

Calgary



# Equity-Deserving Communities: 2SLGBTQIA+

Analysis of the 2024 Spring 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 Spring Survey of Calgarians. Inclusion in EDC groups is determined by self-reported demographic data from the general population survey. Both seasonal surveys are conducted in English to manage time and cost restraints. The City acknowledges that the ability to speak English may be a barrier for potential participants.

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

## Household income

**<\$60,000**

\$60,000+

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

## Racialized people

**Yes**

No

## Born outside Canada

Born 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, Intuit, or an Indigenous self-description.*

## 2SLGBTQIA+

**2SLGBTQIA+**

Non-2SLGBTQIA+

## Seniors

18 to 64 years old

**65 years old or older**

## Young adults

**18 to 24 years old**

25 years old or older

## Methodology

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

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

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

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

The margin of error (MOE) for the total sample of 2,501 is  $\pm 2.0$  percentage points, 19 times out of 20. The margin of error for the 2SLGBTQIA+ sub-group of 147 is  $\pm 8.1$  percentage points, 19 times out of 20. The margin of error of each question will vary slightly depending on the total number of respondents who answered the question.



# Interpreting results

## Interpreting results

Not all questions asked within the Spring Survey of Calgarians are represented within this report. Results are compared between 2SLGBTQIA+ Calgarians and non-2SLGBTQIA+ 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.



# 2024 Spring key findings

# 2024 Spring highlights (1 of 5)

## Quality of life

The future looks bright for Calgary, according to many 2SLGBTQIA+ residents. However, they are less certain about whether Calgary is a great place to make a life or a living today.

Both 2SLGBTQIA+ Calgarians and non-2SLGBTQIA+ Calgarians share some common perspectives on quality of life. The **similarities** between the two groups include:

- Holding the view that Calgary is on the right track to be a better city 10 years from now (70% of 2SLGBTQIA+ Calgarians and 65% of non-2SLGBTQIA+ Calgarians).

There are also statistical **differences** in their views. Specifically, a lower proportion of 2SLGBTQIA+ Calgarians:

- Rate the overall quality of life in Calgary as good (58% of 2SLGBTQIA+ Calgarians vs. 73% of non-2SLGBTQIA+ Calgarians)
- Agree Calgary is a great place to make a life (55% vs. 71%)
- Agree Calgary is a great place to make a living (50% vs. 64%)

## Inclusivity

Calgary's 2SLGBTQIA+ community feels welcomed and included in the city. However, when it comes to accessibility, there is a sense that more can be done to ensure everyone feels equally able to participate in the programs and services The City has to offer.

In terms of inclusivity, both 2SLGBTQIA+ Calgarians and non-2SLGBTQIA+ Calgarians share **similar** views that:

- The City of Calgary's municipal government fosters a city that is inclusive and accepting of all (58% of 2SLGBTQIA+ Calgarians and 63% of non-2SLGBTQIA+)
- The City of Calgary delivers programs and services that remove barriers to participation for Calgarians who need it the most (39% and 47%)

There is a statistical **difference** in their views on accessibility. Specifically, a lower proportion of 2SLGBTQIA+ Calgarians agree that The City of Calgary's municipal government strives to create a city that is equally accessible for all Calgarians, no matter their physical ability (43% vs. 55% of non-2SLGBTQIA+ Calgarians).



# 2024 Spring highlights (2 of 5)

## The environment

While Calgary's 2SLGBTQIA+ community largely rates the city's present environment favourably, they express deep concerns about the impact of climate change on their quality of life and anticipate personal harm from its effects in the future. 2SLGBTQIA+ Calgarians convey modest satisfaction with The City's current environmental protection efforts and programs to reduce residents' environmental footprint, and emphatically call for bolder municipal leadership in tackling climate change.

Regarding the environment, there are statistical **differences** between 2SLGBTQIA+ Calgarians and non-2SLGBTQIA+ Calgarians, specifically:

- A lower proportion of 2SLGBTQIA+ Calgarians are satisfied with The job The City of Calgary is currently doing to protect the environment (66% of 2SLGBTQIA+ Calgarians vs 83% of non-2SLGBTQIA+ Calgarians)
- Fewer 2SLGBTQIA+ Calgarians are satisfied with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact (58% vs. 73%)
- A higher proportion of 2SLGBTQIA+ Calgarians believe that The City of Calgary's municipal government should do more in the fight against climate change (88% vs. 60%)
- Statistically more 2SLGBTQIA+ Calgarians agree that Climate change is a real issue that is affecting the quality of life of Calgarians every day (92% vs. 64%)
- A higher proportion of 2SLGBTQIA+ Calgarians believe that the effects of climate change will harm them personally at some point in their lifetime (89% vs. 65%)
- A lower proportion of 2SLGBTQIA+ Calgarians feels that the effects of climate change are overblown and will not have much impact on their lives in Calgary (11% vs. 40%)

Both 2SLGBTQIA+ Calgarians and non-2SLGBTQIA+ Calgarians **similarly** rate the overall state of Calgary's environment today as good (89% of 2SLGBTQIA+ Calgarians and 92% of non-2SLGBTQIA+ Calgarians).

# 2024 Spring highlights (3 of 5)

## City programs and services

Calgary's 2SLGBTQIA+ community is largely satisfied with City services and programs. They place particular importance on the Green Line LRT, with almost unanimous agreement that completing the full vision is crucial for Calgary's future.

Both 2SLGBTQIA+ Calgarians and non-2SLGBTQIA+ Calgarians share **similar** satisfaction levels with the overall level and quality of services and programs provided by The City of Calgary (58% of 2SLGBTQIA+ Calgarians and 64% of non-2SLGBTQIA+ Calgarians).

There is a significant **difference** between the two groups in perceived importance of the Green Line LRT. Specifically, a higher proportion of 2SLGBTQIA+ Calgarians believe that the completion of the full Green Line LRT vision is important to the future of Calgary (99% vs. 89% non-2SLGBTQIA+ Calgarians).

## Taxation

Calgary's 2SLGBTQIA+ community is divided on whether they receive good value from their municipal taxes. However, a solid majority supports increasing taxes to maintain or enhance City services, while only a small proportion backs service reductions.

When it comes to taxation, 2SLGBTQIA+ Calgarians and non-2SLGBTQIA+ Calgarians share **similar** views on:

- Perceiving that they get good value from their municipal tax dollars (46% of 2SLGBTQIA+ Calgarians and 45% of non-2SLGBTQIA+ Calgarians).

There are **differences** between the two groups in preferred options for balancing taxation and service delivery. Specifically:

- A higher proportion of 2SLGBTQIA+ Calgarians support increasing taxes to either maintain or expand services (65% of 2SLGBTQIA+ Calgarians vs. 47% of non-2SLGBTQIA+ Calgarians)
- A lower proportion of 2SLGBTQIA+ Calgarians support cutting services (30% vs. 47%)



# 2024 Spring highlights (4 of 5)

## Perception of customer service and communications at The City

Calgary's 2SLGBTQIA+ community is predominantly satisfied with the customer service they receive from The City, feeling it meets expectations and maintains a consistently high quality. They also give The City positive ratings for its communication over the past six months.

In terms of customer service and communications, a **similar** proportion of 2SLGBTQIA+ Calgarians and non-2SLGBTQIA+ Calgarians:

- Agree that The City of Calgary meets their customer service expectations (74% of 2SLGBTQIA+ Calgarians and 73% of non-2SLGBTQIA+ Calgarians)
- Agree that The quality of customer service from The City is consistently high (72% and 71%)
- Rates The City as good for its communication with Calgarians about its services, programs, policies and plans in the past 6 months (69% and 62%)

## Input from Calgarians

The 2SLGBTQIA+ community in Calgary feels The City is making strides in incorporating their input into crucial decisions. They also express satisfaction with the opportunities available to provide feedback on City projects and services.

Both 2SLGBTQIA+ Calgarians and non-2SLGBTQIA+ Calgarians share **similar** levels of agreement that:

- The City is working to improve how it includes Calgarians' input into important decisions (62% of 2SLGBTQIA+ Calgarians and 57% of non-2SLGBTQIA+)
- Calgarians have enough opportunities to provide input into decision making about City projects and services (64% and 55%)

# 2024 Spring highlights (5 of 5)

## City reputation and performance

While Calgary's 2SLGBTQIA+ community appreciates The City's efforts towards transparent governance and collaboration between Council and Administration, they hold different views on the performance of Administration and Council. Satisfaction with Administration is higher than with Council among this group. Trust levels and perceptions of fiscal responsibility also emerge as areas of concern among 2SLGBTQIA+ residents.

In terms of City reputation and performance, there are significant **differences** between the two groups. Specifically, a higher proportion of 2SLGBTQIA+ Calgarians agree that:

- The City of Calgary practicing open and accessible government (70% of 2SLGBTQIA+ Calgarians vs. 60% of non-2SLGBTQIA+ Calgarians)
- City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary (73% vs. 57%)

On the other hand, 2SLGBTQIA+ Calgarians and non-2SLGBTQIA+ Calgarians have **similarities** about:

- Trusting The City of Calgary (46% of 2SLGBTQIA+ Calgarians and 37% of non-2SLGBTQIA+ Calgarians)
- Being satisfied with The City of Calgary, including Council and Administration as a whole (67% and 59%)
- Satisfaction with City Administration, excluding City Council (74% and 71%)
- Being satisfied with City Council, excluding City Administration (57% and 49%)
- The City of Calgary managing its spending in a responsible way that reflects the needs and priorities of Calgarians (56% and 48%)





## Detailed findings



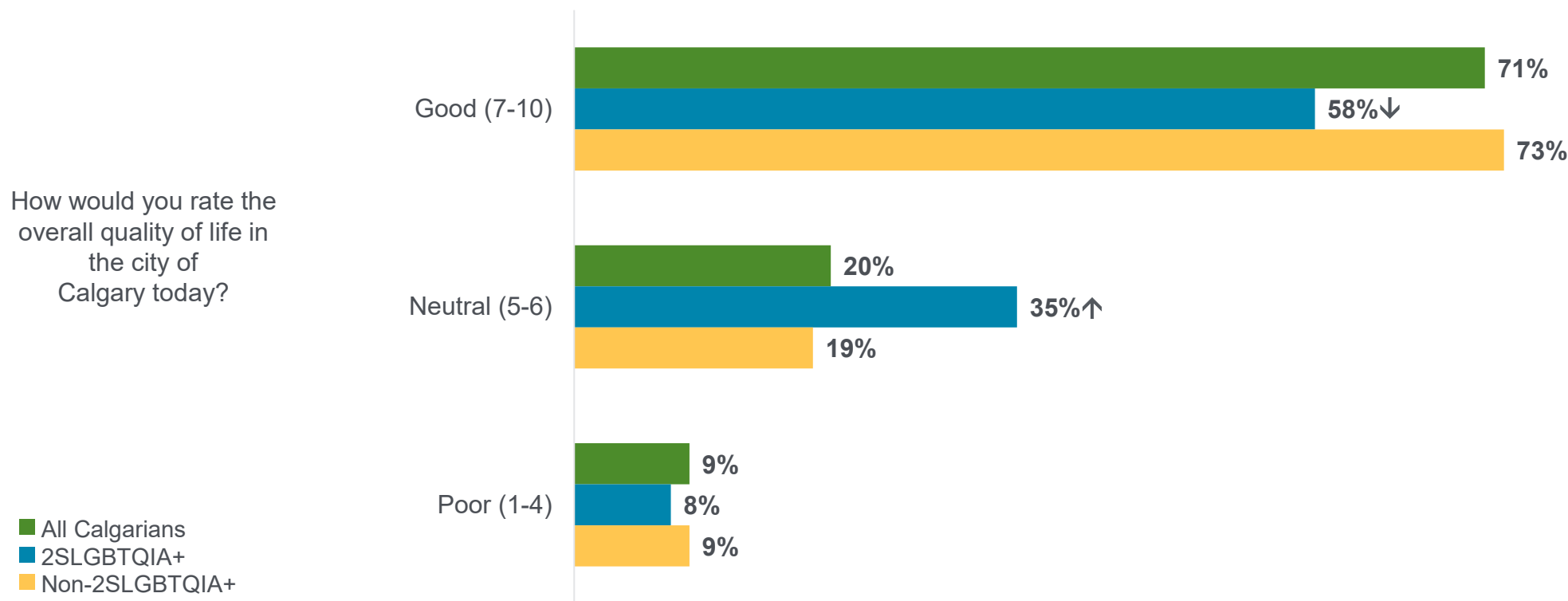


# Quality of life



# Overall quality of life in Calgary

Seven-in-ten (71%) Calgarians rate the overall quality of life in the city of Calgary as good. Statistically fewer 2SLGBTQIA+ Calgarians rate the overall quality of life as good (58%) compared to non-2SLGBTQIA+ Calgarians (73%). Among the remainder, a higher proportion of 2SLGBTQIA+ Calgarians are neutral about their quality of life (35% vs. 19% of non-2SLGBTQIA+ Calgarians).



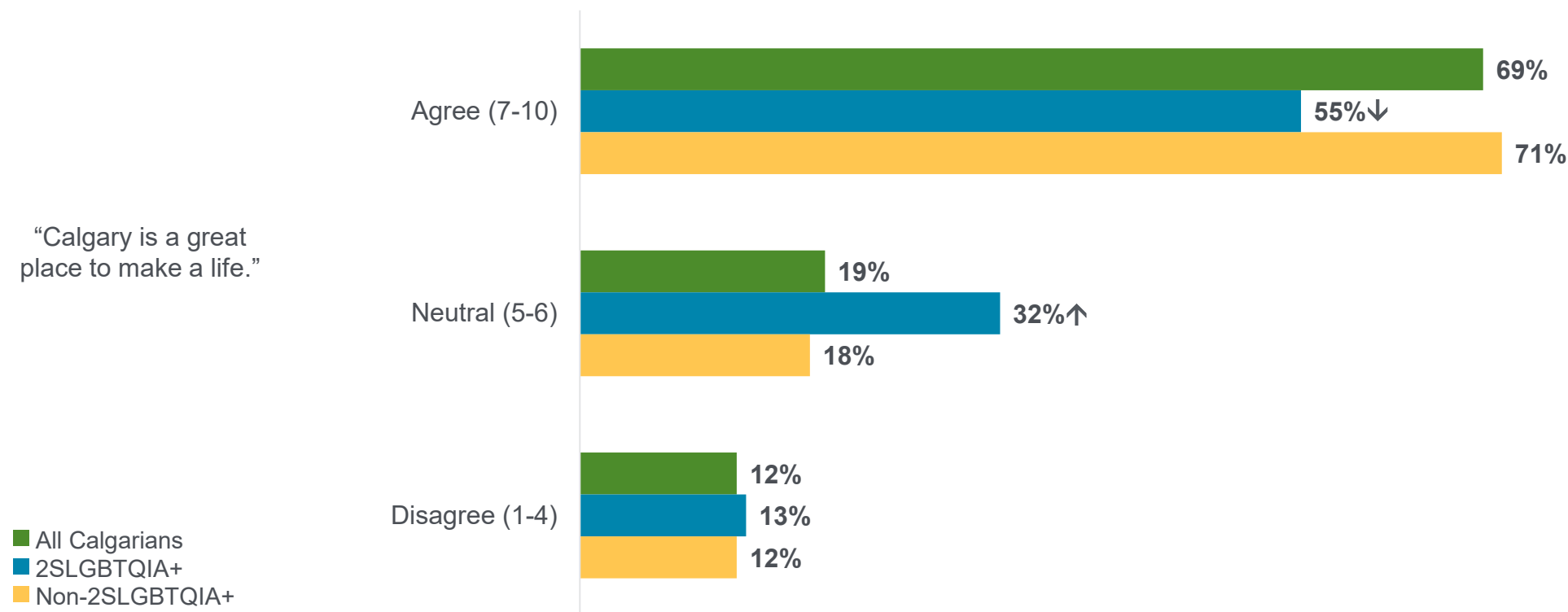
Q. On a scale of 1 to 10 where 1 is very poor and 10 is very good, how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (All Calgarians n=2,497, 2SLGBTQIA+ n=146, Non-2SLGBTQIA+ n=2,298)

↑/↓ Statistically higher/lower than comparable subgroup

# Great place to make a life

A majority (69%) of Calgarians agree that Calgary is a great place to make a life. A lower proportion of 2SLGBTQIA+ Calgarians agree (55%) compared to non-2SLGBTQIA+ Calgarians (71%). Neutral ratings are higher among the 2SLGBTQIA+ group (32% vs. 18% of non-2SLGBTQIA+ Calgarians).



