2025 CITIZEN PERSPECTIVES SURVEY

Final Report

May 2025

Town of CANMORE

Ipsos

Contents

INTRODUCTION

Background and Objectives

Background

This report presents the findings of the Town of Canmore's 2025 Citizen Perspectives Survey. The Citizen Perspectives Survey is conducted every few years to understand the needs and perceptions of residents, determine satisfaction with municipal services, identify spending priorities, identify areas for improvement, and learn more about the overall quality of life in Canmore. The last survey was conducted in 2023.

Insights gained by this research inform future priorities and direction for Town of Canmore Council and administration.

Objectives

Key survey topics include:

- Important local issues
- Quality of life
- Perceptions of staff and Council
- Importance of and satisfaction with Town services and programs
- Financial planning
- Communications, engagement, and customer service
- Environmental sustainability
- Community safety
- Growth and development
- Diversity and inclusion

Methodology

Methodology

Ipsos conducted a total of 400 telephone interviews with a randomly selected representative sample of Canmore residents aged 18 years or older.

A screening question was included at the start of the survey to confirm residency (either full-time or part-time) in Canmore.

Fieldwork for the survey was completed between April 2 and 16, 2025.

The final data has been weighted to ensure that the gender/age distribution reflects that of the actual population in Canmore according to 2021 Census data.

Overall results based on a sample size of 400 are accurate to within ±4.9%, 19 times out of 20. The margin of error will be larger for sample subgroups.

Interpreting and Viewing the Results

Some totals in the report may not add to 100%. Some summary statistics (e.g., total satisfied) may not match their component parts. The numbers are correct, and the apparent errors are due to rounding.

Where possible, this year's results have been compared to past Citizen Perspectives Surveys to understand how attitudes and priorities are changing, identify new or emerging issues, and monitor perceptions of the Town's performance. Arrows (▼▲) are used to denote statistically significant differences between 2025 and 2023.

DETAILED RESULTS

IMPORTANT LOCAL ISSUES

Important Local Issues
(coded open-end, multiple responses allowed)

	1st mention	2nd mention	Total mentions

	Total mentions		TOTAL MENTIONS	
			2023	2021
Social [Net]	39%	47%	47%	18%
Growth and development [Net]	18%	28%	26%	62%
Transportation [Net]	5%	15% ▼	21%	20%
Economy [Net]	6%	14%	15%	5%
Miscellaneous [Net]	8%	13%	14%	11%
Environment [Net]	7%	13% ▲	6%	6%
Infrastructure [Net]	4%	9%	12%	9%
Wildlife management [Net]	3%	8% ▲	3%	13%
Municipal government services [Net]	2%	3%	2%	3%
Parks, recreation, and culture [Net]		1%	1%	1%
Other	3%	7%	9%	12%
None/nothing/don't know		4%	5%	4%

▼▲ significantly higher/lower than 2023.

Important Local Issues – Individual Responses Included in Each Net[1] (coded open-end, multiple responses allowed)

Note: A "NET" is a combination of two or more mentions that cover a specific theme.

Q1. In your view, as a resident of Canmore, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?

Base: All respondents – 2025 (n=400)

TOTAL MENTIONS	
SOCIAL [NET]	**47%**
Affordable housing	30%
Housing (unspecified)	12%
Availability of housing	6%
GROWTH AND DEVELOPMENT [NET]	**28%**
Sustainable growth/development	8%
Too much growth/development	6%
Too many tourists/visitors	5%
Three Sisters development	4%
Population growth	3%
TRANSPORTATION [NET]	**15%**
Traffic congestion	8%
Parking issues/tickets	6%

TOTAL MENTIONS	
ECONOMY [NET]	**14%**
Cost of living	10%
MISCELLANEOUS [NET]	**13%**
Taxes/high taxes	4%
Community involvement in decision making	4%
Budget control/appropriate spending of taxes	3%
ENVIRONMENT [NET]	**13%**
Conserving the environment/green spaces	11%

[1] Nets 10% or more total mentions. Individual responses 3% or more.

QUALITY OF LIFE

Overall Quality of Life in Canmore Today

Legend:
- 2025 (teal)
- 2023 (dark grey)
- 2021 (light grey)

Very good
- 2025: **48%**
- 2023: 49%
- 2021: 64%

Good
- 2025: **45%**
- 2023: 44%
- 2021: 34%

TOTAL GOOD
- **92%**
- 93%
- 98%

Poor
- 2025: **7%**
- 2023: 6%
- 2021: 2%

Very poor
- 2025: **0%**
- 2023: 1%
- 2021: 0%

TOTAL POOR
- **7%**
- 7%
- 2%

Don't know
- 2025: **1%**
- 2023: 0%
- 2021: 0%
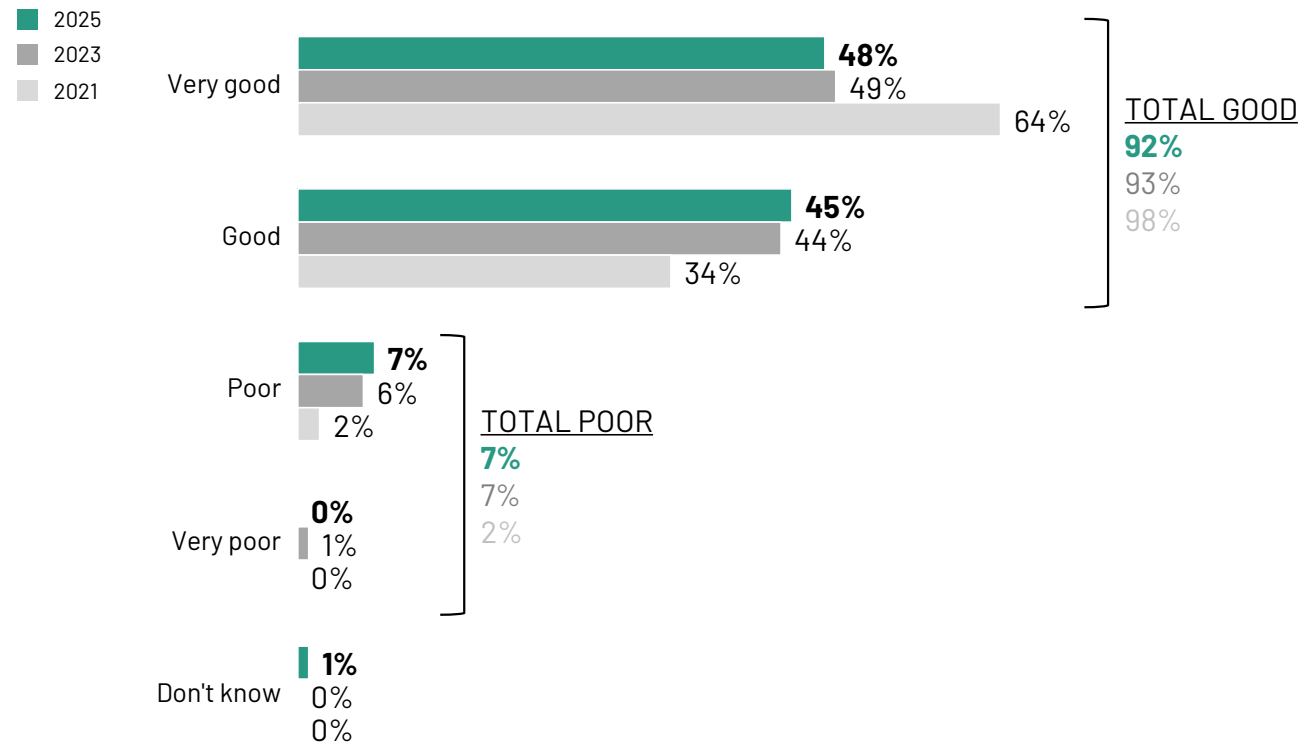
Q2. How would you rate the overall quality of life in Canmore today? Would you say …?
Base: All respondents – 2025 (n=400); 2023 (n=400); 2021 (n=300)

▼▲ significantly higher/lower than 2023.

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Change in Quality of Life in Past 3 Years

Legend:
- 2025
- 2023
- 2021

Improved
- 2025: **8%**
- 2023: 8%
- 2021: 9%

Stayed the same
- 2025: **41%**
- 2023: 39%
- 2021: 53%

Worsened
- 2025: **50%**
- 2023: 52%
- 2021: 38%

Don't know
- 2025: **1%**
- 2023: 2%
- 2021: 0%
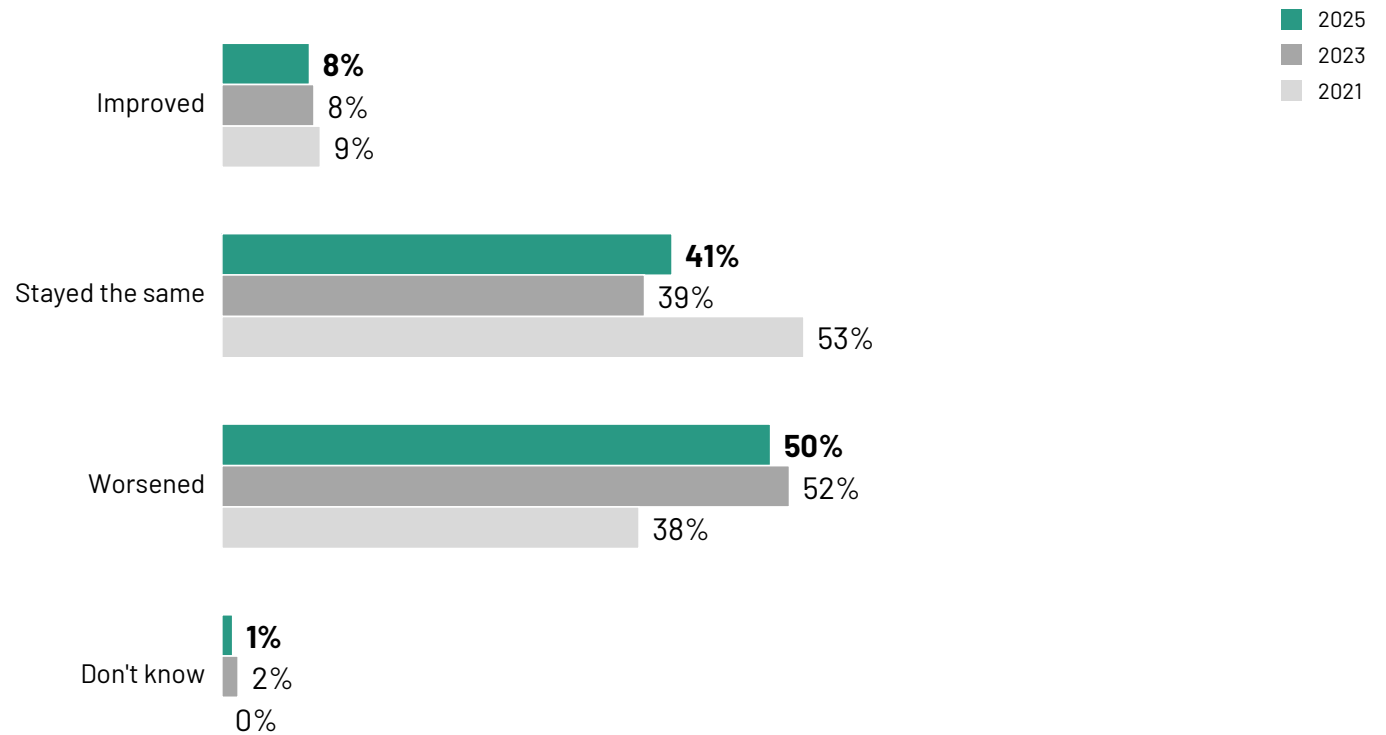
Q3. And, do you feel that the quality of life in Canmore in the past three years has …?

