

Calgary



# 2023 Calgary Attitudes and Outlook Survey

Final Report

September 2023

Prepared by:



Ipsos Public Affairs



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## Methodology

- The survey was conducted online by Ipsos Public Affairs from July 10, 2023 to August 17, 2023 with 1134 Calgarians. The average time to complete the survey was 15 minutes. This online study was supported with sample from subcontractors (Maru, Schoolfinder, and Logit).
- Young adults aged 18-34 (n=672) are a primary focus of this study with a comparison to those aged 35 and older (n=462). Although a higher proportion of young adults were interviewed, the 18-34 year-old age group in Calgary accounts for 29% of the adult population and has been weighted accordingly in the 'total' results. Statistical weighting does not impact the ability to assess significant differences among age groups.
- As this survey was conducted using an online panel, a margin of error cannot be stated. This means that the results cannot be considered representative of the general population. However, given a healthy sample size and rigorously managed panel sources, the results are considered reflective of the general population. As such, for ease of reading, when referring to respondents throughout this report, the term 'Calgarians' is used.
- Data were weighted based on the 2019 Municipal and 2021 Federal Census data for age, gender and ward to ensure composition reflects that of the actual Calgary population aged 18 or older. Although the results are weighted, the sample size for each question represents the number of actual respondents (i.e. unweighted n).

# Interpreting results

## Interpreting results

- Some bar charts in this report do not add to 100% due to rounding.
- Statistically significant differences between young adults aged 18-34 and Calgarians aged 35 and older are noted, as are significant differences from the 2022 findings. Differences by age are noted as follows:
  - ↑ indicates number is significantly higher than other age group
  - ↓ indicates number is significantly lower than other age group
- Differences from 2022 are mostly noted by shaded boxes showing the 2022 result.



# Highlights



# Highlights – Young adults (aged 18-34)

## Issue agenda and Quality of life



**82%**

Rate overall quality of life in Calgary as 'good'



Rate Calgary's 'affordability' as 'good'

**52%↑**



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

**39%**

## City trust and satisfaction



Trust The City

**50%↑**

Satisfied with The City's performance

**60%↑**

Agree that The City practices open and accessible government

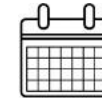
**43%↑**

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

**34%↑**

## Vision for the future

**55%↑**



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

**50%↑**



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

## Relocation

**66%↑**

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



↑/↓ Statistically higher/lower than adults aged 35 or older



# Issue agenda and Quality of life

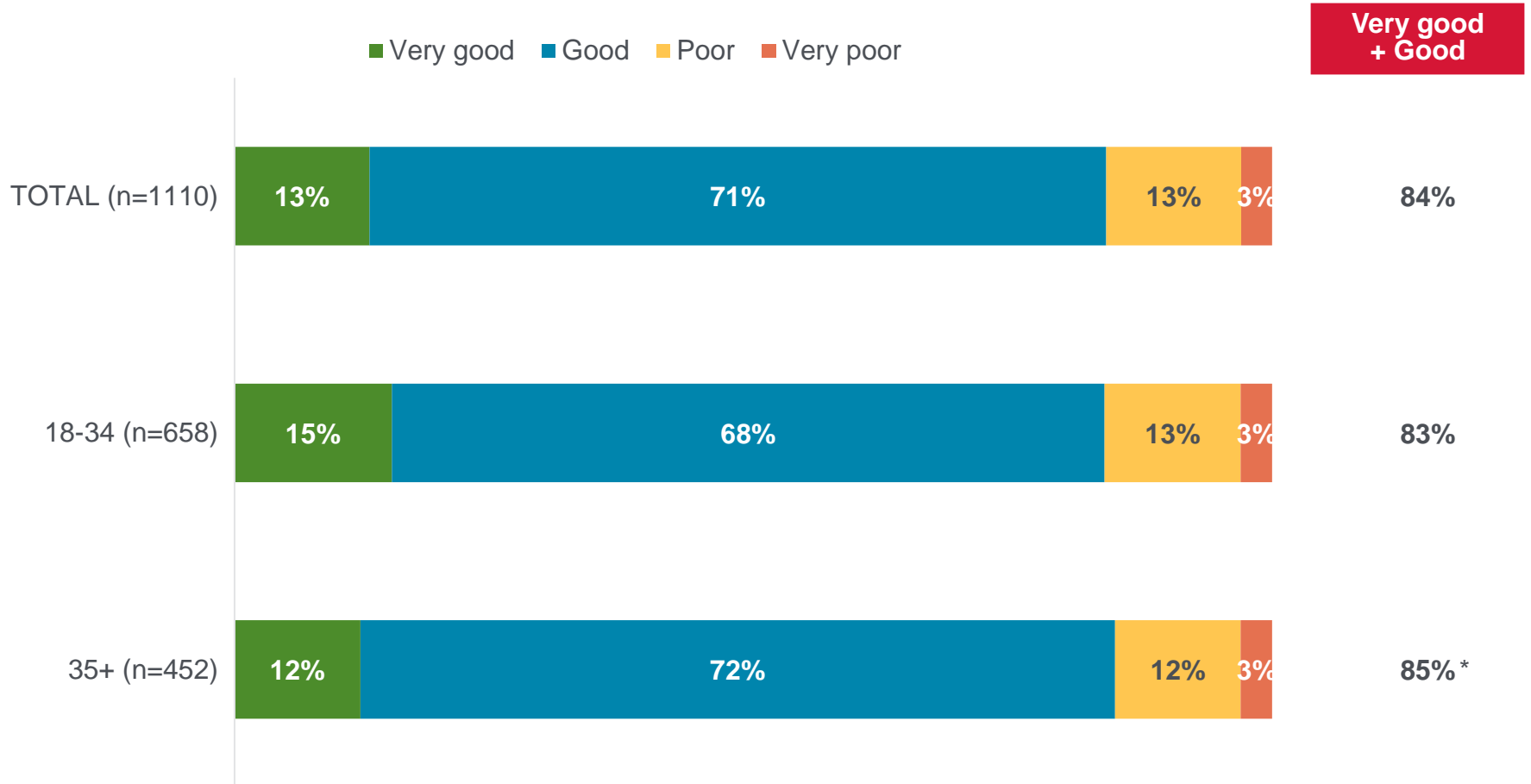
## Young adults in Calgary are happy with their current quality of life, but they are less certain about it in the future

- In 2023, 83% of young adults aged 18-34 consider their overall quality of life in Calgary as 'very good' or 'good,' similar to 85% of those aged 35 and older. Ratings among both age groups are similar to 2022 (86% among 18 to 34 and 86% among 35+).
- One-quarter (26%) of young adults aged 18-34 years expect the quality of life to get 'better' over the next six months, which is statistically higher than 16% among those aged 35+. However, this result is down 14 points from the 40% who held this expectation in 2022.
- Respondents were asked then an open-ended question to express their views on what City leaders can do to improve the quality of life for younger Calgarians specifically. The question type permitted multiple responses.
  - In order to improve their quality of life, young adults believe that local officials should focus on 'affordable housing' (21%), the 'economy' (18%), 'cost of living' (16%), 'education' (10%), 'crime and safety' (10%), and 'transit' (10%). Cost of living and transit are mentioned by a higher proportion of young adults than those age 35+, with 16% citing 'cost of living' (vs. 12% among 35+ years) and 10% saying 'transit' (vs. 5% among 35+ years) as ways to improve their quality of life. Although there are other statistical differences between the two age groups, none of those differences were related to actions that were mentioned by more than 10% of young adults.





# Overall quality of life in Calgary

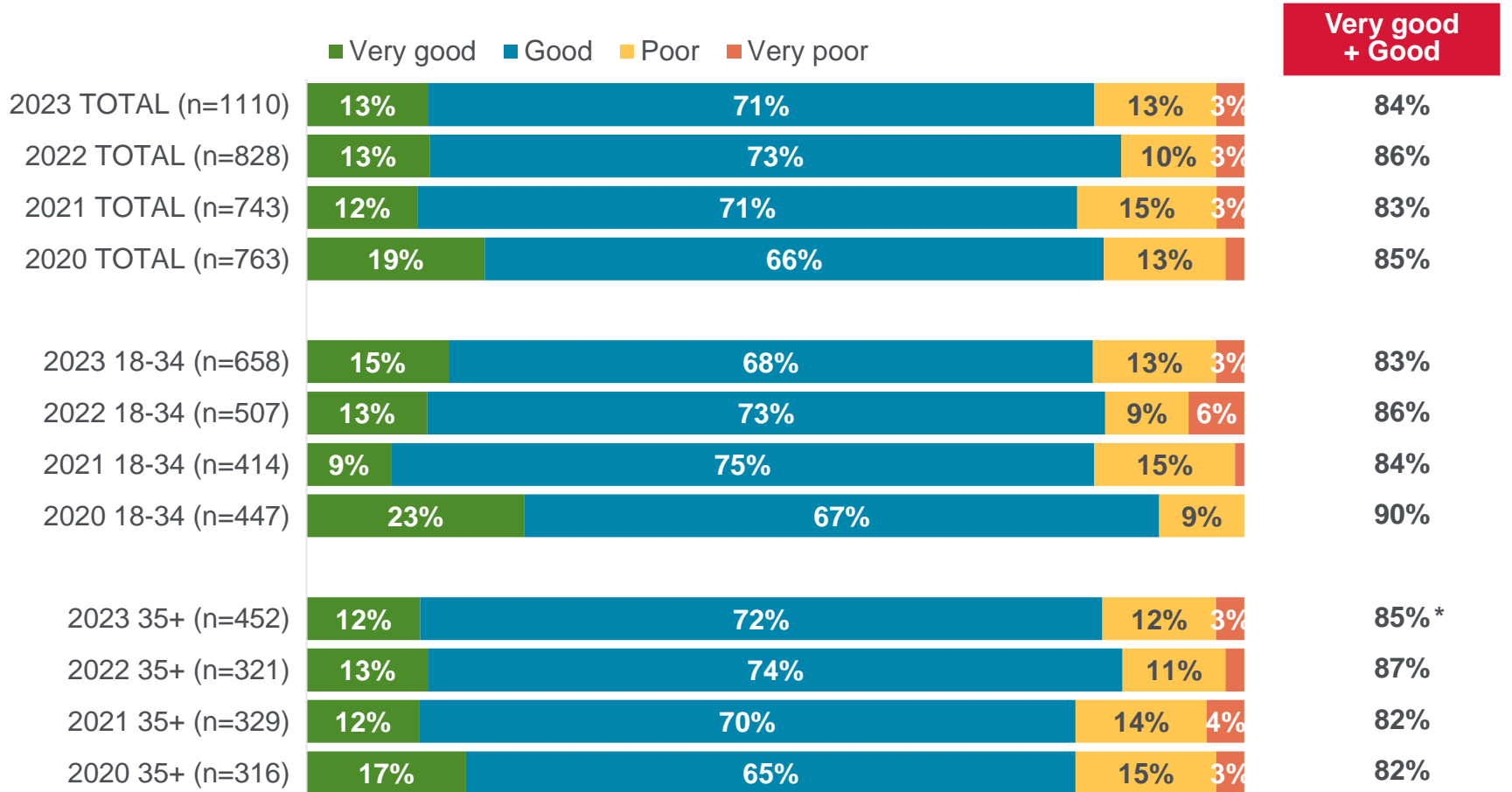


Q2. How would you rate the overall quality of life in the city of Calgary today?  
 Base: Valid respondents (excluding 'don't know')

\* Rounding



# Tracking – Overall quality of life in Calgary



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

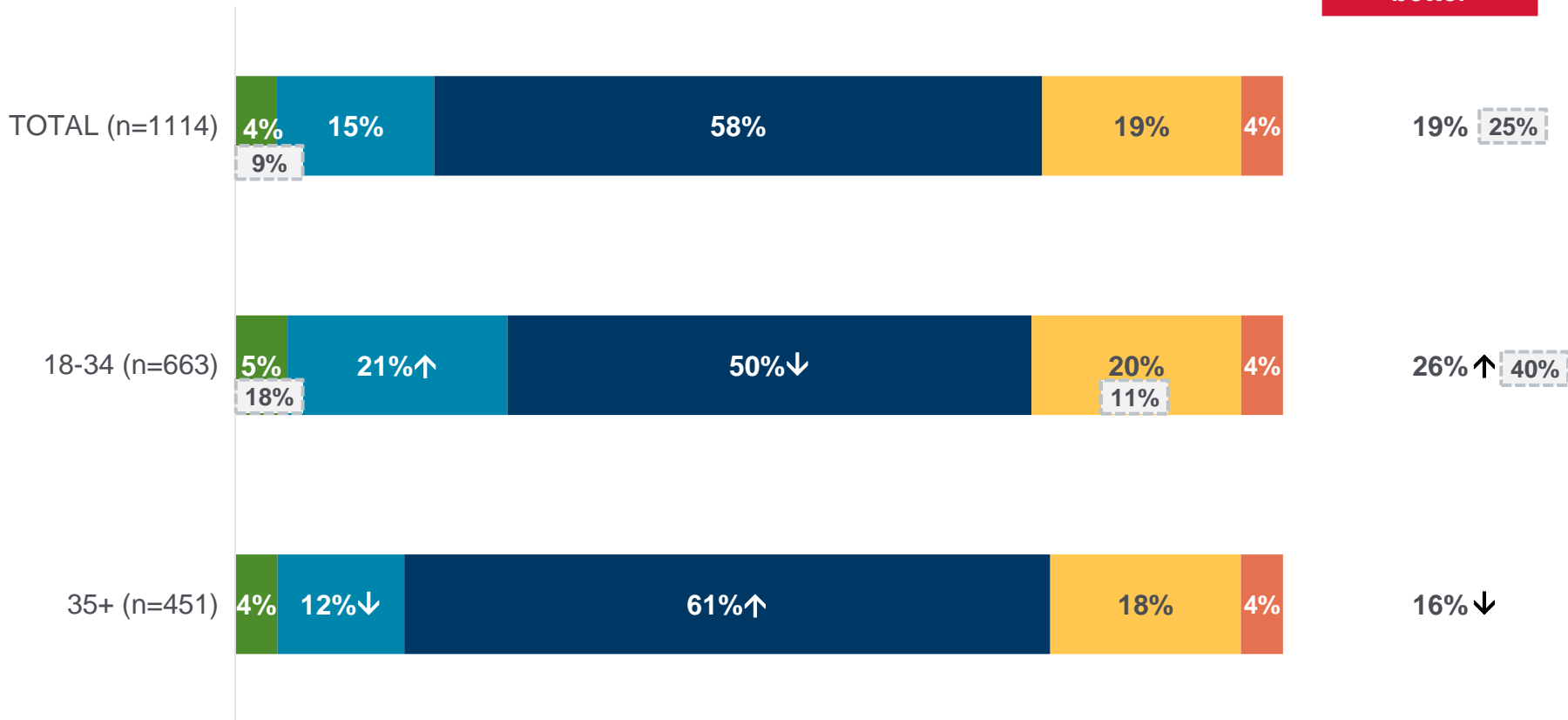
Data labels <3% are not shown  
 \* Rounding



# Projected change in the quality of life in the next six months

Much better + Somewhat better

■ Much better ■ Somewhat better ■ About the same ■ Somewhat worse ■ Much worse



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

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

↑/↓ Statistically higher/lower than other age group

Statistically different from 2022



# Ways to Improve Quality of Life for Young Calgarians

WAYS TO IMPROVE QUALITY OF LIFE	TOTAL (n=1134)	18-34 (n=672)	35+ (n=462)
<b>Affordable Housing</b>	21% 16%	21%	21%
<b>Economy (NET)</b>	17% 24%	18%	16% 25%
More jobs/ employment opportunities	15% 20%	17%	14% 20%
Economic diversification	2%	1%	2%
<b>Manage/ decrease cost of living/ economy</b>	13%	16% ↑	12% ↓
<b>Crime and Safety (NET)</b>	9% 5%	10%	9%
Increased public safety	6%	8% ↑	5% ↓
Crime issues	3%	2%	4%
<b>Education (NET)</b>	8%	10% 5%	7%
Improve education/ job training	6%	7%	6%
Tuition/ education costs	2%	4% ↑	2% ↓
<b>Lower taxes</b>	8%	5% ↓	9% ↑
<b>Improved transit/ public transportation services</b>	6%	10% ↑	5% ↓
<b>Financial/ Social Supports (NET)</b>	3%	6% ↑	2% ↓
Increased social supports	2% <1%	2%	1%
<b>Rent control/ put a cap on rent increases</b>	3% 0%	5% ↑ 0%	2% ↓ 0%

Note: A 'NET' is a combination of 2 or more mentions that cover a specific theme.  
 Q2C. What is the most important thing City leaders can do to improve the quality of life for young adult Calgarians?  
 Base: All respondents

Total mentions <2% are not shown

↑/↓ Statistically higher/lower than other age group

Statistically different from 2022



# Ways to Improve Quality of Life for Young Calgarians (continued)

WAYS TO IMPROVE QUALITY OF LIFE	TOTAL (n=1134)	18-34 (n=672)	35+ (n=462)
Increased youth programs/ services	3%	4%	3%
Improve healthcare services	3% 1%	4%	3%
Manage/ decrease cost of living/ economy	13%	16%	12%
Increase wages/ salaries	3%	4% ↑	2% ↓
More drug/ addiction services	3%	2%	4%
Improve sport/ recreation services	3%	3%	2%
Homelessness/ poverty issues	2%	2%	2%
Listen to residents/ more civic engagement	2%	3% ↑	1% ↓
Ineffective politicians/ council member(s)	2%	1% ↓	3% ↑
Increase public attractions (incl. arts/ culture initiatives)	2%	3%	2%
Development/ planning	2% 0%	3% 0%	2% 0%

Note: A 'NET' is a combination of 2 or more mentions that cover a specific theme.  
 Q2C. What is the most important thing City leaders can do to improve the quality of life for young adult Calgarians?  
 Base: All respondents

Total mentions <2% are not shown

↑/↓ Statistically higher/lower than other age group

Statistically different from 2022

# Issue agenda

## Calgary's young adults point out The City's need to focus on economy, housing, and safety

- Respondents were asked an open-ended question where they were asked to identify pressing issues affecting their community that they believe City leaders should prioritize. The question type permitted multiple responses.
- For young adults aged 18 to 34, the top five issues are 'the economy' (31%), 'homelessness, poverty, and affordable housing' (23%), 'crime, safety, and policing' (17%), 'transit' (12%), and 'infrastructure, traffic, and roads' (8%).
  - For young adults mentions of 'homelessness, poverty and affordable housing' has increased statistically from 10% in 2022 to 23% currently in part due to new mentions of 'affordable housing and rental options' in general, not just for low-income Calgarians.
- 'The economy' is a key issue that stands out as being more important to young adults than to the older age group (31% vs. 24% among 35+ years). Meanwhile, 'crime' (16% vs. 8% among those age 18 to 34), 'infrastructure, traffic and roads' (13% vs. 8%), and 'taxes' (8% vs. 2%) are among the issues that are more important to Calgarians age 35 and over.
  - The high cost of housing (9% among young adults vs. 6% among those age 35+), public safety (9% among young adults vs. 6% among those age 35+), and environment and waste management (5% vs. 3% among 35+) are other statistical differences that have smaller gaps between the age groups. Other variations do exist, but they are all for results below 5%.



# Issue agenda – multiple responses

ISSUE AGENDA	TOTAL (n=1134)	18-34 (n=672)	35+ (n=462)
<b>Economy (NET)</b>	<b>26%</b>	<b>31% ↑</b>	<b>24% ↓</b>
Economy/cost of living	16%	17%	15%
High cost of housing	6% <1%	9% ↑ 0%	5% ↓ <1%
Inflation	5% 0%	7% 0%	5% 0%
Unemployment/job creation	3%	4%	2%
<b>Homelessness, poverty and affordable housing (NET)</b>	<b>21% 11%</b>	<b>23% 10%</b>	<b>21% 11%</b>
Poverty/homelessness/related social issues	14% 7%	16% 7%	12% 8%
Availability of affordable housing/rental options	7% 0%	6% 0%	7% 0%
<b>Crime, safety and policing (NET)</b>	<b>20% 14%</b>	<b>17%</b>	<b>21% 14%</b>
Crime [incl. Breaking and entering/gangs/drug dealers, etc.]	13%	8% ↓	16% ↑ 10%
Public safety	7% 3%	9% ↑ 2%	6% ↓
<b>Infrastructure, traffic and roads (NET)</b>	<b>12%</b>	<b>8% ↓</b>	<b>13% ↑</b>
Road conditions	6%	4%	6%
Traffic congestion	2%	1%	2%
(Lack of) snow removal	2%	<1% ↓	2% ↑

Note: A 'NET' is a combination of 2 or more mentions that cover a specific theme.  
 Q1. What do you think is the most important issue facing your community that should get more attention from City leaders?  
 Base: All respondents

Total mentions <2% are not shown  
 ↑/↓ Statistically higher/lower than other age group  
 Statistically different from 2022



# Issue agenda – multiple responses (continued)

ISSUE AGENDA	TOTAL (n=1134)	18-34 (n=672)	35+ (n=462)
<b>Transit (NET)</b>	10%	12%	9% <b>5%</b>
Public Transportation [incl. buses/C-train/ poor service]	6% <b>4%</b>	7%	6% <b>2%</b>
Transit system improvements	3%	4% <b>↑</b>	2% <b>↓</b>
<b>Taxes (NET)</b>	6% <b>10%</b>	2% <b>↓</b>	8% <b>↑ 13%</b>
Taxes/high taxes	4%	2% <b>↓</b>	5% <b>↑ 8%</b>
Property taxes	2%	<1% <b>↓</b>	3% <b>↑</b>
<b>Recreation (NET)</b>	3%	3%	3%
<b>Environment and waste management (NET)</b>	3%	5% <b>↑</b>	3% <b>↓</b>
Environment/environmental control	2%	3%	2%
<b>Budget and spending (NET)</b>	2%	<1% <b>↓</b>	3% <b>↑</b>
Budget control/appropriate spending of taxes	2%	<1% <b>↓</b>	3% <b>↑</b>
<b>Growth and planning (NET)</b>	2%	2%	1%
<b>Miscellaneous (NET)</b>	24% <b>2%</b>	26% <b>1%</b>	22%
Drugs/ alcohol/ addiction services/ management	6%	4%	6% <b>2%</b>
Healthcare	4%	5%	3%
Respect to others in community/ good relationships	2% <b>0%</b>	4% <b>↑</b>	1% <b>↓</b>
Housing/housing crisis	2%	3% <b>0%</b>	2% <b>0%</b>

Note: A 'NET' is a combination of 2 or more mentions that cover a specific theme.  
 Q1. What do you think is the most important issue facing your community that should get more attention from City leaders?  
 Base: All respondents

Total mentions <2% are not shown

↑/↓ Statistically higher/lower than other age group

Statistically different from 2022





# Quality of life measures

## Steady sentiments of local pride and Calgary identity are expressed among young adults in Calgary

- Among young adults aged 18-34 in Calgary, 81% express pride in their neighborhood, which is consistent with 2022 (82%). A comparable proportion (85%) of adults aged 35 and above feel proud of their neighborhood, although this is statistically lower compared to 93% in 2022.
- Regarding pride in being a Calgarian, 80% of young adults aged 18-34 agree with this sentiment, consistent with 2022 (82%). Similarly, 81% of those age 35+ are proud to be Calgarian, which remains consistent with 2022 (84%).

## Calgary is held in high regard by young adults as being a great city for building a life and career

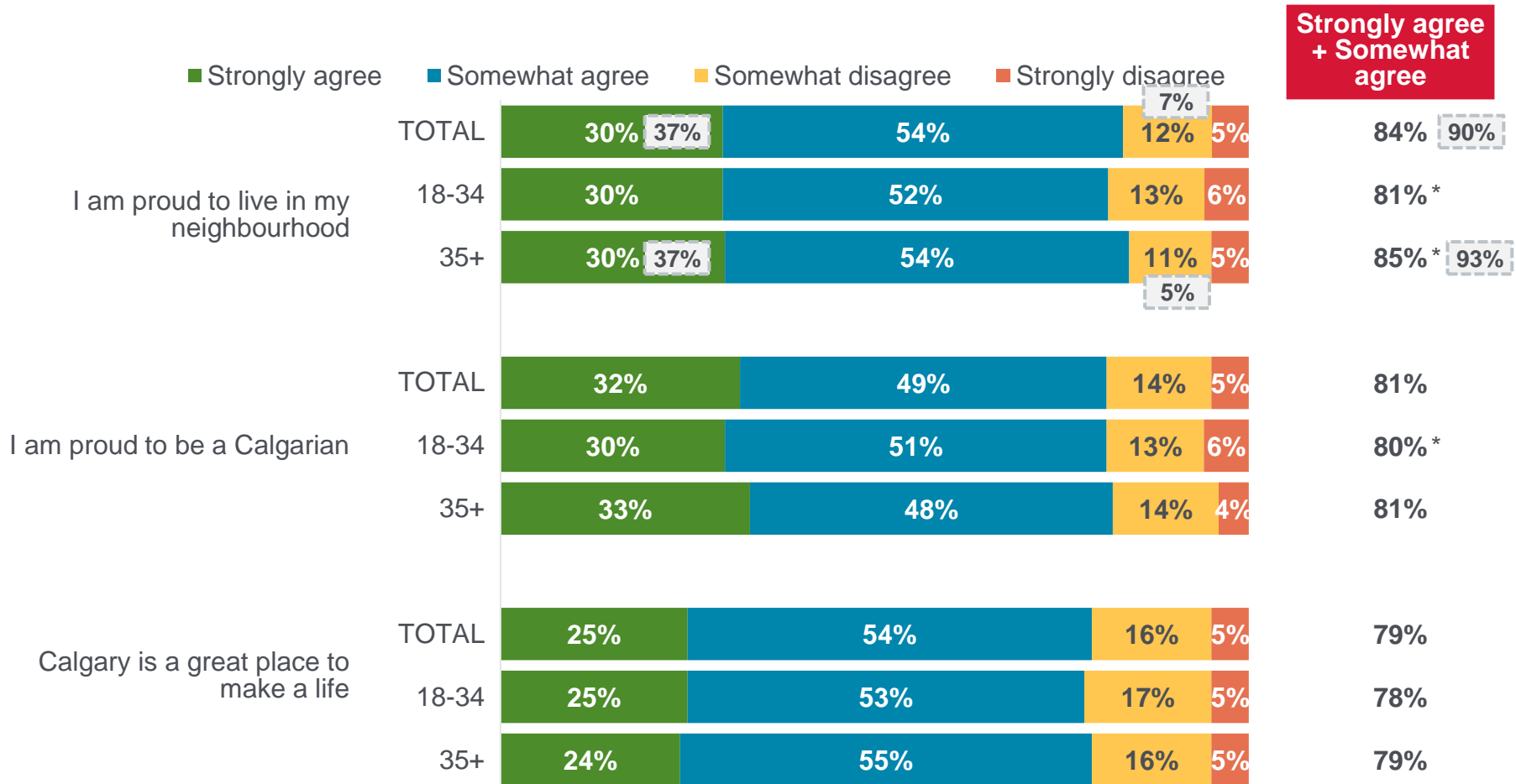
- Nearly eight-in-ten (78%) young adults and 79% of adults aged 35+ agree that 'Calgary is a great place to make a life,' consistent with results from 2022 (81% and 81% respectively).
- Likewise, nearly three-quarters (73%) of young adults, and 74% of adults aged 35+ agree that 'Calgary is a great place to make a living,' showing consistency with 2022 (75% and 75% respectively).

## Although fewer young adults are convinced that Calgary is moving in the right direction for future generations

- When it comes to the perception of Calgary moving in the right direction to ensure a high quality of life for future generations, 54% of young adults are in agreement which is a statistical decline of 11 points since 2022, down from 65%. Ratings among those age 35+ are similar at 48% and are similar to 2022 results.



# Quality of life measures



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

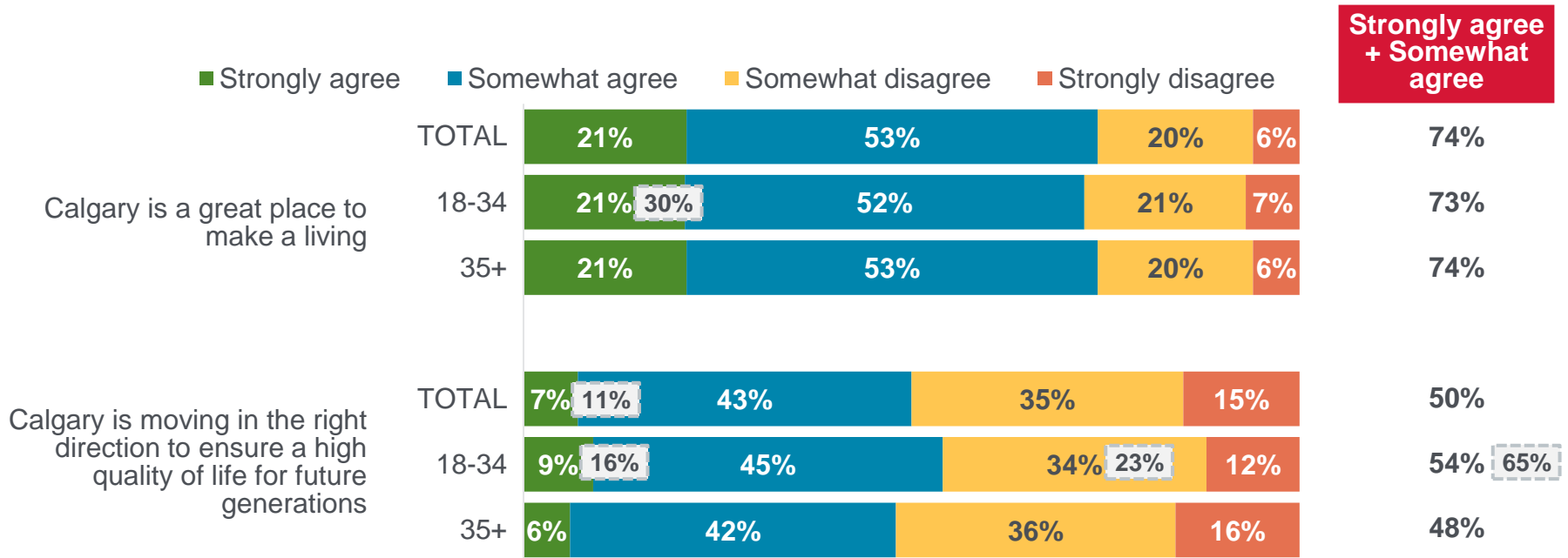
Base: Valid respondents (excluding 'don't know') | Base sizes vary

\* Rounding

Statistically different from 2022



# Quality of life measures (continued)



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

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

# Quality of life performance measures

## The City of Calgary excels in a number of areas including educational opportunities, diversity and inclusiveness

- Eight-in-ten or more young adults aged 18-34 in Calgary rate their city positively as 'very good' or 'good' in four areas:
  - 'post-secondary education opportunities' (82%), which is statistically lower than 87% among those 35+ years.
  - 'shopping' (85%), which is similar to those age 35+ (86%)
  - 'sports and recreation' (83%), which is similar to those age 35+ (84%)
  - 'diversity and inclusion' (80%). which is identical to those age 35+ (80%)
- In a second tier, seven-in-ten or more young adults rate Calgary positively for:
  - 'technology infrastructure' (75%), which is similar to those age 35+ (78%)
  - 'business friendliness' (79%), which is similar to those age 35+ (74%)
  - 'arts and culture' (73%), which is similar to those age 35+ (78%)
  - 'environmental friendliness,' which is statistically lower than 76% among those 35+ years.
- Following next, five to six-in-ten or more young adults Calgary positively for:
  - 'walkability' (61%), which is statistically lower than 71% among those 35+ years.
  - 'nightlife' (65%), which is similar to those age 35+ (66%)
  - 'employment opportunities' (61%), which is similar to those age 35+ (67%)
  - 'safety' (58%), which is similar to those age 35+ (57%)
  - 'transit' (53%), which is similar to those age 35+ (51%)

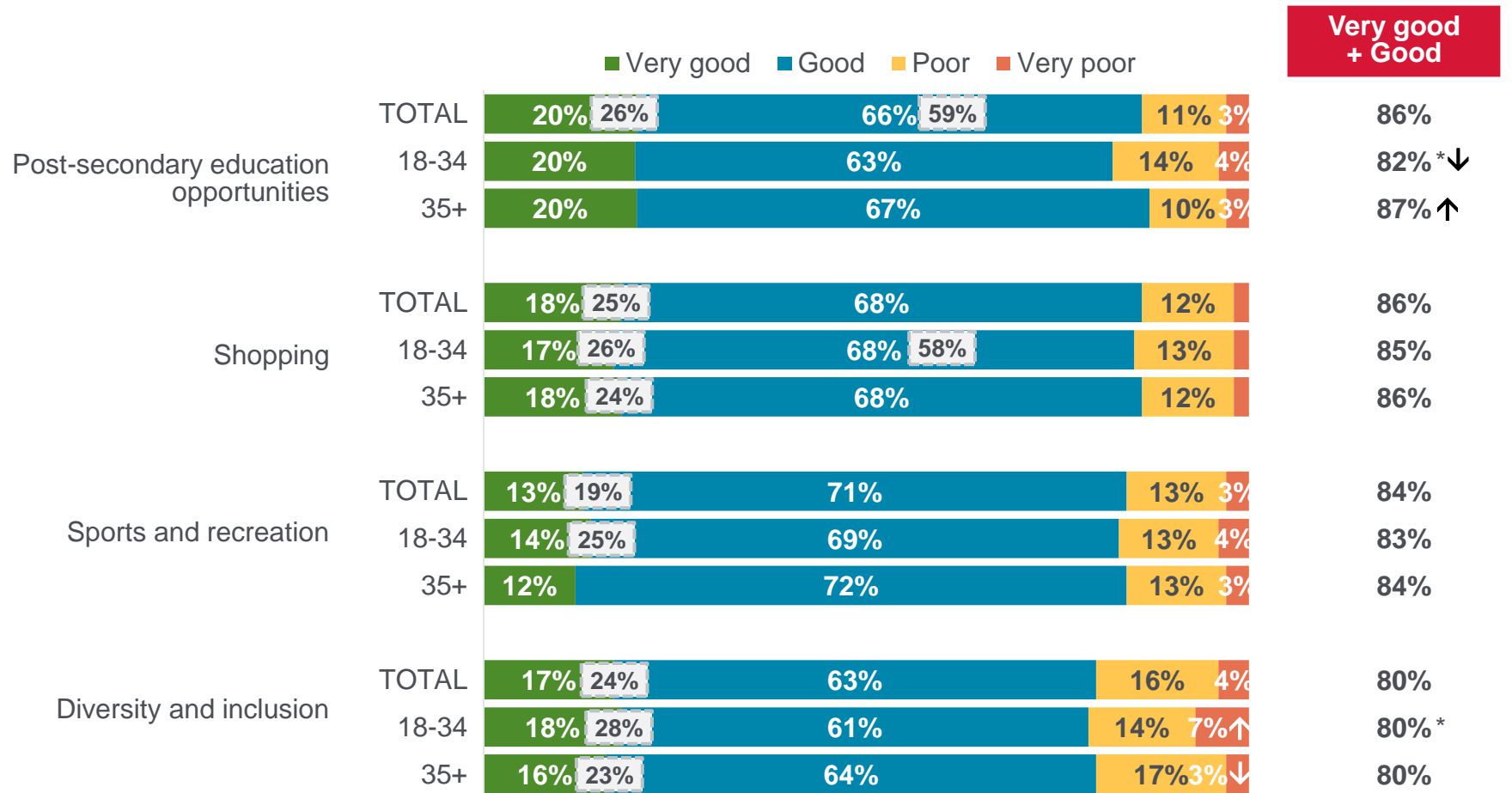
# Quality of life performance measures

## Affordability and safety are a growing concern for Calgary's young adults

- Notably fewer young adults (41%) consider Calgary to be 'affordable' although this is statistically higher than those age 35+ (31%).
- Only two of the fourteen quality of life performance metrics show statistically significant change since 2022.
  - Results for 'safety' have declined among both age groups. Among young adults age 18 to 34 results have dropped 10 points from 68% in 2022 and among those age 35+ results have dropped 7 points from 64% in 2022.
  - Results for 'affordability' have declined for those age 35+ with a 7 point drop from 31% in 2022.



