

Calgary



Equity-Deserving Communities: Income <\$60K

Analysis of the 2024 Fall Survey of Calgarians

Prepared by:



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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 2024 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

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 8, 2024 to September 3, 2024 with 2,500 Calgarians via telephone. The average time to complete the survey was 26 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 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 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 2,500 is ± 2.0 percentage points, 19 times out of 20. The margin of error for the Income <\$60K sub-group of 487 is ± 4.4 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 Calgarians with household incomes under \$60K and those with household incomes of \$60K and above. 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 Fall key findings

2024 Fall highlights (1 of 6)

Quality of life

Calgarians with household incomes under \$60,000 hold positive views on various facets of life in the city. Many see Calgary as a great place to make a life and are hopeful about its future. This group also thinks well of Calgary's prospects as a place to make a living and the over quality of life here.

Both Calgarians with an annual household income under \$60,000 and Calgarians with an annual household income of \$60,000 or more **similarly** agree that Calgary is a great place to make a life (68% and 72%).

There are also statistical **differences** in their views:

- A higher proportion of Calgarians with an annual household income under \$60,000 agree that Calgary is on the right track to be a better city 10 years from now (71% of Calgarians with an annual household income under \$60,000 vs. 60% of Calgarians with an annual household income of \$60,000 or more)
- A lower proportion of Calgarians with an annual household income under \$60,000 rate the overall quality of life in Calgary as good (61% vs. 69%)
- A lower proportion of Calgarians with an annual household income under \$60,000 agree that Calgary is a great place to make a living (58% vs. 65%)

Inclusivity

Efforts to foster an inclusive and accepting Calgary resonate well with households earning under \$60K annually. Many in this group also recognize that The City offers programs and services designed to serve Calgary's diverse population. Awareness of programs and services aimed at removing participation barriers for those most in need is less widespread, with mixed views on The City's offer.

Both Calgarians with an annual household income under \$60,000 and Calgarians with an annual household income of \$60,000 or more share **similar** views that:

- The City of Calgary's municipal government fosters a city that is inclusive and accepting of all (68% and 70%)
- The City of Calgary delivers programs and services that remove barriers to participation for Calgarians who need it the most (52% and 46%)

There is a statistical **difference** between the two groups with a higher proportion of Calgarians with an annual household income under \$60,000 agreeing that City programs and services meet the needs of Calgarians regardless of age, ability, income, gender, race and ethnic/cultural identity and language (66% vs. 58% of Calgarians with an annual household income of \$60,000 or more).

2024 Fall highlights (2 of 6)

Safety

Calgary is regarded as a safe city by many Calgarians from households with an annual income under \$60,000. Relatively fewer agree that it is a safe city for all residents and visitors of various ethnicity, race, religion, income, or sexual identities. Further, although many agree that The City is working to make sure Calgary Transit is a safe alternative, less use it due to concerns about their safety.

Calgarians with an annual household income under \$60,000 and those with an annual household income of \$60,000 or more have some similar views about safety. The **similarities** between the two income groups include:

- Agreement that Calgary is safe for all residents and visitors regardless of ethnicity, race, religion, income, or sexual identity (54% and 50%)
- Avoidance of taking transit in Calgary due to personal safety concerns (51% and 49%)

There are also statistical **differences** in their views on safety. Specifically, a higher proportion of Calgarians with an annual household income under \$60,000:

- Agree that The City is taking sufficient steps to ensure Calgary Transit is a safe travel option (71% of Calgarians with an annual household income under \$60,000 vs. 60% of Calgarians with an annual household income of \$60,000 or more)
- Perceive Calgary as a 'safe' city overall (70% vs. 77%)

The environment

A small majority of Calgarians living in households earning under \$60,000 a year are aware of environmental services and programs offered by The City.

Both income groups share **similar** agreement that The City has programs and services aimed at helping Calgarians reduce their environmental impact (56% Calgarians with an annual household income under \$60,000 and 50% of Calgarians with an annual household income of \$60,000 or more).

2024 Fall highlights (3 of 6)

City services and programs

Calgary residents who live in households with incomes under \$60,000 say they are happy with The City's services and programs.

The two income groups have **differing** satisfaction levels with the overall level and quality of services and programs provided by The City of Calgary. A higher proportion of Calgarians with annual household incomes under \$60,000 are satisfied (69% vs. 62% of Calgarians with an annual household income of \$60,000 or more).

Taxation

There are divided opinions among Calgarians who live in households earning under \$60,000 per year over whether they get good value for their taxes.

When it comes to taxation, there is a statistical **difference** between the groups, with a higher proportion of Calgarians with an annual household income under \$60,000 saying that they receive good value from their municipal tax dollars (50% vs. 42% of Calgarians with an annual household income of \$60,000 or more).

Customer service

The majority of Calgarians from households with annual incomes under \$60,000 say that The City's customer service has met their expectations.

There is a statistically significant **difference** in perceptions of customer service, with a higher proportion of Calgarians with an annual household income under \$60,000 agreeing that The City of Calgary meets their customer service expectations (76% vs. 71% of Calgarians with an annual household income of \$60,000 or more).

2024 Fall highlights (4 of 6)

Input from Calgarians

Calgary residents with annual household incomes under \$60,000 are pleased with The City's public engagement efforts. Many say The City is responsive to their needs and is improving residents' involvement in decision making. A small majority also say there are sufficient opportunities to provide feedback on City projects and services.

There are statistical **differences** between the two income groups for all aspects of input measured. Specifically, a higher proportion of Calgarians with annual household incomes under \$60,000 agree that:

- The City is working to improve how it includes Calgarians' input into important decisions (66% Calgarians with an annual household income under \$60,000 vs. 52% of those with an annual household income of \$60,000 or more)
- The City of Calgary is responsive to the needs and expectations of Calgarians (64% vs. 56%)
- Calgarians have enough opportunities to provide input into decision making about City projects and services (57% vs. 51%)

City reputation and performance

Calgarians with household incomes under \$60,000 are satisfied with various aspects of City governance. The majority are pleased with City Administration, The City as a whole, and City Council. Despite positive assessments of City performance, trust in The City is mixed among this group.

There are statistical **differences** between the two groups in their views on City reputation and performance. Again, a higher proportion of Calgarians with an annual household income under \$60,000:

- Are satisfied with City Administration, excluding City Council (71% vs. 63% of Calgarians with an annual household income of \$60,000 or more)
- Are satisfied with The City of Calgary, including Council and Administration as a whole (62% vs. 53%)
- Are satisfied with City Council, excluding City Administration (60% vs. 43%)
- Trust The City of Calgary (52% vs. 39%)

2024 Fall highlights (5 of 6)

Council focus areas

The City's efforts to foster cultural diversity and cultivate relationships with Indigenous partners are highly valued by Calgarians with household incomes under \$60,000. Many also show favourable appreciation for The City's efforts to address social issues including addiction and mental health.

For the council focus areas measured, the *similar* viewpoints between the two groups are:

- Agreement that The City is doing a good job at working to ensure Calgary is seen as a city that celebrates culture, heritage, and diversity (86% of Calgarians with an annual household income under \$60,000 and 88% of Calgarians with an annual household income of \$60,000 or more)
- Agreement that The City is doing a good job working to build meaningful relationships with Indigenous partners (83% for both groups)

And there is a statistical *difference* with a higher proportion of Calgarians with an annual household income under \$60,000 agreeing that The City is doing a good job at working with community partners to address social issues such as mental health and addiction (66% Calgarians with an annual household income under \$60,000 vs. 58% Calgarians with an annual household income of \$60,000 or more).

2024 Fall highlights (6 of 6)

Housing

A strong majority of Calgarians with household incomes under \$60,000 believes that The City needs to invest more into affordable housing programs for low-income residents. Currently, only a minority believe that all Calgary residents have access to market housing that meets their needs.

The two income groups **differ** in their views on housing. Specifically, a higher proportion of Calgarians with an annual household income under \$60,000 agree that:

- The City should invest more into affordable market housing programs for low-income Calgarians (91% Calgarians with an annual household income under \$60,000 vs. 84% of Calgarians with an annual household income of \$60,000 or more)
- Agreement that all Calgarians have access to adequate market housing that meets their needs (41% vs. 29%)

Downtown Calgary

Calgarians with household incomes under \$60,000 believe that The City should do more to address downtown safety concerns. There are also many who believe that The City should invest more in downtown Calgary's infrastructure.

Both Calgarians with an annual household income under \$60,000 and Calgarians with an annual household income of \$60,000 or more share **similar** views including:

- Agreement that The City should be doing more to address safety issues in Calgary's downtown (95% Calgarians with an annual household income under \$60,000 and 93% Calgarians with an annual household income of \$60,000 or more)
- Agreement that The City should be investing more into infrastructure in Calgary's downtown (72% for both groups)



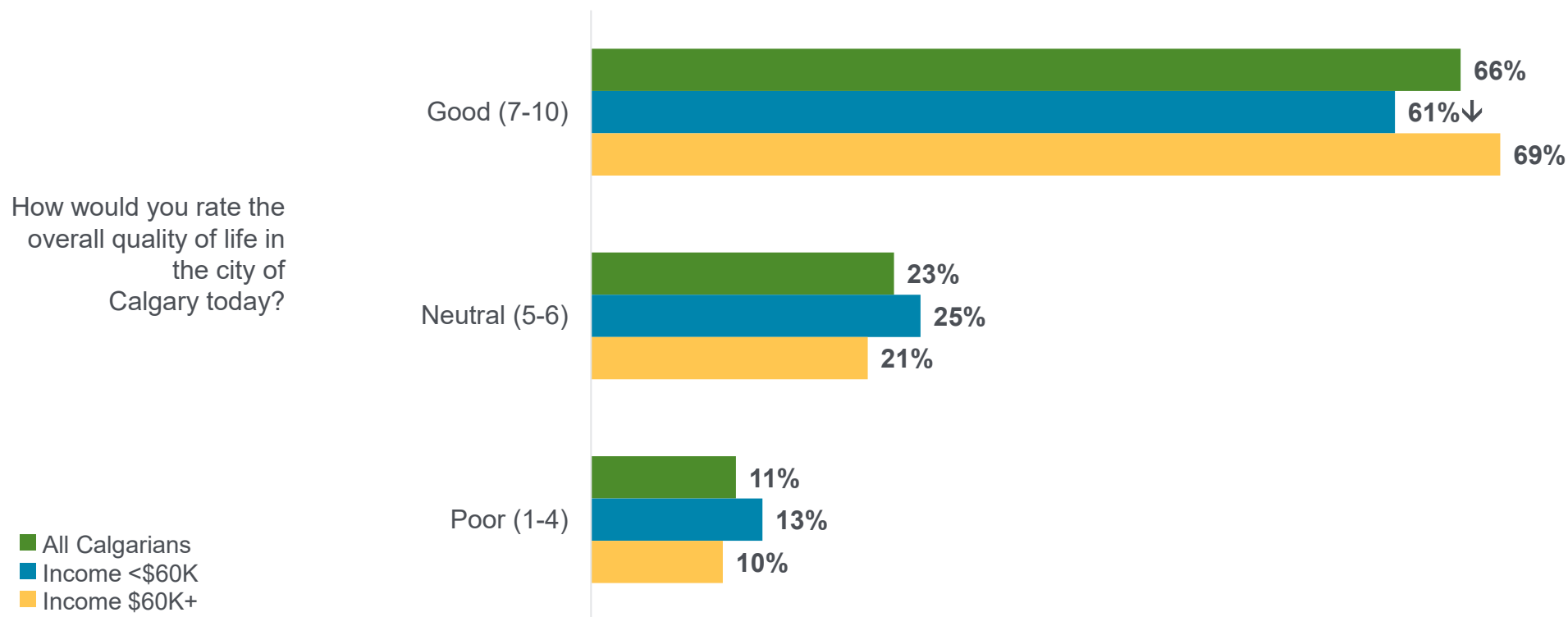
Detailed findings



Quality of life

Overall quality of life in Calgary

A majority (66%) of Calgarians rate the overall quality of life in Calgary as good. A lower proportion of Calgarians from households with annual incomes under \$60,000 rate the quality of life as good (61%) than Calgarians from households with annual incomes of \$60,000 or more (69%).



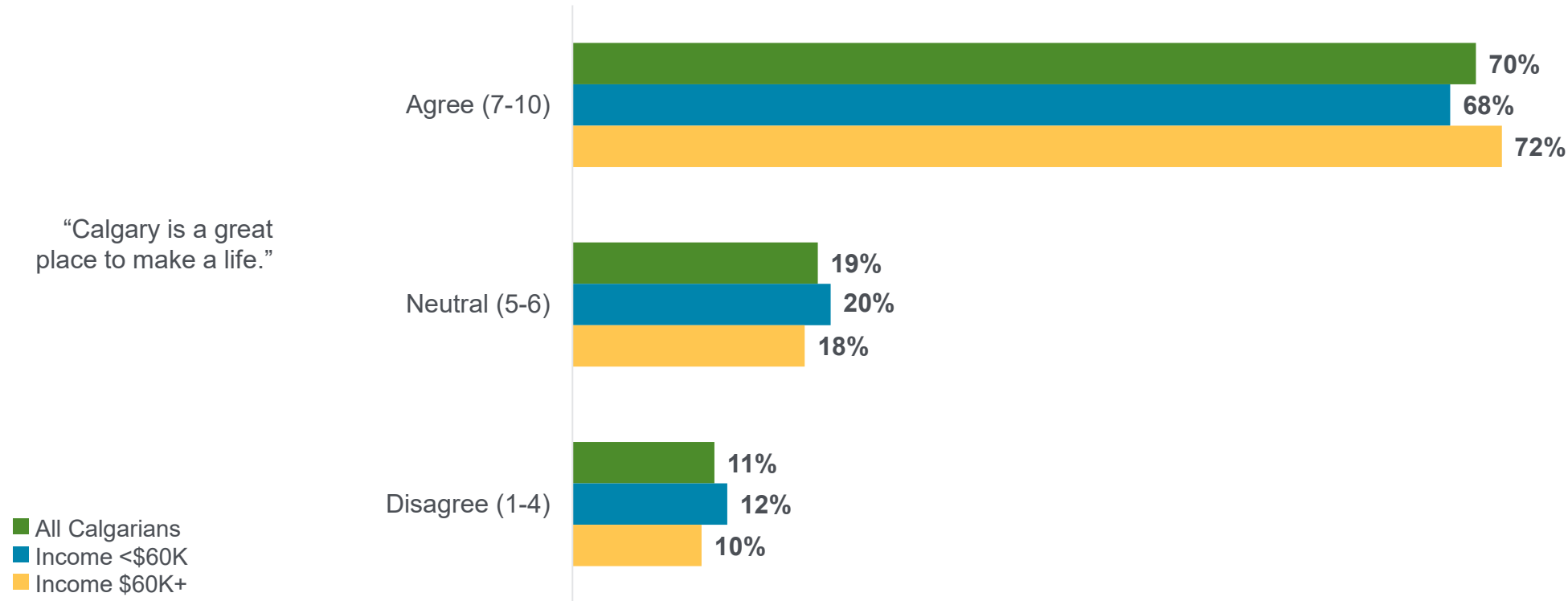
Q. On a scale of 1 to 10 where 1 is very poor and 10 is very good, how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (All Calgarians n=2,497, Income <\$60K n=486, Income \$60K+ n=1,765)

↑/↓ Statistically higher/lower than comparable subgroup

Great place to make a life

Seven-in-ten (70%) Calgarians agree that Calgary is a great place to make a life. Agreement about Calgary being a great place to make a life is similar between Calgarians from households with annual incomes under \$60,000 and Calgarians from households with annual incomes of \$60,000 or more (68% and 72%).

