



Calgary



2018 Citizen Perspectives Survey Report

August 2018

**Presented by the Corporate Research Team
Customer Service & Communications
The City of Calgary**

Methodology

Background

The City Manager commissioned this study for the purpose of establishing baseline information about citizens' attitudes and perceptions towards a potential bid for the 2026 Olympic and Paralympic Winter Games. The City Manager has shared these results with Council's Engagement Advisory Sub-Committee to assist Sub-Committee members in developing an engagement strategy for consideration by Council's 2026 Olympic and Paralympic Winter Games Assessment Committee and Council.

Methodology

The survey was conducted July 23 – 29, 2018 with n=500 Calgarians via telephone using random digit dialing (RDD). Numbers from both landlines (62%) and cell phones (38%) were included to obtain a random and statistically representative sample of Calgarians. The margin of error (MOE) for the total sample of n=500 is ± 4.38 percentage points, 19 times out of 20.

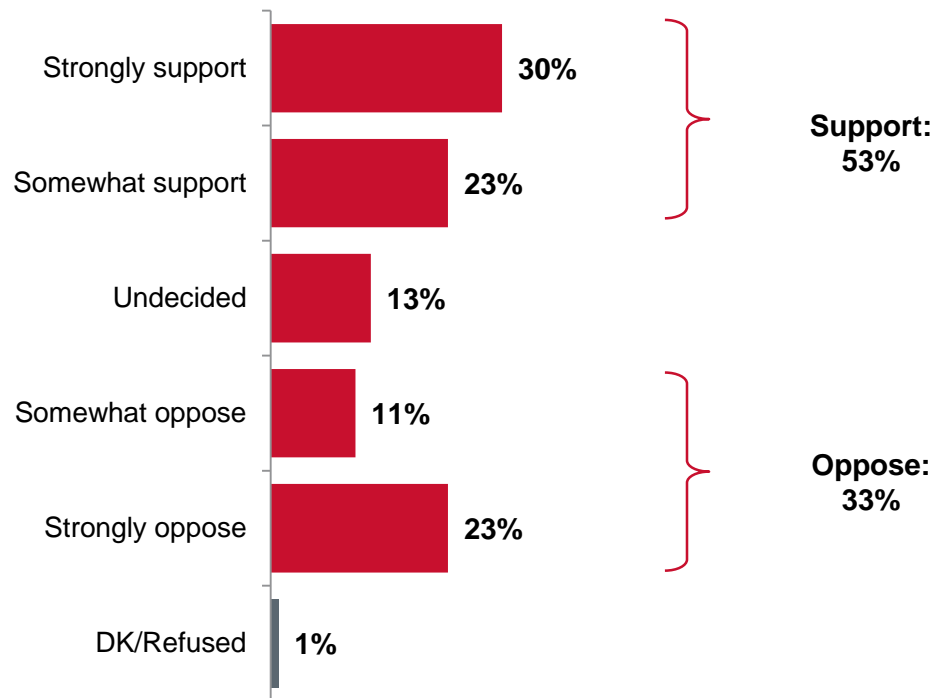
To ensure the data was gathered from a representative group of Calgarians, sample quotas were set by age, gender, and city quadrant of the general population aged 18 and older. Data were then weighted to the 2016 Civic Census for age and gender.

Support/Opposition and Rationale



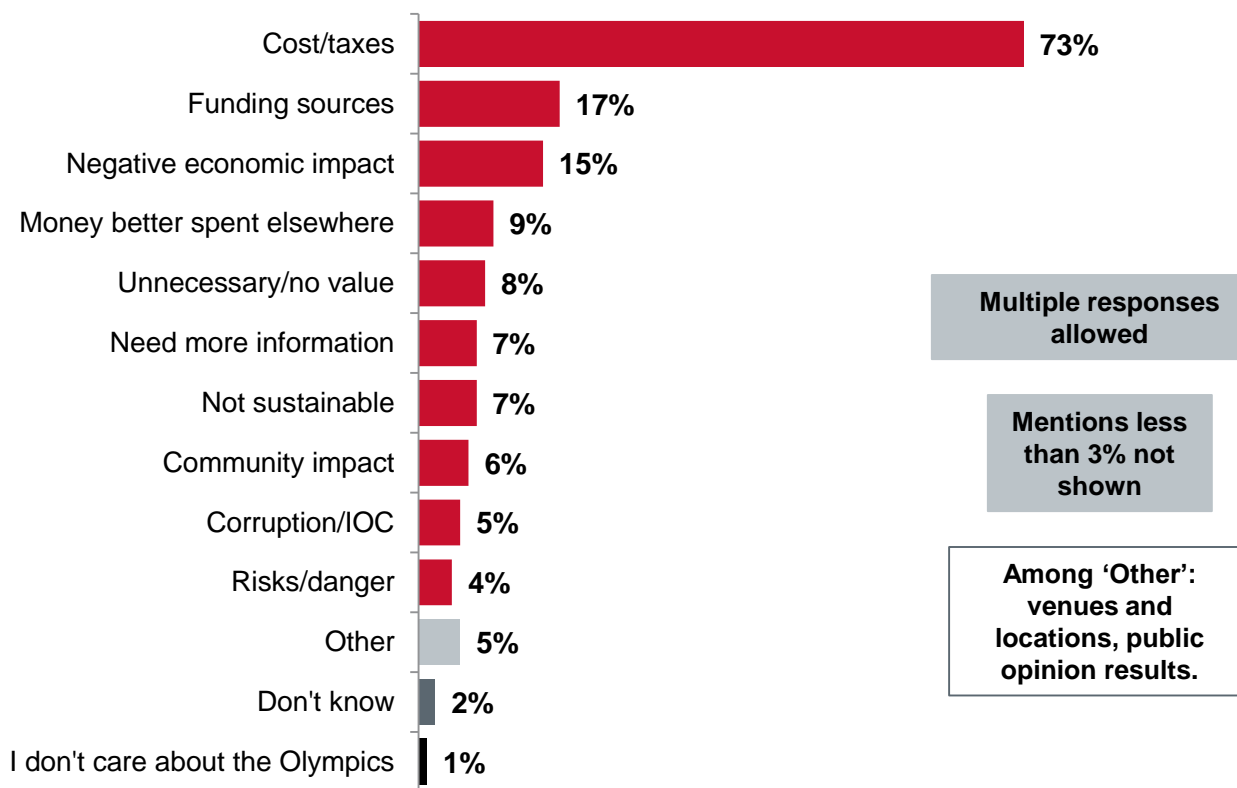
Support/Opposition for a Bid

Do you personally support or oppose a potential Calgary 2026 Olympic and Paralympic Winter Games bid?



