

Calgary



2024 Perspectives on Calgary Survey Report Diversity and Inclusion

Final Report

July 2024

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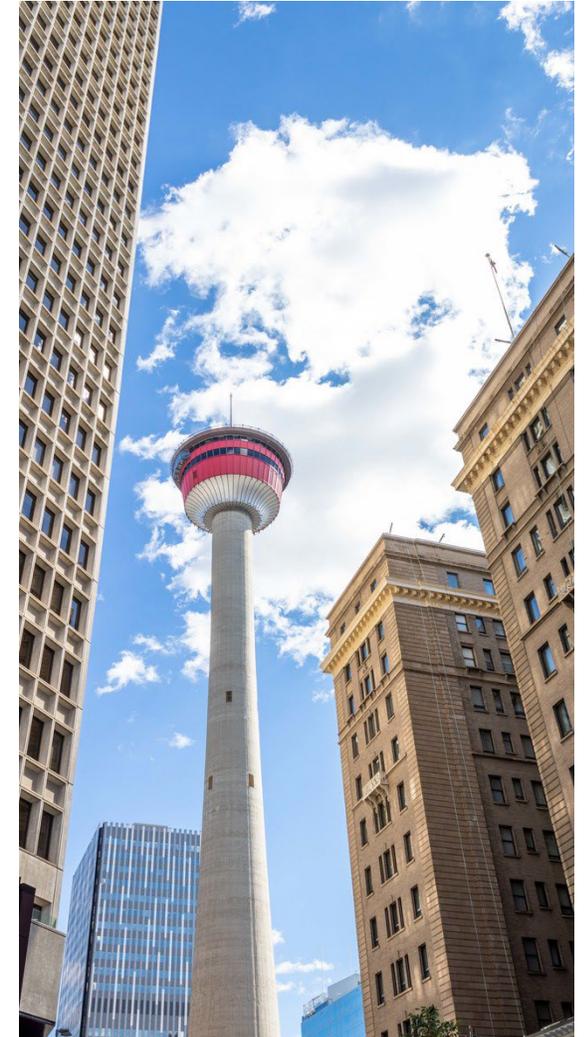
Acknowledgements

Land Acknowledgement

We acknowledge the traditional territories and oral practices of the Blackfoot Nations, which include the Siksika, the Piikani, and the Kainai. We also acknowledge the Tsuut'ina and Stoney Nakoda First Nations, the Métis Nation (Region 3), and all people who make their homes in the Treaty 7 region of Southern Alberta.

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Background and methodology

Background

The City of Calgary surveys Calgarians about their opinions, preferences, and attitudes in order to help support data-driven City decision making. The Perspectives on Calgary Survey program is one of the ways by which data are collected, and these surveys are conducted throughout the year. Calgary is a diverse place in terms of race, ancestry, place of origin, religious beliefs, gender identity, age, disability, marital status, family status, source of income, and sexual orientation. In order to understand how well The City of Calgary meets the needs of diverse groups of Calgarians, a survey focusing on Diversity and Inclusion was conducted in May/June 2024. A similar survey was conducted in late 2018, June 2021, and July 2023, and results are compared where applicable.

Methodology

The telephone survey was conducted by Advanis from May 28 to June 7, 2024 with 500 Calgarians aged 18 and older. The average time to complete the survey was 17 minutes.

The survey was completed using numbers from both landlines (22%) and cell phones (78%) to obtain a random and statistically representative sample of Calgarians. The margin of error (MOE) for the total sample of n=500 is ± 4.4 percentage points, 19 times out of 20 (though larger among subgroups of the total).

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

Data were weighted based on the latest federal census for age, gender, and city quadrant, for consistency with previous iterations the data was not weighted by phone ownership. The weighting efficiency was 85%. Although the results are weighted, sample sizes for each question represent the number of actual respondents (i.e., unweighted n).

Some charts and tables do not add to 100% due to rounding. Throughout the report, ↓ denotes a significant decrease from the previous wave and ↑ denotes a significant increase from the previous wave, unless otherwise specified.

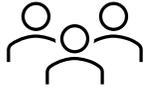


Highlights at a glance

PERCEPTIONS OF INCLUSIVENESS



95%
agree that people in Calgary are welcoming and friendly



91%
feel that they belong in their neighbourhood



87% (-5 pt) ↓
feel safe in their neighbourhood



85%
agree that their neighbourhood... is safe for all residents and visitors, regardless of things like ethnicity, race, religion, income, or sexual identity.



66%
agree that Calgary...

EXPERIENCE WITH INCLUSION CHALLENGES



18%
have personally experienced challenges with inclusion when accessing any City services, program, or facilities

Suggestions on how The City can better meet the needs of all Calgarians

- 18%** Listen / collaborate with citizens
- 16%** Affordable housing
- 11%** Addressing leadership and municipal government issues
- 8%** Addressing homelessness and high-risk populations

THE CITY MEETING CALGARIANS' NEEDS

Agree that The City meets the needs of ... (Top 3)



77% Children 12 or younger



76% People who are recent immigrants



73% Youth, 13 to 24

Main improvement areas (Bottom 3)



50% People experiencing challenges with mental health or addictions



49% (-8 pt) ↓ People in low-income households



39% People experiencing homelessness

MOVING IN THE RIGHT DIRECTION

Agree that The City is moving in the right direction to address ...

- 72%** Gender equity
- 71%** Truth and Reconciliation
- 63%** Anti-racism
- 63%** (-8 pt) ↓ Social well-being
- 50%** Mental health and addiction
- 47%** Support for low-income households

COMMUNITY BELONGING

Agree that (in) their community... (Top 3)



93% People of all backgrounds are welcome



91% They feel belonged



88% Community members care about each other

Main improvement areas (Bottom 3)



75% Can help them when they need support



75% The City has been supportive of their community's events



67% Helps inform my identity

↑ Statistically higher than the previous wave
↓ Statistically lower than the previous wave

Key findings

The vast majority of Calgarians feel that people in Calgary have opportunities to express and celebrate unique cultures (97%), and that people in Calgary are very welcoming and friendly (95%).

- Two-thirds agree that Calgary is safe for all residents and visitors regardless of things like ethnicity, race, religion, income or sexual identity, a slight decrease from 2023 levels of agreement.

Nine-in-ten (91%) Calgarians feel their neighbourhood is a place they belong.

- Fewer Calgarians feel safe in their own neighbourhood in 2024 compared to results from 2023 (87% vs. 92%).

Approximately nine-in-ten Calgarians perceive their community to be welcoming of people of all backgrounds, feeling like they belong in their community, that members of the community care about each other, and they can trust others in their community.

- Three-quarters feel that The City has been supportive of their community's events.

Perceptions of how The City meets the needs of various diversity groups has remained steady in 2024 among many key groups, including but not limited to those who are recent immigrants, visible minorities, and 2SLGBTQIA+ members.

- Since 2023, there has been a decline in feeling that The City is meeting the needs of older adults 65+ (70% down from 77%), and low-income households (49% down from 57%). Although not a significant decrease since 2023, there has been a continued decline since 2018 among those who feel The City is meeting the needs of those with disabilities (85% in 2018 down to 66% in 2024).

Key findings

Seven-in-ten Calgarians feel Calgary is moving in the right direction to address gender equity and truth and reconciliation.

- Only approximately half feel The City is moving in the right direction to address mental health and addiction (50%) and supporting low-income households (47%).

Slightly less than one-in-five Calgarians have experienced challenges personally with inclusion when accessing City services, programs or facilities.

- Households with an income less than \$90k and Calgarians with a high school education or less are more likely to have experienced challenges with inclusion (31% and 29% respectively).

Racialized Calgarians and those not born in Canada are more likely to agree on multiple statements regarding inclusivity, belonging and inclusion in Calgary.

- Racialized Calgarians and those who were not born in Canada are more likely to agree that Calgary is safe for all residents (79% and 77% respectively).
- Racialized Calgarians and those who were not born in Canada are more likely to agree that people with diverse identities are made to feel welcome in their neighbourhood (94% and 93% respectively).
- Racialized Calgarians and those who were not born in Canada are more likely to agree that Calgary is moving in the right direction to address support for low-income households (58%).
- Racialized Calgarians and those who were not born in Canada are more likely to agree that The City is meeting the needs of several groups, including people with disabilities, people who rent their homes, people experiencing challenges with mental health or addictions, and people experiencing homelessness.



Detailed Findings



Community Inclusion



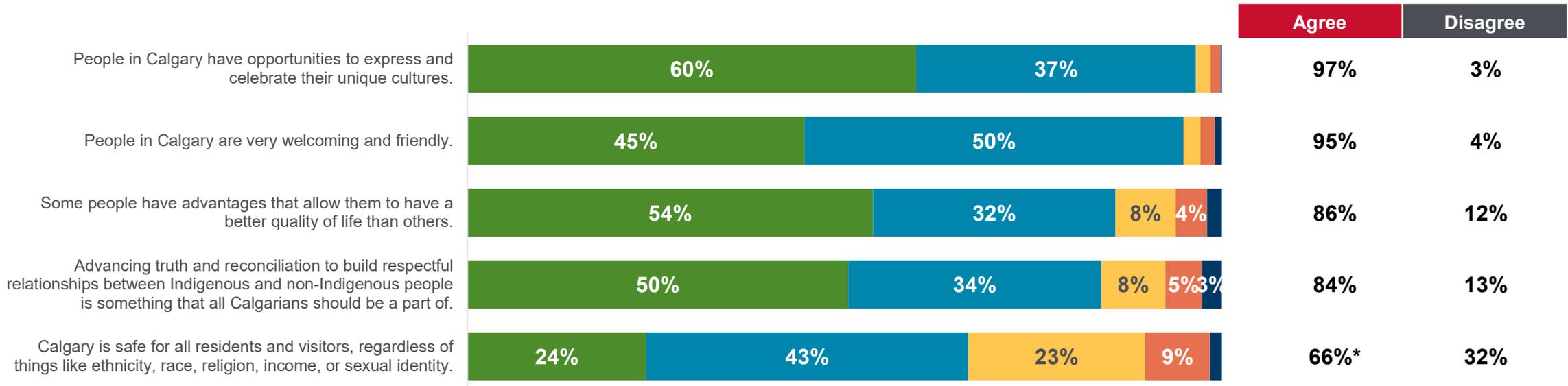
Perceptions of Calgary's Inclusiveness

Almost all Calgarians feel that people in Calgary have opportunities to express and celebrate their unique cultures (97%), and that people in Calgary are welcoming and friendly (95%). In contrast, only two-thirds (66%) feel that Calgary is safe for all residents and visitors regardless of things like ethnicity, race, religion, income or sexual identity.

