

Calgary



# 2022 Calgary Attitudes and Outlook Survey

Detailed Report

September 6, 2022

Prepared for The City of Calgary by:





# Table of Contents

03

Methodology

04

Highlights and Notable Differences

20

Issue Agenda and Quality of Life

44

Perceptions of the Environment

47

Diversity and Inclusion

52

Relocation

60

Vision for the Future

72

Downtown Trips and Activities

80

Lifestyle and Community Involvement

91

City Communication and Technology

110

City Trust and Reputation

120

Respondent Profiles

127

Appendix



**Online survey conducted** with a total of n=840 Calgarians aged 18 years and older between June 14<sup>th</sup> and July 4<sup>th</sup>, 2022.

- Young adults aged 18-24 (n=440) are a primary focus with a comparison to Calgarians aged 25 and older (n=400).
- The average survey duration was 15 minutes.
- Online panelists were recruited via Ipsos' online panel of Calgarians, supplemented with panel sample from subcontractors (Maru, Schoolfinder, Canview and Logit).



**Final data were weighted** to ensure the overall sample's quadrant, age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2018 Municipal and 2021 Federal Census data.

- The 18-24 year-old age group in Calgary accounts for just 10% of the adult population in Calgary and have been weighted accordingly in the 'total' results. As such, 'total' results and results among those aged 25+ are quite similar. Statistical weighting does not impact the ability to assess significant differences among age groups.



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



**Statistically significant differences** between young adults aged 18-24 and Calgarians aged 25 and older are noted, as are significant differences from the 2021 findings.

Differences by age are noted as follow:

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

Differences from 2021 are mostly noted by shaded boxes showing the 2021 result. 

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



## Highlights





# Highlights | Young Adults (Aged 18-24)

## ISSUE AGENDA & QUALITY OF LIFE



70% ↑

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

92% ↑

Rate **overall quality of life** in Calgary as 'good'



52% ↑

Rate **Calgary's 'affordability'** as 'good'

## CITY TRUST & SATISFACTION



50%

**Trust** The City

74% ↑

**Satisfied** with The City's performance

42% ↑

Agree that The City practices **open and accessible government**

34% ↑

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

## VISION FOR THE FUTURE



80% ↑

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

39%

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

89% ↑

Say **Green Line** project is important to the future of Calgary 10 years and beyond

## RELOCATION



80%

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

61% ↑

Among those who are likely to remain in Calgary, cite **'job opportunities'** as a reason for staying

61% ↑

Among those who are likely to remain in Calgary, cite **'educational opportunities'** as a reason for staying

↑ Statistically higher than adults aged 25 or older  
 ↓ Statistically lower than adults aged 25 or older



## Notable Differences in Age Groups





# Notable Differences in Age Groups

		Aged 18-24	Aged 25+
 <p>Issue Agenda</p>	Most Important Issue: <i>Economy</i>	18%↓	25%
	Most Important Issue: <i>Transit</i>	13%↑	6%
	Most Important Issue: <i>Environment and waste management</i>	9%↑	4%
	Most Important Issue: <i>Recreation</i>	6%↑	3%
	Most Important Issue: <i>Respect for others in the community/ good relationships</i>	4%↑	2%
	Most Important Issue: <i>Taxes</i>	2%↓	11%
 <p>Quality of Life</p>	Rate the overall quality of life in Calgary as good	92%↑	86%
	Agree that 'Calgary is moving in the right direction to ensure a high quality of life for future generations'	70%↑	53%
	Think the economy in Calgary will improve six months from now	41%↑	27%
	Think the overall quality of life in Calgary will improve six months from now	40%↑	24%
 <p>Improving Quality of Life for Young Adults</p>	Most Important Thing: <i>Education</i>	10%↑	5%
	Most Important Thing: <i>Improved transit/ public transportation services</i>	8%↑	5%
	Most Important Thing: <i>Lower taxes</i>	2%↓	6%
	Most Important Thing: <i>Ineffective politicians/ council member(s)</i>	1%↓	3%

↑Statistically higher than adults aged 25 or older  
 ↓Statistically lower than adults aged 25 or older



# Notable Differences in Age Groups (continued)

		Aged 18-24	Aged 25+
 <p>Quality of Life Performance Measures</p>	Calgary's Performance: <i>Shopping is good</i>	84%↓	90%
	Calgary's Performance: <i>Environmental friendliness is good</i>	69%↓	79%
	Calgary's Performance: <i>Transit is good</i>	62%↑	54%
	Calgary's Performance: <i>Affordability is good</i>	52%↑	40%
 <p>Perceptions of Life In Calgary</p>	Perceptions of Life in Calgary: <i>Safe</i>	53%↑	41%
	Perceptions of Life in Calgary: <i>Conventional</i>	27%↑	20%
	Perceptions of Life in Calgary: <i>Dull</i>	27%↑	16%
	Perceptions of Life in Calgary: <i>Crowded</i>	23%↑	15%
	Perceptions of Life in Calgary: <i>Inexpensive</i>	23%↑	9%
	Perceptions of Life in Calgary: <i>Not inclusive</i>	20%↑	14%
 <p>Environmental Perceptions</p>	Agree that 'I think we need to act now to address climate change'	87%↑	69%
	Agree that 'I am concerned about climate change'	85%↑	69%
	Agree that 'I support the decision Council made to declare a Climate Change Emergency'	82%↑	57%
	Agree that 'The quality of Calgary's environment (air, water and land) is good'	81%↓	88%

↑Statistically higher than adults aged 25 or older  
 ↓Statistically lower than adults aged 25 or older



# Notable Differences in Age Groups (continued)

		Aged 18-24	Aged 25+
 Diversity and Inclusion	Agree that 'People in Calgary have opportunities to express and celebrate their unique cultures'	88%↓	93%
	Agree that 'City programs and services are inclusive for all people, regardless of things like ethnicity, race, religion, income, or sexual identity'	82%↓	90%
	Agree that 'The City of Calgary is taking steps to address racism'	65%↓	76%
	Agree that 'I have personally experienced discrimination in Calgary'	58%↑	38%
 Reasons for Remaining in Calgary	Reasons for Remaining in Calgary: <i>Future job opportunities</i>	61%↑	16%
	Reasons for Remaining in Calgary: <i>Educational opportunities</i>	61%↑	16%
	Reasons for Remaining in Calgary: <i>My current job is here</i>	33%↓	44%
	Reasons for Remaining in Calgary: <i>Affordability</i>	32%↑	19%
	Reasons for Remaining in Calgary: <i>Access to public transportation</i>	21%↑	10%
	Reasons for Remaining in Calgary: <i>Access to entertainment/ restaurants. Nightlife</i>	19%↑	13%
	Reasons for Remaining in Calgary: <i>I own property here</i>	18%↓	61%
 Vision for the Future	Agree that "Calgary is on the right track to be a better city 10 years from now"	80%↑	63%

↑Statistically higher than adults aged 25 or older  
 ↓Statistically lower than adults aged 25 or older



# Notable Differences in Age Groups (continued)

		Aged 18-24	Aged 25+
 <p>Making Calgary a More Vibrant City</p>	Most Important Initiative/Change: <i>Address poverty and homelessness</i>	<b>24%↑</b>	<b>17%</b>
	Most Important Initiative/Change: <i>Improve public transit system</i>	<b>23%↑</b>	<b>15%</b>
	Most Important Initiative/Change: <i>Reduce taxes</i>	<b>16%↓</b>	<b>31%</b>
	Most Important Initiative/Change: <i>More entertainment or nightlife</i>	<b>13%↑</b>	<b>5%</b>
	Most Important Initiative/Change: <i>Economic diversification</i>	<b>12%↓</b>	<b>22%</b>
	Most Important Initiative/Change: <i>Encourage new business</i>	<b>10%↓</b>	<b>20%</b>
	Most Important Initiative/Change: <i>More educational opportunities</i>	<b>10%↑</b>	<b>4%</b>
	Most Important Initiative/Change: <i>More recreation options</i>	<b>10%↑</b>	<b>5%</b>
	Most Important Initiative/Change: <i>More art and culture opportunities</i>	<b>9%↑</b>	<b>4%</b>
 <p>Infrastructure Projects</p>	Importance of Green Line	<b>89%↑</b>	<b>77%</b>
	Importance of new event centre	<b>81%↑</b>	<b>72%</b>
	Importance of Foothills Fieldhouse	<b>72%↑</b>	<b>61%</b>
	Importance of Arts Commons Expansion	<b>67%↑</b>	<b>56%</b>

↑Statistically higher than adults aged 25 or older  
 ↓Statistically lower than adults aged 25 or older



# Notable Differences in Age Groups (continued)

		Aged 18-24	Aged 25+
 <p>Desired Green Line Amenities</p>	Most Important Amenities: <i>Accessibility</i>	<b>46%↑</b>	<b>37%</b>
	Most Important Amenities: <i>Wi-Fi</i>	<b>36%↑</b>	<b>16%</b>
	Most Important Amenities: <i>Green space or garden areas</i>	<b>27%↑</b>	<b>17%</b>
	Most Important Amenities: <i>Lighting</i>	<b>21%↓</b>	<b>36%</b>
	Most Important Amenities: <i>Art or cultural expression</i>	<b>12%↑</b>	<b>7%</b>
	Most Important Amenities: <i>Safety/ security</i>	<b>2%↓</b>	<b>9%</b>
 <p>Downtown Trips and Activities</p>	Past Year Downtown Activities: <i>Went to a restaurant or bar</i>	<b>66%↑</b>	<b>46%</b>
	Past Year Downtown Activities: <i>Shopped downtown</i>	<b>54%↑</b>	<b>31%</b>
	Past Year Downtown Activities: <i>Visited a plaza or park</i>	<b>47%↑</b>	<b>31%</b>
	Go downtown for leisure weekly or more	<b>37%↑</b>	<b>16%</b>
	Past Year Downtown Activities: <i>Attended or visited a downtown festival or event</i>	<b>34%↑</b>	<b>24%</b>
	Past Year Downtown Activities: <i>Visited the central library or other library branches</i>	<b>33%↑</b>	<b>19%</b>
	Past Year Downtown Activities: <i>Attended a downtown sporting event</i>	<b>27%↑</b>	<b>15%</b>
	Past Year Downtown Activities: <i>Visited a downtown recreation facility</i>	<b>21%↑</b>	<b>8%</b>

↑Statistically higher than adults aged 25 or older  
 ↓Statistically lower than adults aged 25 or older



# Notable Differences in Age Groups (continued)

		Aged 18-24	Aged 25+
 <p>Influences to Visit Downtown</p>	Dining options	<b>86%↑</b>	<b>65%</b>
	Transportation options	<b>82%↑</b>	<b>67%</b>
	Entertainment options	<b>82%↑</b>	<b>67%</b>
	Shopping options	<b>73%↑</b>	<b>53%</b>
	Festivals	<b>72%↑</b>	<b>56%</b>
 <p>Lifestyle</p>	Likely to buy own home in the next ten years	<b>68%↑</b>	<b>20%</b>
	Main Mode of Transportation: <i>Driving</i>	<b>51%↓</b>	<b>79%</b>
	Main Mode of Transportation: <i>Public transit</i>	<b>32%↑</b>	<b>10%</b>
	Main Mode of Transportation: <i>Taxi or vehicle for hire</i>	<b>4%↑</b>	<b>2%</b>
	Already own my own home	<b>4%↓</b>	<b>62%</b>
 <p>Community Involvement in the Past 12 Months</p>	Voted in Calgary's last municipal election +	<b>61%↓</b>	<b>84%</b>
	Donated more than \$50 to a charitable organization	<b>29%↓</b>	<b>51%</b>
	Volunteered at community events, such as festivals, City events or attractions	<b>24%↑</b>	<b>11%</b>

+ Some Calgarians currently aged 18-24 may not have been the age of the majority at the time of the last election.

↑Statistically higher than adults aged 25 or older  
 ↓Statistically lower than adults aged 25 or older



# Notable Differences in Age Groups (continued)



## Attitudes Towards City's Communications

	Aged 18-24	Aged 25+
Agree that 'I prefer to hear about City issues online and on social media rather than traditional media outlets like TV, radio and newspapers'	79%↑	47%
Agree that 'I trust City of Calgary social media as a primary source of information about The City of Calgary'	78%↑	57%
Rate City communications as 'good' in past 6 months	75%↑	61%
Agree that 'I trust other social media as a primary source of information about The City of Calgary'	67%↑	43%
Believe that adopting new technology can make a city a better place to live	67%↑	55%
Agree that 'I feel like I'm doing my part as a Calgarian by keeping up-to-date about City issues and policies'	66%↓	80%
Think that using new technology can improve citizens' relationship with The City	64%↑	51%
Agree that 'I can't be bothered to keep track of what's going on in The City'	58%↑	28%
Feel well informed about City Government and Council	46%↓	60%

↑Statistically higher than adults aged 25 or older  
 ↓Statistically lower than adults aged 25 or older



# Notable Differences in Age Groups (continued)



Preferred Information Channels

	Aged 18-24	Aged 25+
Social media	63%↑	37%
Television	36%↑	47%
Multicultural media	14%↑	4%
Signage	14%↑	6%
Direct mail	13%↓	25%
Newspaper	13%↓	25%
In person	8%↑	5%
City publications/brochures	7%↓	12%
Email	<1%↓	3%

↑Statistically higher than adults aged 25 or older  
 ↓Statistically lower than adults aged 25 or older



# Notable Differences in Age Groups (continued)

		Aged 18-24	Aged 25+
 <p>Daily Social Media Usage</p>	Instagram	68%↑	33%
	YouTube	67%↑	34%
	Snapchat	46%↑	7%
	TikTok	45%↑	11%
	Facebook	28%↓	53%
	Twitter	27%↑	16%
	Reddit	19%↑	8%
	Pinterest	13%↑	6%
 <p>Attitudes Towards Government</p>	Agree that 'It should be primarily government, not the private sector, that is concerned with solving society's social problems'	42%↑	33%
	Agree that "Politics seems so complicated that I can't really understand what's going on"	35%↑	21%
	Agree that 'I try not to concern myself with what government is doing'	28%↑	17%
	Agree that 'Generally speaking, politicians care what people like me think'	21%↑	15%

↑Statistically higher than adults aged 25 or older  
 ↓Statistically lower than adults aged 25 or older



# Notable Differences in Age Groups (continued)

		Aged 18-24	Aged 25+
 <p>Attitudes Towards Calgary Municipal Government</p>	Agree that 'The City of Calgary practices open and accessible government'	42%↑	35%
	Agree that 'The City of Calgary can be relied on to do what it says it will do'	39%↑	29%
	Agree that 'The City of Calgary listens to what people like me have to say'	34%↑	25%
 <p>Perceptions about City Performance</p>	Satisfied with The City of Calgary (including Council and Administration) performance	74%↑	55%
	Satisfied with City Administration's performance	73%↑	64%
	Satisfied with Calgary's City Council performance	68%↑	51%

↑Statistically higher than adults aged 25 or older  
 ↓Statistically lower than adults aged 25 or older



## **Notable Differences Since 2021 | 18-24 Year-Olds**





# Notable Differences Since 2021 | 18-24 Year-Olds

		2022 18-24	2021 18-24	
	Issue Agenda	Most Important Issue: <i>Crime safety and policing</i>	<b>15%↑</b>	<b>9%</b>
		Most Important Issue: <i>Transit</i>	<b>13%↑</b>	<b>5%</b>
		Most Important Issue: <i>Respect for others in the community/ good relationships</i>	<b>4%↓</b>	<b>14%</b>
	Quality of Life	Think the economy in Calgary will improve six months from now	<b>41%↓</b>	<b>57%</b>
		Think the overall quality of life in Calgary will improve six months from now	<b>40%↓</b>	<b>50%</b>
	Quality of Life Performance Measures	Calgary's Performance: <i>Walkability is good</i>	<b>67%↓</b>	<b>75%</b>
		Calgary's Performance: <i>Safety is good</i>	<b>65%↓</b>	<b>77%</b>
		Calgary's Performance: <i>Transit is good</i>	<b>62%↓</b>	<b>71%</b>
		Calgary's Performance: <i>Affordability is good</i>	<b>52%↓</b>	<b>64%</b>
	Perceptions of Life In Calgary	Perceptions of Life in Calgary: <i>Inclusive</i>	<b>57%↑</b>	<b>48%</b>
	Diversity and Inclusion	Agree that 'People in Calgary feel accepted regardless of their background, identity or lifestyle'	<b>76%↑</b>	<b>64%</b>

↑Statistically higher than those aged 18-24 in 2021  
 ↓Statistically lower than those aged 18-24 in 2021



# Notable Differences Since 2021 | 18-24 Year-Olds

(continued)

		2022 18-24	2021 18-24
 <p>Relocation and Reasons for Remaining in Calgary</p>	Likely to stay in Calgary for at least next 5 years	<b>80%↑</b>	<b>71%</b>
	Reasons for Remaining in Calgary: <i>My family is here</i>	<b>67%↓</b>	<b>78%</b>
	Reasons for Remaining in Calgary: <i>Educational opportunities</i>	<b>61%↑</b>	<b>42%</b>
 <p>Community Involvement in the Past 12 Months</p>	Participated in a fundraising run/ walk/ ride	<b>15%↓</b>	<b>23%</b>
 <p>Attitudes Towards Finances, Work and Education</p>	Agree that 'I feel I have the skills to get the job I want'	<b>81%↑</b>	<b>74%</b>
	Agree that 'There is enough opportunity for employment in Calgary'	<b>58%↑</b>	<b>49%</b>
 <p>Attitudes Towards City's Communications</p>	Agree that 'I can't be bothered to keep track of what's going on in The City'	<b>58%↑</b>	<b>50%</b>
	Television	<b>36%↓</b>	<b>45%</b>
 <p>Preferred Information Channels</p>	In person	<b>8%↑</b>	<b>5%</b>
	City publications/brochures	<b>7%↓</b>	<b>14%</b>
	Email	<b>&lt;1%↓</b>	<b>1%</b>
 <p>Daily Social Media Usage</p>	Twitter	<b>27%↑</b>	<b>18%</b>

↑Statistically higher than those aged 18-24 in 2021  
 ↓Statistically lower than those aged 18-24 in 2021



## Issue Agenda and Quality of Life



## Issue Agenda

---

### Top issues for young adults include

**‘economy’, ‘crime, safety and policing’ and ‘homelessness, poverty and affordable housing’.**

### Young adults also place greater importance than others on

**‘transit’, ‘recreation’, ‘environment and waste management’ and ‘respect for others’.**

---

- Respondents were asked on an unaided (open-ended) basis to identify the most important issue facing their community that should get more attention from City leaders. Multiple responses were allowed.
- The top five issues for Calgarians are the ‘economy’ (24%), ‘crime, safety and policing’ (14%, up statistically from 8% in 2021), ‘infrastructure, traffic and roads’ (13%), ‘homelessness, poverty and affordable housing’ (11%, up statistically from 7% in 2021) and ‘taxes’ (10%).
- The top five issues for young adults aged 18-24 years are similar to Calgarians overall, but include ‘transit’ and exclude ‘taxes’. The top five issues in order for young adults are the ‘economy’ (18%), ‘crime, safety and policing’ (15%), ‘homelessness, poverty and affordable housing’ (15%), transit (13%, up statistically from 5% in 2021) and ‘infrastructure, traffic and roads’ (12%).
- Issues that are statistically more important to young adults include ‘transit’ (13% vs. 6% among 25+ years), ‘environment and waste management’ (9% vs. 4% among 25+ years), ‘recreation’ (6% vs. 3% among 25+ years) and ‘respect for others in community’ (4% vs. 2% among 25+ years). In contrast, the ‘economy’ (18% vs. 25% among 25+ years) and ‘taxes’ (2% vs. 11% among 25+ years) are statistically less important to young adults.
- Other statistical shifts this year for young adults include fewer mentions of COVID-19 (2% vs. 11% in 2021) and fewer mentions of ‘respect for others in community’ (4% vs. 14% in 2021).



# Issue Agenda

Multiple Responses

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

ISSUE AGENDA	TOTAL (n=840)	18-24 (n=440)	25+ (n=400)
<b>Economy (NET)</b>	<b>24%</b>	<b>18%↓</b>	<b>25%↑</b>
- Economy/ cost of living	20% <b>8%</b>	12%↓ <b>7%</b>	21%↑ <b>8%</b>
- Unemployment/ job creation	3% <b>11%</b>	6%↑	3%↓ <b>12%</b>
<b>Crime, safety and policing (NET)</b>	<b>14%</b> <b>8%</b>	<b>15%</b> <b>9%</b>	<b>14%</b> <b>8%</b>
- Crime, including breaking and entering/ gangs/ drug deals	10% <b>6%</b>	8%	10% <b>6%</b>
- Public safety	3%	7%↑ <b>2%</b>	3%↓
<b>Infrastructure, traffic and roads (NET)</b>	<b>13%</b>	<b>12%</b>	<b>13%</b>
- Road conditions	5%	7% <b>3%</b>	5%
- Traffic congestion	3%	1%	3%
- Pedestrian/ bicycle/ scooter lanes	2% <b>0%</b>	2%	2%
- Infrastructure maintenance/ improvement/ development	2%	1%	2%
- Speed issues (speeding, speed in residential communities)	2%	1%	2%
<b>Homelessness, poverty and affordable housing (NET)</b>	<b>11%</b> <b>7%</b>	<b>15%</b>	<b>10%</b>
- Poverty/ homelessness/ related social issues	7%	11%↑	7%↓
- Affordable housing for low-income residents	4%	4%	4%
<b>Taxes (NET)</b>	<b>10%</b>	<b>2%↓</b>	<b>11%↑</b>
- Taxes/ high taxes	6%	1%↓	7%↑
- Property taxes	4%	0%↓	4%↑
<b>Transit (NET)</b>	<b>7%</b>	<b>13%↑</b> <b>5%</b>	<b>6%↓</b>
- Public transportation (including buses, C-Train, poor service)	4%	8%↑ <b>3%</b>	3%↓
- Transit system improvements	3% <b>1%</b>	5%	3% <b>1%</b>

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

Statistically different from 2021

TOTAL mentions <2% are not shown

↑Statistically higher than other age groups  
↓Statistically lower than other age groups



# Issue Agenda (continued)

Multiple Responses

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

ISSUE AGENDA	TOTAL (n=840)	18-24 (n=440)	25+ (n=400)
<b>Recreation (NET)</b>	4%	6%↑	3%↓
- Lack of community centres/ parks/ green space	2%	4%↑	2%↓
<b>Environment and waste management (NET)</b>	4%	9%↑	4%↓
- Environment/ environmental control	2%	6%↑	2%↓
- Cleaning up the city/ communities/ parks	2%	1%	2%
<b>Healthcare</b>	4%	3%	4%
<b>Budget and spending (NET)</b>	3%	1%	3%
- Budget control/ appropriate spending of taxes	2%	1%	3%
<b>Growth and planning (NET)</b>	2%	2%	2%
<b>Respect to others in community/ good relationships</b>	2% <span style="border: 1px solid gray; padding: 2px;">4%</span>	4%↑ <span style="border: 1px solid gray; padding: 2px;">14%</span>	2%↓
<b>Ineffective politicians/ council member(s)</b>	2%	2%	2%
<b>High cost of City utilities (like gas and electricity)</b>	2%	0%	2%
<b>Drugs/ alcohol/ Addiction services/ management</b>	2%	3%	2%

Note: At just 1% total mentions in 2021, COVID is not shown in the table. COVID mentions this year are 1% total (vs. 12% in 2021), 2% among 18-24 years (vs. 11% in 2021) and <1% among 25+ years (vs. 12% in 2021).

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

Statistically different from 2021

TOTAL mentions <2% are not shown

↑Statistically higher than other age groups  
↓Statistically lower than other age groups

## Quality of Life and Economy

---

**Young adults rate quality of life more highly than others, but have declining optimism that quality of life will improve.**

**To improve quality of life, young adults prioritize the ‘economy’, ‘affordable housing’ and ‘cost of living’.**

---

- This year, 86% of Calgarians rate their overall quality of life in the city of Calgary as ‘very good’ or ‘good’, which is on par with 83% in 2021. Among young adults aged 18-24 years, 92% rate quality of life as ‘very good’ or ‘good’ which is statistically higher than among those aged 25+ years (86%) and on par with 2021 (89%).
- Calgarians are less optimistic this year about the future, with only one-quarter (25%) expecting the quality of life to get ‘better’ over the next six months, which is down statistically from 37% in 2021. While young adults are statistically more positive with 40% expecting things to be ‘better’ (vs. 24% among 25+ years), this result is statistically down 10 points from 50% in 2021.
- In a new question this year, respondents were asked on an unaided (open-ended) basis to identify the most important things that City leaders can do to improve the quality of life for young adult Calgarians. Multiple responses were allowed.
  - The top five responses from Calgarians include actions on the ‘economy’ (24%), ‘affordable housing’ (16%), ‘cost of living’ (10%), ‘education’ (6%) and ‘taxes’ (6%).
  - The top five responses from young adults include actions on the ‘economy’ (24%), ‘affordable housing’ (13%), ‘cost of living’ (12%), ‘education’ (10%, statistically higher than 5% among 25+ years) and ‘transit’ (8%, statistically higher than 5% among 25+ years). Young adults are statistically less likely to mention ‘taxes’ (2% vs. 6% among 25+ years).

## Quality of Life and Economy (continued)

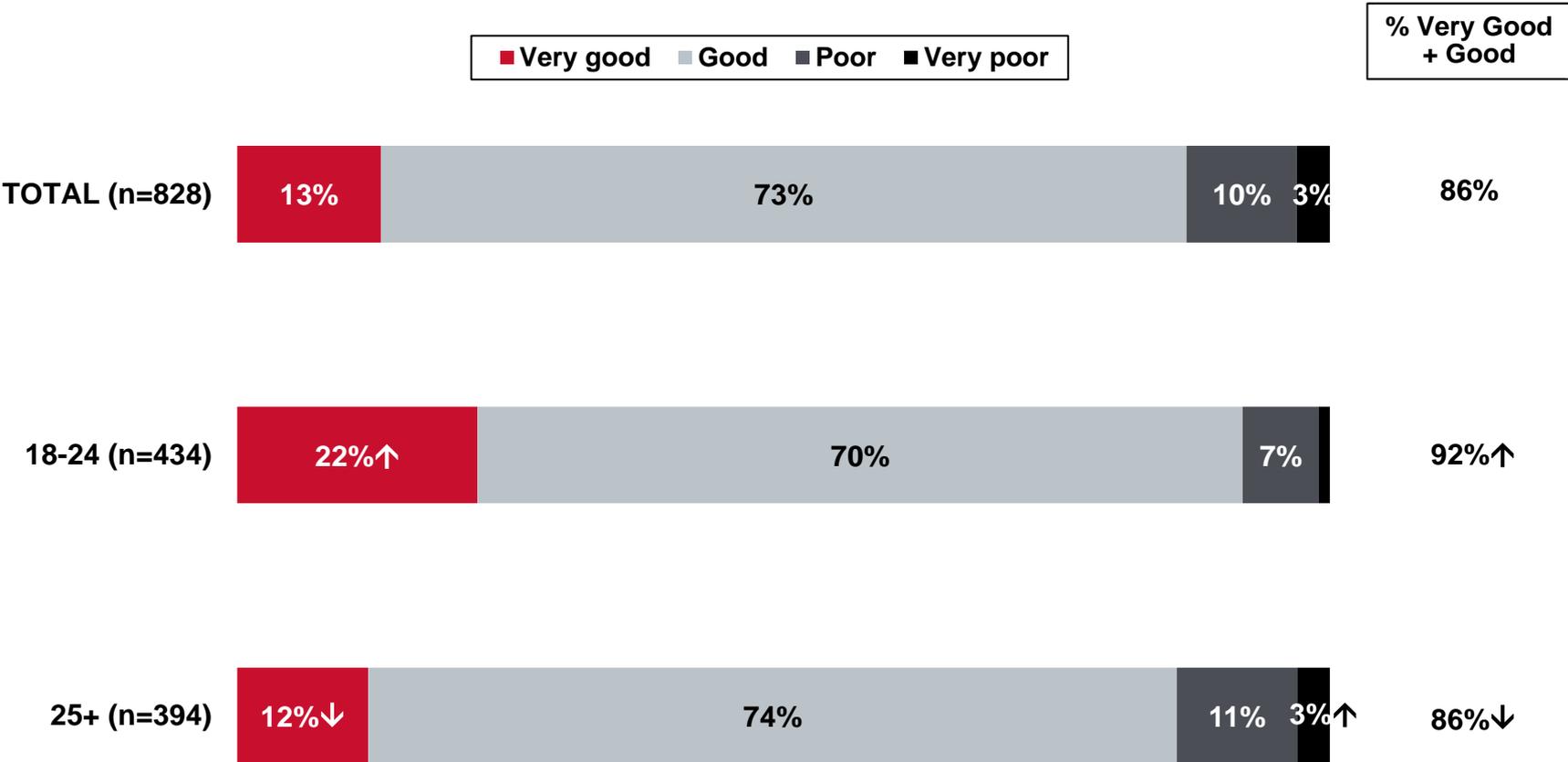
---

**Young adults are more optimistic than others that the economy will improve, but this optimism has declined since 2021.**

---

- A slight majority (54%) of Calgarians rate the economy in Calgary as ‘very good’ or ‘good’, which is a statistical 21-point improvement from 33% in 2021. Young adults aged 18-24 years have similar impressions of the economy (57% ‘very good’ or ‘good’).
- While overall perceptions of the current economy have improved, optimism for the future is down. Three-in-ten (29%) Calgarians expect the economy to get ‘better’ six months from now, which is down statistically from 45% in 2021. Young adults are statistically more optimistic with 41% expecting things to get ‘better’ (vs. 27% among 25+ years), but this result is down statistically by 16 points from 57% in 2021.