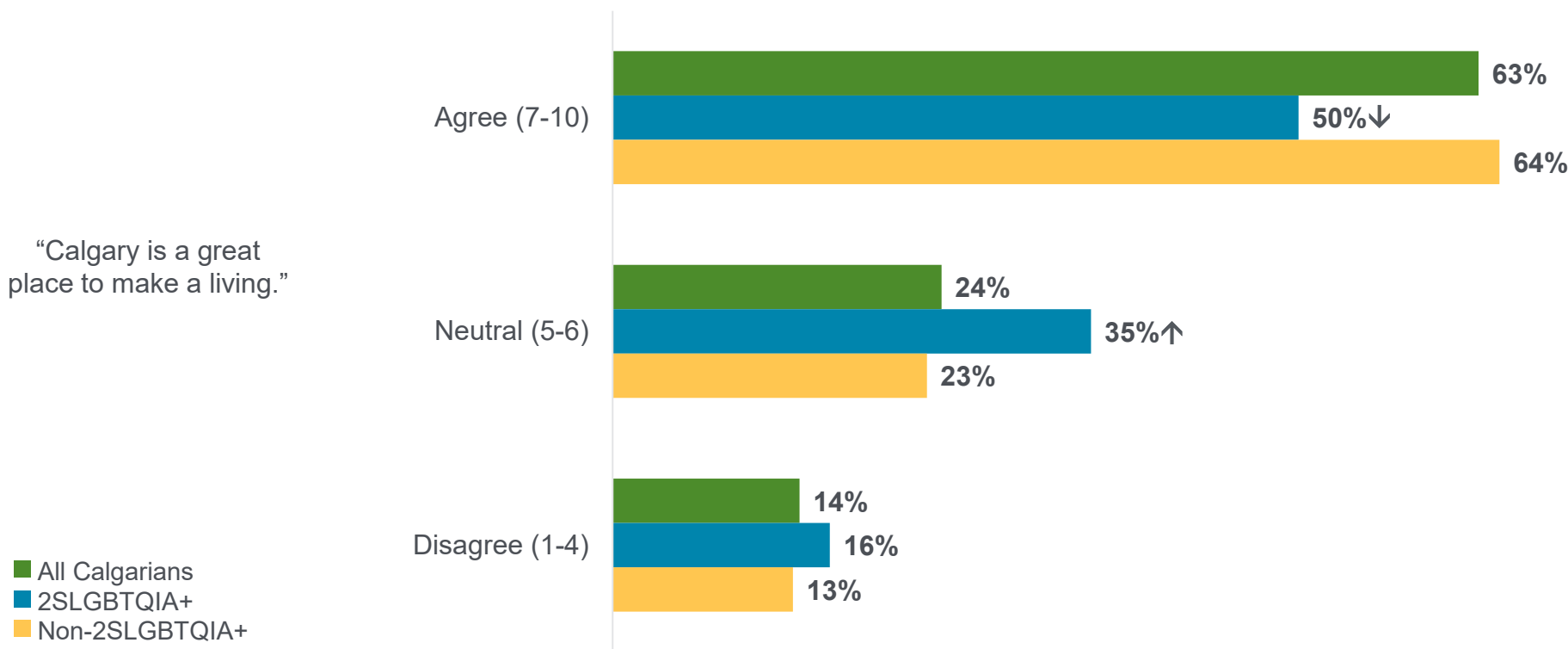
Q. Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where 1 is completely disagree and 10 is completely agree.

Base: Valid respondents (All Calgarians n=2,498, 2SLGBTQIA+ n=147, Non-2SLGBTQIA+ n=2,297)

↑/↓ Statistically higher/lower than comparable subgroup

# Great place to make a living

More than three-fifths (63%) agree that Calgary is a great place to make a living. Statistically fewer 2SLGBTQIA+ Calgarians agree (50%) compared to non-2SLGBTQIA+ Calgarians (64%). In turn, a higher proportion of 2SLGBTQIA+ Calgarians are neutral (35% vs. 23%).



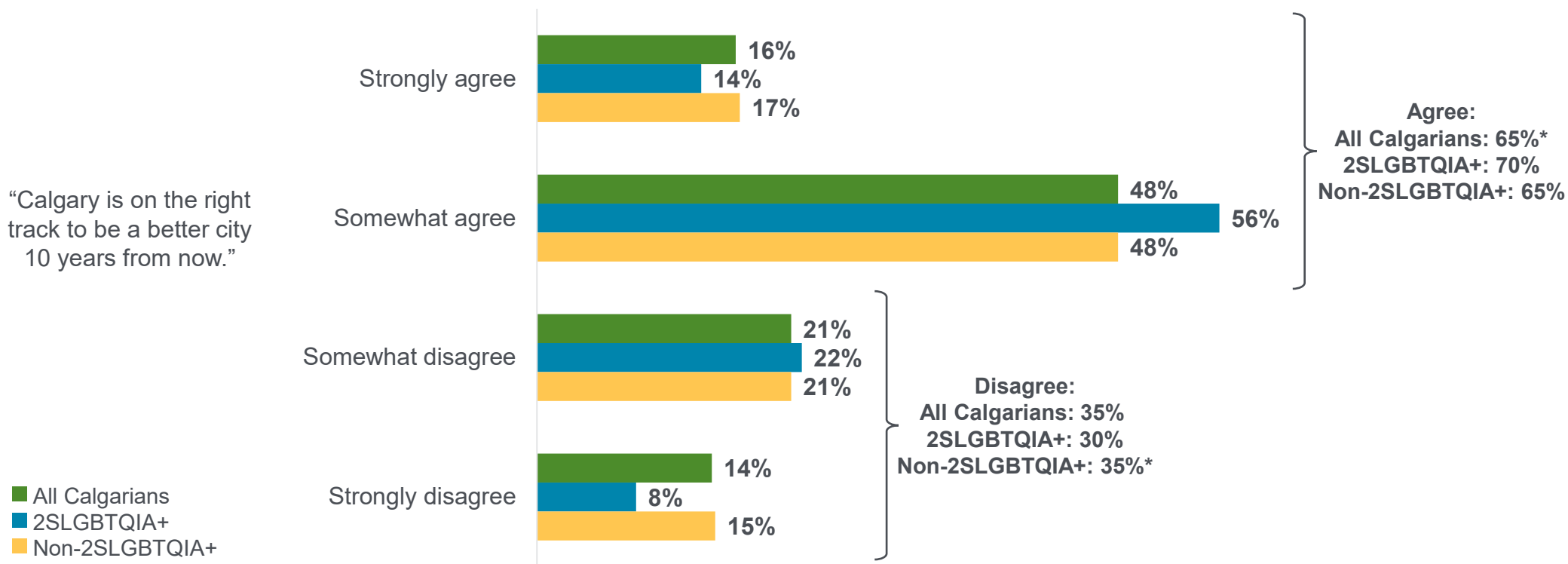
Q. Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where 1 is completely disagree and 10 is completely agree.  
Base: Valid respondents (All Calgarians n=2,487, 2SLGBTQIA+ n=146, Non-2SLGBTQIA+ n=2,287)

↑/↓ Statistically higher/lower than comparable subgroup



# On the right track to be a better city

Two-thirds (65%) of Calgarians believe that Calgary is on the right track to be a better city 10 years from now. Similar proportions of the two groups agree (70% of 2SLGBTQIA+ Calgarians and 65% of non-2SLGBTQIA+ Calgarians).



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

Base: Valid respondents (All Calgarians n=2,492, 2SLGBTQIA+ n=146, Non-2SLGBTQIA+ n=2,292)

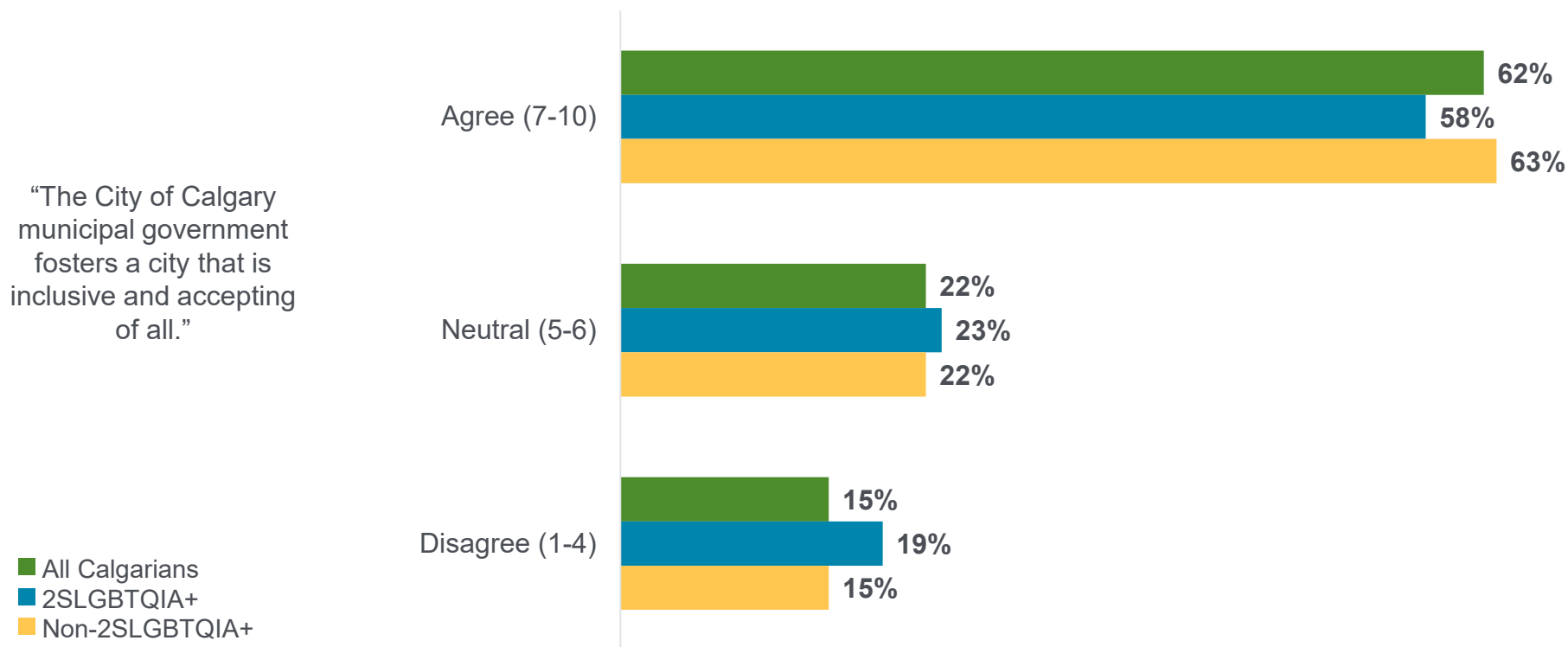
\*Rounding



# Inclusivity

# Fosters a city that is inclusive and accepting

A majority (62%) of Calgarians agree that The City of Calgary's municipal government fosters a city that is inclusive and accepting of all. Agreement is similar between 2SLGBTQIA+ Calgarians (58%) and non-2SLGBTQIA+ Calgarians (63%).



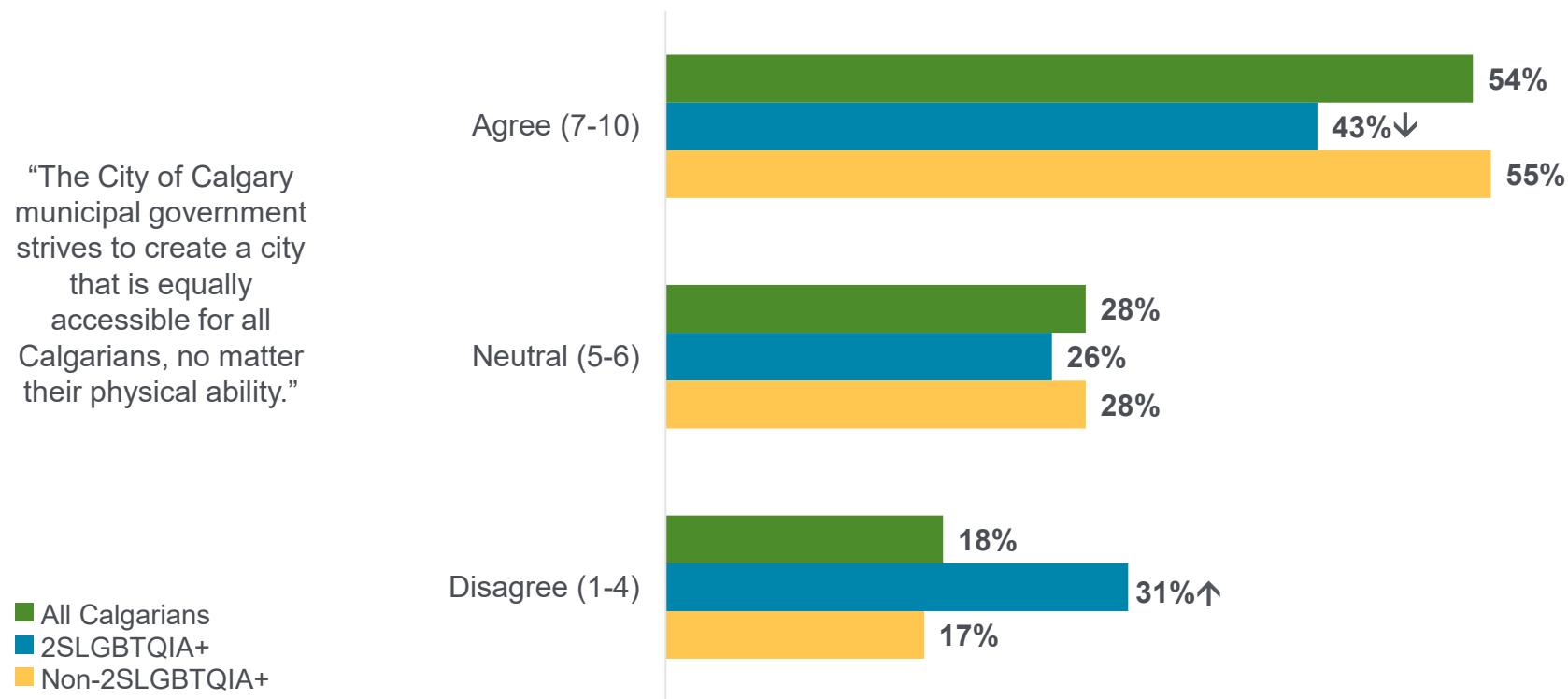
Q. Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where 1 is completely disagree and 10 is completely agree.

Base: Valid respondents (All Calgarians n=2,474, 2SLGBTQIA+ n=145, Non-2SLGBTQIA+ n=2,278)



# Strives to create a city that is equally accessible

Around one-half (54%) agree that The City of Calgary's municipal government strives to create a city that is equally accessible for all Calgarians, no matter their physical ability. Statistically fewer 2SLGBTQIA+ Calgarians agree (43% compared to 55% of non-2SLGBTQIA+ Calgarians). In turn, a higher proportion of 2SLGBTQIA+ Calgarians disagree (31% vs. 17% of non-2SLGBTQIA+ Calgarians).

