

Calgary



2025 Perspectives on Calgary: Downtown

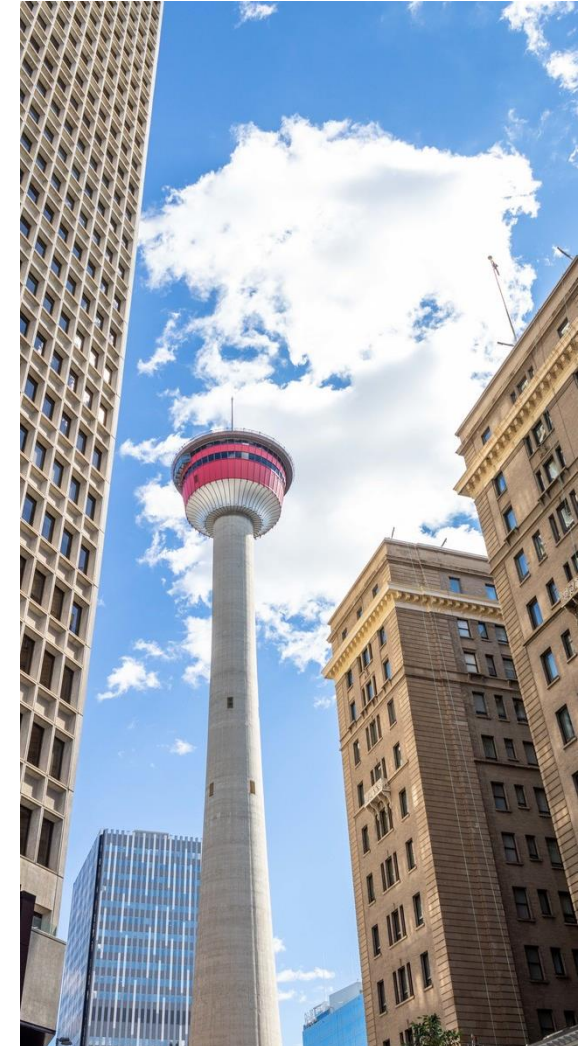
Final report

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Prepared by: The Corporate Research Team
City of Calgary
Research@Calgary.ca

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Background and methodology

Background

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

Methodology

The telephone survey was conducted by Advanis from November 18 to December 2, 2025 with 600 Calgarians (aged 18 years or older). This survey has been conducted since 2021, with minor changes to the survey over the years. This wave surveyed residents living outside of downtown as well as an additional 100 downtown residents to identify any differences between the two groups. The downtown residents were recruited using GPRS, whereas other residents were recruited through random-digit dialling. Results were weighted accordingly and the average survey length was 18 minutes.

The survey was conducted using numbers from both landlines (11%) and cell phones (89%) to obtain a random and statistically representative sample of Calgarians.

The margin of error (MOE) for the total sample of n=600 is ± 4.4 percentage points, 19 times out of 20.

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

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



Additional notes on methodology

Note 1. This survey was previously conducted in 2024, 2023 and 2021, and period-over-period results are shown where the same questions were asked. Unlike results from 2023 to 2025, 2021 results are based upon unweighted data; please use caution when interpreting changes or trends from 2021.

Note 2. To ensure consistency and accuracy of year-over-year reporting, downtown residents are not included in the aggregate results but reported separately in the appendix and noted in the sub-groups analysis where appropriate.

Key findings

One-third of respondents not currently living downtown would consider living downtown. Improved affordability and safety are reasons that could push those who would ‘maybe’ consider living downtown to be more likely to.

- Overall, one-third (33%) of respondents may consider living downtown, with one-fifth (22%) saying they **would** consider living downtown, and one-in-ten (11%) saying they **may** consider living downtown.
- For those that may consider living downtown, increasing affordability (45%) and feelings of safety (27%) are primary reasons that would incentivize them to relocate to downtown Calgary.
- Respondents who would not consider living downtown name their primary reasons as safety concerns (21%), being happy where they currently live (19%) and that downtown is too busy or overcrowded (17%).

Most respondents do not expect to work or attend school downtown, but a majority plan to visit downtown for leisure purposes at least monthly.

- The majority (71%) of respondents do not expect to work or attend school downtown in the coming year.
- More than one-half (56%) of respondents indicate they plan to visit downtown Calgary for leisure purposes once a month or more often, a **significant increase** from 2024 (45%).
 - Younger Calgarians (aged 18-34), males and those born outside of Canada are more likely to indicate they will visit once a month or more often.

Key findings (continued)

Several measures of downtown as a leisure destination have improved since 2024, with a majority of respondents now rating downtown Calgary as a desirable destination for their leisure time.

- A majority (58%) of respondents now rate downtown Calgary as a desirable destination for their leisure time compared to 2024 (47%).
- Consistent with previous years, respondents are most likely to associate eating out (20%), parks, gardens and plazas (15%) and the river/riverfront/river walkway (13%) with leisure visits to downtown Calgary.
 - In 2025, respondents are significantly more likely to associate Chinatown (8%, up from 5% in 2024) and 17th Avenue/Beltline (6% up from 3% in 2024) with leisure visits to downtown Calgary compared to 2024.
- The majority of respondents are likely to dine in restaurants (89%), attend live theatre or concerts (83%) or attend festivals or events, not including sporting events (82%) in downtown Calgary in the coming year.
 - The likelihood of participating in several activities has increased since 2024, including dining in restaurants (89%, up from 82%), visiting a plaza or park (75%, up from 65%), going shopping (67%, up from 56%), visiting a library (63%, up from 56%) and sightseeing (52%, up from 44%).
- Agreement that the arts and culture scene has a big influence on their decision to visit downtown has increased among respondents (61%, up from 47% in 2024). Other measures continue to have lower agreement, including:
 - Having enough benches/seating in downtown Calgary for their needs (59%, down from 68% in 2024), having enough public washrooms available (24%) and preference for shopping downtown compared to elsewhere (19%).

Key findings (continued)

Some of the main reasons for visiting downtown Calgary include being entertained or having fun, enjoying the arts and culture scene and doing something new or different. Respondents are most likely to visit Prince's Island Park as a key destination.

- Respondents' primary reasons for visiting downtown Calgary for leisure continue to be to be entertained/have fun (83%), to enjoy the arts and culture scene (82%) and to see or do something new or different (76%).
 - Compared to 2024, respondents are less likely to agree their primary reason is to be entertained/have fun (from 89% in 2024 to 83%).
 - In 2025, respondents are significantly more likely to indicate experiencing the excitement a bustling cosmopolitan atmosphere (53%, up from 44% in 2024) as a reason for visiting downtown.
- The majority of respondents are likely to visit Prince's Island park (84%), East Village (76%) and/or Stephen Avenue (76%) in the coming year.
 - In 2025, respondents are significantly more likely to indicate that they are likely to visit Chinatown (57%, up from 47% in 2024).

An increasing number of respondents describe downtown Calgary as vibrant, with many agreeing it is a place for everyone. Experiences are mixed however, with lower agreement that there's a sense of community and that it is safe for everyone.

- In 2025, respondents are significantly more likely to agree that downtown Calgary is vibrant (65%, up from 57% in 2024).
- Most respondents (63%) agree that downtown Calgary is a place for everyone, however other measures have lower agreement.
 - More than two-fifths (43%) agree that they feel a sense of community in downtown Calgary.
 - A minority (38%) of respondents agree that downtown Calgary is safe for all residents and visitors regardless of identity.

Key findings (continued)

Perceptions of overall safety in downtown Calgary continue to be divided, with a majority of respondents indicating that safety concerns influence their decision to visit.

- Consistent with previous years, one-half (49%) of respondents indicate they feel safe overall in downtown Calgary.
- Around three-fifths (62%) of respondents say that safety concerns have an influence on their decisions to visit downtown Calgary.
 - The proportion of respondents who say that safety concerns have no influence at all on their decisions to visit downtown has significantly dropped since 2024 (12%, down from 19%).

Safety concerns and issues related to parking are listed as the top barriers to visiting downtown more often, with many expressing that parking downtown is expensive, difficult and lacks availability.

- In 2025, the top barriers to visiting downtown more often or staying longer include security concerns (13%), a lack of amenities/public facilities (11%) and general parking (9%).
 - General parking (9%, down from 16% in 2024), affordable parking (7%, down from 11% in 2024) and a lack of transit access (6%, down from 9% in 2024) have all decreased in mentions.
 - Respondents are more likely to indicate a lack of entertainment as a barrier in 2025 (5%, up from 1% in 2024).
- Seven-in-ten (69%) respondents indicate they usually drive to get to downtown Calgary. A sizable minority (41%) indicate that they use public transit.
- The vast majority (86%) of respondents agree that parking downtown is expensive. Nearly three-fifths (58%) of respondents agree that parking downtown is difficult because they don't know where to park.
- Two-fifths (41%) of respondents agree that the availability of parking downtown meets their needs.
- The large majority (83%) of respondents agree that the time to travel downtown from where they live is reasonable.



Highlights at a glance

Willingness to live downtown



33%

Will/may **consider** living downtown

Top reasons for **considering** to live downtown

- 45%** if housing was more affordable
- 27%** if it felt safer
- 19%** if there were more amenities

Top reasons for **not considering** to live downtown

- 21%** safety concerns
- 19%** not interest/happy where they live
- 17%** busy/overcrowded



Downtown leisure visitation and perceptions



56%

plan to visit downtown for leisure **at least monthly** in 2026

58%

view downtown as a **desirable destination** for their leisure time
 ↑ increase from 2024 (47%)

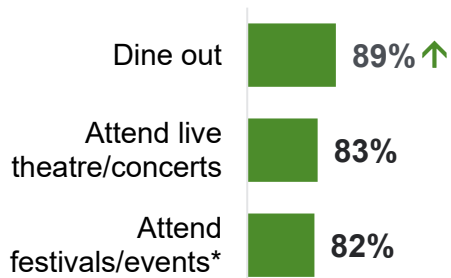
Top locations likely to visit

- 84%** Prince's Island Park
- 76%** Stephen Avenue
- 76%** East Village



Likely participation in downtown activities

Most likely to ...



*not including sports events
 ↑ increase from 2024 (82%)

71%

agree they **love** going downtown because of the **variety of dining options**



Downtown's vibrancy

65%

agree that downtown Calgary is **vibrant**
 ↑ increase from 2024 (57%)

Suggestions to increase vibrancy

- More entertainment/events – **13%**
- Address safety issues – **11%**
- Address homelessness – **11%**



Barriers to visiting downtown

Parking downtown

- 86%** agree parking is **expensive**
- 58%** agree parking is **difficult**
- 41%** agree parking **meets needs**

Safety

- 49%** rate downtown Calgary as **safe**
- 62%** say **safety concerns** influence their decisions to visit

Amenities

- 39%** agree there is **nothing** for kids to do
- 24%** agree there are enough **public washrooms**





Detailed findings

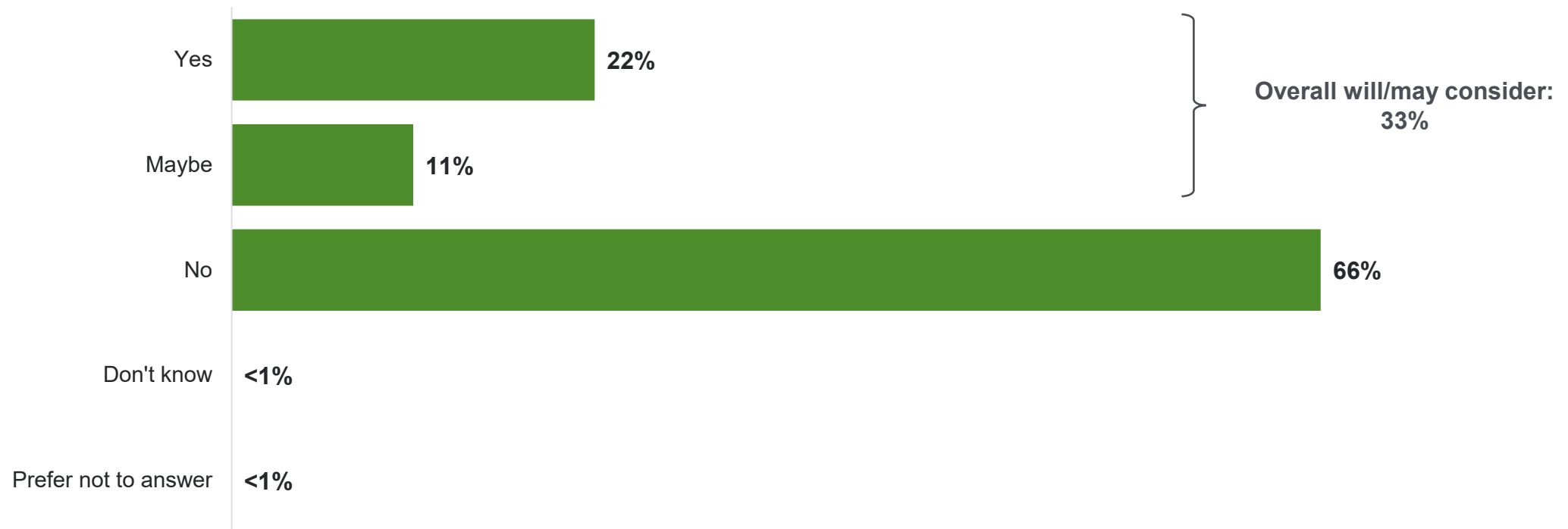


Willingness to live downtown



Willingness to live downtown

One-fifth (22%) of respondents would consider living downtown in 2026, while two-third (66%) would not consider living downtown. About one-tenth (11%) are undecided.



Q. Would you ever consider in living in downtown in 2026?*

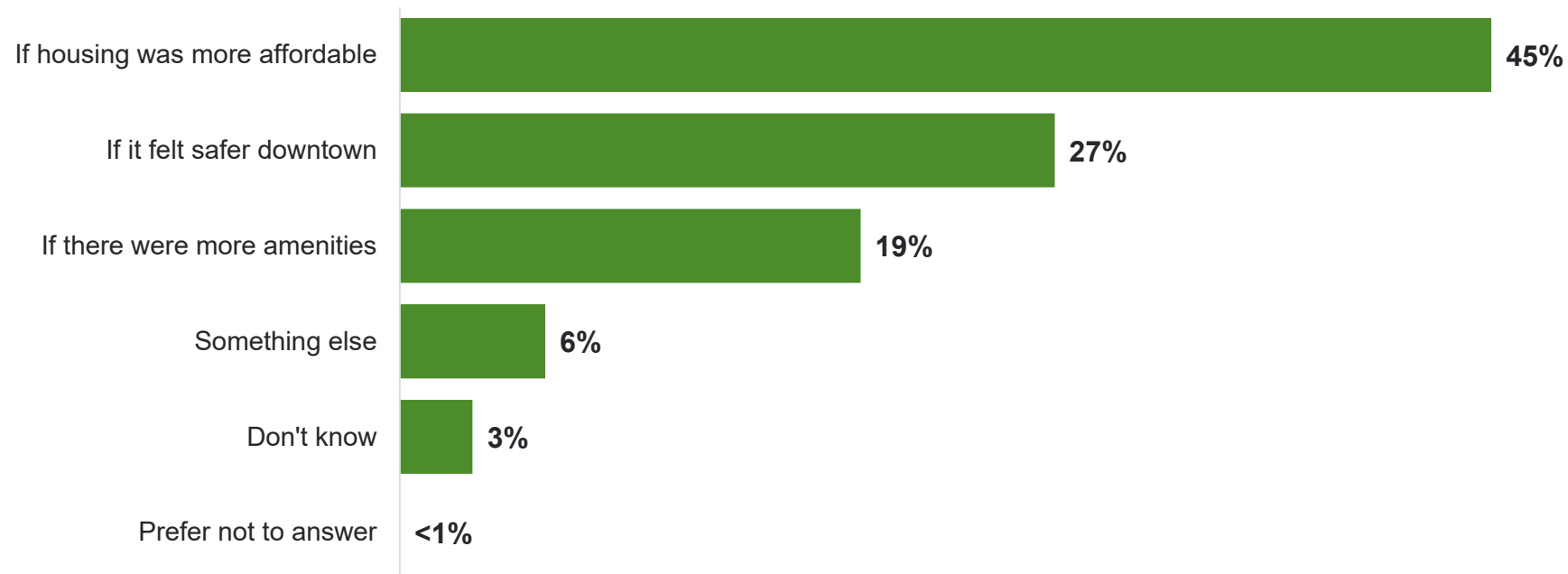
Base: Respondents who do not live downtown (n=500)

*New question asked in 2025



Reasons to consider living downtown

Around one-half (45%) of respondents who would consider living downtown say they would be most likely to consider living downtown if housing were more affordable. Around one-quarter (27%) of respondents indicate they would most likely consider living downtown if it felt safer. One-fifth (19%) indicate that more amenities would make them most likely to consider living downtown.