# Quality of life performance measures



Data labels <3% are not shown

\* Rounding

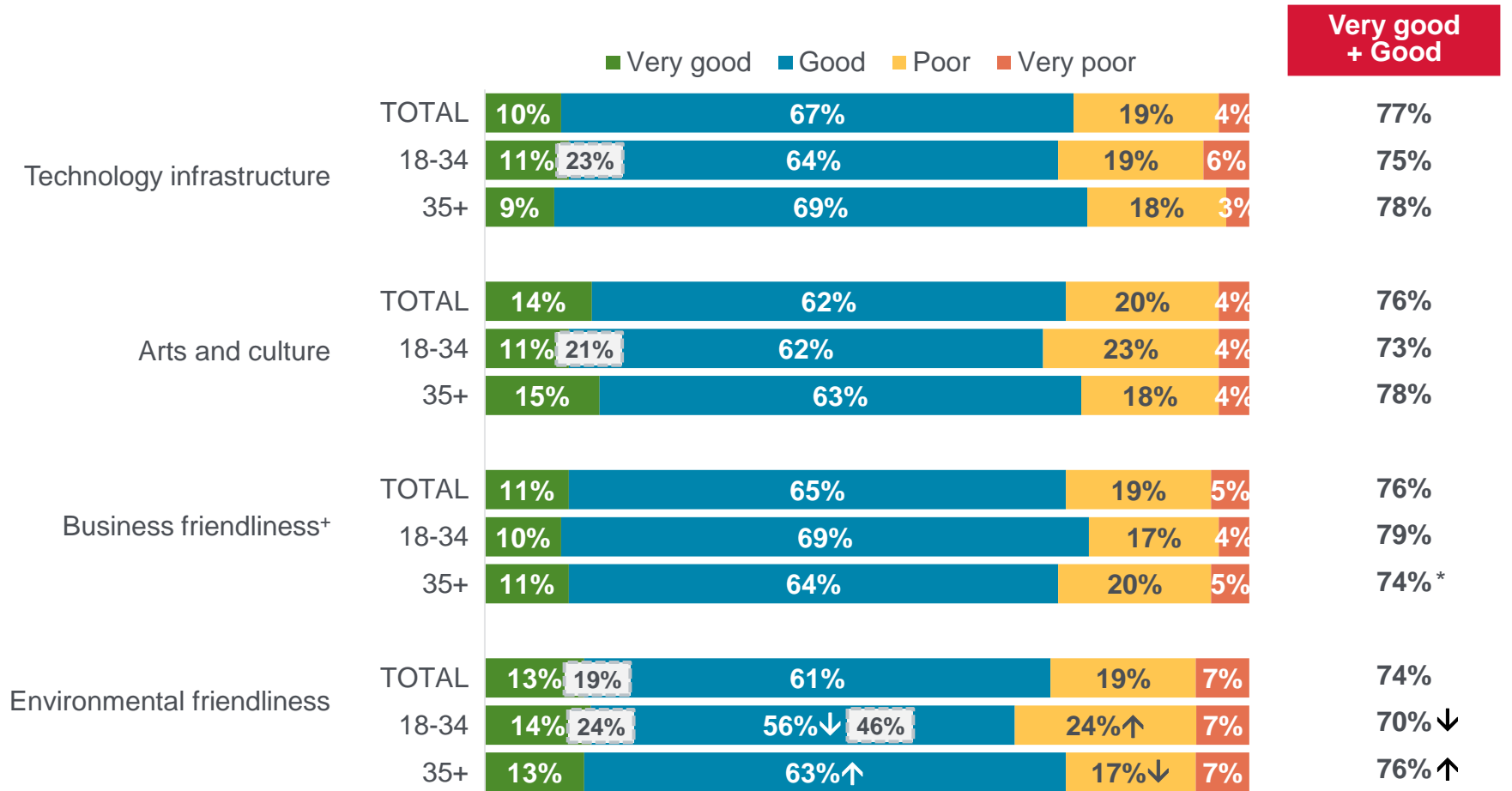
↑/↓ Statistically higher/lower than other age group

Statistically different from 2022

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



# Quality of life performance measures (continued)



+ Question introduced in 2023

\* Rounding

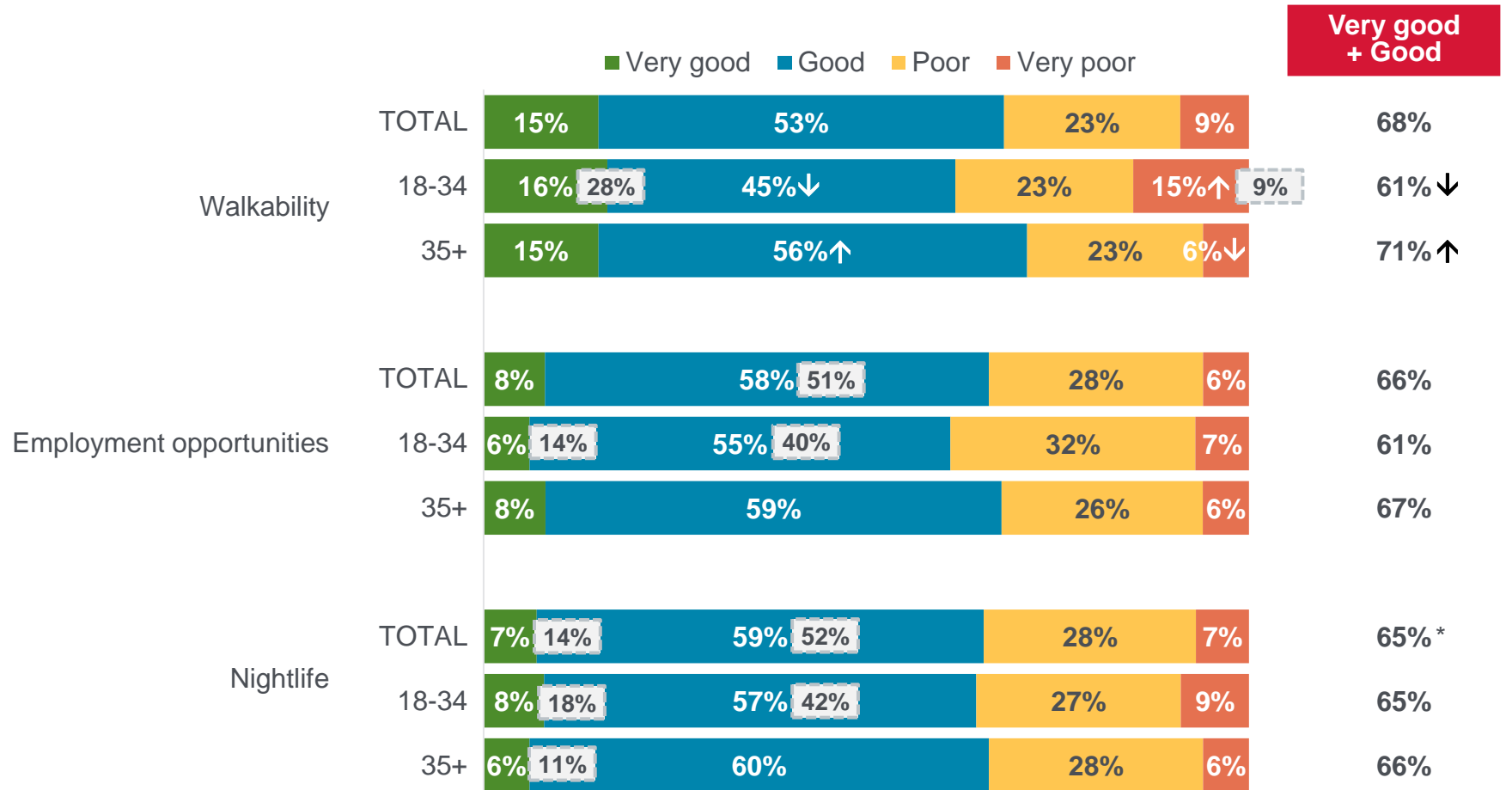
↑/↓ Statistically higher/lower than other age group

Statistically different from 2022

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



# Quality of life performance measures (continued)



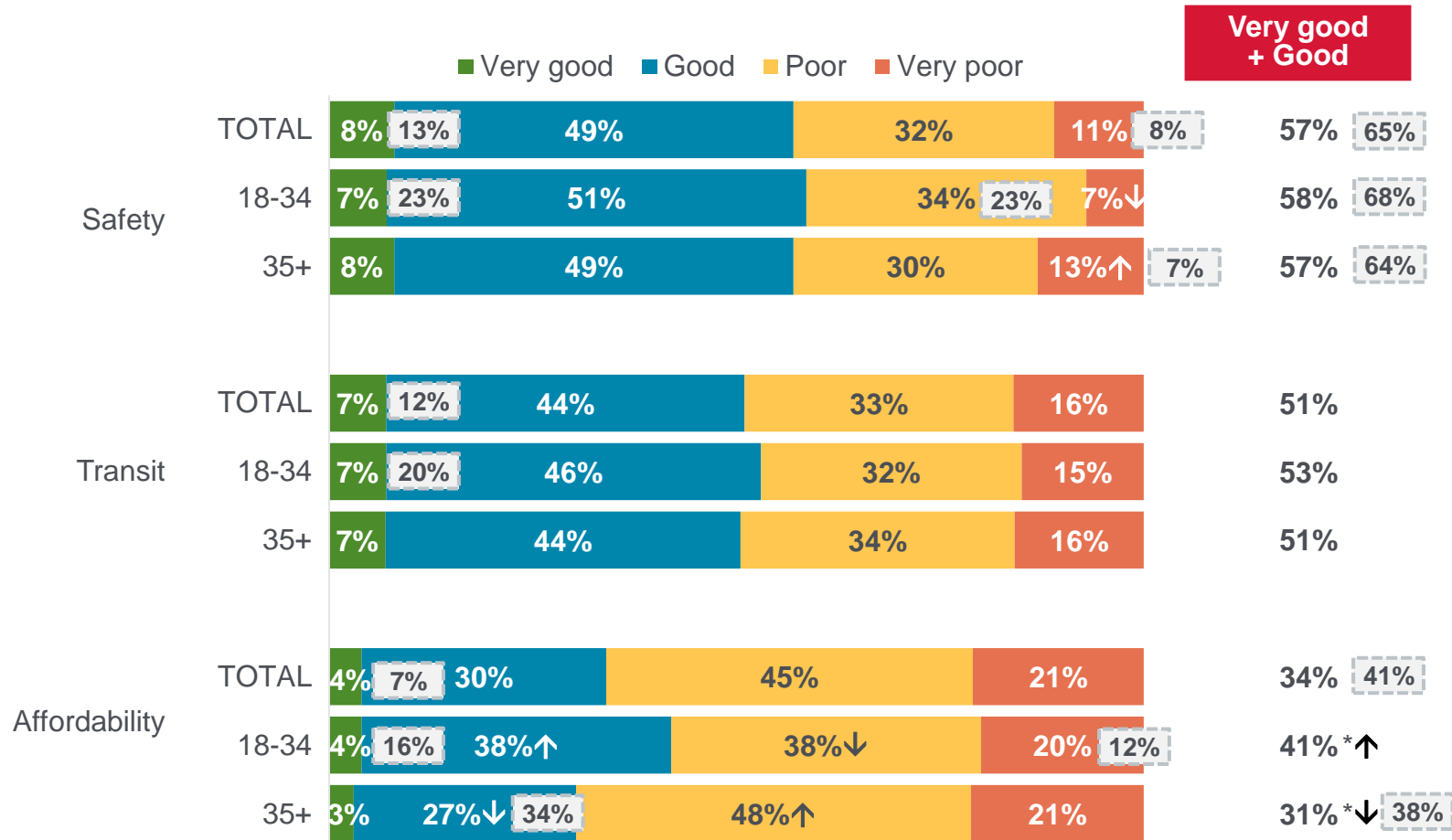
Q4. How do you feel Calgary, as a city, performs in the following areas?  
 Base: Valid respondents (excluding 'don't know') | Base sizes vary

\* Rounding  
 ↑/↓ Statistically higher/lower than other age group  
Statistically different from 2022





# Quality of life performance measures (continued)



Very good + Good

Very good Good Poor Very poor

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

\* Rounding  
 ↑/↓ Statistically higher/lower than other age group  
 Statistically different from 2022

## As older Calgarians perceptions about the economy rise, young adults' ratings stay the same as last year

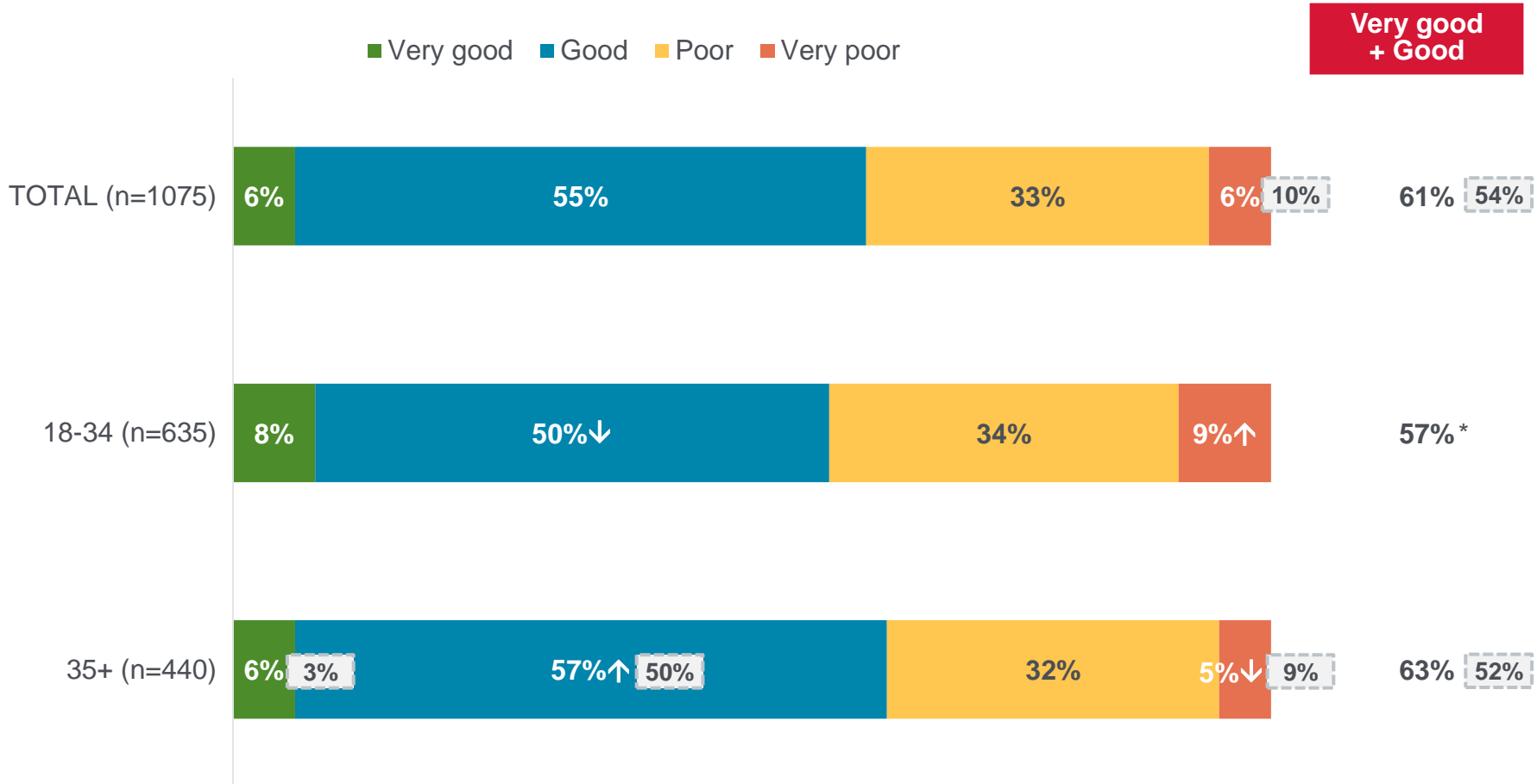
- Opinions about the economy in Calgary has significantly improved this year, primarily driven by perceptions among residents aged 35 and older.
- Younger Calgarians age 18 to 34, on the other hand, hold a similar perception of the economy as they did in 2022. Among young adults aged 18-34, 57% view the Calgary economy as 'very good' or 'good' (was 59% in 2022).
- The two age groups had a noticeable difference in 2022, but this year, opinions have become more uniform with an 11-point increase among those aged 35+. Presently, both the 18 to 34 age group and the 35+ age group rate the economy similarly (57% rated 'very good' or 'good' among 18 to 34 and 63% among 35+).

## Fewer Calgarians anticipate economic growth over the next six months; instead, more anticipate economic stability

- When it comes to the future of the economy in Calgary, young adults are less optimistic than they were last year. In fact, all age groups are less optimistic. Specifically, 22% of young adults expect the economy to change for the 'better' six months from now, which is lower than 30% last year. The opinions of young adults and older adults are similar with 21% of those 35+ expecting the economy to improve six months from now, which is lower than 28% last year.
- On the positive side, perceptions of the future of the economy are not necessarily negative as the majority anticipate that the economy will 'remain the same' (45% among 18-34 year olds and 52% among those aged 35+).



# Rating the economy in Calgary



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

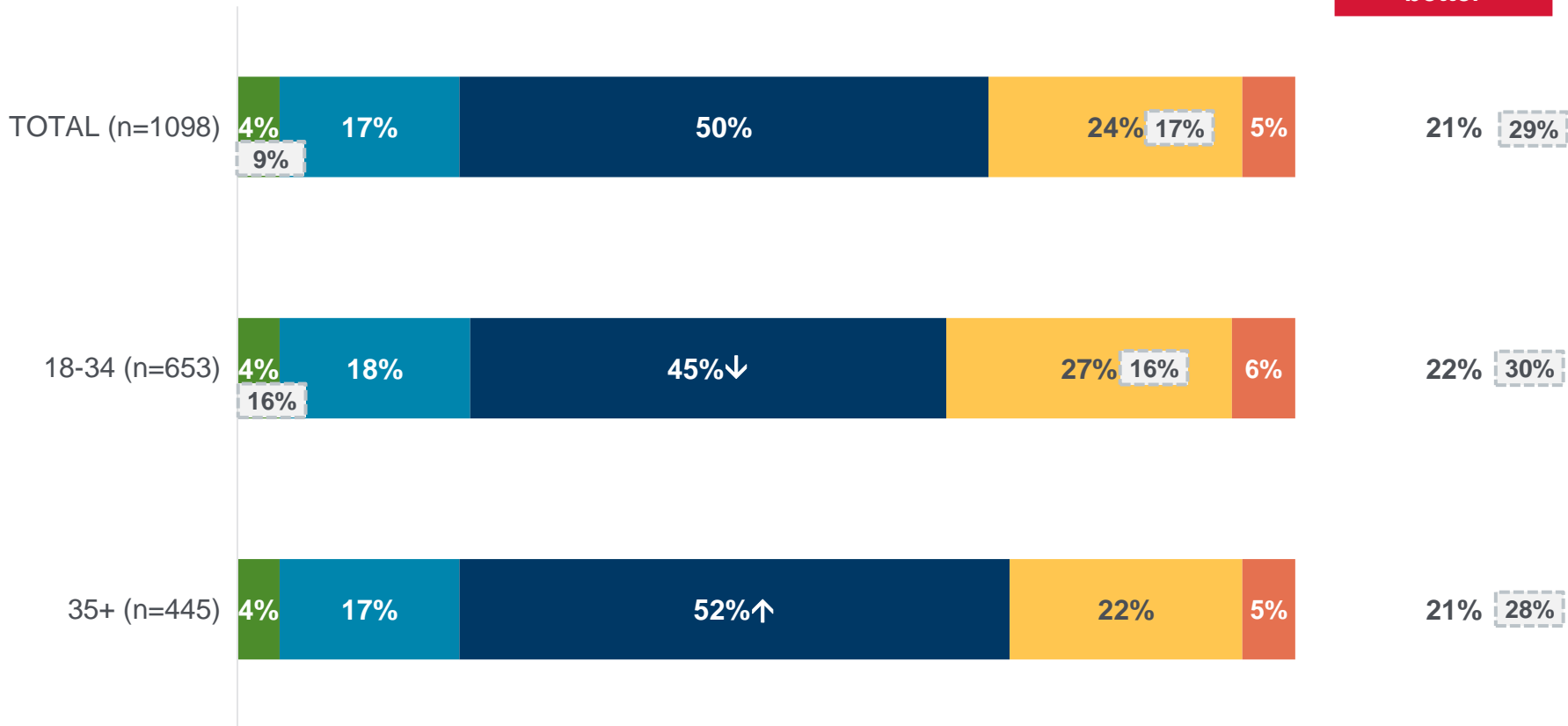
\* Rounding  
 ↑/↓ Statistically higher/lower than other age group  
 Statistically different from 2022



# Projected change in Calgary's economy in the next six months

**Much better +  
Somewhat better**

■ Much better ■ Somewhat better ■ About the same ■ Somewhat worse ■ Much worse



Q2b. Looking ahead six months from now, how do you think the economy in Calgary will change?  
Base: Valid respondents (excluding 'don't know')

↑/↓ Statistically higher/lower than other age group

Statistically different from 2022 28



# Perceptions of the environment

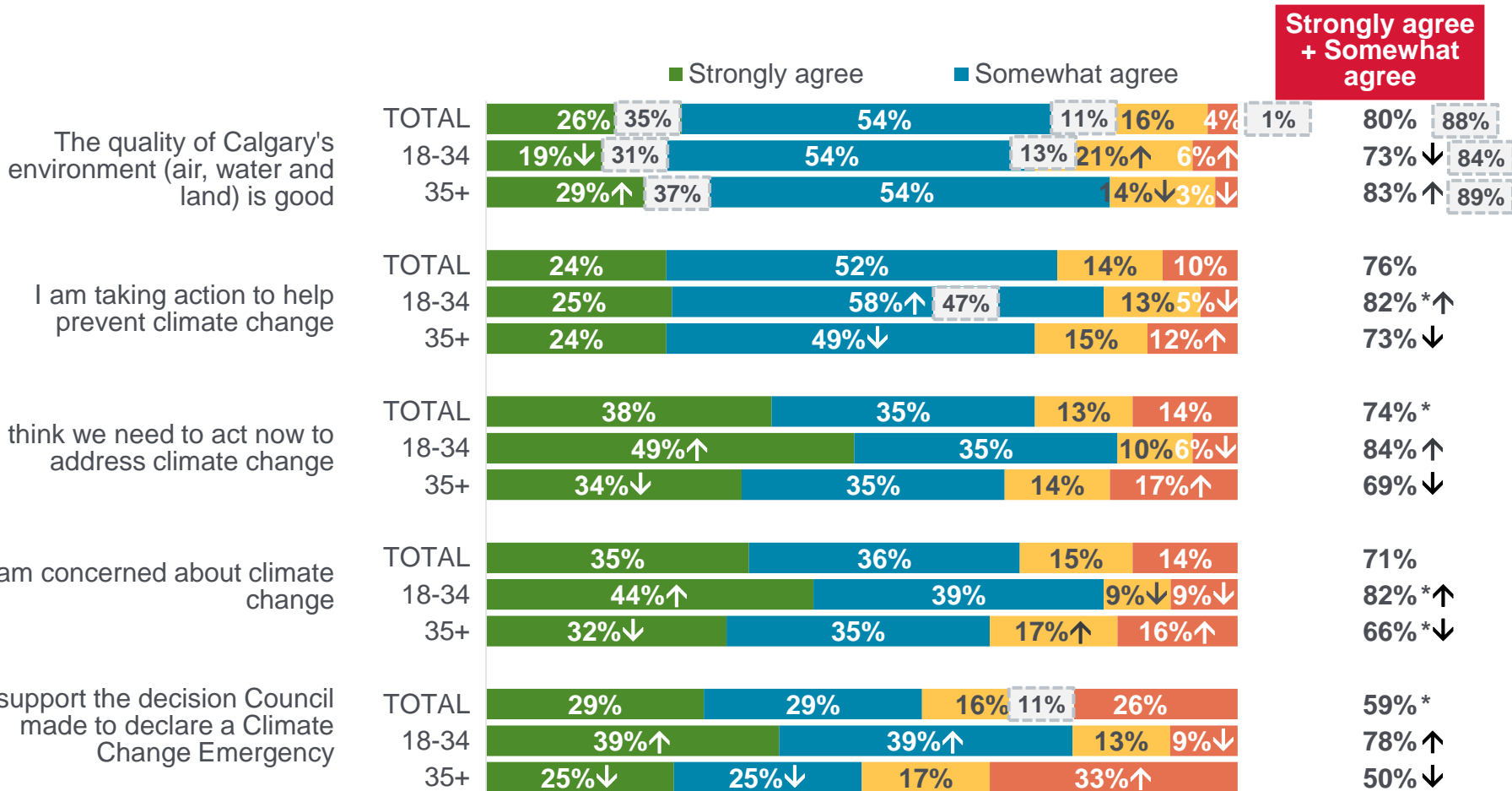
# Environmental perceptions

## Amid declining environmental quality ratings, young Calgarians showcase a high commitment to climate action

- Seven-in-ten (73%) young adults aged 18-34 agree ('strongly' or 'somewhat') that 'the quality of Calgary's environment (air, water, and land) is good.' This is statistically lower than agreement among those aged 35 and older, which stands at 83%.
  - For 'the quality of Calgary's environment,' both age groups exhibit a statistical decline when compared to 2022. Agreement fell 11 points from 84% among those aged 18 to 34 and fell 6 points from 89% in 2022 among those aged 35 and older.
- Young adults aged 18-34 demonstrate a higher level of agreement (82%) with the statement 'I am taking action to help prevent climate change' compared to those age 35 or older (73%).
- Similarly, young adults aged 18-34 exhibit higher agreement (84%) with the statement 'I think we need to act now to address climate change' compared to Calgarians aged 35 or older (69%). Furthermore, a higher proportion of those aged 18 to 34 'strongly' agree with this statement (49% strongly agreeing vs. 34% of those 35+).
- Young adults aged 18-34 also display a higher level of agreement (82%) with the statement 'I am concerned about climate change' compared to Calgarians aged 35 or older (66%). Further, a higher proportion of those age 18 to 34 agree 'strongly' with this statement (44% strongly agreeing vs. 32% of those 35+).
- Lastly, young adults aged 18-34 show a higher level of agreement (78%) with the statement 'I support the decision Council made to declare a Climate Change Emergency' compared to Calgarians aged 35 or older (50%). Furthermore, a higher proportion of those aged 18 to 34 'strongly' agree with this statement (39% strongly agreeing vs. 25% of those 35+).



# Perceptions of the environment



Q6. The next few statements are about how you personally feel about climate change and the environment. To what extent do you agree or disagree with the following statements?  
 Base: Valid respondents (excluding 'don't know') | Base sizes vary

\* Rounding  
 ↑/↓ Statistically higher/lower than other age group  
 Statistically different from 2022



# Diversity and inclusion



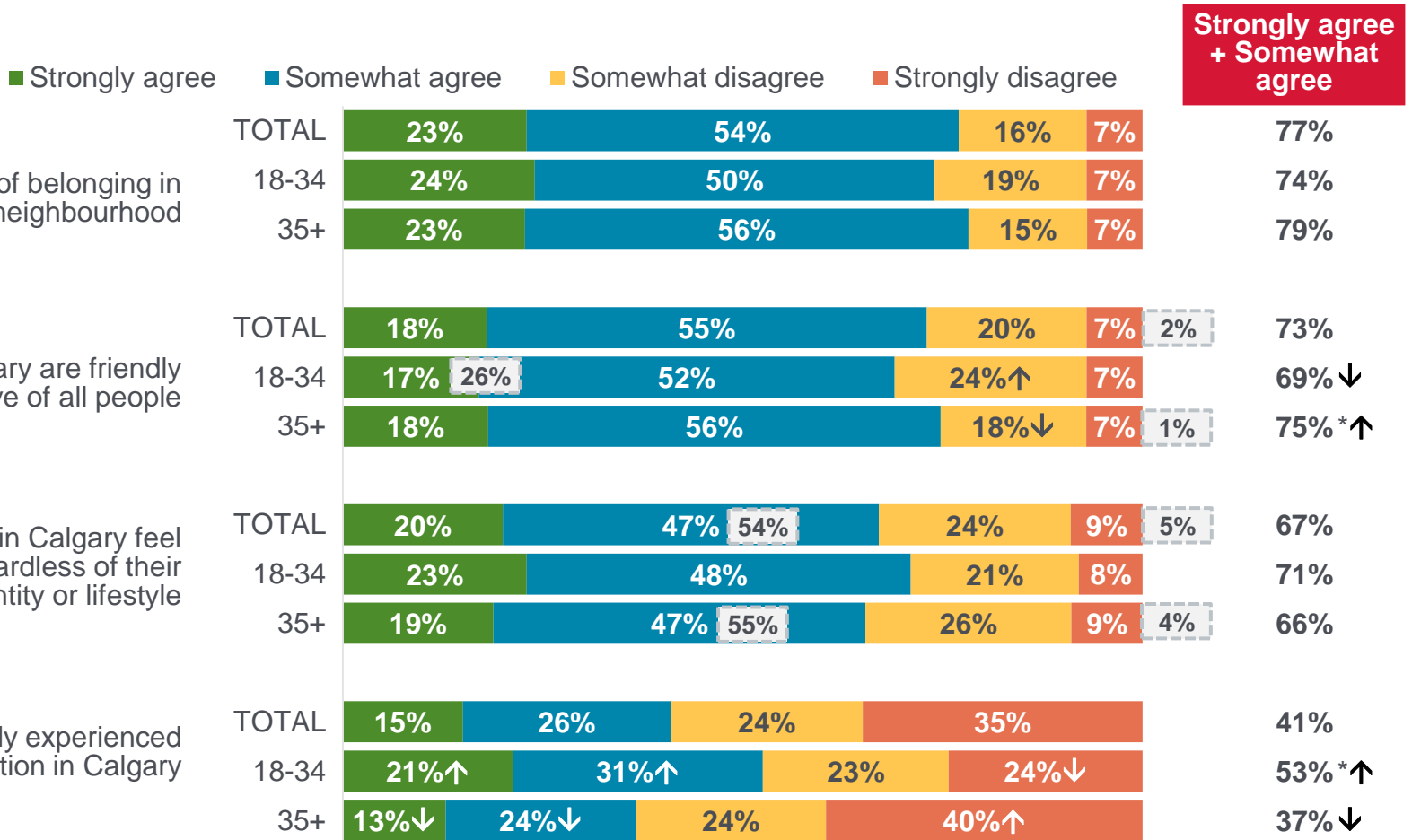
# Feelings about diversity and inclusion

## Feelings of belonging and acceptance are prevalent in Calgary, although young adults report instances of discrimination

- Eight-in-ten (74%) young adults aged 18-34 years 'agree' ('strongly' or 'somewhat') with the statement 'I feel a sense of belonging in my own neighborhood,' which is similar to 79% among those age 35 and older. These results are consistent with 2022 (75% among young adults and 82% among 35+).
- A similar proportion (71%) of young adults aged 18-34 years agree that 'people in Calgary feel accepted regardless of their background, identity or lifestyle,' which is similar to 66% among those age 35 and older. These results are consistent with 2022 (76% among young adults and 71% among 35+).
- Nearly seven-in-ten (69%) young adults aged 18 to 34 'agree' that 'people in Calgary are friendly and inclusive of all people,' which is statistically lower than those age 35+ (75%). These results are consistent with 2022 (77% among young adults and 78% among 35+).
- Over half (53%) of young adults 'agree' that 'I have personally experienced discrimination in Calgary,' which is statistically higher than those age 35+ (37%). Young adults also feel a higher intensity about their experience with discrimination with 21% 'strongly agreeing,' which is statistically higher than 13% among those aged 35+. These results are consistent with 2022 (57% among young adults and 33% among 35+).



