

Calgary



# 2020 Calgary Attitudes and Outlook Survey

Final Report

October 7, 2020

Prepared for The City of Calgary by:





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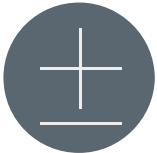
**Online survey conducted** with a total of n=769 Calgarians aged 18 years and older between August 20<sup>th</sup> and September 8<sup>th</sup>, 2020.

- Young adults aged 18-24 (n=369) are a primary focus with a comparison to Calgarians aged 25 and older (n=400).
- The average survey duration was 16 minutes.
- Online panelists were recruited via Ipsos' online panel of Calgarians, supplemented with panel sample from subcontractors (Maru Blue and Schoolfinder).



**Final data were weighted** to ensure the overall sample's quadrant, age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2018 Municipal and 2016 Federal Census data.

- The 18-24 year-old age group in Calgary accounts for just 8% of the adult population in Calgary and have been weighted accordingly in the 'total' results. As such, 'total' results and results among those aged 25+ are quite similar. Statistical weighting does not impact the ability to assess significant differences among age groups.



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



**Statistically significant differences** between young adults aged 18-24 and Calgarians aged 25 and older are noted:

- ↑ indicates number is significantly higher than other age groups
- ↓ indicates number is significantly lower than other age groups
- Some bar charts in this report do not add to 100% due to rounding.



**Methodological Challenges:** The original target was to survey n=400 young adults aged 18-24 in Calgary using an online methodology. Given the low incidence of this target audience and limited sample sources available, it was essential to use multiple sample sources to achieve the desired number of completed surveys. Although all sample sources were exhausted, the response rate of 18-24 year-olds was lower than expected, resulting in n=369/400 completed surveys.



## Highlights





# Highlights: Young Adults (Aged 18-24)

## ISSUE AGENDA & QUALITY OF LIFE



70% ↑

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

93% ↑

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



67% ↑

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

## THE ENVIRONMENT

84% ↓

Agree that the **quality of Calgary's environment** is good.

89% ↑



Think that we have **to act now to address climate change**



81% ↑

**Take actions** to address climate change

## DIVERSITY & INCLUSION

82% ↑

Say that Calgary needs to address **racism and discrimination**



78%

Feel a **sense of belonging** in their neighbourhood



70%

Agree that people in Calgary are **friendly and inclusive** of all people

## RELOCATION



73% ↓

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

60% ↑

Among those who are unlikely to remain in Calgary, cite **'better job opportunities elsewhere'** as a reason for leaving

58% ↑

Among those who are unlikely to remain in Calgary, cite **'educational opportunities elsewhere'** as a reason for leaving

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



# Highlights: Young Adults (Aged 18-24) (continued)

## VISION FOR THE FUTURE



80% ↑

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

33% ↑

Cite 'employment/ career opportunities' as the most important initiative that would make Calgary a more vibrant city to work

17% ↑

Cite 'arts and culture' as the most important initiative that would make Calgary a more vibrant city to live

## LIFESTYLE



34% ↑

Use **public transit** as the main mode of transportation

68% ↑

Likely to **buy a residence** in the next 10 years



47% ↓

Voted in the last municipal election+

## COMMUNICATION & TECHNOLOGY



47% ↑

Name **social media** as the best way for The City of Calgary to provide information to them

46% ↓

Feel **informed** about municipal issues

78% ↑

Rate performance of City **communications** in the past 6 months as 'good'

## CITY TRUST & REPUTATION



60% ↑

**Trust** The City

72% ↑

**Satisfied** with The City's performance

45% ↑

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

52% ↑




Agree that 'It should be primarily government, not the private sector, that is **concerned with solving society's social problems**'

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

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








# Notable Differences in Age Groups

		Aged 18-24	Aged 25+	
 <p>Issue Agenda</p>	The Most Important Issue: <i>Transit</i>	<b>10%↑</b>	<b>5%</b>	
	The Most Important Issue: <i>Education</i>	<b>9%↑</b>	<b>3%</b>	
	The Most Important Issue: <i>Recreation</i>	<b>9%↑</b>	<b>4%</b>	
	The Most Important Issue: <i>Infrastructure, traffic and roads</i>	<b>8%↓</b>	<b>14%</b>	
	The Most Important Issue: <i>Environment and waste management</i>	<b>8%↑</b>	<b>4%</b>	
		The Most Important Issue: <i>Taxes</i>	<b>2%↓</b>	<b>13%</b>
 <p>Quality of Life</p>	Rate the overall quality of life in Calgary as 'good'	<b>93%↑</b>	<b>84%</b>	
	Agree that "Calgary is a great place to make a living"	<b>75%↑</b>	<b>63%</b>	
	Agree that "Calgary is moving in the right direction to ensure a high quality of life for future generations"	<b>70%↑</b>	<b>57%</b>	
 <p>Quality of Life Performance Measures</p>	Calgary's Performance: <i>Walkability</i>	<b>70%↓</b>	<b>77%</b>	
	Calgary's Performance: <i>Environmental friendliness</i>	<b>65%↓</b>	<b>81%</b>	
	Calgary's Performance: <i>Transit</i>	<b>61%↓</b>	<b>70%</b>	
	Calgary's Performance: <i>Employment opportunities</i>	<b>54%↑</b>	<b>43%</b>	

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



# Notable Differences in Age Groups (continued)




		Aged 18-24	Aged 25+
 Perceptions of Life in Calgary	Perceptions of Life in Calgary: <i>Inclusive</i>	52%↓	63%
	Perceptions of Life in Calgary: <i>Expensive</i>	42%↓	66%
	Perceptions of Life in Calgary: <i>Dull</i>	24%↑	15%
 Environmental Perceptions	Agree with the statement “I think we need to act now to address climate change”	89%↑	73%
	Feel concerned about climate change	86%↑	69%
	Agree that “The quality of Calgary’s environment (air, water and land) is good”	84%↓	92%
 Diversity & Inclusion	Say that “Calgary needs to address racism and discrimination”	82%↑	68%
 Likelihood to Stay in Calgary	Likely to remain living in Calgary for at least the next five years	73%↓	85%
	Reasons for Remaining in Calgary: ‘ <i>My family is here</i> ’	73%↑	59%
 Reasons for Remaining in Calgary	Reasons for Remaining in Calgary: ‘ <i>My friends are here</i> ’	60%↑	50%
	Reasons for Remaining in Calgary: ‘ <i>Educational opportunities</i> ’	49%↑	12%
	Reasons for Remaining in Calgary: ‘ <i>My job is here</i> ’	40%↓	55%
	Reasons for Remaining in Calgary: ‘ <i>Affordability</i> ’	32%↑	16%

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





# Notable Differences in Age Groups (continued)

		Aged 18-24	Aged 25+
 <p>Reasons for Leaving Calgary</p>	Reasons for Leaving Calgary: <i>'Better job opportunities elsewhere'</i>	60%↑	36%**
	Reasons for Leaving Calgary: <i>'Educational opportunities elsewhere'</i>	58%↑	3%**
	Reasons for Leaving Calgary: <i>'Cost of living is too high'</i>	27%↓	62%**
	Reasons for Leaving Calgary: <i>'Insufficient public transit system'</i>	15%↑	3%**
	Reasons for Leaving Calgary: <i>'Family and friends live elsewhere'</i>	14%↓	35%**
 <p>Vision for the Future</p>	Agree that "Calgary is on the right track to be a better city 10 years from now"	80%↑	63%
 <p>Making Calgary a Vibrant Place to <u>Live</u></p>	The Most Important Initiative/Change: <i>Arts &amp; Culture</i>	17%↑	5%
	The Most Important Initiative/Change: <i>Transit</i>	16%↑	11%
	The Most Important Initiative/Change: <i>Economy</i>	12%↓	19%
	The Most Important Initiative/Change: <i>Respect for others in the community/good relationships</i>	8%↑	4%
	The Most Important Initiative/Change: <i>Homelessness, poverty, and affordable housing</i>	5%↓	11%
	The Most Important Initiative/Change: <i>More effective Council/politicians</i>	2%↓	6%
	The Most Important Initiative/Change: <i>Taxes</i>	1%↓	8%

\*\*Caution: small sample size

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



# Notable Differences in Age Groups (continued)

		Aged 18-24	Aged 25+
<p>Making Calgary a Vibrant Place to <u>Work</u></p>	The Most Important Initiative/Change: <i>Employment/ Career opportunities</i>	<b>33%↑</b>	<b>26%</b>
	The Most Important Initiative/Change: <i>More effective Council/ politicians</i>	<b>1%↓</b>	<b>4%</b>
	The Most Important Initiative/Change: <i>Taxes/ Lower taxes</i>	<b>0%↓</b>	<b>8%</b>
<p>Infrastructure Projects</p>	Importance of the Green Line	<b>92%↑</b>	<b>80%</b>
	Importance of the Event Centre	<b>81%↑</b>	<b>72%</b>
	Importance of the Foothills Fieldhouse	<b>72%↑</b>	<b>64%</b>
	Importance of the Arts Commons Expansion	<b>72%↑</b>	<b>57%</b>
<p>Lifestyle</p>	Likely to buy a residence in the next ten years	<b>68%↑</b>	<b>30%</b>
	Driving as the main mode of transportation	<b>51%↓</b>	<b>78%</b>
	Public transit as the main mode of transportation	<b>34%↑</b>	<b>14%</b>
	Cycling as the main mode of transportation	<b>5%↑</b>	<b>2%</b>

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



# Notable Differences in Age Groups (continued)

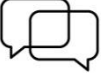


		Aged 18-24	Aged 25+
 <p>Participation in Activities</p>	Monthly Participation: <i>Outdoor recreation</i>	<b>65%↑</b>	<b>55%</b>
	Monthly Participation: <i>Playing video games</i>	<b>64%↑</b>	<b>36%</b>
	Monthly Participation: <i>Going out to the movies, theatre, or concert</i>	<b>52%↑</b>	<b>40%</b>
	Monthly Participation: <i>Organized sports</i>	<b>30%↑</b>	<b>18%</b>
 <p>Community Participation in the past 12 Months</p>	Voted in the last municipal election+	<b>47%↓</b>	<b>69%</b>
	Volunteered or did community service in support for a charitable organization	<b>38%↑</b>	<b>27%</b>
	Donated more than \$50 to a charitable organization	<b>36%↓</b>	<b>52%</b>
	Volunteered at community events, such as festivals, City events or attractions	<b>31%↑</b>	<b>17%</b>
	Persuaded others to vote for a particular candidate or party	<b>26%↑</b>	<b>19%</b>
	Participated in a fundraising run/walk/ride	<b>24%↑</b>	<b>14%</b>

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

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







# Notable Differences in Age Groups (continued)

		Aged 18-24	Aged 25+
 <p>Attitudes Towards City's Communications</p>	Prefer to hear about City issues online and on social media rather than traditional media	<b>78%↑</b>	<b>48%</b>
	Rate performance City Communications in the past six months as 'good'	<b>78%↑</b>	<b>70%</b>
	Agree with the statement "I feel like I'm doing my part as a Calgarian by keeping up-to-date about City issues and policies"	<b>59%↓</b>	<b>72%</b>
	Feel informed about municipal issues	<b>46%↓</b>	<b>55%</b>
	Say they "can't be bothered to keep track of what's going on in The City"	<b>46%↑</b>	<b>24%</b>
 <p>Preferred Information Channels</p>	Social media	<b>47%↑</b>	<b>23%</b>
	Calgary.ca	<b>14%↓</b>	<b>21%</b>
	Television	<b>12%↓</b>	<b>23%</b>
	Newspaper	<b>2%↓</b>	<b>8%</b>
 <p>Attitudes Towards Technology</p>	Agree that the statement "I think that using new technology can improve citizens' relationship with The City" describes them well	<b>80%↑</b>	<b>68%</b>
	Technology devices available at home: Laptop or desktop computer	<b>83%↓</b>	<b>88%</b>
	Technology devices available at home: Game console	<b>52%↑</b>	<b>33%</b>
	Technology devices available at home: Tablet	<b>43%↓</b>	<b>59%</b>

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



# Notable Differences in Age Groups (continued)

		Aged 18-24	Aged 25+
 <p>Attitudes Towards Government</p>	Agree that “It should be primarily government, not the private sector, that is concerned with solving society’s social problems”	<b>52%↑</b>	<b>35%</b>
	Try not to concern themselves with what government is doing	<b>26%↑</b>	<b>18%</b>
	Agree with the statement “Generally speaking, politicians care what people like me think”	<b>24%↑</b>	<b>16%</b>
 <p>Attitudes Towards Calgary Municipal Government</p>	Agree that The City “practices open and accessible government”	<b>45%↑</b>	<b>35%</b>
	Say that The City “can be relied on to do what it says it will do”	<b>42%↑</b>	<b>31%</b>
	Agree that The City “listens to what people like me have to say”	<b>39%↑</b>	<b>28%</b>
 <p>Trust &amp; Advocacy</p>	Trust The City of Calgary	<b>60%↑</b>	<b>49%</b>
	Would speak highly of The City of Calgary without being asked	<b>10%↑</b>	<b>6%</b>
 <p>Perceptions about City Performance</p>	Satisfied with The City of Calgary (including Council and Administration) performance	<b>72%↑</b>	<b>56%</b>
	Satisfied with Calgary's City Council performance	<b>63%↑</b>	<b>46%</b>

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



## Issue Agenda and Quality of Life



## KEY FINDINGS

## Issue Agenda

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The **“economy”** tops the issue agenda among all age groups.

Young adults place higher importance on **“transit”** issues and lower importance on **“infrastructure, traffic and roads”** and **“taxes”**.

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- Respondents were asked on an unaided (open-ended) basis to identify the **most important issue facing their community** that should get more attention from City leaders.
- Overall, the “economy” ranks at the top of the issue agenda (24%), both among young adults aged 18-24 (18%) and among Calgarians aged 25 and older (25%).
- “Infrastructure, traffic and roads” ranks second overall (13%); however, the importance of this issue is statistically lower among 18-24 year-olds (8%) than those aged 25 and older (14%).
- Next, 12% of all respondents cite “taxes” as an important issue which is significantly less prominent among young adults aged 18-24 (2%) than among Calgarians aged 25 and older (13%).
- The “COVID-19 pandemic” is mentioned by 12% overall, with similar levels of importance among 18-24 year-olds (11%) and those aged 25 and older (12%). Consistent mentions are also provided for “crime, safety and policing” (11% overall), 11% among young adults, and 11% among those aged 25 and older.
- “Homelessness, poverty and affordable housing” is cited by 9% of Calgarians overall, including 12% of young adults aged 18-24, similar to 8% among those aged 25 and older.
- “Transit” is a notably more prominent issue among young adults (10%) than among Calgarians aged 25 and older (5%), with 5% mentioning this issue overall. “Recreation” is also a significantly more important issue among 18-24 year-olds (9%) than among those aged 25 and older (4%), with 5% citing this issue overall.

## KEY FINDINGS

**Issue Agenda** (continued)

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**In comparison to those aged 25 and older, young adults are more likely to identify “environment and waste management”, “education” and “respect for others in the community/ good relationships” as important issues needing attention from City leaders.**

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- Young adults aged 18-24 (8%) are also significantly more inclined to point to the “environment and waste management” as an important issue in comparison to those aged 25 years and older (4%), with 4% citing this issue overall.
- As for “budget and spending”, 4% mention this issue overall, and results are consistent between young adults (5%) and those aged 25 years and older (3%).
- “Education” is significantly more important to young adults aged 18-24 (9%) versus those aged 25 years and older (3%), with 4% mentioning “education” overall.
- “Healthcare” (4% overall) sees similar importance levels among young adults (3%) and Calgarians aged 25 and older (4%).
- A notably higher proportion of young adults aged 18-24 (7%) point to “respect for others in the community/ good relationships” as an important issue versus 3% among those aged 25 and older, with 4% citing this issue as important overall.



## Quality of Life

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**Young adults are more likely to rate the overall quality of life in Calgary as 'good'.**

**Young adults are also more likely to agree that 'Calgary is a great place to make a living' and that 'Calgary is moving in the right direction to ensure a high quality of life for future generations'.**

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- In total, 85% of Calgarians rate their **overall quality of life** in the city of Calgary as 'very good' or 'good', which is statistically higher among young adults aged 18-24 (93%) than among those aged 25 years or older (84%).
- When assessing specific quality of life measures, 86% agree that they are 'proud to be a Calgarian', showing similar results among young adults (88%) and their older counterparts (86%).
- Further, 86% agree that they are 'proud to live in my neighbourhood', showing consistent overall results among 18-24 year-olds (85%) and those aged 25 years and older (87%).
  - 'Strong' agreement with neighbourhood pride, however, is notably lower among young adults (33%) than among Calgarians aged 25 and older (41%).
- Agreement that 'Calgary is a great place to make a life' (82% overall) is similar among young adults (84%) and those aged 25 and older (82%).
- Agreement that 'Calgary is a great place to make a living' (64% overall) is statistically higher among 18-24 year-olds (75%) than among those aged 25 and older (63%).
- Young adults (70%) are also notably more likely to agree that 'Calgary is moving in the right direction to ensure a high quality of life for future generations' in comparison to those aged 25 and older (57%), with 58% in agreement overall.

## KEY FINDINGS

# Quality of Life Performance Measures

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**Young adults are notably less likely to rate Calgary's 'environmental friendliness' and 'walkability' as 'good' in comparison to those aged 25 and older.**

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- A series of **quality of life performance measures** were assessed.
- The highest ratings were given for 'shopping' in Calgary, with 91% saying Calgary's performance is 'very good' or 'good' in this area, including 90% among young adults aged 18-24, similar to 91% among those aged 25 and older.
- 'Sports and recreation' also receives strong performance ratings overall (88% 'very good' or 'good'), with identical ratings from young adults and those aged 25 and older (88% each). Ratings are also consistently strong for 'post-secondary education opportunities' (87% overall, including 87% among young adults and 86% among those aged 25 and older).
- 'Diversity' performance ratings are also solid; 86% overall, including 86% among young adults and 86% among those aged 25 and older.
  - A statistically higher proportion of young adults (30%), however, rate 'diversity' as 'very good' versus those aged 25 and older (23%).
- Next, 84% provide 'very good' or 'good' performance ratings for Calgary's 'safety', including 82% among young adults and 84% among those aged 25 and older.
- Young adults (65%) are statistically less likely to offer 'very good' or 'good' performance ratings for Calgary's 'environmental friendliness' in comparison to those aged 25 and older (81%), with 80% providing 'very good' or 'good' ratings in this area overall.
- Young adults aged 18-24 (70%) are also notably less likely to provide 'very good' or 'good' performance ratings for Calgary's 'walkability' than do those aged 25 and older (77%), with 76% rating the performance in this area as 'very good' or 'good' overall.



## KEY FINDINGS

**Quality of Life Performance Measures** (continued)

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**Young adults are more likely to rate Calgary's 'affordability' and 'employment opportunities' as 'good'.**

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- Slightly more than three-quarters (76%) rate Calgary's performance for 'technology infrastructure' as 'very good' or 'good', which is similar among young adults (78%) and those aged 25 and older (76%). Performance ratings are also similar for 'arts and culture' in Calgary (74% overall, including 75% among young adults and 74% among those aged 25 and older).
- Young adults provide statistically lower performance ratings (61% 'very good' or 'good') for 'transit' than do Calgarians aged 25 and older (70%), with 69% providing 'very good' or 'good' ratings for 'transit' overall.
- Similar performance ratings are seen for 'nightlife' (66%), regardless of age being 18-24 (70% 'very good' or 'good') or 25 and older (66% 'very good' or 'good').
- With respect to performance ratings for Calgary's 'affordability' (46% rate it as 'very good' or 'good' overall), and young adults are significantly more likely to provide 'very good' or 'good' performance ratings (67%) than are those aged 25 and older (44%).
- The final quality of life performance measure pertains to 'employment opportunities' wherein 44% rate Calgary's performance in this area as 'very good' or 'good'. Young adults offer statistically higher ratings (54%) for 'employment opportunities' than do those aged 25 and older (43%).



## KEY FINDINGS

## Perceptions of Life in Calgary

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**Perceptions of life in Calgary are similar among young adults and their older counterparts for Calgary being 'clean', 'welcoming', 'spacious', and 'safe'.**

**Young adults are less likely to view Calgary as 'inclusive' in comparison to those aged 25 or older.**

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- Online survey respondents were presented with a series of semantic differential descriptions of **life in Calgary**. Using a sliding bar, respondents placed their answer along a scale of 10-points closest to the description they felt best described the city.
- The highest proportion (68% providing positive ratings) believe that Calgary is 'clean' versus 'dirty' (14%), which is similar among young adults (64% vs. 17%) and those aged 25 and older (69% vs. 14%).
- Consistent views are also held for seeing Calgary as 'welcoming' (67% overall, including 71% among 18-24 year-olds and 67% among those aged 25 and older). Just 11% of Calgarians perceive Calgary as 'unwelcoming', consistent with young adults' views (14%) and with perceptions among those aged 25 and older (11%).
- Perceptions of Calgary as being 'spacious' (64% overall) are much greater than views of the city being 'crowded' (18%). Results are similar among both age cohorts (59% 'spacious' and 19% 'crowded' among young adults, and 64% 'spacious' and 18% 'crowded' among those aged 25 and older).
- Overall, 62% of Calgarians view Calgary as 'inclusive', which is lower among young adults aged 18-24 (52%) versus those aged 25 and older (63%). A notably higher proportion of young adults (20%), however, perceives Calgary as being 'not inclusive' in comparison to those aged 25 years and older (13%).
- Seeing Calgary as 'safe' (61% overall) more than 'unsafe' (16%) is consistent among young adults (66% 'safe' vs. 16% 'unsafe') and Calgarians aged 25 and older (60% 'safe' vs. 16% 'unsafe').



