

Citizen Perspectives COVID-19 Snapshot Survey

C2020-1427 Attachment 4
ISC: UNRESTRICTED



Citizen and Business Perspectives on Face Masks During the COVID-19 Pandemic

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Prepared by:

The Corporate Research Team
Customer Service & Communications
The City of Calgary
research@calgary.ca

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Background and Methodology

Background and Context

The City of Calgary surveys citizens about their opinions, preferences, and attitudes in order to help support data-driven City decision-making. The Citizen Perspectives Survey is one of the ways by which data are collected and is conducted multiple times throughout the year. The City has used the Citizen Perspectives Survey to better understand Calgarians' opinions, beliefs, and concerns about the COVID-19 pandemic. The surveys, referred to as COVID-19 Snapshots, have included questions about frequency of wearing face masks in public and confined spaces as well as support for the Face Coverings Bylaw. This report presents the findings of the questions about face masks/coverings, including notable demographic differences, collected in surveys from May through mid-November. Also included are insights from in-depth interviews conducted with Calgary business leaders (owners and managers of Calgary-based businesses) in August. It's important to keep in mind that the pandemic is an evolving situation and opinions and perceptions about it can change quickly.

Methodology

The COVID-19 Snapshots were conducted by Leger via telephone using random digit dialing (RDD) of landline and cell phone numbers. Each survey was conducted with 400 - 500 Calgarians aged 18 years or older. The margin of error (MOE) for the total sample of n=500 is ± 4.4 percentage points, 19 times out of 20. To ensure the data were 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 then weighted to the 2016 Civic Census for age and gender. The most recent Snapshot was conducted between November 9 and 15, 2020.

Where applicable, results from the previous Snapshots are shown for comparison purposes. Where a difference from the previous Snapshot is statistically significant, it is noted with an arrow: ↓ or ↑.

The Business Leader In-depth Interviews (IDIs) were conducted by Probe Research with owners and managers of Calgary-based businesses. Participants were recruited from The City's Business Perspectives panel (a group of Calgary business decision-makers who have volunteered to participate in City research activities related to business in Calgary) as well as from an online research panel, advertising and direct outreach on LinkedIn. Participants were from a variety of businesses in terms of company size, sector, and location within Calgary (i.e. quadrant). The 30 IDIs were conducted between August 17 and September 4, 2020. This research is qualitative in nature meaning the results can't be quantified and aren't considered representative of business leaders in Calgary.



Key Findings



Citizen Perspectives COVID-19 Snapshot Survey



Key Findings

As of November, the vast majority of Calgarians say they always wear a face mask in public and confined spaces and the main reason is to protect themselves and/or others from COVID-19.

- Most Calgarians (93%) report always wearing a face mask in public and confined spaces such as grocery stores, shopping malls, and public transit. Only 2% wear one usually, 4% sometimes, and 1% never.
- Respondents who said they always wear a face mask in public and confined spaces were asked to explain, in their own words, their main reason for doing so. The most mentioned reason was *to protect/keep myself and others safe* (36%), followed by the fact that *it's the law/bylaw* (22%), *to protect/keep others safe* (15%), and *to protect/keep myself safe* (14%).
- The numbers of respondents who don't always or who never wear a mask in public and confined spaces are too small (n=24 and n=7, respectively) to report the main reasons for not always or never wearing a mask.

Support for the Face Coverings Bylaw remains strong as does support for continuing the bylaw.

- Around nine-in-ten Calgarians (88%) support the Face Coverings Bylaw (76% 'strongly' and 12% 'somewhat'), on par with 86% in October. Of those who don't support the bylaw, 4% 'somewhat' oppose and 8% 'strongly' oppose it.
- Among Calgarians who support the bylaw, the most mentioned reasons for doing so are that *masks help stop the spread of COVID-19* (51%) and *masks protect/keeps everyone safe* (48%).
- The top reasons for opposing the bylaw are that *masks aren't effective* (37%) and it *violates my rights/freedom* (33%).
- Nearly nine-in-ten Calgarians (87%) support Council extending the bylaw that requires face masks or coverings be worn on public transit and in indoor spaces such as retail stores and shopping malls, recreation centres and public common spaces in office buildings (75% 'strongly' and 12% 'somewhat').



Key Findings – cont'd

The majority of Calgarians agree that mandatory face coverings has made them more willing or confident to go shopping, visit restaurants, ride public transit and/or do other activities in public.

- Four-in-five Calgarians (80%) agree they're more willing or confident to go shopping, visit restaurants, ride public transit and/or do other activities in public as a result of face coverings being mandatory in public indoor spaces (50% 'strongly' and 30% 'somewhat').

Despite the majority of Calgarians agreeing they're more willing or confident to be out in public as a result of the Face Coverings Bylaw, the proportion of Calgarians who find it stressful to be in public during the pandemic increased in November.

