



Calgary



2021 Citizen Perspectives Survey Report

Winter City

March 31, 2021

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Highlights at a Glance

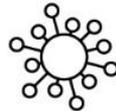
PARTICIPATION IN WINTER ACTIVITIES

74%
Often or sometimes participate in outdoor winter activities in a typical winter

22%
Say that COVID-related measures would encourage them to participate more

Impact of COVID-19 on Participation

- 56%** Less
- 29%** About the same
- 14%** More



IMPORTANCE & SATISFACTION

81%
Satisfied with The City's outdoor winter amenities



It's important for The City to offer...

- 93%** Outdoor winter amenities
- 91%** Programs to help Calgarians have safe outdoor fun
- 89%** Events and performance that are free to attend

RECALL

When thinking about winter activities, things that come to mind include:

- 52%** Ice skating
- 26%** Cross-country skiing
- 21%** Downhill/alpine skiing or snowboarding
- 18%** Walking or running

81%
Recall outdoor skating rinks



INFORMATION & COMMUNICATION

Top-5 Preferred Communication Channels

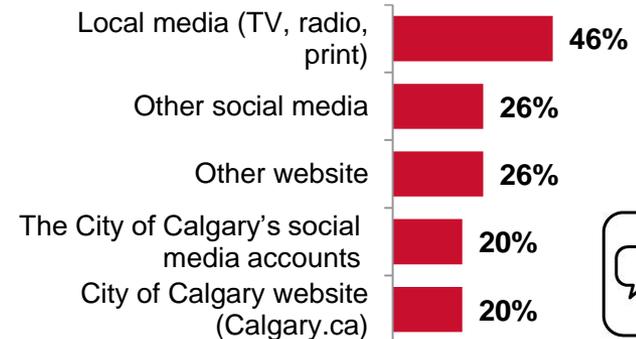




Table of Contents

Background & Methodology	3
Key Findings	5
Detailed Findings	9
Participation in Winter Activities	10
Importance and Satisfaction	16
Recall	20
Communication and Information	23
Demographics	26



Background & Methodology

Background

To help support City decisions, The City of Calgary surveys citizens about their opinions, preferences and attitudes. To help in “making life better every day” for Calgarians, The City conducts the Citizen Perspectives Survey at various intervals through the year.

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’ behaviors, expectations, and preferences related to winter activities. In late 2020, The City’s Corporate Research Team conducted an online survey with Citizens’ View panelists. This survey is a reiteration and extension of the previously conducted survey with a statistically representative sample of Calgarians.

Methodology

The survey was conducted by Leger from March 3-12, 2021 with 500 Calgarians via telephone using random digit dialing (RDD). The survey was conducted using numbers from both landlines (35%) and cell phones (65%) to obtain a random and statistically representative sample of Calgarians. The survey averaged 15 minutes in duration. The margin of error (MOE) for the total sample of n=500 is ± 4.38 percentage points, 19 times out of 20.

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 then weighted to the 2016 Civic Census for age and gender.

Key Findings



Key Findings

A large majority of Calgarians participate in outdoor winter activities.

- Households with children are more likely to often participate in outdoor winter activities (45% among households with children vs. 29% among households without children). Females are more likely to indicate that they 'rarely' or 'never' participate in winter activities compared to males (30% vs. 21%).
- Walking or running, ice skating outdoors, and downhill skiing or snowboarding represent the most common types of outdoor winter activities.
- Slightly more than one half of survey respondents indicated that COVID-19 negatively impacted their participation in outdoor winter activities. This negative impact was higher among those who are not satisfied with outdoor winter amenities provided by The City as compared to those who are satisfied (69% vs. 53%).
- When asked about what would make Calgarians more likely to participate in outdoor winter activities, survey respondents' mentions include COVID-related measures, more advertising/awareness, and weather-related measures. Notably, a sizeable minority (18%) say that there is nothing that would make them more likely to participate in outdoor winter activities.
 - This percentage is higher among those who never participate in outdoor winter activities (37% vs. 20% who 'often' participate & 13% who 'sometimes' or 'rarely' participate).
- Suggestions for making Calgary a better winter city include more snow and ice clearing on sidewalks/pathways, more affordable or free activities, and more advertising.
 - Households with a senior as well as households with a person who has a disability are more likely to say that more affordable or free activities would make Calgary a better winter city (13% households with a senior vs. 5% households without a senior; 11% households with a person who has a disability vs. 4% households without a person who has a disability).

Key Findings – cont'd

A large majority are satisfied with The City's winter amenities.

- Calgarians who participate in winter activities 'often' or 'sometimes' are more likely to be satisfied with The City's outdoor winter amenities than Calgarians who participate less frequently in outdoor winter activities (86% participate 'often' & 83% participate 'sometimes' vs. 72% participate 'rarely' or 'never').

Most Calgarians think that it is important for The City to offer winter amenities and events or performances.

- Overall, a vast majority of Calgarians say that it is important for The City to offer sport, recreation, and leisure amenities that are free to use and events or performances that are free to attend.
 - More females than males say that it is important to offer free amenities (98% vs. 90%). Similarly, females are more likely than males to say that it is important to offer events and performances that are free to attend (96% vs. 82%).
 - Those who 'never' participate in outdoor winter activities are less likely to say that it is important to offer free amenities (79% 'never' participate vs. 94% participate 'often' & 97% participate 'sometimes' or 'rarely'). Similarly, survey participants who 'never' participate in winter activities are less likely to say that it is important for The City to offer events or performances that are free to attend (77% 'never' participate vs. 89% participate 'often' & 92% participate 'sometimes' or 'rarely').
- A large majority of Calgarians also say it is important for The City to offer amenities and events that have a cost, although fewer Calgarians say that it is important as compared to free amenities and events.



Key Findings – cont'd

When thinking about outdoor winter activities, most Calgarians think of ice skating followed by cross country skiing and downhill/Alpine skiing or snowboarding.

- When asked about recalling various outdoor winter activities, eight-in-ten recall outdoor skating rinks and the skating rink at Olympic plaza. Interestingly, households without children are more likely to recall the skating rink at Olympic Plaza than households with children (83% vs. 71%).
 - Recall for trails for cross-country skiing and snowshoeing, and winter firepits in City parks is also strong with more than one-half Calgarians recalling these two activities.
 - However, recall for Chinook Blast and ice bikes is modest with only one-in-three saying that they recall these activities.
 - Those who participate in outdoor winter activities generally have higher levels of recall as compared to those Calgarians who 'never' participate in outdoor winter activities.

Calgarians prefer to get information about events happening in Calgary via local media or social media/ online options.

- There are generational differences in Calgarians' preferred information channels.
 - Those aged 55+ are more likely to prefer local media (e.g., TV, radio, print) to receive information about events happening in Calgary as compared to other age groups (64% 55+ years old vs. 28% 18-34 years old & 47% 35-54 years old).
 - Older Calgarians are less likely to prefer social media (11% 55+ vs. 39% 18-34 & 27% 35-54) or The City's social media (7% 55+ vs. 28% 18-34 & 24% 35-54) channels as sources of information about events happening in Calgary.

