

Calgary



Equity-Deserving Communities: Born outside Canada

Analysis of the 2024 Spring Survey of Calgarians

Prepared by:



Table of contents

Background and methodology	3
2024 Spring key findings	7
Detailed findings	13
Quality of life	14
Inclusivity	19
The environment	23
City programs and services	31
Taxation	34
Perception of customer service and communications at The City	37
Input from Calgarians	41
City reputation and performance	44
Respondent profile	52





Background and methodology



Equity-deserving communities

Calgary’s Equity-Deserving Communities (EDCs) are defined as groups of people who generally have less access to opportunities, resources, and systems of power because of their actual or perceived identity or identities. EDCs often experience social and financial disadvantages because of systems of oppression, which takes many forms including, but not limited to, racism, sexism, and ableism.

The City aims to better understand the perspectives of equity-deserving communities through the lens of the annual Spring and Fall Surveys of Calgarians. The data in this report are from the 2024 Spring Survey of Calgarians. Inclusion in EDC groups is determined by self-reported demographic data from the general population survey. Both seasonal surveys are conducted in English to manage time and cost restraints. The City acknowledges that the ability to speak English may be a barrier for potential participants.

This is one of nine reports on Equity-Deserving Communities, each focusing on a different EDC. The EDCs and their demographic variables are as follows, with the EDC category noted in bold text below:

Household income

<\$60,000

\$60,000+

Note: self-reported pre-tax annual household income.

Racialized people

Yes

No

Born outside Canada

Born outside Canada

Born outside Canada

Note: foreign-born respondents were not asked for their specific country of origin.

Gender

Male

Female

Note: the number of respondents who identified with another category is too small to report separately.

Disability

Yes

No

Note: “Yes” includes disabled respondents and/or respondents who have a household member with a disability. Respondents were not asked to identify the specific disability/disabilities.

Indigenous

Indigenous

Non-Indigenous

Note: includes First Nations, Métis, Inuit, or an Indigenous self-description.

2SLGBTQIA+

2SLGBTQIA+

Non-2SLGBTQIA+

Seniors

18 to 64 years old

65 years old or older

Young adults

18 to 24 years old

25 years old or older

Methodology

The telephone survey was conducted by Ipsos Public Affairs from February 27, 2024 to March 26, 2024 with 2,501 Calgarians, via telephone survey. The average time to complete the survey was 29 minutes.

The survey was conducted using numbers from both cell phones (60%) and landlines (40%) to obtain a random and statistically-representative sample of Calgarians.

To ensure the data was gathered from a representative group of Calgarians, sample quotas were set by age, gender, and quadrant of the general population aged 18 and older.

Data were weighted based on the 2019 Municipal and 2021 Federal Census data for age, gender and quadrant to ensure composition reflects that of the actual Calgary population aged 18 or older. Although the results are weighted, the sample size shown for each question represents the number of actual respondents (i.e. unweighted n).

The margin of error (MOE) for the total sample of 2,501 is ± 2.0 percentage points, 19 times out of 20. The margin of error for the born outside Canada sub-group of 755 is ± 3.6 percentage points, 19 times out of 20. The margin of error of each question will vary slightly depending on the total number of respondents who answered the question.

Interpreting results

Interpreting results

Not all questions asked within the Spring Survey of Calgarians are represented within this report. Results are compared between Calgarians who were born outside Canada and Calgarians born in Canada. Statistically significant differences are noted throughout the report:

- ↑ indicates number is significantly higher than the other group.
- ↓ indicates number is significantly lower than the other group.
- * Some results in this report are subject to rounding adjustments.

Significant differences are an indication that a difference is not due to chance. A mathematical formula is used to calculate each difference independently. Whether or not a difference is considered significant depends on a few factors including the total sample size and the variability of responses. Larger sample sizes mean that smaller differences are significant. Additionally, variability of responses means that the more alike the responses are the more significant a change will be.



2024 Spring key findings

2024 Spring highlights (1 of 5)

Quality of life

Calgarians born outside Canada feel strongly satisfied with the quality of life Calgary offers them. They see Calgary as a great place to build a life and earn a living. Further, they have a firm belief that the city is on the right path to achieve even greater levels of prosperity and livability in the coming decade.

Both Calgarians born outside Canada and those born in Canada share a common perspective on quality of life. The **similarity** between the two groups include:

- Rating their overall quality of life in Calgary as good (72% of Calgarians born outside Canada and 71% of those born in Canada)

There are also statistical **differences** in their views. Specifically, a higher proportion of Calgarians born outside Canada agree that:

- Calgary is a great place to make a life (77% of Calgarians born outside Canada vs. 65% of those born in Canada)
- Calgary is a great place to make a living (68% vs. 60%)
- Calgary is on the right track to be a better city 10 years from now (75% vs. 60%)

Inclusivity

The City's efforts to create an inclusive and accessible city for all residents are appreciated by those born outside Canada. This group largely believes that The City fosters an environment of acceptance and strives to ensure equal access to resources and opportunities, regardless of one's physical abilities or background. Fewer recognize that The City delivers programs and services aimed at removing barriers for residents with greater needs.

There are statistical **differences** in their views on inclusivity. Specifically, a higher proportion of Calgarians born outside Canada agree that:

- The City's municipal government fosters a city that is inclusive and accepting of all (72% of Calgarians born outside Canada vs. 58% of those born in Canada)
- The City of Calgary's municipal government strives to create a city that is equally accessible for all Calgarians, no matter their physical ability (66% vs. 48%)
- The City delivers programs and services that remove barriers to participation for Calgarians who need it the most (56% vs. 42%)

2024 Spring highlights (2 of 5)

The environment

Those born outside Canada are largely satisfied with the current state of the environment in Calgary and The City's efforts to protect it, they also recognize the reality and potential impacts of climate change on their lives and the quality of life in Calgary. They want The City to take a more proactive stance in combating climate change, even though a minority downplays its effects.

Both Calgarians born outside Canada and those born in Canada share some common perspectives on the environment. The **similarities** include:

- Agreeing that the effects of climate change are overblown and will not have much impact in their lives in Calgary (37% of Calgarians born outside Canada and 38% of those born in Canada).

There are also statistical **differences** in their views. Specifically, a higher proportion of Calgarians born outside Canada:

- Rate the overall state of Calgary's environment as good (94% of Calgarians born outside Canada vs. 90% of those born in Canada)
- Are satisfied with the job The City is currently doing to protect the environment (87% of vs. 79%)
- Are satisfied with The City's programs and services aimed at helping Calgarians reduce their environmental impact (80% vs. 67%)
- Agree that The City's municipal government should do more to fight against climate change (75% vs. 56%)
- Agree that climate change is a real issue that is affecting the quality of life of Calgarians every day (75% vs. 62%)
- Agree that the effects of climate change will harm them personally at some point in their lifetime (74% vs. 63%)

2024 Spring highlights (3 of 5)

City programs and services

Most of those born outside Canada are satisfied with The City's services and programs, and they place exceptionally high importance on the Green Line LRT project, with nearly all considering it to be vital for Calgary's future.

In terms of programs and services, there are statistical **differences** between the groups. Statistically more Calgarians born outside Canada :

- Are satisfied with the overall level and quality of services and programs provided by The City (71% vs. 59% of those born in Canada)
- Think that the Green Line LRT is important for the future of Calgary (94% vs. 87%)

Taxation

Opinions among those born outside Canada are divided when it comes to the value received from their municipal tax dollars, and whether The City should increase taxes or cut services.

Regarding taxation, there are statistical **differences** in their views on taxation. Specifically:

- A higher proportion of Calgarians born outside Canada perceive the value they receive from their municipal tax dollars to be good (49% of Calgarians born outside Canada vs. 42% of those born in Canada)
- A lower proportion of Calgarians born outside Canada want The City to increase taxes (44% vs. 51%)
- A higher proportion of Calgarians born outside Canada want The City to cut services (50% vs. 44%), in particular a higher proportion would prefer to see cuts to services to the extent that taxes are reduced (27% vs. 20%)

2024 Spring highlights (4 of 5)

Perception of customer service and communications at The City

For Calgary residents who were born outside Canada, The City's customer service is regarded as high-quality and lives up to expectations. Recent City communications also sit well with this group.

There are statistical *differences* in their views on customer service and communications. Specifically, a higher proportion of Calgarians born outside Canada:

- Agree that The City meets their customer service expectations (81% of Calgarians born outside Canada vs. 69% of those born in Canada)
- Agree that the quality of The City's customer service is consistently high (80% vs. 67%)
- Rate The City's communication with Calgarians about its services, programs, policies and plans in the last 6 months as good (73% vs. 57%)

Input from Calgarians

The City of Calgary's efforts to include Calgarians' input in important decisions are viewed positively by those born outside Canada. Additionally, many believe that The City provides adequate opportunities for them to offer feedback on projects and services.

When it comes to input, there are statistical *differences* between the two groups. Specifically, a higher proportion of Calgarians born outside Canada agree that:

- They are confident that The City is working to improve how it includes Calgarians' input into important decisions (72% of Calgarians born outside Canada vs. 49% of those born in Canada)
- Calgarians have enough opportunities to provide input into decision making about City projects and services (66% vs. 51%)

2024 Spring highlights (5 of 5)

City reputation and performance

The City as a whole receives positive feedback from those born outside Canada on its performance. It is praised for its open and accessible practices and perceptions of City spending lean positive as well. Satisfaction with Administration is high, outperforming Council, which still has a positive standing. The collaborative relationship between Administration and Council is seen as a strength. Amidst these positive sentiments, trust in The City is relatively low.

There are statistical *differences* in their views on City reputation and performance. Specifically, a higher proportion of Calgarians born outside Canada:

- Trust The City (46% of Calgarians born outside Canada vs. 34% of those born in Canada)
- Are satisfied with the way The City, including Council and Administration as a whole, is running Calgary (73% vs. 53%)
- Express satisfaction with City Administration - excluding City Council (81% vs. 66%)
- Are satisfied with City Council - excluding City Administration (67% vs. 40%)
- Agree that The City practices open and accessible government (73% vs. 55%)
- Believe that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary (73% vs. 51%)
- Agree that The City manages its spending in a responsible way that reflects the needs and priorities of Calgarians (65% vs. 40%)



Detailed findings

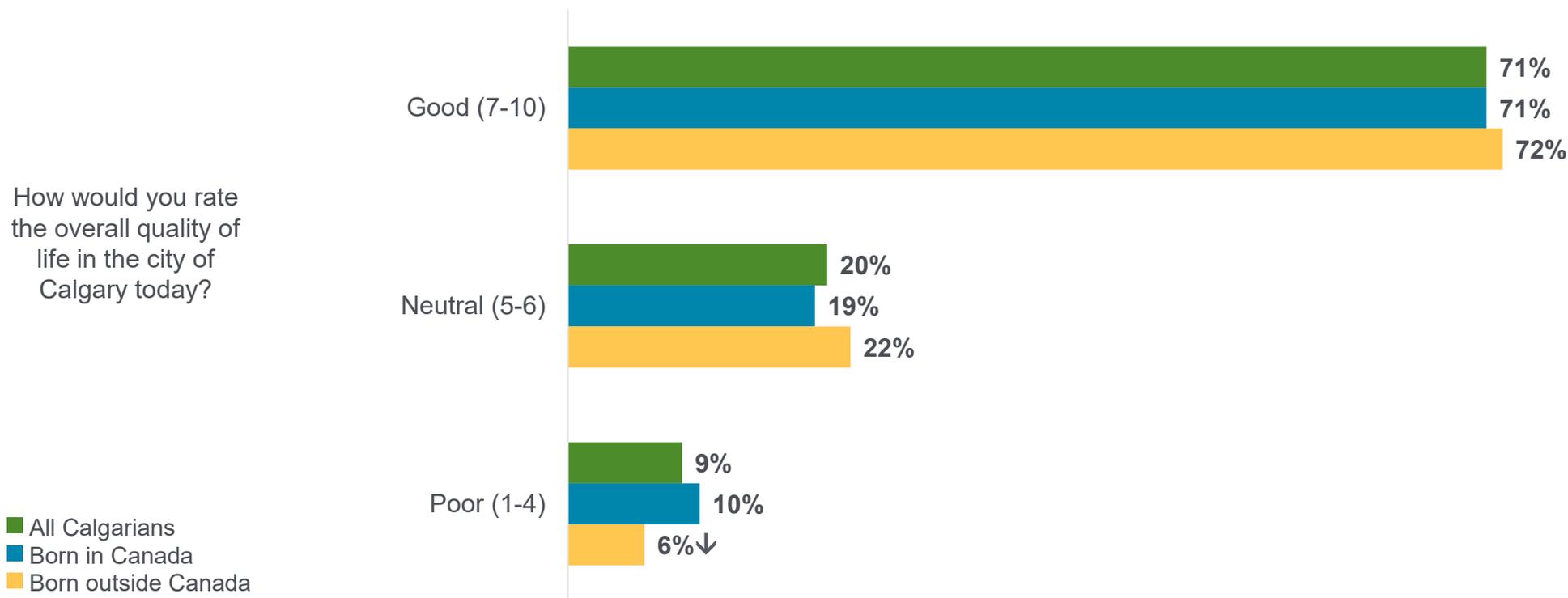


Quality of life



Overall quality of life in Calgary

Seven-in-ten (71%) Calgarians rate the overall quality of life in the city of Calgary as ‘good.’ Similar proportions of Calgarians who were born outside of Canada (72%) and Calgarians who were born in Canada (71%) feel this way. Neutral ratings are consistent between the two groups, while poor ratings are lower among Calgarians born outside Canada (6% vs. 10% of Calgarians born in Canada).



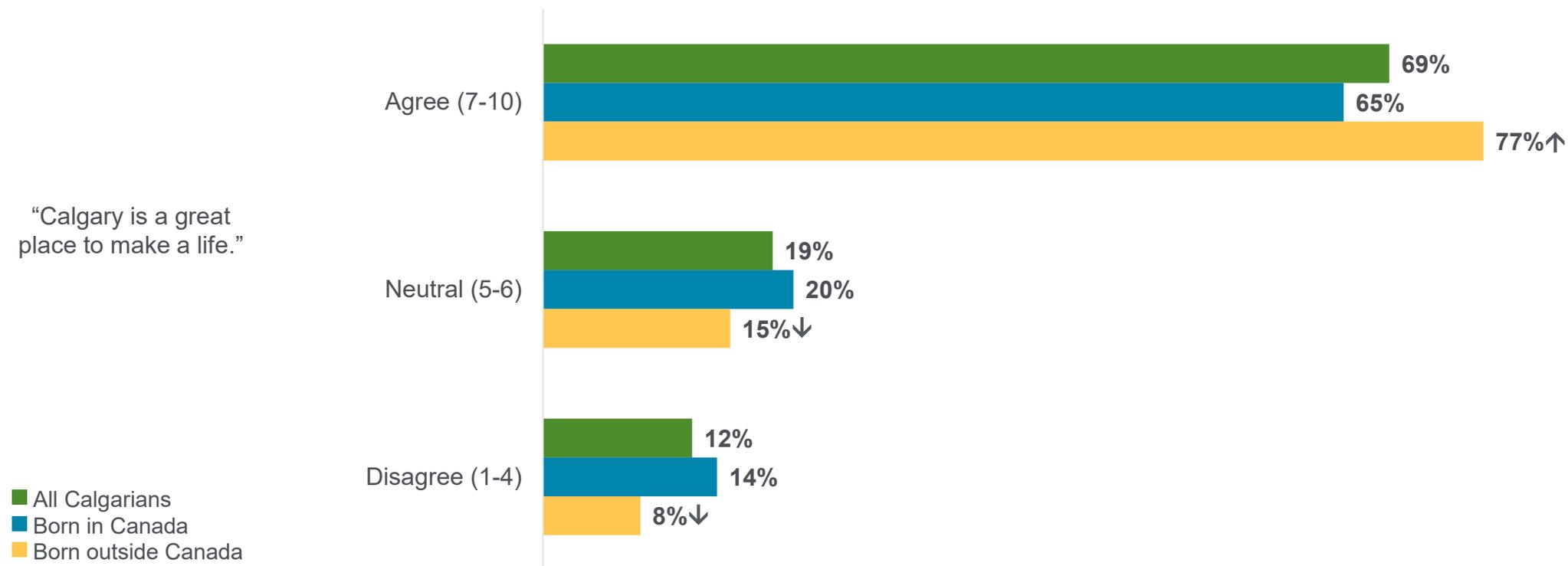
Q. On a scale of 1 to 10 where 1 is very poor and 10 is very good, how would you rate the overall quality of life in the city of Calgary today?
 Base: Valid respondents (All Calgarians n=2,497, Born in Canada n=1,737, Born outside Canada n=752)

↑/↓ Statistically higher/lower than comparable subgroup



Great place to make a life

The majority (69%) of all Calgarians agree that Calgary is a great place to make a life. Interestingly, a notably larger portion of Calgarians who were born outside of Canada (77%) consider Calgary a great place to make a life compared to Calgarians who were born in Canada (65%). In turn, neutral (15% vs. 20%, respectively) and disagree (8% vs. 14%) ratings are both lower among Calgarians born outside Canada.