Reasons for Opposing a Bid

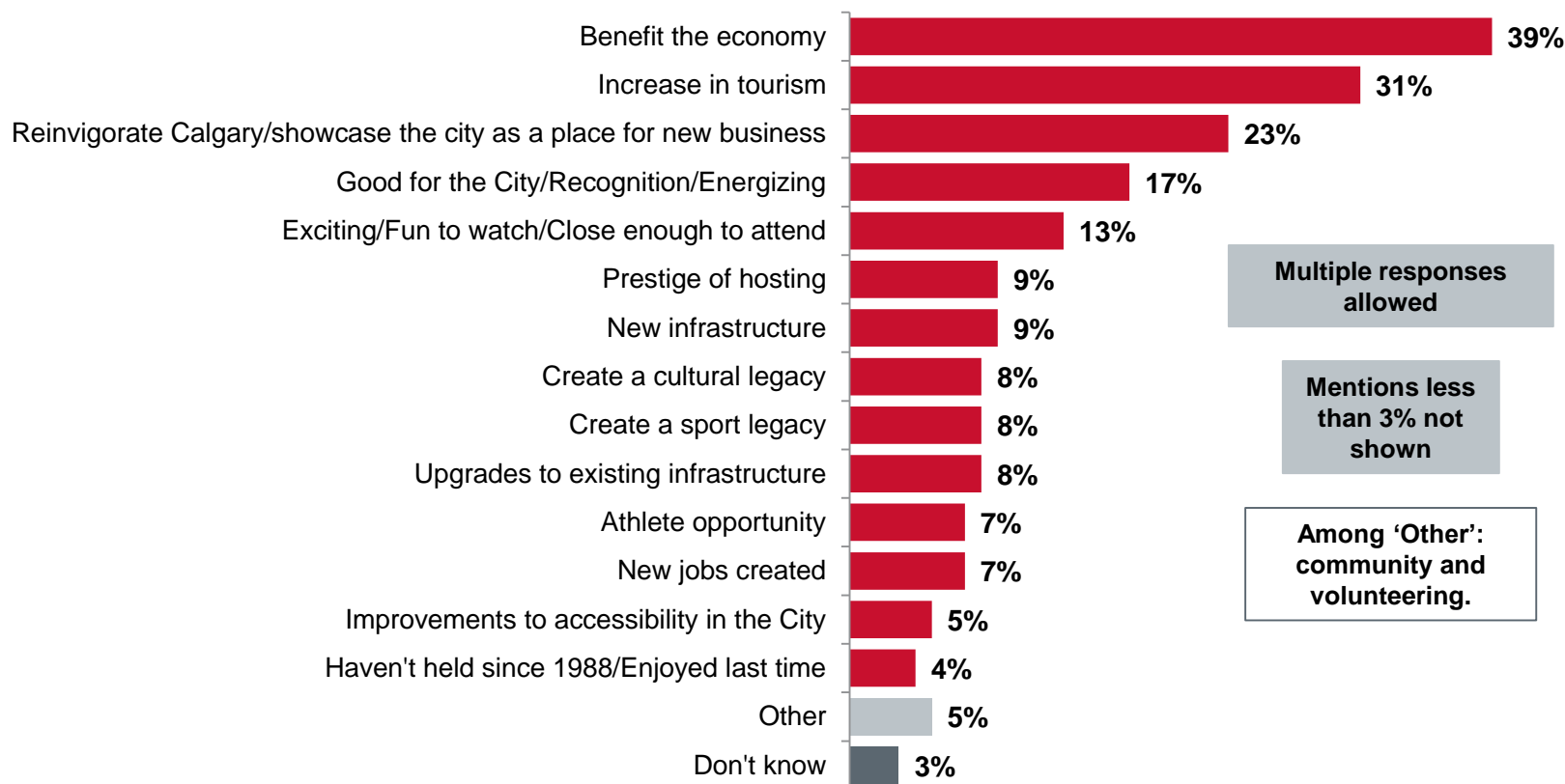
Why do you oppose a potential Calgary Olympic bid?



Base size: Respondents who somewhat oppose or strongly oppose a potential Calgary Olympic bid (n=167)
(unprompted)

Reasons for Supporting a Bid

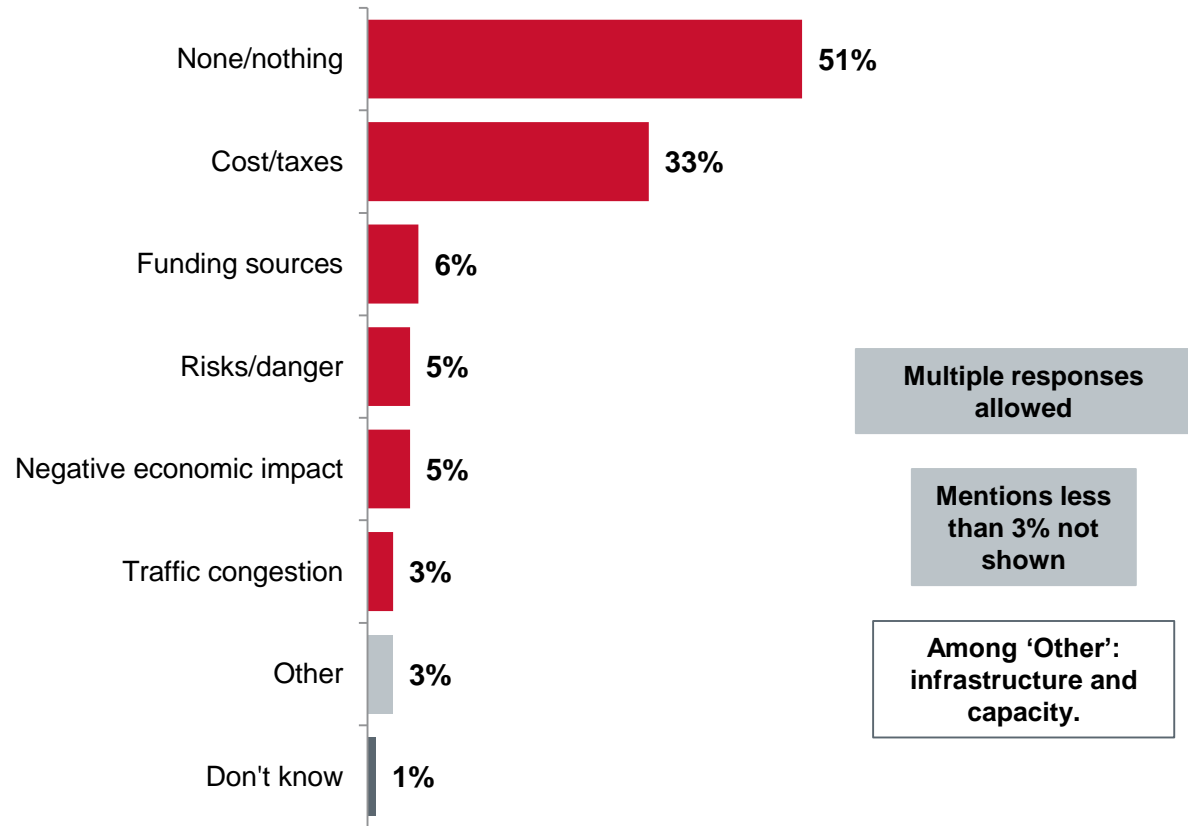
Why do you support a potential Calgary Olympic bid?



