

Calgary



Economic Perspectives Research Wave 4 Topline Report

November 2022

Prepared by:

Leger for The City of Calgary

Leger

THE RESEARCH INTELLIGENCE GROUP



Economic Perspectives Survey: Wave 4 Highlights at a Glance

QUALITY OF LIFE & ECONOMY



79%

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



58%

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



22%

Expect the economy in Calgary to be **stronger** in the next six months

ECONOMIC RECOVERY & ROLE OF GOVERNMENT



47%

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



56%

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



36%

Agree The City of Calgary is making an effort to reduce the cost of local government

TAXES AND USER FEES



52%

Aware that The City collects provincial property tax on behalf of the Province



34%

Are aware forty per cent of taxes collected by The City are transferred to the Province

TRUST & SATISFACTION WITH THE CITY



47%

Say they **trust** The City



68%

Satisfied with the performance of Calgary's **City Administration** EXCLUDING Council



61%

Satisfied with the performance of City Administration and Council as a whole



Highlights at a Glance	2
Methodology	4
Detailed Results	5
Quality of Life	6
The Economy and Economic Recovery	9
Infrastructure Investment	20
Taxes and User Fees	27
Trust & Reputation	34
Demographics	39
Appendices	
Appendix A: Tracking Charts	42
Appendix B: Questionnaire	47



Data Collection

- Telephone interviews were conducted with a randomly selected sample of n=500 Calgarians between November 1st and November 15th, 2022.
- Interviews were conducted using 26% landline sample and 74% cell phone sample.
- Average length of the interview was 17 minutes.

Target Audience

- Residents of Calgary, 18 years of age or older.

Analysis

- Data were weighted by age, gender, and quadrant based on the latest City census.
- The margin of error for the study is $\pm 4.4\%$, 19 times out of 20.
- Tracking data are shown where possible and are sourced from previous reports (supplied by The City of Calgary).
- Throughout the report, \downarrow denotes a significant decrease from previous wave and \uparrow denotes a significant increase from the previous wave, unless otherwise specified.

Appendices

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

Detailed Results



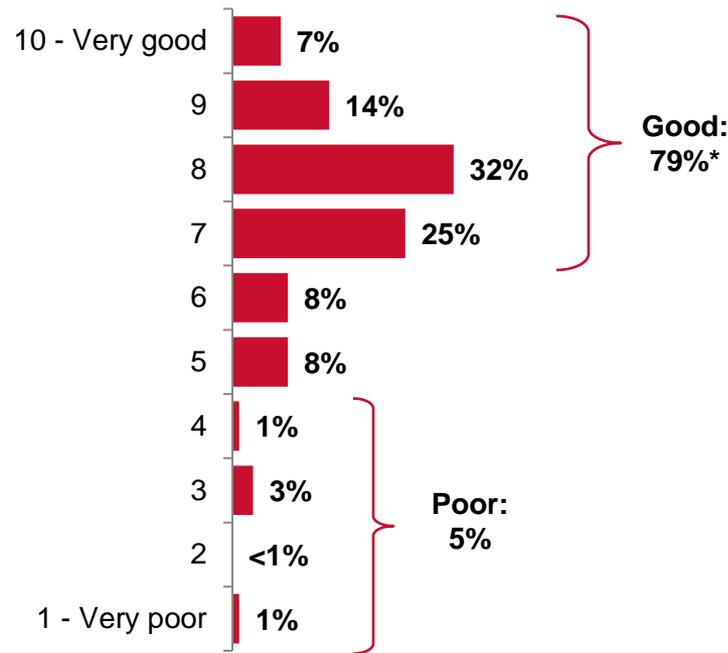


Quality of Life



Overall Quality of Life in Calgary

Rating of Quality of Life in Calgary



Q2. On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

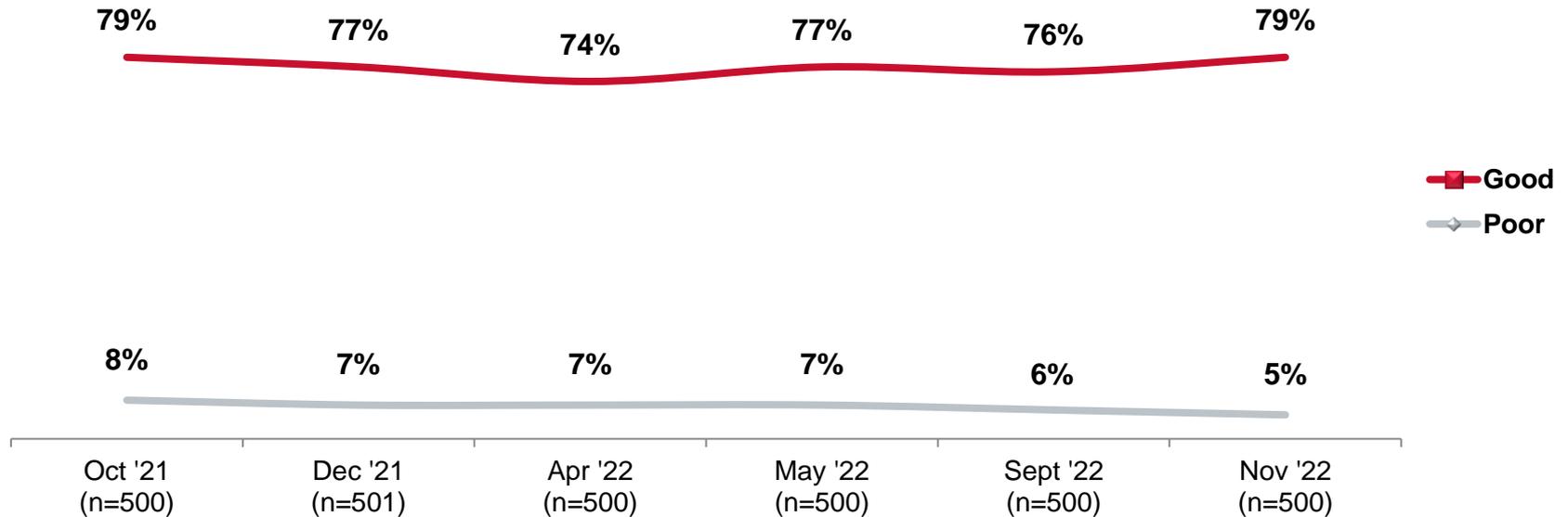
Base: all respondents (n=500)

* Indicates rounding



Tracking Overall Quality of Life in Calgary

Ratings of Quality of Life in Calgary



Q2. On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in Calgary today?

Base: all respondents

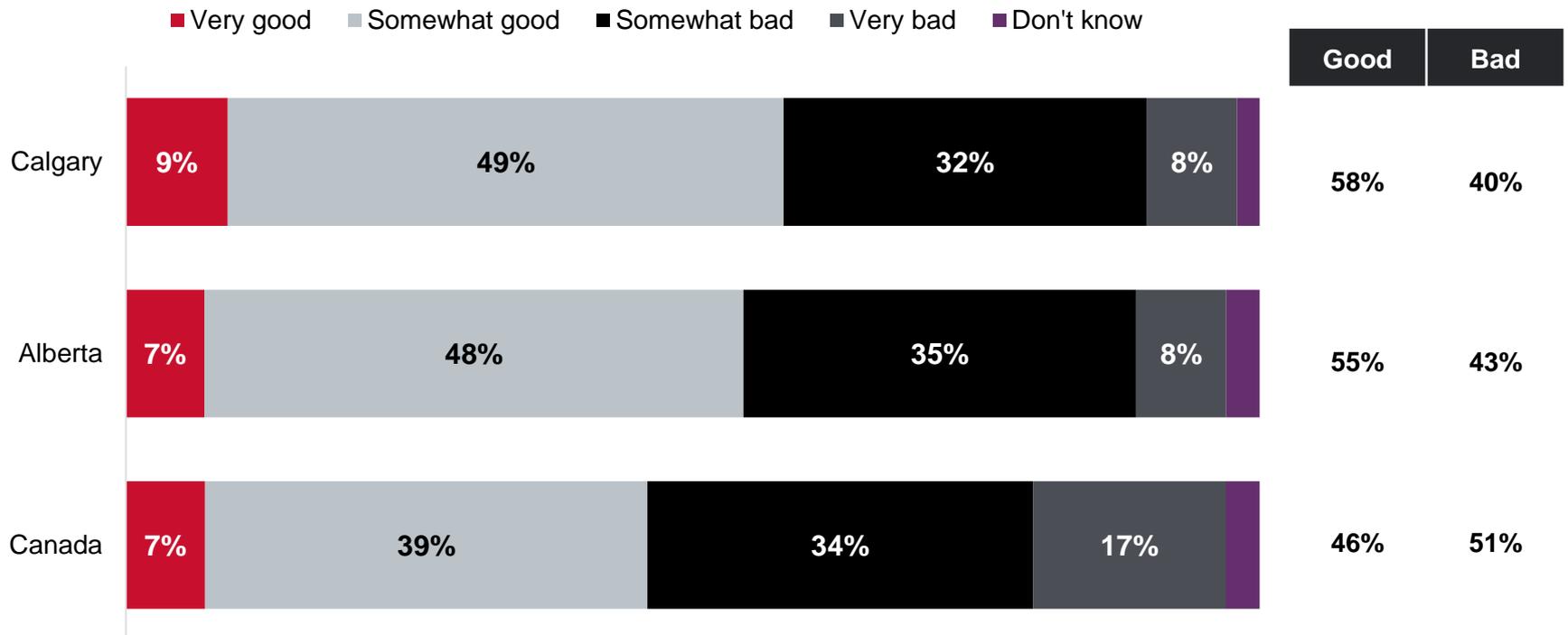


The Economy and Economic Recovery



Current Economic Situation

Rating Current Economic Situation



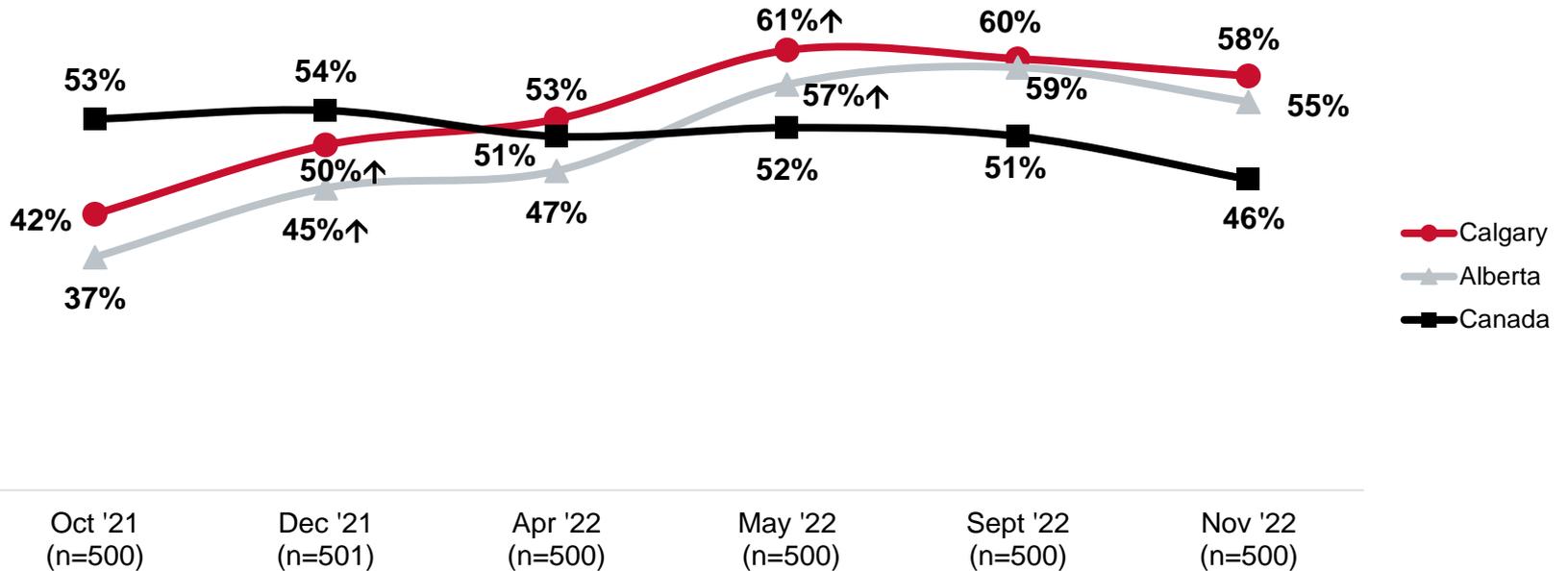
Q6. How would you describe the current economic situation in...?
 Base: all respondents (n=500)

Note: 3% and lower not labelled



Tracking Current Economic Situation

Tracking Current Economic Situation ('Good' Ratings)