Base: All respondents – 2025 (n=400); 2023 (n=400); 2021 (n=300)

▼▲ significantly higher/lower than 2023.

Reasons Quality of Life has Worsened
(coded open-end)

	2023	2021
Growth and development [Net]	44% ▲	26%	51%
Cost of living	20% ▼	36%	14%
Housing affordability/availability	14%	10%	7%
Governance/leadership	7%	8%	2%
Traffic	4%	3%	8%
Taxes/increased taxes	2%	0%	0%
Parking	2%	4%	0%

Note: 2025 mentions <2% not shown.

Q5. Why do you think the quality of life has worsened?

Base: Those saying the quality of life has worsened – 2025 (n=204); 2023 (n=210); 2021 (n=132)

▼▲ significantly higher/lower than 2023.

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PERCEPTIONS OF STAFF AND COUNCIL

Satisfaction with Council and Administration

	Very satisfied	Somewhat satisfied	Not very satisfied	Not at all satisfied	Don't know	TOTAL SATISFIED		
						2025	2023	2021
Municipal government including Council and Administration as a whole	13%	52%	23%	12%		65%	64%	73%
Administration, excluding Council	15%	56%	14%	10%	5%	71%	66%	75%
Council, excluding Administration	12%	54%	19%	12%	3%	66%	66%	70%
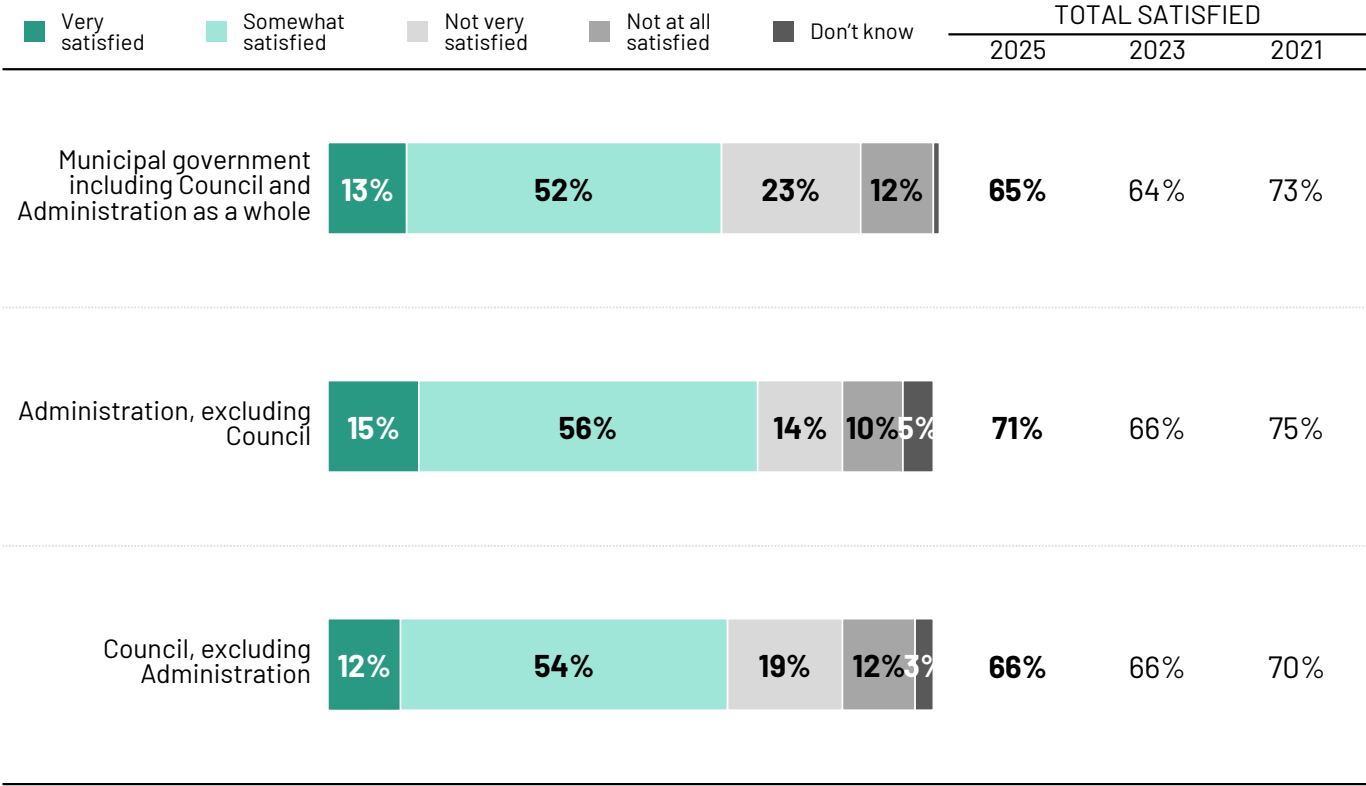
Note: Data labels <3% not shown.

Q6. Taking everything into account, how satisfied are you with the way the Town of Canmore's [INSERT ITEM] is going about running the community?

Base: All respondents – 2025 (n=400); 2023 (n=400); 2021 (n=300)

▼▲ significantly higher/lower than 2023.

IMPORTANCE OF AND SATISFACTION WITH TOWN SERVICES AND PROGRAMS

Overall Satisfaction with Town Services and Programs

Very satisfied
- 2025: **37%**
- 2023: 35%
- 2021: 41%

TOTAL SATISFIED
86%
86%
88%

Somewhat satisfied
- 2025: **49%**
- 2023: 50%
- 2021: 47%

Not very satisfied
- 2025: **11%**
- 2023: 11%
- 2021: 9%

TOTAL NOT SATISFIED
13%
13%
11%

Not at all satisfied
- 2025: **2%**
- 2023: 1%
- 2021: 2%

Don't know
- 2025: **0%**
- 2023: 2%
- 2021: 1%

Legend:
- 2025
- 2023
- 2021
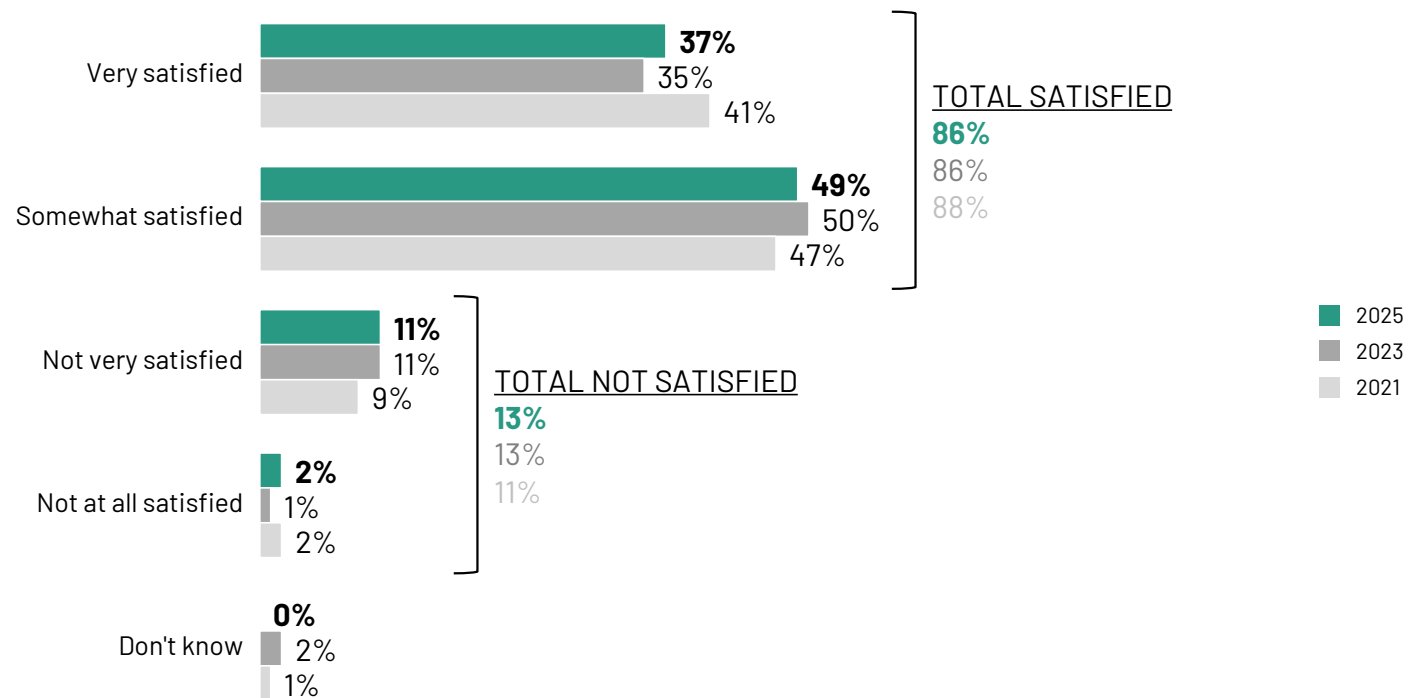
Q7x. How satisfied are you with the overall level and quality of services and programs provided by the Town of Canmore? Are you ...?
Base: All respondents – 2025 (n=400); 2023 (n=400); 2021 (n=300)

▼▲ significantly higher/lower than 2023.

