



Calgary



# Equity-deserving communities Gender

Analysis of the 2023 Spring Survey of Calgarians  
December 2023

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# Table of contents

Background and methodology	4
Key findings	6
Detailed findings	11
Quality of life	12
Inclusivity	19
Green Line LRT	23
The environment	27
Service equity	31
Taxation	45
Customer service	48
Input from Calgarians	54
Reputation and performance	60
Respondent profile	67





# Background and methodology

Telephone survey conducted with a randomly-selected sample of 2,502 Calgarians aged 18 years and older between March 2 and March 26, 2023.

- Both cell phone (60%) and landline (40%) sample were used.
  - The average interview length was 29 minutes.
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Final data were weighted to ensure the overall sample's quadrant, ward, and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2019 Municipal and 2021 Federal Census data.

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The margin of error (MOE) for the total sample of 2,502 is  $\pm 2.0$  percentage points, 19 times out of 20. The margin of error for the females sub-group of 1,246 is  $\pm 3.01$  percentage points, 19 times out of 20, and the margin of error for the males sub-group of 1,229 is  $\pm 2.79$  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.

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Not all questions asked within the Spring Survey of Calgarians are represented within this report. Results are compared between females and males subgroups. Statistically significant differences are noted throughout the report:

- $\uparrow$  indicates number is significantly higher than the other group.
- $\downarrow$  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.



# 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 would like to better understand the perspective of equity-deserving communities through the lens of the annual Spring and Fall Surveys of Calgarians. The data in this report are from the most recent (2023) Spring Survey of Calgarians, focusing on demographics of interest, specifically those that differentiate equity-deserving communities. Both seasonal surveys are conducted in English to manage time and cost restraints. The City acknowledges the ability to speak English may be a barrier for potential participants. Inclusion in all EDC groups is based on self-reported demographic data captured within the general population survey.

This is one report in an overall set of nine reports on Equity-Deserving Communities. Each report focuses on a different EDC. The EDCs, and the demographic variables used to categorize EDCs, are as follows, with the EDC category noted in bold text:

Gender:

- Male
- **Female**

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

Seniors:

- 18 to 64 years old
- **65 years old or older**

Young Adults:

- **18 to 24 years old**
- 25 years or older

Household Income:

- **< \$60,000**
- \$60,000+

Note: self-reported pre-tax annual household income

Disability:

- **Yes**
- No

Note: “Yes” includes respondents with a disability as well as respondents who have a family member with a disability; respondents were not asked to identify the specific disability/disabilities

2SLGBTQIA+:

- **2SLGBTQIA+**
- Non-2SLGBTQIA+

Racialized People:

- **Yes**
- No

Born in Canada:

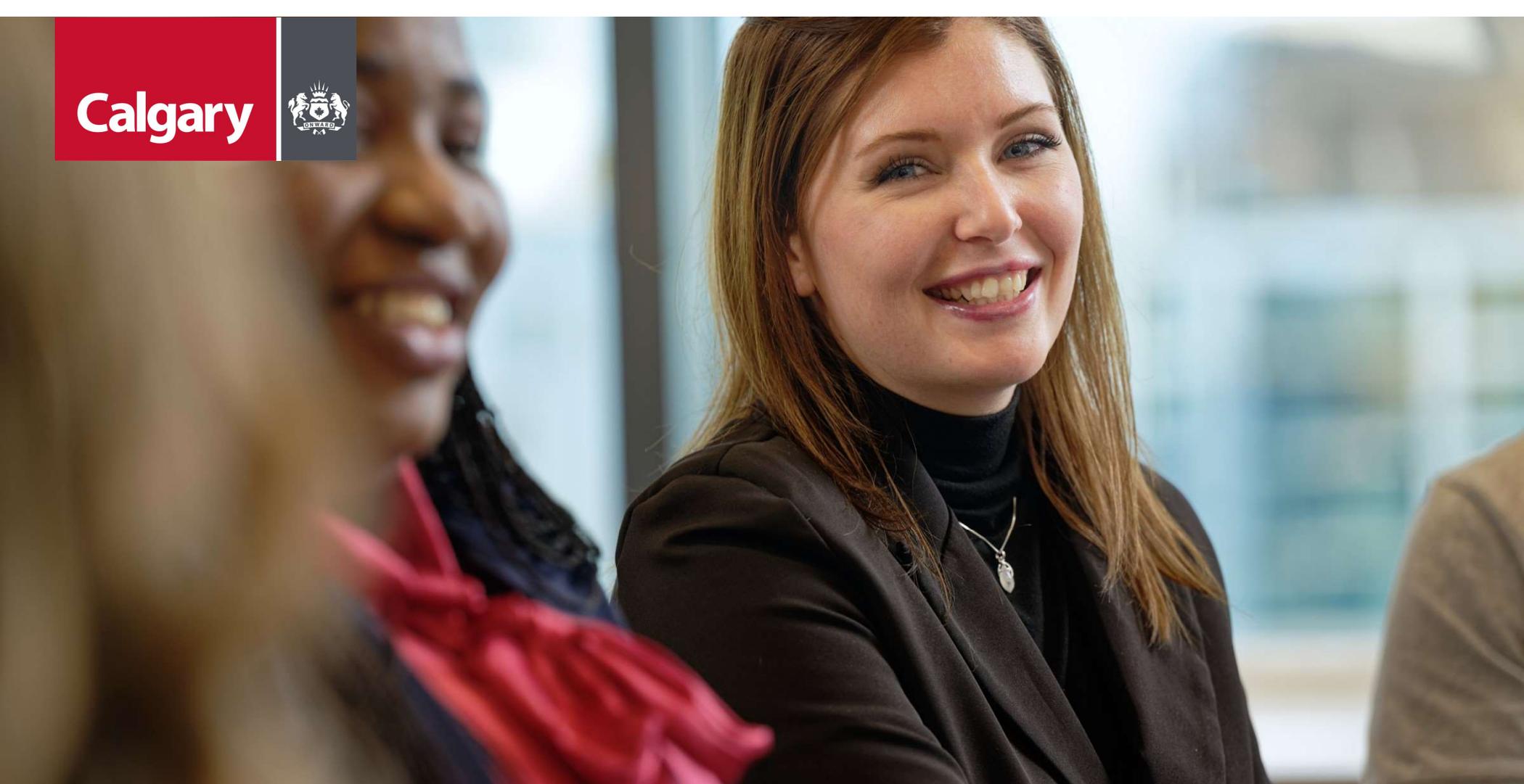
- Born in Canada
- **Born outside Canada**

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

Indigenous:

- **Indigenous**
- Non-Indigenous

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



# Key findings



# Key findings

## Quality of life

**While the overall quality of life ratings are consistent among genders, females are slightly less optimistic in certain areas.**

- Females are more likely than males to feel that the quality of life has worsened in the last three years (53% vs. 44%) but are more optimistic and likely to agree than males that Calgary is on the right track to be a better city in 10 years (80% vs. 75%).
- Females are less likely to agree than males that Calgary is a great place to make a living (70% vs. 76%).
- Nearly four-fifths (78%) of Calgarians rate the quality of life as 'good', with no significant differences between genders (77% female vs. 80% male).

## Inclusivity

**Across all areas, female Calgarians are less likely to perceive The City of Calgary to be inclusive.**

- Females are less likely than males to agree that The City strives to create a city that is equally accessible for all Calgarians (55% vs. 66%), that The City fosters a city that is inclusive and accepting of all (66% vs. 73%), and that it delivers programs and services that remove barriers to participation for Calgarians who need it most (49% vs. 56%).

## Green Line LRT

**Female Calgarians tend to rate the Green Line LRT as more important all around than males.**

- Female Calgarians are more likely to rate both the Green Line LRT as an important addition to the transportation network (92% vs. 89%) and the Green Line LRT as important to the future of Calgary (93% vs. 91%) than are males.
- Females are also more likely to agree that the Green Line LRT will enable Calgarians to be better connected to people, places and services (93% vs. 90%) than are males.



# Key findings

## The environment

**Overall, female and male Calgarians have similar views on aspects of Calgary's environment.**

- While there are no significant differences between gender in ratings of the overall state of the environment, females are less likely than males to rate the state of the environment as 'very good' (32% vs. 41%) and more likely to rate it as 'good' (62% vs. 53%).
- Similarly, females are more likely to be 'somewhat satisfied' (60% vs. 54%) and less likely to be 'very satisfied' (24% vs. 31%) with the job The City is doing to protect the environment compared to males.
- Satisfaction with City programs and services aimed to reduce Calgarians' environmental impact are similar between females (78%) and males (79%), but females are less likely to be 'not at all satisfied' than are males (4% vs. 6%)

## Service equity

**There are no differences between groups in overall satisfaction with with programs and services.**

- Two-thirds (67%) of Calgarians are satisfied with the level and quality of services and programs, with no significant differences between females or males (67% vs. 68%).
- When looking at individual services, females are less satisfied than males with wastewater collection and treatment (92% vs. 96%), Calgary Fire Department emergency response (91% vs. 96%), Waste and Recycling services (83% vs. 90%), and social services (80% vs. 87%). Females are more likely to be satisfied with a handful of services including arts and culture and city planning and policy.
- In terms of investment, female Calgarians are less likely to want The City to 'invest more' than males in economic development and tourism (30% vs. 40%), developmental approvals (27% vs. 36%) and land development and sales (20% vs. 34%). Females are more likely to want more investment on a number of services, including community strategy services (49% vs. 37%), bylaw services (43% vs. 34%) and Calgary 9-1-1 (74% vs. 60%).



# Key findings

## Service equity (continued)

- Females are more likely to want The City to ‘invest less’ in land development and sales when compared to males (20% vs. 13%). Conversely, they are less likely than males to want The City to ‘invest less’ in programs and services such as property tax assessment, citizen engagement and research, bylaw services, business licensing, library services, city communications, waste and recycling services and urban forestry.

## Taxation

### Female Calgarians feel they receive ‘good’ value for their property tax dollars.

- Females are more likely than males to indicate that the value they receive from their municipal tax dollars is ‘good’ (55% vs. 49%) and less likely to rate the value as ‘poor’ (16% vs. 22%).
- There are no significant differences between genders in wanting to increase taxes (55% females vs. 54% males) or cut services (39% females vs. 40% males).

## Customer service

### Female Calgarians generally agree at similar rates as males when it comes to customer service.

- There are no significant differences between female and male Calgarians’ agreement toward The City responding quickly to requests and concerns (66% vs. 65%) and The City meeting their customer service expectations (78% vs. 78%).
- Females are more likely than males to agree that The City of Calgary makes customer service a priority (73% vs 69%).
- While overall ratings between females and males are similar for the quality of customer service being consistently high (73% vs. 71%), females are less likely to ‘strongly disagree’ (6% vs. 9%). Similarly, females are less likely to rate city communications in the past six months as ‘very poor’ (5% vs. 8% males).



# Key findings

## Input from Calgarians

### Calgarians identifying as female agree at similar rates as males on aspects of input from Calgarians.

- Female and male Calgarians agree at similar rates for The City allowing meaningful input from Calgarians (65% vs. 61%), using input from Calgarians (67% vs. 64%), having enough opportunities for input (63% vs. 63%), and confidence that The City is working to improve including Calgarian input (70% vs. 66%).
  - Females are less likely to 'strongly disagree' than males when it comes to The City working to improve including Calgarian input (8% vs. 11%).
- The only area where females and males differ is agreement on whether The City practices open and accessible government. Female Calgarians are more likely to agree overall than male Calgarians (72% vs. 68%)

## Reputation and Performance

### Female Calgarians trust The City at similar rates as males but are more likely to be satisfied with some areas of City government.

- Females and males trust The City at similar rates (50% vs. 47%), with no significant differences. Females are less likely to 'distrust a great deal' than males (7% vs. 10%).
- Calgarian females are more likely than Calgarian males to be satisfied with both The City as a whole (75% vs. 67%) and City Council (63% vs. 57%). There are no significant differences in general satisfaction with City Administration (79% female vs. 75% male), however, females are less likely to say they are 'not at all satisfied' (4% vs. 6%).
- Perceptions of responsible spending and working collaboratively to make the best decisions for the future of Calgary by The City are generally agreed upon at similar rates (spending; 61% females vs 56% males, collaboration; 70% females vs. 67% males, respectively).



# Detailed findings

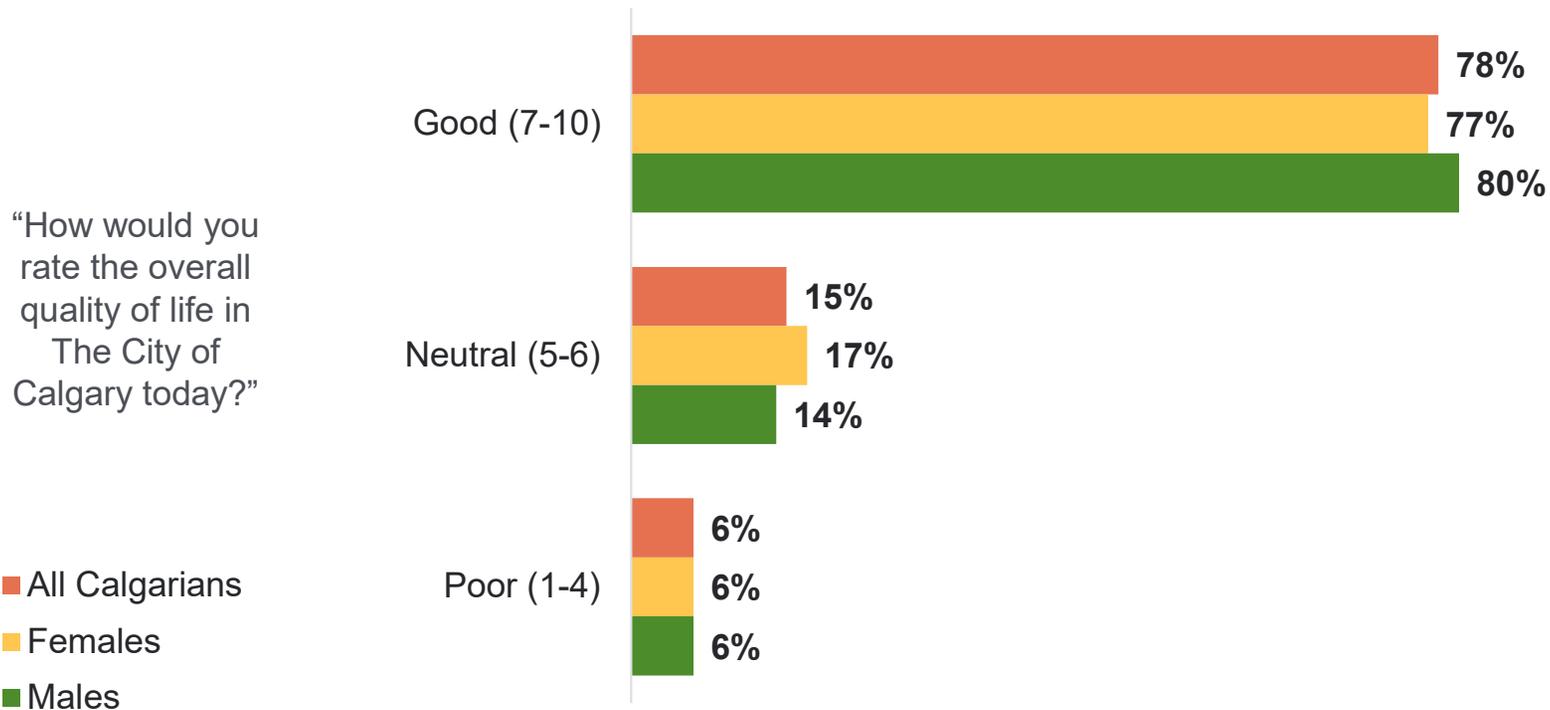


# Quality of life



# Overall quality of life in Calgary – Females

The majority of Calgarians rate the overall quality of life in The City of Calgary as ‘good’, with no major differences between female and male Calgarians (77% vs. 80%).



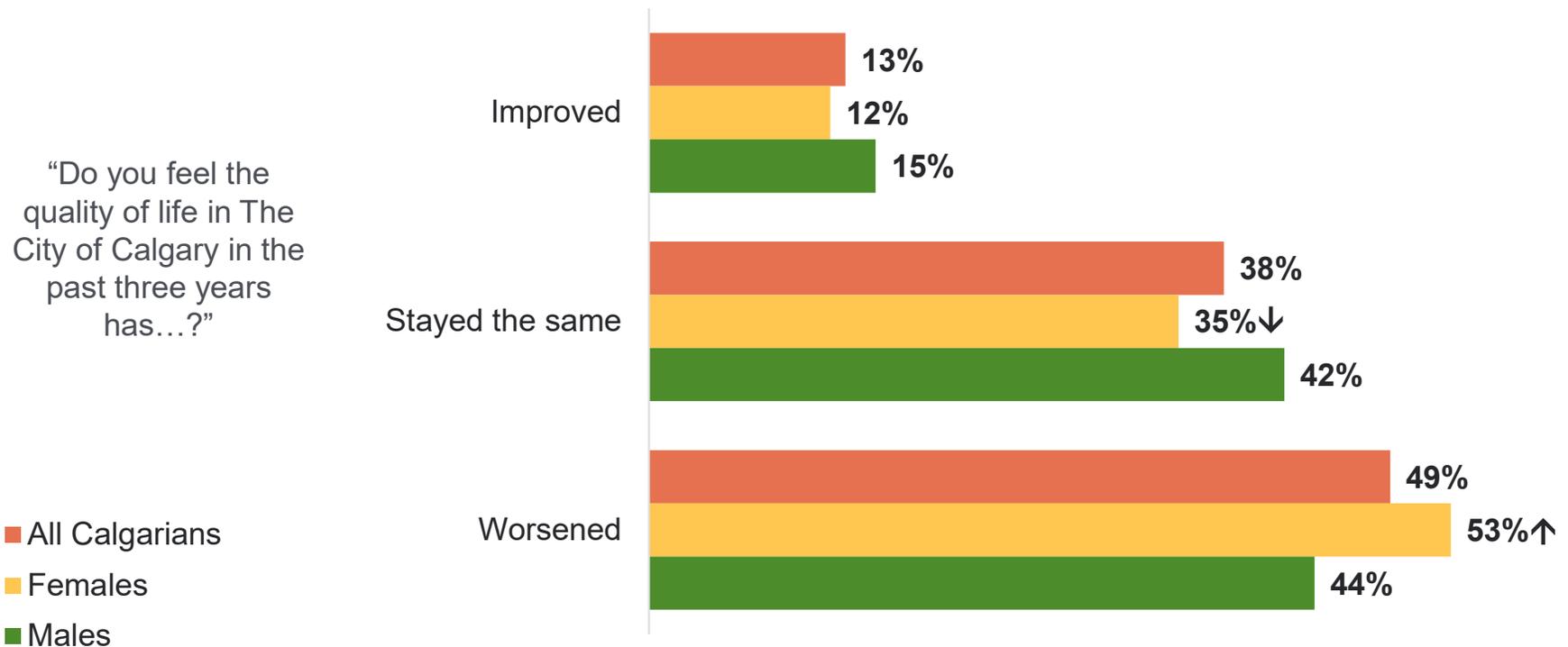
Q. On a scale of “1” to “10” where “1” is “very poor” and “10” is “very good” how would you rate the overall quality of life in The City of Calgary today?

Base: Valid respondents (All Calgarians, n=2,500; Females, n=1,245; Males, n=1,228)



# Perceived change in quality of life – Females

Female Calgarians are significantly more likely to indicate that the quality of life has worsened in the past three years than male Calgarians (53% vs. 44%). Females are also less likely to say that the quality of life has stayed the same when comparing to males (35% vs. 42%).



