



Calgary



2020 Citizen Perspectives Survey Report Heritage Conservation

March 24, 2020

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Table of Contents

Background & Methodology	3
Key Findings	4
Detailed Findings	6
Demographics	11
Questionnaire	18

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 an ongoing Citizen Perspectives Survey fielded at various intervals through the year. This wave of the survey focused on The City’s recent ‘Buy Local’ campaign but also included some questions about heritage conservation in Calgary.

Methodology

The survey was conducted by Leger from February 24 – March 4, 2020 with 500 Calgarians via telephone using random digit dialing (RDD). The survey was conducted using numbers from both landlines (46%) and cell phones (54%) to obtain a random and statistically representative sample of Calgarians. The survey averaged 17 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.

Note that only subgroup differences that are statistically significant are presented in this report.

Key Findings

The majority of Calgarians agree that the conservation of Calgary's historic buildings and sites is important to them personally, that it's important to our city's culture, and that more should be done to conserve these resources for future generations to enjoy.

- A majority of Calgarians agree (strongly or somewhat) that conservation of Calgary's historic buildings and sites is important to them personally (83%), is important to Calgary's culture (94%) and more should be done to conserve them for future generations to enjoy (86%).
- While one-half (49%) of Calgarians *strongly* agree that the conservation of Calgary's historic buildings and sites is important to them personally, nearly two-thirds (63%) *strongly* agree that it's important to Calgary's culture.
- Just over one-half (56%) of Calgarians *strongly* agree that more should be done to conserve Calgary's historic buildings and sites for future generations to enjoy.

Even among those who disagree that the conservation of Calgary's historic buildings and sites is important to them personally, many agree that it's important to our city's culture and that more should be done to conserve these buildings and sites for future generations to enjoy.

- Not surprisingly, virtually all of those who agree that conservation of Calgary's historic buildings and sites is important to them personally also agree that it's important to our city's culture (99%) and most (94%) think that more should be done to conserve these buildings and sites.
- Of those who disagree that the conservation of Calgary's historic buildings and sites is important to them personally, many agree that it's important to our city's culture (71%) and nearly one-half (47%) agree that more should be done to conserve these buildings and sites for future generations to enjoy.

Key Findings

More females than males agree that the conservation of Calgary's historic buildings and sites is important to them personally, important to Calgary's culture, and that more should be done to conserve these resources for future generations to enjoy.

- Although both genders are inclined to agree with the three statements, more females than men agree (strongly or somewhat) that:
 - The conservation of Calgary's historic buildings and sites is important to them personally (90% of females vs. 77% of males);
 - The conservation of Calgary's historic buildings and sites is important to our city's culture (98% of females vs. 89% of males); and
 - More should be done to conserve Calgary's historic buildings and sites for future generations to enjoy (92% of females vs. 80% of males).

Compared to those who have lived 50% or less of their lifetime in Calgary, those who have lived in Calgary for more than one-half of their lifetime are more likely to agree that the conservation of Calgary's historic buildings and sites is important to them personally.

- Among Calgarians who have lived in the city for more than 50% of their lifetime, 88% agree the conservation of Calgary's historic buildings and sites is important to them personally, compared to 78% of those who have lived in Calgary for one-half or less of their lifetime.
- Agreement that the conservation of Calgary's historic buildings and sites is important to our city's culture and that more should be done to conserve Calgary's historic buildings and sites for future generations to enjoy didn't differ statistically by amount of lifetime lived in Calgary.

Detailed Findings

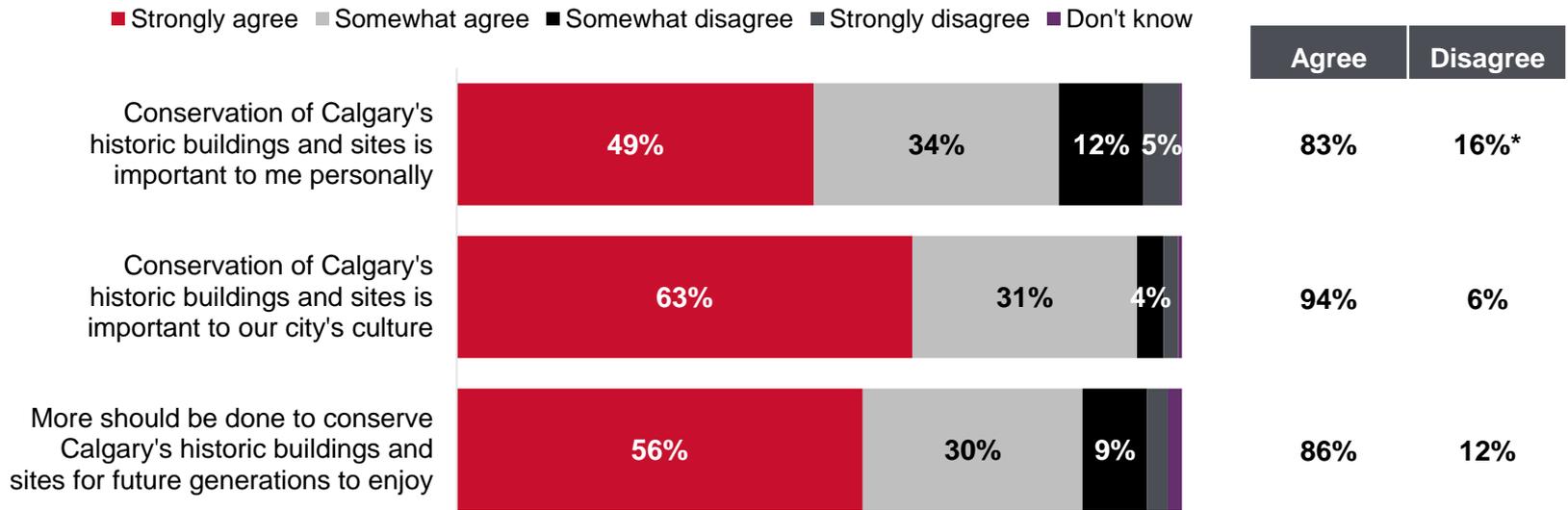




Importance of Calgary's Historic Resources

The majority of Calgarians agree that the conservation of Calgary's historic buildings and sites is important to them personally, important to the city's culture and that more should be done to conserve them for future generations.

