



Calgary



Equity-deserving communities Gender

Analysis of the 2023 Spring Survey of Calgarians
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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.
-

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.

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

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:

- ↑ 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.

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:

| | | |
|--|--|---|
| <u>Gender:</u> <ul style="list-style-type: none"> Male Female <p>Note: the number of respondents who identified with another category is too small to report separately</p> | <u>Household Income:</u> <ul style="list-style-type: none"> < \$60,000 \$60,000+ <p>Note: self-reported pre-tax annual household income</p> | <u>Racialized People:</u> <ul style="list-style-type: none"> Yes No |
| <u>Seniors:</u> <ul style="list-style-type: none"> 18 to 64 years old 65 years old or older | <u>Disability:</u> <ul style="list-style-type: none"> Yes No <p>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</p> | <u>Born in Canada:</u> <ul style="list-style-type: none"> Born in Canada Born outside Canada <p>Note: foreign-born respondents were not asked for their specific country of origin</p> |
| <u>Young Adults:</u> <ul style="list-style-type: none"> 18 to 24 years old 25 years or older | <u>2SLGBTQIA+:</u> <ul style="list-style-type: none"> 2SLGBTQIA+ Non-2SLGBTQIA+ | <u>Indigenous:</u> <ul style="list-style-type: none"> Indigenous Non-Indigenous <p>Note: Includes First Nations, Métis, Inuit, or an Indigenous self-description.</p> |

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).



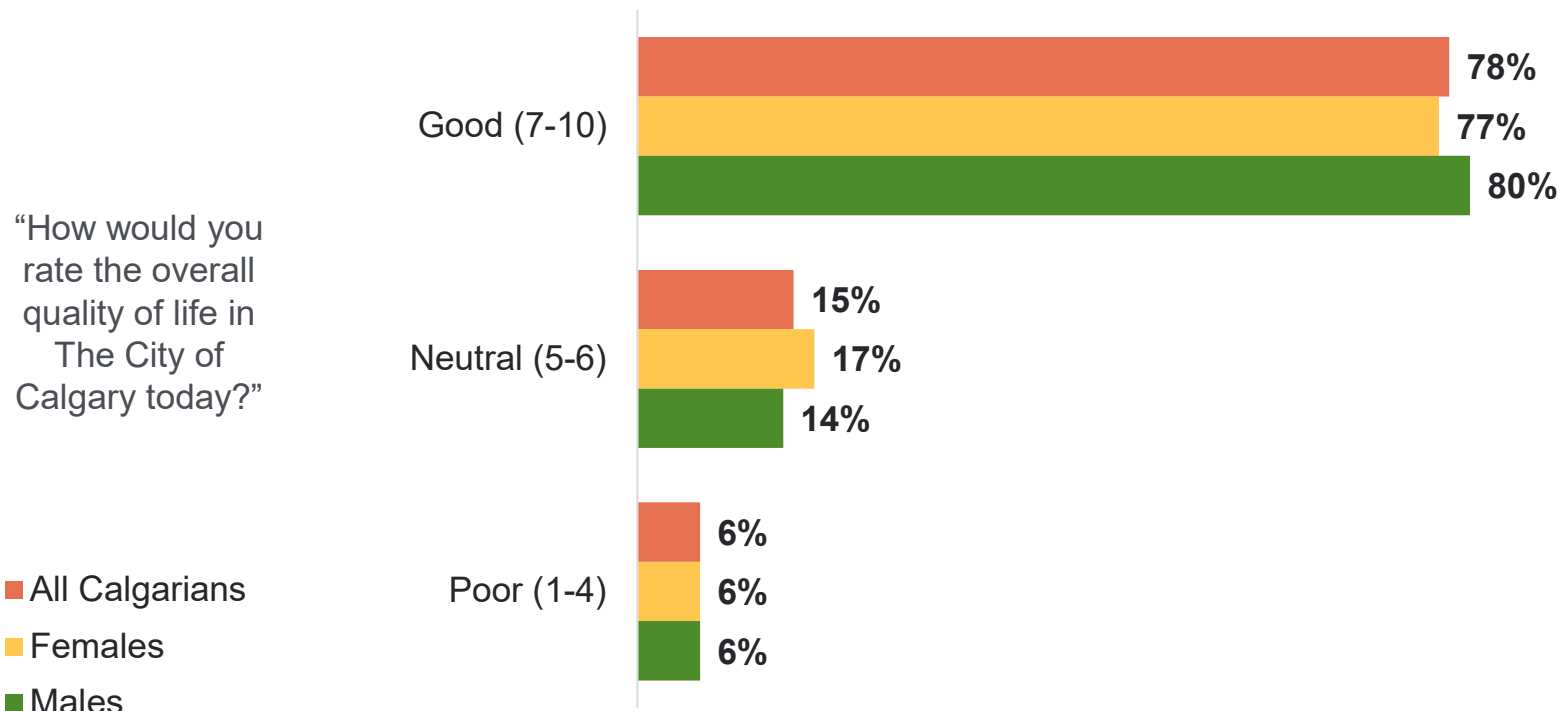
Detailed findings



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%).



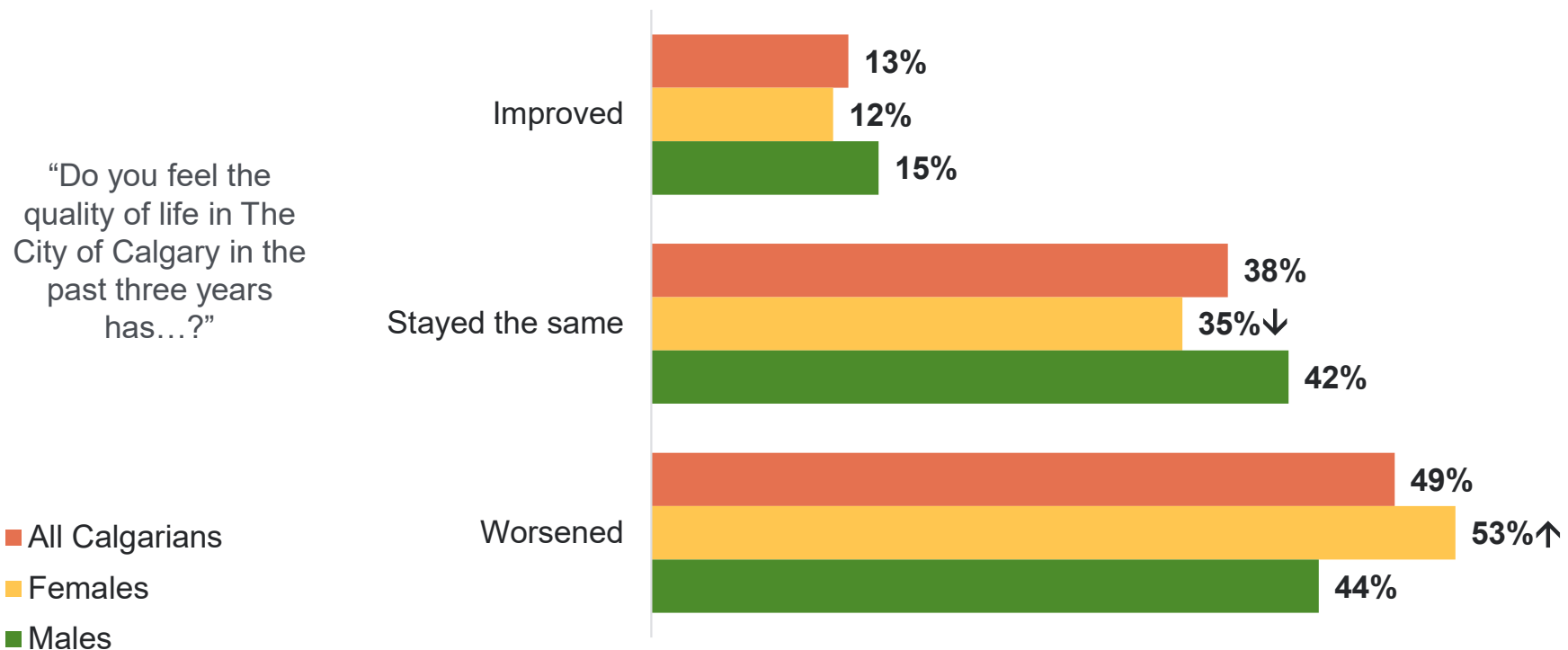
Q. On a scale of “1” to “10” where “1” is “very poor” and “10” is “very good” how would you rate the overall quality of life in The City of Calgary today?

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%).

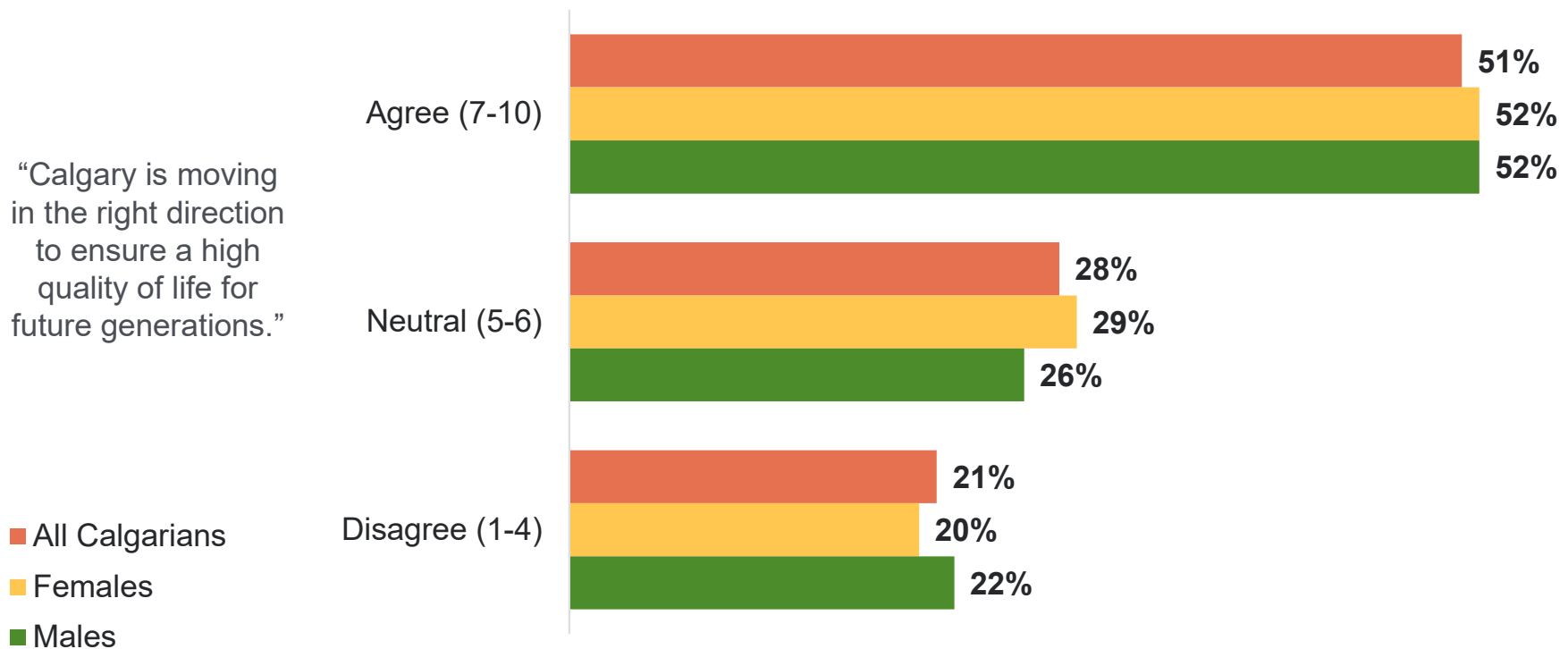


Q. Do you feel that the quality of life in The City of Calgary in the past three years has ...?
 Base: Valid respondents (All Calgarians, n=2,465; Females, n=1,226; Males, n=1,212)

↑ 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%).

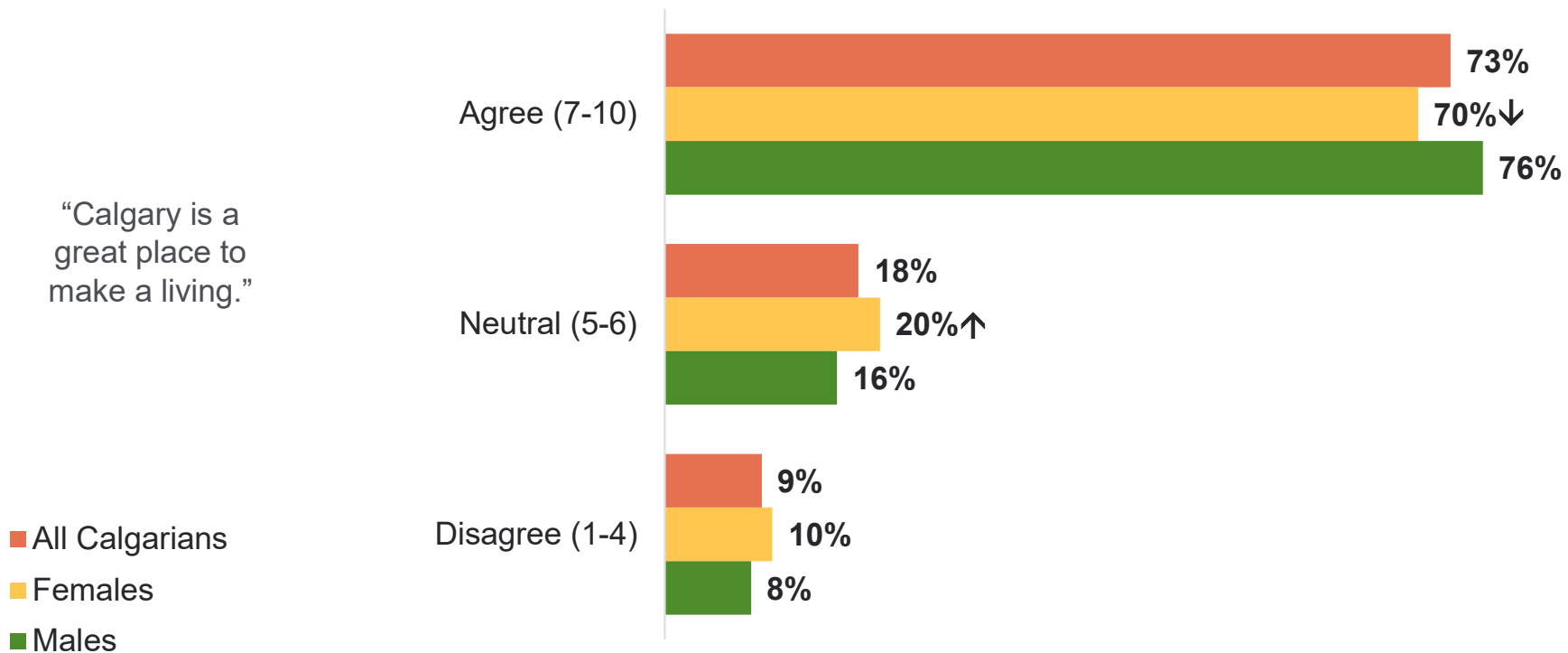


Q. Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each statement using a scale from “1” to “10”, where “1” is “completely disagree” and “10” is “completely agree”.

