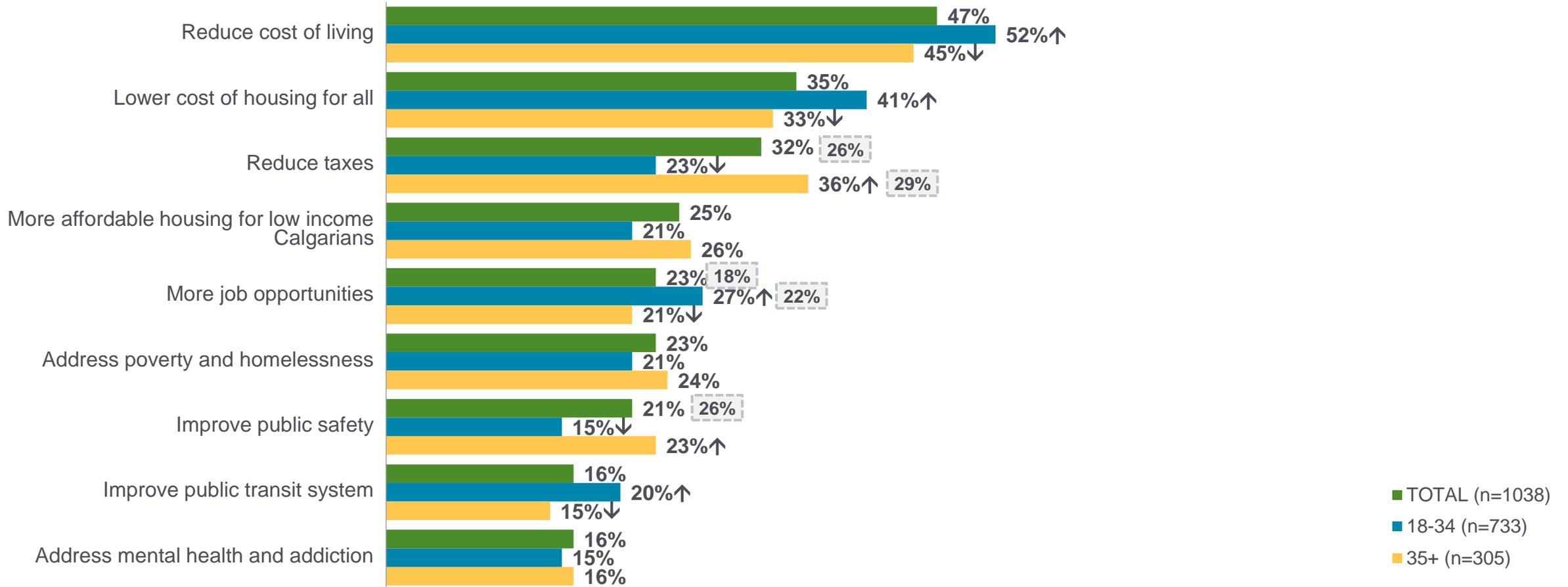
Initiatives to make Calgary a more vibrant city

Affordability, specifically reducing the cost of living and housing expenses, and the need for more job opportunities emerge as the most pressing concerns for young adults when considering what would make Calgary a more vibrant city.

- Affordability emerges as a top concern for both young adults age 18-34 and those age 35+, with reducing the cost of living (52% vs. 45%, respectively), lowering housing costs (41% vs. 33%), and providing more affordable housing for low-income Calgarians (21% and 26%) being prioritized by both age groups.
- When it comes to other economic initiatives, young adults place a higher emphasis on more job opportunities (27% vs. 21%), while those age 35+ are more likely to prioritize reducing taxes (36% vs. 23%) and encouraging new businesses (13% vs. 8%). Economic diversification is seen as equally important by both age groups (9%).
- Public safety and social issues are also highlighted by both age groups, with improving public safety being more important for those age 35+ (23% vs. 15%), while addressing poverty and homelessness (21% for 18-34 and 24% for 35+) and mental health and addiction (15% for 18-34 and 16% for 35+) are seen as similarly important for both age groups.
- Young adults place a higher priority on improving the public transit system (20% vs. 15%), while those age 35+ are more concerned about improving traffic congestion (12% vs. 6%).
- Both age groups share similar, albeit low, interest in initiatives related to education (6% for 18-34 and 4% for 35+), art and culture opportunities (6% for 18-34 vs. 3% for 35+), entertainment and nightlife (5% for 18-34 and 4% for 35+), recreation options (4% for 18-34 and 1% for 35+), and developing environmental tourism (3% for 18-34 and 1% for 35+).



Initiatives to make Calgary a more vibrant city

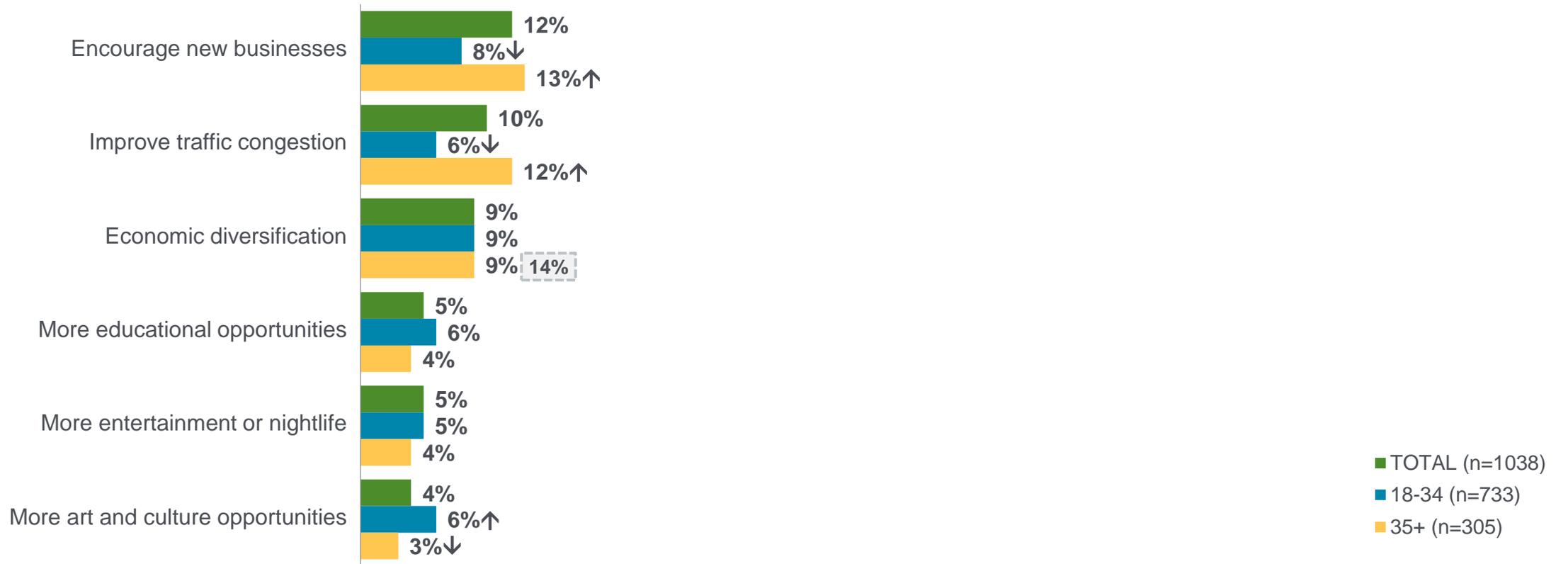


Q13. What are the most important initiatives or changes that would make Calgary a more vibrant city? Select up to three.
 Base: All respondents

↑/↓ Statistically higher/lower than other age group



Initiatives to make Calgary a more vibrant city (continued)



Q13. What are the most important initiatives or changes that would make Calgary a more vibrant city? Select up to three.
Base: All respondents

Total mentions <3% are not shown.

↑/↓ Statistically higher/lower than other age group

Statistically different from 2023 53



Downtown trips and activities

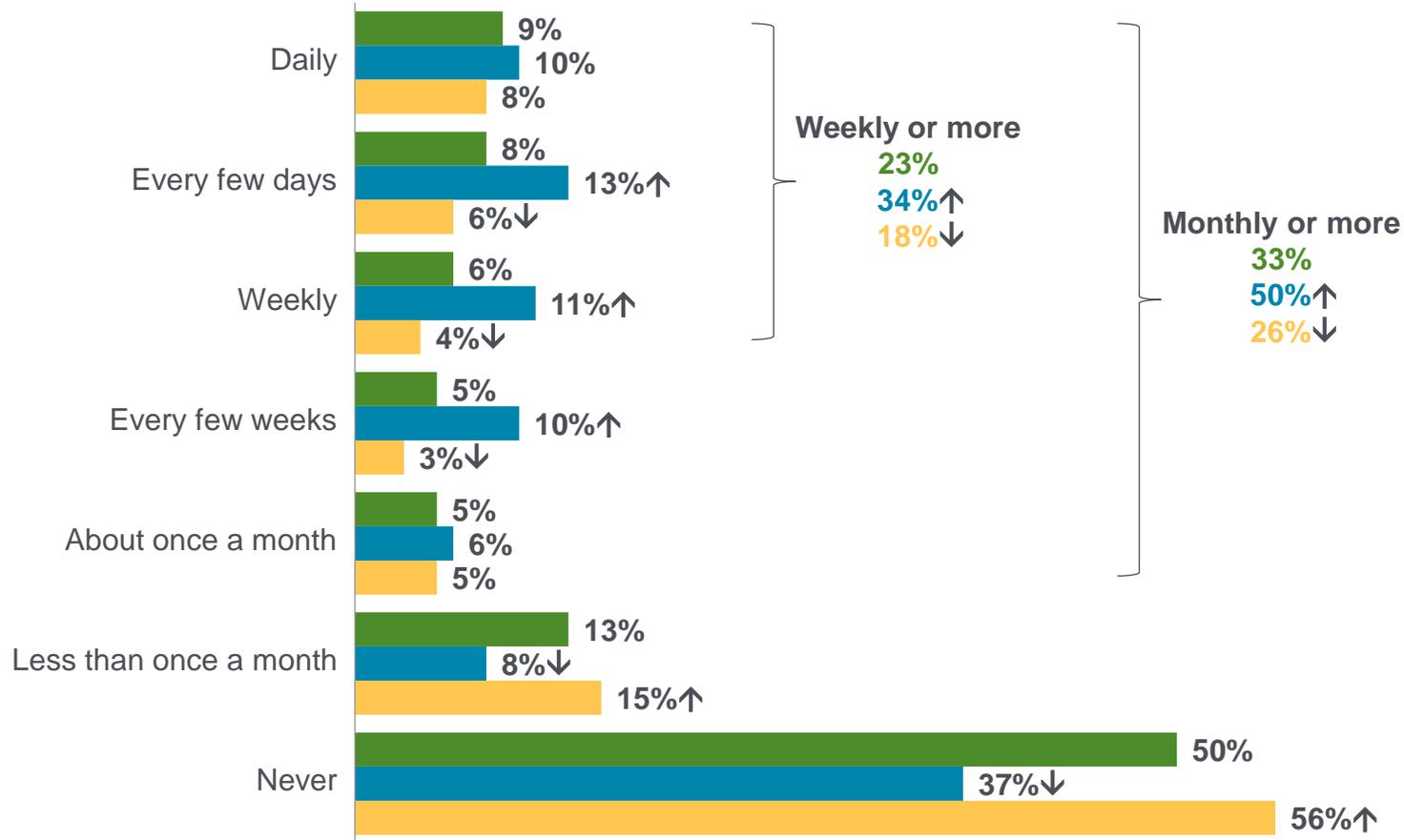
Frequency of trips downtown

Calgary's young adults are not only more likely to visit downtown for work, school, and leisure compared to those 35 and older, but they also tend to visit more frequently for each purpose.

- When it comes to work trips, 63% of young adults visit downtown at some frequency (100% minus 'never'), compared to 44% of those 35+. Among those who do visit, young adults are more frequent downtown commuters: 34% head downtown for work at least once a week, including 10% daily, 13% every few days, and 11% weekly. In contrast, only 18% of those 35 and older who visit downtown for work do so weekly or more.
- The age gap is even more striking for school trips. While 37% of young adults visit downtown for school at least occasionally, only 10% of those 35+ ever do. Among those who visit, 19% of young adults head downtown for school at least weekly, and 27% do so monthly or more. For the 35+ group, only 3% of those who visit for school do so weekly, and just 4% monthly.
- Leisure is the most common reason for visiting downtown, with 94% of young adults and 75% of those 35+ heading downtown for this purpose at least occasionally. However, young adults are still more frequent visitors: 26% of those age 18-34 go downtown for leisure at least once a week, compared to just 10% of those 35 and older. When looking at monthly or more frequent leisure trips, 64% of young adults who visit downtown do so at least once a month, while only 32% of the 35+ group visit that often.



Frequency of work trips downtown

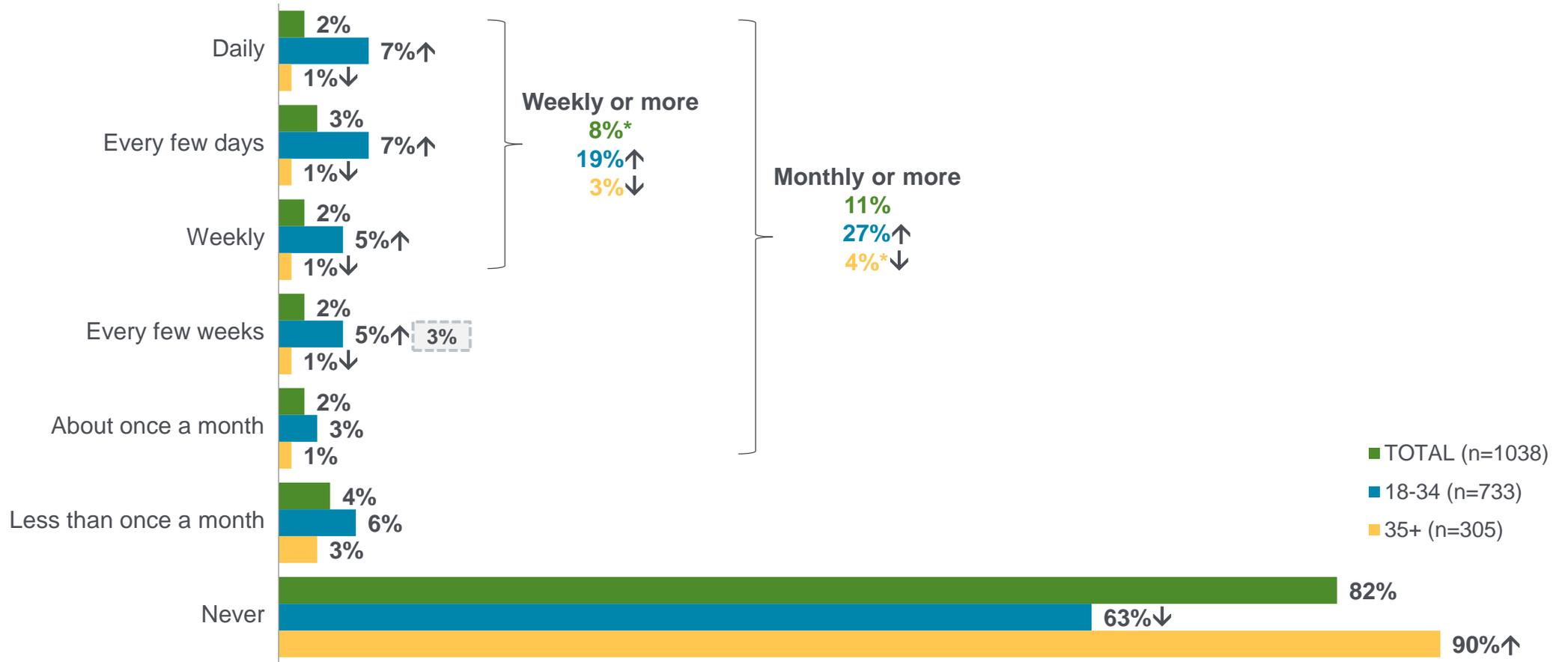


QF15. How often, if at all, do you go downtown for the following reasons? – Work
 Base: All respondents