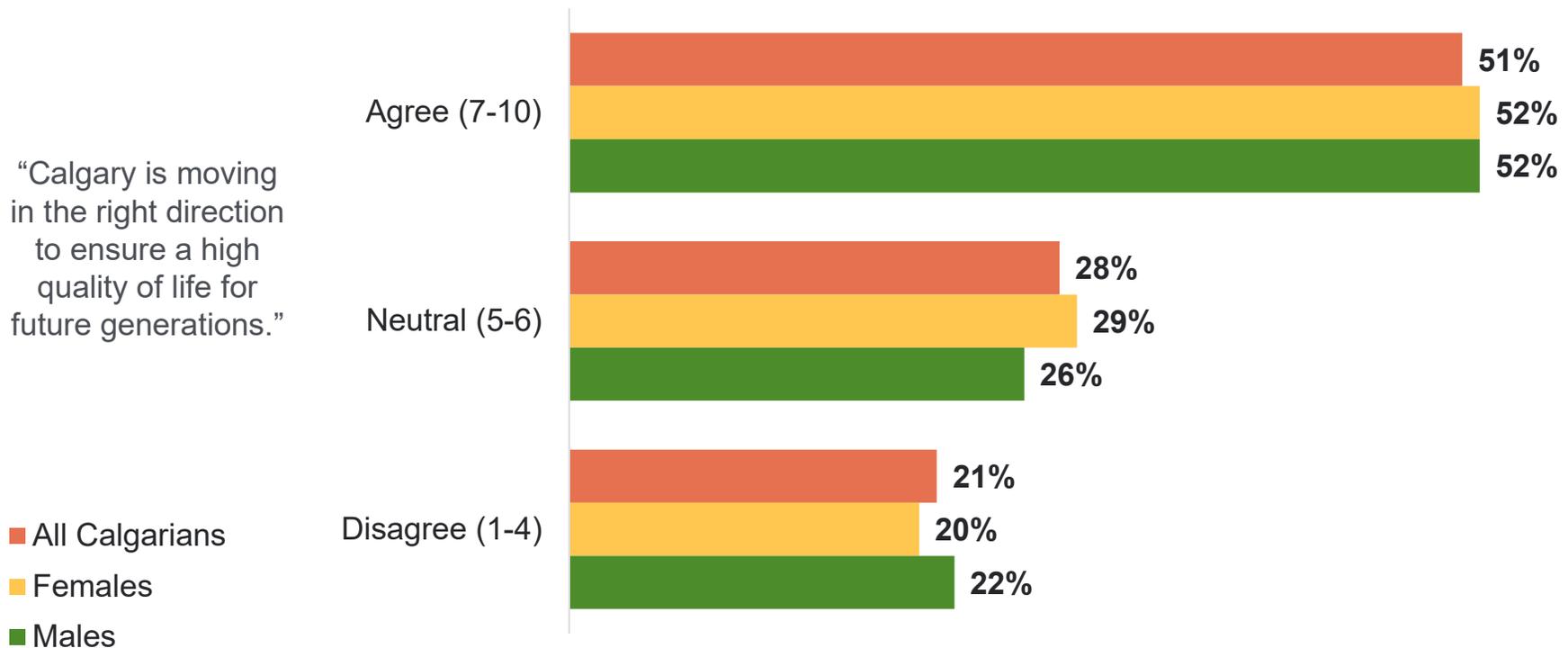
Q. Do you feel that the quality of life in The City of Calgary in the past three years has ...?  
 Base: Valid respondents (All Calgarians, n=2,465; Females, n=1,226; Males, n=1,212)

↑ Statistically higher than subgroup  
 ↓ Statistically lower than subgroup



# Moving in the right direction – Females

Half of Calgarians (51%) agree that Calgary is moving in the right direction to ensure a high quality of life for future generations. There are no differences between female and male Calgarians (52% vs. 52%).



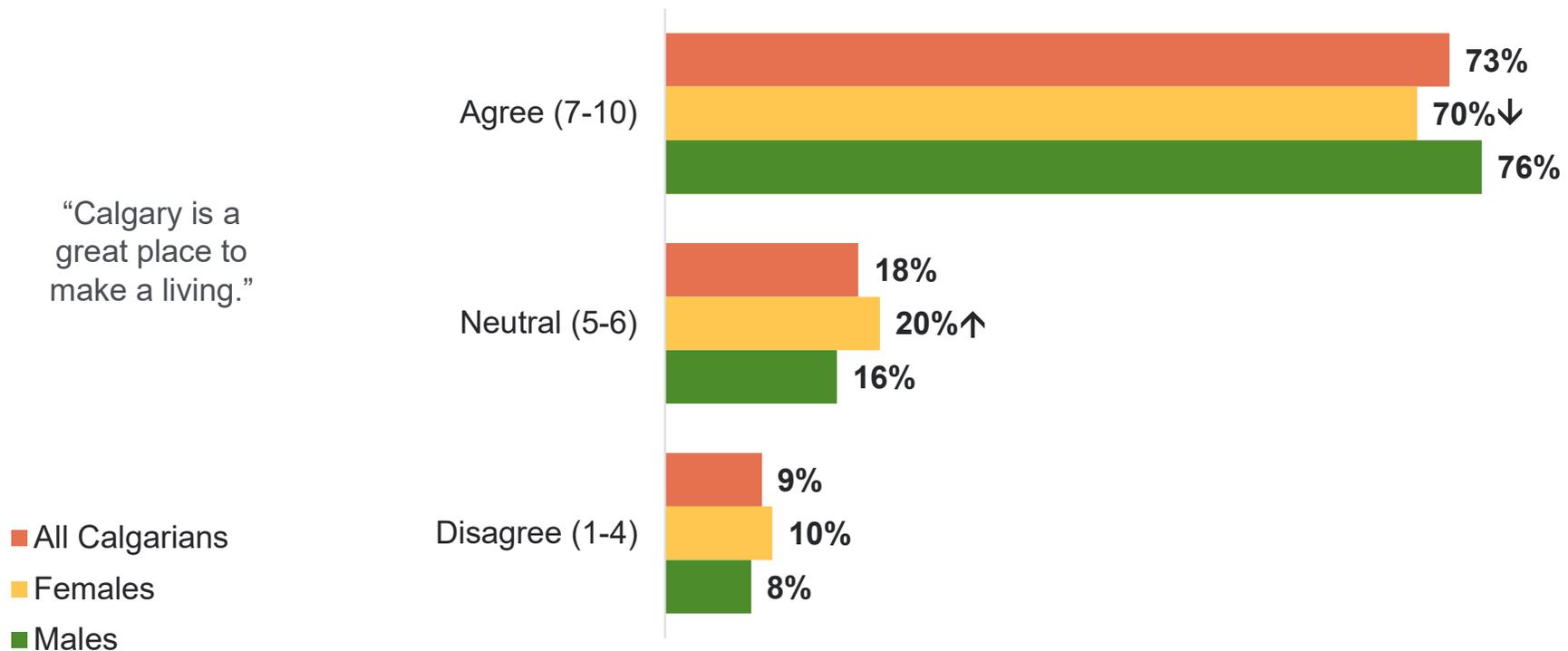
Q. Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each statement using a scale from "1" to "10", where "1" is "completely disagree" and "10" is "completely agree".

Base: Valid respondents (All Calgarians, n=2,490; Females, n=1,237; Males, n=1,226)



# Great place to make a living – Females

Female Calgarians are less likely than male Calgarians to agree that Calgary is a great place to make a living (70% vs. 76%). They are also more likely be neutral than males (20% vs. 16%).



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 statement using a scale from “1” to “10”, where “1” is “completely disagree” and “10” is “completely agree”.

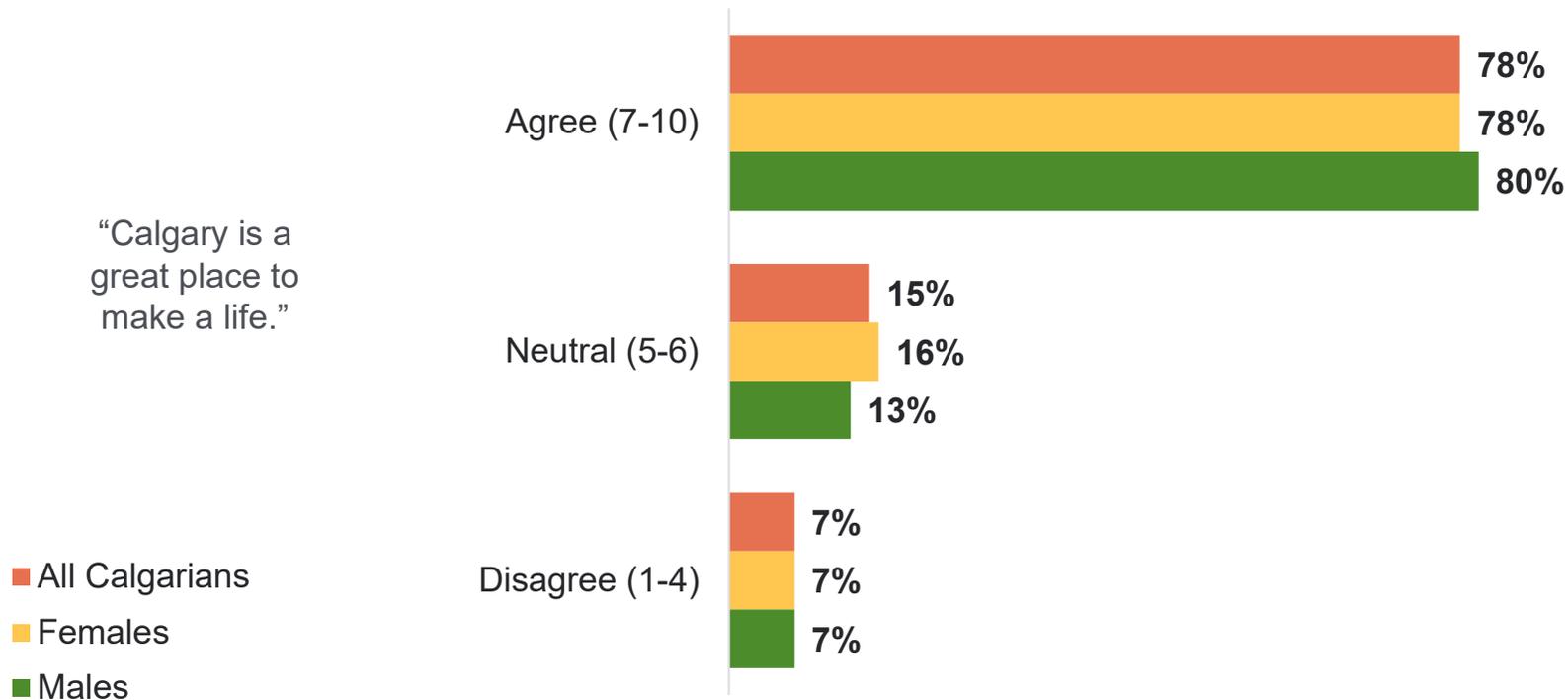
Base: Valid respondents (All Calgarians, n=2,497; Females, n=1,226; Males, n=1,224)

↑ Statistically higher than subgroup  
 ↓ Statistically lower than subgroup



# Great place to make a life – Females

Nearly four-fifths of Calgarians (78%) agree that Calgary is a great place to make a life, with no significant differences between female (78%) or male (80%) 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 statement using a scale from “1” to “10”, where “1” is “completely disagree” and “10” is “completely agree”.

Base: Valid respondents (All Calgarians, n=2,502 Females, n=1,246; Males, n=1,229)

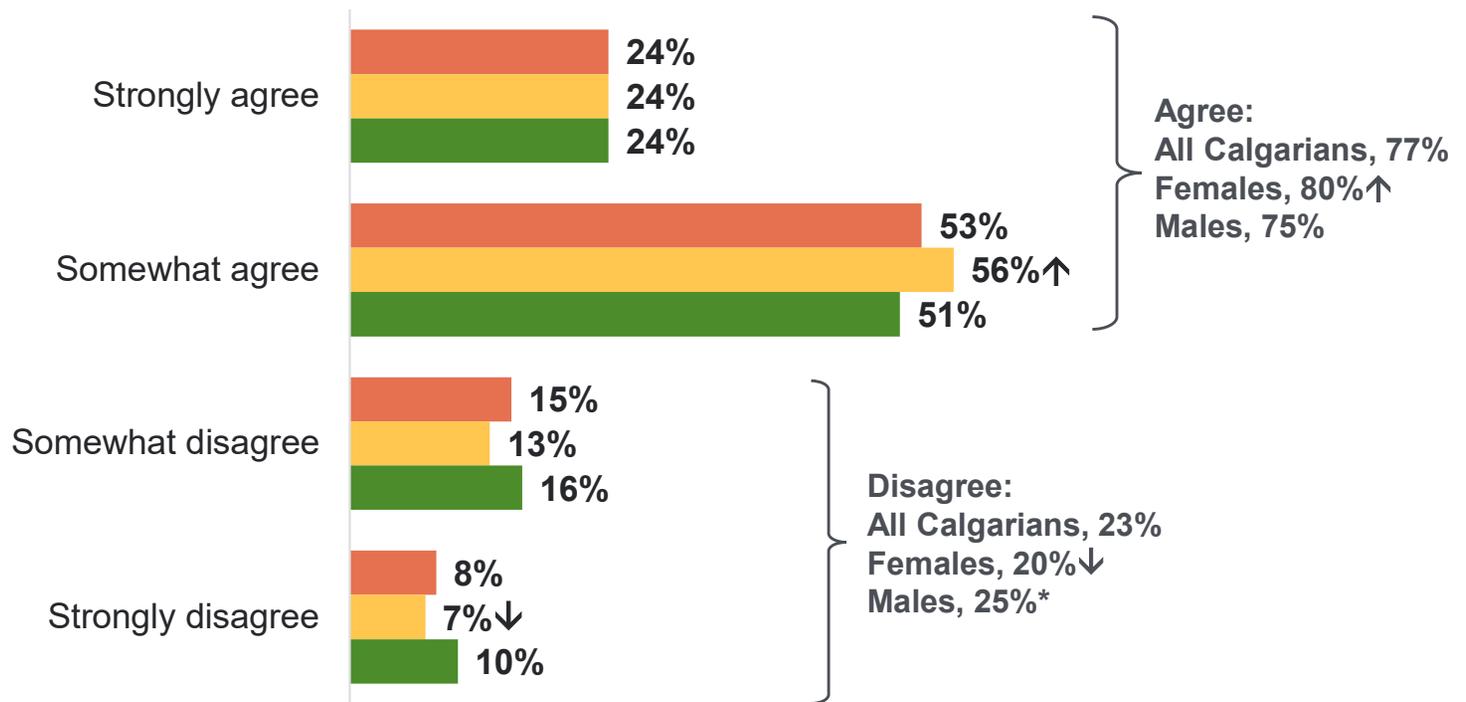


# On track to be a better city – Females

Compared to male Calgarians, females are more likely to agree (80% vs. 75%) and less likely to disagree (20% vs. 25%) that Calgary is on the right track to be a better city 10 years from now. Female Calgarians are also less likely to ‘strongly disagree’ (7% vs. 10%)

“Calgary is on the right track to be a better city 10 years from now.”

- All Calgarians
- Females
- Males



Q. There are challenges facing The City of Calgary today, but also success stories. Do you agree or disagree that . . .?

Base: Valid respondents (All Calgarians, n=2,487; Females, n=1,236; Males, n=1,224)

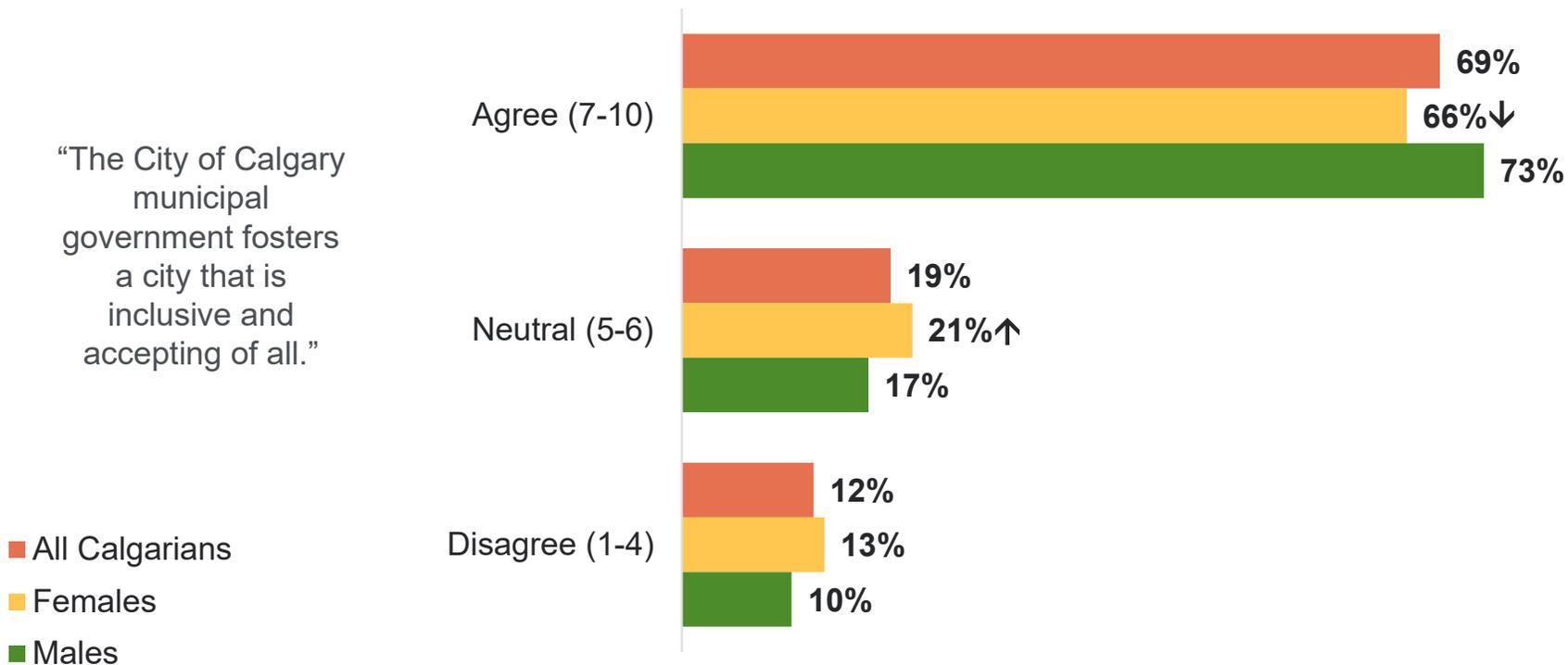
\*Rounding  
 ↑Statistically higher than subgroup  
 ↓Statistically lower than subgroup



# Inclusivity

# Perceptions of inclusion – Females

Calgarians who identify as female are less likely to agree than those who identify as male that The City of Calgary municipal government fosters a city that is inclusive and accepting of all (66% vs. 73%).



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 statement using a scale from “1” to “10”, where “1” is “completely disagree” and “10” is “completely agree”.

