



# Equity-Deserving Communities: Income

Analysis of the 2023 Fall Survey of Calgarians

Prepared by:



Ipsos Public Affairs

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# 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 2023 Fall 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 in 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 survey was conducted by Ipsos Public Affairs from August 2, 2023 to September 4, 2023 with a randomly-selected sample of 2,500 Calgarians, via telephone survey.
- The survey was conducted using random digit dialing with numbers from both landlines (60%) and cell phones (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 city ward 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 city ward to ensure composition reflects that of the actual Calgary population aged 18 or older. Although the results are weighted, sample size for each question represents the number of actual respondents (i.e., unweighted n).
- The margin of error (MOE) for the total sample of 2,500 is  $\pm 2.0$  percentage points, 19 times out of 20. The margin of error for the income  $<\$60,000$  sub-group of 474 is  $\pm 4.50$  percentage points, 19 times out of 20, and the margin of error for the income  $\$60,000+$  sub-group of 1,780 is  $\pm 2.32$  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 Fall Survey of Calgarians are represented within this report. Results are compared between Income \$60K+ Calgarians and Income <\$60K Calgarians. 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.





# 2023 Fall key findings

# 2023 Fall key findings (1 of 6)

## Quality of life

**Most Calgarians from households earning under \$60,000 annually are optimistic about the city's quality of life, livability and its future. However, fewer are as optimistic about Calgary being a great place to make a living.**

Both income groups with household annual earnings under \$60,000 and more than \$60,000, share **similar** optimism about the city's future:

- Agreeing that Calgary is on the right track to be a better city in 10 years from now (73% of Calgarians from households with annual incomes under \$60,000 and 71% of Calgarians from households with annual incomes of \$60,000 or more).

There are statistical **differences** between the two income groups on three quality of life aspects:

- Rating the overall quality of life in Calgary as 'good' (71% of Calgarians from households with annual incomes under \$60,000 vs. 79% of Calgarians from households with annual incomes of \$60,000 or more)
- Perception of Calgary being a great place to make a life (71% of Calgarians from households with annual incomes under \$60,000 vs. 77% of Calgarians from households with annual incomes of \$60,000 or more)
- Agreement that Calgary is a great place to make a living (62% vs. 72%, respectively)

## Inclusivity

**Calgarians from households with annual incomes under \$60,000 feel The City is inclusive and accepting, but they have split opinions on whether it effectively removes barriers to participate in its programs and services.**

In terms of inclusivity, both income groups share **similar** perspectives on:

- Believing that The City fosters a city that is inclusive and accepting of all (68% of Calgarians from households with annual incomes under \$60,000 and 69% of Calgarians from households with annual incomes of \$60,000 or more)
- Agreement that The City delivers programs and services that remove barriers to participation for those who need it the most (50% of Calgarians from households with annual incomes under \$60,000 and 49% of Calgarians from households with annual incomes of \$60,000 or more)



# 2023 Fall key findings (2 of 6)

## Safety

**Calgarians from households earning under \$60,000 annually view the city as safe but question its safety for all residents and visitors. Despite acknowledging improved transit safety efforts by The City, some still avoid transit due to personal safety concerns.**

When it comes to matters of safety, the two income groups share common viewpoints on two aspects. The **similarities** include:

- Perception of Calgary being a 'safe' city (69% of Calgarians from households with annual incomes under \$60,000 and 70% of Calgarians from households with annual incomes of \$60,000 or more)
- Avoiding taking transit in Calgary due to personal safety concerns (52% of Calgarians from households with annual incomes under \$60,000 and 53% of Calgarians from households with annual incomes of \$60,000 or more)

As for statistical **differences** about safety, there is a higher proportion of those from households with incomes under \$60,000 who agree that:

- Calgary is safe for all residents and visitors, regardless of ethnicity, race, religion, income, or sexual identity (52% of Calgarians from households with annual incomes under \$60,000 vs 46% of Calgarians from households with annual incomes of \$60,000 or more)
- The City taking sufficient steps to ensure Calgary Transit is a safe travel option (67% vs. 55% of Calgarians from households with annual incomes of \$60,000 or more)

## The environment

**Many Calgarians from households making under \$60,000 annually would like swift action on climate change, although their awareness of The City's environmental programs and services is split.**

**Similar** perspectives exist among the two income groups regarding environmental factors that include:

- Agreeing that action is needed now to address climate change (67% of Calgarians from households with annual incomes under \$60,000 and 61% of Calgarians from households with annual incomes of \$60,000 or more)
- Agreeing that The City has programs and services aimed at helping reduce their environmental impact (51% of Calgarians from households with annual incomes under \$60,000 agree and 46% of Calgarians from households with annual incomes of \$60,000 or more)

# 2023 Fall key findings (3 of 6)

## Services and programs

**Majority of Calgarians from households with annual incomes under \$60,000 hold a favourable view of the services and programs offered by The City.**

Most Calgarians, from both income groups, express **similar** levels of satisfaction with the overall level and quality of services and programs provided by The City (72% of Calgarians from households with annual incomes under \$60,000 and 69% of Calgarians from households with annual incomes of \$60,000 or more).

## Taxation

**Calgarians from households earning under \$60,000 annually are divided in their opinions about the value that they receive for their tax dollars.**

The value received from tax dollars is **similarly** rated as 'good' by one-half of Calgarians, irrespective of their income group (54% of Calgarians from households with annual incomes under \$60,000 and 51% of Calgarians from households with annual incomes of \$60,000 or more).

## Customer service

**The City's customer service is meeting the expectations of Calgarians with annual household incomes under \$60K.**

- Satisfaction with The City of Calgary's customer service is **similarly** high among both income groups, with around three-quarters of Calgarians agreeing that The City meets their customer service expectations (77% of Calgarians from households with annual incomes under \$60,000 and 73% of Calgarians from households with annual incomes of \$60,000 or more).

# 2023 Fall key findings (4 of 6)

## Input from Calgarians

**Many Calgarians in households with annual incomes under \$60K feel they have enough ways to give feedback on City projects and services. Most believe The City listens to them and works to include their feedback in decisions.**

There are statistical **differences** between the two income groups in their understanding about public input, with a higher proportion of Calgarians having an income under \$60,000 showing more positivity in:

- Agreement that there are enough opportunities to provide input about City projects and services (61% of Calgarians from households with annual incomes under \$60,000 vs. 51% of Calgarians from households with annual incomes of \$60,000 or more)
- Agreement that The City of Calgary is responsive to their needs and expectations (68% vs. 60% of Calgarians from households with annual incomes of \$60,000 or more)
- Confident that The City of Calgary is working to improve how it includes Calgarians' input into important decisions (69% vs. 59%, respectively)

## Reputation and performance

**Calgarians from households with annual earnings under \$60,000 exhibit varying levels of trust in The City, but the majority express satisfaction with The City as a whole, its Administration, and City Council.**

Calgarians from both of income groups **similarly** trust The City and are satisfied with City Administration:

- Trust The City of Calgary (50% of Calgarians from households with annual incomes under \$60,000 and 47% of Calgarians from households with annual incomes of \$60,000 or more)
- Satisfaction with City Administration, excluding City Council (71% for both groups)

Those with household incomes of under \$60,000 show higher satisfaction with The City overall and with City Council. The **differences** between the two income groups are:

- Satisfaction with The City as a whole, including Council and Administration (70% of Calgarians from households with annual incomes under \$60,000 vs. 62% of Calgarians from households with annual incomes of \$60,000 or more)
- Satisfaction with City Council, excluding City Administration (66% of Calgarians from households with annual incomes under \$60,000 vs. 54% of Calgarians from households with annual incomes of \$60,000 or more)

# 2023 Fall key findings (5 of 6)

## Council focus areas

Calgarians from households with annual incomes under \$60K largely feel The City is doing well at celebrating diversity and at fostering Indigenous relationships. Opinions are more divided on The City's handling of social issues like mental health and addiction.

In terms of council focus areas, The City of Calgary's efforts in working to ensure Calgary is seen as a city that celebrates culture, heritage, and diversity are **similarly** acknowledged by both income groups (89% of households with annual incomes under \$60,000 and 88% of households with annual incomes of \$60,000 or more).

Meanwhile, statistical **differences** exist between the two income groups, with a higher proportion of the under \$60,000 income group agreeing that The City is doing a good job on:

- Building meaningful relationships with Indigenous partners (85% of households with annual incomes under \$60,000 vs. 80% of households earning \$60,000 or more)
- Working with community partners to address social issues such as mental health and addictions (65% of households with annual incomes under \$60,000 vs. 56% of households earning \$60,000 or more)

## Housing and affordability

There is a strong consensus for The City to increase investment in affordable housing. Underscoring the call for investment, only a minority of Calgarians with household incomes <\$60K think there is sufficient housing for all.

There are statistical **differences** between the two income groups for both measures pertaining to housing:

- Agreement that The City should invest more into affordable housing programs specifically for residents with income under \$60,000 (95% of Calgarians from households with annual incomes under \$60,000 vs. 89% of Calgarians from households with annual incomes of \$60,000 or more)
- Agreement that all Calgarians have access to adequate housing that meets their needs (36% of Calgarians from households with annual incomes under \$60,000 vs. 29% of Calgarians from households with annual incomes of \$60,000 or more)



# 2023 Fall key findings (6 of 6)

## Downtown Calgary

A majority of Calgarians from households earning under \$60,000 believe that enhancing safety downtown should be a key focus for The City. A smaller, yet sizeable proportion feel more investment is needed in infrastructure.

Calgarians from both income groups share common opinions about the needs of Calgary's downtown. **Similarities** include:

- The City should be doing more to address safety issues in Calgary's downtown (95% of Calgarians from households with annual incomes under \$60,000 and 93% of Calgarians from households with annual incomes of \$60,000 or more)
- The City should be investing more into infrastructure in Calgary's downtown (69% of Calgarians from households with annual incomes under \$60,000 and 70% of Calgarians from households with annual incomes of \$60,000 or more)



# Detailed findings



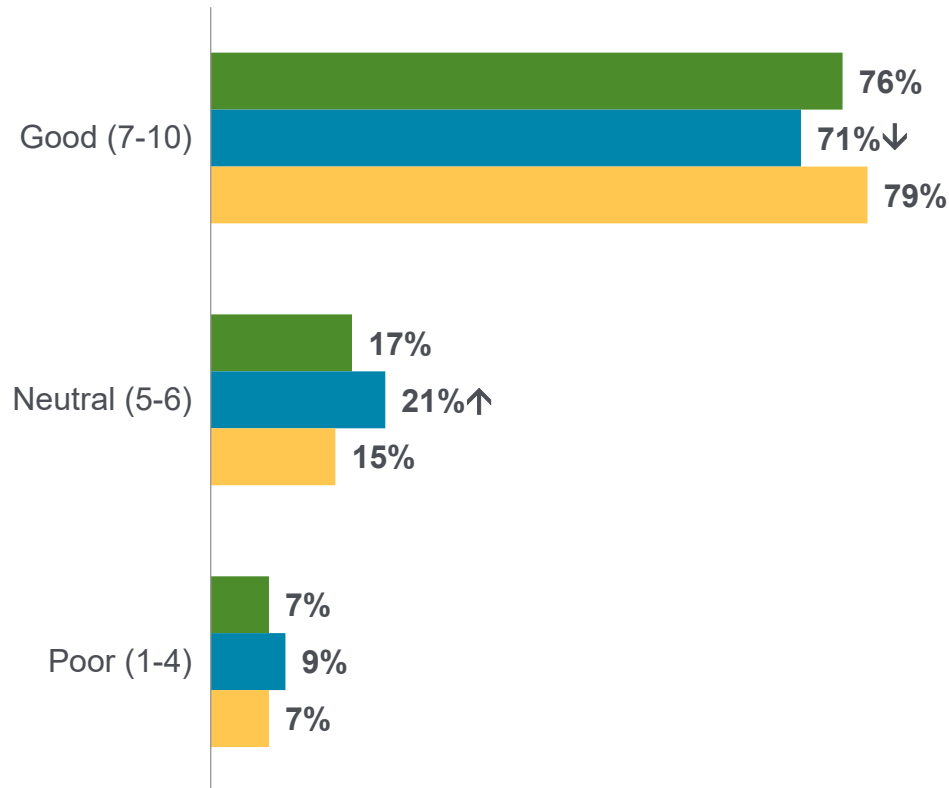
# Quality of life

# Overall quality of life in Calgary

Three-quarters (76%) of Calgarians rate the overall quality of life in the city of Calgary as 'good.' A significantly lower proportion of Calgarians from households with annual incomes under \$60,000 feel that the quality of life is 'good' (71%) compared to Calgarians from households with annual incomes of \$60,000 or more (79%).

How would you rate the overall quality of life in the city of Calgary today?

■ All Calgarians  
■ Income <\$60K  
■ Income \$60K+



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?

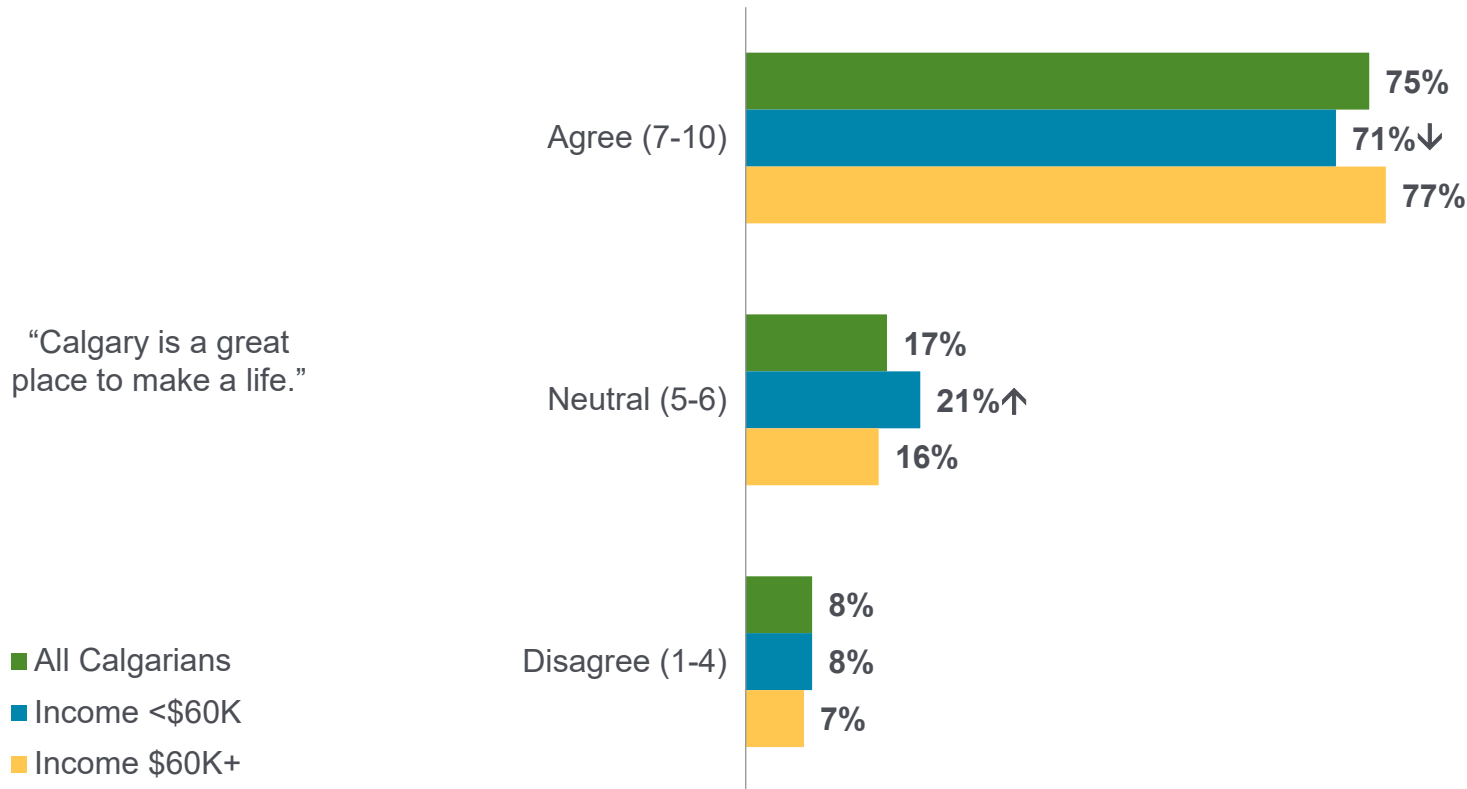
Base: Valid respondents (All Calgarians n=2,497, Income <\$60K n=472, Income \$60K+ n=1,780)

↑ / ↓ Statistically higher / lower than comparable subgroup



# Great place to make a life

Overall, three-quarters (75%) of Calgarians agree that Calgary is a great place to make a life. This sentiment is significantly lower among Calgarians from households with annual incomes under \$60,000 agree compared to Calgarians from households with annual incomes of \$60,000 or more (71% vs. 77%, respectively).



