

Calgary



2025 Perspectives on Calgary Survey Report Election Communication Effectiveness

Detailed Report

January 2026

Prepared by:

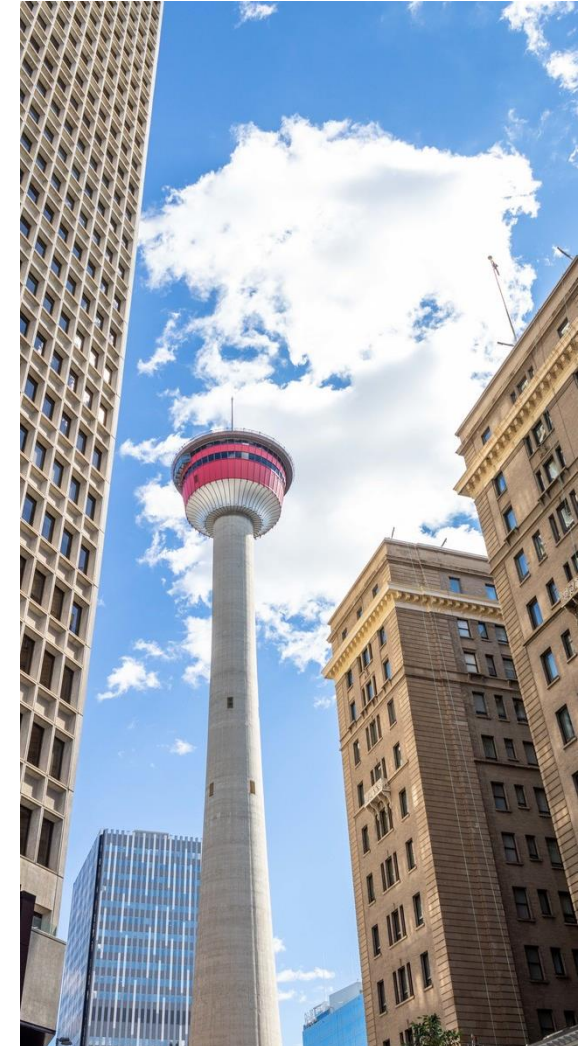


ADVANIS



Table of contents

Background and methodology	3
Highlights at a glance	5
Key findings	6
Detailed findings	8
Election experience	9
Election experience segment differences	19
Election communication	29
Election communication segment differences	35
Respondent profile	44
Appendix: Differences by subgroup	47



Background and methodology

Background

The City of Calgary surveys Calgarians about their opinions, preferences, and attitudes in order to help support data-driven City decision making. The Perspectives on Calgary Survey program is one of the ways by which data are collected, and these surveys are conducted throughout the year. Residents use multiple sources to learn and discuss news, including news related to The City of Calgary in particular. In order to understand Calgary residents' experiences related to the recent election and communications about the election, a survey was conducted in December 2025, and results are compared to 2021 results where applicable.

Methodology

The telephone survey was conducted by Advanis from December 8th to December 18th, 2025 with 500 Calgarians aged 18 and older. The average time to complete the survey was 11.6 minutes.

The survey was completed using numbers from both landlines (24%) and cell phones (76%) to obtain a random and statistically representative sample of Calgarians. The margin of error (MOE) for the total sample of n=500 is ± 4.4 percentage points, 19 times out of 20 (though larger among subgroups of the total).

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 weighted based on the latest federal census for age, gender, and city quadrant, for consistency with previous iterations the data was not weighted by phone ownership. The weighting efficiency was 72.5%. Although the results are weighted, sample sizes for each question represent the number of actual respondents (i.e., unweighted n).

Some charts and tables do not add to 100% due to rounding.



Segment differences Explanation

Any statistical differences between demographic groups are indicated with arrows to show where a group is statistically higher or lower than all other segments combined.

- To illustrate, the statistical tests performed when comparing three groups are as follows:



- This approach identifies differences between one group and everyone else who is not part of that group. To illustrate using the example below, 55+ year olds are significantly less likely to believe that people in Calgary are very welcoming and friendly compared to everyone who is not part of that group (i.e., those aged 18 to 54).
- Note that we cannot conclude that this sentiment is lower for those who are 55+ years old when compared 18-to-34-years-old or 35-to-54-years-old individually (which may not be true).

	Age group		
	18-34 (n=82)	35-54 (n=185)	55+ (n=234)
People in Calgary are very welcoming and friendly (% agree)	51%	56%	43% ↓



Highlights at a glance

OCTOBER 20TH MUNICIPAL ELECTIONS

CANADA POST & ALBERTA TEACHERS STRIKE



64%
(+1%pt)
of Calgarians voted in the municipal election

Voting method



80%
(+18%pt)↑
At **designated voting station** on election day



19%
(-14%pt)↓
At a **voting station** during the **advance vote**



12%
of Calgarians' voting experience was impacted by **Canada Post** strike



11%
of Calgarians' voting experience was impacted by **Alberta teachers** strike

ELECTION PROCESS

Voting experience (% agree)



99%
(+1%pt)
Felt safe voting



97%
(+1%pt)
Found voting station location convenient to get to



96%
Found election workers to be helpful *



94%
(-3%pt)
Found hours when they could vote to be convenient



93%
(-5%pt)↓
Had no accessibility issues at the voting station



75%
Found the time required to register and receive ballots reasonable *



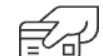
74%
(-17%pt)↓
Found the wait time to vote reasonable

INFORMATION ABOUT THE MUNICIPAL ELECTION

Ease of finding election information (% easy)



91%
(0%pt)
On voting eligibility



88%
(0%pt)
On what identification to bring to vote



82%
(-8%pt)↓
On when to vote



81%
(-6%pt)↓
On where to vote



79%
On ward of residence *



73%
(+2%pt)
On the candidates

Municipal election communications (% agree)



95%
(0%pt)
Information about the municipal election was available in a language I understand



80%
(0%pt)
Information about the municipal election was available at the right time



79%
(-2%pt)
Information about the municipal election was easy to understand



78%
(+5%pt)
Prior to the day of the vote, I had enough information about the municipal election



77%
(-1%pt)
Information about the municipal election was available in the places I usually go to get municipal information

Key findings

Consistent with 2021, nearly two-thirds (64%) of Calgarians reported voting in the October 2025 municipal election, showing moderate participation.

- Voting at designated voting stations remained the top choice, with eight-in-ten (80%, up from 62% in 2021) voters casting their vote at their designated voting station on election day, while advance poll voting declined to 19% (from 33% in 2021).
- Among Calgarians who did not vote, the main reasons were being too busy or working (21%), not being eligible (16%), being out of town (11%) or lacking information about the election (10%). Notably, less people reported not knowing enough about the election compared with 2021 (4% in 2025 vs. 10% in 2021).

Almost all Calgarians (99%) felt safe when voting in the municipal election.

- Over nine-in-ten Calgarians found the voting station location convenient (97%), considered the election workers helpful (96%), and were satisfied with the voting hours (94%). Also, three-quarters (75%) agree that the time required to register and receive ballots was reasonable.
- Compared to 2021, fewer Calgarians reported not having accessibility issues when voting (93% in 2025 vs. 98% in 2021) and considered the wait time to vote reasonable (74% in 2025 vs. 91% in 2021).

At least one-in-ten Calgarians were affected by the Canada Post strike (12%) and the Alberta teachers' strike (11%), with the majority reporting a negative impact on their voting experience.

- Of those Calgarians who were negatively impacted by the Canada Post strike, four-fifths (81%) were negatively impacted, with over one-half (55%) not receiving information on when or where to vote and around one-third (35%) not receiving information about candidates. The strike also disrupted mail-in ballots, with about one-in-three (30%) Calgarians unable to receive their ballots, around one-in-six (16%) reducing their use of mail-in ballots, and about one-in-eight (13%) unable to return them via Canada Post.
- Of those Calgarians who were negatively impacted by the teachers' strike, about seven-in-ten (69%) were negatively impacted, with one-third (37%) stating their ability to vote was impacted due to a lack of childcare.

Key findings (continued)

Almost one-half of Calgarians (47%) felt the timing of election results was on time.

- About one-quarter (24%) thought it was slow, and just over one-in-ten (15%) considered it was fast.

Most Calgarians found the election information both accessible and easy to find in 2025.

- Most Calgarians agree that information was available in a language they understand (95%), available at the right time (80%), easy to understand (79%), and available in places they usually look for municipal information (77%), all consistent with 2021 results. About four-in-five (78%) Calgarians cite that they had enough information about the municipal election prior to the day of the vote.
- About nine-in-ten Calgarians agreed it was easy to find information on whether they were eligible to vote (91%) and on what identification they had to bring to vote (88%).
- Compared to 2021 results, fewer Calgarians felt it was easy to find information on when they could vote (82% in 2025 vs. 90% in 2021) and where to vote (81% in 2025 vs. 87% in 2021).
- Television remains the primary source for election information (29%, down from 37% in 2021), followed by social media (22%), billboards or outdoor ads (17%), and radio (15%). Usage of digital and informal sources, such as the City of Calgary website (15%, up from 3% in 2021), search engines (13%, up from 8% in 2021), word of mouth (11%, up from 6% in 2021), and digital news outlets (11%, up from 3% in 2021), have increased since 2021, while more traditional sources such as newspapers (8%, down from 17% in 2021) and election guides or brochures in the mail (13%, down from 24% in 2021) have declined.
- For future elections, more Calgarians recommend increasing advertising, mail-outs, or signage (15% in 2025 vs. 4% in 2021) and having website or online access (6% in 2025 vs. 3% in 2021) compared to 2021.



Detailed Findings



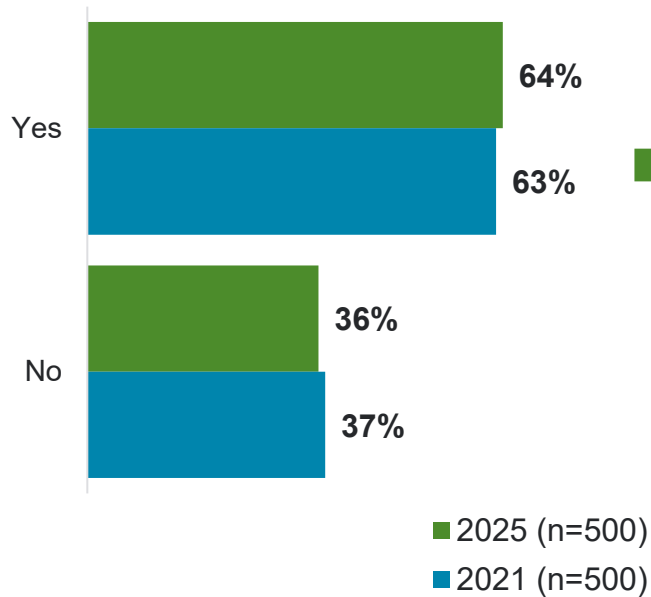
Election experience



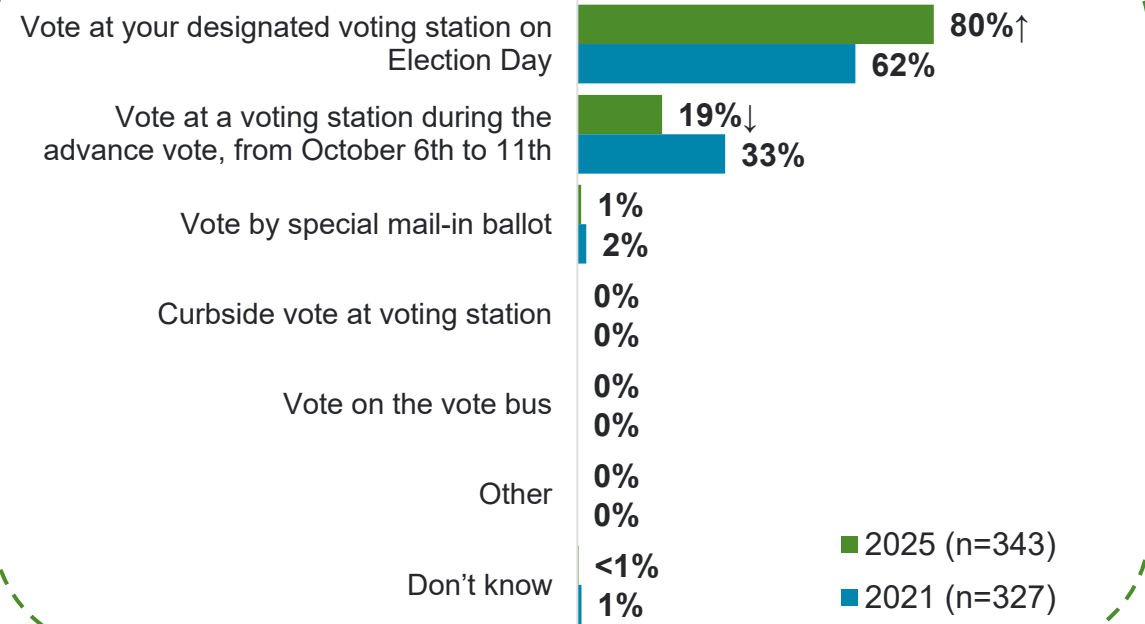
Voting and voting locations

Approximately two-thirds (64%) of Calgarians voted in the October 20th municipal election. Among those who voted, eight-in-ten (80%) voted at their designated voting station on election day (up from 62% in 2021), which resulted in a decline of advanced poll voting to 19% (down from 33% in 2021). Among those surveyed, nobody voted curbside at a voting station or used the vote bus.

