

2024 Equity in Service Delivery

Born outside Canada Final Report

December 2024

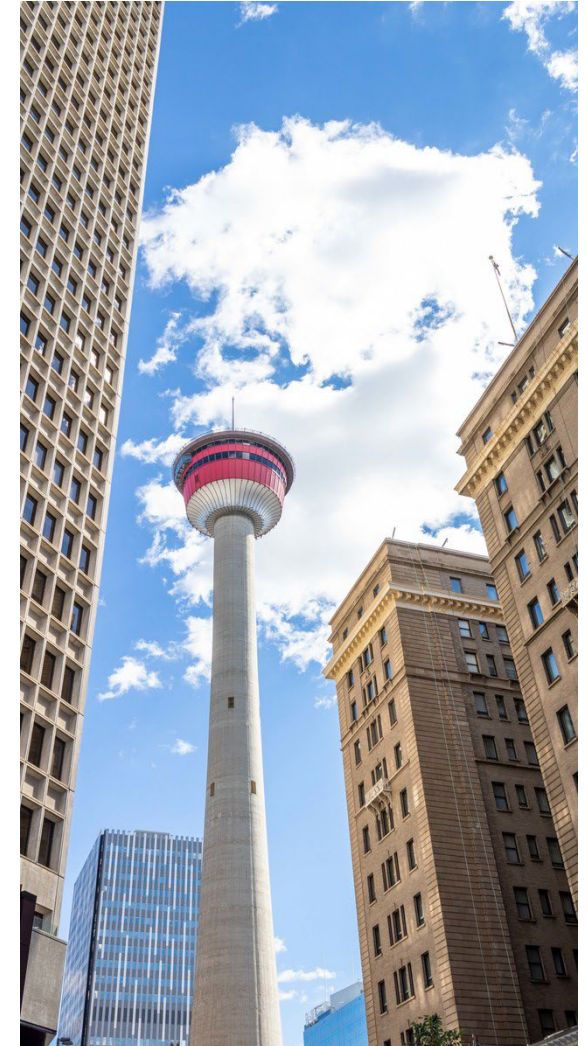
Prepared by:



ADVANIS

Table of contents

Survey methodology	3
Highlights	4
Key findings	5
Detailed findings	8
Respondent profile	30



Survey methodology

- A telephone survey was conducted by Advanis from October 21 to November 8, 2024, with a total of 1504 Calgarians to gain an understanding of the perspectives, lived experiences and expectations of Calgarians who may experience less access to opportunities, resources and services because of their identities. The average time to complete the survey was 20 minutes.
- The survey was completed using numbers from both landlines (13%) and cell phones (87%) 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 quadrant of the general population aged 18 and older.
- Data were weighted based on the latest federal census for age, gender and city quadrant, as well as based on the Statistics Canada 2021 Survey of Household Spending for phone type ownership (cell phone only, landline only and both). The weighting efficiency was 84%. Although the results are weighted, sample size for each question represents the number of actual respondents (i.e., unweighted n).
- The survey collected an oversample of Equity Deserving Communities (EDC) to ensure that perspectives, experiences and expectations of these groups are reflected in the report.
- The margin of error (MOE) for the total sample of n=1504 is ± 2.53 percentage points, 19 times out of 20. A subsample of 452 survey respondents self-identified as being born outside Canada was collected, which has a margin of error of $\pm 4.6\%$.
- Statistical comparisons between those who self-identify as being born outside Canada and born in Canada when sample size permitted.

Born outside of Canada: Highlights

Overall Perceptions of The City



93%
Say Calgary is
very/somewhat **inclusive**



84%
Are very/somewhat **satisfied**
with City of Calgary
programs & services



81%
The City **serves** people
born outside of Canada
very or somewhat well

Barriers

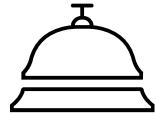


28%
Have **experienced**
challenges or barriers
accessing city services,
programs, or facilities



21%
Have (or someone close
to them) **been treated**
unfairly when accessing
City program or service

'Very' Important Services



75% Calgary Transit

73% Children and youth
programs

71% Parks, dog areas and
greenspaces

'Very' Important Supports



78% Communications are in plain,
easy to understand language

77% Information about programs
and services are easy to find

67% Safe and inclusive spaces to
spend time in



Key findings

Key findings

Inclusivity: Nine-in-ten Calgarians born outside of Canada say Calgary is inclusive (93%).

- Compared to Calgarians born in Canada, those born outside of Canada are more likely to agree that...
 - The City provides programs and services that meet their needs (88% vs. 82% of Calgarians born in Canada).
 - All Calgarians have the opportunity to benefit equally, irrespective of identity (83% vs. 77% of Calgarians born in Canada).

Satisfaction: Calgarians born outside of Canada are more likely to be satisfied with The City's programs and services (84% vs. 77% of Calgarians born in Canada).

- Eight-in-ten agree that The City serves them well (81%).
- Nearly three-in-ten (28%) have personally experienced challenges or barriers accessing city services and one-fifth (21%) have been treated unfairly based on their identities.

Important programs and services: Overall, the services that Calgarians born outside of Canada value the most are:

- Parks, dog areas and greenspaces (93%)
- Recreational programs (93%)
- Children and youth programs (92%)
- Calgary Transit (91%)
- Calgary Library (90%)

Key findings (cont'd)

Barriers: Calgarians born outside of Canada say the following obstacles limit their access to City programs and services:

- Being aware of the service or program (63%)
- Understanding how to qualify for a service (53%)
- Affording the cost (46%)
- The location of the service (46%)
- Inability to find enough information about the service (46%)

Solutions: For Calgarians born outside of Canada, the most important features when accessing City programs and services include:

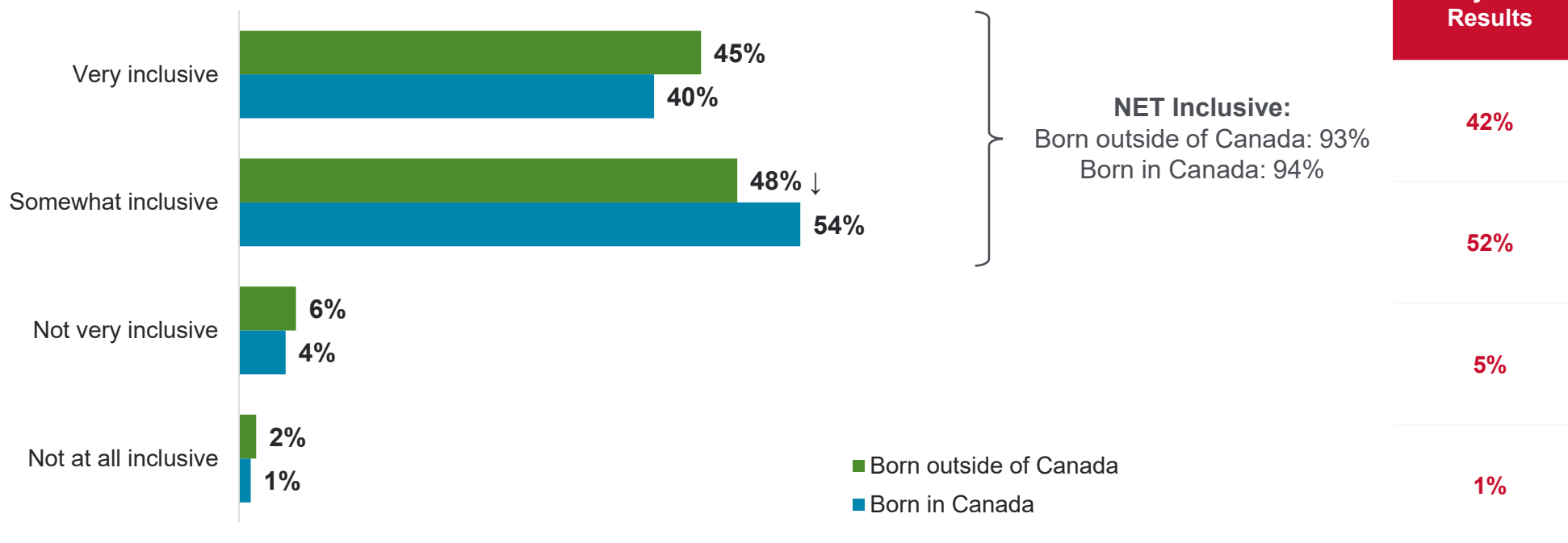
- Ease of finding information about programs and services (97%)
- Communications in plain language (96%)
- Fair Entry or lower cost options if they cannot afford it (87%)
- Services offered near transit stations (85% vs. 78%)



Detailed findings

Inclusivity in Calgary

Most Calgarians born outside of Canada say Calgary is inclusive (93%).



