

Calgary



# 2023 Perspectives on Calgary Planning & Development: City of 2 Million

Final Report

October 2023

Prepared by:





# Acknowledgements

## **Land Acknowledgement**

We acknowledge the traditional territories and oral practices of the Blackfoot Nations, which include the Siksika, the Piikani, and the Kainai. We also acknowledge the Tsuut'ina and Stoney Nakoda First Nations, the Métis Nation (Region 3), and all people who make their homes in the Treaty 7 region of Southern Alberta.

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# Background and objectives

## Background

The City of Calgary surveys Calgarians about their opinions, preferences, and attitudes in order to help support data-driven City decision-making. The Perspectives on Calgary Survey is one of the ways by which data are collected, and this survey is conducted multiple times throughout the year.

For this wave of research, The City's Corporate Research team partnered with the Community Planning business unit to understand Calgarians' perceptions of development in the city.

Calgary is expected to grow to two million people over the next 50 to 60 years, and as Calgary grows, The City aims to plan and build communities in a way that is mindful of the future. This includes promoting sustainable ways of living, supporting complete and vibrant communities, encouraging a variety of housing choices and supporting housing affordability, and balancing the interests of neighbourhoods with the interests of Calgary as a whole.

The objective of this survey is to provide insight into Calgarians' perceptions of development in the city and in their own community, including public and private amenities, infrastructure, housing choice and housing affordability, for both current and future states. Additional research is being conducted to gather Calgarians' feedback on communications collateral and materials related to local area planning.

## Methodology

The survey was conducted by Advanis from July 18<sup>th</sup> to 27<sup>th</sup>, 2023, with 750 Calgary residents aged 18 and older via a telephone survey. The average time to complete the survey was 21 minutes.

The survey was conducted using numbers from both landlines (21%) and cell phones (79%) to obtain a random and statistically-representative sample of Calgarians.

The margin of error (MOE) for the total sample of n=750 is  $\pm 3.6$  percentage points, 19 times out of 20 (though smaller among subgroups of the total).

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

Data were weighted based on the Statistics Canada 2021 Census of Population for age, gender, and city quadrant. The weighting efficiency was 80.3%. Although the results are weighted, sample sizes for each question represent the number of actual respondents (i.e., unweighted n).

Throughout the report, ↓ denotes a significant decrease from the previous wave and ↑ denotes a significant increase from the previous wave, unless otherwise specified.

To note, some bar charts in this report do not add to 100% due to rounding.



# Summary of findings

# Housing affordability

Housing affordability is a key survey theme, and there is relatively low agreement that there is enough housing variety in Calgary and that prices are reasonable

Housing **affordability** is...



**#1** The **top reason** for choosing their current community

**94%** Agree affordability is an issue

Housing **supply**:



**40%** Agree there are enough **home type** options to meet all Calgarians' needs

**22%** Agree there are enough **different price points** to meet all Calgarians' needs

Housing **prices**:



**48%** Agree **home prices** in their community are reasonable

**33%** Agree **rental prices** in their community are reasonable



# Housing forms

% Agree

## It is important to have...

**97%** Many options for home types in **Calgary**

▼ **86%** Many options for home types in **each community**

▼ **78%** Different types of homes in **my community**

## My community...

**78%** Has an **appropriate mix** of home types

▼ **55%** Would **benefit from a greater mix** of home types

▼ Significantly lower than row above



# Community perspectives

When it comes to their respective communities, a strong majority of Calgarians agree they have a good quality of life, it is easy to get around, they feel safe, and they are proud to live in their community

% Agree

**92%** Proud to live in community

**91%** Good quality of life in community

**91%** Amenities provide good quality of life

**90%** Easy to get around

**90%** Feel safe

**82%** Extent of development meets community's needs





# Community perspectives (continued)

When choosing where to live, Calgarians look for communities that are...



Close to amenities



Affordable (housing)



Safe

**75%** are likely to be in their community 5 years from now

**Housing affordability** would be the top reason for leaving



# Perspectives on Calgary's future

% Agree



**67%**

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

Development is on the right track to make \_\_\_\_\_ better 10 years from now



Calgary  
**58%**



My community  
**62%**



# Calgary's future (continued)

**While community amenities meet needs today, there is less certainty about the future**

	Meet needs today	Meet needs in 10 years
<b>In community</b>	Public amenities	<b>86%</b> ▼ <b>75%</b>
	Commercial amenities	<b>86%</b> ▼ <b>76%</b>
<b>In Calgary</b>	Planned infrastructure	<b>45%</b>
	# homes being built	<b>38%</b>

▼ Significantly lower than 'today'



# Key findings



# Highlights at a glance

## QUALITY OF LIFE



**72%**  
rate the **quality of life** in Calgary as "good"



**82%**  
feel they belong in their community



**90%**  
feel safe in their community

### Top 3 reasons for choosing their community:

**20%**



Housing affordability

**17%**



Proximity to other amenities and areas

**16%**



Type of housing available



**75%**  
are likely to stay in their community

## DEVELOPMENT

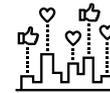
### Community

**82%**



Extent of development in community meets the needs of the people living there

**55%**



Community would benefit from a greater mix of types of homes

**62%**



On the right track to make community better 10 years from now

### Calgary

**58%**



Development is on the right track to make Calgary better 10 years from now

**38%**



Number of homes being built appropriate for people living in Calgary 10 years from now

**56%**



Calgary has the right balance between small and moderate to large scale homes

## HOUSING AFFORDABILITY

**94%**



Agree housing affordability is an issue in the City today

**78%**



Agree housing affordability significantly impacted decision to live in current community

**22%**



Agree there is enough housing at different price points to meet the needs of all Calgarians



**52%**  
of Calgarians spend 30% or more of their income on housing

# Key findings

## The majority of Calgarians are happy with the quality of life in Calgary and in their community.

- While the vast majority (91%) agree that the quality of life in their community is good, around seven-in-ten (72%) rate the quality of life in Calgary as good. Two-thirds (67%) believe that Calgary is moving in the right direction to ensure a high quality of life for future generations.
  - Those less likely to rate the overall quality of life in Calgary as good include households with less than \$60k annual income (55%), home renters (64%), multi-unit structure residents (67%), and households who spend 30% or more of their income on housing (67%).
- Additionally, a majority of Calgarians say they are proud to live in their communities (92%) and consider their community as easy to get around in (90%) and safe (90%).
- Calgarians chose their current community for a variety of reasons, including housing affordability (20%), proximity to amenities or areas (17%), and the type of housing available (16%).
- Three-quarters (75%) of Calgarians are likely to stay in their current community for the next five years.
  - Those less likely to be living in their current community five years from now include home renters (56%), 18 to 34 year olds (63%), and households who spend 30% or more of their income on housing (71%).
  - Among those unlikely to stay, the reason for moving out of a community mentioned most frequently is housing affordability (32%).



## Key findings (continued)

### **Although the types of development in their community meet the needs of most Calgarians, residents are not as optimistic about planned development being sufficient ten years from now.**

- A large majority of Calgarians agree that the amenities in their community provide them with a good quality of life (91%) and that the extent of development in their community meets the needs of the people living there (82%).
- Virtually all (97%) Calgarians believe that it is important to have many options for different types of homes in Calgary and just over three-quarters (78%) of Calgarians believe it is important to have different types of homes in their community.
  - Given that most (78%) feel that their community currently has an appropriate mix of types of homes, only just over one-half (55%) would like to see a greater mix of types of homes in their community.
    - Those more likely to agree that their community would benefit from a greater mix of types of homes include residents who have lived in Calgary for 10 years or less (74%), racialized people (73%), residents who were not born in Canada (71%), 18 to 34 year olds (69%), home renters (68%), households who spend 30% or more of their income on housing (65%), and multi-unit structure residents (64%).
  - Only a slim majority (56%) of Calgarians believe that Calgary has the right balance between small and moderate to large-scale homes.
- Less than two-thirds of respondents agree that development is on the right track to make their community (55%) and Calgary (58%) better 10 years from now, and less than one-half believe that plans for future infrastructure and the number of homes being built in the city will be appropriate for the number of people living in Calgary 10 years from now (45% and 38% respectively).

# Key findings (continued)

## Housing affordability is an important issue to many Calgarians and most feel that there is a lack of affordable housing options.

- A vast majority (94%) of Calgarians believe that housing affordability is an issue in Calgary today, with two-thirds (67%) indicating that they feel it is a significant issue. Additionally, housing affordability was an important factor when choosing to live in their current community for over three-fourths (78%) of Calgarians.
- Three-quarters (75%) Calgarians don't think that there is enough diversity in housing at different price points and only two-in-five (40%) residents believe there are enough housing options to meet the needs of all Calgarians. As well, nearly one-half don't find home prices (48%) and rental prices (46%) in their community to be reasonable.
  - Those less likely to find home prices in their community to be reasonable include home renters (32%), 18 to 34 year olds (34%), inner city residents (35%), residents who have lived in Calgary for 10 years or less (39%), multi-unit structure residents (39%), and households who spend 30% or more of their income on housing (43%).
- Just over one-half (52%) of Calgarians spend more than 30% of their annual household income on housing with 13% of residents reporting an annual household income of less than \$60k and spending more than 30% of it on housing.
  - Those more likely to spend 30% or more of their annual household income on housing include home renters (78%), residents who have lived in Calgary for 10 years or less (74%), 18 to 34 year olds (73%), households with an annual income of less than \$60k (71%), racialized people (70%), multi-unit structure residents (69%), and residents who were not born in Canada (67%).

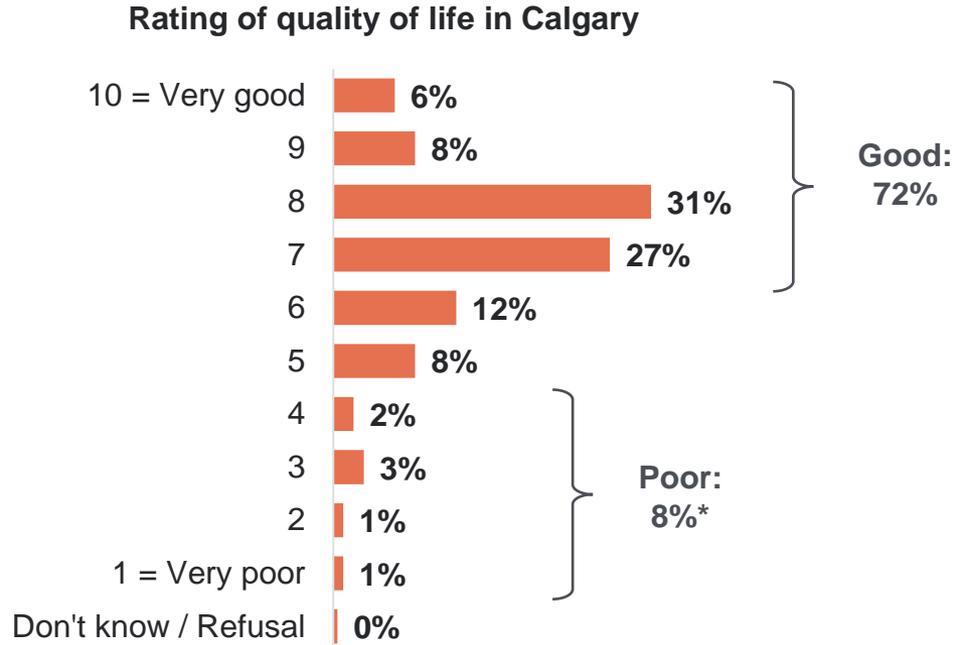


# Detailed findings



# Overall quality of life in Calgary

Over two-thirds (72%) of Calgarians rate the quality of life in Calgary as “good” while a minority (8%) disagree, rating it as “poor.”



