

Calgary



2015 Research on Calgary's Economy

Report

Prepared for The City of Calgary by:



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- ◆ Telephone survey conducted with a randomly selected sample of 501 Calgarians aged 18 years and older between November 2nd and 5th, 2015.
 - ❖ Both landline (80%) and cell phone (20%) sample were used.
 - ❖ The average interview length was 18 minutes.
- ◆ Final data were weighted to ensure the overall sample's quadrant, ward and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2011 Federal Census data.
- ◆ The margin of error (MOE) for the total sample of 501 is ± 4.4 percentage points, 19 times out of 20.
 - ❖ The margin of error by quadrant is as follows:
 - Southwest: $n=150$ (MOE ± 8.0)
 - Southeast: $n=105$ (MOE ± 9.6)
 - Northwest: $n=147$ (MOE ± 8.1)
 - Northeast: $n=99$ (MOE ± 9.9)



Summary of Key Findings



Summary of Key Findings

Views of the economic situation in Calgary are poor, and it is not expected to improve

61% of Calgarians describe the current economic situation in Calgary as **bad** – comparatively worse than Canada (54% bad) but better than Alberta (68% bad)

37% expect the economy in Calgary to be **weaker** six months from now – though 19% say it will be **stronger** and 42% say it will be about the **same**

While the majority of Calgarians rate their personal financial situation as strong, most households have been impacted by the economic downturn

62% of Calgarians rate their current financial situation as **strong**

23% expect their personal financial situation to be **stronger** six months from now, while 16% expect it to be **weaker** and 59% say it will be about the **same**

57% say the economic downturn has **impacted** their household

12% indicate a household member has recently **lost their job** and 25% are **worried** about job loss

Summary of Key Findings

Calgarians agree that The City impacts quality of life as well as the Calgary economy, yet the onus of job creation does not fall on The City

81% of Calgarians say The City has an **impact** on their own **quality of life**

72% think The City has an **impact** on the **economy** in Calgary – though just 25% say The City's impact is **major**, compared to 58% for the **Provincial** government and 47% for the **Federal** government

89% agree that The City can play a **big role** in helping our community weather difficult economic times

Yet, of five bodies assessed, just 16% rank **The City** as most or second most **responsible** for investing in job creation during an economic downturn – compared to 57% for the **Provincial** government, 45% for the **Federal** government, 39% for large corporations and 28% for small and medium sized businesses

The majority think it is a good time for The City to invest in new projects, with local job creation a key driver

75% of Calgarians think it is a **good time** for The City to be investing in new projects like roads, public transportation and local facilities

96% **agree** – 73% *strongly agree* – if The City invests in new projects, they should focus on **providing local jobs** to **local businesses** first

90% **agree** – 53% *strongly agree* – that The City should invest in new projects so they can **create jobs** and **keep the economy going** during an economic downturn



DETAILED FINDINGS





Quality of Life

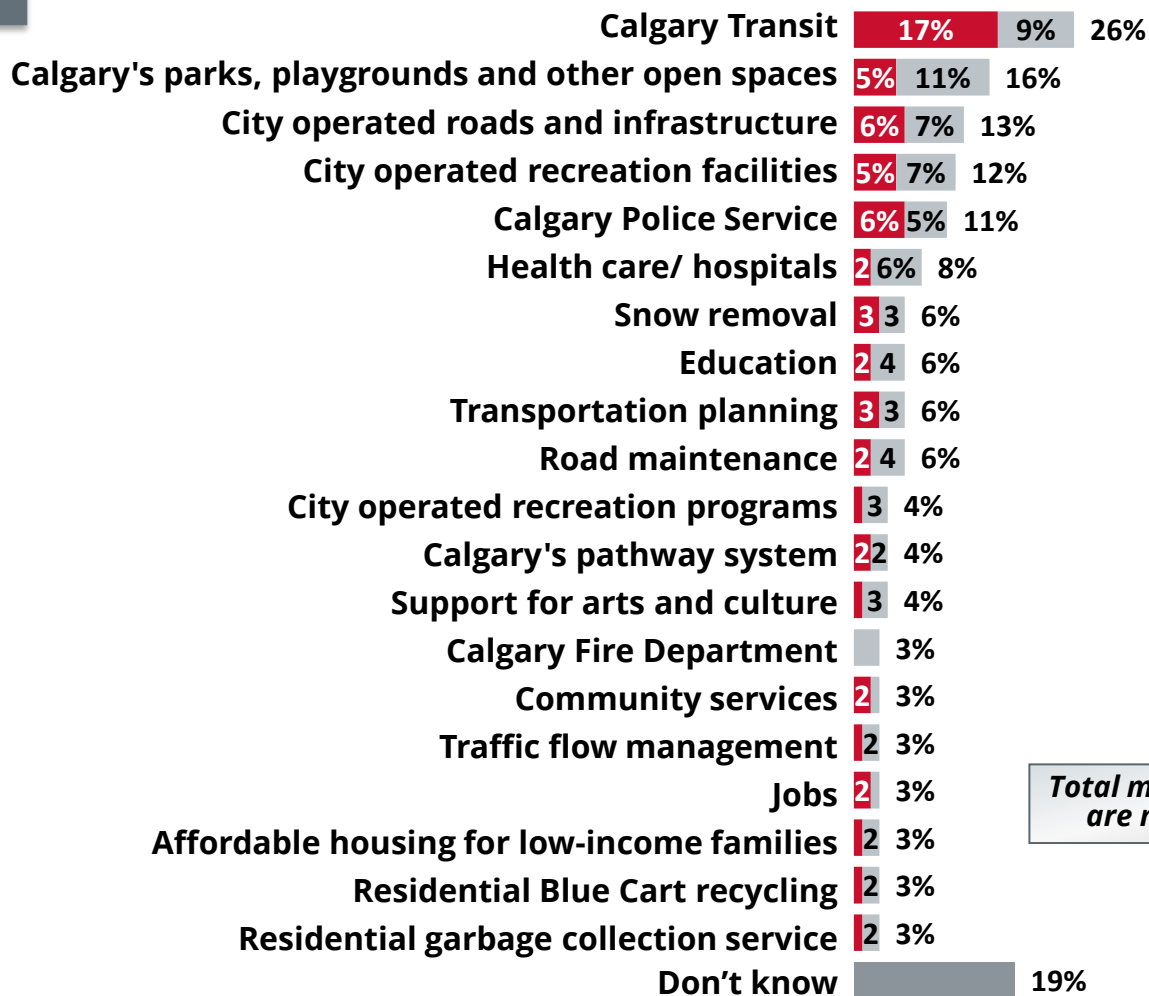




City Services, Initiatives or Actions that Contribute to a Good Quality of Life

Multiple Responses

■ First Mention ■ Other Mentions



Total mentions <3% are not shown

Q3. What services, initiatives, or actions by The City of Calgary do you personally think contribute MOST to a good quality of life?