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%).



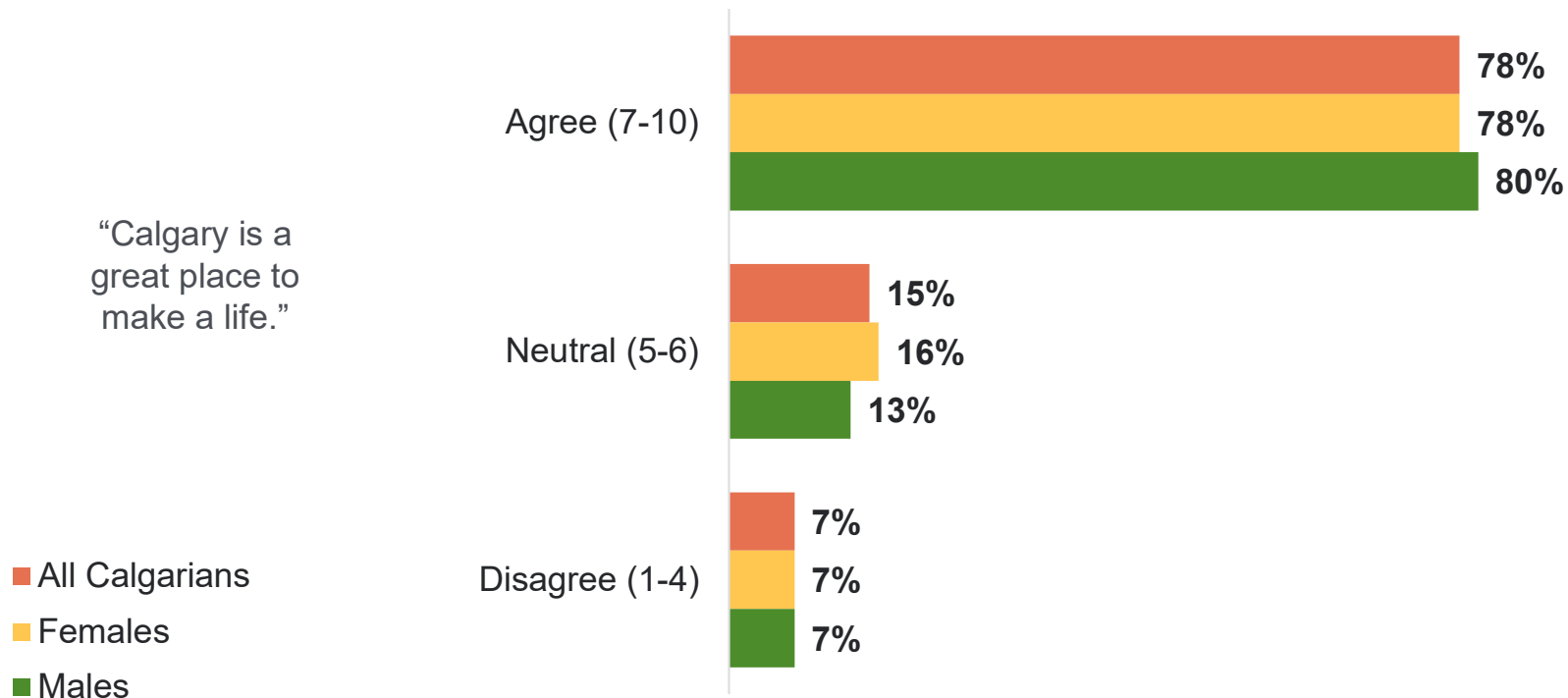
Q. Next, I’m going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each statement using a scale from “1” to “10”, where “1” is “completely disagree” and “10” is “completely agree”.

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.

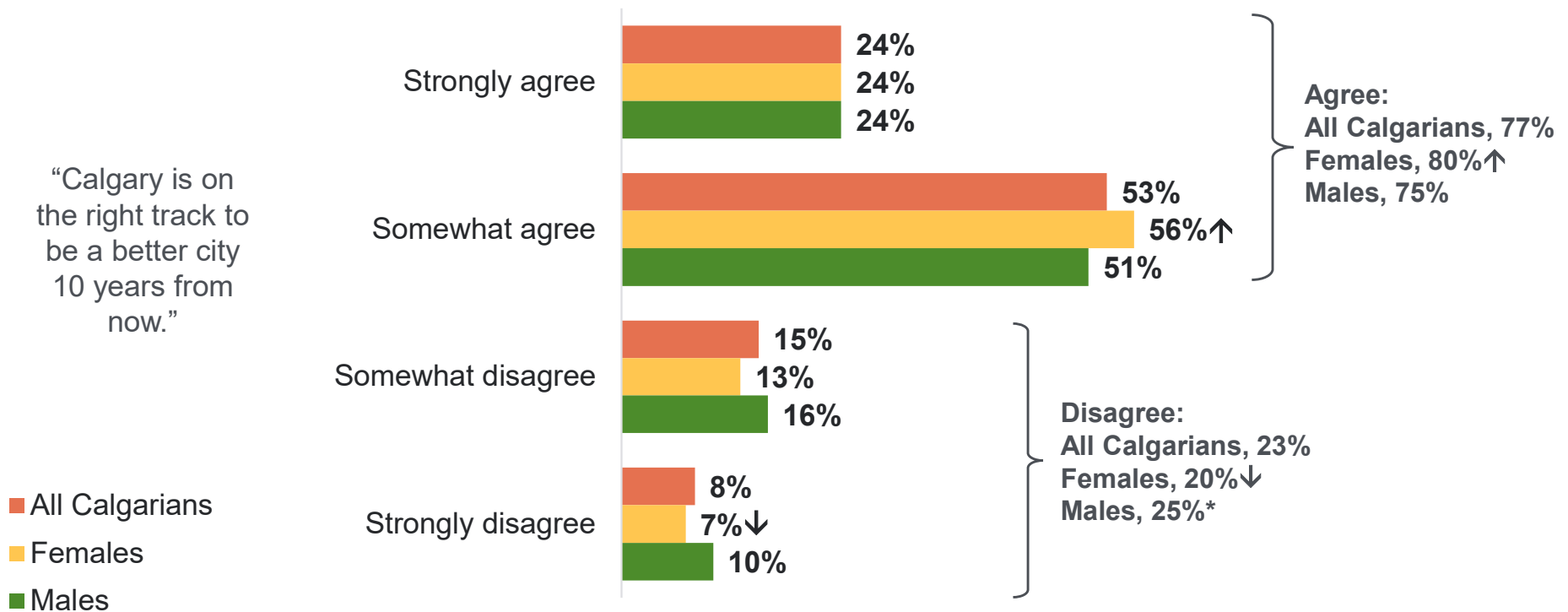


Q. Next, I’m going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each statement using a scale from “1” to “10”, where “1” is “completely disagree” and “10” is “completely agree”.

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%)



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

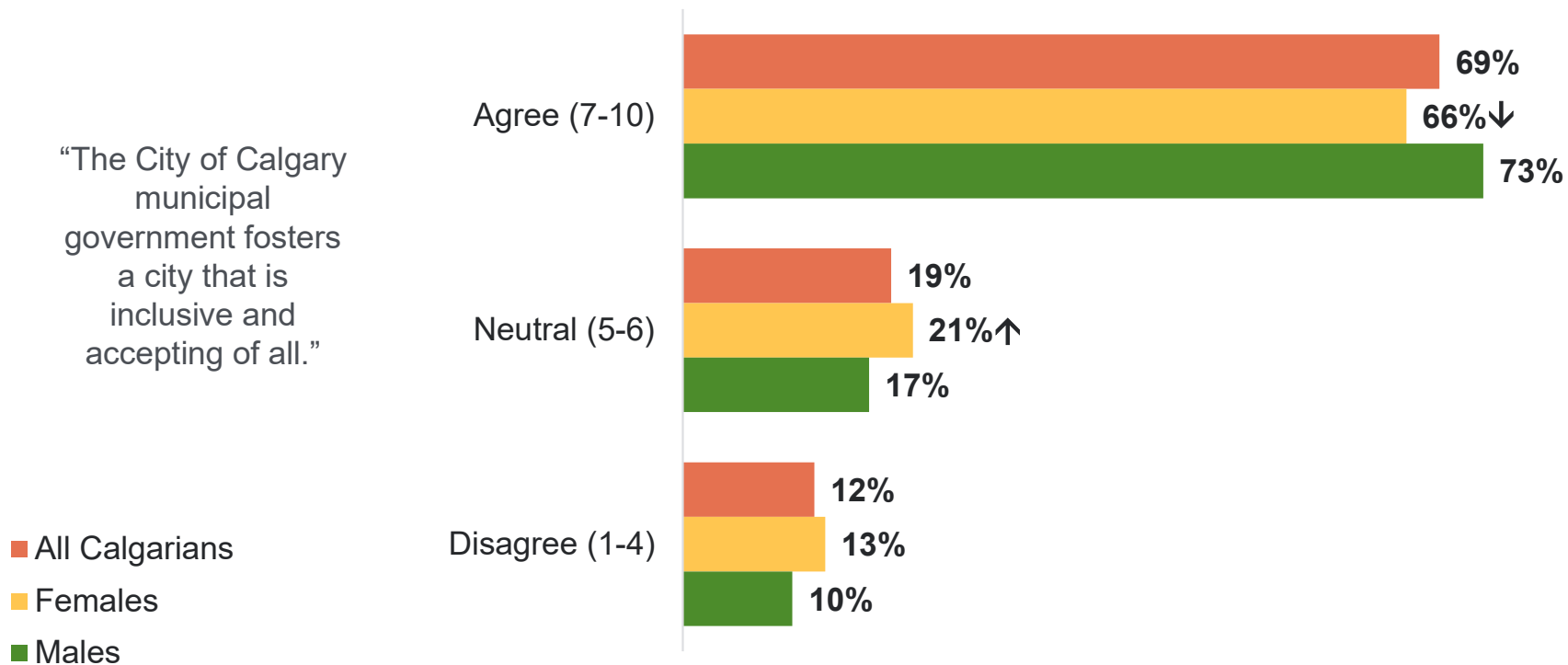
Base: Valid respondents (All Calgarians, n=2,487; Females, n=1,236; Males, n=1,224)



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%).



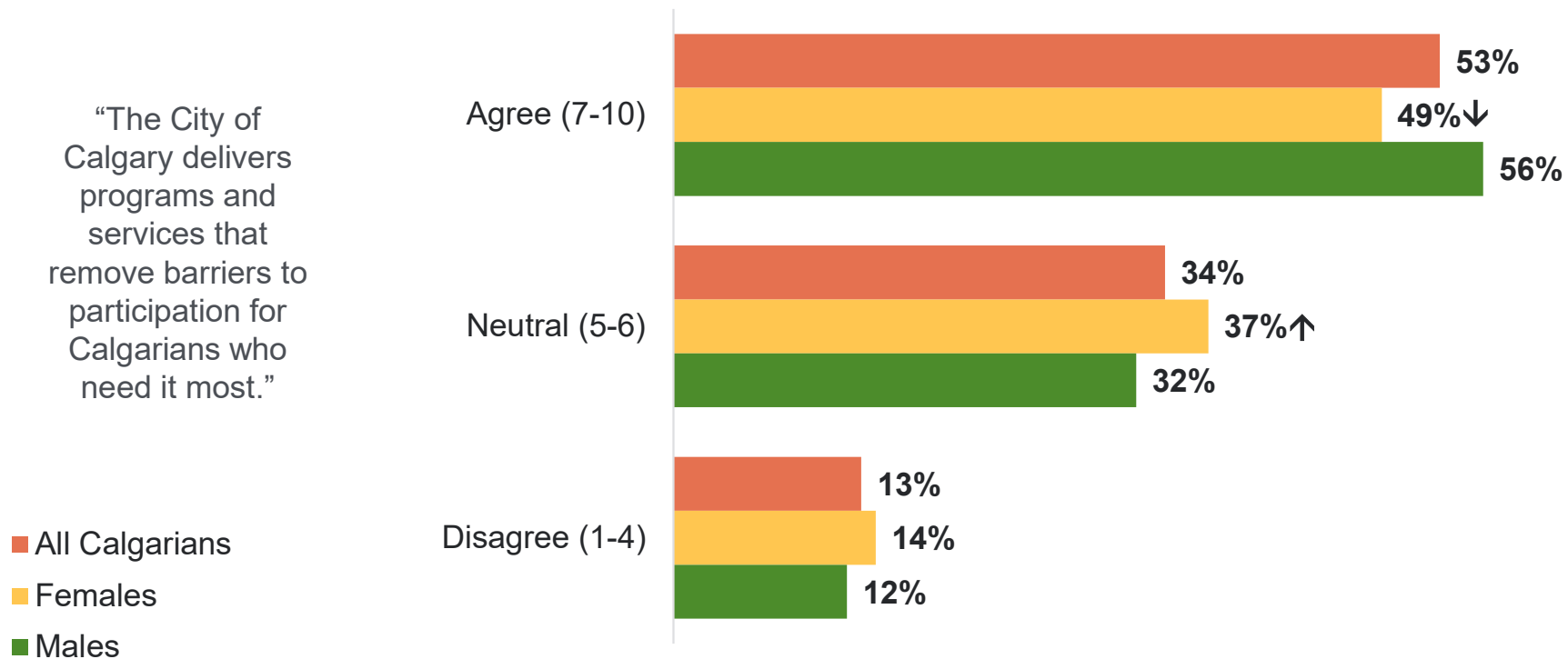
Q. Next, I’m going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each statement using a scale from “1” to “10”, where “1” is “completely disagree” and “10” is “completely agree”.

