

Prepared by:

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# Alberta Flood Response – Wave 2

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**Government of Alberta**



# Methodology

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- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from August 12th to 20<sup>th</sup> , 2013.
- This online survey of **900** Albertan adults was conducted on INNOVATIVE's Canada 20/20 national panel with additional sample supplied by Survey Sample International.
- The Canada 20/20 Panel is recruited from a wide variety of sources to reflect the age, gender, region and language characteristics of the country as a whole. Each sample is weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.
- INNOVATIVE provides each panellist with a unique URL via an email invitation so that only invited panel members are able to complete the survey and panel members can only complete a particular survey once.
- Since the online survey was not a random probability based sample, a margin of error can not be calculated. The Marketing Research and Intelligence Association prohibits statements about margins of sampling error or population estimates with regard to most online panels.

**Note:** *Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.*

*In several places we show two different breaks for people outside of Calgary and Edmonton; by northern and central residents versus southern ones, and by those in smaller cities vs those in towns and rural areas. These are two different ways of looking at the same people*

# Key Take-Aways

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- Albertans are still following news about the flood (86% say at least "somewhat closely"), but not as many are following very closely (down from 60% to 41%).
- While only 1-in-20 have been personally affected, half of Albertans were touched when you also include those in affected communities (7%) or who had friends and family affected (37%).
- All levels of government were rated by a strong majority as doing "well" in handling the flood situation, with municipal government doing best (86%-led by particularly good marks in Calgary), followed by the provincial government (69%) and the federal government (62%).
- While the overall rating is still good, those who said "very well" dropped for all levels of government. For example, those saying "very well" for the Alberta provincial government dropped from 43% to 26%. Those saying "somewhat poorly or very poorly" rose from 5% to 16%.
- Those who saw the Alberta Provincial Government as doing well mentioned they were working hard to help people and taking prompt action. Top reason for poor ratings focussed on a disorganized or slow response. After extremely high evaluations in July for all gov'ts together on 4 key response items (>80% said "well"), the province has dropped to just over 75% in 3 of the items and has dropped the most (from 91% to 65%) on "Effective Communications".
- The Alberta government has also done well at balancing fair compensation and protecting taxpayers, with half (50% and 51%) saying they have done "well" in both areas, and few (17% & 15%) saying they are doing poorly. Few people (6%) say they did well on one, but poorly on the other.

# Key Take-Aways

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- Over half are aware of provincial government programs and services, with most of them learning from TV News.
- Most (71%) had a favourable impression of what they heard about provincial government programs, while only 11% had an unfavourable impression. Strongest marks were in Calgary and the South.
- Awareness of most government programs (Debit cards, temporary housing, funding to rebuild), was high with at least three quarters aware. Funding for business impacted was less known.
- Under half (43%) are aware of the government's plan to rebuild, and 70% of them say the plan goes in the right direction.
- All initiatives were supported by at least 65% of respondents, with allowing homeowners to build but excluding from compensation rated lowest (65% support, 20% oppose). Support from items tested in July was down from previous highs, but all were still over 77% support.
- Most (73%) say the government has been reasonable in their treatment of those impacted by the flood, with 10% saying "unreasonable". Those personally affected were most likely to say "reasonable"(82%) as well as "unreasonable" (17%).

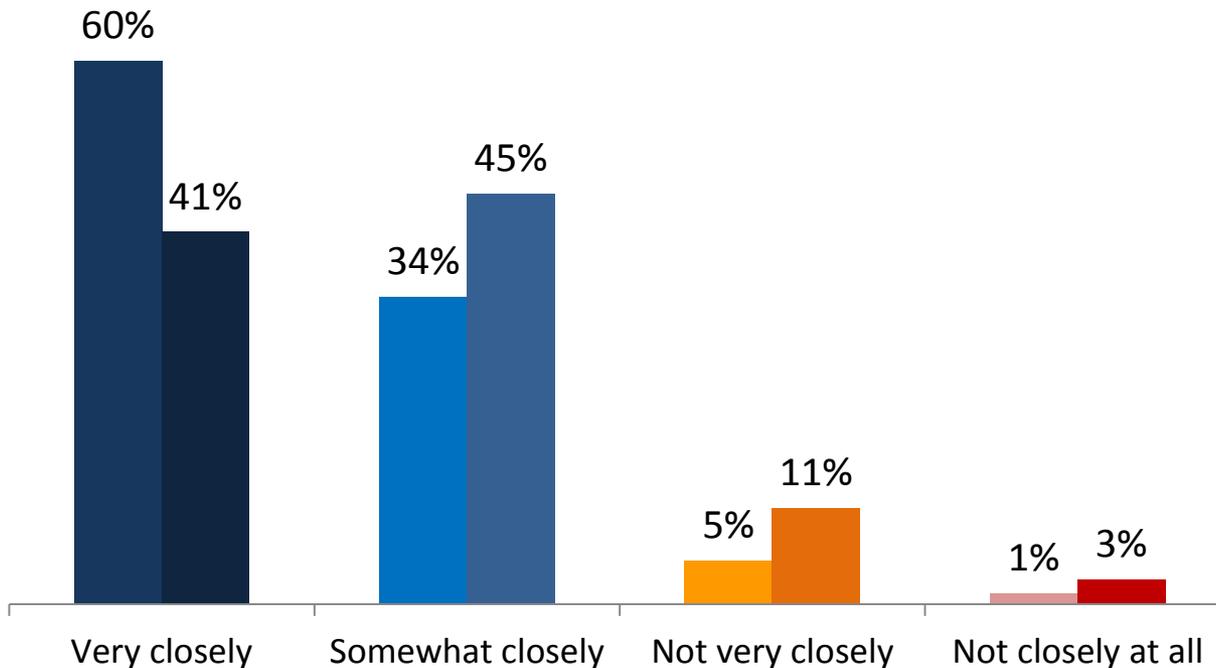
# Assessing the Problem

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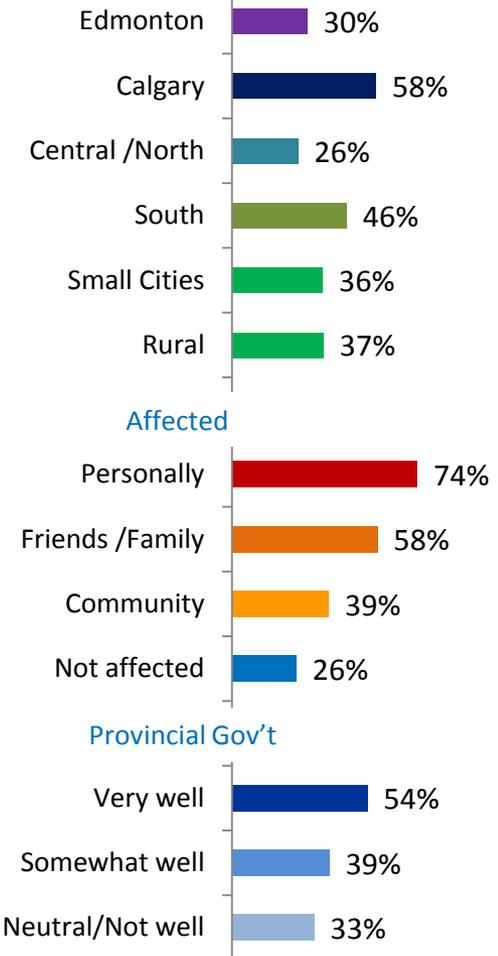
# While not as many are following “Very closely”, most followed at least “Somewhat closely”, particularly Calgary

Q

How closely have you been following the news about the recent flooding in Alberta?

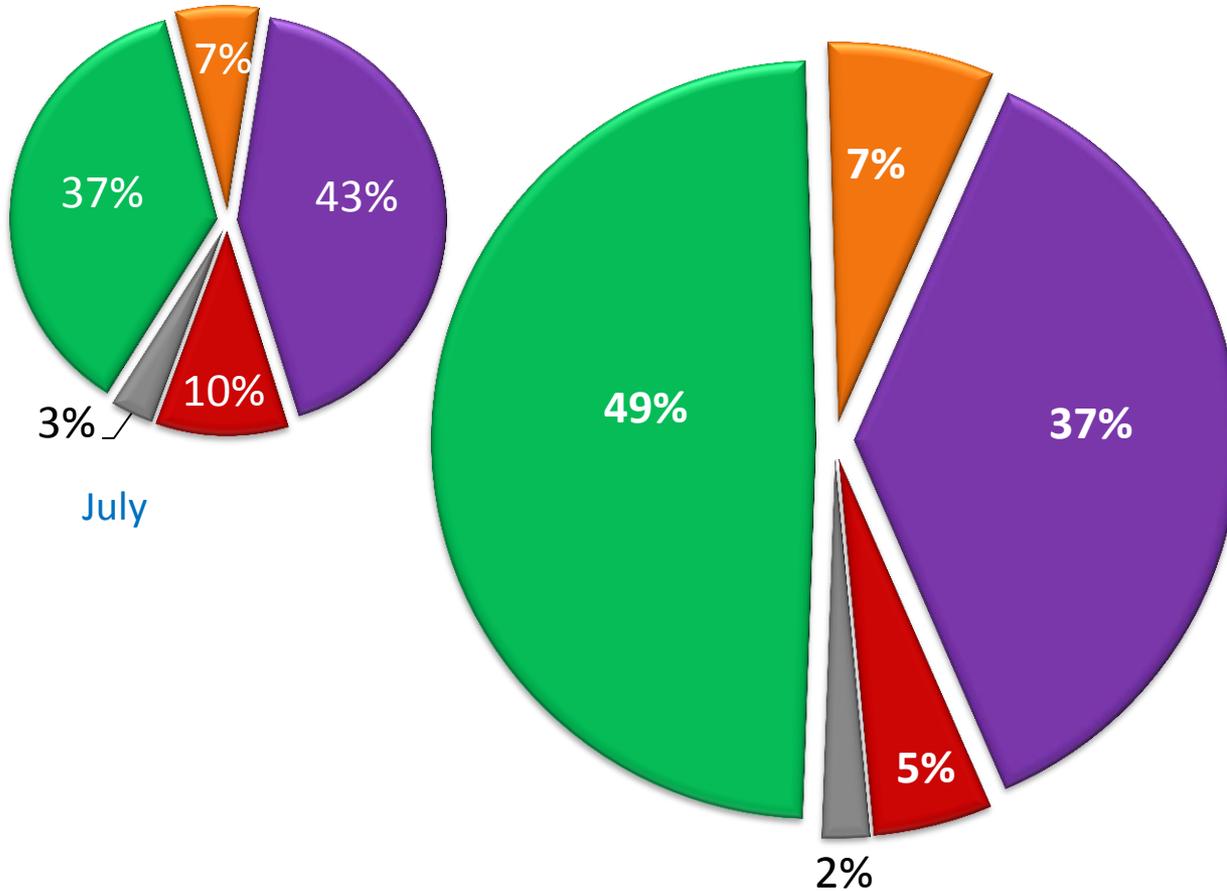


Percentage who said  
“Very Closely”



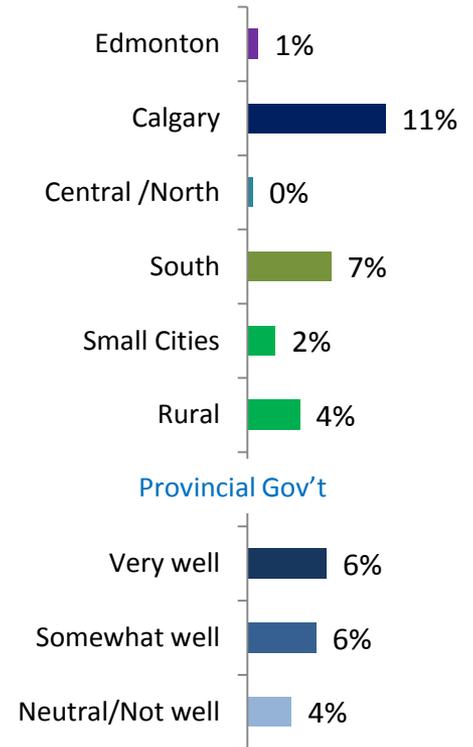
# Half not affected, while 1-in-20 personally affected

**Q** Do you live in a local community that has been directly affected by the flooding?  
 Have you, yourself, been personally affected by the flooding?  
 Has a family member or close friend been personally affected by the flooding?



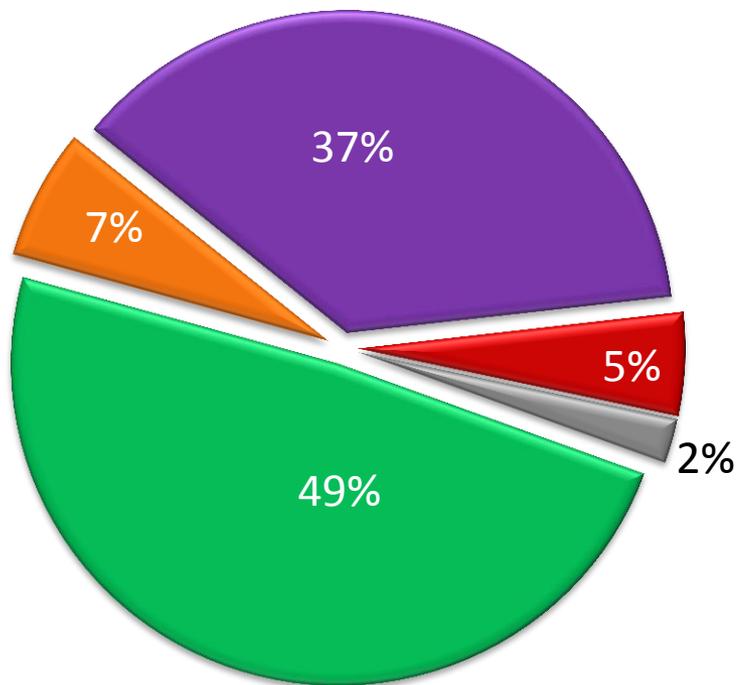
- Not Affected
- Friends or Family Affected
- Community Affected
- Personally Affected
- Dont know

Percentage who said "Personally"



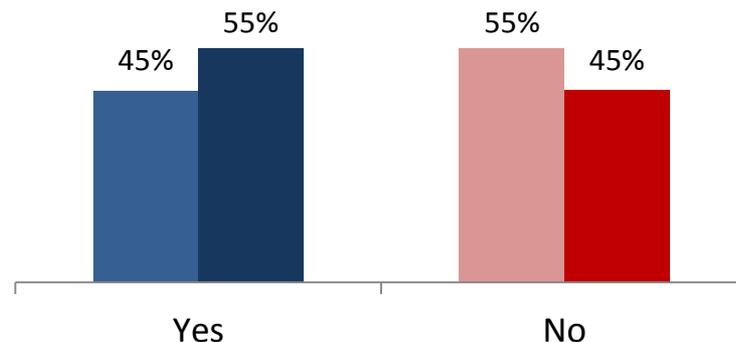
# Of those personally affected, over half had to leave their homes, and just under half had property damage

Affected by the flooding: Those who were **personally** affected. [n=41\*]