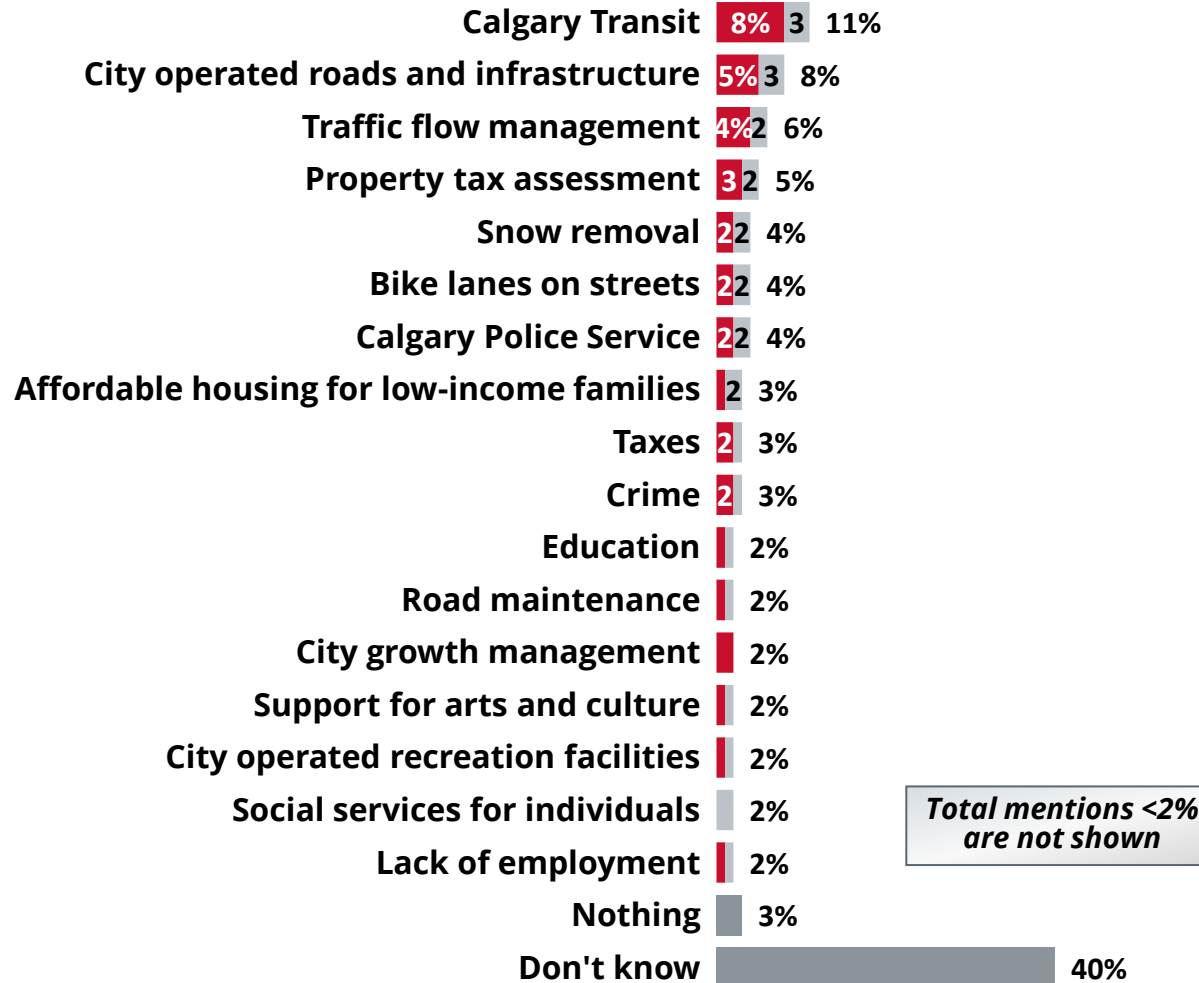
Base: All respondents (n=501)



City Services, Initiatives or Actions that Lessen Quality of Life

Multiple Responses

■ First Mention ■ Other Mentions

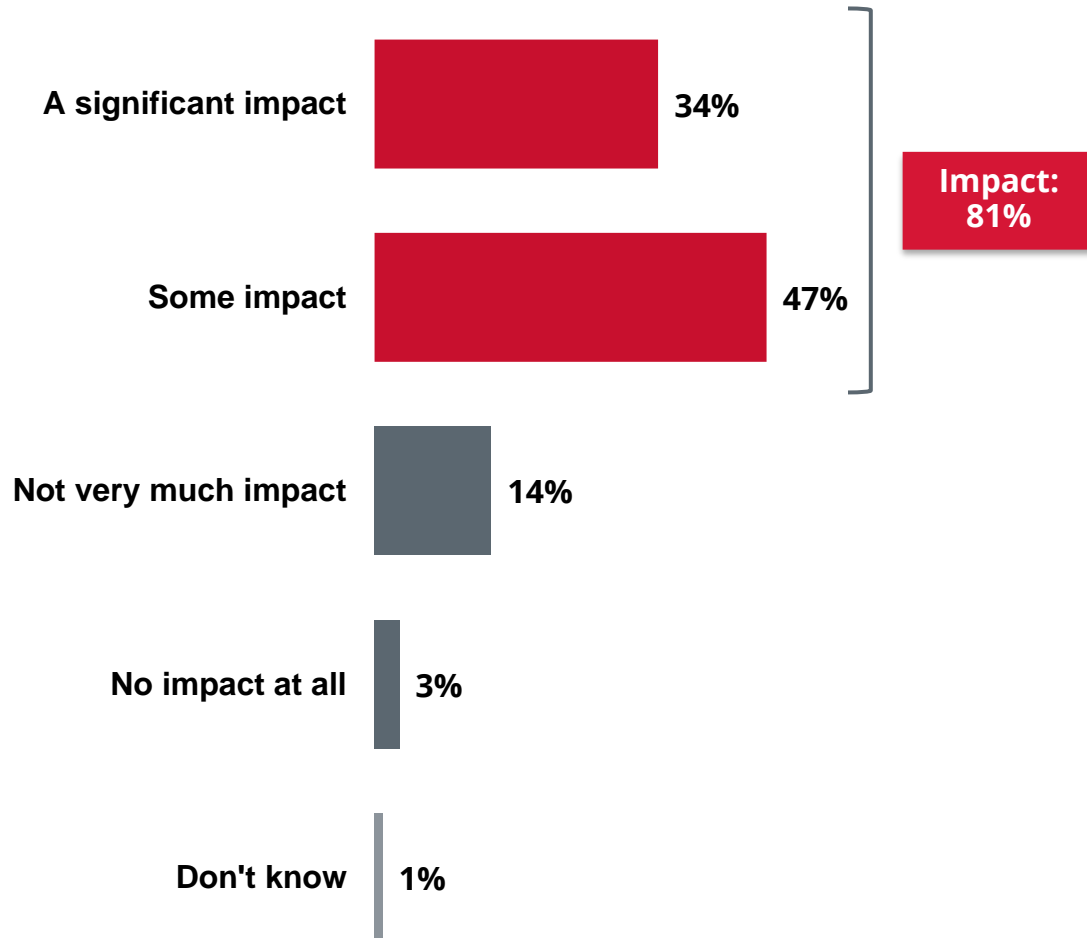


Q4. What services, initiatives, or actions by The City of Calgary do you personally think lessen quality of life?

Base: All respondents (n=501)



Impact of The City on Quality of Life

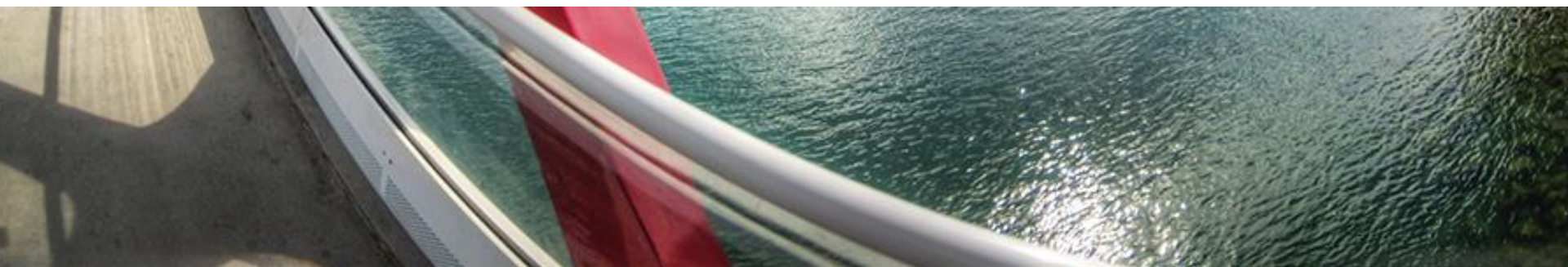


Q5. Overall, how much of an impact does The City of Calgary have on your own quality of life?