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

↑ Statistically higher than subgroup
 ↓ Statistically lower than subgroup

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%)



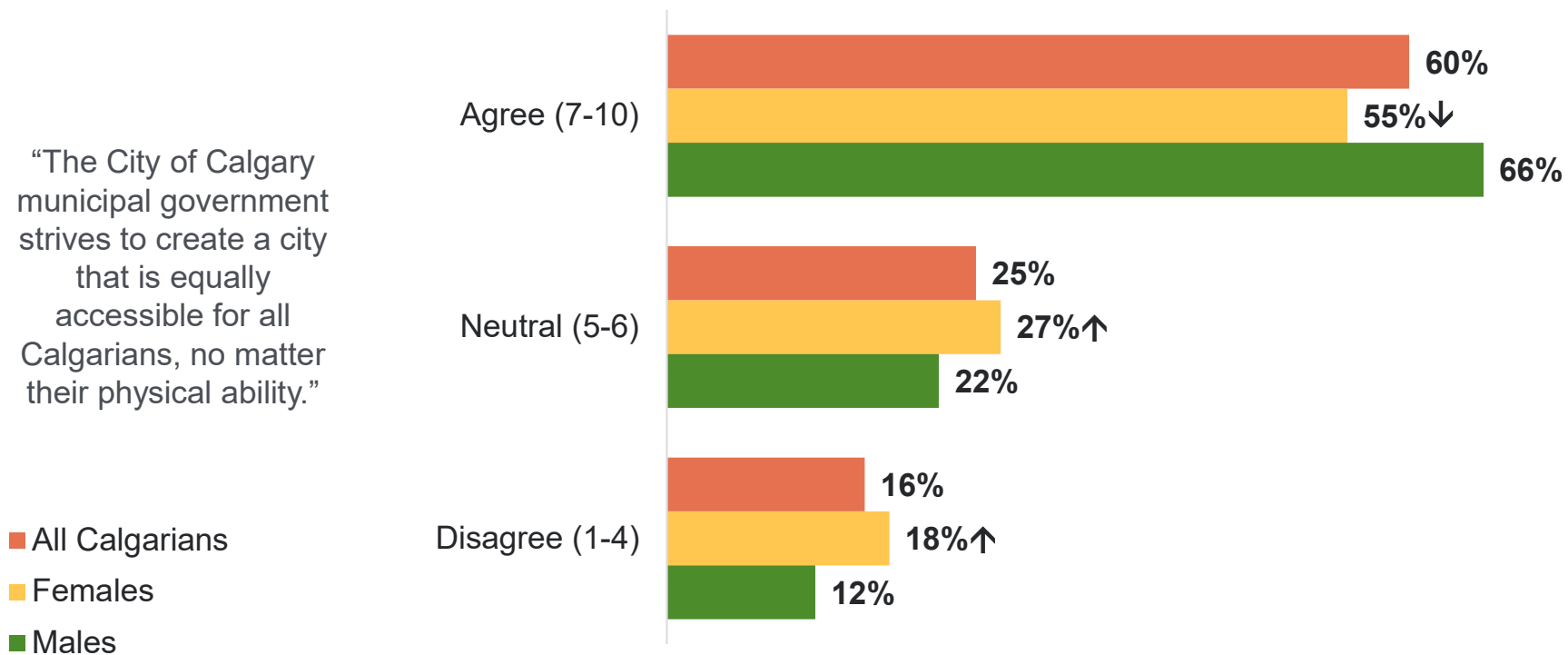
Q. Next, I’m going to read you a series of statements that some people have said about life in Calgary. Please indicate if you agree or disagree with each statement using a scale from “1” to “10”, where “1” is “completely disagree” and “10” is “completely agree”.

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

↑ Statistically higher than subgroup
 ↓ Statistically lower than subgroup

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.



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)

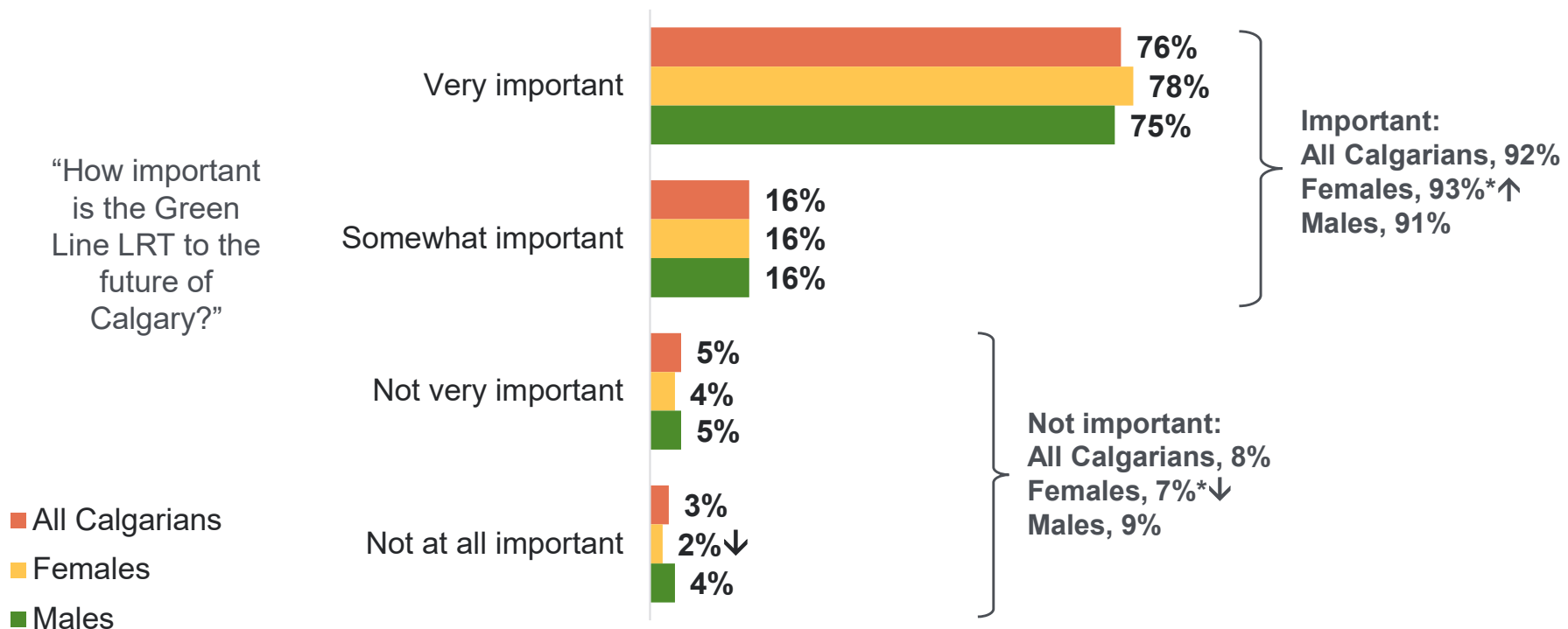
↑ Statistically higher than subgroup
 ↓ Statistically lower than subgroup



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%)

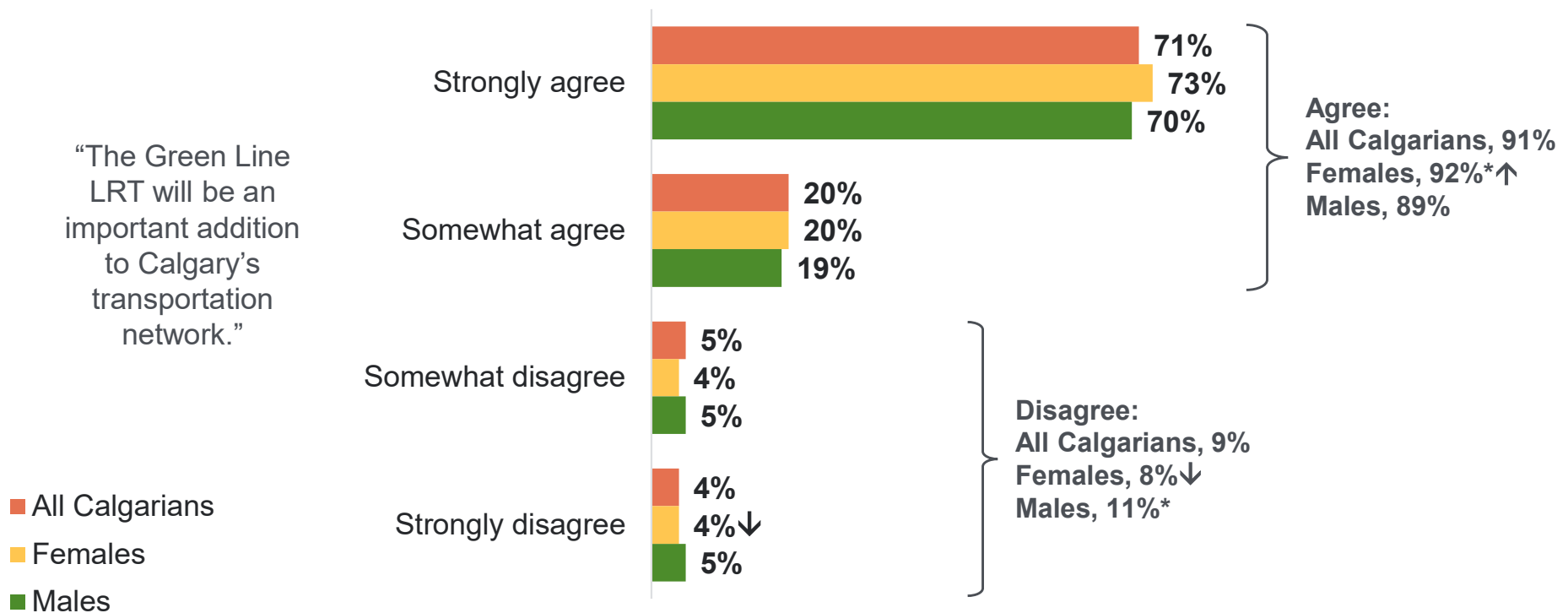


Q. The Green Line is Calgary's next LRT line. When complete, it will connect communities between Keystone in the North and Seton in the Southeast to downtown and various other destinations along the way. How important do you think the Green Line LRT is to the future of Calgary, 10 years down the road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

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

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.



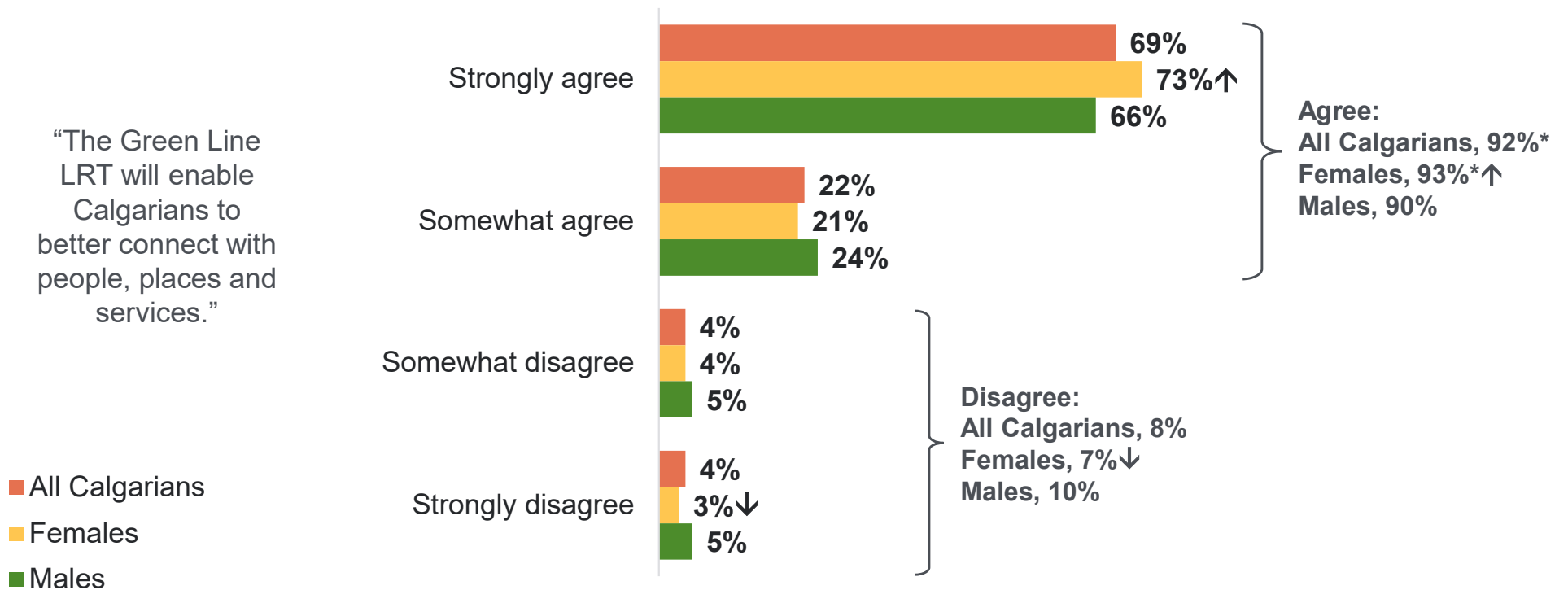
*Rounding

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)

↑ Statistically higher than subgroup
 ↓ Statistically lower than subgroup

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.



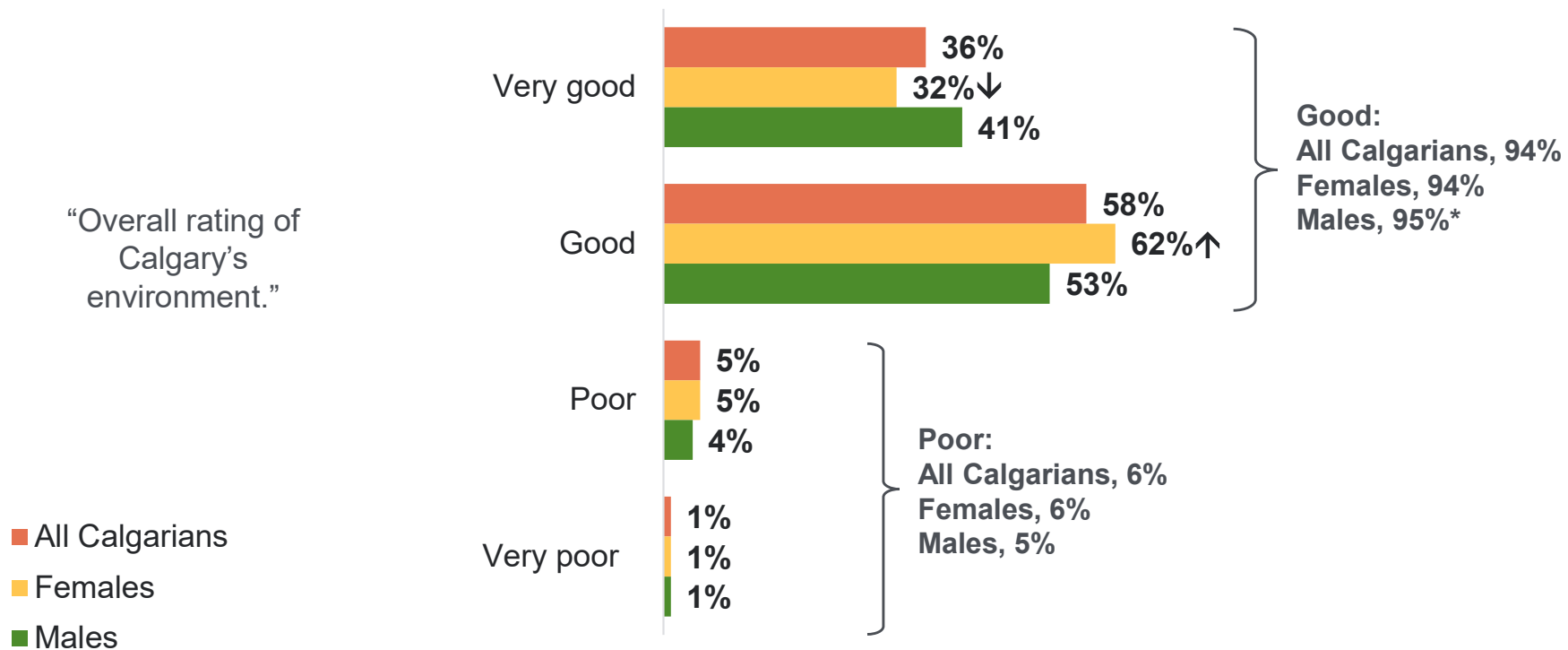
Q. To what extent do you agree or disagree with the following statements...
 Base: Valid respondents (All Calgarians, n=2,496; Females, n=1,242; Males, n=1,227)



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.