Detailed Findings



Participation in Winter Activities

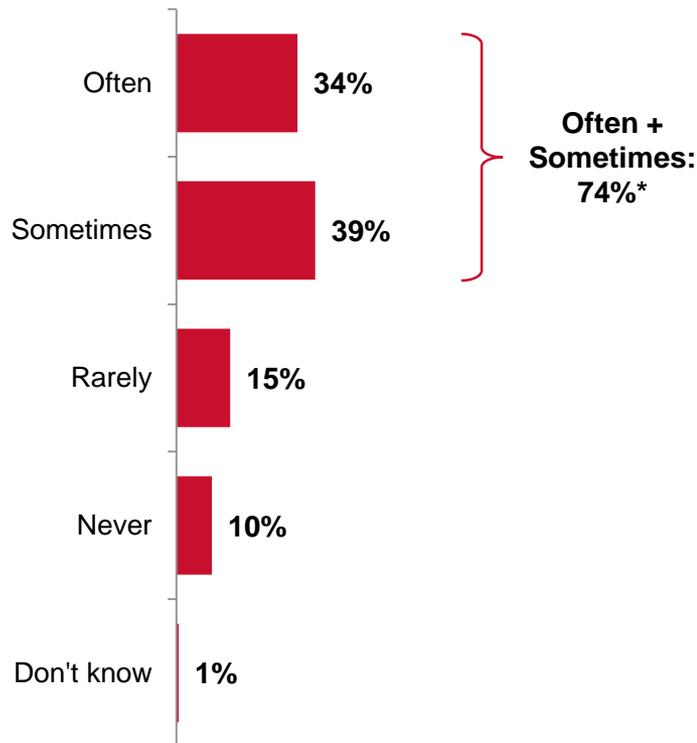




Frequency of Participation

A majority of survey respondents say they participate in outdoor winter activities often or sometimes in a typical winter. Only a small minority never participate in outdoor winter activities.

Frequency of Participation in Outdoor Winter Activities



6. In a typical winter, meaning before the pandemic, how often do you participate in outdoor winter activities, either in Calgary or outside of Calgary? Would you say that it is...

Base: All respondents (n=500)



Types of Outdoor Winter Activities

The most common types of outdoor winter activities include walking or running, ice skating outdoors, and downhill skiing or snowboarding.

Types of Outdoor Winter Activities



7. During this winter, what outdoor winter activities or events have you participated in, either in Calgary or outside of Calgary? Any others?

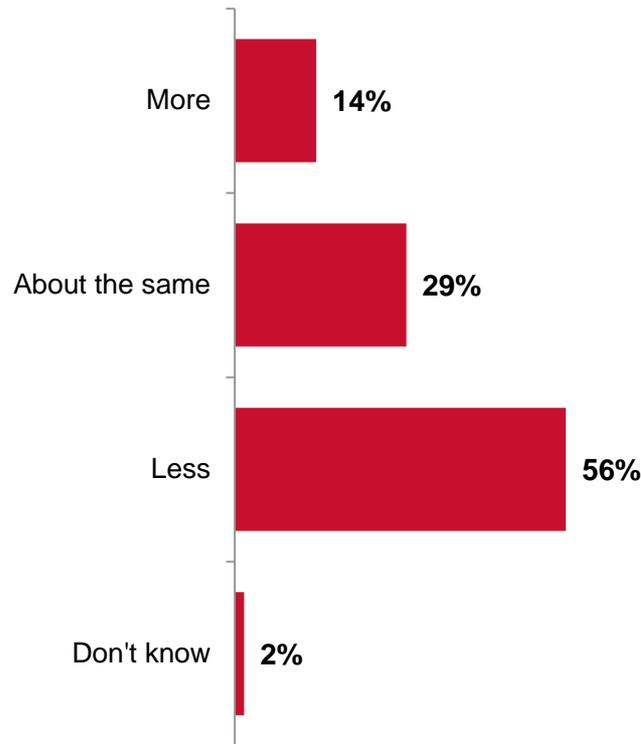
Base: All respondents (n=500)



Impact of COVID-19 on Participation

When asked about the impact of COVID-19 on participation in outdoor winter activities, more than half indicated that they participate less in outdoor winter activities as compared to a typical winter. Only slightly more than one-in-ten participate more in outdoor winter activities.

Impact of COVID-19 on Participation in Outdoor Winter Activities



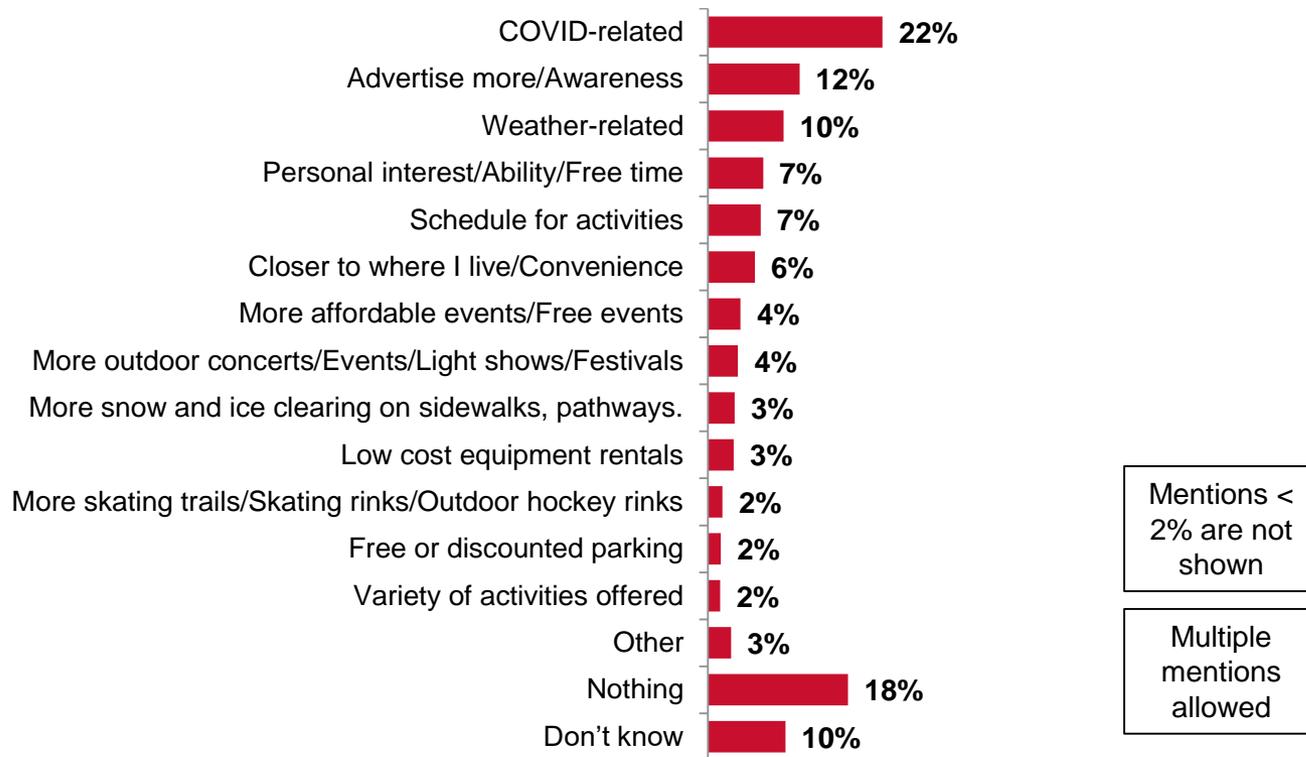
8. Has COVID-19 caused you to participate in outdoor winter activities and events more, about the same, or less than in a typical winter?
 Base: All respondents (n=500)



How to Encourage Participation

Primary motivators of participation in outdoor winter activities include COVID-related measures or the end of COVID, more advertising/awareness, and weather-related issues. Notably, a sizeable minority indicate that nothing would make them more likely to participate in more outdoor winter activities.