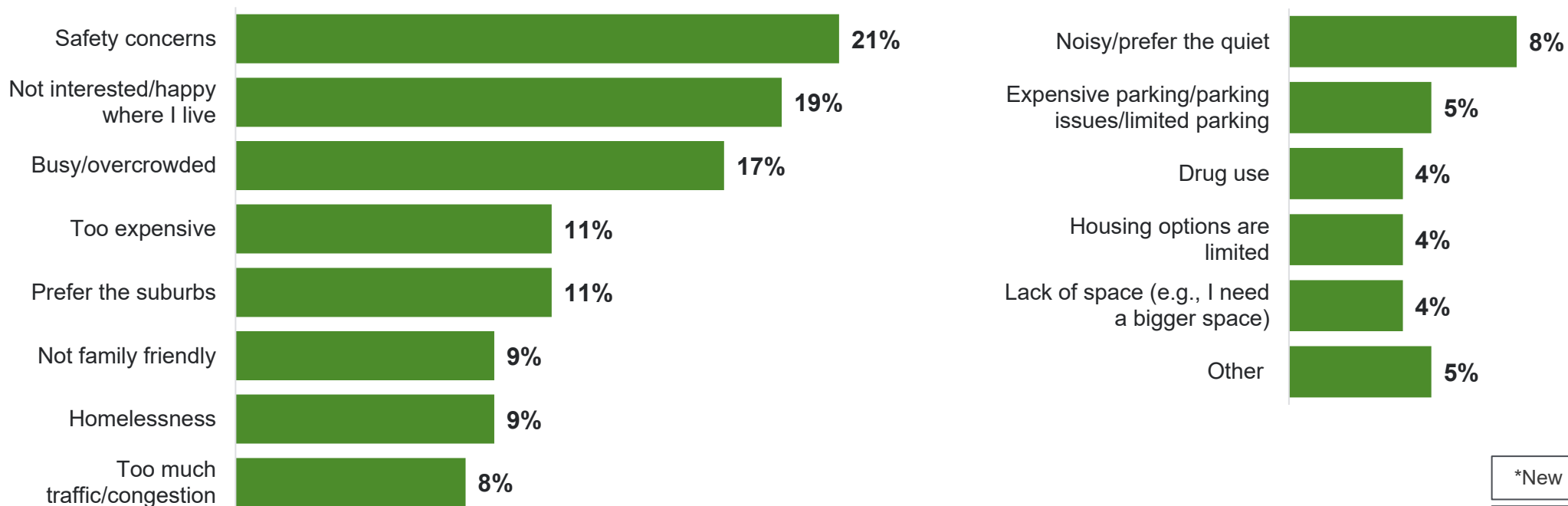
Q. Which of the following would make you the most likely to consider living in downtown Calgary?
 Base: Respondents who may consider living downtown (n=164)

*New question asked in 2025



Reasons to not consider living downtown

Respondents who would not consider living downtown cite safety concerns (21%), a lack of interest/being happy where they live (19%) and that downtown is too busy or overcrowded (17%) as top reasons for why they would not consider living downtown.



Q. Why would you not consider living downtown?*

Base: Respondents who would not consider living downtown (n=335)

- *New question asked in 2025
- Multiple responses allowed
- Open-ended question
- Mentions of <4% are not shown

Willingness to live downtown: Subgroup differences

Subgroups **more likely to consider living** downtown include:

- Younger Calgarians (30% aged 18-34 vs.14% aged 65+);
- Males (30% vs.14% females);
- Those who live in the southwest (27% vs.17% northwest);
- Those without seniors in their household (24% vs.15% with seniors); and
- Those who use other methods than driving to get downtown (29% vs.19% who drive to get downtown).

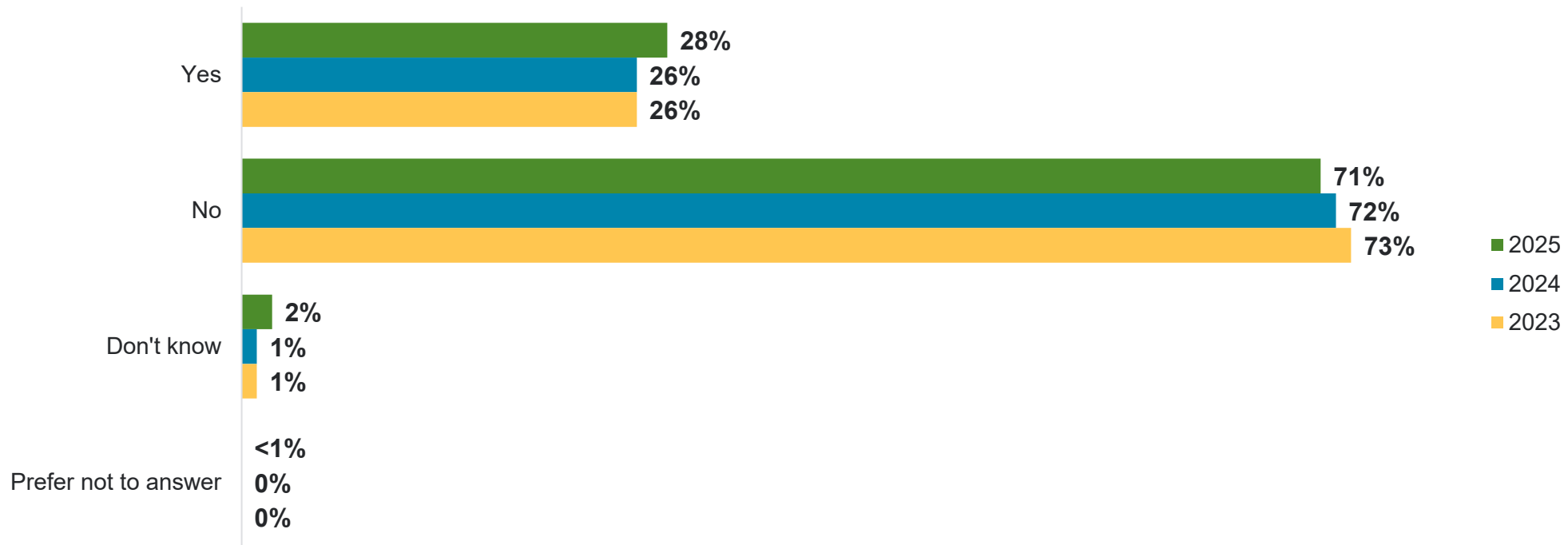


Downtown visitation patterns



Likelihood of working or attending school downtown

The majority (71%) of respondents do not expect to work or attend school downtown in the coming year, consistent with previous survey waves.

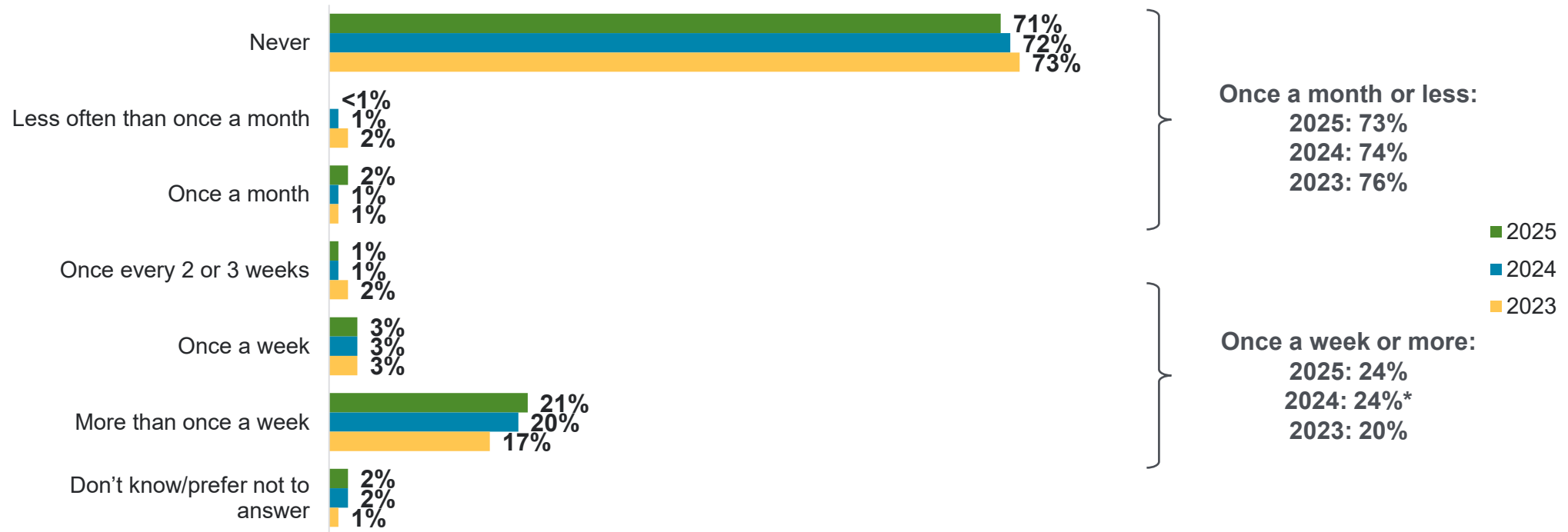


Q. Do you expect to work or attend school downtown in 2026?
 Base: Respondents who do not live downtown (2025; n=500, 2024; n=500, 2023; n=500)



Anticipated frequency of working or attending school downtown

Nearly three-quarters (73%) of respondents expect to visit downtown once a month or less for work or school in 2026, with seven-in-ten (71%) indicating they do not expect to work or attend school downtown. The likelihood of working or attending school downtown has remained consistent over the years.



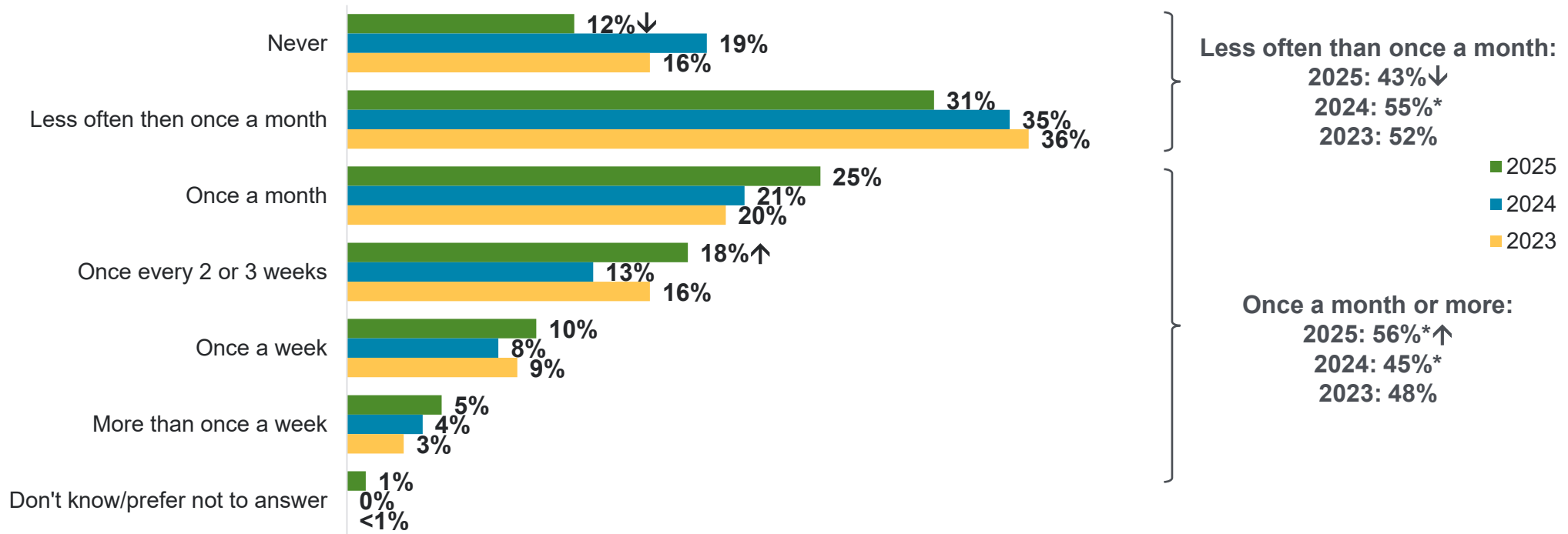
Q. How often do you expect to work or attend school downtown in 2026?
 Base: Respondents who do not live downtown (2025; n=500, 2024; n=500, 2023; n=500)

*Rounding



Anticipated frequency of leisure visits downtown

A majority (56%) of respondents plan to visit downtown at least monthly for leisure purposes in 2026, up from 45% in 2024. More than two-fifths (43%) of respondents anticipate visiting less than once a month, down from 55% in 2024. There has been a significant increase in the proportion of respondents who anticipate visiting once every two or three weeks (18% in 2025, up from 13% in 2024) and a decrease in those who anticipate 'never' visiting downtown (12% down from 19% in 2024).



Q. How often do you think you will visit Calgary's downtown for leisure purposes in 2026?
 Base: Respondents who do not live downtown (2025; n=500, 2024; n=500, 2023; n=500)

*Rounding
 ↑Statistically higher than 2024
 ↓Statistically lower than 2024

Anticipated frequency of working or attending school downtown: Subgroup differences

Subgroups **more likely to visit** downtown for work or school **once a week or more** include:

- Younger Calgarians (32% aged 18-34 and 27% aged 35-64 vs. 3% aged 65+);
- Racialized Calgarians (32% vs. 20% non-Racialized Calgarians);
- Household incomes greater than \$150K (30% vs. 17% <\$90K)
- Three to four-person households (32% vs. 14% single-person households and 21% with two-person households);
- Those with children in their household (32% vs. 21% without children); and
- Those without seniors in their household (28% vs. 11% seniors in household).

Anticipated frequency of leisure visits downtown: Subgroup differences

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

- Younger Calgarians (64% aged 18-34 and 58% aged 35-64 vs. 39% aged 65+);
- Males (64% vs. 48% females);
- Those born outside of Canada (64% vs. 53% born in Canada);
- Those without seniors in their household (61% vs. 43% seniors in their household);
- Those who expect to work or attend school downtown (65% vs. 53% who do not expect to work or attend school downtown); and
- Those who would consider living downtown (78% vs. 45% who would not consider living downtown).

