

# Spring 2020 Citizen Research Results Presentation

June 15, 2020



# Methodology

## 2020 Spring Pulse Survey

- Telephone survey (55% landline, 45% cell) with 2,500 randomly selected Calgarians aged 18+
- March 2 – 23, 2020
- Margin of error: +/- 2.0%, 19 times out of 20

## 2020 Citizen Perspectives COVID-19 Snapshot Surveys

- Telephone surveys with 400 randomly selected Calgarians aged 18+
- Snapshot 1: April 28 – May 5, 2020 / Snapshot 2: May 19 – 25, 2020
- Margin of error: +/- 5.0%, 19 times out of 20

## City of Calgary Municipal COVID-19 Study (Syndicated Study)

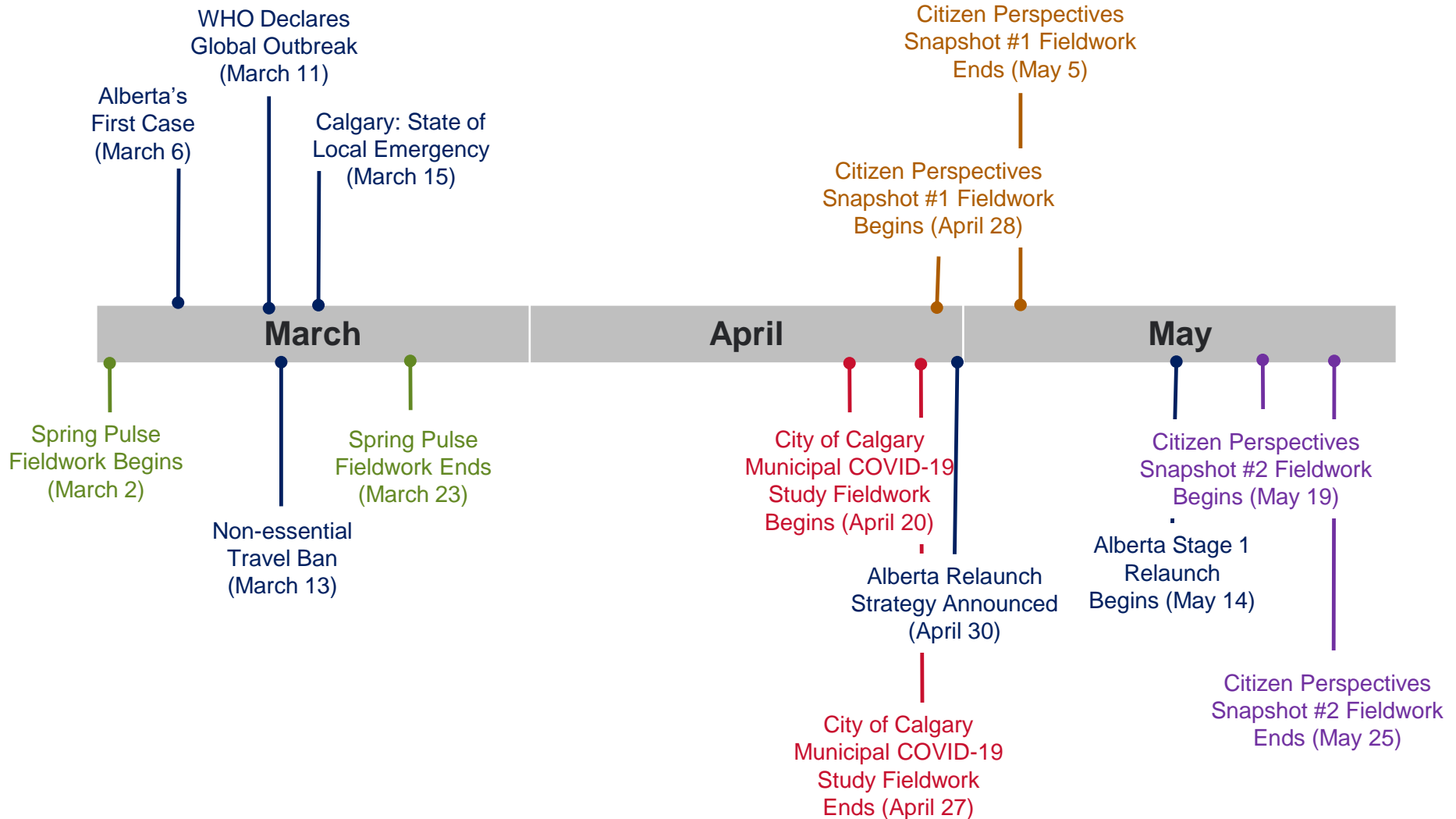
- Ipsos online survey with members of Ipsos' online panel, including 300 Calgarians aged 18+. Results presented are for Calgary only.
- April 20 – 27, 2020
- Margin of error: Non-probability sample. Margin of error cannot be stated.

# Methodology

## Overview of COVID-19 Public Opinion Research

- Compilation of external public opinion research publicly-released or shared directly with The City by various research firms.
- Online surveys conducted with members of online research panels, not limited to Calgarians.
- Comparability of results of a survey to those of any other survey is limited due to different research panels being used and variation in timing of the surveys. Details about each survey referenced are included within the report.

# Research Timelines



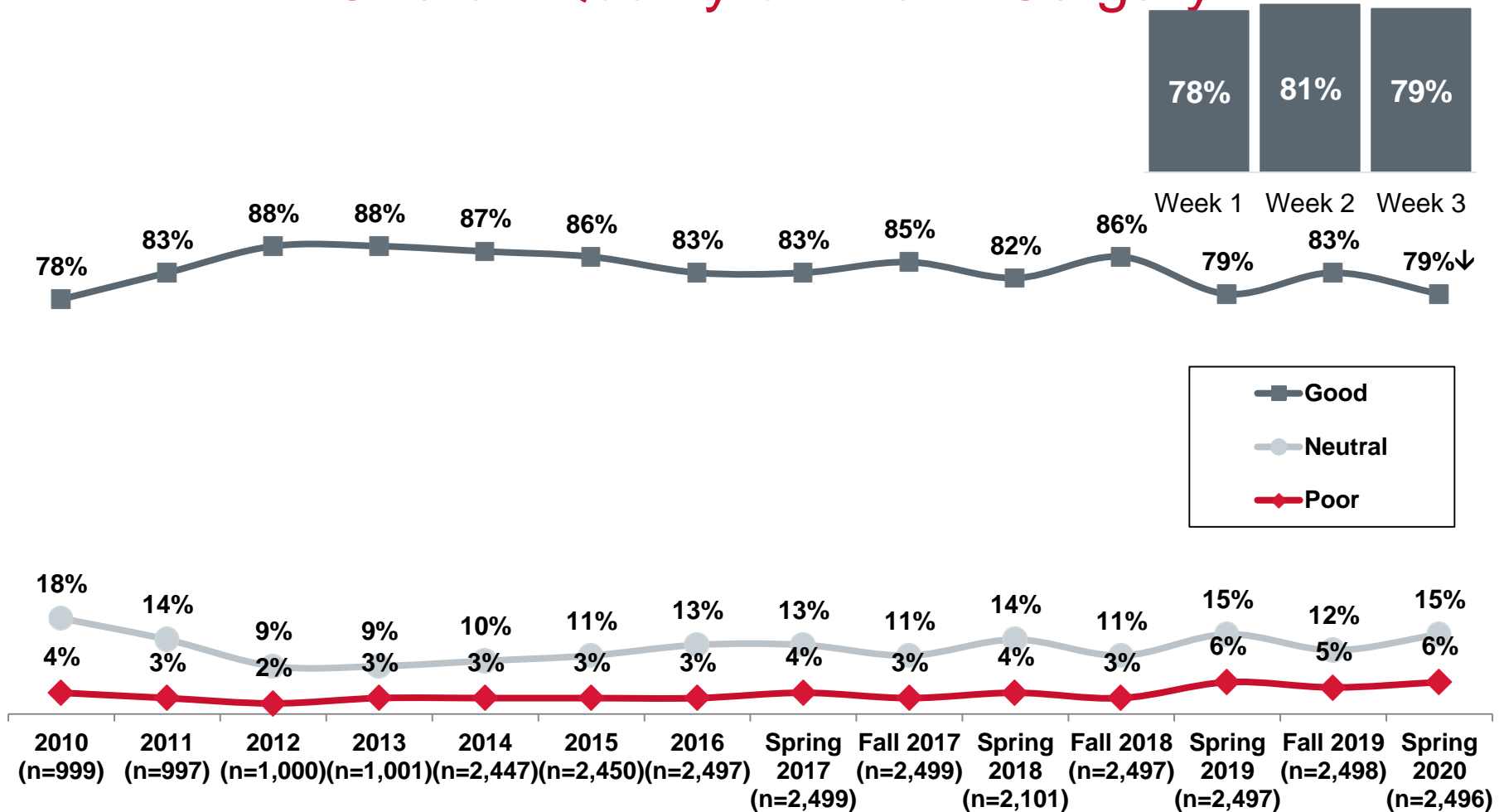




## City Performance & Reputation

# Overall Quality of Life in Calgary

Spring 2020



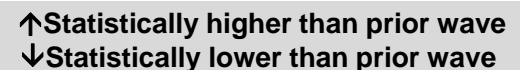
On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents

Source: 2020 Spring Pulse Survey

↑ Statistically higher than prior wave  
↓ Statistically lower than prior wave

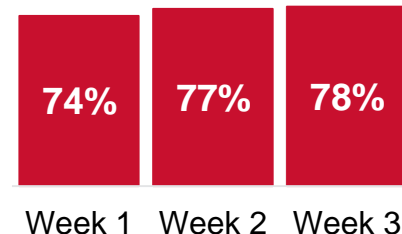
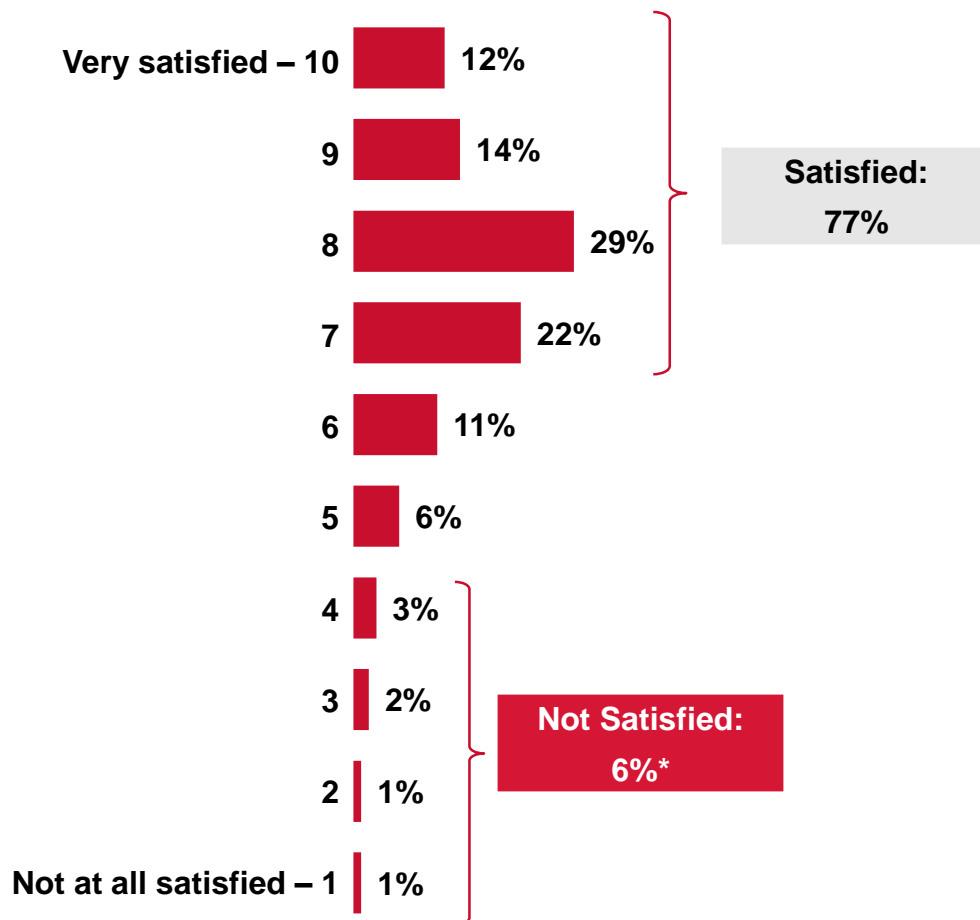
### % Agree



**Base: Valid respondents (Bases vary) Source: 2020 Spring Pulse Survey**

# City Programs and Services

Spring 2020



On a scale from “1” to “10” where “1” represents “not at all satisfied” and “10” represents “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 (n=2,498)