Agreement with Statements about the Importance of Calgary's Historic Buildings/Sites



*Rounding

As you may know, The City's Heritage Planning team assists the conservation of historically-significant buildings and other sites in Calgary. This includes setting policy and providing financial incentives to heritage property owners in exchange for legal protection of the site. Unless a site is protected, it can be demolished or significantly altered regardless of heritage significance. Some examples of Calgary's heritage resources, including some that are not protected from demolition, are Knox United Church, the Deane House, and the Hudson's Bay Building. HP1. To what extent do you agree or disagree with the following statements:

Base: All respondents (n=500)



Importance of Calgary’s Historic Resources

Not surprisingly, those who agree that the conservation of Calgary’s historic buildings and sites is important to them personally are more likely than others to agree it’s important to our city’s culture and much more likely than others to agree that more should be done to conserve these buildings and sites for future generations to enjoy.

Agreement with Statements about the Importance of Calgary’s Historic Buildings/Sites

	The conservation of Calgary’s historic buildings and sites is important to <u>me personally</u> .	
Agree (strongly or somewhat)	Agree (n=414)	Disagree (n=84)
The conservation of Calgary’s historic buildings and sites is important to <u>our city’s culture</u> .	99%	71%
More should be done to conserve Calgary’s historic buildings and sites for future generations to enjoy.	94%	47%

As you may know, The City’s Heritage Planning team assists the conservation of historically-significant buildings and other sites in Calgary. This includes setting policy and providing financial incentives to heritage property owners in exchange for legal protection of the site. Unless a site is protected, it can be demolished or significantly altered regardless of heritage significance. Some examples of Calgary’s heritage resources, including some that are not protected from demolition, are Knox United Church, the Deane House, and the Hudson’s Bay Building.

HP1. To what extent do you agree or disagree with the following statements:

Base: All respondents (n=500)



Importance of Calgary’s Historic Resources

More females than males agree that the conservation of Calgary’s historic buildings and sites is important to them personally, important to the city’s culture and that more should be done to conserve these resources for future generations.

Agreement with Statements about the Importance of Calgary’s Historic Buildings/Sites by Gender

Agree (strongly or somewhat)	Male (n=266)	Female (n=234)
The conservation of Calgary’s historic buildings and sites is important to <u>me personally</u> .	77%	90%
The conservation of Calgary’s historic buildings and sites is important to <u>our city’s culture</u> .	89%	98%
More should be done to conserve Calgary’s historic buildings and sites for future generations to enjoy.	80%	92%

As you may know, The City’s Heritage Planning team assists the conservation of historically-significant buildings and other sites in Calgary. This includes setting policy and providing financial incentives to heritage property owners in exchange for legal protection of the site. Unless a site is protected, it can be demolished or significantly altered regardless of heritage significance. Some examples of Calgary’s heritage resources, including some that are not protected from demolition, are Knox United Church, the Deane House, and the Hudson’s Bay Building.

HP1. To what extent do you agree or disagree with the following statements:

Base: All respondents (n=500)



Importance of Calgary’s Historic Resources

The only measure for which results differ by amount of lifetime spent in Calgary is “the conservation of Calgary’s historic buildings and sites is important to me personally,” with those having spent more than 50% of their lifetime in Calgary being more likely than others to agree with this statement.

Agreement with Statements about the Importance of Calgary’s Historic Buildings/Sites by Percentage of Lifetime Lived in Calgary

Agree (strongly or somewhat)	50% or less of lifetime lived in Calgary* (n=201)	More than 50% of lifetime lived in Calgary* (n=267)
The conservation of Calgary’s historic buildings and sites is important to <u>me personally</u> .	78%	88%

*number of years lived in Calgary divided by age in years

As you may know, The City’s Heritage Planning team assists the conservation of historically-significant buildings and other sites in Calgary. This includes setting policy and providing financial incentives to heritage property owners in exchange for legal protection of the site. Unless a site is protected, it can be demolished or significantly altered regardless of heritage significance. Some examples of Calgary’s heritage resources, including some that are not protected from demolition, are Knox United Church, the Deane House, and the Hudson’s Bay Building.

HP1. To what extent do you agree or disagree with the following statements:

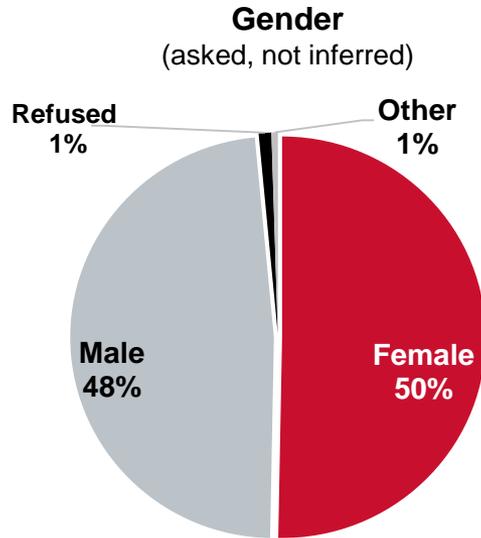
Base: All respondents (n=500)

Demographics

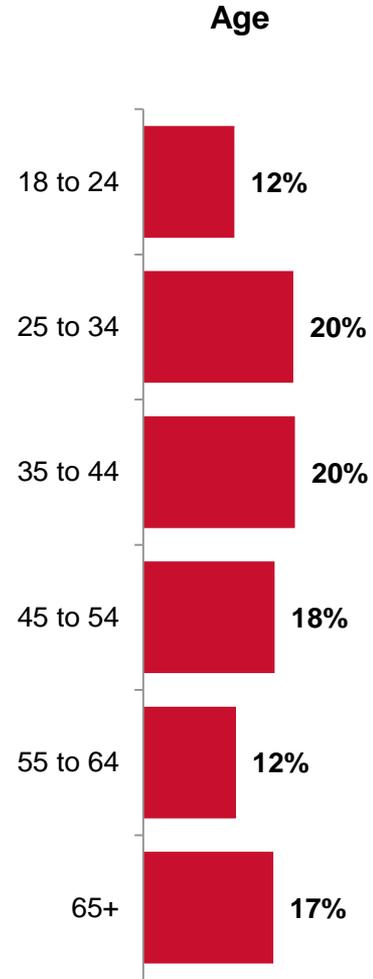
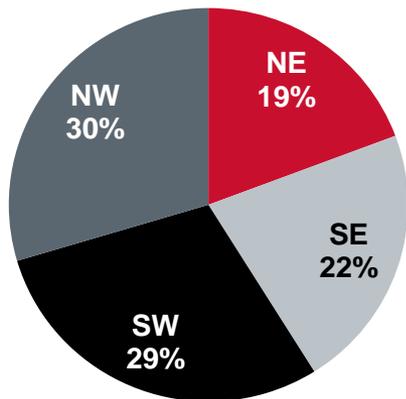