Q1. On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in Calgary today?  
 Base: All respondents (n=750)

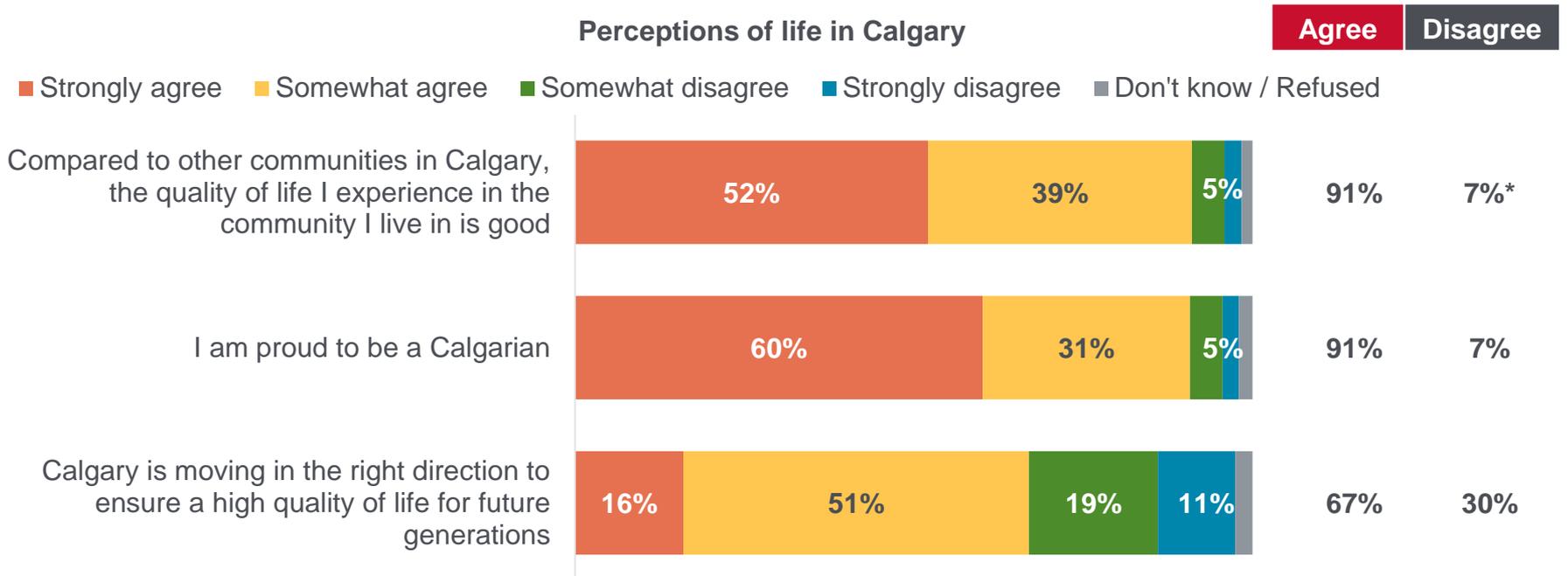
\* Rounding



# Life in Calgary

The vast majority (91%) of Calgarians agree that their quality of life in their community is good and are proud to be a Calgarian. Two-thirds (67%) believe that Calgary is moving in the right direction to ensure a high quality of life for future generations.

## Perceptions of life in Calgary



\* Rounding

Data labels <4% not shown

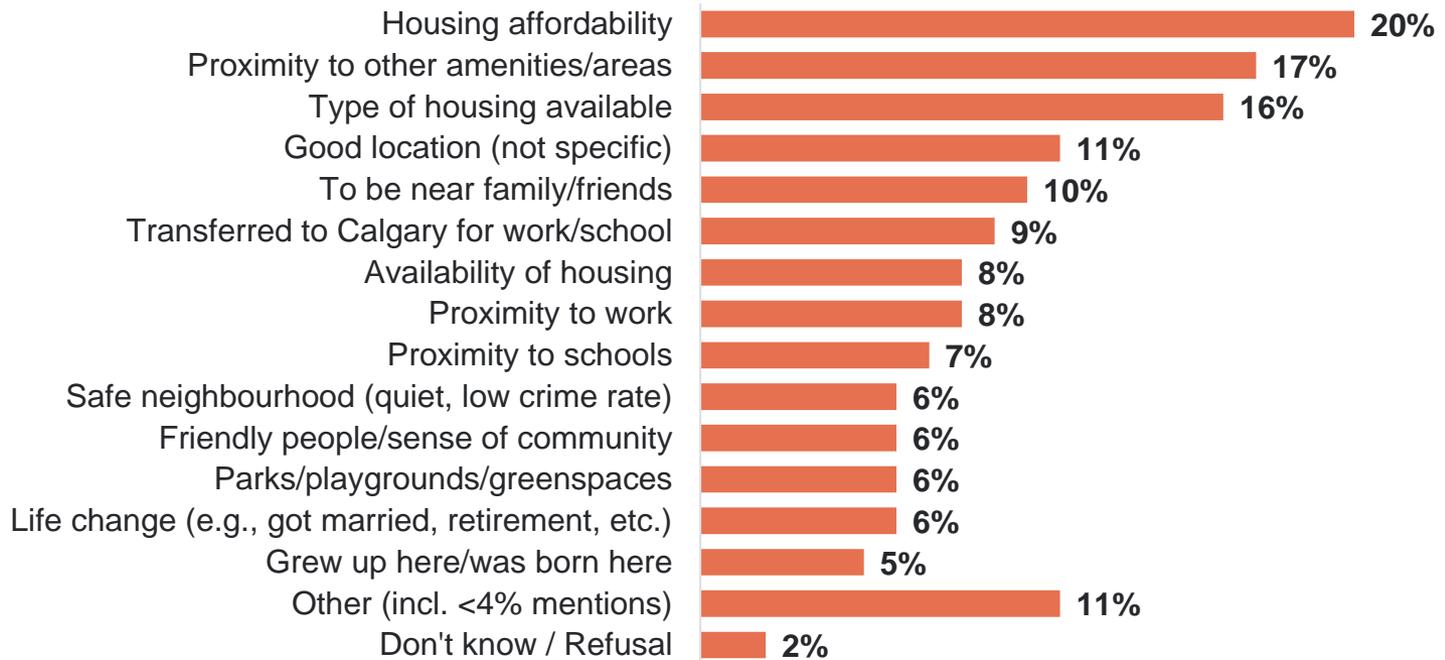
Q2. Next, please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements about life in Calgary.  
Base: All respondents (n=750)



# Reason for choosing community

Calgarians moved to their current community for a wide variety of reasons, the top three among them being housing affordability (20%), proximity to amenities or areas (17%), and the type or housing available (16%).

Reason for choosing community



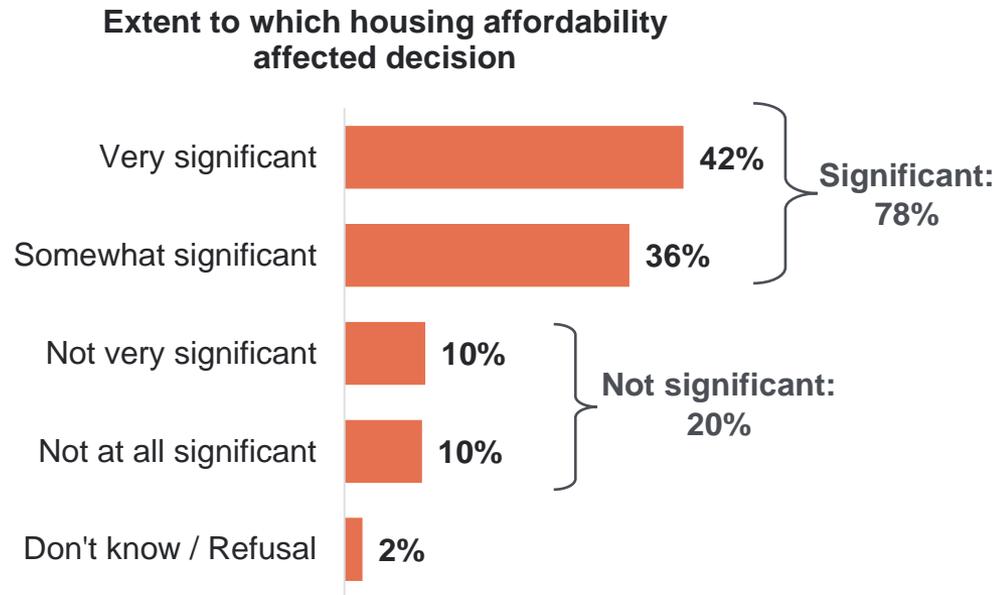
Open-ended question  
Mentions of <4% not shown

Q5a. For what reason or reasons did you move to this community?  
Base: All respondents (n=750)



# Reason for choosing community (continued)

Nearly four-fifths (78%) of Calgarians indicate that housing affordability was an important factor affecting their decision to live in their current community.

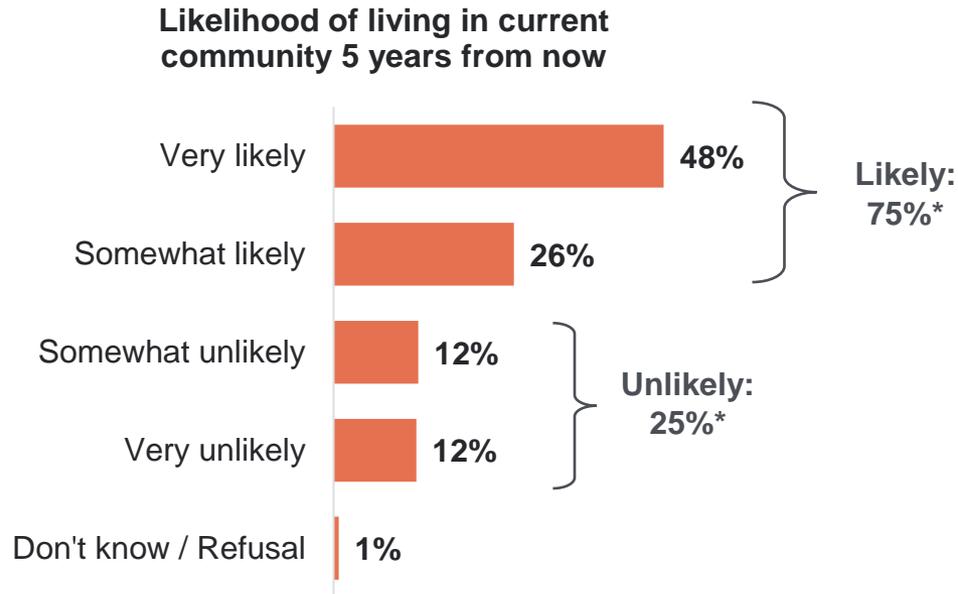


Q5b. How significantly did housing affordability factor into your decision to live in your current community?  
 Base: All respondents (n=750)



# Likelihood to stay in community

Three-quarters (75%) of Calgarians are likely to continue living in their current community for the next five years.