Base size: Respondents who somewhat support or strongly support a potential Calgary Olympic bid (n=264)
(unprompted)

Concerns of Supporters

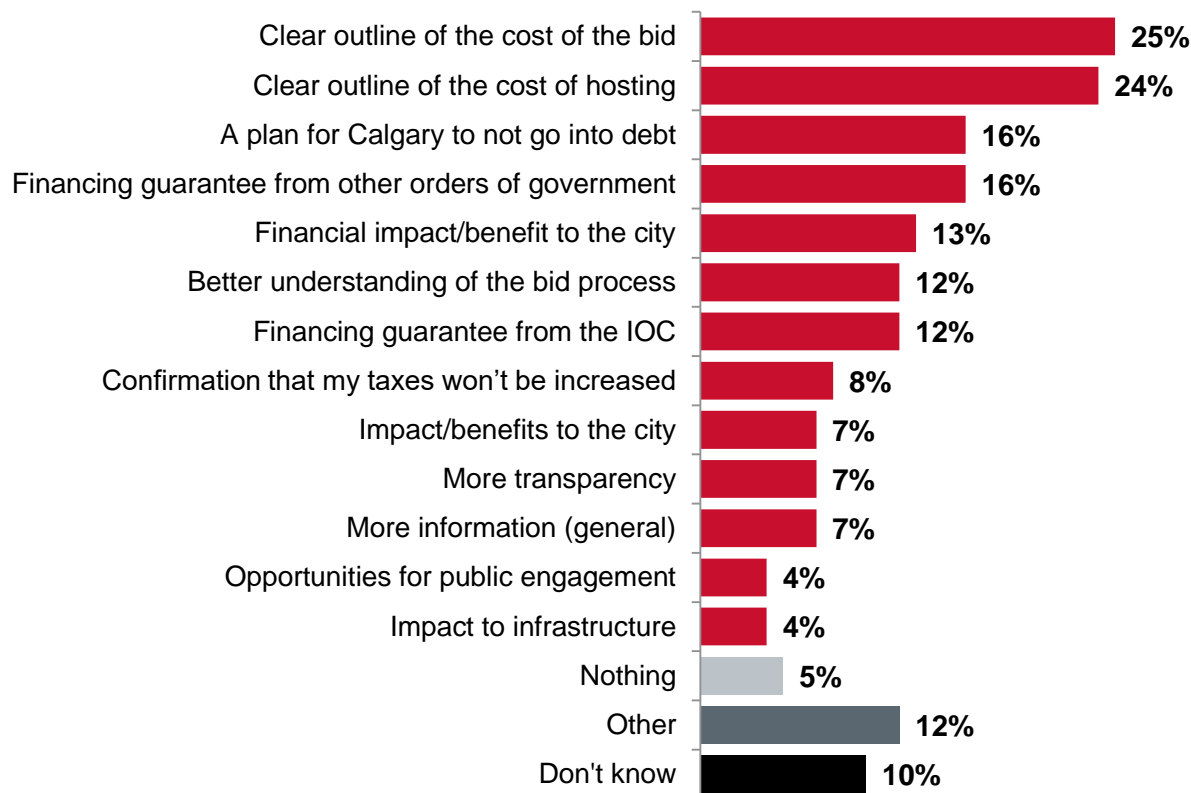
Do you have any concerns about a potential Olympic bid?



Base size: Respondents who somewhat support or strongly support a potential Calgary Olympic bid (n=264)
(unprompted)

Undecided

What would help you to decide either way?



Multiple responses
allowed

Mentions less
than 3% not
shown

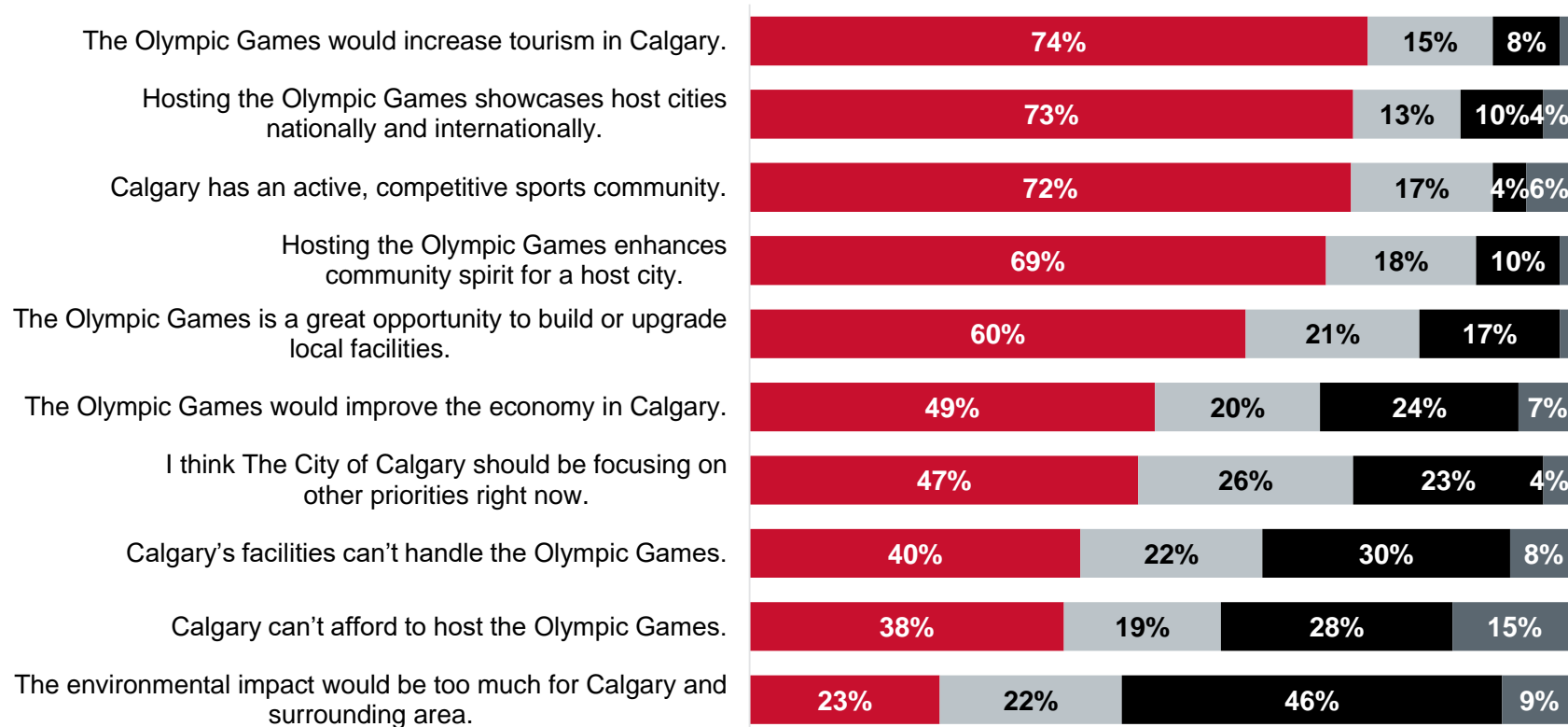
Among 'Other':
more detailed
information,
security risk and
cost, more
excitement.

Base size: Respondents who are undecided about a potential Calgary Olympic bid (n=65)
(unprompted)

Opinions About a Calgary Olympic Bid

Please rate your level of agreement with the following statements.