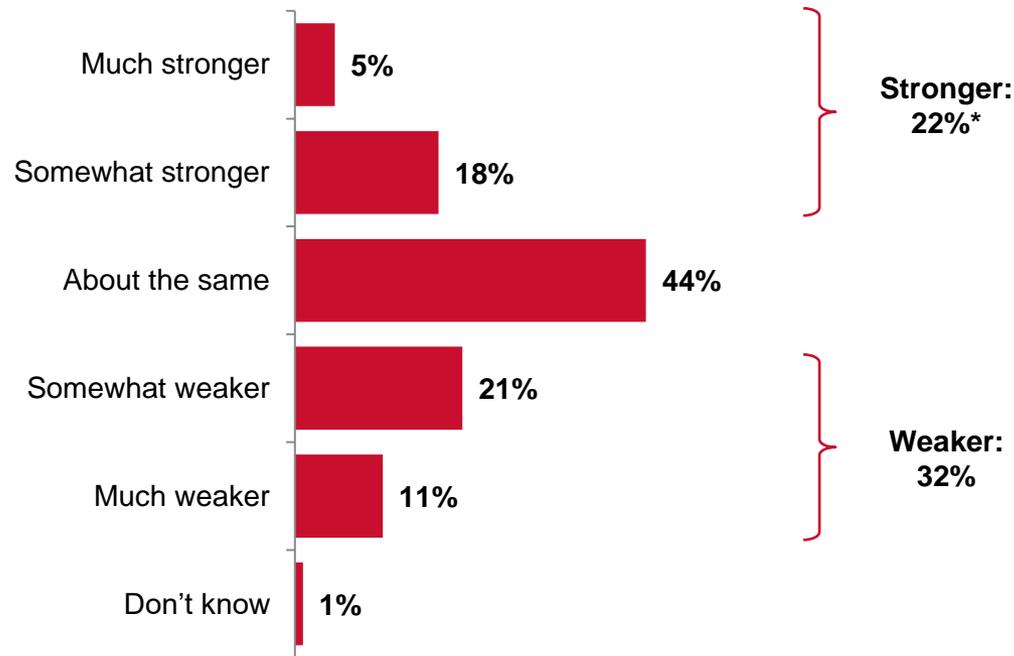
Q6. How would you describe the current economic situation in...?
Base: all respondents

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



Future of the Economy in Calgary

Expectation of Economy in Six Months



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

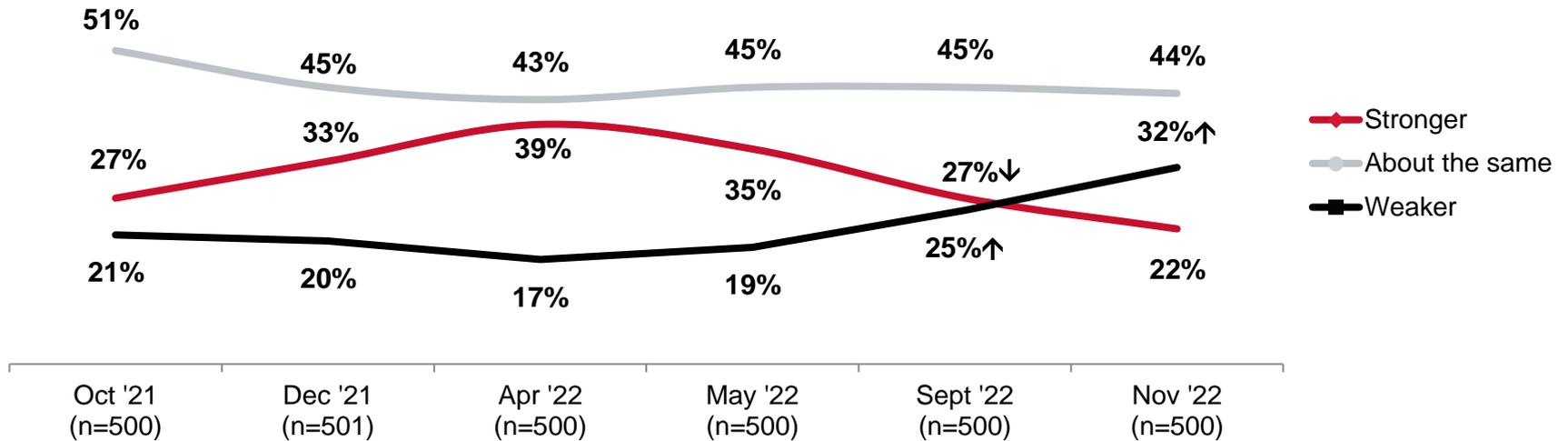
Base: all respondents (n=500)

* Indicates rounding



Tracking Future of the Economy in Calgary

Expectation of Economy 6 Months from Now



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

Base: all respondents

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



Perceptions of The City's Role in the Economic Recovery and Investments

Agreement with Perceptions of The City's Role in Economic Recovery

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know / Refusal

Agree

It is important that Calgary find more of a balance between oil and gas and other types of businesses in its local economy



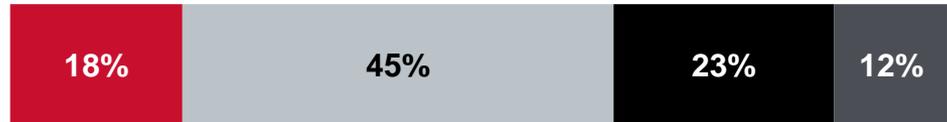
87%

I trust The City of Calgary to make the right decisions when it comes to building projects like roads, public transportation, and local facilities



64%*

I am confident that The City of Calgary will work together with local businesses and other levels of government to find the best solutions to help our city through this economic recovery



63%

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

Base: all respondents (n=500)

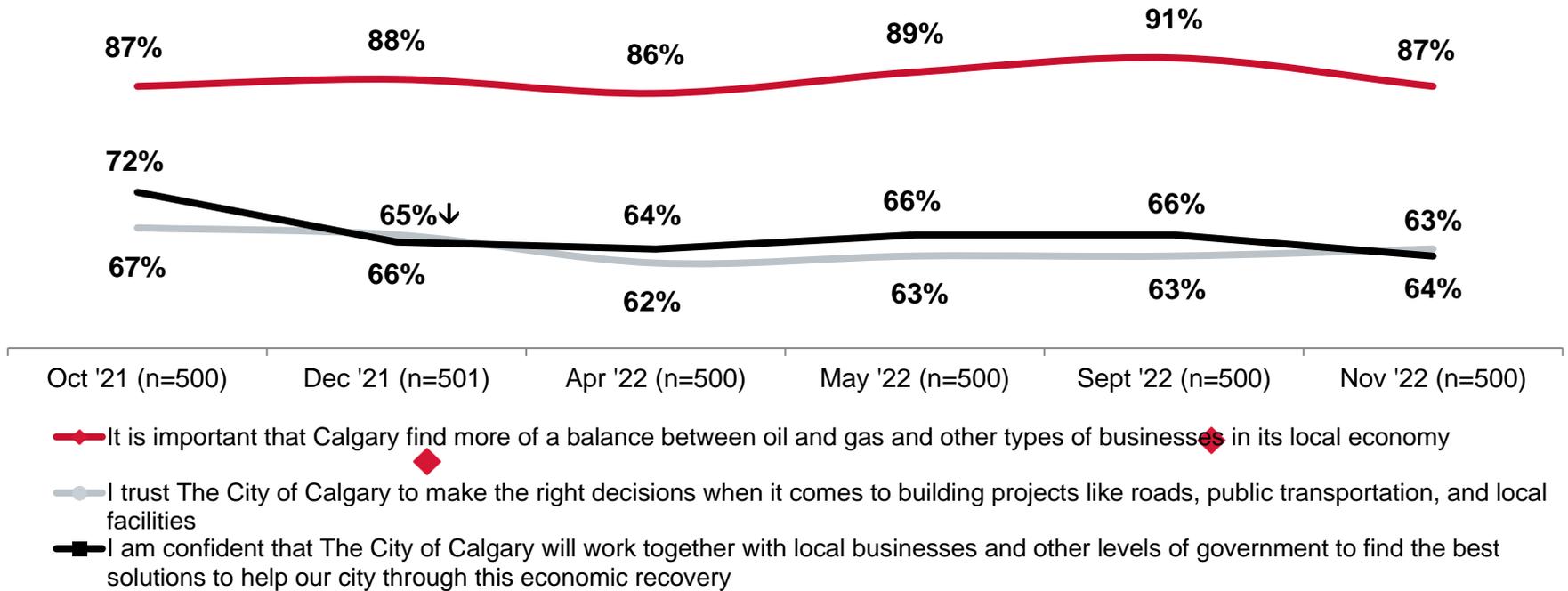
* Indicates rounding

Note: 3% and lower not labelled



Tracking Perceptions of The City's Role in the Economic Recovery and Investments

Agreement with Perceptions of The City's Role in Economic Recovery



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

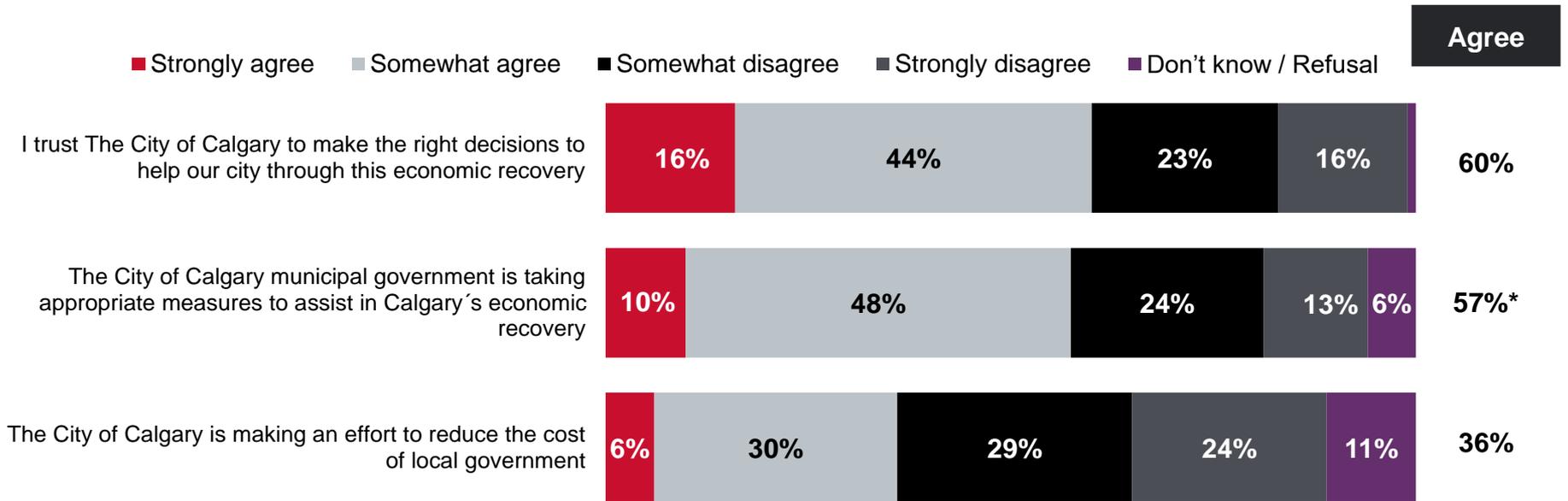
Base: all respondents

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



Perceptions of The City's Role in the Economic Recovery and Investments

Agreement with Perceptions of The City's Role in Economic Recovery



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

Base: all respondents (n=500)

