

CITY OF CALGARY MUNICIPAL COVID-19 STUDY

FINAL REPORT

MAY 4, 2020

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METHODOLOGY



METHODOLOGY



SUMMARY

These are the findings of an Ipsos survey conducted on behalf of the City of Calgary.



SAMPLE

For this survey, we sampled n=300 residents of the City of Calgary over the age of 18 via Ipsos' online panel.



TIMING

Fieldwork was conducted between April 20th & 27th, 2020.



QUOTAS & WEIGHTING

Quotas and weighting were employed to ensure that the sample's composition reflects the overall population according to census information.

Where totals do not add to 100%, it is due either to rounding or the respondent was permitted to provide more than one response.



PRECISION

The precision of online polls is measured using a credibility interval. In this case, the results are accurate to within +/- 6.5 percentage points, 19 times out of 20, of what the results would have been had all adults in Calgary over the age of 18 been polled. Credibility intervals are wider among subsets of the population.



CONTEXT TRENDS

Where questions are similar enough, comparisons between the City of Calgary, the province of Alberta, and Canadian national-level data are made throughout the report. The provincial and national-level data comes from the Ipsos Context Trends coronavirus tracker survey, which includes a sample size of n=1,452 Canadians 18+ and was fielded between April 24th & 27th, 2020. The credibility interval for a sample of this size is +/- 2.9 percentage points, 19 times out of 20. Within this sample there is a subsample of n=99 Albertans, which yields a credibility interval of +/- 11.2%, 19 times out of 20.

EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

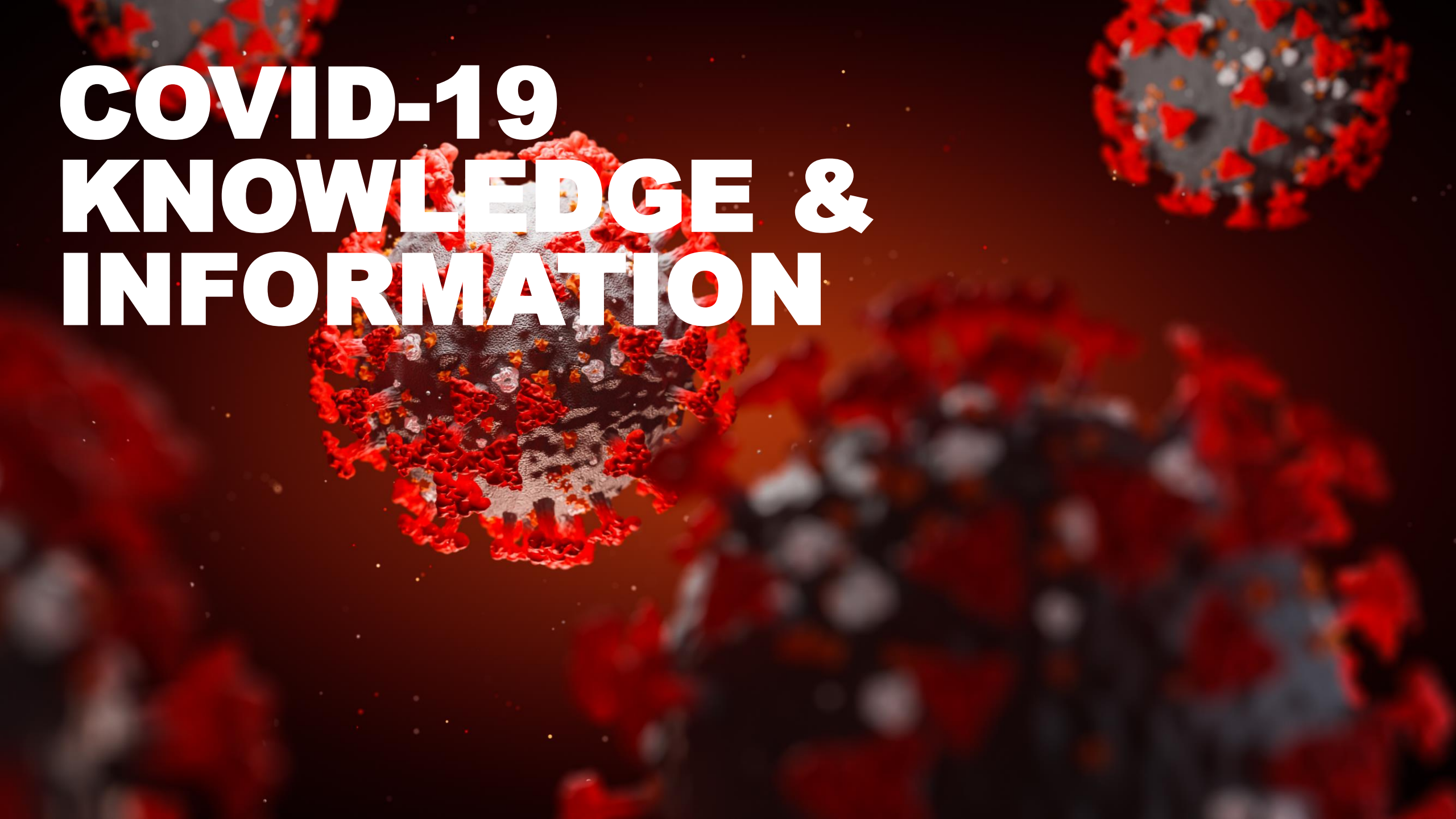


The current situation in Calgary is unprecedented and the City has responded positively to the pandemic in the eyes of residents. Given that health matters are not a municipal jurisdiction, trust in COVID-19 related information is notably lower for The City of Calgary than for other levels of government and is highest for the local health authority. Perceptions of managing the outbreak are only slightly lower for The City than for other levels of government.

Given economic conditions in Alberta, Calgarians are significantly more likely to feel that the virus poses a serious threat to their personal finances – greater than the threat it poses to their personal health. Further, one-third of residents say that they are having a hard time paying bills because of the outbreak, a figure that is higher than the average provincially or nationally. These economic and physical health concerns are also impacting Calgarian's health in other ways as one-half of residents say that they are feeling depressed as a result of the outbreak. Despite this, most residents believe that the outbreak has yet to be contained and two-thirds of residents agree that now is not the time to loosen social and physical distancing measures in their local community.

Some residents do expect more from government, including their municipal, provincial and federal governments. One area where The City could focus more efforts is in providing more information specifically tailored for residents of Calgary. Residents are seeking more localized information about the virus in their local community (cases, infection rate, etc.) or about municipal support programs to deal with the impacts of the outbreak. Of note, those who do not feel they have enough information about COVID-19 in their local community quite consistently express higher levels of concern, more pessimistic outlooks, more difficulties in coping with the impacts of the pandemic, and lower performance ratings for the municipal government's management of the outbreak.

