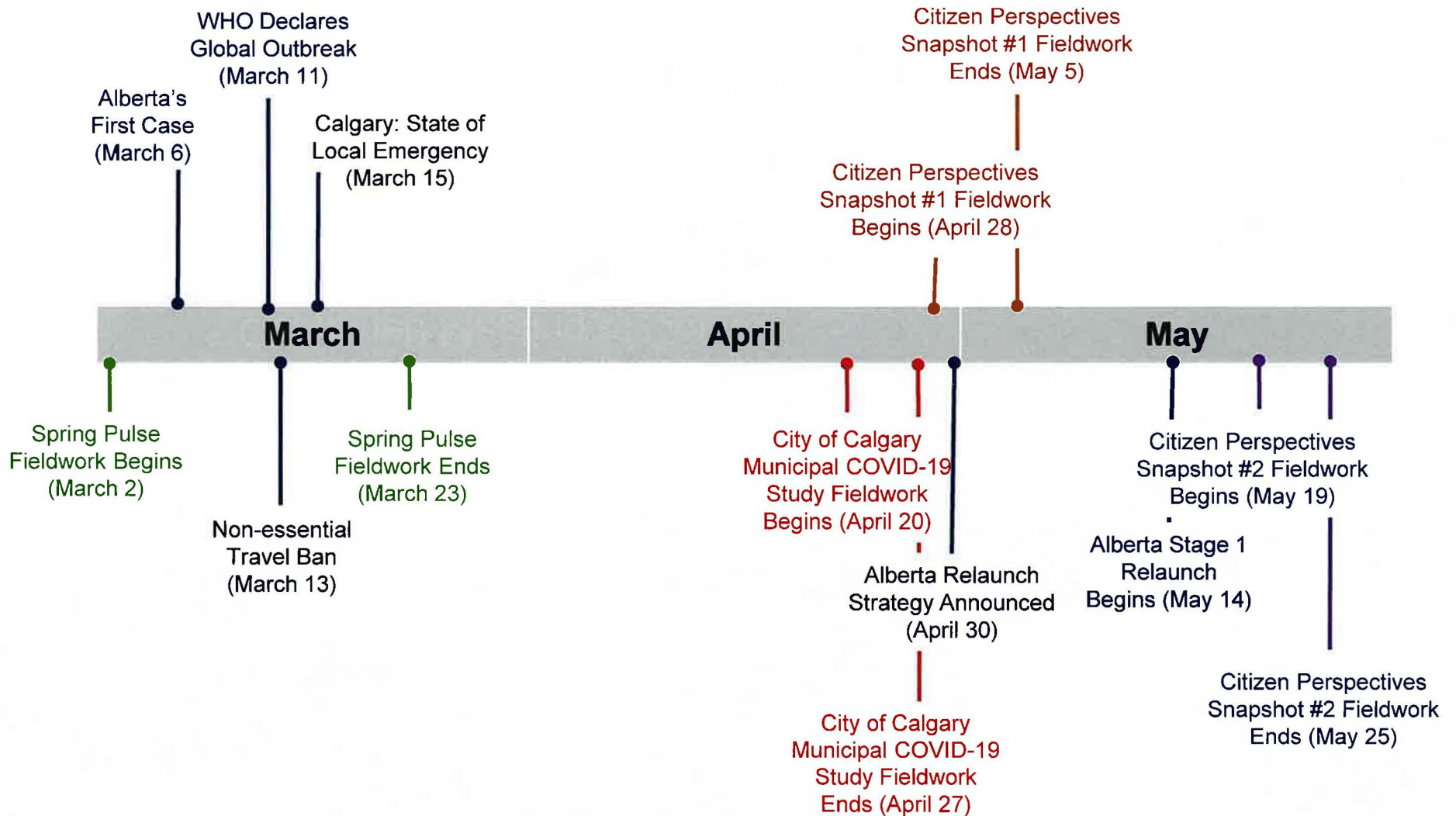


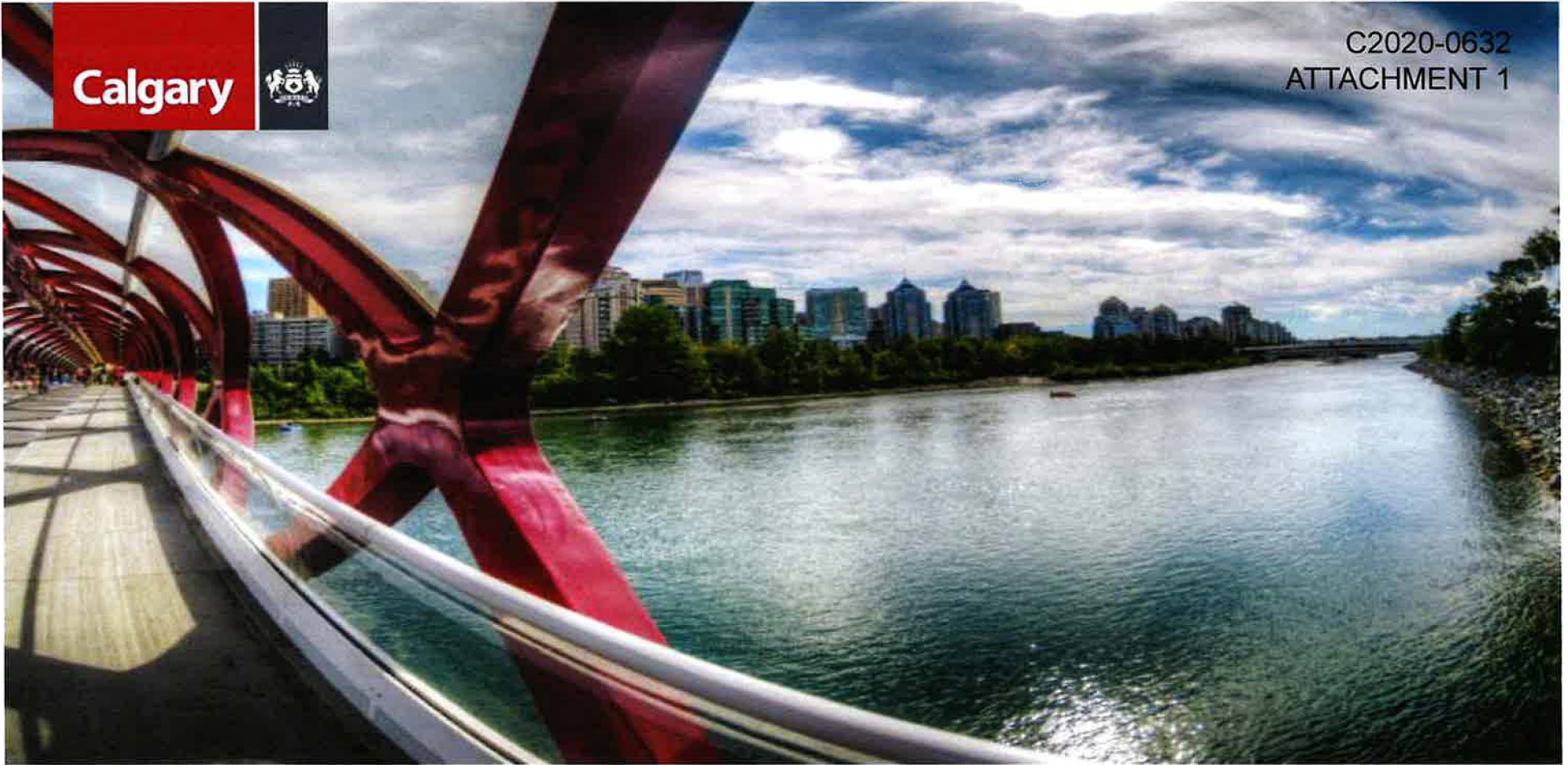


C2020-0632 Spring 2020 Research Results
Council Presentation
Combined Meeting of Council
2020 June 15