Voted in October 20th municipal election



Voting Method



Note: Questions 'And for the special mail-in ballot, did you ...' and 'Please tell me if you agree or disagree with the following statements.' relating to special mail in ballot are not displayed due to extremely low base size.

Q1. Did you vote in this most recent municipal election?

Base: Valid respondents

Q2. And did you ...

Base: Voted in October 20th municipal election

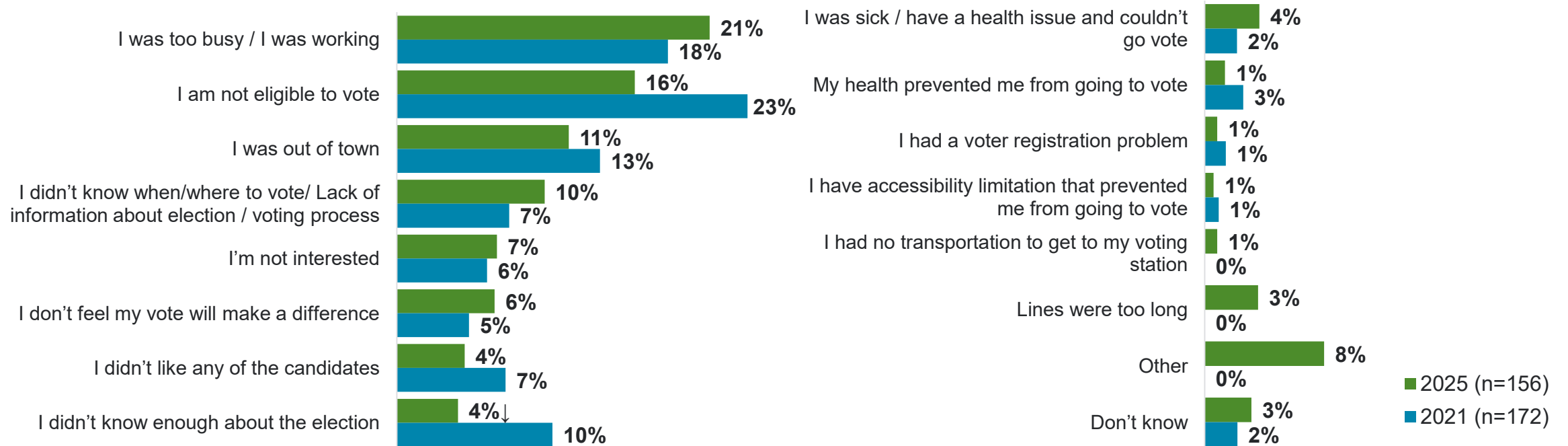
↑ Statistically higher than the previous wave
↓ Statistically lower than the previous wave



Reasons for not voting

Calgarians who did not vote in the municipal election express various reasons for not voting with one-in-five (21%) stating that they were too busy / they were working, and 16% indicating that they are not eligible to vote. At least one-in-ten reported being out of town (11%) or cited a lack of information about the election or voting process (10%) as their main reason for not voting. Notably, the proportion of Calgarians reporting that they did not know enough about the election declined to 4%, down from 10% in 2021.

Main reason for not voting in the last municipal election



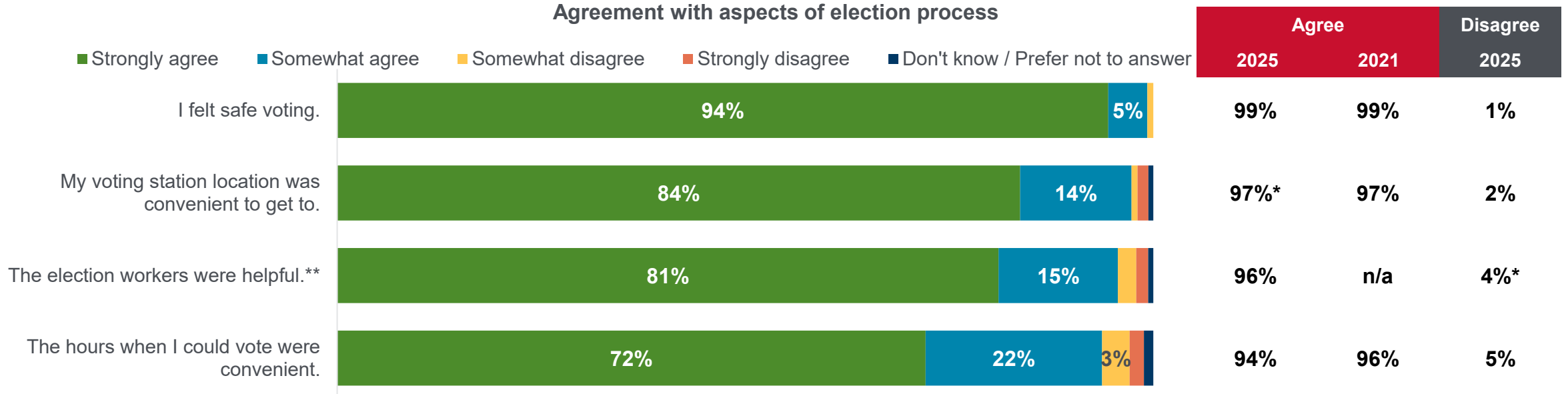
Q3. What would you say is the main reason you did not vote in the last municipal election?
Base: Did not vote

↑ Statistically higher than the previous wave
↓ Statistically lower than the previous wave



Agreement with aspects of election process

Consistent with 2021 results, nearly all Calgarians felt safe voting (99%). More than nine-in-ten found their voting station location (97%) and the voting hours (94%) convenient, as well as finding the election workers helpful (96%).



** New level added in 2025, trended data not available.
 Q4. Please tell me if you agree or disagree with the following statements.
 Base: Voted by known voting method (n=340)

*Rounding

Data labels <3% not shown

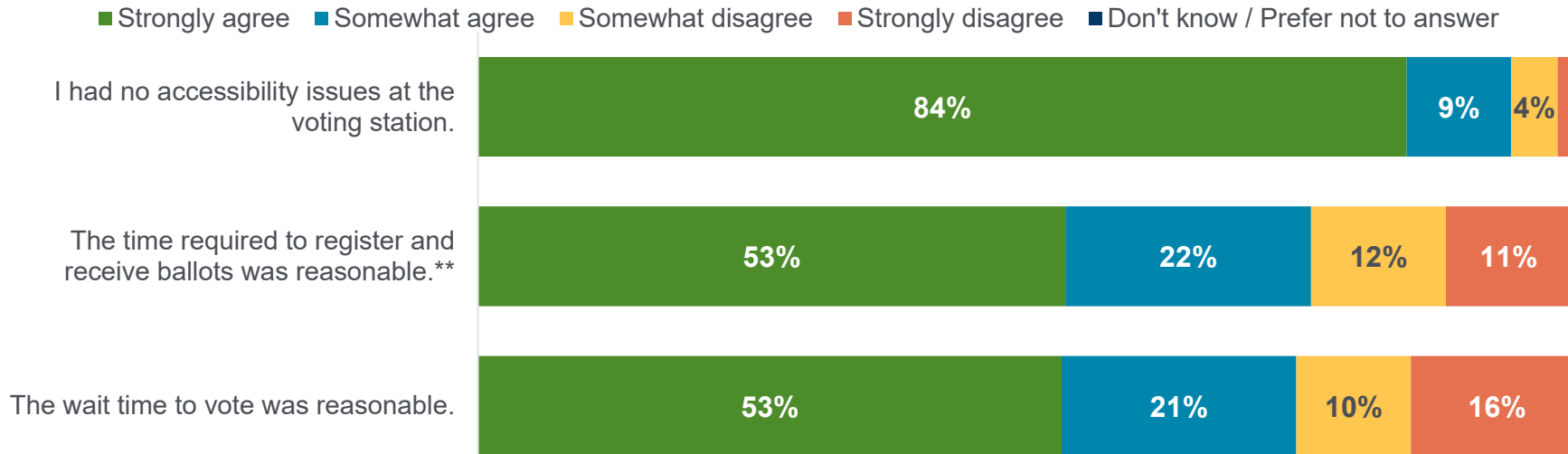


Agreement with aspects of election process (continued)

The majority (93%) of Calgarians agree they had no accessibility issues at the voting station (down from 98% in 2021), however among those with a disability in their household, this decreases to four-in-five (82%).

Three-quarters (75%) agree that the time required to register and receive ballots was reasonable. However, fewer Calgarians (74%, down from 91% in 2021) consider the wait time to vote reasonable.

Agreement with aspects of election process



Agree		Disagree
2025	2021	2025

93%↓	98%	6%
75%	n/a	24%*
74%↓	91%	26%

*Rounding

Data labels <3% not shown

↑ Statistically higher than the previous wave
↓ Statistically lower than the previous wave

Note: Additional levels of 'The vote bus location was convenient to get to' and 'The process to request a mail-in ballot was convenient.' are not displayed due to extremely low base size.

** New level added in 2025, trended data not available.

Q4. Please tell me if you agree or disagree with the following statements.

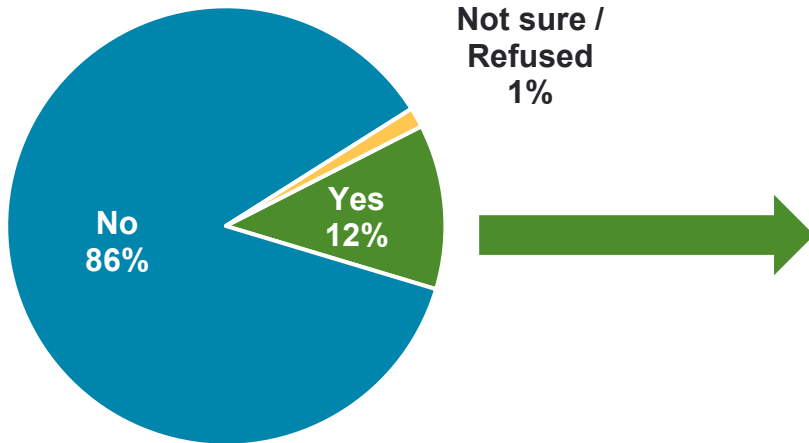
Base: Voted by known voting method (n=340)



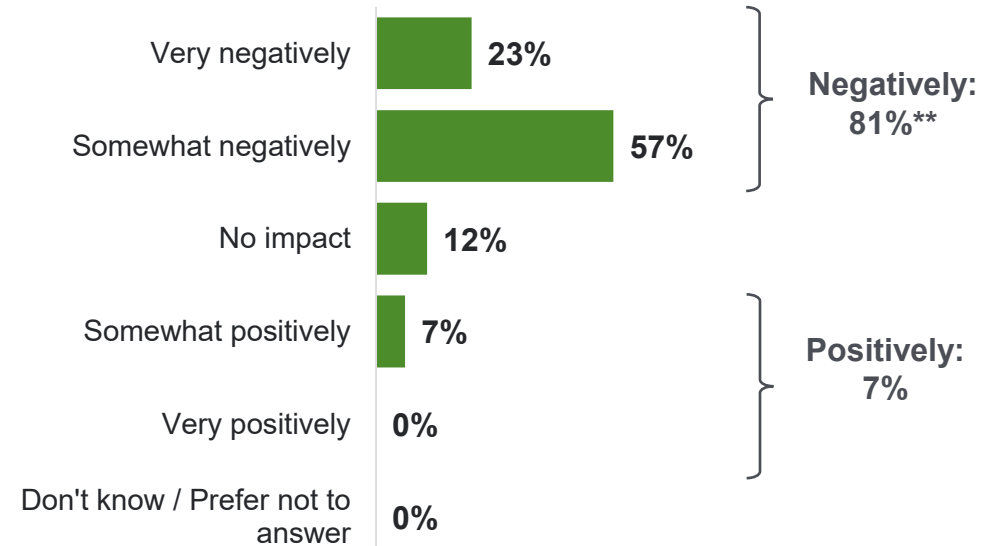
Voting experience impacted by Canada Post strike

Around one-in-ten (12%) Calgarians indicated their voting experience was impacted by the Canada Post strike, with the majority of those impacted stating they were negatively impacted (81%).