Base: All respondents (n=501)

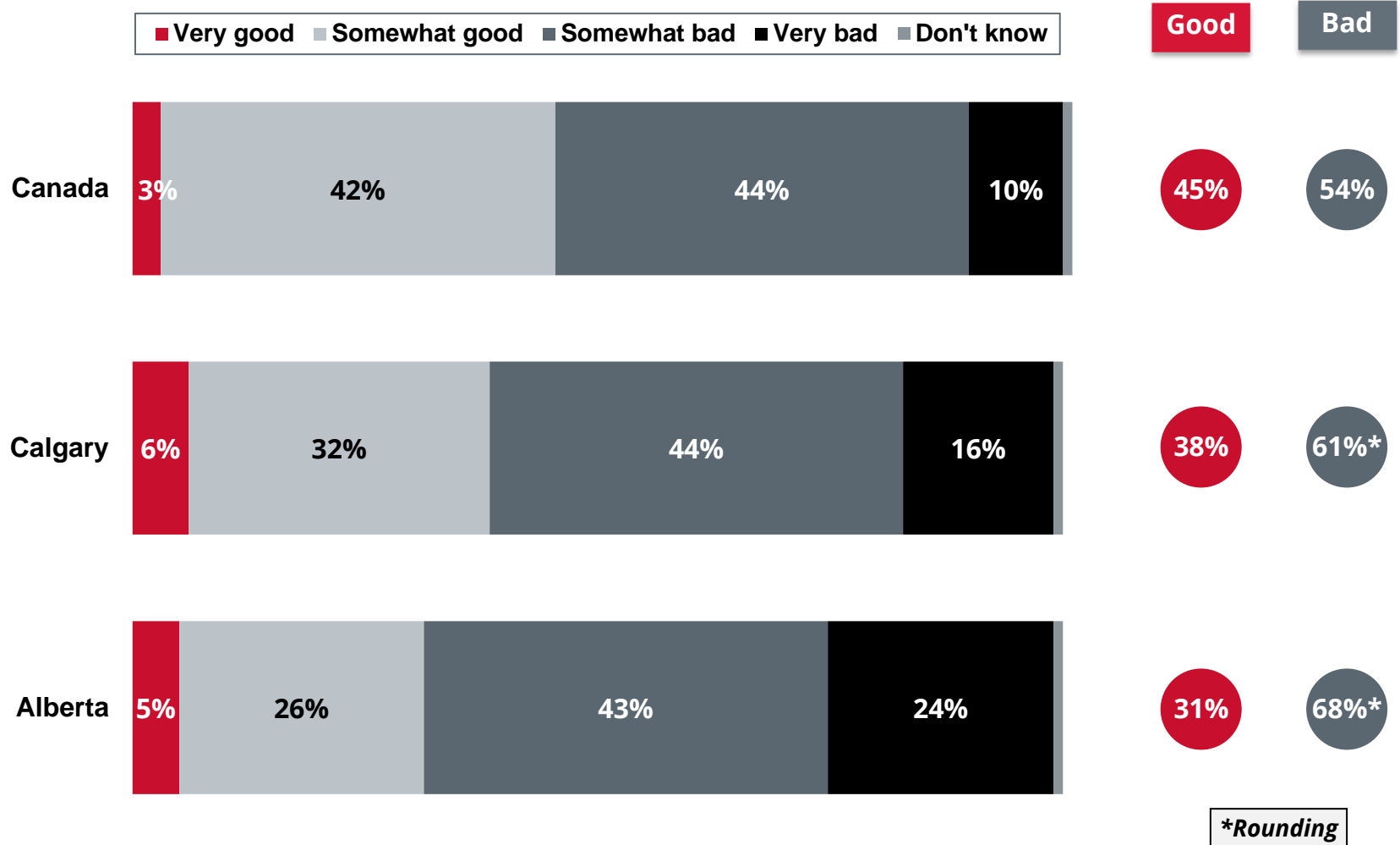


Economic Confidence





Current Economic Situation

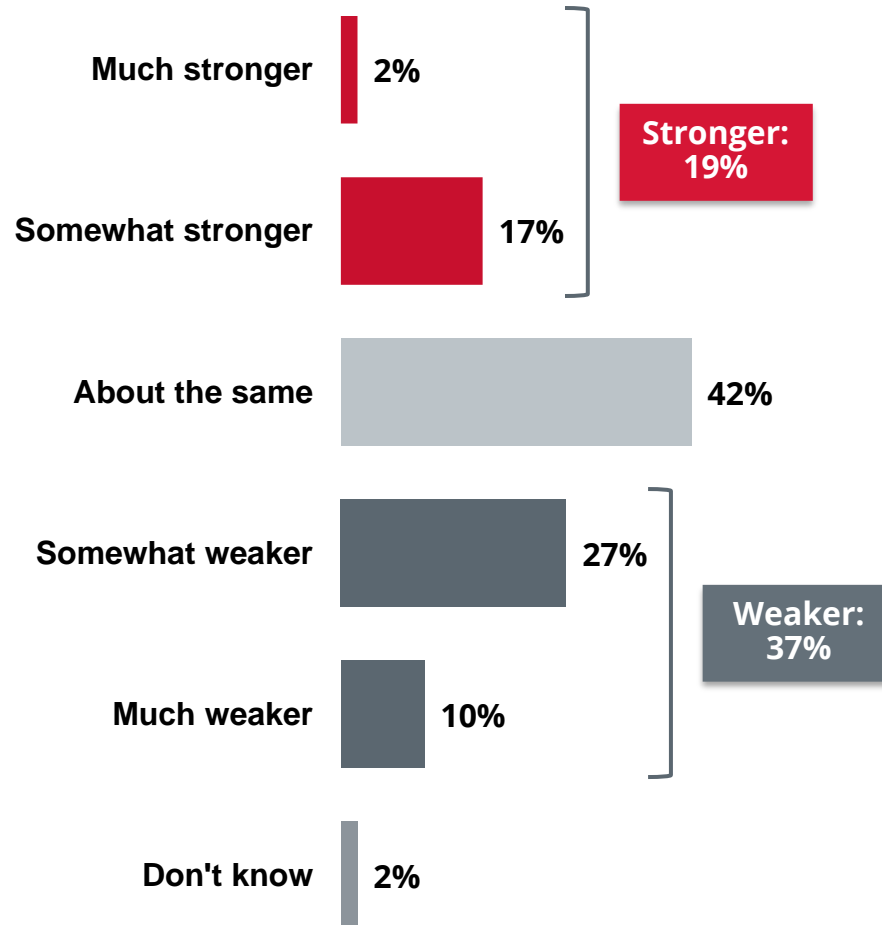


Q6. How would you describe the current economic situation in ...? Is it very good, somewhat good, somewhat bad or very bad?