# Feelings about diversity and inclusion



Q7. The next few statements are about how you personally feel about diversity and inclusion in Calgary. To what extent do you agree or disagree with the statements below?  
 Base: Valid respondents (excluding 'don't know') | Base sizes vary

\* Rounding  
 ↑/↓ Statistically higher/lower than other age group  
Statistically different from 2022

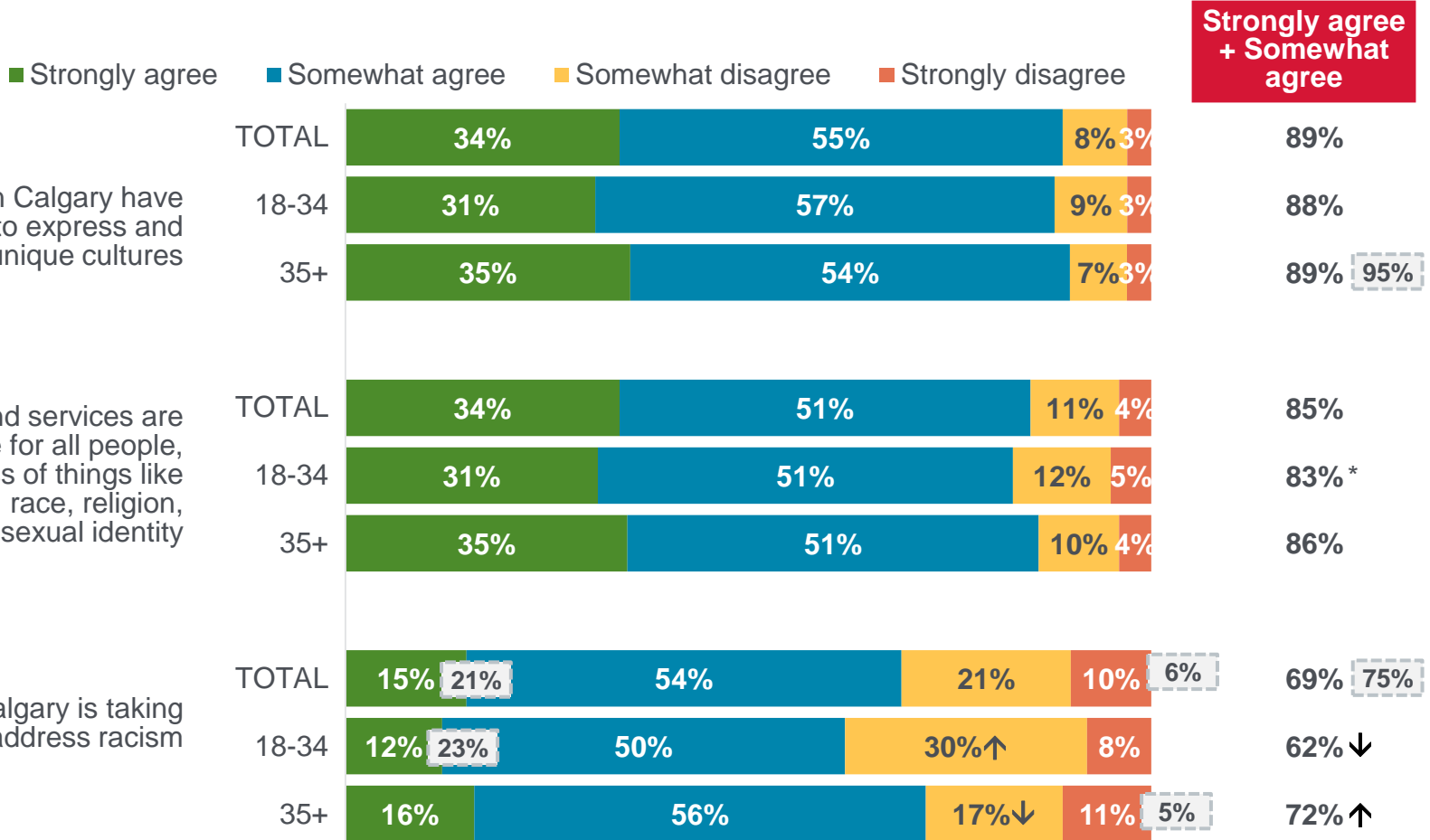
# City performance on diversity and inclusion

## Calgary is viewed as embracing diversity, but its anti-racism efforts are seen as less effective among young adults

- Nearly nine-in-ten (88%) young adults aged 18-34 years agree that 'people in Calgary have opportunities to express and celebrate their unique cultures.' This is consistent with agreement among those aged 35+ at 89%, which is a decline of 6 points from 95% in 2022.
- Furthermore, 83% of young adults aged 18-34 years agree that 'City programs and services are inclusive for all people, regardless of things like ethnicity, race, religion, income, or sexual identity.' This is consistent with ratings from those aged 35+ (86%). These results are consistent with 2022 (85% among young adults and 91% among 35+).
- When it comes to 'The City of Calgary is taking steps to address racism,' two-thirds (62%) of young adults are in agreement which is statistically lower than those aged 35+ (72%). These results are consistent with 2022 (66% among young adults and 79% among 35+).



# City performance on diversity and inclusion



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

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

\* Rounding

↑/↓ Statistically higher/lower than other age group

Statistically different from 2022



# Relocation

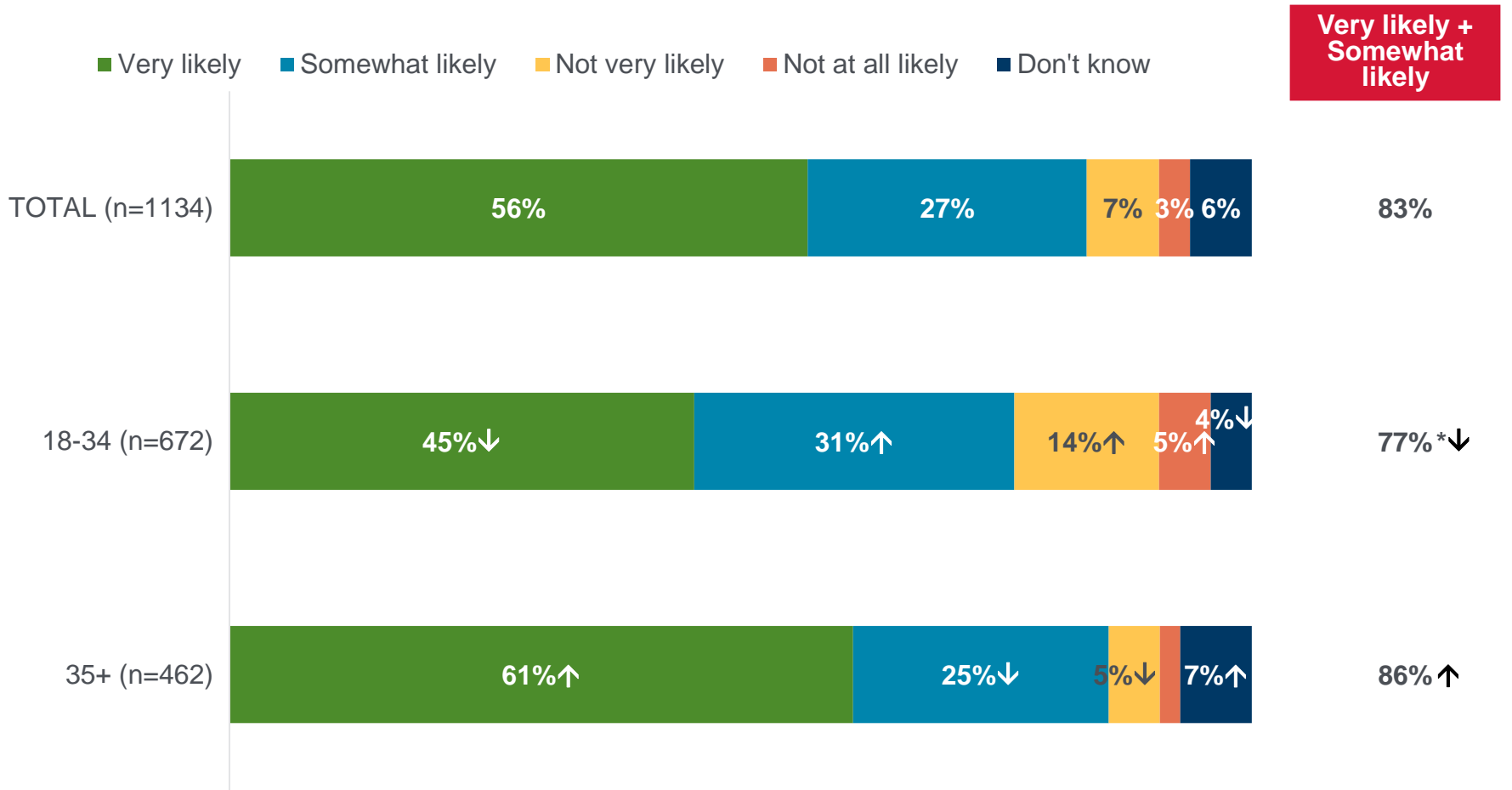
# Likelihood of remaining in Calgary

## While most young adults intend to stay in Calgary, their certainty about this plan is not as firm as older Calgarians

- About three-quarters (77%) of young adults aged 18 to 34 state that they are 'very likely' or 'somewhat likely' to continue living in Calgary for at least the next five years, which is identical with 2022 (77%). Intentions to stay in Calgary are statistically lower among young adults compared to the 86% of residents aged 35 and older. Results among 35+ are also consistent with 2022 (85%).
- Further, looking at the intensity of responses, statistically fewer young adults believe they are 'very likely' to continue living in Calgary (45% compared with 61% among those aged 35+). These results are consistent with 2022 (40% among young adults and 62% among 35+).



# Likelihood of remaining in Calgary for at least the next five years



Very likely + Somewhat likely

Data labels <3% are not shown

\* Rounding

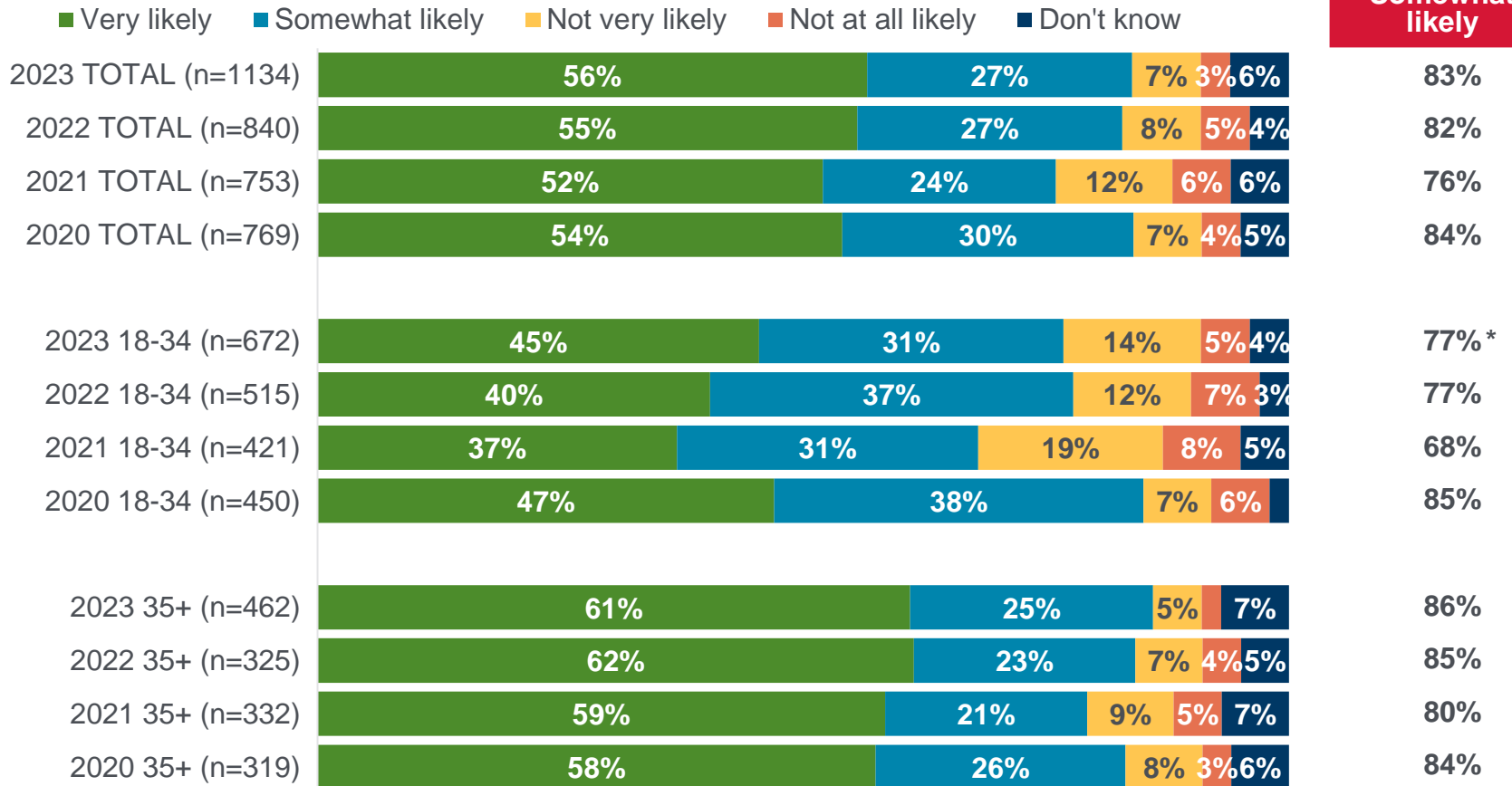
↑/↓ Statistically higher/lower than other age group

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



# Tracking – Likelihood of remaining in Calgary for at least the next five years

**Very likely + Somewhat likely**



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

Data labels <3% are not shown

\* Rounding





# Vision for the future



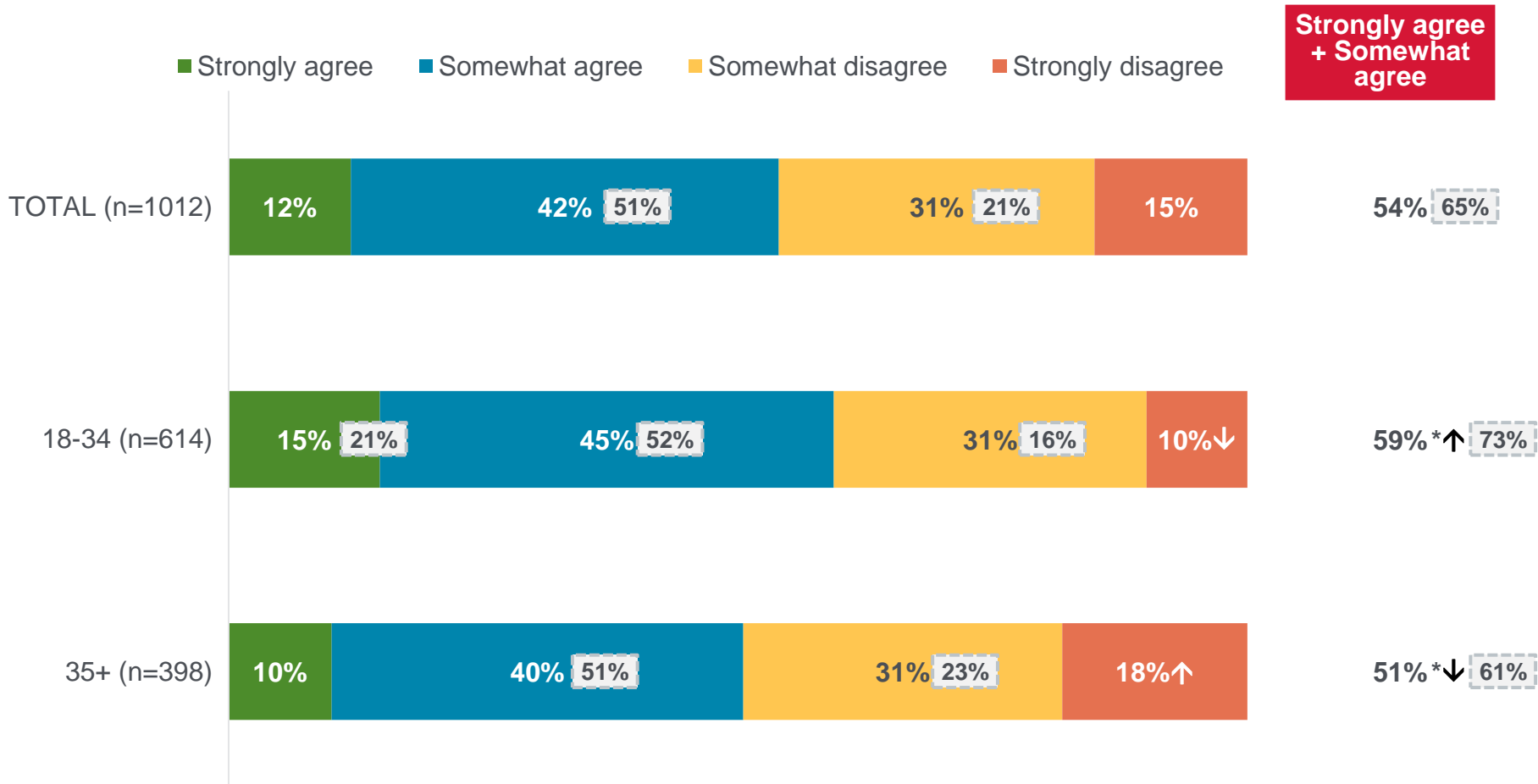
# Right track to be a better city

## Calgary's future still looks bright for the majority of young Calgarians despite declining optimism since last year

- Among young adults aged 18-34, 59% agree (either 'strongly' or 'somewhat') that 'Calgary is on the right track to be a better city 10 years from now.' This proportion is statistically higher than the 51% among individuals aged 35 and older.
  - In 2022, a similar pattern was observed, with younger Calgarians expressing more optimism about the city's trajectory 10 years from now. However, both age groups have shown statistical declines since 2022. In 2022, among those aged 18-34, agreement stood at 73%, while among those aged 35 and older, agreement stood at 61%. It is worth noting that changes in the questionnaire for this measure in 2023 may have contributed to these differences.



# Right track for Calgary being a better city ten years from now



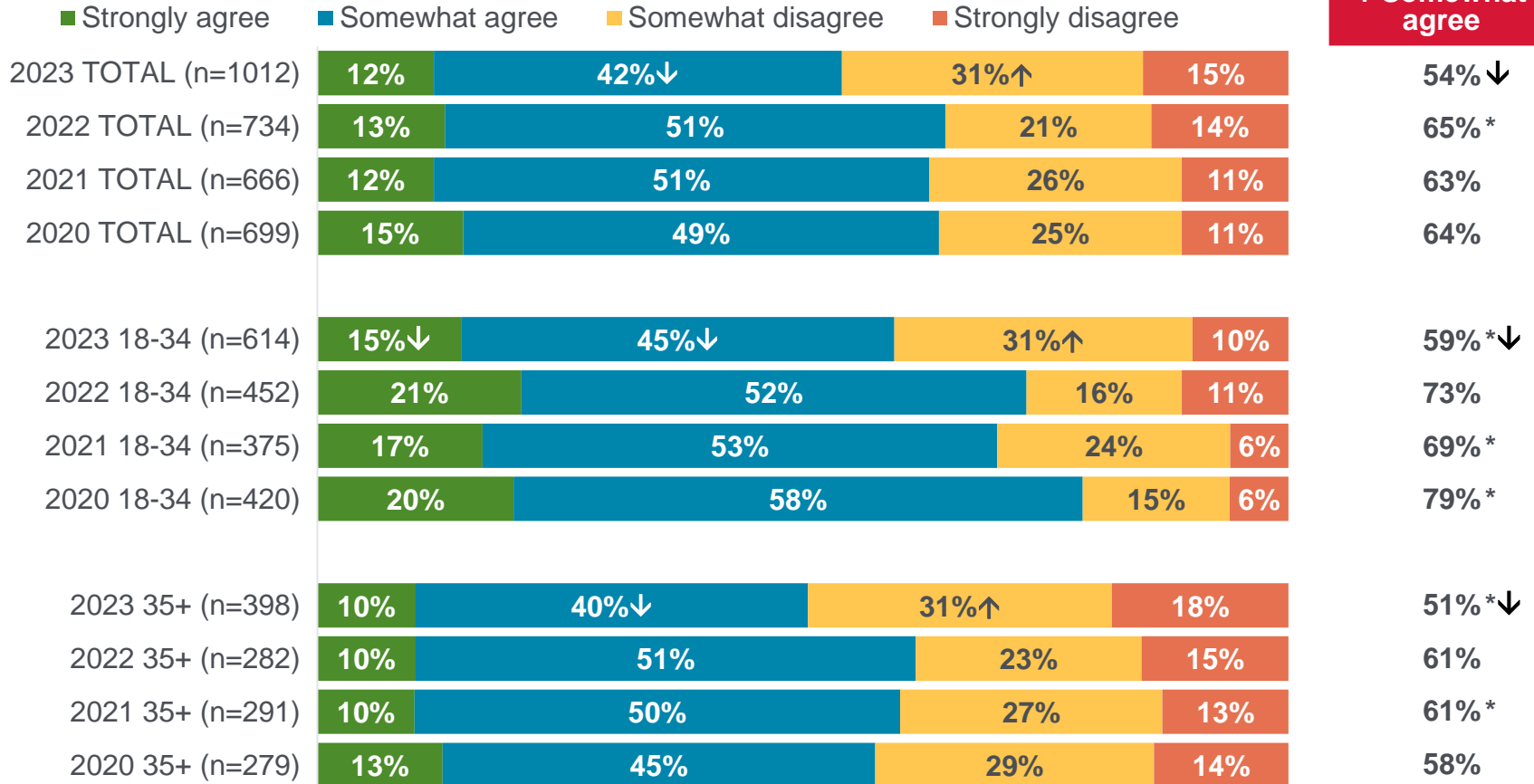
Q3. To what extent do you agree or disagree with each of the following statements about life in Calgary – Calgary is on the right track to be a better city 10 years from now?  
 Base: Valid respondents (excluding 'don't know')

\* Rounding  
 ↑/↓ Statistically higher/lower than other age group  
 [ ] Statistically different from 2022



# Tracking – Right track for Calgary being a better city ten years from now

**Strongly agree + Somewhat agree**



Q3. To what extent do you agree or disagree with each of the following statements about life in Calgary – Calgary is on the right track to be a better city 10 years from now?  
 Base: Valid respondents (excluding 'don't know')

\* Rounding  
 ↑/↓ Statistically higher/lower than 2022

# Making a more vibrant city

## Lower living expenses, accessible housing, and employment growth are aspects that young Calgarians believe will boost Calgary's vibrancy

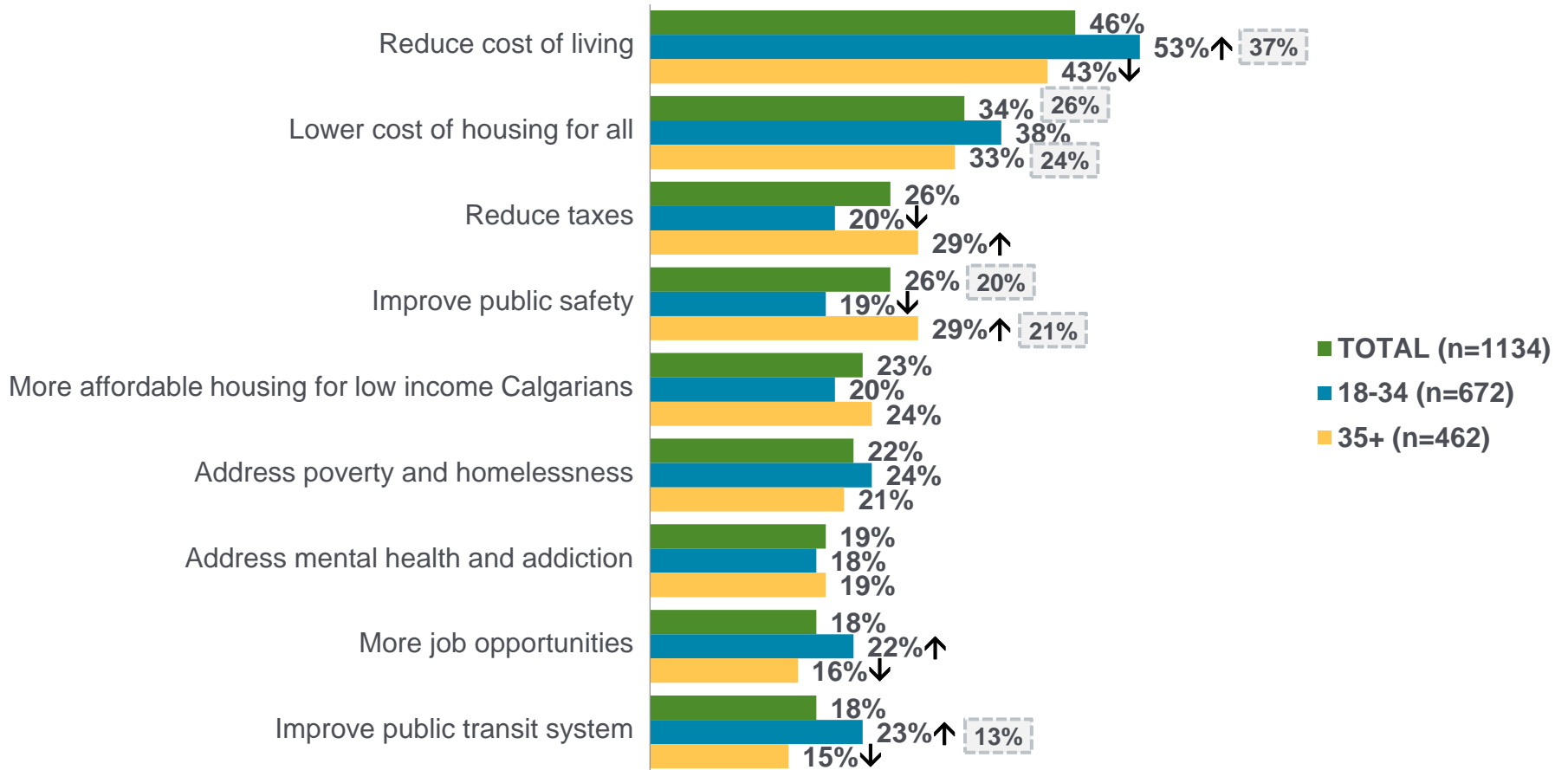
- Among young adults, the top five suggestions to increase Calgary's vibrancy are 'reducing the cost of living' (53%), 'lower housing costs for all' (38%), 'address poverty and homelessness' (24%), 'improve the public transit system' (23%) and 'more job opportunities' (22%).
- Calgarians age 35 and older share the same top two suggestions with young adults. Their top three suggestions for making Calgary a more vibrant city are to 'reduce cost of living' (43%), 'lower housing costs for all' (33%), 'reduce taxes' (29%), 'improve public safety' (29%) and 'more affordable housing for low income Calgarians' (24%).
- Young adults and older adults have some differing perspectives on suggestions to enhance Calgary's vibrancy. Specifically, young adults are statistically more inclined to propose:
  - 'Reduce the cost of living' (53% vs. 43% among 35+ years),
  - 'Improve the public transit system' (23% vs. 15% among 35+ years),
  - 'More job opportunities' (22% vs. 16% among 35+ years),
  - No other idea was mentioned by more than 10%. Lesser mentions include: 'more entertainment or nightlife' (7% vs. 3% among 35+ years), 'more educational opportunities' (6% vs. 3% among 35+ years), and 'more recreation options' (6% vs. 3% among 35+ years).
- Conversely, young adults are statistically less inclined to propose:
  - 'Reduce taxes' (20% vs. 29% among 35+ years),
  - 'Improve public safety' (19% vs. 29% among 35+ years),
  - 'Economic diversification' (7% vs. 14% among 35+ years), and
  - 'Improve traffic congestion' (7% vs. 12% among 35+ years).
- The two age groups are aligned when it comes to the other key initiatives or changes.

# Making a more vibrant city

- Compared to 2022, a statistically higher proportion of young adults mention that ‘reducing cost of living’ would make the City of Calgary more vibrant (mentioned by 53% in vs. 37% in 2022). Following next, a higher proportion mention ‘improving the public transit system’ (mentioned by 23% in 2023 vs. 13% in 2022).
- Fewer young adults mention ‘encouraging new businesses’ (8% in 2023 vs. 14% in 2022).
- Calgarians age 35+ also see some shifts in priorities compared to 2022. A higher proportion of those aged 35+ mention ‘lower cost of housing for all’ (33% currently vs. 24% in 2022) and ‘improving public safety’ (29% in 2023 vs. 21% in 2022).
- A lower proportion of Calgarians age 35+ mention ‘economic diversification’ (14% vs. 25% in 2022) and ‘encouraging new businesses’ (10% vs. 21% in 2022).