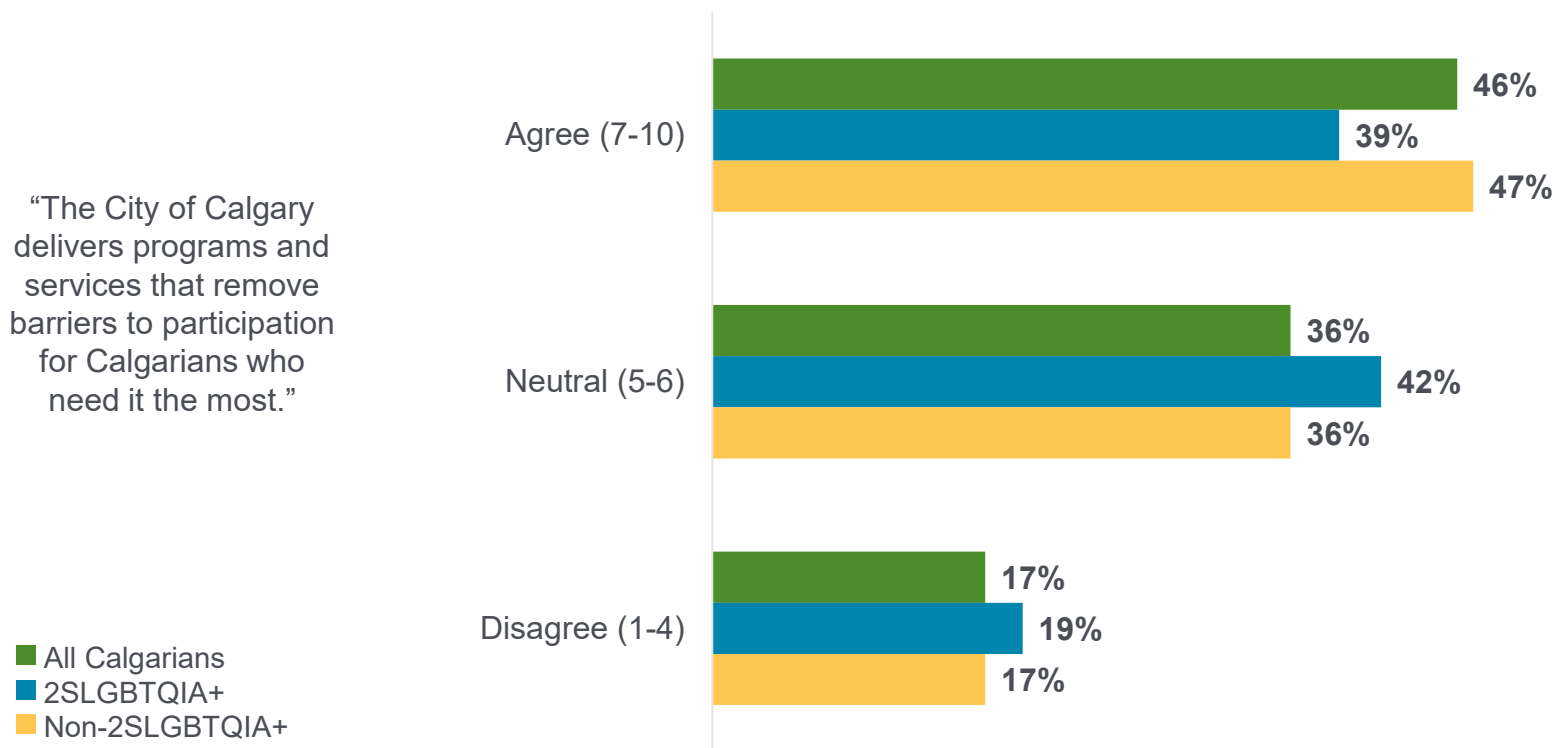


Q. Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each using a scale from 1 to 10, where 1 is completely disagree and 10 is completely agree.  
Base: Valid respondents (All Calgarians n=2,480, 2SLGBTQIA+ n=145, Non-2SLGBTQIA+ n=2,283)

↑/↓ Statistically higher/lower than comparable subgroup

# Delivers programs and services that remove barriers to participation

A sizeable minority (46%) of Calgarians agree that The City of Calgary delivers programs and services that remove barriers to participation for Calgarians who need it the most. There are no statistically significant differences between 2SLGBTQIA+ Calgarians (39%) and non-2SLGBTQIA+ Calgarians (47%).



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

Base: Valid respondents (All Calgarians n=2,408, 2SLGBTQIA+ n=142, Non-2SLGBTQIA+ n=2,216)

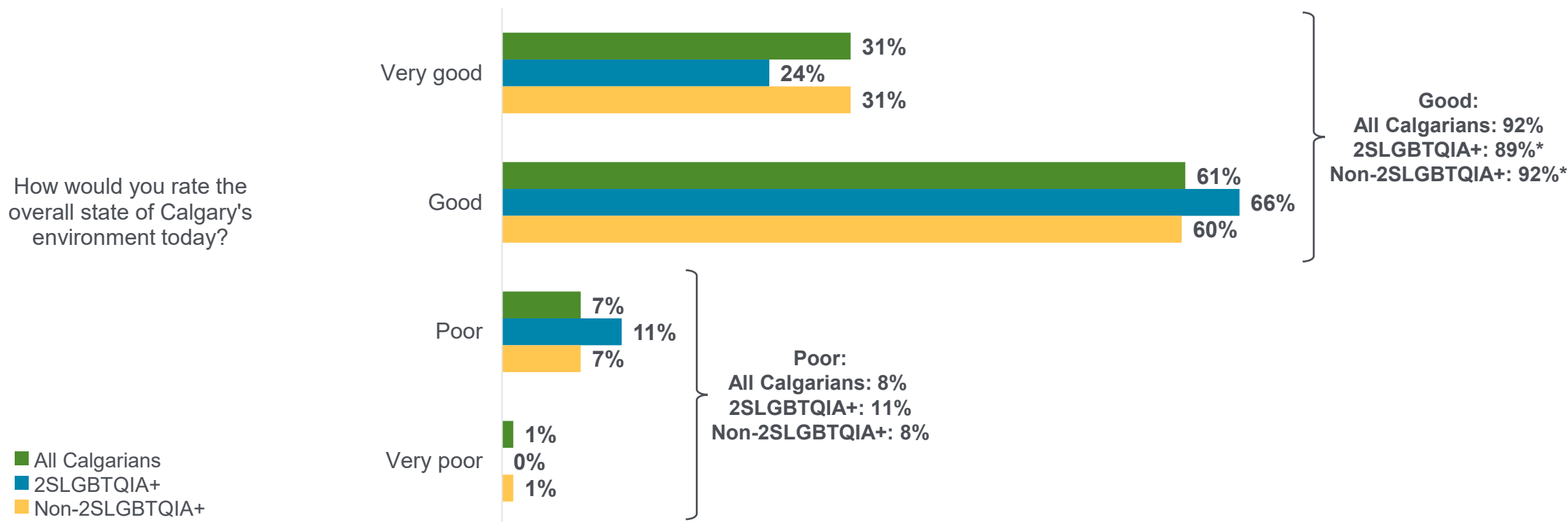


# The environment



# Overall state of Calgary's environment

Around nine-in-ten (92%) Calgarians rate the overall state of Calgary's environment today as good (very good or good). There are no significant differences between the two groups (89% of 2SLGBTQIA+ Calgarians and 92% of non-2SLGBTQIA+ Calgarians).

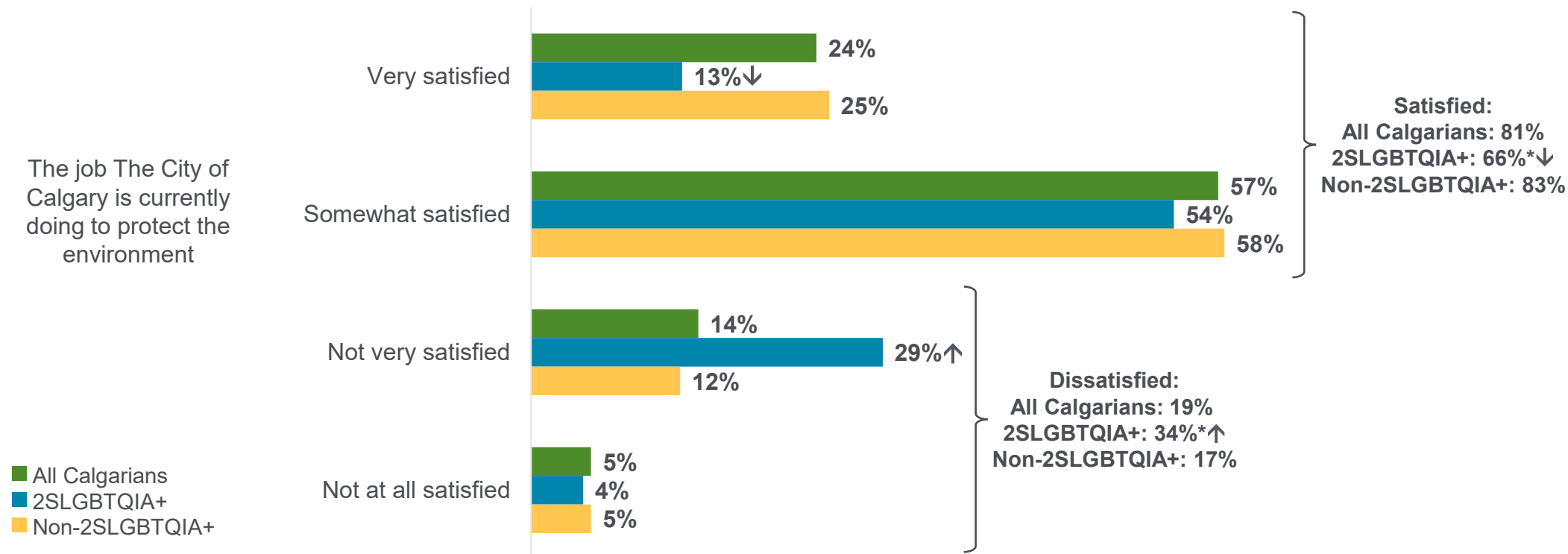


Q. Thinking about things such as air, water and land quality in the city, how would you rate the overall state of Calgary's environment today?  
Base: Valid respondents (All Calgarians n=2,491, 2SLGBTQIA+ n=147, Non-2SLGBTQIA+ n=2,294)

\*Rounding

# Satisfaction with The City's environmental protections

A vast majority (81%) of Calgarians are satisfied with the job The City of Calgary is currently doing to protect the environment. Statistically fewer 2SLGBTQIA+ Calgarians are satisfied (66% vs. 83% of non-2SLGBTQIA+ Calgarians). This includes a lower proportion who are 'very' satisfied (13% vs. 25% of non-2SLGBTQIA+ Calgarians). As such, dissatisfaction is higher among 2SLGBTQIA+ Calgarians (34% vs. 17% of non-2SLGBTQIA+ Calgarians), including a higher proportion who are 'not very' satisfied (29% vs. 12%) rather than 'not at all' satisfied.



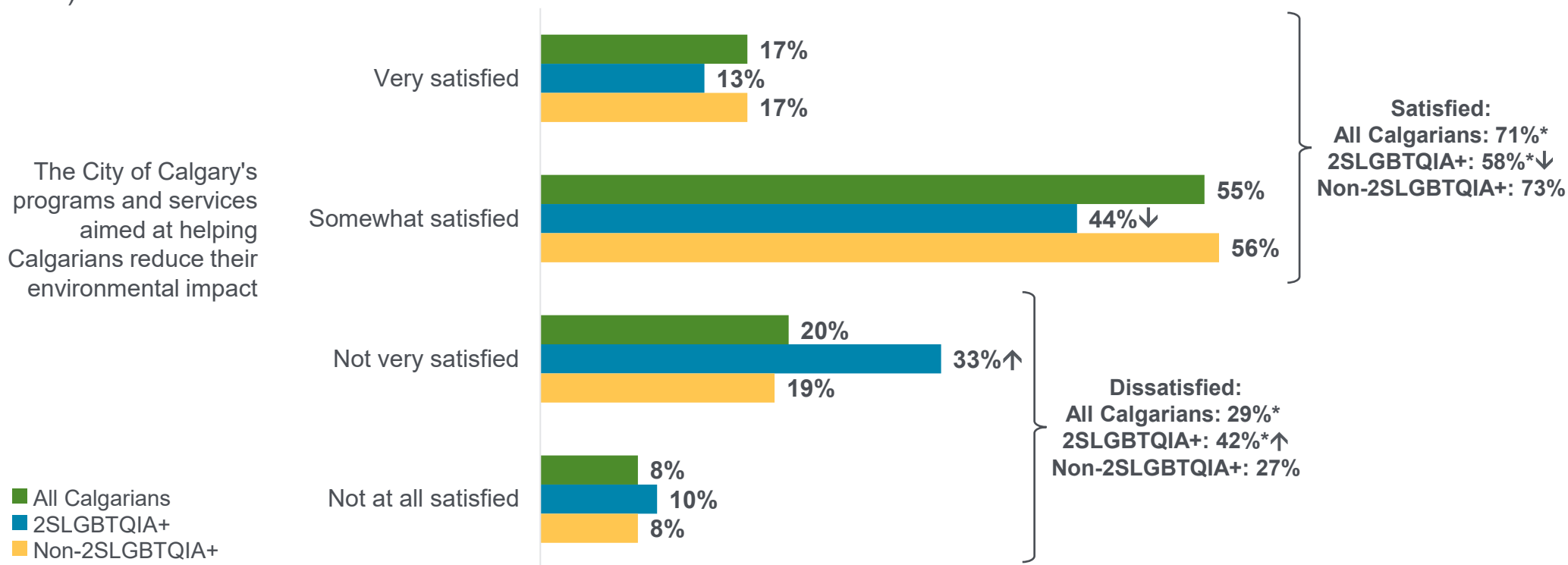
Q. How satisfied are you with the job The City of Calgary is currently doing to protect the environment?  
 Base: Valid respondents (All Calgarians n=2,478, 2SLGBTQIA+ n=145, Non-2SLGBTQIA+ n=2,285)

\*Rounding

↑/↓ Statistically higher/lower than comparable subgroup

# Satisfaction with City of Calgary's environmental programs and services

Seven-in-ten (71%) Calgarians are satisfied with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact. A significantly lower proportion of 2SLGBTQIA+ Calgarians are satisfied (58%) compared to non-2SLGBTQIA+ Calgarians (73%). Likewise, dissatisfaction is higher (42% vs. 27%), although more 2SLGBTQIA+ Calgarians are 'not very satisfied' (33% vs. 19%) rather than 'not at all' satisfied.



