



Calgary



2021 Citizen Perspectives Survey Report

Election Communication Effectiveness

November 19, 2021

Prepared by:

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

Highlights at a Glance

VOTING BEHAVIOUR



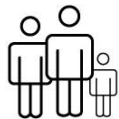
76%

Voted in the 2021
Federal Election



63%

Voted in the 2021
Calgary General
Election



95%

Voted in the Calgary General
Election in person either on election
day or during the advance vote

VOTING EXPERIENCE

Agree that when voting ...

| | |
|---|------------|
| I felt safe | 99% |
| I had no accessibility issues | 98% |
| Voting station was conveniently-located | 97% |
| Voting hours were convenient | 96% |
| Wait times were reasonable | 91% |
| Station was not excessively crowded | 89% |



COVID-19 SAFETY PROTOCOLS

My comfort was improved by...

87% Workers wearing masks

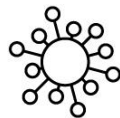
85% Signs to support distancing

85% Hand sanitizer

83% Single-use or sanitized pencils or pens

83% Plexiglass shields

77% Cleaning in between voters



ELECTION COMMUNICATION EFFECTIVENESS

73%

Had enough
information



81%

Information was easy to
understand.



80%

Information was
available at the right
time

78%

Information was
available in channels
that I use



Table of Contents

| | |
|---|----|
| Highlights at a Glance | 2 |
| Background & Methodology | 4 |
| Detailed Findings | 5 |
| Voting Behaviour | 6 |
| Voting Experience..... | 13 |
| Election Communication Effectiveness..... | 19 |
| Demographics | 26 |
| Questionnaire | 31 |

Background & Methodology

Background

To help support City decisions, The City of Calgary surveys citizens about their opinions, preferences, and attitudes. To help in “making life better every day” for Calgarians, The City conducts the Citizen Perspectives Survey at various intervals through the year.

Feedback was required from Calgarians after the 2021 General Election to understand opinions about communication effectiveness and the voting experience, including COVID-19 modifications.

Methodology

The survey was conducted by Leger from October 25 to November 3, 2021 with 500 Calgarians via telephone using random digit dialing (RDD). The survey was conducted using numbers from both landlines (5%) and cell phones (95%) to obtain a random and statistically representative sample of Calgarians. The survey averaged 15 minutes in duration. The margin of error (MOE) for the total sample of $n=500$ is ± 4.38 percentage points, 19 times out of 20.

To ensure the data was 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.

Detailed Findings





Voting Behaviour – Federal and Municipal

Summary Findings and Key Differences

A majority of Calgarians voted in each of the federal and municipal elections in 2021.

- Three-quarters (76%) voted in the federal election, with half of those (55%) voting in person on election day.
 - Younger adult Calgarians were less likely to vote in the federal election, with 35% of those aged 18-34 saying they did not vote, compared to 21% of those aged 35-64 and 11% of those aged 65 and older.
 - Residents of the Northeast quadrant are less likely to vote in the federal election than those who live in other quadrants (61% in the NE vs. 81% NW, 79% SW, and 76% SE).
 - Longer-term Calgary residents were more likely to vote in the federal election than people who have lived in Calgary for less time (88% of those who have lived in Calgary for 20 years or longer vs. 63% who have lived here for 10-19 years and 55% who have lived here fewer than ten years).
 - Retired Calgarians were more likely to vote in the federal election (93% vs. 76% employed, 53% not employed, and 62% other).
 - Those who voted in the municipal election were more likely to also have voted in the federal election (95% vs. 43% who did not vote in the municipal election).
- Two-thirds (63%) voted in the municipal election, with more than half of those (62%) voting in person on election day.
 - Older Calgarians were more likely to vote in the municipal election (88% of those aged 65+ vs. 68% of 35-64 and 44% 18-34).
 - People who have lived in Calgary for 20 or more years were more likely to vote in the municipal election (76% 20+ years vs. 51% 10-19 years and 39% fewer than 10 years).
 - Calgarians who have a university or post-graduate degree were more likely to vote in the municipal election (75% vs. 55% who have some post-secondary or a college diploma and 45% who have high school or less).
 - Retired Calgarians were more likely to vote in the municipal election (88% vs. 64% employed, 33% not employed, and 41% other).
 - Those who voted in the federal election were more likely to also have voted in the municipal election (79% vs. 14% who did not vote in the federal election).

Summary Findings and Key Differences

Most respondents did not vote in the municipal election by special (mail-in) ballot, and would not be interested in using a special ballot if availability was less restrictive.

- By far, most respondents voted in person, either on election day (62%) or during the advance vote (33%).
 - Calgarians older than 55 were more likely to vote during the advance vote (50% of 55-64 and 46% of 65+ vs. 27% of 35-54, 18% of 25-34, and 19% of 18-24).

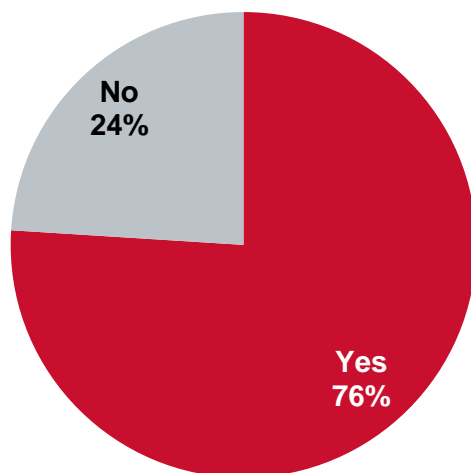
When asked for reasons why they didn't vote in the municipal election, most of those who did not vote either weren't eligible or had commitments that prevented them from voting. Some respondents indicated lack of knowledge or lack of interest.

- “Not eligible to vote” was the most frequently-mentioned reason among Calgarians under 65 years old (26% 18-34 and 22% 35-64 vs. 0% 65+), followed by “I was too busy/ I was working” (21% 18-34 and 16% 35-64 vs. 0% 65+).

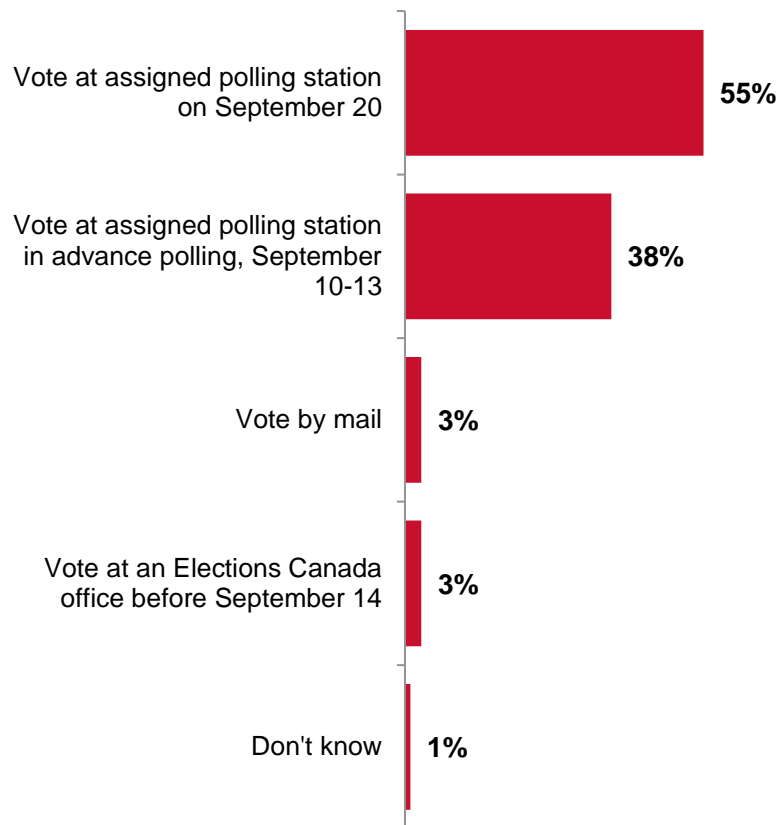
Federal Election Voting Method

Most respondents voted in the September 2021 Federal Election, with just over half voting in person on September 20th, and about two in five voting in person during advance polling.

**Voted in Federal Election
(September 20, 2021)**



Method of Voting



As you may know, our most recent federal election was held on September 20, 2021. Did you vote in this last federal election?

Base: All respondents (n=500)

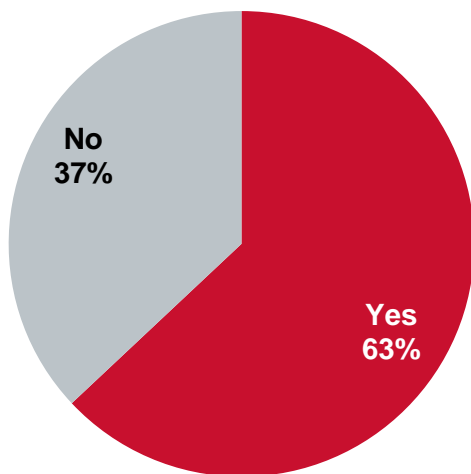
And did you ...?

