

Calgary



# Equity-Deserving Communities: Gender

Analysis of the 2023 Fall Survey of Calgarians

Prepared by:



Ipsos Public Affairs

# Table of contents

Background and methodology	3
2023 Fall key findings	7
Detailed findings	14
Quality of life	15
Inclusivity	20
Safety	23
The environment	28
City services and programs	31
Taxation	33
Customer service	35
Input from Calgarians	37
Reputation and performance	41
Council focus areas	46
Housing	50
Downtown Calgary	53
Respondent profile	56





# Background and methodology



# Equity-deserving communities

Calgary’s Equity-Deserving Communities (EDCs) are defined as groups of people who generally have less access to opportunities, resources, and systems of power because of their actual or perceived identity or identities. EDCs often experience social and financial disadvantages because of systems of oppression, which takes many forms including, but not limited to, racism, sexism, and ableism.

The City aims to better understand the perspectives of equity-deserving communities through the lens of the annual Spring and Fall Surveys of Calgarians. The data in this report are from the 2023 Fall Survey of Calgarians. Inclusion in EDC groups is determined by self-reported demographic data from the general population survey. Both seasonal surveys are conducted in English to manage time and cost restraints. The City acknowledges that the ability to speak English may be a barrier for potential participants.

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

## Household income

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

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

## Racialized people

**Yes**  
No

## Born outside Canada

Born in Canada  
**Born outside Canada**

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

## Gender

Male  
**Female**

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

## Disability

**Yes**  
No

*Note: “Yes” includes disabled respondents and/or respondents who have a household member with a disability. Respondents were not asked to identify the specific disability/disabilities.*

## Indigenous

**Indigenous**  
Non-Indigenous

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

## 2SLGBTQIA+

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

## Seniors

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

## Young adults

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

## Methodology

- The survey was conducted by Ipsos Public Affairs from August 2, 2023 to September 4, 2023 with a randomly-selected sample of 2,500 Calgarians, via telephone survey.
- The survey was conducted using random digit dialing with numbers from both landlines (60%) and cell phones (40%) to obtain a random and statistically-representative sample of Calgarians.
- To ensure the data was gathered from a representative group of Calgarians, sample quotas were set by age, gender, and city ward of the general population aged 18 and older.
- Data were weighted based on the 2019 Municipal and 2021 Federal Census data for age, gender and city ward to ensure composition reflects that of the actual Calgary population aged 18 or older. Although the results are weighted, sample size for each question represents the number of actual respondents (i.e., unweighted n).
- The margin of error (MOE) for the total sample of 2,500 is  $\pm 1.96$  percentage points, 19 times out of 20. The margin of error for the females sub-group of 1,260 is  $\pm 2.76$  percentage points, 19 times out of 20, and the margin of error for the males sub-group of 1,214 is  $\pm 2.81$  percentage points, 19 times out of 20. The margin of error of each question will vary slightly depending on the total number of respondents who answered the question.

# Interpreting results

## Interpreting results

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

- ↑ indicates number is significantly higher than the other group.
- ↓ indicates number is significantly lower than the other group.
- \* Some results in this report are subject to rounding adjustments.

Significant differences are an indication that a difference is not due to chance. A mathematical formula is used to calculate each difference independently. Whether or not a difference is considered significant depends on a few factors including the total sample size and the variability of responses. Larger sample sizes mean that smaller differences are significant. Additionally, variability of responses means that the more alike the responses are the more significant a change will be.



# 2023 Fall key findings

# 2023 Fall key findings (1 of 6)

## Quality of life

**Female Calgarians are predominantly positive about their quality of life, making a life in the city and are optimistic about future prospects. Females are relatively less certain about Calgary being a great place to earn a living.**

All quality of life aspects measured are viewed **similarly** by both female and male Calgarians including:

- Rating the overall quality of life in Calgary as 'good' (75% of female Calgarians and 77% of male Calgarians)
- Agreeing that Calgary is a great place to make a life (74% and 77%, respectively)
- Agreeing that Calgary is a great place to make a living (68% and 72%)
- Agreeing that Calgary is on the right track to be an even better city 10 years from now (72% and 69%), even though the intensity of ratings differs. Fewer female Calgarians 'strongly' agree (12% vs. 17% of male Calgarians), and more females 'somewhat' agree (60% vs. 51%, respectively)

## Inclusivity

**The City's commitment to fostering inclusivity is acknowledged by many female Calgarians. Fewer are aware of The City's efforts to deliver programs and services that support those facing barriers.**

Aspects of inclusivity also draw **similar** viewpoints from both female and male Calgarians:

- Agreeing that The City of Calgary fosters a city that is inclusive and accepting of all (65% of female Calgarians and 69% of male Calgarians)
- Believing that The City delivers programs and services that remove barriers to participation for those who need it most (47% of female Calgarians and 49% of male Calgarians)

# 2023 Fall key findings (2 of 6)

## Safety

Calgary females have mixed feelings about safety. While somewhat confident in overall safety, they have hesitation about the safety of all residents and visitors. There is a reluctance to use public transit due to safety, although The City's efforts to improve safety on Calgary Transit is acknowledged.

The statistical **differences** related to safety, suggest that females in Calgary tend to feel less safe in general:

- A smaller proportion believe that Calgary is 'safe' overall (64% of female Calgarians vs. 75% of male Calgarians)
- Fewer believe that Calgary is safe for all residents and visitors, regardless of aspects like ethnicity, race, religion, income, or sexual identity (41% vs. 53%, respectively)
- A higher proportion of female Calgarians avoid taking transit in Calgary because of concerns for their personal safety (62% vs. 45% of male Calgarians)

Both female and male Calgarians share a **similar** agreement about The City taking sufficient steps to ensure Calgary Transit is a safe travel option (56% of female Calgarians and 59% of male Calgarians). Although, fewer female Calgarians 'strongly' agree (12% of female Calgarians vs. 17% of male Calgarians).

## The environment

Many female Calgarians feel that immediate action on climate change is needed, but fewer are aware of The City's environmental initiatives.

Both female and male Calgarians, are **similarly** aware that The City provides programs and services aimed at helping Calgarians reduce their environmental impact (45% of female Calgarians and 49% of male Calgarians).

However, the two groups **differ** statistically on the urgency of addressing climate change. Specifically, a statistically higher proportion of female Calgarians agree that immediate action is needed to act now to address climate change (68% of female Calgarians vs. 54% of male Calgarians).

# 2023 Fall key findings (3 of 6)

## Services and programs

**A majority of Calgary's female population is satisfied with City services and programs.**

Both female and male Calgarians share a *similar* level of satisfaction with the overall level and quality of services and programs provided by The City (68% of female Calgarians and 70% of male Calgarians).

## Taxation

**Views among female Calgarians are split when it comes to the value they receive from their municipal taxes.**

When it comes to the perception of tax value, females and males in Calgary show a *similarity*, with about one-half of each group indicating that they receive 'good' value for their municipal tax dollars (51% of female Calgarians and 50% of male Calgarians).

There is also a statistical *difference* in perception of tax value between the two groups. Specifically, fewer female Calgarians perceive the value they receive as 'poor' (15% of female Calgarians vs. 24% of male Calgarians).

## Customer service

**The City's customer service meets the expectations of most female Calgarians.**

The customer service offered by The City of Calgary is perceived *similarly* by both female and male Calgarians, with the majority indicating that it meets their customer service expectations (73% of female Calgarians and a comparable percentage of male Calgarians).

# 2023 Fall key findings (4 of 6)

## Input from Calgarians

**While opinions are mixed on whether there are sufficient opportunities to provide input, females generally feel positive about The City's responsiveness and its efforts to improve public participation in decision making.**

When it comes to input, both female Calgarians and male Calgarians share *similar* perspectives on:

- Agreeing that Calgarians have enough opportunities to provide input into decision making about City projects and services (51% of female Calgarians and 53% of male Calgarians)
- Affirming that The City of Calgary is responsive to the needs and expectations of Calgarians (60% of female Calgarians and 63% of male Calgarians)
- Expressing confidence that The City of Calgary is working to improve how it includes Calgarians' input into important decisions (59% for both groups)

## Reputation and performance

**Female Calgarians express higher satisfaction with City Administration compared to City Council, while satisfaction with The City as a whole lands between the two. Trust in The City of Calgary however is notably lower.**

Calgarians, both female and male, have *similar* attitudes on trust and satisfaction with The City of Calgary including:

- Trust in The City of Calgary (46% of female Calgarians and 47% of male Calgarians)
- Satisfaction with The City of Calgary, including Council and Administration as a whole (64% and 60%, respectively)
- Satisfaction with the way City Administration (excluding City Council) is running the city (71% and 68%)

Meanwhile, there is a statistical *difference* in the satisfaction with the way City Council (excluding City Administration) is running the city with females being more positive (57% vs. 52% of male Calgarians).

# 2023 Fall key findings (5 of 6)

## Council focus areas

**A majority of female Calgarians recognize The City's initiatives related to cultural diversity and Indigenous relations, but fewer believe The City is effectively tackling social issues like mental health and addiction.**

When it comes to Council focus areas, both groups show *similar* perspectives in their:

- Agreement that The City is doing a good job working to ensure Calgary is seen as a city that celebrates culture, heritage, and diversity (87% of female Calgarians and 87% of male Calgarians)
- Agreement that The City is doing a good job working to build meaningful relationships with Indigenous partners (81% for both groups)

There is a statistical *difference* in views about The City's efforts to work with community partners to address social issues such as mental health and addiction. Specifically, a lower proportion of female Calgarians agree that The City is doing a good job in this regard (54% of female Calgarians vs. 61% of male Calgarians).

## Housing and affordability

**Nearly all female Calgarians call for increased investment in affordable housing programs. Only a minority of females believe that all Calgarians currently have access to housing that suits their needs.**

There are statistical *differences* between male and female Calgarians regarding housing:

- A higher proportion of female Calgarians agree that The City should invest more into affordable housing programs for low-income Calgarians (94% of female Calgarians vs. 87% of male Calgarians)
- Fewer female Calgarians agree that all Calgarians have access to adequate housing that meets their needs (26% vs. 35%, respectively)

# 2023 Fall key findings (6 of 6)

## Downtown Calgary

Nearly all female Calgarians agree that more needs to be done downtown to improve on safety. There is also an appetite for increased infrastructure investment downtown, but not to the same extent as safety.

There is a *similar* level of agreement among the two groups about downtown Calgary including:

- Agreement that The City should be doing more to address safety issues in Calgary's downtown (95% of female Calgarians and 93% of male Calgarians). Although, the intensity of agreement is higher among females, with 71% 'strongly' agreeing compared to males (62%)
- Agreement that The City should be investing more into infrastructure in Calgary's downtown (68% of female Calgarians and 72% of male Calgarians). Again, the intensity of agreement differs, but in this case 'strong' agreement is lower among females (25%) compared to males (32%)



# Detailed findings



# Quality of life

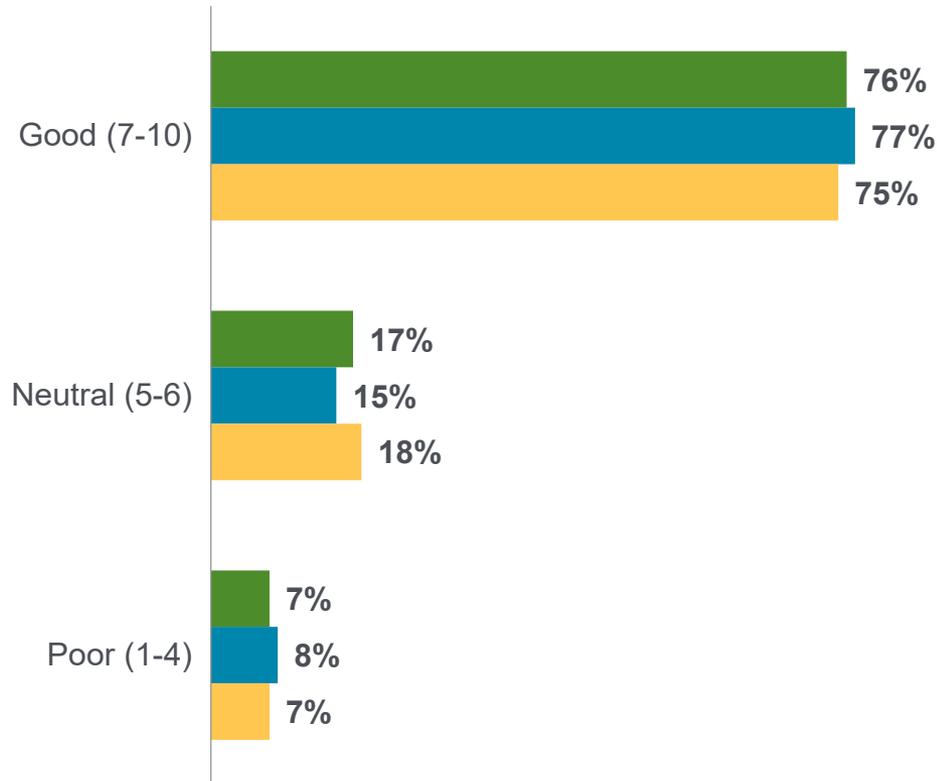


# Overall quality of life in Calgary

Overall, three-quarters (76%) of Calgarians believe that the quality of life in the city of Calgary is 'good,' with no statistically significant differences in opinion between females and males (75% and 77%, respectively).

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

- All Calgarians
- Males
- Females



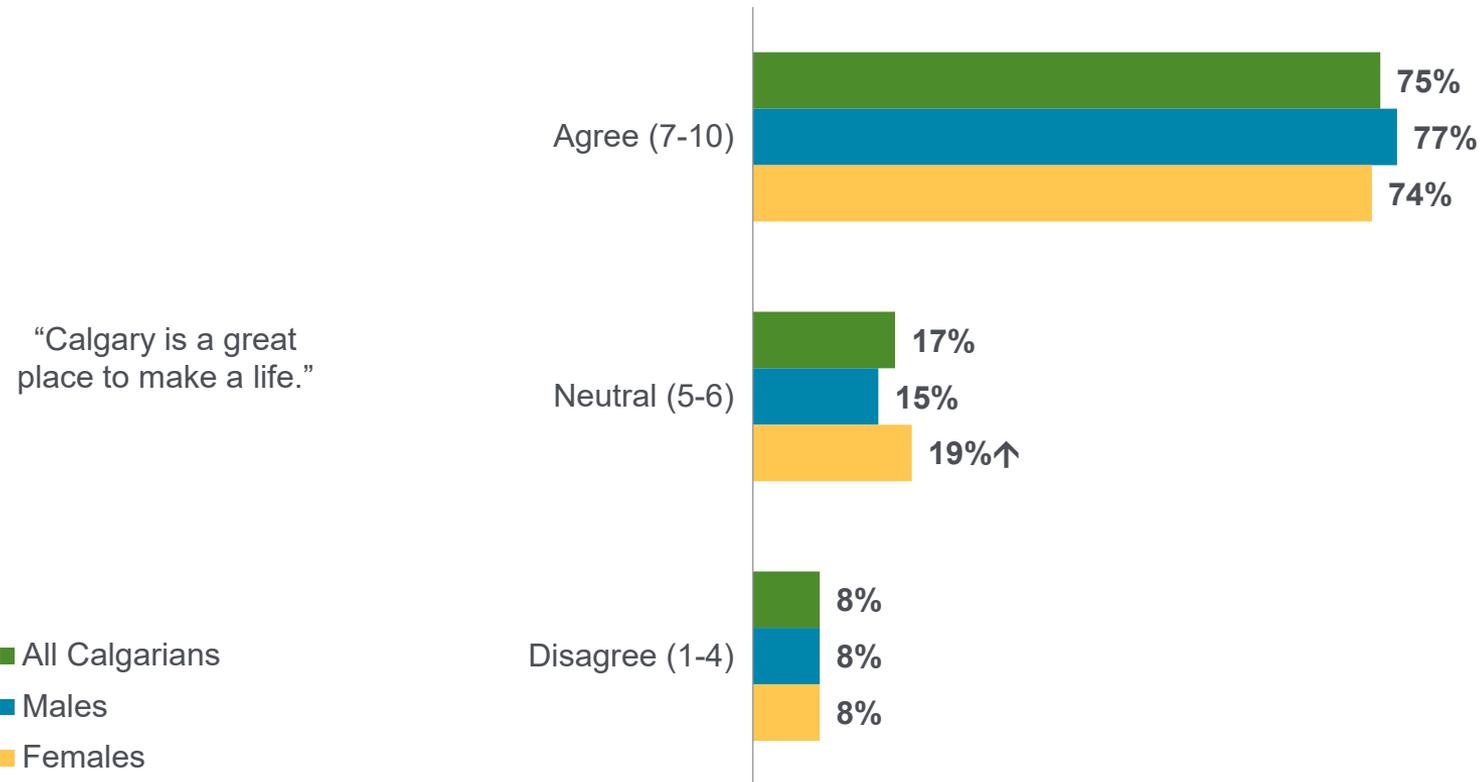
Q. On a scale of “1” to “10” where “1” is “very poor” and “10” is “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (All Calgarians n=2,497, Males n=1,213, Females n=1,258)



# Great place to make a life

Three-quarters (75%) of Calgarians agree that Calgary is a great place to make a life, regardless of gender (74% of females and 77% of males). Although, statistically more females are 'neutral' (19% vs 15% of males).