# Initiatives to make Calgary a more vibrant city

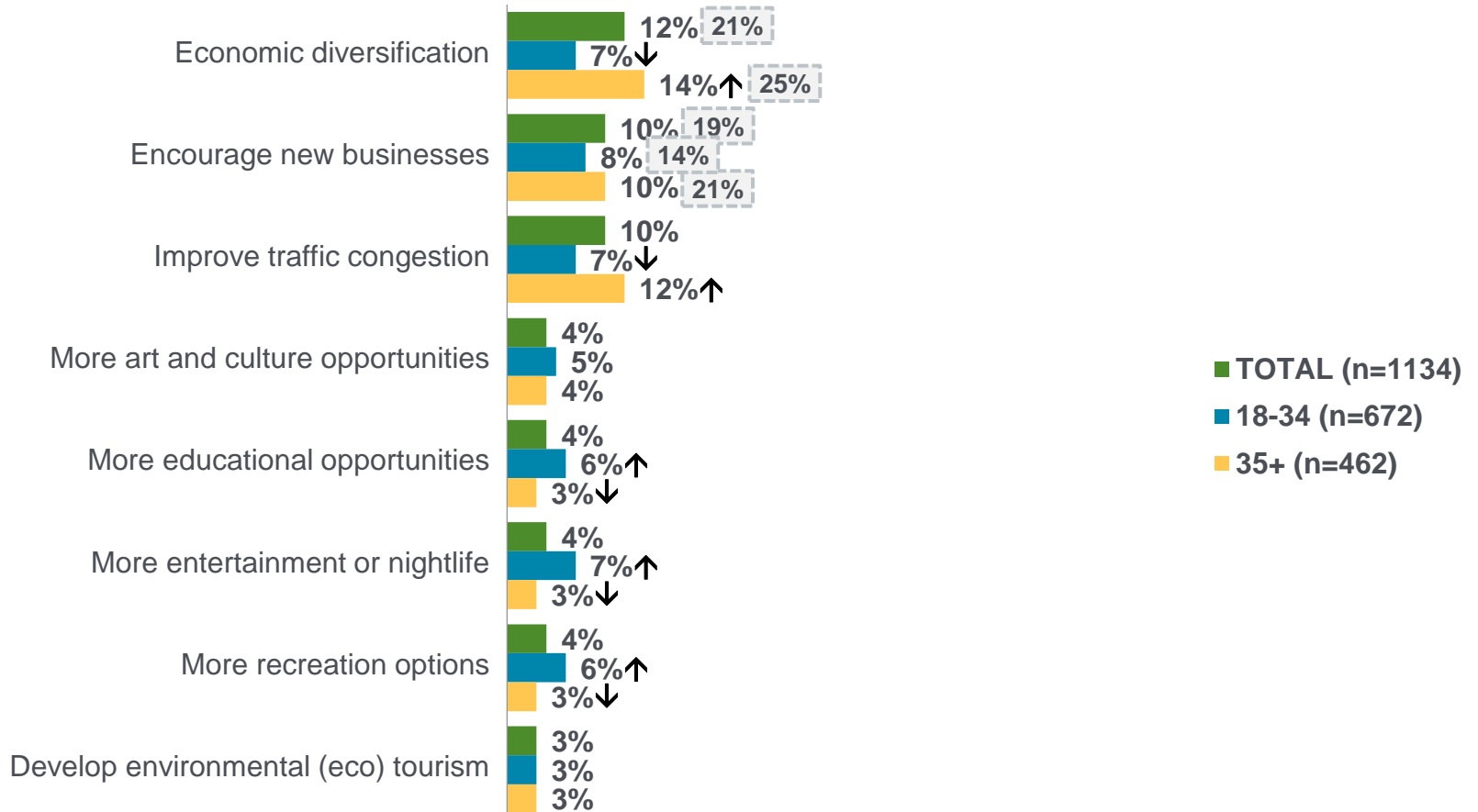


Q13. What are the most important initiatives or changes that would make Calgary a more vibrant city? Select up to 3.  
 Base: All respondents

Total mentions <3% are not shown  
 ↑/↓ Statistically higher/lower than other age group  
 Statistically different from 2022



# Initiatives to make Calgary a more vibrant city (continued)



Q13. What are the most important initiatives or changes that would make Calgary a more vibrant city? Select up to 3.  
 Base: All respondents

Total mentions <3% are not shown

↑/↓ Statistically higher/lower than other age group

Statistically different from 2022



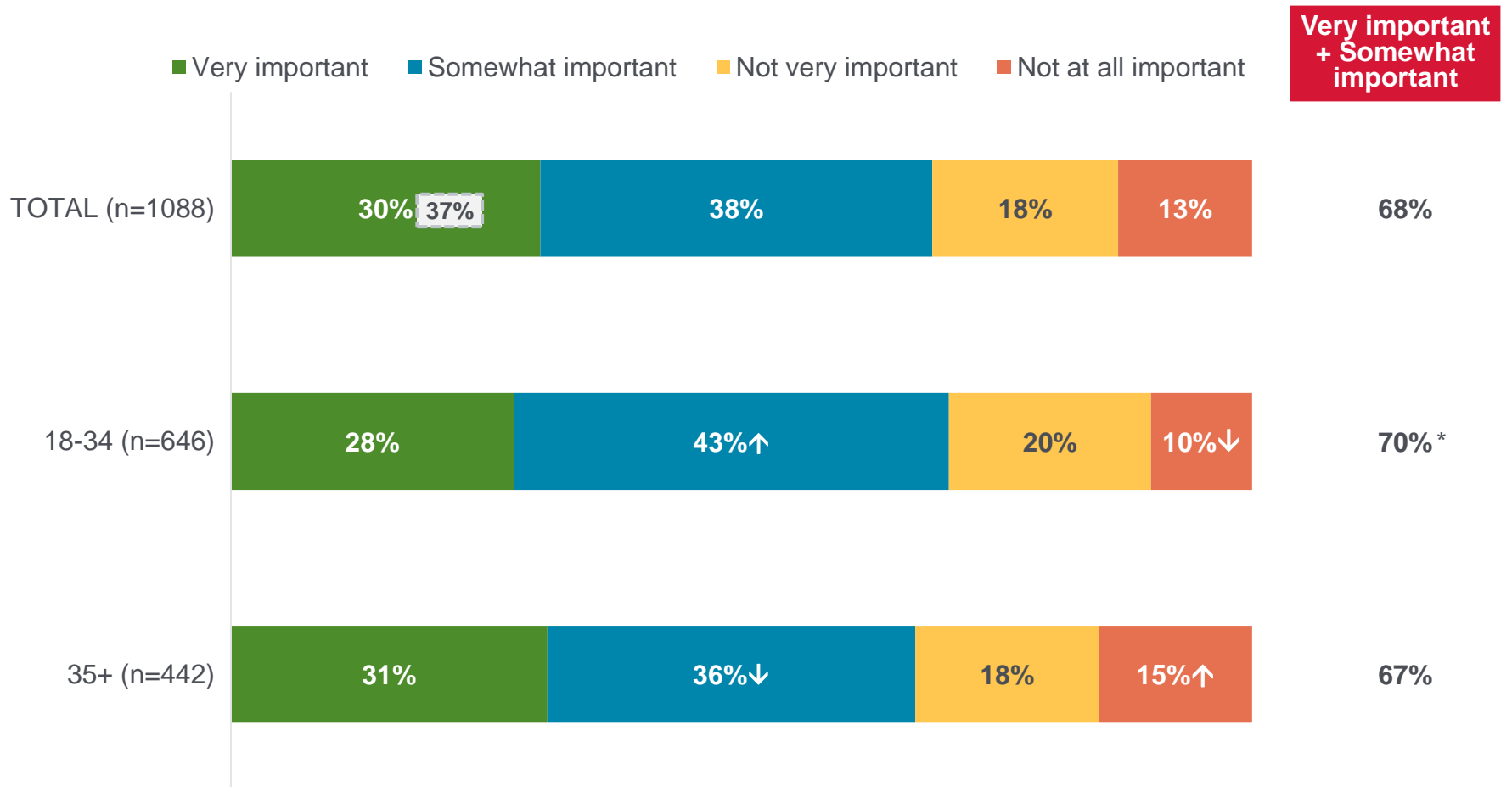
# Importance of new event centre

## Calgary's young adults appreciate the long-term importance of a new event centre for the city's future

- Seven-in-ten (70%) young adults say constructing a new event centre for sporting events and performing artists is 'very important' or 'somewhat important' to the future of Calgary, which is consistent with 2022 (78%). This is on par with 67% of those aged 35+ who feel the same about a new centre, which is also consistent with 2022 (71%).



# Importance of new event centre



Q15a. How important do you think constructing a new event centre for sporting events and performing artists is to the future of Calgary, 10 years down the road and beyond?  
 Base: Valid respondents (excluding 'don't know')

\* Rounding  
 ↑/↓ Statistically higher/lower than other age group  
**Statistically different from 2022**



# Downtown trips and activities

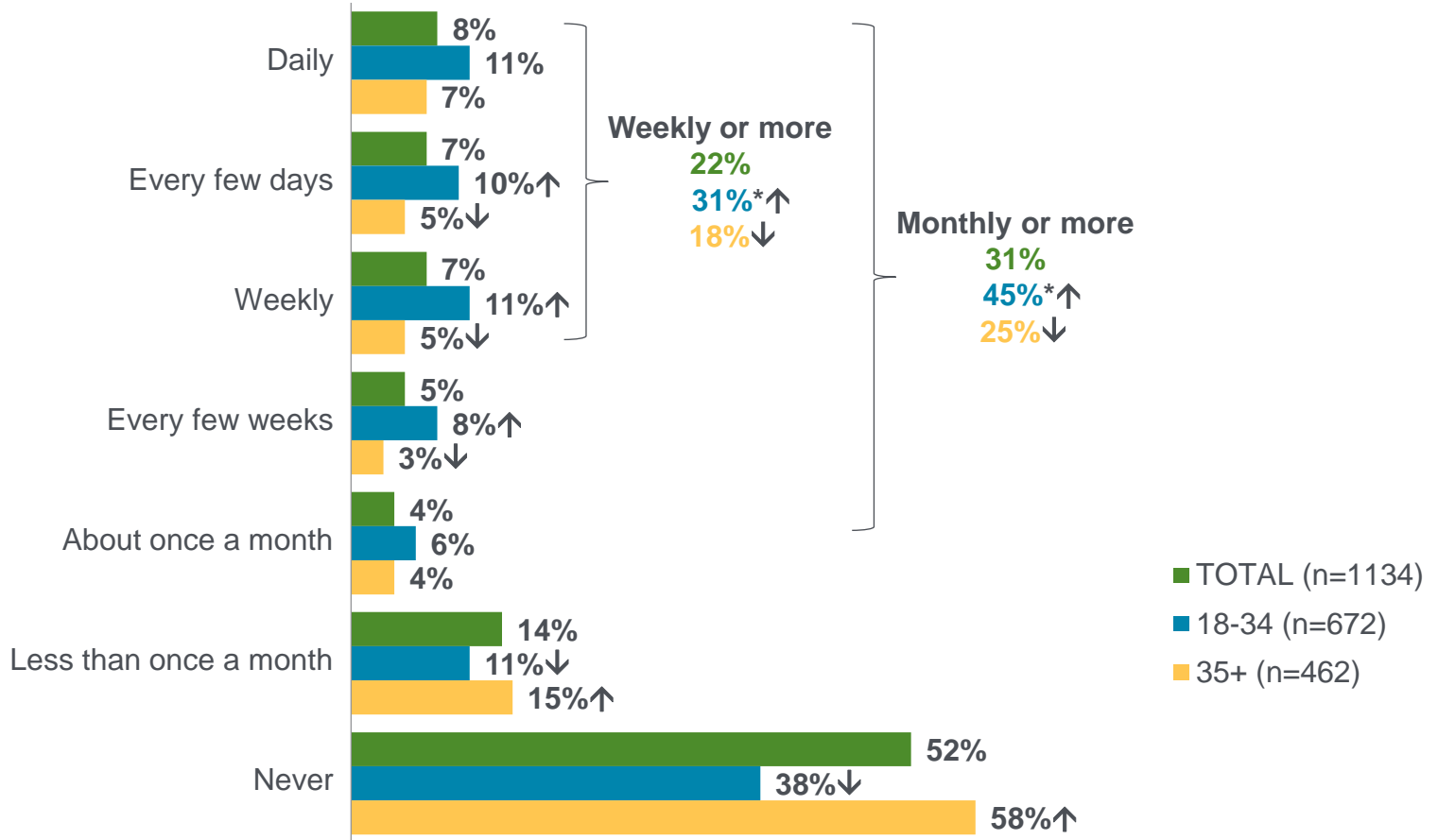
# Frequency of trips downtown

## Work and school commitments bring young Calgary residents downtown more frequently than older residents

- Three in ten (31%) young adults aged 18 to 34 in Calgary go downtown weekly or more for work and 45% make a work trip downtown for work monthly or more. Among those age 35+, statistically fewer make weekly and monthly trips downtown for work (18% and 25% respectively).
  - Contributing to this, 18 to 34 year olds are more likely to make work related trips downtown 'every few days' (10% vs. 5% among 35+), 'weekly' (11% vs. 5% among 35+) and 'every few weeks' (8% vs. 3% among 35+).
- Likewise, young adults travel downtown for school related activities more frequently than those 35+. Two in ten (19%) young adults make the trip weekly or more, while one-quarter (24%) go downtown for school monthly or more. Fewer Calgarians age 35 and older make the trip downtown frequently for school with just 4% doing so weekly or more and 6% travelling monthly or more.
- When it comes to visiting downtown Calgary for leisure, young adults 18 to 34 years old visit downtown more frequently than those 35 and over with 26% heading downtown for leisure weekly or more (vs. 11% among 35+) and 62% doing so monthly or more (vs. 30% among 35+).



# Frequency of work trips downtown



+ Question introduced in 2023

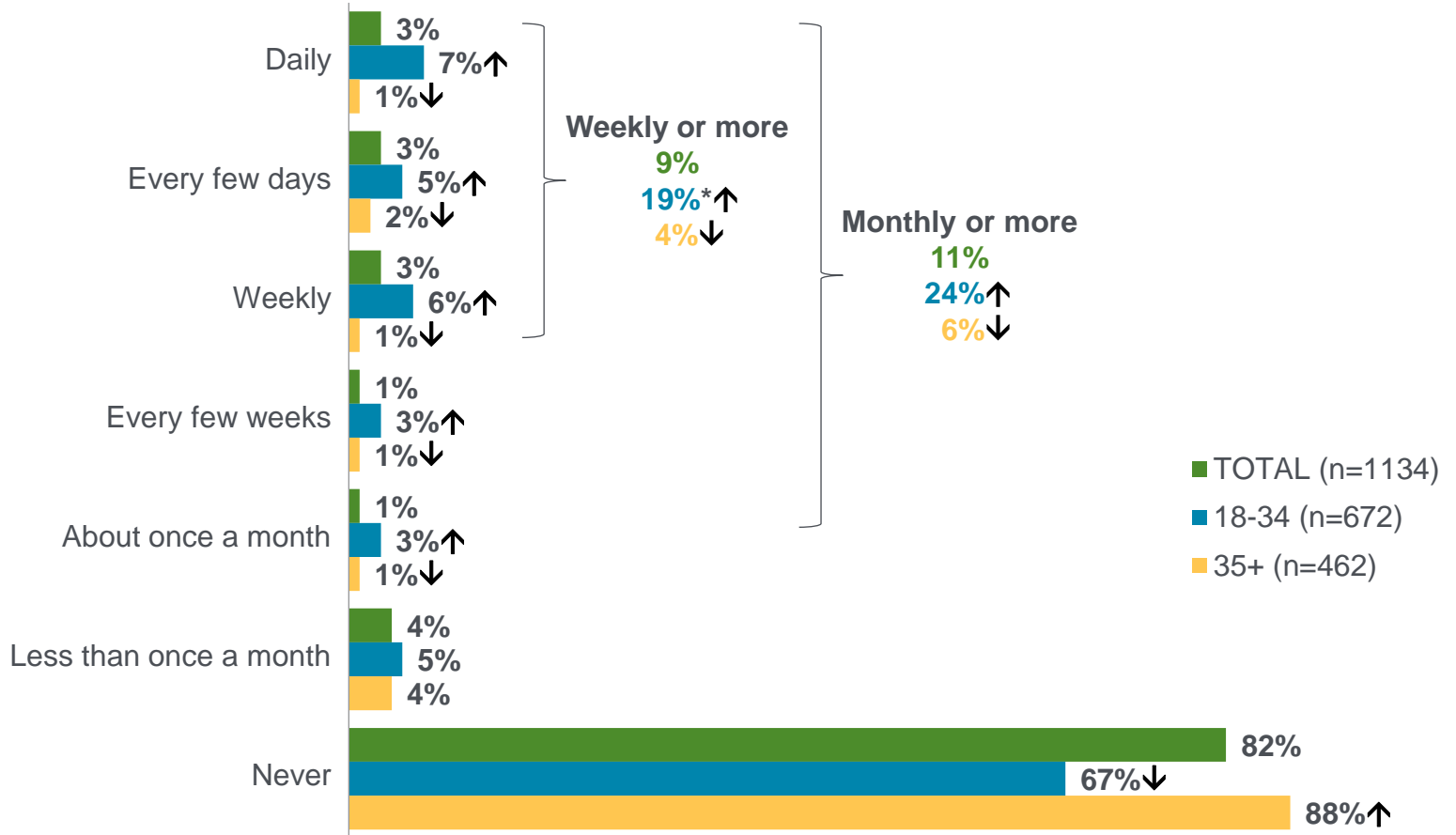
\* Rounding

↑/↓ Statistically higher/lower than other age group

QF15\_new. How often, if at all, do you go downtown for the following reasons? – Work+  
 Base: All respondents



# Frequency of school trips downtown



+ Question introduced in 2023

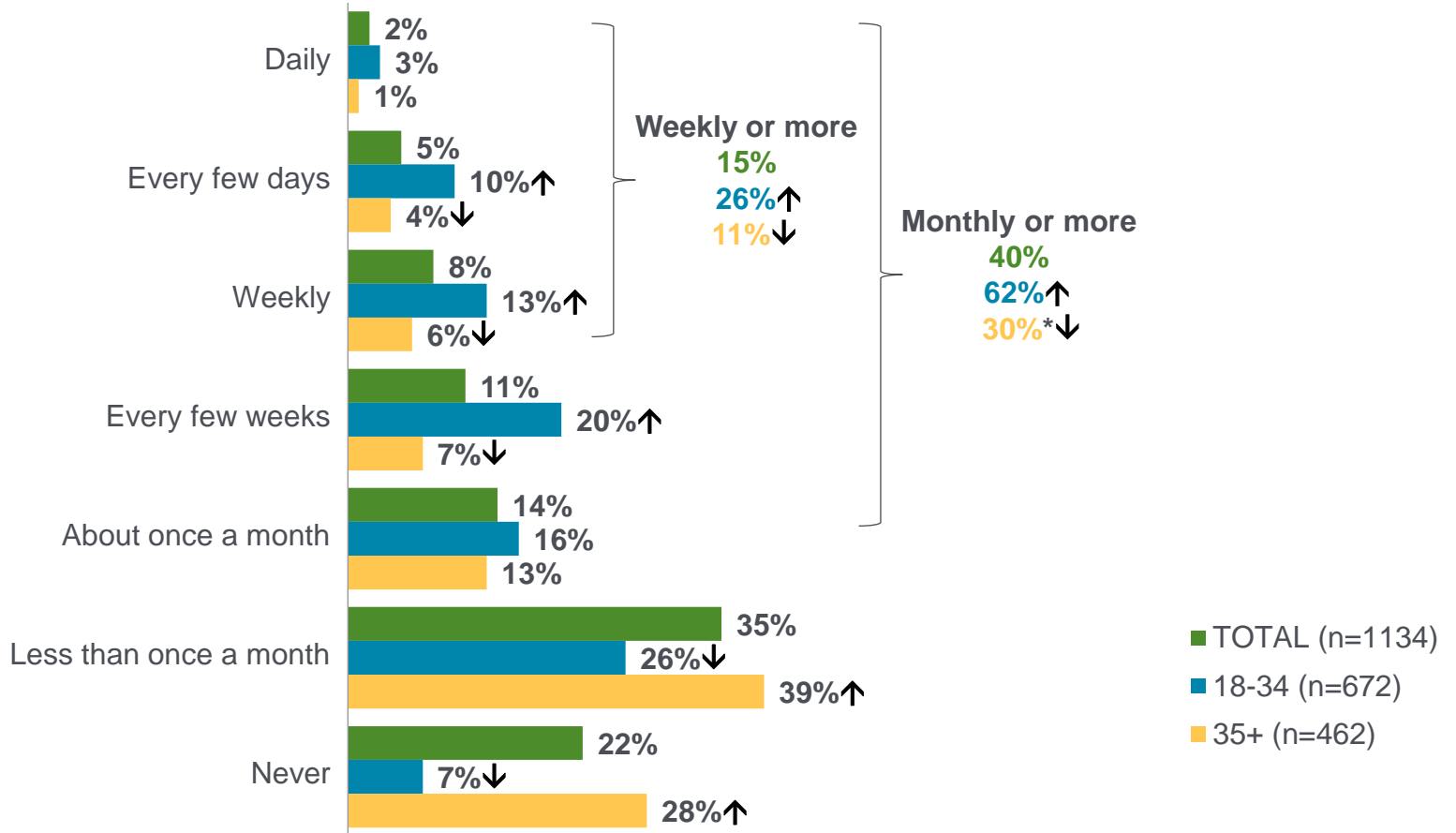
\* Rounding

↑/↓ Statistically higher/lower than other age group

QF15\_new. How often, if at all, do you go downtown for the following reasons? – School+  
Base: All respondents



# Frequency of leisure trips downtown



QF15\_new. How often, if at all, do you go downtown for the following reasons? – Leisure (shopping, recreation, dining, events, etc.)+  
 Base: All respondents

+ Question introduced in 2023  
 \* Rounding  
 ↑/↓ Statistically higher/lower than other age group

# Changes in downtown visitation

## Young adults lead in increasing downtown visits post-covid for work, school, leisure

- Three-quarters (75%) of young adults aged 18-34 are visiting downtown more often, or about the same **for work or school** as they were prior to the Covid-19 pandemic. Likewise, 69% of those age 35+ are visiting downtown more, or about the same for work or school as they were before the pandemic. A statistically higher proportion of young adults are explicitly visiting downtown 'more often' than before the pandemic (18% vs. 10% among 35+).
- A similar proportion (73%) of young adults aged 18-34 are visiting downtown more, or about the same **for leisure** as they were prior to the Covid-19 pandemic. This leaves 27% who are visiting downtown less often. A statistically higher proportion of young adults than those 35+ are visiting downtown 'more' than before Covid (24% vs 7% among 35+) and coincidingly, statistically fewer are visiting 'the same' (49% vs. 56% among 35+) or 'less often' than before covid (27% vs. 37% among 35+).

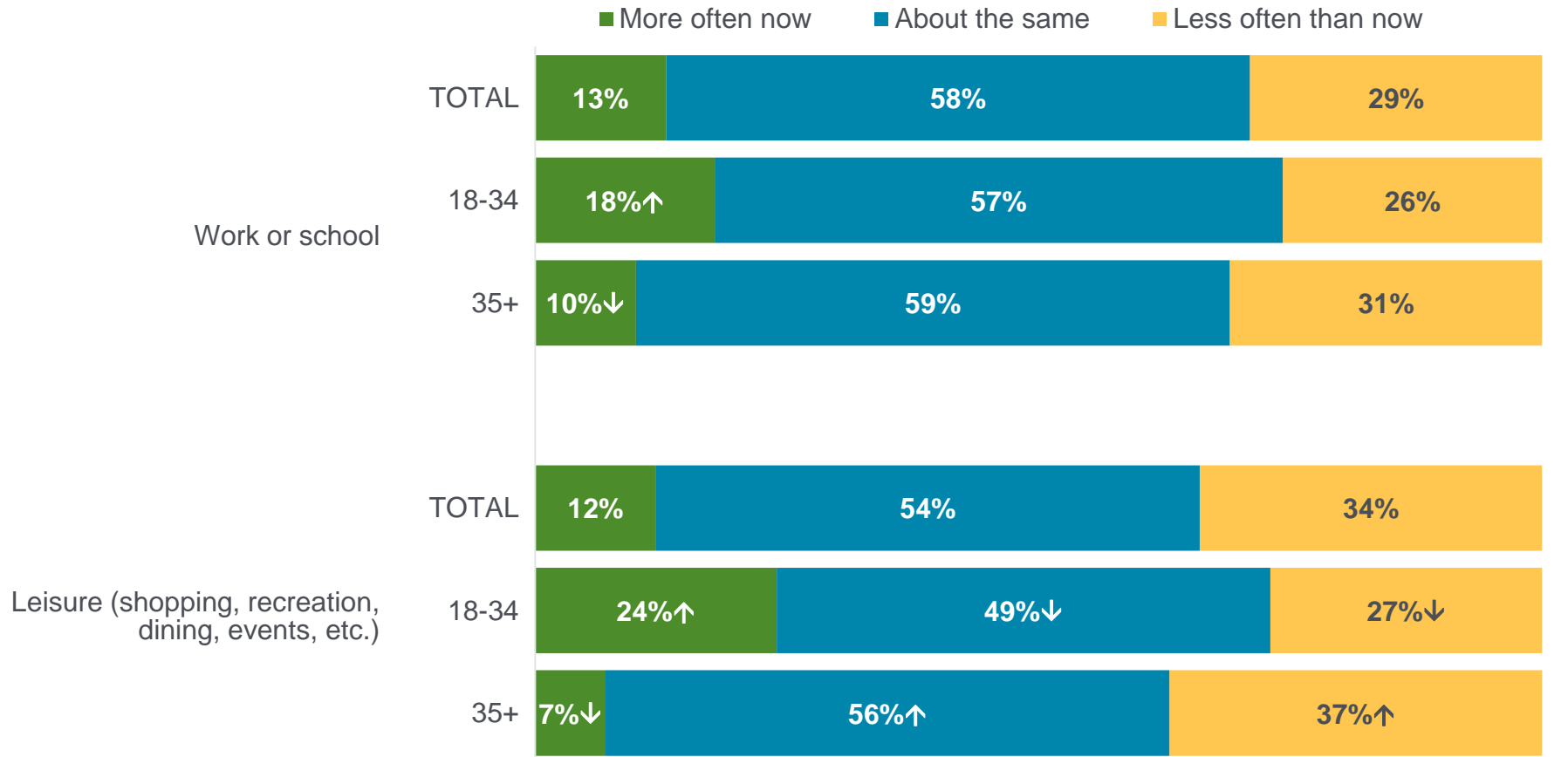
## Young adults also lead in plans for increased downtown visits moving forward

- Eight-in-ten (79%) young adults aged 18-34 intend to visit downtown more often, or about the same **for work or school** as they are doing now. Likewise, 80% of those age 35+ plan on visiting downtown more, or about the same for work or school as now. A statistically higher proportion of young adults are planning to visit downtown 'more often' than now (18% vs. 8% among 35+).
- Over eight-in-ten (85%) of young adults aged 18-34 are planning on visiting downtown more, or about the same **for leisure** as they are now. A statistically higher proportion of young adults than those 35+ plan on visiting downtown 'more' than now for leisure (18% vs 7% among 35+) and coincidingly, statistically fewer are visiting 'the same' (67% vs. 73% among 35+) as now.





# Visits downtown compared to before COVID pandemic



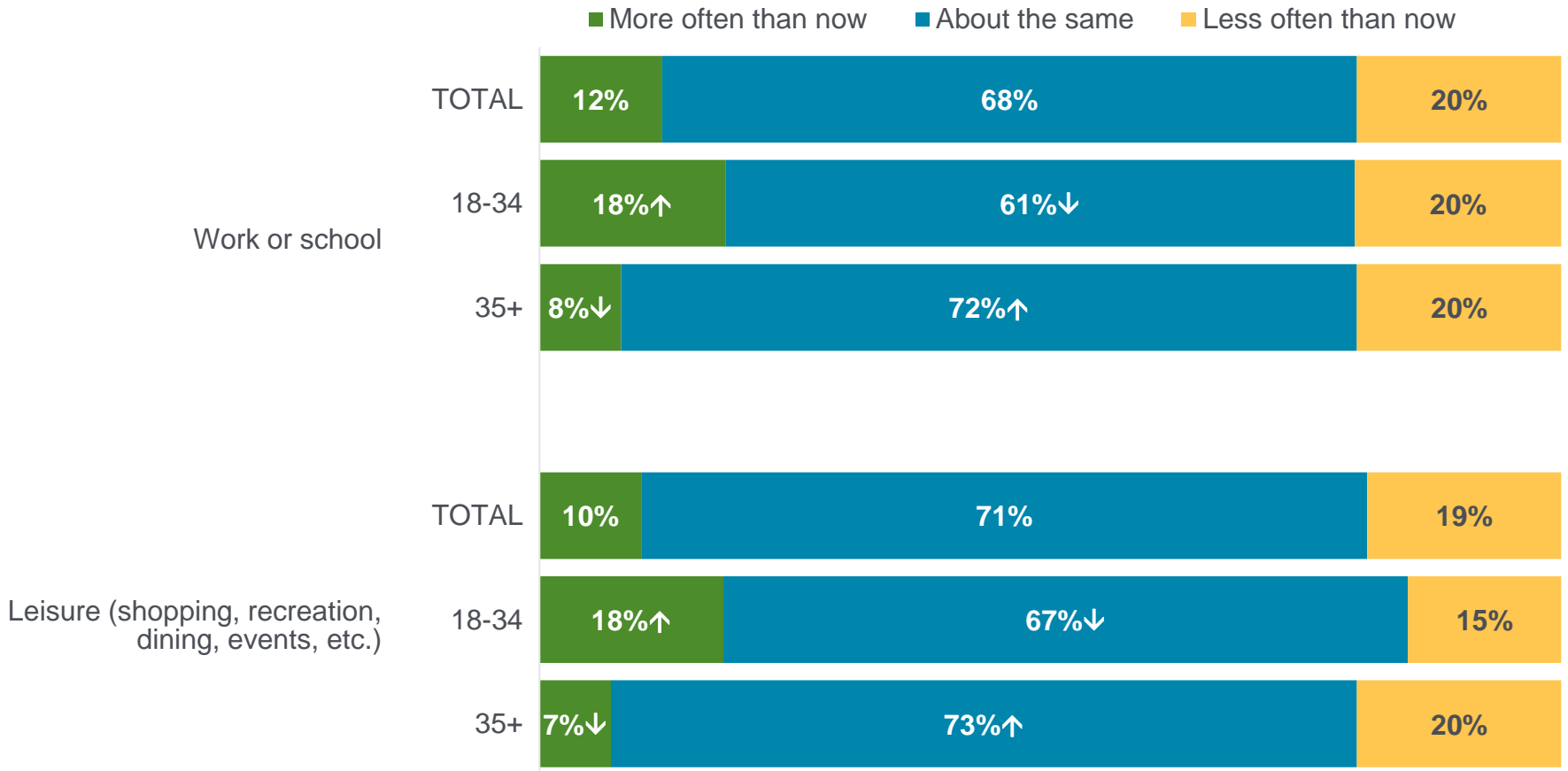
QD15AA. Compared to before the COVID pandemic, are you visiting downtown for the following reasons more often, less often or about the same?+  
 Base: Valid respondents (excluding 'don't know')

+ Question introduced in 2023

↑/↓ Statistically higher/lower than other age group



# Upcoming visits to downtown



QD15c. And over the next year, do you think you will visit downtown for the following reasons more often, less often, or about the same as now?+  
 Base: Valid respondents (excluding 'don't know')

+ Question introduced in 2023

↑/↓ Statistically higher/lower than other age group



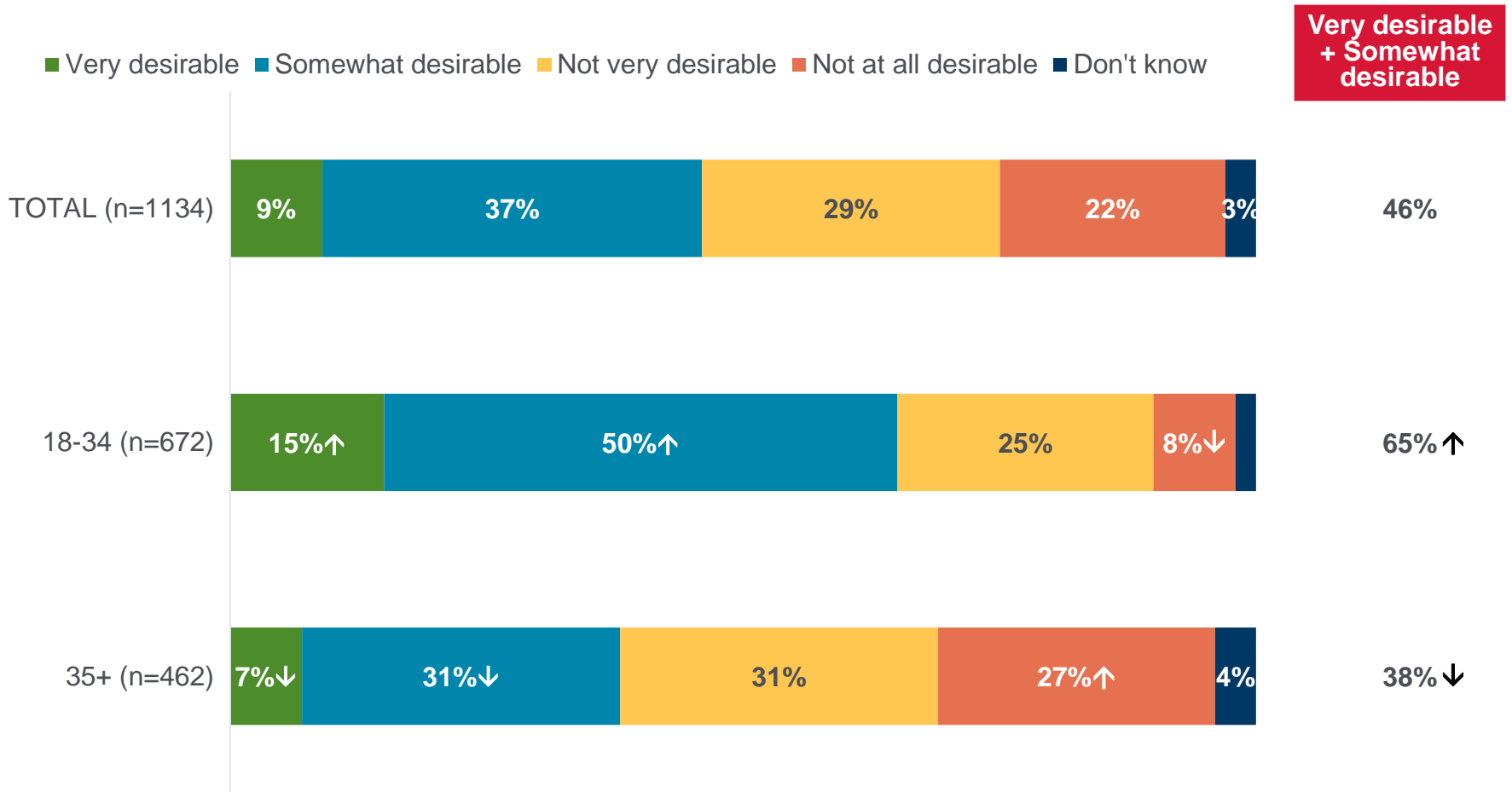
# Desirability of downtown as a destination for leisure time

## Downtown Calgary draws young adults for leisure, holds less charm for those 35+

- Two-thirds (65%) of young adults aged 18-34 consider Calgary's downtown to be a 'desirable' ('very desirable' or 'somewhat desirable') destination for their leisure time. In contrast, only 38% of those aged 35 and older share this viewpoint, which is a statistically lower difference.
- It should be noted that for both age groups and for all Calgarians combined, the ratio of residents considering downtown as 'somewhat desirable' to those considering it 'very desirable' is just over 3:1.