Research Timelines

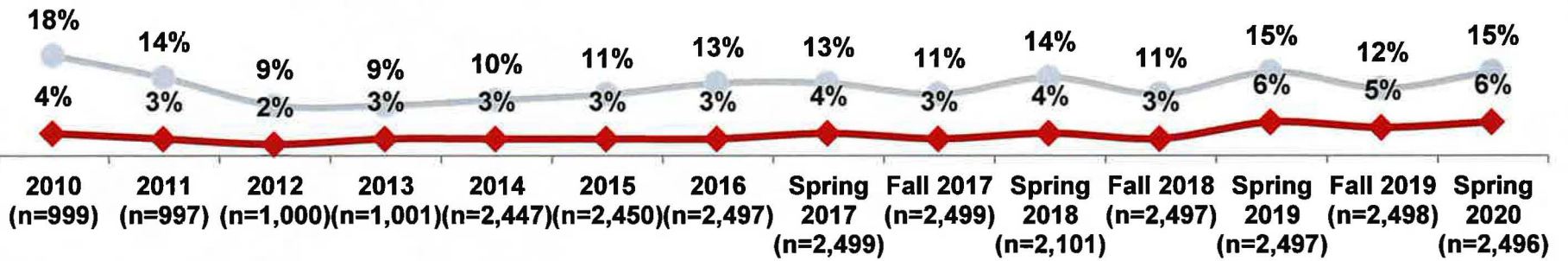
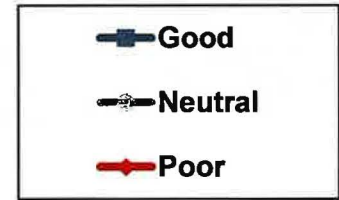
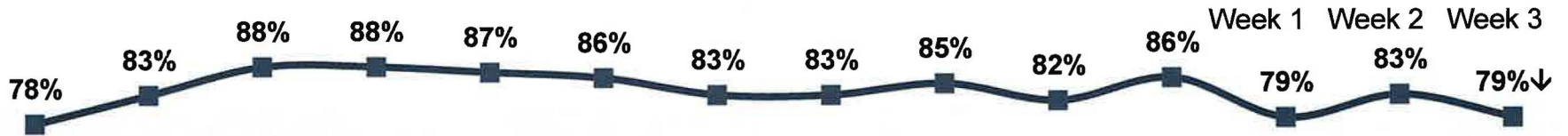
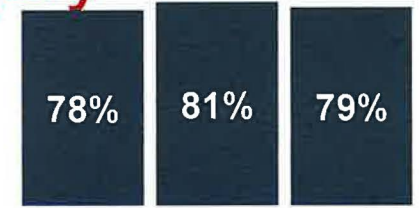




City Performance & Reputation



Overall Quality of Life in Calgary



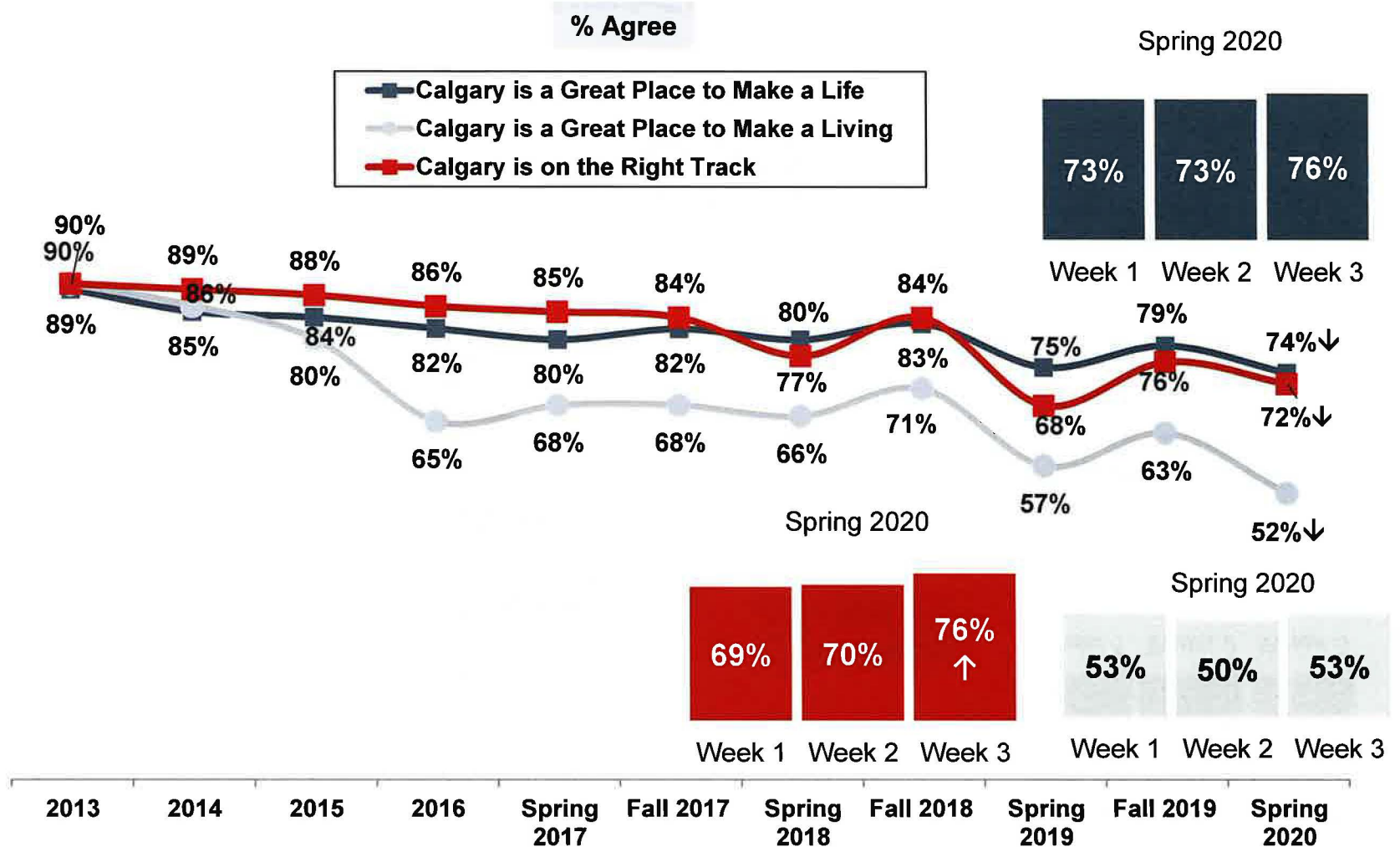
On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents

Source: 2020 Spring Pulse Survey

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

Great Place to Make a Life/Living



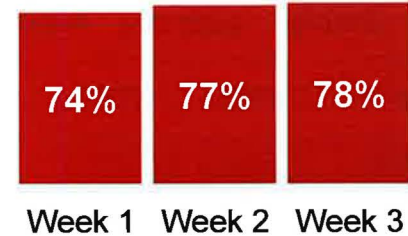
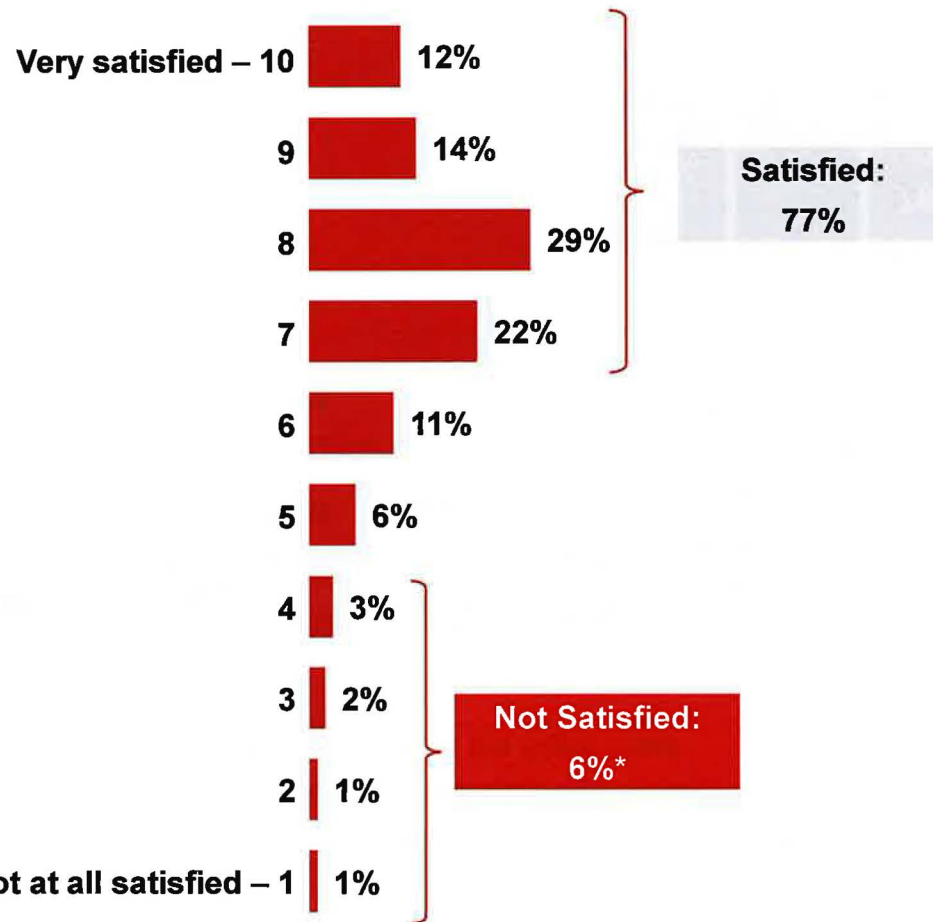
Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree." Please indicate whether you agree or disagree with the following statement about Calgary's future: Calgary is on the right track to be a better 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

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?