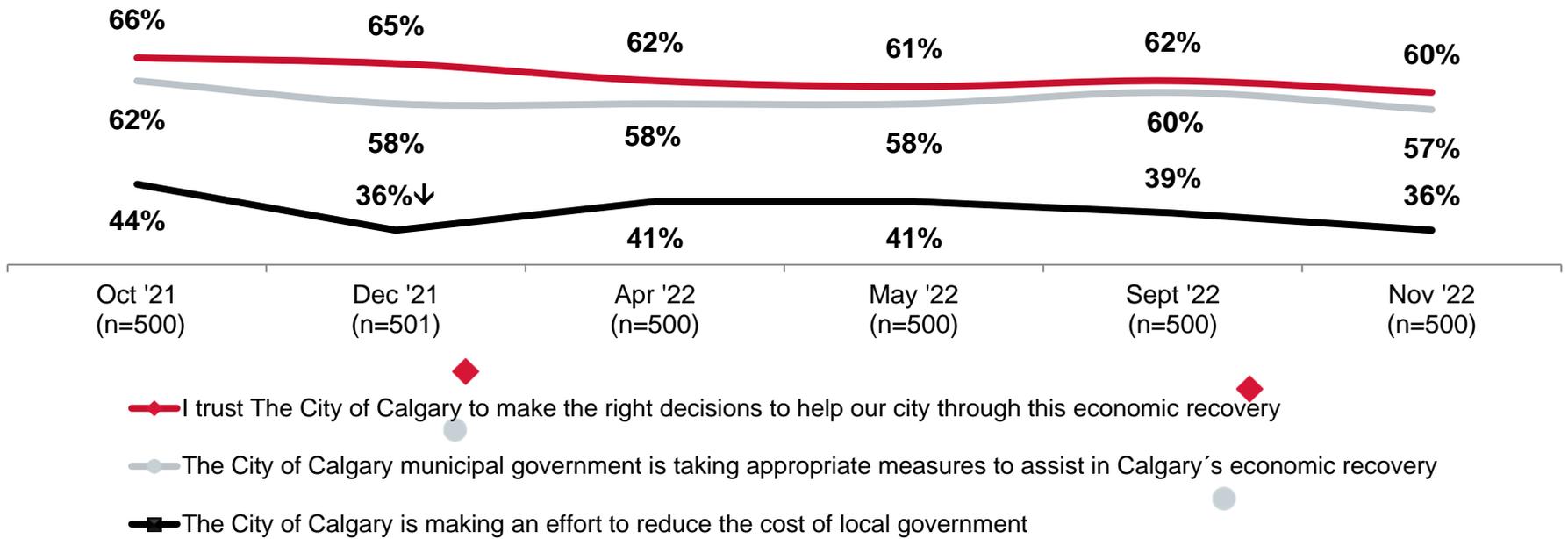
* Indicates rounding

Note: 3% and lower not labelled



Tracking Perceptions of The City's Role in the Economic Recovery and Investments

Agreement with Perceptions of The City's Role in Economic Recovery



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

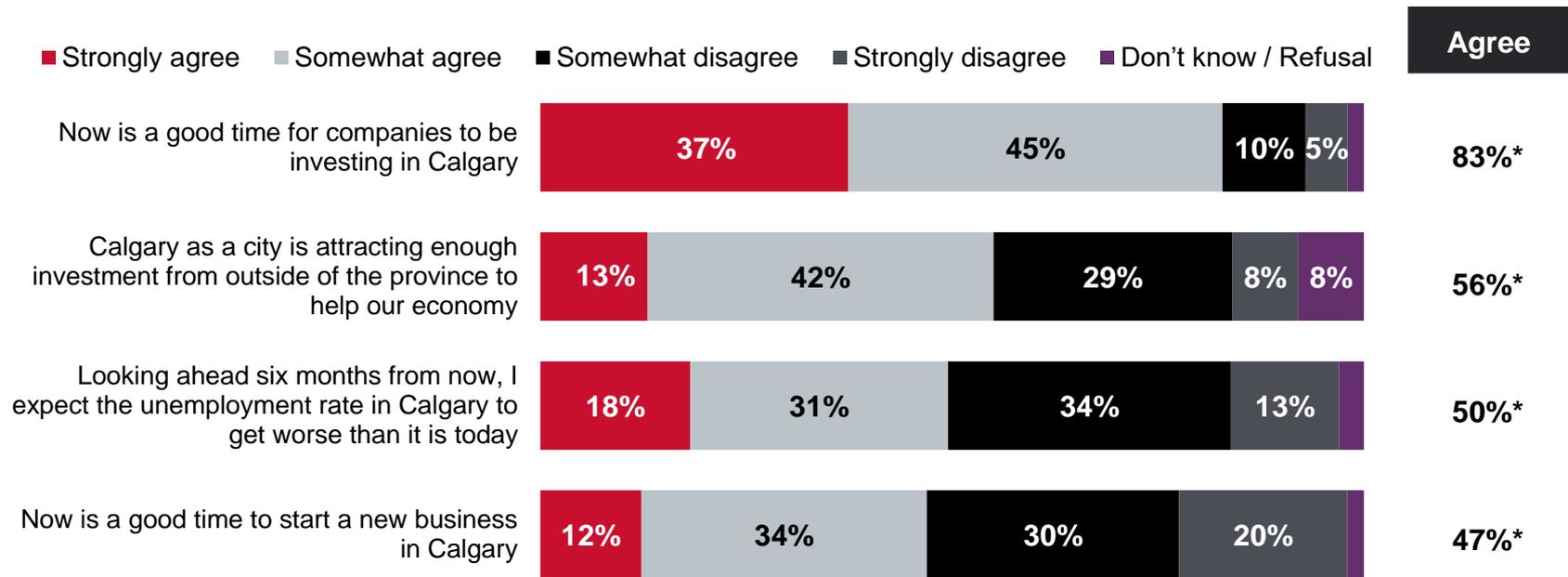
Base: all respondents

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



Perceptions of Calgary's Economic Recovery and Investments

Agreement with Perceptions of Calgary's Economic Recovery



Q9B. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements regarding the current economic recovery.
 Base: all respondents (n=500)

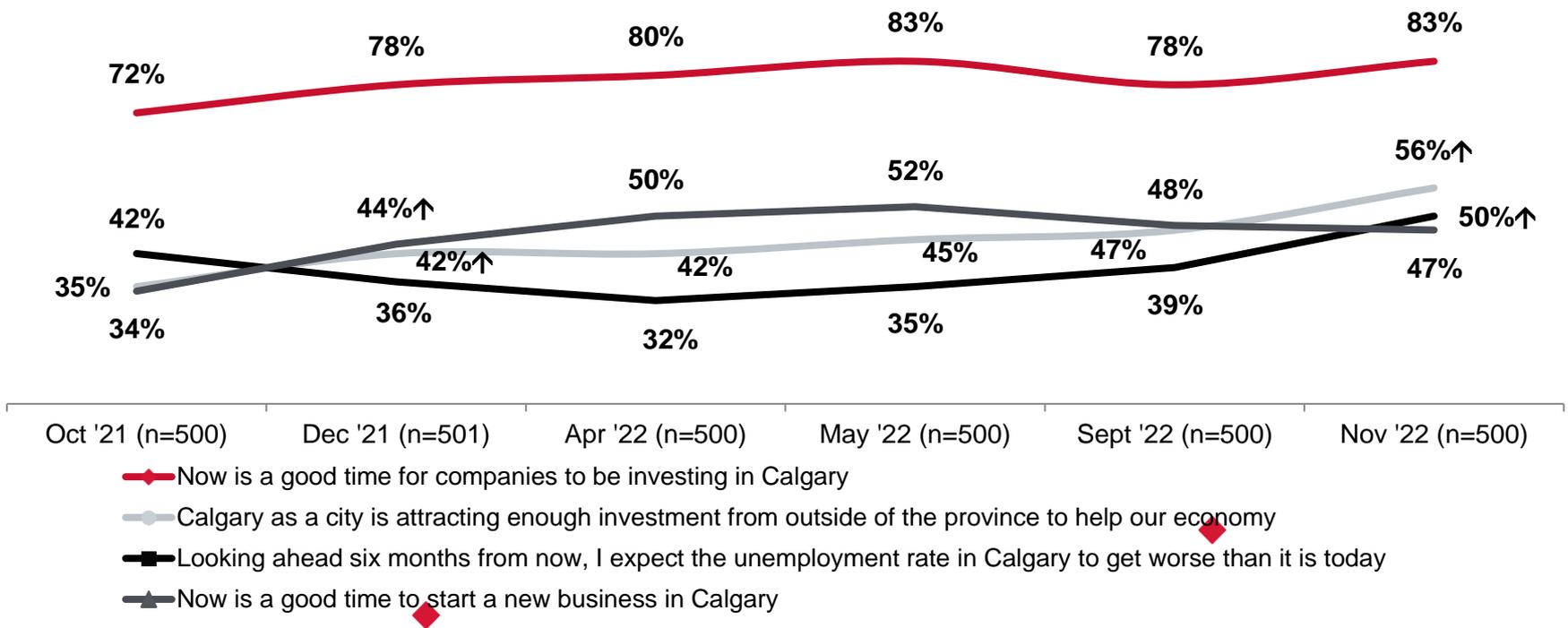
* Indicates rounding

Note: 3% and lower not labelled



Tracking Perceptions of Calgary's Economic Recovery and Investments

Agreement with Perceptions of Calgary's Economic Recovery



Q9B. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements regarding the current economic recovery.

Base: all respondents

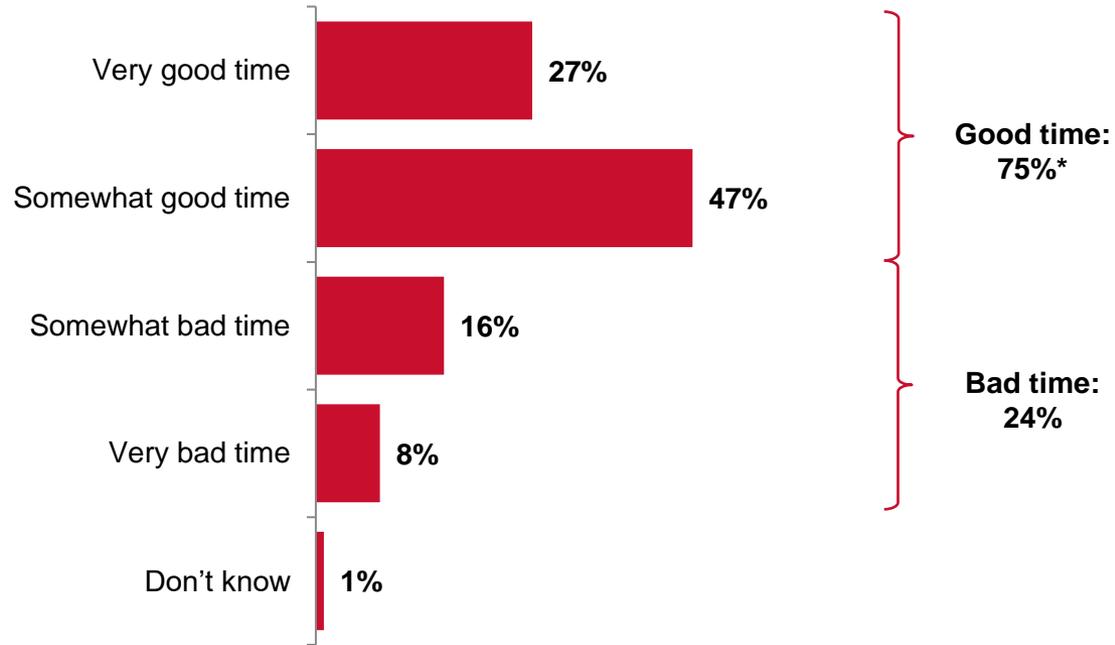
↑ Statistically higher than the previous wave
 ↓ Statistically lower than the previous wave



Infrastructure Investment



Good or Bad Time to Invest



Q11. Generally speaking, do you think that it is a good time or a bad time for The City of Calgary to be investing in new projects like roads, public transportation, and local facilities? I am referring to the Calgary municipal government, including Council and Administration.

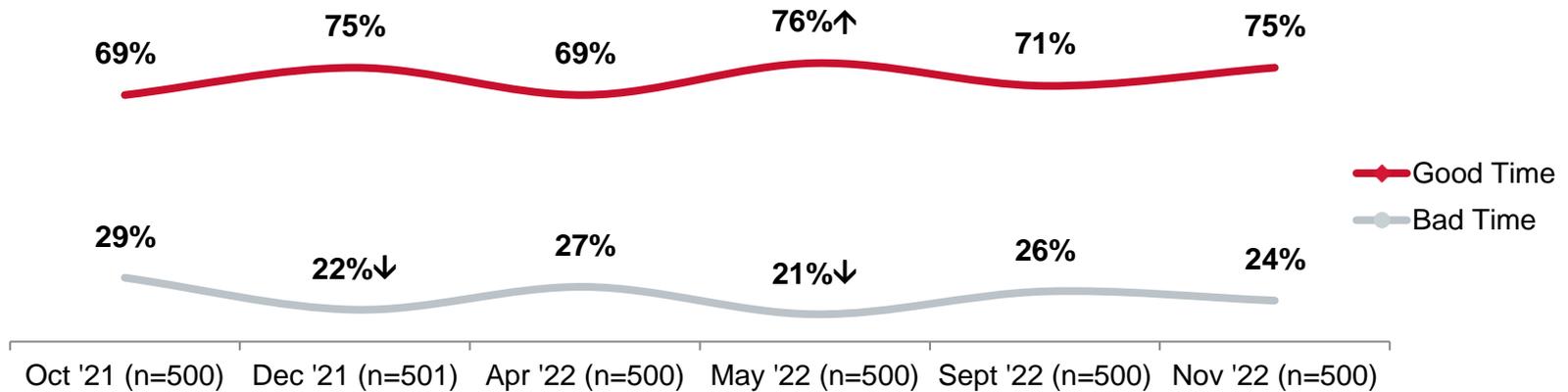
Base: all respondents (n=500)

* Indicates rounding



Tracking Infrastructure Investment

Good or Bad Time for Infrastructure Investment



Q11. Generally speaking, do you think that it is a good time or a bad time for The City of Calgary to be investing in new projects like roads, public transportation, and local facilities? I am referring to the Calgary municipal government, including Council and Administration.