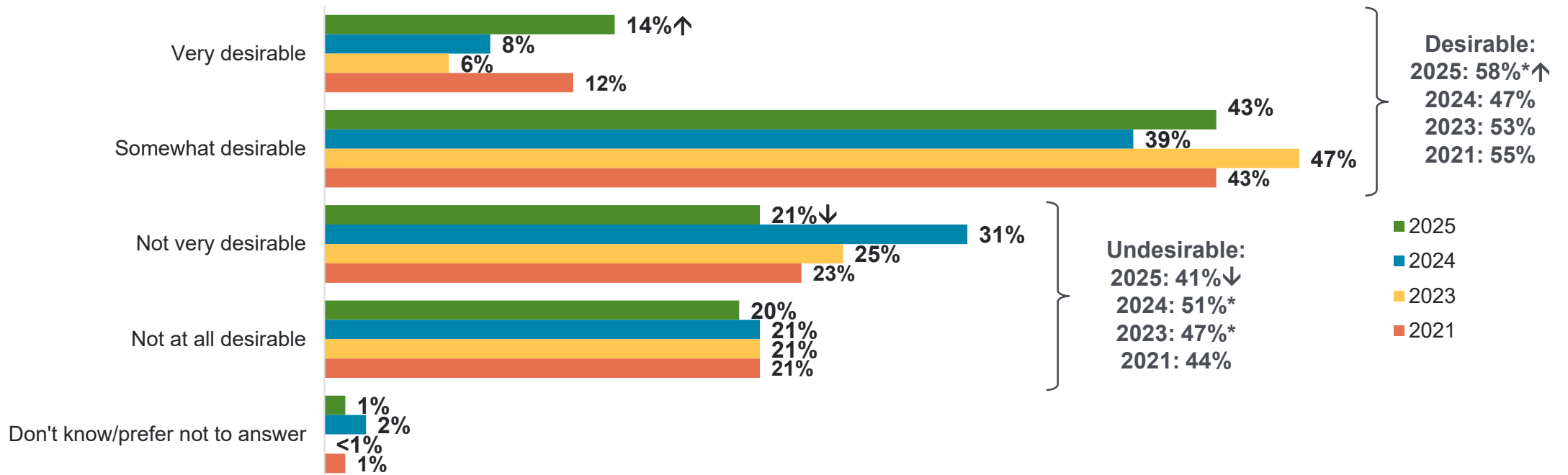


Downtown as a leisure destination



Desirability of downtown for leisure visits

Perceptions of downtown as leisure destination remain mixed, however a larger proportion of respondents indicate downtown is a desirable destination for their leisure time. In 2025, nearly three-fifths (58%) rate downtown as a desirable leisure destination, a significant increase from 2024 (47%). Two-fifths (41%) of respondents rate downtown as undesirable, highlighting a significant decrease from 2024 (51%). In 2025, respondents are significantly more likely to rate downtown as a ‘very desirable’ destination for their leisure time (14% compared to 8% in 2024).



*Rounding

↑Statistically higher than 2024
↓Statistically lower than 2024

Q. Overall, how desirable is Calgary’s downtown as a destination for your leisure time?
Base: Respondents who do not live downtown (2025; n=500, 2024; n=500, 2023; n=500, 2021; n=502)

Desirability of downtown for leisure visits: Subgroup differences

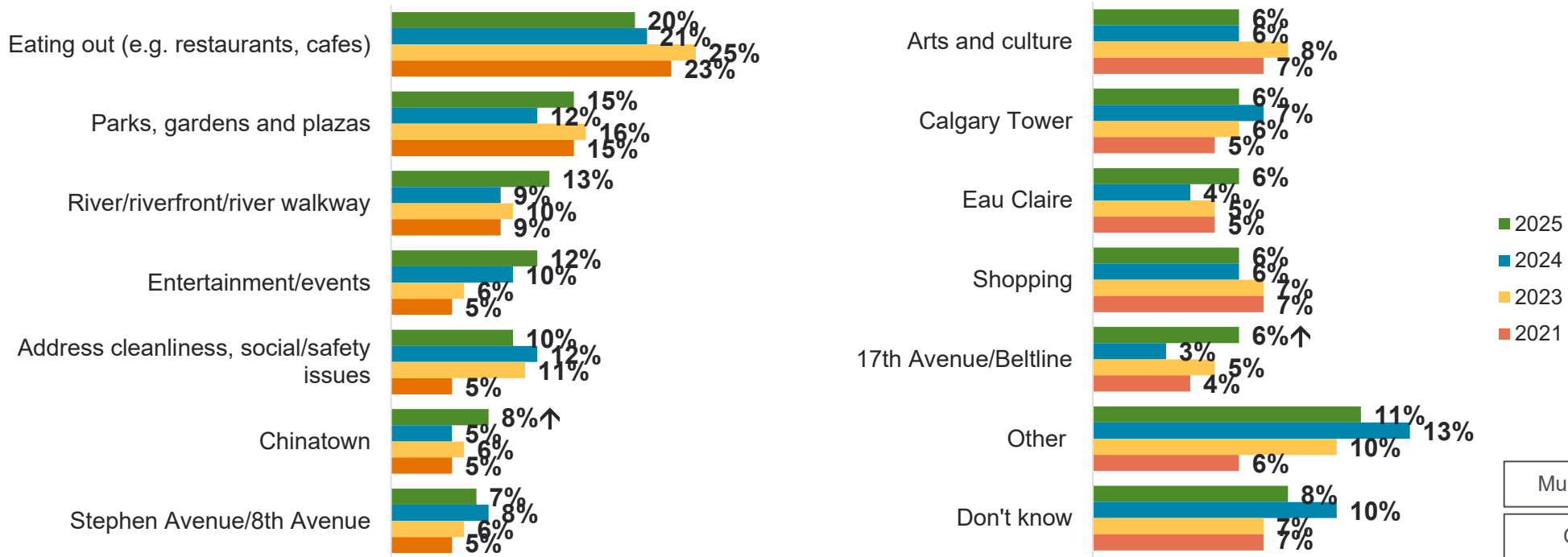
Subgroups **more likely** to view downtown Calgary as a **desirable leisure destination** include:

- Young Calgarians (63% aged 18-34 and 59% aged 35-64 vs. 48% aged 65+);
- Those who plan to visit downtown for leisure more frequently (93% who plan to visit once per week and 59% who plan to visit sometime but less than once a week vs. 7% who do not plan to visit);
- Those who live downtown (86% vs. 58% who do not live downtown); and
- Those who would consider living downtown (77% vs. 48% who would not consider living downtown).



Top of mind leisure associations

When asked what images come to mind when they think of a leisure visit to downtown Calgary, dining out (20%), parks, gardens and plazas (15%), the riverfront or walkways (13%) and entertainment/events (12%) were the top responses. Notable year-over-year differences include an increase in mentions of Chinatown (8%, up from 5% in 2024) and 17th Avenue/Beltline (6%, up from 3% in 2024).



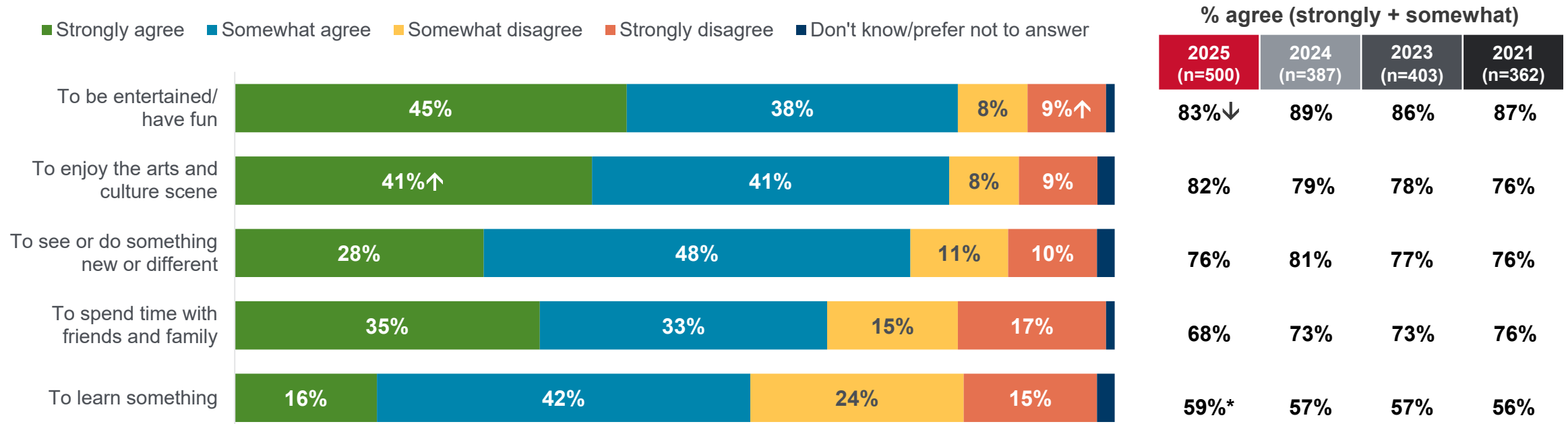
Q. Keeping in mind that Calgary's Greater Downtown includes the downtown core, the Beltline, East Village, Chinatown, Eau Claire and Downtown West, what images come to mind when you think of a leisure visit to downtown Calgary?
 Base: Respondents who do not live downtown (2025; n=500, 2024; n=500, 2023; n=500, 2021; n=502)

Multiple responses allowed
 Open-ended question
 Mentions of <6% are not shown
 ↑Statistically higher than 2024
 ↓Statistically lower than 2024



Reasons to visit downtown

The majority of respondents agree they would visit downtown to be entertained or have fun (83%), to enjoy the arts and culture scene (82%), to see or do something new or different (76%), and to spend time with friends and family (68%). Three-fifths (59%) of respondents agree they would choose to go downtown to learn something. Most measures have remained stable over year, except for being entertained or to have fun which saw a decline from 2024 (89% in 2024 to 83%).



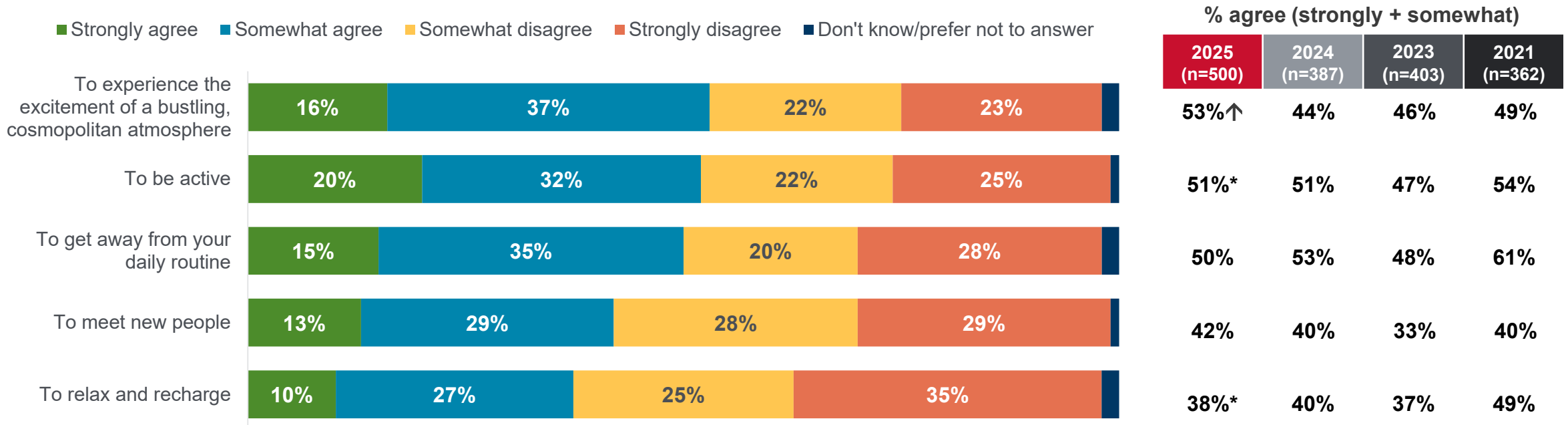
Q. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that the following are reasons you would choose to go downtown in the coming year.
 Base: Bases vary; 2025: Respondents who do not live downtown, 2021-2024: Respondents who plan to visit downtown for leisure

Data labels <3% not shown
 *Rounding
 ↑ Statistically higher than 2024
 ↓ Statistically lower than 2024



Reasons to visit downtown (continued)

Around one-half of respondents would visit downtown in the coming year to experience the excitement of a bustling cosmopolitan atmosphere (53%), to be active (51%) and to get away from their daily routine (50%). Around two-fifths (42%) would visit to meet new people or to relax and recharge (38%). In 2025, respondents are significantly more likely to agree they would choose to go downtown to experience the excitement of a cosmopolitan atmosphere (up from 44% in 2024).



Data labels <3% not shown

*Rounding

↑Statistically higher than 2024
↓Statistically lower than 2024

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

Base: Bases vary; 2025: Respondents who do not live downtown, 2021-2024: Respondents who plan to visit downtown for leisure

Reasons to visit downtown: Subgroup differences

Those who live in **northeast** Calgary are more likely than those in other quadrants to visit downtown Calgary to:

- Learn something (65% vs. 49% southwest);
- To be active (62% vs. 41% southwest); and
- Relax and recharge (51% vs. 30% southwest, and 35% southeast).

Females are less likely than males to visit downtown to meet new people (37% vs. 48%).

Calgarians **aged 65+** are less likely than younger Calgarians to visit downtown to:

- Be entertained or have fun (74% vs. 92% aged 18-34);
- See or do something new or different (71% vs. 84% aged 18-34);
- Spend time with friends or family (50% vs. 80% aged 18-34, and 68% aged 35-64);
- To experience the excitement of a bustling, cosmopolitan atmosphere (39% vs. 63% aged 18-34, and 53% aged 35-64);
- Relax and recharge (30% vs. 41% aged 35-64); and
- Meet new people (27% vs. 51% aged 18-34, and 43% aged 35-64).

Those **born outside of Canada** are more likely than those born in Canada to visit downtown to:

- Experience the excitement of a bustling, cosmopolitan atmosphere (64% vs. 48%);
- Relax and recharge (47% vs. 34%); and
- To meet new people (53% vs. 37%).

Those with household **incomes of less than \$90K** are more likely than those with incomes of \$150K or more to visit downtown to:

- Learn something (70% vs. 53%); and
- Meet new people (54% vs. 36%).

Reasons to visit downtown: Subgroup differences (continued)

Newer Calgarians (those who have lived in Calgary for less than 10 years) are more likely than those who have lived in Calgary for longer to visit downtown to:

- Be entertained/have fun (93% vs. 80% 10 to less than 20 years, and 82% 20 years or more); and
- To see or do something new or different (95% vs. 74% 10 to less than 20 years, and 82% 20 years or more);
- To spend time with friends and family (82% vs. 65% 20 years or more);
- To learn something (74% vs. 49% 10 to less than 20 years, and 59% 20 years or more);
- To experience the excitement of a bustling, cosmopolitan atmosphere (76% vs. 51% 10 to less than 20 years, and 49% 20 years or more);
- To meet new people (68% vs. 44% 10 to less than 20 years, and 35% 20 years or more); and
- To relax and recharge (54% vs. 33% 20 years or more).

Households with **seniors** are less likely than those without seniors to visit downtown to:

- Be entertained/have fun (76% vs. 86%); and
- Spend time with friends and family (57% vs. 72%).

Renters are more likely than homeowners to visit downtown to:

- Learn something (67% vs. 56%);
- To experience the excitement of a bustling, cosmopolitan atmosphere (62% vs. 50%);
- To be active (60% vs. 48%); and
- To meet new people (53% vs. 38%).