# Desirability of downtown as a destination for leisure time<sup>+</sup>



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

+ Question introduced in 2023  
Data labels <3% are not shown  
↑/↓ Statistically higher/lower than other age group

# Agreement with downtown statements

## Downtown Calgary's dining, arts, culture, and shopping scene particularly appeals to young adults despite concerns on public facilities and navigational challenges

- Both age groups equally agree that safety and familiarity are important factors for downtown experiences, while the availability of public facilities could be improved.
  - For the statement 'I like sticking to familiar places downtown, so I feel safe and comfortable,' 77% of young adults agree, which is on par with those age 35+ (78%).
  - Meanwhile fewer (61%) young adults agree that 'There are enough benches and seating downtown for my needs' (61%), which is on par with those age 35+ (64%).
  - And even fewer (37%) agree that 'There are enough public washrooms available downtown,' which is also on par with those age 35+ (33%).
- Young adults aged 18 to 34 demonstrate a stronger preference for diverse dining options, arts and culture, and shopping experiences in downtown Calgary compared to those aged 35 and older. Specifically, a higher percentage of young adults agree with the following statements:
  - 'I love going downtown because of the variety of dining options' (66%), which is statistically higher than 42% among 35+.
  - 'Calgary's arts and culture scene has a big influence on my trips downtown' (50%), which is statistically higher than those age 35+ (43%).
  - 'I prefer shopping downtown to shopping elsewhere' (27%), which is statistically higher than those age 35+ (13%).
- Both age groups share a similar viewpoint on downtown events, with 66% of young adults and 64% of those aged 35+ agreeing that their 'leisure trips downtown are usually based on festivals and events in the area.'
- However, young adults face more of a challenge navigating downtown compared to those aged 35 and older, as a statistically higher proportion (55%) agree that they 'tend to stick to one area when I'm downtown because it's too difficult to get from place to place,' which is statistically higher 48% among those aged 35+.

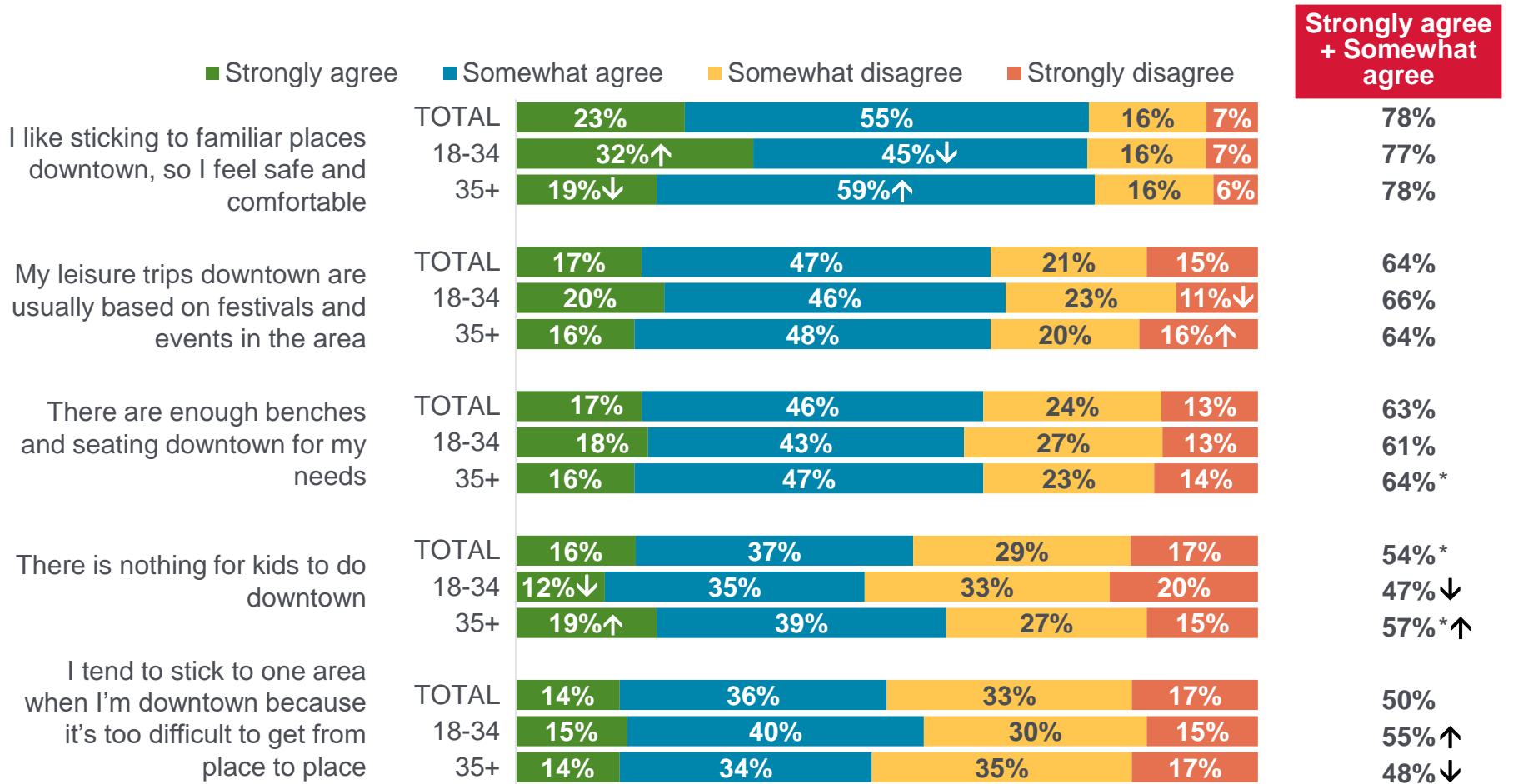
# Agreement with downtown statements

## Young people travelling downtown are not overly concerned about children's activities or pandemic fears

- Younger adults demonstrate a different perspective regarding the presence of activities for children in downtown, as a lower proportion of young adults (47%) agree with the statement 'There is nothing for kids to do downtown,' which is statistically lower than 57% among those age 35+.
- Lastly, fewer young adults are impacted by concerns related to the pandemic when it comes to visiting downtown, with only 40% agreeing with the statement 'I am more hesitant to go downtown today than I was before the COVID-19 pandemic,' which is statistically lower than the proportion of those aged 35+ (47%).



# Agreement with downtown statements



**Strongly agree + Somewhat agree**

+ Question introduced in 2023

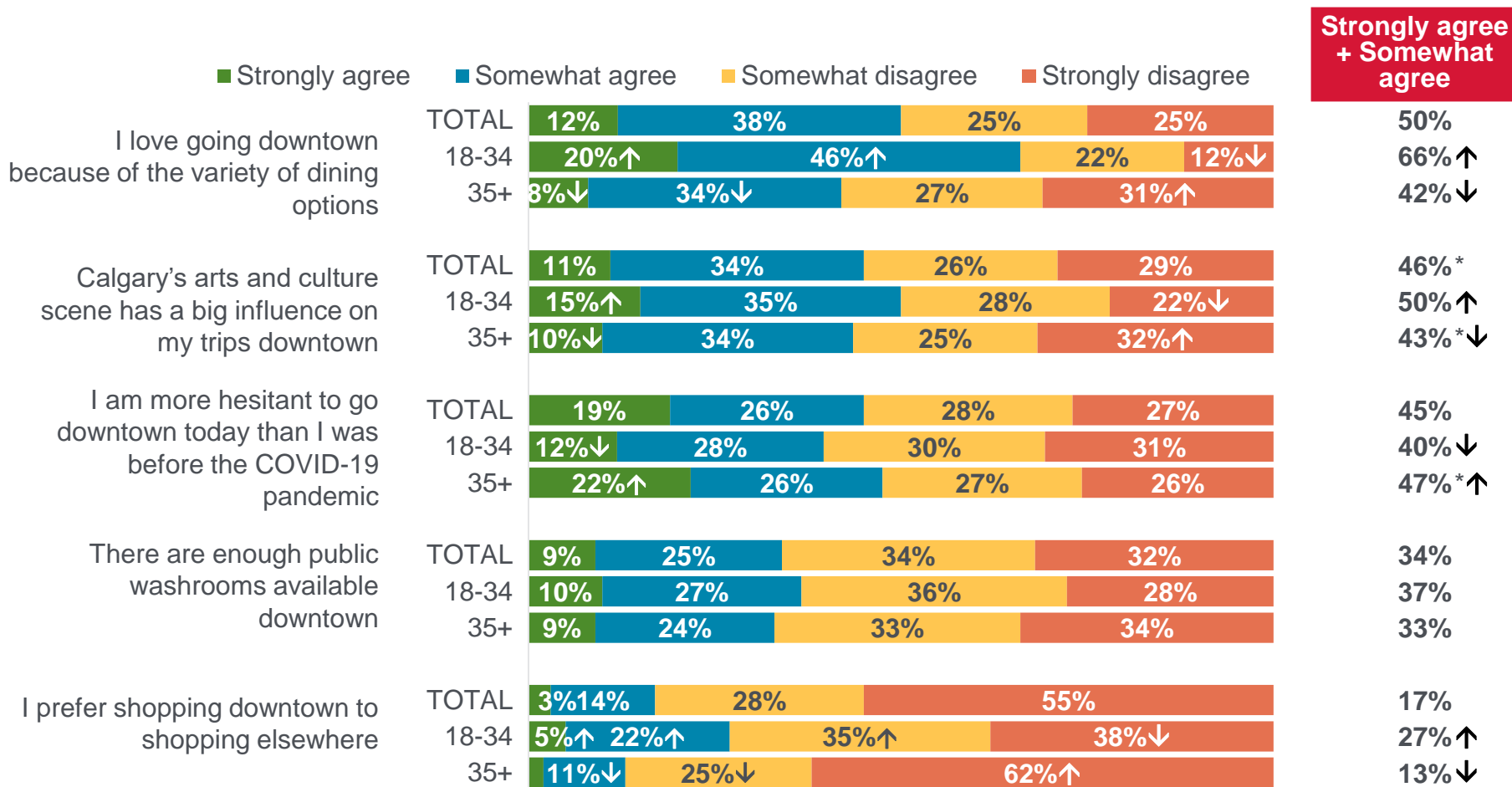
\* Rounding

↑/↓ Statistically higher/lower than other age group

QDTb. To what extent do you agree or disagree with the following statements?+  
Base: Valid respondents (excluding 'don't know')



# Agreement with downtown statements (continued)



+ Question introduced in 2023

\* Rounding

↑/↓ Statistically higher/lower than other age group

QDTb. To what extent do you agree or disagree with the following statements?+  
Base: Valid respondents (excluding 'don't know')



# Past year downtown activities

## Young Calgarians show increased participation in downtown activities, outpacing those age 35 and older

- A strong majority (95%) of young adults have personally participated in one or more activities in downtown Calgary this past year, which is statistically higher than those age 35+ at 73%.
- While both age groups engage in the same top three activities downtown, younger adults are more actively involved in them compared to those 35+. Specifically:
  - Top activity downtown: 'went to a restaurant or bar' (69% of 18 to 34 year olds vs. 45% of those 35+),
  - Second most popular activity downtown: 'shopped downtown' (55% of 18 to 34 year olds vs. 34% of those 35+),
  - Third most popular activity downtown: 'attended or visited a downtown festival or event' (51% of 18 to 34 year olds vs. 31% of those 35+)
- In addition to those mentioned above, younger adults are more active in all other downtown activities measured compared to those age 35+. The differences in participation rates include:
  - 'visited a plaza or park' (48% vs. 27% of those 35+)
  - 'attended or visited a downtown museum, art gallery, theatre or concert' (34% vs. 22% among 35+)
  - 'visited the central library or other library branches' (37% of 18 to 34 year olds vs. 19% among 35+)
  - 'attended a downtown sporting event' (30% of 18 to 34 year olds vs. 17% among 35+)
  - 'worked downtown' (27% of 18 to 34 year olds vs. 17% among 35+)
  - 'visited a downtown recreation facility' (19% of 18 to 34 year olds vs. 8% among 35+)
  - 'went to school downtown' (11% of 18 to 34 year olds vs. 2% among 35+)

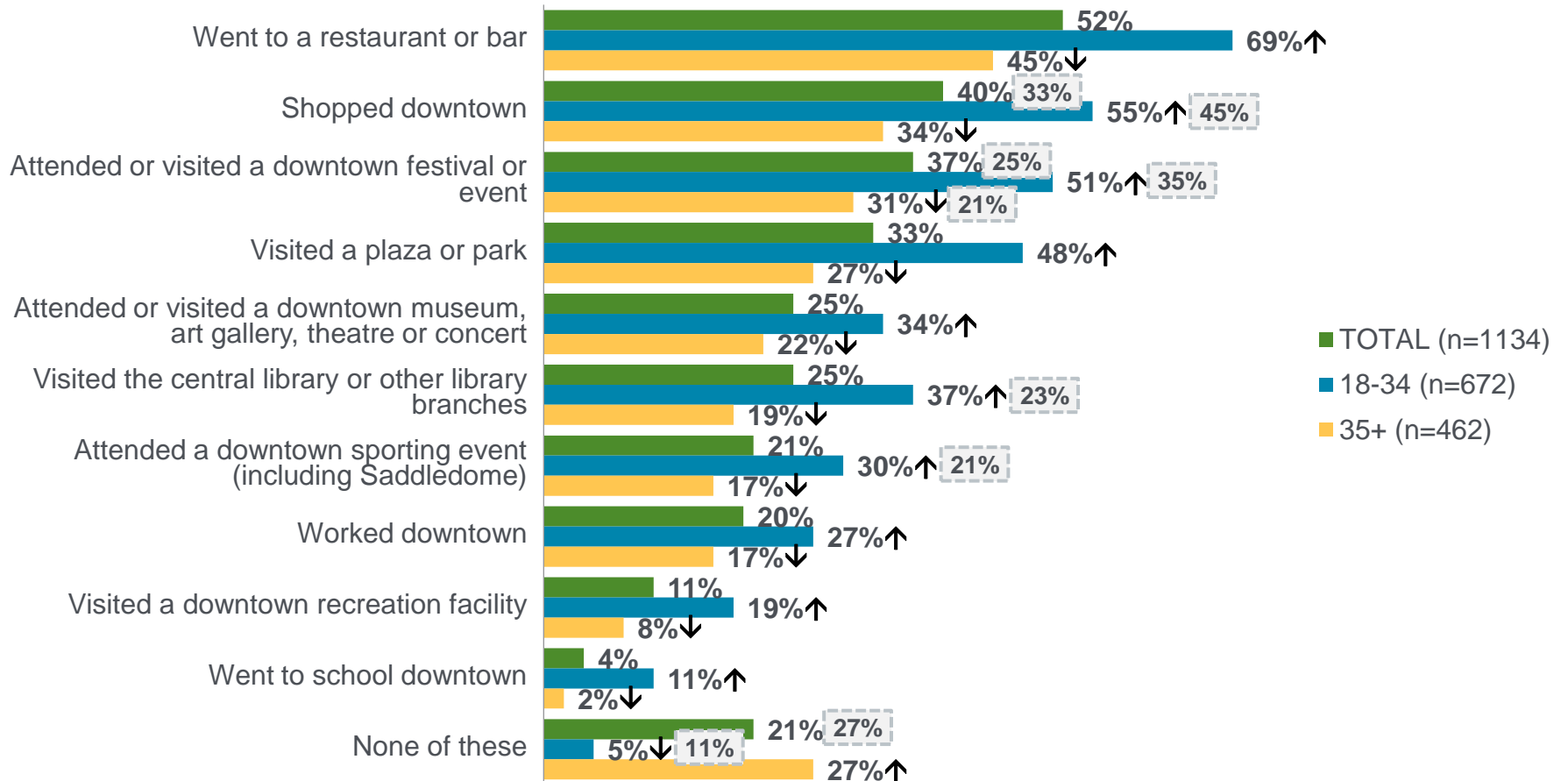
# Past year downtown activities

## More Calgarians are participating in downtown activities this year compared to last

- Participation in downtown activities is statistically higher this year among 18 to 34 year olds than in 2022 (89%), while participation among those 35+ remains similar to 2022 (66%).
- More specifically, compared to last year, a statically higher proportion of young adults are participating in the following activities downtown:
  - 'shopping' (55% vs 45% in 2022)
  - 'attending or visiting a downtown festival event' (51% vs. 35% in 2022). This is up among those 35+ too (31% vs. 21% in 2022)
  - 'visiting the central library or other library branches' (37% vs. 23% in 2022)
  - 'attended a downtown sporting event' (30% vs. 21% in 2022)



# Past year downtown activities



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

Base: All respondents

↑/↓ Statistically higher/lower than other age group

Statistically different from 2022

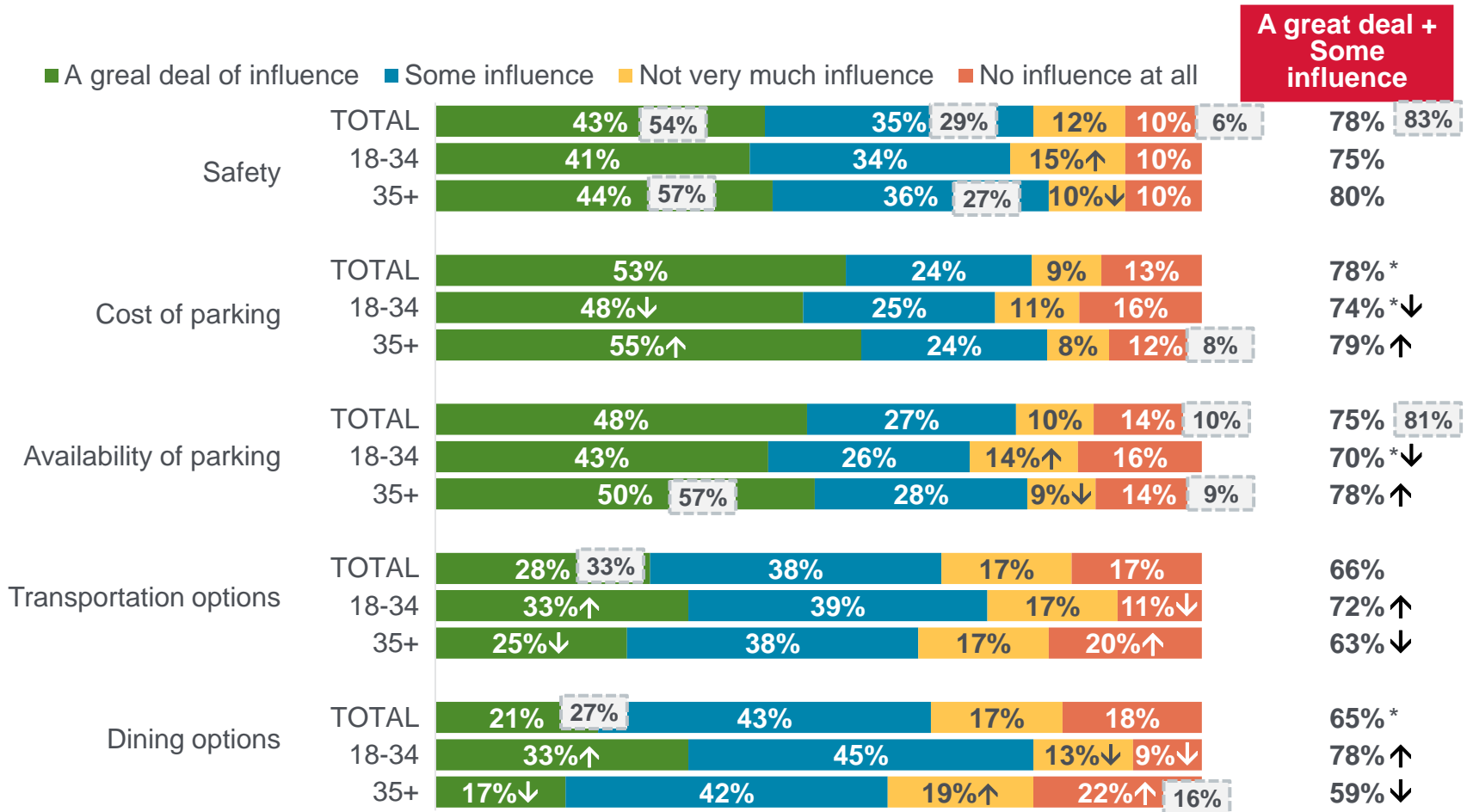
# Influences to visit downtown

## Young adults appreciate the food, entertainment, and shopping that downtown Calgary offers, but they also prioritize safety

- Both age groups identify 'safety' as being the top influence on visiting downtown (75% among those age 18 to 34 and 80% among those age 35+).
- Seven factors measured have a statistically higher impact or influence on young adults in Calgary compared to those who are 35 years old or older:
  - 'dining options' (78% vs. 59% among 35+)
  - 'entertainment options' (76% vs. 59% among 35+)
  - 'transportation options' (72% vs. 63% among 35+)
  - 'festivals' (69% vs. 57% among 35+)
  - 'shopping options' (59% vs. 44% among 35+)
  - 'working downtown' (46% vs. 29% among 35+)
  - 'going to school downtown' (30% vs. 12% among 35+)
- Two factors have a relatively smaller influence on young adults compared to those aged 35 and above:
  - 'cost of parking' (74%), which is statistically lower than those age 35+ (79%); and
  - 'availability of parking' (70%), which is statistically lower than those age 35+ (78%)
- When compared to 2022, three factors have shown a statistical decrease in influence among the overall population of Calgarians. Although, when we separately analyze these factors among the two age groups, the results are statistically consistent with 2022. The three factors are:
  - 'safety' (78% down a statistical 5 points from 83% in 2022);
  - 'availability of parking' (75% down a statistical 6 points from 81% in 2022); and
  - 'shopping options' (48% down a statistical 7 points from 55% in 2022).



# Factors that influence downtown visits



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

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

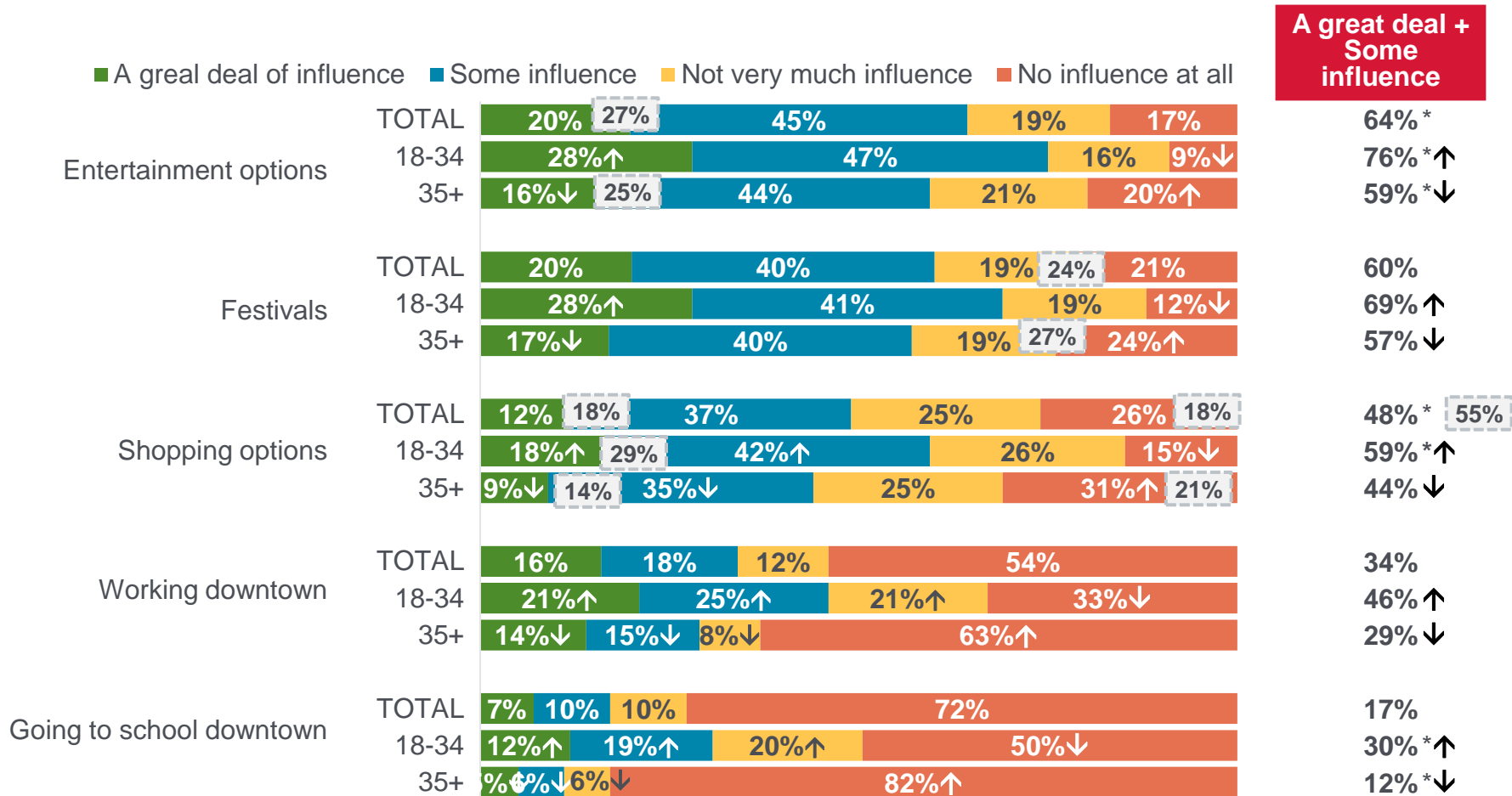
\* Rounding

↑/↓ Statistically higher/lower than other age group

Statistically different from 2022 69



# Factors that influence downtown visits (continued)



**A great deal + Some influence**

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

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

\* Rounding  
 ↑/↓ Statistically higher/lower than other age group

Statistically different from 2022 70



# Lifestyle and community involvement

# Main transportation mode

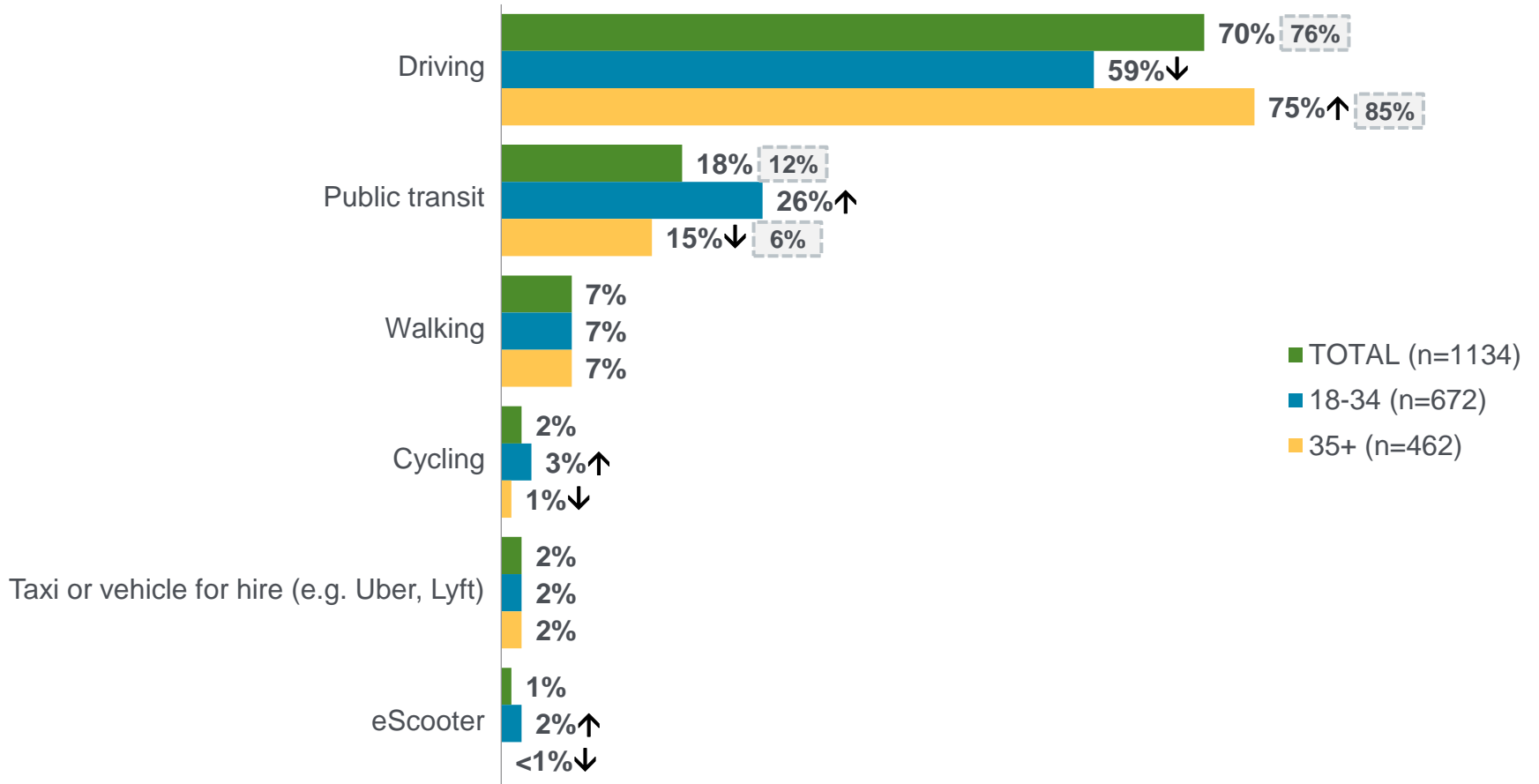
## Majority of young Calgarians rely on driving for transportation, with a sizable proportion turning to public transit

- Six-in-ten (59%) 18-34-year-olds say that driving is their main mode of transportation for getting around Calgary. A statistically higher 75% of those aged 35 and above primarily drive. However, driving as a main mode of transportation among those age 35+ as declined statistically by 10 points since 2022, but is consistent among younger adults.
- One-quarter (26%) of 18-34-year-olds use public transit as their main mode of transport, whereas only 15% of those aged 35 and above use transit even though use of public transportation by those 35 and older as a main mode of transportation increased by 9 points from 6% in 2022.
- Walking is equally popular among both age groups, with 7% in both the 18-34 and 35+ age groups mainly choosing this mode of transportation.
- All other transportation options are chosen by less than 5% of the Calgary population as their primary mode of getting around the city.
  - Cycling (used by 3% of 18-34-year-olds and 1% of those aged 35+)
  - Taxis or vehicles for hire (used by 2% of 18-34-year-olds and 2% of those aged 35+)
  - eScooters (used by 2% of 18-34-year-olds and less than 1% of those aged 35+)





# Main mode of transportation used in Calgary



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

Total mentions <1% are not shown  
 ↑/↓ Statistically higher/lower than other age group  
Statistically different from 2022

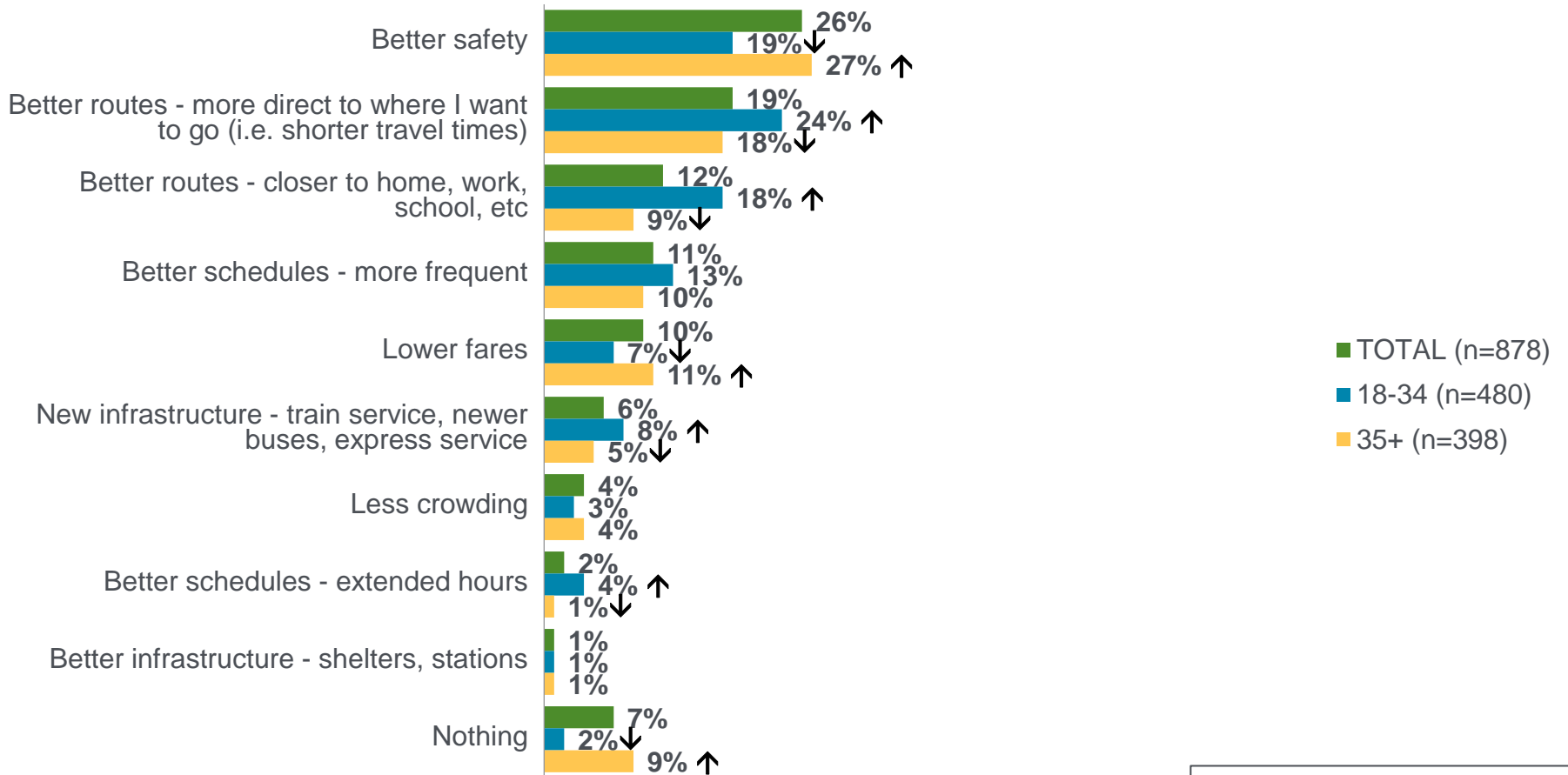
# What would encourage transit use

## Improved routes and safety top the list for young adults to increase public transit use in Calgary

- Young adults aged 18 to 34 are more likely to use public transit more often if there are better routes that are more direct to their desired destinations (24%). They also prioritize better safety (19%) and having routes that are closer to their homes, workplaces, schools, and other important locations (18%).
- On the other hand, adults aged 35+ have slightly different motivators. They may be more inclined to use public transit more often if there are improvements in safety (27%). They also value better routes that are more direct to their desired destinations (18%) and lower fares (11%).
- The following are factors that would encourage a statistically higher proportion of young adults aged 18 to 34 to use public transit more often compared to those aged 35 years and older:
  - 'better routes – more direct to where I want to go' (24% vs. 18% among 35+)
  - 'better routes – closer to home, work, school, etc.' (18% vs. 9% among 35+)
  - 'new infrastructure – train service, newer buses, express service' (8% vs. 5% among 35+), and
  - 'better schedules – extended hours' (4% vs. 1% among 35+)
- On the other hand, the following are factors that would encourage a higher proportion of those age 35+ to use public transit more often:
  - 'better safety' (27% among 35+ vs. 19% of young adults)
  - 'lower fares' (11% among 35+ vs. 7% of young adults)



