

Calgary



# 2024 Economic Perspectives Research

Final Report

October 2024

Prepared by:



**ADVANIS**

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# Background and methodology

## Background

Since 2017, The City of Calgary has conducted multiple waves of the Economic Perspectives Survey. This telephone survey provides an opportunity for The City to collect data from Calgarians on the topic of Calgary's economy, both current and future, to inform decision-making. Generally, four waves are conducted each year.

## Methodology

The telephone survey was conducted by Advanis from September 18<sup>th</sup> to October 1<sup>st</sup>, 2024. A total of 508 Calgarians participated, completing the survey in an average of 15 minutes.

The survey was completed using numbers from both landlines (19%) and cell phones (81%) to obtain a random and statistically representative sample of Calgarians. The margin of error (MOE) for the total sample of n=508 is  $\pm 4.3$  percentage points, 19 times out of 20 (though larger 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 latest federal census for age, gender, and city quadrant. The weighting efficiency was 84%. 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 period and ↑ denotes a significant increase from the previous period, unless otherwise specified. Some charts and tables do not add to 100% due to rounding.

The Economic Perspectives Research has been conducted quarterly for many years. Throughout the report, the last six quarters are presented. However, all available quarterly tracking data is included in the appendices.

# Highlights at a glance

## QUALITY OF LIFE & ECONOMY



**64%**  
(-2%pt)

Rate the **quality of life** in Calgary as “good”



**52%**  
(-5%pt)

Rate the **economy** in Calgary as “good”



**40%**  
(-6%pt)

Agree now is a **good time to start a new business** in Calgary



**50%**  
(+1%pt)

Agree Calgary is **attracting enough investment** from outside of the province to help the economy

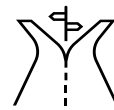
## INFRASTRUCTURE INVESTMENT



**76%**  
(-1%pt)

Think it is a good time for The City of Calgary to be **investing in new projects**

## ECONOMIC RECOVERY & ROLE OF GOVERNMENT



**51%**  
(+5%pt)

Trust The City to make the **right decisions to help** the city through **economic recovery**



**40%**  
(-6%pt)

Agree now is a **good time to start a new business** in Calgary

## AWARENESS OF ECONOMY, TAXES, AND USER FEES



**73%**  
(-6%pt)↓\*

Have **read, seen, or heard** anything about Calgary's **economy or economic conditions** in the past three months



**54%**  
(-8%pt)↓\*

Are aware that The City **collects property tax on behalf of the Province**



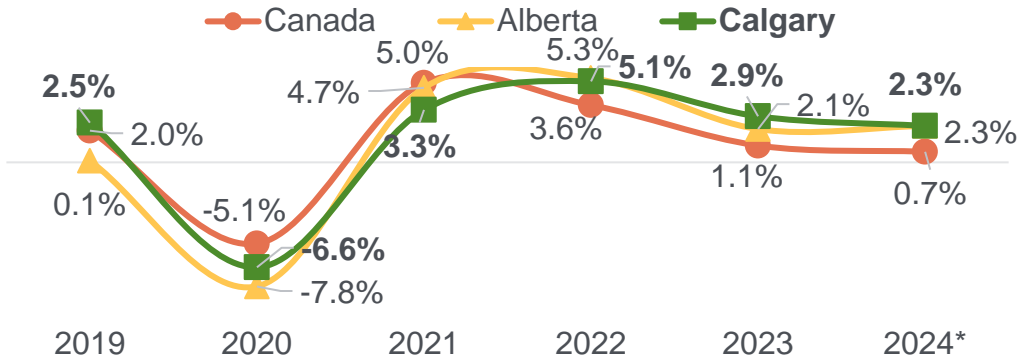
**38%**  
(-6%pt) \*

Are aware **thirty-five per cent** of taxes collected by The City are **transferred to the Province**

↑ Statistically higher than the previous wave  
↓ Statistically lower than the previous wave  
\* Semiannual, compared to last quarter with data

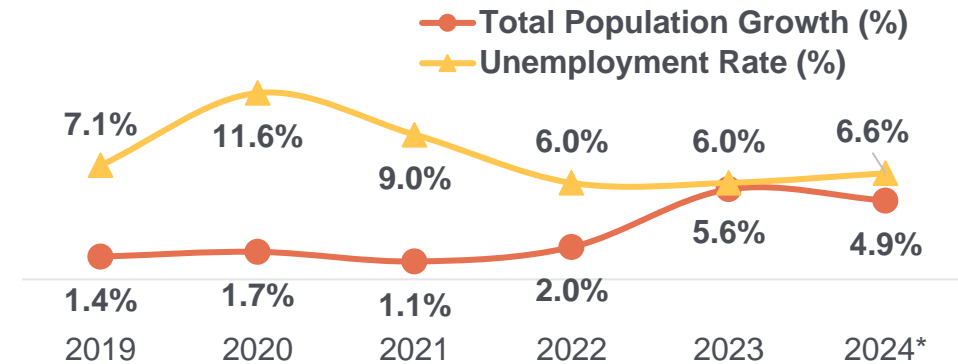
# Survey context: Economic Indicators

## REAL GROSS DOMESTIC PRODUCT GROWTH



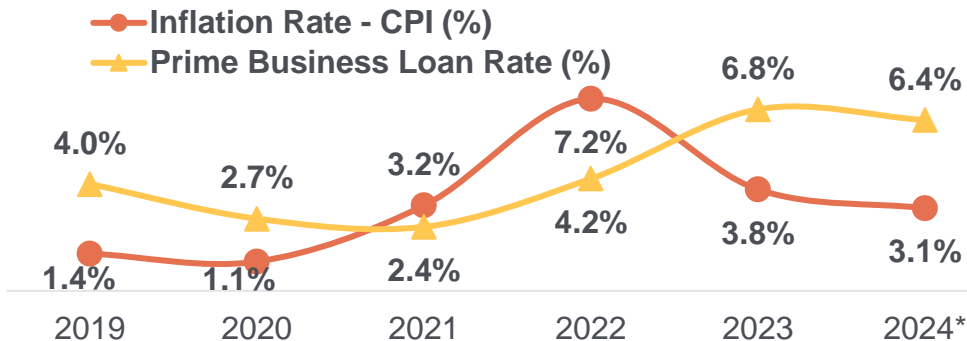
Real GDP growth was projected to decrease in 2024 at the municipal and federal levels but increase at the provincial level. Just 16% of Calgarians expect the economy to be stronger in six months.

## CALGARY INDICATORS



Despite population growth being projected to slow, the unemployment rate is projected to slightly increase in 2024. Following the same trend, three-fifths of Calgarians expect unemployment to get worse in the next six months (similar to last quarter's proportions).

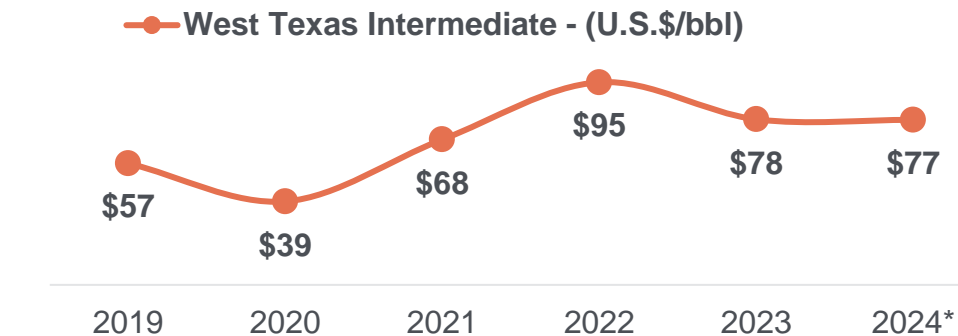
## INFLATION AND INTEREST RATES



While the forecasted inflation rate is projected to decline again and forecasted interest rates are projected to decrease, just over one-in-ten Calgarians (12%) that have read, seen, or heard about Calgary's economy mention they were informed about the high cost of living and/or inflation.

Source: Calgary & Region Economic Outlook 2024-2029: Spring 2024 (<https://www.calgary.ca/research/economic-outlook.html>)

## PRICE OF OIL



Oil prices (WTI) are anticipated to remain consistent with 2023 levels. Meanwhile, 82% of Calgarians think it's crucial for Calgary to strike a better balance between oil and gas and other sectors within its local economy.

\* 2024 Forecast



# Survey context: September 2024

April 5: Labour Market Review for March 2024 is released. The Calgary Census Metropolitan Area's (CMA) seasonally-adjusted unemployment rate increased for the third straight month, rising to 6.5% in March 2024 as solid population growth and a weaker economy continue to tighten the competition for job openings.

April 10: Bank of Canada releases policy interest rate (target at 5.00% as in March)

April 16: Inflation Review for March 2024 is released. The Consumer Price Index (CPI) for the Calgary Census Metropolitan Area (CMA) increased by 4.2% year-over-year (YoY), a considerable drop from 5.1% in February 2024.

June 5: Bank of Canada releases policy interest rate (target at 4.75%, down from 5.00% in April).

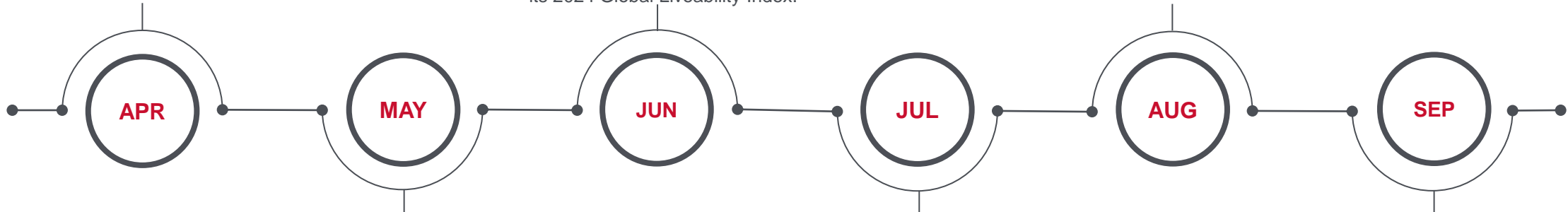
June 5: The City discovers a large water main break on the Bearspaw South Feeder Main, resulting in strict outdoor water use rules and voluntary indoor water conservation guidelines. Repairs were completed on June 30 and restrictions started to be lifted on July 6.

June 25: The year-over-year inflation rate for the Calgary CMA netted out at 3.6% for May, compared to 2.9% nationally. The main contributors to Alberta's inflation rate were shelter (+2.07%pts), food (+0.47%pts), and transportation (+0.57%pts).

June 26: The Economist Intelligence Unit (EIU) ranks Calgary in 5<sup>th</sup> place in its 2024 Global Liveability Index.

August 9: Job growth in the Calgary Economic Region (CER) is mainly fueled by part-time positions in the services industry, with full-time employment down. From July 2023 to July 2024, the CER added 21,800 jobs, but full-time roles fell by 1,300, while part-time jobs rose by 23,000. Most of the new jobs in July 2024 were part-time.

August 19: In the first half of 2024, Calgary ranked third in Canada for venture capital investment, attracting \$346 million through 33 deals—up \$118 million and three deals from the previous year. This marked the first time Calgary surpassed Vancouver, which had \$178 million in investment from 32 deals.



May 5: Calgary Economic Region (CER) report states that despite solid job growth, there has been a noticeable shift in the type of jobs added, with a significant number of the new positions being in the part-time industries.

July 16: High inflation did not dissuade Calgarians from attending the Calgary Stampede. While ticket prices soared by 38.8 per cent since 2019 (general inflation increased by 20.1 per cent during the same period), the Calgary Stampede 2024 still cracked the attendance record.

July 24: Bank of Canada releases policy interest rate (target at 4.50%, down from 4.75% in June).

July 31: Real gross domestic product (GDP) in Canada grew 0.2% in May, following a 0.3% increase in April. The goods-producing industries grouping (+0.4%) was the main contributor.

September 4: Bank of Canada releases policy interest rate (target at 4.25%, down from 4.50% in July).

September 6: In August 2024, Calgary's unemployment rate increased to 7.4 percent, reflecting a significant rise of 1.4 percentage points compared to August 2023.

September 17: In August 2024, the Consumer Price Index (CPI) for the Calgary Census Metropolitan Area (CMA) rose by 2.3 percent year-over-year, a decrease from the 2.9 percent recorded in July. This indicates two consecutive months of slowing inflation in Calgary.

## \* Economic Perspectives Surveys Field Dates:

- 2024 Wave 2: July 10 to July 17
- 2024 Wave 3: September 18 to October 1

# Key findings

## **Perceptions of overall quality of life in Calgary have remained stable in the third quarter of 2024 after a significant decrease in March 2024.**

- Two-thirds (64%) of Calgarians currently rate their quality of life in Calgary as “good” (ratings of seven to ten on a ten-point scale), compared to 66% in the last quarter.
- In Calgary, 72% of residents in the Northwest report a good quality of life, while only 52% in the Northeast do. Lower-income residents earning under \$90k are less optimistic, with 54% reporting a positive experience. Similarly, those identifying as BIPOC report a good quality of life at 56%, compared to 69% of non-BIPOC residents.

## **Positive ratings of Calgary and Alberta’s economies slightly decreased by 5 percentage points since June 2024.**

- Positive perceptions of the economic situation in Calgary (52%) and Alberta (53%) have slightly declined, albeit not significantly, since last quarter, down from 57% and 58%, respectively.
- Younger Calgarians (aged 18 to 34) are less optimistic, with only 37% viewing Calgary's economy positively, compared to 59% of those aged 55 and older.
- Additionally, female Calgarians (48%) are more optimistic about Canada’s economy than their male counterparts (37%).
- Higher-income Calgarians earning \$150,000 or more are also more likely to have a favorable view of Alberta's economic situation (62%).

## **Expectations of Calgary's economy improving in the next six months have slightly decreased since last quarter, while predictions of a weaker economy have risen, albeit not significantly.**

- Despite this, a majority of Calgarians (56%) expect the economy to remain the same.
- Interestingly, lower-income residents are more optimistic about economic strengthening in the coming months (22%) compared to those earning over \$90k (10%).

