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# Communications Omni

City of Calgary Wall Calendar Assessment

## February 2011

# Methodology

## Background

- Leger Marketing was contracted by The City of Calgary to conduct an online Omni-survey to gather information from Calgary residents regarding the corporate calendar that is distributed to nearly 400,000 households in Calgary.

## Data Collection

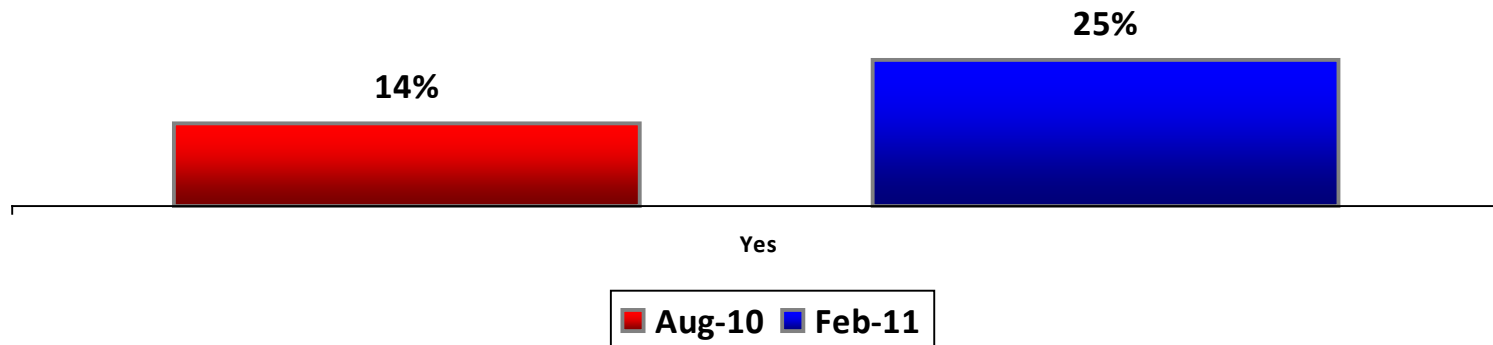
- A total of 764 interviews were completed online with Calgary residents through LegerWeb.
- At the time of the survey there were 4,900 panel members located in Calgary. All of these panelists were invited to participate in this survey and a response rate of 16% was achieved.
- Data was collected from February 14 to February 17<sup>th</sup>, 2011
- As a non-random Internet survey, results are not generalized to the population of Calgary but do provide a good indication of the views of Calgarians.

# Analysis of Findings

# Calendar in the Household

One quarter (25%) of Calgary respondents claim they have a copy of the corporate wall calendar distributed by the City of Calgary. This is an increase from August 2010 when 14% of Calgary respondents claimed they had a copy of the calendar in their household.

Calgary respondents who are 55 years of age or older are more likely than others to indicate they have a calendar in the household.



\*Don't know excluded for trending purposes (4%)

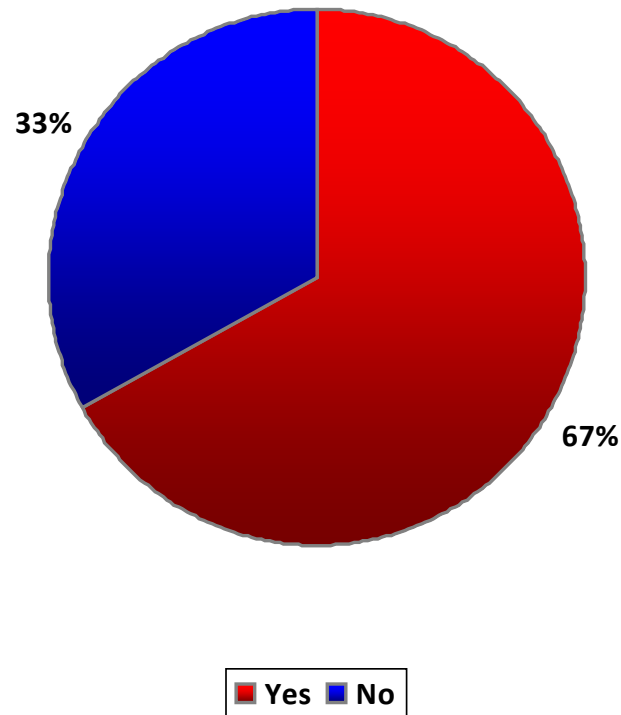
(n=735-762)

Q1. As you may or may not be aware, The City of Calgary produces an annual corporate wall calendar which is distributed to 400,000 households in Calgary. Do you have a copy of this calendar anywhere in your household?

# City Events Information




Two-thirds (67%) of Calgary respondents who claim they have the calendar in their household find the city events information in the calendar useful.




(n=201)

Q2. Do you find the city events information in the calendar useful?

# Calendar Uses

 Calgary respondents mainly use the calendar for keeping track of dates and events (29%) or checking the day of week (21%).

 One in five (14%) use the calendar for keeping track of appointments or verifying holidays (12%).

Calendar Use	(n=201)
Keeping track of dates/events	29%
Checking the day of the week	21%
Keeping track of appointments	14%
Verifying holidays	12%
Family agenda/activities	9%
Messages/reminders	5%
Other mentions	3%
I don't use it	7%

# Demographics

# Demographic Profile (1 of 3)

Age	(n=764)
18-24 years of age	8%
25-34 years of age	26%
35-44 years of age	9%
45-54 years of age	13%
55-64 years of age	21%
65-74 years of age	12%
75 years of age or older	9%

Marital Status	(n=764)
Single	20%
Married / living in common law	68%
Divorced	6%
Separated	2%
Widowed	3%
I prefer not answering	1%

Gender	(n=764)
Female	50%
Male	50%

Income	(n=764)
\$19,999 or less	3%
between \$20,000 and \$39,999	10%
between \$40,000 and \$59,999	10%
between \$60,000 and \$79,999	15%
between \$80,000 and \$99,999	12%
\$100,000 or more	34%
I don't know / I prefer not answering	17%



## Demographic Profile (2 of 3)

Education	(n=764)
Elementary (7 year or less)	-
High school, general or professional (8 to 12 years)	19%
College pre-university, technical training, certificate	26%
University certificates and diplomas	9%
University Bachelor (including classical studies)	32%
University Master's	10%
University Doctorate (PhD)	2%
I prefer not to answer	1%

Children in household	(n=764)
Yes, 12 years of age and older ONLY	10%
Yes: 12 years of age and older AND younger than 12 years old	5%
Yes: Younger than 12 years old ONLY	22%
No children under 18 years old at all in the household	62%
I prefer not to answer	1%

## Demographic Profile (3 of 3 )

Job type	(n=764)
Office Worker	11%
Personnel specialized in sales	5%
Personnel specialized in services	4%
Manual Workers	2%
Skilled, semi-skilled workers	5%
Science and Technology workers	7%
Professionals	21%
Managers/Owners/Administrators	15%
Homemaker	8%
Student	4%
Retired	14%
Unemployed	2%
Other (please specify)	-
I prefer not answering	2%

Language	(n=764)
French	3%
English	83%
Other	8%
English and French	1%
French and other	-
English and other	4%
I prefer not answering	1%