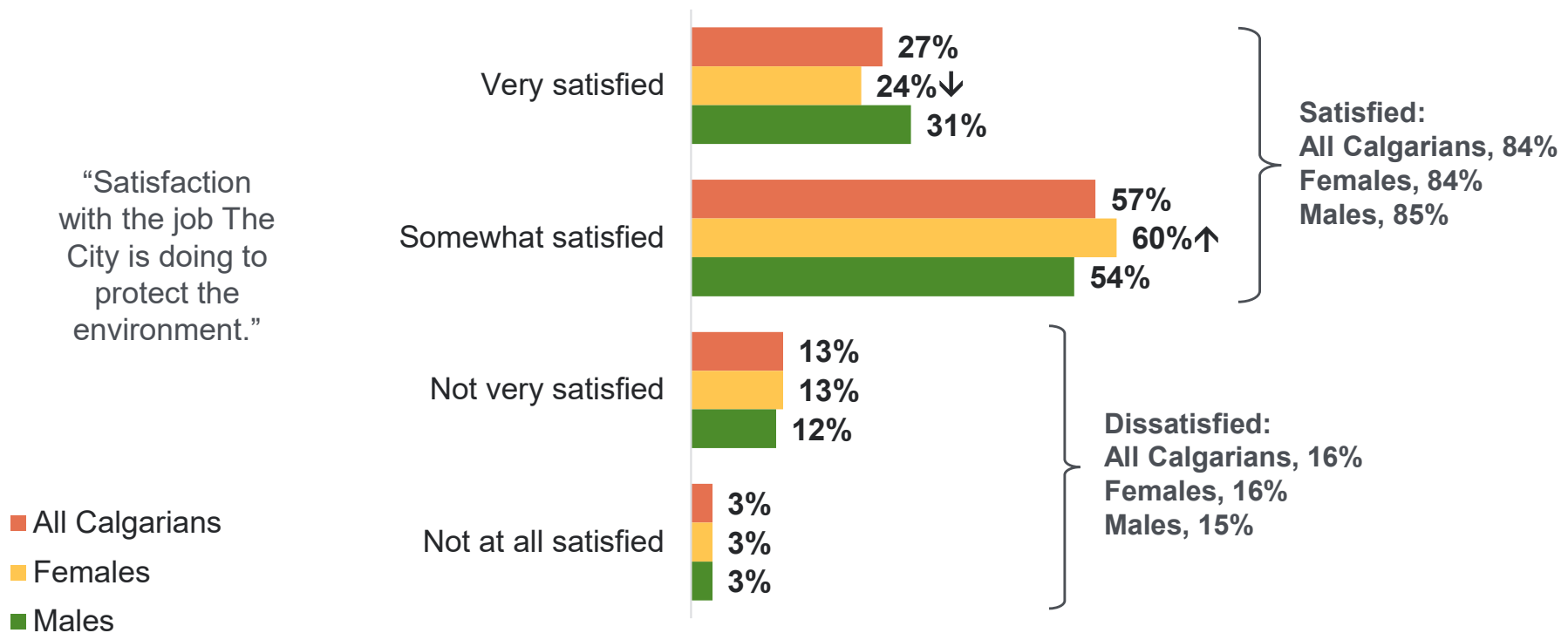
Q. Thinking about things such as air, water and land quality in The City, how would you rate the overall state of Calgary’s environment today? Would you say that it is...

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



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%).



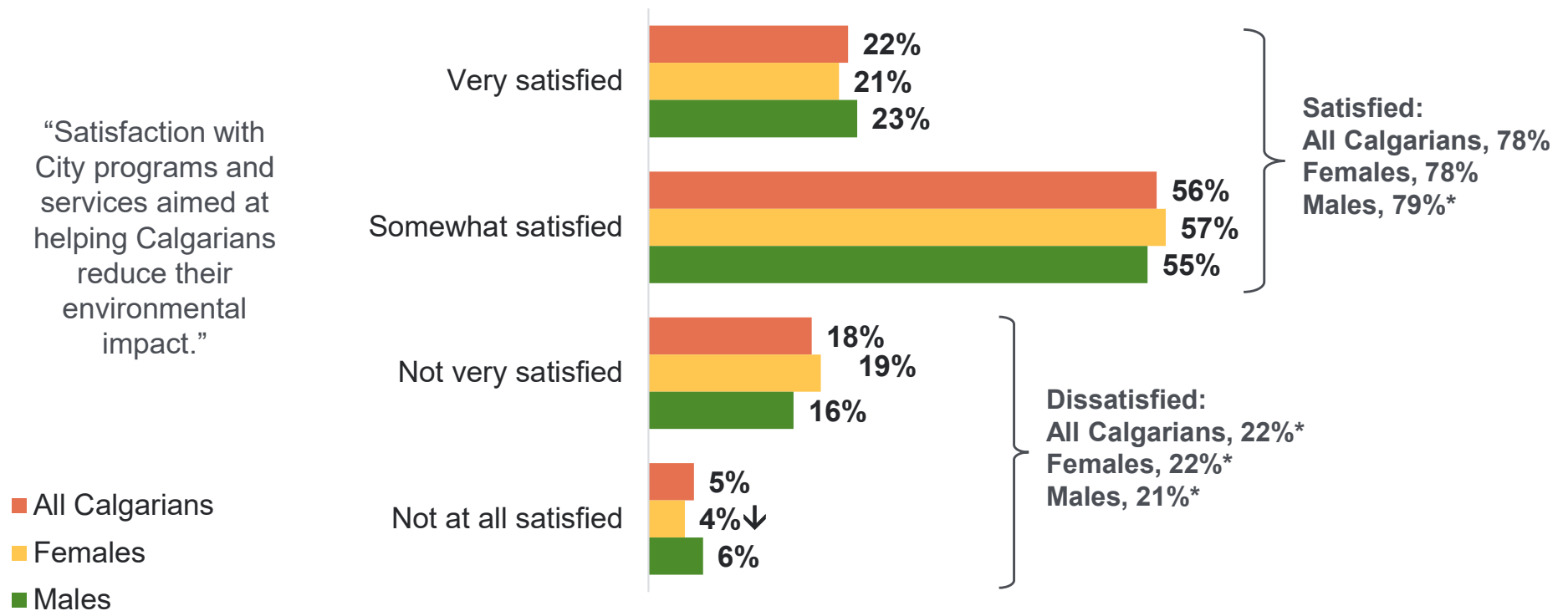
Q. How satisfied are you with the job The City of Calgary is currently doing to protect the environment?

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%).



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

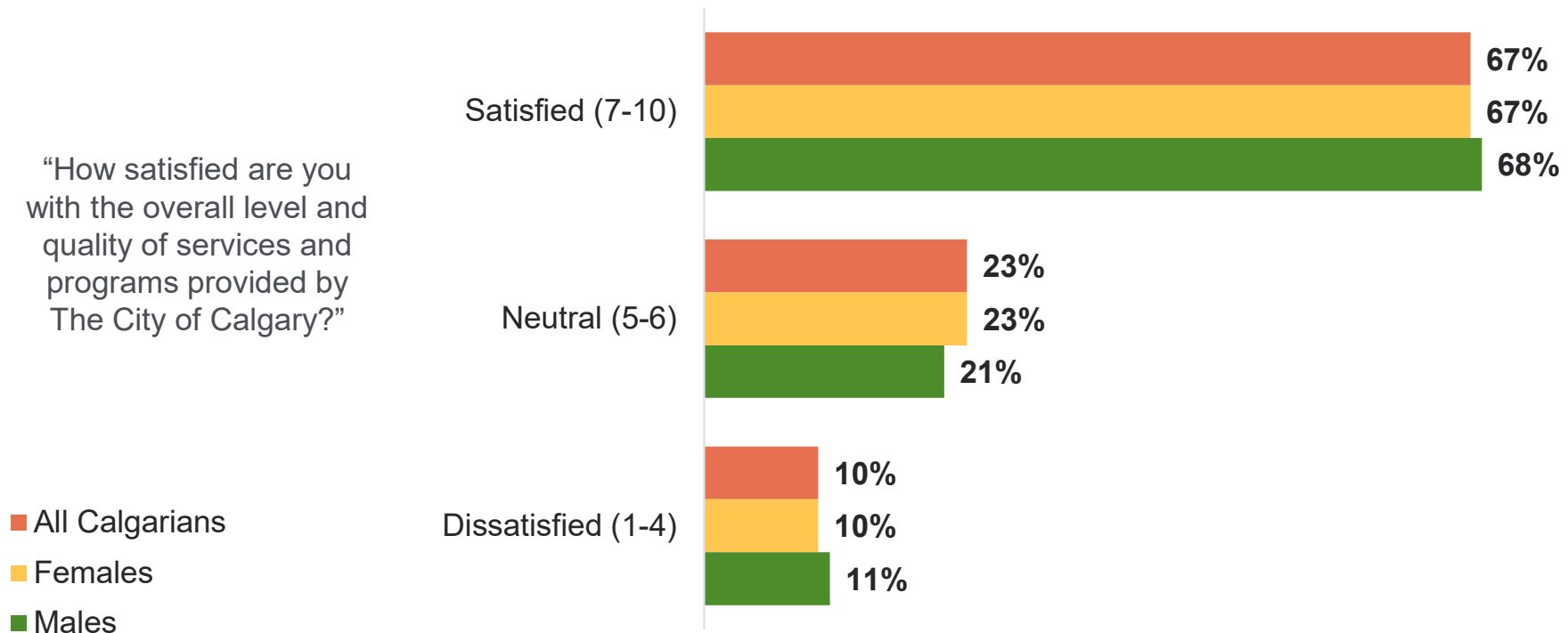
Base: Valid respondents (All Calgarians, n=2,469; Females, n=1,227; Males, n=1,217)



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

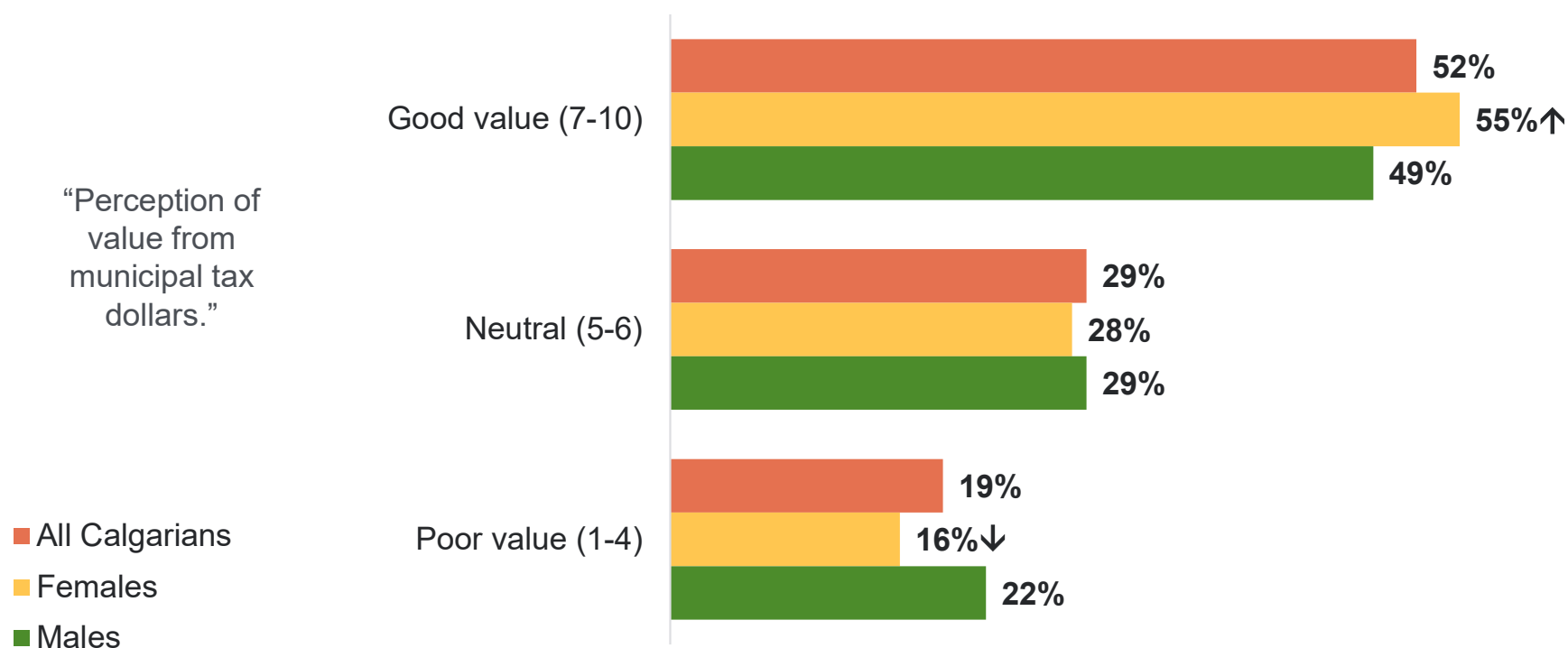


Taxation



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.