Base: Valid respondents (All Calgarians, n=2,473; Females, n=1,228; Males, n=1,219)

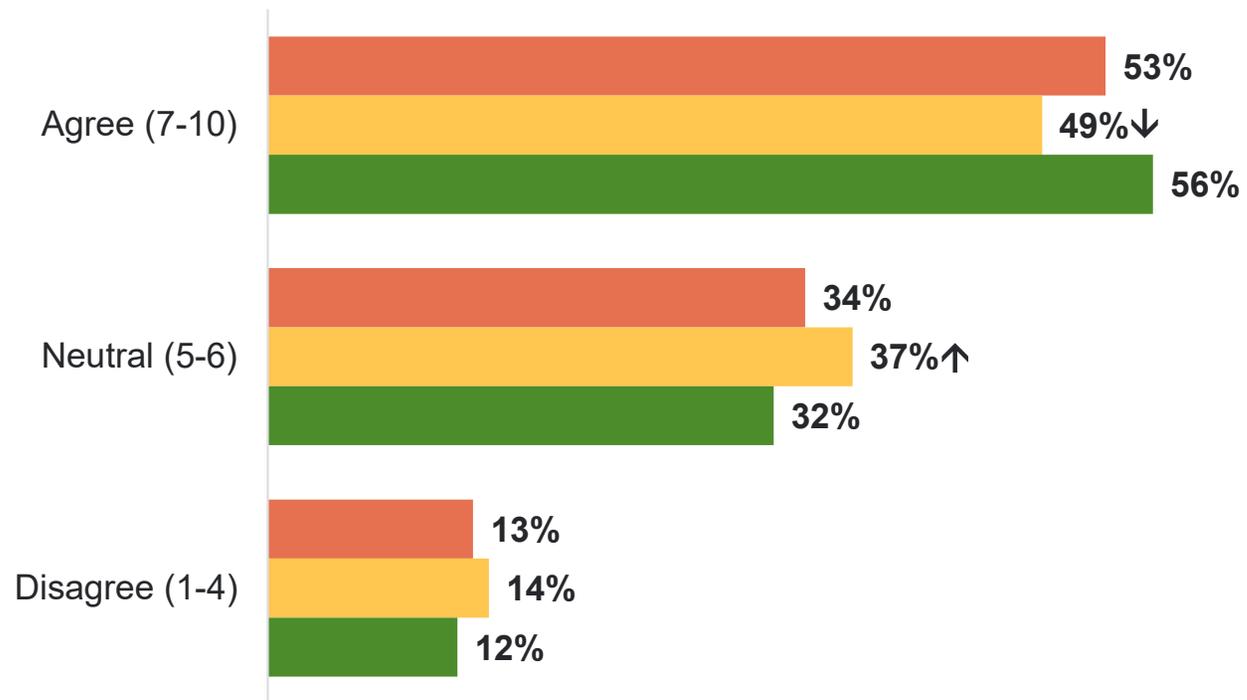
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# Removes barriers to participation – Females

Calgarian females are significantly less likely than males to agree that The City of Calgary delivers programs and services that remove barriers to participation for Calgarians who need it most (49% vs. 56%)

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

- All Calgarians
- Females
- Males



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 statement using a scale from “1” to “10”, where “1” is “completely disagree” and “10” is “completely agree”.

Base: Valid respondents (All Calgarians, n=2,431; Females, n= 1,211; Males, n= 1,194)

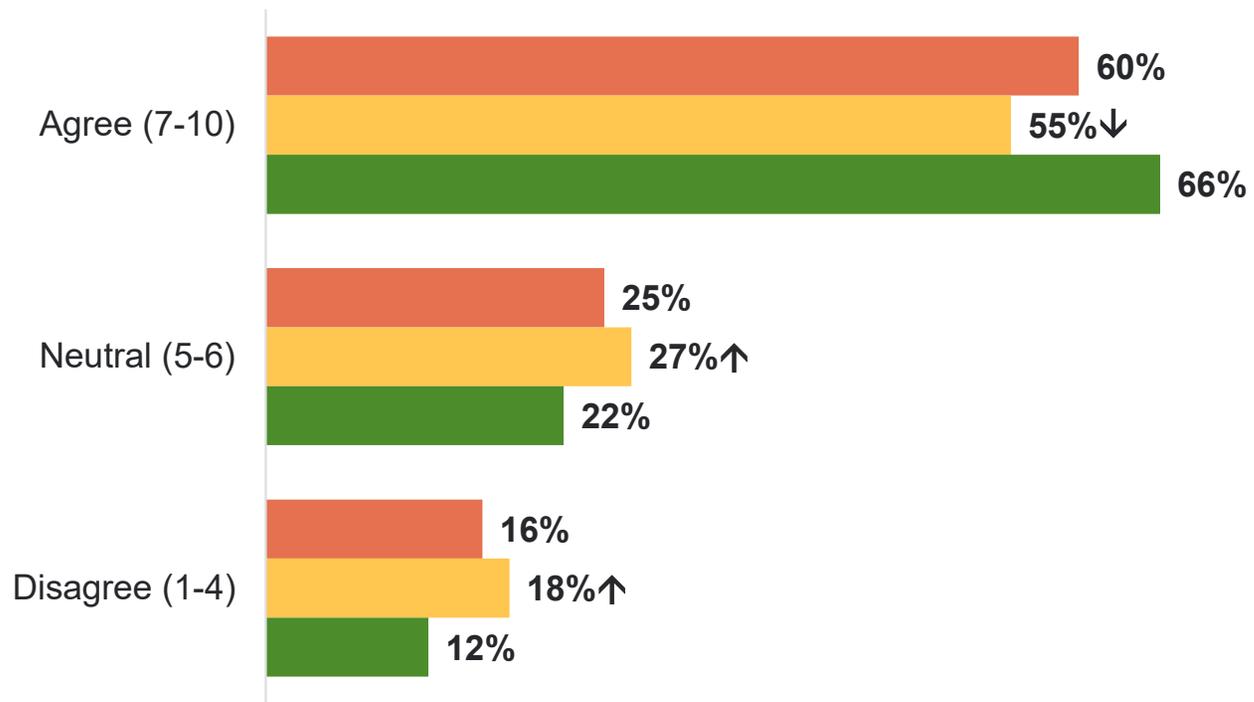
↑ Statistically higher than subgroup  
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# Equally accessible for all physical abilities – Females

When compared to males, females are less likely to agree (55% vs. 66%) and more likely to disagree (18% vs. 12%) that The City of Calgary municipal government strives to create a city that is equally accessible for all Calgarians, no matter their physical ability.

“The City of Calgary municipal government strives to create a city that is equally accessible for all Calgarians, no matter their physical ability.”

- All Calgarians
- Females
- Males



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 statement using a scale from “1” to “10”, where “1” is “completely disagree” and “10” is “completely agree”.

Base: Valid respondents (All Calgarians, n=2,484; Females, n=1,237; Males, n=1,220)

↑ Statistically higher than subgroup  
↓ Statistically lower than subgroup

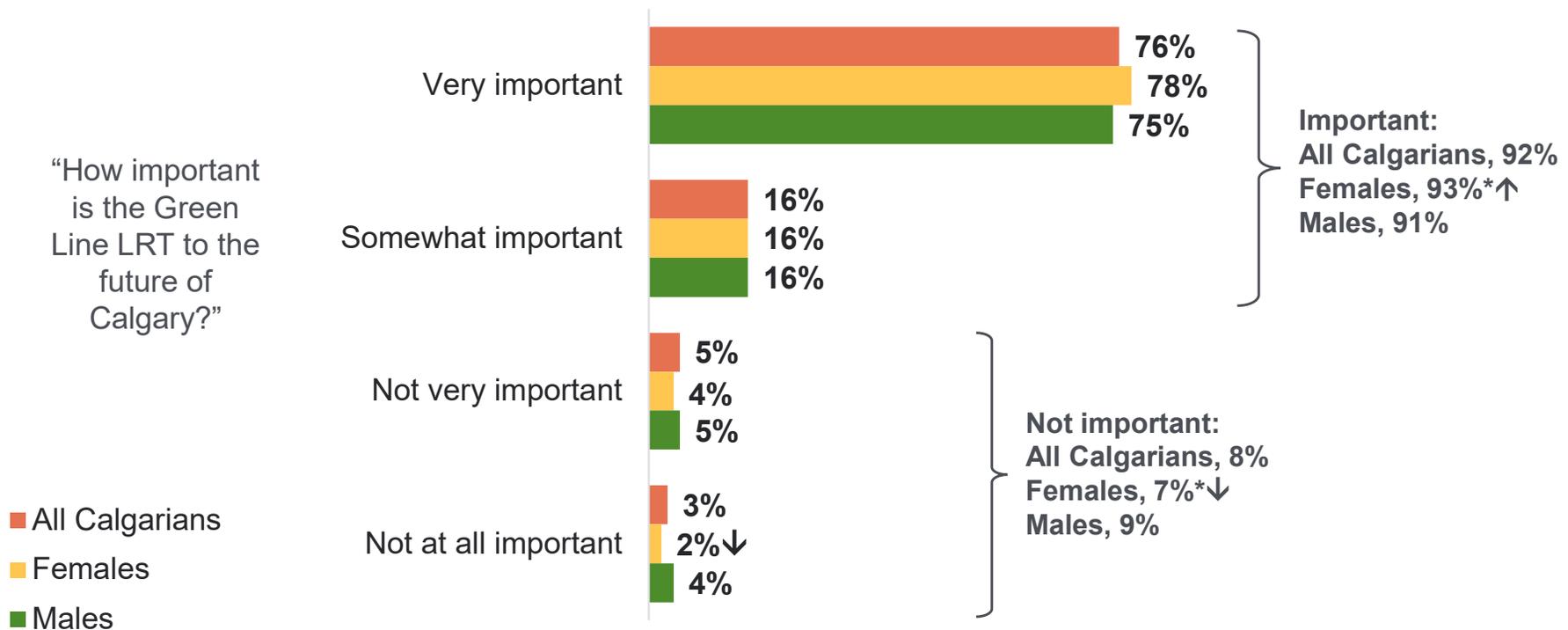


# Green Line LRT



# Importance to Calgary's future – Females

Female Calgarians are more likely to view the Green Line LRT as important overall (93% vs 91%). to the future of Calgary and overall, less likely to view it as not important (7% vs. 9%) than are male Calgarians. Females are also less likely to say it is 'not at all important' (2% vs. 4%)



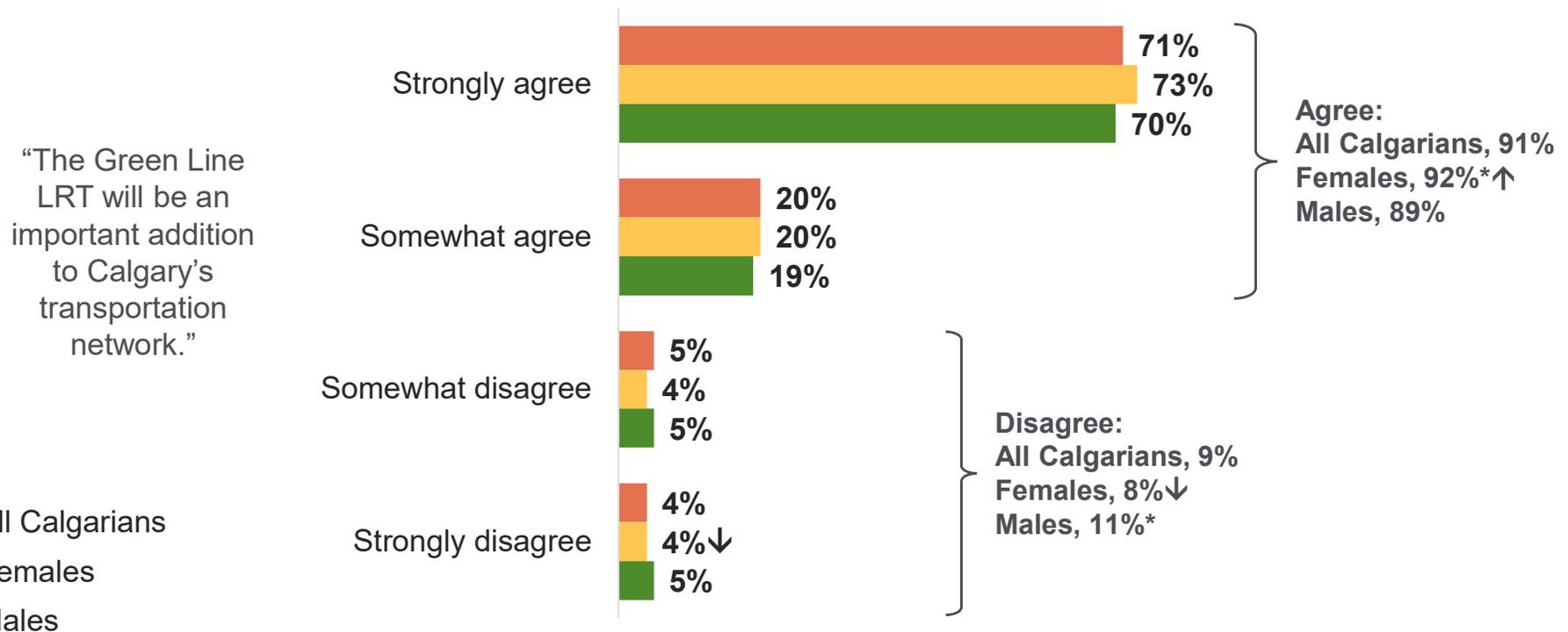
Q. The Green Line is Calgary's next LRT line. When complete, it will connect communities between Keystone in the North and Seton in the Southeast to downtown and various other destinations along the way. How important do you think the Green Line LRT is to the future of Calgary, 10 years down the road and beyond?

Base: Valid respondents (All Calgarians, n=2,490; Females, n=1,239; Males, n=1,224)

\*Rounding  
 ↑Statistically higher than subgroup  
 ↓Statistically lower than subgroup

# Important addition to transportation network – Females

Similarly, females are more likely than males to agree that the Green Line LRT will be an important addition to Calgary’s transportation network (92% vs. 89%). They are also less likely to disagree overall (8% vs. 11%) and ‘strongly disagree’ (4% vs. 5%) than males.



\*Rounding

↑Statistically higher than subgroup  
 ↓Statistically lower than subgroup

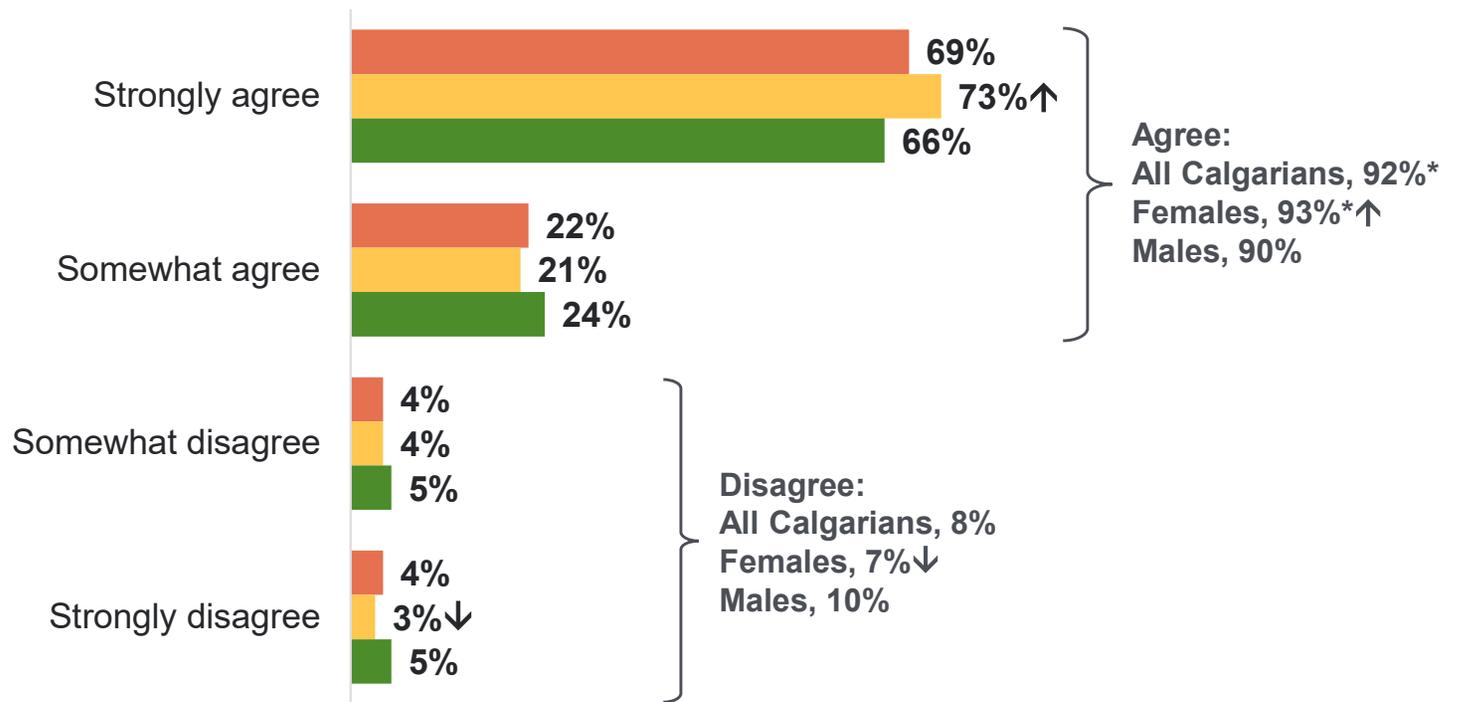
Q. To what extent do you agree or disagree with the following statements...  
 Base: Valid respondents (All Calgarians, n=2,495; Females, n=1,242; Males, n=1,226)

# Better connecting people – Females

Female Calgarians are more likely than male Calgarians to agree (93% vs. 90%), and less likely to disagree (7% vs. 10%), that the Green Line LRT will enable Calgarians to better connect with people, places and services.

“The Green Line LRT will enable Calgarians to better connect with people, places and services.”