Demographics



Quadrant of Residence

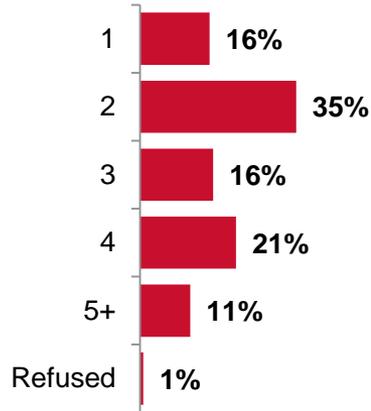


Base: All respondents (n=500), unless otherwise specified

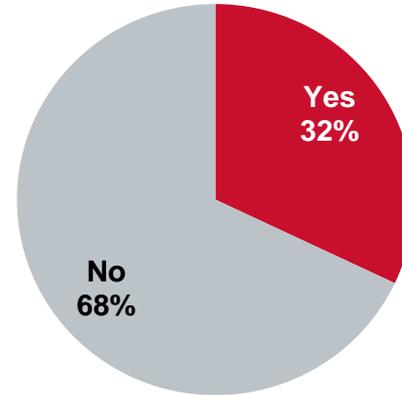


Demographics – cont'd

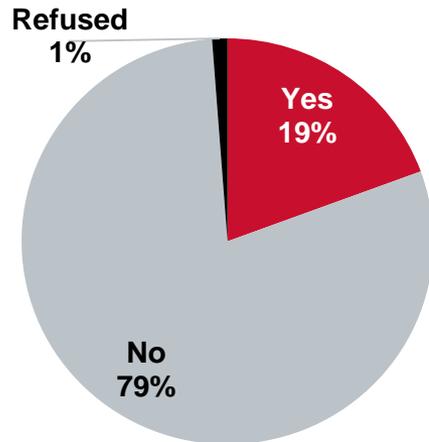
Household Size



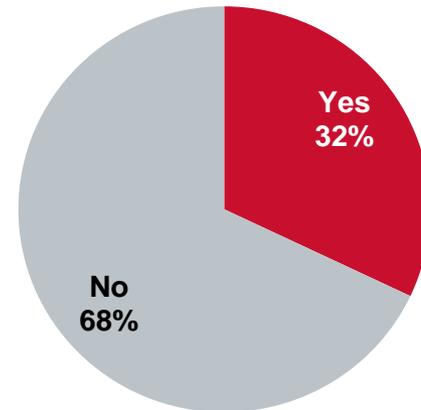
Children Under the Age of 18 in the Household



Self-reported Disability (Respondent or Family Member)



