



Olympic Bid Dialogue Phase Research

REPORT: March 2018

Prepared for The City of Calgary by:

Contact:

Jamie Duncan
Vice President
Ipsos
587.952.4863
jamie.duncan@ipsos.com
700 6th Ave SW, Suite 1950
Calgary, AB T2P 0T8

Marina Gilson
Director
Ipsos
778.373 5046
marina.gilson@ipsos.com
200 – 1285 W Pender St
Vancouver, BC V6E 4B1

Methodology	3
Key Findings	5
Summary of Findings	7
Characteristics and Attitudes towards the Survey	18



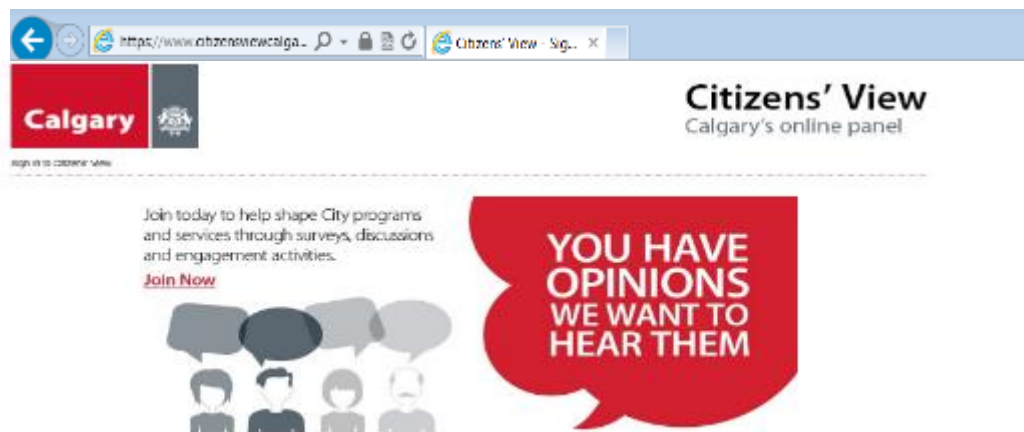
Methodology

Ipsos conducted an online survey with Citizens' View panelists.

Citizens' View is an online panel that encourages citizens to participate in shaping City of Calgary programs and services through surveys, discussions and engagement activities.

The survey was launched on February 5 to 3288 panelists. A total of 1235 panelists completed the survey before 4 pm on February 8. Results in this report are based on all valid responses from participants who completed the entire survey before that time. Due to the short field period, later responses were accepted until the survey was closed on February 11 to avoid offending later participants.

The following findings are qualitative in nature. The work is exploratory as a result of the make up of panelists currently on the Citizens' View panel. The results should be regarded as directional and should not be projected to the larger population without further quantitative research.