# Overall Quality of Life in Calgary



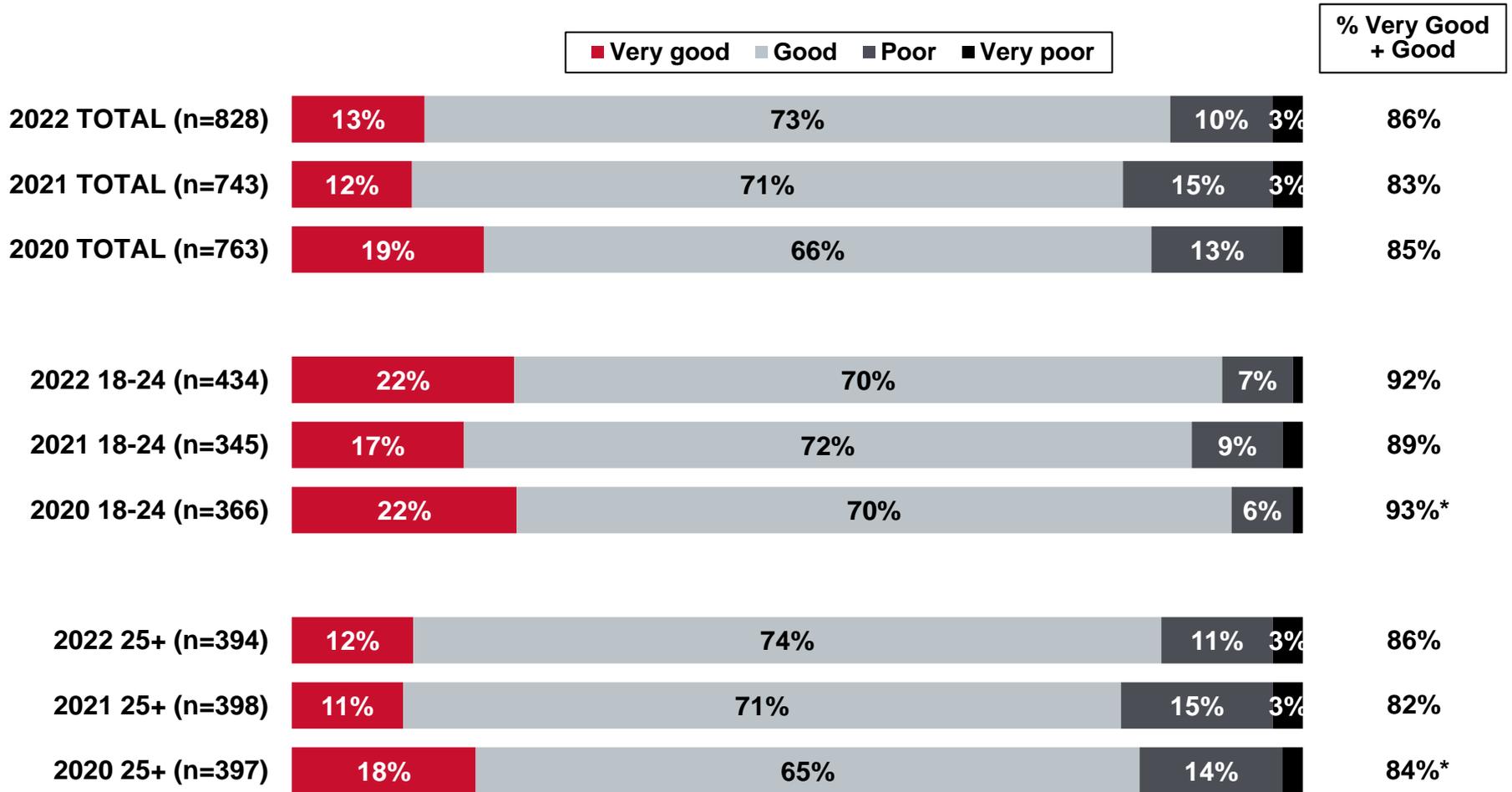
Data labels <3% are not shown

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

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups



# Tracking | Overall Quality of Life in Calgary



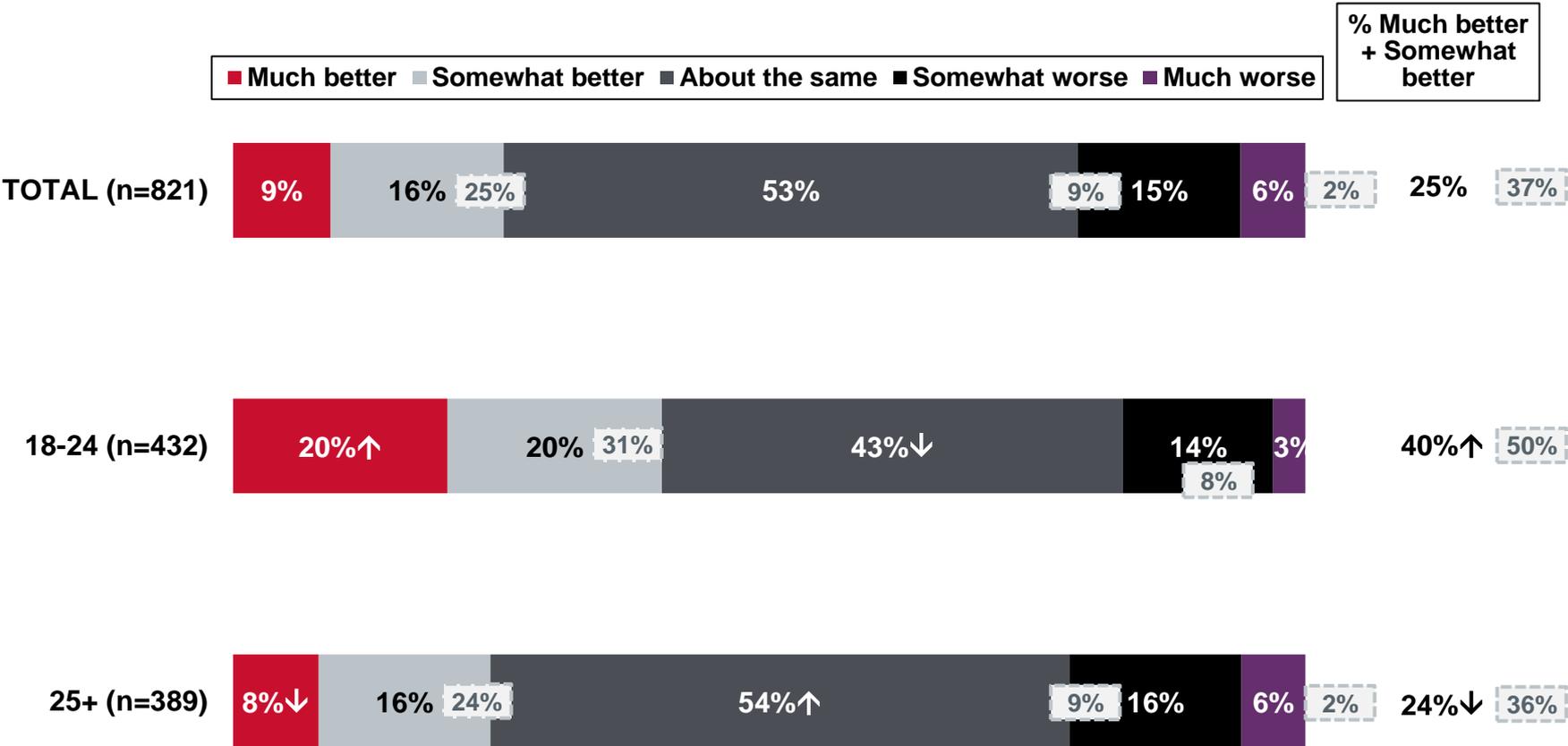
Q2. How would you rate the overall quality of life in the city of Calgary today?  
 Base: Valid respondents (excluding 'don't know')

\*Rounding

Data labels <3% are not shown



# Projected Change in the Quality of Life - In the Next Six Months -



Q2b. Looking ahead six months from now, how do you think the overall quality of life in Calgary will change?

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

Statistically different from 2021

↑ Statistically higher than other age groups  
↓ Statistically lower than other age groups



# Improving Quality of Life for Young Adults

Multiple Responses

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

	TOTAL (n=840)	18-24 (n=440)	25+ (n=400)
<b>Economy (NET)</b>	<b>24%</b>	<b>24%</b>	<b>24%</b>
- More jobs/ employment opportunities	20%	17%	21%
- Economic diversification	2%	1%	2%
<b>Affordable housing</b>	<b>16%</b>	<b>13%</b>	<b>16%</b>
<b>Manage/ decrease cost of living/ economy</b>	<b>10%</b>	<b>12%</b>	<b>10%</b>
<b>Education (NET)</b>	<b>6%</b>	<b>10%↑</b>	<b>5%↓</b>
- Improve education/ job training	5%	6%	5%
<b>Lower taxes</b>	<b>6%</b>	<b>2%↓</b>	<b>6%↑</b>
<b>Crime, safety and policing (NET)</b>	<b>5%</b>	<b>7%</b>	<b>5%</b>
- Increased public safety	4%	6%	3%
- Crime issues	2%	1%	2%
<b>Improved transit/ public transportation services</b>	<b>5%</b>	<b>8%↑</b>	<b>5%</b>
<b>Increase public attractions (incl. arts/ culture initiatives)</b>	<b>4%</b>	<b>3%</b>	<b>4%</b>
<b>Increased youth programs/ services</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>
<b>Increase wages/ salaries</b>	<b>3%</b>	<b>2%</b>	<b>3%</b>
<b>Listen to residents/ more civic engagement</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>
<b>Ineffective politicians/ council member(s)</b>	<b>3%</b>	<b>1%↓</b>	<b>3%↑</b>
<b>Improve sport/ recreation services</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>
<b>Improve parks/ green spaces</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>

New question in 2022

TOTAL mentions <2% are not shown

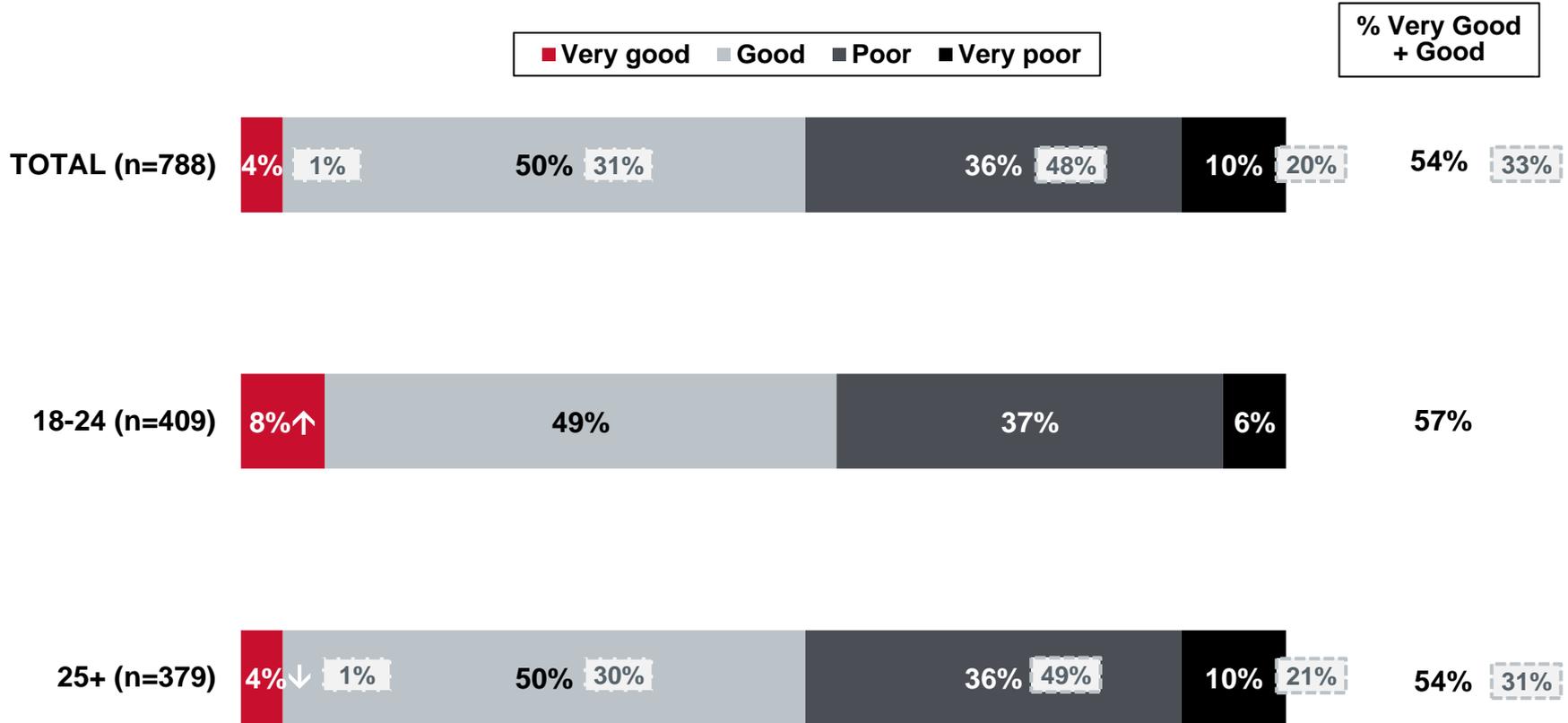
↑Statistically higher than other age groups  
↓Statistically lower than other age groups

Q2C. What is the most important thing City leaders can do to improve the quality of life for young adult Calgarians?

Base: All respondents



# Rating the Economy in Calgary



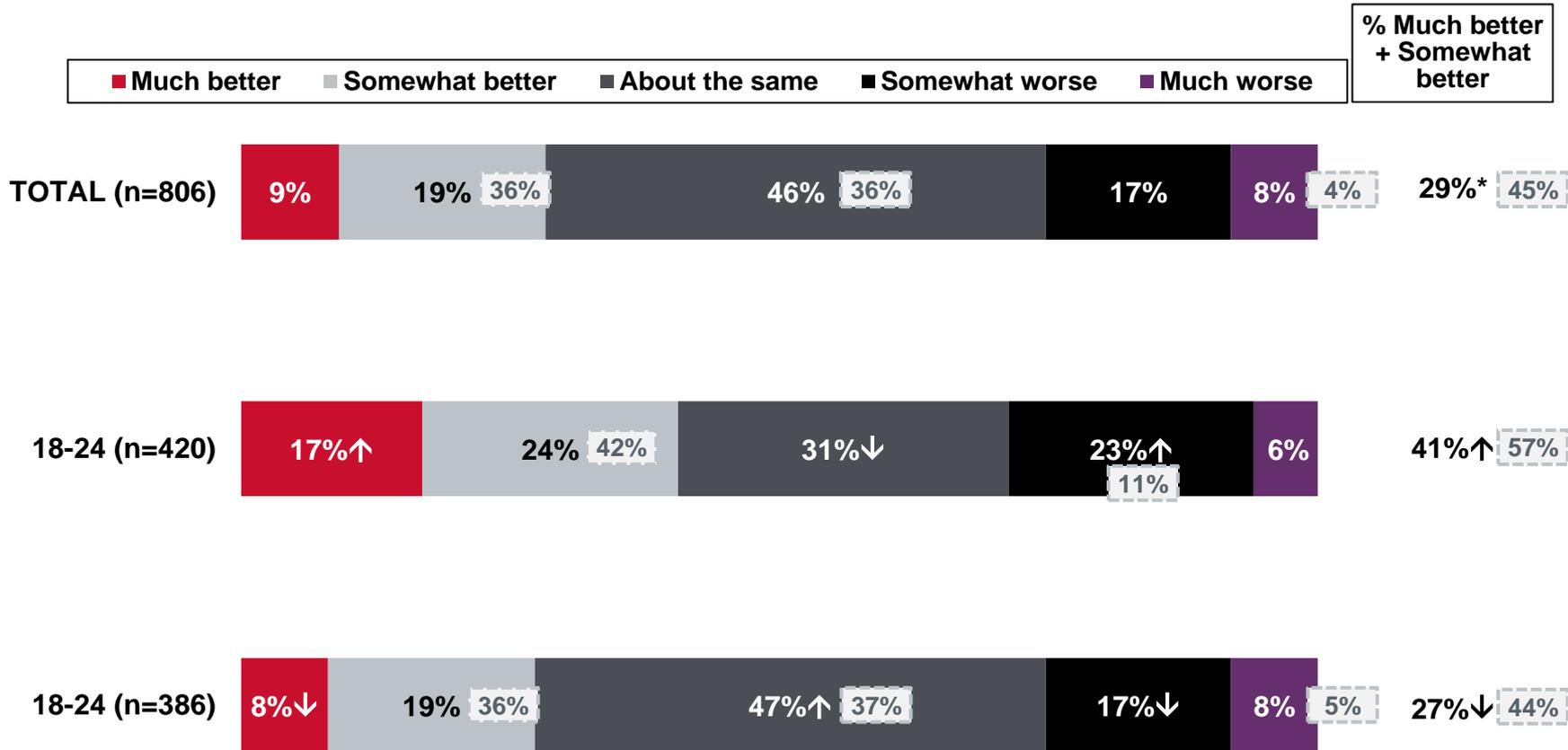
Q2a. How would you rate the economy in Calgary currently?  
 Base: Valid respondents (excluding 'don't know')

Statistically different from 2021

↑Statistically higher than other age groups  
 ↓Statistically lower than other age groups



# Projected Change in Calgary's Economy - In the Next Six Months -



Q2b. Looking ahead six months from now, how do you think the economy in Calgary will change?

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

Statistically different from 2021

\*Rounding  
 ↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups

## Quality of Life Measures

---

**Young adults are more likely than others to agree that “Calgary is moving in the right direction to ensure a high quality of life for future generations”.**

---

- Nine-in-ten (90%) Calgarians and a similar proportion (86%) of young adults aged 18-24 years ‘agree’ that they are “proud to live in my neighbourhood”. The overall result of 90% is up a statistically significant 6 points from 84% in 2021, while the result among young adults is on par with 2021.
- More than eight-in-ten (84%) Calgarians and an identical proportion of young adults (84%) ‘agree’ that “I am proud to be a Calgarian”.
- Eight-in-ten (81%) Calgarians and a similar proportion of young adults (83%) ‘agree’ that “Calgary is a great place to make a life”.
- Three-quarters (75%) of Calgarians and a similar proportion of young adults (78%) ‘agree’ that ‘Calgary is a great place to make a living’. Agreement overall is up a statistically significant 10 points from 2021 (75% vs. 65% in 2021), but results among young adults are on par with 2021.
- A majority (55%) of Calgarians ‘agree’ that “Calgary is moving in the right direction to ensure a high quality of life for future generations, but agreement is statistically higher among young adults (70% vs 53% among 25+ years).

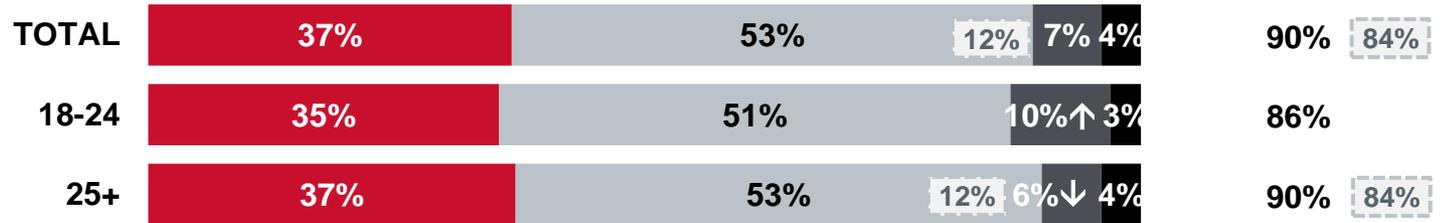


# Quality of Life Measures

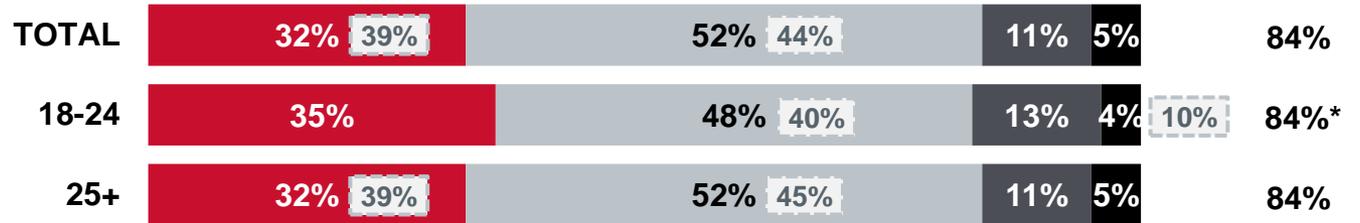
■ Strongly agree  
 ■ Somewhat agree  
 ■ Somewhat disagree  
 ■ Strongly disagree

**% Strongly agree + Somewhat agree**

I am proud to live in my neighbourhood



I am proud to be a Calgarian



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



Q3. To what extent do you agree or disagree with each of the following statements about life in Calgary?

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

Statistically different from 2021

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups

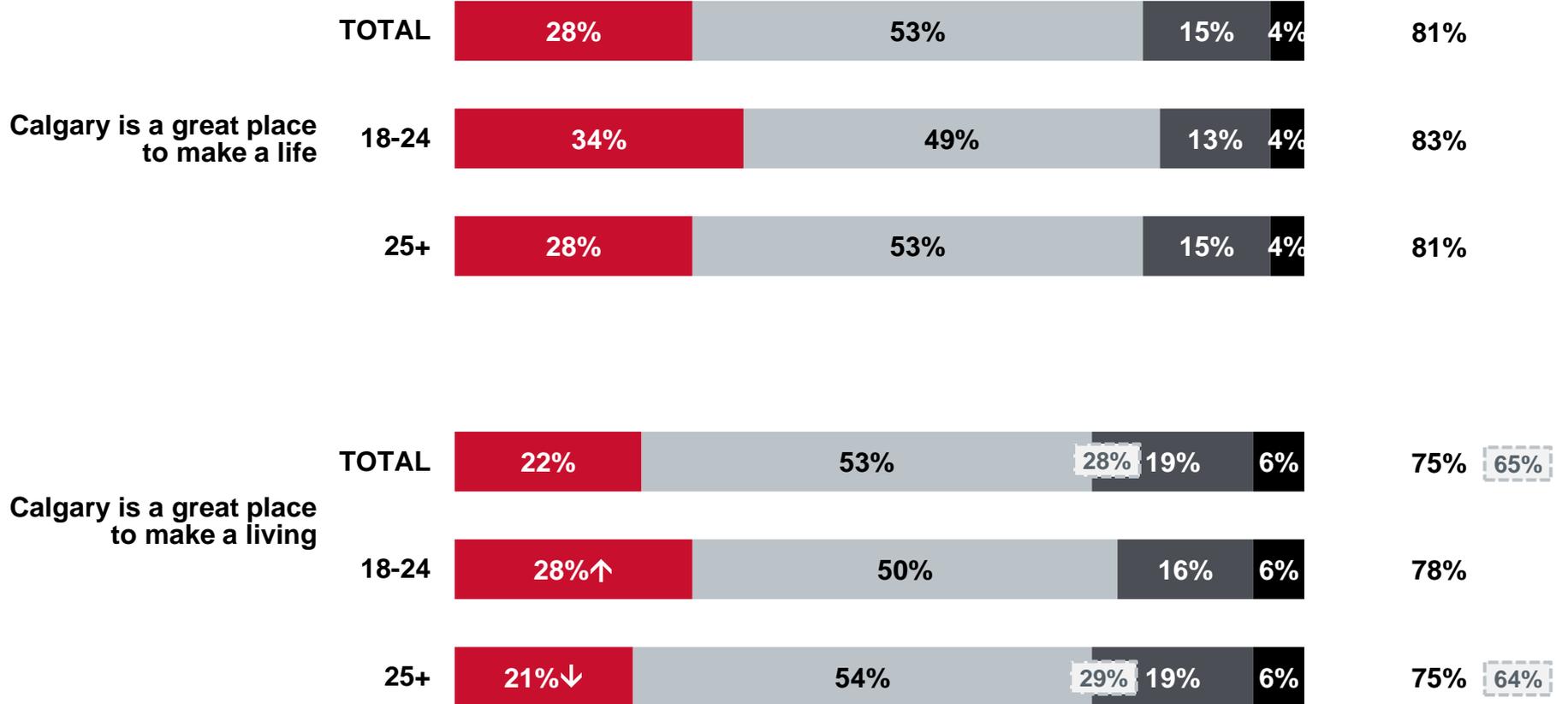
*\*Rounding*



# Quality of Life Measures (continued)

■ Strongly agree 
 ■ Somewhat agree 
 ■ Somewhat disagree 
 ■ Strongly disagree

**% Strongly agree + Somewhat agree**



Q3. To what extent do you agree or disagree with each of the following statements about life in Calgary?

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

Statistically different from 2021

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups

\*Rounding



## Quality of Life Performance Measures

---

**Young adults are less likely than others to rate Calgary highly for “shopping” and “environmental friendliness”.**

---

- Respondents were asked to rate how Calgary performs in a variety of areas related to quality of life.
- More than eight-in-ten Calgarians rated their city as ‘very good’ or ‘good’ in four areas, including:
  - “Shopping’ (89%), although ratings are statistically lower among young adults 18-24 years (84% vs. 90% among 25+ years);
  - “Sports and recreation” (86%) with a similar rating from young adults (85%);
  - “Post-secondary education opportunities” (85%), with a similar rating from young adults (84%); and
  - “Diversity” (84%), with a similar rating from young adults (85%).
- More than seven-in-ten Calgarians rated their city as ‘very good’ or ‘good’ in five areas, including:
  - “Technology infrastructure” (79%), with a similar rating from young adults (84%);
  - “Environmental friendliness” (78%), although ratings are statistically lower among young adults (69% vs. 79% among 25+ years);
  - “Arts and culture” (78%), with a similar rating from young adults (77%); and
  - “Walkability” (72%), with a similar rating from young adults (67%).



## Quality of Life Performance Measures (continued)

---

Young adults are more likely than others to rate Calgary highly for “transit” and “affordability”.

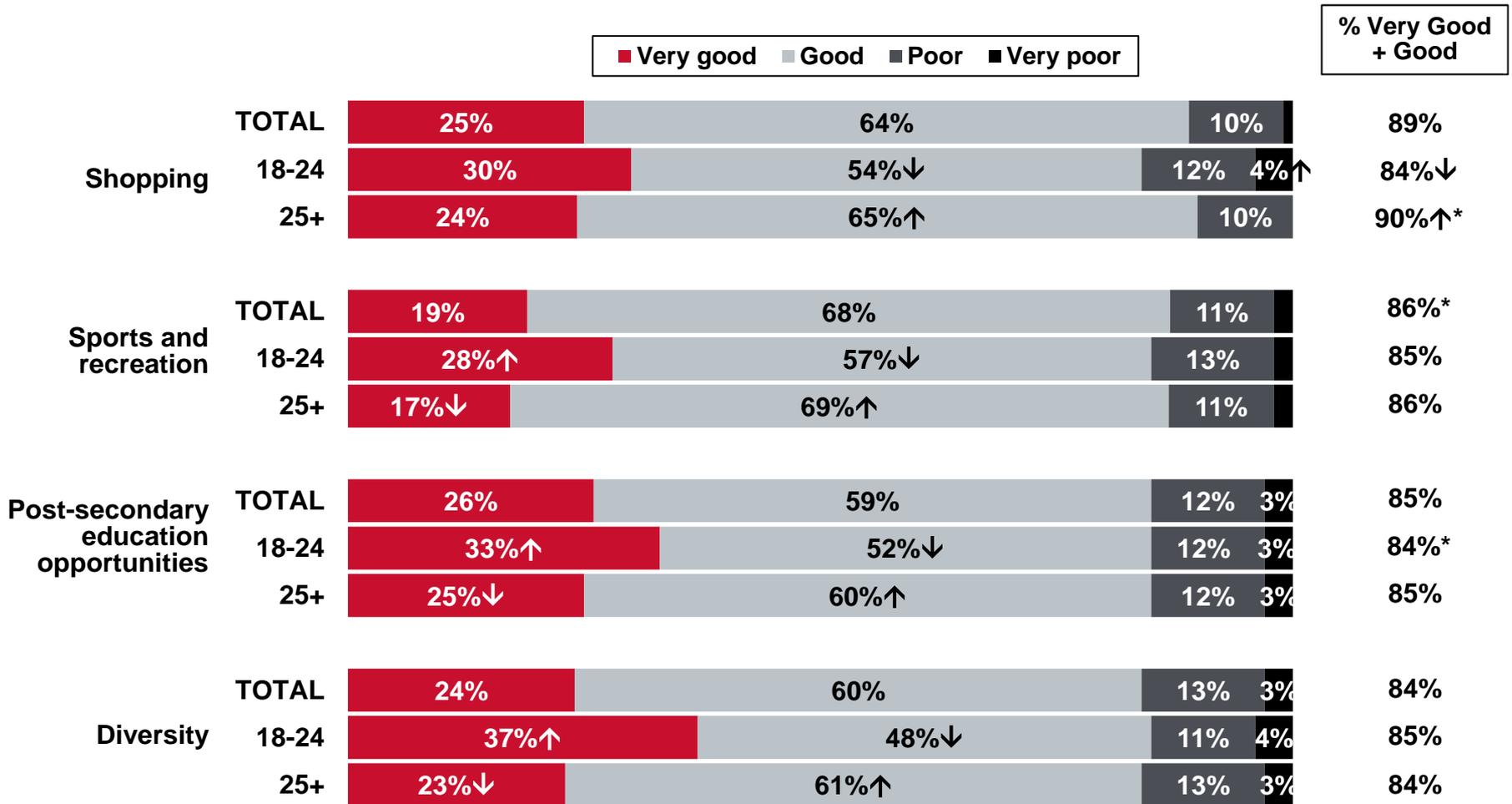
Ratings from young adults have worsened for “walkability”, “safety”, “transit” and “affordability”.

---

- A majority of Calgarians rate their city as ‘very good’ or ‘good’ in four areas, including:
  - “Nightlife” (66%), with an identical rating from young adults aged 18-24 years (66%);
  - “Safety” (65%), with an identical rating from young adults (65%);
  - “Employment opportunities” (61%), with a similar rating from young adults (59%); and
  - “Transit” (55%), although ratings are statistically higher among young adults (62% vs, 54% among 25+ years).
- Only about four-in-ten (41%) Calgarians rate their city as ‘very good’ or ‘good’ for “affordability”, although ratings are statistically higher among young adults (52% vs. 40% among 25+ years).
- Statistically significant shifts overall compared to 2021 include an improvement to ratings for “employment opportunities” (61%, up 16 points from 45% in 2021) and worsened ratings for “safety” (65%, down 13 points from 78% in 2021) and “transit” (55%, down 11 points from 66% in 2021).
  - Among young adults, several ratings statistically declined including “walkability” (67%, down 8 points from 75% in 2021), “safety” (65%, down 12 points from 77% in 2021), “transit” (62%, down 9 points from 71% in 2021) and “affordability” (52%, down 12 points from 64% in 2021).