Base: All respondents (n= 501)



Future of the 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=501)



Impact of Economic Downturn on Household

Impact on Household

A significant impact



20%

Some impact



37%

Not very much impact



31%

No impact at all



12%

Impact:
57%

Worried about Job Loss

Yes, worried about losing job or being laid off



25%

Someone in our household recently lost their job or was laid off



12%

No, not worried about losing job or being laid off



62%

Don't know



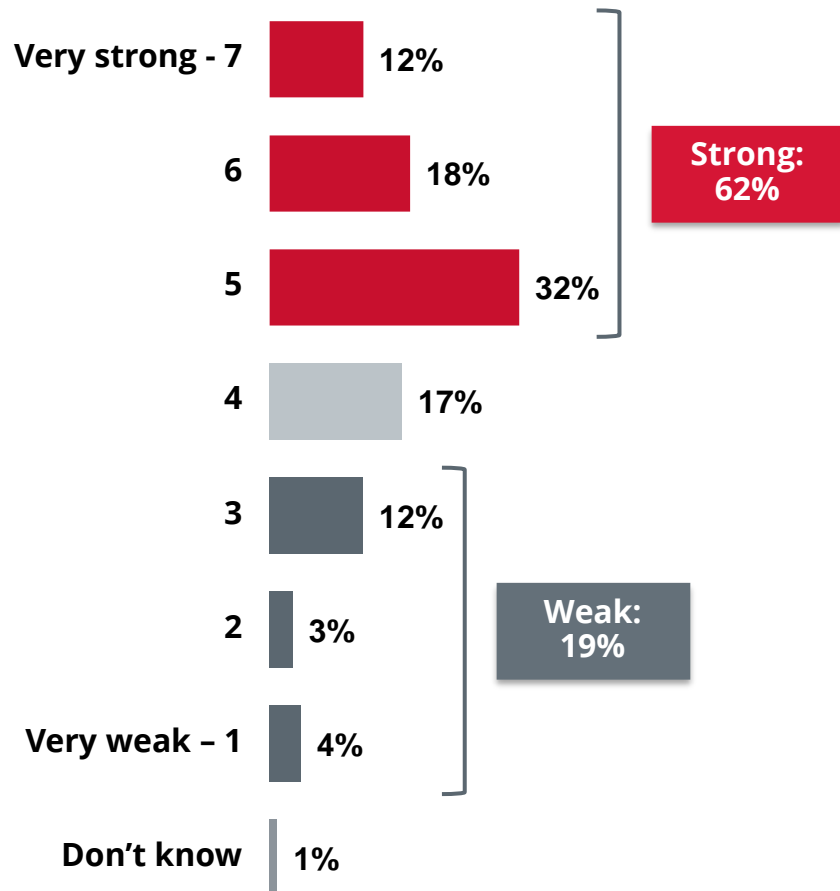
1%

Q12B. How much of an impact has the recent economic downturn had on your own household? Q9. Are you, or is anyone in your household, worried about losing their job or being laid off or has someone in your household recently lost their job or been laid off?

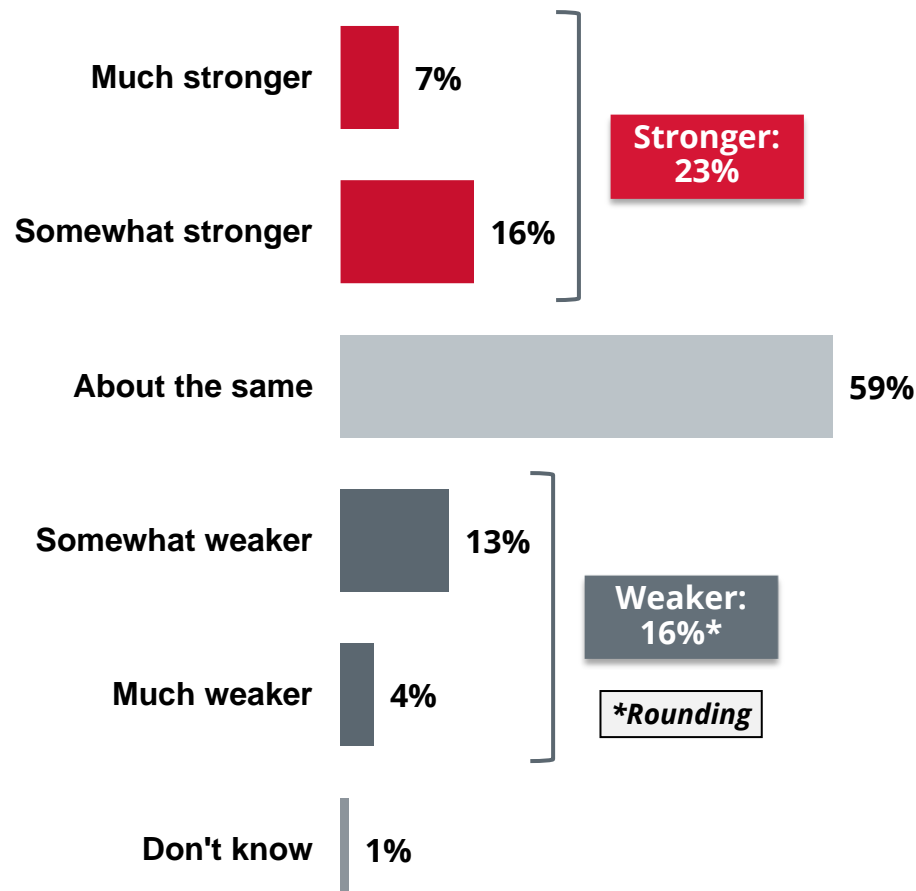
Base: All respondents (n=501)



Current



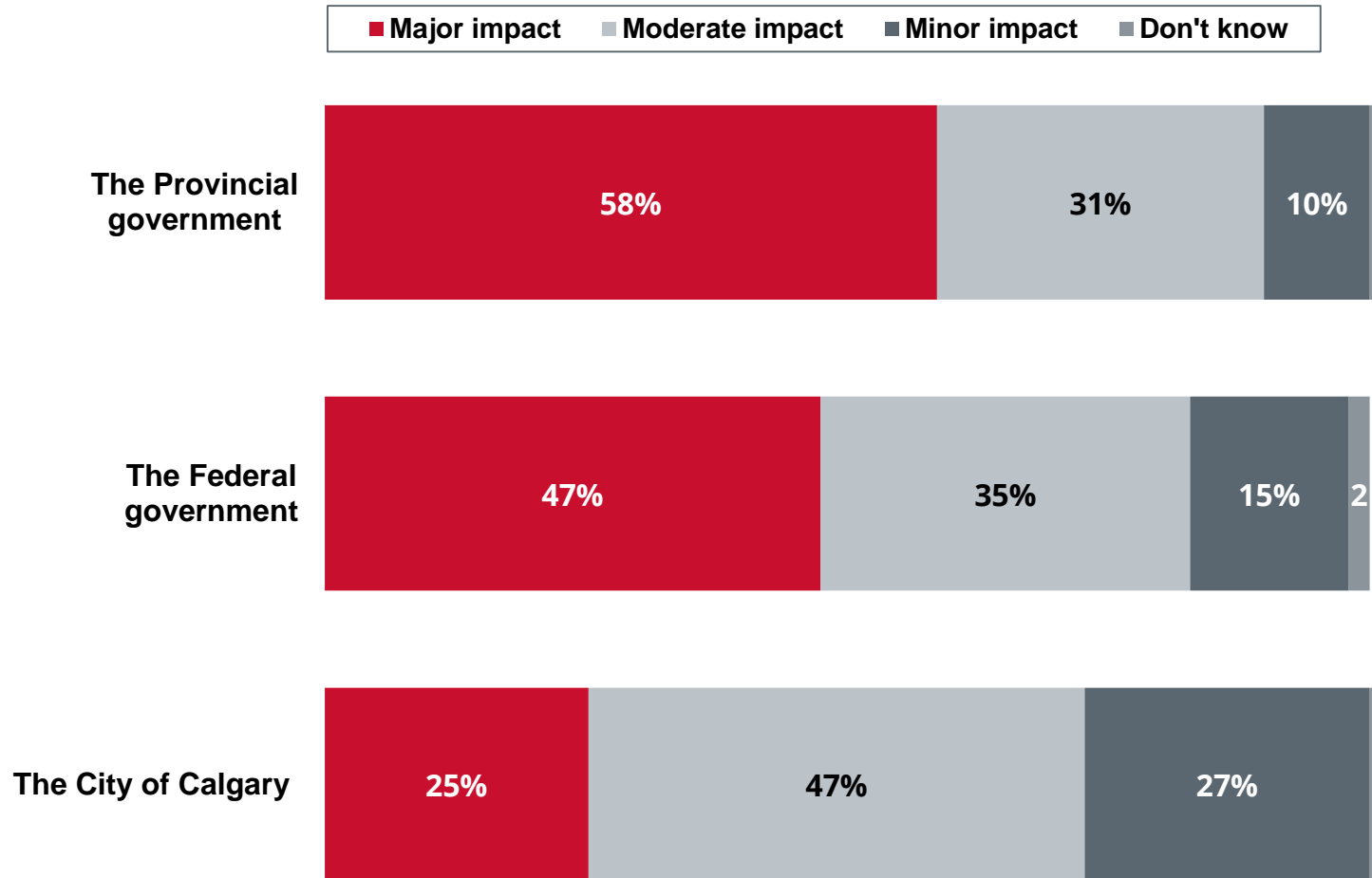
Six Months from Now



Q8. How would you rate your current financial situation, using a scale from 1 to 7, where 7 means your personal financial situation is very strong today and 1 means it is very weak. Q8B. Looking ahead six months from now, do you expect your personal financial situation to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now? Base: All respondents (n=501)