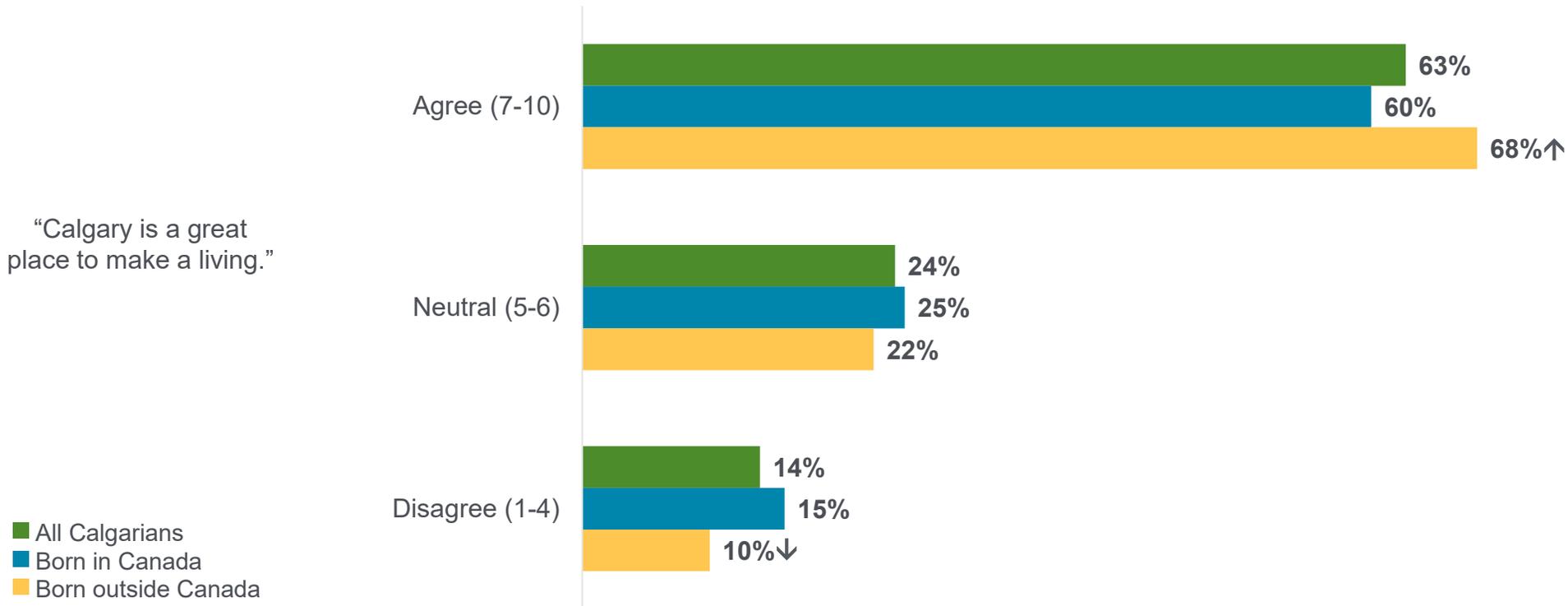
Q. Next, I’m going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where 1 is completely disagree and 10 is completely agree.
 Base: Valid respondents (All Calgarians n=2,498, Born in Canada n=1,736, Born outside Canada n=754)

↑/↓ Statistically higher/lower than comparable subgroup



Great place to make a living

More than three-fifths (63%) of Calgarians agree that Calgary is a great place to make a living. A statistically higher proportion of Calgarians who were born outside of Canada (68%) agree compared to Calgarians who were born in Canada (60%). While neutral ratings are consistent between the two groups, fewer Calgarians born outside Canada 'disagree' that Calgary is a great place to make a living (10% vs. 15%).



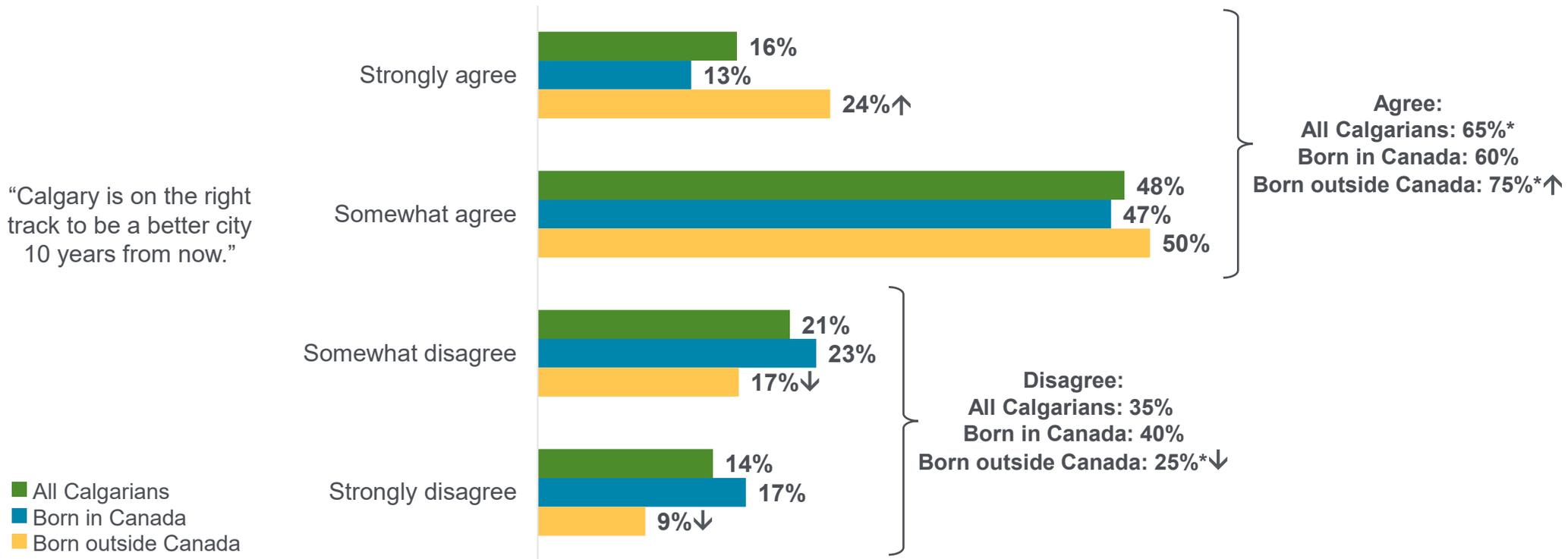
Q. Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where 1 is completely disagree and 10 is completely agree.
 Base: Valid respondents (All Calgarians n=2,487, Born in Canada n=1,727, Born outside Canada n=752)

↑/↓ Statistically higher/lower than comparable subgroup



On the right track to be a better city

A majority (65%) of Calgarians agree that Calgary is heading in the right direction to become a better city in the next 10 years. Belief that the city is on the right track is seen more prominently among Calgarians who were born outside of Canada (75%), than among Calgarians who were born in Canada (60%), including a higher proportion who ‘strongly’ agree (24% vs. 13%, respectively). Conversely, a lower proportion of Calgarians who were born outside of Canada disagree that Calgary is on the right track (25% vs. 40%).



Q. There are challenges facing The City of Calgary today, but also success stories. Do you agree or disagree that Calgary is on the right track to be a better city 10 years from now?

Base: Valid respondents (All Calgarians n=2,492, Born in Canada n=1,731, Born outside Canada n=753)

*Rounding

↑/↓ Statistically higher/lower than comparable subgroup



Inclusivity

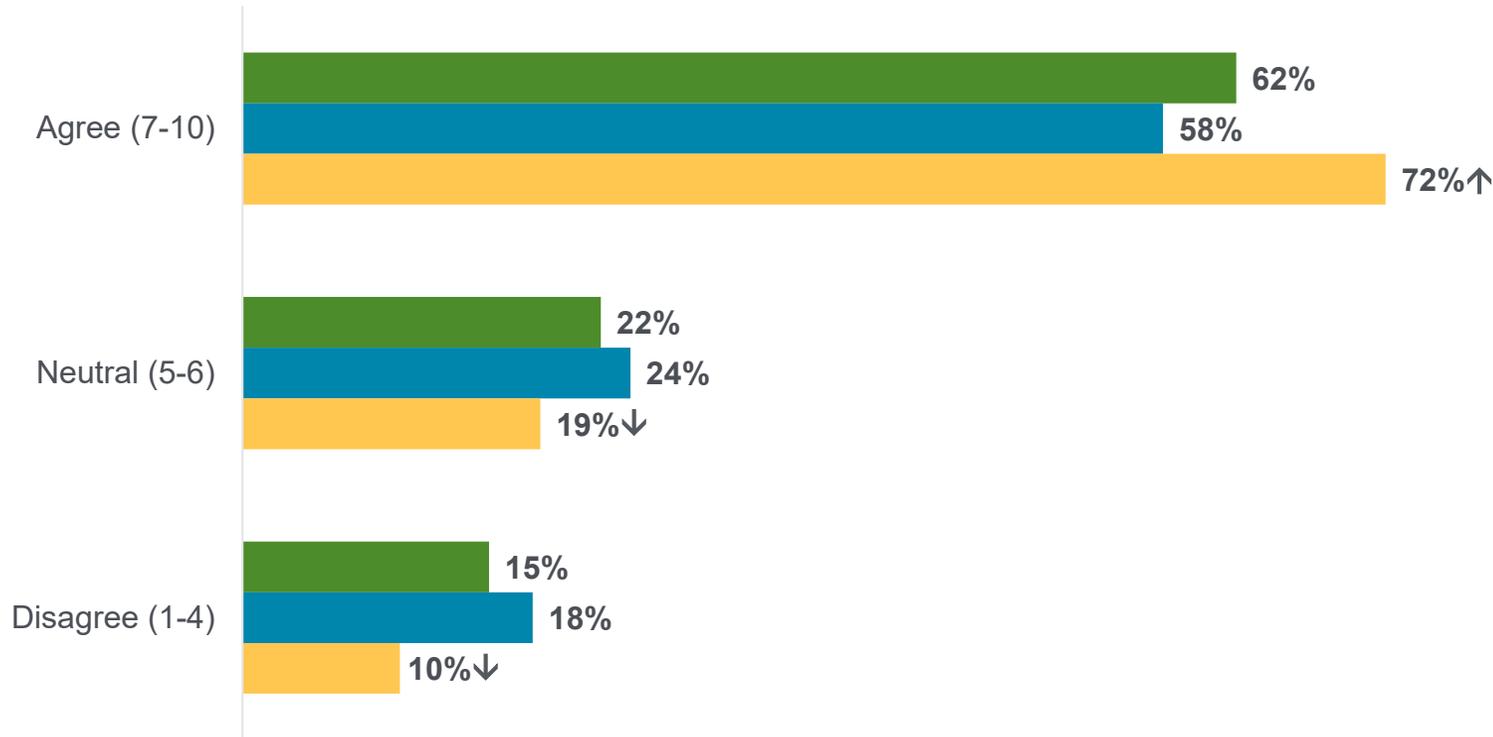


Fosters a city that is inclusive and accepting

Around three-fifths (62%) of all Calgarians agree that The City fosters a city that is inclusive and accepting of all. A significantly higher proportion of Calgarians who were born outside of Canada (72%) agree that The City is inclusive than Calgarians who were born in Canada (58%). Conversely, neutral (19% vs. 24%) and disagree (10% vs. 18%) ratings are lower among Calgarians who are born outside Canada.

“The City of Calgary municipal government fosters a city that is inclusive and accepting of all.”

- All Calgarians
- Born in Canada
- Born outside Canada



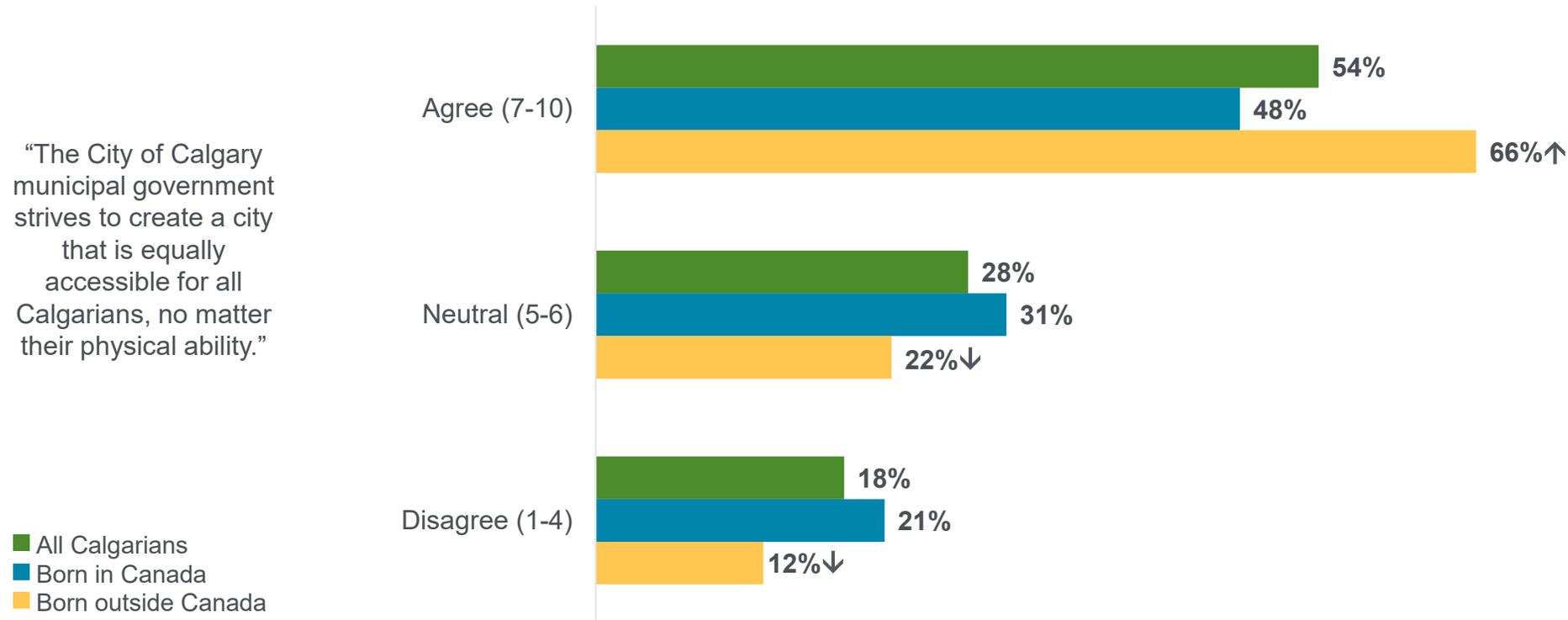
Q. Next, I’m going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where 1 is completely disagree and 10 is completely agree.
 Base: Valid respondents (All Calgarians n=2,474, Born in Canada n=1,721, Born outside Canada n=747)

↑/↓ Statistically higher/lower than comparable subgroup



Strives to create a city that is equally accessible

A small majority (54%) of Calgarians agree that The City strives to create a city that is equally accessible for all Calgarians, no matter their physical ability. Significantly more Calgarians who were born outside Canada (66%) agree compared to those born in Canada (48%). Neutral (22% vs. 31%) and disagree (12% vs. 21%) ratings are lower among Calgarians who are born outside Canada.



