



Calgary



Winter City Citizens' View Survey

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Background & Methodology

Background

Calgary Recreation, Arts & Culture is creating a Winter City Strategy for The City. They identified a need to gather opinions from citizens to inform the development of the strategy and to gain insight regarding citizens' behaviour, expectations, and preferences related to winter activities that could be part of the strategy.

Methodology

The City's Corporate Research Team conducted an online survey with Citizens' View panelists. Citizens' View is an online research panel, managed by The City, through which citizens can participate in shaping City of Calgary programs and services through surveys, discussions and engagement activities. The survey was conducted between November 19 and December 2, 2020 and was sent to 2,852 panelists. The survey was completed by 1,284 panelists (45% of the outgo).

Note: Due to the methodology and the composition of the Citizens' View panel, these survey findings are not considered statistically representative of all Calgarians. The work is exploratory and as such, the results should be regarded as directional and should not be generalized to the larger population.

Key Findings





Key Findings

- Two in five survey respondents think that winter truly starts in Calgary when we get our first snowfall.
 - A variety of other indicators are also mentioned, with one quarter saying, “after the November daylight savings time change.”
- Nearly every respondent agreed that chinooks make our winter weather unique, that our natural environment is suitable for winter activities, and that there are a lot of opportunities to participate in winter activities; however only two thirds indicated they enjoy outdoor winter activities.
- Participation levels vary widely for types of outdoor winter activities, with walking or running being the only activity that more than half of respondents said they do often.
 - Two thirds of respondents said they attend outdoor light or art displays sometimes or often.
 - All other activities had far lower participation levels, with half or more of respondents saying they do them rarely or never.
- Indoor winter activities have much higher frequency of participation among more respondents.
 - The activities with the most frequent participation is eating or drinking at restaurants or bars and shopping.
 - Three in five respondents are frequent attendees of theatre or music performances.
 - Playing or watching indoor sports is done sometimes or often by about half of respondents.



Key Findings (cont'd)

- Regarding cost of events and activities, free events and amenities are preferred in general, still about three quarters of respondents said they are willing to pay to attend events or performances, or to access sport and recreation amenities.
- Events that are targeted at adults are likely to have the highest participation levels, but there is a large proportion of respondents who have household members who would also participate in events for seniors, youth, and children.
- Thinking about a typical year, most survey respondents said they visit downtown for events and activities less than once a month. Some respondents are more frequent downtown visitors, but some said they never go downtown.
 - The frequency of visiting downtown doesn't change during winter for about half of the respondents who go or live downtown, and about one third visit less frequently.
- Warming huts or heat lamps, free or discounted parking, access to food and drinks, winterized washrooms, and more snow clearing would make about half of respondents more likely to participate in outdoor winter activities.
 - One quarter would be more likely to participate if there were equipment rentals, covered seating, and more lighting.
- When asked about level of agreement with the statement "Calgary's Downtown is the economic and cultural heart of Calgary, and when our Downtown thrives, so does the rest of the city," the respondents overall agreed, but not strongly.

Key Findings (cont'd)

- Awareness of Chinook Blast is relatively low among survey participants, but among those who shared an opinion about it, overall impressions were favourable, and likelihood of attending is healthy.
- Looking at specific City outdoor winter amenities, awareness is quite high for most; however, this does not mean that a majority of survey respondents have high usage or usage intentions.
- City Partner outdoor activities have slightly higher awareness levels, and similar levels of past or planned attendance.
- When looking at specific outdoor winter activities, the likelihood of participation was rather low for most survey respondents.
 - Half of respondents said they were likely to participate in winter running or walking, cross country skiing, snowshoeing, or walking in parks, and attending festivals or events.
- Support for The City allowing consumption of alcoholic beverages in parks is fairly high, with just one in five opposing this idea.
- Local media is the most preferred way to get information about events.
 - Multiple channels are preferred by many respondents.
- The key messages that was seen as potentially inspiring by most respondents were messages about qualities that make Calgary's weather unique, such as chinooks, sunshine, and snowfall levels,
 - Messages about local geographical features like mountains, foothills, and parklands were also considered inspiring by many respondents.
 - A majority of respondents also found messages about historic winter events inspiring, but fewer felt strongly about these topics.

Detailed Findings



General Opinions

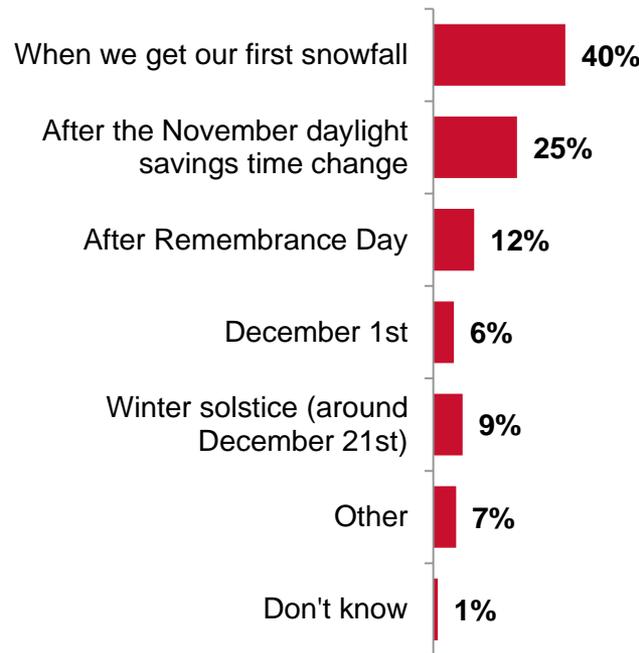




Start of Winter

Very few respondents believe that winter begins in Calgary on Winter Solstice, and instead focus on weather-related indicators or typical patterns of events.

When Does Winter Truly Start in Calgary



“Other” mentions included:

- When the weather gets and/or stays colder
- When the snow stays on the ground
- Sometime in October
- Changes every year
- Sometime in November
- Sometime in September
- Sometime in August