Base: Respondents who voted in the last federal election (n=385)

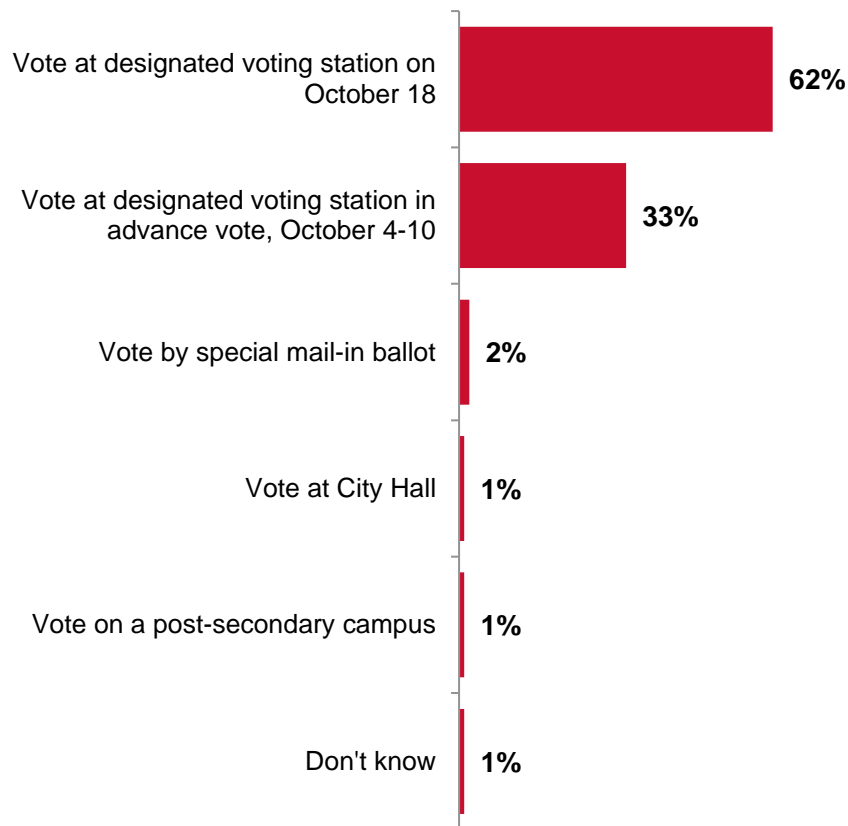
Municipal Election Voting Method

About two-thirds of respondents voted in the Calgary General Election in October 2021. Three-in-five of the respondents who voted did so at their designated voting station on October 18th, while one-third voted in the advance vote.

**Voted in Calgary General Election
(October 18, 2021)**



Method of Voting



We also had a municipal election in Calgary on October 18, 2021. Did you vote in this last municipal election?

Base: All respondents (n=500)

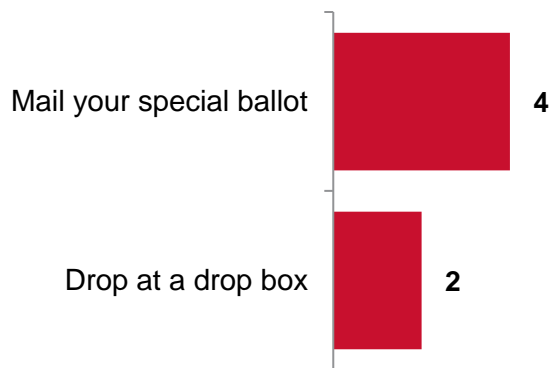
And did you ...?

Base: Respondents who voted in the last municipal election (n=327)

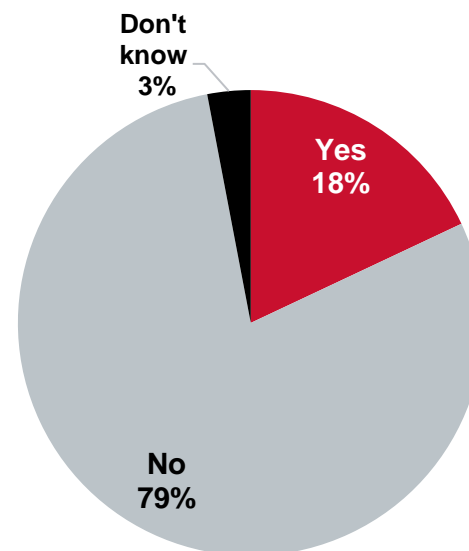
Special Ballot Preferences

Very few survey respondents voted by special ballot. Only one-in-five respondents were interested in voting by special ballot if the criteria for being able to vote by special ballot were less restrictive.

Method of Returning Special Ballot*



Preferred to Vote by Special Ballot if Possible



***Caution: Very small base size**

And did you...?

Base: Respondents who voted by special ballot (n=6)

In order to vote by special (mail-in) ballot, you had to not be in Calgary on Election Day, be working on Election Day, or have a disability or illness. These criteria are legislated by the Province.

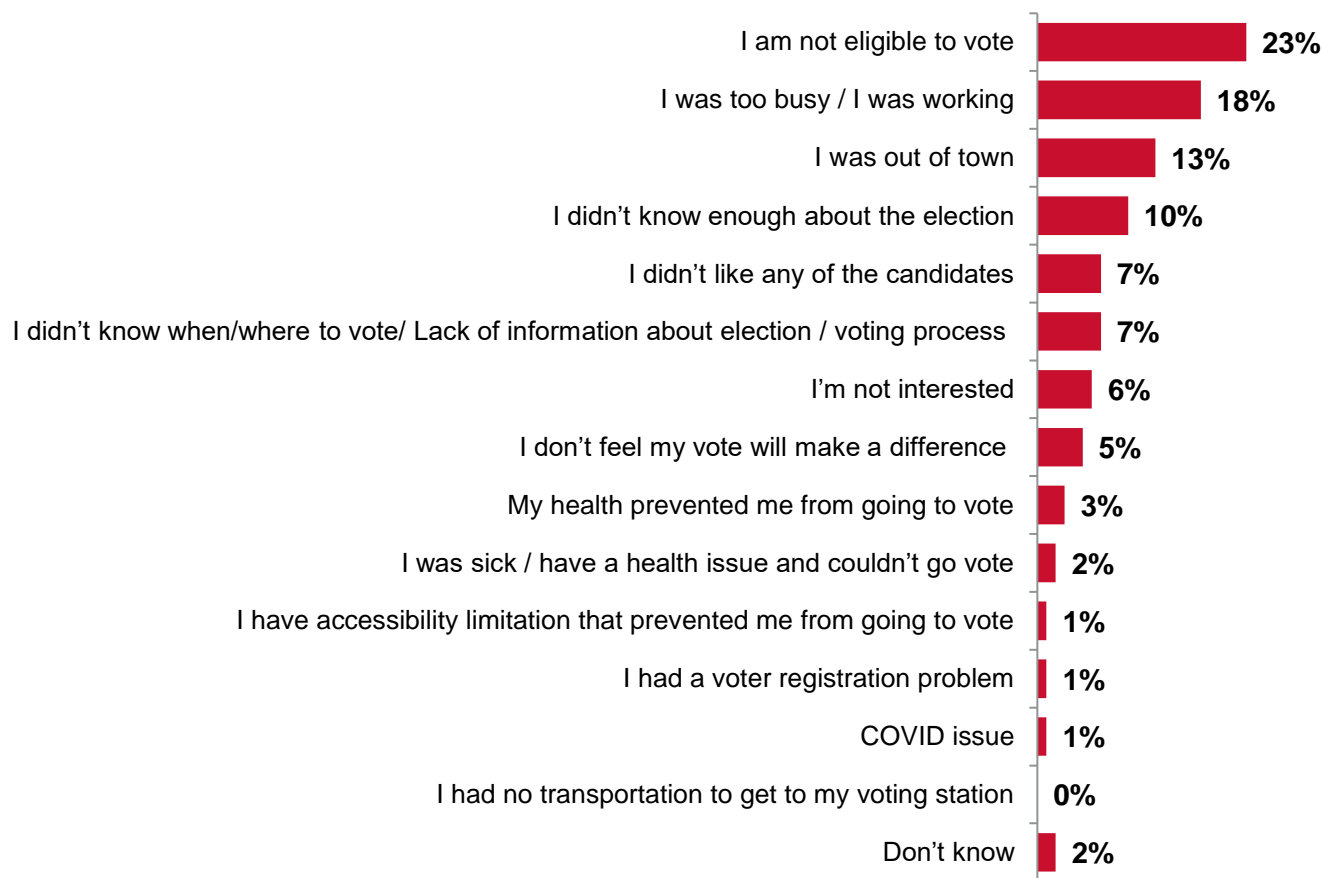
If these criteria were less restrictive, would you have preferred to vote by mail-in ballot?

Base: Respondents who did not vote by special ballot (n=321)

Reasons For Not Voting

Respondents who did not vote generally did not vote because they aren't eligible, or they had other commitments that prevented them from voting. Some respondents indicated lack of knowledge or lack of interest.

Main Reason for Not Voting



Open-
ended
question

Many people can't or don't vote for a variety of reasons. What would you say is the main reason you did not vote in the last municipal election?
[Open-ended: Response options were not read to respondents.]

Base: Respondents who did not vote (n=172)



Voting Experience

Summary Findings and Key Differences

Overall, most respondents found the voting experience to be safe, accessible, convenient, with reasonable wait times and without crowding.