Key Findings

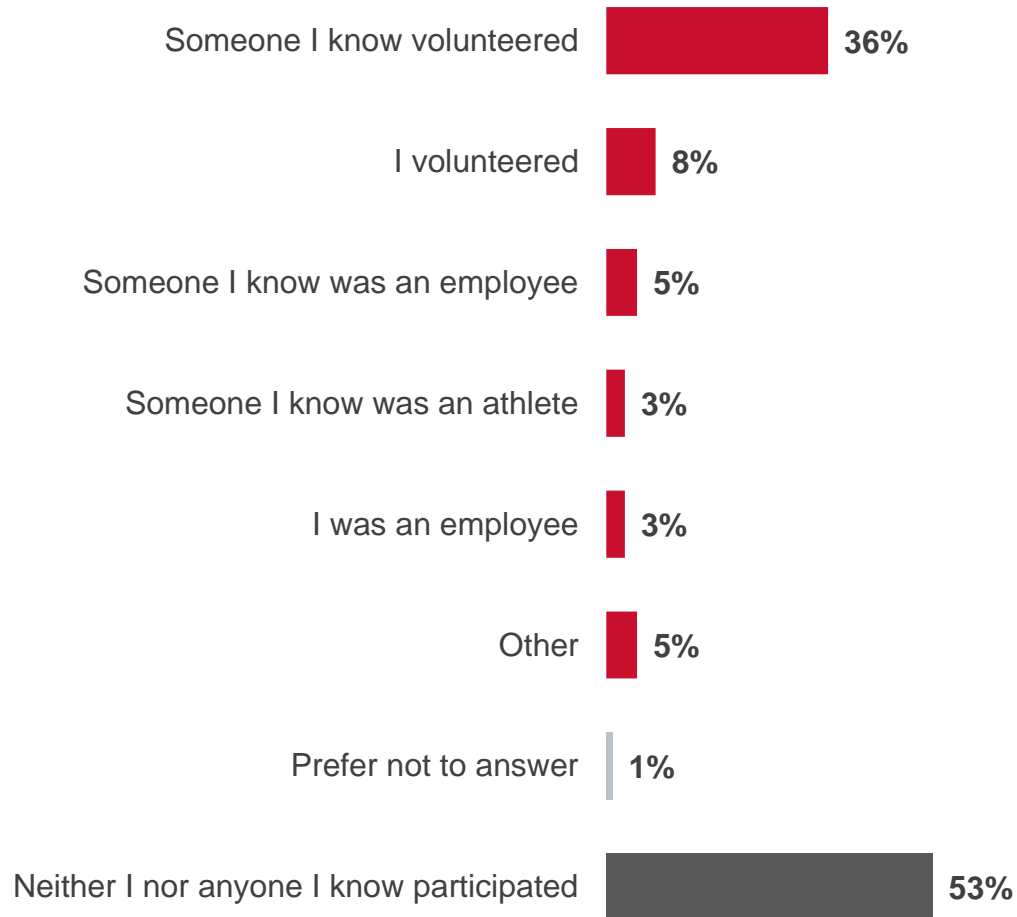
Key Findings

- Just under one-half of Citizen's View panelists either participated in the 1988 Olympic and Paralympic Games, or know someone who did. Over one-third knew someone who volunteered, while other panelists had more direct involvement.
- Virtually all (95%) panelists have seen or heard something about The City of Calgary exploring a potential 2026 Olympic and Paralympic Winter Games bid. Most heard about this through local tv, radio and print media (94%). Social media (one-third), word-of-mouth (32%) and websites (including Calgary.ca at 9%) are also important sources.
- Seven-in-ten respondents report that they heard a mix of positive and negative information about the potential bid, while 17% said it was mostly positive and 12% perceived it as mostly negative.
- Among those panelists who have seen or heard anything about the bid, only one-half are satisfied with City and/or Calgary Bid Exploration Committee (CBEC) communications about a potential bid, and the same proportion are satisfied that they have the information they need about the exploration of the bid. This finding clearly underscores the need for that direct communication from the City or Committee about this topic.
- Panelists are likely to need information about financial matters: project cost, funding, economic impacts, long-term sustainability and value. Community and environmental impacts and risk mitigation are also of concern.
- Preferred media to learn about this bid is local media, Calgary.ca and The City of Calgary's social media accounts. When it comes to being involved in the exploration, online sources are preferred: over one-half of panelists would prefer to comment online, 46% want information posted on a website and four-in-ten want to receive information by email. Some interest is also expressed in having information mailed to homes and in-person sessions.



Summary of Findings

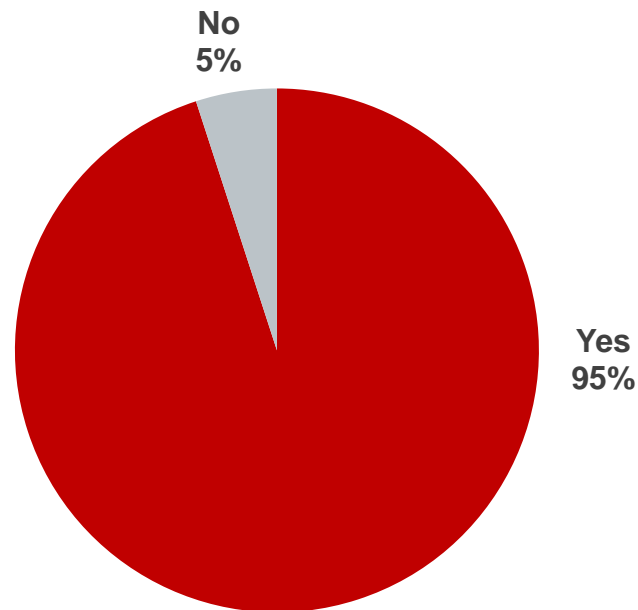
Participation in 1988 Olympic and Paralympic Games



Q1. Did you participate or do you know someone who participated in the 1988 Olympic and Paralympic Games? (Select all that apply)

Base: Total Respondents (n=1235)