Survey respondents who were born outside of Canada (77%) and identify as Racialized (79%) individuals are more likely to indicate that Calgary is safe for all residents and visitors.

Perceptions of Inclusiveness

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ NET Don't know/Refused



Data labels <3% not shown

*Rounding

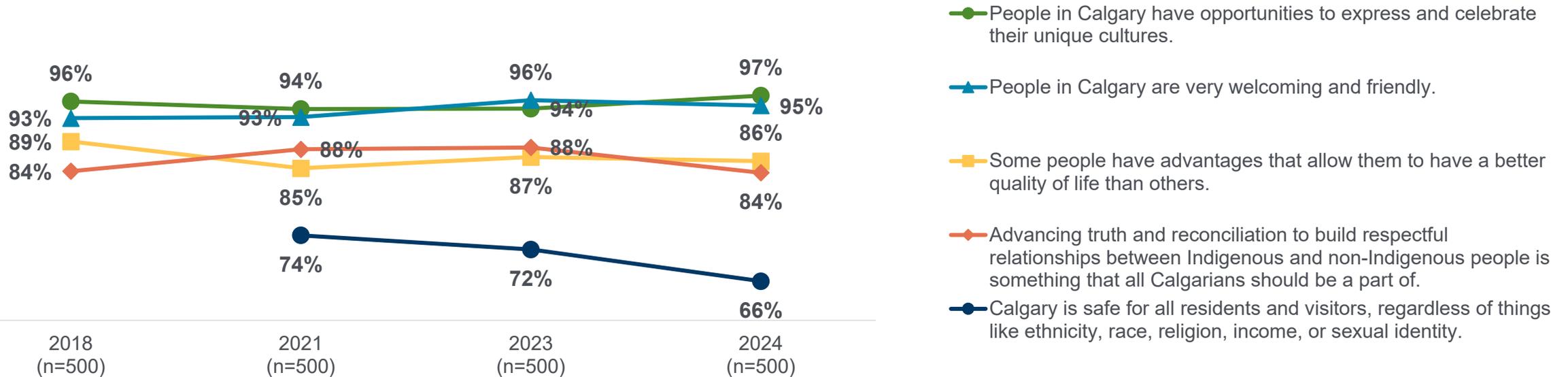
D11. I'm going to read you a series of statements. Please indicate the extent to which you agree or disagree with each statement.
 Base: All respondents (n=500)



Tracking Perceptions of Calgary's Inclusiveness

Perceptions of inclusiveness in Calgary have remained stable over time since 2018. There has been a slightly decline from 2021 regarding feelings of safety for all residents.

Perceptions of Inclusiveness ("Agree" ratings)



D11. I'm going to read you a series of statements. Please indicate the extent to which you agree or disagree with each statement.
Base: All respondents

↑ Statistically higher than the previous wave
↓ Statistically lower than the previous wave

Perceptions of Calgary's Inclusiveness Segment Differences Overview

Compared to all other Calgarians ...

18-to-34-year-old Calgarians (n=92) ...

- ... are more likely to agree that Calgarians have opportunities to express and celebrate their unique cultures (99%);
- ... are more likely to agree that their neighbourhood is safe for all residents and visitors (91%).

Females (n=252) ...

- ... are more likely to agree that some people have advantages that allow them to have a better quality of life than others (91%) and that advancing truth and reconciliation to build respectful relationships between Indigenous and non-indigenous people is something that Calgarians should be a part of (91%).

Those who rent their home (n=116) ...

- ... are more likely to agree that advancing truth and reconciliation to build respectful relationships between Indigenous and non-indigenous people is something that Calgarians should be a part of (90%).

Those who are not born in Canada (n=150) ...

- ... are more likely to agree that advancing truth and reconciliation to build respectful relationships between Indigenous and non-indigenous people is something that Calgarians should be a part of (89%), and that Calgary is safe for all residents and visitors (77%).

Racialized Calgarians (n=94) ...

- ... are more likely to agree that people in Calgary have opportunities to express and celebrate their unique cultures (99%), and that Calgary is safe for all residents and visitors (79%).

Perceptions of Calgary's Inclusiveness Segment Differences Overview (continued)

Compared to all other Calgarians ...

Households with an income of \$90k to less than \$150k (*n=130*) ...

- ... are more likely to agree that people in Calgary have opportunities to express and celebrate their unique cultures (100%).

Households with an of \$150k or more (*n=147*) ...

- ... are more likely to agree that people with diverse identities are made to feel welcome in their neighbourhood (92%).

Those who face challenges with inclusion (*n=86*) ...

- ... are less likely to agree that people in Calgary are welcoming and friendly (88%), and that Calgary is safe for all residents and visitors (46%).



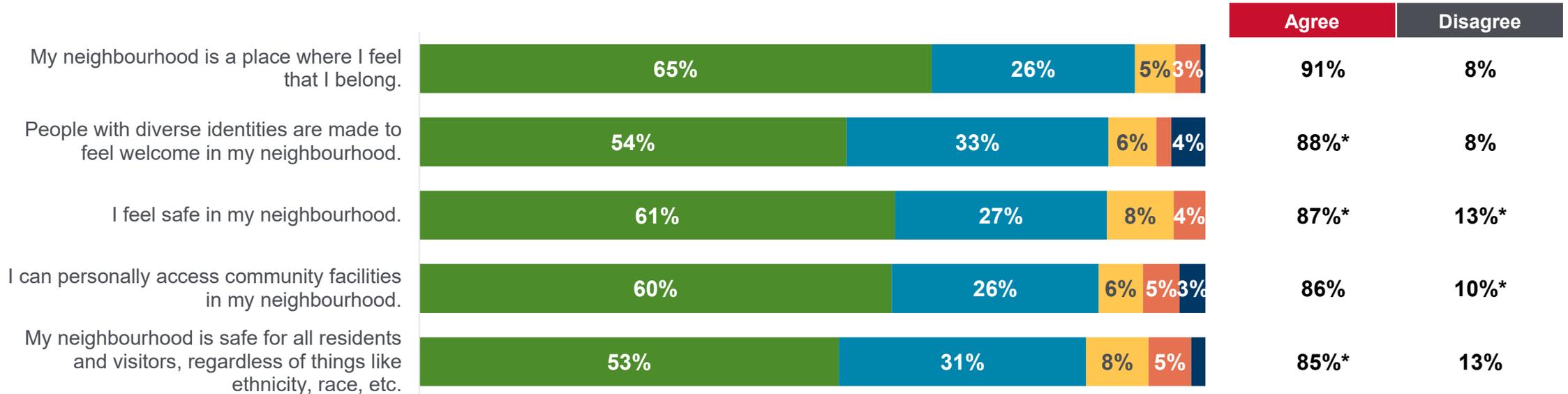
Inclusion in My Neighbourhood

The vast majority of Calgarians agree that their neighbourhood is a place they feel they belong (91%), that their neighbourhood welcomes people with diverse identities (88%). Residents also indicate that they feel safe in their neighbourhood (87%) and that their neighbourhood is safe for all residents (85%).

Similarly, those born outside of Canada (93%) and Racialized Calgarians (94%) are more likely to agree that people with diverse identities are made to feel welcome in their neighbourhood. Further, Racialized Calgarians (93%) are more likely to agree that their neighbourhood is safe compared to all other Calgarians.

Perceptions of Inclusion in One's Own Neighbourhood

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ NET Don't know/Refused



Data labels <3% not shown

*Rounding

D113. Thinking about your neighbourhood, please indicate the extent to which you agree or disagree with the following statements.
Base: All respondents (n=500)

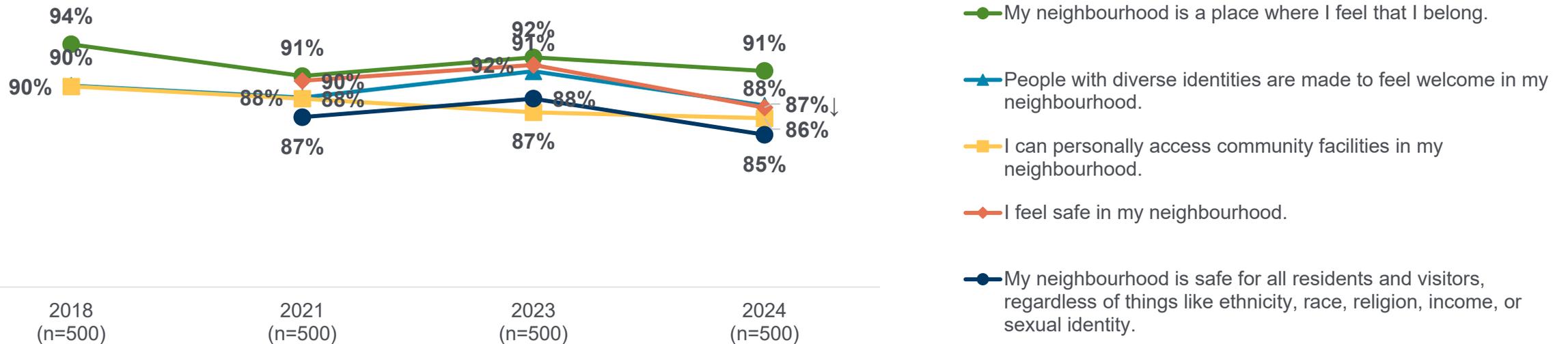


Tracking Inclusion in My Neighbourhood

While perceptions of inclusivity in neighbourhoods have generally remained stable over time, there has been a decline among those who feel safe in their own neighbourhood since 2023.

Note that those who more likely to disagree that they feel safe in their neighbourhood are those who face challenges with inclusion (30%) and those with a household income of less than \$90,000 (19%).