Voting experience impacted by Canada Post strike



Extent Canada Post strike impacted voting experience*



Q5. Did the Canada Post strike impact your voting experience?

Base: Valid respondents (n=500)

Q6. To what extent did the Canada Post strike impact your voting experience?

Base: Impacted by Canada Post strike (n=52*)

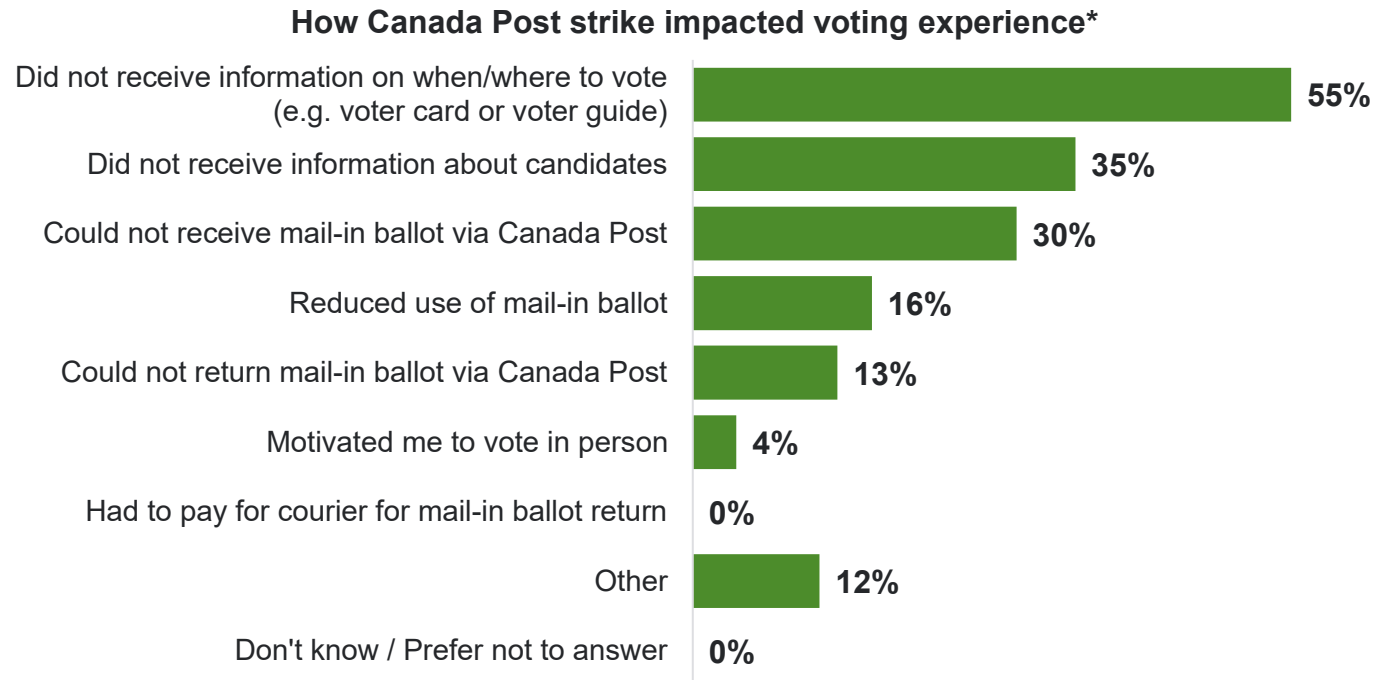
**Rounding

*Caution: Small sample size



How Canada Post strike impacted voting experience

Among those who indicated that the Canada Post strike impacted their voting experience, just over one-half (55%) did not receive information on when/where to vote, and one-third (35%) did not receive information about candidates. Additionally, the Canada Post strike led to issues with mail-in ballot voting procedures where three-in-ten (30%) could not receive their mail-in ballot via Canada Post, and less than two-in-ten reduced the use of mail-in ballots (16%) or were unable to return them via Canada Post (13%).



Q7. How specifically did the Canada Post strike impact your voting experience?
 Base: Impacted by Canada Post strike (n=46*)

Multiple responses allowed

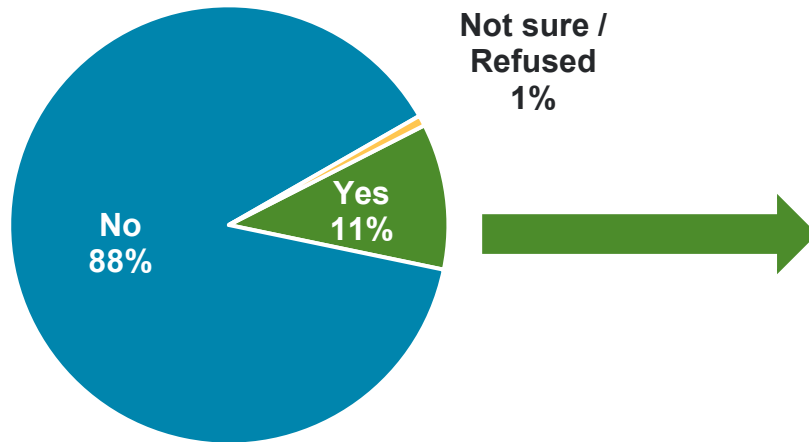
*Caution: Small sample size



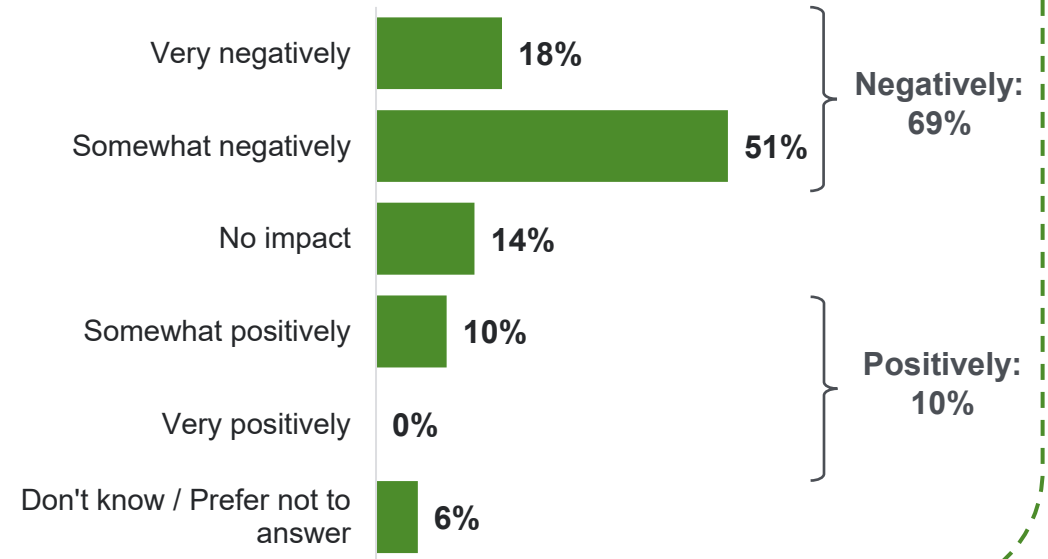
Voting experience impacted by Alberta teachers' strike

About one-in-ten (11%) Calgarians had their voting experience impacted by the Alberta teachers' strike. Among those impacted, over two-thirds (69%) indicate their experience was negatively affected, with one-half (51%) reporting it was 'somewhat negatively' impacted.

Voting experience impacted by Alberta teachers' strike



Extent Alberta teachers' strike impacted voting experience*



Q8. Did the Alberta Teachers strike impact your voting experience?

Base: Valid respondents (n=500)

Q9. To what extent did the Alberta teachers' strike impact your voting experience?

Base: Impacted by Alberta teachers' strike (n=34*)

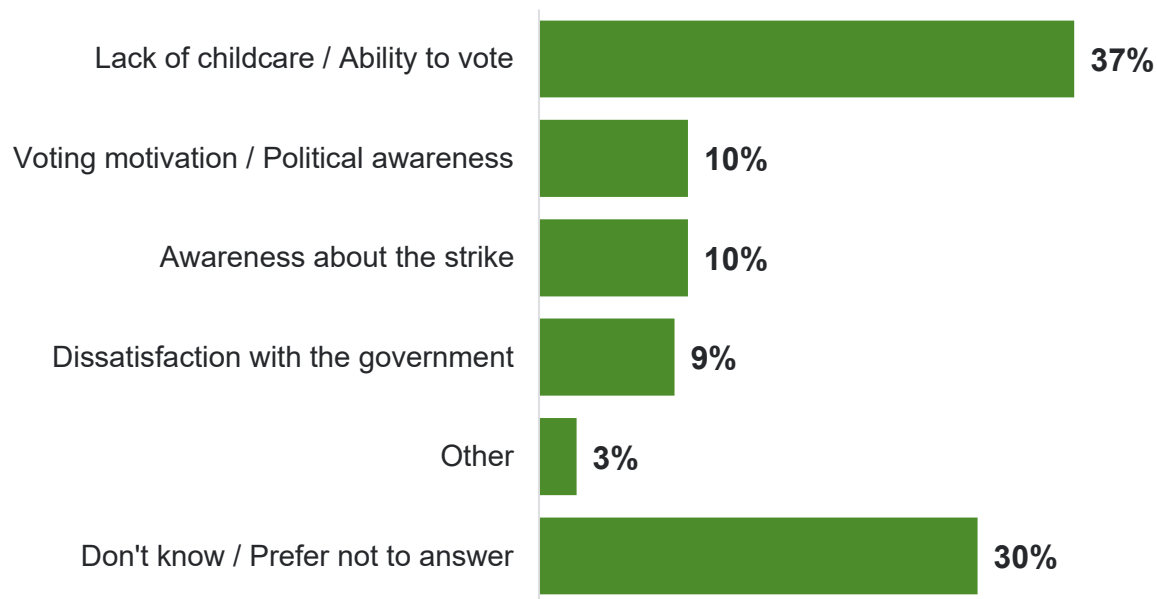
*Caution: Small sample size



How Alberta teachers' strike impacted voting experience

More than one-third (37%) of Calgarians whose voting experience was impacted by the Alberta teachers' strike, report that their ability to vote was affected by lack of childcare while about one-in-ten mentioned an increase in voting motivation / political awareness (10%), awareness about the strike (10%), and dissatisfaction with the government (9%).

How Alberta teachers' strike impacted voting experience*



Open-ended question

*Caution: Small sample size

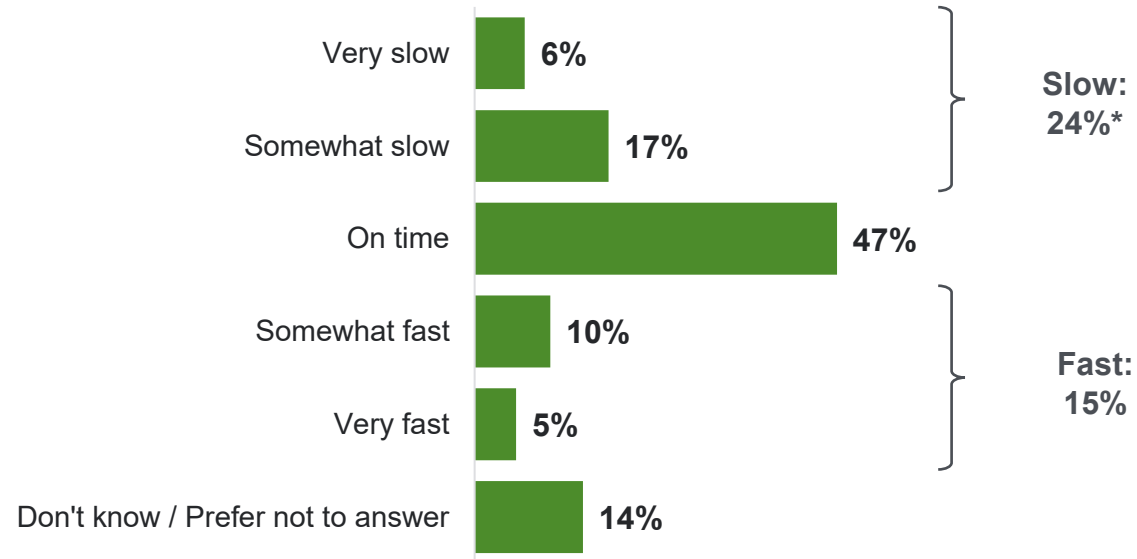
NOTE: responses are coded under themes, quotes are in the appendix.
 Q10. How specifically did the Teachers strike impact your voting experience?
 Base: Impacted by Alberta teachers' strike (n=34*)



Timing of election results

Almost one-half (47%) of Calgarians feel the timing of the election results were on time, while one-quarter (24%) felt it was slow and 15% felt results were fast.

