

Calgary



# 2024 Perspectives on Calgary Survey: Downtown

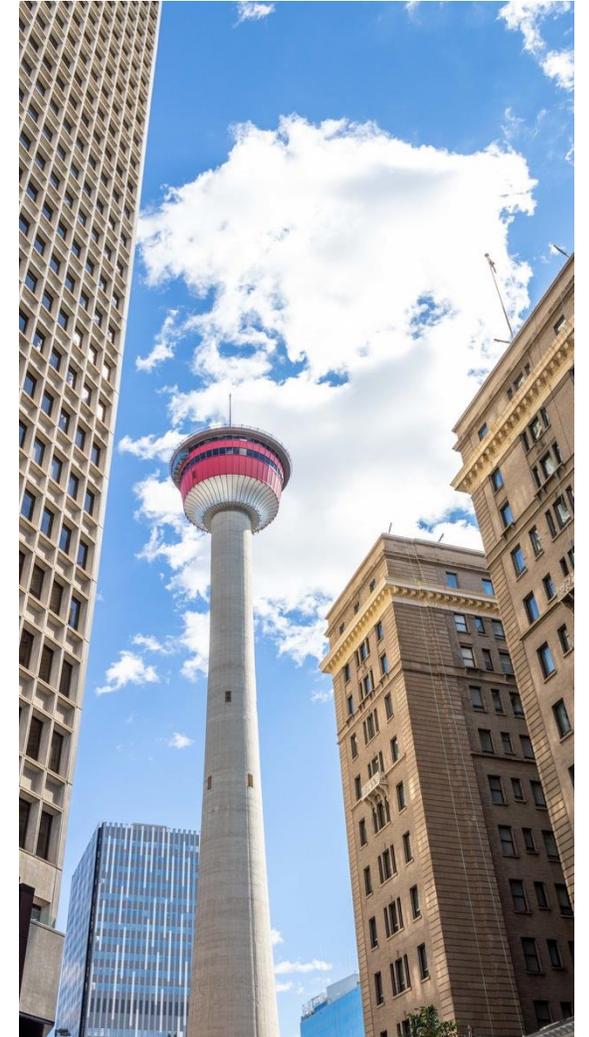
Final Report

February 2025

**Prepared by:** The Corporate Research Team  
City of Calgary  
[Research@Calgary.ca](mailto:Research@Calgary.ca)

# Table of contents

Background and methodology	3
Key findings	4
Highlights at a glance	6
Detailed findings	
Visitation frequency	7
Leisure preferences	11
Parking and accessibility	30
Sense of community and safety	33
Respondent profile	40
Contact	43



# Background and methodology

## Background

The City of Calgary surveys citizens 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. This wave focused on perceptions of and intentions to visit downtown Calgary by Calgarians not living within the Greater Downtown boundaries.

## Methodology

The telephone survey was conducted by Advanis from November 18 to 27, 2024 with 500 Calgarians (aged 18 years or older) **who reside outside of downtown**. The average time to complete the survey was 18 minutes.

The survey was conducted using numbers from both landlines (15%) and cell phones (85%) to obtain a random and statistically representative sample of Calgarians.

The margin of error (MOE) for the total sample of n=500 is  $\pm 4.4$  percentage points, 19 times out of 20.

To ensure the data was gathered from a representative group of Calgarians, sample quotas were set by age, gender, and city quadrant of the general population aged 18 and older. Data were weighted based on the latest census for age and gender. Although the results are weighted, sample size for each question represents the number of actual respondents (i.e., unweighted n).

Some charts and tables do not add to 100% due to rounding.

**\*Note:** This survey was previously conducted in 2023 and 2021, and period-over-period results are shown where the same questions were asked. Unlike 2024 and 2023 results, 2021 results are based upon unweighted data; please use caution when interpreting changes or trends from 2021.

# Key findings

## Perceptions of whether downtown Calgary is a safe, desirable leisure destination are split, and many safety measures are flat year-over-year, continuing to be down from 2021

- Less than one-half (47%) rate downtown as a desirable destination for leisure purposes, with a slim minority rating it 'very desirable' (8%).
  - While not a significant decline this wave, this continues a downward trend from 55% finding downtown desirable in 2021, to 53% in 2023 to 47% this year.
- A similar proportion (52%) rate downtown as safe overall (flat with 52% 2023 and down from 62% in 2021), with only 8% rating it 'very safe' (comparable to 5% in 2023 and down from 15% in 2021).
  - Further, six-in-ten (61%) indicate that safety concerns influence their decision to visit downtown, comparable to 58% in 2023 and up from 52% in 2021).
- While the majority (83%) continue to feel safe walking downtown alone during the day, only three-in-ten (31%) feel safe after dark.
  - Perceptions of safety after dark somewhat improved this year, with the proportion of those feeling unsafe after dark decreasing (67%, down from 73% in 2023).
- Further, a minority (36%) feel a sense of community when downtown (in line with 33% in 2023 and down from 44% in 2021) and around four-in-ten (38%) feel that downtown is safe for all residents and visitors regardless of ethnicity, race, religion or sexual identity (comparable to 39% in 2023 and down from 49% in 2021).
- A new measure this year, around six-in-ten (57%) agree that downtown Calgary is vibrant, with 15% strongly agreeing.

## Along with safety, parking continues to be a barrier to visiting downtown

- When asked what prevents them from visiting downtown more often or staying longer, safety was the top response (16%, comparable to 17% in 2023 and up from 7% in 2021), followed by parking in general (16%, comparable to 15% in 2023 and up from 6% in 2021) and a lack of affordable parking (11%, comparable to previous years).
- Additionally, the vast majority agree that downtown parking is too expensive (90%, comparable to 92% in 2023), and less than half (43%) agree that parking downtown meets their needs (43%, no change from 2023 results).

## Key findings (continued)

### Along with dining, entertainment and the arts and culture scene continue to be key reasons for visiting downtown, even among those who rate downtown as undesirable

- The majority agree that entertainment (89%), novelty or trying something new or different (81%) and enjoying the arts and culture scene (79%) are reasons they would visit downtown this year.
- Further, theatre or concerts (83%), dining (82%), and festivals or events (not including sports; 79%) continue to be the top activities they are likely to participate in.
- Those who rate downtown as an undesirable leisure destination are less likely to participate in all leisure activities downtown, except for visiting museums or art galleries and attending a sporting event.



# Highlights at a glance

## Downtown leisure visitation and perceptions



**45%**

Plan to visit downtown for leisure **at least monthly** in 2024

**47%**

Rate downtown as a **desirable destination** for their leisure time

**Top locations** likely to visit:

**78%** Prince's Island Park

**74%** East Village

**70%** Stephen Ave

## Leisure reasons to visit downtown



**89%** Entertainment / fun



**81%** Something new / different



**79%** Arts and culture



**73%** Time with friends and family

## Likelihood to participate in activities downtown



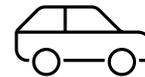
**69%**

Agree they love going downtown for the variety of dining options



*\*not including sports events*

## Barriers to visiting



**90%**

Agree **parking downtown** is too expensive

**43%**

Agree **parking downtown** meets their needs



**61%**

Say **safety concerns** influence their decision to visit downtown

**31%**

Feel **safe** walking alone downtown **after dark**

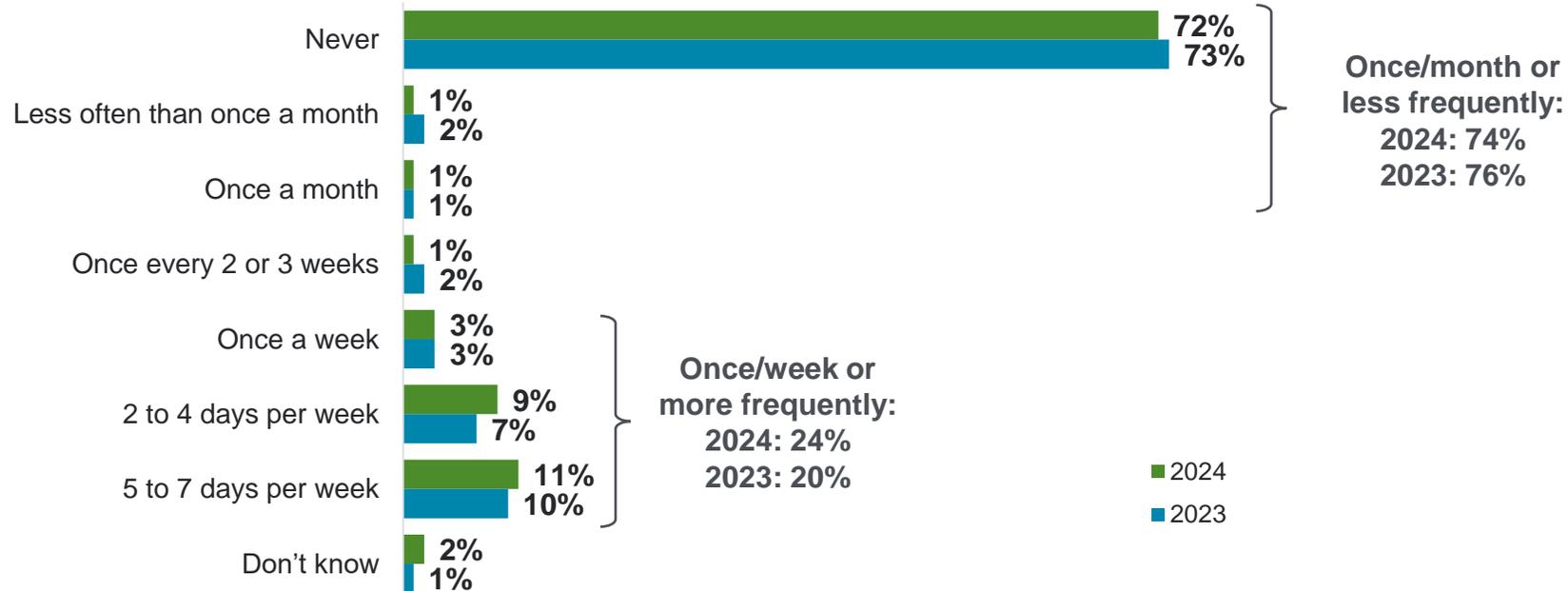


# Visitation frequency



# Frequency of working or attending school downtown

One-quarter (24%) of respondents expect to work or go to school downtown at least once per week in the coming year. Nearly three-quarters (72%) do not plan to go downtown for work or school in 2025.