# Key findings

## **Perceptions of The City's role in the economic recovery have not changed significantly compared to last quarter.**

- Trust in The City to make the right decisions to help the city through economic recovery and confidence in its ability to collaborate with local businesses and other government levels has slightly increased to 51% (a non-significant change from 46% in June 2024).
- The proportion of residents who feel that now is a good time to start a new business has slightly decreased from 46% in June 2024 to 40% this quarter.

## **While most Calgarians are informed about The City's economic conditions, fewer are reporting so this quarter.**

- Significantly fewer (73%) remember reading, seeing, or hearing information about The City's economic conditions in September 2024 compared to March 2024 (79%).
- Among them, about one-fifth (19%) specifically mention topics related to housing, rent, and mortgages, while another one-fifth (18%) have heard about the declining job market and rising unemployment rates.

## **Calgarians consistently believe it is a good time for The City to invest in infrastructure.**

- About three-quarters (76%) of Calgarians believe now is a good time for The City to invest in new projects like roads, public transportation, and local facilities.
- Projects that create jobs continue to be seen as the most important (58%), followed by those that enhance economic diversity (51%).

## **Awareness of The City collecting provincial property tax is down.**

- Awareness of The City's role in collecting provincial property tax on behalf of the Provincial Government has significantly declined to 54%, down from 62% earlier in the year. Meanwhile, awareness that 35% of the taxes collected by The City are transferred to the province has also decreased slightly (but not significantly), from 44% in March 2024 to 38% this quarter.



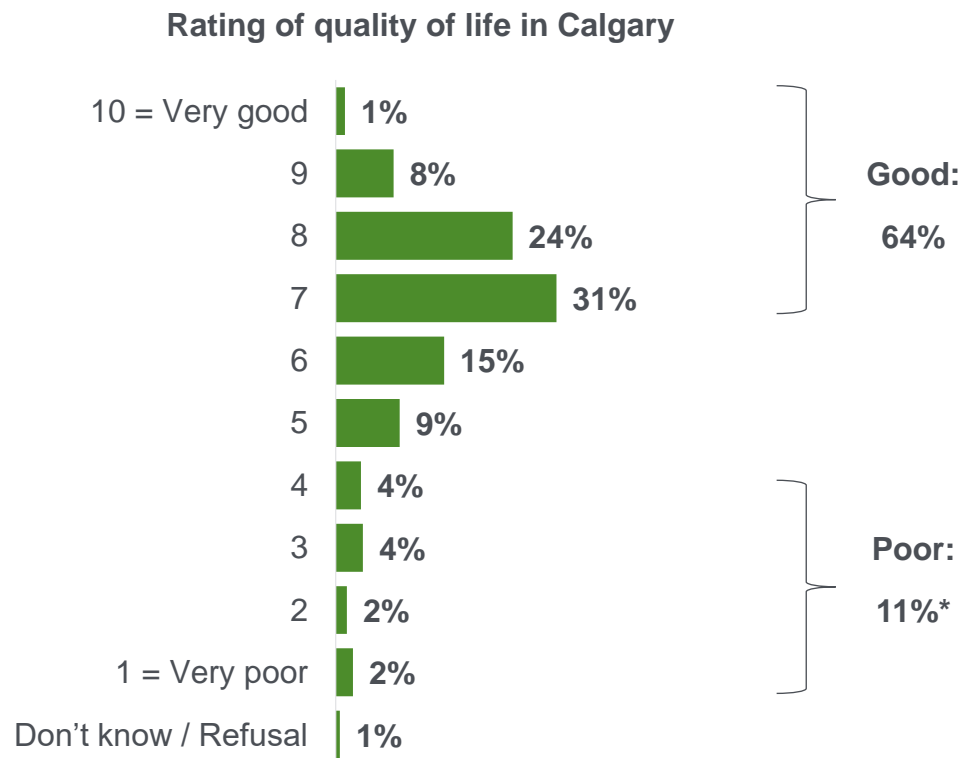


# Detailed findings

## Quality of life

# Overall quality of life in Calgary

Almost two-thirds (64%) of Calgarians rate their quality of life in Calgary as “good” while just over one-in-ten (11%) rate it as “poor”.

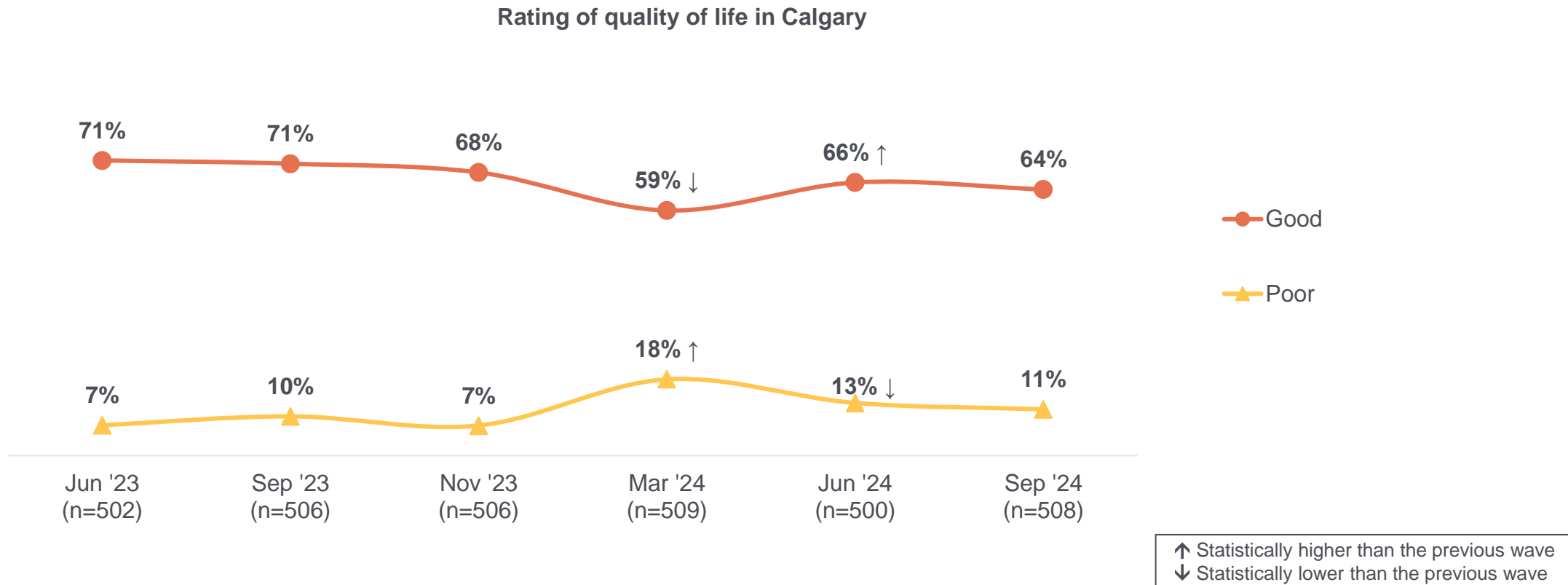


Q2. On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in Calgary today?  
Base: all respondents (n=508)

\* Rounding

# Tracking overall quality of life in Calgary

Positive quality of life ratings remain similar to those from the past quarter.



Q2. 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



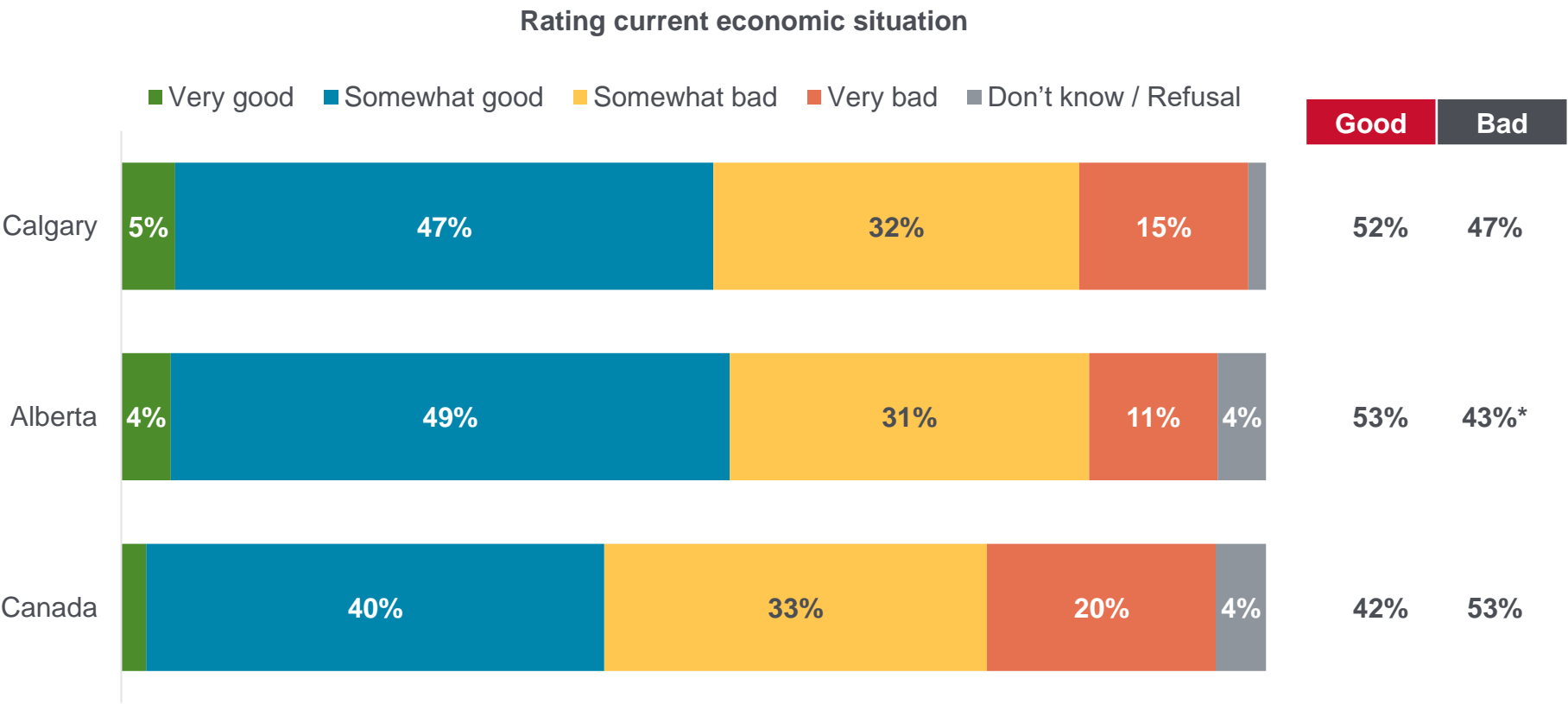


# Detailed findings

## The economy and economic recovery

# Current economic situation

Just over half of Calgarians perceive the economic situation in Calgary and Alberta as “good” (52% and 53%, respectively). Conversely, a similar number (53%) hold a negative view of the economic situation in Canada as a whole.



Q6. How would you describe the current economic situation in...?  
Base: all respondents (n=508)

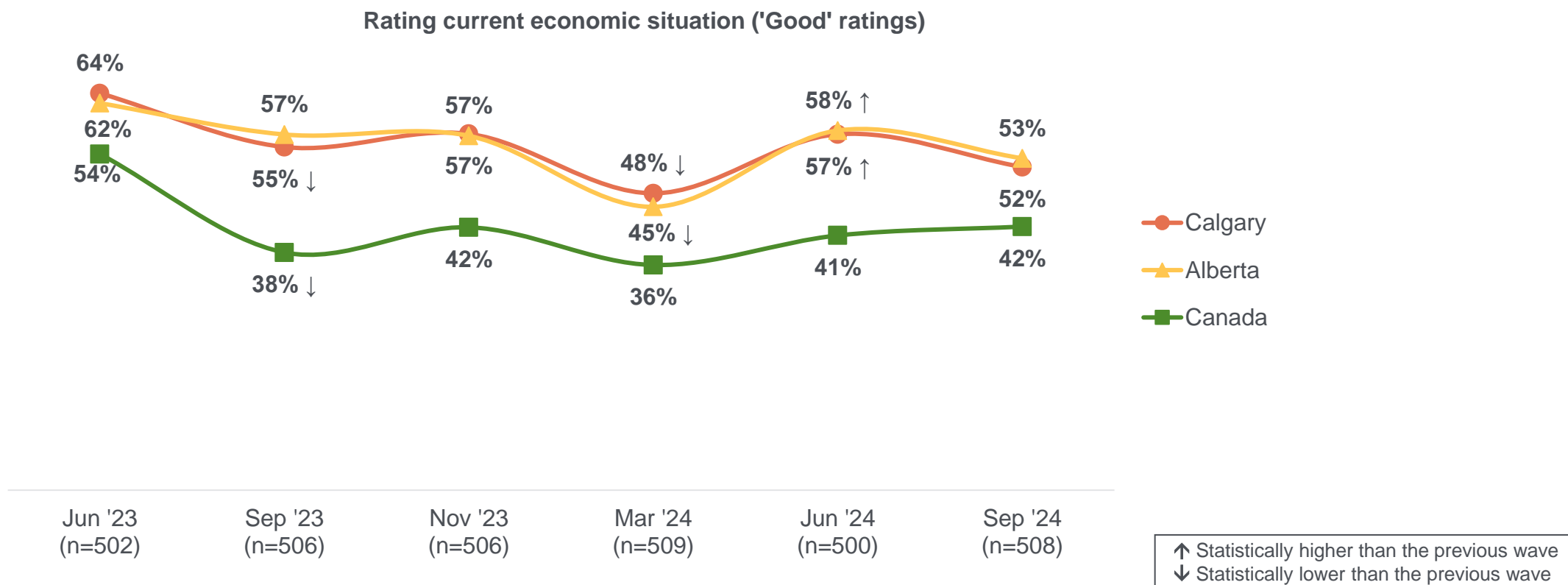
Data labels <4% not shown

\* Rounding



# Tracking current economic situation

Positive ratings of the current economic situation in Calgary (52%) and Alberta (53%) have slightly dropped (albeit not significantly) since last quarter (down from 57% and 58%, respectively).