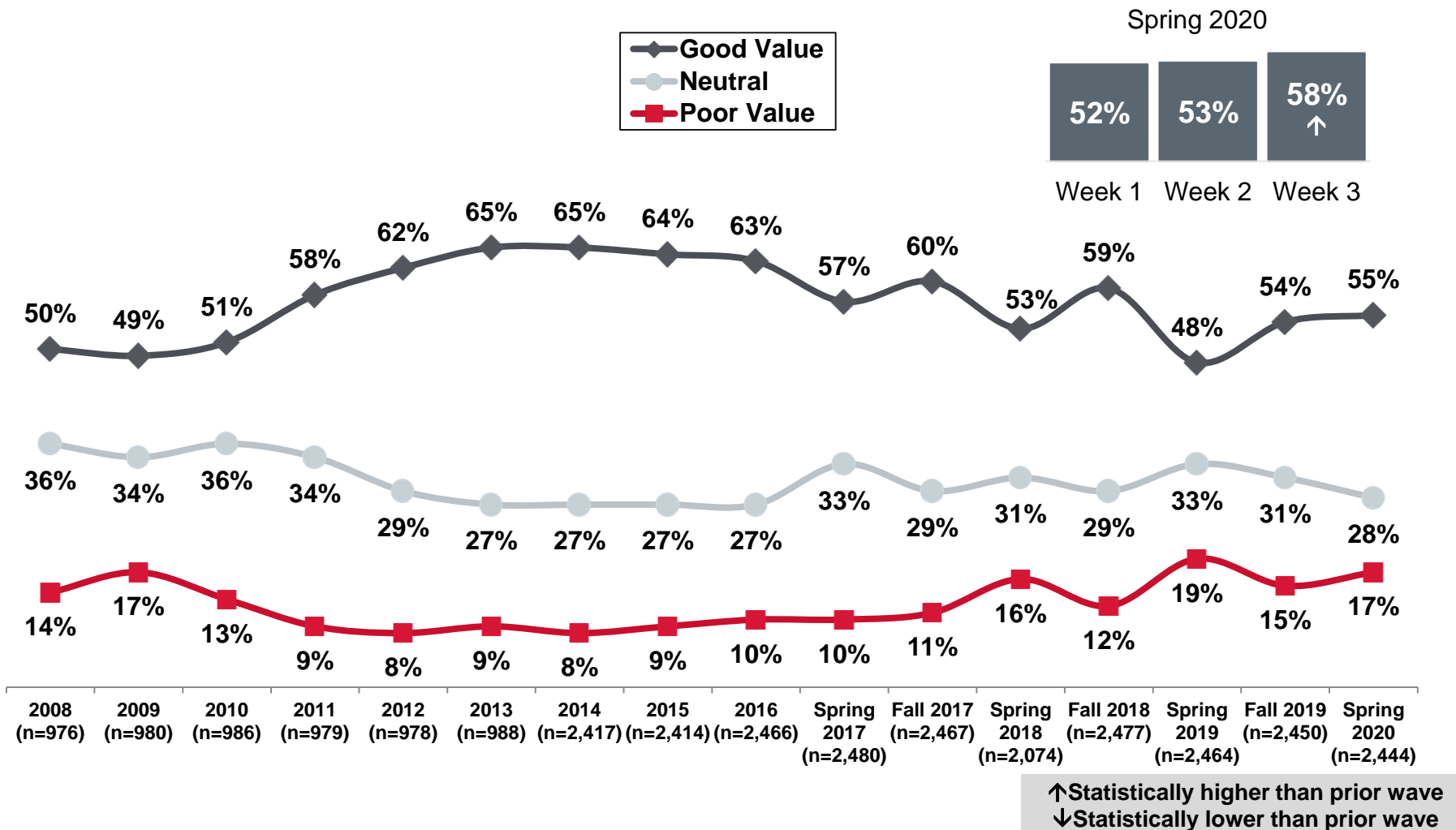
Source: 2020 Spring Pulse Survey

\*Rounding

↑Statistically higher than prior wave  
↓Statistically lower than prior wave



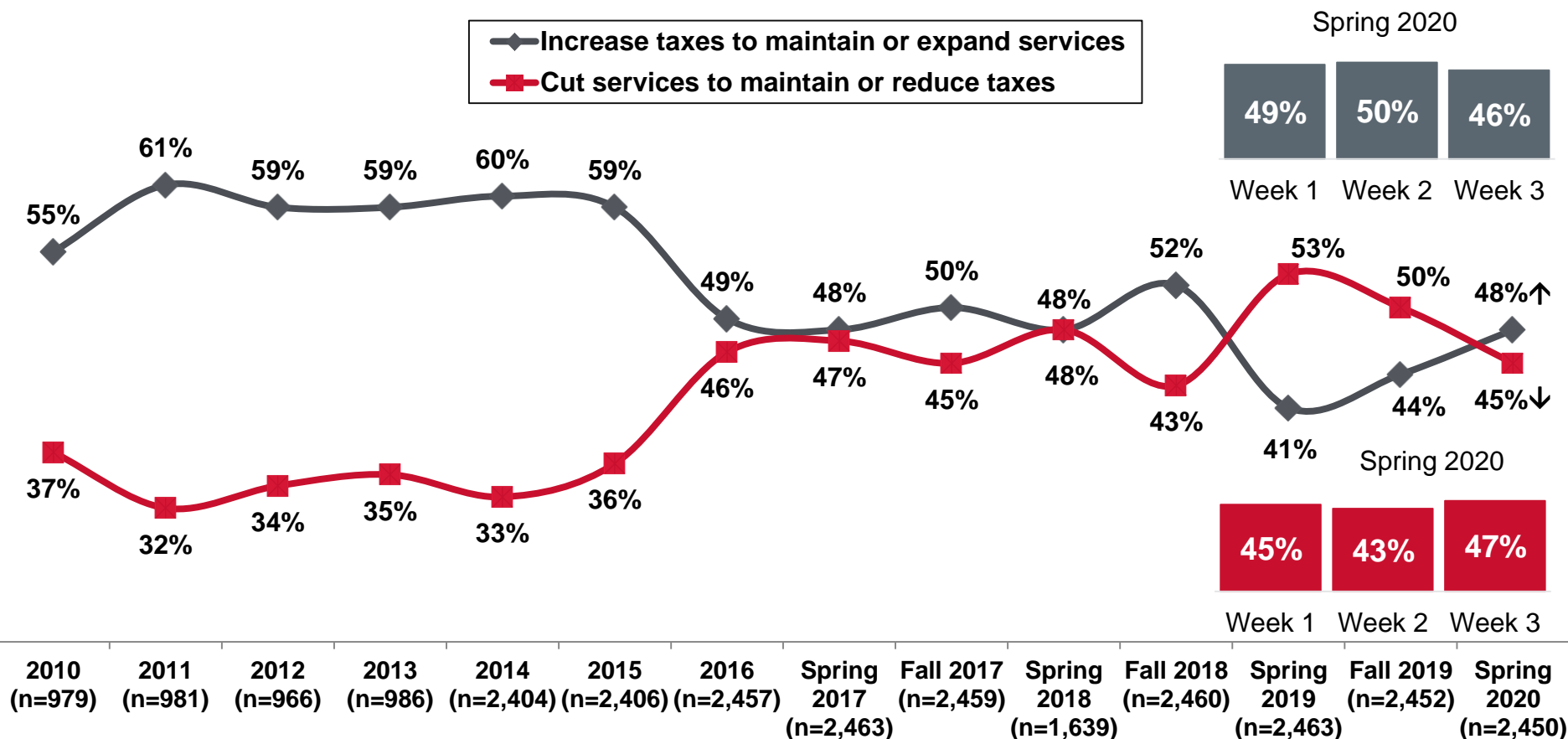
# Tracking Perceived Value of Taxes



*Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where “1” represents “very poor value” and “10” represents “very good value.”*