- The proportion of Calgarians who find it stressful to be in public during the pandemic increased from 56% in October to 64% in November and is now on par with results from May through July. This increase coincides with the reporting of several hundreds of new cases of COVID-19 each day in Alberta.

Business leaders who participated in in-depth interviews in August generally view the Face Coverings Bylaw in a positive light.

- Many participants had already instituted the use of face masks for their business and were pleased when The City enacted the temporary bylaw.
- Overall, participants haven't encountered negative consequences of the bylaw and although some customers refuse to wear a face mask, it hasn't been a major issue.

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Key Findings – cont'd

Supporters and opposers of the bylaw differ in some notable ways.

- Opposers are more likely than supporters to:
 - Be male (71% vs. 46%);
 - Be between the ages of 25 and 54 (80% vs. 58%);
 - Agree the worst of the pandemic is behind us (68% vs. 15%);
 - Think government decision-makers should prioritize the economy when making decisions about actions and restrictions to reduce the spread of COVID-19 (41% vs. 6%); and
 - Think that if the number of new COVID-19 cases and hospitalizations continue to rise, The City should keep facilities/services open but with enhanced precautions to limit the spread of COVID-19 (88% vs. 29%).
- Opposers are less likely than supporters to:
 - Be satisfied with The City's COVID-19 response (28% vs. 83%, respectively), trust The City regarding its pandemic response (13% vs. 68%), and trust The City to make the right decisions about providing services safely during the pandemic (38% vs. 80%);
 - Be concerned about becoming ill from COVID-19 (16% vs. 69%), be concerned about a member of their household (27% vs. 72%) or a family member or friend outside of their household (42% vs. 87%) becoming ill from COVID-19;
 - Always wear a face mask in public and confined spaces (58% vs. 98%);
 - Think we're experiencing a second wave of COVID-19 right now (36% vs. 95%);
 - View the COVID-19 pandemic as a major threat to the health of Calgary's population as a whole (11% vs. 65%) and to their physical health (10% vs. 32%);
 - Say they find it stressful to be in public during the pandemic (40% vs. 67%); and
 - Think Council should extend the duration of the Face Coverings Bylaw (9% vs. 97%).