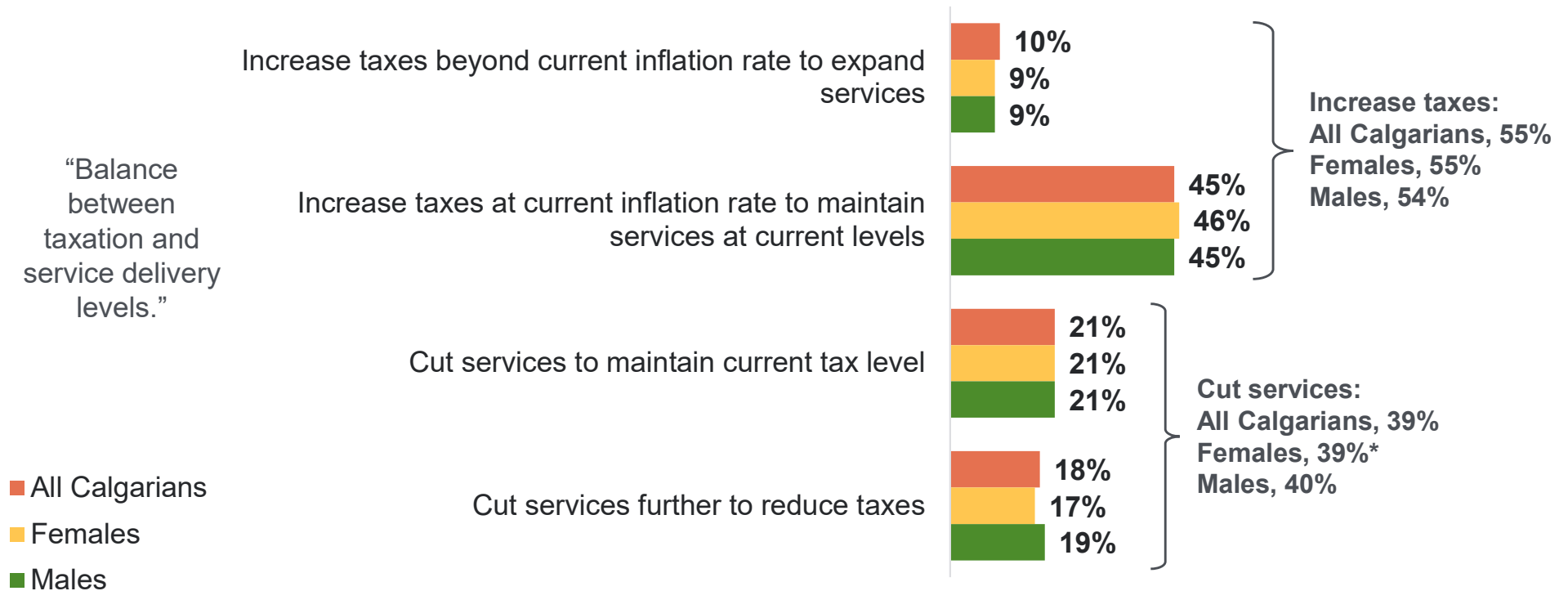
Q. Property tax dollars are divided between The City and the Province. Approximately two-thirds of residential property tax payment goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars 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)

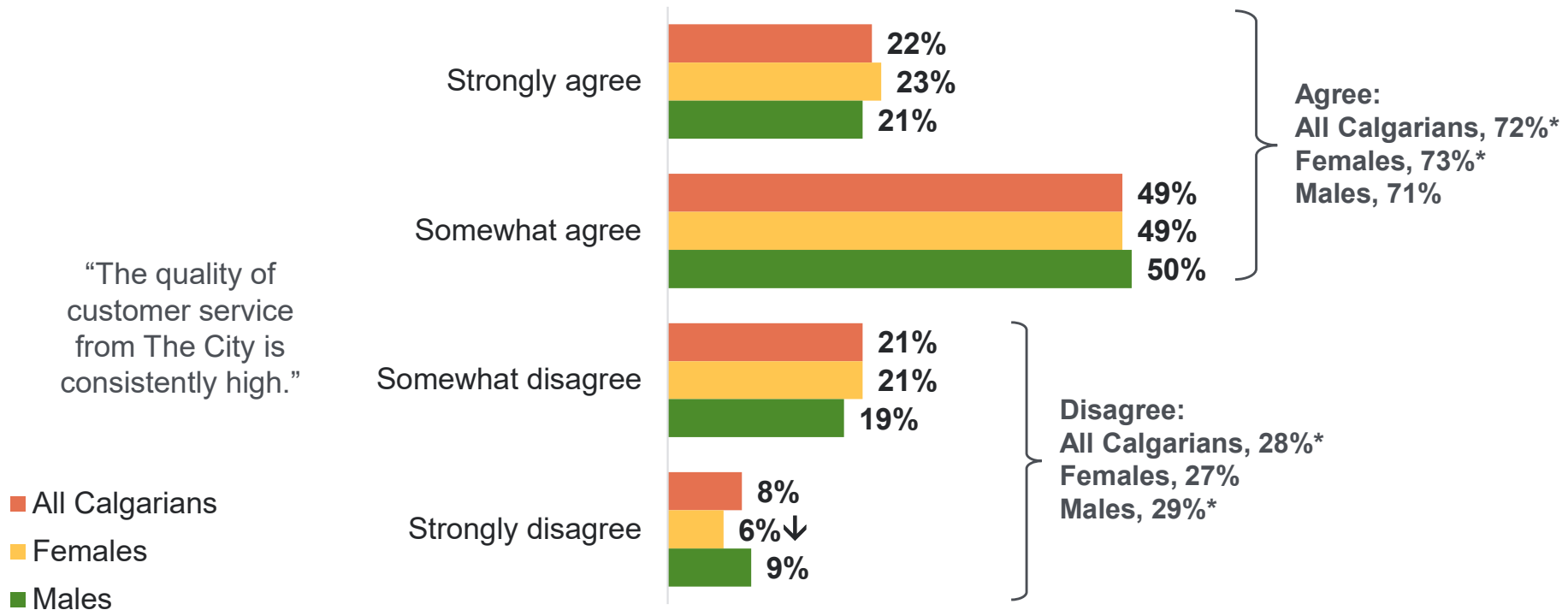
*Rounding



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%).

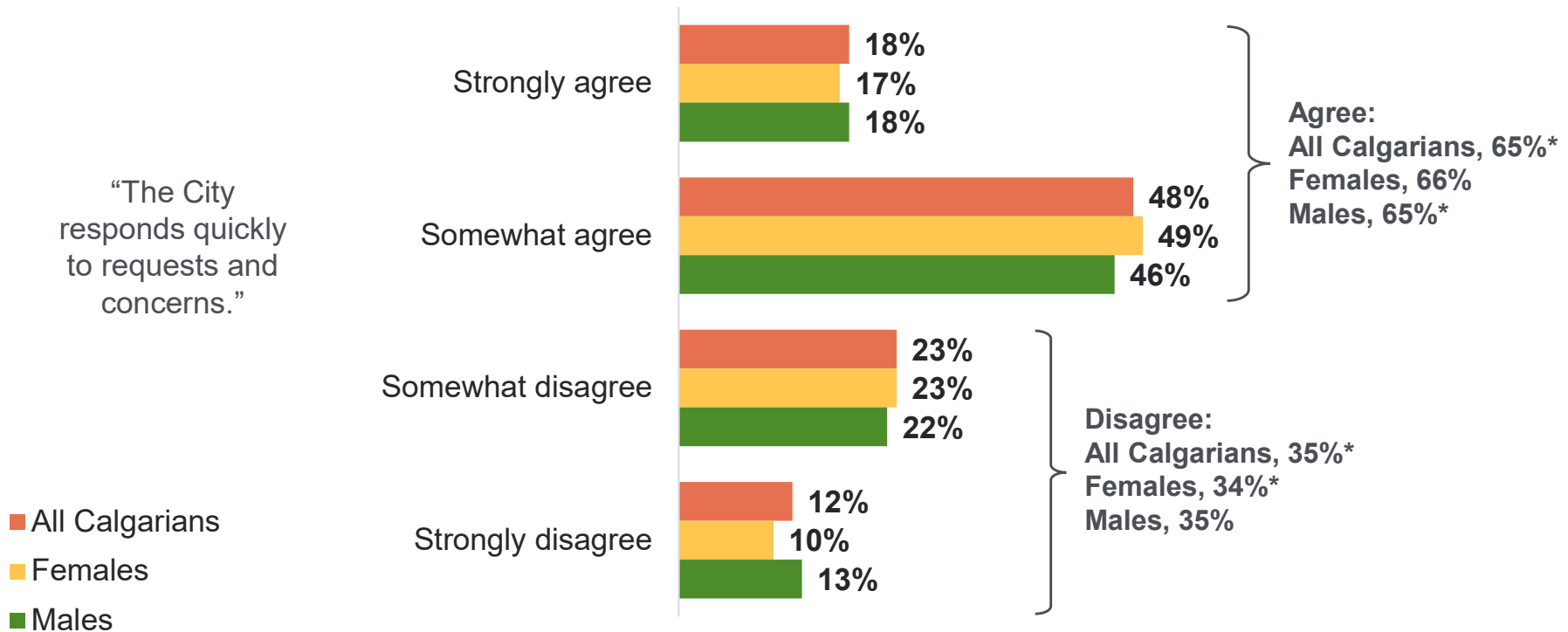


Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen, or heard, please tell me if you agree or disagree with each of the following statements ...

Base: Valid respondents (All Calgarians, n=2,473; Females, n=1,227; Males, n=1,219)

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)

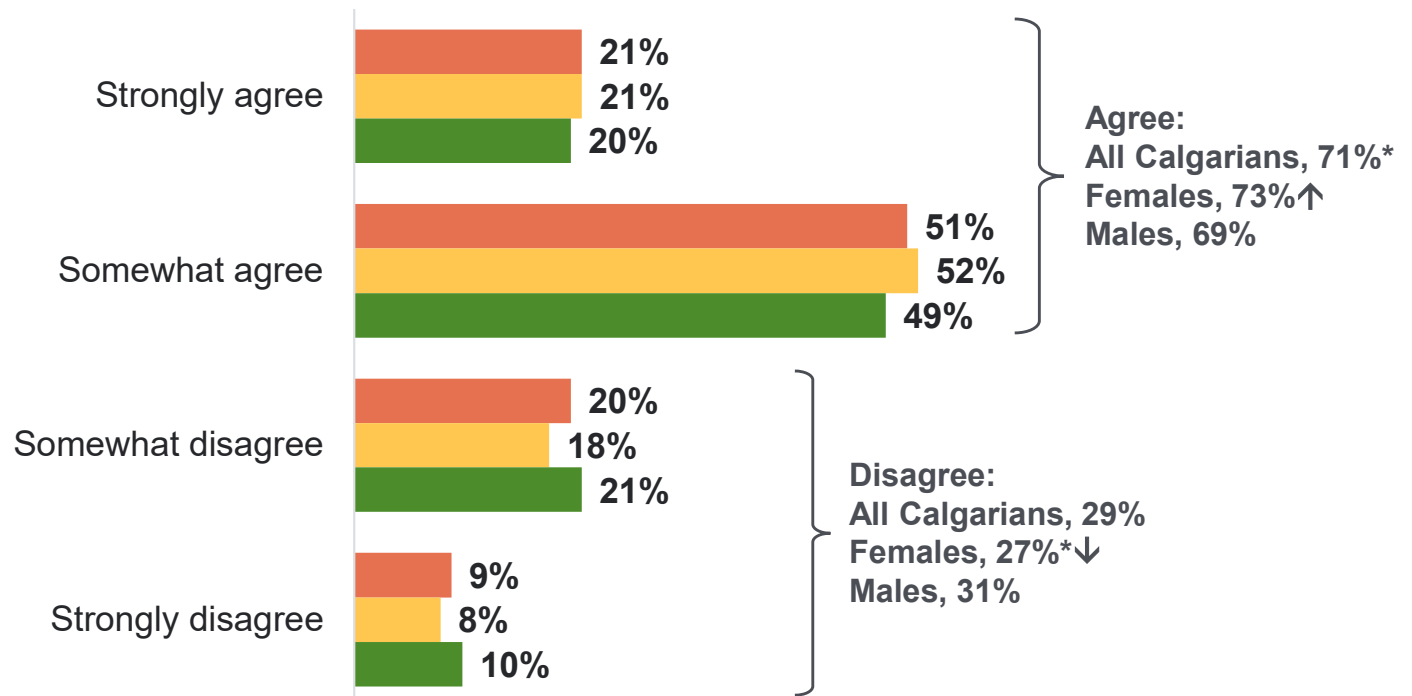
*Rounding

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 ...

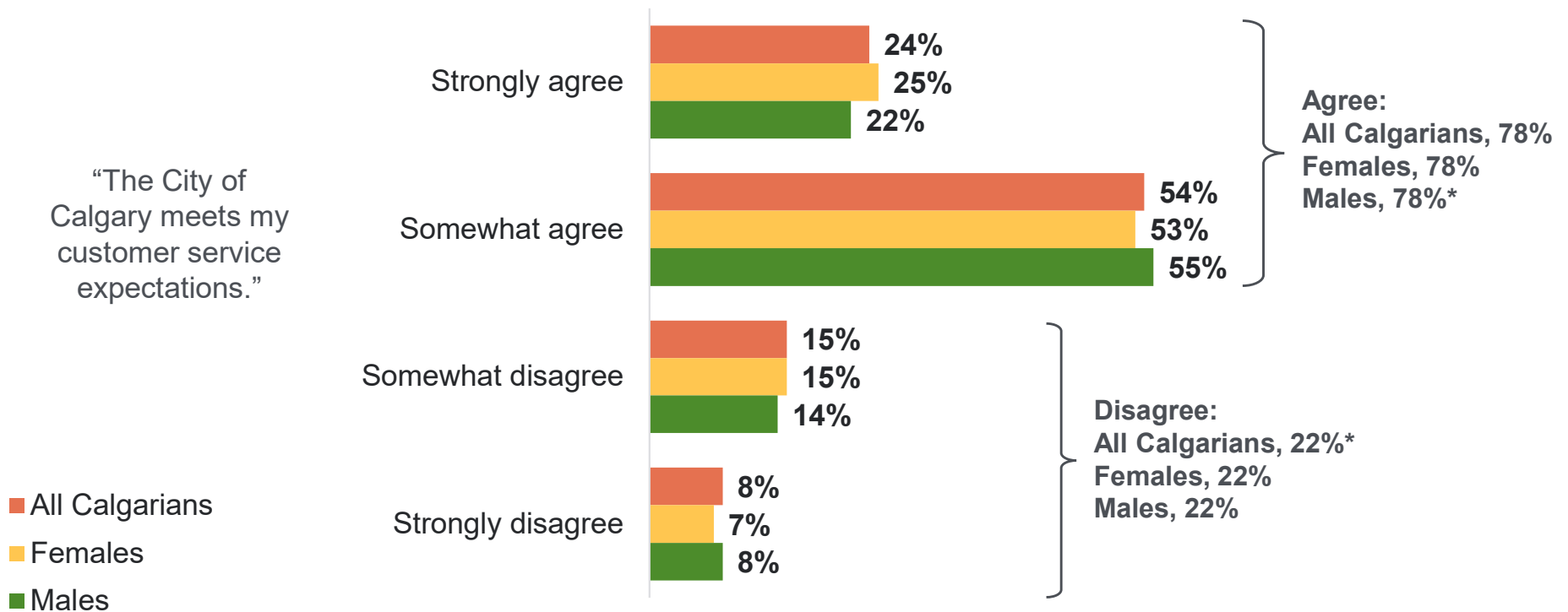
Base: Valid respondents (All Calgarians, n=2,466 Females, n=1,229; Males, n=1,210)

*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%).