1. In your opinion, when does winter truly start in Calgary?

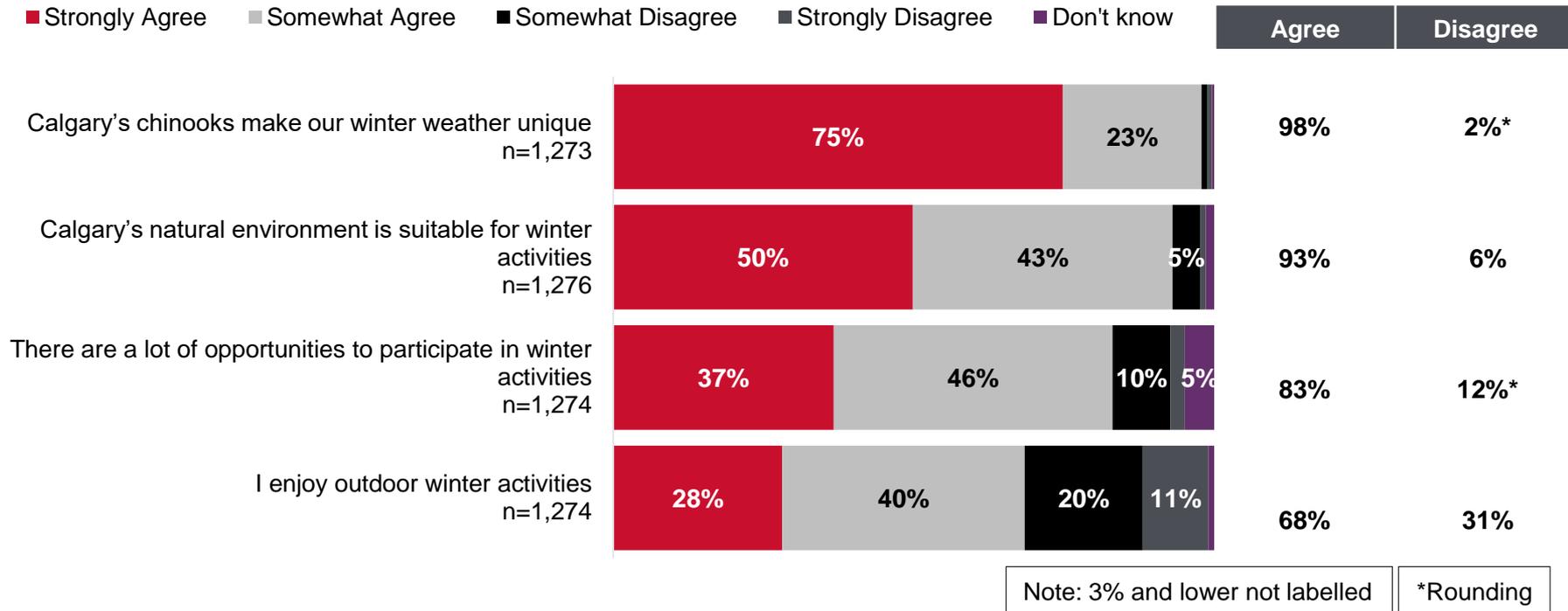
Base: All respondents (n=1,279)



Opinions about Winter in Calgary

Respondents were nearly unanimous that Calgary has unique winter weather (98%) and a suitable natural environment for winter activities (93%). There was strong agreement (83%) that there are a lot of opportunities for winter activities, but only two thirds of respondents said they enjoy winter activities (68%).

Opinions about Winter in Calgary



2. Please indicate to what extent you agree or disagree with each of the following statements:
Base: All respondents (bases vary)

Participation

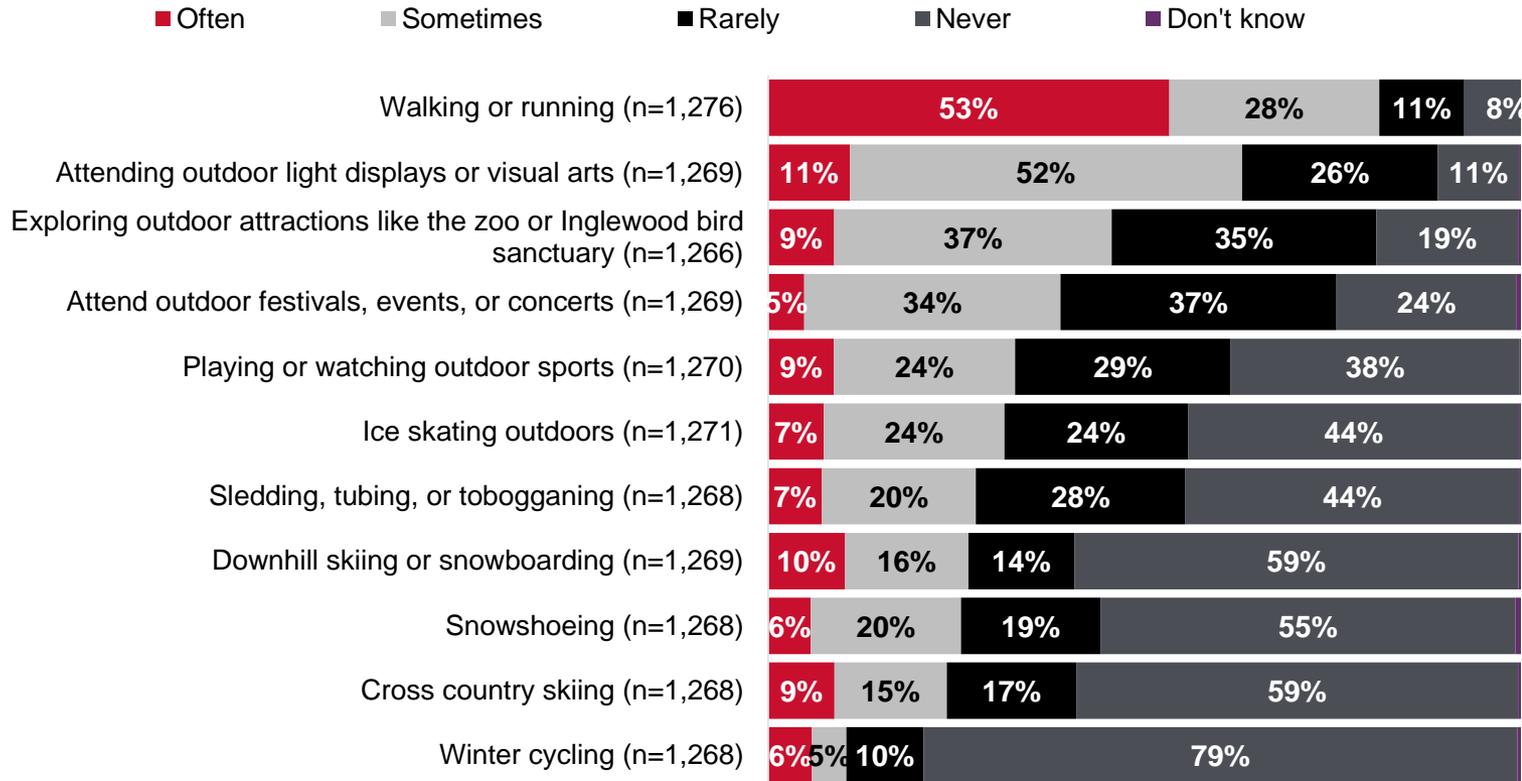




Frequency of Participating in Outdoor Activities

Panel members indicated they walk or run outdoors most frequently, followed by attending light or visual art displays. Other outdoor activities are enjoyed by smaller proportions of respondents.