Perceptions of Inclusion in One's Own Neighbourhood
("Agree" ratings)



D113. Thinking about your neighbourhood, please indicate the extent to which you agree or disagree with the following statements.
Base: All respondents

↑ Statistically higher than the previous wave
↓ Statistically lower than the previous wave

Inclusion in My Neighbourhood Segment Differences

Compared to all other Calgarians ...

18-to-34-year-old Calgarians (n=92) ...

- ... are more likely to agree that their neighbourhood is safe for all residents and visitors (91%).

35-to-54-year-old Calgarians (n=252) ...

- ... are less likely to agree that their neighbourhood is safe for all residents and visitors (80%).

Females (n=252) ...

- ... are more likely to agree that their neighbourhood is a place where they feel they belong (94%).

Those who rent their home (n=116) ...

- ... are less likely to agree that their neighbourhood is a place where they feel they belong (82%), that people with diverse identities are made to feel welcome in their neighbourhood (82%), and that they can personally access community facilities in their neighbourhood (80%).

Those who are not born in Canada (n=150) ...

- ... are more likely to agree that people with diverse identities are made to feel welcome in their neighbourhood (93%).

Racialized Calgarians (n=94) ...

- ... are more likely to agree that people with diverse identities are made to feel welcome in their neighbourhood (94%), and that they feel safe in their neighbourhood (93%).

Inclusion in My Neighbourhood Segment Differences (continued)

Compared to all other Calgarians ...

Calgarians with a university degree or higher (*n=237*) ...

- ... are more likely to agree that their neighbourhood is a place where they feel they belong (94%), that they feel safe in their neighbourhood (92%), and that they can personally access community facilities in their neighbourhood (90%).

Households with an income less than \$90k (*n=128*) ...

- ... are less likely to agree that their neighbourhood is a place where they feel they belong (83%), that they feel safe in their neighbourhood (81%), and that they can personally access community facilities in their neighbourhood (79%).

Households with an income of \$90k to less than \$150k (*n=130*) ...

- ... are more likely to agree that they can personally access community facilities in their neighbourhood (93%), and that their neighbourhood is safe for all residents and visitors (90%).

Households with an of \$150k or more (*n=147*) ...

- ... are more likely to agree that people with diverse identities are made to feel welcome in their neighbourhood (92%).

Those who face challenges with inclusion (*n=86*) ...

- ... are less likely to agree that their neighbourhood is a place where they feel they belong (77%), that they feel safe in their neighbourhood (70%), that they can personally access community facilities in their neighbourhood (75%), and that their neighbourhood is safe for all residents and visitors (70%).



Community Belonging

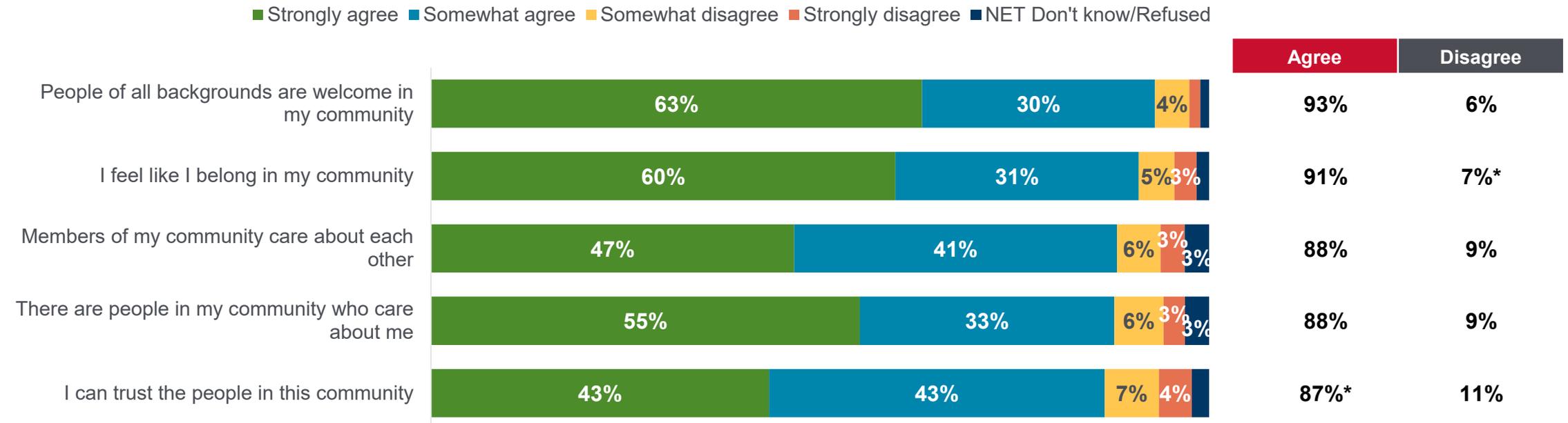


Perceptions of Community Belonging

Calgarians have high perceptions of community belonging such as feeling that people of all backgrounds are welcome in their community (93%), and that they belong in their community (91%). The majority also feel they can trust others in the community (87%), and that people in the community care about them and about each other (88% respectively).

Interestingly, people who rent (84%) are less likely to agree that they feel they belong in their community than those who own their own home.

Perceptions of Community Belonging



D114. The City of Calgary is diverse and made up of various ethnic, cultural and social backgrounds. In certain instances, people with similar interests and backgrounds can come together to create a community based on their shared experiences. When you think of the communities you belong to, please indicate your level of agreement for the following nine statements:

Base: All respondents (n=500)

Data labels <3% not shown

*Rounding

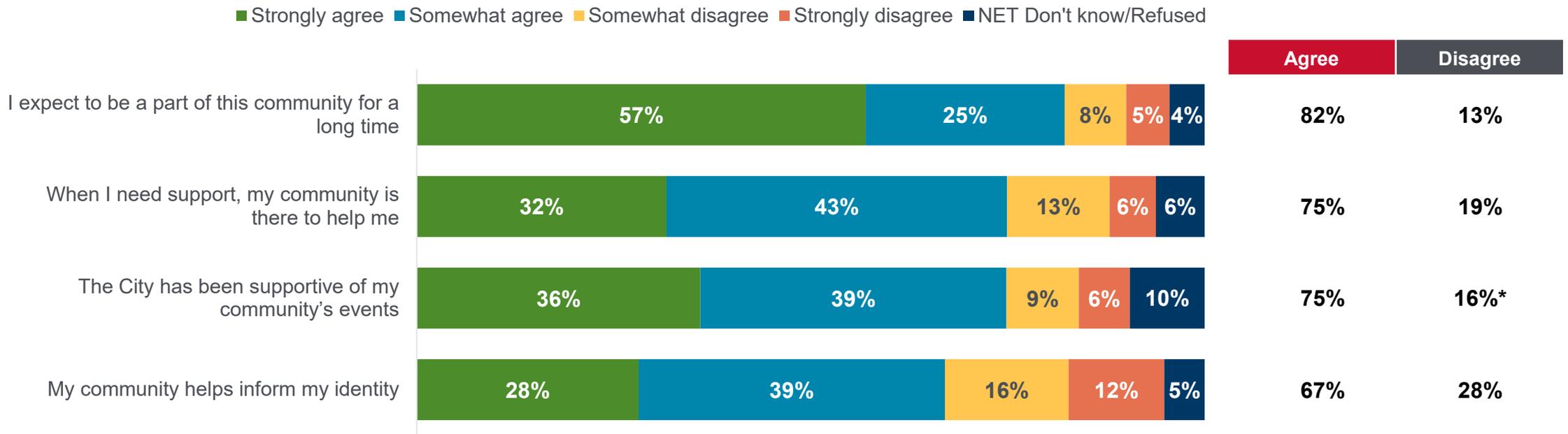


Perceptions of Community Belonging (continued)

Four-in-five Calgarians (82%) expect to be part of their community for a long time, while three-quarters (75%) feel that the community supports them when needed, and that The City has been supportive of their community events.

Furthermore, those who rent are less likely to agree that there are people in their community who will help them if they need support (67%), and that they expect to be in their community for a long time (72%).

Perceptions of Community Belonging



D114. The City of Calgary is diverse and made up of various ethnic, cultural and social backgrounds. In certain instances, people with similar interests and backgrounds can come together to create a community based on their shared experiences. When you think of the communities you belong to, please indicate your level of agreement for the following nine statements:

Base: All respondents (n=500)

*Rounding

Perceptions of Community Belonging Segment Differences Overview

Compared to all other Calgarians ...

Those who rent their home (continued) (n=116) ...

- ... are less likely to agree that they feel they belong in their community (84%), that there are people in their community who care about them (81%), that they can trust people in their community (78%), that they expect to be a part of their community for a long time (72%), and that when they need support, their community is there to help them (67%).

Those who are not born in Canada (n=150) ...

- ... are more likely to agree that people from all backgrounds are welcome in their community (97%), that they expect to be a part of their community for a long time (88%), that when they need support, their community is there to help them (82%), and that their community helps inform their identity (77%).

Calgarians with a high school education or less (n=89) ...

- ... are less likely to agree that they expect to be a part of their community for a long time (73%).

Calgarians with a non-university certificate or diploma (n=168) ...

- ... are less likely to agree that there are people in their community who care about them (82%), and that when they need support, their community is there to help them (66%).

Calgarians with a university degree or higher (n=237) ...

- ... are more likely to agree that members of their community care about each other (92%), that there are people in their community who care about them (93%), that they can trust the people in their community (92%), that they expect to be a part of their community for a long time (88%), that when they need support, their community is there to help them (81%), and that The City has been supportive of their community's events (80%).

Perceptions of Community Belonging Segment Differences Overview (continued)

Compared to all other Calgarians ...

Households with an income of \$90k to less than \$150k (*n=130*) ...

- ... are more likely to agree that people from all backgrounds are welcome in their community (97%), and that they feel they belong in their community (96%).

Households with an of \$150k or more (*n=147*) ...

- ... are more likely to agree that there are people in their community who care about them (93%).

Those who face challenges with inclusion (*n=86*) ...

- ... are less likely to agree that people from all backgrounds are welcome in their community (85%), that they can trust people in their community (76%), that when they need support, their community is there to help them (61%), and that The City has been supportive of their community's events (59%).