- Calgarians aged 18-34 were more likely to disagree that voting hours were convenient (11% vs. 2% 35-64 and 0% 65+).

Most Calgarians responded positively to the COVID-19 safety protocols in place at voting stations.

- More women agreed that election workers wearing masks made them more comfortable (92% vs. 82% men).
- Calgarians aged 35-64 were least likely to agree that election workers wearing masks made them more comfortable (82% vs. 95% 18-34 and 94% 65+).
- Men were more likely to disagree that cleaning in between voters made them more comfortable (19% vs. 9% women).
- Men were more likely to disagree that access to hand sanitizer made them more comfortable (15% vs. 7% women).
- More women agreed that having single-use pencils or sanitized pens made them more comfortable (90% vs. 77% men).
- Calgarians aged 35-64 were least likely to agree that having single-use pencils or sanitized pens made them more comfortable (78% vs. 93% 18-34 and 90% 65+).

Summary Findings and Key Differences

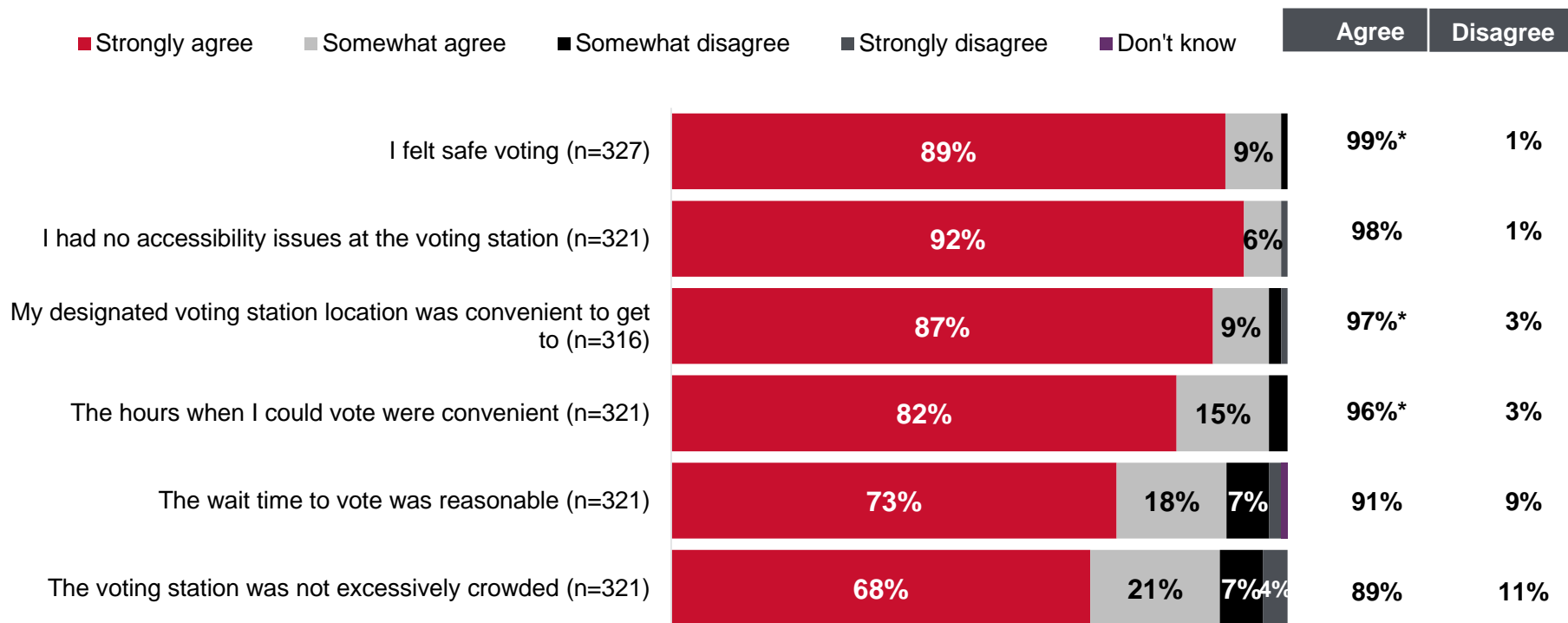
In general, changes to voting station operations were well-received by Calgarians.

- Women were more likely to support increasing the number of voting stations (86% vs. 72% of men).
- Long-time Calgarians were more likely to oppose an increase to the number of voting stations (21% of those who have lived in Calgary for 20 or more years vs. 11% of those who have lived here 10-19 years and 9% of those who have lived here fewer than ten years).
- More women supported adding voting stations closer to residences (88% vs. 80% of men).
- Younger Calgarians were more likely to support extending the hours of advance voting (93% of 18-34 vs. 79% for 35 and older).
- Calgarians aged 35-64 were more likely to oppose making October 18th a non-instructional day at Calgary schools (38% vs. 26% 65+ and 19% 18-34).
- Women were more likely to support voting information being provided in languages other than English (91% vs. 83% of men).
- Younger Calgarians supported voting information being provided in languages other than English more than older (96% 18-34 vs. 85% 35-64 and 76% 65+).
- Men were most likely to oppose encouraging voters to complete their voter statements ahead of time (14% vs. 8% women).

Voting Experience

Overall, the voting experience for most respondents was safe, accessible, convenient, and had reasonable wait times and crowding.

Voting Experience



Please tell me if you agree or disagree with the following statements.

Two additional statements were included, but had insufficient sample size to report: "The City Hall or on-campus voting station location was convenient to get to" and "The process to request a mail-in ballot was convenient."

Base: Respondents who voted (bases vary by voting method)

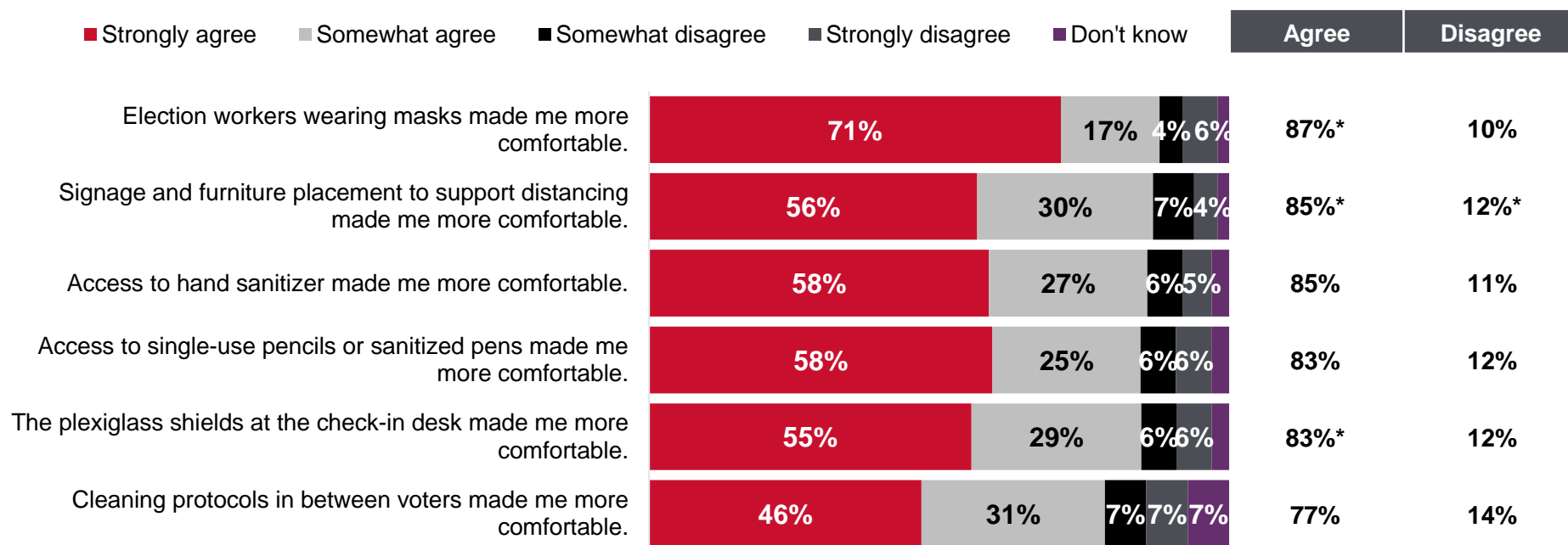
Note: 3% and lower not labelled

*Rounding

COVID-19 Safety Protocols

For most respondents, the COVID-19 safety protocols at voting stations improved comfort, with the most effective protocols being masks on election workers, signage to support distancing, and access to hand sanitizer.