↑/↓ Statistically higher/lower than other age group



Frequency of school trips downtown



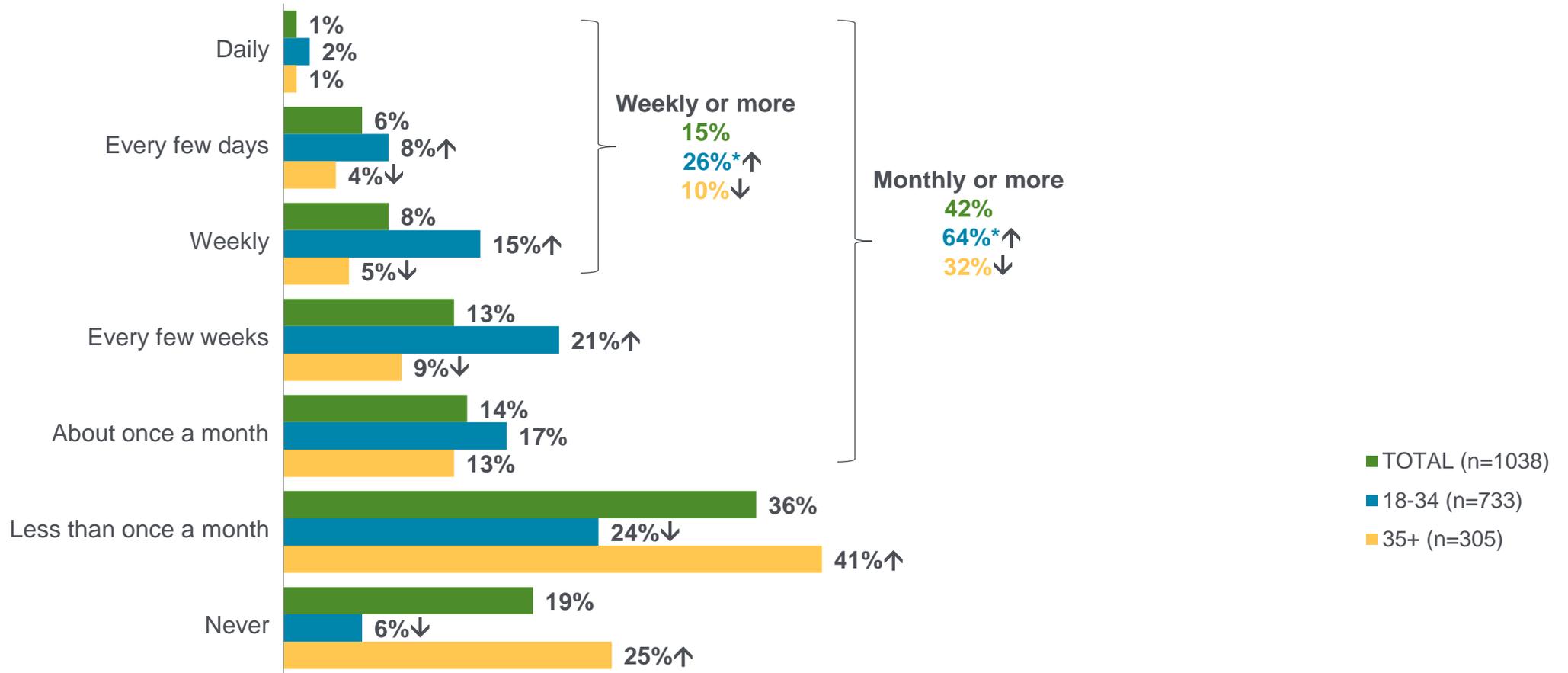
QF15. How often, if at all, do you go downtown for the following reasons? – School
 Base: All respondents

* Rounding
 ↑/↓ Statistically higher/lower than other age group

Statistically different from 2023 57



Frequency of leisure trips downtown



QF15. How often, if at all, do you go downtown for the following reasons? – Leisure (shopping, recreation, dining, events, etc.)
 Base: All respondents

* Rounding

↑/↓ Statistically higher/lower than other age group

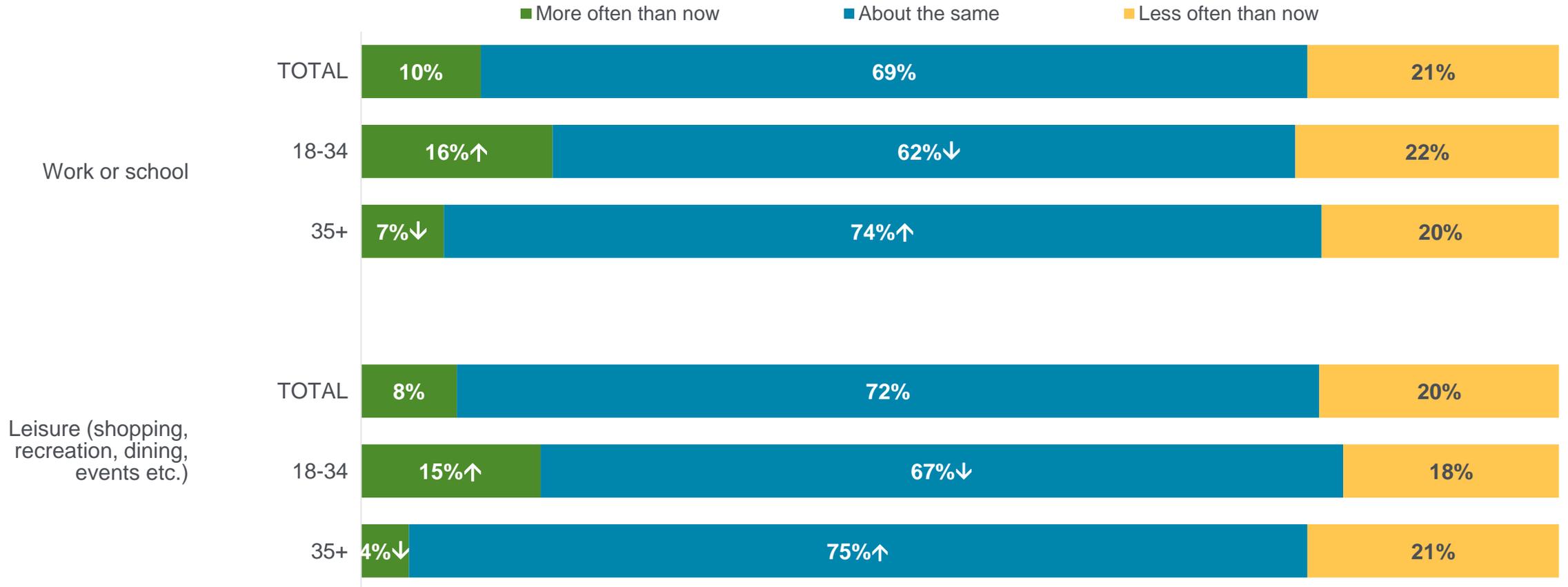
Changes in downtown visitation

Most Calgary young adults foresee no change in their downtown visits next year, but among those expecting a shift, more predict a decrease than an increase in trips. Still, they remain more likely than older Calgarians to plan on visiting downtown more often.

- Looking ahead to the next year, most young Calgarians age 18-34 expect their downtown visits to remain about the same as today, with 62% anticipating no change in trips for work or school and 67% anticipating no change in trips for leisure. A higher proportion of adults age 35+ expect their visitation to remain about the same as today (74% for work or school and 75% for leisure).
- Among the minority of young adults who do expect a shift in their downtown visits, slightly more (not statistically more) predict a decrease than an increase. Specifically, 22% of young adults expect that they will visit downtown less often for work or school, while 16% expect they will visit more frequently. Similarly, 18% anticipate visiting less often for leisure, compared to 15% who expect to visit more.
- Among those age 35+, 20% expect to visit downtown less often for work or school, and only 7% anticipate visiting more. For leisure trips, 21% of this older age group predict visiting less often, while just 4% expect to visit more often.
- Notably, while a higher proportion of young adults expect decreased visits compared to increased visits, they are still more likely than those age 35+ to anticipate an increase in their downtown trips for both work or school (16% vs. 7%) and leisure purposes (15% vs. 4%).



Upcoming visits to downtown



QD15c. And over the next year, do you think you will visit downtown for the following reasons more often, less often, or about the same as now?
 Base: Valid respondents (excluding 'don't know') | Base sizes vary

↑/↓ Statistically higher/lower than other age group

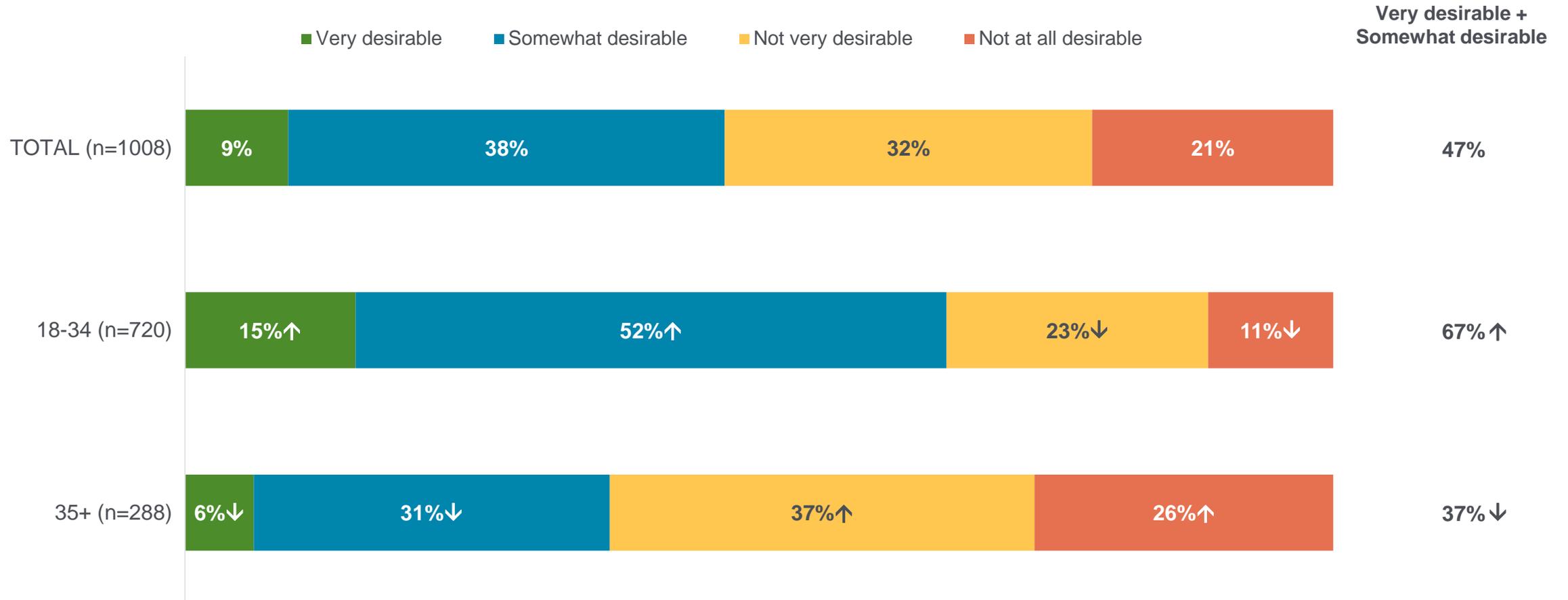
Desirability of downtown as a destination for leisure time

Calgary's downtown is considered a more attractive leisure destination by the city's young adults in comparison to older residents.

- Calgary's downtown holds a significantly greater appeal as a leisure destination for young adults age 18-34 compared to their older counterparts. Two-thirds (67%) of this younger demographic consider downtown to be a 'desirable' ('very desirable' or 'somewhat desirable') place to spend their free time. In contrast 37% of those age 35 and older share this sentiment.
- Interestingly, across all age groups and for Calgarians as a whole, the proportion of residents who view downtown as 'somewhat desirable' is three times higher or more than those who consider it 'very desirable.'



Desirability of downtown as a destination for leisure time



QDTa. Overall, how desirable is Calgary's downtown as a destination for your leisure time?
 Base: All respondents

↑/↓ Statistically higher/lower than other age group

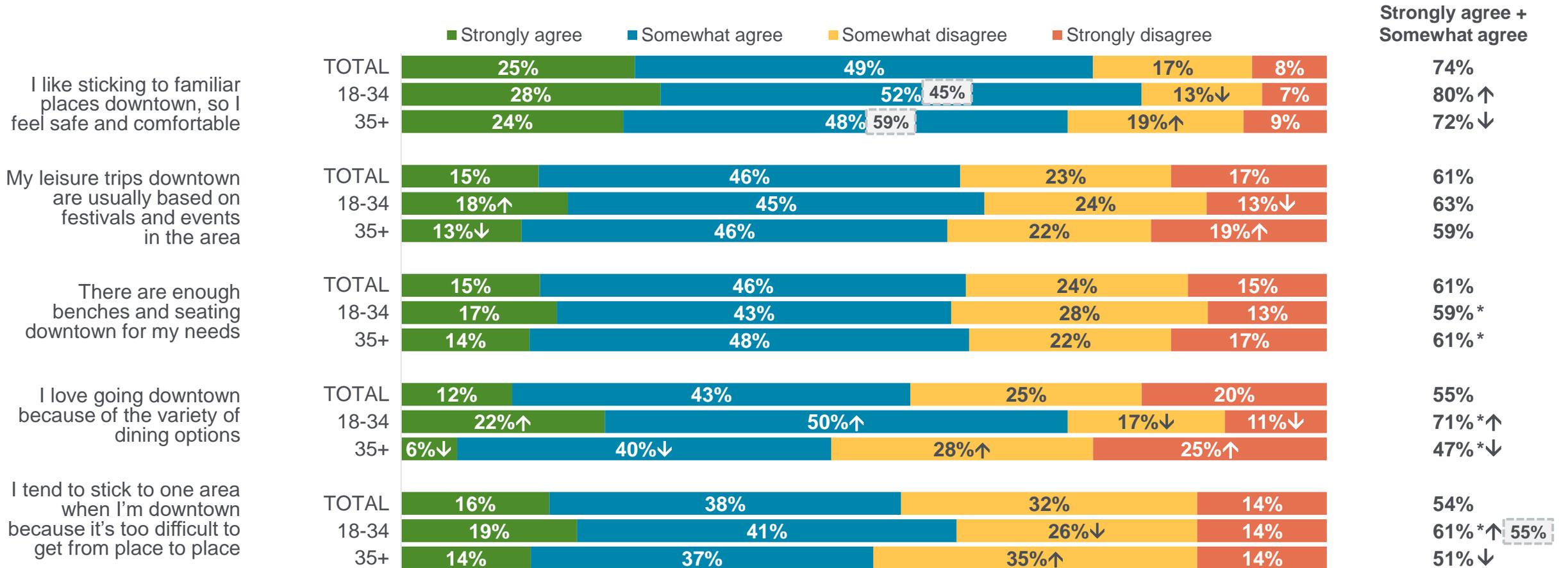
Agreement with downtown statements

Calgary's young adults appreciate downtown's dining, arts, and shopping, but stick to familiar spots for safety and find navigating downtown more challenging than older residents.

- Young adults age 18-34 exhibit distinct perspectives and experiences when it comes to engaging with downtown Calgary compared to their older counterparts:
 - They are more likely to stick to familiar places downtown for safety and comfort (80% vs. 72%)
 - They have a greater appreciation for the variety of dining options available downtown (71% vs. 47%)
 - They are more influenced by the arts and culture scene when making trips downtown (52% vs. 42%)
 - They are more satisfied with the availability of public washrooms downtown (42% vs. 27%)
 - They have a slightly higher preference for shopping downtown compared to shopping elsewhere (33% vs. 14%)
- However, they are also more likely to perceive challenges in navigating between different areas of the downtown core (61% vs. 51%).
- Both young adults age 18-34 and those age 35+ share similar views on the remaining aspects measured including:
 - Calgary festivals and events play a key role in attracting Calgarians of all ages to the downtown core, with the majority of both young adults (63%) and those age 35 and above (59%) agreeing that their leisure trips downtown are usually based on these happenings.
 - The availability of seating in the downtown area is perceived as adequate by both groups (59% of young adults and 61% of those age 35+)
 - There is a shared perception among one-half of both young adults (49%) and those age 35 and above (46%) that downtown Calgary lacks kid-friendly activities



Agreement with downtown statements

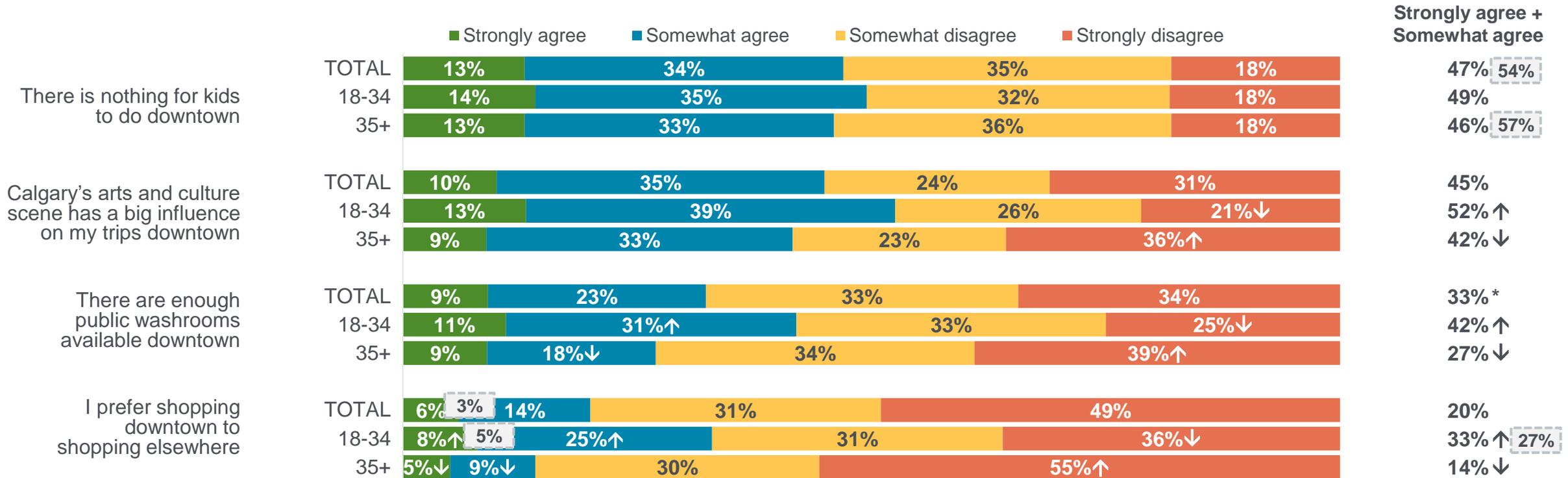


QDTb. To what extent do you agree or disagree with the following statements?
Base: Valid respondents (excluding 'don't know')

* Rounding
↑/↓ Statistically higher/lower than other age group



Agreement with downtown statements (continued)



QDTb. To what extent do you agree or disagree with the following statements?
 Base: Valid respondents (excluding 'don't know')