Detailed Findings





Citizen Perspectives

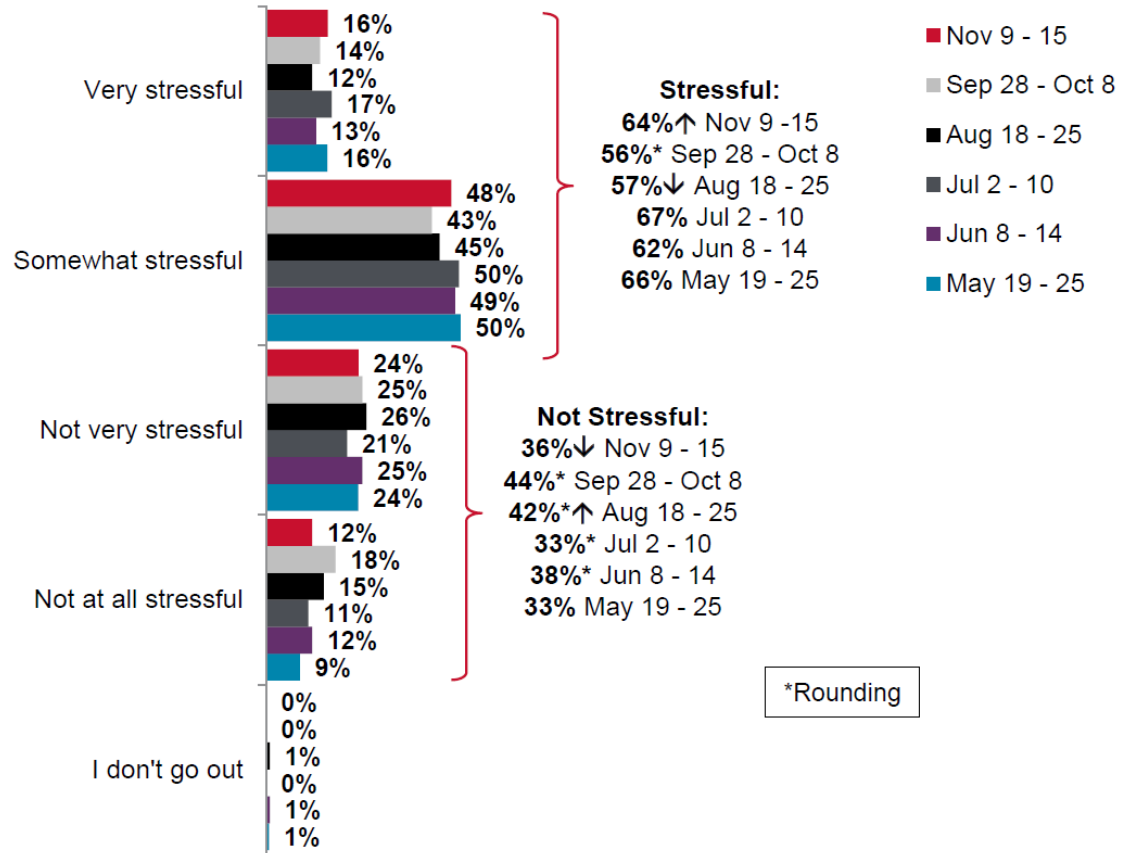


Stress Level When in Public During Pandemic

Stress Level When in Public During the Pandemic

The proportion of Calgarians who say it's stressful to be in public during the pandemic sits at 64%, up from 56% in October.

Those who are more likely to say they find it stressful to be in public during the pandemic are females (72% vs. 55% males) and residents of the NE (74% vs. 56% SE and 58% SW, the difference between NE and NW is not statistically significant).



New question beginning May 19

During this pandemic, when you have to leave your house and be out in public, to what extent do you find it stressful?

Base: All respondents (n=500 except: May 19 - 25, n=400; Apr 28 - May 5, n=400)

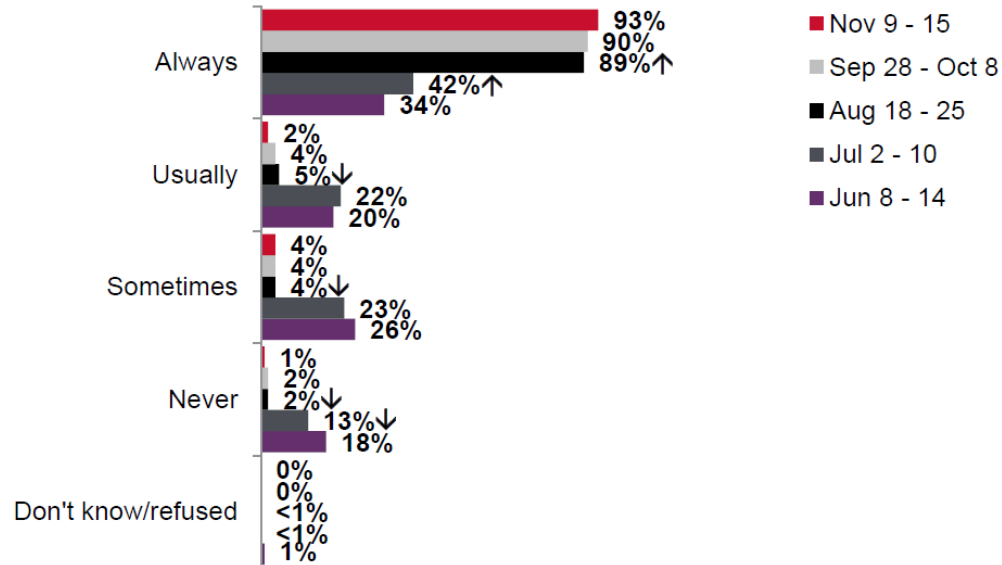
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Frequency of Wearing a Face Mask

Most Calgarians (93%) say they always wear a face mask in public and confined spaces such as grocery stores, shopping malls, and public transit. Males are less likely than females to always wear a face mask (89% vs. 96%).

Frequency of Wearing a Face Mask in Public/Confined Spaces*



*City Council voted in favour of the Face Coverings Bylaw on July 21, 2020 and it went into effect on August 1, 2020.

New question beginning June 8

How often do you wear a face mask in public and confined spaces such as grocery stores, shopping malls, and public transit?

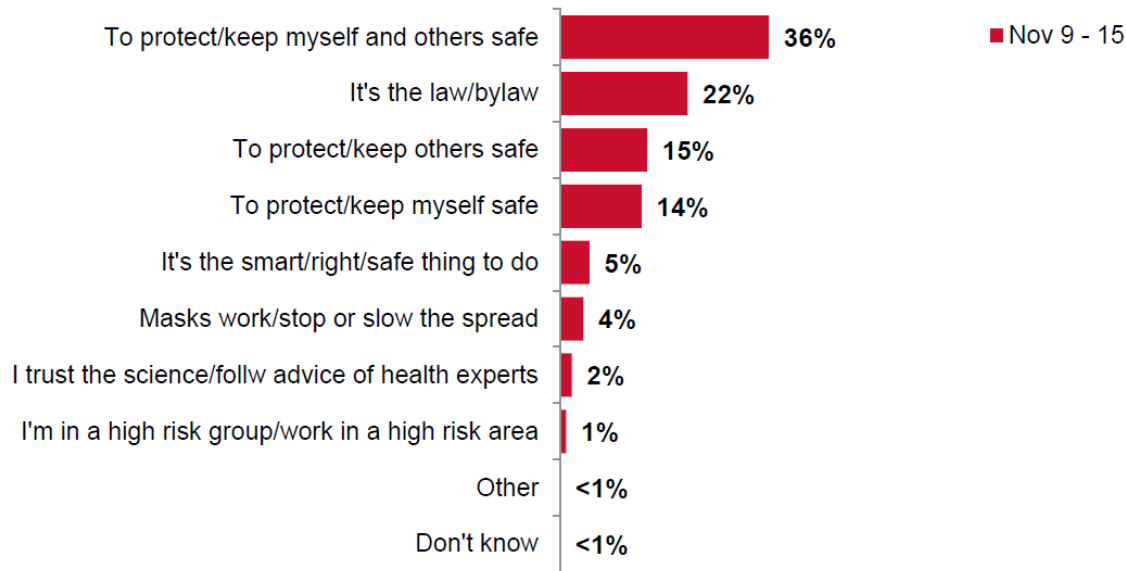
Base: All respondents (n=500 except: May 19 - 25, n=400; Apr 28 - May 5, n=400)