Base: Valid Respondents Source: 2020 Spring Pulse Survey

# Balancing Taxation and Service Delivery Levels

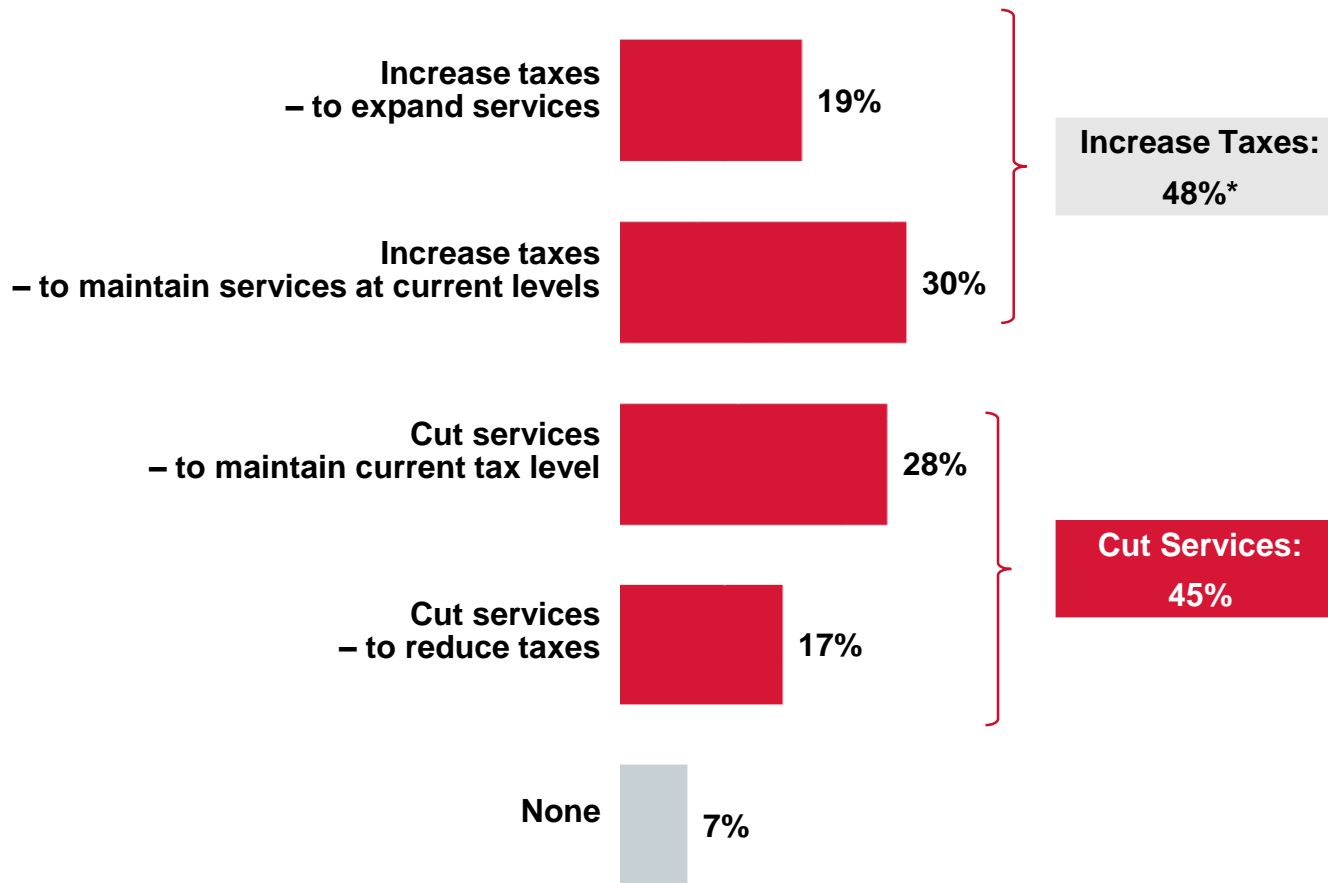


*Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like The City to pursue?*

Base: Valid Respondents Source: 2020 Spring Pulse Survey

↑ Statistically higher than prior wave  
↓ Statistically lower than prior wave

# Balancing Taxation and Service Delivery Levels



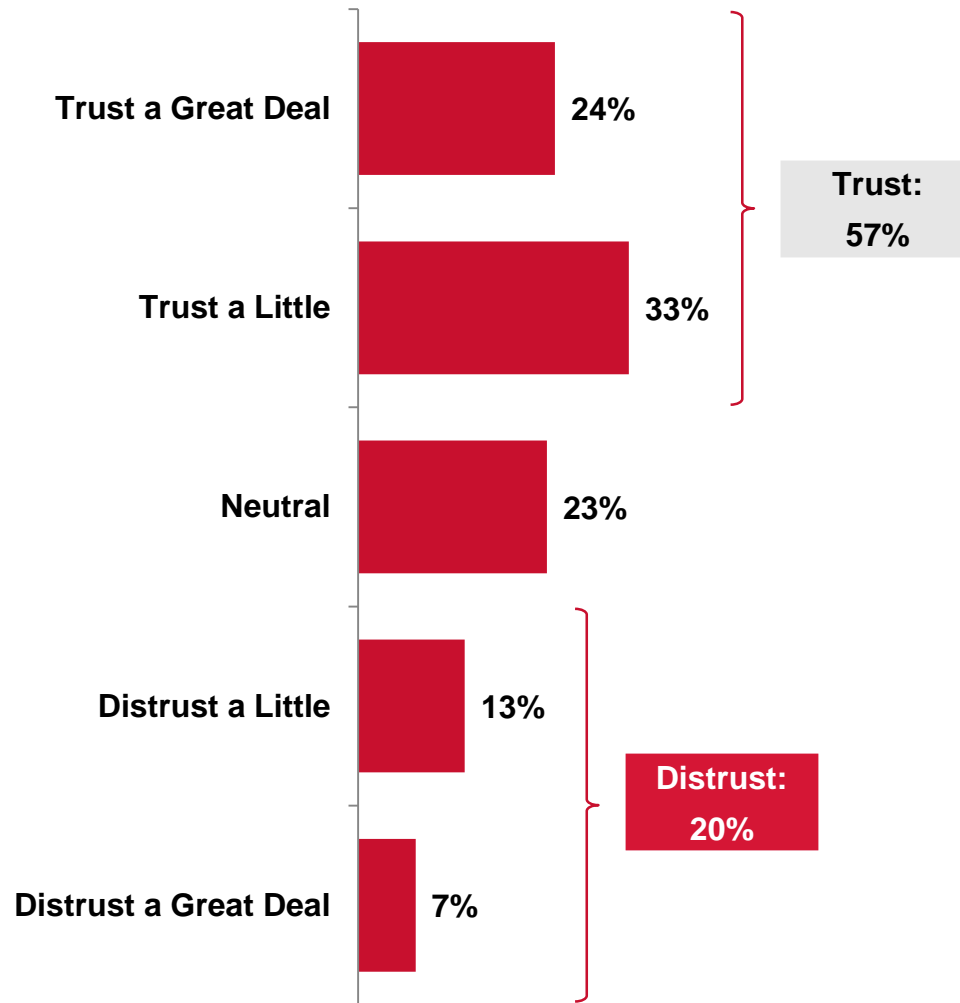
*Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like The City to pursue?*

*\*Rounding*

Base: Valid respondents (n=2,450)

Source: 2020 Spring Pulse Survey

# Trust: Spring Pulse Results



Spring 2020



Week 1 Week 2 Week 3

Trust:

**Spring 2020: 57% ↑**  
**Fall 2019: 52%**  
**Spring 2019: 52%**  
**Fall 2018: 60%**  
**Spring 2018: 60%**  
**Late Fall 2017: 62%**

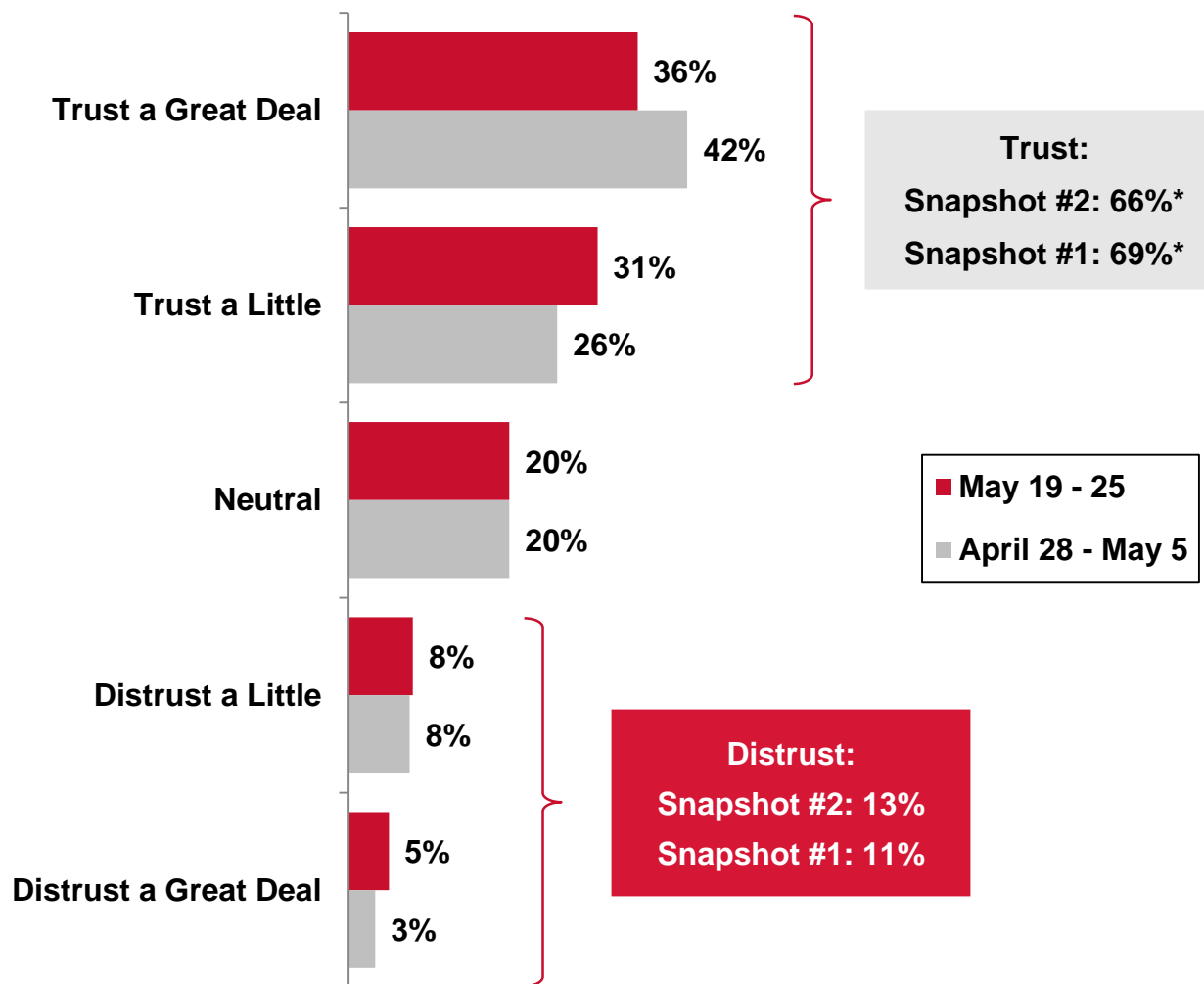
*Again, taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary?*

Base: Valid respondents (n=2,494)