## KEY FINDINGS

## Perceptions of Life in Calgary (continued)

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**Perceptions that Calgary is 'modern', 'vibrant' or 'innovative' are similar across age groups, but young adults are more likely to feel that Calgary is 'dull'.**

**While a higher proportion of young adults rate Calgary as 'expensive' vs. 'inexpensive', they are less likely to feel Calgary is 'expensive' than other age groups.**

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- Next, 59% view Calgary as 'modern', including 54% among young adults, similar to 59% among those aged 25 and older. As well, 14% of Calgarians perceive Calgary to be 'old-fashioned', including 18% among 18-24 year-olds, similar to 13% among those aged 25 and older.
- One-half (51%) perceive Calgary to be 'vibrant', similar among young adults (50%) and those aged 25 and older (52%), while a statistically higher proportion of young adults (24%) view Calgary as 'dull' versus 15% among Calgarians aged 25 and older.
- Differences do not occur with Calgarians feeling that Calgary is 'innovative' (46% overall, statistically on par with 41% among young adults and with 46% among those aged 25 and older), or 'conventional' (24% overall, including 27% among young adults and 24% among those aged 25 and older).
- Differences do occur with perceptions of Calgary being 'inexpensive' (13% overall, including 25% among young adults which is notably higher than 12% among Calgarians aged 25 and older). Conversely, 42% of 18-24 year-olds perceive Calgary as 'expensive', considerably lower than 66% among those aged 25 and older and with 64% overall.



# Issue Agenda

## Multiple Responses

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

	ISSUE AGENDA	TOTAL (n=769)	18-24 (n=369)	25+ (n=400)
	<b>Economy (NET)</b>	<b>24%</b>	<b>18%</b>	<b>25%</b>
	- Economy/ cost of living	13%	10%	13%
	- Unemployment/ job creation	12%	9%	12%
	<b>Infrastructure, traffic and roads (NET)</b>	<b>13%</b>	<b>8%↓</b>	<b>14%↑</b>
	- Roads (unspecified)	4%	2%	4%
	- Road conditions	3%	3%	4%
	- Infrastructure maintenance/ improvement/ development	3%	1%	3%
	- Speed issues (speeding, speed in residential communities)	2%	1%	2%
	- (Lack of) snow removal	2%	0%	2%
	<b>Taxes (NET)</b>	<b>12%</b>	<b>2%↓</b>	<b>13%↑</b>
	- Taxes/ high taxes	7%	1%↓	8%↑
	- Property taxes	5%	0%↓	6%↑
	<b>Coronavirus/ COVID-19/ pandemic (NET)</b>	<b>12%</b>	<b>11%</b>	<b>12%</b>
	<b>Crime, safety and policing (NET)</b>	<b>11%</b>	<b>11%</b>	<b>11%</b>
	- Crime, including breaking and entering/ gangs/ drug deals	6%	4%	6%
	- Public safety	5%	5%	5%
	<b>Homelessness, poverty and affordable housing (NET)</b>	<b>9%</b>	<b>12%</b>	<b>8%</b>
	- Poverty/ homelessness/ related social issues	6%	10%↑	5%↓
	- Affordable housing	3%	2%	3%

NET mentions <3% are not shown

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

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

Base: All respondents



# Issue Agenda (continued)

## Multiple Responses

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

ISSUE AGENDA	TOTAL (n=769)	18-24 (n=369)	25+ (n=400)
<b>Transit (NET)</b>	<b>5%</b>	<b>10%↑</b>	<b>5%↓</b>
- Public transportation (including buses, CTrain, poor service)	3%	5%	3%
- Transit system improvements	2%	5%↑	1%↓
<b>Recreation (NET)</b>	<b>5%</b>	<b>9%↑</b>	<b>4%↓</b>
- Lack of community centres/ parks/ green space	2%	6%↑	2%↓
<b>Environment and waste management (NET)</b>	<b>4%</b>	<b>8%↑</b>	<b>4%↓</b>
- Environment/ environmental controls	2%	4%↑	1%↓
- Cleaning up the city/ communities/ parks	2%	2%	2%
<b>Budget and spending (NET)</b>	<b>4%</b>	<b>5%</b>	<b>3%</b>
- Budget control/ appropriate spending of taxes	2%	1%	2%
<b>Education</b>	<b>4%</b>	<b>9%↑</b>	<b>3%↓</b>
<b>Healthcare</b>	<b>4%</b>	<b>3%</b>	<b>4%</b>
<b>Respect for others in the community/ good relationships</b>	<b>4%</b>	<b>7%↑</b>	<b>3%↓</b>
<b>Other</b>	<b>13%</b>	<b>11%</b>	<b>14%</b>
<b>None</b>	<b>2%</b>	<b>3%</b>	<b>2%</b>
<b>Don't know</b>	<b>1%</b>	<b>4%↑</b>	<b>1%↓</b>

NET mentions <3% are not shown

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

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

Base: All respondents



# Overall Quality of Life in Calgary



\*Rounding

Data labels <3% are not shown

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

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

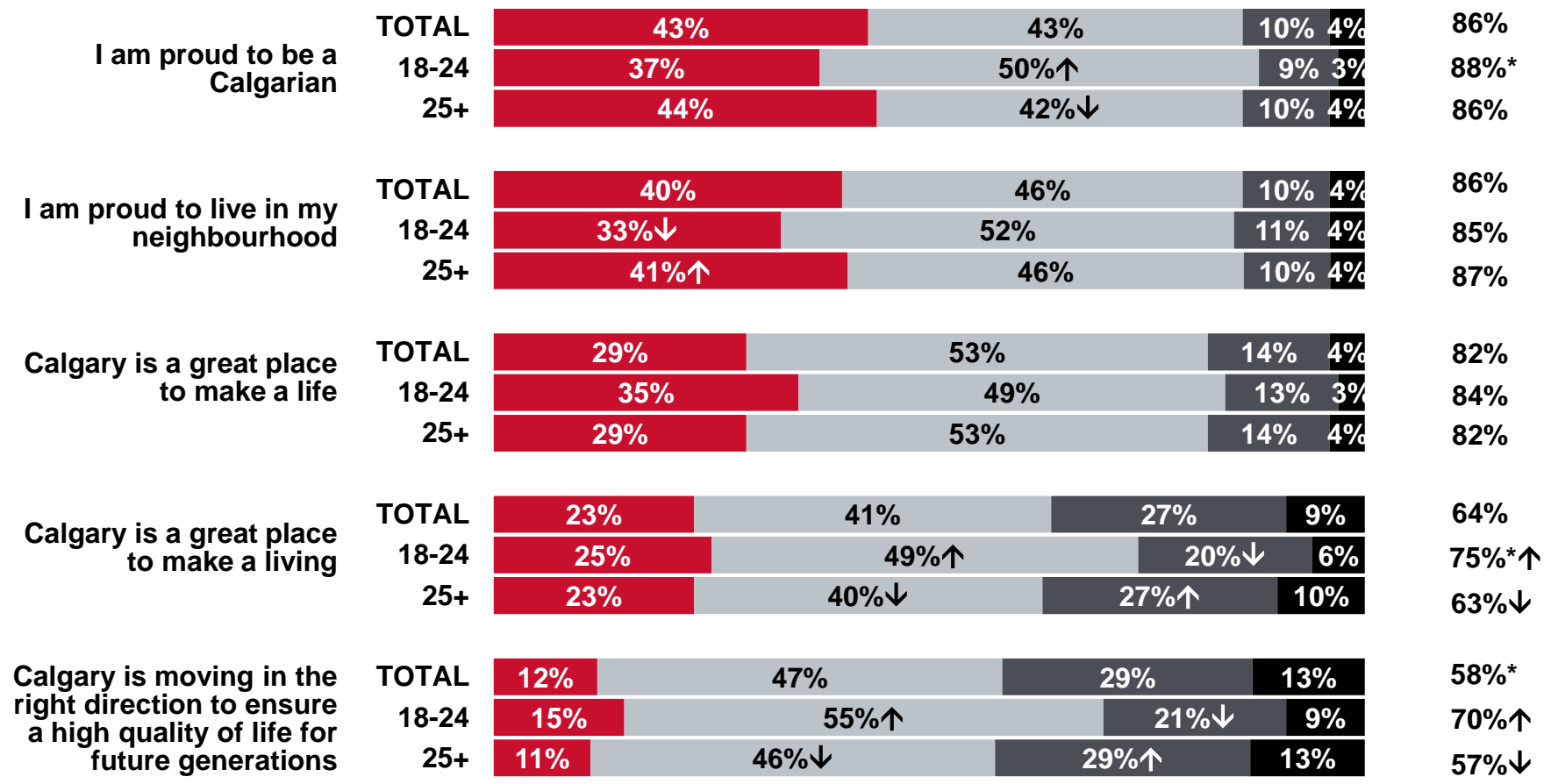




# Quality of Life Measures

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

% Agree



\*Rounding

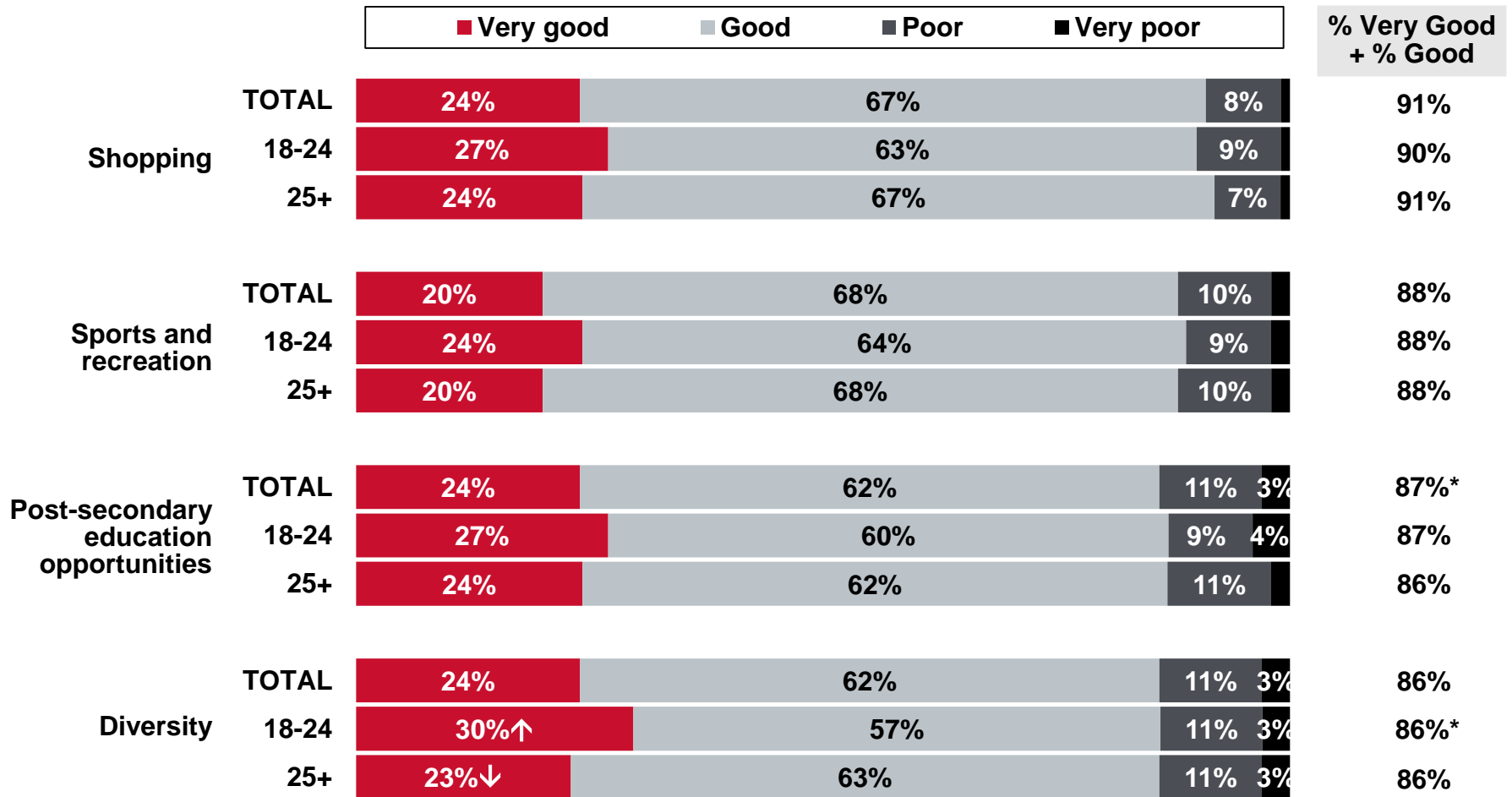
Q3. To what extent do you agree or disagree with each of the following statements about life in Calgary?

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

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



# Quality of Life Performance Measures



\*Rounding

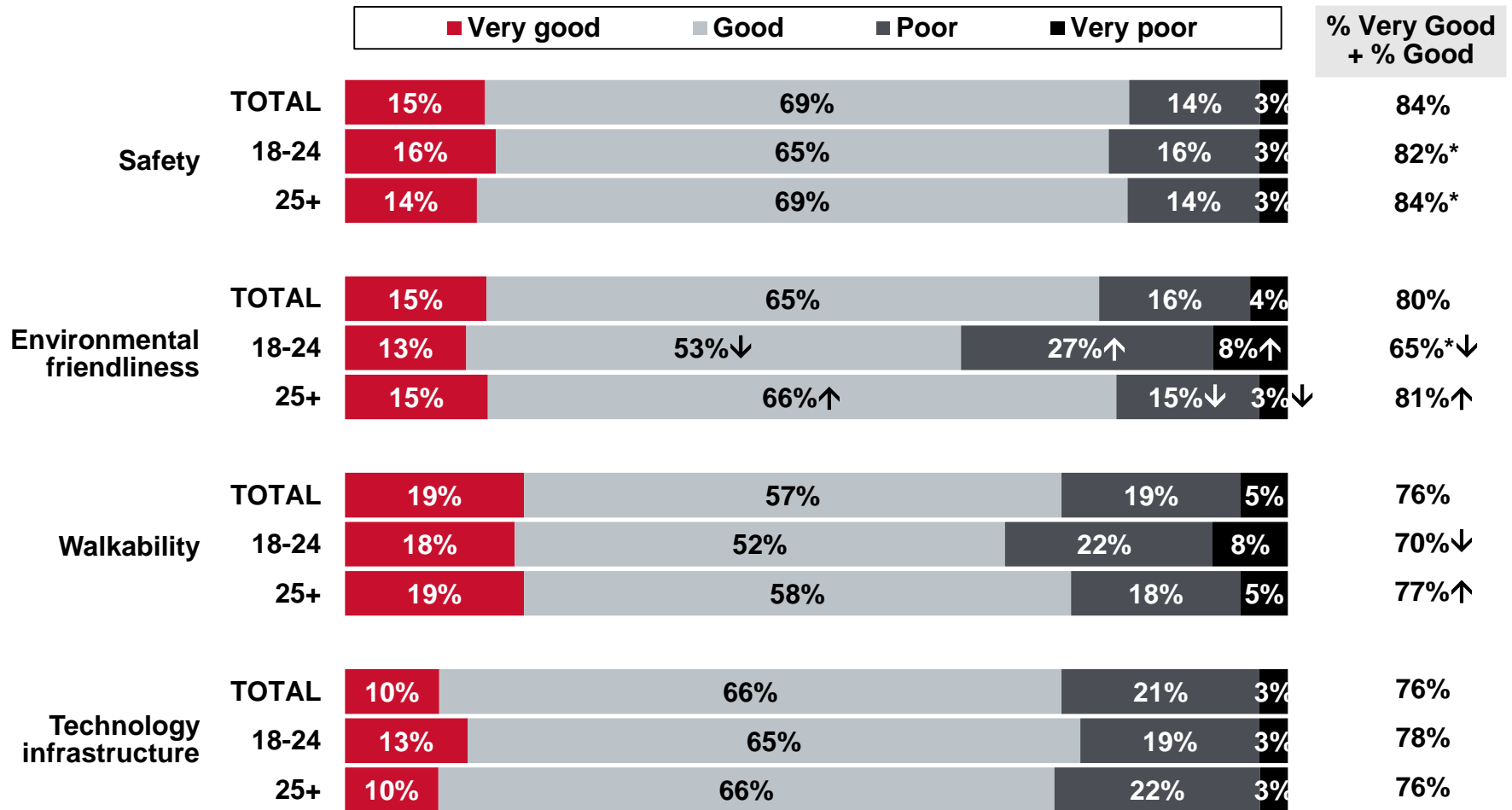
Data labels <3% are not shown

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

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



# Quality of Life Performance Measures (continued)



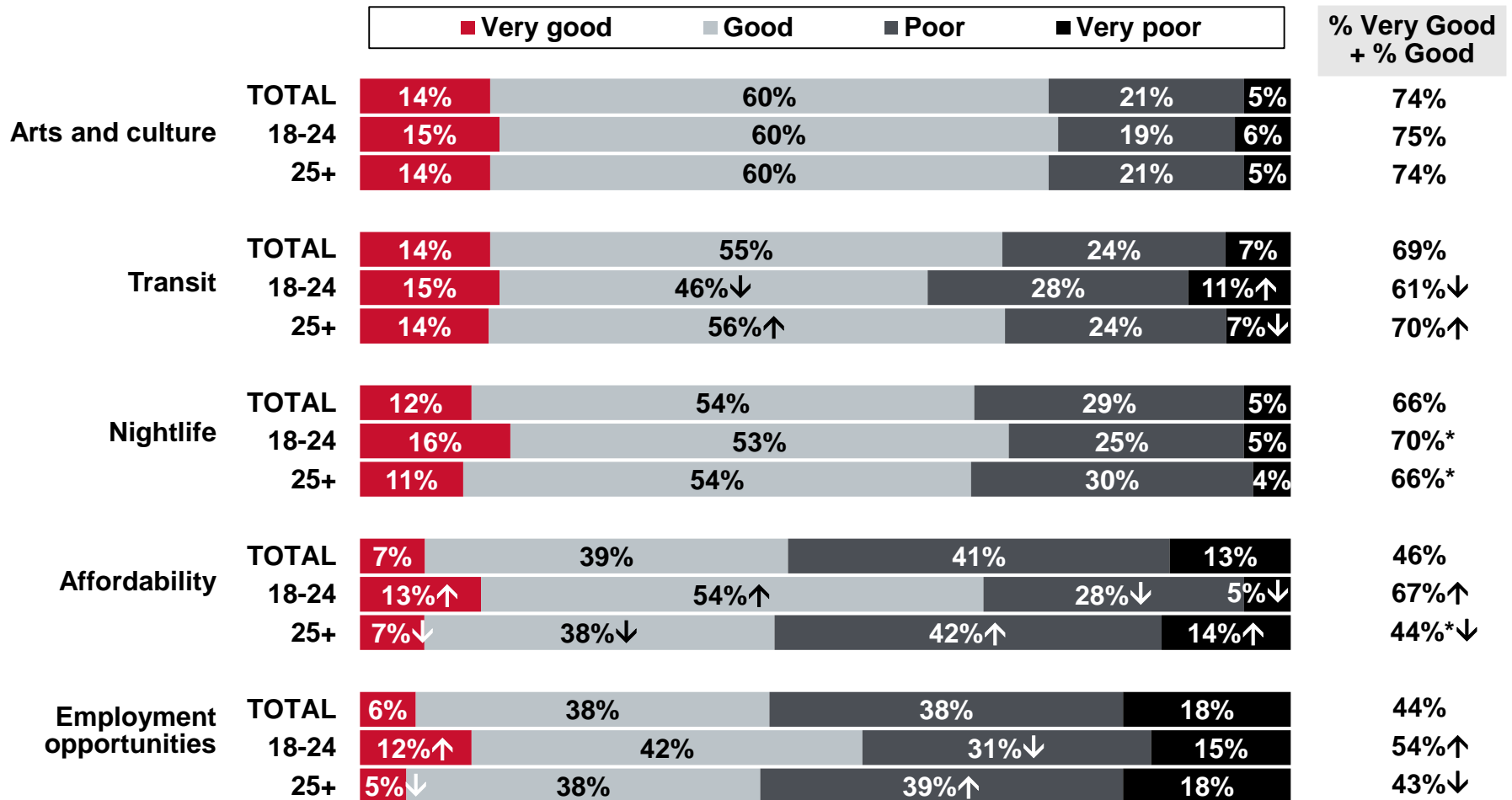
\*Rounding

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

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



# Quality of Life Performance Measures (continued)



\*Rounding

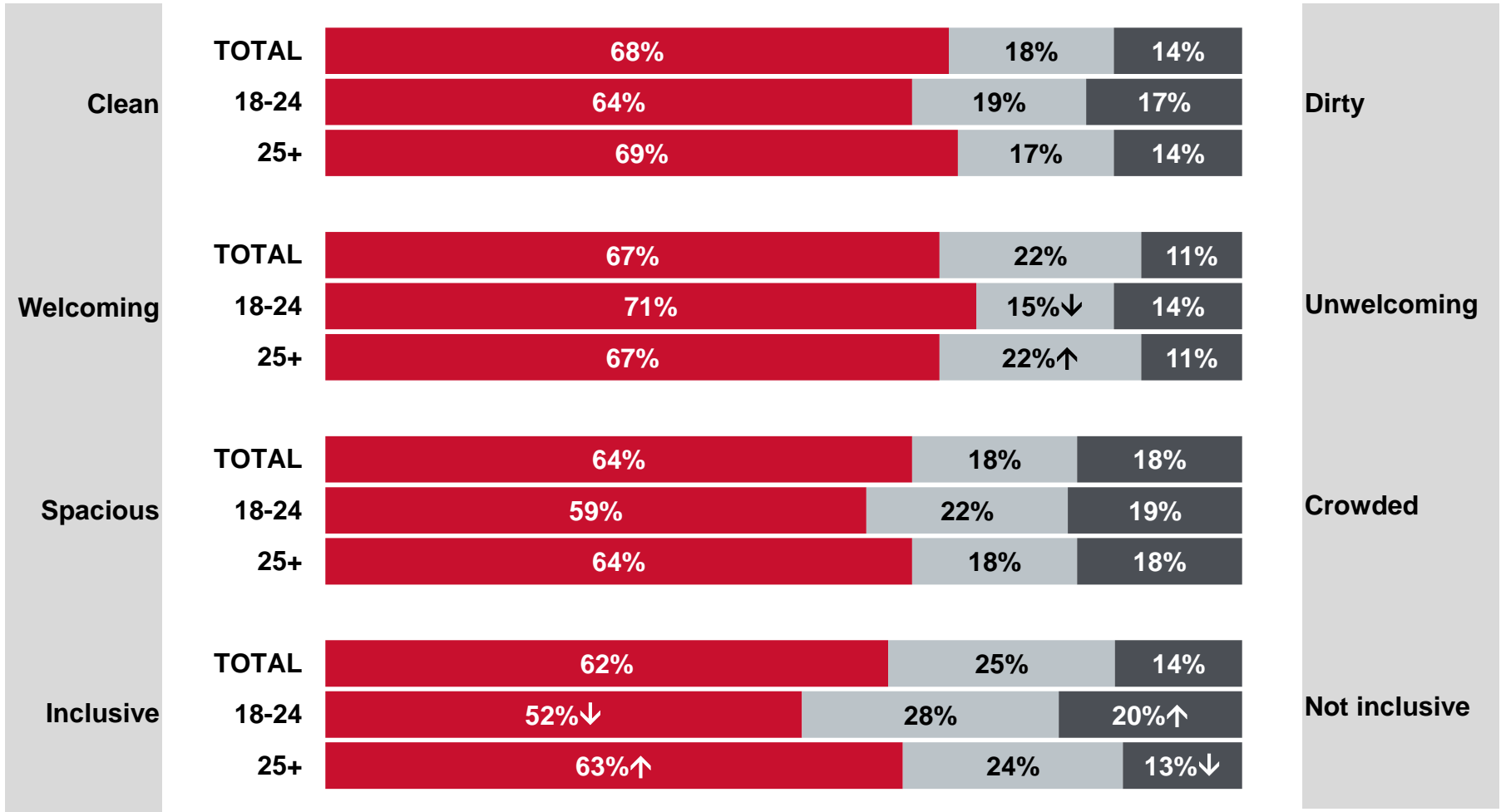
Q4. How do you feel Calgary, as a city, performs in the following areas?  
 Base: Valid respondents (excluding 'don't know') | Base sizes vary

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



# Perceptions of Life in Calgary

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



Q5. Please read the list of paired words below and indicate where on the scale you believe Calgary is.