■ %7-10 (Agree) ■ %5-6 (Neutral) ■ %1-4 (Disagree) ■ Don't Know



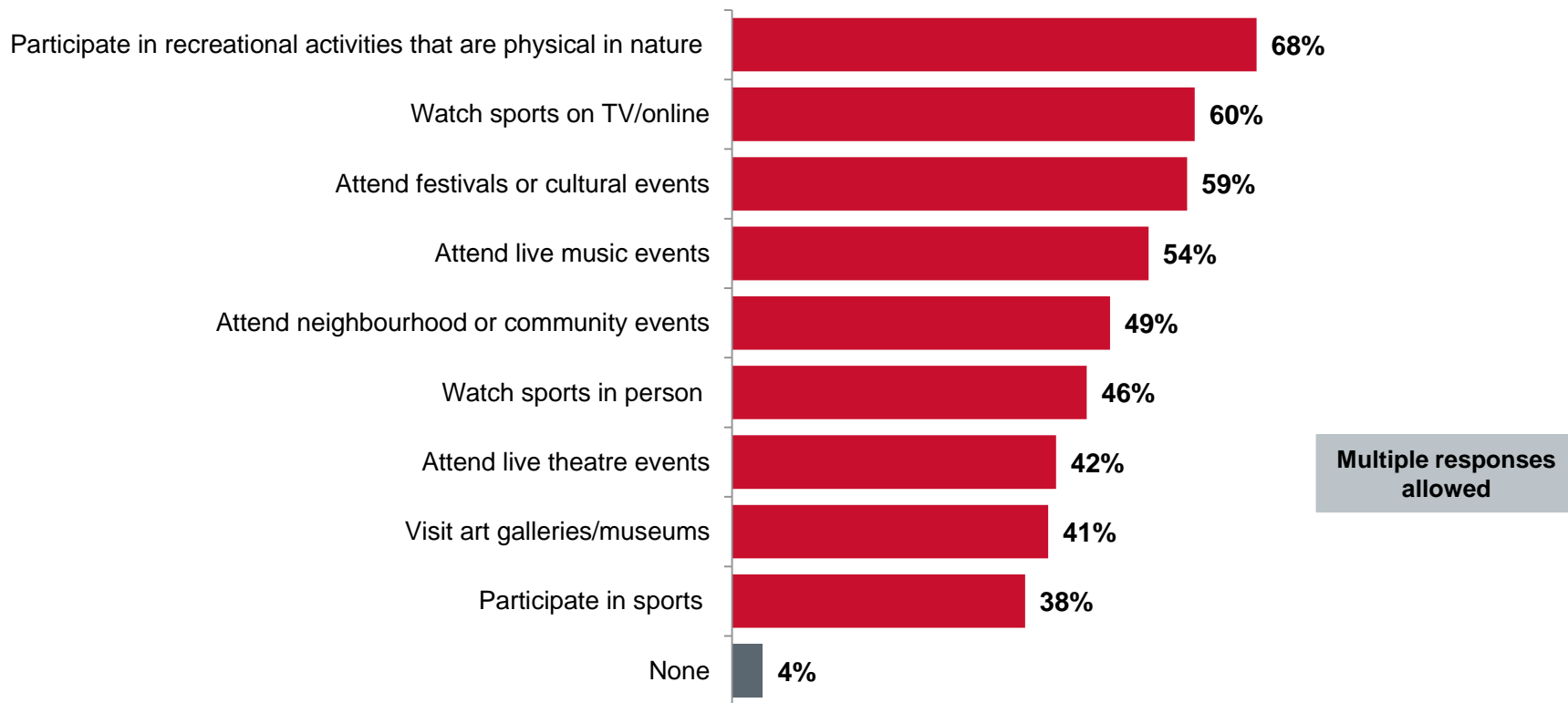
Q. Base size: All respondents (n=500)

Participation and Involvement



Regular Participation in Various Activities

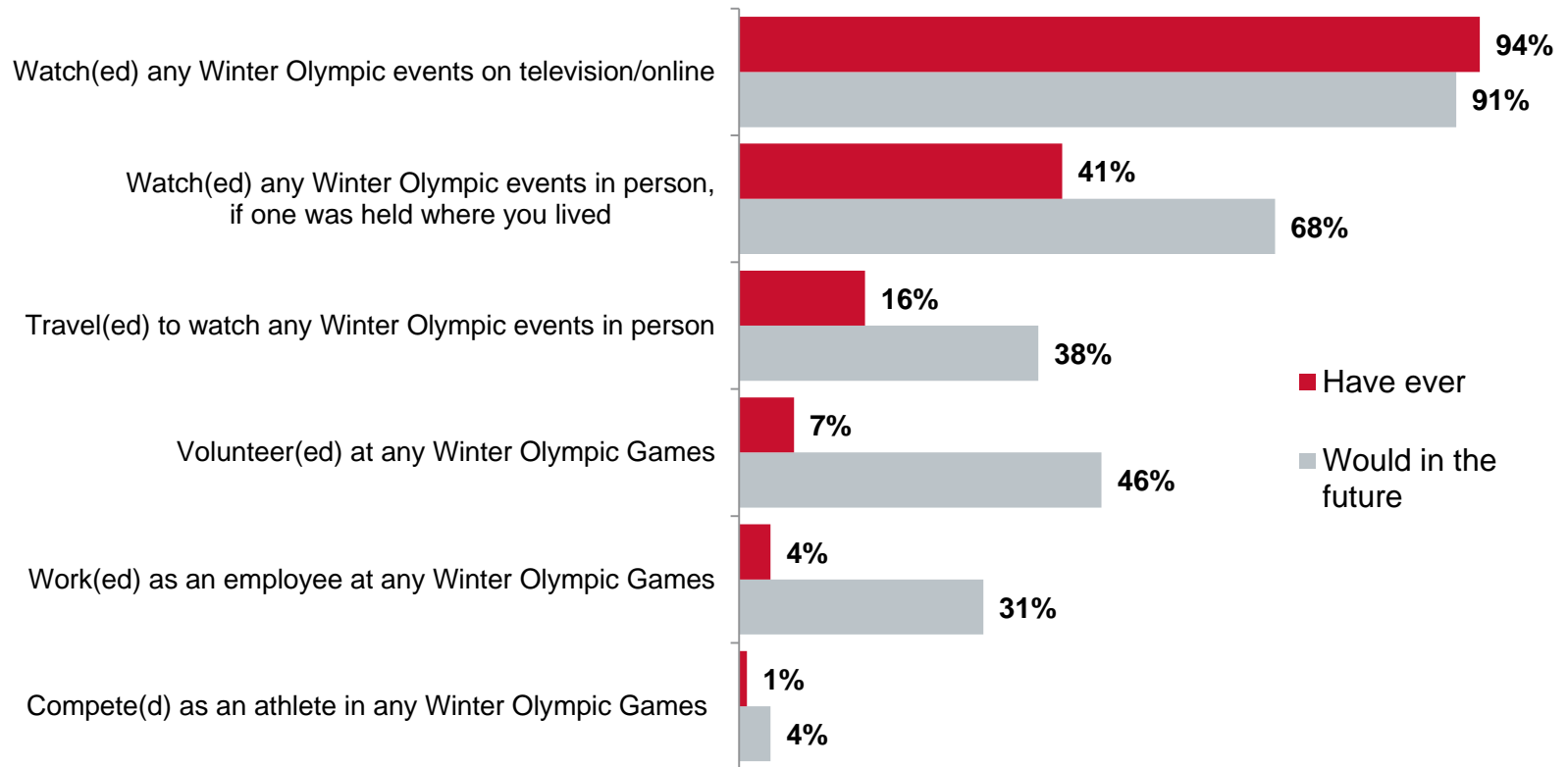
Which of the following activities do you regularly participate in?