* Rounding
 ↑/↓ Statistically higher/lower than other age group

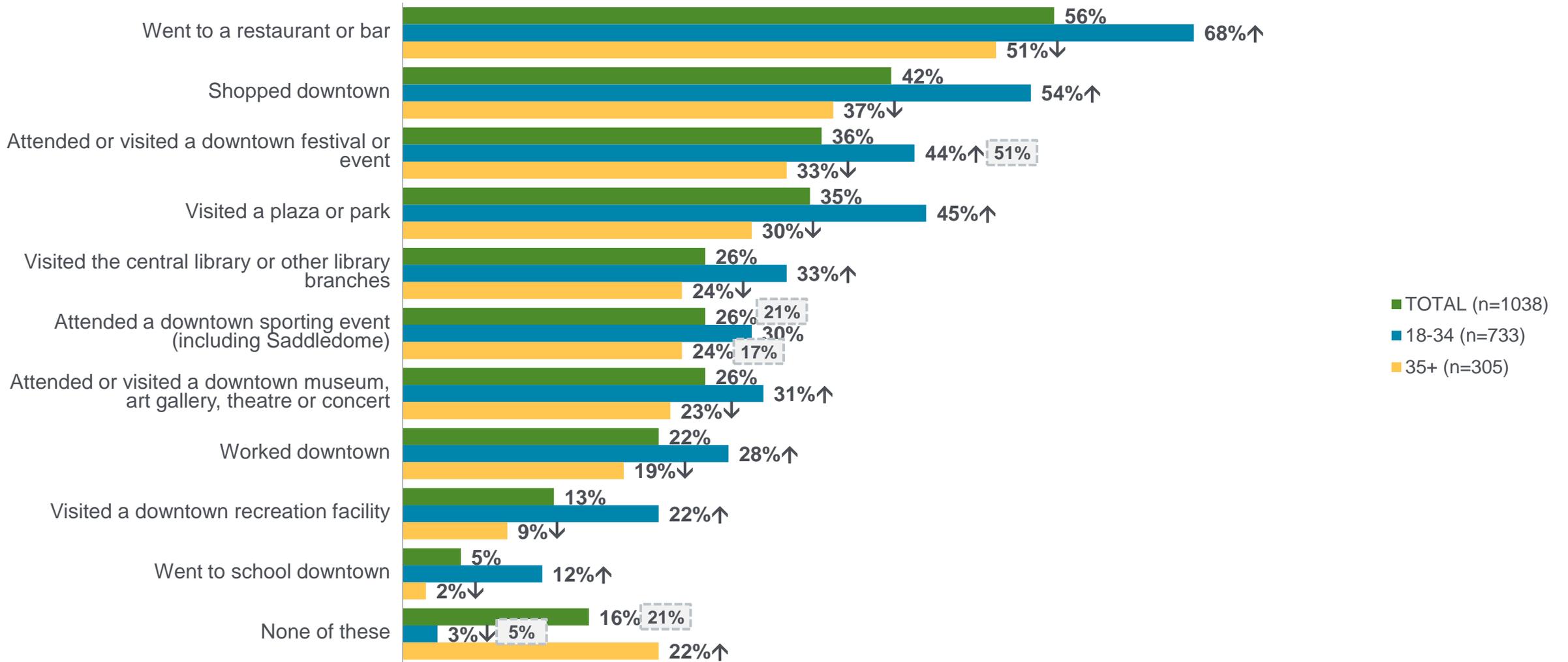
Past year downtown activities

Calgary's young adults are more actively engaged in the wide range of activities available in the downtown core.

- Over the past year, 97% of young adults age 18-34 have done one or more of the listed activities in downtown Calgary, which is significantly higher than the 78% of those age 35 and above who have engaged in at least one of these activities.
- The top activities for young adults include going to a restaurant or bar (68%), shopping downtown (54%), visiting a plaza or park (45%), and attending or visiting a downtown festival or event (44%). For older adults age 35+, the most popular activities are the same, but to a lesser extent - going to a restaurant or bar (51%), shopping downtown (37%), attending or visiting a downtown festival or event (33%), and visiting a plaza or park (30%).
- Notably, all of the listed activities are statistically higher among young adults compared to those age 35 and above. These include:
 - going to a restaurant or bar (68% vs. 51%)
 - shopping downtown (54% vs. 37%)
 - visiting a plaza or park (45% vs. 30%)
 - attending or visiting a downtown festival or event (44% vs. 33%)
 - visiting the central library or other library branches (33% vs. 24%)
 - attending a downtown sporting event (30% vs. 24%)
 - attending or visiting a downtown museum, art gallery, theatre, or concert (31% vs. 23%)
 - working downtown (28% vs. 19%)
 - visiting a downtown recreation facility (22% vs. 9%)
 - and going to school downtown (12% vs. 2%)



Past year downtown activities



QF15a. Which of the following have you personally done downtown in the past year? Select all that apply.
 Base: All respondents

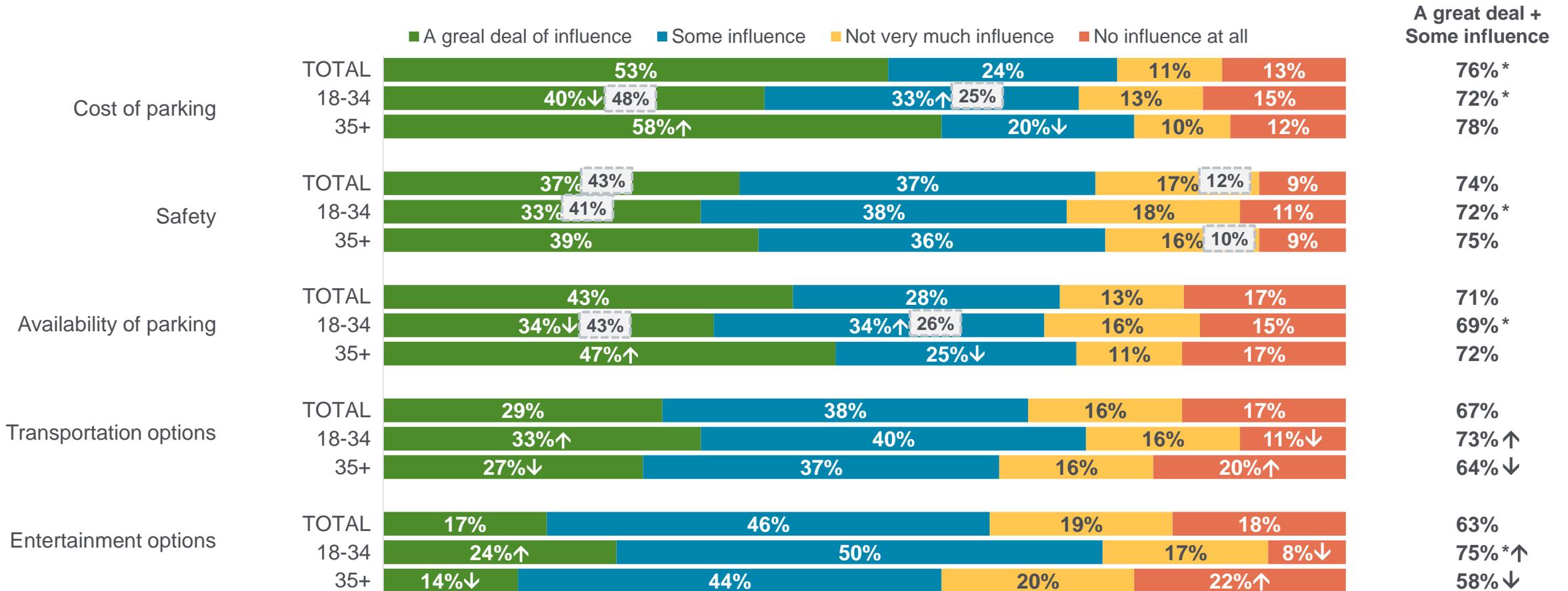
Influences to visit downtown

Entertainment, dining, festivals, shopping, work, and school influence young adults' decision to visit downtown Calgary more so than older Calgarians, while parking and safety are equally important factors for both age groups.

- When asked about the factors influencing their desire to visit Calgary's downtown, young adults place significantly more importance on: Entertainment options (75% vs. 58% among 35+), transportation options (73% vs. 64% among 35+), dining options (73% vs. 54% among 35+), festivals (70% vs. 57% among 35+), shopping options (59% vs. 43% among 35+), working downtown (49% vs. 33% among 35+), and going to school downtown (37% vs. 12% among 35+) all are statistically higher among young adults.
- On the other hand, three factors have a relatively similar impact on both young adults and those age 35 and above. Cost of parking (72% for 18-34 and 78% for 35+), safety (72% for 18-34 and 75% for 35+), and availability of parking (69% for 18-34 and 72% for 35+) are equally important considerations for both age groups when it comes to visiting downtown Calgary.
- Compared to 2023, one factor has seen a significant increase in influence among young adults: going to school downtown. This aspect has risen by 7 points, from 30% in 2023 to 37% in the current year, highlighting the growing importance of educational opportunities for Calgary's younger population.



Factors that influence downtown visits

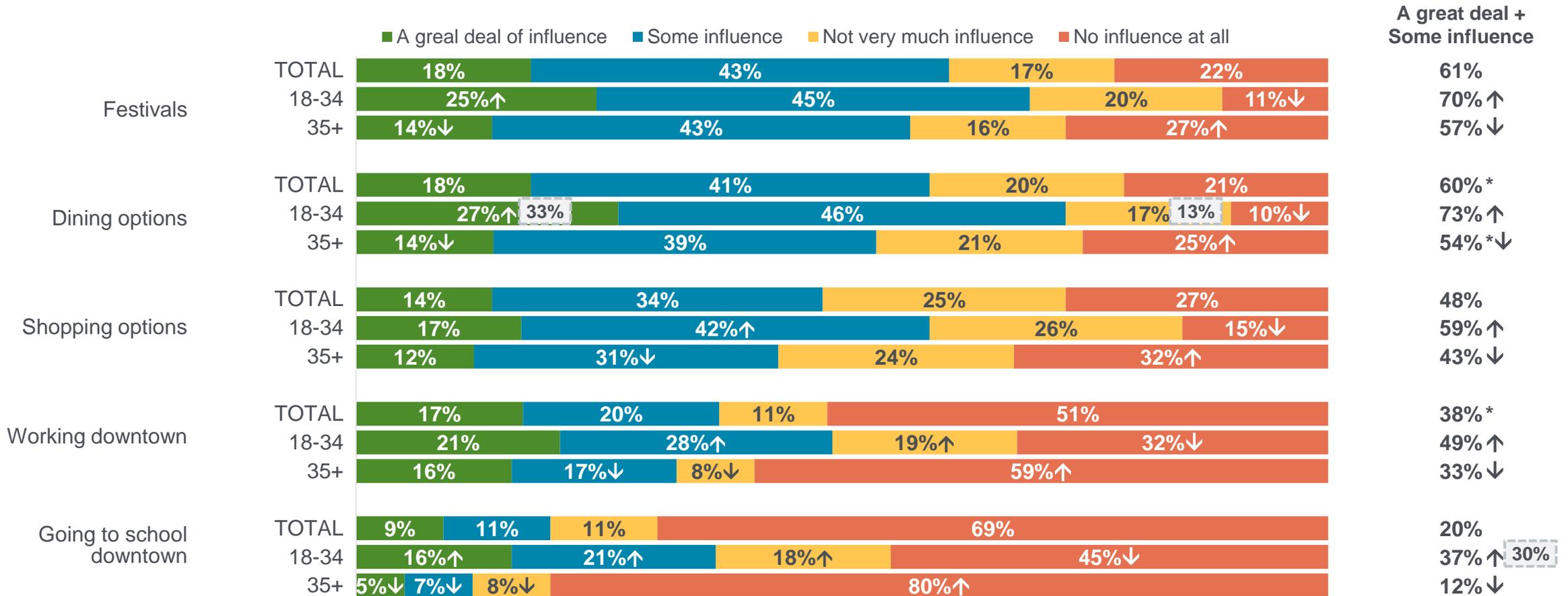


QF15b. How much of an influence do the following factors have on your desire to visit Calgary's downtown?
 Base: Valid respondents (excluding 'don't know' and 'not applicable – I live downtown') | Base sizes vary

* Rounding
 ↑/↓ Statistically higher/lower than other age group



Factors that influence downtown visits (continued)



QF15b. How much of an influence do the following factors have on your desire to visit Calgary's downtown?
 Base: Valid respondents (excluding 'don't know' and 'not applicable – I live downtown') | Base sizes vary

* Rounding
 ↑/↓ Statistically higher/lower than other age group



Lifestyle and community involvement

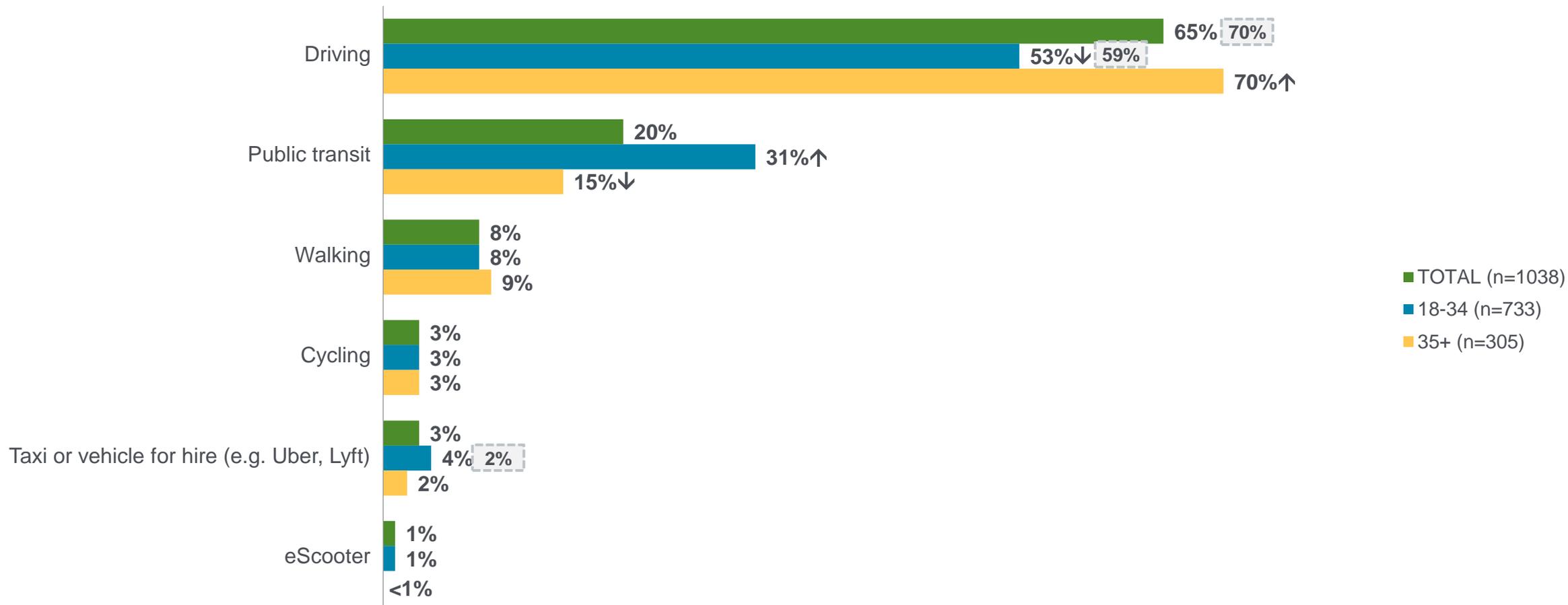
Main transportation mode

Majority of young Calgarians rely on driving for transportation, with a sizable proportion turning to public transit.

- Driving remains the most common mode of transportation for getting around Calgary, with 65% of residents relying on this method. However, there is a significant difference between age groups, with 70% of those age 35+ using driving as their primary mode of transportation compared to 53% of young adults age 18-34. Notably, the proportion of young adults who drive has decreased from 59% in 2023 to 53% in the current findings.
- Public transit is the second most popular mode of transportation, with 20% of Calgarians overall relying on this method. Again, there is a notable difference between age groups, with 31% of young adults age 18-34 using public transit compared to just 15% of those age 35+.
- Walking is the third most common mode of transportation, with 8% of Calgarians overall and similar proportions across both age groups (8% for those age 18-34 and 9% for those age 35+) choosing to walk as their primary means of getting around the city.
- Other modes of transportation, such as cycling (3% overall), taxis or vehicles for hire like Uber or Lyft (3% overall), and eScooters (1% overall), are less popular among Calgarians. The proportions of residents using these methods are consistent across both age groups and with 2023 findings, with the exception of a slight increase in the use of taxis or vehicles for hire among young adults (4%) compared to the 2023 findings (2%). However, this change is minimal and does not significantly impact the overall transportation landscape in Calgary.