# Quality of Life Performance Measures



\*Rounding

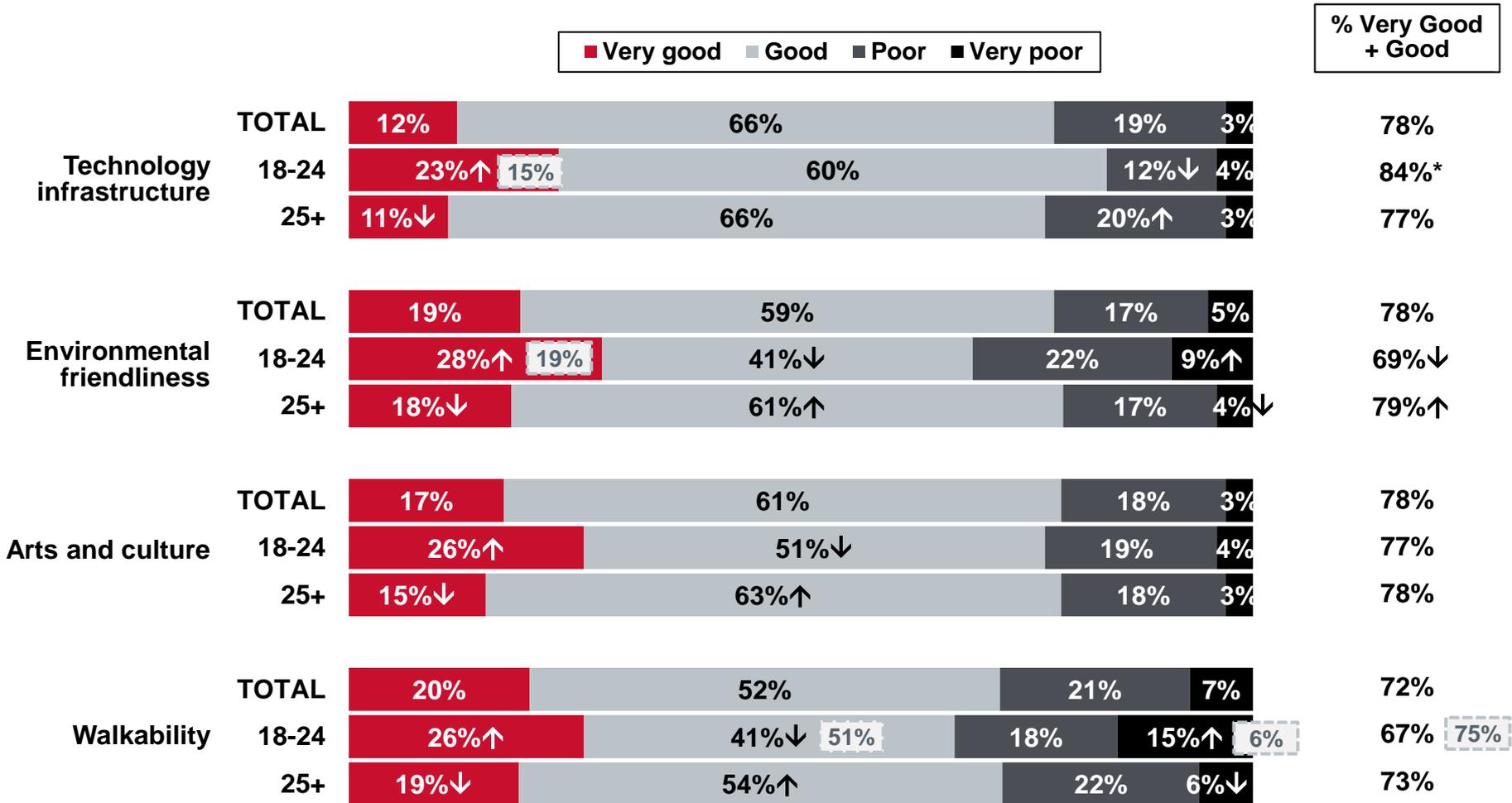
TOTAL mentions <3% are not shown

↑Statistically higher than other age groups  
 ↓Statistically lower than other age groups

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



# Quality of Life Performance Measures (continued)



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

Statistically different from 2021

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups

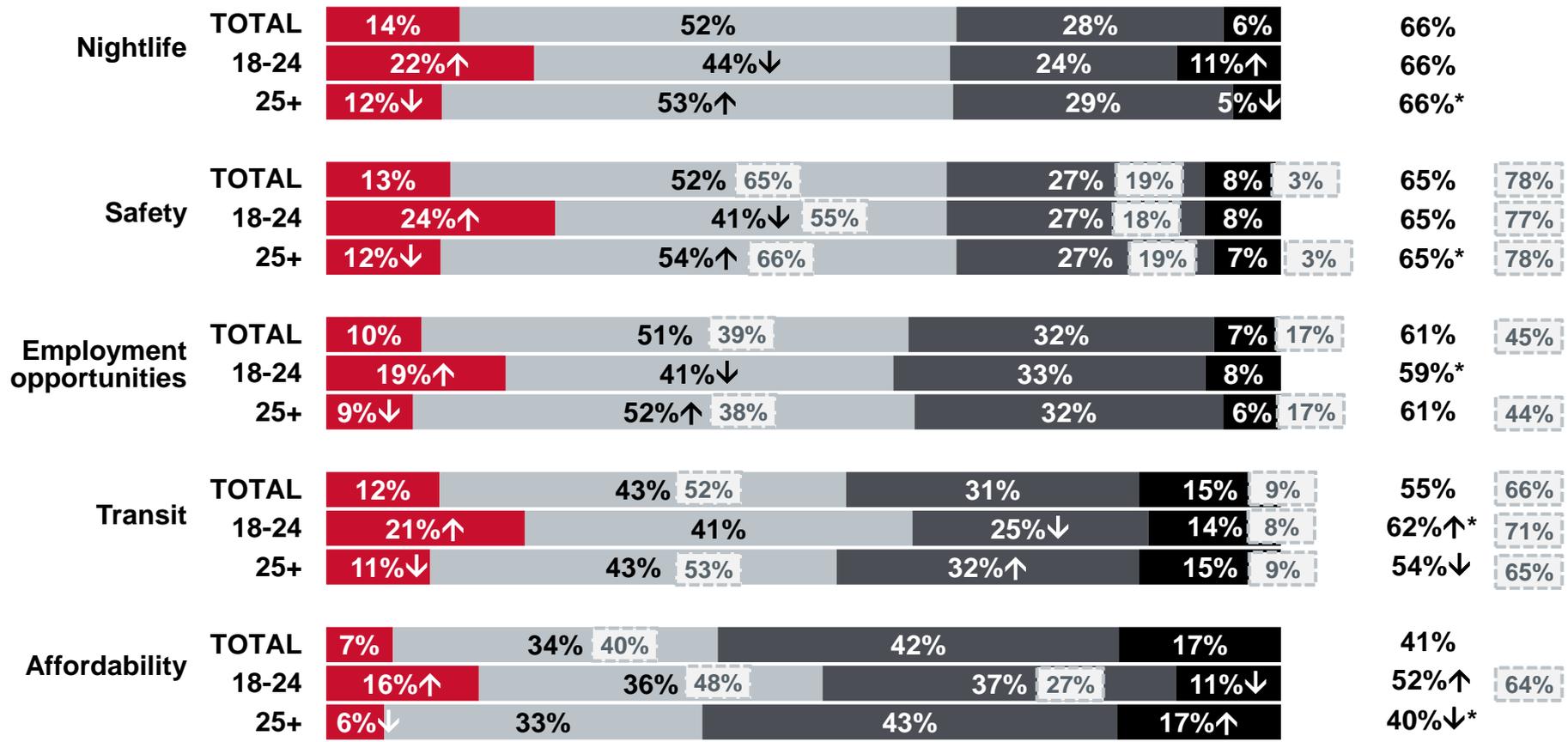
\*Rounding



# Quality of Life Performance Measures (continued)

■ Very good ■ Good ■ Poor ■ Very poor

% Very Good + Good



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

Statistically different from 2021

\*Rounding  
 ↑Statistically higher than other age groups  
 ↓Statistically lower than other age groups

## Perceptions of Life in Calgary

---

**Young adults are more likely than others to see Calgary as ‘crowded’ and ‘not inclusive’.**

---

- Online survey respondents were presented with a series of semantic differential descriptions of life in Calgary. Using a sliding bar, respondents placed their answer along a scale of 10-points closest to the description they felt best described the city.
- A majority of Calgarians believe that Calgary is better described by the following positive descriptions:
  - ‘Clean’ (62%) versus ‘dirty’ (15%), with a similar rating from young adults aged 18-24 years (60% vs. 16%);
  - ‘Welcoming’ (61%) versus ‘unwelcoming’ (11%), with a similar rating from young adults (65% vs. 13%);
  - ‘Spacious’ (58%) versus ‘crowded’ (16%), with young adults similar for ‘spacious’ (56%), but statistically higher for ‘crowded’ (23% vs. 15% among 25+ years);
  - ‘Inclusive’ (57%) versus ‘not inclusive’ (15%), with young adults similar for ‘inclusive’ (57%), but statistically higher for ‘not inclusive’ (20% vs. 14% among 25+ years); and
  - ‘Modern’ (54%) versus ‘old-fashioned’ (13%), with a similar rating from young adults (57% vs. 17%).



## Perceptions of Life in Calgary (continued)

---

Young adults are more likely than others to view Calgary as **'dull'**, **'safe'**, **'conventional'** and **'inexpensive'**.

Ratings from young adults have improved for Calgary being **'inclusive'**.

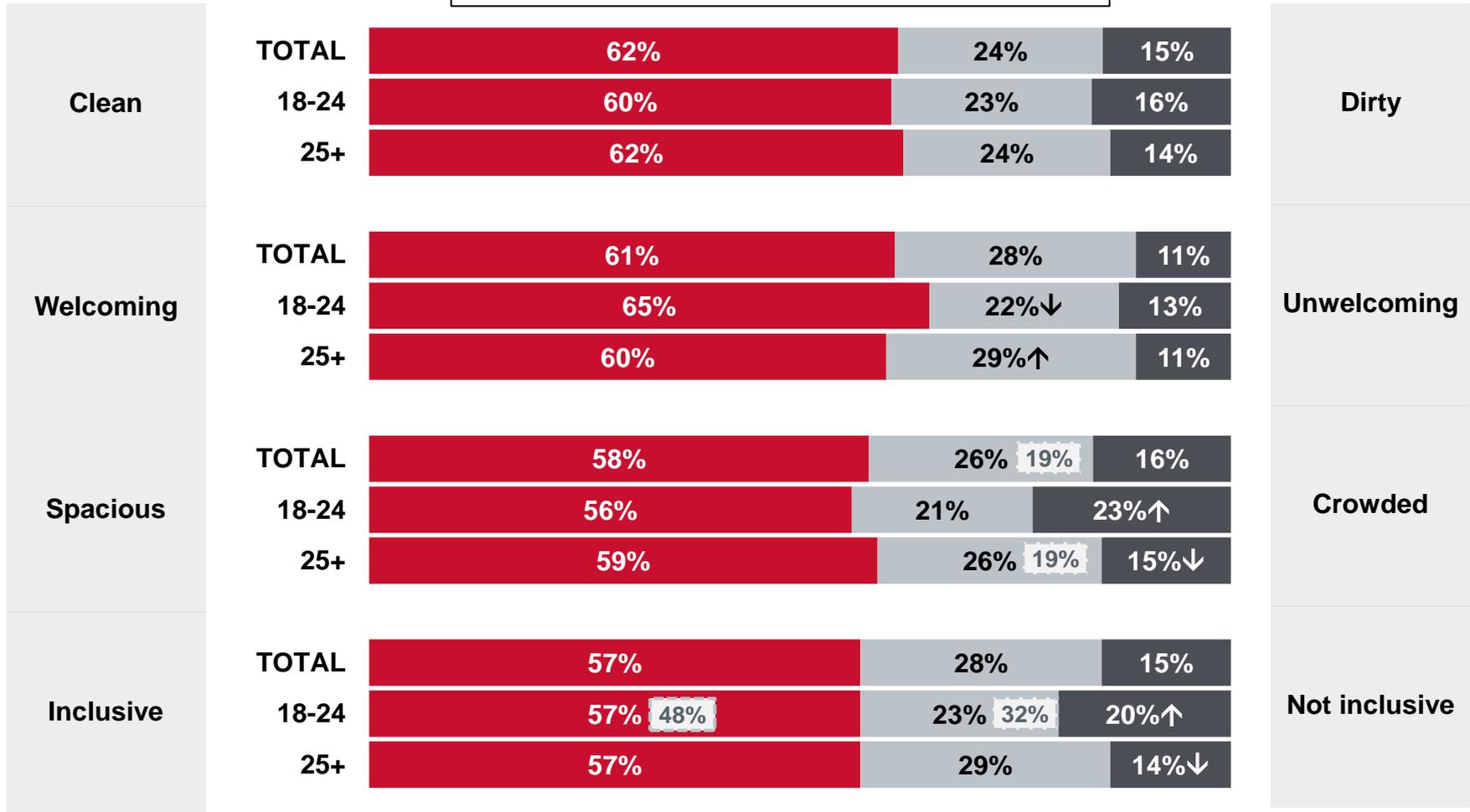
---

- Calgarians also leaned toward the following positive descriptions:
  - 'Vibrant' (43%) versus 'dull' (17%), with young adults similar for 'vibrant' (49%), but statistically higher for 'dull' (27% vs. 16% among 25+ years);
  - 'Safe' (42%) versus 'unsafe' (21%), with young adults statistically higher for 'safe' (53% vs. 41% among 25+ years) but similar for 'unsafe' (21%); and
  - 'Innovative' (40%) versus 'conventional' (21%), with young adults similar for 'innovative' (46%), but statistically higher for 'conventional' (27% vs. 20% among 25+ years).
- Calgarians had more negative views of Calgary being 'expensive' (66%) versus 'inexpensive' (11%), with young adults statistically less likely to say 'expensive' (50% vs. 68% among 25+ years) and more likely to say 'inexpensive' (23% vs. 9% of 25+ years).
- A few views of positive descriptions have shifted statistically since 2021. Calgarians are less likely to see their city as 'safe' (42%, down 17 points from 59% in 2021) and young adults are more likely to see their city as 'inclusive' (57%, up 9 points from 48% in 2021).



# Perceptions of Life in Calgary

■ Positive (1-4) ■ Neutral (5-6) ■ Negative (7-10)



Q5. Please read the list of paired words below and indicate where on the scale you believe Calgary is.  
 Base: Valid respondents (excluding 'don't know') | Base sizes vary

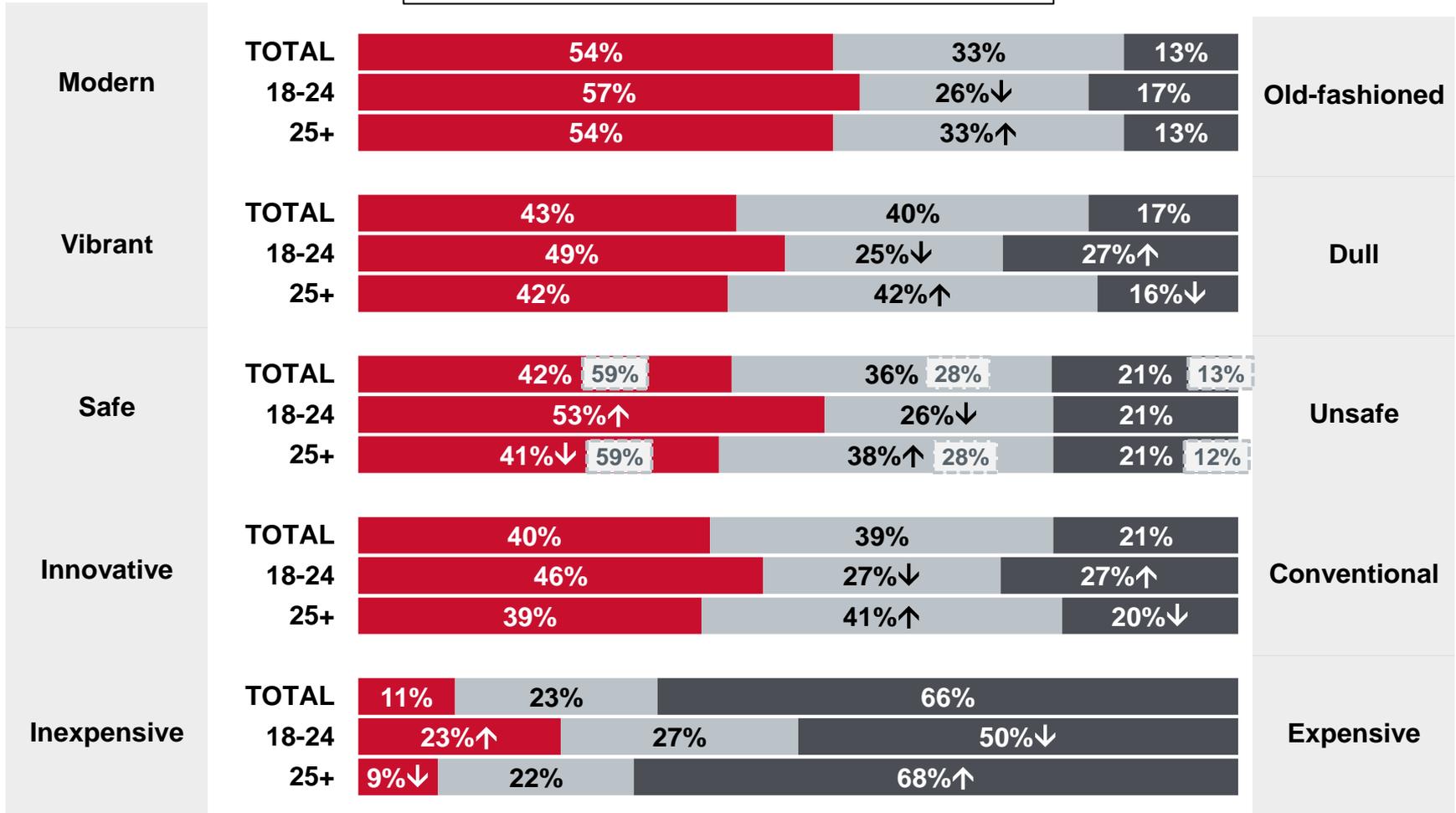
Statistically different from 2021

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups



# Perceptions of Life in Calgary

■ Positive (1-4) ■ Neutral (5-6) ■ Negative (7-10)



Q5. Please read the list of paired words below and indicate where on the scale you believe Calgary is.  
 Base: Valid respondents (excluding 'don't know') | Base sizes vary

Statistically different from 2021

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups



## Perceptions of the Environment



## Environmental Perceptions

**Young adults are more concerned than others about climate change and the need to act.**

**Young adults are more supportive than others of Council's declaration of a Climate Change Emergency.**

**Young adults are less likely than other to rate Calgary's environment as good.**

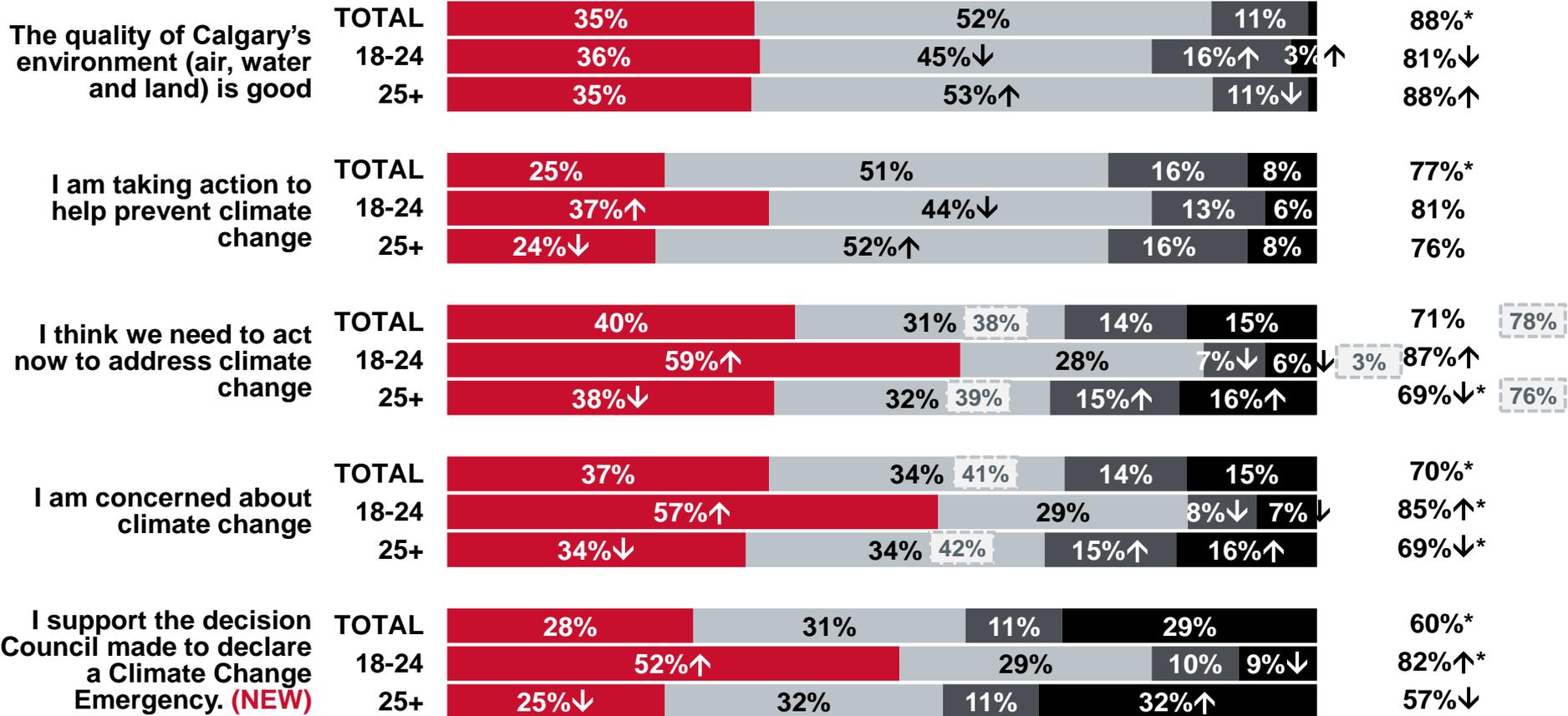
- Nine-in-ten (88%) Calgarians 'agree' that "the quality of Calgary's environment (air, water and land) is good", but agreement is statistically lower among young adults aged 18-24 years (81% vs. 88% among 25+ years).
- Nearly eight-in-ten (77%) Calgarians 'agree' that "I am taking action to help prevent climate change", with similar agreement from young adults (81%). Young adults are statistically more likely to 'strongly' agree with this statement (37% vs. 24% among 25+ years), as well as with the three other climate change statements.
- Seven-in-ten (71%) Calgarians 'agree' that "I think we need to act now to address climate change", but agreement is statistically higher among young adults (87% vs. 69% among 25+ years).
  - Overall agreement with this statement has decreased a statistically significant 7 points (71% vs. 78% in 2021).
- Seven-in-ten (70%) Calgarians 'agree' that "I am concerned about climate change", but agreement is statistically higher among young adults (85% vs. 69% among 25+ years).
- In a new question this year, six-in-ten (60%) Calgarians 'agree' that "I support the decision Council made to declare a Climate Change Emergency", but agreement is statistically higher among young adults (82% vs. 57% among 25+ years).



# Environmental Perceptions

■ Strongly agree  
 ■ Somewhat agree  
 ■ Somewhat disagree  
 ■ Strongly disagree

% Strongly agree + Somewhat agree



\*Rounding

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

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

Statistically different from 2021

TOTAL mentions <3% are not shown

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups



## Diversity and Inclusion



## Feelings About Diversity and Inclusion

---

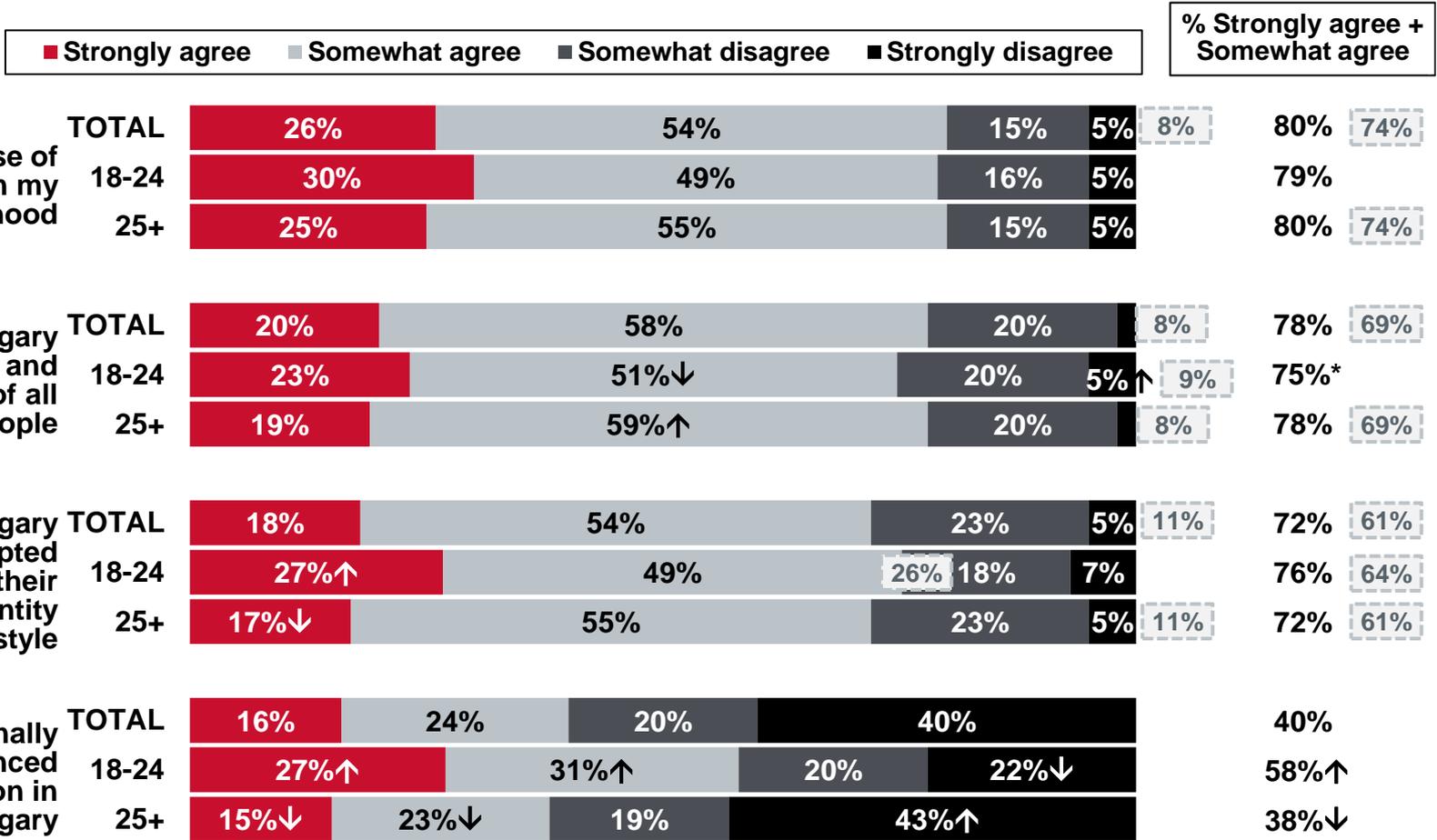
**Young adults are more likely than others to agree that ‘I have experienced discrimination in Calgary’.**

---

- Eight-in-ten (80%) Calgarians ‘agree’ that “I feel a sense of belonging in my own neighbourhood”, with similar agreement from young adults aged 18-24 years (79%).
  - Overall agreement with this statement has increased a statistically significant 6 points (80% vs. 74% in 2021).
- Nearly eight-in-ten (78%) Calgarians ‘agree’ that “people in Calgary are friendly and inclusive of all people”, with similar agreement from young adults aged 18-24 years (75%).
  - Overall agreement with this statement has increased a statistically significant 9 points (78% vs. 69% in 2021).
- Slightly more than seven-in-ten (72%) Calgarians ‘agree’ that “people in Calgary feel accepted regardless of their background, identity or lifestyle”, with similar agreement from young adults aged 18-24 years (76%).
  - Overall agreement with this statement has increased a statistically significant 11 points (72% vs. 61% in 2021). Agreement among young adults has statistically increase by 12 points (76% vs. 64% in 2010).
- Four-in-ten (40%) Calgarians ‘agree’ that “I have personally experienced discrimination in Calgary”, but agreement is statistically higher among young adults (58% vs. 38% among 25+ years).



# Feelings about Diversity and Inclusion



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

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

\*Rounding

TOTAL mentions <3% are not shown

Statistically different from 2021

↑ Statistically higher than other age groups  
↓ Statistically lower than other age groups

## City Performance on Diversity and Inclusion

---

**Young adults are less likely than others to agree that “People in Calgary have opportunities to express and celebrate their unique cultures”, that “City programs and services are inclusive for all people” and that “The City of Calgary is taking steps to address racism”.**

---

- Nine-in-ten (91%) Calgarians ‘agree’ that “people in Calgary have opportunities to express and celebrate their unique cultures”, but there is statistically lower agreement among young adults aged 18-24 years (88% vs. 93% among 25 years).
- Nine-in-ten (90%) Calgarians ‘agree’ that “City programs and services are inclusive for all people, regardless of things like ethnicity, race, religion, income, or sexual identity”, but there is statistically lower agreement among young adults (82% vs. 90% among 25 years).
- Three-quarters (75%) of Calgarians ‘agree’ that “The City of Calgary is taking steps to address racism”. but there is statistically lower agreement among young adults (65% vs. 76% among 25 years).

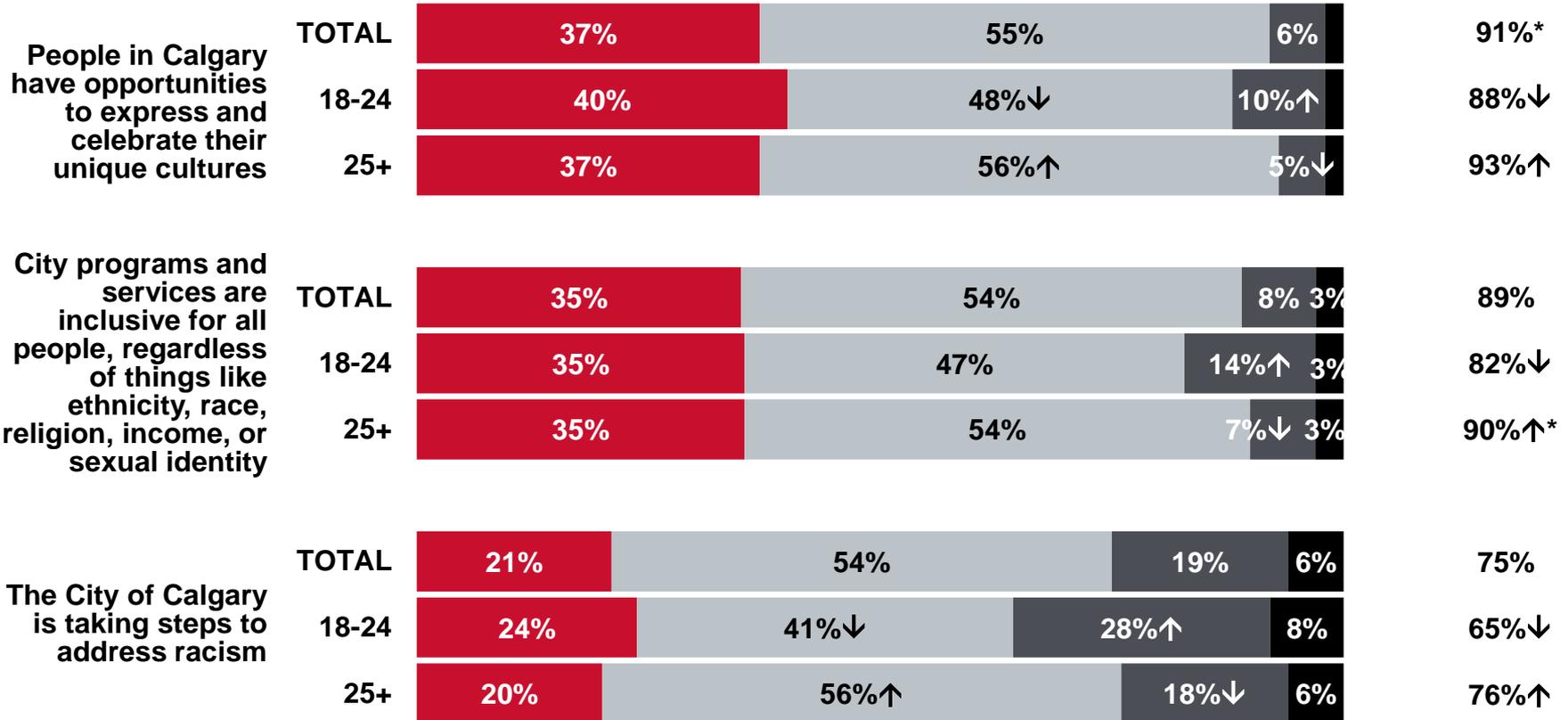


# City Performance on Diversity and Inclusion

New Question  
in 2022

■ Strongly agree  
 ■ Somewhat agree  
 ■ Somewhat disagree  
 ■ Strongly disagree

% Strongly agree +  
Somewhat agree



\*Rounding

TOTAL mentions <2% are not shown

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups

Q7b. The next few statements are about how The City of Calgary local government is addressing inclusion and racism in Calgary. To what extent do you agree or disagree with the statements below?

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



## Relocation





## Likelihood of Remaining in Calgary

---

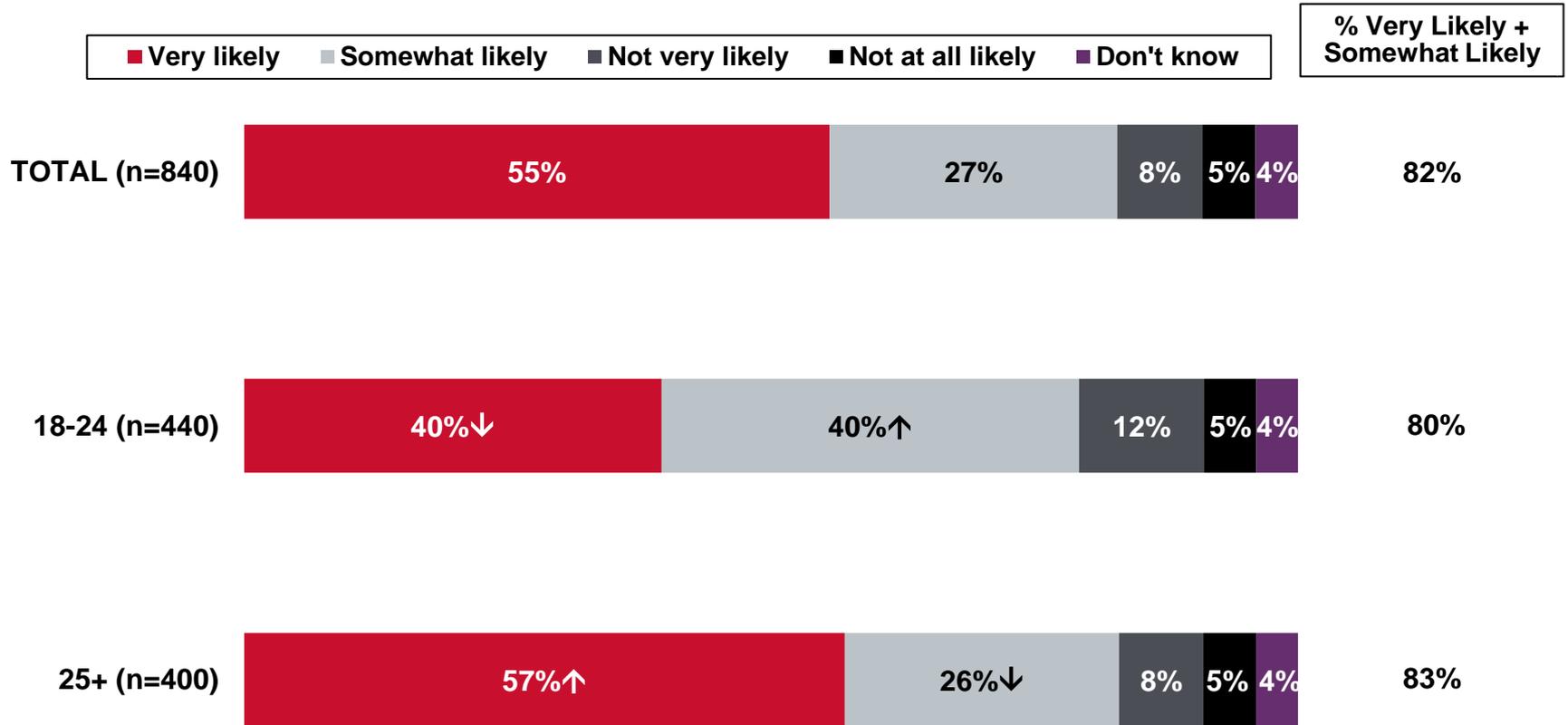
**Young adults are more likely than in 2021 to be planning to remain in Calgary.**

---

- Eight-in-ten (82%) Calgarians and a similar proportion of young adults 18-24 years (80%) say they are 'very likely' or 'somewhat likely' to remain living in Calgary for at least the next five years. These results are statistically increased for both Calgarians as a whole (82%, up 6 points from 76% in 2021) and young adults (80%, up 9 points from 71% in 2021).