Senior (aged 65+ years) in the Household

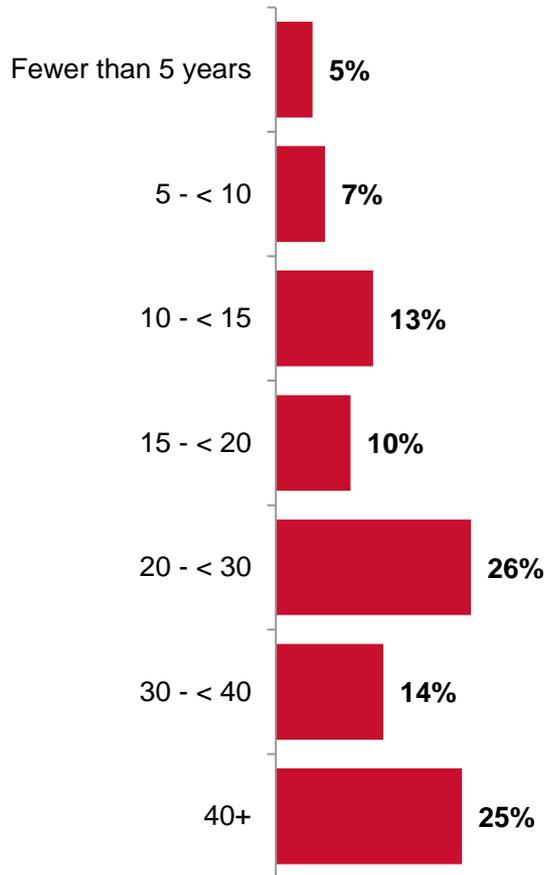


Base: All respondents (n=500), unless otherwise specified

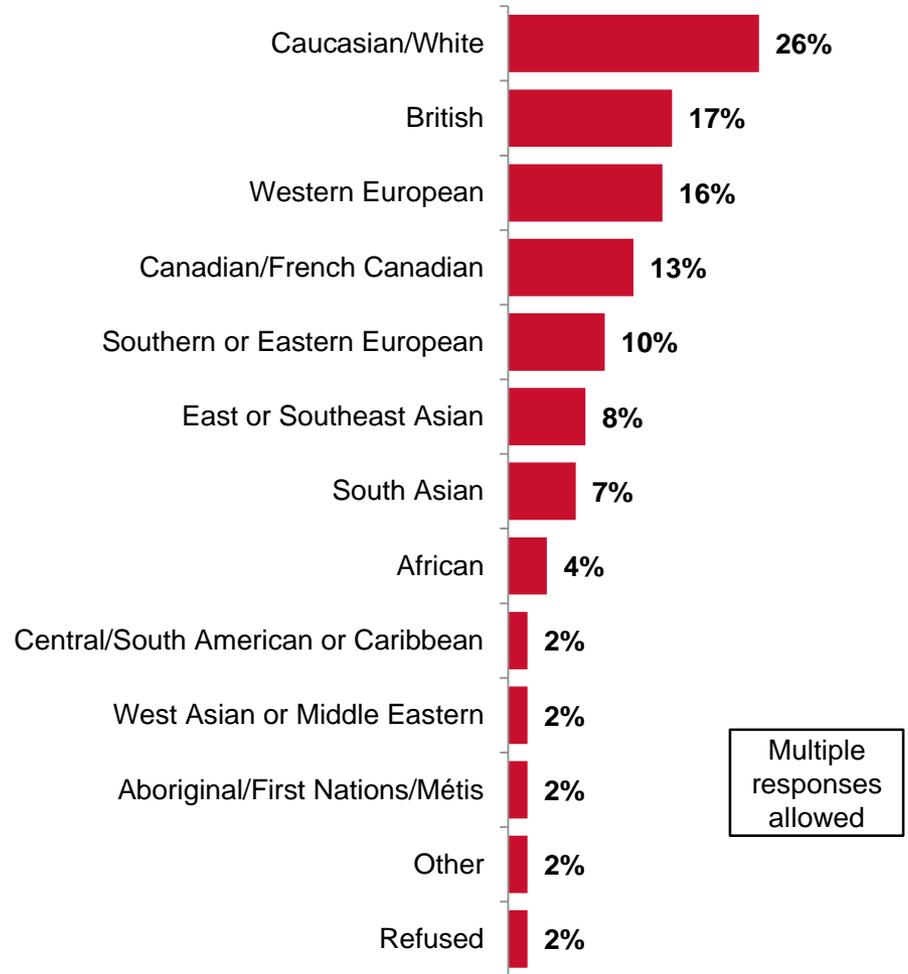


Demographics – cont'd

Years Lived in Calgary



Main Ethnic Background



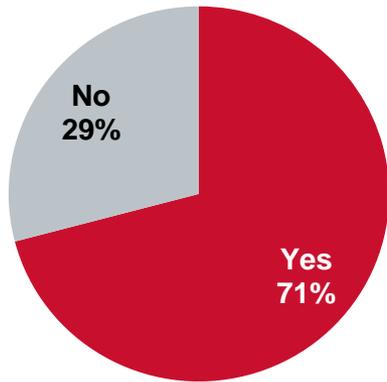
Multiple responses allowed

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

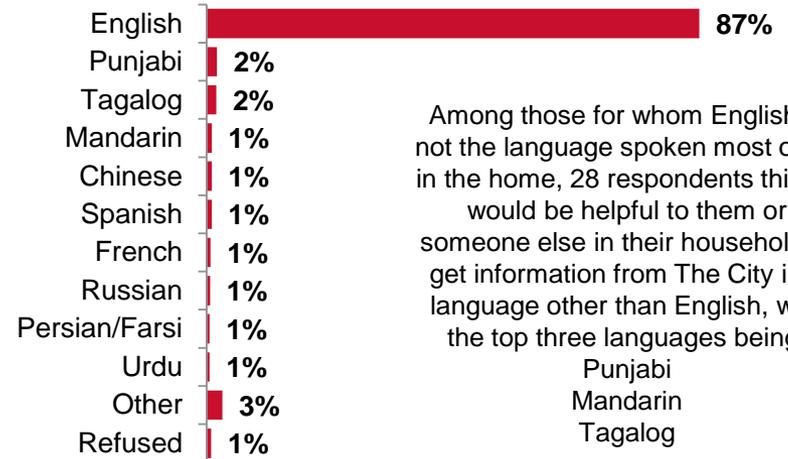


Demographics – cont'd

Born in Canada



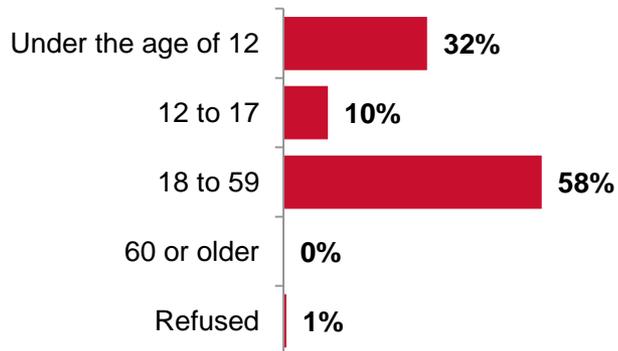
Language Spoken Most in the Home



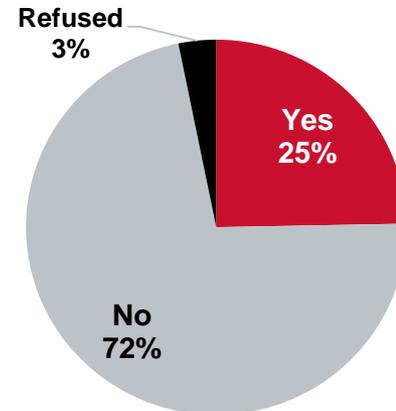
Among those for whom English is not the language spoken most often in the home, 28 respondents think it would be helpful to them or someone else in their household to get information from The City in a language other than English, with the top three languages being:
 Punjabi
 Mandarin
 Tagalog

Age Upon Arrival in Canada

(among those not born in Canada, n=145)