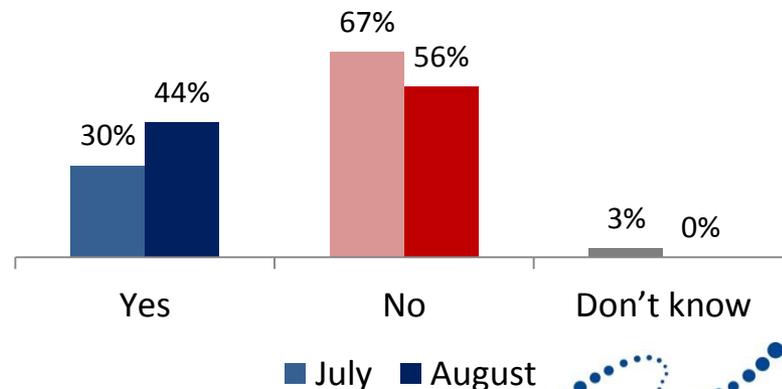


- Not Affected
- Friends or Family Affected
- Dont know
- Community Affected
- Personally Affected

**Q** Did you have to leave your home as part of an evacuation?



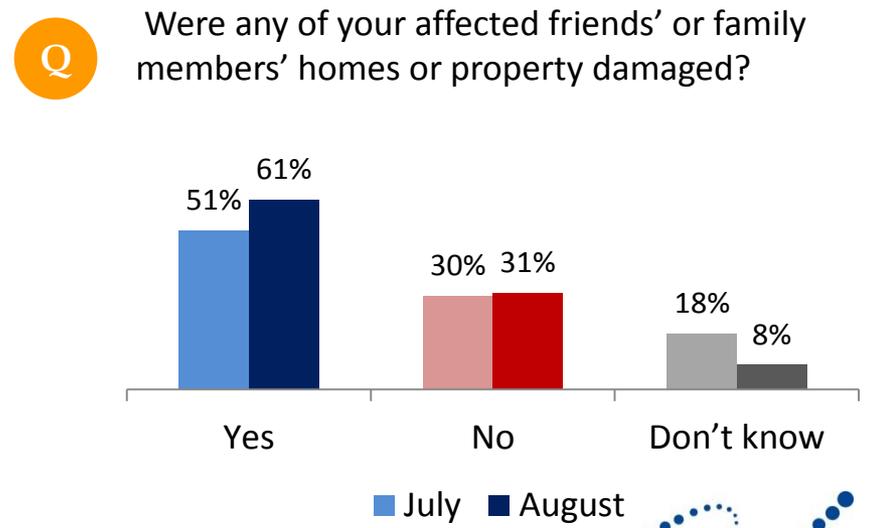
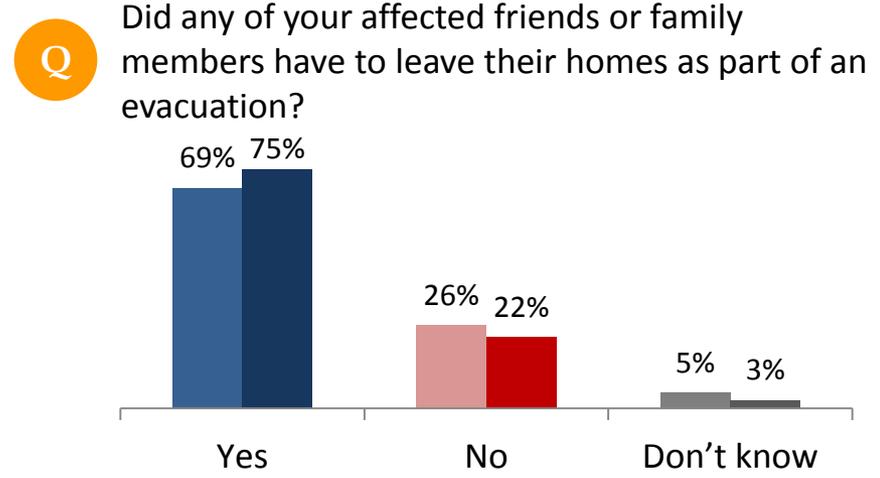
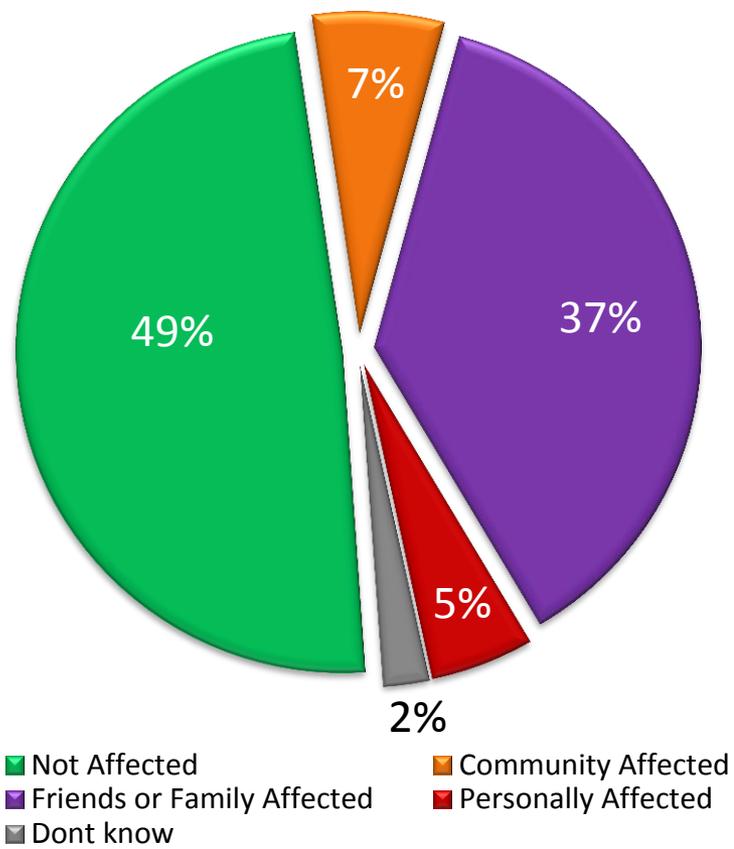
**Q** Was your home or property damaged?



\* With low n values, findings are only directional

# Of those who knew friends and family affected, three quarters of those friends/family had to be evacuated

Affected by the flooding: Those who had **Friends and Family** affected. [n=299]



■ July ■ August

# Government Response

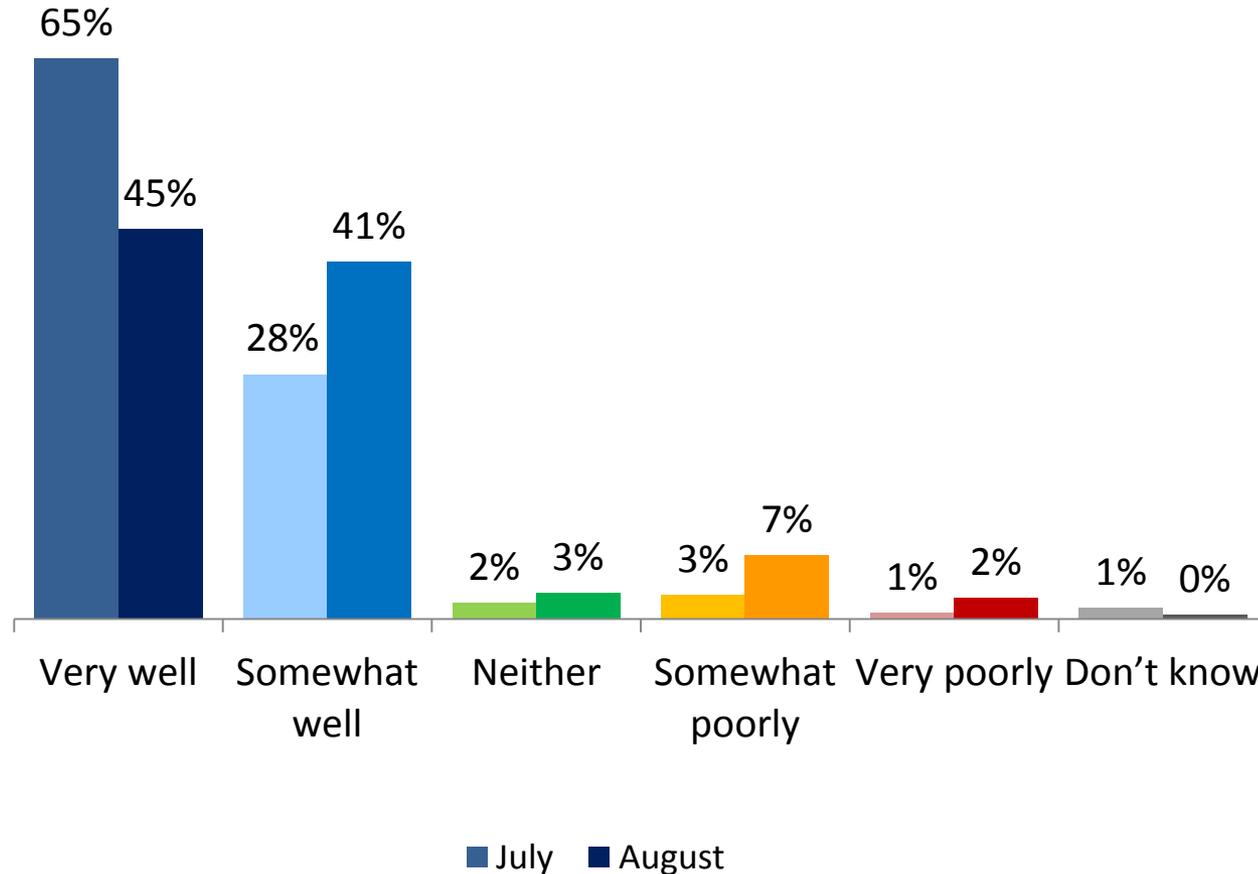
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# Almost all say local gov't did well, but fewer say "very well" compared to last month; best marks for Calgary

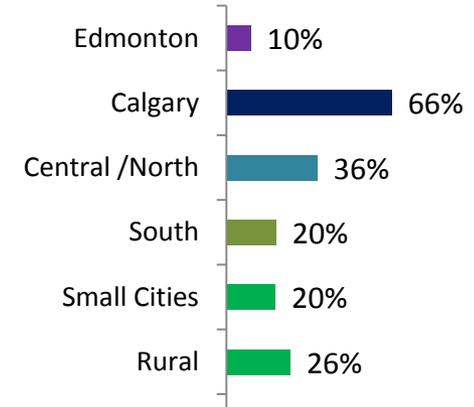
**Q** The various levels of government in Alberta have worked together during the floods to help citizens get through this emergency situation.

Now thinking about each government separately, Overall, how well do you feel **your local municipal government** has handled the flood situation?

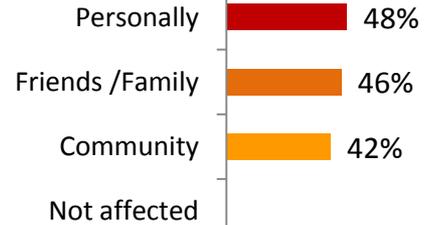
[n=144 - asked only of those who said their community was affected]



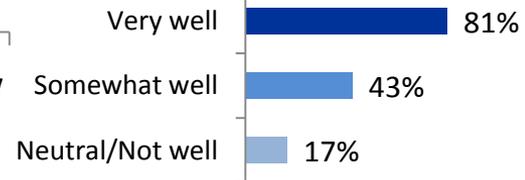
Percentage who said "Very Well"



Affected

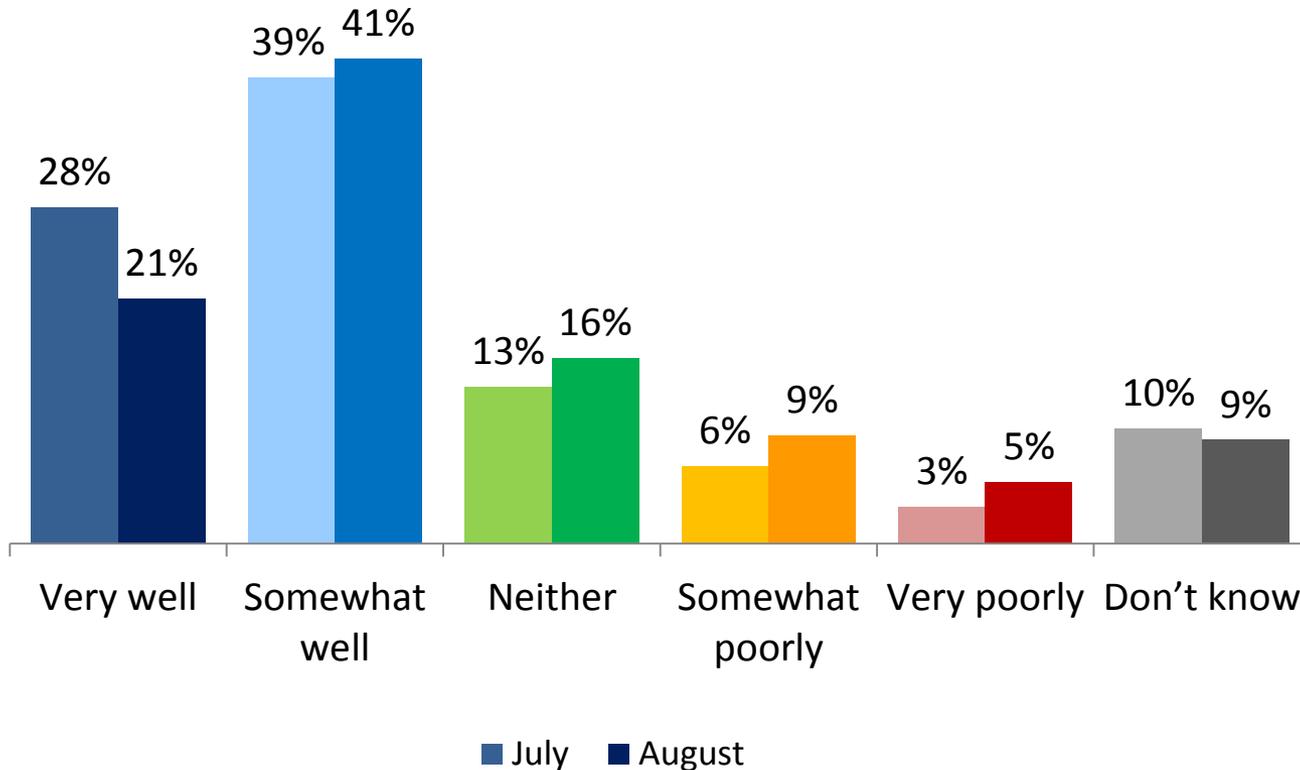


Provincial Gov't

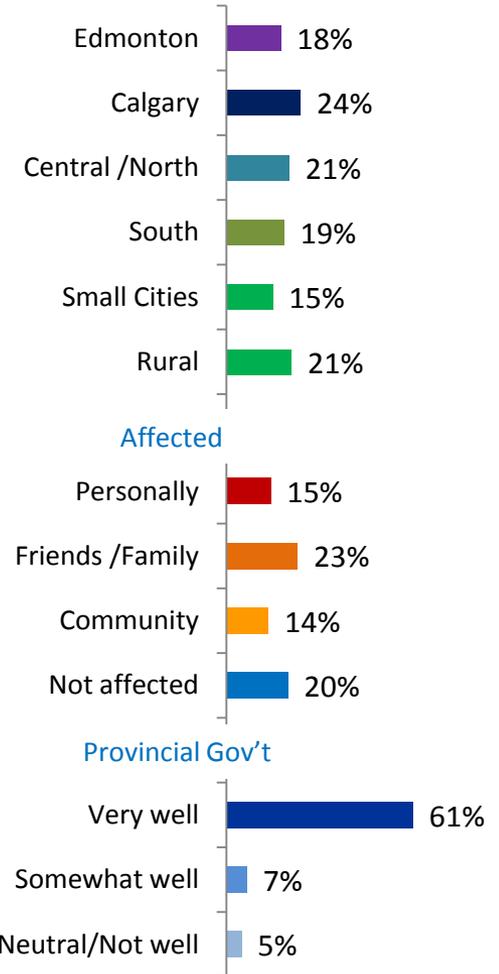


# Fewer saying Federal gov't doing very well; Those who say "very well" also rated the Provincial government highly <sup>12</sup>

