



Calgary



# Elections Calgary – Citizens' View Online Panel Survey Results

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# Background & Methodology

## Background

On behalf of Elections Calgary, a survey on the topic of the October 2021 election was fielded. The survey measured awareness of the upcoming election, eligibility to vote, and intention to vote and by which method.

## Methodology

An online survey was conducted with Citizens' View panelists. Citizens' View is an online panel that encourages citizens to participate in shaping City of Calgary programs and services through surveys, discussions, and engagement activities.

The survey was conducted April 27 – May 6, 2021 and was sent to all 2,822 panelists, with 1,132 completing the survey (a 40% completion rate).

**NOTE:** These survey findings are not considered statistically representative of all Calgarians. Due to the composition of the group of panelists who completed the survey, results should be regarded as directional and should not be projected to the larger population without research with a representative sample of citizens.

Compared to the overall population of Calgary, respondents to this survey tend to be older and are not quite aligned with population quadrant of residence proportions.

|                     | Survey respondents | Calgary overall <sup>1</sup> |
|---------------------|--------------------|------------------------------|
| 55 to 64            | 27%                | 13%                          |
| 65 or older         | 36%                | 17%                          |
| Live in SE quadrant | 23%                | 28%                          |
| Live in SW quadrant | 31%                | 33%                          |
| Live in NW quadrant | 33%                | 28%                          |
| Live in NE quadrant | 12%                | 20%                          |

<sup>1</sup>Source: 2020 Fall Citizen Satisfaction Survey

# Detailed Results

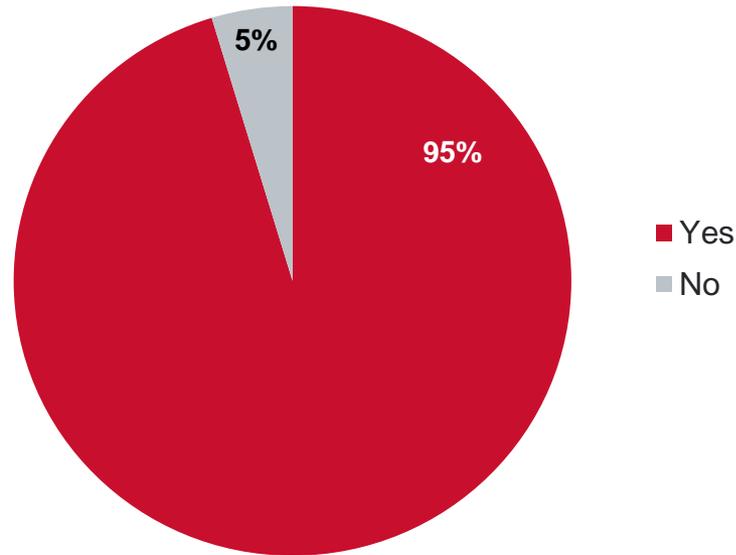




# Awareness of Upcoming Election

Awareness of the upcoming Calgary General Election is quite strong among respondents, with only 5% who were unaware.

**Awareness of the Upcoming Calgary General Election**



As you may know, there will be a Calgary General Election on October 18, 2021. Calgary voters will vote to elect their Mayor, Councillors, and School Board Trustees.

Before today, were you aware of the upcoming Calgary General Election?

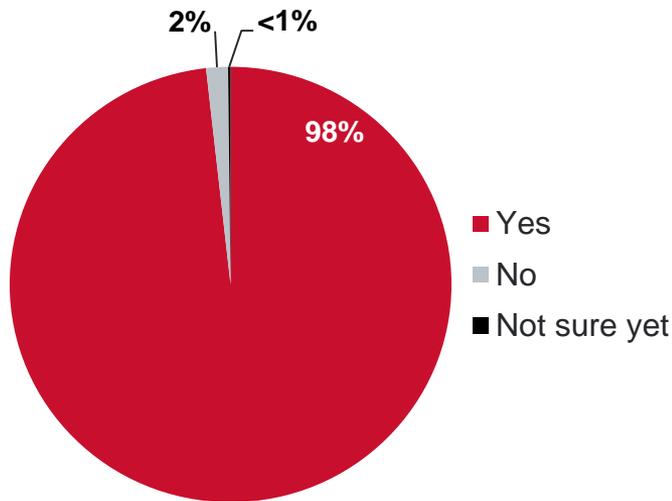
Base: All respondents (n=1,132)