Needs of the Community

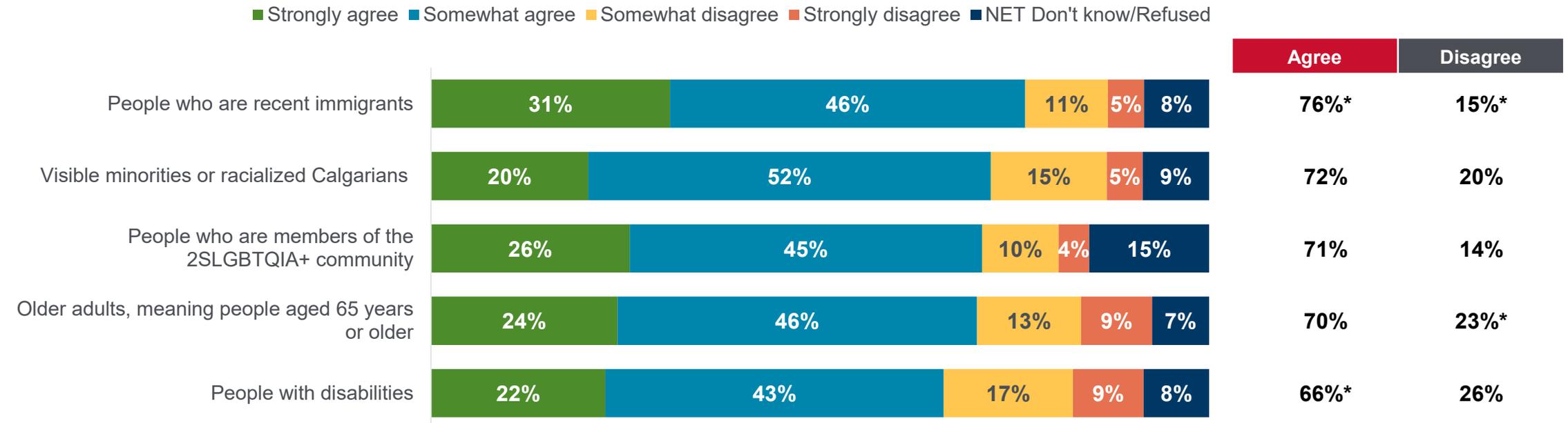


How Well The City Meets Needs of Diverse Groups

Three-quarters (76%) of Calgarians feel The City meets the needs of recent immigrants, while two-thirds (66%) think The City meets the needs of people with disabilities. Approximately, seven-in-ten agree The City meets the needs of visible minorities or racialized Calgarians (72%), members of the 2SLGBTQIA+ (71%), and older adults 65+ (70%).

Female respondents are more likely to disagree that the needs of persons with disabilities (59%) are being met. In contrast, those born outside of Canada are more likely to agree that older adults and persons with disabilities (78%) needs are being met.

Perceptions of The City Meeting the Needs of Diverse Groups



D12. As you know, there are many people living in Calgary who come from a variety of backgrounds and experiences. Please indicate the extent to which you agree or disagree that The City of Calgary meets the needs of the following groups of Calgarians.

Base: All respondents (n=500)

*Rounding



How Well The City Meets Needs of Diverse Groups

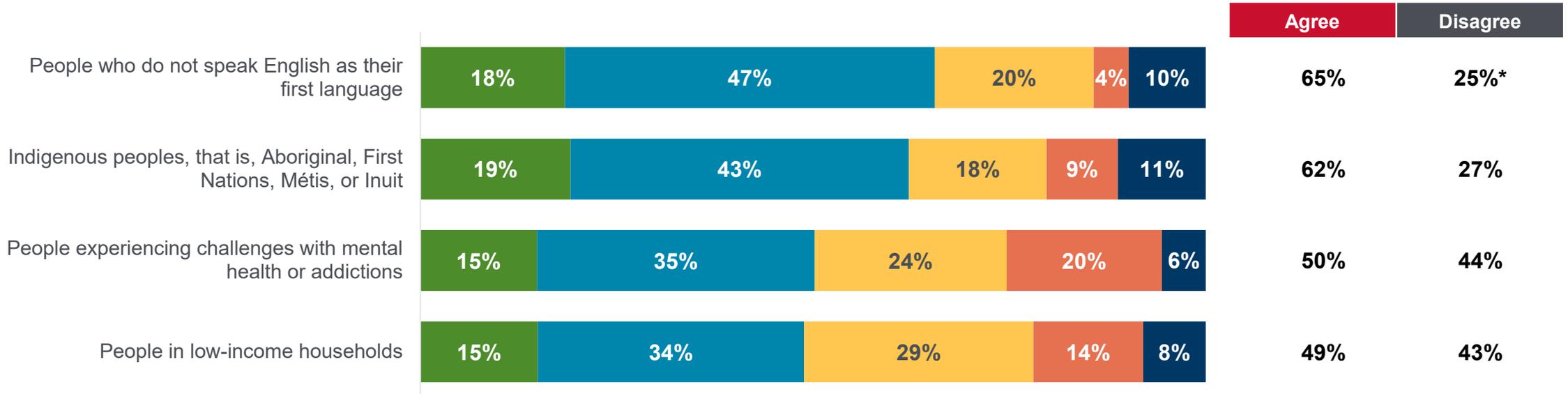
(continued)

Only about half of Calgarians feel The City is meeting the needs of those experiencing mental health or addiction challenges (50%), and people with low-income households (49%).

Those who were born outside of Canada are more likely to agree that people who do not speak English as a first language (72%), Indigenous people (71%) and people in low-income households (60%) needs are being met by The City. Similarly, Racialized Calgarians are also more likely to agree that low-income households (58%) needs are being met by The City.

Perceptions of The City Meeting the Needs of Diverse Groups

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ NET Don't know/Refused



D12. As you know, there are many people living in Calgary who come from a variety of backgrounds and experiences. Please indicate the extent to which you agree or disagree that The City of Calgary meets the needs of the following groups of Calgarians.

Base: All respondents (n=500)

*Rounding



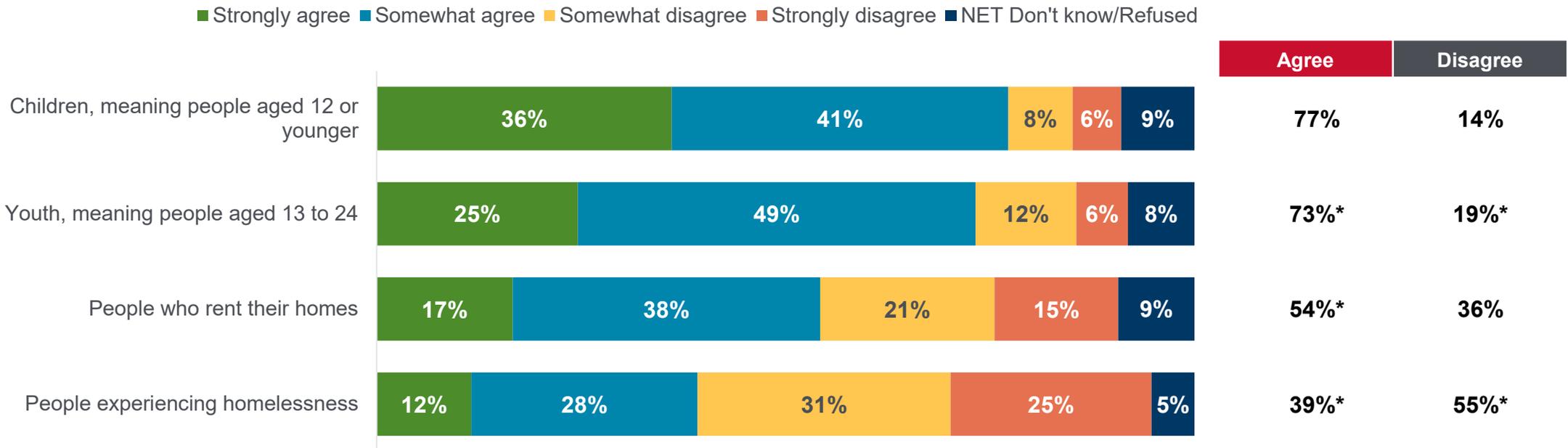
How Well The City Meets Needs of Diverse Groups

(continued)

Around three-quarters of Calgarians feel The City is meeting the needs of children (77%) and youth aged 13 to 24 (73%). More than half (55%) feel The City is not meeting the needs of those experiencing homelessness.

Of note, people from households with income of \$150,000 or more (64%) are more likely to agree that The City is meeting the needs of people who rent while those with a household income of \$90,000 or less (41%) are less likely to agree that The City is meeting the needs of people who rent.

Perceptions of The City Meeting the Needs of Diverse Groups



D12. As you know, there are many people living in Calgary who come from a variety of backgrounds and experiences. Please indicate the extent to which you agree or disagree that The City of Calgary meets the needs of the following groups of Calgarians.
 Base: All respondents (n=500)

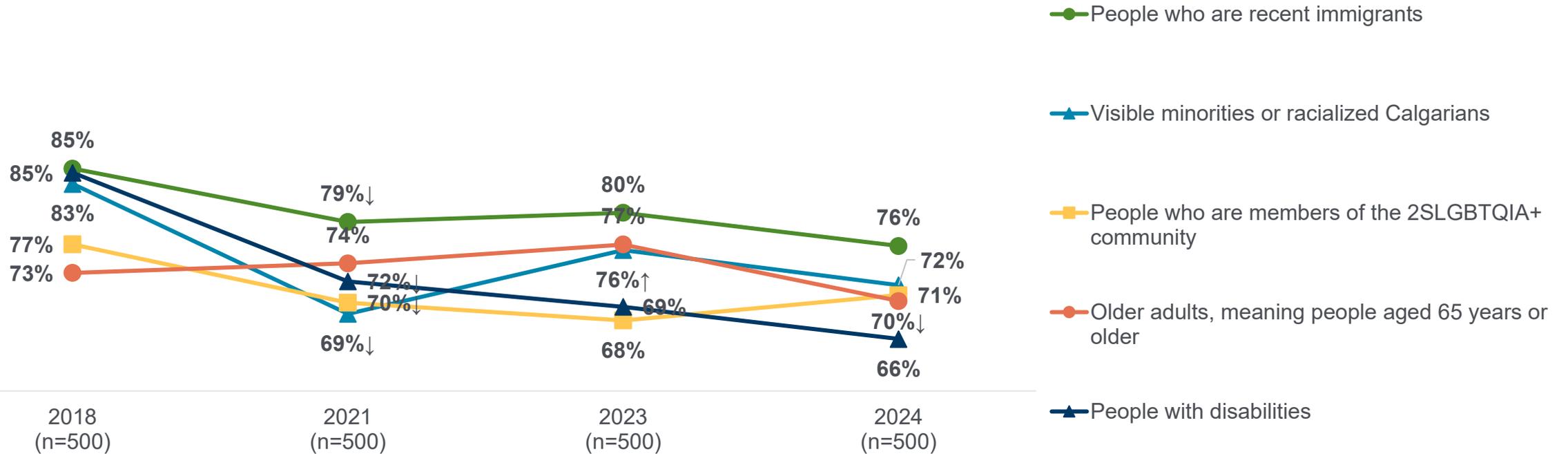
*Rounding



Tracking How Well The City Meets Needs of Diverse Groups

There has been a decline among those who feel The City is meeting the needs of older adults 65+ since 2023. Although not a large decrease from 2023, since 2018 there has been a large decline among those who feel The City is meeting the needs of people with disabilities (85% in 2018, to 66% in 2024).