**Q** Overall, how well do you feel **the federal government** has handled the flood situation?

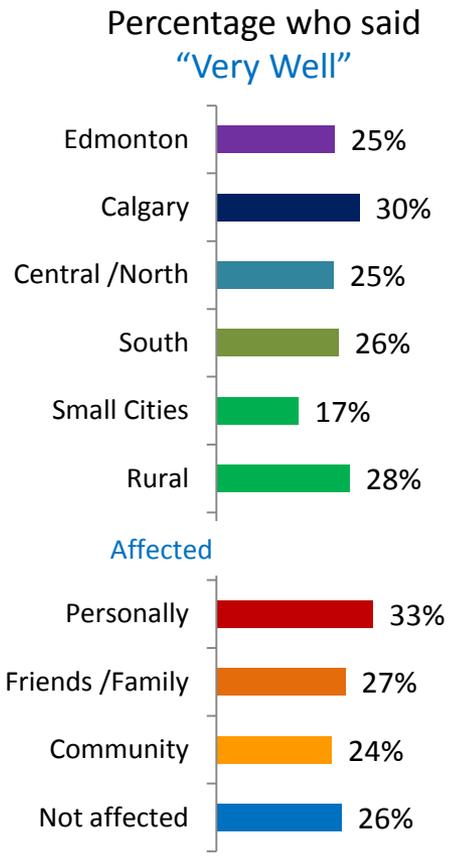
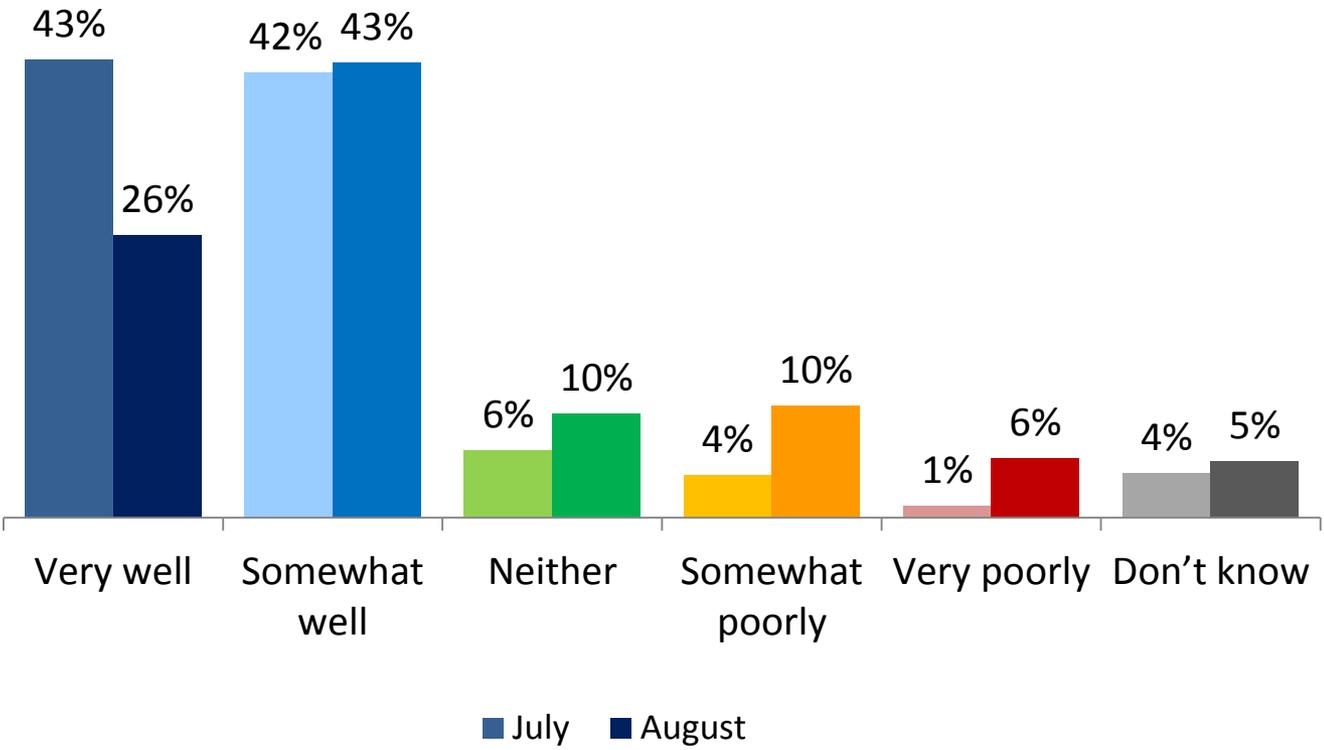


Percentage who said "Very Well"



# Two thirds still say Provincial gov't did well, but fewer say "very well" and those who say "poorly" is up

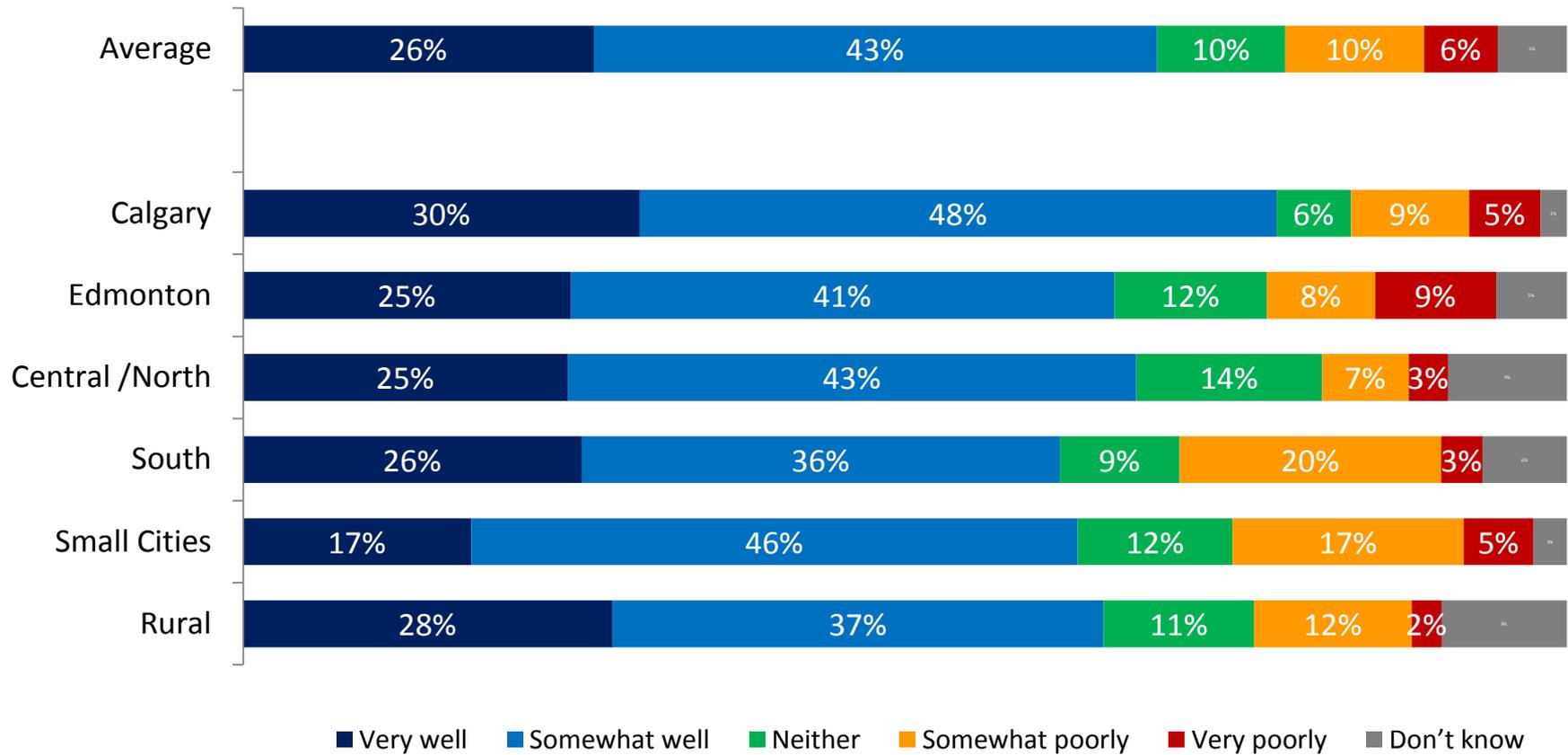
**Q** Overall, how well do you feel the **Alberta provincial government** has handled the flood situation?



# Over three quarters in Calgary say provincial government did well, while South scores lowest



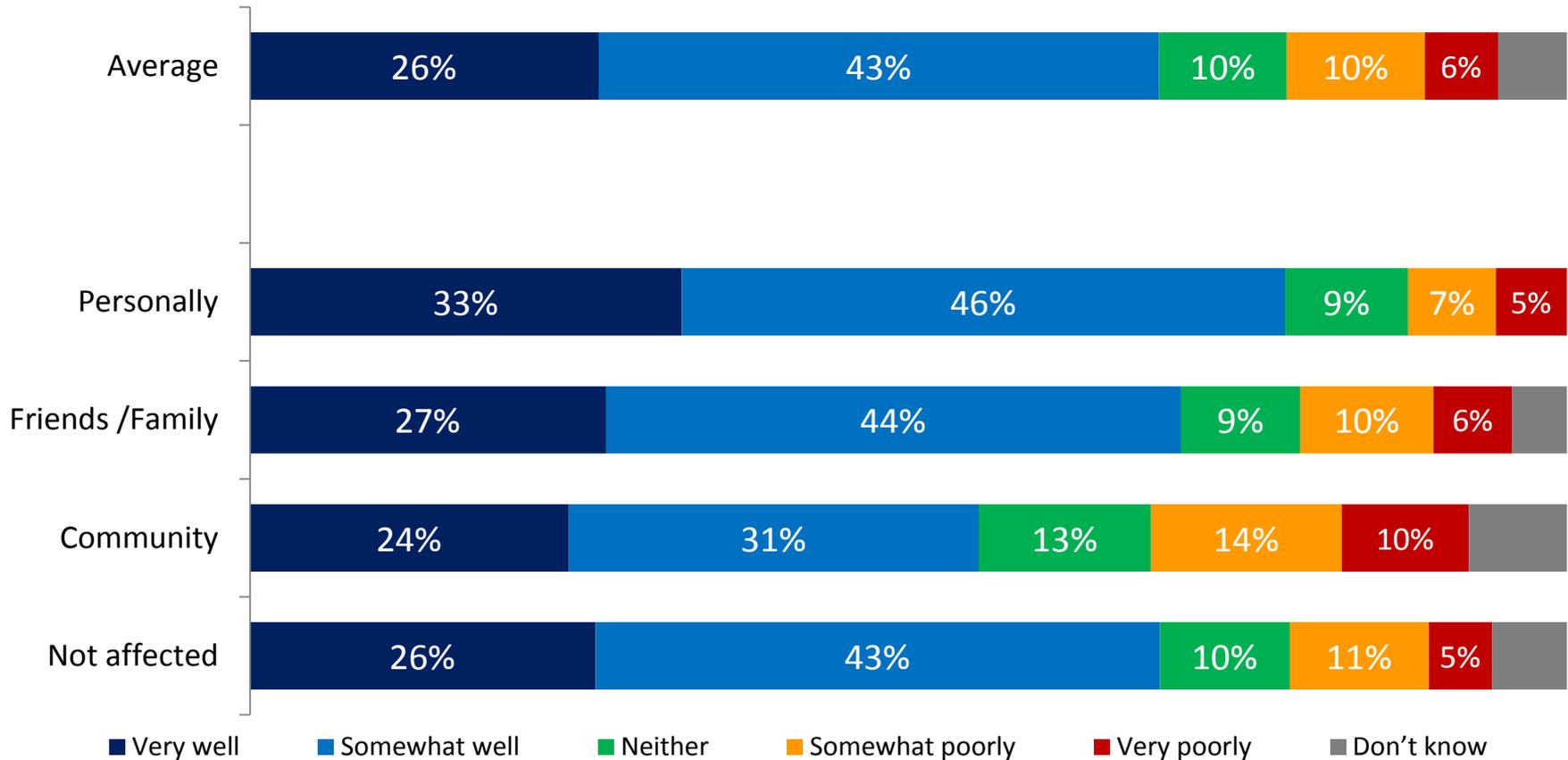
Overall, how well do you feel the **Alberta provincial government** has handled the flood situation?  
BY Region



# Those personally affected give the provincial gov't best marks; those with community affected less positive



Overall, how well do you feel the **Alberta provincial government** has handled the flood situation?  
BY Affected