Q. Next, I’m going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where 1 is completely disagree and 10 is completely agree.
 Base: Valid respondents (All Calgarians n=2,480, Born in Canada n=1,722, Born outside Canada n=751)

↑/↓ Statistically higher/lower than comparable subgroup

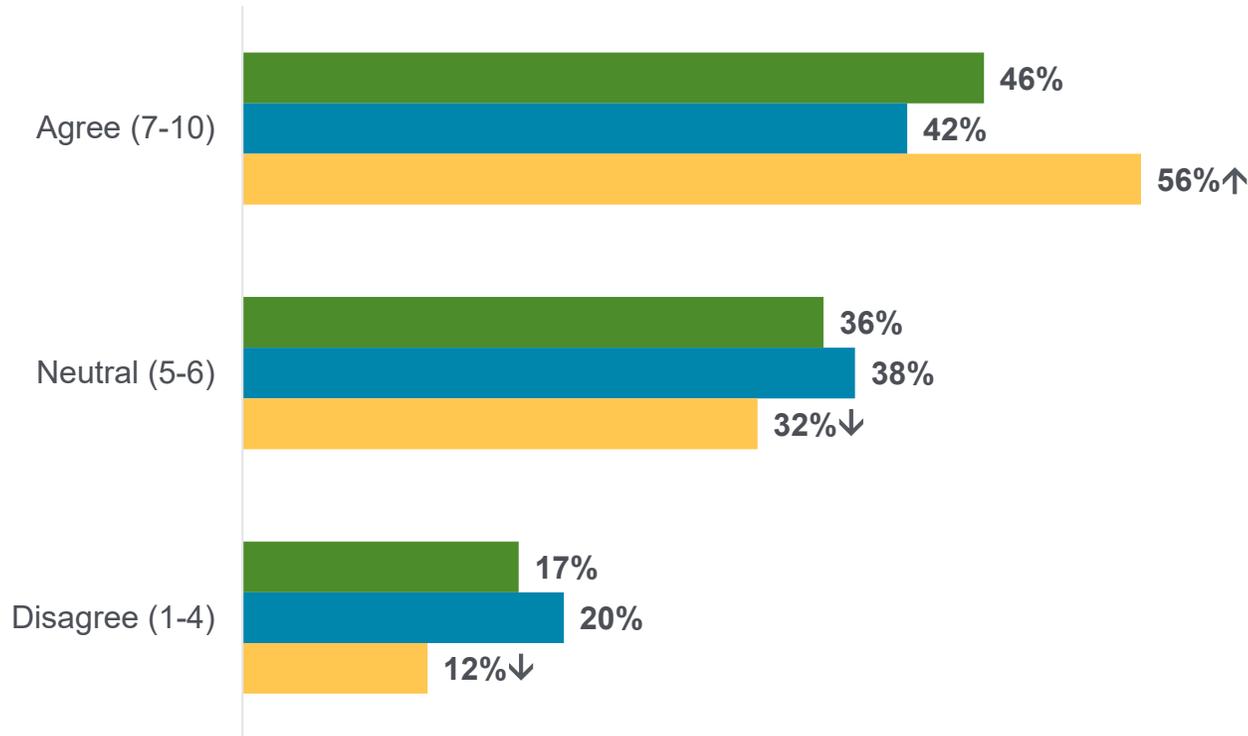


Delivers programs and services that remove barriers to participation

Nearly one-half (46%) of Calgarians agree that The City delivers programs and services that remove barriers for Calgarians who need it the most. Compared to Calgarians who were born in Canada (42%), a statistically higher proportion of Calgarians born outside of Canada agree (56%). In turn, a lower proportion of Calgarians born outside Canada give neutral (32% vs. 38%) and disagree (12% vs. 20%) ratings.

“The City of Calgary delivers programs and services that remove barriers to participation for Calgarians who need it the most.”

- All Calgarians
- Born in Canada
- Born outside Canada



Q. Next, I’m going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where 1 is completely disagree and 10 is completely agree.
 Base: Valid respondents (All Calgarians n=2,408, Born in Canada n=1,674, Born outside Canada n=727)

↑/↓ Statistically higher/lower than comparable subgroup

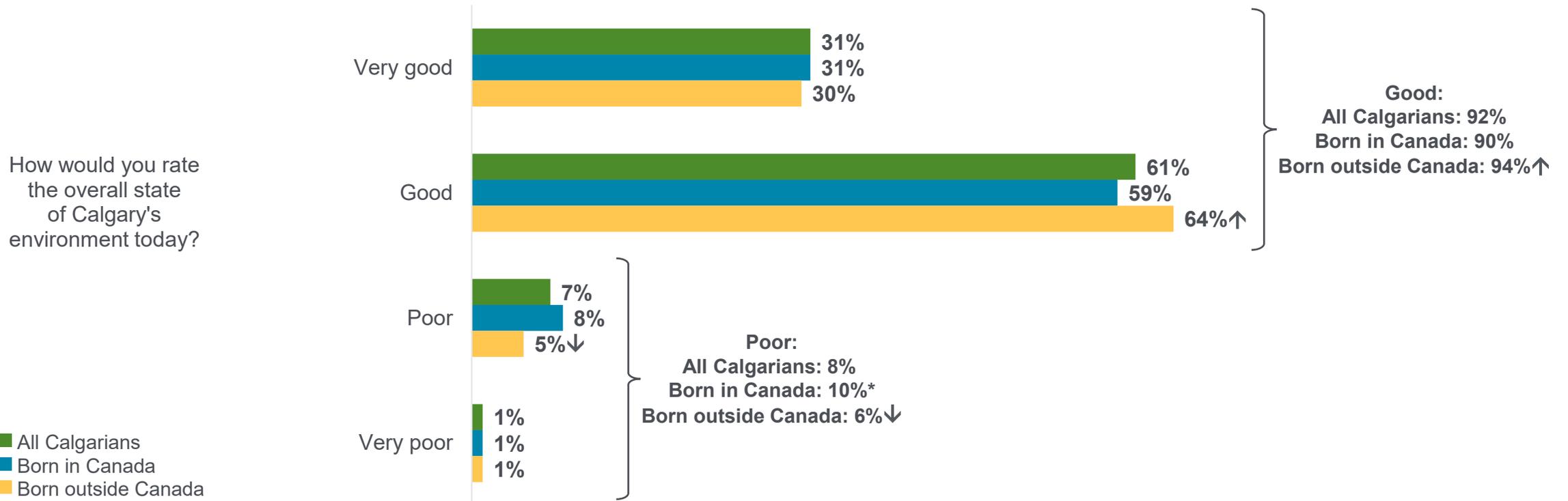


The environment



Overall state of Calgary's environment

A vast majority (92%) of all Calgarians rate the overall state of Calgary's environment as 'good.' A statistically higher proportion of Calgarians born outside Canada (94%) believe that the state of Calgary's environment is good (very good or good), compared to Calgarians born in Canada (90%). This is driven by a higher proportion of Calgarians born outside Canada rating it as 'good' (64% vs. 59%).



Q. Thinking about things such as air, water and land quality in the city, how would you rate the overall state of Calgary's environment today?
 Base: Valid respondents (All Calgarians n=2,491, Born in Canada n=1,732, Born outside Canada n=755)

*Rounding
 ↑/↓ Statistically higher/lower than comparable subgroup

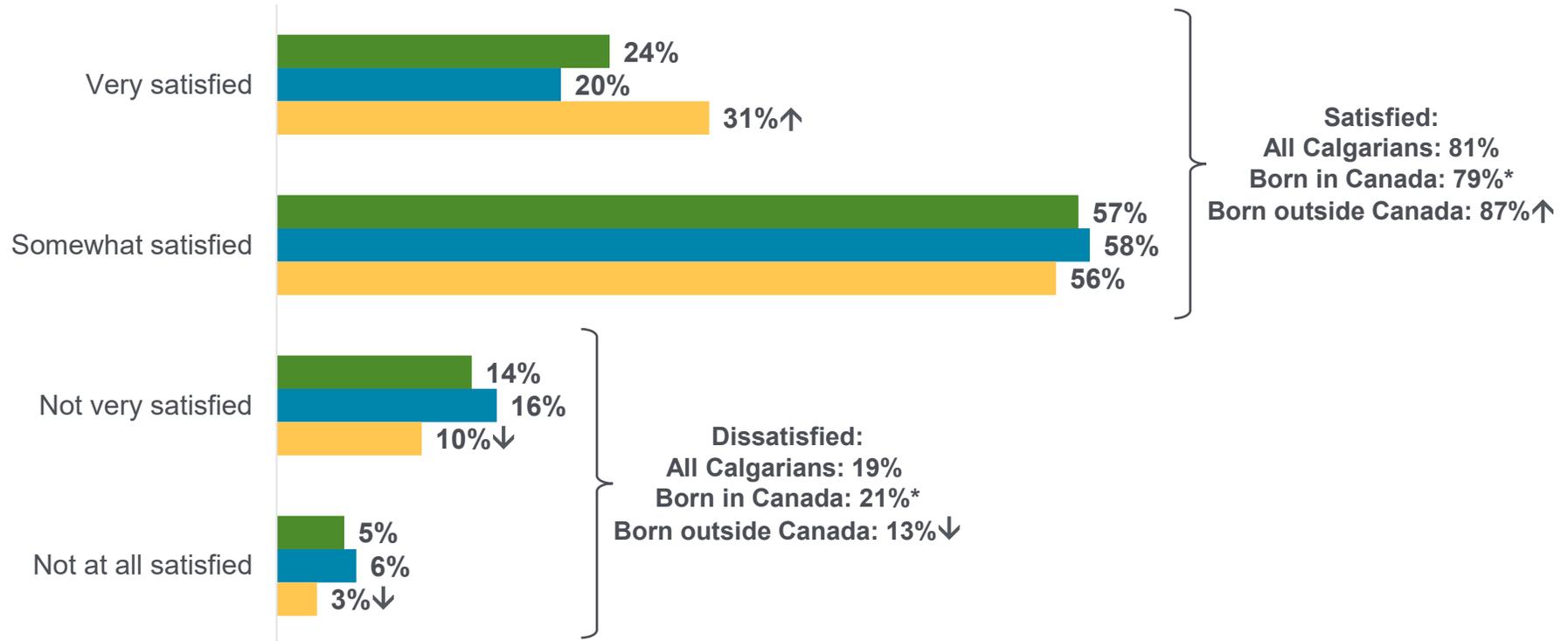


Satisfaction with City of Calgary environmental protections

Four-fifths (81%) of Calgarians are satisfied with the job The City is currently doing to protect the environment. Significantly more Calgarians born outside Canada (87%) feel satisfied compared to Calgarians born in Canada (79%), with a higher proportion also feeling ‘very’ satisfied (31% vs. 20% of Calgarians who were born in Canada). A lower proportion of Calgarians who were born outside Canada are dissatisfied with the job The City is doing (13% vs. 21% of those who were born in Canada).

The job The City of Calgary is currently doing to protect the environment

- All Calgarians
- Born in Canada
- Born outside Canada



Q. How satisfied are you with the job The City of Calgary is currently doing to protect the environment?
 Base: Valid respondents (All Calgarians n=2,478, Born in Canada n=1,725, Born outside Canada n=749)

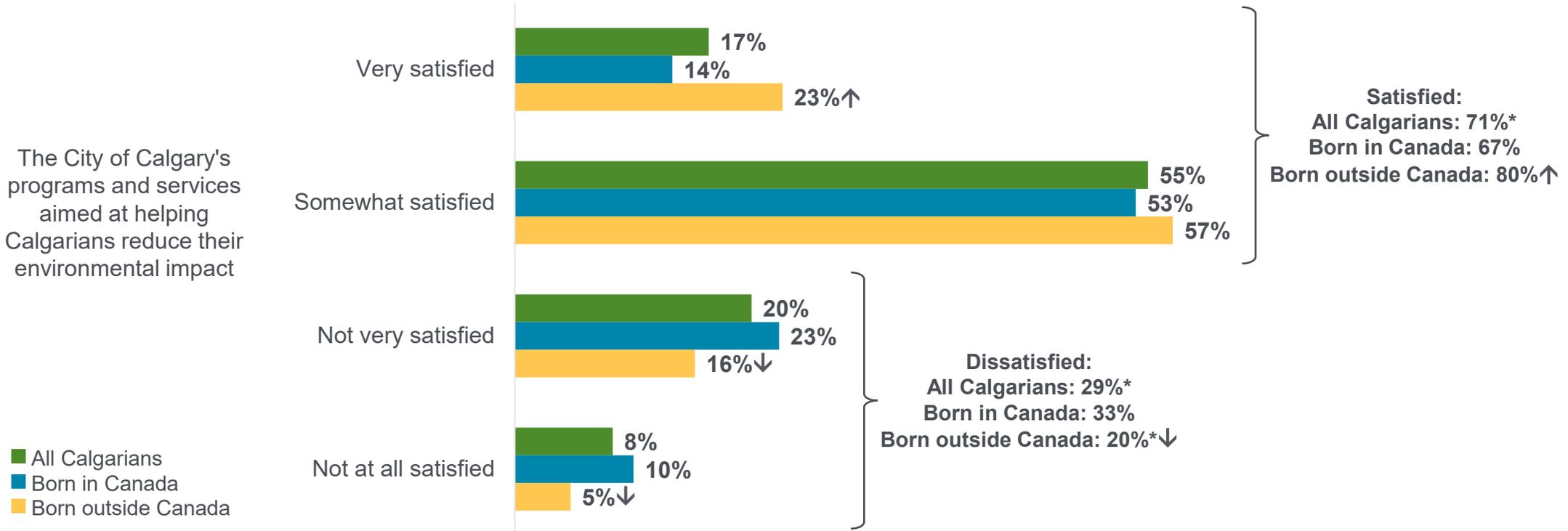
*Rounding

↑/↓ Statistically higher/lower than comparable subgroup



Satisfaction with City of Calgary's environmental programs and services

Seven-in-ten (71%) Calgarians believe The City has programs and services aimed at helping Calgarians reduce their environmental impact. Satisfaction levels are statistically higher among Calgarians who were born outside of Canada (80%) compared to Calgarians who were born in Canada (67%). A higher proportion of Calgarians born outside Canada are 'very' satisfied (23% vs. 14% of Calgarians born in Canada). Dissatisfaction levels are lower among Calgarians who were born outside Canada (20% vs. 33% of Calgarians born in Canada).