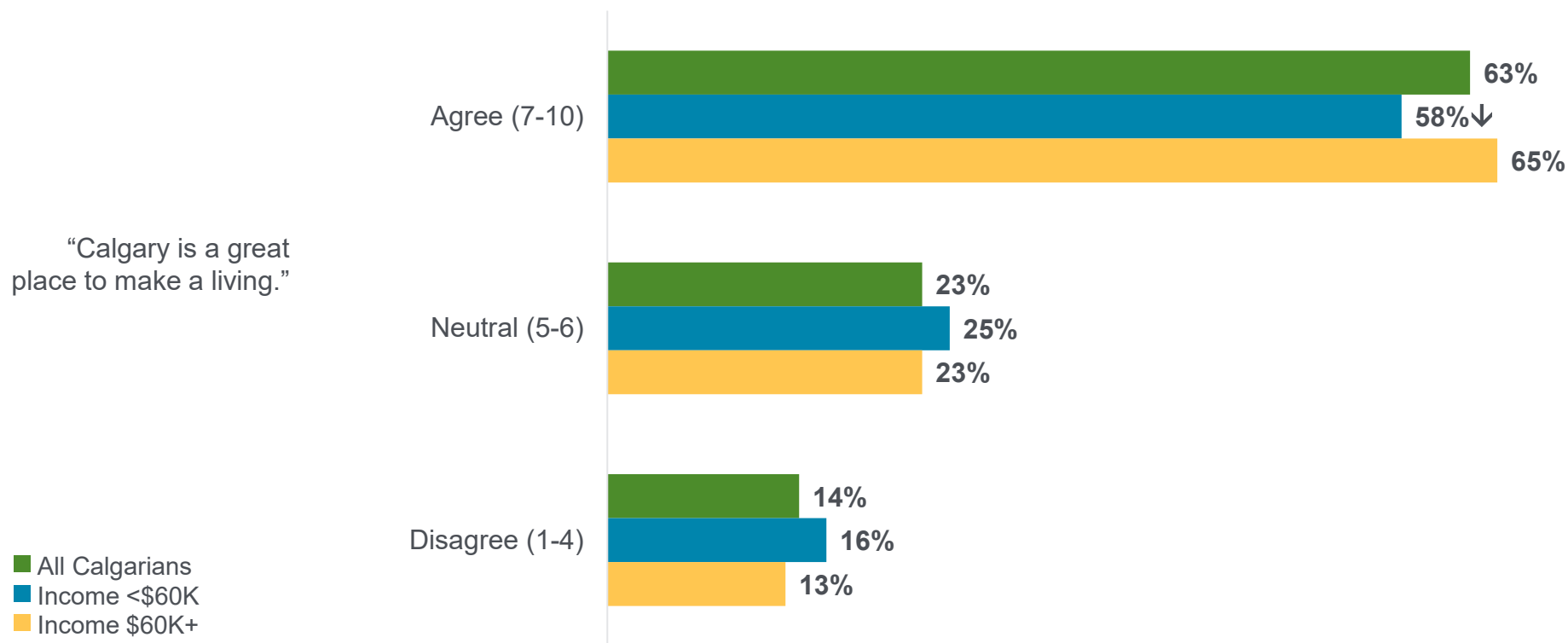


Q. I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where 1 is completely disagree and 10 is completely agree.

Base: Valid respondents (All Calgarians n=2,494, Income <\$60K n=484, Income \$60K+ n=1,764)

Great place to make a living

More than three-fifths (63%) of Calgarians agree that Calgary is a great place to make a living. Calgarians from households with annual incomes under \$60,000 are less inclined to view Calgary as a great place for earning a living (58%) compared to those from households with annual incomes of \$60,000 or more (65%).



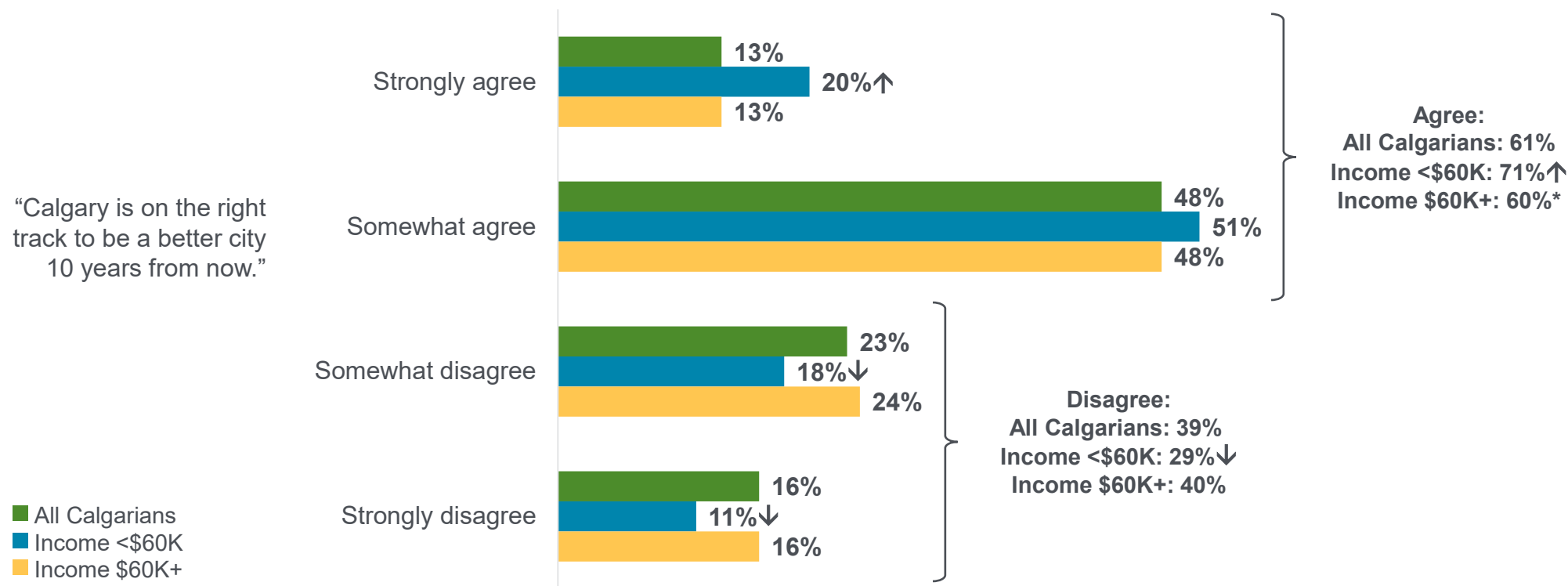
Q. Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where 1 is completely disagree and 10 is completely agree.

Base: Valid respondents (All Calgarians n=2,471, Income <\$60K n=475, Income \$60K+ n=1,755)

↑/↓ Statistically higher/lower than comparable subgroup

On track to be a better city

Three-fifths (61%) of Calgarians believe that Calgary is on the right track to be a better city 10 years from now. Optimism about Calgary's future is more prevalent among Calgarians from households with annual incomes under \$60,000, with 71% agreeing compared to 60% of those from households with annual incomes of \$60,000 or more. This difference is led by 'strongly' agree ratings (20% vs. 13%).



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=2,486, Income <\$60K n=483, Income \$60K+ n=1,757)

*Rounding

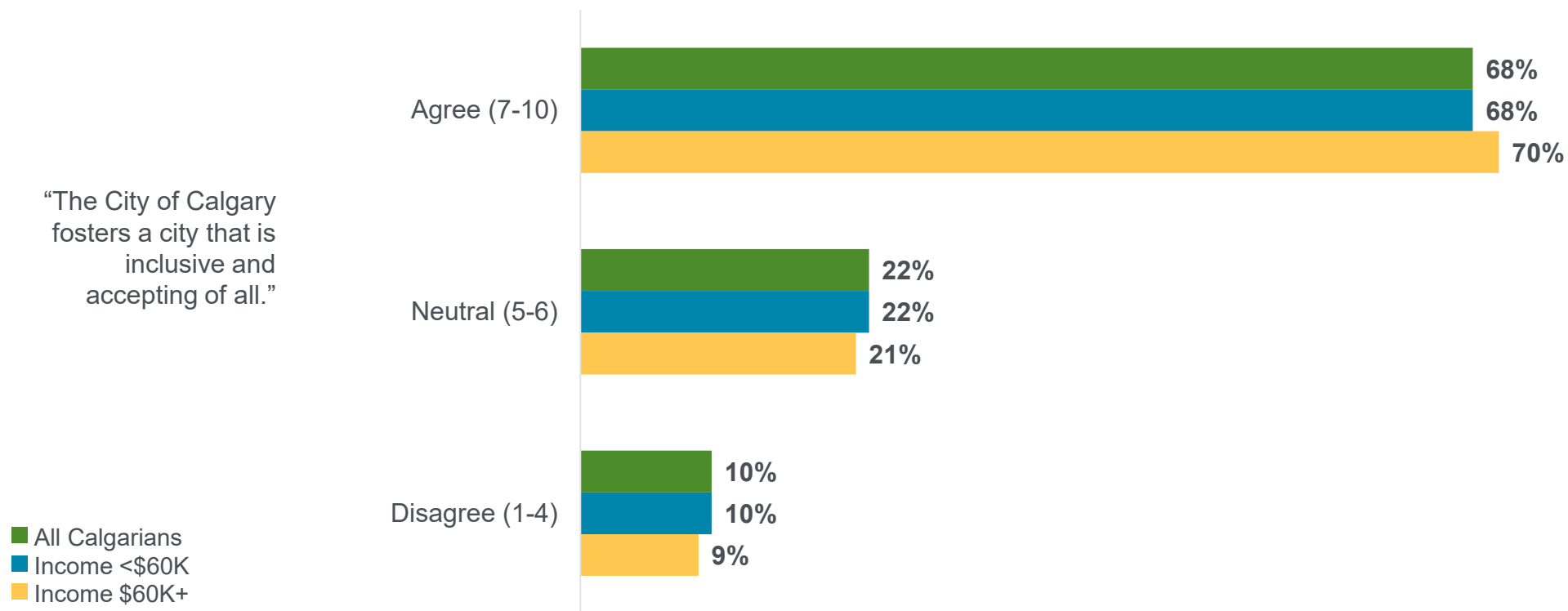
↑/↓ Statistically higher/lower than comparable subgroup



Inclusivity

Fosters a city that is inclusive and accepting

Around two-thirds (68%) of Calgarians agree that The City of Calgary's municipal government fosters a city that is inclusive and accepting of all. Perceptions of The City's efforts to promote inclusivity and acceptance are consistent across income groups (68% of those from households with annual incomes under \$60,000 and 70% of those from households with annual incomes of \$60,000 or more).

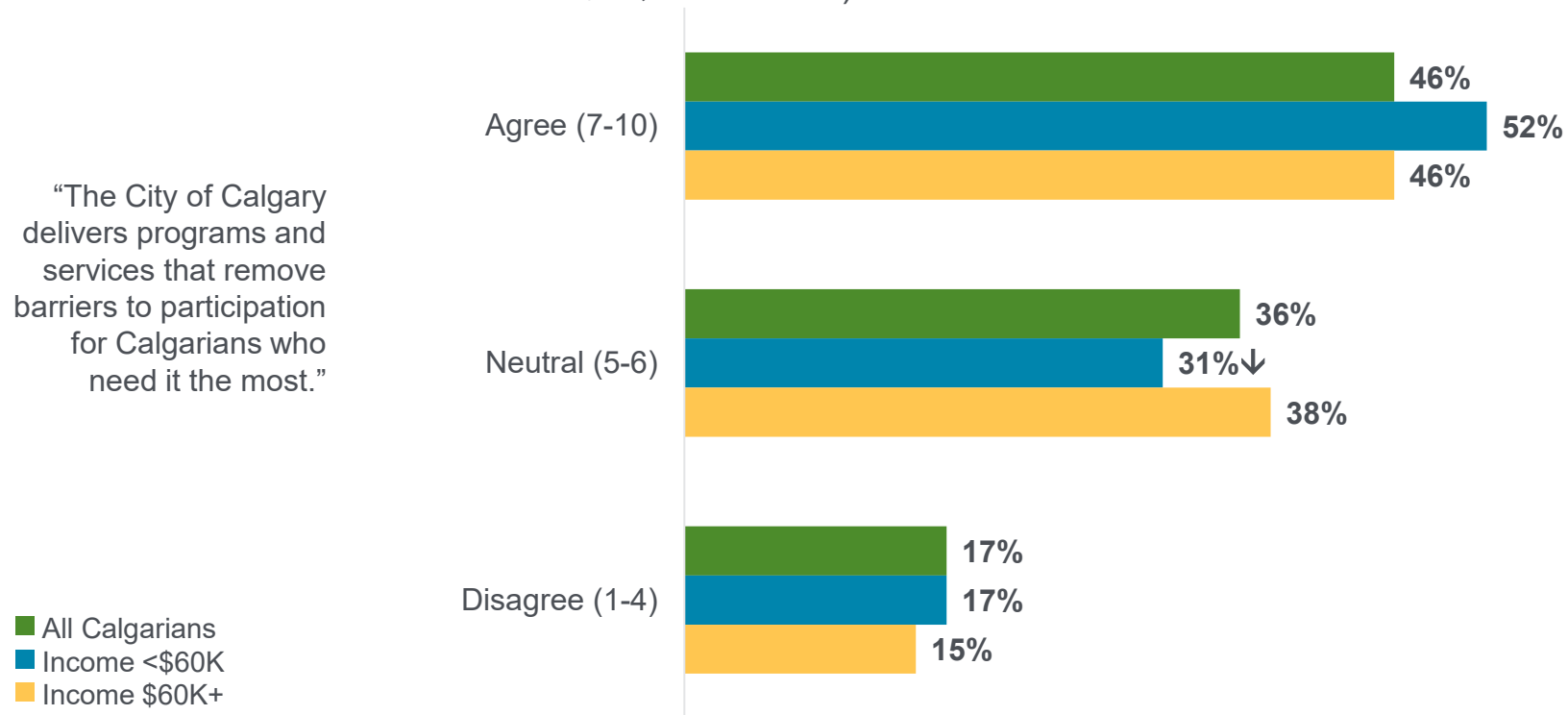


Q. I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where 1 is completely disagree and 10 is completely agree.

Base: Valid respondents (All Calgarians n=2,469, Income <\$60K n=479, Income \$60K+ n=1,750)

Delivers programs and services that remove barriers to participation

Around one-half (46%) of Calgarians believe that The City of Calgary delivers programs and services that remove barriers to participation for Calgarians who need it the most. While there are no statistical differences in agree and disagree ratings between the two income groups. Statistically fewer Calgarians from households with annual income under \$60,000 are neutral in their belief (31% vs. 38% of Calgarians from households with annual incomes of \$60,000 or more).