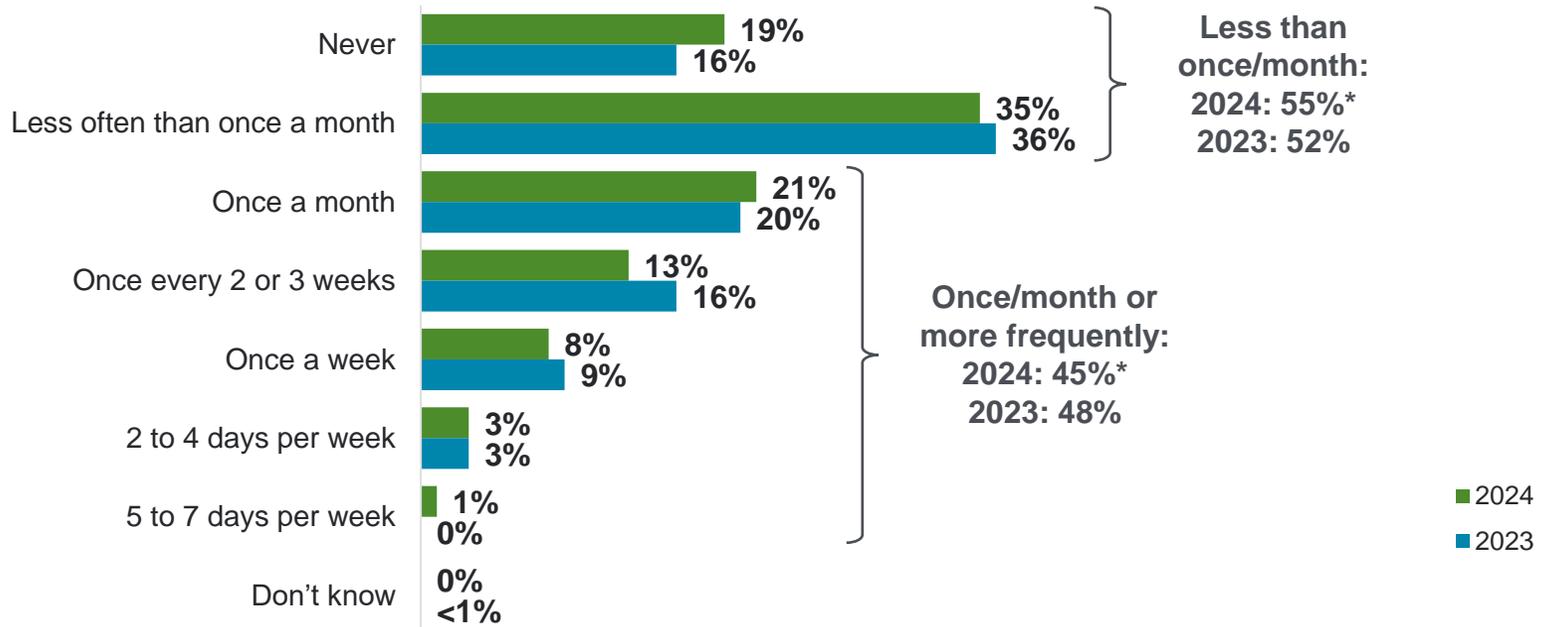


Q. How often do you expect to work or attend school downtown in 2025?  
Base: Valid respondents (n=500 for both survey years)



# Frequency of leisure visits downtown

Nearly one-half (45%) plan to visit downtown at least monthly for leisure purposes in 2025, while 55% plan to go less often (35%) or not at all (19%).



Q. How often do you think you will visit Calgary's downtown for leisure purposes in 2025?  
Base: Valid respondents (n=500 for both survey years)

\*Rounding

# Frequency of leisure visits downtown: Subgroup differences

Subgroups **more likely to visit** downtown for leisure purposes **once a month or more** include:

- Younger Calgarians (61% aged 18-34 vs. 42% aged 35-64 vs. 32% aged 65+);
- Males (50% vs. 40% females);
- Those with higher household incomes (52% \$150k or more vs. 37% less than \$90k);
- Those not born in Canada (57% vs. 42% born in Canada);
- Those who expect to work or attend school downtown (64% vs. 38% who don't); and
- Those who find downtown to be a desirable destination (69% vs. 24% who don't).

Subgroups **less likely to visit** downtown for leisure purposes **once a month or more** include:

- Those living in Southeast Calgary (30% vs. 47% in Northeast Calgary and 51% in each Southwest and Northwest Calgary).

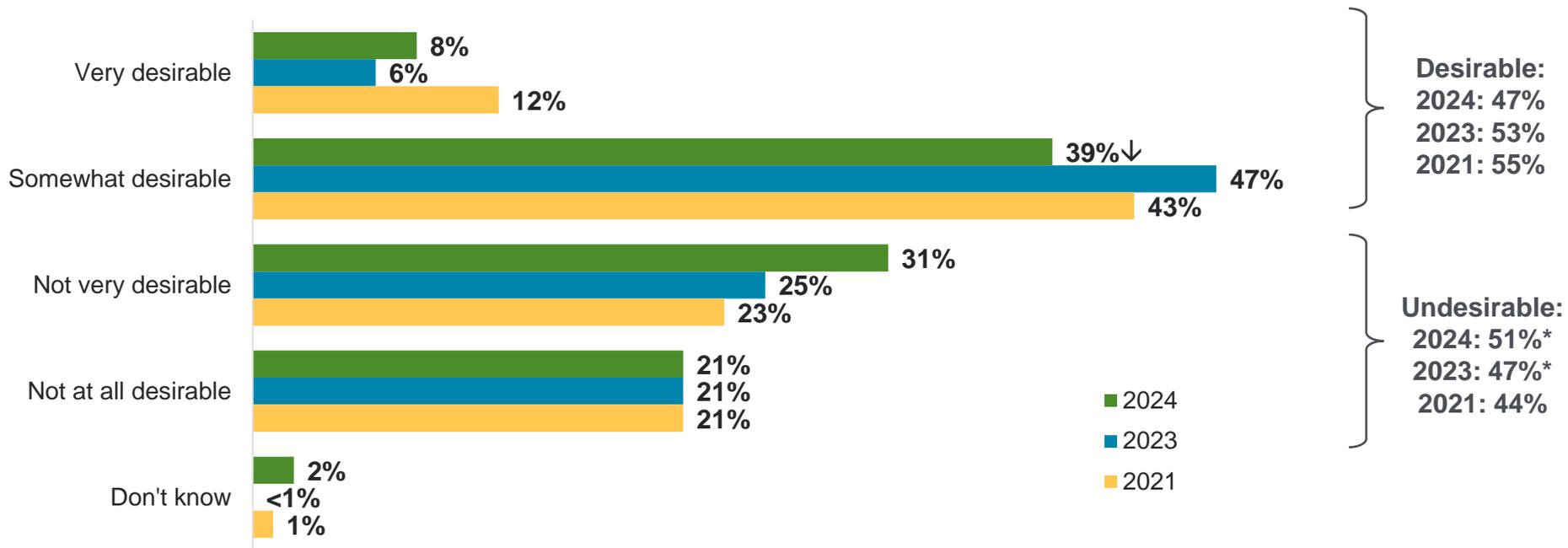


# Leisure visitation



# Desirability of downtown for leisure visits

Respondent perceptions of downtown as a desirable leisure destinations are split. One-half (51%) rate downtown as an undesirable destination, while the other half (47%) rate it desirable. This year saw a statistically significant decrease in the proportion rating downtown as a 'somewhat desirable' destination for their leisure time (39%, down from 47% in 2023), offset by a slight (not statistically significant) increase in those rating downtown as 'somewhat undesirable' (31%, up from 25%).



Q. Overall, how desirable is Calgary's downtown as a destination for your leisure time?  
 Base: Valid respondents (2024 n=500; 2023 n=500; 2021 n=502)

↑ Statistically higher than 2023  
 ↓ Statistically lower than 2023  
 \*Rounding



# Desirability of downtown: Subgroup differences

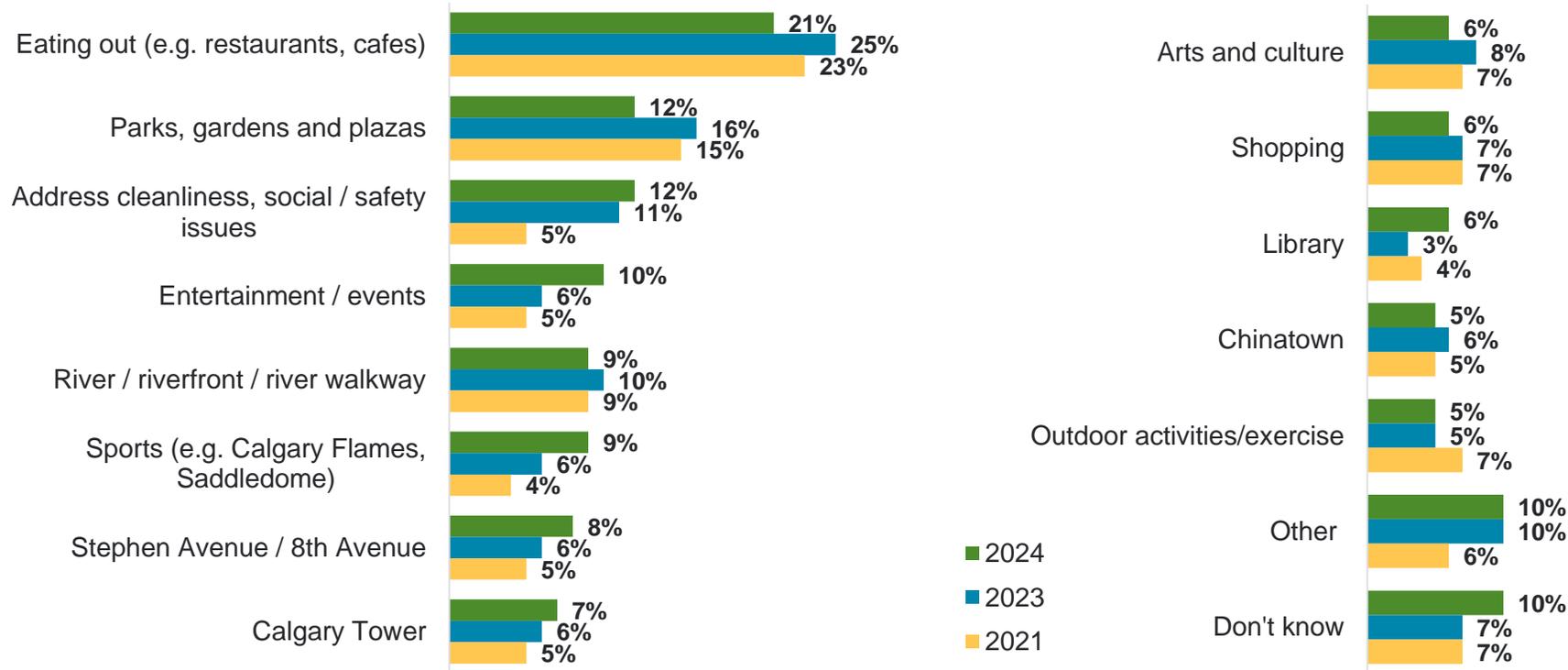
Subgroups **less likely** to rate Calgary's downtown as being a **desirable destination** for their leisure time include:

- Seniors (38% aged 65+ vs. 53% aged 18-34); and
- Those living in Southeast Calgary (38% vs. 55% living in Northeast Calgary).