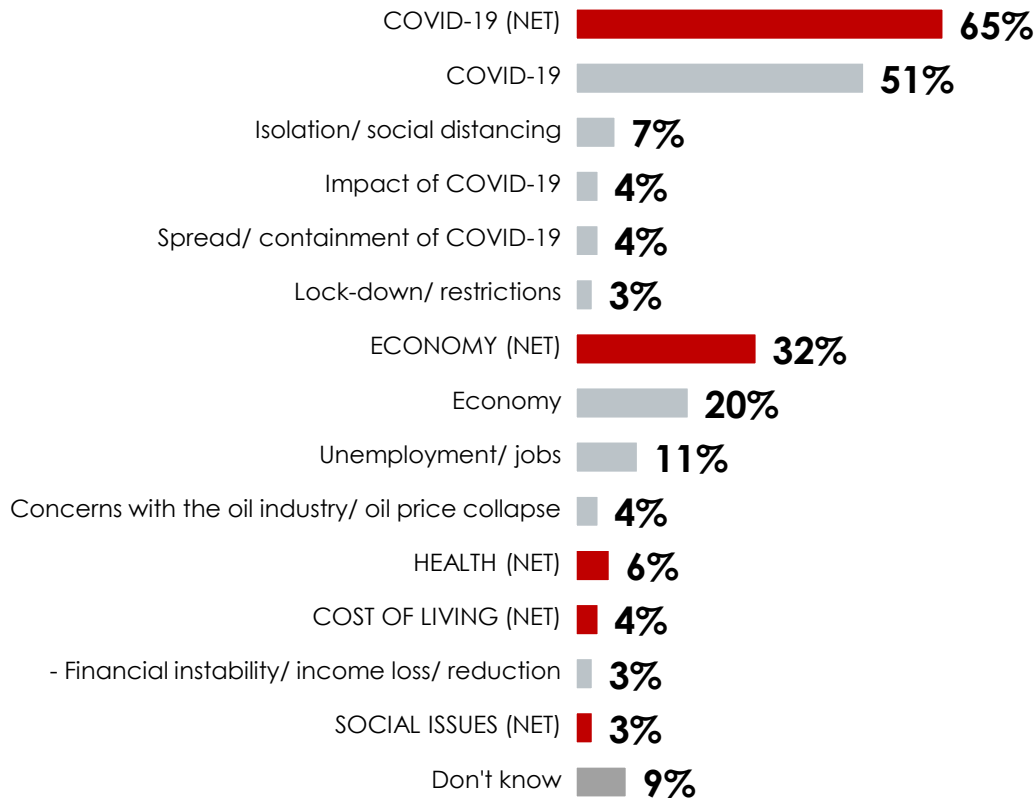
COVID-19 KNOWLEDGE & INFORMATION



MOST IMPORTANT COMMUNITY ISSUE



Multiple mentions allowed



- When asked to describe the most important issue facing their community today, a clear majority (65%) of Calgary residents mentioned COVID-19. The economy is also top-of-mind for many (32%).
- Women are more likely than men to mention COVID-19 as the most important issue in their community (70% vs. 59%).
- Those who feel they receive 'more than enough' information about COVID-19 are less likely to mention 'COVID-19' as the most important issue facing the community in Calgary. However, this same subgroup of Calgarians are more likely to mention the 'economy'.

Note: Only responses of 3% or more are shown.
Base: All respondents, Calgary (n=300)
Q1. What do you feel is the most important issue facing your community today? Please be as specific as possible.

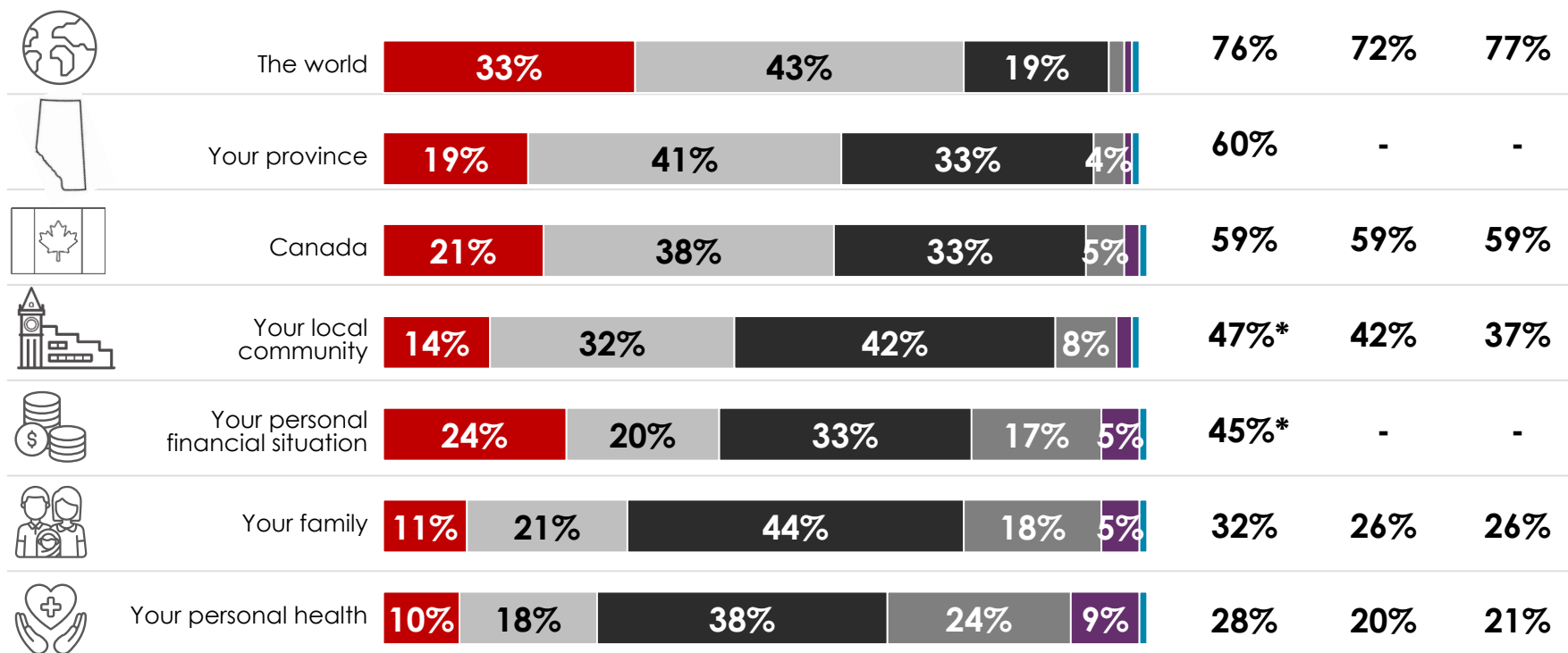
PERCEIVED THREAT OF COVID-19



■ Very high threat
 ■ High threat
 ■ Moderate threat
 ■ Low threat
 ■ Very low threat
 ■ Don't know