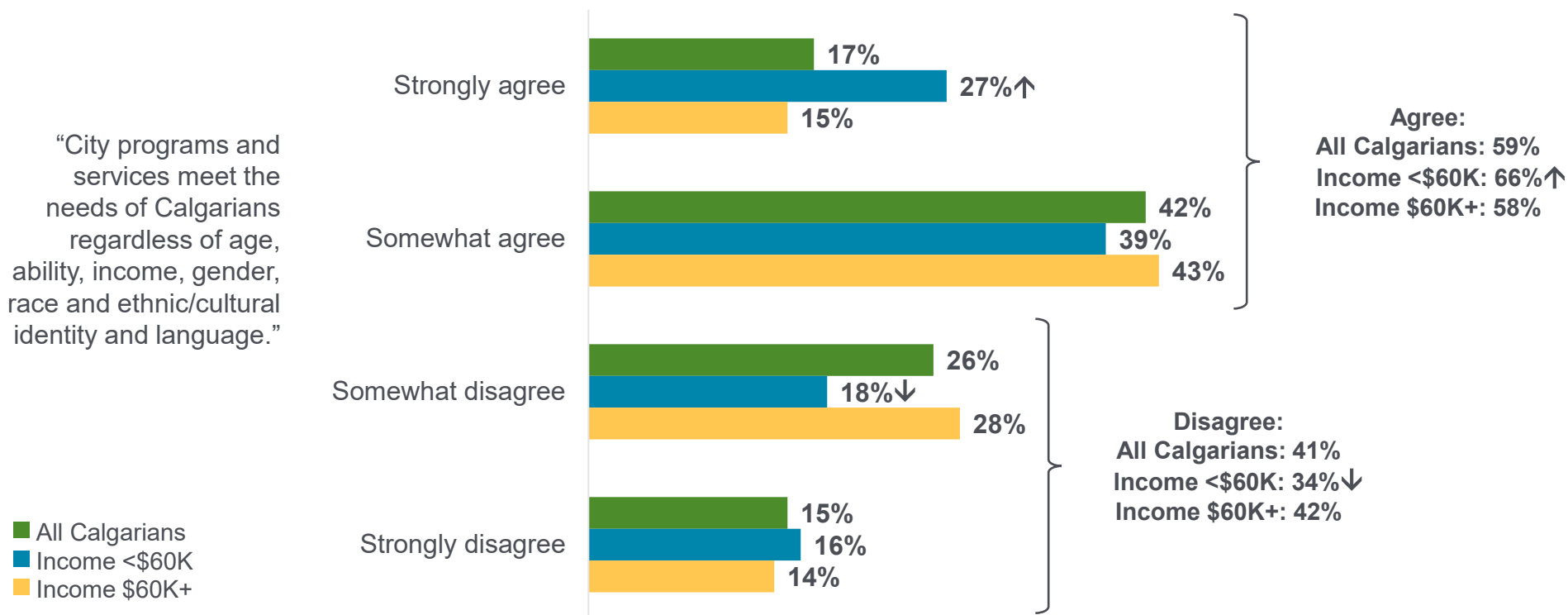
Q. Please tell me [to what extent] you agree or disagree with the following statement: The City of Calgary delivers programs and services that remove barriers to participation for Calgarians who need it the most.

Base: Valid respondents (All Calgarians n=2,388, Income <\$60K n=472, Income \$60K+ n=1,690)

↑/↓ Statistically higher/lower than comparable subgroup

Social equity

Three-fifths (59%) of Calgarians agree that City programs and services meet the needs of Calgarians regardless of age, ability, income, gender, race and ethnic/cultural identity and language. This belief is more common among Calgarians from households with annual incomes under \$60,000 (66%) compared to those with incomes of \$60,000 or more (58%). The difference is particularly noticeable in 'strongly' agree ratings (27% vs. 15%).



Q. Do you agree or disagree that: City programs and services meet the needs of all Calgarians regardless of age, ability, income, gender, race and ethnic/cultural identity and language?

Base: Valid respondents (All Calgarians n=2,457, Income <\$60K n=481, Income \$60K+ n=1,744)

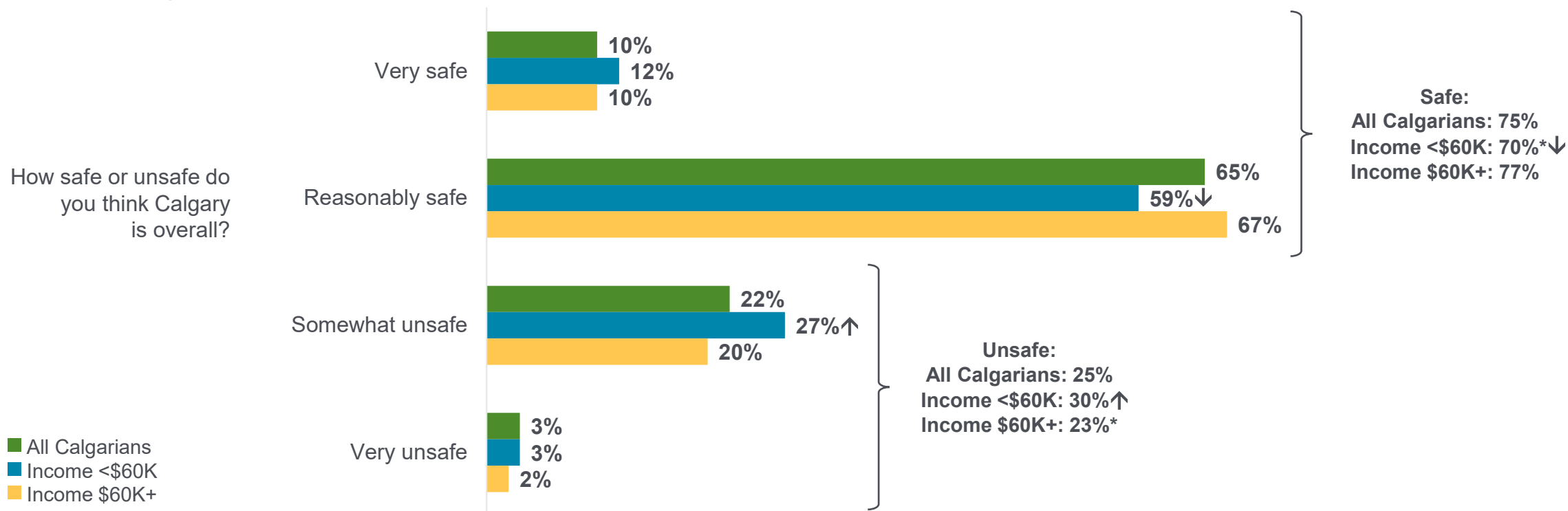
↑/↓ Statistically higher/lower than comparable subgroup



Safety

Overall perceived safety of the city of Calgary

Three quarters (75%) of Calgarians feel the city of Calgary is 'safe' overall. A lower proportion of Calgarians from households with annual incomes under \$60,000 perceive Calgary as safe (70%) compared to those from households with annual incomes of \$60,000 or more (77%). This difference is primarily due to fewer 'reasonably safe' ratings (59% vs. 67%) and more 'somewhat' unsafe ratings (27% vs. 20%) among the lower income group.



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

Base: Valid respondents (All Calgarians n=2,495, Income <\$60K n=484, Income \$60K+ n=1,765)

*Rounding

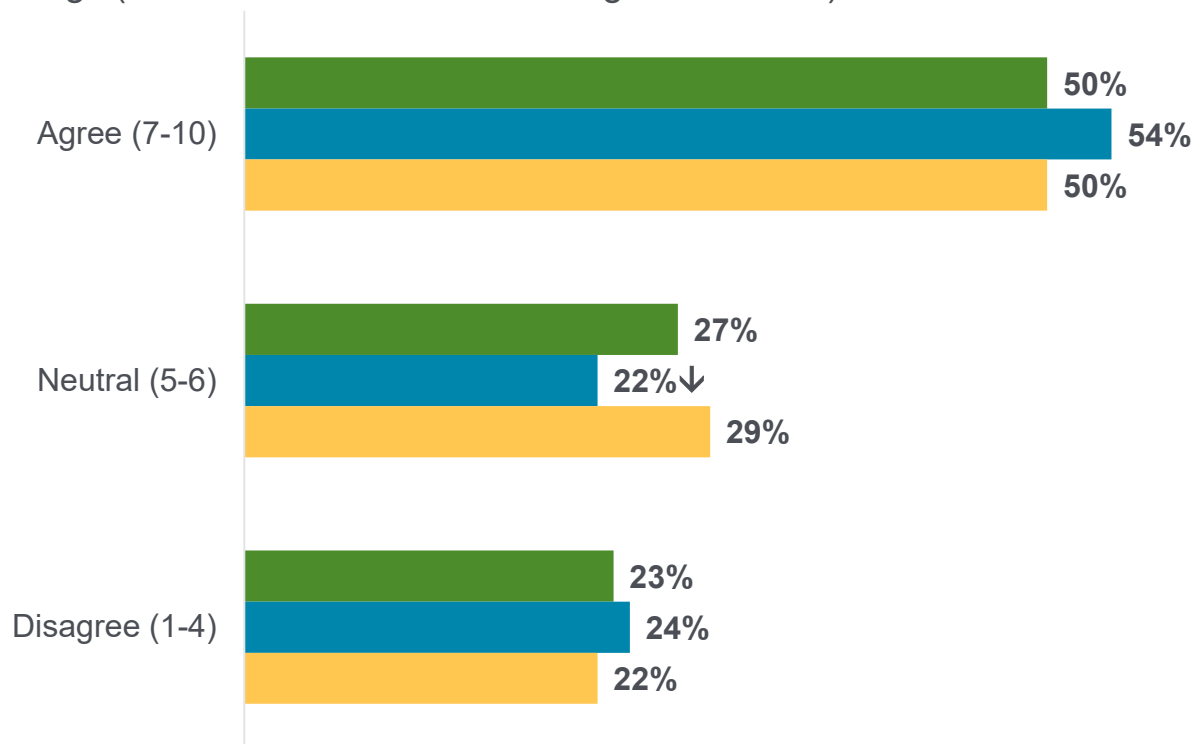
↑/↓ Statistically higher/lower than comparable subgroup

Safe for all residents and visitors

One-half (50%) of Calgarians agree that the city of Calgary is safe for all residents and visitors, regardless of things like ethnicity, race, religion, income, or sexual identity. This view is shared by similar proportions of Calgarians from households with annual incomes under \$60,000 (54%) and those from households with annual incomes of \$60,000 or more (50%). Calgarians from households with annual incomes under \$60,000 are less apt to give neutral ratings (22% vs. 29% of those with higher incomes).

“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+



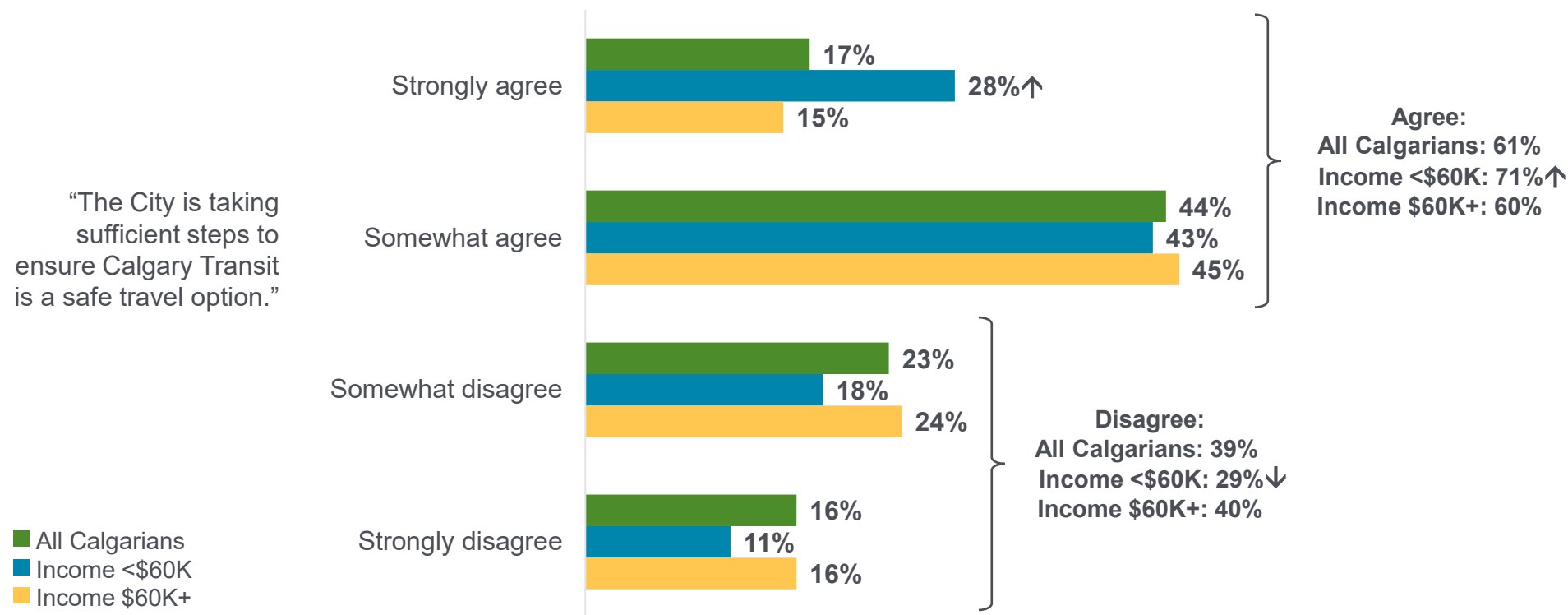
Q. I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where 1 is 'completely disagree' and 10 is 'completely agree'.

Base: Valid respondents (All Calgarians n=2,483, Income <\$60K n=487, Income \$60K+ n=1,753)

↑/↓ Statistically higher/lower than comparable subgroup

Ensuring Calgary Transit safety

A majority (61%) of Calgarians think that The City is taking sufficient steps to ensure Calgary Transit is a safe travel option. A higher proportion of Calgarians from households with annual incomes under \$60,000 (71%) agree compared to Calgarians from households with annual incomes of \$60,000 or more (60%), including a higher proportion who 'strongly' agree (28% vs. 15%).



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.