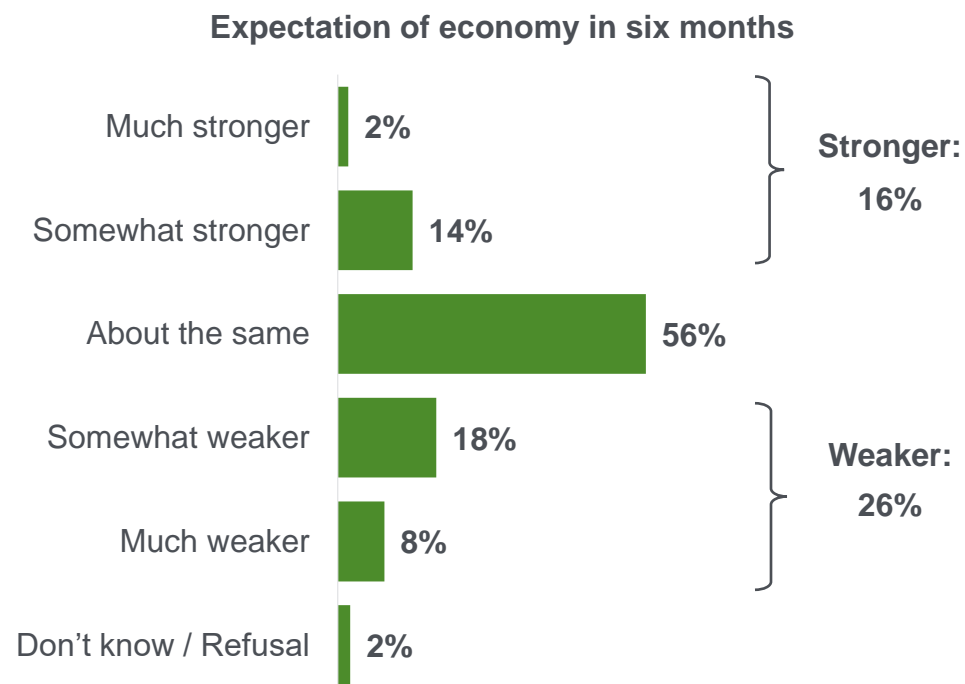


Q6. How would you describe the current economic situation in...?

Base: all respondents

# Future of the economy in Calgary

Over half (56%) of Calgarians believe the economy will remain the same in six months, while one-quarter (26%) anticipate it will weaken.

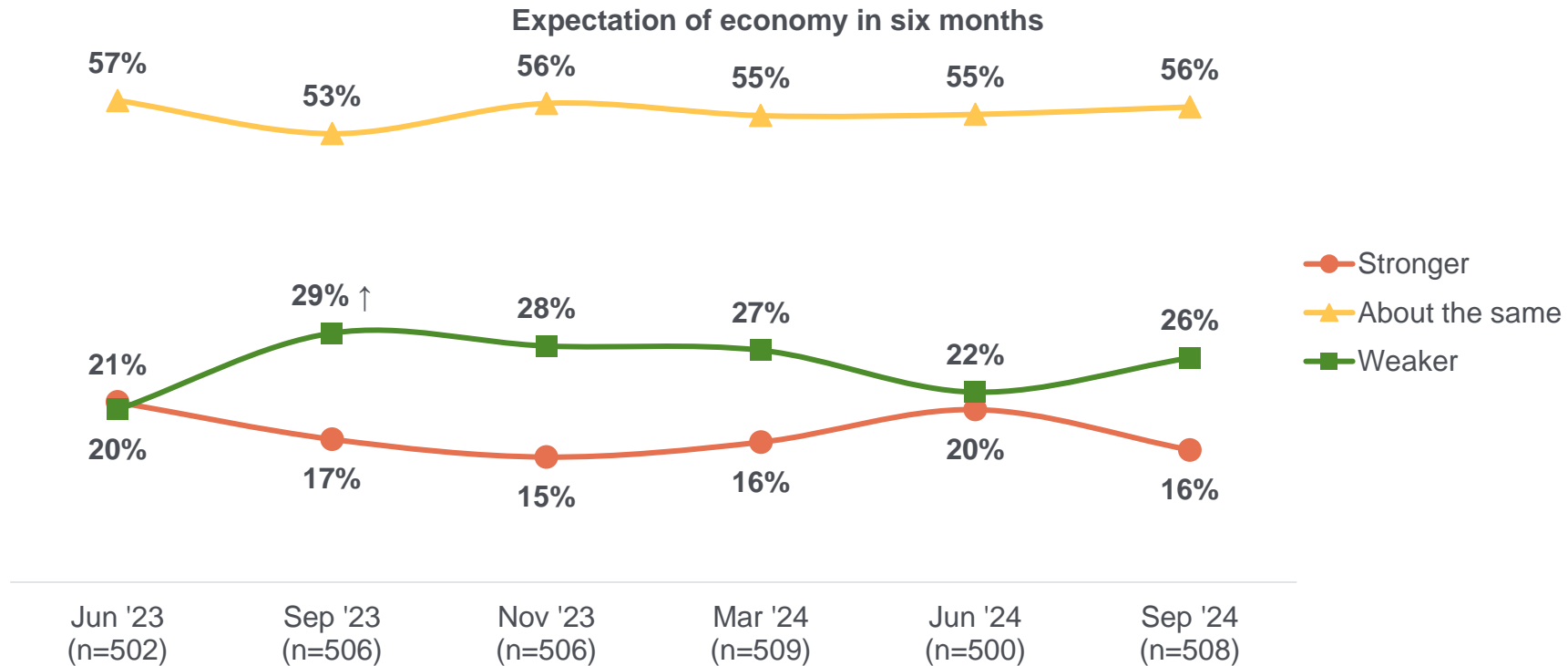


Q7. Looking ahead six months from now, do you expect the economy in Calgary to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

Base: all respondents (n=508)

# Tracking future of the economy in Calgary

Expectations for Calgary's economy to be stronger in six months have slightly declined since last quarter, while predictions of a weaker economy have risen since June 2024, though not significantly.



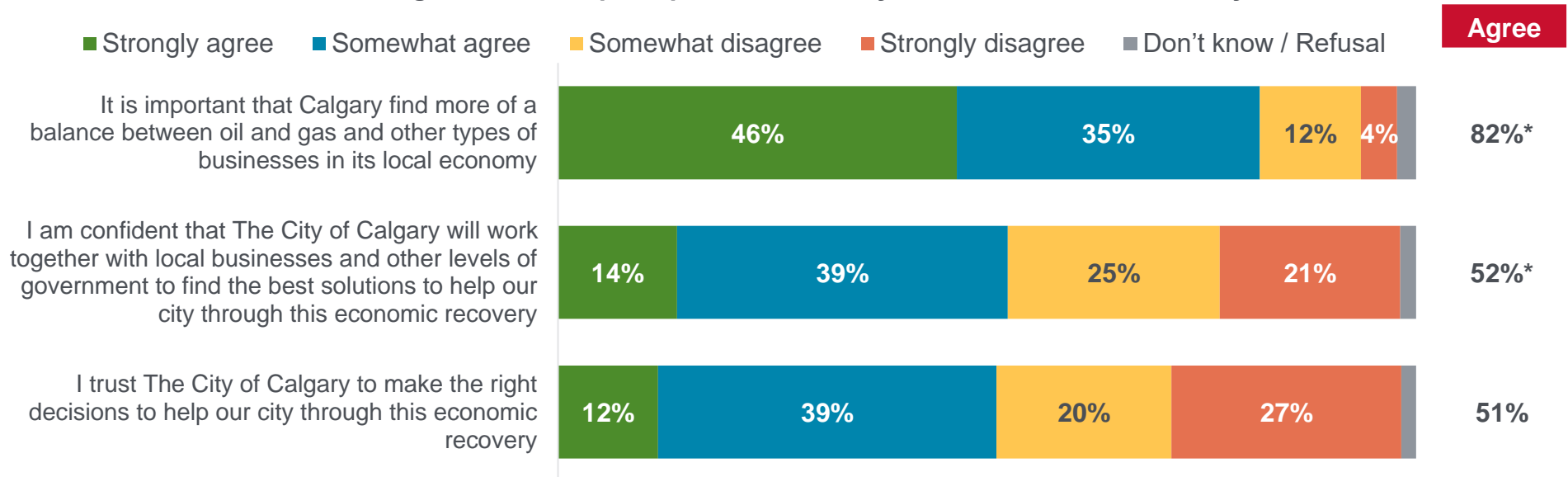
Q7. Looking ahead six months from now, do you expect the economy in Calgary to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

Base: all respondents

# Perceptions of The City's role in the economic recovery and investments

The majority (82%) of Calgarians agree on the importance of Calgary achieving a better balance between its reliance on oil and gas and other types of businesses in its local economy. Just over half express confidence that The City will collaborate effectively with local businesses and other levels of government to find optimal solutions for navigating through the economic recovery (52%) and trust The City to make appropriate decisions to help the city through the economic recovery (51%).

## Agreement with perceptions of The City's role in economic recovery



Q9A. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements regarding the role you would like to see The City of Calgary play in the current economic recovery.

Base: all respondents (n=508)

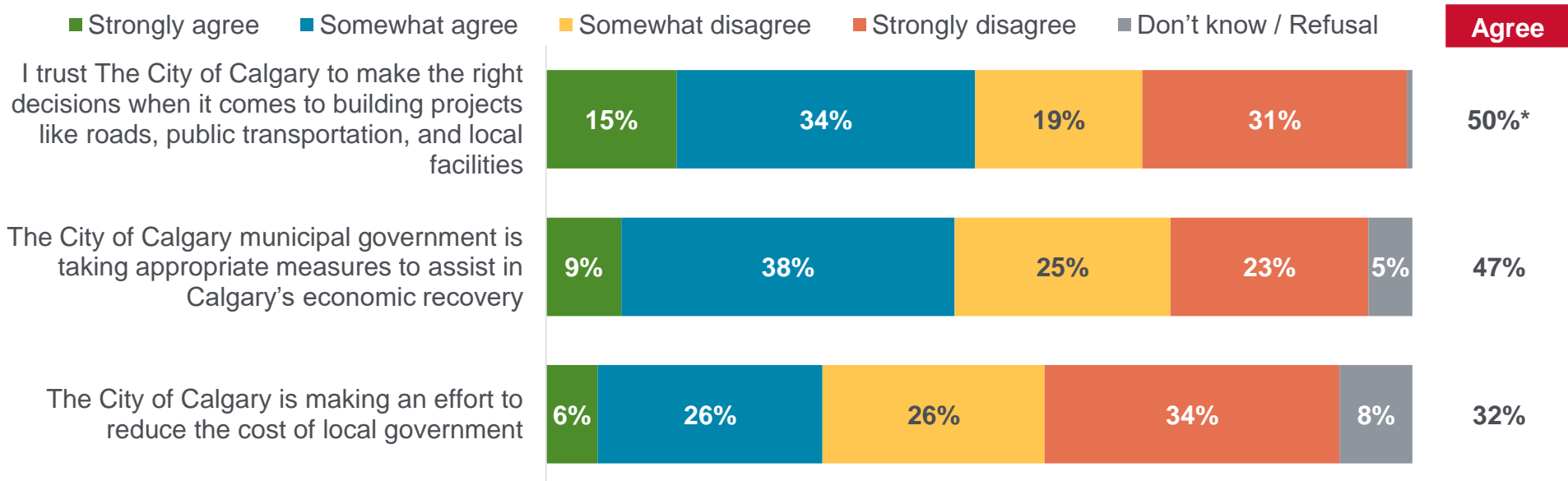
Data labels <4% not shown

\* Rounding

# Perceptions of The City's role in the economic recovery and investments (continued)

Half of Calgarians (50%) trust The City to make the right project decisions regarding roads, public transport and local facilities, while just under half (47%) believe the municipal government is actively implementing appropriate measures to support Calgary's economic recovery. However, only a third (32%) feel that The City is making an effort to reduce the cost of local government.

## Agreement with perceptions of The City's role in economic recovery



Q9A. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements regarding the role you would like to see The City of Calgary play in the current economic recovery.

Base: all respondents (n=508)

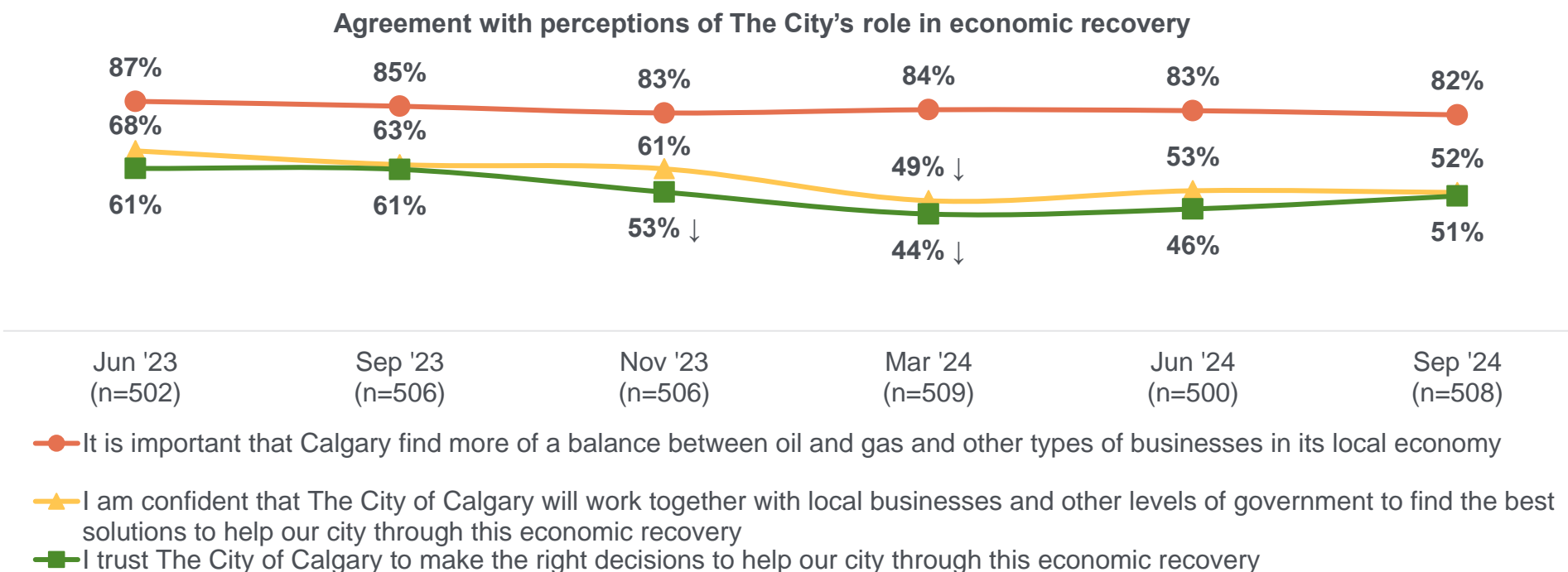
Data labels <4% not shown

\* Rounding



# Tracking perceptions of The City's role in the economic recovery and investments

Trust in The City to make the right decisions to help the city through the economic recovery and confidence in its ability to collaborate with local businesses and other government levels has slightly increased to 51% (a non-significant change from 46% in June 2024). The strong consensus on the importance of balancing the oil and gas sector with other types of businesses in the local economy has remained steady.