# Likelihood of Remaining in Calgary for at Least the Next Five Years



Q8. Switching gears, how likely are you to remain living in Calgary for at least the next five years?

Base: All respondents

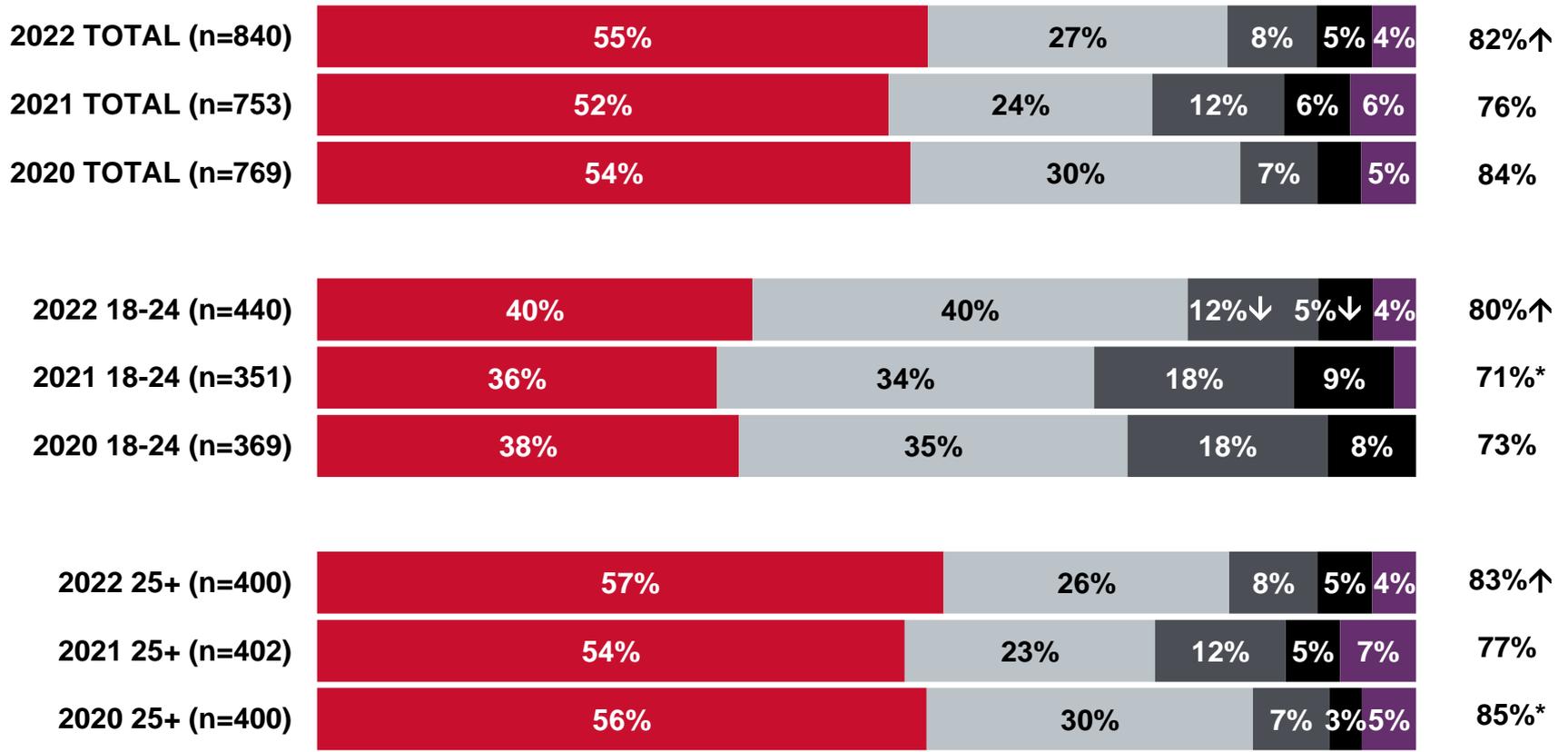
↑Statistically higher than other age groups  
↓Statistically lower than other age groups



# Tracking | Likelihood of Remaining in Calgary - Next Five Years -

■ Very likely ■ Somewhat likely ■ Not very likely ■ Not at all likely ■ Don't know

**% Very Likely + Somewhat Likely**



\*Rounding

TOTAL mentions <3% are not shown

↑Statistically higher than other age groups  
↓Statistically lower than other age groups

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



## Reasons for Staying in Calgary

---

Top reasons for young adults to stay include **'my family is here'**, **'future job opportunities'** and **'educational opportunities'**.

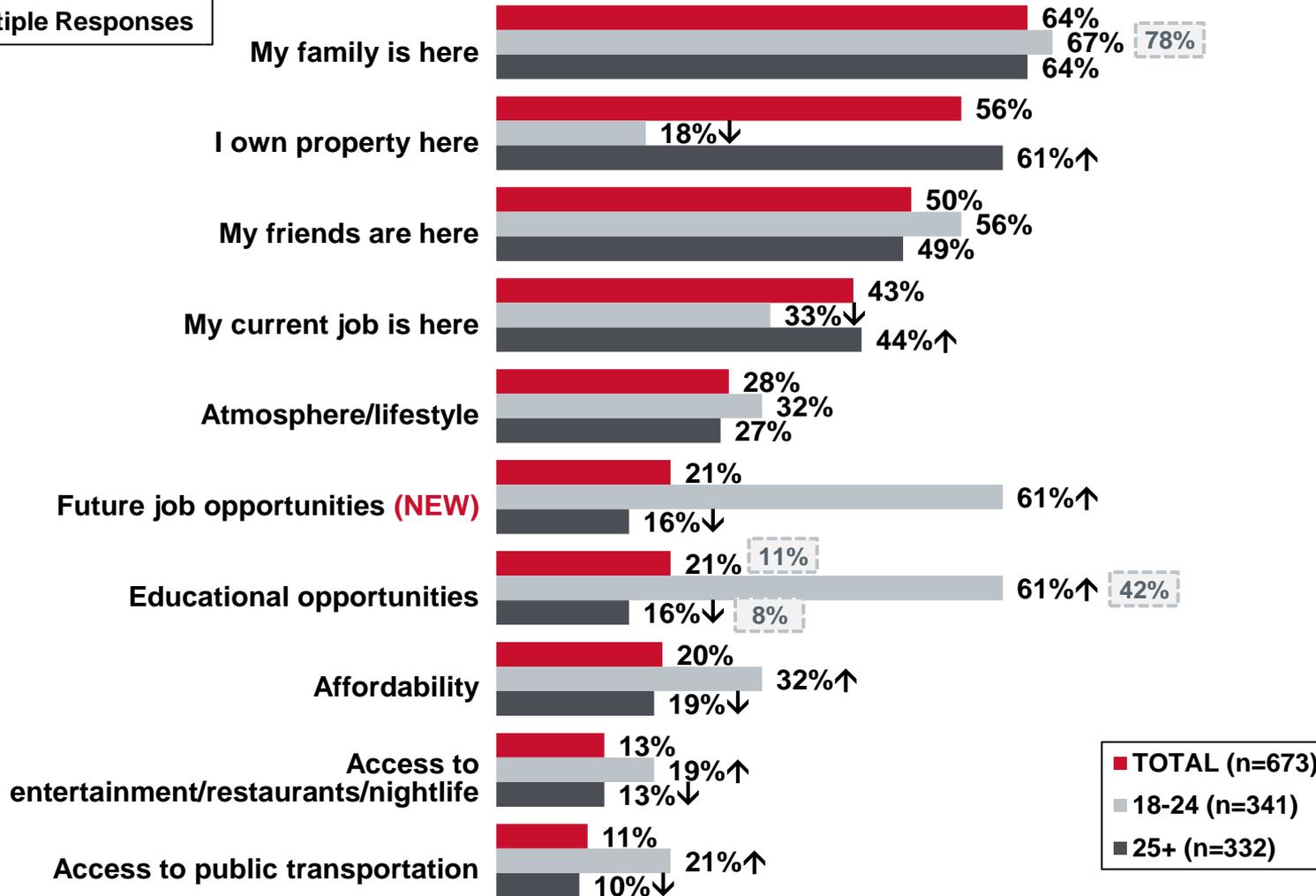
---

- For Calgarians, the top reasons for staying in Calgary (from a pre-provided list) include 'my family is here' (64%), 'I own property here' (56%) and 'my friends are here' (50%). For young adults, the top reasons are 'my family is here' (67%), 'future job opportunities' (61%), 'educational opportunities' (61%) and 'my friends are here' (56%).
  - Young adults are statistically more likely to mention reasons such as 'future job opportunities' (61% vs. 16% among 25+ years), 'educational opportunities' (61% vs. 16% among 25+ years), 'affordability' (32% vs. 19% among 25+ years), 'access to entertainment/restaurants/nightlife' (19% vs. 13% among 25+ years) and 'access to public transportation' (21% vs. 10% among 25+ years).
  - Young adults are statistically less likely to mention reasons such as 'I own property here' (18% vs. 61% among 25+ years) and 'my current job is here' (33% vs. 44% among 25+ years).
  - Compared to 2021, young adults are statistically more likely to mention 'educational opportunities' (61%, up 19 points from 42% in 2021) and less likely to mention 'my family is here' (67%, down 11 points from 78% in 2021). Calgarians as a whole are also more likely to mention 'educational opportunities' (21%, up 10 points from 11% in 2021).
- Those saying they are 'not at all likely' to remain in Calgary were asked to select factors (from a pre-provided list) that would make them more likely to stay. Among the very small sample of respondents (n=42), the top reasons include 'reduce cost of living', 'more affordable housing' and 'improve safety'. A chart is not shown for this question because of the very small sample size.



# Reasons for Remaining in Calgary

Multiple Responses



■ TOTAL (n=673)  
 ■ 18-24 (n=341)  
 ■ 25+ (n=332)

TOTAL mentions <2% are not shown

Statistically different from 2021

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups

Q9. Which of the following are important reasons why you are likely to continue living in Calgary? Please select all that apply.  
 Base: Respondents likely to remain in Calgary



## Reasons for Leaving Calgary

---

**Top reasons for young adults to leave include 'better job opportunities elsewhere', 'educational opportunities elsewhere' and 'cost of living is too high'.**

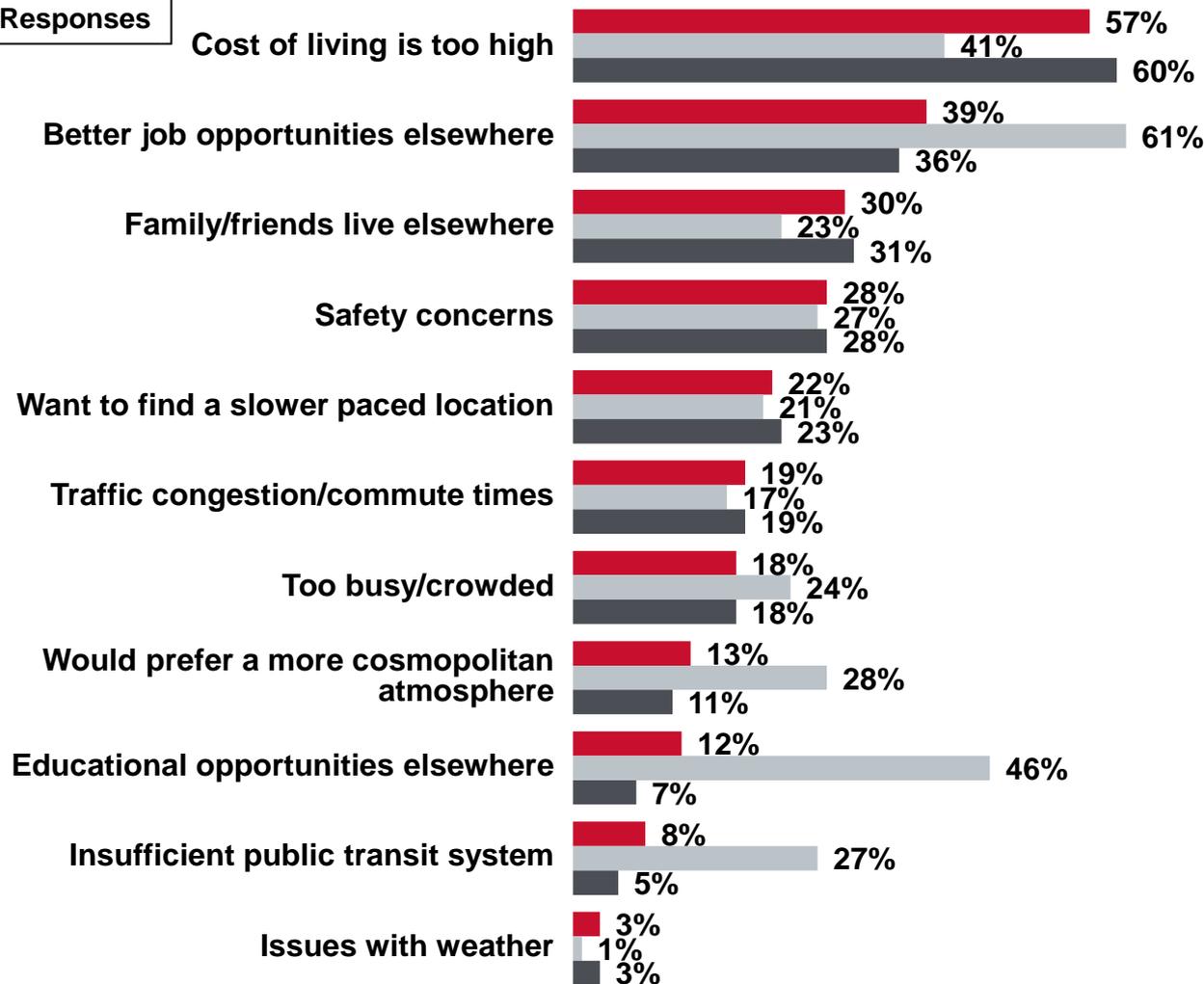
---

- For Calgarians, the top reasons for leaving Calgary (from a pre-provided list) include 'cost of living is too high' (57%), 'better job opportunities elsewhere' (39%) and 'family/friends live elsewhere' (30%). For young adults aged 18-24 years, the top reasons for leaving include 'better job opportunities elsewhere' (61%), 'educational opportunities elsewhere' (46%) and 'cost of living is too high' (41%).



# Reasons for Leaving Calgary

Multiple Responses



■ TOTAL (n=133)  
 ■ 18-24 (n=82\*)  
 ■ 25+ (n=51\*)

Q10. Which of the following are important reasons why you are planning to leave Calgary? Please select all that apply.

Base: Respondents not very/not at all likely to remain in Calgary within the next five years

\* Caution: Small sample size

TOTAL mentions <2% are not shown

No statistical differences due to small sample size



## Vision for the Future



## Right Track to Be a Better City

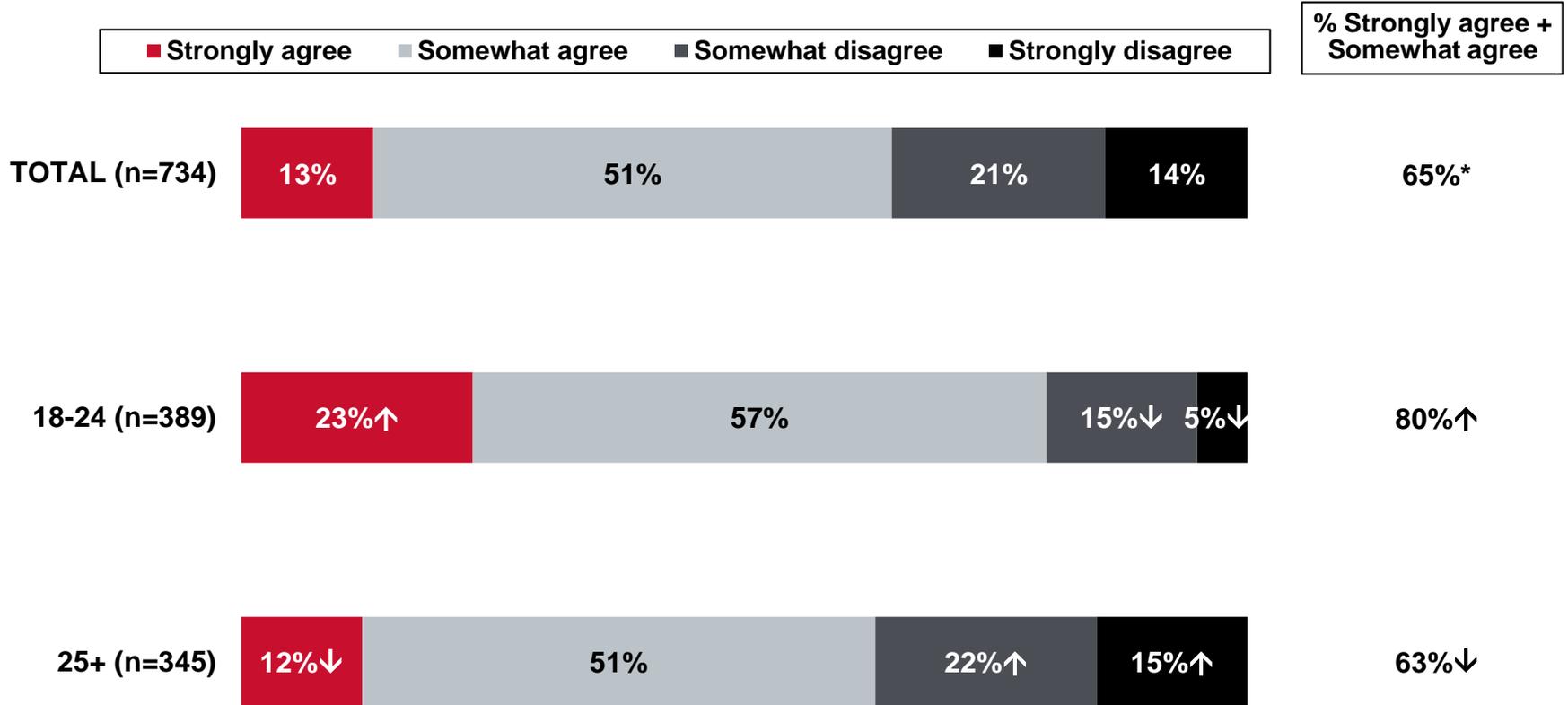
---

**Young adults are more likely than others to agree that 'Calgary is on the right track to be a better city 10 years from now'.**

---

- Almost two-thirds (65%) of Calgarians 'agree' that "Calgary is on the right track to be a better city 10 years from now". Young adults aged 18-24 years are statistically more likely (80%) to agree that things are on the right track than are those aged 25 and older (63%). These results are consistent with 2021.

# Right Track for Calgary Being a Better City Ten Years from Now



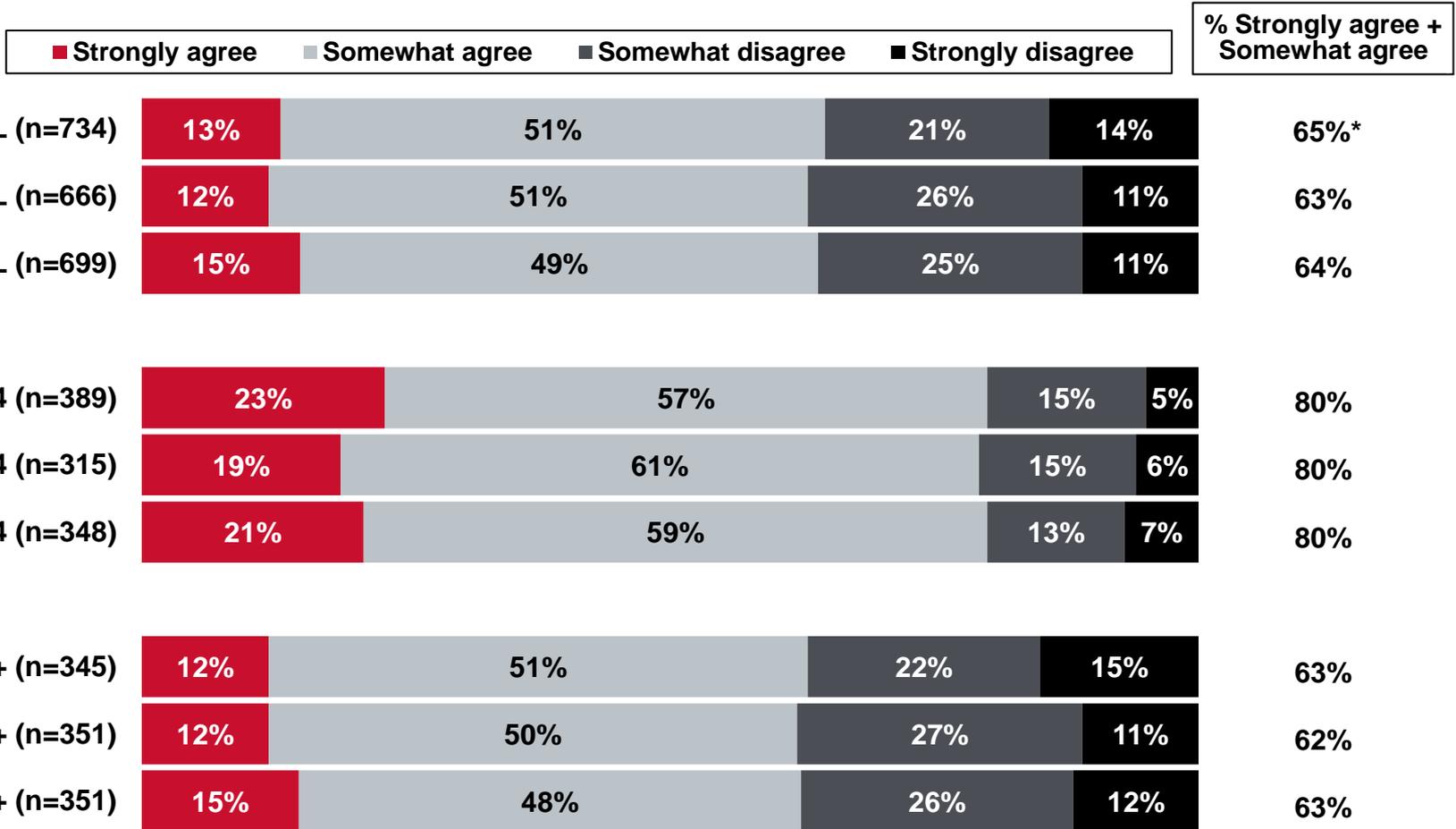
Q12. There are a wide array of challenges facing the city of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement: *Calgary is on the right track to be a better city 10 years from now.*  
 Base: Valid respondents (excluding 'don't know')

\*Rounding

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups



# Tracking I Right Track for Calgary Being a Better City Ten Years from Now



**Q12. There are a wide array of challenges facing the city of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement: Calgary is on the right track to be a better city 10 years from now.**

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

\*Rounding

# Making a More Vibrant City

---

**Top young adult suggestions for a more vibrant Calgary include 'reduce cost of living', 'lower housing costs for all' and 'address poverty and homelessness. (24%).**

---

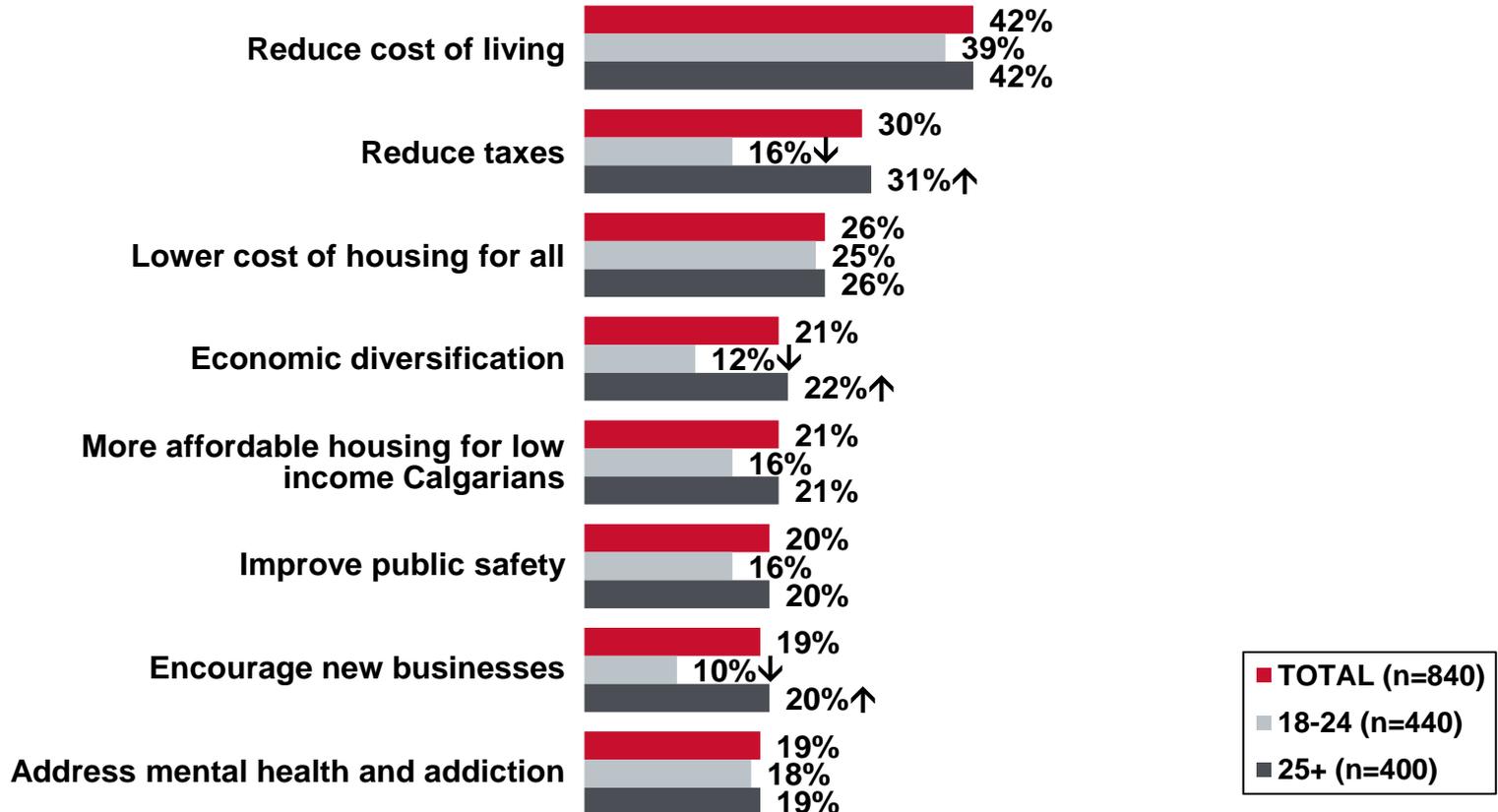
- Among Calgarians, the top three suggestions for making Calgary a more vibrant city include 'reduce cost of living' (42%), 'reduce taxes' (30%) and 'lower housing costs for all' (26%). Among young adults, the top three suggestions are 'reduce cost of living' (39%), 'lower housing costs for all' (25%) and 'address poverty and homelessness' (24%).
  - Young adults are statistically more likely to suggest 'address poverty and homelessness' (24% vs. 17% among 25+ years), 'improve public transport' (23% vs. 15% among 25+ years), 'more entertainment or nightlife' (13% vs. 5% among 25+ years), 'more recreation options' (10% vs. 5% among 25+ years), 'more arts and cultural opportunities' (9% vs. 4% among 25+ years) and 'more educational opportunities' (10% vs. 4% among 25+ years).
  - Young adults are statistically less likely to suggest 'reduce taxes' (16% vs. 31% among 25+ years), 'economic diversification' (12% vs. 22% among 25+ years) and 'encourage new business' (10% vs. 20% among 25+ years).



# Initiatives to Make Calgary a More Vibrant City

Select Up to Three

Question Revised in 2022



TOTAL mentions <4% are not shown

↑Statistically higher than other age groups  
↓Statistically lower than other age groups

Q13\_new. What are the most important initiatives or changes that would make Calgary a more vibrant city? Select up to 3.

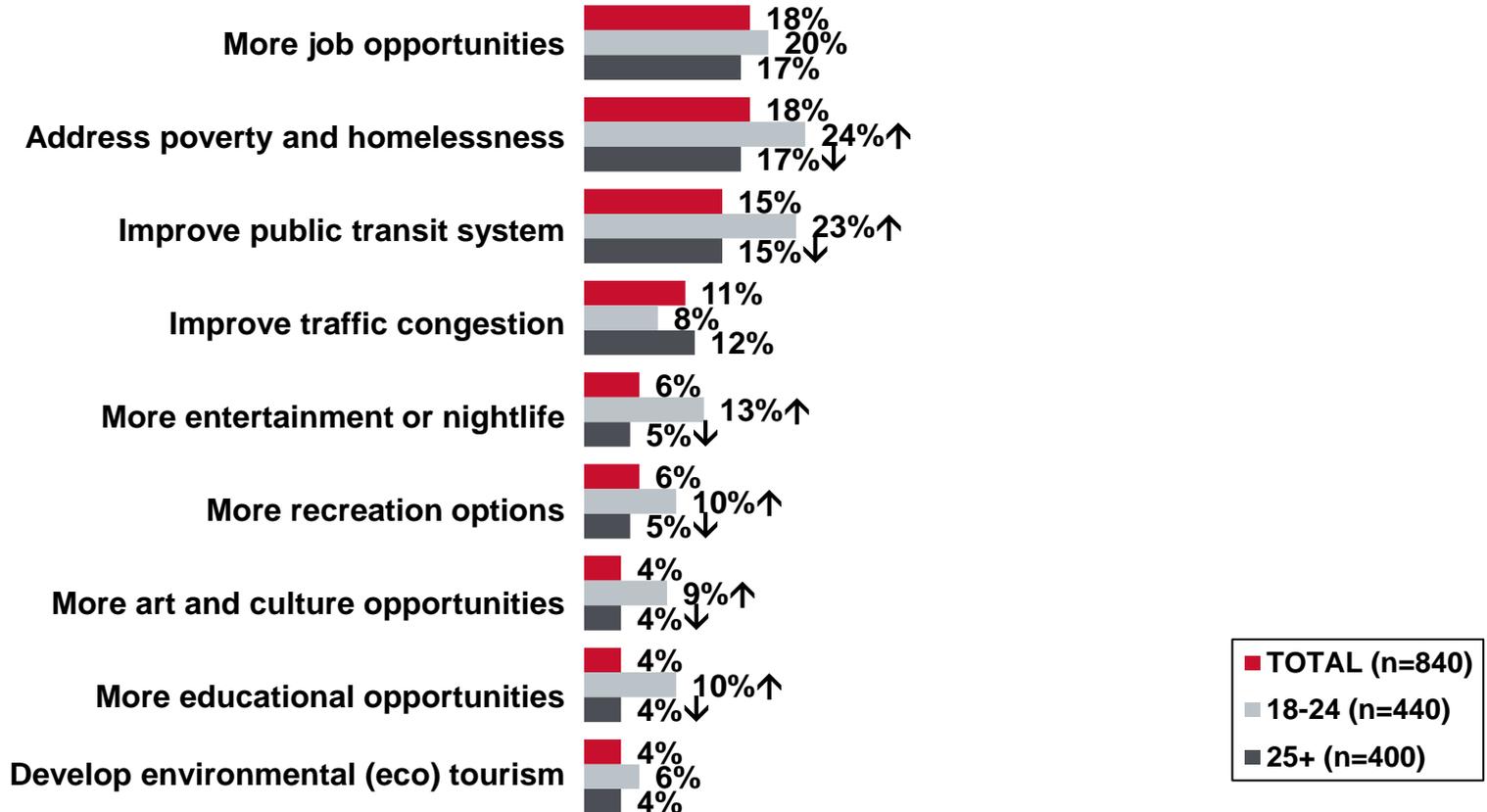
Base: All respondents

# Initiatives to Make Calgary a More Vibrant City

(continued)

Select Up to Three

Question Revised in 2022



TOTAL mentions <4% are not shown

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups

Q13\_new. What are the most important initiatives or changes that would make Calgary a more vibrant city? Select up to 3.