Main mode of transportation used in Calgary



Q16. When it comes to getting around Calgary, which transportation mode do you use most often?
 Base: All respondents

Total mentions <1% are not shown

↑/↓ Statistically higher/lower than other age group

Statistically different from 2023

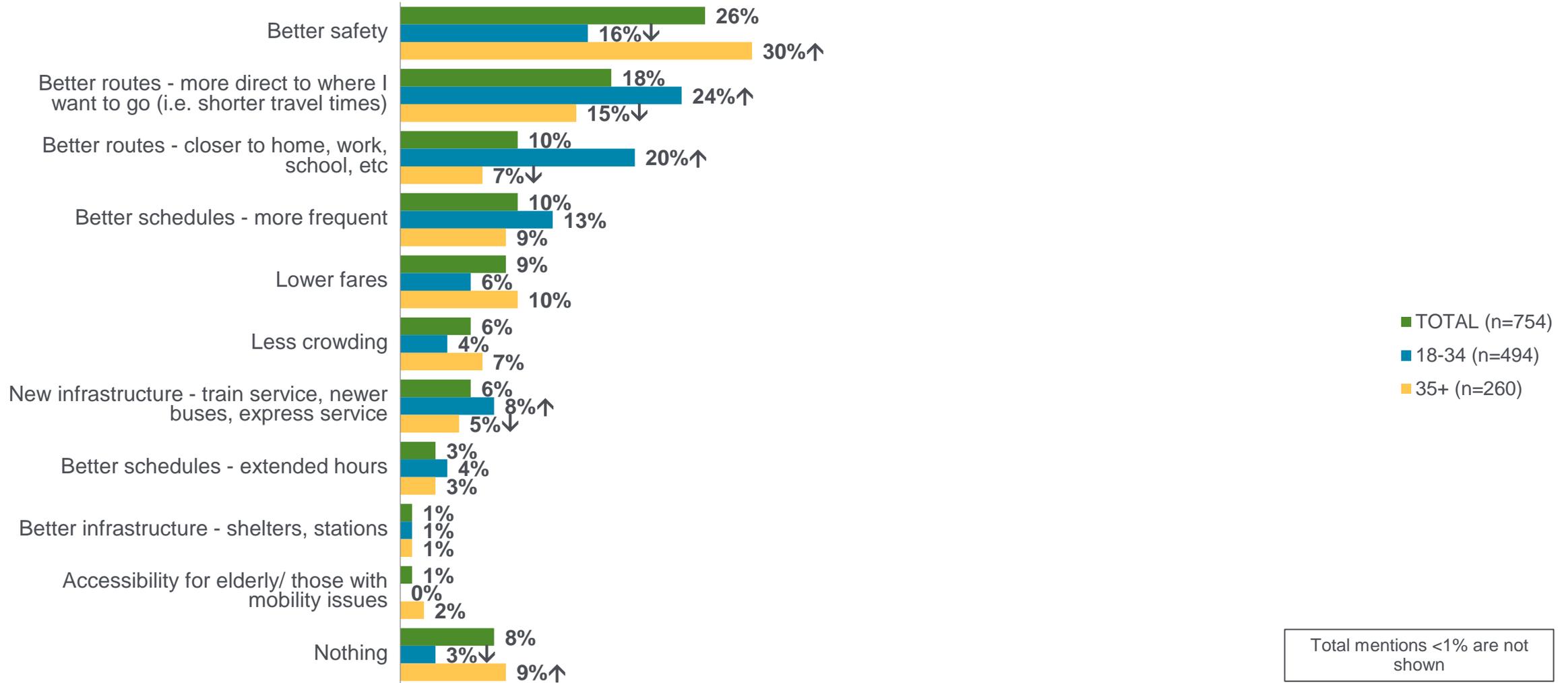
What would encourage transit use

More direct routes to destinations, routes closer to important locations, and better safety measures would encourage young adults to use public transit more often.

- Young adults age 18-34 are more likely to use public transit more often if there are better routes that are more direct to their desired destinations (24%), routes that are closer to their homes, workplaces, schools, and other important locations (20%), and better safety measures (16%).
- On the other hand, Calgarians age 35 and above prioritize better safety (30%), more direct routes to their desired destinations (15%), and lower fares (10%) as the top factors that would encourage them to use public transit more frequently.
- Both age groups share some common motivators for using public transit more often, such as better schedules with more frequent service (13% for those age 18-34 and 9% for those age 35+), new infrastructure like train service, newer buses, and express service (8% for those age 18-34 and 5% for those age 35+), and better schedules with extended hours (4% for those age 18-34 and 3% for those age 35+).
- Notably, a higher proportion of Calgarians age 35 and above (9%) state that nothing would make them more likely to use public transit compared to young adults age 18-34 (3%).



What would encourage transit use



Q16a. What would make you more likely to use public transit more often?
 Base: All respondents not using public transit most often to get around Calgary

Total mentions <1% are not shown

↑/↓ Statistically higher/lower than other age group

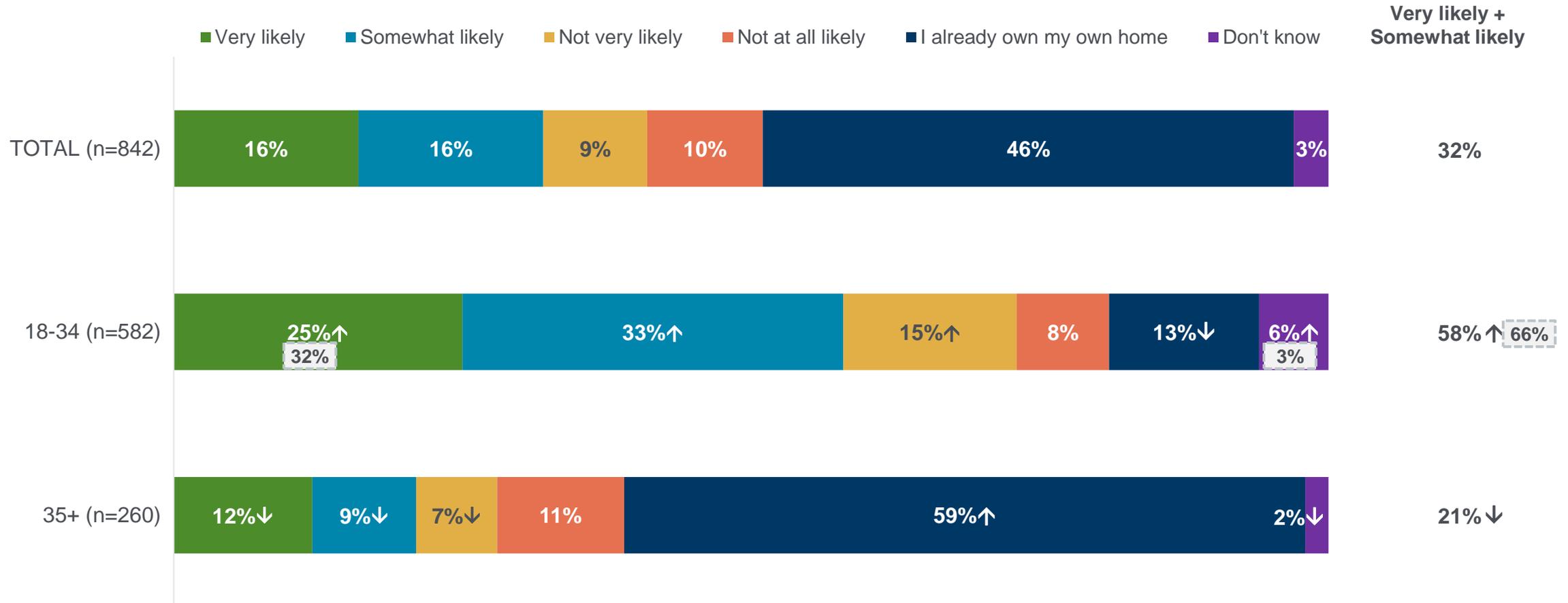
Home ownership

Homebuying intentions among Calgary's young adults have declined since last year.

- Home ownership aspirations remain significantly higher among Calgary's 18-34 year olds compared to those age 35 and above. 58% of the younger demographic express a likelihood ('very likely' or 'somewhat likely') of purchasing a home in the city within the next decade. In contrast, 21% of older Calgarians share this intention, a difference that can be largely attributed to many in the 35+ age group already owning their homes (59%).
- Compared to 2023, the proportion of younger Calgarians age 18-34 who intend to purchase a home in Calgary has decreased by 8 percentage points, from 66% to 58% in 2024. This decline is particularly evident among those stating a strong likelihood of buying a home, with the proportion of young adults who say they are 'very likely' to make a home purchase falling from 32% in 2023 to 25% in 2024.
- These recent changes have brought homebuying intentions among the younger age group closer to levels seen in 2022 and earlier years.



Likelihood to buy a residence in next 10 years

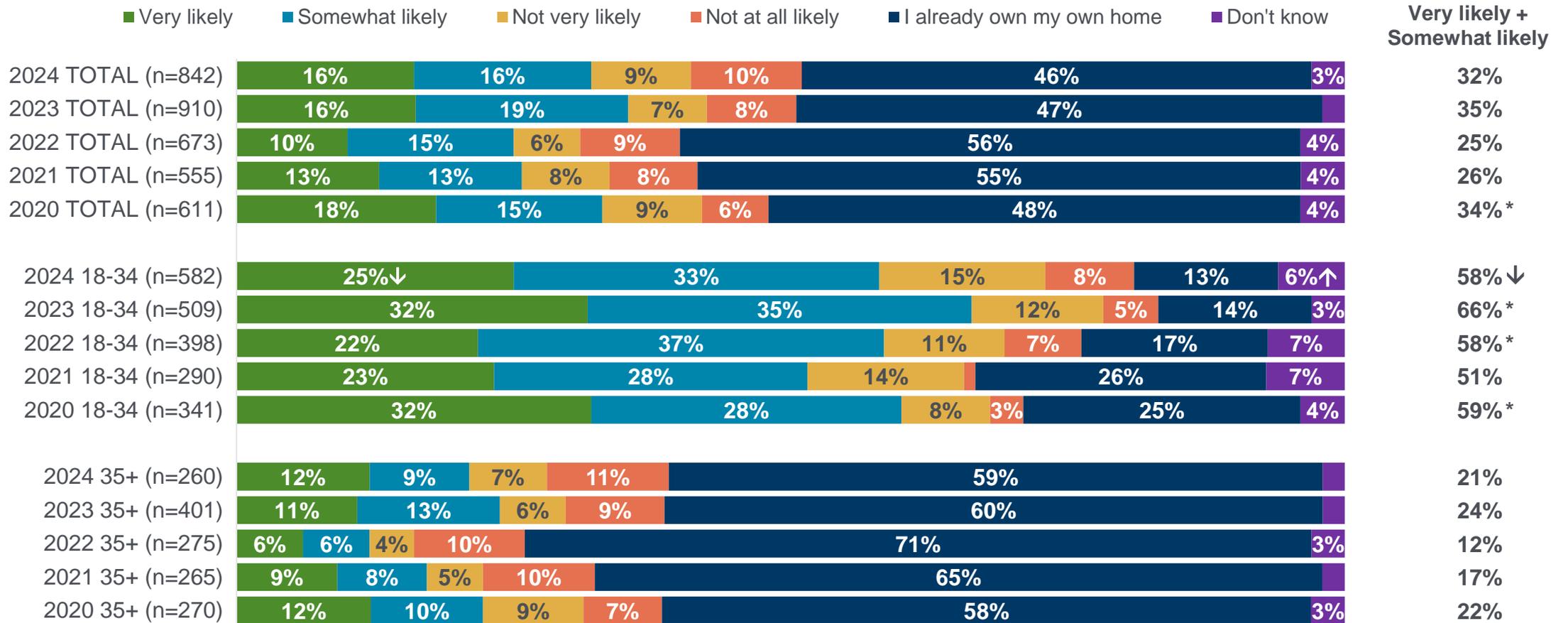


Q17. How likely are you to buy your own home in Calgary (e.g. single family home, duplex, townhouse, condo, etc.) in the next ten years?
 Base: Very or somewhat likely to stay in Calgary

↑/↓ Statistically higher/lower than other age group



Tracking – Likelihood to buy a residence in next 10 years



Data labels <3% are not shown

* Rounding

↑/↓ Statistically higher/lower than 2023

Q17. How likely are you to buy your own home in Calgary (e.g. single family home, duplex, townhouse, condo, etc.) in the next ten years?
Base: Very or somewhat likely to stay in Calgary

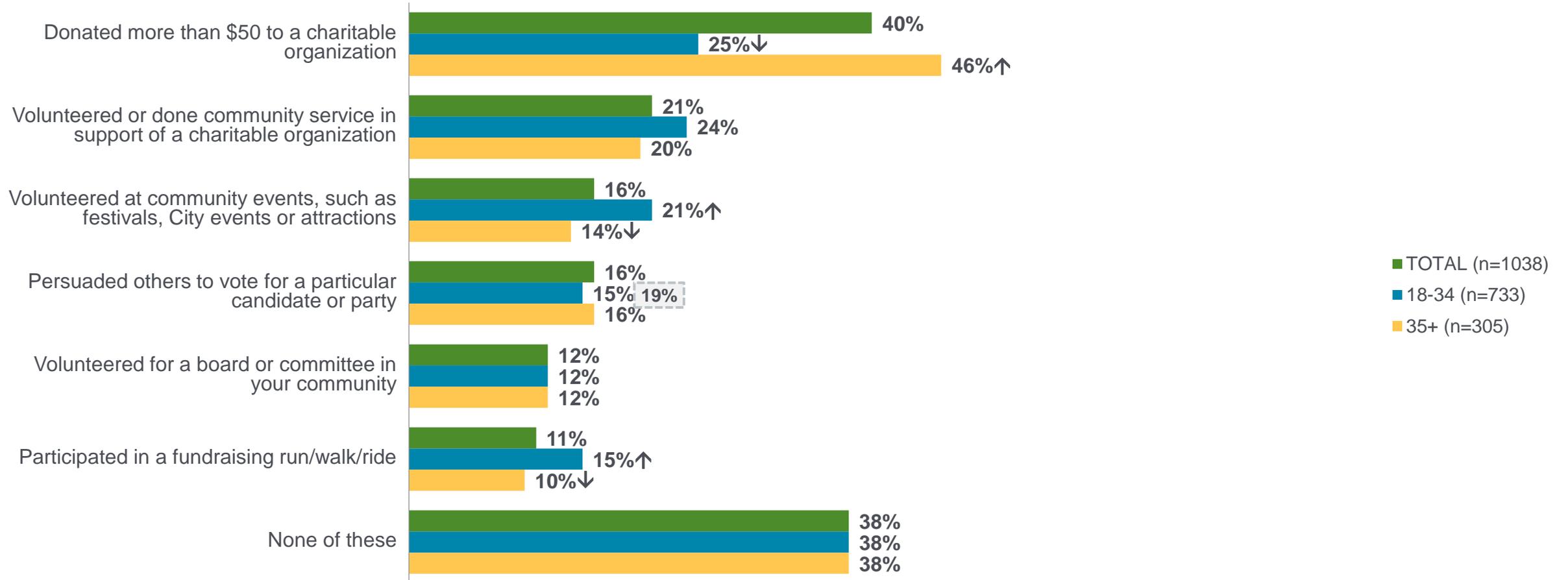
Community involvement and voting

While both young adults and those age 35+ in Calgary have similar overall levels of community engagement, the specific activities they participate in differ slightly.

- A majority of Calgarians, 62% of both young adults and those age 35 and above, have participated in at least one form of community engagement over the past 12 months.
- Young adults are more likely to volunteer at community events, such as festivals, City events, or attractions (21% vs. 14% for those 35+), and to participate in fundraising runs/walks/rides (15% vs. 10% for those 35+). In contrast, Calgarians age 35 and above are more likely to donate more than \$50 to charitable organizations (46% vs. 25% for young adults).
- Both age groups show similar levels of involvement in volunteering or doing community service in support of charitable organizations (24% for young adults and 20% for those 35+), persuading others to vote for a particular candidate or party (15% for young adults and 16% for those 35+), and volunteering for a board or committee in the community (12% for both age groups).
- Participation in the most recent municipal election stands at 58% among young adults, which is significantly lower than voter turnout among Calgarians age 35+ (82%). Note: Some Calgarians currently age 18-24 would not have been the age of the majority at the time of the last election accounting for some of the statistical differences by age.



Community involvement within the past year



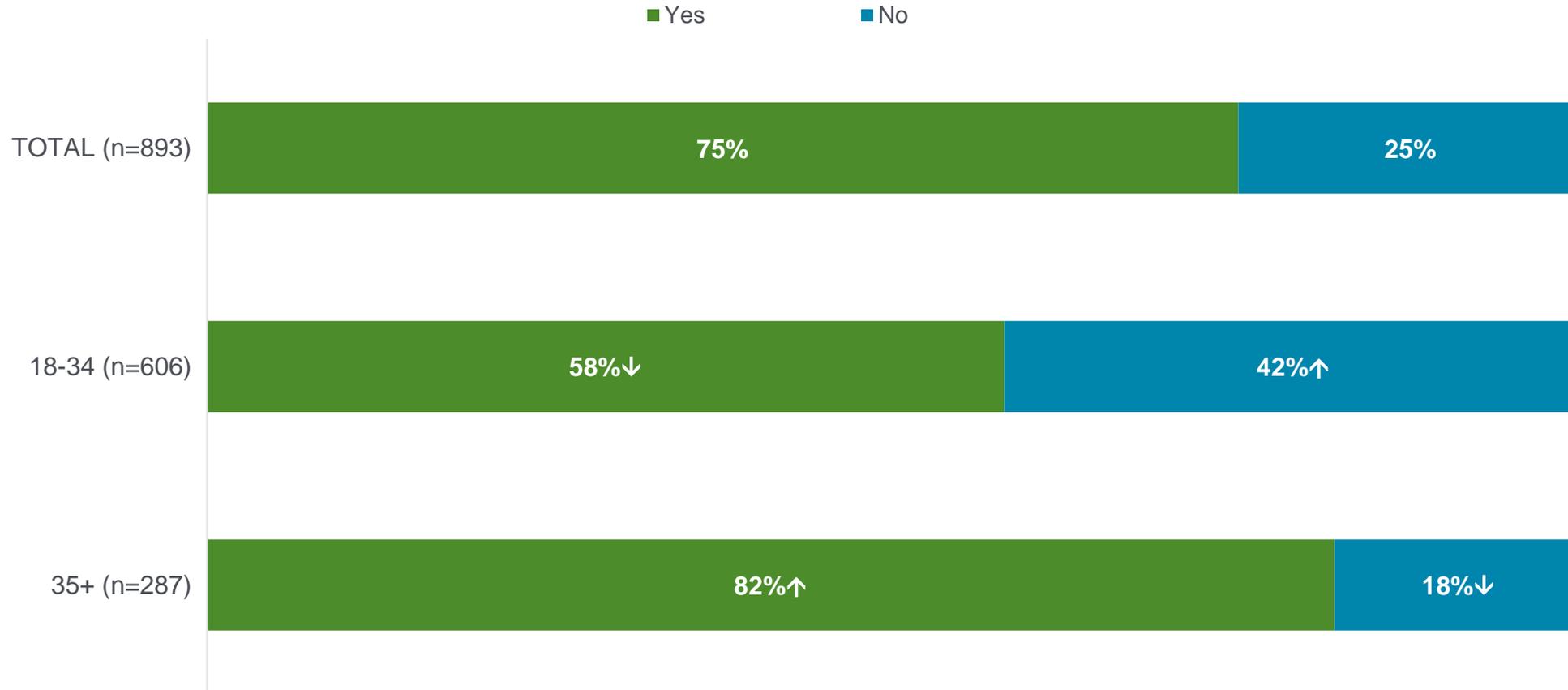
Q19. Which of the following activities have you taken part over the past 12 months? Please select all that apply.
Base: All respondents

↑/↓ Statistically higher/lower than other age group

Statistically different from 2023 80



Voted in last municipal election



Note: Some Calgarians currently age 18-24 would not have been the age of the majority at the time of the last election.