% 'Very high'/'High' Threat

Calgary Alberta Canada



*Rounding

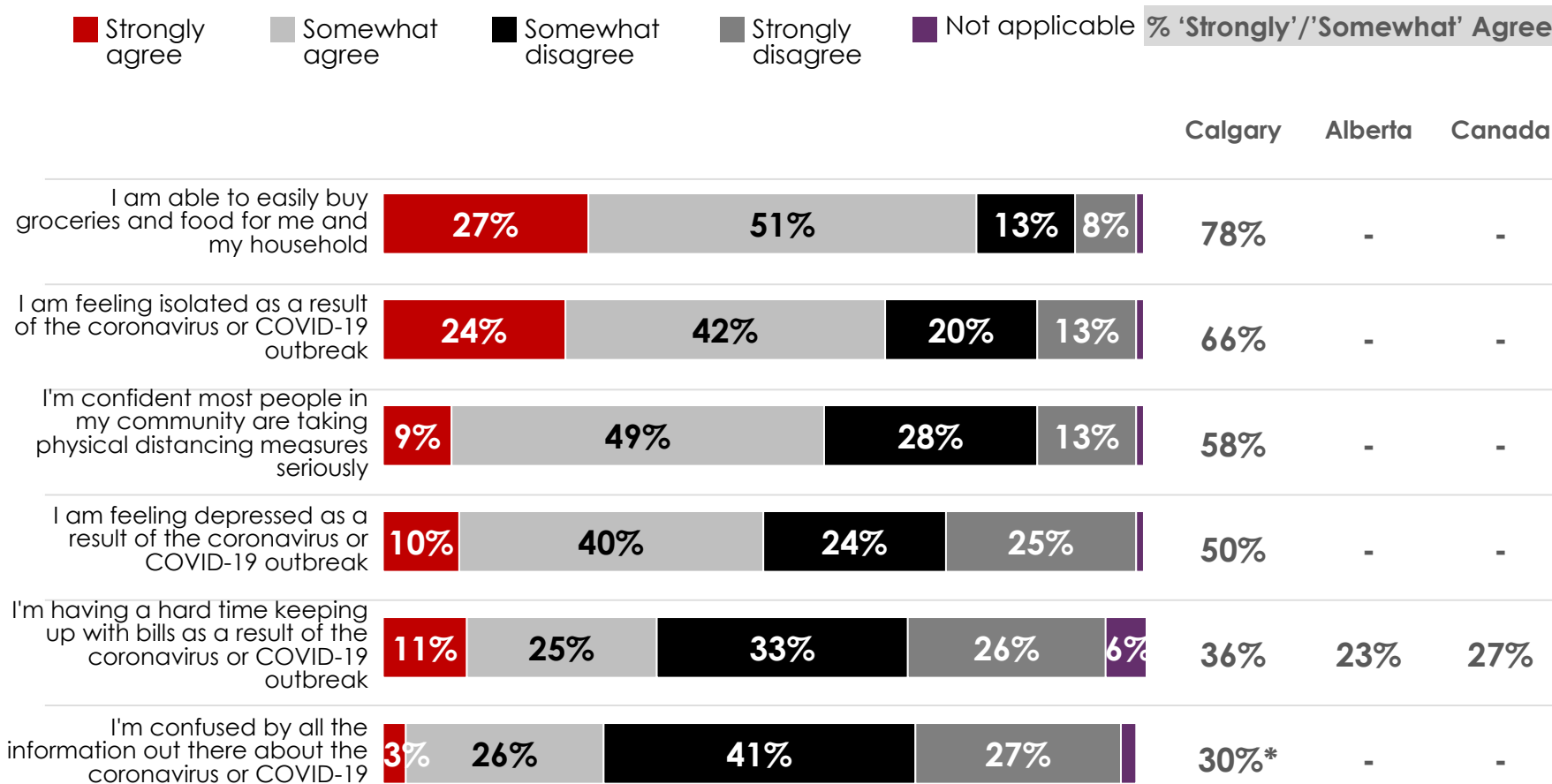
<3% not labelled

- COVID-19 is perceived by Calgarians to be much more of a threat to their personal financial situation (45%) than their personal health (28%).
- Calgarians are also significantly more likely to believe that COVID-19 is more of a threat to the world (76%), province of Alberta (60%) or Canada (59%) than to their local community (47%).
- Calgary residents aged 55 years or older are almost twice as likely as younger residents aged 18 to 34 to feel that COVID-19 is a very high or high threat to their personal health (37% vs. 20%).
- Calgarians are more likely to feel that COVID-19 is a very high/high threat to their local community (47%) in comparison to Albertans overall (42%) and to the national average (37%).

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

Q2. Media reports have been covering an outbreak of a new influenza, or flu-like illness called coronavirus or COVID-19, which was recently declared a pandemic by the World Health Organization. What level of threat do you think the coronavirus or COVID-19 poses to each of the following? / Q4 (context). What level of threat do you think the coronavirus or COVID-19 poses to each of the following?

COVID-19 ATTITUDES & BEHAVIOURS



- In Calgary, 66% of residents are feeling isolated and half (50%) are experiencing depression as a result of the pandemic. Two-in-five (36%) are struggling to keep up with bills, a figure tracking ahead of both the national (27%) and provincial (23%) averages, while 30% are confused by all of the information about COVID-19, especially among low-income residents (53%).
- Residents between the ages of 18 and 34 are significantly less likely to feel that most people in their community are taking physical distancing rules seriously (44% vs. 69% among 55+).
- Lower income earners are also more likely to indicate that they are having trouble paying bills (64% vs. 36% City Wide).
- Those who say the COVID-19 information they receive is 'not enough' are notably more likely to struggle to pay bills and to feel confused and isolated.

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

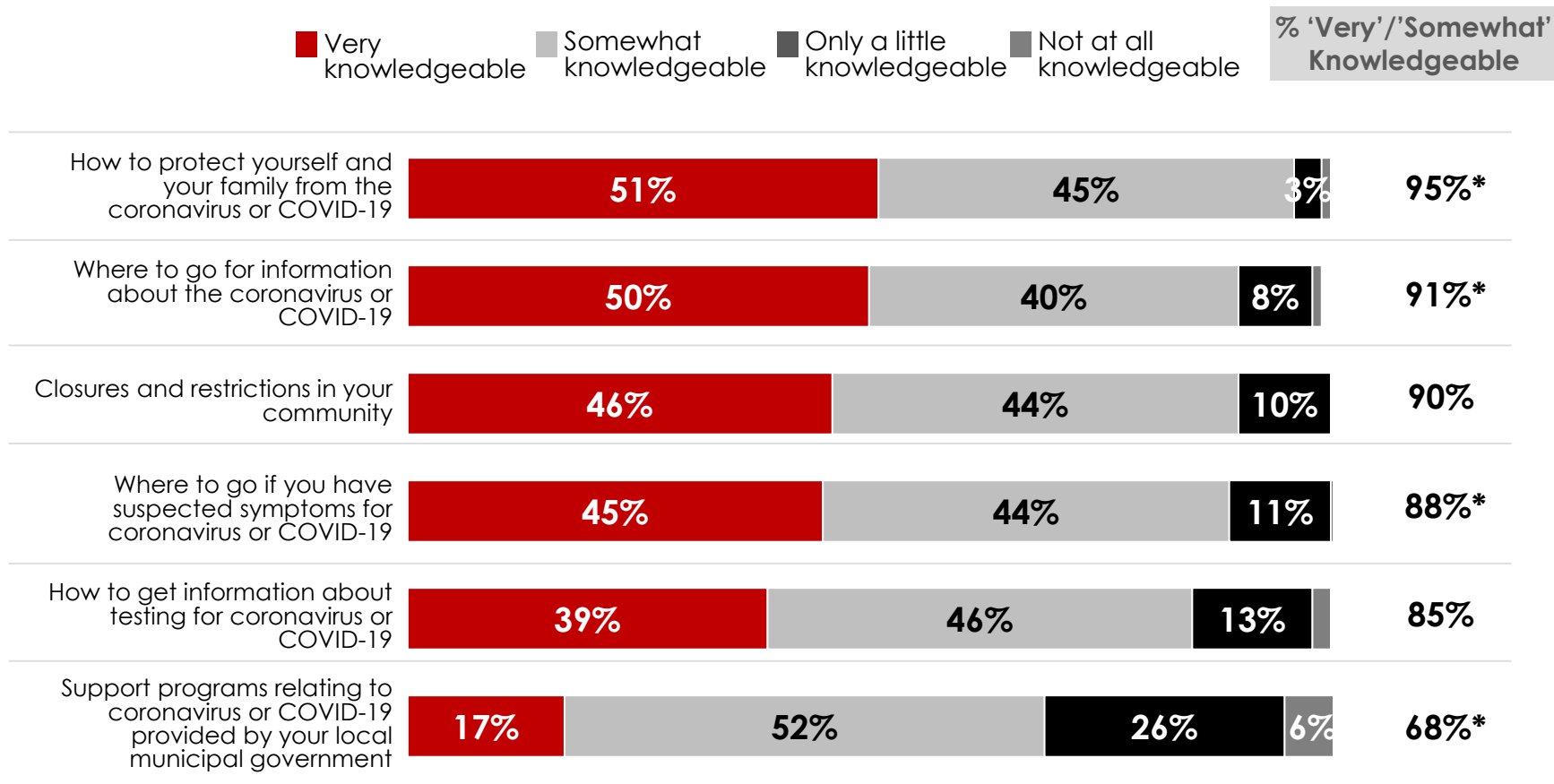
Q8. To what extent do you agree or disagree with the following? / Q8. Do you agree or disagree with the following?

*Context Trends wording: I'm having a hard time keeping up with bills as a result of the coronavirus or COVID-19 pandemic

*Rounding

<3% not labelled

COVID-19 KNOWLEDGE



Base: All respondents, Calgary (n=300)
Q3. How knowledgeable would you say that you are about the following?

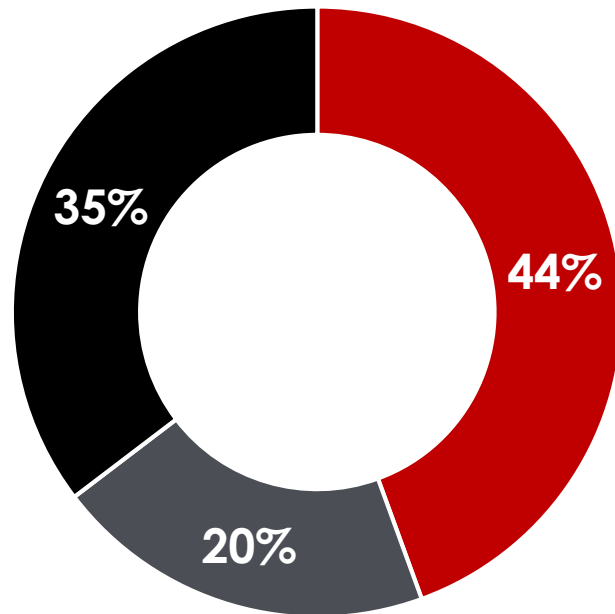
*Rounding <3% not labelled

- Across all metrics, very few residents say they are **not at all knowledgeable** about various actions that can be taken in response to the COVID-19 pandemic.
- Fewer than one in five residents are **very knowledgeable** about support programs provided by the City of Calgary.
- Lower-income Calgarians are significantly less knowledgeable about how to access information about COVID-19, about closures and restrictions in Calgary, and about where to go if they have suspected symptoms.
- Those residents between the ages of 18 and 34 are significantly less likely to be knowledgeable about closures and restrictions in their community compared to residents who are 55 years of age or older (84% vs. 98%).
- Those who feel that the amount of information they receive about their local community is 'not enough' are notably less knowledgeable in all of these areas.