Base: All respondents

## Importance of Infrastructure Projects

---

**Young adults place greater importance than others on **The Green Line, Foothills Fieldhouse, Arts Commons Expansion and Event Centre.****

---

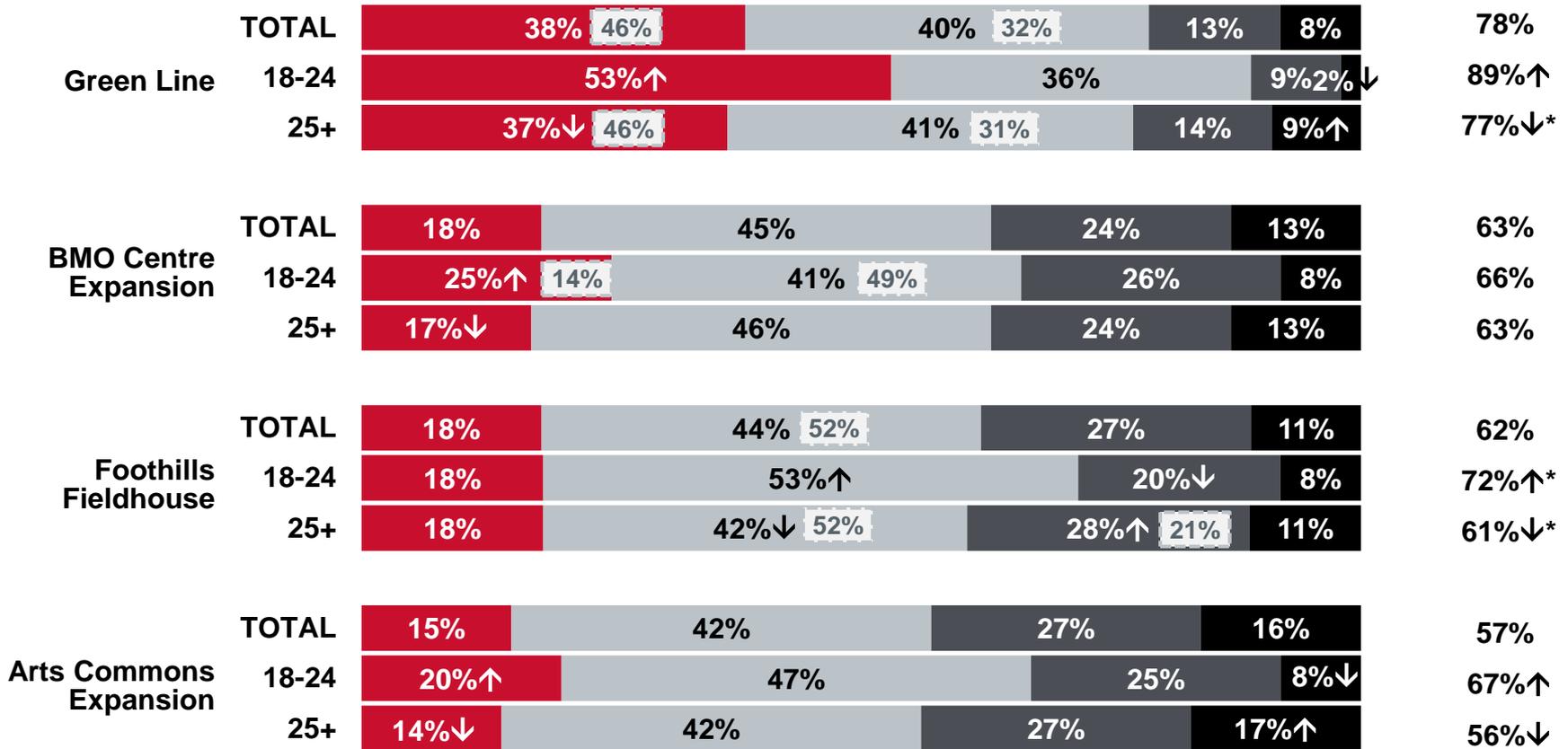
- Nearly eight-in-ten (78%) Calgarians say the Green Line project is ‘important’ to the future of Calgary, but project importance is statistically higher among young adults aged 18-24 years (89% vs. 77% among 25+ years).
- More than six-in-ten (63%) Calgarians say the BMO Centre Expansion project is ‘important’ to the future of Calgary, with a similar result from young adults (66%).
- More than six-in-ten (62%) Calgarians say the Foothills Fieldhouse project is ‘important’ to the future of Calgary, but project importance is statistically higher among young adults (72% vs. 61% among 25+ years).
- Nearly six-in-ten (57%) Calgarians say the Arts Commons Expansion project is ‘important’ to the future of Calgary, but project importance is statistically higher among young adults (67% vs. 56% among 25+ years).
- And in a new question this year, nearly three-quarters (73%) of Calgarians say constructing a new event centre for sporting events and performing artists is ‘important’ to the future of Calgary, but project importance is statistically higher among young adults (81% vs. 72% among 25+ years).



# Importance of Infrastructure Projects

■ Very important  
 ■ Somewhat important  
 ■ Not very important  
 ■ Not at all important

**% Very important + Somewhat important**



Detailed descriptions of each item were provided via 'hover text' in the online survey.

Q15. The following infrastructure projects are being planned for Calgary. How important do you think each project is to the future of Calgary, 10 years down the road and beyond?

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

Statistically different from 2021

\*Rounding

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups

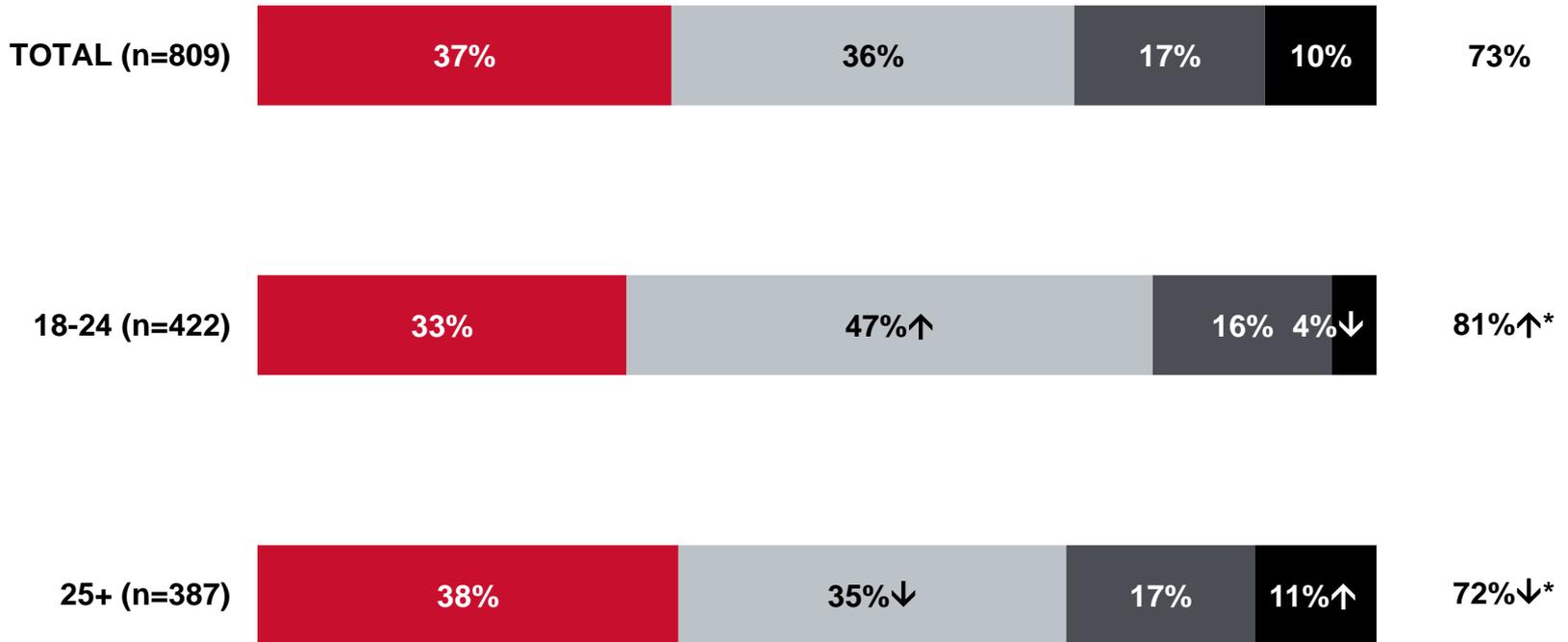


# Importance of New Event Centre

New Question in 2022

■ Very important  
 ■ Somewhat important  
 ■ Not very important  
 ■ Not at all important

**% Very important + Somewhat important**



*Q15a. How important do you think constructing a new event centre for sporting events and performing artists is to the future of Calgary, 10 years down the road and beyond?*

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

*\*Rounding*

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups

## Desired Green Line Amenities

---

**Top young adult priorities for Green Line Station amenities include 'bike storage or parking', 'lighting', 'shelter' and 'arts or cultural expression'.**

---

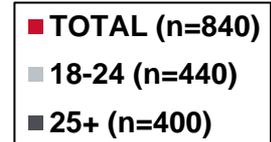
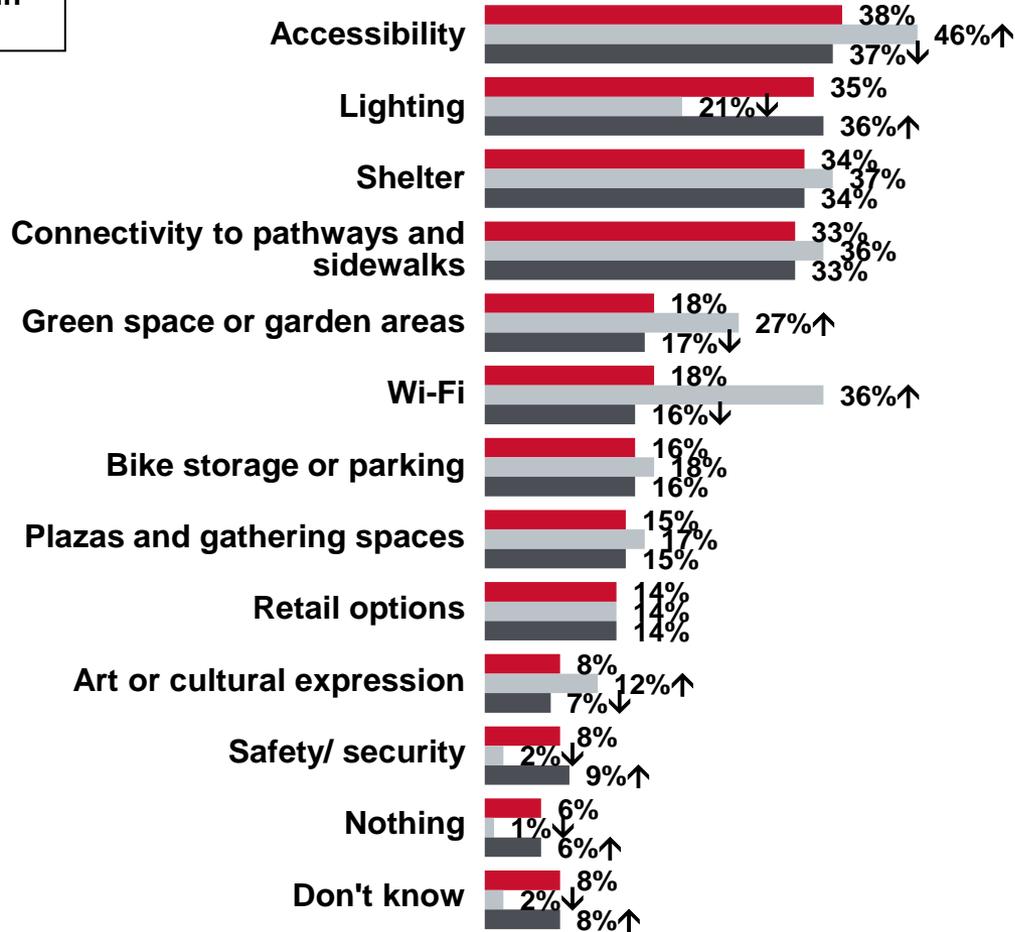
- In a new question this year, Calgarians identify their top priorities for Green Line station amenities (from a pre-provided list of amenities) as 'accessibility' (38%), 'lighting' (35%), 'shelter' (34%) and 'connectivity to pathways and sidewalks' (33%). Among young adults 18-24 years, the top priorities are 'accessibility' (46%), 'shelter' (37%), 'connectivity to pathways and sidewalks' (36%) and 'Wi-Fi' (36%).
- Amenities that are statistically more important to young adults include 'accessibility' (46% vs. 37% among 25+ years), 'green space or garden areas' (27% vs. 17% among 25+ years), 'Wi-Fi' (36% vs. 16% among 25+ years) and 'art or cultural expression' (12% vs. 7% among 25+ years).
- Amenities that are statistically less important to young adults include 'lighting' (21% vs. 36% among 25+ years) and 'safety/security' (2% vs. 9% among 25+ years).



# Desired Green Line Amenities

Select Up to Three

New Question in 2022



Q15b. Thinking about the future Green Line stations, which of the following amenities are most important to you for a good experience? Select up to three.  
 Base: All respondents

TOTAL mentions <1% are not shown

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups



## Downtown Trips and Activities



## Frequency of Leisure Trips Downtown

---

**Young adults visit downtown much more frequently than others.**

---

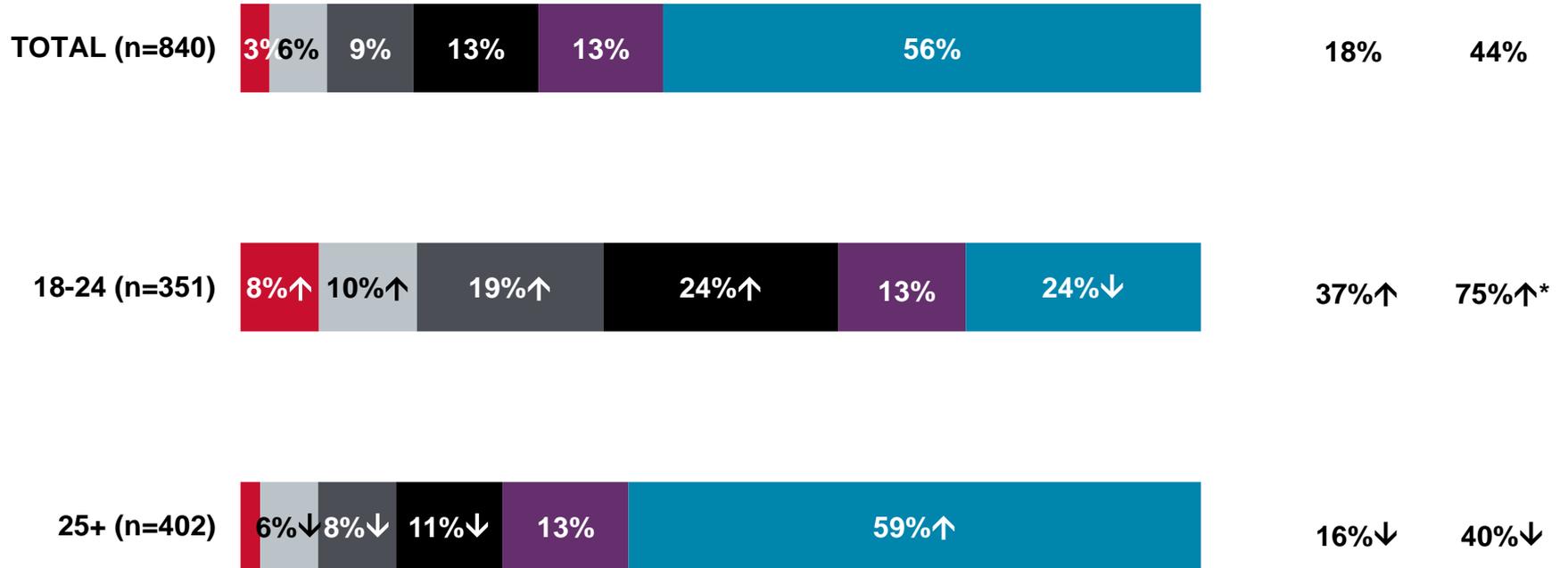
- A new set of questions about downtown trips and activities was added in 2022.
- More than four-in-ten (44%) Calgarians say they visit downtown for leisure activities ‘once a month’ or more often. About two-in-ten (18%) say they visit ‘weekly’ or more often. Downtown visitation rates are much higher among young adults aged 18-24 years, with 75% visiting ‘once a month’ or more often (vs. 40% among 25+ years) and 37% visiting ‘weekly’ or more often (vs. 16% among 25+ years).

# Frequency of Leisure Trips Downtown

New Question in 2022

% Weekly or More	% Monthly or More
------------------	-------------------

■ Daily ■ Every few days ■ Weekly ■ Every few weeks ■ About once a month ■ Less than once a month



\*Rounding

TOTAL mentions <3% are not shown

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups

QF15. How often, if at all, do you go downtown for leisure in a typical year?  
 Base: All respondents

## Past Year Downtown Activities

---

**Young adults are more likely than others to take part in most downtown activities.**

---

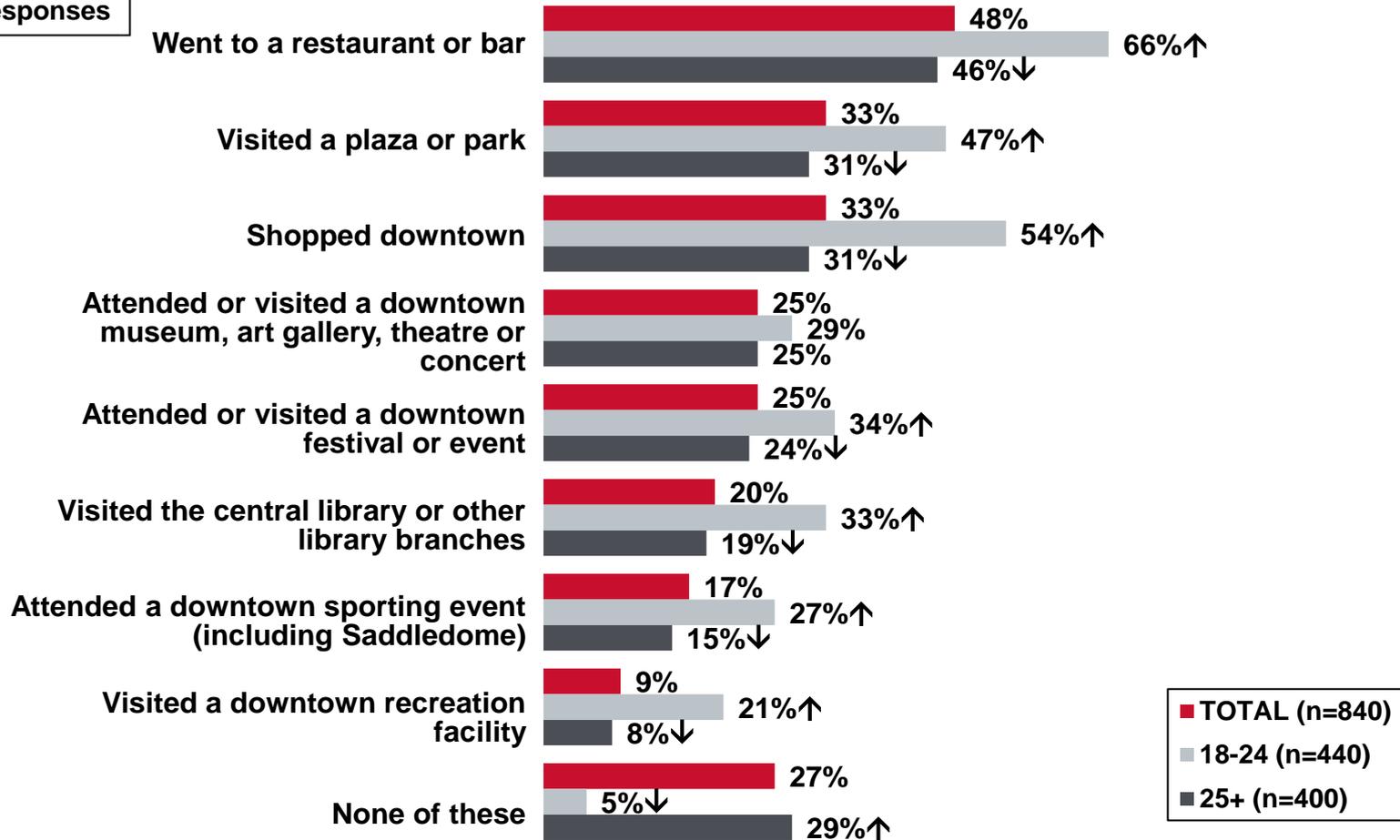
- Among Calgarians, the top three past year downtown activities have been ‘went to a restaurant or bar’ (48%), ‘visited a plaza or park’ (33%) and ‘shopped downtown’ (33%). Young adults have the same top three, albeit in a different order, including ‘went to a restaurant or bar’ (66%), ‘shopped downtown’ (54%), and ‘visited a plaza or park’ (47%).
- Young adults are statistically more likely to have done many activities downtown in the past year including ‘went to a restaurant or bar’ (66% vs. 46% among 25+ years), ‘visited a plaza or park’ (47% vs. 31% among 25+ years), ‘shopped downtown’ (54% vs. 31% among 25+ years), attended or visited a downtown festival or event’ (34% vs. 24% among 25+ years), ‘visited the central library or other library branches’ (33% vs. 19% among 25+ years), ‘attended a downtown sporting event’ (27% vs. 15% among 25+ years) and ‘visited a downtown recreation facility’ (21% vs. 8% among 25+ years).



# Past Year Downtown Activities

New Question in 2022

Multiple Responses



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

Base: All respondents

TOTAL mentions <1% are not shown

↑ Statistically higher than other age groups  
↓ Statistically lower than other age groups

## Influences to Visit Downtown

---

**Young adults are more influenced than others to visit downtown by ‘transportation options’, ‘entertainment options’, ‘dining options’, ‘festivals’ and ‘shopping options’.**

---

- About eight-in-ten Calgarians say the following have ‘a great deal of influence’ or ‘some influence’ on their desire to visit downtown:
  - “Safety” (83%), with a similar rating from young adults aged 18-24 years (85%);
  - “Cost of parking” (81%), with a similar rating from young adults (78%); and
  - “Availability of parking” (81%), with a similar rating from young adults (77%).
- About seven-in-ten Calgarians say the following have ‘a great deal of influence’ or ‘some influence’ on their desire to visit downtown:
  - “Transportation options” (69%), with a statistically greater influence among young adults (82% vs. 67% of 25+ years);
  - “Entertainment options” (69%), with a statistically greater influence among young adults (82% vs. 67% of 25+ years); and
  - “Dining options” (68%), with a statistically greater influence among young adults (86% vs. 65% of 25+ years).
- A majority of Calgarians say the following have ‘a great deal of influence’ or ‘some influence’ on their desire to visit downtown:
  - “Festivals” (58%), with a statistically greater influence among young adults (72% vs. 56% of 25+ years); and
  - “Shopping options” (55%), with a statistically greater influence among young adults (73% vs. 53% of 25+ years).

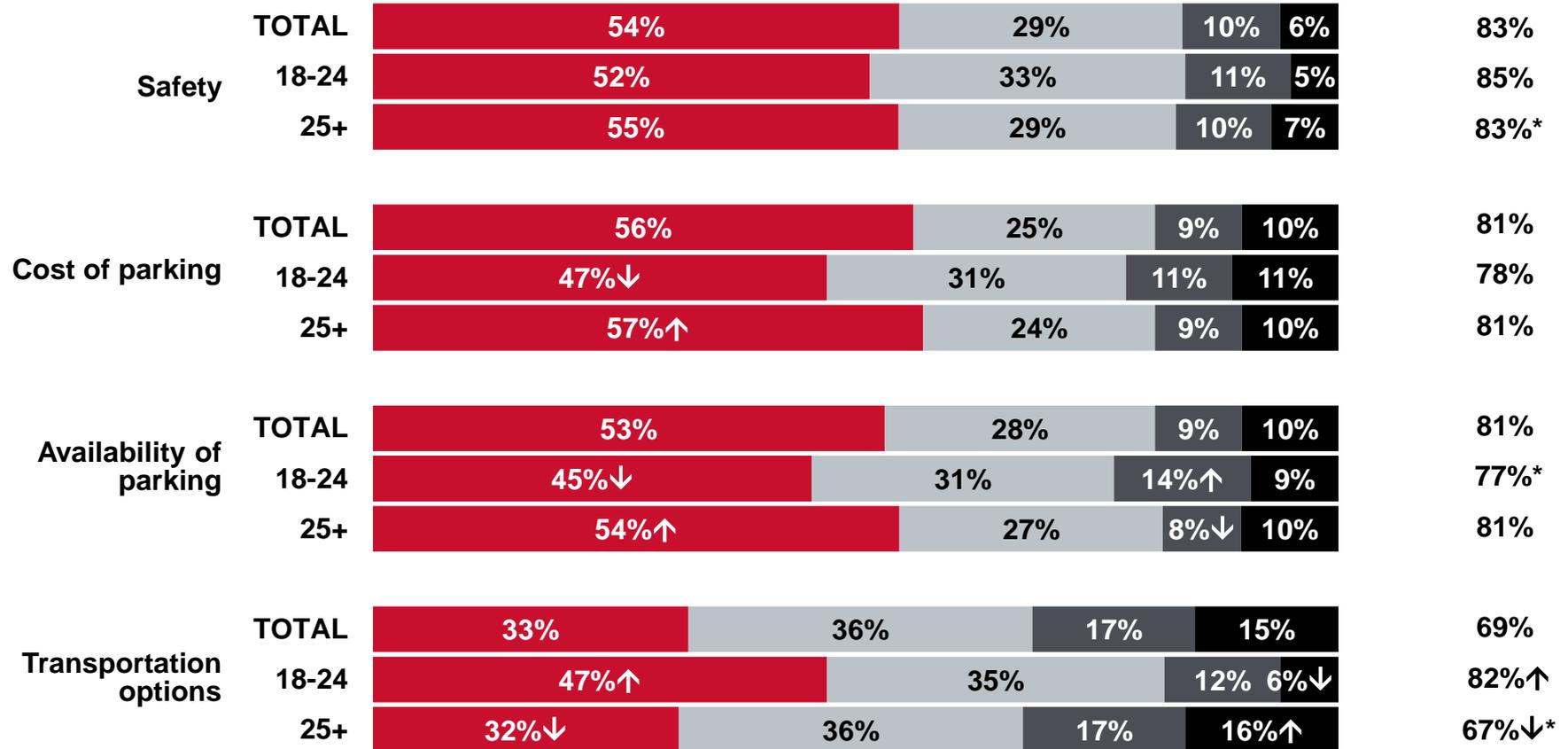


# Factors That Influence Downtown Visits

New Question in 2022

■ A great deal of influence ■ Some influence ■ Not very much influence ■ No influence at all

% Great Deal + Some



QF15b. How much of an influence do the following factors have on your desire to visit Calgary's downtown?

\*Rounding

Base: Valid respondents (excluding 'don't know' and 'not applicable - I live downtown') | Base sizes vary

↑Statistically higher than other age groups  
↓Statistically lower than other age groups

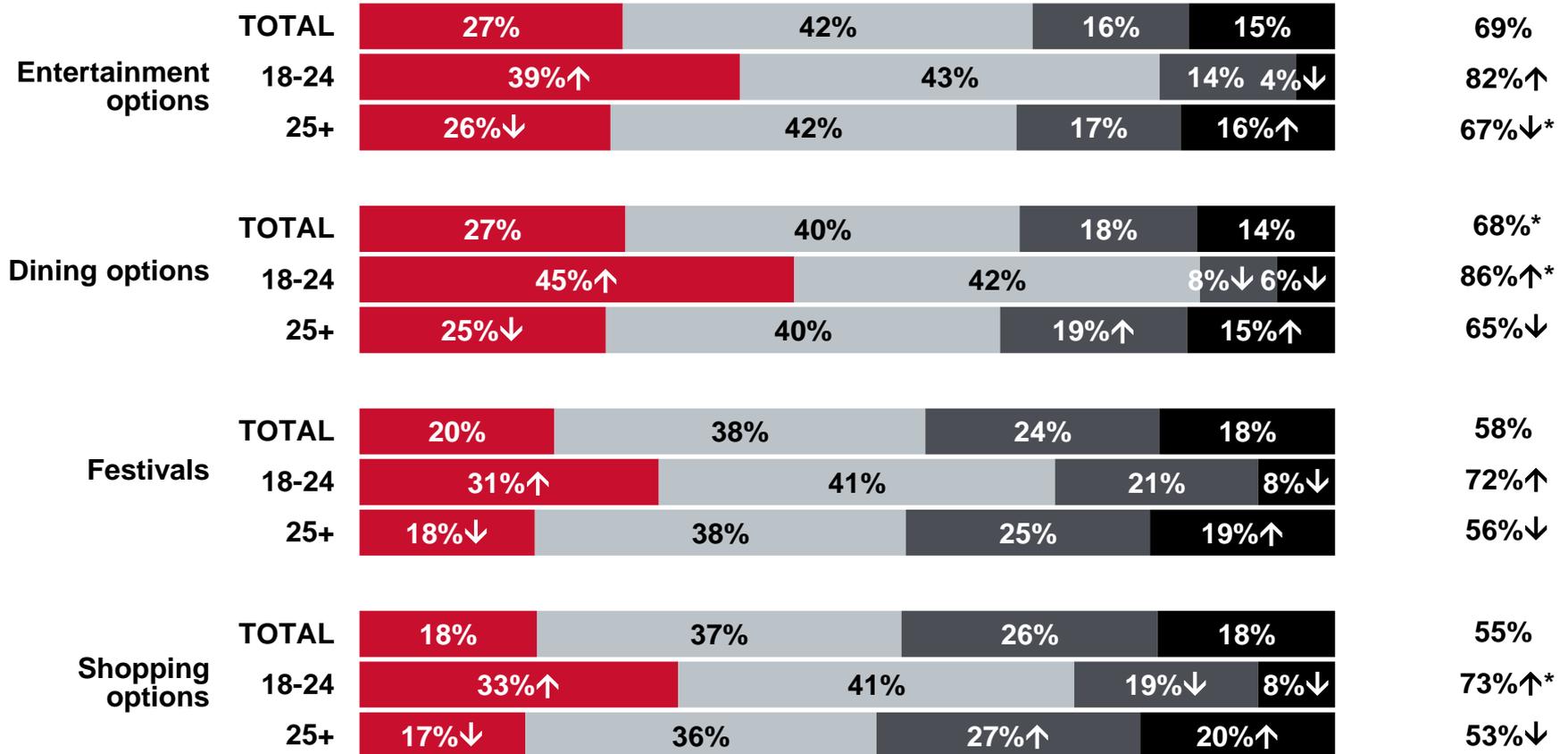


# Factors That Influence Downtown Visits (continued)

New Question  
in 2022

■ A great deal of influence ■ Some influence ■ Not very much influence ■ No influence at all

% Great Deal + Some



QF15b. How much of an influence do the following factors have on your desire to visit Calgary's downtown?