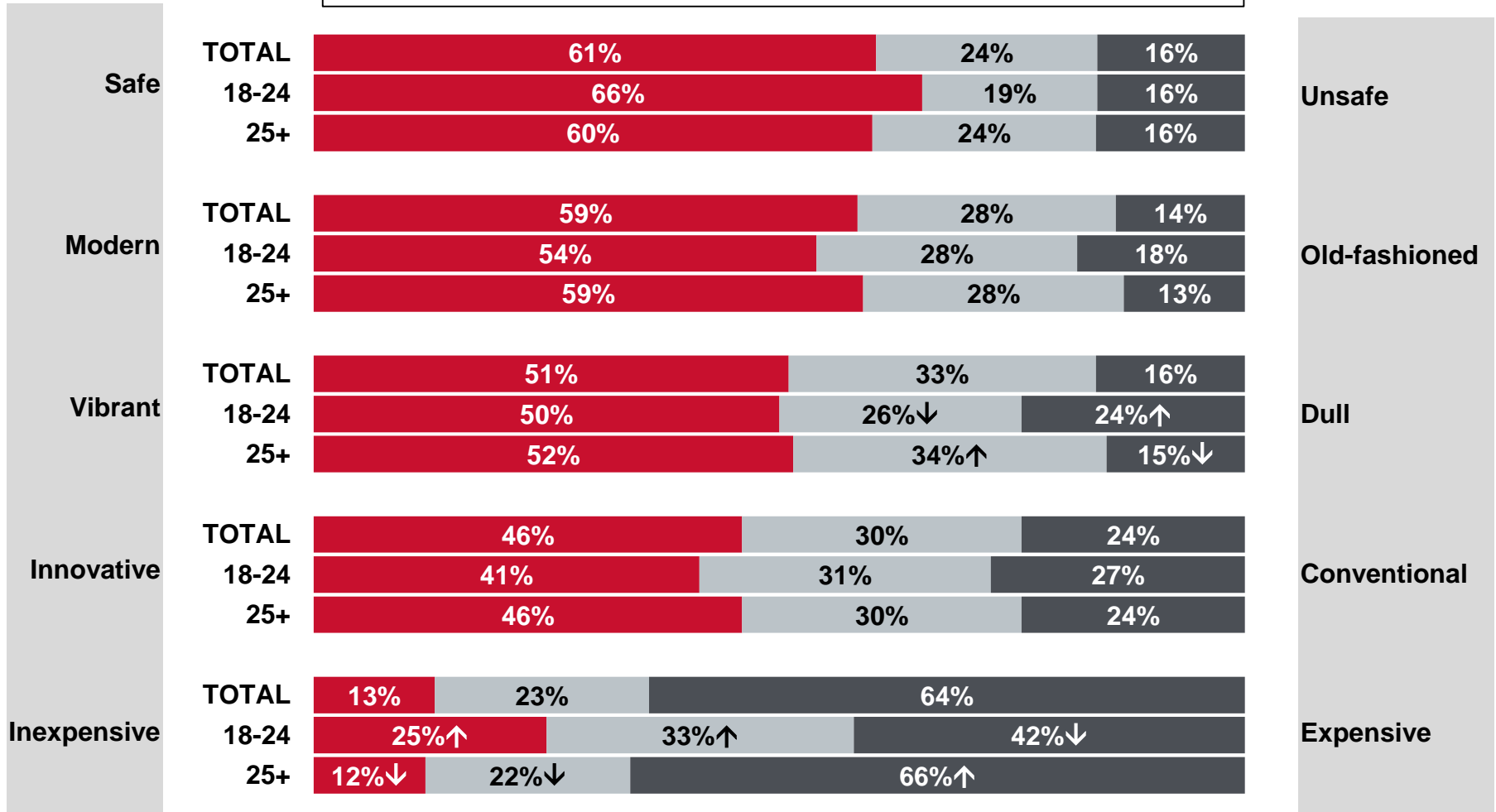
Base: Valid respondents (excluding 'don't know') | Base sizes vary

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



# Perceptions of Life in Calgary

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



Q5. Please read the list of paired words below and indicate where on the scale you believe Calgary is.

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

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



## Perceptions of the Environment



## KEY FINDINGS

## Environmental Perceptions

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Young adults are **less likely** to view ‘the quality of Calgary’s environment’ as good.

Young adults are **more likely** to agree that ‘we need to act now to address climate change’ and that they are ‘concerned about climate change’.

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- Overall, 91% agree that ‘the quality of Calgary’s environment (air, water and land) is good’, which is significantly lower among young adults aged 18-24 (84%) than among those aged 25 and older (92%).
- Three-quarters (75%) of Calgarians also agree that ‘I am taking action to address climate change’, similar among young adults (81%) and those aged 25 and older (74%).
  - Young adults (31%) are statistically more likely to ‘strongly’ agree with this sentiment in comparison to those aged 25 and older (20%).
- In addition, 74% agree overall that ‘I think we need to act now to address climate change’, with young adults expressing notably higher agreement (89%) than those aged 25 and older (73%).
  - Young adults (57%) are statistically more likely to ‘strongly’ agree with this opinion in comparison to those aged 25 and older (34%).
- Further, 71% agree that they are ‘concerned about climate change’, with young adults expressing notably higher levels of concern (86%) than those aged 25 and older (69%).
  - ‘Strong’ agreement with feeling ‘concerned about climate change’ is notably higher among young adults (52%) versus those aged 25 and older (28%).

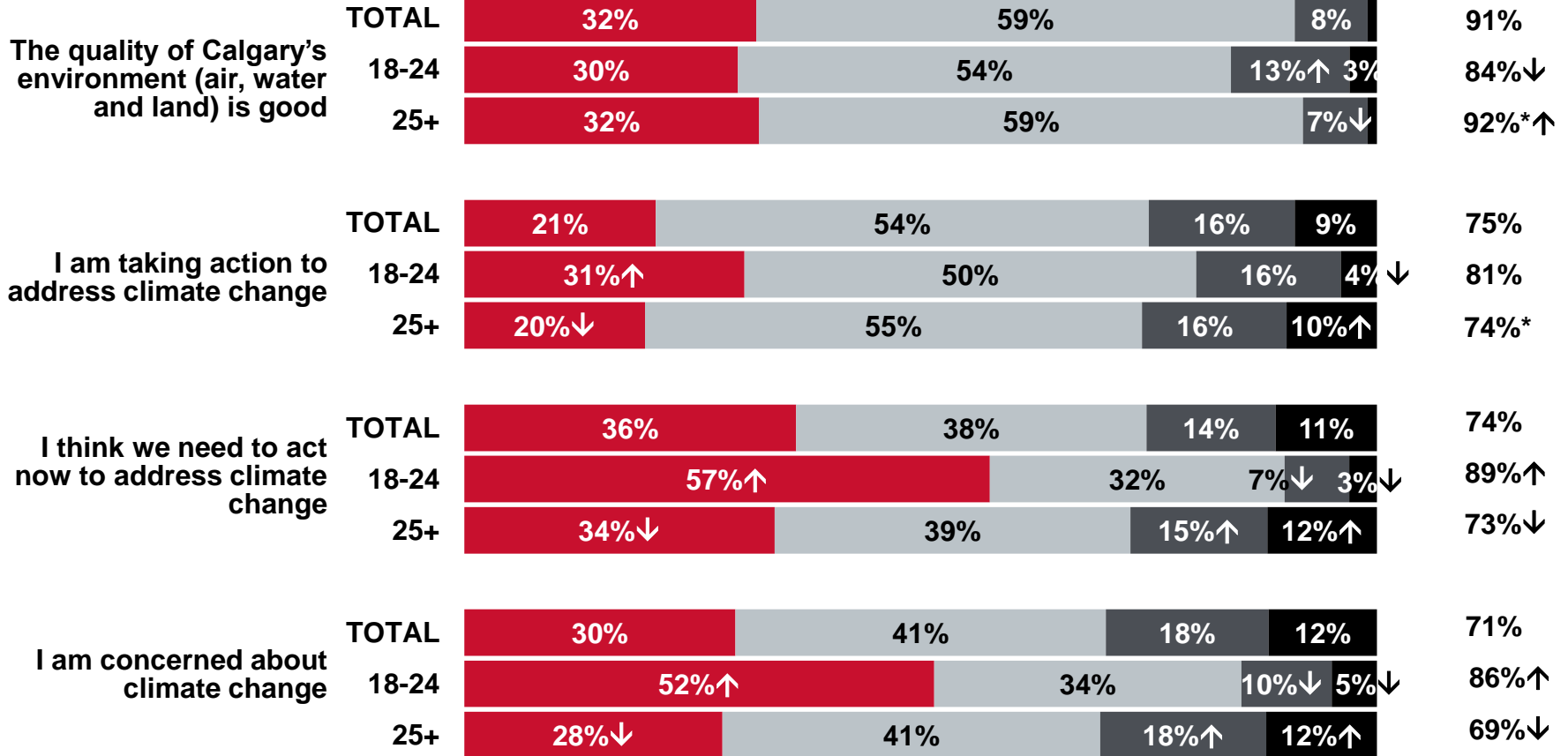




# Environmental Perceptions

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

% Agree



\*Rounding

Data labels <3% are not shown

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

**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



## Diversity and Inclusion



## KEY FINDINGS

## Diversity and Inclusion

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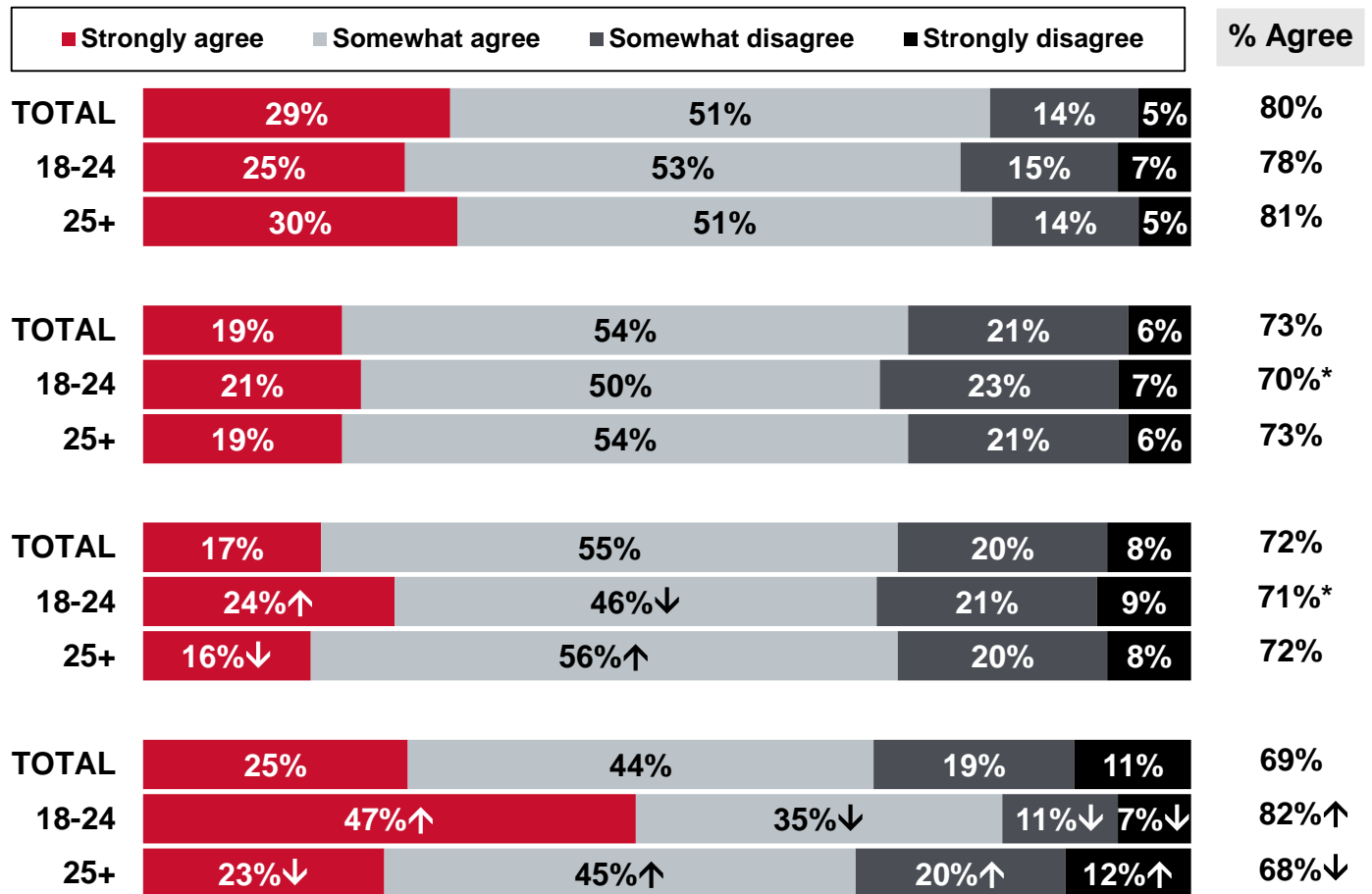
**Young adults are notably more likely to agree that ‘Calgary needs to address racism and discrimination’ in comparison to those aged 25 and older.**

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- Eight-in-ten (80%) Calgarians agree that ‘I feel a sense of belonging in my own neighbourhood’, and agreement is similar among young adults aged 18-24 (78%) and those aged 25 and older (81%).
- Slightly less than three-quarters (73%) agree that ‘people in Calgary are friendly and inclusive of all people’, consistent with young adults (70%) and those aged 25 and older (73%).
- The majority (72%) also agree that ‘people in Calgary feel accepted regardless of their background, identity or lifestyle’, similar to 71% among 18-24 year-olds and 72% among those aged 25 and older.
  - Young adults are more likely to ‘strongly’ agree (24%) with this sentiment than are those aged 25 and older (16%).
- Seven-in-ten (69%) Calgarians agree that ‘Calgary needs to address racism and discrimination’, which is statistically higher among young adults (82%) than among those aged 25 and older (68%).
  - Young adults are also more likely to ‘strongly’ agree (47%) that ‘Calgary needs to address racism and discrimination’ than are Calgarians aged 25 and older (23%).



# Diversity and Inclusion



\*Rounding

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

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



## Relocation



## Relocation

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Young adults are statistically **less likely to remain living in Calgary** for at least the next five years.

Young adults and those aged 25 and older will remain because their **family, friends and jobs** are in Calgary. Young adults are notably more likely to also mention remaining in Calgary for **educational opportunities** and Calgary's **'affordability'**.

---

- A total of 84% of Calgarians indicate that they are likely to remain living in Calgary for at least the next five years. Young adults are statistically less likely (73%) than are those aged 25 and older (85%) to remain in Calgary in the next five years.
  - A higher proportion of those aged 25 and older (56%) are 'very likely' to remain living in Calgary for at least the next five years in comparison to young adults (38%).
- **Primary reasons for remaining in Calgary** among **young adults** include:
  - My family is here (73%, statistically higher than other age groups);
  - My friends are here (60%, statistically higher than other age groups);
  - Educational opportunities (49%, statistically higher than other age groups);
  - My job is here (40%, statistically lower than other age groups); and,
  - Affordability (32%, statistically higher than other age groups).
- Primary reasons for remaining in Calgary among **Calgarians aged 25 and older** include:
  - My family is here (59%, statistically lower than young adults);
  - I own property here (57%, statistically higher than young adults);
  - My job is here (55%, statistically higher than young adults);
  - My friends are here (50%, statistically lower than young adults); and,
  - Atmosphere/ lifestyle (32%, statistically higher than young adults).

## Relocation (continued)

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Primary reasons for leaving Calgary commonly include **better job opportunities** and the **cost of living**.

Young adults are also motivated to leave for **educational opportunities** and for an **atmosphere that is more cosmopolitan** in nature.

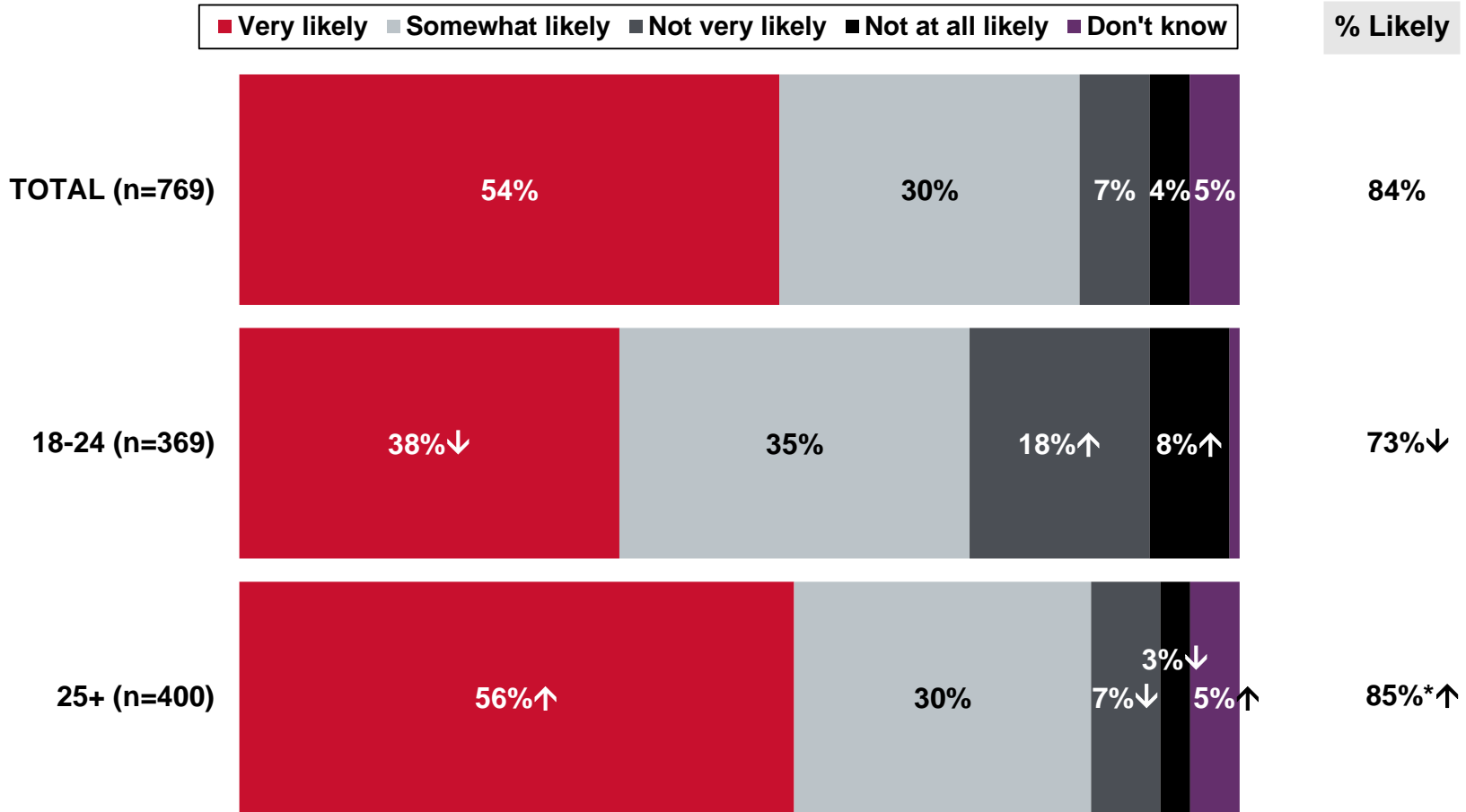
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- **Primary reasons for leaving Calgary** in the next five years among **young adults** include (*caution: small sample size among young adults*):
  - Better job opportunities elsewhere (60%, statistically higher than other age groups);
  - Educational opportunities elsewhere (58%, statistically higher than other age groups);
  - Cost of living is too high (27%, statistically lower than other age groups); and,
  - Would prefer a more cosmopolitan atmosphere (22%, similar to other age groups).
- Primary reasons for leaving Calgary among **Calgarians aged 25 and older** include<sup>\*\*</sup>:
  - Cost of living is too high (62%, statistically higher than young adults);
  - Better job opportunities elsewhere (36%, statistically lower than young adults);
  - Family/ friends live elsewhere (35%, statistically higher than young adults); and,
  - Want to find a slower-paced location (27%, statistically higher than young adults).
- Among those likely to leave Calgary in the next five years, 35% of young adults would move to another location in Canada (the location was unspecified), similar to 41% among those aged 25 and older, and 22% of young adults would move to a location outside of Canada, consistent with 24% of those aged 25 and older.
  - Further, 5% of young adults would relocate elsewhere in Alberta, statistically lower than 24% of Calgarians aged 25 and older, and 26% of young adults would move to a major urban centre outside of Alberta, but in Canada, significantly higher than 5% aged 25 and older.