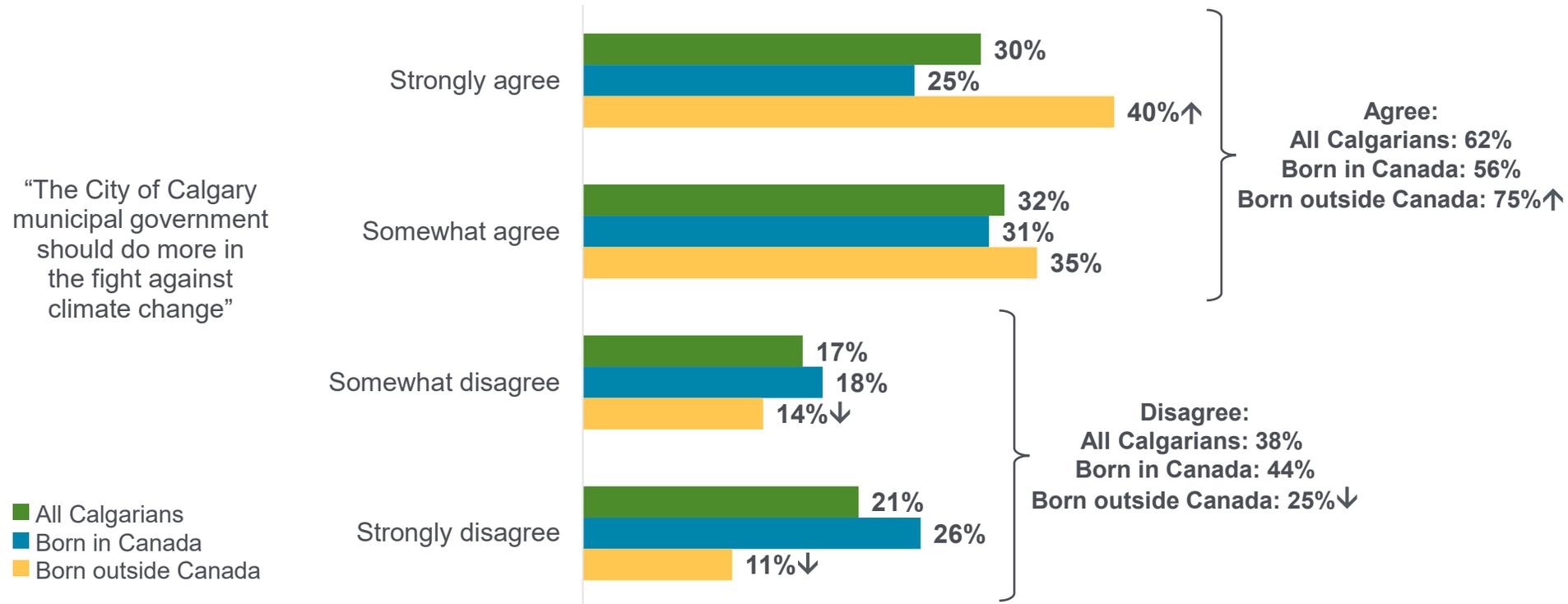
Q. How satisfied are you with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact?
 Base: Valid respondents (All Calgarians n=2,460, Born in Canada n=1,712, Born outside Canada n=745)

*Rounding
 ↑/↓ Statistically higher/lower than comparable subgroup



The City should do more to fight climate change

A majority (62%) of Calgarians agree that The City’s municipal government should do more to fight against climate change. Agreement is significantly higher among Calgarians who were born outside of Canada (75%) compared to Calgarians who were born in Canada (56%), including a higher proportion who ‘strongly’ agree (40% vs. 25%).



Q. To what extent do you agree or disagree that The City of Calgary municipal government should do more in the fight against climate change?
 Base: Valid respondents (All Calgarians n=2,482, Born in Canada n=1,726, Born outside Canada n=753)

↑/↓ Statistically higher/lower than comparable subgroup

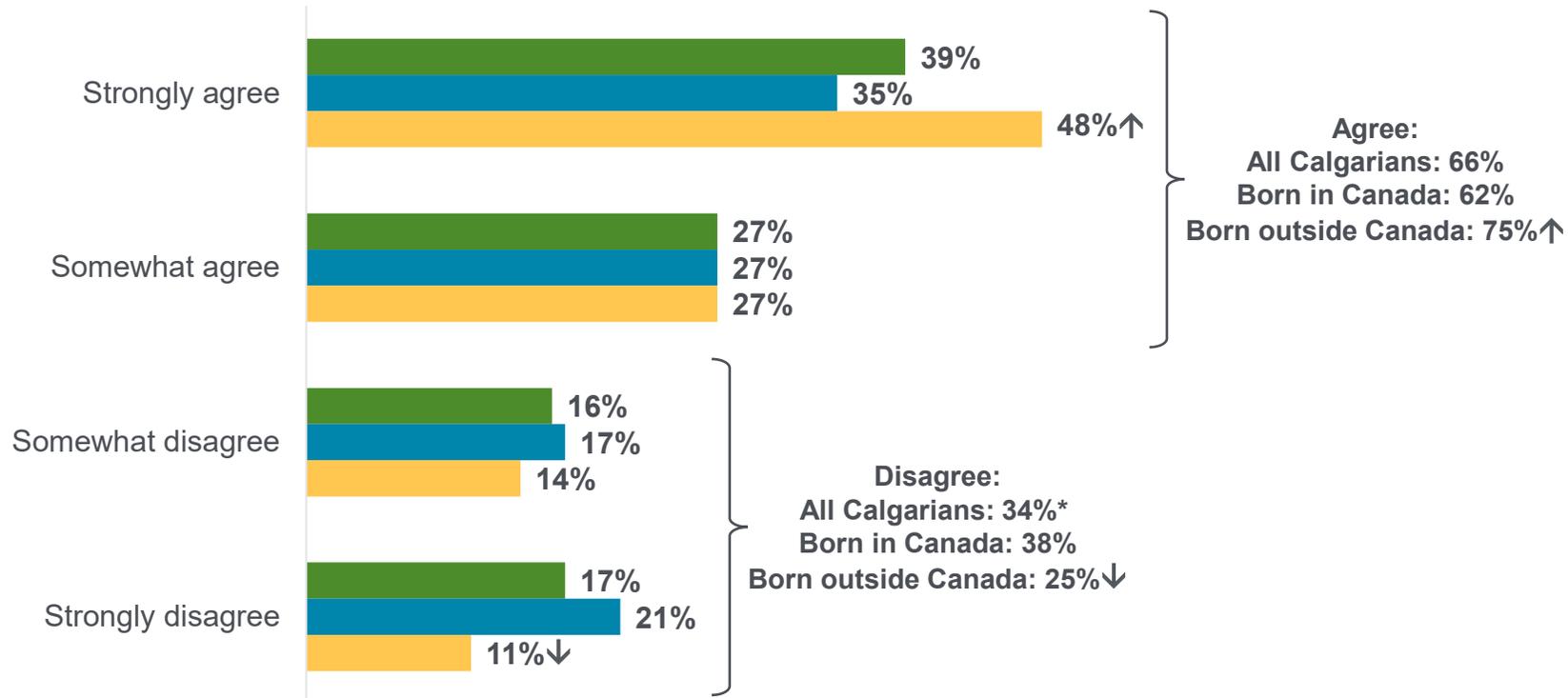


Climate change is affecting quality of life

Two-thirds (66%) of Calgarians agree that Climate change is a real issue that is affecting the quality of life of Calgarians every day. A significantly higher proportion of Calgarians who were born outside of Canada (75%) agree with this sentiment compared to Calgarians who were born in Canada (62%). Higher agree ratings are led by Calgarians born outside Canada who ‘strongly’ agree (48% vs. 35%, respectively).

“Climate change is a real issue that is affecting the quality of life of Calgarians every day.”

- All Calgarians
- Born in Canada
- Born outside Canada



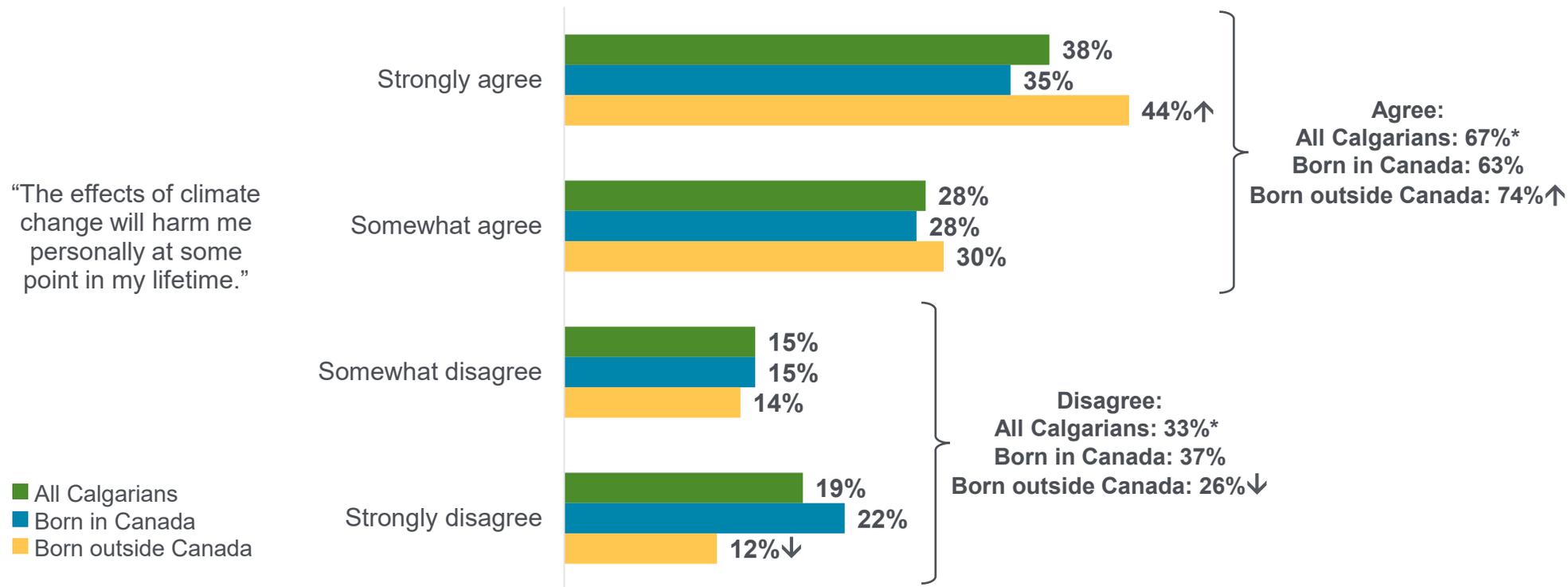
Q. I am going to read you a few statements, and I would like you to tell me the extent to which you agree or disagree with each one.
 Base: Valid respondents (All Calgarians n=2,489, Born in Canada n=1,732, Born outside Canada n=753)

*Rounding
 ↑/↓ Statistically higher/lower than comparable subgroup



Climate change causing personal harm

A majority (67%) of Calgarians agree that The effects of climate change will harm them at some point in time. Agreement is significantly higher among Calgarians who were born outside of Canada (74%) compared to Calgarians who were born in Canada (63%), including a higher proportion who ‘strongly’ agree (44% vs. 35%). Disagreement is lower among Calgarians who were born outside Canada (26% vs. 37% of those born in Canada), including a lower proportion who ‘strongly’ disagree (12% vs. 22%, respectively).



Q. I am going to read you a few statements, and I would like you to tell me the extent to which you agree or disagree with each one.
 Base: Valid respondents (All Calgarians n=2,478, Born in Canada n=1,725, Born outside Canada n=749)

*Rounding

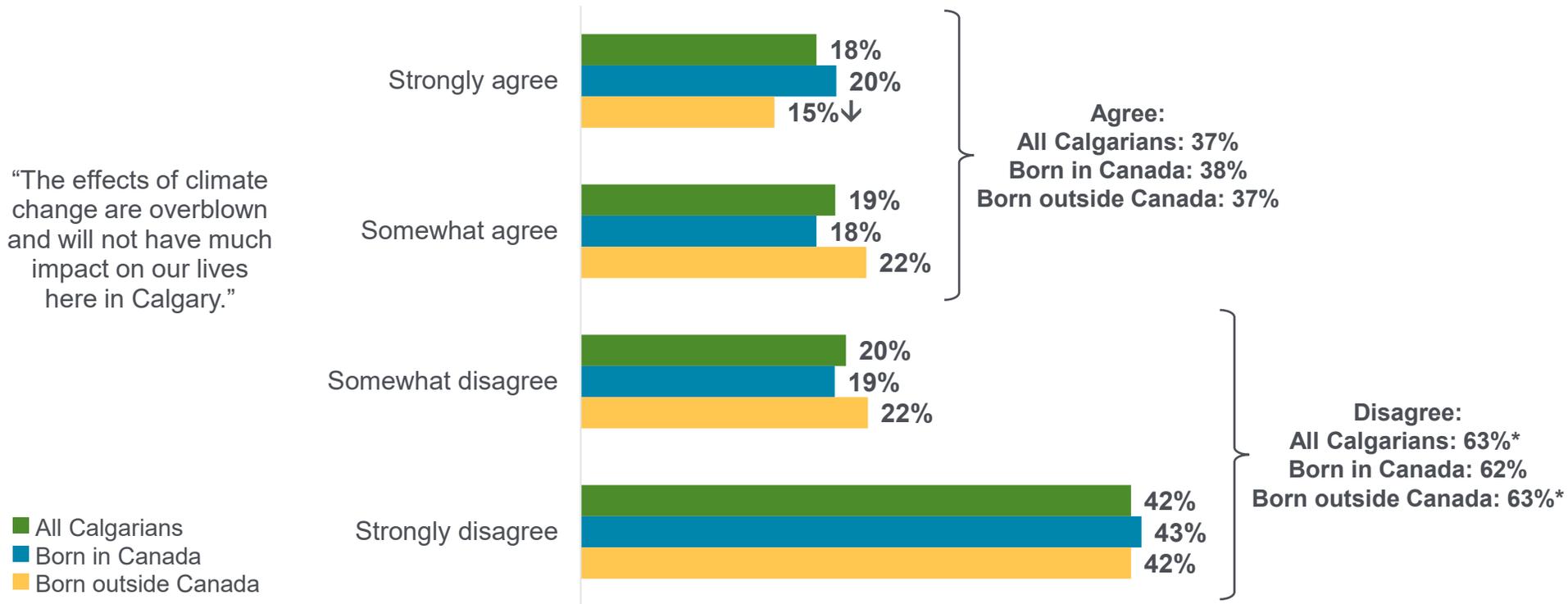
↑/↓ Statistically higher/lower than comparable subgroup



Effects of climate change are overblown

Fewer than two-fifths (37%) of Calgarians agree that the effects of climate change are overblown and will not have much impact in their lives in Calgary. While both groups similarly agree, a lower proportion of Calgarians born outside Canada (15%) ‘strongly’ agree than Calgarians who were born in Canada (20%).

“The effects of climate change are overblown and will not have much impact on our lives here in Calgary.”