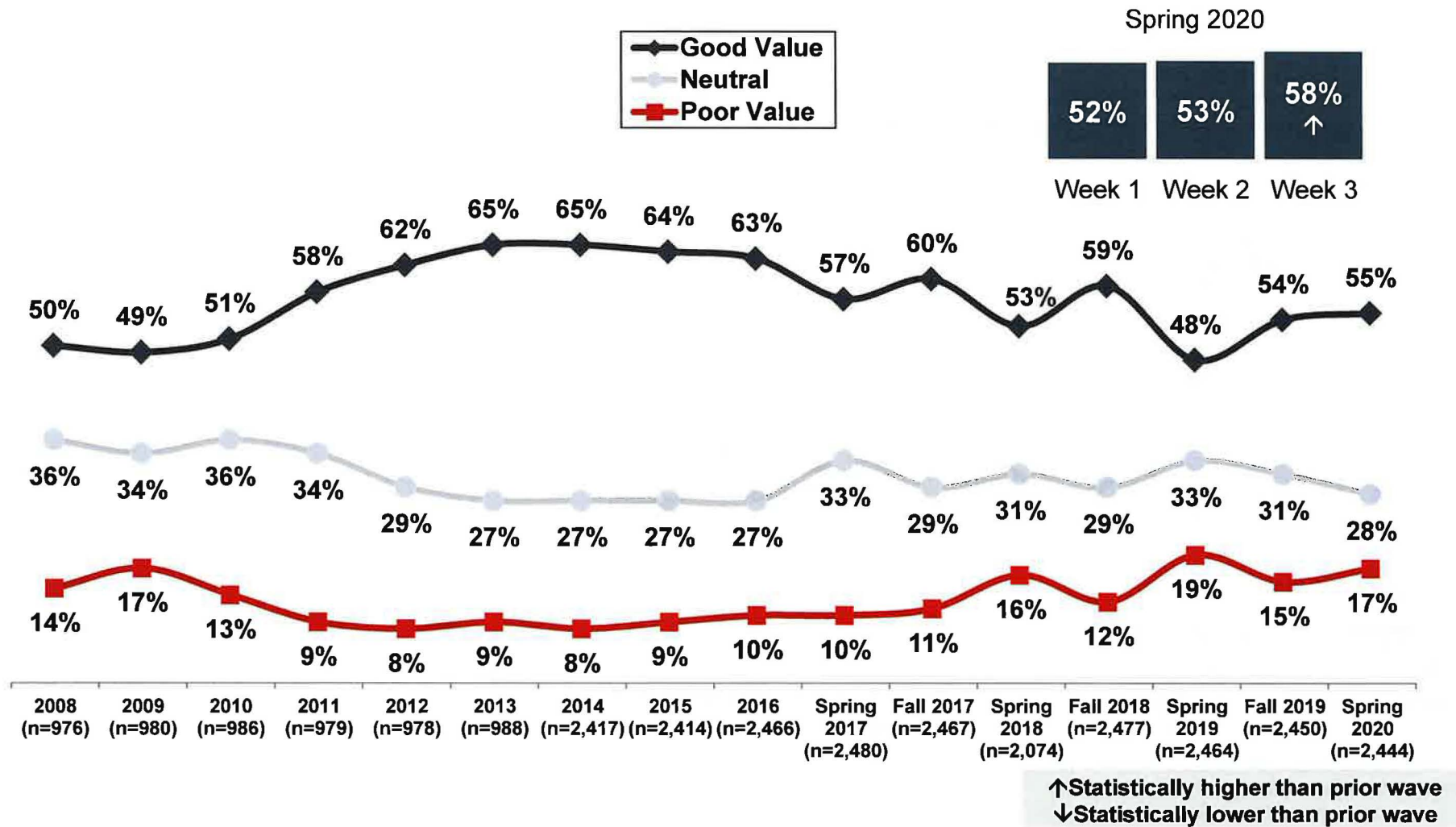
Base: Valid respondents (n=2,498)