Motivators of Outdoor Winter Activities Participation



9. What, if anything, would make you more likely to participate in more outdoor winter activities in Calgary? Any others?

Base: All respondents (n=500)



Suggestions for Making Calgary a Better Winter City

When asked about suggestions for making Calgary a better winter city, Calgarians want to see more snow and ice clearing on sidewalks/ pathways, more affordable events and free activities, and more advertng about events.

Suggestions for Making Calgary a Better Winter City



10. What do you think The City of Calgary could do to make Calgary a better winter city? (open-ended question)

Base: All respondents (n=500)

Importance and Satisfaction

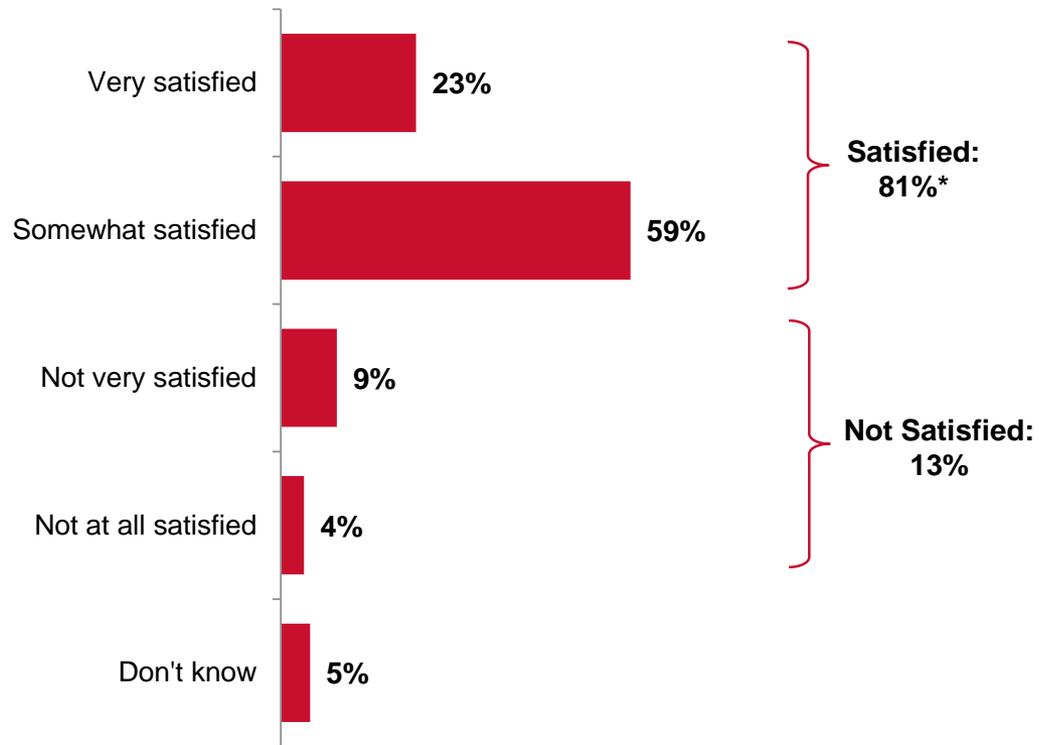




Satisfaction With Outdoor Winter Amenities

A large majority of survey respondents are satisfied with The City’s outdoor winter amenities. However, only one-quarter indicate that they are ‘very’ satisfied.

Satisfaction With Outdoor Winter Amenities



*Rounding

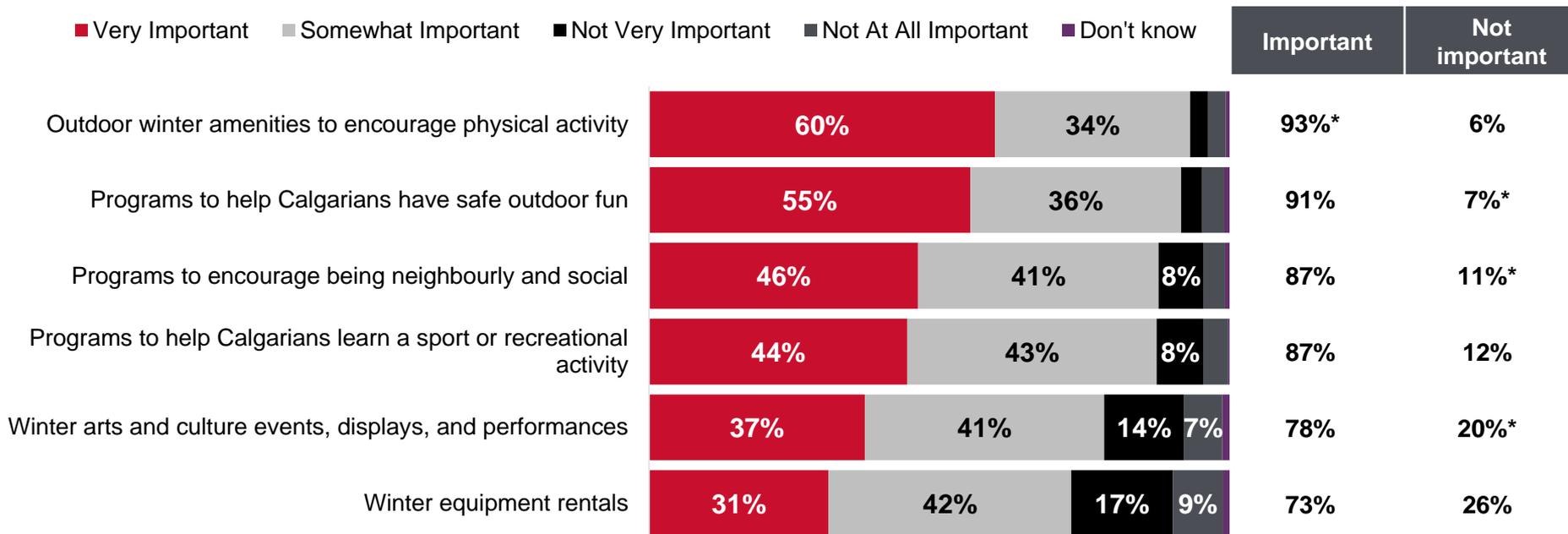
4. How satisfied are you in general with The City of Calgary's outdoor winter amenities? Are you...
 Base: All respondents (n=500)



Importance of Offering Winter Activities & Events

Overall, survey respondents believe that it is important for The City to offer winter activities and events. A large majority say it is important for The City to offer outdoor winter amenities to encourage physical activity and programs to help Calgaryans have safe outdoor fun. However, a relatively smaller proportion of survey respondents say that it is important for The City to offer winter equipment rentals.