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Importance of Town Services and Programs (1/2)

Legend: ■ Very important ■ Somewhat important ■ Not very important ■ Not at all important ■ Don't know

Service	Very important	Somewhat important	Not very important	TOTAL IMPORTANT 2025	TOTAL IMPORTANT 2023	TOTAL IMPORTANT 2021
Fire and rescue services	94%	6%		100%	99%	100%
Parks, trails and other green space	87%	12%		99%	99%	100%
Emergency preparedness	89%	9%		98%	98%	98%
Water and waste water services	87%	11%		98%	98%	98%
Police services provided by the RCMP	80%	17%		98%	96%	98%
Land use and community planning	83%	14%		97%	98%	95%
Traffic management	74%	22%	3%	97%	98%	96%
Recycling, garbage and compost collection	76%	21%	3%	96%	97%	99%
Street cleaning including snow/ice removal	71%	25%	3%	96%	96%	99%

▼▲ significantly higher/lower than 2023.

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Importance of Town Services and Programs (2/2)

	Very important	Somewhat important	Not very important	Not at all important	Don't know	TOTAL IMPORTANT		
						2025	2023	2021
Recreation facilities and programs	69%	27%	3%			**96%**	95%	92%
Social supports including family/community support and affordable services	73%	22%	3%			**95%**	94%	84%
Maintenance and upgrading of streets and sidewalks	56%	38%	6%			**93%**	96%	97%
Vital Homes formerly known as Perpetual Affordable Housing or PAH program	77%	13%	5%			**90%**	92%	89%
Community events	42%	45%	12%			**87%**	86%	93%
Free local transit	61%	24%	9%	5%		**86%**	84%	82%
Animal control and bylaw services	48%	38%	12%			**86%**	86%	89%
Public art program	24%	41%	25%	10%		**65%**	67%	70%
Pedestrian-only Main St.+	33%	30%	19%	17%		**64%**	70%	78%

▼▲ significantly higher/lower than 2023.

Satisfaction with Town Services and Programs (1/2)

	Very satisfied	Somewhat satisfied	Not very satisfied	Not at all satisfied	Don't know	TOTAL SATISFIED		
						2025	2023	2021
Fire and rescue services	67%	28%	3%			95% ▲	91%	95%
Recycling, garbage and compost collection	67%	28%	3%			95%	93%	91%
Police services provided by the RCMP	61%	31%	4%	3%		92%	88%	91%
Parks, trails and other green space	47%	45%	6%			92%	90%	90%
Community events	35%	57%	5%			92%	91%	94%
Free local transit	62%	28%	5%	4%		90%	90%	89%
Recreation facilities and programs	47%	42%	8%	3%		89%	88%	88%
Public art program	35%	48%	8%	6%		84%	84%	84%
Emergency preparedness	33%	50%	11%	3%		84% ▼	89%	84%

▼▲ significantly higher/lower than 2023.

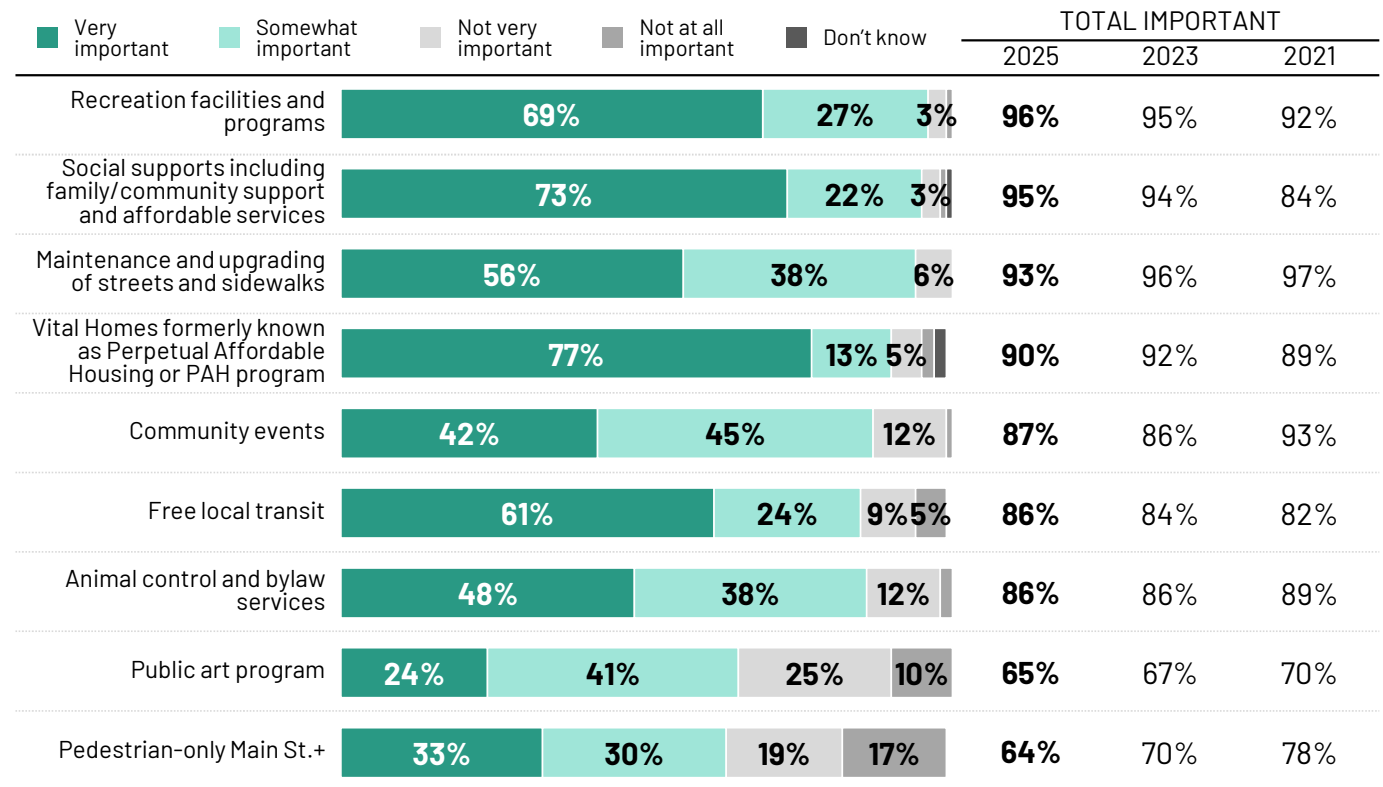Note: Data labels <3% not shown.
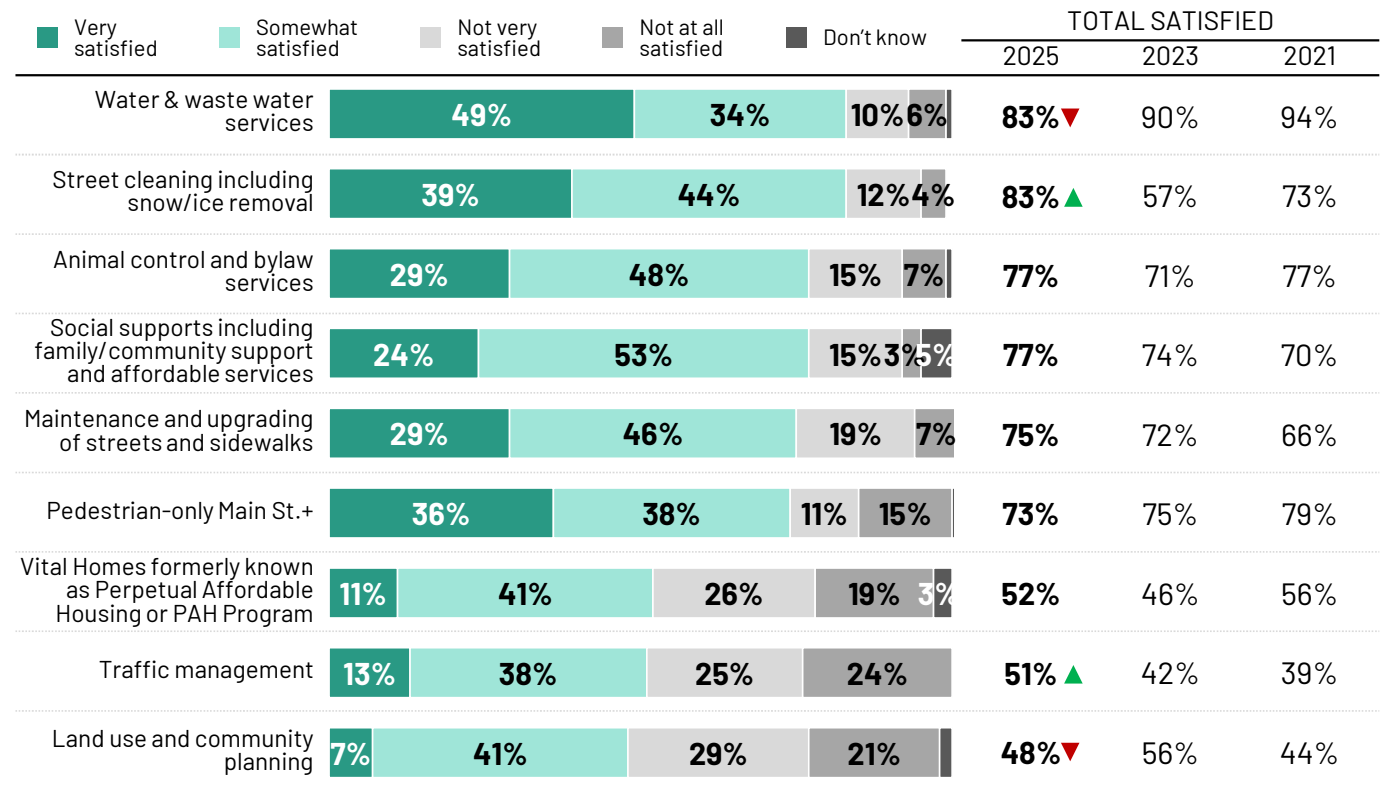
Q7a. I am going to read a list of programs and services provided to you by the Town of Canmore. Please tell me how satisfied you are with the job the Town is doing in providing that program or service.

Base: All respondents – 2025 (n=400); 2023 (n=400); 2021 (n=300)

Satisfaction with Town Services and Programs (2/2)

	Very satisfied	Somewhat satisfied	Not very satisfied	Not at all satisfied	Don't know

	TOTAL SATISFIED		
Service	2025	2023	2021
Water & waste water services	49% / 34% / 10% 6%	83% ▼	90%	94%
Street cleaning including snow/ice removal	39% / 44% / 12% 4%	83% ▲	57%	73%
Animal control and bylaw services	29% / 48% / 15% 7%	77%	71%	77%
Social supports including family/community support and affordable services	24% / 53% / 15% 3% 5%	77%	74%	70%
Maintenance and upgrading of streets and sidewalks	29% / 46% / 19% 7%	75%	72%	66%
Pedestrian-only Main St.+	36% / 38% / 11% 15%	73%	75%	79%
Vital Homes formerly known as Perpetual Affordable Housing or PAH Program	11% / 41% / 26% 19% 3%	52%	46%	56%
Traffic management	13% / 38% / 25% 24%	51% ▲	42%	39%
Land use and community planning	7% / 41% / 29% 21%	48% ▼	56%	44%

Note: Data labels <3% not shown.