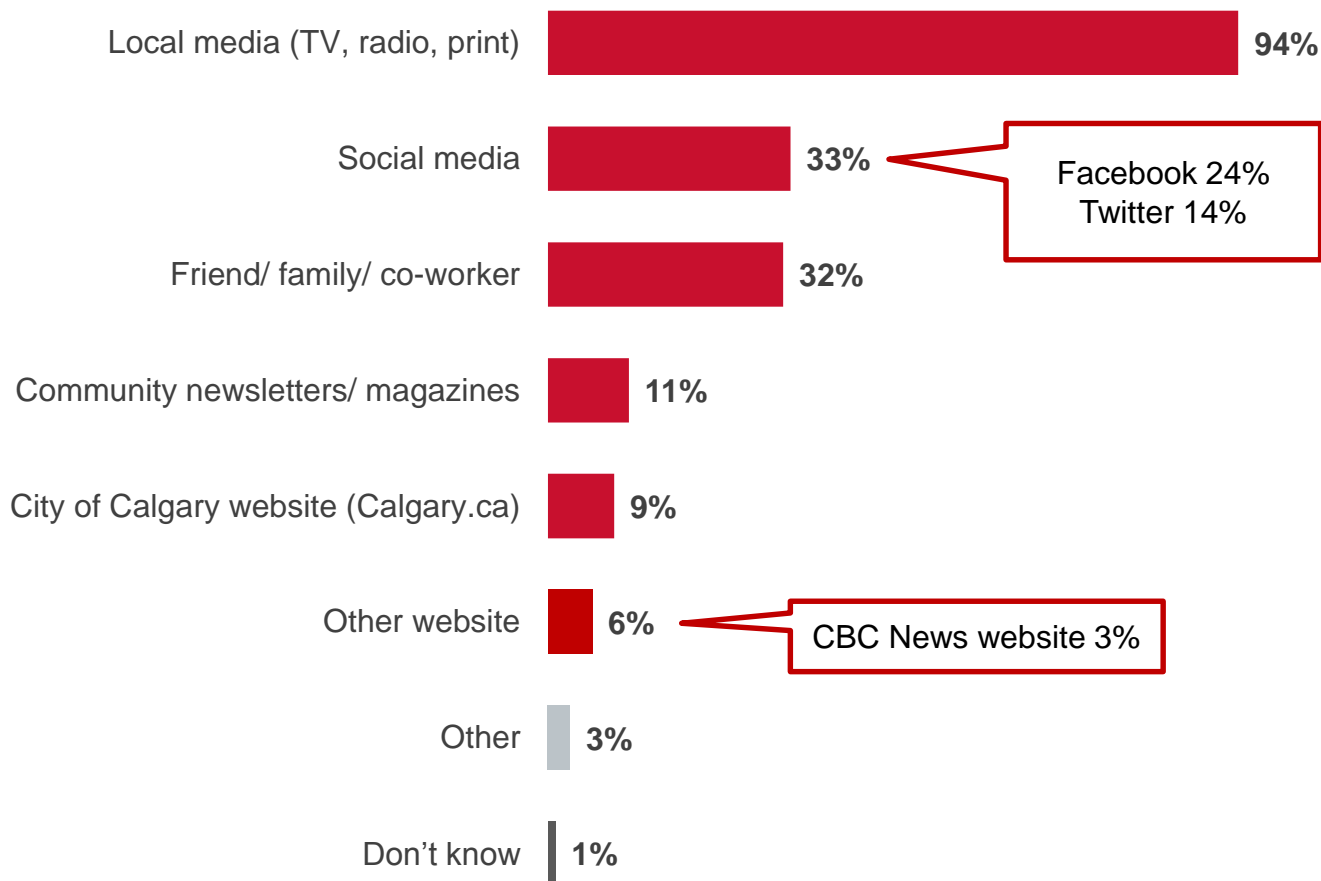
Whether Recall Anything About The City of Calgary Exploring a Potential 2026 Olympic and Paralympic Winter Games Bid



Q2. In the past 12 months, do you recall seeing, reading, or hearing anything about The City of Calgary exploring a potential 2026 Olympic and Paralympic Winter Games bid?

Base: Total Respondents (n=1235)

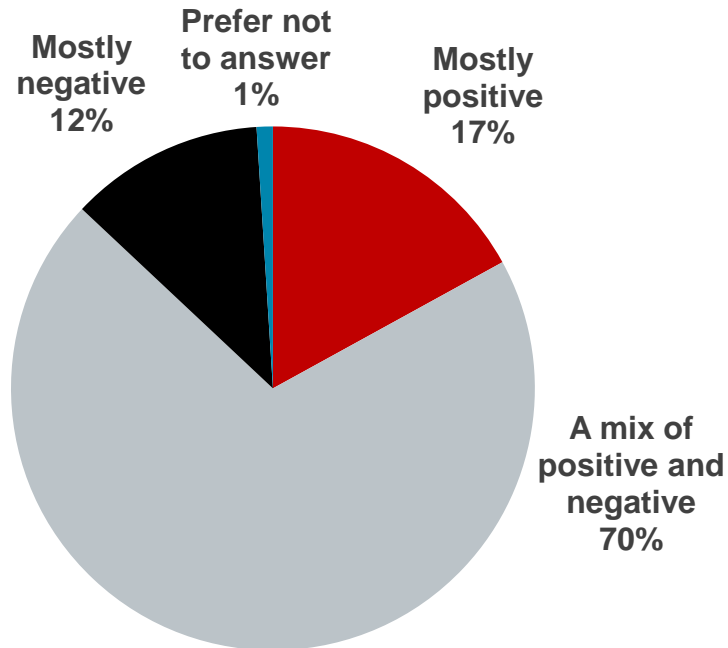
Source of Awareness of the Potential 2026 Bid