# Top-of-mind downtown leisure associations

Respondents were asked what images come to mind when they think of a leisure visit to downtown Calgary. Dining out (21%), parks, gardens and plazas (12%) and the need to address cleanliness, social or safety issues (12%) were the top responses. Entertainment or events (10%), the riverfront or walkways (9%) and sporting events (9%) were also cited, by around one-in-ten respondents.



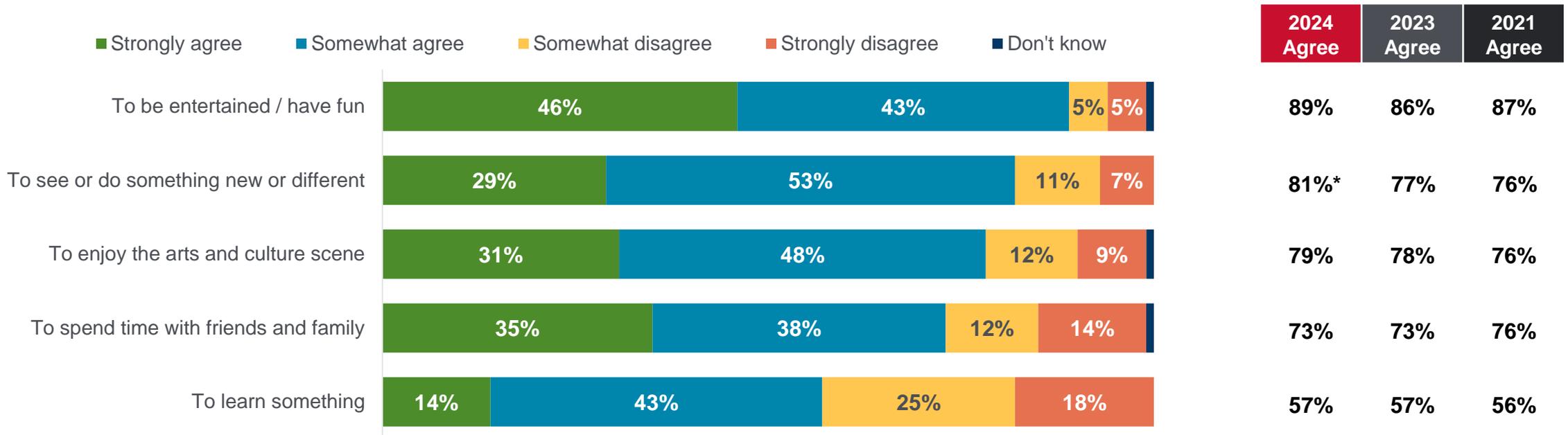
Q. Keeping in mind that Calgary's Greater Downtown includes the downtown core, the Beltline, East Village, Chinatown, Eau Claire and Downtown West, what images come to mind when you think of a leisure visit to downtown Calgary? [OPEN-END]  
 Base: Valid respondents (2024 n=500; 2023 n=500; 2021 n=502)

Multiple responses allowed  
 2024 mentions <5% not shown



# Reasons to visit downtown

Among those planning to go downtown for leisure in the upcoming year, majorities agree they would visit to be entertained or have fun (89%), for novelty (81%), to enjoy the arts and culture scene (79%) or to spend time with family and friends (73%). Nearly six-in-ten (57%) agree they would go downtown to learn something.



Q. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that the following are reasons you would choose to go downtown in the coming year.

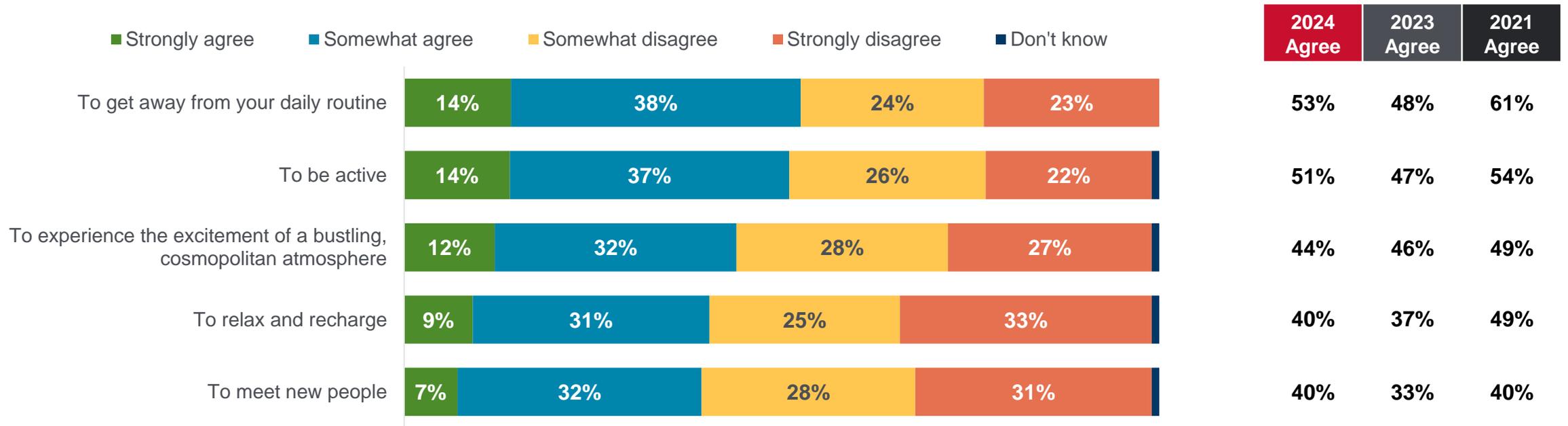
Base: Plan to visit downtown for leisure in upcoming year (2024 n=387; 2023 n=403; 2021 n=362)

Data labels <3% not shown  
\*Rounding



# Reasons to visit downtown (continued)

Around one-half would visit downtown in the coming year to get away from their daily routine (53%) or be active (51%), and just over four-in-ten (44%) would visit downtown to experience the excitement of a bustling, cosmopolitan atmosphere. Four-fifths would visit to relax and recharge (40%) or to meet new people (40%).



Q. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that the following are reasons you would choose to go downtown in the coming year.

Base: Plan to visit downtown for leisure in upcoming year (2024 n=387; 2023 n=403; 2021 n=362)

Data labels <3% not shown

# Reasons to visit downtown: Subgroup differences

- Those living in **Northeast** Calgary are more likely than those in other quadrants to visit downtown Calgary to:
  - See or do something new or different (90% vs. 75% in the Southwest and 75% in the Southeast);
  - Spend time with friends and family (83% vs. 63% in the Northwest);
  - Get away from their daily routine (64% vs. 45% in the Southwest); and
  - Meet new people (56% vs. 34% in the Southwest, 37% in the Southeast and 35% in the Northwest).
- Calgarians **aged 65+** are less likely than younger Calgarians to visit downtown to:
  - Be entertained or have fun (80% vs. 92% aged 18-34 and 91% aged 35-64);
  - See or do something new or different (67% vs. 86% aged 18-34 and 84% aged 35-64);
  - Spend time with friends or family (55% vs. 78% aged 18-34 and 76% aged 35-64);
  - Get away from their daily routine (40% vs. 61% aged 18-34); and
  - Meet new people (22% vs. 47% aged 18-34 and 41% aged 35-64).
- Those **not born in Canada** are more likely than those born in Canada to visit downtown to:
  - Be entertained or have fun (95% vs 87%);
  - Enjoy the arts and culture scene (86% vs. 76%);
  - Get away from their daily routine (67% vs. 48%);
  - Experience the excitement of a bustling, cosmopolitan atmosphere (61% vs. 38%);
  - Relax and recharge (53% vs. 36%); and
  - To meet new people (55% vs. 35%).

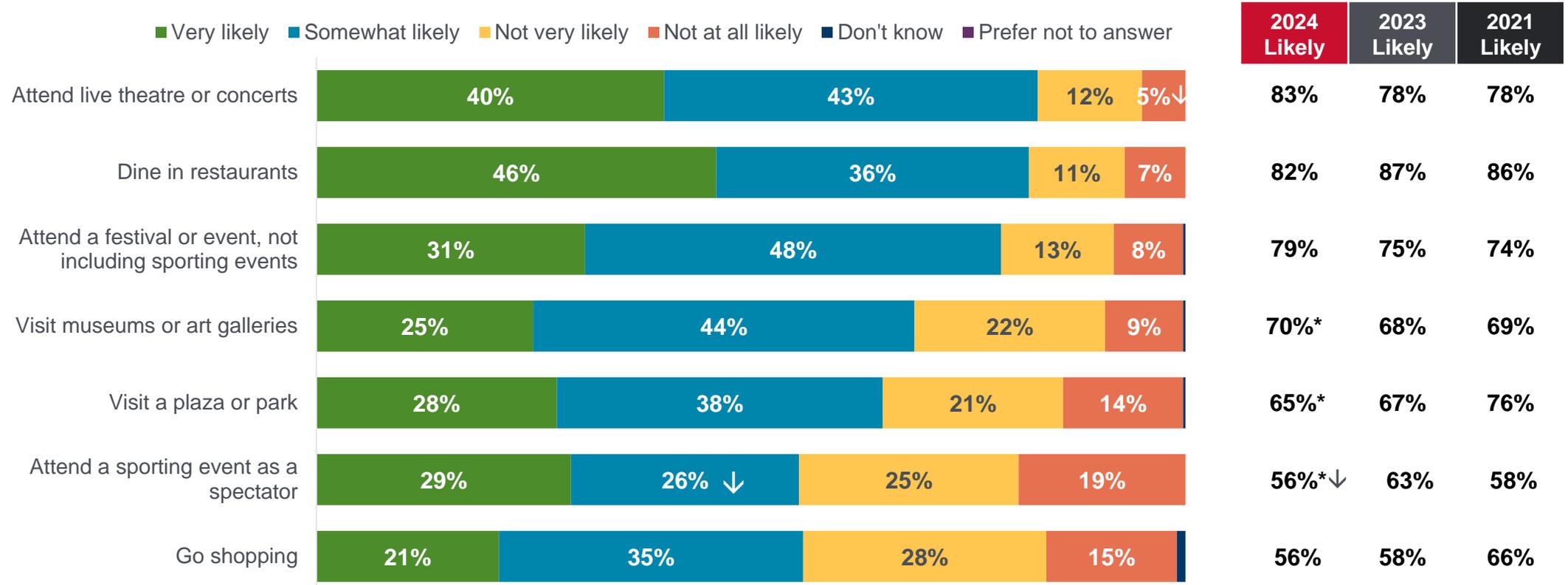
# Reasons to visit downtown: Subgroup differences (continued)

- Those with annual household **incomes less than \$90k** are more likely than those with incomes of \$150k or more to visit downtown to:
  - Get away from their daily routine (63% vs. 47%); and
  - Be active (63% vs. 42%).
- **Males** are more likely than females to visit downtown to meet new people (44% vs. 34%).
- **Racialized** Calgarians are more likely than non-Racialized Calgarians to visit downtown to:
  - Experience the excitement of a bustling, cosmopolitan atmosphere (59% vs. 38%); and
  - Meet new people (57% vs. 33%).
- Those who plan to visit downtown **once a week or more** are more likely than those planning to visit less often to:
  - Spend time with friends and family (87% vs. 70%);
  - Get away from their daily routine (71% vs. 50%);
  - Be active (66% vs. 49%);
  - Experience the excitement of a bustling, cosmopolitan atmosphere (67% vs. 40%);
  - Relax and recharge (63% vs. 36%); and
  - Meet new people (66% vs. 35%).



