

Calgary



# 2023 Perspectives on Calgary Survey: Downtown

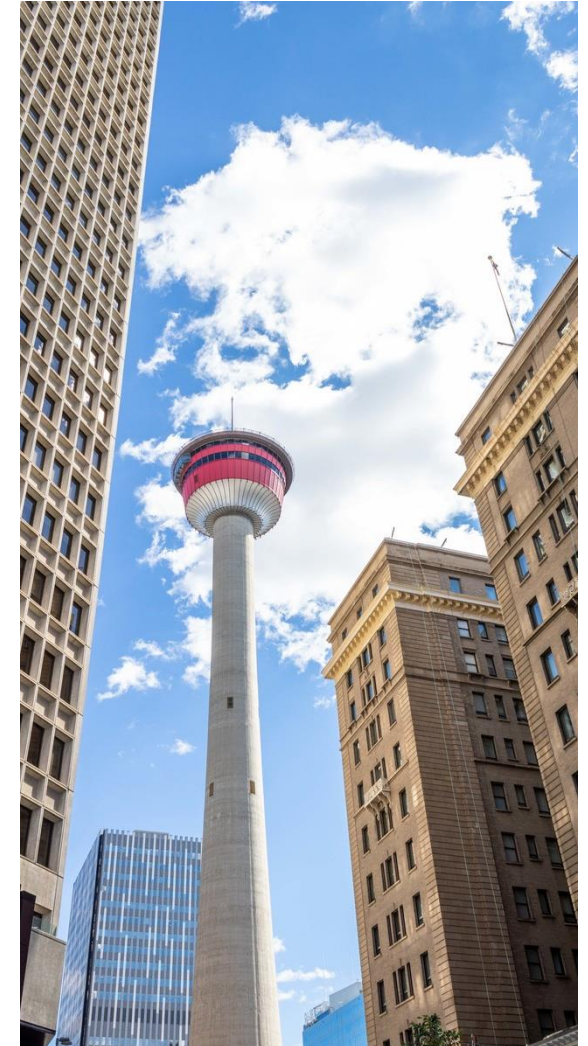
Final Report

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# Table of contents

Background and methodology	3
Key findings	4
Highlights at a glance	6
Detailed findings	
Visitation frequency	7
Leisure preferences	11
Parking and accessibility	28
Sense of community and safety	32
Respondent profile	39
Contact	42



# Background and methodology

## Background

The City of Calgary surveys citizens about their opinions, preferences, and attitudes in order to help support data-driven City decision making. The Perspectives on Calgary Survey is one of the ways by which data are collected, and this survey is conducted multiple times throughout the year. This wave focused on perceptions of and intention to visit downtown Calgary by Calgarians not living within the Greater Downtown boundaries.

## Methodology

The telephone survey was conducted by Advanis from December 7 to December 20, 2023 with 500 Calgarians (aged 18 years or older) **who reside outside of downtown**. The average time to complete the survey was 15 minutes.

The survey was conducted using numbers from both landlines (13%) and cell phones (87%) to obtain a random and statistically representative sample of Calgarians.

The margin of error (MOE) for the total sample of n=500 is  $\pm 4.4$  percentage points, 19 times out of 20.

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

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

**\*Note:** This survey was previously conducted in 2021, and period-over-period results are shown where the same questions were asked. Unlike 2023, 2021 results are based upon unweighted data; please use caution when interpreting period-over-period changes. Changes noted as statistically significant are, however, significant when compared to both 2021 weighted and unweighted data.

# Key findings

## Perceptions of whether downtown Calgary is a safe, desirable leisure destination are split, and many safety measures are down from 2021

- Around one-half (53%) rate downtown as a desirable destination for leisure purposes, with a slim minority rating it 'very desirable' (6%, down from 12% in 2021).
- The same proportion (52%) rate downtown as safe overall (down from 62% in 2021), with only 5% rating it 'very safe' (down from 15%).
- While the majority (85%) continue to feel safe walking downtown alone during the day, only 26% feel safe after dark, down significantly from 2021 (38%).
  - Only 6% feel 'very safe' after dark (down from 12%), while 40% feel 'very unsafe' (up from 32%).
- Further, a minority (33%) feel a sense of community when downtown (down from 44%) and around four-in-ten (39%) feel that downtown is safe for all residents and visitors regardless of ethnicity, race, religion or sexual identity (down from 49%).
- While dining out (25%) and parks, gardens or plazas (16%) continue to be the top images associated with downtown Calgary, the need to address cleanliness, social or safety issues rounded out the top 3 this year (11%, up from 5% in 2021).

## Along with safety, parking appears to be a barrier to visiting downtown

- When asked what prevents them from visiting downtown more often or staying longer, safety was the top response (17%, up from 7%), followed by parking in general (15%, up from 6%) and a lack of affordable parking (10%, no change from 2021).
- Additionally, the vast majority (92%) agree that downtown parking is too expensive, and less than half (43%) agree that parking downtown meets their needs.



## Key findings (continued)

### Along with dining, entertainment and the arts and culture scene continue to be key reasons for visiting downtown, even among those who rate downtown as undesirable

- The majority agree that entertainment (86%), enjoying the arts and culture scene (78%) and novelty or trying something new or fun (77%) are reasons they would visit downtown this year.
- Further, dining (87%), theatre or concerts (78%) and festivals or events (75%) continue to be the top activities they are likely to participate in.
  - Compared to 2021, respondents are less likely to visit downtown to visit a park or plaza (67% vs. 76%), go shopping (58% vs. 66%), go sightseeing (47% vs. 56%) or go to a movie (25% vs. 36%).
- Those who rate downtown as an undesirable leisure destination are less likely to participate in all leisure activities downtown, except for attending live theatre or concerts and visiting museums or art galleries.



# Highlights at a glance

## Downtown leisure visitation and perceptions



**48%**

Plan to visit downtown for leisure **at least monthly** in 2024

**53%**

Rate downtown as a **desirable destination** for their leisure time

**Top locations** likely to visit:

**82%** Prince's Island Park

**75%** Stephen Ave

**74%** East Village

## Leisure reasons to visit downtown



**86%** Entertainment / fun



**78%** Arts and culture

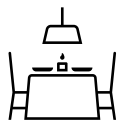


**77%** Something new / fun



**73%** Time with friends and family

## Likelihood to participate in activities downtown



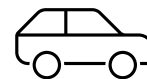
**73%**

Agree they love going downtown for the variety of dining options



*\*not including sports events*

## Barriers to visiting



**92%**

Agree **parking downtown** is too expensive

**43%**

Agree **parking downtown** meets their needs



**58%**

Say **safety concerns** influence their decision to visit downtown

**26%**

Feel **safe** walking alone downtown **after dark**

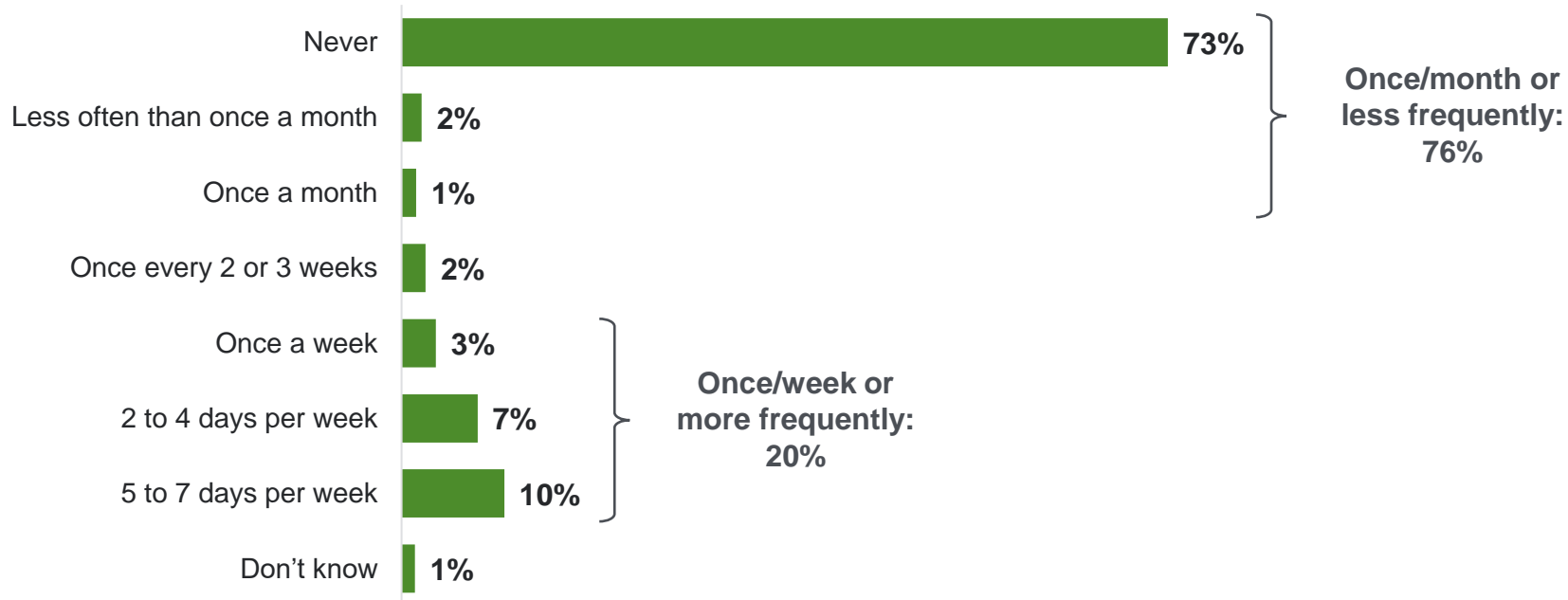


# Visitation frequency



# Frequency of working or attending school downtown

Two-in-ten (20%) expect to be downtown at least weekly for work or attending school in 2024. The majority expect to be downtown less often, with 73% expecting to never be downtown for these purposes.