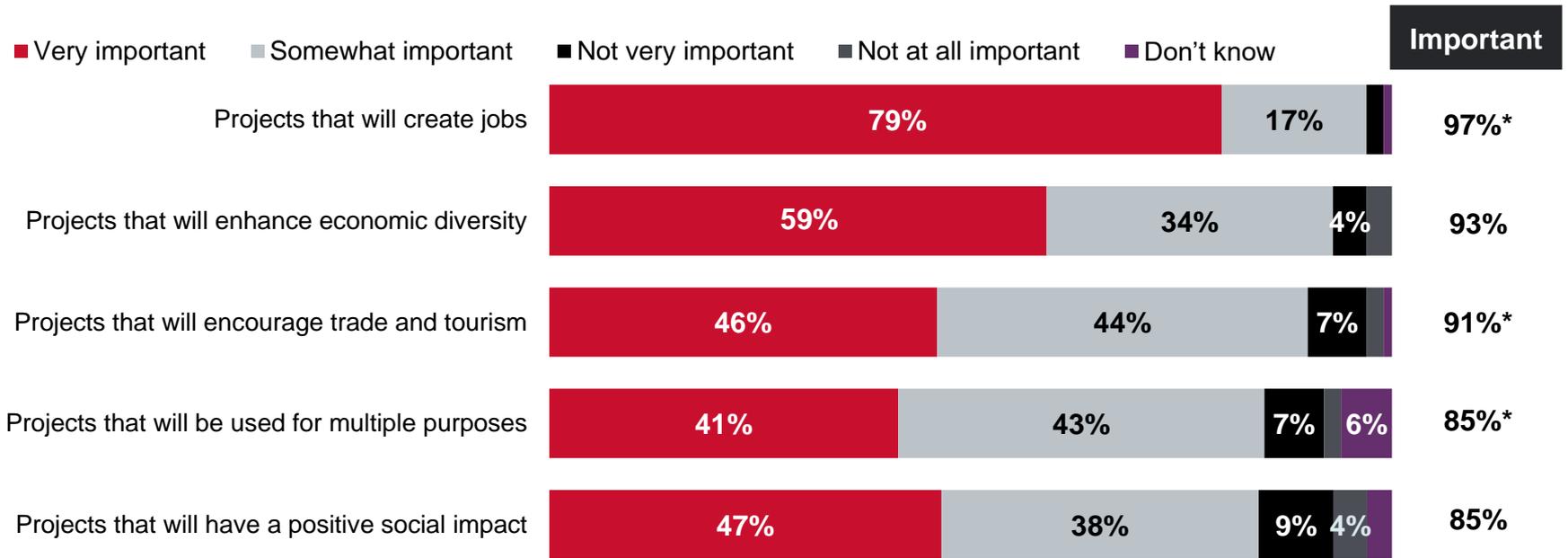
Base: all respondents

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



Importance of Different Infrastructure Investments

Importance of Infrastructure Projects



Q112. The City of Calgary prioritizes investment in infrastructure projects on an ongoing basis. Please indicate the level of importance you would place on the following types of projects.
 Base: all respondents (n=500)

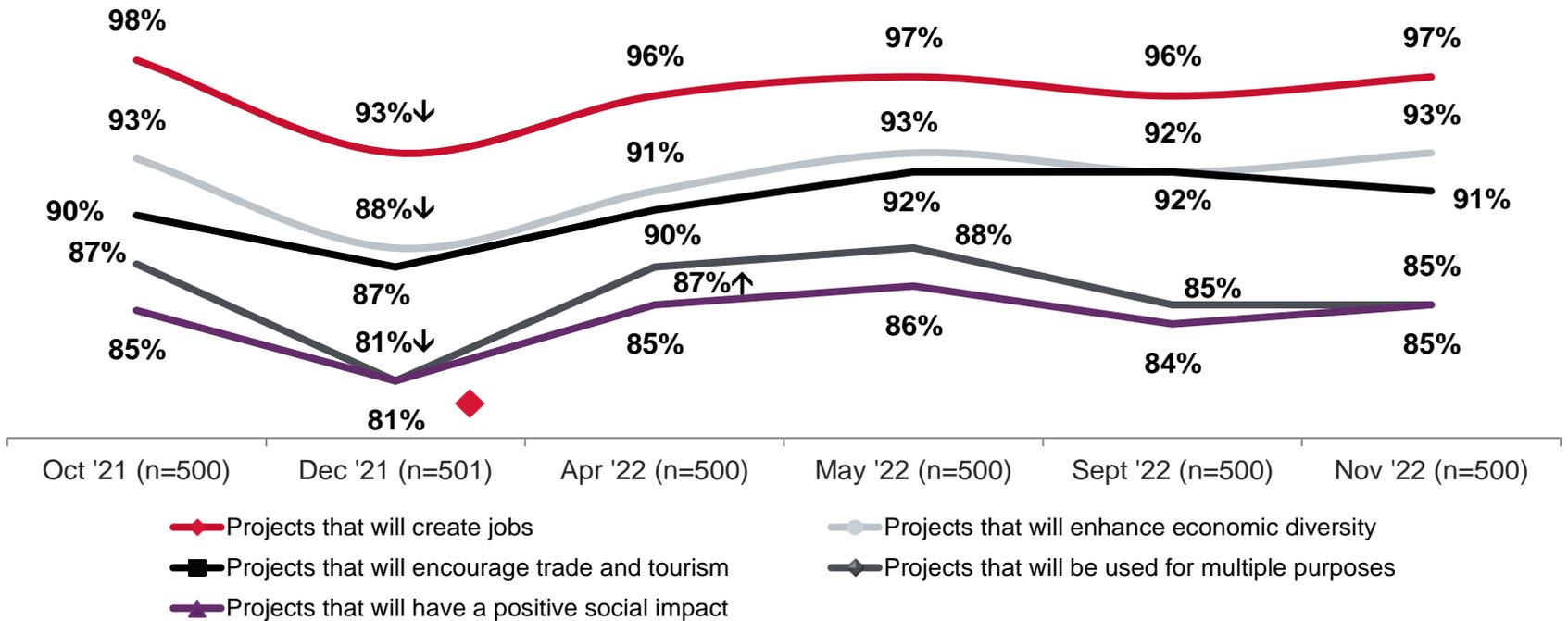
* Indicates rounding

Note: 3% and lower not labelled



Tracking Importance of Different Infrastructure Investments

Importance of Infrastructure Projects



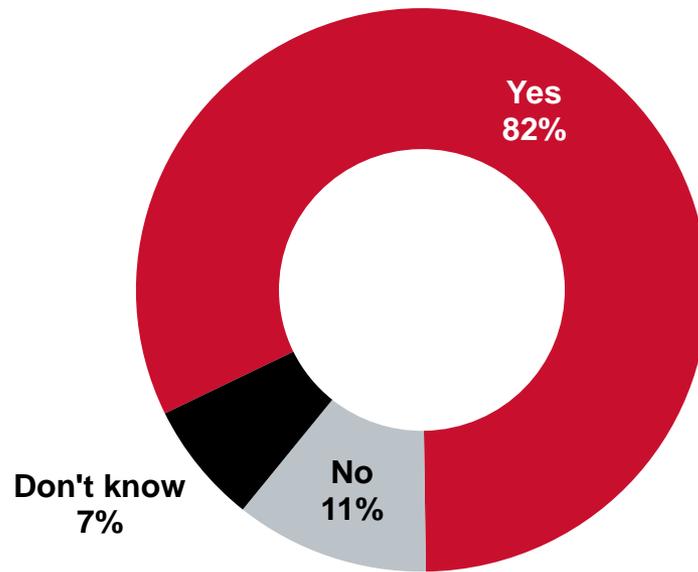
Q112. The City of Calgary prioritizes investment in infrastructure projects on an ongoing basis. Please indicate the level of importance you would place on the following types of projects.
Base: all respondents

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



Investing Up-front in Infrastructure

Support More Up-front Infrastructure Investment



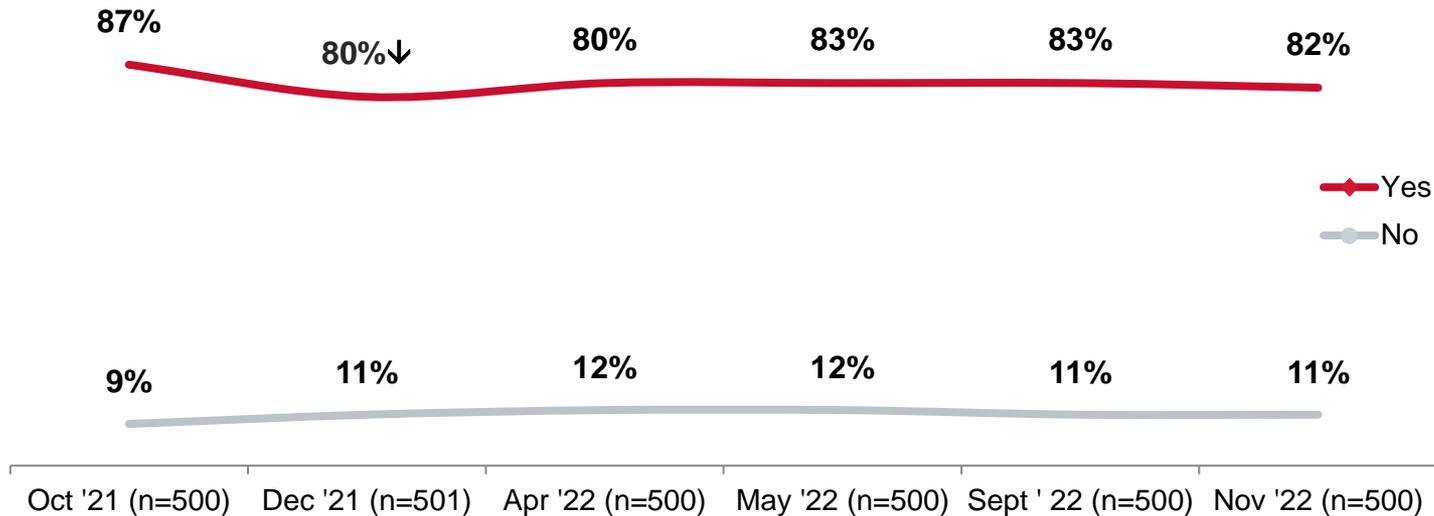
Q113. Thinking about infrastructure planning and investment, should The City invest more up front on infrastructure projects if it means reduced maintenance costs and extended timelines for replacement?

Base: all respondents (n=500)



Tracking Investing Up-front in Infrastructure

Support More Up-front Infrastructure Investment



Q113. Thinking about infrastructure planning and investment, should The City invest more up front on infrastructure projects if it means reduced maintenance costs and extended timelines for replacement?

Base: all respondents

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

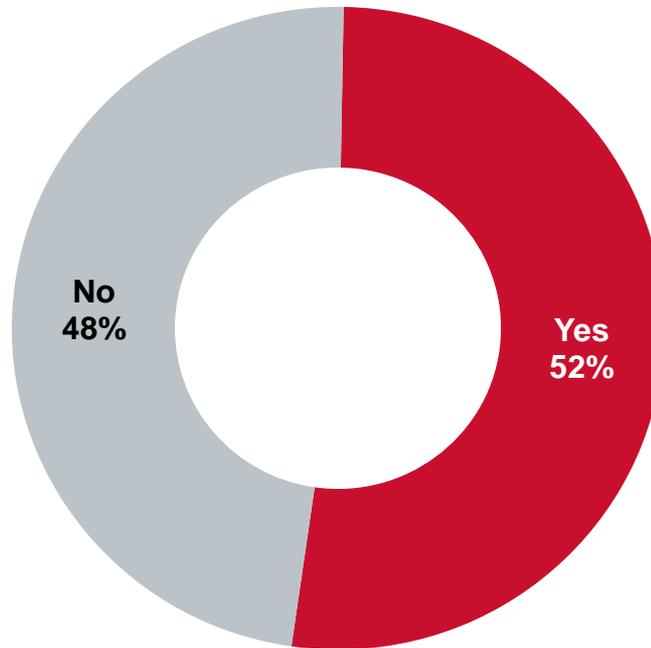


Taxes and User Fees



Awareness of City Collecting Provincial Property Tax

Aware The City Collects Property Tax on Behalf of the Provincial Government



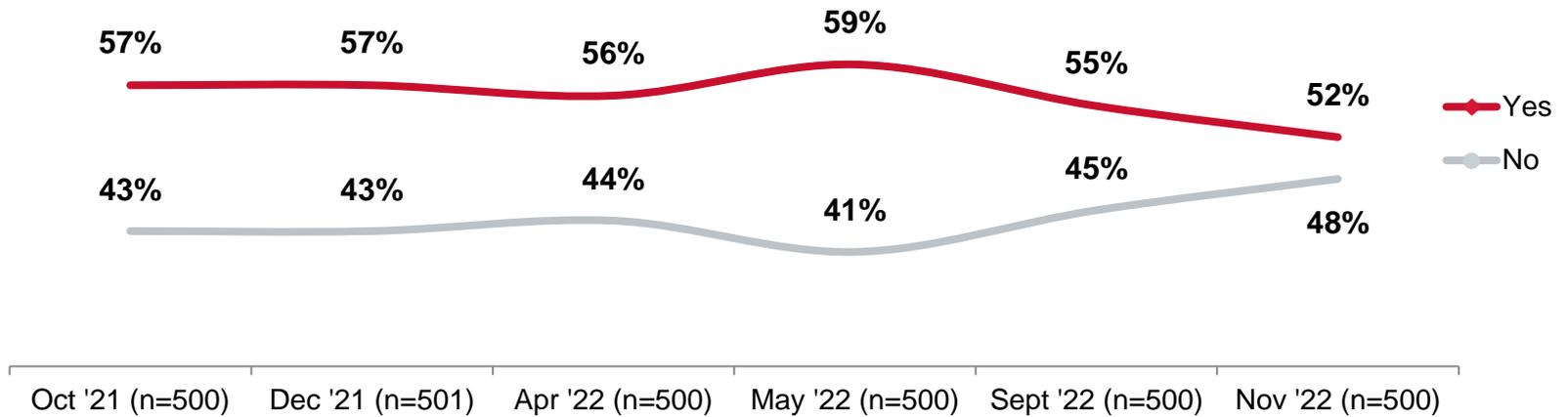
QPT1. Were you aware that The City of Calgary collects provincial property tax on behalf of the provincial government?