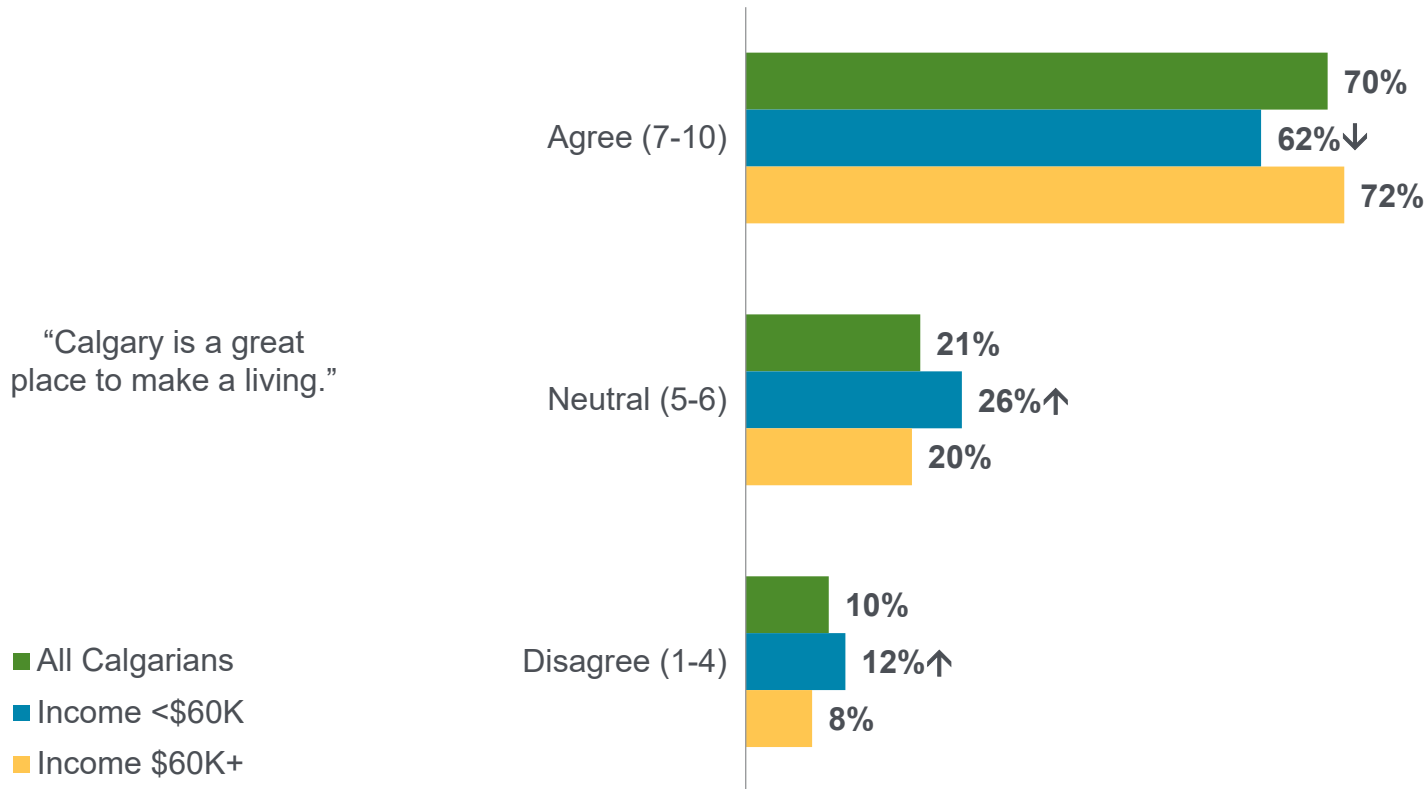
Q. I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (All Calgarians n=2,496, Income <\$60K n=473, Income \$60K+ n=1,777)

↑ / ↓ Statistically higher / lower than comparable subgroup

# Great place to make a living

Seven-in-ten (70%) Calgarians agree that Calgary is a great place to make a living. A significantly smaller proportion of Calgarians from households with annual incomes under \$60,000 agree with the statement compared to Calgarians from households with annual incomes of \$60,000 or more (62% vs. 72%, respectively).



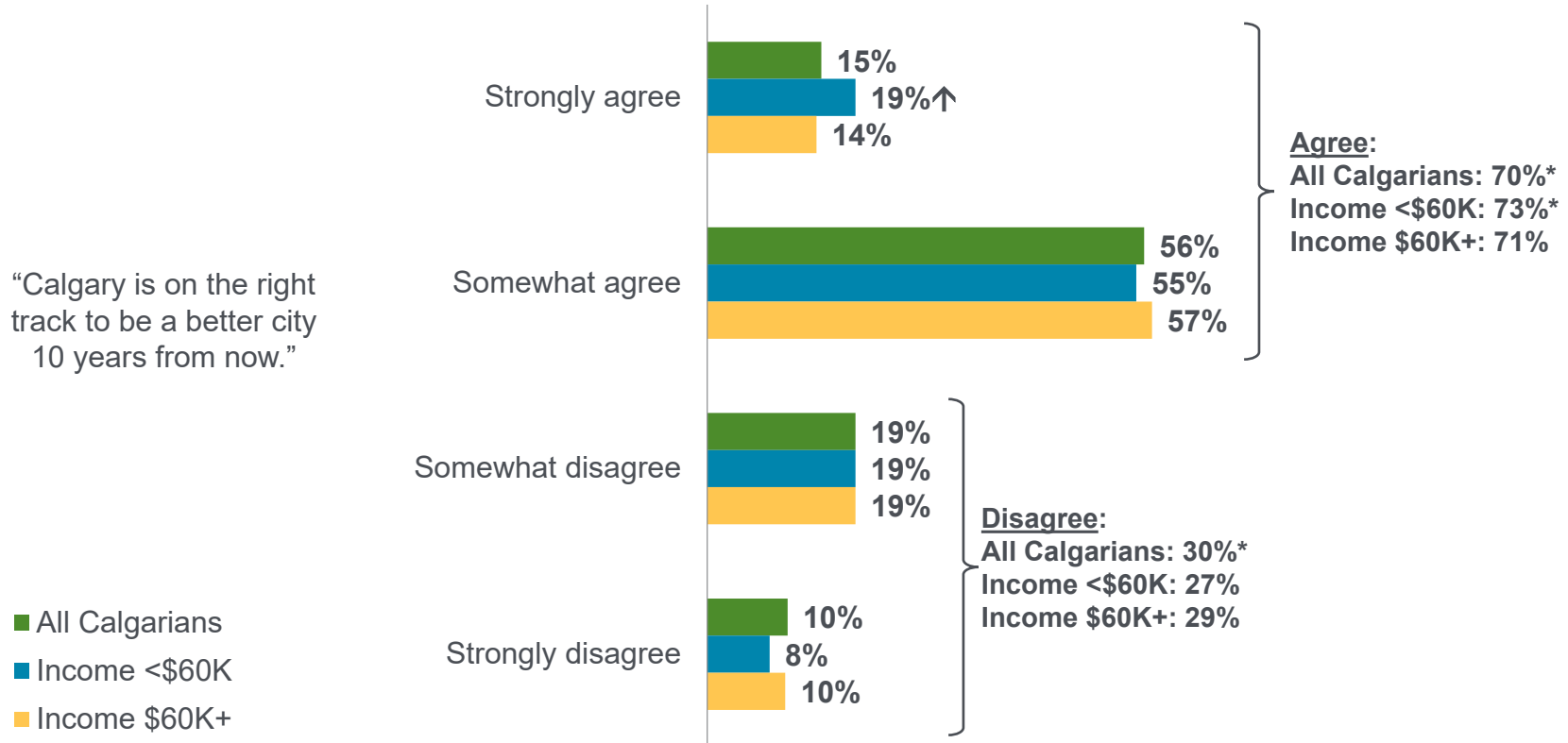
Q. I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (All Calgarians n=2,478, Income <\$60K n=469, Income \$60K+ n=1,765)

↑ / ↓ Statistically higher / lower than comparable subgroup

# On track to be a better city

Seven-in-ten (70%) Calgarians agree overall that Calgary is on the right track to be a better city in 10 years from now. While Calgarians from both income groups consistently agree with this as a whole (strongly or somewhat), there is a statistically significant difference in the intensity of ratings. A higher proportion of Calgarians from households with incomes <\$60K 'strongly' agree about Calgary's outlook (19% vs. 14% among Calgarians from \$60K+ income households).



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=2,475, Income <\$60K n=469, Income \$60K+ n=1,761)

\* Rounding

↑ / ↓ Statistically higher / lower than comparable subgroup

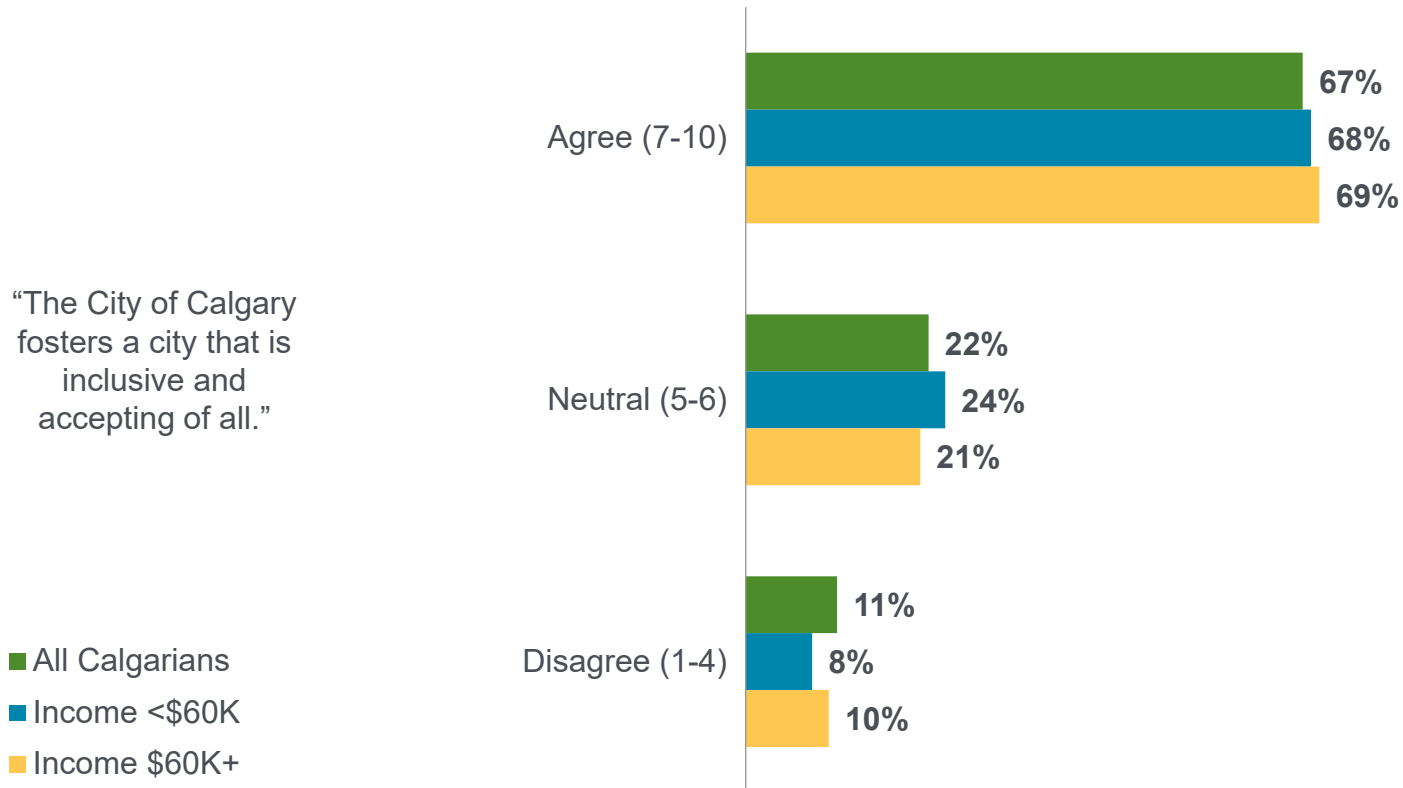


# Inclusivity



# Perceptions of inclusion

Two-thirds (67%) of Calgarians agree that The City fosters a city that is inclusive and accepting of all. There are no statistically significant differences between Calgarians from households with annual incomes under \$60,000 (68%) and those from households with annual incomes of \$60,000 or more (69%).



Q. 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."

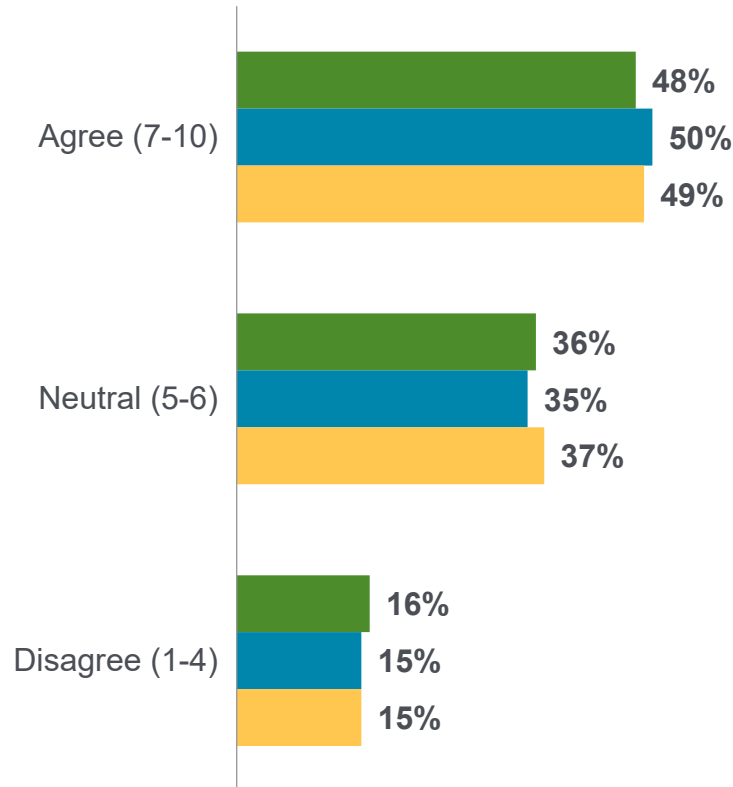
Base: Valid respondents (All Calgarians n=2,473, Income <\$60K n=466, Income \$60K+ n=1,763)

# Removes barriers to participation

Nearly one-half (48%) of Calgarians agree that The City delivers programs and services that remove barriers to participation for Calgarians who need it the most. Similar proportions of Calgarians from households with annual incomes under \$60,000 (50%) and from households with annual incomes of \$60,000 or more (49%) share this opinion.

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

■ All Calgarians  
■ Income <\$60K  
■ Income \$60K+



Q. Using the same agree or disagree scale, I have a few more statements that some people have said about life in Calgary.