Main Reason for Always Wearing a Face Mask in Public and Confined Spaces

The most mentioned main reason for always wearing a face mask is *to protect/keep myself and others safe* (36%), followed by *it's the law/bylaw* (22%), *to protect/keep others safe* (15%), and *to protect/keep myself safe* (14%).

Main Reason for Always Wearing a Face Mask in Public/Confined Spaces



New question beginning November 9

What is your main reason for always wearing a mask in public and confined spaces?

[Note: Response options were not read to respondents]

Base: Respondents who say they always wear a face mask in public and confined spaces (n=469)

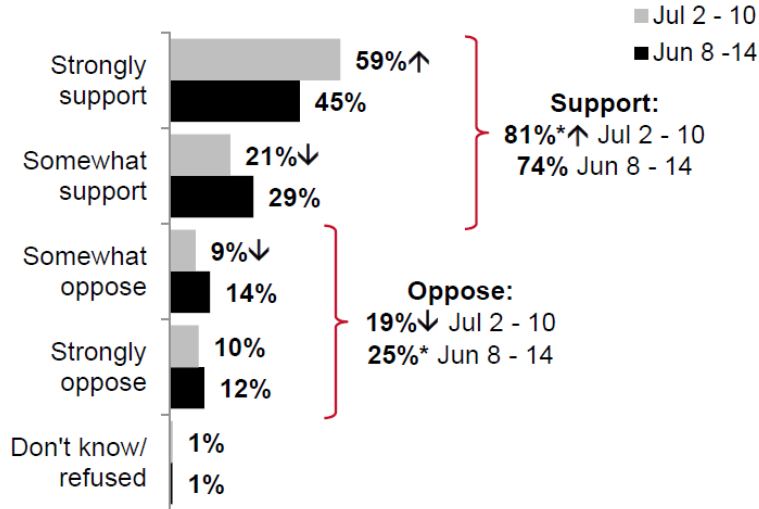
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Support for Face Coverings Bylaw

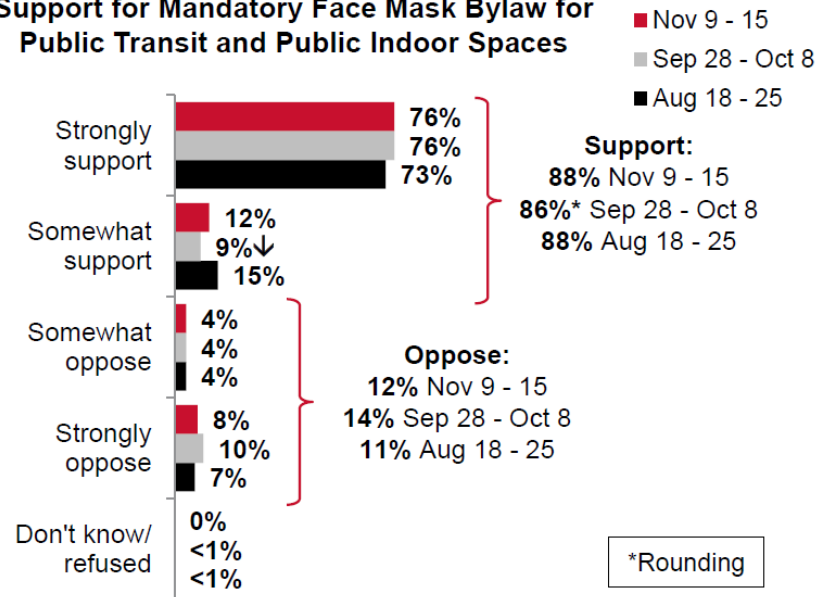
The majority (88%) of Calgarians support the Face Coverings Bylaw. Females are more likely than males (94% vs. 82%) to support the bylaw and residents of the SW and NW are more likely than other Calgarians to 'strongly' support the bylaw (85% SW and 83% NW vs. 64% SE and 64% NE).