Impact on the Economy in Calgary

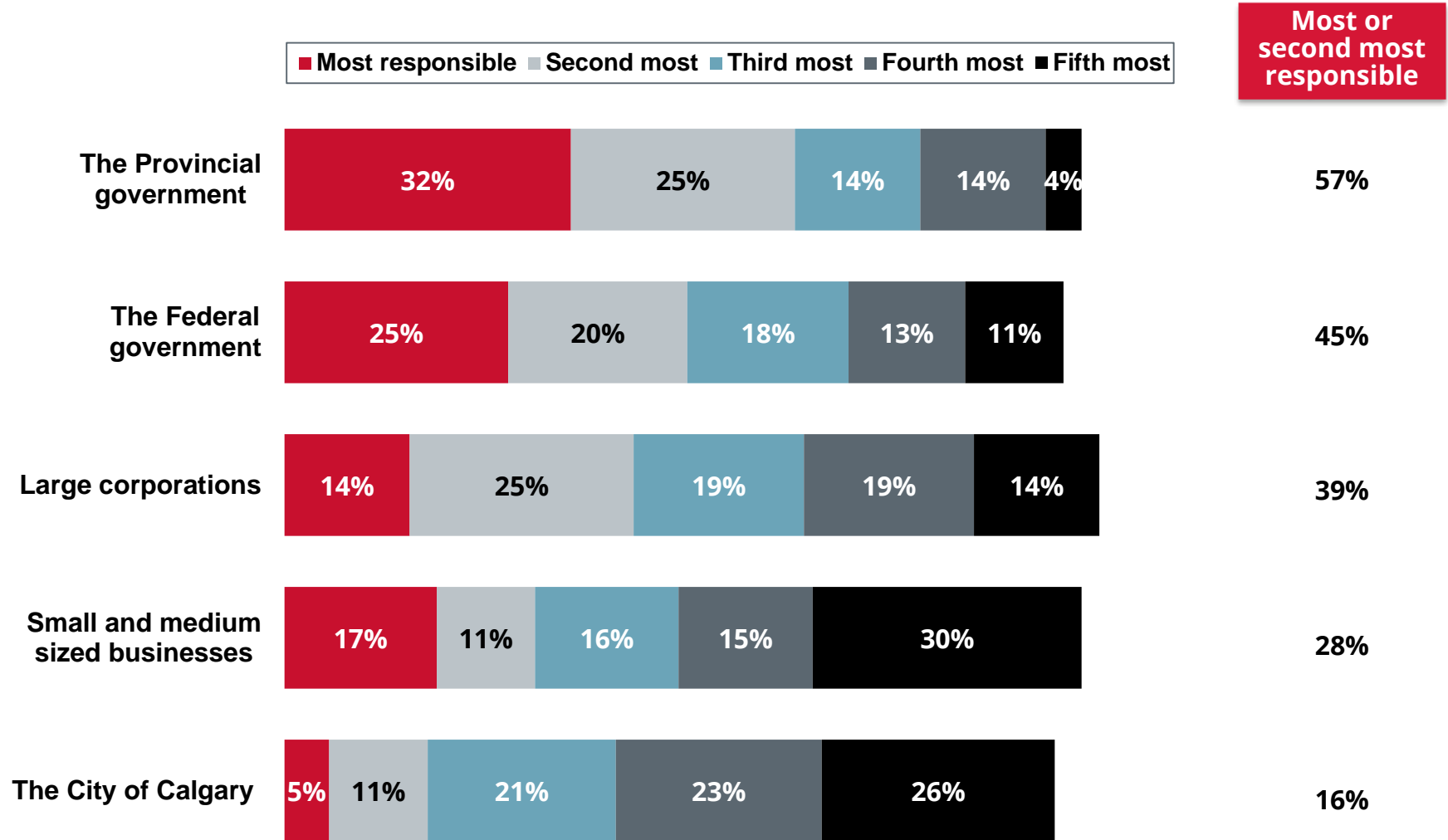


Q11. Do you think that ... has a major, moderate, or minor impact on the economy in our city?

Base: All respondents (n= 501)