Reasons to visit downtown: Subgroup differences (continued)

Those who plan to visit downtown **once a week or more for leisure** are more likely than those planning to visit less often to:

- Be entertained / have fun (94% vs. 47% who do not plan to visit);
- Enjoy the art and culture (93% vs. 83% who plan to visit sometimes but less than once a week and 60% who do not plan to visit);
- Do something new or different (83% vs. 52% who do not plan to visit);
- Spend time with friends and family (86% vs. 72% who plan to visit sometimes but less than once a week, and 22% who do not plan to visit);
- Experience the excitement of a bustling, cosmopolitan atmosphere (74% vs. 51% who plan to visit sometimes but less than once a week, and 39% who do not plan to visit);
- Be active (74% vs. 49% who plan to visit sometimes but less than once a week, and 38% who do not plan to visit);
- Get away from their daily routine (70% vs. 50% who plan to visit sometimes but less than once a week, and 31% who do not plan to visit); and
- Relax and recharge (60% vs. 37% who plan to visit sometimes but less than once a week, and 15% who do not plan to visit).

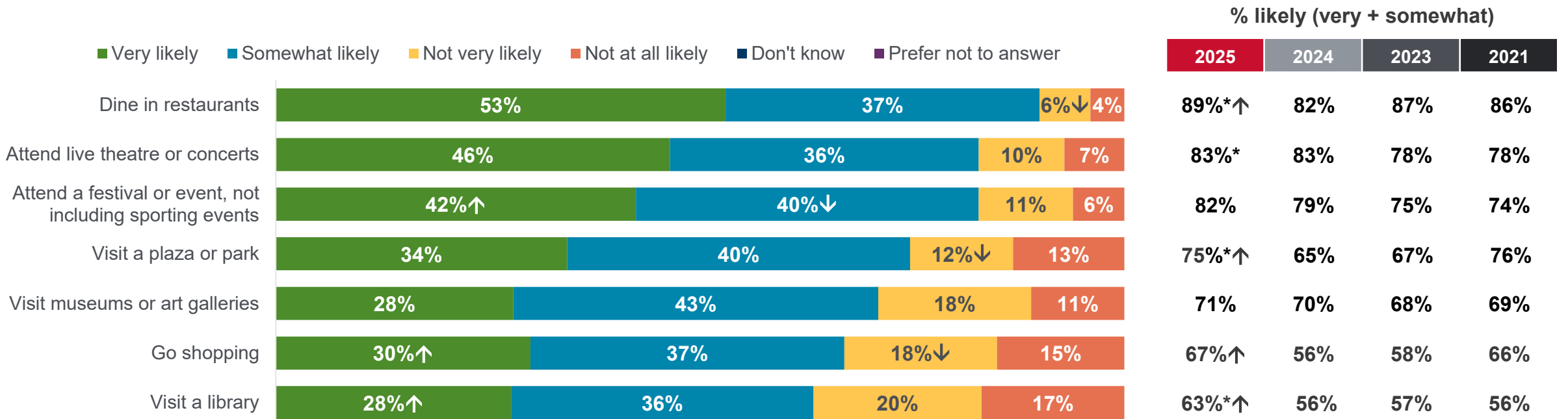
Those **who live downtown** are more likely than those who do not live downtown to agree that downtown is a good place to:

- Spend time with family and friends (89% vs. 68%);
- Learn something (74% vs. 58%);
- Experience the excitement of a bustling, cosmopolitan atmosphere (67% vs. 52%);
- Be active (77% vs. 51%);
- Get away from their daily routine (64% vs. 50%);
- Meet new people (77% vs. 40%); and
- Relax and recharge (66% vs. 37%).



Likelihood of participating in various activities

Among those planning to visit downtown for leisure in the coming year, respondents are most likely to participate in dining at restaurants (89%), attending live theatre or concerts (83%) and attending a festival or events (82%). Compared to 2024, there has been an increase in likelihood of respondents indicating they would dine in at restaurants (82% to 89% in 2025), visit a plaza or a park (65% to 75% in 2025), go shopping (56% to 67% in 2025) and visit a library (56% to 63% in 2025).



Data labels <3% not shown

*Rounding

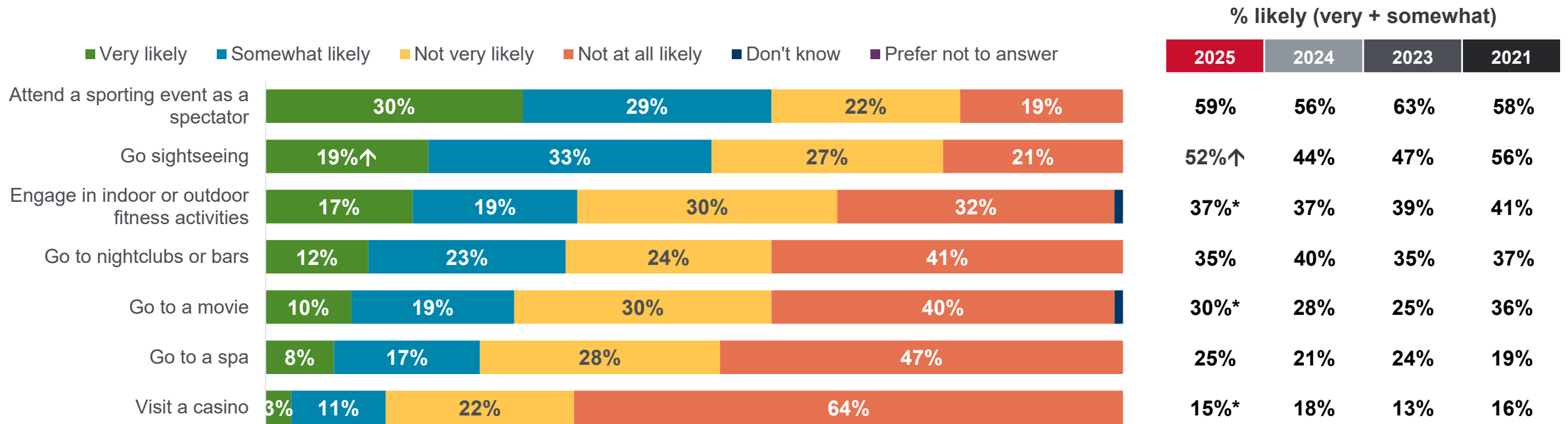
↑Statistically higher than 2024
↓Statistically lower than 2024

Q. I am going to read you a list of types of activities that people may do downtown. For each of these, please tell me if you are very likely, somewhat likely, not very likely, or not at all likely to participate in that activity downtown in the coming year.
Base: Respondents who do not live downtown and will visit downtown (2025; n=432, 2024; n=387, 2023; n=403, 2021; n=362)



Likelihood of participating in various activities (continued)

Three-in-five (59%) respondents who plan to visit downtown for leisure purposes say they are likely to attend a sporting event. Around one-half (52%) indicate they are likely to go sightseeing, a significant increase from 2024 (44%). A minority of respondents indicate they are likely to engage in fitness activities (37%), go to nightclubs or bars (35%), a movie (30%), a spa (25%) or to a casino (15%).



Data labels <3% not shown

*Rounding

↑Statistically higher than 2024
↓Statistically lower than 2024

Q. I am going to read you a list of types of activities that people may do downtown. For each of these, please tell me if you are very likely, somewhat likely, not very likely, or not at all likely to participate in that activity downtown in the coming year.
Base: Respondents who do not live downtown and will visit downtown (2025; n=432, 2024; n=387, 2023; n=403, 2021; n=362)

Likelihood of participating in various activities: Subgroup differences

Calgarians who live in the **northeast** quadrant of Calgary are more likely than those who live in other quadrants to participate in the following activities:

- Visit a plaza or park (87% vs. 65% southwest, and 72% southeast);
- Visit museums or art galleries (85% vs. 66% southwest, 68% northwest, and 71% southeast);
- Visit a library (80% vs. 55% southeast, 61% northwest, and 63% southwest);
- Go sightseeing (70% vs. 41% southwest, 50% southeast, and 53% northwest);
- Go to a movie (39% vs. 22% southeast); and
- Go to a spa (36% vs. 17% southwest).

Calgarians **aged 65+** are less likely than younger Calgarians to say they would participate in the following activities:

- Attend a festival or event (66% vs. 88% aged 18-34 and 84% aged 35-64);
- Visit a park or plaza (64% vs. 80% aged 18-34 and 75% aged 35-64);
- Watch a sporting event (42% vs. 65% aged 35-64);
- Go sightseeing (34% vs. 62% aged 18-34 and 51% aged 35-64);
- Engage in fitness activities (26% vs. 41% aged 35-64);
- Go to nightclubs or bars (14% vs. 48% aged 18-34 and 34% aged 35-64); and
- Go to a spa (5% vs. 20% aged 18-34 and 33% aged 35-64).

Calgarians **aged 65+** are more likely than younger Calgarians to say they would participate in the following activities:

- Attend live theatre or concerts (90% vs. 80% aged 35-64); and
- Visit museums or art galleries (78% vs. 65% aged 18-34).

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

Females are more likely than males to participate in the following activities:

- Visit a library (69% vs. 58%); and
- Go to a spa (30% vs. 20%).

Males are more likely than females to participate in the following activities:

- Go to nightclubs or bars (43% vs. 27%); and
- Go to a casino (21% vs. 8%).

Those in **lower income households (less than \$90K)** are more likely than higher earning households participate in the following activities:

- Visit a library (74% vs. 61% \$90K to <\$150K vs. 60% \$150K+); and
- Go to a movie (46% vs. 25% \$90K to <\$150K vs. 27% \$150K+).

Those in **higher income households (\$150K or more)** are more likely than lower earning households participate in the following activities:

- Dine in restaurants (93% vs. 81% <\$90K);
- Attend a live theatre or concerts (88% vs. 76% <\$90K); and
- Attend a sporting event (68% vs. 45% <\$90K).

Racialized Calgarians are more likely than non-Racialized Calgarians to say they would attend a sporting event as a spectator (67% vs. 55%).

Those **born outside of Canada** are more likely than those born in Canada participate in the following activities:

- Visit a park or plaza (82% vs. 71%);
- Visit museums or art galleries (79% vs. 67%);
- Visit a library (75% vs. 58%);
- Go sightseeing (65% vs. 45%);
- Go to a movie (39% vs. 26%); and
- Go to a spa (34% vs. 20%).

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

Those **born outside of Canada** are less likely than those born in Canada to visit a casino (9% vs. 18%).

Those with **larger person households (3 or more people)** are more likely than those in single-person households to attend a sporting event as a spectator (65% three to four-person households and five-person or more households vs. 43% single-person households).

Those with **seniors in the household** are less likely than those without seniors in the household to participate in the following activities:

- Attend a sporting event (44% vs. 63%);
 - Attend a festival or event (71% vs. 86%);
 - Go sightseeing (55% vs. 43%);
 - Go to nightclubs or bars (39% vs. 23%); and
 - Go to a spa (28% vs. 17%).
- Those who plan to visit downtown **once a week or more** for leisure are more likely than those planning to visit less often to participate in the following activities:
- Visit a park or plaza (89% vs. 72%);
 - Go shopping (81% vs. 64%);
 - Engage in indoor or outdoor fitness activities (65% vs. 31%);
 - Go to nightclubs/bars (51% vs. 32%); and
 - Go to spa (40% vs. 22%).
- Those who view downtown Calgary as **desirable leisure destination** are more likely than those that view it as undesirable to **participate in all downtown activities except** for:
- Attending a sporting event (61% vs. 54%); and
 - Visiting a casino (14% vs. 15%).

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

Those who **live downtown** are more likely than who do not live downtown to participate in the following activities:

- Dine in restaurants (97% vs. 89%);
- Visit a plaza or a park (85% vs. 74%);
- Visit museums or art galleries (83% vs. 71%);
- Go shopping (89% vs. 67%);
- Visit a library (84% vs. 63%);
- Go sightseeing (65% vs. 51%);
- Engage in fitness activities (71% vs. 37%)
- Go to nightclubs or bars (64% vs. 35%);
- Go to a movie (53% vs. 29%); and
- Go to a spa (40% vs. 24%).

Those who **use other methods of transportation than driving** to get downtown are more likely than those who drive to visit a library (71% vs. 60%) and less likely to attend a sporting event as a spectator (48% vs. 63%).

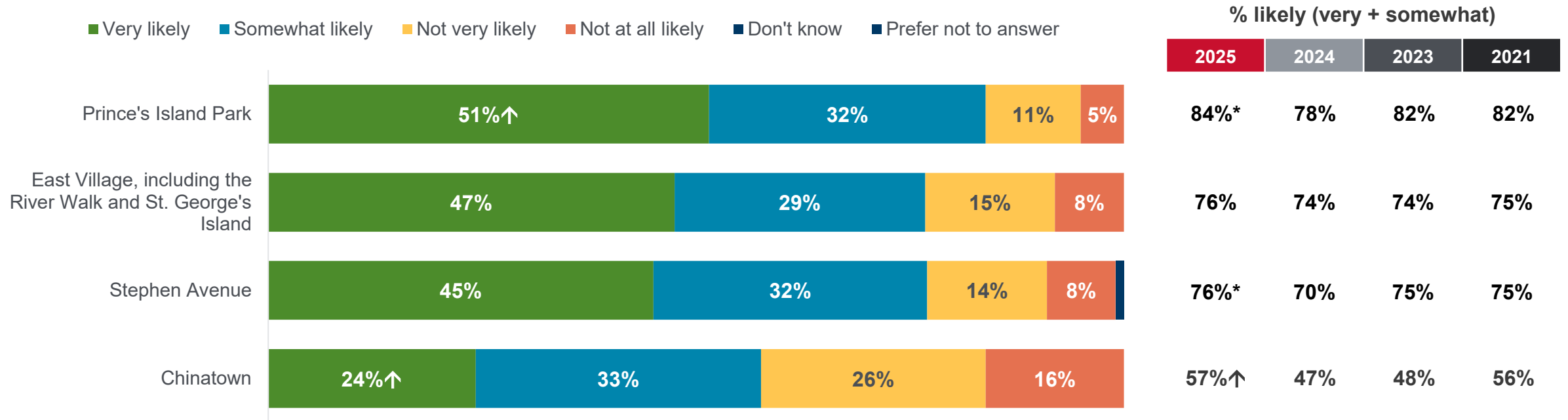
Those who would **consider living downtown** are more likely than those who would not to participate in the following activities:

- Dine in restaurants (93% vs. 87%);
- Attend a festival or event (89% vs. 78%);
- Visit a plaza or a park (86% vs. 68%);
- Go shopping (80% vs. 59%);
- Go sightseeing (61% vs. 46%);
- Engage in fitness activities (48% vs. 30%); and
- Go to nightclubs or bars (50% vs. 26%).



Likelihood of visiting specific locations

The majority of those planning to visit downtown in 2026 are likely to visit Prince’s Island Park (84%), East Village (76%) or Stephen Avenue (76%). More than three-fifths (57%) of respondents plan to visit Chinatown in the coming year, a significant increase from 2024 (47%).



Data labels <3% not shown

*Rounding

↑Statistically higher than 2024
↓Statistically lower than 2024

Q. Please tell me how likely or unlikely you are to visit each location in the coming year for leisure.
Base: Respondents who do not live downtown and will visit downtown (2025; n=432, 2024; n=387, 2023; n=403, 2021; n=362)

Likelihood of visiting specific locations: Subgroup differences

Subgroups most likely to say they will visit **Prince's Island Park** include:

- Those who live in the northeast (93% vs. 79% southwest, and 80% southeast);
- Younger Calgarians (84% aged 18-34 and 87% aged 35-64 vs. 72% aged 65+);
- Those born outside of Canada (90% vs. 81% born in Canada);
- Those without seniors in their household (87% vs. 74% seniors in household);
- Those who view downtown as a desirable leisure destination (91% vs. 70% who do not view downtown as a desirable destination); and

Subgroups most likely to say they will visit **Stephen Avenue** include:

- Those who have lived in Calgary for more than 10 years (80% 10 to less than 20 years and 78% 20 years or more vs. 64% less than 10 years);
- Households earning over \$150K (83% vs. 69% <\$90K);
- Those who expect to work or attend school downtown (86% vs. 72% who do not expect to work or attend school downtown);
- Those who plan to visit downtown for leisure once a week or more (92% vs. 74% who plan to visit sometime but less than once a week);
- Those who view downtown as a desirable leisure destination (84% vs. 62% who do not view downtown as a desirable destination);
- Those who live downtown (88% vs. 77% do not live downtown); and
- Those who would consider living downtown (85% vs. 71% who would not consider living downtown).