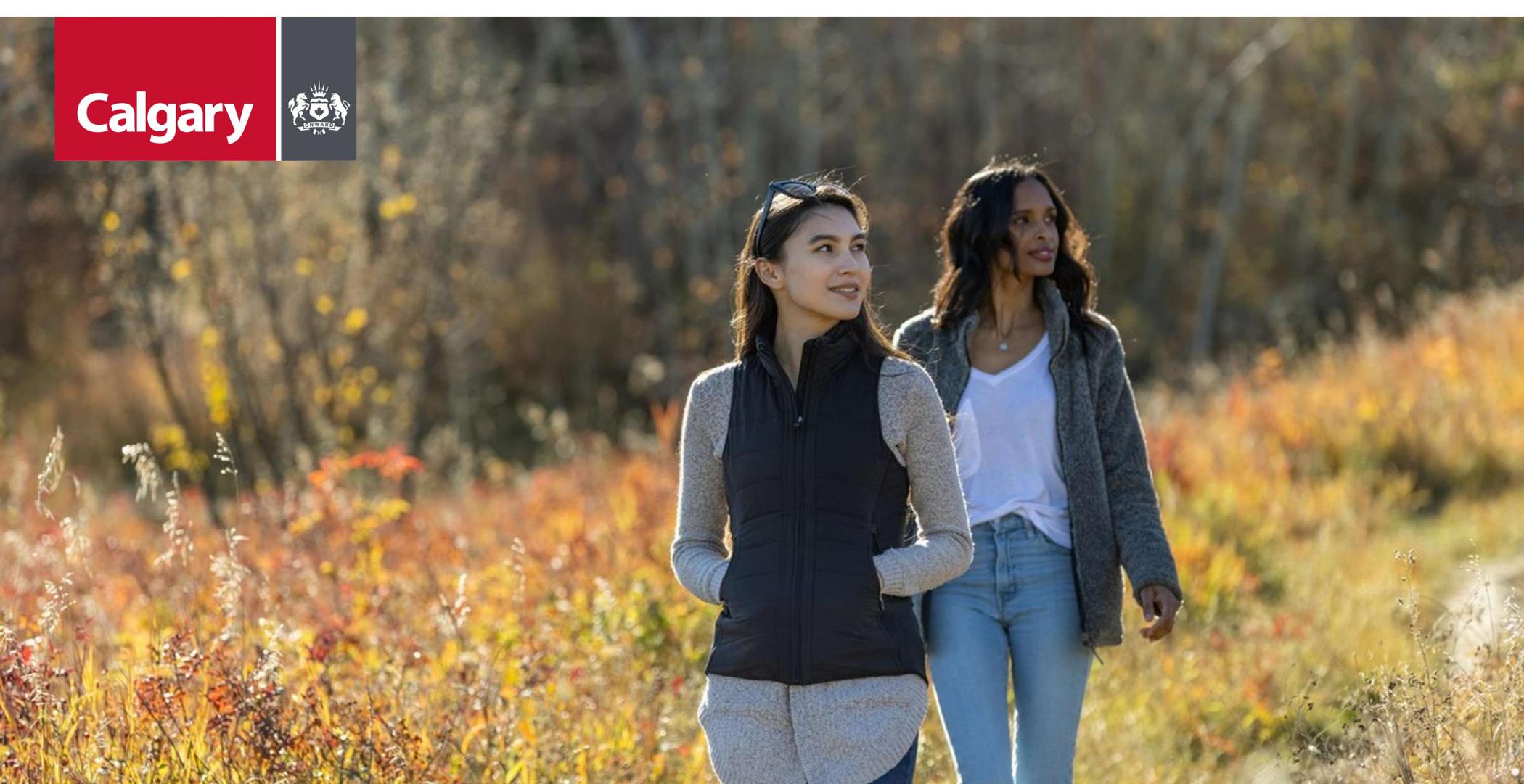
- All Calgarians
- Females
- Males



\*Rounding

↑ Statistically higher than subgroup  
↓ Statistically lower than subgroup

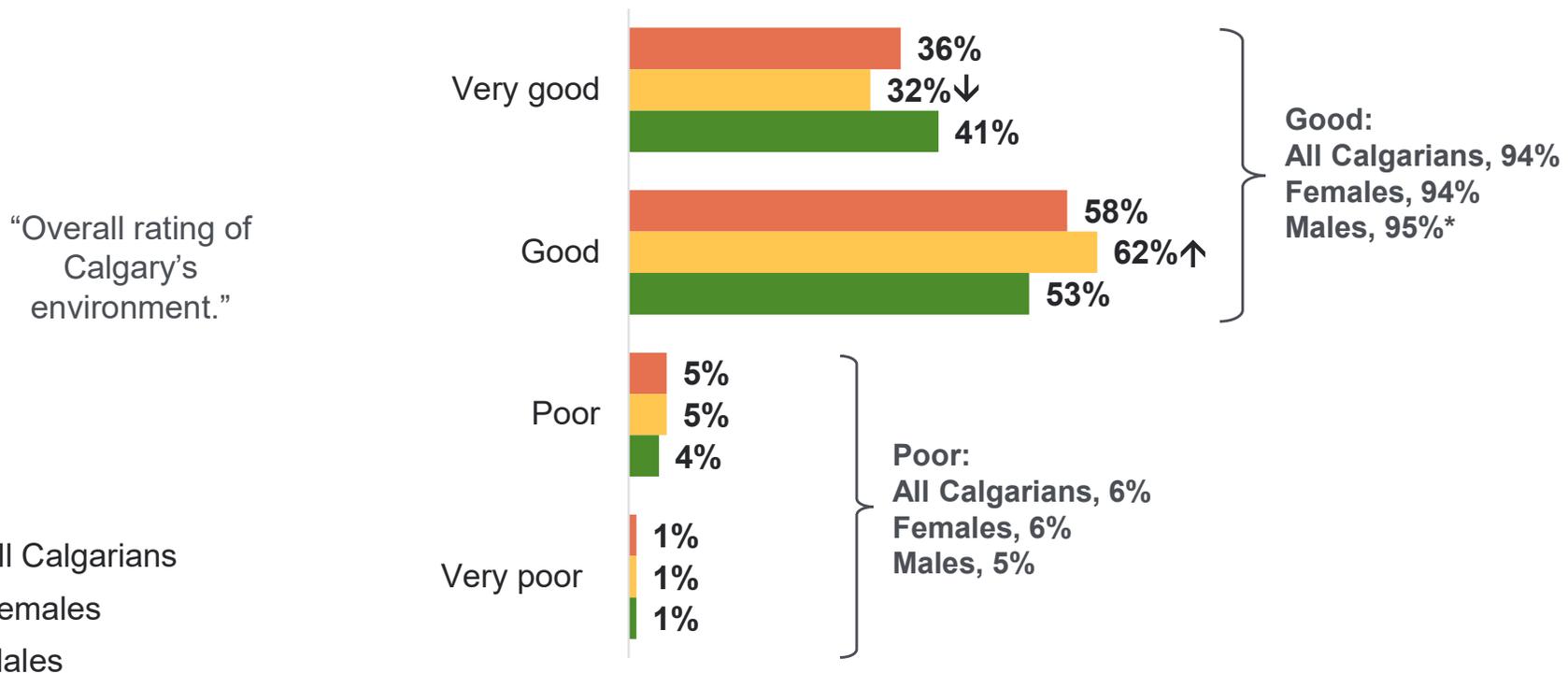
Q. To what extent do you agree or disagree with the following statements...  
Base: Valid respondents (All Calgarians, n=2,496; Females, n=1,242; Males, n=1,227)



# The environment

# Overall state of environment – Females

Overall, Calgarians rate the state of Calgary’s environment as ‘good’ (94%) regardless of identifying as male or female (94% female vs. 95% male). Females are, however, less likely to rate the state of the environment as ‘very good’ (32% vs. 41%) and more likely to rate it as ‘good’ (62% vs. 53%) when compared to males.



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? Would you say that it is...

Base: Valid respondents (All Calgarians, n=2,497; Females, n=1,243; Males, n=1,228)

\*Rounding

↑Statistically higher than subgroup  
↓Statistically lower than subgroup

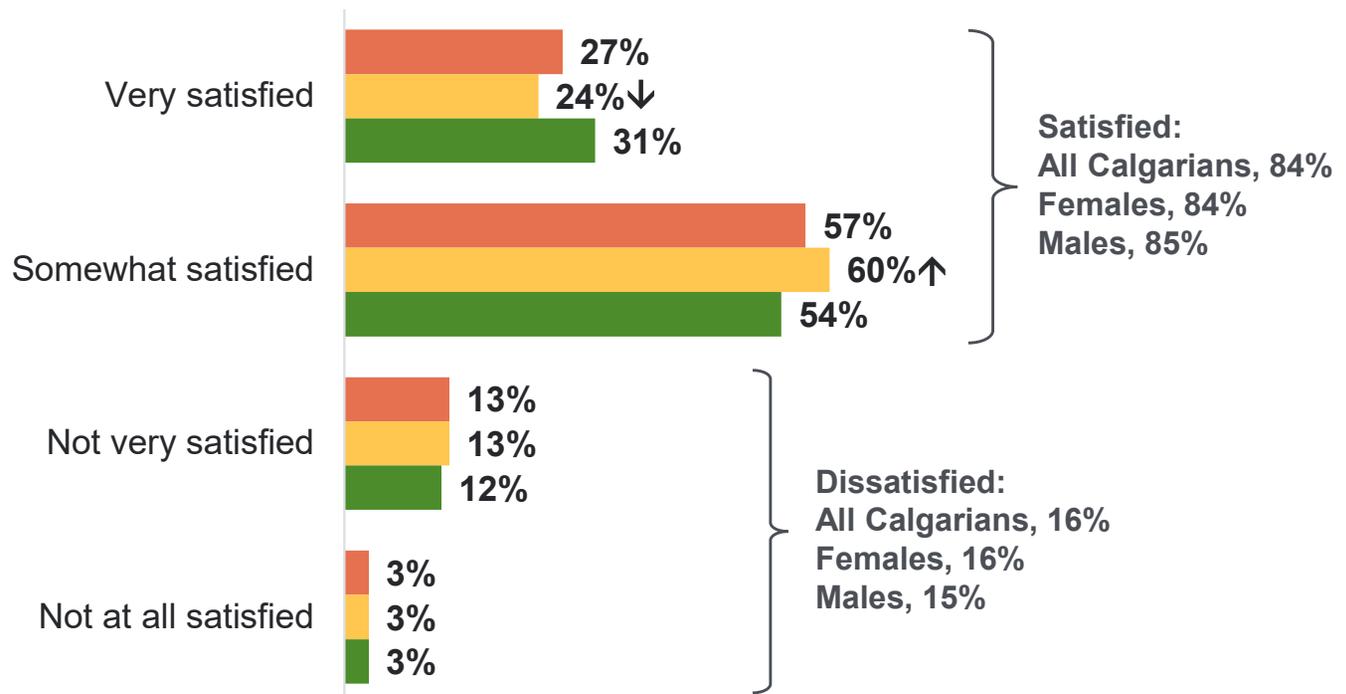


# Protection of the environment – Females

There are no significant differences overall between gender with the satisfaction with the job The City is doing to protect the environment (84% female vs. 85% male). Females are less likely to be ‘very satisfied’ and more likely to be ‘somewhat satisfied’ (60% vs. 54%).

“Satisfaction with the job The City is doing to protect the environment.”

- All Calgarians
- Females
- Males



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=2,479; Females, n=1,233; Males, n=1,221)

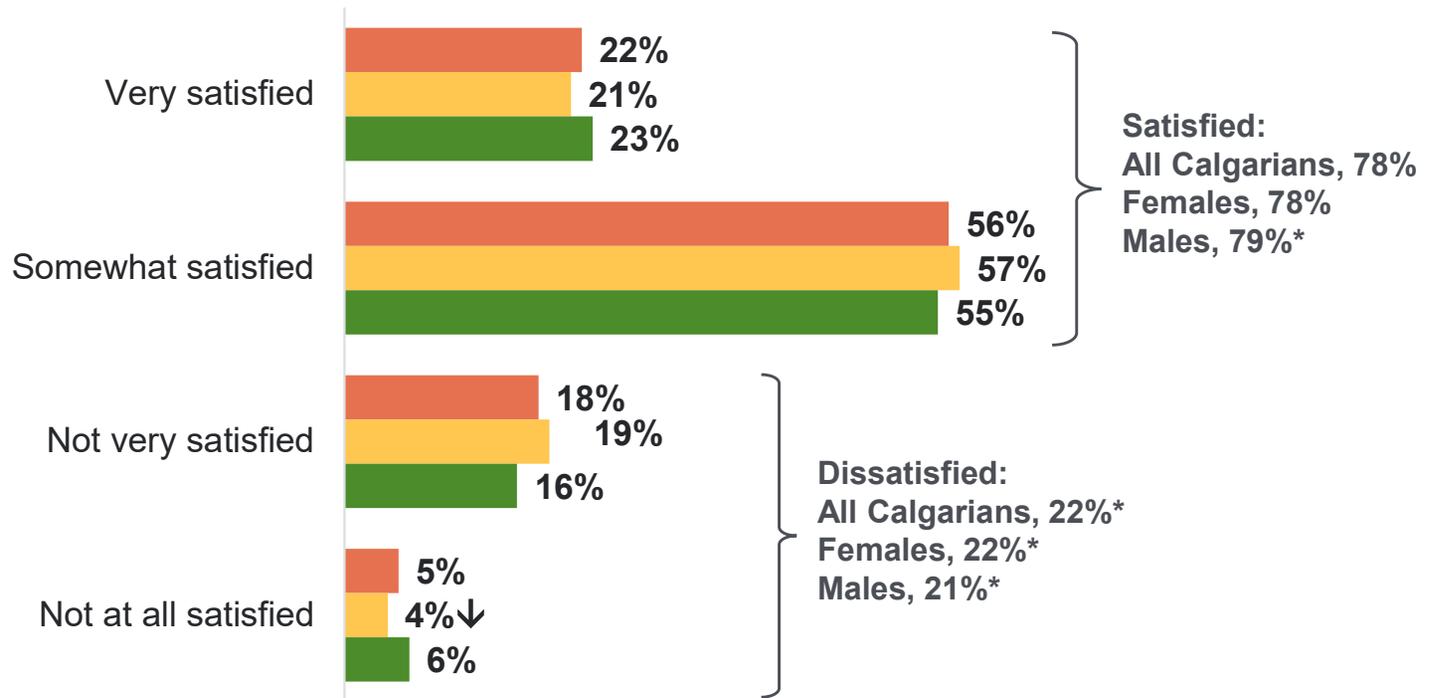
↑ Statistically higher than subgroup  
↓ Statistically lower than subgroup

# Programs and services to reduce environmental impact – Females

There are no overall significant differences in satisfaction between genders with the City programs and services aimed at helping Calgarians reduce their environmental impact (78% females vs. 79% males). Females are less likely to ‘strongly disagree’ than are males (4% vs. 6%).

“Satisfaction with City programs and services aimed at helping Calgarians reduce their environmental impact.”

- All Calgarians
- Females
- Males



Q. How satisfied are you with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact? Are you...

Base: Valid respondents (All Calgarians, n=2,469; Females, n=1,227; Males, n=1,217)

\*Rounding

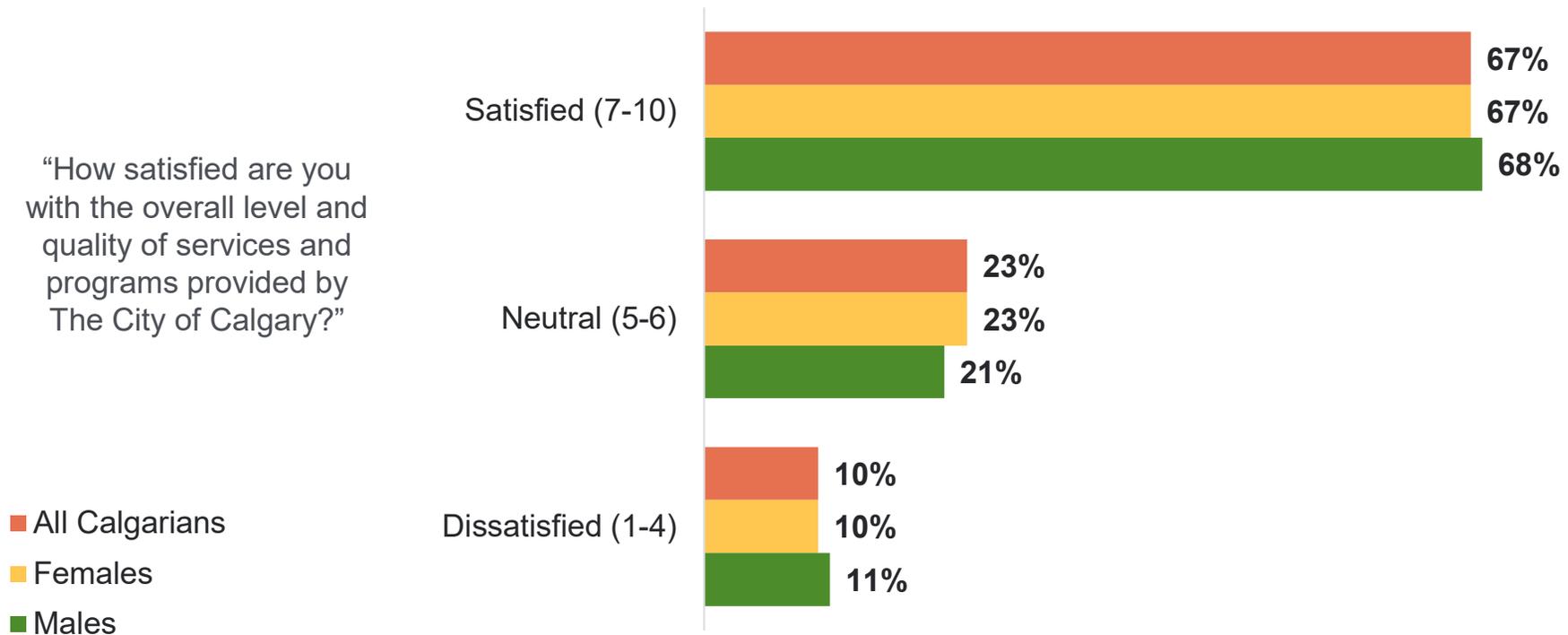
↑ Statistically higher than subgroup  
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# Service equity

# Overall satisfaction with programs and services – Females

About two-thirds (67%) of Calgarians indicate they are satisfied with the overall level and quality of services and programs provided by The City, including both female and male Calgarians (67% vs. 68%).



Q. On a scale from “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; Females, n=1,241; Males, n=1,225)



# Satisfaction with programs and services (1 of 4) – Females

Females are overall less satisfied than males with wastewater collection and treatment (92% vs. 96%) and the Calgary Fire Department emergency response (91% vs. 96%).

'Very Satisfied' + 'Somewhat Satisfied'	Total	Females	Males
Water treatment and supply	96%	96%	97%
Fire inspection and enforcement	96%	96%	96%
Library services	96%	96%	96%
City cemeteries	94%	96%	93%
Wastewater collection and treatment	94%	92%↓	96%
Calgary Fire Department emergency response	93%	91%↓	96%
Fire safety education	91%	90%	91%
Parks and open spaces	91%	91%	90%
Stormwater management	90%	90%	90%
Business licensing	90%	92%	89%
Records management, access and privacy services	89%	91%	87%

Q. I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.  
Base: Bases vary

↑ Statistically higher than subgroup  
↓ Statistically lower than subgroup



# Satisfaction with programs and services (2 of 4) – Females

Female Calgarians are less likely than male Calgarians to be satisfied with waste and recycling services (83% vs. 90%) and are more likely to be satisfied with arts and culture (89% vs. 83%).

'Very Satisfied' + 'Somewhat Satisfied'	Total	Females	Males
Pet ownership and licensing	89%	89%	89%
Emergency management and business continuity services	89%	89%	88%
311 and web	88%	87%	88%
Economic development and tourism	87%	88%	86%
Recreation opportunities	87%	87%	86%
Regulation of taxis, limousines and vehicles-for-hire	86%	87%	85%
Specialized transit services	86%	86%	86%
Arts and culture, including festivals	86%	89%↑	83%
Urban forestry	86%	88%	85%
Waste and recycling services	86%	83%↓	90%
Environmental management services	85%	84%	86%

Q. I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.  
Base: Bases vary

↑Statistically higher than subgroup  
↓Statistically lower than subgroup



# Satisfaction with programs and services (3 of 4) – Females

Between female and male Calgarians, females are less likely to be satisfied with social programs (80% vs. 87%) and more likely to be satisfied with appeals and tribunals (84% vs. 77%).

'Very Satisfied' + 'Somewhat Satisfied'	Total	Females	Males
Calgary 9-1-1	84%	82%	86%
Building approval services and inspections	84%	86%	82%
Community strategy services	84%	83%	85%
Neighbourhood supports	84%	84%	84%
Social programs for individuals such as seniors or youth	83%	80%↓	87%
City communications	82%	84%	81%
Citizen engagement and research	82%	82%	83%
Land development and sales services	82%	83%	81%
Municipal elections	81%	79%	84%
Real estate	81%	83%	79%
Appeals and tribunals	81%	84%↑	77%

Q. I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.  
Base: Bases vary

↑ Statistically higher than subgroup  
↓ Statistically lower than subgroup



# Satisfaction with programs and services (4 of 4) – Females

Overall, female Calgarians are more likely to be satisfied with City planning and policy services (84% vs. 75%) and property tax management (72% vs. 65%) than are male Calgarians.

'Very Satisfied' + 'Somewhat Satisfied'	Total	Females	Males
Bylaw education and compliance services	80%	82%	78%
Development approvals	80%	83%	77%
City planning and policy services	79%	84%↑	75%
Police services	78%	79%	78%
Property assessment	76%	78%	74%
Sidewalks and pathways	75%	76%	74%
Parking and enforcement	71%	73%	69%
Property tax management	68%	72%↑	65%
Public transit including bus and C-Train service	66%	65%	65%
Streets	65%	65%	64%
Affordable housing for low-income Calgarians	53%	51%	56%

Q. I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.  
Base: Bases vary

↑ Statistically higher than subgroup  
↓ Statistically lower than subgroup



# Invest more in programs and services (1 of 4) – Females

Females are more likely than male Calgarians to want The City to invest more in a number of services including: affordable housing (78% vs. 67%), streets (73% vs. 65%), Calgary 9-1-1 (74% vs. 60%), and social programs (63% vs. 54%).

'Invest more'	Total	Females	Males
Affordable housing for low-income Calgarians	73%	78%↑	67%
Public transit including bus and C-Train service	70%	72%	68%
Streets	69%	73%↑	65%
Calgary 9-1-1	67%	74%↑	60%
Police services	63%	64%	62%
Social programs for individuals such as seniors or youth	58%	63%↑	54%
Calgary Fire Department emergency response	56%	58%	54%
Sidewalks and pathways	56%	59%	53%
Recreation opportunities	55%	56%	52%
Neighbourhood supports	51%	55%	48%
Emergency management and business continuity services	49%	53%	46%

Q. And, should The City invest more, less or the same amount?

Base: Bases vary

↑ Statistically higher than subgroup  
 ↓ Statistically lower than subgroup



# Invest more in programs and services (2 of 4) – Females

Other services and programs that females would like to see more investment from The City than males include community strategy services (49% vs. 37%), environmental management services (47% vs. 37%) and bylaw education and compliance services (43% vs. 34%).