Base: all respondents (n=500)



Tracking Awareness of City Collecting Provincial Property Tax

Aware The City Collects Property Tax on Behalf of the Provincial Government



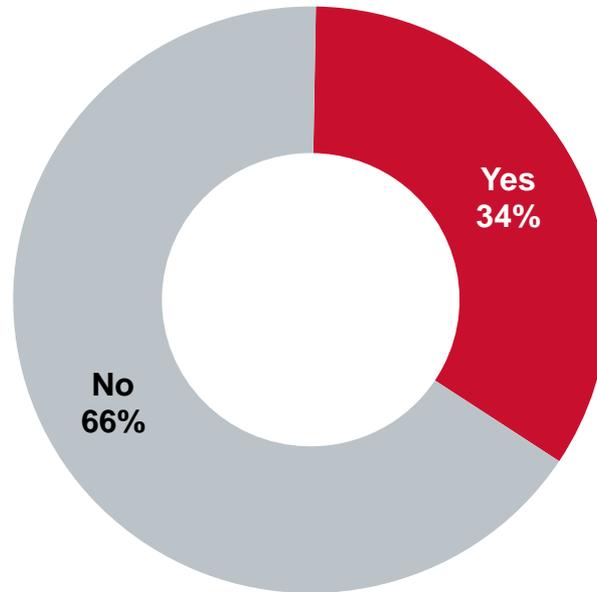
QPT1. Were you aware that The City of Calgary collects provincial property tax on behalf of the provincial government?

Base: all respondents



Awareness of City Tax Allocation to the Province

Aware 40% of Taxes Collected by The City Are Transferred to the Province



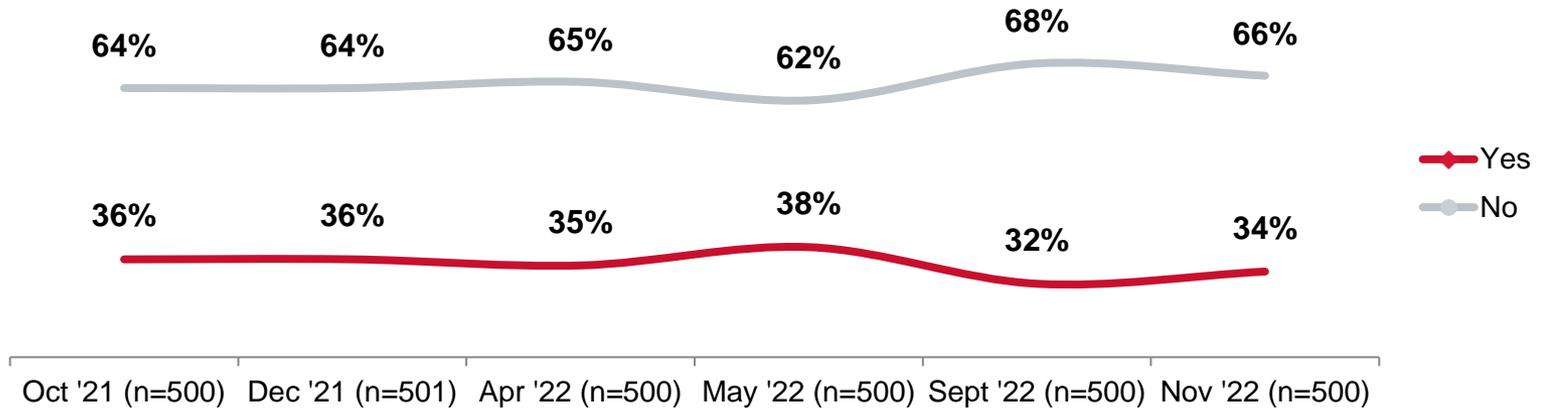
QPT2. Were you aware that approximately 40 per cent of taxes The City collects is transferred to the Province?

Base: all respondents (n=500)



Tracking Awareness of City Tax Allocation to Province

Aware 40% of Taxes Collected by The City Are Transferred to the Province



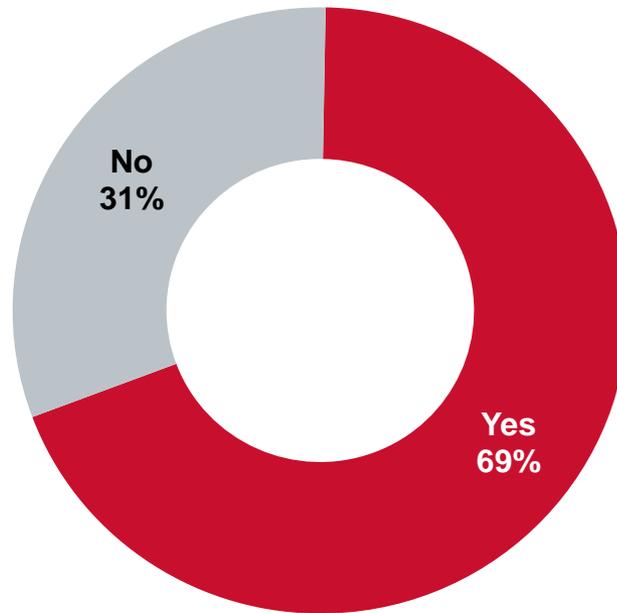
QPT2. Were you aware that approximately 40 per cent of taxes The City collects is transferred to the Province?

Base: all respondents



Awareness of How City Services are Funded

Aware services funded through tax only, service fees only, or a combination



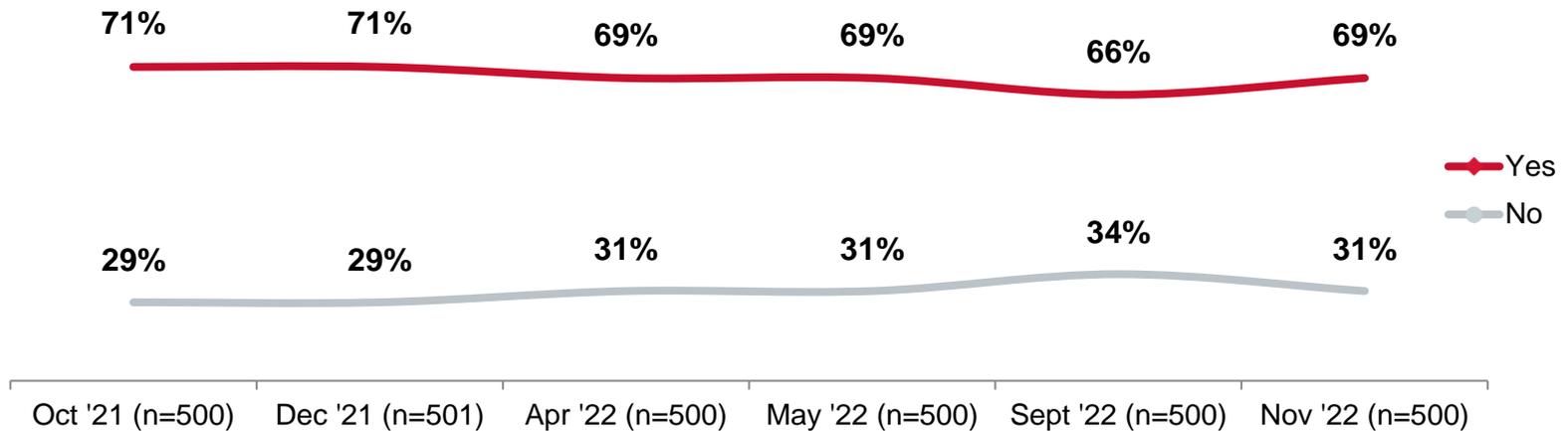
QPT3. Were you aware that some services are funded through municipal property tax only, some through user and service fees, and some through a combination of both tax and fees?

Base: all respondents (n=500)



Tracking Awareness of How City Services are Funded

Aware services funded through tax only, service fees only, or a combination



QPT3. Were you aware that some services are funded through municipal property tax only, some through user and service fees, and some through a combination of both tax and fees?

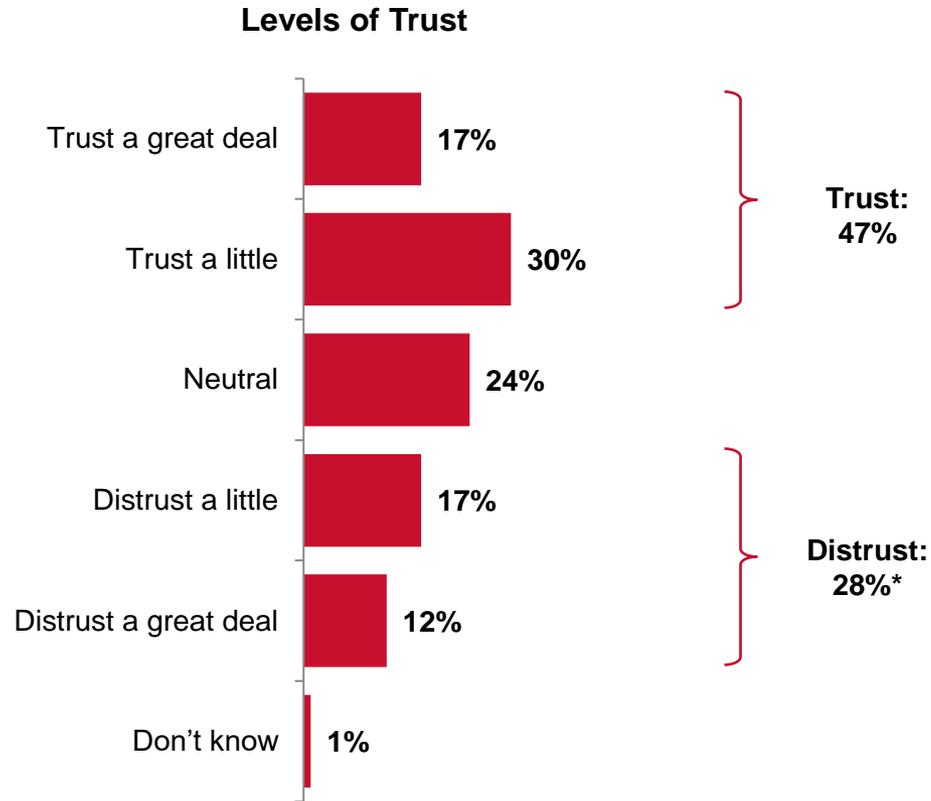
Base: all respondents (n=500)



Trust and Reputation



Levels of Trust in The City



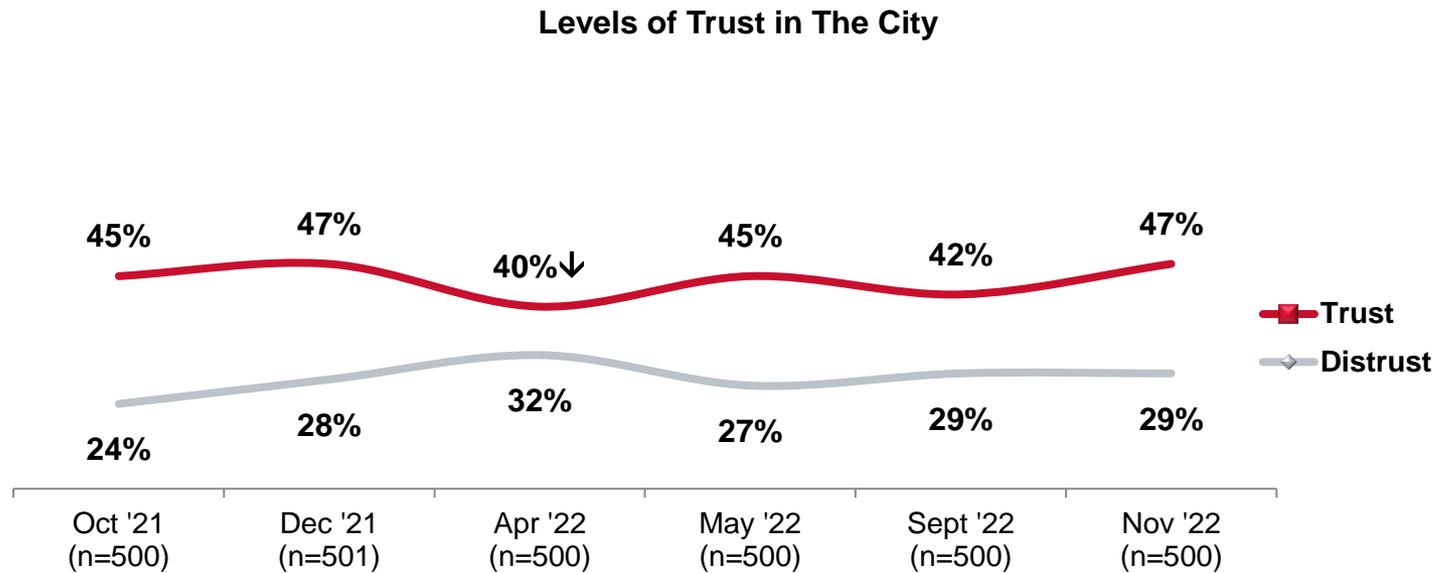
QTR1. Taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary?