Base: Valid respondents (All Calgarians n=2,399, Income <\$60K n=459, Income \$60K+ n=1,707)

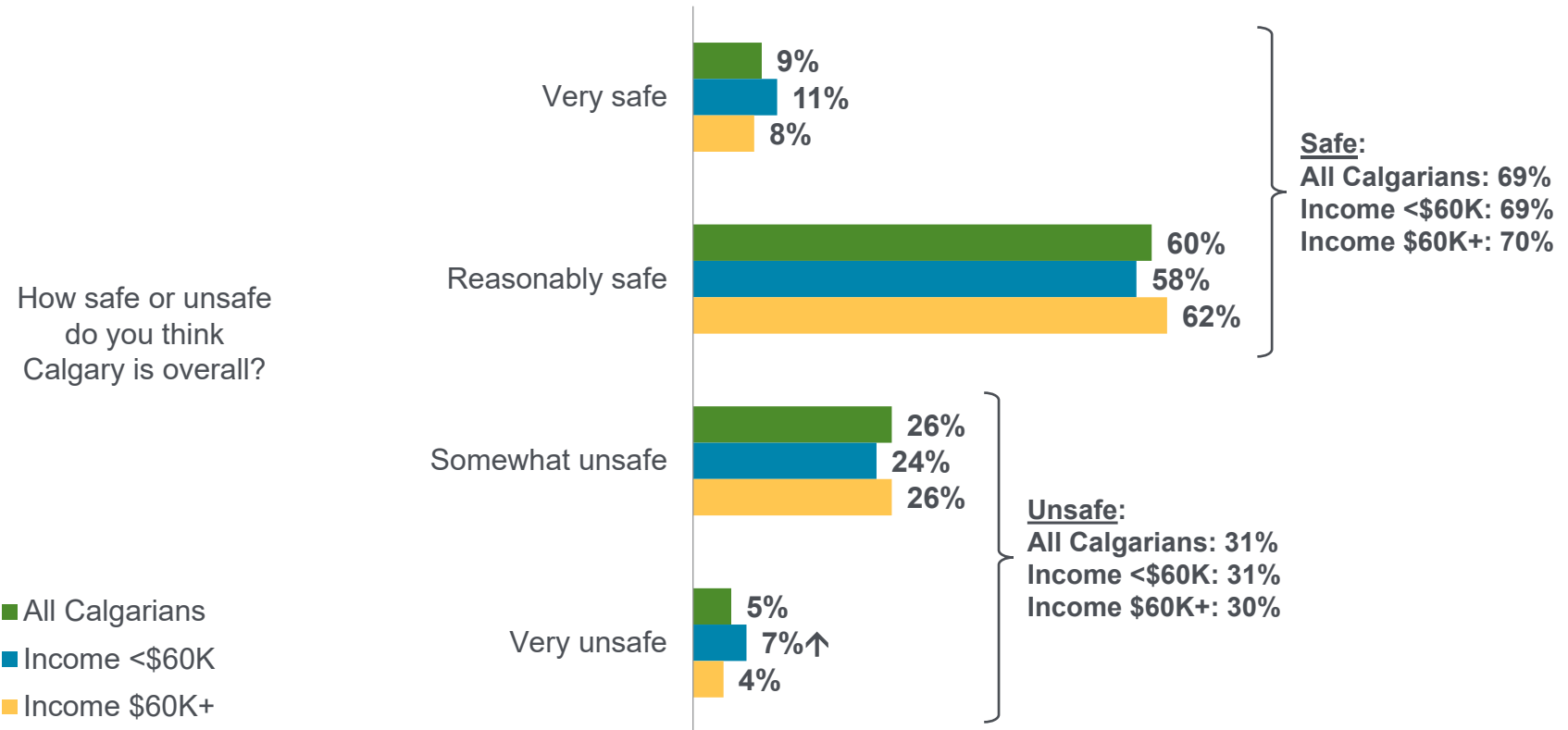


# Safety



# Overall perceived safety of the city of Calgary

Seven-in-ten (69%) Calgarians feel the city of Calgary is 'safe' overall. This sentiment is similar among Calgarians from households with annual incomes under \$60,000 and from households with annual incomes of \$60,000 or more (69% and 70%, respectively).



Q. How safe or unsafe do you think Calgary is overall?

Base: Valid respondents (All Calgarians n=2,492, Income <\$60K n=472, Income \$60K+ n=1,774)

↑ / ↓ Statistically higher / lower than comparable subgroup

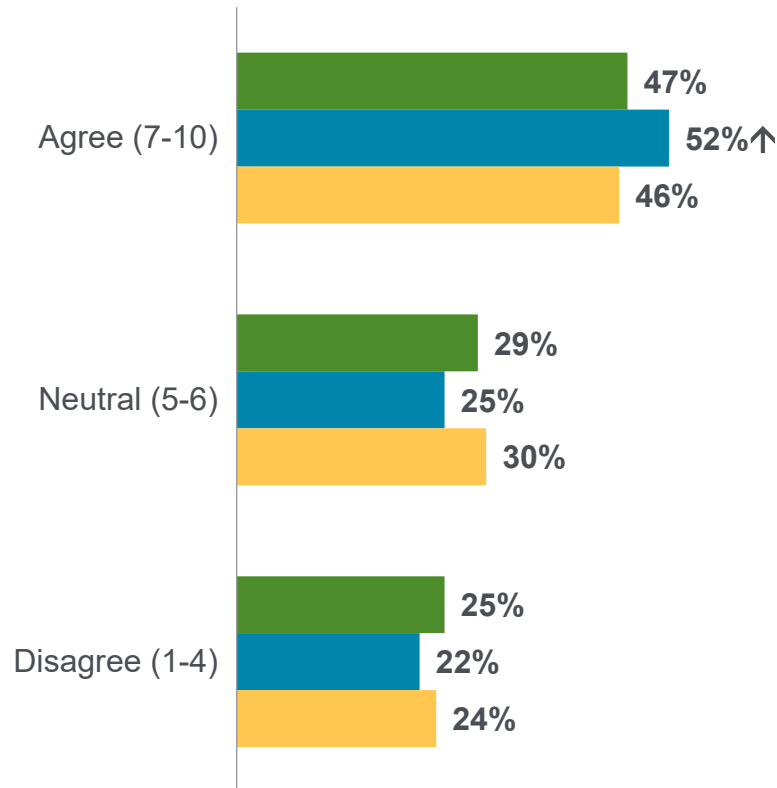


# Safe for all residents and visitors

Around one-half (47%) of all Calgarians think the city of Calgary is safe for all residents and visitors, regardless of things like ethnicity, race, religion, income, or sexual identity. A higher proportion of Calgarians from households with annual incomes under \$60,000 feel this way (52%) compared to Calgarians from households with annual incomes of \$60,000 or more (46%).

“Calgary is safe for all residents and visitors, regardless of things like ethnicity, race, religion, income, or sexual identity.”

■ All Calgarians  
■ Income <\$60K  
■ Income \$60K+



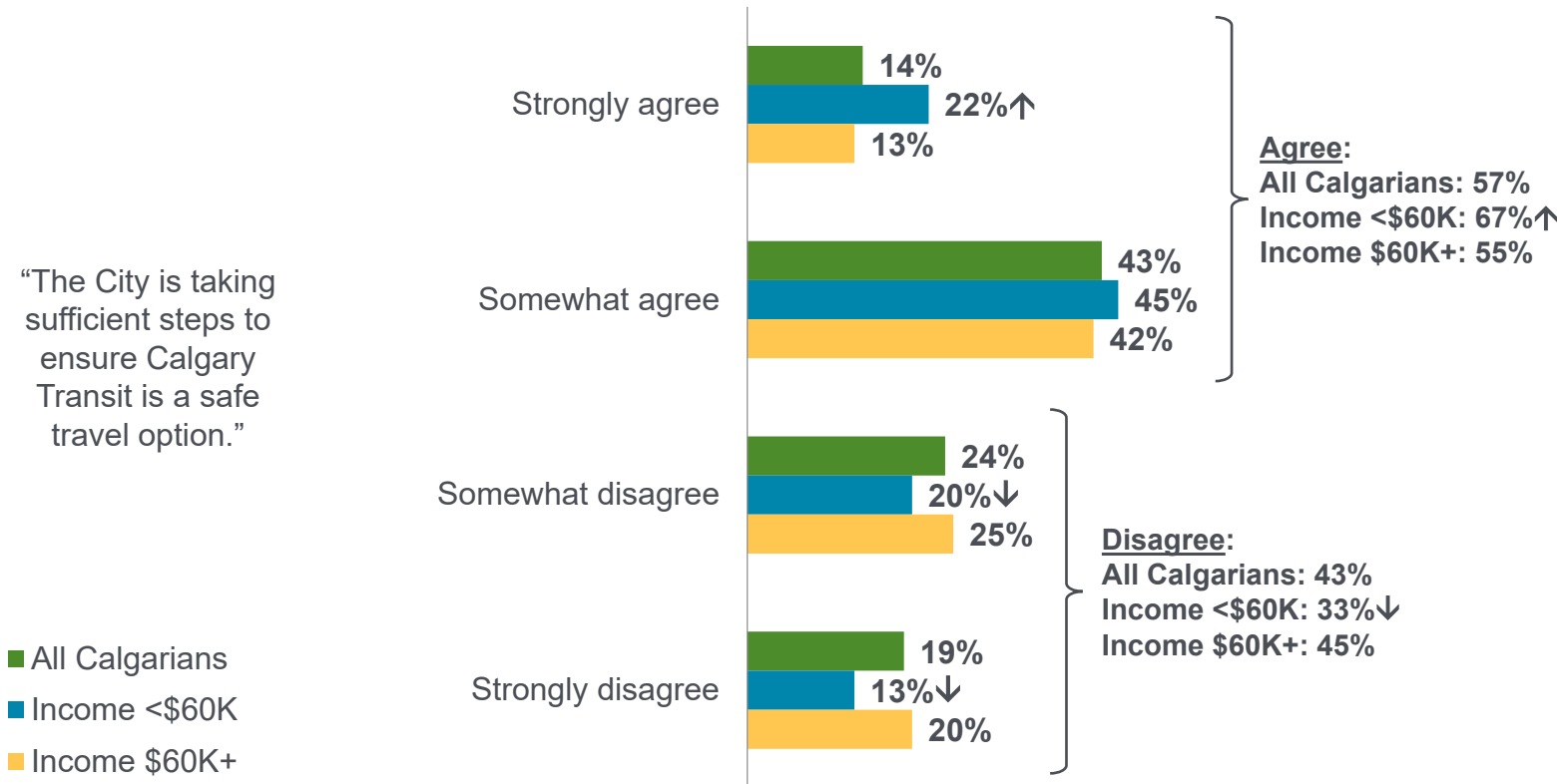
Q. Using the same agree or disagree scale, I have a few more statements that some people have said about life in Calgary.

Base: Valid respondents (All Calgarians n=2,491, Income <\$60K n=474, Income \$60K+ n=1,773)

↑ / ↓ Statistically higher / lower than comparable subgroup

# Ensuring Calgary Transit safety

More than one-half (57%) of Calgarians agree The City is taking sufficient steps to ensure Calgary Transit is a safe travel option. Agreement is higher among Calgarians from households with annual incomes under \$60,000 (67%) compared to Calgarians from households with annual incomes of \$60,000 or more (55%).



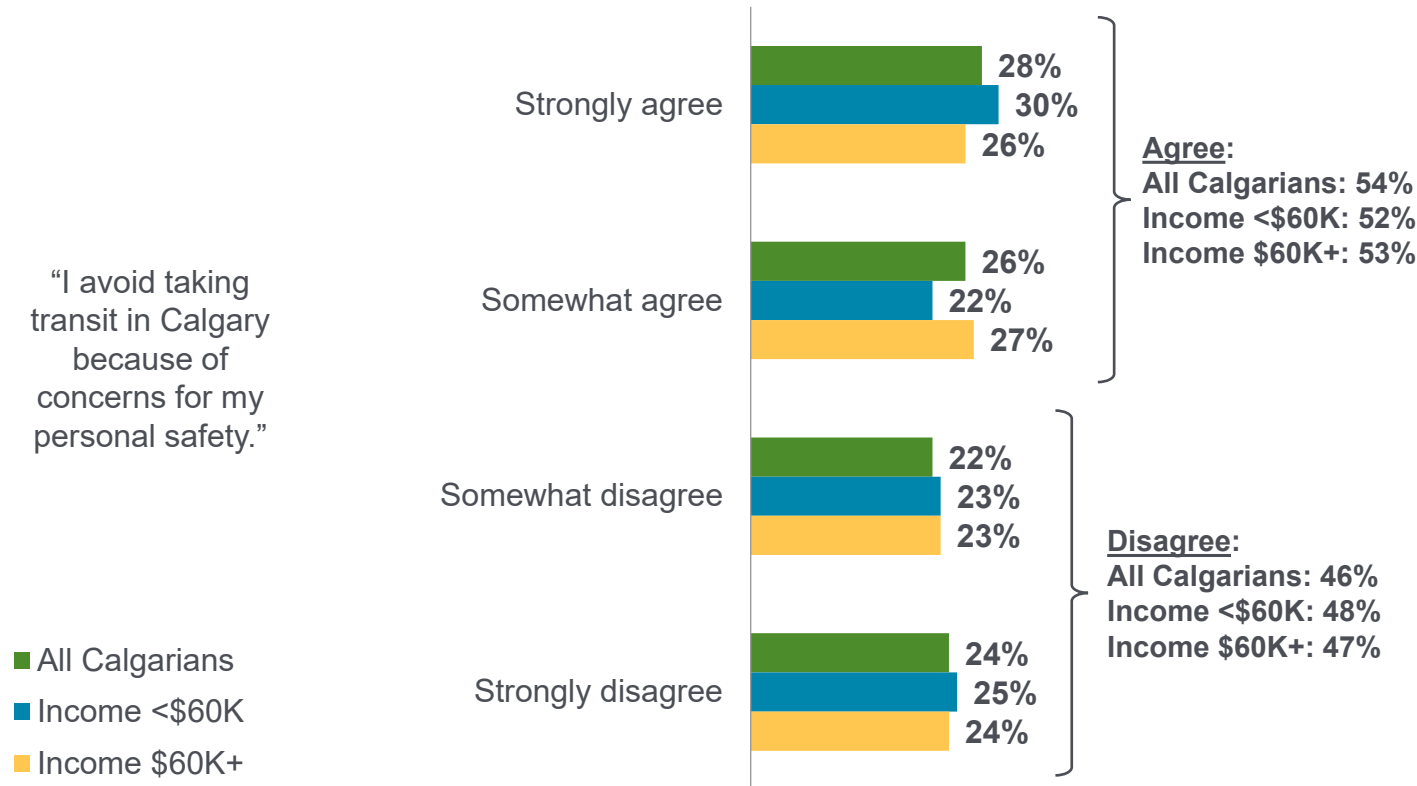
Q. Now we have some questions about transit in general. Please indicate the extent to which you agree or disagree with the following statements, using the same scale.

Base: Valid respondents (All Calgarians n=2,421, Income <\$60K n=462, Income \$60K+ n=1,727)

↑ / ↓ Statistically higher / lower than comparable subgroup

# Avoiding transit due to safety concerns

Around one-half (54%) of all Calgarians say they avoid taking transit in Calgary because of concerns for their personal safety. Similar proportions of Calgarians from households with annual incomes under \$60,000 and from households with annual incomes of \$60,000 or more avoid transit because of safety concerns (52% and 53%, respectively).



Q. Now we have some questions about transit in general. Please indicate the extent to which you agree or disagree with the following statements, using the same scale.

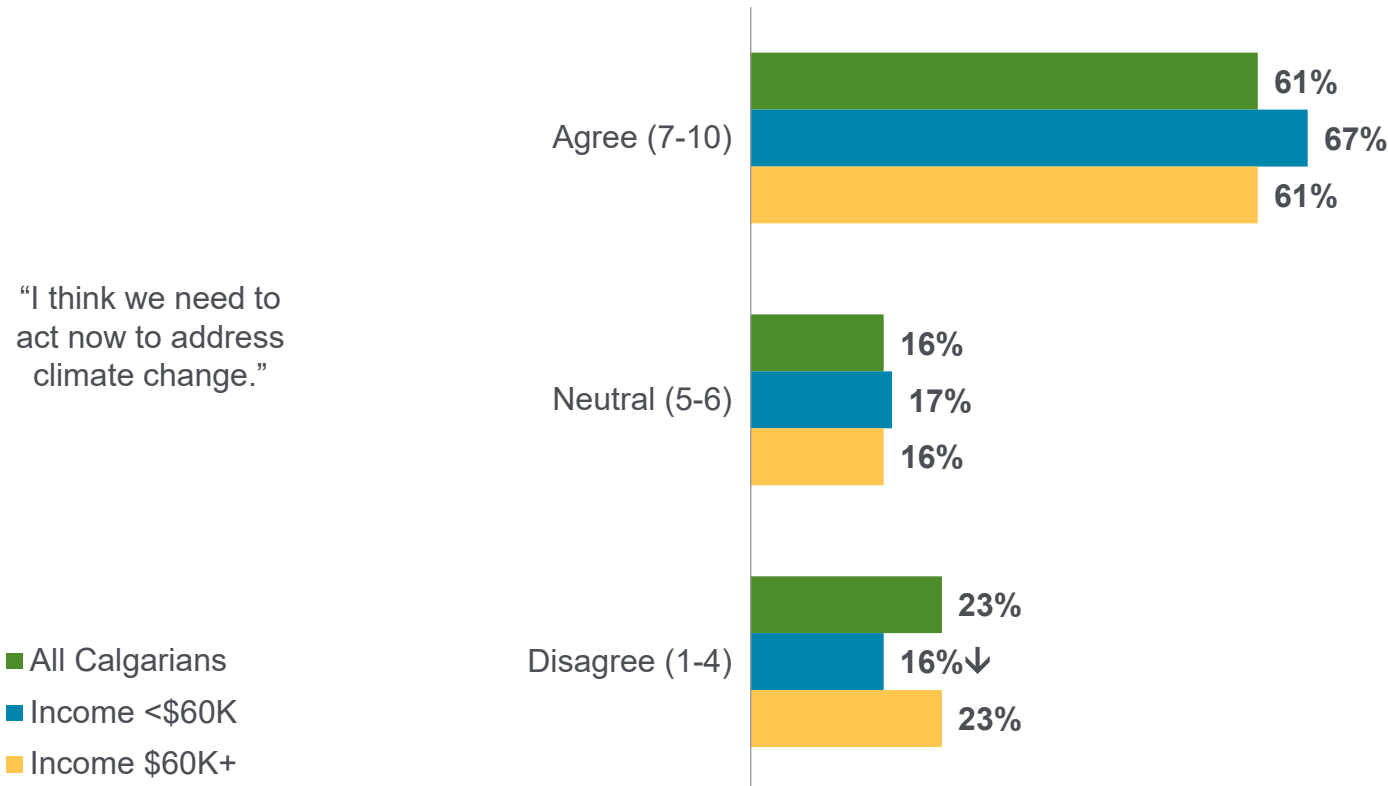
Base: Valid respondents (All Calgarians n=2,417, Income <\$60K n=463, Income \$60K+ n=1,727)



# The environment

# Climate change

Overall, three-fifths (61%) of Calgarians think we need to act now to address climate change. There are no statistically significant differences in agreement between Calgarians from households with annual incomes under \$60,000 (67%) and from households with annual incomes of \$60,000 or more (61%). Although, statistically fewer Calgarians in households with incomes under \$60K ‘disagree’ (16% vs. 23%, respectively).