Support for Making Face Masks Mandatory in Public and Confined Spaces**



**Note: Data collected before the decision to enact the bylaw was made.

Support for Mandatory Face Mask Bylaw for Public Transit and Public Indoor Spaces



New question beginning August 18

As you may already know, on July 21st City Council voted in favour of a bylaw that requires face masks or coverings be worn on public transit and in public indoor spaces such as retail stores and shopping malls, recreation centres and public common spaces in office buildings. To what extent do you support or oppose this bylaw?

Base: All respondents (n=500)

New question beginning June 8

To what extent do you support or oppose making all people wear a mask or face covering while in public and confined spaces such as grocery stores, shopping malls and public transit?

Base: All respondents (n=500)

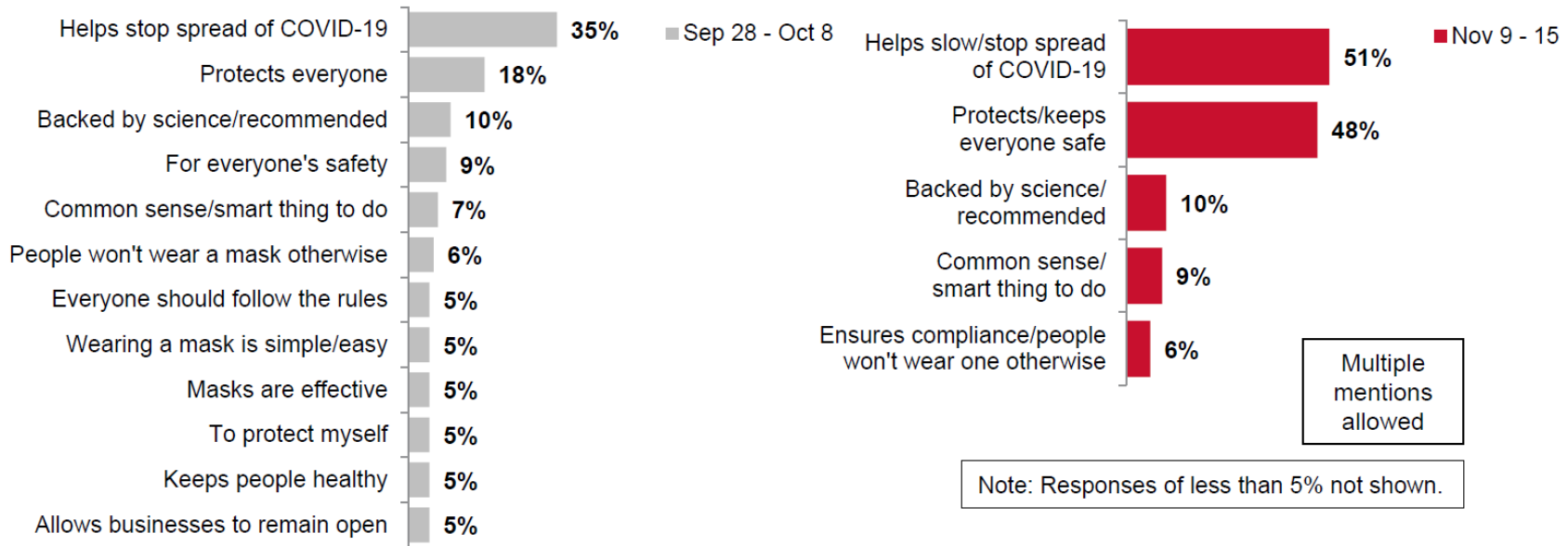
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Reasons for Supporting the Bylaw

Among those who support the bylaw, half (51%) say it's because *masks work to help stop the spread of COVID-19* and around as many (48%) say it's because *it protects/keeps everyone safe*.

Reasons for Supporting the Face Coverings Bylaw*



New question beginning September 28; *Due to a change in the way responses were coded in the current Snapshot, results from Sep 28 - Oct 8 and Nov 9 - 15 are not directly comparable.

Why do you support the bylaw?

[Note: Response options were not read to respondents]

Base: Respondents who strongly or somewhat support the Face Coverings Bylaw (Sep 28 - Oct 8, n=429; Nov 9 - 15, n=446)