<sup>\*\*</sup>Caution: small sample size



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



\*Rounding

Data labels <3% are not shown

↑Statistically higher than other age groups

↓Statistically lower than other age groups

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

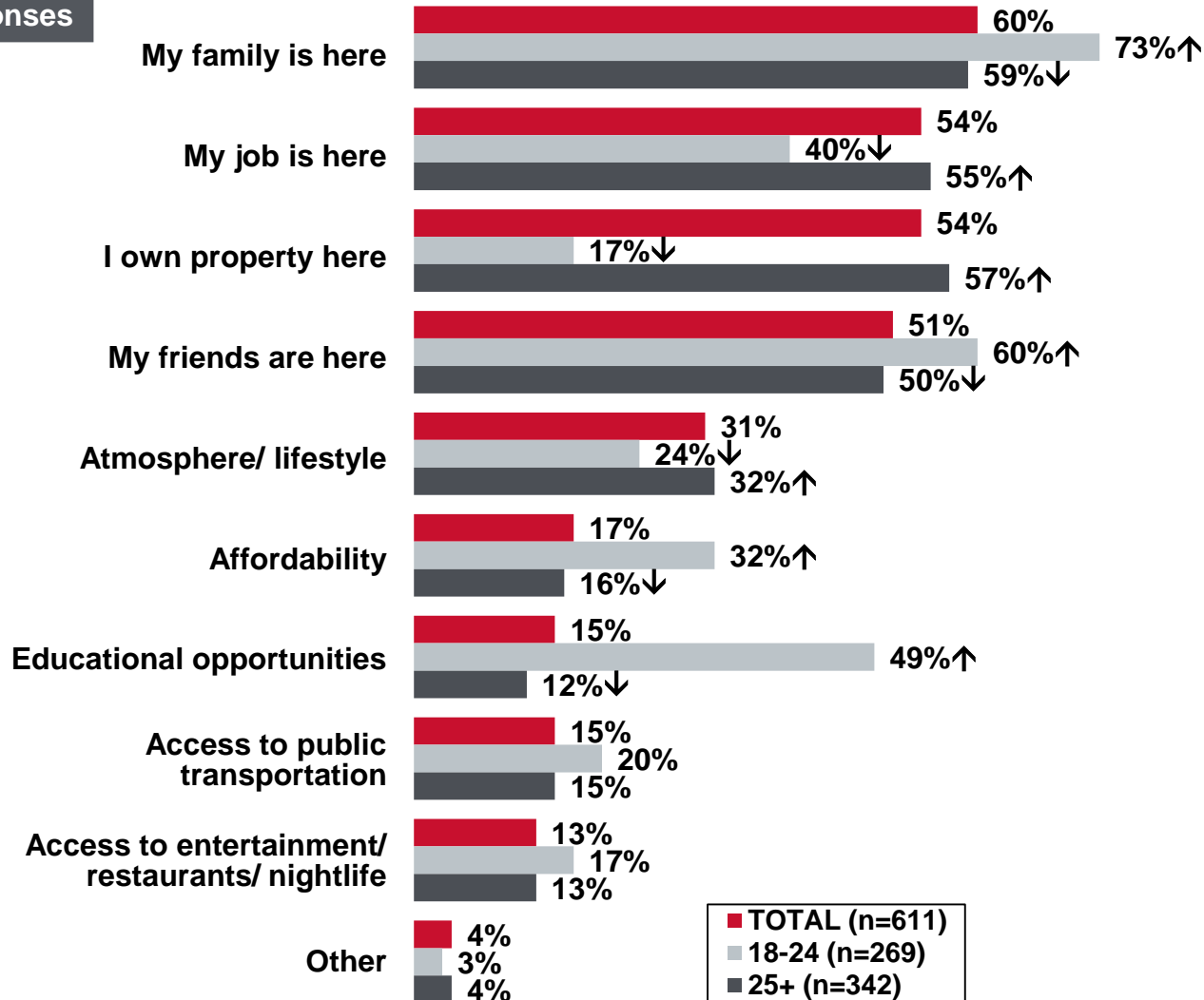
Base: All respondents





# Reasons for Remaining in Calgary

Multiple Responses



Q9. What are the main reasons that you are likely to continue living in Calgary? Please select all that apply.

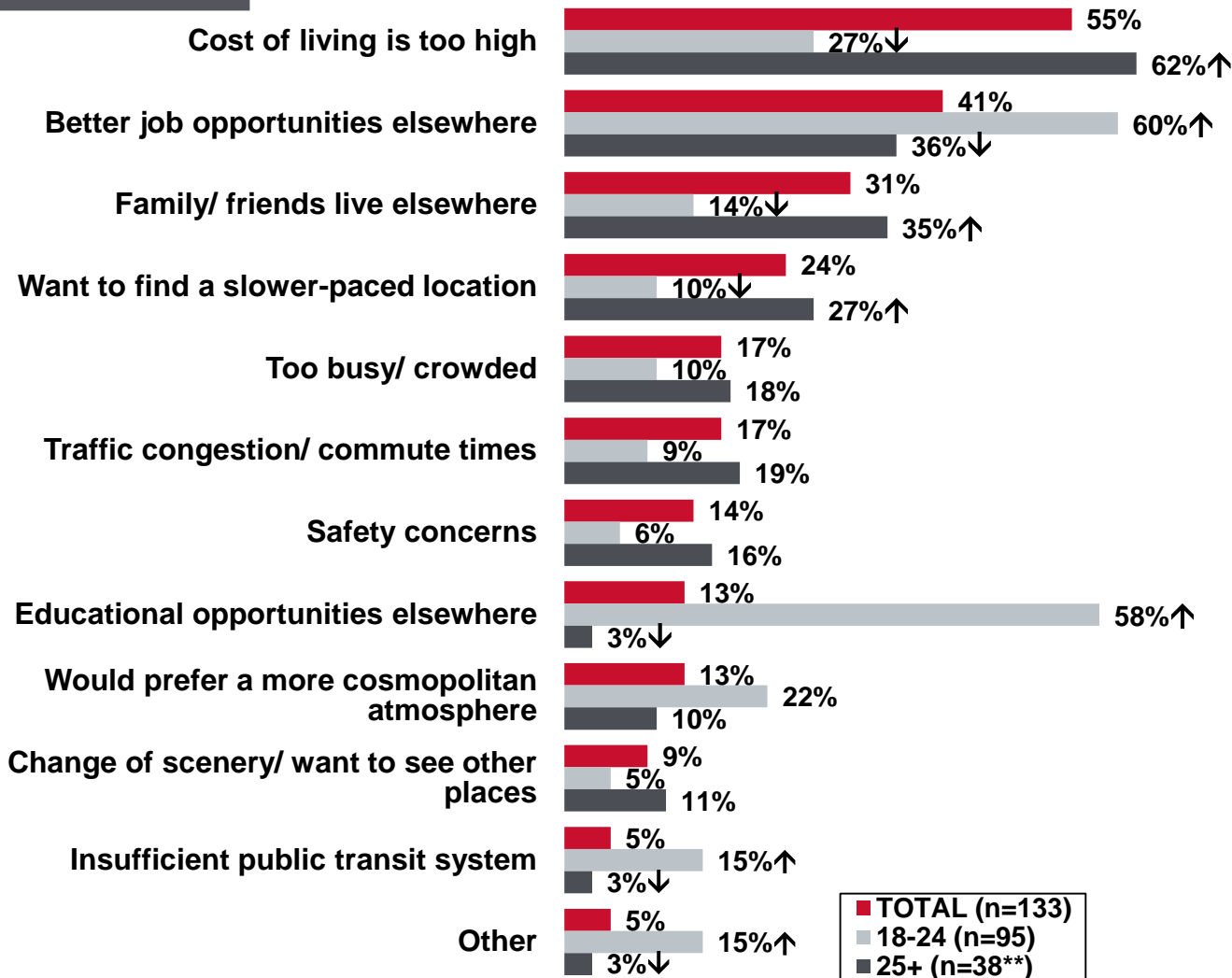
Base: Respondents likely to remain in Calgary

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



# Reasons for Leaving Calgary

## Multiple Responses



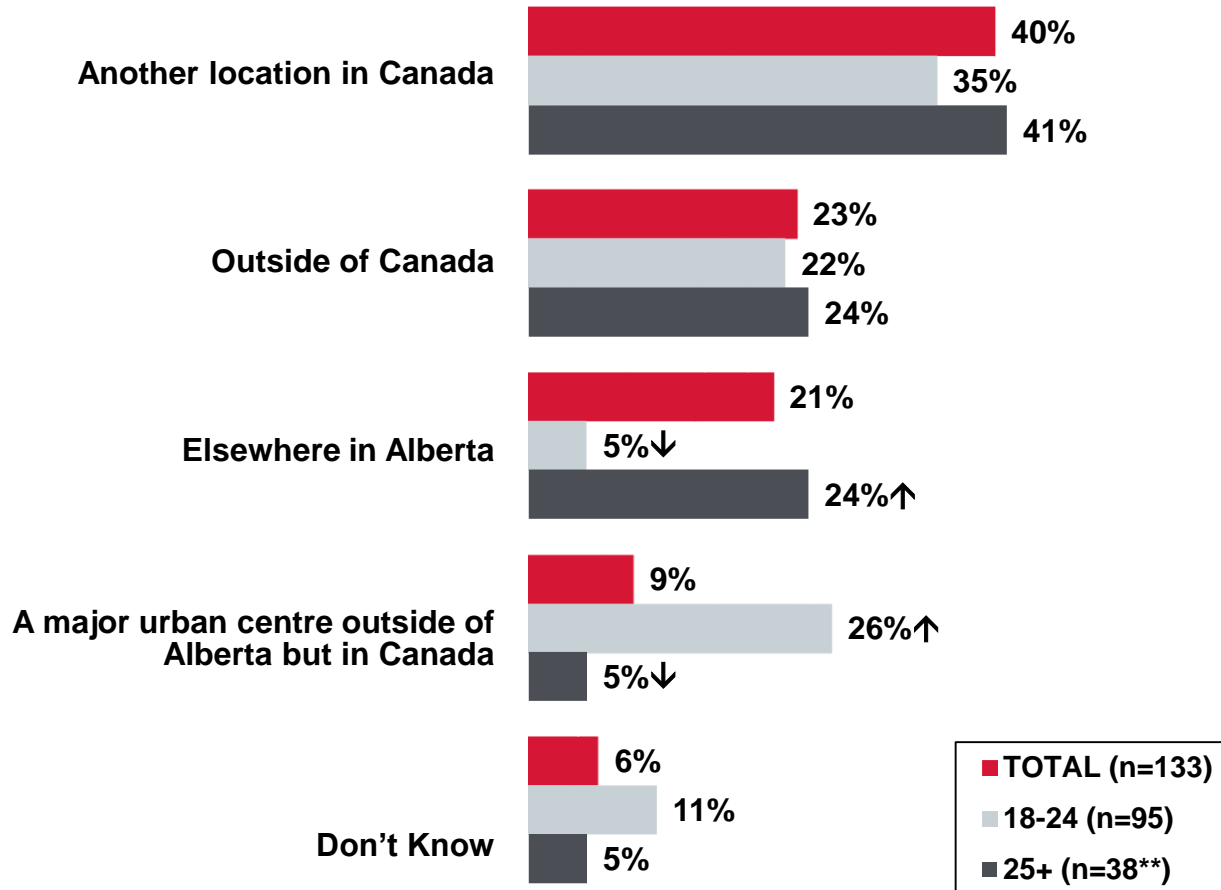
■ TOTAL (n=133)  
■ 18-24 (n=95)  
■ 25+ (n=38\*\*)

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

**Q10. Why are you planning to leave Calgary? Please select all that apply.**  
 Base: Respondents unlikely to remain in Calgary within the next five years  
 \*\*Caution: small sample size



# Intended Destination for Move Out of Calgary



Q11. Where do you plan to move?

Base: Respondents unlikely to remain in Calgary within the next five years

\*\*Caution: small sample size

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



## Vision for the Future





## KEY FINDINGS

## Vision for the Future

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Young adults are **more likely** to feel that ‘Calgary is on the right track to be a better city 10 years from now’.

Young adults feel that the **primary initiatives to make Calgary a more vibrant place to live** involve arts and culture, transit, and the economy.

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- Almost two-thirds (64%) of Calgarians agree that ‘Calgary is on the right track to be a better city 10 years from now’. Young adults are statistically more likely (80%) to agree with this vision for the future than are those aged 25 and older (63%).
  - A higher proportion of young adults (21%) ‘strongly’ agree with this vision in comparison to 15% among those aged 25 and older.
- **Primary initiatives to make Calgary a more vibrant place to live** among **young adults** include:
  - Arts and culture (17%, statistically higher than other age groups);
  - Transit (16%, statistically higher than other age groups);
  - Economy (12%, statistically lower than other age groups);
  - Recreation (8%, statistically on par with other age groups);
  - Respect for others in the community/ good relationships (8%, statistically higher than other age groups);
  - Improved/ increased nightlife/ entertainment (8%, consistent with other age groups); and,
  - Infrastructure, traffic and roads (8%, similar to other age groups).
- Primary initiatives to make Calgary a more vibrant place to live among **Calgarians aged 25 and older** include:
  - Economy (19%, statistically higher than young adults);
  - Transit (11%, statistically lower than young adults);
  - Homelessness, poverty and affordable housing (11%, statistically higher than young adults);
  - Infrastructure, traffic and roads (10%, on par with young adults); and,
  - Taxes (8%, statistically higher than young adults).



## Vision for the Future (continued)

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Young adults and their older counterparts share common views regarding initiatives to make Calgary a **more vibrant place to work** related to employment, the economy, transit, and infrastructure, traffic and roads.

Young adults would also focus initiatives on community programs and services, whereas those aged 25 and older would focus on lower taxes.

---

- **Primary initiatives to make Calgary a more vibrant place to work** among **young adults** include:
  - Employment/ career opportunities (33%, statistically higher than other age groups);
  - Economy/ investment opportunities (21%, similar to other age groups);
  - Transit (11%, on par with other age groups);
  - Infrastructure, traffic and roads (7%, consistent with other age groups); and,
  - Community programs and services (8%, similar to other age groups).
- Primary initiatives to make Calgary a more vibrant place to work among **Calgarians aged 25 and older** include:
  - Employment/ career opportunities (26%, statistically lower than young adults);
  - Economy (25%, consistent with young adults);
  - Transit (8%, similar to young adults);
  - Infrastructure, traffic and roads (8%, on par with young adults); and,
  - Taxes/ lower taxes (8%, statistically higher than young adults).



## KEY FINDINGS

**Vision for the Future** (continued)

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**Young adults place higher levels of importance on four of the five infrastructure projects assessed: the Green Line; the Event Centre; the Foothills Fieldhouse; and, the Arts Commons expansion.**

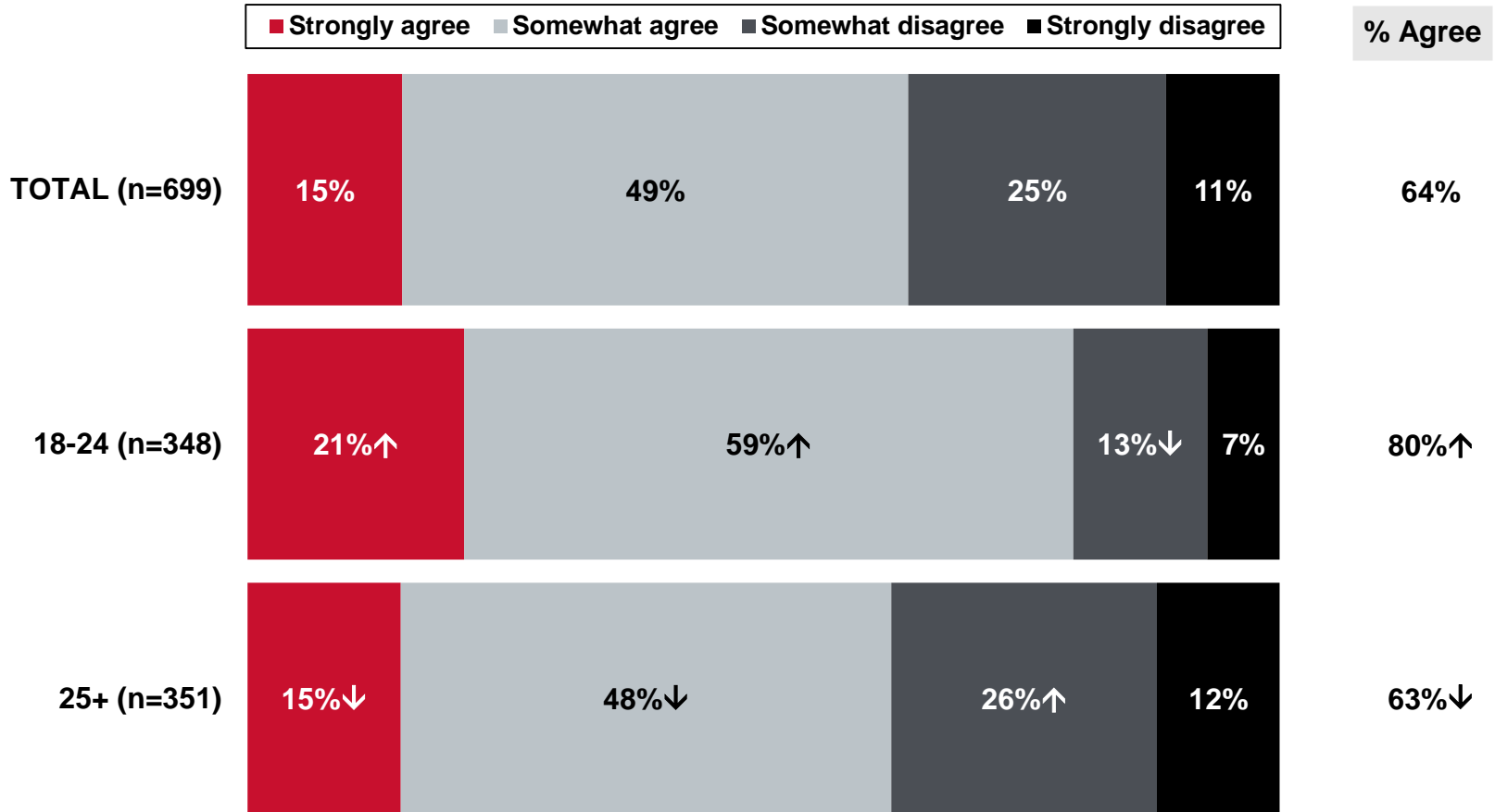
**Young adults express similar importance ratings than those aged 25 and older for the BMO Centre expansion.**

---

- With respect to the **importance of infrastructure projects in Calgary** to the future of Calgary 10 years down the road and beyond, the Green Line receives the highest levels of importance (81% overall, statistically higher among 92% of young adults versus 80% among those aged 25 and older).
  - A higher proportion of young adults feel the Green Line is ‘very’ important (59%) versus 39% of Calgarians aged 25 and older.
- Next, almost three-quarters (73%) of Calgarians believe the Event Centre infrastructure project is important, whereas young adults express higher levels of importance (81%) for this project than do those aged 25 and older (72%).
- Two-thirds (66%) feel that the BMO Centre expansion is important, with identical results among young adults aged 18-24 (66%) and those aged 25 and older (66%).
- Young adults are more likely (72%) to feel that the Foothills Fieldhouse is an important infrastructure project than are those aged 25 years and older (64%), with 64% overall finding this project to be important.
- Young adults are also more likely (72%) to feel that the Arts Commons expansion is important to Calgary’s future, notably higher than 57% among Calgarians aged 25 and older and 58% overall.



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



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

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

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





# Initiatives to Make Calgary a More Vibrant Place to Live

## Multiple Responses

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

	INITIATIVES	TOTAL (n=769)	18-24 (n=369)	25+ (n=400)
	<b>Economy (NET)</b>	<b>19%</b>	<b>12%↓</b>	<b>19%↑</b>
	- Unemployment/ job creation	13%	7%↓	13%↑
	- Economic diversification/ development	3%	4%	3%
	- Economy/ cost of living	2%	1%	2%
	- Dependency on oil and gas	2%	2%	2%
	<b>Transit (NET)</b>	<b>11%</b>	<b>16%↑</b>	<b>11%↓</b>
	- Transit system improvements	6%	10%↑	6%↓
	- Public transportation (buses, Ctrain, poor service)	6%	6%	6%
	<b>Homelessness, poverty and affordable housing (NET)</b>	<b>11%</b>	<b>5%↓</b>	<b>11%↑</b>
	- Affordable/ available housing	8%	3%↓	8%↑
	- Poverty, homelessness/ related social issues	3%	3%	3%
	<b>Infrastructure, traffic and roads (NET)</b>	<b>10%</b>	<b>8%</b>	<b>10%</b>
	- Infrastructure maintenance/ improvement/ development	3%	4%	3%
	- Pedestrian/ bike/ scooter lanes	3%	3%	3%
	- Road conditions	2%	0%	3%
	<b>Taxes (NET)</b>	<b>8%</b>	<b>1%↓</b>	<b>8%↑</b>
	- Taxes/ high taxes	5%	1%↓	5%↑
	- Property taxes	3%	0%↓	3%↑

NET mentions <3% are not shown

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

Q13. What are the most important initiatives or changes that would make Calgary a more vibrant city to live?