Q. I am going to read you a few statements, and I would like you to tell me the extent to which you agree or disagree with each one.
 Base: Valid respondents (All Calgarians n=2,486, Born in Canada n=1,731, Born outside Canada n=751)

*Rounding
 ↑/↓ Statistically higher/lower than comparable subgroup



City programs and services

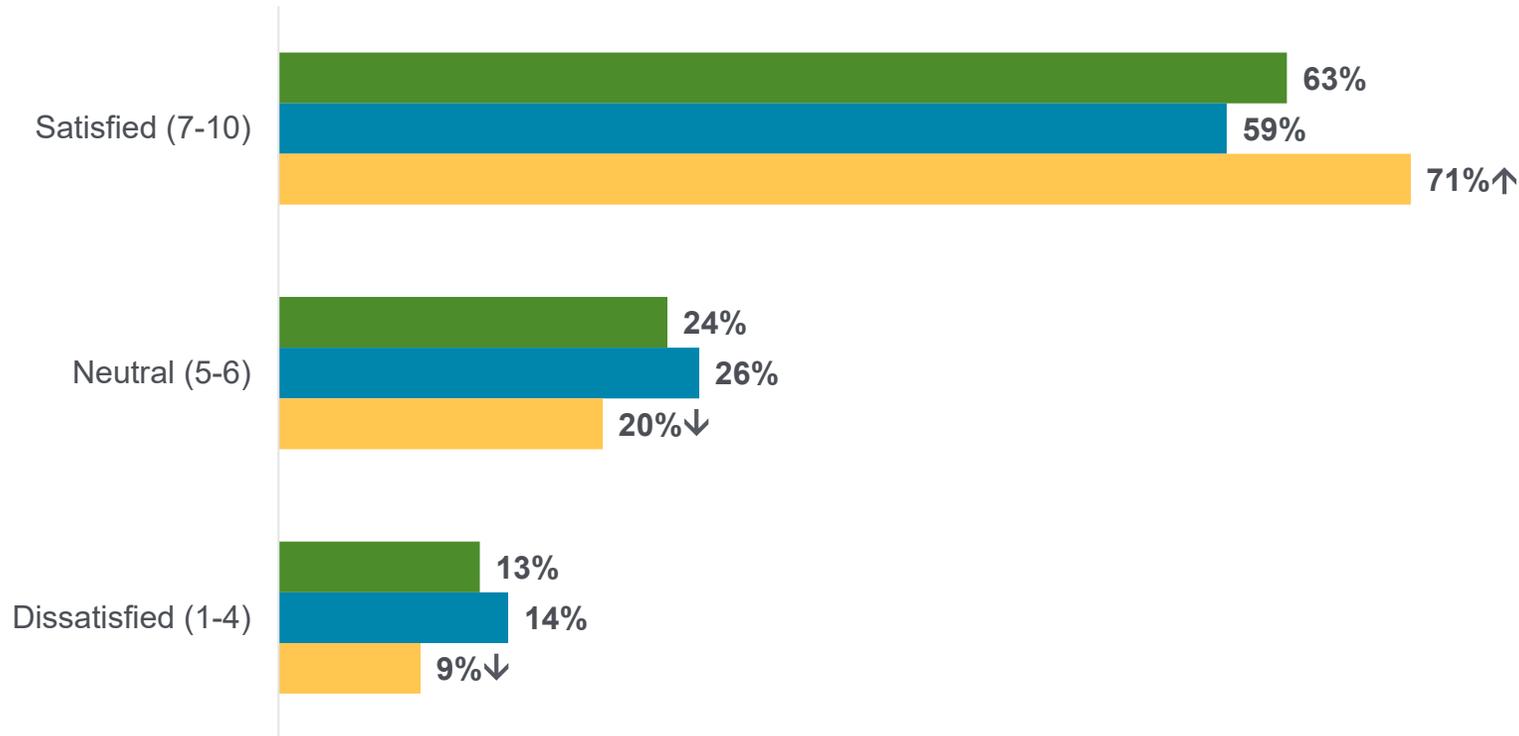


Satisfaction with the overall level and quality of City services and programs

More than three-fifths (63%) of Calgarians are satisfied with the overall level and quality of services and programs provided by The City. Satisfaction levels are significantly higher among Calgarians who were born outside of Canada (71%) compared to Calgarians who were born in Canada (59%).

How satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

- All Calgarians
- Born in Canada
- Born outside Canada



Q. On a scale of 1 to 10 where 1 is not at all satisfied and 10 is very satisfied, how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

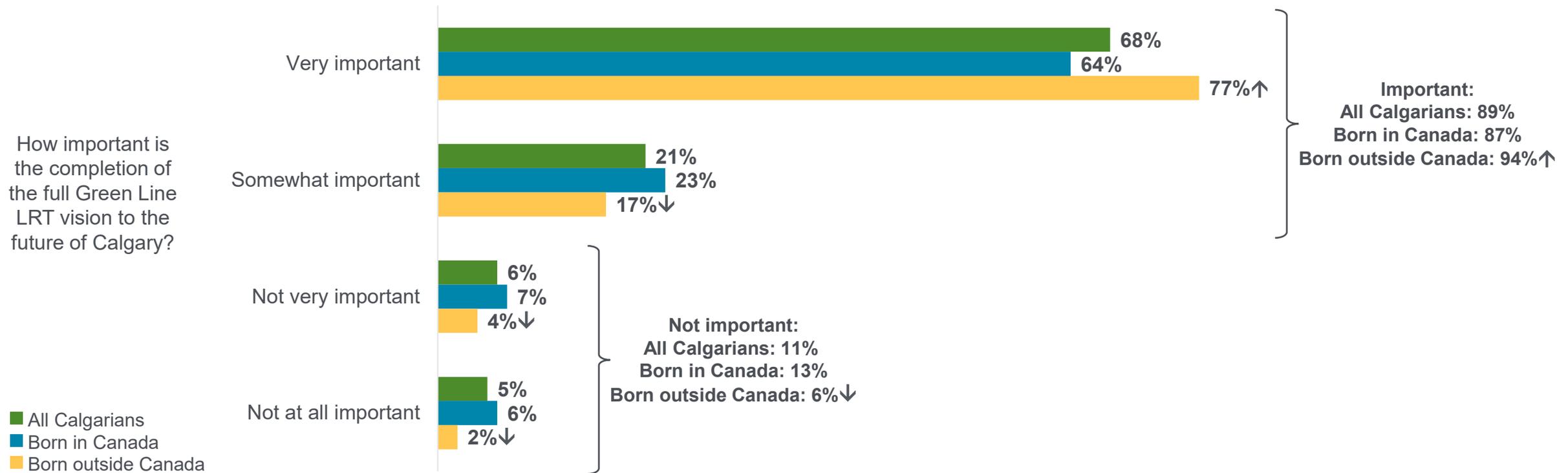
Base: Valid respondents (All Calgarians n=2,496, Born in Canada n=1,734, Born outside Canada n=754)

↑/↓ Statistically higher/lower than comparable subgroup



Perceived importance of the Green Line LRT

A vast majority (89%) of Calgarians think that the Green Line LRT is important for the future of Calgary. A notably higher proportion of Calgarians born outside Canada (94%) feel that the Green Line LRT is important compared to those born in Canada (87%), with a higher proportion thinking it is 'very' important (77% vs. 64% of Calgarians born in Canada).



Q. The full vision for the Green Line LRT is 46km and will be built in phases. Future phases will extend from downtown over the Bow River and north to Keystone as well as extend further South to Seton. How important is the completion of the full Green Line LRT vision to the future of Calgary?

Base: Valid respondents (All Calgarians n=2,486, Born in Canada n=1,726, Born outside Canada n=752)

↑/↓ Statistically higher/lower than comparable subgroup

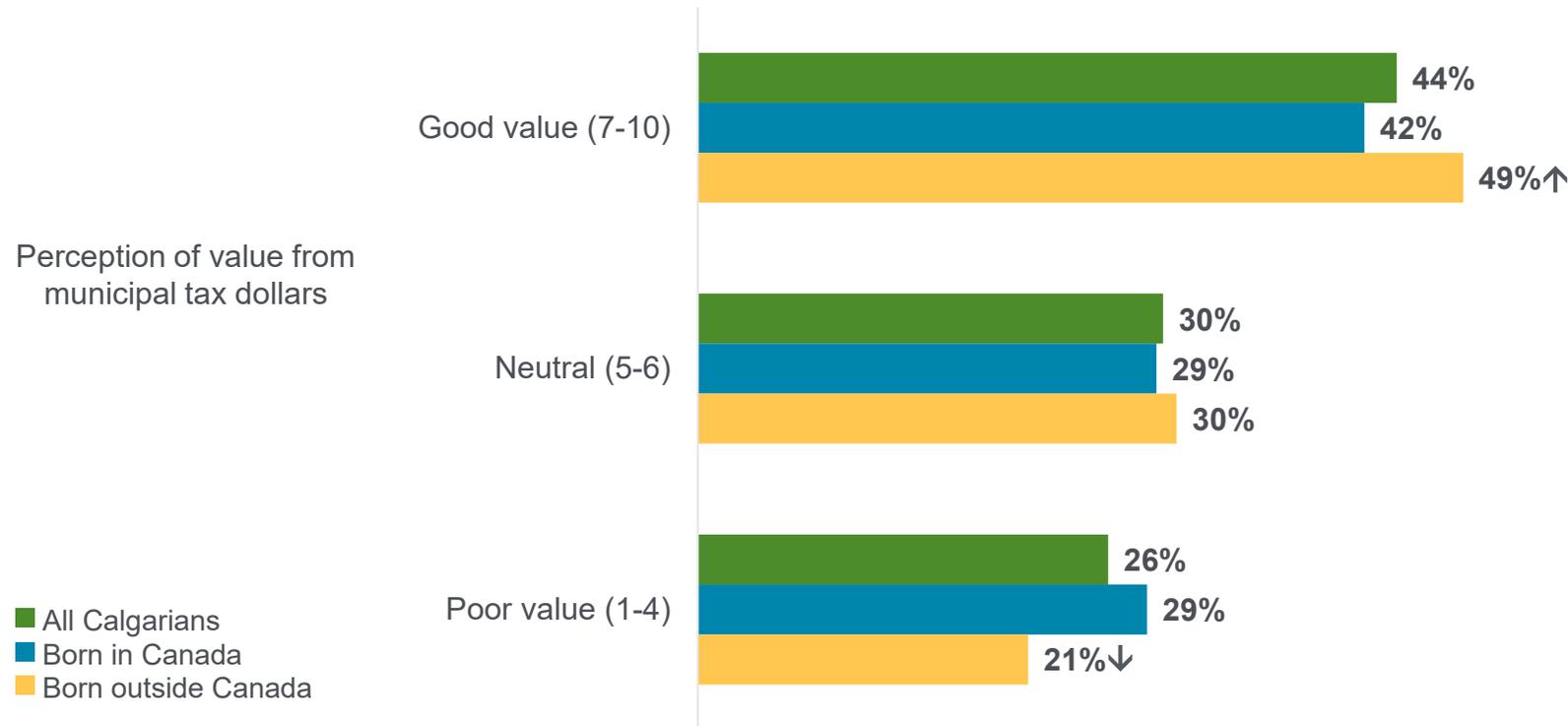


Taxation



Perceived value of property taxes

More than two-fifths (44%) of Calgarians perceive the value they receive from their tax dollars to be ‘good.’ A statistically higher proportion of Calgarians who were born outside of Canada feel they receive good value (49%) compared to Calgarians who were born in Canada (42%). Neutral ratings are consistent between both groups, while a lower proportion of Calgarians born outside Canada feel they receive ‘poor’ value (21% vs. 29% of Calgarians born in Canada).



Q. Property tax dollars are divided between The City and the Province. Approximately two-thirds of residential property tax payment goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where 1 is very poor value and 10 is very good value.
 Base: Valid respondents (All Calgarians n=2,469, Born in Canada n=1,722, Born outside Canada n=739)

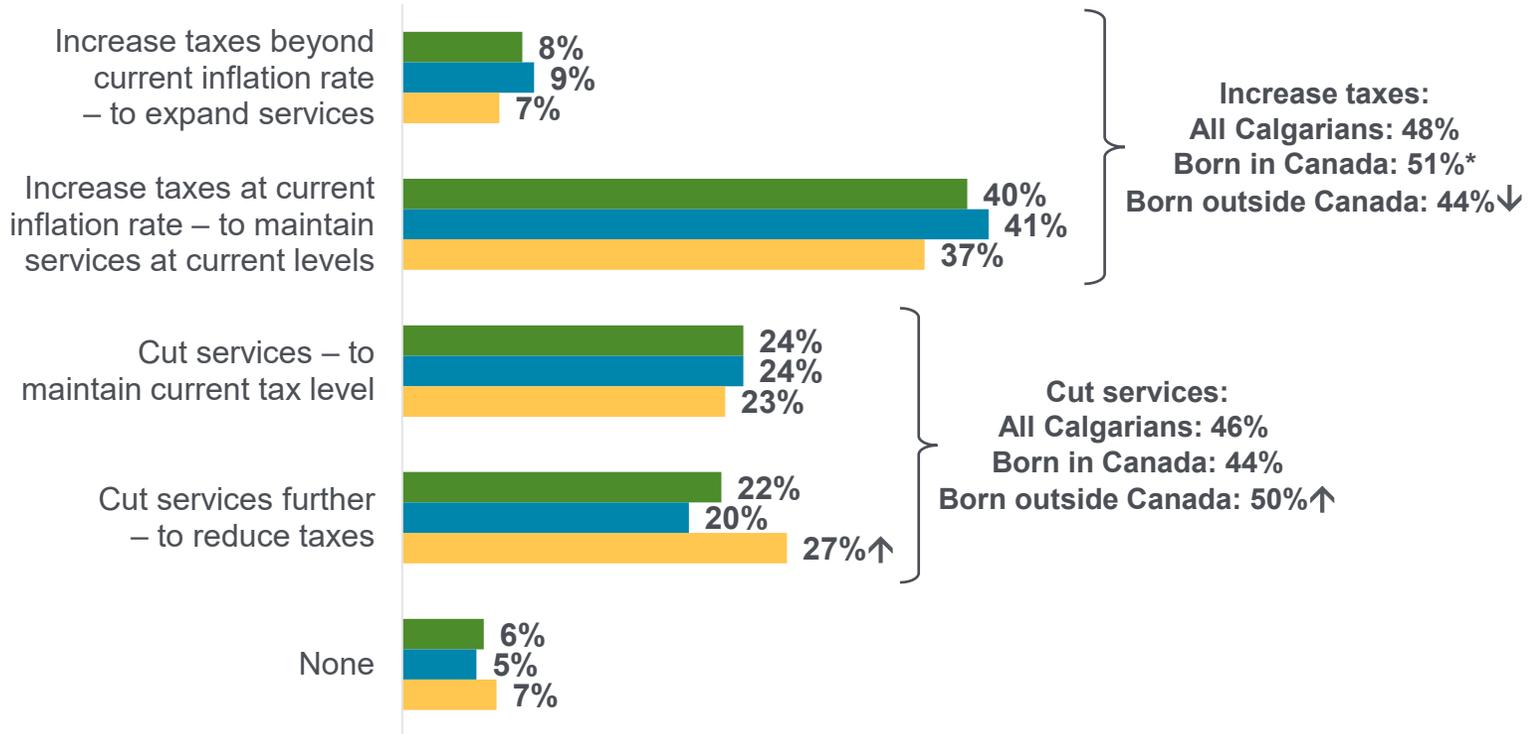
↑/↓ Statistically higher/lower than comparable subgroup



Balancing taxation and service delivery

Regarding balancing taxation and service delivery levels, nearly one-half (48%) of Calgarians prefer increasing taxes, while 46% prefer cutting services. A lower proportion of Calgarians born outside Canada (44%) prefer increasing taxes compared to Calgarians born in Canada (51%). A higher proportion prefer cutting services (50% vs. 44%, respectively) with a higher proportion who would like enough service cuts so that taxes are reduced (27% vs. 20%).

Which of the following four options would you most like The City to pursue?



■ All Calgarians
 ■ Born in Canada
 ■ Born outside Canada

Q. Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like The City to pursue?