# What would encourage transit use



+ Question introduced in 2023

Total mentions <1% are not shown

↑/↓ Statistically higher/lower than other age group

Q16a. What would make you more likely to use public transit more often?+  
 Base: All respondents not using public transit to get around Calgary

# Home ownership

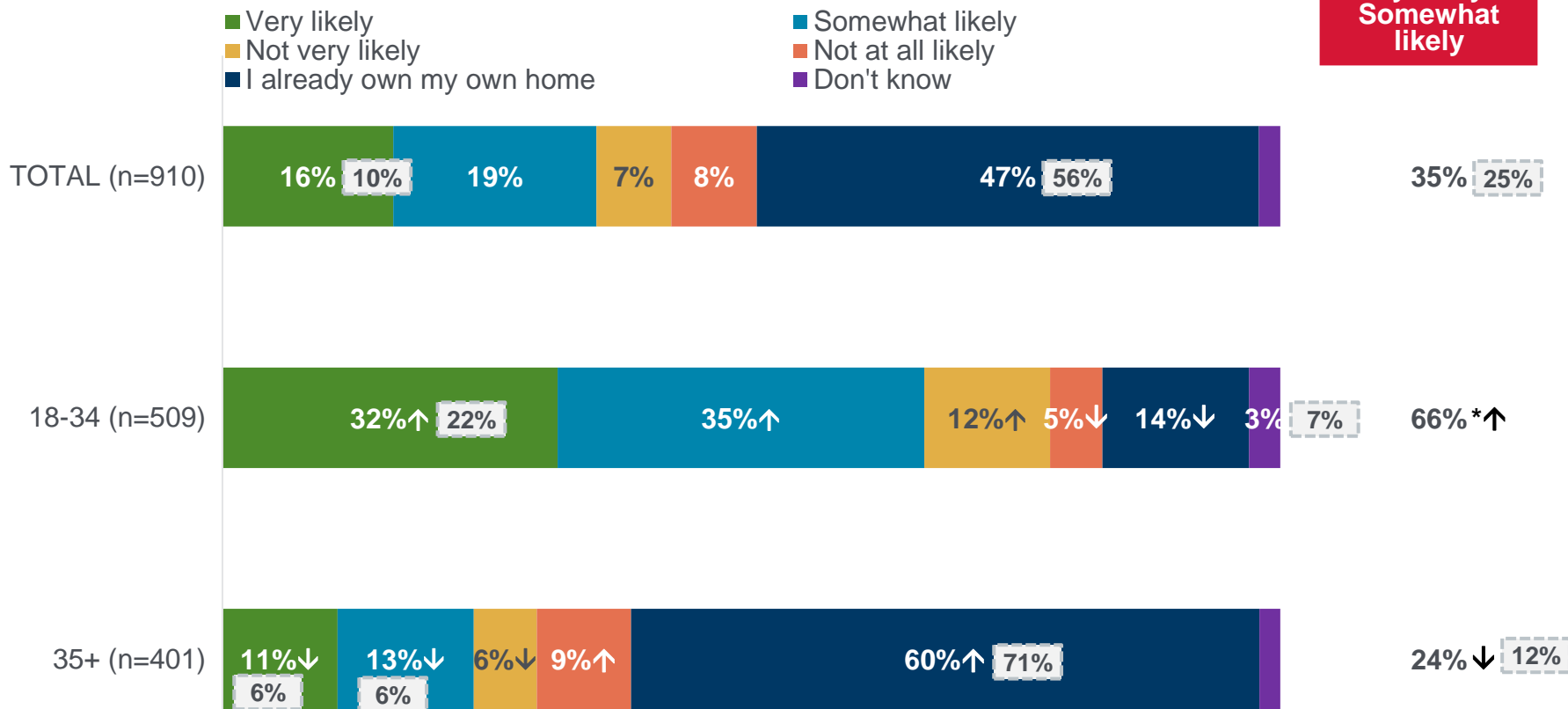
## Calgary's young adults showing increasing intent to buy a home amid current low ownership rates

- Just over one-in-ten (14%) young adults aged 18-34 years old currently own a home which is consistent with 17% in 2022. Home ownership among younger adults is statistically lower compared to those aged 35 years and above (60%). Home ownership among 35+ year olds is down 11 points this year from 71% in 2022.
- Looking forward, 66% of young adults say they are likely ('very likely' or 'somewhat likely') to purchase their own home in Calgary within the next decade. This is statistically higher than 24% of those aged 35+ who intend to do the same. Compared to 2022, a higher proportion of Calgarians age 35+ intend to buy a home in Calgary (up 12 points from 12% in 2022) *Note, this difference may be due to the difference in current home ownership.*
- Even more promising this year is that 32% of young adults say they are 'very likely' to buy a home in Calgary, which is up statistically from 22% in 2022.



# Likelihood to buy a residence in next 10 years

**Very likely + Somewhat likely**



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

Base: Very or somewhat likely to stay in Calgary

Data labels <3% are not shown

\* Rounding

↑ / ↓ Statistically higher/lower than other age group

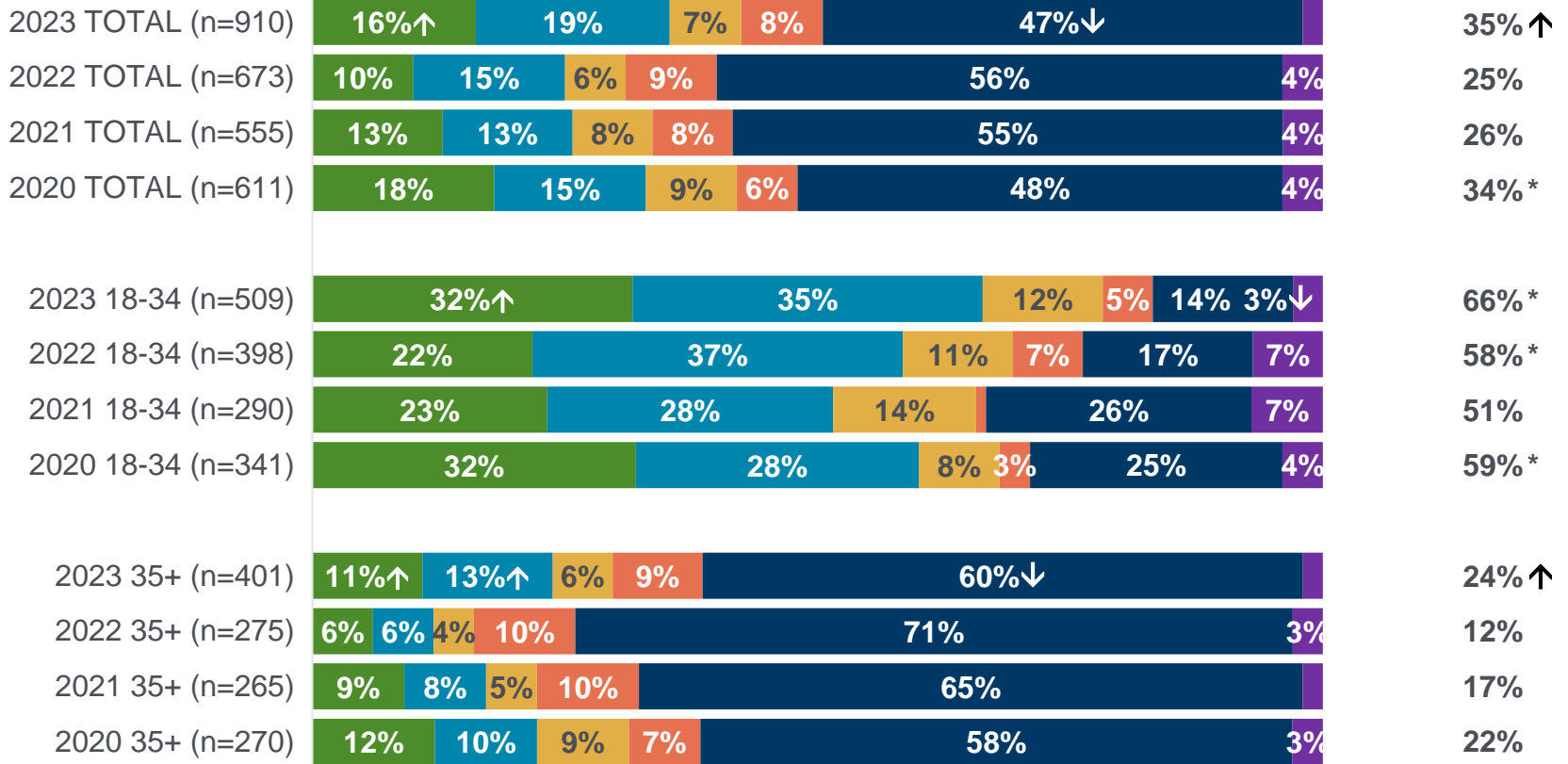
Statistically different from 2022



# Tracking – Likelihood to buy a residence in the next 10 years

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

**Very likely + Somewhat likely**



Data labels <3% are not shown

\* Rounding

↑/↓ Statistically higher/lower than 2022

Q17. How likely are you to buy your own home in Calgary (e.g. single family home, duplex, townhouse, condo, etc.) in the next ten years?  
 Base: Very or somewhat likely to stay in Calgary

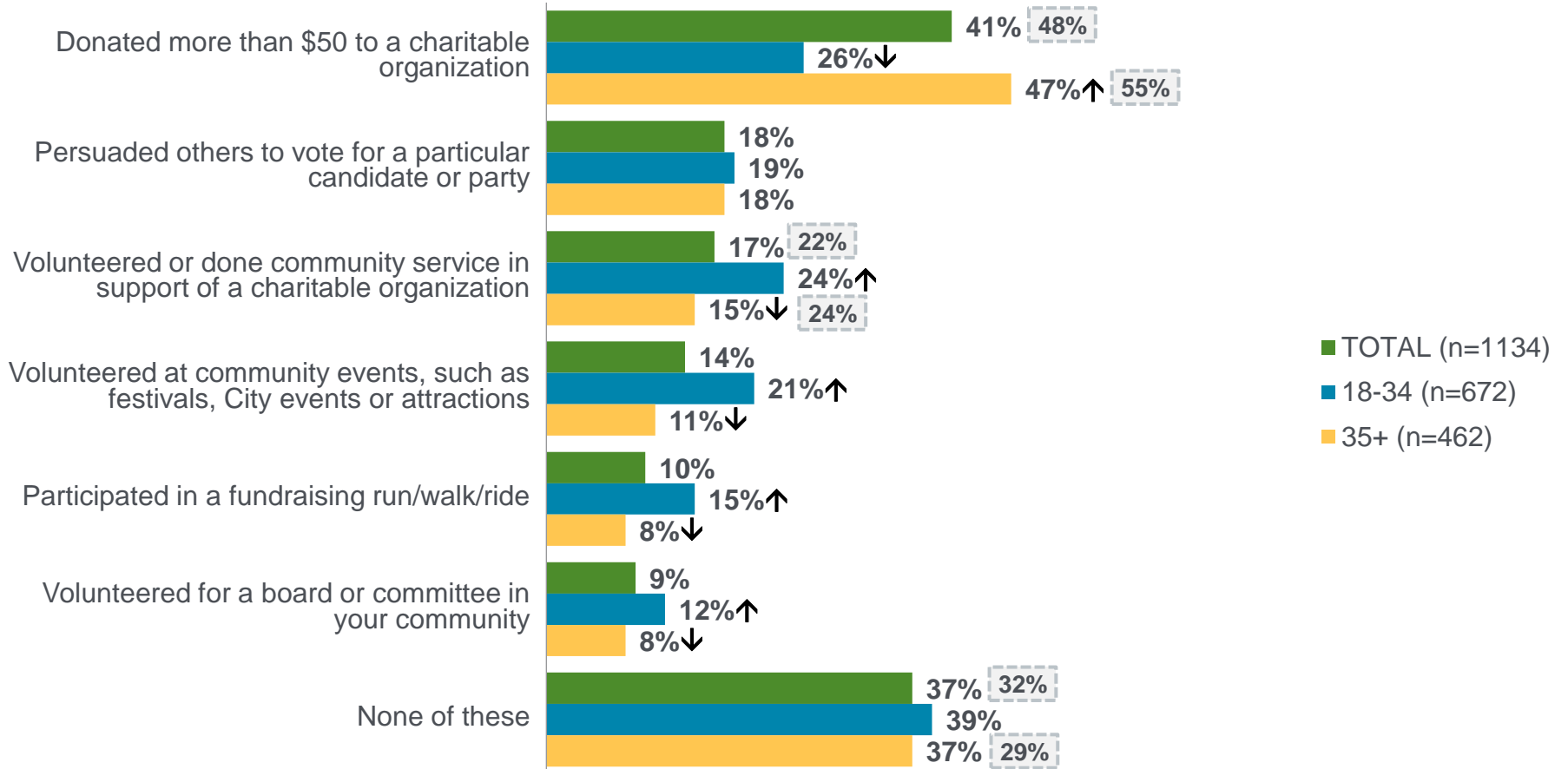
# Community involvement and voting

## Young adults are leading the way in volunteering activities, lagging behind in donations and voting participation

- Young adults age 18 to 34 are just as likely to have participated in one or more of the activities measured as adults age 35+ (61% of young adults have participated in one or more activity as has 63% of adults age 35+). The age groups are closer aligned this year in part due to a decline among those age 35+ compared to 2022 (down 8 points from 71% in 2022).
- Young adults are more inclined to volunteer or give their time while older adults are more apt to make donations. Statistical differences include:
  - 'volunteering or doing community service in support of a charitable organization' is higher among young adults (24% vs 15% among age 35+). Among those age 35+, volunteering is down statistically by 9 points from 24% in 2022.
  - 'volunteering at community events, such as festivals, City events, or attractions' is also higher among young adults (21% vs 11% among age 35+)
  - 'participating in a fundraising run/walk/run is higher among young adults (15% vs 8% among age 35+)
  - 'volunteering for a board or committee in the community' is higher among young adults (12% vs 8% among age 35+)
  - 'donating more than \$50 to a charitable organization' is statistically lower among young adults (26% vs. 47% among age 35+). Among those age 35+, donating is down statistically by 8 points from 24% in 2022.
- Six-in-ten (61%) of young adults say they actively participated in the municipal election by voting. Turnout is statistically higher among those age 35+ at 85%. Note: Some Calgarians currently aged 18-24 may not have been the age of the majority at the time of the last election accounting for some of the statistical differences by age.



# Community involvement within the past year



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

Base: All respondents

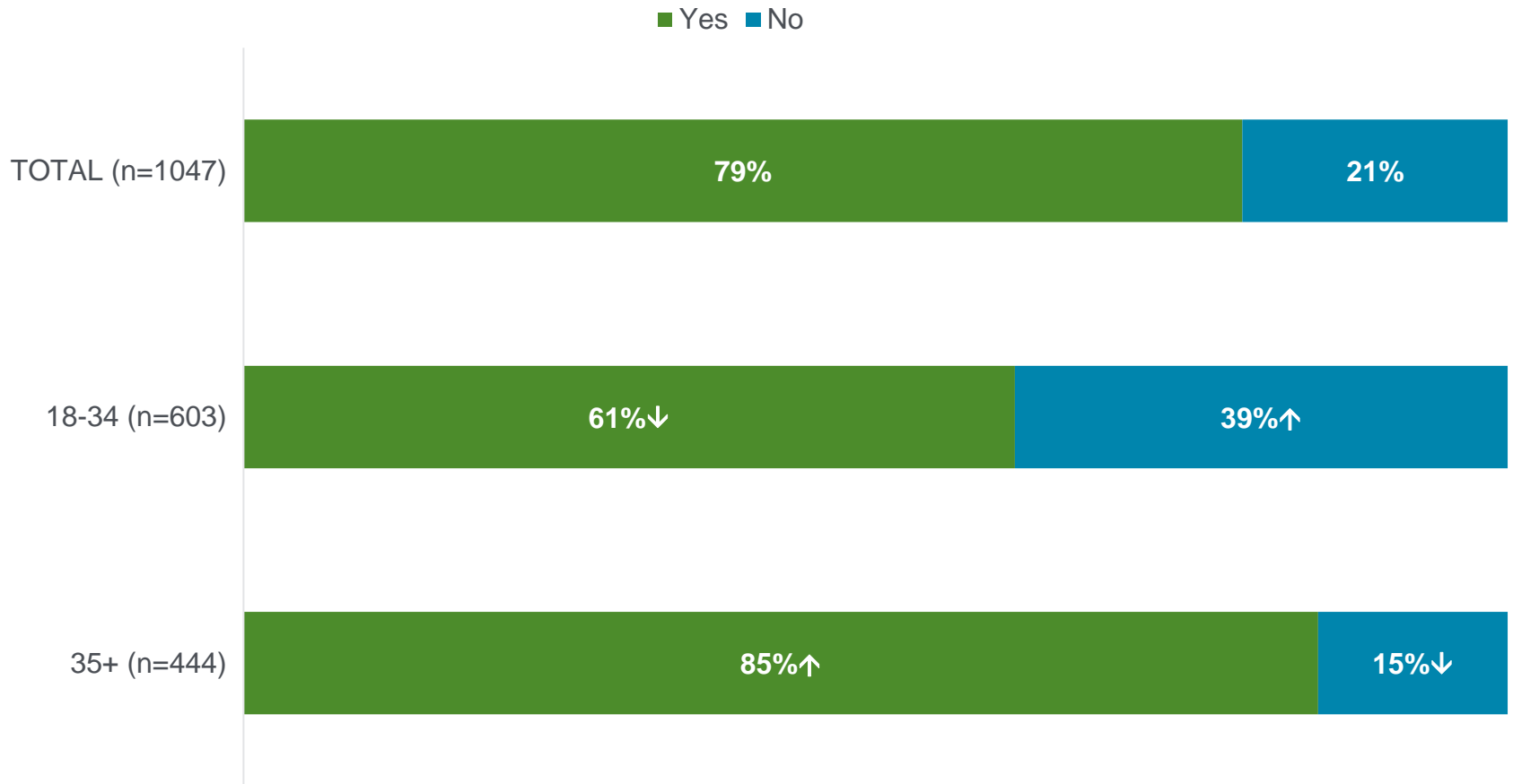
↑/↓ Statistically higher/lower than other age group

Statistically different from 2022 80





# Voted in last municipal election



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

Q19B. Did you vote in the last Calgary municipal election?  
 Base: All respondents (excluding 'Don't know/Not applicable')

↑/↓ Statistically higher/lower than other age group

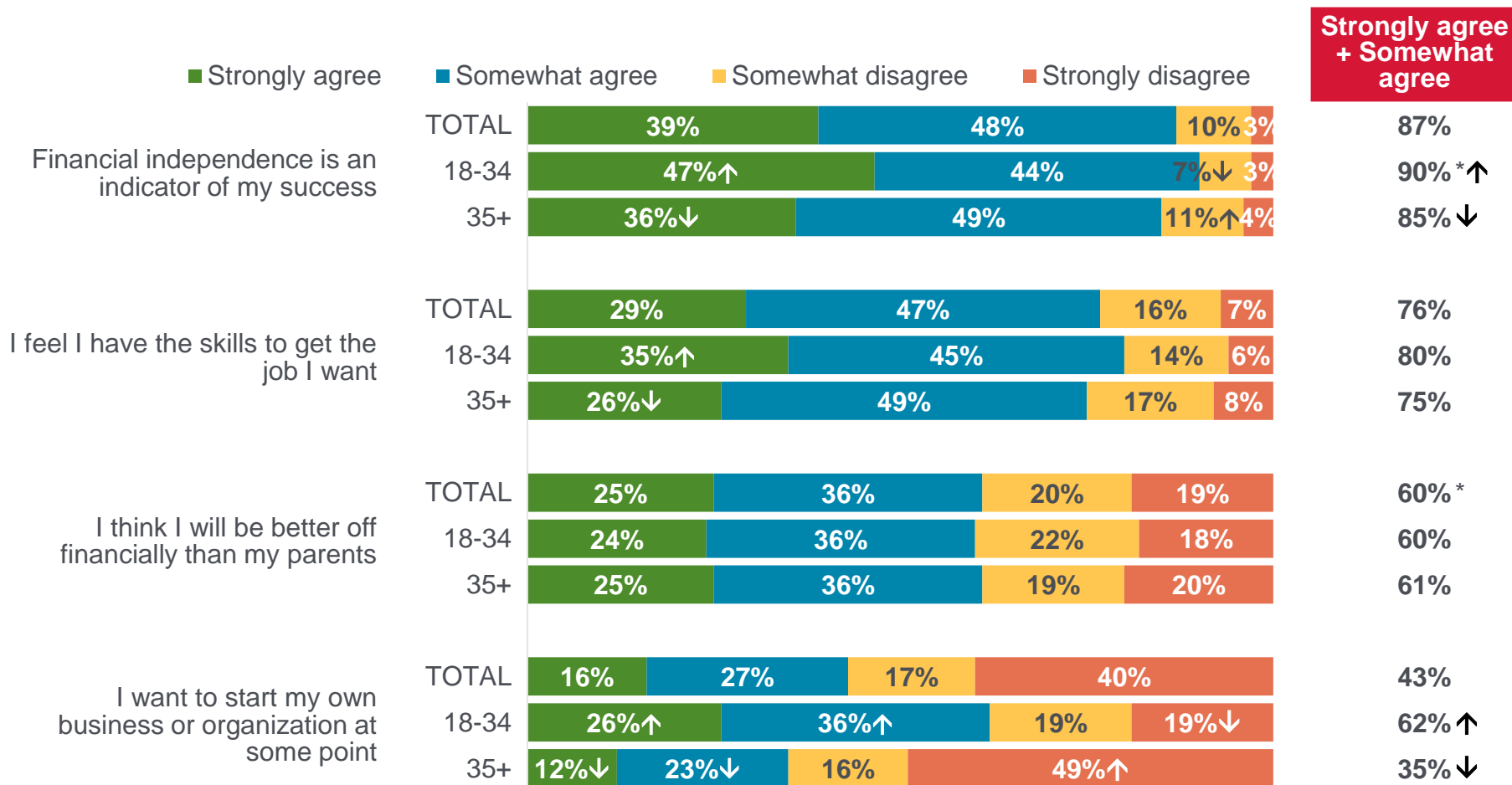
# Attitudes towards finance, work and education

## Young adults value financial independence and feel job-ready, but are less sure about surpassing parental wealth

- Nine-in-ten (90%) young adults aged 18-34 in Calgary agree that 'financial independence is an indicator of my success.' A statistically lower proportion (85%) of adults age 35+ agree that financial independence is an indicator of success.
- Eight-in-ten (80%) young adults aged 18-34 in Calgary, agree with the statement 'I feel I have the skills to get the job I want.' A similar proportion (75%) of adults age 35+ agree that they have the skills to get the job they want.
- Notably, fewer (60%) young adults agree with the statement 'I think I will be better off financially than my parents..' A similar proportion (61%) of those age 35+ feel the same.
- Interest in starting a business varies by age with 62% of young adults agreeing with the statement 'I want to start my own business or organization at some point,' which is statistically higher than 35% among those age 35+.
- Prior to 2023, this question was asked only of those age 18 to 24 and tracking data is not available.



# Attitudes towards finances, work and education



Note: Asked only of those age 18 to 24 in prior years.

\* Rounding

Q20. Thinking about yourself, to what extent do you agree or disagree with the following statements?  
Base: Valid respondents (excluding 'don't know') | Base sizes vary

↑/↓ Statistically higher/lower than other age group



# City communication and technology

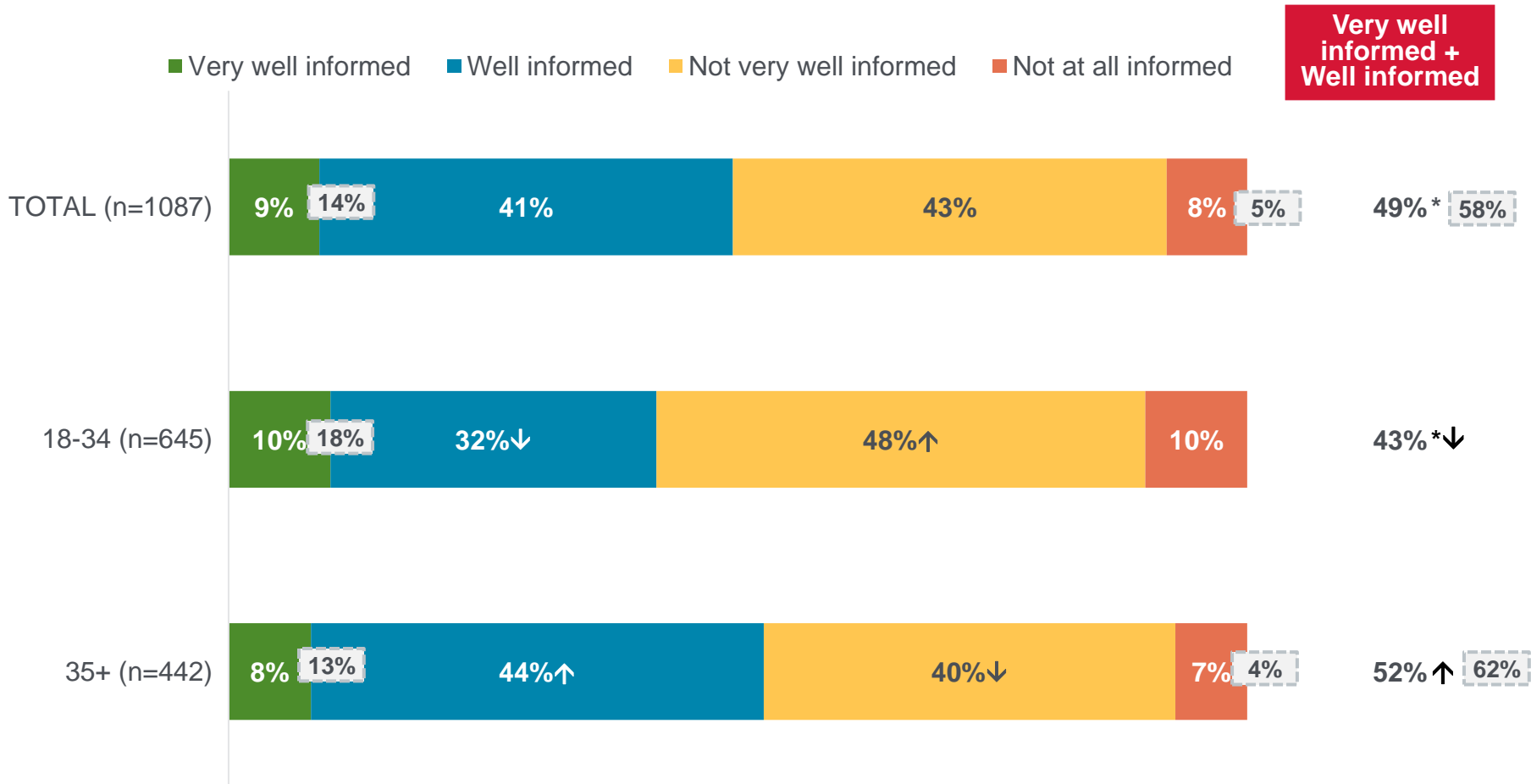
# Feeling informed

## Younger Calgarians feel less informed about City Council activities, yet show preference for digital communications

- Under half (43%) of young adults aged 18-34 years feel 'informed' ('very well informed' or 'well informed') about what's going on with City Council and issues that affect them as Calgarians, which is statistically lower than those aged 35+ (52%).
  - Results for young adults are consistent with 2022 (50%) while the proportion Calgarians age 35+ who feel 'very well informed' or 'well informed' has decreased statistically by 10 points from 62% in 2022 to 52%.
- Young adults primarily prefer to receive up-to-date news from The City of Calgary through social media (59%) and online/websites (38%). Calgarians age 35+ prefer to receive news from The City by television (45%) and are also interested in online (41%).
- When it comes to how Calgarians from different age groups prefer to receive information from The City, there are statistical differences. Among young adults aged 18 to 34, a higher proportion prefer to receive information through social media platforms (59% vs. 33% among 35+) and more specifically through The City of Calgary social media (47% vs. 28% among 35+). Likewise, young adults are also more interested in other social media (22% vs. 9% among 35+).
  - Although to a much lesser extent, young adults aged 18 to 34 also have a higher preference for other forms of receiving news from The City. This includes a preference for 'signage' (11% vs. 6% among 35+), 'multicultural media' (9% vs. 4% among 35+), and 'in-person' (5% vs. 2% among 35+).
- On the other hand, a lower proportion of young adults aged 18 to 34 show a preference for traditional channels of information including: 'television' (28% vs 45% among 35+), 'mail' (19% vs. 32% among 35+), and 'newspaper' (9% vs. 22% among 35+).