+ The words "in response to COVID-19" removed in 2023.

Q7a. I am going to read a list of programs and services provided to you by the Town of Canmore. Please tell me how satisfied you are with the job the Town is doing in providing that program or service.

Base: All respondents – 2025 (n=400); 2023 (n=400); 2021 (n=300)
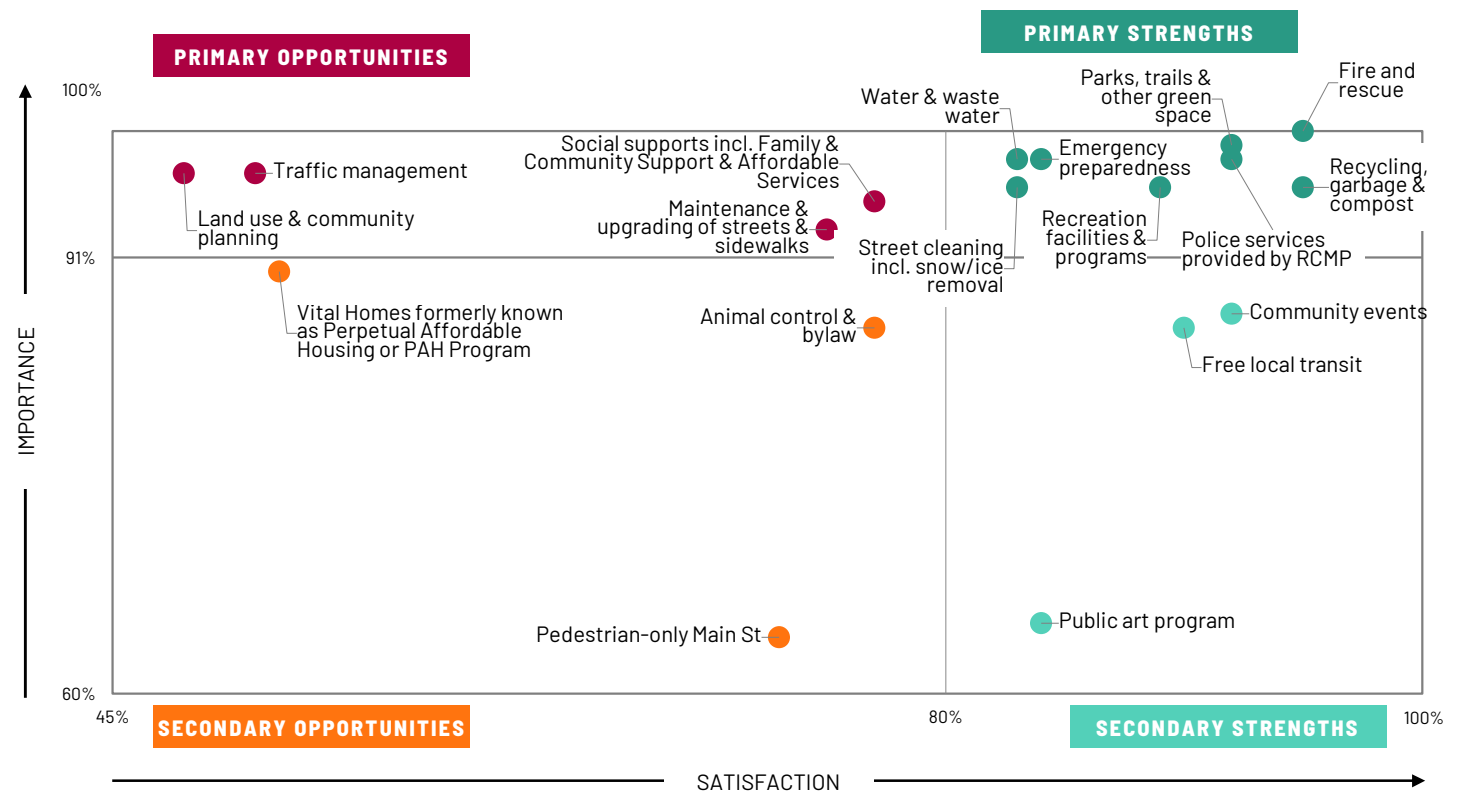
▼▲ significantly higher/lower than 2023.

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Importance vs. Satisfaction Action Grid

PRIMARY OPPORTUNITIES

PRIMARY STRENGTHS

SECONDARY OPPORTUNITIES

SECONDARY STRENGTHS

IMPORTANCE

SATISFACTION

100%

91%

60%

45%

80%

100%

Traffic management

Land use & community planning

Vital Homes formerly known as Perpetual Affordable Housing or PAH Program

Social supports incl. Family & Community Support & Affordable Services

Maintenance & upgrading of streets & sidewalks

Animal control & bylaw

Street cleaning incl. snow/ice removal

Pedestrian-only Main St

Water & waste water

Parks, trails & other green space

Fire and rescue

Emergency preparedness

Recreation facilities & programs

Police services provided by RCMP

Recycling, garbage & compost

Community events

Free local transit

Public art program

Q7. I am going to read a list of programs and services provided to you by the Town of Canmore. Please tell me how important each one is to you.

Q7a. I am going to read a list of programs and services provided to you by the Town of Canmore. Please tell me how satisfied you are with the job the Town is doing in providing that program or service.
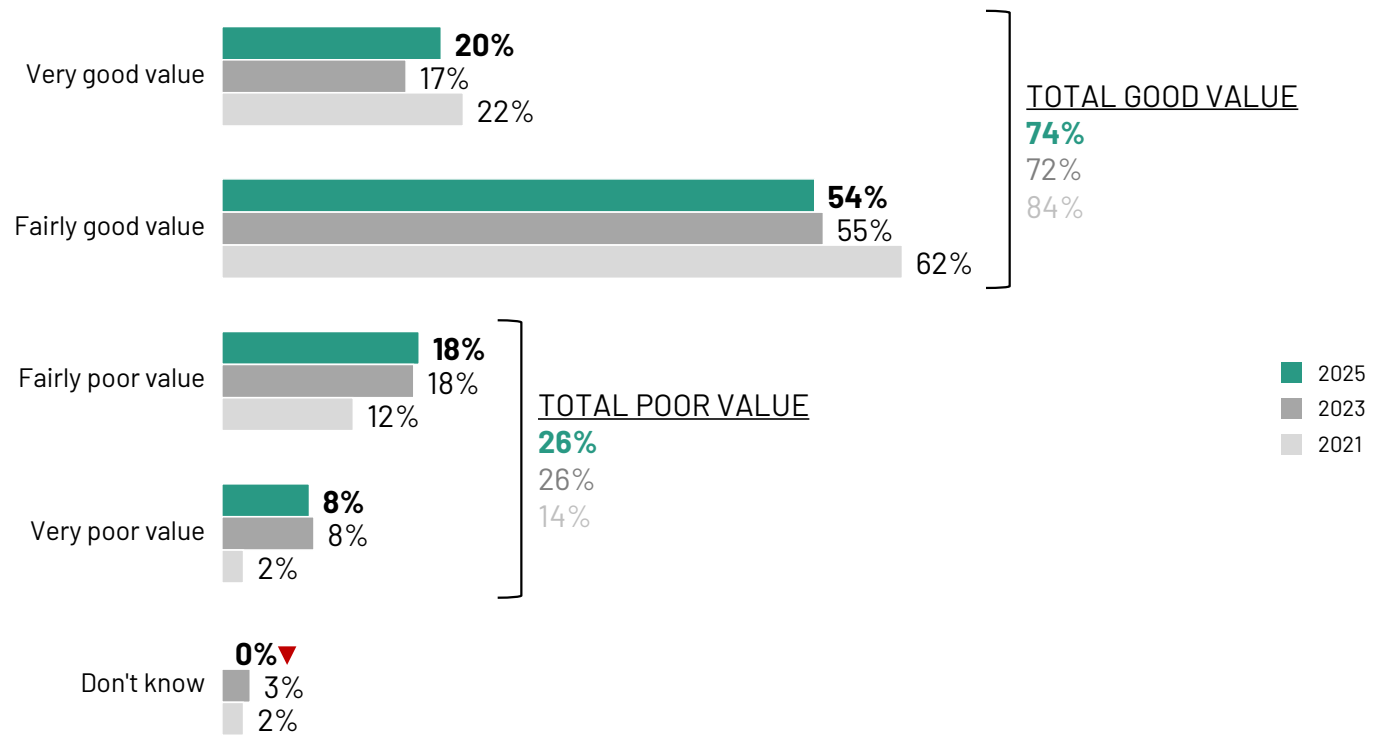
Base: All respondents – 2025 (n=400)

FINANCIAL PLANNING

Value for Taxes

Very good value
- 20% (2025)
- 17% (2023)
- 22% (2021)

Fairly good value
- 54% (2025)
- 55% (2023)
- 62% (2021)

TOTAL GOOD VALUE
74%
72%
84%

Fairly poor value
- 18% (2025)
- 18% (2023)
- 12% (2021)

Very poor value
- 8% (2025)
- 8% (2023)
- 2% (2021)

TOTAL POOR VALUE
26%
26%
14%

Don't know
- 0% ▼ (2025)
- 3% (2023)
- 2% (2021)

Legend:
- 2025
- 2023
- 2021

▼▲ significantly higher/lower than 2023.

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Suggestions for Services to Spend More On
(coded open-end, multiple responses allowed)

TOTAL MENTIONS		2023	2021
Housing	26%	24%	17%
Parks/recreation	19%	24%	30%
Public transit/bus service	9%	9%	4%
Traffic congestion	7%	7%	6%
Road maintenance	6%	9%	7%
Emergency services	5%	7%	5%
Community planning/land use/development	4%	3%	4%
Emergency preparedness	4% ▲	0%	0%
Snow removal	4% ▼	19%	11%
Child facilities/services	3%	1%	1%
Water treatment	3% ▲	0%	0%
Community events	3%	1%	2%
None/nothing/don't know	16%	13%	13%

Note: 2025 mentions <3% not shown.

Q8b. Considering all the services that you know the Town of Canmore offers, name up to two services that you would propose to spend more on to receive an increase in service.