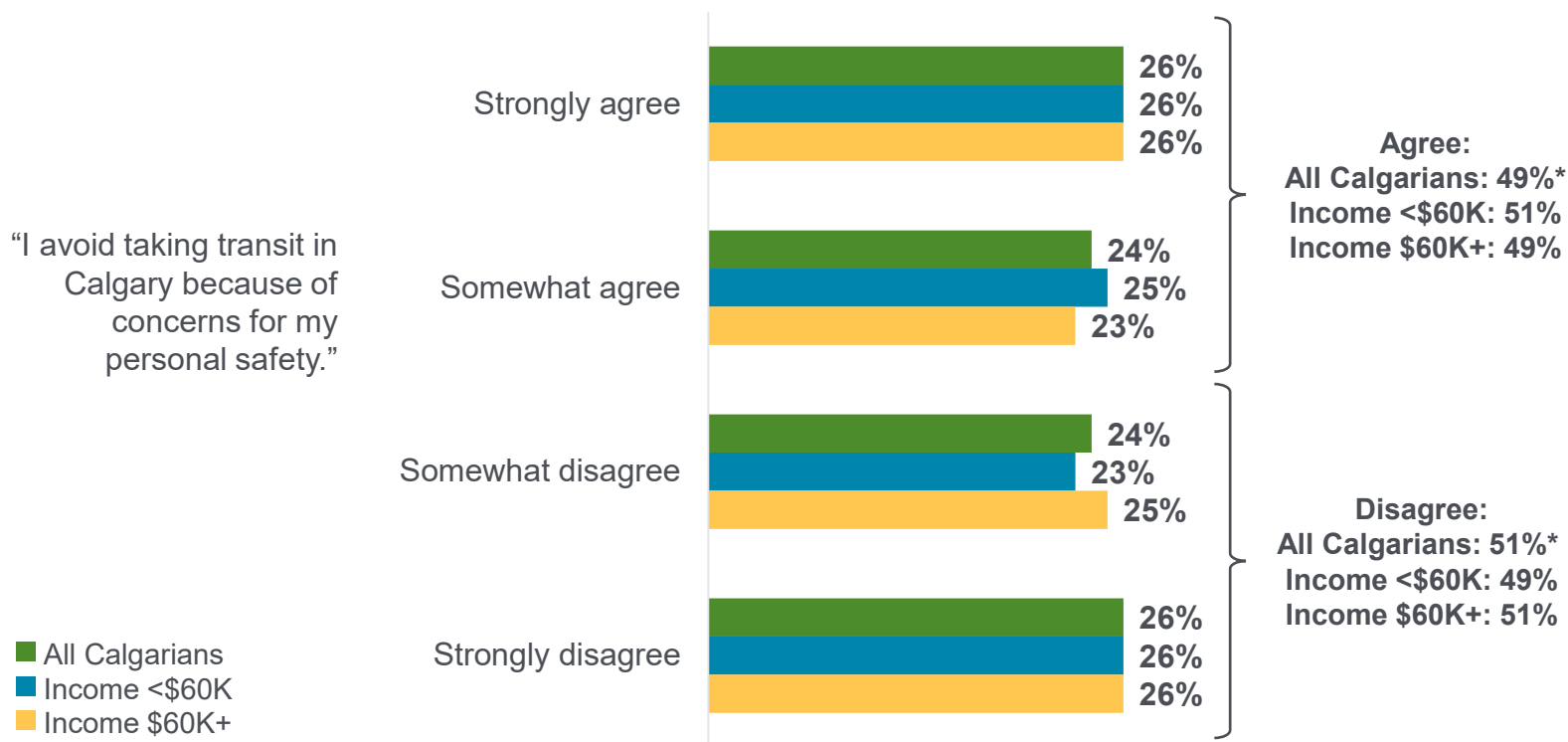
Base: Valid respondents (All Calgarians n=1,211, Income <\$60K n=252, Income \$60K+ n=849)

Question asked of split sample

↑/↓ Statistically higher/lower than comparable subgroup

Avoiding transit due to safety concerns

A sizeable minority (49%) of Calgarians agree that they avoid taking transit in Calgary because of concerns for their own personal safety. This avoidance of transit due to safety concerns is consistent across income groups, with 51% of those from households with annual incomes under \$60,000 and 49% of those from households with annual incomes of \$60,000 or more avoiding transit.



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=1,200, Income <\$60K n=247, Income \$60K+ n=846)

Question asked of split sample

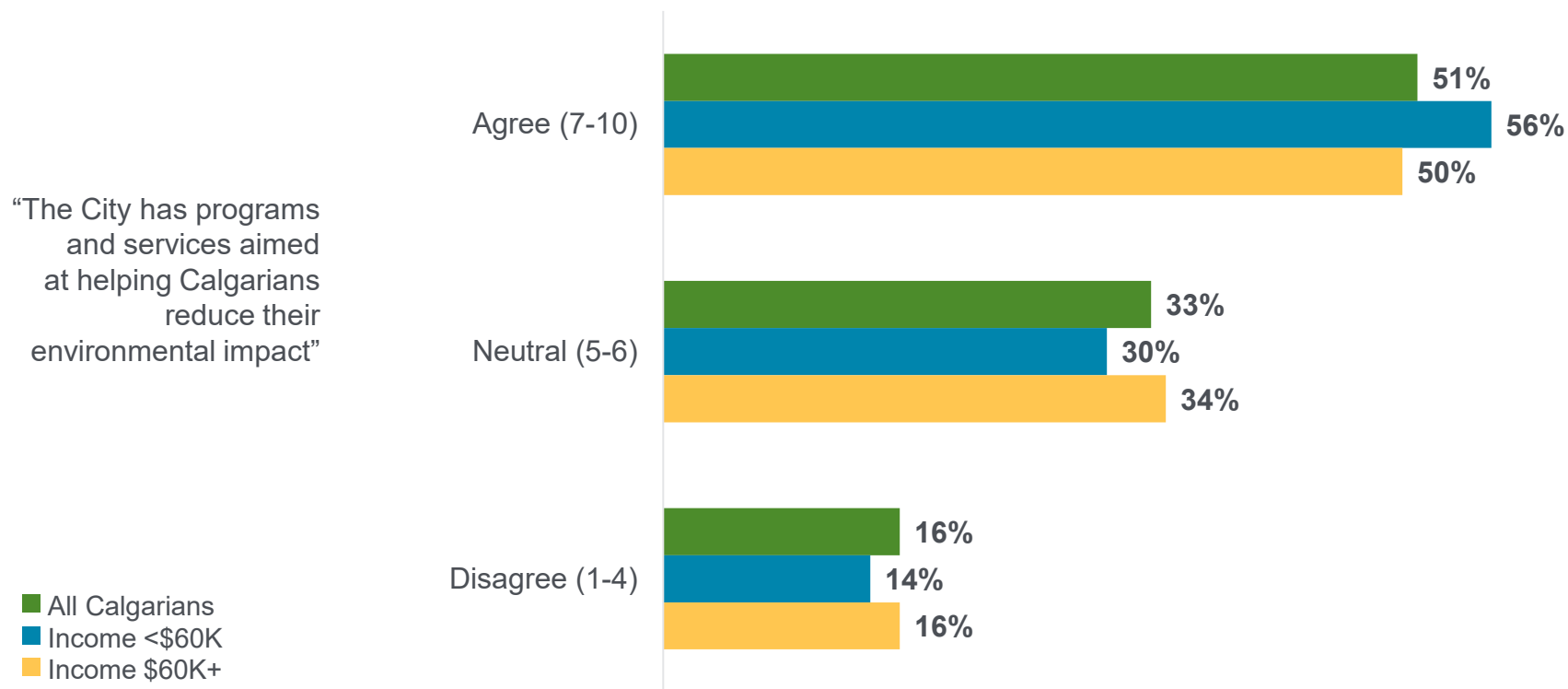
*Rounding



The environment

City programs to reduce environmental impact

One-half (51%) of Calgarians agree that The City offers programs and services that are aimed at helping Calgarians reduce their environmental impact. Recognition of these environmental initiatives is consistent across income groups, with 56% of those from households with annual incomes under \$60,000 and 50% of those from households with annual incomes of \$60,000 or more acknowledging them.



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'.

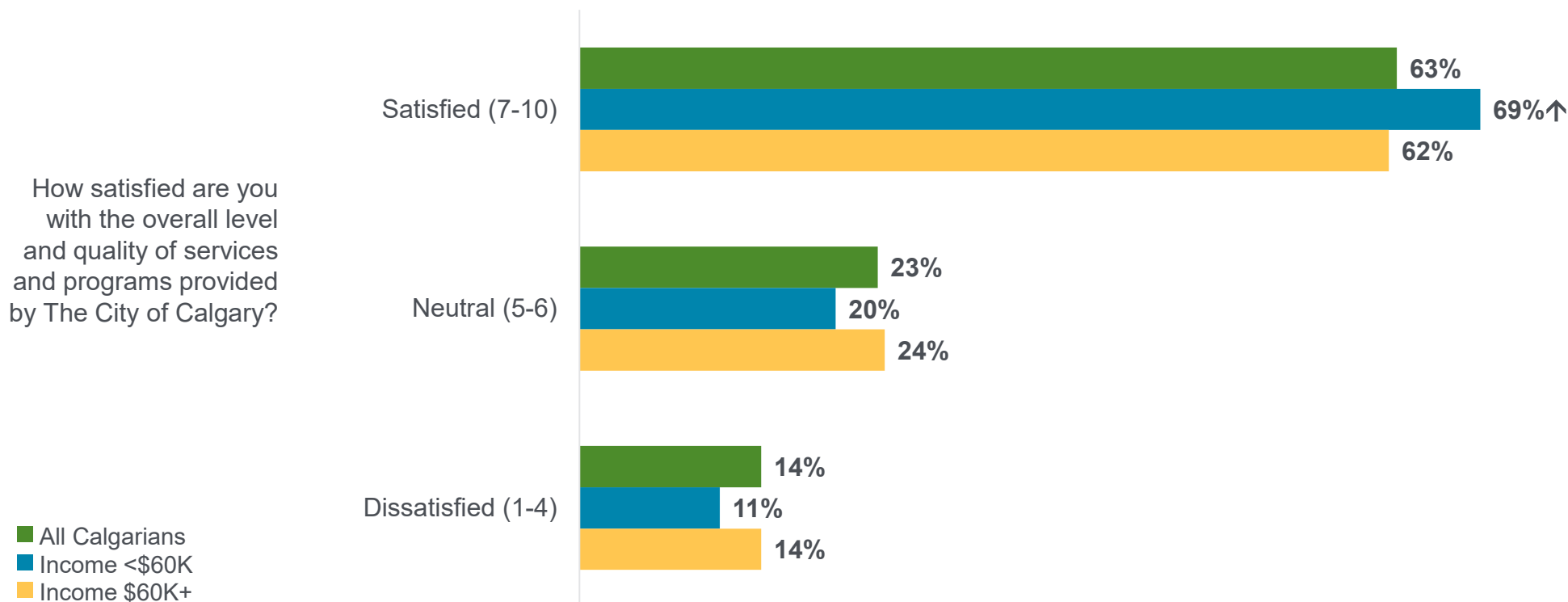
Base: Valid respondents (All Calgarians n=2,435, Income <\$60K n=478, Income \$60K+ n=1,721)



City services and programs

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

A majority (63%) of Calgarians are satisfied with the overall level and quality of services and programs provided by The City of Calgary. Satisfaction is more widespread among Calgarians from households with annual incomes under \$60,000 (69%) compared to those from households with annual incomes of \$60,000 or more (62%).



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=2,493, Income <\$60K n=484, Income \$60K+ n=1,764)

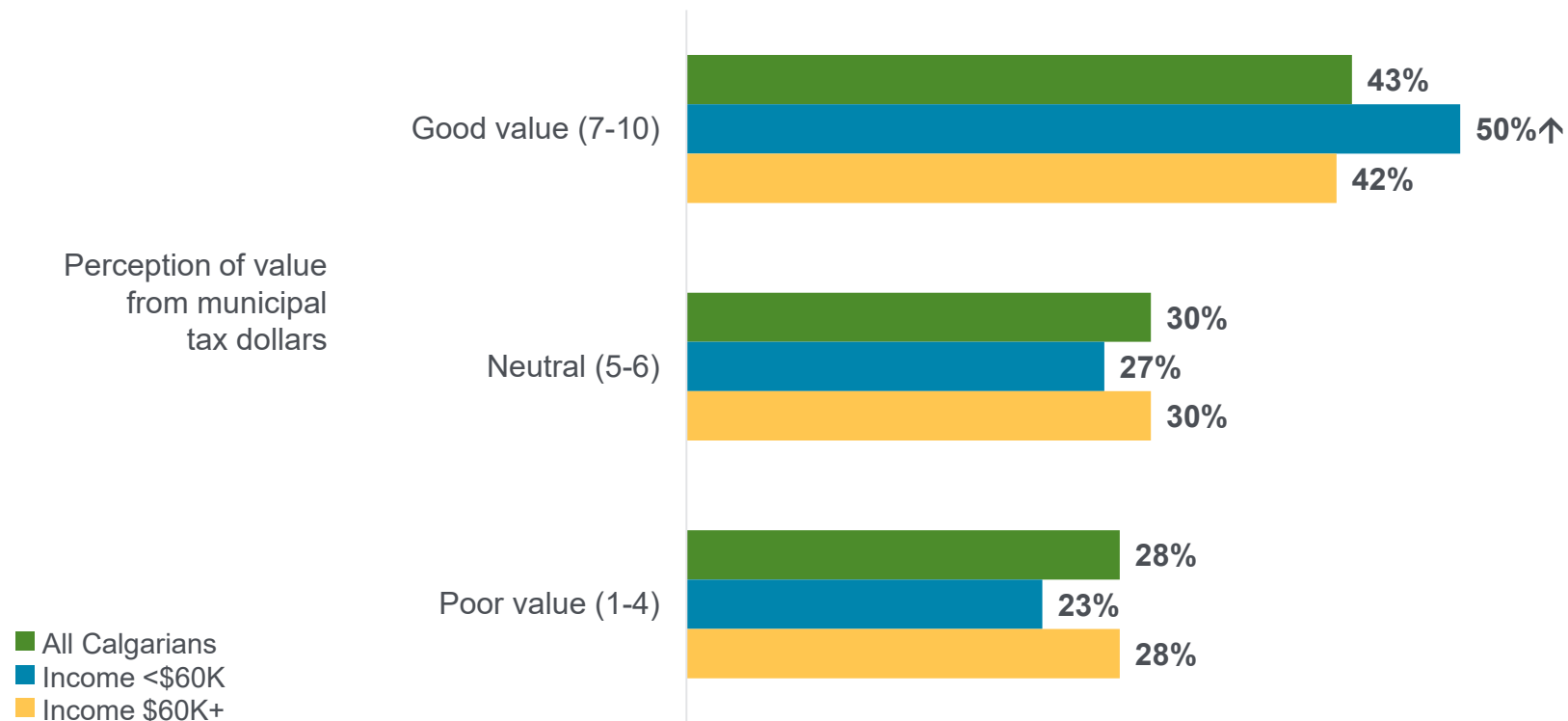
↑/↓ Statistically higher/lower than comparable subgroup



Taxation

Perceived value of property taxes

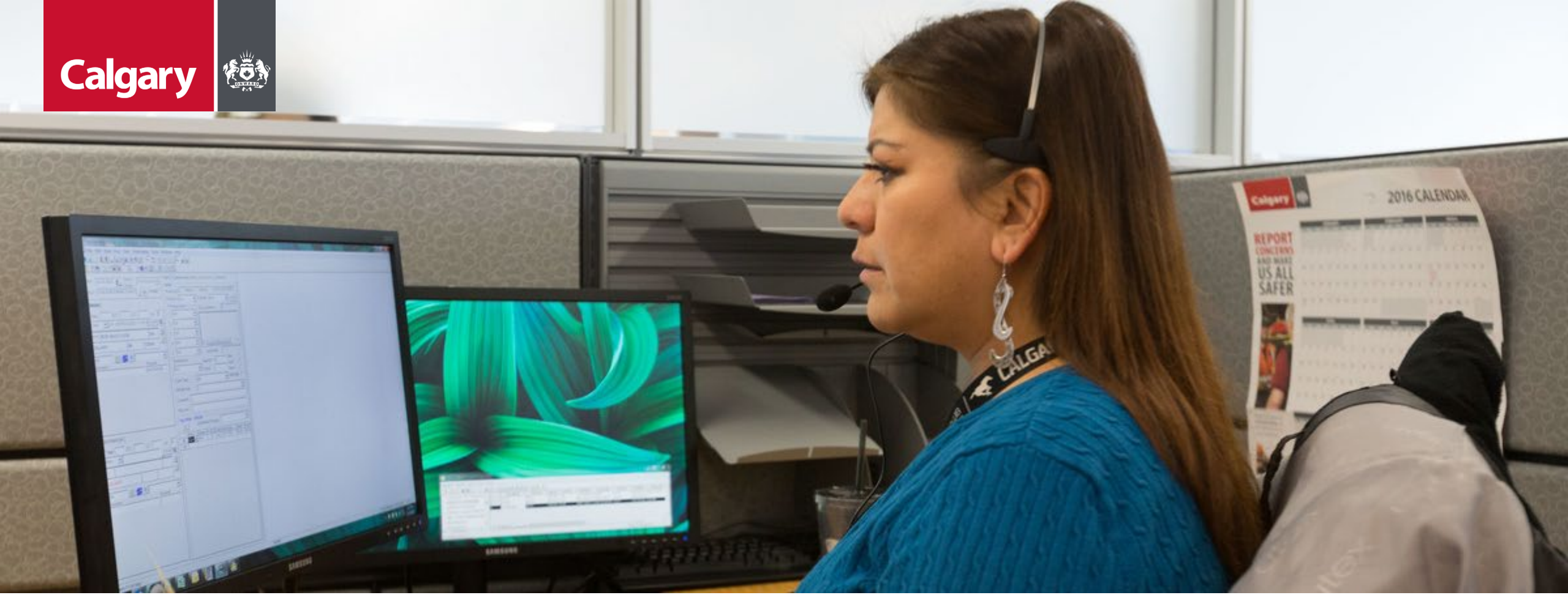
More than two-fifths (43%) of Calgarians feel that they receive good value from their municipal tax dollars. Calgarians from households with annual incomes under \$60,000 are more inclined to perceive good value from their taxes (50%) compared to those from households with annual incomes of \$60,000 or more (42%).