\* Rounding

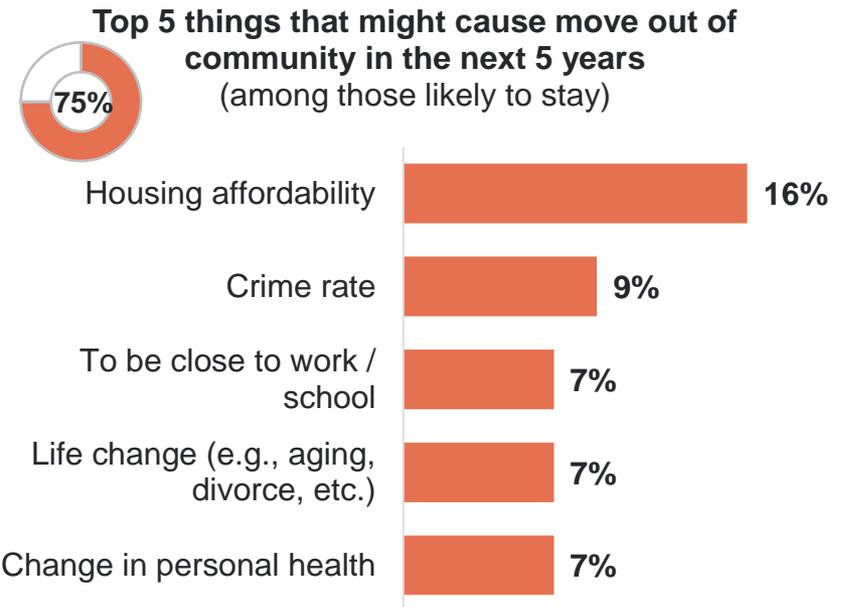
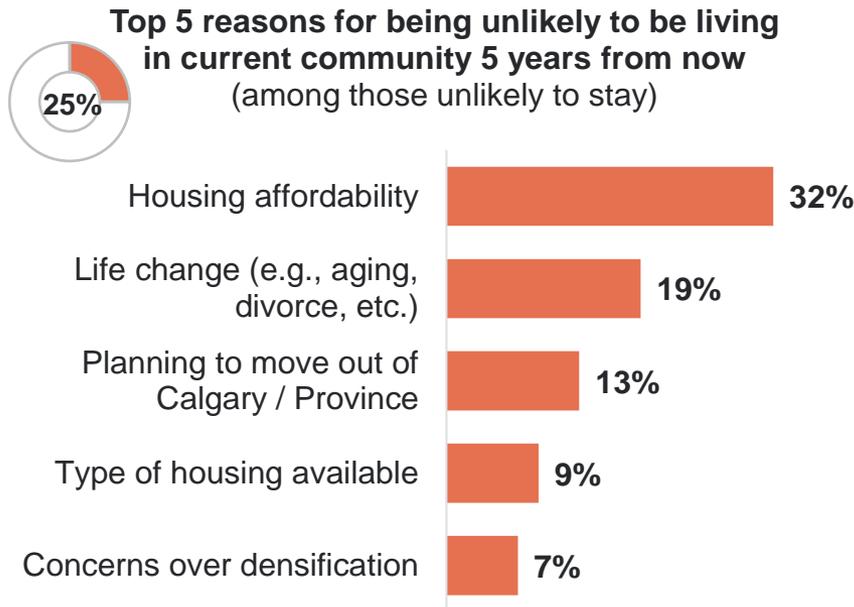
Q6. How likely are you to be living in your current community 5 years from now?  
 Base: All respondents (n=750)



# Reasons for leaving community

The key reason for moving out of a community is housing affordability (mentioned by 32% among those unlikely to stay and by 16% among those likely to stay).

- A life change (19%) or moving out of Calgary or the province (13%) round out the top three reasons for those who are likely to move out of their community in the next five years.



Q7a. For what reason or reasons do you think you are somewhat unlikely / very unlikely to be living in your community 5 years from now? Base: Those unlikely to stay in their community (n=165) / Q7b. Can you think of anything that might cause you to want to move out of your community in the next 5 years? Base: Those likely to stay in their community (n=578)

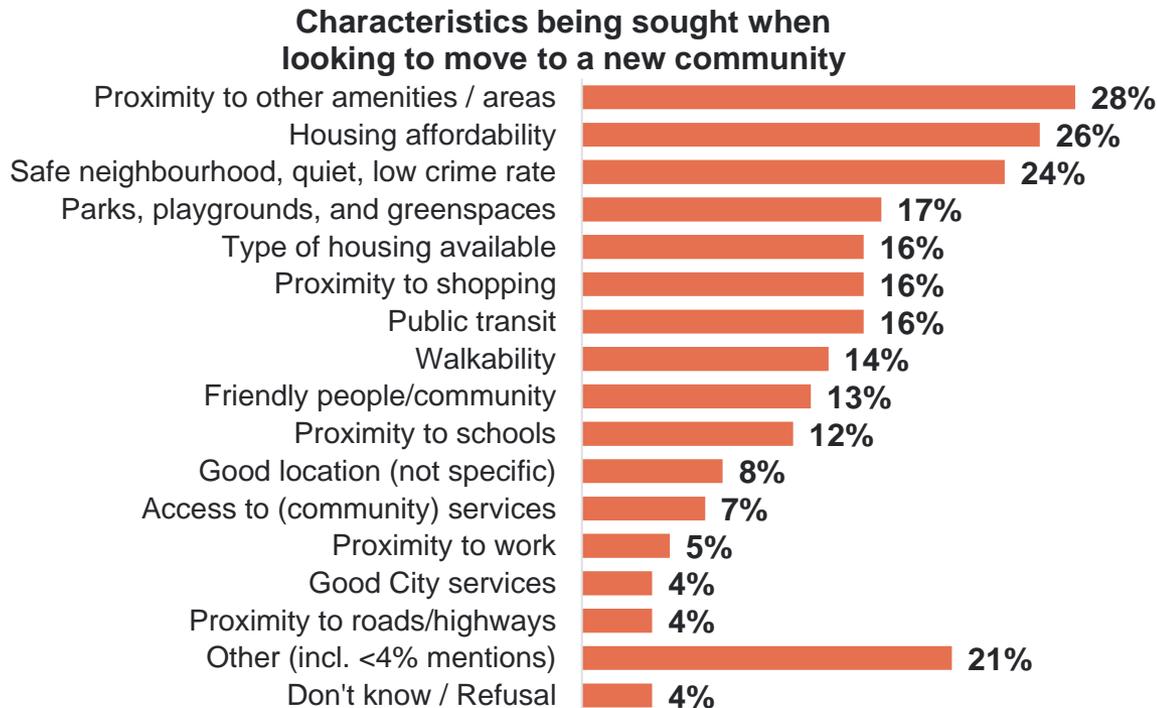
Open-ended questions



# Desired community characteristics

Consistent with the reasons for moving to their current community, Calgarians mention a wide variety of characteristics they would be looking for when moving to a new community.

- The characteristics mentioned most frequently include proximity to other amenities or areas (28%), housing affordability (26%), and neighbourhood safety (24%).



Q8: If you were to move to a new community in Calgary, what are the top qualities or characteristics you would be looking for?

Base: All respondents (n=750)

Open-ended question

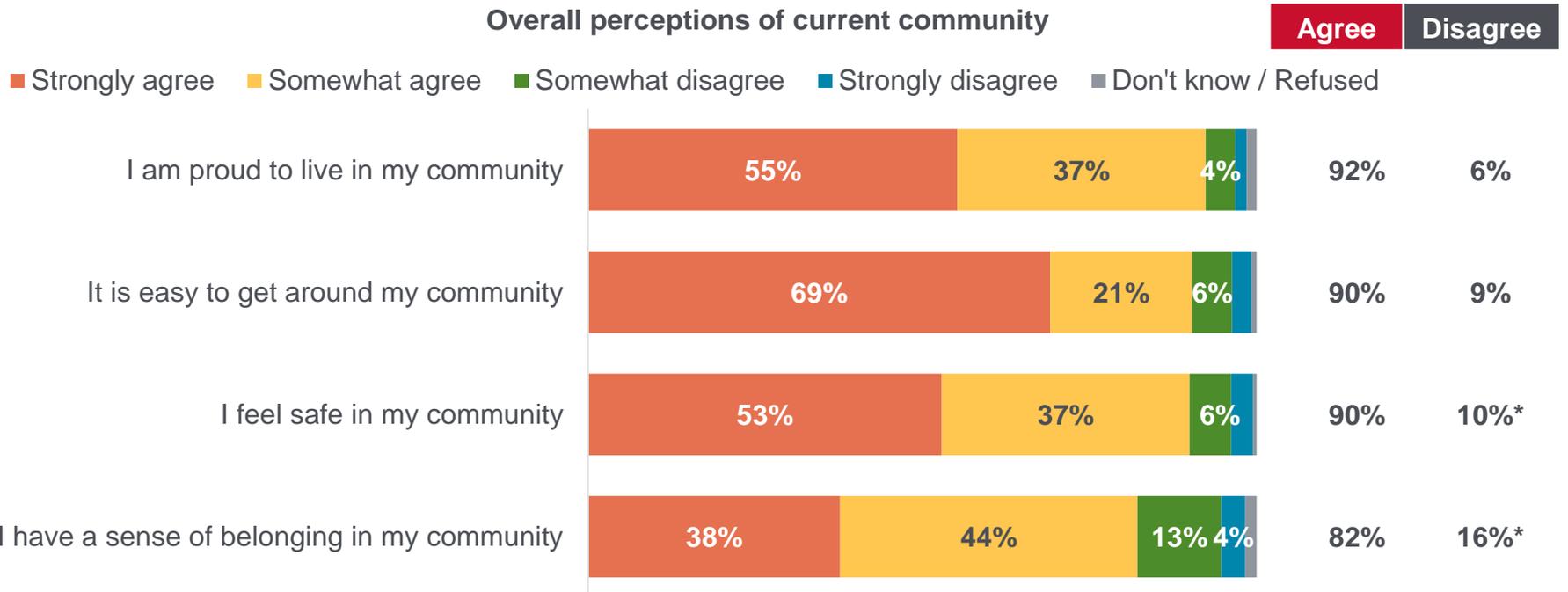
Mentions of <4% not shown



# Overall community perceptions

A large majority of Calgarians are proud to live in their community (92%) and consider their community as easy to get around (90%) and safe (90%). Just over four-in-five (82%) have a sense of belonging in their community.

## Overall perceptions of current community



Q9. Next, I'm going to read you some statements about living in your community. For each statement, please indicate the extent to which you agree or disagree.  
 Base: All respondents (n=750)

\* Rounding

Data labels <4% not shown



# Perceptions of development in community

Most Calgarians agree that the amenities in their community provide them with a good quality of life (91%) and that the extent of development in their community meets the needs of the people living there (82%).

## Perceptions of quality and types of development in community

Agree Disagree

Strongly agree Somewhat agree Somewhat disagree Strongly disagree Don't know / Refused

The amenities in my community and my surrounding communities provide me with a good quality of life



91%\* 8%\*

Overall, the extent of development in my community meets the needs of the people living there



82% 17%

Q10. Next, I'm going to read you a series of statements about the quality and types of development in your community. For each statement, please indicate the extent to which you agree or disagree.  
Base: All respondents (n=750)

\* Rounding

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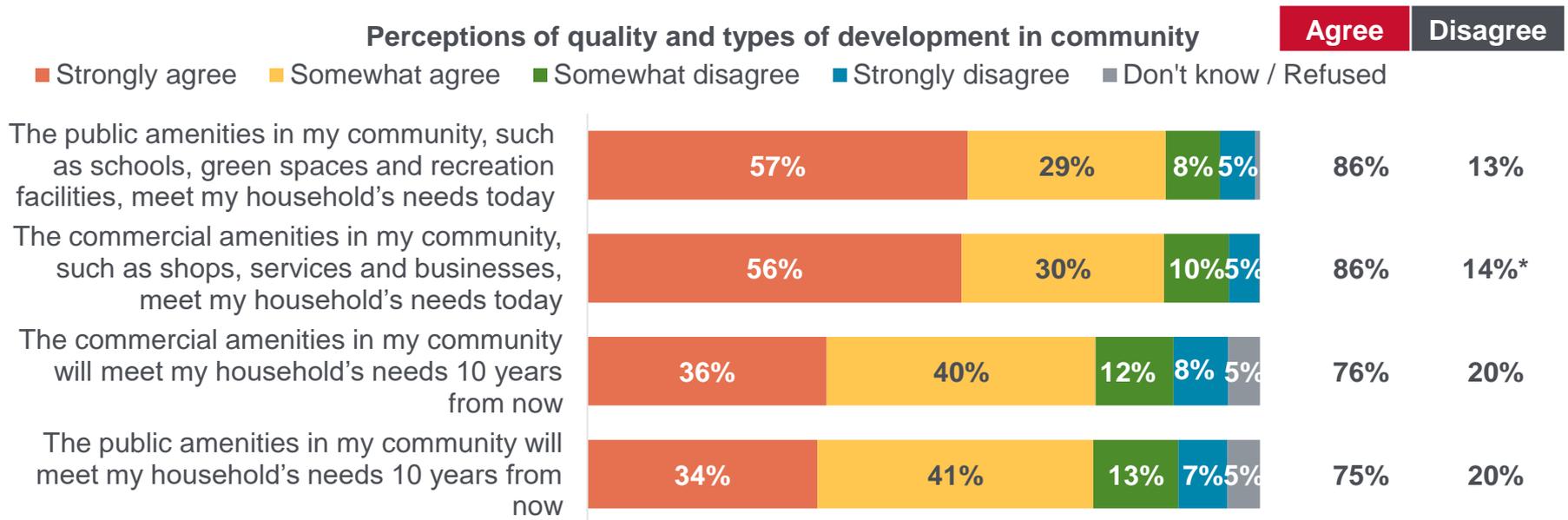


# Perceptions of development in community (continued)

A large majority (86%) of Calgarians believe that the public amenities and the commercial amenities in their community meet their current household’s needs.