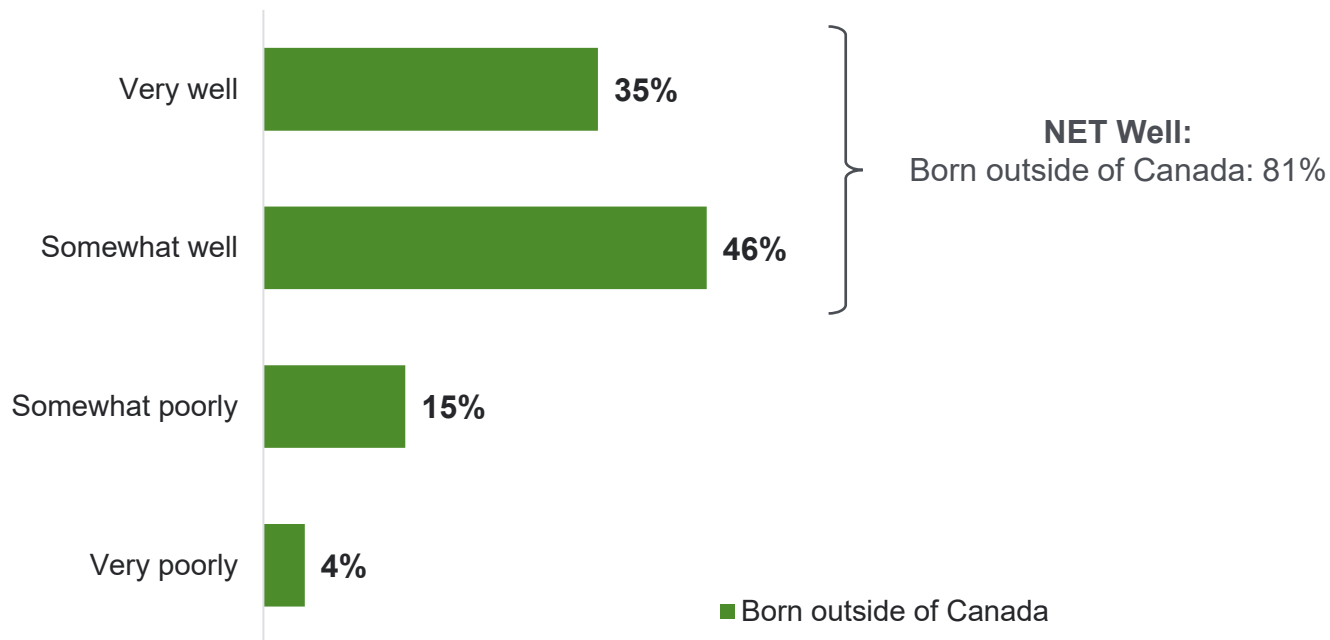
Q. Overall, how inclusive or not is Calgary?

Base: Valid respondents

↑ Statistically higher than Calgarians born in Canada
 ↓ Statistically lower than Calgarians born in Canada

How well served by The City

Eight-in-ten (81%) Calgarians born outside of Calgary say The City serves them well.



Q. How well or not does The City serve each of the following groups of Calgarians? – People who were born outside of Canada
Q. How can The City of Calgary provide programs and services that meet your needs? (open ended verbatim)
Base: Valid respondents

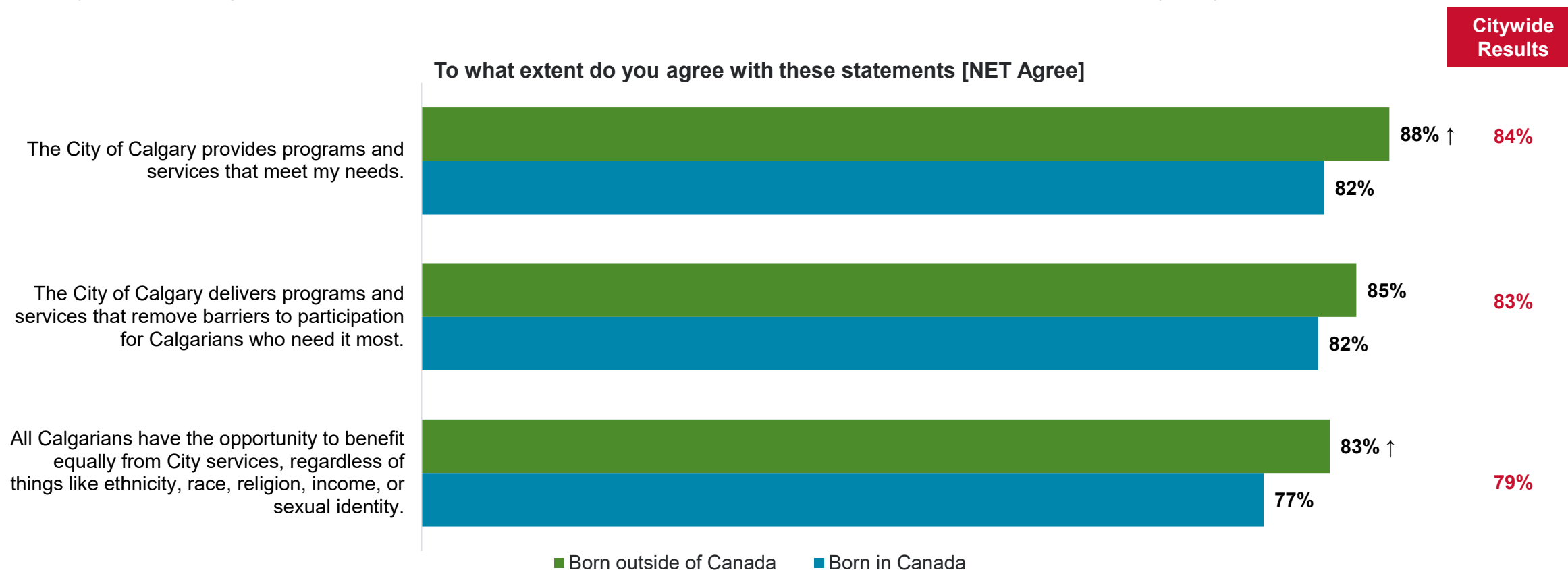


“When I came to Calgary, my biggest [challenge] was language, and I found that the programs that were free, they were not very good in terms of professional teachers. That might need an improvement in having teachers who would be able to be more professional in teaching and delivering their message to the newcomers.” – verbatim comment / Man / 45-54 / Born outside of Canada

“Simplify the process of getting things done. Make an app to access services, a help hotline, someone to call who could help people through a process of services or if you need help with anything else.” – verbatim comment / Man / 18-24 / Born outside of Canada

Services and programs inclusivity

Calgarians born outside of Canada are more likely to agree that all Calgarians have the opportunity to benefit equally from City services, regardless of their identity (83% vs. 77% of Calgarians born in Canada) and that The City provides programs and services that meet their needs (88% vs. 82% of Calgarians born in Canada). Most Calgarians born outside of Canada agree that The City delivers programs and services that remove barriers to participation for those who need it most (85%).



Q. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with these statements?

Base: Valid respondents (bases vary)

↑ Statistically higher than Calgarians born in Canada
↓ Statistically lower than Calgarians born in Canada

Services and programs inclusivity (cont'd)

Nine-in-ten (89%) of Calgarians born outside of Canada agree that The City government fosters a city that is inclusive and accepting of all. While around four-fifths (83%) agree that The City government strives to create a city that is equally accessible for all Calgarians.

Citywide
Results

To what extent do you agree with these statements [NET Agree]

The City of Calgary municipal government fosters a city that is inclusive and accepting of all.

89%

88%

88%

The City of Calgary municipal government strives to create a city that is equally accessible for all Calgarians.