Q3. Where do you recall seeing, reading, or hearing something about the exploration of a potential 2026 Olympic and Paralympic Winter Games bid? (Select all that apply)

Base: Respondents who recall seeing, reading or hearing anything about the potential bid (n=1178)

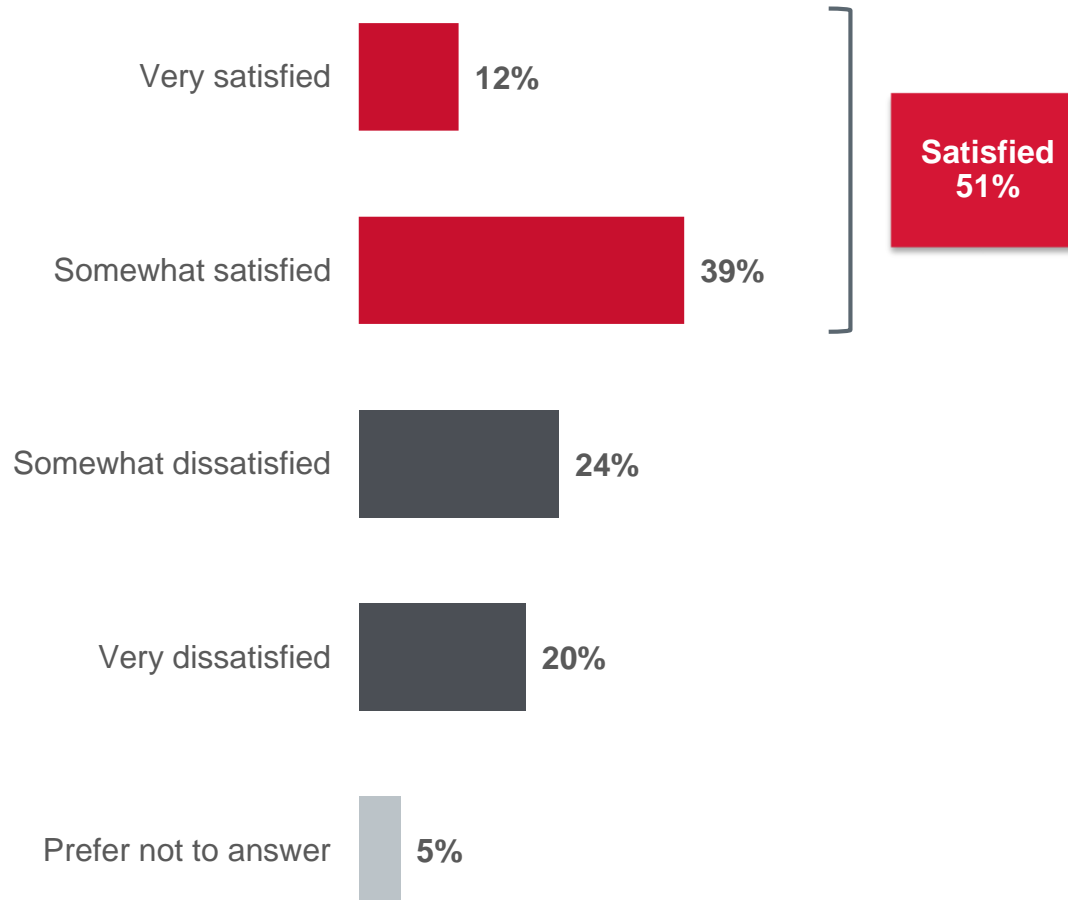
Whether Recalled Information was Positive, Negative or Mixed



Q4. Overall, has the information you recall been positive, negative, or mixed?

Base: Respondents who recall seeing, reading or hearing anything about the potential bid (n=1178)