Base size: All respondents (n=500)

Winter Olympic Involvement

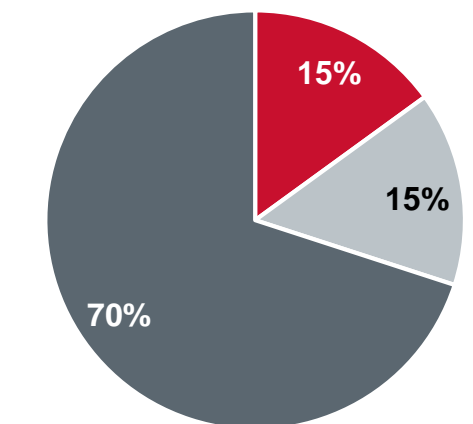
Please tell me first if you have ever taken part, and next if you think you would in the future.



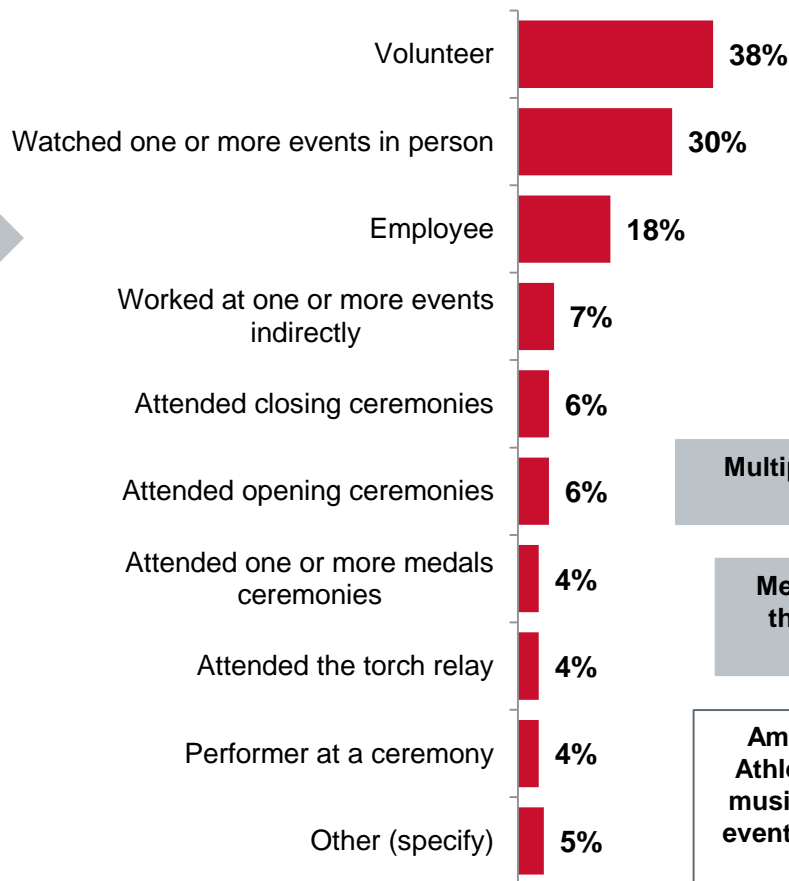
Base size: All respondents (n=500)

Personal Involvement in '88 Winter Games

Were you personally involved in the 1988 Olympic Winter Games in Calgary? In which way(s)?



- Did not live in Calgary in 1988
- Was involved in some capacity
- Was not personally involved



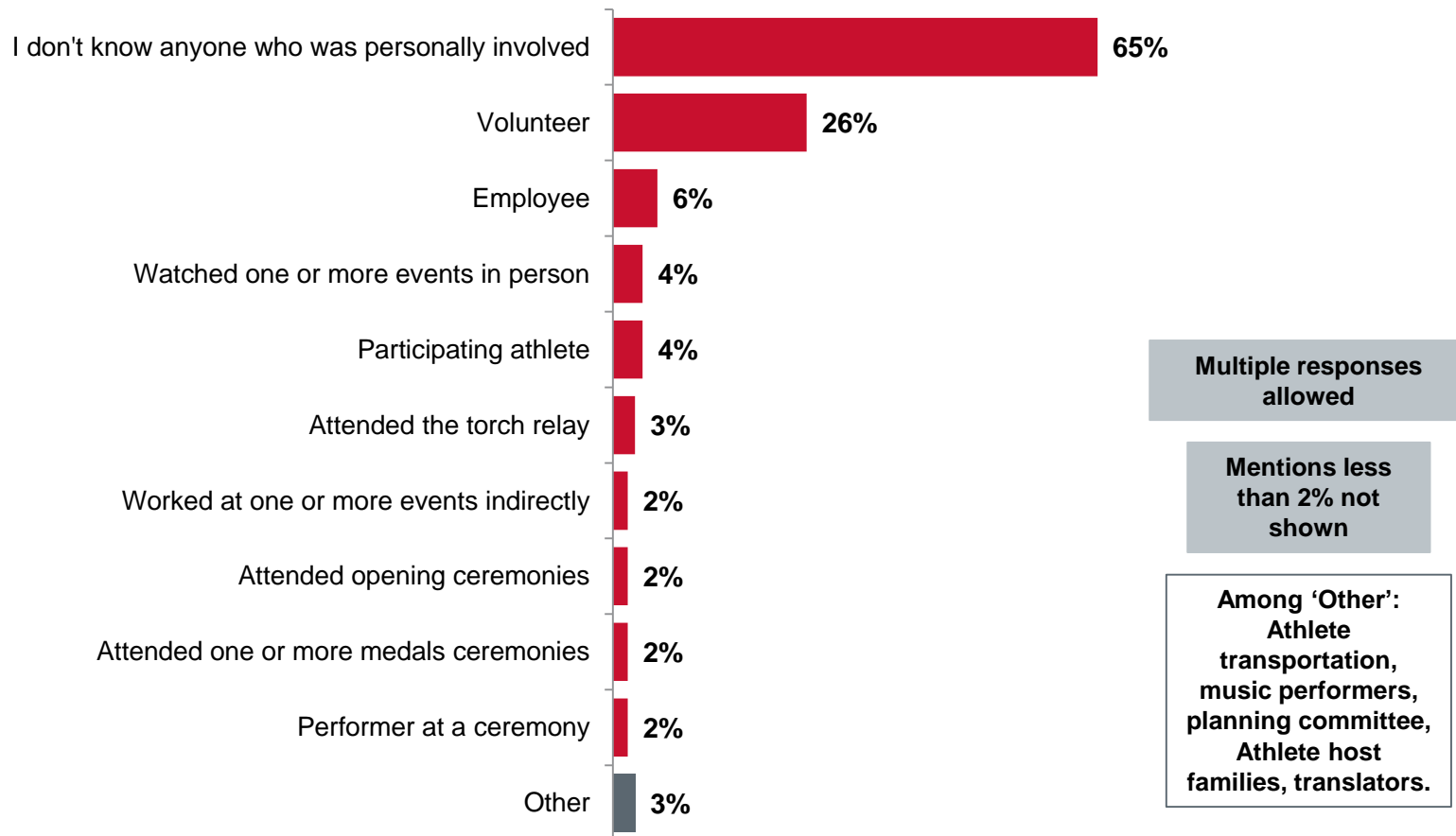
(unprompted)

Base size: Respondents aged 25 years or older (n=447)

Base size: Respondents aged 25 years or older who did participate in 1988 (n=67)

Knows Someone Involved in '88 Winter Games

Do you know anyone who was personally involved in the 1988 Olympic Winter Games in Calgary? In which way(s)?