Base: All respondents



# Initiatives to Make Calgary a More Vibrant Place to Live (continued)

## Multiple Responses

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

INITIATIVES	TOTAL (n=769)	18-24 (n=369)	25+ (n=400)
<b>Recreation (NET)</b> - Lack of community centres/ parks	6% 4%	8% 5%	6% 3%
<b>Arts and culture (NET)</b>	6%	17%↑	5%↓
<b>More effective Council/ politicians</b>	6%	2%↓	6%↑
<b>Growth and planning (NET)</b> - Urban growth/ sprawl	5% 3%	4% 2%	5% 4%
<b>Respect for others in the community/ good relationships</b>	5%	8%↑	4%↓
<b>Improved/ increased nightlife/ entertainment</b>	5%	8%	5%
<b>Crime, safety and policing (NET)</b> - Public safety	4% 3%	3% 2%	4% 3%
<b>Environment and waste management (NET)</b> - Environment/ environmental control - Cleaning up the city/ communities/ parks	4% 2% 2%	6% 3% 2%	4% 2% 2%
<b>Other</b>	17%	23%	18%
<b>None</b>	3%	3%	3%
<b>Don't know</b>	12%	13%	12%

NET mentions <3% are not shown

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

Q13. What are the most important initiatives or changes that would make Calgary a more vibrant city to live?

Base: All respondents



# Initiatives to Make Calgary a More Vibrant Place to Work

## Multiple Responses

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

INITIATIVES	TOTAL (n=769)	18-24 (n=369)	25+ (n=400)
<b>Employment/ career opportunities (NET)</b>	<b>27%</b>	<b>33%↑</b>	<b>26%↓</b>
- More career opportunities/ job creation	24%	28%	23%
- Increase minimum wage	3%	6%↑	3%↓
- Better employee benefits/ welfare	2%	2%	2%
<b>Economy/ Investment Opportunities (NET)</b>	<b>24%</b>	<b>21%</b>	<b>25%</b>
- Attract more industries/ companies/ businesses	9%	6%	10%
- Dependency on oil and gas	5%	5%	5%
- Economic diversification/ development	4%	5%	4%
- Economy/ cost of living	4%	5%	4%
- Support for small/ local businesses/ entrepreneurs	3%	3%	3%
- Encouraging tech-based companies	2%	2%	2%
- Revitalize oil/ gas industry	2%	1%	2%
<b>Transit (NET)</b>	<b>8%</b>	<b>11%</b>	<b>8%</b>
- Transit system improvements	4%	7%	4%
- Public transportation (buses, Ctrain, poor service)	3%	4%	3%
<b>Infrastructure, traffic and roads (NET)</b>	<b>8%</b>	<b>7%</b>	<b>8%</b>
- Infrastructure maintenance/ improvement/ development	2%	1%	2%
- Road conditions	2%	0%	2%
- Accessibility to places in downtown/ work	2%	2%	2%
- City/ downtown improvement/ development	2%	1%	2%

NET mentions <3% are not shown

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

Q14. What are the most important initiatives or changes that would make Calgary a more vibrant city to work?

Base: All respondents



# Initiatives to Make Calgary a More Vibrant Place to Work (continued)

## Multiple Responses

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

	INITIATIVES	TOTAL (n=769)	18-24 (n=369)	25+ (n=400)
	<b>Taxes/ lower taxes</b>	7%	0%↓	8%↑
	<b>Community services/ programs (NET)</b>	7%	8%	7%
	- More festivals/ cultural events	2%	2%	2%
	- Better City/ public services	2%	1%	2%
	- Senior/ aging population services/ programs	2%	0%	2%
	<b>Diversity</b>	6%	5%	6%
	<b>Budget and spending (NET)</b>	5%	3%	5%
	- Better budget control/ fund appropriation	3%	1%	3%
	- Funding arts projects/ activities	2%	1%	2%
	<b>Environment and waste management (NET)</b>	4%	4%	4%
	- City revitalization/ beautification	2%	1%	2%
	- Cleaning up the city/ communities/ parks	2%	0%	2%
	<b>More effective Council/ politicians</b>	4%	1%↓	4%↑
	<b>Other</b>	12%	20%	14%
	<b>None</b>	2%	3%	1%
	<b>Don't know</b>	13%	16%	12%

NET mentions <3% are not shown

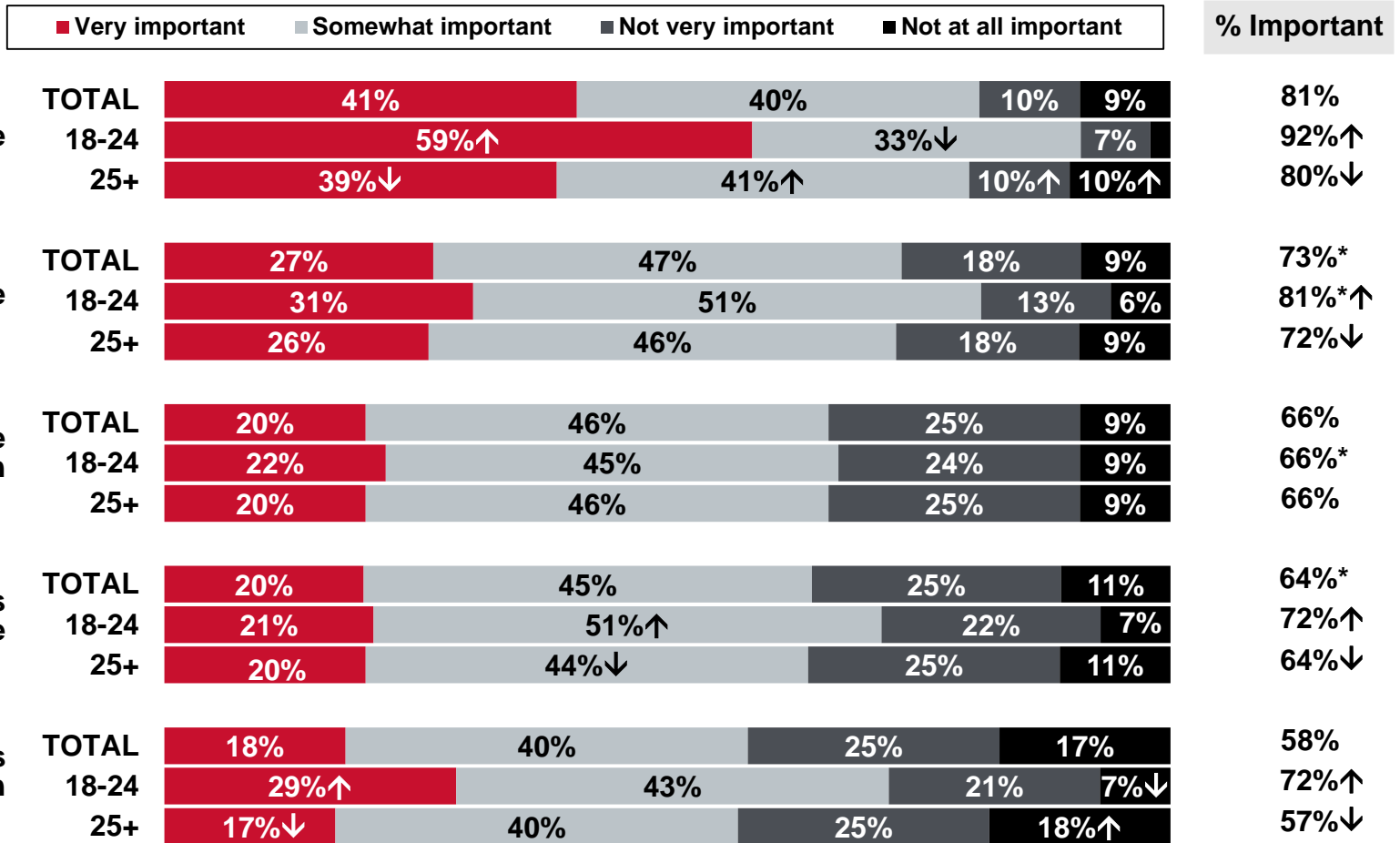
↑Statistically higher than other age groups  
↓Statistically lower than other age groups

Q14. What are the most important initiatives or changes that would make Calgary a more vibrant city to work?

Base: All respondents



# Importance of Infrastructure Projects



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

\*Rounding

Data labels <3% are not shown

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

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

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



## Lifestyle and Community Involvement





## KEY FINDINGS

## Lifestyle and Community Involvement

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**When moving around in Calgary, young adults are most likely to drive, but to a statistically lower degree than other age groups.**

**In comparison to those aged 25 and older, young adults are more likely to use public transit and cycling to get around the city.**

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- When it comes to getting around Calgary, the transportation mode used most often is driving (76% overall), which is statistically lower among young adults aged 18-24 (51%) versus those aged 25 and older (78%).
  - As well, 16% are using public transit, significantly higher among young adults (34%) in comparison with those aged 25 and older (14%).
  - A much smaller proportion of Calgarians (6%) get around Calgary by walking, which is consistent among both young adults (8%) and those aged 25 and older (6%). A total of 2% get around Calgary by cycling, statistically higher among young adults (5%) than those aged 25 and older (2%), and 1% are using eScooters (2% among young adults and 1% among those aged 25 and older).
- Slightly less than one-half (46%) of Calgarians say they already own their own home, whereas only 3% of young adults currently own their own home, significantly lower than 50% of those aged 25 and older.
  - Overall, 33% are likely to buy a home within the next ten years, notably higher among young adults (68%) than among those aged 25 and older (30%).



## KEY FINDINGS

**Lifestyle and Community Involvement** (continued)

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**A higher proportion of young adults report monthly participation in outdoor recreation, movies, theatre or concerts, video games and organized sports.**

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- **Monthly participation in specific entertainment and recreation activities** reveals that most Calgarians (90%) are watching TV, Netflix or movies on a monthly basis, similar to 89% among young adults and 90% among those aged 25 and older.
- Slightly more than one-half (56%) are participating in outdoor recreation, such as skiing, hiking, cycling, or similar activities, with young adults aged 18-24 showing higher participation rates (65%) than those aged 25 or older (55%).
- Four-in-ten (41%) Calgarians are participating in indoor recreation, such as swimming, gym, yoga, or similar activities on a monthly basis, statistically consistent between young adults (47%) and those aged 25 and older (40%).
- Further, 41% report going to the movies, theatre or concerts on a monthly basis within the past year, with younger adults showing higher participation rates (52%) in these activities than Calgarians aged 25 and older (40%).
- Younger adults are also significantly more likely (64%) to have participated in playing video games on a monthly basis within the past year than those 25 and older (36%), with an overall participation rate of 39%.
- Fewer Calgarians (19% overall) have participated in organized sports (team or individual) on a monthly basis within the past year, and young adults show higher participation rates (30%) than those aged 25 and older (18%).



## KEY FINDINGS

**Lifestyle and Community Involvement** (continued)

Young adults are **more engaged** than others in several activities, namely, volunteering for charitable organizations or for community events, or participating in a fundraising event.

Whereas young adults are more likely than others to have persuaded people to vote for a particular candidate or party, they are **less likely** to have voted in the last municipal election. Of note, some young adults were not eligible to vote at that time.

- **Engagement** in various political and charitable activities within the past year shows several differences between young adults and those aged 25 and older.
- First, 67% of Calgarians report having voted in the last municipal election, including 47% of young adults aged 18-24, significantly lower than 69% of those aged 25 and older. Of note, some of the 18-24 year-olds would not have been eligible to vote in the last municipal election.
- One-half (51%) have donated more than \$50 to a charitable organization within the past year, and young adults are notably less likely (36%) to have made this donation than are those aged 25 or older (52%).
- Fewer Calgarians (28% overall) have volunteered or done community service in support of a charitable organization within the past year, although young adults are statistically more likely (38%) to have been engaged in this activity than those aged 25 and older (27%).
- Two-in-ten (19% overall) have persuaded others to vote for a particular candidate or party within the past year, higher among young adults (26%) than among those aged 25 and older (19%).
- In addition, 18% of Calgarians have volunteered at community events, such as festivals, City events or attractions, showing participation among young adults as statistically higher (31%) than those aged 25 and older (17%). A slightly smaller proportion of Calgarians (15%) have participated in a fundraising run, walk or ride, higher among young adults (24%) than those aged 25 and older (14%).
- Further, 14% of Calgarians have volunteered for a board or committee in their community, consistent between the young adult (15%) and 25 years and older (14%) age cohorts.



## KEY FINDINGS

**Lifestyle and Community Involvement** (continued)

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**A large proportion of young adults believe that ‘financial independence is an indicator of my success’ and that ‘there is enough post-secondary education opportunities in Calgary’.**

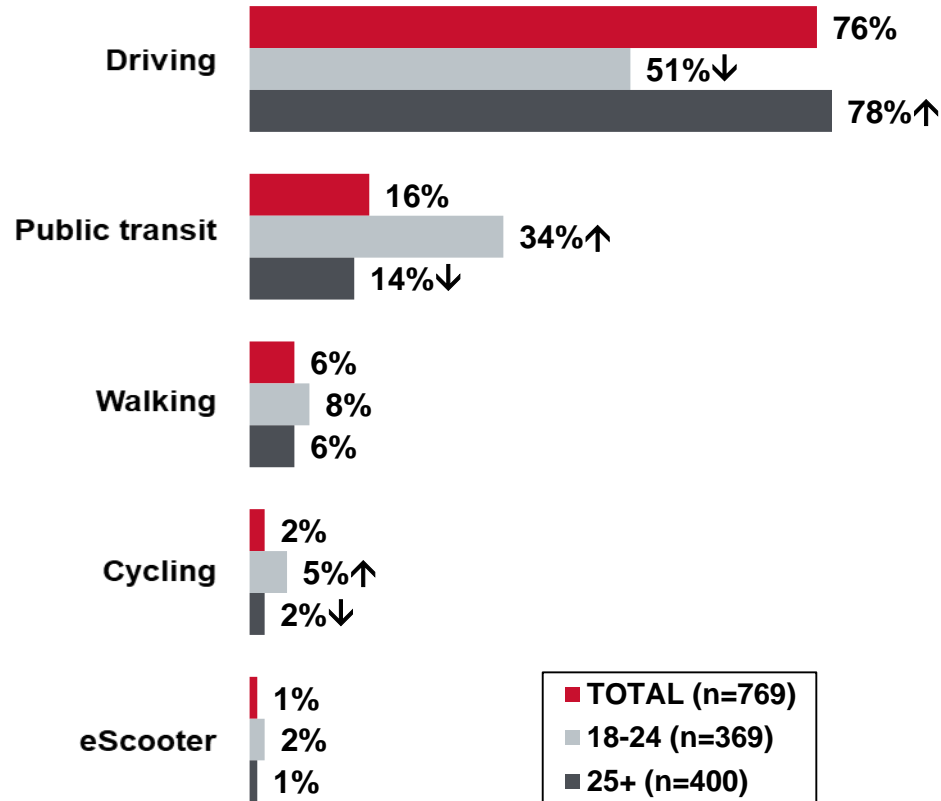
**A minority of young adults, however, agree that ‘there is enough opportunity for employment in Calgary’.**

---

- Only young adults aged 18 to 24 were asked for their opinions regarding an additional six topics related to finances, work and education.
- Fully 89% of young adults agree that ‘financial independence is an indicator of my success’, with 44% in ‘strong’ agreement and 46% who ‘somewhat’ agree.
- Eight-in-ten (80%) young adults agree ‘there is enough opportunity for post-secondary education in Calgary (e.g. university, college)’, with 32% in ‘strong’ agreement and 48% who ‘somewhat’ agree.
- Seven-in-ten (71%) say ‘I feel I have the skills to get the job I want’, including 26% who ‘strongly’ agree and 44% who ‘somewhat’ agree.
- Two-thirds (65%) of young adults agree that ‘I think I will be better off financially than my parents’, including 27% who ‘strongly’ agree and 38% who ‘somewhat’ agree.
- Next, 62% of young adults in Calgary agree with the statement, ‘I want to start my own business or organization at some point’, with 25% who ‘strongly’ agree and 38% who ‘somewhat’ agree.
- The final measure shows that a minority (43%) of young adults aged 18-24 in Calgary agree that ‘there is enough opportunity for employment in Calgary’, with just 10% in ‘strong’ agreement with this sentiment versus 33% who ‘somewhat’ agree.



# Main Mode of Transportation Used in Calgary



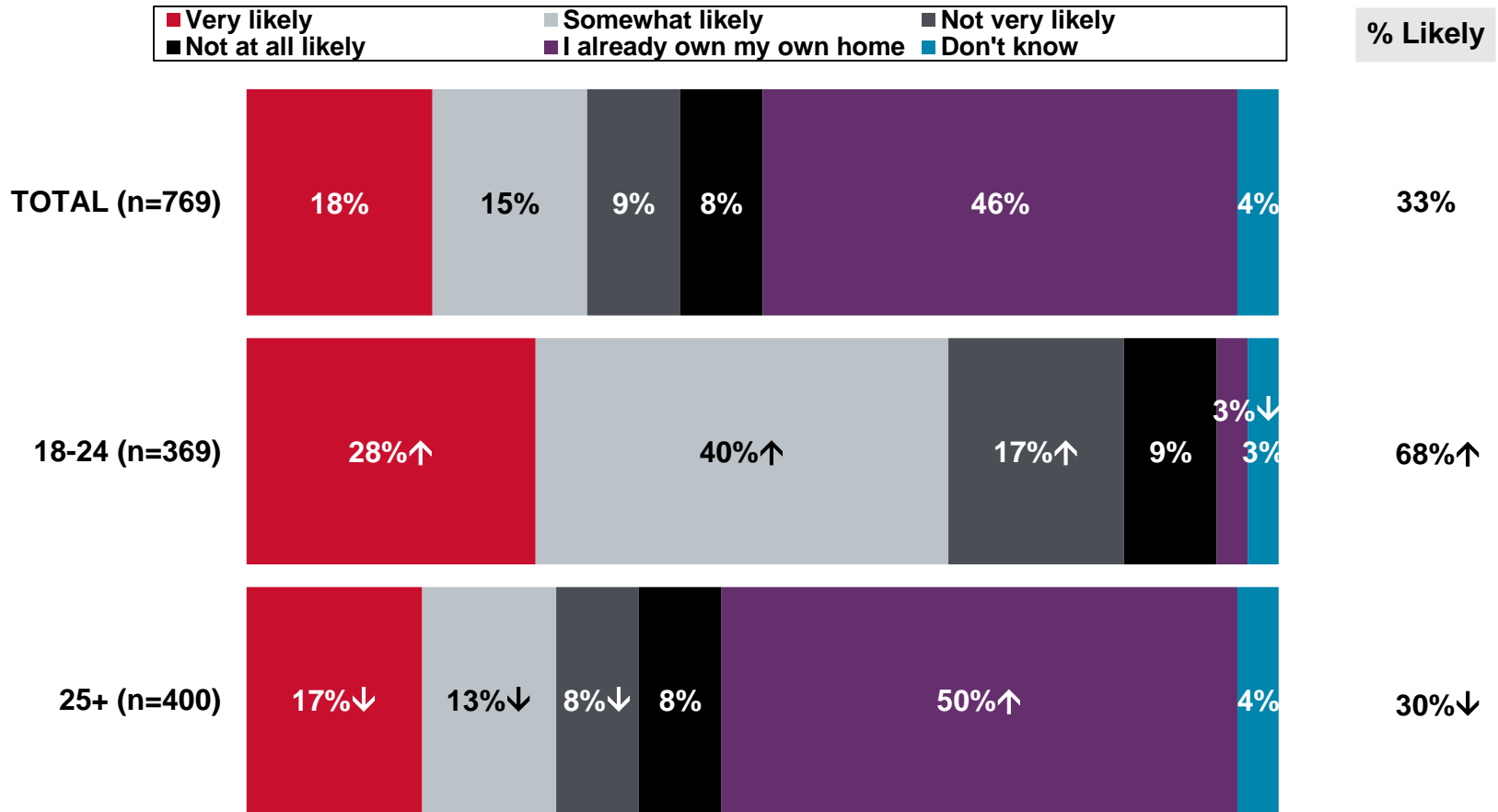
'Vehicles for hire' were also an option with 0% response.

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

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



# Likelihood to Buy a Residence in Next 10 Years



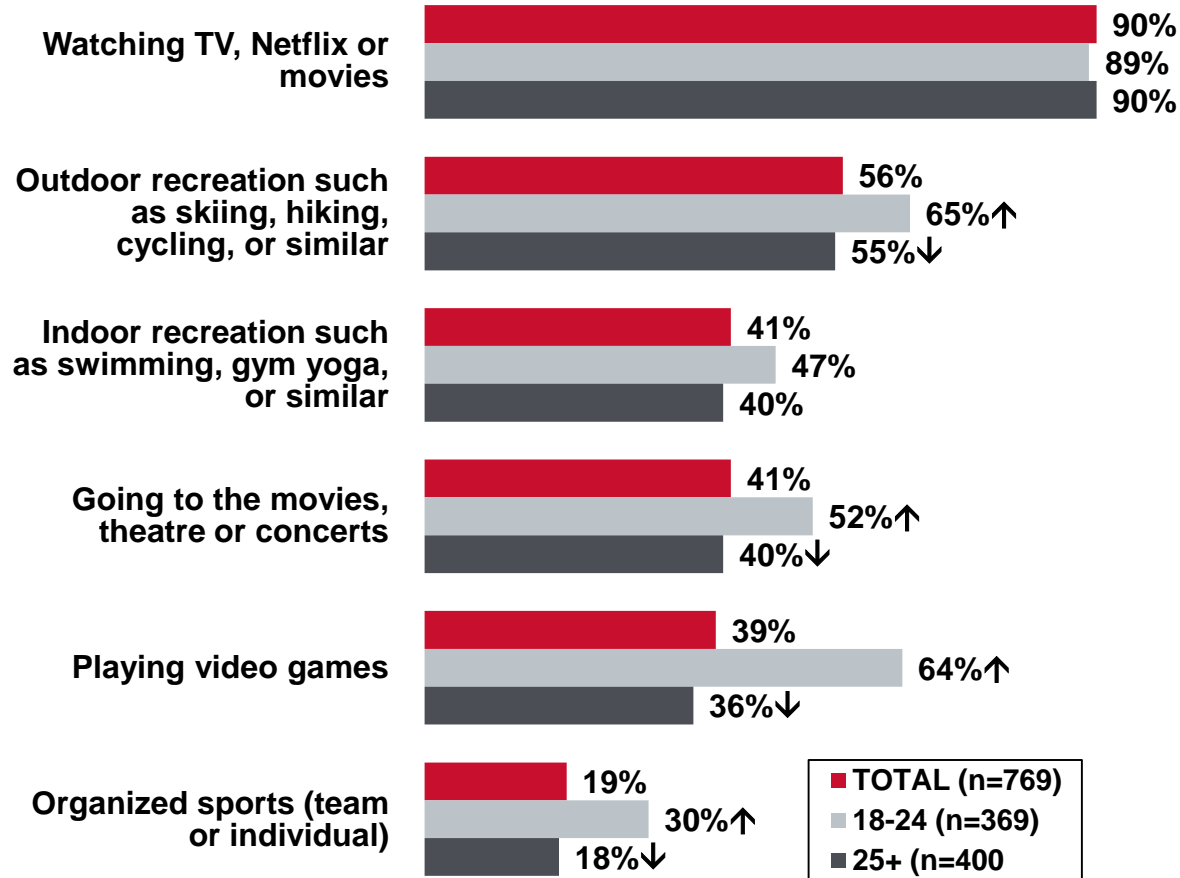
Q17. How likely are you to buy your own home (e.g. single-family home, duplex, townhouse, condo, etc.) in the next ten years?