Three-quarters of residents think the public amenities and the commercial amenities in their community will meet their household’s needs ten years from now (75% and 76% respectively).

Perceptions of quality and types of development in community



\* Rounding

Data labels <4% not shown

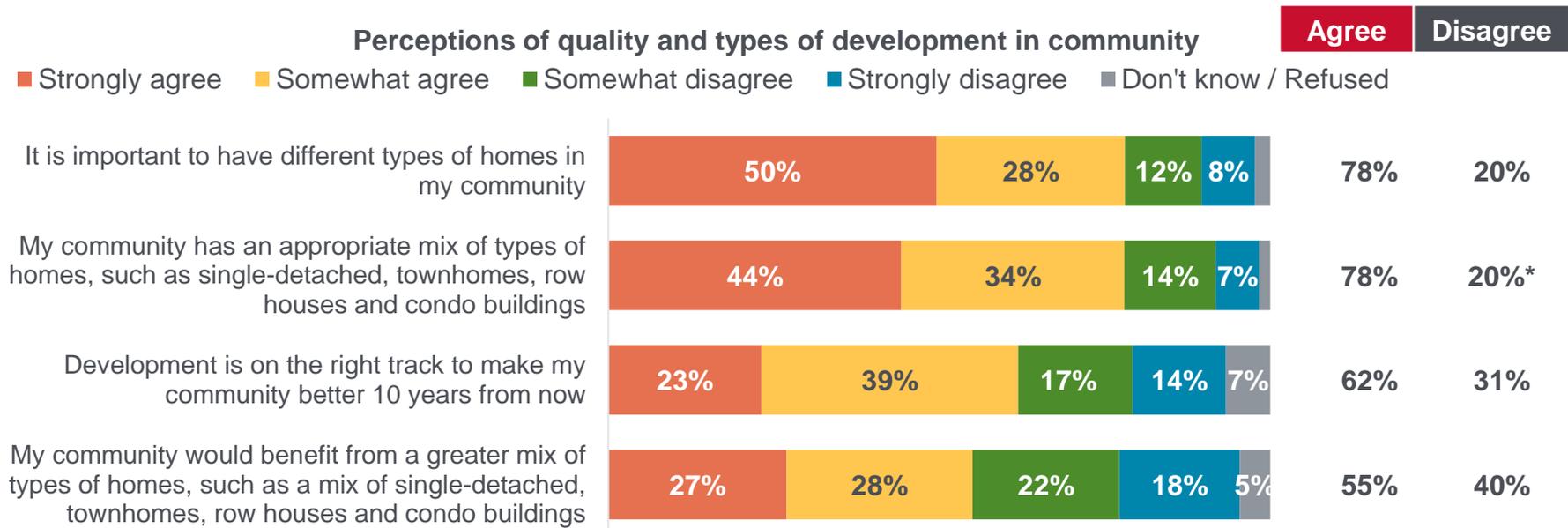
Q10. Next, I’m going to read you a series of statements about the quality and types of development in your community. For each statement, please indicate the extent to which you agree or disagree.  
Base: All respondents (n=750)



# Perceptions of development in community (continued)

Just over three-quarters (78%) of Calgarians believe that it is important to have different types of homes in their community and that their community has an appropriate mix of types of homes.

- Relatively fewer agree that development is on the right track to make their community better 10 years from now (62%) and only just over one-half (55%) would like to see a greater mix of types of homes in their community.



\* Rounding

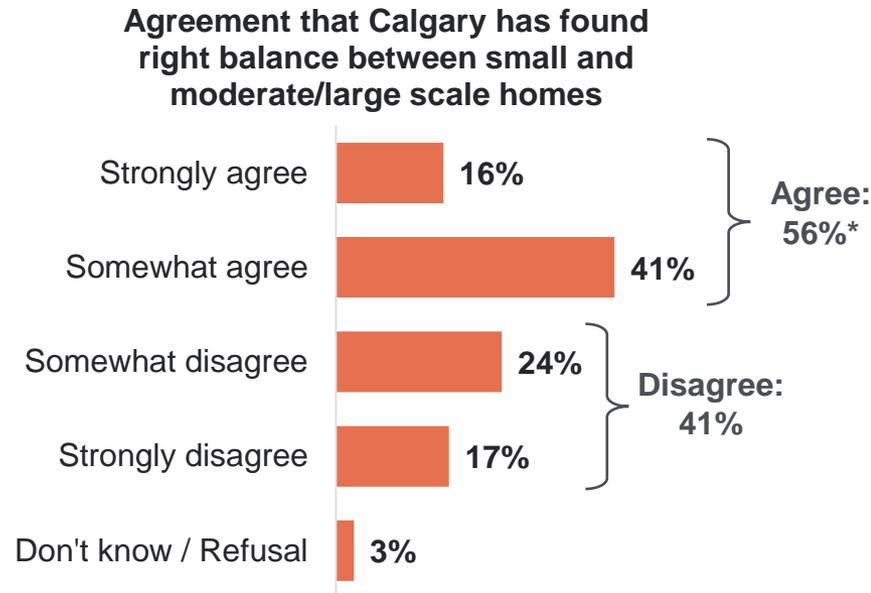
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Q10. Next, I'm going to read you a series of statements about the quality and types of development in your community. For each statement, please indicate the extent to which you agree or disagree.  
 Base: All respondents (n=750)



# Balance between small and moderate/large scale homes

A slim majority (56%) of Calgarians believe that Calgary has the right balance between small and moderate to large-scale homes.



Q12. Now I'd like you to think about homes in Calgary. Small scale homes refers to homes that are 3 storeys or less, such as single-detached homes, duplexes, townhomes or row houses. Moderate to large scale homes refers to apartment and condo style buildings that are 4 storeys or higher. How much do you agree or disagree that Calgary has found the right balance between small scale and moderate to large scale homes?  
 Base: All respondents (n=750)

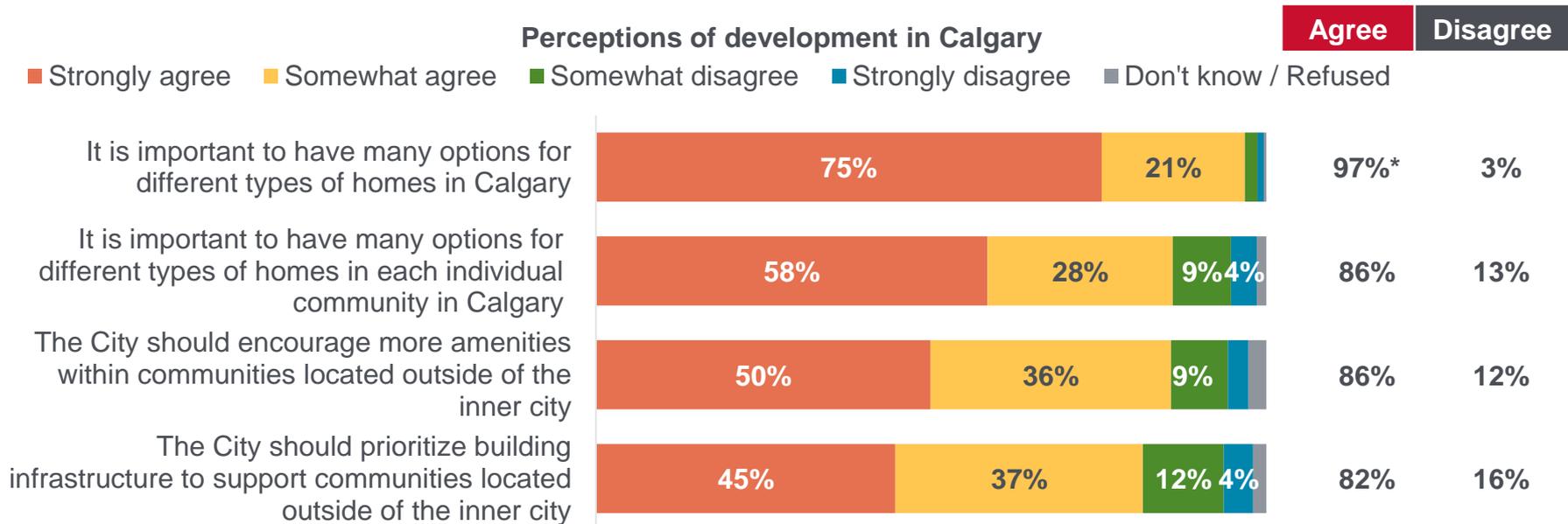
\* Rounding



# Perceptions of development in Calgary

Virtually all (97%) Calgarians believe that it is important to have many options for different types of homes in Calgary.

- As well, a large majority support having many options for different types of homes in each community (86%), The City encouraging more amenities in inner-city communities (86%), and The City prioritizing new infrastructure to support communities outside of the inner city (82%).



Q13. Still thinking about the city of Calgary as a whole, please indicate how much do you agree or disagree with each of the following statements.  
 Base: All respondents (n=750)

\* Rounding

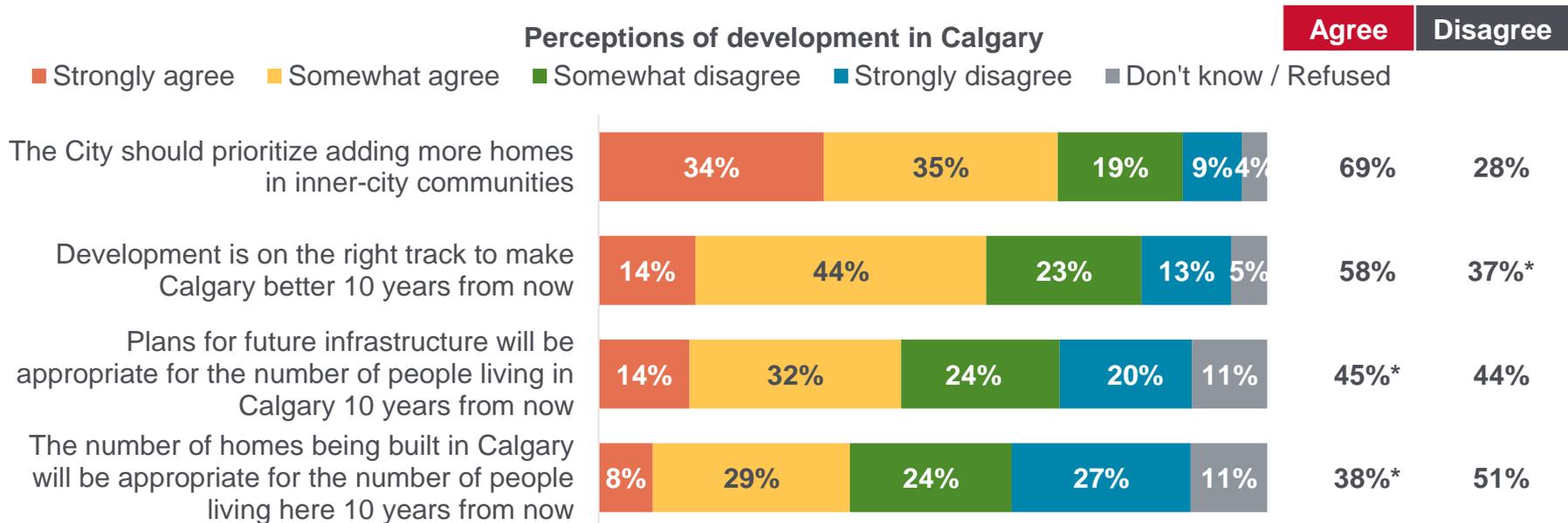
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# Perceptions of development in Calgary (continued)

Just over two-thirds (69%) of Calgarians support adding more homes in inner-city communities. However, residents are less optimistic about planned development being sufficient ten years from now.

- 58% of Calgarians believe that development is on the right track to make Calgary better in the next ten years. Less than one-half believe that plans for future infrastructure and the number of homes being built in the city will be appropriate for the number of people living in Calgary 10 years from now (45% and 38% respectively).