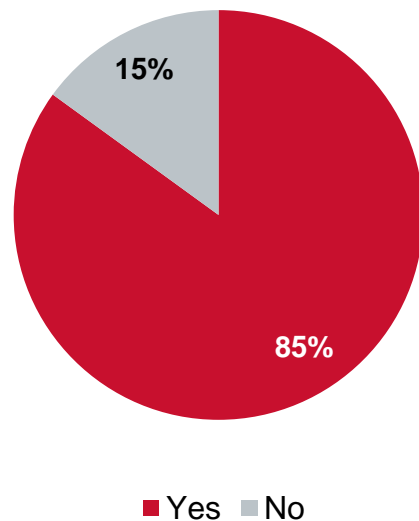
Q. Do you know anyone who was personally involved in the 1988 Olympic Winter Games in Calgary? In which way(s)? (unprompted)
Base size: All respondents (n=500)

Awareness and Information Needs



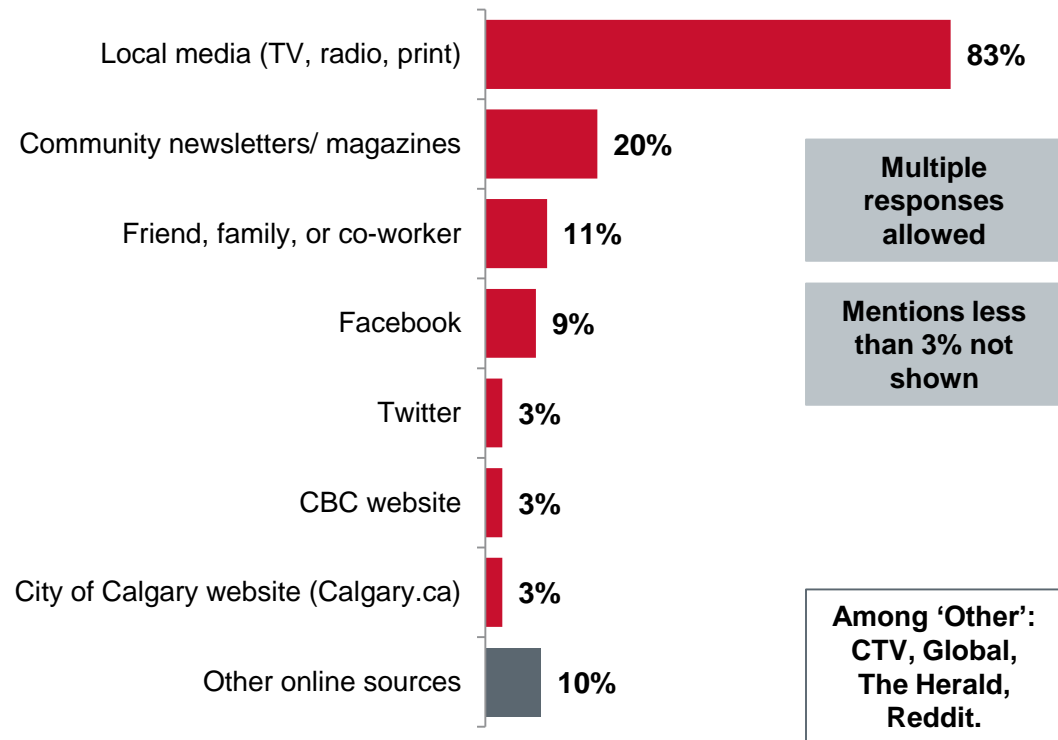
Awareness of Olympic Bid Exploration

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 size: All respondents (n=500)
(unprompted)

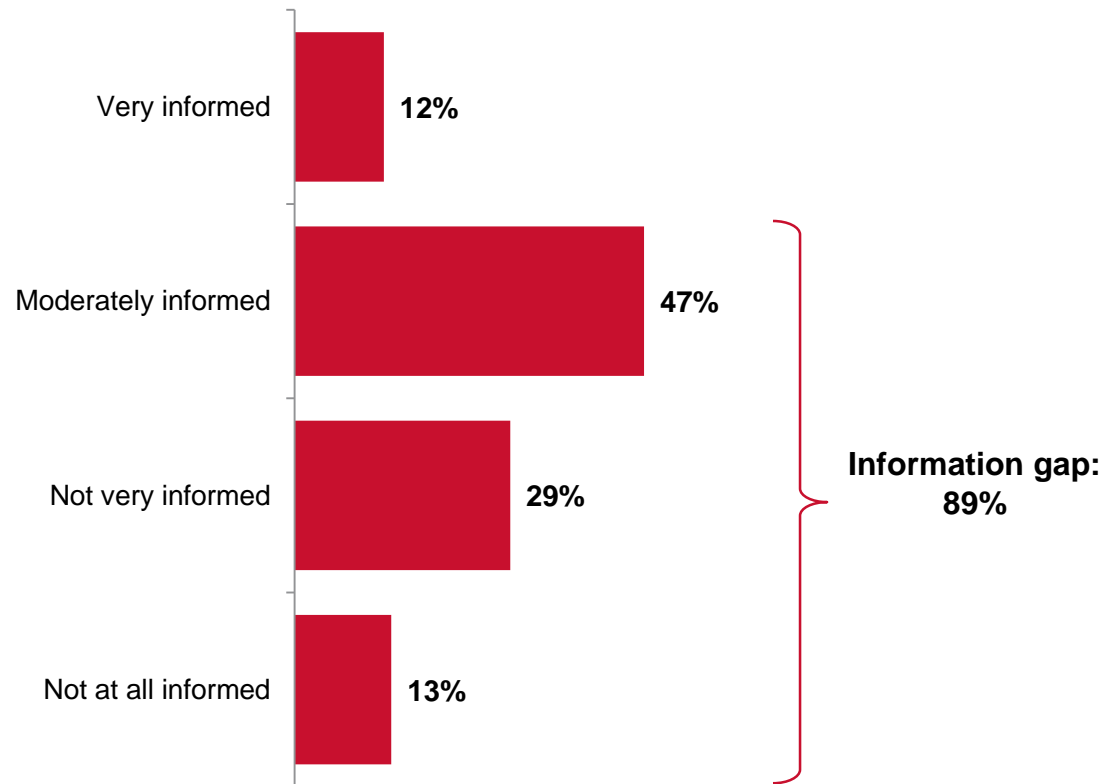
Where do you recall seeing, reading, or hearing something about a potential Calgary Olympic bid?