Base: All respondents – 2025 (n=400); 2023 (n=400); 2021 (n=300)
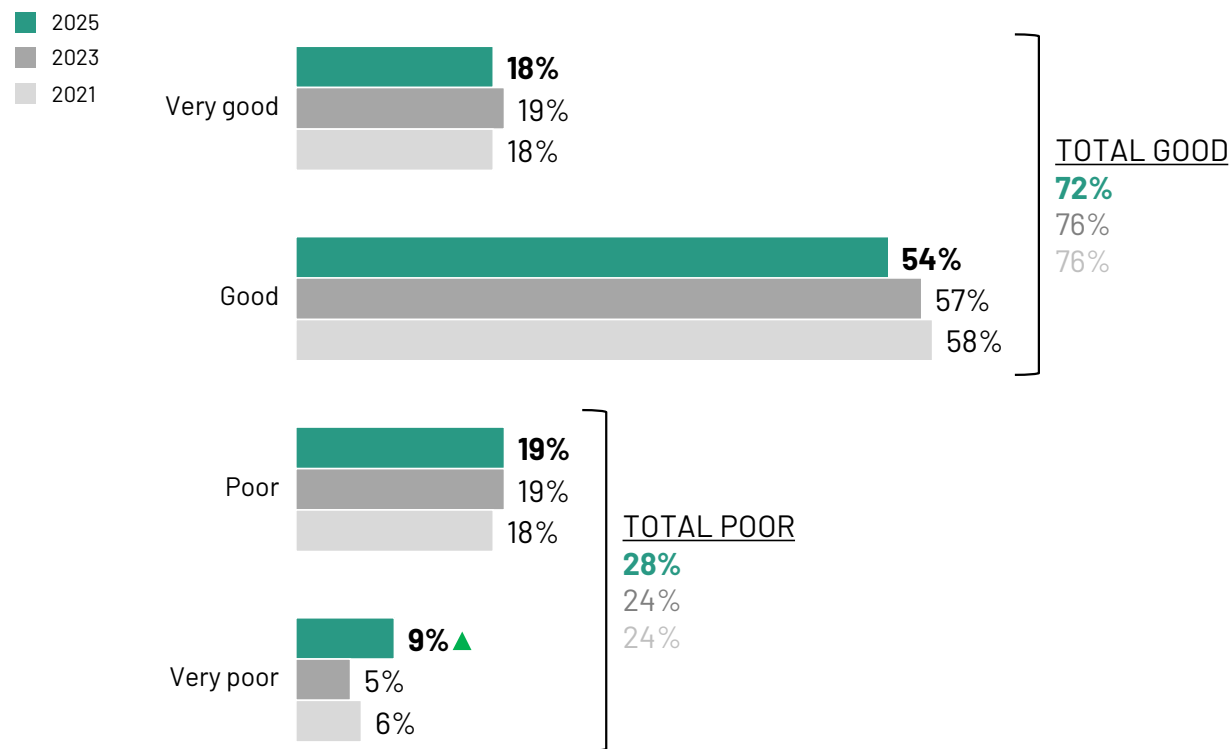
▼▲ significantly higher/lower than 2023.

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COMMUNICATIONS, ENGAGEMENT, AND CUSTOMER SERVICE

Overall Town Communications

2025
2023
2021

Very good
- 2025: **18%**
- 2023: 19%
- 2021: 18%

Good
- 2025: **54%**
- 2023: 57%
- 2021: 58%

TOTAL GOOD
72%
76%
76%

Poor
- 2025: **19%**
- 2023: 19%
- 2021: 18%

Very poor
- 2025: **9%** ▲
- 2023: 5%
- 2021: 6%

TOTAL POOR
28%
24%
24%

Q10. Overall, how would you rate the Town of Canmore in terms of how well it communicates with citizens about its services, programs, policies and plans? Would you say the communication has been ...?
Base: All respondents – 2025 (n=400); 2023 (n=400); 2021 (n=300)

▼▲ significantly higher/lower than 2023.

Ipsos

Information Needs
(coded open-end, multiple responses allowed)

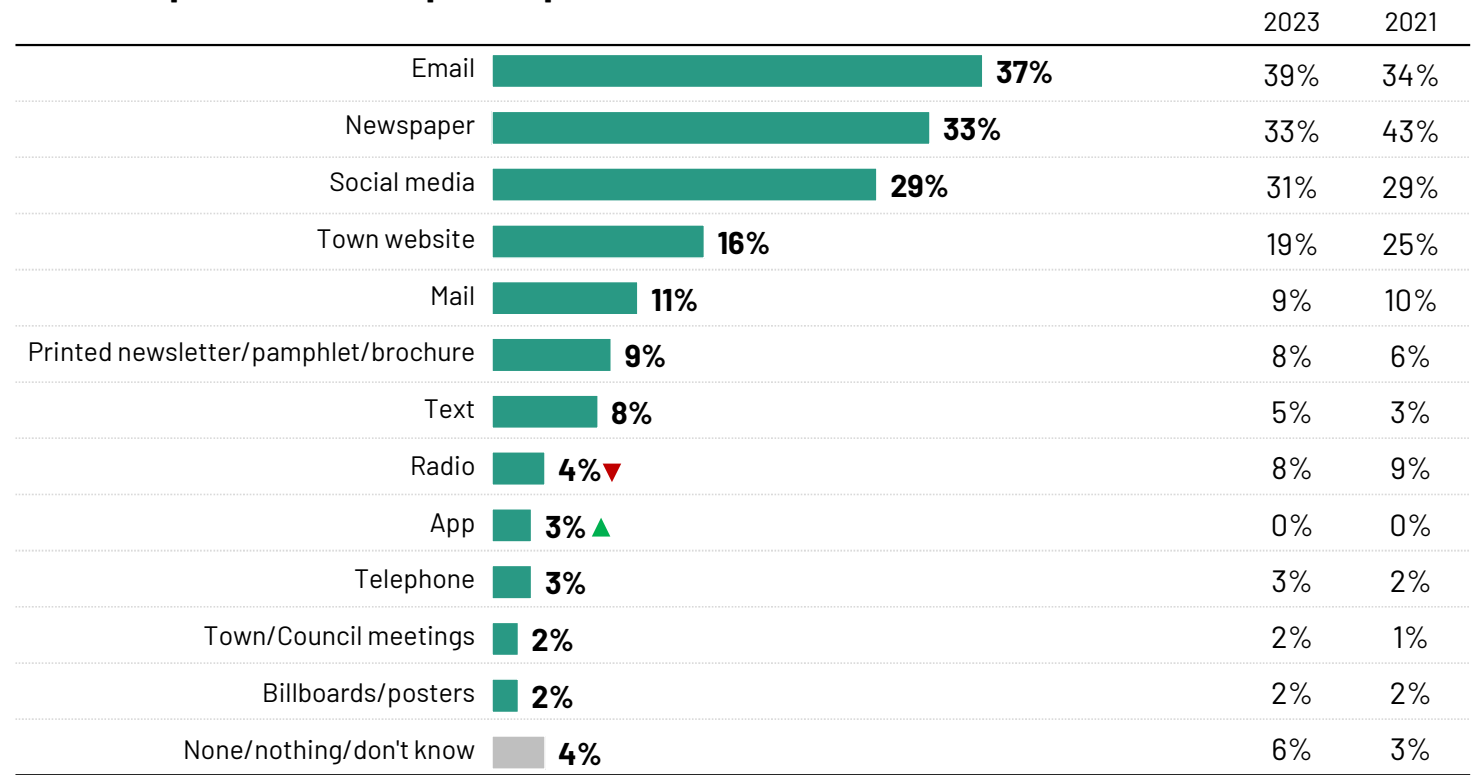|	2023	2021
Community planning/land use/new developments 27%	22%	30%
Emergency services 12%	9%	4%
Community/special events 12%	8%	7%
Community updates/what's new 9%	8%	21%
Municipal taxes/property taxes/budget 8%	8%	6%
Municipal services/programs (unspecified) 6%	5%	5%
Bylaws 6% ▲	3%	5%
Roads/transportation/transit 5% ▼	10%	9%
Public/Council meetings 4%	6%	7%
Parks/recreation/arts/culture 4%	4%	3%
Public engagement 3%	2%	1%
Housing 2%	1%	1%
Transparent/clear information 2%	1%	2%
Fire safety/proofing 2%	0%	0%
Cost of living/affordability 2%	2%	0%
None/nothing/don't know 20%	25%	19%

Note: 2025 mentions <2% not shown.

Q11. Thinking about your information needs, what kinds of information do you want the Town of Canmore to provide you with? Any others?

Base: All respondents – 2025 (n=400); 2023 (n=400); 2021 (n=300)

▼▲ significantly higher/lower than 2023.

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Preferred Communication Methods
(coded open-end, multiple responses allowed)

	2025	2023	2021
Email	37%	39%	34%
Newspaper	33%	33%	43%
Social media	29%	31%	29%
Town website	16%	19%	25%
Mail	11%	9%	10%
Printed newsletter/pamphlet/brochure	9%	8%	6%
Text	8%	5%	3%
Radio	4% ▼	8%	9%
App	3% ▲	0%	0%
Telephone	3%	3%	2%
Town/Council meetings	2%	2%	1%
Billboards/posters	2%	2%	2%
None/nothing/don't know	4%	6%	3%

Note: 2025 mentions <2% not shown.

Q12. What methods would be best for the Town of Canmore to communicate information to you? Any others?

Base: All respondents – 2025 (n=400); 2023 (n=400); 2021 (n=300)

▼▲ significantly higher/lower than 2023.