Base: All respondents

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



# Monthly Participation in Activities in Past Year

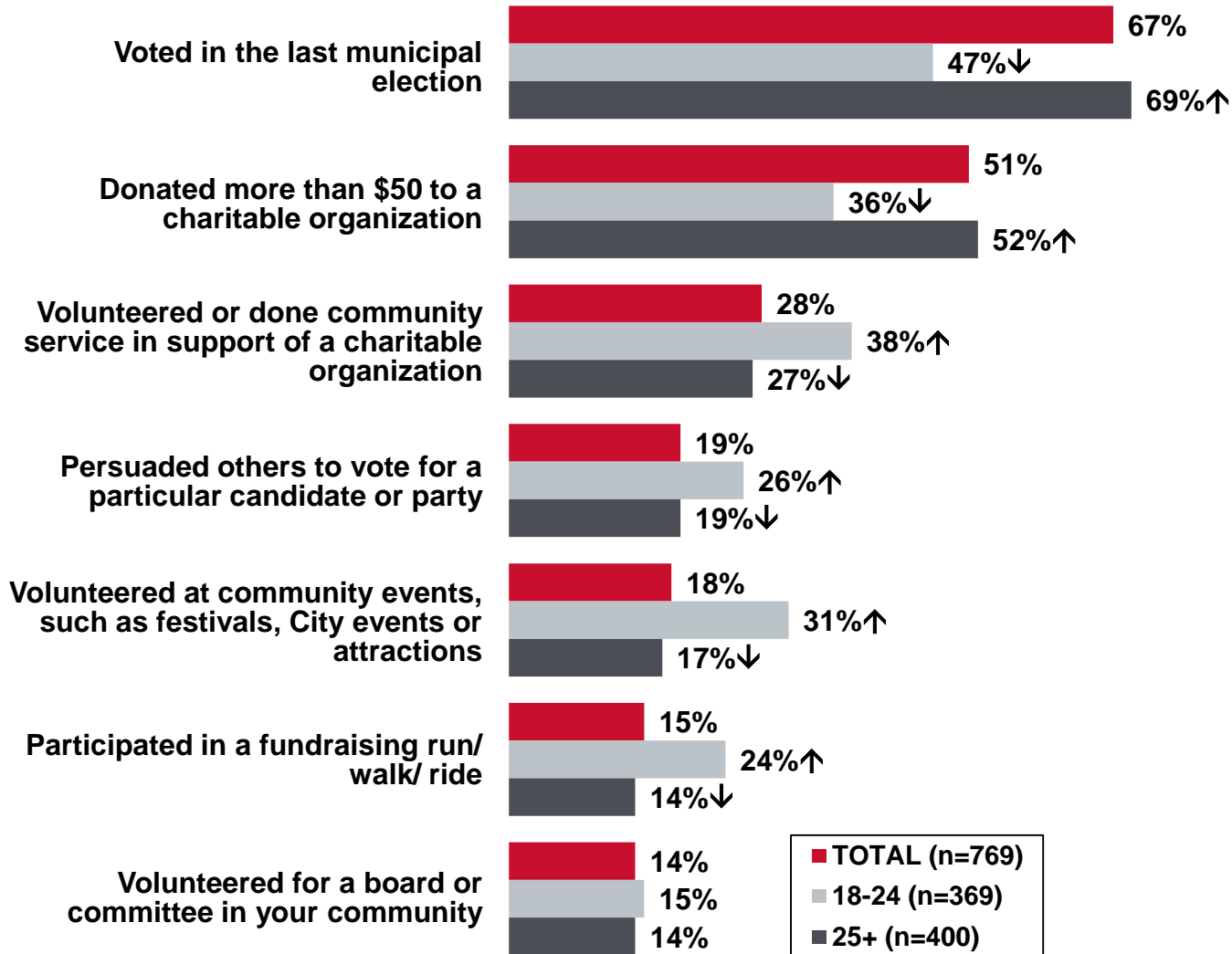


Q18. Which of the following activities have you taken part in at least once a month over the past 12 months? Please select all that apply.  
 Base: All respondents

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



# Engagement in Activities in 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 than other age groups  
 ↓ Statistically lower than other age groups

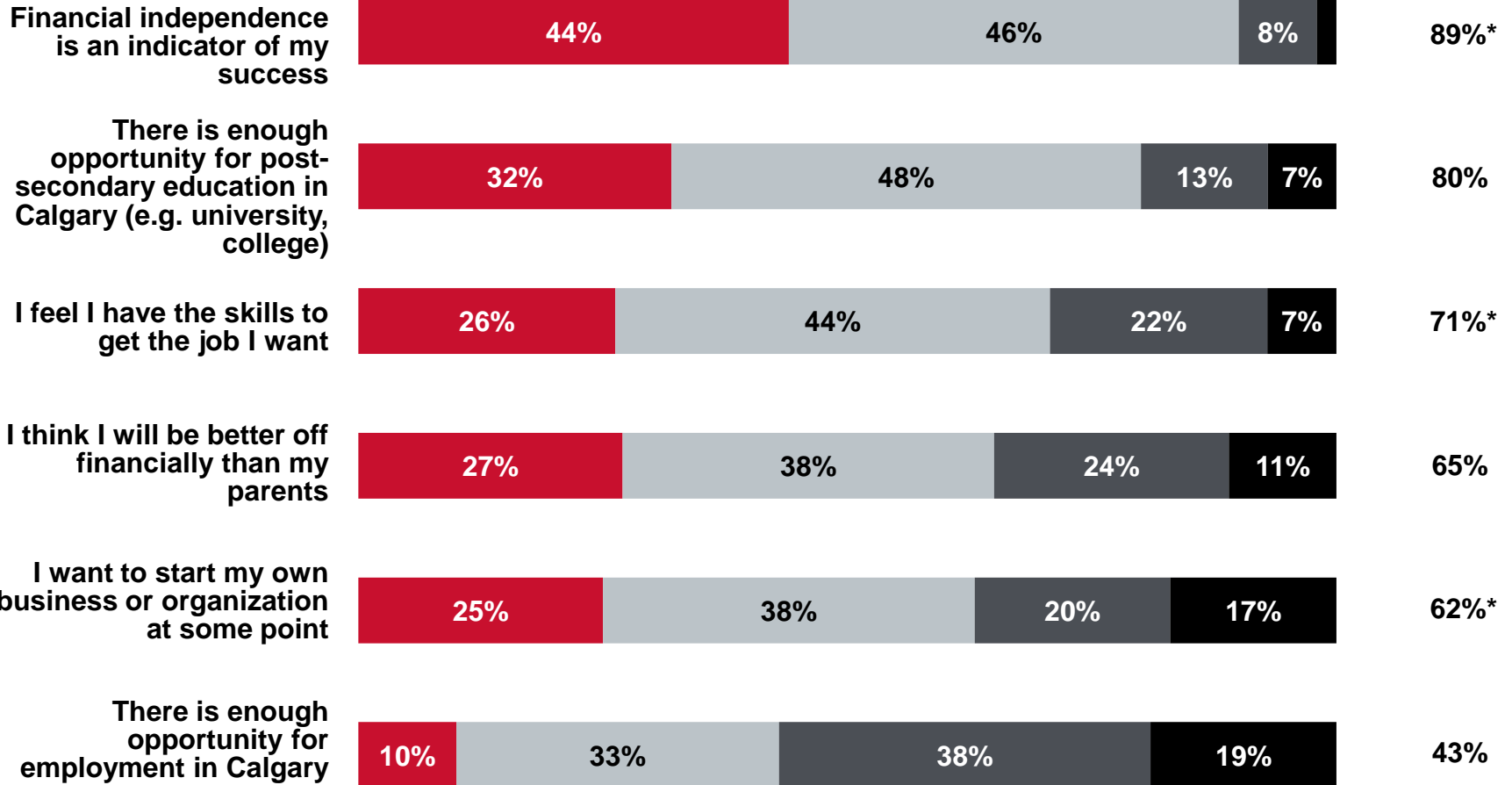


# Attitudes Towards Finances, Work & Education

Only asked of 18-24 year-olds

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

% Agree



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

\*Rounding

Data labels <3% are not shown



## City Communication & Technology







## KEY FINDINGS

# City Communication and Technology

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**Young adults feel less informed about municipal issues than those aged 25 and older.**

**Young adults are notably more likely to prefer City communications via social media.**

**Young adults are less likely than others to prefer City communications via television, The City's website, or through newspapers.**

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- Thinking about their knowledge of The City government in general, what's going on with City Council, and issues that affect them as citizens, 54% of Calgarians feel they are informed about such issues. The level of feeling informed about municipal issues is statistically lower among young adults aged 18-24 (46%) versus those aged 25 and older (55%).
- The best way for The City of Calgary to provide up-to-date news and information to citizens involves multiple channels of communication. The highest proportion of citizens point to social media (25% overall, including 47% among young adults which is notably higher than 23% among those aged 25 and older).
  - Television (22% overall) is another preferred channel of communication, lower among young adults (12%) than among those aged 25 and older (23%). The City's website is also a desired channel of communication (20% overall), yet lower among young adults (14%) than among those aged 25 and older (21%).
  - Just 10% say the best way for The City to communicate news and information to them would be through direct mail sent to their home, similar among young adults (8%) and those aged 25 and older (10%).
  - Fewer (7% overall) would prefer communications via newspaper (lower among young adults at 2% in comparison to 8% among those aged 25 and older), and 7% would prefer communications from The City via radio (including 5% among young adults, similar to 7% among those aged 25 and older).
  - Just 2% of Calgarians feel the best way for The City to communicate news and information to them would be via City publications or brochures (identical to 2% among young adults and 2% among those aged 25 and older), and 2% would also prefer The City to communicate with them via other websites (consistent with 2% among young adults and 2% among those aged 25 and older).



## KEY FINDINGS

**City Communication and Technology** (continued)

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**Calgarians trust the media to the same extent as The City as a primary source of municipal information.**

**Young adults are more likely to want to receive municipal information online.**

**Young adults are less likely to keep up-to-date regarding municipal issues, and are more likely to say they ‘can’t be bothered’ to keep track of such issues.**

---

- Overall, 75% of Calgarians ‘trust the news media as a primary source of information about The City of Calgary’, showing similar results among young adults aged 18-24 (71%) and those aged 25 and older (75%).
- Three-quarters (75%) of Calgarians ‘trust The City as a primary source of information about The City of Calgary’, also showing consistent results among young adults (80%) and those aged 25 and older (75%).
- Seven-in-ten (71%) agree that ‘I feel like I’m doing my part as a Calgarian by keeping up-to-date about City issues and policies’, which is statistically lower among young adults (59%) than among those aged 25 and older (72%).
- One-half (51%) of Calgarians agree that they ‘prefer to hear about City issues online and on social media rather than traditional media’, showing young adults in significantly higher agreement (78%) than those aged 25 and older (48%).
- One-quarter (26%) of Calgarians agree that they ‘can’t be bothered to keep track of what is going on in The City’, which is also statistically higher among young adults (46%) than among those aged 25 and older (24%).
- A total of 71% of Calgarians would rate The City’s performance as ‘very good or good’ for how well it communicated with citizens about its services, programs, policies, and plans in the past six months. Performance ratings for The City’s communication are higher among young adults (78%) than among those aged 25 and older (70%).

## KEY FINDINGS

**City Communication and Technology** (continued)

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Young adults are **more likely to agree** that ‘adopting new technology can make a city a better place to live’ and that ‘using new technology can improve citizens’ relationship with The City’.

Young adults are notably **more likely to be using** Instagram, YouTube, Snapchat, and Tik tok in comparison to other age groups.

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- Three-quarters (75%) of Calgarians say that ‘I believe that adopting new technology can make a city a better place to live’ personally describes their point of view well, including 82% of young adults aged 18-24 which is notably higher than those aged 25 and older (74%).
- In addition, 72% feel that the statement, ‘I feel confident doing most of my personal business transactions online’ personally describes them well, showing statistical consistency between young adults (77%) and those aged 25 and older (72%).
- Seven-in-ten (69%) feel that the statement, ‘I think that using new technology can improve citizens’ relationship with The City’ personally describes them well, with young adults being significantly more likely (80%) to hold this view than those aged 25 and older (68%).
- **Daily use of social media is highest among young adults** for:
  - Instagram (73%, statistically higher than 38% in other age groups);
  - YouTube (72%, statistically higher than 59% in other age groups);
  - Snapchat (51%, statistically higher than 8% in other age groups);
  - Facebook (50%, statistically lower than 69% in other age groups); and,
  - Tik tok (34%), statistically higher than 7% in other age groups).
- **Daily use of social media is highest among those aged 25 and older** for:
  - Facebook (69%, statistically higher than 50% among young adults);
  - YouTube (59%, statistically lower than 72% among young adults);
  - Instagram (38%, statistically lower than 73% among young adults);
  - Twitter (26%, statistically on par with 30% among young adults); and,
  - LinkedIn (23%, statistically higher than 13% among young adults).



## KEY FINDINGS

**City Communication and Technology** (continued)

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**Young adults are more likely to have household access to game consoles, streaming devices and smartwatches versus other age groups.**

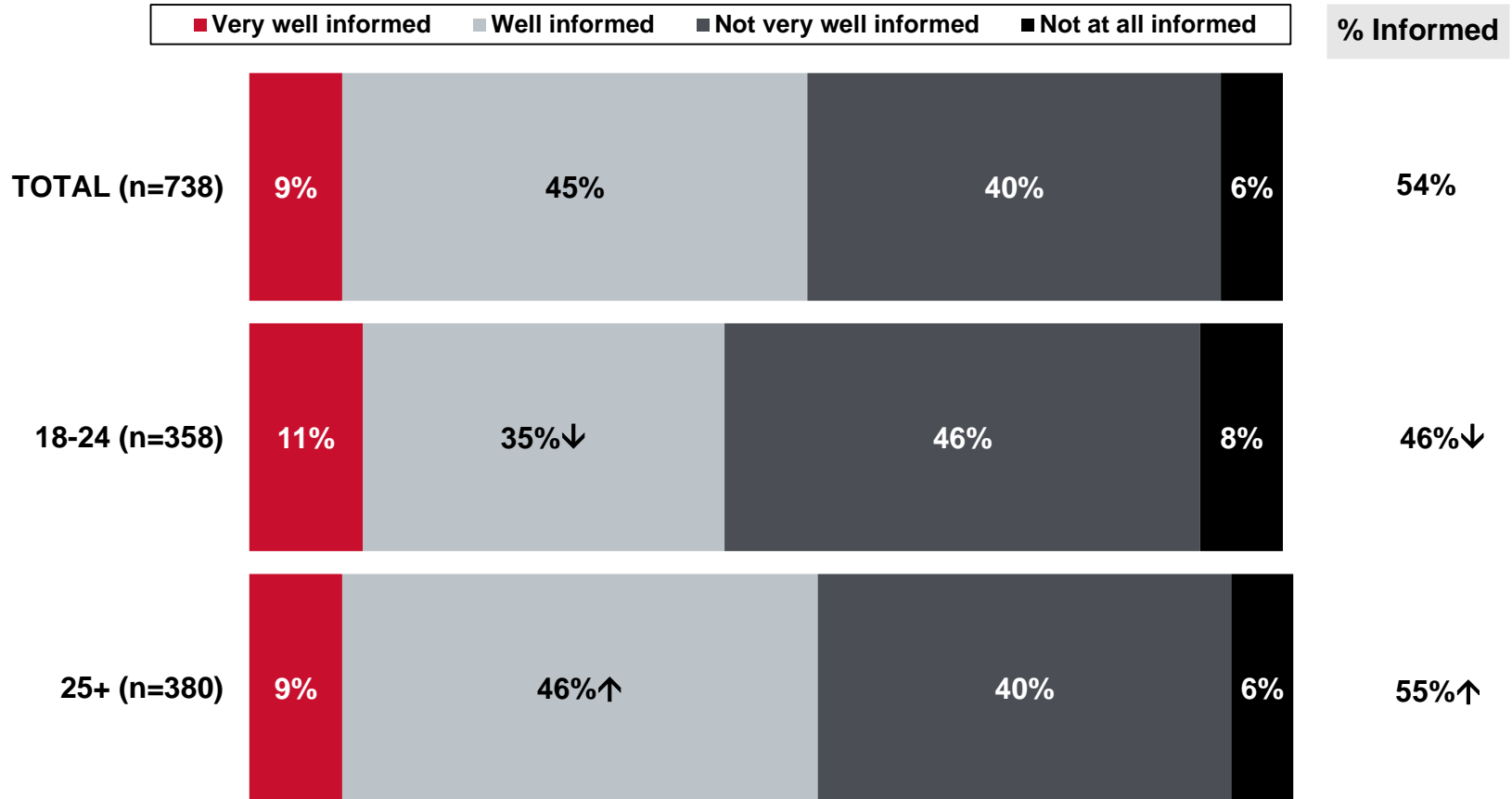
**Young adults are less likely to have household access to tablets.**

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- Almost nine-in-ten (88%) Calgarians have a smart phone available in their household for personal use, which is similar among young adults aged 18-24 (89%) and among those aged 25 and older (88%).
- A sizeable proportion (88%) of Calgarians also has a desk or laptop computer available to them in their household, which is statistically lower among young adults (83%) than among those aged 25 and older (88%).
- Further, 57% have access to a tablet in their household, with young adults exhibiting notably lower access to tablets at home (43%) than Calgarians aged 25 and older (59%).
- Young adults are more likely (52%), however, to have access to a game console in their household than are those aged 25 and older (33%), with overall access to game consoles sitting at 34%.
- Three-in-ten (30%) Calgarians have access to media streaming devices, such as AppleTV, FireTV, Roku, or Chromecast, and young adults are notably more likely (37%) to have access to this technology than are those aged 25 and older (30%).
- Slightly more than one-quarter (27%) of Calgarians have access to a smart speaker, like Amazon Echo or Google Nest/Home, in their household, with similar results among young adults (31%) and those aged 25 and older (27%).
- Fewer (17%) Calgarians have access to a smartwatch; however, young adults report higher access to smartwatches than those aged 25 and older (23% vs. 16%, respectively).
- Just 5% report having access to built-in car WiFi (telematics), which is similar among young adults (7%) and those aged 25 and older (5%).



# Level of Feeling Informed about Municipal Issues



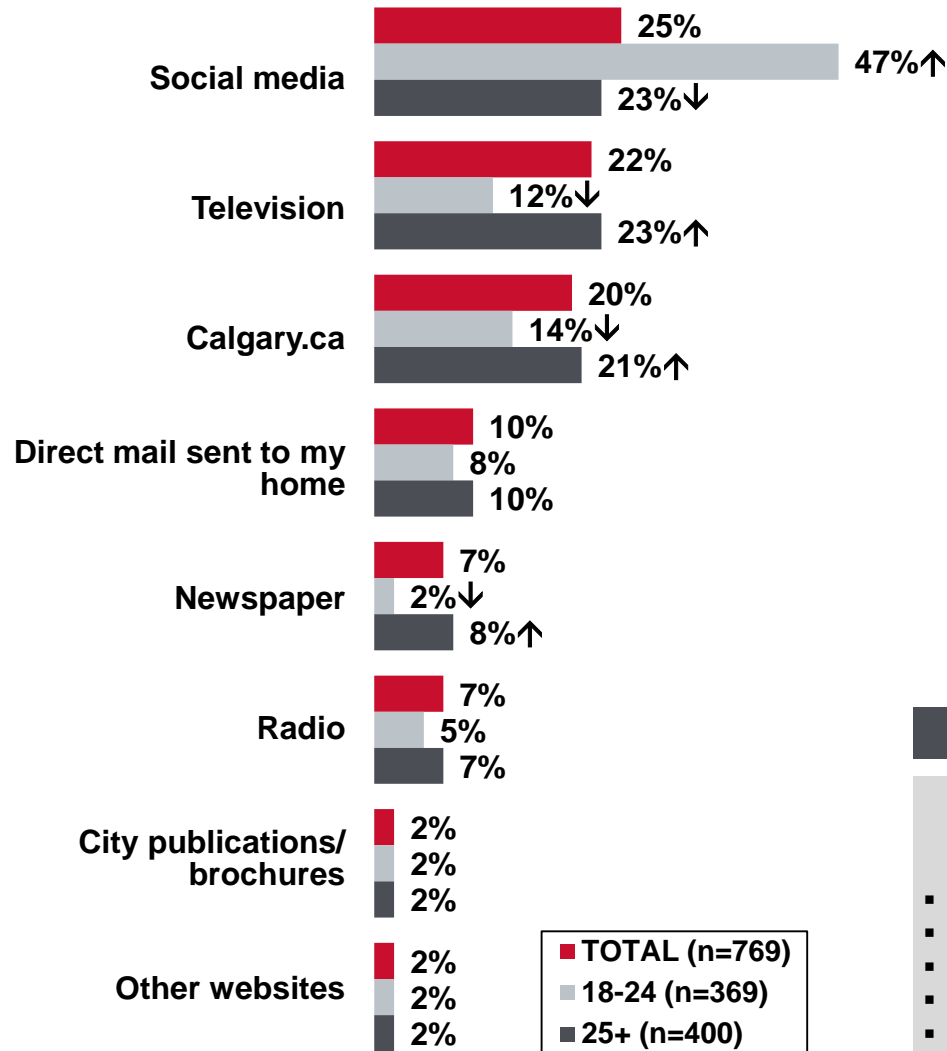
Q21. Thinking about your knowledge of The City government in general, what's going with City Council, and issues that affect you as a citizen, how well informed would you say you are?