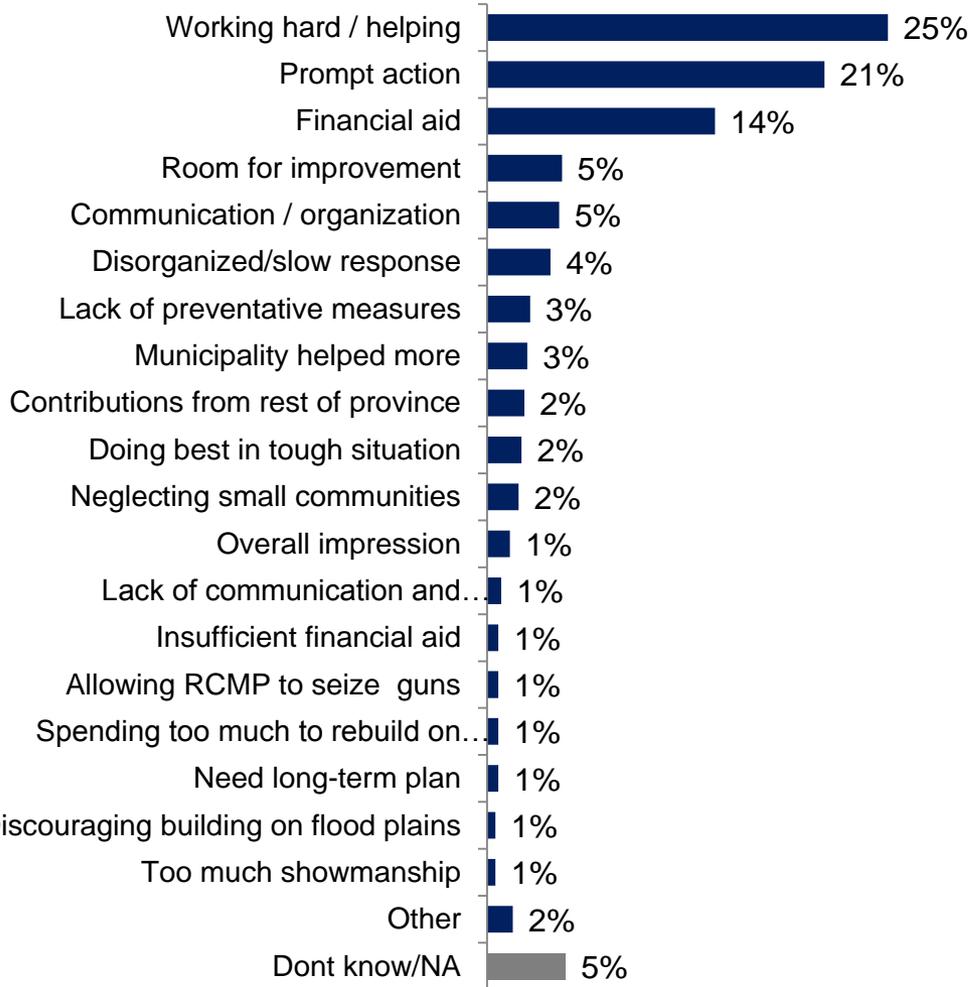


# “Working Hard” and “Helping” top reasons for gov’t doing well, while “Disorganized/Slow response leads negatives



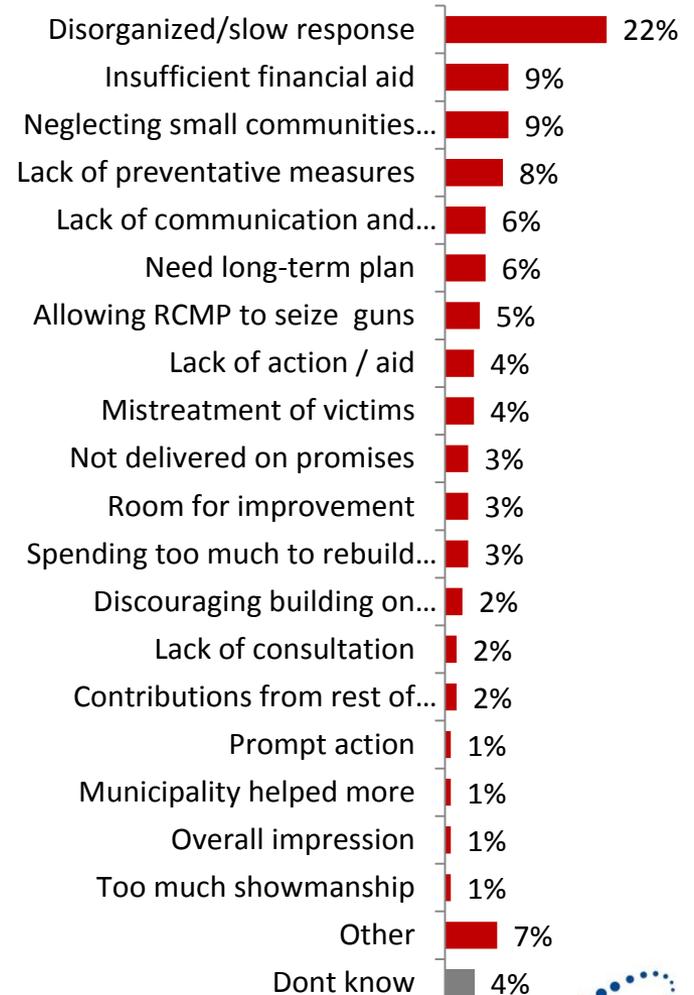
And why do you say that?

## “Well”



n=546

## “Poorly”



n=127

# Verbatims: Somewhat well or very well

## Working hard/helping

- I understand the finances are difficult, but the response from workers was as good as it could get.
- The majority of people affected seem to be satisfied with the efforts put forth so far. Unless the media has been misleading us.
- The response was excellent. The fact that there was such damage is due to poor flood mitigation in the past.
- There is no manual or guidebook 101 on how to deal the flooding disaster that just happened especially with the extent of the damage and being unprecedented.

## Prompt Action

- The clean up was very fast and the city recovered well.
- Aid response was immediate, and financial help in the way credit cards were done very promptly.
- The provincial government was very quick to respond and have various departments working together to provide aid to affected areas.
- They had Ministers addressing the issues quickly. They came up with a compensation plan quick for a government.
- At present it seems to be dragging a bit but it is a huge problem with no simple, quick solutions.

## Financial Aid

- They have been there with support and money and are looking into the future to prevent the big problems.
- Hopefully, flood relief payments do not take too long to receive so that the people can start replacing those things lost to the flood and start rebuilding or repairing their homes.
- People got free money and assistance for housing and rebuilding.
- The Alberta Gov. was quick to get some money to the affected individuals. I am impressed that they are not doling out handfuls of money to the very rich individuals

# Verbatims: Somewhat poor or Very poor

## Disorganized/slow response

- There are still too many people without homes.
- General sloppy response. Aimed more at PR than effective action.
- Disorganized approach, then a flash response. Things need to be more measured.
- The government is lost in mismanaging this episode. Different rules, incomplete rules, the government has been unresponsive and poorly supportive.
- It is shameful how poorly this government has supported families in their distress. I am appalled!
- They are always after the fact instead of on top of problems.

## Insufficient financial Aid

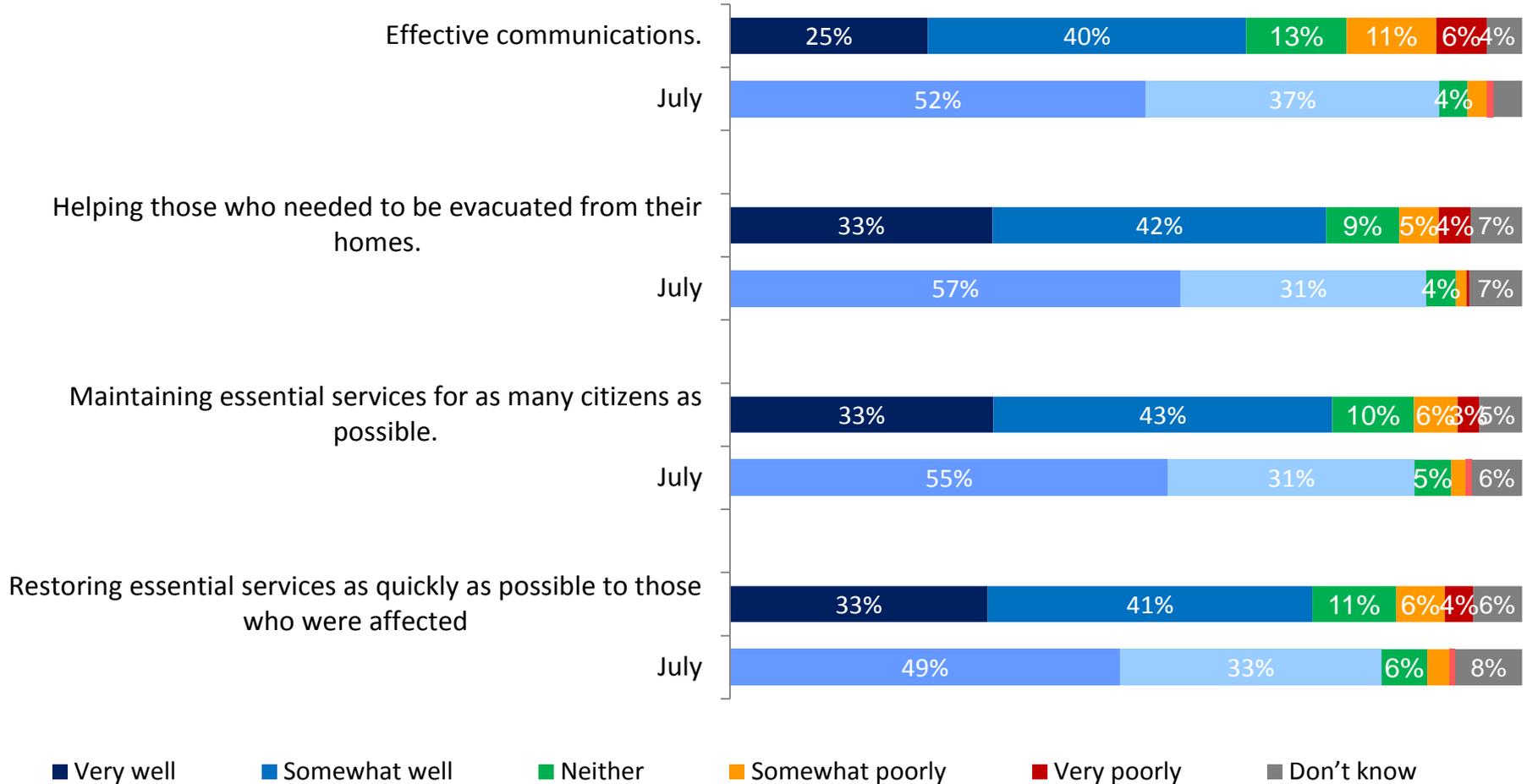
- My nephew and his pregnant wife have lost EVERYTHING they own. They have been offered next to nothing to rebuild.
- Not enough help available to help the people properly
- Not much help for victims
- I feel that a lot of people are not going to get what they need once again the poor are not going to get help.
- Not much money is ever given to flood or other victims.
- The provincial government should have more funds available for this type of emergency.

## Ignoring small communities (esp. High River)

- They put all the efforts into Calgary and some into High River but forgot about other effected areas.
- Very poor leadership, promises not being followed up and High river has all been forgot about by Redford.
- The things that happened in High River seem to have been mishandled
- High River is still in bad shape, the entire downtown has been affected, most businesses downtown still closed and in need of repairs. I can understand that Calgary is a much bigger city and has more resources.

# While three quarters say Provincial government has done well, they have dropped from last month's extreme high

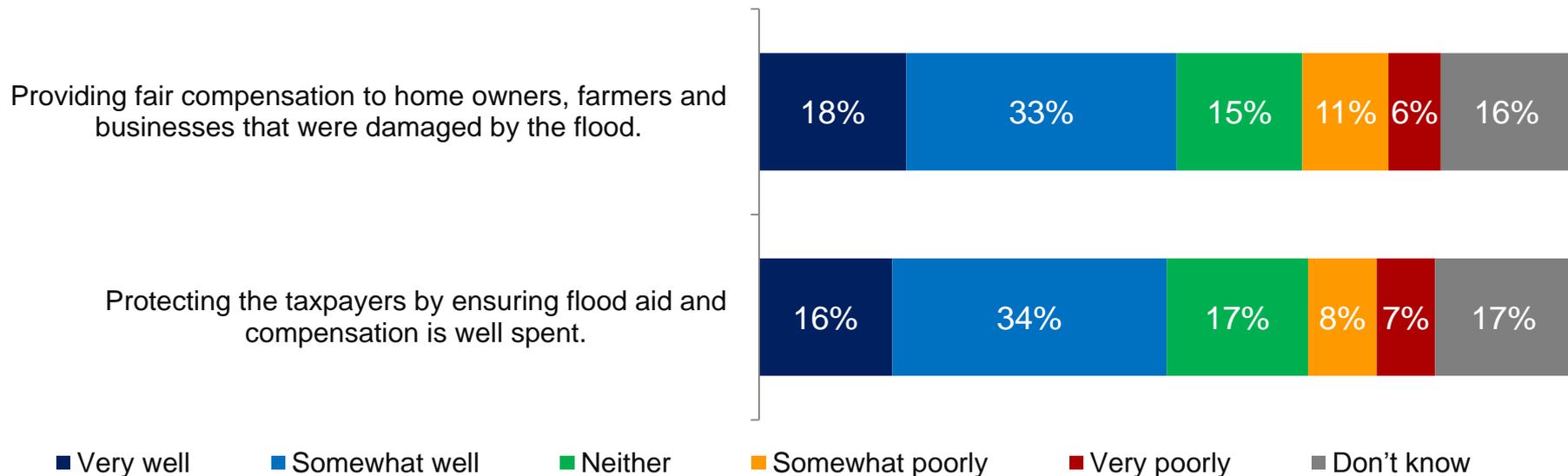
**Q** Thinking now specifically about the provincial government, please rate how the provincial government has handled each of the following aspects of their response to the floods.\*



\*July preamble was: "The various levels of government in Alberta have worked together during the floods to help citizens get through this emergency situation. Please rate how the governments handled each of the following aspects of their response to the floods."

# About half say Provincial gov't has handled compensation, protecting taxpayers well; few see doing both as exclusive <sup>20</sup>

**Q** Thinking now specifically about the provincial government, please rate how the provincial government has handled each of the following aspects of their response to the floods.

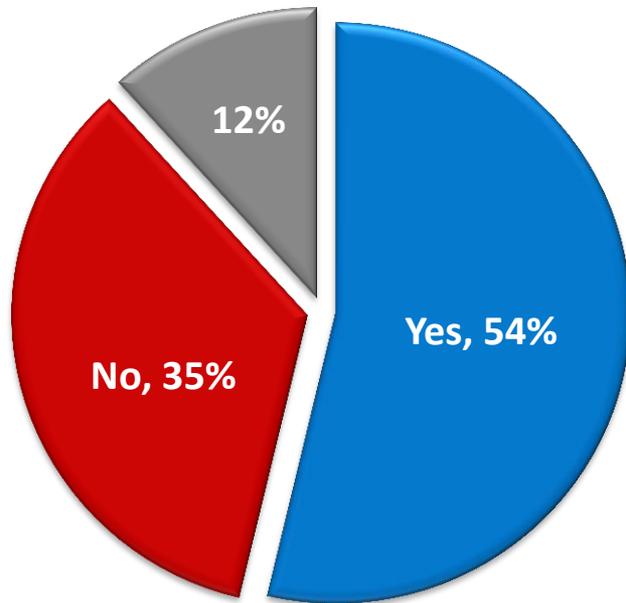


**Protecting Taxpayers**

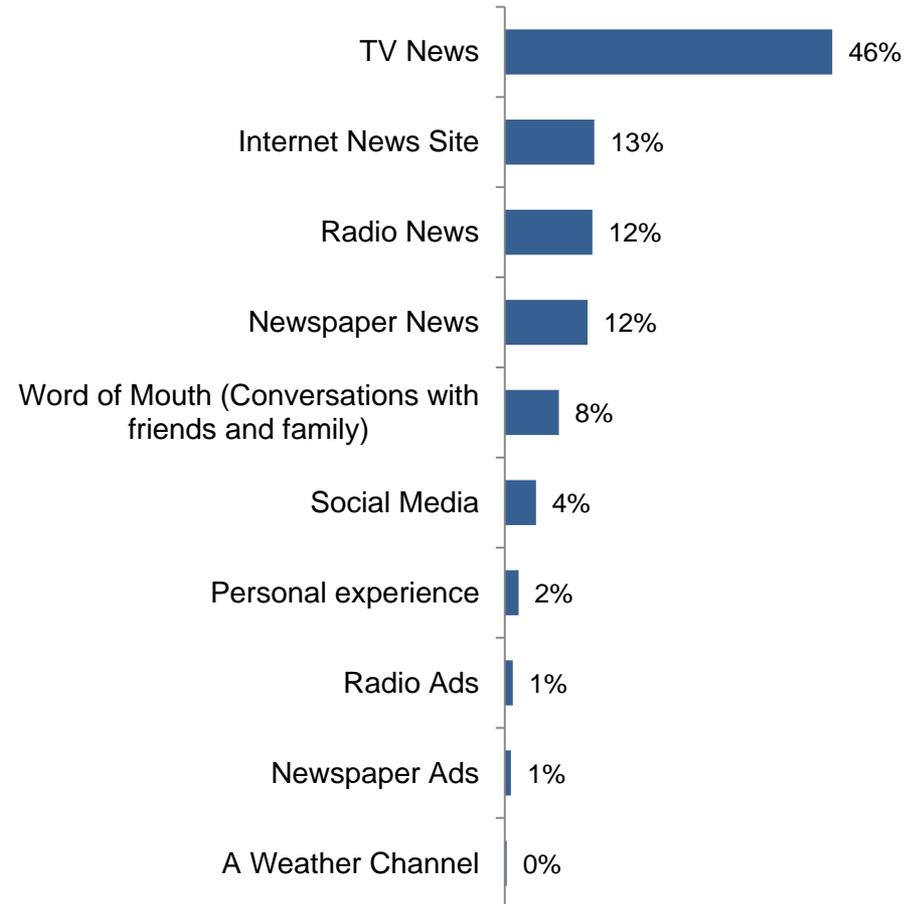
		Well	Neutral	Poor
Fair Compensation	Well	40%	8%	4%
	Neutral	8%	21%	3%
	Poor	2%	6%	9%

# Over half are aware of programs and services available to people and businesses affected by flood <sup>21</sup>

**Q** Have you read, seen, or heard anything from the provincial government about programs and services available to people, business and organisations that were damaged by the recent flooding?