# Level of feeling informed about municipal issues



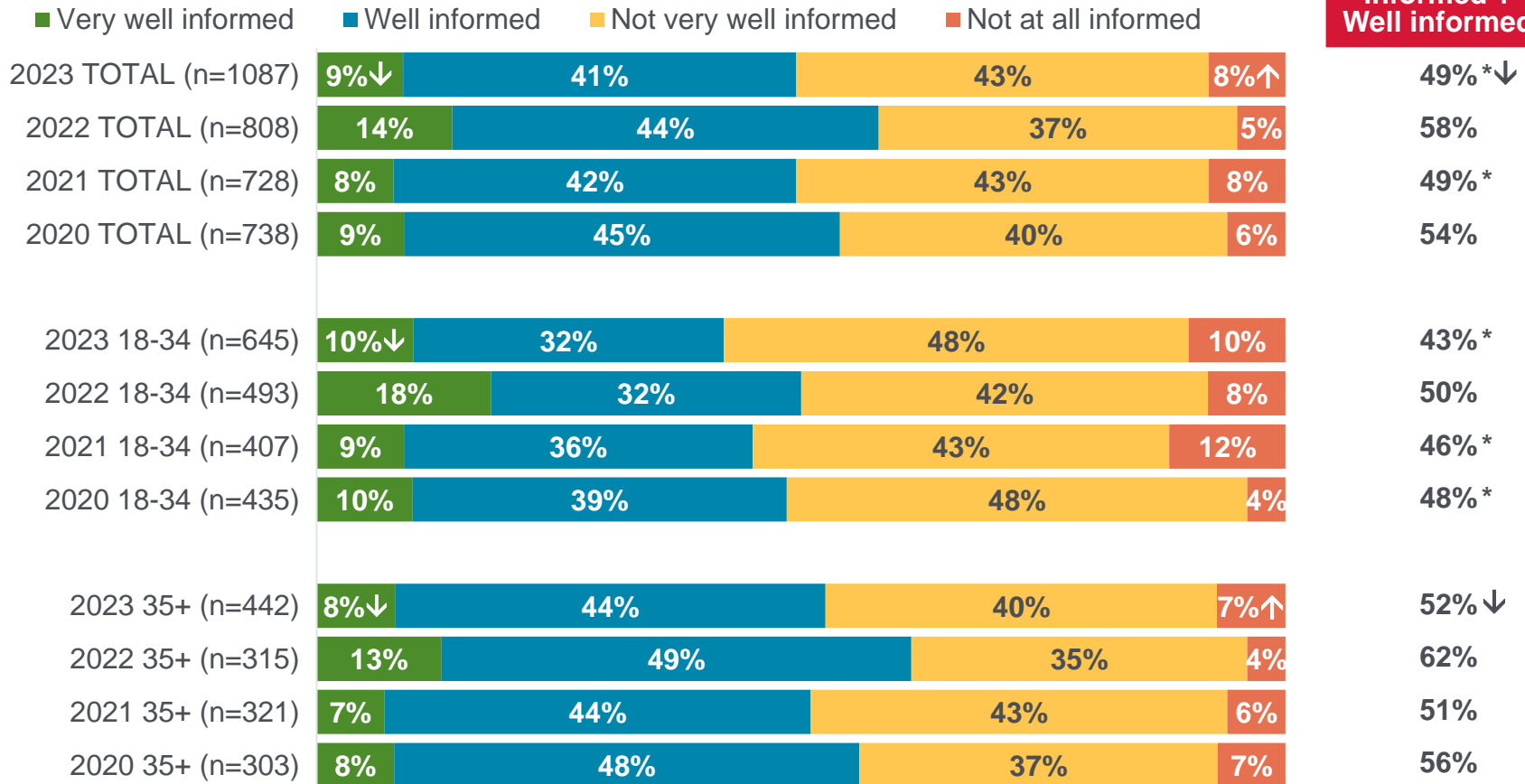
Q21. Thinking about your knowledge of The City government in general, what's going on with City Council, and issues that affect you as a citizen, how well informed would you say you are?  
 Base: Valid respondents (excluding 'don't know')

\* Rounding  
 ↑/↓ Statistically higher/lower than other age group  
 Statistically different from 2022



# Tracking – Level of feeling informed about municipal issues

**Very well informed + Well informed**

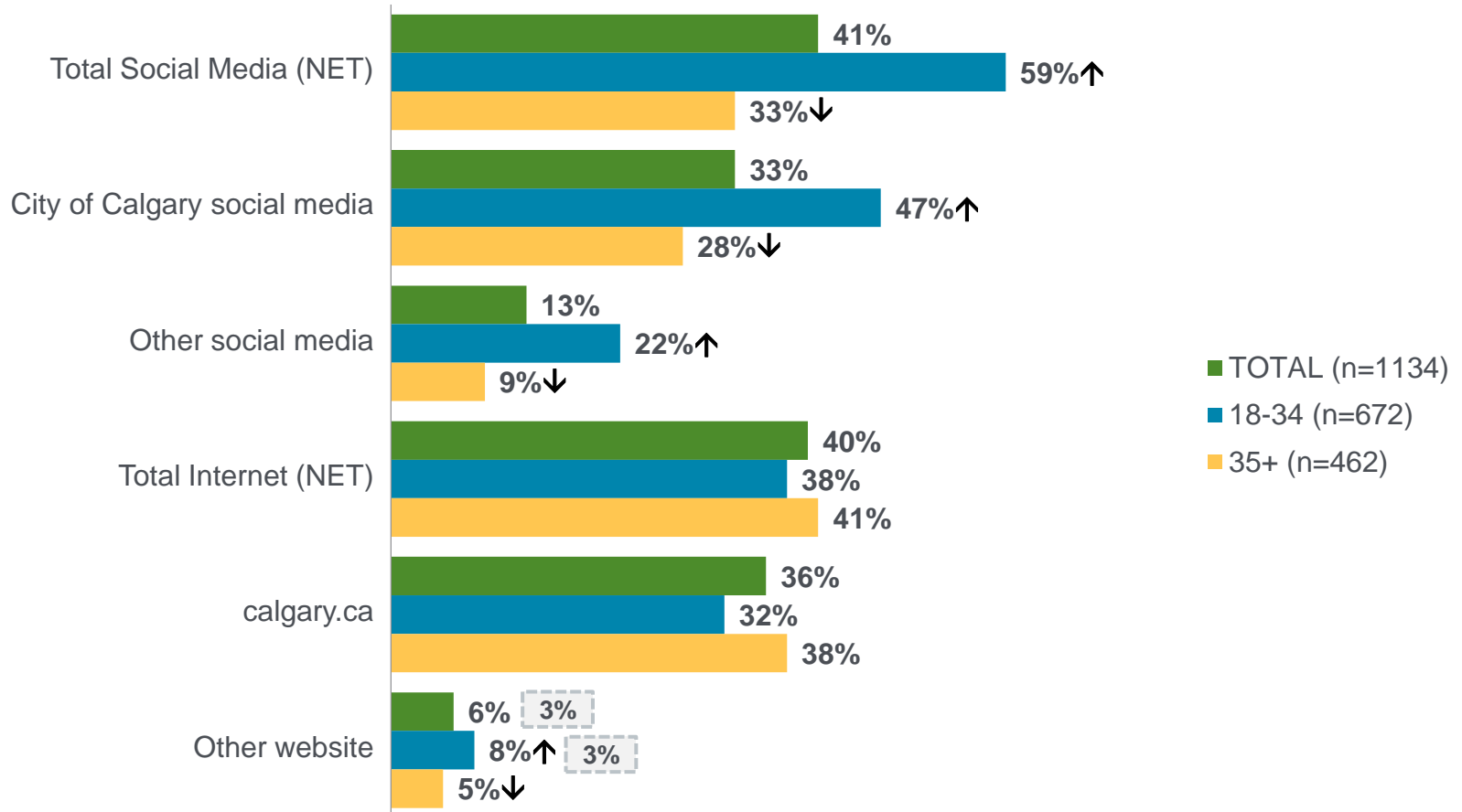


Q21. Thinking about your knowledge of The City government in general, what's going on with City Council, and issues that affect you as a citizen, how well informed would you say you are?  
 Base: Valid respondents (excluding 'don't know')

\* Rounding  
 ↑/↓ Statistically higher/lower than 2022



# Best channels for the provision of city news and information



Note: A 'NET' is a combination of 2 or more mentions that cover a specific theme.  
 Q22b. What are the best ways for The City of Calgary to provide up-to-date news and information to you personally? Select up to 3 responses  
 Base: All respondents

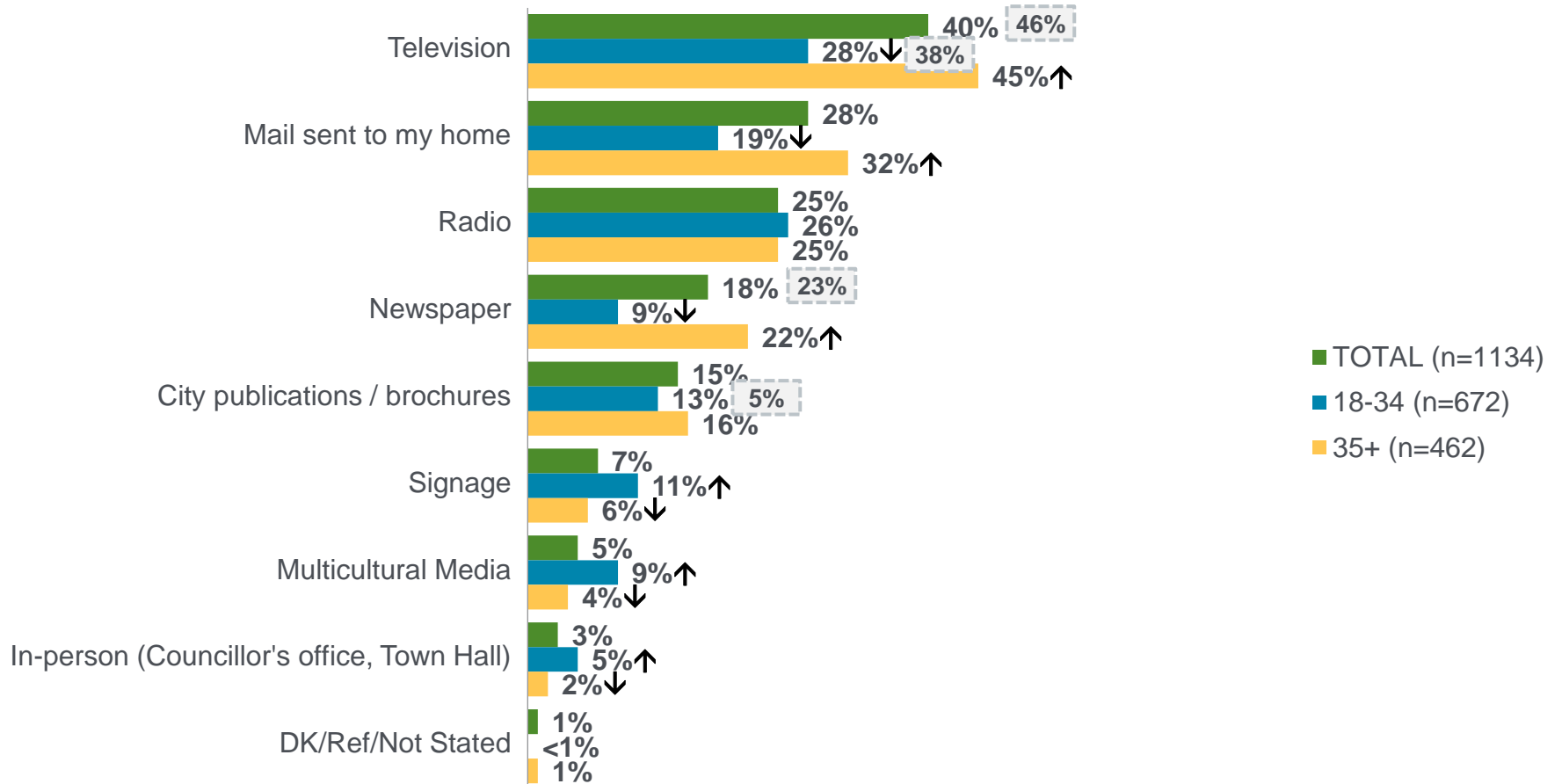
↑/↓ Statistically higher/lower than other age group

Statistically different from 2022 88





# Best channels for the provision of City news and information



Note: A 'NET' is a combination of 2 or more mentions that cover a specific theme.  
 Q22b. What are the best ways for The City of Calgary to provide up-to-date news and information to you personally? Select up to 3 responses  
 Base: All respondents

Total mentions <1% are not shown  
 ↑/↓ Statistically higher/lower than other age group  
 Statistically different from 2022

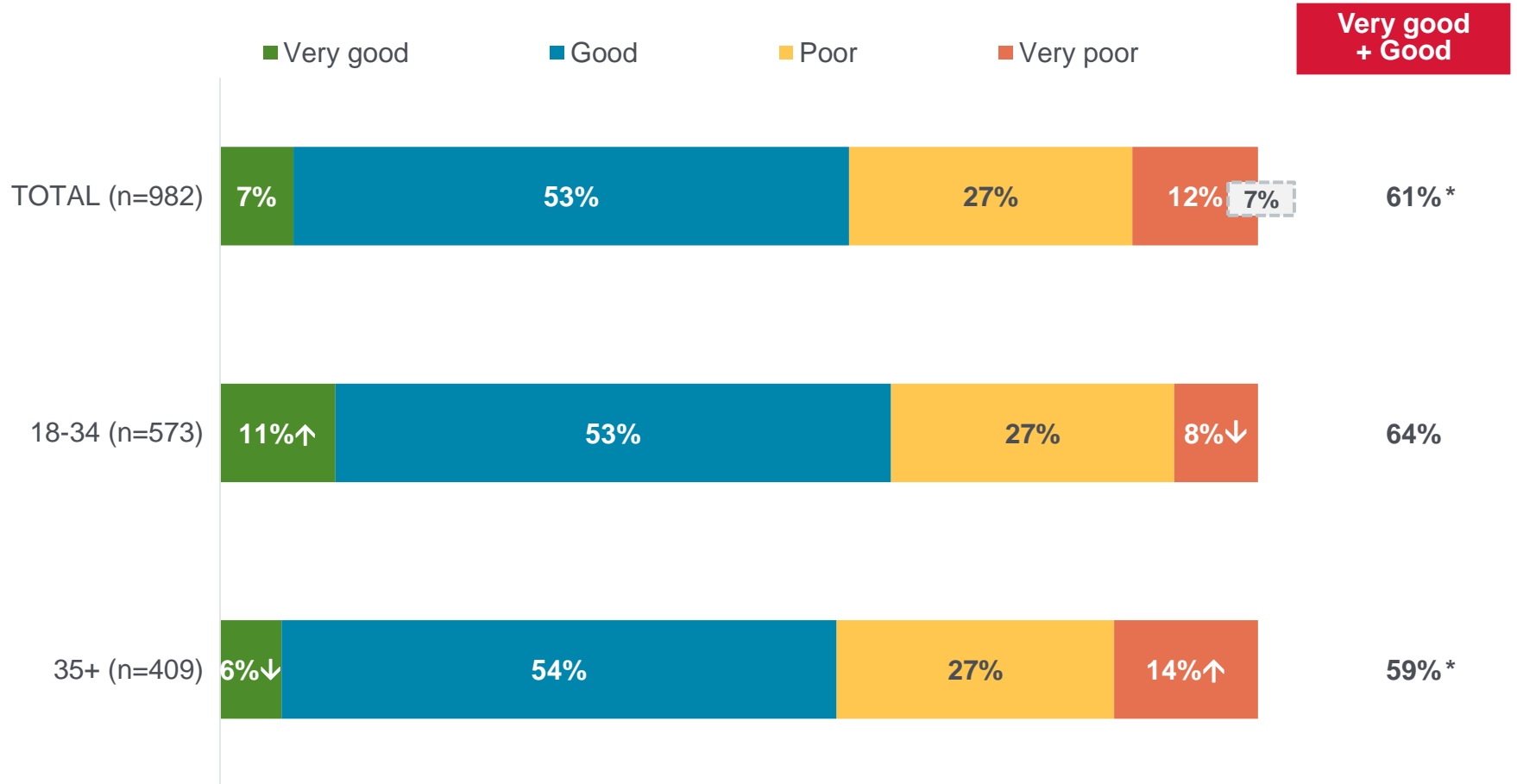
# City communications performance

## **For the most part, The City of Calgary successfully communicates with young adults and all Calgarians, although there is still room for improvement**

- Nearly two-thirds (64%) of young adults believe The City is doing a 'very good' or 'good' job in terms of how well it has communicated with Calgarians about its services, programs, policies, and plans in the past 6 months. This is consistent with 59% of those aged 35 and older who feel the same about The City's communications. These results are consistent with 2022 (70% among young adults and 59% among 35+).



# Performance of city communications in the past 6 months

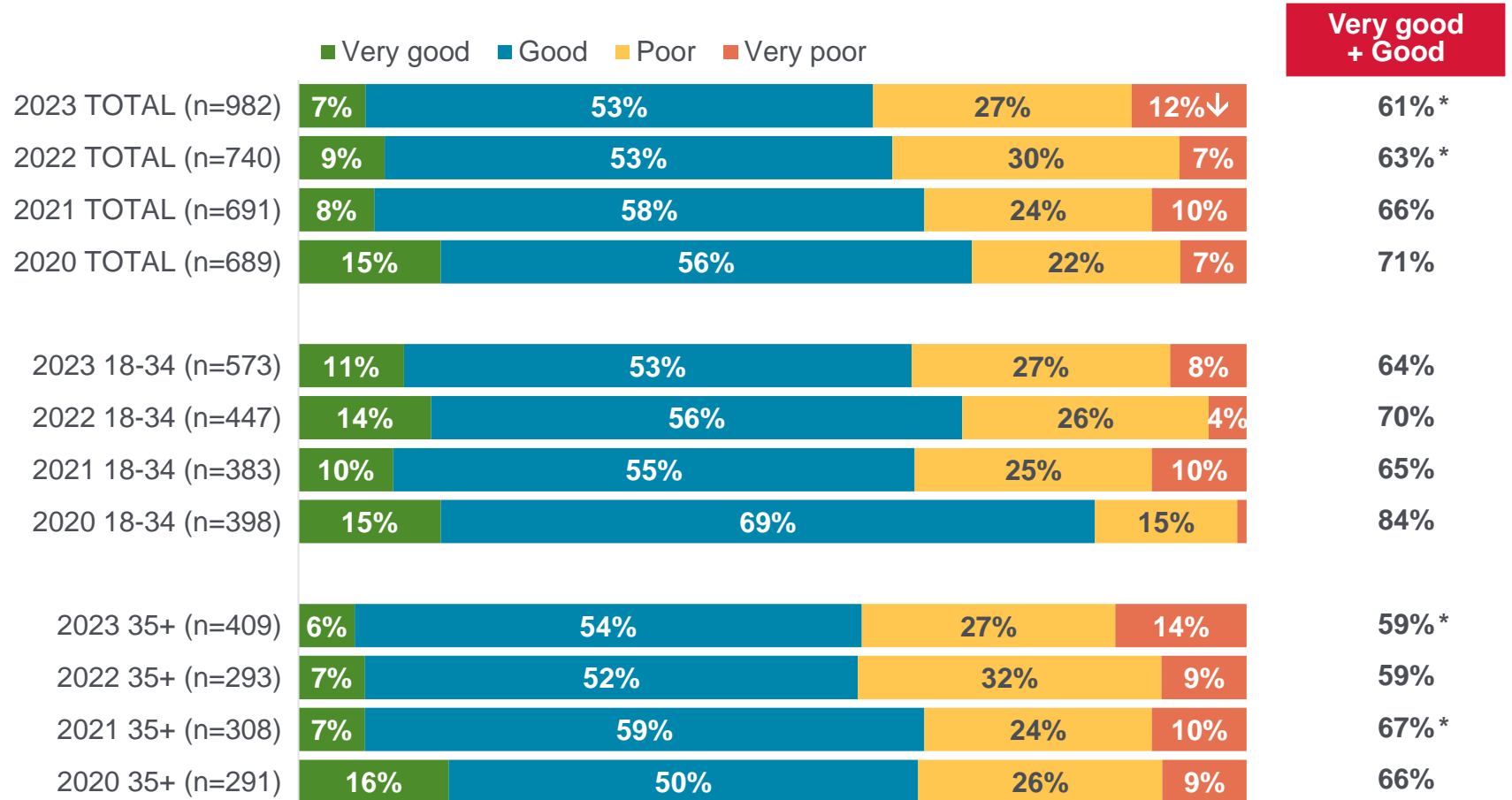


Q24. Overall, how would you rate The City of Calgary in terms of how well it communicated with citizens about its services, programs, policies and plans in the past 6 months?  
 Base: Valid respondents (excluding 'don't know')

\* Rounding  
 ↑/↓ Statistically higher/lower than other age group  
 Statistically different from 2022



# Tracking – Performance of city communications in the past 6 months



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

Data labels <3% are not shown  
 \* Rounding

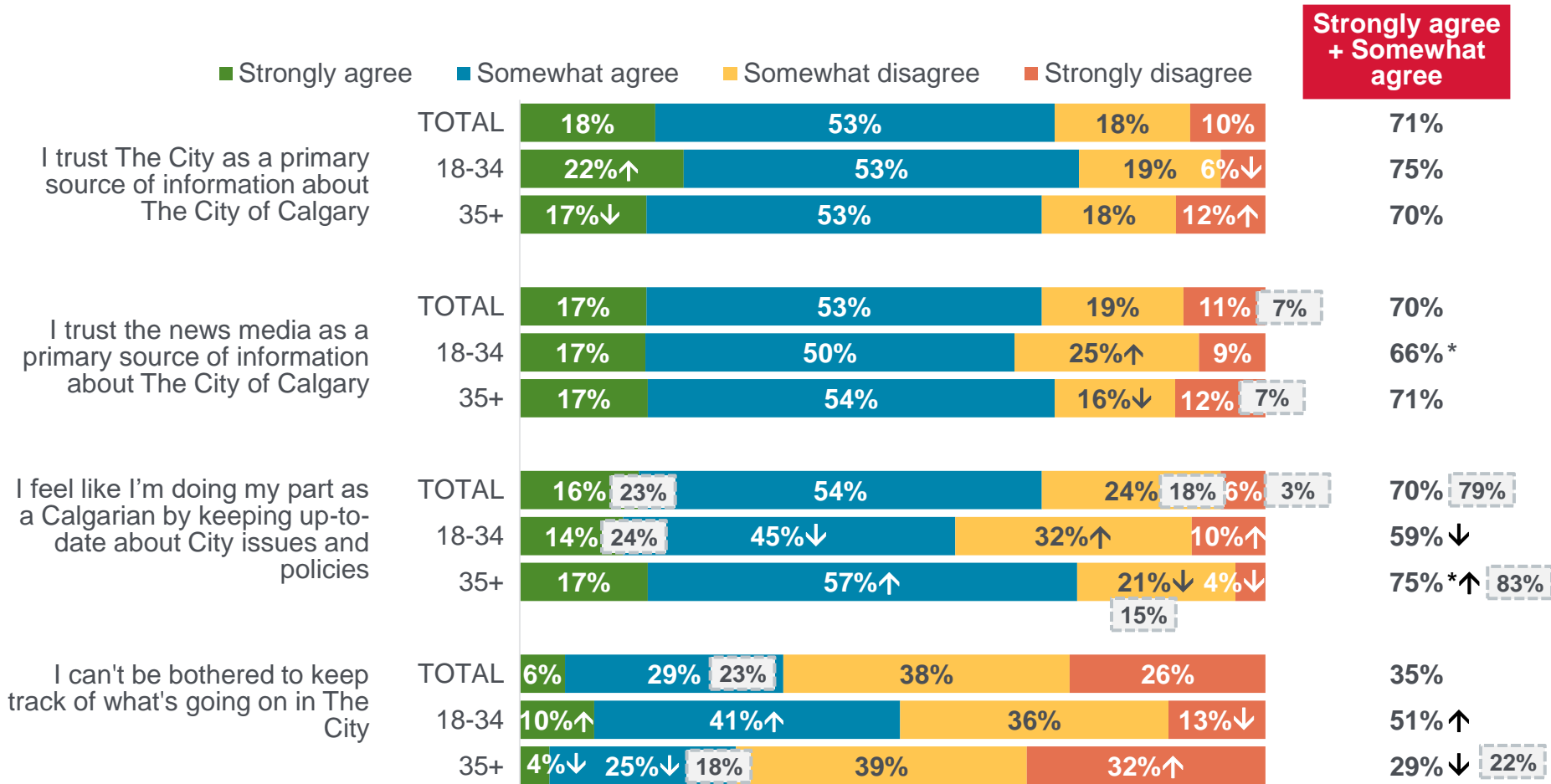
# Attitudes towards communications with city

## Young adults' trust in The City's information remains high, but interest in local issues wanes

- Three-quarters (75%) of young adults aged 18-34 'agree' ('strongly' or 'somewhat') that they 'trust The City as a primary source of information about The City of Calgary,' which is consistent with 2022 (73%). A similar proportion (70%) of Calgarians age 35+ agree with this statement, which is also consistent with 2022 (75%).
- Following next, two-thirds (66%) of young adults aged 18-34, agree that they 'trust the news media as a primary source of information about The City of Calgary,' which is consistent with 2022 (71%). A similar proportion (71%) of adults age 35+ agree with this statement, which is also consistent with 2022 (76%).
- Notably fewer (59%) young adults feel like they are 'doing their part as a Calgarian by keeping up-to-date about City issues and policies,' which is consistent with 2022 (67%). A statistically higher proportion (75%) of residents age 35+ agree with this statement even though agreement among this age group has declined statistically since 2022 (was 83% in 2022).
- Correspondingly, half (51%) of young adults say they 'can't be bothered to keep track of what's going on in The City,' which is consistent with 2022 (54%). Agreement with this statement is statistically higher among young adults compared to those 35+ (51% vs. 29% among 35+). Since 2022, the proportion of Calgarians age 35+ who feel they can't be bothered keep track of what is happening in The City has increased a statistical 7 points, up from 22%.



# Attitudes toward communication with the city



Q23. Following is a list of statements about communications with The City of Calgary. For each, please indicate the extent to which you agree or disagree.  
 Base: Valid respondents (excluding 'don't know') | Base sizes vary

\* Rounding  
 ↑/↓ Statistically higher/lower than other age group  
 Statistically different from 2022

# Attitudes toward social media

## Calgary's young adults show high trust and preference for social media as information source on City matters

- Young adult Calgarians are more inclined to 'agree' ('strongly' or 'somewhat') with each of the three social media statements evaluated.
- Three-quarters (76%) of young adults aged 18-34 years, 'agree' that they 'trust City of Calgary social media as a primary source of information about The City of Calgary.' This is statistically higher compared to Calgarians aged 35 years and above (52% agree). These results are consistent with 2022 (82% among young adults and 49% among 35+).
- A similar proportion of young adults (74%) aged 18-34 years 'agree' that they 'prefer to hear about City issues online and on social media rather than traditional media outlets like TV, radio, and newspapers.' This is significantly higher compared to 43% among individuals aged 35 years and older. These results are consistent with 2022 (76% among young adults and 40% among 35+).
- Slightly fewer (61%) of young adults aged 18-34 years, 'agree' that they 'trust other social media as a primary source of information about The City of Calgary.' Strong agreement with this statement is down compared to 2022 for the 18 to 34 year old age group (down 8 points from 20% in 2022 to 12% currently). Still, agreement is still higher among 18 to 34 year olds than those age 35+ (61% vs. 42% among 35+).

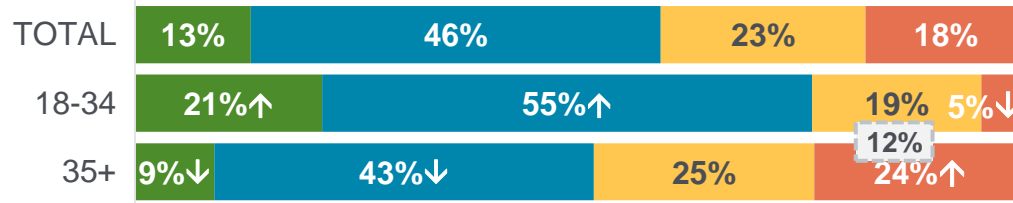


# Attitudes towards communication with the city – a focus on social media

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

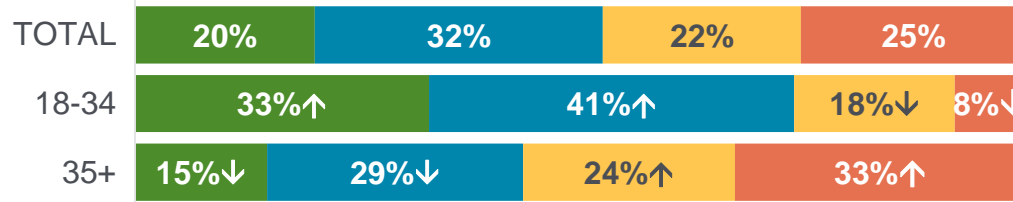
**Strongly agree + Somewhat agree**

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



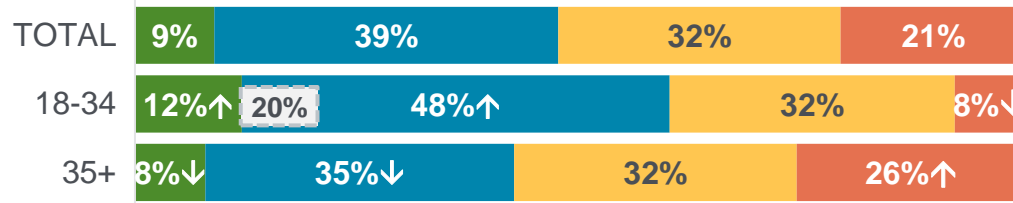
59%  
76%<sup>↑</sup>  
52%<sup>↓</sup>

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



52%  
74%<sup>↑</sup>  
43%\*<sup>↓</sup>

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



48%  
61%\*<sup>↑</sup>  
42%\*<sup>↓</sup>

Q23. Following is a list of statements about communications with The City of Calgary. For each, please indicate the extent to which you agree or disagree.  
Base: Valid respondents (excluding 'don't know') | Base sizes vary

\* Rounding  
 ↑/↓ Statistically higher/lower than other age group

Statistically different from 2022 96





# City trust and reputation

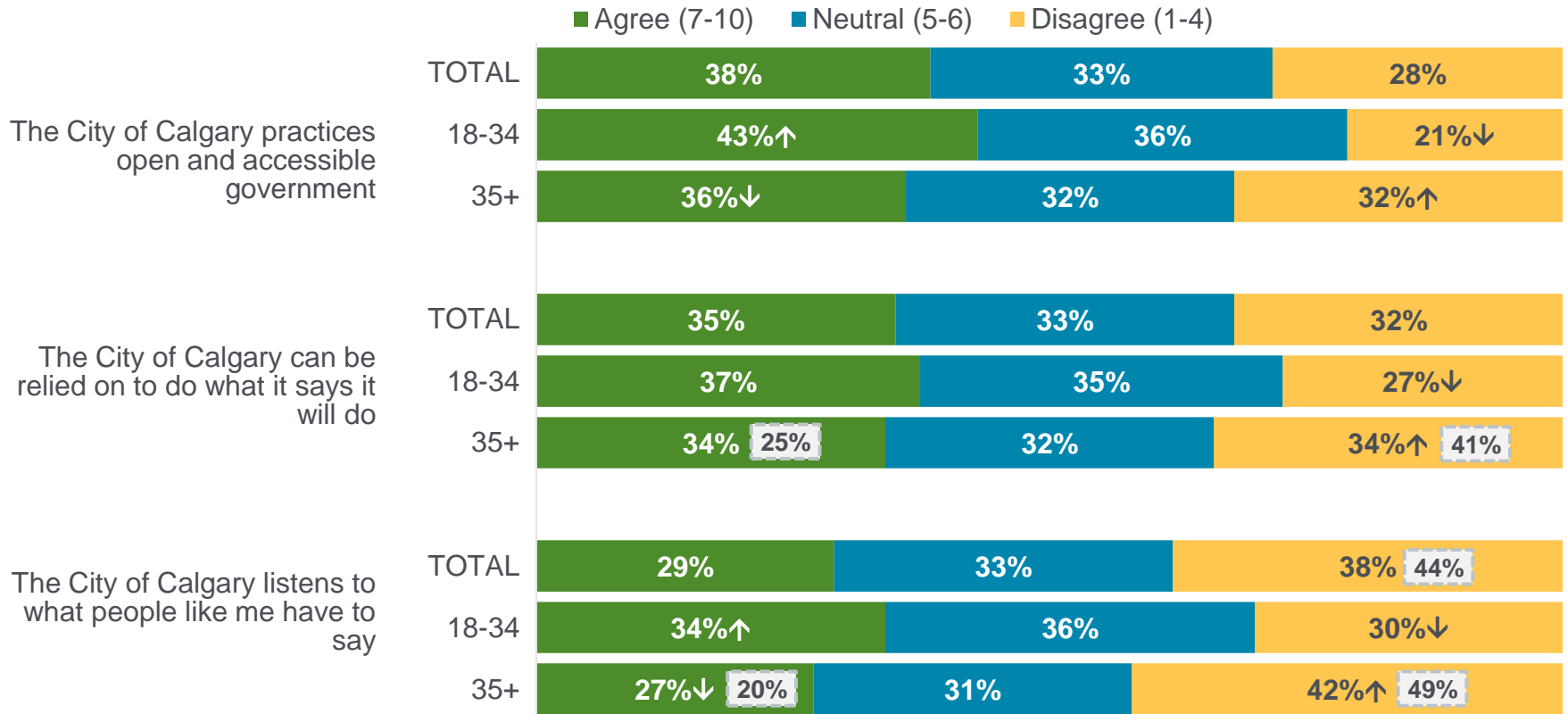
# Attitudes towards city government

## Young adults show greater trust in The City's accessibility and responsiveness compared to older residents

- Over four-in-ten (43%) young adults aged 18-34 in Calgary agree that 'The City of Calgary practices open and accessible government.' This is statistically higher than agreement among those aged 35 or older, at 36%. These results are consistent with 2022 (48% among young adults and 30% among 35+).
- Under four-in-ten (37%) young adults aged 18-34 agree that 'The City of Calgary can be relied on to do what it says it will do.' This is on par with those age 35 or older, at 34%. While results among young adults are consistent with 2022 (43%) results are statistically higher among those aged 35+ (25%).
- Meanwhile, one-third (34%) of young adults aged 18-34 in Calgary agree that 'The City of Calgary listens to what people like me have to say.' This is statistically higher than among those aged 35 or older, at 27% agreement. While results among young adults are consistent with 2022 (43%) results are statistically higher among those aged 35+ (20%).



# Attitudes towards Calgary municipal government



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

Base: All respondents (Total n=1134; 18-34 years n=672; 35+ years n=462)

+Detailed descriptions were provided via 'hover text.'