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

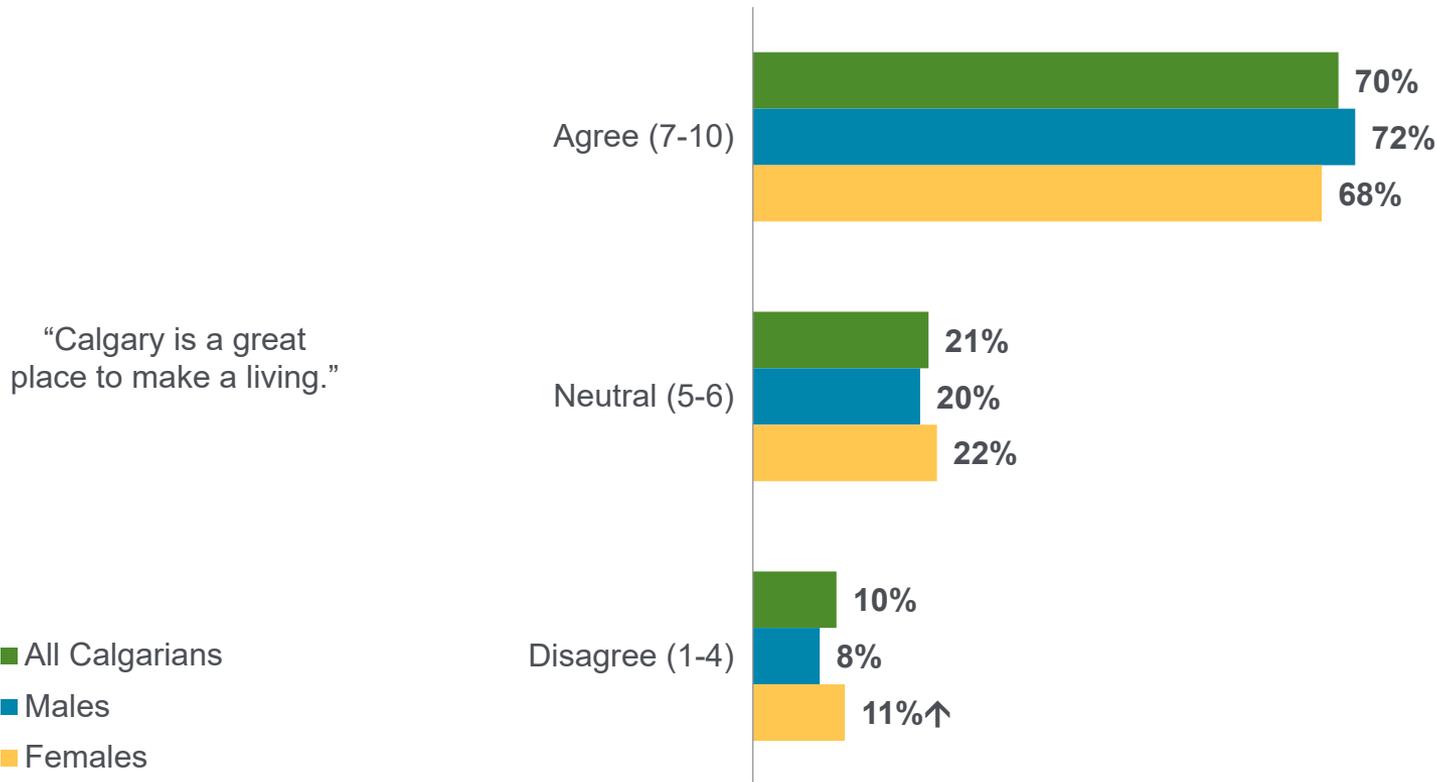
Base: Valid respondents (All Calgarians n=2,496, Males n=1,212, Females n=1,258)

↑ / ↓ Statistically higher / lower than comparable subgroup



# Great place to make a living

Seven-in-ten (70%) Calgarians agree that Calgary is a great place to make a living. Agreement levels are similar among females (68%) and males (72%). While not impacting total agreement or neutral ratings, a higher proportion of females disagree about Calgary being a great place to make a living (11% vs. 8%, respectively).



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

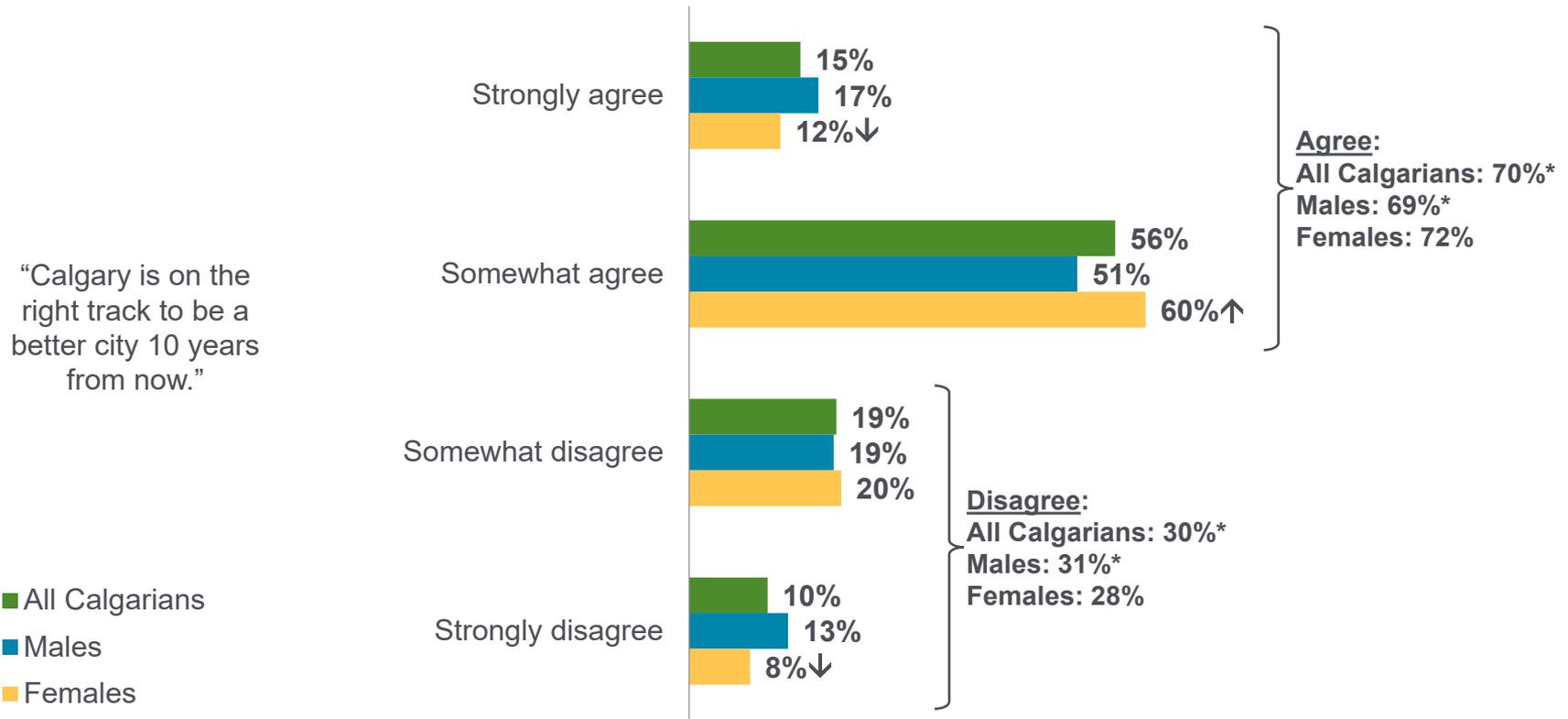
Base: Valid respondents (All Calgarians n=2,478, Males n=1,207, Females n=1,245)

↑ / ↓ Statistically higher / lower than comparable subgroup



# On track to be a better city

In general, the majority (70%) of Calgarians agree that Calgary is on the right track to be a better city in the next 10 years with no statistically significant difference in opinion between females (72%) and males (69%). However, fewer females 'strongly' agree (12% vs. 17% of males), while more females 'somewhat' agree (60% vs. 51% of males).



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

Base: Valid respondents (All Calgarians n=2,475, Males n=1,202, Females n=1,248)

\* Rounding

↑ / ↓ Statistically higher / lower than comparable subgroup

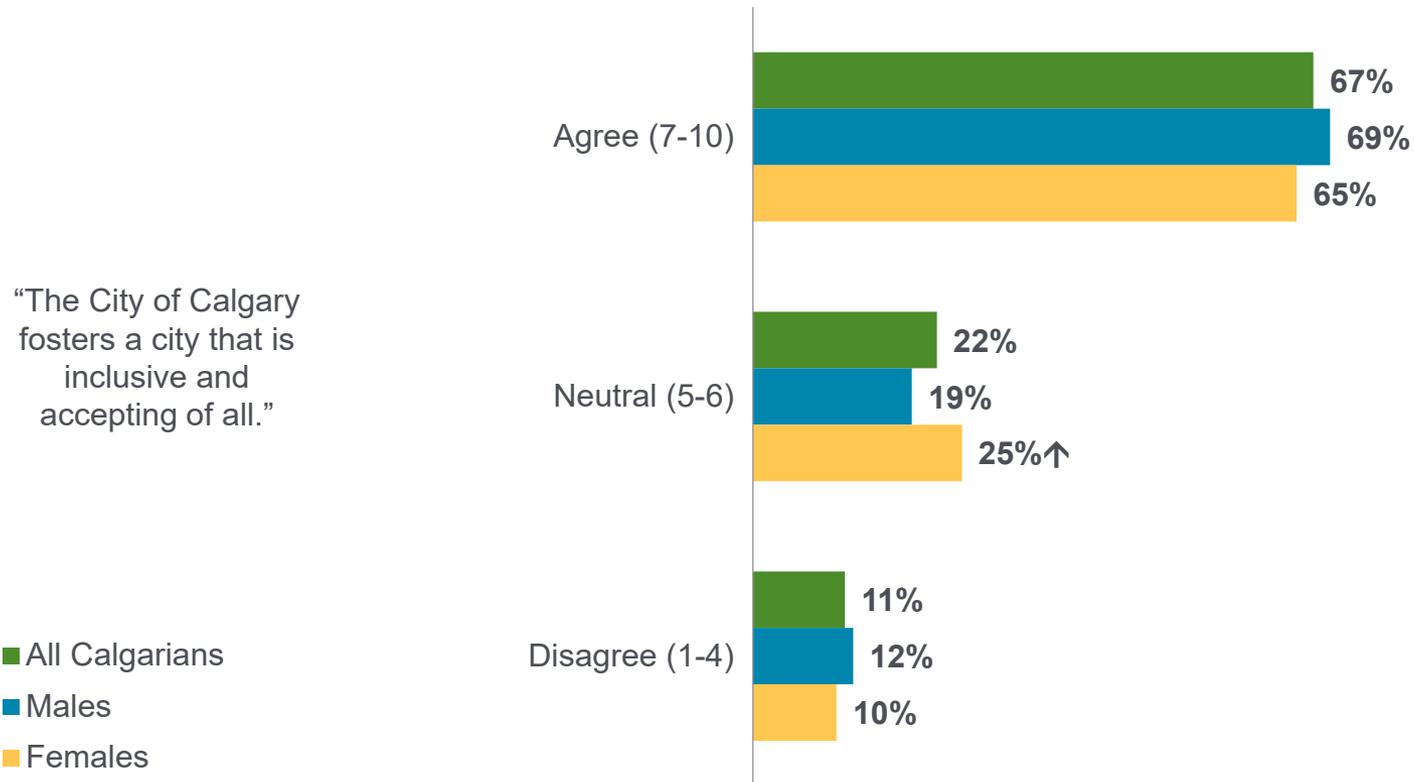


# Inclusivity



# Perceptions of inclusion

Two-thirds (67%) of Calgarians agree that The City of Calgary fosters a city that is inclusive and accepting of all. There are no statistically significant differences in agreement by subgroup (65% of females and 69% of males).



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

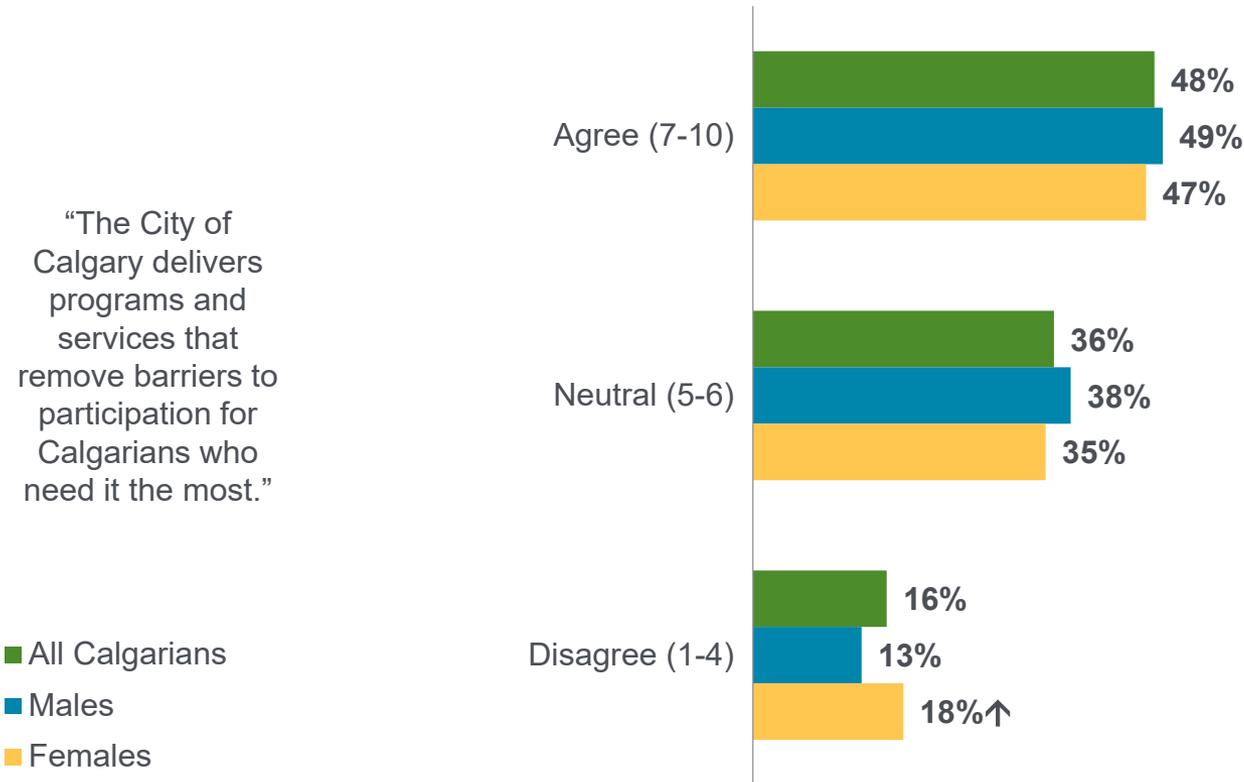
Base: Valid respondents (All Calgarians n=2,473, Males n=1,197, Females n=1,252)

↑ / ↓ Statistically higher / lower than comparable subgroup



# Removes barriers to participation

A sizeable minority (48%) of Calgarians think The City delivers programs and services that remove barriers for Calgarians who need it the most. There is no statistically significant difference in opinion between females (47%) and males (49%).