Importance of Offering Winter Activities & Events



Note: 4% and lower not labelled

*Rounding

2. How important do you think it is for The City of Calgary to offer (INSERT ITEMS)?

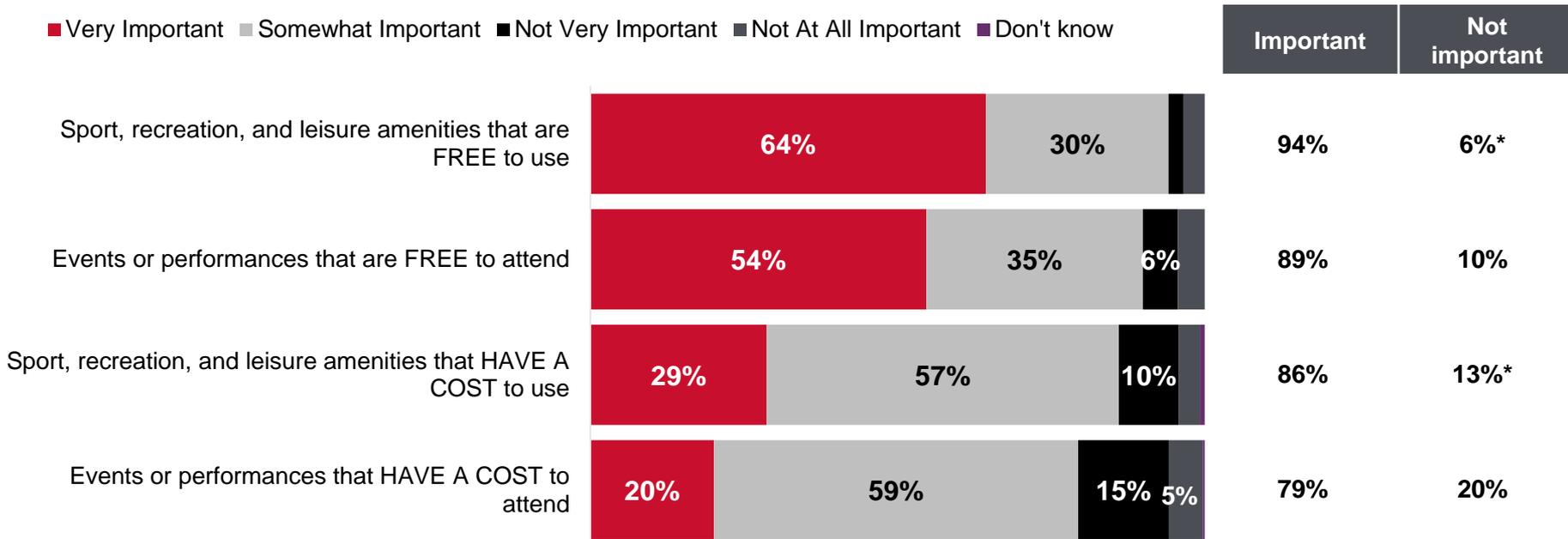
Base: All respondents (n=500)



Cost of Winter Activities

A large majority think it is important for The City to offer free amenities and events. Importance of offering amenities and events that have a cost is lower but still sizeable.

Importance of Offering Winter Activities & Events That Are Free or Have a Cost



Note: 4% and lower not labelled

*Rounding

4. How important do you think it is for The City of Calgary to offer (INSERT ITEMS)?

Base: All respondents (n=500)

Recall





Defining Winter Activities & Events

When Calgarians think about winter activities and events, the most common activities that come to mind are ice skating, cross-country skiing, downhill/alpine skiing or snowboarding, and walking or running.

Defining Winter Activities & Events



1. When you think about outdoor winter activities and events, which ones come to mind? Any others?

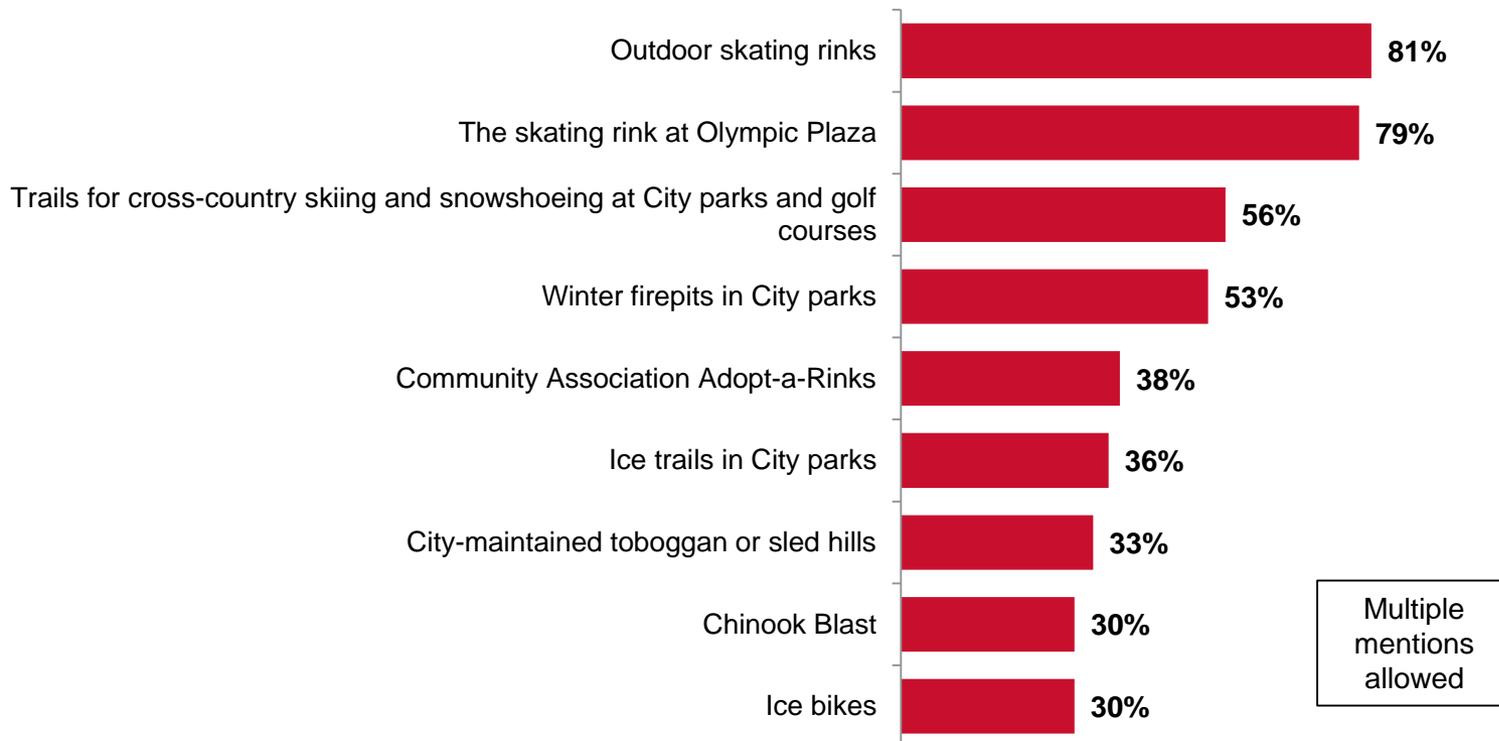
Base: All respondents (n=500)



Recall of Winter Activities & Events

Recall for outdoor skating rinks and the skating rink at Olympic Plaza is strong. A majority also recall trails for cross-country skiing and snowshoeing, and winter fire pits. However, recall with City-maintained toboggan or sled hills, Chinook Blast, and ice bikes is lower with only one-in-three Calgaryans recalling these activities.