COVID-19 INFORMATION IN LOCAL COMMUNITY



■ More than enough information ■ Not enough information ■ The right amount of information



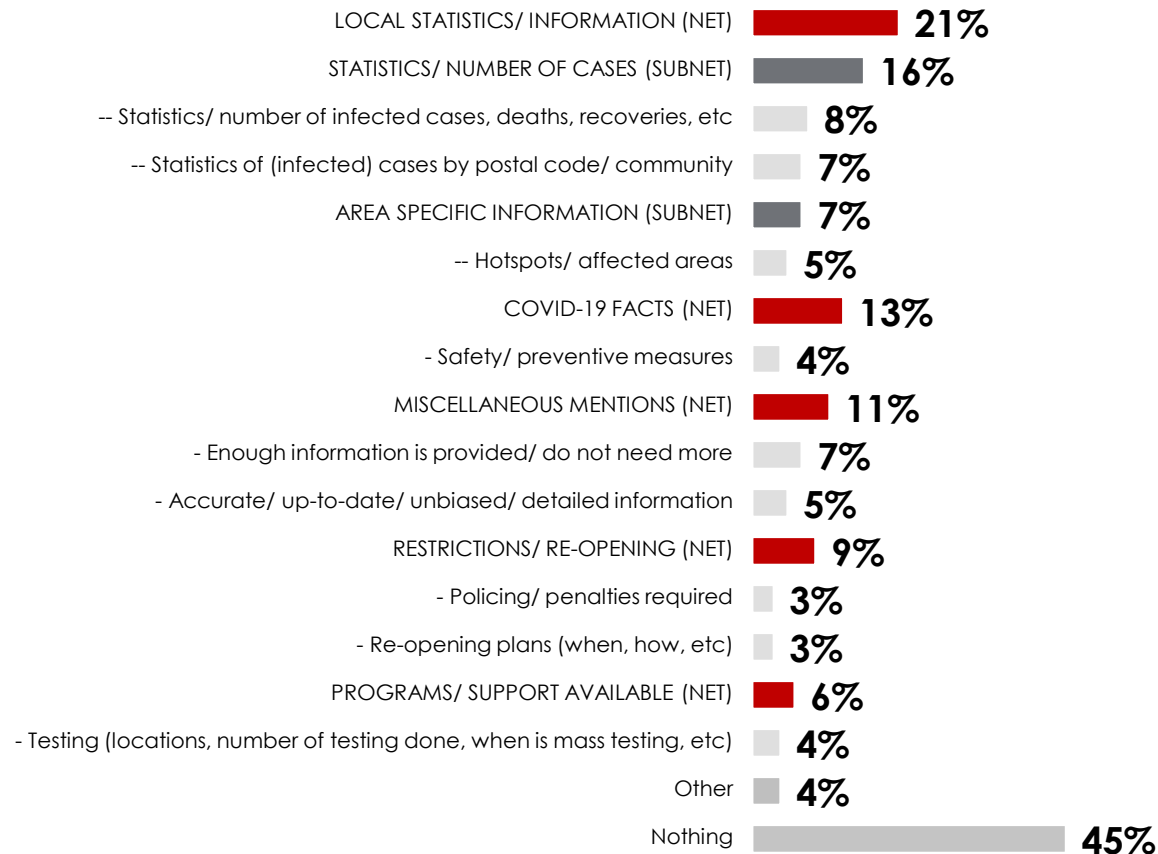
- The vast majority of Calgary residents feel that they have the right amount of information (44%) or more than enough information (35%) about COVID-19 in their local community.
- Calgarians who are more likely to say that the amount of information they have about COVID-19 in their local community is 'not enough' include residents who rate their physical (45%) and mental (48%) health as 'poor/very poor', are lower income households (48%), and have been laid-off (33%) as a result of COVID-19 (33%).
- Of note, those who do not feel they have enough information about COVID-19 in their local community quite consistently express higher levels of concern, more pessimistic outlooks, more difficulties in coping with the impacts of the pandemic, and lower performance ratings for the municipal government's management of the outbreak.

Base: All respondents, Calgary (n=300)
Q5. 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?

COVID-19 INFORMATION WOULD LIKE TO KNOW



Multiple mentions allowed



- When asked what, if any, information Calgary residents would want to know, 21% cite wanting more local statistics and information. This includes information about the number of cases by FSA or region within the Calgary area.
- Calgarians would also like information about COVID-19 facts (13%), including 4% who mention safety and preventative measures.
- Those who said they do not have access to enough information are statistically more likely to say that they want more information about most topics including: 'Local Statistics/ Information,' 'Area Specific Information,' 'COVID-19 Facts,' and 'Programs/Support Available.'

Note: Only responses of 3% or more are shown.

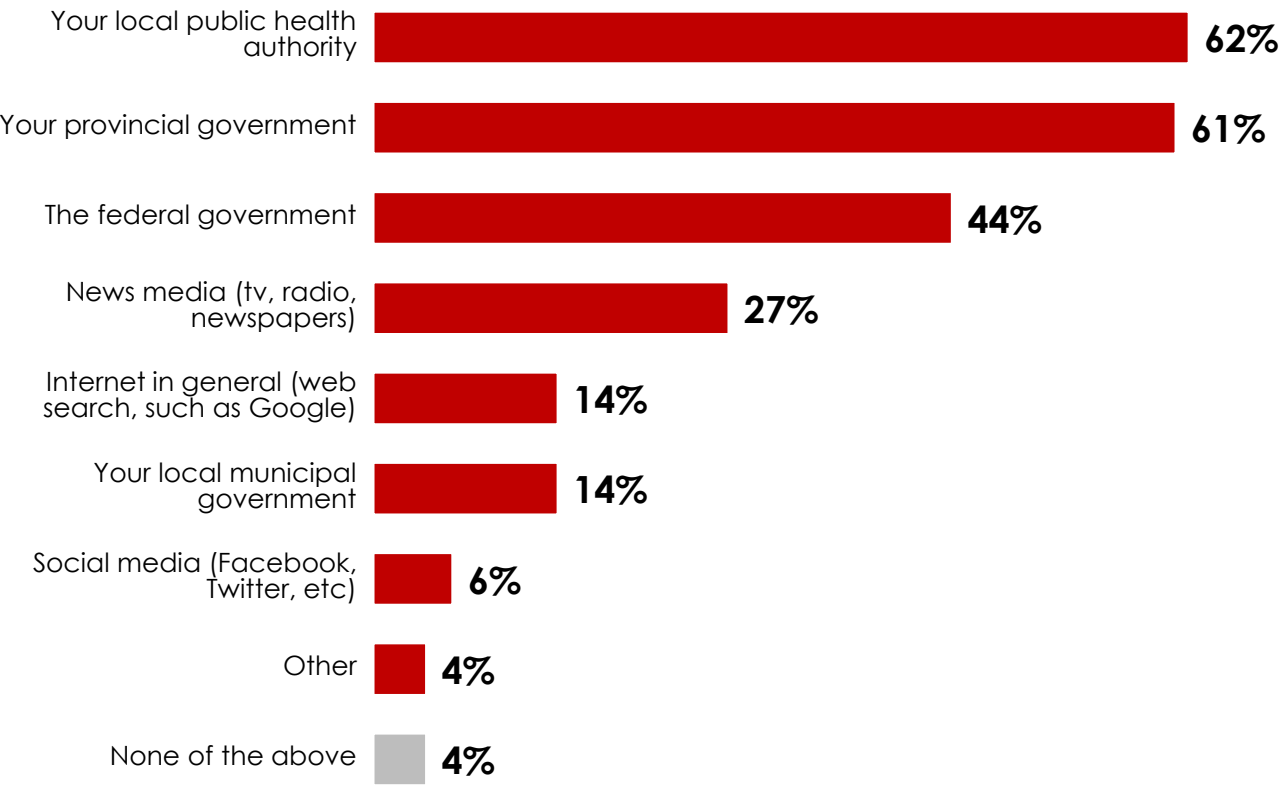
Base: All respondents, Calgary (n=300)

Q6. What, if any, kind of information would you like to know about the coronavirus or COVID-19 in your local community?