Responsibility for Investing in Job Creation During an Economic Downturn

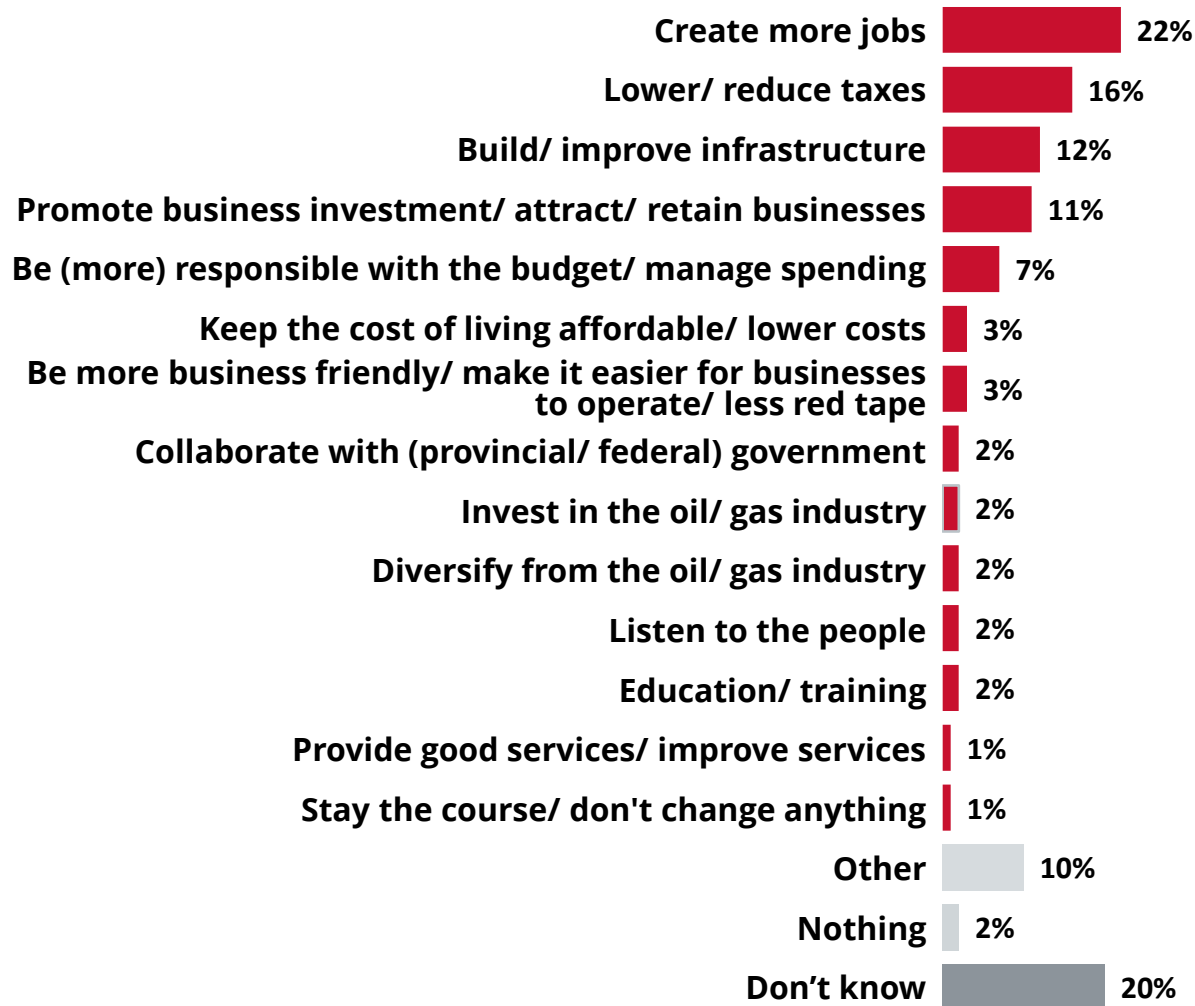


Q10. Which of the following organizations is MOST responsible for investing in job creation during an economic downturn? Which of the remaining organizations is MOST responsible for investing in job creation?

Base: All respondents (n= 501)



How The City Can Positively Impact the Local Economy

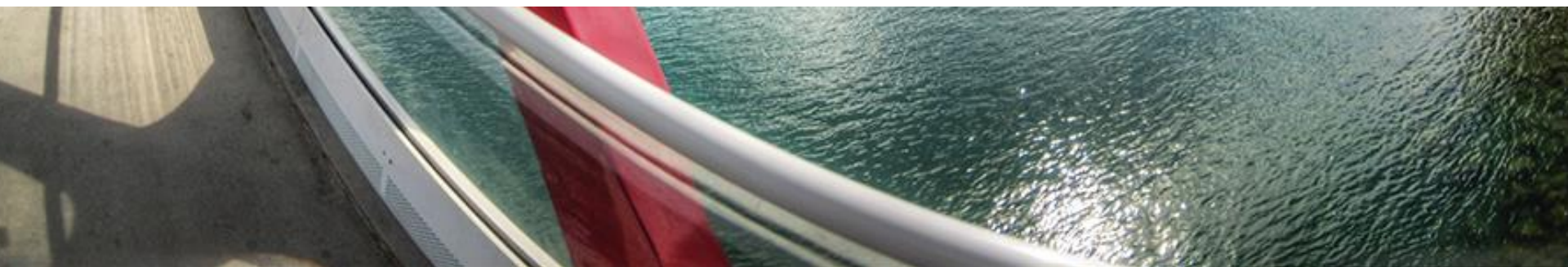


Q12. What is the main way that The City can have a positive impact on the local economy?

Base: All respondents (n= 501)

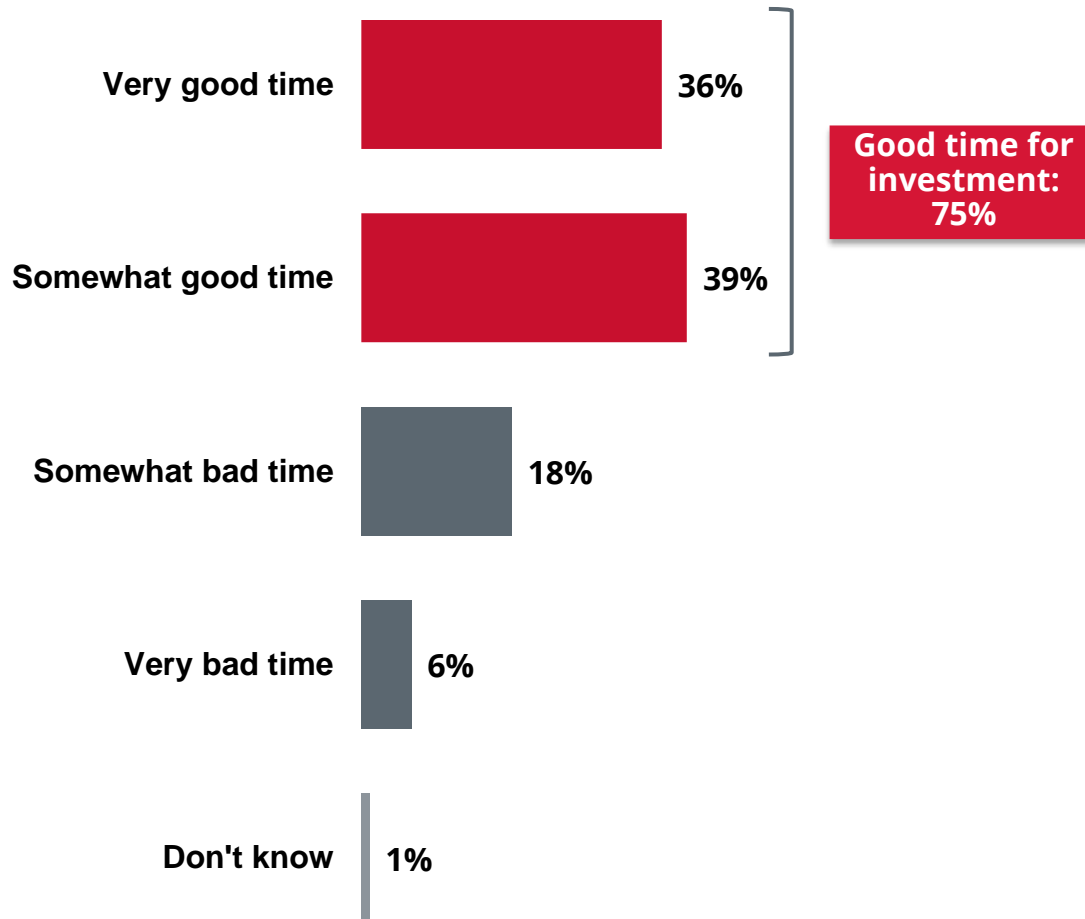


Economic Resilience





Good or Bad Time for The City to Invest in New Projects



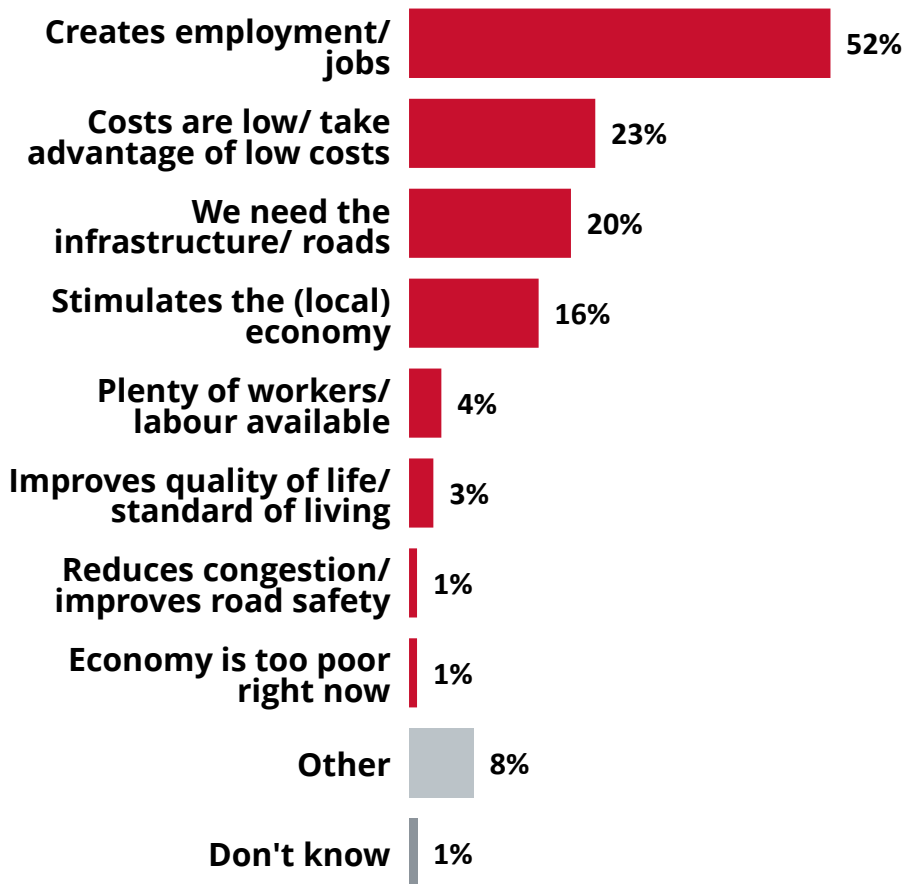
Q13. Generally speaking, do you think that it is a good time or a bad time for The City of Calgary to be investing in new projects like roads, public transportation, and local facilities?