Q. Using the same agree or disagree scale, I have a few more statements that some people have said about life in Calgary.

Base: Valid respondents (All Calgarians n=2,482, Income <\$60K n=467, Income \$60K+ n=1,772)

↑ / ↓ Statistically higher / lower than comparable subgroup

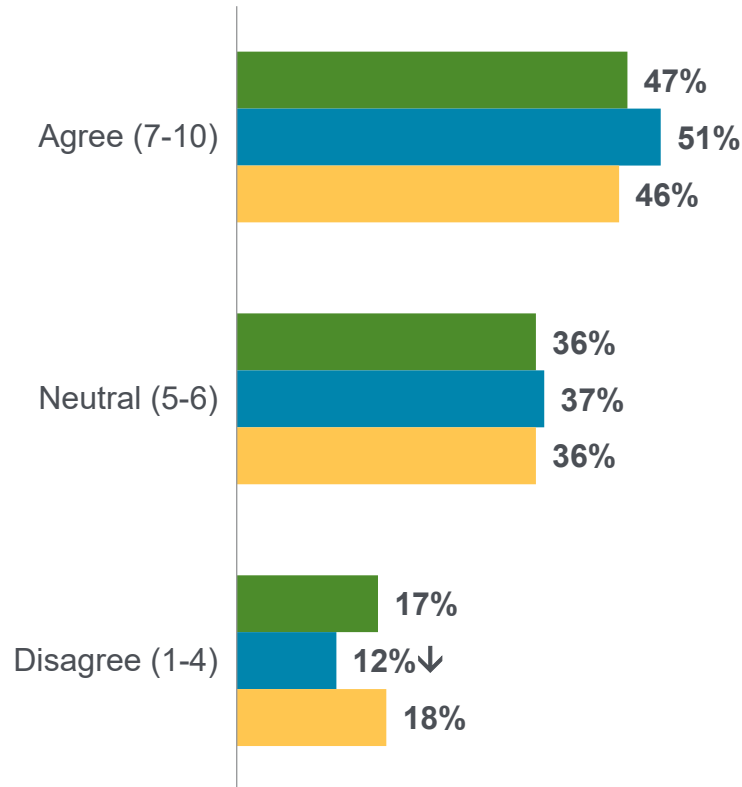


# City programs to reduce environmental impact

Around one-half (47%) of all Calgarians believe The City has programs and services aimed at helping Calgarians reduce their environmental impact. Agreement is similar among Calgarians from households with annual incomes under \$60,000 and from households with annual incomes of \$60,000 or more (51% and 46%, respectively).

“The City has programs and services aimed at helping Calgarians reduce their environmental impact.”

- All Calgarians
- Income <\$60K
- Income \$60K+



Q. Using the same agree or disagree scale, I have a few more statements that some people have said about life in Calgary.

Base: Valid respondents (All Calgarians n=2,429, Income <\$60K n=457, Income \$60K+ n=1,737)

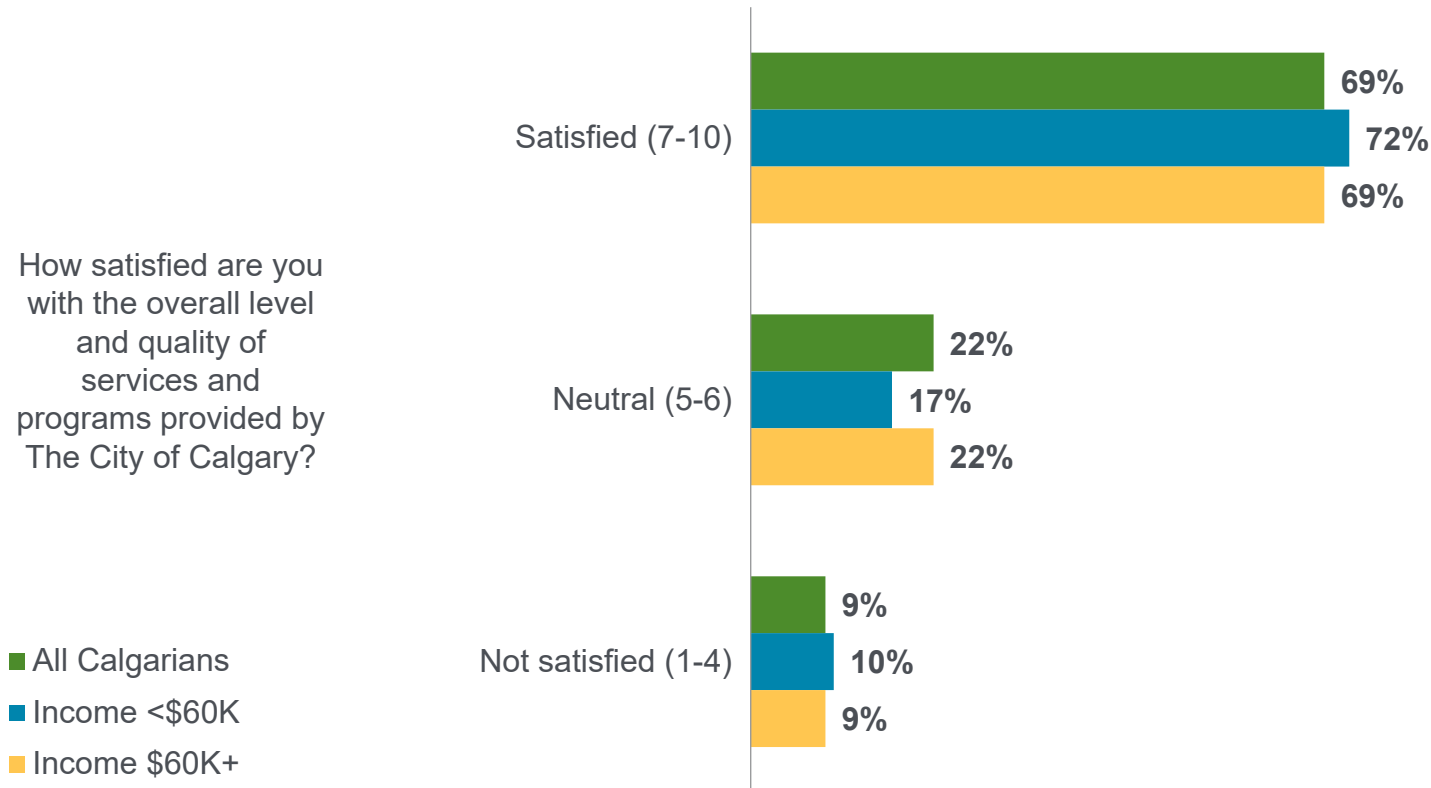
↑ / ↓ Statistically higher / lower than comparable subgroup



# City services and programs

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

Overall, seven-in-ten (69%) Calgarians are satisfied with the overall level and quality of services and programs provided by The City. Similar proportions of Calgarians from households with annual incomes under \$60,000 and from households with annual incomes of \$60,000 or more express satisfaction (72% and 69%, respectively).



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?

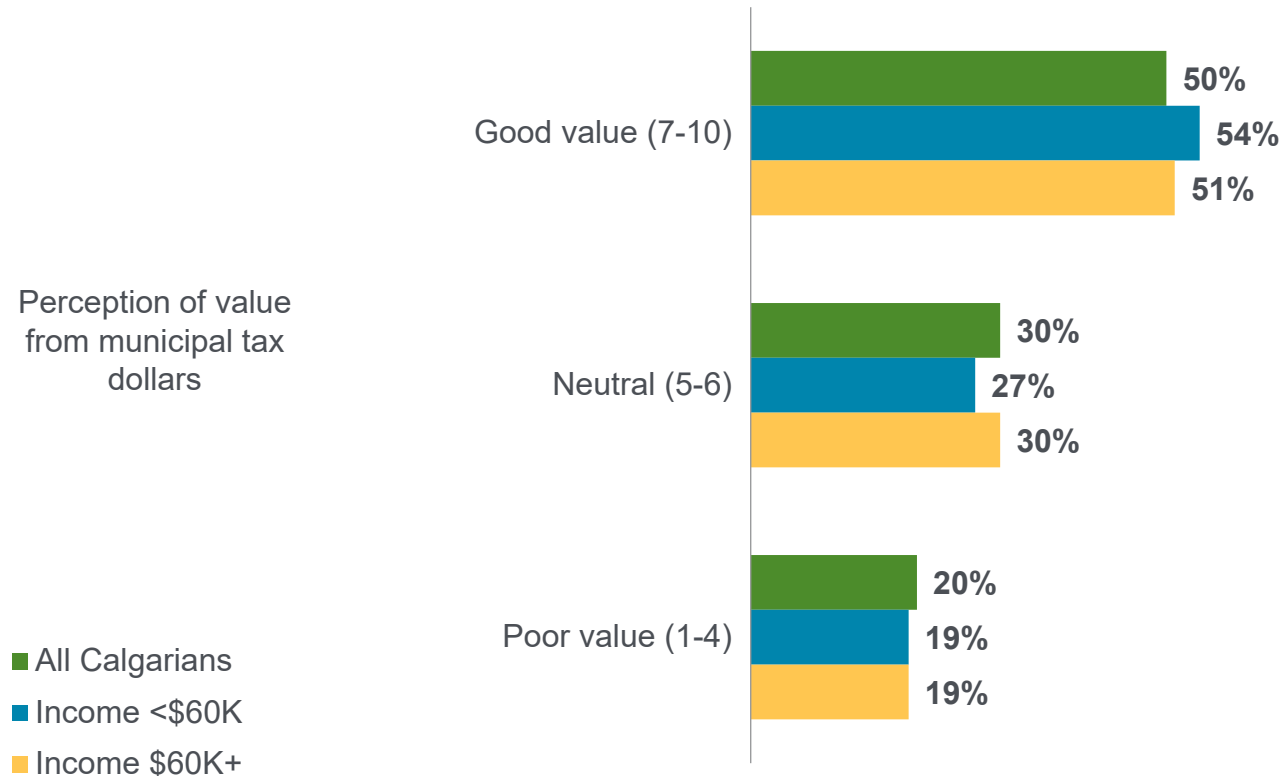
Base: Valid respondents (All Calgarians n=2,496, Income <\$60K n=473, Income \$60K+ n=1,779)



# Taxation

# Perceived value of property taxes

One-half (50%) of all Calgarians perceive the value they receive from their tax dollars to be 'good.' There are no statistically significant differences between Calgarians from households with annual incomes under \$60,000 (54%) and from households with annual incomes of \$60,000 or more (51%).



Q. 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=2,440, Income <\$60K n=452, Income \$60K+ n=1,751)

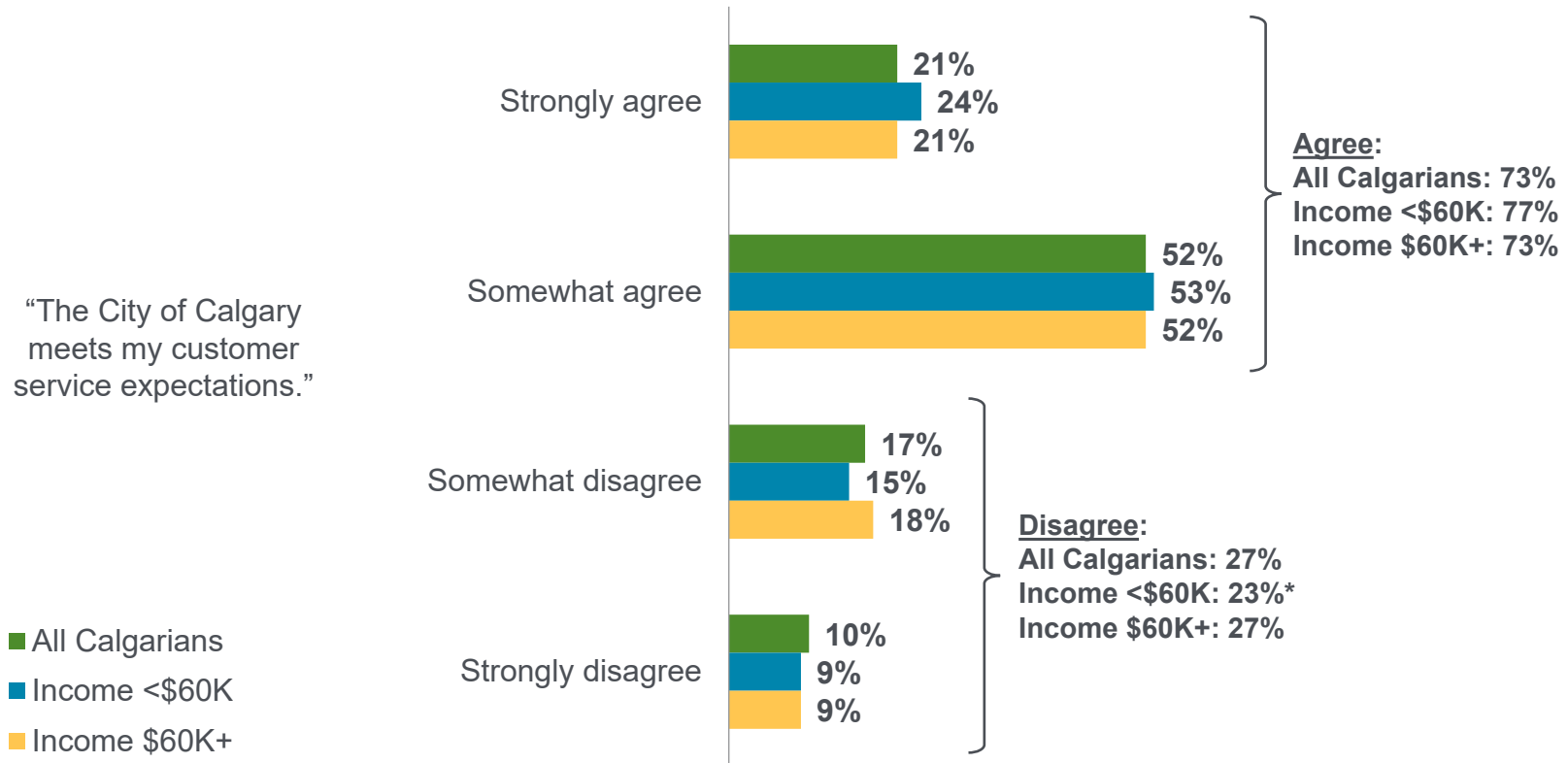




# Customer service

# Meets customer service expectations

Nearly three-quarters (73%) of Calgarians agree that The City of Calgary customer service meets their expectations. There are no statistically significant differences between Calgarians from households with annual incomes under \$60,000 and from households with annual incomes of \$60,000 or more (77% and 73%, respectively).



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=2,470, Income <\$60K n=467, Income \$60K+ n=1,763)

\* Rounding



## Help shape Calgary's next four years

We are working on the  
2023-2026 Service Plans and  
Budgets. These outline how  
we will deliver, plan and fund  
City services and programs  
over the next four years.