'Invest more'	Total	Females	Males
Specialized transit services	48%	51%	45%
Urban forestry	44%	44%	44%
Community strategy services	44%	49%↑	37%
Environmental management services	42%	47%↑	37%
Parks and open spaces	42%	41%	44%
Fire safety education	39%	40%	39%
Bylaw education and compliance services	38%	43%↑	34%
Citizen engagement and research	37%	38%	37%
Building approval services and inspections	36%	37%	35%
City communications	36%	36%	36%
Real estate	36%	34%	38%

Q. And, should The City invest more, less or the same amount?

Base: Bases vary

↑ Statistically higher than subgroup  
 ↓ Statistically lower than subgroup



# Invest more in programs and services (3 of 4) – Females

There are some services where differences exist in terms of females being less likely than males to want more investment and these include economic development and tourism (30% vs. 40%) and developmental approvals (27% vs. 36%).

'Invest more'	Total	Females	Males
Fire inspection and enforcement	35%	34%	36%
Economic development and tourism	35%	30%↓	40%
311 and web	33%	33%	33%
Waste and recycling services	32%	33%	31%
Development approvals	31%	27%↓	36%
Appeals and tribunals	31%	29%	33%
Water treatment and supply	29%	27%	30%
Arts and culture, including festivals	29%	30%	26%
City planning and policy services	29%	28%	30%
Library services	28%	28%	28%
Stormwater management	28%	28%	29%

Q. And, should The City invest more, less or the same amount?

Base: Bases vary

↑ Statistically higher than subgroup  
↓ Statistically lower than subgroup



# Invest more in programs and services (4 of 4) – Females

Females are less likely to want The City to ‘invest more’ in land development and sales in comparison to males (20% vs. 34%).

‘Invest more’	Total	Females	Males
Parking and enforcement	28%	29%	28%
Property tax management	27%	26%	29%
Business licensing	27%	28%	26%
Land development and sales services	27%	20%↓	34%
Wastewater collection and treatment	26%	27%	26%
Records management, access and privacy services	25%	23%	26%
Property assessment	24%	22%	25%
Municipal elections	20%	21%	20%
Regulation of taxis, limousines and vehicles-for-hire	17%	17%	16%
City cemeteries	16%	15%	17%
Pet ownership and licensing	15%	17%	14%

Q. And, should The City invest more, less or the same amount?

Base: Bases vary

↑ Statistically higher than subgroup  
↓ Statistically lower than subgroup



# Invest less in programs and services (1 of 4) – Females

Female Calgarians are more likely to want The City to ‘invest less’ in land development and sales (20% vs. 13%) than are men. They are, however, less likely to want The City to ‘invest less’ in property assessment (12% vs. 18%) and citizen engagement and research (8% vs. 13%).

‘Invest less’	Total	Females	Males
Parking and enforcement	23%	22%	24%
Regulation of taxis, limousines and vehicles-for-hire	20%	17%	22%
Land development and sales services	17%	20%↑	13%
Property tax management	16%	15%	18%
Property assessment	16%	12%↓	18%
Pet ownership and licensing	15%	14%	16%
Arts and culture, including festivals	15%	13%	16%
Municipal elections	14%	16%	13%
City cemeteries	14%	12%	15%
Economic development and tourism	12%	12%	10%
Citizen engagement and research	11%	8%↓	13%

Q. And, should The City invest more, less or the same amount?

Base: Bases vary

↑ Statistically higher than subgroup  
↓ Statistically lower than subgroup



# Invest less in programs and services (2 of 4) – Females

There are a number of services where female Calgarians are less likely to want The City to ‘invest less’ in when compared to males. These services include bylaw education and compliance services (8% vs. 13%), business licensing (6% vs. 10%) and library services (5% vs. 11%).

‘Invest less’	Total	Females	Males
Environmental management services	11%	9%	13%
Real estate	11%	9%	11%
City planning and policy services	11%	11%	10%
Bylaw education and compliance services	11%	8%↓	13%
Development approvals	10%	8%	10%
Records management, access and privacy services	9%	7%	10%
Police services	9%	9%	8%
Appeals and tribunals	8%	8%	9%
Community strategy services	8%	7%	9%
Business licensing	8%	6%↓	10%
Library services	8%	5%↓	11%

Q. And, should The City invest more, less or the same amount?

Base: Bases vary

↑ Statistically higher than subgroup  
↓ Statistically lower than subgroup



# Invest less in programs and services (3 of 4) – Females

Calgarians who identify as female are less likely than those who identify as male to indicate they want The City to ‘invest less’ with less than double the rate for city communications (5% vs. 10%), waste and recycling services (4% vs. 8%), and urban forestry (2% vs. 8%).

‘Invest less’	Total	Females	Males
City communications	8%	5%↓	10%
Neighbourhood supports	7%	6%	8%
Building approval services and inspections	6%	5%	8%
Waste and recycling services	6%	4%↓	8%
Urban forestry	6%	2%↓	8%
311 and web	5%	5%	6%
Affordable housing for low-income Calgarians	5%	3%	6%
Emergency management and business continuity services	4%	3%	5%
Stormwater management	4%	4%	4%
Recreation opportunities	4%	3%	5%
Public transit including bus and C-Train service	4%	3%	5%

Q. And, should The City invest more, less or the same amount?

Base: Bases vary

↑ Statistically higher than subgroup  
↓ Statistically lower than subgroup



# Invest less in programs and services (4 of 4) – Females

For some services, female and male Calgarians agree at similar rates when it comes to wanting The City to ‘invest less’.

‘Invest less’	Total	Females	Males
Fire safety education	4%	3%	5%
Social programs for individuals such as seniors or youth	4%	3%	4%
Fire inspection and enforcement	3%	2%	4%
Sidewalks and pathways	3%	3%	3%
Streets	3%	2%	4%
Specialized transit services	3%	3%	3%
Parks and open spaces	3%	2%	3%
Wastewater collection and treatment	2%	2%	3%
Water treatment and supply	2%	2%	3%
Calgary 9-1-1	2%	1%	3%
Calgary Fire Department emergency response	1%	1%	1%

Q. And, should The City invest more, less or the same amount?

Base: Bases vary

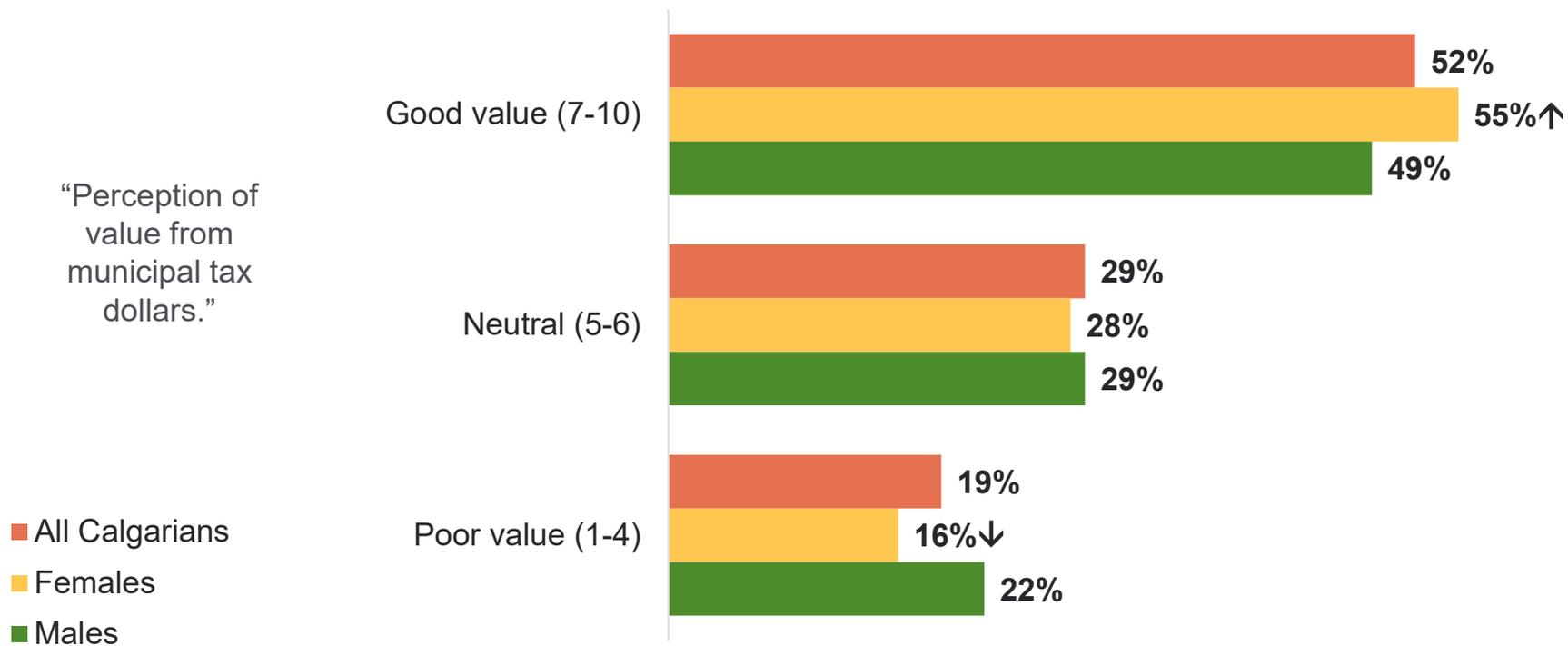


# Taxation



# Value for tax dollar – Females

Female Calgarians are more likely to feel the value they receive from their municipal property tax dollars is ‘good’ (55% vs. 49%), and less likely to perceive the value as ‘poor’ (16% vs. 22%) when compared to male Calgarians.

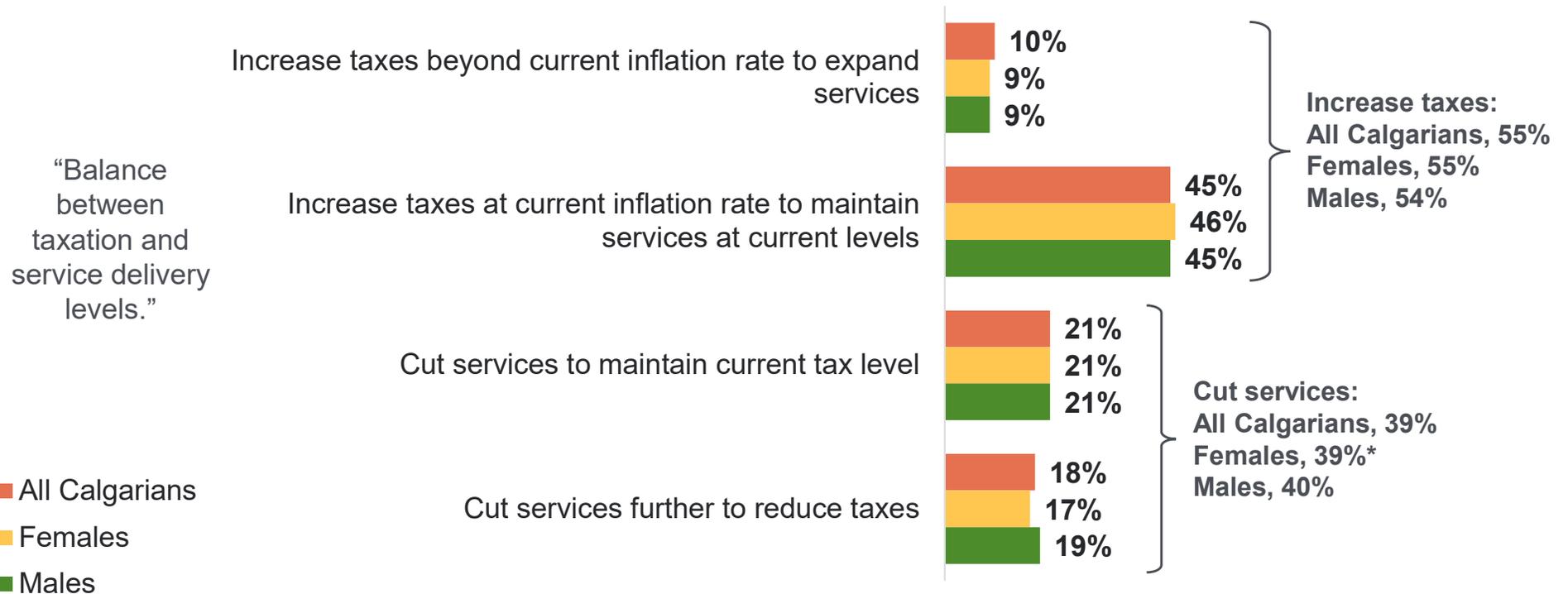


Q. Property tax dollars are divided between The City and the Province. Approximately two-thirds of residential property tax payment goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars 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=2,476; Females, n=1,227; Males, n=1,222)

↑ Statistically higher than subgroup  
 ↓ Statistically lower than subgroup

# Increase taxes or cut services – Females

Around one-half (55%) of Calgarians support an increase in taxes to expand or maintain services, with no differences in gender (55% females vs. 54% males). Overall, two-fifths (39%) of Calgarians support a cut in services to maintain or reduces taxes, regardless of gender (39% vs. 40%).



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=2,471; Females, n=1,227; Males, n=1,217)

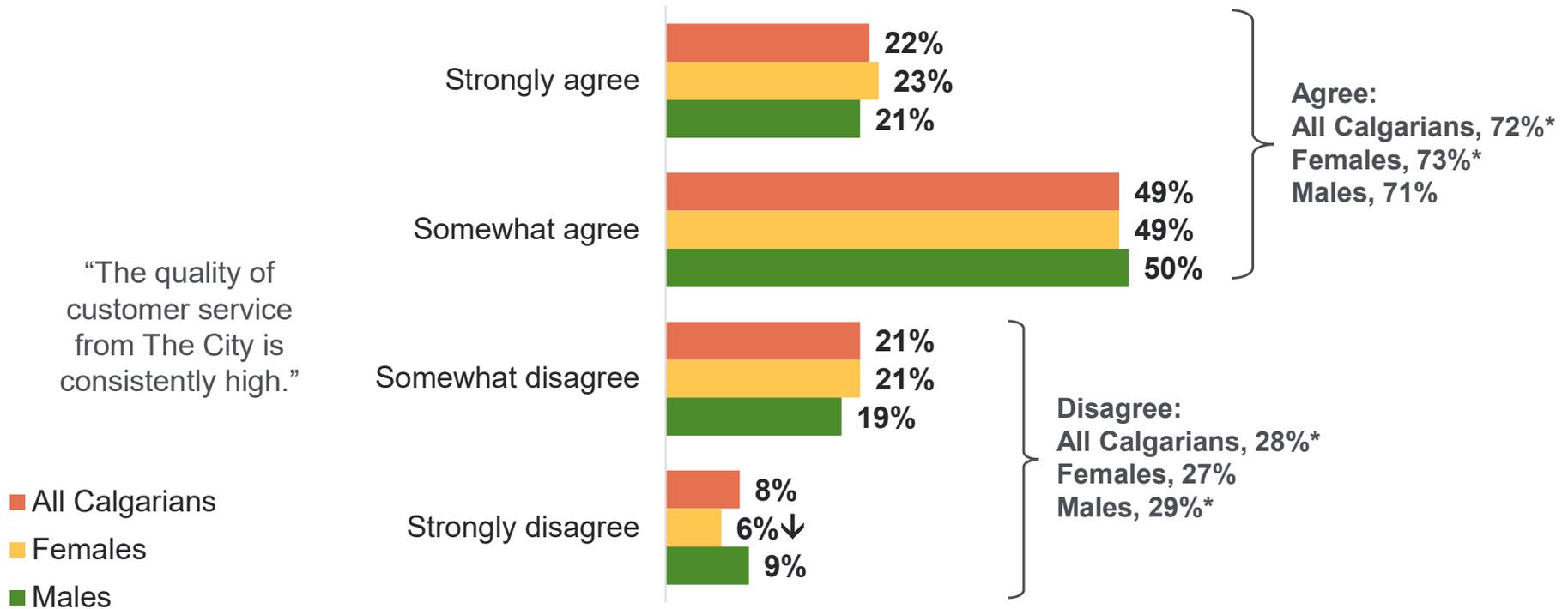
\*Rounding



# Customer service

# Quality of customer service – Females

Overall, female and male Calgarians agree at similar rates that the quality of customer service from The City is consistently high (73% vs. 71%). Female Calgarians are less likely to ‘strongly disagree’ than are males (6% vs. 9%).



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=2,473; Females, n=1,227; Males, n=1,219)

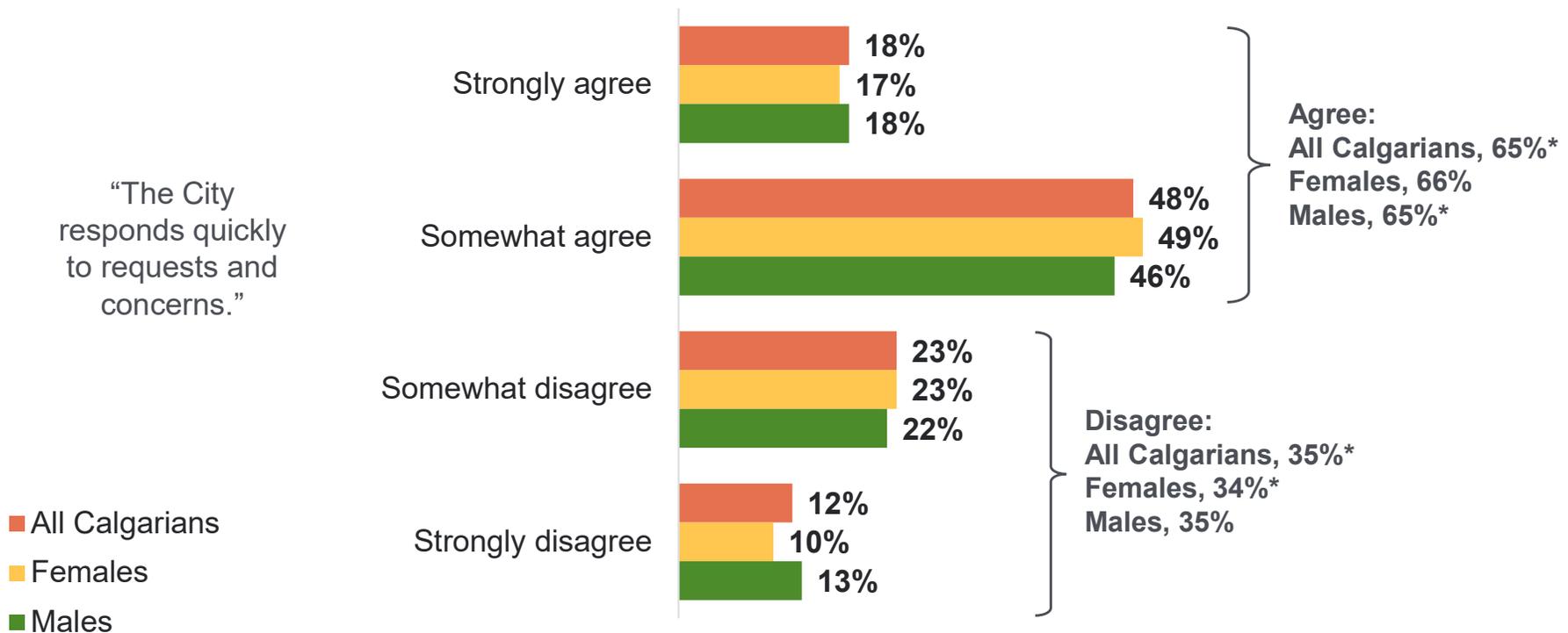
\*Rounding

↑ Statistically higher than subgroup  
 ↓ Statistically lower than subgroup



# The City responds quickly – Females

Two-thirds (65%) of Calgarians agree that The City responds quickly to requests and concerns regardless of whether they identify as female or male (66% vs. 65%).