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

Base: Valid respondents (All Calgarians n=2,399, Males n=1,159, Females n=1,218)

↑ / ↓ Statistically higher / lower than comparable subgroup

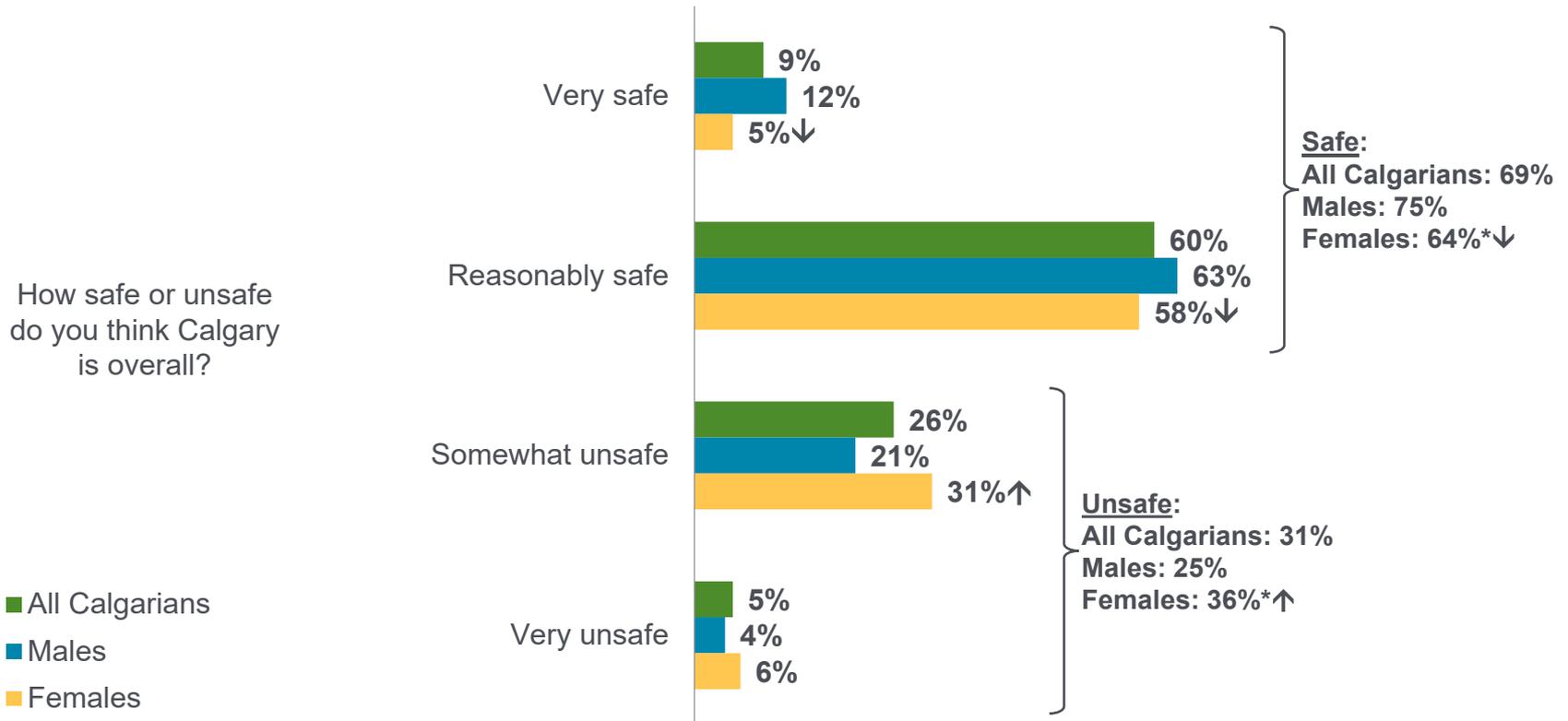


# Safety



# Overall perceived safety of the city of Calgary

While the majority (69%) of all Calgarians think Calgary is 'safe' overall, statistically fewer females feel this way than males (64% vs. 75%, respectively).



Q. How safe or unsafe do you think Calgary is overall?  
 Base: Valid respondents (All Calgarians n=2,492, Males n=1,210, Females n=1,256)

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

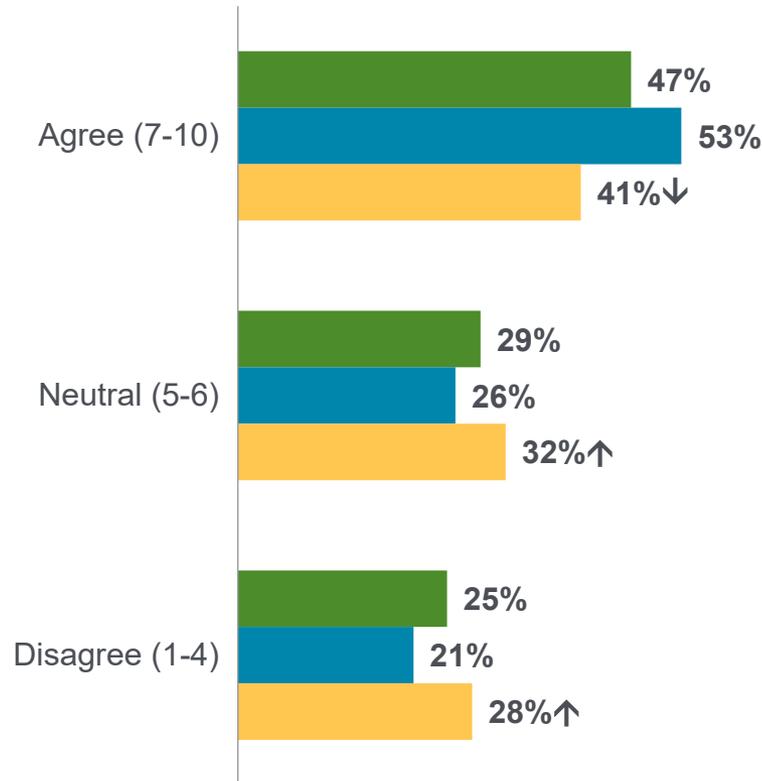


# Safe for all residents and visitors

Around one-half (47%) of Calgarians think the city is safe for all residents and visitors, regardless of things like ethnicity, race, religion, income, or sexual identity. Statistically fewer females share this opinion (41% vs. 53% of males).

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

- All Calgarians
- Males
- Females



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

Base: Valid respondents (All Calgarians n=2,491, Males n=1,210, Females n=1,255)

↑ / ↓ Statistically higher / lower than comparable subgroup

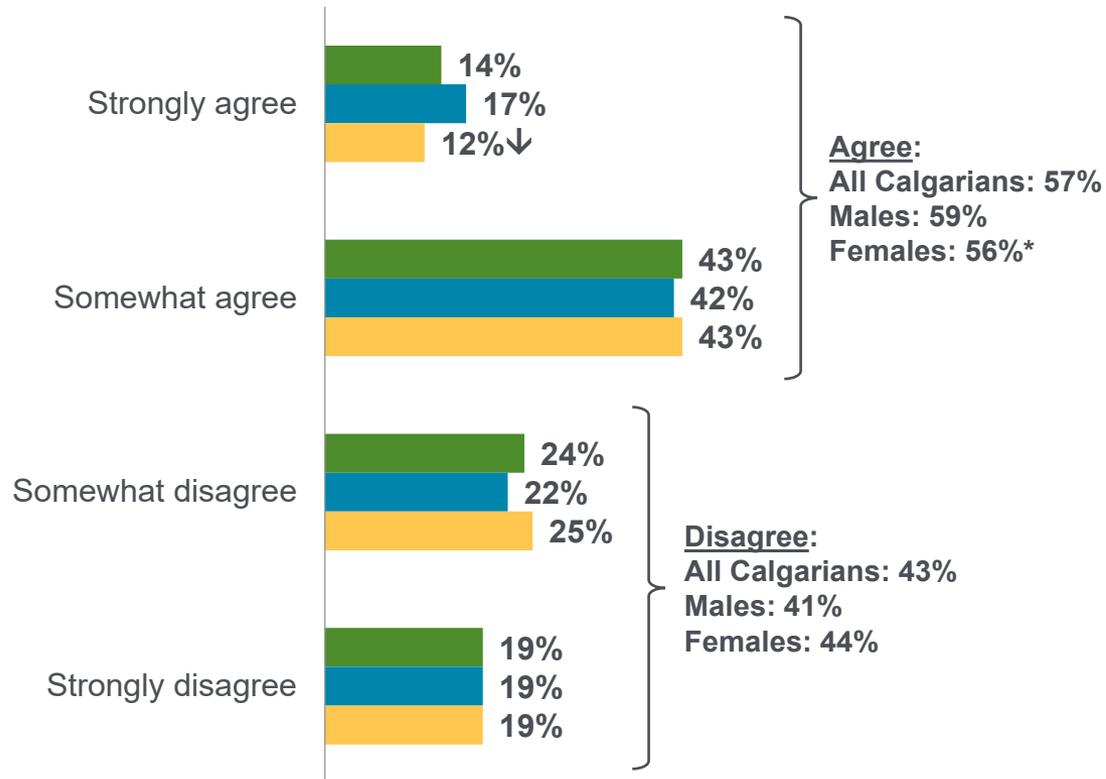


# Ensuring Calgary Transit safety

A small majority (57%) of Calgarians agree that The City is taking sufficient steps to ensure Calgary Transit is a safe travel option. There is no statistical difference in the level of agreement between females (56%) and males (59%). However, looking at the intensity of ratings, a smaller proportion of females ‘strongly’ agree (12% vs. 17% of males).

“The City is taking sufficient steps to ensure Calgary Transit is a safe travel option.”

- All Calgarians
- Males
- Females



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

Base: Valid respondents (All Calgarians n=2,421, Males n=1,180, Females n=1,220)

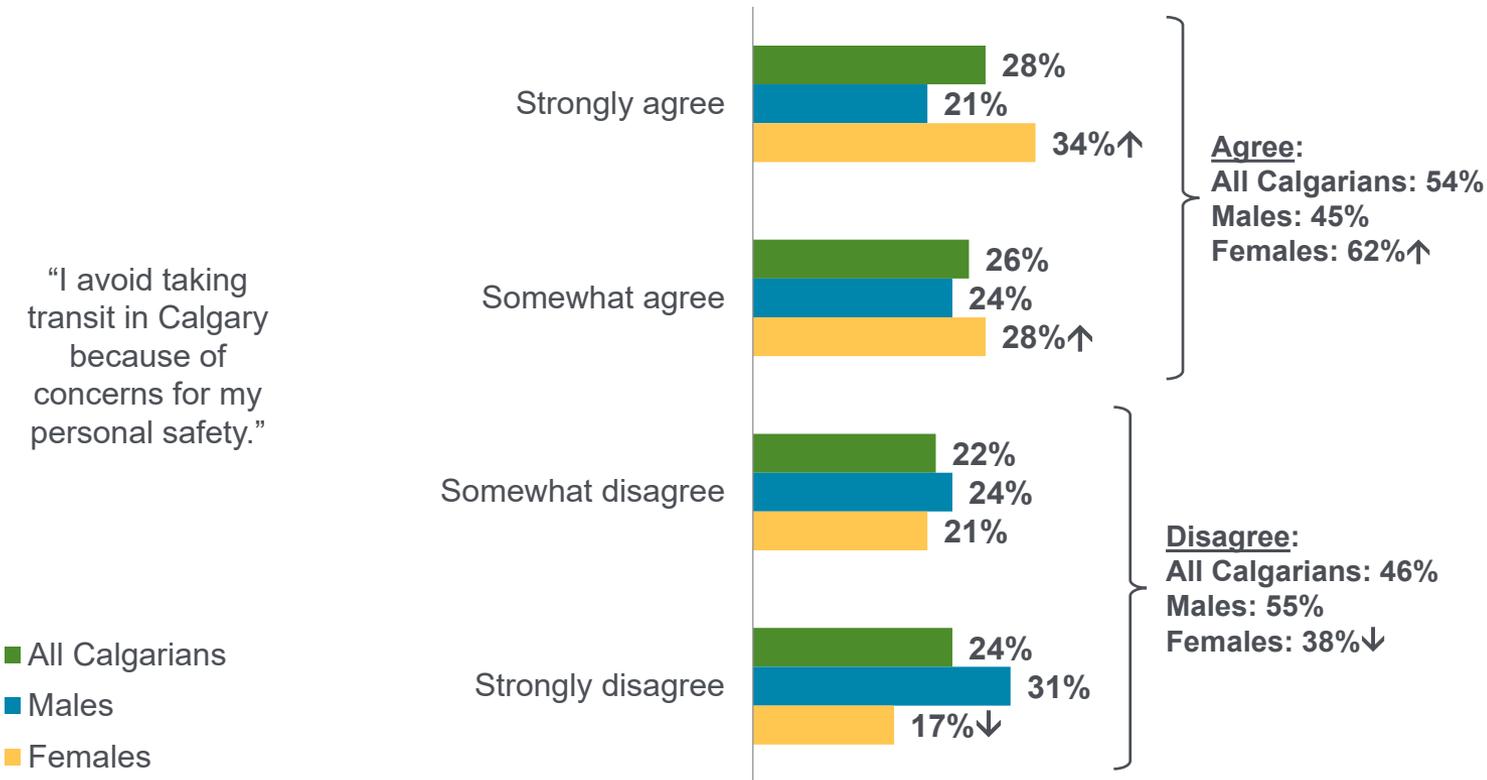
\* Rounding

↑ / ↓ Statistically higher / lower than comparable subgroup



# Avoiding transit due to safety concerns

Around one-half (54%) of Calgarians admit that they avoid taking transit in Calgary because of concerns for their personal safety. Avoiding transit is statistically higher among females compared to males (62% vs. 45%, respectively).