Percentage of Those Who Indicated They Recall the Activity/Event (% Yes)



3. Have you read, heard, or seen anything about...

Base: All respondents (n=500)

Communication and Information

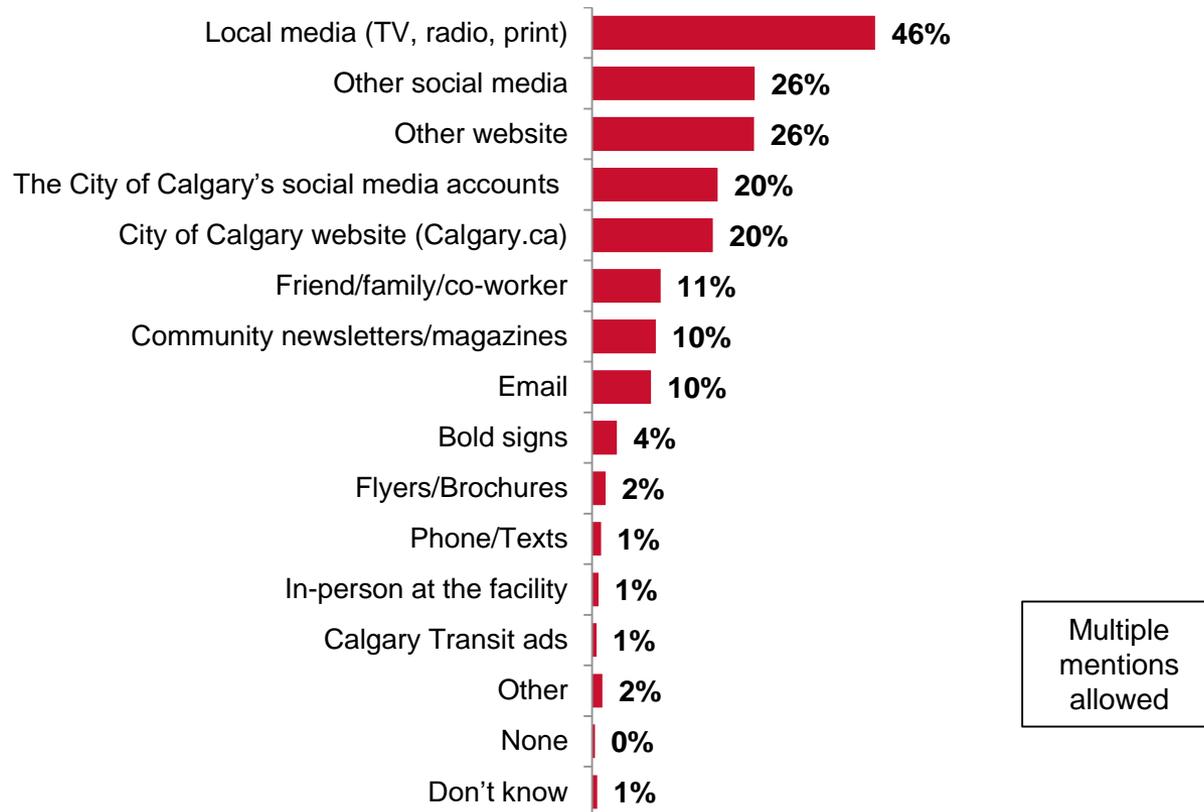




Preferred Ways to Get Information About Events

When asked to indicate preferred ways to get information about events, respondents indicate media sources including local media, other social media, other website, The City’s social media accounts, and Calgary.ca.

Preferred Ways to Get Information About Events Happening in Calgary



11. In general, what are your preferred way(s) to get information about events happening in Calgary?

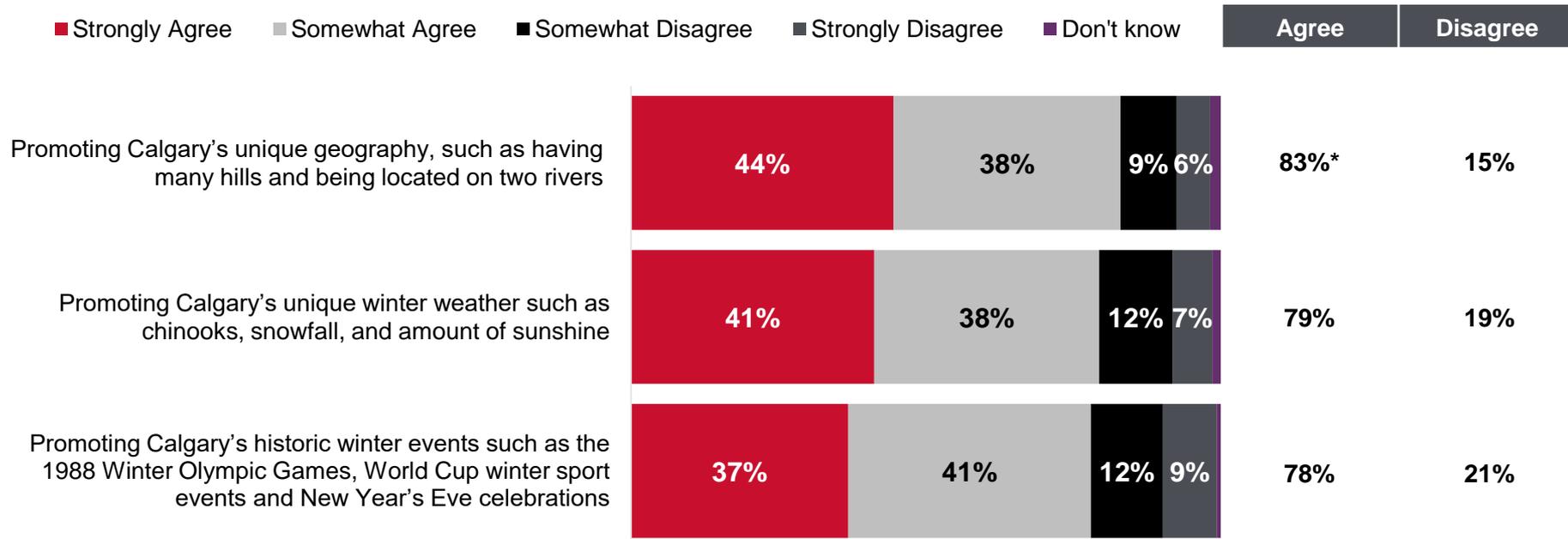
Base: All respondents (n=500)



Inspiring Key Messages

Around eight-in-ten agree that messages about promoting Calgary’s unique geography, unique winter weather, or historic winter events are inspiring.

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



Note: 3% and lower not labelled *Rounding

12. The City could promote aspects of Calgary that might inspire Calgarians to participate more in outdoor winter activities. Do you agree or disagree that (INSERT ITEMS) might be inspiring to you? Is that strongly or somewhat?

Base: All respondents (n=500)

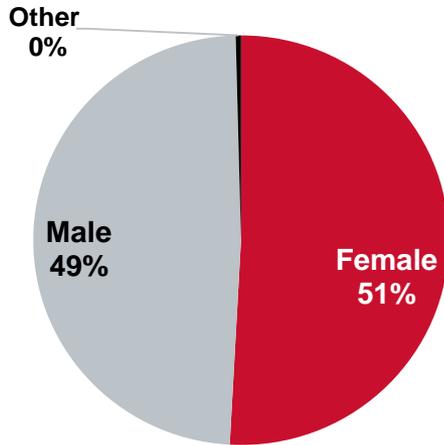
Demographics



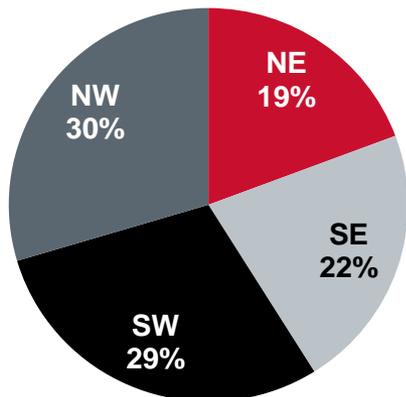


Demographics

Gender
(asked, not inferred)