83%

82%

81%

■ Born outside of Canada ■ Born in Canada

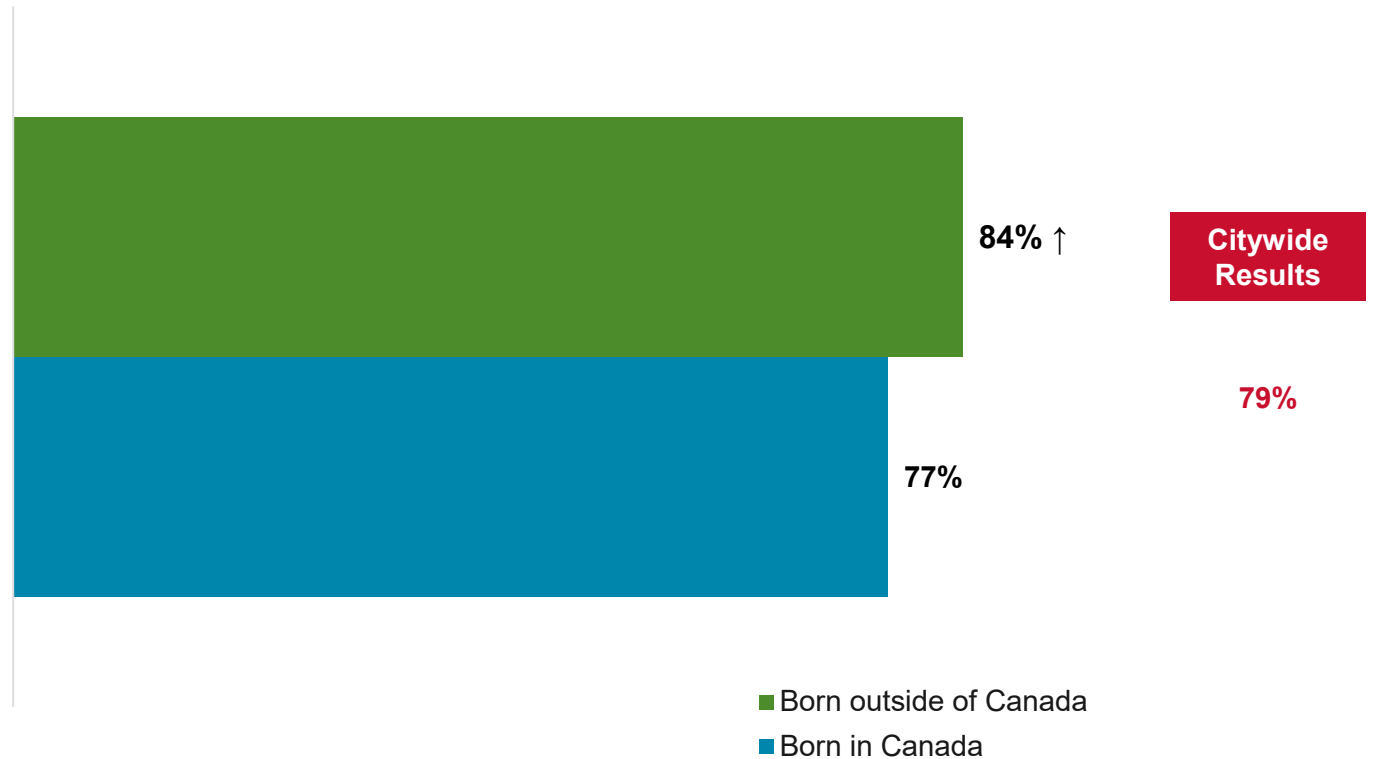
Q. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with these statements

Base: Valid respondents (bases vary)

Experiences with City programs & services

Eight-in-ten (84%) of Calgarians born outside of Canada are satisfied with The City's programs and services— significantly more than Calgarians born in Canada (77%).

Satisfied with The City of Calgary's programs and services

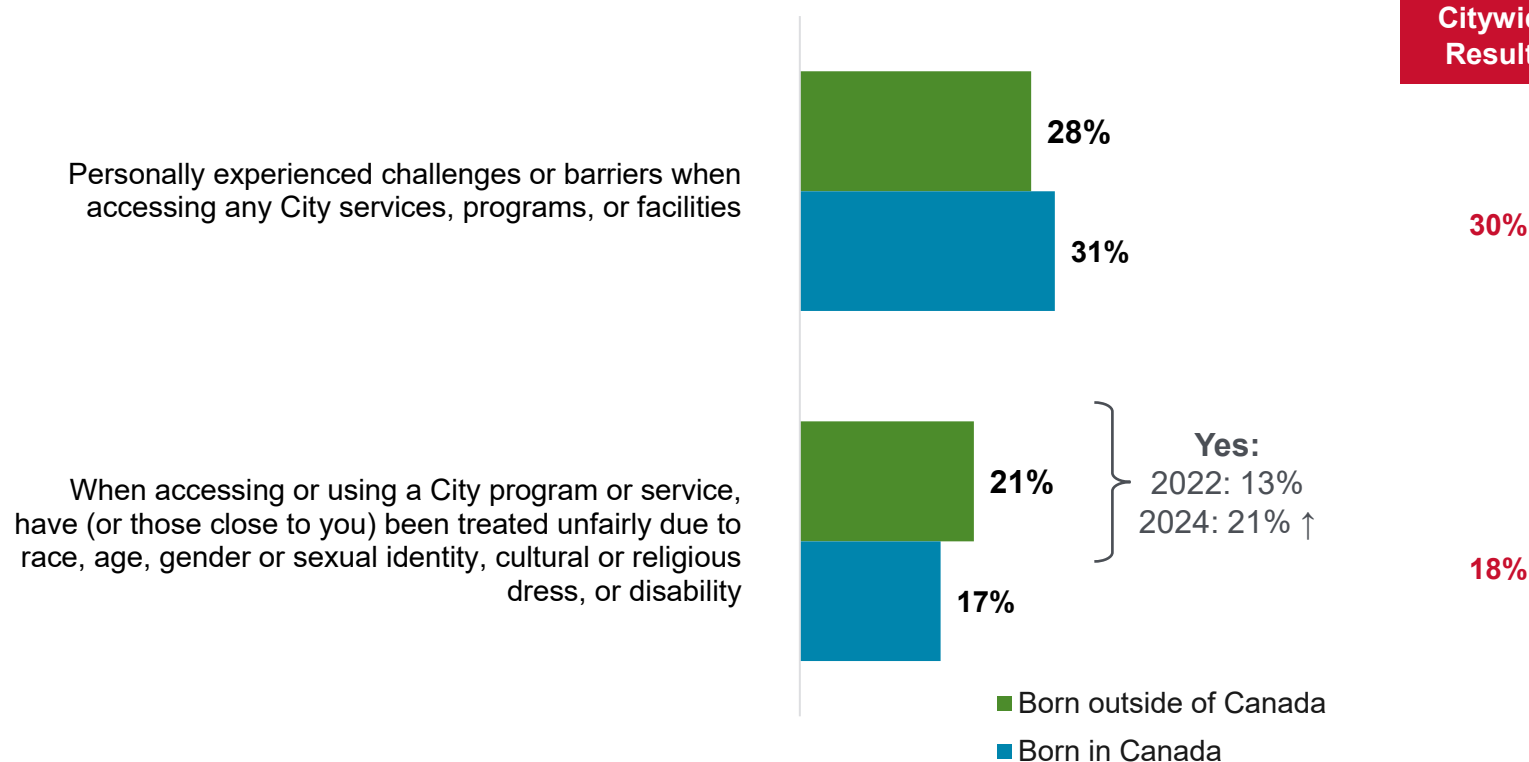


Q. How satisfied are you with The City of Calgary's programs and services?

↑ Statistically higher than Calgarians born in Canada
↓ Statistically lower than Calgarians born in Canada

Experiences with City programs & services (cont'd)

Nearly three-in-ten (28%) say they have personally experienced challenges or barriers when accessing city services, and one-fifth (21%) have been treated unfairly due to their identity when doing so which is significantly higher than 2022 results (21% vs. 13%).



“

“In recent years there are exponentially more people in the city than the services we have. You want to find classes for your kids - city classes are next to impossible to get in.” – verbatim comment / Man / 35-44 / Born outside of Canada

“When I went to the immigrant service, there was a big line, I think I lined up for three hours, and after that, I haven’t gotten any help from them.” – verbatim comment / Man / 25-34 / Born outside of Canada

Q. Have you personally experienced challenges or barriers when accessing any City services, programs, or facilities?;

Q. If you are comfortable sharing, can you describe the challenges that you experienced? (open ended verbatims)

Base: Valid respondents (bases vary)

ISC: Confidential

2024 Equity in Service Delivery – Born outside Canada

↑ Statistically higher than 2022
↓ Statistically lower than 2022

Important programs and services

The most important services to Calgarians born outside of Canada are:

- Parks, dog areas and greenspaces (93%)
- Recreational programs (93%)
- Children and youth programs (92%)
- Calgary Transit (91%)
- Calgary Library (90%)

Calgarians born outside of Canada are more likely to value...