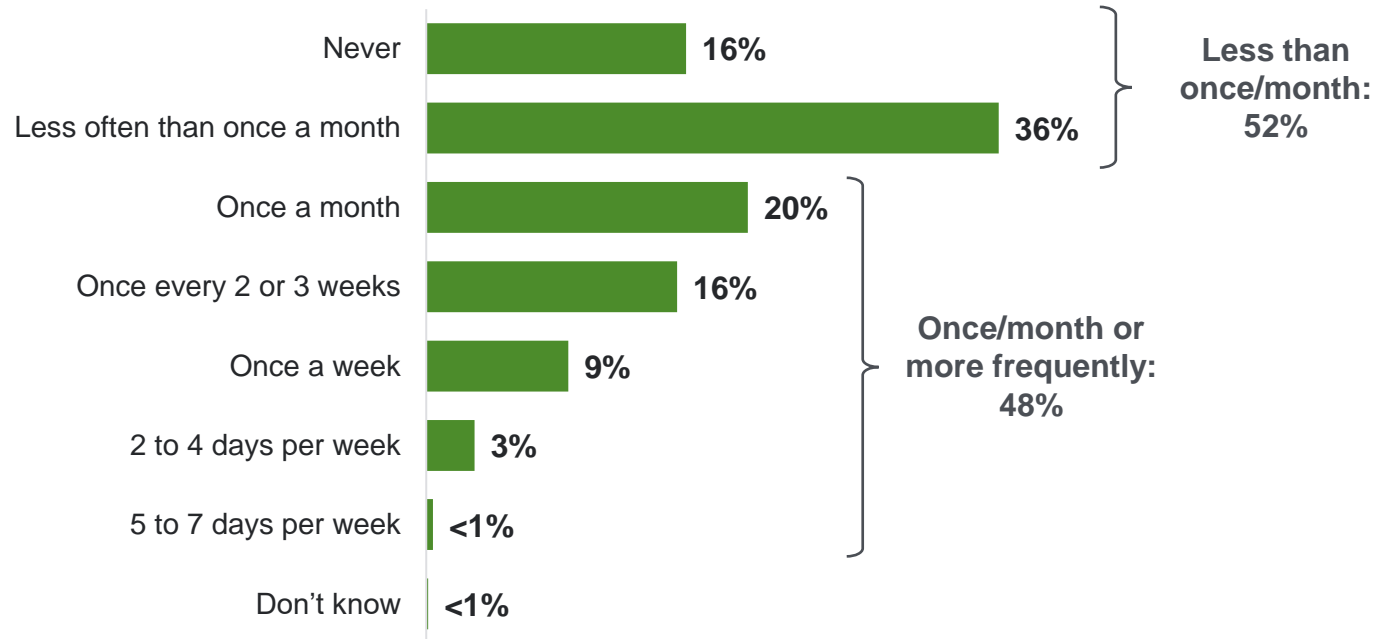
Q. How often do you expect to work or attend school downtown in 2024?  
 Base: Valid respondents (n=500)





# Frequency of leisure visits downtown

For leisure visitation, around one-half (48%) expect to be downtown once per month, with 12% expecting to visit at least weekly. The other half (52%) expect to visit less often, including 16% that don't expect to visit downtown at all for leisure purposes.



Q. How often do you think you will visit Calgary's downtown for leisure purposes in 2024?  
 Base: Valid respondents (n=500)

# Frequency of leisure visits downtown: subgroup differences

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

- Younger Calgarians (65% aged 18-34 vs. 44% aged 35-64 and 35% aged 65+);
- Those with children in their household (56% vs. 45% without children);
- Those with higher household incomes (57% earning \$150k+ vs. 39% earning <\$90k);
- Those living in Southwest or Northwest Calgary (49% and 59% vs. 35% living in Southeast Calgary);
- Those not born in Canada (60% vs. 44% born in Canada);
- Those without disabilities in their household (50% vs. 36% who have or live with someone with a disability);
- Those who work or attend school downtown (66% vs. 42% who do not); and
- Those who find downtown to be a desirable destination (72% vs. 22% who do not)

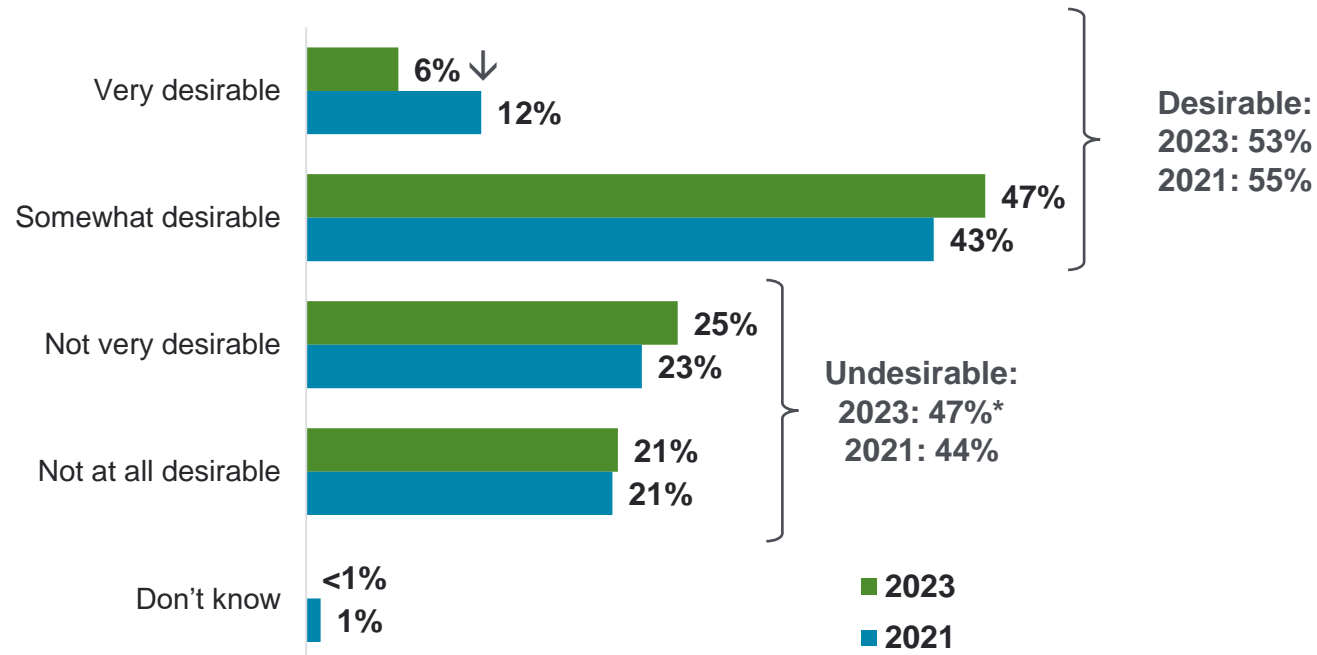


# Leisure visitation



# Desirability of downtown for leisure visits

Respondents are split in terms of how desirable they find downtown to be for leisure visits. Around one-half (53%) rate downtown as being desirable, with a slim minority (6%) rating it 'very' desirable (down from 12% in 2021). The other half (47%) find downtown to be an undesirable destination for their leisure time, with one-fifth (21%) rating it 'not at all' desirable.