Frequency of Participating in Outdoor Winter Activities



Note: 3% and lower not labelled

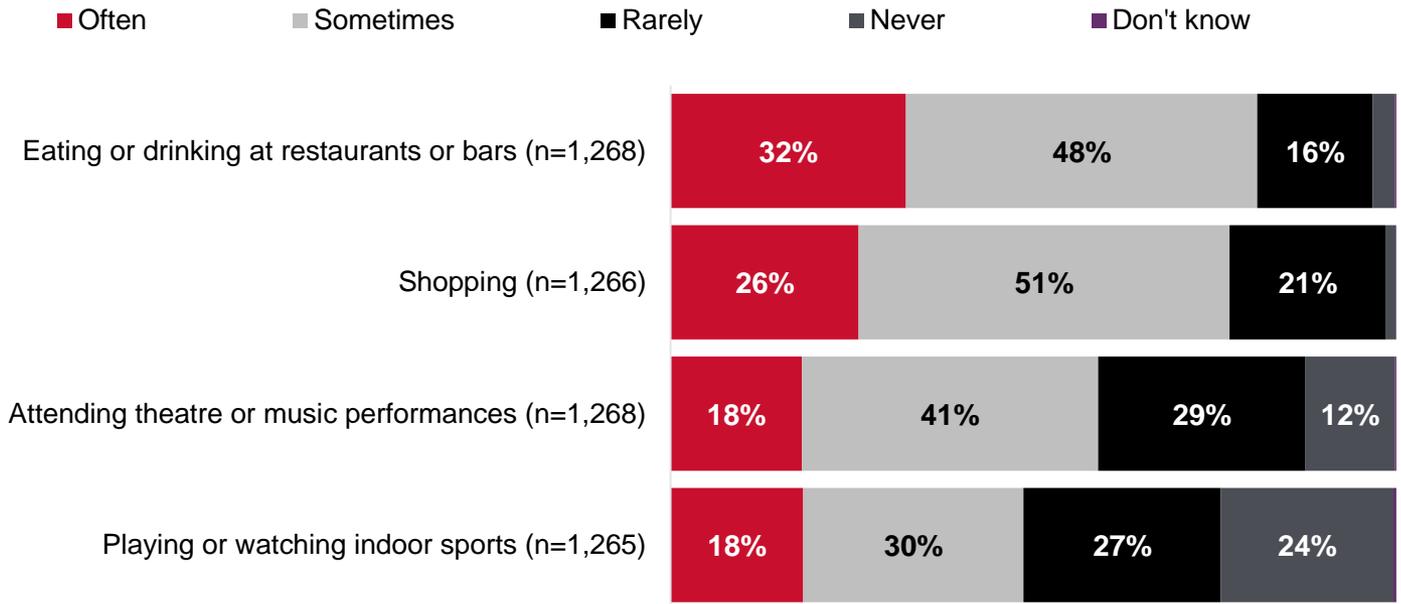
4. In a typical winter, how often do you participate in each of the following outdoor winter activities?:
 Base: All respondents (bases vary)



Frequency of Participating in Indoor Activities

Indoor winter activities have higher frequency of participation than outdoor overall, with more than half of respondents saying they participate in most indoor activities “often” or “sometimes.”

Frequency of Participating in Indoor Winter Activities



Note: 3% and lower not labelled

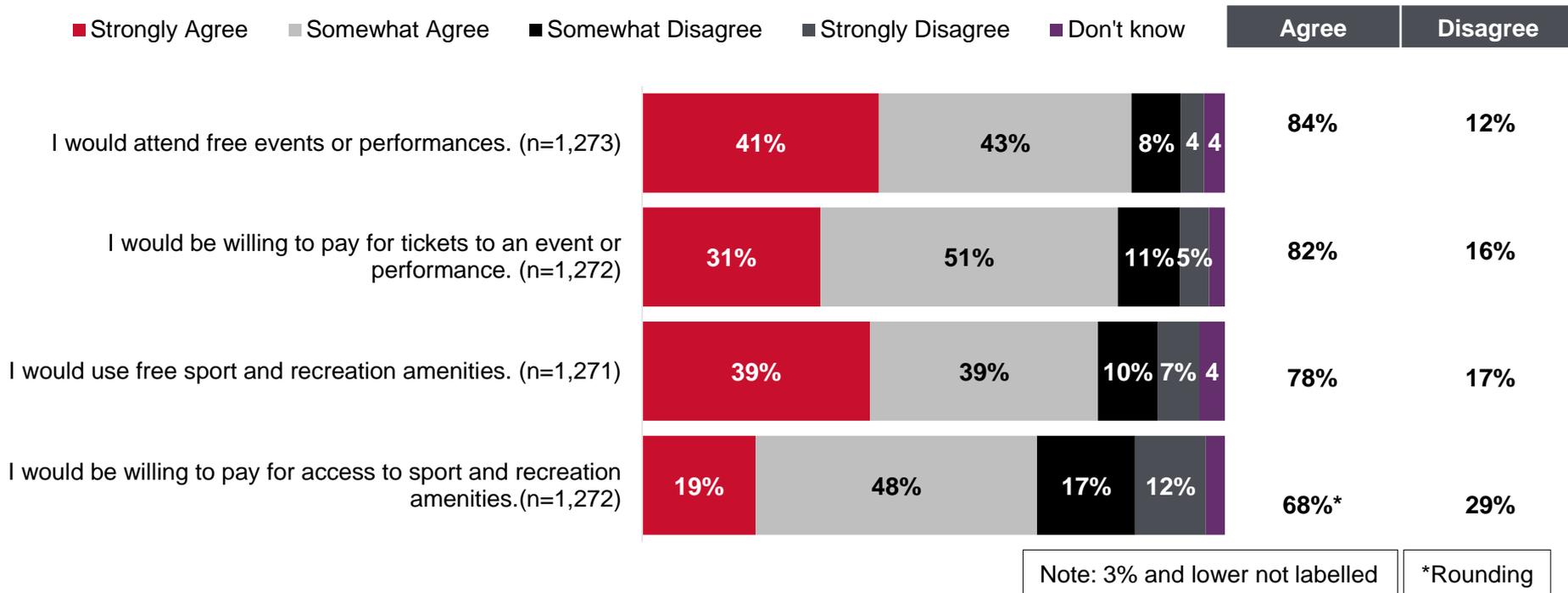
4. In a typical winter, how often do you participate in each of the following indoor winter activities?:
 Base: All respondents (n=bases vary)



Cost of Winter Events and Activities

Although free events and activities are generally preferred, a majority of respondents are willing to pay for access. Just as many would pay to attend an event or performance (82%) as would attend for free (84%). Slightly fewer are willing to pay for sport and recreation (68%) than use free amenities (78%), but two-thirds would still pay.

Attitudes about Free and Paid Winter Events and Activities



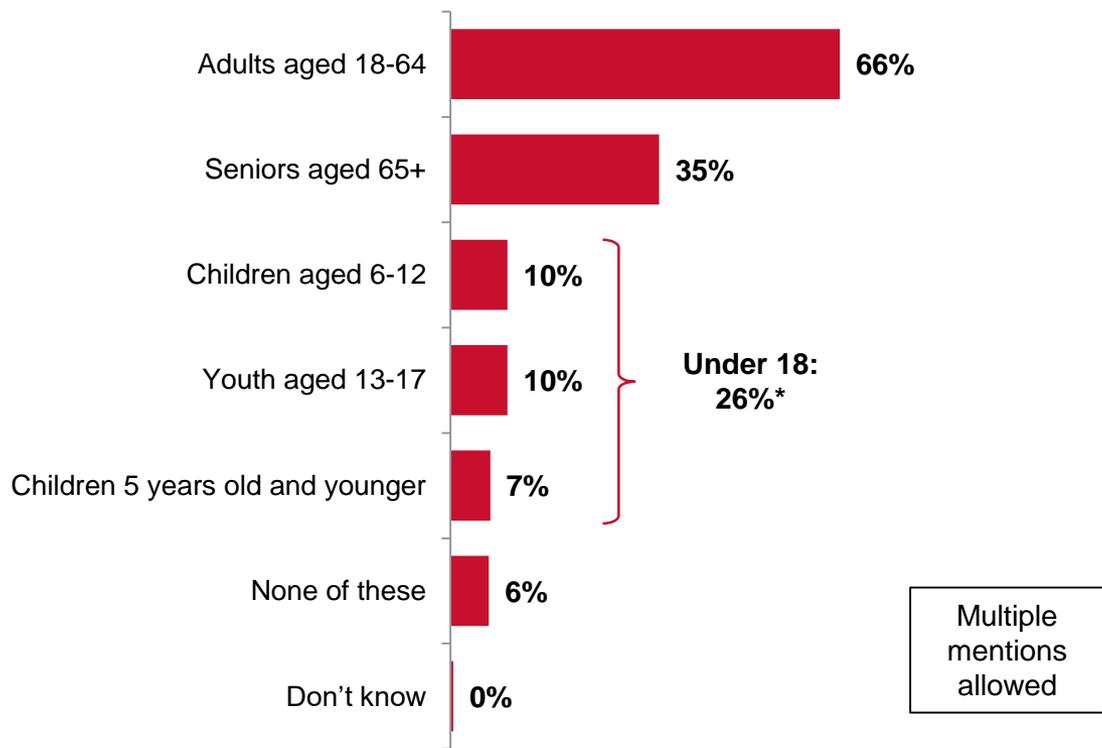
6. Regarding the cost you pay for winter events and activities, please indicate to what extent you agree or disagree with each of the following statements:
 Base: All respondents (n=bases vary)