- Children and youth programs (92% vs. 86% of Calgarians born in Canada)
- Calgary Transit (91% vs. 86% of Calgarians born in Canada)
- Accessible and Adapted Recreation facilities and programs (89% vs. 85% of Calgarians born in Canada)
- Fair Entry (88% vs. 84% of Calgarians born in Canada)
- Seniors Services Home Maintenance (88% vs. 82% of Calgarians born in Canada)
- Cultural festivals and events (86% vs. 80% of Calgarians born in Canada)
- Community services for immigrants, newcomers and refugees (86% vs. 72% of Calgarians born in Canada)

Important programs and services [NET Important]

Service (% rating NET important)	Citywide Results	Born outside of Canada	Born in Canada
Calgary Transit	87%	91% ↑	86%
Accessible Transit and Taxi	86%	86%	85%
Parks, dog areas and greenspaces	94%	93%	94%
Calgary Library	90%	90%	89%
Cultural festivals and events	82%	86% ↑	80%
Recreation programs	92%	93%	92%
Children and Youth programs	88%	92% ↑	86%
Accessible and Adapted Recreation facilities and programs	87%	89% ↑	85%
Affordable Housing for low income Calgarians	86%	87%	85%
Fair Entry (includes Recreation Fee Assistance, Low Income Transit pass, etc.)	85%	88% ↑	84%
Seniors Services Home Maintenance	84%	88% ↑	82%
Community services for immigrants, newcomers and refugees	77%	86% ↑	72%

Q. According to you, how important is each of the following services and programs that the City of Calgary provides to Calgarians?
 Base: Valid respondents (bases vary)

↑ Statistically higher than Calgarians born in Canada
 ↓ Statistically lower than Calgarians born in Canada

Important programs and services [Very Important]

Service (% rating VERY important)	Citywide Results	Born outside of Canada	Born in Canada
Calgary Transit	65%	75%↑	60%
Accessible Transit and Taxi	61%	67%↑	59%
Parks, dog areas and greenspaces	70%	71%	70%
Calgary Library	63%	71%↑	60%
Cultural festivals and events	37%	44%↑	35%
Children and Youth programs	65%	73%↑	61%
Recreation programs	59%	64%↑	56%
Accessible and Adapted Recreation facilities and programs	52%	59%↑	49%
Affordable Housing for low income Calgarians	66%	69%	65%
Fair Entry (includes Recreation Fee Assistance, Low Income Transit pass, etc.)	59%	65%↑	56%
Seniors Services Home Maintenance	56%	63%↑	53%
Community services for immigrants, newcomers and refugees	42%	54%↑	37%

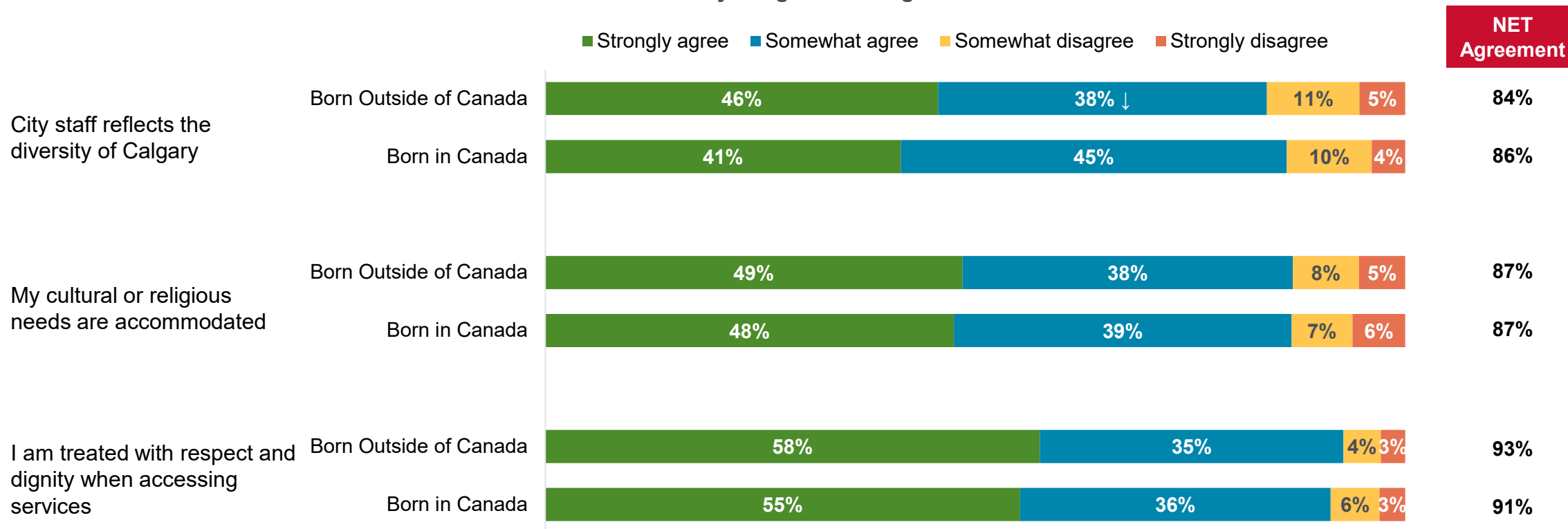
Q. According to you, how important is each of the following services and programs that the City of Calgary provides to Calgarians?
Base: Valid respondents (bases vary)

↑ Statistically higher than Calgarians born in Canada
↓ Statistically lower than Calgarians born in Canada

Aspects of a positive experience: City programs & services

Calgarians born outside of Canada agree that they are treated with respect and dignity when accessing services (93%), their cultural or religious needs are accommodated (87%) and City staff reflects the diversity of Calgary (84%).

To what extent do you agree or disagree with these statements?



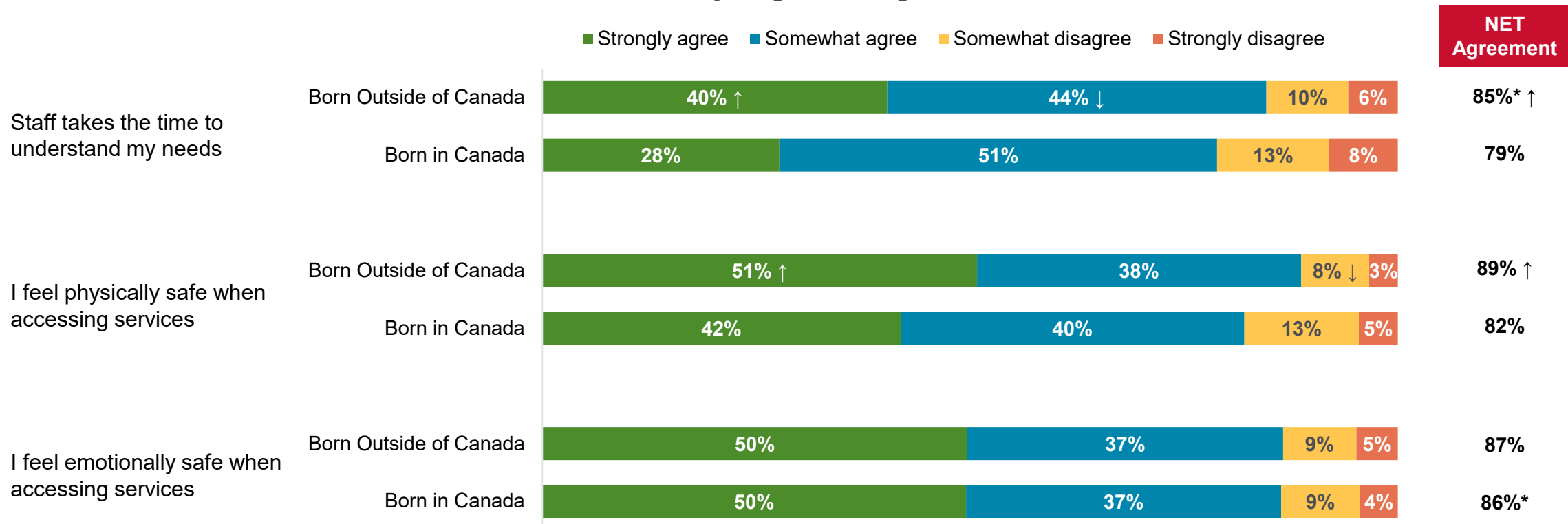
Q. Please indicate the extent to which you agree or disagree with the following statements about having a positive experience with City programs and services.
Base: Valid respondents (bases vary)

↑ Statistically higher than Calgarians born in Canada
↓ Statistically lower than Calgarians born in Canada

Aspects of a positive experience: City programs & services (cont'd)

Calgarians born outside of Canada agree that they feel emotionally safe when accessing services (87%). Further, Calgarians born outside of Canada are more likely to agree that they feel physically safe when accessing services (89% vs. 82% of Calgarians born in Canada) and to acknowledge that staff takes the time to understand their needs (85% vs. 79% of Calgarians born in Canada).

To what extent do you agree or disagree with these statements?