Subgroups most likely to say they will visit **East Village, including the River Walk and St. George's Island** include:

- Those who live in the northeast (85% vs. 71% southwest);
- Those without seniors in their households (78% vs. 68% seniors in household);
- Those who plan to visit downtown for leisure once a week or more (92% vs. 74% who plan to visit sometime but less than once a week);
- Those who view downtown as a desirable leisure destination (86% vs. 58% who do not view downtown as a desirable destination);
- Those who live downtown (86% vs. 76% do not live downtown); and
- Those who would consider living downtown (87% vs. 69% who would not consider living downtown).

Likelihood of visiting specific locations: Subgroup differences (continued)

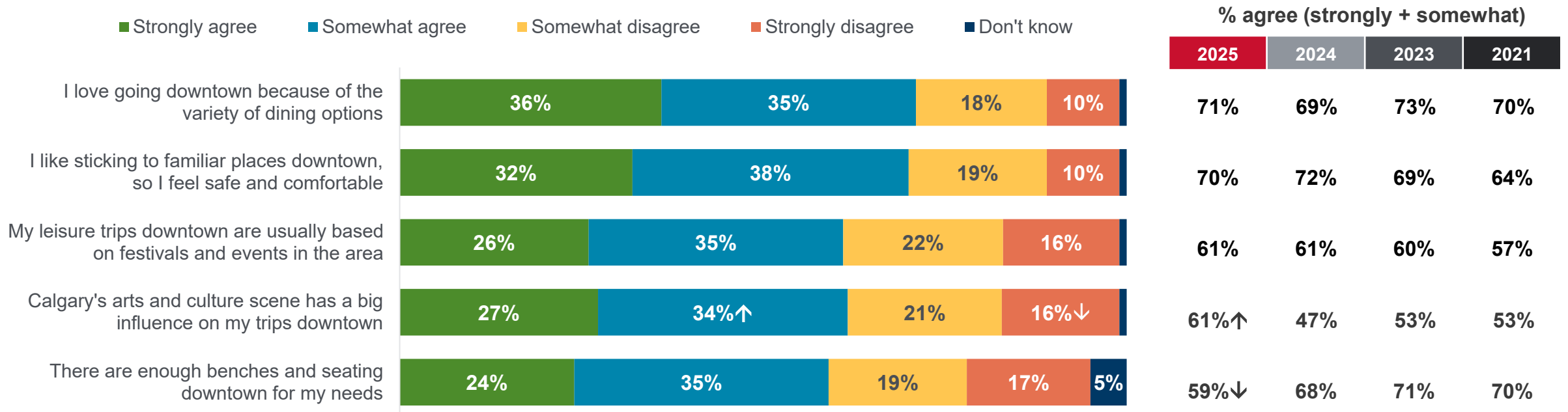
Subgroups most likely to say they will visit **Chinatown** include:

- Younger Calgarians (62% aged 18-34 vs. 47% aged 65+);
- Those who view downtown as a desirable leisure destination (65% vs. 43% who do not view downtown as a desirable destination);
- Those who live downtown (72% vs. 57% who do not live downtown); and
- Those who would consider living downtown (69% vs. 50% who would not consider living downtown).



Perceptions of downtown as a leisure destination

When assessing statements about downtown Calgary, seven-in-ten (71%) respondents agree that they love going downtown for the variety of dining options and that they like sticking to familiar places downtown to feel safe and comfortable (70%). Three-fifths (61%) of respondents indicate their leisure trips are usually based on festivals and events in the area and that Calgary’s arts and culture scene influences their trips downtown (61%). From 2024 to 2025, the proportion of respondents agreeing that the arts and culture scene has a big influence on their trips downtown has increased (61%, up from 47% in 2024), while the proportion of respondents agreeing that there is enough seating downtown for their needs has decreased (59%, down from 68% in 2024).



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

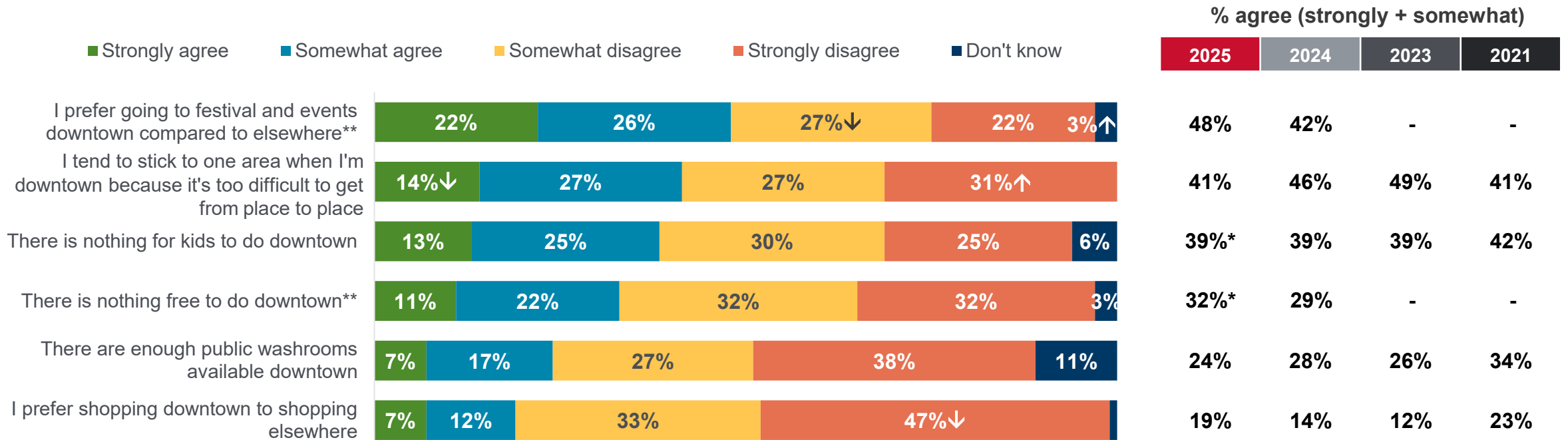
Base: Respondents who do not live downtown and will visit downtown (bases vary)

Data labels <3% not shown
[↑]Statistically higher than 2024
[↓]Statistically lower than 2024



Perceptions of downtown as a leisure destination (continued)

Nearly one-half (48%) of respondents agree they prefer going to festivals and events downtown compared to elsewhere. Four-in-ten (41%) respondents agree they tend to stick to one area when they go downtown because it's too difficult to get from place to place and a similar proportion say there is nothing for kids to do downtown (39%). A minority of respondents agree that there is nothing free to do downtown (32%) and that there are enough public washrooms available downtown (24%). A slim minority (19%) agree they prefer shopping in downtown Calgary to elsewhere.



*Rounding

Data labels <3% not shown

↑Statistically higher than 2024
↓Statistically lower than 2024

Q. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, strongly disagree, or if it's not applicable.
Base: Respondents who do not live downtown and will visit downtown (bases vary)

**New questions added in 2024

Perceptions of downtown as a leisure destination: Subgroup differences

Calgarians **living in the northeast** quadrant of Calgary are more likely to agree than Calgarians in other quadrants that:

- Their leisure trips downtown are based on festivals and events in the area (70% vs. 54% southwest, and 53% southeast);
- They prefer going to festival and events downtown compared to elsewhere (60% vs. 43% southeast)
- They tend to stick to one area when downtown because it's too difficult to get from place to place (56% vs. 30% southwest and 38% southeast); and
- They prefer shopping downtown to shopping elsewhere (32% vs. 13% northwest).

Calgarians **aged 65+** are more likely to agree that Calgary's arts and culture scene has a big influence on their trips downtown (70% vs. 57% aged 35-64), and less likely to agree that:

- They love going downtown because of the variety of dining options (47% vs. 76% aged 18-34 and 74% aged 35-64);
- They prefer going to festival and events downtown compared to elsewhere (29% vs. 51% aged 18-34 and 52% aged 35-64); and
- They prefer shopping downtown to shopping elsewhere (12% vs. 25% aged 35-64).

Males are more likely than females to agree that:

- They prefer going to festival and events downtown compared to elsewhere (56% vs. 40%);
- There is nothing for kids to do downtown (46% vs. 32%); and
- There is nothing free to do downtown (41% vs. 23%).

Females are more likely to agree that Calgary's arts and culture scene has a big influence on their trips downtown (67% vs. 55% males).

Calgarians with **household incomes of less than \$90K** are more likely than higher earning households to agree that:

- They tend to stick to one area when downtown because it's too difficult to get from place to place (47% vs. 32% \$150K+)
- There is nothing free to do downtown (45% vs. 24% \$150K+)
- There are enough public washrooms available downtown (37% vs. 17% \$150K+).

Perceptions of downtown as a leisure destination: Subgroup differences (continued)

Calgarians with **household incomes of \$150K or more** are more likely than lower earning households to agree that:

- They love going to downtown because of the variety of dining options (80% vs. 64% <\$90K, and 68% \$90K to <\$150K); and
- There are enough benches and sitting down for their needs (66% vs. 51% \$90K to <\$150K).

Racialized Calgarians are less likely to agree than non-Racialized Calgarians that there are enough benches and seating downtown for their needs (48% vs. 63% non-Racialized).

Those **born outside of Canada** are more likely than those born in Canada to agree that:

- They prefer going to festival and events downtown compared to elsewhere (59% vs. 42%);
- There is nothing free to do downtown (42% vs. 28%); and
- They prefer shopping downtown to shopping elsewhere (27% vs. 16%).

Calgarians who live in **single person households** are less likely than those with larger households to agree that:

- They love going downtown because of the variety of dining options (60% vs. 74% three-to-four-person households); and
- They prefer going to festival and events downtown compared to elsewhere (36% vs. 57% two-person household).

Those **with seniors in their household** are less likely than those without seniors in their household to agree that:

- They love going downtown because of the variety of dining options (62% vs. 73%); and
- They prefer going to festivals and events downtown compared to elsewhere (39% vs. 51%).

Those who expect **to go to work or school downtown** are more likely to agree that:

- They love going downtown because of the variety of dining options (79% vs. 67%);
- They prefer going to festival and events downtown compared to elsewhere (60% vs. 43%); and
- They prefer shopping downtown to shopping elsewhere (27% vs. 16%).

Perceptions of downtown as a leisure destination: Subgroup differences (continued)

Those who **do not expect to go to work or school downtown** are more likely to agree than those who do not expect to go to work or school downtown that they tend to stick to one area when they are downtown because it's too difficult to get from place to place (44% vs. 33%).

Those who expect to **visit downtown for leisure once a week or more** are more likely to agree that:

- They love going to downtown because of the variety of dining options (88% vs. 67% expect to visit sometime but less than once a week);
- They prefer going to festivals and events downtown compared to elsewhere (65% vs. 44% expect to visit sometime but less than once a week); and
- They prefer shopping downtown to shopping elsewhere (32% vs. 16% expect to visit sometime but less than once a week).

Those who expect to **visit downtown for leisure less than once a week** are more likely to agree that:

- They tend to stick to one area when downtown because it's too difficult to get from place to place (44% vs. 23% expect to visit more than once a week); and
- There is nothing for kids to do downtown (43% vs. 20% expect to visit more than once a week).

Those who view **Calgary's downtown as desirable** are more likely than those who view it as undesirable to agree that

- They love going downtown because of the variety of dining options (85% vs. 44%);
- Calgary's arts and culture scene has a big influence on their trips downtown (70% vs. 46%);
- They prefer going to festival and events downtown compared to elsewhere (59% vs. 28%); and
- They prefer going shopping downtown to shopping elsewhere (25% vs. 10%).

Those who view **Calgary's downtown as undesirable** are more likely to agree compared to those who view it as desirable that:

- There is nothing for kids to do downtown (55% vs. 30%); and
- There is nothing free to do downtown (42% vs. 27%).

Those **who do not live downtown** are more likely than those who live downtown to agree that:

- They like sticking to familiar places downtown to feel safe and comfortable (69% vs. 55%); and
- They tend to stick to one area when downtown because it's too difficult to get from place to place (41% vs. 23%).

Perceptions of downtown as a leisure destination: Subgroup differences (continued)

Those **who live downtown** are more likely than those who do not live downtown to agree that:

- They prefer going to festival and events downtown compared to elsewhere (86% vs. 47%); and
- They prefer shopping downtown to shopping elsewhere (56% vs. 18%).

Those who **drive to downtown** are more likely than those who use other methods of transportation to agree that they stick to one area when they are downtown because it is too difficult to get from place to place (46% vs. 30%, respectively).

Those who see **would not consider living downtown** are more likely to agree than those who would consider living downtown that they tend to stick to one area when downtown because it's too difficult to get from place to place (46% vs. 33%, respectively) and less likely than those who would consider living downtown to agree that:

- They love going downtown because of the variety of dining options (64% vs. 82% would consider living downtown);
- They prefer going to festival and events downtown compared to elsewhere (43% vs. 55 would consider living downtown); and
- They prefer going shopping downtown to shopping elsewhere (12% vs. 31% would consider living downtown).

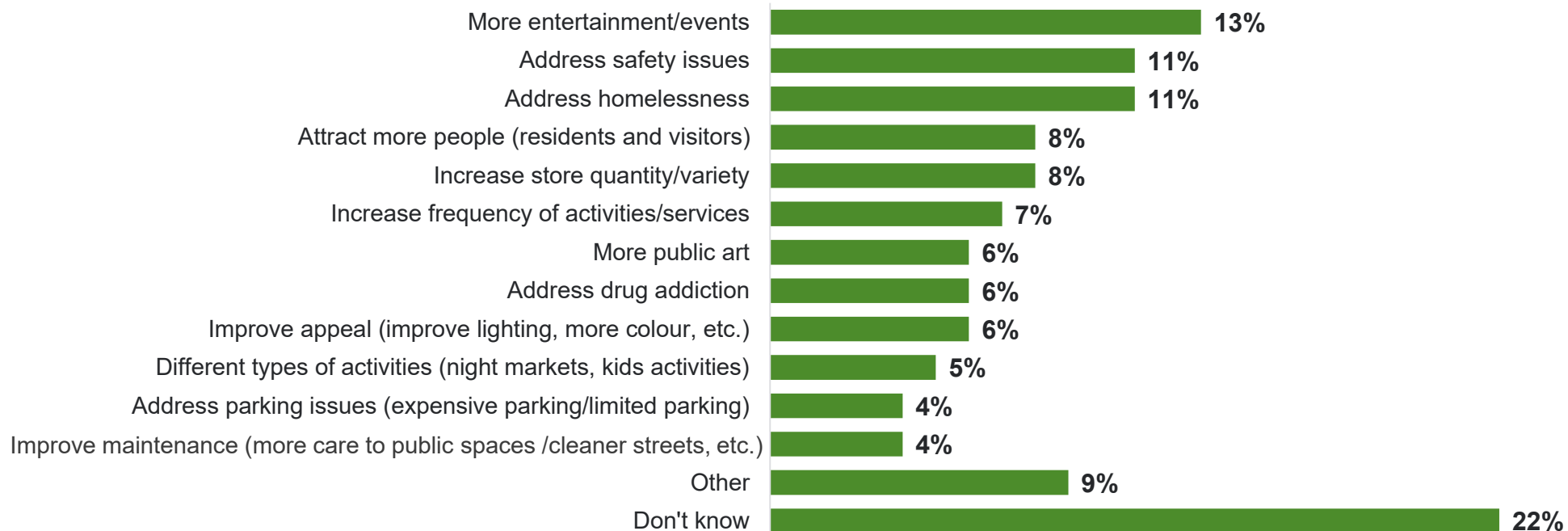


Perceptions of downtown



Increasing downtown's vibrancy

When asked what would make downtown feel more vibrant, respondents most often indicate more entertainment and events (13%), followed by the need to address safety issues (11%) and homelessness (11%). Nearly one-in-ten (8%) say attracting more residents and visitors and improving store variety and quantity (8%) would make downtown feel more vibrant to them. A small minority of respondents mention increasing the frequency of activities and services (7%), having more public art (6%), addressing drug addiction (6%), improving the appeal (6%) and having different types of activities (5%) would improve downtown's vibrancy.