Do you feel the timing of the election results were...



Q11. The complete results from the October 20 election were made public by the evening of October 21. Did you feel the timing of the results were:

Base: Valid respondents (n=500)

*Rounding



Election experience segment differences

Election experience segment differences

Compared to all other Calgarians ...

18-to-34-year-old Calgarians (*n=41*-92*) ...

- ... are less likely to have voted in the October 20th municipal election (48%).
- ... are more likely to state not being eligible to vote as one of their reasons for not voting (24%).
- ... are less likely to agree that the hours when they could vote were convenient (84%).
- ... are more likely to state the timing of the election results as fast (23%).

65+ year-old Calgarians (*n=154-182*) ...

- ... are more likely to have voted in the October 20th municipal election (84%).
- ... are more likely to have voted at voting stations during advanced polls (28%) and less likely to have voted at voting station on Election Day (72%).
- ... are more likely to agree that the wait time to vote was reasonable (82%).
- ... are more likely to state the timing of the election results as slow (44%).
- ... are less likely to have been impacted by Canada Post strike (5%) and by Alberta teachers' strike (1%).

*Caution: Small sample size



Election experience segment differences (continued)

Compared to all other Calgarians ...

Females (n=224) ...

- ... are more likely to state the timing of the election results as slow (29%).
- ... are more likely to have been impacted by Alberta teachers' strike (13%).

Calgarians with a disability in the household (n=36*-82) ...

- ... are less likely to state not being eligible to vote as one of their reasons for not voting (7%).
- ... are less likely to agree that they felt safe voting (97%) and that they had no accessibility issues at the voting station (82%).

Calgarians with a personal disability (n=50*) ...

- ... are less likely to agree that they felt safe voting (95%) and that they had no accessibility issues at the voting station (75%).

*Caution: Small sample size



Election experience segment differences (continued)

Compared to all other Calgarians ...

Calgarians living in the Southwest ($n=99$) ...

- ... are more likely to agree that they felt safe voting (100%) and that they had no accessibility issues at the voting station (97%).

Calgarians living in the Southeast ($n=38^*-78$) ...

- ... are less likely to state not being eligible to vote as one of their reasons for not voting (6%).
- ... are less likely to agree that they felt safe voting (97%).

Calgarians living in the Northwest ($n=118$) ...

- ... are more likely to agree that they felt safe voting (100%).

Calgarians living in the Northeast ($n=45^*-82$) ...

- ... are less likely to have voted in the October 20th municipal election (51%).
- ... are more likely to agree that they felt safe voting (100%), that the time required to register and receive ballots was reasonable (89%) and that the wait time to vote was reasonable (86%).

*Caution: Small sample size



Election experience segment differences (continued)

Compared to all other Calgarians ...

Those who lived in Calgary for 10 to 19 years ($n=39^*-90$) ...

- ... are more likely to have voted at voting station on Election Day (92%) and less likely to have voted at voting stations during advanced polls (8%).
- ... are more likely to state being busy / working (38%) and less likely to state not being eligible to vote (4%) as reasons for not voting.
- ... are more likely to agree that they felt safe voting (100%).
- ... are less likely to state the timing of the election results as slow (15%).

Those who lived in Calgary for 20 years or more ($n=80-354$) ...

- ... are more likely to have voted in the October 20th municipal election (74%).
- ... are less likely to have voted at voting station on Election Day (77%).
- ... are more likely to state not being interested (12%) and less likely to state not knowing when/where to vote / the lack of information about election/voting process (3%) as reasons for not voting.
- ... are less likely to agree that they felt safe voting (99%) and that the wait time to vote was reasonable (70%).

*Caution: Small sample size



Election experience segment differences (continued)

Compared to all other Calgarians ...

Those who lived in Calgary for 20 years or more ($n=80-354$) ...

- ... are more likely to state the timing of the election results as slow (31%).

Calgarians who completed high school or less ($n=38-74$)* ...

- ... are less likely to state not being eligible to vote as one of their reasons for not voting (5%).
- ... are more likely to agree that they felt safe voting (100%) and that the time required to register and receive ballots was reasonable (87%).
- ... are less likely to agree that they had no accessibility issues at the voting station (86%).

Calgarians who completed a Registered Apprenticeship or other trades certificate or diploma ($n=38^*$) ...

- ... are less likely to have voted in the October 20th municipal election (39%).

Calgarians who completed a college or other non-university certificate or diploma ($n=74^*-111$) ...

- ... are less likely to agree that they felt safe voting (96%).
- ... are less likely to have been impacted by Alberta teachers' strike (5%).

*Caution: Small sample size



Election experience segment differences (continued)

Compared to all other Calgarians ...

Calgarians who completed a university certificate, diploma or degree ($n=62^*-236$) ...

- ... are more likely to have voted in the October 20th municipal election (70%).
- ... are more likely to state not being eligible to vote (24%) and less likely to state not knowing when/where to vote / the lack of information about election/voting process (4%) as reasons for not voting.
- ... are more likely to agree that they felt safe voting (100%) and that they had no accessibility issues at the voting station (97%).
- ... are less likely to agree that the time required to register and receive ballots was reasonable (67%) and the wait time to vote was reasonable (66%).

*Caution: Small sample size



Election experience segment differences (continued)

Compared to all other Calgarians ...

Calgarians who have 1 household member eligible to vote ($n=36^*-119$) ...

- ... are less likely to state being busy / working as one of their reasons for not voting (9%).
- ... are more likely to agree that they felt safe voting (100%), that the election workers were helpful (99%), that the hours when they could vote were convenient (98%), that the wait time to vote was reasonable (88%) and that the time required to register and receive ballots was reasonable (87%).
- ... are less likely to have been impacted by Alberta teachers' strike (6%).

Calgarians who have 2 household members eligible to vote ($n=60^*-236$) ...

- ... are more likely to have voted in the October 20th municipal election (72%).
- ... are more likely to state being busy / working as one of their reasons for not voting (35%).
- ... are less likely to agree that they felt safe voting (99%), that the hours when they could vote were convenient (89%) and that the wait time to vote was reasonable (68%).

Calgarians who have 3 or more household members eligible to vote ($n=81$) ...

- ... are more likely to agree that they felt safe voting (100%) and that the hours when they could vote were convenient (99%).

*Caution: Small sample size



Election experience segment differences (continued)

Compared to all other Calgarians ...

Calgarians who have no household member who voted in the election (n=92) ...

- ... are less likely to state being busy / working as one of their reasons for not voting (15%).
- ... are less likely to state the timing of the election results as slow (17%).

Calgarians who have 1 household member who voted in the election (n=102-131) ...

- ... are more likely to agree that they felt safe voting (100%) and that the election workers were helpful (99%).
- ... are less likely to have been impacted by the Canada Post strike (7%) and by Alberta teachers' strike (4%).

Calgarians who have 2 household members who voted in the election (n=179-192) ...

- ... are more likely to have voted in the October 20th municipal election (93%).
- ... are less likely to agree that they felt safe voting (99%) and that the election workers were helpful (94%).

Calgarians who have 3 or more household members who voted in the election (n=54-58)* ...

- ... are more likely to have voted in the October 20th municipal election (95%).
- ... are more likely to agree that they felt safe voting (100%) and that the hours when they could vote were convenient (99%).

*Caution: Small sample size



Election experience segment differences (continued)

Compared to all other Calgarians ...

Calgarians who voted in the election ($n=343$) ...

- ... are more likely to state the timing of the election results as slow (30%).

Calgarians who voted at voting station on the election day ($n=266$) ...

- ... are more likely to agree that they felt safe voting (100%).
- ... are less likely to agree that the wait time to vote was reasonable (71%).
- ... are less likely to state the timing of the election results as slow (27%).
- ... are more likely to have been impacted by Alberta teachers' strike (12%).

Calgarians who voted at advanced polls ($n=74^*$) ...

- ... are less likely to agree that they felt safe voting (96%).
- ... are more likely to agree that the wait time to vote was reasonable (85%).
- ... are more likely to state the timing of the election results as slow (42%).
- ... are less likely to have been impacted by Alberta teachers' strike (6%).

*Caution: Small sample size



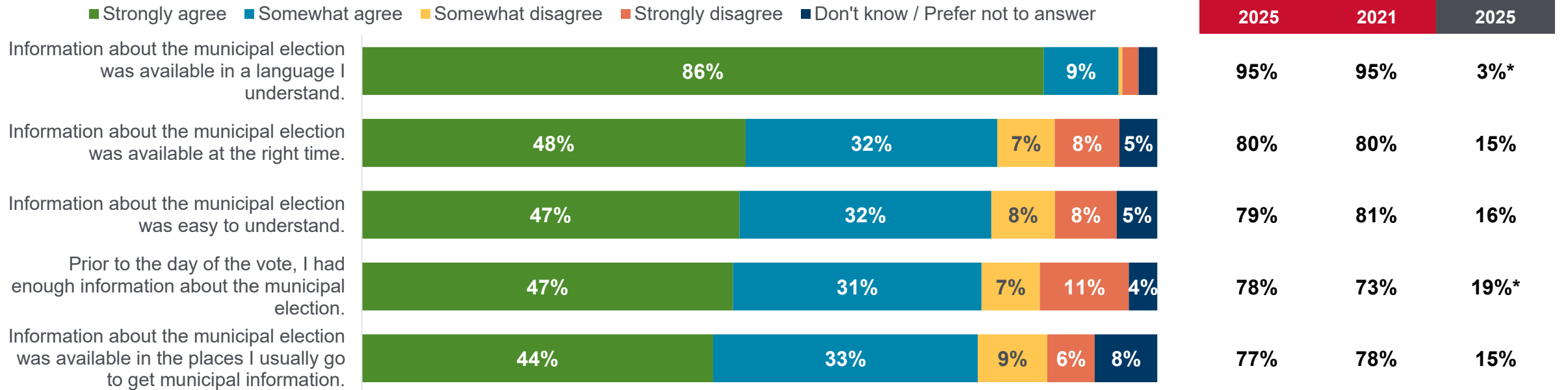
Election communication



Agreement with aspects of election communications

Over nine-in-ten (95%) Calgarians agree that information about the municipal election was available in a language they understand with more than four-in-five (86%) ‘strongly agreeing’ with the statement. Consistent with 2021 results, the majority of Calgarians agree that the information was available at the right time (80%), was easy to understand (79%), was available in places they usually look for municipal information (77%), and that prior to election day they had enough information (78%).

Agreement with aspects of election communications



Data labels <3% not shown

*Rounding

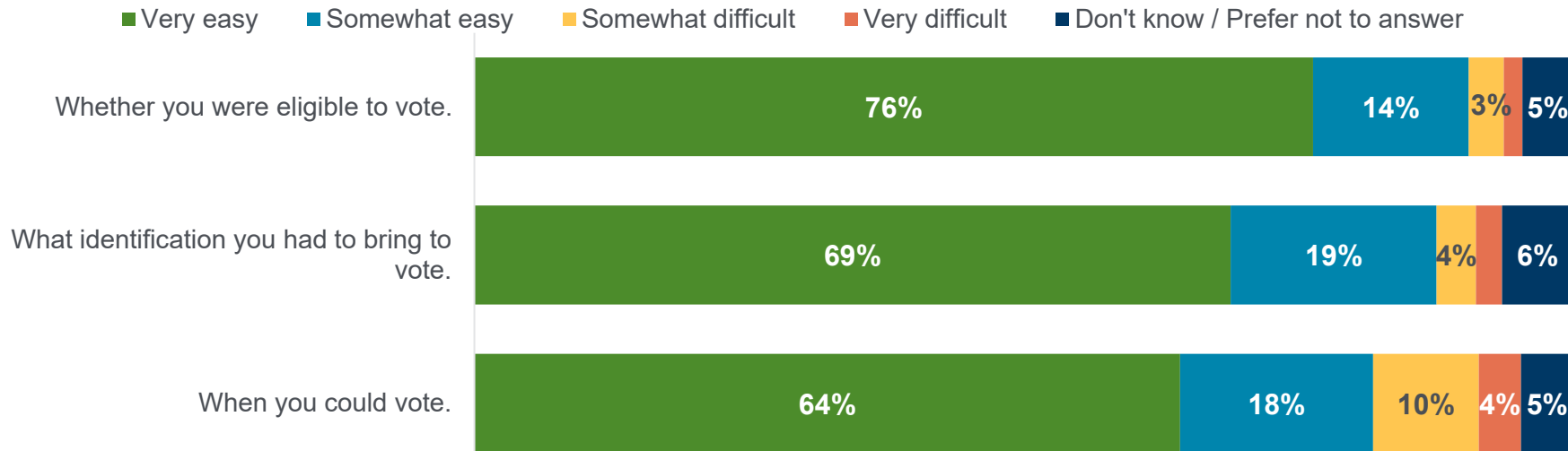
Q12. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.
Base: Valid respondents (n=500)



Ease with of finding election information

Similar to 2021 results, the majority of Calgarians agree that it was easy to find information on whether they were eligible to vote (91%) and on what identification they had to bring to vote (88%). However, there has been a decline in the percentage of Calgarians who found it easy to find information on when they could vote (82%, down from 90% in 2021).