# Likelihood of participating in various activities

Among those planning to visit for leisure purposes in the coming year, attending live theatre or concerts (83%), dining at restaurants (82%) and attending a festival or event (not including sporting events; 79%) are the top activities people may do downtown. Seven-in-ten (70%) are likely to visit a museum or art gallery, while two-thirds (65%) are likely to visit a plaza or park. A slim majority are likely to attend a sporting event (56%) or go shopping (56%).



Q. I am going to read you a list of types of activities that people may do downtown. For each of these, please tell me if you are very likely, somewhat likely, not very likely, or not at all likely to participate in that activity downtown in the coming year.

Base: Plan to visit downtown for leisure in upcoming year (2024 n=387; 2023 n=403; 2021 n=362)

↑ Statistically higher than 2023  
↓ Statistically lower than 2023

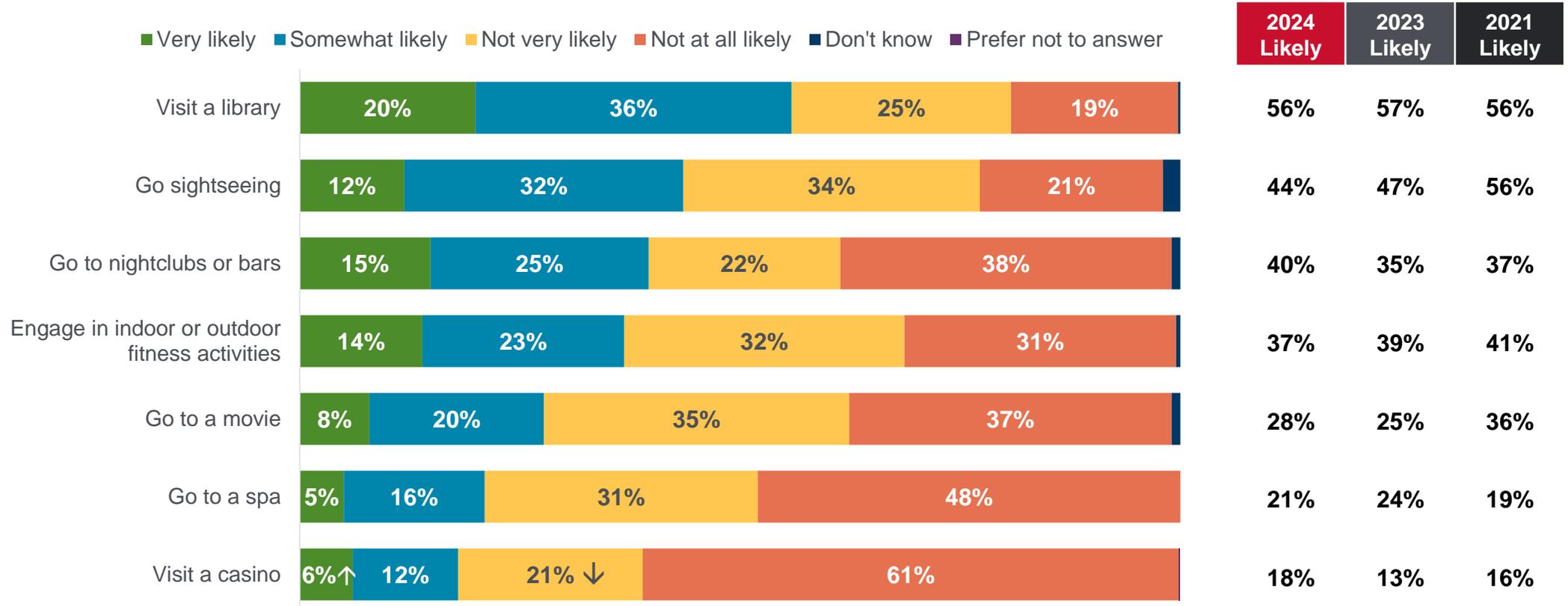
Data labels <3% not shown

\*Rounding



# Likelihood of participating in various activities (continued)

Just over one-half (56%) of those likely to go downtown for leisure purposes in 2025 are likely to visit a library, and around four-fifths are likely to go sightseeing (44%), to nightclubs or bars (40%) or to engage in fitness activities (37%). Minorities are likely to go to a movie (28%), to a spa (21%) or to a casino (18%).



Q. I am going to read you a list of types of activities that people may do downtown. For each of these, please tell me if you are very likely, somewhat likely, not very likely, or not at all likely to participate in that activity downtown in the coming year.  
 Base: Plan to visit downtown for leisure in upcoming year (2024 n=387; 2023 n=403; 2021 n=362)

↑ Statistically higher than 2023  
 ↓ Statistically lower than 2023  
 Data labels <3% not shown

# Likelihood of participating in activities: Subgroup differences

- Calgarians **aged 65+** are less likely than younger Calgarians to say they would participate in the following activities:
  - Dine in restaurants (70% vs. 86% of those aged 35-64);
  - Attend a festival or event (63% vs. 80% aged 18-34 and 84% aged 35-64);
  - Visit a park or plaza (46% vs. 70% aged 18-34 and 69% aged 35-64);
  - Visit a library (46% vs. 64% aged 18-34);
  - Watch a sporting event (34% vs. 57% aged 18-34 and 62% aged 35-64);
  - Go sightseeing (33% vs. 45% aged 35-64);
  - Go to nightclubs or bars (16% vs. 58% aged 18-34 and 36% aged 35-64);
  - Participate in fitness activities (17% vs. 43% aged 18-34 and 40% aged 35-64);
  - Go to a spa (6% vs. 28% aged 18-34 and 22% aged 35-64); and
  - Go to a casino (7% vs. 24% aged 18-34 and 18% aged 35-64);
- **Males** are more likely than females to say they are likely to:
  - Dine in restaurants (88% vs. 78%);
  - Attend a sporting event (66% vs. 47%);
  - Go to nightclubs or bars (49% vs. 29%);
  - Visit a casino (24% vs. 12%)
- **Females** are more likely than males to say they are likely to:
  - Attend live theatre or concerts (89% vs. 78%);
  - Visit a library (62% vs. 51%); and
  - Go to a spa (30% vs. 13%)

# Likelihood of participating in activities: Subgroup differences (continued)

- Those in **lower income households (<\$90k)** are more likely than higher earning households to say they would:
  - Visit museums or galleries (82% vs. 67% \$90k-\$150k and 66% \$150k or more);
  - Go sightseeing (56% vs. 32% \$150k or more); and
  - Go to a movie (38% vs. 21% \$150k or more).
- Those with **household incomes of \$150k or more** are more likely than lower income households to say they would watch a sporting event (69% vs. 42% \$90k-\$150k and 53% <\$90k).
- **Racialized Calgarians** are more likely than non-racialized Calgarians to say they would:
  - Dine in restaurants (89% vs. 79%)
  - Attend a festival or event (88% vs. 75%)
  - Visit a park or plaza (83% vs. 59%)
  - Visit a library (72% vs. 51%);
  - Go sightseeing (57% vs. 39%);
  - Participate in fitness activities (51% vs. 31%); and
  - Go to a spa (34% vs. 17%).

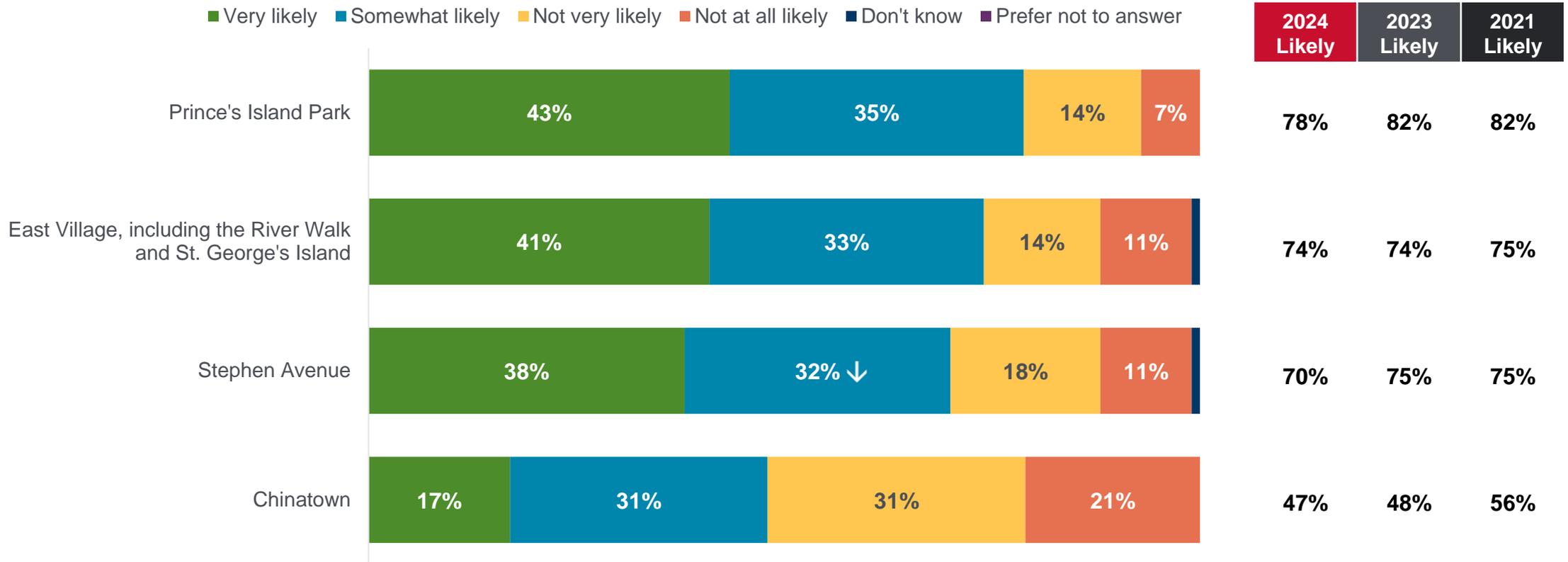
# Likelihood of participating in activities: Subgroup differences (continued)

- Those **born outside Canada** are more likely than those born in Canada to say they are likely to:
  - Attend a festival or event (88% vs. 76%)
  - Visit a park or plaza (80% vs. 60%)
  - Visit a library (74% vs. 50%);
  - Go sightseeing (55% vs. 40%); and
  - Go to a spa (34% vs. 17%).
- There is no difference in likelihood to participate in the following activities for those that plan to **frequently visit** downtown Calgary (weekly or more), compared to those who plan to visit less often:
  - Attend live theatre or concerts;
  - Attend a festival or event;
  - Visit museums or art galleries;
  - Visit a plaza or park;
  - Visit a library;
  - Go sightseeing;
  - Go to a spa; and
  - Visit a casino.
- Those who rate downtown Calgary as **desirable** are more likely than those that rate it undesirable to participate in all downtown activities except for:
  - Visiting museums or art galleries; and
  - Attending a sporting event.