Source: 2020 Spring Pulse Survey

*Rounding

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

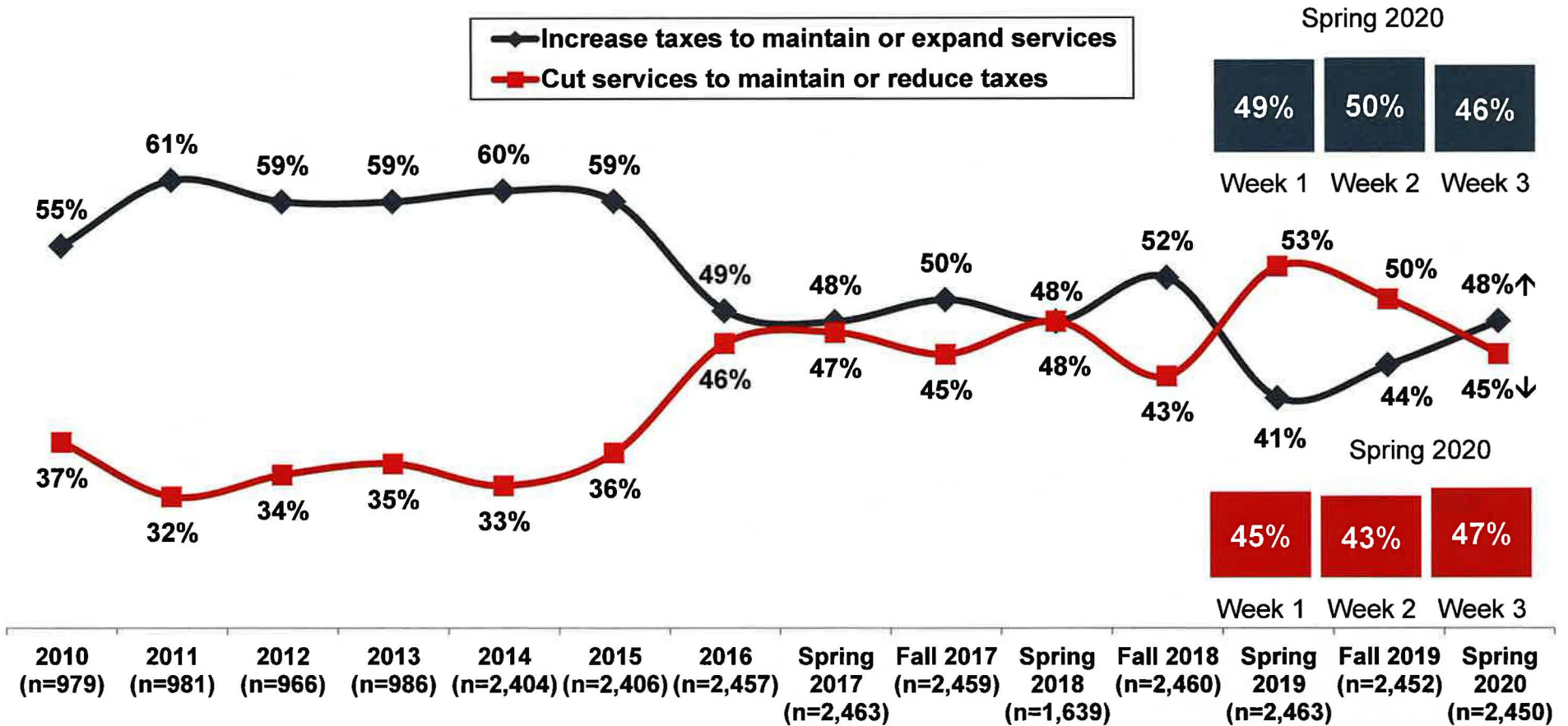
Tracking Perceived Value of Taxes



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

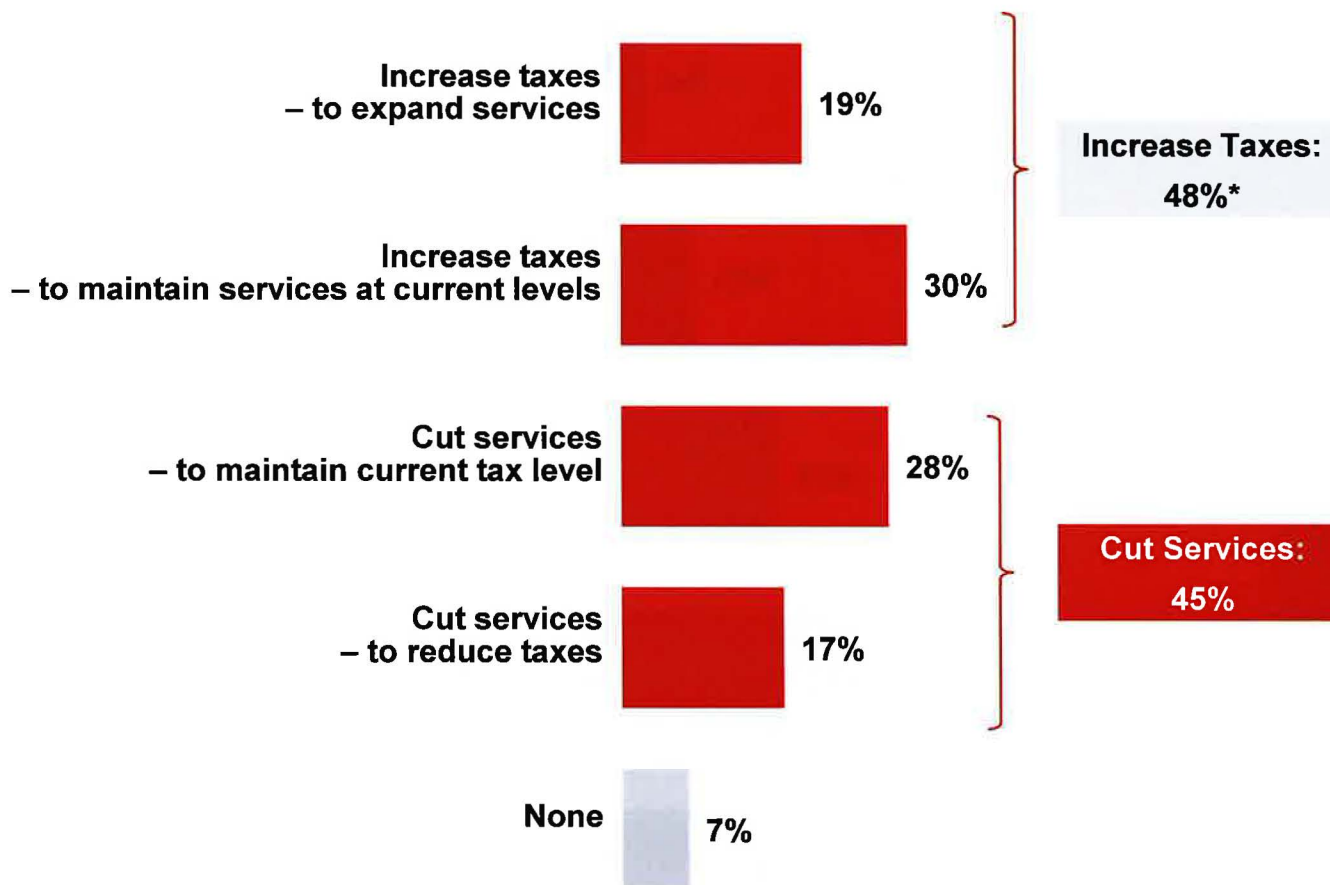


Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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



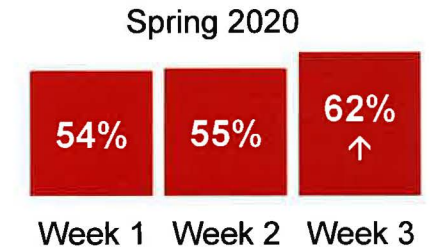
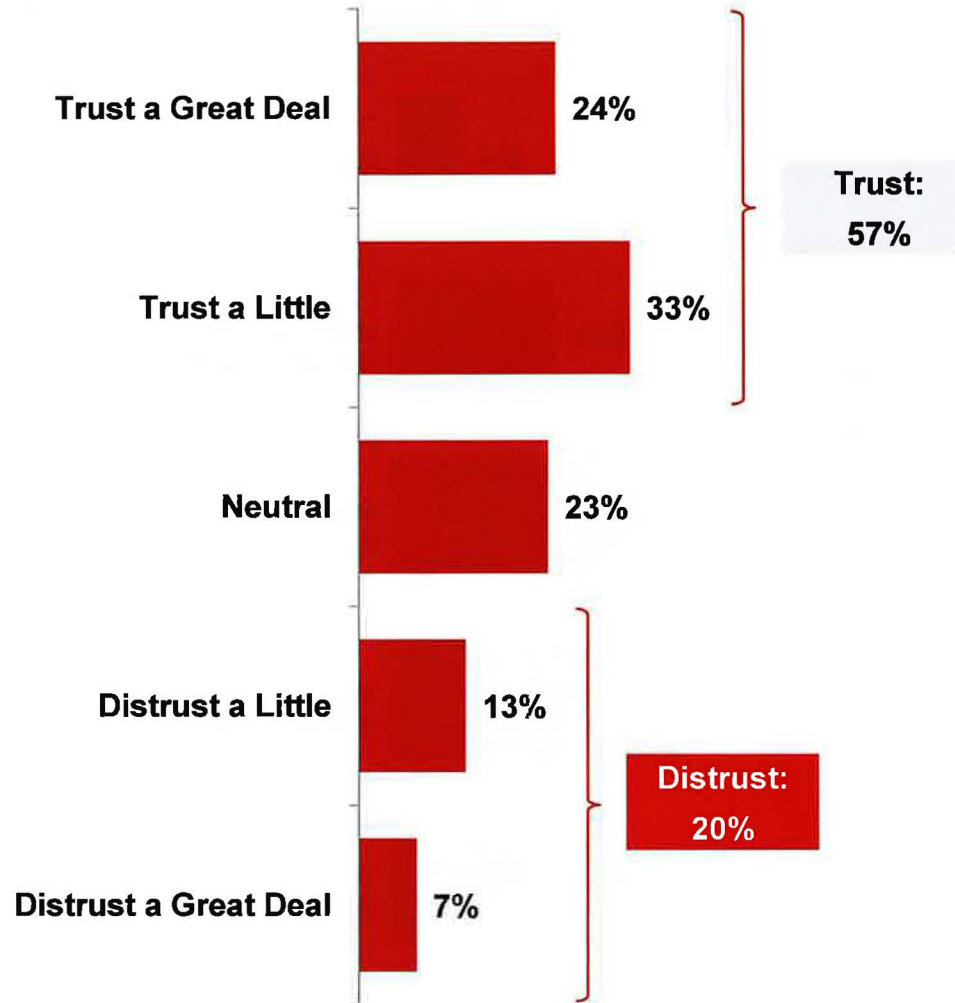
Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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