\*Rounding

Base: Valid respondents (excluding 'don't know' and 'not applicable - I live downtown') | Base sizes vary

↑ Statistically higher than other age groups  
↓ Statistically lower than other age groups



## Lifestyle and Community Involvement





## Main Transportation Mode

---

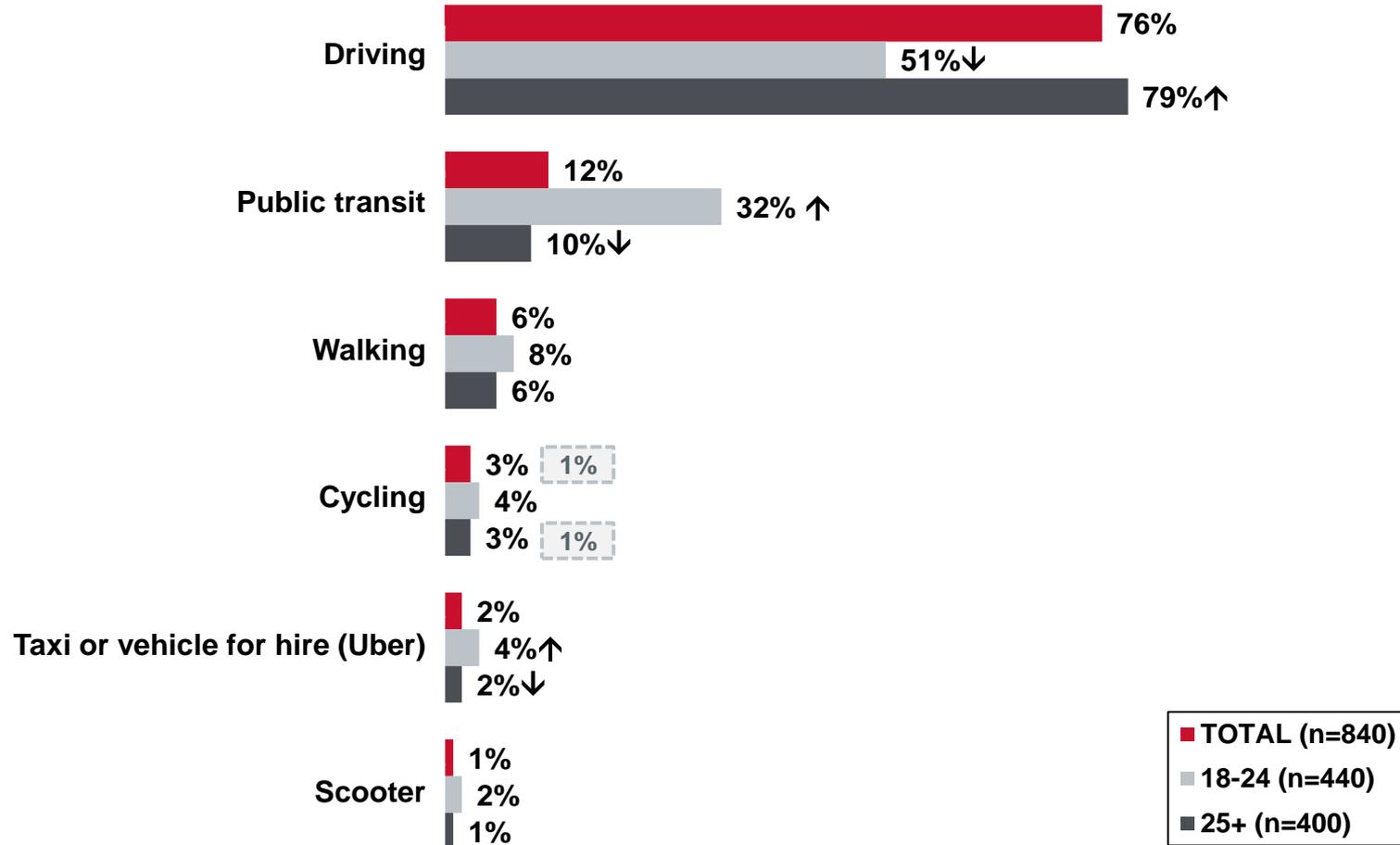
**Driving** is the number one mode of travel for young adults, but **transit use is much higher than among other Calgarians.**

---

- Driving is by far the number one main mode of transportation for Calgarians (76%), followed by transit (12%), walking (6%), cycling (3%, up a statistical 2 points from 1% in 2021), taxi or vehicle for hire (2%) and scooter (1%).
- For young adults, the ranking is driving (51%, statistically lower than 79% among 25+ years), transit (32%, statistically higher than 10% among 25+ years), walking (8%), cycling (4%), taxi or vehicle for hire (4%, statistically higher than 2% among 25+ years) and scooter (2%).



# Main Mode of Transportation Used in Calgary



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

Statistically different from 2021

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups



## Home Ownership

---

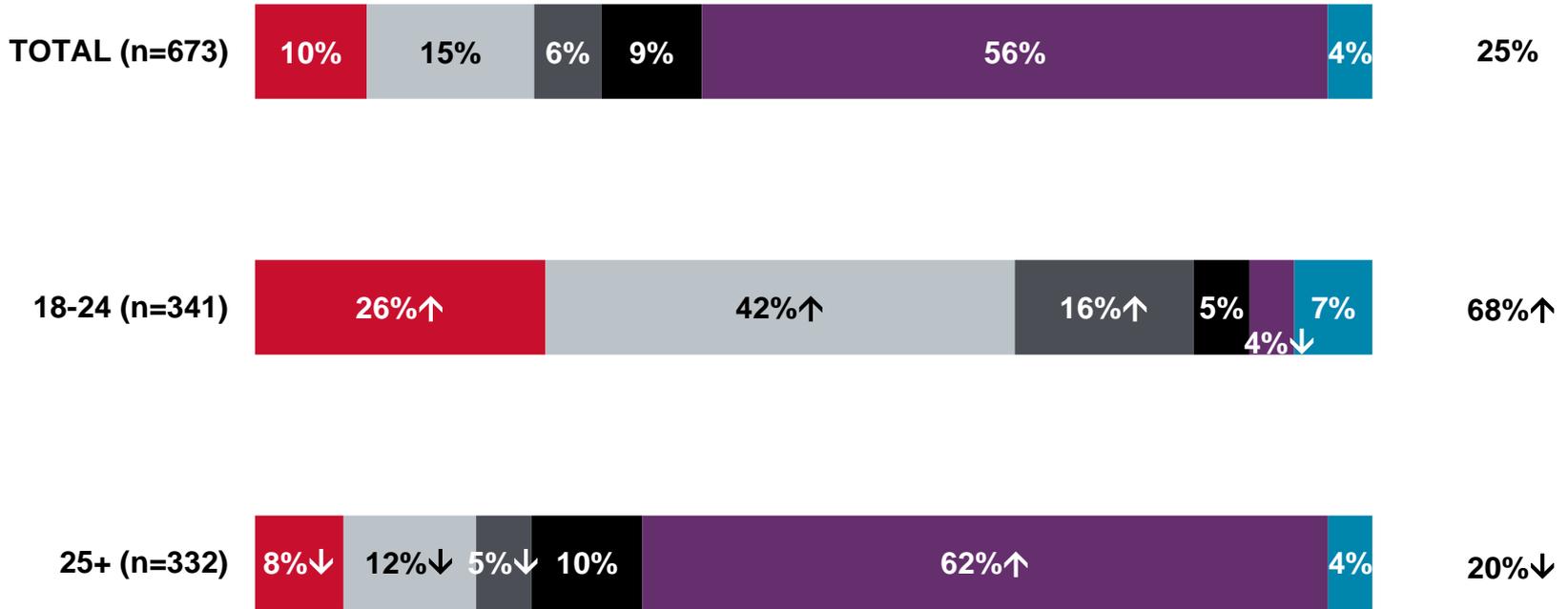
**Very few young adults own a home, but most expect to buy a home in next 10 years.**

---

- A majority (56%) of Calgarians say they own their own home, but ownership is statistically much lower among young adults (4% vs. 62% of 25+ years).
  - Reported home ownership among young adults is a statistical 5 points lower than in 2021 (4% vs. 9% in 2021).
- Overall, one-quarter of Calgarians (25%) and a statistically much higher two-thirds (68%) of young adults say they are 'very likely' or 'somewhat likely' to buy their own home in the next 10 years. These results are consistent with 2021.

# Likelihood to Buy a Residence in Next 10 Years

■ Very likely 
 ■ Somewhat likely 
 ■ Not very likely 
 ■ Not at all likely 
 ■ I already own my own home 
 ■ Don't know 
 % Very likely + Somewhat likely



Q17. How likely are you to buy your own home (e.g. single-family home, duplex, townhouse, condo, etc.) in the next ten years?

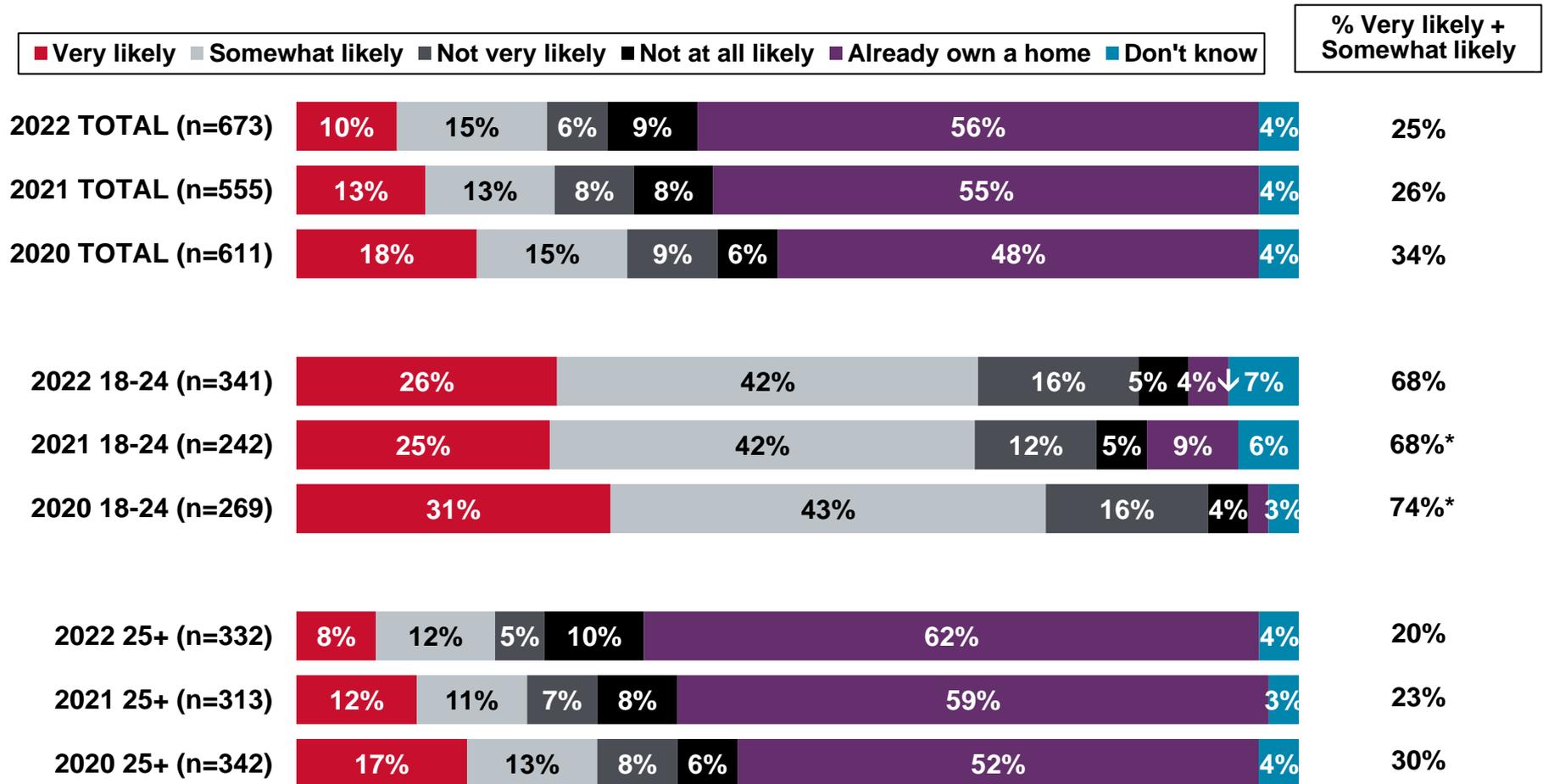
Base: Very or somewhat likely to stay in Calgary

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups



# Tracking | Likelihood to Buy a Residence

- In the Next Ten Years -



Q17. How likely are you to buy your own home (e.g. single-family home, duplex, townhouse, condo, etc.) in the next ten years?

Base: Very or somewhat likely to stay in Calgary

\*Rounding

TOTAL mentions <3% are not shown

## Community Involvement and Voting

---

**Young adults are more likely than others to have ‘volunteered at community events’.**

**Young adults are less likely than others to have ‘donated more than \$50 to a charity’ or to have voted in the last municipal election.**

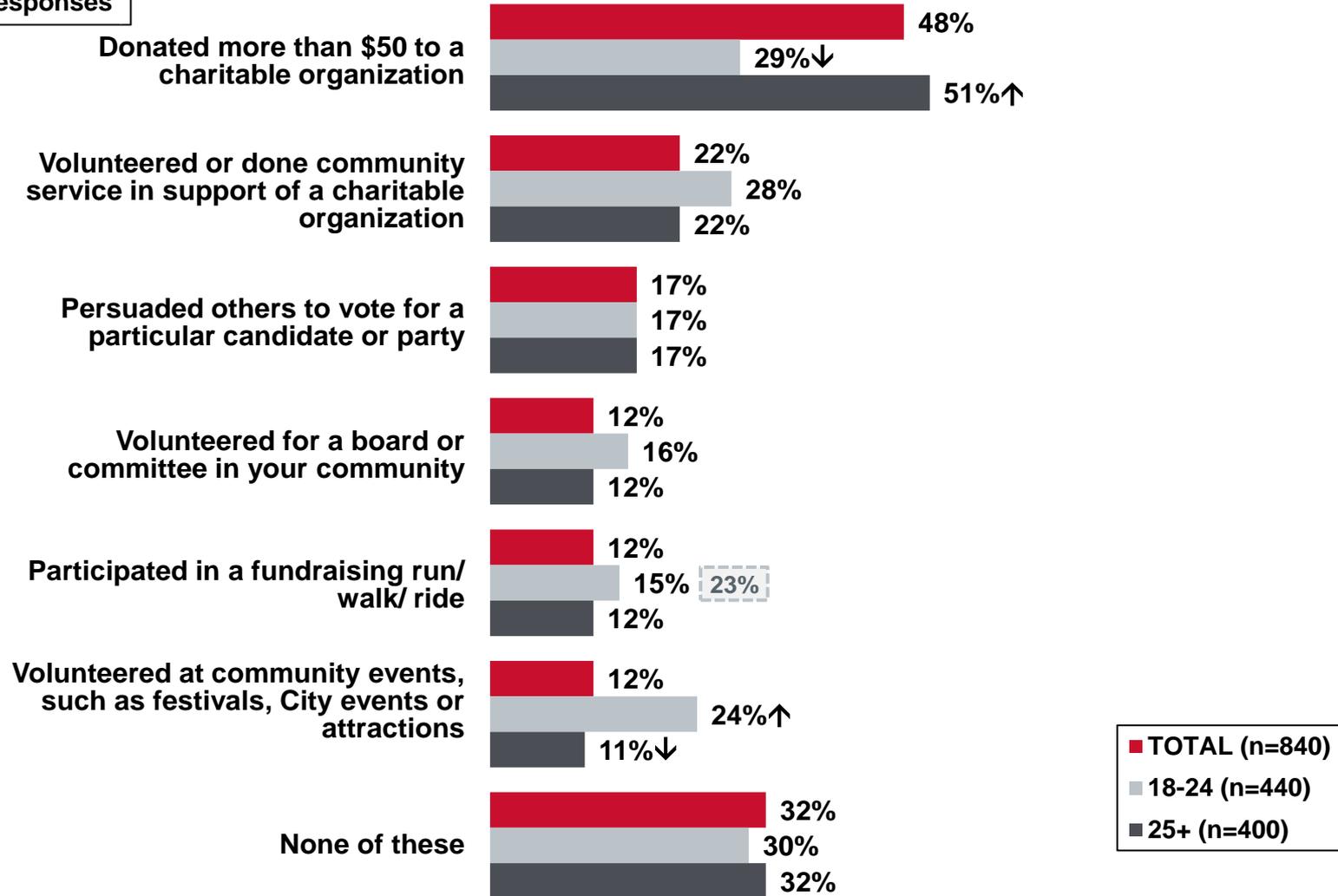
---

- Past year community involvement is as follows:
  - Half (48%) of Calgarians have ‘donated more than \$50 to a charitable organization’, with statistically lower participation from young adults aged 18-24 years (29% vs. 51% of 25+ years).
  - 22% of Calgarians have ‘volunteered or done community service in support of a charitable organization’, with similar participation from young adults (28%).
  - 17% of Calgarians have ‘persuaded others to vote for a particular candidate or party’, with identical participation from young adults (17%).
  - 12% of Calgarians have ‘volunteered for a board or committee in your community’, with similar participation from young adults (16%).
  - 12% of Calgarians have ‘participated in a fundraising run/ walk/ride with similar participation from young adults (15%, which is down a statistical 8 points from 23% in 2021).
  - 12% of Calgarians have ‘volunteered at community events, such as festivals, City events or attractions’, with statistically higher participation from young adults (24% vs. 11% of 25+ years).
- Eight-in-ten (82%) Calgarians report voting in the last municipal election, with participation statistically lower among young adults (61% vs. 84% 25+ years).



# Community Involvement within the Past Year

Multiple Responses



■ TOTAL (n=840)  
■ 18-24 (n=440)  
■ 25+ (n=400)

Statistically different from 2021

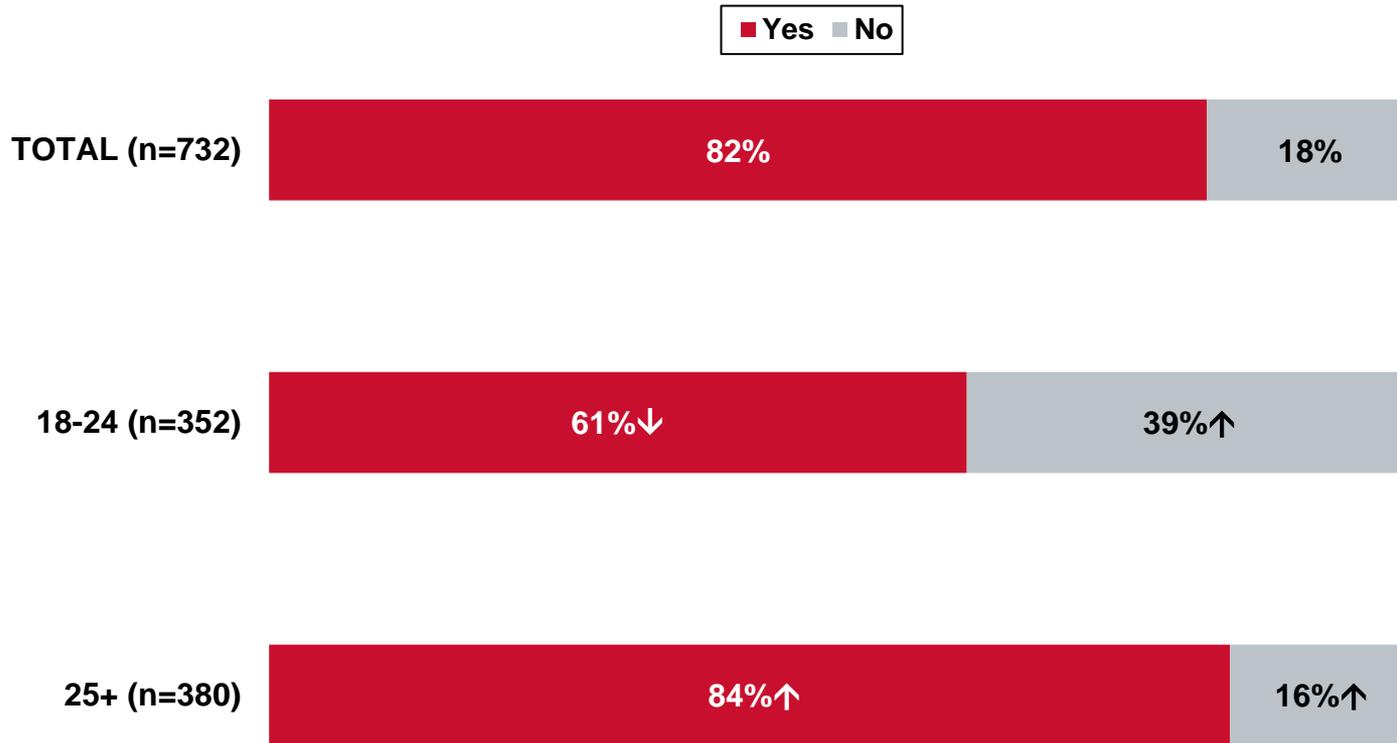
↑Statistically higher than other age groups  
 ↓Statistically lower than other age groups

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

Base: All respondents



# Voted in Last Municipal Election



Q19B. Did you vote in the last Calgary municipal election?

Base: All respondents (excluding 'Don't know/Not applicable')

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups

# Attitudes Towards Finances, Work & Education

---

**More young adults compared to 2021 agree ‘I feel I have the skills to get the job I want’ and that ‘there is enough opportunity for employment in Calgary’.**

---

- Young adults aged 18 to 24 were asked for their opinions regarding an additional six topics related to finances, work and education.
- Eight-in-ten or more young adults ‘agree’ with the following:
  - “Financial independence is an indicator of my success” (89%);
  - “I feel I have the skills to get the job I want” (81%, which is a statistical 7-point increase from 74% in 2021); and
  - “There is enough opportunity for post-secondary education in Calgary (e.g. university, college)” (79%).
- A smaller majority of young adults ‘agree’ with the following:
  - “I think I will be better off financially than my parents” (67%);
  - “I want to start my own business or organization at some point” (66%); and
  - “There is enough opportunity for employment in Calgary” (58%, which is a statistical 9 point increase from 49% in 2021).

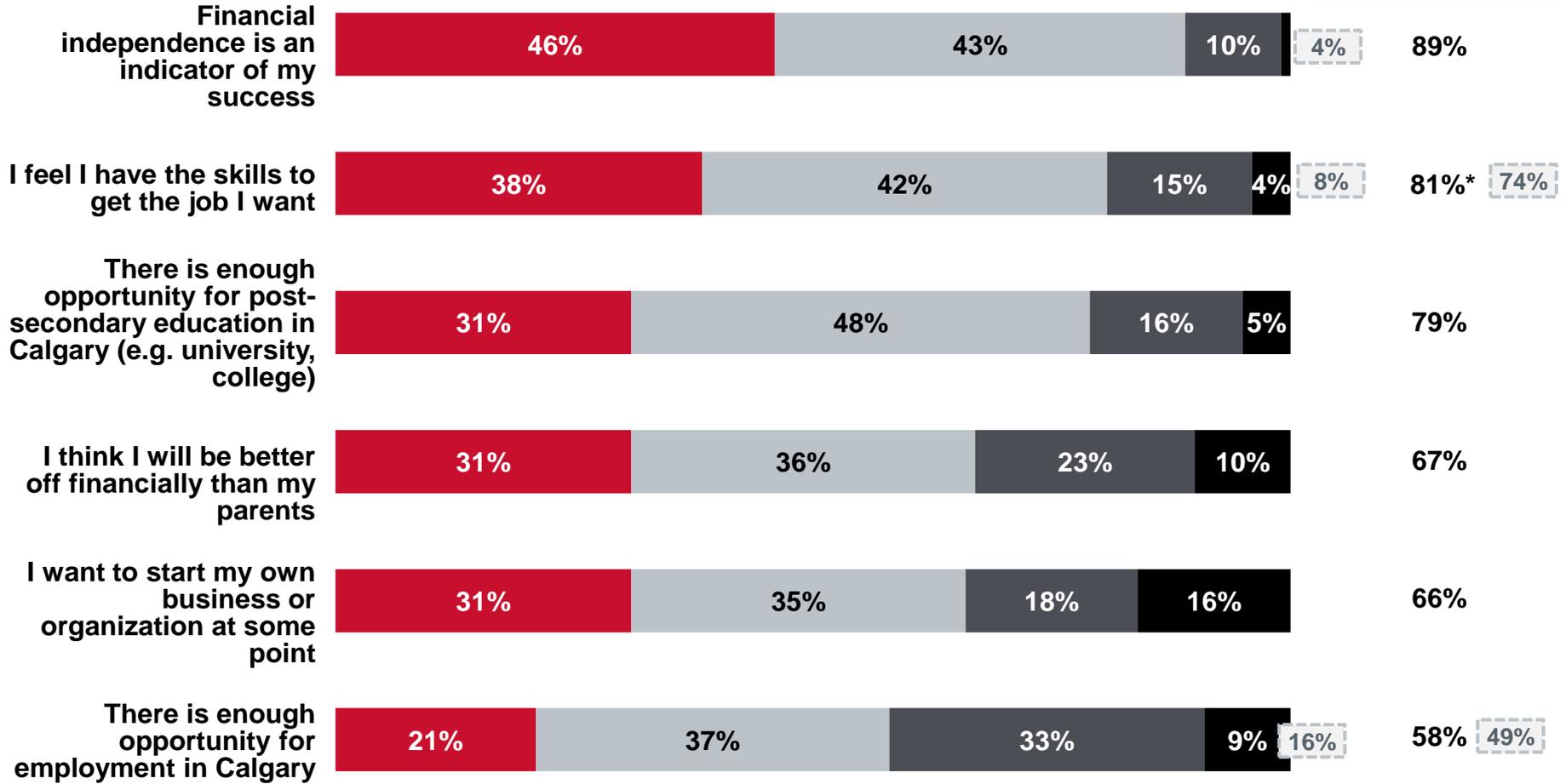


# Attitudes Towards Finances, Work & Education

Only asked of 18-24 year-olds

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

% Strongly agree + Somewhat agree



Q20. Thinking about yourself, to what extent do you agree or disagree with the following statements?

Base: Valid respondents 18-24 years (excluding 'don't know') | Base sizes vary

Statistically different from 2021

\*Rounding

TOTAL mentions <3% are not shown



## City Communication & Technology



## Feeling Informed

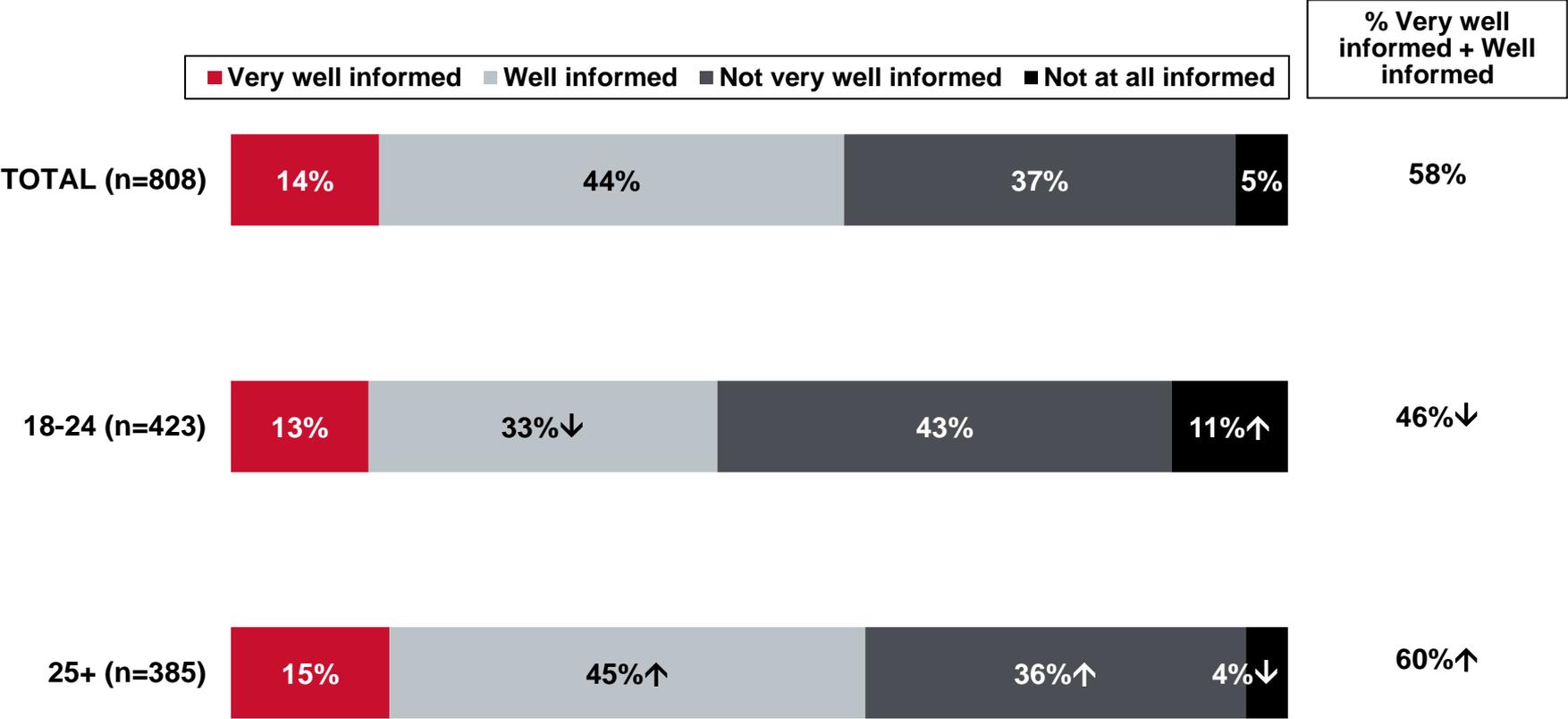
---

**Young adults feel less informed than others about municipal issues.**

---

- Roughly six-in-ten (58%) Calgarians say they feel ‘very well informed’ or ‘well informed’ about what’s going on with City Council and issues that affect them as citizens, which is a statistical increase of 9 points from 49% in 2021. Young adults aged 18-24 years are statistically less likely to feel ‘informed’ (46% vs. 60% of 25+ years) and the result is consistent with 2021.
- For Calgarians, the three best ways for The City of Calgary to provide up-to-date news and information is by television (46%), social media (40%) and internet (38%, down a statistical 8 points from 46% in 2021). For young adults, social media is the clear number one channel (63%), followed by internet (43%) and television (36%, down a statistical 9 points from 45% in 2021).
  - Young adults are statistically more likely to want news and information by social media (63% vs. 37% of 25+ years), signage (14% vs. 6% of 25+ years), multicultural media (14% vs. 4% of 25+ years) and in person (8% vs. 5% of 25+ years).
  - Young adults are statistically less likely to want news and information by television (36% vs. 47% of 25+ years), direct mail (13% vs. 25% of 25+ years), newspaper (13% vs. 25% of 25+ years), city publications/brochures (7% vs. 12% of 25+ years) and email (<1% vs 3% of 25+ years).