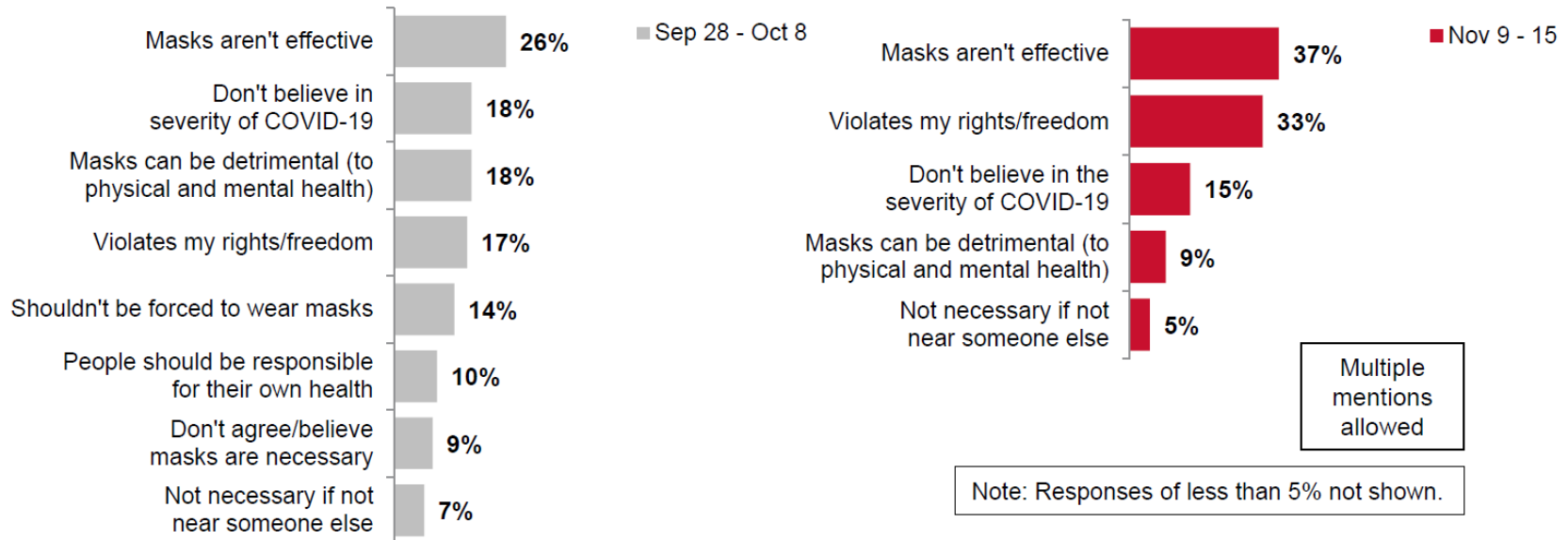
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Reasons for Not Supporting the Bylaw

Those who oppose the bylaw say it's because *masks aren't effective* (37%) and/or *it violates my rights/freedom* (33%).

Reasons for Not Supporting the Face Coverings Bylaw



New question beginning September 28; *Due to a change in the way responses were coded in the current Snapshot, results from Sep 28 - Oct 8 and Nov 9 - 15 are not directly comparable.

Why do you oppose the bylaw?

[Note: Response options were not read to respondents]

Base: Respondents who strongly or somewhat oppose the Face Coverings Bylaw (Sep 28 - Oct 8, n=70; Nov 9 -15, n=52)

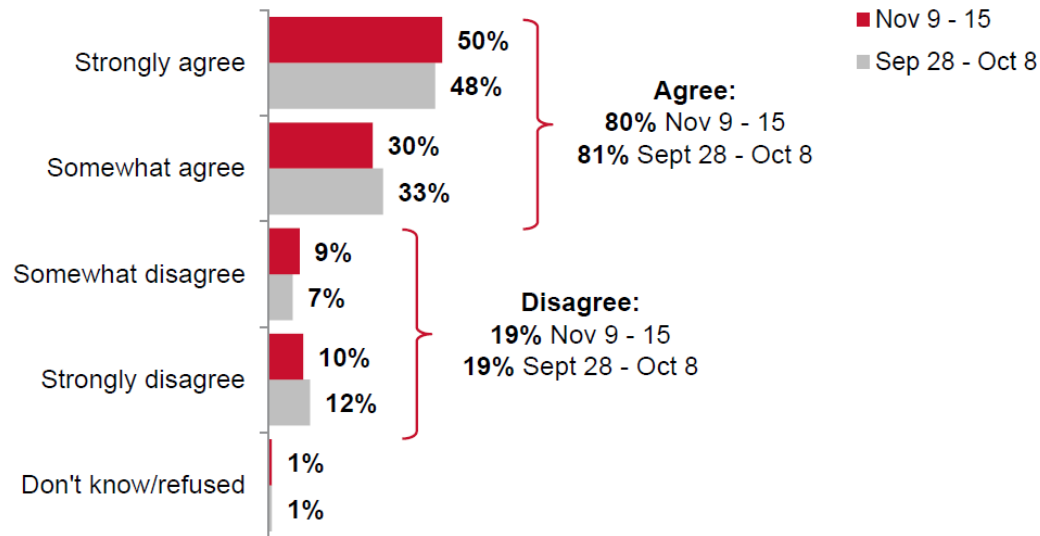
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Impact of Bylaw on Willingness to be in Public

Four-in-five Calgaryans (80%) agree that mandatory face coverings in public indoor spaces makes them more willing or confident to go shopping, visit restaurants, ride transit, or do other activities in public. Those who are more likely to agree with this are seniors (90% 65 or older vs. 77% 18 to 34 and 78% 35 to 64) and residents of the SW (91% vs. 81% NW, 76% SE and 65% NE).