Self-Report as a Member of a Visible Minority

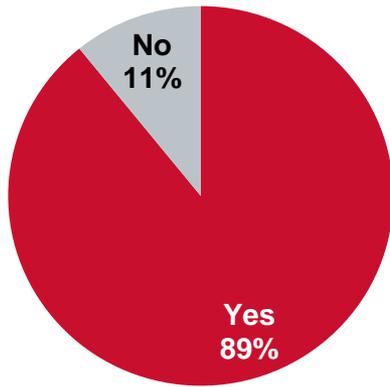


Base: All respondents (n=500), unless otherwise specified

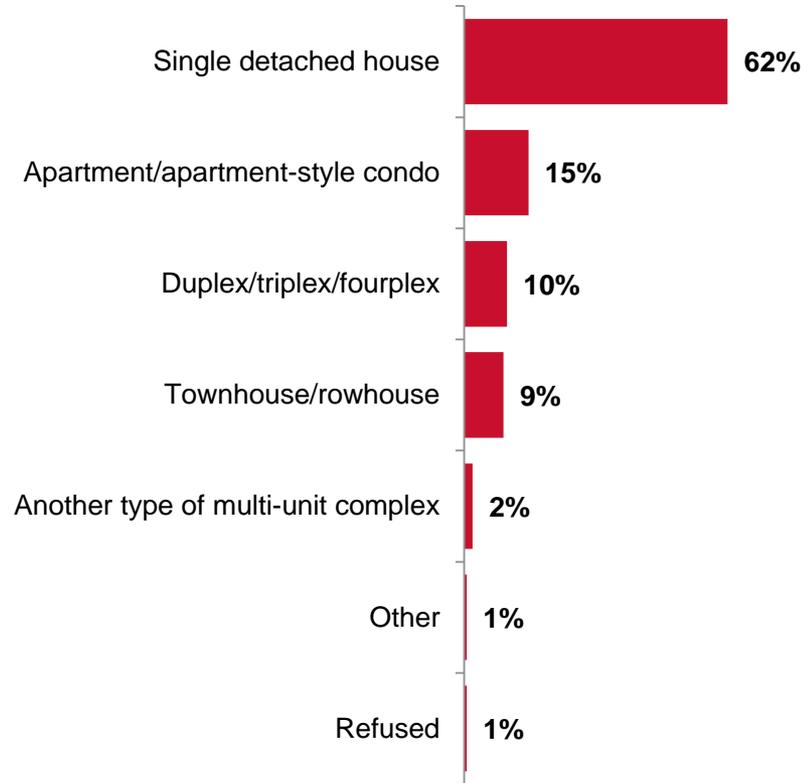


Demographics – cont'd

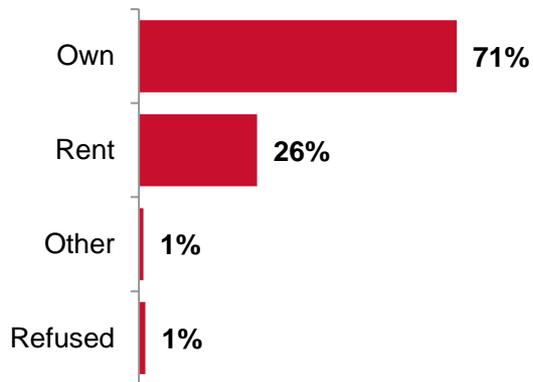
Primarily or Jointly Responsible for Paying Taxes or Rent in Household



Dwelling Type



Home Ownership

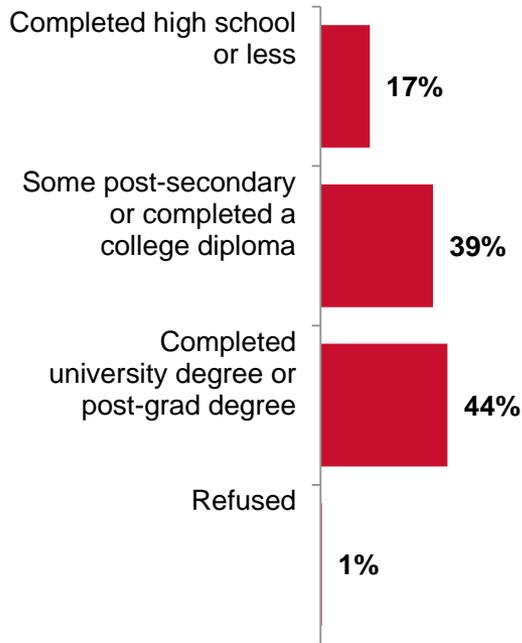


Base: All respondents (n=500), unless otherwise specified

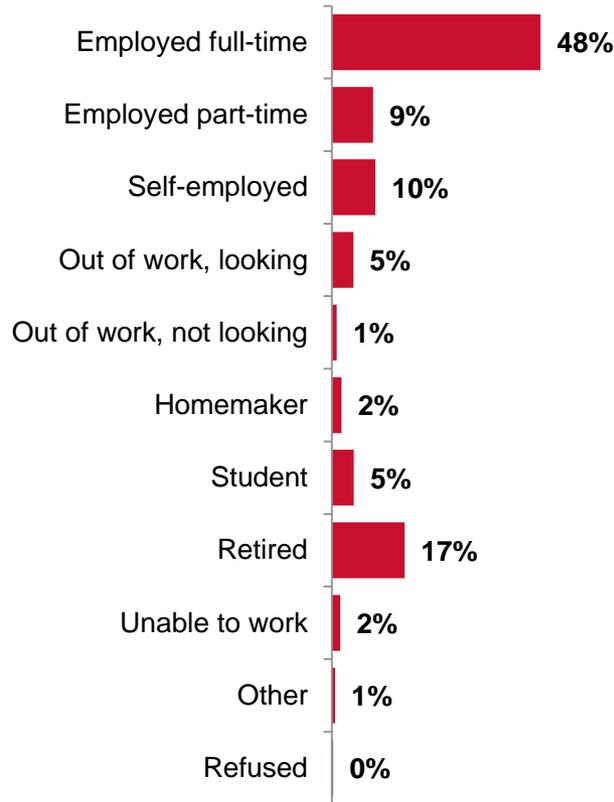


Demographics – cont'd

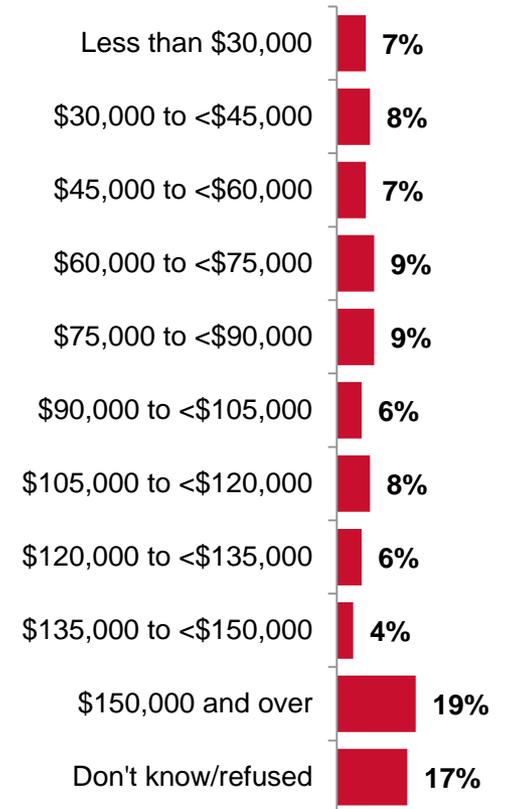
Highest Level of Schooling Obtained



Employment Status



Household Income



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

Questionnaire





The City of Calgary 2020 Citizen Perspectives Survey – Wave 1 (Buy Local)
February 18, 2020

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 living 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 "2020 Citizen Perspectives 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.