Q13. Still thinking about the city of Calgary as a whole, please indicate how much do you agree or disagree with each of the following statements.  
 Base: All respondents (n=750)

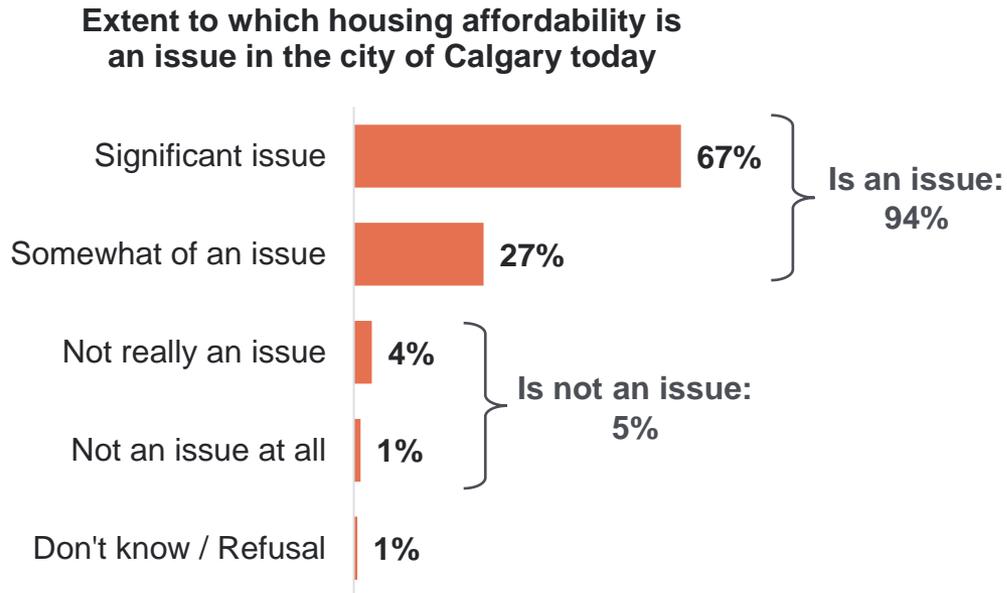
\* Rounding

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# Housing affordability

A vast majority (94%) of residents believe that housing affordability is an issue in Calgary today, with two-thirds (67%) indicating that they feel it is a significant issue.



Q14. Please rate the extent to which housing affordability is an issue in the city of Calgary today. Do you think it is a significant issue, somewhat of an issue, not really an issue or not an issue at all?  
 Base: All respondents (n=750)



# Perceptions of housing affordability in Calgary

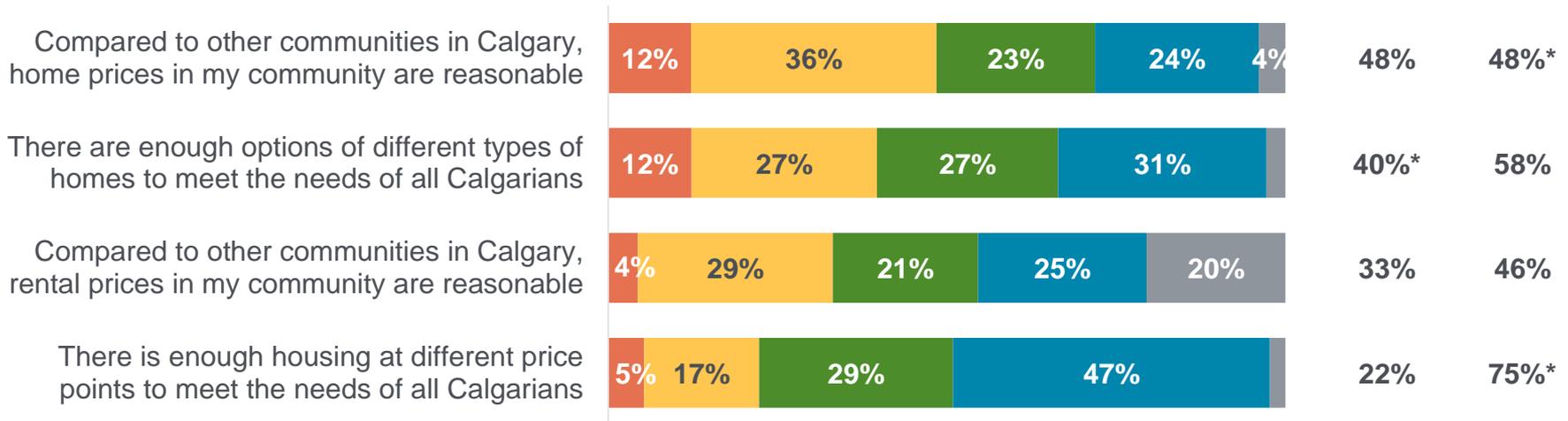
Digging deeper into the housing affordability issue, three-quarters (75%) of Calgarians don't think that there is enough diversity in housing at different price points, and nearly one-half don't find home prices (48%) and rental prices (46%) in their community to be reasonable.

- As well, only two-in-five (40%) residents believe there are enough housing options to meet the needs of all Calgarians.

Perceptions of housing affordability in Calgary

Agree Disagree

Strongly agree Somewhat agree Somewhat disagree Strongly disagree Don't know / Refused



Q15. Please indicate how much do you agree or disagree with each of the following statements using the same scale as before.

Base: All respondents (n=750)

\* Rounding

Data labels <4% not shown

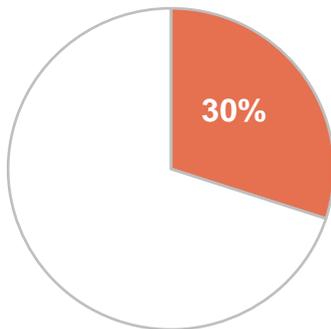


# Housing spending

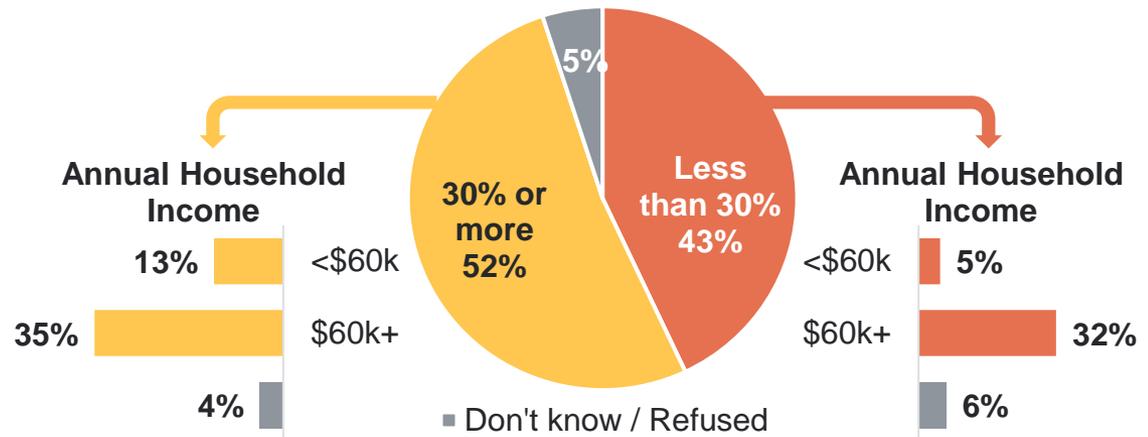
Calgarians spend, on average, 30% of their household income on rent or mortgage payments.

- Just over one-half (52%) spend more than 30% of their household income on housing with 13% of residents reporting an annual household income of less than \$60k and spending more than 30% of it on housing.

**Average spending on housing as percentage of household income**  
(n=680)



**Spending on housing as percentage of household income**  
(n=750)



Q16a. Approximately what percentage of your total monthly household monthly income would you say you spend on the rent or mortgage payment for the home you currently live in? / Q16b. Can you tell me whether you think you spend more than or less than thirty percent of your total monthly household income on your rent or mortgage? / Q31a/Q31b. q31a - Which of the following categories best describes the total annual income, before taxes, of all the members of your household?  
Base: All respondents (see base sizes in chart)



# Differences by sub-groups



# Segment differences

The tables on the next few slides show comparisons of key metrics by sub-segments of Calgary’s population. The variables used to categorize groups are as follows, with the group of focus in **red**.

<p><b>Home Ownership</b></p> <ul style="list-style-type: none"> <li>• Homeowners</li> <li>• <b>Home renters</b></li> </ul>
<p><b>Dwelling Type</b></p> <ul style="list-style-type: none"> <li>• Single detached house</li> <li>• <b>Multi-unit structure</b></li> </ul>
<p><b>Location</b></p> <ul style="list-style-type: none"> <li>• <b>Inner city</b></li> <li>• Outside of inner city</li> </ul>

<p><b>Years in Calgary</b></p> <ul style="list-style-type: none"> <li>• <b>10 years or less</b></li> <li>• More than 10 years</li> </ul>
<p><b>Annual Household Income</b></p> <ul style="list-style-type: none"> <li>• <b>Less than \$60k</b></li> <li>• \$60k or more</li> </ul>
<p><b>Housing Spending as % of Income</b></p> <ul style="list-style-type: none"> <li>• Less than 30%</li> <li>• <b>30% or more</b></li> </ul>

<p><b>Age</b></p> <ul style="list-style-type: none"> <li>• <b>18-34</b></li> <li>• 35-54</li> <li>• 55+</li> </ul>
<p><b>Racialized People</b></p> <ul style="list-style-type: none"> <li>• <b>Yes</b></li> <li>• No</li> </ul>
<p><b>Born in Canada</b></p> <ul style="list-style-type: none"> <li>• <b>Not born in Canada</b></li> <li>• Born in Canada</li> </ul>



# Segment differences (continued)

Any statistical differences between demographic groups are indicated with arrows to indicate where a group is statistically higher or lower than all other segments combined.

- To illustrate, the statistical tests performed when comparing three groups are as follows:



- This approach identifies differences between one group and everyone else who is not part of that group. To illustrate using the example below, 55+ year olds are significantly less likely to believe that people in Calgary are very welcoming and friendly compared everyone who is not part of that group (i.e., those aged 18 to 54).
- Note that we cannot conclude that this sentiment is lower for those who are 55+ years old when compared 18-to-34-years-old or 35-to-54-years-old individually (which may not be true).

	Age group		
	18-34 (n=82)	35-54 (n=185)	55+ (n=234)
People in Calgary are very welcoming and friendly (% agree)	51%	56%	43% ↓

# Segment differences overview

Compared to all other Calgarians ...

## Home renters (*n=158*) ...

- ... are less likely to rate the overall quality of life in Calgary as good (64%).
- ... are less likely to have a sense of belonging in their community (75%) and to feel safe in their community (84%).
- ... are less likely to be living in their current community five years from now (56%).
- ... are more likely to spend 30% or more of their household income on housing (78%).
- ... are less likely to agree that the extent of development in their community meets the needs of the people living there (72%) and that their community has an appropriate mix of types of homes (71%), and more likely to agree that their community would benefit from a greater mix of types of homes (68%).
- ... are less likely to agree that home prices in their community are reasonable when compared to other communities in Calgary (32%) and that there is enough housing at different price points to meet the needs of all Calgarians (14%).
- ... are more likely to agree that The City should prioritize adding more homes in inner-city communities (82%).

# Segment differences overview (continued)

Compared to all other Calgarians ...

## Multi-unit structure residents (*n=243*) ...

- ... are less likely to rate the quality of life in Calgary as good (67%).
- ... are less likely to agree that they are proud to live in their community (88%), feel safe in their community (85%), and have a sense of belonging in their community (76%).
- ... are more likely to spend 30% or more of their monthly household income on rent or mortgage payments (69%) and less likely to agree that home prices in their community are reasonable (39%).
- ... are less likely to agree that the extent of development in their community meets the needs of the people living there (76%) and more likely to agree that it is important to have different types of homes in their community (83%), and that their community would benefit from a greater mix of types of homes (64%).

## Inner city residents (*n=198*) ...

- ... are less likely to agree that their community has an appropriate mix of homes (72%).
- ... are less likely to agree that home prices in their community are reasonable when compared to other communities in Calgary (35%).