Ease of finding election information



	Easy	Difficult
	2025	2021
Whether you were eligible to vote.	91%*	91%
What identification you had to bring to vote.	88%	87%
When you could vote.	82%↓	90%

*Rounding

Data labels <3% not shown

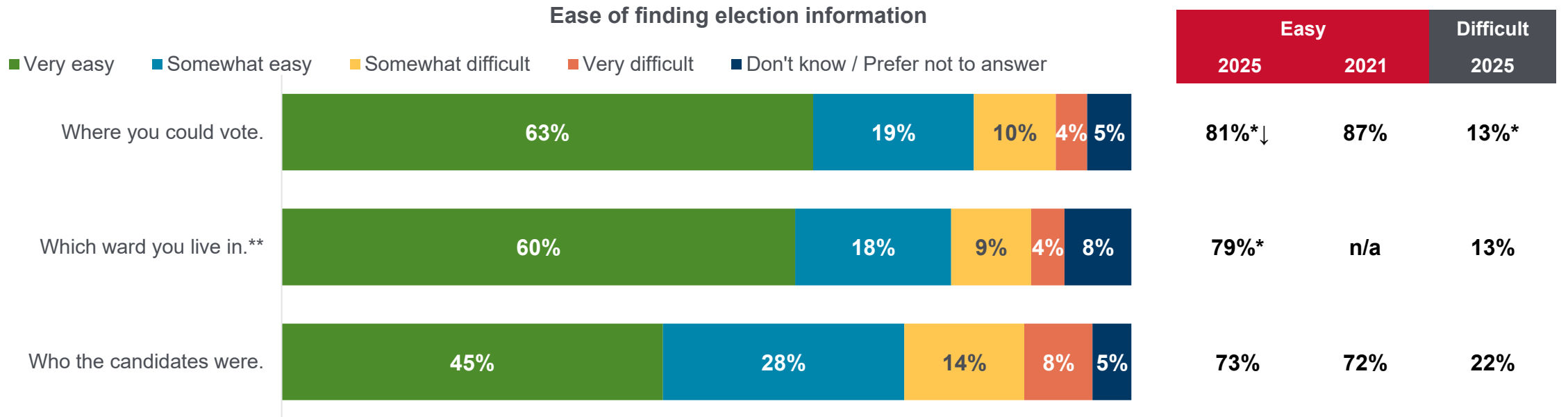
↑ Statistically higher than the previous wave
 ↓ Statistically lower than the previous wave

Q13. For the following statements, please tell me if it was very easy, somewhat easy, somewhat difficult, or very difficult to find out...
 Base: Valid respondents (n=500)



Ease with of finding election information (continued)

Four-in-five Calgarians agree that it was easy to find information on where they could vote (81%, down from 87% in 2021) and on which ward they live in (79%). Consistent with 2021 results, around three-quarters (73%) agree that it was easy to find information on who the candidates were.



** New level added in 2025, trended data not available.

Q13. For the following statements, please tell me if it was very easy, somewhat easy, somewhat difficult, or very difficult to find out...

Base: Valid respondents (n=500)

*Rounding

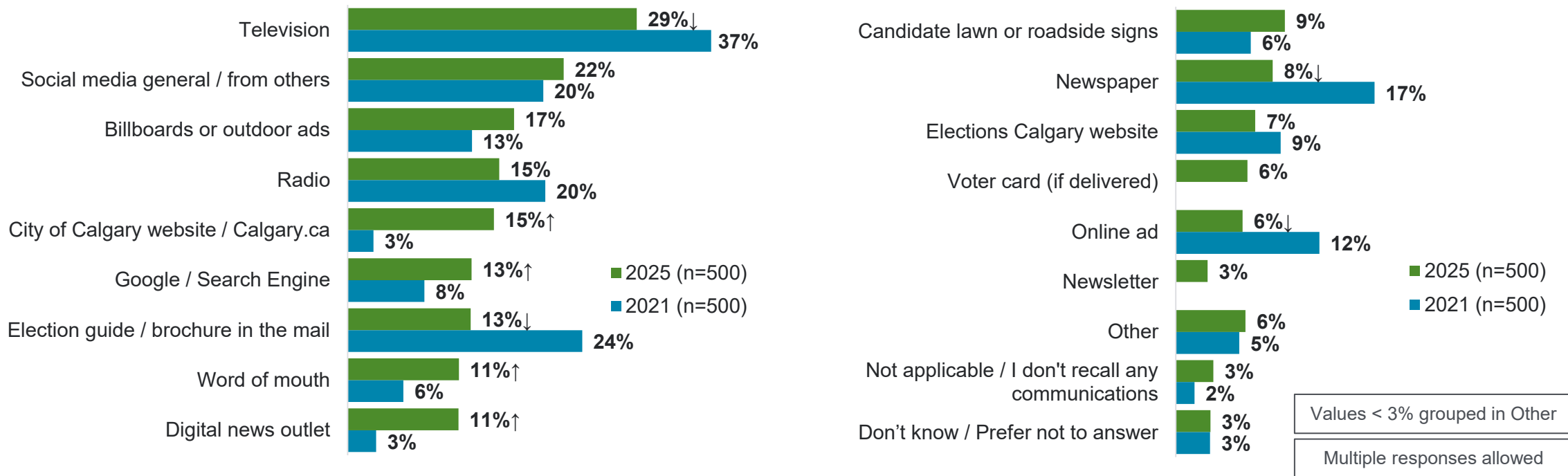
↑ Statistically higher than the previous wave
↓ Statistically lower than the previous wave



Recall of sources of information about the election

Television (29%) remains the major source of information about the election, despite a decline from 37% in 2021. Other major sources for information include social media (22%), billboards or outdoor ads (17%), and radio (15%). Mentions of the City of Calgary website / Calgary.ca (15%), Google / search engines (13%), word of mouth (11%), and digital news outlets (11%) have all increased since 2021. In contrast, election guides or brochures sent by mail (13%), newspapers (8%), and online ads (6%) have declined since 2021.

Where recall reading, hearing or seeing information about the election



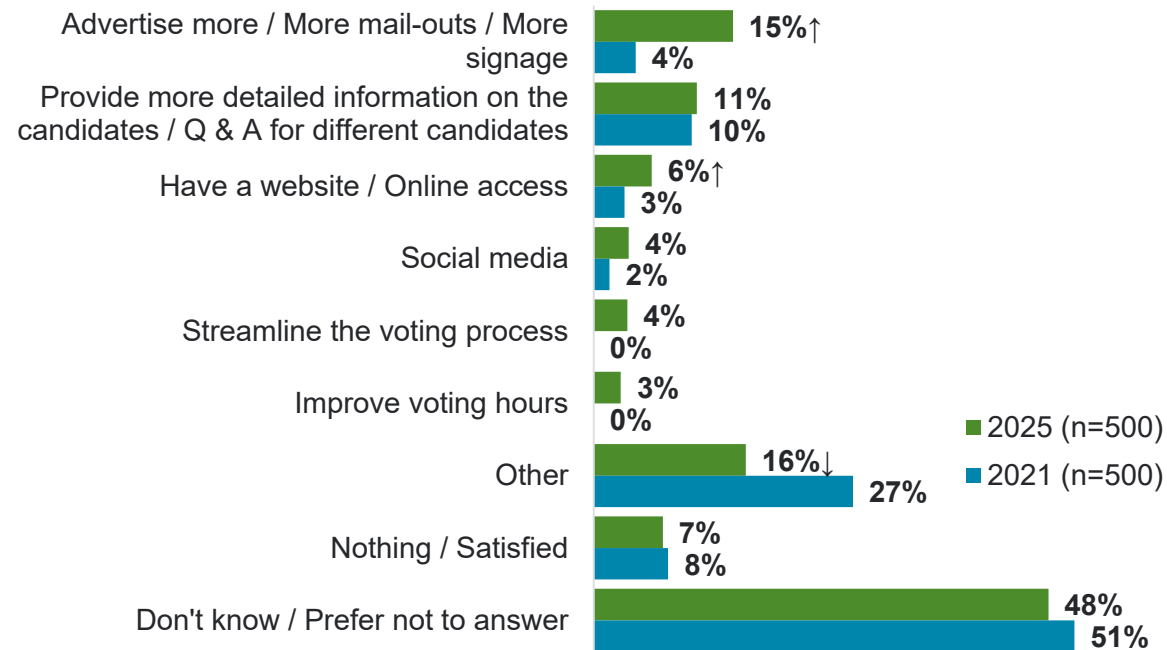
Q14. Where do you recall reading, hearing, or seeing information about the Calgary municipal election?
 Base: Valid respondents



Recommendations to Elections Calgary for future elections

For future elections, more Calgarians recommend having more advertisements / mail-outs / signage (15%, up from 4% in 2021) as well as having a website or online access (6%, up from 3% in 2021). One-in-ten (11%) Calgarians recommend providing more detailed information on the candidates or Q&A from different candidates.

Recommendations to Elections Calgary to consider for future municipal



Open-ended question
 Values < 3% grouped in Other
 Multiple responses allowed

↑ Statistically higher than the previous wave
 ↓ Statistically lower than the previous wave

Q15. Is there anything you would like to recommend to Elections Calgary to consider for future municipal elections to improve awareness and access to information?
 Base: Valid respondents



Election communication segment differences



Election communication segment differences

Compared to all other Calgarians ...

18-to-34-year-old Calgarians (n=92) ...

- ... are less likely to state finding election information on when they could vote was easy (69%).
- ... are more likely to mention billboards or outdoor ads (31%), and less likely to mention television as sources of information about the election (12%).
- ... are more likely to recommend using social media for future municipal elections (9%).

65+ year-old Calgarians (n=182) ...

- ... are more likely to state finding election information on when they could vote was easy (89%).
- ... are more likely to mention television (54%) and less likely to mention the City of Calgary website / Calgary.ca (9%), billboards or outdoor ads (7%) and social media general / from others (4%) as sources of information about the election.
- ... are less likely to recommend using social media for future municipal elections (1%).

Calgarians with a personal disability (n=73*) ...

- ... are less likely to state that finding election information on whether they were eligible to vote (80%) and on who the candidates were (58%) was easy.
- ... are less likely to mention radio as a source of information about the election (5%).

*Caution: Small sample size

Election communication segment differences (continued)

Compared to all other Calgarians ...

Calgarians living in the Southwest (n=139) ...

- ... are more likely to mention radio as a source of information about the election (23%).

Calgarians living in the Southeast (n=117) ...

- ... are less likely to recommend having a website / online access for future municipal elections (2%).

Calgarians living in the Northwest (n=162) ...

- ... are more likely to mention television (39%) and the City of Calgary website / Calgary.ca (21%) as sources of information about the election.

Calgarians living in the Northeast (n=82) ...

- ... are less likely to mention radio as a source of information about the election (8%).

Those who lived in Calgary for 10 to 19 years (n=90) ...

- ... are more likely to mention billboards or outdoor ads as a source of information about the election (26%).

Those who lived in Calgary for 20 years or more (n=354) ...

- ... are more likely to mention television (36%) and less likely to mention billboards or outdoor ads (13%) as sources of information about the election.
- ... are more likely to recommend streamlining the voting process for future municipal elections (5%).

Election communication segment differences (continued)

Compared to all other Calgarians ...

Calgarians who completed high school or less (*n=112*) ...

- ... are more likely to state finding election information on whether they were eligible to vote was easy (96%).
- ... are more likely to mention billboards or outdoor ads as a source of information about the election (25%).

Calgarians who completed a Registered Apprenticeship or other trades certificate or diploma (*n=38) ...**

- ... are more likely to agree that information about the municipal election was available in a language they understand (100%).
- ... are less likely to agree that information about the municipal election was easy to understand (60%).
- ... are less likely to state finding information on what identification they had to bring to vote (69%), on when they could vote (67%) and on where they could vote (63%) was easy.
- ... are less likely to mention social media in general as a source of information about the election (8%).

*Caution: Small sample size

Election communication segment differences (continued)

Compared to all other Calgarians ...

Calgarians who completed a college or other non-university certificate or diploma (*n*=111) ...