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Website Visitation and Usefulness

HAVE VISITED TOWN WEBSITE

2025	80%
2023	81%
2021	81%

USEFULNESS OF CONTENT

- 2025
- 2023
- 2021

Very useful
- 2025: 30%
- 2023: 33%
- 2021: 33%

Somewhat useful
- 2025: 56%
- 2023: 55%
- 2021: 53%

TOTAL USEFUL
87%
88%
86%

Not too useful
- 2025: 11%
- 2023: 10%
- 2021: 12%

Not at all useful
- 2025: 2%
- 2023: 2%
- 2021: 2%

TOTAL NOT USEFUL
13%
12%
14%

QW1. Have you been to the Town of Canmore's website in the last twelve months?
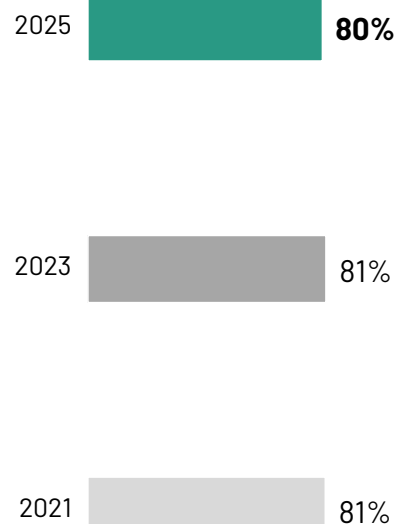Base: All respondents – 2025 (n=400); 2023 (n=400); 2021 (n=300)

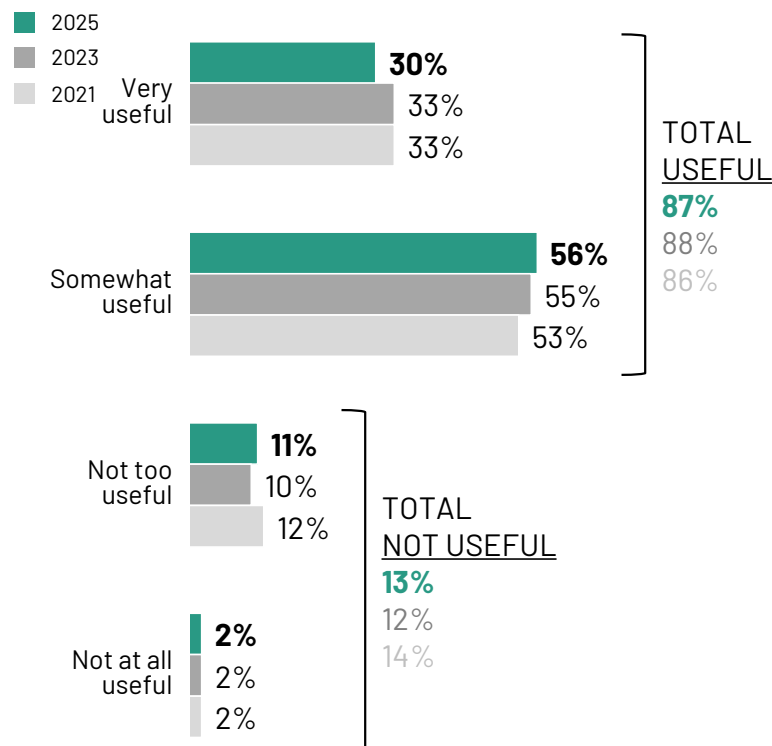QW2. How useful was the content of information and online services available on the website? Was it ...?
Base: Those who visited the website – 2025 (n=319); 2023 (n=323); 2021 (n=246)

▼▲ significantly higher/lower than 2023.

Attitudes towards Engagement Opportunities

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	TOTAL AGREE		
						2025	2023	2021
I would like to provide input to the Town for the purpose of influencing decision-making about Town projects and services	37%	49%	11%	3%		**86%**	84%	86%
Residents have enough opportunities to provide input into decision-making about Town projects and services	17%	37%	25%	19%		**54%**▼	62%	64%
The Town uses input from residents in decision-making about Town projects and services	13%	37%	24%	24%		**49%**	55%	62%
The Town's decision-making about projects and services is reflective of the voice of a majority of residents	10%	32%	28%	27%		**43%**	48%	50%

▼▲ significantly higher/lower than 2023.

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Attitudes towards Customer Service Delivery and Transparency
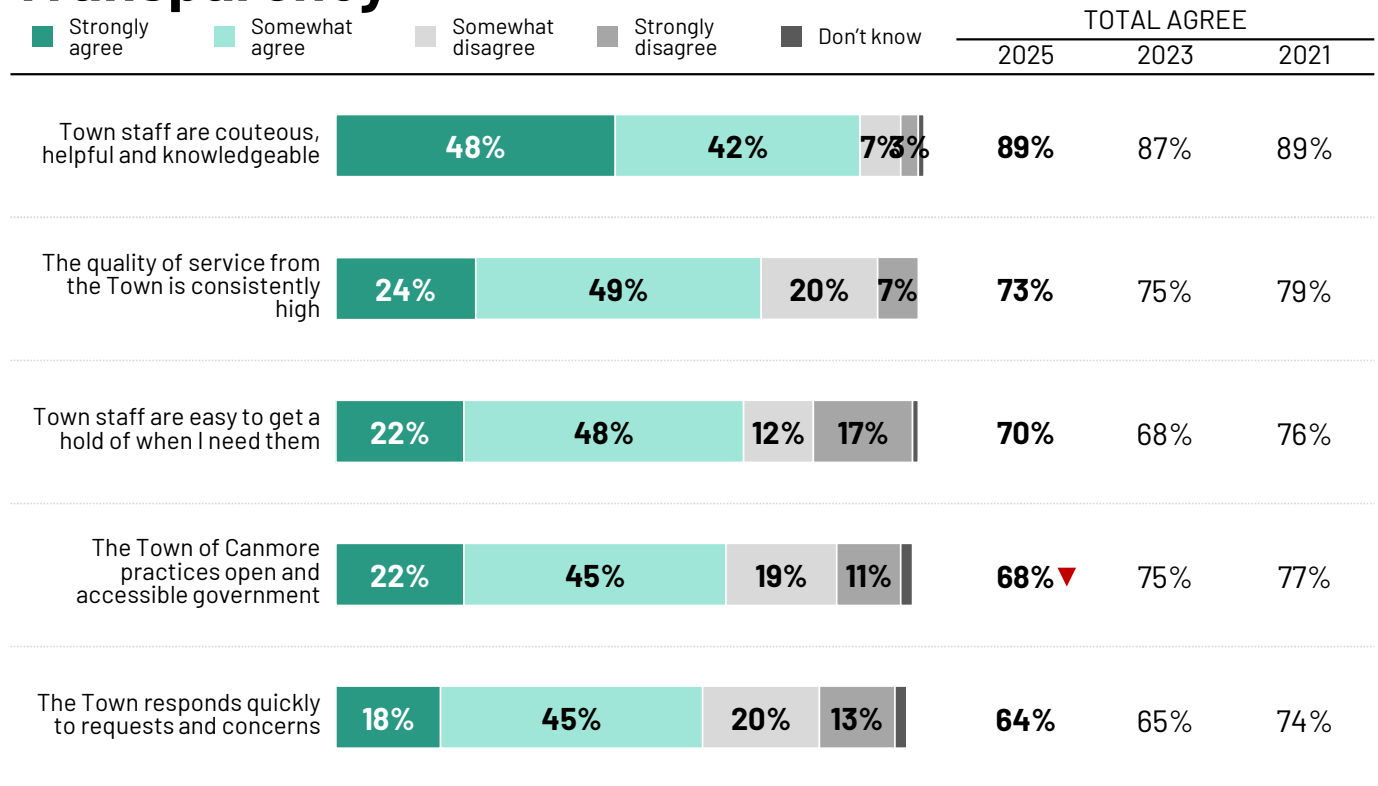
	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	TOTAL AGREE		
						2025	2023	2021
Town staff are couteous, helpful and knowledgeable	48%	42%	7%	3%		**89%**	87%	89%
The quality of service from the Town is consistently high	24%	49%	20%	7%		**73%**	75%	79%
Town staff are easy to get a hold of when I need them	22%	48%	12%	17%		**70%**	68%	76%
The Town of Canmore practices open and accessible government	22%	45%	19%	11%		**68%▼**	75%	77%
The Town responds quickly to requests and concerns	18%	45%	20%	13%		**64%**	65%	74%

▼▲ significantly higher/lower than 2023.

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ENVIRONMENTAL SUSTAINABILITY

Managing Human and Wildlife Interaction
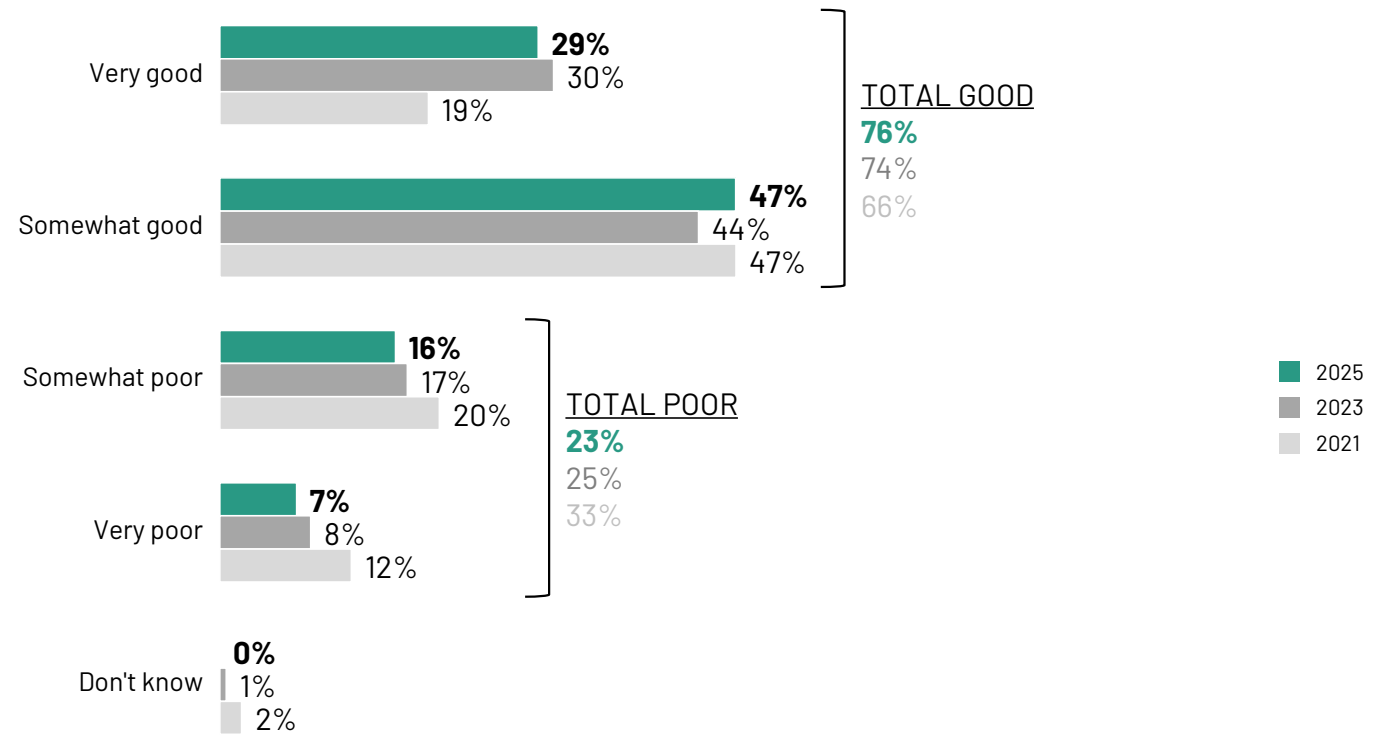
Very good
- **29%** (2025)
- 30% (2023)
- 19% (2021)

Somewhat good
- **47%** (2025)
- 44% (2023)
- 47% (2021)

TOTAL GOOD
76%
74%
66%

Somewhat poor
- **16%** (2025)
- 17% (2023)
- 20% (2021)

Very poor
- **7%** (2025)
- 8% (2023)
- 12% (2021)

TOTAL POOR
23%
25%
33%

Don't know
- **0%** (2025)
- 1% (2023)
- 2% (2021)

Legend:
- ■ 2025
- ■ 2023
- ■ 2021

▼▲ significantly higher/lower than 2023.