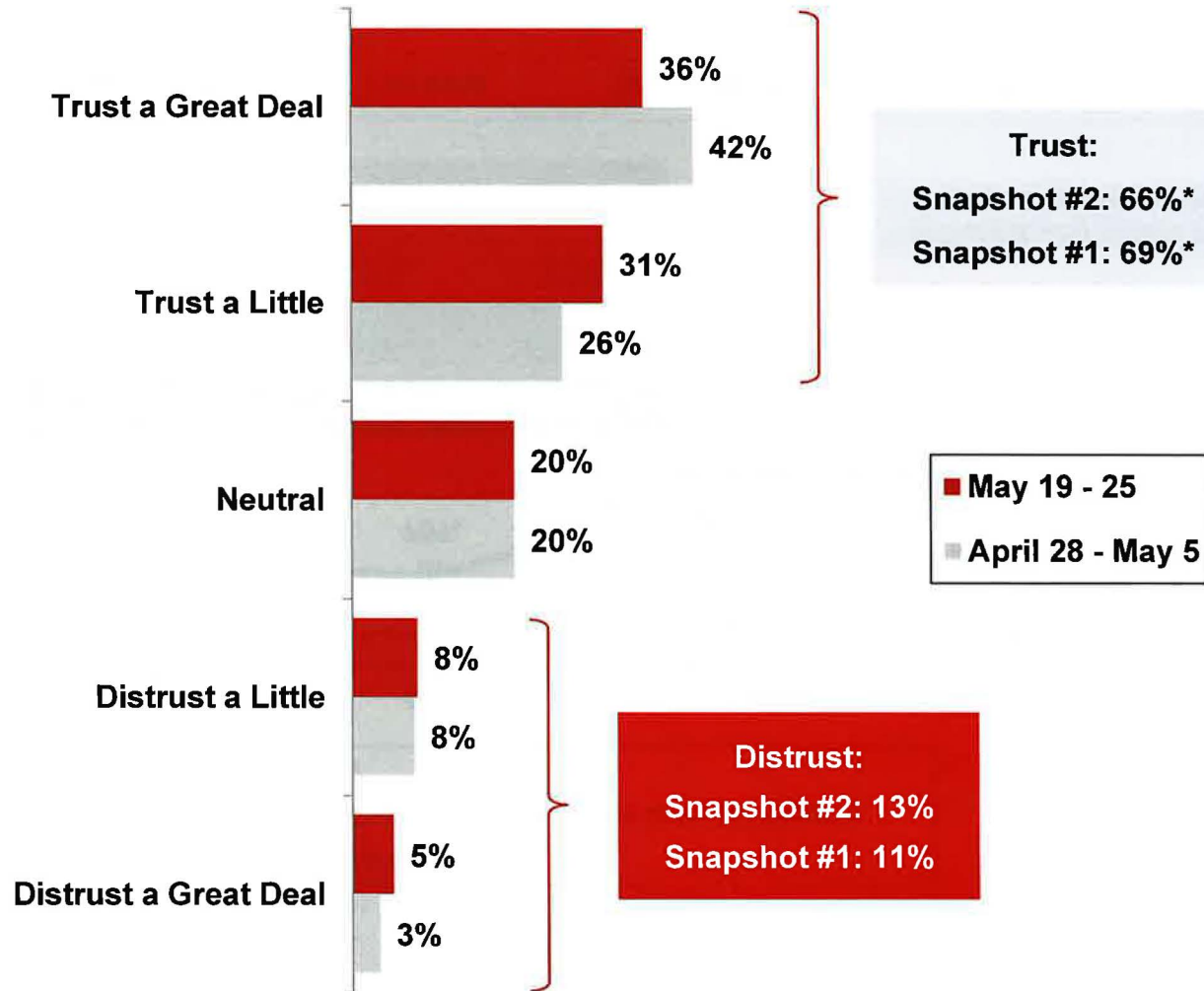
Again, taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary?

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

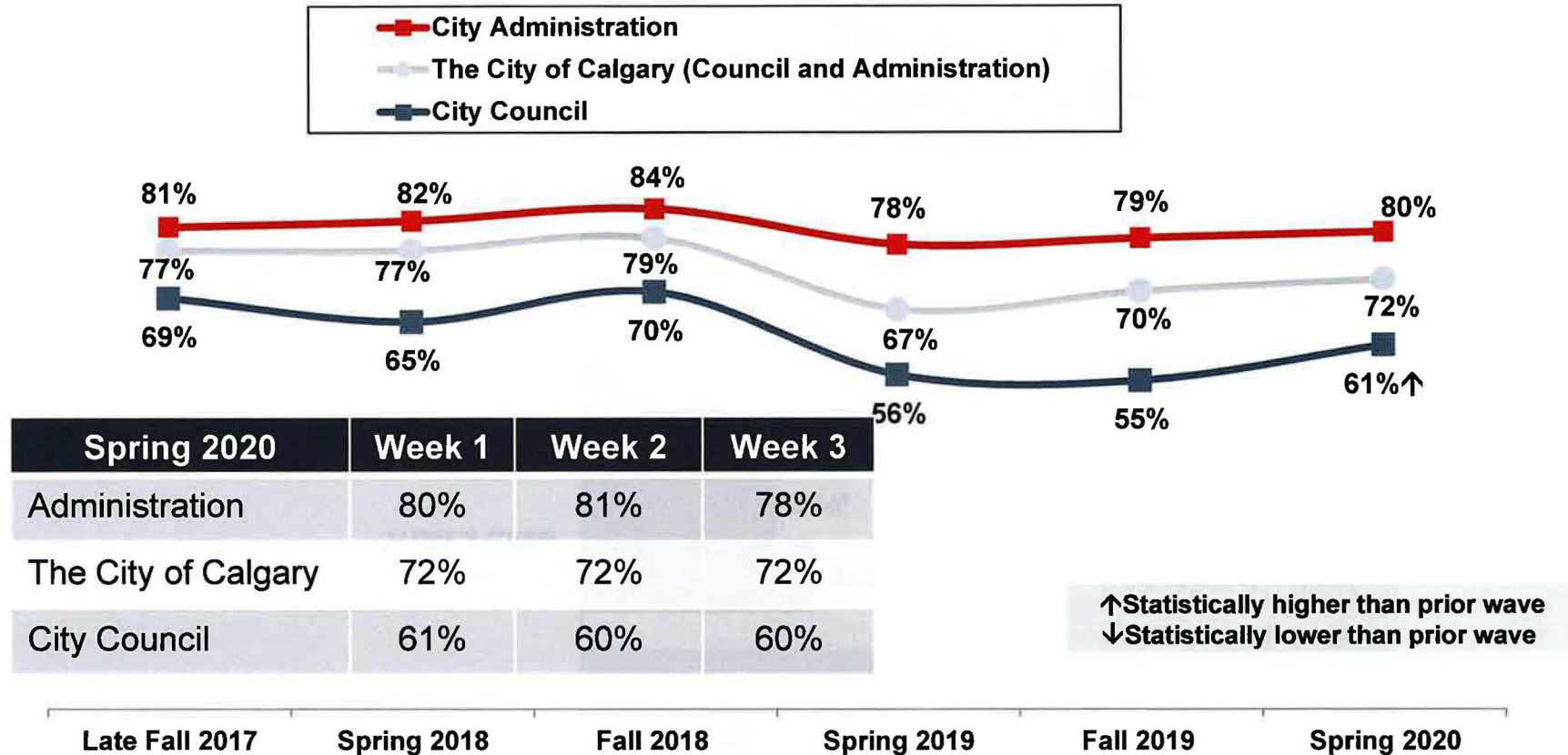
Taking into account all the things that you think are important about the COVID-19 response, how much do you trust or distrust The City of Calgary?

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



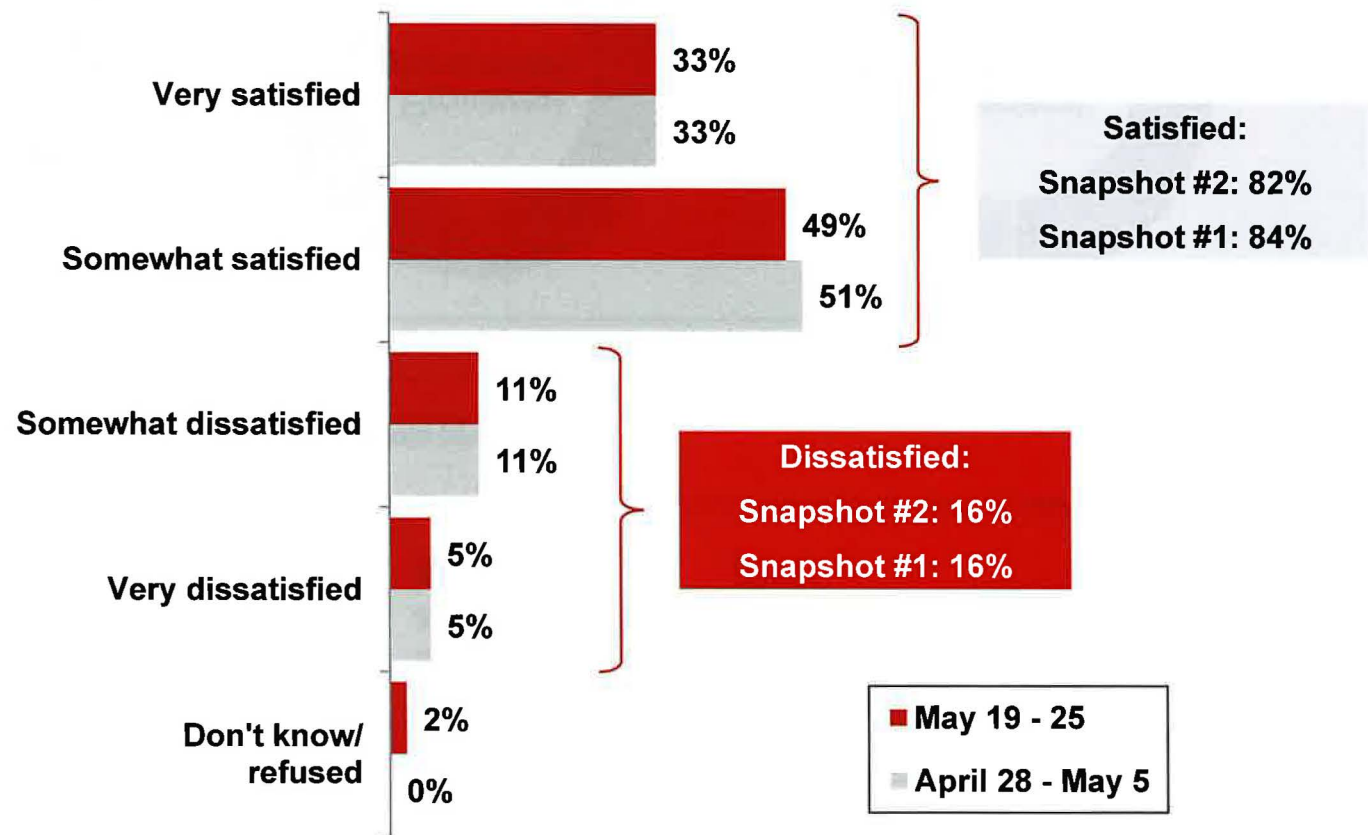
Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our City?