Q19B. Did you vote in the last Calgary municipal election?
 Base: All respondents (excluding 'Don't know/Not applicable')

↑/↓ Statistically higher/lower than other age group

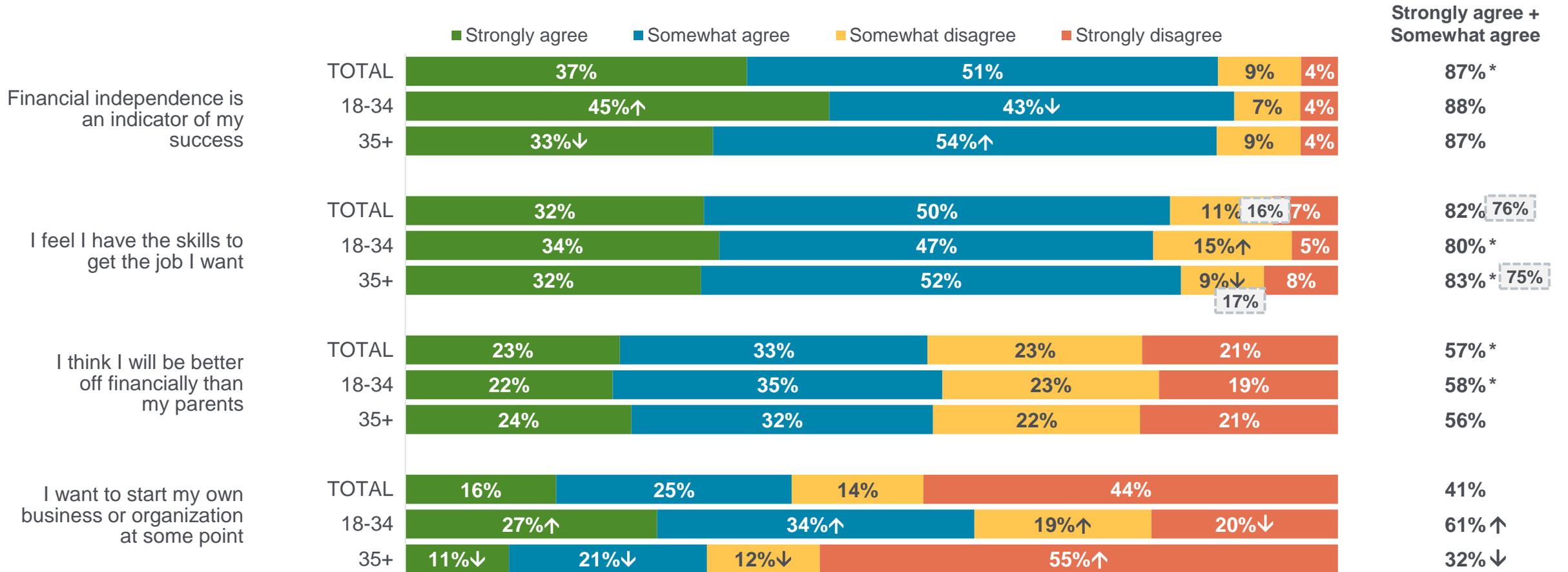
Attitudes towards finance, work and education

Young Calgarians value financial independence, believe in their job skills, and have a stronger entrepreneurial drive than older residents. They have mixed feelings about whether they will fare better financially than their parents.

- Financial independence is seen as a key indicator of success by the vast majority of Calgarians, with 88% of young adults age 18-34 and 87% of adults age 35+ agreeing with this sentiment.
- Confidence in having the necessary skills to secure a desired job is high among both age groups, with 80% of young adults agreeing with the statement 'I feel I have the skills to get the job I want,' and 83% of the older age group holding the same confidence. Notably, agreement among those age 35+ has increased significantly from 75% in 2023.
- When it comes to their financial future, just over half of Calgarians believe they will be better off than their parents, with 58% of young adults and 56% of those age 35+ agreeing with the statement 'I think I will be better off financially than my parents.'
- Entrepreneurial aspirations vary significantly by age. A considerably higher proportion of young adults (61%) agree with the statement 'I want to start my own business or organization at some point,' compared to those age 35+ (32%).



Attitudes towards finances and work



Q20. Thinking about yourself, to what extent do you agree or disagree with the following statements?
 Base: Valid respondents (excluding 'don't know') | Base sizes vary

* Rounding
 ↑/↓ Statistically higher/lower than other age group

Statistically different from 2023 83



City communication and technology

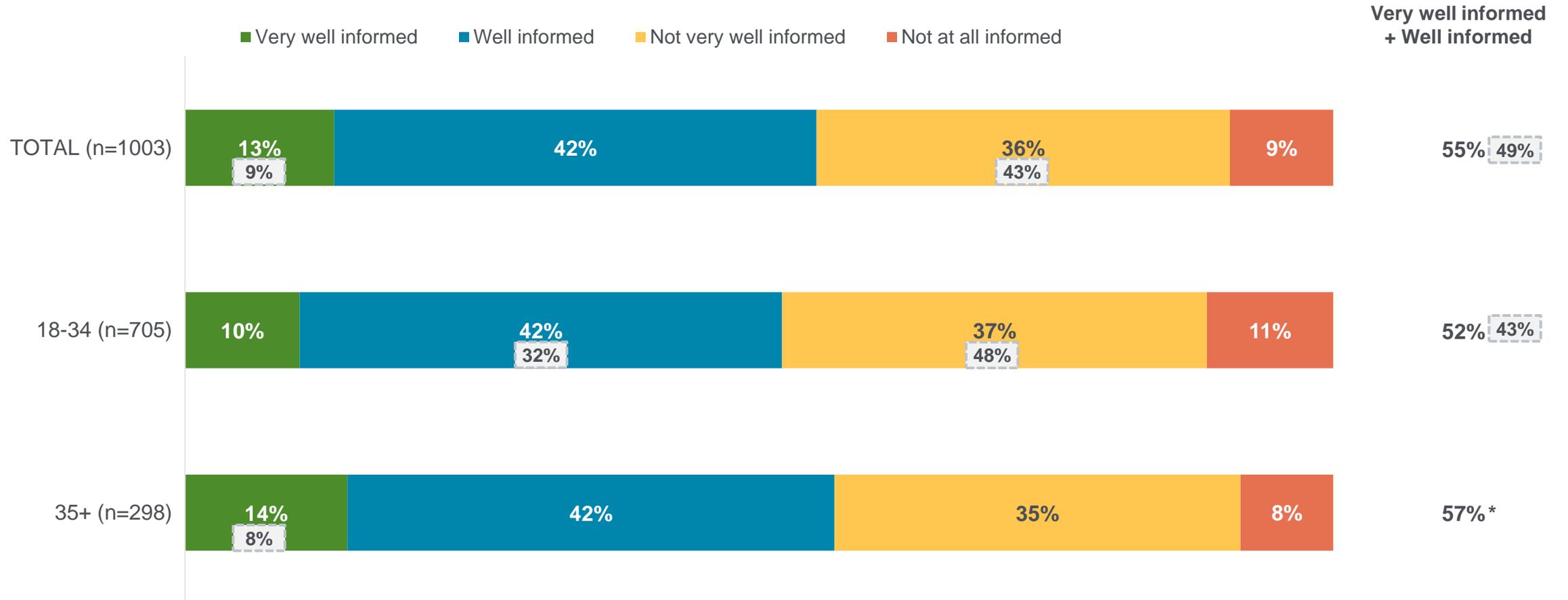
Feeling informed

Young adults prefer social media and online platforms for City Council news, while older residents prefer traditional media channels.

- Feeling informed about City Council and issues affecting Calgarians is similar between the two age groups, with just over half (52%) of young adults age 18-34 and 57% of those age 35+ saying that they feel 'very well informed' or 'well informed.' The proportion of young adults who feel this way has increased significantly by 9 points from 43% in 2023, while results remain consistent for Calgarians age 35+ (52% in 2023).
- When it comes to preferred channels for receiving up-to-date news from The City of Calgary, young adults primarily favour social media (60%) and the internet (42%). Meanwhile, Calgarians age 35+ prefer to receive news from The City through the internet (47%) and television (44%).
- Statistical differences emerge between the two age groups regarding their preferred methods of receiving information from The City. Young adults age 18-34 show a higher preference for social media platforms (60% vs. 42% among those age 35+), specifically The City of Calgary social media (49% vs. 33% among those age 35+) and other social media (21% vs. 14% among those age 35+). Although to a lesser extent, young adults age 18-34 also show a higher preference for receiving news from The City through multicultural media (8% vs. 3% among those age 35+).
- Conversely, traditional channels of information are less popular among young adults age 18-34 compared to their older counterparts. These include television (32% vs. 44% among those age 35+), radio (21% vs. 29% among those age 35+), and newspapers (11% vs. 18% among those age 35+). Further, for young adults preference for radio has declined from 2023 (down 5 points from 26%) and for those age 35 and above preference for social media has increased (up 9 points, 42% vs. 33% in 2023). There is a significant decrease for preference in mail sent to home among those age 35 and above (down by 14 points, 18% vs. 32% in 2023).



Level of feeling informed about municipal issues



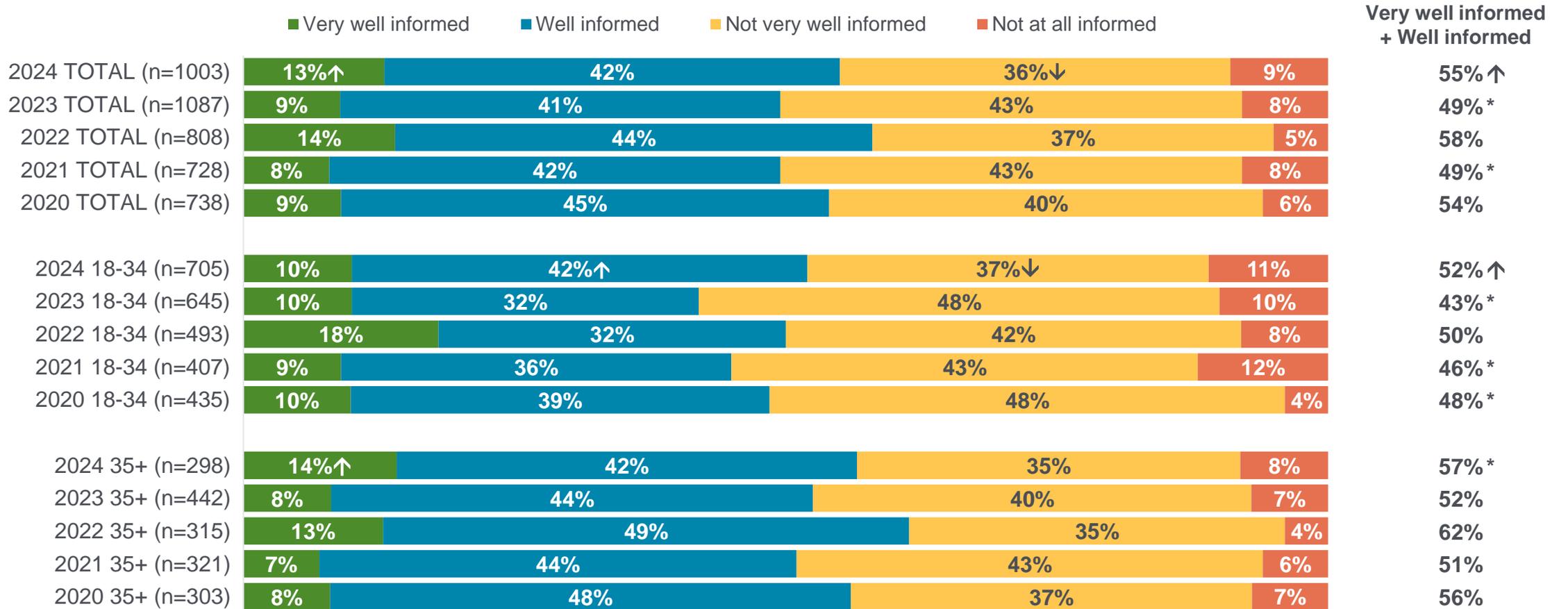
Q21. Thinking about your knowledge of The City government in general, what's going on with City Council, and issues that affect you as a citizen, how well informed would you say you are?
 Base: Valid respondents (excluding 'don't know')

* Rounding

Statistically different from 2023 86



Tracking – Level of feeling informed about municipal issues

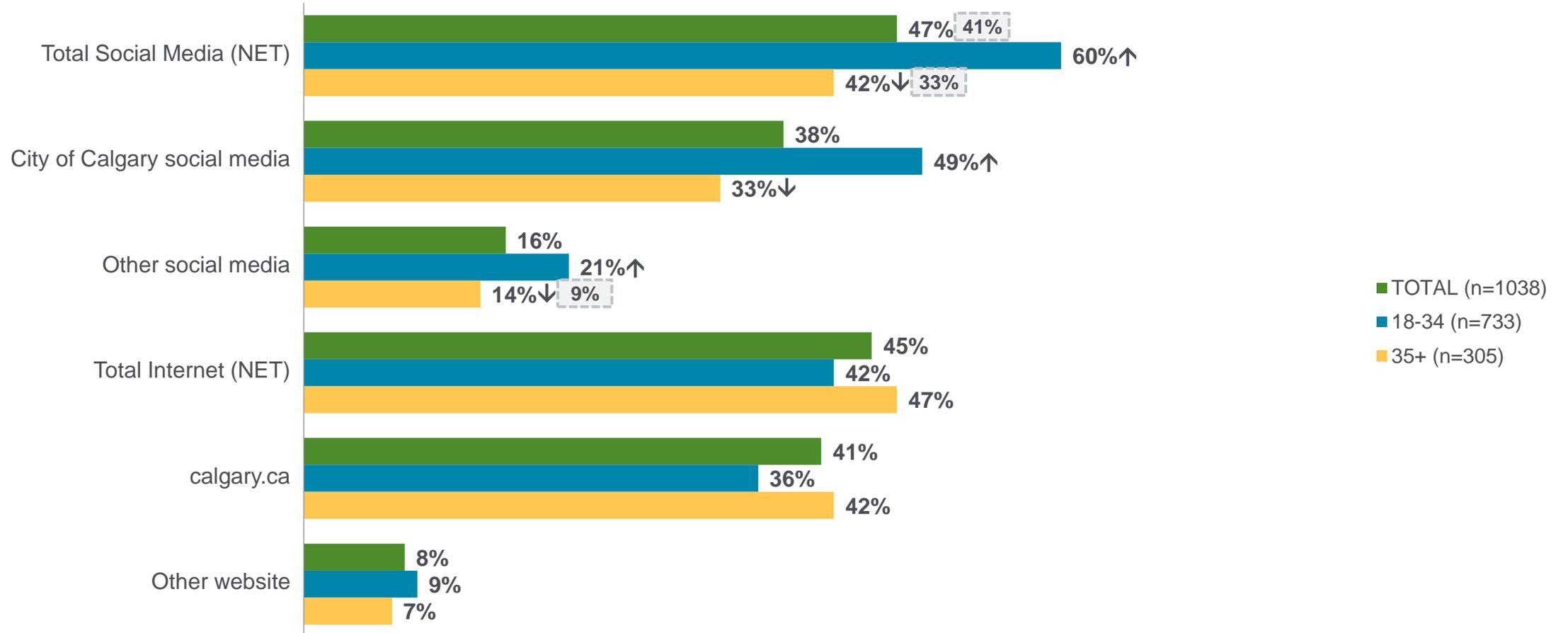


Q21. Thinking about your knowledge of The City government in general, what's going on with City Council, and issues that affect you as a citizen, how well informed would you say you are?
 Base: Valid respondents (excluding 'don't know')