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

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



# Channels for Provision of City News and Information



**Additional Mentions ≤1%**

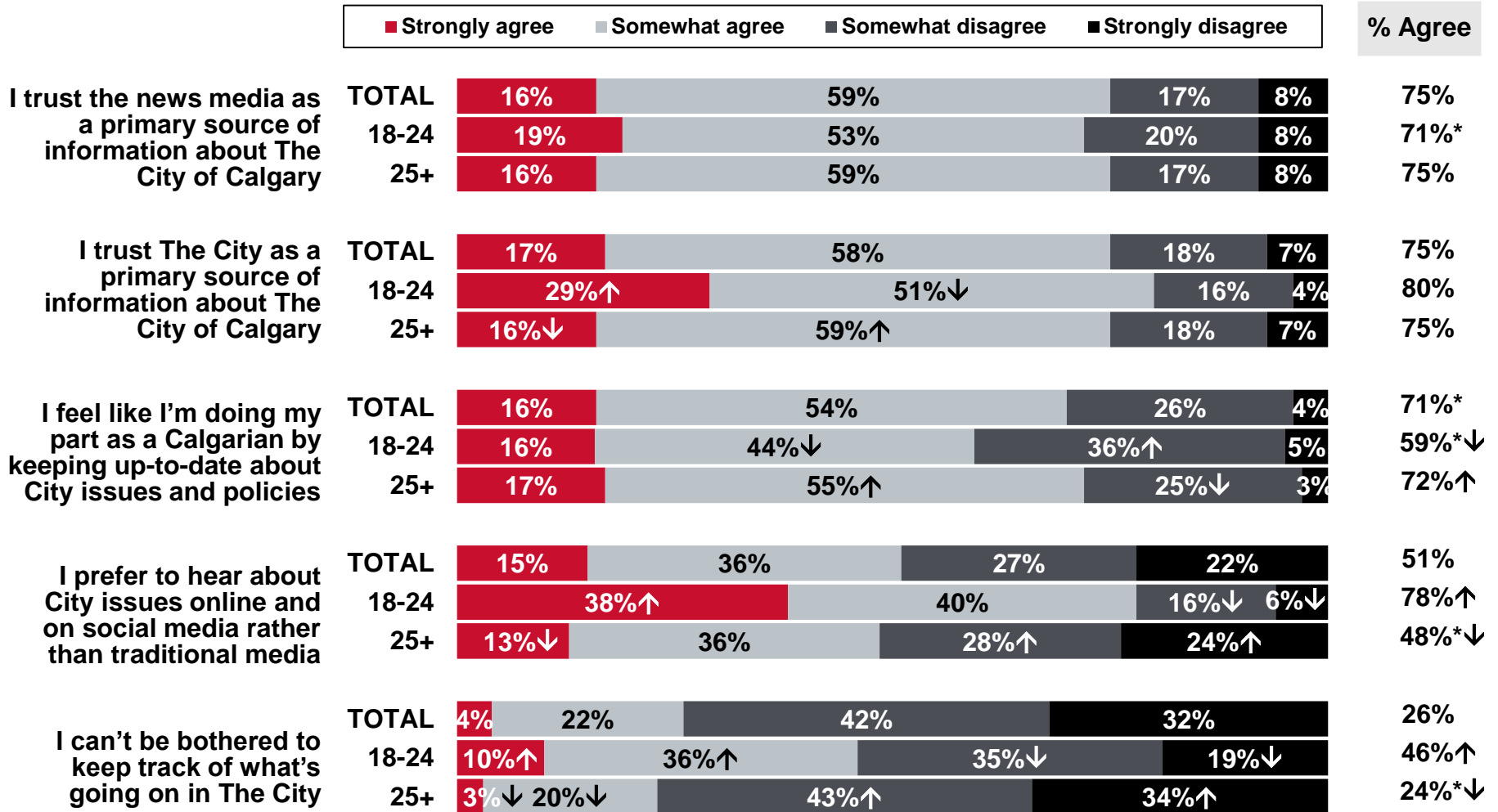
- Mentions of 1% or less are not shown in the chart and include:*
- Email
  - Multicultural media (1%)
  - In-person (Councilor's office, Town Hall)
  - Signage
  - News articles

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

Q22b. What is the best way for The City of Calgary to provide up-to-date news and information to you personally?  
 Base: All respondents



# Attitudes Towards Communication with The City



\*Rounding

Q23. Following is a list of statements about communications with The City of Calgary.

For each one, please indicate the extent to which you agree or disagree.

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

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



# 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')

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

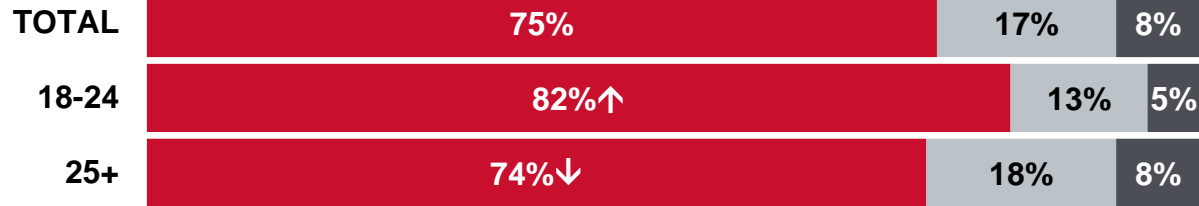




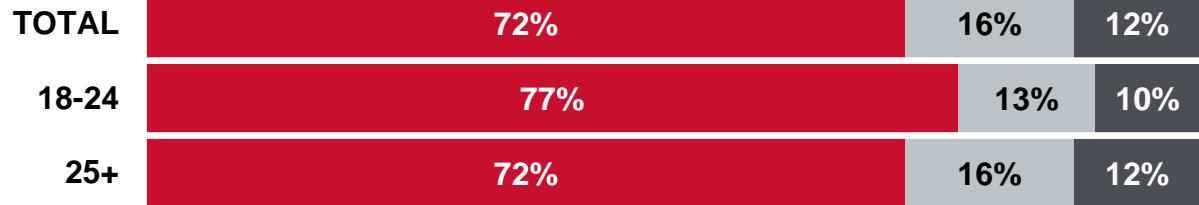
# Attitudes Towards Technology

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

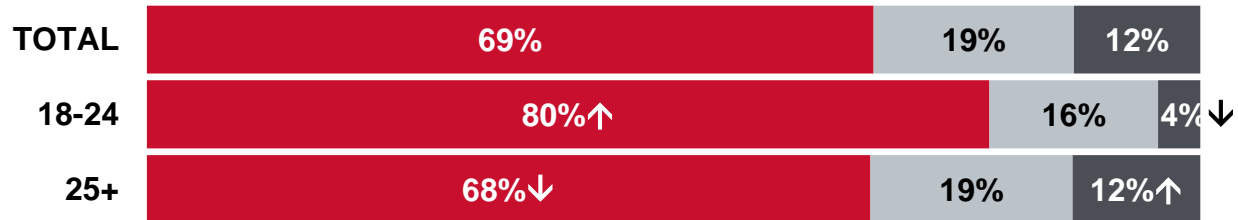
I believe that adopting new technology can make a city a better place to live



I feel confident doing most of my personal business transactions online



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



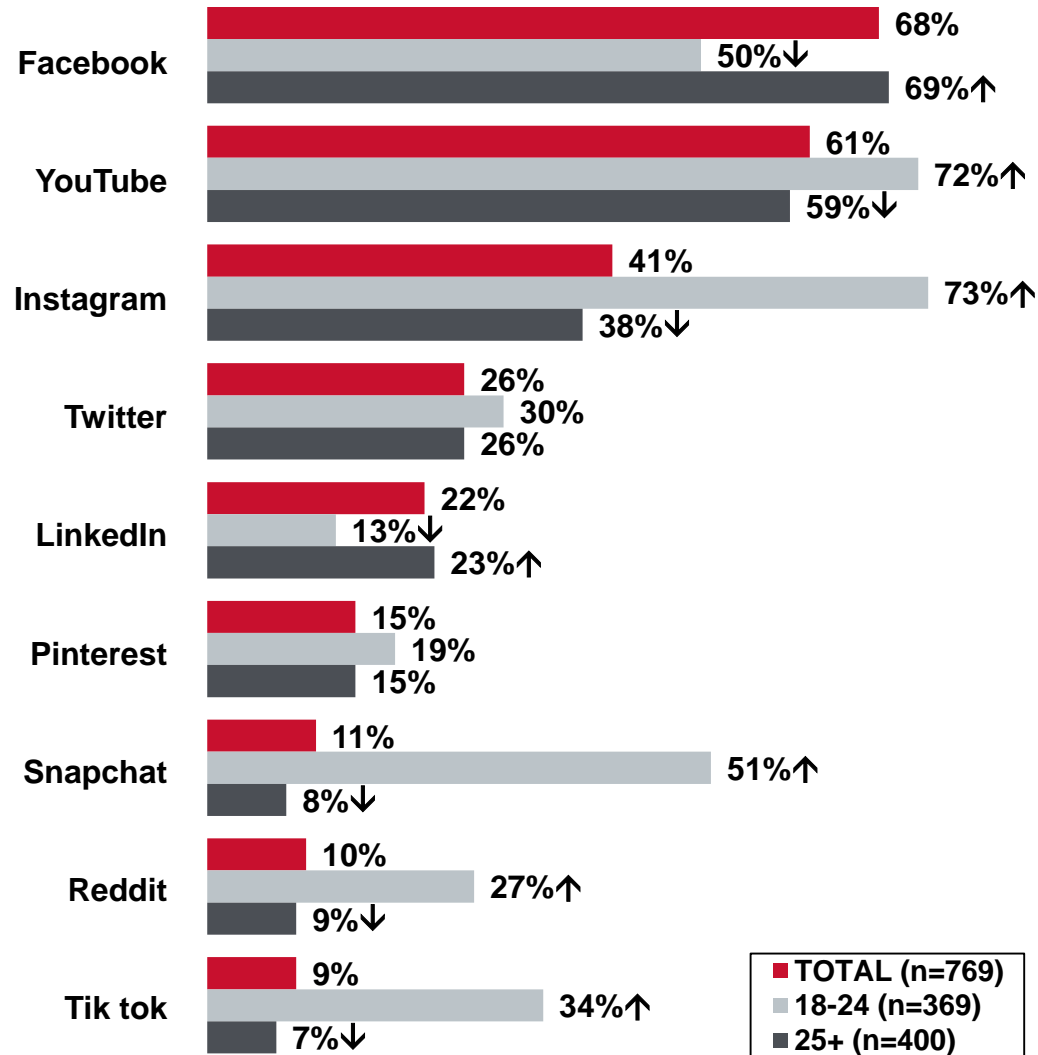
Q25. This set of statements reflect different ways people use and think about technology. There is no right or wrong answer. Use the 1 to 10 scale where 1 means “does not describe me at all” and 10 means it “describes me very well”.  
 Base: Valid respondents (excluding ‘don’t know’) | Base sizes vary

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



# Daily Use of Social Media

Multiple Responses



■ TOTAL (n=769)  
■ 18-24 (n=369)  
■ 25+ (n=400)

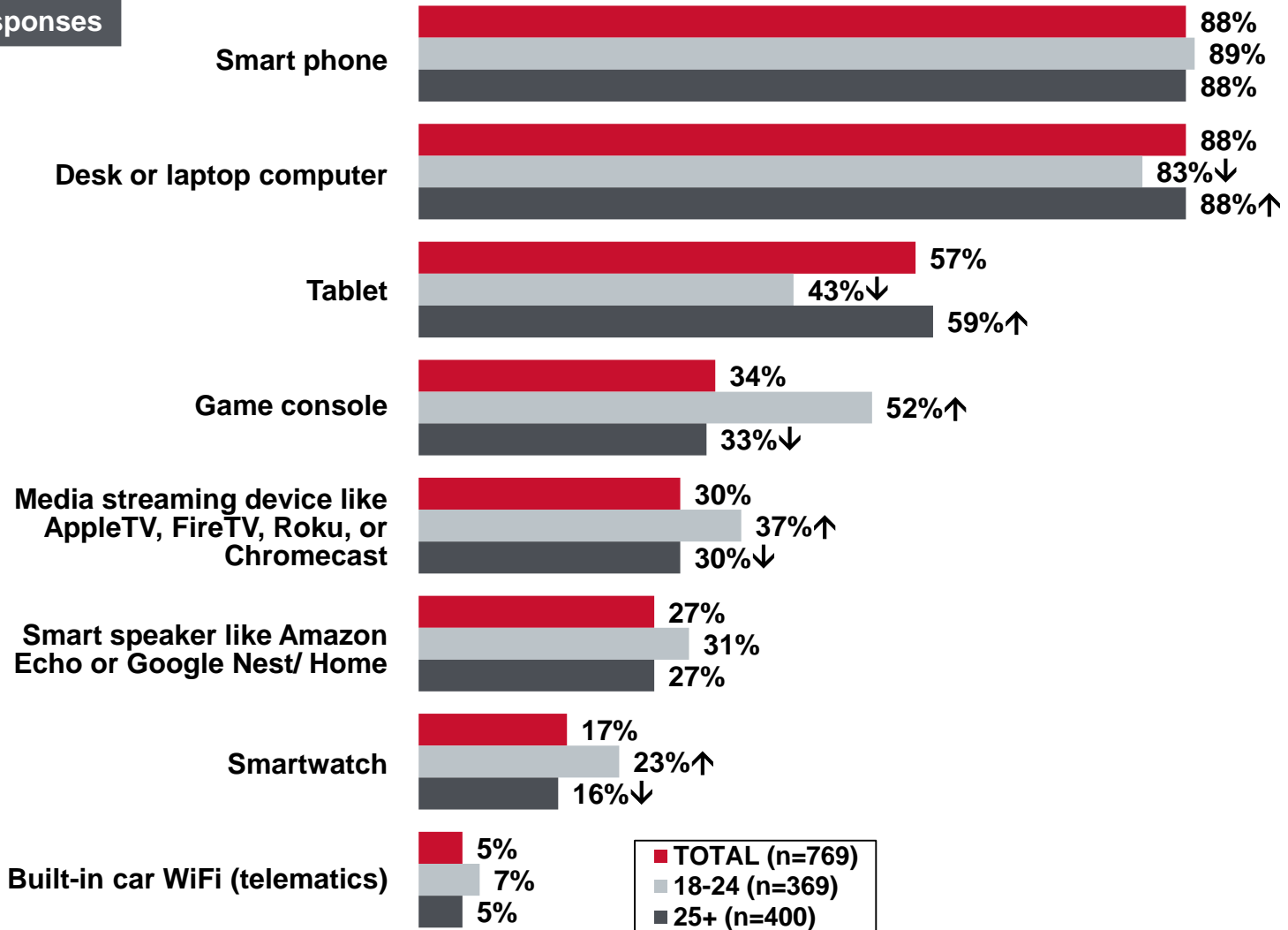
↑ Statistically higher than other age groups  
 ↓ Statistically lower than other age groups

Q26. Which of these social media do you use daily? Please select all that apply.  
 Base: All respondents



# Household Availability of Technology Devices

Multiple Responses



Q27. Which of the following devices do you or your household have available for personal use? Please select all that apply.  
Base: All respondents

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



## City Trust and Reputation



## City Trust and Reputation

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Young adults are notably **more likely to agree** that ‘it should be primarily government, not the private sector, that is concerned with solving societal problems’.

Young adults are **less likely to disagree** that they ‘try not to concern themselves with governments’ activities’, and that ‘politicians care what people like them think’.

---

- The majority (79%) of Calgarians agree that ‘citizens should make an effort to influence the government decisions that could affect them’, identical to results among young adults aged 18-24 (79%) and those aged 25 and older (79%).
- A minority (37%) of Calgarians, on the other hand, agree that ‘it should be primarily government, not the private sector, that is concerned with solving society’s social problems, and young adults are significantly more likely (52%) to agree with this viewpoint than are those aged 25 and older (35%).
- A higher proportion (44%) of Calgarians disagree that ‘politics seems so complicated that I can’t really understand what is going on’ versus the proportion that agree (29%). Disagreement is similar among young adults (38%) in comparison to those aged 25 and older (45%).
- Further, disagreement with the statement, ‘I try not to concern myself with what government is doing’ is higher than overall agreement (57% versus 19%, respectively). Young adults are less likely (46%) to disagree with this opinion than are Calgarians aged 25 and older (58%).
- A small majority (57%) disagree with the sentiment that ‘generally speaking, politicians care what people like me think’, versus 17% who agree with this view. Young adults are notably less likely (49%) to disagree with this opinion than are those aged 25 and older (57%).



## KEY FINDINGS

**City Trust and Reputation** (continued)

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**Young adults express a higher degree of faith in The City being able to be relied on to do what it says it will do.**

**Young adults are also more likely to agree that 'The City practices open and accessible government' and that 'The City of Calgary listens to what people like me have to say'.**

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- When specifically assessing attitudes towards Calgary Municipal Government, Calgarians are split in their agreement of whether 'The City of Calgary can be relied on to do what it says it will do' (overall, 32% agree, 38% are neutral and 30% disagree).
  - Young adults aged 18-24, however, are more likely to agree (42%, statistically higher than 31% among those aged 25 and older) with this opinion than disagree (20%, notably lower than 31% among those aged 25 and older).
- Calgarians are also fairly split on whether 'The City of Calgary practices open and accessible government', with 36% agreeing overall, 35% providing neutral ratings, and 29% in disagreement.
  - Young adults are also more likely (45%) to agree with this viewpoint than are those aged 25 and older (35%), and are less likely (17%) to disagree with this opinion than other age groups (30%).
- Consensus is also not seen for the notion that 'The City of Calgary listens to what people like me have to say' (overall, 29% agree, 32% are neutral and 39% disagree).
  - A higher proportion of young adults agree (39%) with this statement than disagree (24%) with it, exhibiting higher results than seen with the 25+ age group ( 28% agree and 41% disagree).

## KEY FINDINGS

**City Trust and Reputation** (continued)

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**Young adults express higher 'trust' in The City than other age groups.**

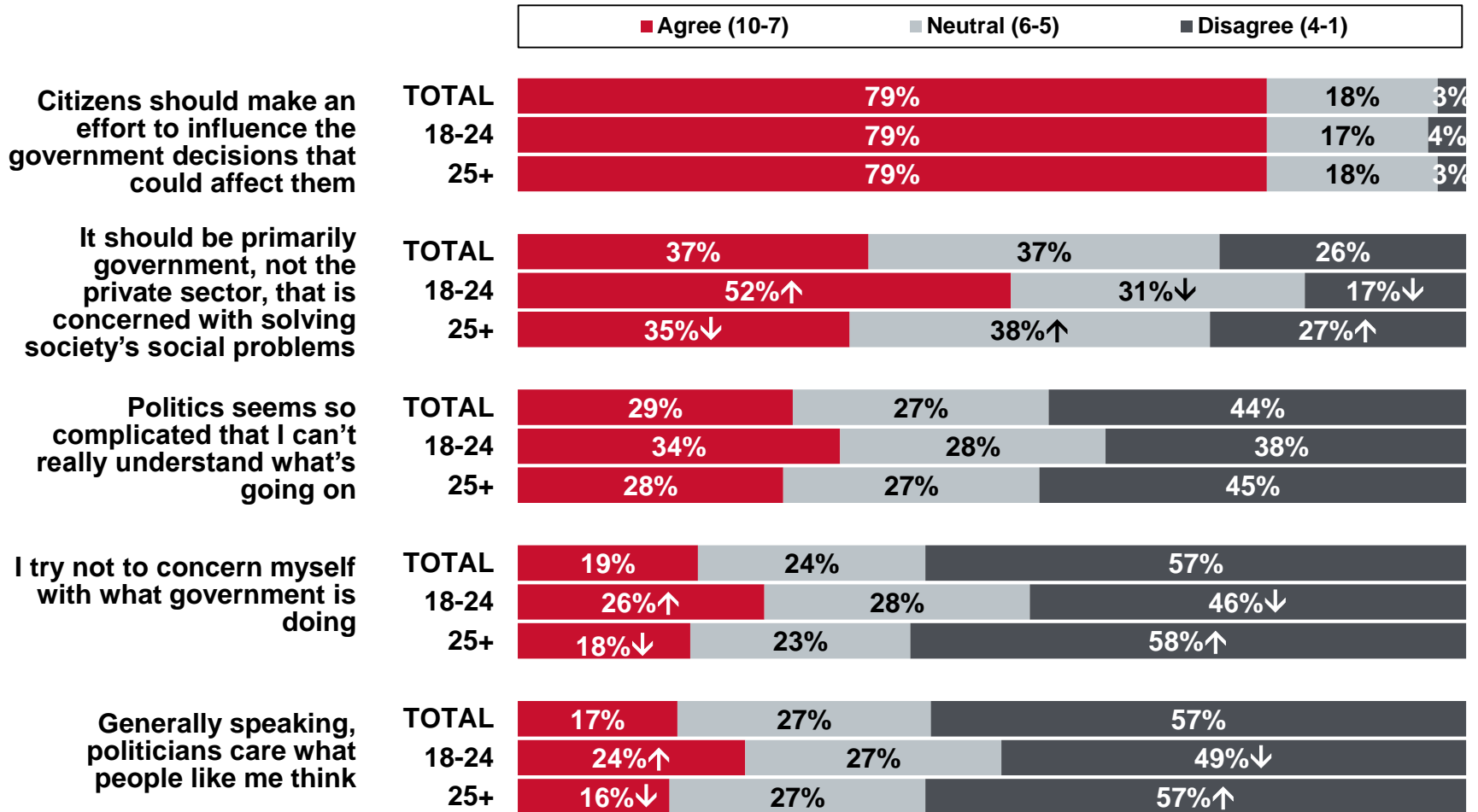
**Young adults also express higher satisfaction with The City overall, as well as with City Council.**

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- Taking into account all the things which Calgarians feel are important, 50% express trust in The City of Calgary. Young adults (60%) are more likely to trust The City than are those aged 25 and older (49%).
- One-third (34%) of Calgarians would act as 'advocates' (i.e. would speak highly) of The City of Calgary, including 7% who would 'speak highly of The City without being asked' and 27% who would 'speak highly of The City if someone asked'. Results are similar among young adults (38% are 'advocates') and those aged 25 and older (33%).
  - The plurality (50% overall) hold 'neutral' opinions regarding advocacy for The City, which is also similar among young adults (52%) and those aged 25 and older (50%).
- More than one-half (57%) of Calgarians are satisfied with how The City of Calgary, including Council and Administration as a whole, are going about running The City. Young adults (72%) are statistically more likely to be satisfied with The City of Calgary than are those aged 25 and older (56%).
- Two-thirds (66%) are satisfied with Calgary's City Administration, excluding City Council. Seven-in-ten (70%) young adults are satisfied with City Administration, consistent with 65% among those aged 25 and older.
- Slightly less than one-half (47%) are satisfied with Calgary's City Council, excluding City Administration. A higher proportion of young adults (63%) are satisfied with City Council in comparison to those aged 25 and older (46%).