Share your thoughts  
at [engage.calgary.ca](https://www.calgary.ca/engage.calgary)

SCAN ME



## Calgary TRIVIA

### Parks and recreation

How many kilometers of  
hiking trails does Calgary  
have?  
A. 100 km  
B. 200 km  
C. 300 km  
D. 400 km

### Transportation

How many kilometers of  
transit routes does Calgary  
have?  
A. 100 km  
B. 200 km  
C. 300 km  
D. 400 km

### Calgary's communities

How many kilometers of  
transit routes does Calgary  
have?  
A. 100 km  
B. 200 km  
C. 300 km  
D. 400 km

### Calgary's communities

How many kilometers of  
transit routes does Calgary  
have?  
A. 100 km  
B. 200 km  
C. 300 km  
D. 400 km

### Calgary's communities

How many kilometers of  
transit routes does Calgary  
have?  
A. 100 km  
B. 200 km  
C. 300 km  
D. 400 km

### Calgary's communities

How many kilometers of  
transit routes does Calgary  
have?  
A. 100 km  
B. 200 km  
C. 300 km  
D. 400 km

### Calgary's communities

How many kilometers of  
transit routes does Calgary  
have?  
A. 100 km  
B. 200 km  
C. 300 km  
D. 400 km

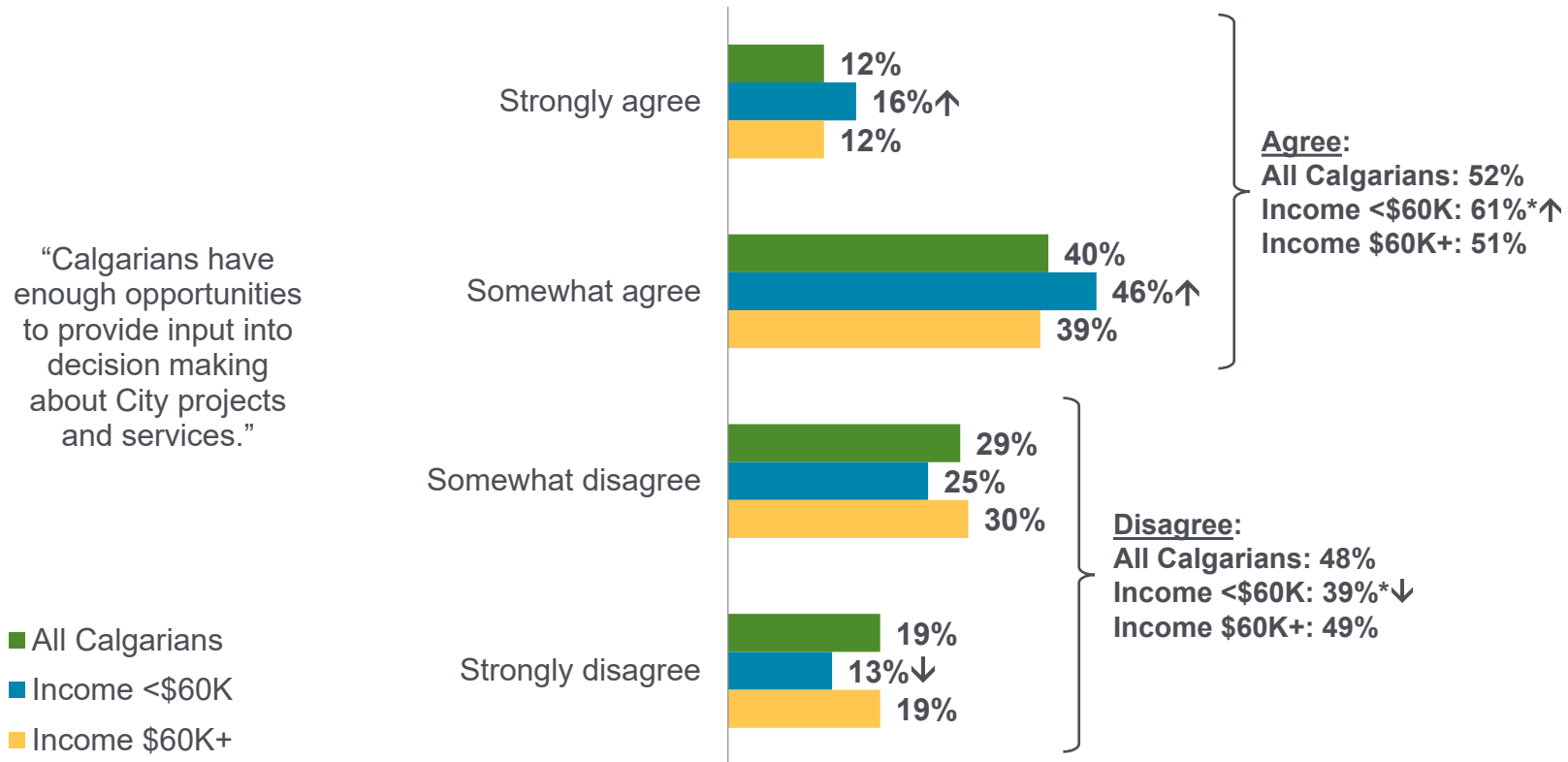
### Calgary's communities

How many kilometers of  
transit routes does Calgary  
have?  
A. 100 km  
B. 200 km  
C. 300 km  
D. 400 km

# Input from Calgarians

# Enough opportunities to provide input

Around one-half (52%) of Calgarians agree with the statement Calgarians have enough opportunities to provide input into decision making about City projects and services. Statistically more Calgarians from households with annual incomes under \$60,000 agree (61%) compared to Calgarians from households with annual incomes of \$60,000 or more (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.

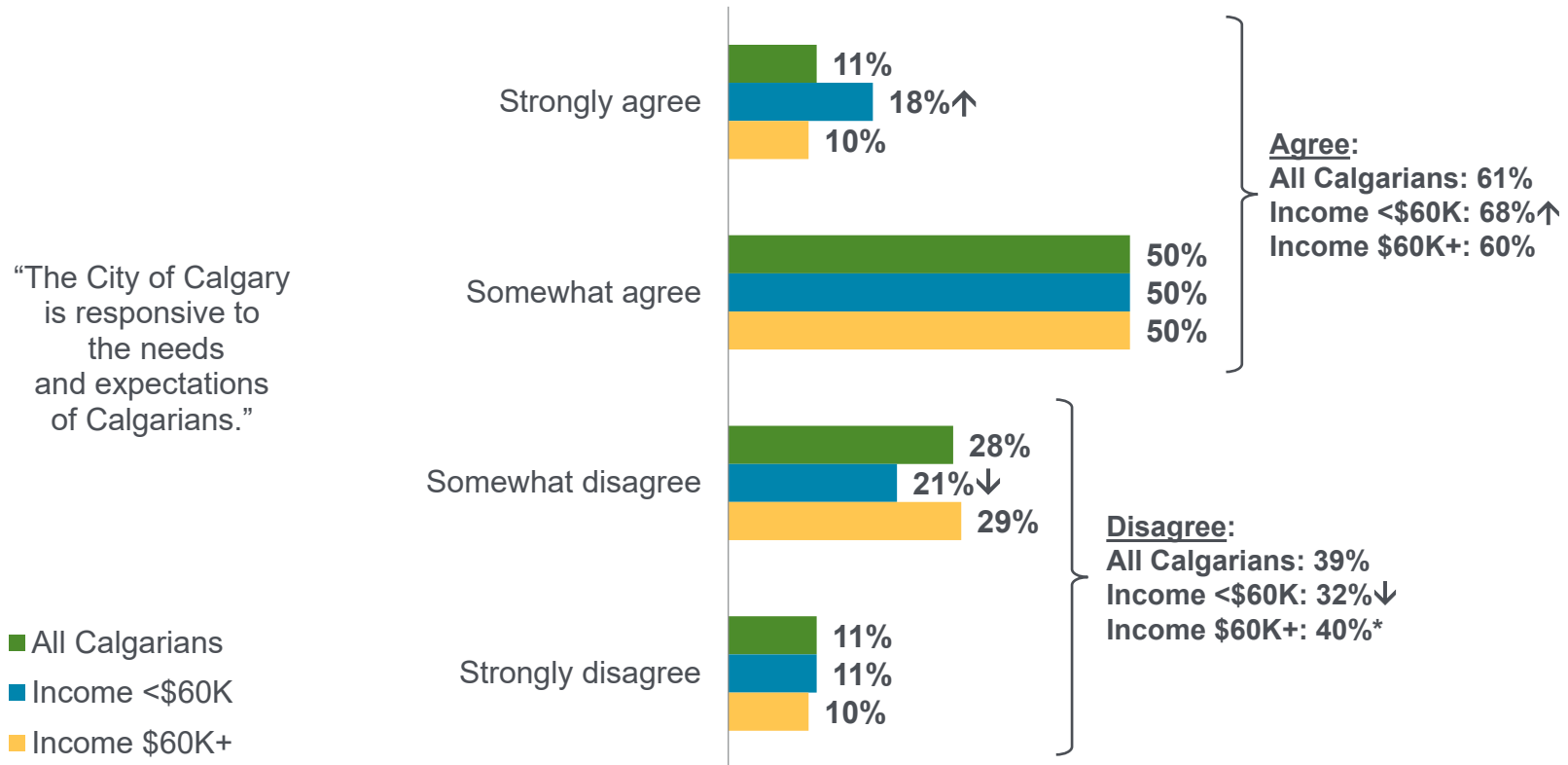
Base: Valid respondents (All Calgarians n=2,463, Income <\$60K n=466, Income \$60K+ n=1,758)

\* Rounding

↑ / ↓ Statistically higher / lower than comparable subgroup

# Responsive to Calgarians

Overall, three-fifths (61%) of Calgarians think The City of Calgary is responsive to the needs and expectations of Calgarians. Agreement is higher among Calgarians from households with annual incomes under \$60,000 (68%) compared to Calgarians from households with annual incomes of \$60,000 or more (60%).



Q. Please tell me if you agree or disagree with each of the following statements.  
 Base: Valid respondents (All Calgarians n=2,486, Income <\$60K n=472, Income \$60K+ n=1,770)

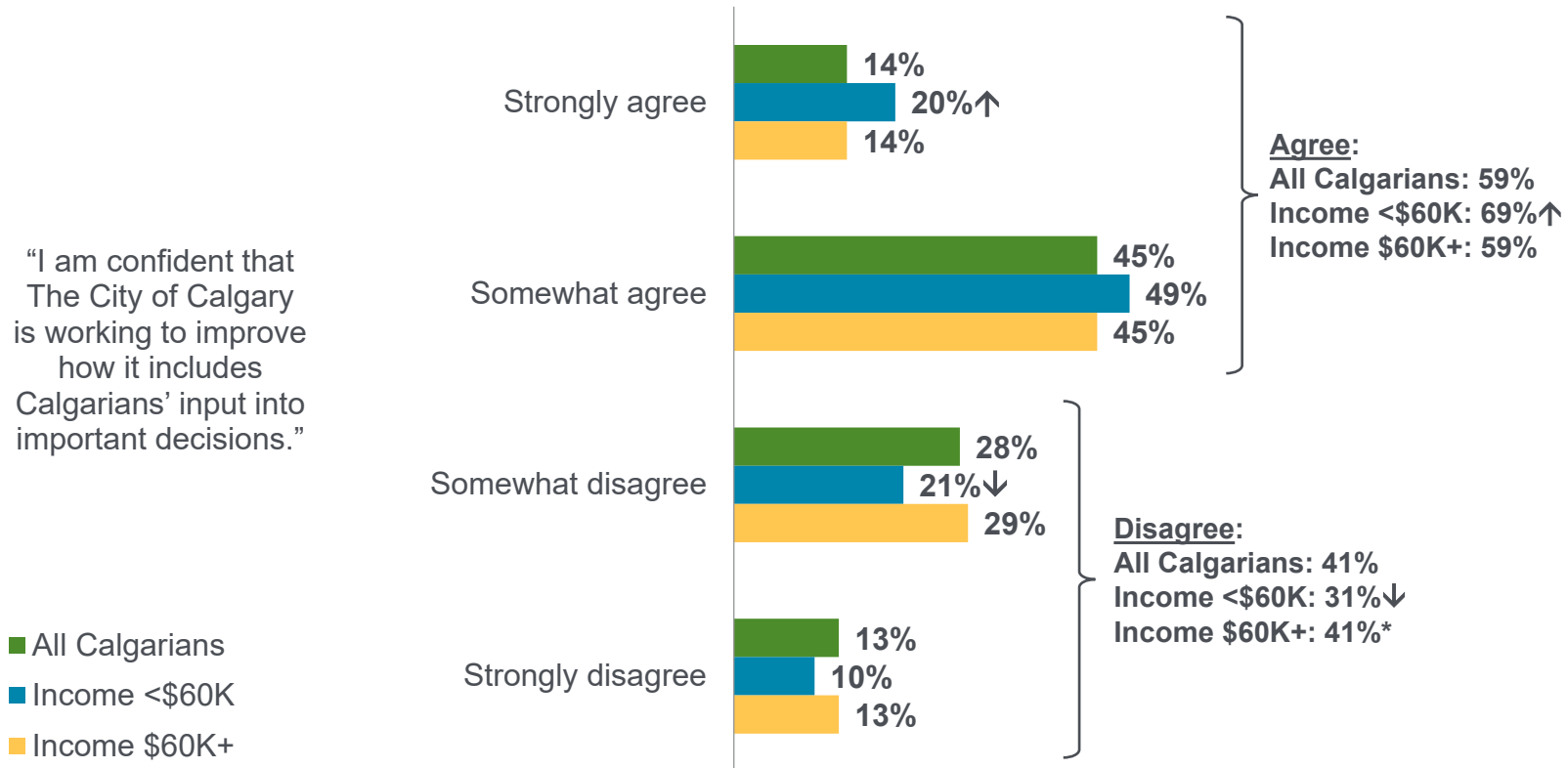
\* Rounding

↑ / ↓ Statistically higher / lower than comparable subgroup



# Including Calgarians' input

Three-fifths (59%) of Calgarians are confident that The City of Calgary is working to improve how it includes Calgarians' input into important decisions. A higher proportion of Calgarians from households with annual incomes under \$60,000 (69%) feel this way compared to Calgarians from households with annual incomes of \$60,000 or more (59%).



Q. Please tell me if you agree or disagree with each of the following statements.  
 Base: Valid respondents (All Calgarians n=2,461, Income <\$60K n=469, Income \$60K+ n=1,756)

\* Rounding

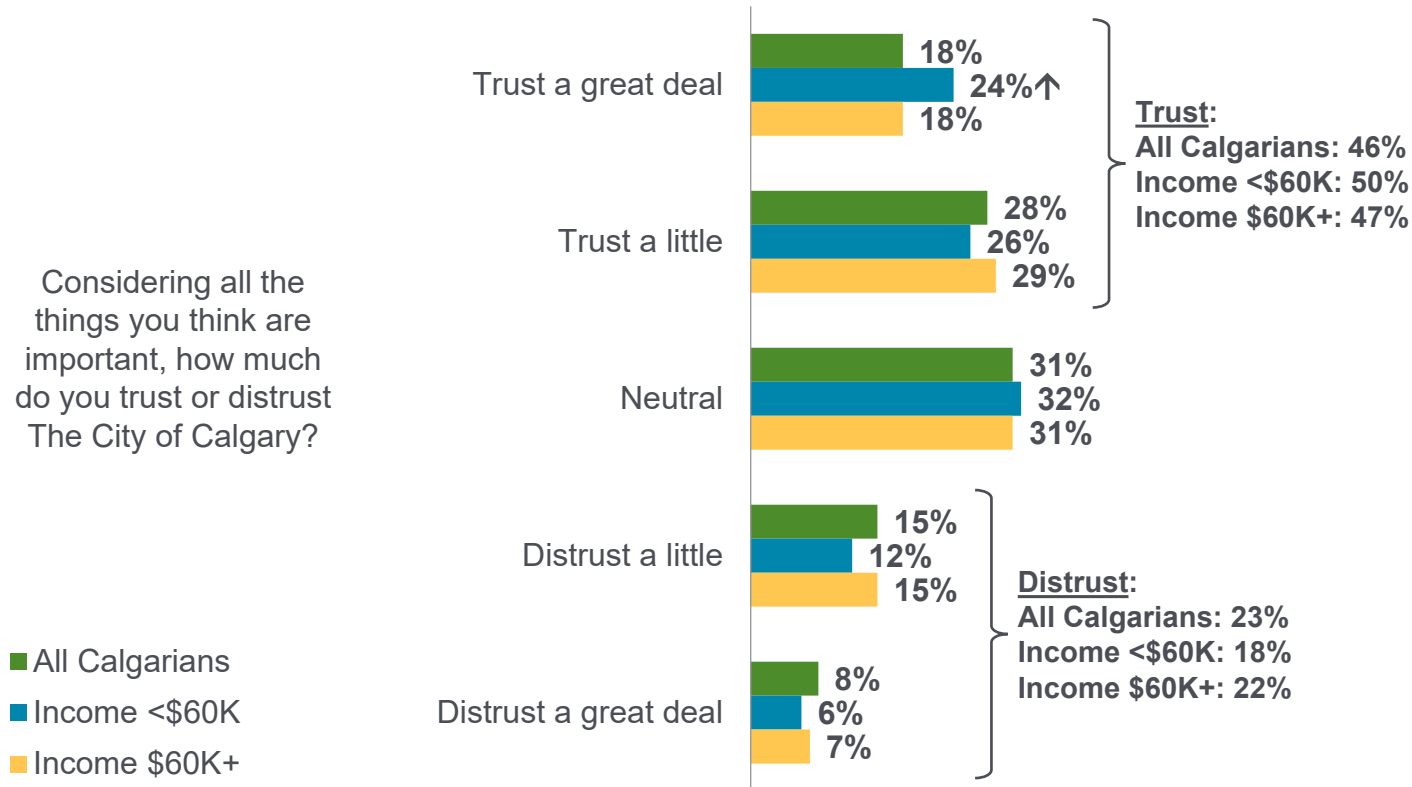
↑ / ↓ Statistically higher / lower than comparable subgroup



# Reputation and performance

# Trust in The City of Calgary

Around one-half (46%) of Calgarians say they trust The City of Calgary. While Calgarians from both income groups similarly trust The City, relatively Calgarians from households with annual incomes under \$60,000 (24%) trust The City 'a great deal' than Calgarians from households with annual incomes of \$60,000 or more (18%).