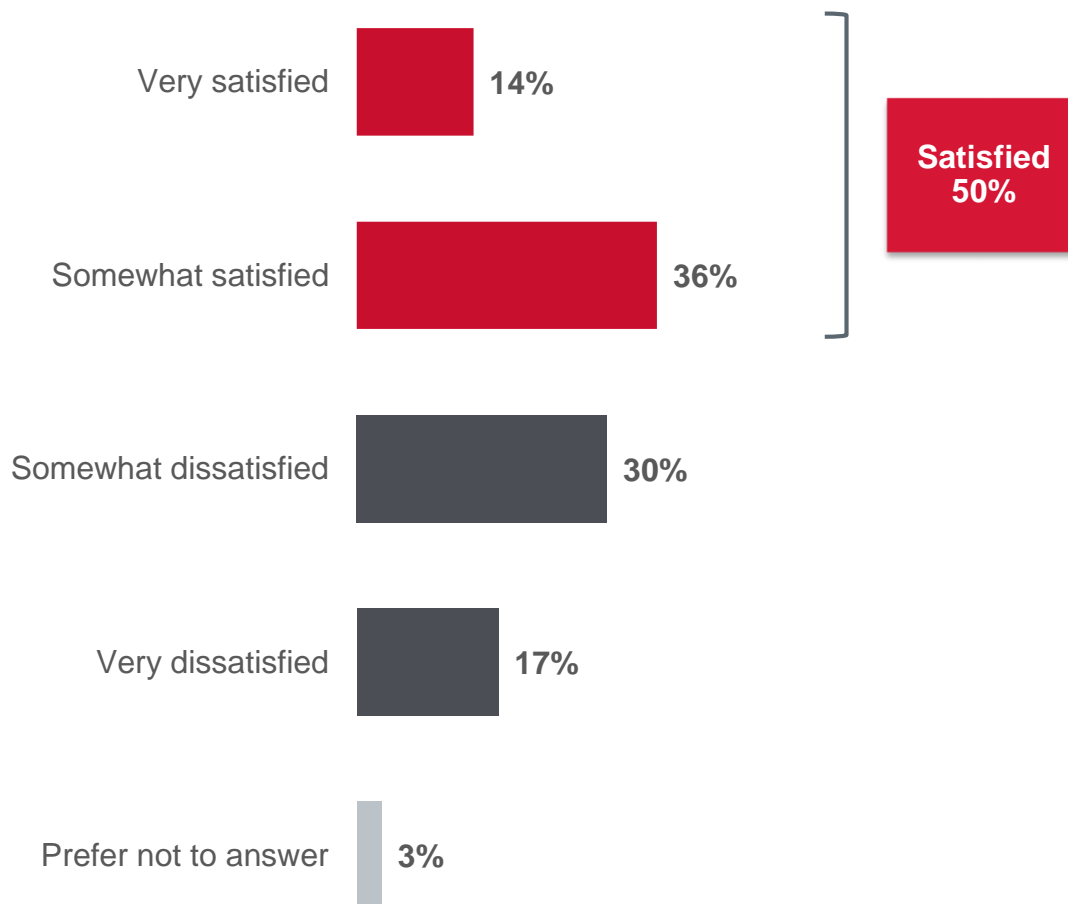
Satisfaction with Communications about the Potential Bid



Q5. Overall, how satisfied or dissatisfied are you with City and/or Calgary Bid Exploration Committee (CBEC) communications about a potential 2026 Olympic and Paralympic Winter Games bid?

Base: Respondents who recall seeing, reading or hearing anything about the potential bid (n=1178)