Q9A. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements regarding the role you would like to see The City of Calgary play in the current economic recovery.

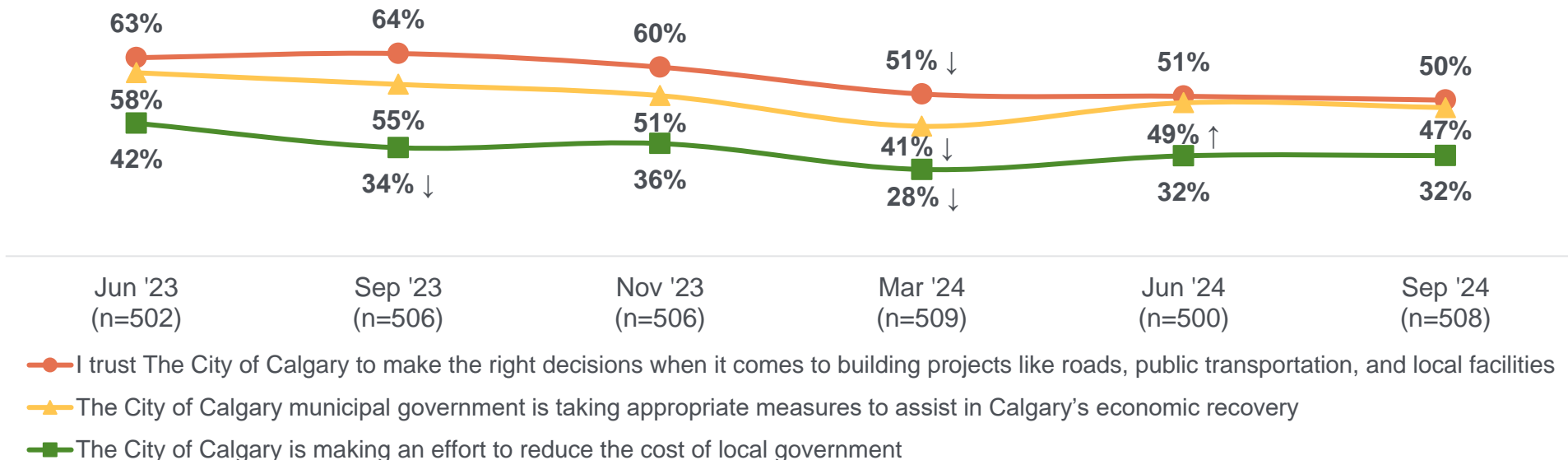
Base: all respondents

↑ Statistically higher than the previous wave  
↓ Statistically lower than the previous wave

# Tracking perceptions of The City's role in the economic recovery and investments (continued)

Perceptions about The City taking appropriate measures to support the economic recovery, Calgarians' trust in The City's ability to make the right decisions regarding building projects, and belief that The City is working to reduce the cost of local government have remained stable when compared to this past quarter.

## Agreement with perceptions of The City's role in economic recovery



Q9A. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements regarding the role you would like to see The City of Calgary play in the current economic recovery.

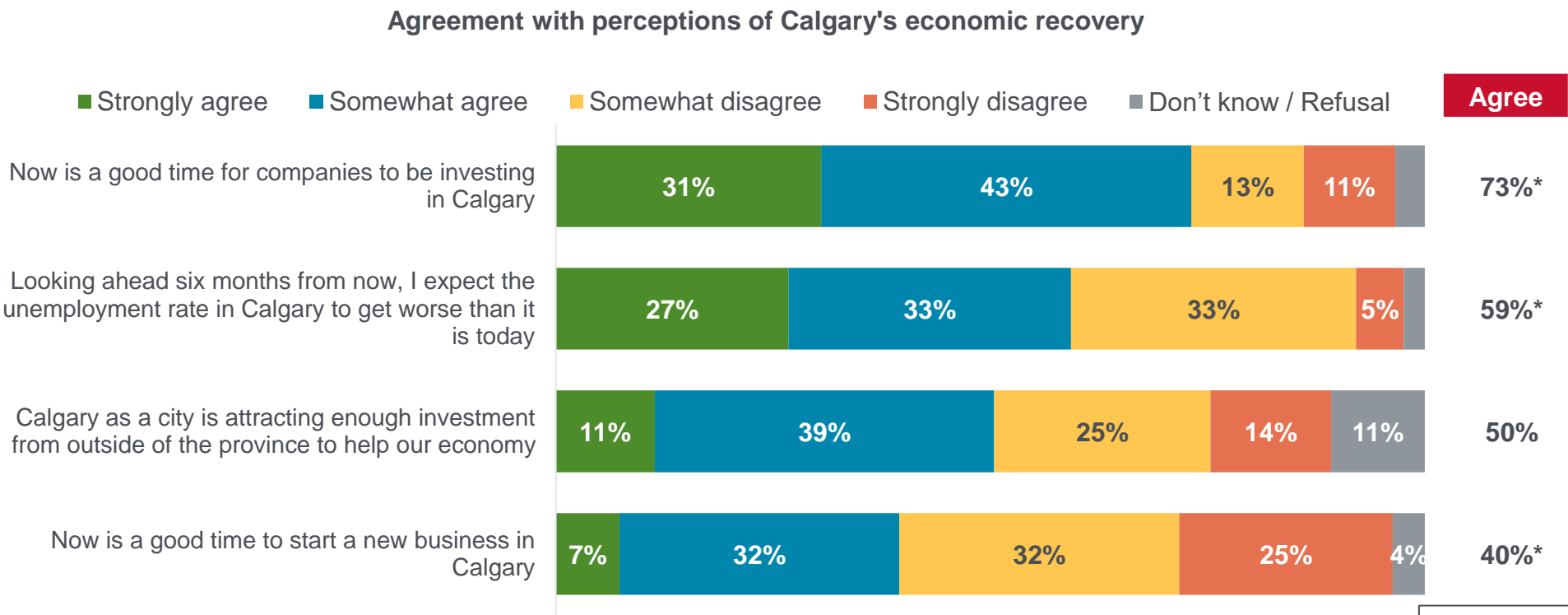
Base: all respondents

↑ Statistically higher than the previous wave  
↓ Statistically lower than the previous wave

# Perceptions of Calgary’s economic recovery and investments

Nearly three-quarters of Calgarians (73%) think it is a good time for companies to invest in Calgary, but less than half (40%) feel it is an opportune moment to start a new business in The City.

Over half (59%) expect the unemployment rate in Calgary to worsen over the next six months, and half (50%) believe that Calgary is attracting sufficient out-of-province investment to support the economy.



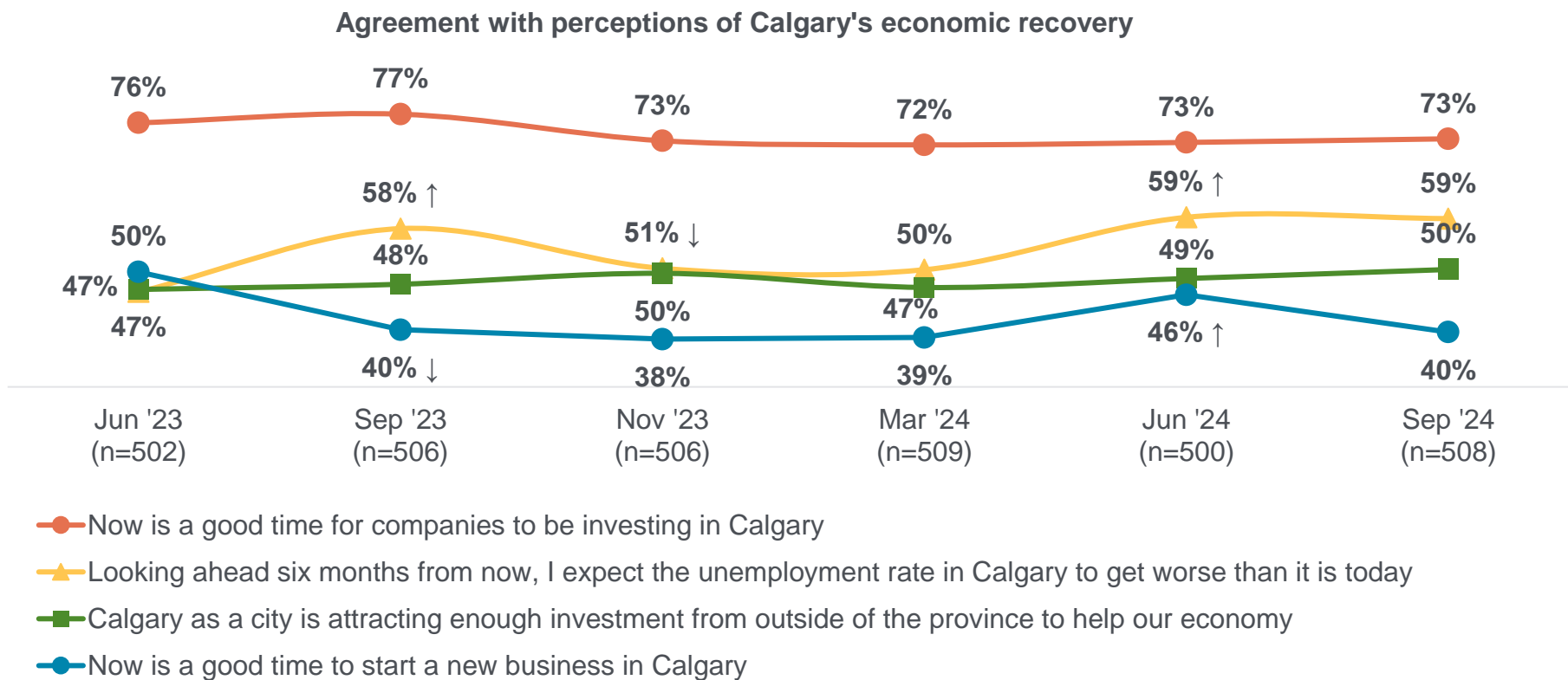
Q9B. And to what extent do you agree or disagree with each of the following statements about the current economy?  
 Base: all respondents (n=508)

Data labels <4% not shown

\* Rounding

# Tracking perceptions of Calgary's economic recovery and investments

Perceptions of Calgary's economic recovery and investment in Calgary remain stable from last quarter, even though the proportion of residents who feel that now is a good time to start a new business has slightly decreased to 40% (a non-significant change from 46% in June 2024).



Q9B. And to what extent do you agree or disagree with each of the following statements about the current economy?