*Rounding

Q. Please indicate the extent to which you agree or disagree with the following statements about having a positive experience with City programs and services.
Base: Valid respondents (bases vary)

↑ Statistically higher than Calgarians born in Canada
↓ Statistically lower than Calgarians born in Canada

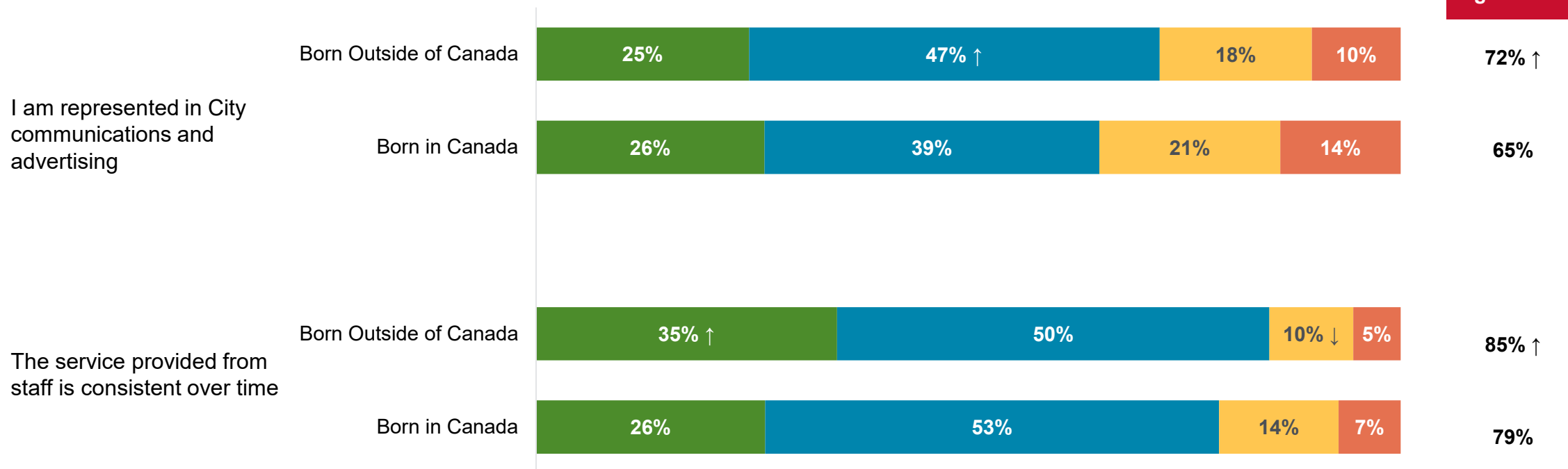
Aspects of a positive experience: City programs & services (cont'd)

Calgarians born outside of Canada are more likely to agree that the service provided from staff is consistent over time (85% vs. 79% of Calgarians born in Canada) and that they feel represented in City communications and advertising (72% vs. 65% of Calgarians born in Canada).

To what extent do you agree or disagree with these statements?

Strongly agree Somewhat agree Somewhat disagree Strongly disagree

**NET
Agreement**



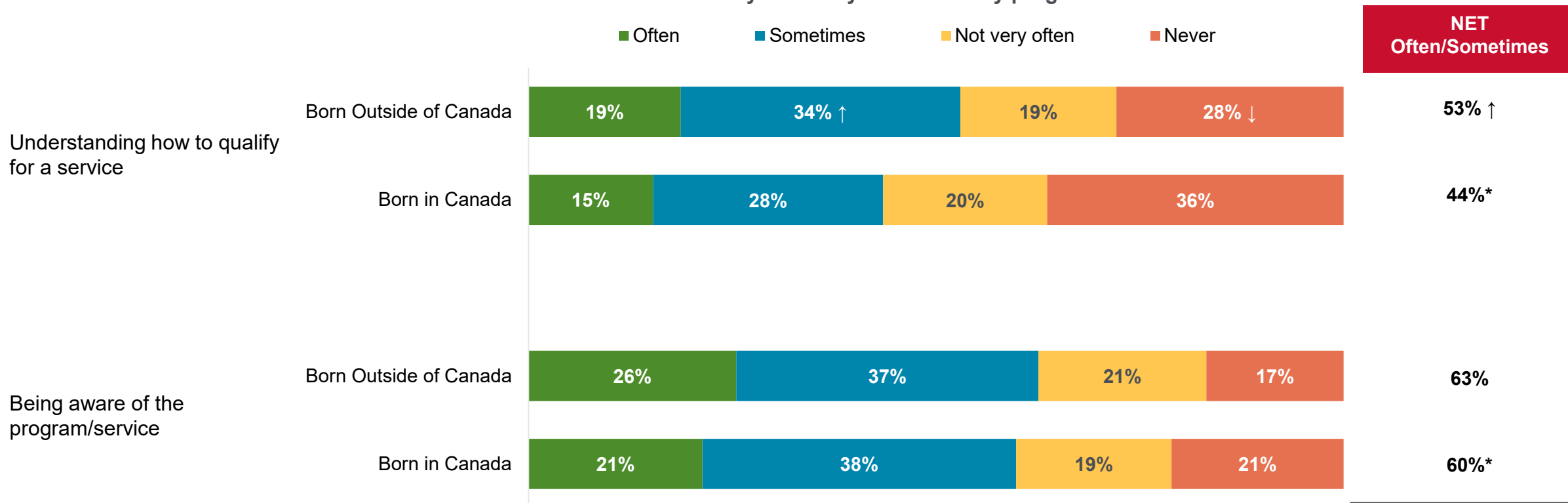
Q. Please indicate the extent to which you agree or disagree with the following statements about having a positive experience with City programs and services.

Base: Valid respondents (bases vary)

↑ Statistically higher than Calgarians born in Canada
↓ Statistically lower than Calgarians born in Canada

Limitations to accessing a City program or service

Calgarians born outside of Canada say a lack of awareness about being aware of the service or program (63%) limits their access. Furthermore, Calgarians born outside of Canada are also more likely to say that understanding how to qualify for a service (53% vs. 44%) is a limitation to access City run programs and services compared to those born in Canada.



Q. For the following statements, please indicate how often each one limits your ability to access a City program or service.

Base: Valid respondents (bases vary)

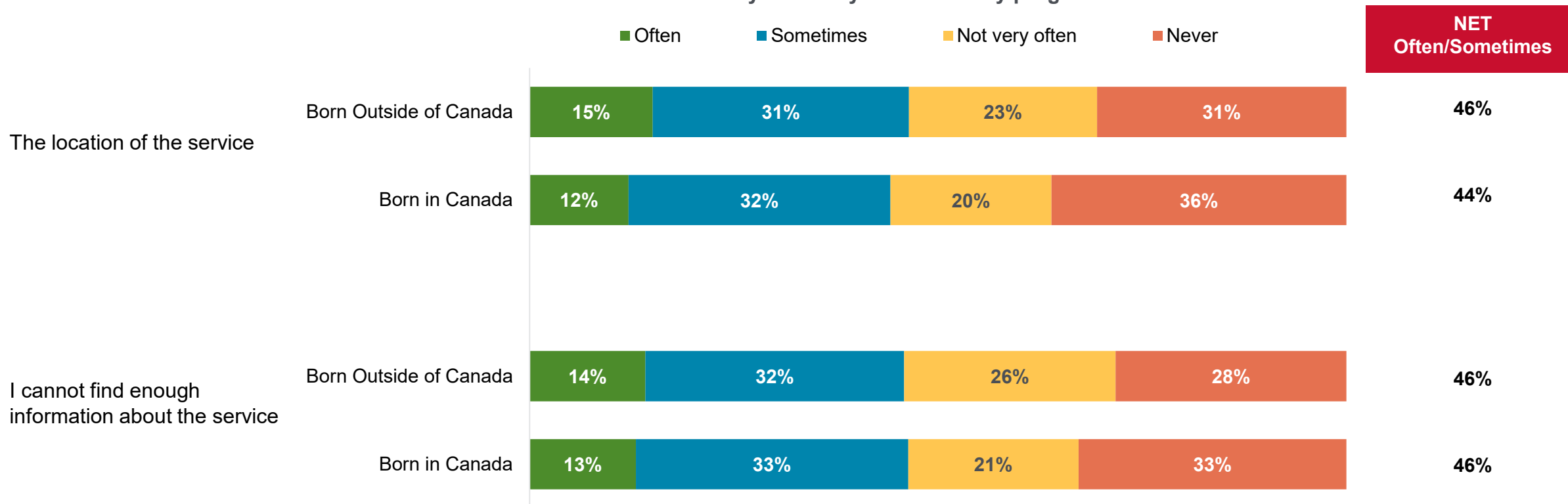
*Rounding

↑ Statistically higher than Calgarians born in Canada
↓ Statistically lower than Calgarians born in Canada

Limitations to accessing a City program or service (cont'd)

Other limitations include the location of the service (46%) and inability to find enough information about the service (46%).

How often do each of these limit your ability to access City programs or services?