*New question asked in 2025

Open-ended question

Multiple responses allowed

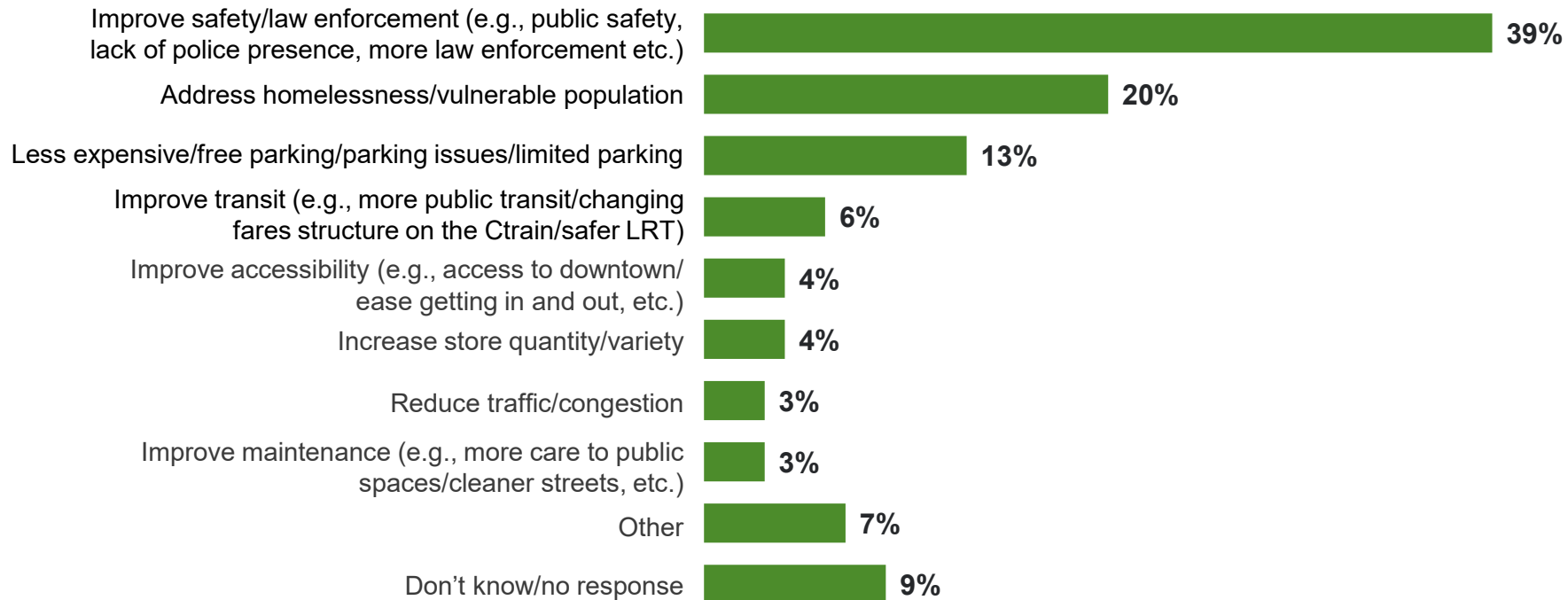
Mentions of <4% are not shown

Q. What would make downtown feel more vibrant to you?
 Base: Respondents who do not live downtown (n=500)



Suggestions for improving downtown

To improve downtown, respondents most often indicate that The City should improve safety and law enforcement (39%) and address homelessness/vulnerable population (20%). More than one-in-ten (13%) indicate that parking should be improved (13%). Fewer than one-in-ten (6%) say that The City should improve transit. Very few respondents mention improving accessibility (4%), increasing store quantity and variety (4%), reducing traffic/congestion (3%) and improving maintenance (3%).



*New question asked in 2025

Open-ended question

Multiple responses allowed

Mentions of <3% are not shown

Q. If The City could improve one thing about downtown, what should it be?*

Base: Respondents who do not live downtown (n=500)

Suggestions for improving downtown: Subgroup differences

Subgroups most likely to mention **improving safety and law enforcement** as a suggested improvement include:

- Those born in Canada (42% vs. 31% born outside of Canada); and
- Those who do not view downtown Calgary as a desirable leisure destination (44% vs. 35% who view downtown as a desirable destination).

Subgroups all agree at similar levels for **addressing homelessness**.

Subgroups most likely to mention **improving parking** as a suggested improvement include:

- Those who live in the northeast (22% vs. 9% southwest and 10% northwest);
- Those born outside of Canada (18% vs. 10% born in Canada);
- Those who do not expect to go to work or attend school downtown (15% vs. 8% who expect to work or attend school downtown);
- Those who plan to visit downtown for leisure sometime, but less than once a week (15% vs. 4% who plan to visit once a week or more); and
- Those who live outside of downtown (13% vs. 6% who live downtown).

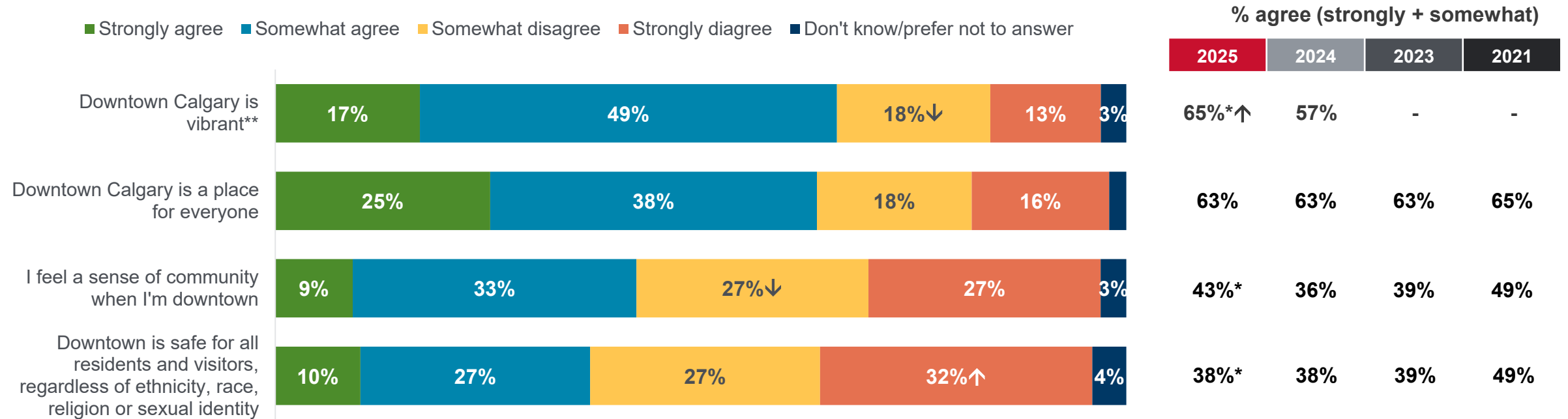
Subgroups most likely to mention **improving transit** as a suggested improvement include:

- Males (9% vs. 4% females); and
- Those who plan to visit downtown for leisure sometime, but less than once a week (7% vs. 2% who do not plan to visit).



Sense of place in downtown Calgary

Two-thirds (65%) of respondents agree that downtown Calgary is vibrant, a significant increase from 2024 (57%). More than three-fifths (63%) of respondents agree that downtown Calgary is a place for everyone. Fewer than half (43%) of respondents agree they feel a sense of community when they are downtown, while only two-fifths (38%) agree that downtown is safe for all residents and visitors regardless of ethnicity, race, religion or sexual identity.



Data labels <3% not shown

*Rounding

**New question in 2024

↑Statistically higher than 2024
↓Statistically lower than 2024

Q. And to what extent do you agree or disagree with the following statements about Calgary's downtown?
Base: Respondents who do not live downtown and plan to visit downtown for leisure in upcoming year (bases vary)

Sense of place in downtown Calgary: Subgroup differences

Subgroups most likely to agree that downtown Calgary is **vibrant** include:

- Younger Calgarians (74% aged 18-34 vs. 56% aged 65+);
- Newer Calgarians (84% less than 10 years in Calgary vs. 61% 10 to less than 20 years in Calgary, and 63% 20 years or more in Calgary);
- Households with five people or more (78% vs. 56% one-person households);
- Those who plan to visit downtown sometime for leisure (67% who plan to visit weekly or more and 68% who plan to visit sometime but less than once weekly vs. 45% who do not plan to visit);
- Those who view downtown Calgary as a desirable leisure destination (80% vs. 45% who do not view downtown as a desirable destination); and
- Those who would consider living downtown (76% vs. 60% who would not consider living downtown).

Subgroups most likely to agree that downtown Calgary is **a place for everyone** include:

- Those who live in the northwest (70% vs. 57% southwest);
- Racialized Calgarians (73% vs. 60% non-Racialized Calgarians);
- Those born outside of Canada (75% vs. 58% born in Canada);
- Newer Calgarians (76% less than 10 years in Calgary vs. 59% 20 years or more in Calgary);
- Those who plan to visit downtown sometime for leisure (75% who plan to visit weekly or more and 64% who plan to visit sometime but less than once weekly vs. 44% who do not plan to visit);
- Those who view downtown Calgary as a desirable leisure destination (79% vs. 41% who do not view downtown as a desirable destination); and
- Those who would consider living downtown (76% vs. 57% who would not consider living downtown).

Subgroups most likely to agree they **feel a sense of community** when downtown include:

- Those who live in the northeast and northwest (55% and 50% respectively vs. 33% southwest);
- Younger Calgarians (50% aged 18-34 vs. 35% aged 65+);
- Those born outside of Canada (52% vs. 39% born in Canada);
- Those with a disability in the household (57% vs. 40% without a disability in the household);

Sense of place in downtown Calgary: Subgroup differences (continued)

Subgroups most likely to agree they **feel a sense of community** when downtown include **(continued)**:

- Households with five or more people (58% vs. 38% single-person households);
- Those who plan to visit downtown for leisure weekly or more often (63% vs. 40% who expect to visit sometime but less than once a week);
- Those who view downtown Calgary as a desirable leisure destination (59% vs. 14% who do not view downtown as a desirable destination);
- Those who live downtown (63% vs. 42% who do not live downtown); and
- Those who would consider living downtown (53% vs. 37% who would not consider living downtown).

Subgroups most likely to agree that **downtown is safe for all residents and visitors** include:

- Those who live in the northwest (43% vs. 30% southwest);
- Those aged 35-64 (41% vs. 29% aged 65+);
- Males (46% vs. 29% females);
- Household incomes less than \$90K (46% vs. 33% \$150K+);
- Those born outside of Canada (48% vs. 33% born in Canada); and
- Those who view downtown Calgary as a desirable leisure destination (46% vs. 25% who do not view downtown as a desirable destination).

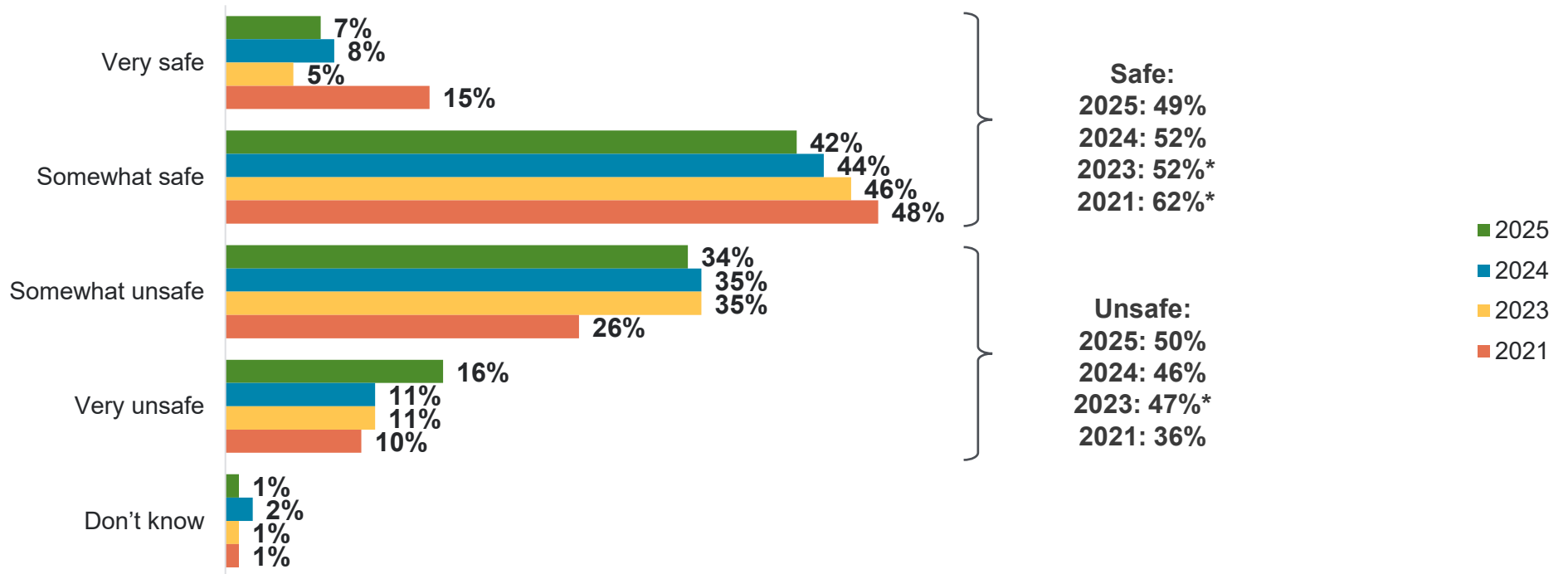


Perceptions and influence of safety



Perception of overall safety downtown

Perceptions of overall safety in downtown Calgary are divided, with one-half of respondents (49%) rating downtown as safe (including 7% who say it is 'very safe' and 42% describing it as 'somewhat safe'). The other one-half (50%) of respondents think that downtown Calgary is unsafe overall, with one-third (34%) saying it is 'somewhat unsafe' and fewer than one-fifth (16%) saying it is 'very unsafe'. Ratings of safety in 2025 are consistent with 2024 ratings.