Perceptions of The City Meeting the Needs of Diverse Groups (“Agree” ratings)



D12. As you know, there are many people living in Calgary who come from a variety of backgrounds and experiences. Please indicate the extent to which you agree or disagree that The City of Calgary meets the needs of the following groups of Calgarians.
Base: All respondents

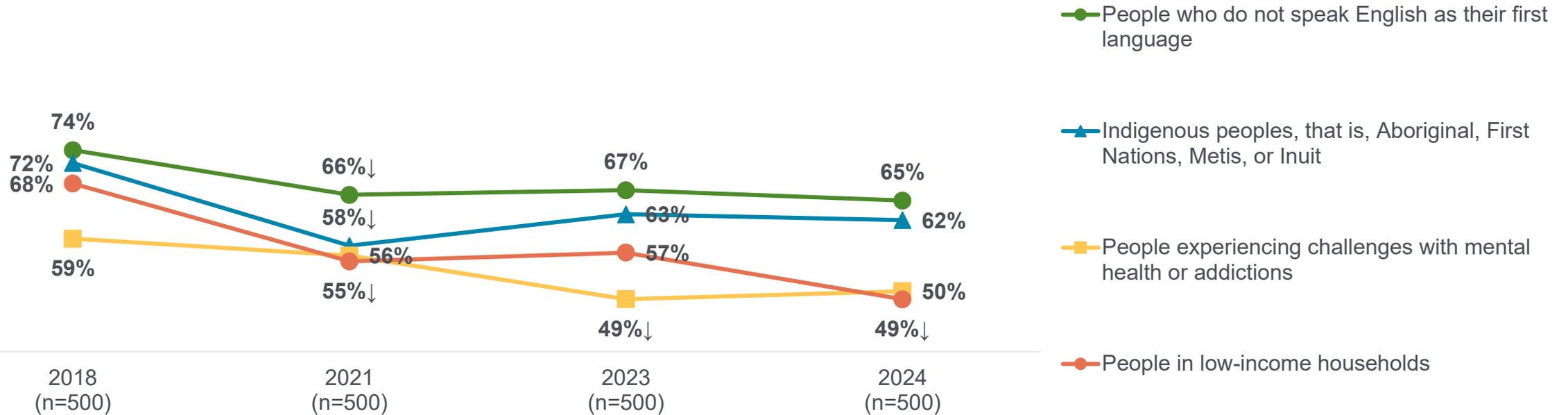
↑ Statistically higher than the previous wave
↓ Statistically lower than the previous wave



Tracking How Well The City Meets Needs of Diverse Groups (continued)

Perceptions that The City is meeting the needs of those in low-income households has declined since 2023 (49% down from 57%), and over the long term as well (68% in 2018).

Perceptions of The City Meeting the Needs of Diverse Groups (“Agree” ratings)



D12. As you know, there are many people living in Calgary who come from a variety of backgrounds and experiences. Please indicate the extent to which you agree or disagree that The City of Calgary meets the needs of the following groups of Calgarians.
Base: All respondents

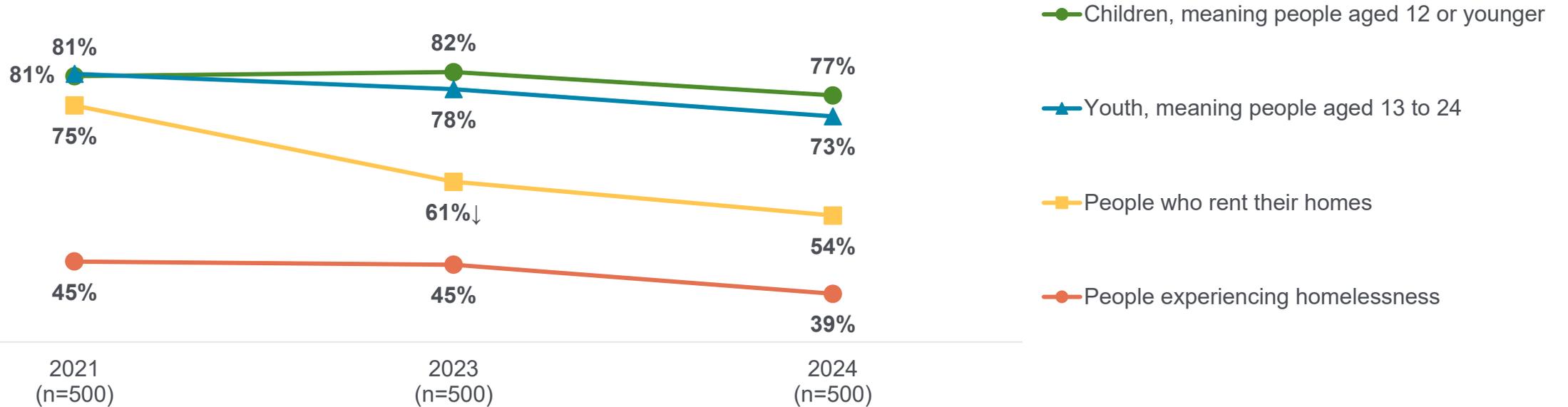
↑ Statistically higher than the previous wave
↓ Statistically lower than the previous wave



Tracking How Well The City Meets Needs of Diverse Groups (continued)

Perceptions of how The City meets the needs of children, youth, renters and those experiencing homelessness have remained stable in 2024.

Perceptions of The City Meeting the Needs of Diverse Groups (“Agree” ratings)



D12. As you know, there are many people living in Calgary who come from a variety of backgrounds and experiences. Please indicate the extent to which you agree or disagree that The City of Calgary meets the needs of the following groups of Calgarians.
Base: All respondents

↑ Statistically higher than the previous wave
↓ Statistically lower than the previous wave

How Well The City Meets Needs of Diverse Groups

Segment Differences Overview

Compared to all other Calgarians ...

18-to-34-year-old Calgarians (*n=92*) ...

- ... are more likely to agree that The City is meeting the needs of members of 2SLGBTQIA+ community (80%);
- ... are less likely to agree that Calgary is meeting the needs of people who rent their homes (46%).

35-to-54-year-old Calgarians (*n=252*) ...

- ... are more likely to agree that Calgary is meeting the needs of people who rent their homes (60%).

55+ year-old Calgarians (*n=156*) ...

- ... are less likely to agree that The City is meeting the needs of recent immigrants (69%) and visible minorities or racialized Canadians (64%).

Females (*n=252*) ...

- ... are less likely to agree that The City is meeting the needs of people with disabilities (59%) and people experiencing challenges with mental health or addictions (45%).

Those who rent their home (continued) (*n=116*) ...

- ... are more likely to agree that The City is meeting the needs of people experiencing challenges with mental health or addictions (59%) and that Calgary is moving in the right direction to address mental health and addiction issues (60%).

How Well The City Meets Needs of Diverse Groups

Segment Differences Overview (continued)

Compared to all other Calgarians ...

Those who are not born in Canada (*n=150*) ...

- ... are more likely to agree that The City is meeting the needs of children (83%), youth (81%), older adults (77%), people with disabilities (78%), people who don't speak English as their first language (72%), indigenous peoples (71%), people who rent their homes (66%), people experiencing challenges with mental health and addictions (67%), people in low-income households (60%) and people experiencing homelessness (58%).

Racialized Calgarians (*n=94*) ...

- ... are more likely to agree that The City is meeting the needs of youth (83%), visible minorities or racialized Calgarians (82%), people with disabilities (81%), people who rent their homes (65%), people experiencing challenges with mental health and addictions (62%), people in low-income households (58%) and people experiencing homelessness (53%).

Calgarians with a high school education or less (*n=89*) ...

- ... are less likely to agree that The City is meeting the needs of older adults (60%).

Calgarians with a non-university certificate or diploma (*n=168*) ...

- ... are less likely to agree that The City is meeting the needs of children (71%).

Calgarians with a university degree or higher (*n=237*) ...

- ... are more likely to agree that The City is meeting the needs of older adults (76%).

How Well The City Meets Needs of Diverse Groups

Segment Differences Overview (continued)

Compared to all other Calgarians ...

Households with an income less than \$90k (*n=128*) ...

- ... are less likely to agree that The City is meeting the needs of people who rent their homes (41%).

Households with an of \$150k or more (*n=147*) ...

- ... are more likely to agree that The City is meeting the needs of visible minorities or racialized Calgarians (79%), and of people who rent their homes (64%); and
- ... are less likely to agree that The City is meeting the needs of people experiencing challenges with mental health or addictions (41%).

Those who face challenges with inclusion (*n=86*) ...

- ... are less likely to agree that The City is meeting the needs of children (67%), youth (61%), older adults (56%), people with disabilities (51%), and people who rent their homes (38%).