Q. Overall, how desirable is Calgary's downtown as a destination for your leisure time?  
Base: Valid respondents (2023 n=500; 2021 n=502)

↑ Statistically higher than 2021  
↓ Statistically lower than 2021

\*Rounding



# Desirability of downtown: subgroup differences

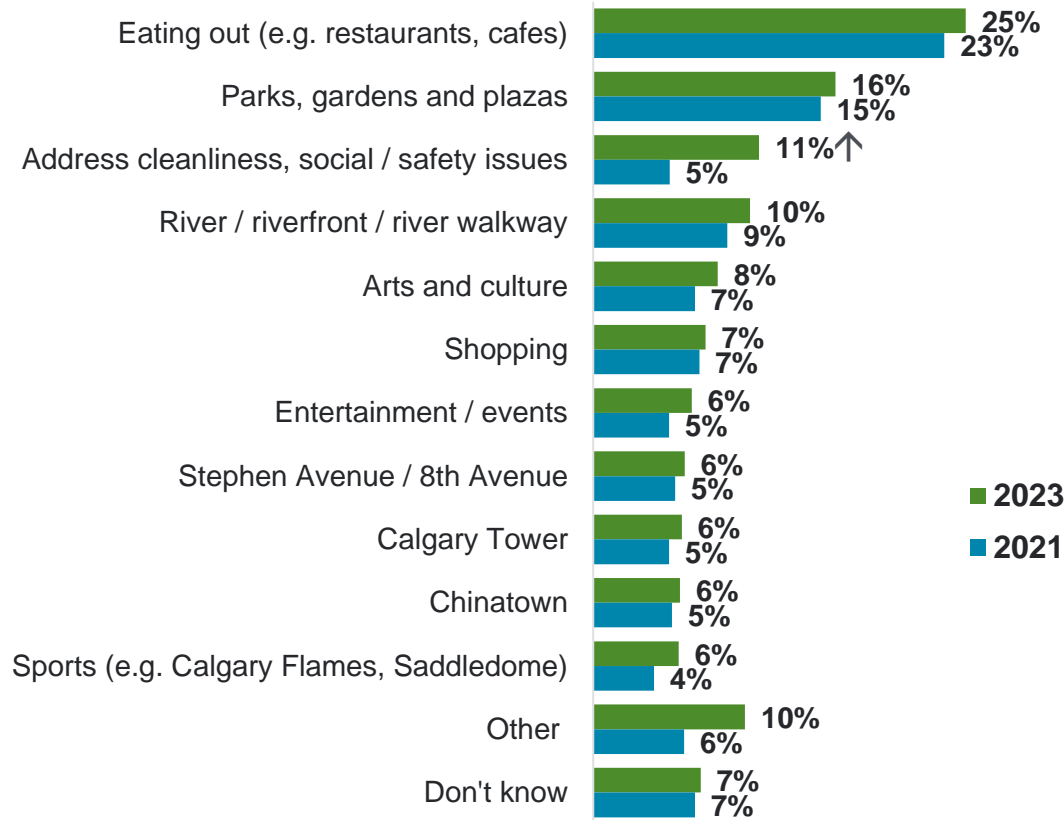
Subgroups **less likely** to rate Calgary's downtown as being a **desirable destination** for their leisure time include:

- Those living in Southeast or Northeast Calgary (42% and 44% vs. 58% living in the Southwest and 63% in the Northwest);
- Older Calgarians (36% aged 65+ vs. 49% aged 35-64 vs. 72% aged 18-34);
- Those born in Canada (50% vs. 62% not born in Canada); and
- Those who do not work or attend school downtown (48% vs. 66% who do)



# Top-of-mind downtown leisure images

When asked what images they associate with leisure visits to downtown Calgary, one-quarter (25%) mentioned dining out, and a further quarter referenced nature-related spaces such as parks, gardens and plazas (16%) and the riverfront (10%). One-in-ten (11%) mentioned the need to address social disorder issues including safety and cleanliness (up from 5% in 2021).



↑ Statistically higher than 2021  
 ↓ Statistically lower than 2021

Multiple responses allowed

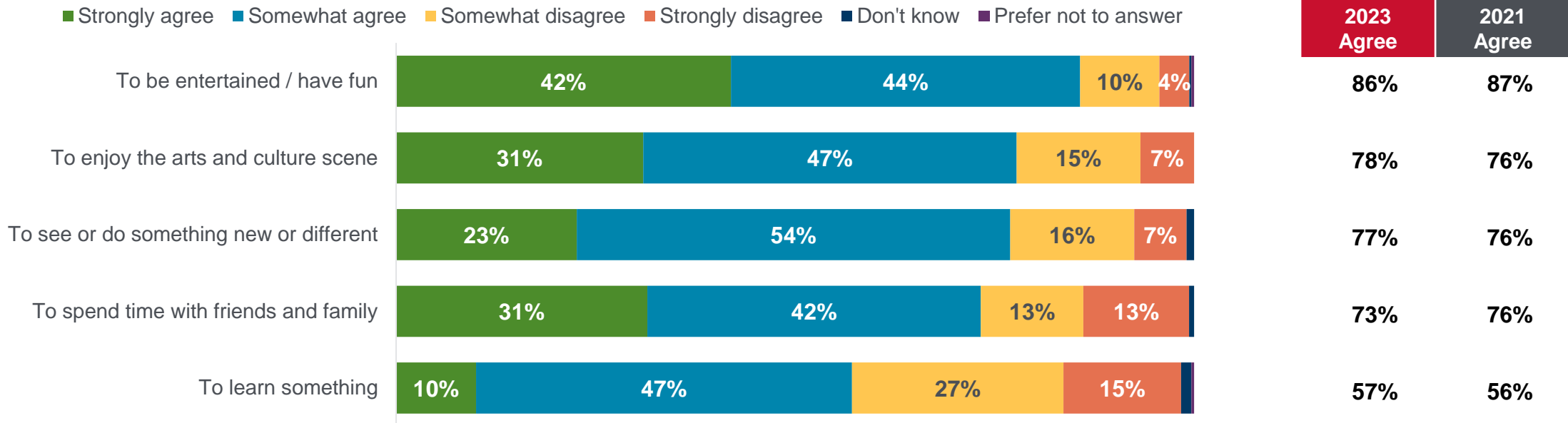
Mentions of ≤5% are not shown

Q. Keeping in mind that Calgary's Greater Downtown includes the downtown core, the Beltline, East Village, Chinatown, Eau Claire and Downtown West, what images come to mind when you think of a leisure visit to downtown Calgary? [OPEN-END]  
 Base: Valid respondents (2023 n=500; 2021 n=502)



# Reasons to visit downtown

When presented with reasons why they would choose to visit downtown in 2024, respondents most often agreed they would visit to be entertained or have fun (86%), to enjoy the arts and culture scene (78%), for novelty purposes (77%) or to spend time with friends and family (73%).



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

Base: Valid respondents (2023 n=500; 2021 n=502)

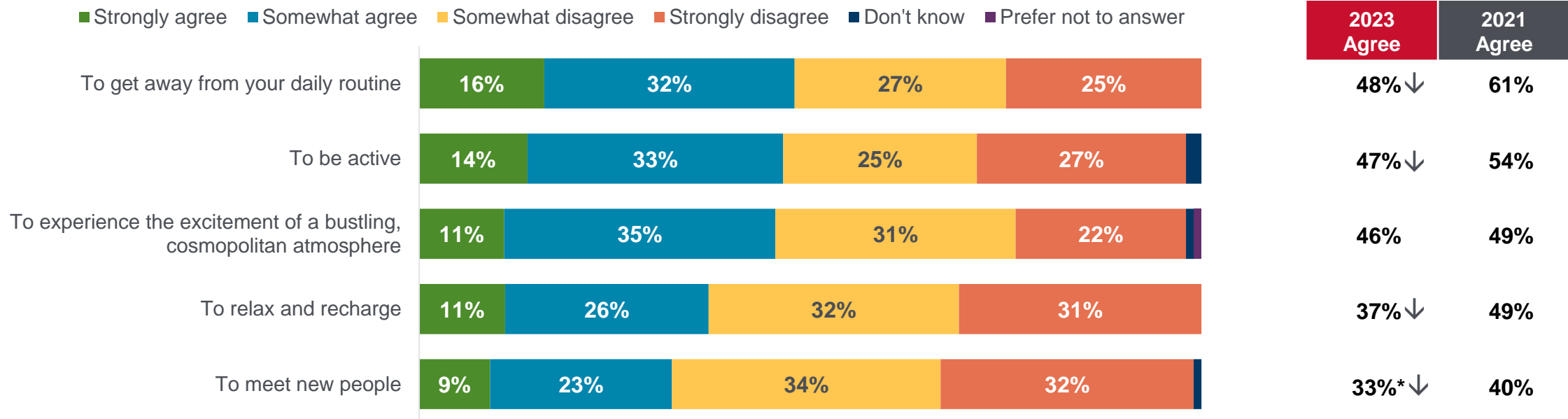
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\*Rounding



# Reasons to visit downtown (continued)

Around one-half agreed they would visit downtown to get away from their daily routine (48%), be active (47%) or to experience a cosmopolitan atmosphere (46%), while around one-third would visit to relax and recharge (37%) or meet new people (33%). All of these measures have declined from 2021, with the exception of experiencing a bustling cosmopolitan atmosphere.