Age Groups of Participants

Adult-oriented events and activities will likely have the most participation, but events geared toward all ages will also have healthy participation.

Expected Participant Age Groups



*Rounding

7. In your household, who would participate in winter events and activities? (Select all that apply)

Base: All respondents (n=1,280)

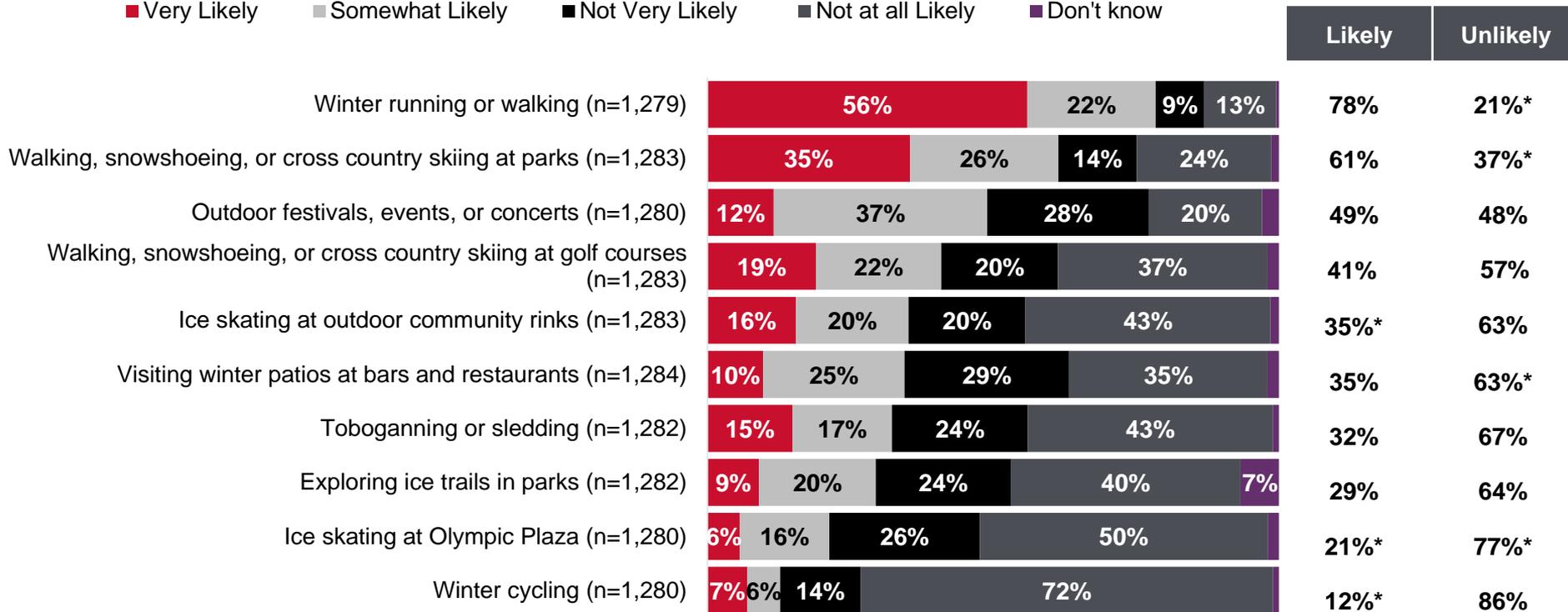


Likelihood of Participating in Specific Activities

The majority of survey participants are unlikely to participate in most outdoor winter activities, with the exception of winter running or walking, cross country skiing, snowshoeing, or walking in parks, and attending festivals or events.

Likelihood of Participating in Specific Winter Activities

■ Very Likely
 ■ Somewhat Likely
 ■ Not Very Likely
 ■ Not at all Likely
 ■ Don't know



Note: 3% and lower not labelled

*Rounding

17. Please indicate how likely or unlikely you are to participate in the following outdoor winter activities in Calgary this winter:

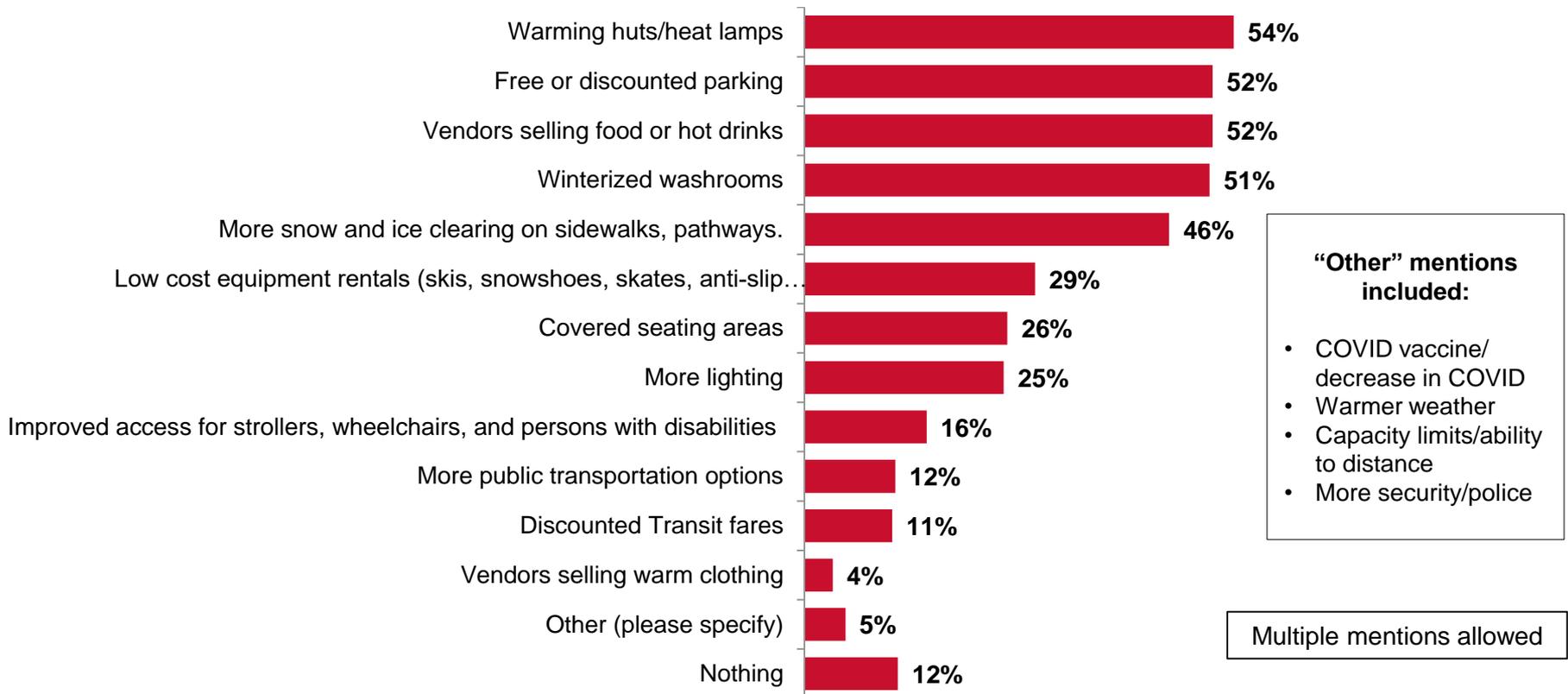
Base: All respondents (n=bases vary)