TRUSTWORTHY INFORMATION SOURCES



Multiple mentions allowed



- Calgary residents are most likely to trust their local public health authority (62%) or the Alberta government (61%) as the most trustworthy source of information about COVID-19.
- In comparison, 14% of residents cite their local municipal government as the most trustworthy source of information about COVID-19.
- Calgary residents are also more likely to trust the federal government (44%) and the news media (27%) more than their local municipal government as a source of information about the virus.
- Further, 14% of Calgarians trust the internet in general as a source of information about the pandemic, identical to the proportion who trust the City of Calgary.
- Only 6% of residents cite social media as the most trustworthy source of information about COVID-19.

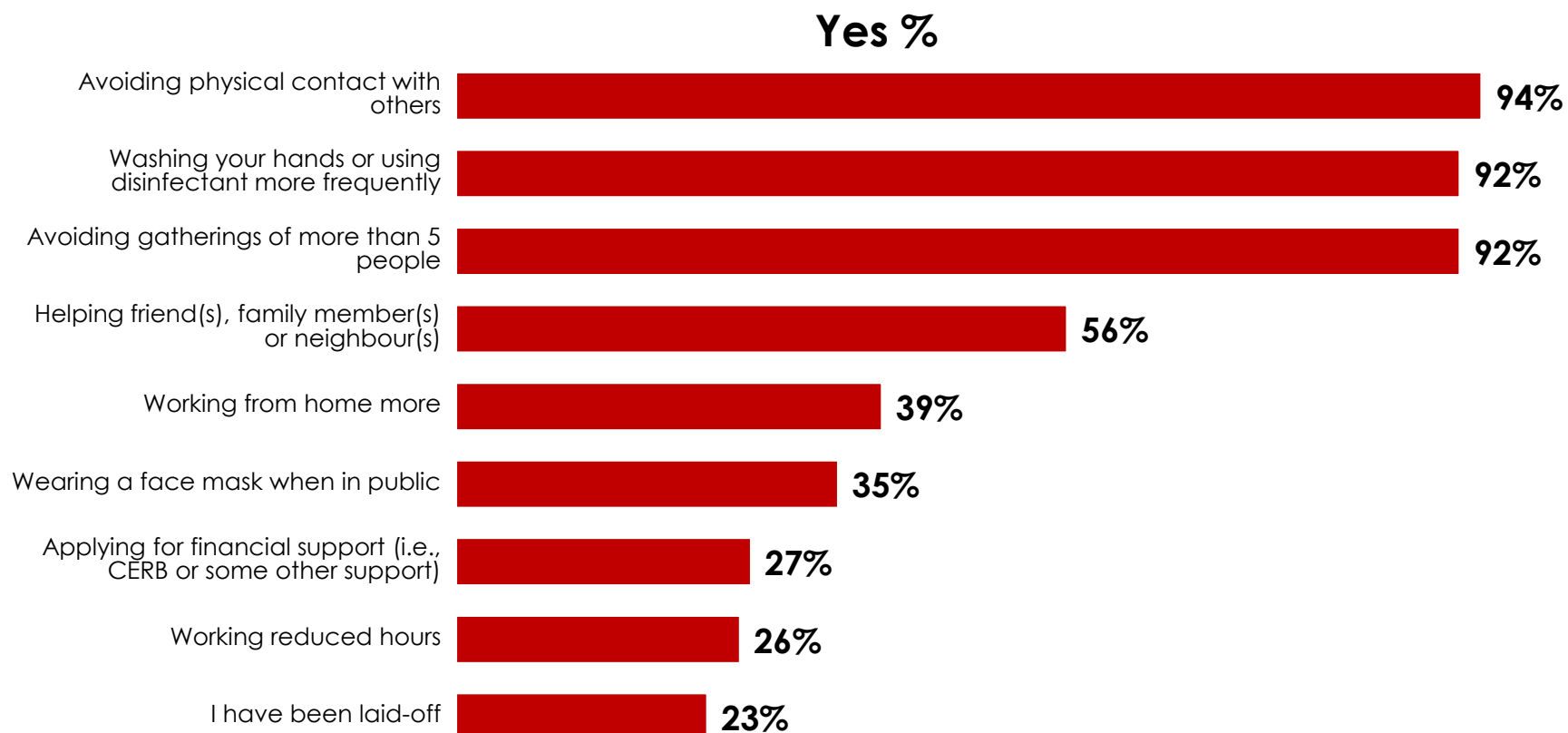
Base: All respondents, Calgary (n300)
Q4. Which of the following sources of information are the most trustworthy to provide accurate information about the coronavirus or COVID-19? Select up to three sources.



COVID-19 RESPONSE



BEHAVIOURS IN RESPONSE TO COVID-19



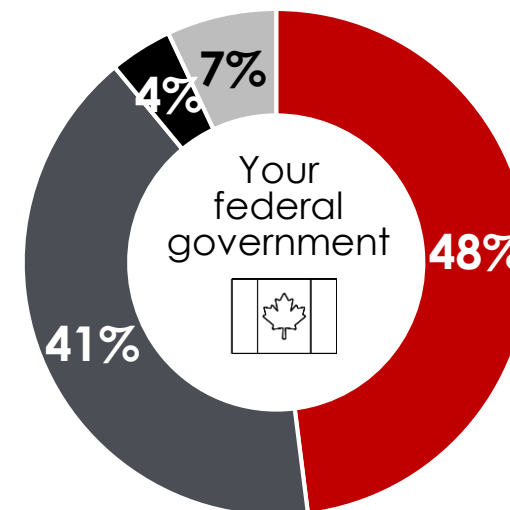
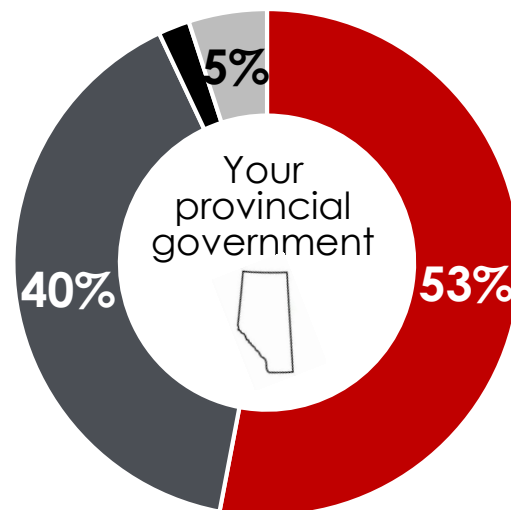
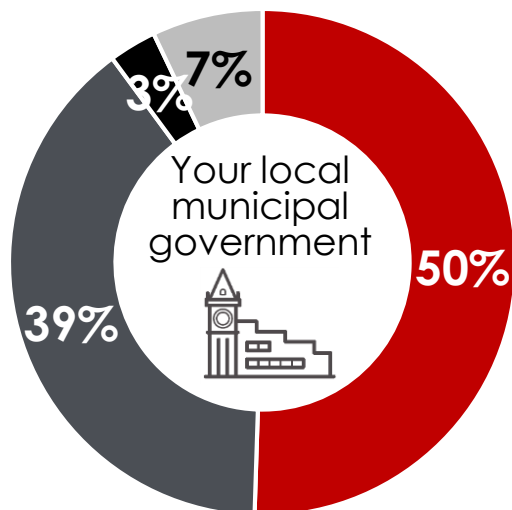
- Almost all Calgary residents indicate that they are avoiding physical contact with others (94%), that they are washing their hands more often (92%), and that they are avoiding gatherings of 5 or more people (92%).
- More than one-half (56%) of Calgarians are helping others during the pandemic and 39% are working from home more.
- Just over one-third (35%) of Calgarians are now wearing a face mask in public in response to COVID-19. Gen Z (age 18-23) are significantly more likely to wear a facemask (71% vs. an average of 35%).
- As many as one-quarter (23%) of residents have been laid-off, are working reduced hours (26%) or have had to apply for financial support (27%) as a result of COVID-19.