# Segment differences overview (continued)

## Compared to all other Calgarians ...

### Residents who have lived in Calgary for 10 years or less (*n=102*) ...

- ... are more likely to spend 30% or more of their monthly household income on rent or mortgage payments (74%).
- ... are less likely to agree that home prices in their community are reasonable (39%) and more likely to believe that their community would benefit from a greater mix of types of homes (74%).
- ... are more likely to agree that there are enough options of different types of homes to meet the needs of all Calgarians (50%) and that development is right on track to make their communities better 10 years from now (78%).
- ... are more likely to agree that The City should prioritize adding more homes in inner-city communities (78%), but also that The City should encourage more amenities within communities located outside of the inner city (93%).

### Households with an annual income of less than \$60k (*n=136*) ...

- ... are less likely to rate the overall quality of life in Calgary as good (55%).
- ... are less likely to feel safe in their community (82%) and to feel proud to live in their community (87%).
- ... are more likely to spend 30% or more of their monthly household income on rent or mortgage payments (71%).

# Segment differences overview (continued)

Compared to all other Calgarians ...

## Households who spend 30% or more of their income on housing (*n*=328) ...

- ... are less likely to rate the quality of life in Calgary as good (67%).
- ... are less likely to be proud to live in their community (90%) and less likely to feel safe in their community (87%).
- ... are less likely to be living in their current community 5 years from now (71%).
- ... are more likely to consider housing affordability a current issue in the city of Calgary (97%).
- ... are less likely to agree that home prices in their community are reasonable (43%) and that the extent of development in their community meets the needs of people living there (79%), and more likely to believe that it is important to have different types of homes in their community (82%) and that their community would benefit from a greater mix of types of homes (65%).
- ... are more likely to feel that it is important to have many options for different types of homes in Calgary (98%) and that The City should prioritize adding more homes in inner-city communities (74%).

# Segment differences overview (continued)

Compared to all other Calgarians ...

## 18 to 34 years olds (*n=114*) ...

- ... are less likely to have a sense of belonging in their community (75%).
- ... are less likely to be living in their current community 5 years from now (63%).
- ... are more likely to spend 30% or more of their monthly household income on rent or mortgage payments (73%) and are less likely to agree that home prices in their community are reasonable (34%).
- ... are less likely to believe that the development in their community meets the needs of residents (75%) and that their community has an appropriate mix of types of homes (69%).
- ... are more likely to agree that their community would benefit from a greater mix of types of homes (69%) and that The City should prioritize adding more homes in inner-city communities (79%).

# Segment differences overview (continued)

Compared to all other Calgarians ...

## Racialized people (*n=145*) ...

- ... are more likely to spend 30% or more of their monthly household income on rent or mortgage payments (70%).
- ... are more likely to agree that it is important to have different types of homes in their community (86%) and that their community would benefit from a greater mix of types of homes (73%).
- ... are more likely to believe that development is right on track to make their community better 10 years from now (72%).
- ... are more likely to agree that there are enough options of different types of homes (48%) and that there is enough housing at different price points to meet all the needs of Calgarians (32%).
- ... are more likely to agree that The City should prioritize adding more homes in inner city communities (76%), but also that The City should encourage more amenities within communities located outside of the inner city (91%).

# Segment differences overview (continued)

Compared to all other Calgarians ...

## Residents who were not born in Canada (*n=209*) ...

- ... are less likely to believe that housing affordability is an issue in Calgary today (91%).
- ... are more likely to spend 30% or more of their monthly household income on rent or mortgage payments (67%).
- ... are more likely to agree that their community has an appropriate mix of types of homes (84%) and that development is right on track to make their community better 10 years from now (72%), but also that it is important to have different types of homes in their community (83%) and that their community would benefit from a greater mix of types of homes (71%).
- ... are more likely to agree that there are enough options of different types of homes (48%) and enough housing at different price points (32%) to meet all the needs of Calgarians.
- ... are more likely to agree that The City should encourage more amenities within communities located outside of the inner city (90%).



# Segment differences

	Home Ownership		Dwelling Type		Inner City	
	Owners	Renters	Single detached house	Multi-unit structure	Yes	No
	(n=578)	(n=158)	(n=496)	(n=243)	(n=198)	(n=552)
Quality of life in Calgary (% good)	<b>76%</b> ↑	<b>64%</b> ↓	<b>75%</b> ↑	<b>67%</b> ↓	71%	72%
Likelihood of living in current community 5 years from now (% likely)	<b>84%</b> ↑	<b>56%</b> ↓	77%	71%	69%	77%
Extent to which housing affordability is an issue in the city of Calgary today (% is an issue)	93%	96%	95%	94%	93%	95%
Spend 30% or more on housing as percentage of household income	<b>42%</b> ↓	<b>78%</b> ↑	<b>43%</b> ↓	<b>69%</b> ↑	51%	52%
<b>Overall perceptions of current community (% agree)</b>						
I am proud to live in my community	93%	90%	<b>95%</b> ↑	<b>88%</b> ↓	93%	92%
I have a sense of belonging in my community	<b>86%</b> ↑	<b>75%</b> ↓	<b>86%</b> ↑	<b>76%</b> ↓	84%	81%
I feel safe in my community	<b>92%</b> ↑	<b>84%</b> ↓	<b>93%</b> ↑	<b>85%</b> ↓	89%	90%
<b>Perceptions of quality and types of development in community (% agree)</b>						
Overall, the extent of development in my community meets the needs of the people living there	<b>86%</b> ↑	<b>72%</b> ↓	<b>85%</b> ↑	<b>76%</b> ↓	78%	84%
My community has an appropriate mix of types of homes	<b>81%</b> ↑	<b>71%</b> ↓	79%	77%	<b>72%</b> ↓	<b>80%</b> ↑
It is important to have different types of homes in my community	76%	82%	<b>75%</b> ↓	<b>83%</b> ↑	73%	80%
My community would benefit from a greater mix of types of homes	<b>50%</b> ↓	<b>68%</b> ↑	<b>50%</b> ↓	<b>64%</b> ↑	55%	55%
Development is on the right track to make my community better 10 years from now	63%	59%	62%	63%	56%	64%

Base: all respondents

↑ Statistically higher than the result of **all other segments combined**  
 ↓ Statistically lower than the result of **all other segments combined**



# Segment differences (continued)

	Home Ownership		Dwelling Type		Inner City	
	Owners	Renters	Single detached house	Multi-unit structure	Yes	No
	(n=578)	(n=158)	(n=496)	(n=243)	(n=198)	(n=552)
<b>Perceptions of development in Calgary (% agree)</b>						
The City should encourage more amenities within communities located outside of the inner city	85%	88%	86%	86%	81%	87%
It is important to have many options for different types of homes in each individual community in Calgary	97%	96%	97%	96%	94%	98%
The City should prioritize adding more homes in inner-city communities	<b>63%</b> ↓	<b>82%</b> ↑	66%	73%	73%	67%
<b>Perceptions of housing affordability in Calgary (% agree)</b>						
Compared to other communities in Calgary, home prices in my community are reasonable	<b>56%</b> ↑	<b>32%</b> ↓	<b>54%</b> ↑	<b>39%</b> ↓	<b>35%</b> ↓	<b>53%</b> ↑
There are enough options of different types of homes to meet the needs of all Calgarians	42%	36%	41%	38%	40%	40%
There is enough housing at different price points to meet the needs of all Calgarians	<b>26%</b> ↑	<b>14%</b> ↓	23%	20%	17%	24%

Base: all respondents

↑ Statistically higher than the result of **all other segments combined**  
 ↓ Statistically lower than the result of **all other segments combined**



# Segment differences (continued)

	Years in Calgary		Household Income		Housing Spending as % of Income	
	<10 years (n=102)	>10 years (n=646)	<\$60k (n=136)	\$60k+ (n=494)	<30% (n=385)	30%+ (n=328)
Quality of life in Calgary (% good)	78%	71%	<b>55%</b> ↓	<b>77%</b> ↑	<b>78%</b> ↑	<b>67%</b> ↓
Likelihood of living in current community 5 years from now (% likely)	70%	76%	71%	74%	<b>79%</b> ↑	<b>71%</b> ↓
Extent to which housing affordability is an issue in the city of Calgary today (% is an issue)	92%	95%	95%	94%	<b>91%</b> ↓	<b>97%</b> ↑
Spend 30% or more on housing as percentage of household income	<b>74%</b> ↑	<b>47%</b> ↓	<b>71%</b> ↑	<b>51%</b> ↓	-	-
<b>Overall perceptions of current community (% agree)</b>						
I am proud to live in my community	91%	93%	<b>87%</b> ↓	<b>94%</b> ↑	<b>95%</b> ↑	<b>90%</b> ↓
I have a sense of belonging in my community	80%	83%	78%	83%	84%	81%
I feel safe in my community	89%	90%	<b>82%</b> ↓	<b>92%</b> ↑	<b>93%</b> ↑	<b>87%</b> ↓
<b>Perceptions of quality and types of development in community (% agree)</b>						
Overall, the extent of development in my community meets the needs of the people living there	85%	81%	75%	83%	<b>85%</b> ↑	<b>79%</b> ↓
My community has an appropriate mix of types of homes	80%	78%	77%	76%	79%	77%
It is important to have different types of homes in my community	78%	78%	81%	79%	<b>74%</b> ↓	<b>82%</b> ↑
My community would benefit from a greater mix of types of homes	<b>74%</b> ↑	<b>51%</b> ↓	62%	56%	<b>44%</b> ↓	<b>65%</b> ↑
Development is on the right track to make my community better 10 years from now	<b>78%</b> ↑	<b>58%</b> ↓	61%	63%	61%	62%

Base: all respondents

↑ Statistically higher than the result of all other segments combined  
 ↓ Statistically lower than the result of all other segments combined



# Segment differences (continued)

	Years in Calgary		Household Income		Housing Spending as % of Income	
	<10 years (n=102)	>10 years (n=646)	<\$60k (n=136)	\$60k+ (n=494)	<30% (n=385)	30%+ (n=328)
<b>Perceptions of development in Calgary (% agree)</b>						
The City should encourage more amenities within communities located outside of the inner city	<b>93%</b> ↑	<b>84%</b> ↓	86%	86%	84%	87%
It is important to have many options for different types of homes in each individual community in Calgary	98%	96%	94%	97%	<b>95%</b> ↓	<b>98%</b> ↑
The City should prioritize adding more homes in inner-city communities	<b>78%</b> ↑	<b>67%</b> ↓	75%	70%	<b>64%</b> ↓	<b>74%</b> ↑
<b>Perceptions of housing affordability in Calgary (% agree)</b>						
Compared to other communities in Calgary, home prices in my community are reasonable	<b>39%</b> ↓	<b>51%</b> ↑	41%	50%	<b>56%</b> ↑	<b>43%</b> ↓
There are enough options of different types of homes to meet the needs of all Calgarians	<b>50%</b> ↑	<b>37%</b> ↓	38%	39%	41%	38%
There is enough housing at different price points to meet the needs of all Calgarians	27%	21%	17%	24%	24%	20%

Base: all respondents

↑ Statistically higher than the result of **all other segments combined**  
 ↓ Statistically lower than the result of **all other segments combined**



# Segment differences (continued)

	Age Group			Racialized People		Born in Canada	
	18-34 (n=114)	35-54 (n=401)	55+ (n=235)	Yes (n=145)	No (n=582)	Yes (n=541)	No (n=209)
Quality of life in Calgary (% good)	69%	73%	74%	72%	72%	70%	76%
Likelihood of living in current community 5 years from now (% likely)	<b>63%</b> ↓	<b>79%</b> ↑	<b>82%</b> ↑	70%	76%	74%	75%
Extent to which housing affordability is an issue in the city of Calgary today (% is an issue)	96%	94%	93%	94%	94%	<b>96%</b> ↑	<b>91%</b> ↓
Spend 30% or more on housing as percentage of household income	<b>73%</b> ↑	54%	<b>17%</b> ↓	<b>70%</b> ↑	<b>46%</b> ↓	<b>45%</b> ↓	<b>67%</b> ↑
<b>Overall perceptions of current community (% agree)</b>							
I am proud to live in my community	89%	93%	94%	94%	92%	91%	94%
I have a sense of belonging in my community	<b>75%</b> ↓	85%	86%	82%	83%	80%	86%
I feel safe in my community	89%	90%	92%	91%	89%	88%	93%
<b>Perceptions of quality and types of development in community (% agree)</b>							
Overall, the extent of development in my community meets the needs of the people living there	<b>75%</b> ↓	83%	<b>90%</b> ↑	81%	83%	80%	86%
My community has an appropriate mix of types of homes	<b>69%</b> ↓	<b>81%</b> ↑	82%	80%	77%	<b>75%</b> ↓	<b>84%</b> ↑
It is important to have different types of homes in my community	82%	79%	<b>68%</b> ↓	<b>86%</b> ↑	<b>76%</b> ↓	<b>76%</b> ↓	<b>83%</b> ↑
My community would benefit from a greater mix of types of homes	<b>69%</b> ↑	55%	<b>34%</b> ↓	<b>73%</b> ↑	<b>50%</b> ↓	<b>48%</b> ↓	<b>71%</b> ↑
Development is on the right track to make my community better 10 years from now	65%	62%	56%	<b>72%</b> ↑	<b>59%</b> ↓	<b>57%</b> ↓	<b>72%</b> ↑