How to Encourage Participation

The most preferred amenities to encourage more participation in outdoor winter activities are warming huts or heat lamps, free or discounted parking, access to food and drinks, winterized washrooms, and more snow clearing, with half of the respondents selecting these. Equipment rentals, covered seating, and more lighting are encouraging to one quarter of respondents.

More Likely to Participate in More Outdoor Winter Activities



18. Which of the following, if any, would make you more likely to participate in more outdoor winter activities in in Calgary? (Select all that apply)

Base: All respondents (n=1,281)

Visiting Downtown

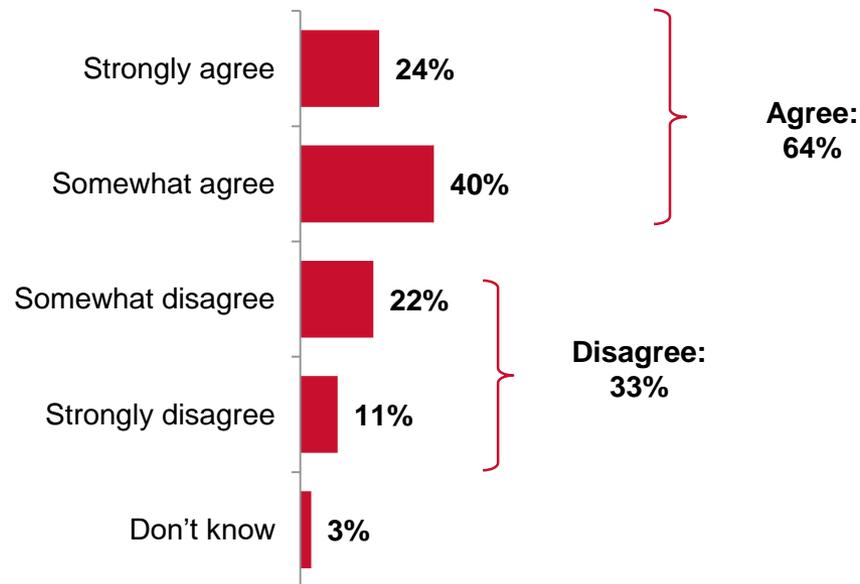




Calgary's Downtown

Overall, two thirds of respondents agree with this statement, but only one quarter agree strongly.

Agreement that “Calgary’s Downtown is the economic and cultural heart of Calgary, and when our Downtown thrives, so does the rest of the city”



8. Do you agree or disagree with the sentiment that “Calgary’s Downtown is the economic and cultural heart of Calgary, and when our Downtown thrives, so does the rest of the city “?

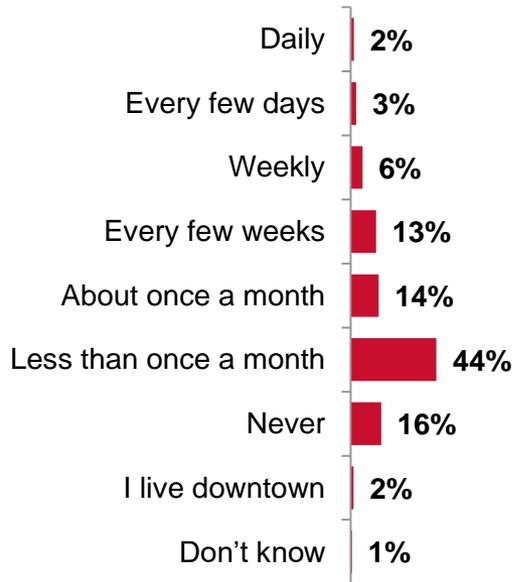
Base: All respondents (n=1,279)



Frequency of Going Downtown for Events & Activities

Respondents are most likely to visit downtown for arts, culture, recreation, or leisure less than once a month. Half of respondents who go downtown do not change the frequency of their visits during winter, while one third of respondents visit less often during winter.

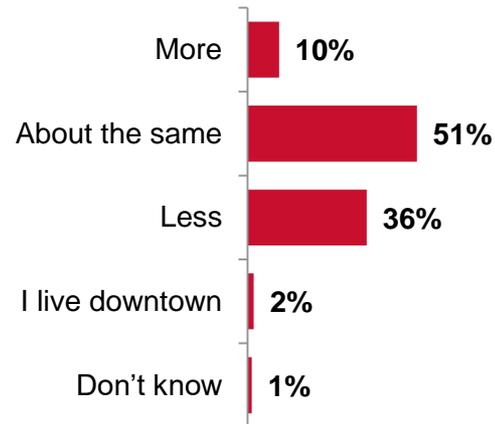
Frequency of Going Downtown for Arts, Culture, Recreation, or Leisure



9. In a typical 12-month period, how often, if at all, do you go downtown for arts, culture, recreation or leisure?

Base: All respondents (n=1,284)

Change of Frequency of Going Downtown for Arts, Culture, Recreation, or Leisure During Winter Among those who visit or live downtown



10. Do you visit downtown for arts, culture, recreation or leisure events and activities more, less, or about the same during winter as in other seasons?

Base: Respondents who visit or live downtown (n=1,079)

Events and Activities

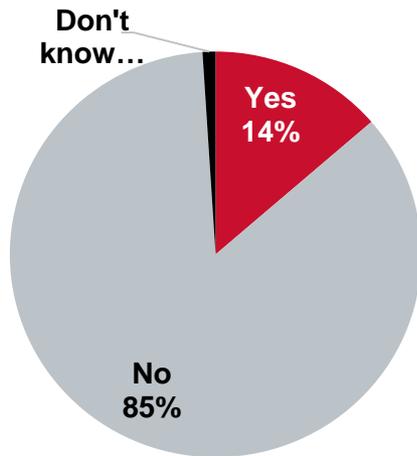




Chinook Blast

Awareness of Chinook Blast among panel members is fairly low, and one third are reserving judgement on their overall impression, but among those with an opinion, nearly half have a favourable opinion, and two in five are likely to attend any Chinook Blast events.