Base: all respondents (n=500)

* Indicates rounding



Tracking Levels of Trust in The City



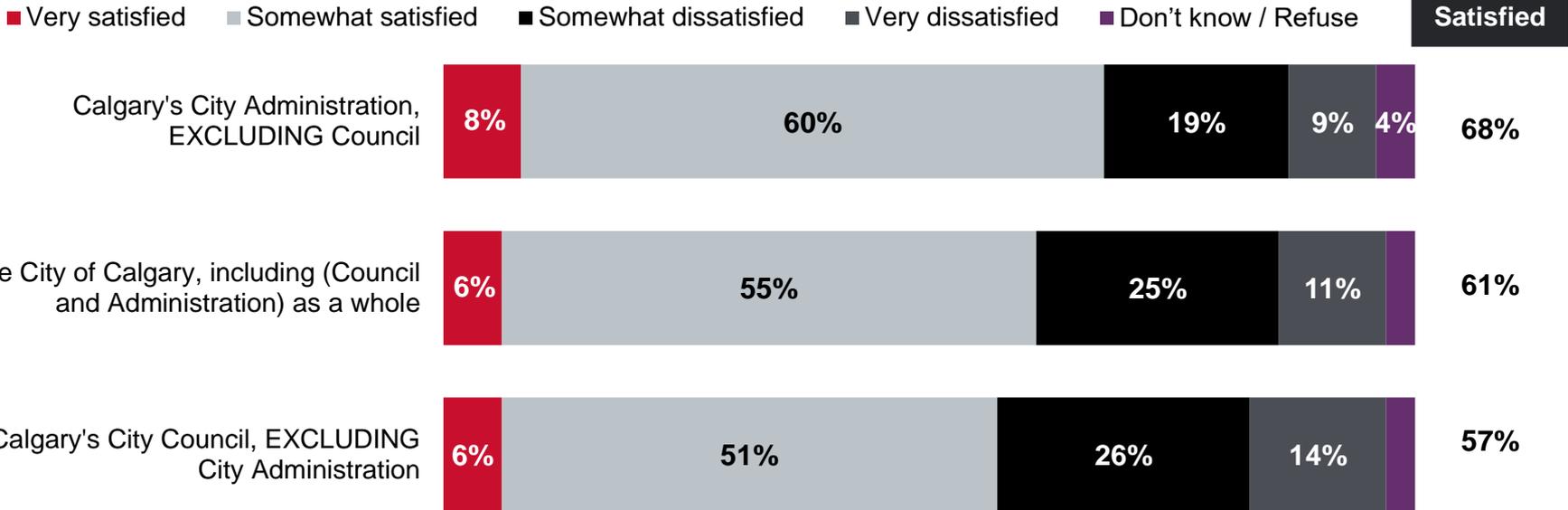
QTR1. Taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary?
 Base: all respondents

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



Satisfaction with The City

Satisfaction with Each Group



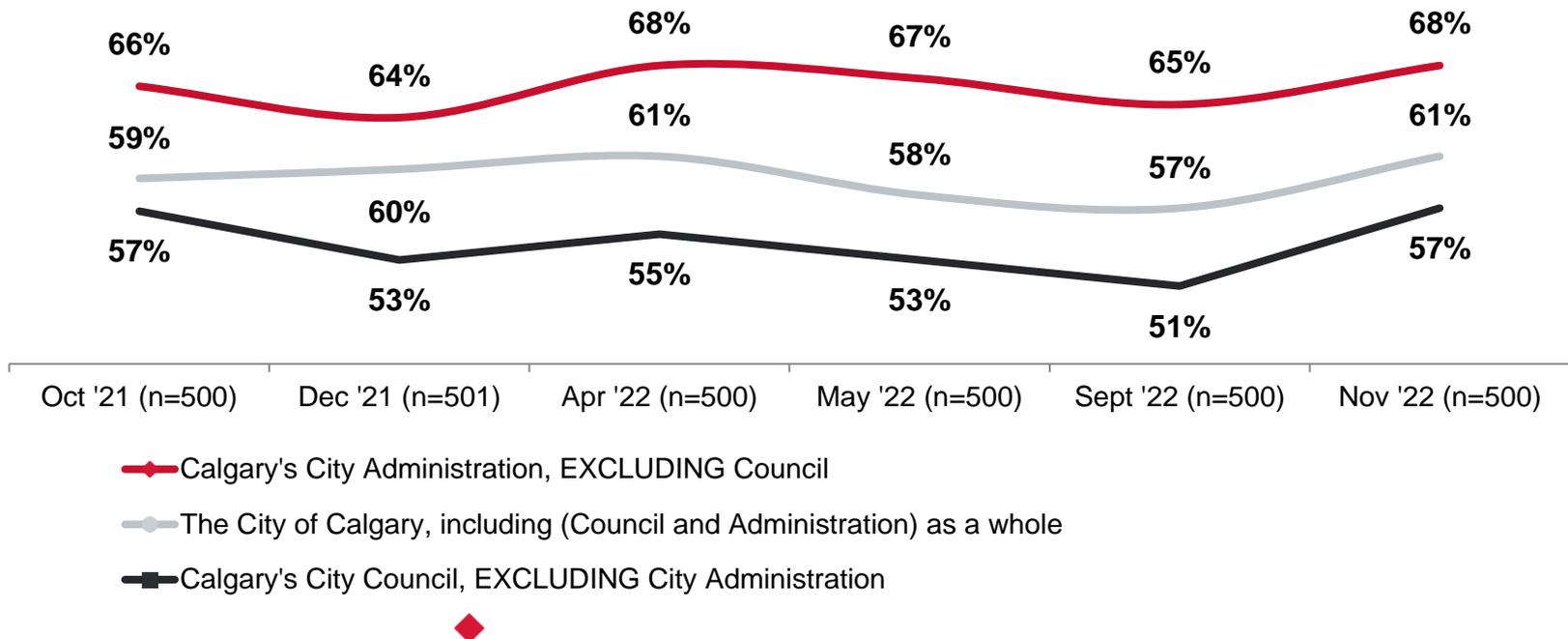
QTR2. Taking everything into account, how satisfied or dissatisfied are you with the way the following groups are going about running our city?
 Base: all respondents (n=500)

Note: 3% and lower not labelled



Tracking Satisfaction with The City

Satisfaction with Each Group



QTR2. Taking everything into account, how satisfied or dissatisfied are you with the way the following groups are going about running our city?

Base: all respondents (n=500)

Demographics



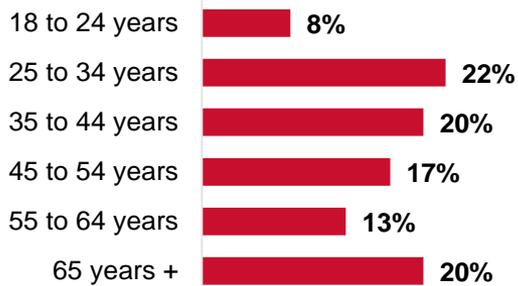


Demographics

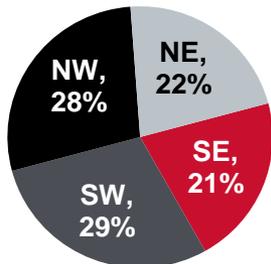
GENDER

Male	49%
Female	51%
Prefer to self describe	<1%
Prefer not to say	<1%

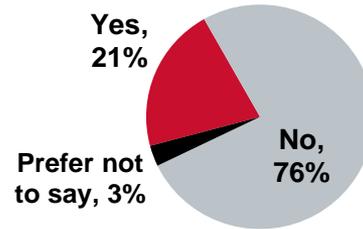
AGE



QUADRANT



RACIALIZED



PEOPLE IN HOUSEHOLD

1	17%
2	35%
3	17%
4 or more	30%
Refuse	1%

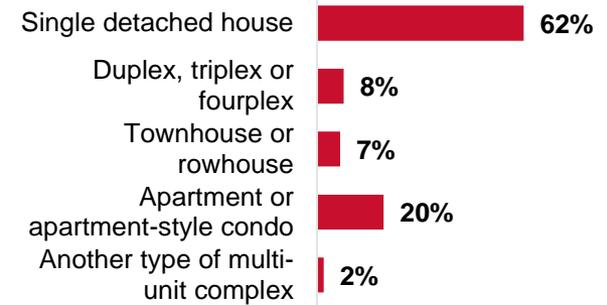
CHILDREN IN HOUSEHOLD

Yes	37%
No	62%

SENIOR IN HOUSEHOLD

Yes	29%
No	71%

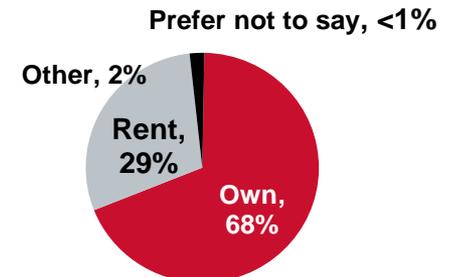
TYPE OF RESIDENCE



RESPONSIBLE FOR PROPERTY TAX/RENT

Yes	87%
No	11%

RESIDENCE

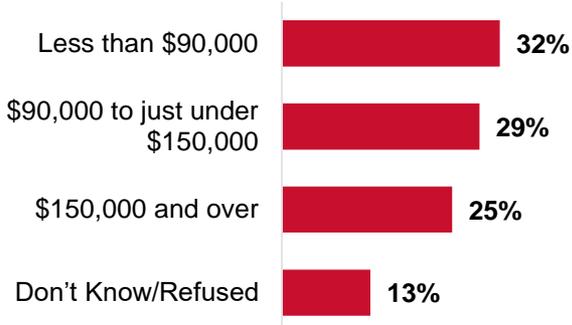


Demographic questions changed in Wave 1
Base: all respondents (n=500)

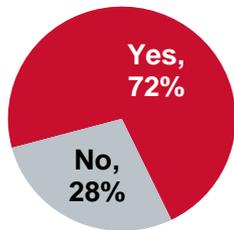


Demographics

ANNUAL HOUSEHOLD INCOME



BORN IN CANADA



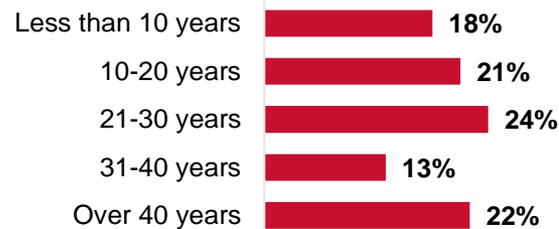
IDENTIFY AS INDIGENOUS

Yes – First Nations	1%
Yes – Métis	3%
Yes - Inuit	-
No	96%

EDUCATION

Completed High School or Less	21%
Some Post-Secondary or Completed a College Diploma	25%
Completed University Degree or Post-Graduate Degree	53%