Base: All respondents (n=300)
Q9. Are you doing any of the following as a result of the coronavirus or COVID-19 situation?

REDUCING THE SPREAD OF CORONAVIRUS

- Four-in-ten Calgary residents feel that all levels of government, including The City (39%), the province (40%), and the federal government (41%) should do more to limit the spread of COVID-19. Very few think governments should be doing less at this time.
- Those who think The City of Calgary should do more include: 61% of lower income residents, those with self-reported 'poor/very poor' mental health (55%), as well as those who feel they do not have enough COVID-19 information about their local community (72%).

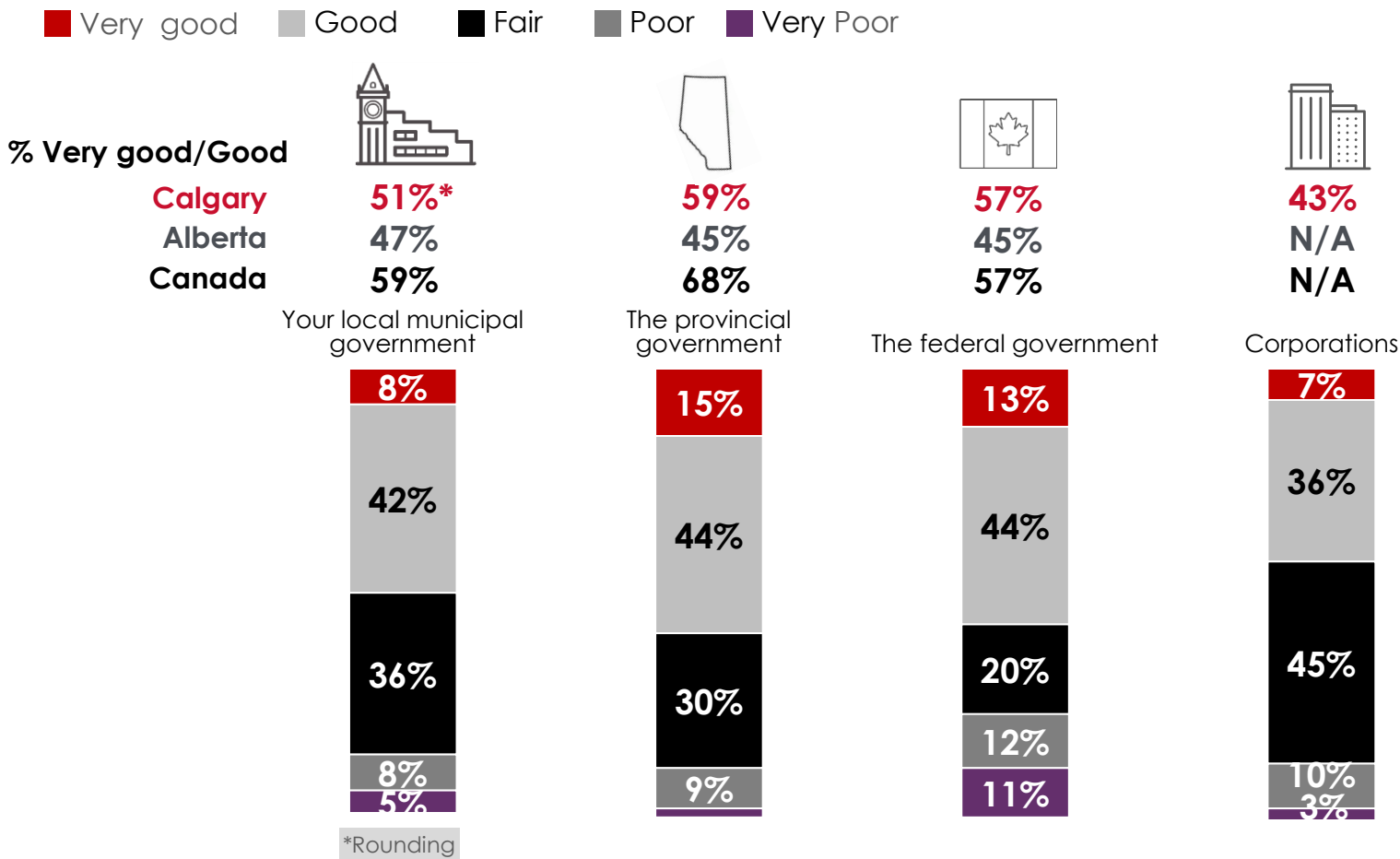
■ Should do more ■ Has done the right amount ■ Should do less ■ Don't know



Base: All respondents, Calgary (n=300)
Q10. 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?

<3% not labelled

MANAGEMENT OF THE COVID-19 OUTBREAK



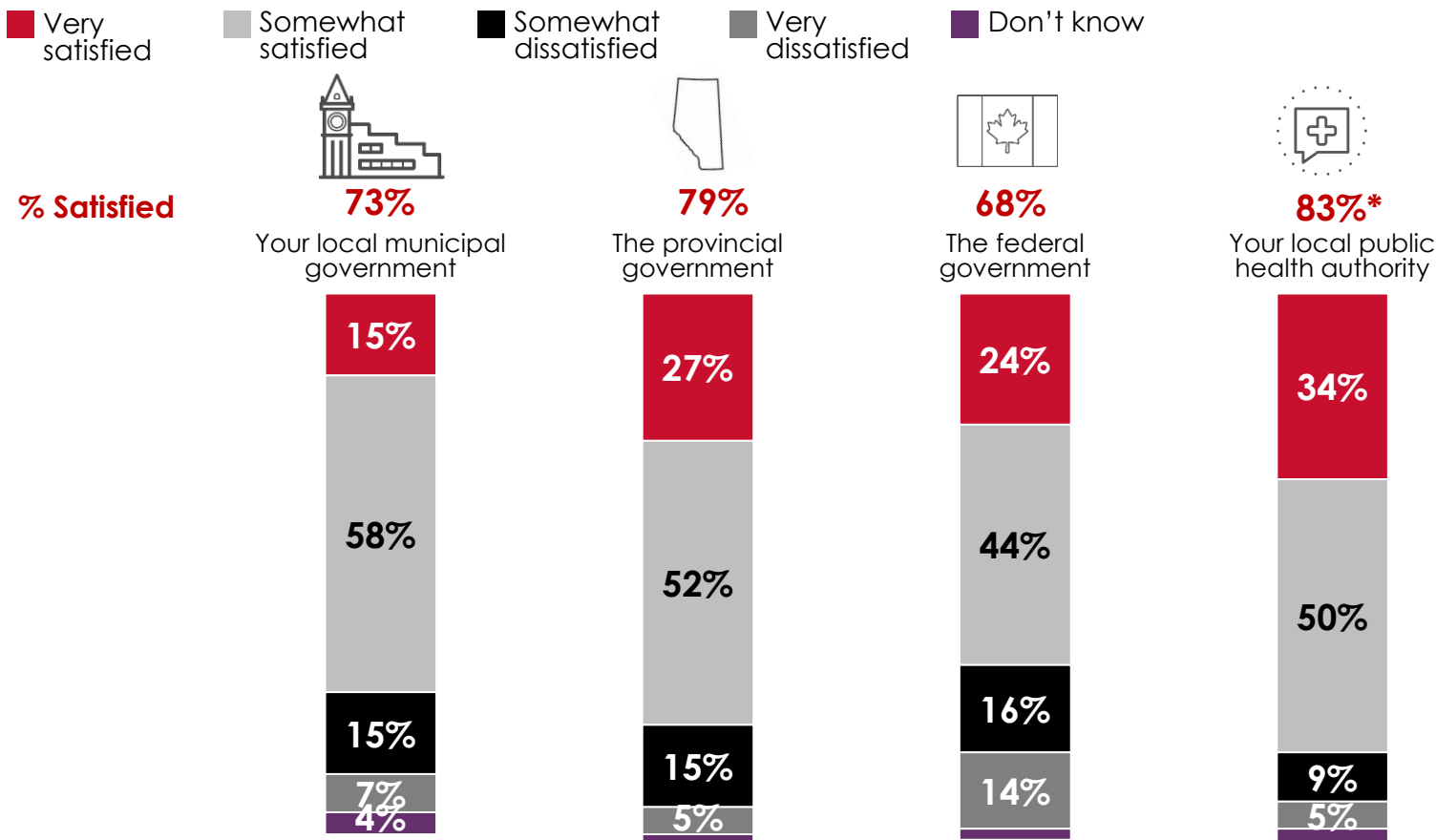
- One-half (51%) of residents believe The City of Calgary has done a good job at managing the coronavirus outbreak, a figure that is slightly lower than with government counterparts at both the federal (57%) and provincial (59%) levels.
- Those who feel that the amount of information they have about COVID-19 in their local community is 'not enough' are significantly less likely to provide positive municipal ratings (22%).
- A smaller proportion of Calgarians (43%) rate corporations' management of the COVID-19 outbreak as 'very good/good'.
- Residents 55 years of age and older are the most likely to provide positive ratings of the provincial government (78%) and private corporations (57%).