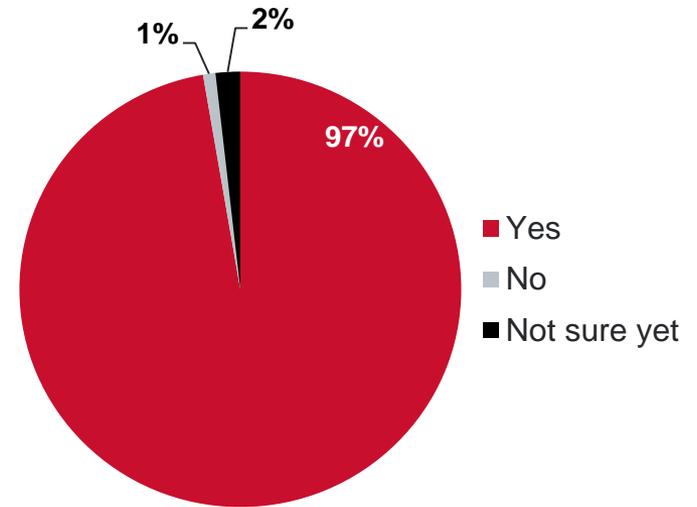
# Eligibility and Intention to Vote

Nearly all respondents will be eligible to vote in the upcoming election, and almost as many expect that they will vote.

**Eligible to Vote**



**Expect to Vote**



You are eligible to vote in the General Election if on Election Day you:-  
 Are at least 18 years old.-Are a Canadian citizen.-Are a resident on Election Day:-of the city of Calgary, to vote for Mayor;-of the ward, to vote for Councillor; and-of the Calgary Board of Education jurisdiction ward, to vote for Public School Trustee; or-of the Calgary Roman Catholic Separate School District No. 1 jurisdiction ward, to vote for Separate School Trustee.-Provide one of the authorized pieces of identification.  
 Will you be eligible to vote in the 2021 Calgary General Election?  
 Base: All respondents (n=1,132)

Do you expect that you will vote in the 2021 Calgary General Election?  
 Base: All respondents eligible to vote in the 2021 Election (n=1,114)



# Reasons For Not Intending to Vote

Among the very small number of respondents who do not expect they will vote in the upcoming election, there were several reasons provided, which include some statements of apathy or negativity, but some that indicate that more information is needed to make this decision.

| Reasons   |
|---|
| I don't feel like my vote will make a difference                    |
| I'm not interested  |
| I need more information   |
| I have health or accessibility limitations                          |
| Don't care about the city enough to waste my time in voting.        |
| All elections are irrelevant. Corruption and ignorance are rampant. |

Caution: Very small sample

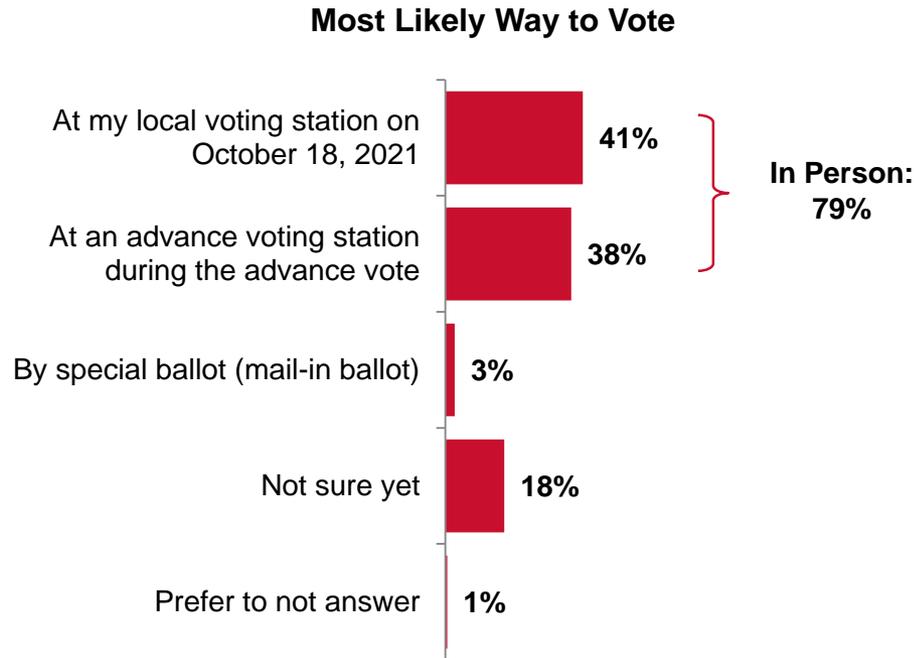
Why not? Please select all that apply.