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

Base: Valid respondents (All Calgarians n=2,417, Males n=1,180, Females n=1,216)

↑ / ↓ Statistically higher / lower than comparable subgroup



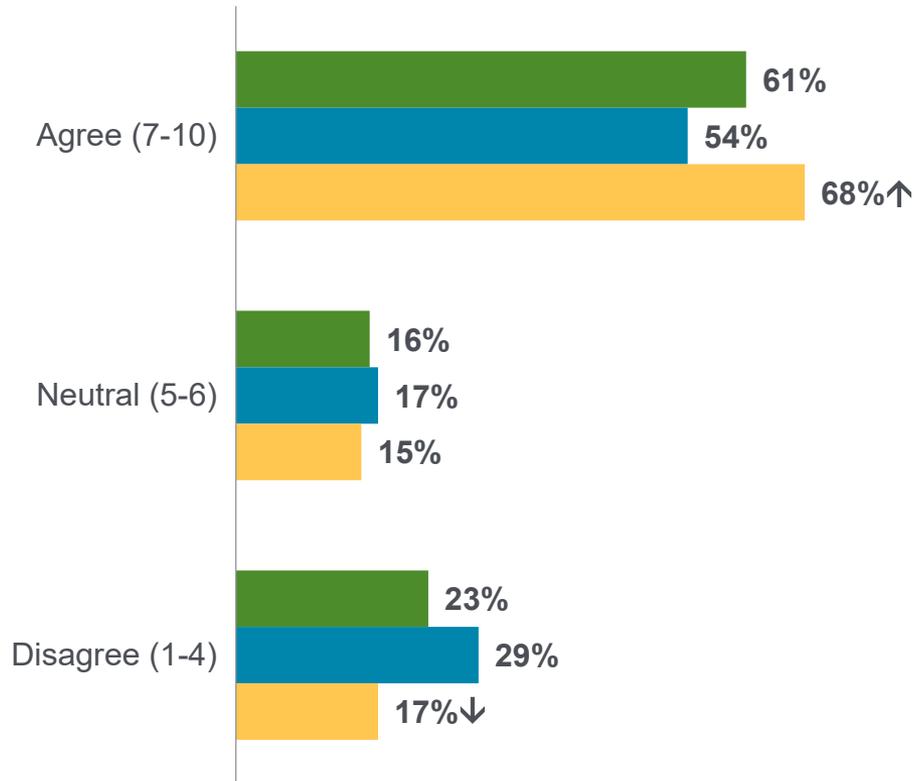
# The environment



# Climate change

Three-fifths (61%) of Calgarians agree that we need to act now to address climate change. A higher proportion of females agree with the need to take immediate action on this issue compared to males (68% vs. 54%, respectively).

“I think we need to act now to address climate change.”



- All Calgarians
- Males
- Females

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

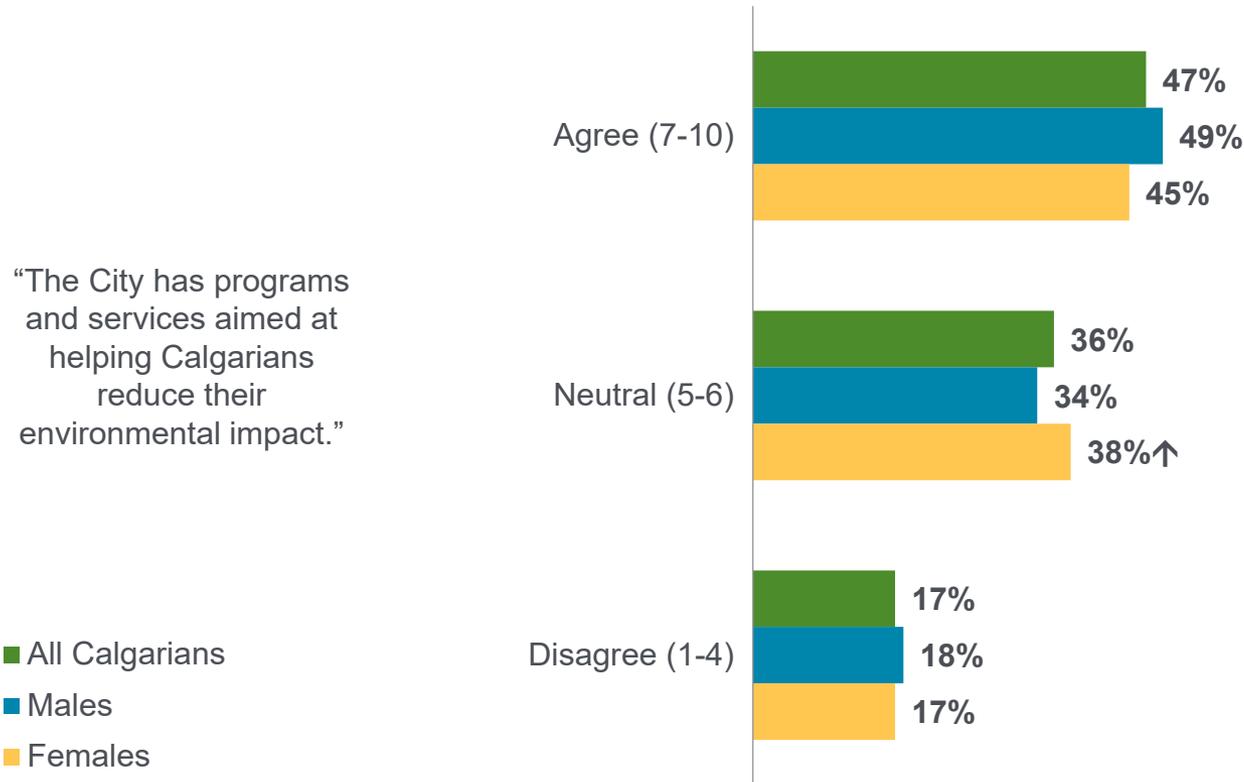
Base: Valid respondents (All Calgarians n=2,482, Males n=1,204, Females n=1,252)

↑ / ↓ Statistically higher / lower than comparable subgroup



# City programs to reduce environmental impact

A sizeable minority (47%) of Calgarians believe The City has programs and services aimed at helping Calgarians reduce their environmental impact. There are similar levels agreement between genders, with no notable differences in opinion (45% females and 49% males). We do see a higher proportion of females who are neutral in this regard (38% vs. 34%).



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

Base: Valid respondents (All Calgarians n=2,429, Males n=1,184, Females n=1,221)

↑ / ↓ Statistically higher / lower than comparable subgroup

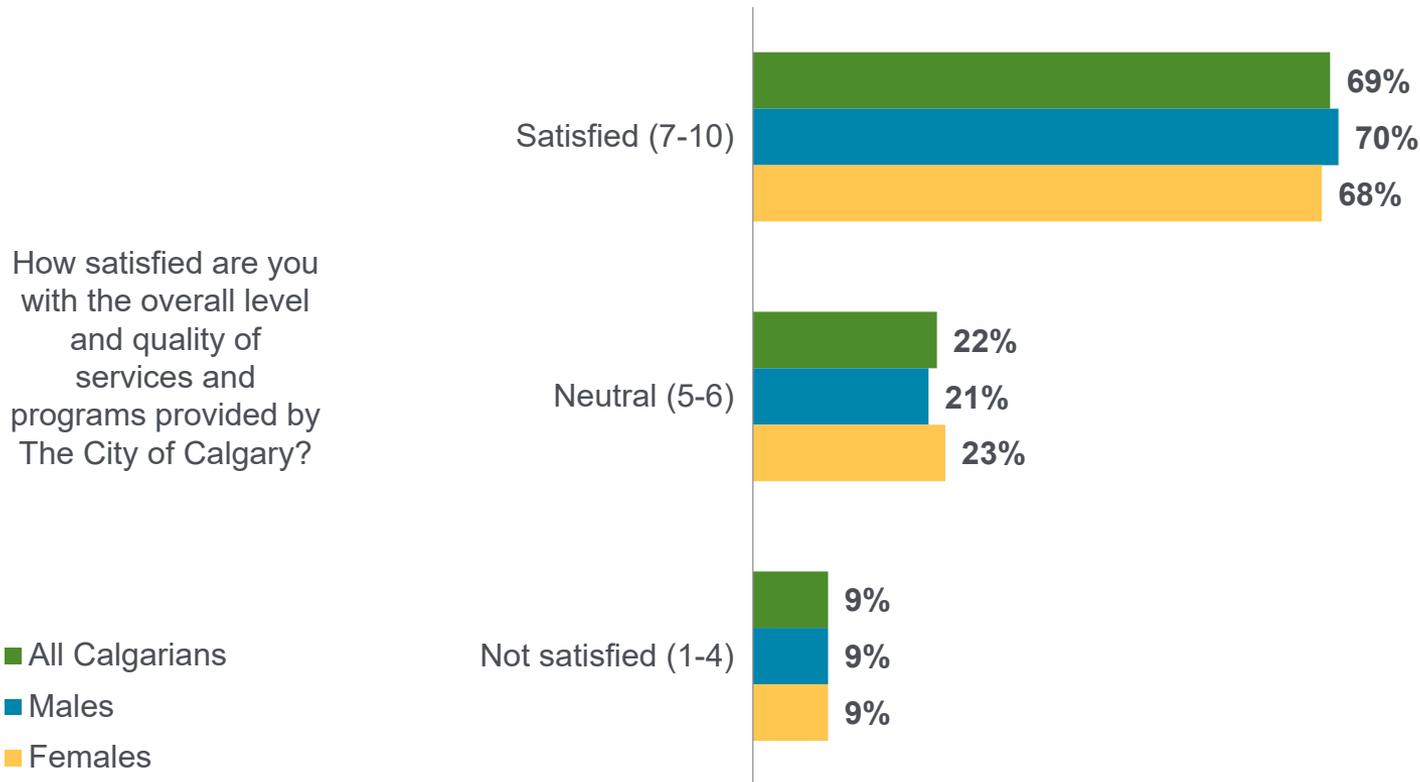


# City services and programs



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

Seven-in-ten (69%) Calgarians are 'satisfied' with the overall level and quality of service provided by The City. females (68%) and males (70%) report similar levels of satisfaction with City services and programs.



Q. On a scale of 1 to 10 where “1” is “not at all satisfied” and “10” is “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?  
 Base: Valid respondents (All Calgarians n=2,496, Males n=1,213, Females n=1,258)

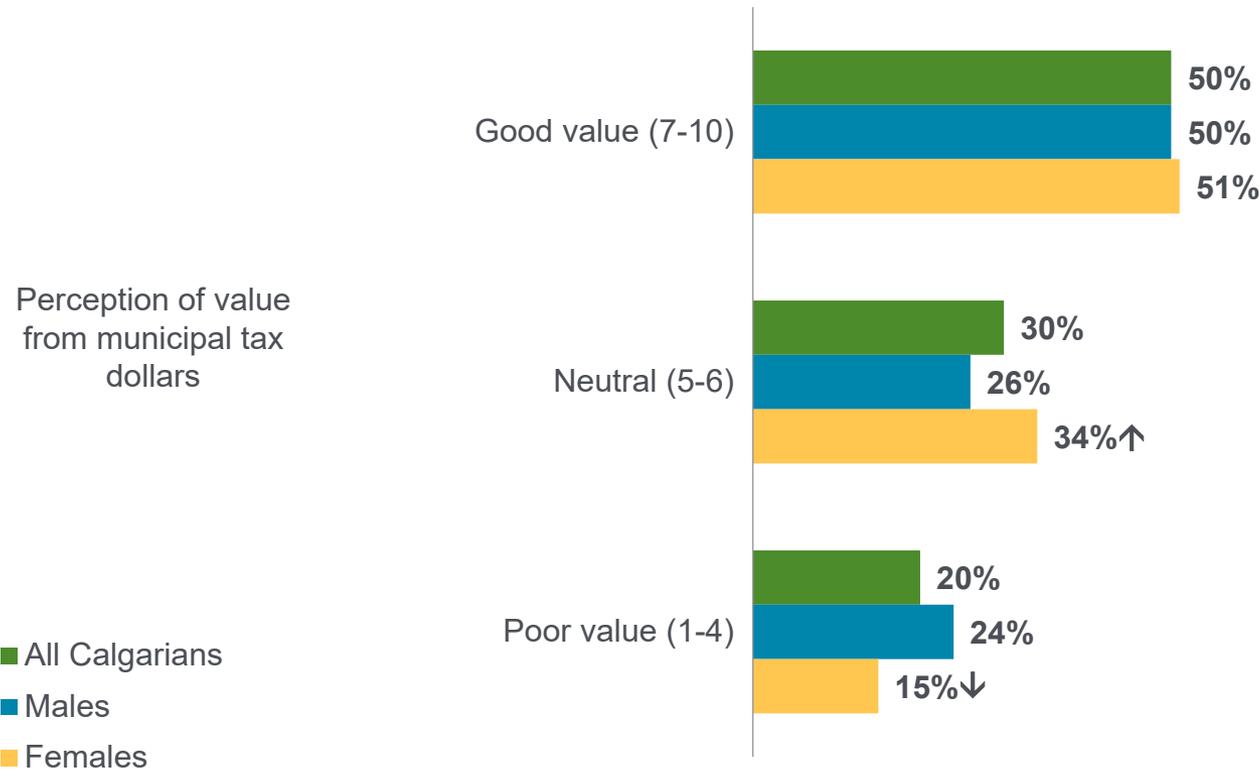


# Taxation



# Perceived value of property taxes

One-half (50%) of all Calgarians consider the value they get for their property tax dollars to be ‘good,’ which is consistent across females and males (51% and 50%, respectively). However, statistically fewer females perceive the value as ‘poor’ (15% vs. 24% of males). Instead, a higher proportion are neutral (34% of females vs. 26% of males).



Q. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where “1” is “very poor value” and “10” is “very good value.”