Source: 2020 Spring Pulse Survey

↑Statistically higher than prior wave  
 ↓Statistically lower than prior wave

# Trust: Citizen Perspectives Results



\*Rounding

*Taking into account all the things that you think are important about the COVID-19 response, how much do you trust or distrust The City of Calgary?*

Base: All respondents (Snapshot #1:n=400, Snapshot #2: n=400)

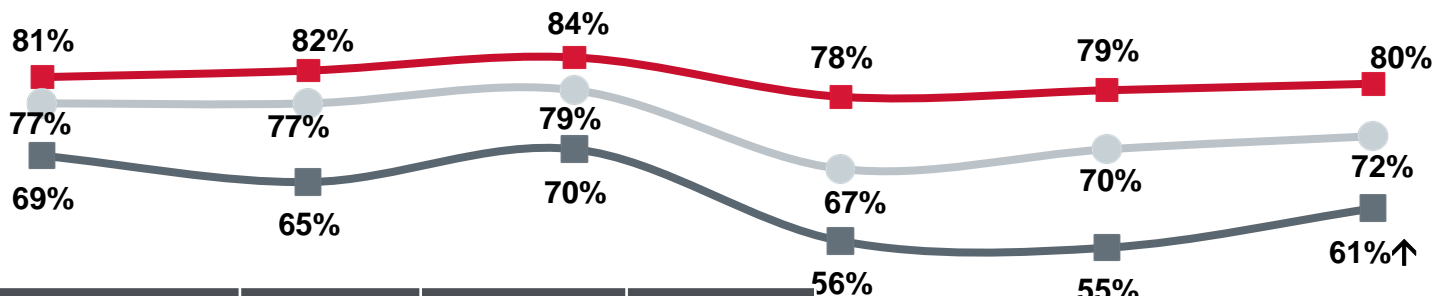
Source: 2020 Citizen Perspectives COVID-19 Snapshot #1&2



# Perceptions of City Performance

% Satisfied

■ City Administration  
● The City of Calgary (Council and Administration)  
■ City Council



| Spring 2020         | Week 1 | Week 2 | Week 3 |
|---------------------|--------|--------|--------|
| Administration      | 80%    | 81%    | 78%    |
| The City of Calgary | 72%    | 72%    | 72%    |
| City Council        | 61%    | 60%    | 60%    |

↑ Statistically higher than prior wave  
 ↓ Statistically lower than prior wave

Late Fall 2017

Spring 2018

Fall 2018

Spring 2019

Fall 2019

Spring 2020

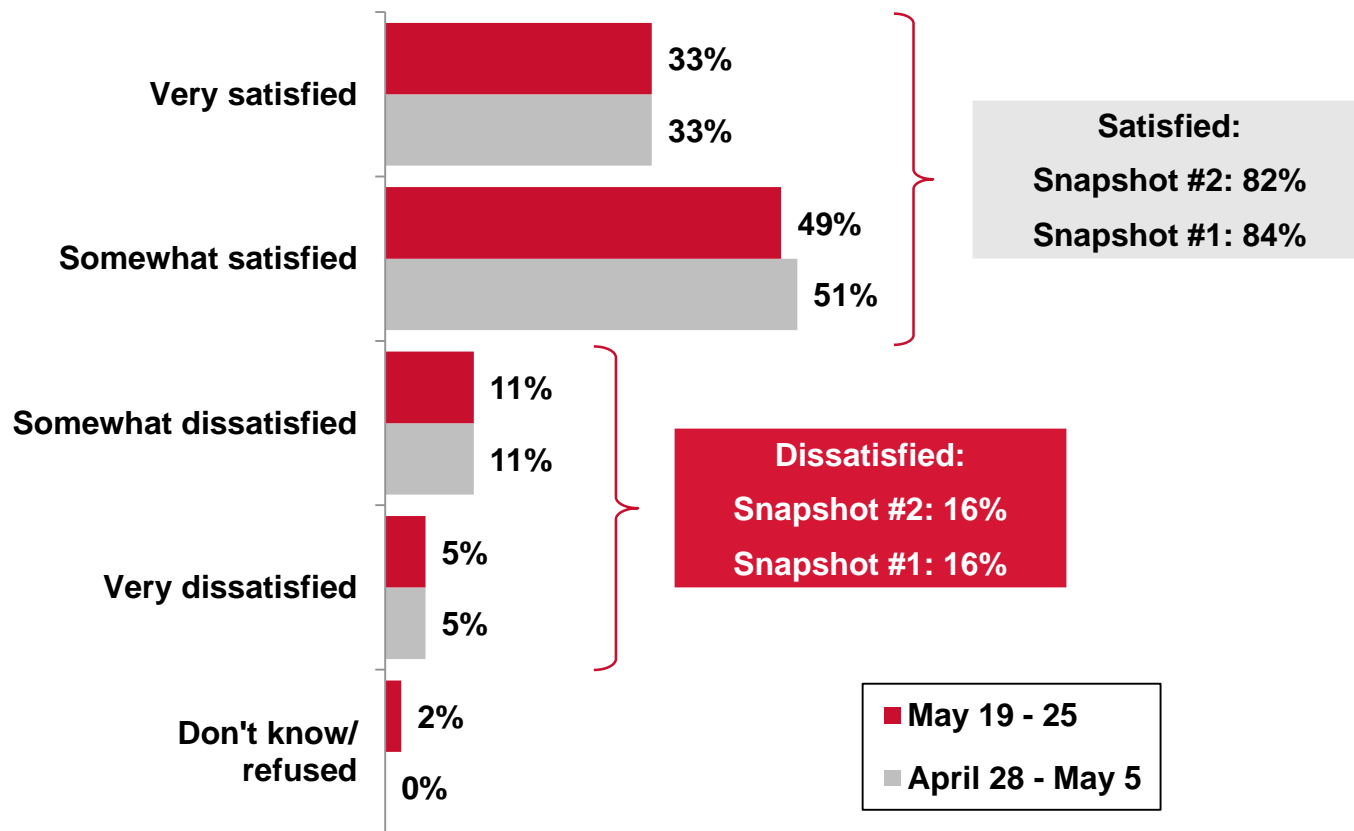
*Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our City?*

Base: Valid respondents (Bases vary)

Source: 2020 Spring Pulse Survey

# City Performance: COVID-19

## Satisfaction with The City's COVID-19 Response



*Overall, how satisfied are you with The City's COVID-19 response?*

Base: All respondents (Snapshot #1:n=400, Snapshot #2: n=400)

Source: 2020 Citizen Perspectives COVID-19 Snapshot #1&2

# City Performance & Reputation

% Very good/Good\*\*



**Calgary**

**51%**

**59%**

**57%**

**43%**

**Alberta**

**47%**

**45%**

**45%**

**N/A**

**Canada**

**59%**

**68%**

**57%**

**N/A**

*How would you rate each of the following in managing the coronavirus outbreak?/And, how would you rate each of the following in managing the coronavirus situation?*

\*\* 5-point scale

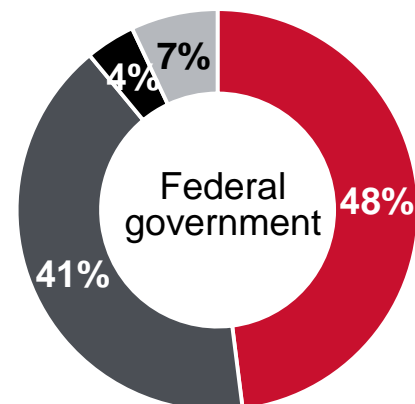
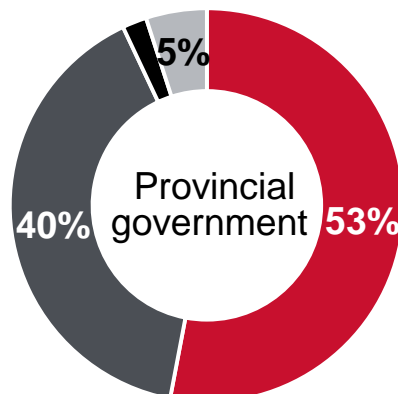
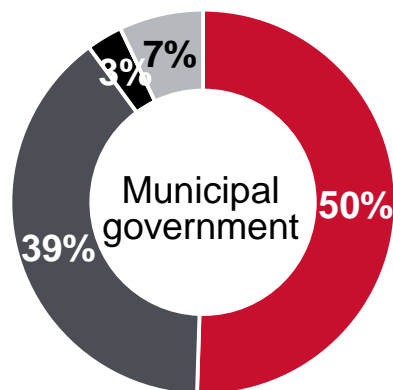
Base: All respondents, Calgary (n=300); Alberta (n=99); Canada (n=1,452)