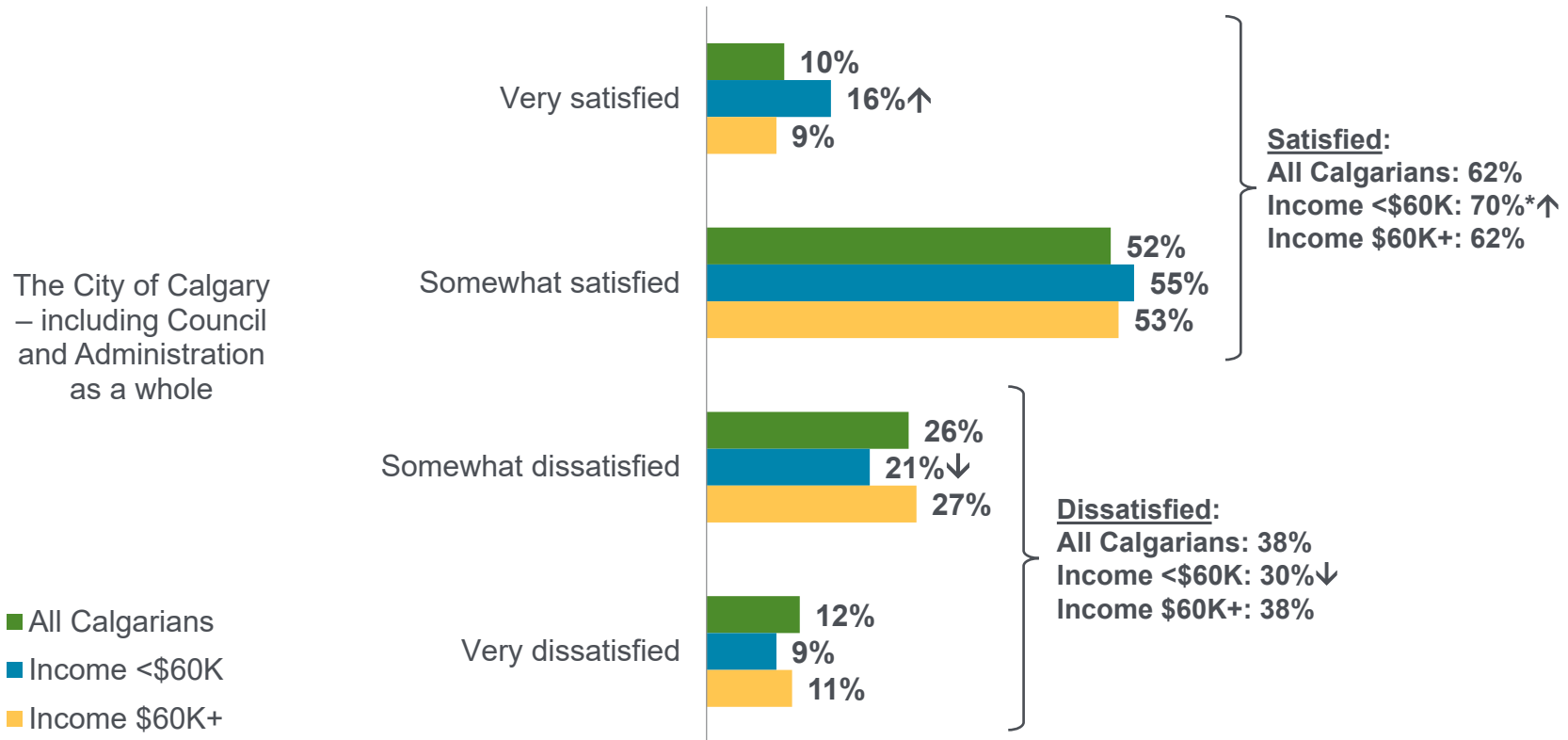


Q. Considering all the things you think are important, how much do you trust or distrust The City of Calgary?  
 Base: Valid respondents (All Calgarians n=2,488, Income <\$60K n=472, Income \$60K+ n=1,773)

↑ / ↓ Statistically higher / lower than comparable subgroup

# Satisfaction with The City as a whole

Around three-fifths (62%) of Calgarians are satisfied with The City, including Council and Administration. A higher proportion of Calgarians from households with annual incomes under \$60,000 (70%) express satisfaction compared to Calgarians from households with annual incomes of \$60,000 or more (62%).



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=2,489, Income <\$60K n=472, Income \$60K+ n=1,776)

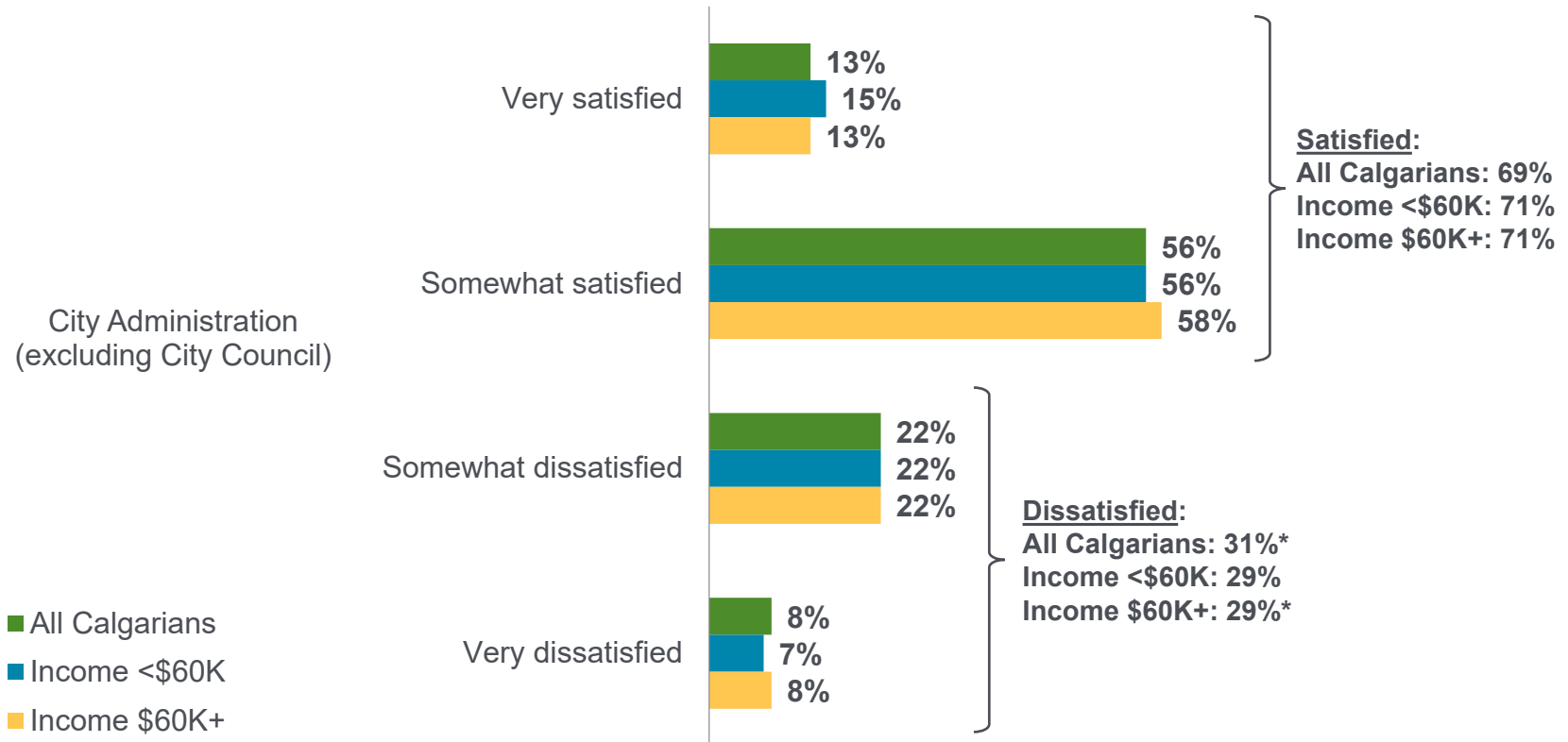
\* Rounding

↑ / ↓ Statistically higher / lower than comparable subgroup



# Satisfaction with Administration

Seven-in-ten (69%) Calgarians express satisfaction with City Administration (excluding City Council). There are no statistically significant differences in satisfaction between Calgarians from households with annual incomes under \$60,000 and from households with annual incomes of \$60,000 or more (71% apiece).



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?

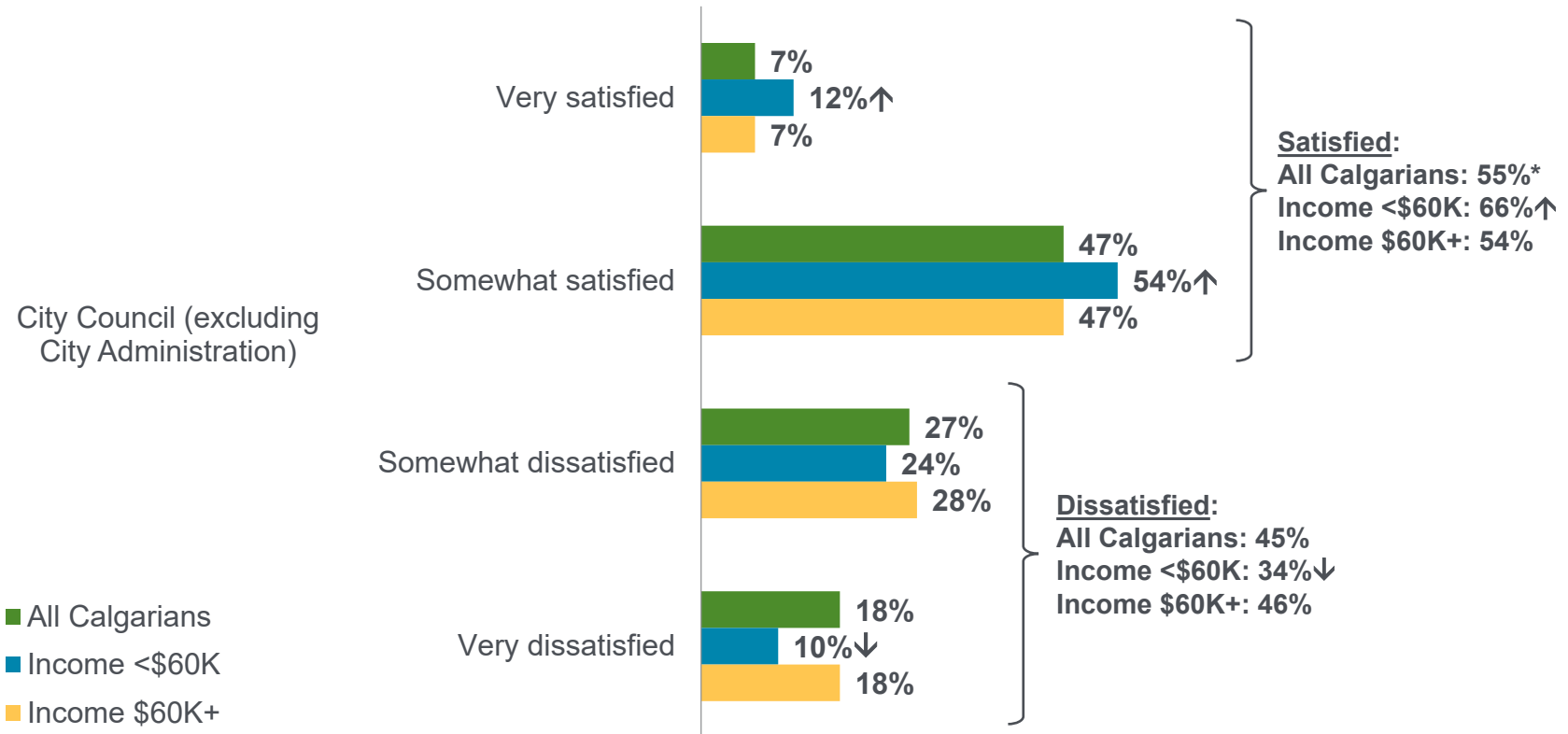
Base: Valid respondents (All Calgarians n=2,461, Income <\$60K n=465, Income \$60K+ n=1,761)

\* Rounding



# Satisfaction with Council

Around one-half (55%) of Calgarians express satisfaction with City Council (excluding City Administration). Satisfaction levels are higher among Calgarians from households with annual incomes under \$60,000 express satisfaction (66%) compared to Calgarians from households with annual incomes of \$60,000 or more (54%).