↑/↓ Statistically higher/lower than other age group

Statistically different from 2022 99

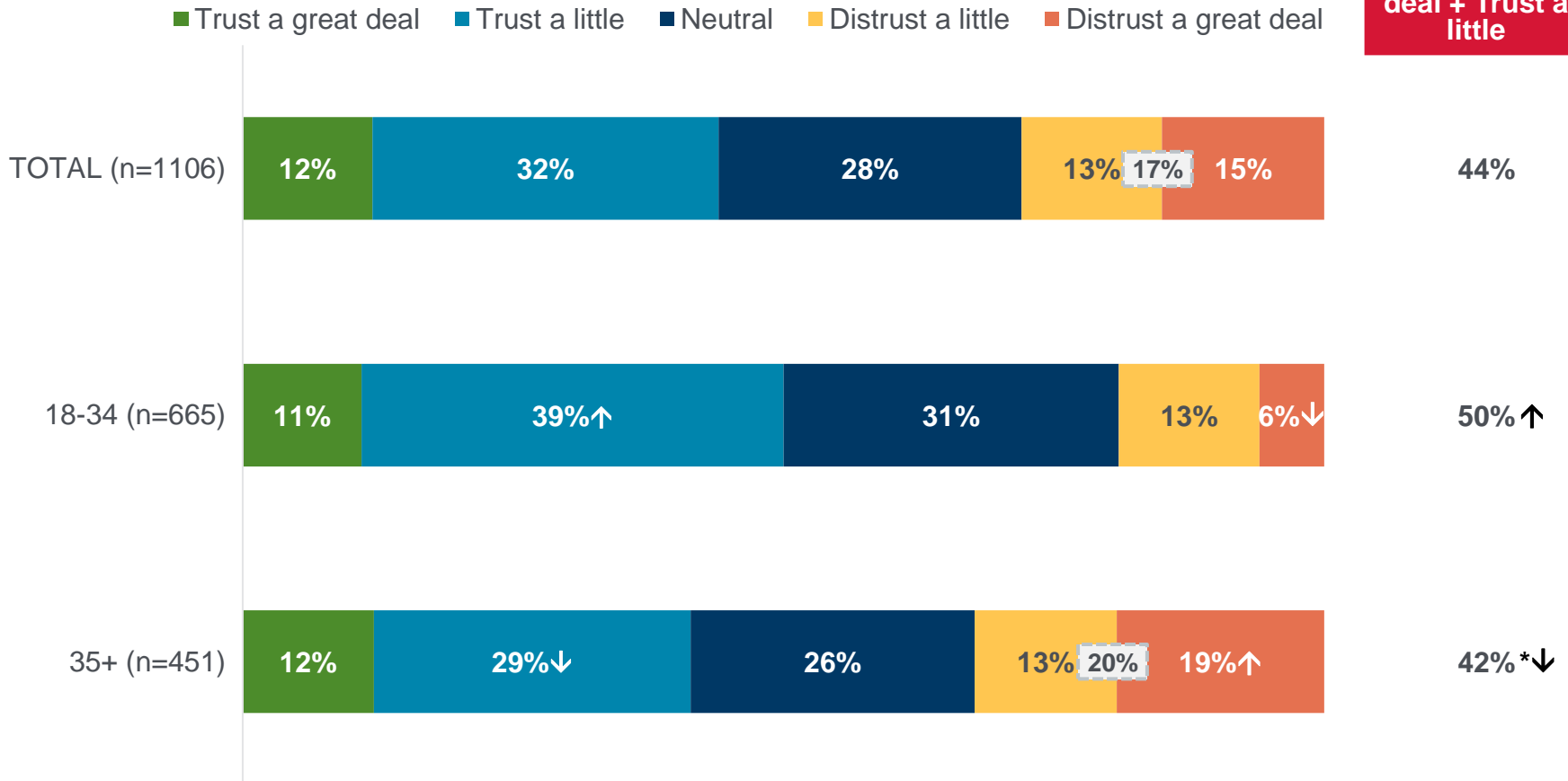
## Young adults in Calgary exhibit consistent levels of trust in The City of Calgary

- Taking into account all the things which young adults aged 18-34 deem important, one-half (50%) say they feel a sense of 'trust' towards The City of Calgary. This is consistent with the level of trust in 2022 (56%). As in 2022, perceptions of trust are statistically lower among those age 35+ with trust sitting at 42% which is consistent with 40% in 2022.



# Trust in the city of Calgary

Trust a great deal + Trust a little



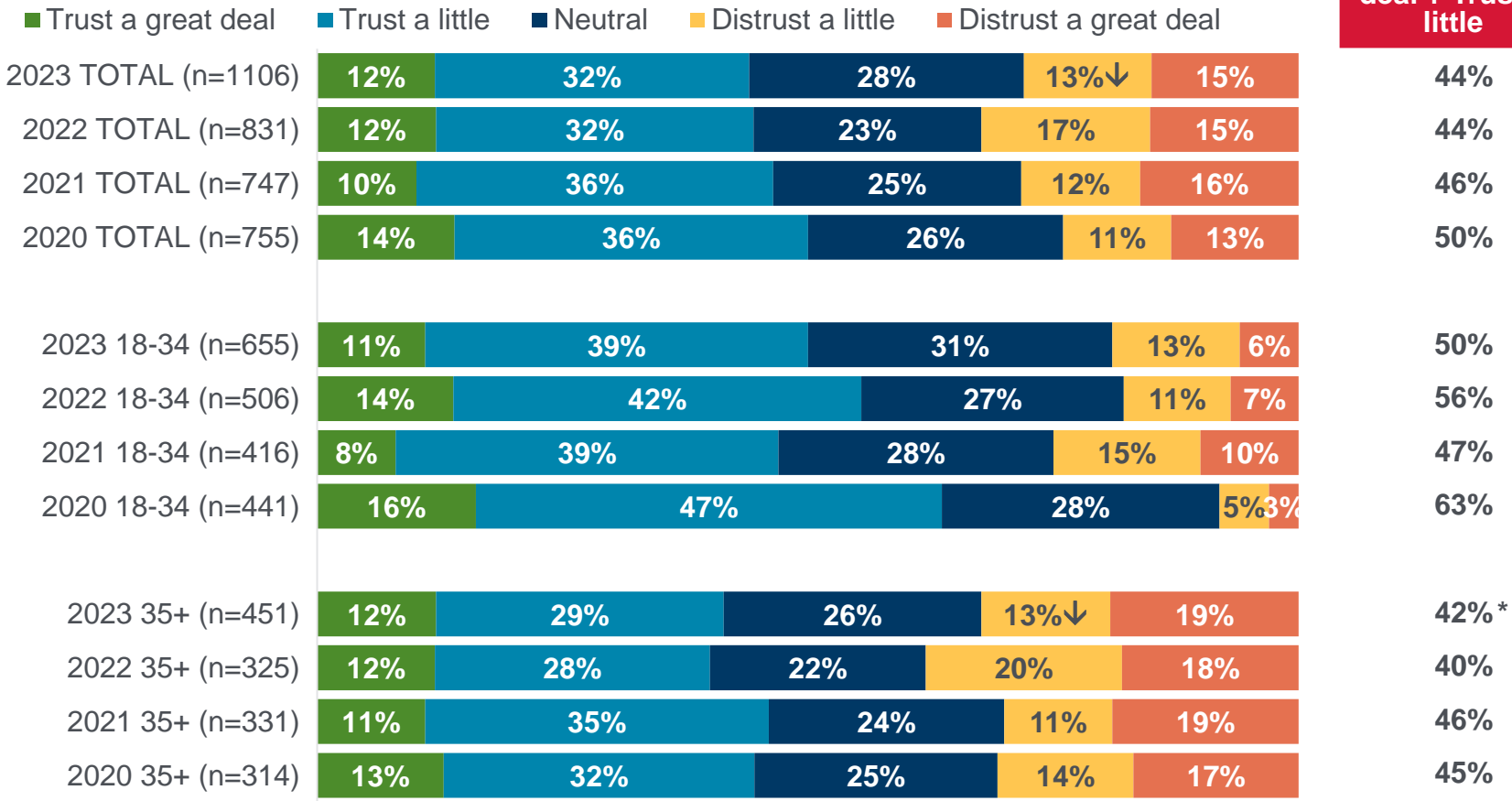
Q30. Taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary?  
 Base: Valid respondents (excluding 'don't know')

\* Rounding  
 ↑/↓ Statistically higher/lower than other age group  
 Statistically different from 2022



# Tracking – Trust in the city of Calgary

**Trust a great deal + Trust a little**



Q30. Taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary?  
 Base: Valid respondents (excluding 'don't know')

\* Rounding  
 ↑/↓ Statistically higher/lower than 2022

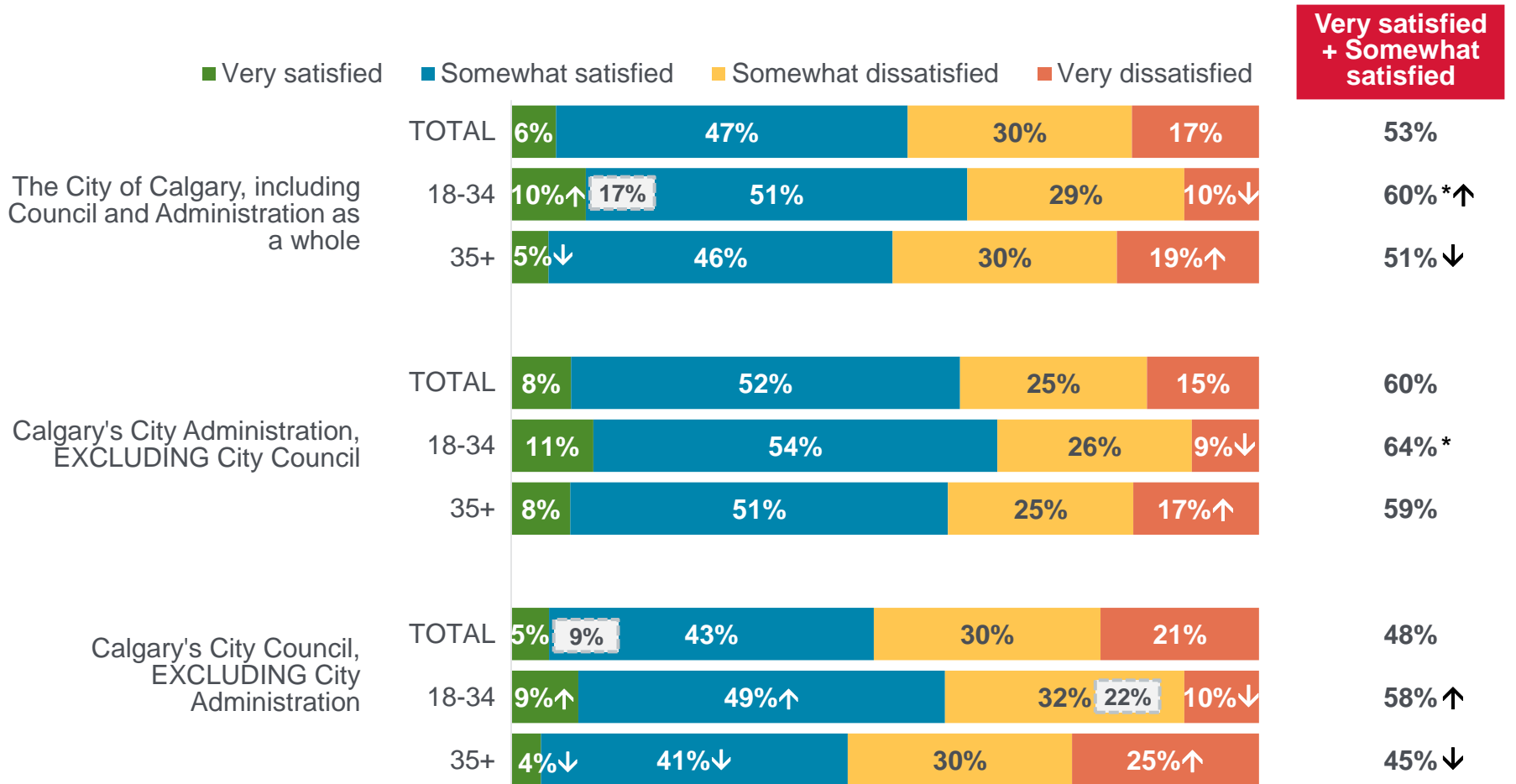
# Satisfaction with city performance

## Young adults in Calgary express higher satisfaction with The City's performance

- Six in ten (60%) young adults age 18 to 34 express satisfaction with the performance of 'The City of Calgary, including Council and Administration as a whole,' which is statistically higher than 51% among those age 35 and older. These results are consistent with 2022 (68% among young adults and 53% among 35+).
- Young adults aged 18-34 years are also statistically more satisfied with the performance of 'Calgary's City Council, EXCLUDING City Administration.' Specifically, 58% of young adults express satisfaction, which is higher than 45% among those aged 35+. These results are consistent with 2022 (66% among young adults and 48% among 35+).
- Nearly two-thirds (64%) of young adults aged 18 to 34 express satisfaction with the performance of 'Calgary's City Administration, EXCLUDING City Council.' This is consistent with 59% among those age 35 and older. These results are consistent with 2022 (73% among young adults and 62% among 35+).



# Perceptions about city performance



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

\* Rounding  
 ↑/↓ Statistically higher/lower than other age group  
 Statistically different from 2022





# Respondent profile



# Respondent profile

Gender			
	TOTAL	18-34	35+
Female	51%	49%	51%
Male	49%	48%	49%
Prefer to self-describe	1%	2%↑	-
Prefer not to say	<1%	1%↑	-

Quadrant			
	TOTAL	18-34	35+
Southwest	31%	25%↓	33%↑
Southeast	22%	24%	21%
Northwest	27%	29%	26%
Northeast	20%	22%	20%

Age	
	TOTAL
18 to 24	10%
25 to 34	19%
35 to 54	38%
55+	33%
Mean	46.1

Annual Household Income			
	TOTAL	18-34	35+
Less than \$30,000	10%	11%	10%
\$30,000 to <\$60,000	18%	19%	17%
\$60,000 to <\$90,000	18%	20%	17%
\$90,000 to <\$120,000	16%	14%	16%
\$120,000 to <\$150,000	11%	10%	11%
\$150,000 and over	15%	13%	16%
Prefer not to say	12%	13%	11%

Base: Valid respondents (Base sizes vary)

↑/↓ Statistically higher/lower than other age group



# Respondent profile (continued)

Education			
	TOTAL	18-34	35+
Did not complete high school or equivalent	1%	3% ↑	1% ↓
Completed high school or equivalent	21%	27% ↑	18% ↓
Completed a Registered Apprenticeship or other trades certificate or diploma	7%	5%	7%
Completed a college or other non-university certificate or diploma	21%	20%	21%
Completed a university certificate, diploma or degree	49%	42% ↓	52% ↑
Prefer not to say	1%	2% ↑	1% ↓

Employment Status			
	TOTAL	18-34	35+
Full-time employed/ self-employed (30+ hours per week)	49%	56% ↑	46% ↓
Part-time employed/ self-employed (<30 hours per week)	15%	21% ↑	13% ↓
Retired	20%	<1%	28%
Looking after home and/or family	3%	3%	2%
Unable to work because of sickness or disability	3%	2%	3%
Unemployed	7%	10%	6%
Doing unpaid or voluntary work	1%	2% ↑	<1% ↓
Student	7%	21% ↑	1% ↓
Other (Specify)	1%	1%	2%
Prefer not to say	1%	2%	1%

Base: Valid respondents (Base sizes vary)

↑/↓ Statistically higher/lower than other age group



# Respondent profile (continued)

## Children and seniors in household

	TOTAL	18-34	35+
Yes – Children	27%	34% ↑	24% ↓
Yes – Seniors	25%	9% ↓	31% ↑

## Currently enrolled in an education program

	TOTAL	18-34	35+
Yes	16%	41% ↑	6% ↓
No	83%	57% ↓	94% ↑
Prefer not to say	1%	2% ↑	<1% ↓

## Household size

	TOTAL	18-34	35+
1	22%	10% ↓	27% ↑
2	35%	29% ↓	37% ↑
3 or more	41%	57% ↑	35% ↓
Prefer not to say	2%	4% ↑	1% ↓
Mean	2.5	3 ↑	2.3 ↓

Base: Valid respondents (Base sizes vary)

↑/↓ Statistically higher/lower than other age group



# Respondent profile (continued)

## Responsible for property taxes or rent

	TOTAL	18-34	35+
Yes	80%	63% ↓	87% ↑
No	17%	31% ↑	11% ↓
Prefer not to say	3%	6% ↑	2% ↓

## Own or rent

	TOTAL	18-34	35+
Own	65%	42% ↓	75% ↑
Rent	28%	41% ↑	22% ↓
Neither	4%	8% ↑	3% ↓
Prefer not to say	3%	9% ↑	1% ↓

## Type of dwelling

	TOTAL	18-34	35+
Single detached house	54%	49% ↓	57% ↑
Duplex, triplex or fourplex	7%	8%	7%
Townhouse or rowhouse	15%	14%	15%
Apartment or apartment-style condominium	21%	22%	20%
Another type of multi-unit complex	<1%	1%	<1%
Other	1%	2% ↑	1% ↓
Prefer not to say	1%	4%	<1%

## Tenure in Calgary

	TOTAL	18-34	35+
Less than 5 years	13%	21% ↑	10% ↓
5 to less than 10 years	14%	21% ↑	11% ↓
11 to 20 years	18%	26% ↑	15% ↓
21+ years	54%	28% ↓	65% ↑
Prefer not to say	1%	4%	0%
<b>Mean</b>	25.6	13.7 ↓	30.5 ↑

Base: Valid respondents (Base sizes vary)

↑/↓ Statistically higher/lower than other age group



# Respondent profile (continued)

Born in Canada			
	TOTAL	18-34	35+
Yes	70%	65% ↓	71% ↑
No	30%	33%	28%
Prefer not to say	1%	2% ↑	1% ↓

Age arrived in Canada			
Base: Not born in Canada	TOTAL	18-34	35+
Under the age of 18	35%	50% ↑	28% ↓
18 to 49	61%	49% ↓	67% ↑
50 or older	3%	<1%	5% ↑

Timing of arrival in Canada			
Base: Not born in Canada	TOTAL	18-34	35+
Within the past five years	18%	29% ↑	13% ↓
More than 5 years ago	78%	69% ↓	83% ↑
Prefer not to say	3%	2%	4%

Consider self racialized person			
	TOTAL	18-34	35+
Yes	28%	42% ↑	22% ↓
No	67%	53% ↓	73% ↑
Prefer to self-describe	1%	2%	1%
Prefer not to say	4%	3%	4%

Base: Valid respondents (Base sizes vary)

↑/↓ Statistically higher/lower than other age group



# Respondent profile (continued)

Indigenous			
	TOTAL	18-34	35+
Yes (NET)	5%	6%	2%
Yes – First Nations	3%	3%	2%
Yes – Metis	2%	2%	-
Yes – Inuit	<1%	1% ↑	0%
No	93%	91%	94% ↑
Prefer not to say	2%	3%	1%

Disability – personally or family member			
	TOTAL	18-34	35+
Yes (NET)	19%	19%	18%
Yes – myself	13%	12%	13%
Yes – someone in my household	8%	9%	7%
No	79%	78%	79%
Prefer not to say	3%	3%	2%

Member of 2SLGBTQ+ community			
	TOTAL	18-34	35+
Yes	8%	14% ↑	5% ↓
No	90%	83% ↓	94% ↑
Prefer not to say	2%	3%	2%

Base: Valid respondents (Base sizes vary)

↑/↓ Statistically higher/lower than other age group



## Appendix A: Notable differences between age groups





# Notable differences between age groups

		Aged 18-34	Aged 35+
	Economy (NET)	31% ↑	24%
	High cost of housing	9% ↑	5%
	Public safety	9% ↑	6%
	Crime [incl. Breaking and entering/ gangs/ drug dealers, etc.]	8% ↓	16%
	Infrastructure, traffic and roads (NET)	8% ↓	13%
	Environment and waste management (NET)	5% ↑	3%
	Respect for others in the community/ good relationships	4% ↑	2%
	Transit system improvements	4% ↑	2%
	Taxes (NET)	2% ↓	8%
	Taxes/high taxes	2% ↓	5%





Issue agenda (Most important issue)

Age 18-34 mentions <2% are not shown

↑/↓ Statistically higher/lower than other age group



# Notable differences between age groups





		Aged 18-34	Aged 35+
 <p>Improving quality of life for young adults</p>	Manage/ decrease cost of living/ economy	16%↑	12%
	Improved transit/ public transportation services	10%↑	5%
	Increased public safety	8%↑	5%
	Financial/ social supports	6%↑	2%
	Lower taxes	5%↓	9%
	Rent control/ put a cap on rent increases	5%↑	2%
	Tuition/ education costs	4%↑	2%
	Increase wages/ salaries	4%↑	2%
	Listen to residents/ more civic engagement	3%↑	1%
 <p>Calgary's performance: Quality of life performance measures</p>	Post-secondary education options are good	82% ↓	87%
	Environmental friendliness is good	70% ↓	76%
	Walkability is good	61% ↓	71%
	Affordability is good	41% ↑	31%

Age 18-34 mentions <2% are not shown

↑/↓ Statistically higher/lower than other age group



# Notable differences between age groups

		Aged 18-34	Aged 35+
 Environmental perceptions	Agree that 'I think we need to act now to address climate change'	84%↑	69%
	Agree that 'I am taking action to help prevent climate change'	82%↑	73%
	Agree that 'I am concerned about climate change'	82%↑	66%
	Agree that 'I support the decision Council made to declare a Climate Change Emergency'	78%↑	50%
	Agree that 'The quality of Calgary's environment (air, water and land) is good'	73%↓	83%
 Vision for the future	Agree that 'Calgary is on the right track to be a better city 10 years from now'	59% ↑	51%
	Think the overall quality of life in Calgary will improve six months from now	26% ↑	16%
 Diversity and inclusion	Agree that 'People in Calgary are friendly and inclusive of all people'	69%↓	75%
	Agree that 'The City of Calgary is taking steps to address racism'	62%↓	72%
	Agree that 'I have personally experienced discrimination in Calgary'	53%↑	37%
 Relocation	Are likely to remain in Calgary for at least the next 5 years	77% ↓	86%

↑/↓ Statistically higher/lower than other age group






# Notable differences between age groups

		Aged 18-34	Aged 35+
 <p>Making Calgary a more vibrant city (Most important initiative/change)</p>	Reduce cost of living	53% ↑	43%
	Improve public transit system	23% ↑	15%
	More job opportunities	22% ↑	16%
	Reduce taxes	20% ↓	29%
	Improve public safety	19% ↓	29%
	Economic diversification	7% ↓	14%
	Improve traffic congestion	7% ↓	12%
	More entertainment or nightlife	7% ↑	3%
	More recreation opportunities	6% ↑	3%
	More educational opportunities	6% ↑	3%
 <p>Frequency of downtown visits</p>	Go downtown for leisure monthly or more	62% ↑	30%
	Go downtown for work monthly or more	45% ↑	25%
	Go downtown for work weekly or more	31% ↑	18%
	Go downtown for leisure weekly or more	26% ↑	11%
	Go downtown for school monthly or more	24% ↑	6%
	Go downtown for school weekly or more	19% ↑	4%

↑/↓ Statistically higher/lower than other age group





# Notable differences between age groups

		Aged 18-34	Aged 35+
 <p>Downtown trips and activities</p>	Calgary's downtown is desirable as a destination for leisure time	65%↑	38%
	Go downtown for leisure more often than before covid pandemic	24%↑	7%
	Will go downtown for work or school more often than now	18%↑	8%
	Will go downtown for leisure more often than now	18%↑	7%
	Go downtown for work or school more often than before covid pandemic	18%↑	10%
 <p>Attitudes towards downtown</p>	Agree that 'I love going downtown because of the variety of dining options'	66%↑	42%
	Agree that 'I tend to stick to one area when I'm downtown because it's too difficult to get from place to place'	55%↑	48%
	Agree that 'Calgary's arts and culture scene has a big influence on my trips downtown'	50%↑	43%
	Agree that 'There is nothing for kids to do downtown'	47%↓	57%
	Agree that 'I am more hesitant to go downtown today than I was before the COVID-19 pandemic'	40%↓	47%
 <p>Past year downtown activities</p>	Went to a restaurant or bar	69%↑	45%
	Shopped downtown	55%↑	34%
	Attended or visited a downtown festival or event	51%↑	31%
	Visited a park or plaza	48%↑	27%
	Attended or visited a downtown museum, art gallery, theatre or concert	34%↑	22%

↑/↓ Statistically higher/lower than other age group






# Notable differences between age groups

		Aged 18-34	Aged 35+
 <p>Past year downtown activities</p>	Visited the central library or other library branches	37%↑	19%
	Attended a downtown sporting event (including Saddledome)	30%↑	17%
	Worked downtown	27%↑	17%
	Visited a downtown recreation facility	19%↑	8%
	Went to school downtown	11%↑	2%
 <p>Influences of downtown visits</p>	Dining options	78%↑	59%
	Entertainment options	76%↑	59%
	Cost of Parking	74%↓	79%
	Transportation options	72%↑	63%
	Availability of Parking	70%↓	78%
	Festivals	69%↑	57%
	Shopping options	59%↑	44%
	Working downtown	46%↑	29%
	Going to school downtown	30%↑	12%

↑/↓ Statistically higher/lower than other age group





# Notable differences between age groups

		Aged 18-34	Aged 35+
 <p>Lifestyle</p>	Main mode of transportation: <i>Driving</i>	59%↓	75%
	Main mode of transportation: <i>Public Transportation</i>	26%↑	15%
	Would use public transit more often if: <i>Better routes – more direct to where I want to go</i>	24%↑	18%
	Would use public transit more often if: <i>Better safety</i>	19%↓	27%
	Would use public transit more often if: <i>Better routes – closer to home, work, school, etc.</i>	18%↑	9%
	Would use public transit more often if: <i>New infrastructure – train service, newer buses, express service</i>	8%↑	5%
	Would use public transit more often if: <i>Lower fares</i>	7%↓	11%
	Would use public transit more often if: <i>Better schedules – extended hours</i>	4%↑	1%
	Main mode of transportation: <i>Cycling</i>	3%↑	1%
	Main mode of transportation: <i>eScooter</i>	2%↑	<1%
 <p>Home ownership</p>	Likely to buy own home in next 10 years	66% ↑	24%
	Already own a home	14% ↓	60%
 <p>Attitudes towards finances, work and education</p>	Agree that 'Financial independence is an indicator of my success'	90%↑	85%
	Agree that 'I want to start my own business or organization at some point'	62%↑	35%

↑/↓ Statistically higher/lower than other age group



# Notable differences between age groups

		Aged 18-34	Aged 35+
 <p>Community involvement in the past 12 months</p>	Voted in Calgary's last municipal election +	61%↓	85%
	Donated more than \$50 to a charitable organization	26%↓	47%
	Volunteered or done community service in support of a charitable organization	24%↑	15%
	Volunteered at community events, such as festivals, City events or attractions	21%↑	11%
	Participated in a fundraising run/walk/ride	15%↑	8%
	Volunteered for a board or committee in your community	12%↑	8%
 <p>Preferred information channels</p>	Social media (NET)	59%↑	33%
	City of Calgary social media	47%↑	28%
	Television	28%↓	45%
	Other social media	22%↑	9%
	Mail sent to my home	19%↓	32%
	Signage	11%↑	6%
	Newspaper	9%↓	22%
	Multicultural media	9%↑	4%
	Other websites	8%↑	5%
	In person (Councillor's office/Town Hall)	5%↑	2%




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

↑/↓ Statistically higher/lower than other age group





# Notable differences between age groups

		Aged 18-34	Aged 35+
 <p>Attitudes towards communication with the city</p>	Agree that 'I trust City of Calgary social media as a primary source of information about The City of Calgary'	76%↑	52%
	Agree that 'I prefer to hear about City issues online and on social media rather than traditional media outlets like TV, radio and newspapers'	74%↑	43%
	Agree that 'I trust other social media as a primary source of information about The City of Calgary'	61%↑	42%
	Agree that 'I trust the news media as a primary source of information about The City of Calgary'	59%↓	75%
	Agree that 'I can't be bothered to keep track of what's going on in The City'	51%↑	29%
	Feel well informed about municipal issues	43%↓	52%
 <p>Attitudes towards Calgary municipal government</p>	Trust The City of Calgary	50%↑	42%
	Agree that 'The City of Calgary practices open and accessible government'	43%↑	36%
	Agree that 'The City of Calgary listens to what people like me have to say'	34%↑	27%
 <p>Perceptions about City performance</p>	Satisfied with The City of Calgary (including Council and Administration) performance	60%↑	51%
	Satisfied with Calgary's City Council performance	58%↑	45%






↑/↓ Statistically higher/lower than other age group



## Appendix B: Notable differences since 2022 among those aged 18-34








# Notable differences since 2022 – 18 to 34 year olds

		2023 18-34	2022 18-34
 <p>Issue agenda (Most important issue)</p>	Homelessness, poverty and affordable housing (NET)	23% ↑	10%
	Poverty/ homelessness/ related social issues	16% ↑	7%
	Public safety	9% ↑	2%
	High cost of housing	9% ↑	0%
	Inflation	7% ↑	0%
	Availability of affordable housing/ rental options	6% ↑	0%
	Drugs/ alcohol/ Addiction services/ management	4% ↑	1%
	Housing/ housing crisis	3% ↑	0%
 <p>Quality of life</p>	Agree that 'Calgary is moving in the right direction to ensure a high quality of life for future generations'	54% ↓	65%
	Think the overall quality of life in Calgary will improve six months from now	26% ↓	40%
	Think the economy in Calgary will improve six months from now	22% ↓	30%
 <p>Quality of life performance measures</p>	Calgary's Performance: <i>Safety is good</i>	58% ↓	68%
 <p>Environmental perceptions</p>	Agree that 'The quality of Calgary's environment (air, water and land) is good'	73% ↓	84%
 <p>Vision for the future</p>	Agree that 'Calgary is on the right track to be a better city 10 years from now'	59% ↓	73%

↑/↓ Statistically higher/lower than those aged 18-34 in 2022

# Notable differences since 2022 – 18 to 34 year olds

		2023 18-34	2022 18-34	
 <p>Making Calgary a more vibrant city (Most important initiative/change)</p>	Reduce cost of living	53%↑	37%	
	Improve public transit system	23%↑	13%	
	Encourage new businesses	8%↓	14%	
 <p>Past year downtown activities</p>	Shopped downtown	55%↑	45%	
	Attended or visited a downtown festival or event	51%↑	35%	
	Visited the central library or other library branches	37%↑	23%	
	Attended a downtown sporting event (including Saddledome)	30%↑	21%	
		None of these	5%↓	11%
 <p>Attitudes towards finances, work and education</p>	Agree that 'I think I will be better off financially than my parents'	60%↓	67%	
 <p>Preferred information channels</p>	Television	28%↓	38%	
	City publications/brochures	13%↑	5%	
	Other websites	8%↑	3%	
 <p>Attitudes towards Calgary municipal government</p>	Agree that 'The City of Calgary can be relied on to do what it says it will do'	34%↑	25%	
	Agree that 'The City of Calgary listens to what people like me have to say'	27%↑	20%	

↑/↓ Statistically higher/lower than those aged 18-34 in 2022



Tables Reviewed and Cleaned

## Appendix C: Notable differences since 2022 among those aged 35+

# Notable differences since 2022 – 35+ year olds



Issue agenda (Most important issue)








	2023 35+	2022 35+
Homelessness, poverty and affordable Housing (NET)	21% ↑	11%
Crime, safety and policing (NET)	21% ↑	14%
Crime [incl. Breaking and entering/ gangs/ drug dealers, etc.]	16% ↑	10%
Poverty/ homelessness/ related social issues	12% ↑	8%
Transit (NET)	9% ↑	5%
Taxes (NET)	8% ↓	13%
Availability of affordable housing/ rental options	7% ↑	0%
Drugs/ alcohol/ Addiction services/ management	6% ↑	2%
Public Transportation [incl. buses/ C-train/ poor service]	6% ↑	2%
Taxes/ high taxes	5% ↓	8%
High cost of housing	5% ↑	<1%
Inflation	5% ↑	0%
Housing/ housing crisis	2% ↑	0%
Agree that 'I am proud to live in my neighbourhood'	85% ↓	93%
Rate the economy in Calgary as good	63% ↑	52%
Think the economy in Calgary will improve six months from now	21% ↓	28%



Quality of life

↑/↓ Statistically higher/lower than those aged 18-34 in 2022




# Notable differences since 2022 – 35+ year olds

			2023 35+	2022 35+
	Quality of life performance measures	Safety is good	57%↓	64%
		Affordability is good	31%↓	38%
	Environmental perceptions	Agree that 'The quality of Calgary's environment (air, water and land) is good'	83%↓	89%
	Diversity and inclusion	Agree that 'People in Calgary have opportunities to express and celebrate their unique cultures'	89%↓	95%
	Vision for the future	Agree that 'Calgary is on the right track to be a better city 10 years from now'	51%↓	61%
	Making Calgary a more vibrant city (Most important initiative/change)	<b>Lower cost of housing for all</b>	33%↑	24%
		Improve public safety	29%↑	21%
		Economic diversification	14%↓	25%
		Encourage new businesses	10%↓	21%
	Downtown trips and activities	Past Year Downtown Activities: <i>Attended or visited a downtown festival or event</i>	31%↑	21%
	Lifestyle	Main mode of Transportation: <i>Driving</i>	74%↓	85%
		Likely to buy own home in next 10 years	24%↑	12%
		Main mode of Transportation: <i>Public Transportation</i>	15%↑	6%

↑/↓ Statistically higher/lower than those aged 35+ in 2022



# Notable differences since 2022 – 35+ year olds

		2023 35+	2022 35+
 <p>Community involvement in the past 12 months</p>	Donated more than \$50 to a charitable organization	47%↓	55%
	Volunteered or done community service in support of a charitable organization	15%↓	24%
 <p>Attitudes towards City communications</p>	Agree that 'I feel like I'm doing my part as a Calgarian by keeping up-to-date about City issues and policies'	75%↓	83%
	Feel well informed about municipal issues	52%↓	62%
	Agree that 'I can't be bothered to keep track of what's going on in The City'	29%↑	22%
 <p>Attitudes Towards Calgary municipal government</p>	Agree that 'The City of Calgary can be relied on to do what it says it will do'	34%↑	25%
	Agree that 'The City of Calgary listens to what people like me have to say'	27%↑	20%

↑/↓ Statistically higher/lower than those aged 35+ in 2022





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