Base: all respondents

↑ Statistically higher than the previous wave  
↓ Statistically lower than the previous wave





# Detailed findings

Information about the economy

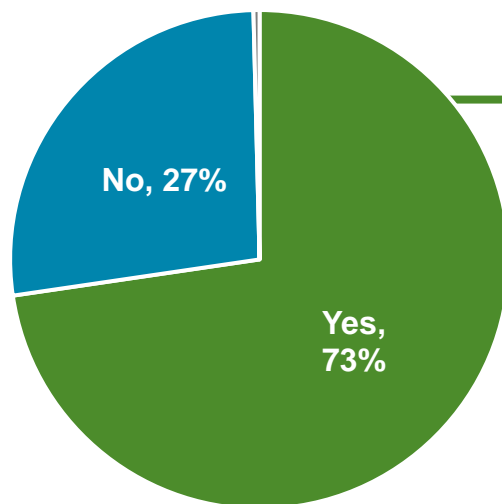


# What Calgarians are hearing about the economy

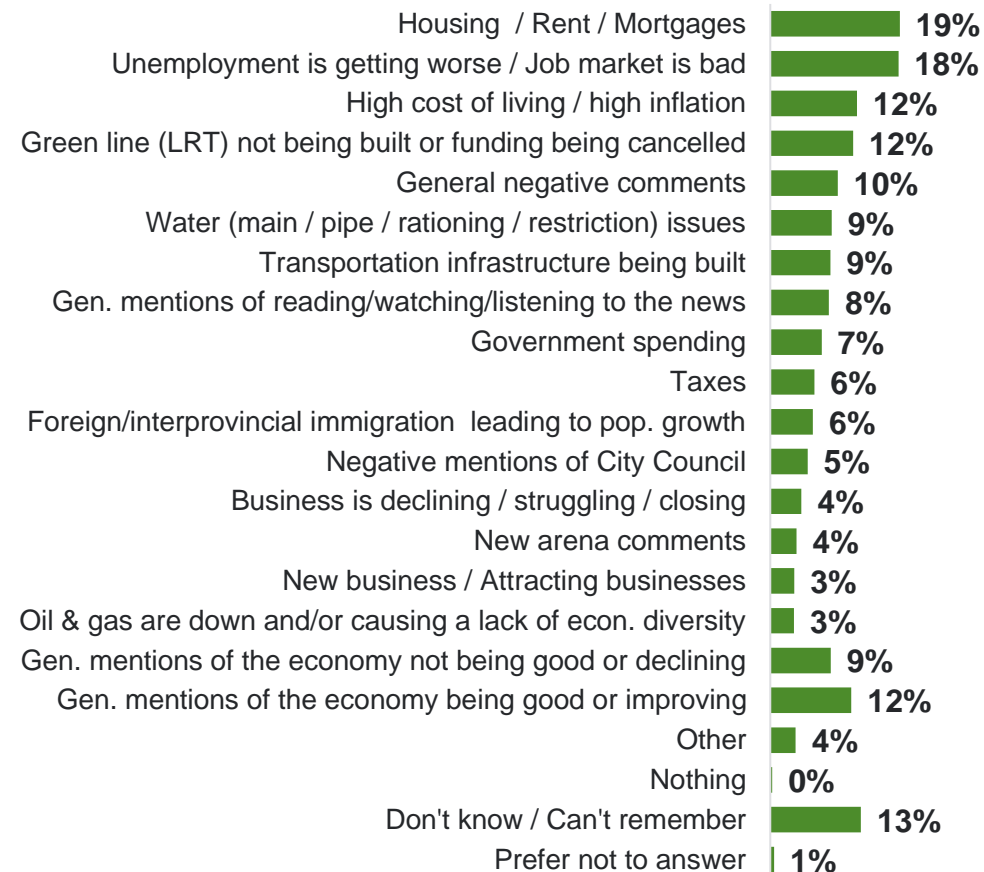
Nearly three-quarters (73%) of Calgarians remember reading, seeing, or hearing information about The City's economic conditions. Among them, about one-fifth (19%) specifically mention topics related to housing, rent, and mortgages, while another one-fifth (18%) have heard about a declining job market and rising unemployment rates.

## Read, seen, or heard anything about Calgary's economy or Calgary's economic conditions

Prefer not to answer, <1%



## What did you read / see / hear?



CM1. Thinking back over the past 3 months, have you read, seen, or heard anything about Calgary's economy or Calgary's economic conditions?

CM2. And what exactly do you remember reading, seeing, or hearing?

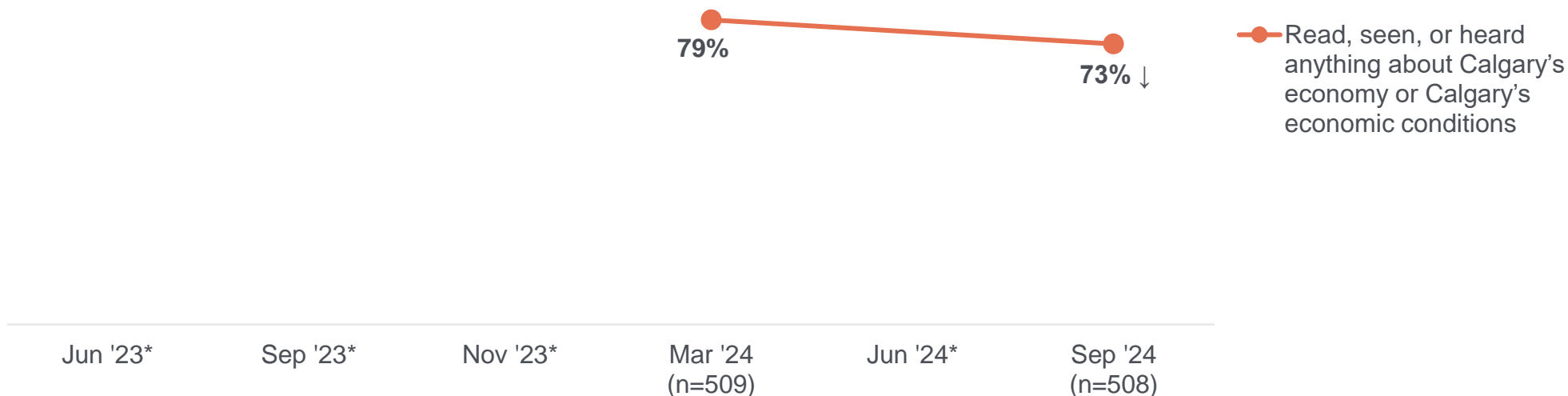
Base: all respondents (n=508) / respondents who have read, see, or heard anything about Calgary's economy or Calgary's economic conditions in the past 3 months (n=369)

<3% mentions not shown

# What Calgarians are hearing about the economy

Significantly fewer residents of Calgary (73%) have come across any information regarding Calgary's economic condition when compared to March 2024 (79%).

Read, seen, or heard anything about Calgary's economy or Calgary's economic conditions



CM1. Thinking back over the past 3 months, have you read, seen, or heard anything about Calgary's economy or Calgary's economic conditions?

Base: all respondents

\* Question asked semi-annually

↑ Statistically higher than the previous wave  
↓ Statistically lower than the previous wave



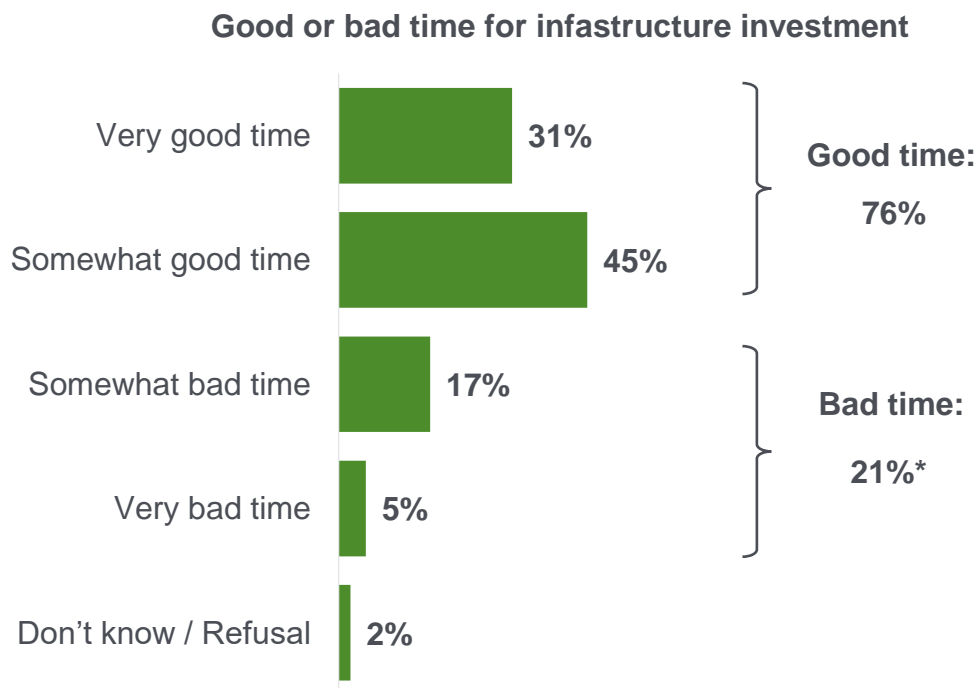
# Detailed findings

## Infrastructure investment



# Infrastructure investment

Three-quarters (76%) of Calgarians believe now is a good time for The City to invest in new projects like roads, public transportation, and local facilities.



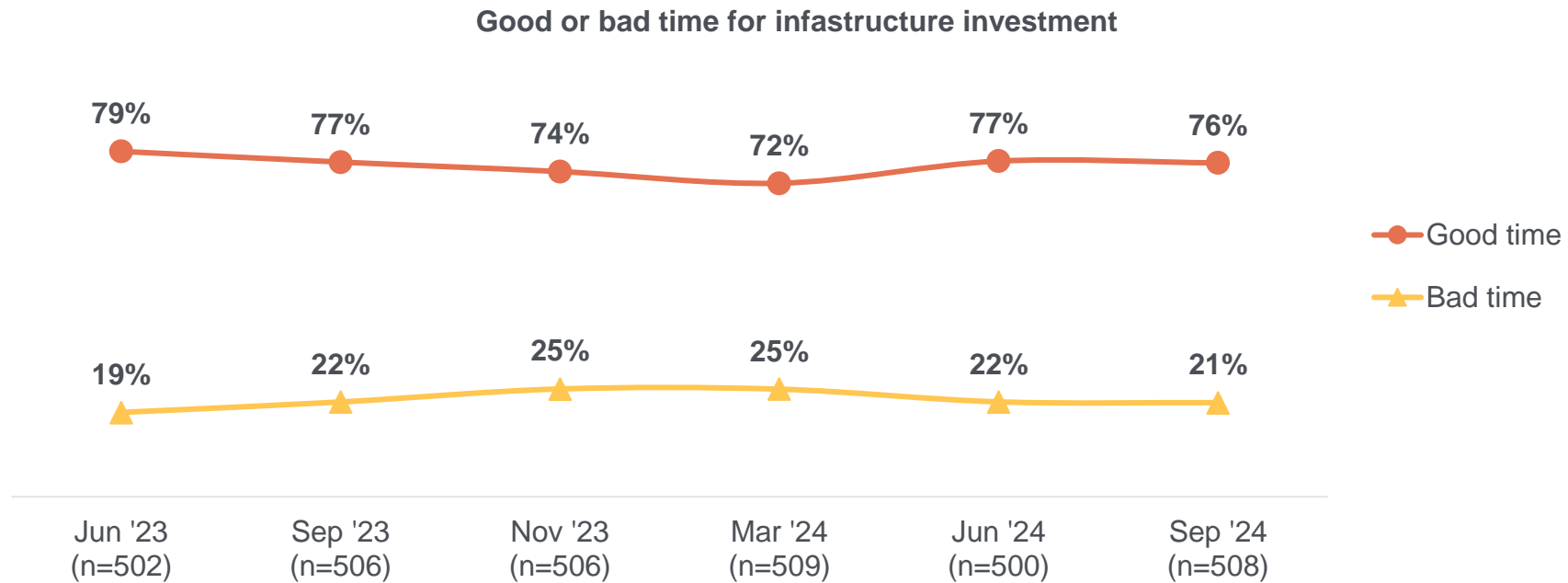
II1. Generally speaking, do you think that it is a good time or a bad time for The City of Calgary to be investing in new projects like roads, public transportation, and local facilities?

Base: all respondents (n=508)

\* Rounding

# Tracking infrastructure investment

The proportion of Calgarians who believe it is a good time for The City to invest in infrastructure has remained consistent since last quarter.



II1. Generally speaking, do you think that it is a good time or a bad time for The City of Calgary to be investing in new projects like roads, public transportation, and local facilities?

Base: all respondents



# Importance of different infrastructure investments

To measure the perceived importance of different infrastructure investments, a Best Object Scaling (BOS) approach was used:

- Survey respondents were shown various types of projects and asked to select the one they felt is most important. This process was repeated several times using different project combinations, and each time the respondent was forced to make a discriminating choice amongst them (see images below).
- Results were then aggregated across all respondents. The explicit trade-offs made by participants are used to reveal a statistically valid scale we can then use to measure relative project preference.

II2BOS1 - We would like to get your input on the level of importance you would place on different types of infrastructure projects. For each of the next few questions, I will list two types of projects and will ask you to let me know which, if any, type of projects you think is most important.

To start, which of the following types of projects do you think is most important?

- ☐ 1\_\_ Projects that will be used for multiple purposes, for example both recreation and arts
- ☐ 2\_\_ Or Projects that will have a positive social impact
- ☐ 3\_\_ Or neither of these?
- ☐ 4\_\_ [DO NOT READ] Don't know
- ☐ 5\_\_ [DO NOT READ] Prefer not to answer

II2BOS2 - And which, if any, of the following types of projects do you think is most important?

- ☐ 1\_\_ Projects that will create jobs
- ☐ 2\_\_ Or Projects that will enhance economic diversity
- ☐ 3\_\_ Or neither of these?
- ☐ 4\_\_ [DO NOT READ] Don't know
- ☐ 5\_\_ [DO NOT READ] Prefer not to answer

II2BOS3 - The next two are:

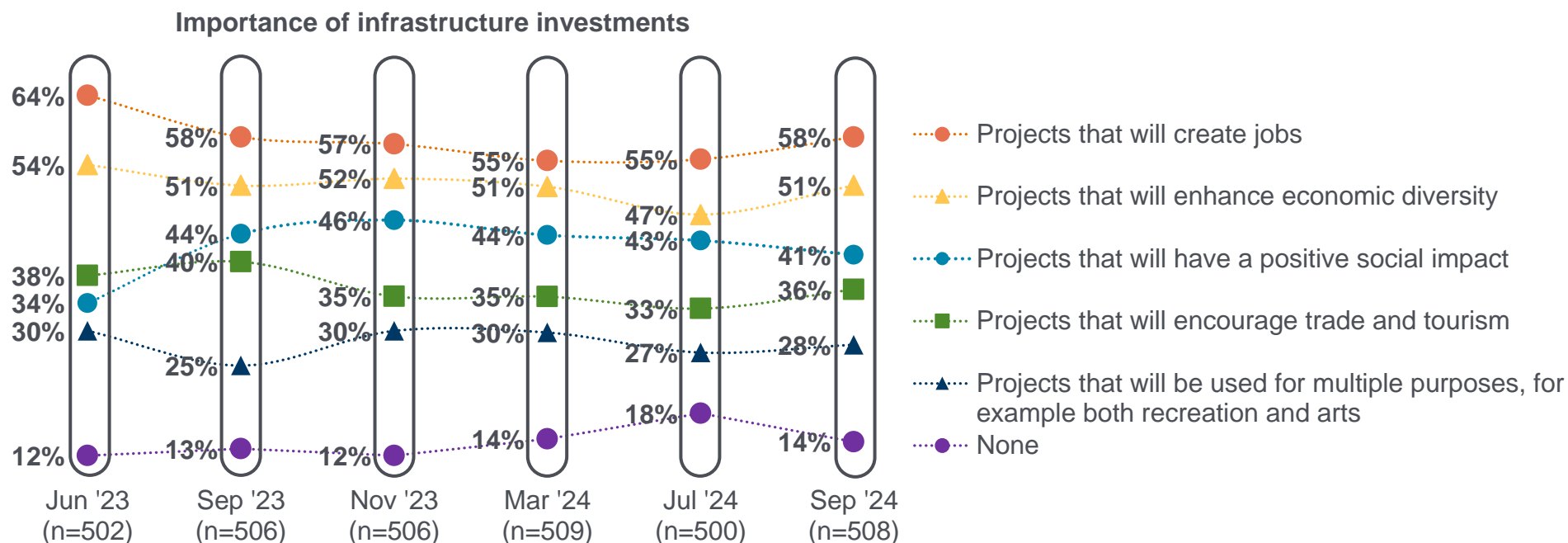
ONLY IF NEEDED, REPEAT "Which of these two types of projects do you think is most important?"