Q. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that the following are reasons you would choose to go downtown in the coming year.  
 Base: Valid respondents (2023 n=500; 2021 n=502)

↑ Statistically higher than 2021  
 ↓ Statistically lower than 2021

Data labels <3% not shown

\*Rounding





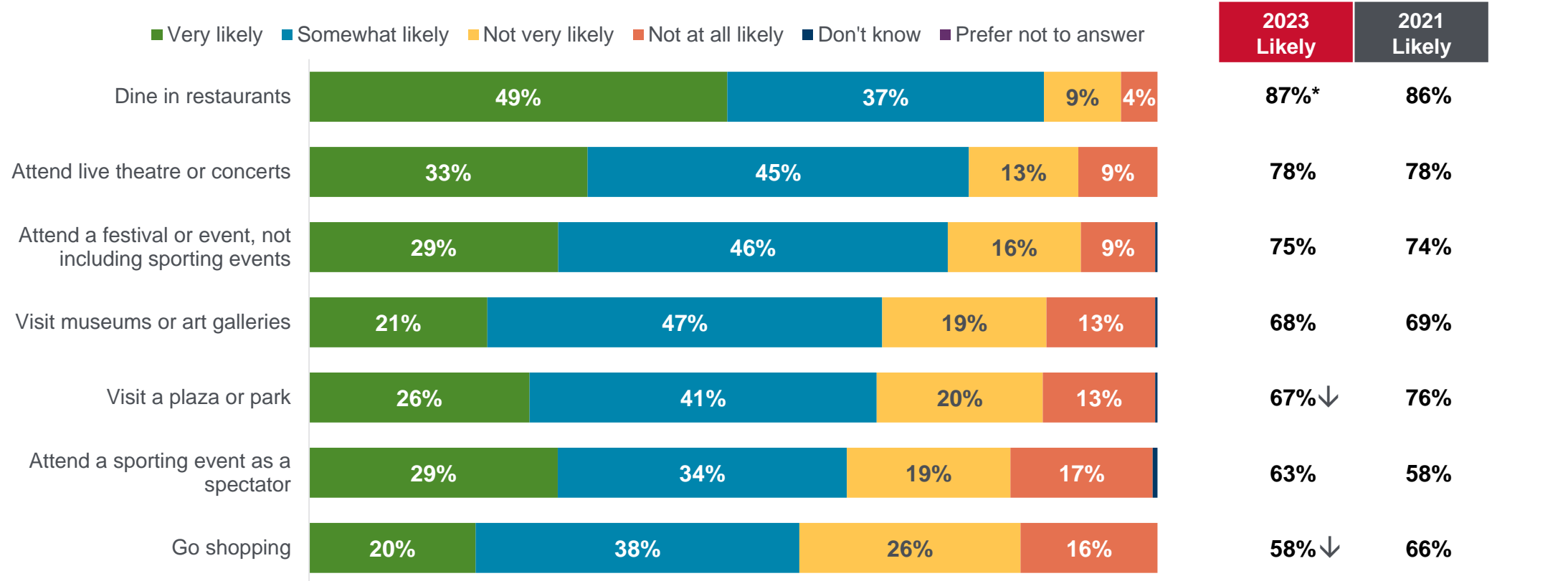
# Reasons to visit downtown: subgroup differences

- Residents of **Northeast Calgary** are more likely to visit downtown to be active (61% vs. 41% to 45% living in other quadrants) and to relax and recharge (55% vs. 26% to 37% living in other quadrants)
- **Males** are more likely to visit downtown to meet new people (40% vs. 26% females) whereas **females** are more likely to visit to enjoy the arts and culture scene (84% vs. 71%)
- Those with **higher household incomes** are more likely to visit downtown to be entertained or have fun (88% to 91% with incomes \$90k+ vs. 75% with incomes <\$90k), whereas those with **lower incomes** are more likely to visit to relax and recharge (50% with incomes <\$90k vs. 29% to 34% with incomes \$90k+)



# Likelihood of participating in various activities

Dining in restaurants (87%), attending live theatre or concerts (78%) and attending a festival or event (75%) are activities respondents are most likely to do in downtown in 2024. This is followed by visiting a museum or art gallery (68%), visiting a plaza or park (67%, down from 76% in 2021), attending a sporting event (63%) and shopping (58%, down from 66%).



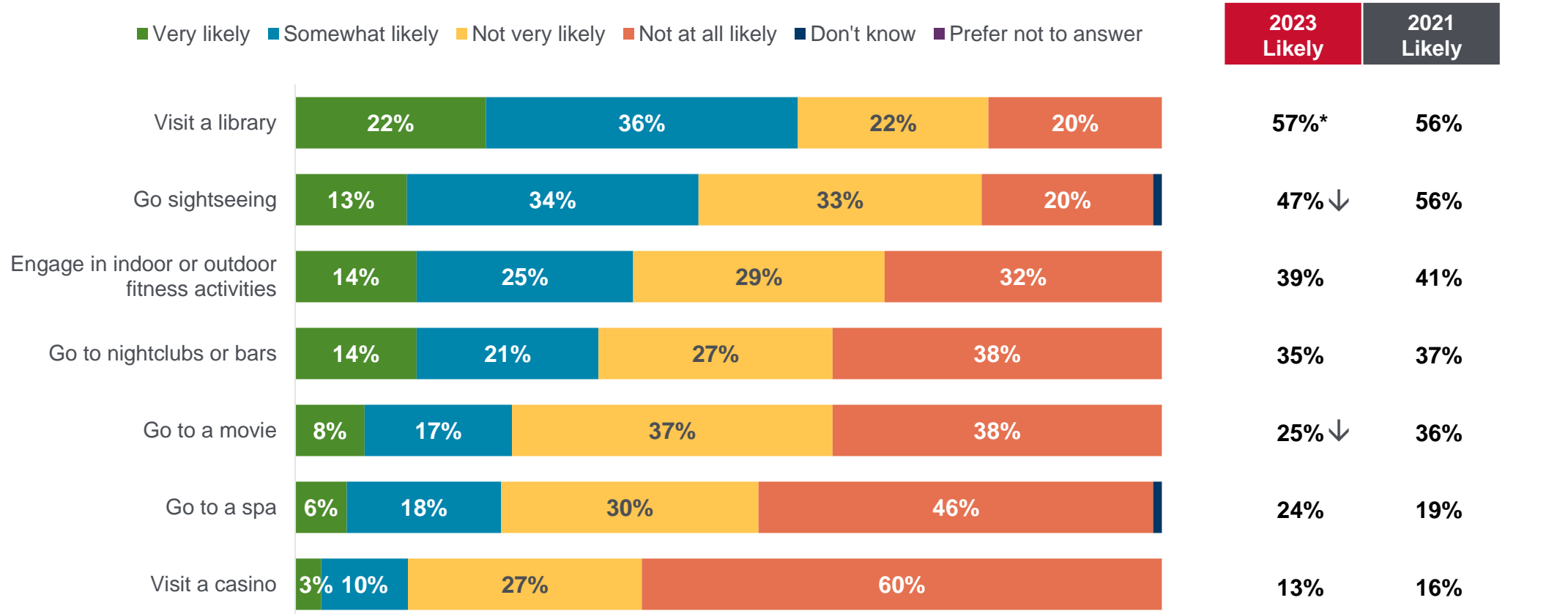
Q. I am going to read you a list of types of activities that people may do downtown. For each of these, please tell me if you are very likely, somewhat likely, not very likely, or not at all likely to participate in that activity downtown in the coming year.  
 Base: Valid respondents (2023 n=500; 2021 n=502)

↑ Statistically higher than 2021  
 ↓ Statistically lower than 2021  
 Data labels <3% not shown  
 \*Rounding



# Likelihood of participating in various activities (continued)

Activities respondents are least likely to participate in include visiting a casino (13%), going to a spa (24%) and going to a movie (25%, down from 36% in 2021). Nearly half (47%) indicated they would go sightseeing, down from 56% in 2021.



Q. I am going to read you a list of types of activities that people may do downtown. For each of these, please tell me if you are very likely, somewhat likely, not very likely, or not at all likely to participate in that activity downtown in the coming year.  
 Base: Valid respondents (2023 n=500; 2021 n=502)

↑ Statistically higher than 2021  
 ↓ Statistically lower than 2021  
 Data labels <3% not shown  
 \*Rounding

# Likelihood of participating in activities: subgroup differences

- Those who rate downtown as **not a desirable leisure destination** are **less likely** to participate in **all activities** for leisure purposes downtown, with the **exception of**:
  - Attending live theatre or concerts; and
  - Visiting museums or art galleries
- **Younger Calgarians** are **more likely** to say they would participate in **all activities**, with the **exception of**:
  - Attending live theatre or concerts;
  - Visiting museums or art galleries;
  - Shopping;
  - Sightseeing;
  - Going to a movie; and
  - Visiting a casino
- Residents of **Northeast Calgary** are **less likely** to say they would visit downtown to go to **nightclubs or bars** (20% vs. 38% to 40% in other quadrants), and **more likely** to say they would:
  - Visit museums or art galleries (79% vs. 62% living in Southeast or Northwest Calgary);
  - Visit a plaza or park (81% vs. 62% living in the Southwest and 58% living in the Southeast);
  - Visit a library (69% vs. 48% in the Southeast and 53% in the Northwest);
  - Go sightseeing (61% vs. 41% in the Southwest and 42% in the Northwest);
  - Engage in indoor or outdoor fitness activities (49% vs. 32% in Southwest or Southeast Calgary); and
  - Go to a movie (39% vs. 20% in the Southwest and 14% in the Southeast)