Base: Valid respondents (All Calgarians n=2,440, Males n=1,187, Females n=1,229)

↑ / ↓ Statistically higher / lower than comparable subgroup

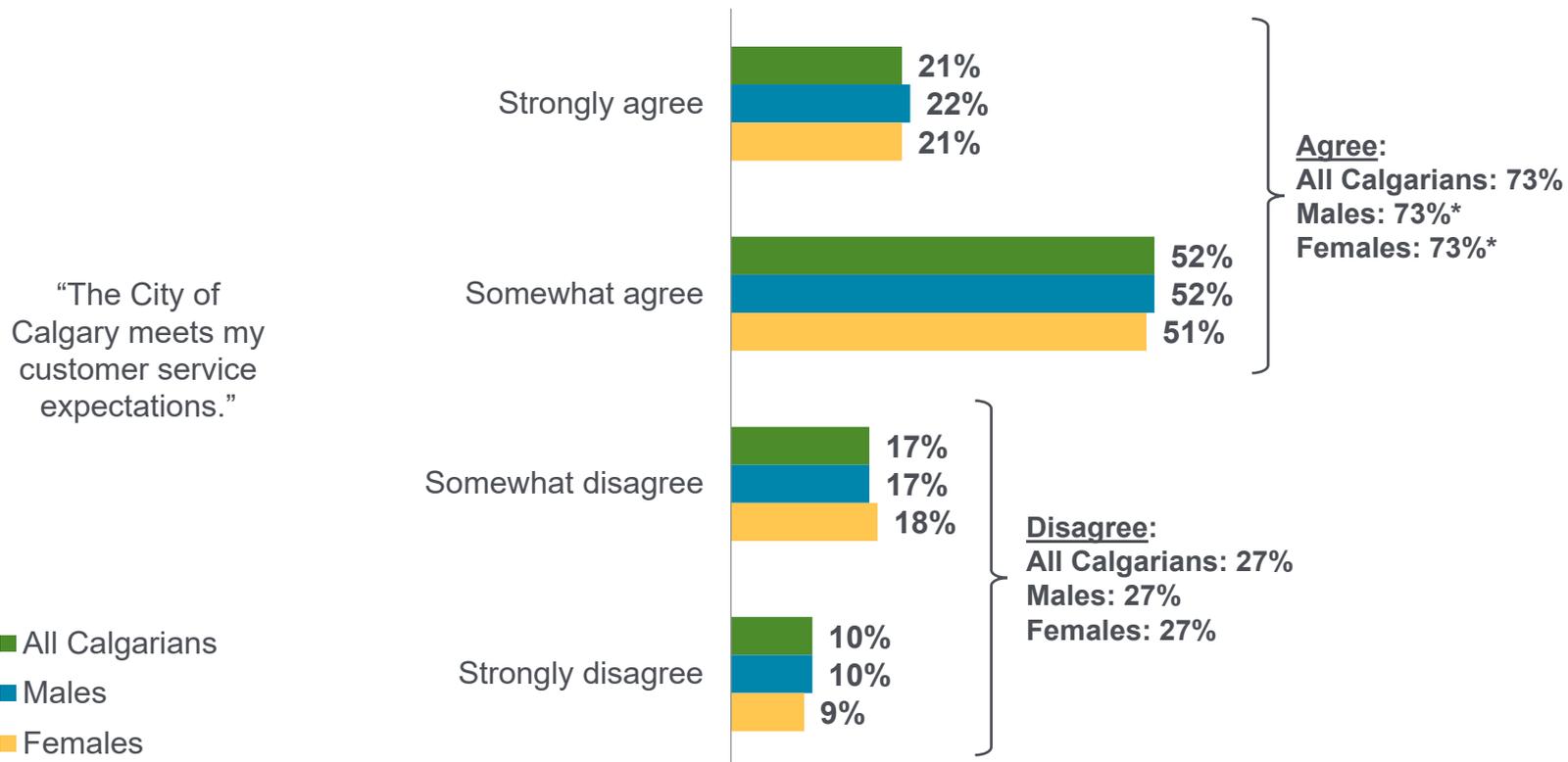


# Customer service



# Meets customer service expectations

Nearly three-quarters (73%) of Calgarians agree that The City of Calgary’s customer service meets their expectations. There is no statistically significant difference in opinion between females and males (73% of both groups agree).



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

Base: Valid respondents (All Calgarians n=2,470, Males n=1,203, Females n=1,243)

\* Rounding

## Help shape Calgary's next four years

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

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

SCAN ME

## TRIVIA

### Parks and recreation

- 1. How many kilometers of trails does Calgary have?
- 2. How many kilometers of trails does Calgary have?
- 3. How many kilometers of trails does Calgary have?
- 4. How many kilometers of trails does Calgary have?
- 5. How many kilometers of trails does Calgary have?

### Transportation

- 1. How many kilometers of trails does Calgary have?
- 2. How many kilometers of trails does Calgary have?
- 3. How many kilometers of trails does Calgary have?
- 4. How many kilometers of trails does Calgary have?
- 5. How many kilometers of trails does Calgary have?

### Calgary's communities

- 1. How many kilometers of trails does Calgary have?
- 2. How many kilometers of trails does Calgary have?
- 3. How many kilometers of trails does Calgary have?
- 4. How many kilometers of trails does Calgary have?
- 5. How many kilometers of trails does Calgary have?

# Input from Calgarians

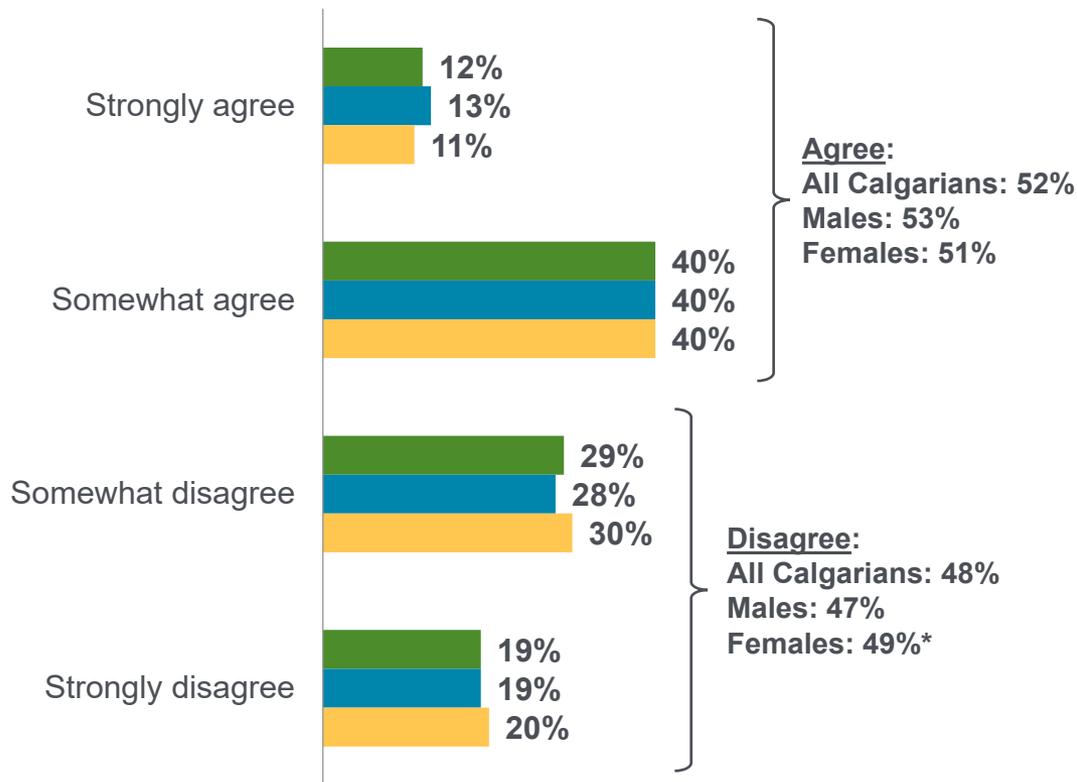


# Enough opportunities to provide input

Around one-half (52%) of Calgarians agree that Calgarians have enough opportunities to provide input into decision making about City projects and services. There are no significant differences by gender (51% females and 53% males).

“Calgarians have enough opportunities to provide input into decision making about City projects and services.”

- All Calgarians
- Males
- Females



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

Base: Valid respondents (All Calgarians n=2,463, Males n=1,196, Females n=1,241)

\* Rounding

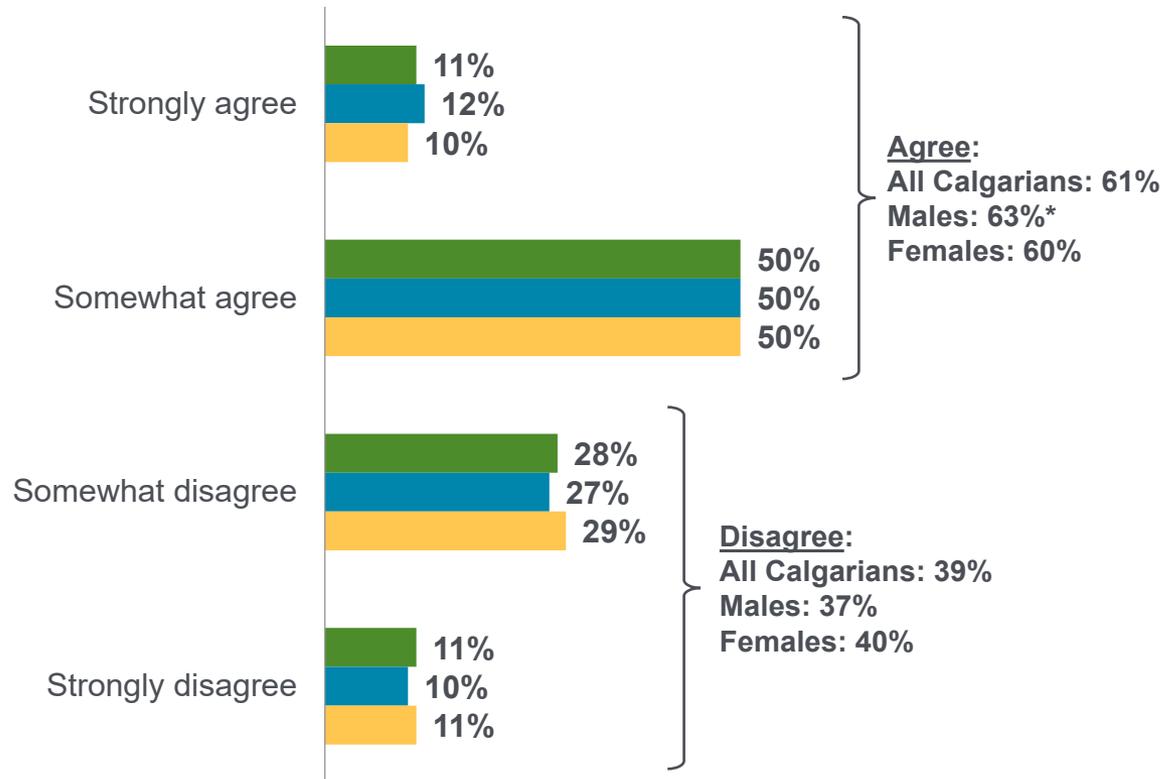


# Responsive to Calgarians

Overall, three-fifths (61%) of Calgarians agree The City of Calgary is responsive to the needs and expectations of Calgarians. Agreement is similar between females (60%) and males (63%).

“The City of Calgary is responsive to the needs and expectations of Calgarians.”

- All Calgarians
- Males
- Females



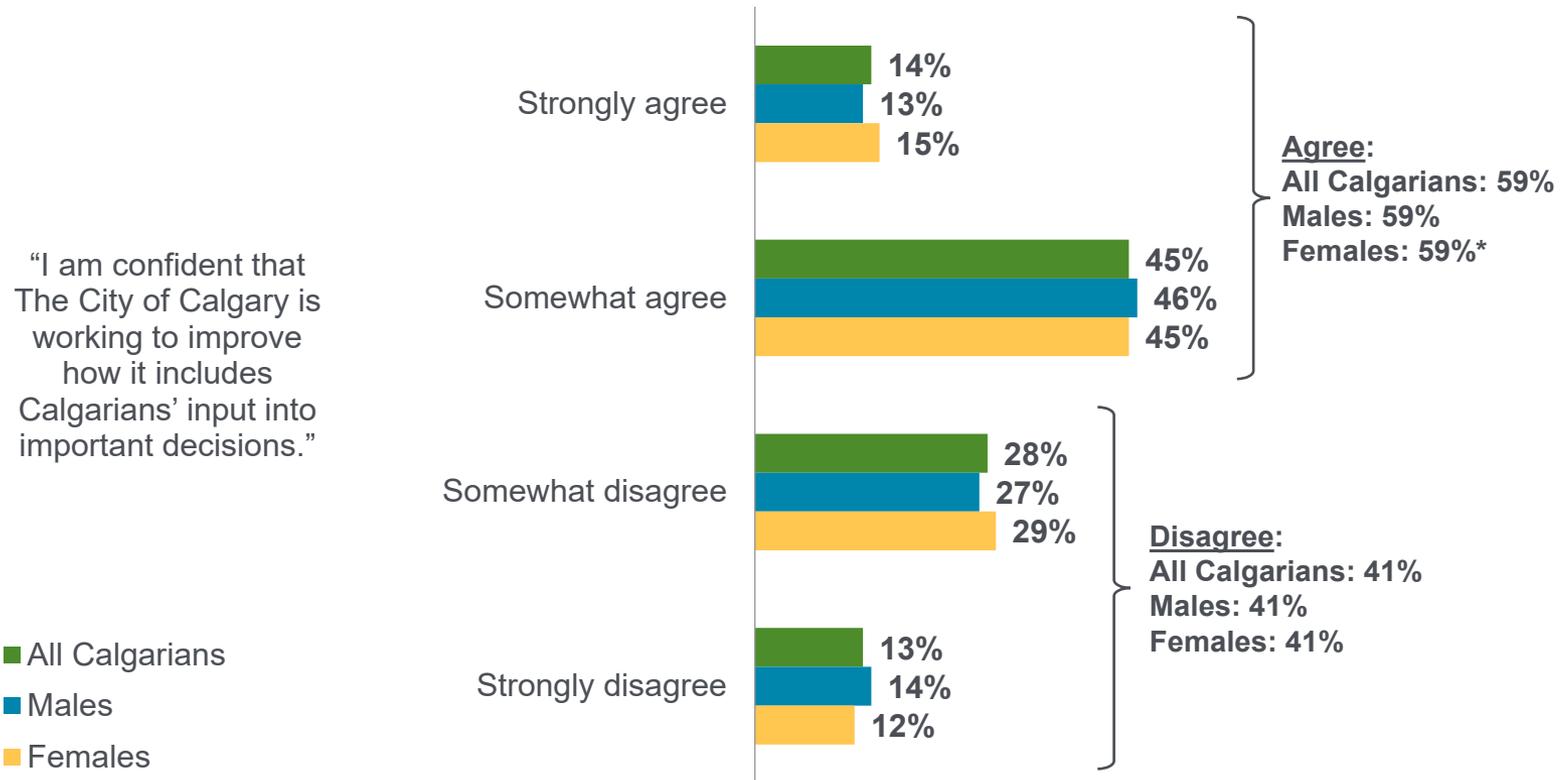
Q. Please tell me if you agree or disagree with each of the following statements.  
 Base: Valid respondents (All Calgarians n=2,486, Males n=1,209, Females n=1,253)

\* Rounding



# Including Calgarians' input

A small majority (59%) of Calgarians agree they are confident that The City of Calgary is working to improve how it includes Calgarians' input into important decisions. There are no statistically significant differences by gender (59% of both females and males).



Q. Please tell me if you agree or disagree with each of the following statements.  
 Base: Valid respondents (All Calgarians n=2,461, Males n=1,199, Females n=1,239)

\* Rounding



# Reputation and performance

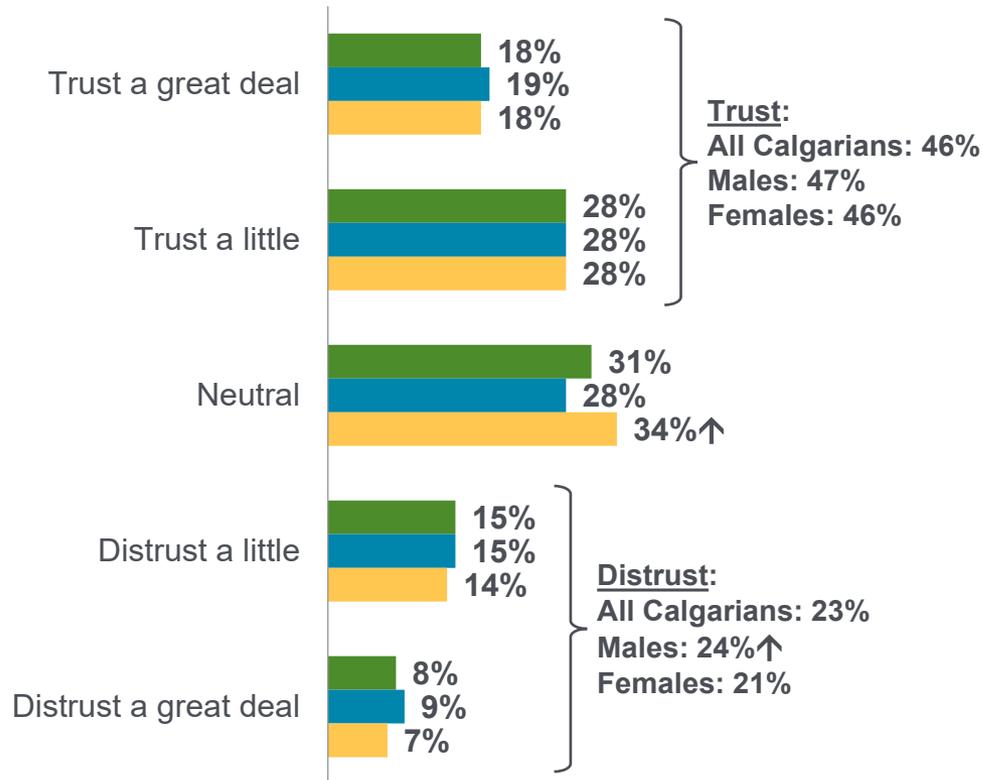


# Trust in The City of Calgary

A sizeable minority (46%) of Calgarians say they trust The City of Calgary. There is no statistical difference between the proportions of females and males who trust The City (46% and 47%, respectively). Among the remainder however, a higher proportion of males distrust The City (24% vs. 21% of females), while females are more neutral (34% vs. 28% of males).