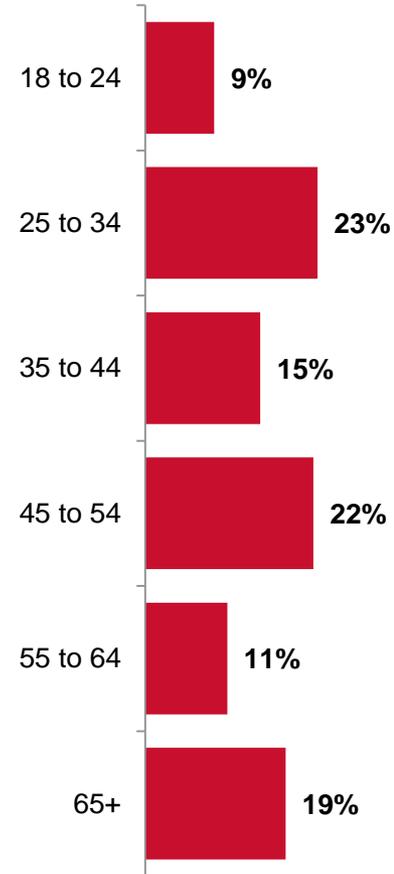


Quadrant of Residence



Total may not add to 100% due to rounding

Age

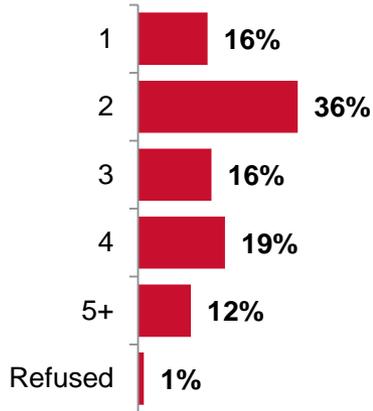


Base size: All respondents (n=500) unless otherwise specified

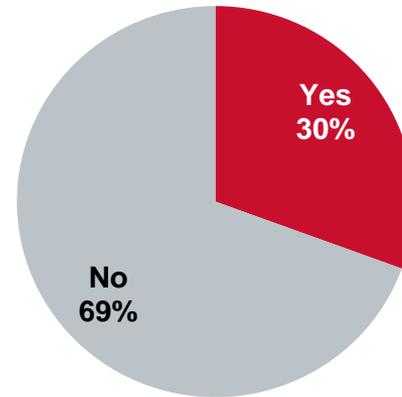


Demographics – cont'd

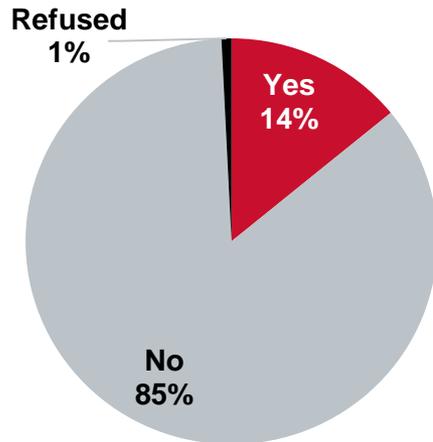
Household Size



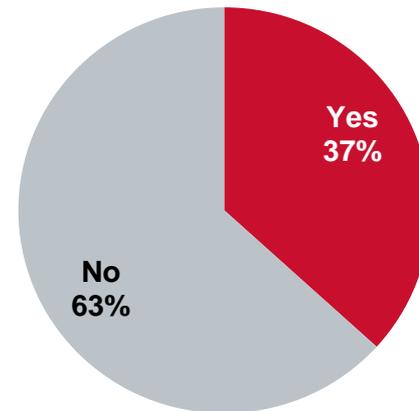
Children Under the Age of 18 in the Household



Self-reported Disability (Respondent or Family Member)



Senior (aged 65+ years) in the Household



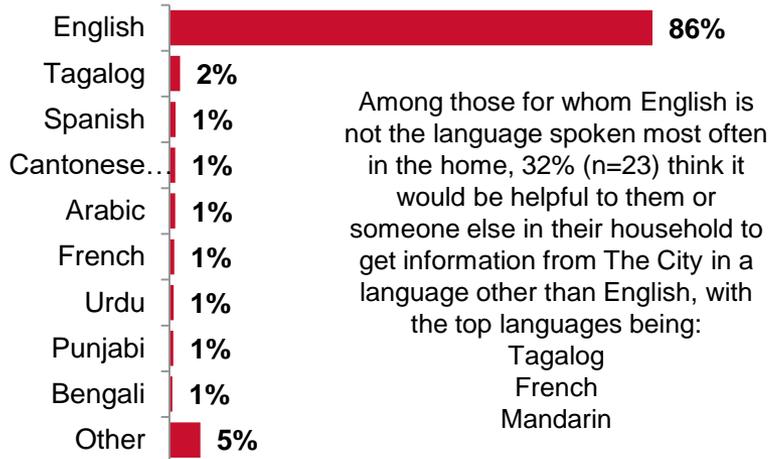
Total may not add to 100% due to rounding