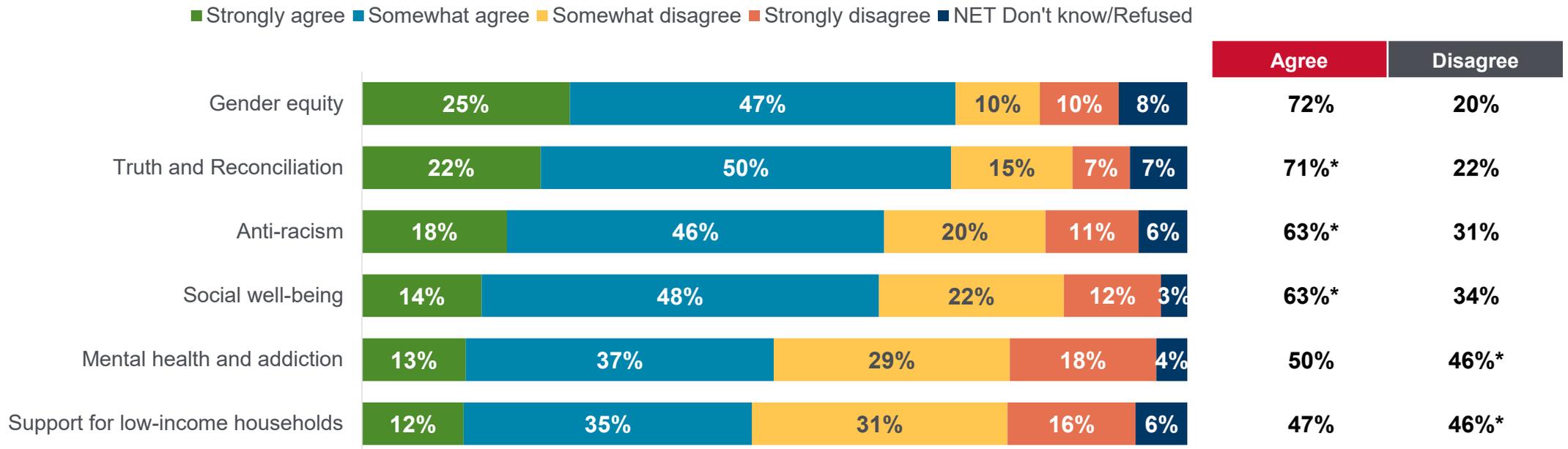


Moving in the Right Direction

Seven-in-ten Calgarians feel Calgary is moving in the right direction for gender equity and truth and reconciliation. Calgarians are relatively split in terms of opinions regarding mental health addiction and support for low-income households, with approximately half both agreeing and disagreeing that Calgary is moving in the right direction.

Those who are not born in Canada are more likely to agree that The City is moving in the right direction on gender equity (80%), mental health and addiction (60%) and support for low-income households (58%) compared to all other Calgarians.

Perceptions of Calgary Moving in the Right Direction to Address The Following Issues



DI6. To what extent do you agree or disagree that Calgary is moving in the right direction to address each of the following six issues?
Base: All respondents (n=500)

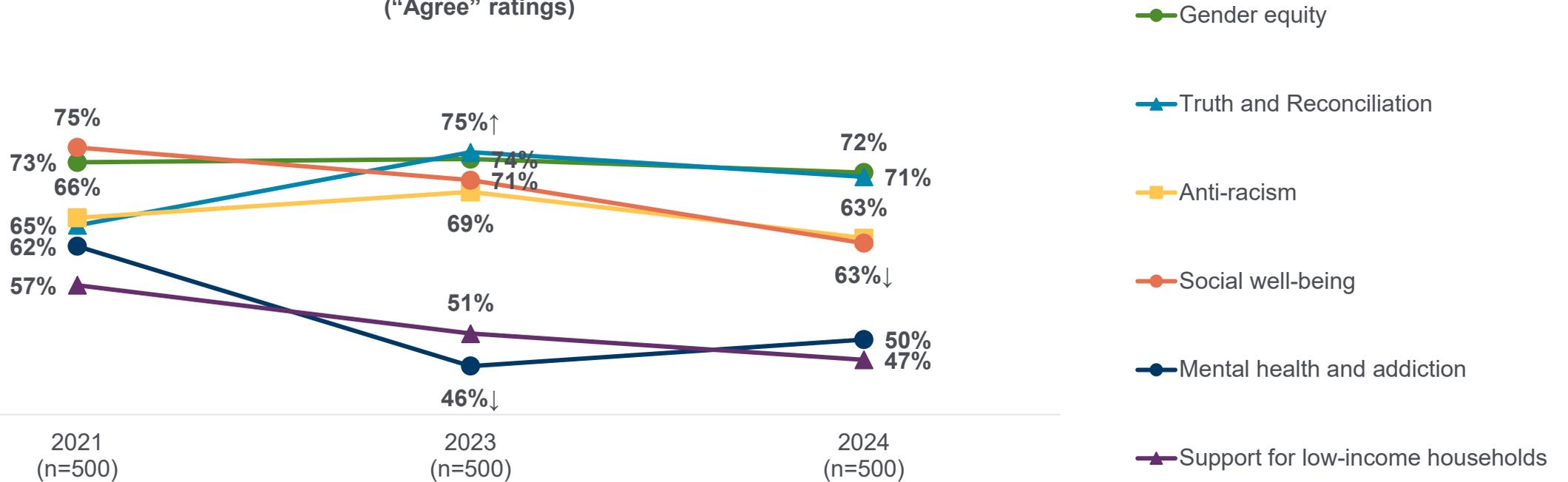
*Rounding



Tracking Moving in the Right Direction

Perceptions of moving in the right direction for social well-being have declined since 2023, while results for other issues remain stable. Those who are most likely to disagree that Calgary is moving in the right direction for social well-being are those who face challenges with inclusion (49%), and 35 to 54 year old Calgarians (41%).

Perceptions of Calgary Moving in the Right Direction to Address The Following Issues (“Agree” ratings)



DI6. To what extent do you agree or disagree that Calgary is moving in the right direction to address each of the following six issues?
Base: All respondents

↑ Statistically higher than the previous wave
↓ Statistically lower than the previous wave

Moving in the Right Direction Segment Differences Overview

Compared to all other Calgarians ...

18-to-34-year-old Calgarians (n=92) ...

- ... are more likely to agree that The City is moving to the right direction to address social well-being issues (77%).

35-to-54-year-old Calgarians (n=252) ...

- ... are less likely to agree that The City is moving to the right direction to address social well-being issues (56%).

Those who are not born in Canada (n=150) ...

- ... are more likely to agree that Calgary is moving in the right direction to address gender equality (80%), mental health and addiction (60%), and low-income household (58%).

Racialized Calgarians (n=94) ...

- ... are more likely to agree that Calgary is moving in the right direction to address support for low-income households (58%).

Calgarians with a high school education or less (n=89) ...

- ... are more likely to agree that Calgary is moving in the right direction to address mental health and addiction issues (64%).

Calgarians with a non-university certificate or diploma (n=168) ...

- ... are less likely to agree that Calgary is moving in the right direction to address gender equity issues (65%).



Additional segment differences overview (continued)

Compared to all other Calgarians ...

Calgarians with a university degree or higher (*n=237*) ...

- ... are more likely to agree that Calgary is moving in the right direction to address gender equity issues (77%).

Those who face challenges with inclusion (*n=86*) ...

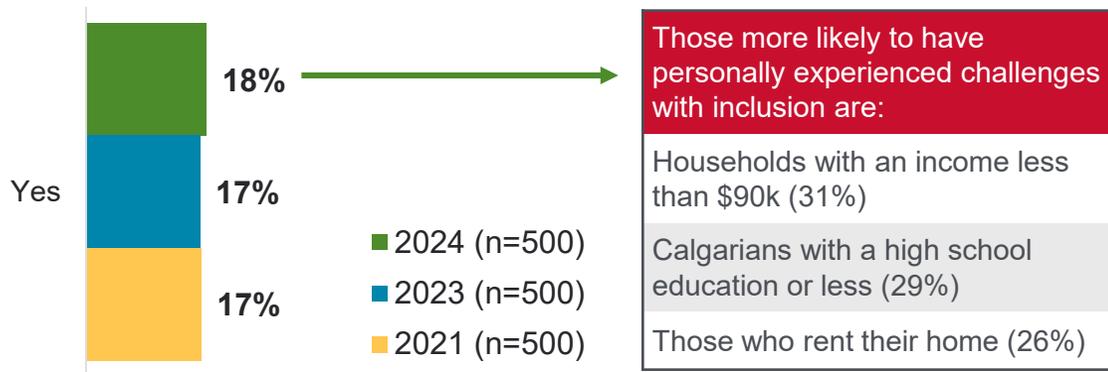
- ... are less likely to agree that Calgary is moving in the right direction to address gender equity (62%), anti-racism (48%), and social well-being (50%) issues.



Personal Experiences and Suggestions for Improving Inclusion

Slightly less than one-in-five Calgarians say they have experienced challenges personally with inclusion when accessing City services, programs or facilities. Top comments for meeting the needs of all Calgarians include listening to citizens (16%), affordable housing (15%), issues with municipal government/leadership (11%) and lowering the cost of living (11%).