Mandatory Face Coverings in Public Indoor Spaces Increase Willingness/Confidence to be in Public



New question beginning September 28

To what extent do you agree or disagree with the following statement: Mandatory face coverings in public indoor spaces makes me more willing or confident to go shopping, visit restaurants, ride transit, or do other activities in public.

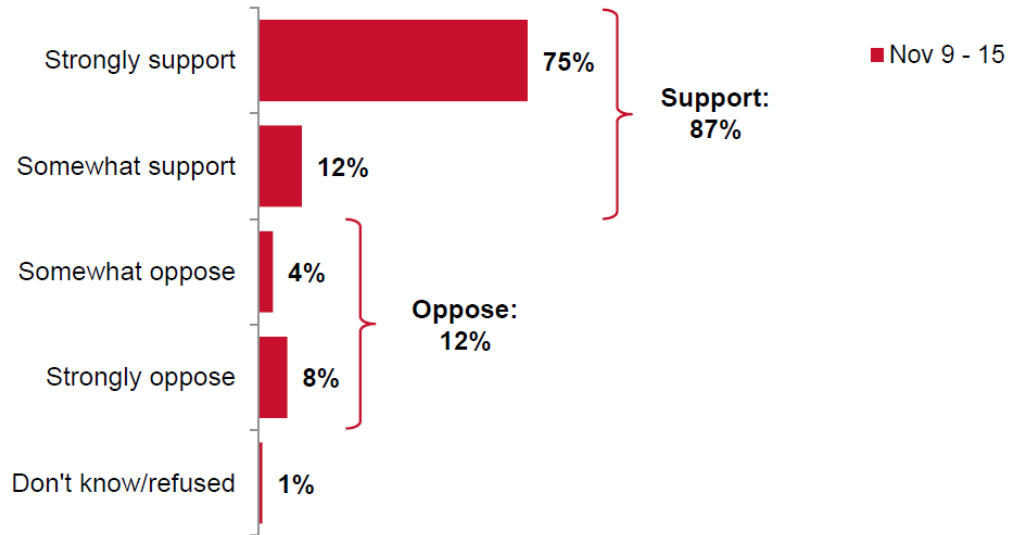
Base: All respondents (n=500)



Extending the Face Coverings Bylaw

The majority (87%) of Calgarians support the continuation of the Face Covering Bylaw. Those who are more likely to support the continuation of the bylaw are females (90% vs. 84% males), seniors (93% 65 or older vs. 83% 18 to 34 and 87% 35 to 64), and residents of the SW and NW (93% and 92% NW, respectively vs. 79% SE and 80% NE).

Support for Extending the Duration of the Face Coverings Bylaw



New question beginning November 9

In December, City Council will be deciding if it is necessary to extend the bylaw that requires face masks or coverings be worn on public transit and in public indoor spaces such as retail stores and shopping malls, recreation centres and public common spaces in office buildings. To what extent do you support or oppose the continuation of this bylaw?

Base: All respondents (n=500)



Business Perspectives



Business Perspectives on Face Coverings Bylaw

- The response to the mask bylaw among business leaders who participated in the in-depth interviews was overwhelmingly positive. Many mentioned the bylaw before being asked about it and almost all praised The City for implementing it. A couple of participants indicated they wish The City had implemented it sooner, while one questioned its effectiveness.
- Many business leaders across a wide range of sectors reported that they already mandated mask usage among their employees prior to The City implementing the Face Coverings Bylaw on August 1. The City's bylaw brought in a uniform standard across all public spaces that, ultimately, made it easier for both business owners and their customers since it made it clear what was expected of them. Several of those that are highly public-facing, such as hotels, restaurants and retailers, also indicated they required employees to wear masks prior to it becoming mandatory in all public places.
- When asked if they've experienced any difficulties due to the bylaw, business leaders did not report dealing with any negative consequences. Their experience implementing this measure has been largely positive. Although some customers have refused to wear masks, most participants said there is a high degree of acceptance and understanding of both corporate and governmental mask-wearing policies.
- Information provided by The City about the mask bylaw tended to be viewed very positively.