Base: All respondents, Calgary (n=300); Alberta (n=99); Canada (n=1,452)
Q11. How would you rate each of the following in managing the coronavirus outbreak? / Q8C. And, how would you rate each of the following in managing the coronavirus situation?

<3% not labelled



SATISFACTION WITH COVID-19 INFORMATION



- Three-quarters (73%) of Calgarians express satisfaction with the COVID-19 information they are receiving from their municipal government, a figure which trails behind the local public health authority (83%), is somewhat lower than the provincial government (79%), and is slightly higher than for the federal government (68%).
- Of note, 15% of Calgarians are 'very satisfied' with the COVID-19 information received from The City of Calgary, which is notably lower than 'very satisfied' ratings for the local public health authority (34%), the provincial government (27%) and the federal government (24%).
- Satisfaction with COVID-19 information provided by The City of Calgary is significantly lower among those who feel they do not receive enough information about the pandemic (50%).

Base: All respondents, Calgary (n=300)
 Q7. How satisfied would you say that you are with information about coronavirus or COVID-19 from the following sources?

*Rounding

<3% not labelled

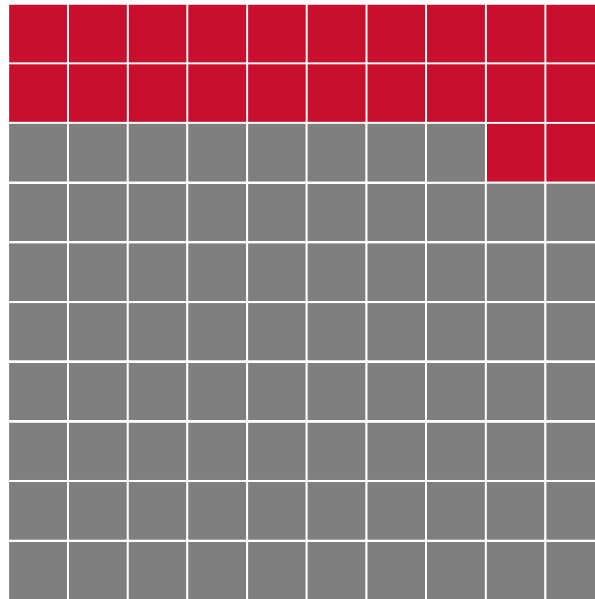
CORONAVIRUS OUTLOOK



Calgary 22%

The coronavirus or COVID-19 outbreak has been contained and will soon be over.

ALBERTA: 17%
CANADA: 24%



78% Calgary

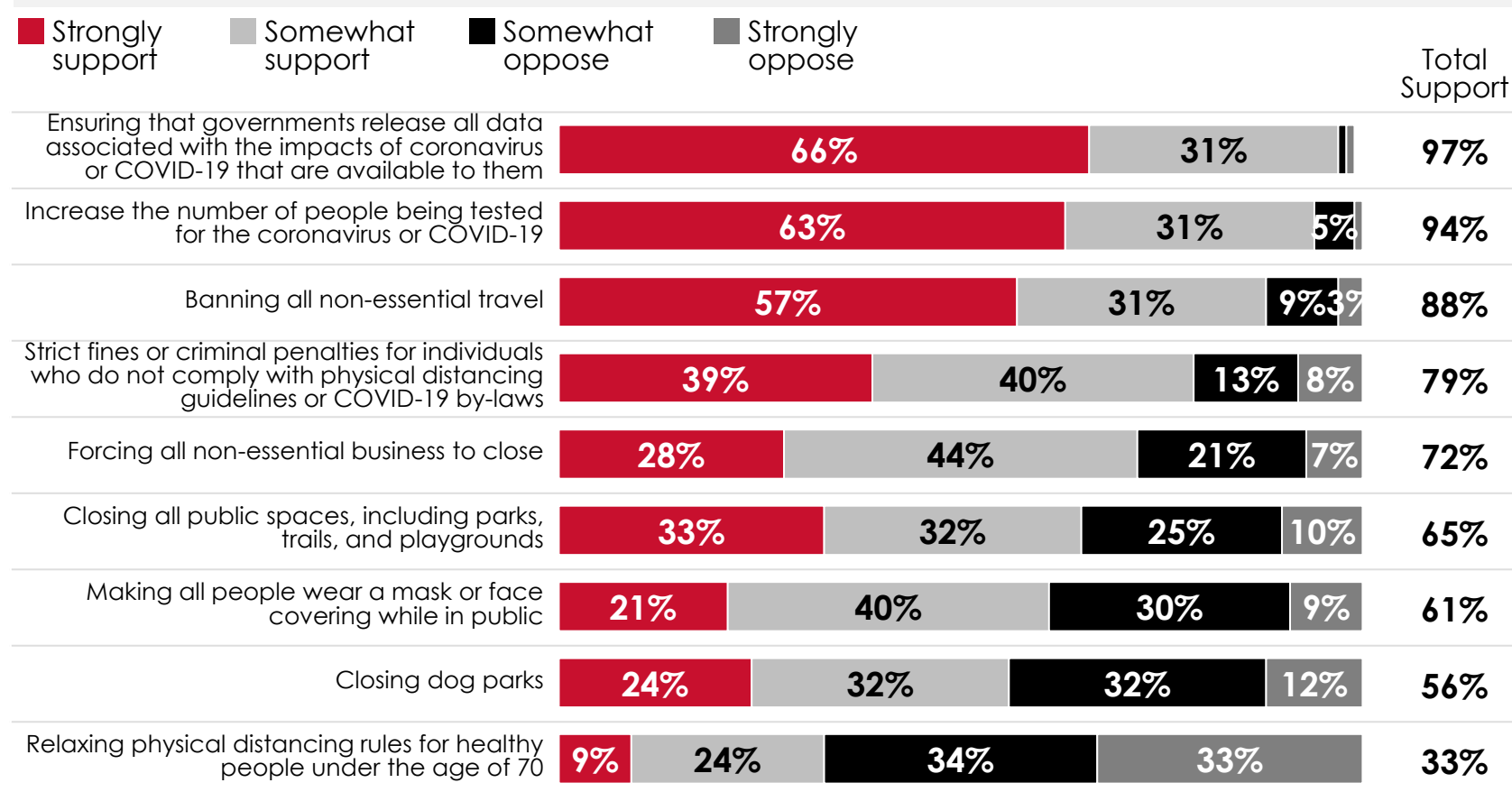
The coronavirus or COVID-19 outbreak is not contained and the number of people infected will continue to grow.

ALBERTA: 83%
CANADA: 76%

- Most Calgarians (78%), Albertans (83%), and Canadians (76%) expect to see further increases in the number of infections as they do not believe the outbreak has been contained.
 - Boomers aged 56+ (86%) are notably more likely to hold this opinion.
- Just over one-in-five (22%) Calgarians feel like the coronavirus outbreak is under control and will be over soon, fairly similar to provincial (17%) and national (24%) sentiments.
 - Those who are knowledgeable about COVID-19 support programs are more likely to hold this viewpoint (36%).

Base: All respondents, Calgary (n=300); Alberta (n=99); Canada (n=1,452)
Q13. Which of the following is closest to your point of view? / Q8B. Which of the following is closest to your point of view?