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

- All Calgarians
- Males
- Females



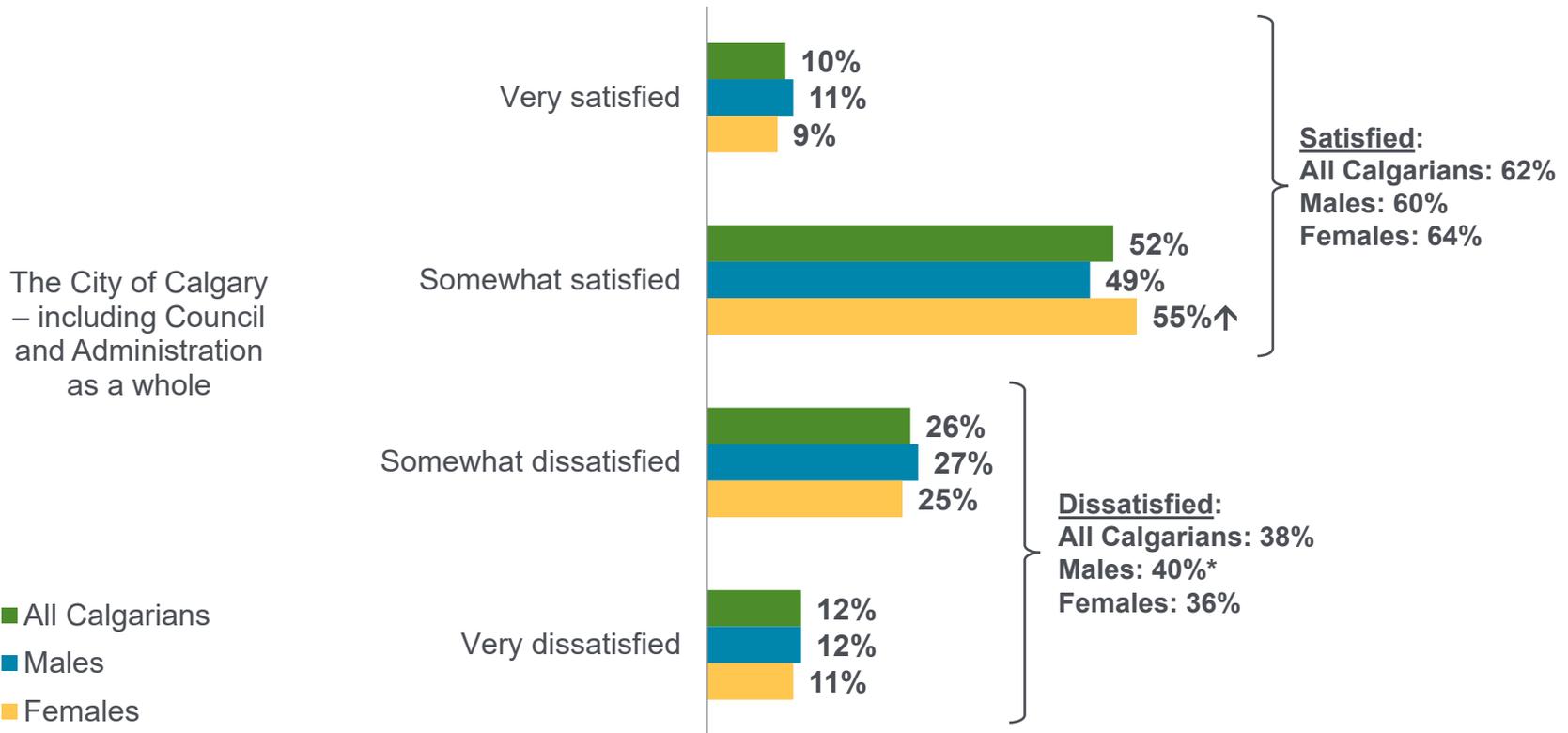
Q. Considering all the things you think are important, how much do you trust or distrust The City of Calgary?  
 Base: Valid respondents (All Calgarians n=2,488, Males n=1,209, Females n=1,253)

↑ / ↓ Statistically higher / lower than comparable subgroup



# Satisfaction with The City as a whole

The majority (62%) of all Calgarians are satisfied with The City, including Council and Administration. While both females (64%) and males (60%) express similar levels of overall satisfaction (very or somewhat) with The City, there is a statistical difference in the degree of satisfaction. More females (55%) are 'somewhat' satisfied than males (49%).



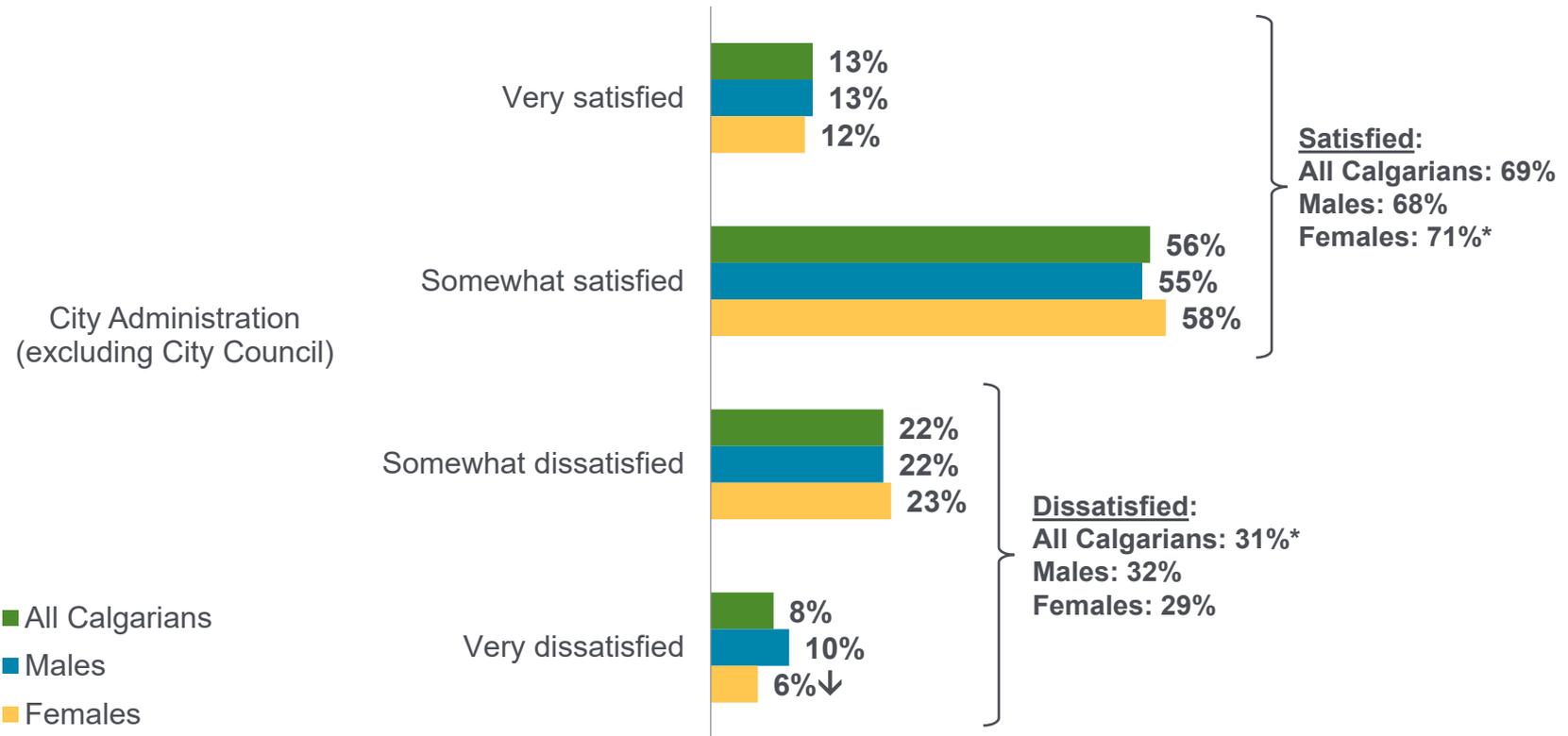
Q. Taking everything into account, how satisfied or dissatisfied are you with the way The City of Calgary – including Council and Administration as a whole - is going about running our city?  
 Base: Valid respondents (All Calgarians n=2,489, Males n=1,210, Females n=1,253)

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



# Satisfaction with Administration

Seven-in-ten (69%) Calgarians express satisfaction with City Administration (excluding City Council). There are no statistically significant differences by gender (71% females and 68% males).



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

Base: Valid respondents (All Calgarians n=2,461, Males n=1,200, Females n=1,237)

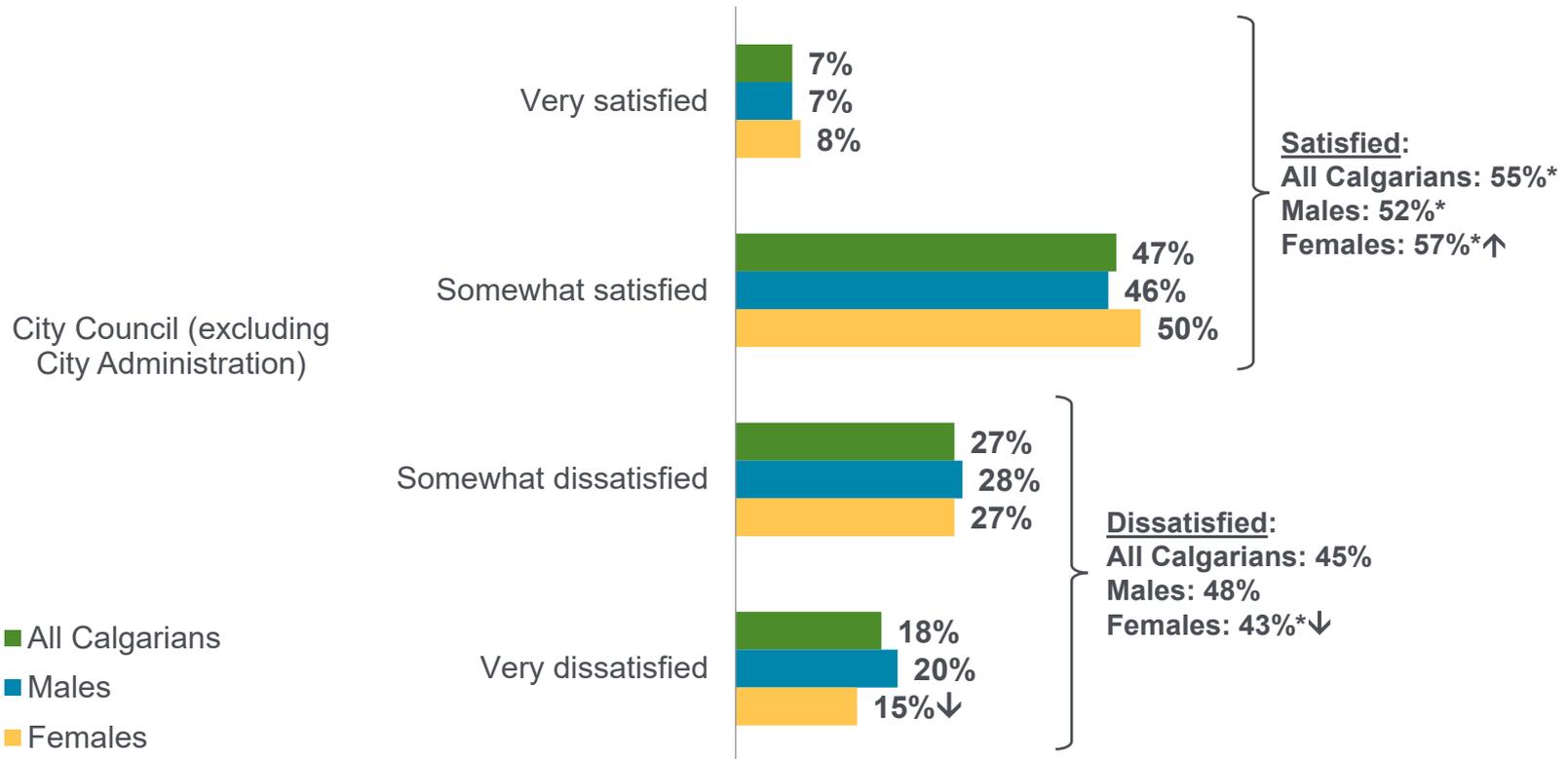
\* Rounding

↑ / ↓ Statistically higher / lower than comparable subgroup



# Satisfaction with Council

A small majority (55%) of Calgarians say they are satisfied with City Council (excluding City Administration). Satisfaction with City Council is statistically higher among females than males (57% females vs. 52% 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=2,469, Males n=1,204, Females n=1,241)