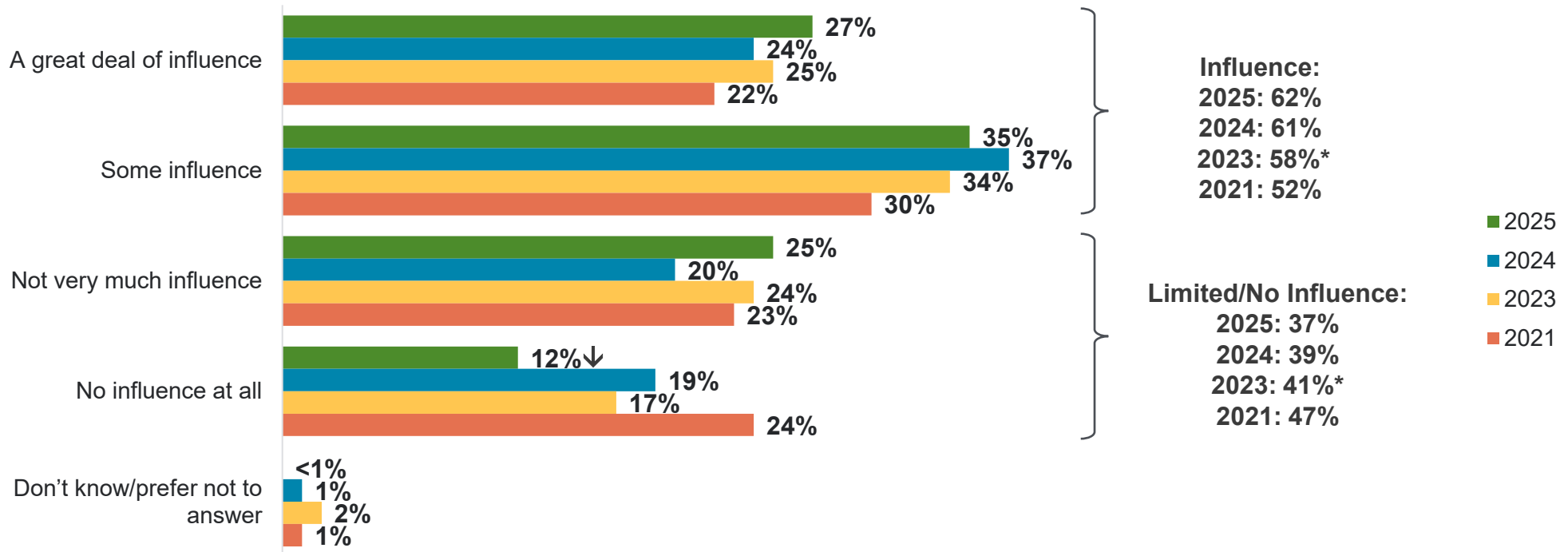
Q. How safe or unsafe do you think Calgary's downtown is overall?
 Base: Respondents who do not live downtown (2025; n=500, 2024; n=500, 2023; n=500, 2021; n=502)

*Rounding



Influence of safety on downtown leisure visits

Consistent with 2024, six-in-ten (62%) respondents in 2025 indicate that safety concerns have an influence on their decision to visit downtown Calgary for leisure purposes, with one-quarter (27%) saying these concerns have a ‘great deal of influence’. Fewer than two-fifths (37%) of respondents indicate that safety concerns have limited or no influence on their decisions to visit downtown Calgary, with a significant decline in the proportion of respondents saying that safety concerns have ‘no influence at all’ (12%, down from 19% in 2024).



*Rounding

↑ Statistically higher than 2024
 ↓ Statistically lower than 2024

Q. How much of an influence do safety concerns have on your decision to visit downtown for leisure?
 Base: Respondents who do not live downtown (2025; n=500, 2024; n=500, 2023; n=500, 2021; n=502)

Perceptions and influence of safety downtown: Subgroup differences

Subgroups more likely to rate downtown Calgary as **unsafe** include:

- Those who live in the southwest (57% vs. 42% northwest);
- Females (56% vs. 43% males);
- Those who have lived in Calgary for 20 years or more (55% vs. 41% 10 years to less than 20 years in Calgary and 40% less than 10 years in Calgary);
- Household incomes of \$150K or greater (56% vs. 40% <\$90K);
- Those born in Canada (54% vs. 40% born outside of Canada);
- Those who do not plan to visit downtown for leisure (67% vs. 48% who plan to visit sometime but less than once a week and 43% who plan to visit once a week or more); and
- Those who do not view downtown as a desirable leisure destination (68% vs. 36% who view downtown as a desirable destination).

Subgroups more likely to say **safety concerns** have a great deal or some **influence on their decision** to visit downtown for leisure include:

- Females (71% vs. 54% males);
- Racialized Calgarians (77% vs. 56% non-Racialized Calgarians);
- Three to four-person households (68% vs. 55% two-person households and 55% single-person households);
- Those with children in their household (73% vs. 56% without children in their household); and
- Those who do not view downtown as a desirable leisure destination (70% vs. 56% who view downtown as a desirable destination).



Barriers and access



Barriers to visiting downtown

Security concerns (13%) and a lack of amenities (11%) are the top mentioned barriers to visiting downtown. General parking issues (9%) and specific parking issues such as a lack of affordable parking (7%), a lack of available parking (7%) and a lack of free parking (5%), are mentioned by respondents. Since 2024, some parking mentions have seen a decline in mentions, including general parking (down from 16%) and affordable parking (down from 11%). Further, 6% (down from 9% in 2024) of respondents mention lack of transit access as barrier to visiting downtown. The only measure that has seen an increase in mentions in 2025 is entertainment, which has risen from 1% in 2024 to 5% in 2025.



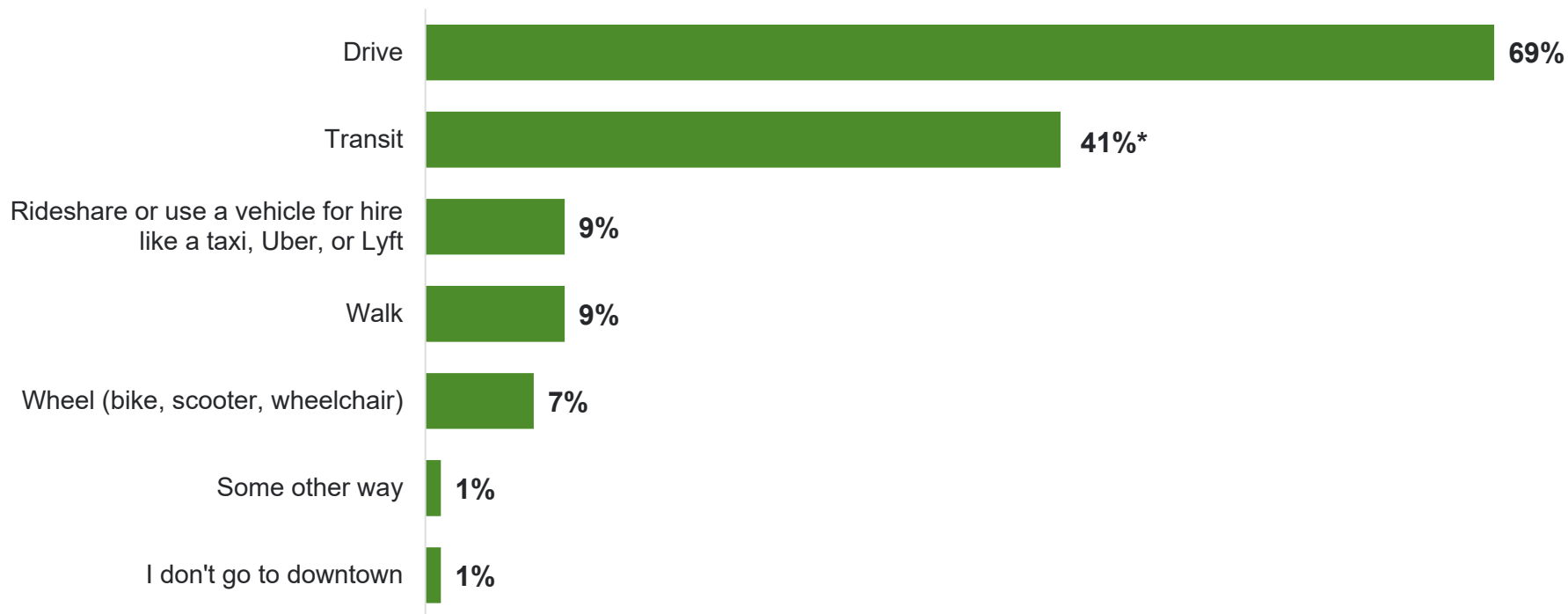
Multiple responses allowed
 Open-ended question
 Mentions of <3% are not shown
 ↑Statistically higher than 2024
 ↓Statistically lower than 2024

Q. What, if any, features or amenities are missing from downtown that prevent you from planning to visit more often or staying longer?
 Base: Respondents who do not live downtown (2025; n=500, 2024; n=500, 2023; n=500, 2021; n=502)



Means of getting to downtown Calgary

When asked how they usually get to downtown Calgary, seven-in-ten (69%) respondents say they drive, while four-in-ten use transit (41%). One-in-ten (9%) reported using rideshare or taxis or walking (9%). Fewer than one-in-ten (7%) say they wheel (7%) to get downtown.



Q. How do you usually get to downtown Calgary?*

Base: Respondents who do not live downtown (n=500)

*New question asked in 2025

Means of getting to downtown Calgary: Subgroup differences

Subgroups most likely to **drive** to downtown include:

- Those aged 35-64 years (74% vs. 58% aged 65+);
- Household incomes greater than \$90K (82% \$150K+ and 71% \$90K to <\$150K vs. 50% <\$90K);
- Households with more than three people (77% households with five or more people and 75% three to four-person households vs. 60% single-person households); and
- Those with children in the household (82% vs. 63% without children in the household).

Subgroups most likely to **use transit** to downtown include:

- Those who live in the northeast (53% vs. 32% southeast);
- Household incomes less than \$90K (59% vs. 35% \$90K to <\$150K, and 32% \$150K+); and
- Those born outside of Canada (48% vs. 37% born in Canada).

Subgroups most likely to **use rideshare or use a vehicle for hire like taxi, Uber or Lyft** to downtown include:

- Single-person households (17% vs. 8% two-person households, and 5% three to four-person households);
- Those who plan to visit downtown Calgary for leisure (11% who plan to visit once a week or more and 10% who plan to visit sometimes but less than once a week vs. 1% who do not plan to visit); and
- Those who view downtown as a desirable leisure destination (13% vs. 3% who do not view downtown Calgary as a desirable destination).

Subgroups most likely to **walk** to downtown include:

- Those who live in the southwest (15% vs. 4% northwest);
- Non-Racialized Calgarians (11% vs. 5% Racialized Calgarians);
- Those born in Canada (13% vs. 2% born outside of Canada);
- Single and two-person households (15% single-person household and 14% two-person household vs. 5% three to four-person household and 3% five-person or more household);

Means of getting to downtown Calgary: Subgroup differences (continued)

Subgroups most likely to walk to downtown include (**continued**):

- Those without children in the household (13% vs. 3% with children in the household);
- Those who expect to work or attend school downtown (15% vs. 7% who do not expect to work or attend school downtown);
- Those who plan to visit downtown Calgary for leisure (30% who plan to visit once a week or more and 7% who plan to visit sometime but less than once a week vs. 1% who do not plan to visit); and
- Those who view downtown as a desirable leisure destination (13% vs. 5% who do not view downtown Calgary as a desirable destination); and
- Those who would consider living downtown (15% vs. 6% who would not consider living downtown).

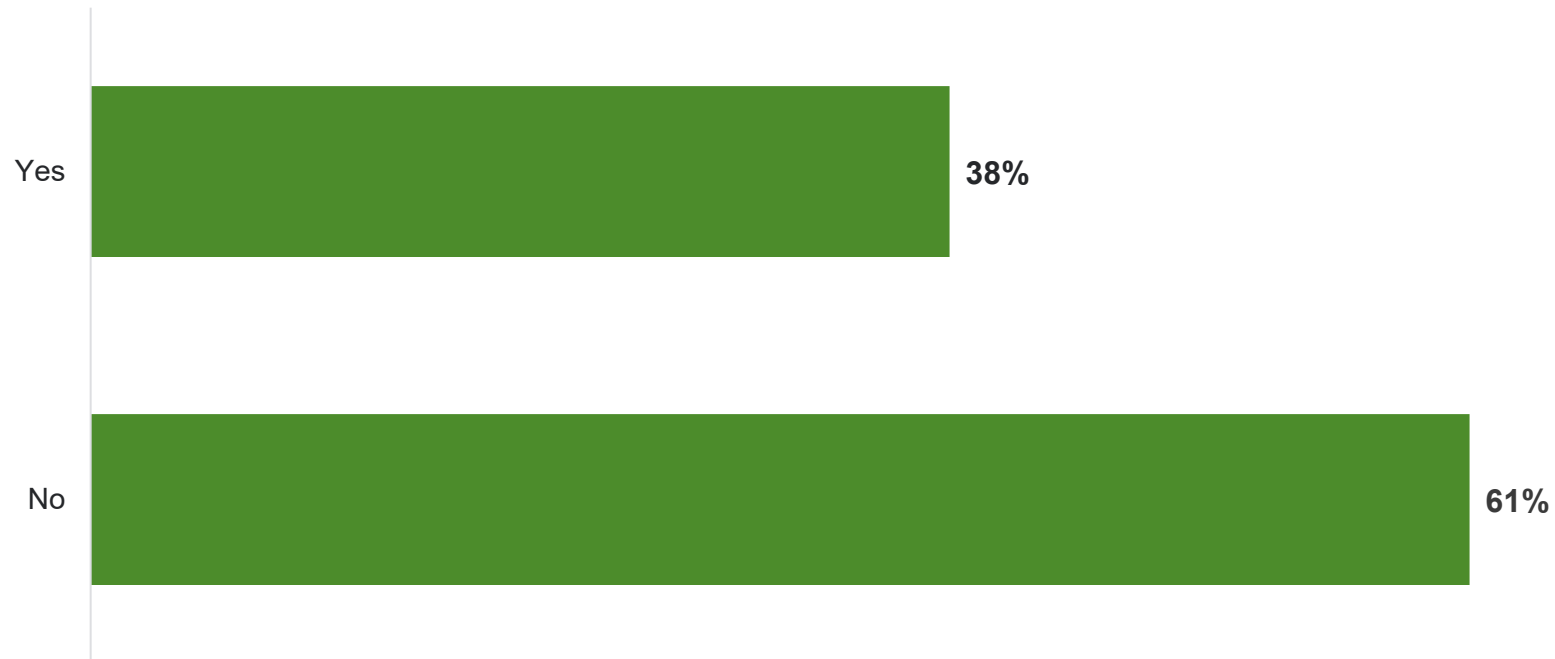
Subgroups most likely to wheel (bike, scooter, wheelchair) to downtown include:

- Those who live in the northwest (9% vs. 3% northeast);
- Household incomes of \$150K or more (10% vs. 3% <\$90K);
- Non-Racialized Calgarians (8% vs. 2% Racialized Calgarians);
- Those born in Canada (9% vs. 3% born outside of Canada); and
- Those who view downtown as a desirable leisure destination (10% vs. 3% who do not view downtown Calgary as a desirable destination).



Driving downtown for leisure purposes

In 2025, nearly two-fifths (38%) of respondents indicate they drive downtown for leisure purposes. In 2025, this question was asked of respondents who plan to visit downtown for leisure and those who do not typically drive to get downtown, whereas in 2024 respondents included those who plan to visit downtown. Tracking is no longer possible.