COVID-19 Protocols



Note: 3% and lower not labelled

*Rounding

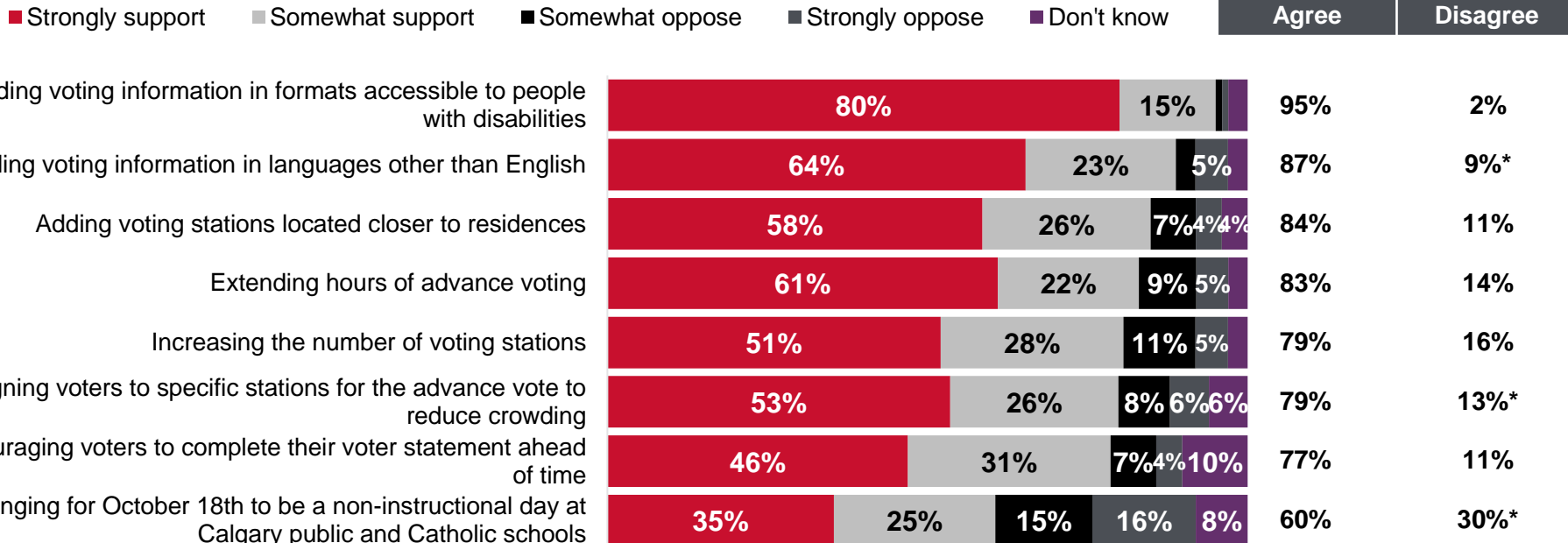
To what extent do you agree or disagree with the following statements about COVID-19 safety protocols at voting stations?

Base: Respondents who voted in person (n=321)

Election Planning Changes

Support for most of the election planning changes was strong, with the most favourable changes being information in accessible formats and languages other than English, adding voting stations closer to residences and extending advance voting hours.

Election Planning Details



Note: 3% and lower not labelled

*Rounding

The October 18, 2021 municipal election was planned differently than previous elections to reduce the risk of COVID-19. To what extent do you support or oppose the following:

Base: All respondents (n=500)



Election Communication Effectiveness

Summary Findings and Key Differences

Overall, Calgarians agreed there was enough election information available, and it was clear, timely, easy to understand, in the proper channels, and in a language they understand.

- More men than women disagreed that information was available in channels they use (20% vs. 13% women).
- Younger adults were more likely to disagree that information was available in channels they use (22% 18-34 vs. 13% 35-64).
- People who have lived in Calgary for 20 years or longer were more likely to agree that information was available in channels they use (84% vs. 69% who've lived in Calgary for 10-19 years and 74% who've lived in Calgary fewer than ten years).
- Calgarians who have university degrees or post-graduate degrees were more likely to agree that information was available in channels they use (84% vs. 75% who have some post-secondary or a college diploma and 71% who have high school or less).

Most respondents found it easy to find information about when, where, and how to vote. Calgarians thought it was slightly more difficult to find out who the candidates were and what additional questions would be on the ballot.

- Older adults were more likely to say it was easy to find out when you could vote (97% 65+ vs. 91% 35-64 and 86% 18-34).
- Men were more likely to say it was difficult to find out where you could vote (13% vs. 6% women).
- Calgarians with some post-secondary education were more likely to say it was easy to find out whether you were eligible to vote (93% who have a university or post-graduate degree and 92% who have some post-secondary or a college diploma, vs. 82% who have high school or less).
- People who have lived in Calgary for 20 years or longer were more likely to say it was easy to find out what ward they were voting in (86% vs. 73% who've lived in Calgary for 10-19 years and 75% who've lived in Calgary fewer than ten years).
- Calgarians who have university degrees or post-graduate degrees were more likely to say it was easy to find out who the candidates were (77% vs. 68% who have some post-secondary or a college diploma and 64% who have high school or less).

Summary Findings and Key Differences

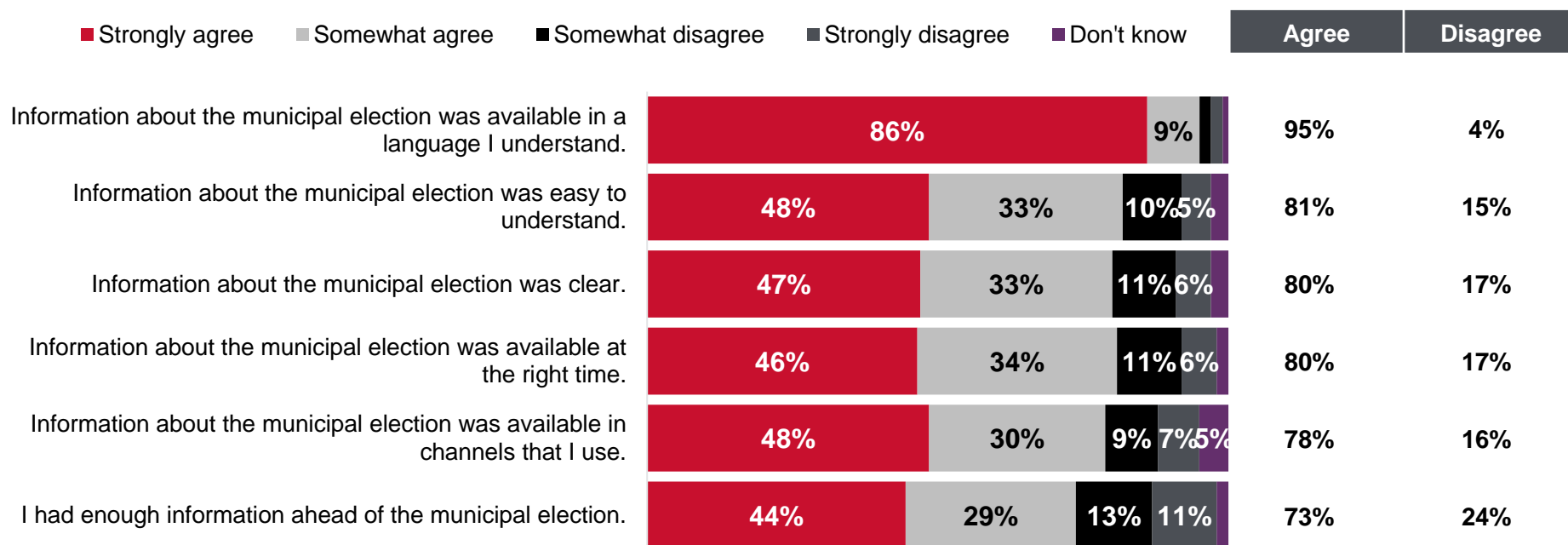
The most-recalled sources of election information were television, direct mail, radio, and social media.

- Women were more likely to mention the election guide, brochure, or voter card sent in the mail (30% vs. 18% men).
- Younger Calgarians were more likely to mention general social media (27% 18-34 vs. 18% 35-64 and 9% 65+) and City social media (10% 18-34 and 8% 35-64 vs. 3% 65+).
 - Younger Calgarians were also less likely to mention television (21% 18-34 vs. 41% 35-64 and 60% 65+).
- Calgarians 65 and older were more likely to mention newspaper (30% vs. 15% 35-64 and 14% 18-34).
- People who have lived in Calgary for 20 years or longer were more likely to mention newspaper (20% vs. 11% who've lived in Calgary for 10-19 years and 12% who've lived in Calgary fewer than ten years).
- Calgarians who did not attend post-secondary education were less likely to mention general social media (10% who have high school or less education vs. 23% who have some post-secondary or a college diploma and 21% who have a university or post-graduate degree), and online advertisements (5% who have high school or less education vs. 13% who have some post-secondary or a college diploma and 13% who have a university or post-graduate degree).
- People who have disabilities or have a household member with a disability were more likely to mention billboards or outdoor advertisements (23% vs. 11% without any disabilities), and less likely to mention calgary.ca (0% vs. 3% without disabilities).

Election Communication Effectiveness

Overall, election communications were very effective with respondents, with strong agreement that language needs were served. Most respondents agree that election communications were easy to understand, clear, available at the right time, on channels that they use, and in sufficient amount.