Q. How satisfied are you with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact?  
 Base: Valid respondents (All Calgarians n=2,460, 2SLGBTQIA+ n=147, Non-2SLGBTQIA+ n=2,266)

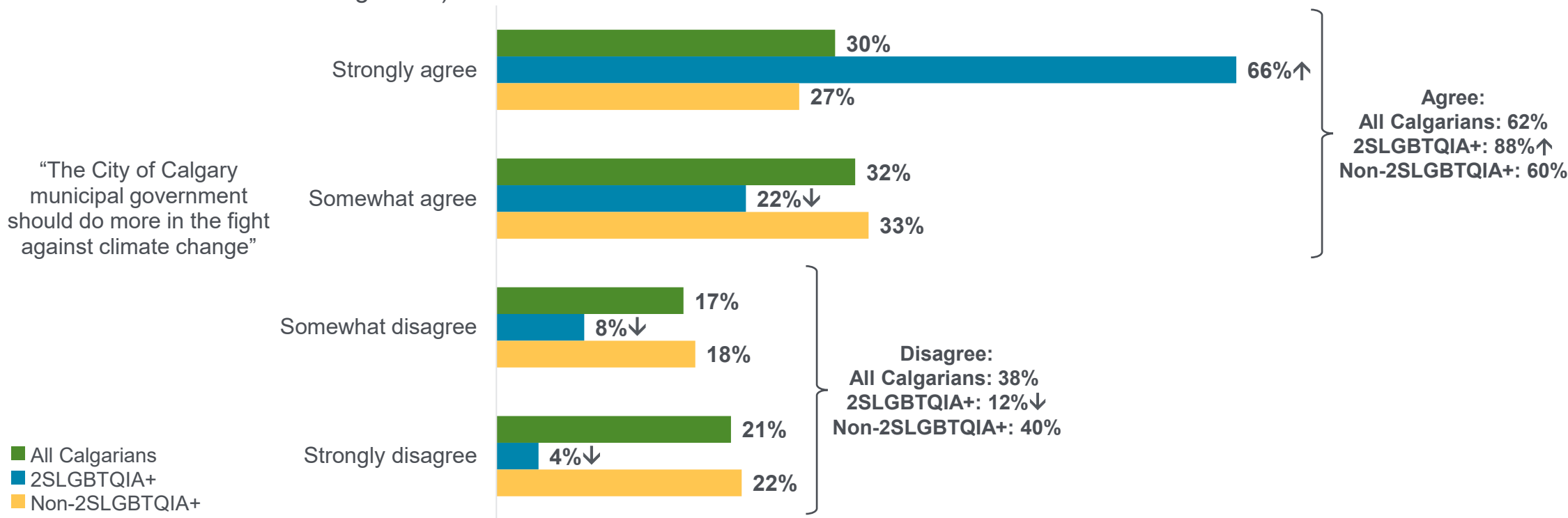
\*Rounding

↑/↓ Statistically higher/lower than comparable subgroup



# The City should do more to fight climate change

Around three-fifths (62%) of all Calgarians agree that The City of Calgary's municipal government should do more in the fight against climate change. Statistically more 2SLGBTQIA+ Calgarians agree (88%) compared to non-2SLGBTQIA+ Calgarians (60%). In addition, a higher proportion 'strongly' agree (66% vs. 27%, respectively). Disagreement ratings are significantly lower among 2SLGBTQIA+ Calgarians (12% vs. 40% of non-2SLGBTQIA+ Calgarians).

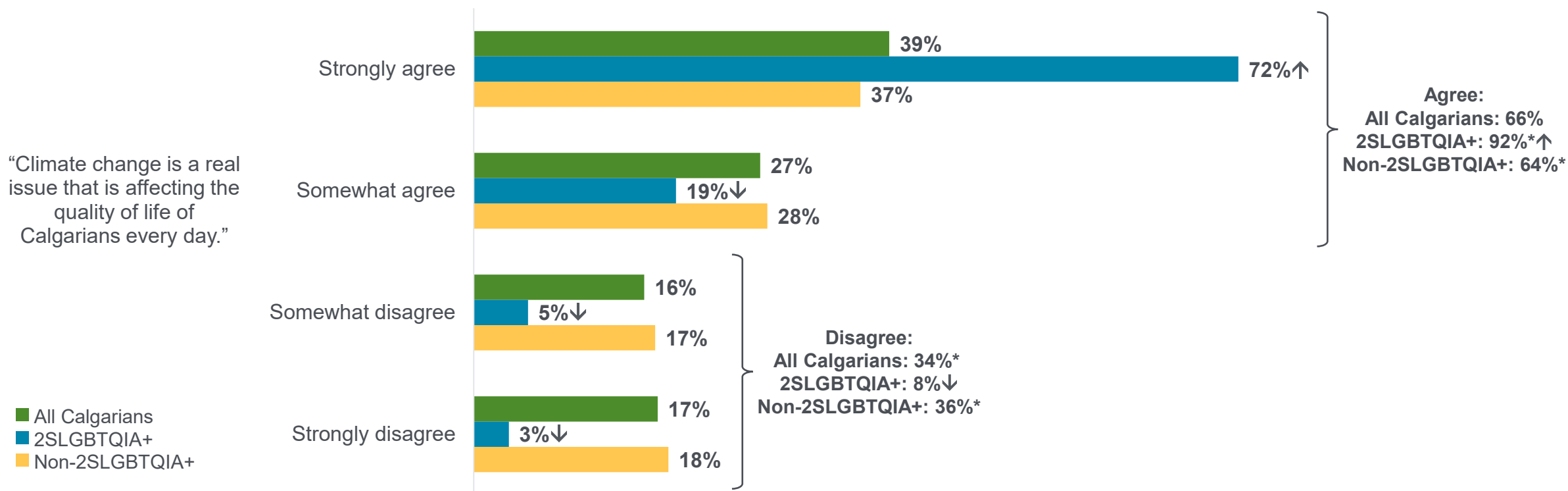


Q. To what extent do you agree or disagree that The City of Calgary municipal government should do more in the fight against climate change?  
Base: Valid respondents (All Calgarians n=2,482, 2SLGBTQIA+ n=146, Non-2SLGBTQIA+ n=2,287)

↑/↓ Statistically higher/lower than comparable subgroup

# Climate change is affecting quality of life

A majority (66%) of Calgarians believe that climate change is a real issue that is affecting the quality of life of Calgarians every day. A higher proportion of 2SLGBTQIA+ Calgarians agree (92%) compared to non-2SLGBTQIA+ Calgarians (64%), including significantly more who 'strongly' agree (72% vs. 37% of non-2SLGBTQIA+ Calgarians). Disagreement is lower among 2SLGBTQIA+ Calgarians when compared to non-2SLGBTQIA+ Calgarians (8% vs. 36%).



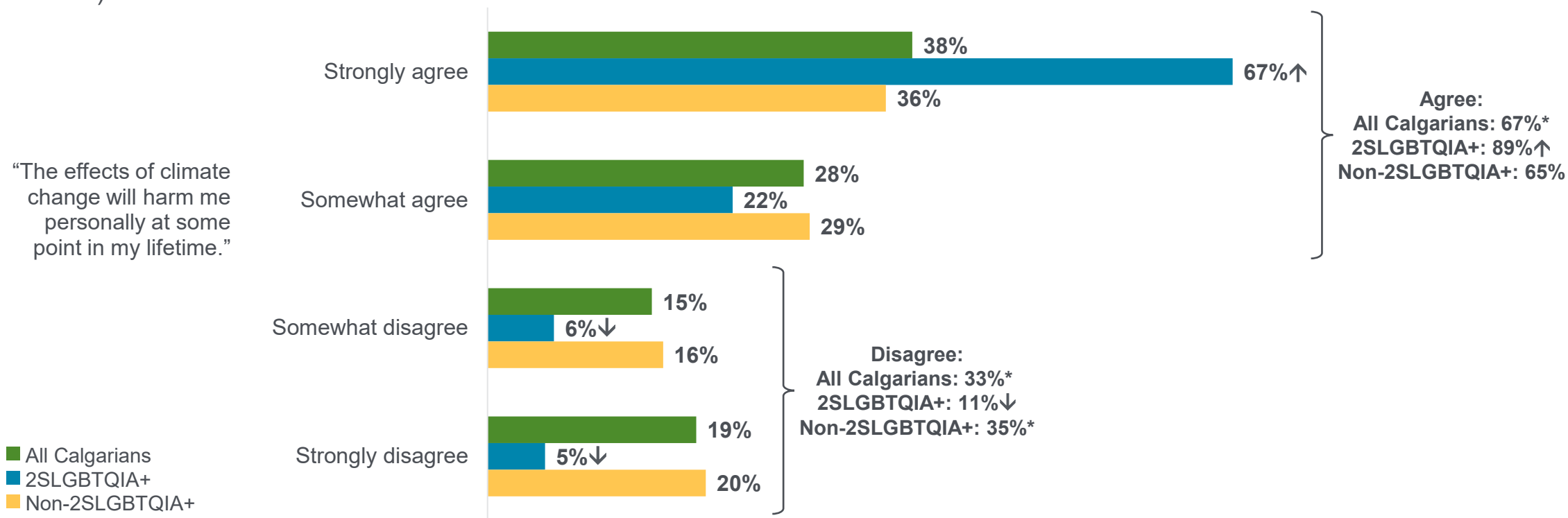
Q. I am going to read you a few statements, and I would like you to tell me the extent to which you agree or disagree with each one.  
Base: Valid respondents (All Calgarians n=2,489, 2SLGBTQIA+ n=146, Non-2SLGBTQIA+ n=2,293)

\*Rounding

↑/↓ Statistically higher/lower than comparable subgroup

# Climate change causing personal harm

Two-thirds (67%) of Calgarians agree that the effects of climate change will harm them personally at some point in their lifetime. Statistically more 2SLGBTQIA+ Calgarians agree (89%) compared to non-2SLGBTQIA+ Calgarians (65%). Additionally, statistically more 2SLGBTQIA+ Calgarians 'strongly' agree (67%) compared to non-2SLGBTQIA+ Calgarians (36%). Disagree scores are down for this group accordingly (11% vs. 35%).



Q. I am going to read you a few statements, and I would like you to tell me the extent to which you agree or disagree with each one.  
 Base: Valid respondents (All Calgarians n=2,478, 2SLGBTQIA+ n=145, Non-2SLGBTQIA+ n=2,284)

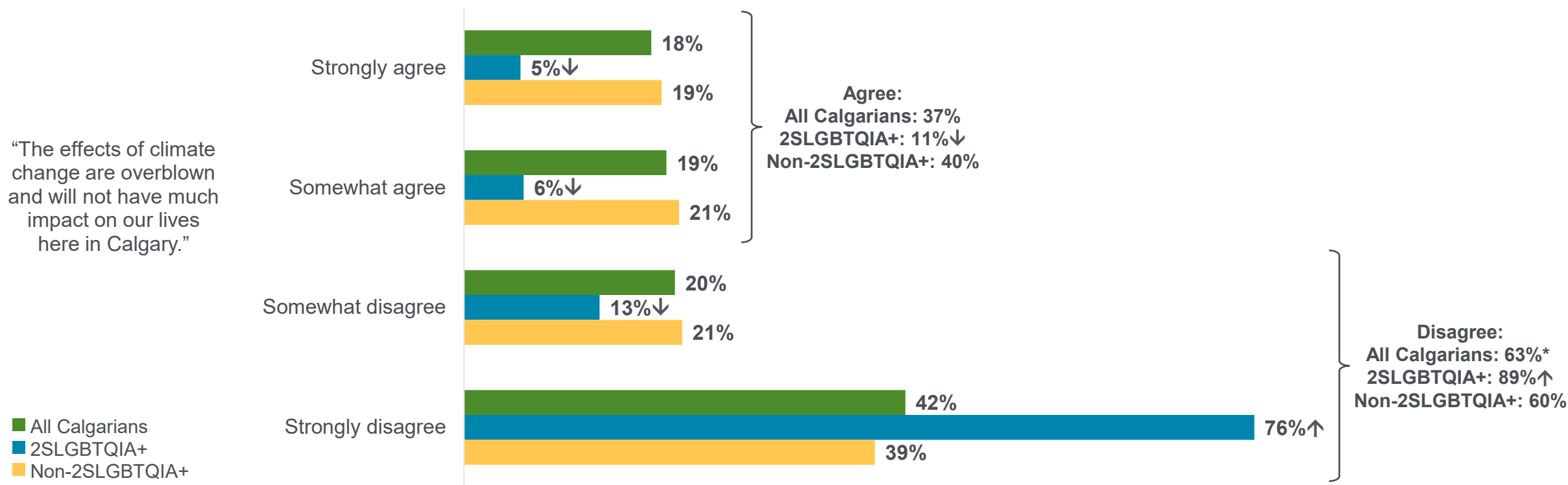
\*Rounding

↑/↓ Statistically higher/lower than comparable subgroup



# Effects of climate change are overblown

Fewer than two-fifths (37%) of Calgarians agree that the effects of climate change are overblown and will not have much impact on their lives in Calgary. Statistically fewer 2SLGBTQIA+ Calgarians agree (11%) compared to non-2SLGBTQIA+ Calgarians (40%). A higher proportion of 2SLGBTQIA+ Calgarians disagree (89% vs. 60% of non-2SLGBTQIA+ Calgarians) largely driven by a substantial proportion who 'strongly' disagree (76% vs. 39% of non-2SLGBTQIA+ Calgarians).



Q. I am going to read you a few statements, and I would like you to tell me the extent to which you agree or disagree with each one.  
Base: Valid respondents (All Calgarians n=2,486, 2SLGBTQIA+ n=146, Non-2SLGBTQIA+ n=2,291)

\*Rounding

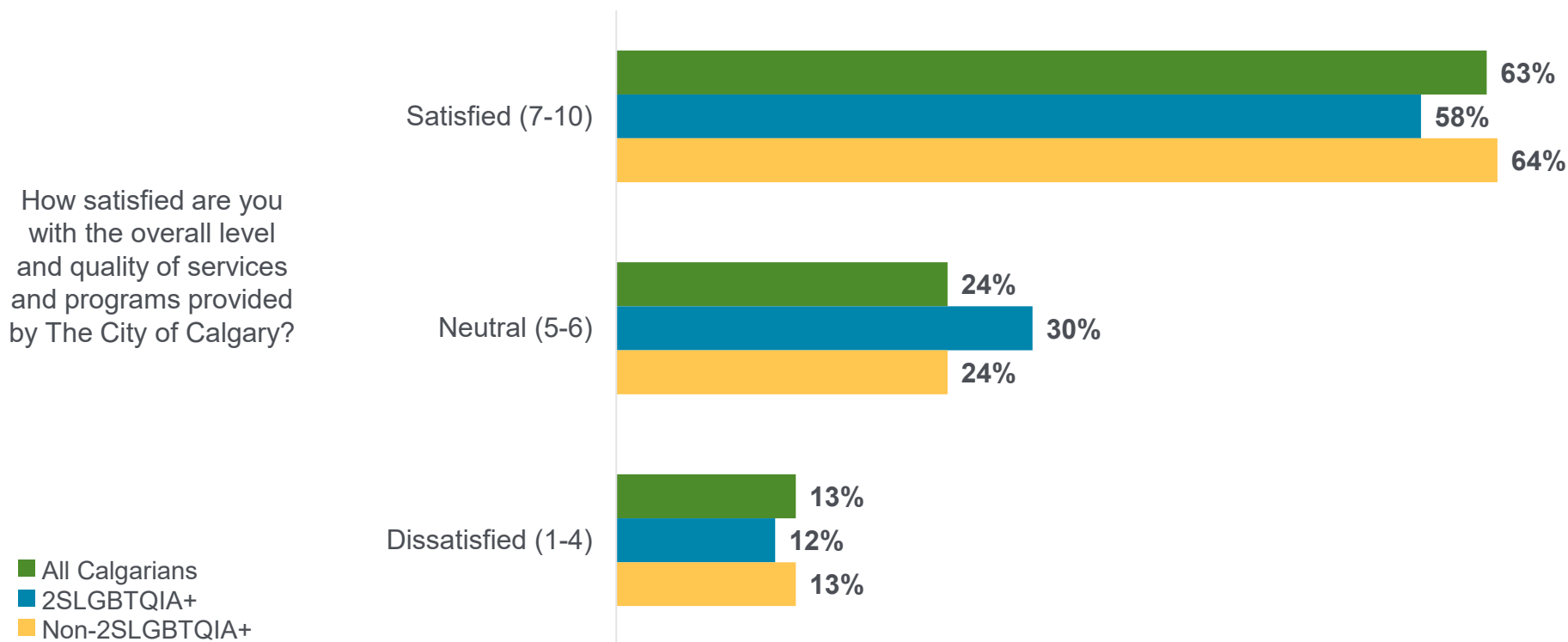
↑/↓ Statistically higher/lower than comparable subgroup



## City programs and services

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

More than three-fifths (63%) of Calgarians are satisfied with the overall level and quality of services and programs provided by The City of Calgary. Satisfaction levels are similar between 2SLGBTQIA+ Calgarians (58%) and non-2SLGBTQIA+ Calgarians (64%).