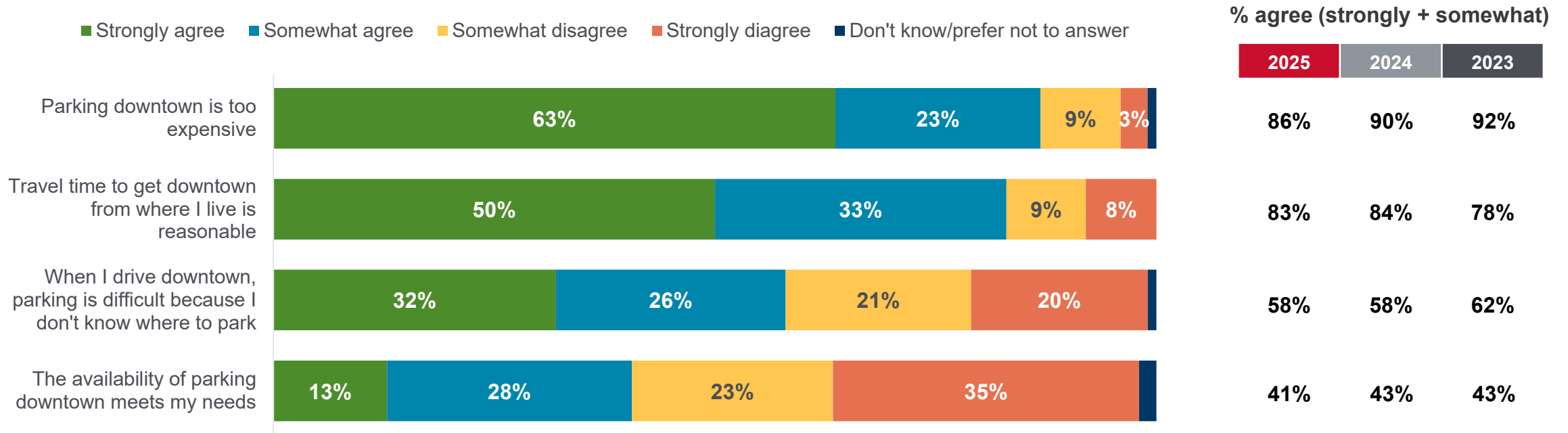
Q. In a typical year, do you ever drive downtown for leisure purposes?

Base: Respondents who do not live downtown, plan to visit for leisure and do not typically drive (2025; n=205, 2024; n=500)



Downtown accessibility and parking

The vast majority (86%) of respondents agree that parking downtown is too expensive. More than four-fifths (83%) of respondents agree that the travel time to get downtown from where they live is reasonable. Nearly three-fifths (58%) of respondents find parking downtown difficult because they don't know where to park. A sizable minority (41%) of respondents agree that the availability of parking downtown meets their needs.



Q. For each of the following statements please tell me the extent to which you agree or disagree.
 Base: Respondents who do not live downtown and drive to get downtown (2025; n=410, 2024; n=283, 2023; n=289)

Data labels <3% not shown

Downtown accessibility and parking: Subgroup differences

Subgroups most likely to agree that **parking downtown is too expensive** include:

- Single-person households (92% vs. 79% two-person households);
- Households with five people or more (96% vs. 79% two-person households, and 84% three to four-person households); and
- Those who live outside of downtown (86% vs. 65% who live downtown).

Subgroups most likely to agree that **travel time to get downtown** from where they live is **reasonable** include:

- Older Calgarians (93% aged 65+ vs. 77% aged 18-34, and 83% aged 35-64);
- Non-Racialized Calgarians (87% vs. 69% Racialized Calgarians);
- Those born in Canada (87% vs. 76% born outside of Canada);
- Single-person households (89% vs. 71% households with five or more people);
- Those with seniors in their household (92% vs. 80% without seniors);
- Those who plan to visit downtown for leisure once a week or more (94% vs. 82% who plan to visit sometime but less than once a week, and 74% who do not plan to visit);
- Those who view downtown Calgary as a desirable leisure destination (88% vs. 75% who do not view downtown Calgary as a desirable destination); and
- Those who would consider living downtown (92% vs. 78% who would not consider living downtown).

Subgroups most likely to agree **parking downtown is difficult** because they don't know where to park include:

- Those who live in the northeast (80% vs. 40% live in the southwest, 53% northwest, and 64% southeast);
- Household incomes less than \$90K (76% vs. 57% \$90K to <\$150K, and 50% \$150K+);
- Those born outside of Canada (70% vs. 51% born in Canada);
- Newer Calgarians (75% less than 10 years in Calgary vs. 54% 20 years or more in Calgary);
- Households with five or more people (70% vs. 49% two-person households);
- Those who do not expect to work or attend school downtown (62% vs. 47% who expect to work or attend school downtown); and
- Those who live outside of downtown (58% vs. 34% who live downtown).

Downtown accessibility and parking: Subgroup differences (continued)

Subgroups most likely to agree that the **availability of parking downtown meets their needs** include:

- Those who live in the southwest and northwest (49% and 46% respectively vs. 27% northeast);
- Older Calgarians (44% aged 35-64 and 52% aged 65+ vs. 29% aged 18-34);
- Non-Racialized Calgarians (46% vs. 26% Racialized Calgarians);
- Those without a disability in their household (44% vs. 29% disability in the household); and
- Those who view downtown Calgary as a desirable leisure destination (45% vs. 34% who do not view downtown Calgary as a desirable destination).



Respondent profile



Respondent profile

Gender	
Female	50%
Male	49%
Prefer to self-describe	<1%
Prefer not to answer	1%

Education	
Completed high school or less	16%
Completed a Registered Apprenticeship or other trades certificate/diploma	8%
Completed a college or other non-university certificate/diploma	18%
Completed university degree or post-grad degree	56%
Prefer not to answer	<1%

Household size	
1	18%
2	32%
3 to 4	37%
5 or more	12%
Prefer not to answer	1%

Home ownership	
Own	69%
Rent	30%
Other	1%
Prefer not to answer	1%

Born in Canada	
Yes	67%
No	32%
Prefer not to answer	<1%

Racialized	
Yes	27%
No	71%
Prefer to self-describe	1%
Prefer not to answer	1%

Quadrant of residence	
Southwest	27%
Southeast	24%
Northwest	29%
Northeast	20%

Age	
18 to 24	5%
25 to 34	25%
35 to 44	18%
45 to 54	20%
55 to 64	15%
65 or older	18%

Income	
Less than \$90,000	25%
\$90,000 to <\$150,000	27%
\$150,000 or more	39%
Don't know	2%
Prefer not to answer	7%

Children in household	
Yes	32%
No	66%
Prefer not to answer	1%

Seniors in household	
Yes	26%
No	74%

Base: Valid respondents (n=500)

^Multiple responses permitted



Respondent profile (continued)

Indigenous ^	
First Nations	1%
Métis	2%
Inuit	0%
Prefer to self-describe	1%
No	96%
Prefer not to answer	1%

Employment status	
Full-time employment or self employed	65%
Part-time employed or self-employed	9%
Retired	19%
Looking after home and/or family	1%
Unable to work because of sickness or disability	3%
Unemployed	3%
Doing unpaid or voluntary work	1%
Student	1%
Other	<1%
Prefer not to answer	1%

Tenure in Calgary	
Less than ten years	14%
Ten to less than 20 years	23%
20 years or more	63%
Prefer not to answer	<1%

Disability in household ^	
Yes - myself	13%
Yes – someone in my household	11%
No	80%
Prefer not to answer	<1%

Base: Valid respondents (n=500)

^Multiple responses permitted



Appendix: Downtown vs. non-downtown residents



Desirability of downtown for leisure visits

Desirability	Downtown (n=100)	Outside of downtown (n=484)
Overall desirable	86%↑	58%
Very desirable	33%↑	13%
Somewhat desirable	53%	45%
Overall not desirable	13%↓	41%
Not very desirable	7%↓	21%
Not at all desirable	6%↓	20%
Don't know	1%	<1%
Prefer not to answer	<1%	0%

Q. Overall, how desirable is Calgary's downtown as a destination for your leisure time?
 Base: Valid respondents

↑ / ↓ Statistically higher/lower than non-downtown residents



Top-of-mind downtown leisure associations

	Downtown (n=100)	Outside of downtown (n=484)
Eating out (e.g., restaurants, cafes)	28%	20%
Parks, gardens and plazas	20%	16%
River/Riverfront/river walkway	19%	13%
Entertainment/events	10%	12%
Address cleanliness, social and safety issues	13%	10%
Stephen Avenue/8 th Avenue	10%	8%
Arts and culture	9%	7%
Outdoor activities/exercise	9%	5%
Shopping	8%	6%
Bars/night clubs/pubs	6%	5%
Unappealing (e.g., empty, dirty, not lively)	6%	2%
Other	19%	11%
Don't know	5%	7%

Q. Keeping in mind that Calgary's Greater Downtown includes the downtown core, the Beltline, East Village, Chinatown, Eau Claire and Downtown West, what images come to mind when you think of a leisure visit to downtown Calgary?
 Base: Valid respondents

- Open-ended question
- Multiple responses allowed
- Mentions of <6% are not shown



Reasons for frequenting downtown

Agree (strongly + somewhat)	Downtown (n=100)	Outside of downtown (n=484)
To be entertained/have fun	90%	84%
To enjoy the arts and culture scene	84%	82%
To see or do something new or different	81%	76%
To spend time with friends and family	89%↑	68%
To learn something	74%↑	58%
To experience the excitement of a bustling, cosmopolitan atmosphere	67%↑	52%
To be active	77%↑	51%
To get away from your daily routine	64%↑	50%
To meet new people	77%↑	40%
To relax and recharge	66%↑	37%

Q. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that [the following are reasons you would choose to go downtown in the coming year / downtown is a good place...]

Base: Valid respondents

↑ / ↓ Statistically higher/lower than non-downtown residents



Likelihood of participating in various activities

Likely (very + somewhat)	Downtown (n=100)	Outside of downtown (n=418)
Dine in restaurants	97%↑	89%
Attend live theatre or concerts	87%	83%
Attend a festival or events, not including sporting events	89%	82%
Visit a plaza or park	85%↑	74%
Visit museums or art galleries	83%↑	71%
Go shopping	89%↑	67%
Visit a library	84%↑	63%
Attend a sporting event as a spectator	51%	58%
Go sightseeing	65%↑	51%
Engage in indoor or outdoor fitness activities	71%↑	37%
Go to nightclubs or bars	64%↑	35%
Go to a movie	52%↑	29%
Go to a spa	40%↑	24%
Visit a casino	12%	15%

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

↑ / ↓ Statistically higher/lower than non-downtown residents



Likelihood of visiting specific locations

Likely (very + somewhat)	Downtown (n=100)	Outside of downtown (n=418)
Prince's Island Park	89%	84%
Stephen Avenue	88%↑	77%
East Village, including the River Walk and St. George's Island	86%↑	76%
Chinatown	72%↑	57%

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

Base: Respondents who will visit or live downtown

↑ / ↓ Statistically higher/lower than non-downtown residents



Perceptions of downtown as a leisure destination

Agree (strongly + somewhat)	Downtown (n=80-98)	Outside of downtown (n=316-410)
I like sticking to familiar places downtown, so I feel safe and comfortable	55%↓	69%
There are enough benches and seating downtown for my needs	56%	60%
I prefer going to festival and events downtown compared to elsewhere	86%↑	47%
I tend to stick to one area when I'm downtown because it's too difficult to get from place to place	23%↓	41%
There is nothing for kids to do downtown	46%	40%
There is nothing free to do downtown	31%	31%
There are enough public washrooms available downtown	19%	24%
I prefer shopping downtown to shopping elsewhere	56%↑	18%

Q. Please tell me if you strongly agree, somewhat agree, somewhat disagree, strongly disagree, or if it's not applicable.
 Base: Respondents who will visit or live downtown, excluding N/A

↑ / ↓ Statistically higher/lower than non-downtown residents



Increasing downtown's vibrancy

Suggestions for vibrancy	Downtown (n=100)	Outside of downtown (n=484)
More entertainment/events (e.g., festivals, concerts, markets, cultural events, parades, etc.)	28%↑	13%
Different types of activities (e.g., night markets, kid's activities)	17%↑	5%
Address homelessness/vagrancy	16%	11%
Address safety issues (e.g., more security, police presence, etc.)	15%	12%
More frequent activities (e.g., more activities every weekend/ extended hours/services at night.)	15%↑	7%
Attract more people (residents and visitors) (e.g., more people on the street/ more people/more residents downtown, etc.)	12%	8%
Address drug addiction	11%	6%
More public art (e.g., more art and local artists' work/ more art installations/murals, etc.)	9%	7%
More appealing (e.g., improve lighting, more colour, more vibrancy, etc.)	9%	7%
Increase store quantity/variety	9%	7%
More/improved bike lanes	8%↑	1%
More facilities (e.g., A proper leisure centre with a nice swimming pool/ expanding on the mall/more public facilities, etc.)	7%	2%

Q. What would make downtown feel more vibrant to you?
 Base: Respondents who will visit or live downtown

Open-ended question
 Mentions of <7% are not shown

Multiple responses allowed
 ↑ / ↓ Statistically higher/lower than non-downtown residents



Downtown accessibility and parking

Agree (strongly + somewhat)	Downtown (n=100)	Outside of downtown (n=402)
Parking downtown is too expensive	65%↓	86%
Travel time to get downtown from where I live is reasonable	-	82%
When I drive downtown, parking is difficult because I don't know where to park	34%↓	58%
The availability of parking downtown meets my needs	52%	41%

Q. For each of the following statements please tell me the extent to which you agree or disagree.
 Base: Respondents who live downtown or those who drive downtown

↑ / ↓ Statistically higher/lower than non-downtown residents



Sense of place in Calgary's downtown

Agree (strongly + somewhat)	Downtown (n=100)	Outside of downtown (n=425)
Downtown Calgary is vibrant	64%	65%
Downtown Calgary is a place for everyone	71%	62%
I feel a sense of community when I'm downtown	63%↑	42%
Downtown is safe for all residents and visitors, regardless of ethnicity, race, religion or sexual identity	43%	37%

Q. And to what extent do you agree or disagree with the following statements about Calgary's downtown?
 Base: Will visit downtown for leisure work or school or lives downtown

↑ / ↓ Statistically higher/lower than non-downtown residents



Perceptions and influence of safety downtown

Perceptions of safety	Downtown (n=100)	Outside of downtown (n=484)
Overall safe	60%	49%
Very safe	16%	7%
Somewhat safe	44%	42%
Overall unsafe	40%	50%*
Somewhat unsafe	30%	34%
Very unsafe	10%	15%
Don't know	0%	1%
Influence of safety on decisions to visit	Downtown (n=100)	Outside of downtown (n=484)
Overall influence	60%*	62%
A great deal of influence	23%	27%
Some influence	36%	35%
Overall little/no influence	40%	38%
Not very much influence	25%	25%
No influence at all	15%	13%
Don't know	0%	<1%

Q. How safe or unsafe do you think Calgary's downtown is overall?/How much of an influence do safety concerns have on your decision to visit downtown for leisure?

Base: Respondents who will visit or live downtown

*Rounding



Suggested improvements for downtown

Suggested improvements	Downtown (n=100)	Outside of downtown (n=484)
Improve safety/law enforcement	36%	39%
Address homelessness/vulnerable population	24%	20%
Improve transit (e.g., more public transit/changing fares structure on the CTrain/safer LRT)	13%	7%
Less expensive/free parking/parking issues/limited parking	6%↓	13%
Improve maintenance (e.g., more care and attention to public spaces/cleaner streets)	6%	3%
Better walkability/pedestrian friendly	6%	2%
More entertainment/events	5%	2%
More public art	5%	1%
More facilities	4%	1%
Increase store quantity/variety	3%	4%
More green spaces	3%	1%
Other	16%↑	7%
Don't know	3%↓	10%

Q. If The City could improve one thing about downtown, what should it be?
 Base: Valid respondents

Mentions of <3% are not shown

Open-ended question

Multiple responses allowed

↑ / ↓ Statistically higher/lower than non-downtown residents



Contact

The Corporate Research Team
311 & Insights
The City of Calgary
Research@Calgary.ca