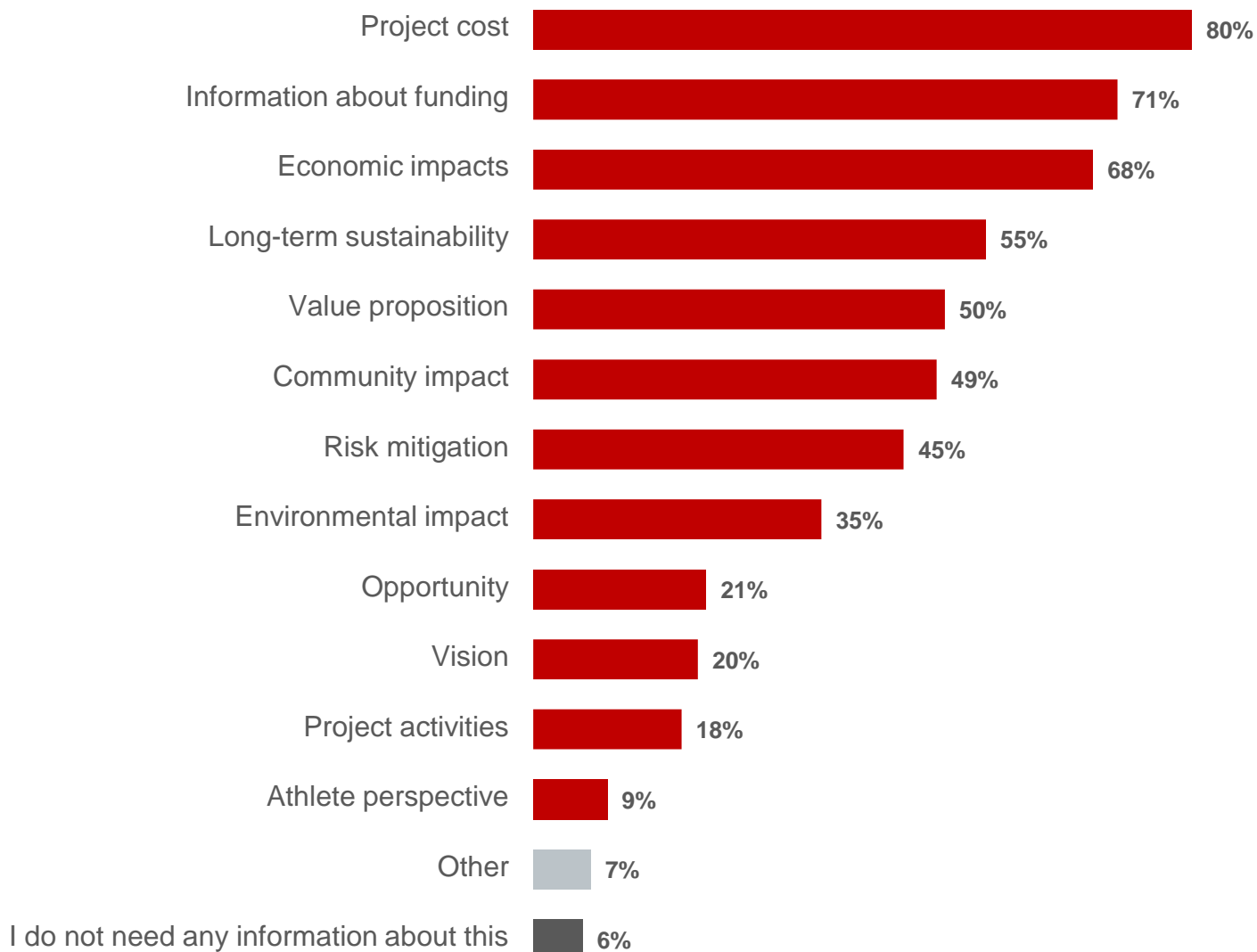
Satisfaction That You Have the Information You Need about the Exploration of the Potential Bid



Q6. How satisfied or dissatisfied are you that you have the information you need about the exploration of a potential 2026 Olympic and Paralympic Winter Games bid?

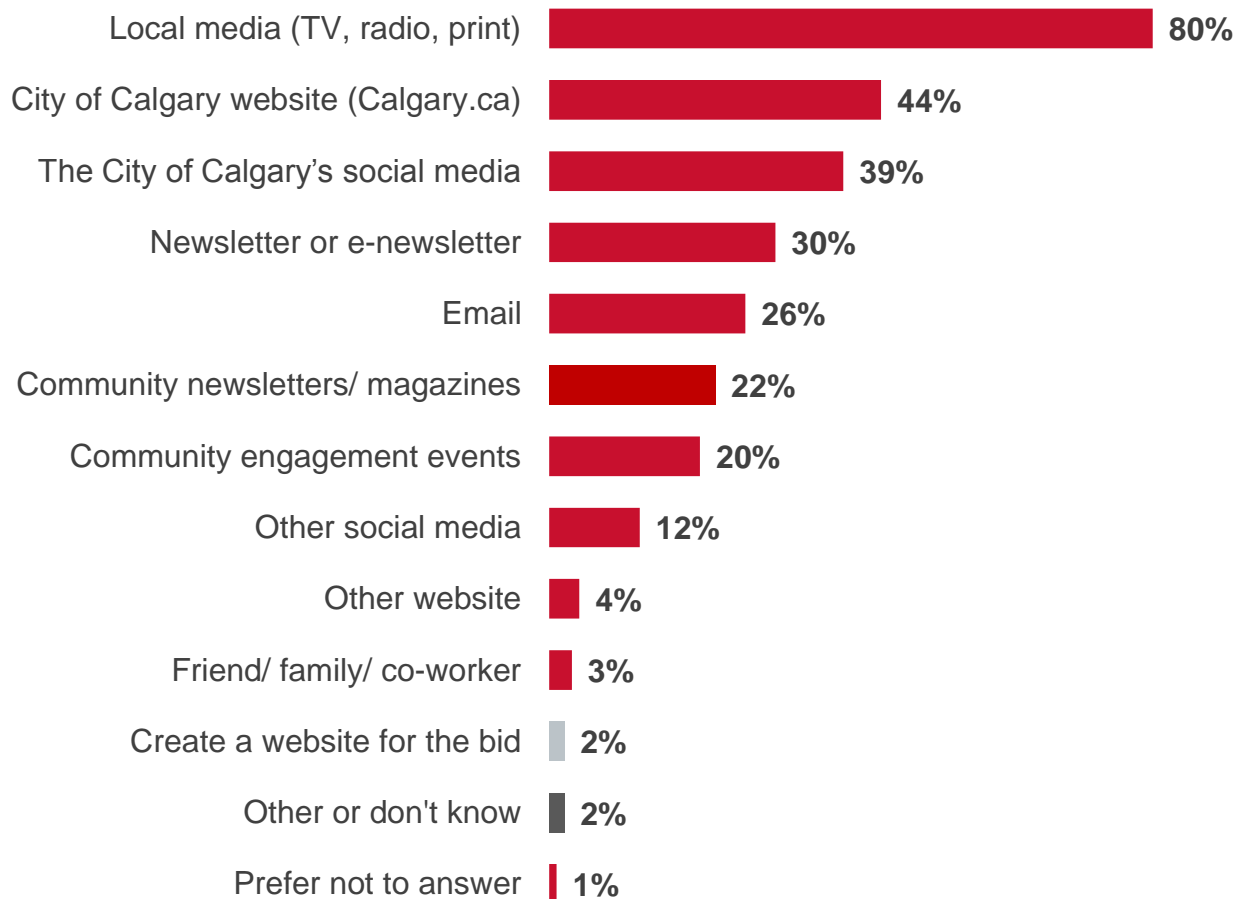
Base: Total Respondents (n=1235)