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 403-268-3617 and specifically mention the "2020 Citizen Perspectives Survey" or send a letter to The City of Calgary, Mail code 8305, P.O. Box 2100, Station M, Calgary, AB Canada T2P 2M5.

SCREENERS

QS7. 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 / no one available [THANK & TERMINATE]

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

QSEX. Record Gender (DO NOT ASK)

Male
Female

QS4N. In what year were you born?

RECORD YEAR (RANGE 1900 TO 2002) [SKIP S4]
9999. Refused [DO NOT READ – GO TO S4]

[PROGRAMMER NOTE: CONVERT YEAR TO AGE (CURRENT YEAR – YEAR OF BIRTH)]

The City of Calgary 2020 Citizen Perspectives Survey – Wave 1 (Buy Local)
February 18, 2020

QS4. 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
99. Refused [DO NOT READ] [THANK AND END SURVEY]

AGESEX. [TRACK AGE QUOTAS WITHIN QUADRANTS/GENDER – BASED ON QS5, QS3 AND QS6]

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

QS1. 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
99. (DO NOT READ) Refused [THANK AND END SURVEY]
96. (FO NOT READ) Does not live in Calgary [THANK AND END SURVEY]

Q1. To begin, on a scale of "1" to "10" where "1" represents "very poor" and "10" represents "very good," how would you rate your overall quality of life in the city of Calgary today?

Q1 = [1-10], Refused = 99

Q2. On a scale of 1 to 10 where "1" represents "not at all satisfied" and "10" represents "very satisfied," how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Q2 = [1-10], Refused = 99



Questionnaire – cont'd

The City of Calgary 2020 Citizen Perspectives Survey – Wave 1 (Buy Local)
February 18, 2020

BUY LOCAL

BL1. What does the term 'buy local' mean to you?

[INTERVIEWERS NOTE: IF RESPONDENT ASKS FOR MORE CLARIFICATION OF THE TERM 'BUY LOCAL,' DO NOT DEFINE IT. ANSWER "We are looking for your interpretation of the term."; IF ASKED, IT'S SPELLED 'b-u-y']

[OPEN END]

- 95. Response (specify): [RECORD VERBATIM]
- 98. Don't know / Unsure
- 99. Prefer not to answer

PROMPT: Is there anything else?

BL2. In the past six months, do you recall seeing, hearing, or reading any messaging or advertising with the phrase "Buy Local"?

- 1 Yes
- 2 No
- 8 Don't know

[IF YES AT BL2, ASK BL3_1 THRU BL3_3, ELSE SKIP TO BL4]

BL3_1. Where did you see, read, or hear this?

[INTERVIEWER NOTE: PLEASE ENSURE RESPONDENTS ARE TELLING YOU WHERE THEY HEARD ABOUT IT (E.G. TV, THE CITY'S WEBSITE, THE NEWS), NOT WHAT. THE NEXT QUESTION WILL ASK SPECIFICALLY ABOUT WHAT THEY HEARD/READ/SAW]

(DO NOT READ; IF RESPONDENT MENTIONS ONLINE, YOUTUBE, SOCIAL MEDIA OR NEWSPAPER/MAGAZINE, PROBE FOR RECALL OF SPECIFIC SITE/NAME – E.G. "Do you recall which YouTube/Facebook/Twitter/Instagram account you saw it on?")

- 1. The City's YouTube channel
- 2. The City's Facebook
- 3. The City's Twitter
- 4. The City's Instagram
- 5. The City's website/Calgary.ca
- 6. YouTube - general
- 7. Facebook – general
- 8. Twitter – general
- 9. Instagram – general
- 10. Online – general
- 11. StarMetro – newspaper
- 12. Avenue – magazine
- 13. Business in Calgary – magazine
- 14. Transit/bus shelters
- 15. Posters
- 16. TV
- 17. Radio
- 95. Other (please specify):

The City of Calgary 2020 Citizen Perspectives Survey – Wave 1 (Buy Local)
February 18, 2020

- 98. Don't know/don't remember (DO NOT READ)
- 99. Prefer not to answer (DO NOT READ)

BL3 What, specifically, have you seen, read or heard about "Buy Local"? **[INTERVIEWER NOTE: NOW WE ARE LOOKING FOR THE CONTENT/MESSAGE OF WHAT THEY HEARD/READ/SAW (e.g. 'it's about improving Calgary's economy', 'helping local businesses', etc.) NOT WHERE THEY HEARD/READ/SAW IT].**

[OPEN END]

- 95. Record Verbatim
- 98. Just heard the term, "Buy local" (DO NOT READ)
- 99. Don't know / prefer not to answer (DO NOT READ)

BL3_3. Which business or organization sponsored the Buy Local advertising or messaging you recall?

(DO NOT READ; ACCEPT MULTIPLE MENTIONS)

- 1 The City of Calgary
- 95 Other (please specify):
- 98 Don't know
- 99 Prefer not to answer

BL4. For the purpose of the next few questions, "buy local" refers to purchasing from locally-owned businesses instead of retail chains and non-locally owned service providers. Locally-owned businesses include those with headquarters in Calgary, franchises owned by Calgarians, and farmer's markets.

How important is it to you personally to buy local?

- 1 Very important
- 2 Somewhat important
- 3 Not very important
- 4 Not at all important
- 8 (DO NOT READ) Don't know

BL5. In your opinion, what – if any – are the benefits of buying local?

[OPEN END]

- 95. Record response (specify)
- 97. None – There are no benefits
- 98. Don't know / Unsure
- 99. Prefer not to answer



Questionnaire – cont'd

The City of Calgary 2020 Citizen Perspectives Survey – Wave 1 (Buy Local)
February 18, 2020

BL7. For each of the following, please tell me if you made all, most, some or none of your purchases in the past 6 months from a locally-owned business. The first one is [INSERT ITEM]. Did you make all, most, some or none of your purchases at a locally-owned business? And what about [INSERT NEXT ITEM]? (RE-READ DEFINITION OF LOCALLY-OWNED BUSINESS IF NEEDED AND RE-READ SCALE IF NEEDED).