Base size: Those who recall (n=423)

Level of Feeling Informed

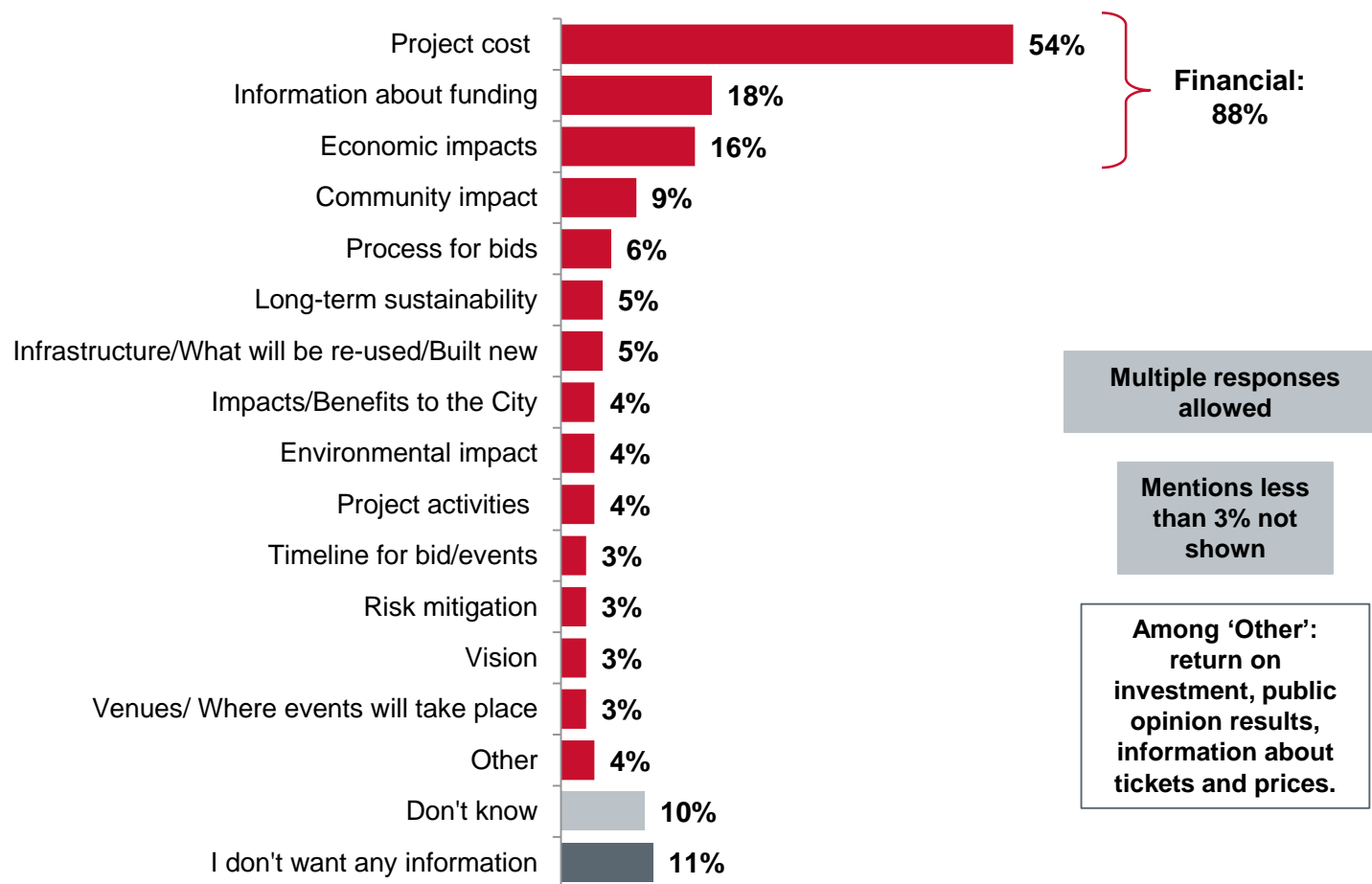
How informed do you feel about a potential Calgary Olympic bid?



Base size: All respondents (n=500)

Specific Information Wanted by Citizens

What specific information do you want to know about a potential Calgary Olympic bid?

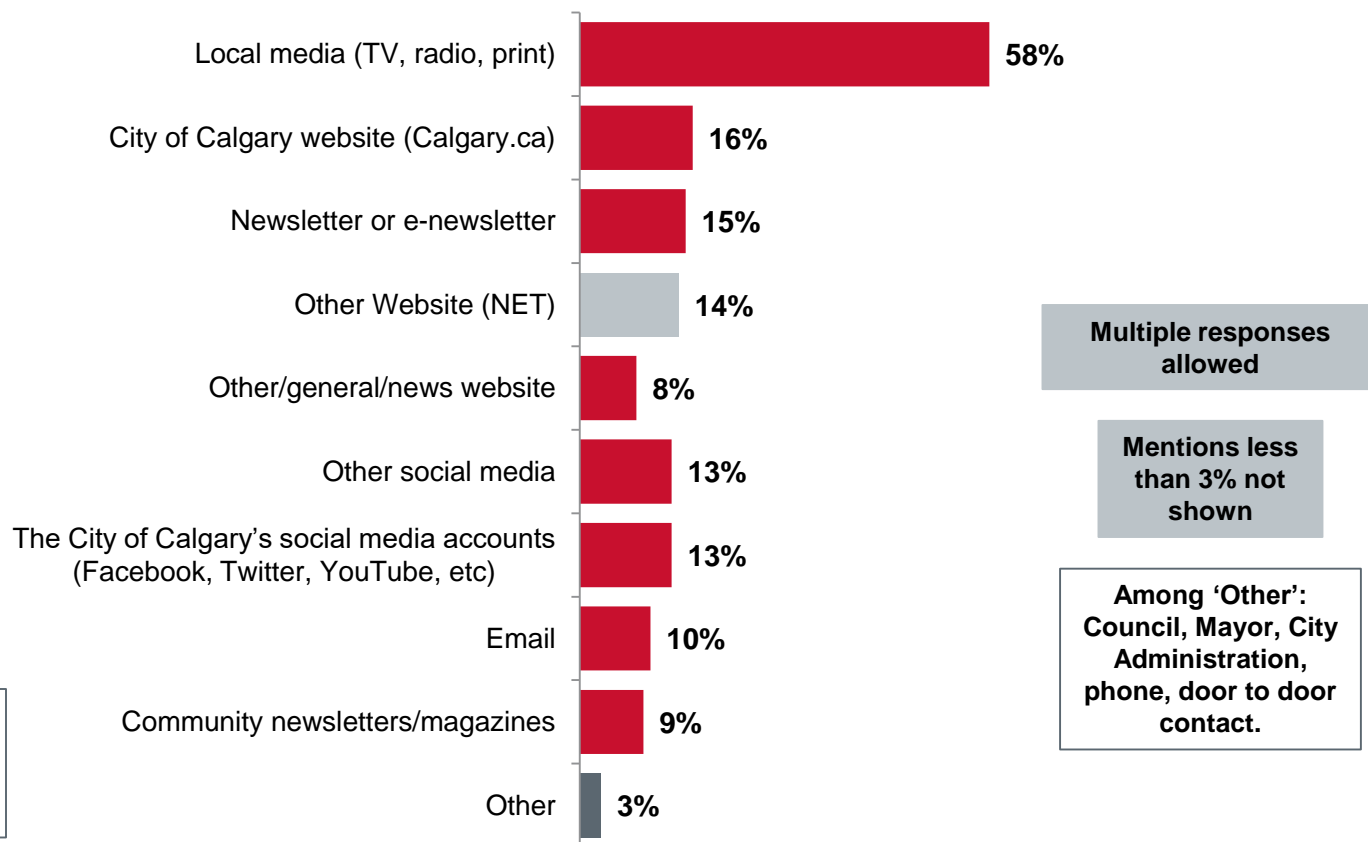


(unprompted)

Base size: All respondents (n=500)

Preferred Channel(s) for Information

What is your preferred way to get information about a potential Calgary Olympic bid?