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

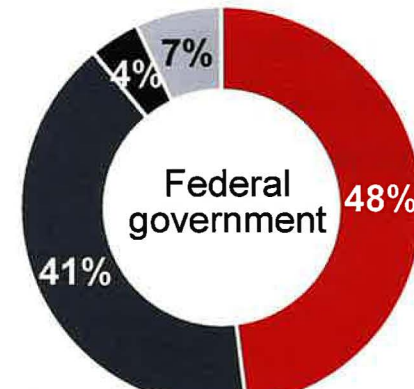
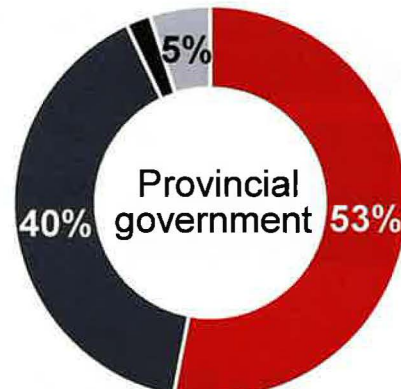
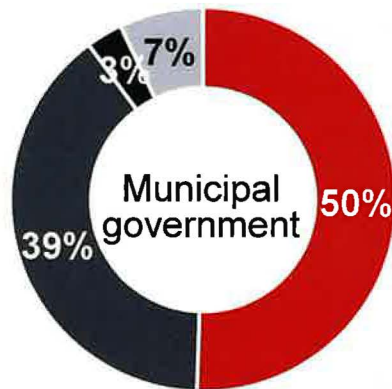
% Very good/Good**

				
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

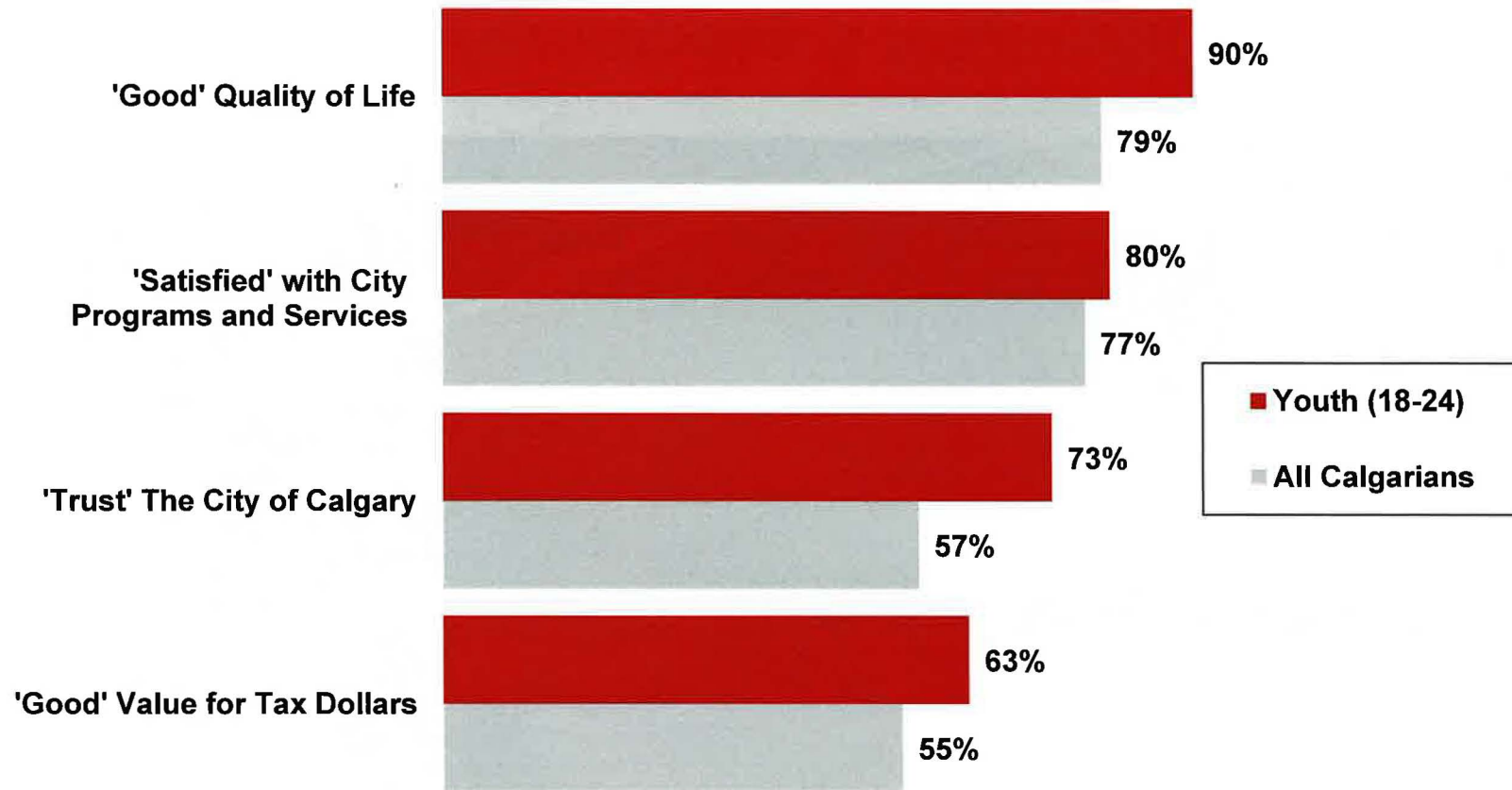


Do you believe that each level of government should do more, do less, or has done the right amount to limit the spread of coronavirus or COVID-19?

Base: All respondents, Calgary (n=300)

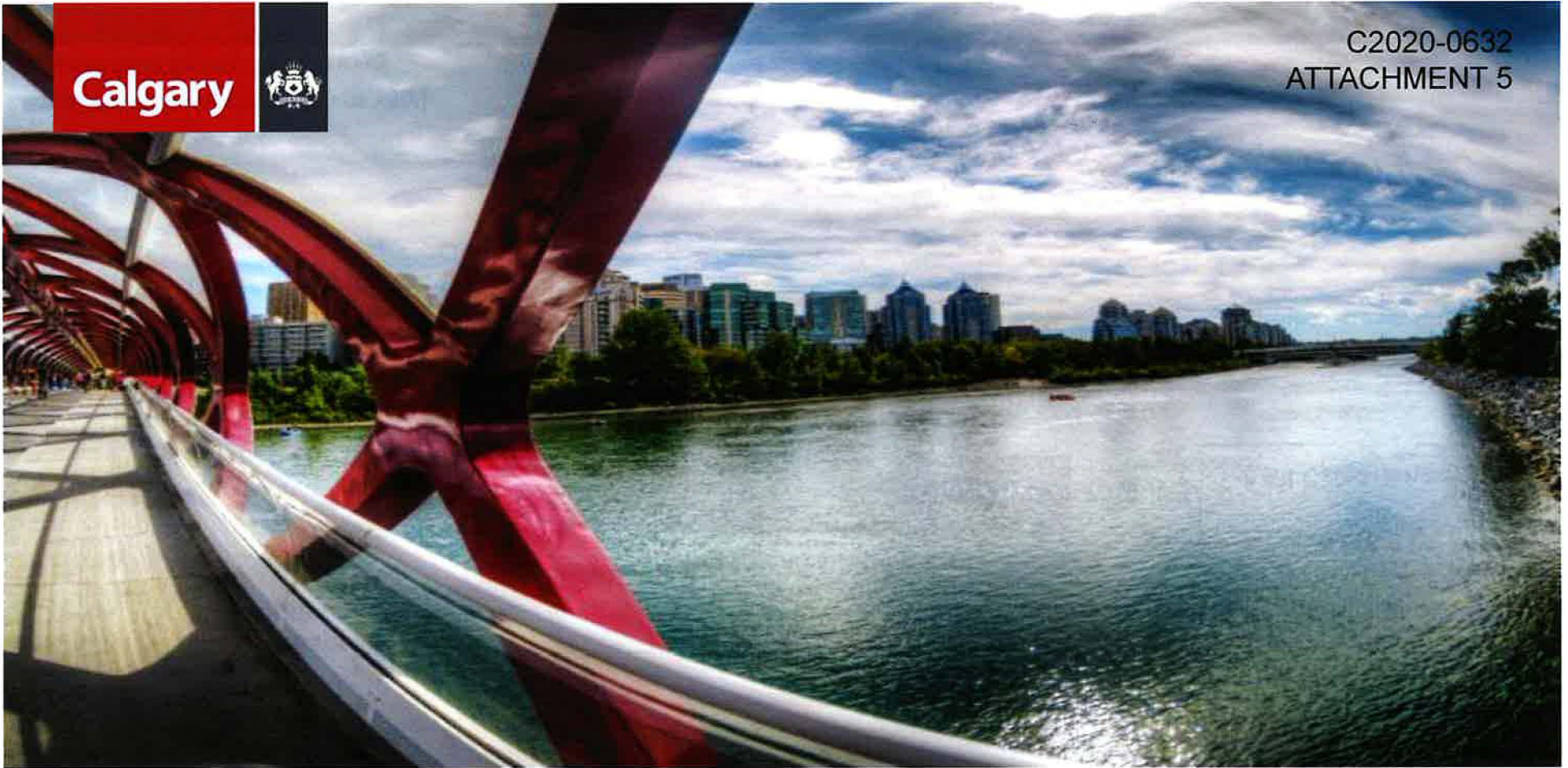
Source: City of Calgary Municipal COVID-19 Study – April 2020