Base: Respondents who do not expect they will vote in the upcoming election. (n=9)



# Most Likely Way to Vote

About two in five respondents expect they will vote in person at their local voting station on Election Day, and about as many expect to vote at an advance voting station during the advance vote, while one in five are waiting to decide. Very few expect to vote by special ballot.



There will be several ways to vote.-On Election Day, you can vote at your local voting station between 8:00 A.M. and 8:00 P.M.-There will be several advanced voting opportunities (dates and locations to be announced). You can vote at any advanced voting station.- Special (mail-in) ballot request. Currently there are provincial restrictions on who can request mail-in ballots (physically unable to go to a voting station, working at a voting station on Election Day, or out of the city on Election Day)

In which way are you most likely to vote?

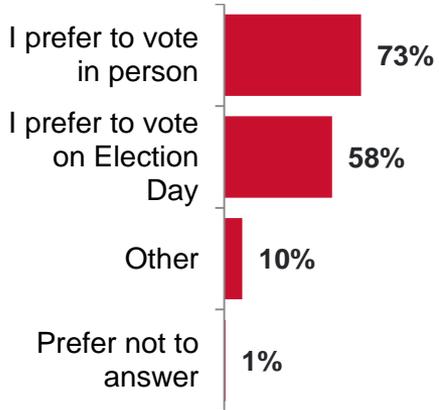
Base: Respondents who expect they will vote (n=1,105)



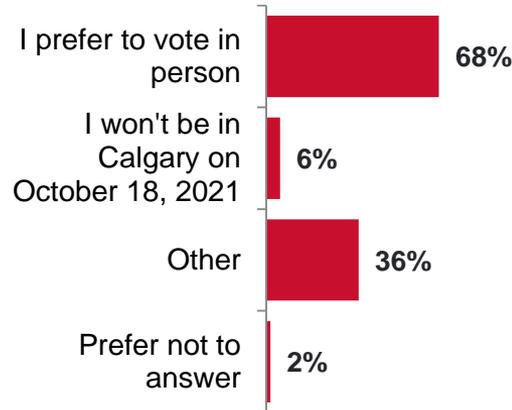
# Reasons for Choosing Voting Method

Habits and personal preferences are a leading rationale for most respondents to choose a method of voting. For those who are likely to vote by special ballot, the leading reason is concern about COVID-19.

**Reasons for Likely Voting At Local Voting Station on Election Day**

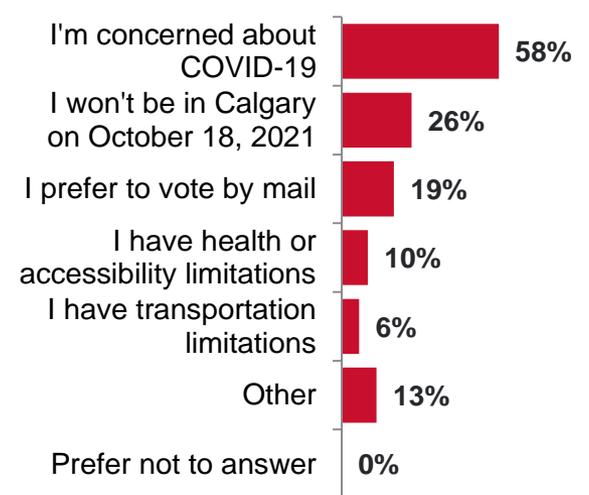


**Reasons for Likely Voting At An Advance Voting Station**



Multiple mentions allowed

**Reasons for Likely Voting By Special Ballot**



| Top 'Other' Reasons mentioned for any of the voting methods: |
|--|
| Avoid crowds   |
| Shorter wait times   |
| Flexible or convenient date or location                      |

Why are you likely to vote (INSERT METHOD)? Please select all that apply.

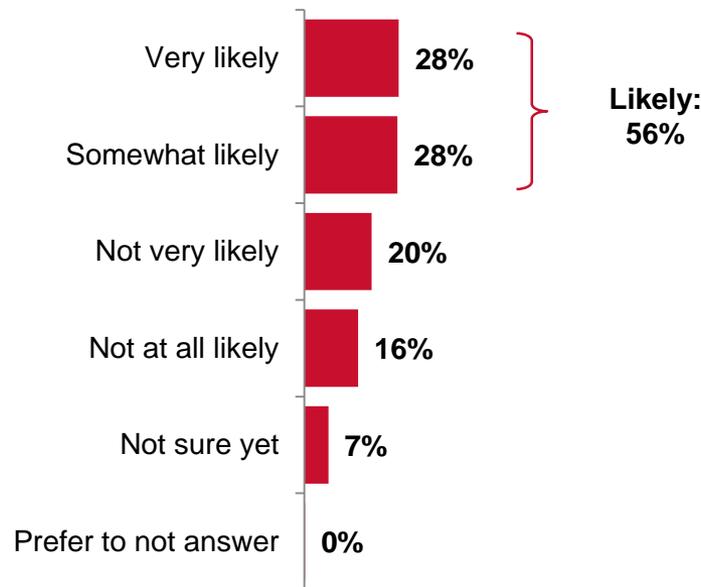
Base: Respondents who are likely to vote at their local voting station on Election Day (n=456), respondents who are likely to vote at an advance voting station during the advance vote (n=417), respondents who are likely to vote by special ballot (n=31)