(Locally-owned business definition: Locally-owned businesses include those with headquarters in Calgary, franchises owned by Calgarians, and farmer's markets.)

[RANDOMIZE]

- BL7K. Groceries
- BL7D. Alcohol
- BL7E. Clothing
- BL7F. Home décor items
- BL7I. Services such as auto repair, home repair and maintenance, florists, and health and wellness
- BL7L. Books
- BL7M. Kitchen ware such as small appliances, dishes and utensils

[NEXT TWO TO FOLLOW IN ORDER]

- BL7H. Coffee shops
- BL7G. Dining out at restaurants

- All
- Most
- Some
- None
- Didn't purchase (DO NOT READ; CHOOSE THIS OPTION AND SKIP TO NEXT ITEM IF RESPONDENT SAYS THEY HAVEN'T PURCHASED THE ITEM)
- (DO NOT READ) Don't know

BL12. Thinking about all of your purchases in the past 6 months, when you had the option to buy online from a site such as Amazon, or to buy from a locally-owned business or store in Calgary, approximately what portion were purchased online from a non-locally owned business? Would you say all, most, some, or none of these purchases were made online from a site such as Amazon? (IF ASKED: BUYING FROM A LOCALLY-OWNED BUSINESSES INCLUDES ONLINE PURCHASES FROM A LOCALLY-OWNED STORE OR BUSINESS IN CALGARY) (IF NECESSARY: for example, purchasing books from Amazon instead of from a locally-owned bookstore).

- 1 All
- 2 Most
- 3 Some
- 4 None
- 98 (DO NOT READ) Don't know
- 99 (DO NOT READ) Prefer not to answer

The City of Calgary 2020 Citizen Perspectives Survey – Wave 1 (Buy Local)
February 18, 2020

BL8. Is there anything that prevents you from buying local more often? (PROBE FOR SPECIFICS)

[OPEN END]

- 98. Don't know / Unsure
- 99. Prefer not to answer

BL10. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree. [INTERVIEWER NOTE: RE-READ SCALE IF NEEDED]

[RANDOMIZE]

- A. I prefer to buy local whenever possible
- B. Buying local can help the economy
- C. I would pay a bit more to buy local
- D. Buying local can help the environment
- E. Buying local gives me access to better quality products
- F. Buying from large retailers gives me access to a better variety of products than buying local does
- G. It's important to me that I be able to purchase most or all items I need from one store.
- H. If I want to buy local, I know where to go to find the items or services I need.
- I. I know how to determine if a business is locally-owned.
- J. Buying from locally-owned businesses tends to be more expensive than buying from large retail chains.
- L. When we buy local, it creates jobs for Calgarians.

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

BL11. How much of your household shopping are you responsible for?

- All
- Most
- Some
- None
- (DO NOT READ) Don't know



Questionnaire – cont'd

The City of Calgary 2020 Citizen Perspectives Survey – Wave 1 (Buy Local)
February 18, 2020

Heritage Planning

Now we're going to move on to a different topic.

As you may know, The City's Heritage Planning team assists the conservation of historically-significant buildings and other sites in Calgary. This includes setting policy and providing financial incentives to heritage property owners in exchange for legal protection of the site. Unless a site is protected, it can be demolished or significantly altered regardless of heritage significance. Some examples of Calgary's heritage resources, including some that are not protected from demolition, are Knox United Church, the Deane House, and the Hudson's Bay Building.

(IF ASKED: Knox United Church is legally protected by the City of Calgary, and Province of Alberta.

The Deane House is not legally protected from demolition. It is registered with the Province of Alberta as a Historic Resource, but could be demolished after a 90-day notification period. The Hudson's Bay Building is not legally protected from demolition.)

HP1. To what extent do you agree or disagree with the following statements:

(IF NECESSARY: Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree?)

(IF NECESSARY: THE CONSERVATION OF CALGARY'S HISTORIC BUILDINGS AND SITES MEANS LEGALLY PROTECTING HISTORICALLY SIGNIFICANT BUILDINGS AND SITES FROM DEMOLITION OR SIGNIFICANT ALTERATIONS)

[READ IN ORDER]

- A. The conservation of Calgary's historic buildings and sites is important to me personally.
- B. The conservation of Calgary's historic buildings and sites is important to our city's culture.
- C. More should be done to conserve Calgary's historic buildings and sites for future generations to enjoy.

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

The City of Calgary 2020 Citizen Perspectives Survey – Wave 1 (Buy Local)
February 18, 2020

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?

1 Yes
2 No
99 Refused

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

[PROGRAMMER: PLEASE SKIP DQ3 FOR ANYONE WHO GAVE THE BIRTH YEARS BETWEEN 1900 TO 1954]

[STATS: PLEASE BACK CODE ANYONE WHO WAS BORN BETWEEN 1900 TO 1954 BACK INTO THIS QUESTION]

1 Yes
2 No
99 Refused

[ASK ALL]

DQ4. Are you either primarily or jointly responsible for paying property taxes or rent in your household?

(INTERVIEWER NOTE: If people are partially responsible for paying rent then select "Yes".)

1 Yes
2 No
99 Refused

DQ5. Do you own or rent your current place of residence?

2 Own
1 Rent
3 (DO NOT READ) Neither / Other (Please Specify)

DQ6. I am going to read you a list of different types of residential dwellings. Please tell me which of these best describes the type of dwelling you live in: (READ LIST)

1 Single detached house (INTERVIEWER NOTE: This includes bungalow, split level, 2-story, suite in a house, etc.)
2 Duplex, triplex, or fourplex
3 Townhouse or rowhouse



Questionnaire – cont'd

The City of Calgary 2020 Citizen Perspectives Survey – Wave 1 (Buy Local)
February 18, 2020

- 4 Apartment or apartment-style condominium
- 6 Another type of multi-unit complex (INTERVIEWER NOTE: This includes mobile home park, trailer park, seniors home, etc.)
- 95 (DO NOT READ) Other (Specify) _____
- 99 (DO NOT READ) Refused

DQ19. How many years have you lived in Calgary? (IF LESS THAN 1 YEAR ENTER 0)
Enter number []
99 Refused

[STAT: PLEASE CREATE A VARIABLE THAT CALCULATES THE PERCENTAGE OF LIFETIME SPENT IN CALGARY USING D19 AND AGE]

DQ8. We want to ensure our research is reflective of all Calgarians. Were you born in Canada?