**Q** How did you hear about the provincial programs and services available to people, business and organisations that were damaged by the recent flooding? [n=430]

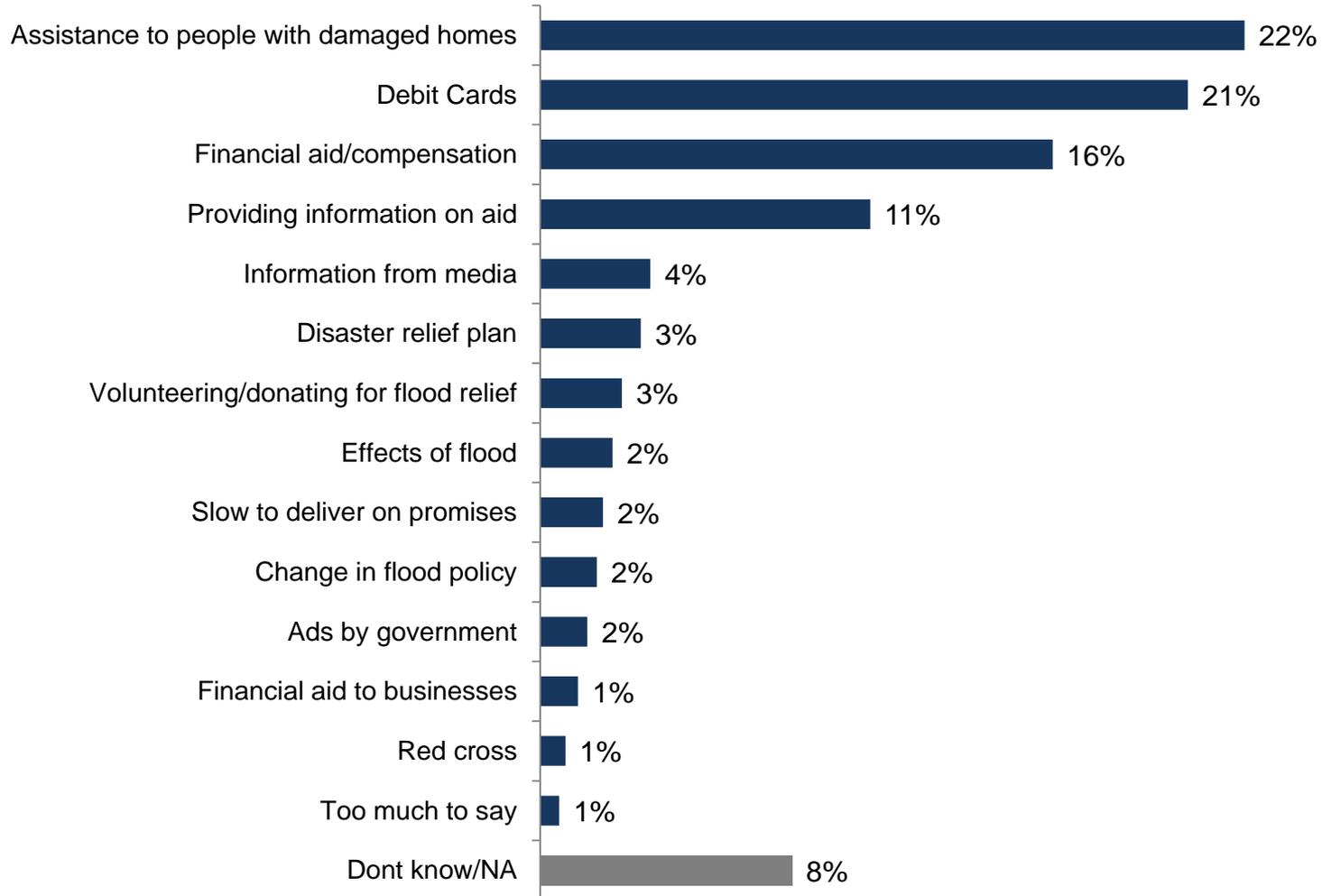


One person said "government emails" and one said "Government of Alberta website"

# Assistance to those with damaged homes and debit cards top recalled programs

Q

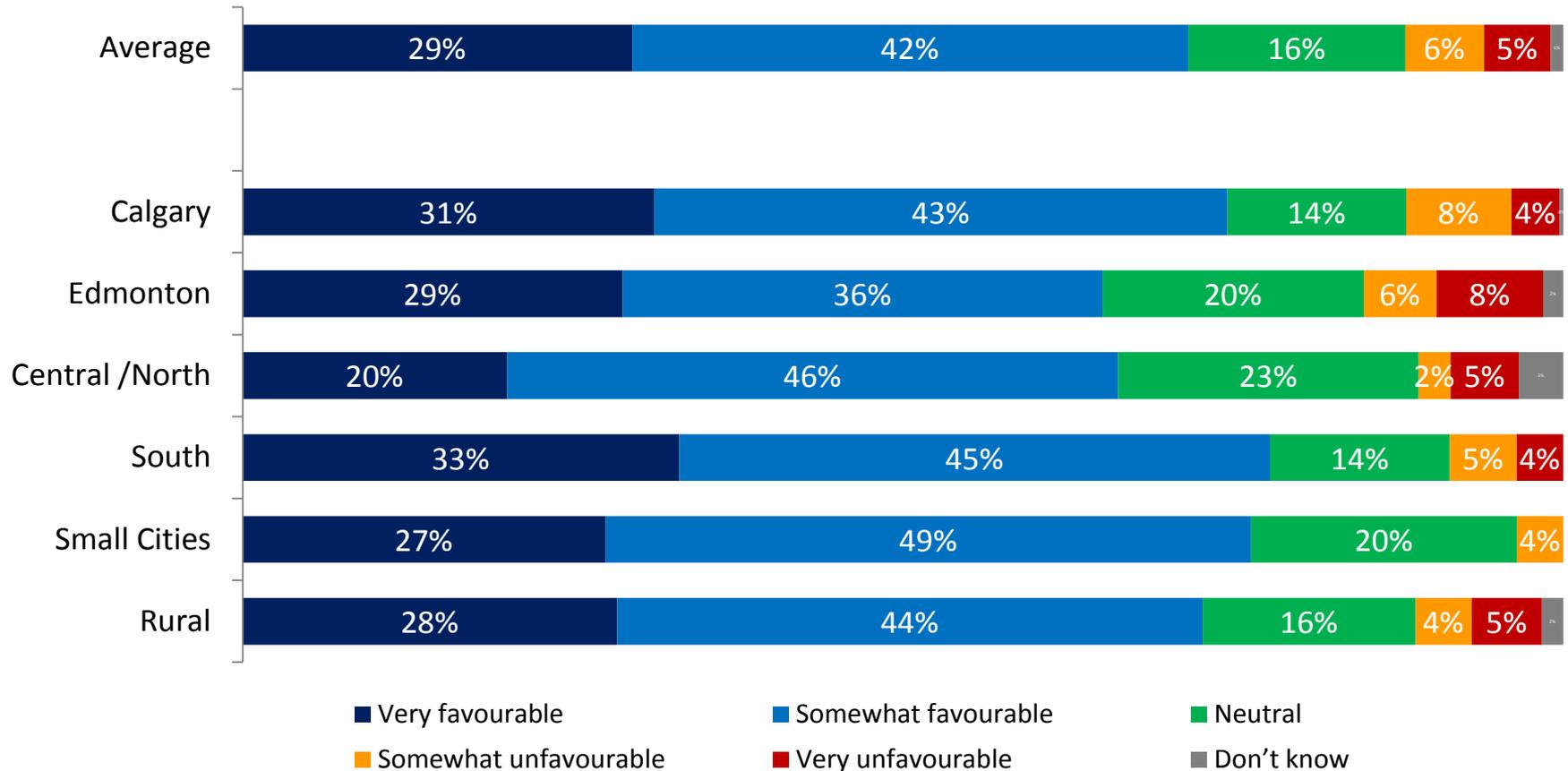
Being as specific as you can, what was it that you read, saw or heard about the provincial programs and services available to people, business and organisations that were damaged by the recent flooding? [n=429]



# Over 7-in-10 have a favourable impression of Provincial gov't flood programs, particularly in South, Calgary



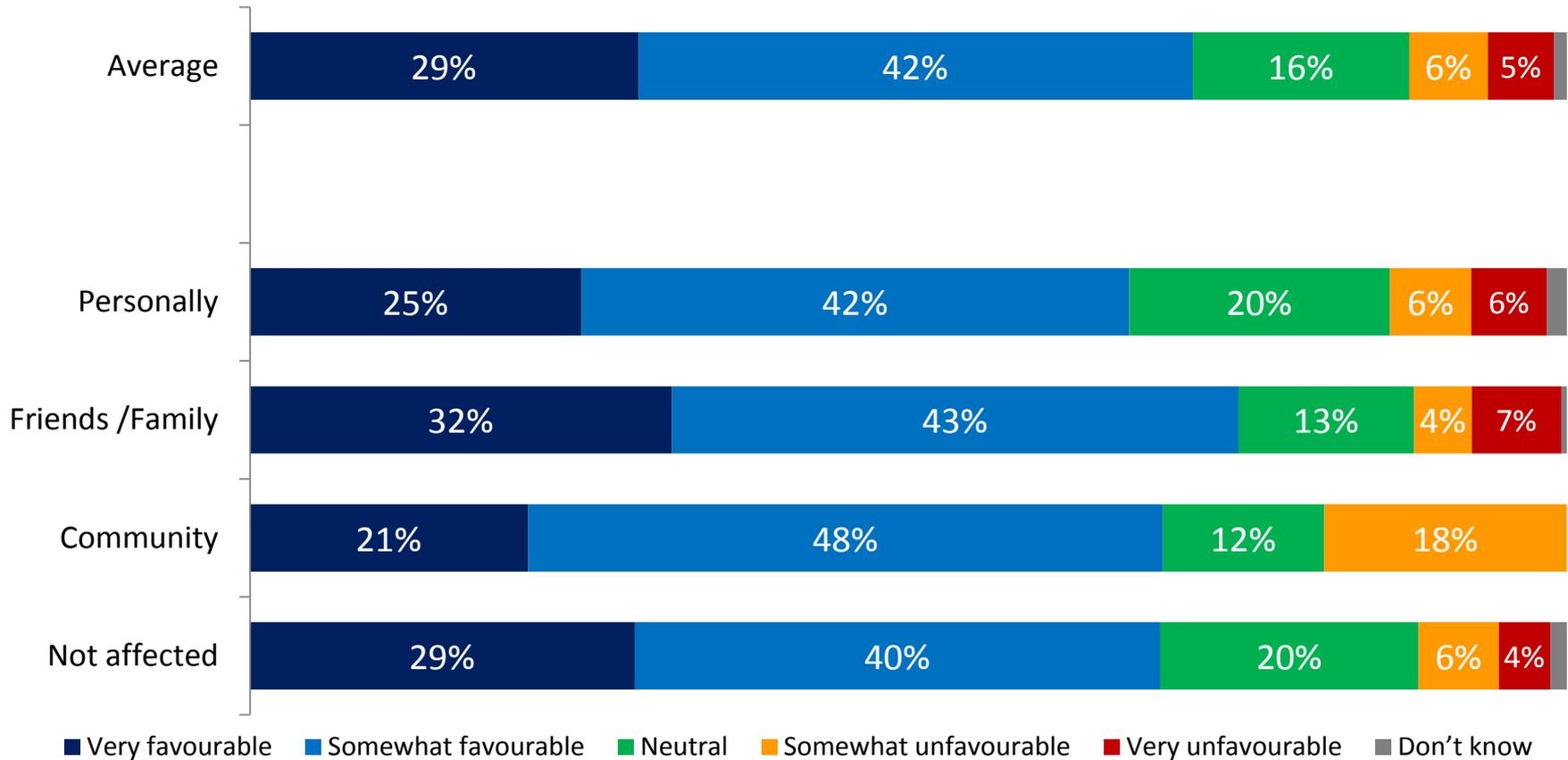
Was your impression of what you read, saw or heard favourable or unfavourable? BY Region [n=422]



# Those with friends and family affected rate Provincial gov't programs best



Was your impression of what you read, saw or heard favourable or unfavourable? BY Affected