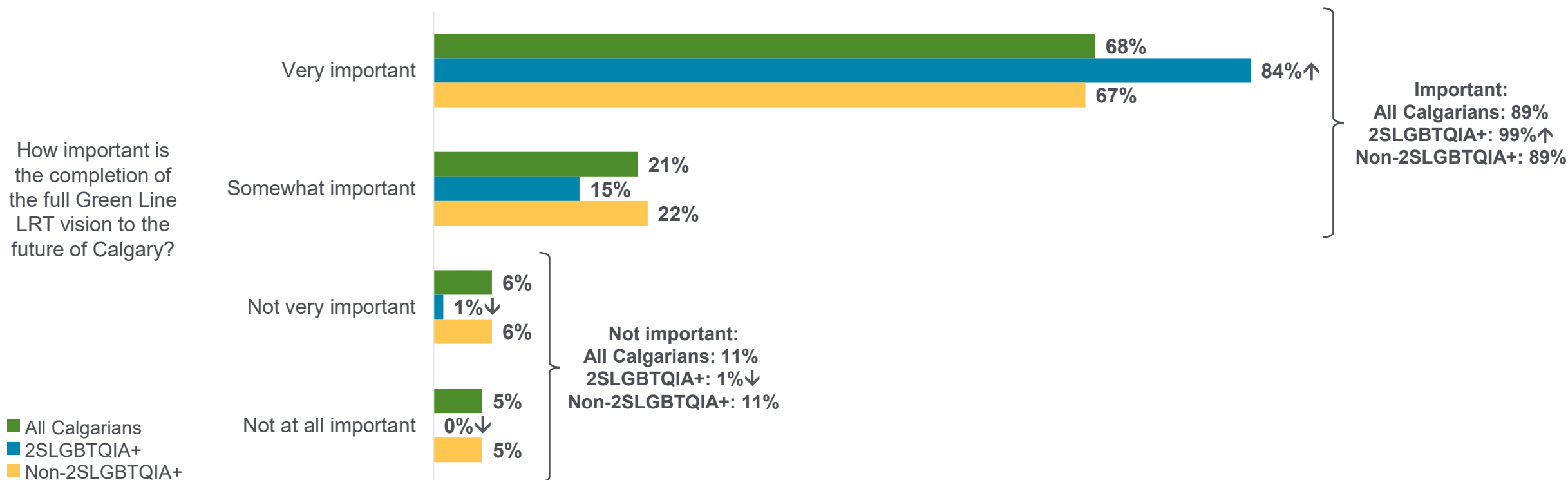
Q. On a scale of 1 to 10 where 1 is not at all satisfied and 10 is very satisfied, how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents (All Calgarians n=2,496, 2SLGBTQIA+ n=147, Non-2SLGBTQIA+ n=2,295)



# Perceived importance of the Green Line LRT

A vast majority (89%) of Calgarians believe that the completion of the full Green Line LRT vision is important to the future of Calgary. A higher proportion of 2SLGBTQIA+ Calgarians believe that this is important (99%) compared to non-2SLGBTQIA+ (89%). This includes a statistically higher proportion of those who feel it is 'very' important (84% of 2SLGBTQIA+ Calgarians vs. 67% of non-2SLGBTQIA+ Calgarians).



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

Base: Valid respondents (All Calgarians n=2,486, 2SLGBTQIA+ n=147, Non-2SLGBTQIA+ n=2,287)

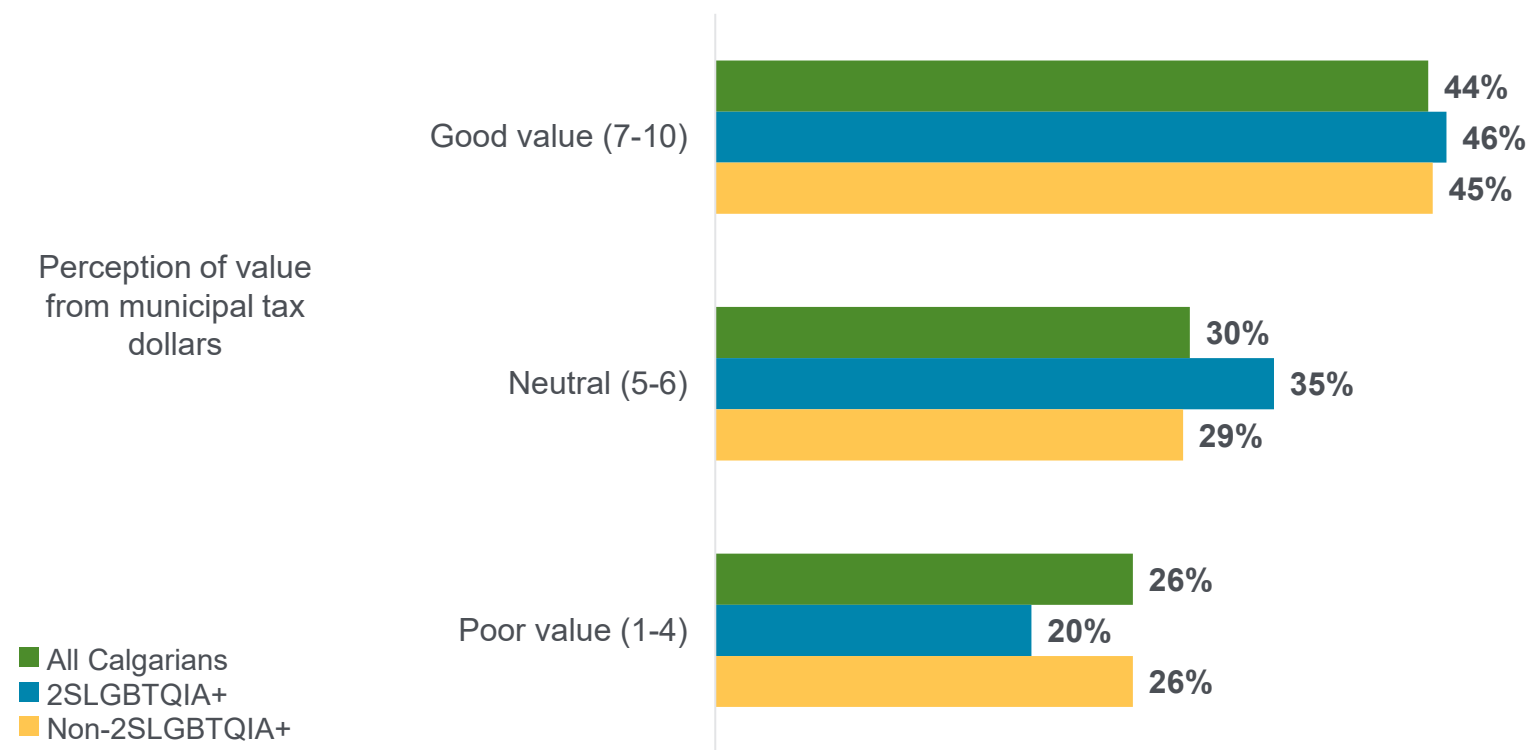
↑/↓ Statistically higher/lower than comparable subgroup



# Taxation

# Perceived value of property taxes

More than two-fifths (44%) of Calgarians feel they get good value from their municipal tax dollars. There are no significant differences between 2SLGBTQIA+ Calgarians (46%) and non-2SLGBTQIA+ Calgarians (45%).

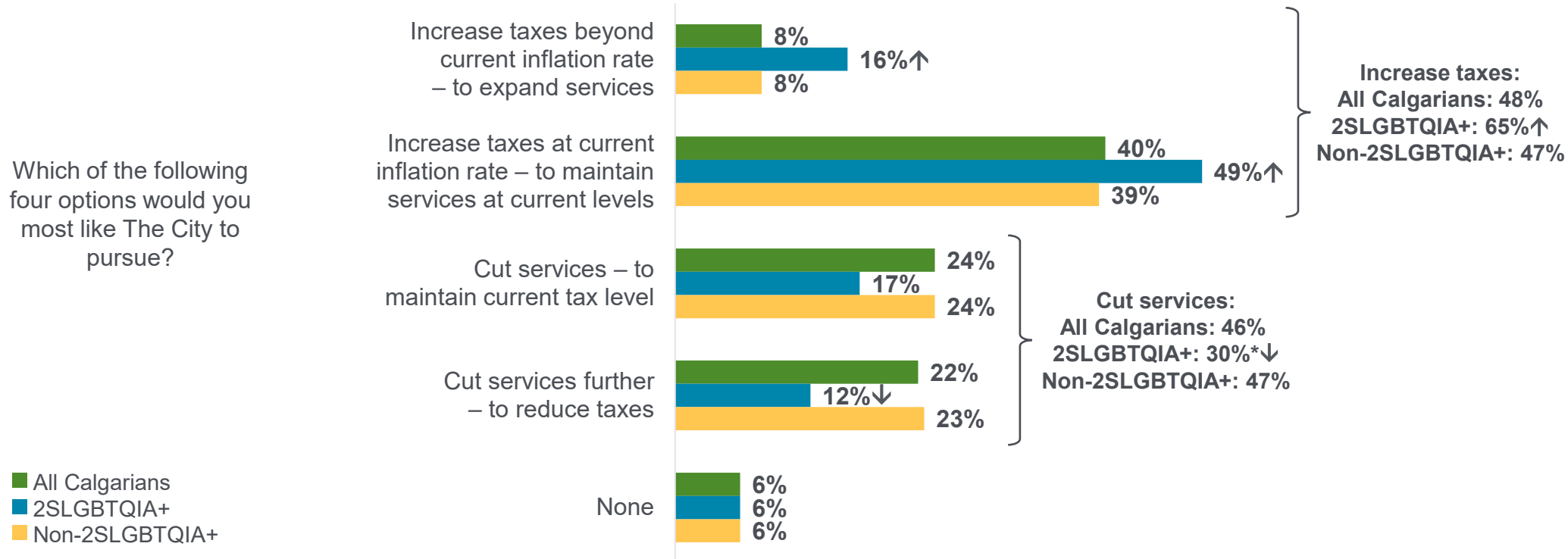


Q. Property tax dollars are divided between The City and the Province. Approximately two-thirds of residential property tax payment goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where 1 is very poor value and 10 is very good value.

Base: Valid respondents (All Calgarians n=2,469, 2SLGBTQIA+ n=142, Non-2SLGBTQIA+ n=2,274)

# Balancing taxes and service delivery

A sizeable minority of all Calgarians are split between The City pursuing increasing taxes (48%) and cutting services (46%). A higher proportion of 2SLGBTQIA+ Calgarians prefer The City to increase taxes (65% vs. 47% of non-2SLGBTQIA+). A higher proportion of this group prefers tax increases for both expanding services and for maintaining services. In turn, fewer prefer The City to cut services (30% vs. 47% of non-2SLGBTQIA+) with statistically fewer in particular preferring cutting services beyond maintenance in order to reduce taxes (12% vs. 23%).



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

Base: Valid respondents (All Calgarians n=2,454, 2SLGBTQIA+ n=144, Non-2SLGBTQIA+ n=2,259)

\*Rounding

↑/↓ Statistically higher/lower than comparable subgroup

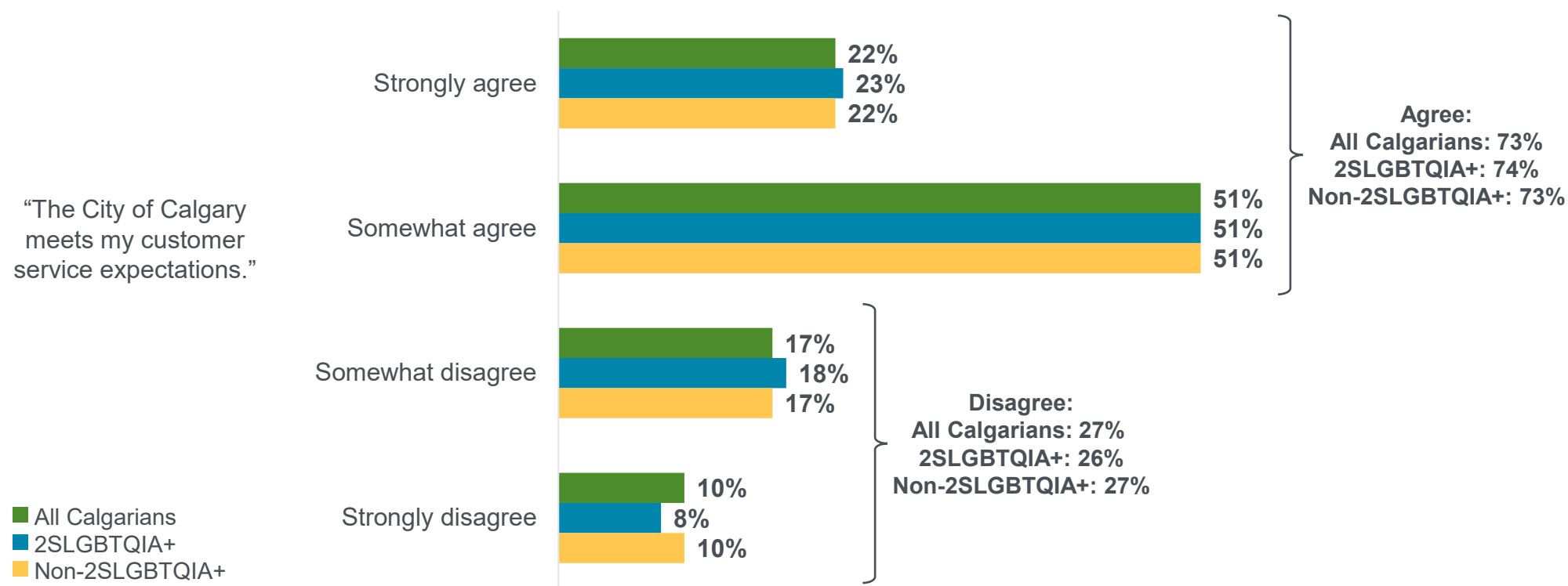




## Perception of customer service and communications at The City

# The City meets customer service expectations

Nearly three-quarters (73%) of Calgarians agree that The City of Calgary meets their customer service expectations. Agreement is consistent between 2SLGBTQIA+ Calgarians and non-2SLGBTQIA+ Calgarians (74% and 73%, respectively).

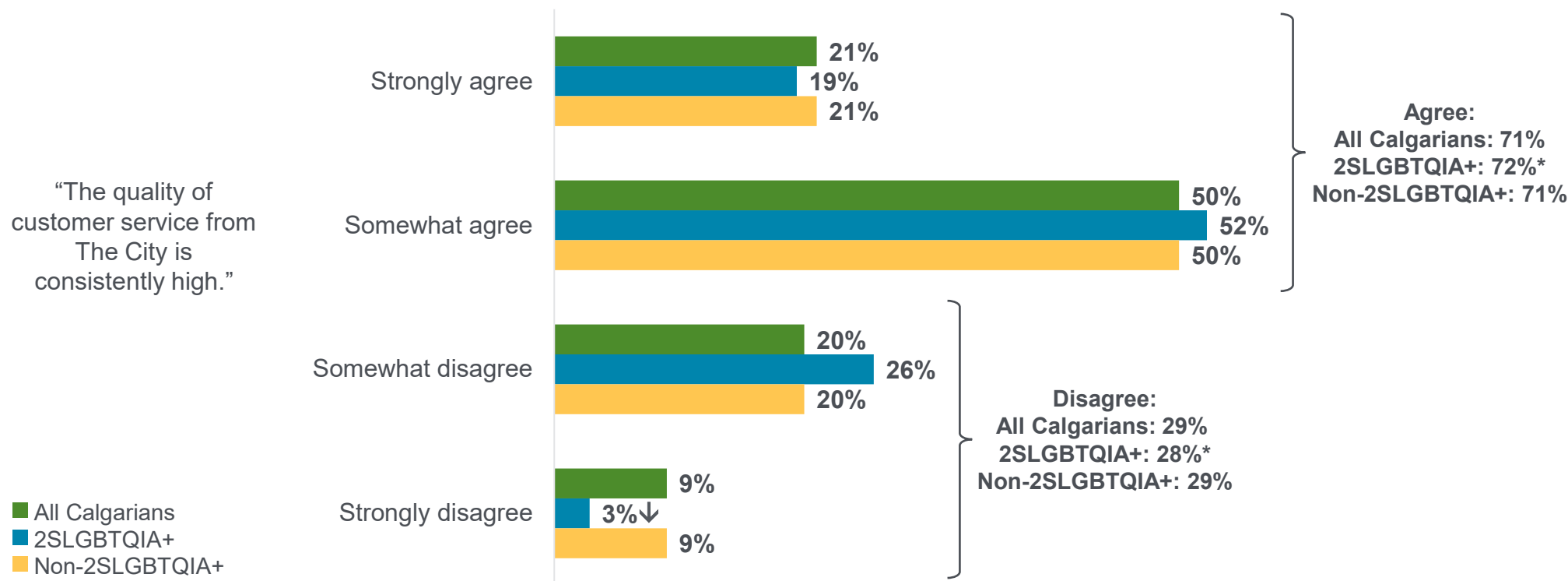


Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen or heard, please tell me if you agree or disagree with each of the following statements.