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=2,469, Income <\$60K n=467, Income \$60K+ n=1,763)

\* Rounding

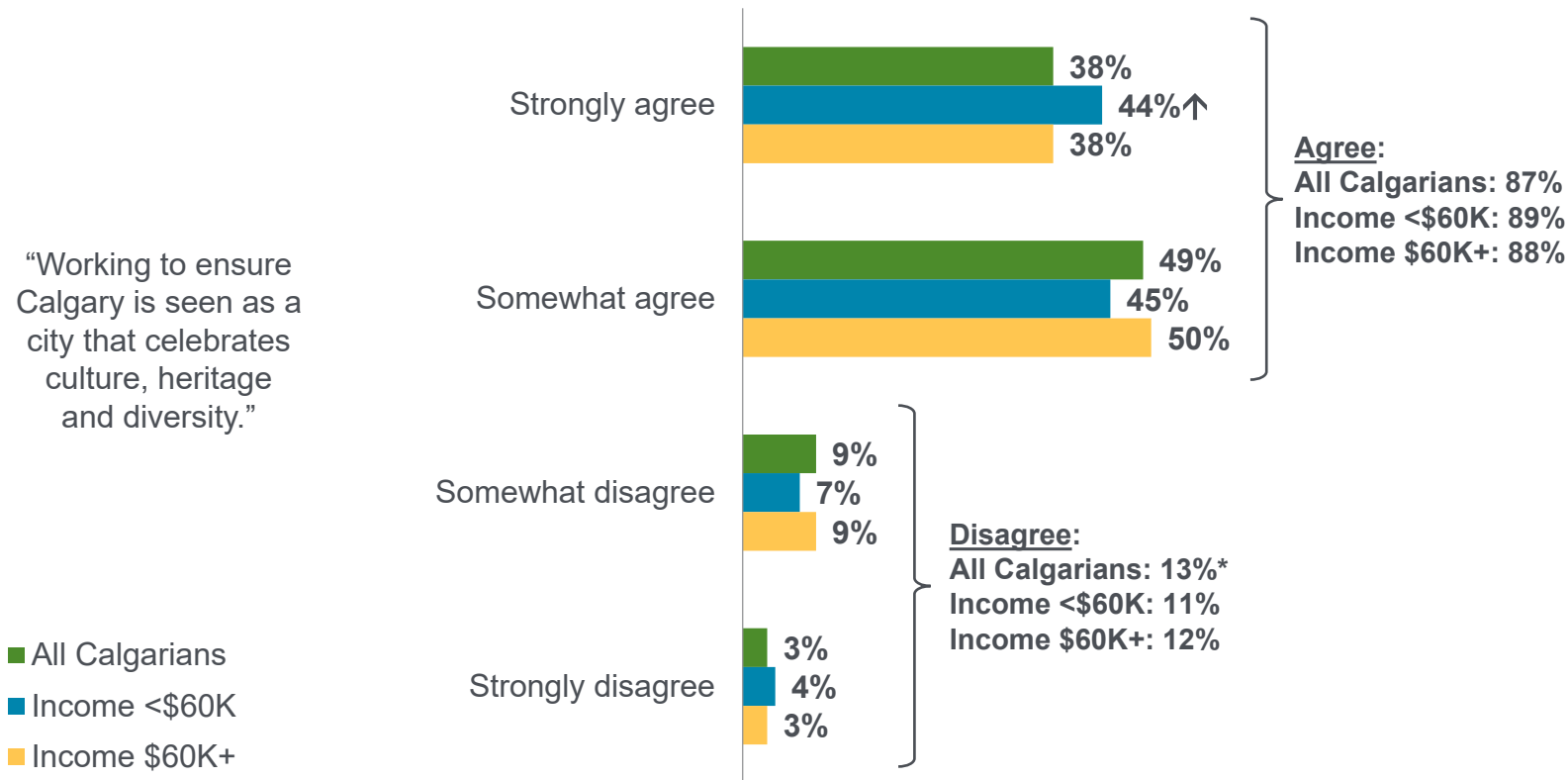
↑ / ↓ Statistically higher / lower than comparable subgroup



# Council focus areas

# Promoting Calgary as a city of culture, heritage, and diversity

A vast majority (87%) of Calgarians agree that The City is doing a good job working to ensure Calgary is seen as a city that celebrates culture, heritage, and diversity. While Calgarians both from households with annual incomes under \$60,000 and from households with annual incomes of \$60,000 or 'agree' in a similar measure, a higher proportion of Calgarians from under \$60K income households 'strongly' agree (44%) than Calgarians from \$60K+ income households (38%).



Q. Please tell me if you agree or disagree that The City of Calgary is doing a good job at each of the following?

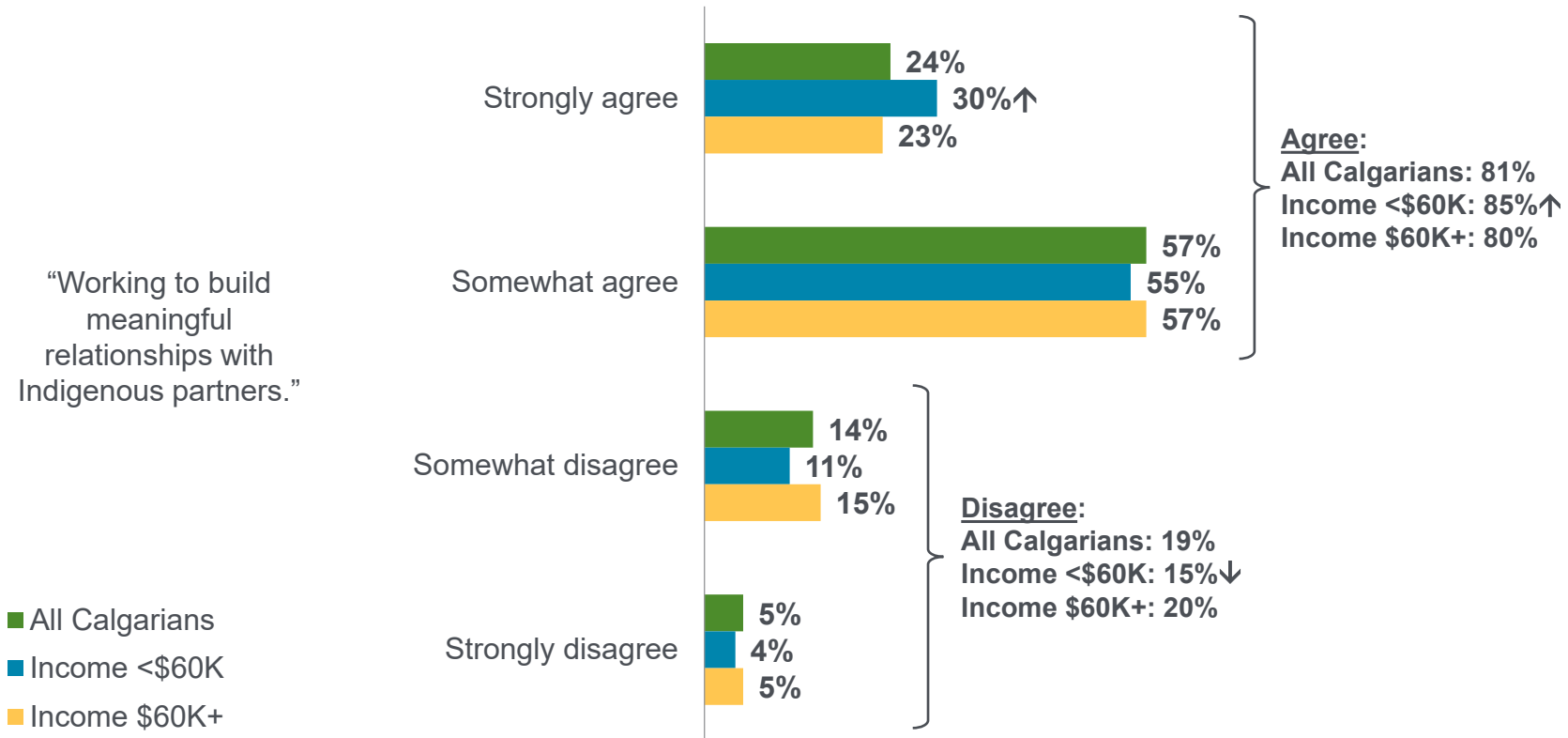
Base: Valid respondents (All Calgarians n=2,473, Income <\$60K n=469, Income \$60K+ n=1,768)

\* Rounding

↑ / ↓ Statistically higher / lower than comparable subgroup

# Working to build relationships with Indigenous partners

Overall, four-fifths (81%) of Calgarians think The City is doing a good job at working to build meaningful relationships with Indigenous partners. Relatively more Calgarians from households with annual incomes under \$60,000 share this opinion (85% vs. 80% among Calgarians from \$60K+ income households).



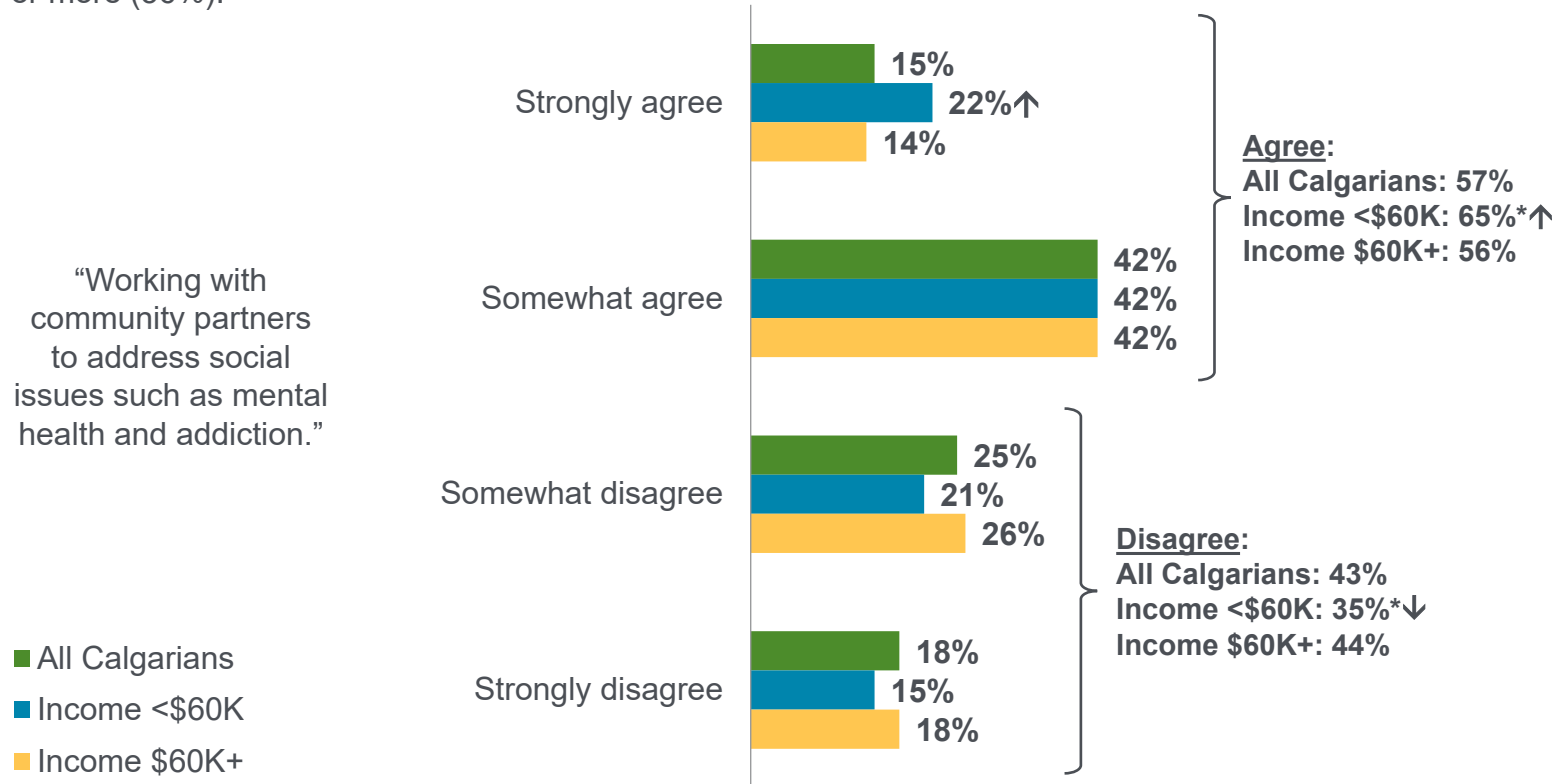
Q. Please tell me if you agree or disagree that The City of Calgary is doing a good job at each of the following?

Base: Valid respondents (All Calgarians n=2,359, Income <\$60K n=457, Income \$60K+ n=1,687)

↑ / ↓ Statistically higher / lower than comparable subgroup

# Working with community partners to address social issues

More than one-half (57%) of all Calgarians agree feel The City is doing a good job working with community partners to address social issues such as mental health and addiction. This sentiment is higher among Calgarians from households with annual incomes under \$60,000 agree (65%) compared to Calgarians from households with annual incomes of \$60,000 or more (56%).



Q. Please tell me if you agree or disagree that The City of Calgary is doing a good job at each of the following?

Base: Valid respondents (All Calgarians n=2,408, Income <\$60K n=459, Income \$60K+ n=1,720)

\* Rounding

↑ / ↓ Statistically higher / lower than comparable subgroup

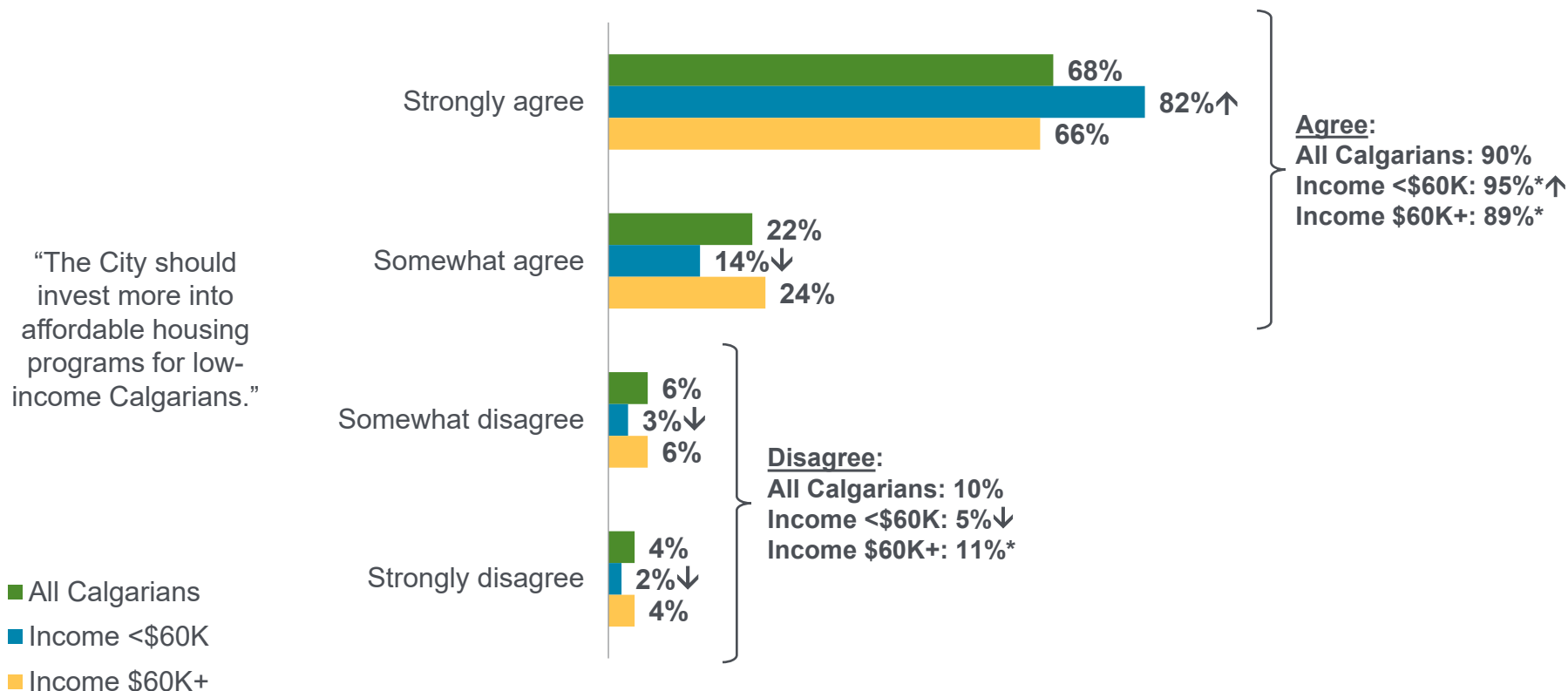




# Housing

# Affordable housing

Nine-in-ten (90%) Calgarians believe The City should invest more into affordable housing programs for low-income Calgarians. A higher proportion of Calgarians from households with annual incomes under \$60,000 (95%) want to see increased investment in affordable housing compared to Calgarians from households with annual incomes of \$60K+.