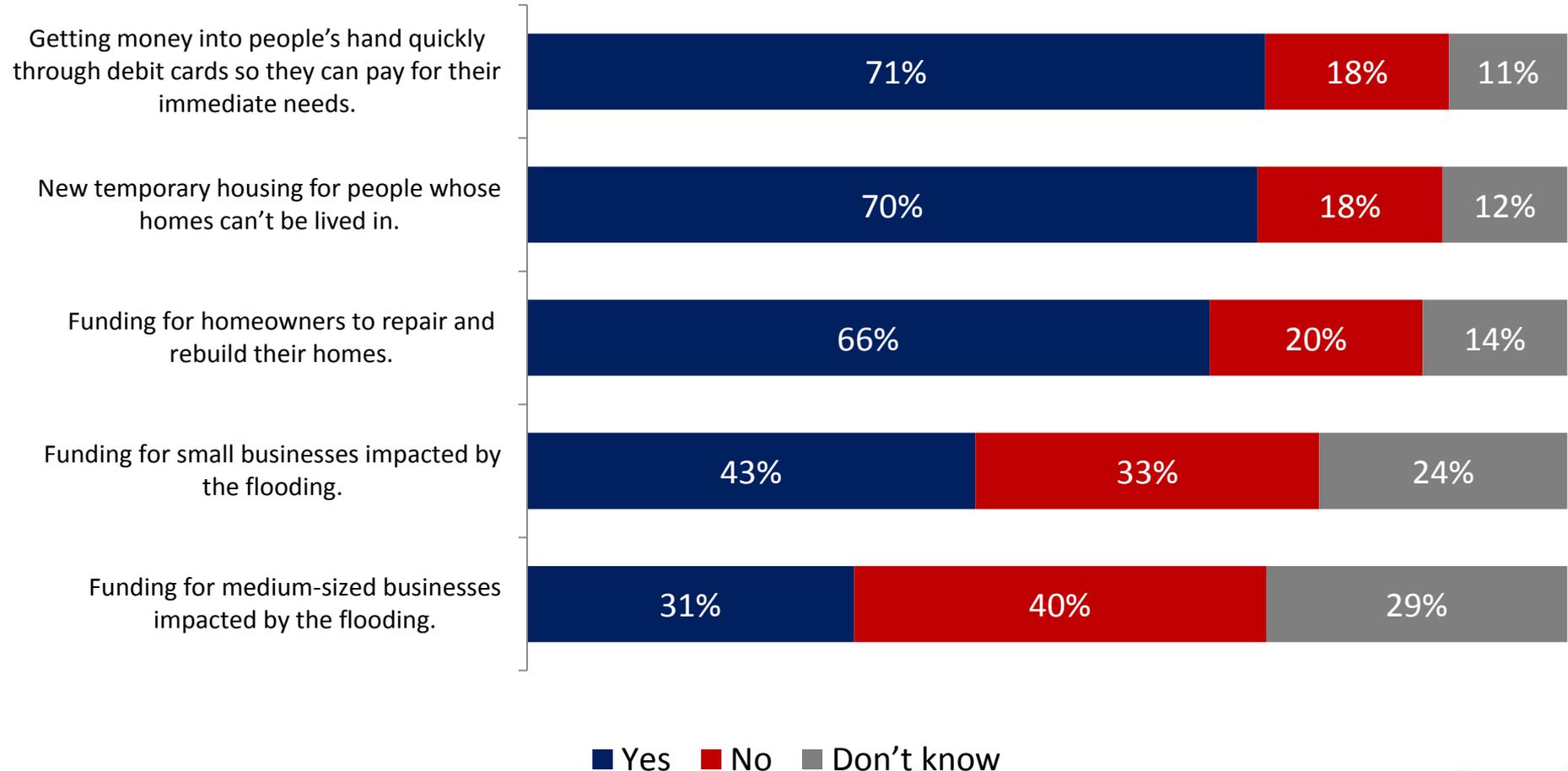
# Provincial Government Plan

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# Debit cards and housing well known, while less than a third aware of funding for medium size businesses

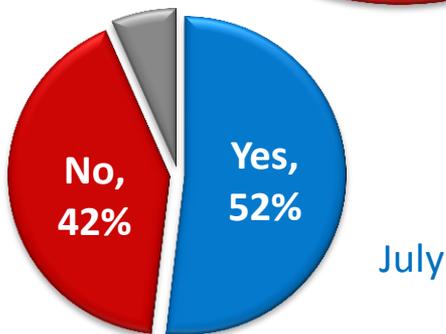
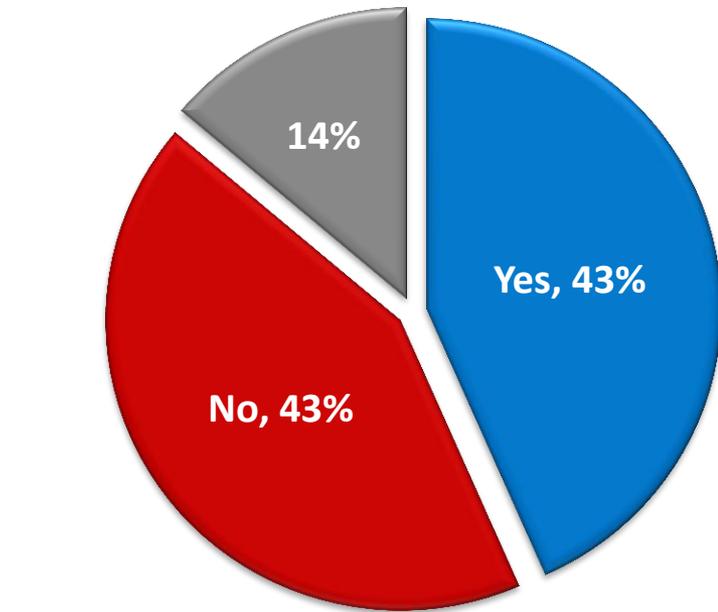


Below is a list of assistance program and services being offered by the province. For each program or service, please indicate if you recall reading, seeing or hearing anything about that program or service. [n=629]

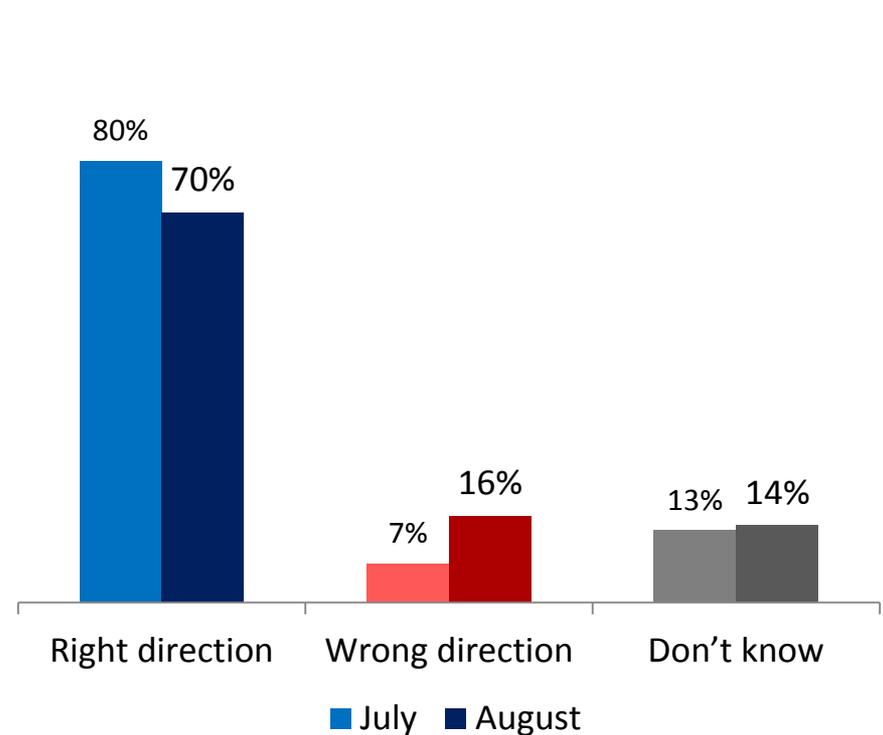


# Just under half aware of plan to rebuild flood damaged areas; most say the plan goes in the right direction

**Q** Have you read, seen, or heard anything about the provincial government’s plan to rebuild flood-damaged areas?



**Q** From what you have read, seen, or heard, does it sound like the provincial government is headed in the right direction or the wrong direction when it comes to their plan to rebuild flood-damaged areas? [n=347]

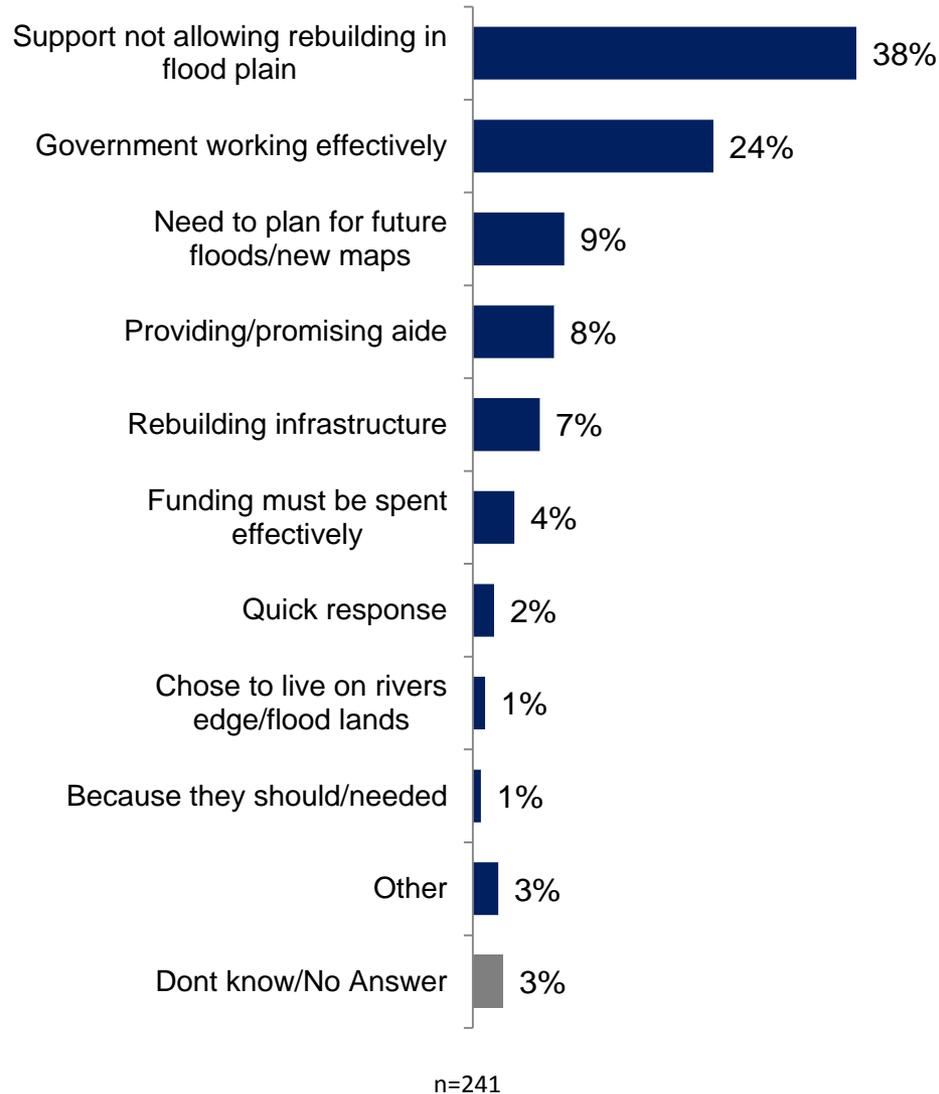


# Building in flood plain top reason for right & wrong direction

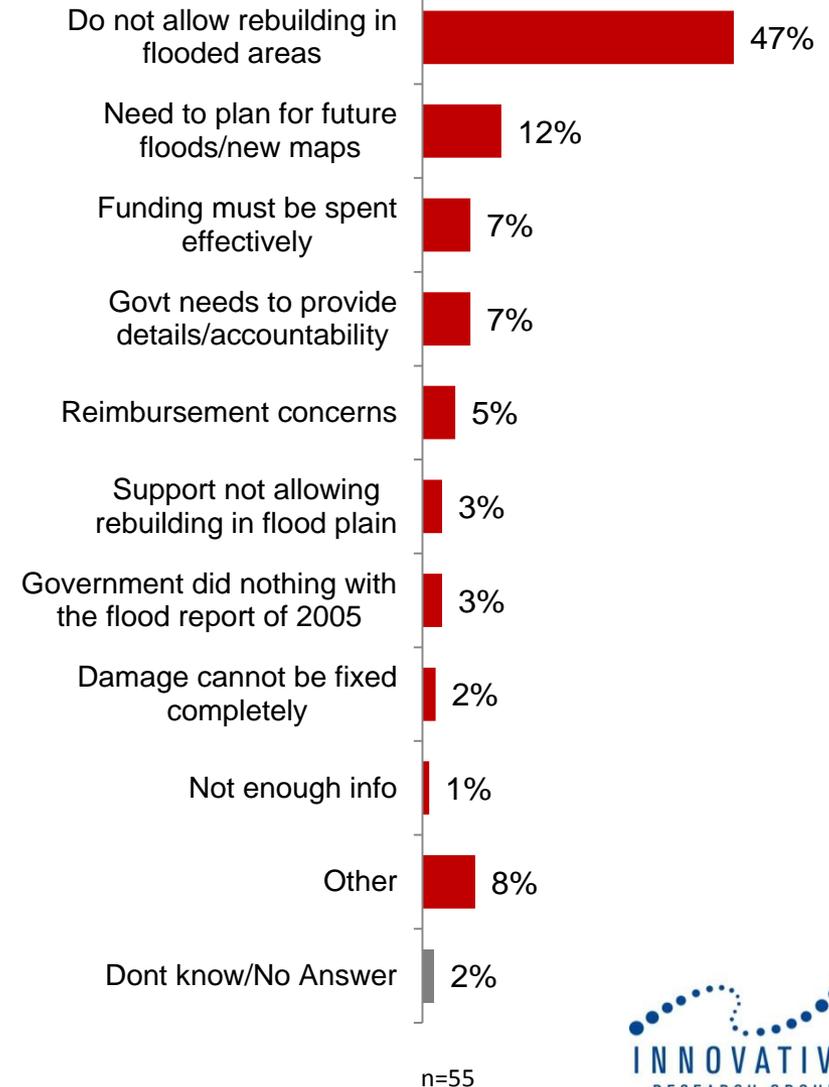


And why do you say that?

## “Right Direction”



## “Wrong Direction”



# Verbatims: Building on Flood Plain

## Right Direction: Support not allowing building in flood Plain

- Because there is a clear message that communities and people who build on flood plains can not expect that the government will protect them in future.
- They are trying to direct people from building in the flood zone
- People should have never been allowed to build in flood plains to begin with.
- Rules regarding development and redevelopment in flood prone areas have been proposed. These will link future liability of government with the location of developments
- it sounds like they will be discouraging rebuilding in flood plain areas
- These people need help. Can not image myself in such a situation. But I think there should be "prohibited danger zones" close to water - where people are NOT allowed to build homes. If they still choose to do so - no assistance should be given to them next time.
- Last time for a tax payer sponsored bail-out.

## Wrong Direction: Do not allow building in flood areas

- The government needs to tell people to move and not keep expecting the government to help them when they haven't got the sense to move to higher ground. I know of some people that have been flooded out four times.
- Rebuilding where a natural disaster happened is only adding to the problem. Funding new growth in safer area's is a better way. Re-establishing green areas in spots where past flooding occurred is a smarter way.
- Unless they can guarantee that flooding will not reoccur in any of the areas that experienced it, they should NOT rebuild in those areas.
- Here's a thought. The town is called High River. The community there has been damaged there three to four times from smaller-scale flooding, and now with a large flood, was completely destroyed. Going out on a limb, how about...you don't build there?
- You don't rebuild in a flood plain. This is complete and undeniable insanity.

# Verbatims: Right Direction

## Government working effectively

- Overall I think that the government has done a fairly good job. They were quick to provide assistance and everyone affected that I know has been taken care of.
- I feel that they have a clear idea as to what needs to be done and they are getting to it quickly and efficiently.
- They came out with a plan of action though criticized by many was a good one to me. Giving the time frame for money to be made available to those affected.
- Because the number one thing is to make people as comfortable as possible. And I think the government is doing the best they can with that.
- Helping what they can
- They are doing a lot of different things to help a lot of people to get them on their feet.
- They are being proactive.
- It will be really helpful to people affected that the government is putting an effort to help them get back on track and afford basic necessities.

## Need to plan for future floods

- They appear to have developed a plan to take care of the present situation and try not to have it happen again, however they should have put this plan into practice after the last major flood in High River.
- They are taking in consideration futures floods.
- They are planning to build better flood proof zones, trenches etc. They are putting a lot of thought into this.
- I feel they are doing an amazing job, considering the damages.
- Our mayor has been pushing for better preparation, he is the motivation and the strength that our city needs.
- Due to erosion that happens every year, there is an engraved map way of how the rivers are fed, so to work with the land instead of trying to work against how these map ways are created we can insure a better understanding and preparation.