# Likelihood To Request a Mail-in Ballot If Allowed

If there are legislation changes and voters are able to request a special ballot, about half would be likely to do so.

## Likelihood To Request a Mail-in Ballot If Province Makes Changes



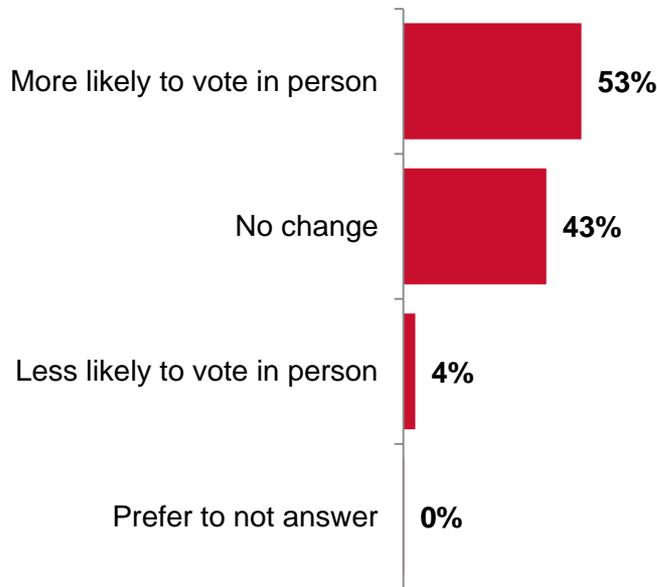
If the province changes the legislation to make mail-in ballots available for all Calgarians, how likely would you be to request a mail-in ballot?  
 Base: Respondents who are likely to vote in person, are not sure yet, or prefer not to answer (n=1,074)



# Impact of Reduced Pandemic Concerns

If there are fewer concerns related to COVID-19, about half of respondents would be more likely to vote in person. However, it is important to note that most respondents (79%) already do intend to vote in person.

**Change to Likelihood of Voting In Person If Fewer Pandemic Concerns**



If there are fewer pandemic concerns by October, would you be more likely to vote in person, less likely to vote in person, or would there be no change?

Base: All respondents who expect they will vote (n=1,105)



# Demographics

| Gender |     |
|--------|-----|
| Male   | 49% |
| Female | 48% |
| Other  | 1%  |

| Age         |     |
|-------------|-----|
| 18 to 24    | <1% |
| 25 to 34    | 5%  |
| 35 to 44    | 13% |
| 45 to 54    | 17% |
| 55 to 64    | 27% |
| 65 or older | 36% |

| Quadrant of Residence |     |
|-----------------------|-----|
| NW                    | 33% |
| SW                    | 31% |
| NE                    | 12% |
| SE                    | 23% |

| Ward     |     |
|----------|-----|
| 1        | 7%  |
| 2        | 3%  |
| 3        | 4%  |
| 4        | 8%  |
| 5        | 2%  |
| 6        | 5%  |
| 7        | 9%  |
| 8        | 7%  |
| 9        | 5%  |
| 10       | 3%  |
| 11       | 9%  |
| 12       | 4%  |
| 13       | 5%  |
| 14       | 6%  |
| Not sure | 23% |

Base: All respondents (n=1,132)

Totals may not add to 100% due to rounding and/or responses of "Prefer to not answer"

# Questionnaire



## Election Survey April 19, 2021

### SURVEY WELCOME SCREEN

Thank you for taking the time to complete this Citizens' View survey.

This survey will be available until 4:00 pm on May 6, 2021.

If you encounter any technical issues, please contact us at [citizensview@calgary.ca](mailto:citizensview@calgary.ca).

The personal information collected in this survey is done so under the authority of the *Freedom of Information and Protection of Privacy Act*, Section 33(c) and is used to provide guidance to Calgary Recreation. If you have any questions about the collection or use of your information, please contact a City of Calgary Research Coordinator by phone at 403-268-3817, by email at [research@calgary.ca](mailto:research@calgary.ca) or by sending a letter to: Research Coordinator, The City of Calgary, Mail code 8305, P.O. Box 2100, Station M, Calgary, AB Canada T2P 2M5.