Q. And, for each of the following statements about housing, please tell me to what extent you agree or disagree.

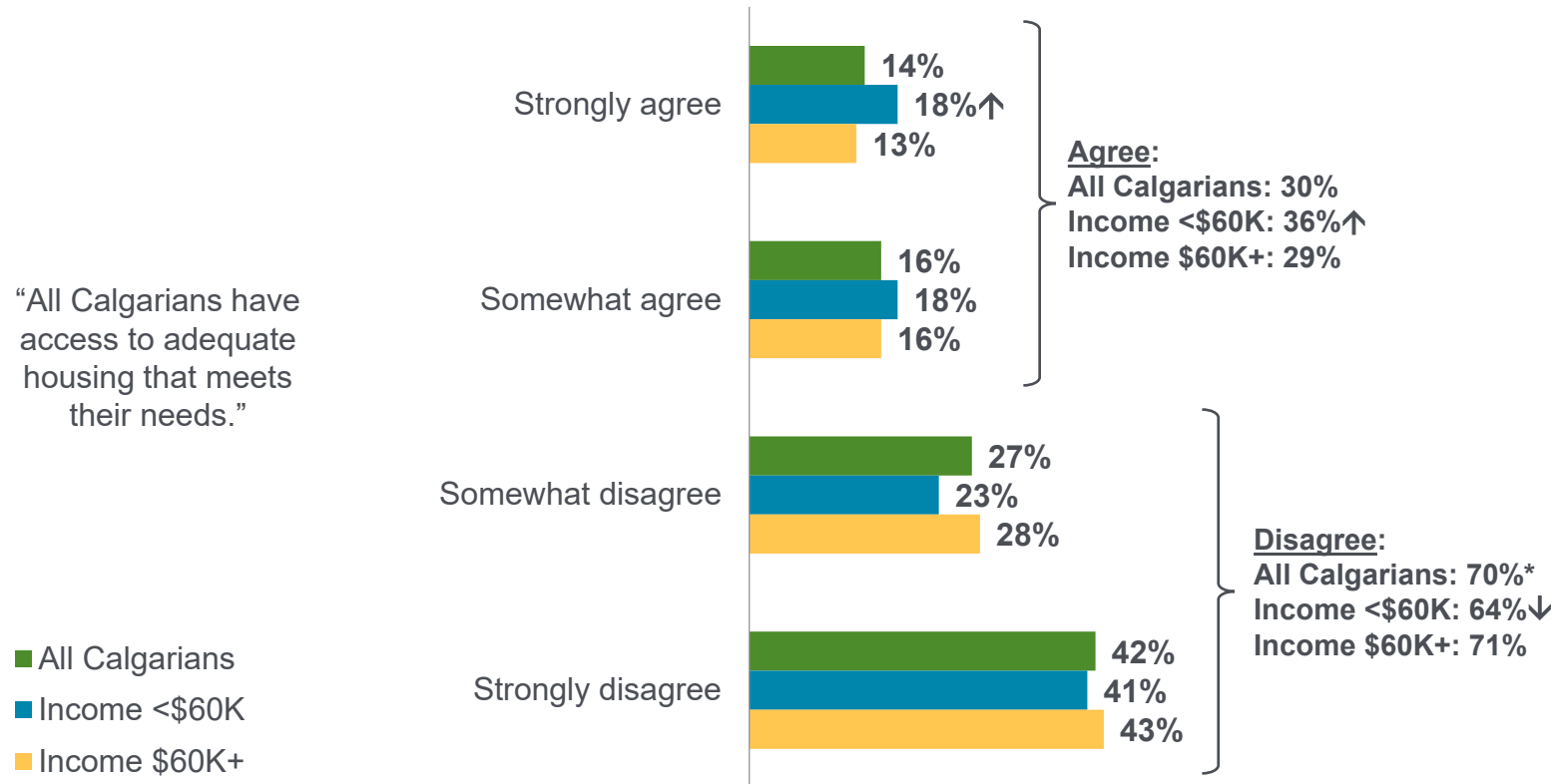
Base: Valid respondents (All Calgarians n=2,478, Income <\$60K n=469, Income \$60K+ n=1,770)

\* Rounding

↑ / ↓ Statistically higher / lower than comparable subgroup

# Access to adequate housing

Three-in-ten (30%) Calgarians agree that all Calgarians have access to adequate housing that meets their needs. A higher proportion of Calgarians from households with annual incomes under \$60,000 (36%) agree that this is the case compared to Calgarians from households with annual incomes of \$60,000 or more (29%).



Q. And, for each of the following statements about housing, please tell me to what extent you agree or disagree.

Base: Valid respondents (All Calgarians n=2,475, Income <\$60K n=468, Income \$60K+ n=1,767)

\* Rounding

↑ / ↓ Statistically higher / lower than comparable subgroup

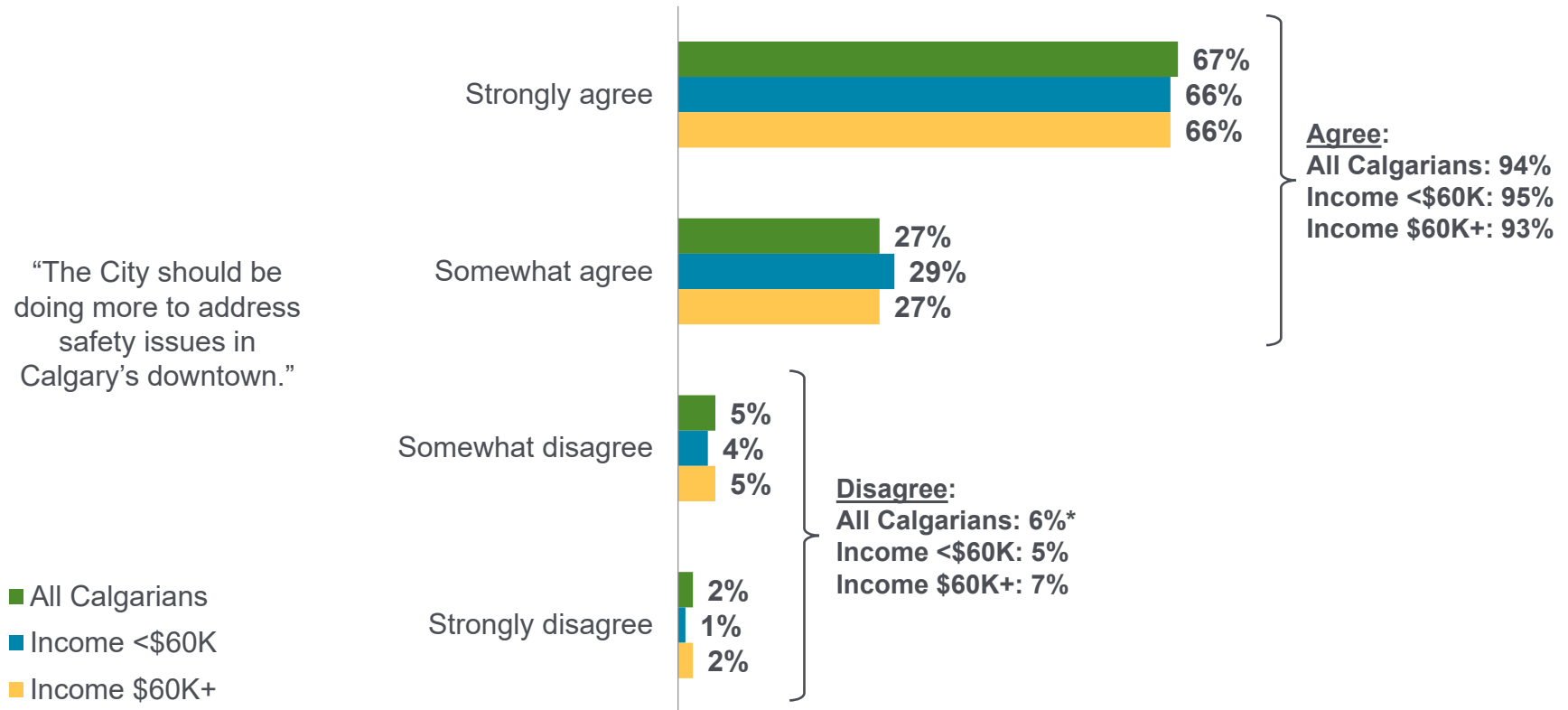




# Downtown Calgary

# Addressing downtown safety

More than nine-in-ten (94%) Calgarians feel The City should be doing more to address safety issues in Calgary's downtown. Similar proportions of Calgarians both from households with annual incomes under \$60,000 and from households with annual incomes of \$60,000 or more feel this way (95% and 93%, respectively).



Q. The last subject we would like your opinion on today is Calgary's downtown. Please tell me the extent to which you agree or disagree with these statements.

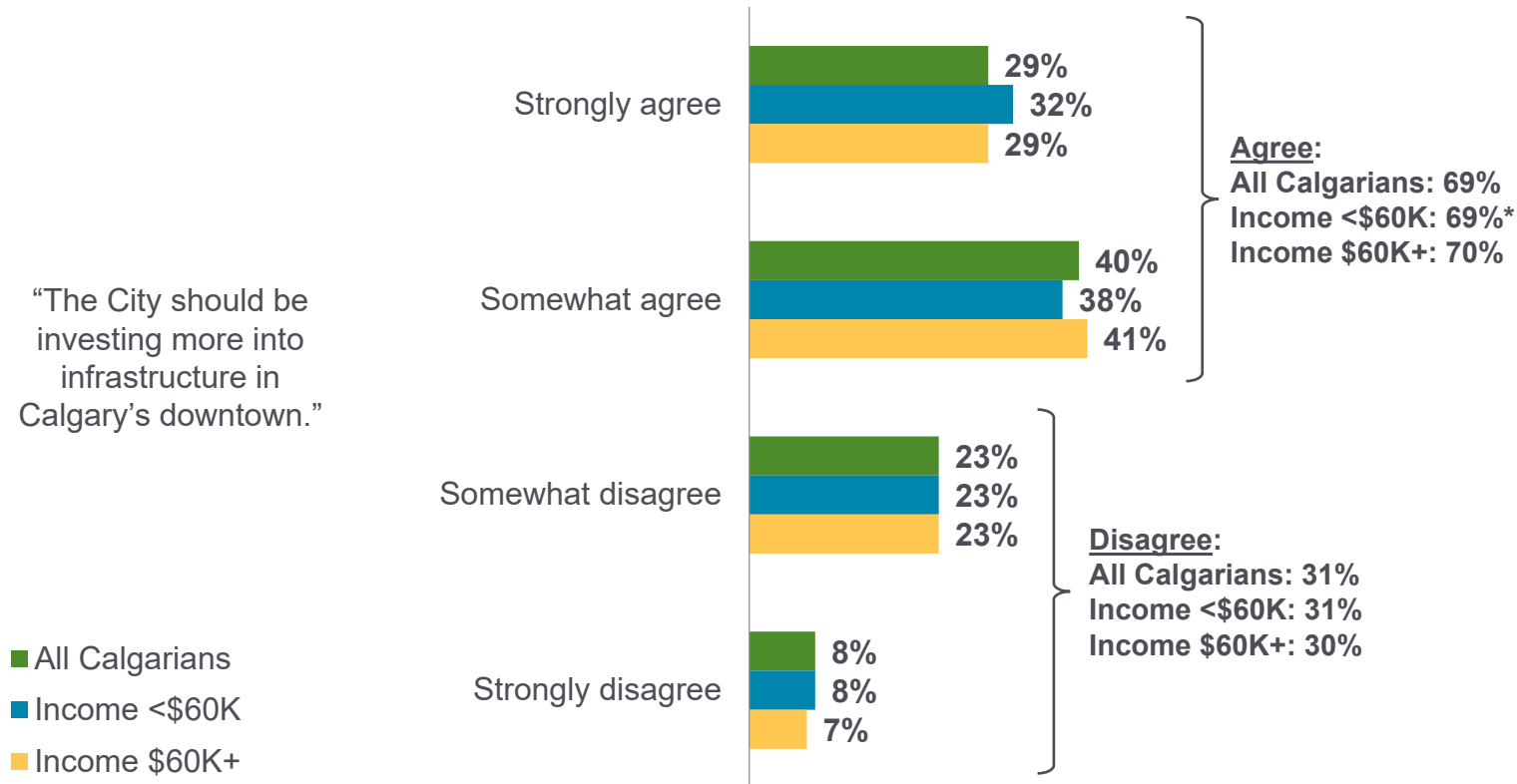
Base: Valid respondents (All Calgarians n=2,477, Income <\$60K n=469, Income \$60K+ n=1,769)

\* Rounding



# Investing in downtown infrastructure

Seven-in-ten (69%) Calgarians think The City should be investing more into infrastructure in Calgary's downtown. There are no statistically significant differences in opinion between Calgarians from households with annual incomes under \$60,000 and from households with annual incomes of \$60,000 or more (69% and 70%, respectively).



Q. The last subject we would like your opinion on today is Calgary's downtown. Please tell me the extent to which you agree or disagree with these statements.

Base: Valid respondents (All Calgarians n=2,442, Income <\$60K n=462, Income \$60K+ n=1,752)

\* Rounding



# Respondent profile

# Respondent profile (1 of 4)

Gender			
	All Calgarians	Income <\$60K	Income \$60K+
Female	50%	56%	48%
Male	49%	43%	51%
Prefer to self describe	1%	<1%	1%
Refused/prefer not to say	<1%	<1%	<1%

Age			
	All Calgarians	Income <\$60K	Income \$60K+
18 to 24	11%	11%	11%
25 to 34	20%	21%	20%
35 to 44	17%	13%	19%
45 to 54	18%	10%	21%
55 to 64	12%	13%	12%
65 or older	22%	31%	18%
Mean	47.4	50.0	46.0

Children and seniors in household			
	All Calgarians	Income <\$60K	Income \$60K+
Yes – children	31%	24%	34%
Yes – seniors	33%	39%	29%

Income			
	All Calgarians	Income <\$60K	Income \$60K+
Less than \$60,000	20%	100%	0%
\$60,000 to just under \$120,000	37%	0%	46%
\$120,000 to just under \$200,000	28%	0%	35%
\$200,000 and over	15%	0%	19%

Education			
	All Calgarians	Income <\$60K	Income \$60K+
Less than high school	2%	5%	1%
High school or equivalent	17%	26%	14%
Apprenticeship or trades diploma/certificate	7%	9%	7%
College or non-university diploma/certificate	19%	23%	18%
University degree/diploma/certificate	55%	37%	60%

Base: Valid respondents (bases vary)

# Respondent profile (2 of 4)

## Employment status<sup>^</sup>

	All Calgarians	Income <\$60K	Income \$60K+
Full time employed or self employed	56%	30%	65%
Part time employed or self-employed	11%	17%	10%
Retired	21%	33%	16%
Looking after home and/or family	2%	3%	2%
Unable to work because of sickness or disability	2%	7%	1%
Unemployed	4%	8%	3%
Doing unpaid or voluntary work	1%	1%	2%
Student	4%	5%	4%
Other	0%	1%	<1%

## Own or Rent

	All Calgarians	Income <\$60K	Income \$60K+
Own	71%	49%	75%
Rent	25%	49%	21%
Other	4%	2%	5%

## Household size

	All Calgarians	Income <\$60K	Income \$60K+
1	15%	32%	11%
2	32%	28%	32%
3	19%	18%	20%
4	20%	11%	22%
5 or more	13%	12%	14%
MEAN	2.9	2.5	3.0

## Responsible for property taxes or rent

	All Calgarians	Income <\$60K	Income \$60K+
Yes	86%	86%	86%
No	14%	14%	14%

<sup>^</sup> Multiple responses allowed

Base: Valid respondents (bases vary)

# Respondent profile (3 of 4)

Born in Canada			
	All Calgarians	Income <\$60K	Income \$60K+
Yes	71%	62%	72%
No	29%	38%	28%

Date of Arrival in Canada			
	All Calgarians	Income <\$60K	Income \$60K+
Within the past 5 years	20%	34%	17%
More than 5 years ago	80%	66%	83%

Indigenous identity <sup>^</sup>			
	All Calgarians	Income <\$60K	Income \$60K+
Yes – First Nations	1%	2%	1%
Yes – Metis	2%	4%	2%
Yes – Inuit	0%	<1%	0%
Yes – Prefer to self-describe	0%	1%	<1%
Other	<1%	1%	<1%
Don't know	<1%	<1%	0%
No	96%	94%	97%

Tenure in Calgary			
	All Calgarians	Income <\$60K	Income \$60K+
Less than 5 years	8%	15%	6%
5 to less than 10 years	6%	6%	7%
10 to less than 15 years	10%	11%	10%
15 to less than 20 years	10%	10%	10%
20 to less than 30 years	22%	13%	25%
30 to less than 40 years	16%	13%	18%
40 or more	27%	33%	24%
MEAN	28.1	28.0	27.3

Quadrant			
	All Calgarians	Income <\$60K	Income \$60K+
Southwest	29%	21%	31%
Southeast	23%	25%	23%
Northwest	29%	27%	29%
Northeast	20%	28%	17%

<sup>^</sup> Multiple responses allowed

Base: Valid respondents (bases vary)



# Respondent profile (4 of 4)

## Disability in Household<sup>^</sup>

	All Calgarians	Income <\$60K	Income \$60K+
Yes – myself	10%	23%	7%
Yes – someone in my household	12%	12%	11%
No	80%	68%	83%

## Racialized

	All Calgarians	Income <\$60K	Income \$60K+
Yes	28%	30%	29%
No	70%	67%	70%
Prefer to self-describe	1%	2%	1%

## Business Owner/Operator

	All Calgarians	Income <\$60K	Income \$60K+
Own and operate a business	16%	12%	16%
Own a business	2%	1%	2%
Operate a business	2%	3%	2%
No	81%	84%	80%

## 2SLGBTQIA+

	All Calgarians	Income <\$60K	Income \$60K+
Yes	7%	8%	7%
No	93%	92%	93%

<sup>^</sup> Multiple responses allowed

Base: Valid respondents (bases vary)



# Contact

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