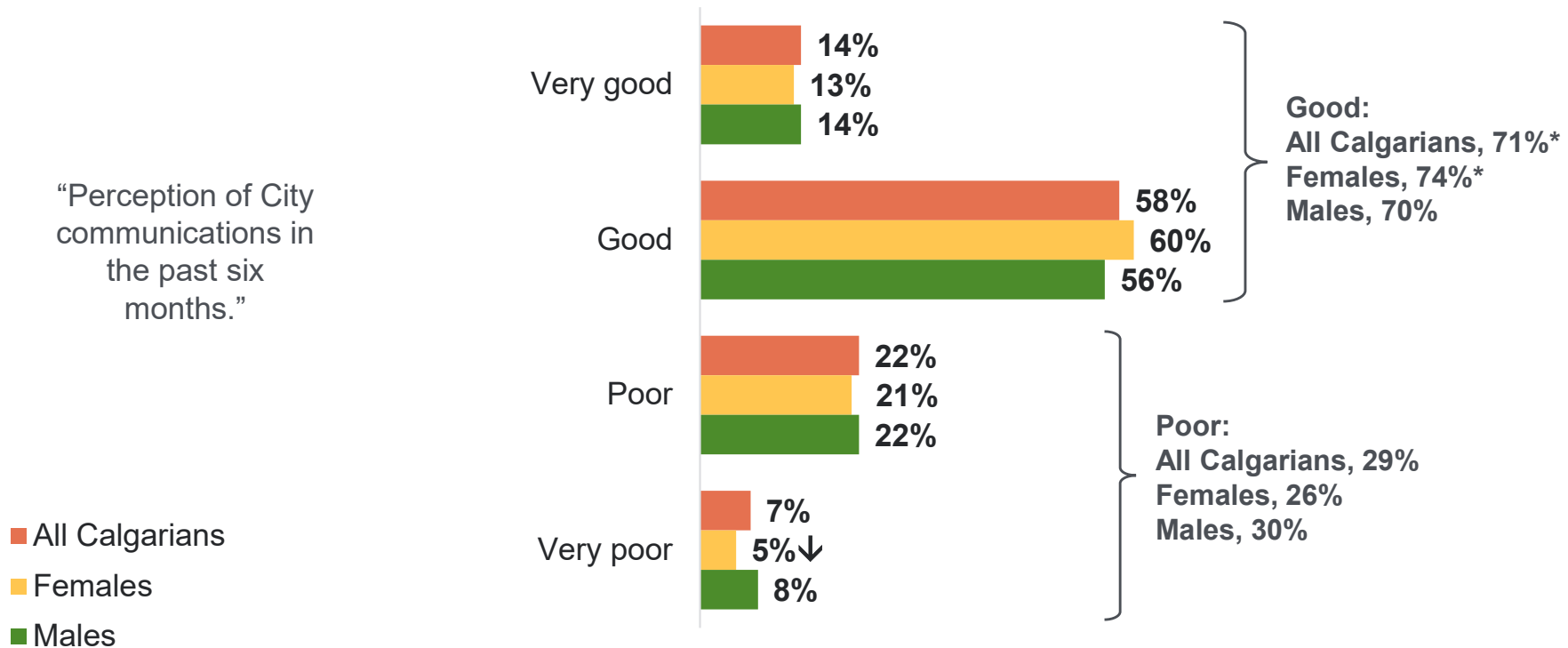
Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen, or heard, please tell me if you agree or disagree with each of the following statements ...

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%).



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

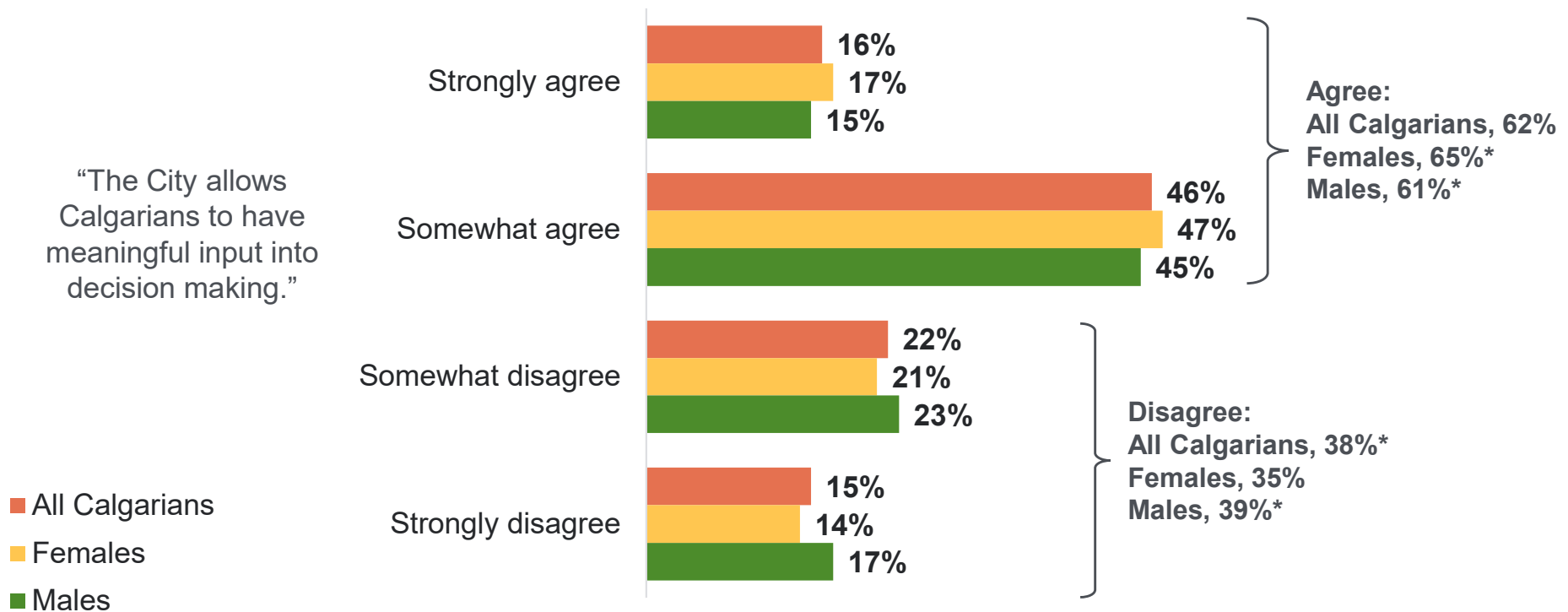
↑ Statistically higher than subgroup
 ↓ Statistically lower than subgroup



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%).



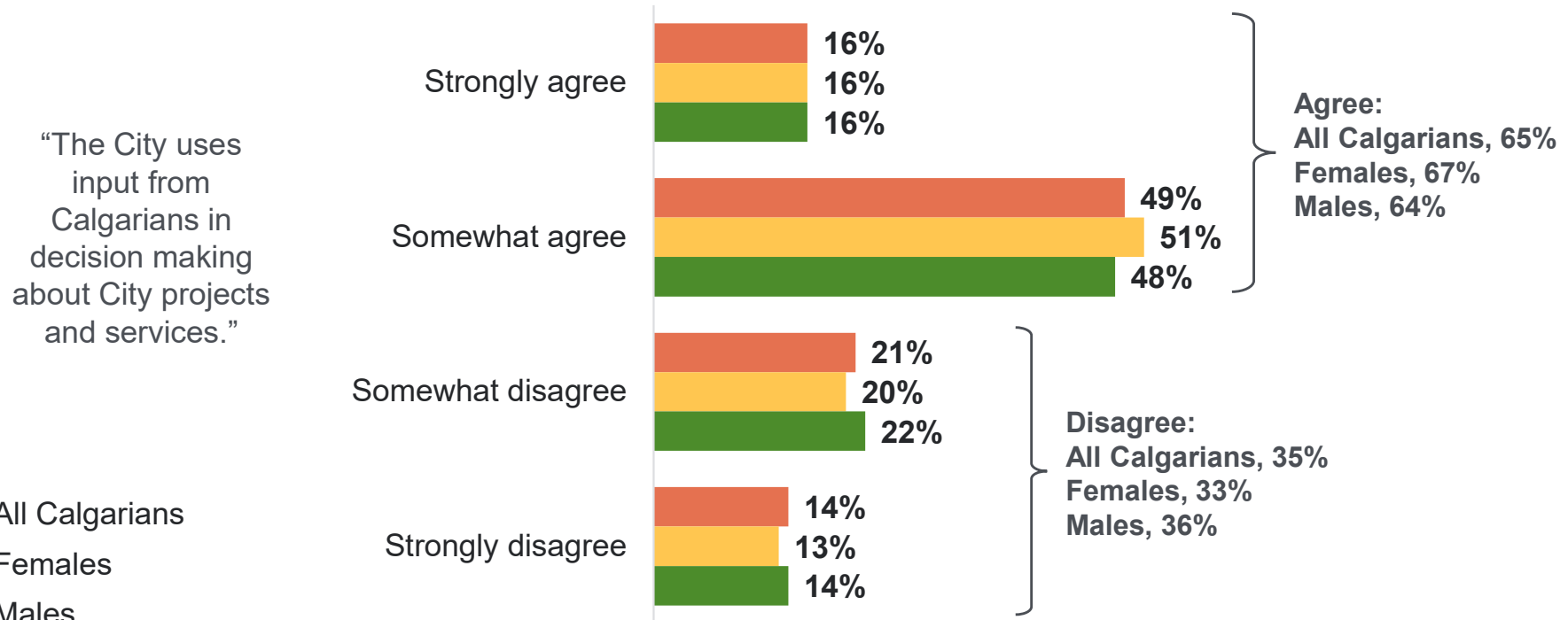
Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen, or heard, please tell me if you agree or disagree with each of the following statements ...

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%).



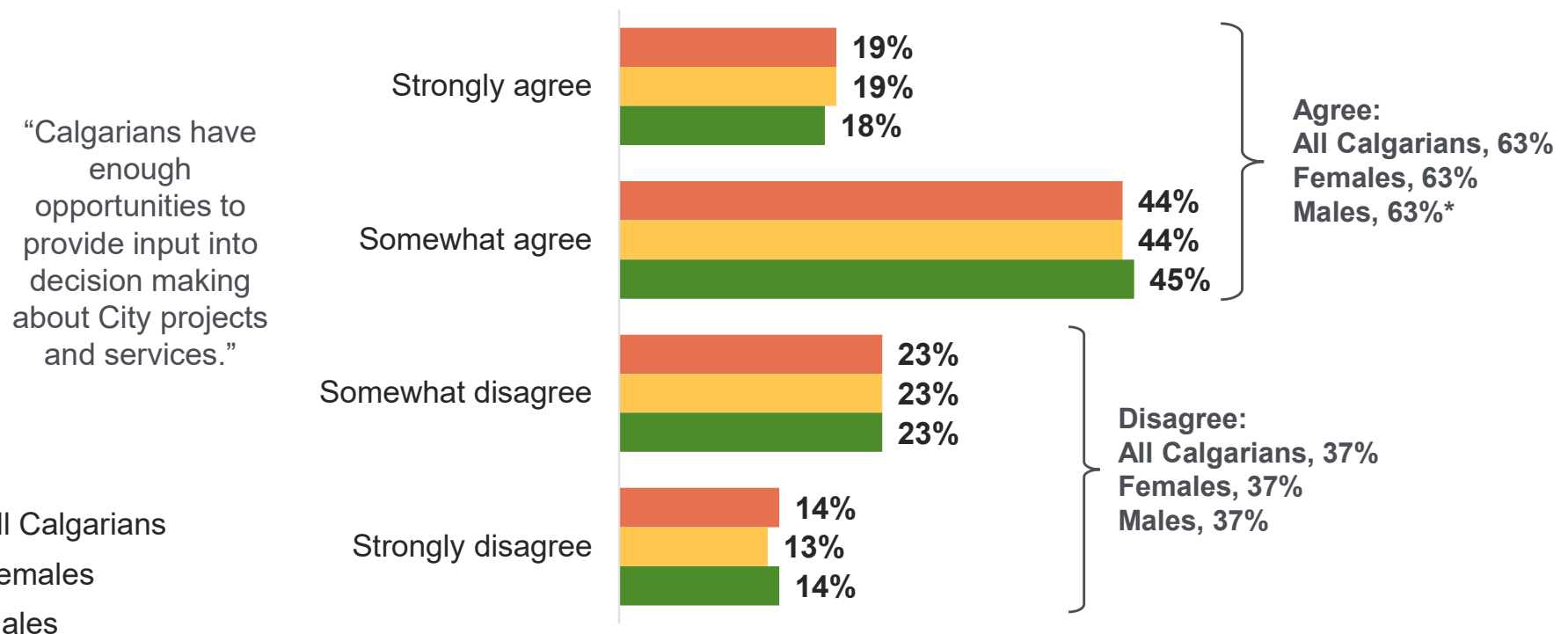
Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen, or heard, please tell me if you agree or disagree with each of the following statements ...

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 ...