# Likelihood of visiting specific locations

The majority of those planning to visit downtown in 2025 are likely to visit Prince’s Island Park (78%), East Village (74%) or Stephen Ave (70%). Around one-half (47%) plan to visit Chinatown.



Q. Now, I’m going to read a list of locations in downtown Calgary. For each one, please tell me how likely or unlikely you are to visit each location in the coming year for leisure.

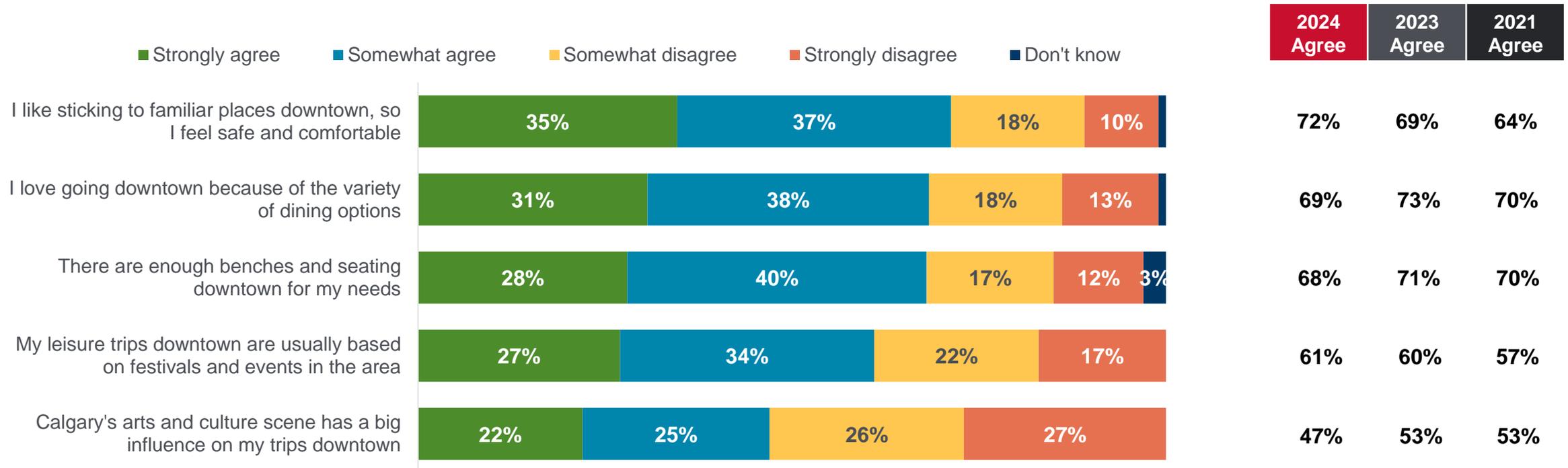
Base: Plan to visit downtown for leisure in upcoming year (2024 n=387; 2023 n=403; 2021 n=362)

↑ Statistically higher than 2023  
 ↓ Statistically lower than 2023  
 Data labels <3% not shown



# Perceptions of downtown as a leisure destination

Respondents were asked to rate their agreement with a number of statements about downtown Calgary. Seven-in-ten agree they like sticking to familiar places downtown so they feel safe and comfortable (72%), that they love going downtown because of the variety of dining options (69%), and that there are enough benches and seating for their needs (68%). Six-in-ten (61%) indicate their leisure trips are usually based on festivals and events in the area, and one-half (47%) agree that Calgary’s arts and culture scene has a big influence on their trips downtown.



Q. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, strongly disagree, or if it's not applicable.

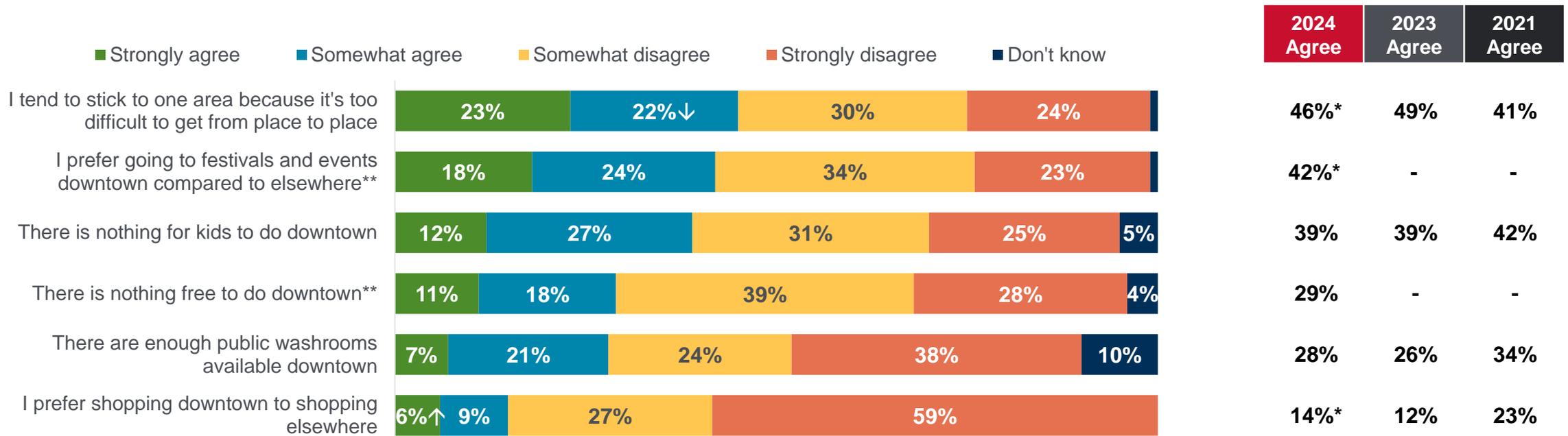
Will visit Downtown for leisure in following year (excludes N/A); bases vary

Data labels <3% not shown



# Perceptions of downtown as a leisure destination (continued)

Nearly one-half (46%) of respondents indicate they tend to stick to one area when they go downtown because it's too difficult to get from place to place, and a similar proportion (42%) agree they prefer going to festivals and events downtown compared to elsewhere. Four-in-ten (39%) feel there is nothing for kids to do downtown, while three-in-ten (29%) feel there is nothing free to do. A further three-in-ten (28%) agree there are enough public washrooms available downtown. A slim minority (14%) agree they prefer shopping in downtown Calgary to elsewhere.



Q. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, strongly disagree, or if it's not applicable.

Will visit Downtown for leisure in following year (excludes N/A); bases vary

↑ Statistically higher than 2023  
 ↓ Statistically lower than 2023  
 Data labels <3% not shown  
 \*Rounding  
 \*\*New question in 2024

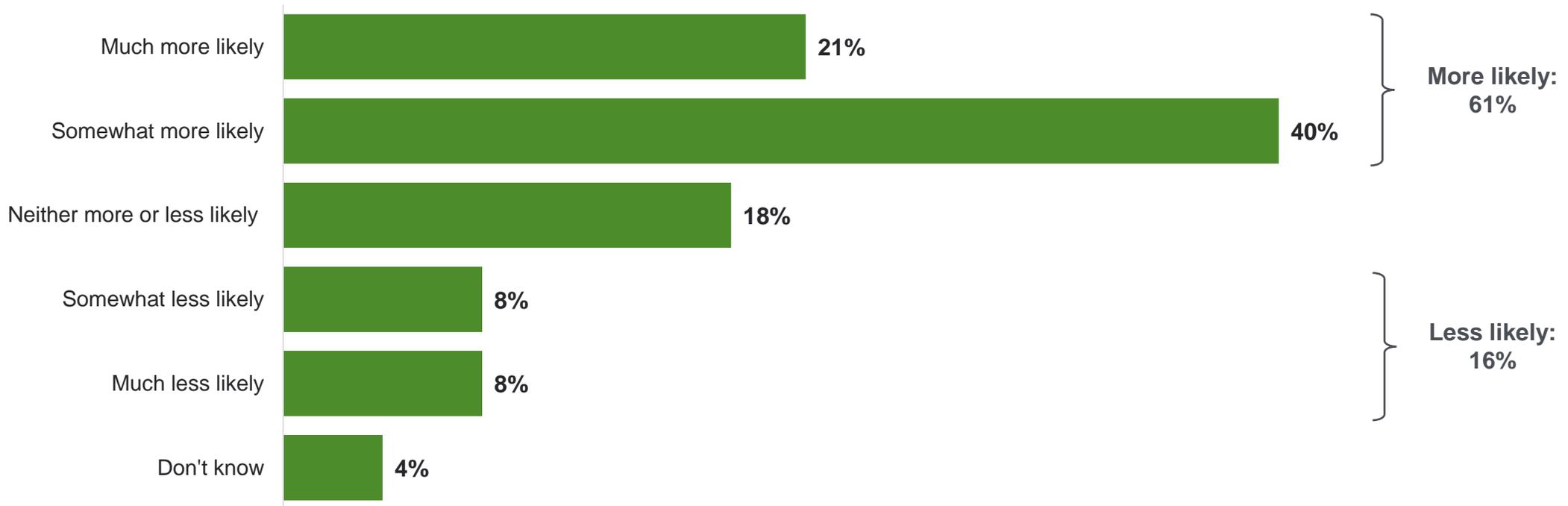
# Perceptions of downtown: Subgroup differences

- Calgarians **aged 65+** are more likely to agree that Calgary's arts and culture scene has a big influence on their trips downtown (64% vs. 42% aged 18-34 and 44% aged 35-64), and less likely to agree that:
  - They love going downtown because of the variety of dining options (54% vs. 79% of those aged 18-34); and
  - They prefer going to festivals and events downtown compared to elsewhere (29% vs. 44% aged 35-64).
- **Males** are more likely than females to agree that:
  - They love going downtown because of the variety of dining options (75% vs. 61); and
  - There is nothing for kids to do downtown (47% vs. 32).
- **Racialized** Calgarians and those **born outside Canada** are more likely than their counterparts to agree they prefer going to festival and events downtown compared to elsewhere (54% vs. 36% and 54% vs. 37%, respectively).
- Those **born outside Canada** are also more likely to agree that there are enough public washrooms located downtown (38% vs. 24% born in Canada).
- Those **with children in their household** are more likely than those without children in their household to agree that:
  - They like sticking to familiar places downtown, so they feel safe and comfortable (80% vs. 68%); and
  - There is nothing for kids to do downtown (47% vs. 34%).
- Conversely, those **without children in their household** are more likely to agree that Calgary's arts and culture scene has a big influence on their trips downtown (52% vs. 34% with children in their household).
- Those who find downtown to be a **desirable destination** are more likely to agree with positive statements about downtown, and less likely to agree with negative statements, except for:
  - I like sticking to familiar places downtown, so I feel safe and comfortable;
  - My leisure trips downtown are usually based on festivals and events in the area; and
  - There is nothing free to do downtown.