Personally Experienced Challenges with Inclusion When Accessing City Services, Programs, or Facilities

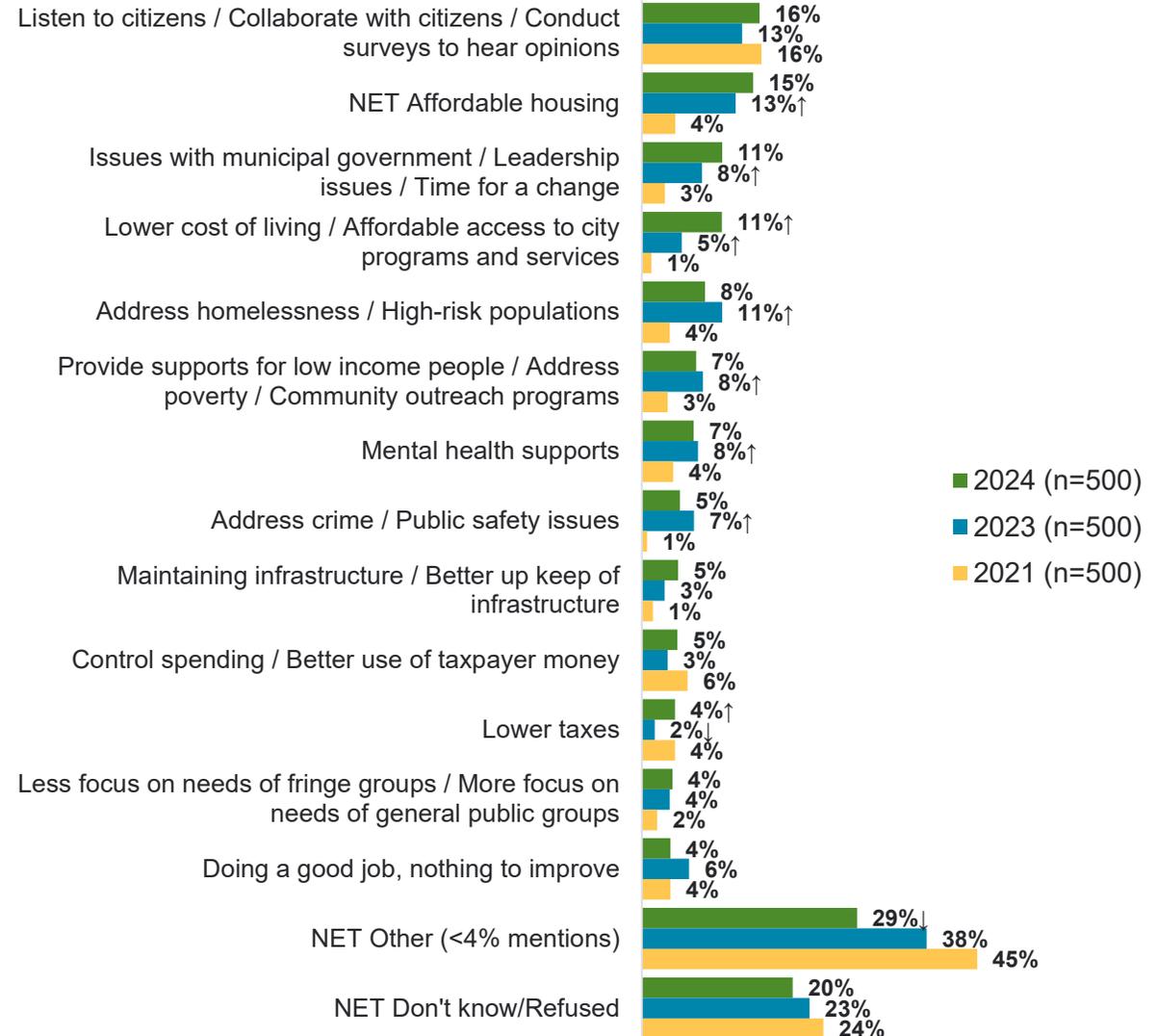


D19. Have you personally experienced challenges with inclusion when accessing any City services, program, or facilities? / DI11. In your opinion, how can The City of Calgary better meet the needs of all Calgarians?

Base: All respondents – Coded verbatim

Mentions of affordable housing were coded into two separate codes for 2023.

How Can The City Better Meet Needs of all Calgarians





Respondent profile



Respondent profile

Gender	Unweighted %	Weighted %
Male	49%	49%
Female	50%	50%
Prefer to self-describe	<1%	1%
Prefer not to answer	1%	1%

People in household	
1	14%
2	28%
3 to 4	38%
5 or more	18%
Prefer not to answer	2%

Tenure in Calgary	
10 years or less	19%
11 to 20 years	21%
More than 20 years	60%
Don't know / Prefer not to answer	<1%

Quadrant	Unweighted %	Weighted %
Southwest	29%	28%
Southeast	24%	24%
Northwest	30%	28%
Northeast	17%	20%

Children in household	
Yes	31%
No	67%
Prefer not to answer	2%

Disability in household	
Yes - myself	12%
Yes - someone in my household	11%
No	79%
Prefer not to answer	1%

Age	Unweighted %	Weighted %
18-24	7%	11%
25-34	11%	18%
35-54	32%	38%
55-64	18%	12%
65+	31%	20%

Senior in household	
Yes	26%
No	74%
Prefer not to answer	<1%

Identify as 2SLGBTQIA+	
Yes	7%
No	91%
Prefer not to answer	2%

Base: Valid respondents (n=500, unless otherwise specified)



Respondent profile (continued)

Racialized (incl. Indigenous)	
Yes	23%
No	73%
Prefer to self-describe	1%
Prefer not to answer	3%

Born in Canada	
Yes	66%
No	34%
Prefer not to answer	<1%

Identify as Indigenous	
Yes - First Nations	1%
Yes - Métis	3%
Yes - Inuit	0%
Yes - Prefer to self-describe	<1%
No	95%
Prefer not to answer	1%

Annual household income	
Less than \$45,000	10%
\$45,000 to less than \$75,000	11%
\$75,000 to less than \$105,000	15%
\$105,000 to less than \$135,000	15%
\$135,000 or more	38%
Don't know	7%
Prefer not to answer	3%

Home ownership	
Own	67%
Rent	29%
Other	3%
Prefer not to answer	1%

Education	
High school or less	21%
Non-university certificate or diploma	31%
University or higher	48%
Prefer not to answer	1%

Dwelling type	
Single detached home	64%
Duplex, triplex or fourplex	7%
Townhouse or rowhouse	9%
Apartment or apartment-style condominium	15%
Another type of multi-unit complex	3%
Don't know	1%
Prefer not to answer	1%

Employment	
Full-time employed or self-employed	61%
Part-time employed or self-employed	8%
Retired	20%
Looking after home and/or family	3%
Unable to work because of sickness or disability	3%
Unemployed	6%
Doing unpaid or voluntary work	1%
Student	4%
Other	1%
Prefer not to answer	<1%

Base: Valid respondents (n=500, unless otherwise specified)



Appendix: Differences by sub-groups



Segment differences Explanation

Any statistical differences between demographic groups are indicated with arrows to indicate where a group is statistically higher or lower than all other segments combined.

- To illustrate, the statistical tests performed when comparing three groups are as follows:



- This approach identifies differences between one group and everyone else who is not part of that group. To illustrate using the example below, 55+ year olds are significantly less likely to believe that people in Calgary are very welcoming and friendly compared everyone who is not part of that group (i.e., those aged 18 to 54).
- Note that we cannot conclude that this sentiment is lower for those who are 55+ years old when compared 18-to-34-years-old or 35-to-54-years-old individually (which may not be true).

	Age group		
	18-34 (n=82)	35-54 (n=185)	55+ (n=234)
People in Calgary are very welcoming and friendly (% agree)	51%	56%	43% ↓



Segment differences

	Age			Gender		Home Ownership		Born in Canada	
	18 - 34	35 - 54	55+	Male	Female	Own	Rent	Yes	No
	(n=92)	(n=252)	(n=156)	(n=248)	(n=252)	(n=369)	(n=116)	(n=349)	(n=150)
Perceptions of Inclusiveness									
People in Calgary have opportunities to express and celebrate their unique cultures.	99% ↑	96%	93%	95%	98%	97%	94%	96%	98%
People in Calgary are very welcoming and friendly.	96%	95%	94%	93%	97%	96%	93%	95%	95%
Some people have advantages that allow them to have a better quality of life than others.	83%	87%	87%	80% ↓	91% ↑	85%	88%	87%	83%
Advancing truth and reconciliation to build respectful relationships between Indigenous and non-Indigenous people is something that all Calgarians should be a part of.	86%	85%	78%	77% ↓	91% ↑	82% ↓	90% ↑	82%	89% ↑
Calgary is safe for all residents and visitors, regardless of things like ethnicity, race, religion, income, or sexual identity.	71%	65%	64%	68%	64%	68%	64%	61% ↓	77% ↑
Perceptions of Inclusion in One's Own Neighbourhood									
My neighbourhood is a place where I feel that I belong.	86%	92%	95%	88% ↓	94% ↑	95% ↑	82% ↓	90%	93%
People with diverse identities are made to feel welcome in my neighbourhood.	90%	87%	87%	88%	87%	90%	82% ↓	85% ↓	93% ↑
I feel safe in my neighbourhood.	86%	86%	92%	85%	90%	90% ↑	83%	87%	88%
I can personally access community facilities in my neighbourhood.	83%	88%	88%	86%	86%	90% ↑	80% ↓	84%	90%
My neighbourhood is safe for all residents and visitors, regardless of things like ethnicity, race, religion, income, or sexual identity.	91% ↑	80% ↓	88%	83%	86%	87%	79%	84%	86%

Base: all respondents

↑ Statistically higher than the result of all other segments combined
 ↓ Statistically lower than the result of all other segments combined



Segment differences

	Age			Gender		Home Ownership		Born in Canada	
	18 - 34	35 - 54	55+	Male	Female	Own	Rent	Yes	No
	(n=92)	(n=252)	(n=156)	(n=248)	(n=252)	(n=369)	(n=116)	(n=349)	(n=150)
Perceptions of The City Meeting the Needs of Diverse Groups									
Children (aged 12 or younger)	83%	76%	72%	74%	81%	79%	73%	74% ↓	83% ↑
People who are recent immigrants	83%	76%	69% ↓	75%	78%	75%	79%	74%	80%
Youth (aged 13 to 24)	72%	76%	68%	77%	69%	75%	68%	69% ↓	81% ↑
Visible minorities or racialized Calgarians	74%	74%	64% ↓	73%	71%	72%	72%	70%	75%
People who are members of the 2SLGBTQIA+ community	80% ↑	68%	65%	72%	70%	70%	72%	69%	75%
Older adults (aged 65 years or older)	72%	68%	73%	70%	70%	70%	71%	67% ↓	77% ↑
People with disabilities	69%	66%	61%	73% ↑	59% ↓	66%	66%	60% ↓	78% ↑
People who do not speak English as their first language	65%	66%	64%	67%	64%	63%	70%	62% ↓	72% ↑
Indigenous peoples	62%	64%	59%	63%	61%	62%	66%	58% ↓	71% ↑
People who rent their homes	46% ↓	60% ↑	51%	56%	53%	57%	48%	48% ↓	66% ↑
People experiencing challenges with mental health or addictions	54%	49%	47%	56% ↑	45% ↓	46% ↓	59% ↑	42% ↓	67% ↑
People in low-income households	46%	52%	45%	53%	45%	49%	47%	43% ↓	60% ↑
People experiencing homelessness	36%	40%	43%	43%	36%	39%	40%	30% ↓	58% ↑