Base: All respondents (n=501)



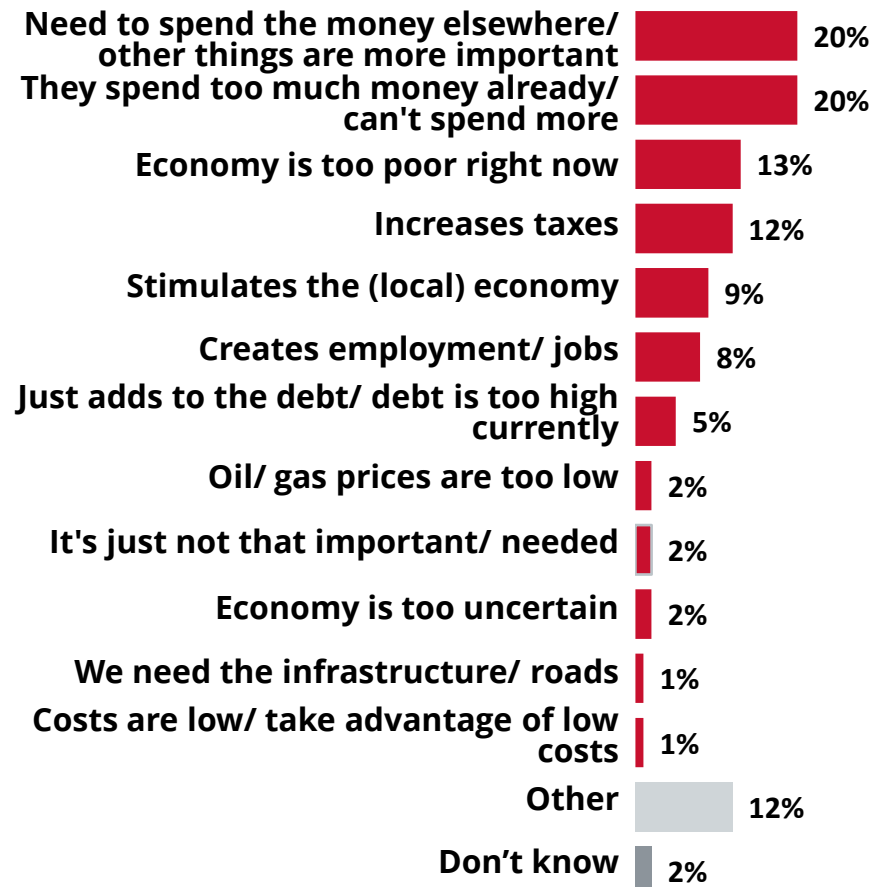
Reasons for Perceptions about Investment in New Projects

Good Time



Base: Very or somewhat good time for investment (n= 383)

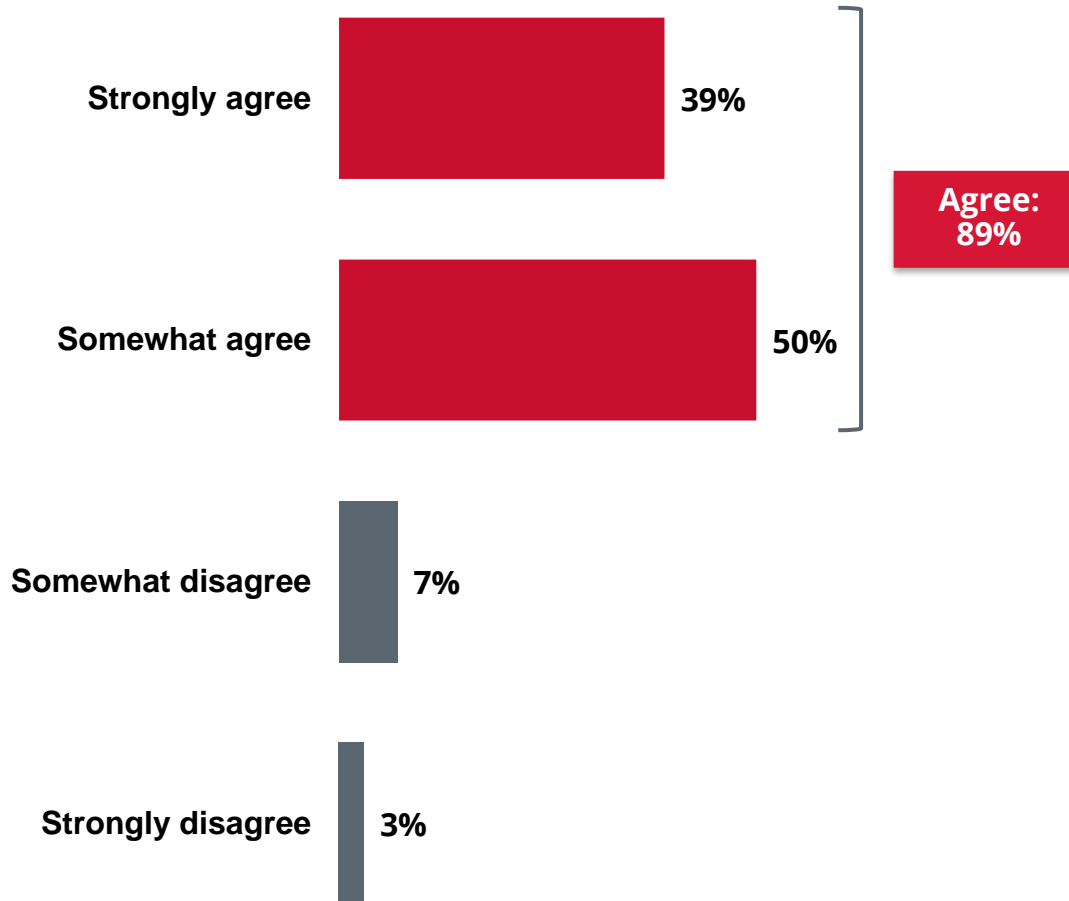
Bad Time



Base: Very or somewhat bad time for investment (n= 114)

Q13B. Why do you think that it is a Good / Bad time for The City to be investing in projects like roads, public transportation, and local facilities?

The City can Play a Big Role in Helping Our Community Weather Difficult Economic Times



Q14. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements about investing in new projects like roads, public transportation and local facilities: The City of Calgary, municipal government can play a big role in helping our community weather difficult economic times.

Base: All respondents (n= 501)



Rationale for City Investment in New Projects

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

The City of Calgary should invest in new projects like roads, public transportation, and local facilities...