* Rounding
 ↑/↓ Statistically higher/lower than 2023



Best channels for the provision of City news and information



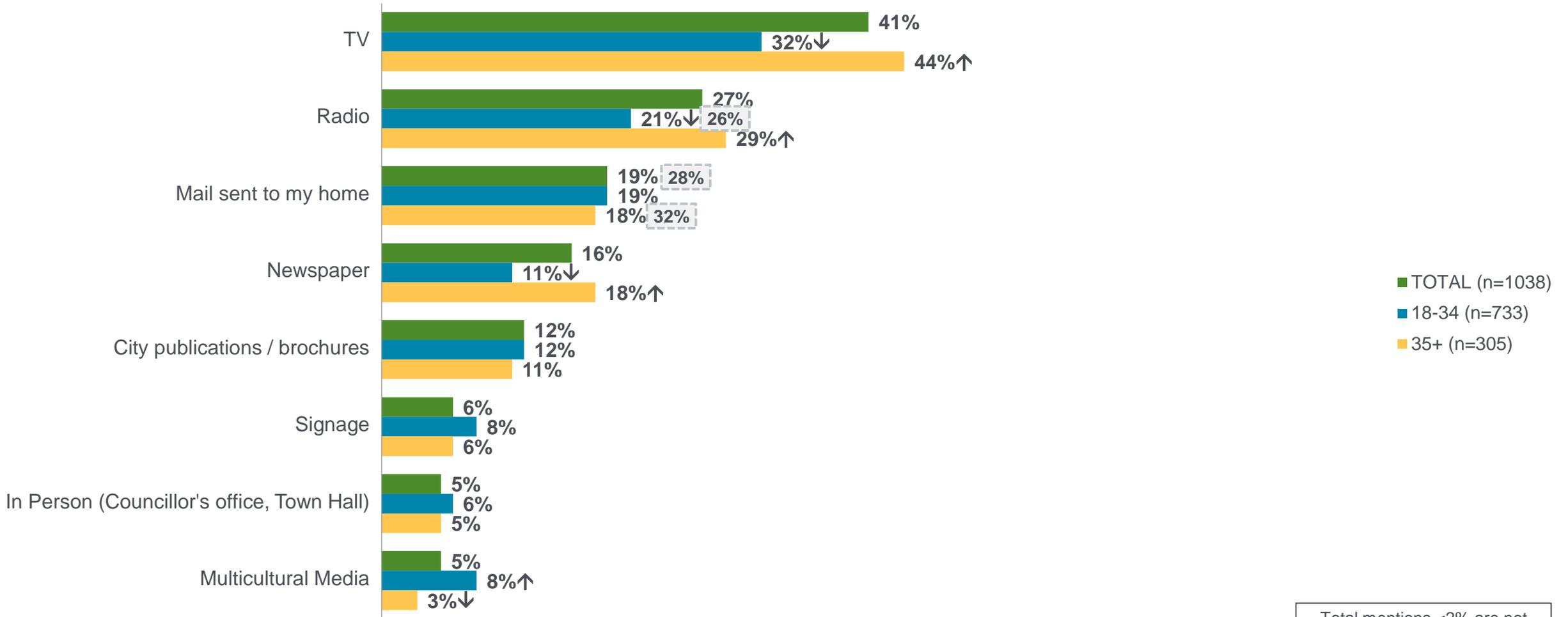
Note: A 'NET' is a combination of 2 or more mentions that cover a specific theme.

Q22b. What are the best ways for The City of Calgary to provide up-to-date news and information to you personally? Select up to 3 responses

Base: All respondents



Best channels for the provision of City news and information (continued)



Q22b. What are the best ways for The City of Calgary to provide up-to-date news and information to you personally? Please select up to 3 responses.

Base: All respondents

Total mentions <2% are not shown

↑/↓ Statistically higher/lower than other age group

Statistically different from 2023 89

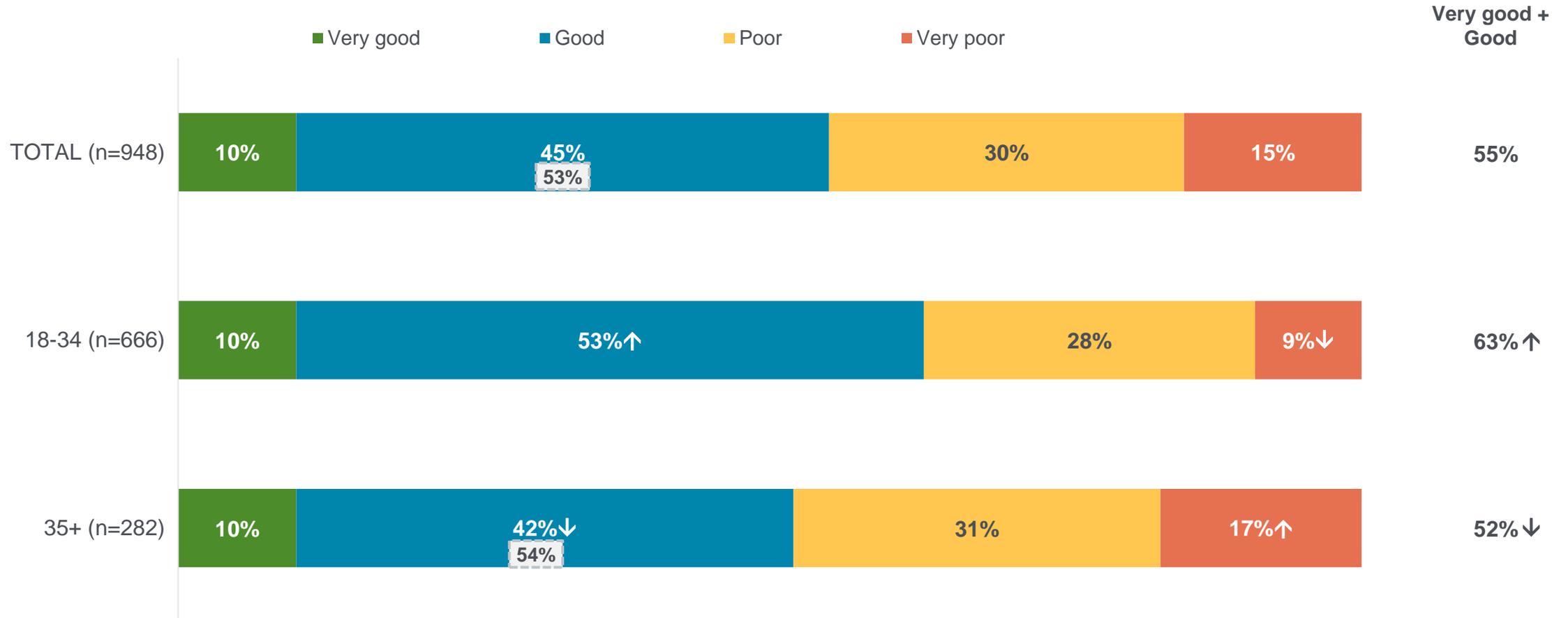
City communications performance

The City's communication efforts resonate more positively with Calgary's young adults compared to older residents.

- Young adults age 18-34 hold a more positive view of The City's communication efforts compared to their older counterparts. Nearly two-thirds (63%) of young adults believe The City has done a 'very good' or 'good' job in communicating with Calgarians about its services, programs, policies, and plans over the past 6 months. This is significantly lower among those age 35+, with around one-half (52%) believing City communication is 'very good' or 'good.'
- The difference in opinion between the two age groups has remained consistent since 2023, with 64% of young adults and 59% of older residents rating The City's communication efforts positively in 2023.



Performance of City communications in the past 6 months

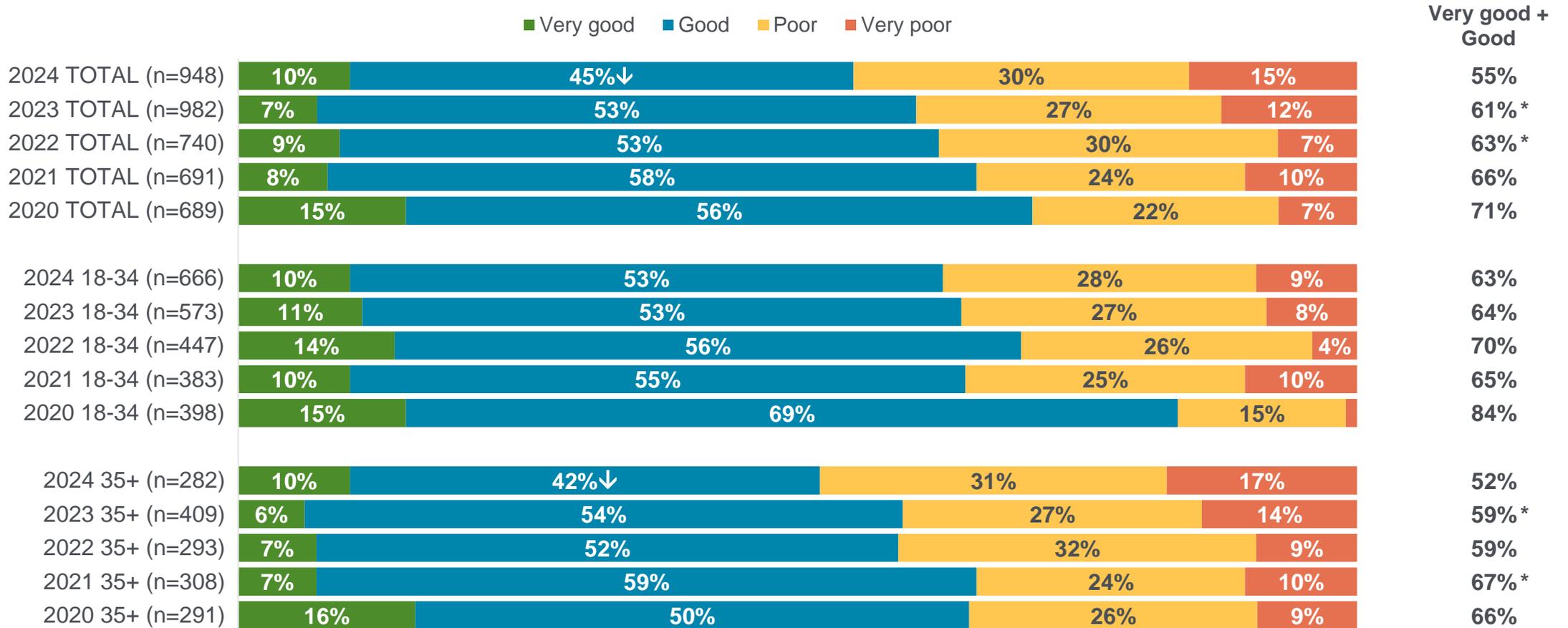


Q24. Overall, how would you rate The City of Calgary in terms of how well it communicated with citizens about its services, programs, policies and plans in the past 6 months?
 Base: Valid respondents (excluding 'don't know')

↑/↓ Statistically higher/lower than other age group



Tracking – Performance of City communications in the past 6 months



Data labels <3% are not shown

* Rounding

↑/↓ Statistically higher/lower than 2023

Q24. Overall, how would you rate The City of Calgary in terms of how well it communicated with citizens about its services, programs, policies and plans in the past 6 months?
 Base: Valid respondents (excluding 'don't know')

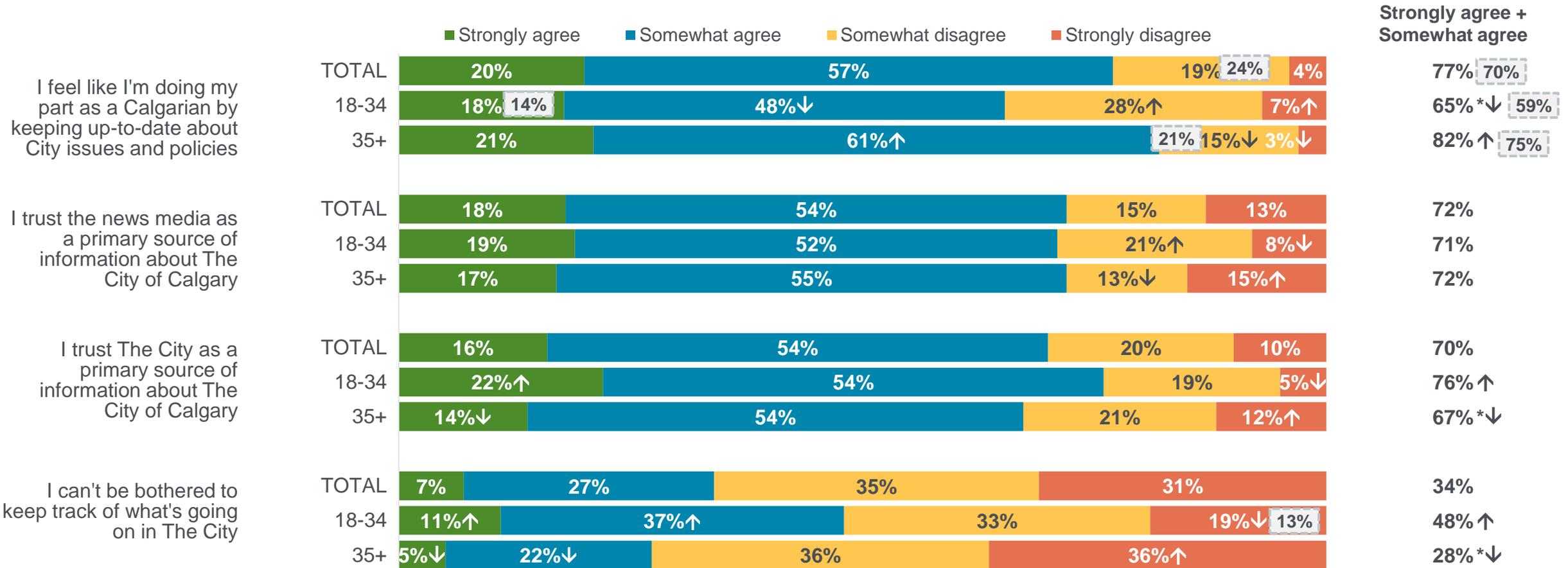
Attitudes toward communications with City

The City is highly trusted by young adults as a source of information, but interest in City issues, policies and happenings is lower.

- Trust in The City as a primary source of information about The City of Calgary remains high among young adults age 18-34, with 76% agreeing with this statement. A lower proportion of Calgarians age 35+ (67%) share the same level of trust. These results are consistent with 2023.
- Trust in the news media as a primary source of information about The City of Calgary is similar across both age groups. 71% of young adults age 18-34 have trust in the news media, which is consistent with 2023. Similarly, 72% of adults age 35+ agree with this statement, also consistent with 2023.
- There has been a notable increase in the proportion of young adults who feel they are 'doing their part as a Calgarian by keeping up-to-date about City issues and policies,' 65% of those age 18-34 agree with this statement, up by 6 points from 59% in 2023. A significantly higher proportion (82%) of Calgarians age 35+ feel they are fulfilling their civic duty, a 7-point increase from 2023 (75%).
- Nearly half (48%) of young adults admit that they 'can't be bothered to keep track of what's going on in The City,' which is statistically higher compared to those age 35 and above (28%). This gap in engagement remains consistent with the 2023.



Attitudes towards communication with The City



Q23. Following is a list of statements about communications with The City of Calgary. For each, please indicate the extent to which you agree or disagree.

Base: Valid respondents (excluding 'don't know') | Base sizes vary

* Rounding

↑/↓ Statistically higher/lower than other age group

Statistically different from 2023 94

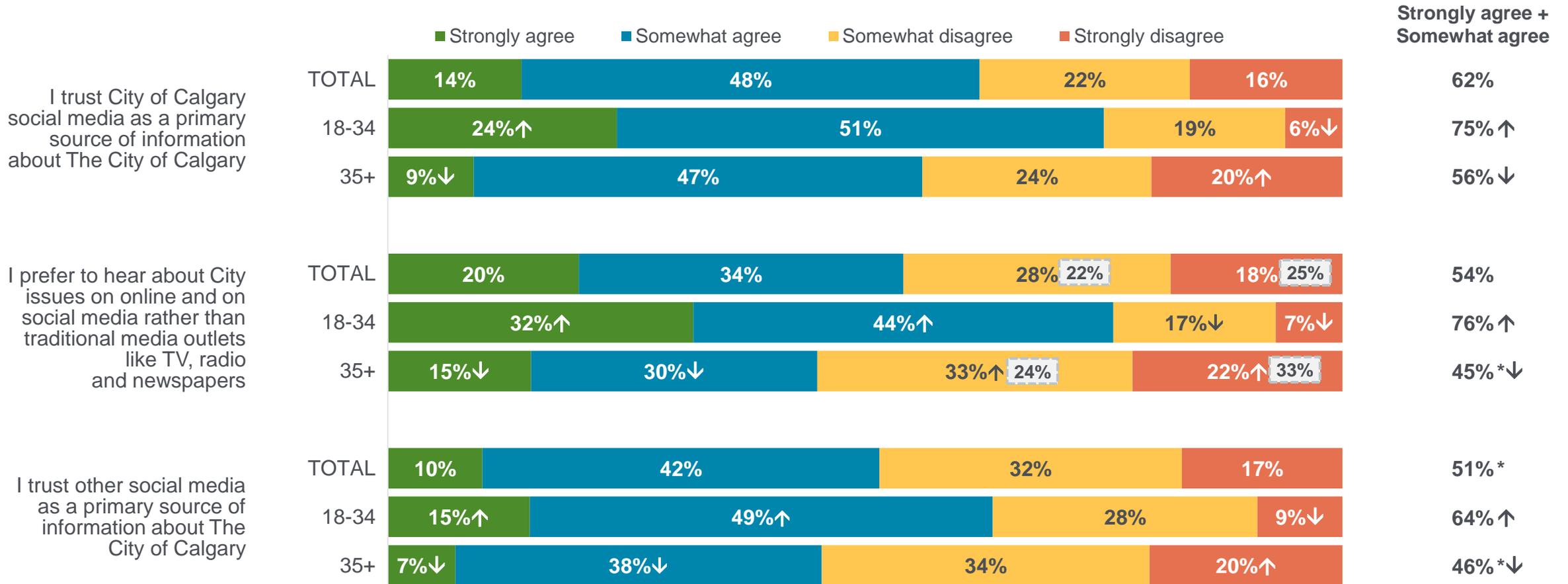
Attitudes toward social media

Trust in The City's social media as a primary information source and preference for receiving City updates through digital platforms rather than traditional media outlets are notably more prevalent among Calgary's young adults.