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; Females, n=1,230; Males, n=1,214)

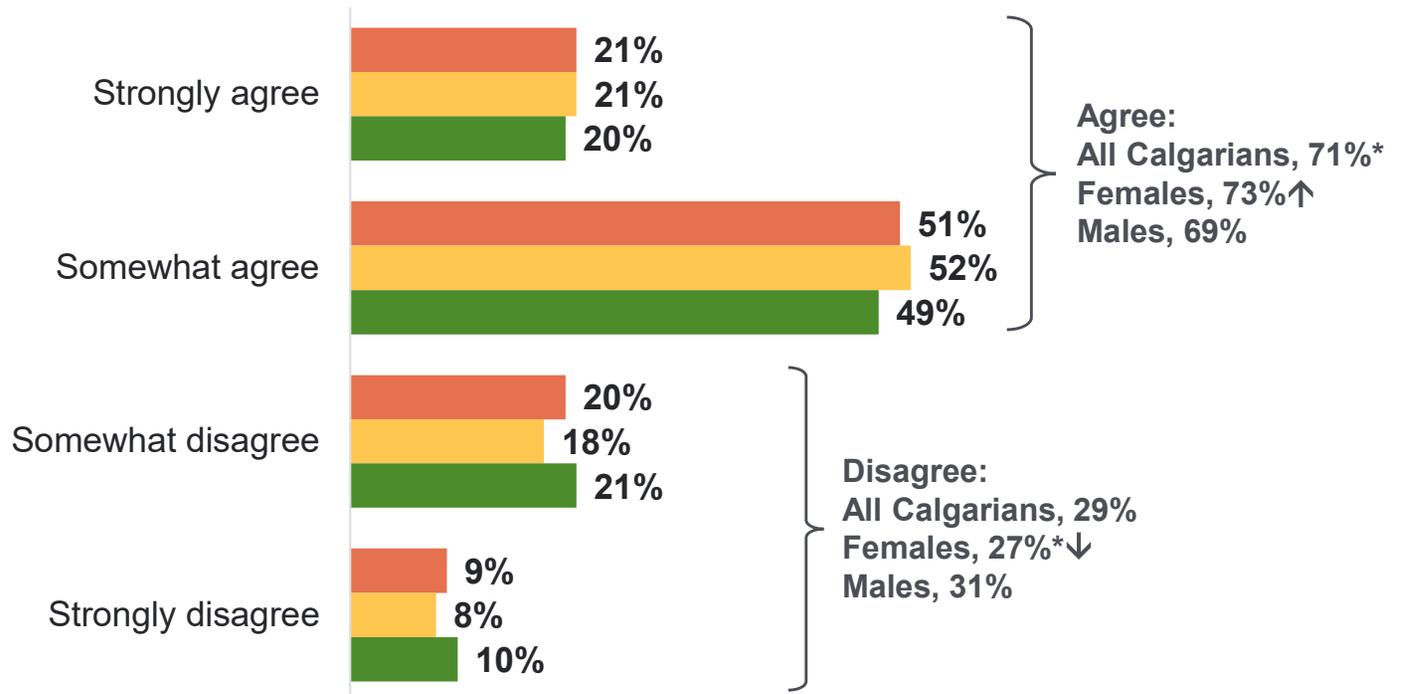
\*Rounding

# Customer service a priority – Females

Female Calgarians are more likely than male Calgarians to agree (73% vs. 69%) and less likely to disagree (27% vs. 31%) that The City of Calgary makes customer service a priority.

“The City of Calgary makes customer service a priority.”

- All Calgarians
- Females
- Males



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 Females, n=1,229; Males, n=1,210)

\*Rounding

↑ Statistically higher than subgroup  
↓ Statistically lower than subgroup

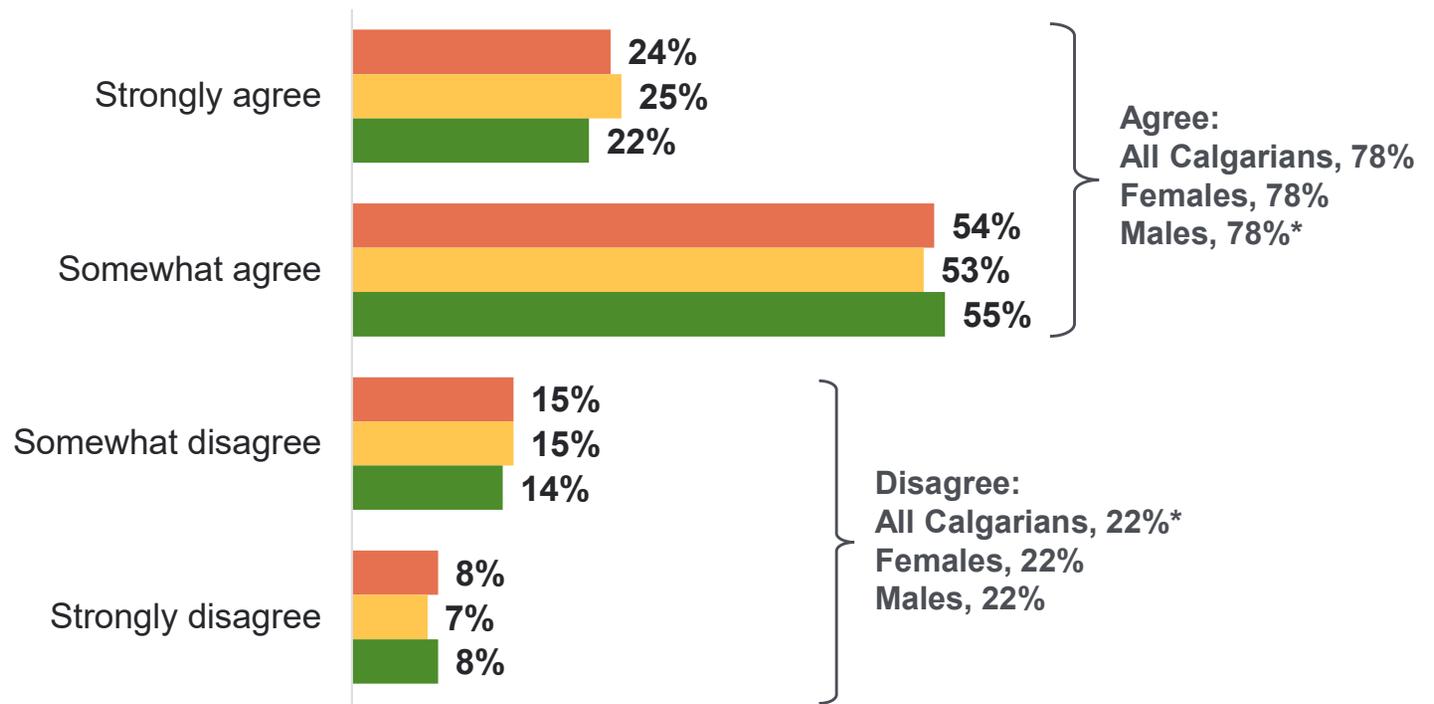


# Meets customer service expectations – Females

Nearly four-fifths (78%) of Calgarians agree that The City of Calgary meets their customer services expectations, regardless of being female or male (78% vs. 78%).

“The City of Calgary meets my customer service expectations.”

- All Calgarians
- Females
- Males



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=2,482; Females, n=1,239; Males, n=1,216)

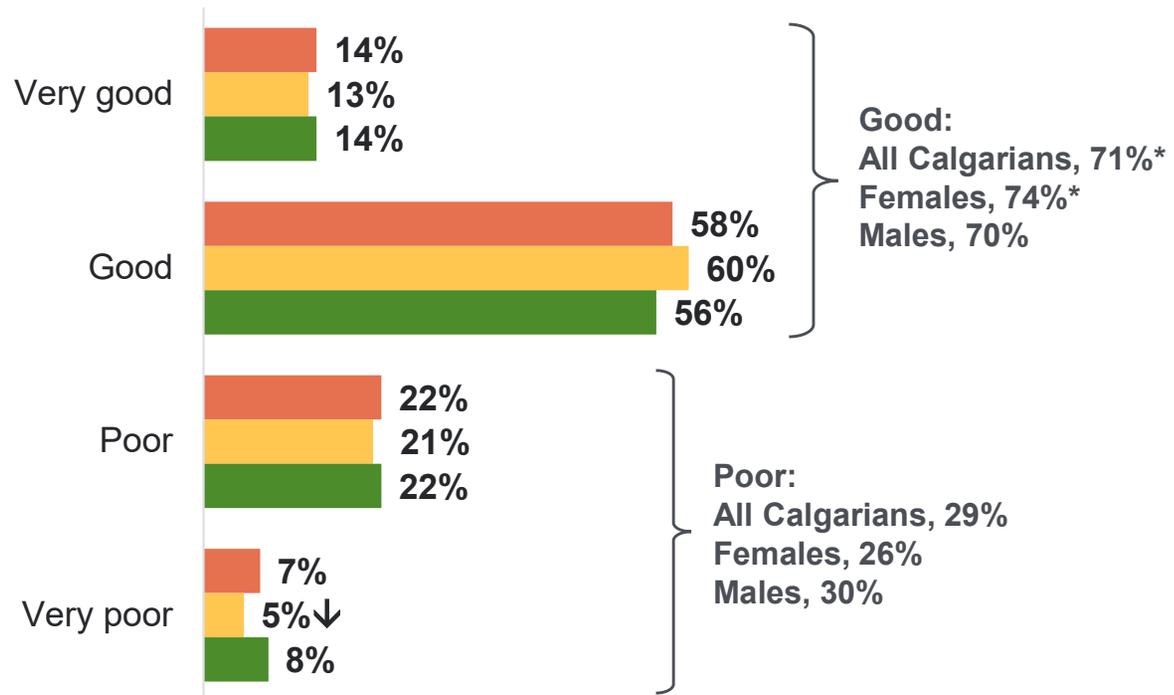
\*Rounding

# Communication in the past six months – Females

Overall, there are no significant differences between males and females in terms of their perception of City communications (74% vs. 70%). Around seven-in-ten Calgarians (71%) rate city communications in the past six months as ‘good’. Females are less likely than males to rate it as ‘very poor’ (5% vs. 8%).

“Perception of City communications in the past six months.”

- All Calgarians
- Females
- Males



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 six months? Has the communication been...?  
Base: Valid respondents (All Calgarians, n=2,493; Females, n=1,241; Males, n=1,225)

\*Rounding

↑Statistically higher than subgroup  
↓Statistically lower than subgroup

## Help shape Calgary's next four years

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

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

SCAN ME



### Calgary TRIVIA

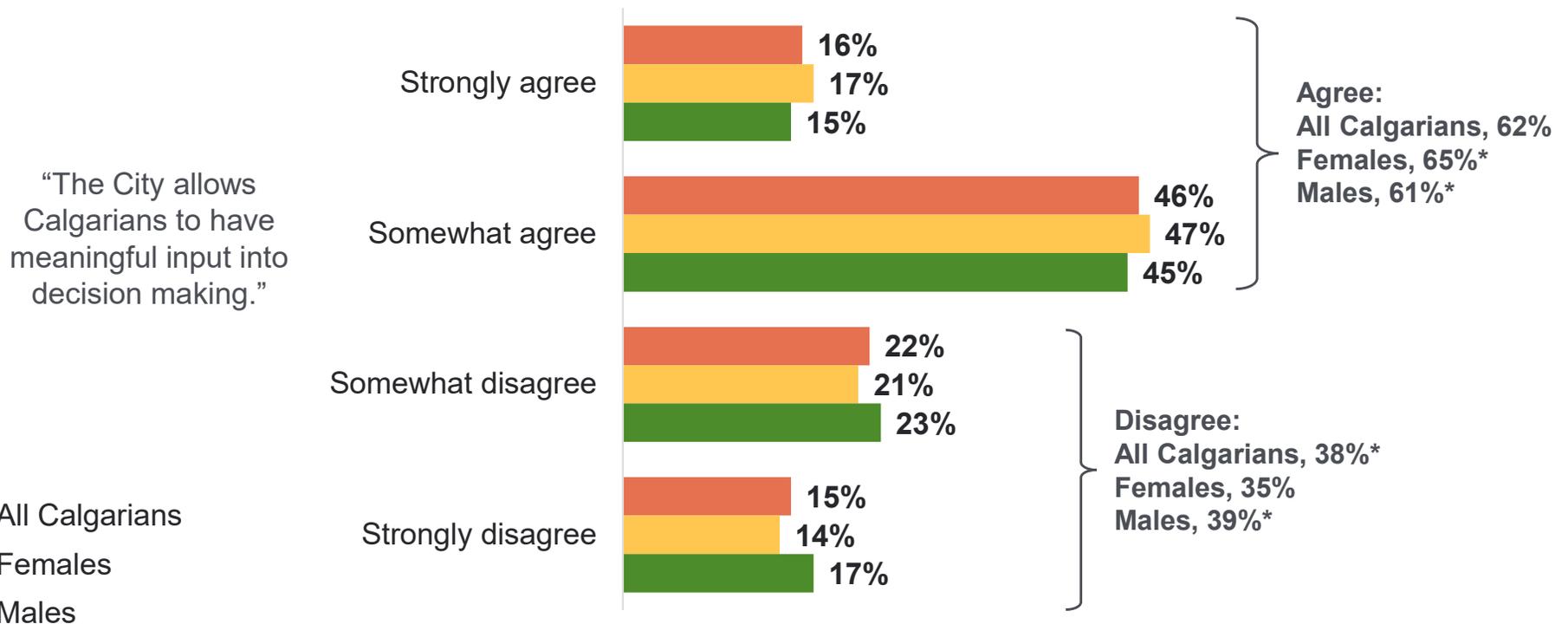
Parks and recreation	Transportation	Calgary's communities
How many kilometers of trail does Calgary have? A. 1,200 km B. 1,400 km C. 1,600 km D. 1,800 km	How many kilometers of road does Calgary have? A. 1,200 km B. 1,400 km C. 1,600 km D. 1,800 km	How many kilometers of water main does Calgary have? A. 1,200 km B. 1,400 km C. 1,600 km D. 1,800 km
How many kilometers of sewer main does Calgary have? A. 1,200 km B. 1,400 km C. 1,600 km D. 1,800 km	How many kilometers of gas main does Calgary have? A. 1,200 km B. 1,400 km C. 1,600 km D. 1,800 km	How many kilometers of stormwater main does Calgary have? A. 1,200 km B. 1,400 km C. 1,600 km D. 1,800 km
How many kilometers of water service line does Calgary have? A. 1,200 km B. 1,400 km C. 1,600 km D. 1,800 km	How many kilometers of gas service line does Calgary have? A. 1,200 km B. 1,400 km C. 1,600 km D. 1,800 km	How many kilometers of stormwater service line does Calgary have? A. 1,200 km B. 1,400 km C. 1,600 km D. 1,800 km

# Input from Calgarians



# Meaningful input into decision making – Females

Around three-fifths (62%) of Calgarians agree that The City allows Calgarians to have meaningful input into decision making. There are no significant differences between females and males in terms of overall agreement (65% vs. 61%) or disagreement (35% vs. 39%).



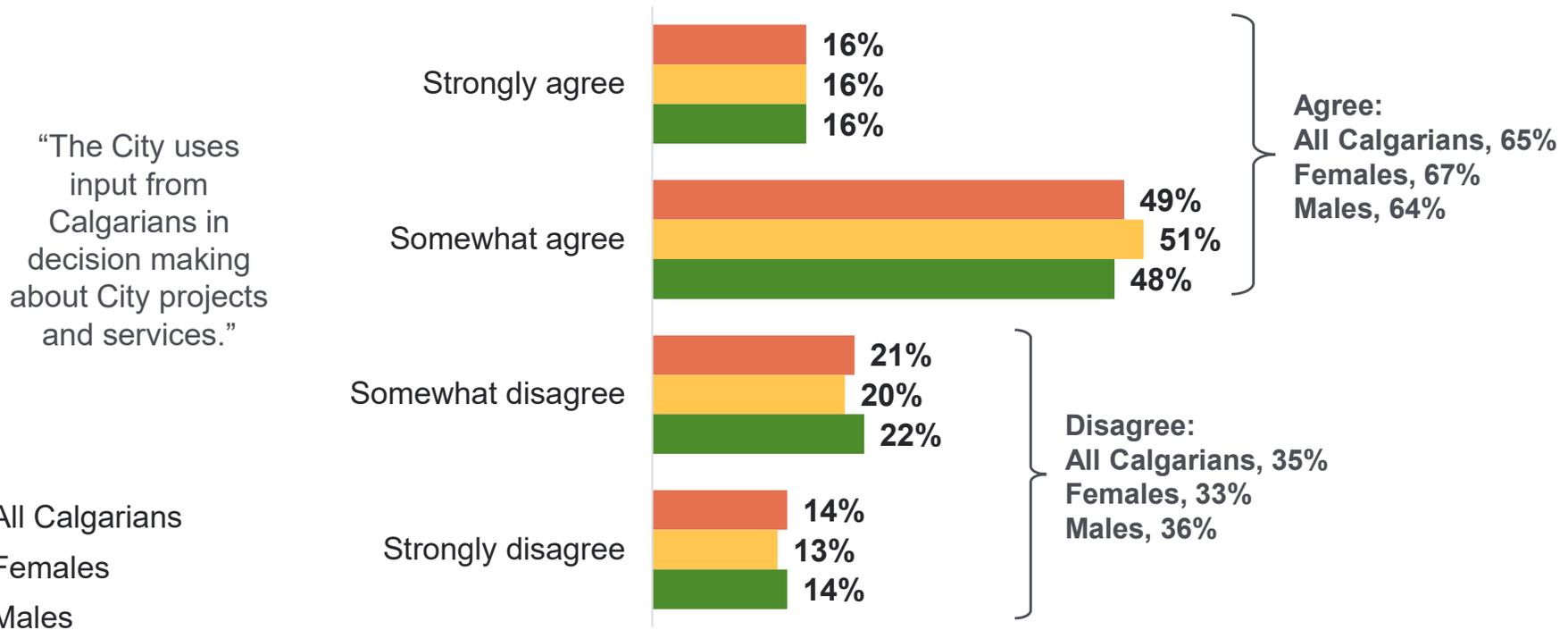
Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen, or heard, please tell me if you agree or disagree with each of the following statements ...

Base: Valid respondents (All Calgarians, n=2,472; Females, n=1,227; Males, n=1,218)

\*Rounding

# The City uses input from Calgarians – Females

Similarly, two-thirds (65%) of Calgarians agree that The City uses input from Calgarians in decision making, with no significant differences in agreement between females (67%) or males (64%).



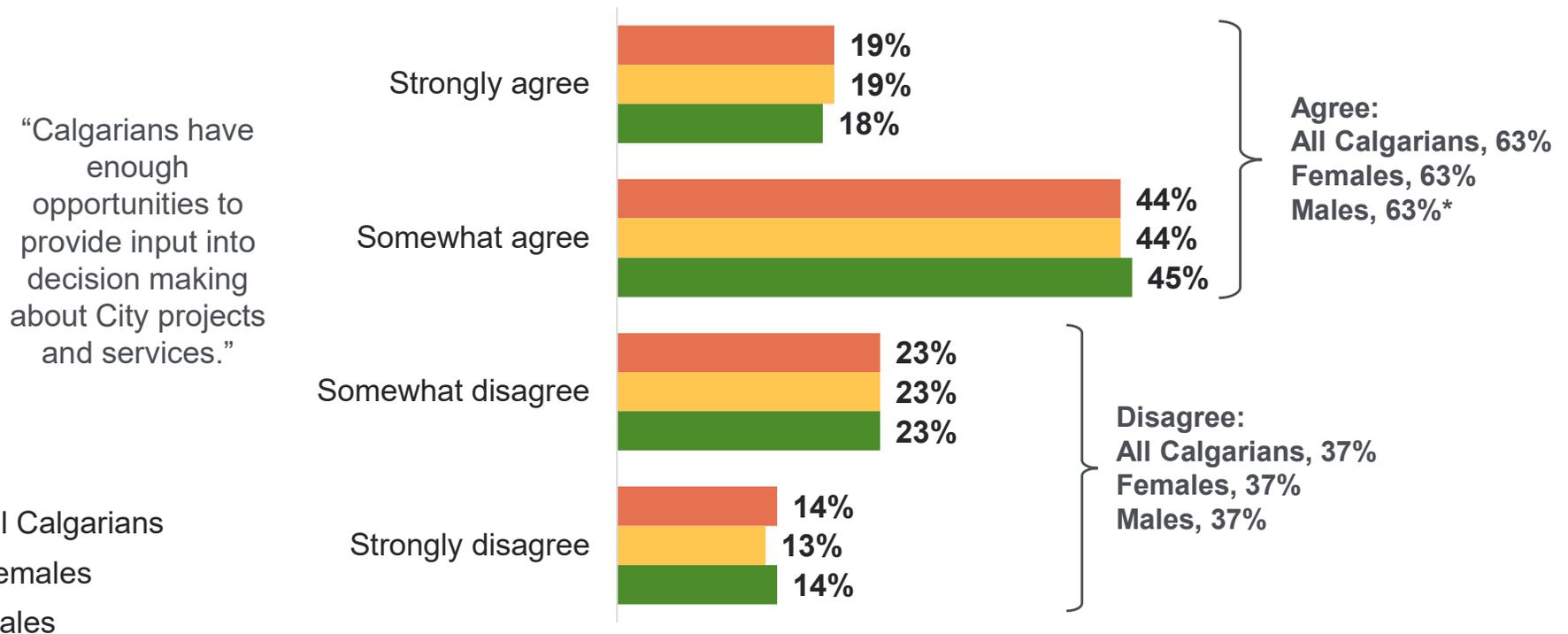
Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen, or heard, please tell me if you agree or disagree with each of the following statements ...