# Impact of washroom attendants on downtown plaza/park attendance

Respondents were asked to rate the level of impact washroom attendants at public washrooms downtown would have on their likelihood to visit a downtown park or plaza. Six-in-ten (61%) indicate it would make them more likely to visit, with 21% saying they would be ‘much more likely.’ A minority say they would be less likely (16%), and around two-in-ten (18%) are neutral, saying they would be neither more or less likely.



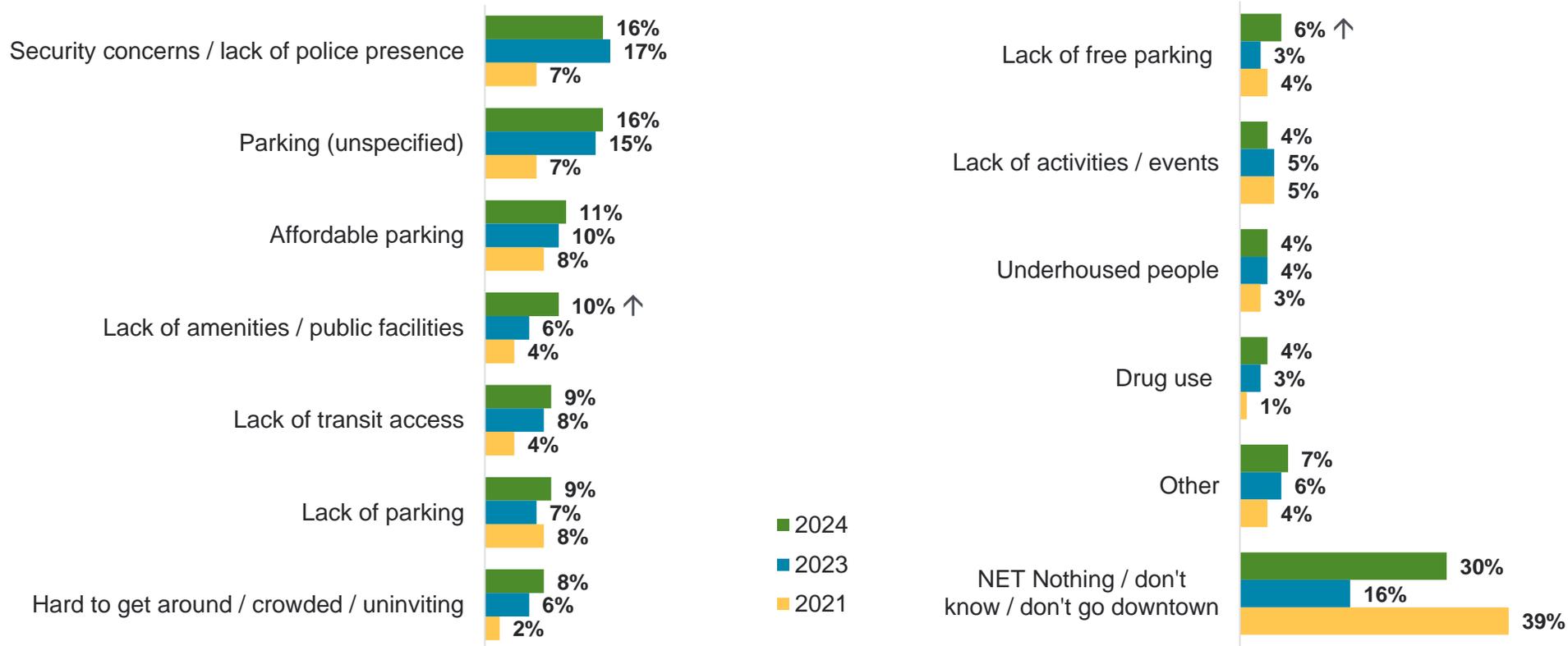
Q. If there were washroom attendants present at the public washrooms, would this make you much more likely, somewhat more likely, somewhat less likely, or much less likely to visit a downtown plaza or park?

Base: Valid respondents (n=500)



# Barriers to visiting downtown

Security concerns (16%) and parking concerns in general (16%) are the top mentioned barriers to visiting downtown. More specific parking issues are also named by respondents, including a lack of affordable parking (11%), a lack of places to park (9%) and a lack of free parking (6%). Further, one-in-ten (10%) mention a lack of amenities or public facilities as barrier to visiting downtown.



↑ Statistically higher than 2023  
 ↓ Statistically lower than 2023

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

Multiple responses allowed

2024 mentions <4% not shown

Q. What, if any, features or amenities are missing from downtown that prevent you from planning to visit more often or staying longer? [OPEN-END]  
 Base: Valid respondents (2024 n=500; 2023 n=500; 2021 n=502)

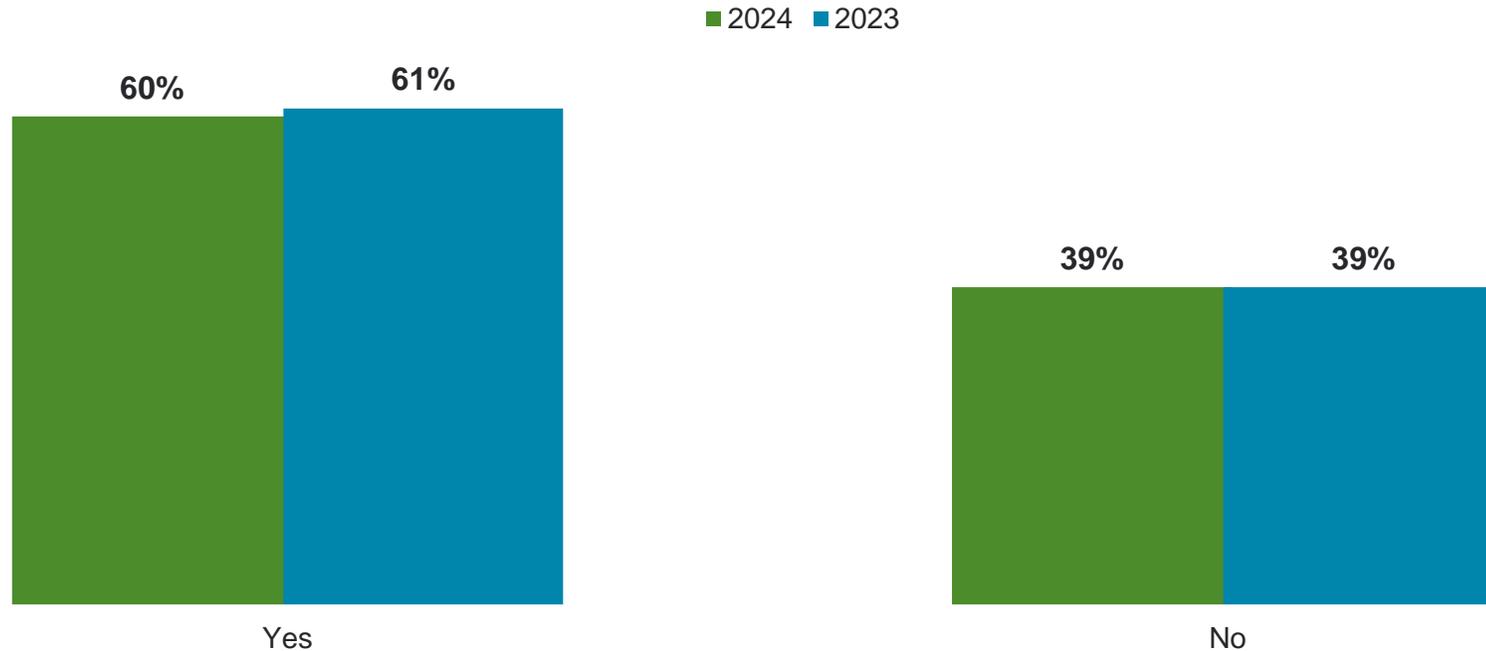


# Parking and accessibility



# Driving downtown for leisure purposes

Comparable to last year, six-in-ten (60%) respondents indicate that, in a typical year, they drive downtown for leisure purposes. The remaining four-in-ten (39%) do not.

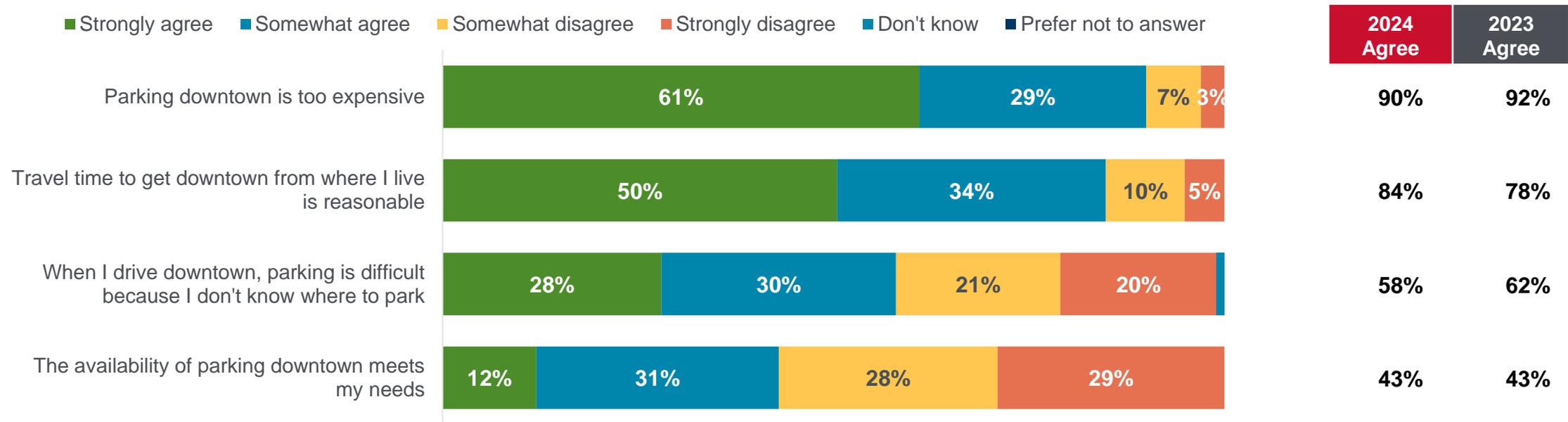


Q. In a typical year, do you ever drive downtown for leisure purposes?  
 Base: Valid respondents (n=500 for both survey years)



# Downtown accessibility and parking

Of those that drive downtown, the majority (90%) feel that parking downtown is too expensive. The majority (84%) also agree that the travel time to get downtown from where they live is reasonable. Six-in-ten (58%) find parking downtown difficult because they don't know where to park, while 43% agree that the availability of parking downtown meets their needs.