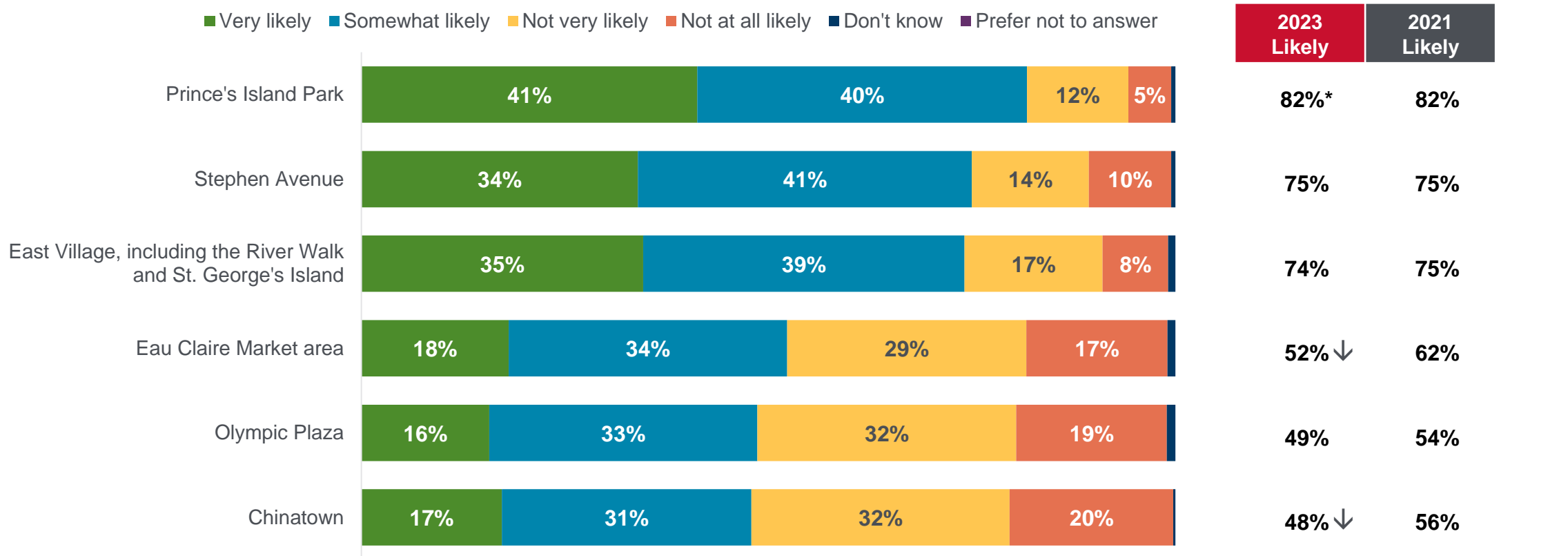
## Likelihood of participating in activities: subgroup differences (continued)

- **Females** are more likely than males to say they would visit a museum or art gallery (73% vs. 62%), library (65% vs. 49%) or spa (35% vs. 12%), whereas **males** are more likely to say they would watch a sporting event (69% vs. 58%) or visit a casino (17% vs. 9%)
- Those in **higher income households** were more likely to say they would dine in restaurants (88% to 93% with incomes \$90k+ vs. 73% with incomes <\$90k) or watch a sporting event (64% to 77% \$90k+ vs. 42% <\$90k), whereas those with **lower incomes** are more likely to say they would go sightseeing (53% to 57% with incomes <\$150k vs. 38% with incomes \$150k+)
- Those **not born in Canada** are **more likely** to say they would:
  - Visit a museum or art gallery (78% vs. 64% born in Canada);
  - Visit a library (68% vs. 53%);
  - Go sightseeing (61% vs. 42%);
  - Go to a movie (36% vs. 20%); and
  - Go to a spa (33% vs. 20%)



# Likelihood of visiting specific locations

Prince's Island Park, Stephen Avenue and the East Village (including the River Walk and St. George's Island) are the most popular locations among respondents, with at least three-quarters expecting to visit them in 2024 (82%, 75% and 74%, respectively). Responses are split regarding other downtown locations, with around one-half being likely to visit Eau Claire (52%), Olympic Plaza (49%) or Chinatown (48%).



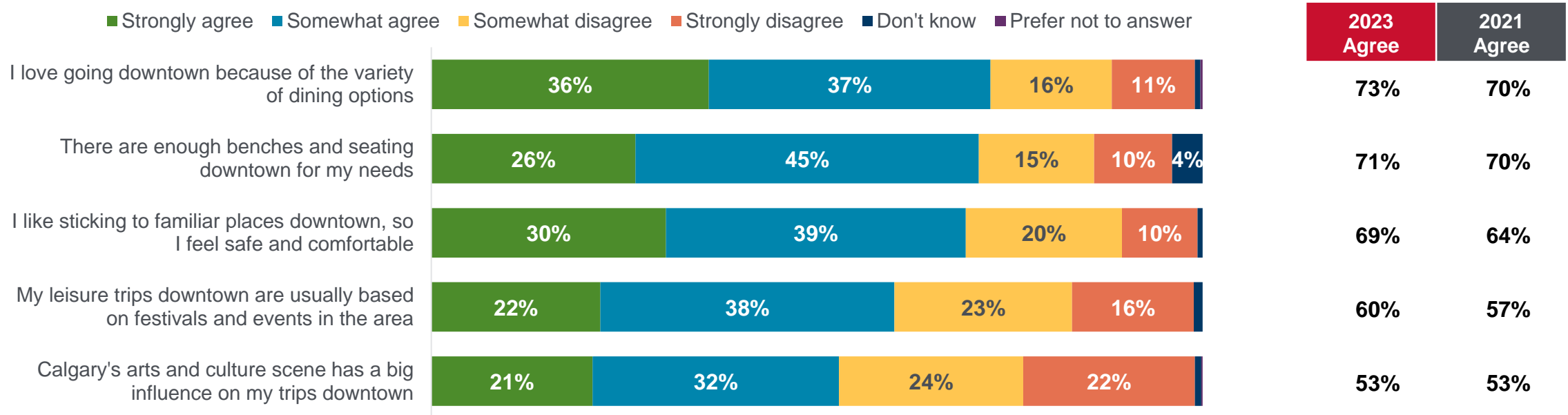
Q. Now, I'm going to read a list of locations in downtown Calgary. For each one, please tell me how likely or unlikely you are to visit each location in the coming year for leisure.  
 Base: Valid respondents (2023 n=500; 2021 n=502)

↑ Statistically higher than 2021  
 ↓ Statistically lower than 2021  
 Data labels <3% not shown  
 \*Rounding



# Perceptions of downtown as a leisure destination

Respondents were asked to rate their agreement with a variety of statements regarding their trips downtown. Around seven-in-ten agree they love going downtown for the variety of dining options (73%), that there are enough benches/seating (71%). A further seven-in-ten (69%) agree they like sticking to familiar places downtown in order to feel safe and comfortable (69%). Six-in-ten (60%) agree their leisure trips downtown are usually driven by festivals or events, and around one-half (53%) agree that Calgary’s arts and culture scene has a big influence on their trips downtown.



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

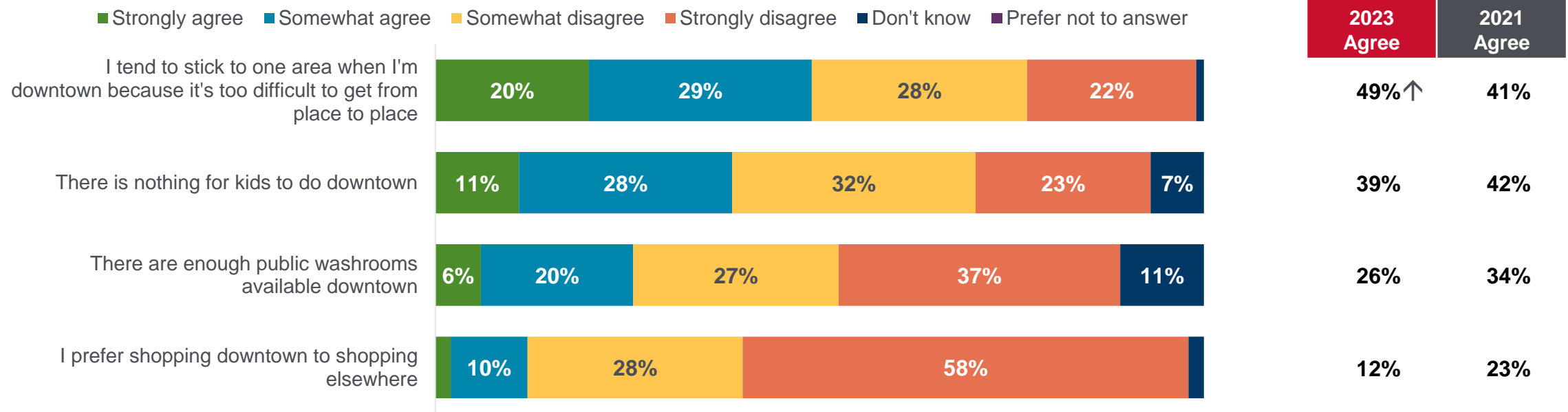
Base: Valid respondents (2023 n=500; 2021 n=502)

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# Perceptions of downtown as a leisure destination (continued)

Agreement regarding the ease of traveling within downtown is split, with 49% agreeing they tend to stick to one area when downtown because it's too difficult to get from place to place (up from 41% in 2021). There is no majority consensus regarding kid-friendly amenities or activities, with 39% agreeing and 55% disagreeing that there is nothing for kids to do downtown. A minority agree there are enough public washrooms available downtown (26%) and that they prefer shopping downtown to shopping elsewhere (12%).