- Young adults age 18-34 overall tend to agree with each of the three social media statements evaluated compared to their older counterparts.
- Trust in The City's social media as a primary information source is notably higher among young adults in Calgary (75% of those age 18-34 hold trust in these platforms vs. 56% among residents age 35+). These results are on par with those from 2023.
- A majority (76%) of young adults prefer to receive updates about City issues through online and social media platforms rather than traditional media outlets like TV, radio, and newspapers. This too is significantly higher than among those age 35+ (45%). These results are also on par with those from 2023.
- Many (64%) young adults trust other social media as a primary source of information, which is consistent with the 2023 results. In comparison, a lower proportion of Calgarians age 35+ (46%) agree with this statement. These results are also consistent with those from 2023.



Attitudes towards communication with The City – a focus on social media



Q23. Following is a list of statements about communications with The City of Calgary. For each, please indicate the extent to which you agree or disagree.

Base: Valid respondents (excluding 'don't know') | Base sizes vary

* Rounding

↑/↓ Statistically higher/lower than other age group

Statistically different from 2023 96



City trust and reputation

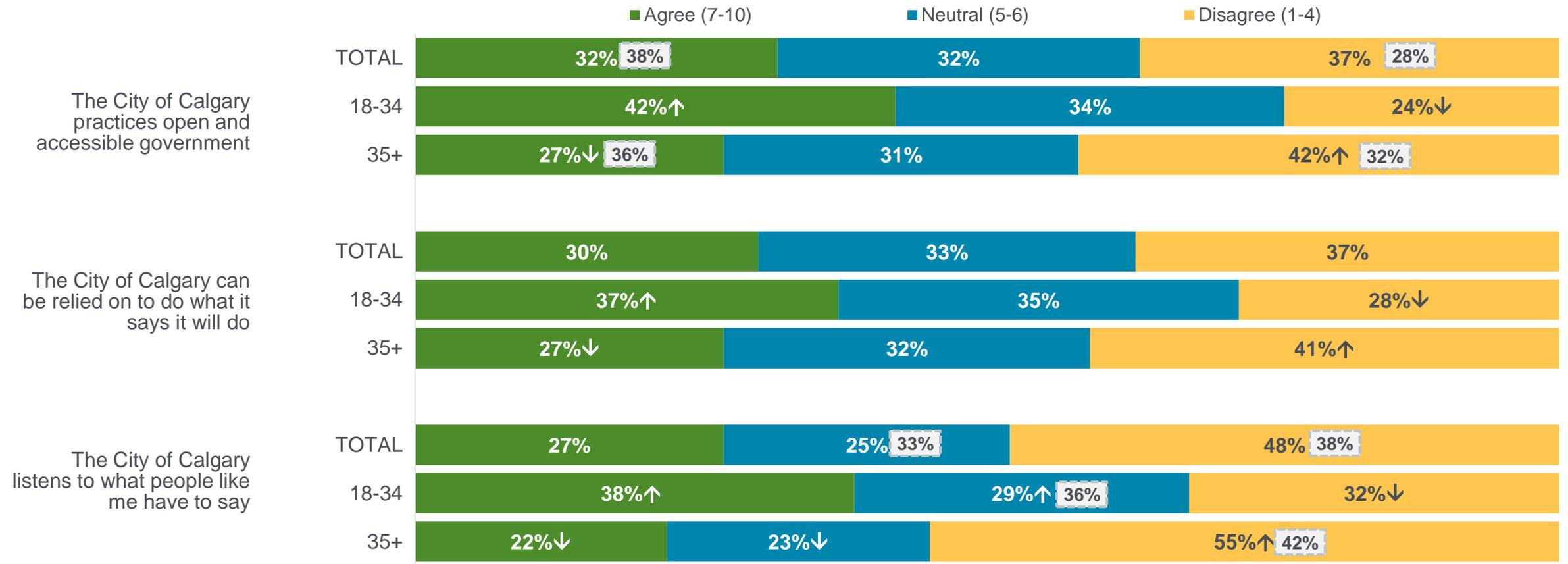
Attitudes towards City government

Compared to older residents, young adults hold more positive views about The City practicing open and accessible government, relying on The City to follow through on commitments, and feeling heard by The City.

- Agreement with the statement 'The City practices open and accessible government' is statistically higher among young adults age 18-34 (42%) compared to those age 35+ (27%). While this sentiment is consistent with 2023 among young adults, there has been a significant decline of 9 points among older Calgarians (down from 36%).
- Young adults age 18-34 are more apt to believe that The City is reliable, with 37% agreeing with the statement 'The City of Calgary can be relied on to do what it says it will do.' This is statistically higher than agreement among those age 35+ (27%) who believe The City is reliable. The results for both age groups remain consistent with 2023.
- Calgary's young adults age 18-34 are also more apt to feel that their voices are being heard by The City compared to those age 35+. Specifically, 38% of young adults agree with the statement 'The City of Calgary listens to what people like me have to say,' this sentiment is shared by only 22% of those age 35 and above. The results for both age groups are consistent with 2023.



Attitudes towards Calgary municipal government



Q29. We now have some general questions about your impressions of The City of Calgary Municipal government including Council and Administration. Following are opinions people may or may not have about The City of Calgary. Please indicate how much you agree or disagree with each statement on a scale from 1 to 10, where '1' is 'do not agree at all' and '10' is 'completely agree.'

Base: All respondents (Total n=1038; 18-34 years n=733; 35+ years n=305)

+Detailed descriptions were provided via 'hover text.'

↑/↓ Statistically higher/lower than other age group

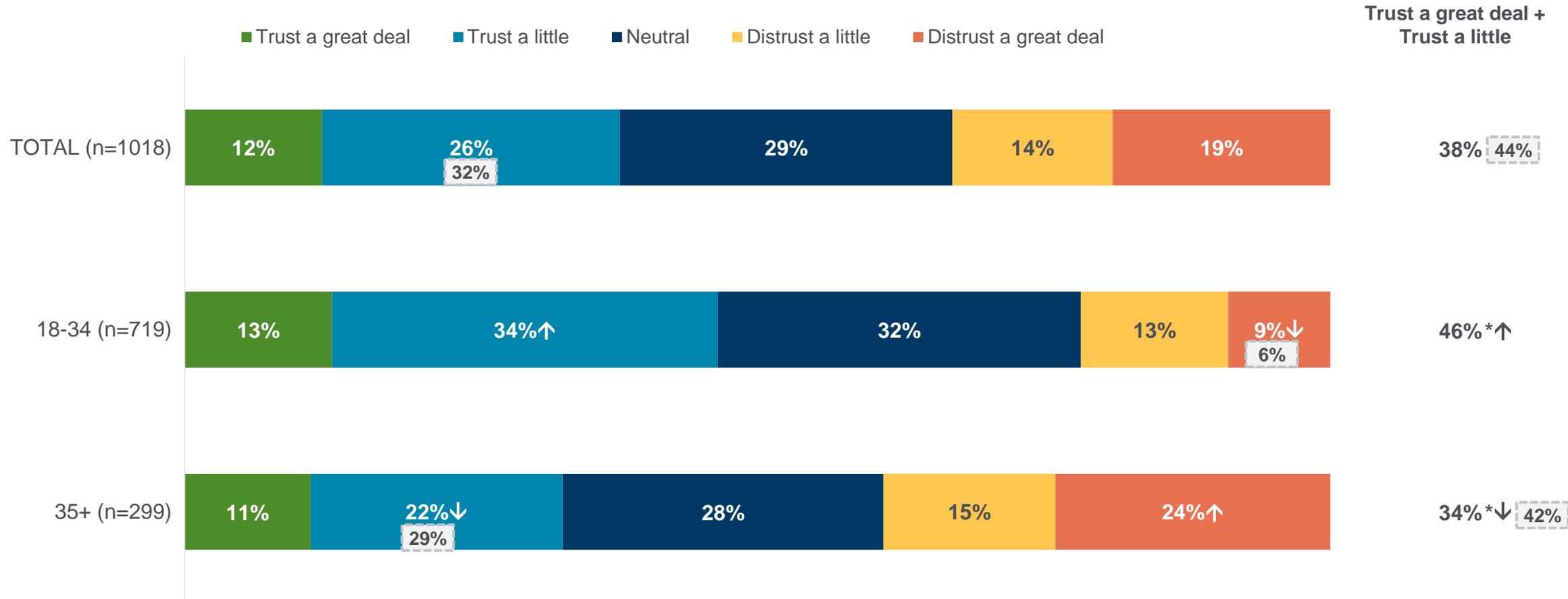
Statistically different from 2023 99

Trust in The City of Calgary remains consistently moderate among young adults, yet notably higher than older Calgarians.

- Calgary's young adults age 18-34 show significantly higher levels of trust in The City compared to older Calgarians. For young adults, trust in The City stands at 46%, while only 34% of those age 35 and above share this sentiment.
- Trust among young adults remains consistent with 2023. In contrast, among older Calgarians there is a significant 8-point decrease in trust compared to 2023 (down from 42%).



Trust in The City of Calgary



Q30. 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 (excluding 'don't know')

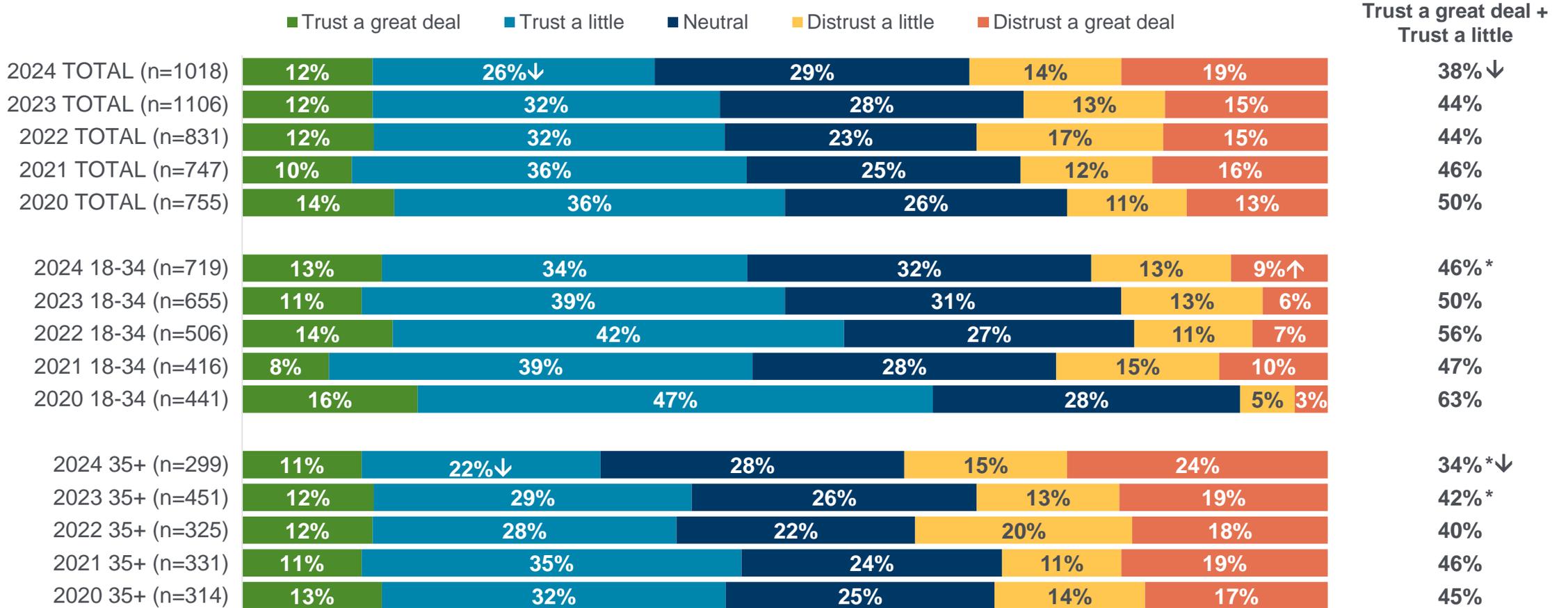
* Rounding

↑/↓ Statistically higher/lower than other age group

Statistically different from 2023¹⁰¹



Tracking – Trust in The City of Calgary



* Rounding

↑/↓ Statistically higher/lower than 2023

Q30. 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 (excluding 'don't know')

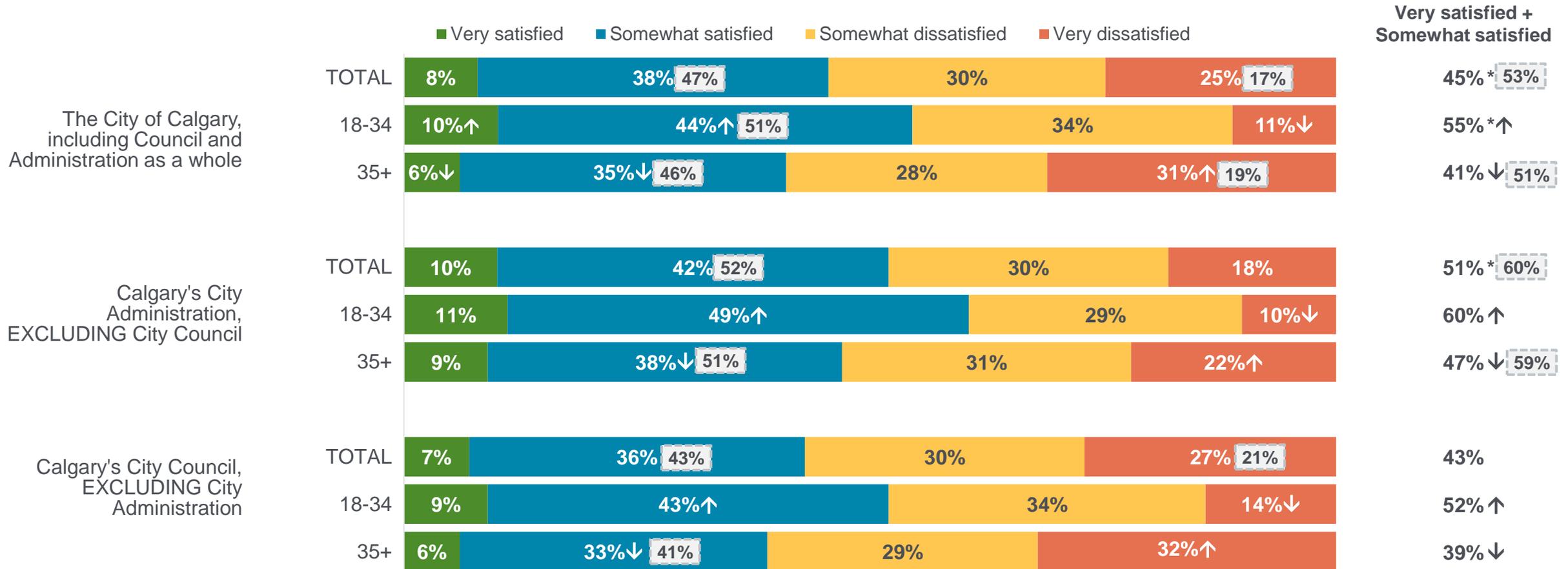
Satisfaction with City performance

A higher proportion of young adults are satisfied with the performance of The City of Calgary, City Administration, and City Council compared to their older counterparts.

- Satisfaction with the performance of 'The City of Calgary, including Council and Administration as a whole' is significantly higher among young adults age 18-34 (55%) compared to those age 35 and above (41%). While satisfaction with The City remains consistent with 2023 for young adults, there has been a notable decline of 10 points among older Calgarians, down from 51% in 2023.
- When it comes to the performance of 'Calgary's City Administration, excluding City Council,' 60% of young adults age 18-34 say they are satisfied, which is statistically higher than among those age 35+ (47%). Young adults' views are consistent with 2023, while there has been a significant drop of 12 points in satisfaction among older Calgarians, down from 59%.
- A small majority (52%) of young adults age 18-34 are satisfied with the performance of 'Calgary's City Council, excluding City Administration,' significantly higher than the 39% satisfaction among those age 35+. These results are consistent with 2023 for both age groups.