Election Communication Effectiveness



Note: 3% and lower not labelled

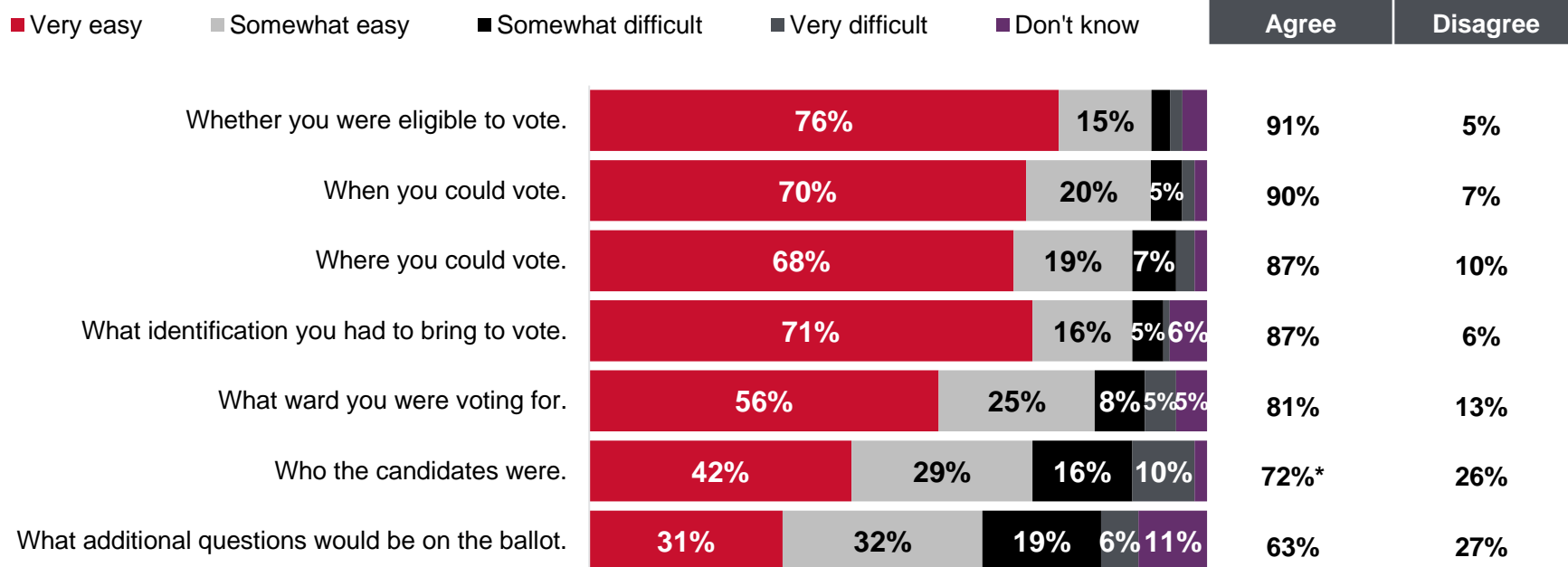
Please tell me if you agree or disagree with the following statements.

Base: All respondents (n=500)

Ease of Finding Election Information

Most respondents found it easy to find most of the information about when, where, and how to vote. The pieces of information that were most difficult to find were who the candidates were and what additional questions would be on the ballot.

Ease of Finding Election Information



Note: 3% and lower not labelled

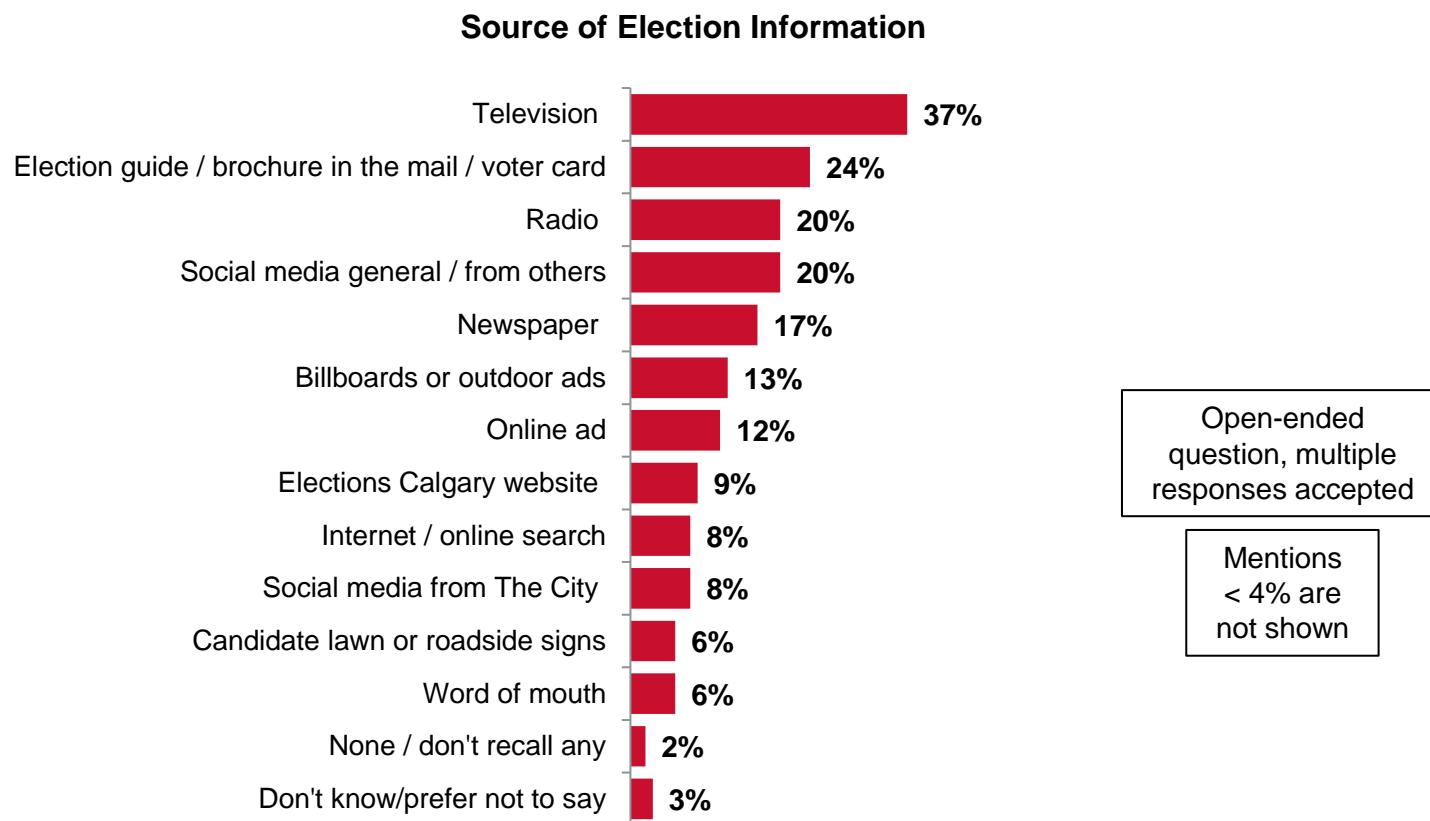
*Rounding

Please tell me how easy or difficult it was to find out [INSERT ITEM].

Base: All respondents (n=500)

Source of Election Information

Respondents provided many channels from which they read, heard, or saw election information, with the most frequently-mentioned being television. Many respondents mentioned the election guide and voter card sent in the mail, as well as radio and general social media content.



Where do you recall reading, hearing, or seeing information about the Calgary municipal election?

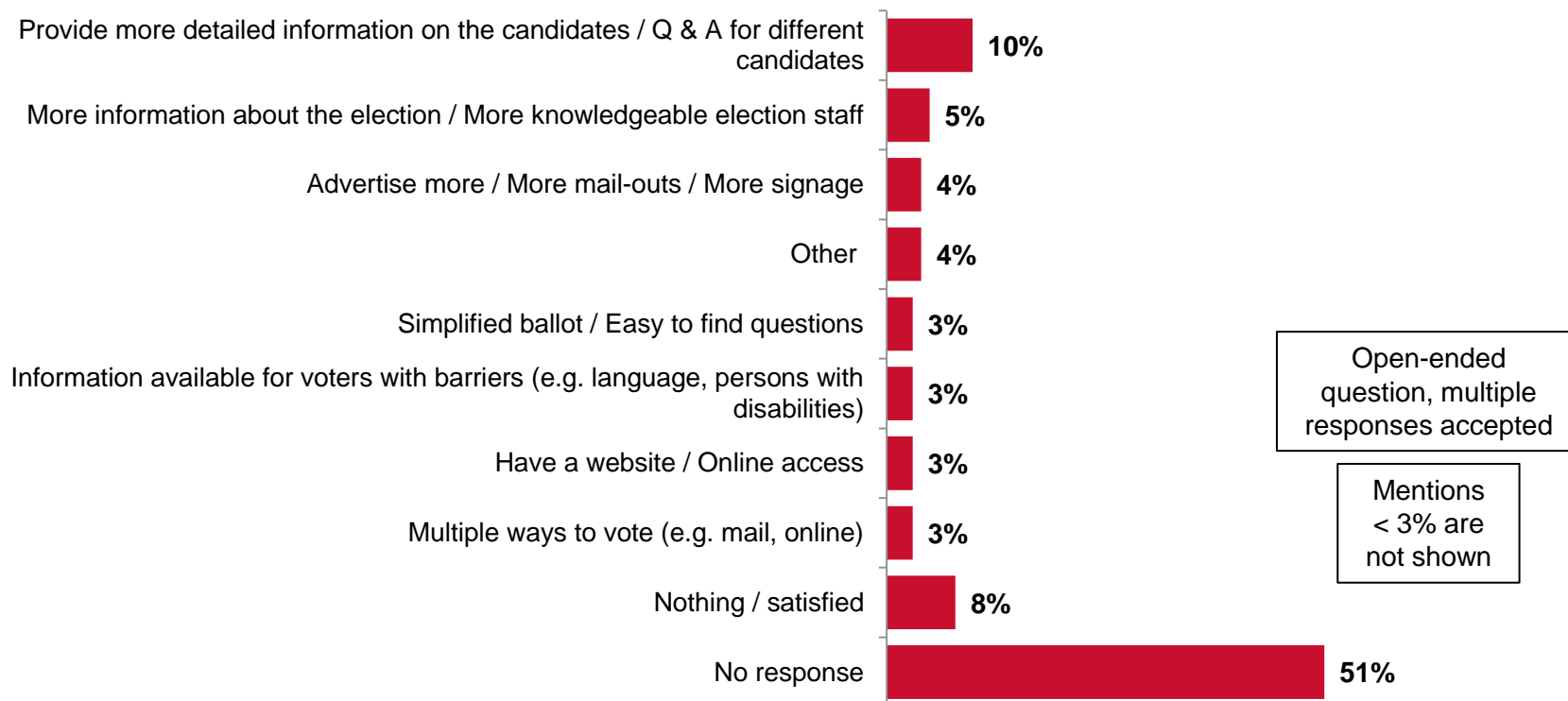
[Open-ended: Response options were not read to respondents.]