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=2,461, Income <\$60K n=476, Income \$60K+ n=1,741)

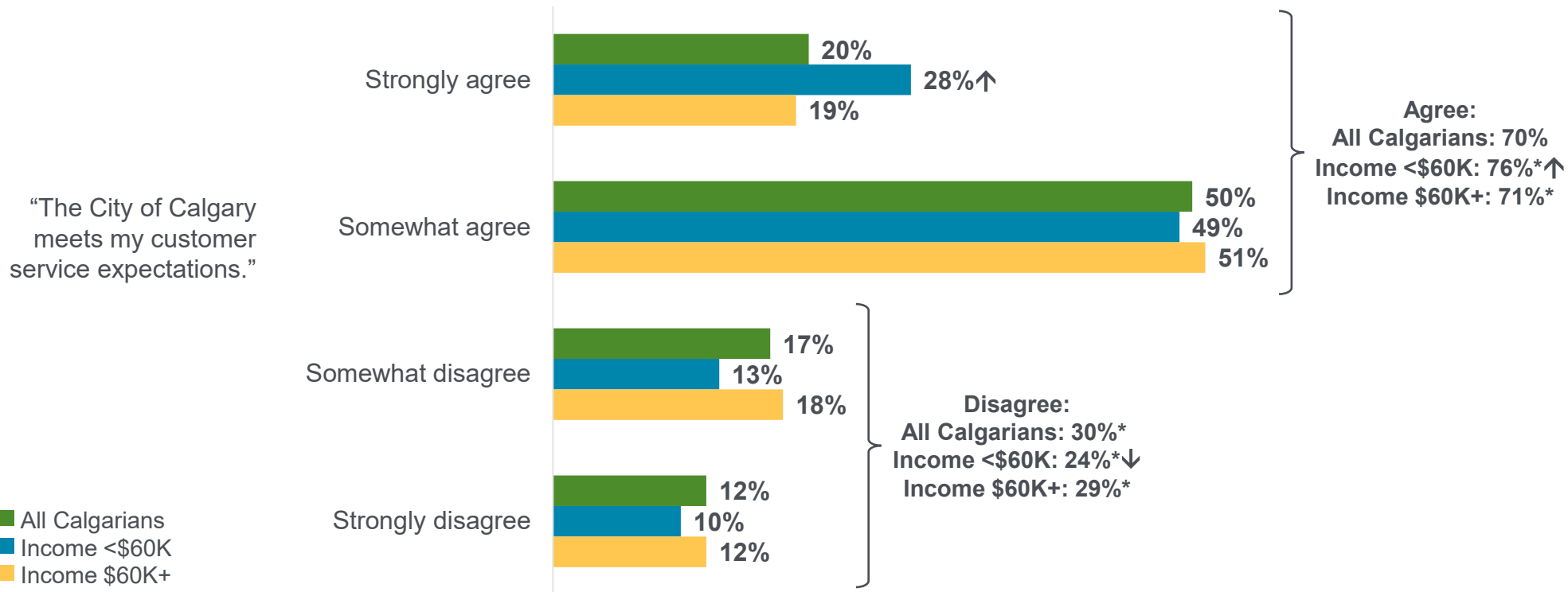
↑/↓ Statistically higher/lower than comparable subgroup



Customer service

The City meets customer service expectations

Seven-in-ten (70%) Calgarians believe that The City of Calgary meets their customer service expectations. A statistically higher proportion of Calgarians from households with annual incomes under \$60,000 agree that their expectations are being met (76%) compared to those from households with annual incomes of \$60,000 or more (71%). This difference is particularly evident in 'strongly' agree ratings (28% vs. 19%).



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 [to what extent] if you agree or disagree with each of the following statements.
Base: Valid respondents (All Calgarians n=2,460, Income <\$60K n=478, Income \$60K+ n=1,747)

*Rounding

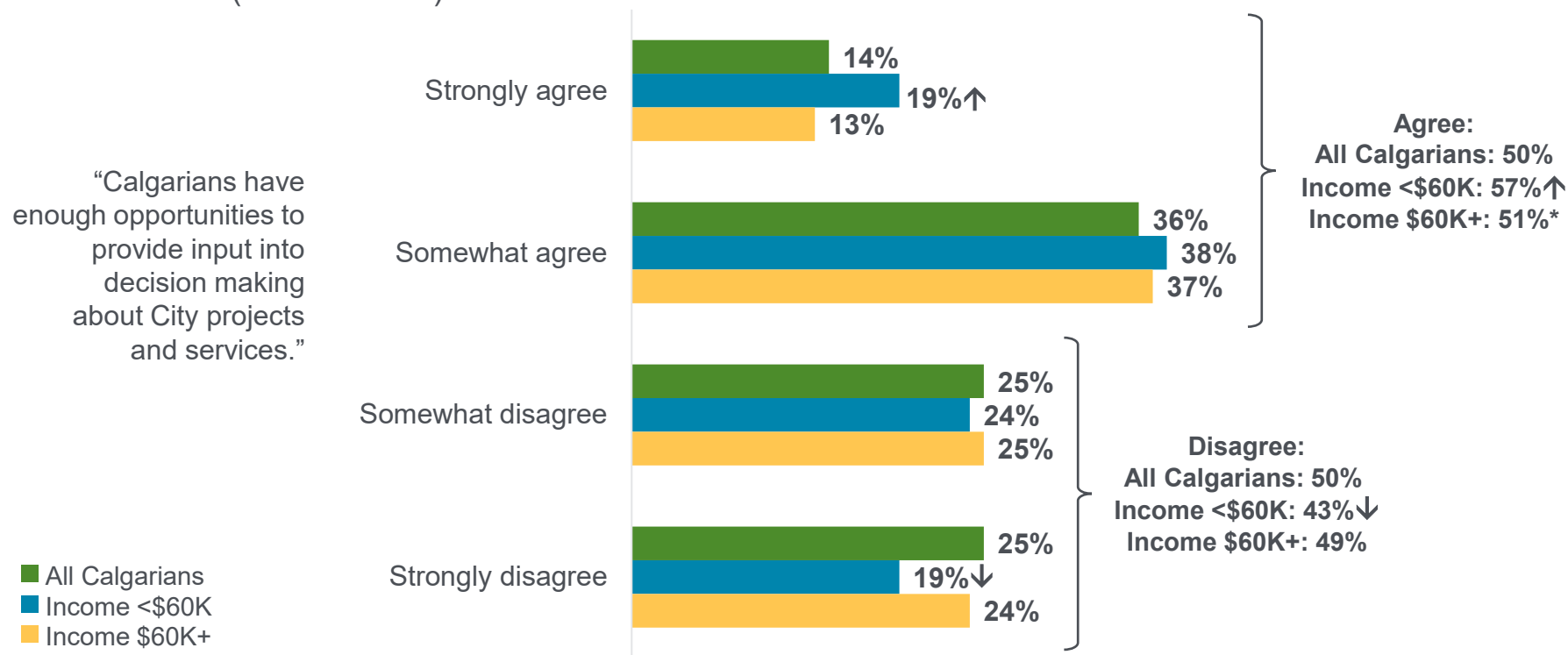
↑/↓ Statistically higher/lower than comparable subgroup



Input from Calgarians

Calgarians have enough opportunities to provide input

One-half (50%) of Calgarians agree that Calgarians have enough opportunities to provide input into decision making about City projects and services. Agreement is more common among Calgarians from households with annual incomes under \$60,000 (57%) than those from households with annual incomes of \$60,000 or more (51%). A higher proportion of those from lower-income households 'strongly' agree with this statement (19% vs. 13%).



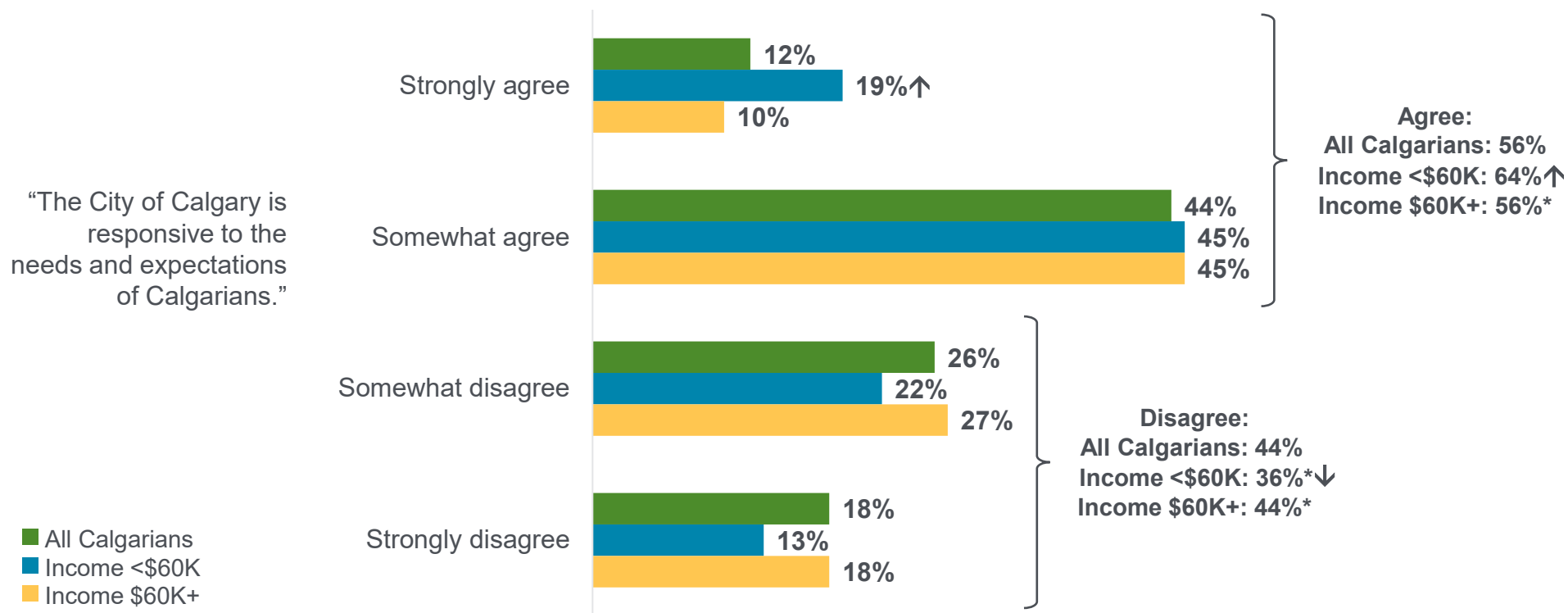
Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard. Please tell me [to what extent] if you agree or disagree with each of the following statements.
Base: Valid respondents (All Calgarians n=2,469, Income <\$60K n=474, Income \$60K+ n=1,754)

*Rounding

↑/↓ Statistically higher/lower than comparable subgroup

Responsive to Calgarians

More than one-half (56%) of Calgarians agree that The City of Calgary is responsive to the needs and expectations of Calgarians. This sentiment is more prevalent among Calgarians from households with annual incomes under \$60,000 (64%) compared to those from households with annual incomes of \$60,000 or more (56%). The difference is particularly noticeable in 'strongly' agree ratings (19% vs. 10%).



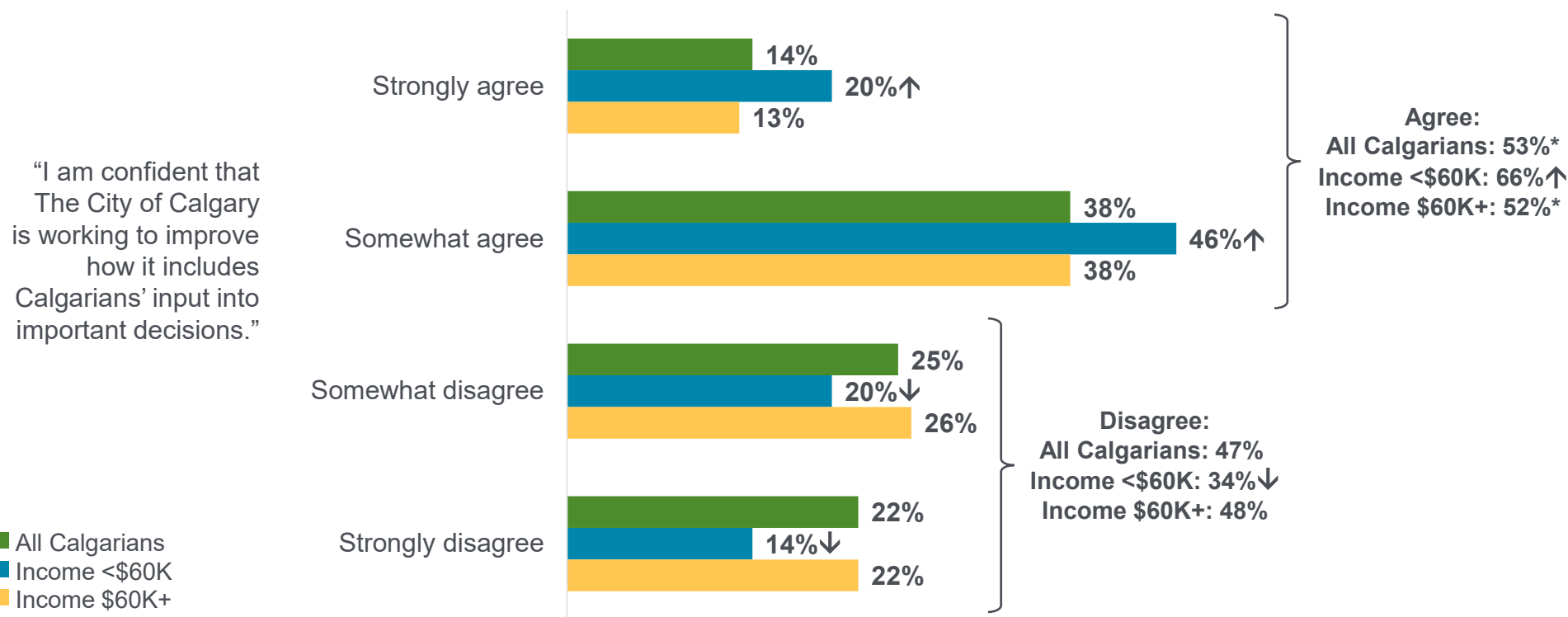
Q. Please tell me [to what extent] if you agree or disagree with each of the following statements.
 Base: Valid respondents (All Calgarians n=2,485, Income <\$60K n=483, Income \$60K+ n=1,761)

*Rounding

↑/↓ Statistically higher/lower than comparable subgroup

The City is working at including Calgarians' input

Around one-half (53%) of Calgarians are confident that The City of Calgary is working to improve how it includes Calgarians' input into important decisions. This confidence is higher among Calgarians from households with annual incomes under \$60,000 (66%) compared to Calgarians from households with annual incomes of \$60,000 or more (52%).