1. As you may know, there will be a Calgary General Election on October 18, 2021. Calgary voters will vote to elect their Mayor, Councillors, and School Board Trustees.

Before today, were you aware of the upcoming Calgary General Election?

- Yes
- No
- Prefer to not answer

2. You are eligible to vote in the General Election if on Election Day you:

- Are at least 18 years old.
- Are a Canadian citizen.
- Are a resident on Election Day:
  - of the city of Calgary, to vote for Mayor;
  - of the ward, to vote for **Councillor**; and
  - of the Calgary Board of Education jurisdiction ward, to vote for Public School Trustee; or
  - of the Calgary Roman Catholic Separate School District No. 1 jurisdiction ward, to vote for Separate School Trustee.
- Provide one of the authorized pieces of identification.

Will you be eligible to vote in the 2021 Calgary General Election?

- Yes
- No **[SKIP TO Q9]**
- Not sure yet
- Prefer to not answer

3. Do you expect that you will vote in the 2021 Calgary General Election?

- Yes
- No **[SHOW Q4]**
- Not sure yet
- Prefer to not answer

4. Why not? Please select all that apply. **[DEFAULT SKIP TO Q9]**

**[RANDOMIZE]**

- I'm not eligible to vote
- I'm not interested
- I need more information
- I don't like any of the candidates
- I don't feel my vote will make a difference
- I have health or accessibility limitations
- I have transportation limitations
- I'm concerned about COVID-19
- Other (please specify):
- Prefer to not answer **[EXCLUSIVE OPTION]**

5. There will be several ways to vote.

- On Election Day, you can vote at your local voting station between 8:00 A.M. and 8:00 P.M.
- There will be several advanced voting opportunities (dates and locations to be announced). You can vote at any advanced voting station.
- Special (mail-in) ballot request. Currently there are provincial restrictions on who can request mail-in ballots (physically unable to go to a voting station, working at a voting station on Election Day, or out of the city on Election Day)

In which way are you most likely to vote?

**[RANDOMIZE]**

- At my local voting station on October 18, 2021
- At an advance voting station during the advance vote
- By special ballot (mail-in ballot)
- Not sure yet **[SKIP Q6]**
- Prefer to not answer **[SKIP Q6]**

6. Why are you likely to vote **[PIPE RESPONSE FROM Q5]**? Please select all that apply.

**[RANDOMIZE]**

- I prefer to vote in person **[HIDE OPTION IF 'BY SPECIAL BALLOT' AT Q5]**
- I prefer to vote on Election Day **[HIDE OPTION IF 'ADVANCE VOTE' OR 'SPECIAL BALLOT' AT Q5]**
- I won't be in Calgary on October 18, 2021 **[HIDE OPTION IF 'LOCAL VOTING STATION' AT Q5]**
- I prefer to vote by mail **[HIDE OPTION IF 'LOCAL VOTING STATION' OR 'ADVANCE VOTE' AT Q5]**
- I have health or accessibility limitations



# Questionnaire – cont’d

I have transportation limitations  
 I'm concerned about COVID-19  
 Other (please specify):  
 Prefer to not answer [EXCLUSIVE OPTION]

**[HIDE IF “BY SPECIAL BALLOT” AT Q5]**

7. If the province changes the legislation to make mail-in ballots available for all Calgarians, how likely would you be to request a mail-in ballot?

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely
- Not sure yet
- Prefer to not answer

8. If there are fewer pandemic concerns by October, would you be more likely to vote in person, less likely to vote in person, or would there be no change?

- More likely to vote in person
- No change
- Less likely to vote in person
- Prefer to not answer

**DEMOGRAPHICS**

The last few questions are to help us categorize results. Your responses will remain confidential.

9. Which of the following age groups do you belong to?

- 18 to 24 years
- 25 to 34 years
- 35 to 44 years
- 45 to 54 years
- 55 to 64 years
- 65 to 74 years
- 75 years or older
- Prefer to not answer

10. What is your gender?

- Male
- Female
- Other (please specify):
- Prefer to not answer

11. Which quadrant of the city do you live in?

- NW
- SW
- NE
- SE
- Prefer not to answer

12. And, which Ward do you live in?

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- I'm not sure
- Prefer not to answer

For information about the Municipal election, please visit [<https://www.calgary.ca/election.html>]



## Contact

**The Corporate Research Team**  
Customer Service & Communications  
The City of Calgary  
[research@Calgary.ca](mailto:research@Calgary.ca)