Base: All respondents (n=500)

Additional Recommendations

For future elections, half of respondents didn't provide any suggestions to improve awareness and access to information. Among those who did, most of the ideas were about more candidate information, or were a positive comment of satisfaction with this election.

Additional Recommendations



Is there anything you would like to recommend to Elections Calgary to consider for future municipal elections to improve awareness and access to information?

[Open-ended: Response options were not read to respondents.]

Base: All respondents (n=500)

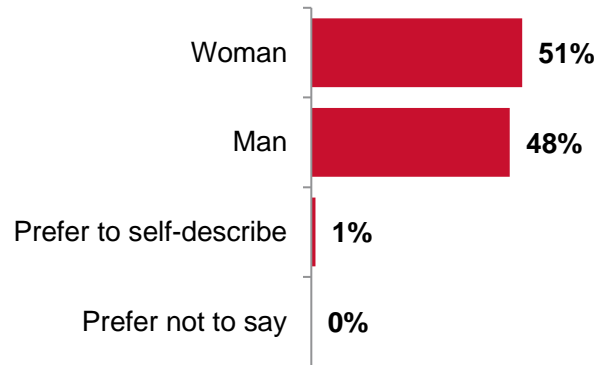
Demographics



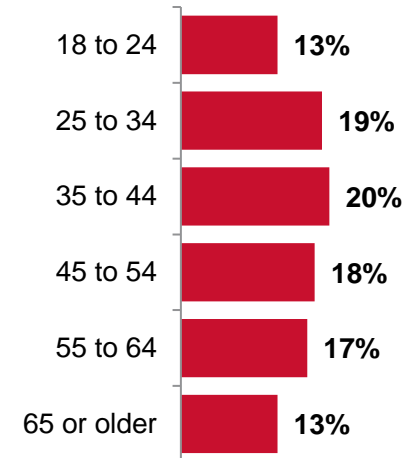
Demographics

Gender

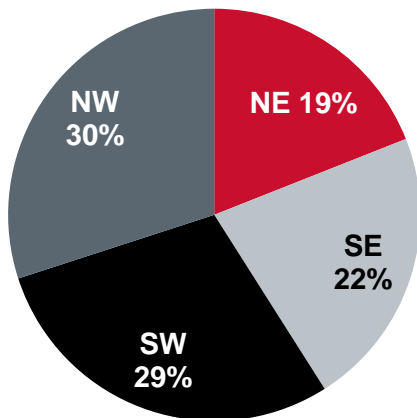
(asked, not inferred)



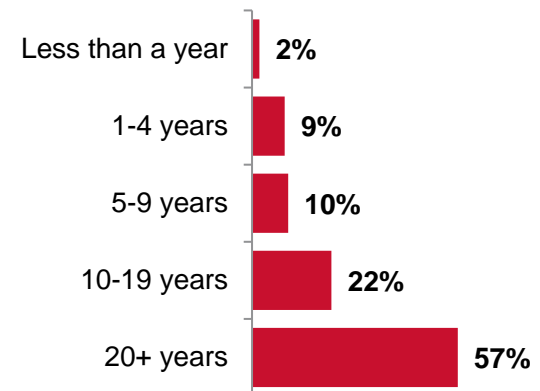
Age



Quadrant of Residence



Number of years lived in Calgary

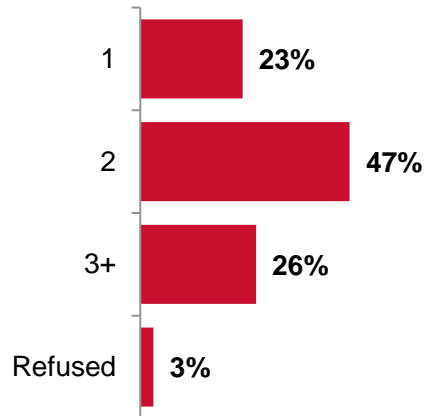


Base: All respondents (n=500)

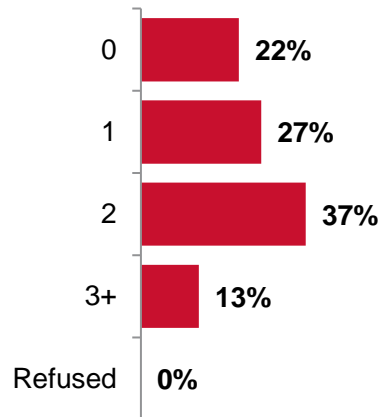
NOTE: Totals may not add to 100% due to rounding and/or responses of "Prefer to not answer"

Demographics – cont'd

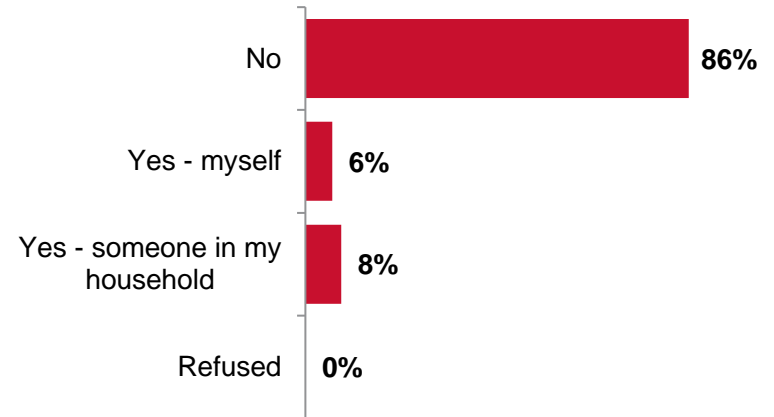
Number of Eligible Voters in the Household



Number Who Voted in the Household



Self-reported Disability (Respondent or Family Member)

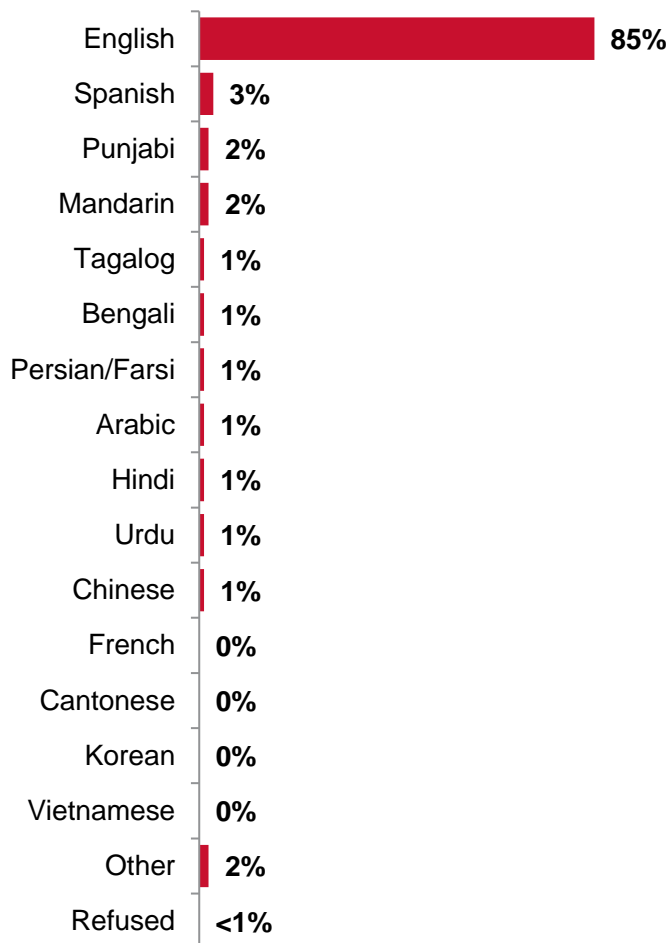


Base: All respondents (n=500)