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Satisfaction with Programs and Services Aimed at Reducing Community Impact on Climate Change

Very satisfied
- 2025: 18% ▼
- 2023: 25%
- 2021: 13%

Somewhat satisfied
- 2025: 54%
- 2023: 49%
- 2021: 54%

TOTAL SATISFIED
- 73%
- 75%
- 67%

Not very satisfied
- 2025: 17%
- 2023: 16%
- 2021: 20%

Not at all satisfied
- 2025: 7%
- 2023: 6%
- 2021: 12%

TOTAL NOT SATISFIED
- 24%
- 22%
- 32%

Don't know
- 2025: 3%
- 2023: 4%
- 2021: 1%

Legend:
- ■ 2025
- ■ 2023
- ■ 2021

▼▲ significantly higher/lower than 2023.

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COMMUNITY SAFETY

Overall Community Safety

Legend:
- 2025
- 2023
- 2021

Very safe
- 2025: **66%**
- 2023: 68%
- 2021: 69%

TOTAL SAFE
- **98%**
- 99%
- 99%

Somewhat safe
- 2025: **32%**
- 2023: 31%
- 2021: 30%

Not very safe
- 2025: **1%**
- 2023: 1%
- 2021: 1%

TOTAL NOT SAFE
- **2%**
- 1%
- 1%

Not at all safe
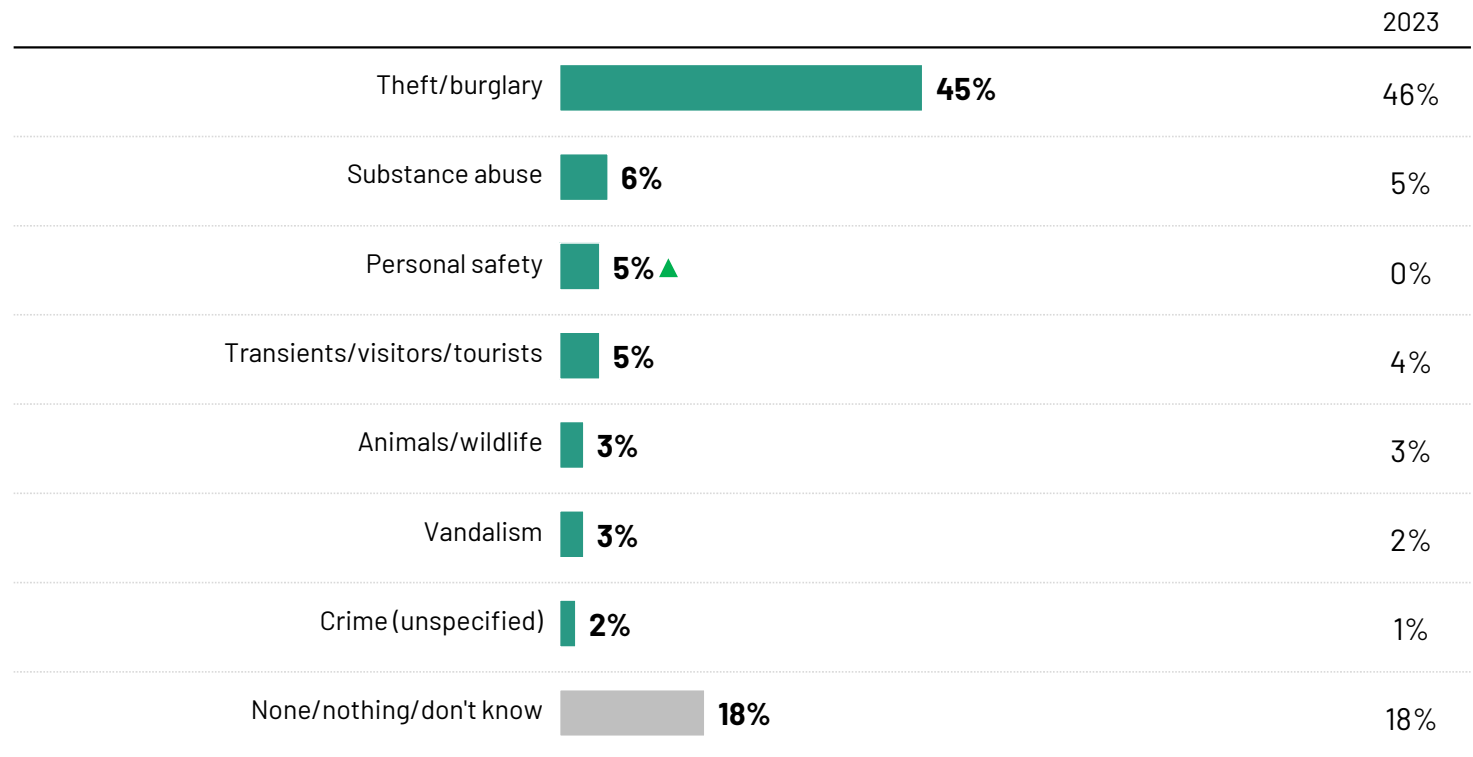- 2025: **0%**
- 2023: 0%
- 2021: 0%
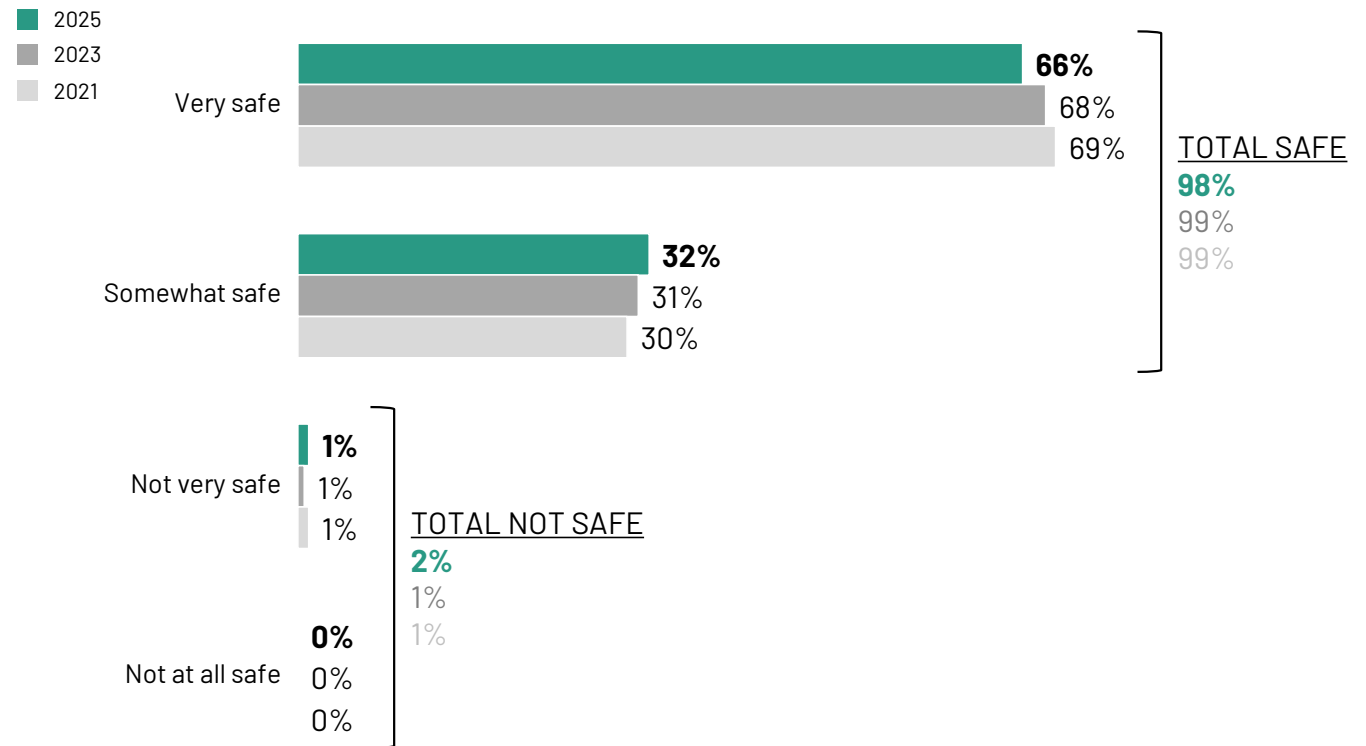
QCMS1. Overall, would you say that Canmore is ...?

Base: All respondents – 2025 (n=400); 2023 (n=400); 2021 (n=300)

▼▲ significantly higher/lower than 2023.

Biggest Crime and Personal Safety Issue
(coded open-end)

	2023
2023	
5	
0	
4	

Not asked in 2021.

Note: 2025 mentions <2% not shown.