Base: all respondents

↑ Statistically higher than the result of all other segments combined  
 ↓ Statistically lower than the result of all other segments combined



# Segment differences (continued)

	Age Group			Racialized People		Born in Canada	
	18-34 (n=114)	35-54 (n=401)	55+ (n=235)	Yes (n=145)	No (n=582)	Yes (n=541)	No (n=209)
<b>Perceptions of development in Calgary (% agree)</b>							
The City should encourage more amenities within communities located outside of the inner city	88%	86%	81%	<b>91% ↑</b>	<b>84% ↓</b>	<b>84% ↓</b>	<b>90% ↑</b>
It is important to have many options for different types of homes in each individual community in Calgary	96%	98%	94%	98%	97%	96%	98%
The City should prioritize adding more homes in inner-city communities	<b>79% ↑</b>	67%	<b>59% ↓</b>	<b>76% ↑</b>	<b>67% ↓</b>	67%	71%
<b>Perceptions of housing affordability in Calgary (% agree)</b>							
Compared to other communities in Calgary, home prices in my community are reasonable	<b>34% ↓</b>	52%	<b>60% ↑</b>	44%	50%	50%	46%
There are enough options of different types of homes to meet the needs of all Calgarians	43%	37%	40%	<b>48% ↑</b>	<b>36% ↓</b>	<b>36% ↓</b>	<b>48% ↑</b>
There is enough housing at different price points to meet the needs of all Calgarians	17%	25%	24%	<b>32% ↑</b>	<b>19% ↓</b>	<b>18% ↓</b>	<b>32% ↑</b>

Base: all respondents

↑ Statistically higher than the result of **all other segments combined**  
 ↓ Statistically lower than the result of **all other segments combined**



# Respondent profile



# Respondent profile

Gender	Weighted %	Unweighted %
Female	49%	48%
Male	50%	50%
Prefer to self-describe	1%	0%
Prefer not to answer	1%	1%

Quadrant	Weighted %	Unweighted %
Southwest	28%	30%
Southeast	24%	23%
Northwest	28%	29%
Northeast	20%	17%

Age	Weighted %	Unweighted %
18-24	9%	5%
25-34	21%	10%
35-44	20%	19%
45-54	18%	16%
55-64	13%	19%
65+	20%	31%

People in household	
1	15%
2	35%
3-4	38%
5 or more	12%
Prefer not to answer	0%

Children in household	
Yes	32%
No	68%
Prefer not to answer	1%

Senior in household	
Yes	25%
No	75%
Prefer not to answer	0%

Tenure in Calgary	
Less than 5 years	8%
5-10	12%
11-20	25%
21-30	18%
Over 30 years	38%
Prefer not to answer	0%

Disability in household	
Yes - myself	12%
Yes - someone in my household	11%
No	80%
Prefer not to answer	1%

Identify as 2SLGBTQIA+	
Yes	10%
No	88%
Prefer not to answer	2%

Base: all respondents (n=750)



# Respondent profile (continued)

Annual household income	
Less than \$90,000	31%
\$90,000 to just under \$150,000	31%
\$150,000 and over	26%
Don't Know	3%
Prefer not to answer	8%

Racialized	
Yes	24%
No	73%
Prefer to self-describe	0%
Prefer not to answer	3%

Born in Canada	
Yes	68%
No	32%
Prefer not to answer	0%

Identify as Indigenous	
Yes - First Nations	2%
Yes - Métis	2%
Yes - Inuit	0%
Yes - Prefer to self-describe	0%
No	95%
Prefer not to answer	1%

Home ownership	
Own	70%
Rent	28%
Other	0%
Prefer not to answer	2%

Dwelling type	
Single detached home	64%
Duplex or semi-detached home	9%
Rowhouse	3%
Townhouse	8%
Apartment or apartment-style condominium	16%
Another type of multi-unit complex	1%
Don't Know	0%
Prefer not to answer	0%

Base: all respondents (n=750)



# Questionnaire

## 2023 Development & Planning Survey

City of Calgary

Generated on 2023-05-11 at 10:02:42 MT



### INTRO

#### Int0

Hello, I'm \_\_\_\_\_ with Advanis, calling on behalf of The City of Calgary. We are conducting a study about housing and development in Calgary and your community and would like to include your input. Are you 18 years of age or older and do you currently live in Calgary?

*IF CREDIBILITY IS AN ISSUE OR IF RESPONDENT HAS A CONCERN SAY: If you wish to talk to a City official about this survey, we encourage you to contact The City at 311 and specifically mention the "2023 Perspectives on Calgary Survey". City Staff would be happy to address your concerns.*

*IF ASKED: The survey will take approximately 15 to 20 minutes.*

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

#### Int0b Show if getting person (Int0 = 2)

Hello, I'm \_\_\_\_\_ with Advanis, calling on behalf of The City of Calgary. We are conducting a study about community development in Calgary and would like to include your input. Are you 18 years of age or older and do you currently live in Calgary?

*IF CREDIBILITY IS AN ISSUE OR IF RESPONDENT HAS A CONCERN SAY: If you wish to talk to a City official about this survey, we encourage you to contact The City at 311 and specifically mention the "2023 Perspectives on Calgary Survey". City staff would be happy to address your concerns.*

*IF ASKED: The survey will take approximately 15 to 20 minutes.*

- 1 Yes
- 2 No, refusal
- 3 No, callback
- 4 No, under 18 (Show if is wireless (phonetype = 2))
- 5 No, does not live in Calgary

1

### SCREENERS

#### QS7|

Great! Your participation is voluntary and this call may be recorded for quality control purposes. The survey will take approximately 15 to 20 minutes and your responses will remain confidential, and you will not be personally identified. Any personal information collected in this survey is done so under the authority of the Freedom of Information and Protection of Privacy Act, Section 33(c) and is used solely for the review and improvement of City of Calgary programs and services.

If you have questions about the collection or use of your information, you can contact a City of Calgary Research Coordinator. Would you like me to provide you with their contact information?

- 1 Yes
- 2 No
- 3 Refusal
- 4 Call back later

#### QS7info Show if QS7 Yes (QS7 = 1)

You can contact a City of Calgary Research Coordinator via phone, email, or regular mail and mention the "2023 Perspectives on Calgary Survey". What contact information would you prefer?

**If phone:** 403-268-5287

**If email:** [research@calgary.ca](mailto:research@calgary.ca)

**If mail:** Research Coordinator, The City of Calgary, Mail code 8305, P.O. Box 2100, Station M, Calgary, AB Canada T2P 2M5

#### QSEX

DO NOT ASK; RECORD GENDER

- 1 Male
- 2 Female

#### QS4

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

- 1 18 to 19
- 2 20 to 24
- 3 25 to 34
- 4 35 to 44
- 5 45 to 54
- 6 55 to 64
- 7 65 to 74
- 8 75 and older
- 9 **[DO NOT READ]** Prefer not to say

2



# Questionnaire (continued)

**QS1**

Can you tell me which quadrant of the city you live in?

*WAIT FOR RESPONSE – READ LIST TO CLARIFY IF NEEDED.*

- 1 Southwest
- 2 Southeast
- 3 Northwest
- 4 Northeast
- 5 **[DO NOT READ]** Prefer not to say
- 6 **[DO NOT READ]** Does not live in Calgary

## MAIN SURVEY

**A. QUALITY OF LIFE**

**Q1**

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

**RECORD NUMBER [RANGE 1-10]**

**Q2**

Next, please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements about life in Calgary. The first one is:

[RANDOMIZE]

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

I am proud to be a Calgarian

Compared to other communities in Calgary, the quality of life I experience in the community I live in is good [INTERVIEWER DEFINITION: Community or neighbourhood a respondent lives in]

**B. COMMUNITY AND CITY DEVELOPMENT**

**Q3**

In which community do you live?

*IF RESPONDENT SAYS "DOWNTOWN" ASK: Would that be the downtown core, the Beltline, East Village, Chinatown, Eau Claire or Downtown West?*

*IF NOT ABLE TO FIND THE COMMUNITY ON THE LIST, ENTER AS "OTHER (PLEASE SPECIFY)"*

- 1 [COMMUNITY LIST]
- 243 Other (Please Specify) \_\_\_\_\_
- 244 **[DO NOT READ]** Don't know
- 245 **[DO NOT READ]** Prefer not to answer

**Q4**

And how long have you lived in this community? (IF LESS THAN 1 YEAR ENTER 0)

**RECORD NUMBER (RANGE 0 TO 100)**

**Q5A**

For what reason or reasons did you move to this community? [OPEN END]

**RECORD RESPONSE**

Don't know/prefer not to answer [DO NOT READ]

**Q5B**

How significantly did housing affordability factor into your decision to live in your current community? Was it very significant, somewhat significant, not really significant or not at all significant?

[SCALE]

- Very significant
- Somewhat significant
- Not very significant
- Not at all significant
- Don't know/prefer not to answer [DO NOT READ]

**Q6**

How likely are you to be living in your current community 5 years from now? Very likely, somewhat likely, somewhat unlikely, or very unlikely?

[SCALE]

- Very likely
- Somewhat likely
- Somewhat unlikely
- Very unlikely
- Don't know/prefer not to answer [DO NOT READ]
- [IF DON'T KNOW/PREFER NOT TO ANSWER IN Q6 SKIP TO Q8. ASK Q7A IF SOMEWHAT OR VERY UNLIKELY IN Q6]**



# Questionnaire (continued)

**Q7A**

For what reason or reasons do you think you are [ANSWER FROM Q6; somewhat unlikely / very unlikely] to be living in your community 5 years from now? [OPEN END]

**RECORD RESPONSE**

Don't know/prefer not to answer [DO NOT READ]

**[ASK Q7B IF SOMEWHAT OR VERY LIKELY IN Q6]**

**Q7B**

Can you think of anything that might cause you to want to move out of your community in the next 5 years? [OPEN END]

**RECORD RESPONSE**

Don't know/prefer not to answer [DO NOT READ]

**Q8**

If you were to move to a new community in Calgary, what are the top qualities or characteristics you would be looking for? [OPEN END]

**RECORD RESPONSE**

Don't know/prefer not to answer [DO NOT READ]

**Q9**

Next, I'm going to read you some statements about living in your community. For each statement, please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree. The first one is:

**[RANDOMIZE]**

- I am proud to live in my community
- I have a sense of belonging in my community
- It is easy to get around my community
- I feel safe in my community

**Q10**

Next, I'm going to read you a series of statements about the quality and types of development in your community. Community development can include many different things, for example, a community's commercial amenities such as shops, services and businesses, the amount and types of homes, transportation options such as public transit, walking paths or cycling connections, as well as schools, libraries and green spaces.

For each statement, please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree. The first one is:

Overall, the extent of development in my community meets the needs of the people living there [ANCHOR]

The amenities in my community and my surrounding communities provide me with a good quality of life [ANCHOR]

**[RANDOMIZE ORDER OF BLOCKS A, B AND C]**

**[BLOCK A – DO NOT RANDOMIZE STATEMENTS]**

The commercial amenities in my community, such as shops, services and businesses, meet my household's needs today

The commercial amenities in my community will meet my household's needs 10 years from now

**[BLOCK B – DO NOT RANDOMIZE STATEMENTS]**

The public amenities in my community, such as schools, green spaces and recreation facilities, meet my household's needs today

The public amenities in my community will meet my household's needs 10 years from now

**[BLOCK C – RANDOMIZE STATEMENTS]**

It is important to have different types of homes in my community

My community has an appropriate mix of types of homes, such as single-detached, townhomes, row houses and condo buildings

My community would benefit from a greater mix of types of homes, such as a mix of single-detached, townhomes, row houses and condo buildings

Development is on the right track to make my community better 10 years from now

**[SCALE]**

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- I don't know [DO NOT READ]



# Questionnaire (continued)

**Q12**

Now I'd like you to think about homes in Calgary. Small scale homes refers to homes that are 3 storeys or less, such as single-detached homes, duplexes, townhomes or row houses. Moderate to large scale homes refers to apartment and condo style buildings that are 4 storeys or higher.