- ☐ 1\_\_ Projects that will enhance economic diversity
- ☐ 2\_\_ Or Projects that will encourage trade and tourism
- ☐ 3\_\_ Or neither of these?
- ☐ 4\_\_ [DO NOT READ] Don't know
- ☐ 5\_\_ [DO NOT READ] Prefer not to answer

# Importance of different infrastructure investments

Support for different types of infrastructure projects has remained steady since last quarter. Projects that create jobs continue to be seen as the most important (58%), followed by those that enhance economic diversity (51%). Projects with a positive social impact remain the third most important (41%).

Additionally, the proportion of respondents selecting none of the projects has decreased from 18% to 14% this quarter.



I12BOS. We would like to get your input on the level of importance you would place on different types of infrastructure projects. For each of the next few questions, I will list two types of projects and will ask you to let me know which type of projects you think is most important. Which of the following types of projects do you think is most important?

Base: all respondents



# Detailed findings

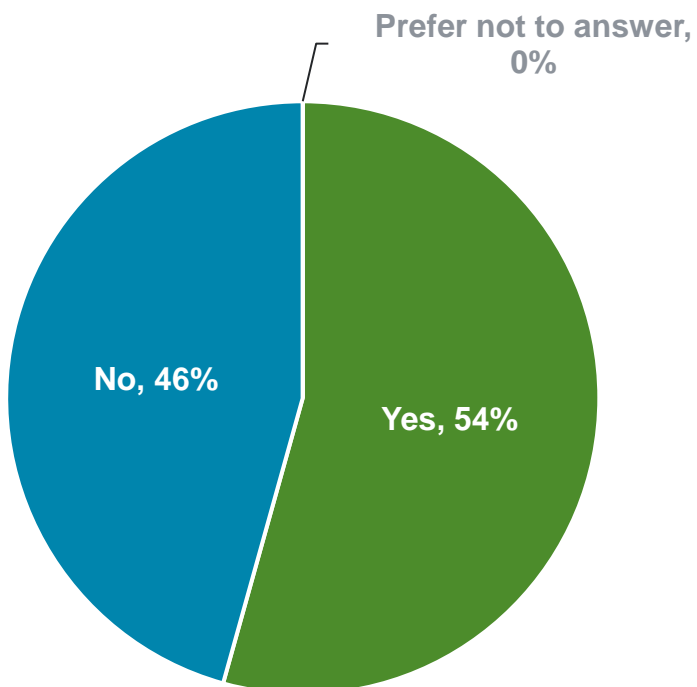
## Taxes and user fees



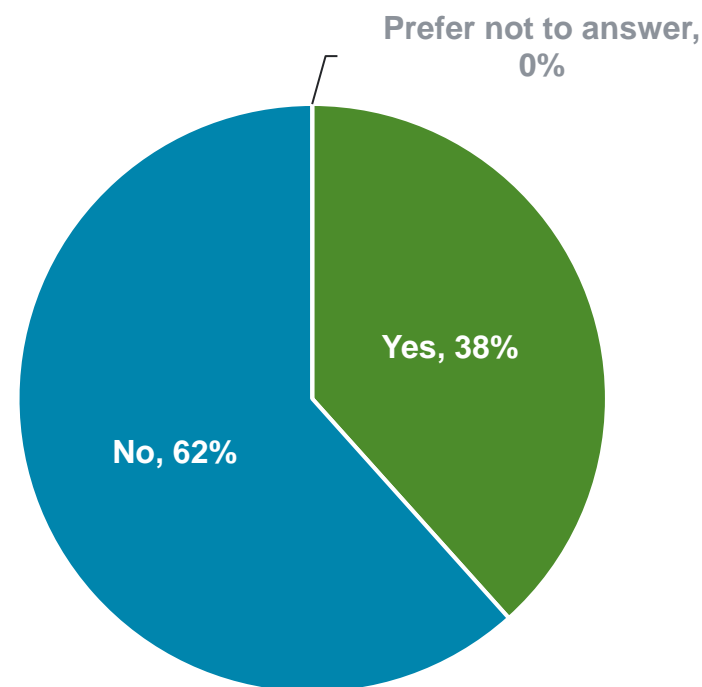
# Awareness of The City collecting provincial property tax

About half (54%) of Calgarians are aware that The City collects property tax on behalf of the Provincial government. A smaller proportion (38%) are aware that 35% of taxes collected by The City are transferred to the Province.

**Aware The City collects property tax on behalf of the Provincial Government**



**Aware 35% of taxes collected by The City are transferred to the Province**



PT1. Were you aware that The City of Calgary collects provincial property tax on behalf of the provincial government?

PT2. Were you aware that approximately 35 per cent of taxes The City collects is transferred to the Province?

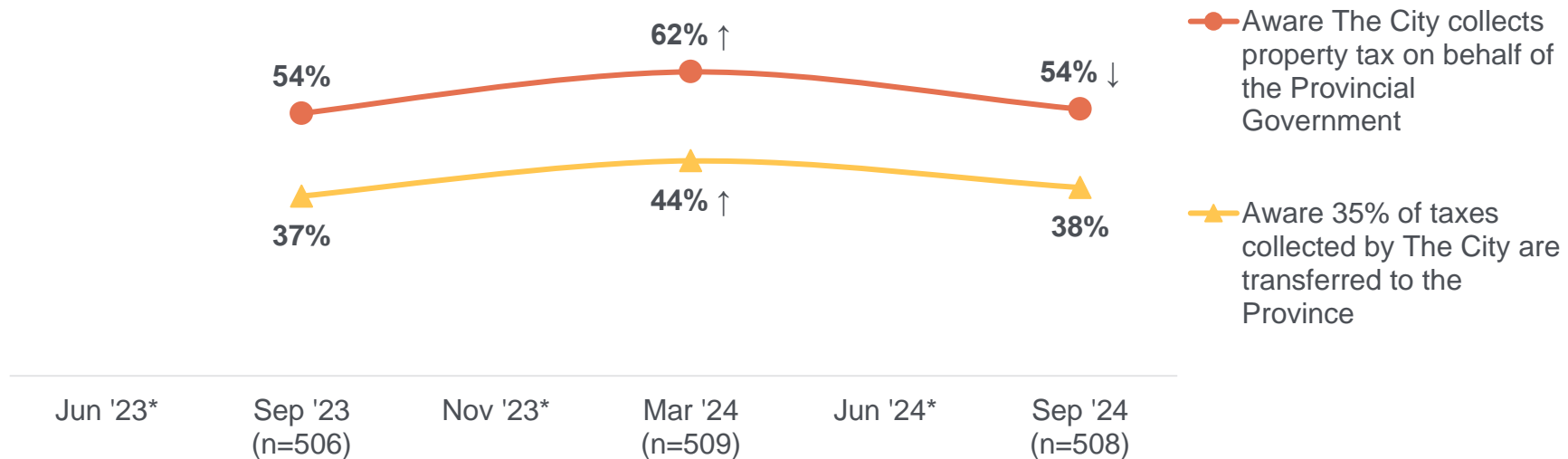
Base: all respondents (n=508)



# Tracking awareness of The City collecting provincial property tax

Awareness of The City's role in collecting provincial property tax on behalf of the Provincial Government has significantly declined to 54%, down from 62% earlier in the year. Meanwhile, awareness that 35% of the taxes collected by The City are transferred to the province has also decreased slightly (but not significantly), from 44% in March 2024 to 38%.

## Aware The City collects and transfers property tax to the Provincial government



PT1. Were you aware that The City of Calgary collects provincial property tax on behalf of the provincial government?  
PT2. Were you aware that approximately 35 per cent of taxes The City collects is transferred to the Province?  
Base: all respondents

\* Questions asked semi-annually

↑ Statistically higher than the previous wave  
↓ Statistically lower than the previous wave



# Detailed findings

## Segment differences

# Segment differences

- The tables on the next few slides show comparisons of key metrics by several sub-segments of Calgary's population.
- Any statistical differences between demographic groups are indicated with arrows to indicate where a group is statistically higher or lower than everyone else who is not part of that group.
  - 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 more likely to believe that the current economic situation in Calgary is good 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 (it may not be true). Don't know, prefer not to answer, and prefer to self describe are excluded.

	Age group		
	18-34 (n=82)	35-54 (n=185)	55+ (n=234)
Current economic situation: Canada (% good)	56%	61%	75% ↑



# Segment differences

- Female Calgarians (48%) are more optimistic about the economic situation of Canada compared the male Calgarians (37%).
- Younger Calgarians (aged 18 to 34) are less optimistic about the current economic situation in Calgary (37%), Alberta (42%) and Canada (34%) when compared to older age groups. In contrast, older Calgarians (aged 55 and older) are more optimistic about the economic situation in Calgary (59%) and Alberta (60%).
- A higher percentage of residents in the Northwest (72%) report a good quality of life in Calgary compared to other regions, while a lower percentage in the Northeast (52%) share that sentiment.

	Gender		Age group			Quadrant			
	Female (n=234)	Male (n=264)	18-34 (n=97)	35-54 (n=180)	55+ (n=231)	S.W. (n=145)	S.E. (n=133)	N.W. (n=146)	N.E. (n=84)
Overall quality of life in Calgary (% good)	64%	66%	61%	66%	65%	63%	67%	<b>72% ↑</b>	<b>52% ↓</b>
Current economic situation: Calgary (% good)	51%	52%	<b>37% ↓</b>	57%	<b>59% ↑</b>	57%	51%	54%	42%
Current economic situation: Alberta (% good)	53%	54%	<b>42% ↓</b>	56%	<b>60% ↑</b>	57%	56%	54%	43%
Current economic situation: Canada (% good)	<b>48% ↑</b>	<b>37% ↓</b>	<b>34% ↓</b>	44%	47%	49%	36%	40%	43%
Expectation of economy in six months (% stronger)	18%	14%	17%	13%	17%	14%	16%	14%	19%
Good or bad time for infrastructure investments (% good time)	75%	79%	75%	79%	74%	74%	77%	78%	77%

Base: all respondents (excl. those who prefer to self describe or prefer not say for Gender)

ISC: Unrestricted

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



# Segment differences

- Lower-income Calgarians (earning less than \$90k) are less positive about the overall quality of life in Calgary (54%) and the current economic situation in Alberta (44%) compared to those with annual household incomes of \$90k or more. In contrast, higher-income Calgarians (earning \$150k or more) are more likely to view the current economic situation in Alberta favorably (62%).
- Additionally, lower-income Calgarians are more optimistic about the economy strengthening in the next six months (22%) compared to those earning more than \$90k.
- Individuals identifying as BIPOC (56%) are less likely to report a good quality of life in The City when compared to non-BIPOC Calgarians (69%).

	Children in HH		BIPOC		Household income		
	Yes (n=167)	No (n=336)	Yes (n=143)	No (n=348)	<\$90k (n=137)	\$90k-<\$150k (n=126)	\$150k+ (n=159)
Overall quality of life in Calgary (% good)	67%	63%	<b>56% ↓</b>	<b>69% ↑</b>	<b>54% ↓</b>	70%	70%
Current economic situation: Calgary (% good)	52%	52%	49%	53%	47%	50%	58%
Current economic situation: Alberta (% good)	53%	53%	48%	56%	<b>44% ↓</b>	53%	<b>62% ↑</b>
Current economic situation: Canada (% good)	41%	43%	37%	45%	47%	38%	40%
Expectation of economy in six months (% stronger)	14%	17%	19%	14%	<b>22% ↑</b>	17%	<b>10% ↓</b>
Good or bad time for infrastructure investments (% good time)	74%	78%	79%	75%	74%	83%	78%

Base: all respondents (excl. those who don't know (household income), prefer not to say (children in HH, BIPOC, household income), and prefer to self-describe (BIPOC)).