Q. Please tell me [to what extent] if you agree or disagree with each of the following statements.
 Base: Valid respondents (All Calgarians n=2,480, Income <\$60K n=482, Income \$60K+ n=1,756)

*Rounding

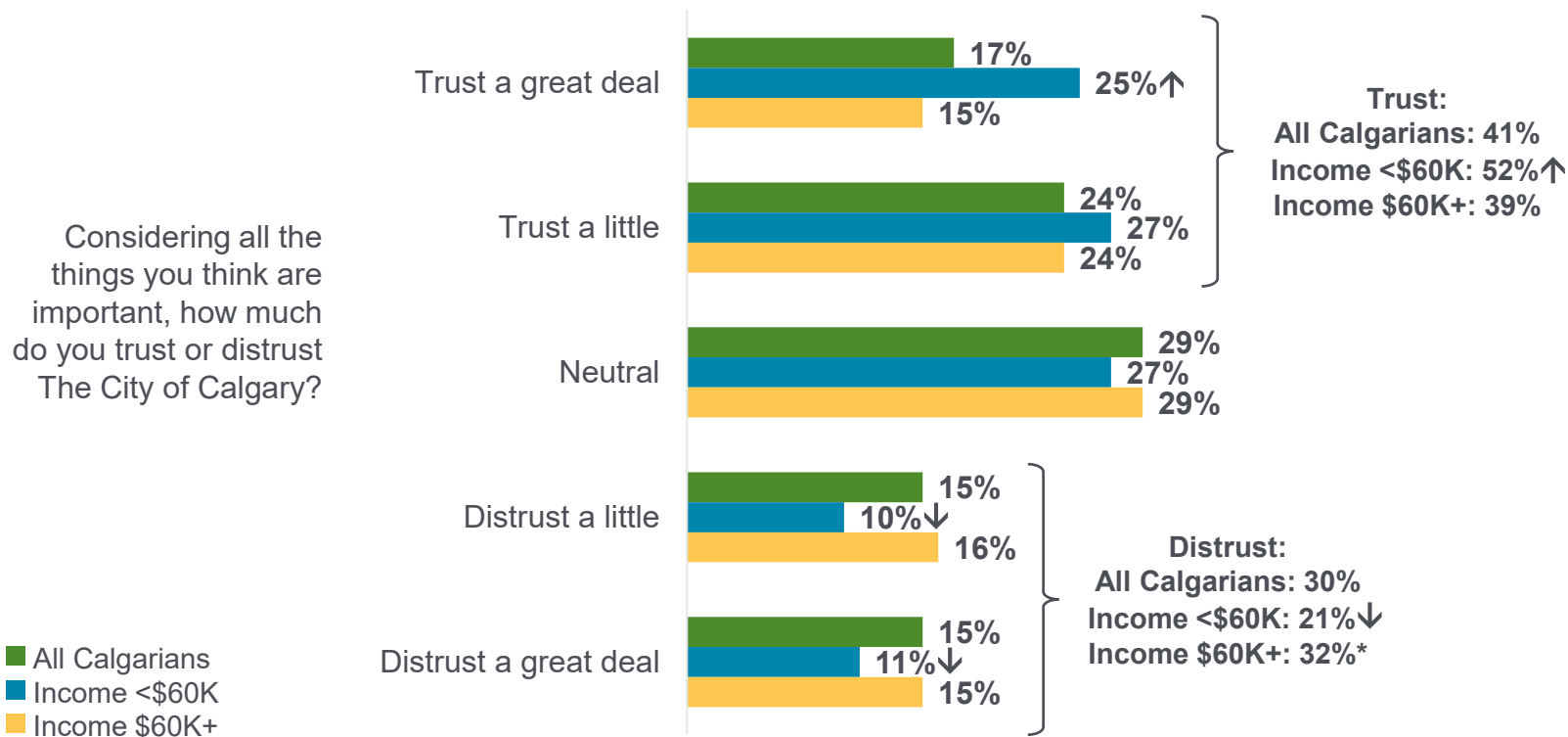
↑/↓ Statistically higher/lower than comparable subgroup



City reputation and performance

Trust in The City of Calgary

Two-fifths (41%) of Calgarians trust The City of Calgary. Trust in The City is higher among Calgarians from households with annual incomes under \$60,000 (52%) compared to those from households with annual incomes of \$60,000 or more (39%). This is largely driven by the difference in 'trust a great deal' ratings (25% vs. 15%).



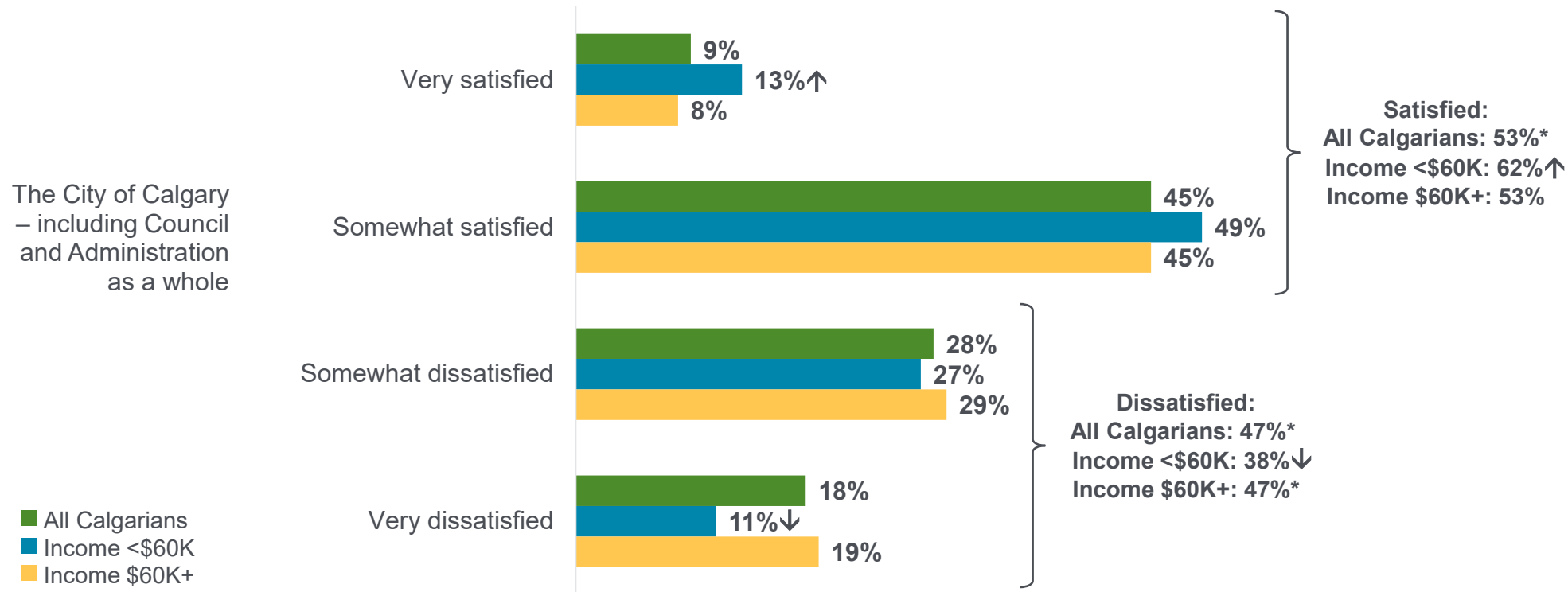
Q. Considering all the things you think are important, how much do you trust or distrust The City of Calgary?
 Base: Valid respondents (All Calgarians n=2,485, Income <\$60K n=483, Income \$60K+ n=1,761)

*Rounding

↑/↓ Statistically higher/lower than comparable subgroup

Satisfaction with The City as a whole

Around one-half (53%) of Calgarians are satisfied with the way The City of Calgary, including Council and Administration as a whole is running the city. Satisfaction is higher among Calgarians from households with annual incomes under \$60,000 (62%) compared to those from households with annual incomes of \$60,000 or more (53%), including a higher proportion who are 'very' satisfied (13% vs. 8%).



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?

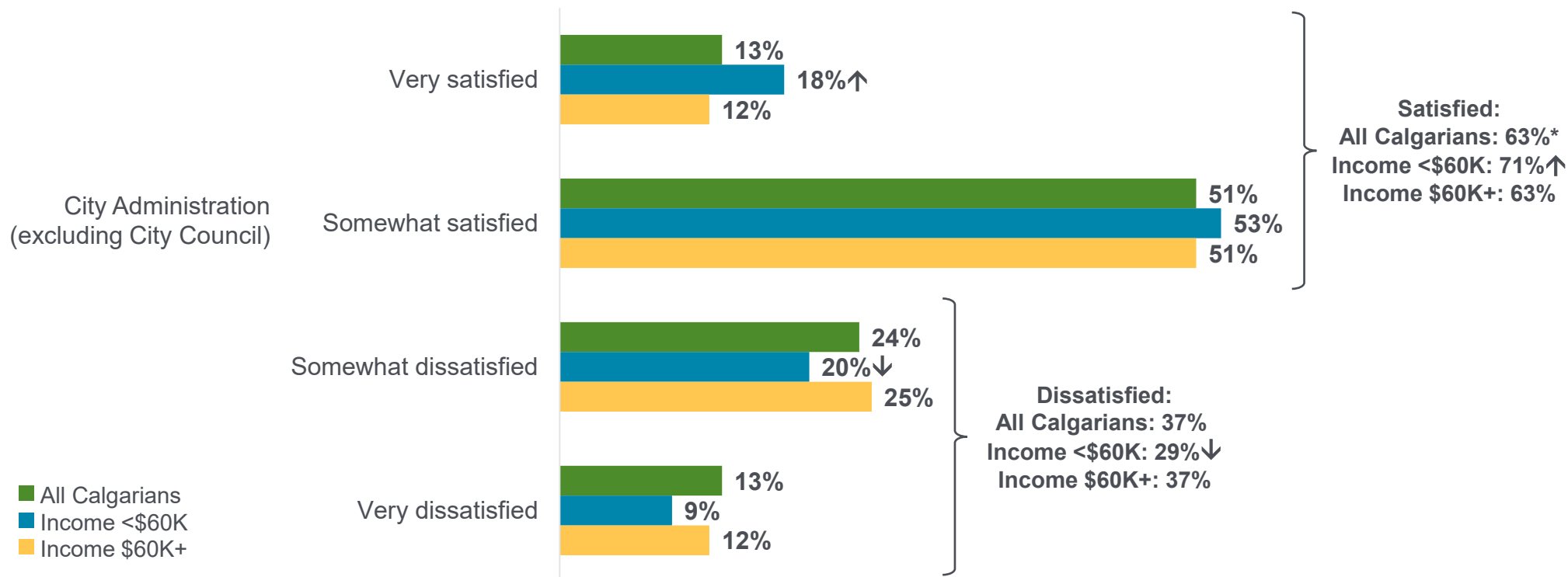
Base: Valid respondents (All Calgarians n=2,490, Income <\$60K n=484, Income \$60K+ n=1,762)

*Rounding

↑/↓ Statistically higher/lower than comparable subgroup

Satisfaction with City Administration

A majority (63%) of Calgarians are satisfied with the way City Administration, excluding City Council is running the city. Satisfaction with City Administration is more widespread among Calgarians from households with annual incomes under \$60K (71% vs. 63% among households with annual incomes of \$60K+), including more who are 'very' satisfied (18% vs. 12%). In turn, a lower proportion of Calgarians from households with annual incomes <\$60K are dissatisfied (29% vs. 37% \$60K+), driven by statistically fewer who are 'somewhat' dissatisfied (20% vs. 25%).



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?

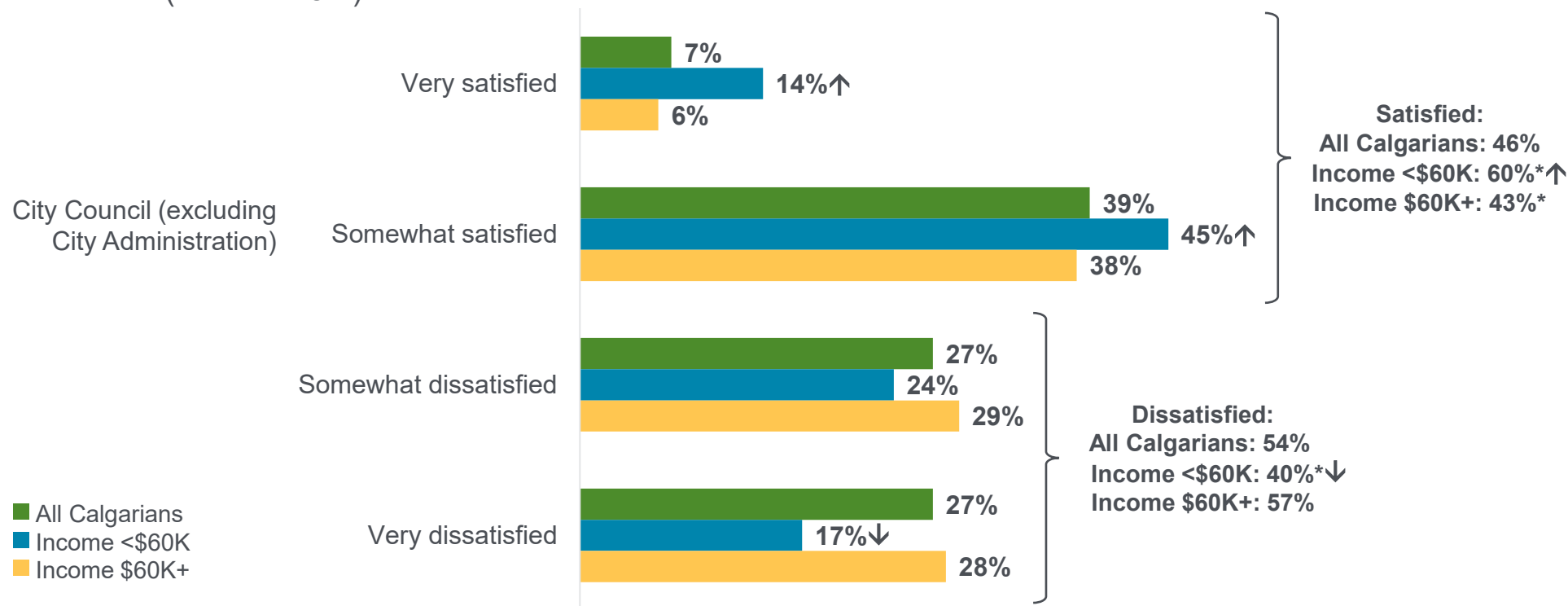
Base: Valid respondents (All Calgarians n=2,473, Income <\$60K n=481, Income \$60K+ n=1,754)

*Rounding

↑/↓ Statistically higher/lower than comparable subgroup

Satisfaction with City Council

Around one-half (46%) of Calgarians are satisfied with the way City Council, excluding City Administration is running the city. Satisfaction with City Council is more prevalent among Calgarians from households with annual incomes under \$60K (60%) compared to those from households with annual incomes of \$60K+ (43%). This difference is reflected in both 'very' satisfied (14% vs. 6%) and 'somewhat' satisfied (45% vs. 36%) ratings. However, a lower proportion are dissatisfied with City Council (40% <\$60K vs. 57% \$60K+), including statistically fewer who are 'very' dissatisfied (17% vs. 28%).