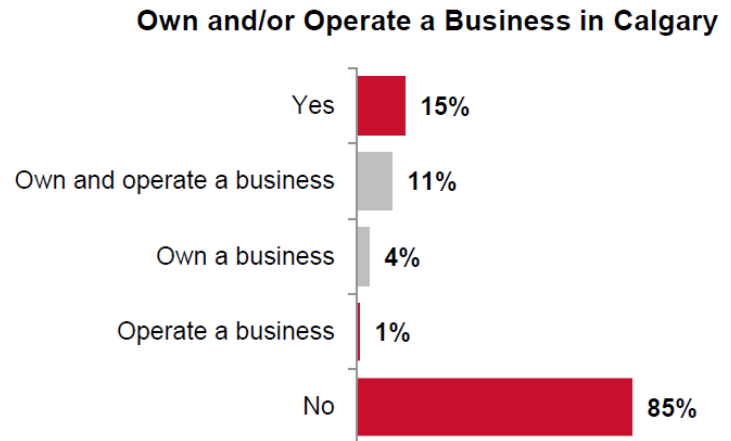
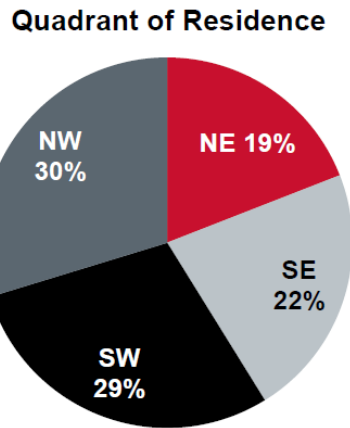
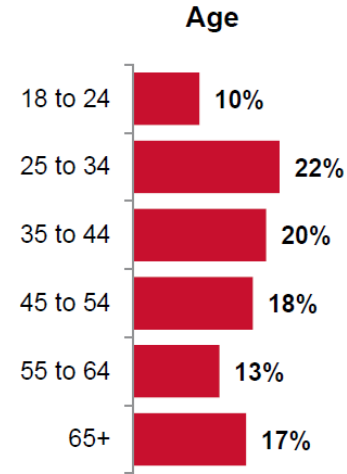
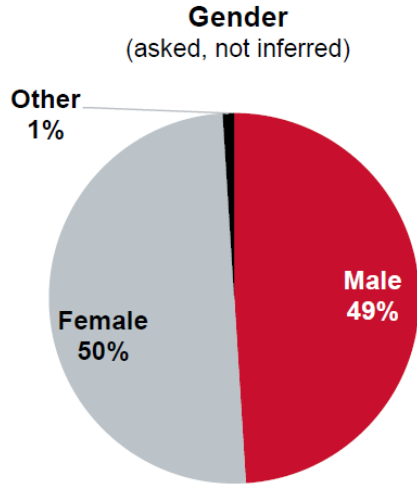
Demographics



Citizen Perspectives COVID-19 Snapshot Survey



COVID-19 Snapshot 7 Demographics



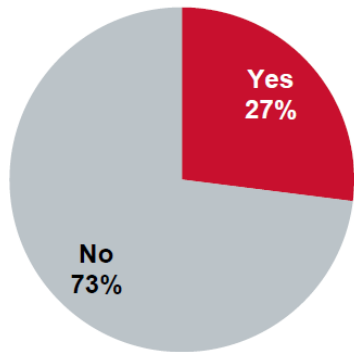
Base: All respondents (n=500)

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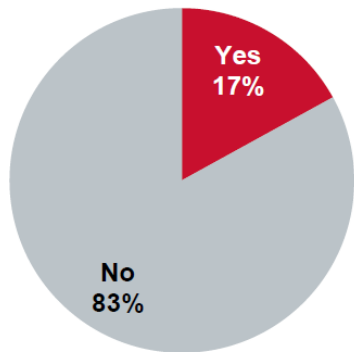


COVID-19 Snapshot 7 Demographics – cont'd

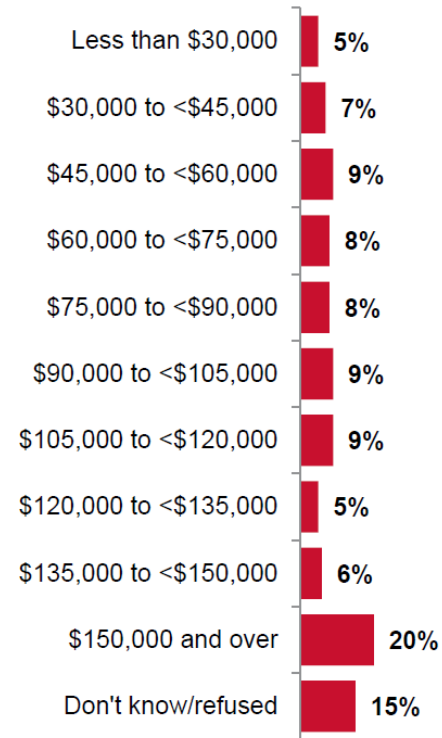
Children Under the Age of 18 in the Household



Senior (aged 65+ years) in the Household
(not including the respondent)



Annual Household Income



Base: All respondents (n=500)