Base: Valid respondents (All Calgarians, n=2,459; Females, n=1,216; Males, n=1,216)



# Enough opportunities to provide input – Females

More than three-fifths (63%) of Calgarians agree that they have enough opportunities to provide input into decision making about City projects and services. Females and males agree at identical rates (63% vs. 63%).



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 ...

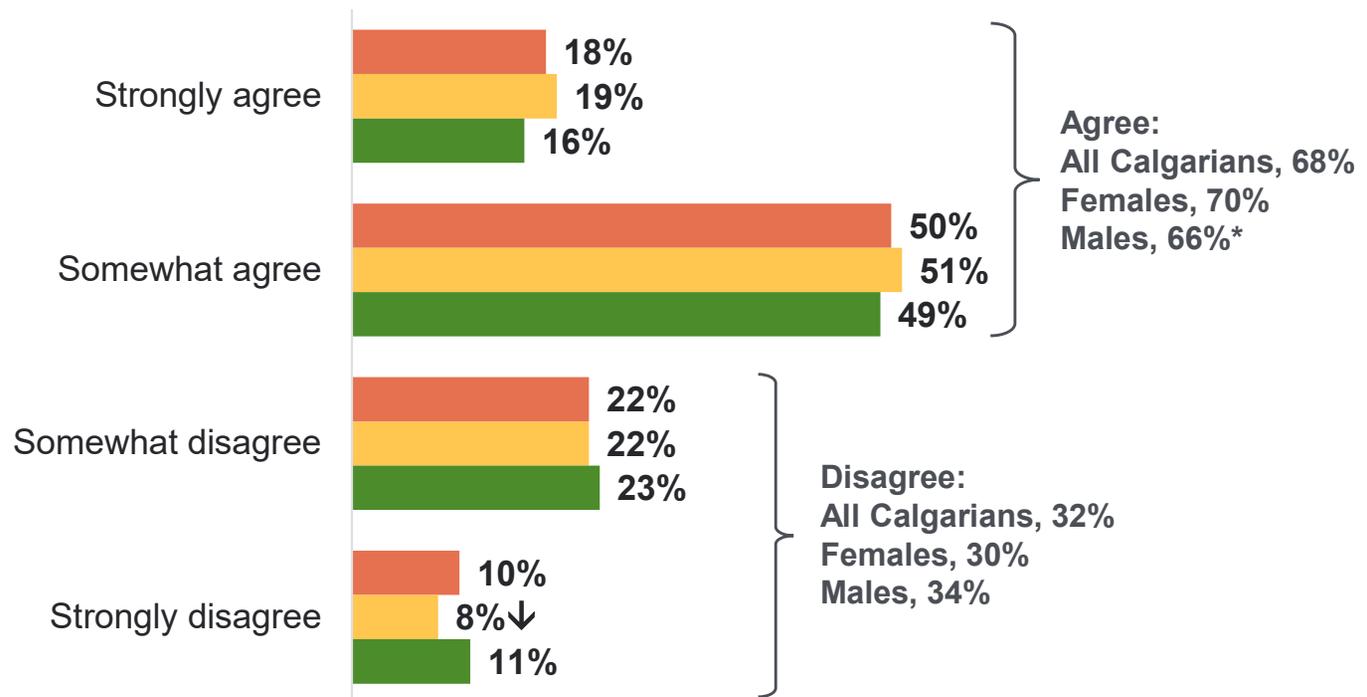
Base: Valid respondents (All Calgarians, n=2,473; Females, n=1,224; Males, n=1,222)

# Working to improve including Calgarian input – Females

While there are no significant differences overall between females and males agreeing (70% vs. 66%) or disagreeing (30% vs. 34%) that they are confident The City is working to improve how it includes Calgarians' input, females are less likely to 'strongly disagree' than are males (8% vs 11%).

“I am confident that The City of Calgary is working to improve how it includes Calgarians' input into important decision making.”

- All Calgarians
- Females
- Males



\*Rounding

↑ Statistically higher than subgroup  
↓ Statistically lower than subgroup

Q. Please tell me if you agree or disagree with each of the following statements...  
Base: Valid respondents (All Calgarians, n=2,480; Females, n=1,232; Males, n=1,221)

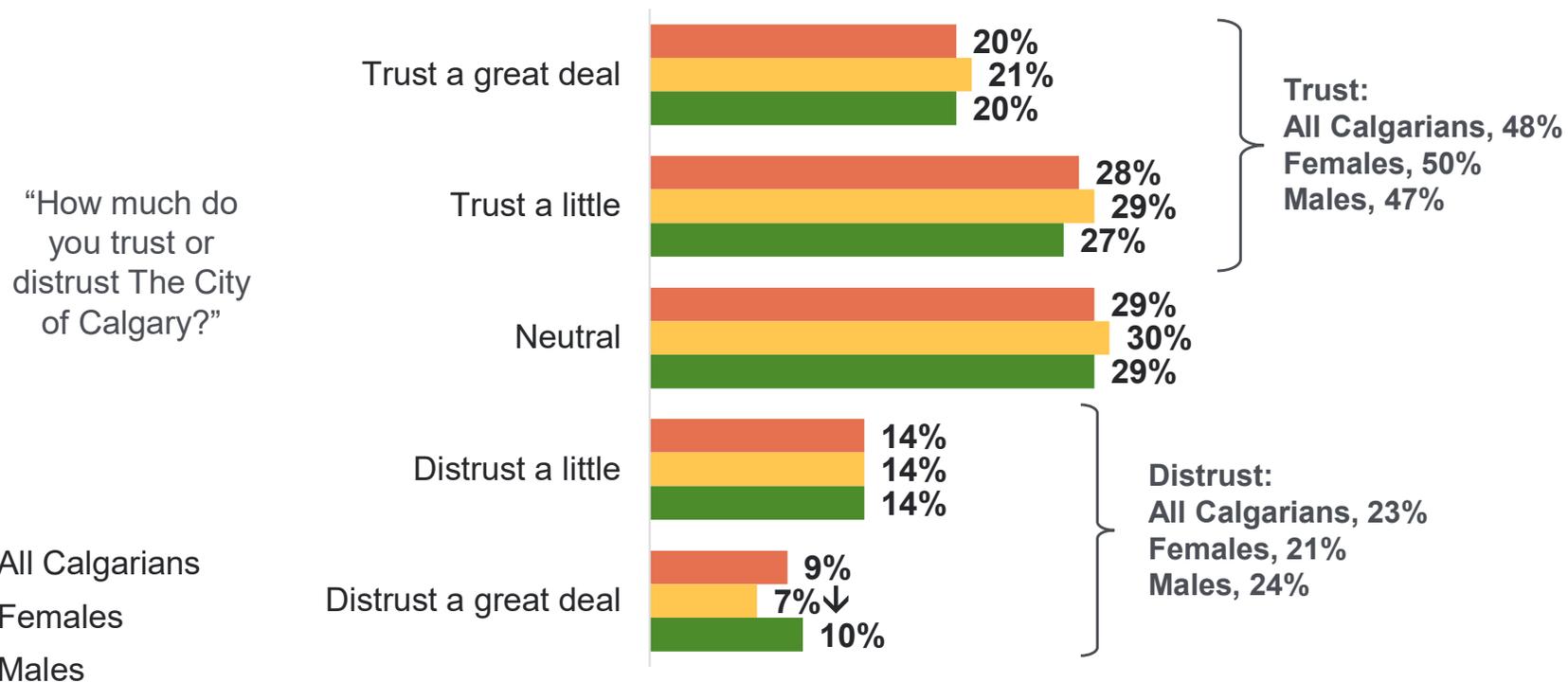


# Reputation and performance



# Trust The City – Females

Nearly one-half (48%) of all Calgarians trust The City of Calgary, with no significant differences by gender (50% females vs. 47% males). Females are, however, less likely to ‘distrust a great deal’ than are males (7% vs. 10%).



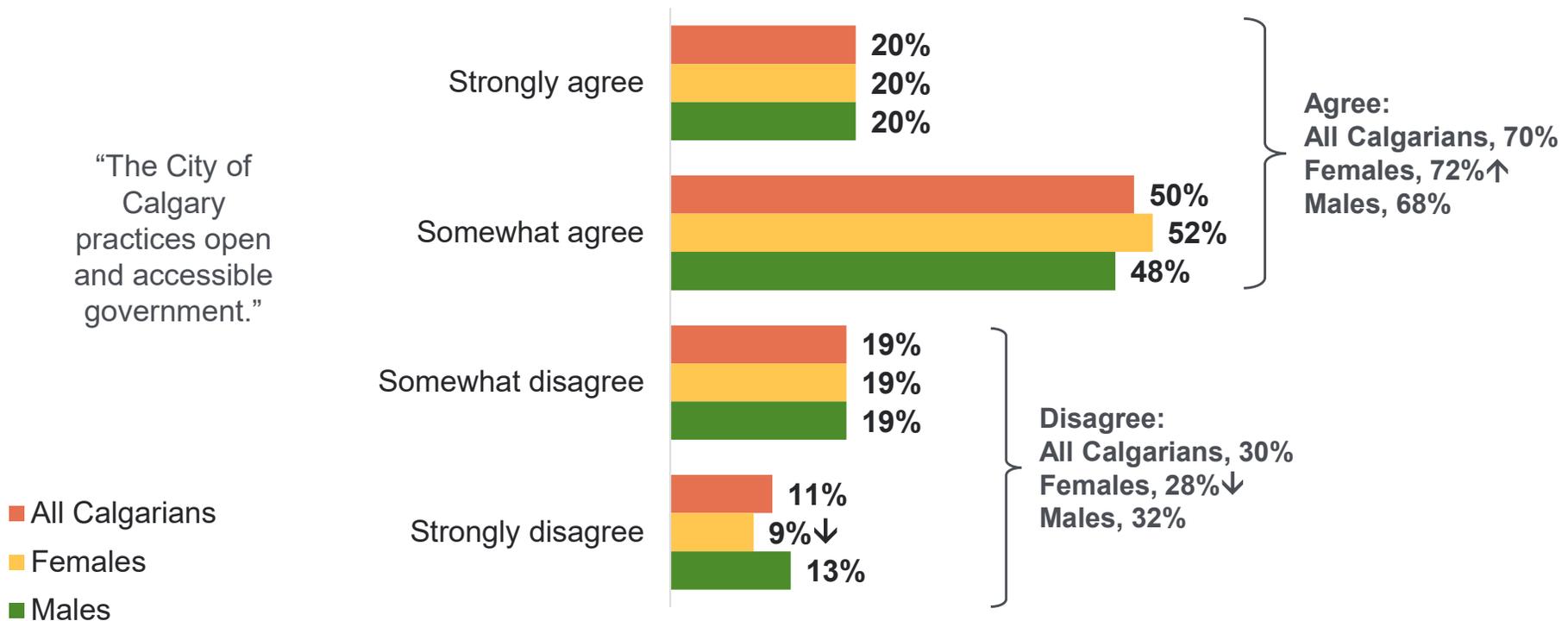
Q. Considering all the things you think are important, how much do you trust or distrust The City of Calgary?

Base: Valid respondents (All Calgarians, n=2,493; Females, n=1,238; Males, n=1,228)

↑ Statistically higher than subgroup  
 ↓ Statistically lower than subgroup

# Open and accessible government – Females

Overall, females are significantly more likely than males to agree that The City of Calgary practices open and accessible government (72% vs. 68%). Female Calgarians are also less likely to ‘strongly disagree’ (9% vs. 13%) and disagree overall (28% vs. 32%) than are males.



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=2,462; Females, n=1,219; Males, n=1,216)

↑ Statistically higher than subgroup  
 ↓ Statistically lower than subgroup

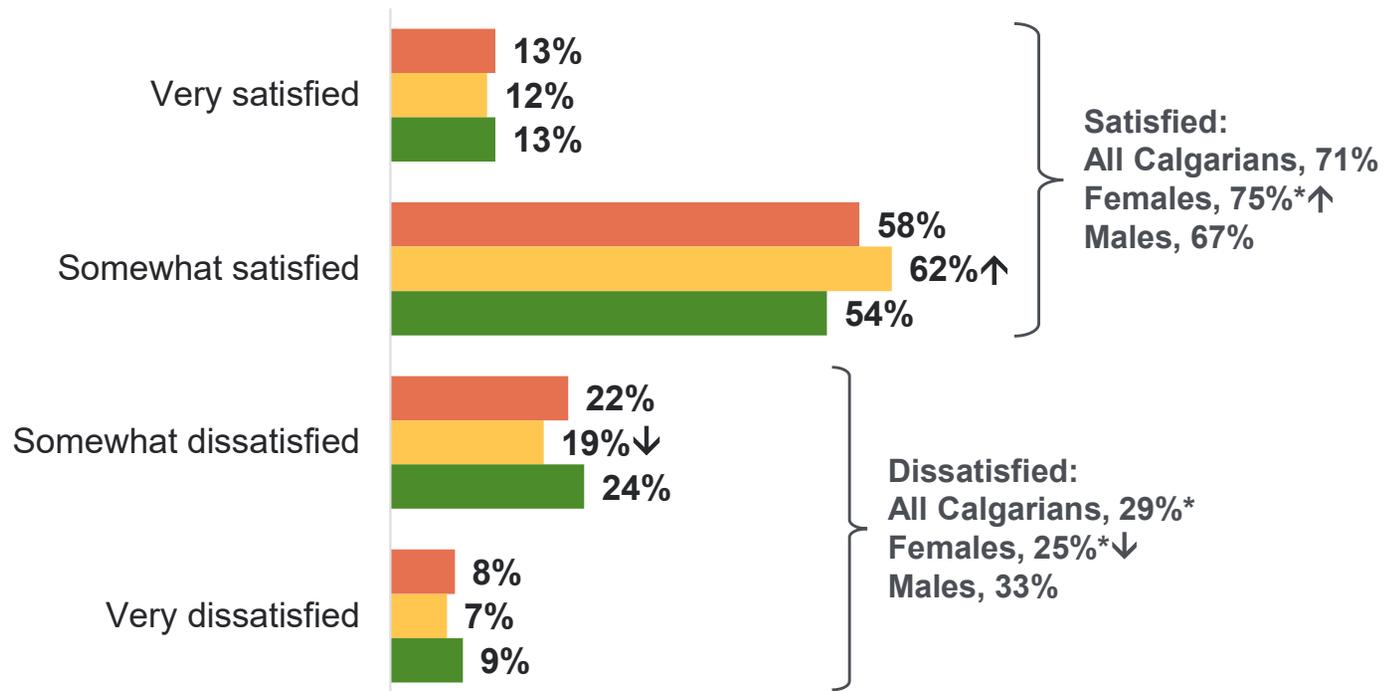


# Satisfaction with The City as a whole – Females

Overall, female Calgarians are overall more satisfied (75% vs. 67%) and less dissatisfied (25% vs. 33%) than male Calgarians with how The City as a whole is going about running The City.

“Satisfaction with The City of Calgary, including Council and City Administration as a whole.”

- All Calgarians
- Females
- Males



Q. Taking everything into account, how satisfied or dissatisfied are you with the way The City of Calgary - including Council and City Administration as a whole - is going about running our City? Are you ...?  
 Base: Valid respondents (All Calgarians, n=2,494; Females, n=1,240; Males, n=1,227)

\*Rounding  
 ↑Statistically higher than subgroup  
 ↓Statistically lower than subgroup

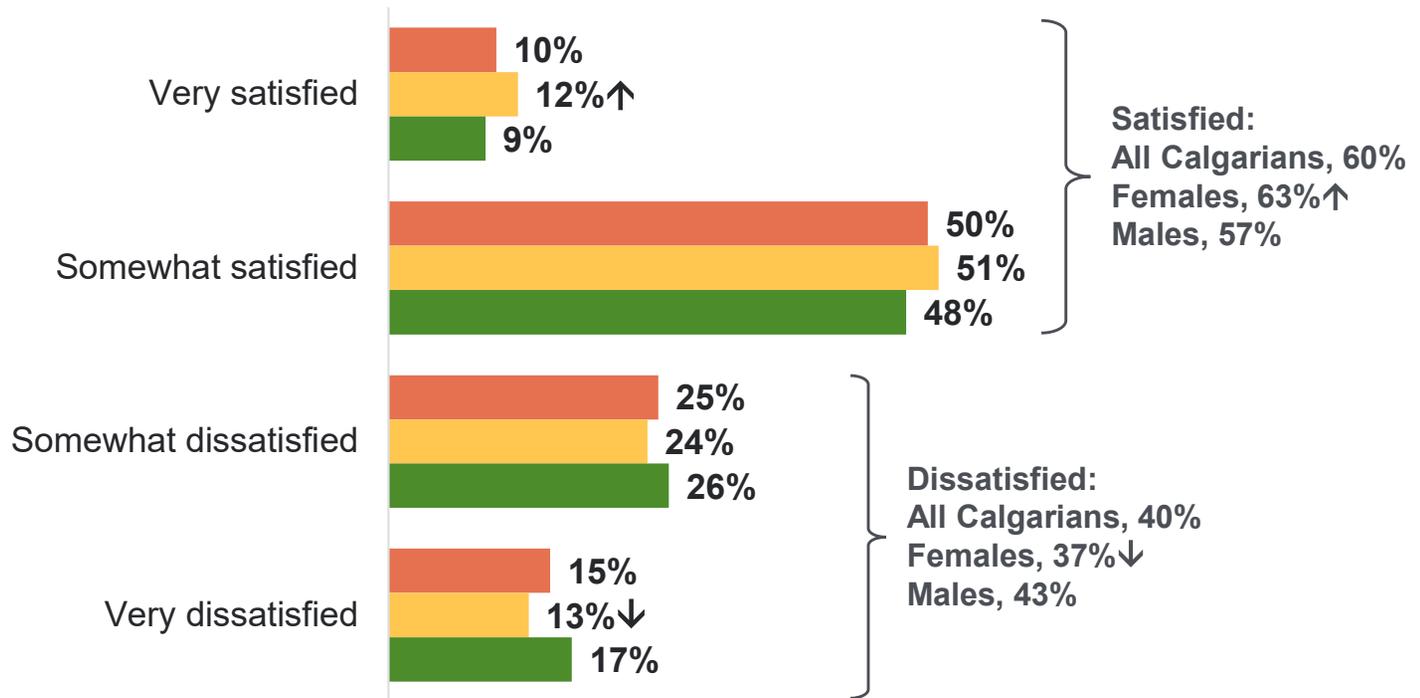


# Satisfaction with Council – Females

Similarly, overall, female Calgarians are more satisfied (63% vs. 57%) and less dissatisfied (37% vs. 43%) than male Calgarians with how City Council going about running The City. Females are also more likely to be ‘very satisfied’ than are males (12% vs. 9%).