- ... are less likely to state finding election information on whether they were eligible to vote was easy (83%).
- ... are less likely to mention the City of Calgary website / Calgary.ca as a source of information about the election (7%).
- ... are less likely to recommend using social media for future municipal elections (1%).

Calgarians who completed a university certificate, diploma or degree (*n*=236) ...

- ... are more likely to agree that information about the municipal election was available at the right time (84%), that information about the municipal election was easy to understand (84%), that information about the municipal election was available in the places they usually go to get municipal information (83%) and that prior to the day of the vote they had enough information about the municipal election (82%).
- ... are more likely to state finding information on what identification they had to bring to vote (92%), on when they could vote (87%), on which ward they live in (84%) and on who the candidates were (78%) was easy.
- ... are more likely to mention the City of Calgary website / Calgary.ca as a source of information about the election (21%).

Election communication segment differences (continued)

Compared to all other Calgarians ...

Calgarians who have 1 household member eligible to vote (*n=119*) ...

- ... are less likely to mention social media in general (14%) and the City of Calgary website / Calgary.ca (7%) as sources of information about the election.

Calgarians who have 2 household members eligible to vote (*n=236*) ...

- ... are more likely to mention the City of Calgary website / Calgary.ca as a source of information about the election (19%).

Calgarians who have 3 or more household members eligible to vote (*n=129*) ...

- ... are more likely to agree that information about the municipal election was available at the right time (88%).
- ... are more likely to state finding information on where they could vote (90%), on when they could vote (88%) and on who the candidates were (81%) was easy.

Calgarians who have no household member who voted in the election (*n=92*) ...

- ... are less likely to agree with all the statements regarding information about the municipal election.
- ... are more likely to mention billboards or outdoor ads (29%) and less likely to mention the City of Calgary website / Calgary.ca (2%) as sources of information about the election.
- ... are less likely to recommend streamlining the voting process for future municipal elections (1%).

Election communication segment differences (continued)

Compared to all other Calgarians ...

Calgarians who have 1 household member who voted in the election (n=131) ...

- ... are more likely to agree that information about the municipal election was available in a language they understand (98%).
- ... are more likely to state that finding election information on whether they were eligible to vote was easy (97%).
- ... are less likely to mention social media in general as a source of information about the election (15%).

Calgarians who have 2 household members who voted in the election (n=192) ...

- ... are more likely to agree that prior to the day of the vote they had enough information about the municipal election (87%), that information about the municipal election was easy to understand (86%), that information about the municipal election was available at the right time (85%), and that information about the municipal election was available in the places they usually go to get municipal information (84%).
- ... are more likely to state that finding information on what identification they had to bring to vote (95%), on when they could vote (92%), on where they could vote (91%) and on which ward they live in (89%) was easy.
- ... are more likely to mention the City of Calgary website / Calgary.ca (22%), and less likely to mention billboards or outdoor ads (9%) as sources of information about the election.

Election communication segment differences

(continued)

Compared to all other Calgarians ...

Calgarians who have 3 or more household members who voted in the election (*n=58**) ...

- ... are more likely to agree that information about the municipal election was easy to understand (96%), that information about the municipal election was available at the right time (93%) and that prior to the day of the vote they had enough information about the municipal election (93%).
- ... are more likely to state finding election information on where they could vote was easy (95%).

Calgarians who voted in the election (*n=343*) ...

- ... are more likely to agree with all the statements regarding information about the municipal election.
- ... are more likely to mention television (35%), the City of Calgary website / Calgary.ca (21%) and radio (18%), and less likely to mention billboards or outdoor ads (11%) as sources of information about the election.

*Caution: Small sample size

Election communication segment differences

(continued)

Compared to all other Calgarians ...

Calgarians who voted at voting station on the election day ($n=266$) ...

- ... are less likely to agree that information about the municipal election was available in a language they understand (97%).
- ... are more likely to state that finding information on when they could vote (94%) and on who the candidates were (84%) was easy.

Calgarians who voted at advanced polls ($n=74^*$) ...

- ... are more likely to agree that information about the municipal election was available in a language they understand (100%).
- ... are less likely to state that finding information on when they could vote (82%) and on who the candidates were (65%) was easy.

*Caution: Small sample size



Respondent profile



Respondent profile

Gender	Unweighted %	Weighted %
Woman	45%	50%
Man	54%	48%
Prefer to self-describe	<1%	<1%
Prefer not to answer	1%	2%

Quadrant	Unweighted %	Weighted %
Southwest	28%	28%
Southeast	23%	24%
Northwest	32%	28%
Northeast	16%	20%

Age	Unweighted %	Weighted %
18-24	6%	9%
25-34	13%	21%
35-44	12%	17%
45-54	14%	20%
55-64	19%	11%
65+	36%	21%

People in household (eligible to vote)	
None	4%
1	19%
2	48%
3 or more	29%
Prefer not to answer	1%

People in household (voted) *	
None	21%
1	25%
2	40%
3 or more	12%
Prefer not to answer	2%

Years lived in Calgary	
Less than a year	1%
1 to 4 years	7%
5 to 9 years	6%
10 to 19 years	23%
20 years or more	62%
Prefer not to answer	1%

* Base: Eligible voters (n = 483)
 Base: Valid respondents (n=500, unless otherwise specified)



Respondent profile (continued)

Disability in household	
Yes - myself	15%
Yes - someone in my household	13%
No	75%
Prefer not to answer	1%

Most spoken language	
English	81%
Punjabi	3%
Chinese	3%
Spanish	2%
Urdu	2%
French	1%
Persian/Farsi	1%
Tagalog	1%
Hindi	1%
Arabic	<1%
Russian	<1%
Italian	<1%
Korean	<1%
Shanghainese	0%
Creoles	0%
Bengali	0%
Vietnamese	0%
Other	6%
Prefer not to answer	<1%

Education	
Did not complete high school or equivalent	3%
Completed high school or equivalent	19%
Completed a Registered Apprenticeship or other trades certificate or diploma	7%
Completed a college or other non-university certificate or diploma	20%
Completed a university certificate, diploma or degree	50%
Prefer not to answer	1%

Employment status	
Full-time employed or self-employed	56%
Part-time employed or self-employed	10%
Retired	22%
Looking after home or family	2%
Unable to work because of sickness or disability	5%
Unemployed	3%
Doing unpaid or voluntary work	1%
Student	4%
Other	1%
Prefer not to answer	<1%

Base: Valid respondents (n=500, unless otherwise specified)



Appendix: Differences by sub-groups



Segment differences

	Age			Gender		Disability in household		Personal disability	
	18 - 34	35 - 64	65+	Male	Female	Yes	No	Yes	No
Voted in October 20th municipal election	(n=92)	(n=226)	(n=182)	(n=269)	(n=224)	(n=119)	(n=378)	(n=73*)	(n=378)
% voted	48% ↓	65%	84% ↑	60%	69%	63%	65%	64%	65%
Voting method	(n=42*)	(n=147)	(n=154)	(n=175)	(n=166)	(n=82)	(n=260)	(n=50*)	(n=260)
Voting station on Election Day	84%	83%	72% ↓	78%	82%	81%	80%	73%	80%
Voting station during advanced polls	14%	16%	28% ↑	20%	17%	19%	19%	27%	19%
Special mail-in ballot	2%	1%	0%	2%	0%	0%	1%	0%	1%
Top 5 reasons for not voting	(n=50*)	(n=79)	(n=27**)	(n=94)	(n=57*)	(n=36*)	(n=118)	(n=22**)	(n=118)
I was too busy / I was working	26%	19%	1	24%	17%	21%	21%	1	21%
I am not eligible to vote	24% ↑	11%	-	20%	11%	7% ↓	19% ↑	1	19%
I was out of town	6%	12%	8	11%	12%	13%	11%	3	11%
I didn't know when/where to vote/ Lack of information about election / voting process	11%	10%	1	10%	10%	10%	10%	3	10%
I'm not interested	3%	10%	2	7%	6%	15%	4%	3	4%

* Caution: Small sample size

**Counts displayed due to small sample size

Percentages are weighted, while reported sample sizes represent unweighted respondent counts.

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**

Base: all respondents



Segment differences (continued)

	Quadrant				Years in Calgary			
	Southwest	Southeast	Northwest	Northeast	1 to 4	5 to 9	10 to 19	20 or more
Voted in October 20th municipal election	(n=139)	(n=117)	(n=162)	(n=82)	(n=26 ^{**})	(n=25 ^{**})	(n=90)	(n=354)
% voted	67%	65%	70%	51% ↓	5	12	57%	74% ↑
Voting method	(n=100)	(n=79)	(n=119)	(n=45 [*])	(n=5 ^{***})	(n=12 ^{***})	(n=51 [*])	(n=273)
Voting station on Election Day	81%	83%	80%	74%			92% ↑	77% ↓
Voting station during advanced polls	18%	16%	19%	26%			8% ↓	22%
Special mail-in ballot	1%	1%	1%	0%			0%	1%
Top 5 reasons for not voting	(n=39 [*])	(n=38 [*])	(n=43 [*])	(n=36 [*])	(n=21 ^{**})	(n=13 ^{***})	(n=39 [*])	(n=80)
I was too busy / I was working	30%	15%	20%	17%	1		38% ↑	15%
I am not eligible to vote	12%	6% ↓	21%	22%	13		4% ↓	0%
I was out of town	10%	15%	11%	9%	2		10%	15%
I didn't know when/where to vote/ Lack of information about election / voting process	12%	15%	8%	5%	2		17%	3% ↓
I'm not interested	6%	10%	1%	9%	1		2%	12% ↑

* Caution: Small sample size

***Results not displayed due to small sample
 **Counts displayed due to small sample size

Percentages are weighted, while reported sample sizes represent unweighted respondent counts.

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**

Base: all respondents



Segment differences (continued)

	Education			
	High school or less	Completed a Registered Apprenticeship or other trades certificate or diploma	Completed a college or other non-university certificate or diploma	Completed a university certificate, diploma or degree
Voted in October 20th municipal election	(n=112)	(n=38*)	(n=111)	(n=236)
% voted	61%	39% ↓	63%	70% ↑
Voting method	(n=74*)	(n=19***)	(n=74*)	(n=174)
Voting station on Election Day	82%		77%	80%
Voting station during advanced polls	18%		23%	18%
Special mail-in ballot	0%		0%	2%
Top 5 reasons for not voting	(n=38*)	(n=19***)	(n=36*)	(n=62*)
I was too busy / I was working	31%		11%	19%
I am not eligible to vote	5% ↓		18%	24% ↑
I was out of town	6%		14%	17%
I didn't know when/where to vote/ Lack of information about election / voting process	14%		13%	4% ↓
I'm not interested	12%		6%	5%

* Caution: Small sample size

***Results not displayed due to small sample

Percentages are weighted, while reported sample sizes represent unweighted respondent counts.

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**

Base: all respondents



Segment differences (continued)

	Number of eligible voters in household			Number in household who voted				Voted in election		Vote Method	
	1	2	3 or more	None	1	2	3 or more	Yes	No	Voting station election day	Advanced polls
Voted in October 20th municipal election	(n=119)	(n=236)	(n=129)	(n=92)	(n=131)	(n=192)	(n=58*)	(n=343)	(n=156)	(n=266)	(n=74*)
% voted	63%	72% ↑	62%	0%	74%	93% ↑	95% ↑	100%	0%	100%	100%
Voting method	(n=82)	(n=176)	(n=83)	(n=0***)	(n=103)	(n=180)	(n=55*)	(n=343)	(n=0***)	(n=266)	(n=74*)
Voting station on Election Day	77%	79%	84%		82%	78%	81%	80%		100%	0%
Voting station during advanced polls	21%	21%	15%		17%	21%	17%	19%		0%	100%
Special mail-in ballot	2%	0%	2%		2%	0%	2%	1%		0%	0%
Top 5 reasons for not voting	(n=36*)	(n=60*)	(n=46*)	(n=92)	(n=28**)	(n=12***)	(n=3***)	(n=0***)	(n=156)	(n=0***)	(n=0***)
I was too busy / I was working	9% ↓	35% ↑	19%	15% ↓	9				21%		
I am not eligible to vote	15%	0%	10%	7%	1				16%		
I was out of town	11%	11%	16%	13%	5				11%		
I didn't know when/where to vote/ Lack of information about election / voting process	8%	6%	14%	8%	5				10%		
I'm not interested	7%	6%	10%	10%	-				7%		

* Caution: Small sample size

***Results not displayed due to small sample
 **Counts displayed due to small sample size

Percentages are weighted, while reported sample sizes represent unweighted respondent counts.