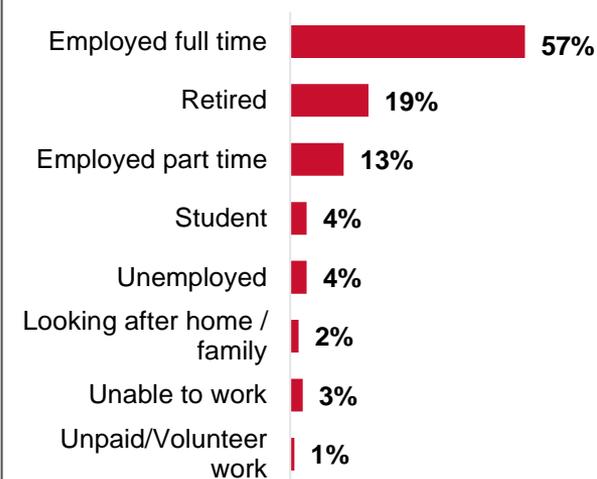
TENURE IN CALGARY



DISABILITY IN HOUSEHOLD

Yes - myself	10%
Yes – someone in my household	10%
No	82%

EMPLOYMENT STATUS



BUSINESS OWNER

Yes	21%
No	78%

IDENTIFY 2SLGBTQ+

Yes	7%
No	92%
Prefer not to say	1%

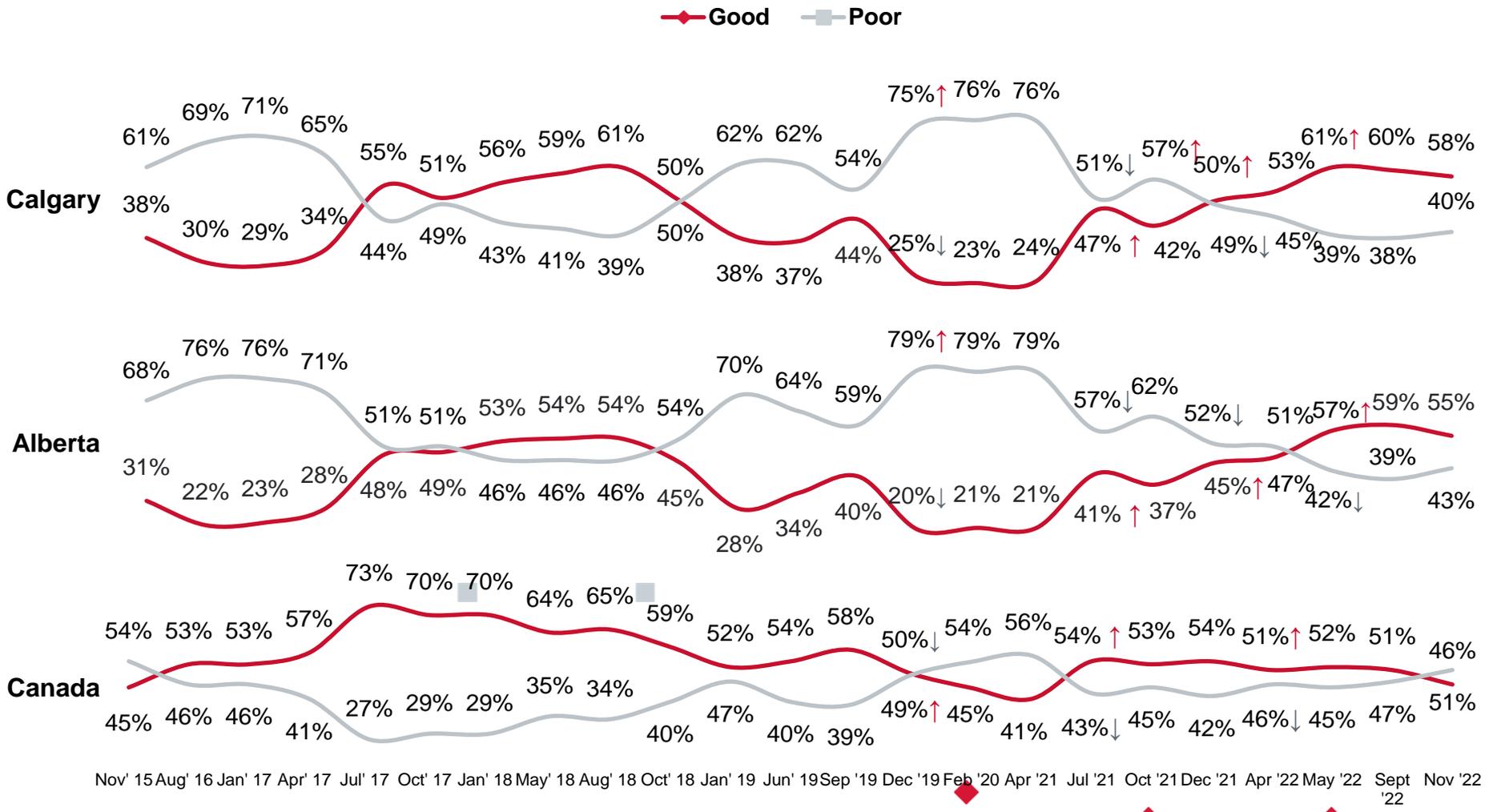
Demographic questions changed in Wave 1, Identify as 2SLGBTQ+ question wording changed in Wave 4
 Base: all respondents (n=500)

Appendix A: Tracking





Tracking Current Economic Situation

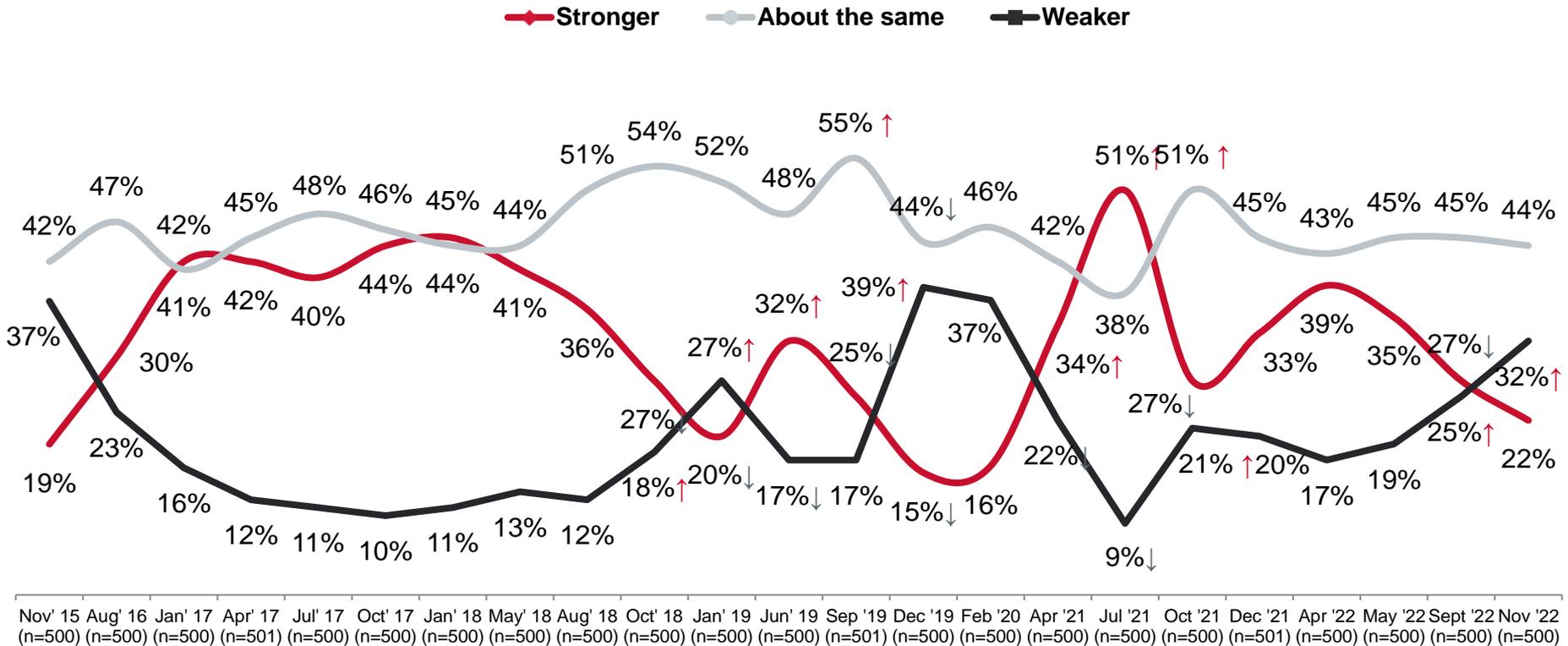


Q6. How would you describe the current economic situation in...?
 Base: all respondents (n=500-501)

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



Tracking Future Economy in Calgary



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

Base: all respondents (n=500-501)

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



Tracking Perceptions of The City's Role in Economic Recovery and Investments

	Jan 2018	May 2018	Aug 2018	Oct 2018	Jan 2019	Jun 2019	Sept 2019	Dec 2019	Feb 2020	Apr 2021	Jul 2021	Oct 2021	Dec 2021	Apr 2022	May 2022	Sept 2022	Nov 2022
It is important that Calgary find more of a balance between oil and gas and other types of businesses in its local economy	92%	91%	93%	90%	89%	90%	94%	91%	92%	87%↓	89%	87%	88%	86%	89%	91%	87%
I am confident that The City of Calgary will work together with local businesses and other levels of government to find the best solutions to help our city through this economic recovery	76%	74%	73%	70%	67%	67%	63%	66%	68%	68%	74%	72%	65%↓	64%	66%	66%	63%
I trust The City of Calgary to make the right decisions to help our city through this economic recovery	71%	69%	66%	65%	63%	65%	64%	59%	↑66%	63%	69%	66%	65%	62%	61%	62%	60%
I trust The City of Calgary to make the right decisions when it comes to building projects like roads, public transportation, and local facilities	Added in Apr 21									66%	67%	67%	66%	62%	63%	63%	64%
The City of Calgary municipal government is taking appropriate measures to assist in Calgary's economic recovery	Added in Apr 21									60%	64%	62%	58%	58%	58%	60%	57%
The City of Calgary is making an effort to reduce the cost of local government	Added in Apr 21									40%	45%	44%	36%↓	41%	41%	39%	36%

Q9. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements regarding the role you would like to see The City of Calgary play in the current economic recovery. I am referring to the Calgary municipal government, including Council and Administration.

Base: all respondents (n=500-501)

Data prior to January 2018 available on request

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



Tracking Perceptions of the Economic Recovery in Calgary

	Jan 2018	May 2018	Aug 2018	Oct 2018	Jan 2019	Jun 2019	Sept 2019	Dec 2019	Feb 2020	Apr 2021	Jul 2021	Oct 2021	Dec 2021	Apr 2022	May 2022	Sept 2022	Nov 2022	
Now is a good time for companies to be investing in Calgary	74%↓	73%	73%	73%	64%↓	70%	72%	65%↓	62%	71%↑	76%	72%	78%	80%	83%	78%	83%	
Looking ahead six months from now, I expect the unemployment rate in Calgary to get worse than it is today	32%	35%	35%	42%	54%↑	37%↓	45%↑	65%↑	60%	49%↓	27%↓	42%↑	36%	32%	35%	39%	50%↑	
Now is a good time to start a new business in Calgary	46%	44%	44%	42%	30%	35%	36%	30%	31%	33%	45%↑	34%↓	44%↑	50%	52%	48%	47%	
Calgary as a city is attracting enough investment from outside of the province to help our economy	Added in Apr 2021										29%	40%↑	35%	42%↑	42%	45%	47%	56%↑

Q9B. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements regarding the current economic recovery.

Base: all respondents (n=500-501)

Data prior to January 2018 available on request

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

Appendix B: Questionnaire





The City of Calgary
Economic Perspectives Research: Wave 4 2022

INTRO.

Hello, my name is (FIRST NAME) and I'm calling from Leger Research, a national public opinion research company, on behalf of The City of Calgary. Today we are conducting a survey about issues of importance to [Calgarians](#) and we'd like to include your views.

The survey will take approximately 15 minutes to complete. Please be assured that your responses will remain confidential, and you will not be personally identified. Any personal information collected is under the authority of the Freedom of Information Protection and Privacy Act, Section 33(c), and is used solely for the review and improvement of City of Calgary programs and services. If you have questions about the collection or use of your information, please contact a City of Calgary Research Coordinator at 403-268-6732 and specifically mention the "2022 Economic Perspectives Survey" or send a letter to The City of Calgary, Mail code 8305, P.O. Box 2100, Station M, Calgary, AB Canada T2P 2M5.

(INTERVIEWER NOTE: IF CREDIBILITY IS AN ISSUE OR IF RESPONDENT HAS A CONCERN SAY: If you wish to talk to a [City](#) official about this survey, we encourage you to contact The City at 311 and specifically mention the "2022 Economic Perspectives Survey." City Staff would be happy to address your concerns.)

(IF ASKED: The survey will take approximately 15 minutes)

ECONOMIC PERSPECTIVES SURVEY – Wave 4 2022

Q37

[BASE = CELL SAMPLE ONLY]
[SINGLE MENTION]
[LIST ORDER: In order]

Are you 18 years of age or older?

RESPONDENT/INTERVIEWER INSTRUCTION: (ONLY ONE MENTION POSSIBLE)

Label	Value	Notes
Yes	1	CONTINUE
No. May I please speak with someone who is?	2	SKIP BACK TO INTRO.
No. Not qualified / available	3	THANK & TERMINATE

QSEX

[PROGRAMMER NOTES: TRACK GENDER QUOTAS]

Record Gender (DO NOT ASK)

RESPONDENT/INTERVIEWER INSTRUCTION: (DO NOT ASK; PICK BASED ON VOICE)

Label	Value	Notes
Male	1	
Female	2	

SCREENERS

[SINGLE MENTION]
[LIST ORDER: In order]

Q34.

[PROGRAMMER NOTES: TRACK AGE QUOTAS]

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

- 01 18 to 19 yrs
- 02 20 to 24 yrs
- 03 25 to 34 yrs
- 04 35 to 44 yrs
- 05 45 to 54 yrs
- 06 55 to 64 yrs
- 07 65 to 74 yrs
- 08 75 and older
- 99 Refused [DO NOT READ]



ECONOMIC PERSPECTIVES SURVEY – Wave 4 2022

Q51

[PROGRAMMER [NOTES](#): TRACK QUADRANT QUOTAS]

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

RESPONDENT/INTERVIEWER INSTRUCTION:	(WAIT FOR RESPONSE – READ LIST TO CLARIFY IF NEEDED)
-------------------------------------	--

Label	Value	Notes
Southwest	1	
Southeast	2	
Northwest	3	
Northeast	4	
Don't know / Refusal (DO NOT READ)	9	THANK & TERMINATE

ECONOMIC PERSPECTIVES SURVEY – Wave 4 2022

A. PERSPECTIVES OF QUALITY OF LIFE AND THE ECONOMY

- (Q2) To begin, on a scale of "1" to "10" where "1" represents "very poor" and "10" represents "very good" how would you rate the overall quality of life in Calgary today?