Base: Valid respondents (All Calgarians n=2,454, Born in Canada n=1,714, Born outside Canada n=732)

*Rounding
 ↑/↓ Statistically higher/lower than comparable subgroup

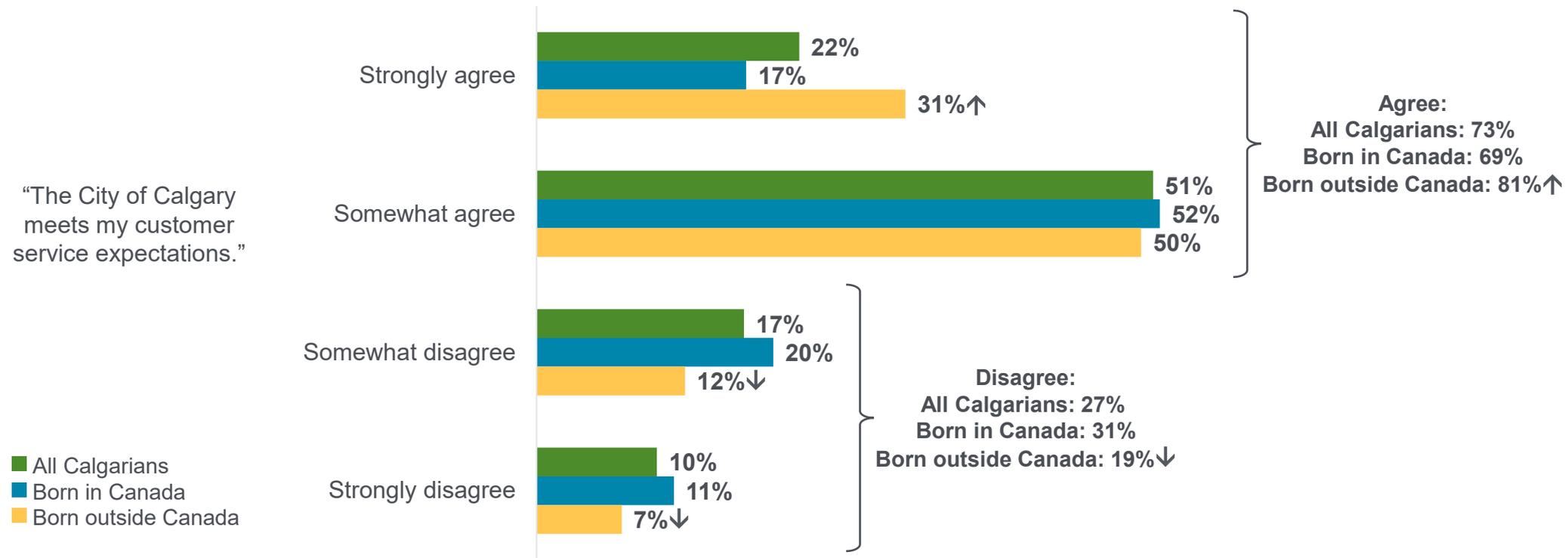


Perception of customer service and communications at The City



The City meets customer service expectations

Nearly three-quarters (73%) of all Calgarians feel The City meets their customer service expectations. A statistically higher proportion of Calgarians who were born outside of Canada (81%) feel The City’s customer service meets their expectations compared to Calgarians who were born in Canada (69%). A higher proportion of Calgarians born outside Canada ‘strongly’ agree customer service meets their expectations (31% vs. 17% of Calgarians born in Canada).



Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.

Base: Valid respondents (All Calgarians n=2,471, Born in Canada n=1,721, Born outside Canada n=744)

↑/↓ Statistically higher/lower than comparable subgroup

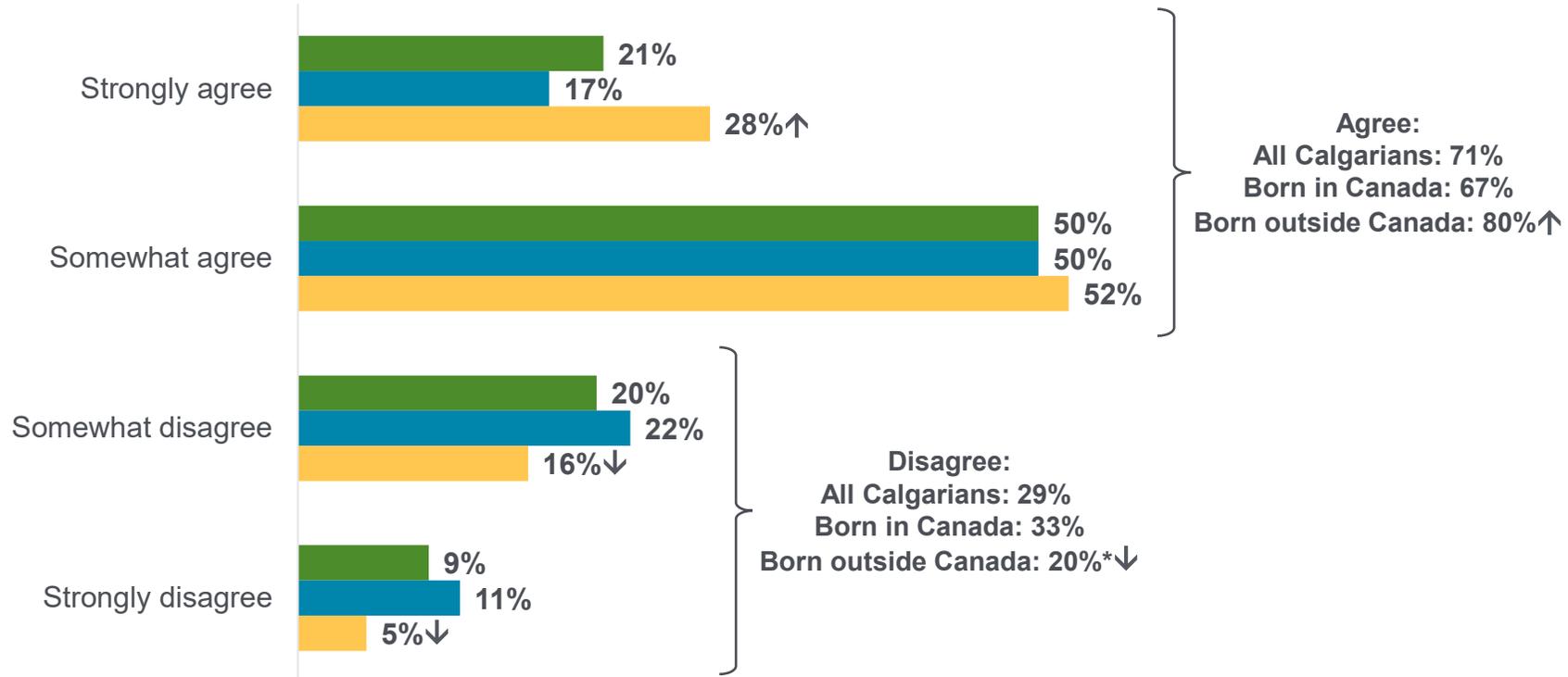


The City offers consistently high quality customer service

A majority (71%) of Calgarians agree that the quality of The City’s customer service is consistently high. A larger segment of Calgarians born outside Canada (80%) agree that the quality of customer service is high compared to those born in Canada (67%). This difference is driven by a higher proportion of Calgarians born outside Canada ‘strongly’ agreeing (28% vs. 17% of Calgarians born in Canada).

“The quality of customer service from The City is consistently high.”

- All Calgarians
- Born in Canada
- Born outside Canada



Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.

Base: Valid respondents (All Calgarians n=2,466, Born in Canada n=1,717, Born outside Canada n=742)

*Rounding

↑/↓ Statistically higher/lower than comparable subgroup

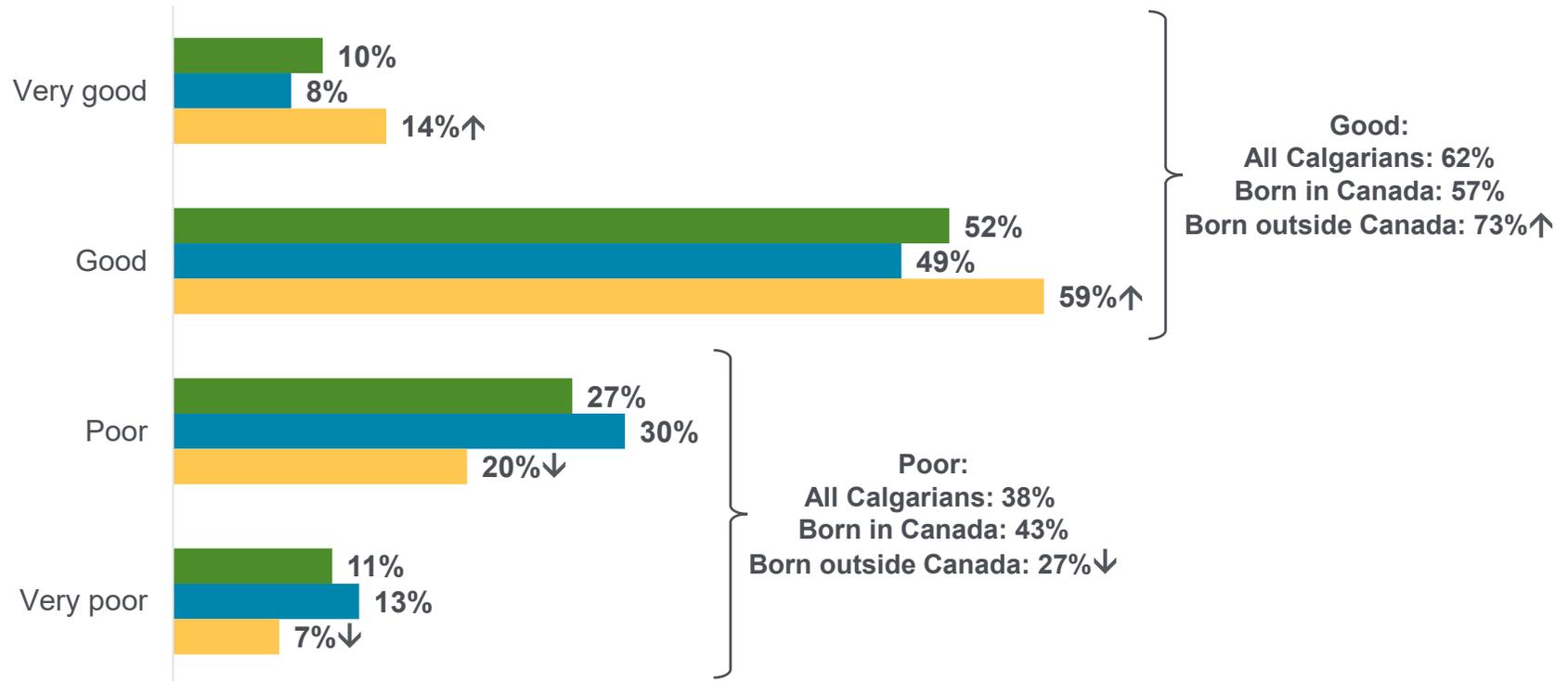


Overall communication from The City

Around three-fifths (62%) of Calgarians rate The City’s communication with Calgarians about its services, programs, policies and plans in the last 6 months as good. A larger proportion of those born outside Canada (73%) rate it as good compared to those born in Canada (57%).

Overall, how would you rate The City in terms of how well it communicates with Calgarians about its services, programs, policies and plans in the past 6 months?

- All Calgarians
- Born in Canada
- Born outside Canada



Q. Overall, how would you rate The City in terms of how well it communicates with Calgarians about its services, programs, policies and plans in the past 6 months? Has the communication been...?
 Base: Valid respondents (All Calgarians n=2,481, Born in Canada n=1,725, Born outside Canada n=749)

↑/↓ Statistically higher/lower than comparable subgroup



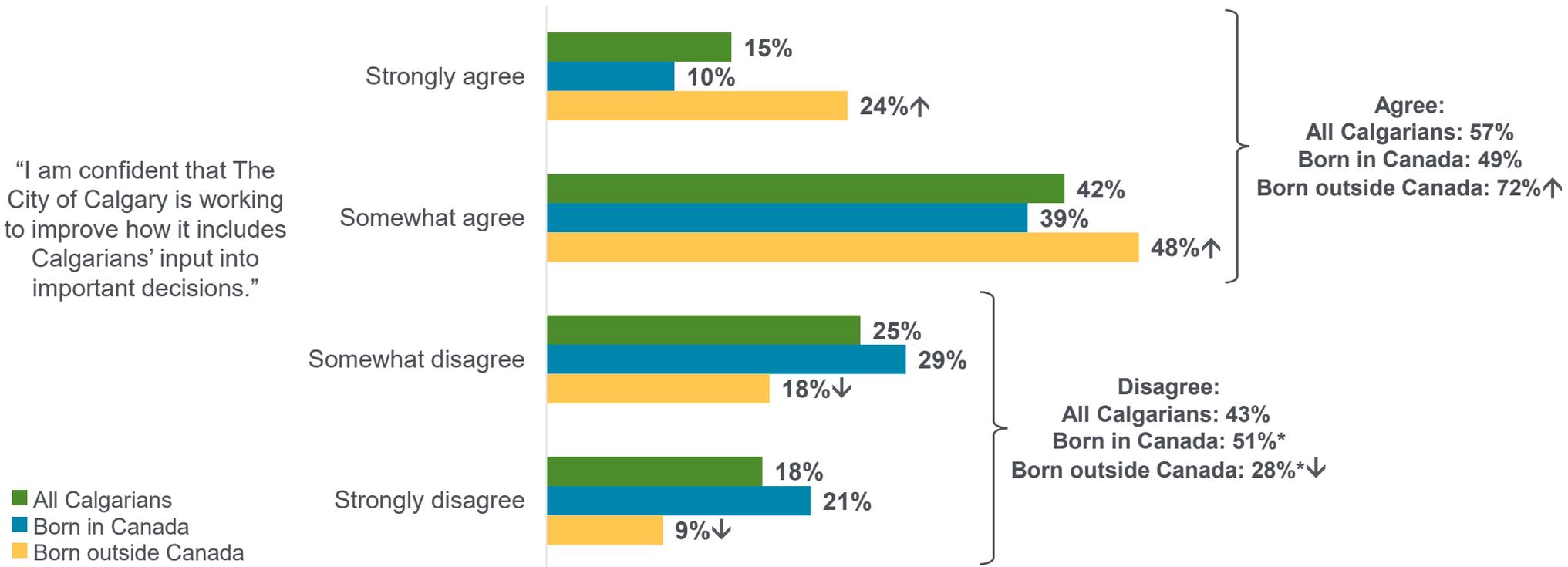
Input from Calgarians



The City is working at including Calgarians' input

More than one-half (57%) of all Calgarians are confident that The City of Calgary is working to improve how it includes Calgarians' input into important decisions. This confidence is more pronounced among Calgarians who were born outside of Canada (72%) than Calgarians who were born in Canada (49%).

"I am confident that The City of Calgary is working to improve how it includes Calgarians' input into important decisions."