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

Calgary

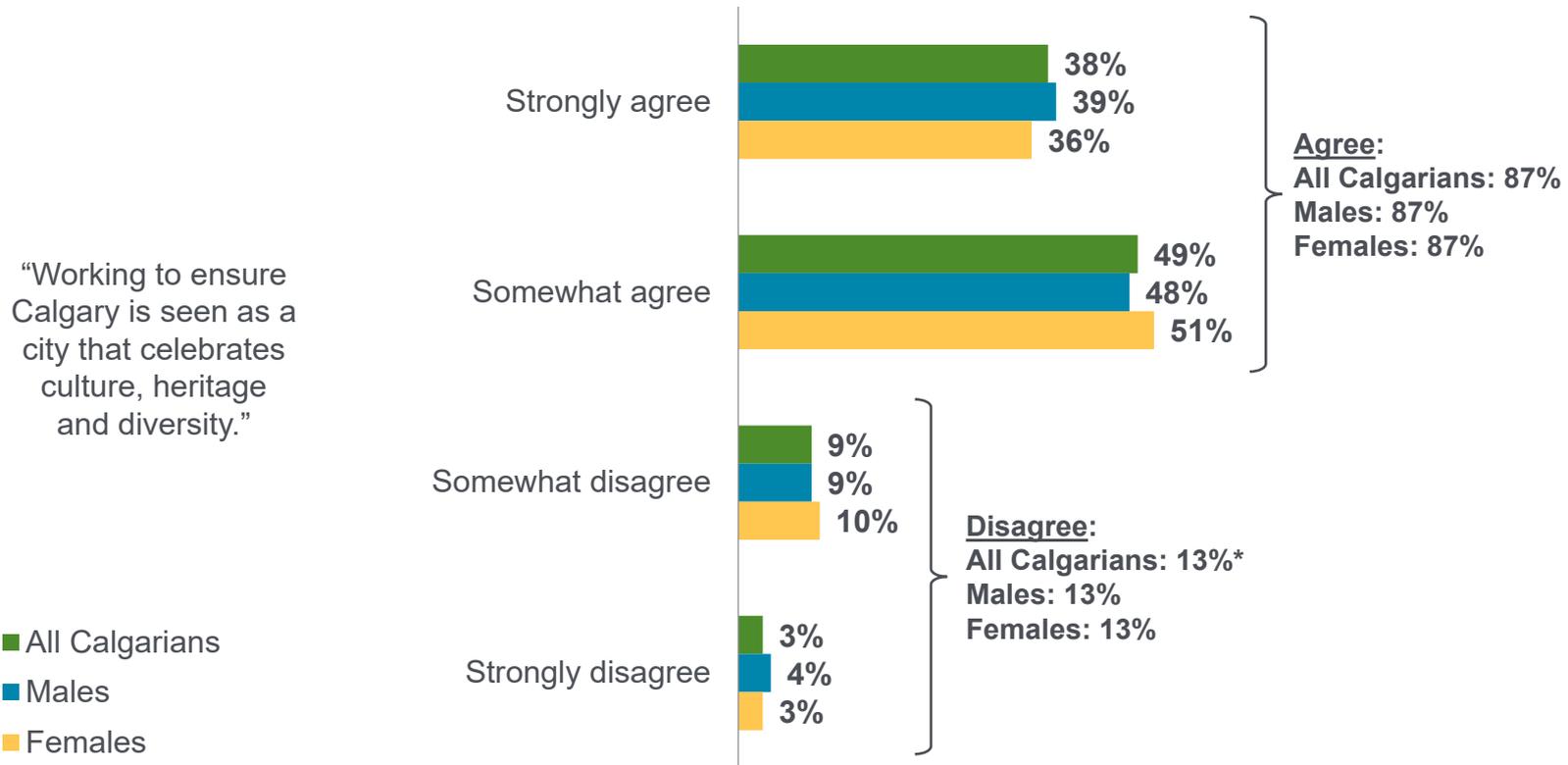


# Council focus areas



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

The vast majority (87%) of Calgarians agree The City is doing a good job working to ensure Calgary is seen as a city that celebrates culture, heritage, and diversity. Levels of agreement between females and males are identical (87% apiece).



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

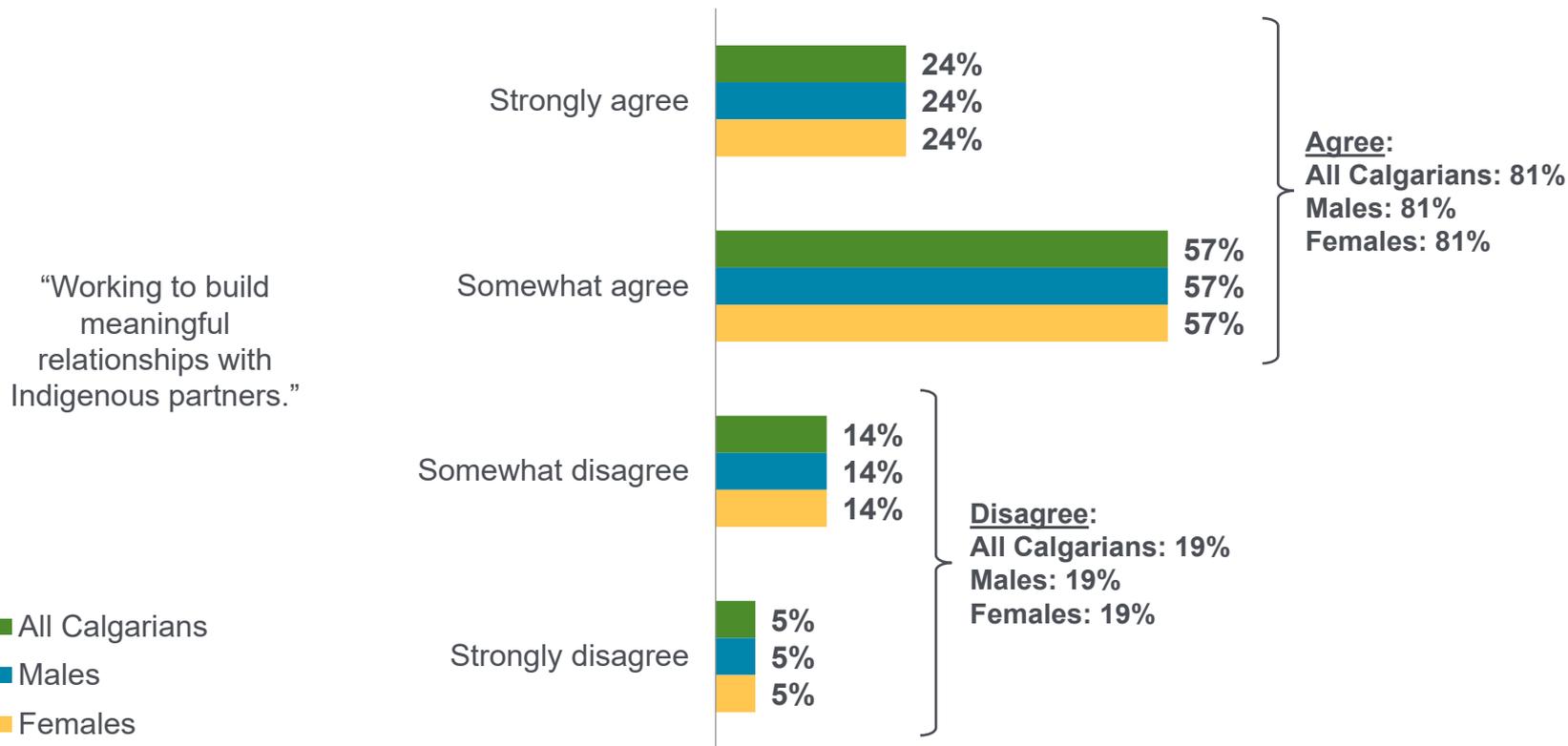
Base: Valid respondents (All Calgarians n=2,473, Males n=1,202, Females n=1,250)

\* Rounding



# Working to build relationships with Indigenous partners

Four-fifths (81%) of Calgarians agree The City is doing a good job working to build meaningful relationships with Indigenous partners. Meanwhile, an identical proportion females and males agree (81% apiece).



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

Base: Valid respondents (All Calgarians n=2,359, Males n=1,142, Females n=1,197)

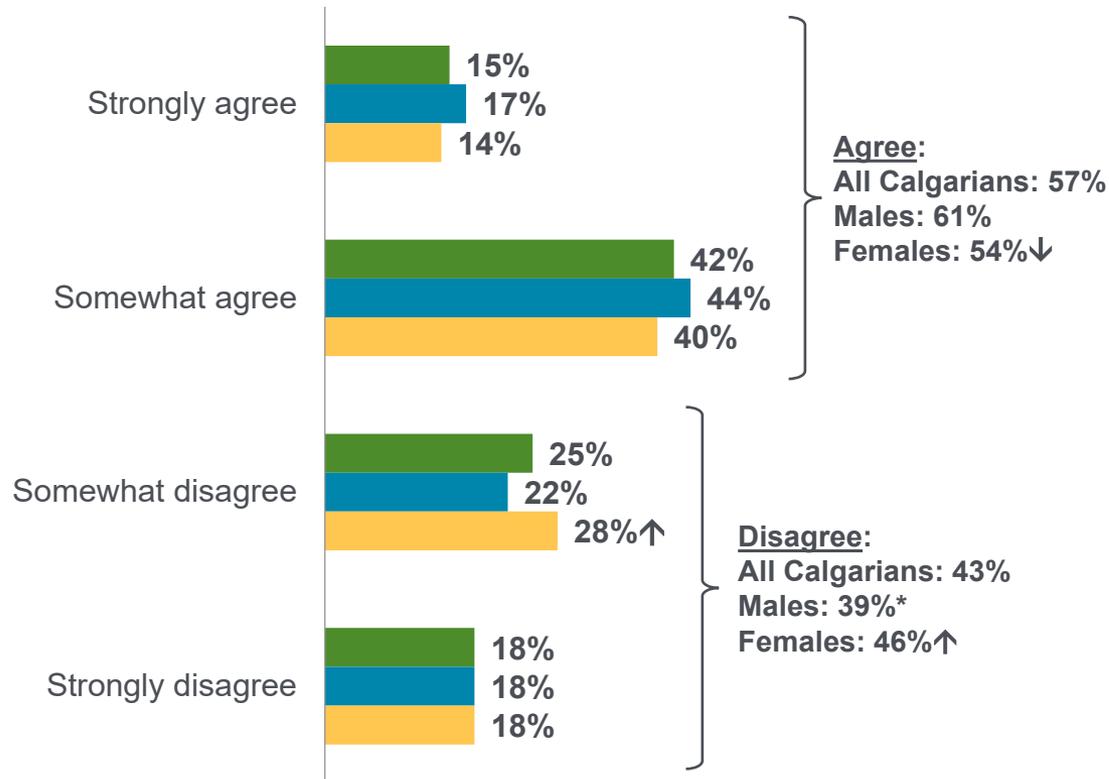


# Working with community partners to address social issues

More than one-half (57%) of Calgarians agree that The City is doing a good job working with community partners to address social issues such as mental health and addiction. A lower proportion of females (54%) agree than males (61%).

“Working with community partners to address social issues such as mental health and addiction.”

- All Calgarians
- Males
- Females



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

Base: Valid respondents (All Calgarians n=2,408, Males n=1,164, Females n=1,223)

\* Rounding

↑ / ↓ Statistically higher / lower than comparable subgroup



# Housing

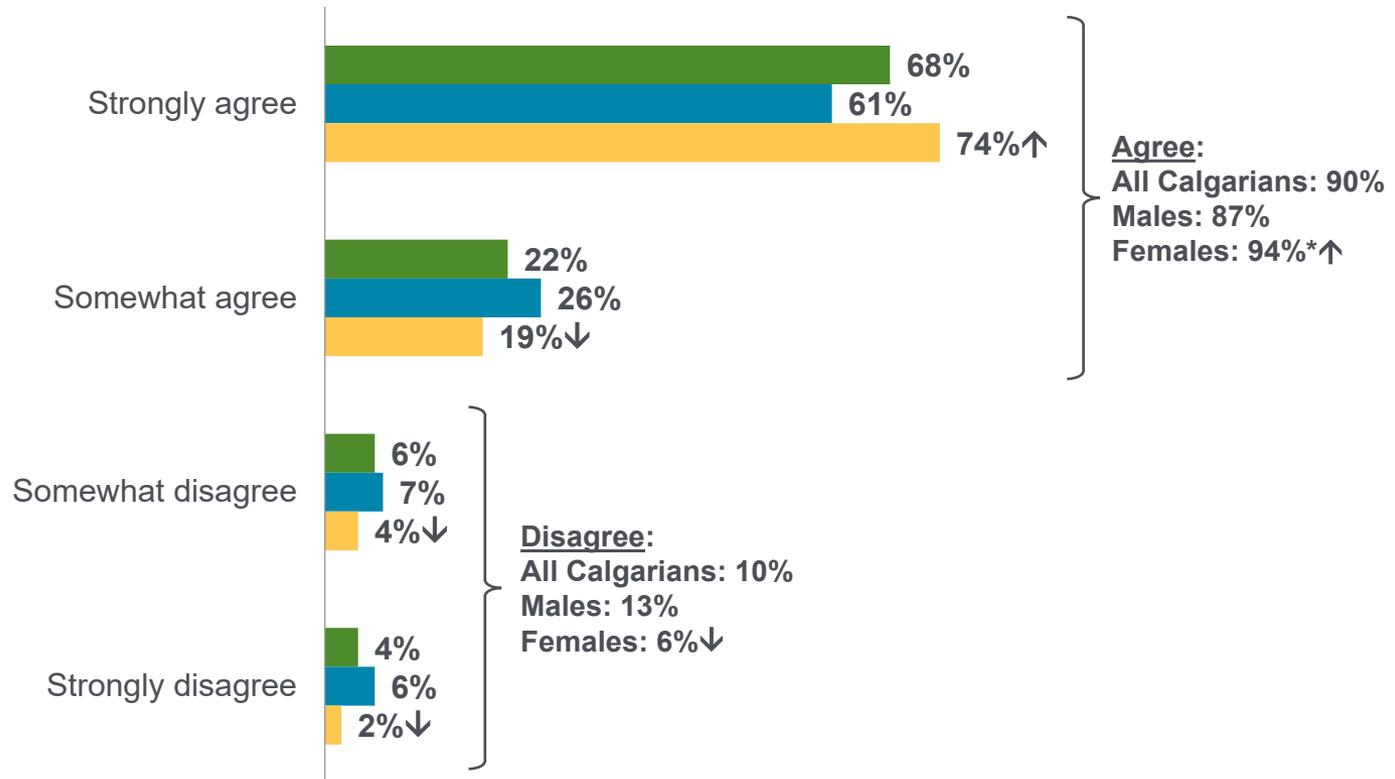


# Affordable housing

Nine-in-ten (90%) Calgarians agree that The City should invest more into affordable housing programs for low-income Calgarians. A higher proportion of females than males agree with this statement (94% vs. 87%, respectively), including a higher proportion who ‘strongly’ agree (74% vs. 61% of males).

“The City should invest more into affordable housing programs for low-income Calgarians.”

