C2020-0632 Spring 2020 Citizen Research Results Council Presentation
Combined Meeting of Council
2020 June 15
Research Timelines

March
- Alberta’s First Case (March 6)
- Spring Pulse Fieldwork Begins (March 2)
- Non-essential Travel Ban (March 13)
- WHO Declares Global Outbreak (March 11)
- Calgary: State of Local Emergency (March 15)

April
- Spring Pulse Fieldwork Ends (March 23)
- City of Calgary Municipal COVID-19 Study Fieldwork Begins (April 20)
- Alberta Relaunch Strategy Announced (April 30)
- City of Calgary Municipal COVID-19 Study Fieldwork Ends (April 27)

May
- Citizen Perspectives Snapshot #1 Fieldwork Ends (May 5)
- Citizen Perspectives Snapshot #2 Fieldwork Begins (April 28)
- Alberta Stage 1 Relaunch Begins (May 14)
- Citizen Perspectives Snapshot #2 Fieldwork Ends (May 25)

Alberta’s First Case (March 6)
WHO Declares Global Outbreak (March 11)
Calgary: State of Local Emergency (March 15)
City of Calgary Municipal COVID-19 Study Fieldwork Begins (April 20)
Citizen Perspectives Snapshot #1 Fieldwork Ends (May 5)
Citizen Perspectives Snapshot #2 Fieldwork Begins (April 28)
Citizen Perspectives Snapshot #2 Fieldwork Ends (May 25)
Alberta Relaunch Strategy Announced (April 30)
City of Calgary Municipal COVID-19 Study Fieldwork Ends (April 27)
Alberta Stage 1 Relaunch Begins (May 14)
City Performance & Reputation
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
Great Place to Make a Life/Living

% Agree

- Calgary is a Great Place to Make a Life
- Calgary is a Great Place to Make a Living
- Calgary is on the Right Track

Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where “1” is “completely disagree” and “10” is “completely agree.”

Please indicate whether you agree or disagree with the following statement about Calgary's future: Calgary is on the right track to be a better city 10 years from now.

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

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

Satisfied: 77%

Spring 2020: 77%↑
Fall 2019: 74%
Spring 2019: 73%
Fall 2018: 77%
Spring 2018: 76%
Fall 2017: 79%
Spring 2017: 76%

*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

Statistically higher than prior wave
Statistically lower than prior wave

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
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 (n=2,450)
Source: 2020 Spring Pulse Survey

- Increase taxes – to expand services: 19%
- Increase taxes – to maintain services at current levels: 30%
- Cut services – to maintain current tax level: 28%
- Cut services – to reduce taxes: 17%
- None: 7%

Increase Taxes: 48%
Cut Services: 45%

*Rounding
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
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

<table>
<thead>
<tr>
<th></th>
<th>Spring 2020</th>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
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</thead>
<tbody>
<tr>
<td>Administration</td>
<td>80%</td>
<td>81%</td>
<td>78%</td>
<td></td>
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<tr>
<td>The City of Calgary</td>
<td>72%</td>
<td>72%</td>
<td>72%</td>
<td></td>
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<tr>
<td>City Council</td>
<td>61%</td>
<td>60%</td>
<td>60%</td>
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</table>

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
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
% Very good/Good**

<table>
<thead>
<tr>
<th></th>
<th>Calgary</th>
<th>Alberta</th>
<th>Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>51%</td>
<td>47%</td>
<td>59%</td>
</tr>
<tr>
<td></td>
<td>59%</td>
<td>45%</td>
<td>68%</td>
</tr>
<tr>
<td></td>
<td>57%</td>
<td>45%</td>
<td>57%</td>
</tr>
<tr>
<td></td>
<td>43%</td>
<td>N/A</td>
<td>N/A</td>
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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?
Base: All respondents, Calgary (n=300); Alberta (n=99); Canada (n=1,452)

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)

Source: City of Calgary Municipal COVID-19 Study – April 2020
2020 Spring Pulse Survey: Youth

- 'Good' Quality of Life: 90% (Youth) vs 79% (All Calgarians)
- 'Satisfied' with City Programs and Services: 80% (Youth) vs 77% (All Calgarians)
- 'Trust' The City of Calgary: 73% (Youth) vs 57% (All Calgarians)
- 'Good' Value for Tax Dollars: 63% (Youth) vs 55% (All Calgarians)