“Satisfaction with Calgary’s City Council, excluding City Administration.”

- All Calgarians
- Females
- Males



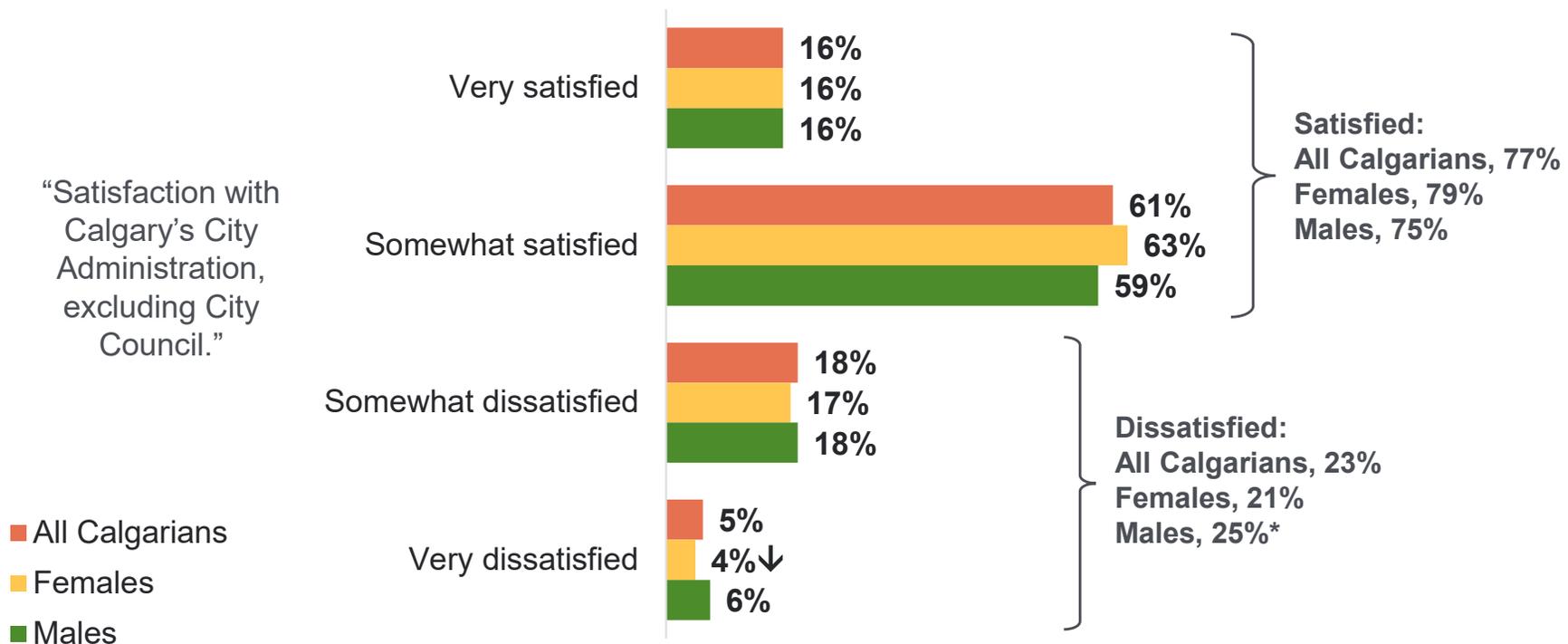
Q. Thinking about Calgary’s City Council, EXCLUDING City Administration, how satisfied or dissatisfied are you with the way City Council is going about running our City?

Base: Valid respondents (All Calgarians, n=2,480; Females, n=1,233; Males, n=1,220)

↑ Statistically higher than subgroup  
 ↓ Statistically lower than subgroup

# Satisfaction with Administration – Females

Contrary to satisfaction with other areas, when it comes to overall satisfaction with how Administration is running The City, there are no significant differences between females or males (79% vs. 75%). Females are less likely to indicate they are ‘not at all satisfied’ than are males (4% vs. 6%).



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?

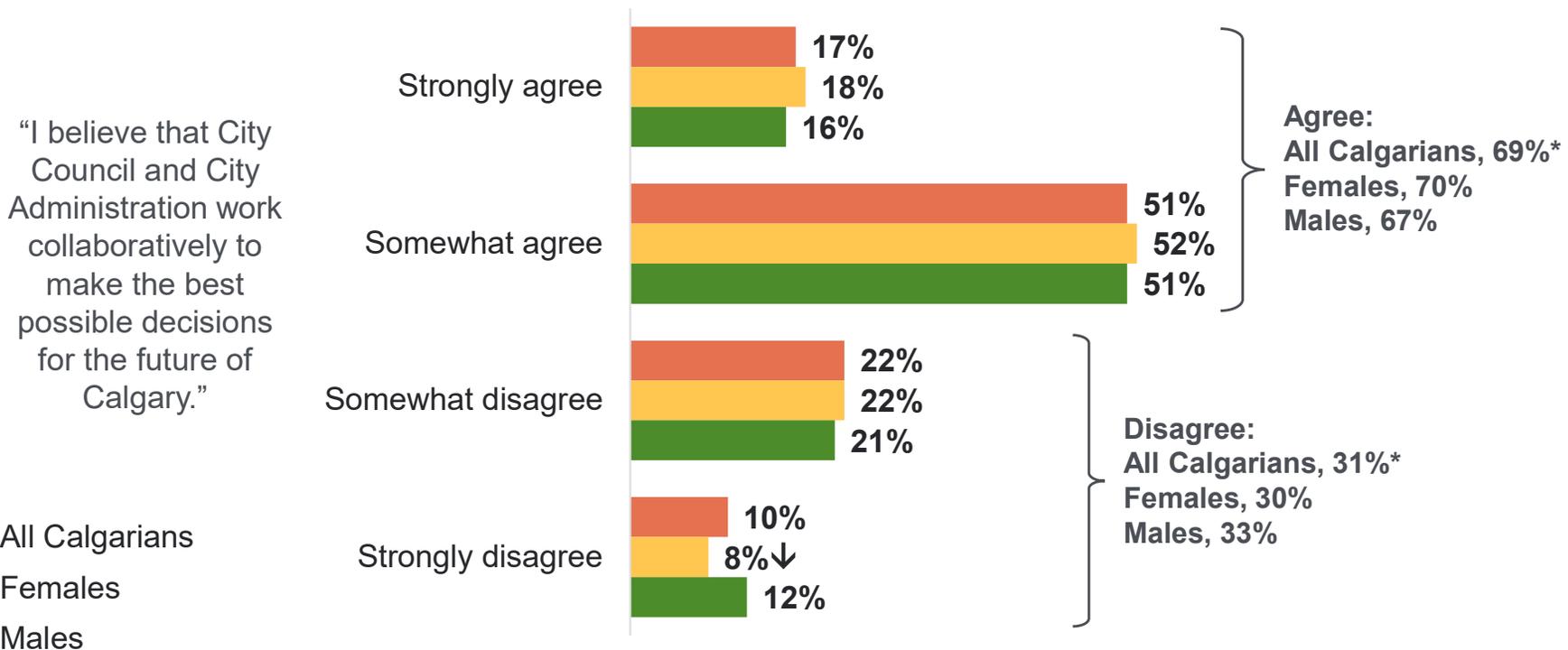
Base: Valid respondents (All Calgarians, n=2,479; Females, n=1,230; Males, n=1,222)

\*Rounding

↑ Statistically higher than subgroup  
 ↓ Statistically lower than subgroup

# Work collaboratively – Income Females

Overall, seven-in-ten (69%) Calgarians agree that City Council and Administration work collaboratively to make the best possible decisions for the future of Calgary, regardless of gender (70% female vs. 67% male). Females are less likely to ‘strongly disagree’ than are males (8% vs. 12%).



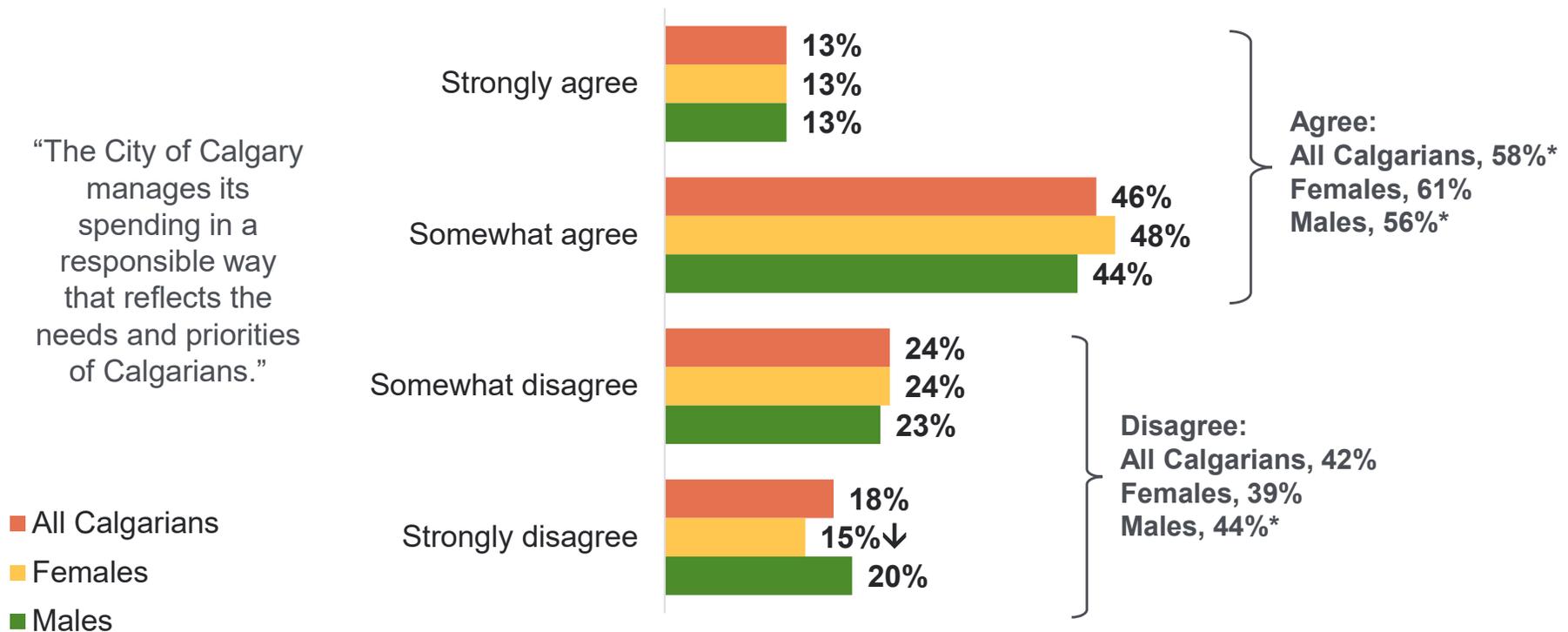
\*Rounding

↑ Statistically higher than subgroup  
 ↓ Statistically lower than subgroup

Q. Please tell me if you agree or disagree with each of the following statements...  
 Base: Valid respondents (All Calgarians, n=2,474; Females, n=1,226; Males, n=1,221)

# Manages spending responsibly – Females

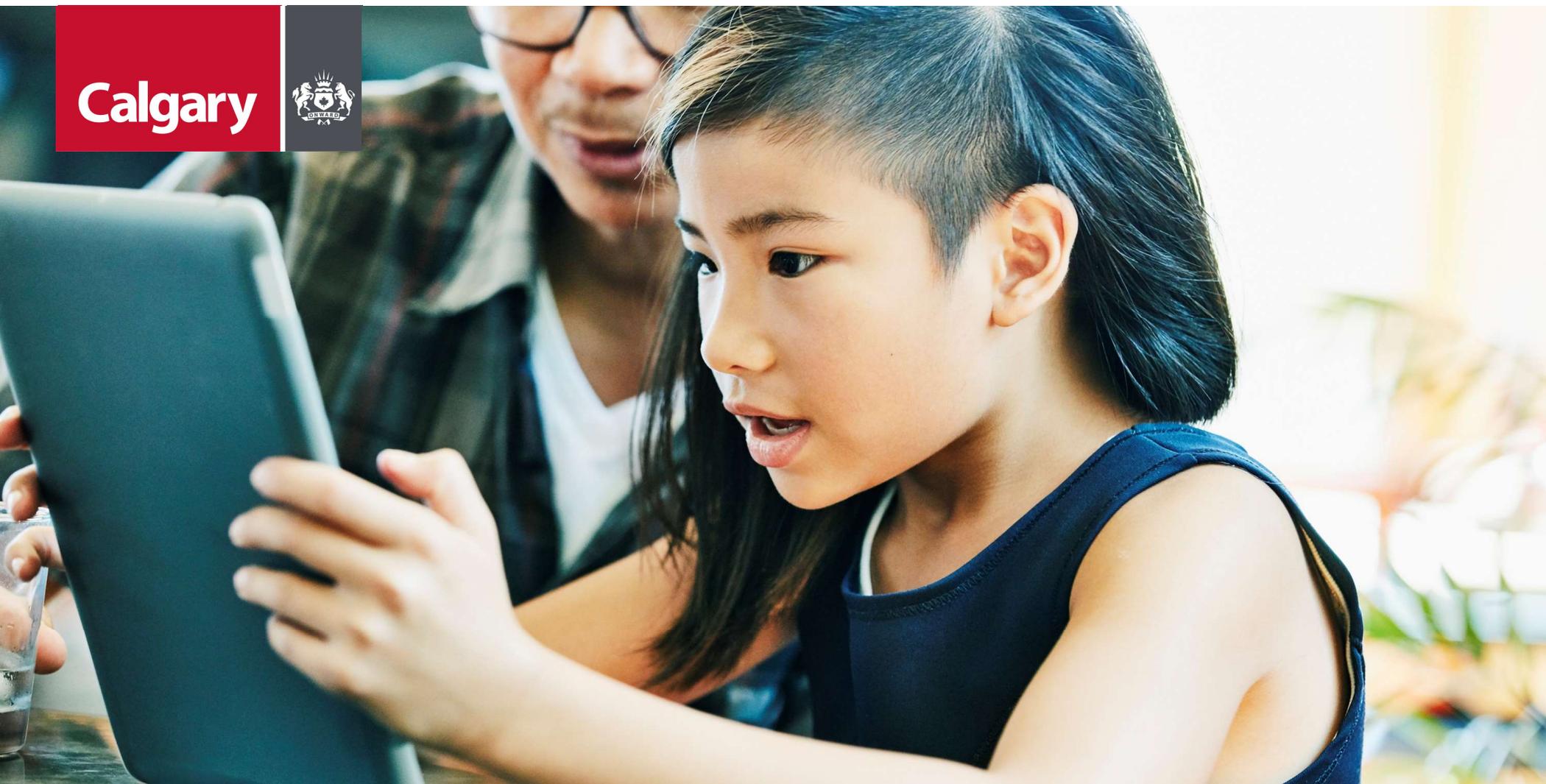
While there are no significant overall differences in agreement (61% vs. 56%) or disagreement (39% vs. 44%) between females and males that The City of Calgary manages its spending in a responsible way that reflects the needs and priorities of Calgarians, females are less likely to ‘strongly disagree’ than are males (15% vs. 20%).



\*Rounding

↑ Statistically higher than subgroup  
 ↓ Statistically lower than subgroup

Q. Please tell me if you agree or disagree with each of the following statements...  
 Base: Valid respondents (All Calgarians, n=2,489; Females, n=1,238; Males, n=1,224)



# Respondent profile



# Respondent profile (1 of 3)

Age			
	Total	Females	Males
18 to 24	11%	10%	11%
25 to 34	19%	19%	20%
35 to 44	17%	17%	18%
45 to 54	19%	19%	19%
55 to 64	12%	13%	12%
65 or older	22%	22%	21%
<i>Mean</i>	47.3	47	48

Gender			
	Total	Females	Males
Female	51%	100%	0%
Male	49%	0%	100%
Prefer to self-describe	1%	0%	0%

Education			
	Total	Females	Males
Did not complete high school or equivalent	2%	2%	3%
Completed high school or equivalent	17%	16%	19%
Completed a Registered Apprenticeship or other trades certificate or diploma	7%	4%	11%
Completed a college or other non-university certificate or diploma	20%	23%	17%
Completed a university certificate, diploma or degree	53%	55%	51%

Household size			
	Total	Females	Males
1	17%	20%	13%
2	35%	34%	36%
3	17%	16%	18%
4	20%	19%	21%
5 or more	11%	12%	11%
<i>Mean</i>	2.8	2.8	2.9

Children and seniors in household			
	Total	Females	Males
Yes – Children	31%	33%	30%
Yes – Seniors	32%	34%	29%

Type of dwelling			
	Total	Females	Males
Single-detached house	65%	64%	66%
Apartment or apartment-style condominium	16%	16%	17%
Duplex, triplex or fourplex	8%	9%	8%
Townhouse or rowhouse	9%	10%	8%
Another type of multi-dwelling unit	1%	1%	1%



# Respondent profile (2 of 3)

Tenure in Calgary			
	Total	Females	Males
Less than 5 years	9%	10%	9%
5 to less than 10 years	8%	8%	8%
10 to less than 15 years	11%	10%	11%
15 to less than 20 years	11%	12%	11%
20 to less than 30 years	22%	21%	23%
30 to less than 40 years	14%	13%	14%
40 or more	26%	27%	24%
<i>Mean</i>	26.9	27.5	26.4

Indigenous			
	Total	Females	Males
Yes – First Nations	1%	2%	1%
Yes – Metis	2%	2%	2%
Yes – Inuit	<1%	<1%	0%
Yes – prefer to self-describe	<1%	1%	0%
No	96%	95%	97%

Disability in household			
	Total	Females	Males
Yes – myself	11%	13%	9%
Yes – someone in my household	11%	12%	9%
No	80%	78%	84%

Born in Canada			
	Total	Females	Males
Yes	67%	69%	65%
No	33%	31%	35%

Age arrived in Canada			
Base: Not born in Canada			
	Total	Females	Males
Under the age of 18	34%	34%	33%
18 to 49	64%	65%	64%
50 or older	1%	1%	2%

Date of arrival in Canada			
Base: Not born in Canada			
	Total	Females	Males
Within the past five years	20%	21%	19%
More than five years ago	80%	79%	81%

Racialized			
	Total	Females	Males
Yes	28%	26%	30%
No	72%	74%	70%
Prefer to self-describe	1%	1%	1%



# Respondent profile (3 of 3)

Employment status			
	Total	Females	Males
Full time employed or self employed	53%	48%	59%
Part time employed or self-employed	13%	15%	11%
Retired	20%	22%	19%
Looking after home and/or family	3%	5%	1%
Unable to work because of sickness or disability	3%	4%	2%
Unemployed	4%	4%	4%
Doing unpaid or voluntary work	2%	2%	1%
Student	7%	7%	7%

Household income			
	Total	Females	Males
Less than \$30,000	8%	9%	6%
\$30,000 to <\$45,000	7%	9%	5%
\$45,000 to <\$60,000	10%	10%	10%
\$60,000 to <\$75,000	8%	8%	8%
\$75,000 to <\$90,000	7%	6%	8%
\$90,000 to <\$105,000	11%	11%	10%
\$105,000 to <\$120,000	9%	10%	9%
\$120,000 to <\$150,000	12%	11%	13%
\$150,000 to <\$200,000	14%	14%	15%
\$200,000+	15%	13%	16%

Own or operate a business			
	Total	Females	Males
Own and operate a business	15%	12%	18%
Own a business	3%	2%	3%
Operate a business	2%	1%	2%
No	80%	85%	76%

Responsible for property taxes			
	Total	Females	Males
Yes	86%	86%	87%
No	14%	14%	13%

Own or rent			
	Total	Females	Males
Own	70%	71%	70%
Rent	27%	26%	27%
Other	3%	3%	3%

Quadrant			
	Total	Females	Males
Southwest	29%	30%	27%
Southeast	24%	23%	24%
Northwest	27%	25%	29%
Northeast	20%	21%	19%

2SLGBTQIA+			
	Total	Females	Males
Yes	6%	5%	6%
No	94%	94%	95%



# Contact

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