Q. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, strongly disagree, or if it's not applicable.  
 Base: Valid respondents (2023 n=500; 2021 n=502)

↑ Statistically higher than 2021  
 ↓ Statistically lower than 2021

Data labels <3% not shown

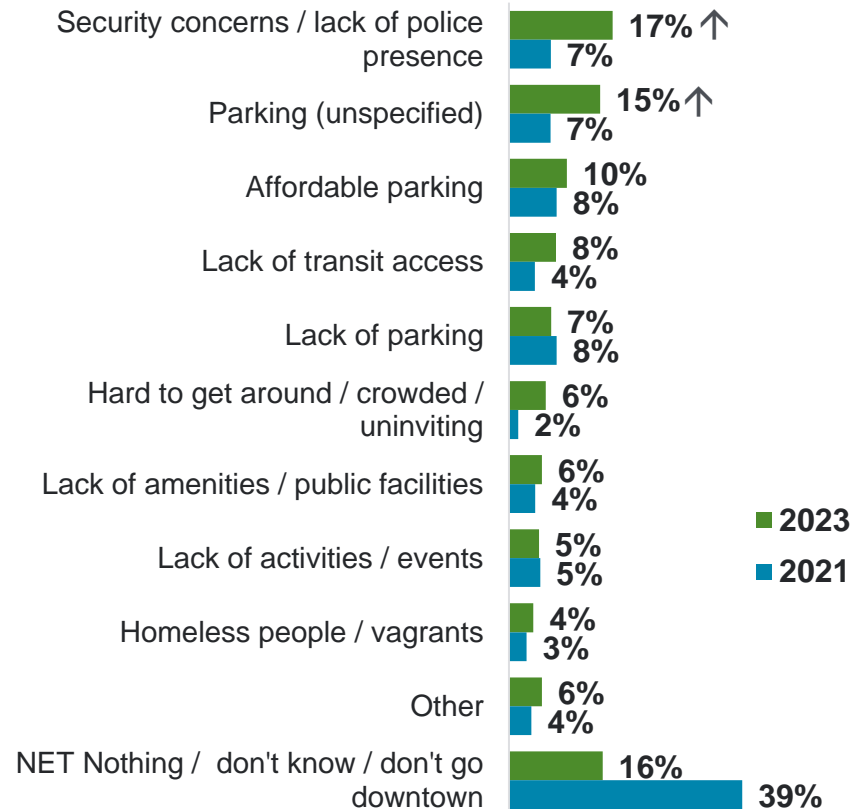
\*Rounding





# Barriers to visiting downtown

Security concerns or a lack of police presence (17%) was the top named barrier that prevents respondents from visiting or staying longer in downtown. This is followed by parking concerns, including parking in general (15%), parking affordability (10%) and a lack of parking (7%).



↑ Statistically higher than 2021  
 ↓ Statistically lower than 2021

A 'NET' is a combination of 2 or more mentions that cover a specific theme

Multiple responses allowed

Mentions of <4% are not shown

Q. What, if any, features or amenities are missing from downtown that prevent you from planning to visit more often or staying longer? [OPEN-END]  
 Base: Valid respondents (2023 n=500; 2021 n=502)



# Perceptions of downtown: subgroup differences

- Subgroups more likely to **agree** they love going downtown because of the **variety of dining options** include:
  - Younger Calgarians (86% aged 18-34 vs. 70% aged 35-64 vs. 54% aged 65+);
  - Higher-income Calgarians (75% to 79% with household incomes \$90k+ vs. 51% with incomes <\$90k);
  - Those not born in Canada (84% vs. 68% born in Canada); and
  - Those who work or go to school downtown (83% vs. 68% who do not)
- Subgroups more likely to **agree** they **prefer shopping downtown** to shopping elsewhere include:
  - Those with children in their household (19% vs. 9% without);
  - Lower-income Calgarians (17% with household incomes <\$90k vs. 7% with incomes \$150k+); and
  - Racialized Calgarians (23% vs. 10% of non-Racialized Calgarians)
- Subgroups more likely to **agree** they like **sticking to familiar places** downtown, so they feel safe and comfortable include:
  - Those with children in their household (76% vs. 66% without); and
  - Racialized Calgarians (78% vs. 66% of non-Racialized Calgarians)
- Those with **children in their household** are more likely to **agree** there is **nothing for kids to do downtown** (51% vs. 29% without children in the household).

# Perceptions of downtown: subgroup differences (continued)

- Those who **find downtown to be an undesirable destination** are **less likely to agree with positive statements** about downtown, and **more likely to agree with negative statements**, except for:
  - I like sticking to familiar places downtown, so I feel safe and comfortable;
  - My leisure trips downtown are usually based on festivals and events in the area;
  - There are enough public washrooms available downtown; and
  - There is nothing for kids to do downtown
- **Younger Calgarians** are more likely to name **lack of transit** options as a barrier to visiting downtown for leisure (15% 18-34 vs. 6% 35-64 vs. 2% 65+), while **middle-aged Calgarians** are more likely to name **parking** (in general) as a barrier (21% 35-64 vs. 9% 18-34 and 11% 65+)
- Those **work or attend school downtown** are more likely to name **security concerns/lack of police** presence as a barrier to visiting downtown for leisure purposes (26% vs. 14% that don't work or attend school downtown)

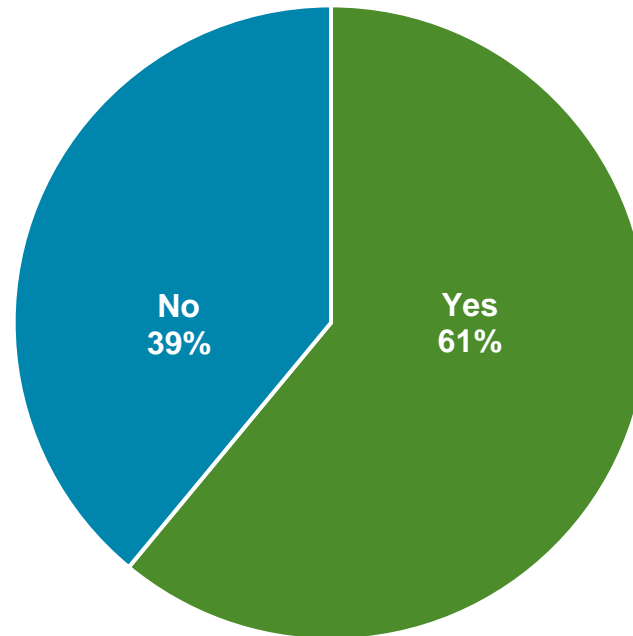


# Parking and accessibility



# Driving downtown for leisure purposes

To preface questions regarding parking downtown, respondents were asked whether they drive downtown for leisure purposes in a typical year. Six-in-ten (61%) say that they do, while four-in-ten (39%) do not.

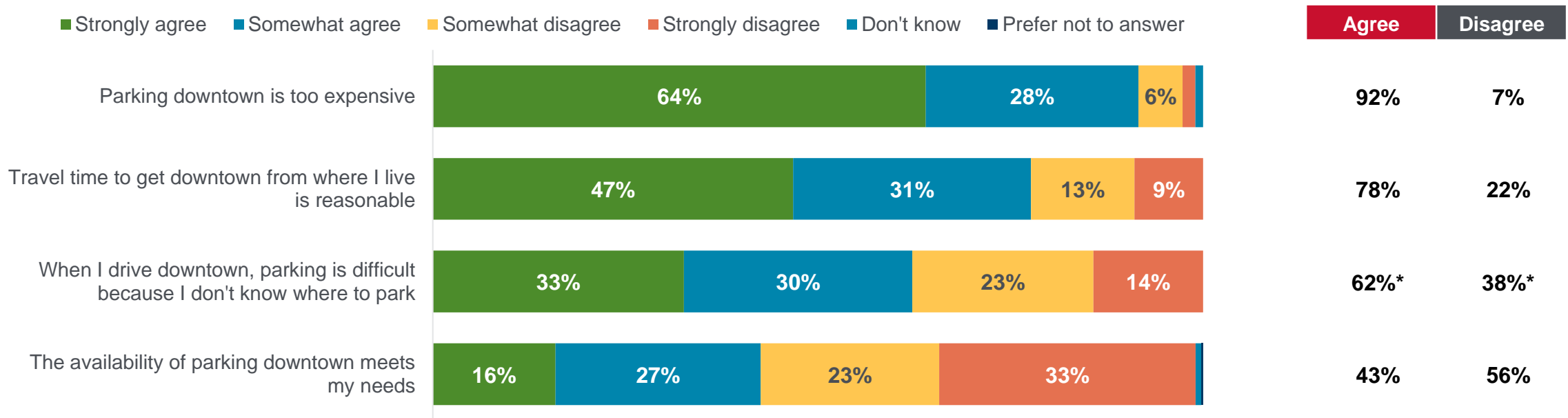


Q. In a typical year, do you ever drive downtown for leisure purposes?  
Base: Valid respondents (n=500)



# Downtown accessibility and parking

Of those that drive downtown, the vast majority (92%) agree that parking downtown is too expensive, with nearly two-thirds (64%) strongly agreeing. Around eight-in-ten (78%) feel the travel time to get downtown from where they live is reasonable. Six-in-ten (62%) feel that parking downtown is difficult because they don't know where to park, and 43% agree the availability of parking downtown meets their needs.