Attitudes towards Calgary municipal government



Q32. City Council is made up of elected officials who are the legislative body that govern The City. While City Administration is made up of non-elected employees at The City who are responsible for the management and running of local services. Taking everything into account, how satisfied or dissatisfied are you with the way the following groups are going about running our City?
 Base: Valid respondents (excluding 'don't know') | Base sizes vary

* Rounding
 ↑/↓ Statistically higher/lower than other age group

Statistically different from 2023 104



Respondent profile



Respondent profile

Gender			
	TOTAL	18-34	35+
Women	49%	46%	51%
Men	48%	48%	48%
Non-binary	1%	5% ↑	-
Prefer to self-describe	1%	<1%	1%
Prefer not to say	1%	2% ↑	<1% ↓

Age			
	TOTAL	18-34	35+
18 to 24	11%	37% ↑	-
25 to 34	19%	63% ↑	-
35 to 54	37%	-	53% ↑
55+	32%	-	47% ↑
Mean	46.0	26.6 ↓	54.5 ↑

Quadrant			
	TOTAL	18-34	35+
Southwest	27%	27%	27%
Southeast	23%	24%	23%
Northwest	32%	27% ↓	34% ↑
Northeast	18%	22% ↑	16% ↓

Annual household income			
	TOTAL	18-34	35+
Less than \$30,000	10%	12%	10%
\$30,000 to <\$60,000	21%	21%	21%
\$60,000 to <\$90,000	18%	18%	18%
\$90,000 to <\$120,000	13%	12%	13%
\$120,000 to <\$150,000	9%	10%	9%
\$150,000 and over	17%	15%	17%
Prefer not to say	13%	13%	13%

Base: Valid respondents (Base sizes vary)

↑/↓ Statistically higher/lower than other age group



Respondent profile (continued)

Education			
	TOTAL	18-34	35+
Did not complete high school or equivalent	2%	3%	2%
Completed high school or equivalent	18%	28% ↑	14% ↓
Completed a Registered Apprenticeship or other trades certificate or diploma	6%	5%	7%
Completed a college or other non-university certificate or diploma	24%	17% ↓	26% ↑
Completed a university certificate, diploma or degree	48%	44%	50%
Prefer not to say	2%	2%	1%

Employment status			
	TOTAL	18-34	35+
Full-time employed/ self-employed (30+ hours per week)	45%	51% ↑	42% ↓
Part-time employed/ self-employed (<30 hours per week)	16%	23% ↑	13% ↓
Retired	21%	<1% ↓	29% ↑
Looking after home and/or family	3%	4%	3%
Unable to work because of sickness or disability	2%	2%	2%
Unemployed	9%	11%	8%
Doing unpaid or voluntary work	1%	1%	<1%
Student	8%	24% ↑	1% ↓
Other (Specify)	1%	1%	1%
Prefer not to say	2%	2%	2%

Base: Valid respondents (Base sizes vary)

↑/↓ Statistically higher/lower than other age group



Respondent profile (continued)

Children and seniors in household			
	TOTAL	18-34	35+
Yes – Children	27%	32% ↑	25% ↓
Yes – Seniors	26%	11% ↓	33% ↑

Household size			
	TOTAL	18-34	35+
1	15%	9% ↓	17% ↑
2	35%	22% ↓	41% ↑
3 or more	47%	64% ↑	40% ↓
Prefer not to say	3%	4% ↑	2% ↓
Mean	2.7	3.2 ↑	2.5 ↓

Currently enrolled in an education program			
	TOTAL	18-34	35+
Yes	16%	46% ↑	3% ↓
No	82%	51% ↓	96% ↑
Prefer not to say	2%	3% ↑	1% ↓

Responsible for property taxes or rent			
	TOTAL	18-34	35+
Yes	81%	59% ↓	91% ↑
No	15%	35% ↑	6% ↓
Prefer not to say	4%	5%	3%

Type of dwelling			
	TOTAL	18-34	35+
Single detached house	57%	52% ↓	59% ↑
Duplex, triplex or fourplex	7%	8%	7%
Townhouse or rowhouse	11%	11%	11%
Apartment or apartment-style condominium	20%	23%	20%
Another type of multi-unit complex	1%	1%	1%
Other	1%	1%	1%
Prefer not to say	2%	3% ↑	1% ↓

Base: Valid respondents (Base sizes vary)

↑/↓ Statistically higher/lower than other age group



Respondent profile (continued)

Own or rent			
	TOTAL	18-34	35+
Own	64%	41% ↓	74% ↑
Rent	29%	43% ↑	22% ↓
Neither	4%	11% ↑	2% ↓
Prefer not to say	3%	5% ↑	2% ↓

Age arrived in Canada			
	TOTAL	18-34	35+
Under the age of 18	31%	43% ↑	24% ↓
18 to 49	66%	55% ↓	73% ↑
50 or older	2%	1%	3%

Born in Canada			
	TOTAL	18-34	35+
Yes	70%	61% ↓	74% ↑
No	28%	37% ↑	24% ↓
Prefer not to say	2%	2%	1%

Consider self racialized person			
	TOTAL	18-34	35+
Yes	28%	41% ↑	23% ↓
No	66%	53% ↓	72% ↑
Prefer to self-describe	1%	1%	1%
Prefer not to say	4%	6%	3%

Timing of arrival in Canada			
	TOTAL	18-34	35+
Within the past 5 years	27%	34% ↑	22% ↓
More than 5 years ago	71%	62% ↓	77% ↑
Prefer not to say	2%	3%	1%

Base: Valid respondents (Base sizes vary)

↑/↓ Statistically higher/lower than other age group



Respondent profile (continued)

Indigenous			
	TOTAL	18-34	35+
Yes (NET)	5%	8% ↑	3% ↓
Yes – First Nations	3%	5% ↑	1% ↓
Yes – Metis	1%	2%	1%
Yes – Inuit	<1%	<1%	-
Yes – Prefer to self-describe	<1%	1%	<1%
No	93%	87% ↓	95% ↑
Prefer not to say	3%	4% ↑	2% ↓

Tenure in Calgary			
	TOTAL	18-34	35+
<5 years	13%	22% ↑	9% ↓
5-10 years	11%	19% ↑	7% ↓
11-20 years	19%	24% ↑	17% ↓
21+ years	55%	32% ↓	65% ↑
Prefer not to say	2%	3%	1%
<i>Mean</i>	26.6	14.5 ↓	31.8 ↑

Disability – personally or family member			
	TOTAL	18-34	35+
Yes (NET)	20%	22%	20%
Yes – myself	14%	16%	14%
Yes – someone in my household	9%	8%	9%
No	77%	75%	77%
Prefer not to say	3%	4%	3%

Member of 2SLGBTQ+ community			
	TOTAL	18-34	35+
Yes	8%	19% ↑	4% ↓
No	90%	77% ↓	96% ↑
Prefer not to say	2%	4% ↑	1% ↓

Base: Valid respondents (Base sizes vary)

↑/↓ Statistically higher/lower than other age group



Appendix A: Notable differences between age groups



Notable differences between age groups

		Age 18-34	Age 35+
	Quality of life	Calgary is a great place to make a living	63%↓ 74%
		Rate the economy in Calgary as good	49%↓ 60%
		Think the economy in Calgary will improve six months from now	24%↑ 13%
		Think the overall quality of life in Calgary will improve six months from now	22%↑ 12%
	Calgary's performance: Quality of life performance measures	Safety	68%↑ 58%
		Walkability	59%↓ 68%
		Employment opportunities	43%↓ 54%
		Affordability	31%↑ 24%
	Issue agenda (Most important issue)	Economy (NET)	37%↑ 26%
		Homelessness, poverty and affordable housing (NET)	31%↑ 23%
		Infrastructure, traffic and roads (NET)	12%↓ 20%
		Transit (NET)	8%↑ 4%
		Crime, safety and policing (NET)	7%↓ 13%
	Environmental perceptions	Agree that 'I think we need to act now to address climate change'	84%↑ 66%
		Agree that 'I am concerned about climate change'	80%↑ 64%
		Agree that 'The quality of Calgary's environment (air, water and land) is good'	77%↓ 84%

↑/↓ Statistically higher/lower than other age group



Notable differences between age groups

			Age 18-34	Age 35+
	Diversity and inclusion	Agree that 'I have personally experienced discrimination in Calgary'	55% ↑	41%
	Vision for the future	Agree that 'Calgary is on the right track to be a better city 10 years from now'	55% ↑	44%
	Improving quality of life for young adults	Manage/ decrease cost of living/ economy	17% ↑	12%
		Rent control/ put a cap on rent increases	10% ↑	6%
	Making Calgary a more vibrant city (Most important initiative/change)	Reduce cost of living	52% ↑	45%
		Lower cost of housing for all	41% ↑	33%
		More job opportunities	27% ↑	21%
		Reduce taxes	23% ↓	36%
		Improve public transit system	20% ↑	14%
		Improve public safety	15% ↓	23%
		Encourage new businesses	8% ↓	13%
		Improve traffic congestion	6% ↓	12%

↑/↓ Statistically higher/lower than other age group



Notable differences between age groups

		Age 18-34	Age 35+
 <p>Frequency of downtown visits</p>	Calgary's downtown is desirable as a destination for leisure time	67% ↑	37%
	Go downtown for leisure monthly or more	64% ↑	32%
	Go downtown for leisure weekly or more	26% ↑	10%
	Go downtown for work monthly or more	50% ↑	26%
	Go downtown for work weekly or more	34% ↑	18%
	Go downtown for school monthly or more	27% ↑	4%
	Go downtown for school weekly or more	19% ↑	3%
 <p>Attitudes towards downtown</p>	Agree that 'I like sticking to familiar places downtown, so I feel safe and comfortable'	80% ↑	72%
	Agree that 'I love going downtown because of the variety of dining options'	71% ↑	47%
	Agree that 'I tend to stick to one area when I'm downtown because it's too difficult to get from place to place'	61% ↑	51%
	Agree that 'Calgary's arts and culture scene has a big influence on my trips downtown'	52% ↑	42%
	Agree that 'There are enough public washrooms available downtown'	42% ↑	27%
	Agree that 'I prefer shopping downtown to shopping elsewhere'	33% ↑	14%

↑/↓ Statistically higher/lower than other age group



Notable differences between age groups

		Age 18-34	Age 35+
 <p>Past year downtown activities</p>	Went to a restaurant or bar	68% ↑	51%
	Shopped downtown	54% ↑	37%
	Attended or visited a downtown festival or event	44% ↑	33%
	Visited a plaza or park	45% ↑	30%
	Visited the central library or other library branches	33% ↑	24%
	Attended or visited a downtown museum, art gallery, theatre or concert	31% ↑	23%
	Worked downtown	28% ↑	19%
	Visited a downtown recreation facility	22% ↑	9%
	Went to school downtown	12% ↑	2%
 <p>Influences of downtown visits</p>	Entertainment options	75% ↑	58%
	Transportation options	73% ↑	64%
	Dining options	73% ↑	54%
	Festivals	70% ↑	57%
	Shopping options	59% ↑	43%
	Working downtown	49% ↑	33%
	Going to school downtown	37% ↑	12%

↑/↓ Statistically higher/lower than other age group



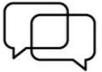
Notable differences between age groups

		Age 18-34	Age 35+
 <p>Lifestyle</p>	Main mode of transportation: <i>Driving</i>	53%↓	70%
	Main mode of transportation: <i>Public Transportation</i>	31%↑	15%
	Would use public transit more often if: <i>Better routes - more direct to where I want to go (i.e. shorter travel times)</i>	24%↑	15%
	Would use public transit more often if: <i>Better routes – closer to home, work, school, etc.</i>	20%↑	7%
	Would use public transit more often if: <i>Better safety</i>	16%↓	30%
	Would use public transit more often if: <i>New infrastructure – train service, newer buses, express service</i>	8%↑	5%
 <p>Attitudes towards finances, work and education</p>	Agree that 'I want to start my own business or organization at some point'	61%↑	32%
 <p>Home ownership</p>	Likely to buy own home in next 10 years	58%↑	21%
 <p>Community involvement in the past 12 months</p>	Voted in the last municipal election	58%↓	82%
	Donated more than \$50 to a charitable organization	25%↓	46%
	Volunteered at community events, such as festivals, City events or attractions	21%↑	14%
	Participated in a fundraising run/walk/ride	15%↑	10%

↑/↓ Statistically higher/lower than other age group



Notable differences between age groups

		Age 18-34	Age 35+
 <p>Attitudes towards communication with the City</p>	Agree that 'I trust The City as a primary source of information about The City of Calgary'	76% ↑	67%
	Agree that 'I prefer to hear about City issues on online and on social media rather than traditional media'	76% ↑	45%
	Agree that 'I trust City of Calgary social media as a primary source of information about The City of Calgary'	75% ↑	56%
	Agree that 'I feel like I'm doing my part as a Calgarian by keeping up-to-date about City issues and policies'	65% ↓	82%
	Agree that 'I trust other social media as a primary source of information about The City of Calgary'	64% ↑	46%
	Rate The City of Calgary as 'good' in terms of how well it communicated with citizens about its services, programs, policies and plans in the past 6 months	63% ↑	52%
	Agree that 'I can't be bothered to keep track of what's going on in The City'	48% ↑	28%
 <p>Preferred information channels</p>	Social Media (NET)	60% ↑	42%
	City of Calgary social media	49% ↑	33%
	TV	32% ↓	44%
	Radio	21% ↓	29%
	Other Social Media	21% ↑	14%
	Newspaper	11% ↓	18%
	Multicultural Media	8% ↑	3%

↑/↓ Statistically higher/lower than other age group



Notable differences between age groups

		Age 18-34	Age 35+	
	Relocation	Are likely to remain in Calgary for at least the next 5 years	79%↓	85%
		Affordability/cost of living is better	47%↓	71%
		Career advancement	31%↑	3%
		Education/school	28%↑	3%
		Retirement	3%↓	18%
	Attitudes towards Calgary municipal government	Trust in The City of Calgary	46%↑	34%
		Agree that 'The City of Calgary practices open and accessible government'	42%↑	27%
		Agree that 'The City of Calgary listens to what people like me have to say'	38%↑	22%
		Agree that 'The City of Calgary can be relied on to do what it says it will do'	37%↑	27%
	Perceptions about City performance	Satisfied with The City of Calgary (EXCLUDING City Council) performance	60%↑	47%
		Satisfied with The City of Calgary (including Council and Administration) performance	55%↑	41%
		Satisfied with The City of Calgary (EXCLUDING City Administration) performance	52%↑	39%

↑/↓ Statistically higher/lower than other age group



Appendix B: Notable differences since 2023 among those age 18-34



Notable differences since 2023 – 18 to 34 year olds

		2024 age 18-34	2023 age 18-34
	Quality of life	Overall quality of life in Calgary	76%↓ 83%
		I am proud to be a Calgarian	75%↓ 80%
		Calgary is a great place to make a life	71%↓ 78%
		Calgary is a great place to make a living	63%↓ 73%
		Calgary is moving in the right direction to ensure a high quality of life for future generations	47%↓ 54%
	Rate the economy in Calgary as good	49%↓ 57%	
	Quality of life performance measures	Safety	68%↑ 58%
		Employment opportunities	43%↓ 61%
		Affordability	31%↓ 41%
	Issue agenda (Most important)	Economy (NET)	37%↑ 31%
		Infrastructure, traffic and roads (NET)	12%↑ 8%
		Transit (NET)	8%↓ 12%
		Crime, safety and policing (NET)	7%↓ 17%
	Making Calgary a more vibrant city (Most important)	More job opportunities	27%↑ 22%

↑/↓ Statistically higher/lower than those age 18-34 in 2023



Notable differences since 2023 – 18 to 34 year olds

			2024 age 18-34	2023 age 18-34
	Attitudes towards downtown	Agree that 'I tend to stick to one area when I'm downtown because it's too difficult to get from place to place'	61% ↑	55%
		Agree that 'I prefer shopping downtown to shopping elsewhere'	33% ↑	27%
	Past year downtown activities	Attended or visited a downtown festival or event	44% ↓	51%
	Influences of downtown visits	Going to school downtown	37% ↑	30%
	Lifestyle	Main mode of transportation: <i>Driving</i>	53% ↓	59%
	Home ownership	Likely to buy own home in next 10 years	58% ↓	66%
	Community involvement in the past 12 months	Persuaded others to vote for a particular candidate or party	15% ↓	19%
	Attitudes towards communication with the City	Agree that 'I feel like I'm doing my part as a Calgarian by keeping up-to-date about City issues and policies'	65% ↑	59%
		Feel well informed about municipal issues	52% ↑	43%
	Preferred information channels	Radio	21% ↓	26%

↑/↓ Statistically higher/lower than those age 18-34 in 2023



Appendix C: Notable differences since 2023 among those age 35+



Notable differences since 2023 – among those age 35+

		2024 age 35+	2023 age 35+
	Quality of life	Overall quality of life in Calgary	78%↓ 85%
		Think the economy in Calgary will improve six months from now	13%↓ 21%
	Quality of life performance measures	Employment opportunities	54%↓ 67%
		Affordability	24%↓ 31%
	Issue agenda (Most important issue)	Infrastructure, traffic and roads (NET)	20%↑ 13%
		Crime, safety and policing (NET)	13%↓ 21%
		Crime [incl. Breaking and entering/gangs/ drug dealers, etc.]	9%↓ 16%
	Diversity and inclusion	Agree that 'People in Calgary are friendly and inclusive of all people'	66%↓ 75%
	Making Calgary a more vibrant city (Most important initiative/change)	Reduce taxes	36%↑ 29%
		Economic diversification	9%↓ 14%
	Attitudes towards downtown	Agree that 'There is nothing for kids to do downtown'	46%↓ 57%

↑/↓ Statistically higher/lower than those age 18-34 in 2023



Notable differences since 2023 – among those age 35+

		2024 age 35+	2023 age 35+
	Past year downtown activities	Attended a downtown sporting event (including Saddledome)	24% ↑ 17%
	Attitudes towards finances, work and education	I feel I have the skills to get the job I want	83% ↑ 75%
	Attitudes towards communication with the City	Agree that 'I feel like I'm doing my part as a Calgarian by keeping up-to-date about City issues and policies'	82% ↑ 75%
	Preferred information channels	Total Social Media (NET)	42% ↑ 33%
		Mail sent to my home	18% ↓ 32%
		Other social media	14% ↑ 9%
	Attitudes towards Calgary municipal government	Disagree that 'The City of Calgary listens to what people like me have to say'	55% ↑ 42%
		Trust The City of Calgary	34% ↓ 42%
		Agree that 'The City of Calgary practices open and accessible government'	27% ↓ 36%
	Perceptions about City performance	Satisfied with The City of Calgary (EXCLUDING City Council) performance	47% ↓ 59%
		Satisfied with The City of Calgary (including Council and Administration) performance	41% ↓ 51%

↑/↓ Statistically higher/lower than those age 18-34 in 2023



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