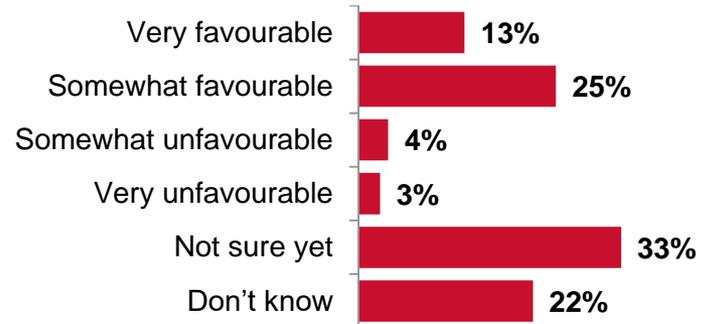
Heard of Chinook Blast



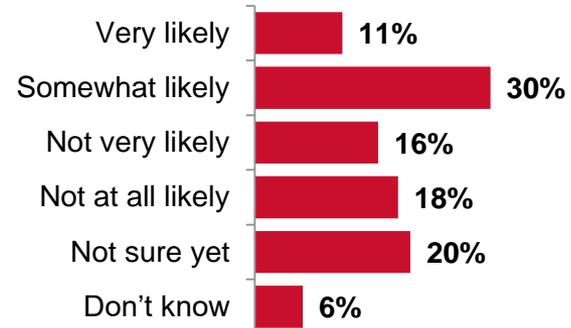
11. The new Chinook Blast winter festival is coming to Calgary for six weeks, January 22 to February 28, 2021. It will include indoor and outdoor events with COVID-19 precautions, to bring Calgarians and visitors downtown and help stimulate local hospitality businesses. Before today, have you heard of Chinook Blast?

Base: All respondents (n=1,280)

Overall Impression



Likelihood of Attending



12. What is your overall impression of Chinook Blast?

Base: All respondents (n=1,276)

13. How likely or unlikely are you to attend any of the Chinook Blast events?

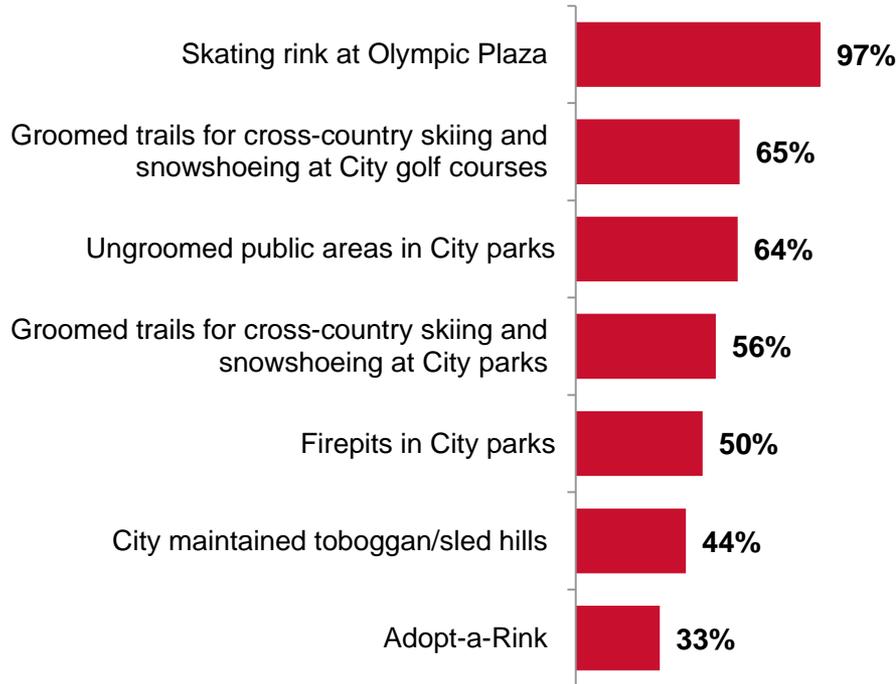
Base: All respondents (n=1,279)



City of Calgary Winter Activities and Amenities

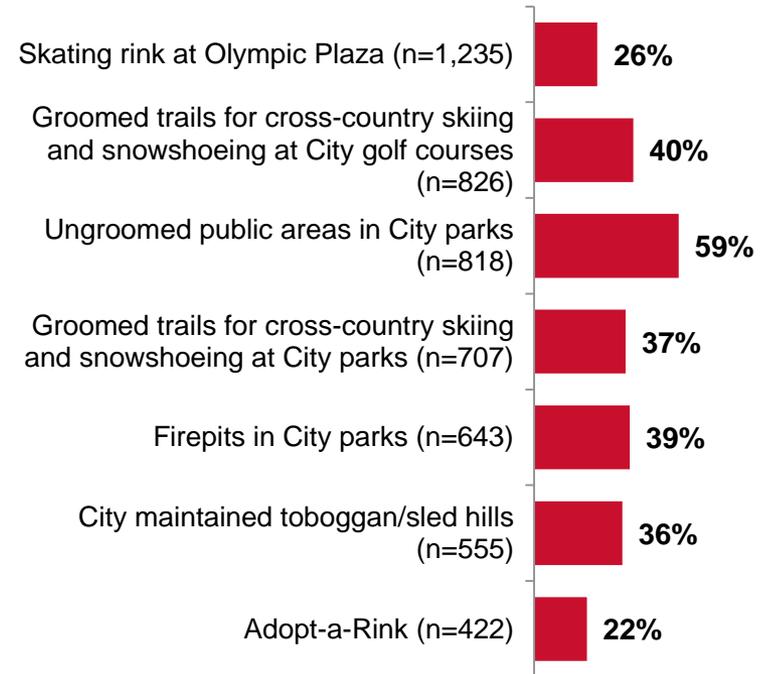
Awareness of City outdoor winter amenities is fairly strong for most except toboggan hills or Adopt-a-Rink. Awareness does not translate into usage or intention to use for most amenities except ungroomed areas in parks.