Q. For each of the following statements please tell me the extent to which you agree or disagree.  
 Base: Drive downtown (2024 n=283; 2023 n=289)

Data labels <3% not shown



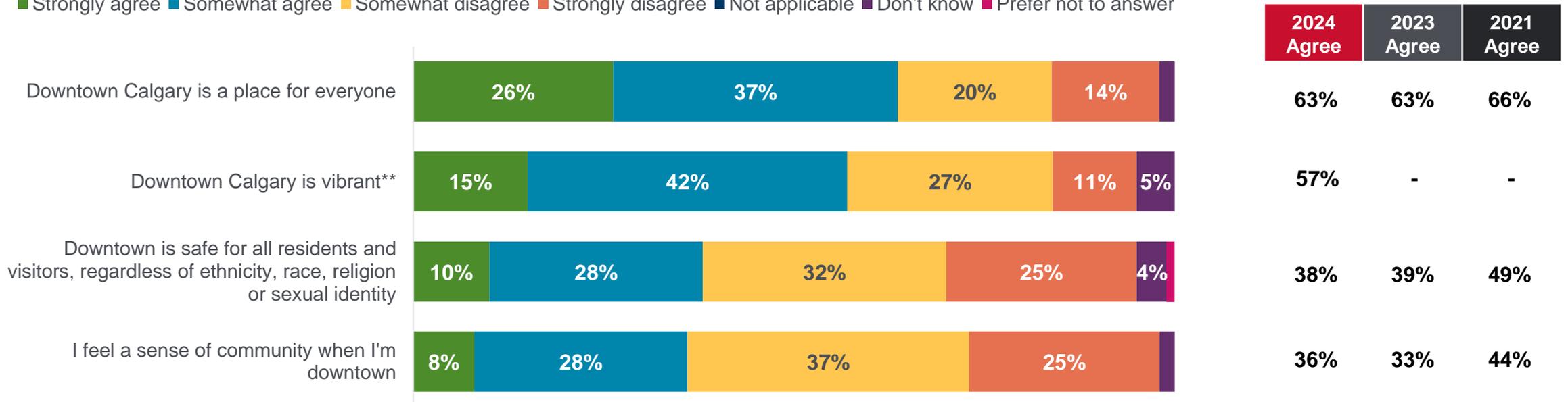
# Sense of community and safety



# Sense of place in Calgary's downtown

Results for statements regarding sense of place in downtown Calgary are comparable to previous years, with around two-thirds (63%) agreeing that downtown Calgary is a place for everyone, nearly four-in-ten (38%) agreeing downtown is safe for all residents and visitors, regardless of ethnicity, race, religion or sexual identity and a similar proportion (36%) feeling a sense of community downtown. New this year, respondents were asked whether Downtown Calgary is vibrant; nearly six-in-ten (57%) agree.

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Not applicable ■ Don't know ■ Prefer not to answer



Q. And to what extent do you agree or disagree with the following statements about Calgary's downtown?  
 Base: All respondents / plan to visit downtown for leisure in upcoming year (bases vary)

Data labels <3% not shown

\*\*New question in 2024

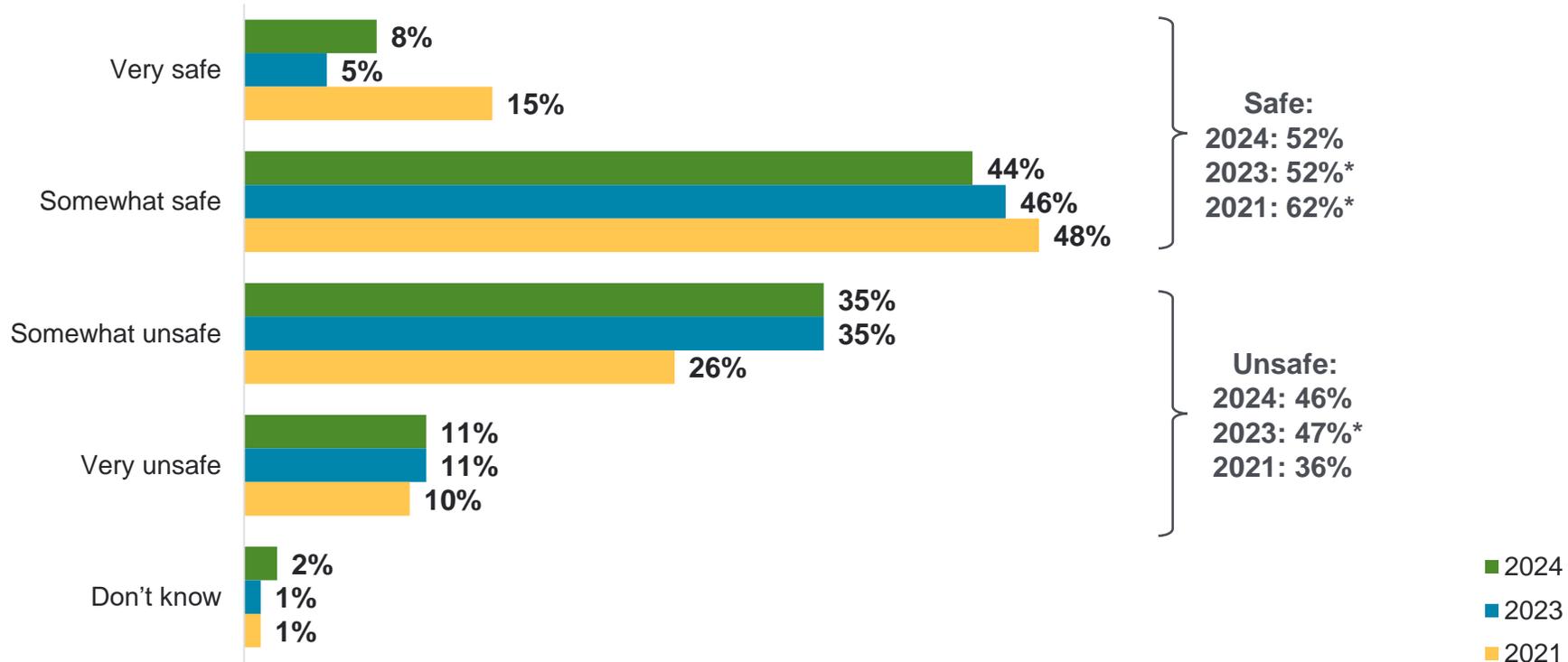
# Sense of community: Subgroup differences

- Subgroups most likely to agree that downtown Calgary is **vibrant** include:
  - Younger Calgarians (68% aged 18-34 vs. 56% aged 35-64 vs. 43% aged 65+);
  - Those with household incomes <\$90k (67% vs. 53% \$90k-\$150k and 52% \$150k or more);
  - Those who plan to visit downtown Calgary for leisure (71% weekly or more and 59% less often vs. 42% who don't plan to visit for leisure); and
  - Those who find downtown Calgary to be a desirable destination (74% vs. 43% who don't).
- Subgroups most likely to agree that downtown Calgary is **a place for everyone** include:
  - Those who plan to visit downtown Calgary for leisure (70% weekly or more and 65% less often vs. 52% who don't plan to visit for leisure);
  - Younger Calgarians (69% aged 18-34 vs. 55% aged 65+); and
  - Those who find downtown Calgary to be a desirable destination (77% vs. 50% who don't).
- Subgroups most likely to agree they **feel a sense of community** when downtown include:
  - Males (41% vs. 30% females); and
  - Those who find downtown Calgary to be a desirable destination (50% vs. 18% who don't).
- Those **born outside Canada** are more likely to agree that downtown is safe for all residents and visitors, regardless of ethnicity, race, religion or sexual identity (50% vs. 34% born in Canada).



# Perception of safety downtown: Overall

Perceptions of how safe downtown Calgary is are split, with one-half (52%) rating downtown as safe (8% 'very safe') and nearly one-half (46%) rating it unsafe (11% 'very unsafe'). Results are comparable to 2023, which experienced a 10-point decline in perceptions of safety compared to 2021 (52% vs. 62%).