2020 Spring Pulse Survey: Youth



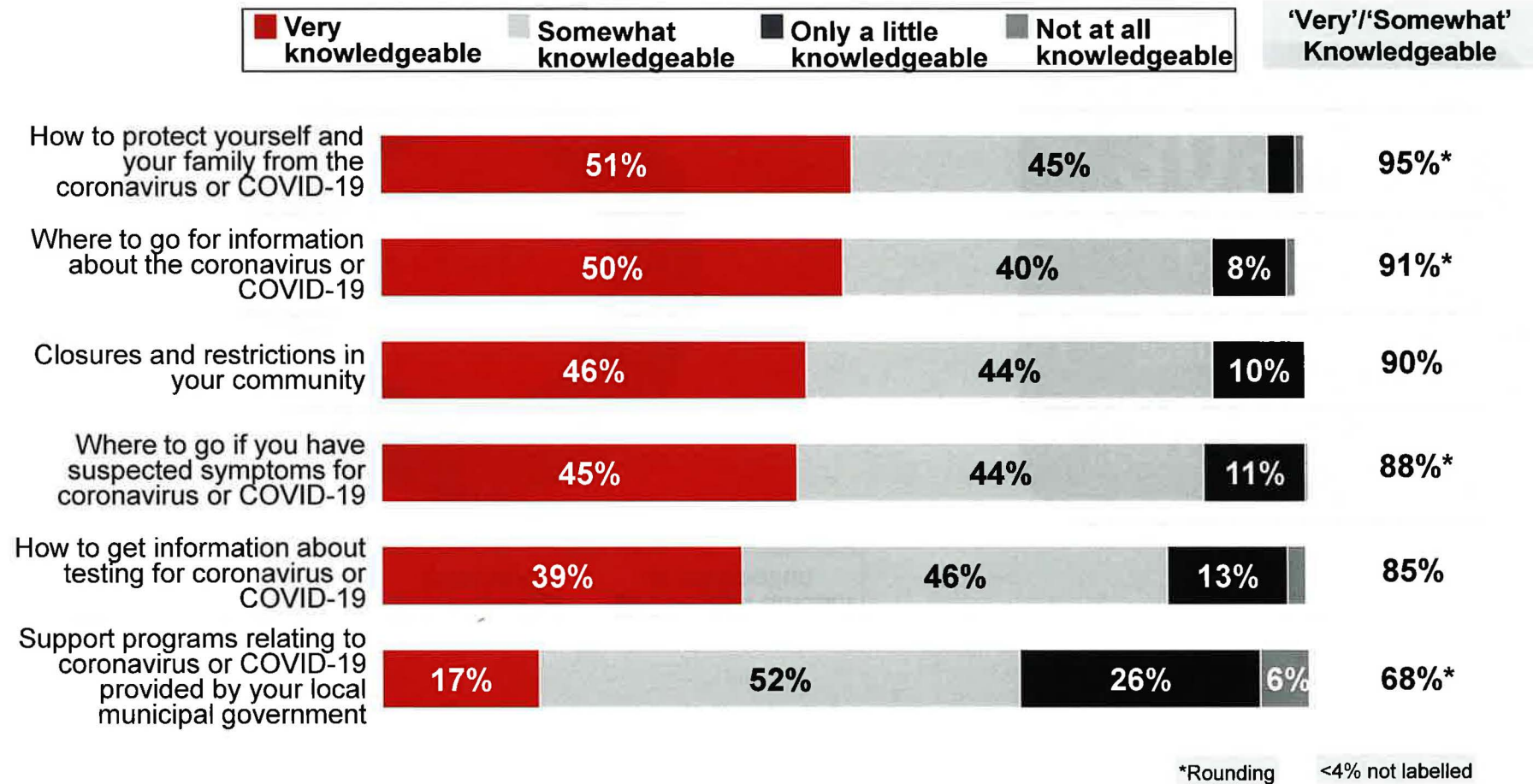
Base: Valid respondents (Bases vary)

Source: 2020 Spring Pulse Survey



COVID-19 Awareness & Information

Knowledge & Awareness of COVID-19

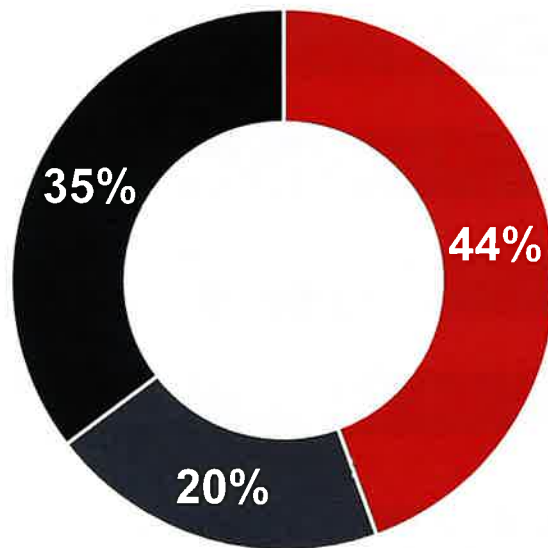


How knowledgeable would you say that you are about the following?