Have Heard of Winter Activities and Amenities (% Yes)



14. Before today, have you heard of any of the following outdoor winter activities and amenities in Calgary?
 Base: All respondents (n=1,284)

Have Used or Plan To Use (% Yes) Among those who have heard of it



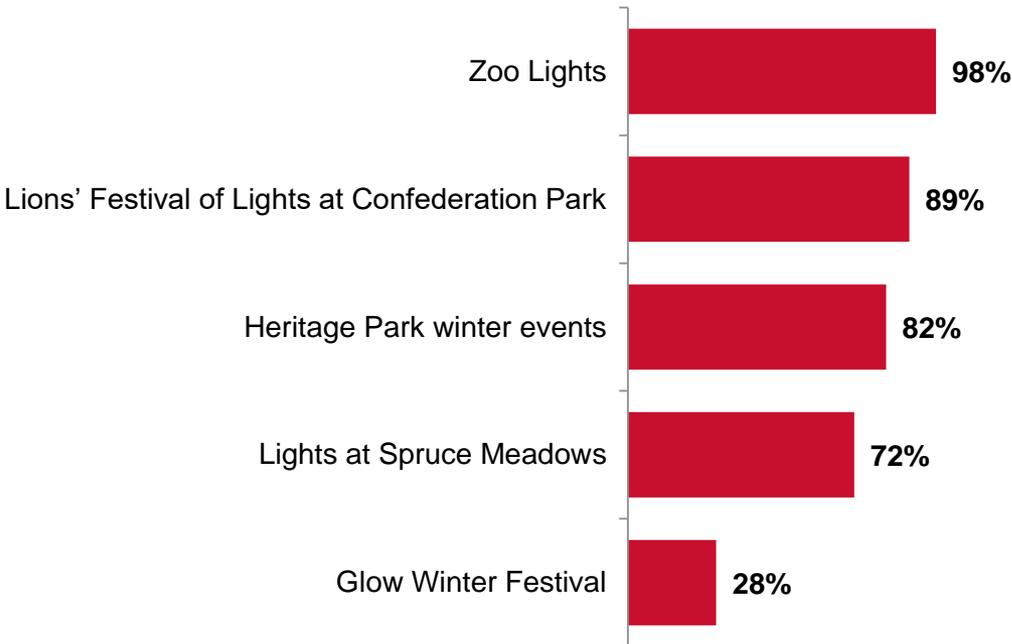
15. Have you used, or do you plan to use any of these?
 Base: Respondents who have heard of these (Bases vary)



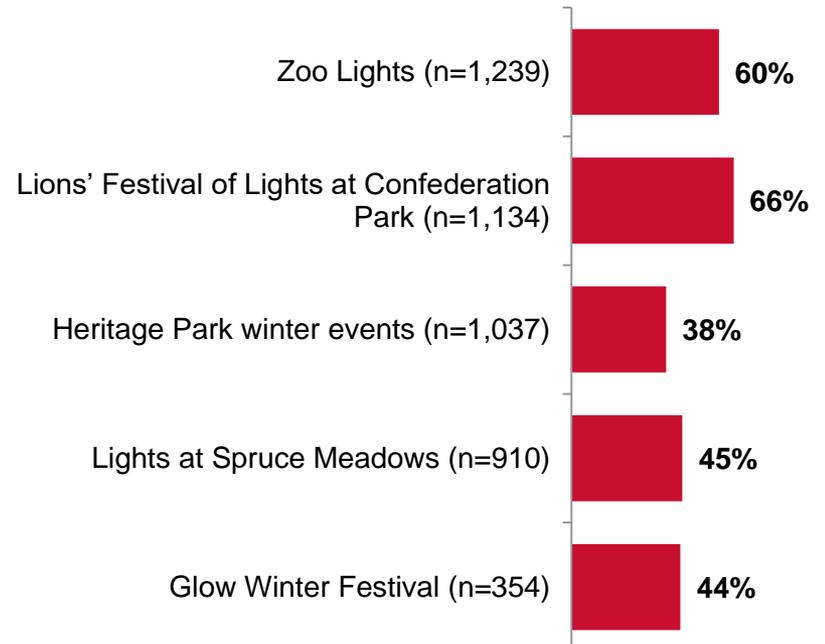
City Partner Winter Activities and Amenities

Awareness of Partner outdoor activities is generally slightly higher than City amenities. Of those aware of each, past or planned attendance is about the same as for City amenities.

Have Heard of Winter Activities and Amenities (% Yes)



**Have Attended or Plan To Attend (% Yes)
Among those who have heard of it**



16. Before today, have you heard of any of the following outdoor winter activities and amenities in Calgary?

Base: All respondents (n=1,284)

17. Have you attended, or do you plan to attend any of these?

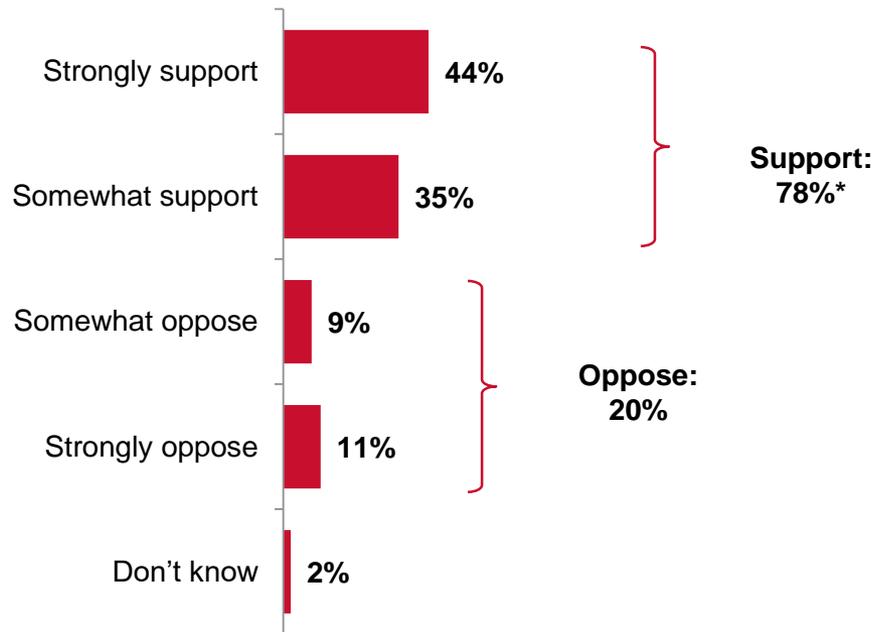
Base: Respondents who have heard of these (Bases vary)



Support/Opposition for Allowing Alcohol Consumption

Four in five respondents are supportive of The City allowing some consumption of alcoholic beverages in parks.

Support or Opposition for The City Allowing Alcohol Consumption in Parks



*Rounding

19. Would you support or oppose The City allowing alcoholic beverages like mulled wine, spiked eggnog, or cider to be consumed in parks during small social gatherings?

Base: All respondents (n=1,281)