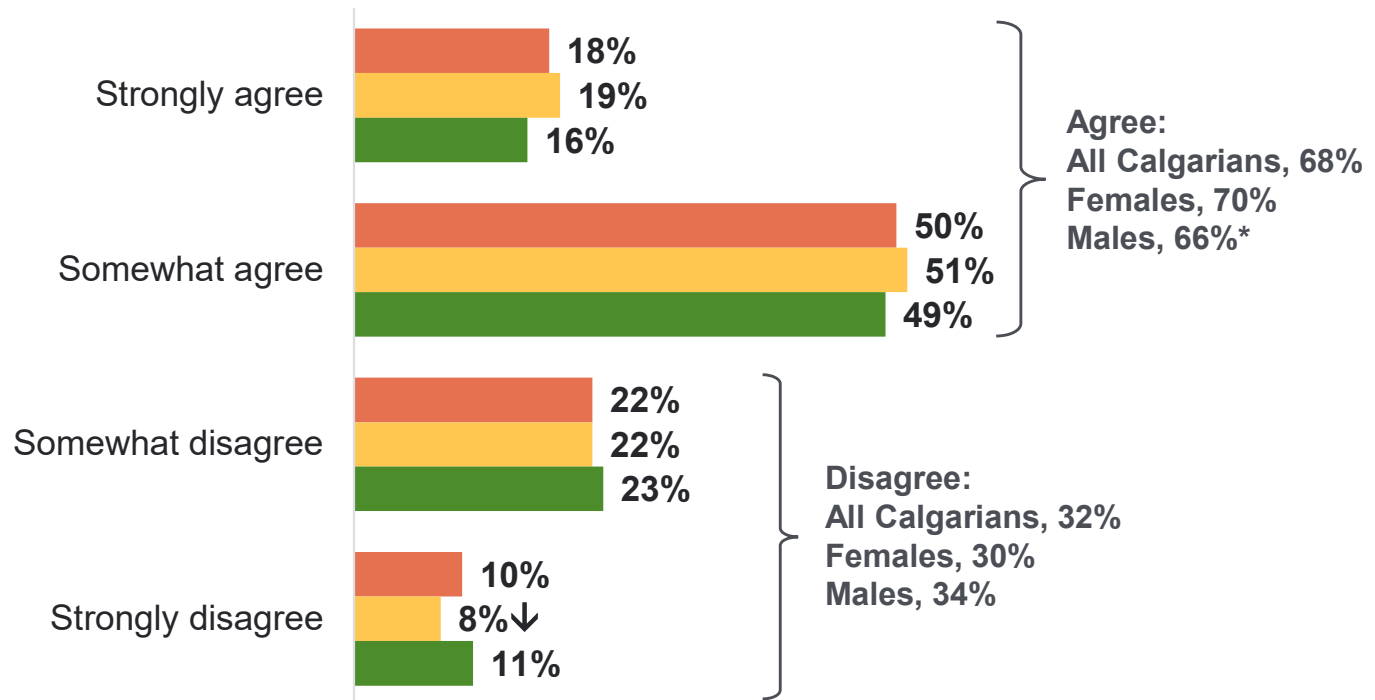
Base: Valid respondents (All Calgarians, n=2,473; Females, n=1,224; Males, n=1,222)

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)

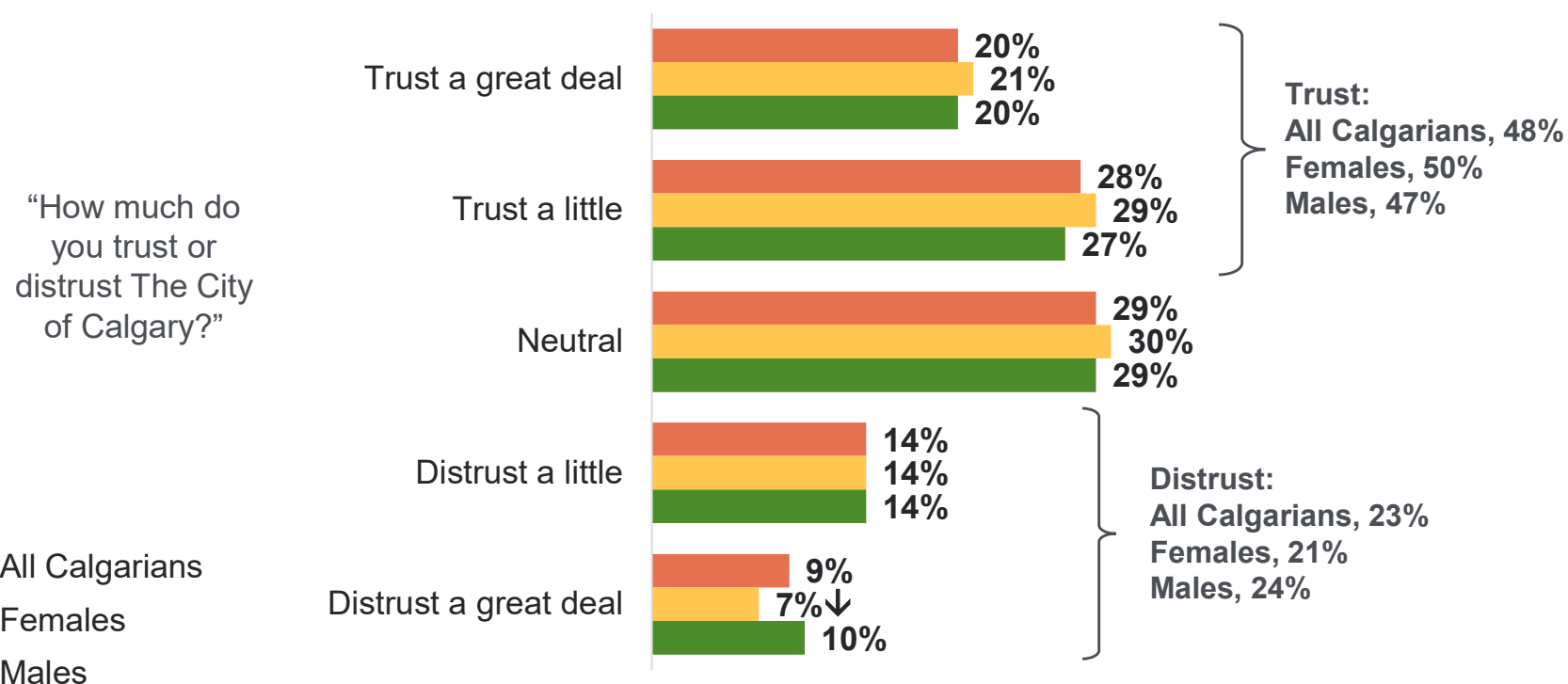


Reputation and performance



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%).



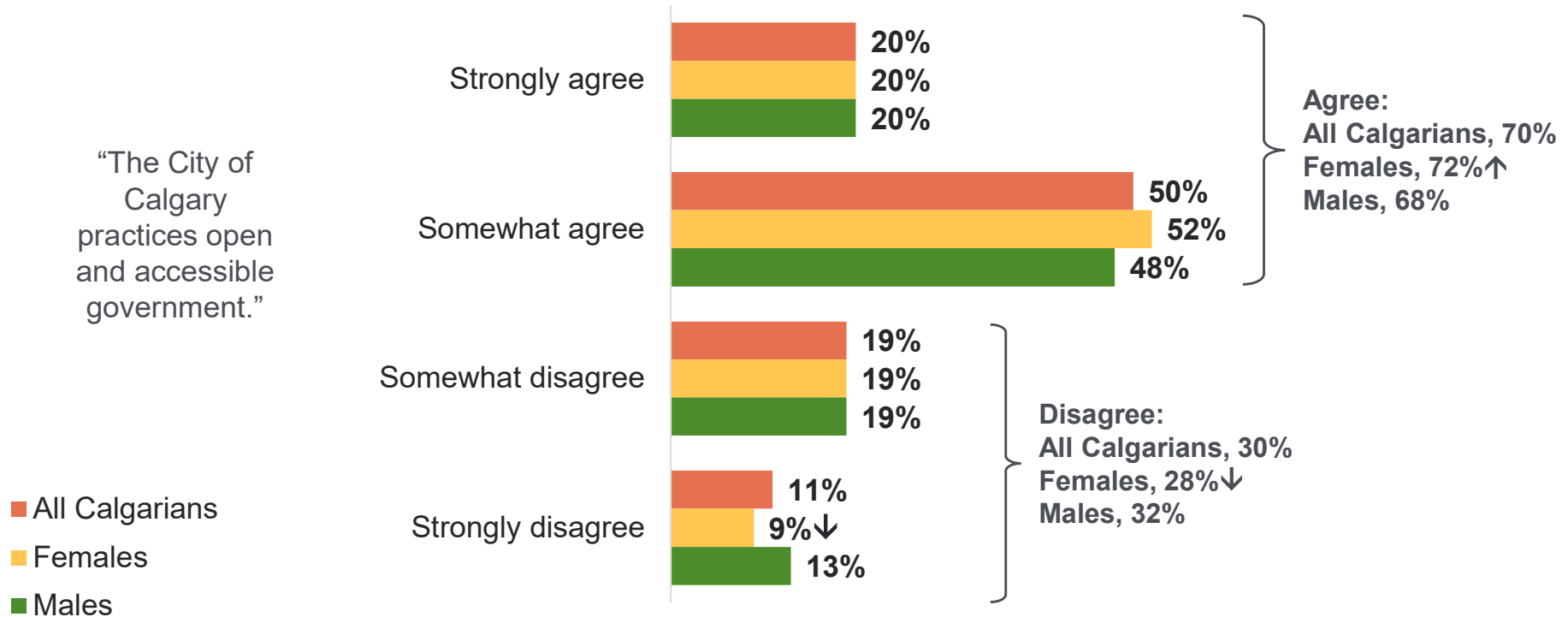
Q. Considering all the things you think are important, how much do you trust or distrust The City of Calgary?

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.



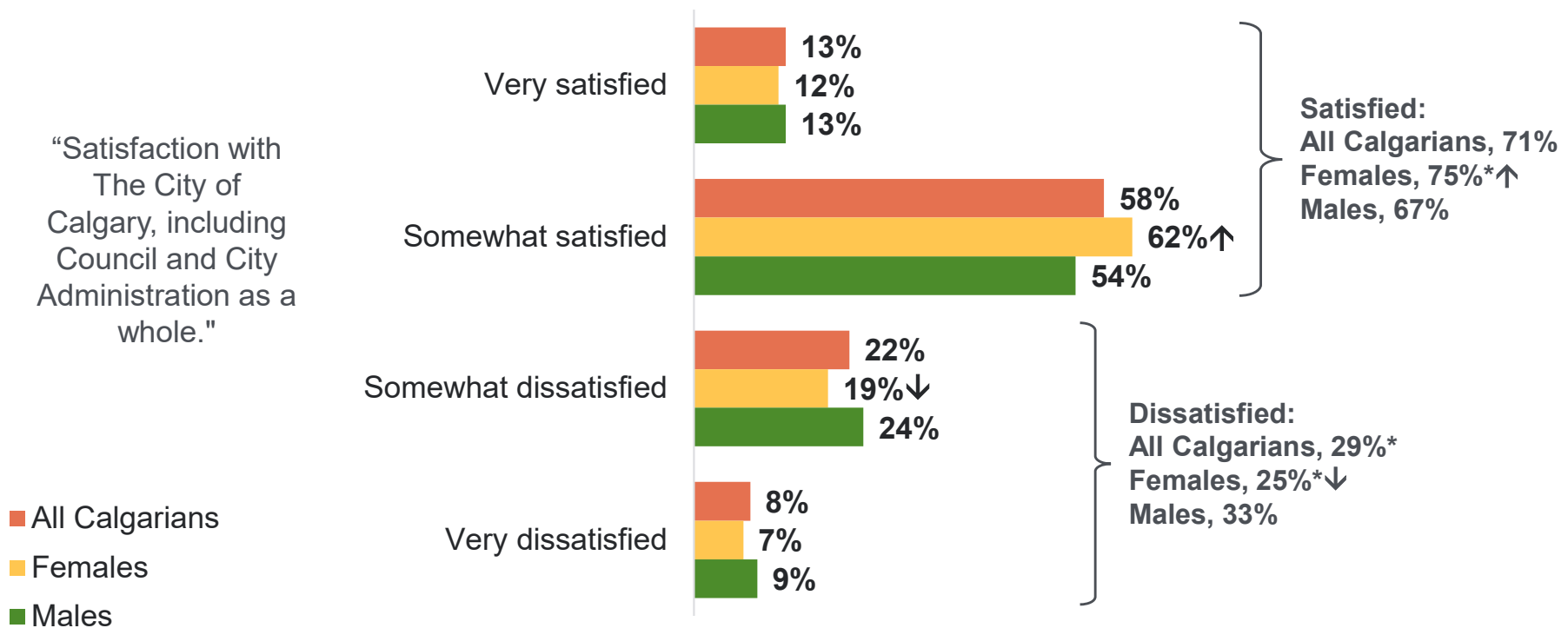
Q. Thinking about your dealings with The City of Calgary, your general impressions and things you may have read, seen, or heard, please tell me if you agree or disagree with each of the following statements ...

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.



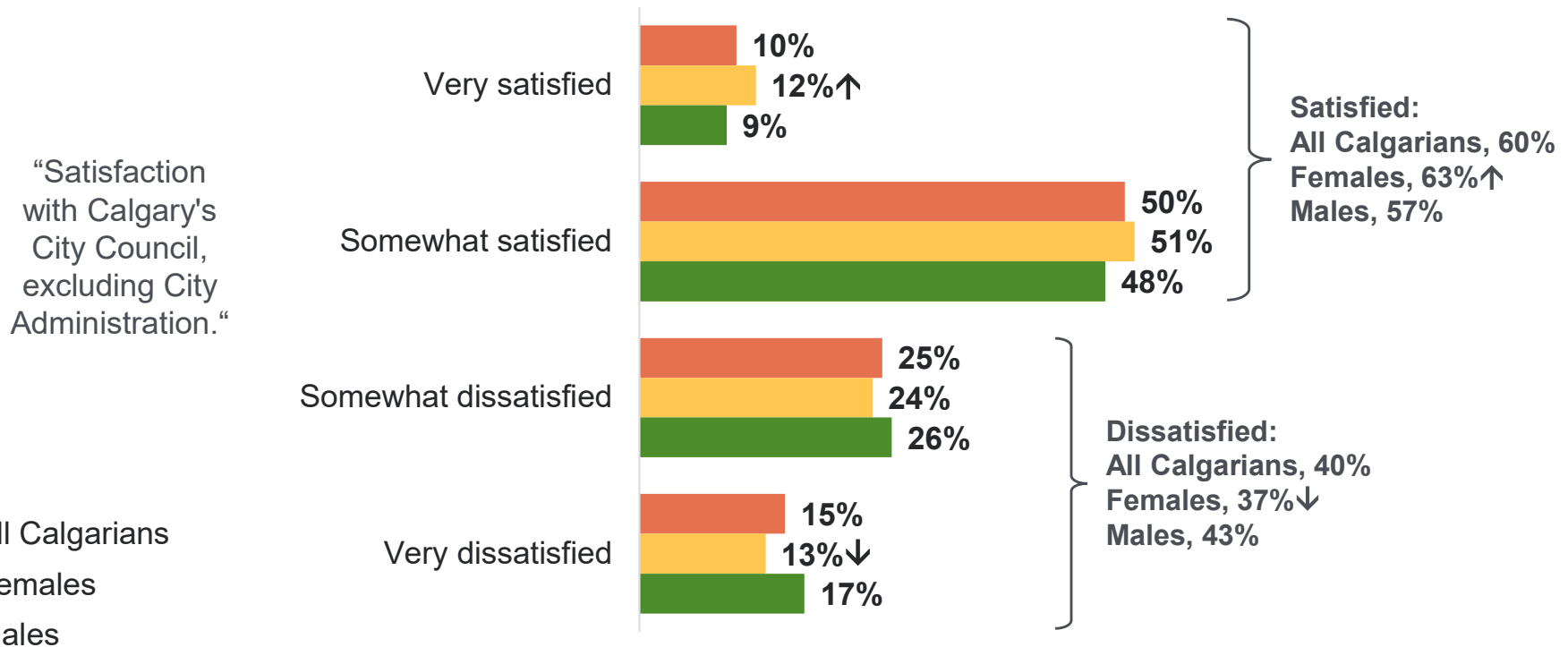
Q. Taking everything into account, how satisfied or dissatisfied are you with the way The City of Calgary - including Council and City Administration as a whole - is going about running our City? Are you ...?
 Base: Valid respondents (All Calgarians, n=2,494; Females, n=1,240; Males, n=1,227)

*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%).