Base: Valid respondents (All Calgarians n=2,471, 2SLGBTQIA+ n=145, Non-2SLGBTQIA+ n=2,274)

# The City offers consistently high quality customer service

Seven-in-ten (71%) Calgarians agree that the quality of customer service from The City is consistently high. Agreement ratings are consistent between 2SLGBTQIA+ Calgarians (72%) and non-2SLGBTQIA+ Calgarians (71%). While total disagreement ratings are also consistent between the two groups, 2SLGBTQIA+ Calgarians are less inclined to 'strongly' disagree (3% vs. 9% of non-2SLGBTQIA+ Calgarians).



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

Base: Valid respondents (All Calgarians n=2,466, 2SLGBTQIA+ n=144, Non-2SLGBTQIA+ n=2,271)

\*Rounding

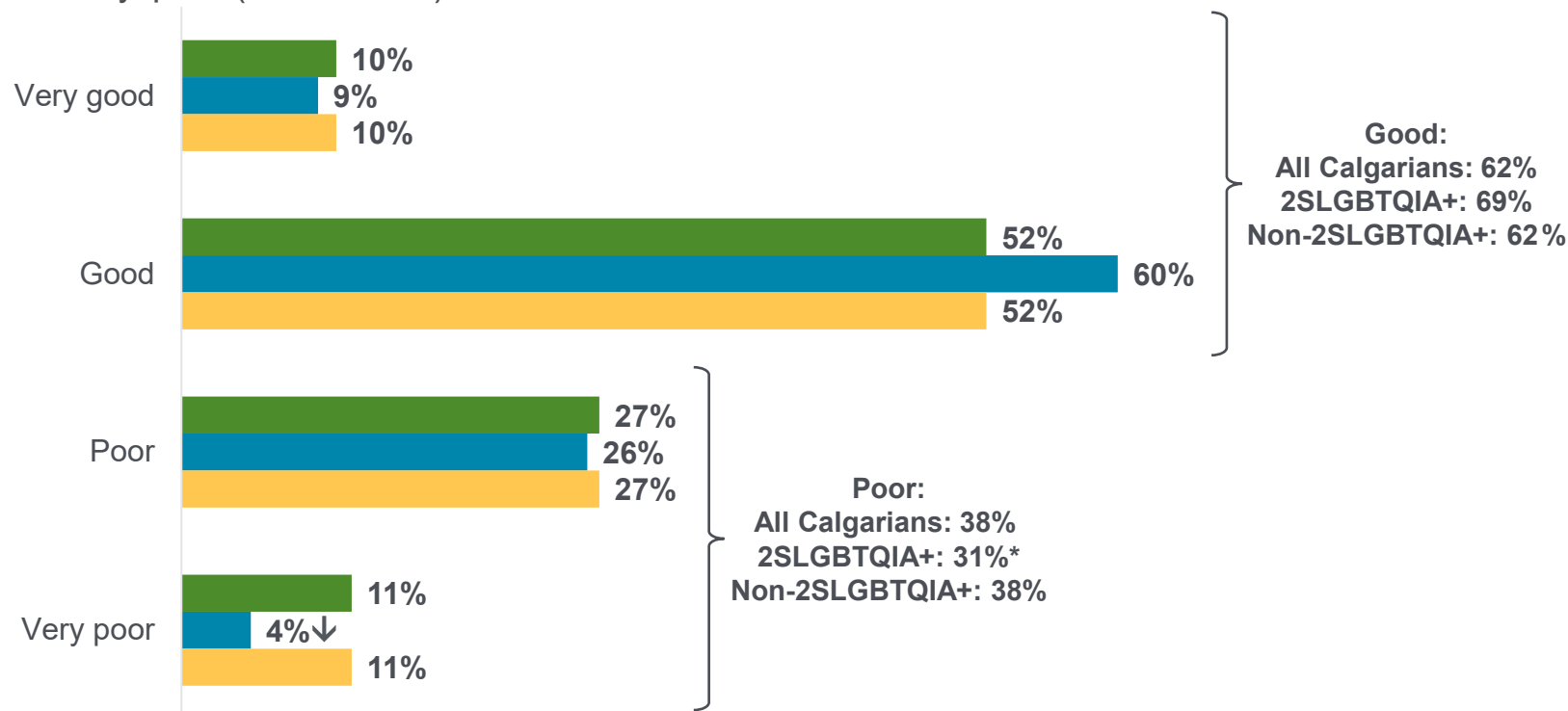
↑/↓ Statistically higher/lower than comparable subgroup

# Overall communication from The City

Around three-fifths (62%) of Calgarians rate The City of Calgary as good, in terms of how well it communicates with Calgarians about its services, programs, policies, and plans in the past 6 months. Agreement ratings are consistent between 2SLGBTQIA+ Calgarians (69%) and non-2SLGBTQIA+ Calgarians (62%). While total disagreement ratings are also consistent between the two groups, fewer 2SLGBTQIA+ Calgarians rate communication as 'very' poor (4% vs. 11%).

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

■ All Calgarians  
■ 2SLGBTQIA+  
■ Non-2SLGBTQIA+



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

Base: Valid respondents (All Calgarians n=2,481, 2SLGBTQIA+ n=144, Non-2SLGBTQIA+ n=2,284)

\*Rounding

↑/↓ Statistically higher/lower than comparable subgroup

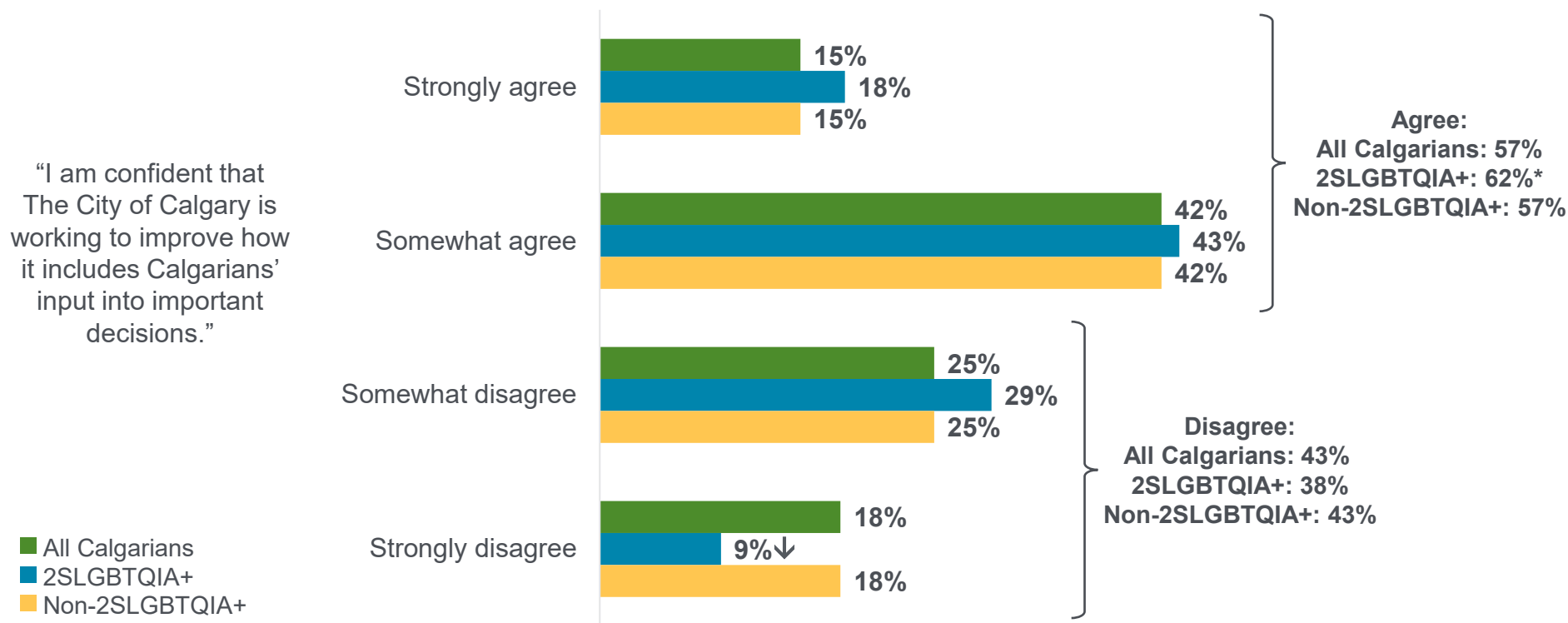




## Input from Calgarians

# The City is working at including Calgarians' input

A small majority (57%) of Calgarians are confident that The City of Calgary is working to improve how it includes Calgarians' input into important decisions. This belief is consistent between the two groups (62% of 2SLGBTQIA+ Calgarians and 57% of non-2SLGBTQIA+ Calgarians). While total disagree ratings are consistent between the two groups, fewer 2SLGBTQIA+ Calgarians 'strongly' disagree (9% vs. 18%).



Q. Please tell me if you agree or disagree with each of the following statements?

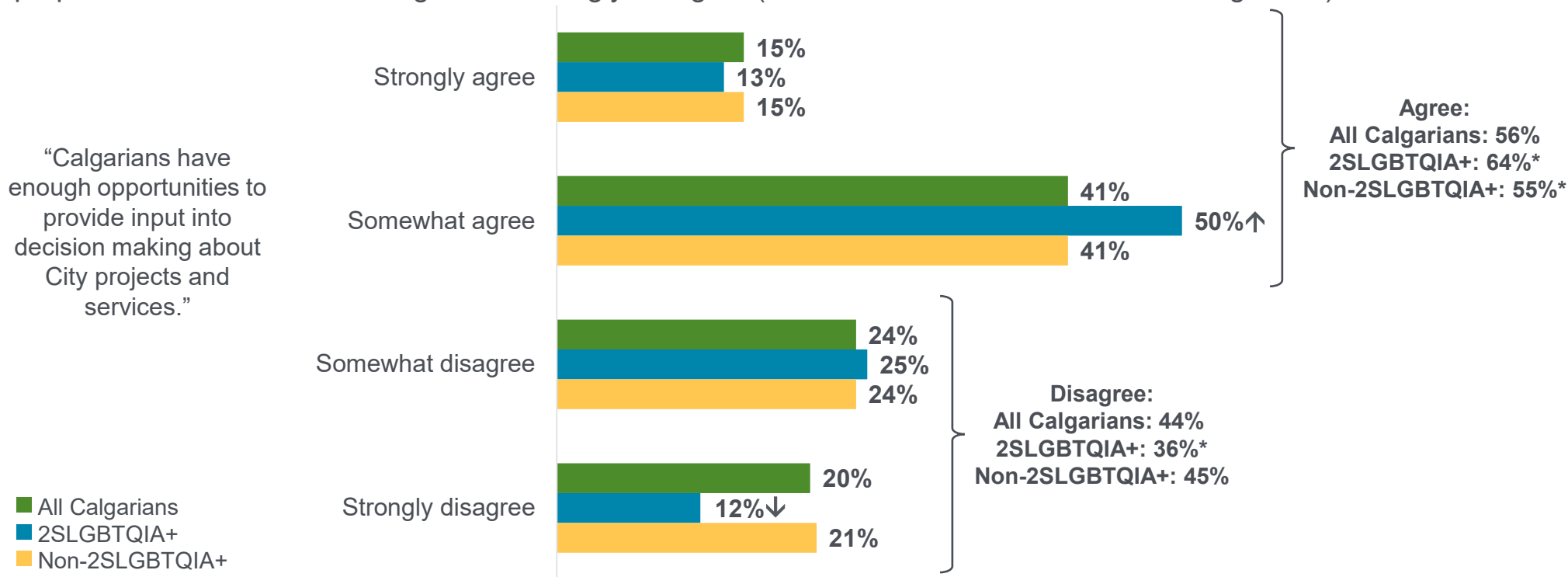
Base: Valid respondents (All Calgarians n=2,481, 2SLGBTQIA+ n=146, Non-2SLGBTQIA+ n=2,286)

\*Rounding

↑/↓ Statistically higher/lower than comparable subgroup

# Calgarians have enough opportunities to provide input

More than one-half (56%) of Calgarians agree they have enough opportunities to provide input into decision making about City projects and services. There are no statistically significant differences between 2SLGBTQIA+ Calgarians (64%) and non-2SLGBTQIA+ Calgarians (55%) for total agreement, although a higher proportion of 2SLGBTQIA+ Calgarians 'somewhat' agree. Without impacting total disagree ratings, a lower proportion of 2SLGBTQIA+ Calgarians 'strongly' disagree (12% vs. 21% non-2SLGBTQIA+ Calgarians).



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

Base: Valid respondents (All Calgarians n=2,477, 2SLGBTQIA+ n=147, Non-2SLGBTQIA+ n=2,278)

\*Rounding

↑/↓ Statistically higher/lower than comparable subgroup



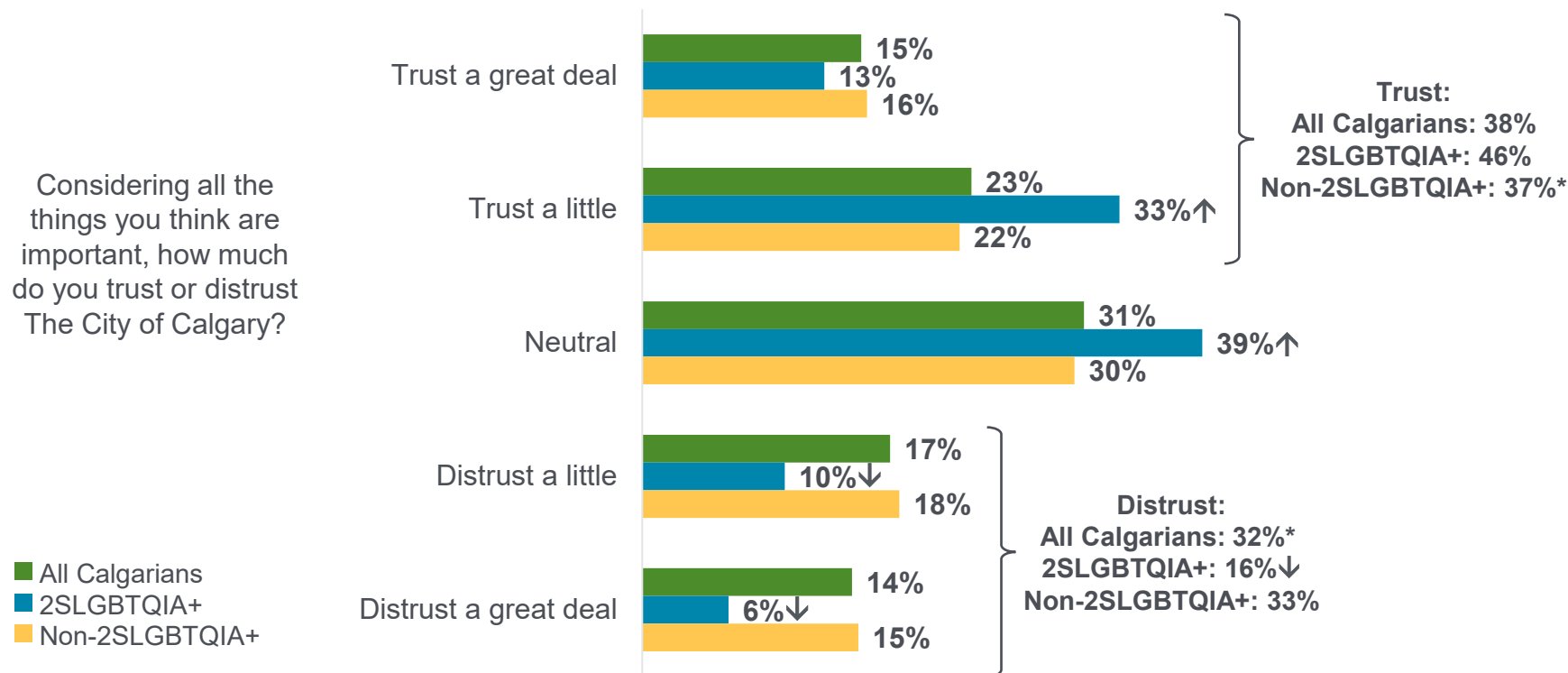


# City reputation and performance



# Trust in The City of Calgary

Nearly two-fifths (38%) of Calgarians trust The City of Calgary. Both 2SLGBTQIA+ and non-2SLGBTQIA+ Calgarians similarly trust The City (46% and 37%, respectively). The intensity of trust differs between the two groups with a higher proportion of 2SLGBTQIA+ saying they trust The City 'a little'. This group tends to be more neutral than non-2SLGBTQIA+ Calgarians (39% vs. 30%, respectively). Which leaves a lower proportion who distrust The City (16% vs. 33% of non-2SLGBTQIA+ Calgarians).