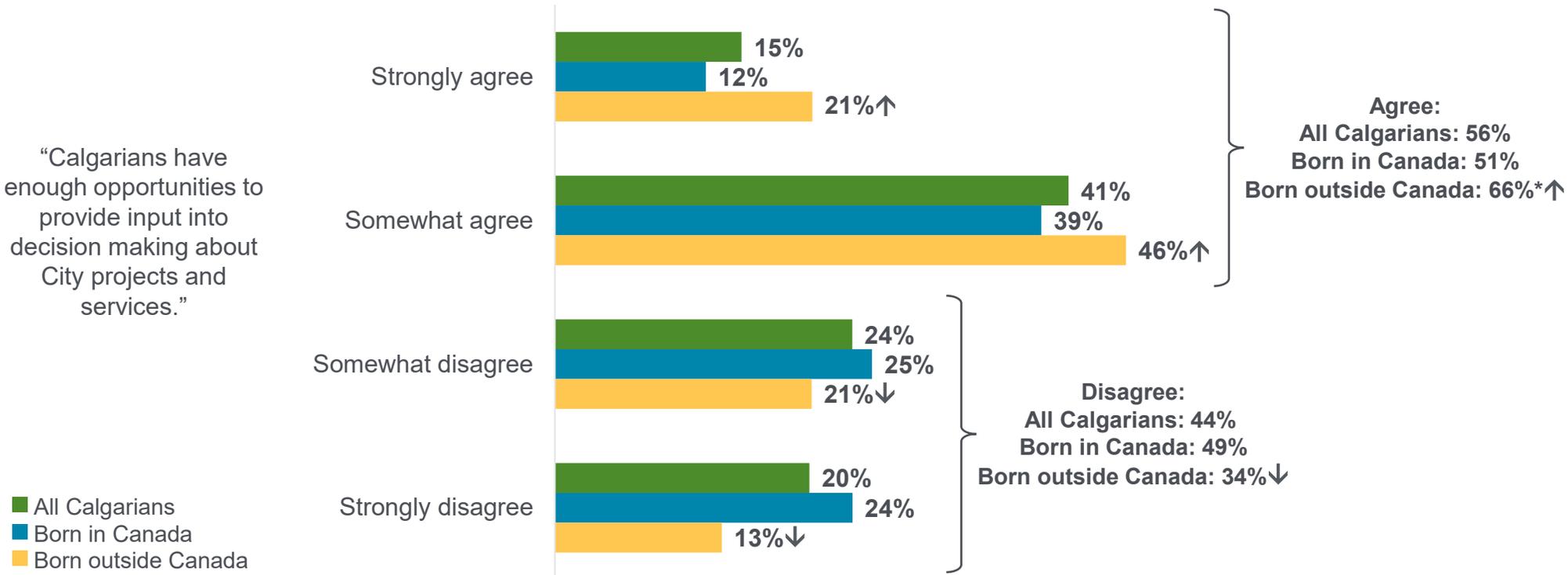
Q. Please tell me if you agree or disagree with each of the following statements?
 Base: Valid respondents (All Calgarians n=2,481, Born in Canada n=1,727, Born outside Canada n=750)

*Rounding
 ↑/↓ Statistically higher/lower than comparable subgroup



Calgarians have enough opportunities to provide input

A small majority (56%) of Calgarians feel they have enough opportunities to provide input into decision making about City projects and services. A higher proportion of Calgarians who were born outside of Canada (66%) express this sentiment, compared to those born in Canada (51%).



Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.

Base: Valid respondents (All Calgarians n=2,477, Born in Canada n=1,728, Born outside Canada n=743)

*Rounding

↑/↓ Statistically higher/lower than comparable subgroup

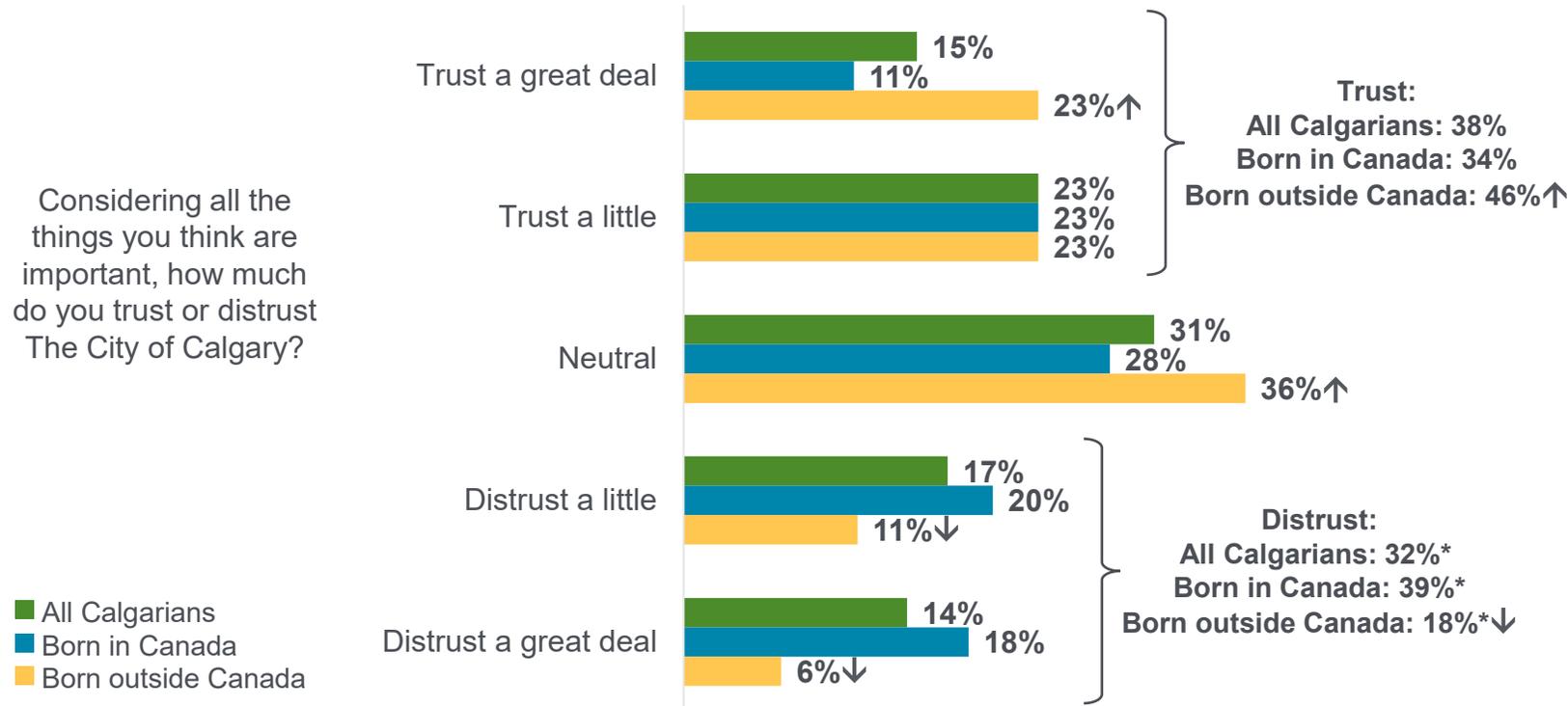


City reputation and performance



Trust in The City of Calgary

A sizeable minority (38%) of Calgarians say they trust The City of Calgary. A statistically higher proportion of Calgarians who were born outside of Canada (46%) trust The City compared to Calgarians who were born in Canada (34%), including a larger proportion who trust The City ‘a great deal’ (23% vs. 11% of Calgarians born in Canada). A higher proportion of those born outside Canada are neutral in this regard. Meanwhile, a lower proportion of Calgarians born outside Canada distrust The City (18% vs. 39% of Calgarians born in Canada).



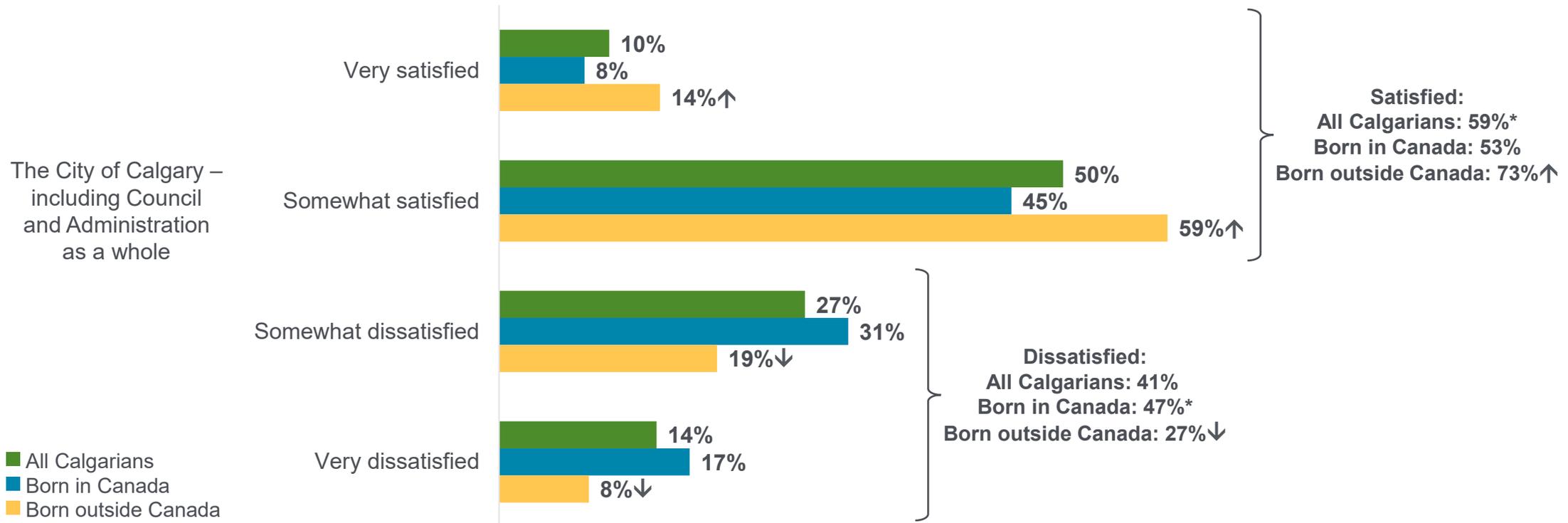
Q. Considering all the things you think are important, how much do you trust or distrust The City of Calgary?
 Base: Valid respondents (All Calgarians n=2,489, Born in Canada n=1,732, Born outside Canada n=751)

*Rounding
 ↑/↓ Statistically higher/lower than comparable subgroup



Satisfaction with The City as a whole

Three-fifths (59%) of Calgarians are satisfied with the way The City, including Council and Administration, is running their city. Satisfaction is statistically higher among Calgarians who were born outside of Canada (73%) compared to Calgarians who were born in Canada (53%). A lower proportion of Calgarians who were born outside Canada are dissatisfied (27% vs. 47% of Calgarians who were born in Canada).



Q. Taking everything into account, how satisfied or dissatisfied are you with the way The City of Calgary – including Council and Administration as a whole - is going about running our city?

Base: Valid respondents (All Calgarians n=2,487, Born in Canada n=1,732, Born outside Canada n=750)

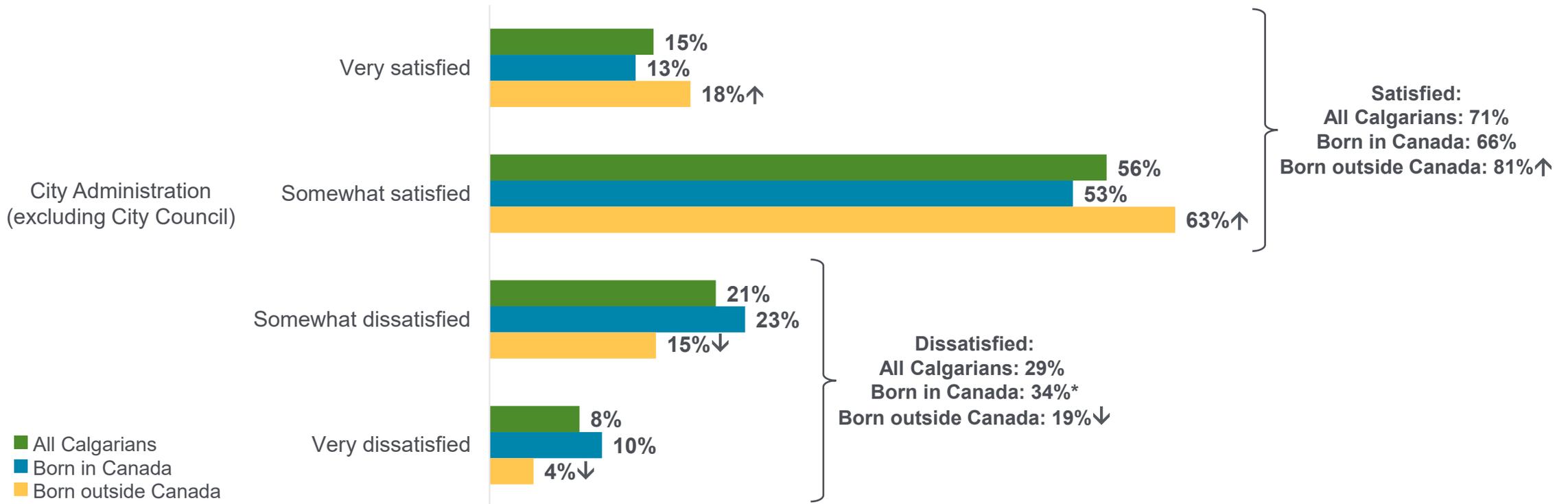
*Rounding

↑/↓ Statistically higher/lower than comparable subgroup



Satisfaction with City Administration

A majority (71%) of Calgarians express satisfaction with the way City Administration (excluding City Council) is running Calgary. A higher proportion of Calgarians who were born outside of Canada are satisfied (81%) than Calgarians who were born in Canada (66%). Dissatisfaction levels are lower among Calgarians who were born outside Canada (19% vs. 34% of those born in Canada).



Q. Thinking about Calgary’s City Administration, excluding Council, how satisfied or dissatisfied are you with the way City Administration is going about running our city?

Base: Valid respondents (All Calgarians n=2,480, Born in Canada n=1,729, Born outside Canada n=746)

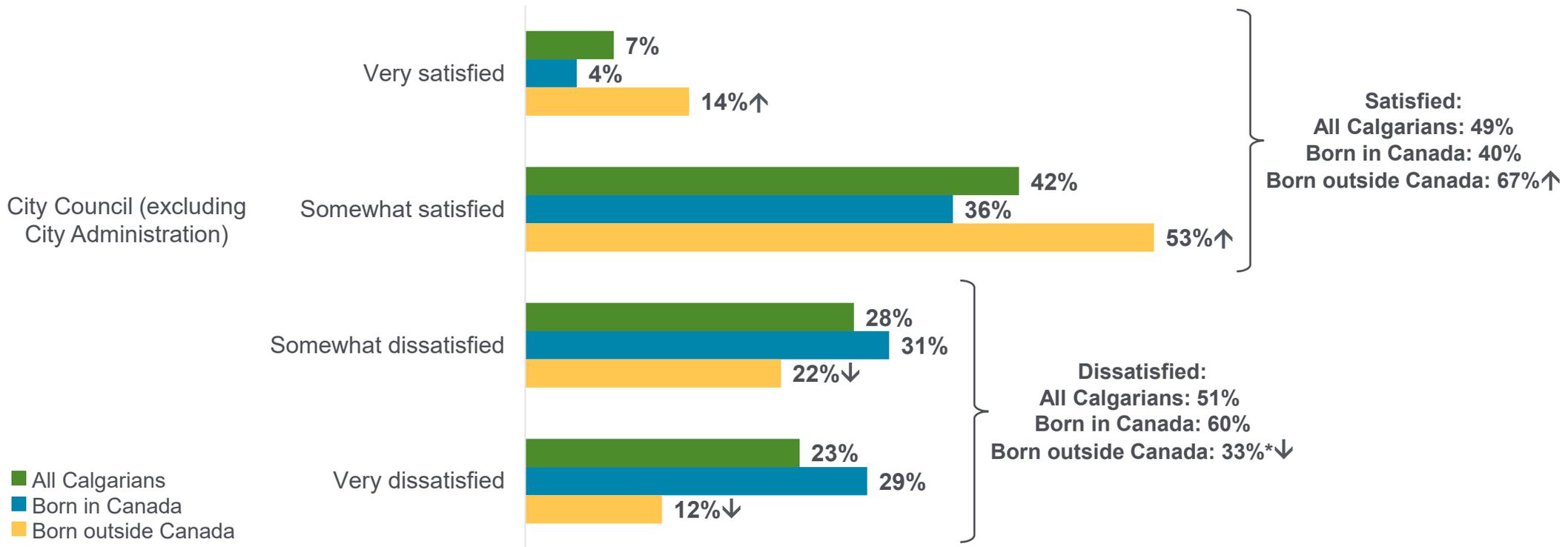
*Rounding

↑/↓ Statistically higher/lower than comparable subgroup



Satisfaction with City Council

One-half (49%) of all Calgarians say they are satisfied with City Council’s (excluding City Administration) running of the city. A substantial proportion of Calgarians who were born outside of Canada express satisfaction (67%) when compared to Calgarians who were born in Canada (40%). A lower proportion of Calgarians who were born outside Canada are dissatisfied (33% vs. 60% of Calgarians who were born in Canada).