Q. How safe or unsafe do you think Calgary's downtown is overall?  
 Base: Valid respondents (2024 n=500; 2023 n=500; 2021 n=502)

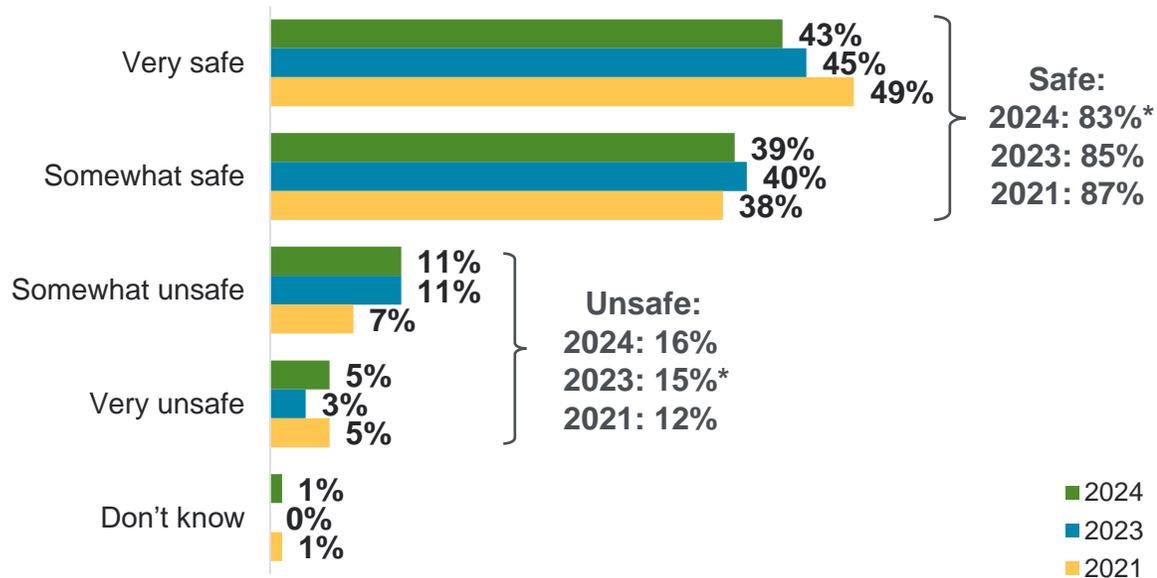
\*Rounding



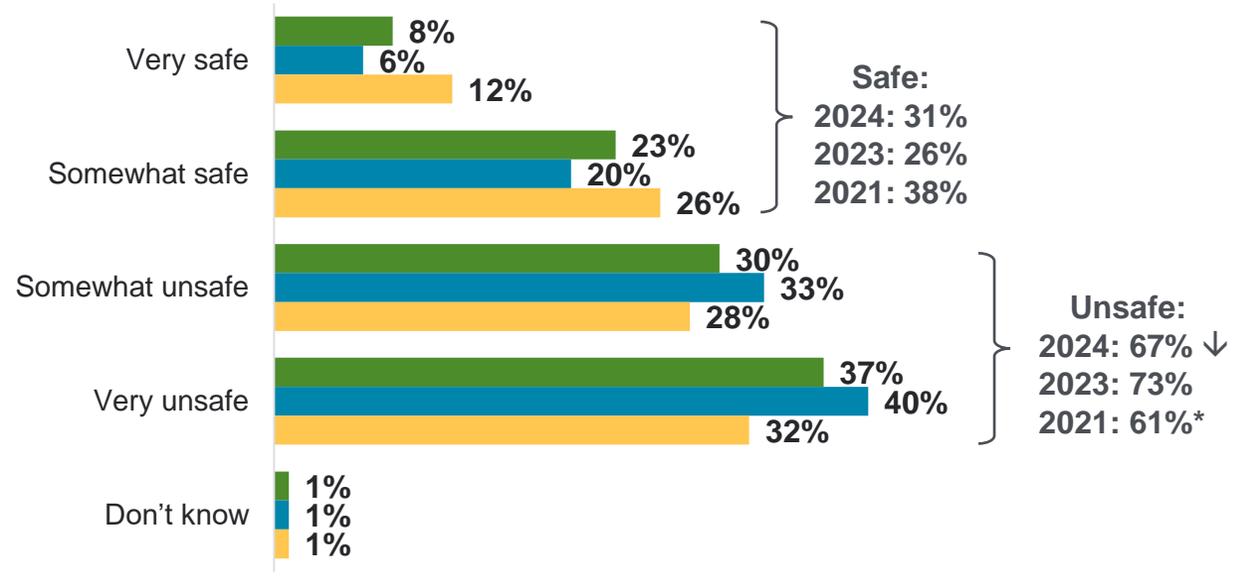
# Perception of safety downtown: Time of day

Large differences are observed for how safe residents feel in downtown Calgary during the day vs. the evening. The majority (83%) feel or would feel safe walking alone downtown during the day (43% feeling ‘very safe’), while a minority (31%) feel safe after dark (8% ‘very safe’). While these ratings are comparable to 2023, there was a decline in those feeling ‘unsafe’ after dark (67%, down from 73%).

Feeling of safety walking downtown alone during the day



Feeling of safety walking downtown alone after dark



↑ Statistically higher than 2023  
 ↓ Statistically lower than 2023

\*Rounding

Q. How safe do you feel or would you feel walking alone downtown during the day? After dark?  
 Base: Valid respondents (2024 n=500; 2023 n=500; 2021 n=502)

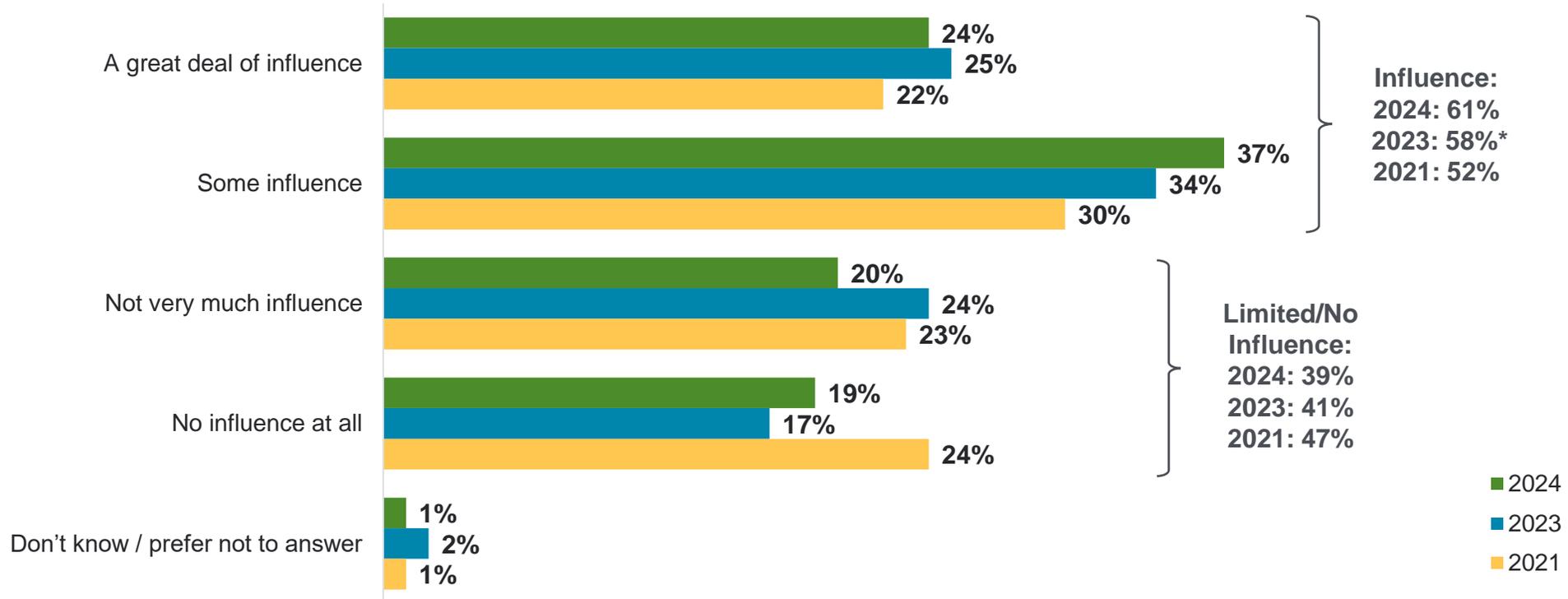
# Perceptions of safety: Subgroup differences

- Subgroups more likely to rate downtown Calgary as **unsafe** include:
  - Those born in Canada (50% vs. 32% not born in Canada);
  - Those who don't plan to visit downtown (64% vs. 41% to 42% who plan to visit at some frequency); and
  - Those who rate downtown as undesirable (61% vs. 32% that rate it desirable).
- Subgroups more likely to feel **unsafe walking alone** downtown both **during the day and after dark** include:
  - Females (during the day: 23% vs. 10% of males; at night: 82% vs. 52%);
  - Those who don't plan to visit downtown (during the day: 30% vs. 11% to 13% who plan to visit at some frequency; at night: 77% vs. 58% to 66%); and
  - Those who rate downtown as undesirable (during the day: 22% vs. 10% that rate it desirable; at night: 77% vs. 57%).
- Additionally, subgroups more likely to feel **unsafe walking alone** downtown **after dark** include:
  - Calgarians aged 65+ (78% vs. 63% aged 35-54); and
  - Racialized Calgarians (75% vs. 64% non-racialized).



# Influence of safety on downtown leisure visits

Comparable to last year’s results, six-in-ten (61%) respondents indicate that safety concerns influence their decision to visit downtown Calgary for leisure purposes, with one-quarter (24%) saying these concerns have a ‘great deal of influence.’ One-fifth (19%) say that safety concerns have no influence at all on whether they go downtown for leisure.



Q. How much of an influence do safety concerns have on your decision to visit downtown for leisure?  
 Base: Valid respondents (2024 n=; 2023 n=500; 2021 n=502)

\*Rounding



# Respondent profile



# Respondent profile

Quadrant of residence	
Southwest	28%
Southeast	24%
Northwest	28%
Northeast	20%

Gender*	
Female	50%
Male	48%
Prefer to self-describe	<1%
Prefer not to answer	1%

Education	
Completed high school or less	17%
Completed a Registered Apprenticeship or other trades certificate/diploma	8%
Completed a college or other non-university certificate/diploma	18%
Completed university degree or post-grad degree	56%
Prefer not to answer	1%

Home ownership*	
Own	74%
Rent	22%
Other	2%
Prefer not to answer	1%

Household size	
1	17%
2	32%
3 to 4	34%
5 or more	16%
Prefer not to answer	1%

Age	
18 to 24	9%
25 to 34	20%
35 to 44	19%
45 to 54	19%
55 to 64	13%
65 or older	20%

Income	
Less than \$90,000	29%
\$90,000 to <\$150,000	25%
\$150,000 or more	34%
Don't know	5%
Prefer not to answer	8%

Children in household*	
Yes	30%
No	68%
Prefer not to answer	1%

Years lived in Calgary	
Less than 10	11%
10 to less than 20	18%
20 years or more	70%
Prefer not to answer	1%

Seniors in household	
Yes	28%
No	72%

Base: Valid respondents (n=500)



# Respondent profile (continued)

Disability in household <sup>^</sup>	
Yes - myself	9%
Yes – someone in my household	9%
No	83%
Prefer not to answer	<1%

Identify as 2SLGBTQIA+	
Yes	7%
No	92%
Prefer not to answer	1%

Born in Canada	
Yes	76%
No	24%
Prefer not to answer	<1%

Identify as Indigenous <sup>^</sup>	
Yes – First nations	2%
Yes - Metis	2%
Yes - Inuit	0%
Yes – Prefer to self-describe	0%
No	96%
Prefer not to answer	<1%

Identify as Racialized	
Yes	22%
No	74%
Prefer to self-describe	<1%
Prefer not to answer	3%

Base: Valid respondents (n=500)

<sup>^</sup>Multiple responses permitted



# Contact

**The Corporate Research Team**  
Customer Service and Communications  
The City of Calgary  
[Research@Calgary.ca](mailto:Research@Calgary.ca)