Specific Information Needed about the Potential Bid



Q7. What specific information do you need about the exploration of a potential 2026 Olympic and Paralympic Winter Games bid? (Select all that apply) Base: Total Respondents (n=1235)

Preferred Ways to Get Information about the Exploration of the Potential Bid

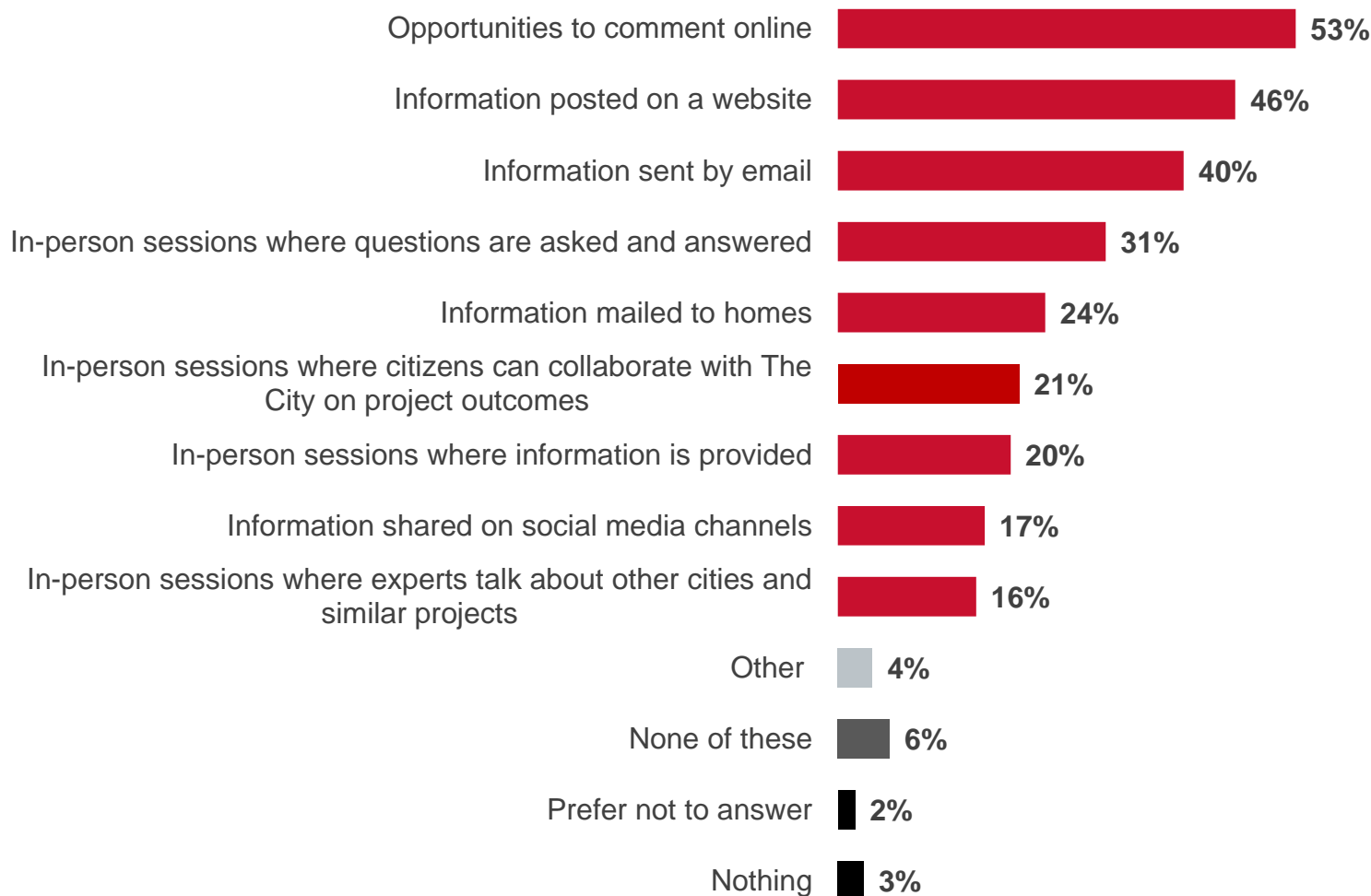


Q8. What would be the best way for you to get information about the exploration of a potential 2026 Olympic and Paralympic Winter Games bid?
(Select all that apply)

Base: Respondents other than those who stated they did not need any information about the exploration of the potential bid (n=1159)



Preferred Ways to Be Involved in the Exploration of the Potential Bid



Q9. What would be the best way to involve you in the exploration of a potential 2026 Olympic and Paralympic Winter Games bid? *(Please select all that apply)*