# Verbatims: Wrong Direction

## Funding must be spent effectively

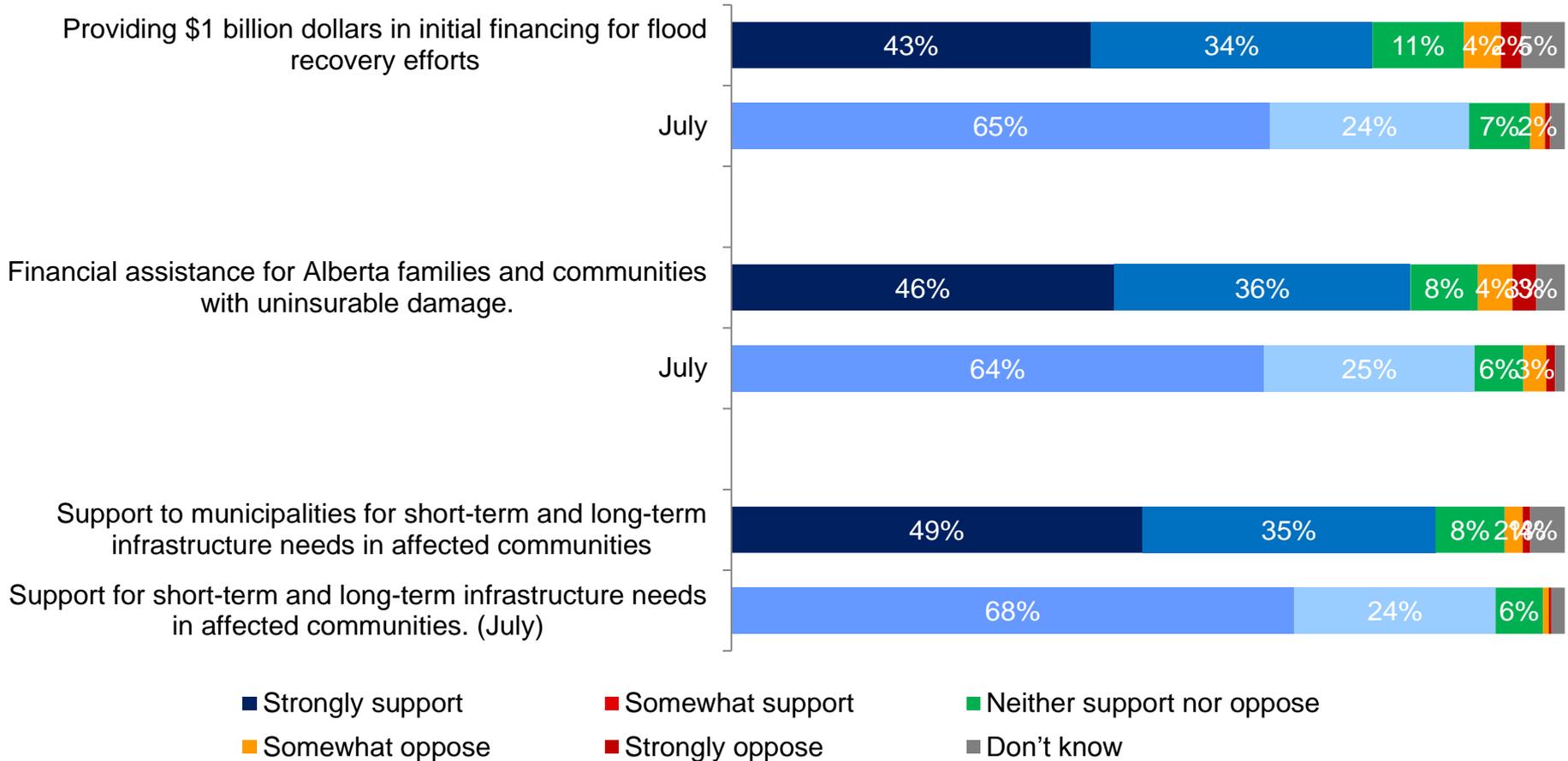
- Funding people to rebuild in a flood area, why? Buy their land at market value plus 5% and turn land into provincial park so in future no more homes will be being destroyed. Just park benches, etc. way cheaper down the road for future floods.
- Open ended spending isn't going to solve problems; and will lead to PST
- Don't waste money
- 1st. There has to be a limit on the amount of cash they will pay to an individual (a cap)
- 2nd. Helping to rebuild in the same spot is a ridiculous and a waste of money.
- The provincial government seems to be throwing money at the situation without consultation of the community. Though my home has never experience flooding, I'm in the fringe according to the 1992 maps. But other areas flooded in the NW many times were not.

## Need to plan for future floods

- Buildings need to have a broader set back from the river edges, water diverters need to be in place to direct overflows into holding capable holding areas.
- Some elements of government policy are good, Flood maps are very dated and factually wrong. As a result policies maybe unfair and ineffective.
- The government is using old maps to determine which homes qualify and which ones need additional mitigation measures. New mapping has to be undertaken because water courses have been altered during the flood.
- They did not come up with any long term plans for future floods
- Because they are rebuilding on the same areas that get flooded. They need to look to Winnipeg and create a flood plane around Calgary.
- Invest in the diversion of future floods.

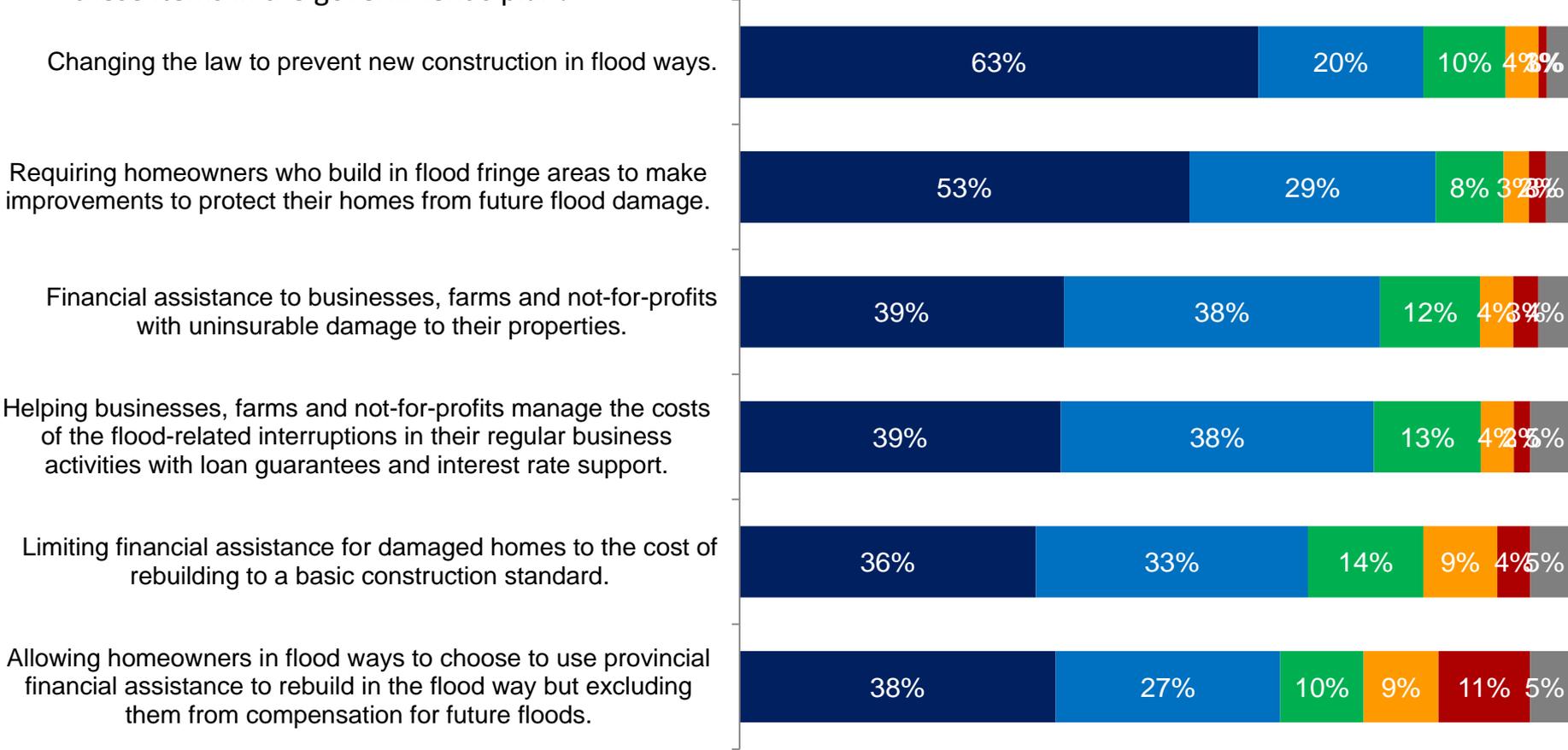
# All previous items down from extremely high previous support, but still backed by at least three quarters

**Q** The government’s plan includes the following items. Please tell me if you support or oppose including each of these items in the government’s plan?



# Highest support for preventing construction in flood ways; all items supported by about two thirds or more

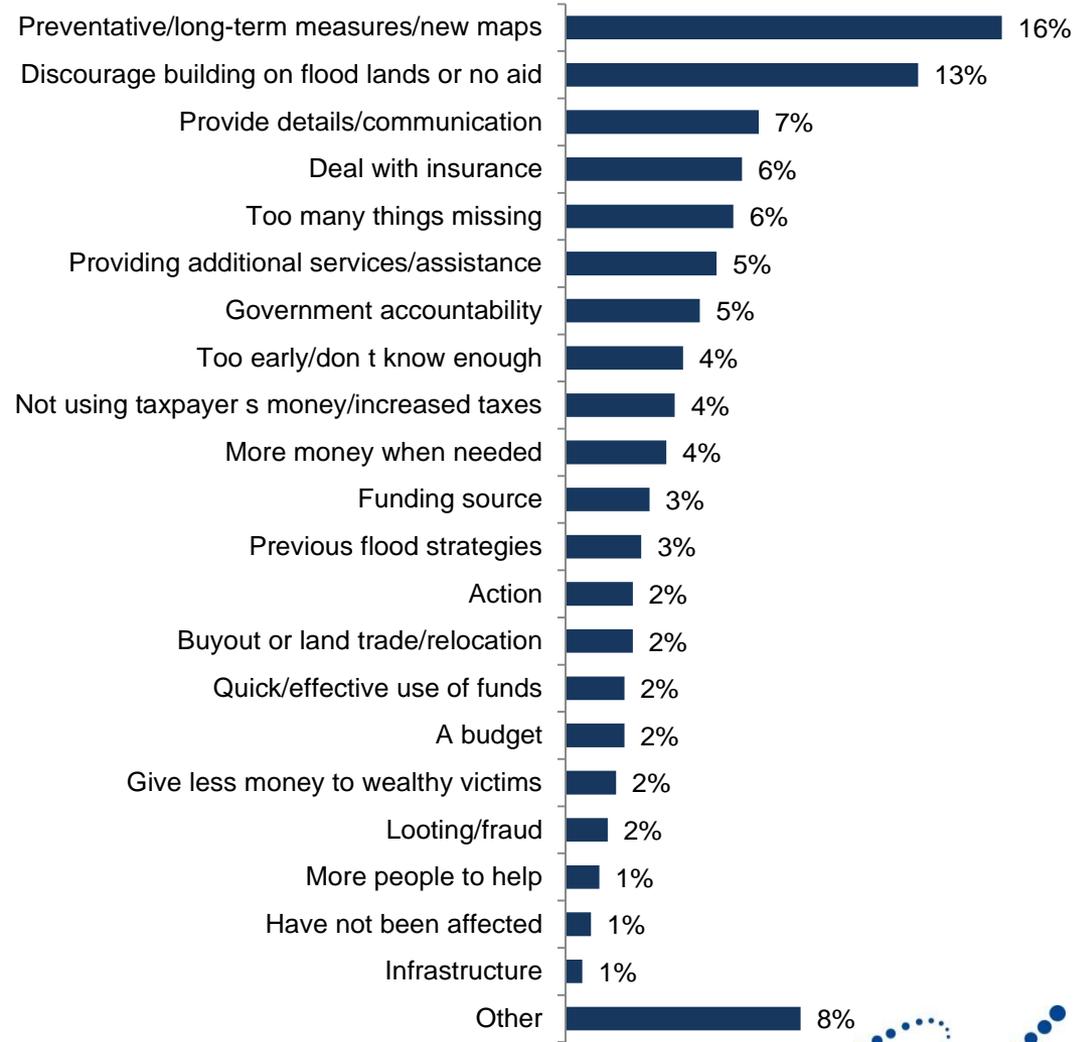
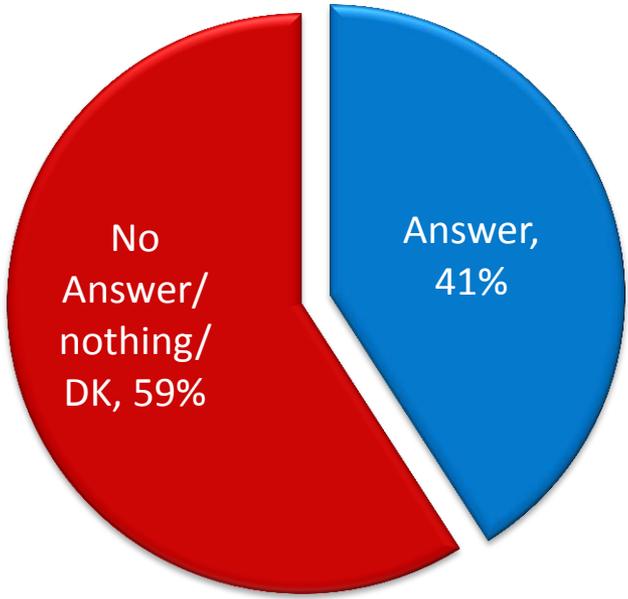
**Q** The government’s plan includes the following items. Please tell me if you support or oppose including each of these items in the government’s plan?