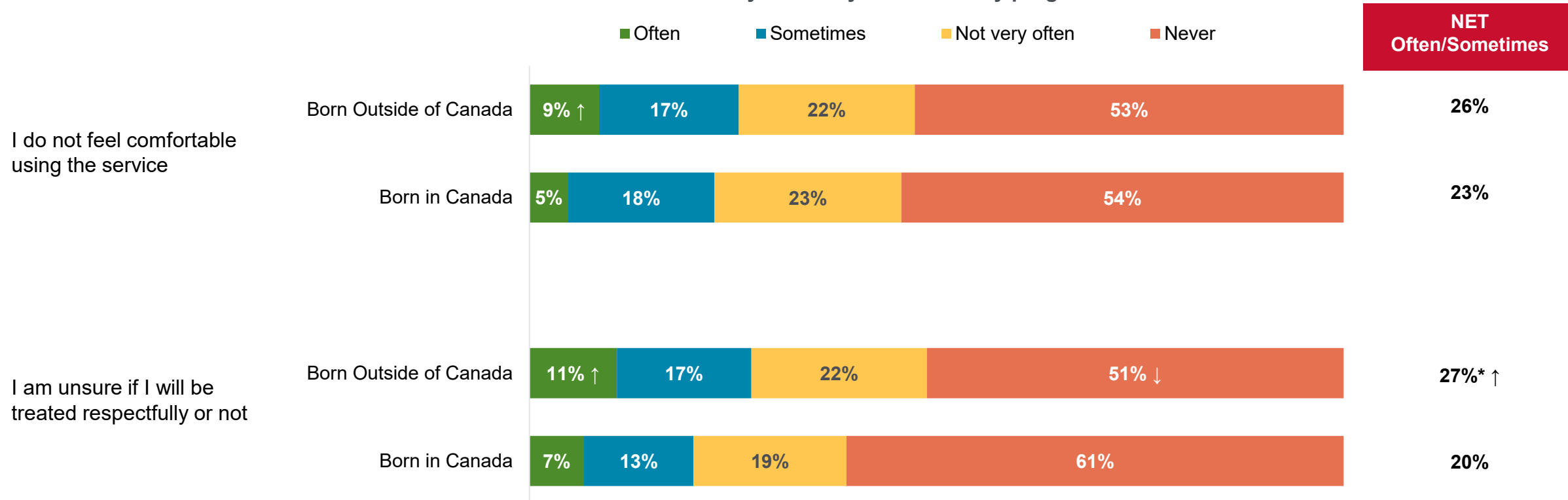
Q. For the following statements, please indicate how often each one limits your ability to access a City program or service.

Base: Valid respondents (bases vary)

Limitations to accessing a City program or service (cont'd)

Calgarians born outside of Canada are more likely to say that a limitation to accessing City run programs and services is that they are unsure if they will be treated respectfully or not (27% vs. 20% of Calgarian born in Canada).

How often do each of these limit your ability to access City programs or services?



*Rounding

Q. For the following statements, please indicate how often each one limits your ability to access a City program or service.

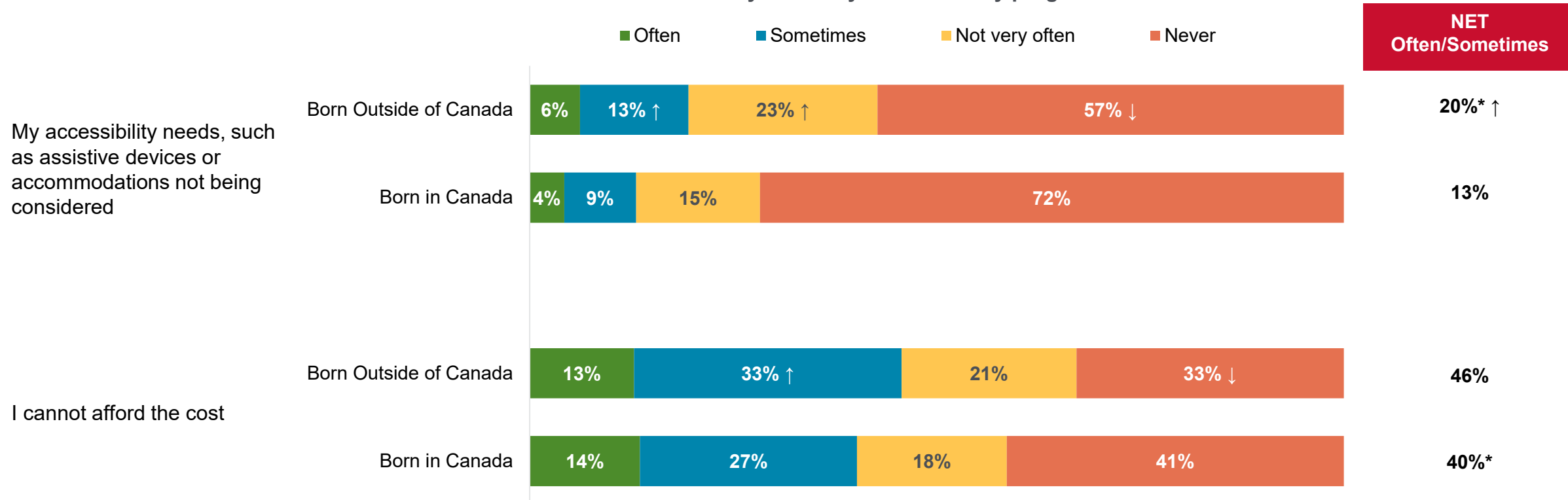
Base: Valid respondents (bases vary)

↑ Statistically higher than Calgarians born in Canada
 ↓ Statistically lower than Calgarians born in Canada

Limitations to accessing a City program or service (cont'd)

Calgarians born outside of Canada are more likely to say that their accessibility needs are not being considered at City programs or services compared to Calgarians born in Canada (20% vs. 13%). In addition, the ability to afford the cost of services or programs (46%) is another limitation where 33% say it is 'sometimes' a limitation (vs. 27% of Calgarians born in Canada).

How often do each of these limit your ability to access City programs or services?



*Rounding

Q. For the following statements, please indicate how often each one limits your ability to access a City program or service.

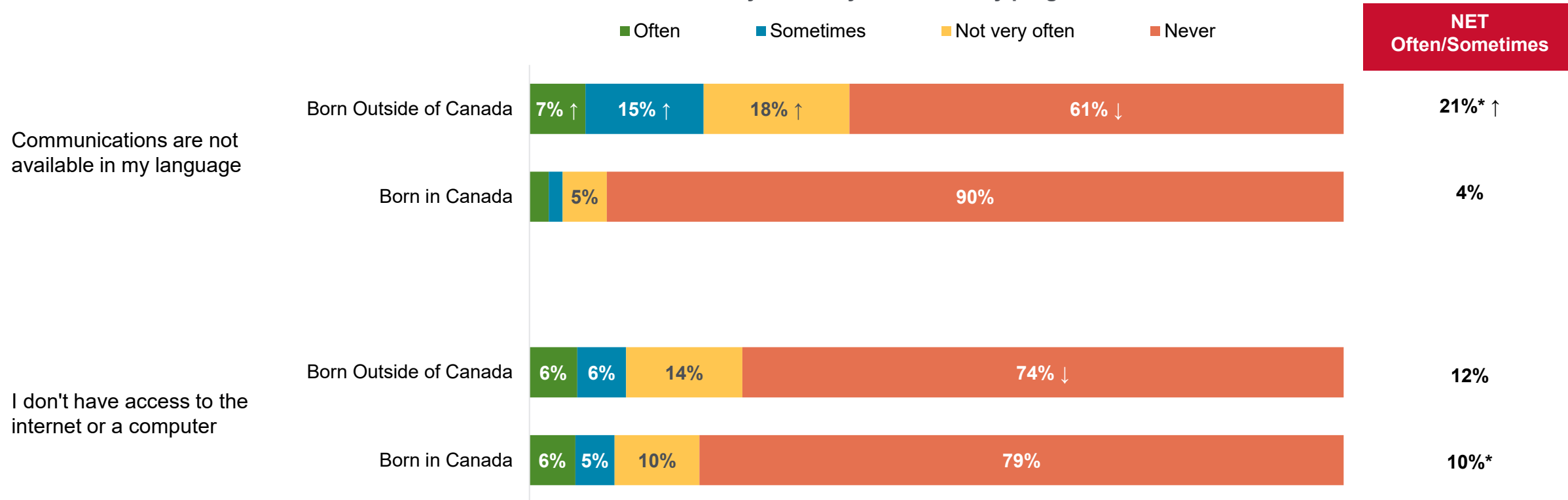
Base: Valid respondents (bases vary)

↑ Statistically higher than Calgarians born in Canada
 ↓ Statistically lower than Calgarians born in Canada

Limitations to accessing a City program or service (cont'd)

Compared to Calgarians born in Canada, those born outside of Canada are also more likely to say that communications not being available in their language (21% vs. 4%) is a limitation.