Should do more

Has done the right amount

Should do less

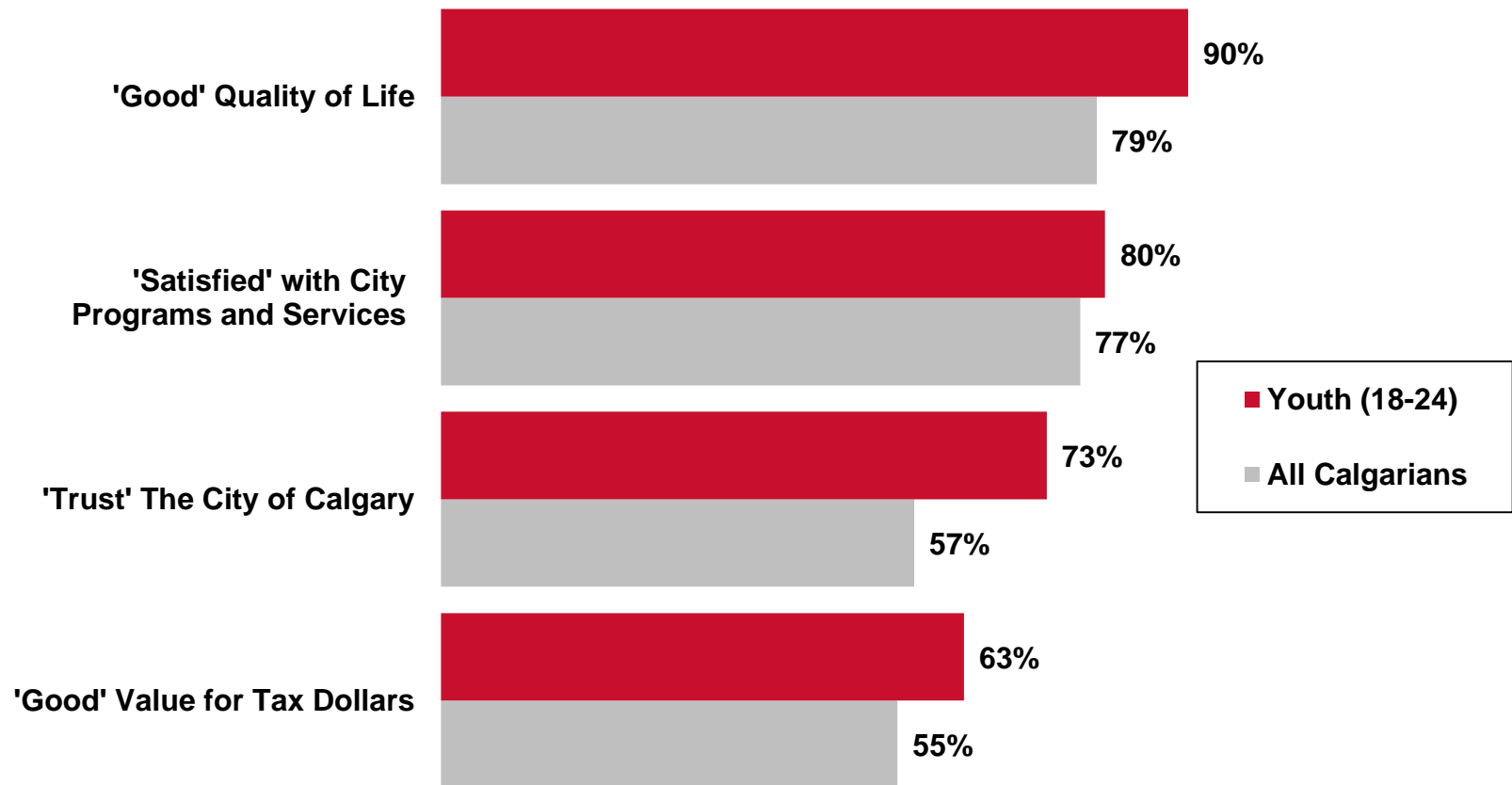
Don't know



*Do you believe that each level of government should do more, do less, or has done the right amount to limit the spread of coronavirus or COVID-19?*

Base: All respondents, Calgary (n=300)

# 2020 Spring Pulse Survey: Youth



Base: Valid respondents (Bases vary)