How much do you agree or disagree that Calgary has found the right balance between small scale and moderate to large scale homes?

REPEAT SCALE IF NEEDED

[SCALE]

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- I don't know [DO NOT READ]

**Q13**

Still thinking about the city of Calgary as a whole, please indicate how much do you agree or disagree with each of the following statements. The first one is:

REPEAT SCALE IF NEEDED

[RANDOMIZE]

The number of homes being built in Calgary will be appropriate for the number of people living here 10 years from now

Plans for future infrastructure will be appropriate for the number of people living in Calgary 10 years from now

The City should prioritize adding more homes in inner-city communities [INTERVIEWER NOTE: Communities located East of Crowchild Trail and West of Deerfoot Trail, North of Glenmore Trail and South of John Laurie or McKnight Blvd]

The City should prioritize building infrastructure to support communities located outside of the inner city

The City should encourage more amenities within communities located outside of the inner city

Development is on the right track to make Calgary better 10 years from now

It is important to have many options for different types of homes in Calgary

It is important to have many options for different types of homes in each individual community in Calgary

[SCALE]

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- I don't know [DO NOT READ]

**C. HOUSING AFFORDABILITY**

**Q14**

Our next few questions are about housing affordability in Calgary. By housing affordability I'm referring to the amount a household pays for housing compared to their total income, and not affordable housing projects that are often subsidized by government or other agencies.

Please rate the extent to which housing affordability is an issue in the city of Calgary today. Do you think it is a significant issue, somewhat of an issue, not really an issue or not an issue at all?

[SCALE]

- Significant issue
- Somewhat of an issue
- Not really an issue
- Not an issue at all
- Don't know/prefer not to answer [DO NOT READ]

**Q15**

Please indicate how much do you agree or disagree with each of the following statements using the same scale as before. The first one is:

REPEAT SCALE IF NEEDED

[PROGRAMMING NOTE: Randomize order of Block A and Block B]

[BLOCK A]

Compared to other communities in Calgary, home prices in my community are reasonable

Compared to other communities in Calgary, rental prices in my community are reasonable

[BLOCK B – RANDOMIZE OPTIONS]

There are enough options of different types of homes to meet the needs of all Calgarians

There is enough housing at different price points to meet the needs of all Calgarians

[SCALE]

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- I don't know/prefer not to answer [DO NOT READ]



# Questionnaire (continued)

**Q16A**

Approximately what percentage of your total monthly household income would you say you spend on the rent or mortgage payment for the home you currently live in? [RECORD PERCENTAGE]

**RECORD NUMBER (RANGE 0 TO 100)**

I don't know [DO NOT READ]

Prefer not to answer [DO NOT READ]

**Q16B** *Show if Q16A is "I don't know"*

Can you tell me whether you think you spend more than or less than thirty percent of your total monthly household income on your rent or mortgage?

More than 30%

Less than 30%

Don't know/prefer not to answer [DO NOT READ]

**D. DWELLING CHARACTERISTICS**

**Q17**

Which of the following best describes the type of home you live in?

Single-detached home [INTERVIEWER NOTE: A building that contains only one dwelling unit, sometimes referred to as a single-family home. It may contain a secondary suite.]

Duplex or semi-detached home [INTERVIEWER NOTE: Two dwelling units located side-by-side or one above and one below, each having a separate entrance]

Rowhouse [INTERVIEWER NOTE: Three or more dwelling units located side by side, where one side of each unit directly faces a public street]

Townhouse [INTERVIEWER NOTE: Three or more dwelling units located side by side with individual entrances. The units are not required to face a public street. IF MORE CONTEXT NEEDED: typically townhouse complex streets are private]

Apartment or apartment-style condo building [INTERVIEWER NOTE: Anything bigger than rowhouses or townhouses]

Another type of multi-unit complex [INTERVIEWER NOTE: This includes mobile home park, trailer park, seniors home, etc.]

Prefer not to say [DO NOT READ]

**Q18**

And how long have you lived in your current home? (IF LESS THAN 1 YEAR ENTER 0)

**RECORD NUMBER (RANGE 0 TO 100)**

Prefer not to say [DO NOT READ]

**Q19**

Do you own or rent the home you currently live in?

- 1 Own
- 2 Rent
- 3 [DO NOT READ] Prefer not to answer



# Questionnaire (continued)

## DEMOGRAPHICS

**DQ1a** *Show if is wireless (phonetype = 2)*

We are almost finished. I just have a few demographic questions that will allow us to group responses and to sort the information we collect.

Do you have a landline telephone number in your household? Note that this does not include cell phones, numbers that are only used by a computer or fax machine, or numbers used solely for business purposes.

- <sub>1</sub> Yes
- <sub>2</sub> No
- <sub>9</sub> **[DO NOT READ]** Prefer not to answer

**DQ1b** *Show if is landline (phonetype = 1)*

We are almost finished. I just have a few demographic questions that will allow us to group responses and to sort the information we collect.

Do you or does anyone in your household have a mobile or cellular telephone that you use for personal reasons?

- <sub>1</sub> Yes
- <sub>2</sub> No
- <sub>9</sub> **[DO NOT READ]** Prefer not to answer

**Q24**

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

Minimum: 1, Maximum: 50  
\_\_\_\_\_ people

- <sub>4</sub> **Prefer not to answer**

**Q25** *Show if HH Members More Than 1 (Q24 > 1)*

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

- <sub>1</sub> Yes
- <sub>2</sub> No
- <sub>9</sub> **[DO NOT READ]** Prefer not to answer

**Q26** *Show if HH Members More Than 1 (Q24 > 1)*

(if is under 65 (QS4 = 1,2,3,4,5,6)) **Is there anyone** aged 65 years or older living in your household? (if is 65 plus (QS4 = 7,8)) **Besides yourself, is there anyone else** aged 65 years or older living in your household?

- <sub>1</sub> Yes
- <sub>2</sub> No
- <sub>9</sub> **[DO NOT READ]** Prefer not to answer

**Q27**

How many years have you lived in Calgary?

*IF LESS THAN 1 YEAR, ENTER 0*

Minimum: 0, Maximum: 100  
\_\_\_\_\_ years

- <sub>4</sub> **Prefer not to answer**

**Q28**

We want to make sure our research is reflective of all Calgarians. Were you born in Canada?

*DO NOT READ LIST*

- <sub>1</sub> Yes
- <sub>2</sub> No
- <sub>9</sub> **[DO NOT READ]** Prefer not to answer

**Q29**

Are you Indigenous, that is, First Nations, Métis, or Inuit?

*MULTIPLE RESPONSES ARE ACCEPTED*

- <sub>1</sub> Yes - First Nations
- <sub>2</sub> Yes - Métis
- <sub>3</sub> Yes - Inuit
- <sub>4</sub> Yes - Prefer to self-describe (specify) \_\_\_\_\_
- <sub>5</sub> No *(Exclusive)*
- <sub>99</sub> **[DO NOT READ]** Prefer not to answer *(Exclusive)*

**Q30** *Show if Not Indigenous (Q29\_5 = 1 OR Q29\_99 = 1)*

Do you consider yourself a racialized person? A racialized person means someone, other than Indigenous people, who are non-Caucasian in race or non-white in colour.

- <sub>1</sub> Yes
- <sub>2</sub> No



# Questionnaire (continued)

- 98 Prefer to self-describe (specify) \_\_\_\_\_
- 99 **[DO NOT READ]** Prefer not to answer

**Q31a**

Which of the following categories best describes the total annual income, before taxes, of all the members of your household? Please stop me when I get to your category.

**READ LIST**

- 1 Less than \$90,000
- 2 \$90,000 to just under \$150,000
- 3 \$150,000 and over
- 9 **[DO NOT READ]** Don't Know
- 10 **[DO NOT READ]** Prefer not to answer

**Q31b** Show if Q31a Answered (Q31a = 1,2,3)  
Would that be...

**READ LIST – ACCEPT RESPONSES BEFORE FINISHING LIST**

- 1 Less than \$30,000 (Show if D10a Under90k (Q31a = 1))
- 2 \$30,000 to just under \$45,000 (Show if D10a Under90k (Q31a = 1))
- 3 \$45,000 to just under \$60,000 (Show if D10a Under90k (Q31a = 1))
- 4 \$60,000 to just under \$75,000 (Show if D10a Under90k (Q31a = 1))
- 5 \$75,000 to just under \$90,000 (Show if D10a Under90k (Q31a = 1))
- 6 \$90,000 to just under \$105,000 (Show if D10a 90k to under 150k (Q31a = 2))
- 7 \$105,000 to just under \$120,000 (Show if D10a 90k to under 150k (Q31a = 2))
- 8 \$120,000 to just under \$135,000 (Show if D10a 90k to under 150k (Q31a = 2))
- 9 \$135,000 to just under \$150,000 (Show if D10a 90k to under 150k (Q31a = 2))
- 10 \$150,000 to just under \$175,000 (Show if D10a 150k plus (Q31a = 3))
- 11 \$175,000 to just under \$200,000 (Show if D10a 150k plus (Q31a = 3))
- 12 \$200,000 to just under \$225,000 (Show if D10a 150k plus (Q31a = 3))
- 13 \$225,000 to just under \$250,000 (Show if D10a 150k plus (Q31a = 3))
- 14 \$250,000 and over (Show if D10a 150k plus (Q31a = 3))
- 15 **[DO NOT READ]** Don't Know
- 16 **[DO NOT READ]** Prefer not to answer

**Q32**

And what is your gender?

**DO NOT READ EXCEPT TO CLARIFY.**

IF NECESSARY - Gender refers to the gender that a person internally feels and/or the gender a person publicly expresses in their daily life, including at work, while shopping, or accessing other services, in their home or in the broader community.

- 1 Male

- 2 Female
- 98 Prefer to self-describe (specify:) \_\_\_\_\_
- 99 **[DO NOT READ]** Prefer not to answer

**Q33**

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

**DO NOT READ LIST**

- 1 Yes - myself
- 2 Yes - someone in my household
- 3 No (Exclusive)
- 4 **[DO NOT READ]** Prefer not to answer (Exclusive)

**Q34**

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

*ONLY IF ASKED: 2SLGBTQIA+ STANDS FOR TWO SPIRIT, LESBIAN, GAY, BI-SEXUAL, TRANSGENDER, QUEER OR QUESTIONING, INTERSEX AND ASEXUAL, WITH THE PLUS RECOGNIZING THERE IS ALSO A WIDE SPECTRUM OF IDENTITIES BEYOND THOSE IN THE ACRONYM*

- 1 Yes
- 2 No
- 9 **[DO NOT READ]** Prefer not to answer

**Q35a**

Would you be interested in participating in future research related to The City of Calgary?

- 1 Yes
- 2 No
- 3 **[DO NOT READ]** Don't know

**Q35b** Show if Willing to Participate in Future Research (Q35a = 1)

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

*Read back email address phonetically to confirm.*

- 4 Prefer not to answer

**Q35c** Show if Willing to Participate in Future Research (Q35a = 1)

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

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

First name: \_\_\_\_\_



# Questionnaire (continued)

Telephone number: \_\_\_\_\_  
 .d Prefer not to answer

**Q35d** Show if FollowUp Research Phone Number Provided ((Q35a = 1) AND NOT (Q35c\_b = Prefer not to answer))

Is this phone number a cell phone or a landline?

- 1 Cell phone
- 2 Landline
- 3 [DO NOT READ] Prefer not to answer

**Q35e** Show if Willing to Participate in Future Research (Q35a = 1)

Do you own or operate a local business in Calgary?

- 1 Yes
- 2 No
- 3 [DO NOT READ] Prefer not to answer

**end1**

This completes the survey. Thank you very much for taking the time to provide your input.



# Contact

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