Q. For each of the following statements please tell me the extent to which you agree or disagree.  
 Base: Drive downtown (n=289)

Data labels <3% not shown  
 \*Rounding



# Downtown parking: subgroup differences

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

- Younger Calgarians (71% aged 18-34 vs. 60% aged 35-64 vs. 49% aged 65+);
- Lower-income Calgarians (80% <\$90k vs. 63% \$90-<\$150k vs. 56% \$150k+); and
- Racialized Calgarians (75% vs. 58% of non-Racialized Calgarians)



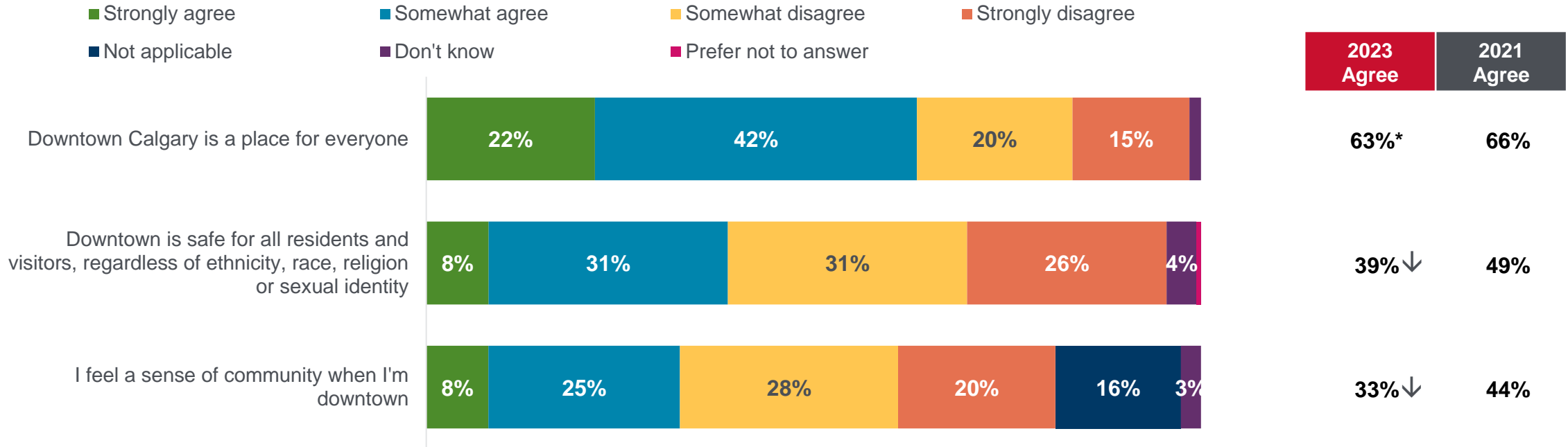
# Sense of community and safety





# Sense of community in Calgary's downtown

While nearly two-thirds (63%) agree that downtown Calgary is a place for everyone, only 33% feel a sense of community when they are downtown (down from 44%). Further, 39% agree downtown is safe for all residents and visitors, regardless of ethnicity, race, religion or sexual identity (down from 49%).



Q. And to what extent do you agree or disagree with the following statements about Calgary's downtown?  
 Base: Valid respondents (2023 n=500; 2021 n=502)

↑ Statistically higher than 2021  
 ↓ Statistically lower than 2021  
 Data labels <3% not shown  
 \*Rounding



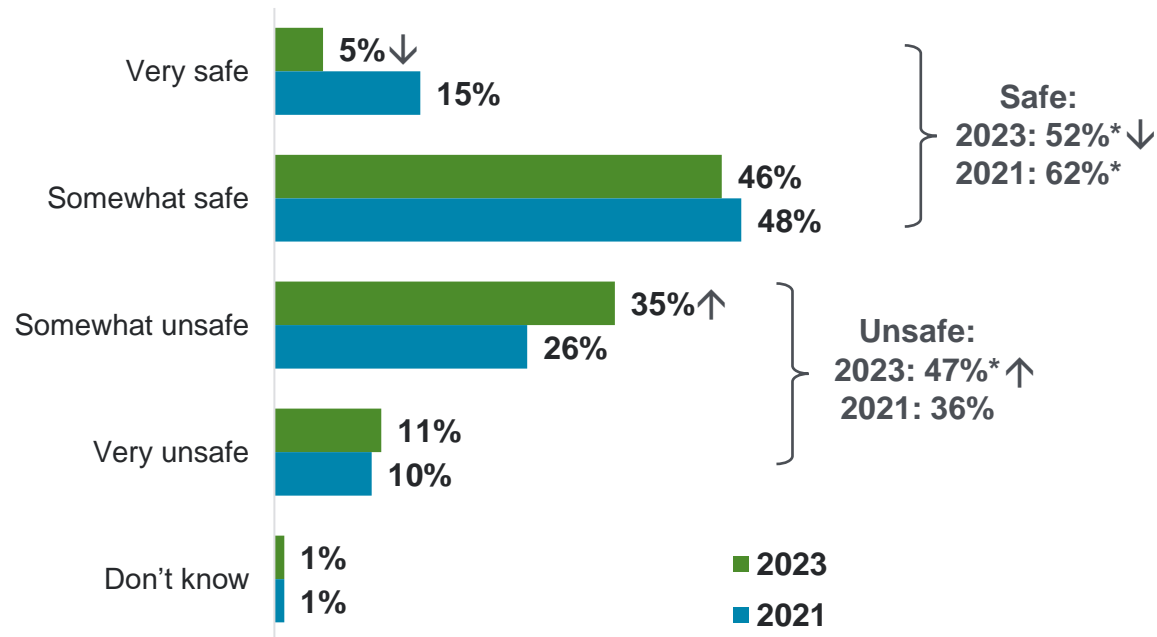
# Sense of community: subgroup differences

- Those **not born in Canada** and those who rate downtown as a **desirable leisure destination** are more likely to **agree** with **all three statements** about sense of community in downtown Calgary.
- Additionally, subgroups more likely to **agree** that **downtown is a place for everyone** include:
  - Younger and middle-aged Calgarians (64% to 70% aged 18-64 vs. 52% aged 65+); and
  - Higher income earners (67% to 73% with household incomes of \$90k+ vs. 54% earning <\$90k)
- And, **higher income earners** are **least likely to agree** they feel a **sense of community** in downtown Calgary (32% earning \$150k+ vs. 46% to 47% with household incomes <\$150k)



# Perception of safety downtown: overall

Overall perceptions of downtown safety are split, with those rating downtown as ‘safe’ overall being down significantly from 2021. Around one-half (52%) believe downtown is safe overall (down from 62%), with a slim minority (5%) rating it as ‘very’ safe (down from 15%). The other half (47%) think downtown is unsafe (up from 36%), with one-in-ten (11%) rating it as ‘very’ unsafe.