# Level of Feeling Informed about Municipal Issues



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

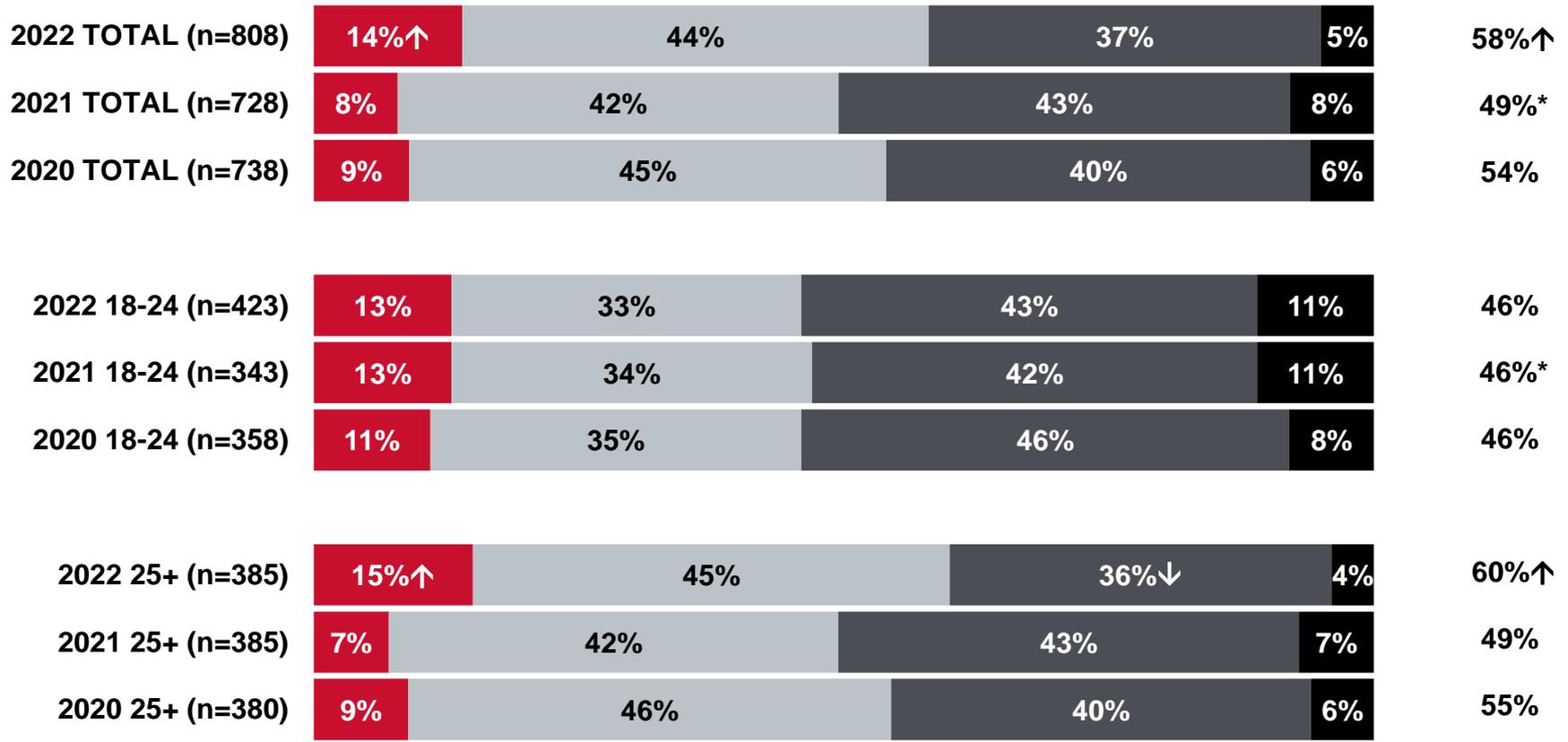
↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups



# Tracking Level of Feeling Informed about Municipal Issues

■ Very well informed 
 ■ Well informed 
 ■ Not very well informed 
 ■ Not at all informed

**% Very well informed + Well informed**



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

\*Rounding

↑Statistically higher than other age groups  
 ↓Statistically lower than other age groups

## Information Channels

---

**Top three ways to reach young adults are social media, internet and television.**

---

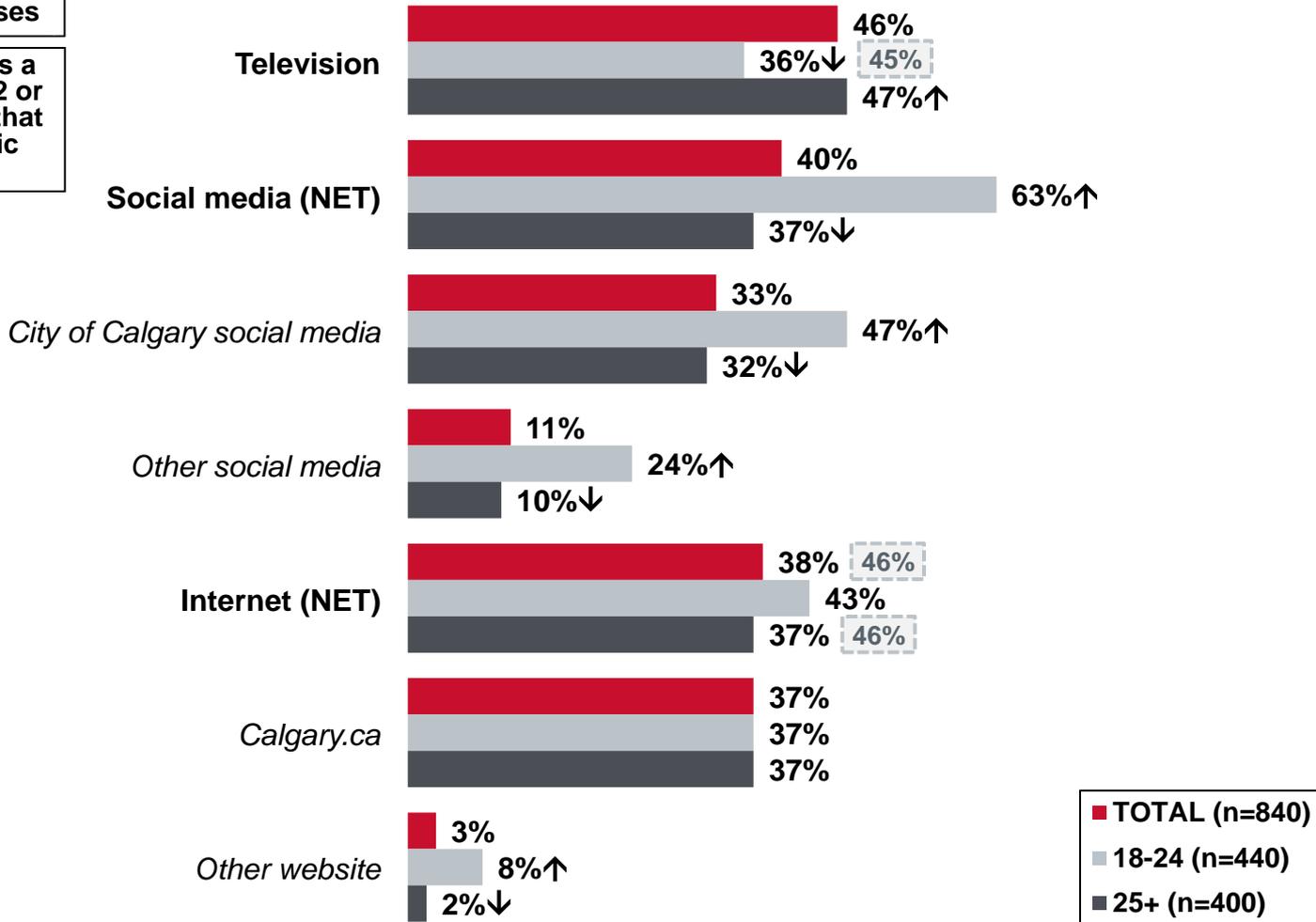
- For Calgarians, the three best ways for The City of Calgary to provide up-to-date news and information is by television (46%), social media (40%) and internet (38%, down a statistical 8 points from 46% in 2021). For young adults, social media is the clear number one channel (63%), followed by internet (43%) and television (36%, down a statistical 9 points from 45% in 2021).
- Young adults are statistically more likely to want news and information by social media (63% vs. 37% of 25+ years), signage (14% vs. 6% of 25+ years), multicultural media (14% vs. 4% of 25+ years) and in person (8% vs. 5% of 25+ years).
- Young adults are statistically less likely to want news and information by television (36% vs. 47% of 25+ years), direct mail (13% vs. 25% of 25+ years), newspaper (13% vs. 25% of 25+ years), city publications/brochures (7% vs. 12% of 25+ years) and email (<1% vs 3% of 25+ years).



# Best Channels for the Provision of City News and Information

Up to 3 Responses

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



Statistically different from 2021

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups

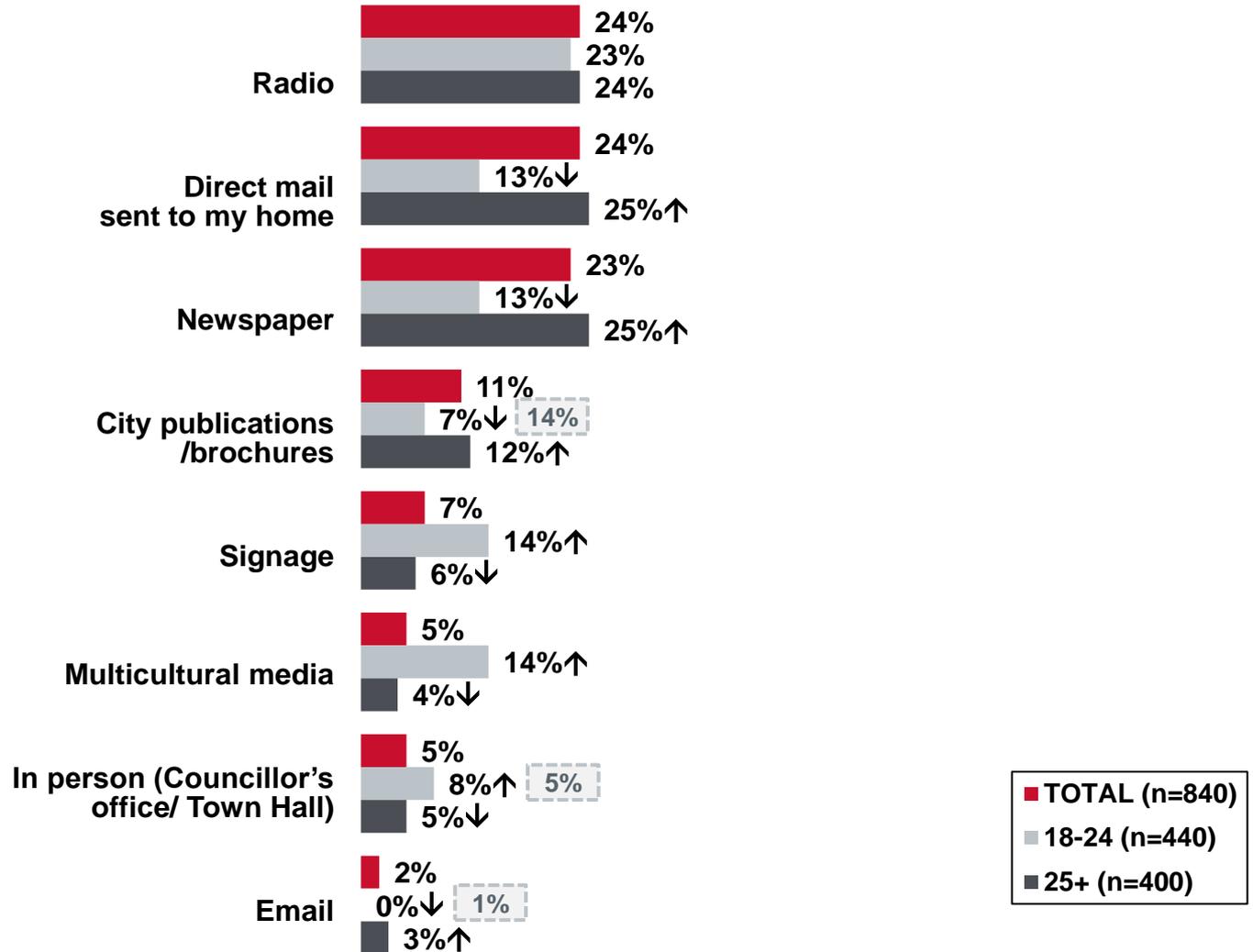
Q22b. What are the best ways for The City of Calgary to provide up-to-date news and information to you personally? Select up to 3 responses  
 Base: All respondents



# Best Channels for the Provision of City News and Information (continued)

Up to 3 Responses

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



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

Statistically different from 2021

↑Statistically higher than other age groups  
↓Statistically lower than other age groups



## City Communications Performance

---

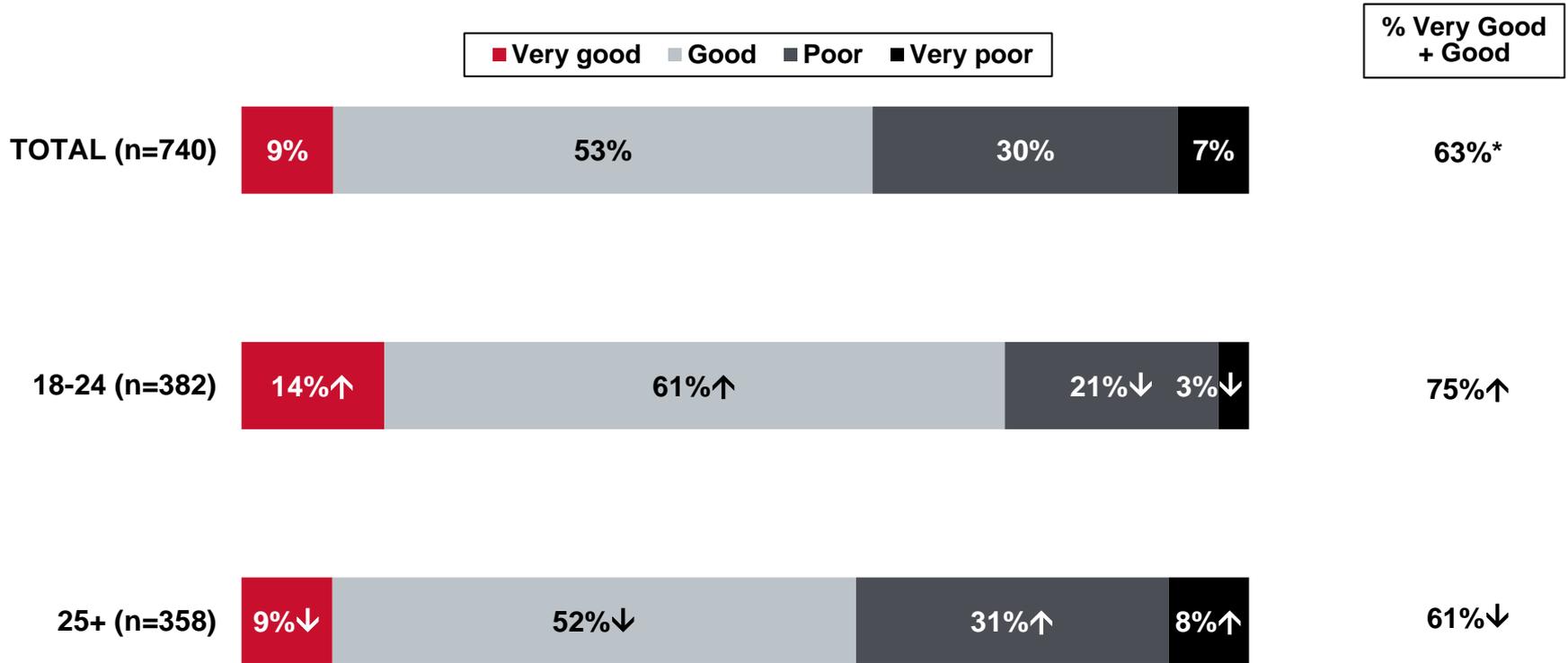
**Young adults are more likely than others to think **The City is doing a good job at communicating.****

---

- More than six-in-ten (63%) Calgarians believe The City is doing a ‘very good’ or ‘good’ job in terms of how well it has communicated with citizens about its services, programs, policies and plans in the past 6 months. Assessments are statistically stronger among young adults aged 18-24 years (75% vs. 61% among 25+ years). These ratings are consistent with 2021 results.



# Performance of City Communications in the Past 6 Months



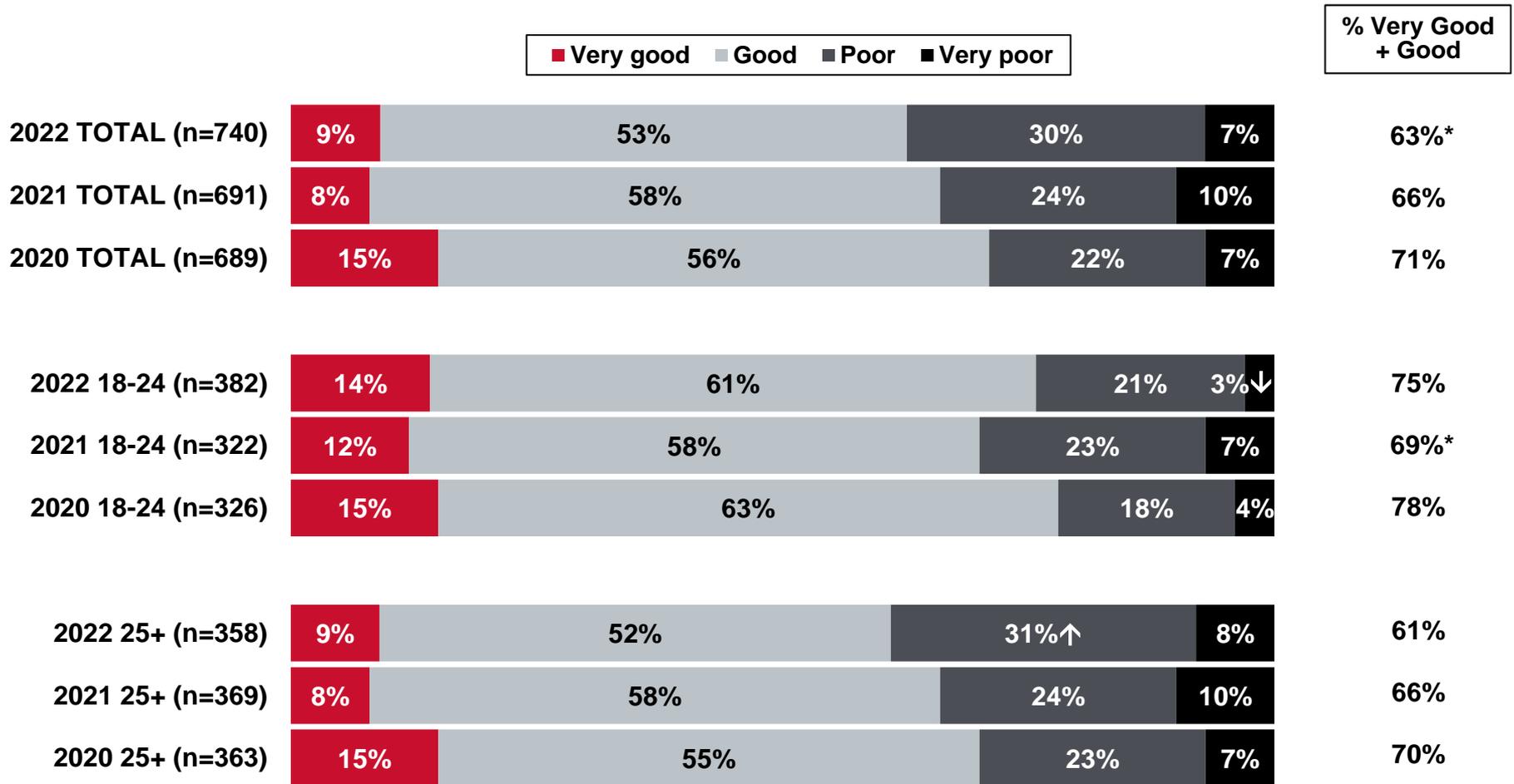
Q24. Overall, how would you rate The City of Calgary in terms of how well it communicated with citizens about its services, programs, policies and plans in the past 6 months?  
 Base: Valid respondents (excluding 'don't know')

\*Rounding

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups



# Tracking I Performance of City Communications



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

\*Rounding

↑Statistically higher than other age groups  
 ↓Statistically lower than other age groups

## Attitudes Toward Communications with City

---

**Young adults are less likely than other to agree “I feel like I’m doing my part as a Calgarian by keeping up-to-date about City issues and policies” and to agree “I can’t be bothered to keep track of what’s going on in The City”.**

**Compared to 2021, more young adults agree “I can’t be bothered to keep track of what’s going on in The City”.**

---

- Eight-in-ten (79%) Calgarians ‘agree’ that “I feel like I’m doing my part as a Calgarian by keeping up-to-date about City issues and policies”, but agreement is statistically lower among young adults aged 18-24 years (66% vs. 80% among 25+ years).
  - Overall agreement with this statement is up a statistical 7 points from 72% in 2021 to 79% today.
- Three-quarters (75%) of Calgarians ‘agree’ that “I trust the news media as a primary source of information about The City of Calgary”, with similar agreement among young adults (71%).
- Three-quarters (74%) of Calgarians ‘agree’ that “I trust The City as a primary source of information about The City of Calgary”, with similar agreement among young adults (78%).
- Only three-in-ten (31%) Calgarians ‘agree’ that “I can’t be bothered to keep track of what’s going on in The City”, but agreement is statistically higher among young adults aged 18-24 years (58% vs. 28% among 25+ years).
  - Young adult agreement with this statement is up a statistical 8 points from 50% in 2021 to 58% today.

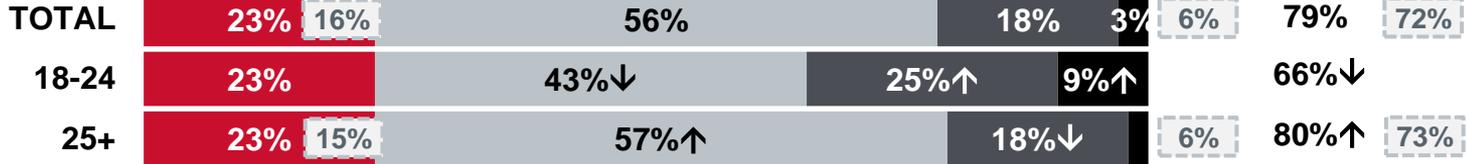


# Attitudes Towards Communication with The City

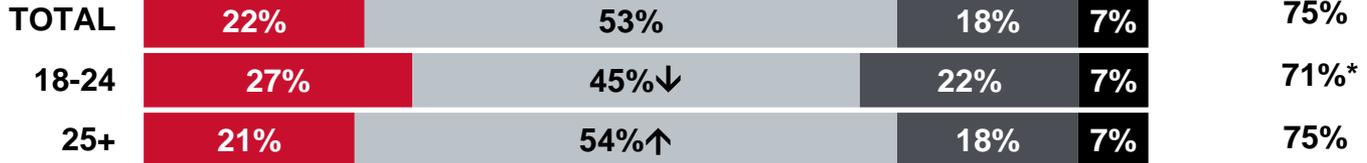
■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

% Strongly agree + Somewhat agree

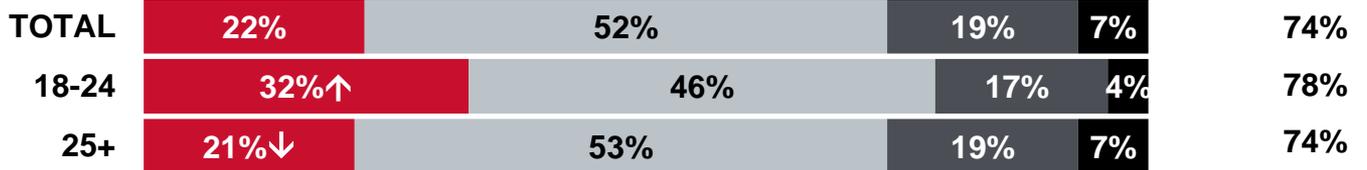
I feel like I'm doing my part as a Calgarian by keeping up-to-date about City issues and policies



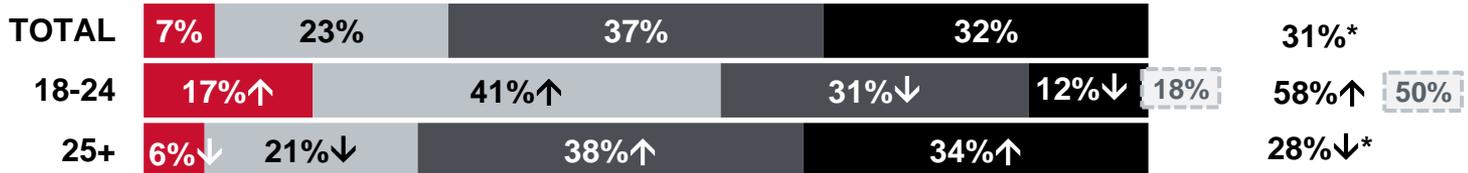
I trust the news media as a primary source of information about The City of Calgary



I trust The City as a primary source of information about The City of Calgary



I can't be bothered to keep track of what's going on in The City



\*Rounding

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

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

TOTAL mentions <3% are not shown

Statistically different from 2021

↑ Statistically higher than other age groups  
↓ Statistically lower than other age groups

## Attitudes Toward Social Media

---

**Young adults are more likely than others to trust City of Calgary social media and to prefer social media as a source of City information.**

---

- Six-in-ten (59%) Calgarians ‘agree’ that “I trust City of Calgary social media as a primary source of information about The City of Calgary”, but agreement is statistically higher among young adults aged 18-24 years (78% vs. 57% among 25+ years).
- Half (50%) of Calgarians ‘agree’ that “I prefer to hear about City issues online and on social media rather than traditional media outlets like TV, radio and newspapers”, but agreement is statistically higher among young adults aged 18-24 years (79% vs. 47% among 25+ years).
- Just less than half (46%) of Calgarians ‘agree’ that “trust other social media as a primary source of information about The City of Calgary”, but agreement is statistically higher among young adults aged 18-24 years (67% vs. 43% among 25+ years).

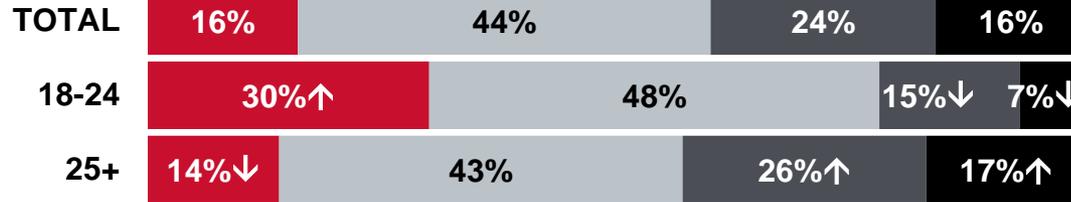


# Attitudes Towards Communications with The City | A Focus on Social Media

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

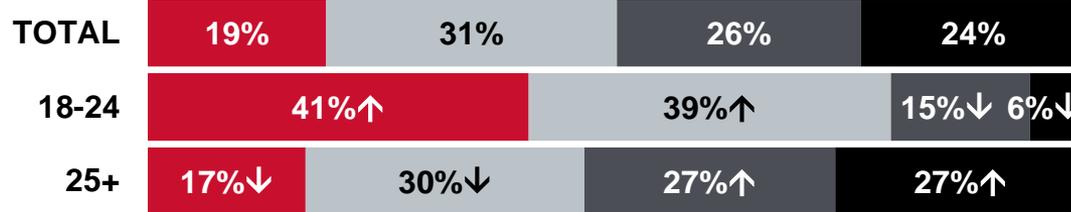
% Strongly agree + Somewhat agree

I trust City of Calgary social media as a primary source of information about The City of Calgary



59%\*  
78%↑  
57%↓

I prefer to hear about City issues online and on social media rather than traditional media outlets like TV, radio and newspapers



50%  
79%↑\*  
47%↓

I trust other social media as a primary source of information about The City of Calgary



46%  
67%↑  
43%↓

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

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

\*Rounding

↑ Statistically higher than other age groups  
↓ Statistically lower than other age groups



## Attitudes Toward Technology

---

**Young adults are more likely than others to say that “I believe that adopting new technology can make a city a better place to live” and that “I think that using new technology can improve citizens' relationship with The City”.**

---

- Six-in-ten (59%) Calgarians say they are ‘described well’ (7-10 on a 10 point scale) by the statement that “I feel confident doing most of my personal business transactions online”, with results similar among young adults aged 18-24 years (63%).
- A majority (56%) of Calgarians say they are ‘described well’ by the statement that “I believe that adopting new technology can make a city a better place to live”, but this view is statistically more prevalent among young adults aged 18-24 years (67% vs. 55% among 25+ years).
- About half (52%) of Calgarians say they are ‘described well’ by the statement that “I think that using new technology can improve citizens' relationship with The City”, but this view is statistically higher among young adults aged 18-24 years (64% vs. 51% among 25+ years).



# Attitudes Towards Technology

■ Describes me well (7-10)   ■ Neutral (5-6)   ■ Does not describe me well (1-4)

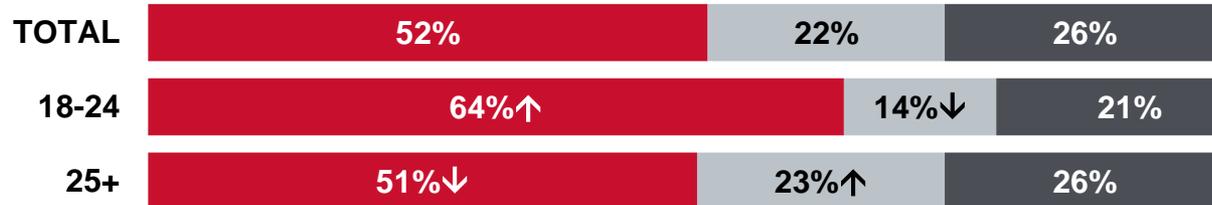
I feel confident doing most of my personal business transactions online



I believe that adopting new technology can make a city a better place to live



I think that using new technology can improve citizens' relationship with The City



Q25. This set of statements reflect different ways people use and think about technology. There is no right or wrong answer. Use the 1 to 10 scale where 1 means "does not describe me at all" and 10 means it "describes me very well".

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

↑ Statistically higher than other age groups  
↓ Statistically lower than other age groups

## Frequency of Social Media Use

---

**Young adults are most likely to make daily use of Instagram, YouTube, Snapchat and TikTok.**

**Young adults are more frequent users than others of almost all social media, with the exceptions of Facebook and LinkedIn.**

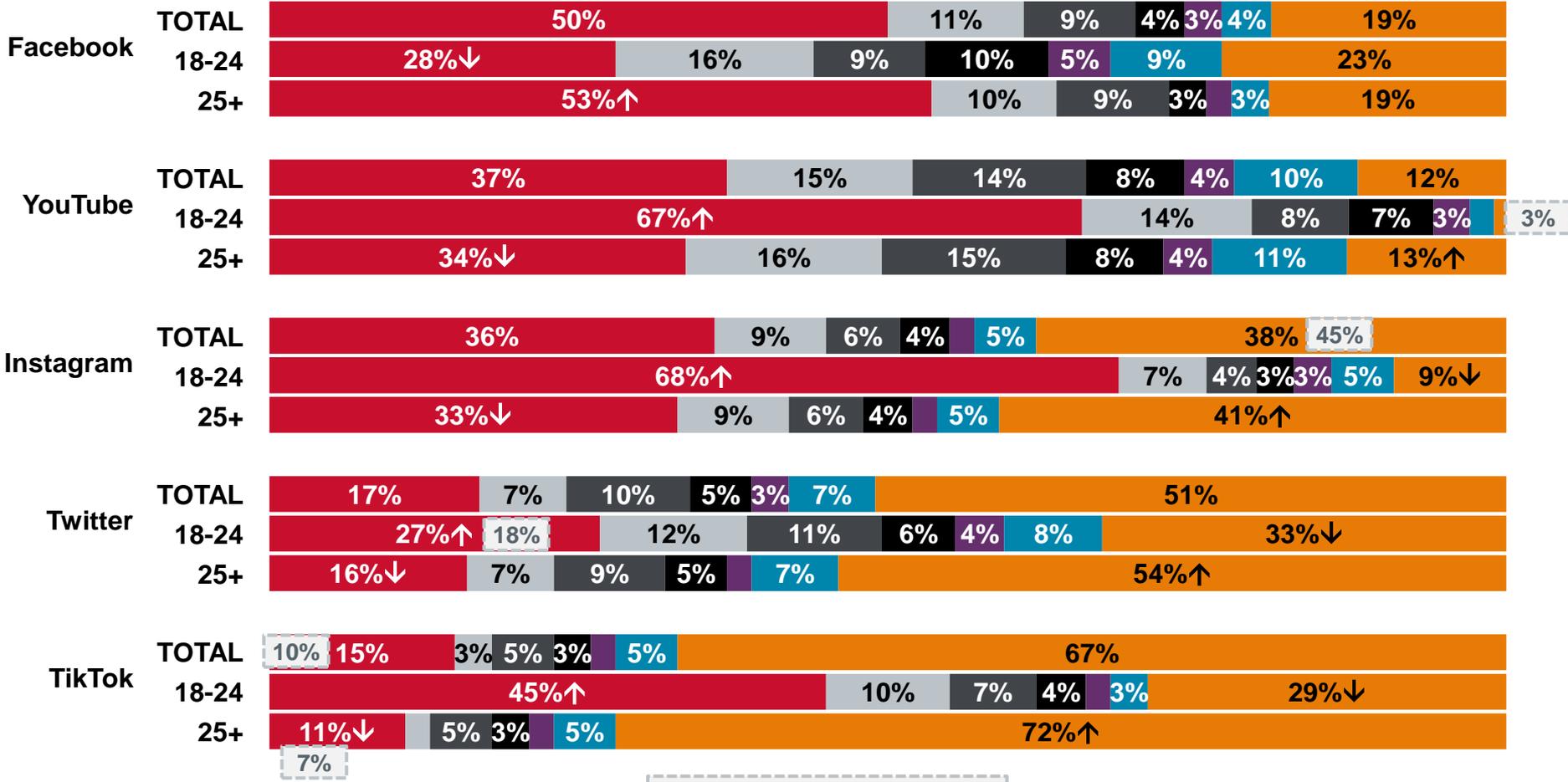
---

- Among Calgarians, daily use of social media is highest for 'Facebook' (50%), 'YouTube' (37%) and 'Instagram' (36%). For young adults aged 18-24 years, daily use is highest for 'Instagram' (68%), 'YouTube' (67%), 'Snapchat' (46%), and 'TikTok' (45%).
- Young adults are statistically more likely to be daily users of many social media including 'YouTube' (67% vs. 34% among 25+ years), 'Instagram' (68% vs. 33% among 25+ years), 'Twitter' (27% vs. 16% among 25+ years), 'TikTok' (45% vs. 11% among 25+ years), 'Snapchat' (46% vs. 7% among 25+ years), 'Reddit' (19% vs. 8% among 25+ years) and 'Pinterest' (13% vs. 6% among 25+ years).
- Young adults are statistically less likely to be daily users of 'Facebook' (28% vs. 53% among 25+ years).