- 1 Yes [go to DQ10]
- 2 No [go to DQ9]
- 99 Refused [go to DQ10]

[IF YES OR DK/REF, SKIP TO DQ10, ELSE CONTINUE WITH DQ9]

DQ9. How old were you when you arrived in Canada? (READ LIST)

- 1 Under the age of 12
- 2 12 to 17
- 4 18 to 59
- 5 60 or older
- 99 (DO NOT READ) Refused

DQ10. 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) (IF NECESSARY: Ethnic background refers to where your family is from and is usually determined based on common ancestry or cultural origin).

- 1 *Canadian/French Canadian*
- 2 *Caucasian/White*
- 3 *British* (English/Scottish/Welsh/Irish)
- 4 *Western European* (from Austria, Belgium, France, Germany, Netherlands, or other)
- 5 *Southern or Eastern European* (from Greece, Italy, Portugal, Spain, Bosnia, Croatia, Serbia, Czech Republic, Hungary, Poland, Slovakia, Ukraine, former Soviet Republics, or other)
- 6 *South Asian* (Punjabi, Indian, Tamil, Sri Lankan, Pakistani, Bangladeshi, Nepalese)
- 7 *East or Southeast Asian* (from China, Hong Kong, Japan, North or South Korea, Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam, or other)

The City of Calgary 2020 Citizen Perspectives Survey – Wave 1 (Buy Local)
February 18, 2020

- 8 *West Asian or Middle Eastern* (from Afghanistan, Iran, Iraq, Israel, Lebanon, Saudi Arabia, Syria, Turkey, or other)
- 9 *African*
- 10 *Central/South American or Caribbean* (from Argentina, Brazil, Columbia, El Salvador, Guatemala, Mexico, Venezuela, Barbados, Jamaica, or other)
- 11 *Aboriginal/First Nations/Métis*
- 95 Other (Specify)
- 99 Refused

DQ11. And what language do you speak most often at home? (PROBE TO CLARIFY ONLY IF NECESSARY) (DO NOT READ LIST)

- 1 English
- 2 French
- 3 Tagalog
- 4 Punjabi
- 5 Chinese (Interviewer note: some may report 'Chinese' without specifying further in the question on language spoken most often at home. These may include:
 - 6 Mandarin
 - 7 Cantonese
 - 8 Hakka
 - 9 Taiwanese
 - 10 Chaochow
 - 11 Fukien
- 12 Shanghainese
- 13 Spanish
- 14 Italian
- 15 Arabic
- 16 Hindi
- 17 Creoles
- 18 Bengali
- 19 Persian/Farsi
- 20 Urdu
- 21 Russian
- 22 Vietnamese
- 23 Korean
- 95 Other (specify)

[ASK DQ20 IF DQ11 NOT EQUAL TO ENGLISH OR DK/REFUSE; ELSE SKIP TO DQ12]

DQ20. Would it be helpful to you or someone in your household to get information from The City in a language other than English?

- 1 Yes
- 2 No
- 99 Refused



Questionnaire – cont'd

The City of Calgary 2020 Citizen Perspectives Survey – Wave 1 (Buy Local)
February 18, 2020

[ASK DQ21 IF YES TO DQ20]

DQ21. 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)

DQ12. What is the highest level of schooling that you have obtained? (READ LIST)

- 1 Completed high school or less
- 2 Some post secondary or completed a college diploma
- 3 Completed university degree or post-grad degree
- 99 (DO NOT READ) Refused

DQ_EMP. What best describes your employment status? Would you say you are...

- 1 Employed full time
- 2 Employed part time
- 3 Self-employed
- 4 Out of work and looking for work
- 5 Out of work but not currently looking for work
- 6 A homemaker
- 7 A student
- 10 Retired
- 8 Unable to work
- 9 Other
- 99 (DO NOT READ) Refused

DQ13. Which of the following categories best describes the total annual income, before taxes, of all the members of your household? (READ LIST)

- 1 Less than \$90,000
- 2 \$90,000 and over
- 99 [DO NOT READ] Don't Know / Refused (SKIP TO DQ16)

The City of Calgary 2020 Citizen Perspectives Survey – Wave 1 (Buy Local)
February 18, 2020

[IF "Less than \$90,000" ASK DQ14. IF "\$90,000 and over" ASK DQ15. IF DK/REF, GO TO DQ16]

DQ14. Would that be... (READ LIST – ACCEPT RESPONSES BEFORE FINISHING LIST)

- 1 Less than \$30,000
- 2 \$30,000 to just under \$45,000
- 3 \$45,000 to just under \$60,000
- 4 \$60,000 to just under \$75,000
- 5 \$75,000 to just under \$90,000
- 99 (DO NOT READ) Refused

DQ15. Would that be... (READ LIST – ACCEPT RESPONSES BEFORE FINISHING LIST)

- 1 \$90,000 to just under \$105,000
- 2 \$105,000 to just under \$120,000
- 3 \$120,000 to just under \$135,000
- 4 \$135,000 to just under \$150,000
- 5 \$150,000 and over
- 99 Refused

DQ16. Do you consider yourself a member of a visible minority?

- 1 Yes
- 2 No
- 99 Refused [DO NOT READ]

DQ17. Do you or a member of your family have a disability?

- 1 Yes
- 2 No
- 99 Refused [DO NOT READ]

DQ23. 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
- 95 – Other – please specify
- 99 – Refused / prefer not to say

DQ18. Finally, would you be interested in participating in future research related to The City of Calgary?

- Yes
- No (SKIP TO CLOSE)
- Don't know (SKIP TO CLOSE)



Questionnaire – cont'd

The City of Calgary 2020 Citizen Perspectives Survey – Wave 1 (Buy Local)
February 18, 2020

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

DQ18A. Could I please have an email address where we can contact you?

[RECORD EMAIL ADDRESS. ENSURE VALID EMAIL FORMAT.]

DQ18B. Could I please have your first name and a telephone number you can be best reached at?

[RECORD FIRST NAME AND CONFIRM/CHANGE TELEPHONE NUMBER]

DQ18C. Is this phone number a cell phone or a landline?

- 1 Cell phone
- 2 Landline
- 99 Prefer not to answer

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