RECORD NUMBER [RANGE 1-10]

- (Q6C) How would you describe the current economic situation in [INSERT ITEM]? Is it very good, somewhat good, somewhat bad or very bad? How about...?

[ITEMS] [RANDOMIZE]

- Canada
- Alberta
- Calgary

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

- Much stronger
- Somewhat stronger
- About the same
- Somewhat weaker
- Much weaker
- Don't know / Refusal

- Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements regarding the role you would like to see The City of Calgary play in the current economic recovery. I am referring to the Calgary municipal government, including Council and Administration.

[ITEMS] [RANDOMIZE]

- A. (Q9B) I am confident that The City of Calgary will work together with local businesses and other levels of government to find the best solutions to help our city through this economic recovery
- B. (Q9C) I trust The City of Calgary to make the right decisions to help our city through this economic recovery
- C. (Q9I) I trust The City of Calgary to make the right decisions when it comes to building projects like roads, public transportation, and local facilities
- D. (Q9D) It is important that Calgary find more of a balance between oil and gas and other types of businesses in its local economy
- E. (Q9J) The City of Calgary municipal government is taking appropriate measures to assist in Calgary's economic recovery
- F. (Q9K) The City of Calgary is making an effort to reduce the cost of local government

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Don't know / Refusal (Do not read)



ECONOMIC PERSPECTIVES SURVEY – Wave 4 2022

5. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements regarding the current economic recovery.

[ITEMS] [RANDOMIZE]

- A. (Q9E) Now is a good time to start a new business in Calgary
- B. (Q9F) Now is a good time for companies to be investing in Calgary
- C. (Q9G) Looking ahead six months from now, I expect the unemployment rate in Calgary to get worse than it is today
- D. (Q9L) Calgary as a city is attracting enough investment from outside of the province to help our economy

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Don't know / Refusal (Do not read)

B. PERSPECTIVES OF TAX & USER FEES

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

In Calgary, property tax dollars are divided between The City and the Alberta provincial government. The City collects provincial property tax on behalf of the provincial government and transfers it to them annually. Approximately 60 per cent of property tax collected in Calgary is invested in City services and programs, while the remaining 40 per cent goes to the Government of Alberta.

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

- Yes
- No

7. (PT2) Were you aware that approximately 40 per cent of taxes The City collects is transferred to the province?

- Yes
- No

As you may know, many types of services delivered by The City are funded in different ways. Some are through municipal property tax, some through user and service fees, and some through a combination of both tax and fees.

8. (PT3) Were you aware that some services are funded through municipal property tax only, some through user and service fees, and some through a combination of both tax and fees?

- Yes
- No

ECONOMIC PERSPECTIVES SURVEY – Wave 4 2022

C. PERSPECTIVES OF INFRASTRUCTURE INVESTMENT

9. (I1) Generally speaking, do you think that it is a good time or a bad time for The City of Calgary to be investing in new projects like roads, public transportation, and local facilities? I am referring to the Calgary municipal government, including Council and Administration.

- Very good time
- Somewhat good time
- Somewhat bad time
- Very bad time
- Don't know / Refusal

10. (I2A-I2E) The City of Calgary prioritizes investment in infrastructure projects on an ongoing basis. Please indicate the level of importance you would place on the following types of projects.

[ITEMS] [RANDOMIZE]

- Projects that will be used for multiple purposes
- Projects that will create jobs
- Projects that will enhance economic diversity
- Projects that will have a positive social impact
- Projects that will encourage trade and tourism

- Very important
- Somewhat important
- Not very important
- Not at all important
- Don't know / Refusal (DO NOT READ)

One of the challenges when it comes to large infrastructure projects planned by The City is the lifespan of a finished project. Usage, weather, general wear and tear and other factors mean some projects need more maintenance and upkeep or need to be replaced sooner than others.

11. (I3) Thinking about infrastructure planning and investment, should The City invest more up front on infrastructure projects if it means reduced maintenance costs and extended timelines for replacement?

- Yes
- No
- I don't know



ECONOMIC PERSPECTIVES SURVEY – Wave 4 2022

D. PERSPECTIVES OF TRUST AND REPUTATION

12. (TR1) Taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary?
- Trust a great deal
 - Trust a little
 - Neutral
 - Distrust a little
 - Distrust a great deal
 - Don't know

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.

13. (TR2) Taking everything into account, how satisfied or dissatisfied are you with the way the following groups are going about running our City?

[ITEMS] [RANDOMIZE]

- A. The City of Calgary, including (Council and Administration) as a whole
- B. Calgary's City Council, EXCLUDING City Administration
- C. Calgary's City Administration, EXCLUDING Council

- Very satisfied
- Somewhat satisfied
- Somewhat dissatisfied
- Very dissatisfied
- Don't know / Refuse (DO NOT READ)

ECONOMIC PERSPECTIVES SURVEY – Wave 4 2022

E. DEMOGRAPHICS

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

QD1. In what year were you born?

RECORD YEAR (RANGE 1900 TO 2004)
(DO NOT READ) Refuse / Prefer not to answer

QD2. How many people, including yourself, live in your household?

RECORD NUMBER (MIN 1, MAX 9999)
(DO NOT READ) Refuse / Prefer not to answer

[IF 2 OR MORE IN QD2, CONTINUE - ELSE SKIP TO QD5]

QD3. Do you have any children under the age of 18 living in your household?

- Yes
- No
- (DO NOT READ) Prefer not to answer / Refusal

[IF AGE AT QS4 = 65+ SKIP NEXT]

QD4. Is there anyone aged 65 years or older living in your household?

- Yes
- No
- (DO NOT READ) Prefer not to answer / Refusal

QD5. Do you own or rent your current place of residence?

- 1 Own
- 2 Rent
- 3 (DO NOT READ) Other (VOLUNTEERED) (specify)

QD5A. Are you either primarily or jointly responsible for paying property taxes or rent in your household?

- 1 Yes
- 2 No
- 9 Don't know / Refusal (DO NOT READ)

QD5B I am going to read you a list of different types of residential dwellings. Please tell me which of these best describes the type of dwelling you live in: (READ LIST)

Single detached house (INTERVIEWER NOTE: This includes bungalow, split level, 2-story, suite in a house, etc.)



ECONOMIC PERSPECTIVES SURVEY – Wave 4 2022

Duplex, triplex or fourplex
 Townhouse or rowhouse
 Apartment or apartment-style condominium
 Another type of multi-unit complex (INTERVIEWER NOTE: This includes mobile home park, trailer park, seniors home, etc.)
 (DO NOT READ) Other (Specify)

QD6. How many years have you lived in Calgary? (IF LESS THAN 1 YEAR ENTER 0)

RECORD NUMBER (RANGE 0 TO 100)
 999 Don't know / Refusal

QD7. What is the highest level of schooling that you have obtained? (READ LIST)

- 1 Did not complete high school or equivalent
- 2 Completed high school or equivalent
- 3 Completed a Registered Apprenticeship or other trades certificate or diploma
- 4 Completed a college or other non-university certificate or diploma
- 5 Completed a university certificate, diploma or degree
- 99 Don't know / Refusal (DO NOT READ)

QD8. What best describes your current employment status? Please stop me when I get to your category. Would you say you are... (READ LIST; Select up to two responses) [INTERVIEWER: BEST two that describe your status].

- 1 Full time employed or self employed (IF ASKED, 30 hours or more per week)
- 2 Part time employed or self-employed (IF ASKED, less than 30 hours per week)
- 3 Retired
- 4 Looking after home and/or family
- 5 Unable to work because of sickness or disability
- 6 Unemployed
- 7 Doing unpaid or voluntary work
- 8 Student
- 96 Other (DO NOT READ) (SPECIFY) _____
- 99 Don't know / refuse (DO NOT READ)

[ASK QD9 IF QD8=Full time or Part Time]

QD9. Do you own or operate a business in Calgary? IF YES: Do you (READ FIRST THREE)?

- 1 Own and operate a business
- 2 Own a business
- 3 Operate a business
- 4 No
- 99 (DO NOT READ) Refuse / Prefer not to answer

ECONOMIC PERSPECTIVES SURVEY – Wave 4 2022

[ASK ALL]

QD10. Which of the following categories best describes the total annual income, before taxes, of all the members of your household? Please stop me when I get to your category. (READ LIST – ACCEPT RESPONSE BEFORE FINISHING LIST)

- 1 Less than \$90,000
- 2 \$90,000 to just under \$150,000
- 3 \$150,000 and over
- 99 [DO NOT READ] Don't Know/Refused

[IF "Less than \$90,000" ASK QD10A. IF "\$90,000 to just under \$150,000" ASK QD10B. IF "\$150,000 and over" ASK QD10C. IF DK/REF, GO TO QD11.]

QD10A. Would that be... (READ LIST – ACCEPT RESPONSES BEFORE FINISHING LIST)

- 1 Less than \$30,000
- 2 \$30,000 to just under \$45,000
- 3 \$45,000 to just under \$60,000
- 4 \$60,000 to just under \$75,000
- 5 \$75,000 to just under \$90,000
- 99 [DO NOT READ] Don't Know/Refused

QD10B. Would that be... (READ LIST – ACCEPT RESPONSES BEFORE FINISHING LIST)

- 1 \$90,000 to just under \$105,000
- 2 \$105,000 to just under \$120,000
- 3 \$120,000 to just under \$135,000
- 4 \$135,000 to just under \$150,000
- 99 [DO NOT READ] Don't Know/Refused

QD10C. Would that be... (READ LIST – ACCEPT RESPONSES BEFORE FINISHING LIST)

- 1 \$150,000 to just under \$175,000
- 2 \$175,000 to just under \$200,000
- 3 \$200,000 to just under \$225,000
- 4 \$225,000 to just under \$250,000
- 5 \$250,000 and over
- 99 [DO NOT READ] Don't Know/Refused

QD11. What is your gender? (IF NECESSARY – DO NOT READ EXCEPT TO CLARIFY: Gender refers to the gender that a person internally feels and/or the gender a person publicly expresses in their daily life, including at work, while shopping, or accessing other services, in their home or in the broader community.)

- (DO NOT READ LIST EXCEPT TO CLARIFY)
- Female
 - Male
 - Prefer to self-describe (specify)
 - Refused/prefer not to say



ECONOMIC PERSPECTIVES SURVEY – Wave 4 2022

QD12. We want to ensure our research is reflective of all Calgarians. Were you born in Canada?

- Yes
- No
- (DO NOT READ) Refuse / Prefer not to answer

[IF YES OR DK/REF AT D12, SKIP TO QD15, ELSE CONTINUE]

QD13. How old were you when you left your country of birth? (READ LIST)

- Under the age of 18
- 18-49
- 50 or older
- (DO NOT READ) Refuse / Prefer not to answer

QD14. How recently did you arrive in Canada? (READ LIST)

- Within the past five years
- More than five years ago
- (DO NOT READ) Refuse / Prefer not to answer

QD15. Are you Indigenous - that is, First Nations, Métis, or Inuit? (Multiple response)

- Yes - First Nations
- Yes - Métis
- Yes - Inuit
- Yes - Prefer to self-describe (specify)
- No
- (DO NOT READ) Refuse / Prefer not to answer

QD16. Do you consider yourself a Racialized person? [Interviewer note if asked: Racialized person means someone, other than Indigenous people, who are non-Caucasian in race or non-white in colour.]

- Yes
- No
- Prefer to self-describe (specify)
- (DO NOT READ) Refuse / Prefer not to answer

QD17. Do you or a member of your household have a disability? (Multiple response) (DO NOT READ LIST)

- Yes – myself
- Yes – someone in my household
- No

QD18. Do you consider yourself to be a member of the 2SLGBTQ+ community? (ONLY IF ASKED: 2SLGBTQ+ STANDS FOR TWO SPIRIT, LESBIAN, GAY, BI-SEXUAL, TRANSGENDER, QUEER OR QUESTIONING, WITH THE PLUS RECOGNIZING THERE IS ALSO A WIDE SPECTRUM OF IDENTITIES BEYOND THOSE IN THE ACRONYM)

- Yes

ECONOMIC PERSPECTIVES SURVEY – Wave 4 2022

No

QD19. Finally, The City of Calgary regularly engages with citizens about municipal matters. Would you be interested in participating in future City research? Your contact information will be shared with The City of Calgary for research purposes only. Names and contact details will never be attached to your responses to this survey.

- Yes
- No

[IF “YES” ASK Q38ax and Q38bx, ELSE SKIP TO CLOSE]

QD20. Could I please have an email address where we can contact you?

[RECORD EMAIL ADDRESS. ENSURE VALID EMAIL FORMAT]

QD21. 38bx. Could I please have your first and last name and confirm your telephone number?

[RECORD FIRST NAME, LAST NAME AND CONFIRM TELEPHONE NUMBER]

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



Calgary



Contact

Krista Ring
Manager of Web, Research and Projects
The City of Calgary
403-268-9963 | 403-988-9425
Krista.Ring@Calgary.ca