QCMS2. In your opinion, what is the biggest crime and personal safety issue currently facing Canmore?
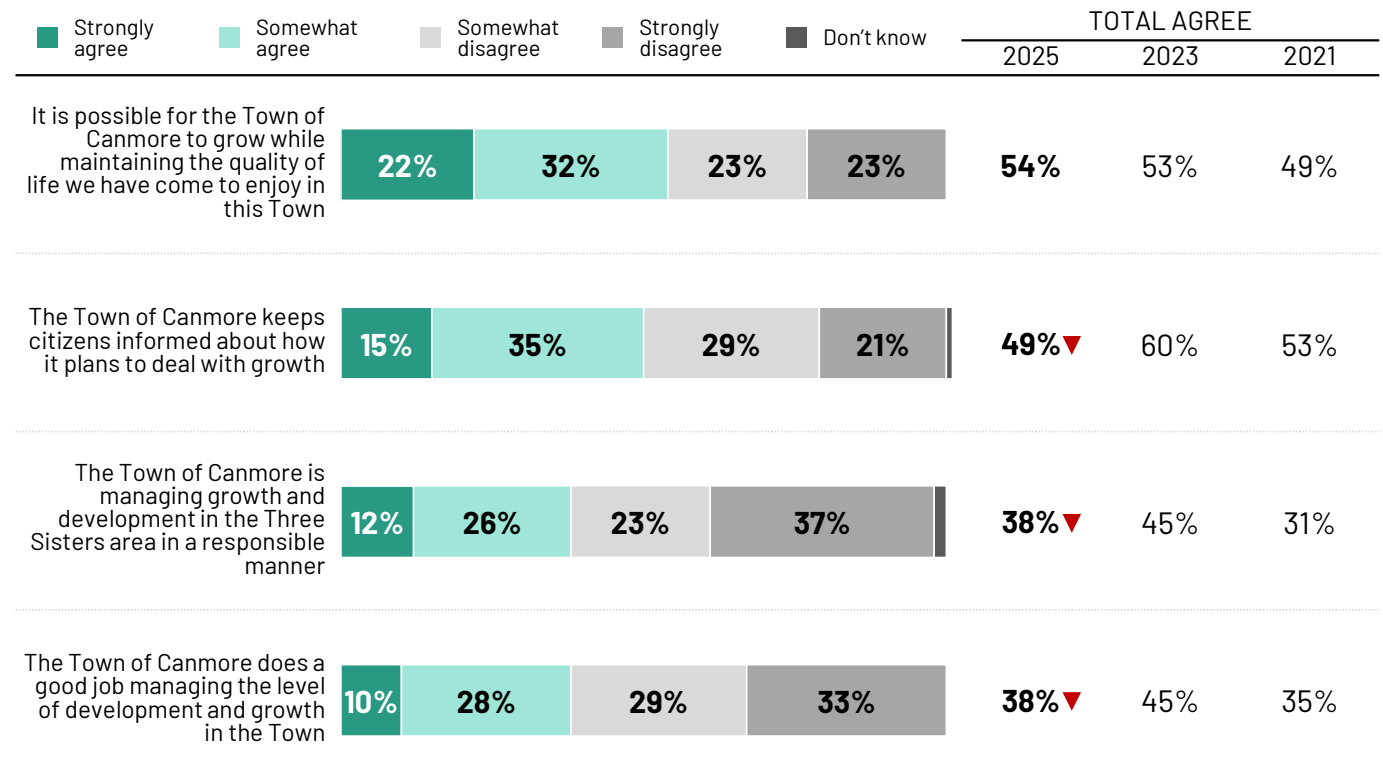
Base: All respondents – 2025 (n=400); 2023 (n=400)

	2025	2023
Theft/burglary	**45%**	46%
Substance abuse	**6%**	5%
Personal safety	**5%** ▲	0%
Transients/visitors/tourists	**5%**	4%
Animals/wildlife	**3%**	3%
Vandalism	**3%**	2%
Crime (unspecified)	**2%**	1%
None/nothing/don't know	**18%**	18%

▼▲ significantly higher/lower than 2023.

GROWTH AND DEVELOPMENT

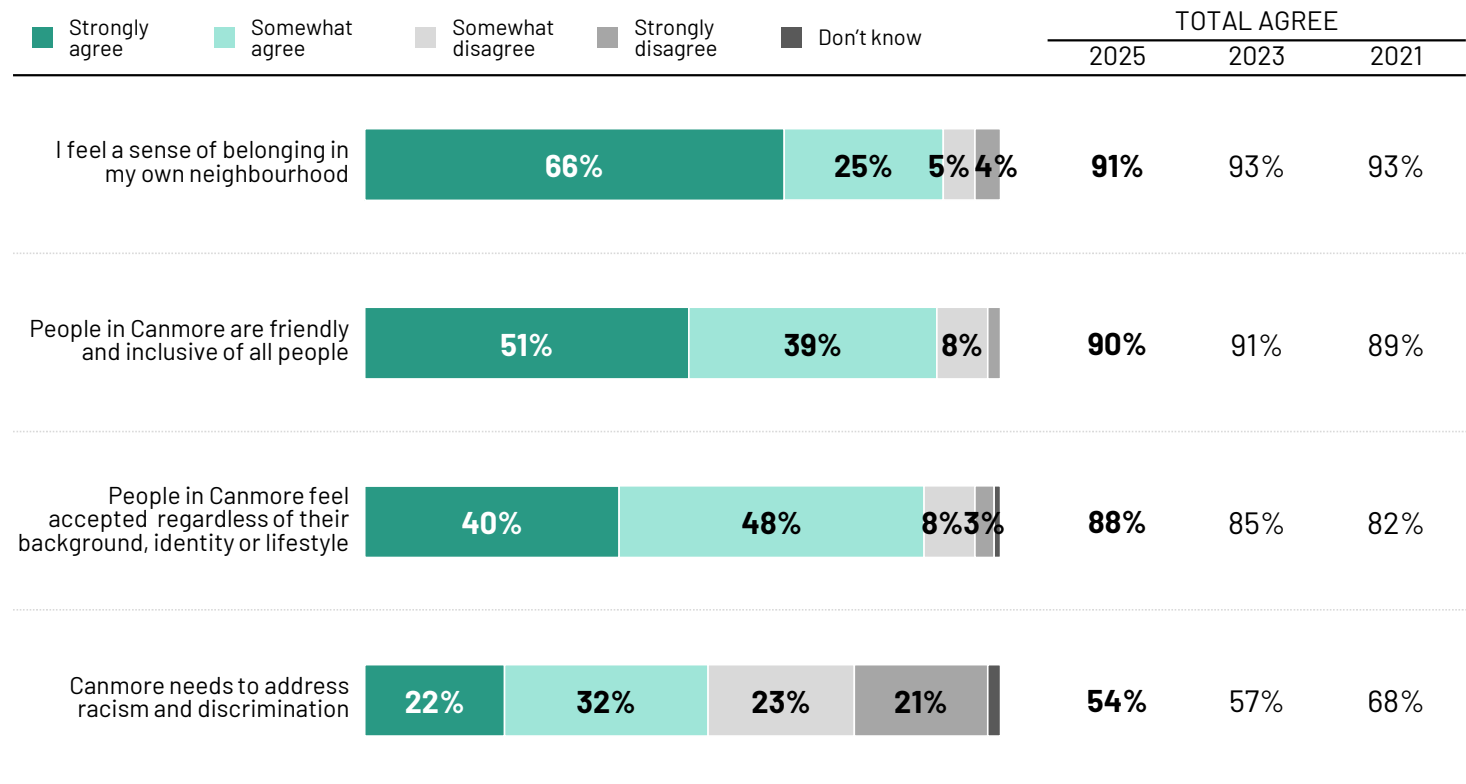# Attitudes towards Growth and Development

QG1. I'm going to read you a few statements about growth and development in the Town of Canmore. Please tell me whether you agree or disagree with each. Is that strongly or somewhat agree/disagree?

Base: All respondents – 2025 (n=400); 2023 (n=400); 2021 (n=300)

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

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	TOTAL AGREE 2025	2023	2021
It is possible for the Town of Canmore to grow while maintaining the quality of life we have come to enjoy in this Town	22%	32%	23%	23%		54%	53%	49%
The Town of Canmore keeps citizens informed about how it plans to deal with growth	15%	35%	29%	21%		49% ▼	60%	53%
The Town of Canmore is managing growth and development in the Three Sisters area in a responsible manner	12%	26%	23%	37%		38% ▼	45%	31%
The Town of Canmore does a good job managing the level of development and growth in the Town	10%	28%	29%	33%		38% ▼	45%	35%

▼▲ significantly higher/lower than 2023.

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DIVERSITY AND INCLUSION

Attitudes towards Diversity and Inclusion

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

		TOTAL AGREE		
		2025	2023	2021
I feel a sense of belonging in my own neighbourhood	66% / 25% / 5% / 4%	**91%**	93%	93%
People in Canmore are friendly and inclusive of all people	51% / 39% / 8%	**90%**	91%	89%
People in Canmore feel accepted regardless of their background, identity or lifestyle	40% / 48% / 8% / 3%	**88%**	85%	82%
Canmore needs to address racism and discrimination	22% / 32% / 23% / 21%	**54%**	57%	68%

▼▲ significantly higher/lower than 2023.

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WEIGHTED SAMPLE CHARACTERISTICS

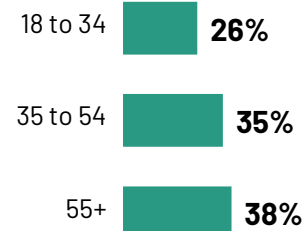# Weighted Sample Characteristics

GENDER

- Male **48%**
- Female **51%**
- Other **0%**
- Prefer not to say **1%**
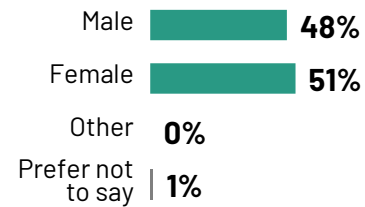
CHILDREN <18 IN HOUSEHOLD

- Yes **23%**
- No **77%**

RESIDENCY STATUS

- Part-time **11%**
- Full-time **89%**

AGE

- 18 to 34 **26%**
- 35 to 54 **35%**
- 55+ **38%**

YEARS LIVED IN CANMORE

- 5 or less **14%**
- 6-10 **14%**
- 11-20 **34%**
- 21-30 **27%**
- 31+ **11%**
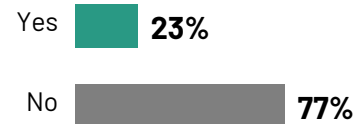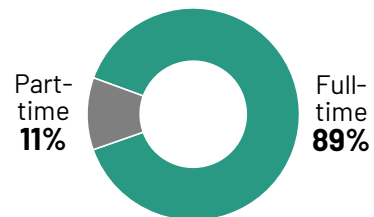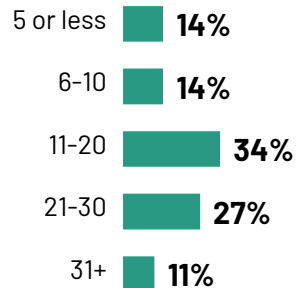
Mean **18.2 years**

PRIMARILY RESPONSIBLE PAY PROPERTY TAXES/RENT

- No **13%**
- Yes **87%**

HOUSING TENURE

- Own **65%**
- Rent **31%**
- Other **4%**
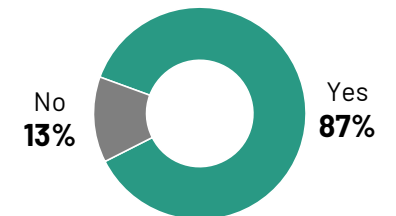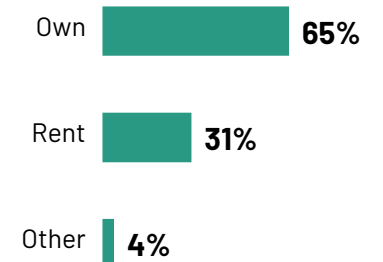
Note: Some totals may not add to 100% due to rounding.

Base: All respondents – 2025 (n=400)

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