How often do each of these limit your ability to access City programs or services?



Q. For the following statements, please indicate how often each one limits your ability to access a City program or service.

Base: Valid respondents (bases vary)

Data labels <3% not shown

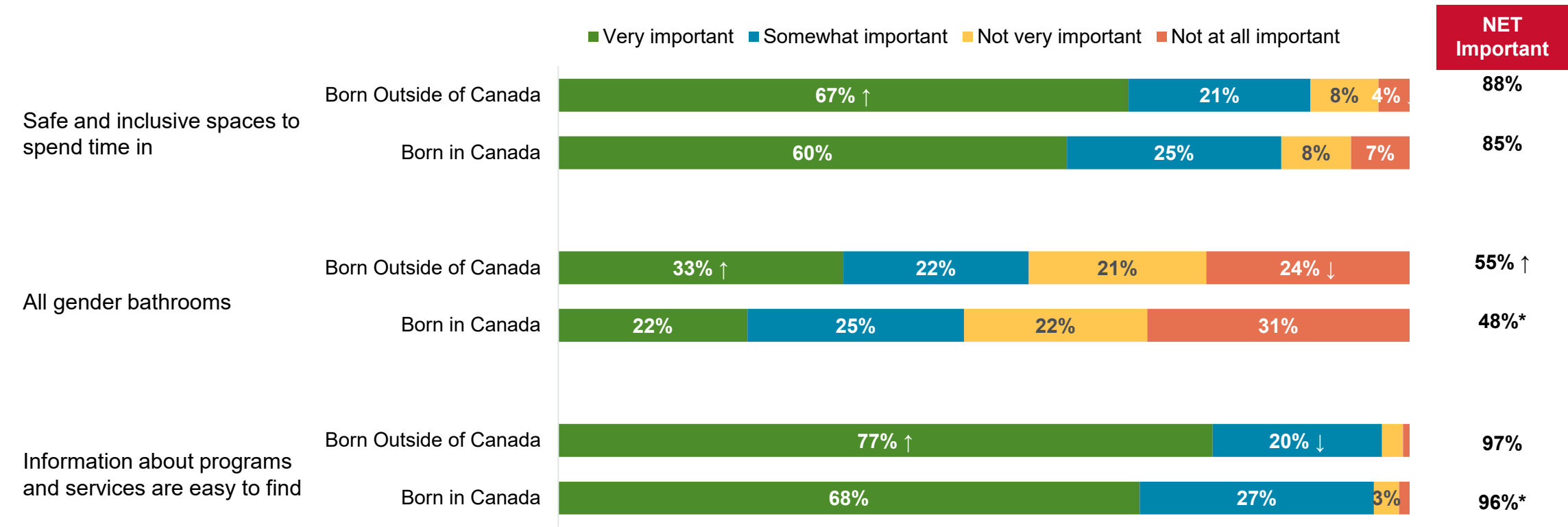
*Rounding

↑ Statistically higher than Calgarians born in Canada
↓ Statistically lower than Calgarians born in Canada

Important features when accessing City: programs and services

For Calgarians born outside of Canada, the most important features of City run programs and services include ease of finding information about programs and services (97%) and safe and inclusive spaces to spend time in (88%). They are more likely to say that all gender bathrooms (55% vs. 48% of Calgarians born in Canada) is an important feature.

How important are each of these (when it comes to City programs and services)?



Q. How important are the following when it comes to the City programs and services that you access? Would you say very important, somewhat important, not very important or not at all important?
 Base: Valid respondents (bases vary)

Data labels <3% not shown

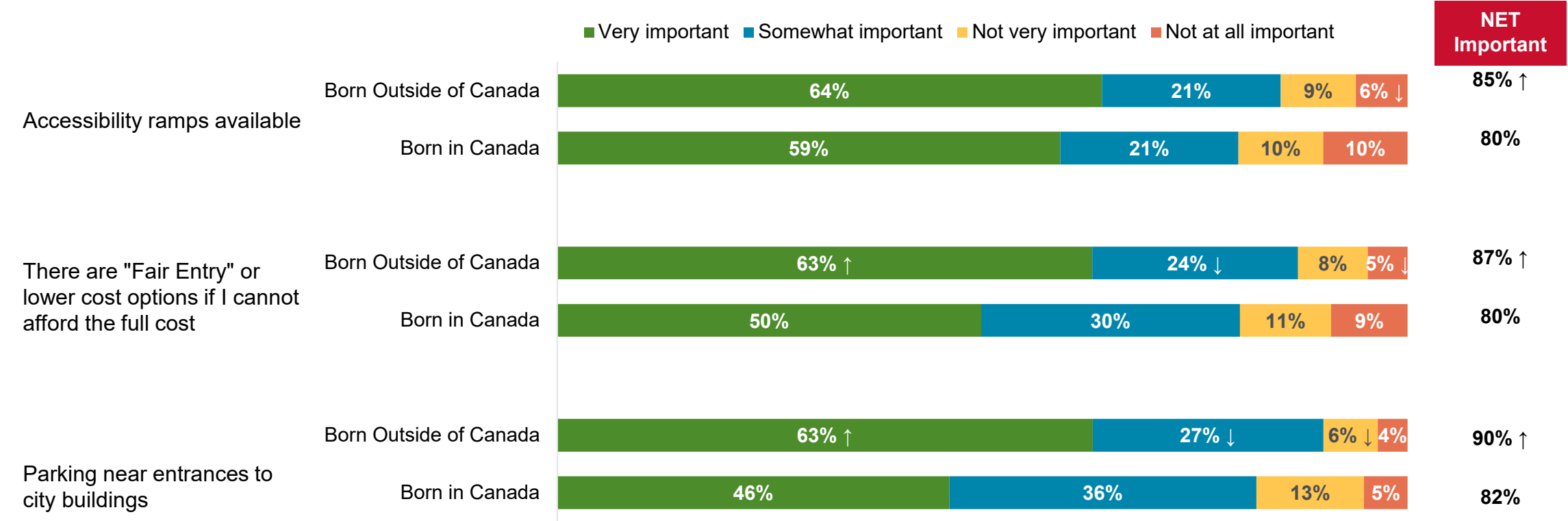
*Rounding

↑ Statistically higher than Calgarians born in Canada
 ↓ Statistically lower than Calgarians born in Canada

Important features when accessing City: programs and services (cont'd)

Calgarians born outside of Canada are significantly more likely to state that having parking near entrances to city buildings (90% vs. 82%), Fair Entry or lower cost options if they cannot afford it (87% vs. 80%) and availability of accessibility ramps (85% vs. 80%) are important features of City run programs and services compared to those born in Canada.

How important are each of these (when it comes to City programs and services)?



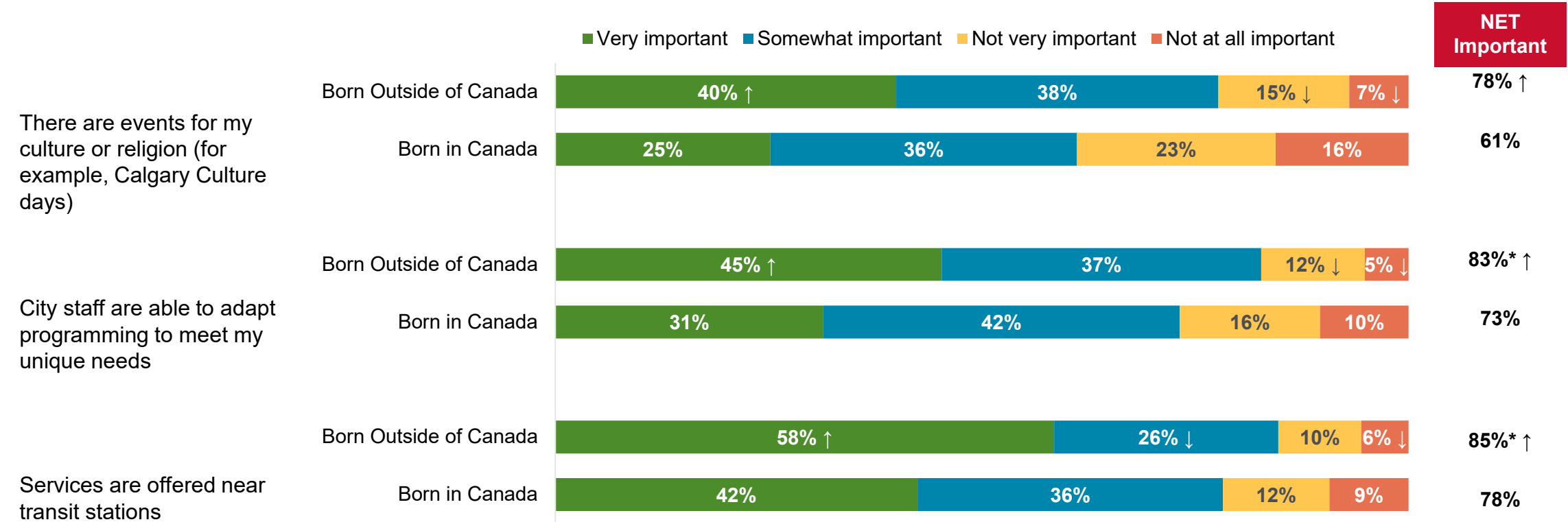
Q. How important are the following when it comes to the City programs and services that you access? Would you say very important, somewhat important, not very important or not at all important?
 Base: Valid respondents (bases vary)