Base: Total Respondents (n=1235)



Characteristics and Attitudes toward the Survey

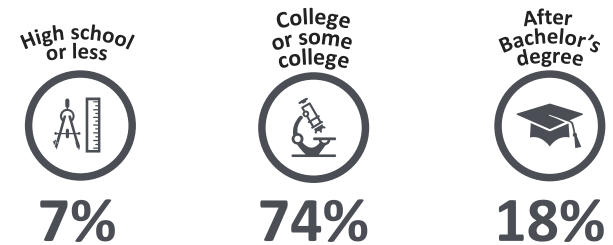
Demographic Characteristics

Gender

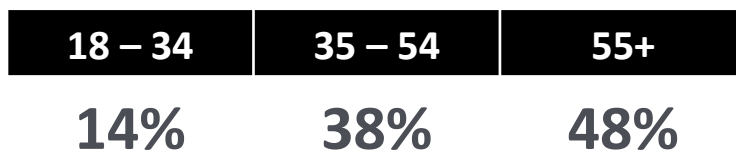


(Prefer not to answer 3%)

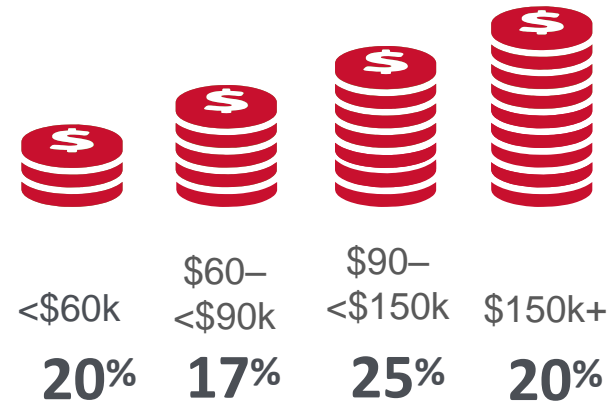
Education



Age



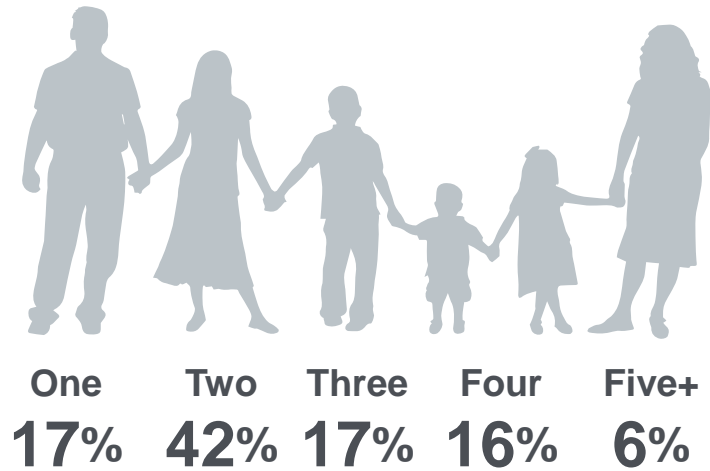
Income



(Prefer not to answer 19%)

Base: Total Respondents (n=1235)

Household Size



Own
82%

Rent
14%

Other
2%

Prefer not
to answer
1%



Base: Total Respondents (n=1235)

Agreement with Statements about the Survey

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Prefer not to answer

The time required to complete this survey was acceptable for me.



This survey was easy for me to complete.



The topic of this survey was interesting to me.



Q12. Please indicate your level of agreement or disagreement with the following statements.

Base: Total Respondents (n=1235)