Communication and Messages

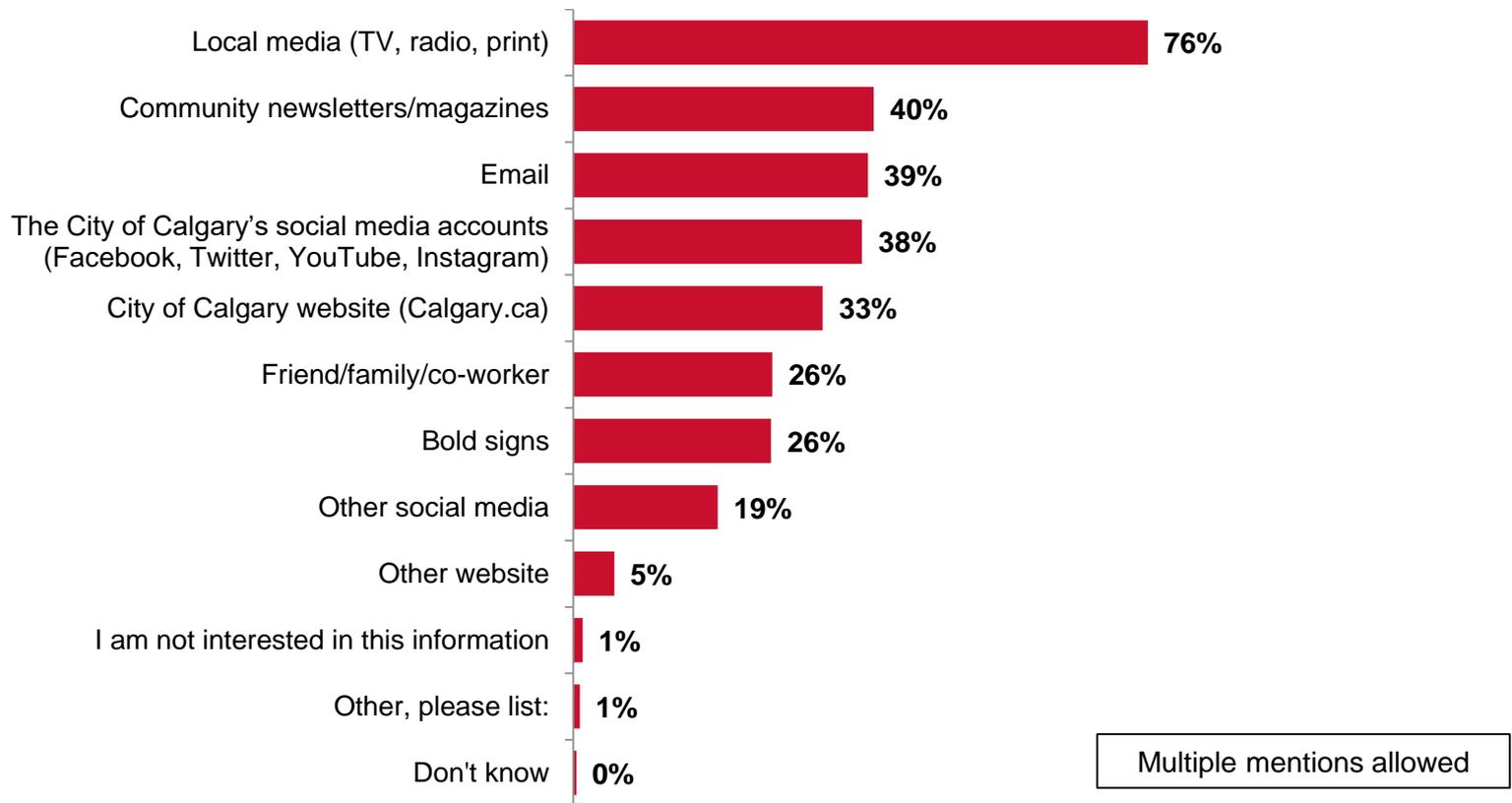




Preferred Ways to Get Information About Events

TV, radio, and print coverage by local media is seen as the most preferred way to get information for three quarters of respondents. Two in five respondents prefer community newsletters, emails, and City social media channels.

Preferred Ways to Get Information About Events Happening in Calgary



20. What are your preferred way(s) to get information about events happening in Calgary?

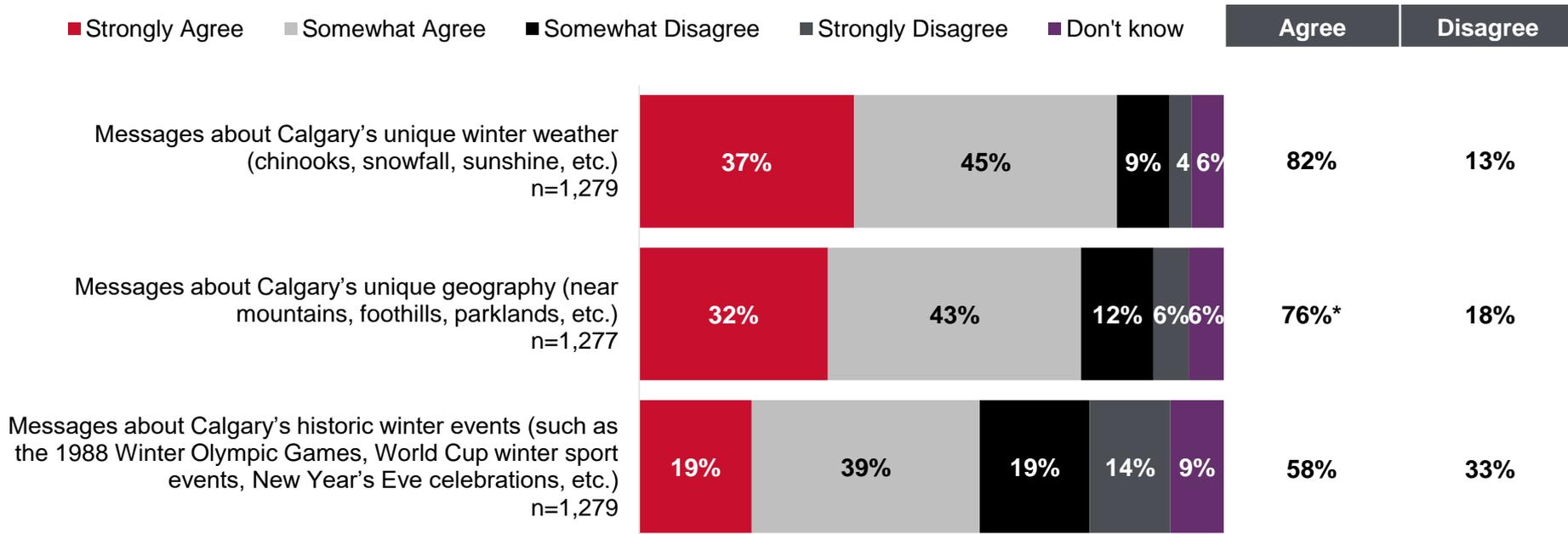
Base: All respondents (n=1,283)



Inspiring Key Messages

The key messages that resonated best with respondents as potentially inspiring were messages about qualities that make Calgary unique, such as chinooks, sunshine, and snowfall levels, and also messages about local geographical features. A majority of respondents also found messages about historic winter events inspiring, but fewer felt strongly about these topics.

Agreement That Key Message May Inspire Calgarians to Participate in More Outdoor Winter Activities



Note: 3% and lower not labelled

*Rounding

21. There are some key messages we could share that may inspire Calgarians to participate in more outdoor winter activities. How strongly do you agree or disagree that each of these is an inspiring message?

Base: All respondents (n=bases vary)

Demographics





Demographics

Gender	
Female	43%
Male	50%
Other	0%
Prefer not to answer	6%

Born in Canada	
Yes	79%
No	17%
Prefer not to answer	4%

Age	
18 to 24	0%
25 to 34	4%
35 to 44	13%
45 to 54	21%
55 to 64	31%
65 or older	27%
Prefer not to answer	4%

Education	
Completed high school or less	5%
Some post secondary or completed a college diploma	28%
Completed university degree or post-grad degree	61%
Prefer not to answer	5%

Income	
Less than \$30,000	5%
\$30,000 to <\$45,000	5%
\$45,000 to <\$60,000	7%
\$60,000 to <\$75,000	8%
\$75,000 to <\$90,000	8%
\$90,000 to <\$105,000	7%
\$105,000 to <\$120,000	8%
\$120,000 to <\$150,000	5%
\$150,000 or more	20%
Prefer not to answer	24%

Total may not add to 100% due to rounding