Base size: All respondents (n=500) unless otherwise specified

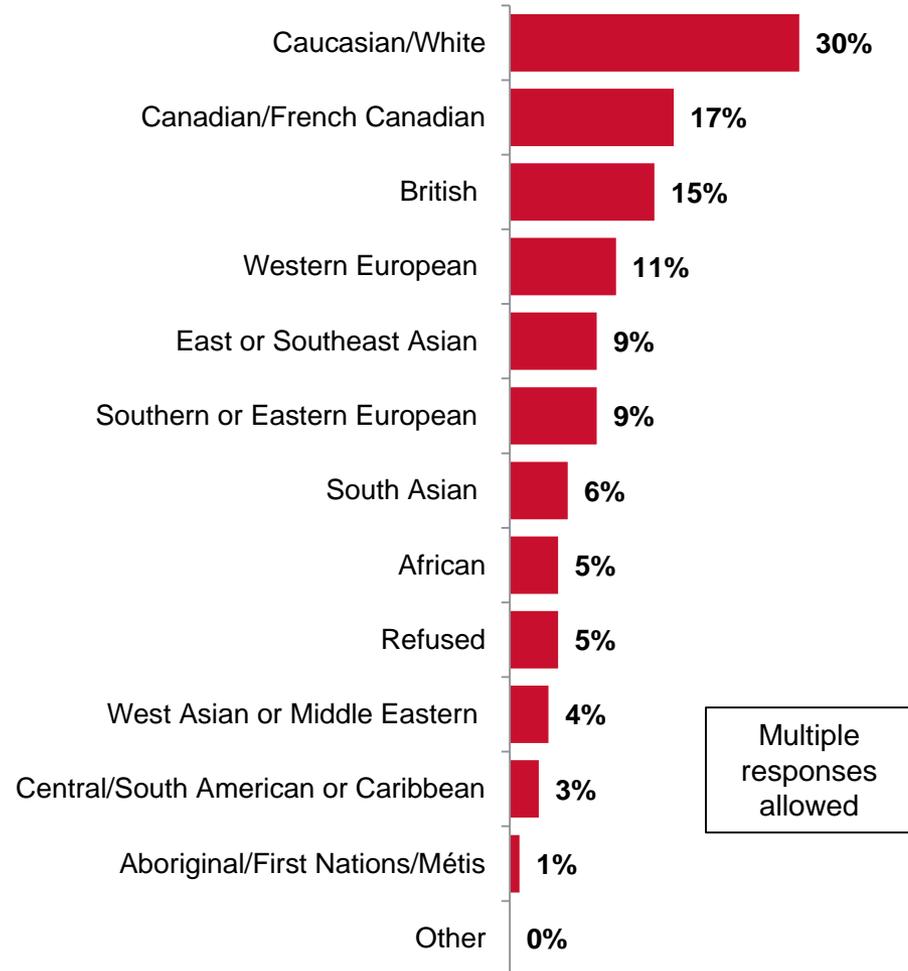


Demographics – cont'd

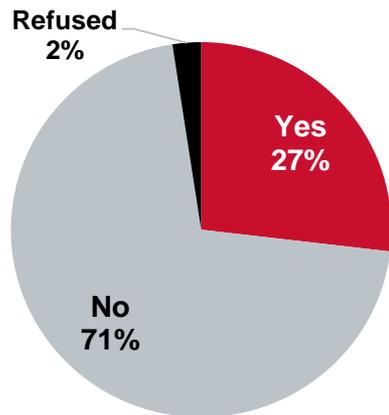
Language Spoken Most in the Home



Main Ethnic Background



Self-Report as a Member of a Visible Minority



Base size: All respondents (n=500) unless otherwise specified

Questionnaire





The City of Calgary Citizen Perspectives Survey – Winter City Strategy
March 2, 2021

INTRODUCTION

Hello, my name is _____. I'm calling from Leger, a national public opinion research company. I am not selling anything. The City of Calgary has commissioned us to conduct a survey to understand your opinions about winter in Calgary.

(INTERVIEWER NOTE: IF CREDIBILITY IS AN ISSUE OR IF RESPONDENT HAS A CONCERN SAY: If you wish to talk to a City official about this survey, we encourage you to contact The City at 311 and specifically mention the "Winter City Survey." City staff would be happy to address your concerns.)

The survey will take approximately 15 minutes depending on your answers. Before we begin I have a few questions about you.

PREQ.

I want to let you know that the personal information collected in this survey is done so under the authority of the Freedom of Information and Protection of Privacy Act, Section 33(c) and is used to provide guidance to The City of Calgary when it comes to making decisions regarding municipal matters. If you have questions about the collection or use of your information, please contact a City of Calgary Research Coordinator at 403-268-6732 and specifically mention the "Winter City Survey" or send a letter to "Research Coordinator, The City of Calgary, Mail code 8305, P.O. Box 2100, Station M, Calgary, AB Canada T2P 2M5."

S1. Are you 18 years of age or older?

1. Yes [CONTINUE]
2. No, May I please speak with someone who is? [REPEAT INTRODUCTION]
3. No, not qualified / available [THANK & TERMINATE]

[TRACK GENDER QUOTAS WITHIN QUADRANTS – BASED ON S3 AND S4]

S3. Record Gender (DO NOT ASK)

Male
Female

S4. And which of the following age groups do you belong to? Just stop me when I get to your age group.

1. 18 to 19 yrs
2. 20 to 24 yrs
3. 25 to 34 yrs
4. 35 to 44 yrs
5. 45 to 54 yrs
6. 55 to 64 yrs
7. 65 to 74 yrs
8. 75 and older
9. Refused [DO NOT READ]

2021 Citizen Perspectives Survey – Winter City
March 2, 2021

[TRACK AGE QUOTAS WITHIN QUADRANTS/GENDER – BASED ON S5, S3 AND S4]

- Male 18 to 34
- Male 35 to 54
- Male 55 Plus
- Female 18 to 34
- Female 35 to 54
- Female 55 Plus

S5. Can you tell me which quadrant of the city you live in? (WAIT FOR RESPONSE – READ LIST TO CLARIFY IF NEEDED)

1. Southwest
2. Southeast
3. Northwest
4. Northeast

[If outside of Calgary go to End]



Questionnaire – cont'd

2021 Citizen Perspectives Survey – Winter City
March 2, 2021

In this survey, when we say 'The City of Calgary' or 'The City', we mean the **Municipal government including Council and Administration.**

RECALL AND SATISFACTION WITH ACTIVITIES

1. When you think about outdoor winter activities and events, which ones come to mind? (DO NOT READ LIST, RECORD FIRST MENTION SEPARATELY) Any others?

(PRE-CODED LIST, DO NOT READ)

- Cross country skiing
- Snowshoeing
- Ice skating
- Playing or watching outdoor sports
- Walking or running
- Downhill/Alpine skiing or snowboarding
- Sledding, tubing, or tobogganing
- Outdoor festivals, events, or concerts
- Winter cycling
- Outdoor attractions, art, and light displays
- Other (specify)
- None/nothing
- Don't know (DO NOT READ)
- Refused (DO NOT READ)

2. How important do you think it is for The City of Calgary to offer (INSERT ITEMS)? (READ LIST)?

[RANDOMIZE ITEMS]

- Outdoor winter amenities to encourage physical activity
- Winter equipment rentals
- Winter arts and culture events, displays, and performances
- Programs to encourage being neighbourly and social
- Programs to help Calgarians have safe outdoor fun
- Programs to help Calgarians learn a sport or recreational activity

- Very important
- Somewhat important
- Not very important
- Not at all important
- Don't know (DO NOT READ)
- Refused (DO NOT READ)

3. Have you read, heard, or seen anything about (INSERT ITEMS)? (INTERVIEWER NOTE: Repeat the question if needed after first few items in list.)

[RANDOMIZE; READ LIST]

- The skating rink at Olympic Plaza
- Outdoor skating rinks

2021 Citizen Perspectives Survey – Winter City
March 2, 2021

- City-maintained toboggan or sled hills
- Community Association Adopt-a-Rinks
- Winter firepits in City parks
- Ice trails in City parks
- Ice bikes
- Trails for cross-country skiing and snowshoeing at City parks and golf courses
- Chinook Blast

- Yes
- No
- Don't know (DO NOT READ)
- Refused (DO NOT READ)

4. How satisfied are you in general with The City of Calgary's outdoor winter amenities? Are you (READ LIST)?

(INTERVIEWER NOTE: If asked, amenities include such things as City-run outdoor skating rinks, toboggan or sledding hills, cross country ski and snowshoe trails, firepits in parks, ice trails, etc.)

- Very satisfied
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied
- Don't know (DO NOT READ)
- Refused (DO NOT READ)

5. How important do you think it is for The City of Calgary to offer (INSERT ITEMS)? (READ LIST)?

[RANDOMIZE ITEMS]

- Sport, recreation, and leisure amenities that are free to use
- Sport, recreation, and leisure amenities that have a cost to use
- Events or performances that are free to attend
- Events or performances that have a cost to attend

- Very important
- Somewhat important
- Not very important
- Not at all important
- Don't know (DO NOT READ)
- Refused (DO NOT READ)



Questionnaire – cont'd

2021 Citizen Perspectives Survey – Winter City
March 2, 2021

PARTICIPATION IN WINTER ACTIVITIES

6. In a typical winter, meaning before the pandemic, how often do you participate in outdoor winter activities, either in Calgary or outside of Calgary? Would you say that it is **(READ LIST)**?

- Often
- Sometimes
- Rarely
- Never
- Don't know **(DO NOT READ)**
- Refused **(DO NOT READ)**

7. During this winter, what outdoor winter activities or events have you participated in, either in Calgary or outside of Calgary? **(DO NOT READ LIST, RECORD FIRST MENTION SEPARATELY)** Any others?