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

Demographics – cont'd

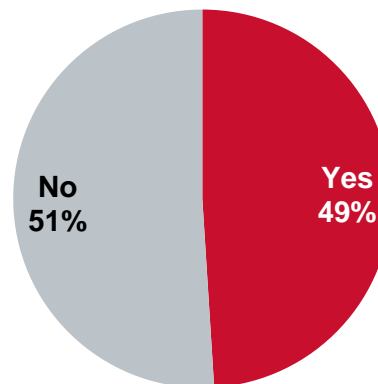
Language Spoken Most in the Home



Base size: All respondents (n=500) unless otherwise specified

Helpful to Receive City Information in a Non-English Language

(among those for whom English is not the language spoken most often in their home, n=70)



Language in Which it Would be Helpful to Receive City Information*

(among those who say it would be helpful to receive information in a non-English language, n=31)

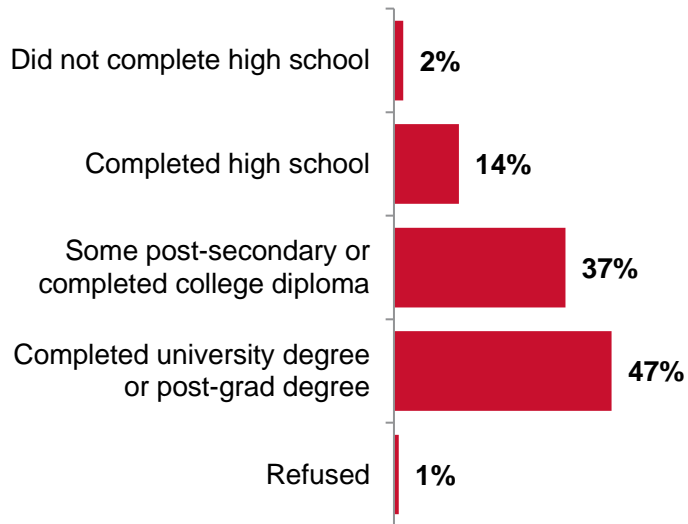
| | | | |
|----------|-----|-----------|-----|
| Spanish | 31% | Urdu | 4% |
| Punjabi | 29% | Tagalog** | 2% |
| Mandarin | 18% | Cantonese | 2% |
| French | 9% | Other | 17% |
| Arabic | 8% | Refused | 0% |

*Caution: Small sample size

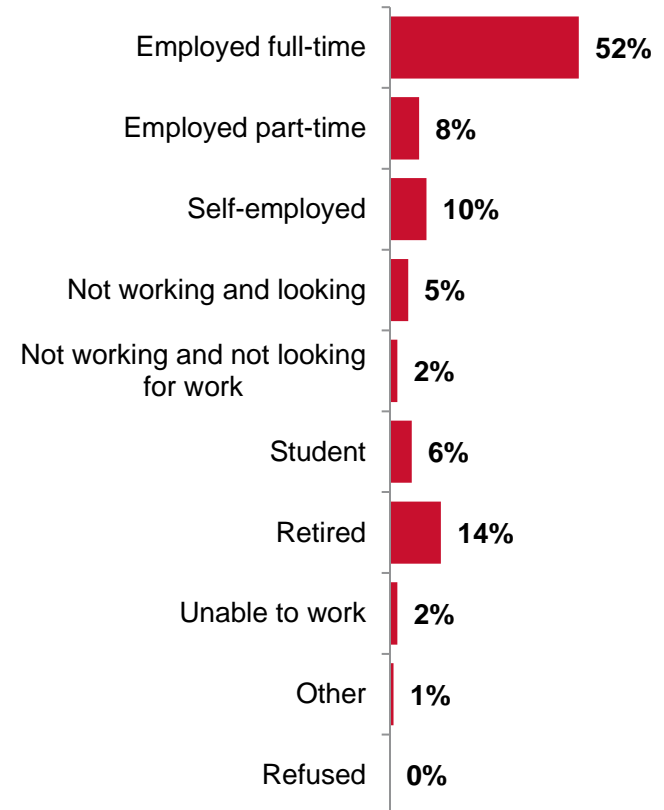
**Tagalog tends to be a spoken language rather than a written one.

Demographics – cont'd

Highest Level of Schooling Obtained



Employment Status



Base size: All respondents (n=500) unless otherwise specified

Questionnaire



Questionnaire

The City of Calgary 2021 Citizen Perspectives Survey – Election Communication Effectiveness

INTRODUCTION

Hello, my name is _____. I'm calling from Leger, a national public opinion research company. I am not selling anything. The City of Calgary has commissioned us to conduct a survey to understand your opinions about living in Calgary.

(INTERVIEWER NOTE: IF CREDIBILITY IS AN ISSUE OR IF RESPONDENT HAS A CONCERN SAY: If you wish to talk to a City official about this survey, we encourage you to contact The City at 311 and specifically mention the "Citizen Perspectives Survey." City Staff would be happy to address your concerns.)

The survey will take approximately 15 minutes depending on your answers. Before we [begin](#) I have a few questions about you.

For quality control purposes, this call is being recorded.

PREQ.

I want to let you know that 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 The City of Calgary when it comes to making decisions regarding municipal matters. If you have questions about the collection or use of your information, please contact a City of Calgary Research Coordinator at 403-268-6732 and specifically mention the "Citizen Perspectives Survey" or send a letter to "Research Coordinator, The City of Calgary, Mail code 8305, P.O. Box 2100, Station M, Calgary, AB Canada T2P 2M5."

SCREENERS

S1. Are you 18 years of age or older?

1. Yes [CONTINUE]
2. No, May I please speak with someone who is? [REPEAT INTRODUCTION]
3. No, not qualified / available [THANK & TERMINATE]

[TRACK GENDER QUOTAS WITHIN QUADRANTS – BASED ON S3 AND S4]

S3. Record Gender (DO NOT ASK)

1. Male
2. Female

S4. Which of the following age groups do you belong to? Just stop me when I get to your age group.

1. 18 to 19 yrs.
2. 20 to 24 yrs.
3. 25 to 34 yrs.
4. 35 to 44 yrs.
5. 45 to 54 yrs.
6. 55 to 64 yrs.
7. 65 to 74 yrs.
8. 75 and older

The City of Calgary 2021 Citizen Perspectives Survey – Election Communication Effectiveness

9. Refused [DO NOT READ]

[TRACK AGE QUOTAS WITHIN QUADRANTS/GENDER – BASED ON S5, S3 AND S4]

- Male 18 to 34
- Male 35 to 54
- Male 55 Plus
- Female 18 to 34
- Female 35 to 54
- Female 55 Plus

S5. Can you tell me which quadrant of the city you live in? (WAIT FOR RESPONSE – READ LIST TO CLARIFY IF NEEDED)

1. Southwest
2. Southeast
3. Northwest
4. Northeast
5. Refused [DO NOT READ]
6. Does not live in Calgary [DO NOT READ]

[If outside of Calgary go to End]

Questionnaire

The City of Calgary 2021 Citizen Perspectives Survey – Election Communication Effectiveness

ELECTION EXPERIENCE

1. As you may know, our most recent federal election was held on September 20, 2021. Did you vote in this last federal election? (INTERVIEWER NOTE IF ASKED: IN THE FEDERAL ELECTION WE VOTED FOR MEMBERS OF PARLIAMENT)

Yes
No
Don't know (DO NOT READ)
Refused (DO NOT READ)

[SKIP IF 'NO' OR 'DK/REF' AT Q1]

2. And did you ...

Vote at your assigned polling station on September 20, 2021
Vote at your assigned polling station on advance polling days, from September 10th to 13th
Vote by mail
Vote at an Elections Canada office before September 14th, 2021
Other [SPECIFY]
Don't know (DO NOT READ)
Refused (DO NOT READ)

3. We also had a municipal election in Calgary on October 18, 2021. Did you vote in this last municipal election? (INTERVIEWER NOTE IF ASKED: IN THE MUNICIPAL ELECTION WE VOTED FOR MAYOR OF CALGARY, CITY COUNCILLORS, SCHOOL TRUSTEES, SENATORS, AND ANSWERED QUESTIONS ABOUT EQUALIZATION PAYMENTS, DAYLIGHT SAVING TIME, AND FLUORIDE IN THE WATER)

Yes
No [SKIP TO Q6]
Don't know (DO NOT READ)
Refused (DO NOT READ)

[SKIP IF 'NO' OR 'DK/REF' AT Q3]

4. And did you ...

- Vote at your designated voting station on October 18, 2021
- Vote at your designated voting station during the advance vote, from October 4th to 10th
- Vote by special mail-in ballot
- Vote at City Hall
- Vote on a post-secondary campus
- Other [SPECIFY]
- Don't know (DO NOT READ)
- Refused (DO NOT READ)

[ASK IF 'C' AT Q4]

- 4b. And did you ...

- Mail your special ballot
- Drop off at a drop box

The City of Calgary 2021 Citizen Perspectives Survey – Election Communication Effectiveness

- Don't know (DO NOT READ)
- Refused (DO NOT READ)

For the rest of this survey, we are asking only about the Calgary municipal election, not the Canadian federal election.