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=2,476, Income <\$60K n=479, Income \$60K+ n=1,755)

*Rounding

↑/↓ Statistically higher/lower than comparable subgroup

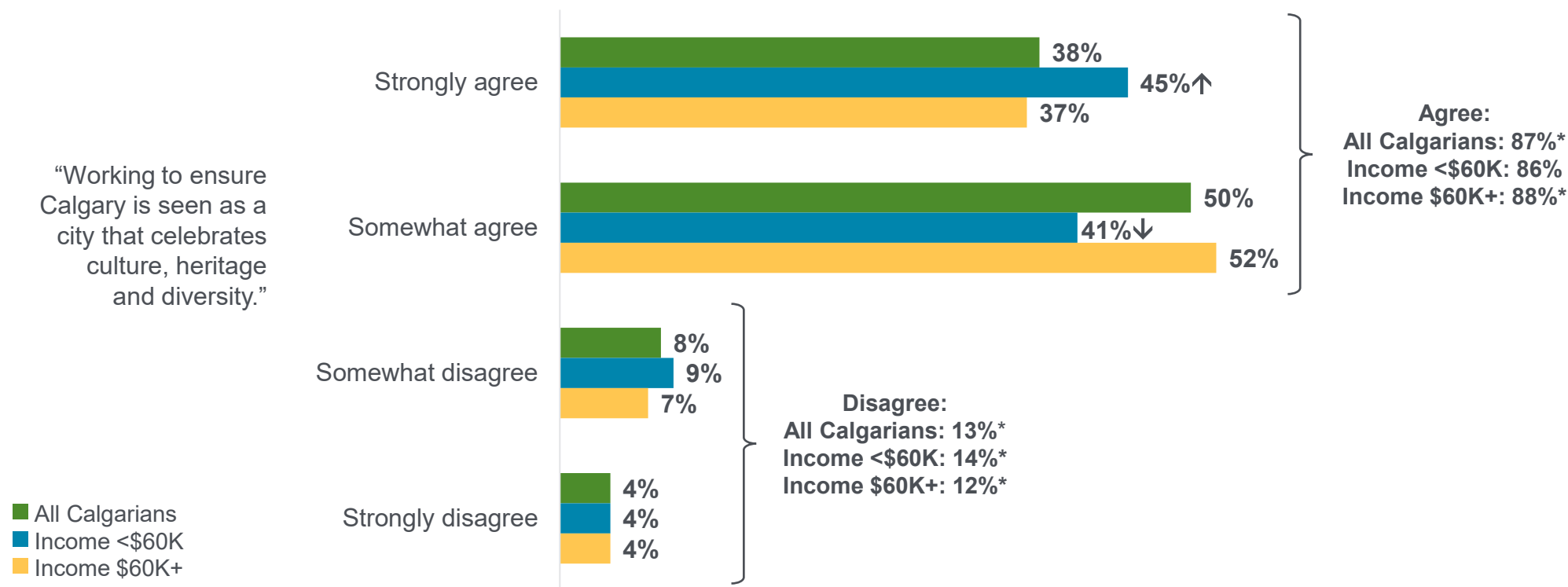


Council focus areas



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

A large majority (87%) of Calgarians think that The City is doing a good job working to ensure Calgary is seen as a city that celebrates culture, heritage, and diversity. While overall agreement is similar between income groups (86% and 88%), the intensity of agreement differs. A higher proportion of Calgarians from households with annual incomes <\$60K 'strongly' agree (45%) compared to those from households with annual incomes \$60K+ (37%) and statistically fewer 'somewhat' agree (41% vs. 52%).



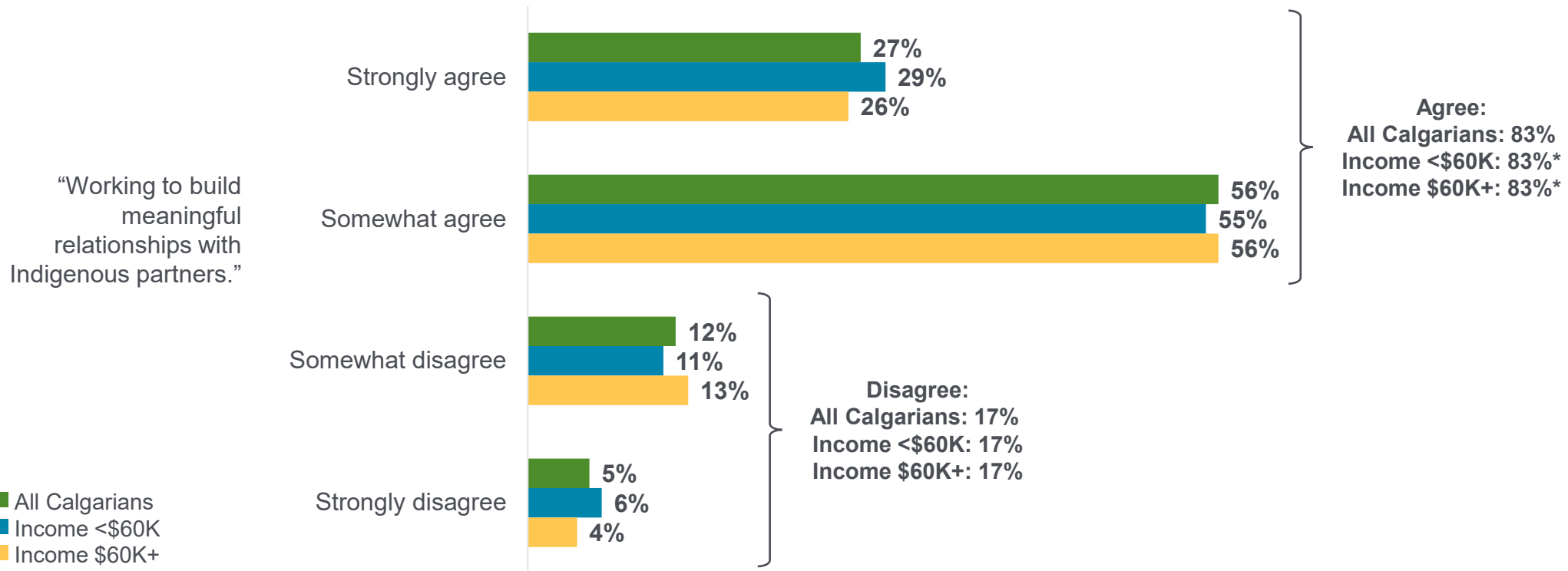
Q. Please tell me [to what extent] you agree or disagree that The City of Calgary is doing a good job at each of the following.
Base: Valid respondents (All Calgarians n=2,475, Income <\$60K n=484, Income \$60K+ n=1,754)

*Rounding

↑/↓ Statistically higher/lower than comparable subgroup

Working to build relationships with Indigenous partners

More than four-fifths (83%) of Calgarians think The City is doing a good job at working to build meaningful relationships with Indigenous partners. Agreement that The City is fostering these relationships is identical between Calgarians from households with annual incomes under \$60,000 and Calgarians from households with annual incomes of \$60,000 or more (83% for both groups).

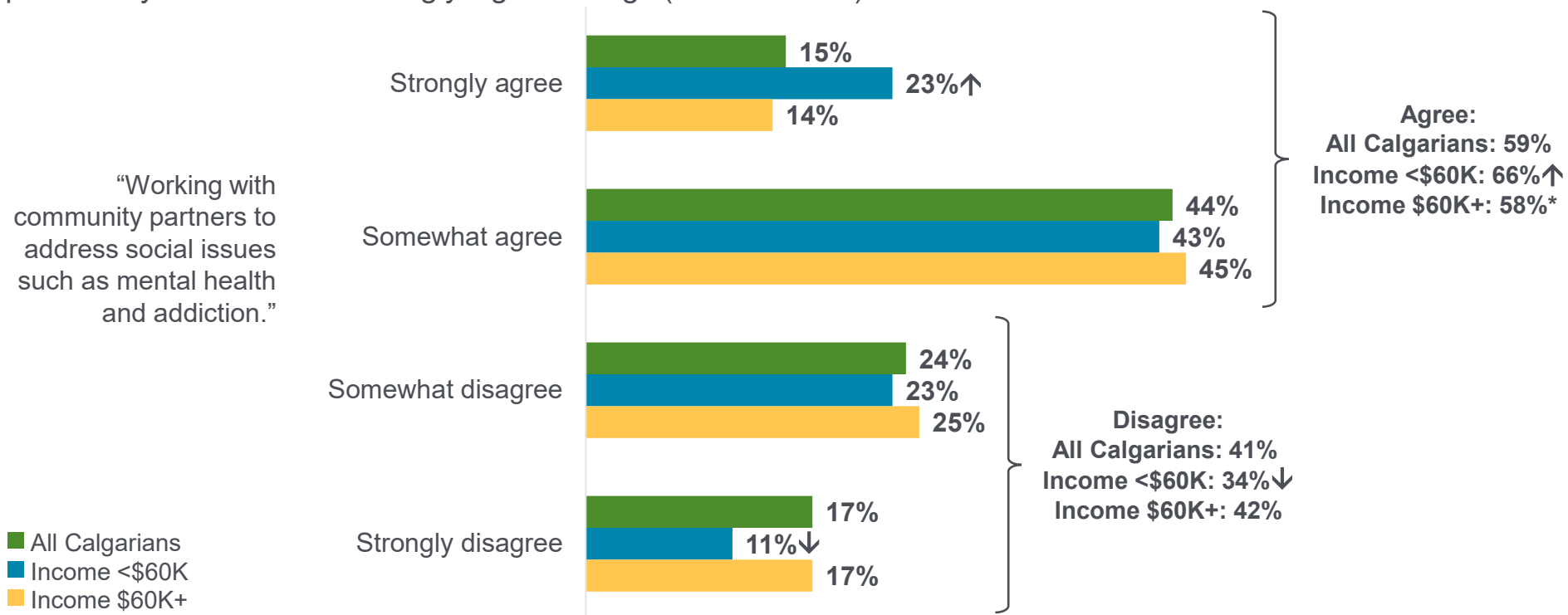


Q. Please tell me [to what extent] you agree or disagree that The City of Calgary is doing a good job at each of the following.
Base: Valid respondents (All Calgarians n=2,368, Income <\$60K n=466, Income \$60K+ n=1,685)

*Rounding

Working with community partners to address social issues

Three-fifths (59%) of Calgarians feel that The City is doing a good job working with community partners to address social issues such as mental health and addiction. This positive assessment of The City's collaboration with community partners is more prevalent among Calgarians from households with annual incomes under \$60K (66%) compared to those from households with annual incomes of \$60K+ (58%). The difference is particularly noticeable in 'strongly' agree ratings (23% vs. 14%).



Q. Please tell me [to what extent] 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=2,417, Income <\$60K n=474, Income \$60K+ n=1,720)

*Rounding

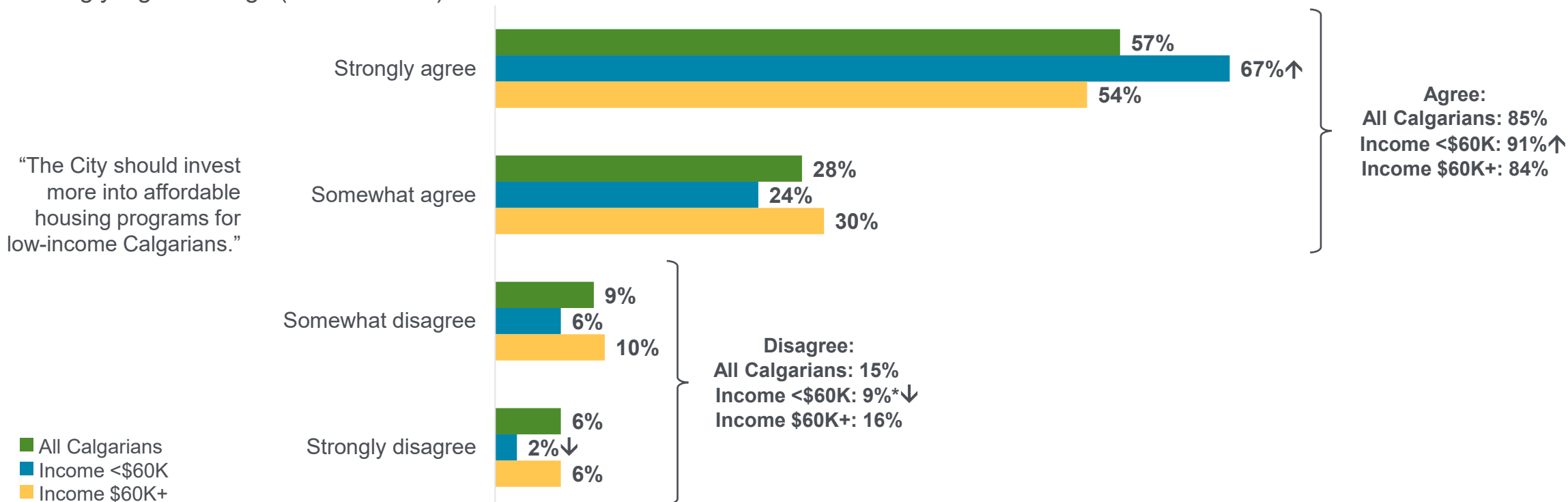
↑/↓ Statistically higher/lower than comparable subgroup



Housing

Affordable housing

More than four-fifths (85%) of Calgarians agree that The City should invest more into affordable housing programs for low-income Calgarians. Support for increased investment in affordable housing is more widespread among Calgarians from households with annual incomes under \$60,000 (91%) compared to those from households with annual incomes of \$60,000 or more (84%). This difference is particularly noticeable in 'strongly' agree ratings (67% vs. 54%).