Q. Thinking about Calgary’s City Council, excluding City Administration, how satisfied or dissatisfied are you with the way City Council is going about running our city?

Base: Valid respondents (All Calgarians n=2,485, Born in Canada n=1,733, Born outside Canada n=747)

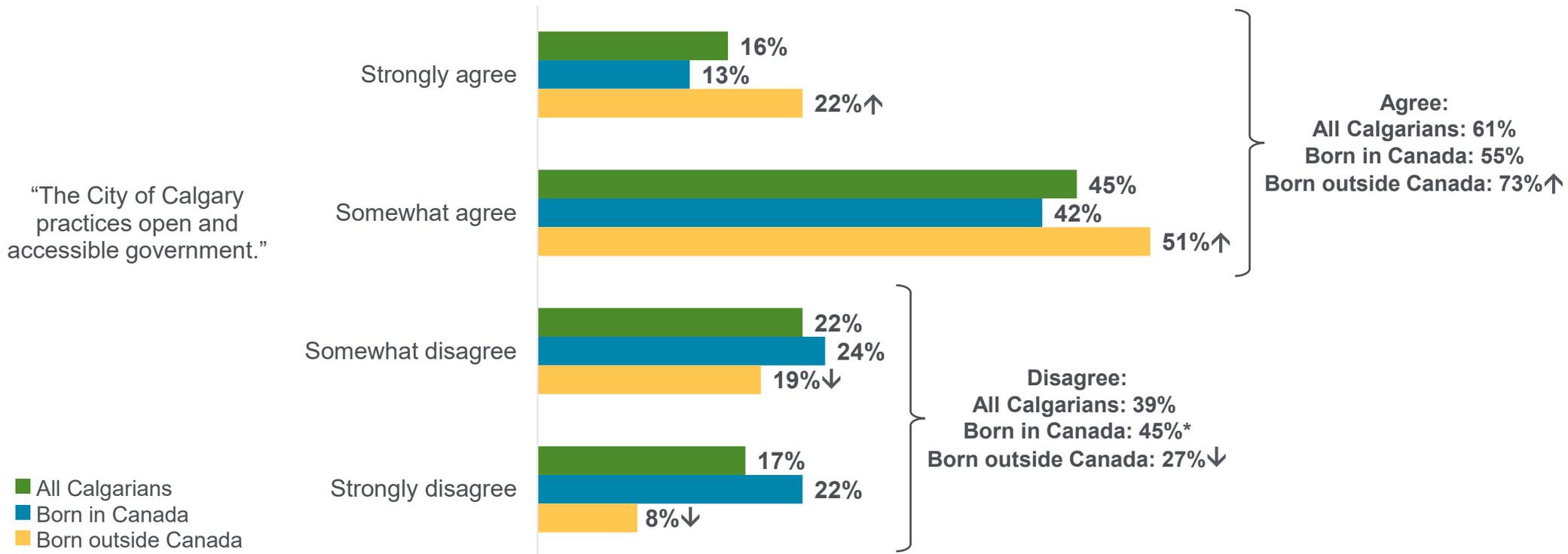
*Rounding

↑/↓ Statistically higher/lower than comparable subgroup



The City practices open and accessible government

Three-fifths (61%) of Calgarians agree that The City practices open and accessible government. A significantly larger proportion of Calgarians who were born outside Canada (73%) agree that The City is open and accessible compared to Calgarians who were born in Canada (55%).



Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements?

Base: Valid respondents (All Calgarians n=2,465, Born in Canada n=1,725, Born outside Canada n=733)

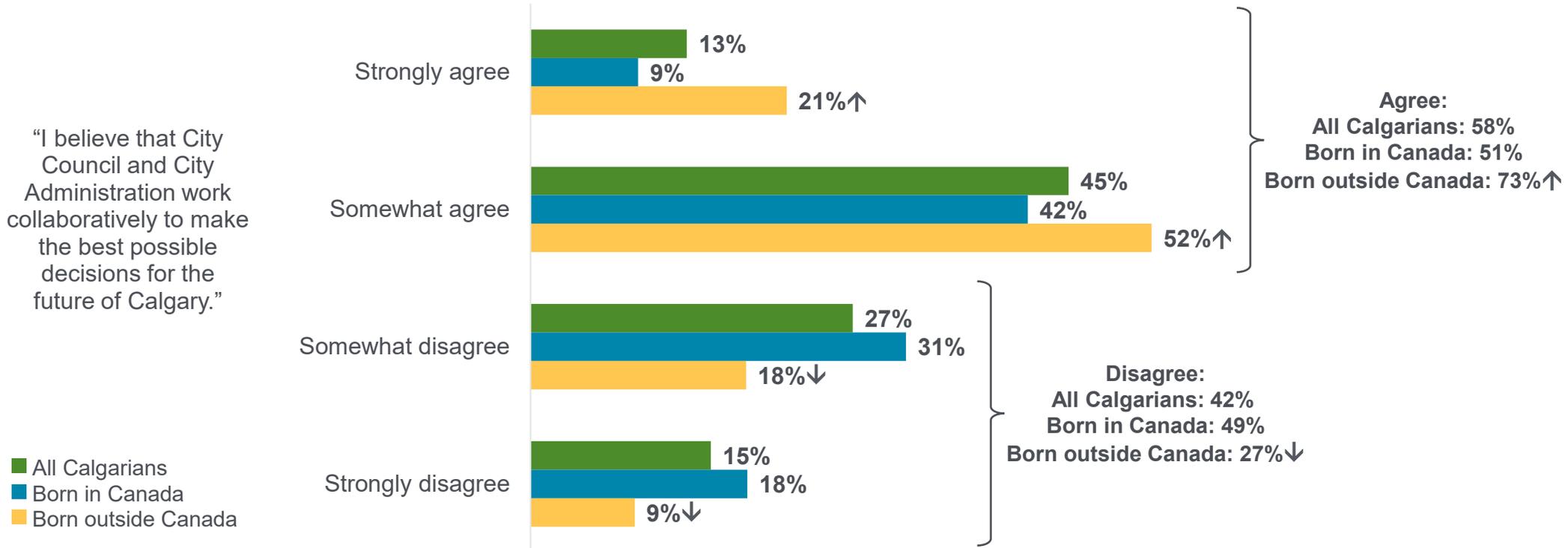
*Rounding

↑/↓ Statistically higher/lower than comparable subgroup



Council and Administration working collaboratively

A small majority (58%) of all Calgarians believe that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary. Notably, a higher proportion of Calgarians born outside Canada (73%) agree with this sentiment than Calgarians who are born in Canada (51%).



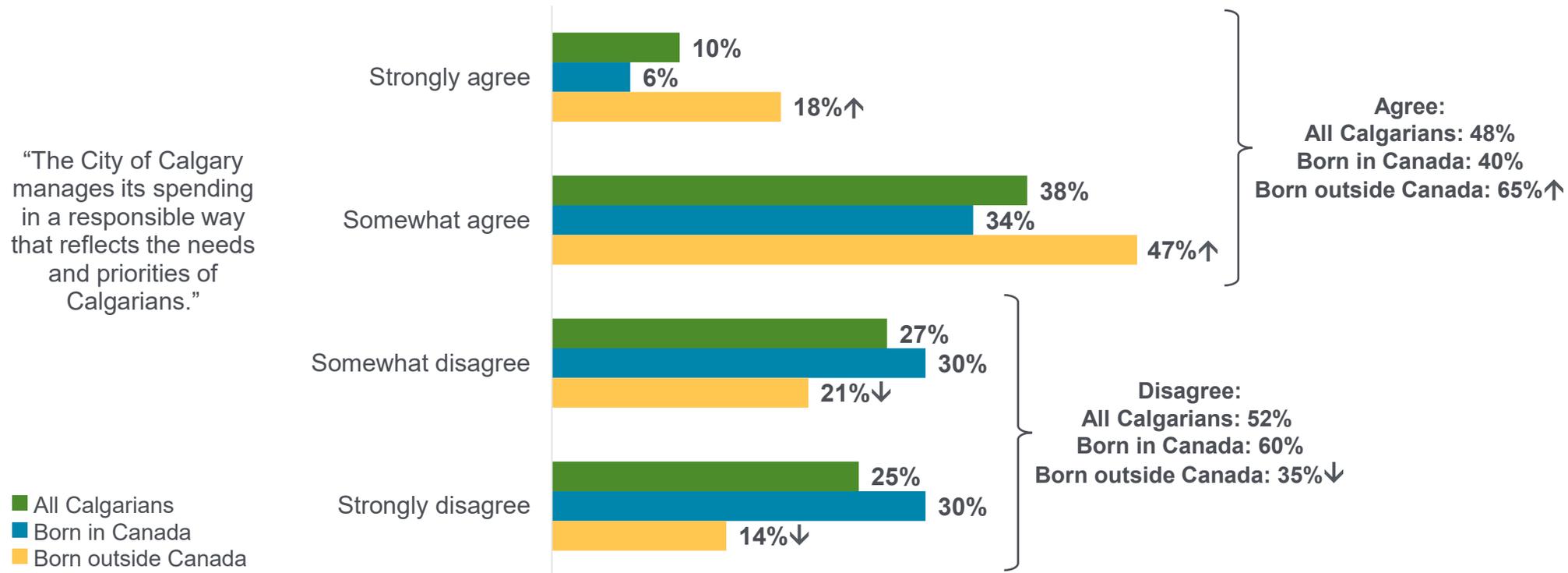
Q. Please tell me if you agree or disagree with each of the following statements?
 Base: Valid respondents (All Calgarians n=2,469, Born in Canada n=1,722, Born outside Canada n=743)

↑/↓ Statistically higher/lower than comparable subgroup



The City manages its spending responsibly

Nearly one-half (48%) of all Calgarians agree that The City of Calgary manages its spending in a responsible way that reflects the needs and priorities of Calgarians. A higher proportion of Calgarians born outside Canada (65%) agree compared to Calgarians born in Canada (40%). Disagreement is lower among Calgarians who were born outside Canada (35% vs. 60% of Calgarians who were born in Canada).



Q. Please tell me if you agree or disagree with each of the following statements?
 Base: Valid respondents (All Calgarians n=2,482, Born in Canada n=1,732, Born outside Canada n=746)

↑/↓ Statistically higher/lower than comparable subgroup



Respondent profile



Respondent profile (1 of 4)

Gender			
	All Calgarians	Born in Canada	Born outside Canada
Female	50%	51%	48%
Male	49%	48%	50%
Prefer to self-describe	1%	1%	1%

Age			
	All Calgarians	Born in Canada	Born outside Canada
18 to 24	11%	10%	13%
25 to 34	20%	17%	25%
35 to 44	17%	16%	20%
45 to 54	18%	18%	19%
55 to 64	12%	13%	9%
65 or older	22%	26%	14%

Children + seniors in household			
	All Calgarians	Born in Canada	Born outside Canada
Yes – children	30%	24%	42%
Yes – seniors	33%	36%	27%

Income			
	All Calgarians	Born in Canada	Born outside Canada
Less than \$60,000	23%	19%	29%
\$60,000 to <\$120,000	34%	34%	36%
\$120,000 to <\$200,000	25%	25%	23%
\$200,000 and over	18%	22%	13%

Education			
	All Calgarians	Born in Canada	Born outside Canada
Less than high school	2%	2%	2%
High school or equivalent	19%	20%	16%
Apprenticeship or trades diploma/certificate	6%	7%	4%
College or non-university diploma/certificate	17%	19%	13%
University degree/diploma/certificate	56%	52%	66%

Base: Valid respondents (bases vary)



Respondent profile (2 of 4)

Employment status [^]			
	All Calgarians	Born in Canada	Born outside Canada
Full time employed or self employed	53%	52%	55%
Part time employed or self-employed	12%	11%	14%
Retired	21%	26%	12%
Looking after home and/or family	2%	2%	2%
Unable to work because of sickness or disability	2%	3%	2%
Unemployed	6%	4%	9%
Doing unpaid or voluntary work	1%	1%	2%
Student	7%	6%	9%
Other	<1%	<1%	1%

Business owner/operator			
Base: In workforce (n=1,407; n=924; n=480)			
	All Calgarians	Born in Canada	Born outside Canada
Own and operate a business	17%	19%	14%
Own a business	3%	1%	5%
Operate a business	2%	2%	1%
No	79%	78%	80%

Household size			
	All Calgarians	Born in Canada	Born outside Canada
1	14%	17%	9%
2	34%	38%	26%
3	17%	17%	18%
4	20%	19%	21%
5	9%	6%	14%
6 or more	7%	4%	12%
MEAN	3.0	2.7	3.6

Base: Valid respondents (bases vary)

[^] Multiple responses allowed



Respondent profile (3 of 4)

Quadrant			
	All Calgarians	Born in Canada	Born outside Canada
Southwest	29%	31%	25%
Southeast	23%	25%	20%
Northwest	29%	28%	30%
Northeast	19%	16%	24%

Own or rent			
	All Calgarians	Born in Canada	Born outside Canada
Own	68%	73%	58%
Rent	27%	23%	36%
Other	5%	4%	6%

Responsible for property taxes or rent			
	All Calgarians	Born in Canada	Born outside Canada
Yes	85%	87%	81%
No	15%	13%	19%

Tenure in Calgary			
	All Calgarians	Born in Canada	Born outside Canada
Less than 5 years	11%	3%	26%
5 to <10 years	6%	3%	12%
10 to <15 years	8%	5%	14%
15 to <20 years	9%	8%	12%
20 to <30 years	23%	26%	15%
30 to <40 years	15%	18%	8%
40 or more	28%	36%	13%
MEAN	28.3	33.6	17.4

2SLGBTQIA+			
	All Calgarians	Born in Canada	Born outside Canada
Yes	9%	10%	7%
No	91%	90%	93%

Base: Valid respondents (bases vary)



Respondent profile (4 of 4)

Indigenous identity [^]			
	All Calgarians	Born in Canada	Born outside Canada
Yes – First Nations	1%	2%	1%
Yes – Metis	2%	3%	1%
Yes – Inuit	<1%	<1%	1%
Yes – Prefer to self-describe	<1%	<1%	<1%
Other	<1%	<1%	<1%
No	96%	95%	98%

Disability in household [^]			
	All Calgarians	Born in Canada	Born outside Canada
Yes – myself	12%	14%	7%
Yes – someone in my household	13%	14%	10%
No	78%	75%	86%

Born in Canada			
	All Calgarians	Born in Canada	Born outside Canada
Yes	67%	100%	0%
No	33%	0%	100%

Date of arrival in Canada			
Base: Not born in Canada (n=755; n=0; n=755)			
	All Calgarians	Born in Canada	Born outside Canada
Within the past 5 years	26%	0%	26%
More than 5 years ago	74%	0%	74%

Racialized			
	All Calgarians	Born in Canada	Born outside Canada
Yes	29%	14%	59%
No	70%	85%	39%
Prefer to self-describe	1%	1%	2%

Base: Valid respondents (bases vary)

[^] Multiple responses allowed



Contact

Krista Ring
Manager of Web, Research & Projects
The City of Calgary
403-268-9963 | 403-988-9425
Krista.Ring@Calgary.ca