Agree

So they can create jobs and keep the economy going during an economic downturn



90%

To take advantage of low interest rates



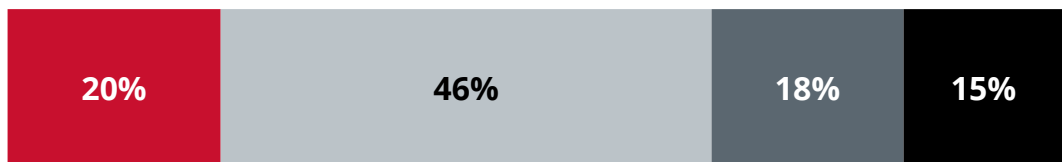
88%

So they can benefit from lower material and labour costs during an economic downturn



87%*

Even if they have to run a deficit to do so



66%

*Rounding

Q14. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements about investing in new projects like roads, public transportation and local facilities.

Base: All respondents (n= 501)



Additional Context Regarding City Investment in New Projects

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

Agree

If The City invests in new projects like roads, public transportation, and local facilities, they should focus on providing local jobs to local businesses first



96%

I believe that The City of Calgary has an obligation to help support our local economy in whatever way they possibly can



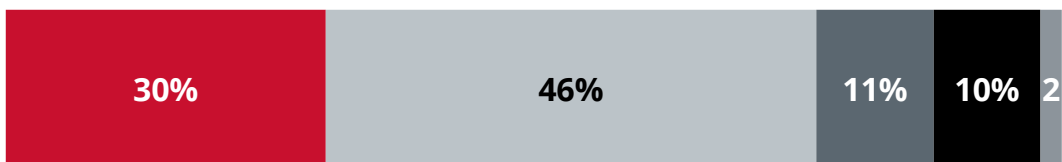
94%*

I want The City to provide online information about any plans related to investing in these projects



94%

I believe that my property taxes will increase to pay for any investments The City of Calgary makes on roads, public transportation, and local facilities



77%*

*Rounding

Q14. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements about investing in new projects like roads, public transportation and local facilities.

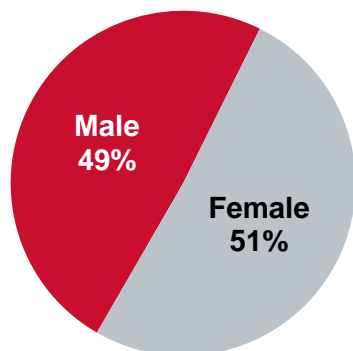
Base: All respondents (n= 501)



Demographics



Gender



Age

18 to 24	14%
25 to 34	23%
35 to 44	15%
45 to 54	16%
55 to 64	14%
65 or more	15%
No response	2%
Mean	45 years

Education

Completed high school or less	16%
Some post secondary or college diploma	38%
Completed university degree or post-grad degree	46%

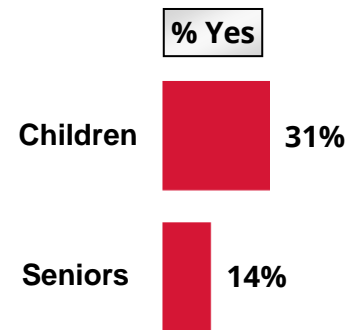
Income

Less than \$30,000	7%
\$30,000 to <\$45,000	9%
\$45,000 to <\$60,000	9%
\$60,000 to <\$75,000	9%
\$75,000 to <\$90,000	8%
\$90,000 to <\$105,000	7%
\$105,000 to <\$120,000	10%
\$120,000 to <\$150,000	11%
\$150,000 or more	20%
No response	10%

Number of People In Household

1	16%
2	31%
3	20%
4	22%
5	8%
6 or more	4%

Children and Seniors in Household



Bae: All respondents (n=501)



Tenure in Calgary

5 years or less	12%
6 to 10 years	15%
11 to 20 years	18%
21 to 30 years	23%
31 to 40 years	14%
41 years or more	17%
No response	1%
<i>Mean</i>	<i>24 years</i>

Location Prior to Calgary

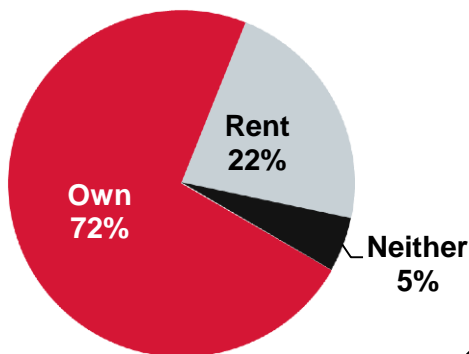
Somewhere else in Alberta	26%
Somewhere else in Canada	35%
Somewhere outside of Canada	35%
No response	4%

Lived in Calgary for less than 5 years (n=39)

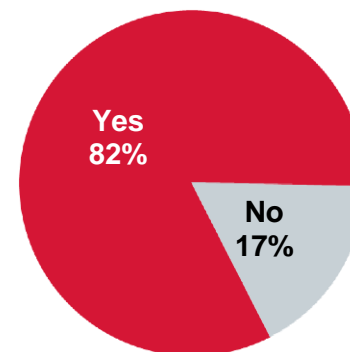
Type of Home

Single-detached house	66%
Duplex-attached house	7%
Townhouse	5%
Condominium	10%
Apartment	7%
Another type of multi-dwelling unit	5%

Own or Rent



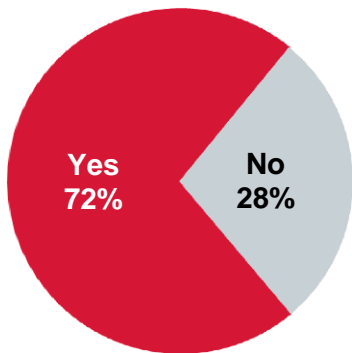
Responsible for Property Taxes



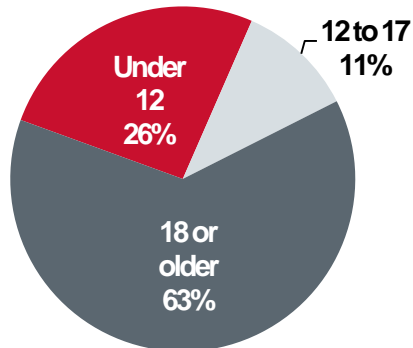
Bae: All respondents (n=501)



Born in Canada



Age Left Country of Birth

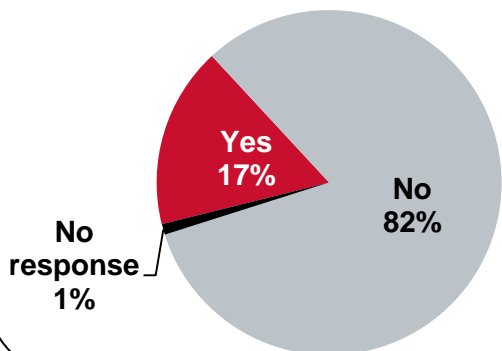


Base: Not born in Canada (n=138)

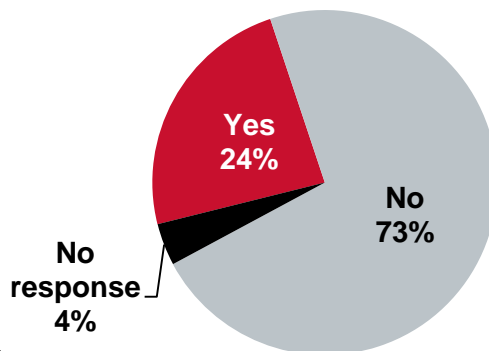
Ethnic Background

British	22%
Caucasian/ white	21%
Canadian/ French Canadian	15%
Western European	13%
Southern or Eastern European	10%
South Asian	9%
East or Southeast Asian	8%
Central/ South American or Caribbean	3%
West Asian or Middle Eastern	1%
African	2%
Aboriginal/ First Nations/ Metis	2%
Other	1%
No response	2%

Disability



Visible Minority



Base: All respondents (n=501)

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