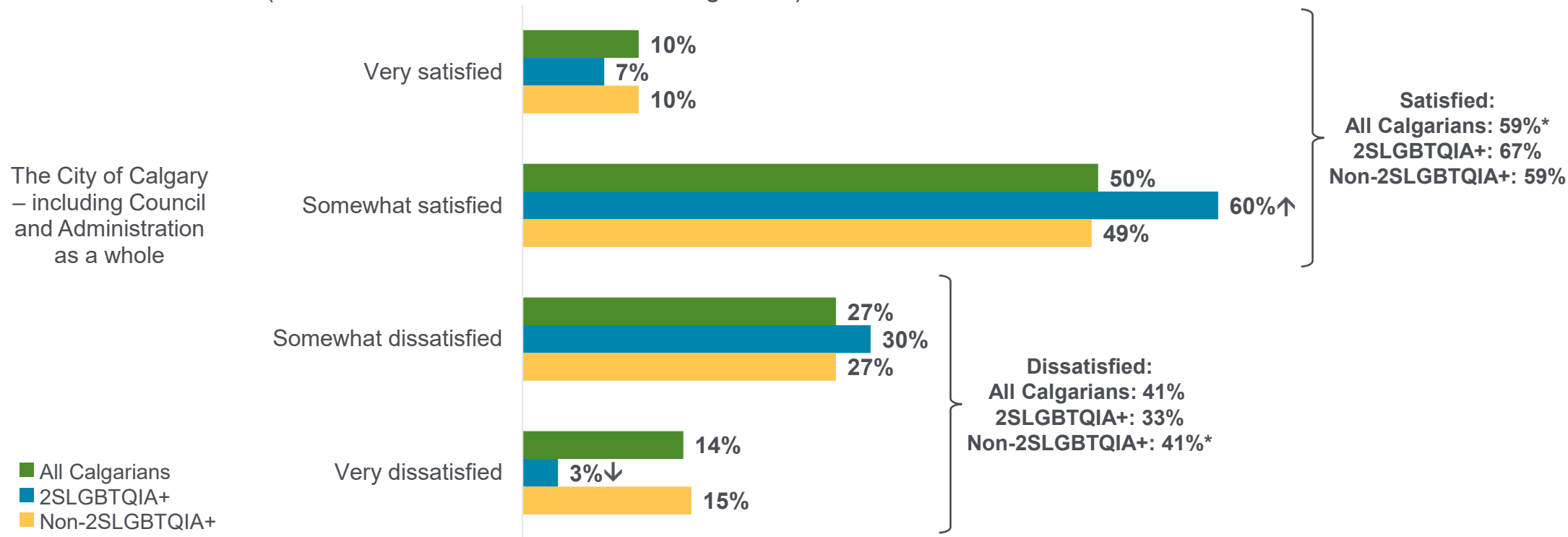
Q. Considering all the things you think are important, how much do you trust or distrust The City of Calgary?  
Base: Valid respondents (All Calgarians n=2,489, 2SLGBTQIA+ n=147, Non-2SLGBTQIA+ n=2,291)

\*Rounding

↑/↓ Statistically higher/lower than comparable subgroup

# Satisfaction with The City as a whole

A small majority (59%) of Calgarians are satisfied with the way The City of Calgary – including Council and Administration as a whole is running the city. Total satisfaction with The City is consistent between 2SLGBTQIA+ Calgarians (67%) and non-2SLGBTQIA+ Calgarians (59%) although the intensity of satisfaction differs between the two groups with a higher proportion of non-2SLGBTQIA+ Calgarians saying they are ‘somewhat’ satisfied (60% vs. 49% non-2SLGBTQIA+ Calgarians).



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

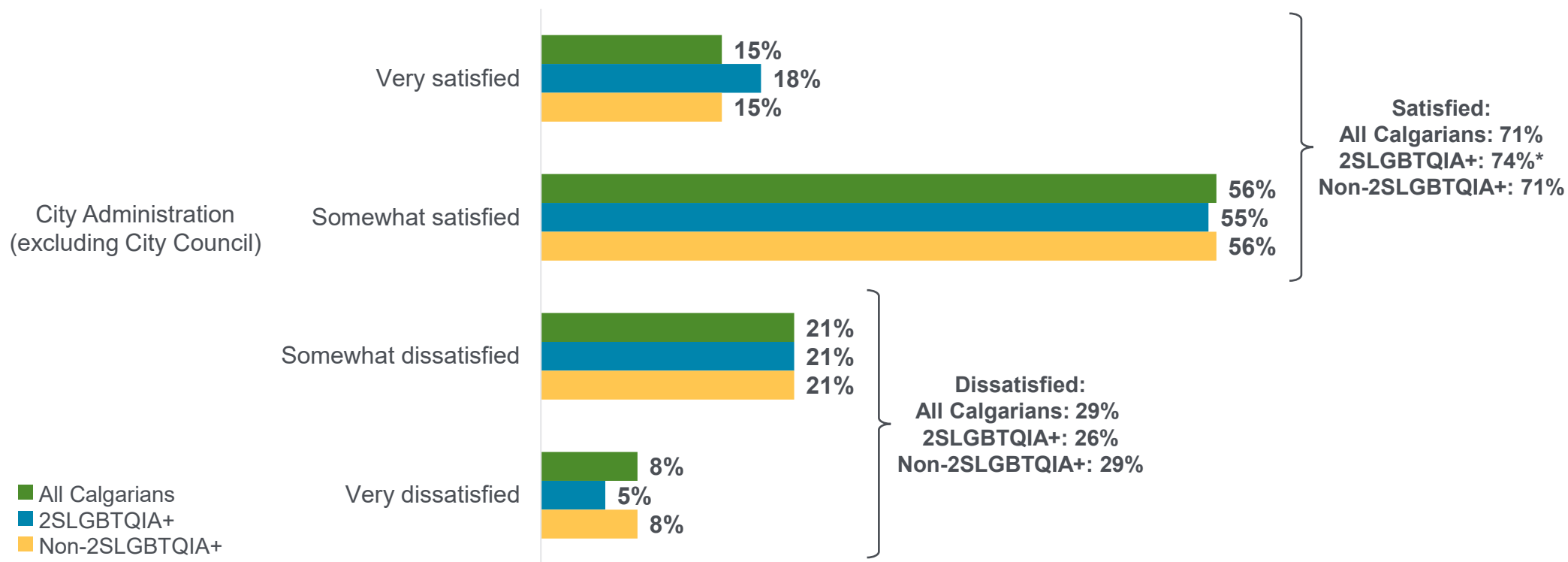
Base: Valid respondents (All Calgarians n=2,487, 2SLGBTQIA+ n=146, Non-2SLGBTQIA+ n=2,292)

\*Rounding

↑/↓ Statistically higher/lower than comparable subgroup

# Satisfaction with City Administration

Seven-in-ten (71%) Calgarians are satisfied with City Administration (excluding City Council). Satisfaction levels are similar between 2SLGBTQIA+ Calgarians (74%) and non-2SLGBTQIA+ Calgarians (71%).



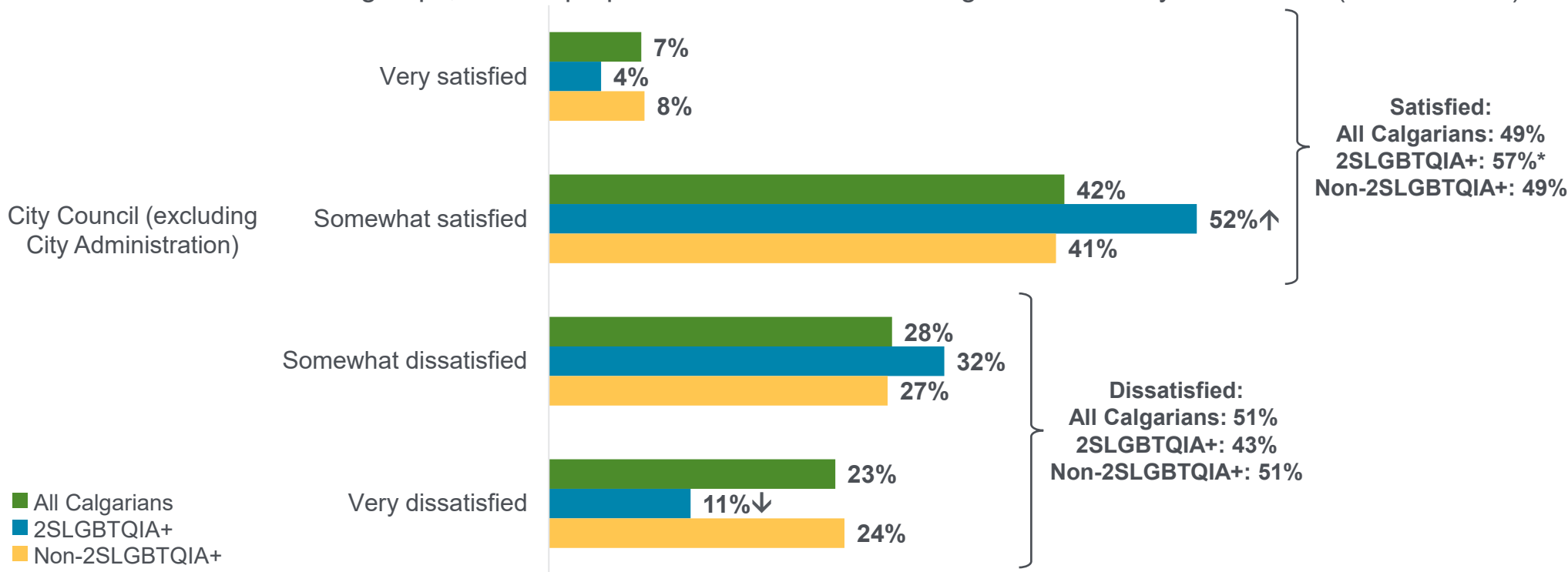
Q. Thinking about Calgary's City Administration, excluding Council, how satisfied or dissatisfied are you with the way City Administration is going about running our city?

Base: Valid respondents (All Calgarians n=2,480, 2SLGBTQIA+ n=145, Non-2SLGBTQIA+ n=2,284)

\*Rounding

# Satisfaction with City Council

One-half (49%) of Calgarians are satisfied with City Council (excluding City Administration). There are no significant differences between 2SLGBTQIA+ Calgarians (57%) and non-2SLGBTQIA+ Calgarians (49%). Although total satisfied ratings are consistent between the two groups, statistically more 2SLGBTQIA+ Calgarians tend to be 'somewhat' satisfied (52% vs 41%, respectively). While total dissatisfaction levels are consistent between the groups, a lower proportion of 2SLGBTQIA+ Calgarians are 'very' dissatisfied (11% vs. 24%).



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

Base: Valid respondents (All Calgarians n=2,485, 2SLGBTQIA+ n=145, Non-2SLGBTQIA+ n=2,289)

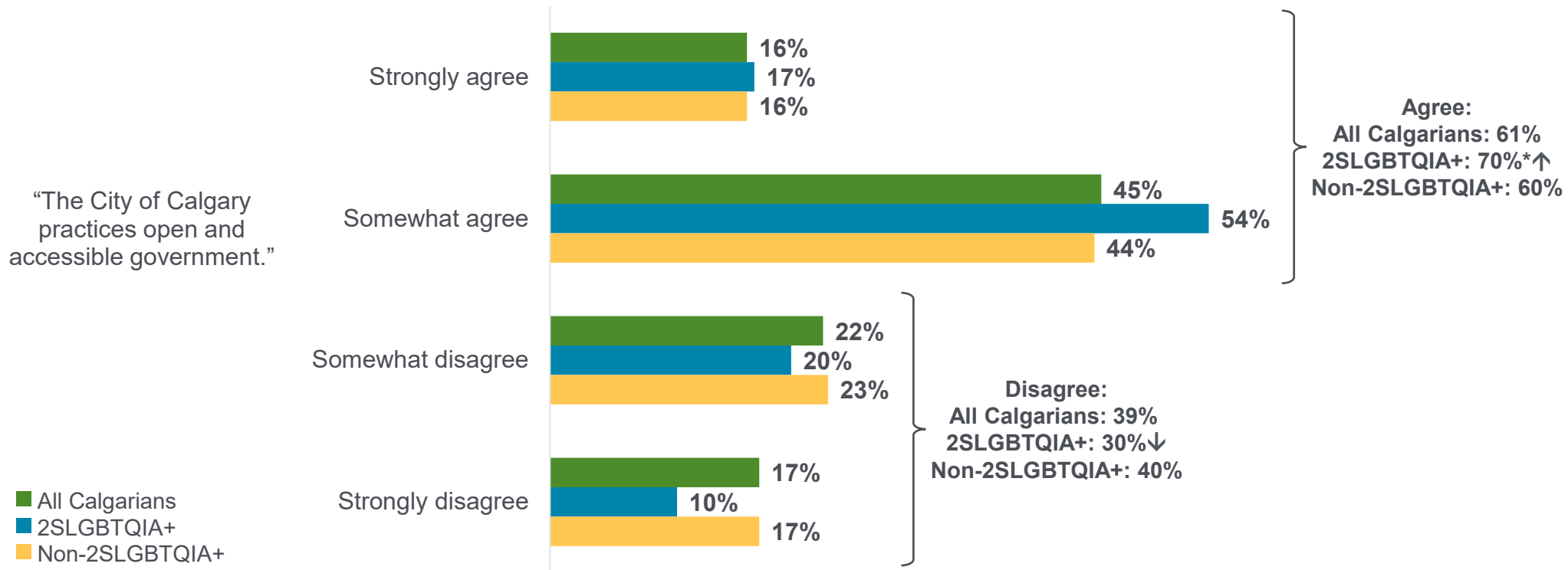
\*Rounding

↑/↓ Statistically higher/lower than comparable subgroup



# The City practices open and accessible government

A majority (61%) of Calgarians agree that The City of Calgary practices open and accessible government. A higher proportion of 2SLGBTQIA+ Calgarians agree (70%) compared to non-2SLGBTQIA+ Calgarians (60%). Conversely, a lower proportion of 2SLGBTQIA+ Calgarians disagree compared to non-2SLGBTQIA+ Calgarians (30% vs. 40%, 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?