↑ Statistically higher than Calgarians born in Canada
 ↓ Statistically lower than Calgarians born in Canada

Important features when accessing City: programs and services (cont'd)

Other significantly important features for Calgarian born outside of Canada include services offered near transit stations (85% vs. 78%), City staff’s ability to adapt programming to meet their unique needs (83% vs. 73%) and events for their culture or religion (78% vs. 61%) compared to those born in Canada.

How important are each of these (when it comes to City programs and services)?



Q. How important are the following when it comes to the City programs and services that you access? Would you say very important, somewhat important, not very important or not at all important?
Base: Valid respondents (bases vary)

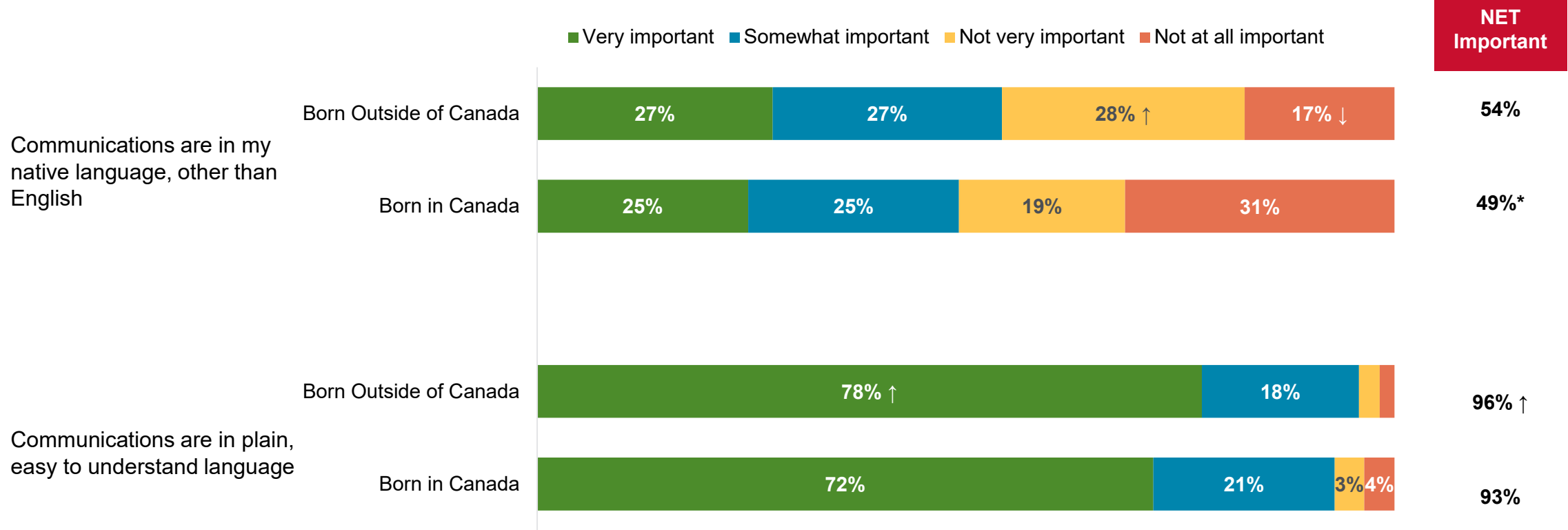
*Rounding

↑ Statistically higher than Calgarians born in Canada
↓ Statistically lower than Calgarians born in Canada

Important features when accessing City: programs and services (cont'd)

Calgarians born outside of Canada re more likely to think that communications in plain language (96% vs. 93%) are an important feature of City run programs and services compared to those born in Canada.

How important are each of these (when it comes to City programs and services)?



Q. How important are the following when it comes to the City programs and services that you access? Would you say very important, somewhat important, not very important or not at all important?
Base: Valid respondents (bases vary)

Data labels <3% not shown

*Rounding

↑ Statistically higher than Calgarians born in Canada
↓ Statistically lower than Calgarians born in Canada



Respondent profile

Respondent profile (Born outside of Canada)

Gender	Unweighted %	Weighted %
Female	43%	49%
Male	57%	51%
Non-Binary	0%	0%
Prefer to self-describe	0%	0%

Household income	
Less than \$30,000	11%
\$30,000 to just under \$60,000	16%
\$60,000 to just under \$90,000	22%
\$90,000 to just under \$150,000	25%
\$150,000 or more	25%

Group	Unweighted N	Margin of Error
Born outside of Canada	452	+/- 4.60%
Born in Canada	1,052	+/- 3.02%

Age	Unweighted %	Weighted %
18 to 24	8%	9%
25 to 44	41%	47%
45 to 64	35%	32%
65 or older	16%	11%

Quadrant	Unweighted %	Weighted %
Southwest	29%	26%
Northwest	30%	27%
Southeast	18%	18%
Northeast	24%	29%

Education	
Less than a high school diploma or equivalent	1%
High school or equivalent	14%
Registered Apprenticeship or other trades certificate or diploma	3%
College, CEGEP or other non-university certificate or diploma	17%
University certificate or diploma below bachelor's level	9%
Bachelor's degree	28%
Post graduate degree above bachelor's level	28%

Base: Valid respondents (bases vary)

2024 vs. 2022 Results (Born outside of Canada)

Overall, how inclusive or not is Calgary?

	2024	2022
NET Inclusive	93%	94%
NET Not inclusive	7%	6%
Very inclusive	45%	46%
Somewhat inclusive	48%	47%
Not very inclusive	6%	4%
Not at all inclusive	2%	2%

When accessing or using a City program or service, have you or those close to you been treated unfairly due to race, age, gender or sexual identity, cultural or religious dress, or disability?

	2024	2022
Yes	21%↑	13%
No	79%↓	87%

According to you, how important is each of the following services and programs that the City of Calgary provides to Calgarians? [Very Important]

	2024	2022
Calgary Transit	75%	-
Accessible Transit and Taxi	67%	52%
Parks, dog areas, and greenspaces	71%	-
Calgary Library	71%	-
Cultural festivals and events	44%	44%
Children and Youth programs	73%	63%
Recreation programs	64%	-
Accessible and Adapted Recreation facilities and programs	59%	49%*
Affordable Housing for low income Calgarians	69%	54%
Fair Entry (includes Recreation Fee Assistance, Low Income Transit pass, etc.)	65%	67%
Seniors Services Home Maintenance	63%	61%*
Community services for immigrants, newcomers, and refugees	54%	58%

*Small base size

↑ Statistically higher than 2022
↓ Statistically lower than 2022

Base: Valid respondents (bases vary)

2024 vs. 2022 Results (Born outside of Canada)

For the following statements, please indicate how often each one limits your ability to access a City program or service [NET Often/Sometimes]

	2024	2022
Being aware of the program/service	63%	-
Understanding how to qualify for a service	53% ↑	39%
The location of the service	46% ↑	35%
I cannot find enough information about the service	46%	49%
I cannot afford the cost	46%	43%
I am unsure if I will be treated respectfully or not	27%	31%
I do not feel comfortable using the service	26%	28%
Communications are not available in my language	21%	-
My accessibility needs, such as assistive devices or accommodations not being considered	20%	-
I don't have access to the internet or a computer	12%	-

Base: Valid respondents (bases vary)

How important are the following when it comes to the City programs and services that you access? [NET Important]

	2024	2022
Safe and inclusive spaces to spend time in	88%	90%
There are "Fair Entry" or lower cost options if I cannot afford the full cost	87% ↓	92%
Accessibility ramps available	85%	86%
There are events for my culture or religion (for example, Calgary Culture days)	78%	73%
All gender bathrooms	55%	58%
Communications are in my native language, other than English	54% ↓	64%

↑ Statistically higher than 2022
↓ Statistically lower than 2022