SUPPORT FOR ACTIONS TO ADDRESS IMPACT OF COVID-19



- Almost all residents support governments releasing all data associated with the impacts of the virus (97%) and increasing the number of people being tested (94%). Support is also strong for banning all non-essential travel (88%) and administering fines or criminal penalties for not complying with physical distancing rules (79%).
- Support is somewhat softer for forcing non-essential businesses to close (72%) and closing public spaces (65%).
- A smaller majority of Calgarians support making all people wear a face mask in public (61%) and closing dog parks in the city (56%).
- Lastly, a minority (33%) of residents support the relaxing of physical distancing rules for healthy people under the age of 70.

Base: All respondents, Calgary (n=300)

Q12. To what extent do you support or oppose the following actions to address the impact coronavirus or COVID-19 on your local community?

<3% not labelled

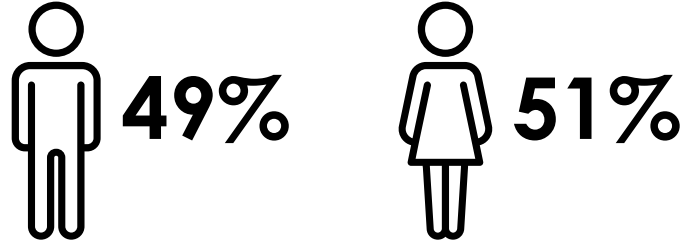
DEMOGRAPHICS



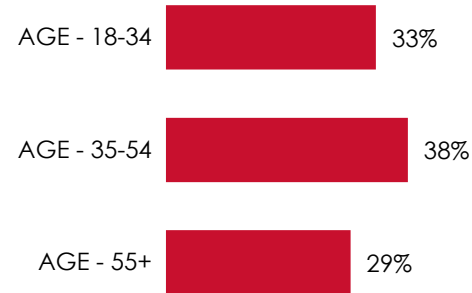
DEMOGRAPHICS



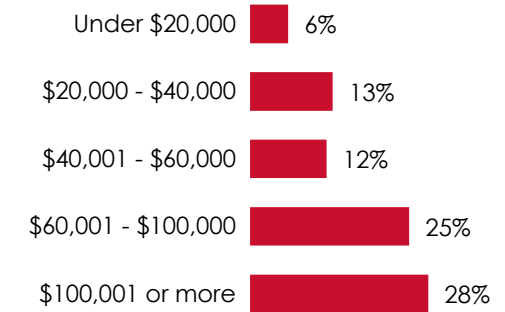
GENDER



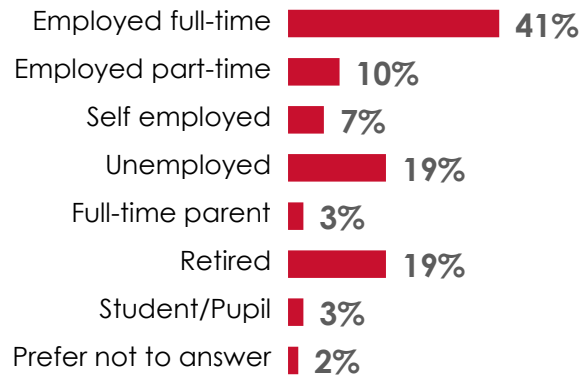
AGE



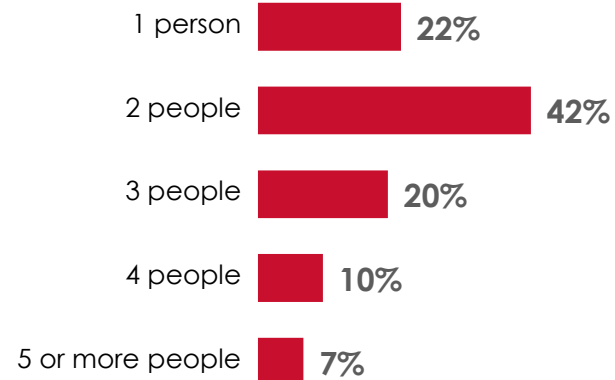
INCOME



EMPLOYMENT STATUS

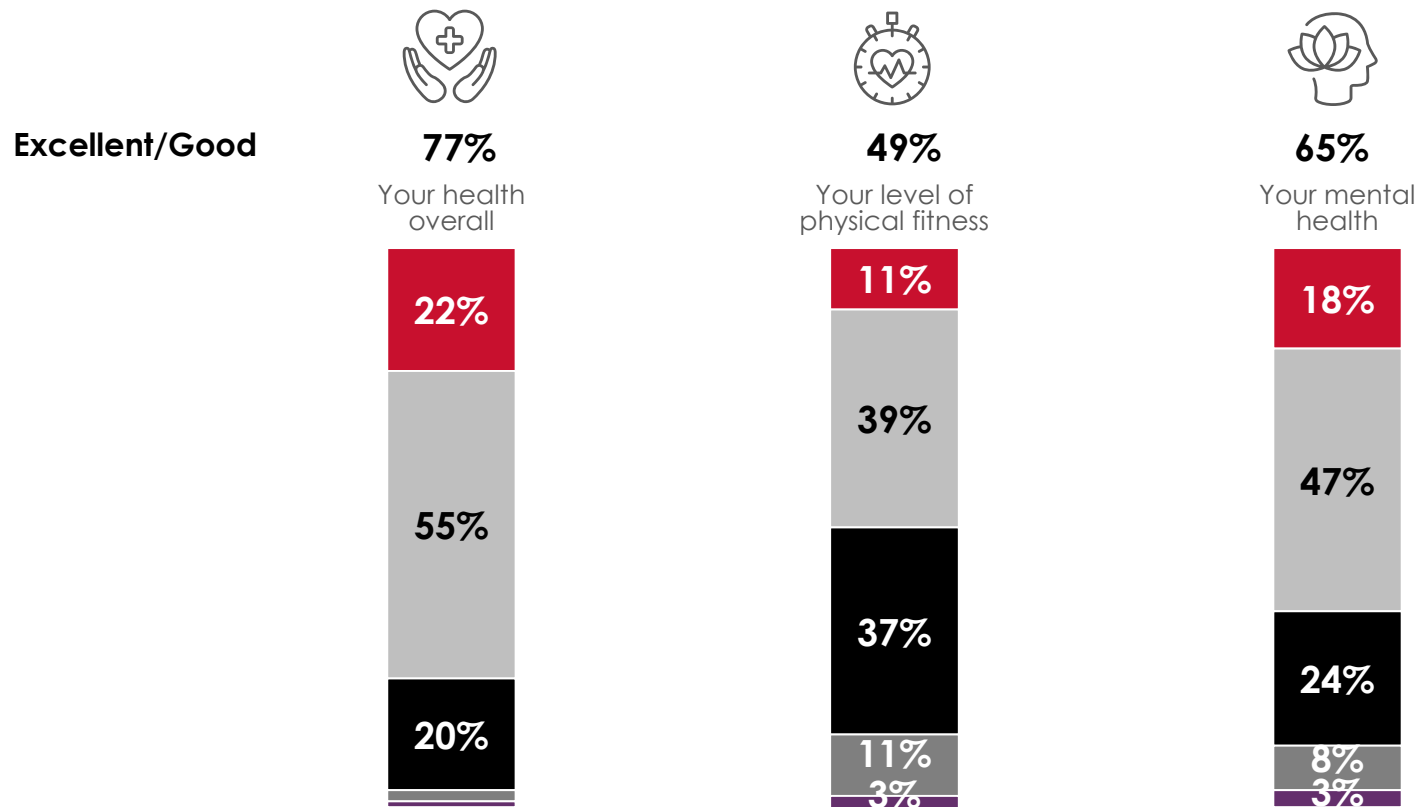


OF PEOPLE IN HOUSEHOLD



SELF-ASSESSED HEALTH

■ Excellent ■ Good ■ Fair ■ Poor ■ Very Poor



- Strong majorities rate both their mental health (65%) and overall health (77%) as being at least **good**, while only half (49%) feel this way about their level of physical fitness.
- Young adults (18-34) are twice as likely to describe their mental health as being poor (19% vs. 7% 35+).

Base: All respondents, Calgary (n=300)
Q14. How would you describe each of the following?

<3% not labelled

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“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

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Game Changers

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This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.