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

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

Reported Job/Income Loss due to Pandemic

48%

39%

Working from home more

27%

Applying for financial support

26%

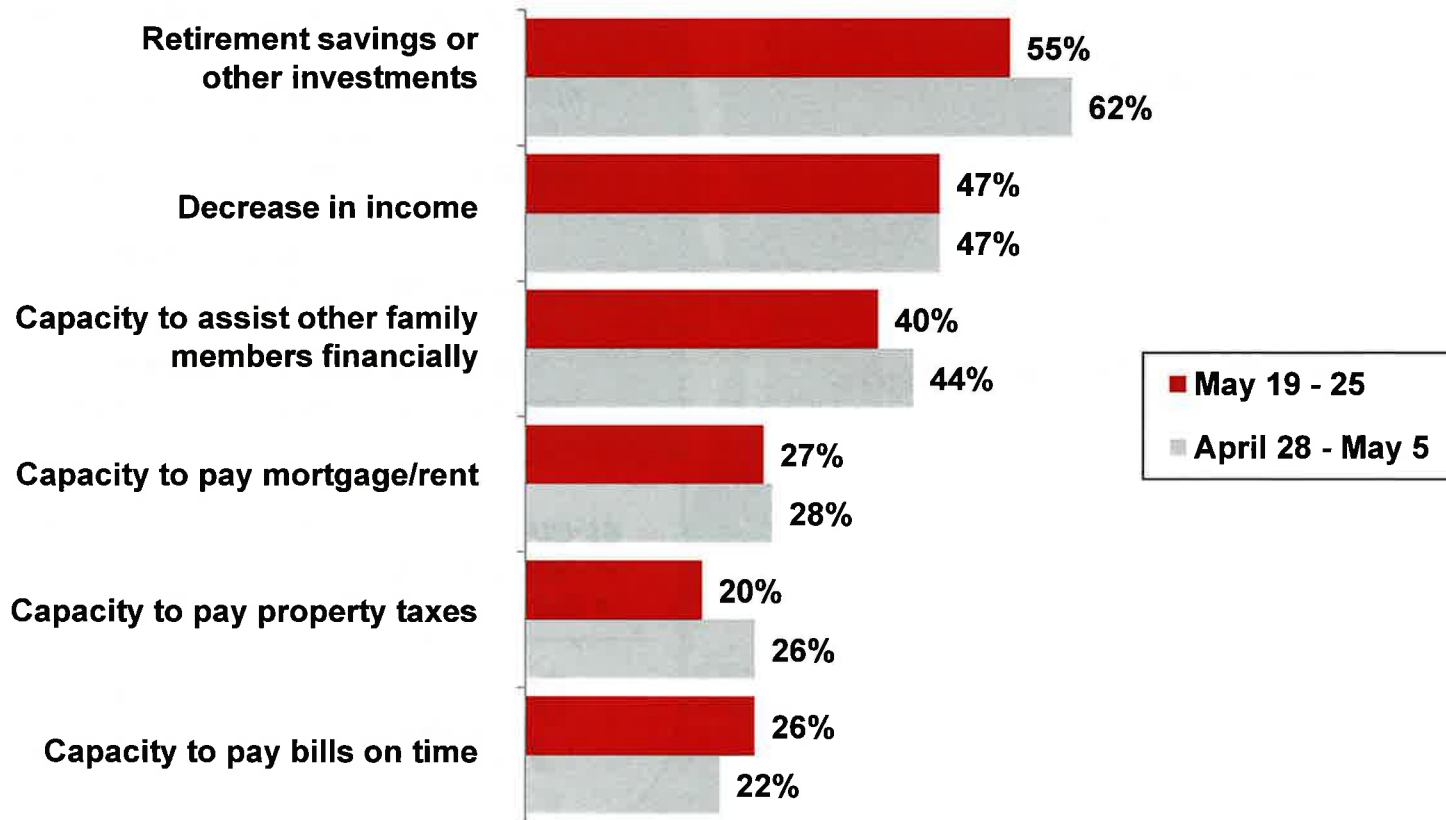
Working reduced hours

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

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

Concerned about family and friends becoming ill

85%

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%

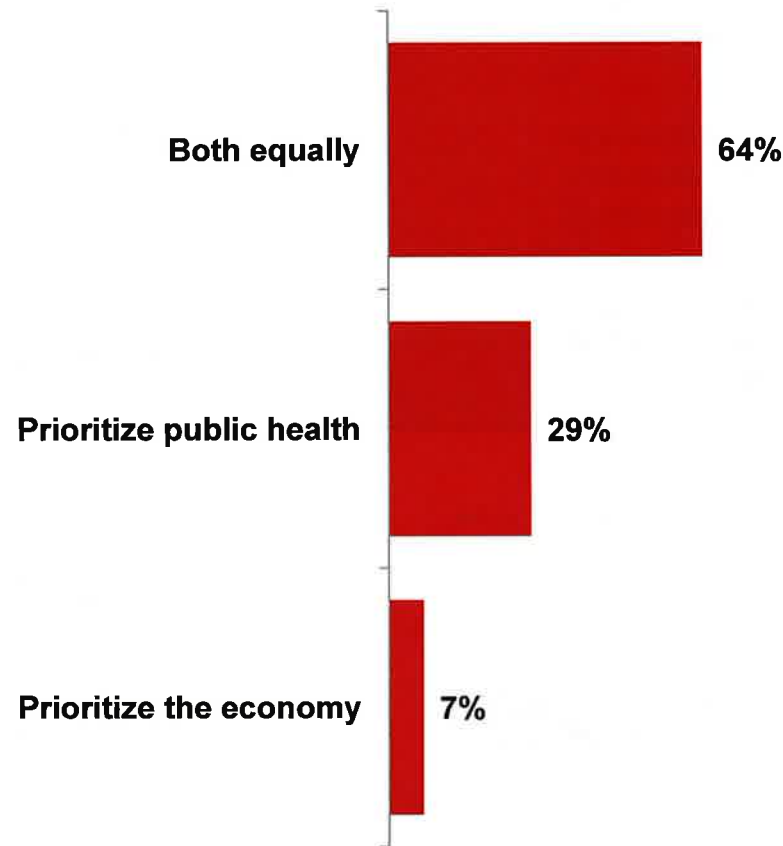
Calgarians support forcing all non-essential business to close

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

Health vs. Economy

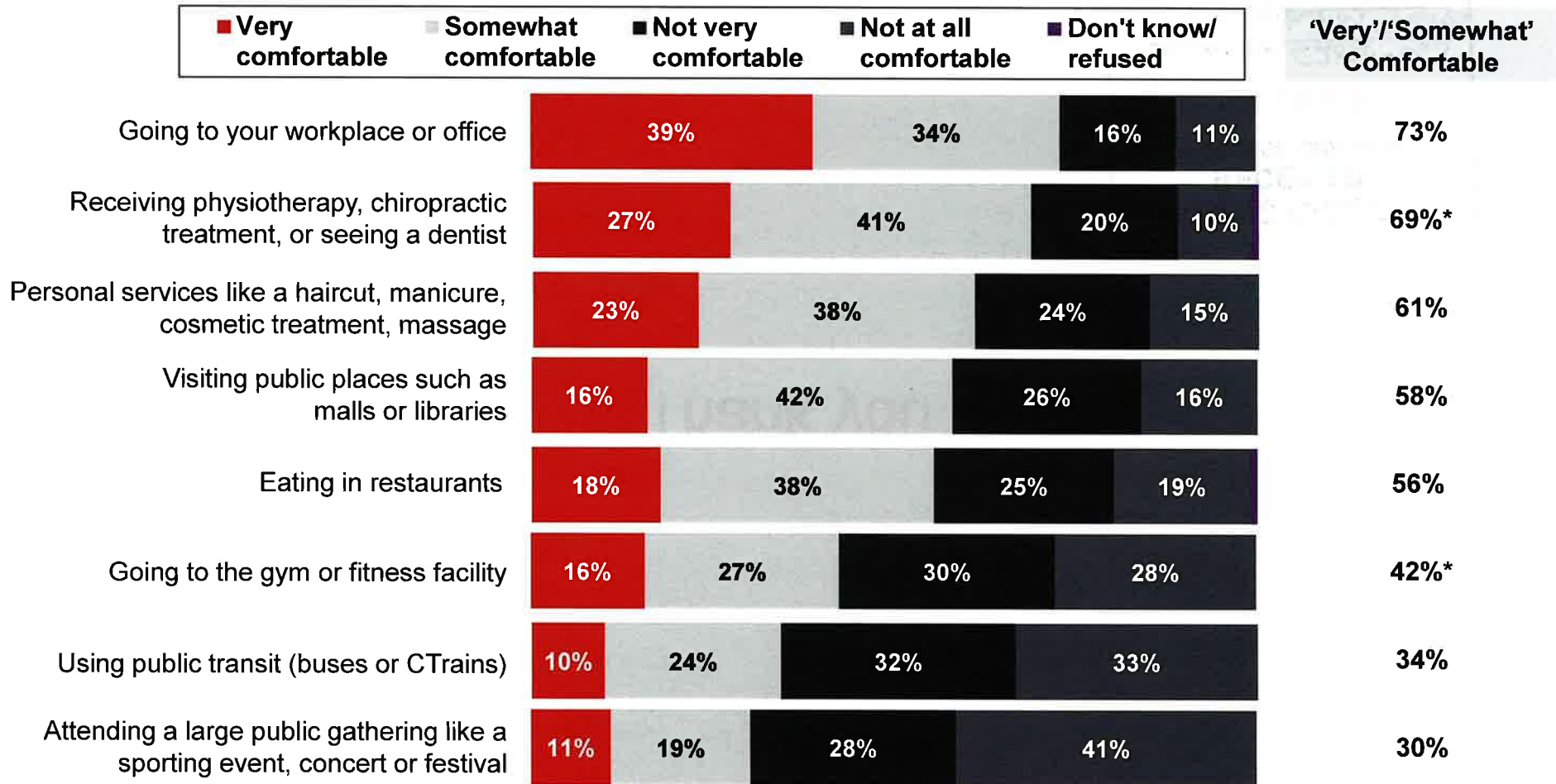


Government decision-makers have to balance the importance of public health and the economy when deciding how to re-open the economy. Do you think the priority should be public health, the economy, or both equally?

Base: All respondents (n=400)

Source: 2020 Citizen Perspectives COVID-19 Snapshot #2

Comfort Level with Personal Activities



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