# Attitudes Towards Government



**Q28. This set of statements reflects different opinions and expectations about government in general. There is no right or wrong answer. Please indicate how much you agree or disagree with each statement on a scale from 1 to 10, where "1" means "do not agree at all" and "10" means "completely agree".**

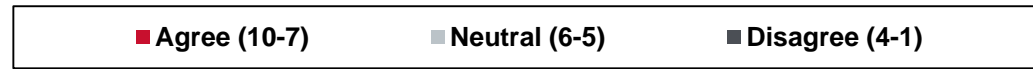
Base: All respondents (n=769) | (n=369 18-24, n=400 25+)

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

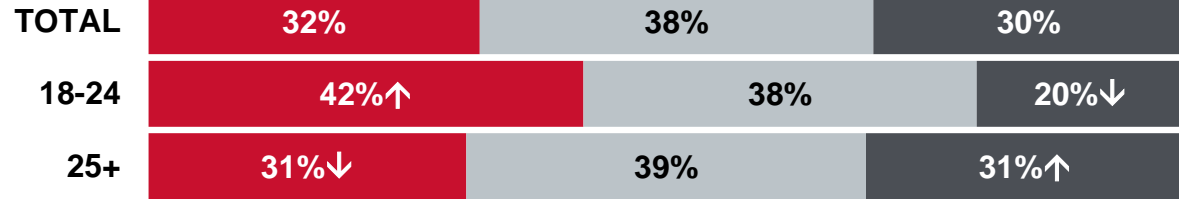




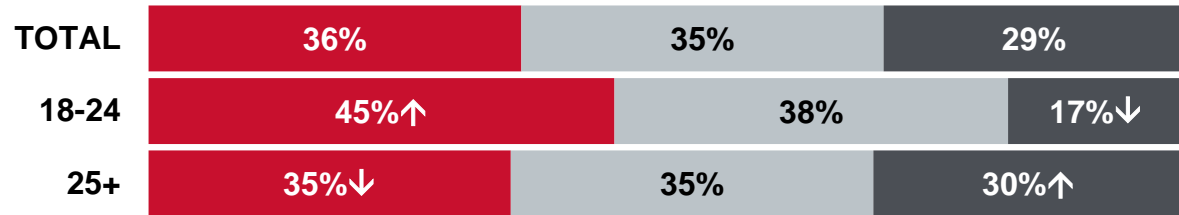
# Attitudes Towards Calgary Municipal Government



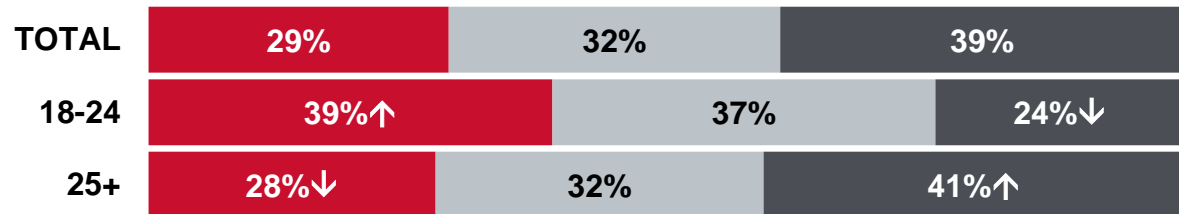
The City of Calgary can be relied on to do what it says it will do



The City of Calgary practices open and accessible government



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



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

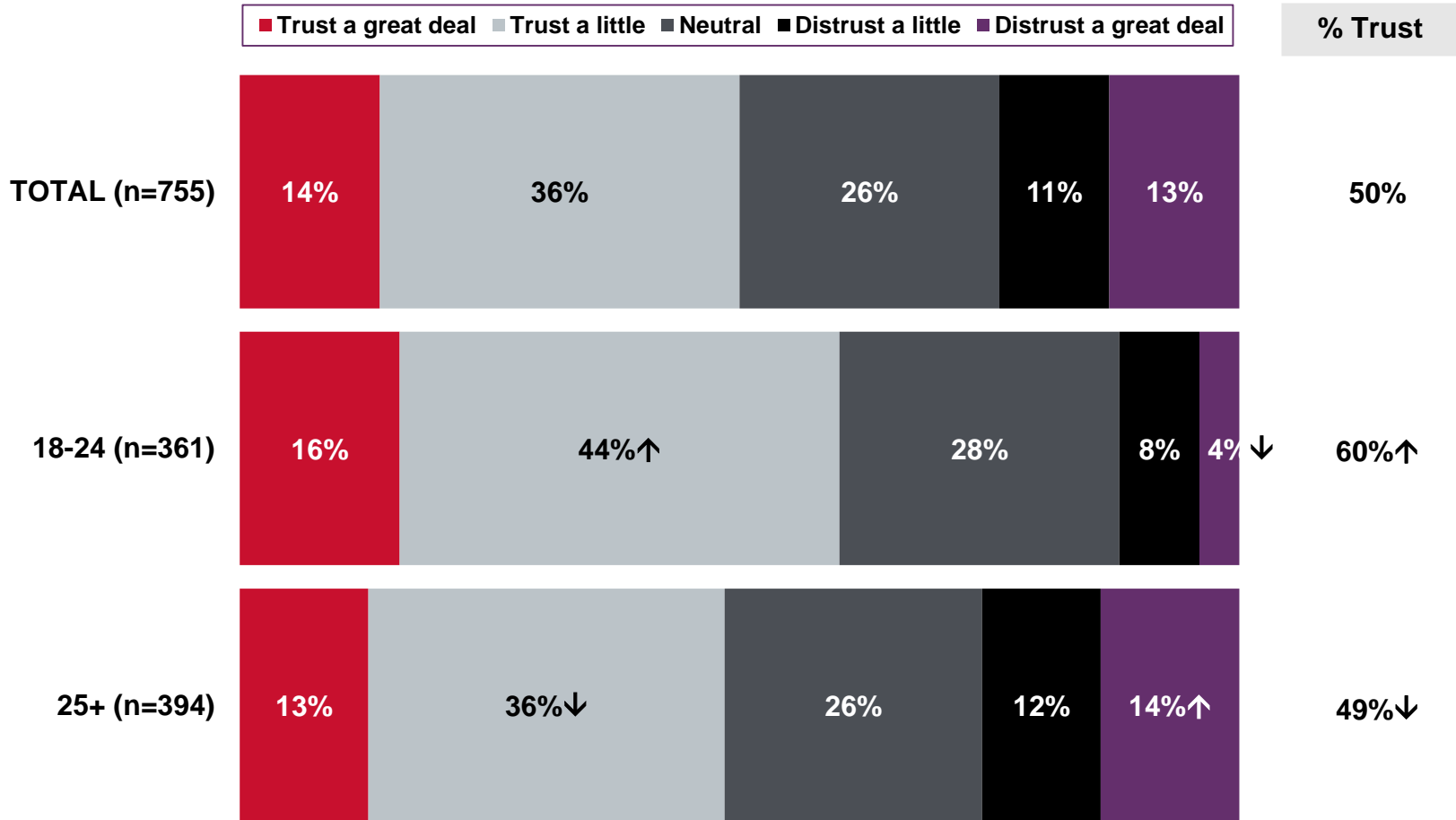
Base: All respondents (n=769) | (n=369 18-24, n=400 25+)

+Detailed description was provided via ‘hover text’

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



# Trust in The City of Calgary



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

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

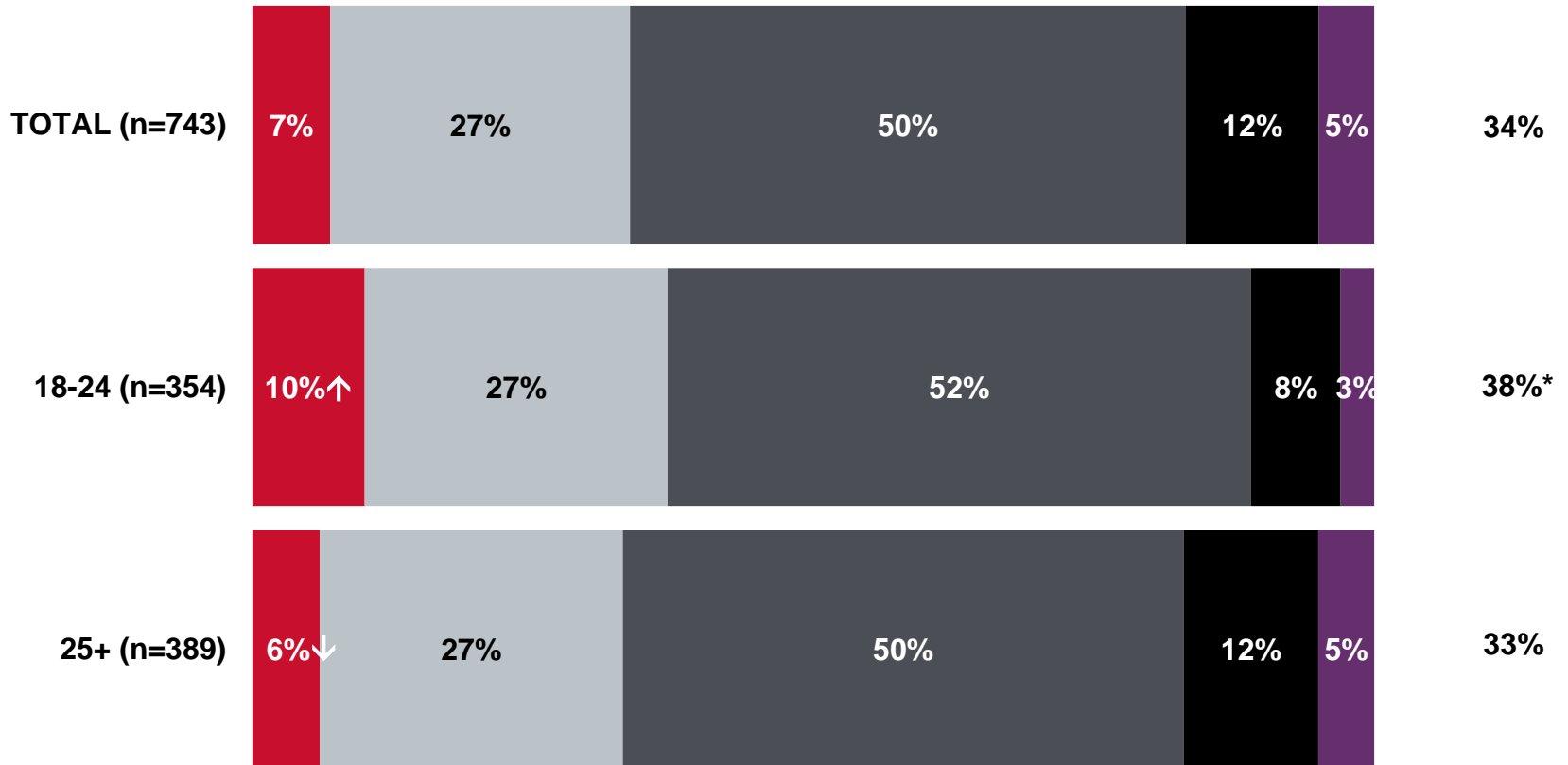
↑ Statistically higher than other age groups  
↓ Statistically lower than other age groups



# Advocacy for The City of Calgary



% Advocates (Speak Highly)



\*Rounding

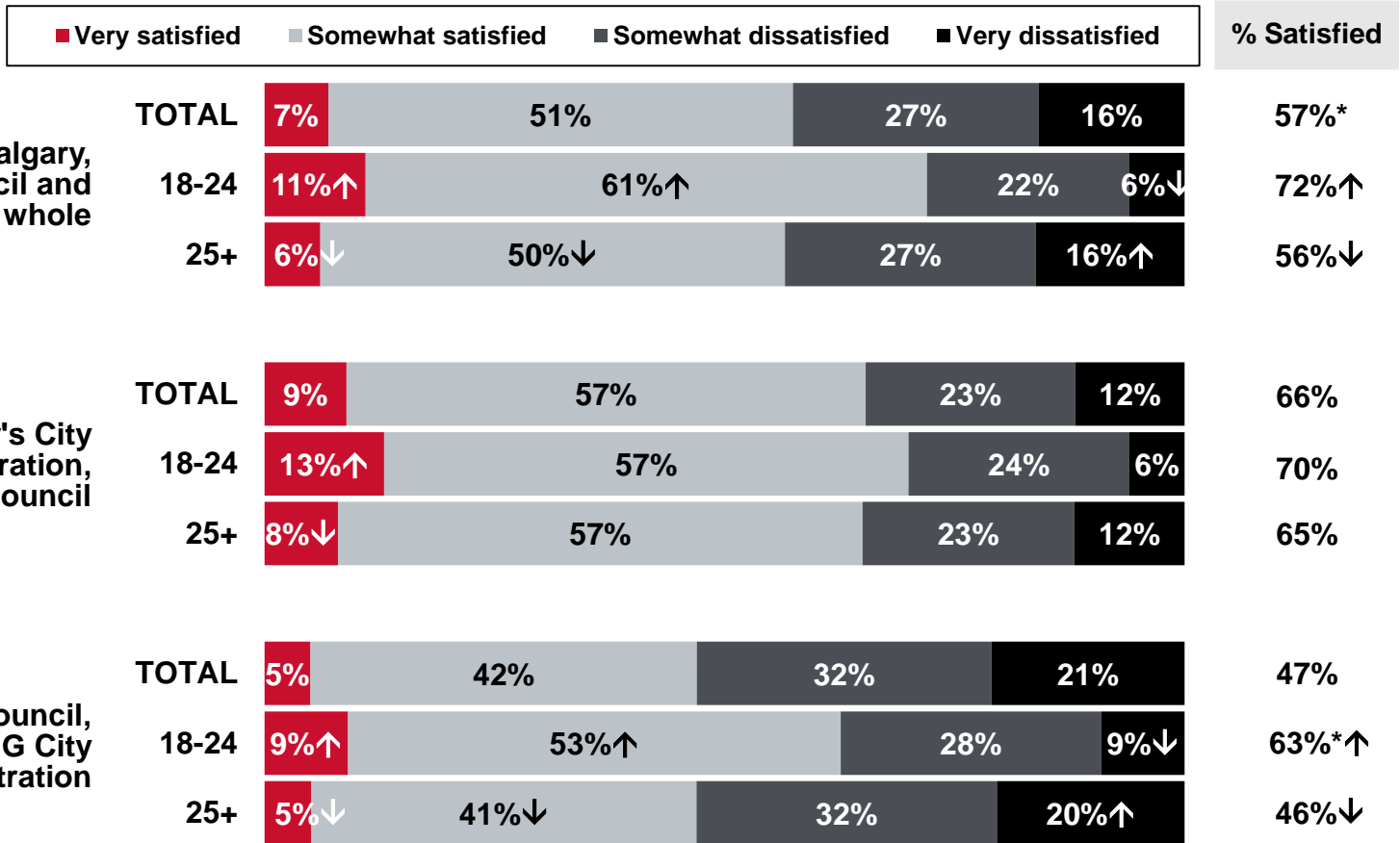
Q31. Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?

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

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



# 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 than other age groups  
 ↓Statistically lower than other age groups



## Respondent Profiles





# Respondent Profile

## Gender

	TOTAL	18-24	25+
Female	51%	49%	51%
Male	49%	51%	49%
Other	0%	0%	0%

## Quadrant

	TOTAL	18-24	25+
Southwest	28%	21%↓	29%↑
Southeast	21%	21%	21%
Northwest	31%	38%↑	30%↓
Northeast	20%	20%	20%

## Age

	TOTAL
18 to 24	8%
25 to 34	22%
35 to 54	40%
55+	30%
<b>Mean</b>	<b>45.7</b>

## Annual Household Income

	TOTAL	18-24	25+
Less than \$30,000	12%	20%↑	11%↓
\$30,000 to <\$60,000	25%	20%	25%
\$60,000 to <\$90,000	19%	16%	20%
\$90,000 to <\$120,000	16%	14%	16%
\$120,000 to <\$150,000	10%	9%	10%
\$150,000 or more	8%	8%	8%
Prefer not to say	10%	14%	10%

Base: Valid respondents (Base sizes vary)

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



# Respondent Profile (continued)

## Education

	TOTAL	18-24	25+
Completed high school or less	16%	35%↑	14%↓
Some post secondary or completed a college diploma	40%	47%↑	39%↓
Completed university degree or post-grad degree	44%	17%↓	47%↑

## Children and Seniors in Household

	TOTAL	18-24	25+
Yes - Children	26%	33%↑	25%↓
Yes - Seniors	21%	8%↓	22%↑

## Currently enrolled in an educational program

	TOTAL	18-24	25+
Yes	17%	73%↑	12%↓
No	82%	26%↓	87%↑
Prefer not to say	1%	1%	1%

## Household Size

	TOTAL	18-24	25+
1	21%	8%↓	22%↑
2	38%	16%↓	40%↑
3	18%	19%	18%
4	14%	28%↑	13%↓
5 or more	8%	26%↑	7%↓
Prefer not to say	1%	3%↑	0%↓
<b>Mean</b>	<b>2.5</b>	<b>3.5↑</b>	<b>2.4↓</b>

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

Base: Valid respondents (Base sizes vary)



# Respondent Profile (continued)

## Responsibility for Property Taxes

	TOTAL	18-24	25+
Yes	84%	36%↓	89%↑
No	13%	59%↑	9%↓
Prefer not to say	3%	5%↑	3%↓

## Own or Rent

	TOTAL	18-24	25+
Own	66%	39%↓	68%↑
Rent	27%	28%	27%
Neither	6%	28%↑	4%↓
Prefer not to say	1%	5%↑	1%↓

## Type of Dwelling

	TOTAL	18-24	25+
Single-detached house	57%	69%↑	56%↓
Apartment or apartment-style condominium	20%	14%↓	21%↑
Townhouse or rowhouse	16%	7%↓	17%↑
Duplex, triplex or fourplex	5%	7%	5%
Another type of multi-dwelling unit	1%	0%	1%
Other	1%	2%↑	1%↓
Prefer not to say	1%	1%	1%

## Tenure in Calgary

	TOTAL	18-24	25+
Less than 5 years	14%	16%	14%
5 to less than 10 years	17%	25%↑	16%↓
11 to 20 years	19%	42%↑	17%↓
21+ years	50%	17%↓	53%↑
Prefer not to say	1%	2%↑	1%↓
<b>Mean</b>	<b>23.2</b>	<b>13↓</b>	<b>24.1↑</b>

Base: Valid respondents (Base sizes vary)

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





# Respondent Profile (continued)

## Born in Canada

	TOTAL	18-24	25+
Yes	71%	72%	71%
No	29%	28%	29%
Prefer not to say	1%	0%	1%

## Age Left Country of Birth

Base: Not born in Canada (n=210)	TOTAL	18-24	25+
Under the age of 12	26%	64%↑	23%↓
12-17	9%	25%↑	7%↓
18 or older	65%	9%↓	70%↑
Prefer not to say	0%	2%↑	0%↓

## Disability in Household

	TOTAL	18-24	25+
Yes	17%	21%	17%
No	81%	78%	82%
Prefer not to say	2%	1%	2%

## Visible Minority

	TOTAL	18-24	25+
Yes	23%	38%↑	22%↓
No	74%	57%↓	75%↑
Prefer not to say	3%	4%	3%

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

Base: Valid respondents (Base sizes vary)



# Respondent Profile (continued)

## Ethnic Background

	TOTAL	18-24	25+
Canadian/ French Canadian	38%	43%	37%
British	21%	13%↓	22%↑
Western European	18%	12%↓	18%↑
East or Southeast Asian	14%	24%↑	13%↓
Southern or Eastern European	13%	8%	13%
South Asian	6%	10%↑	6%↓
Central/ South American or Caribbean	4%	4%	4%
American	3%	3%	3%
West Asian or Middle Eastern	2%	4%↑	1%↓
African	2%	5%↑	2%↓
Indigenous/ First Nations/ Metis	2%	2%	2%
Other	3%	4%	3%
Prefer not to say	2%	1%	2%

## Employment Status

	TOTAL	18-24	25+
Employed full time	47%	22%↓	49%↑
Employed part time	15%	31%↑	13%↓
Currently not employed	20%	35%↑	18%↓
Other	18%	10%↓	18%↑
Prefer not to say	1%	3%↑	1%↓

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

Base: Valid respondents (Base sizes vary)



**Calgary**



## Contact

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