■ Strongly support 
 ■ Somewhat support 
 ■ Neither support nor oppose 
 ■ Somewhat oppose 
 ■ Strongly oppose 
 ■ Don't know

# Preventative long term measures and discouraging building of flood plains top additional suggestions

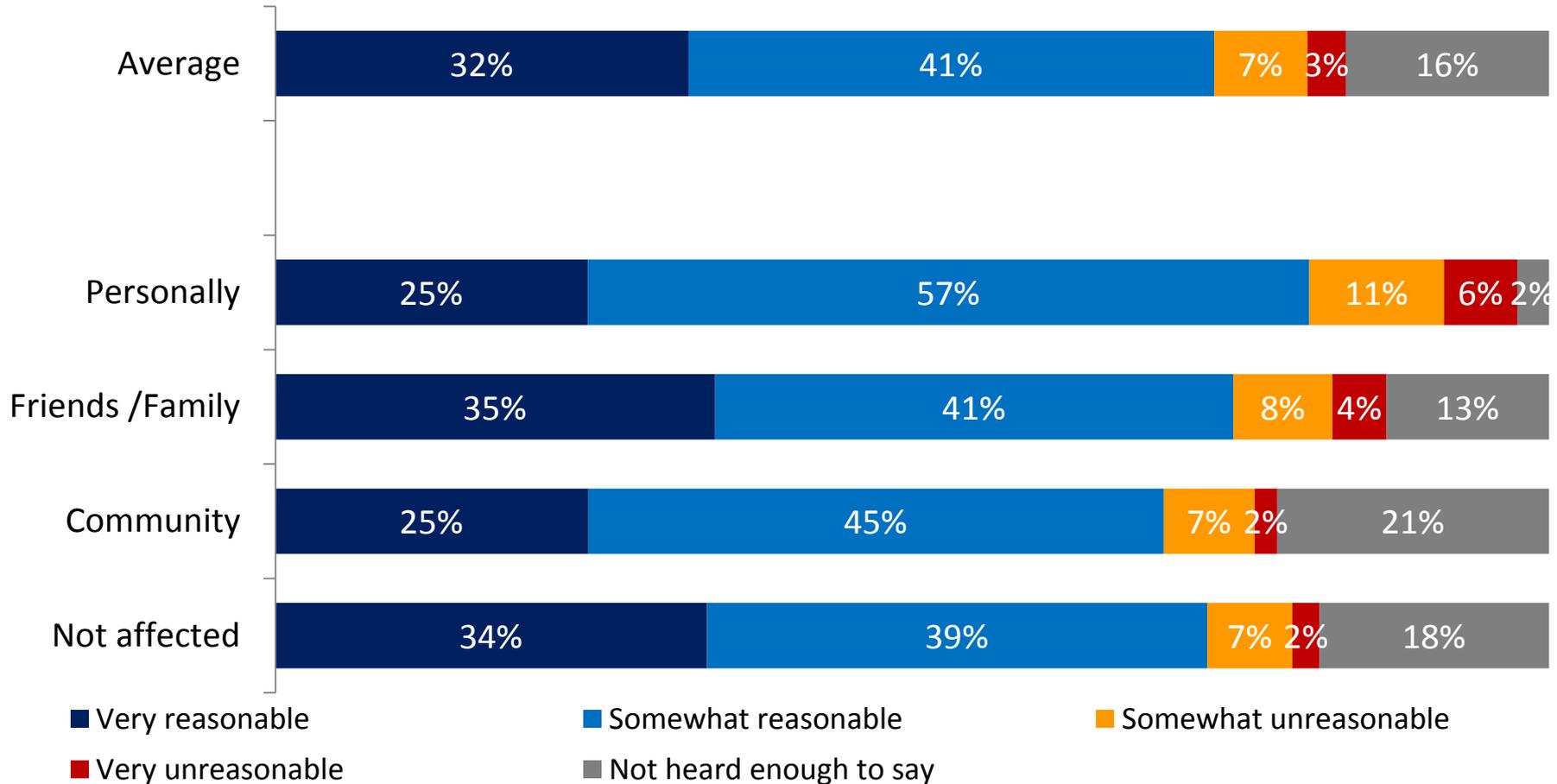
**Q** Is there anything that seems missing from the government's plan?



# Almost three quarters say gov't treating people affected well, those personally affected rate gov't higher



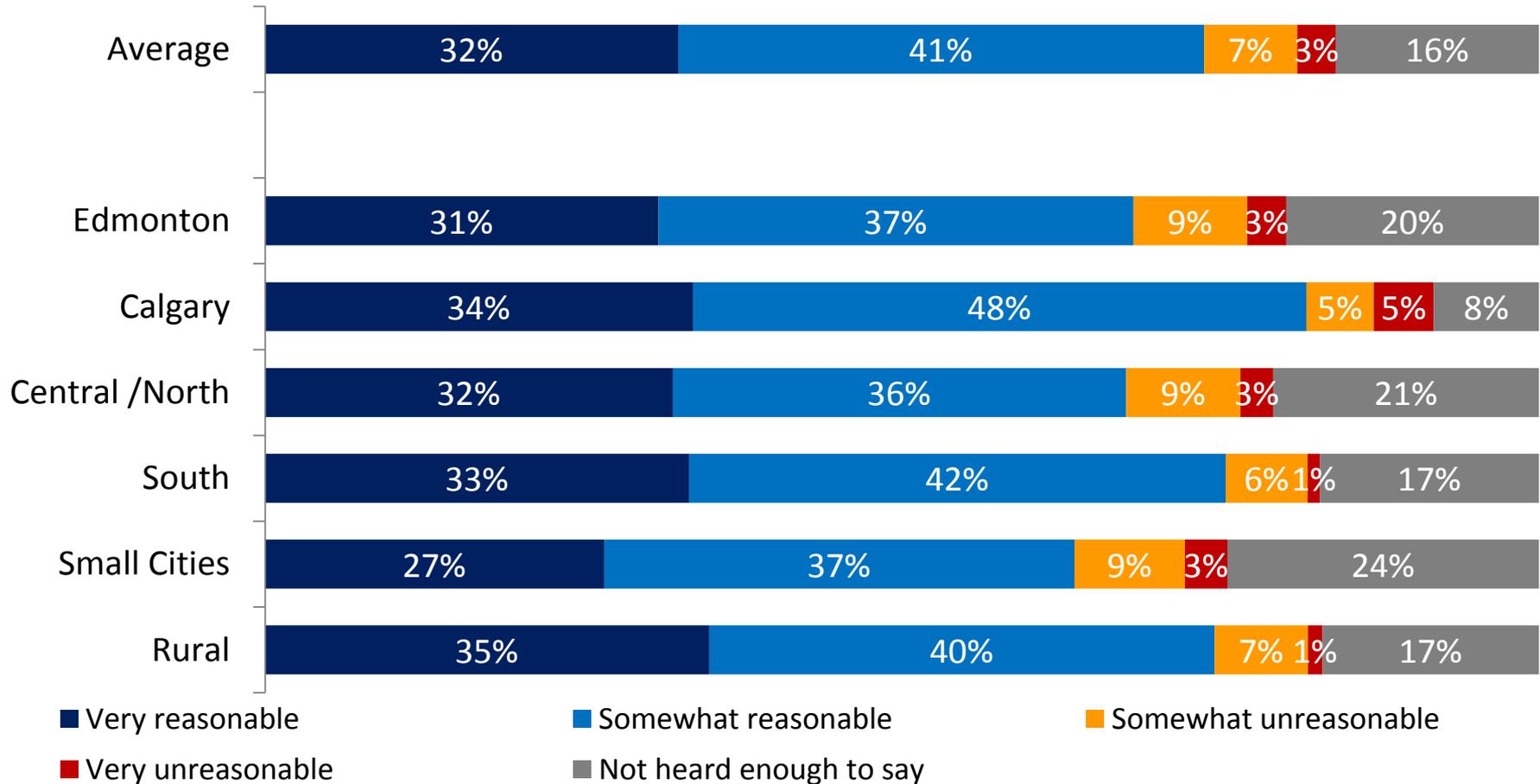
From what you have read, seen or heard about how the government is treating people who have flood damage, do you feel the government has been very reasonable, somewhat reasonable, somewhat unreasonable, very unreasonable or have you not heard enough to say? BY Affected



# Those in Calgary, South, Rural areas more likely to say government has been reasonable



From what you have read, seen or heard about how the government is treating people who have flood damage, do you feel the government has been very reasonable, somewhat reasonable, somewhat unreasonable, very unreasonable or have you not heard enough to say? BY Affected

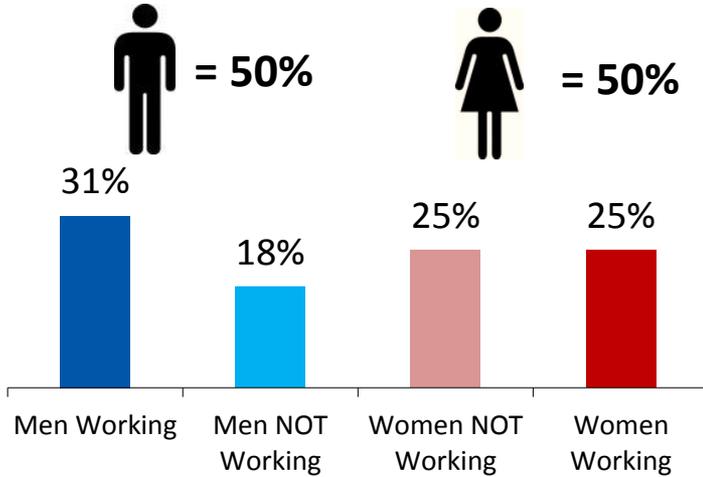


# Demographics

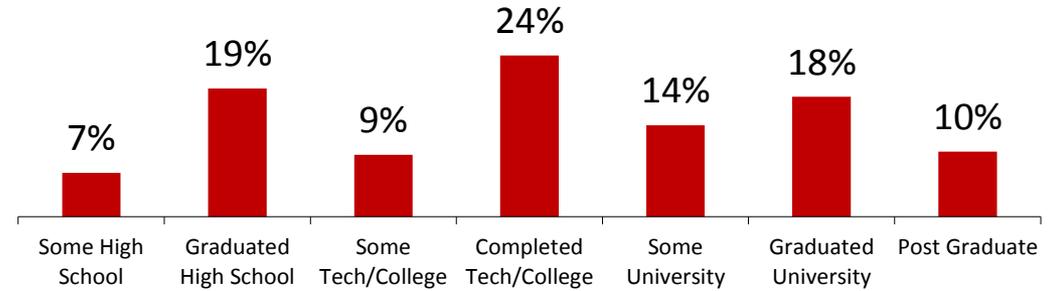
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# Demographics: Respondent Profile

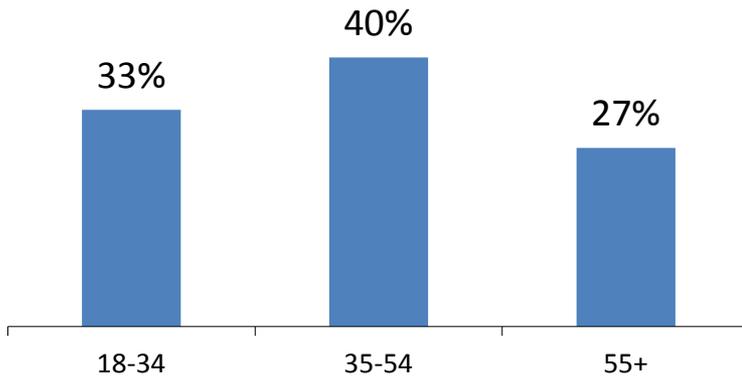
## Gender - Work



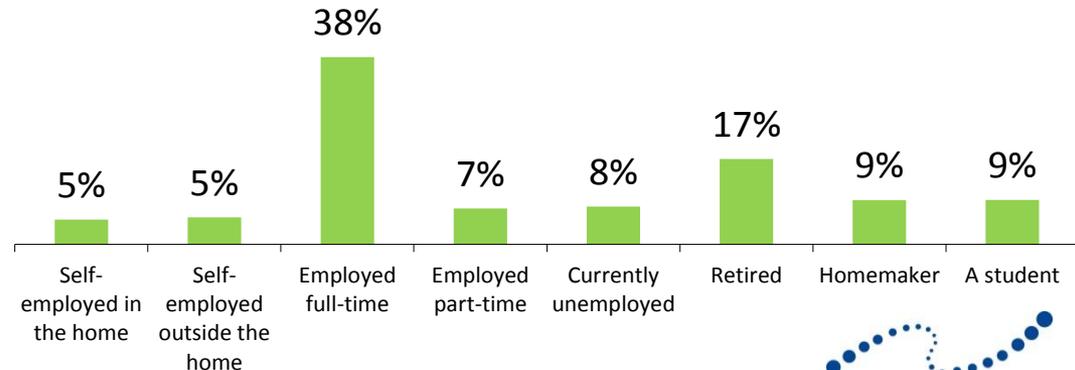
## Education



## Age

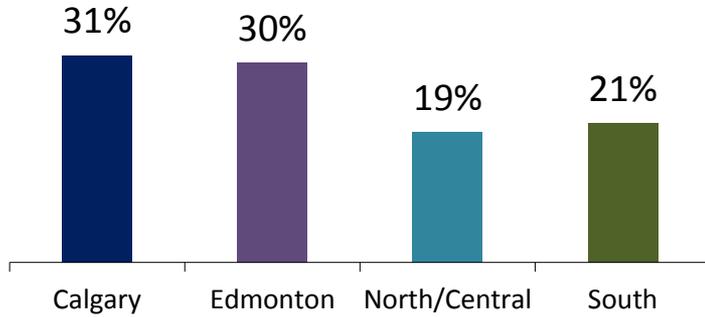


## Work Status

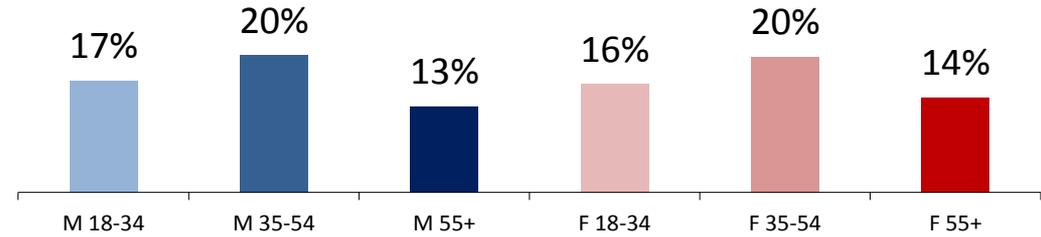


# Demographics: Respondent Profile

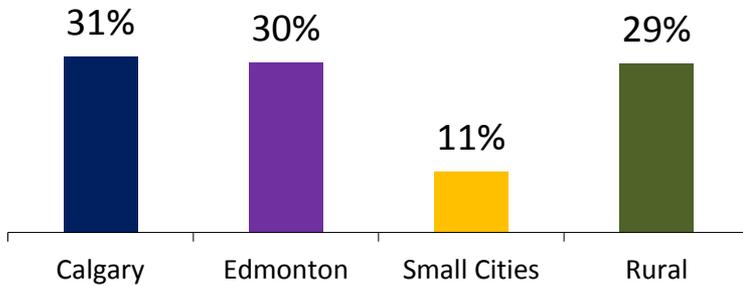
## Region



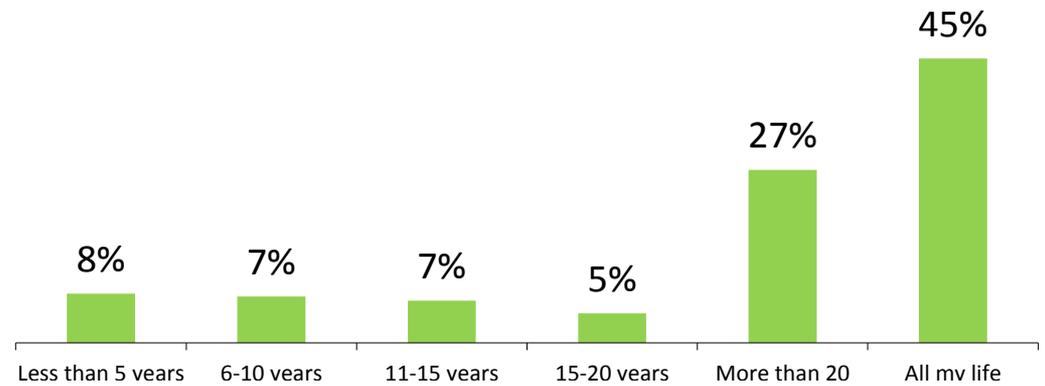
## Age and Gender



## Regions2



## Time in Alberta





# Research-based strategic advice.

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