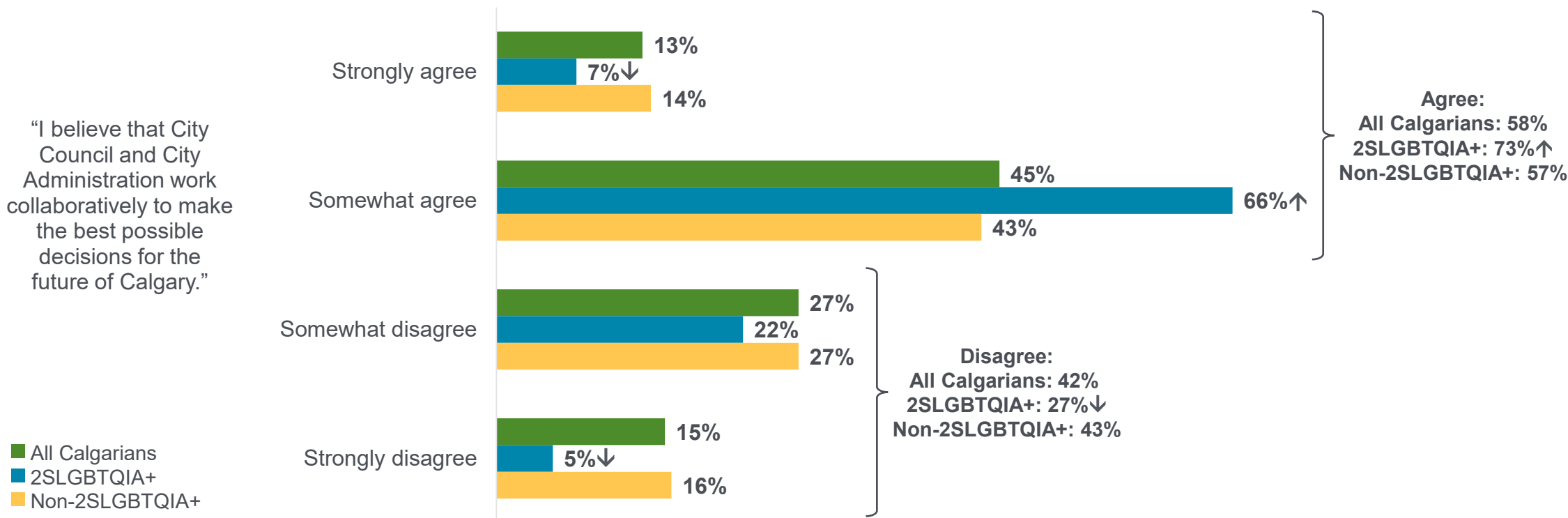
Base: Valid respondents (All Calgarians n=2,465, 2SLGBTQIA+ n=147, Non-2SLGBTQIA+ n=2,266)

\*Rounding

↑/↓ Statistically higher/lower than comparable subgroup

# Council and Administration working collaboratively

Nearly three-fifths (58%) of Calgarians agree that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary. Agreement is higher among 2SLGBTQIA+ Calgarians (73% vs. 57% of non-2SLGBTQIA+ Calgarians), owing to a statistically higher proportion of 2SLGBTQIA+ Calgarians who 'somewhat' agree (66% vs. 43% of non-2SLGBTQIA+ Calgarians).



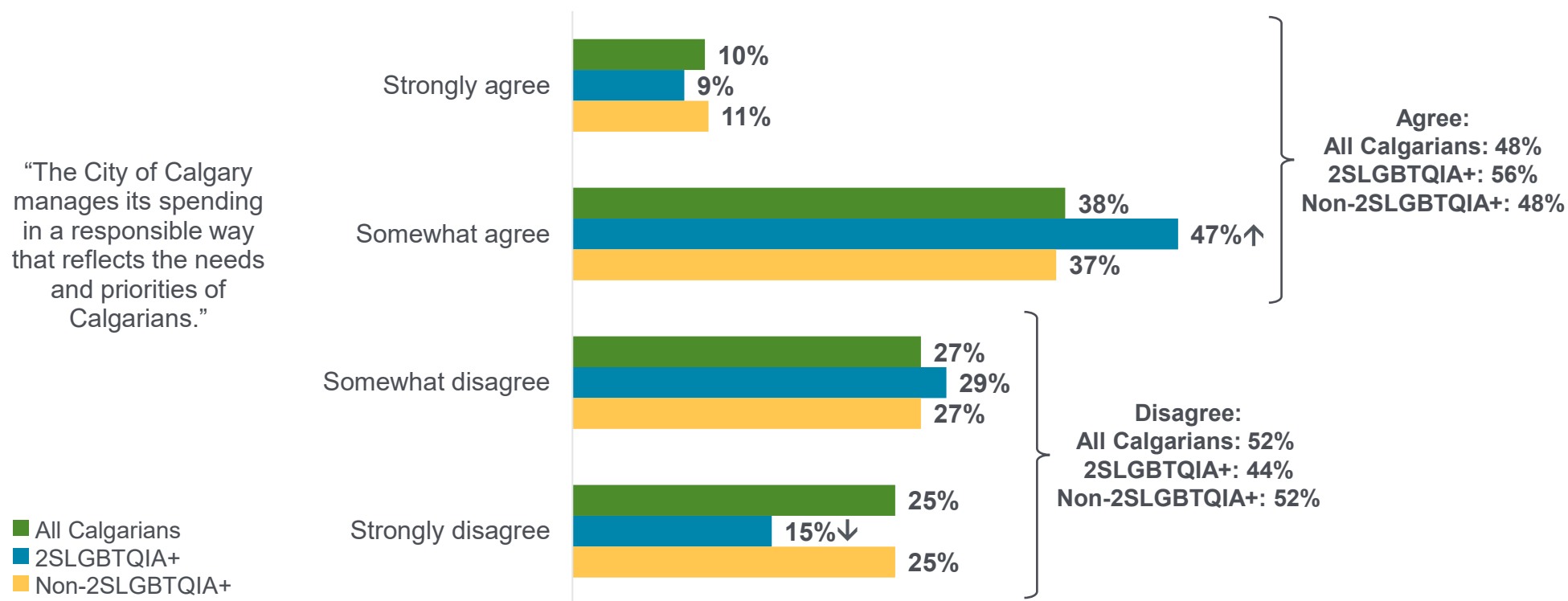
Q. Please tell me if you agree or disagree with each of the following statements?

Base: Valid respondents (All Calgarians n=2,469, 2SLGBTQIA+ n=145, Non-2SLGBTQIA+ n=2,275)

↑/↓ Statistically higher/lower than comparable subgroup

# The City manages its spending responsibly

Nearly one-half (48%) of Calgarians agree that The City of Calgary manages its spending in a responsible way that reflects the needs and priorities of Calgarians. Total agreement is similar between the groups (56% of 2SLGBTQIA+ Calgarians and 48% of non-2SLGBTQIA+) although the degree of agreement differs between the two groups with a higher proportion of 2SLGBTQIA+ Calgarians 'somewhat' agreeing (47% vs. 37%). Also, a lower proportion of 2SLGBTQIA+ Calgarians 'strongly' disagree (15% vs. 25% of non-2SLGBTQIA+).



Q. Please tell me if you agree or disagree with each of the following statements?

Base: Valid respondents (All Calgarians n=2,482, 2SLGBTQIA+ n=146, Non-2SLGBTQIA+ n=2,286)

↑/↓ Statistically higher/lower than comparable subgroup





# Respondent profile



# Respondent profile (1 of 4)

| Gender                  |                |            |                |
|-------------------------|----------------|------------|----------------|
|                         | All Calgarians | 2SLGBTQIA+ | Non-2SLGBTQIA+ |
| Female                  | 50%            | 63%        | 49%            |
| Male                    | 49%            | 27%        | 51%            |
| Prefer to self-describe | 1%             | 9%         | <1%            |

| Age         |                |            |                |
|-------------|----------------|------------|----------------|
|             | All Calgarians | 2SLGBTQIA+ | Non-2SLGBTQIA+ |
| 18 to 24    | 11%            | 27%        | 9%             |
| 25 to 34    | 20%            | 32%        | 19%            |
| 35 to 44    | 17%            | 19%        | 17%            |
| 45 to 54    | 18%            | 12%        | 19%            |
| 55 to 64    | 12%            | 5%         | 12%            |
| 65 or older | 22%            | 6%         | 24%            |

| Children + seniors in household |                |            |                |
|---------------------------------|----------------|------------|----------------|
|                                 | All Calgarians | 2SLGBTQIA+ | Non-2SLGBTQIA+ |
| Yes – children                  | 30%            | 24%        | 30%            |
| Yes – seniors                   | 33%            | 17%        | 35%            |

Base: Valid respondents (bases vary)

| Income                  |                |            |                |
|-------------------------|----------------|------------|----------------|
|                         | All Calgarians | 2SLGBTQIA+ | Non-2SLGBTQIA+ |
| Less than \$60,000      | 23%            | 29%        | 22%            |
| \$60,000 to <\$120,000  | 34%            | 36%        | 34%            |
| \$120,000 to <\$200,000 | 25%            | 27%        | 24%            |
| \$200,000 and over      | 18%            | 8%         | 19%            |

| Education                                     |                |            |                |
|---|----------------|------------|----------------|
|   | All Calgarians | 2SLGBTQIA+ | Non-2SLGBTQIA+ |
| Less than high school                         | 2%             | 2%         | 2%             |
| High school or equivalent                     | 19%            | 30%        | 18%            |
| Apprenticeship or trades diploma/certificate  | 6%             | 4%         | 6%             |
| College or non-university diploma/certificate | 17%            | 18%        | 17%            |
| University degree/diploma/certificate         | 56%            | 46%        | 57%            |

# Respondent profile (2 of 4)

| Employment status^                               |                |            |                |
|--|----------------|------------|----------------|
|  | All Calgarians | 2SLGBTQIA+ | Non-2SLGBTQIA+ |
| Full time employed or self employed              | 53%            | 49%        | 53%            |
| Part time employed or self-employed              | 12%            | 19%        | 11%            |
| Retired  | 21%            | 6%         | 23%            |
| Looking after home and/or family                 | 2%             | 1%         | 2%             |
| Unable to work because of sickness or disability | 2%             | 5%         | 2%             |
| Unemployed                                       | 6%             | 6%         | 6%             |
| Doing unpaid or voluntary work                   | 1%             | 5%         | 1%             |
| Student  | 7%             | 17%        | 6%             |
| Other  | <1%            | 0%         | <1%            |

| Business owner/operator<br>Base: In workforce (n=1,407; n=95; n=1,287) |                |            |                |
|--|----------------|------------|----------------|
|  | All Calgarians | 2SLGBTQIA+ | Non-2SLGBTQIA+ |
| Own and operate a business   | 17%            | 10%        | 18%            |
| Own a business   | 3%             | 0%         | 3%             |
| Operate a business   | 2%             | 3%         | 1%             |
| No   | 79%            | 87%        | 78%            |

| Household size |                |            |                |
|----------------|----------------|------------|----------------|
|                | All Calgarians | 2SLGBTQIA+ | Non-2SLGBTQIA+ |
| 1              | 14%            | 16%        | 14%            |
| 2              | 34%            | 31%        | 34%            |
| 3              | 17%            | 22%        | 17%            |
| 4              | 20%            | 14%        | 20%            |
| 5              | 9%             | 9%         | 9%             |
| 6 or more      | 7%             | 9%         | 6%             |
| MEAN           | 3.0            | 3.1        | 3.0            |

Base: Valid respondents (bases vary)

^ Multiple responses allowed

## Respondent profile (3 of 4)

| Quadrant  |                |            |                |
|-----------|----------------|------------|----------------|
|           | All Calgarians | 2SLGBTQIA+ | Non-2SLGBTQIA+ |
| Southwest | 29%            | 27%        | 29%            |
| Southeast | 23%            | 29%        | 23%            |
| Northwest | 29%            | 24%        | 29%            |
| Northeast | 19%            | 20%        | 19%            |

| Own or rent |                |            |                |
|-------------|----------------|------------|----------------|
|             | All Calgarians | 2SLGBTQIA+ | Non-2SLGBTQIA+ |
| Own         | 68%            | 35%        | 71%            |
| Rent        | 27%            | 54%        | 25%            |
| Other       | 5%             | 11%        | 4%             |

| Responsible for property taxes or rent |                |            |                |
|--|----------------|------------|----------------|
|  | All Calgarians | 2SLGBTQIA+ | Non-2SLGBTQIA+ |
| Yes                                    | 85%            | 72%        | 87%            |
| No                                     | 15%            | 28%        | 13%            |

| Tenure in Calgary |                |            |                |
|-------------------|----------------|------------|----------------|
|                   | All Calgarians | 2SLGBTQIA+ | Non-2SLGBTQIA+ |
| Less than 5 years | 11%            | 13%        | 11%            |
| 5 to <10 years    | 6%             | 5%         | 7%             |
| 10 to <15 years   | 8%             | 14%        | 7%             |
| 15 to <20 years   | 9%             | 10%        | 9%             |
| 20 to <30 years   | 23%            | 33%        | 22%            |
| 30 to <40 years   | 15%            | 13%        | 15%            |
| 40 or more        | 28%            | 11%        | 30%            |
| MEAN              | 28.3           | 22.2       | 28.7           |

| 2SLGBTQIA+ |                |            |                |
|------------|----------------|------------|----------------|
|            | All Calgarians | 2SLGBTQIA+ | Non-2SLGBTQIA+ |
| Yes        | 9%             | 100%       | 0%             |
| No         | 91%            | 0%         | 100%           |

Base: Valid respondents (bases vary)

# Respondent profile (4 of 4)

## Indigenous identity^

|                               | All Calgarians | 2SLGBTQIA+ | Non-2SLGBTQIA+ |
|-------------------------------|----------------|------------|----------------|
| Yes – First Nations           | 1%             | <1%        | 1%             |
| Yes – Metis                   | 2%             | 5%         | 2%             |
| Yes – Inuit                   | <1%            | 1%         | <1%            |
| Yes – Prefer to self-describe | <1%            | 1%         | <1%            |
| Other                         | <1%            | 1%         | <1%            |
| No                            | 96%            | 93%        | 97%            |

## Disability in household^

|                               | All Calgarians | 2SLGBTQIA+ | Non-2SLGBTQIA+ |
|-------------------------------|----------------|------------|----------------|
| Yes – myself                  | 12%            | 25%        | 10%            |
| Yes – someone in my household | 13%            | 19%        | 12%            |
| No                            | 78%            | 66%        | 80%            |

## Born in Canada

|     | All Calgarians | 2SLGBTQIA+ | Non-2SLGBTQIA+ |
|-----|----------------|------------|----------------|
| Yes | 67%            | 73%        | 66%            |
| No  | 33%            | 27%        | 34%            |

## Date of arrival in Canada

Base: Not born in Canada (n=755; n=36; n=706)

|                         | All Calgarians | 2SLGBTQIA+ | Non-2SLGBTQIA+ |
|-------------------------|----------------|------------|----------------|
| Within the past 5 years | 26%            | 25%        | 26%            |
| More than 5 years ago   | 74%            | 75%        | 74%            |

## Racialized

|                         | All Calgarians | 2SLGBTQIA+ | Non-2SLGBTQIA+ |
|-------------------------|----------------|------------|----------------|
| Yes                     | 29%            | 25%        | 29%            |
| No                      | 70%            | 73%        | 70%            |
| Prefer to self-describe | 1%             | 2%         | 1%             |

Base: Valid respondents (bases vary)

^ Multiple responses allowed





# Contact

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