Base: all respondents

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**



Segment differences

	Age			Gender		Home Ownership		Born in Canada	
	18 - 34 (n=92)	35 - 54 (n=252)	55+ (n=156)	Male (n=248)	Female (n=252)	Own (n=369)	Rent (n=116)	Yes (n=349)	No (n=150)
Personally Experienced Challenges with Inclusion When Accessing City Services, Programs, or Facilities									
Personally experienced challenges with inclusion when accessing City services, programs, or facilities	22%	17%	16%	15%	21%	14% ↓	26% ↑	18%	18%
Perceptions of Calgary Moving in the Right Direction to Address The Following Issues									
Gender equity	76%	70%	71%	74%	70%	72%	71%	68% ↓	80% ↑
Truth and Reconciliation	68%	73%	73%	70%	73%	72%	70%	69%	76%
Anti-racism	65%	61%	65%	60%	66%	63%	65%	62%	66%
Social well-being	77% ↑	56% ↓	59%	58%	67%	60%	68%	62%	65%
Mental health and addiction	56%	48%	46%	54%	46%	45% ↓	60% ↑	45% ↓	60% ↑
Support for low income households	47%	49%	44%	49%	46%	47%	46%	42% ↓	58% ↑

Base: all respondents

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**



Segment differences

	Age			Gender		Home Ownership		Born in Canada	
	18 - 34 (n=92)	35 - 54 (n=252)	55+ (n=156)	Male (n=248)	Female (n=252)	Own (n=369)	Rent (n=116)	Yes (n=349)	No (n=150)
Perceptions of Community Belonging									
People of all backgrounds are welcome in my community	93%	94%	92%	92%	94%	93%	94%	91%↓	97%↑
I feel like I belong in my community	88%	92%	92%	89%	93%	94%↑	84%↓	90%	92%
Members of my community care about each other	88%	89%	87%	88%	88%	90%	84%	88%	88%
There are people in my community who care about me	85%	90%	88%	85%	91%	91%↑	81%↓	86%	92%
I can trust the people in this community	88%	85%	88%	83%	90%	91%↑	78%↓	85%	90%
I expect to be a part of this community for a long time	71%↓	88%↑	83%	82%	83%	88%↑	72%↓	80%↓	88%↑
When I need support, my community is there to help me	74%	75%	76%	75%	75%	78%↑	67%↓	71%↓	82%↑
The City has been supportive of my community's events	77%	74%	73%	75%	74%	77%	72%	73%	78%
My community helps inform my identity	75%↑	64%	63%	65%	69%	68%	65%	62%↓	77%↑

Base: all respondents

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**



Segment differences

	Racialized		Education			Income			Challenges with Inclusion	
	Yes (n=94)	No (n=388)	High school or less (n=89)	Non-university certificate or diploma (n=168)	University or higher (n=237)	<\$90K (n=128)	\$90K to <\$150K (n=130)	\$150K+ (n=147)	Yes (n=86)	No (n=408)
Perceptions of Inclusiveness										
People in Calgary have opportunities to express and celebrate their unique cultures.	99% ↑	96%	96%	95%	98%	95%	100% ↑	97%	94%	97%
People in Calgary are very welcoming and friendly.	98%	95%	96%	93%	96%	94%	96%	96%	88% ↓	96% ↑
Some people have advantages that allow them to have a better quality of life than others.	87%	86%	86%	88%	85%	89%	88%	83%	88%	85%
Advancing truth and reconciliation to build respectful relationships between Indigenous and non-Indigenous people is something that all Calgarians should be a part of.	87%	83%	85%	81%	86%	87%	85%	81%	78%	85%
Calgary is safe for all residents and visitors, regardless of things like ethnicity, race, religion, income, or sexual identity.	79% ↑	62% ↓	67%	63%	68%	67%	68%	65%	46% ↓	71% ↑
Perceptions of Inclusion in One's Own Neighbourhood										
My neighbourhood is a place where I feel that I belong.	94%	91%	86%	89%	94% ↑	83% ↓	95%	94%	77% ↓	94% ↑
People with diverse identities are made to feel welcome in my neighbourhood.	94% ↑	86%	85%	88%	88%	84%	87%	92% ↑	83%	89%
I feel safe in my neighbourhood.	93% ↑	86%	82%	85%	92% ↑	81% ↓	91%	91%	70% ↓	91% ↑
I can personally access community facilities in my neighbourhood.	86%	87%	82%	85%	90% ↑	79% ↓	93% ↑	89%	75% ↓	89% ↑
My neighbourhood is safe for all residents and visitors, regardless of things like ethnicity, race, religion, income, or sexual identity.	87%	85%	84%	84%	88%	81%	90% ↑	87%	70% ↓	88% ↑

Base: all respondents

↑ Statistically higher than the result of all other segments combined
 ↓ Statistically lower than the result of all other segments combined



Segment differences

	Racialized		Education			Income			Challenges with Inclusion	
	Yes (n=94)	No (n=388)	High school or less (n=89)	Non-university certificate or diploma (n=168)	University or higher (n=237)	<\$90K (n=128)	\$90K to <\$150K (n=130)	\$150K+ (n=147)	Yes (n=86)	No (n=408)
Perceptions of The City Meeting the Needs of Diverse Groups										
Children (aged 12 or younger)	84%	75%	79%	71% ↓	81%	75%	78%	81%	67% ↓	80% ↑
People who are recent immigrants	79%	75%	79%	77%	76%	76%	77%	79%	80%	75%
Youth (aged 13 to 24)	83% ↑	70% ↓	73%	68%	77%	69%	71%	77%	61% ↓	76% ↑
Visible minorities or racialized Calgarians	82% ↑	68% ↓	66%	71%	76%	71%	68%	79% ↑	66%	74%
People who are members of the 2SLGBTQIA+ community	72%	70%	73%	72%	70%	71%	72%	70%	65%	72%
Older adults (aged 65 years or older)	73%	69%	60% ↓	70%	76% ↑	66%	66%	76%	56% ↓	74% ↑
People with disabilities	81% ↑	61% ↓	64%	68%	67%	64%	68%	66%	51% ↓	69% ↑
People who do not speak English as their first language	71%	63%	69%	67%	64%	68%	62%	64%	64%	66%
Indigenous peoples	69%	59% ↓	68%	64%	59%	68%	63%	62%	66%	61%
People who rent their homes	65% ↑	50% ↓	47%	52%	59%	41% ↓	56%	64% ↑	38% ↓	58% ↑
People experiencing challenges with mental health or addictions	62% ↑	46% ↓	59%	50%	47%	56%	51%	41% ↓	48%	51%
People in low-income households	58% ↑	45% ↓	45%	46%	53%	43%	46%	52%	39%	51%
People experiencing homelessness	53% ↑	32% ↓	31%	38%	43%	41%	39%	35%	31%	41%

Base: all respondents

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**



Segment differences

	Racialized		Education			Income			Challenges with Inclusion	
	Yes (n=94)	No (n=388)	High school or less (n=89)	Non-university certificate or diploma (n=168)	University or higher (n=237)	<\$90K (n=128)	\$90K to <\$150K (n=130)	\$150K+ (n=147)	Yes (n=86)	No (n=408)
Personally Experienced Challenges with Inclusion When Accessing City Services, Programs, or Facilities										
Personally experienced challenges with inclusion when accessing City services, programs, or facilities	23%	16%	29% ↑	21%	11% ↓	31% ↑	15%	11% ↓	100%	-
Perceptions of Calgary Moving in the Right Direction to Address The Following Issues										
Gender equity	78%	70%	72%	65% ↓	77% ↑	67%	69%	76%	62% ↓	75% ↑
Truth and Reconciliation	72%	72%	74%	67%	74%	70%	73%	70%	64%	73%
Anti-racism	68%	62%	62%	61%	67%	65%	63%	63%	48% ↓	67% ↑
Social well-being	64%	62%	70%	58%	62%	66%	66%	57%	50% ↓	66% ↑
Mental health and addiction	58%	47% ↓	64% ↑	46%	47%	57%	48%	43%	41%	52%
Support for low income households	58% ↑	43% ↓	48%	44%	50%	43%	46%	51%	39%	49%

Base: all respondents

↑ Statistically higher than the result of all other segments combined
 ↓ Statistically lower than the result of all other segments combined



Segment differences

	Racialized		Education			Income			Challenges with Inclusion	
	Yes (n=94)	No (n=388)	High school or less (n=89)	Non-university certificate or diploma (n=168)	University or higher (n=237)	<\$90K (n=128)	\$90K to <\$150K (n=130)	\$150K+ (n=147)	Yes (n=86)	No (n=408)
Perceptions of Community Belonging										
People of all backgrounds are welcome in my community	95%	92%	90%	92%	95%	91%	97%↑	95%	85%↓	95%↑
I feel like I belong in my community	91%	92%	90%	89%	93%	87%	96%↑	94%	87%	92%
Members of my community care about each other	86%	89%	86%	85%	92%↑	85%	92%	92%	81%	90%↑
There are people in my community who care about me	91%	88%	86%	82%↓	93%↑	83%	91%	93%↑	81%	89%
I can trust the people in this community	89%	87%	83%	82%	92%↑	81%	91%	91%	76%↓	89%↑
I expect to be a part of this community for a long time	87%	82%	73%↓	81%	88%↑	76%	85%	87%	77%	84%
When I need support, my community is there to help me	79%	74%	77%	66%↓	81%↑	70%	74%	79%	61%↓	78%↑
The City has been supportive of my community's events	73%	76%	68%	74%	80%↑	68%	79%	77%	59%↓	79%↑
My community helps inform my identity	72%	66%	70%	62%	70%	62%	70%	70%	64%	68%

Base: all respondents

↑ Statistically higher than the result of all other segments combined
 ↓ Statistically lower than the result of all other segments combined



Contact

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