## Respondent profile

# Respondent profile

Gender	Weighted %	Unweighted %
Female	50%	46%
Male	48%	52%
Non-binary person	1%	1%
Prefer to self-describe	<1%	<1%

Quadrant	Weighted %	Unweighted %
Southwest	28%	29%
Southeast	24%	26%
Northwest	28%	29%
Northeast	20%	17%

Age	Weighted %	Unweighted %
18-24	11%	7%
25-34	18%	12%
35-44	16%	15%
45-54	22%	20%
55-64	13%	18%
65-74	13%	18%
75+	7%	9%

Employment status	
Employed full-time	59%
Employed part-time	12%
Retired	21%
Student	4%
Unemployed	3%
Unable to work because of sickness or disability	3%
Looking after home / family	3%
Unpaid / volunteer work	1%
Other	<1%
Prefer not to answer	<1%

Annual household income	
Less than \$90,000	28%
\$90,000 to just under \$150,000	24%
\$150,000 and over	31%
Don't Know	3%
Prefer not to answer	13%

Business owner	
Yes	22%
No	78%
Prefer not to answer	0%

Education	
Completed high school or less	18%
Some post secondary or completed a college diploma	29%
Completed university degree	51%
Prefer not to answer	1%

Tenure in Calgary	
Less than 10 years	16%
10-20 years	24%
21-30 years	20%
31-40 years	12%
Over 40 years	27%
Prefer not to say	1%

Base: all respondents (n=508)



# Respondent profile

People in household	
1	16%
2	26%
3	16%
4 or more	41%
Prefer not to answer	1%

Children in household	
Yes	38%
No	62%
Prefer not to answer	0%

Senior in household	
Yes	29%
No	71%
Prefer not to answer	<1%

Racialized	
Yes	27%
No	69%
Prefer to self-describe	0%
Prefer not to answer	3%

Identify as Indigenous	
Yes - First Nations	2%
Yes - Métis	3%
Yes - Inuit	<1%
Yes - Prefer to self-describe	1%
No	93%
Prefer not to answer	1%

Disability in household	
Yes - myself	12%
Yes - someone in my household	14%
No	77%
Prefer not to answer	<1%

Identify as 2SLGBTQ+	
Yes	5%
No	94%
Prefer not to answer	1%

Base: all respondents (n=508)

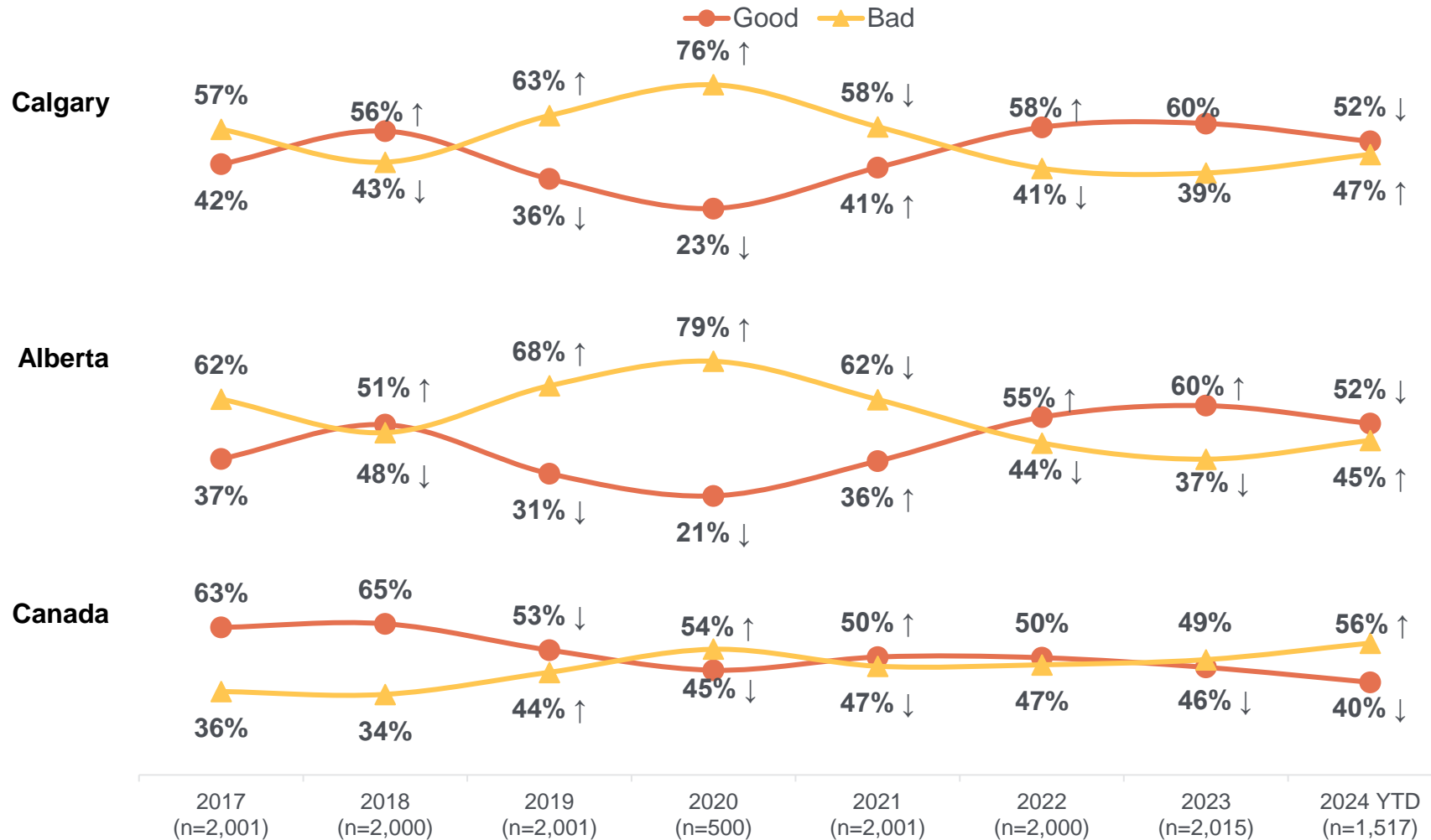




# Appendix

## Tracking

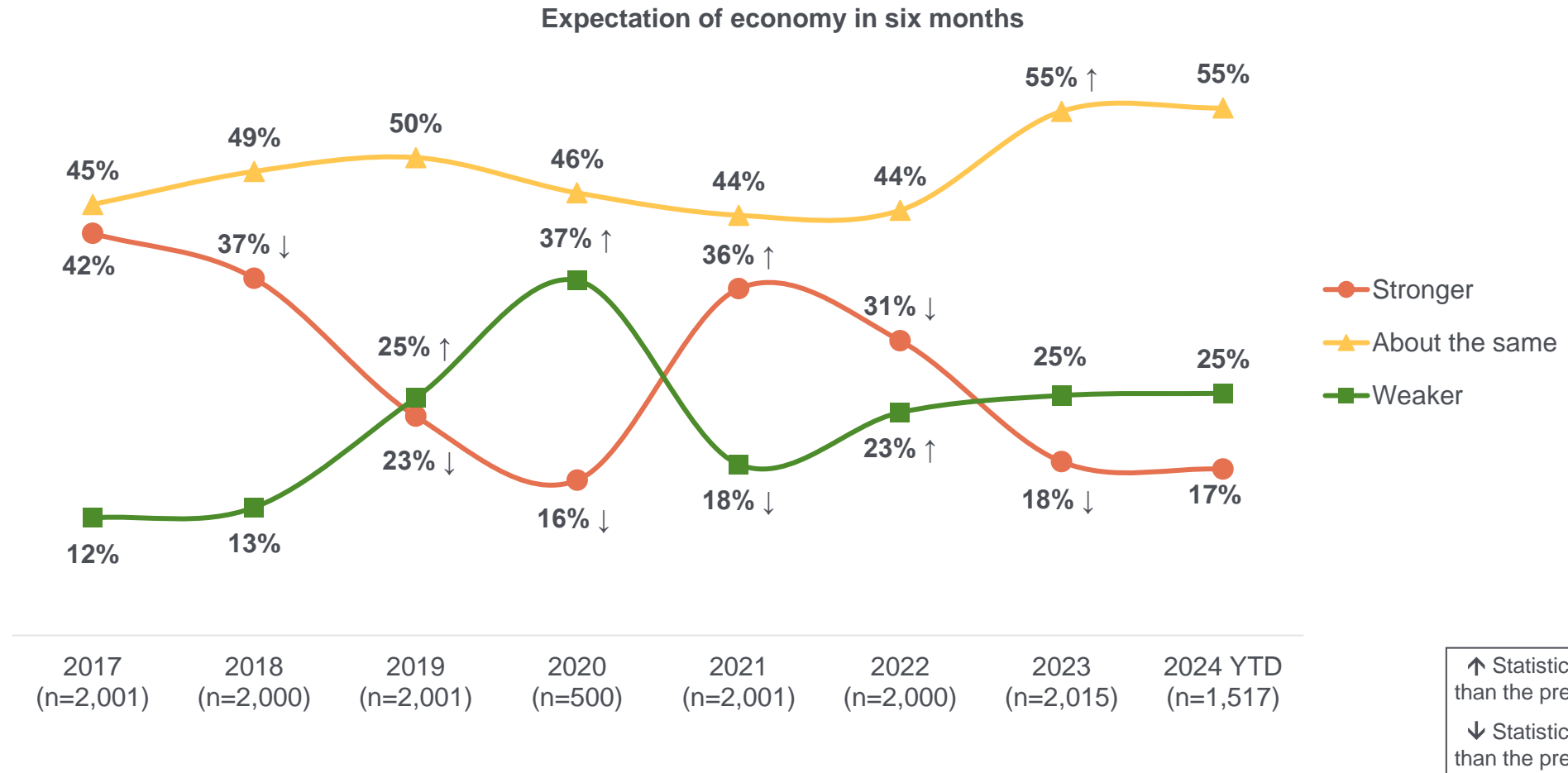
# Tracking current economic situation



Q6. How would you describe the current economic situation in...?

Base: all respondents

# Tracking future economy in Calgary



Q7. Looking ahead six months from now, do you expect the economy in Calgary to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

Base: all respondents



# Tracking perceptions of The City's role in economic recovery and investments

	2017 (n=2,001)	2018 (n=2,000)	2019 (n=2,001)	2020 (n=500)	2021 (n=2,001)	2022 (n=2,000)	2023 (n=2,015)	2024 YTD (n=1,517)
It is important that Calgary find more of a balance between oil and gas and other types of businesses in its local economy	91%	92%	91%	92%	<b>88% ↓</b>	88%	<b>86% ↓</b>	83%
I am confident that The City of Calgary will work together with local businesses and other levels of government to find the best solutions to help our city through this economic recovery	77%	<b>73% ↓</b>	<b>66% ↓</b>	68%	70%	<b>65% ↓</b>	64%	<b>52% ↓</b>
I trust The City of Calgary to make the right decisions when it comes to building projects like roads, public transportation, and local facilities					67%	<b>63% ↓</b>	62%	<b>51% ↓</b>
I trust The City of Calgary to make the right decisions to help our city through this economic recovery	73%	<b>68% ↓</b>	<b>63% ↓</b>	66%	66%	<b>61% ↓</b>	59%	<b>47% ↓</b>
The City of Calgary municipal government is taking appropriate measures to assist in Calgary's economic recovery					61%	58%	55%	<b>46% ↓</b>
The City of Calgary is making an effort to reduce the cost of local government					41%	39%	38%	<b>30% ↓</b>

Q9A. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements regarding the role you would like to see The City of Calgary play in the current economic recovery.  
Base: all respondents

↑ Statistically higher than the previous wave  
↓ Statistically lower than the previous wave



# Tracking perceptions of The City's role in economic recovery and investments

	2017 (n=2,001)	2018 (n=2,000)	2019 (n=2,001)	2020 (n=500)	2021 (n=2,001)	2022 (n=2,000)	2023 (n=2,015)	2024 YTD (n=1,517)
Now is a good time for companies to be investing in Calgary	77%	<b>73%</b> ↓	<b>68%</b> ↓	<b>62%</b> ↓	<b>74%</b> ↑	<b>81%</b> ↑	<b>76%</b> ↓	73%
Looking ahead six months from now, I expect the unemployment rate in Calgary to get worse than it is today	37%	36%	<b>50%</b> ↑	<b>60%</b> ↑	<b>39%</b> ↓	39%	<b>50%</b> ↑	<b>56%</b> ↑
Calgary as a city is attracting enough investment from outside of the province to help our economy					37%	<b>47%</b> ↑	49%	49%
Now is a good time to start a new business in Calgary	43%	44%	<b>33%</b> ↓	31%	<b>39%</b> ↑	<b>49%</b> ↑	<b>43%</b> ↓	41%

Q9B. And to what extent do you agree or disagree with each of the following statements about the current economy?

Base: all respondents

↑ Statistically higher than the previous wave  
↓ Statistically lower than the previous wave



# Contact

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





# Questionnaire



# Questionnaire

## Economic Perspectives Q3 2024 [Survey]

The City of Calgary

Generated on 2024-10-11 at 08:37:39 MT



### Int0

Hello, I'm \_\_\_\_\_ with Advanis, calling on behalf of The City of Calgary. We are conducting a study among adult Calgarians about several important issues and we'd like to include your views. 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 "2024 Economic Perspectives Survey." City Staff would be happy to address your concerns.*

*IF ASKED: The survey will take approximately 10-15 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 among adult Calgarians about several important issues and we'd like to include your views. 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 "2024 Economic Perspectives Survey." City staff would be happy to address your concerns.*

- ☐ 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

### TERMINATES

#### T4 Show if Under 18 ((Int0 = 5) OR (Int0b = 4) OR (inbound1 = 5))

Unfortunately, we need to speak with individuals 18 or older. Thank you for your time. Good-bye.

Status Code: 501

#### T13 Show if Int0 under 35 not 18 to 34 (Int0 under 35 = 5)

Unfortunately, we need to speak with individuals who are 18 to 34 years old. Thank you for your time. Good-bye.

Status Code: 574

### SCREENERS

#### QS7

Great! Your participation is voluntary and this call may be recorded for quality control purposes. The survey will take approximately 15 minutes and your responses will remain confidential, and you will not be personally identified. Any personal information collected in this survey is 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.

Do you have any questions about the collection or use of your information?

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

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

A City of Calgary Research Coordinator will be able to answer any questions about the collection or use of your information. You can contact them via phone, email, or regular mail and mention the "2024 Economic Perspectives Survey". What contact information would you prefer?

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

**If email:** 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

#### T1 Show if QS7 Refusal (QS7 = 3)

Thank you for your time. Good-bye.

Status Code: 1000

#### QSEX

**DO NOT ASK; RECORD GENDER**

- ☐ 1 Male  
☐ 2 Female



# Questionnaire

## Q54

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

**T5** *Show if int1 ref (Q54 = 9)*

Unfortunately, we need to confirm your age to continue. Thank you for your time. Good-bye.

Status Code: 503

## Q51

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

**T6** *Show if Q51 DK Ref (Q51 = 5)*

Unfortunately we need to confirm what part of The City you live in to continue. Thank you for your time. Good-bye.