[SKIP IF 'C' AT Q4]

READ THIS: In order to vote by special (mail-in) ballot, you had to not be in Calgary on Election Day, be working on Election Day, or have a disability or illness. These criteria are legislated by the Province.

5. If these criteria were less restrictive, would you have preferred to vote by mail-in ballot?

Yes
No [SKIP TO Q8]
Don't know (DO NOT READ)
Refused (DO NOT READ)

[SKIP IF 'YES' OR 'DK/REF' AT Q3]

6. Many people can't or don't vote for a variety of reasons. What would you say is the main reason you did not vote in the last municipal election? [DO NOT READ – PRECODE LIST - ACCEPT ONE ANSWER ONLY]

I was out of town
I was too busy / I was working
I'm not interested
I didn't like any of the candidates
I don't feel my vote will make a difference
I didn't know enough about the election
I didn't know when/where to vote/ Lack of information about election / voting process
My health prevented me from going to vote
I have accessibility limitation that prevented me from going to vote
I had no transportation to get to my voting station
I had a voter registration problem
I am not eligible to vote
I was sick / have a health issue and couldn't go vote
Other [SPECIFY]
Don't know (DO NOT READ)
Refused (DO NOT READ)

[SKIP IF 'NO' OR 'DK/REF' AT Q3]

7. Please tell me if you agree or disagree with the following statements.

[RANDOMIZE]

My designated voting station location was convenient to get to. [DO NOT ASK IF 'C, D, or E' AT Q4]

The City Hall or on-campus voting station location was convenient to get to. [DO NOT ASK IF 'A, B, or C' AT Q4]

The process to request a mail-in ballot was convenient. [DO NOT ASK IF 'A, B, D, or E' AT Q4]

The hours when I could vote were convenient. [DO NOT ASK IF 'C' AT Q4]

Questionnaire

The City of Calgary 2021 Citizen Perspectives Survey – Election Communication Effectiveness

The wait time to vote was reasonable. [DO NOT ASK IF 'C' AT Q4]
 I felt safe voting.
 The voting station was not excessively crowded. [DO NOT ASK IF 'C' AT Q4]
 I had no accessibility issues at the voting station. [DO NOT ASK IF 'C' AT Q4]

Strongly agree
 Somewhat agree
 Somewhat disagree
 Strongly disagree
 Don't know (DO NOT READ)
 Refused (DO NOT READ)

[SKIP IF "NO" OR "DK/REF" AT Q3, SKIP IF 'C' AT Q4]

8. To what extent do you agree or disagree with the following statements about COVID-19 safety protocols at voting stations?

[RANDOMIZE]

Election workers wearing masks made me more comfortable.
 Cleaning protocols in between voters made me more comfortable.
 Signage and furniture placement to support distancing made me more comfortable.
 Access to hand sanitizer made me more comfortable.
 Access to single-use pencils or sanitized pens made me more comfortable.
 The plexiglass shields at the check-in desk made me more comfortable.

Strongly agree
 Somewhat agree
 Somewhat disagree
 Strongly disagree
 Don't know (DO NOT READ)
 Refused (DO NOT READ)

9. The October 18, 2021 municipal election was planned differently than previous elections to reduce the risk of COVID-19. To what extent do you support or oppose the following:

[RANDOMIZE]

Increasing the number of voting stations.
 Adding voting stations located closer to residences.
 Extending hours of advance voting.
 Assigning voters to specific stations for the advance vote to reduce crowding.
 Arranging for October 18th to be a non-instructional day at Calgary public and Catholic schools.
 Providing voting information in languages other than English.
 Providing voting information in formats accessible to people with disabilities.
 Encouraging voters to complete their voter statement ahead of time.

Strongly support
 Somewhat support
 Somewhat oppose
 Strongly oppose
 Don't know (DO NOT READ)
 Refused (DO NOT READ)

The City of Calgary 2021 Citizen Perspectives Survey – Election Communication Effectiveness

ELECTION COMMUNICATION

10. Please tell me if you agree or disagree with the following statements.

[RANDOMIZE]

I had enough information ahead of the municipal election.
 Information about the municipal election was clear.
 Information about the municipal election was easy to understand.
 Information about the municipal election was available at the right time.
 Information about the municipal election was available in channels that I use.
 Information about the municipal election was available in a language I understand.

Strongly agree
 Somewhat agree
 Somewhat disagree
 Strongly disagree
 Don't know (DO NOT READ)
 Refused (DO NOT READ)

11. Please tell me how easy or difficult it was to find out [INSERT ITEM].

[RANDOMIZE]

When you could vote.
 Where you could vote.
 Whether you were eligible to vote.
 What identification you had to bring to vote.
 What ward you were voting for.
 Who the candidates were.
 What additional questions would be on the ballot.

Very easy
 Somewhat easy
 Somewhat difficult
 Very difficult
 Don't know (DO NOT READ)
 Refused (DO NOT READ)

12. Where do you recall reading, hearing, or seeing information about the Calgary municipal election?

[OPEN END – DO NOT READ – RECORD UP TO 3 MENTIONS – PRECODE LIST FOR INTERVIEWERS]

Election guide / brochure in the mail
 Radio
 Television
 Newspaper
 Online ad
 Elections Calgary website
 Other website [SPECIFY]
 Social media from The City
 Social media general / from others
 Candidate lawn or roadside signs

Questionnaire

The City of Calgary 2021 Citizen Perspectives Survey – Election Communication Effectiveness

Billboards or outdoor ads
 Councilor
 Job ads for election workers
 Word of mouth
 Other [SPECIFY]
 Not applicable / I don't recall any communications
 Don't know (DO NOT READ)
 Refused (DO NOT READ)

13. Is there anything you would like to recommend to Elections Calgary to consider for future municipal elections to improve awareness and access to information?
 [OPEN END]

DEMOGRAPHICS

DQ1. How many people, including yourself, in your household were eligible to vote?

RECORD NUMBER (RANGE 1 – 10)
 Refused [DO NOT READ]

DQ2. To the best of your knowledge, how many people, including yourself, in your household voted?

RECORD NUMBER (RANGE 1 – 10)
 Refused [DO NOT READ]

DQ6. How many years have you lived in Calgary? (IF LESS THAN 1 YEAR ENTER 0)

Enter number [0]
 Refused [DO NOT READ]

DQ10. What language do you speak most often at home? (PROBE TO CLARIFY ONLY IF NECESSARY)

English
 French
 Tagalog
 Punjabi
 Chinese (Interviewer note: some may report 'Chinese' without specifying further in the question on language spoken most often at home. These may include:
 Mandarin
 Cantonese
 Hakka
 Taiwanese
 Chaochow
 Fukien
 Shanghaiese
 Spanish
 Italian
 Arabic
 Hindi
 Creoles
 Bengali

The City of Calgary 2021 Citizen Perspectives Survey – Election Communication Effectiveness

Persian/Farsi
 Urdu
 Russian
 Vietnamese
 Korean
 Other (specify)
 Refused [DO NOT READ]

[ASK DQ11 IF DQ10 NOT EQUAL TO ENGLISH]

DQ11. Would it be helpful to you or someone in your household to get information from The City in a language other than English? [IF DQ10=English OR DK/Refuse, SKIP TO DQ13]

Yes
 No
 Refused [DO NOT READ]

[ASK DQ12 IF YES TO DQ11]

DQ12. In what other languages would you like to receive information from The City? (DO NOT READ LIST) [ACCEPT ALL RESPONSES]

French
 Spanish
 Cantonese
 Mandarin
 Vietnamese
 Tagalog
 Punjabi
 Urdu
 Arabic
 Other (Please specify)
 Refused [DO NOT READ]

DQ13. What is the highest level of schooling that you have obtained? (READ LIST)

Did not complete high school
 Completed high school
 Some post secondary or completed a college diploma
 Completed university degree or post-grad degree
 Refused [DO NOT READ]

DQ13. What best describes your employment status? Would you say you are

Employed full time
 Employed part time
 Self-employed
 Not working and looking for work
 Not working and not looking for work
 A student
 Retired
 Unable to work
 Other
 Refused [DO NOT READ]

DQ18. Do you or does someone in your household have a disability?

Questionnaire

The City of Calgary 2021 Citizen Perspectives Survey – Election Communication Effectiveness

Yes – myself
Yes – someone in my household
No
Refused [DO NOT READ]

DQ19. What is your gender?

IF NECESSARY - DO NOT READ EXCEPT TO CLARIFY: Gender refers to the gender that a person internally feels and/or the gender a person publicly expresses in their daily life, including at work, while shopping, or accessing other services, in their home or in the broader community.

DO NOT READ LIST EXCEPT TO CLARIFY

01 – Male
02 – Female
03 – Other – please specify
99 – Refused / prefer not to say

DQ21. Finally, The City of Calgary conducts citizen research [year round](#) to help better understand the needs and perspectives of Calgarians. Would you be interested in participating in future City research projects?

Yes
No
Don't know [DO NOT READ]
Refused [DO NOT READ]

[IF “YES” ASK NEXT, ELSE SKIP TO CLOSE]

DQ22. Could I please have an email address where we can contact you?
[RECORD EMAIL ADDRESS. ENSURE VALID EMAIL FORMAT.]

DQ23. Could I please have your first name and confirm your telephone number?
[RECORD FIRST NAME AND CONFIRM TELEPHONE NUMBER]