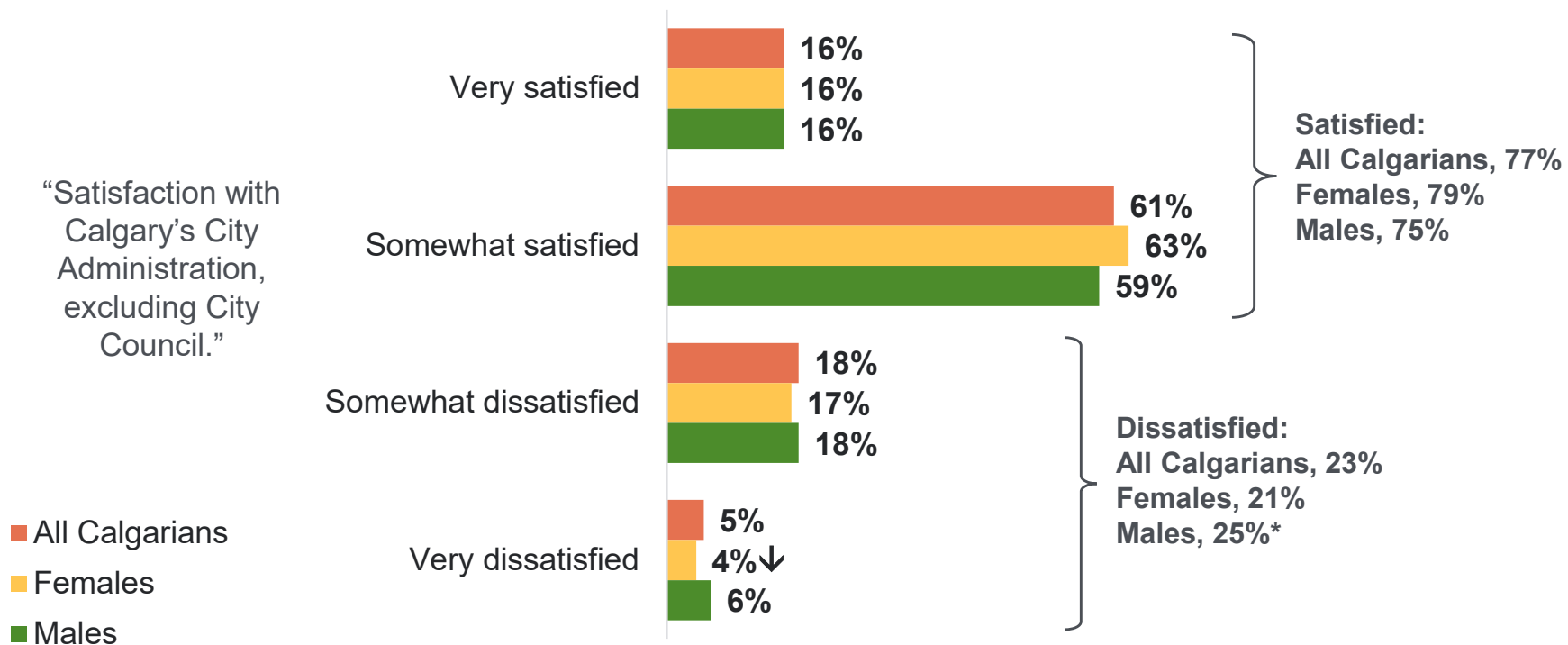
Q. Thinking about Calgary’s City Council, EXCLUDING City Administration, how satisfied or dissatisfied are you with the way City Council is going about running our City?

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?

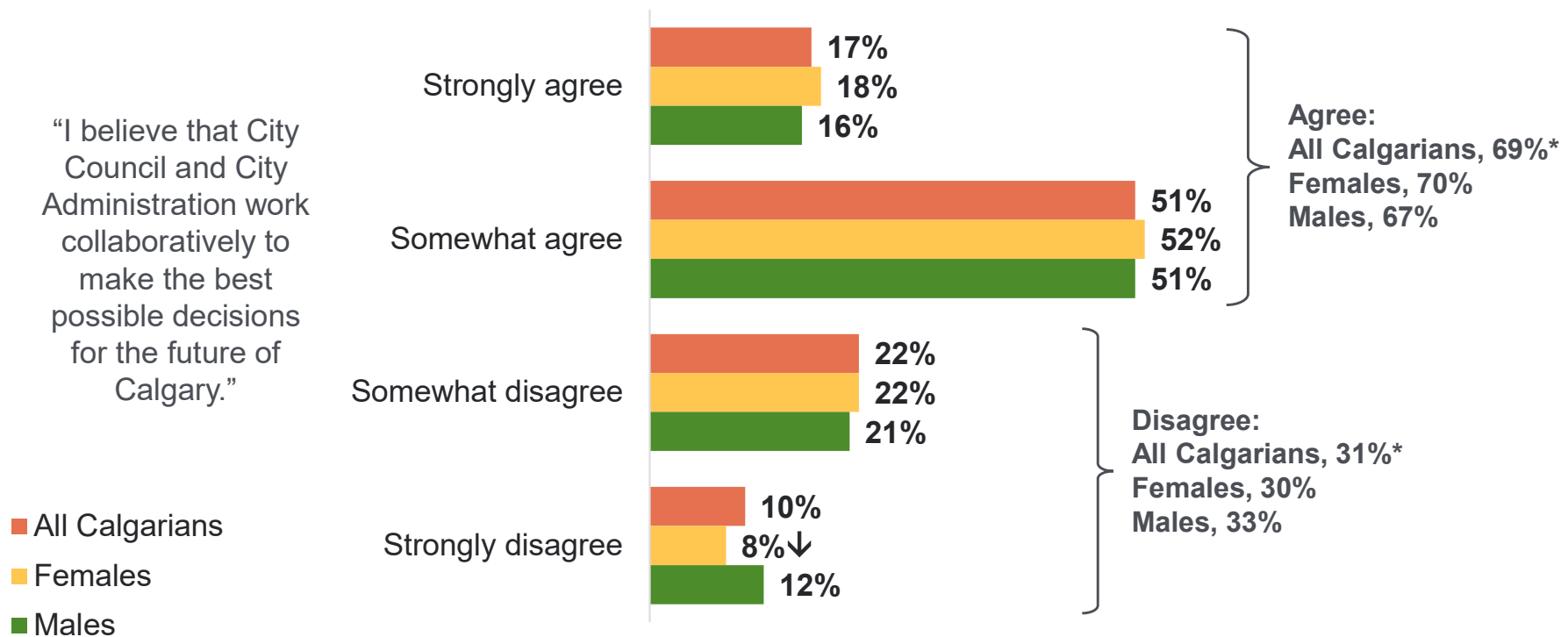
Base: Valid respondents (All Calgarians, n=2,479; Females, n=1,230; Males, n=1,222)

*Rounding

↑ Statistically higher than subgroup
 ↓ Statistically lower than subgroup

Work collaboratively – Income Females

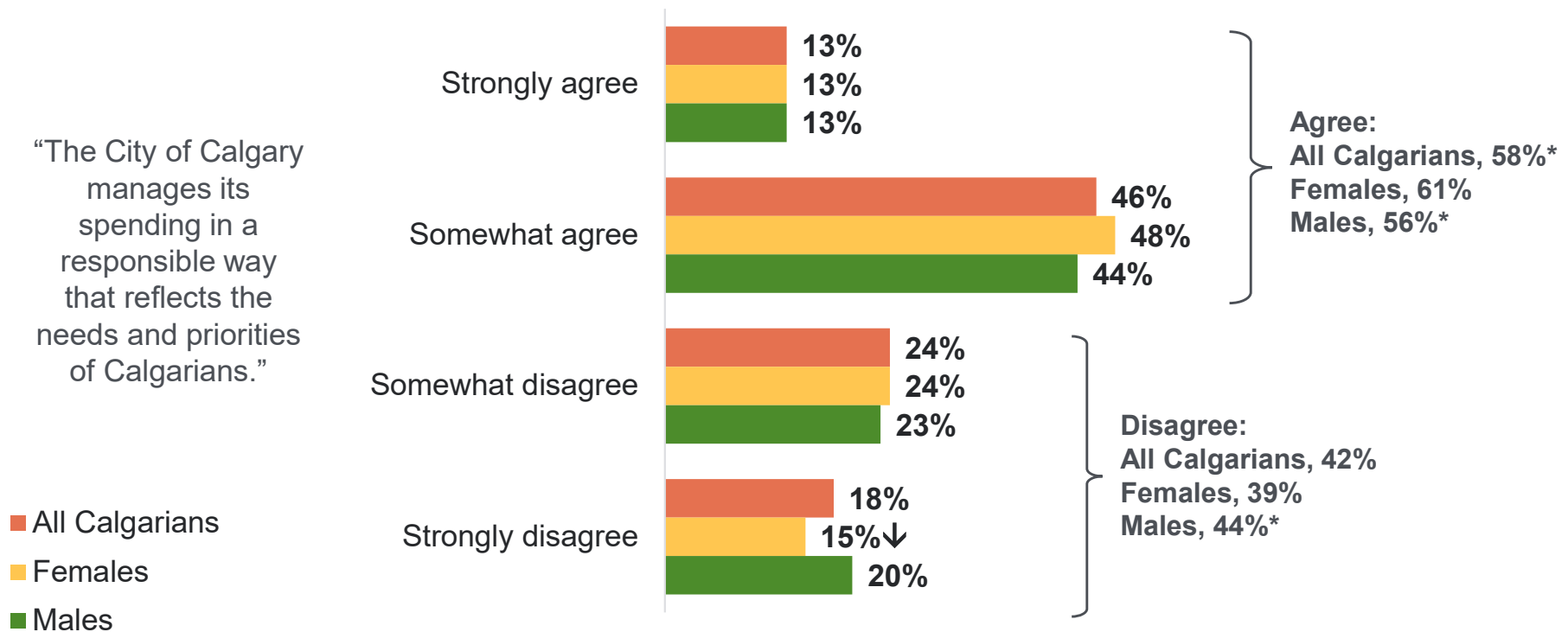
Overall, seven-in-ten (69%) Calgarians agree that City Council and Administration work collaboratively to make the best possible decisions for the future of Calgary, regardless of gender (70% female vs. 67% male). Females are less likely to ‘strongly disagree’ than are males (8% vs. 12%).



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

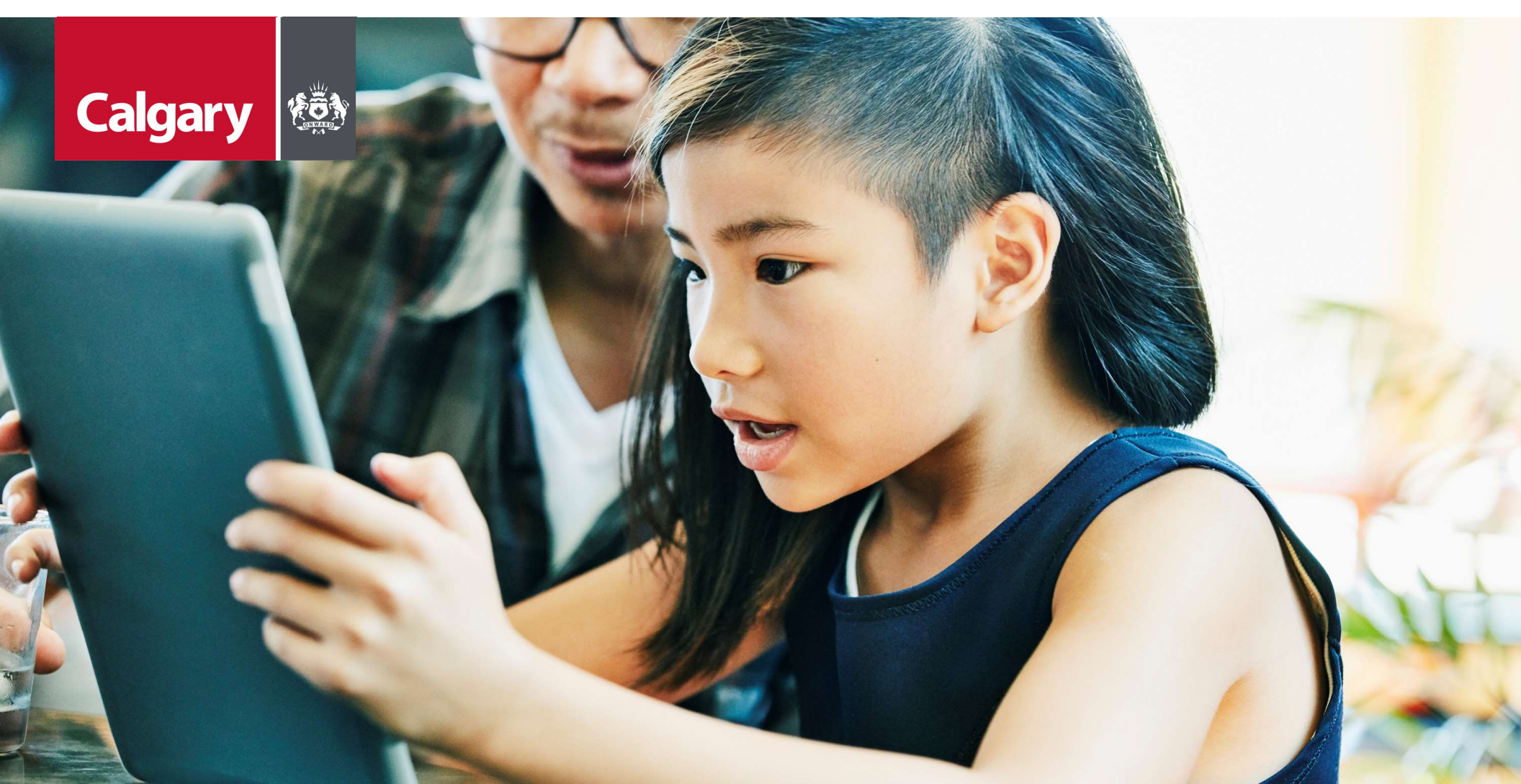
While there are no significant overall differences in agreement (61% vs. 56%) or disagreement (39% vs. 44%) between females and males that The City of Calgary manages its spending in a responsible way that reflects the needs and priorities of Calgarians, females are less likely to ‘strongly disagree’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



*Rounding

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)

↑ Statistically higher than subgroup
↓ Statistically lower than subgroup



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% |
| Mean | 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% |

| 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% |

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

| 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% |

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

| 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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