- All Calgarians
- Males
- Females



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

Base: Valid respondents (All Calgarians n=2,478, Males n=1,208, Females n=1,248)

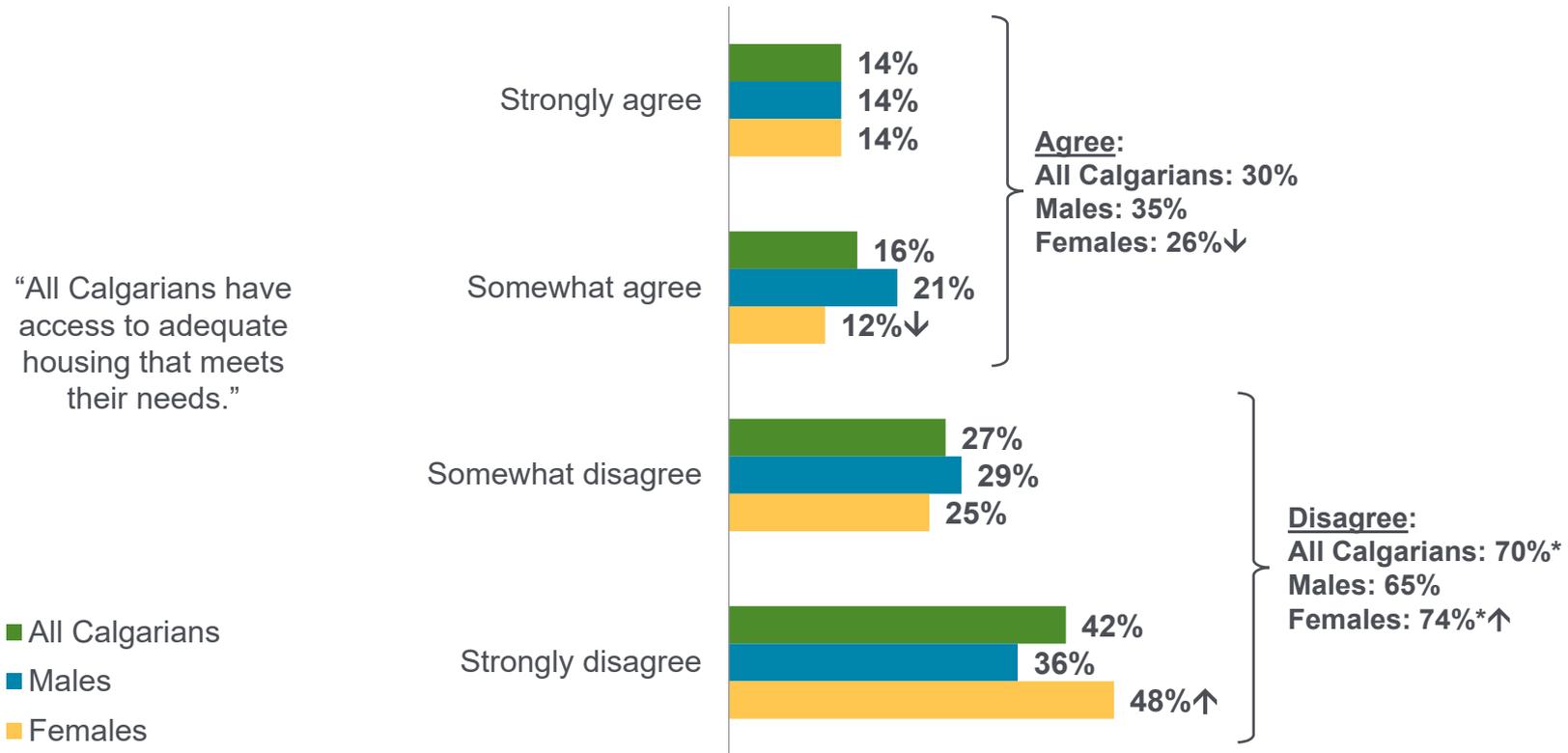
\* Rounding

↑ / ↓ Statistically higher / lower than comparable subgroup



# Access to adequate housing

Although three-in-ten (30%) Calgarians agree that all Calgarians have access to adequate housing that meets their needs, fewer females agree (26% vs. 35% of males) and are more likely to disagree (74% vs. 65%, respectively).



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

Base: Valid respondents (All Calgarians n=2,475, Males n=1,202, Females n=1,251)

\* Rounding

↑ / ↓ Statistically higher / lower than comparable subgroup



# Downtown Calgary

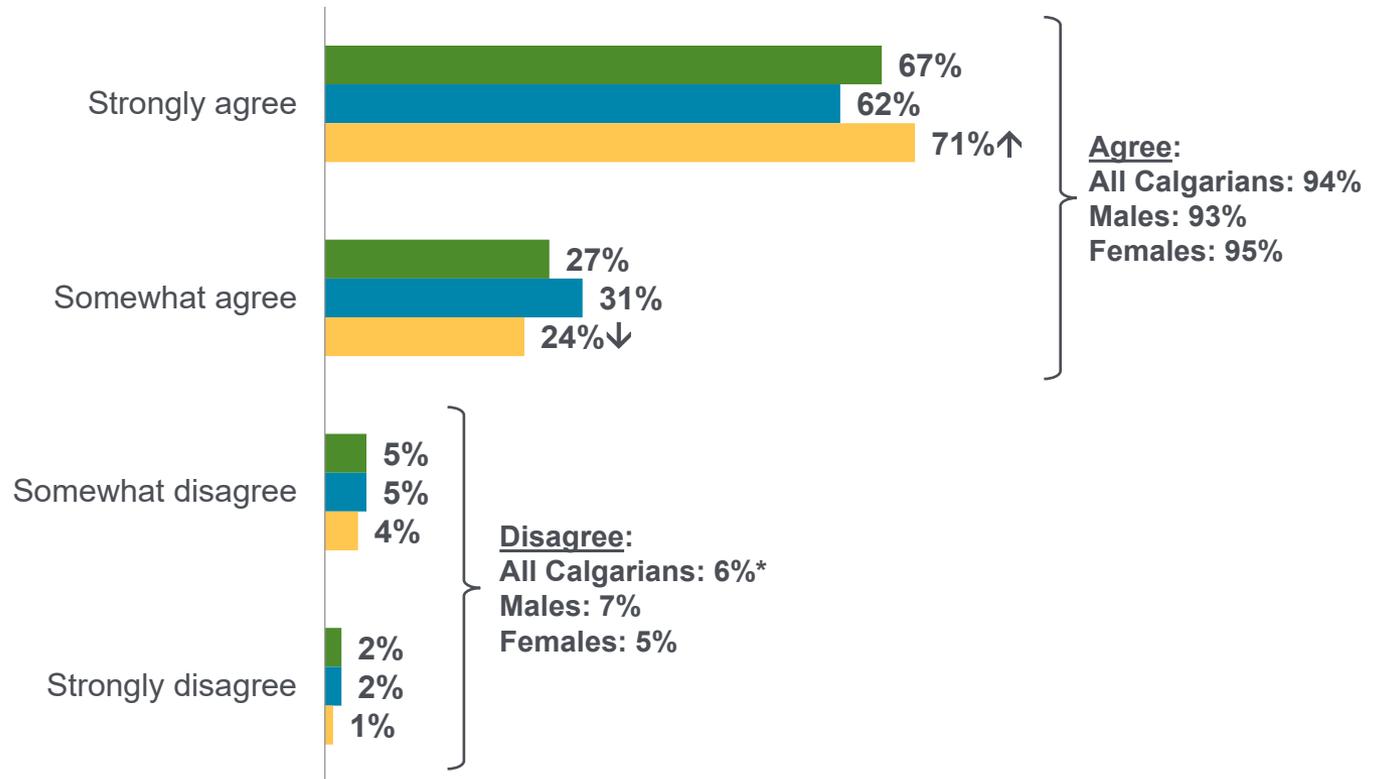


# Addressing downtown safety

The vast majority (94%) of Calgarians agree that The City should be doing more to address safety issues in Calgary’s downtown. While similar proportions of females (95%) and males (93%) ‘agree’ overall, there is a statistical difference in the intensity of agreement. A higher proportion of females ‘strongly’ agree (71%) than males (62%).

“The City should be doing more to address safety issues in Calgary’s downtown.”

- All Calgarians
- Males
- Females



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

Base: Valid respondents (All Calgarians n=2,477, Males n=1,203, Females n=1,254)

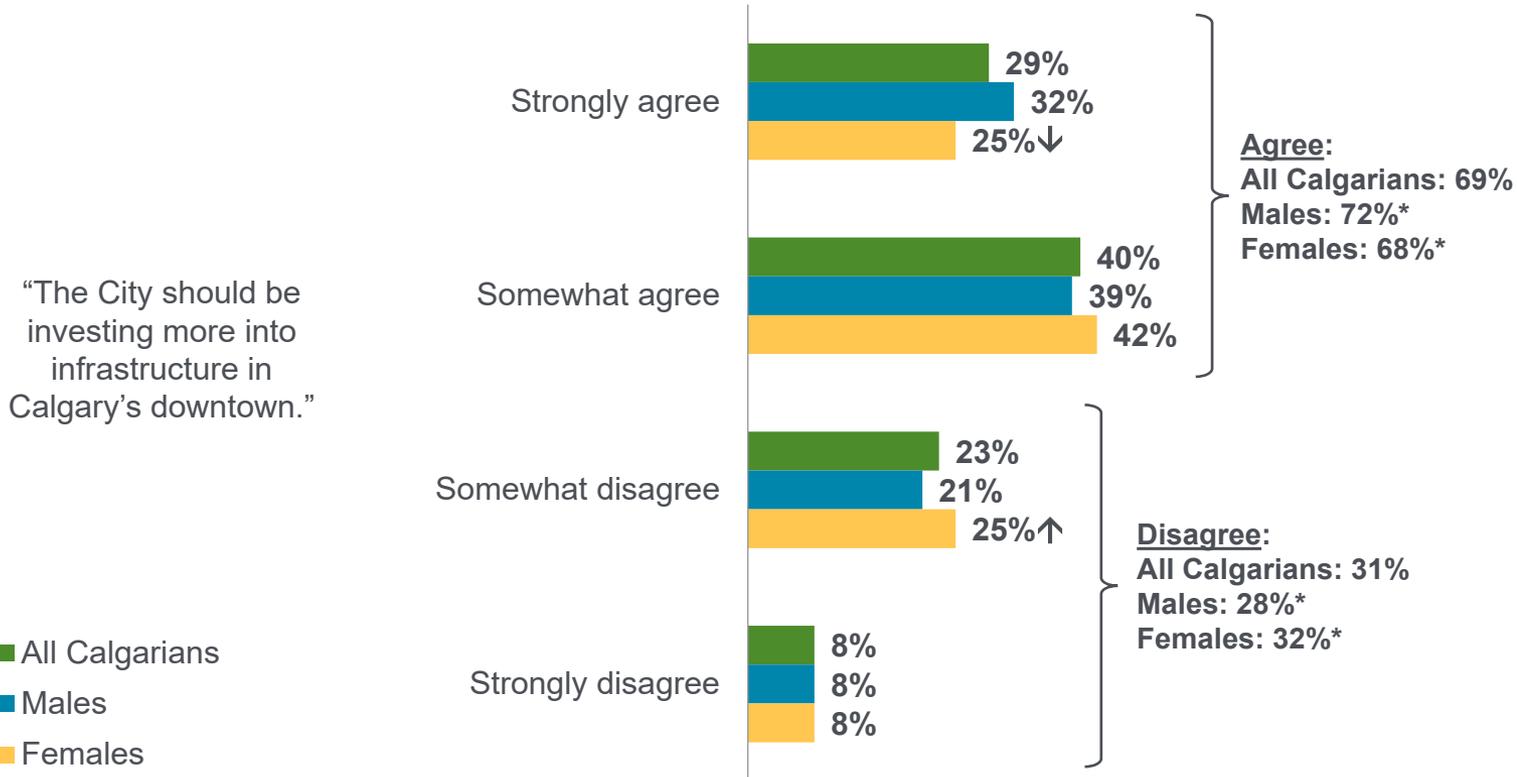
\* Rounding

↑ / ↓ Statistically higher / lower than comparable subgroup



# Investing in downtown infrastructure

Seven-in-ten (69%) Calgarians agree (strongly or somewhat) that The City should be investing more into infrastructure in Calgary’s downtown. Levels of overall agreement between females (68%) and males (72%) are similar, but a lower proportion of females ‘strongly’ agree (25%) than males (32%). Likewise, levels of disagreement are similar, but a higher proportion of females ‘somewhat’ disagree (25% vs. 21% of males).



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

Base: Valid respondents (All Calgarians n=2,442, Males n=1,198, Females n=1,225)

\* Rounding

↑ / ↓ Statistically higher / lower than comparable subgroup



# Respondent profile



# Respondent profile (1 of 4)

Gender			
	All Calgarians	Males	Females
Female	50%	0%	100%
Male	49%	100%	0%
Prefer to self-describe	1%	0%	0%
Refused/prefer not to say	<1%	0%	0%

Age			
	All Calgarians	Males	Females
18 to 24	11%	11%	11%
25 to 34	20%	20%	19%
35 to 44	17%	19%	15%
45 to 54	18%	18%	19%
55 to 64	12%	12%	13%
65 or older	22%	21%	23%
MEAN	47.4	46.8	48.2

Children and seniors in household			
	All Calgarians	Males	Females
Yes – children	31%	30%	32%
Yes – seniors	33%	32%	34%

Income			
	All Calgarians	Males	Females
Less than \$60,000	20%	17%	23%
\$60,000 to just under \$120,000	37%	36%	38%
\$120,000 to just under \$200,000	28%	29%	27%
\$200,000 and over	15%	18%	13%

Education			
	All Calgarians	Males	Females
Less than high school	2%	2%	2%
High school or equivalent	17%	16%	17%
Apprenticeship or trades diploma/certificate	7%	10%	5%
College or non-university diploma/certificate	19%	17%	21%
University degree/diploma/certificate	55%	54%	56%

Base: Valid respondents (bases vary)



# Respondent profile (2 of 4)

Employment status <sup>^</sup>			
	All Calgarians	Males	Females
Full time employed or self employed	56%	65%	47%
Part time employed or self-employed	11%	8%	15%
Retired	21%	19%	24%
Looking after home and/or family	2%	1%	4%
Unable to work because of sickness or disability	2%	2%	3%
Unemployed	4%	3%	5%
Doing unpaid or voluntary work	1%	1%	2%
Student	4%	4%	5%
Other	0%	<1%	1%

Household size			
	All Calgarians	Males	Females
1	15%	13%	18%
2	32%	32%	33%
3	19%	22%	17%
4	20%	20%	20%
5 or more	13%	14%	13%
MEAN	2.9	3.0	2.8

Own or Rent			
	All Calgarians	Males	Females
Own	71%	69%	73%
Rent	25%	27%	24%
Other	4%	4%	4%

Responsible for property taxes or rent			
	All Calgarians	Males	Females
Yes	86%	88%	85%
No	14%	12%	15%

<sup>^</sup> Multiple responses allowed

Base: Valid respondents (bases vary)



# Respondent profile (3 of 4)

Born in Canada			
	All Calgarians	Males	Females
Yes	71%	70%	71%
No	29%	30%	29%

Date of Arrival in Canada			
	All Calgarians	Males	Females
Within the past 5 years	20%	22%	19%
More than 5 years ago	80%	78%	81%

Indigenous identity <sup>^</sup>			
	All Calgarians	Males	Females
Yes – First Nations	1%	1%	1%
Yes – Metis	2%	3%	2%
Yes – Inuit	0%	0%	<1%
Yes – Prefer to self-describe	0%	<1%	1%
Other	<1%	<1%	<1%
Don't know	<1%	0%	<1%
No	96%	96%	96%

Tenure in Calgary			
	All Calgarians	Males	Females
Less than 5 years	8%	9%	7%
5 to less than 10 years	6%	7%	5%
10 to less than 15 years	10%	9%	11%
15 to less than 20 years	10%	10%	11%
20 to less than 30 years	22%	23%	22%
30 to less than 40 years	16%	17%	16%
40 or more	27%	25%	29%
MEAN	28.1	27.4	28.8

Quadrant			
	All Calgarians	Males	Females
Southwest	29%	29%	28%
Southeast	23%	24%	22%
Northwest	29%	29%	29%
Northeast	20%	18%	21%

<sup>^</sup> Multiple responses allowed

Base: Valid respondents (bases vary)



# Respondent profile (4 of 4)

Disability in Household <sup>^</sup>			
	All Calgarians	Males	Females
Yes – myself	10%	8%	12%
Yes – someone in my household	12%	11%	12%
No	80%	82%	78%

Racialized			
	All Calgarians	Males	Females
Yes	28%	29%	27%
No	70%	69%	71%
Prefer to self-describe	1%	1%	2%

Business Owner/Operator			
	All Calgarians	Males	Females
Own and operate a business	16%	19%	13%
Own a business	2%	2%	1%
Operate a business	2%	2%	1%
No	81%	77%	85%

2SLGBTQIA+			
	All Calgarians	Males	Females
Yes	7%	6%	7%
No	93%	94%	93%

<sup>^</sup> Multiple responses allowed

Base: Valid respondents (bases vary)



# Contact

Krista Ring  
Manager, Web, Research and Projects  
The City of Calgary  
403-268-9963 | 403-988-9425  
[Krista.Ring@Calgary.ca](mailto:Krista.Ring@Calgary.ca)