- (PRE-CODED LIST, DO NOT READ)**
- Downhill skiing or snowboarding
 - Cross country skiing
 - Snowshoeing
 - Ice skating outdoors
 - Playing or watching outdoor sports
 - Walking or running
 - Sledding, tubing, or tobogganing
 - Outdoor festivals, events, or concerts
 - Winter cycling
 - Outdoor attractions, art, and light displays
 - Firepits in City parks
 - Ice trails in City parks
 - Ice bikes in City parks
 - Other (please specify)
 - None/nothing
 - Don't know **(DO NOT READ)**
 - Refused **(DO NOT READ)**

8. Has COVID-19 caused you to participate in outdoor winter activities and events more, about the same, or less than in a typical winter?

- More
- About the same
- Less
- Don't know **(DO NOT READ)**
- Refused **(DO NOT READ)**

9. What, if anything, would make you more likely to participate in more outdoor winter activities in Calgary? **(DO NOT READ LIST, RECORD FIRST MENTION SEPARATELY)** Any others?

2021 Citizen Perspectives Survey – Winter City
March 2, 2021

(PRE-CODE LIST)

- COVID-related
- Weather-related
- Improved access for strollers, wheelchairs, and persons with disabilities
- More public transportation options
- Discounted Transit fares
- Free or discounted parking
- More lighting
- Warming huts/heat lamps
- Covered seating areas
- Vendors selling food or hot drinks
- Vendors selling warm clothing
- Low cost equipment rentals (skis, snowshoes, skates, anti-slip devices, etc.)
- More snow and ice clearing on sidewalks, pathways.
- Winterized washrooms
- Other (please specify)
- Nothing
- Don't know **(DO NOT READ)**
- Refused **(DO NOT READ)**

10. What do you think The City of Calgary could do to make Calgary a better winter city?

OPEN END

- Don't know **(DO NOT READ)**
- Refused **(DO NOT READ)**



Questionnaire – cont'd

2021 Citizen Perspectives Survey – Winter City
March 2, 2021

COMMUNICATION AND INFORMATION

11. In general, what are your preferred way(s) to get information about events happening in Calgary?

(PRE-CODE LIST)

- Local media (TV, radio, print)
- City of Calgary website (Calgary.ca)
- Other website
- The City of Calgary's social media accounts (Facebook, Twitter, YouTube, Instagram)
- Other social media
- Community newsletters/magazines
- Email
- Bold signs
- Friend/family/co-worker
- Other (please specify)
- None
- Don't know **(DO NOT READ)**
- Refused **(DO NOT READ)**

12. The City could promote aspects of Calgary that might inspire Calgaryans to participate more in outdoor winter activities. Do you agree or disagree that **(INSERT ITEMS)** might be inspiring to you? Is that strongly or somewhat?

[RANDOMIZE]

- Promoting Calgary's historic winter events such as the 1988 Winter Olympic Games, World Cup winter sport events and New Year's Eve celebrations
- Promoting Calgary's unique geography, such as having many hills and being located on two rivers
- Promoting Calgary's unique winter weather such as chinooks, snowfall, and amount of sunshine

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Don't know **(DO NOT READ)**
- Refused **(DO NOT READ)**

2021 Citizen Perspectives Survey – Winter City
March 2, 2021

DEMOGRAPHICS

And finally I have a few questions that will be used to help us classify responses.

DQ1. How many people, including yourself, live in your household?

RECORD NUMBER (RANGE 1 – 10)

[IF 2 OR MORE IN DQ1 ASK DQ2 AND DQ3, ELSE SKIP TO DQ4]

DQ2. Do you have any children under the age of 18 living in your household?

- Yes
- No

DQ3. Is there anyone aged 65 years or older living in your household?

[PROGRAMMER: IF RESPONDENT IS 65 OR OLDER, PREFACE QUESTION WITH "BESIDES YOURSELF"]

- Yes
- No
- Refused

DQ9. As you know, Canadians come from many different ethnic backgrounds. What is your main ethnic background? **(DO NOT READ LIST. ACCEPT UP TO 2 RESPONSES.) (PROBE TO CLARIFY ONLY IF NECESSARY)**

- Canadian/French Canadian*
- Caucasian/White*
- British* (English/Scottish/Welsh/Irish)
- Western European* (from Austria, Belgium, France, Germany, Netherlands, or other)
- Southern or Eastern European* (from Greece, Italy, Portugal, Spain, Bosnia, Croatia, Serbia, Czech Republic, Hungary, Poland, Slovakia, Ukraine, former Soviet Republics, or other)
- South Asian* (Punjabi, Indian, Tamil, Sri Lankan, Pakistani, Bangladeshi, Nepalese)
- East or Southeast Asian* (from China, Hong Kong, Japan, North or South Korea, Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam or other)
- West Asian or Middle Eastern* (from Afghanistan, Iran, Iraq, Israel, Lebanon, Saudi Arabia, Syria, Turkey or other)
- African*
- Central/South American or Caribbean* (from Argentina, Brazil, Columbia, El Salvador, Guatemala, Mexico, Venezuela, Barbados, Jamaica, or other)
- Aboriginal/First Nations/Métis*
- Other (Specify)
- Decline / Refuse to respond



Questionnaire – cont'd

2021 Citizen Perspectives Survey – Winter City
March 2, 2021

DQ10. And what language do you speak most often at home? (PROBE TO CLARIFY ONLY IF NECESSARY)

- English
- French
- Tagalog
- Punjabi

Chinese (Interviewer note: some may report 'Chinese' without specifying further in the question on language spoken most often at home. These may include:

- Mandarin
- Cantonese
- Hakka
- Taiwanese
- Chaochow
- Fukien
- Shanghainese
- Spanish
- Italian
- Arabic
- Hindi
- Creoles
- Bengali
- Persian/Farsi
- Urdu
- Russian
- Vietnamese
- Korean
- Other (specify)

[ASK DQ11 IF DQ10 NOT EQUAL TO ENGLISH]

DQ11. Would it be helpful to you or someone in your household to get information from The City in a language other than English? **[IF DQ10=English OR DK/Refuse, SKIP TO DQ13]**

- Yes
- No

[ASK DQ12 IF YES TO DQ11]

DQ12. In what other languages would you like to receive information from The City? **(DO NOT READ LIST) [ACCEPT ALL RESPONSES]**

- French
- Spanish
- Cantonese
- Mandarin
- Vietnamese
- Tagalog
- Punjabi
- Urdu
- Arabic
- Other (Please specify)

2021 Citizen Perspectives Survey – Winter City
March 2, 2021

DQ17. Do you consider yourself a member of a visible minority?

- Yes
- No
- Refused **[DO NOT READ]**

DQ18. Do you or a member of your family have a disability?

- Yes
- No
- Refused **[DO NOT READ]**

What is your gender?

IF NECESSARY - DO NOT READ EXCEPT TO CLARIFY: Gender refers to the gender that a person internally feels and/or the gender a person publicly expresses in their daily life, including at work, while shopping, or accessing other services, in their home or in the broader community.

DO NOT READ LIST EXCEPT TO CLARIFY

- 01 – Male
- 02 – Female
- 03 – Other – please specify
- 99 – Refused / prefer not to say

DQ18. Finally, The City of Calgary conducts citizen research year round to help better understand the needs and perspectives of Calgarians. Would you be interested in participating in future City research projects?

- Yes
- No
- Don't know

[IF "YES" ASK NEXT, ELSE SKIP TO CLOSE]

DQ19A. Could I please have an email address where we can contact you?

[RECORD EMAIL ADDRESS. ENSURE VALID EMAIL FORMAT.]

DQ19B. Could I please have your first name and confirm your telephone number? [RECORD FIRST NAME AND CONFIRM TELEPHONE NUMBER]

This completes the survey. Thank you very much for taking the time to provide feedback.