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**

Base: all respondents



Segment differences (continued)

	Age			Gender		Disability in household		Personal disability	
	18 - 34 (n=41*)	35 - 64 (n=145)	65+ (n=154)	Male (n=173)	Female (n=165)	Yes (n=82)	No (n=257)	Yes (n=50*)	No (n=257)
Aspects of voting process (% Agree)									
I felt safe voting.	97%	100% ↑	100%	100%	99%	97% ↓	100% ↑	95% ↓	100% ↑
My voting station location was convenient to get to.	97%	99%	96%	98%	97%	94%	98%	95%	98%
The election workers were helpful.	99%	95%	95%	95%	96%	95%	96%	96%	96%
The hours when I could vote were convenient.	84% ↓	97% ↑	96%	95%	92%	90%	95%	87%	95%
I had no accessibility issues at the voting station.	86%	96%	95%	96%	91%	82% ↓	97% ↑	75% ↓	97% ↑
The time required to register and receive ballots was reasonable.	74%	73%	81%	79%	71%	70%	77%	74%	77%
The wait time to vote was reasonable.	68%	72%	82% ↑	79%	71%	71%	75%	79%	75%
Timing of election results	(n=92)	(n=226)	(n=182)	(n=269)	(n=224)	(n=119)	(n=378)	(n=73*)	(n=378)
NET Fast	23% ↑	12%	13%	17%	14%	10%	17%	12%	17%
NET Slow	12% ↓	22%	44% ↑	18% ↓	29% ↑	22%	25%	17%	25%

* Caution: Small sample size

Percentages are weighted, while reported sample sizes represent unweighted respondent counts.

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**

Base: all respondents



Segment differences (continued)

	Quadrant				Years in Calgary			
	Southwest	Southeast	Northwest	Northeast	1 to 4	5 to 9	10 to 19	20 or more
Aspects of voting process (% Agree)	(n=99)	(n=78)	(n=118)	(n=45*)	(n=5***)	(n=12***)	(n=51*)	(n=270)
I felt safe voting.	100% ↑	97% ↓	100% ↑	100% ↑			100% ↑	99% ↓
My voting station location was convenient to get to.	97%	98%	96%	98%			99%	97%
The election workers were helpful.	91%	97%	98%	98%			99%	95%
The hours when I could vote were convenient.	95%	93%	92%	96%			94%	93%
I had no accessibility issues at the voting station.	97% ↑	92%	92%	92%			96%	92%
The time required to register and receive ballots was reasonable.	77%	69%	71%	89% ↑			76%	73%
The wait time to vote was reasonable.	73%	66%	74%	86% ↑			82%	70% ↓
Timing of election results	(n=139)	(n=117)	(n=162)	(n=82)	(n=26**)	(n=25**)	(n=90)	(n=354)
NET Fast	14%	20%	16%	10%	6	5	13%	15%
NET Slow	21%	25%	28%	22%	2	2	15% ↓	31% ↑

* Caution: Small sample size

***Results not displayed due to small sample
**Counts displayed due to small sample size

Percentages are weighted, while reported sample sizes represent unweighted respondent counts.

↑ Statistically higher than the result of **all other segments combined**
↓ Statistically lower than the result of **all other segments combined**

Base: all respondents



Segment differences (continued)

	Education			
	High school or less	Completed a Registered Apprenticeship or other trades certificate or diploma	Completed a college or other non-university certificate or diploma	Completed a university certificate, diploma or degree
Aspects of voting process (% Agree)	(n=74*)	(n=19***)	(n=74*)	(n=171)
I felt safe voting.	100% ↑		96% ↓	100% ↑
My voting station location was convenient to get to.	97%		99%	98%
The election workers were helpful.	99%		96%	95%
The hours when I could vote were convenient.	90%		96%	94%
I had no accessibility issues at the voting station.	86% ↓		91%	97% ↑
The time required to register and receive ballots was reasonable.	87% ↑		83%	67% ↓
The wait time to vote was reasonable.	82%		83%	66% ↓
Timing of election results	(n=112)	(n=38*)	(n=111)	(n=236)
NET Fast	16%	13%	17%	15%
NET Slow	25%	21%	19%	26%

* Caution: Small sample size

***Results not displayed due to small sample

Percentages are weighted, while reported sample sizes represent unweighted respondent counts.

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**

Base: all respondents



Segment differences (continued)

	Number of eligible voters in household			Number in household who voted				Voted in election		Vote Method	
	1	2	3 or more	None	1	2	3 or more	Yes	No	Voting station election day	Advanced polls
Aspects of voting process (% Agree)	(n=81)	(n=176)	(n=81)	(n=0***)	(n=102)	(n=179)	(n=54*)	(n=340)	(n=0***)	(n=266)	(n=74*)
I felt safe voting.	100% ↑	99% ↓	100% ↑		100% ↑	99% ↓	100% ↑	99%		100% ↑	96% ↓
My voting station location was convenient to get to.	96%	98%	97%		97%	98%	97%	97%		98%	94%
The election workers were helpful.	99% ↑	94%	96%		99% ↑	94% ↓	97%	96%		96%	92%
The hours when I could vote were convenient.	98% ↑	89% ↓	99% ↑		93%	92%	99% ↑	94%		94%	92%
I had no accessibility issues at the voting station.	97%	92%	94%		96%	93%	90%	93%		93%	93%
The time required to register and receive ballots was reasonable.	87% ↑	71%	76%		81%	71%	80%	75%		75%	76%
The wait time to vote was reasonable.	88% ↑	68% ↓	76%		81%	71%	73%	74%		71% ↓	85% ↑
Timing of election results	(n=119)	(n=236)	(n=129)	(n=92)	(n=131)	(n=192)	(n=58*)	(n=343)	(n=156)	(n=266)	(n=74*)
NET Fast	17%	13%	19%	11%	13%	19%	21%	18% ↑	10% ↓	18%	18%
NET Slow	30%	27%	20%	17% ↓	33%	26%	27%	30% ↑	13% ↓	27% ↓	42% ↑

Base: all respondents

* Caution: Small sample size

***Results not displayed due to small sample

Percentages are weighted, while reported sample sizes represent unweighted respondent counts.

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**



Segment differences (continued)

	Age			Gender		Disability in household		Personal disability	
	18 - 34	35 - 64	65+	Male	Female	Yes	No	Yes	No
Voting experience impacted by strike(s)	(n=92)	(n=226)	(n=182)	(n=269)	(n=224)	(n=119)	(n=378)	(n=73*)	(n=378)
% Impacted by Alberta Teacher's strike	17%	11%	1%↓	7%↓	13%↑	14%	10%	15%	10%
% Impacted by Canada Post strike	15%	14%	5%↓	9%	14%	15%	11%	14%	11%
Extent Canada Post strike impacted voting experience	(n=13***)	(n=30*)	(n=9***)	(n=23**)	(n=26**)	(n=15***)	(n=36*)	(n=8***)	(n=36*)
% NET Positively		4%		1	1		10%		10%
% NET Negatively		79%		19	22		75%		75%

Base: all respondents

* Caution: Small sample size

***Results not displayed due to small sample
 **Counts displayed due to small sample size

Percentages are weighted, while reported sample sizes represent unweighted respondent counts.

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**



Segment differences (continued)

	Quadrant				Years in Calgary			
	Southwest	Southeast	Northwest	Northeast	1 to 4	5 to 9	10 to 19	20 or more
Voting experience impacted by strike(s)	(n=139)	(n=117)	(n=162)	(n=82)	(n=26**)	(n=25**)	(n=90)	(n=354)
% Impacted by Alberta Teacher's strike	12%	9%	11%	10%	1	1	13%	11%
% Impacted by Canada Post strike	15%	10%	13%	9%	1	3	16%	11%
Extent Canada Post strike impacted voting experience	(n=17***)	(n=10***)	(n=19***)	(n=6***)	(n=1***)	(n=3***)	(n=15***)	(n=32*)
% NET Positively								0%
% NET Negatively								92%

* Caution: Small sample size

***Results not displayed due to small sample

**Counts displayed due to small sample size

Percentages are weighted, while reported sample sizes represent unweighted respondent counts.

Base: all respondents



Segment differences (continued)

	Education			
	High school or less	Completed a Registered Apprenticeship or other trades certificate or diploma	Completed a college or other non-university certificate or diploma	Completed a university certificate, diploma or degree
Voting experience impacted by strike(s)	(n=112)	(n=38*)	(n=111)	(n=236)
% Impacted by Alberta Teacher's strike	10%	15%	5% ↓	13%
% Impacted by Canada Post strike	9%	18%	9%	14%
Extent Canada Post strike impacted voting experience	(n=8 ^{***})	(n=8 ^{***})	(n=9 ^{***})	(n=27 ^{**})
% NET Positively				2
% NET Negatively				23

Base: all respondents

* Caution: Small sample size

^{***}Results not displayed due to small sample

^{**}Counts displayed due to small sample size

Percentages are weighted, while reported sample sizes represent unweighted respondent counts.

↑ Statistically higher than the result of **all other segments combined**

↓ Statistically lower than the result of **all other segments combined**



Segment differences (continued)

	Number of eligible voters in household			Number in household who voted				Voted in election		Vote Method	
	1	2	3 or more	None	1	2	3 or more	Yes	No	Voting station election day	Advanced polls
Voting experience impacted by strike(s)	(n=119)	(n=236)	(n=129)	(n=92)	(n=131)	(n=192)	(n=58*)	(n=343)	(n=156)	(n=266)	(n=74*)
% Impacted by Alberta Teacher's strike	6%↓	13%	11%	13%	4%↓	13%	15%	11%	10%	12%↑	6%↓
% Impacted by Canada Post strike	10%	11%	17%	17%	7%↓	12%	19%	12%	12%	11%	14%
Extent Canada Post strike impacted voting experience	(n=9***)	(n=22**)	(n=20**)	(n=15***)	(n=9***)	(n=20**)	(n=6***)	(n=31*)	(n=20**)	(n=24**)	(n=6***)
% NET Positively		1	-			-		0%	2	-	
% NET Negatively		19	18			19		87%	15	21	

* Caution: Small sample size

***Results not displayed due to small sample
 **Counts displayed due to small sample size

Percentages are weighted, while reported sample sizes represent unweighted respondent counts.

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**

Base: all respondents



Segment differences (continued)

	Age			Gender		Disability in household		Personal disability	
	18 - 34 (n=92)	35 - 64 (n=226)	65+ (n=182)	Male (n=269)	Female (n=224)	Yes (n=119)	No (n=378)	Yes (n=73*)	No (n=378)
Election communications (% Agree)									
Information about the municipal election was available in a language I understand.	97%	94%	96%	96%	95%	94%	96%	93%	96%
Information about the municipal election was available at the right time.	75%	81%	83%	83%	79%	75%	81%	69%	81%
Information about the municipal election was easy to understand.	74%	80%	83%	83%	77%	77%	80%	71%	80%
Prior to the day of the vote, I had enough information about the municipal election.	71%	81%	80%	78%	78%	73%	80%	69%	80%
Information about the municipal election was available in the places I usually go to get municipal information.	74%	81%	74%	74%	80%	72%	79%	69%	79%
Ease of finding election information (% Easy)									
Whether you were eligible to vote.	89%	91%	92%	90%	91%	88%	92%	80% ↓	92% ↑
What identification you had to bring to vote.	85%	88%	90%	88%	88%	88%	88%	81%	88%
When you could vote.	69% ↓	87% ↑	89% ↑	84%	80%	77%	84%	76%	84%
Where you could vote.	76%	83%	85%	84%	81%	79%	83%	79%	83%
Which ward you live in.	72%	81%	83%	80%	79%	75%	80%	71%	80%
Who the candidates were.	68%	78%	71%	77%	71%	67%	75%	58% ↓	75% ↑

Percentages are weighted, while reported sample sizes represent unweighted respondent counts.

* Caution: Small sample size

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**

Base: all respondents



Segment differences (continued)

	Quadrant				Years in Calgary			
	Southwest (n=139)	Southeast (n=117)	Northwest (n=162)	Northeast (n=82)	1 to 4 (n=26**)	5 to 9 (n=25**)	10 to 19 (n=90)	20 or more (n=354)
Election communications (% Agree)								
Information about the municipal election was available in a language I understand.	93%	97%	95%	97%	25	23	98%	94%
Information about the municipal election was available at the right time.	79%	80%	84%	75%	21	19	85%	79%
Information about the municipal election was easy to understand.	80%	77%	82%	76%	21	20	76%	80%
Prior to the day of the vote, I had enough information about the municipal election.	77%	77%	76%	83%	17	20	77%	79%
Information about the municipal election was available in the places I usually go to get municipal information.	78%	72%	81%	78%	21	19	72%	79%
Ease of finding election information (% Easy)								
Whether you were eligible to vote.	89%	88%	93%	92%	23	22	90%	92%
What identification you had to bring to vote.	88%	86%	88%	89%	19	19	89%	90%
When you could vote.	85%	76%	87%	77%	17	18	83%	83%
Where you could vote.	82%	75%	86%	81%	19	17	82%	83%
Which ward you live in.	81%	84%	77%	71%	16	20	79%	80%
Who the candidates were.	73%	75%	72%	73%	23	17	72%	73%

* Caution: Small sample size

**Counts displayed due to small sample size

Percentages are weighted, while reported sample sizes represent unweighted respondent counts.