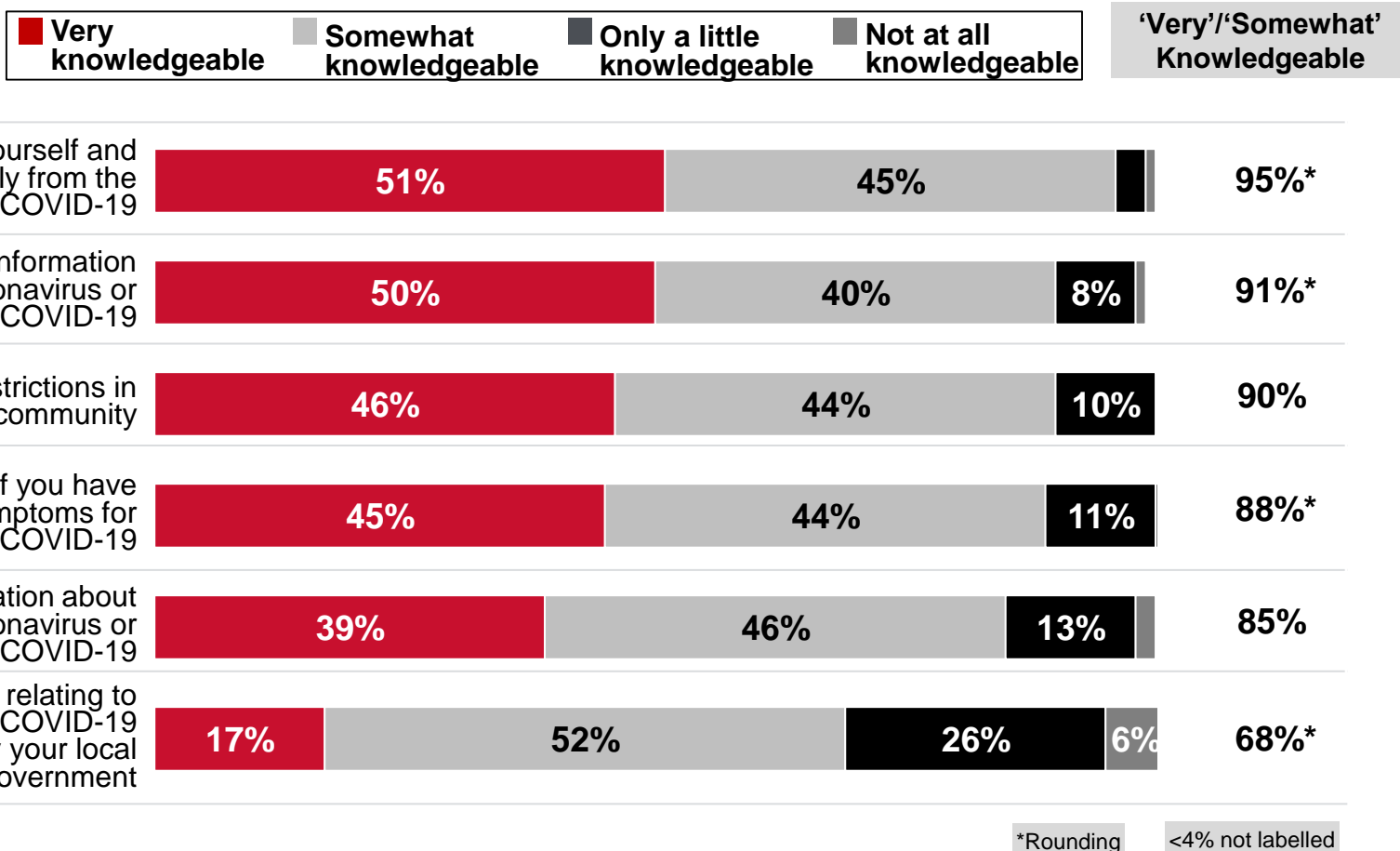
Source: 2020 Spring Pulse Survey



## COVID-19 Awareness & Information



# Knowledge & Awareness of COVID-19

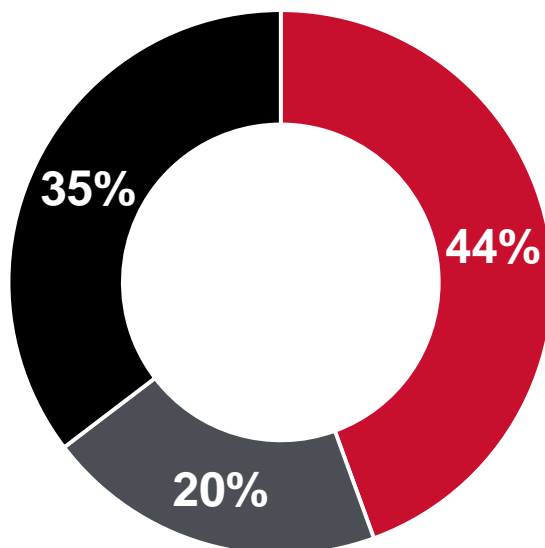
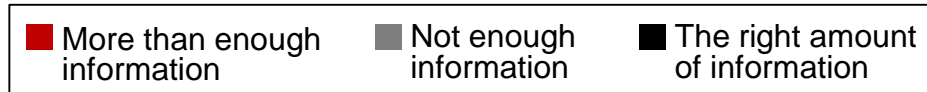


*How knowledgeable would you say that you are about the following?*

Base: All respondents, Calgary (n=300)

Source: City of Calgary Municipal COVID-19 Study – April 2020

# Satisfaction with COVID-19 Information



*Do you feel that you have enough, not enough, or the right amount of information about the coronavirus or COVID-19 situation in your local community?*

**“I’m confused by all the information out there about the Coronavirus or COVID-19”**

**30%** agree

Base: Valid respondents (Bases vary)

Source: City of Calgary Municipal COVID-19 Study – April 2020

# Satisfaction with COVID-19 Information from The City & Information Needs

## 83%

*Agree the information  
provided by The City  
has been clear*

**87%**

*Agree they have enough information about  
what The City is doing to respond to  
COVID-19*

**76%**

*Agree they have enough information about  
support available from The City to  
individuals*

**67%**

*Agree they have enough information about  
support available from The City to  
businesses*

## Information Needs

*Local  
Statistics /  
Information*

## 21%

**13%**

*COVID-19 facts*

**9%**

*Restrictions and reopening*

**6%**

*Programs and support available*



## COVID-19 Personal Impacts & Concerns

# COVID-19 Impacts to Day-to-Day Life

**94%**

*Calgarians are avoiding physical contact with others*

**35%**

*Calgarians wearing a face mask in public in response to COVID-19*

**92%**

*Calgarians report washing their hands or using disinfectant more frequently*

**92%**

*Calgarians report avoiding gatherings of more than five people*

**58%**

*Calgarians report confidence that most people in their community were taking physical distancing measures seriously*

**93%**

*Albertans report using their elbow when coughing or sneezing*

**83%**

*Albertans report they've stopped going out except to pick up necessities*

## *Employment Impacts*

*Reported Job/Income Loss due to Pandemic*

**48%**

**39%**

*Working from home more*

**27%**

*Applying for financial support*

**26%**

*Working reduced hours*

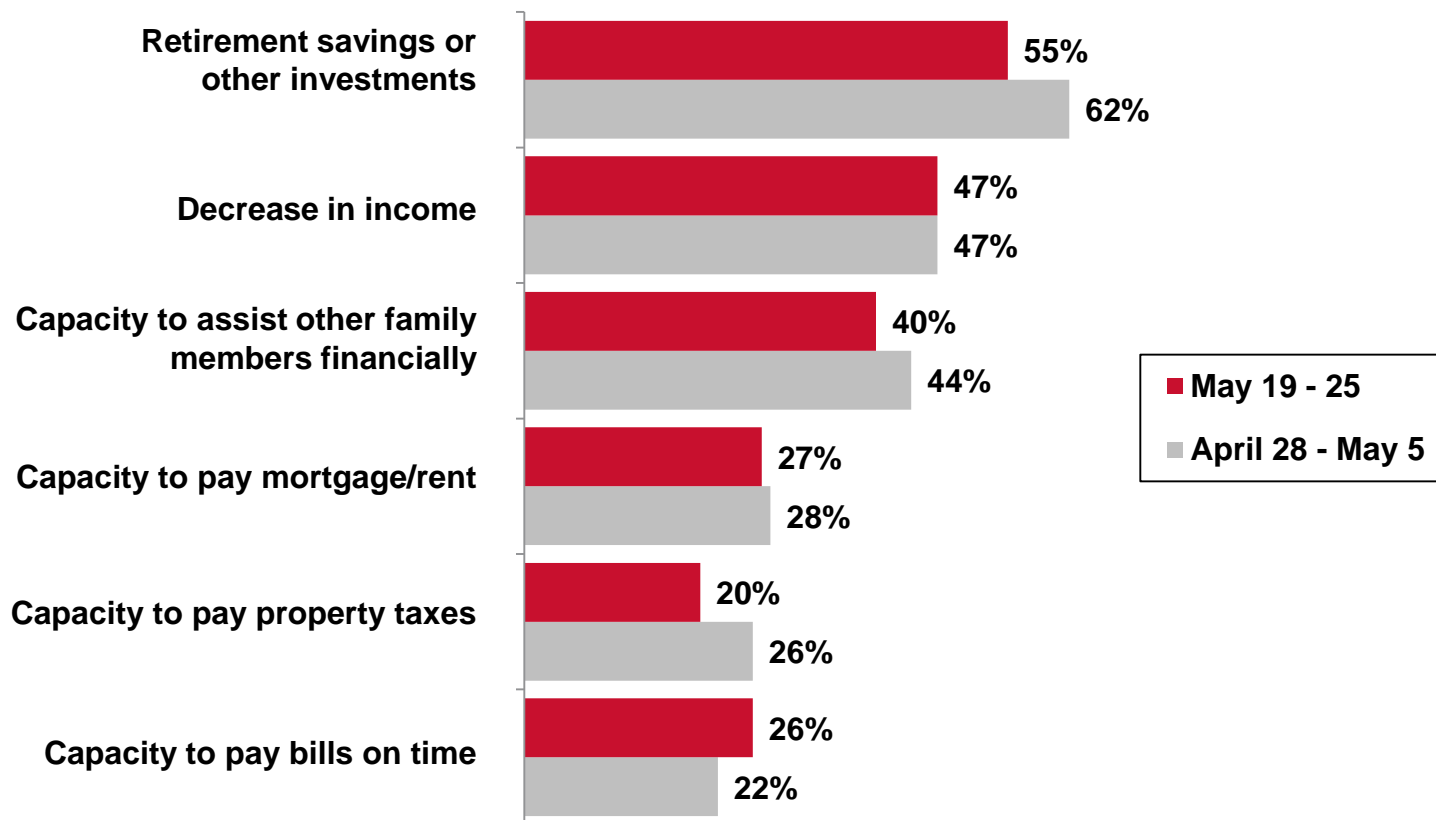
**23%**

*Have been laid off*

Source: City of Calgary Municipal COVID-19 Study – April 2020; Overview of COVID-19 Public Opinion Research – May 2020; 2020 Citizen Perspectives COVID-19 Snapshot #2



# COVID-19 Negative Financial Impacts



*At the moment, has the COVID-19 pandemic had a negative impact on you financially when it comes to the following:*

Base: All respondents to whom each is applicable (Bases vary)