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=1,228, Income <\$60K n=254, Income \$60K+ n=864)

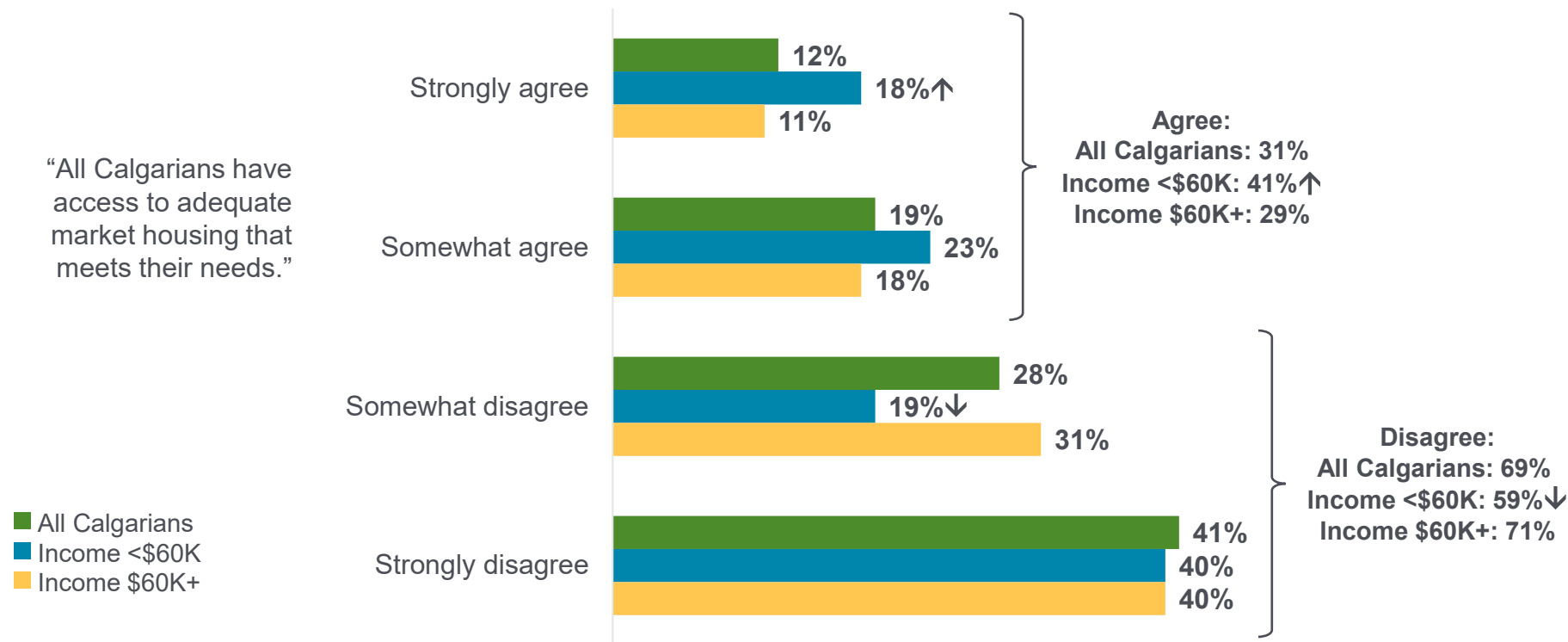
Question asked of split sample

*Rounding

↑/↓ Statistically higher/lower than comparable subgroup

Access to adequate market housing

Three-in-ten (31%) Calgarians believe that all Calgarians have access to adequate housing that meets their needs. This view is more common among Calgarians from households with annual incomes under \$60,000 (41%) than those from households with annual incomes of \$60,000 or more (29%). The difference is led by higher 'strongly' agree (18% vs. 11%). In turn, a lower proportion of Calgarians from households with annual incomes under \$60K disagree (59% vs. 71% of Calgarians from households with annual incomes of \$60K+), particularly fewer who 'somewhat' disagree (19% vs. 31%).



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=1,228, Income <\$60K n=254, Income \$60K+ n=864)

Question asked of split sample

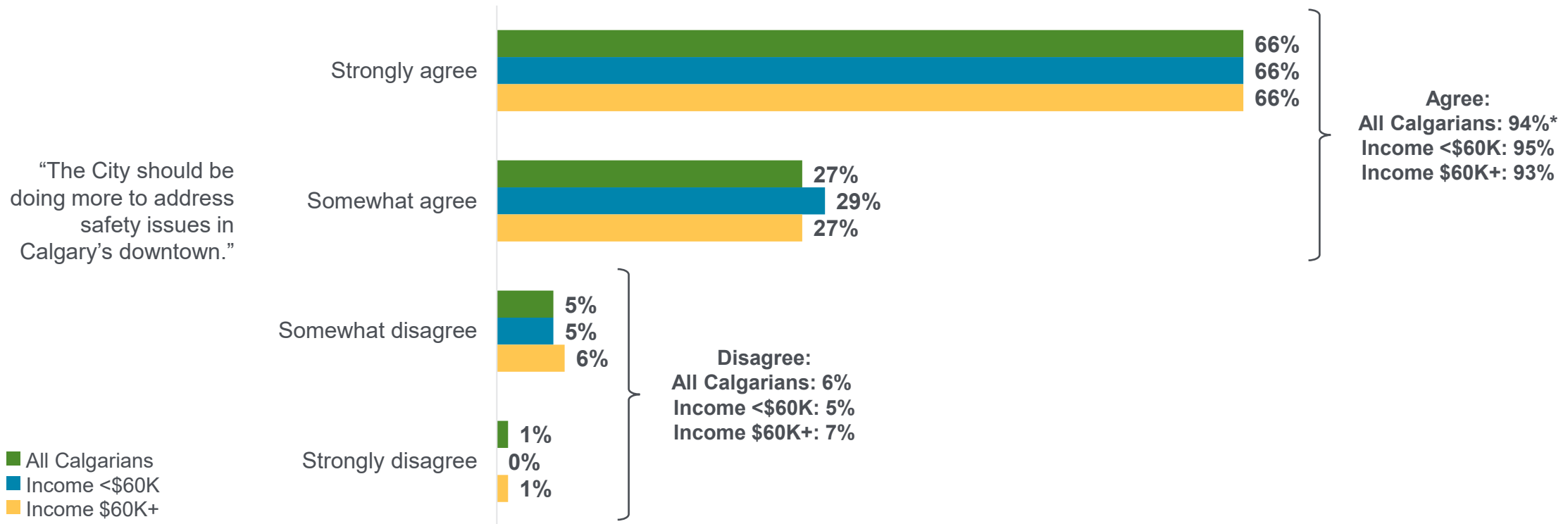
↑/↓ Statistically higher/lower than comparable subgroup



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. The call for increased action on downtown safety issues is consistent across income groups, with 95% of Calgarians from households with annual incomes under \$60,000 and 93% from households with annual incomes of \$60,000 or more agreeing more should be done.



Q. The next 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.

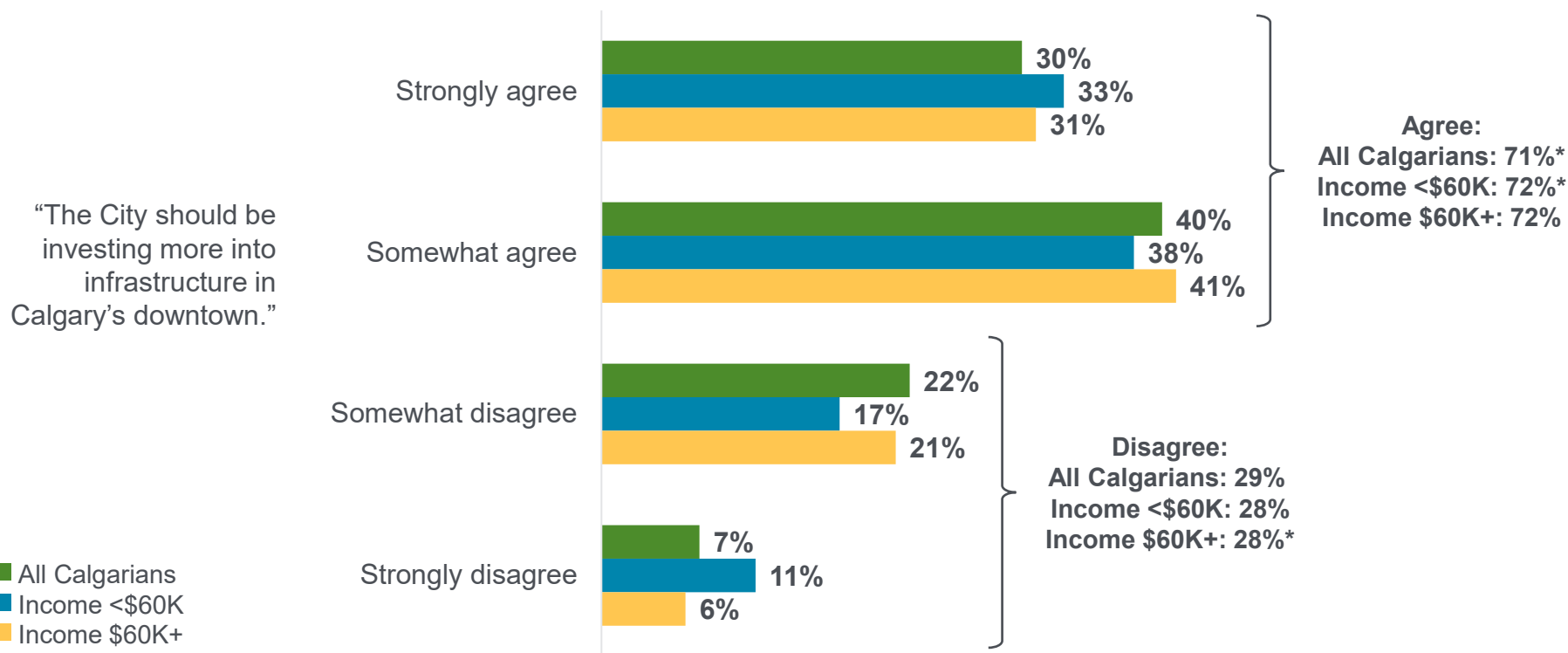
Base: Valid respondents (All Calgarians n=1,243, Income <\$60K n=228, Income \$60K+ n=888)

Question asked of split sample

*Rounding

Investing in downtown infrastructure

Seven-in-ten (71%) Calgarians agree that The City should be investing more into infrastructure in Calgary's downtown. Support for increased investment in downtown infrastructure is identical among Calgarians from households with annual incomes under \$60,000 and those from households with annual incomes of \$60,000 or more (72% for both subgroups).



Q. The next 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=1,238, Income <\$60K n=228, Income \$60K+ n=881)

Question asked of split sample

*Rounding



Respondent profile

Respondent profile (1 of 4)

Gender			
	All Calgarians	Income <\$60K	Income \$60K+
Woman (accept female)	50%	58%	47%
Man (accept male)	49%	40%	53%
Non-binary person	<1%	1%	<1%
Prefer to self-describe	<1%	1%	0%
Refused/prefer not to say	<1%	0%	<1%

Age			
	All Calgarians	Income <\$60K	Income \$60K+
18 to 24	9%	9%	9%
25 to 34	21%	26%	21%
35 to 44	17%	14%	19%
45 to 54	19%	12%	22%
55 to 64	13%	10%	13%
65 or older	21%	30%	17%
MEAN	47.6	49.0	46.5

Income			
	All Calgarians	Income <\$60K	Income \$60K+
Less than \$60,000	21%	100%	0%
\$60,000 to <\$120,000	35%	0%	44%
\$120,000 to <\$200,000	25%	0%	32%
\$200,000 and over	19%	0%	24%

Education			
	All Calgarians	Income <\$60K	Income \$60K+
Less than high school	2%	4%	1%
High school or equivalent	16%	25%	13%
Apprenticeship or trades diploma/ certificate	7%	6%	7%
College or non-university diploma/ certificate	20%	25%	19%
University degree/ diploma/certificate	56%	40%	61%

Base: Valid respondents (bases vary)

Respondent profile (2 of 4)

Employment status[^]

	All Calgarians	Income <\$60K	Income \$60K+
Full time employed or self employed	55%	25%	65%
Part time employed or self-employed	12%	17%	12%
Retired	21%	31%	16%
Looking after home /family	2%	2%	2%
Unable to work due to sickness or disability	3%	7%	1%
Unemployed	5%	10%	3%
Unpaid/voluntary work	2%	2%	1%
Student	5%	9%	4%
Other	1%	2%	<1%

Disability in household[^]

	All Calgarians	Income <\$60K	Income \$60K+
Yes – myself	12%	22%	9%
Yes – someone in my household	11%	11%	11%
No	79%	70%	82%

Business owner/operator

	All Calgarians	Income <\$60K	Income \$60K+
Own and operate a business	18%	8%	20%
Own a business	3%	4%	2%
Operate a business	3%	2%	3%
No	76%	86%	75%

Household size

	All Calgarians	Income <\$60K	Income \$60K+
1	16%	34%	11%
2	33%	24%	35%
3	18%	17%	18%
4	21%	13%	23%
5 or more	13%	11%	14%
MEAN	2.9	2.6	3.0

Children + seniors in household

	All Calgarians	Income <\$60K	Income \$60K+
Yes – children	32%	22%	36%
Yes – seniors	32%	40%	27%

Base: Valid respondents (bases vary)

[^]Multiple responses allowed



Respondent profile (3 of 4)

Quadrant			
	All Calgarians	Income <\$60K	Income \$60K+
Southwest	30%	28%	30%
Southeast	22%	21%	23%
Northwest	28%	20%	29%
Northeast	20%	31%	18%

Own or rent			
	All Calgarians	Income <\$60K	Income \$60K+
Own	72%	45%	78%
Rent	25%	53%	19%
Other	2%	2%	3%

Responsible for property taxes or rent			
	All Calgarians	Income <\$60K	Income \$60K+
Yes	87%	85%	88%
No	13%	15%	12%

Tenure in Calgary			
	All Calgarians	Income <\$60K	Income \$60K+
Less than 5 years	12%	25%	8%
5 to <10 years	5%	7%	5%
10 to <15 years	9%	6%	9%
15 to <20 years	11%	7%	12%
20 to <30 years	21%	15%	23%
30 to <40 years	15%	10%	17%
40 or more	28%	30%	25%
MEAN	27.8	25.4	27.6

2SLGBTQIA+			
	All Calgarians	Income <\$60K	Income \$60K+
Yes	7%	8%	7%
No	93%	92%	93%

Base: Valid respondents (bases vary)

Respondent profile (4 of 4)

Indigenous identity[^]

	All Calgarians	Income <\$60K	Income \$60K+
Yes – First Nations	1%	2%	1%
Yes – Metis	2%	1%	2%
Yes – Inuit	<1%	1%	0%
Yes – Prefer to self-describe	<1%	<1%	<1%
Other	<1%	0%	<1%
No	96%	95%	96%

Born in Canada

	All Calgarians	Income <\$60K	Income \$60K+
Yes	67%	53%	70%
No	33%	47%	30%

Date of arrival in Canada

	All Calgarians	Income <\$60K	Income \$60K+
Within the past 5 years	28%	52%	19%
More than 5 years ago	72%	48%	81%

Racialized

	All Calgarians	Income <\$60K	Income \$60K+
Yes	25%	28%	25%
No	74%	71%	74%
Prefer to self-describe	1%	1%	1%

Ethnicity[^]

	All Calgarians	Income <\$60K	Income \$60K+
Canadian/French Canadian	2%	1%	2%
American	4%	2%	5%
British	8%	6%	8%
Western European	6%	6%	6%
Southern/Eastern European	10%	8%	11%
South Asian	18%	20%	17%
East or Southeast Asian	21%	20%	21%
West Asian or Middle Eastern	5%	7%	5%
African	10%	13%	9%
Central/South American or Caribbean	9%	8%	10%
Other	5%	3%	5%
Not stated	5%	8%	3%

Base: Valid respondents (bases vary)

[^]Multiple responses allowed



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