# Frequency of Using Social Media

■ Daily ■ Every few days ■ Weekly ■ Every few weeks ■ Monthly ■ Less often than monthly ■ Never



Q26. How frequently do you use each of these social media?

Base: All respondents (Total n=840; 18-24 years n=440; 25+ years n=400)

Statistically different from 2021 (noted for 'Daily' and 'Never' only)

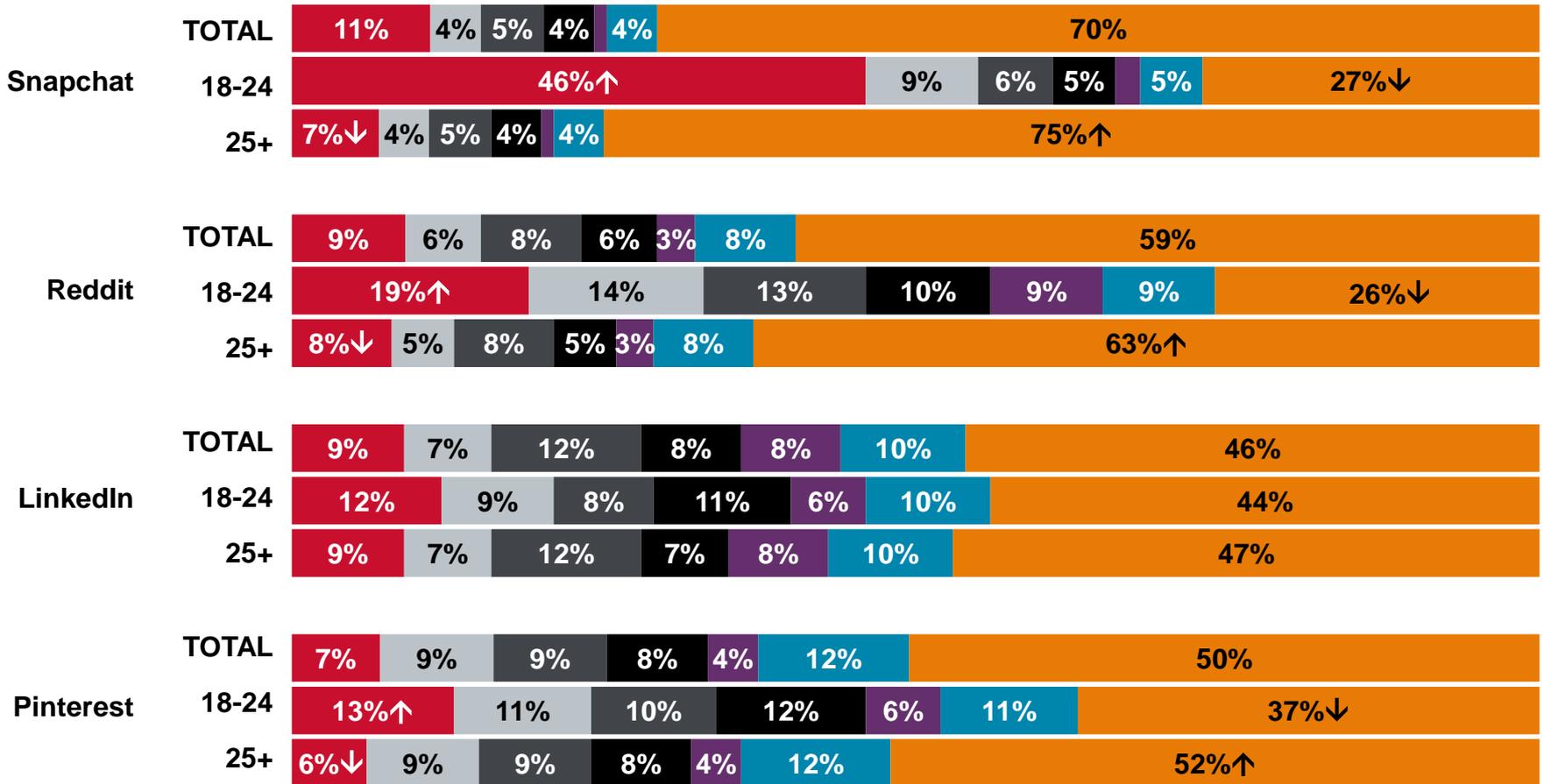
Data labels <3% are not shown

↑ Statistically higher than other age groups  
↓ Statistically lower than other age groups (noted for 'Daily' and 'Never' only)



# Frequency of Using Social Media (continued)

■ Daily 
 ■ Every few days 
 ■ Weekly 
 ■ Every few weeks 
 ■ Monthly 
 ■ Less often than monthly 
 ■ Never



Q26. How frequently do you use each of these social media?

Base: All respondents (Total n=840; 18-24 years n=440; 25+ years n=400)

Data labels <3% are not shown

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups  
 (noted for 'Daily' and 'Never' only)



## City Trust and Reputation



## Attitudes Towards Government

---

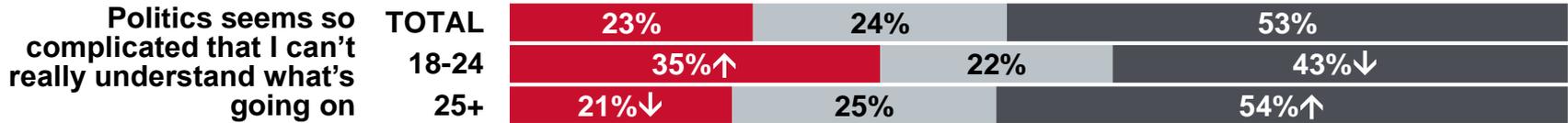
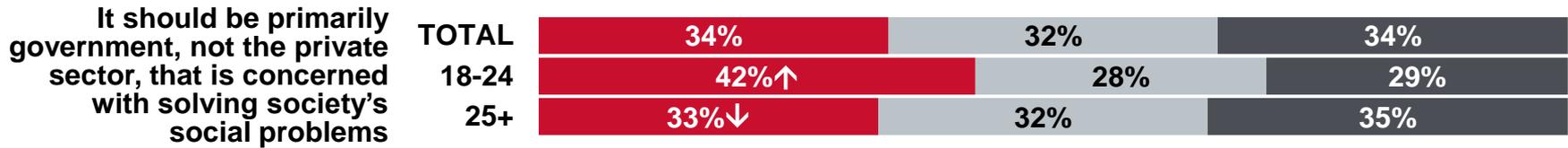
**Young adults are more likely than others to agree that government should be solving society's problems, that politics is complicated, that I try not to concern myself with what government is doing and that politicians care what people like me think.**

---

- Seven-in-ten (70%) Calgarians 'agree' (7-10 on 10-point scale) that "Citizens should make an effort to influence the government decisions that could affect them", with agreement consistent among young adults aged 18-24 years (67%).
- One-third (34%) of Calgarians 'agree' that "It should be primarily government, not the private sector, that is concerned with solving society's social problems ", but agreement is statistically higher among young adults (42% vs. 33% among 25+ years).
- Just under one-quarter (23%) of Calgarians 'agree' that "politics seems so complicated that I can't really understand what's going on", but agreement is statistically higher among young adults (35% vs. 21% among 25+ years).
- Roughly two-in-ten (18%) Calgarians 'agree' that "I try not to concern myself with what government is doing", but agreement is statistically higher among young adults (28% vs. 17% among 25+ years).
- Only 16% of Calgarians 'agree' that "generally speaking, politicians care what people like me think", but agreement is statistically higher among young adults (21% vs. 15% among 25+ years).



# Attitudes Towards Government



**Q28. This set of statements reflects different opinions and expectations about government in general. There is no right or wrong answer. Please indicate how much you agree or disagree with each statement on a scale from 1 to 10, where "1" means "do not agree at all" and "10" means "completely agree".**  
 Base: All respondents (Total n=840; 18-24 years n=440; 25+ years n=400)

Statistically different from 2021

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups



## Attitudes Towards City Government

---

**Young adults are more likely than others to agree that “The City of Calgary practices open and accessible government”, that “The City of Calgary can be relied on to do what it says it will do” and that “The City of Calgary listens to what people like me have to say”.**

---

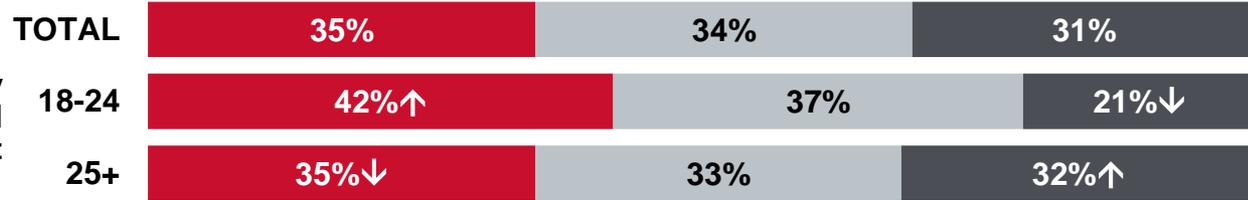
- Roughly one-third (35%) of Calgarians ‘agree’ (7-10 on 10-point scale) that “The City of Calgary practices open and accessible government”, with agreement statistically higher among young adults aged 18-24 years (42% vs. 35% of 25+ years).
- Three-in-ten (30%) Calgarians ‘agree’ (7-10 on 10-point scale) that “The City of Calgary can be relied on to do what it says it will do”, with agreement statistically higher among young adults aged 18-24 years (39% vs. 29% of 25+ years).
- One-quarter (26%) of Calgarians ‘agree’ (7-10 on 10-point scale) that “The City of Calgary listens to what people like me have to say”, with agreement statistically higher among young adults aged 18-24 years (34% vs. 25% of 25+ years).



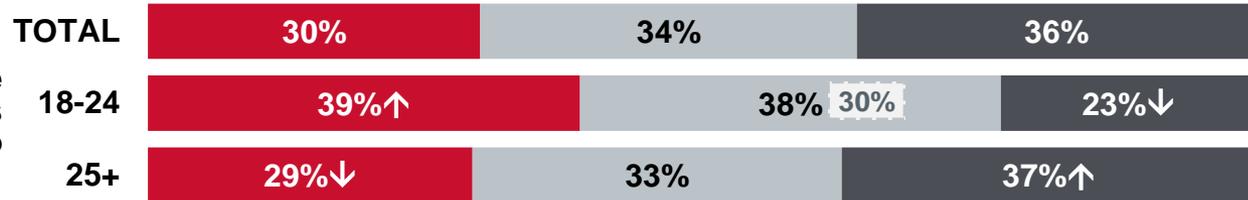
# Attitudes Towards Calgary Municipal Government

■ Agree (7-10) ■ Neutral (5-6) ■ Disagree (1-4)

The City of Calgary practices open and accessible government



The City of Calgary can be relied on to do what it says it will do



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



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

Base: All respondents (Total n=840; 18-24 years n=440; 25+ years n=400)

+Detailed descriptions were provided via ‘hover text’

Statistically different from 2021

↑Statistically higher than other age groups  
↓Statistically lower than other age groups

## City Trust

---

**Half of young adults trust The City of Calgary.**

---

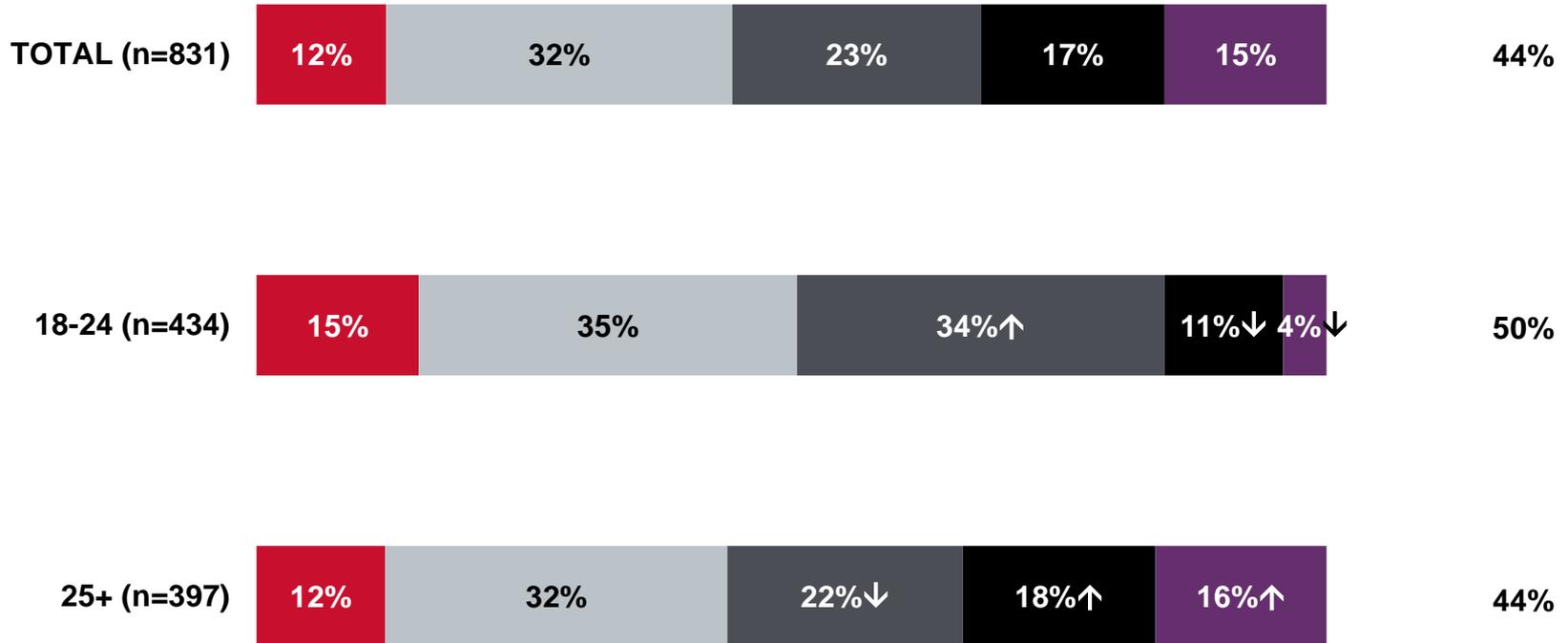
- Taking into account all the things which Calgarians feel are important, 44% say they 'trust' The City of Calgary, with young adults aged 18-24 years providing a similar rating (50%). These results are consistent with 2021.



# Trust in The City of Calgary

■ Trust a great deal ■ Trust a little ■ Neutral ■ Distrust a little ■ Distrust a great deal

% Trust a great deal + Trust a little



Q30. Taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary?

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

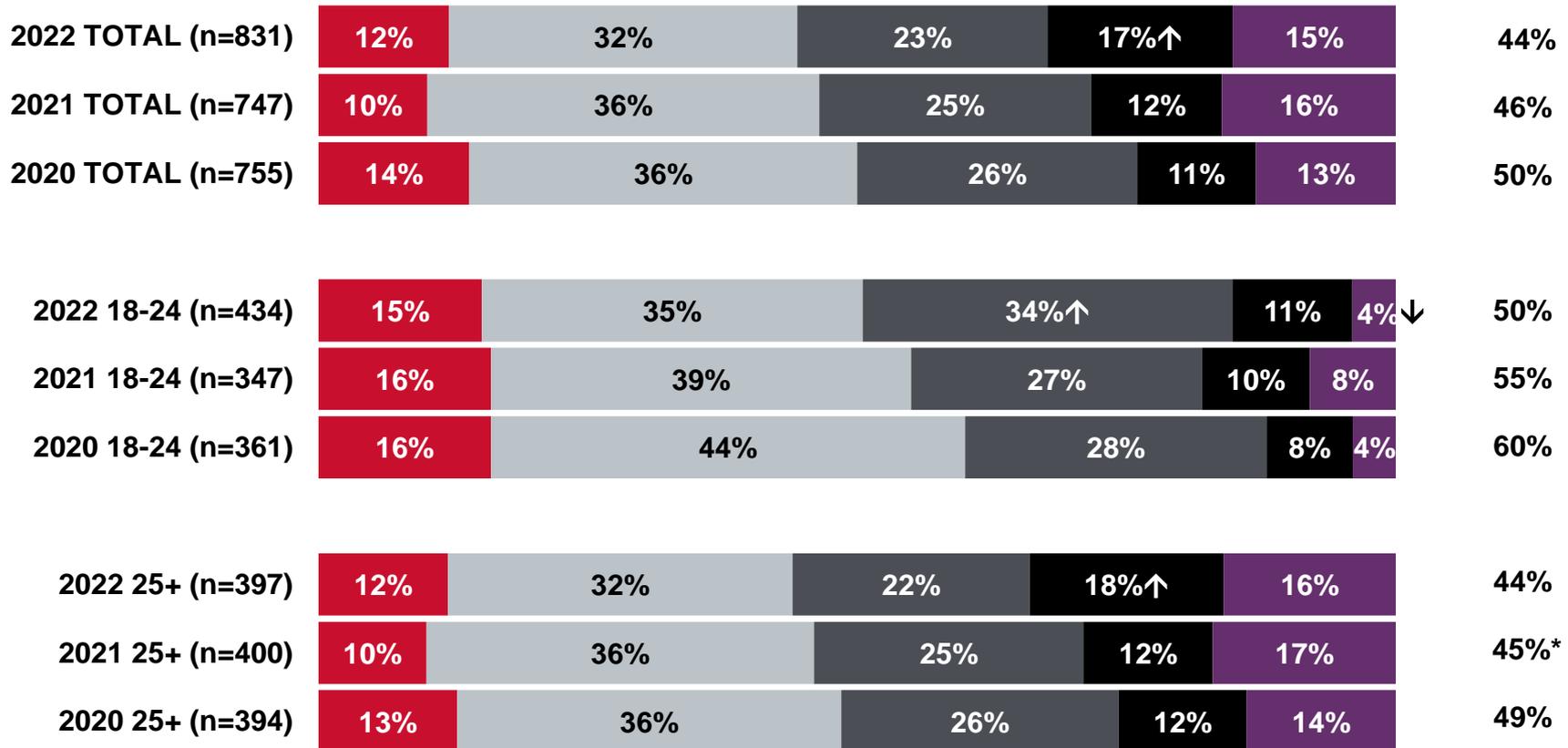
↑ Statistically higher than other age groups  
↓ Statistically lower than other age groups



# Tracking I Trust in The City of Calgary

■ Trust a great deal ■ Trust a little ■ Neutral ■ Distrust a little ■ Distrust a great deal

% Trust a great deal + Trust a little



Q30. Taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary?

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

\*Rounding

↑Statistically higher than other age groups  
↓Statistically lower than other age groups

## Satisfaction with City Performance

---

**Young adults are more likely than others to be satisfied with how both **Council and Administration** are running the City.**

---

- Slightly less than six-in-ten (57%) Calgarians are ‘satisfied’ with the performance of “The City of Calgary, including Council and Administration as a whole”, with assessments statistically higher among young adults aged 18-24 years (74% vs. 55% of 25+ years).
- Two-thirds (65%) of Calgarians are ‘satisfied’ with the performance of “Calgary's City Administration, EXCLUDING City Council”, with assessments statistically higher among young adults aged 18-24 years (73% vs. 64% of 25+ years).
- About half (52%) of Calgarians are ‘satisfied’ with the performance of “Calgary's City Council, EXCLUDING City Administration”, with assessments statistically higher among young adults aged 18-24 years (68% vs. 51% of 25+ years).



# Perceptions About City Performance

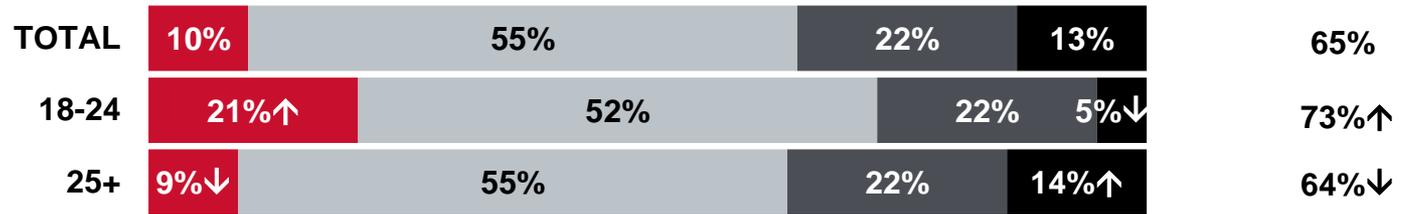
■ Very satisfied ■ Somewhat satisfied ■ Somewhat dissatisfied ■ Very dissatisfied

% Very satisfied + Satisfied

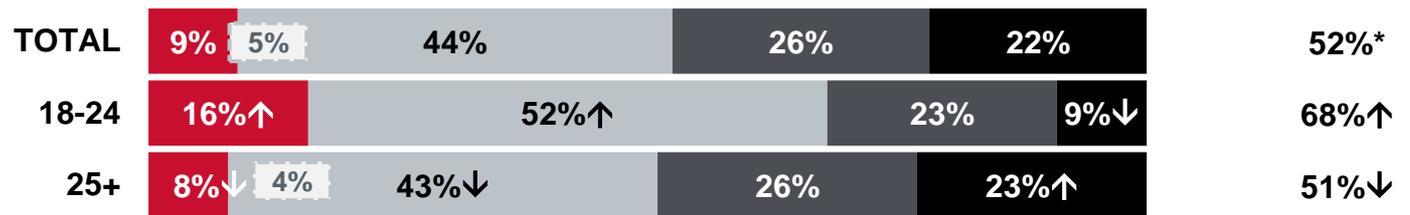
The City of Calgary, including Council and Administration as a whole



Calgary's City Administration, EXCLUDING City Council



Calgary's City Council, EXCLUDING City Administration



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

Statistically different from 2021

\*Rounding

↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups



## Respondent Profiles





# Respondent Profile

## Gender

	TOTAL	18-24	25+
Female	50%	48%	51%
Male	48%	49%	48%
Prefer to self-describe	1%	3%↑	1%↓
Prefer not to say	0%	1%	0%

## Quadrant

	TOTAL	18-24	25+
Southwest	29%	21%↓	30%↑
Southeast	19%	19%	19%
Northwest	36%	39%	36%
Northeast	16%	22%↑	15%↓

## Age

	TOTAL
18 to 24	10%
25 to 34	19%
35 to 54	38%
55+	33%
<b>Mean</b>	<b>46.8</b>

## Annual Household Income

	TOTAL	18-24	25+
Less than \$30,000	9%	16%↑	8%↓
\$30,000 to <\$60,000	19%	22%	18%
\$60,000 to <\$90,000	20%	16%	20%
\$90,000 to <\$120,000	15%	15%	15%
\$120,000 to <\$150,000	8%	6%	8%
\$150,000 and over	15%	10%↓	15%↑
Prefer not to say	15%	16%	15%

Base: Valid respondents (Base sizes vary)

↑Statistically higher than other age groups  
↓Statistically lower than other age groups



# Respondent Profile (continued)

## Education

	TOTAL	18-24	25+
Did not complete high school or equivalent	1%	3%	1%
Completed high school or equivalent	19%	52%↑	15%↓
Completed a Registered Apprenticeship or other trades certificate or diploma	5%	3%	5%
Completed a college or other non-university certificate or diploma	25%	17%↓	25%↑
Completed a university certificate, diploma or degree	49%	23%↓	52%↑
Prefer not to say	1%	2%↑	0%↓

## Employment Status

	TOTAL	18-24	25+
Full-time employed/self-employed	46%	31%↓	48%↑
Part-time employed/self-employed	13%	27%↑	11%↓
Retired	22%	0%↓	25%↑
Looking after home and/or family	5%	3%	5%
Unable to work because of sickness or disability	3%	0%↓	3%↑
Unemployed	6%	10%↑	6%↓
Doing unpaid or voluntary work	1%	3%↑	1%↓
Student	6%	44%↑	1%↓
Other	1%	2%	1%
Prefer not to say	2%	3%	1%

Base: Valid respondents (Base sizes vary)

↑Statistically higher than other age groups  
↓Statistically lower than other age groups



# Respondent Profile (continued)

## Children and Seniors in Household

	TOTAL	18-24	25+
Yes - Children	28%	23%	28%
Yes - Seniors	27%	8%↓	30%↑

## Currently Enrolled in an Educational Program

	TOTAL	18-24	25+
Yes	11%	69%↑	5%↓
No	88%	28%↓	95%↑
Prefer not to say	1%	3%↑	1%↓

## Household Size

	TOTAL	18-24	25+
1	19%	10%↓	20%↑
2	36%	20%↓	38%↑
3 or more	41%	64%↑	38%↓
Prefer not to say	4%	5%	4%
<b>Mean</b>	2.4	3.2↑	2.3↓

Base: Valid respondents (Base sizes vary)

↑Statistically higher than other age groups  
↓Statistically lower than other age groups



# Respondent Profile (continued)

## Responsibility for Property Taxes

	TOTAL	18-24	25+
Yes	84%	44%↓	89%↑
No	12%	50%↑	8%↓
Prefer not to say	3%	6%↑	3%↓

## Own or Rent

	TOTAL	18-24	25+
Own	72%	41%↓	75%↑
Rent	23%	34%↑	21%↓
Neither	3%	17%↑	2%↓
Prefer not to say	2%	8%↑	1%↓

## Type of Dwelling

	TOTAL	18-24	25+
Single-detached house	61%	61%	61%
Apartment or apartment-style condominium	17%	18%	17%
Townhouse or rowhouse	11%	10%	11%
Duplex, triplex or fourplex	8%	6%	8%
Another type of multi-dwelling unit	2%	1%	2%
Other	0%	1%	0%
Prefer not to say	2%	3%↑	1%↓

## Tenure in Calgary

	TOTAL	18-24	25+
Less than 5 years	11%	18%↑	10%↓
5 to less than 10 years	12%	17%↑	12%↓
11 to 20 years	18%	39%↑	15%↓
21+ years	55%	23%↓	59%↑
Prefer not to say	4%	2%	4%
<b>Mean</b>	<b>26.4</b>	<b>13.5↓</b>	<b>27.9↑</b>

Base: Valid respondents (Base sizes vary)

↑Statistically higher than other age groups  
↓Statistically lower than other age groups



# Respondent Profile (continued)

## Born in Canada

	TOTAL	18-24	25+
Yes	73%	68%	73%
No	26%	31%	25%
Prefer not to say	2%	1%	2%

## Age Arrived in Canada

Base: Not born in Canada (n=231)	TOTAL	18-24	25+
Under the age of 18	39%	71%↑	35%↓
18 to 49	60%	28%↓	64%↑
50 or older	1%	2%	1%

## Timing of Arrival in Canada

Base: Not born in Canada (n=231)	TOTAL	18-24	25+
Within the past five years	18%	29%↑	16%↓
More than 5 years ago	80%	68%↓	82%↑
Prefer not to say	2%	3%	2%

## Consider Self Racialized Person

	TOTAL	18-24	25+
Yes	28%	50%↑	26%↓
No	67%	45%↓	69%↑
Prefer to self-describe	2%	1%	2%
Prefer not to say	4%	4%	4%

Base: Valid respondents (Base sizes vary)

↑Statistically higher than other age groups  
↓Statistically lower than other age groups



# Respondent Profile (continued)

## Indigenous

	TOTAL	18-24	25+
Yes (NET)	3%	8%↑	2%↓
Yes - First Nations	1%	3%	1%
Yes - Metis	1%	5%↑	1%↓
Yes - Inuit	0%	1%	0%
No	93%	91%	93%
Prefer not to say	4%	1%↓	5%↑

## Disability – Personally or Family Member

	TOTAL	18-24	25+
Yes (NET)	18%	22%	18%
Yes - myself	13%	17%	12%
Yes - someone in my household	5%	6%	5%
No	81%	74%↓	81%↑
Prefer not to say	1%	3%↑	1%↓

## Member of LGBTQ2S+ Community

	TOTAL	18-24	25+
Yes	9%	21%↑	7%↓
No	90%	77%↓	91%↑
Prefer not to say	2%	2%	2%

Base: Valid respondents (Base sizes vary)

↑Statistically higher than other age groups  
↓Statistically lower than other age groups



## Appendix: Notable Differences Since 2021: 25+





# Notable Differences Since 2021 | 25+ Years

		2022 25+	2021 25+	
	Issue Agenda	Most Important Issue: <i>Crime safety and policing</i>	<b>14%↑</b>	<b>8%</b>
		Agree that 'I am proud to live in my neighbourhood'	<b>90%↑</b>	<b>84%</b>
	Quality of Life	Agree that 'Calgary is a great place to make a living'	<b>75%↑</b>	<b>64%</b>
		Rate the economy in Calgary as 'good'	<b>54%↑</b>	<b>31%</b>
		Think the economy in Calgary will improve six months from now	<b>27%↓</b>	<b>44%</b>
		Think the overall quality of life in Calgary will improve six months from now	<b>24%↓</b>	<b>36%</b>
	Quality of Life Performance Measures	Calgary's Performance: <i>Safety is good</i>	<b>65%↓</b>	<b>78%</b>
		Calgary's Performance: <i>Employment opportunities is good</i>	<b>61%↑</b>	<b>44%</b>
		Calgary's Performance: <i>Transit is good</i>	<b>54%↓</b>	<b>65%</b>
	Perceptions of Life In Calgary	Perceptions of Life in Calgary: <i>Safe</i>	<b>41%↓</b>	<b>59%</b>
	Environmental Perceptions	Agree that 'I think we need to act now to address climate change'	<b>69%↓</b>	<b>76%</b>

↑Statistically higher than those aged 25+ in 2021  
 ↓Statistically lower than those aged 25+ in 2021



# Notable Differences Since 2021 | 25+ Years

(continued)

		2022 25+	2021 25+
 Diversity and Inclusion	Agree that 'I feel a sense of belonging in my own neighbourhood'	80%↑	74%
	Agree that 'People in Calgary are friendly and inclusive of all people'	78%↑	69%
	Agree that 'People in Calgary feel accepted regardless of their background, identity or lifestyle'	72%↑	61%
 Relocation and Reasons for Remaining in Calgary	Likely to stay in Calgary for at least next 5 years	83%↑	77%
	Reasons for Remaining in Calgary: <i>Educational opportunities</i>	16%↑	8%
 Lifestyle	Main Mode of Transportation: <i>Cycling</i>	3%↑	1%
 Attitudes Towards City's Communications	Agree that 'I feel like I'm doing my part as a Calgarian by keeping up-to-date about City issues and policies'	80%↑	73%
	Fee well informed about municipal issues	60%↑	49%
 Preferred Information Channels	Internet	37%↓	46%
 Daily Social Media Usage	TikTok	11%↑	7%

↑Statistically higher than those aged 25+ in 2021  
 ↓Statistically lower than those aged 25+ in 2021

## Contact

**Krista Ring**  
Manager of Web, Research and Projects  
The City of Calgary  
403-268-9963 | 403-988-9425  
[Krista.Ring@Calgary.ca](mailto:Krista.Ring@Calgary.ca)