Source: 2020 Citizen Perspectives COVID-19 Snapshot #1&2



## Looking Forward

# Perceived Threat of COVID-19

**89%**

*Calgarians see COVID-19 as a major threat to Calgary's economy*

**58%**

*Calgarians see COVID-19 as a major threat to the health of Calgary's population*

**43%**

*Calgarians report COVID-19 poses a threat to day-to-day life in their community*

**30%**

*Calgarians feel COVID-19 is a major threat to their personal financial situation*

**26%**

*Calgarians indicate COVID-19 is a major threat to their mental health*

**25%**

*Calgarians indicate COVID-19 is a major threat to their physical health*

## Concern about Illness

*Concerned about family and friends becoming ill*

**85%****64%**

*Concern for people in their own household becoming ill*

**61%**

*Concern for themselves becoming ill*

# Relaunch Strategy and Support for Mitigation Efforts

## Alberta's Relaunch Strategy

Satisfied with  
Alberta's  
Relaunch  
Strategy

**73%**

**13%**

Alberta's Relaunch Strategy is too slow

**56%**

Alberta's Relaunch Strategy is just about right

**28%**

Alberta's Relaunch Strategy is too fast

**61%**

Calgarians support making people wear a mask or face covering in public

**33%**

Calgarians support relaxing physical distancing rules for healthy people <70 years

**97%**

Calgarians support ensuring that governments release all data associated with COVID-19 impacts

**79%**

Calgarians support strict fines or criminal penalties for non-compliance with physical distancing guidelines or COVID-19 bylaws

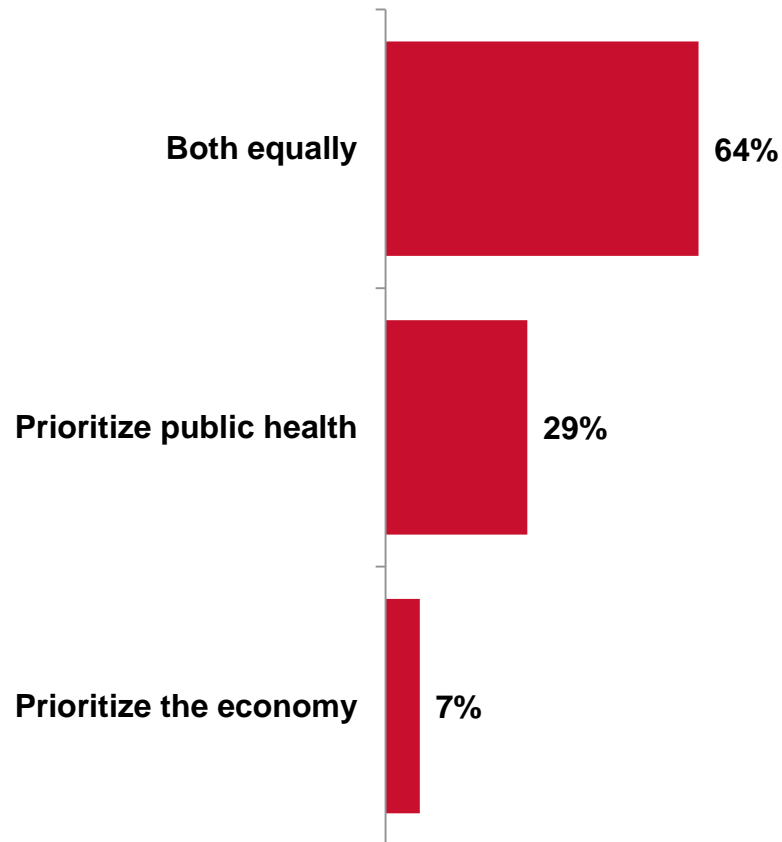
**72%**

Calgarians support forcing all non-essential business to close

**65%**

Calgarians support closing all public spaces, including parks, trails and playgrounds

# Health vs. Economy



*Government decision-makers have to balance the importance of public health and the economy when deciding how to re-open the economy. Do you think the priority should be public health, the economy, or both equally?*

Base: All respondents (n=400)

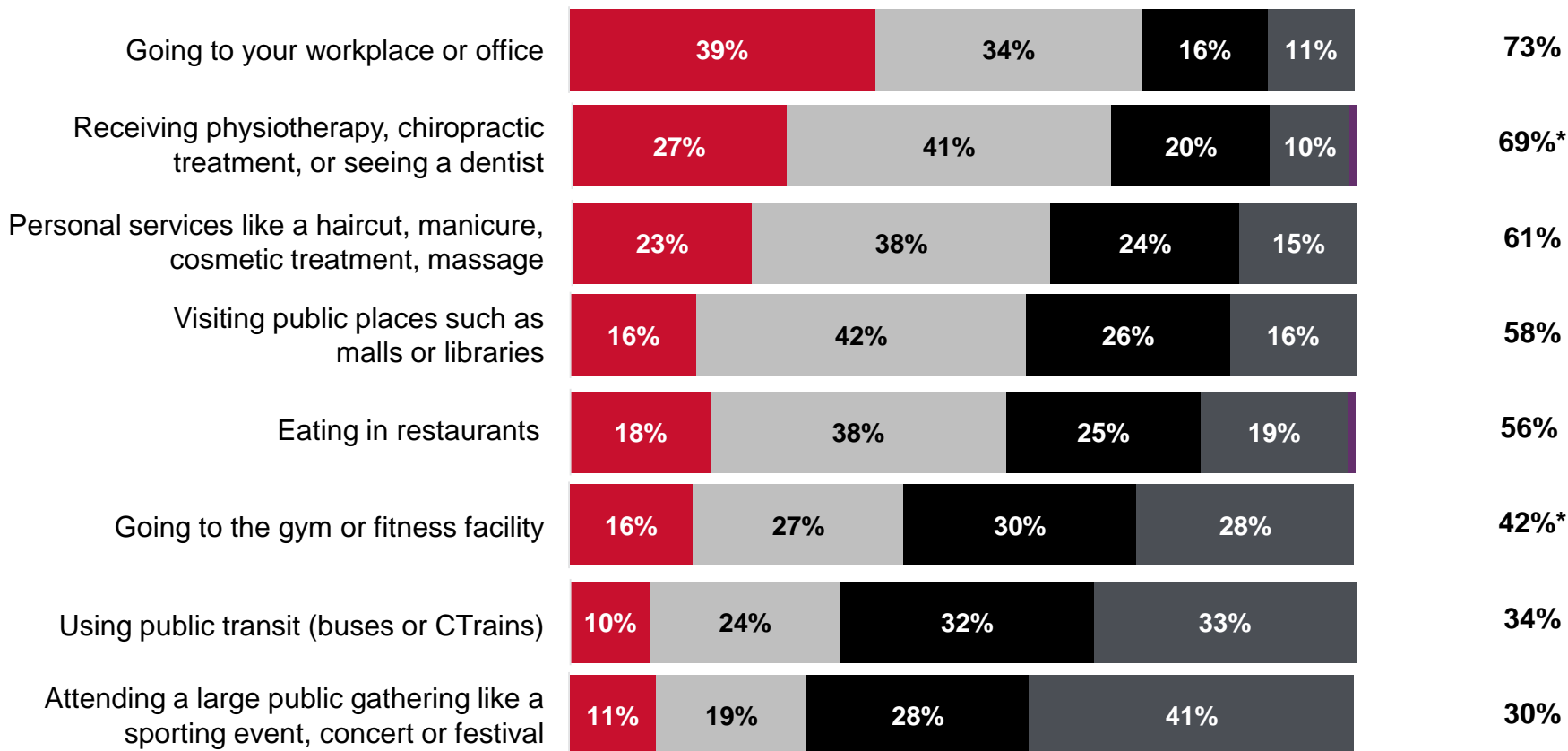
Source: 2020 Citizen Perspectives COVID-19 Snapshot #2



# Comfort Level with Personal Activities



**'Very'/'Somewhat' Comfortable**



*Once restrictions are lifted but before there is a COVID-19 vaccine, how comfortable will you be doing the following activities?*

Base: All respondents to whom each is applicable (Bases vary)

Source: 2020 Citizen Perspectives COVID-19 Snapshot #2

\*Rounding

Thank you