Base: Valid respondents (Bases vary)
Source: 2020 Spring Pulse Survey
COVID-19 Awareness & Information
Knowledge & Awareness of COVID-19

<table>
<thead>
<tr>
<th>Knowledgeable Description</th>
<th>How to protect yourself and your family from the coronavirus or COVID-19</th>
<th>Where to go for information about the coronavirus or COVID-19</th>
<th>Closures and restrictions in your community</th>
<th>Where to go if you have suspected symptoms for coronavirus or COVID-19</th>
<th>How to get information about testing for coronavirus or COVID-19</th>
<th>Support programs relating to coronavirus or COVID-19 provided by your local municipal government</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very knowledgeable</td>
<td>51%</td>
<td>50%</td>
<td>46%</td>
<td>45%</td>
<td>39%</td>
<td>17%</td>
</tr>
<tr>
<td>Somewhat knowledgeable</td>
<td></td>
<td>40%</td>
<td>44%</td>
<td>44%</td>
<td>46%</td>
<td>52%</td>
</tr>
<tr>
<td>Only a little knowledgeable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not at all knowledgeable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

‘Very’/‘Somewhat’ Knowledgeable

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

*Rounding <4% not labelled
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?

- 44% More than enough information
- 35% The right amount of information
- 20% Not enough information

“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

21%
Local Statistics / Information

13%
COVID-19 facts

9%
Restrictions and reopening

6%
Programs and support available

Source: 2020 Citizen Perspectives COVID-19 Snapshot #2; City of Calgary Municipal COVID-19 Study – April 2020
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

48% Reported Job/Income Loss due to Pandemic

39% Working from home more

27% Applying for financial support

26% Working reduced hours

23% Have been laid off

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

90% 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

85% Concerned about family and friends becoming ill

64% Concern for people in their own household becoming ill

61% Concern for themselves becoming ill

Source: 2020 Citizen Perspectives COVID-19 Snapshot #2
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

Source: City of Calgary Municipal COVID-19 Study – April 2020; 2020 Citizen Perspectives COVID-19 Snapshot #2
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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Very comfortable</th>
<th>Somewhat comfortable</th>
<th>Not very comfortable</th>
<th>Not at all comfortable</th>
<th>Don't know/refused</th>
<th>('Very'/'Somewhat) Comfortable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Going to your workplace or office</td>
<td>39%</td>
<td>34%</td>
<td>16%</td>
<td>11%</td>
<td></td>
<td>73%</td>
</tr>
<tr>
<td>Receiving physiotherapy, chiropractic treatment, or seeing a dentist</td>
<td>27%</td>
<td>41%</td>
<td>20%</td>
<td>10%</td>
<td></td>
<td>69%*</td>
</tr>
<tr>
<td>Personal services like a haircut, manicure, cosmetic treatment, massage</td>
<td>23%</td>
<td>38%</td>
<td>24%</td>
<td>15%</td>
<td></td>
<td>61%</td>
</tr>
<tr>
<td>Visiting public places such as malls or libraries</td>
<td>16%</td>
<td>42%</td>
<td>26%</td>
<td>16%</td>
<td></td>
<td>58%</td>
</tr>
<tr>
<td>Eating in restaurants</td>
<td>18%</td>
<td>38%</td>
<td>25%</td>
<td>19%</td>
<td></td>
<td>56%</td>
</tr>
<tr>
<td>Going to the gym or fitness facility</td>
<td>16%</td>
<td>27%</td>
<td>30%</td>
<td>28%</td>
<td></td>
<td>42%*</td>
</tr>
<tr>
<td>Using public transit (buses or CTrains)</td>
<td>10%</td>
<td>24%</td>
<td>32%</td>
<td>33%</td>
<td></td>
<td>34%</td>
</tr>
<tr>
<td>Attending a large public gathering like a sporting event, concert or festival</td>
<td>11%</td>
<td>19%</td>
<td>28%</td>
<td>41%</td>
<td></td>
<td>30%</td>
</tr>
</tbody>
</table>

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