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**

Base: all respondents



Segment differences (continued)

	Education			
	High school or less (n=112)	Completed a Registered Apprenticeship or other trades certificate or diploma (n=38*)	Completed a college or other non-university certificate or diploma (n=111)	Completed a university certificate, diploma or degree (n=236)
Election communications (% Agree)				
Information about the municipal election was available in a language I understand.	96%	100% ↑	93%	95%
Information about the municipal election was available at the right time.	79%	66%	78%	84% ↑
Information about the municipal election was easy to understand.	79%	60% ↓	73%	84% ↑
Prior to the day of the vote, I had enough information about the municipal election.	74%	64%	77%	82% ↑
Information about the municipal election was available in the places I usually go to get municipal information.	74%	68%	71%	83% ↑
Ease of finding election information (% Easy)				
Whether you were eligible to vote.	96% ↑	91%	83% ↓	92%
What identification you had to bring to vote.	90%	69% ↓	83%	92% ↑
When you could vote.	76%	67% ↓	81%	87% ↑
Where you could vote.	81%	63% ↓	82%	85%
Which ward you live in.	73%	66%	79%	84% ↑
Who the candidates were.	70%	64%	69%	78% ↑

Percentages are weighted, while reported sample sizes represent unweighted respondent counts.

* Caution: Small sample size

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**

Base: all respondents



Segment differences (continued)

	Number of eligible voters in household			Number in household who voted				Voted in election		Vote Method	
	1 (n=119)	2 (n=236)	3 or more (n=129)	None (n=92)	1 (n=131)	2 (n=192)	3 or more (n=58*)	Yes (n=343)	No (n=156)	Voting station election day (n=266)	Advanced polls (n=74*)
Election communications (% Agree)											
Information about the municipal election was available in a language I understand.	94%	95%	96%	88% ↓	98% ↑	97%	98%	98% ↑	91% ↓	97% ↓	100% ↑
Information about the municipal election was available at the right time.	73%	78%	88% ↑	59% ↓	85%	85% ↑	93% ↑	87% ↑	68% ↓	88%	81%
Information about the municipal election was easy to understand.	77%	79%	84%	64% ↓	78%	86% ↑	96% ↑	86% ↑	68% ↓	87%	80%
Prior to the day of the vote, I had enough information about the municipal election.	78%	76%	83%	54% ↓	78%	87% ↑	93% ↑	88% ↑	61% ↓	89%	82%
Information about the municipal election was available in the places I usually go to get municipal information.	72%	77%	83%	63% ↓	79%	84% ↑	82%	83% ↑	67% ↓	85%	79%
Ease of finding election information (% Easy)											
Whether you were eligible to vote.	93%	91%	94%	82% ↓	97% ↑	94%	96%	95% ↑	83% ↓	96%	90%
What identification you had to bring to vote.	84%	90%	90%	73% ↓	93%	95% ↑	93%	95% ↑	75% ↓	96%	89%
When you could vote.	81%	81%	88% ↑	62% ↓	89%	92% ↑	84%	92% ↑	64% ↓	94% ↑	82% ↓
Where you could vote.	78%	80%	90% ↑	57% ↓	86%	91% ↑	95% ↑	92% ↑	62% ↓	93%	90%
Which ward you live in.	73%	79%	84%	56% ↓	83%	89% ↑	85%	89% ↑	61% ↓	89%	89%
Who the candidates were.	66%	73%	81% ↑	51% ↓	80%	79%	84%	81% ↑	60% ↓	84% ↑	65% ↓

Percentages are weighted, while reported sample sizes represent unweighted respondent counts.

* Caution: Small sample size

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**

Base: all respondents



Segment differences (continued)

	Age			Gender		Disability in household		Personal disability	
	18 - 34	35 - 64	65+	Male	Female	Yes	No	Yes	No
Top 5 sources of information about the election	(n=92)	(n=226)	(n=182)	(n=269)	(n=224)	(n=119)	(n=378)	(n=73*)	(n=378)
Television	12% ↓	29%	54% ↑	25%	33%	30%	29%	31%	29%
Social media general / from others	29%	26%	4% ↓	24%	20%	18%	23%	28%	23%
Billboards or outdoor ads	31% ↑	13% ↓	7% ↓	15%	18%	16%	17%	10%	17%
Radio	11%	18%	16%	16%	15%	10%	17%	5% ↓	17% ↑
City of Calgary website / Calgary.ca	13%	19% ↑	9% ↓	15%	15%	12%	16%	11%	16%
Top 5 recommendations for future municipal elections	(n=92)	(n=226)	(n=182)	(n=269)	(n=224)	(n=119)	(n=378)	(n=73*)	(n=378)
Advertise more / More mail-outs / More signage	18%	13%	16%	14%	15%	15%	15%	15%	15%
Provide more detailed information on the candidates / Q & A for different candidates	10%	12%	10%	10%	11%	14%	10%	11%	10%
Have a website / Online access	9%	5%	3%	6%	7%	6%	6%	7%	6%
Social media	9% ↑	2%	1% ↓	4%	3%	0% ↓	5% ↑	1%	5%
Streamline the voting process	0%	5%	5%	2%	5%	6%	3%	3%	3%

Percentages are weighted, while reported sample sizes represent unweighted respondent counts.

* Caution: Small sample size

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**

Base: all respondents



Segment differences (continued)

	Quadrant				Years in Calgary			
	Southwest	Southeast	Northwest	Northeast	1 to 4	5 to 9	10 to 19	20 or more
Top 5 sources of information about the election	(n=139)	(n=117)	(n=162)	(n=82)	(n=26 ^{**})	(n=25 ^{**})	(n=90)	(n=354)
Television	26%	26%	39% ↑	25%	4	4	24%	36% ↑
Social media general / from others	20%	21%	24%	23%	9	5	23%	21%
Billboards or outdoor ads	18%	12%	15%	25%	5	2	26% ↑	13% ↓
Radio	23% ↑	12%	16%	8% ↓	4	1	15%	17%
City of Calgary website / Calgary.ca	17%	10%	21% ↑	10%	2	5	16%	14%
Top 5 recommendations for future municipal elections	(n=139)	(n=117)	(n=162)	(n=82)	(n=26 ^{**})	(n=25 ^{**})	(n=90)	(n=354)
Advertise more / More mail-outs / More signage	13%	16%	14%	16%	5	6	10%	15%
Provide more detailed information on the candidates / Q & A for different candidates	10%	12%	12%	9%	-	5	7%	12%
Have a website / Online access	7%	2% ↓	6%	10%	-	1	6%	6%
Social media	5%	2%	4%	3%	1	-	7%	3%
Streamline the voting process	3%	4%	6%	0%	-	-	2%	5% ↑

* Caution: Small sample size

^{**}Counts displayed due to small sample size

Percentages are weighted, while reported sample sizes represent unweighted respondent counts.

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**

Base: all respondents



Segment differences (continued)

	Education			
	High school or less	Completed a Registered Apprenticeship or other trades certificate or diploma	Completed a college or other non-university certificate or diploma	Completed a university certificate, diploma or degree
Top 5 sources of information about the election	(n=112)	(n=38*)	(n=111)	(n=236)
Television	27%	25%	37%	28%
Social media general / from others	24%	8% ↓	25%	21%
Billboards or outdoor ads	25% ↑	11%	11%	17%
Radio	14%	17%	10%	18%
City of Calgary website / Calgary.ca	10%	9%	7% ↓	21% ↑
Top 5 recommendations for future municipal elections	(n=112)	(n=38*)	(n=111)	(n=236)
Advertise more / More mail-outs / More signage	20%	11%	14%	13%
Provide more detailed information on the candidates / Q & A for different candidates	7%	9%	14%	12%
Have a website / Online access	3%	7%	5%	7%
Social media	6%	6%	1% ↓	3%
Streamline the voting process	1%	0%	6%	4%

Percentages are weighted, while reported sample sizes represent unweighted respondent counts.

* Caution: Small sample size

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**

Base: all respondents



Segment differences (continued)

	Number of eligible voters in household			Number in household who voted				Voted in election		Vote Method	
	1	2	3 or more	None	1	2	3 or more	Yes	No	Voting station election day	Advanced polls
Top 5 sources of information about the election	(n=119)	(n=236)	(n=129)	(n=92)	(n=131)	(n=192)	(n=58*)	(n=343)	(n=156)	(n=266)	(n=74*)
Television	34%	31%	29%	22%	34%	33%	35%	35% ↑	19% ↓	33%	44%
Social media general / from others	14% ↓	21%	29%	21%	15% ↓	26%	22%	22%	23%	23%	16%
Billboards or outdoor ads	17%	16%	17%	29% ↑	20%	9% ↓	13%	11% ↓	28% ↑	13%	5%
Radio	20%	15%	15%	9%	21%	15%	15%	18% ↑	10% ↓	18%	22%
City of Calgary website / Calgary.ca	7% ↓	19% ↑	14%	2% ↓	16%	22% ↑	18%	21% ↑	4% ↓	22%	16%
Top 5 recommendations for future municipal elections	(n=119)	(n=236)	(n=129)	(n=92)	(n=131)	(n=192)	(n=58*)	(n=343)	(n=156)	(n=266)	(n=74*)
Advertise more / More mail-outs / More signage	18%	15%	14%	20%	16%	12%	12%	13%	17%	13%	14%
Provide more detailed information on the candidates / Q & A for different candidates	12%	14%	8%	9%	13%	13%	10%	13%	8%	13%	13%
Have a website / Online access	10%	6%	5%	9%	6%	7%	2%	6%	6%	7%	3%
Social media	5%	3%	3%	4%	3%	2%	7%	3%	5%	4%	1%
Streamline the voting process	2%	3%	6%	1% ↓	4%	5%	4%	5%	2%	5%	4%

Percentages are weighted, while reported sample sizes represent unweighted respondent counts.

* Caution: Small sample size

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**

Base: all respondents



How Alberta teachers' strike impacted voting experience

Alberta teachers' strike impacted Calgarians in a few main ways. First, due to the strike, school children stayed home and disrupted daily routines for voters, causing them to look for childcare to leave children at home to go to voting stations. The strike also led Calgarians to pay more attention to politics, be more aware of the strike and motivated them to vote accordingly.

Voting motivation / Political awareness

- *"It motivated me because it made me realize that I wanted everyone's voices to be heard and to elect an official who would listen to the teachers so that motivated me to go out and vote."*
- *"It provided more motivation to get out there and be involved politically."*
- *"I think I paid a lot more attention to what candidates were willing to do for teachers."*
- *"I would have voted to anything that opposed the teachers"*

Awareness about the strike

- *"I read about it."*
- *"It wasn't at a personal level, but I saw how some coworkers and friends were affected and negatively impacted by it."*
- *"Has some friends who are teachers and heard about their experiences with mistreatment. Thinks that the treatment was very bad and they deserve more pay, more staff and bigger classrooms."*
- *"I think there was more tension between people, I feel like there was a lot more of that."*

Dissatisfaction with the government

- *"Just in terms of provincial and municipal government lack of engagement with the teachers, the city didn't do a great job supporting them."*
- *"It felt like the current management of the government wasn't handling it correctly."*
- *"I didn't like where the candidates stood about each issue."*
- *"To see how all of the conservatives gave the unions what they wanted. I see it as them being ungrateful for what they have."*

Lack of childcare / Ability to vote

- *"The timeline wasn't clear for us, and the kids' stress with what was happening every day was having problems with the kids."*
- *"Had to watch the kids due to them not being able to go to school."*
- *"My kids had to stay at home when we were working, it impacted their routine with their studies."*
- *"School was closed and kids were giving a hard time, wanting to be taken everywhere, was big burden."*
- *"Lack of childcare."*
- *"I had to babysit children."*
- *"I had to find childcare to go vote."*
- *"Had to take care of younger brother."*
- *"It clouded the playing field, making it more difficult to pay attention to."*
- *"It made it so scheduling around coworkers who had kids was a little more difficult."*
- *"My kids were off school. I felt we needed to support the teachers a little bit more."*

Q10. How specifically did the Teachers strike impact your voting experience?
Base: Impacted by Alberta teachers' strike (n=34*)

*Caution: Small sample size



Contact

The Corporate Research Team
Customer Service and Communications
The City of Calgary
Research@Calgary.ca