Status Code: 504

**T8** *Show if Q51 Outside Calgary (Q51 = 6)*

Unfortunately we only need to speak with people who live in Calgary. Thank you for your time. Good-bye.

Status Code: 502

## GENERAL

### PERSPECTIVES OF QUALITY OF LIFE AND THE ECONOMY

#### Q2

To begin, 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?

- ☐ 1 1 = Very poor
- ☐ 2 2
- ☐ 3 3
- ☐ 4 4
- ☐ 5 5
- ☐ 6 6
- ☐ 7 7
- ☐ 8 8
- ☐ 9 9
- ☐ 10 10 = Very good
- ☐ 11 [\[DO NOT READ\]](#) Don't know
- ☐ 12 [\[DO NOT READ\]](#) Prefer not to answer

#### Q6

How would you describe the current economic situation in [READ FIRST ITEM]? Is it very good, somewhat good, somewhat bad or very bad?

How about in ...?

1. Canada \*
2. Alberta \*
3. Calgary \*

*Levels marked with \* are randomized*

- ☐ 1 Very good
- ☐ 2 Somewhat good
- ☐ 3 Somewhat bad
- ☐ 4 Very bad
- ☐ 9 [\[DO NOT READ\]](#) Don't know
- ☐ 10 [\[DO NOT READ\]](#) Prefer not to answer

#### Q7

Looking ahead six months from now, do you expect the economy in Calgary to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

- ☐ 1 Much stronger

# Questionnaire

- ☐ 2 Somewhat stronger  
☐ 3 About the same  
☐ 4 Somewhat weaker  
☐ 5 Much weaker  
☐ 9 [DO NOT READ] Don't know  
☐ 10 [DO NOT READ] Prefer not to answer

## Q9a

In this survey, when we say 'The City of Calgary' or 'The City', we mean the Municipal government including Council and Administration.

Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements about the role you would like to see The City of Calgary play in the current economic recovery.

1. I am confident that The City of Calgary will work together with local businesses and other levels of government to find the best solutions to help our city through this economic recovery \*
2. I trust The City of Calgary to make the right decisions to help our city through this economic recovery \*
3. I trust The City of Calgary to make the right decisions when it comes to building projects like roads, public transportation, and local facilities \*
4. It is important that Calgary find more of a balance between oil and gas and other types of businesses in its local economy \*
5. The City of Calgary municipal government is taking appropriate measures to assist in Calgary's economic recovery \*
6. The City of Calgary is making an effort to reduce the cost of local government \*

*Levels marked with \* are randomized*

- ☐ 1 Strongly agree  
☐ 2 Somewhat agree  
☐ 3 Somewhat disagree  
☐ 4 Strongly disagree  
☐ 9 [DO NOT READ] Don't know  
☐ 10 [DO NOT READ] Prefer not to answer

## Q9b

And to what extent do you agree or disagree with each of the following statements about the current economy?

*REPEAT LIST ONLY IF NEEDED*

1. Now is a good time to start a new business in Calgary \*
2. Now is a good time for companies to be investing in Calgary \*
3. Looking ahead six months from now, I expect the unemployment rate in Calgary to get worse than it is today \*
4. Calgary as a city is attracting enough investment from outside of the province to help our economy \*

*Levels marked with \* are randomized*

- ☐ 1 Strongly agree  
☐ 2 Somewhat agree  
☐ 3 Somewhat disagree  
☐ 4 Strongly disagree  
☐ 9 [DO NOT READ] Don't know  
☐ 10 [DO NOT READ] Prefer not to answer

## PERSPECTIVES OF QUALITY OF LIFE AND THE ECONOMY

### CM1

Thinking back over the past 3 months, have you read, seen, or heard anything about Calgary's economy or Calgary's economic conditions?

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

### CM2 Show if Heard anything about calgary economy (CM1 = 1)

And what exactly do you remember reading, seeing, or hearing?

*IF THE RESPONDENT MENTIONS WHERE THEY HEARD ABOUT CALGARY'S ECONOMY, FOLLOW UP AND RECORD WHAT THEY HEARD / THE MESSAGE*

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- ☐ -8 Prefer not to answer  
☐ -9 Don't know

## PERSPECTIVES OF PROPERTY TAX

### PT1

Slightly changing topics now, I'd like to focus on some questions about property tax.

In Calgary, property tax dollars are divided between The City and the Alberta provincial government. Approximately 65 percent of property tax collected in Calgary is invested in City services and programs, while the remaining 35 percent goes to the Government of Alberta.

Were you aware that The City of Calgary collects provincial property tax on behalf of the provincial

# Questionnaire

government?

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

## PT2

Were you aware that approximately 35 percent of taxes The City collects is transferred to the province?

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

## PERSPECTIVES OF INFRASTRUCTURE INVESTMENT

### II1

Generally speaking, do you think that it is a good time or a bad time for The City of Calgary to be investing in new projects like roads, public transportation, and local facilities?

- ☐ <sub>1</sub> Very good time  
☐ <sub>2</sub> Somewhat good time  
☐ <sub>3</sub> Somewhat bad time  
☐ <sub>4</sub> Very bad time  
☐ <sub>5</sub> [DO NOT READ] Don't know  
☐ <sub>6</sub> [DO NOT READ] Prefer not to answer

### II2BOS1

We would like to get your input on the level of importance you would place on different types of infrastructure projects. For each of the next few questions, I will list two types of projects and will ask you to let me know which, if any, type of projects you think is most important.

To start, which of the following types of projects do you think is most important?

- ☐ <sub>1</sub> [ITEM 1]  
☐ <sub>2</sub> Or [ITEM 2]  
☐ <sub>3</sub> Or neither of these?  
☐ <sub>4</sub> [DO NOT READ] Don't know  
☐ <sub>5</sub> [DO NOT READ] Prefer not to answer

*Levels marked with \* are randomized*

### II2BOS2

And which, if any, of the following types of projects do you think is most important?

- ☐ <sub>1</sub> [ITEM 1]  
☐ <sub>2</sub> Or [ITEM 2]  
☐ <sub>3</sub> Or neither of these?  
☐ <sub>4</sub> [DO NOT READ] Don't know  
☐ <sub>5</sub> [DO NOT READ] Prefer not to answer

*Levels marked with \* are randomized*

### II2BOS3

The next two are:

*ONLY IF NEEDED, REPEAT "Which of these two types of projects do you think is most important?"*

- ☐ <sub>1</sub> [ITEM 1]  
☐ <sub>2</sub> Or [ITEM 2]  
☐ <sub>3</sub> Or neither of these?  
☐ <sub>4</sub> [DO NOT READ] Don't know  
☐ <sub>5</sub> [DO NOT READ] Prefer not to answer

*Levels marked with \* are randomized*

### II2BOS4

And the next two are:

*ONLY IF NEEDED, REPEAT "Which of these two types of projects do you think is most important?"*

- ☐ <sub>1</sub> [ITEM 1]  
☐ <sub>2</sub> Or [ITEM 2]  
☐ <sub>3</sub> Or neither of these?  
☐ <sub>4</sub> [DO NOT READ] Don't know  
☐ <sub>5</sub> [DO NOT READ] Prefer not to answer

*Levels marked with \* are randomized*

### II2BOS5

And one last set:

*ONLY IF NEEDED, REPEAT "Which of these two types of projects do you think is most important?"*

- ☐ <sub>1</sub> [ITEM 1]  
☐ <sub>2</sub> Or [ITEM 2]  
☐ <sub>3</sub> Or neither of these?  
☐ <sub>4</sub> [DO NOT READ] Don't know  
☐ <sub>5</sub> [DO NOT READ] Prefer not to answer

# Questionnaire

Levels marked with \* are randomized

## DEMOGRAPHICS

### QD1

We are almost finished. I am now going to ask you some demographic questions that allow us to group responses and to sort the information we collect. All your responses will be held in strict confidence and will not be attributed to you.

In what year were you born?

Minimum: 1900, Maximum: 2005

☐ -a Prefer not to answer

### QD2

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

Minimum: 1, Maximum: 50

\_\_\_\_\_ people

☐ -a Prefer not to answer

**QD3** *Show if HH Members More Than 1 (QD2 > 1)*

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

**DO NOT READ LIST**

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

**QD4** *Show if HH Members More Than 1 and under 65 ((QD2 > 1) AND (QS4 = 1,2,3,4,5,6))*

Is there anyone aged 65 years or older living in your household?

**DO NOT READ LIST**

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

### QD6

How many years have you lived in Calgary?

**IF LESS THAN 1 YEAR, ENTER 0**

Minimum: 0, Maximum: 100

\_\_\_\_\_ years

☐ -a Prefer not to answer

### QD7

Which of the following best describes the highest level of schooling that you have obtained?

*If the respondent mentions that they completed a post-graduate degree / Master's / PhD, please code as "completed a university certificate, diploma or degree".*

- ☐ 1 Did not complete high school or equivalent  
☐ 2 Completed high school or equivalent  
☐ 3 Completed a Registered Apprenticeship or other trades certificate or diploma  
☐ 4 Completed a college or other non-university certificate or diploma  
☐ 5 Or completed a university certificate, diploma or degree  
☐ 9 **[DO NOT READ]** Prefer not to answer

### QD8

What best describes your current employment status? Please stop me when I get to your category. Would you say you are...

**READ LIST; Select up to two responses.**

**IF NEEDED: "Please tell me the two that best describe your status"**

- ☐ 1 Full time employed or self employed **[DO NOT READ: 30 hours or more per week]**  
☐ 2 Part time employed or self-employed **[DO NOT READ: less than 30 hours per week]**  
☐ 3 Retired  
☐ 4 Looking after home and/or family  
☐ 5 Unable to work because of sickness or disability  
☐ 6 Unemployed  
☐ 7 Doing unpaid or voluntary work  
☐ 8 Student  
☐ 96 **[DO NOT READ]** Other (specify: \_\_\_\_\_)  
☐ 99 **[DO NOT READ]** Prefer not to answer *(Exclusive)*



# Questionnaire

**QD9** *Show if Employed (QD8\_1 = 1 OR QD8\_2 = 1)*

Do you own or operate a business in Calgary?

- ☐ 1 Yes, own and operate a business
- ☐ 2 Yes, own a business
- ☐ 3 Yes, operate a business
- ☐ 4 No, don't own or operate a business
- ☐ 99 **[DO NOT READ]** Prefer not to answer

**QD10**

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

**QD10ab** *Show if QD10 Answered (QD10 = 1,2,3)*

Would that be...

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

- ☐ 1 Less than \$30,000 *(Show if D10a Under90k (QD10 = 1))*
- ☐ 2 \$30,000 to just under \$45,000 *(Show if D10a Under90k (QD10 = 1))*
- ☐ 3 \$45,000 to just under \$60,000 *(Show if D10a Under90k (QD10 = 1))*
- ☐ 4 \$60,000 to just under \$75,000 *(Show if D10a Under90k (QD10 = 1))*
- ☐ 5 \$75,000 to just under \$90,000 *(Show if D10a Under90k (QD10 = 1))*
- ☐ 6 \$90,000 to just under \$105,000 *(Show if D10a 90k to under 150k (QD10 = 2))*
- ☐ 7 \$105,000 to just under \$120,000 *(Show if D10a 90k to under 150k (QD10 = 2))*
- ☐ 8 \$120,000 to just under \$135,000 *(Show if D10a 90k to under 150k (QD10 = 2))*
- ☐ 9 \$135,000 to just under \$150,000 *(Show if D10a 90k to under 150k (QD10 = 2))*
- ☐ 10 \$150,000 to just under \$175,000 *(Show if D10a 150k plus (QD10 = 3))*
- ☐ 11 \$175,000 to just under \$200,000 *(Show if D10a 150k plus (QD10 = 3))*
- ☐ 12 \$200,000 to just under \$225,000 *(Show if D10a 150k plus (QD10 = 3))*
- ☐ 13 \$225,000 to just under \$250,000 *(Show if D10a 150k plus (QD10 = 3))*
- ☐ 14 \$250,000 and over *(Show if D10a 150k plus (QD10 = 3))*
- ☐ 15 **[DO NOT READ]** Don't Know
- ☐ 16 **[DO NOT READ]** Prefer not to answer

**QD11**

Gender refers to how people feel, see, and express themselves in their day-to-day lives. What is your gender?

**DO NOT READ LIST**

**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 Man
- ☐ 2 Woman
- ☐ 3 Non-binary person
- ☐ 96 Prefer to self-describe (specify) \_\_\_\_\_
- ☐ 99 **[DO NOT READ]** Prefer not to answer

**QD15**

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

**MULTIPLE RESPONSES ARE ACCEPTED**

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

**QD16** *Show if Not Indigenous (QD15\_5 = 1 OR QD15\_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.

- ☐ 1 Yes
- ☐ 2 No
- ☐ 96 Prefer to self-describe (specify) \_\_\_\_\_
- ☐ 99 **[DO NOT READ]** Prefer not to answer

**QD17**

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

**Select all that apply**

- ☐ 1 Yes - myself
- ☐ 2 Yes - someone in my household



# Questionnaire

- ☐ 3 No *(Exclusive)*  
☐ 99 **[DO NOT READ]** Prefer not to answer *(Exclusive)*

**QD18**

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

*ONLY IF ASKED: 2SLGBTQ+ STANDS FOR TWO SPIRIT, LESBIAN, GAY, BI-SEXUAL, TRANSGENDER, QUEER OR QUESTIONING, 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

**F1a**

Finally, The City of Calgary regularly engages with citizens about municipal matters. Would you be interested in participating in future City research? Your contact information will be shared with The City of Calgary for research purposes only. Names and contact details will never be attached to your responses to this survey.

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

**F1b** *Show if F1a Yes (F1a = 1)*

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

*Read back email address phonetically to confirm.*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- ☐ -8 Prefer not to answer

**F1c** *Show if F1a Yes (F1a = 1)*

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

Number we dialed: <<sample.phone>>

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

First name: \_\_\_\_\_  
Last name: \_\_\_\_\_  
Telephone number: \_\_\_\_\_  
☐ -8 Prefer not to answer

**End**

**end1**

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

Status Code: -1