Q. How safe or unsafe do you think Calgary’s downtown is overall?  
Base: Valid respondents (2023 n=500; 2021 n=502)

↑ Statistically higher than 2021  
↓ Statistically lower than 2021

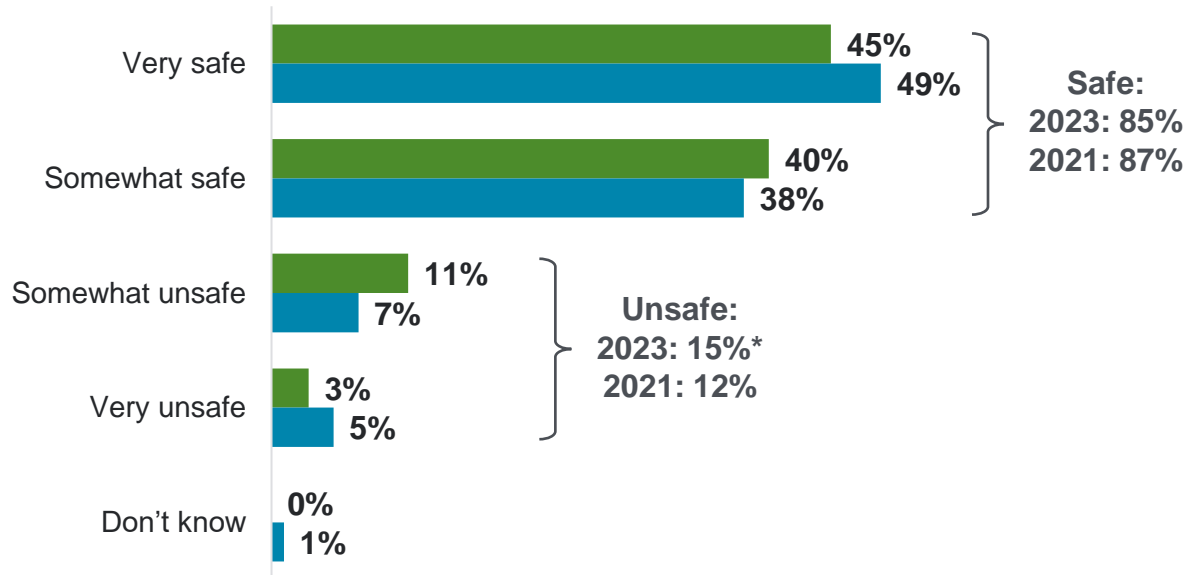
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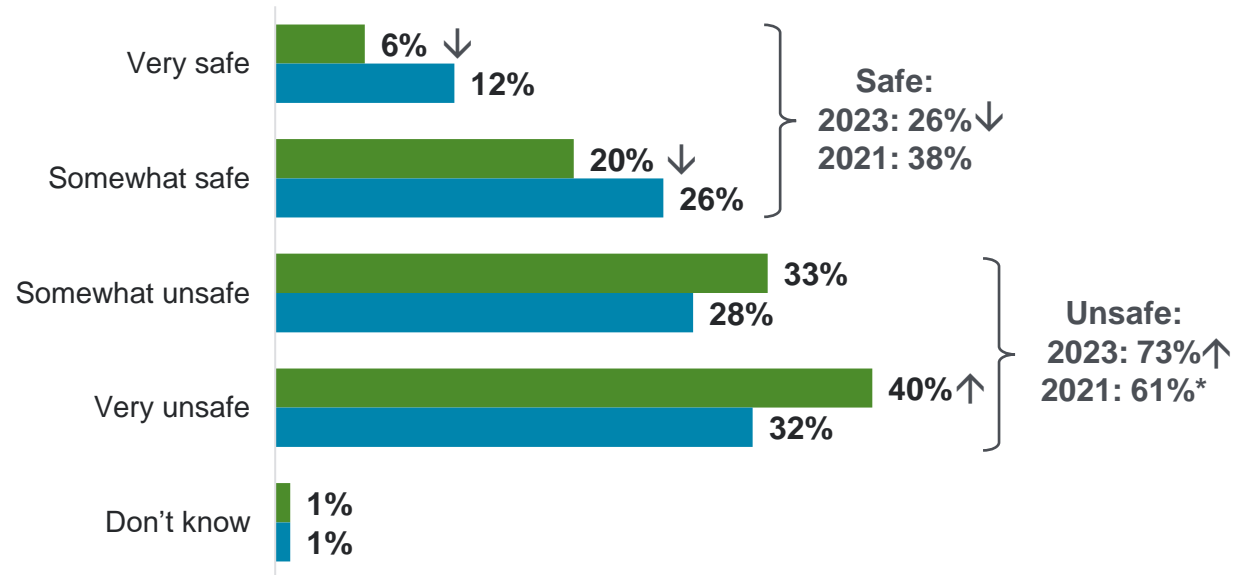
# Perception of safety downtown: time of day

When it comes to walking alone downtown, perception of safety shift depending upon the time of day. The majority (85%) feel, or would feel, safe walking downtown alone during the day, while only one-quarter (26%) would feel safe walking alone after dark. While there are no significant changes from 2021 regarding daytime perceptions, those feeling unsafe after dark is up significantly (73% vs. 61%).

Feeling of safety walking downtown alone during the day



Feeling of safety walking downtown alone after dark



↑ Statistically higher than 2021  
↓ Statistically lower than 2021

\*Rounding

Q. How safe do you feel or would you feel walking alone downtown during the day? After dark?  
Base: Valid respondents (2023 n=500; 2021 n=502)



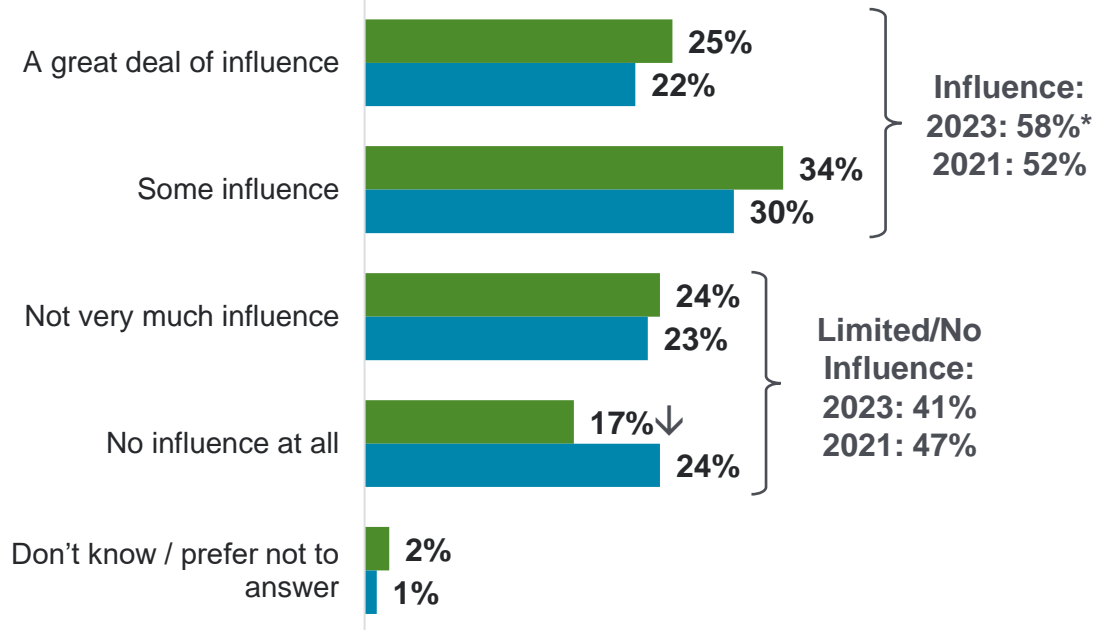
# Perceptions of safety: subgroup differences

- Subgroups more likely to rate downtown Calgary as **safe overall**, and agree that they **feel safe walking alone downtown** both during the day and after dark include:
  - Males (vs. females);
  - Those who find downtown to be a desirable destination (vs. those who do not); and
  - Those who plan to visit downtown Calgary for leisure this year (vs. those who do not)
- Compared to seniors, **younger Calgarians** (aged 18-34) are more likely to rate downtown as **safe overall** (57% vs. 41%) and agree that they **feel safe walking alone downtown during the day** (90% vs. 79%), however, they are not more likely to feel safe walking alone downtown after dark.
- Those with **higher household incomes** (\$150k+) are more likely to **feel safe walking alone during the day** (90% vs. 80% earning <\$90k), however there is no difference regarding walking alone after dark.



# Influence of safety on downtown leisure visits

Six-in-ten (58%) say that safety concerns influence their decision to visit downtown for leisure, with one-quarter (25%) saying it has a 'great deal' of influence. Conversely, four-in-ten (41%) say that safety concerns have limited or no influence on their decision to visit downtown; nearly two-in-ten (17%) say it has 'no influence at all', down from 24% in 2021.



Q. How much of an influence do safety concerns have on your decision to visit downtown for leisure?  
Base: Valid respondents (2023 n=500; 2021 n=502)

↑ Statistically higher than 2021  
↓ Statistically lower than 2021

\*Rounding



# Respondent profile



# Respondent profile

Quadrant of residence	
Southwest	27%
Southeast	23%
Northwest	29%
Northeast	21%

Household size	
1	16%
2	33%
3 to 4	39%
5 or more	11%

Years lived in Calgary	
Less than 10	12%
10 to less than 20	21%
20 years or more	67%

Gender	
Female	52%
Male	48%
Prefer to self-describe	0%

Age	
18 to 24	6%
25 to 34	22%
35 to 44	20%
45 to 54	18%
55 to 64	13%
65 or older	20%

Education	
Completed high school or less	18%
Completed a Registered Apprenticeship or other trades certificate/diploma	7%
Completed a college or other non-university certificate/diploma	21%
Completed university degree or post-grad degree	53%

Income	
Less than \$90,000	24%
\$90,000 to <\$150,000	30%
\$150,000 or more	34%
Don't know	3%
Prefer not to answer	9%

Home ownership	
Own	77%
Rent	21%
Other	1%

Children in household	
Yes	31%
No	68%

Seniors in household	
Yes	26%
No	74%

Base: Valid respondents (n=500, unless otherwise specified)





# Respondent profile

Disability in household <sup>^</sup>	
Yes - myself	10%
Yes – someone in my household	10%
No	83%

Identify as 2SLGBTQIA <sup>^</sup>	
Yes	7%
No	91%
Prefer not to answer	1%

Born in Canada	
Yes	75%
No	25%

Identify as Indigenous <sup>^</sup>	
Yes – First nations	1%
Yes - Metis	2%
Yes - Inuit	<1%
Yes – Prefer to self-describe	0%
No	96%
Prefer not to answer	1%

Identify as Racialized	
Yes	24%
No	73%
Prefer to self-describe	<1%
Prefer not to answer	2%

Base: Valid respondents (n=500, unless otherwise specified)

<sup>^</sup>Multiple responses permitted



# Contact

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