(unprompted)

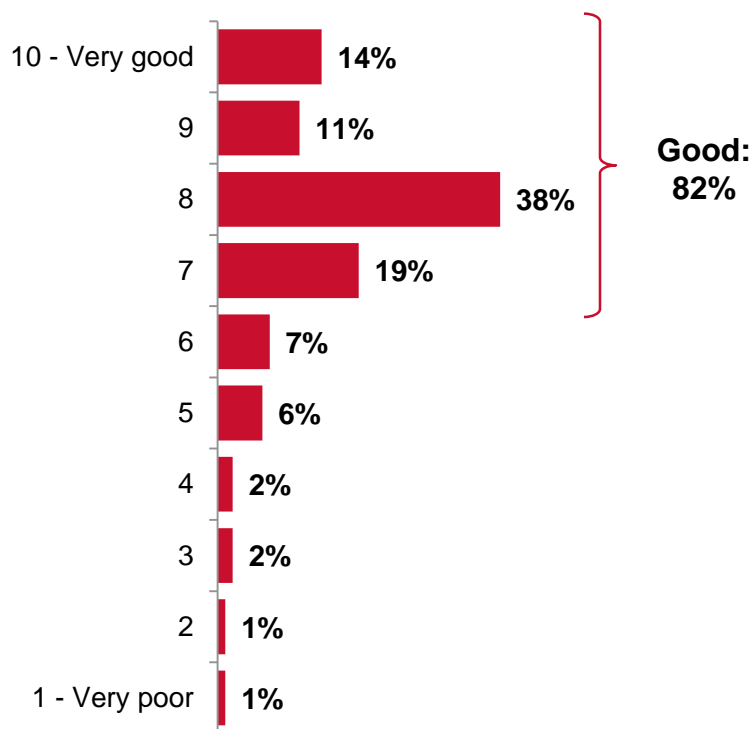
Base size: Respondents who would like some type of information about a potential Calgary Olympic bid (n=443)

Overall Population Metrics



Overall Quality of Life

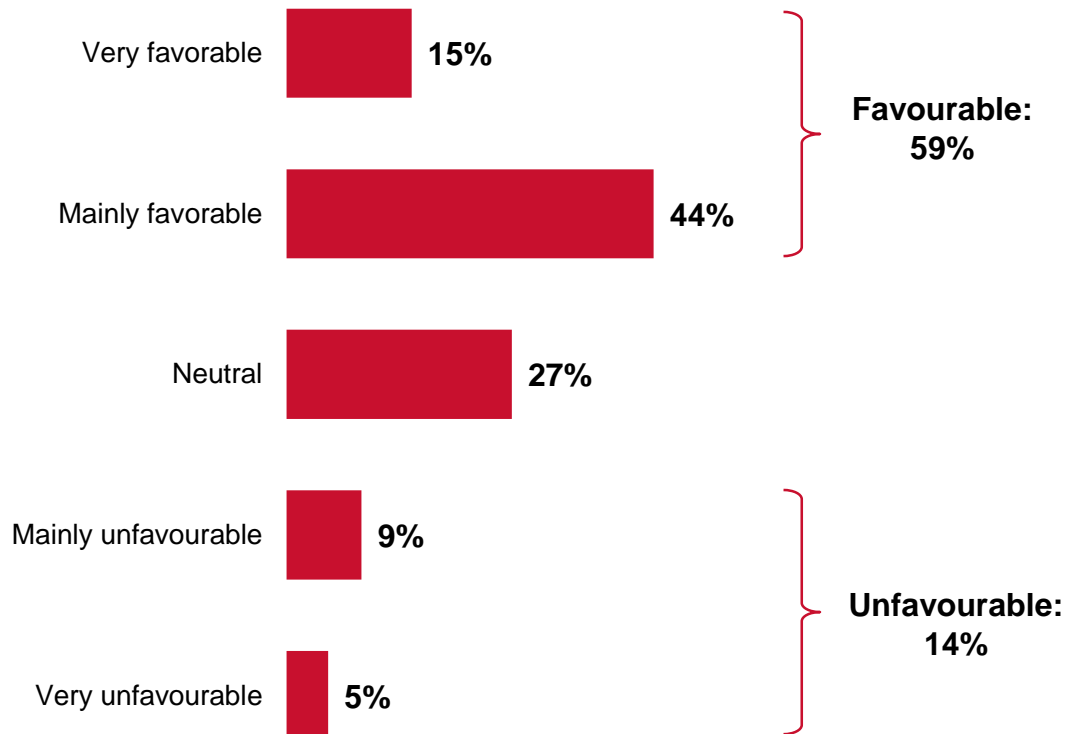
On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good” how would you rate your overall quality of life in the city of Calgary today?



Base size: All respondents (n=500)

Favourability Towards The City

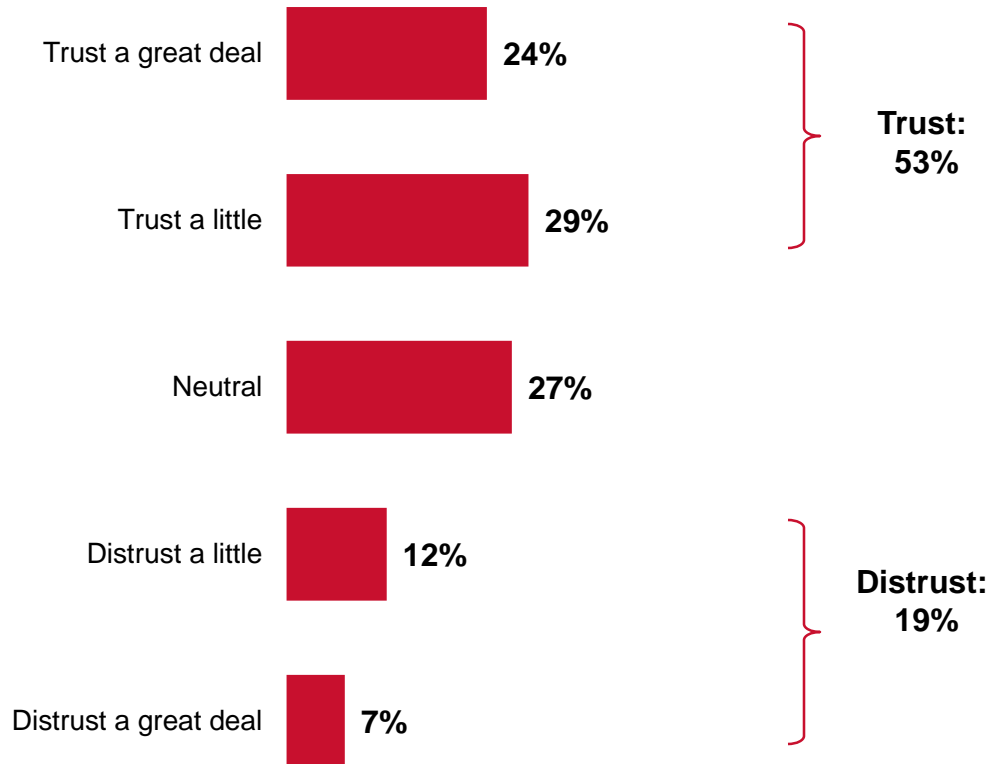
Taking into account all of the things you think are important, how favorable or unfavourable is your overall opinion or impression of The City of Calgary?



Base size: All respondents (n=500)

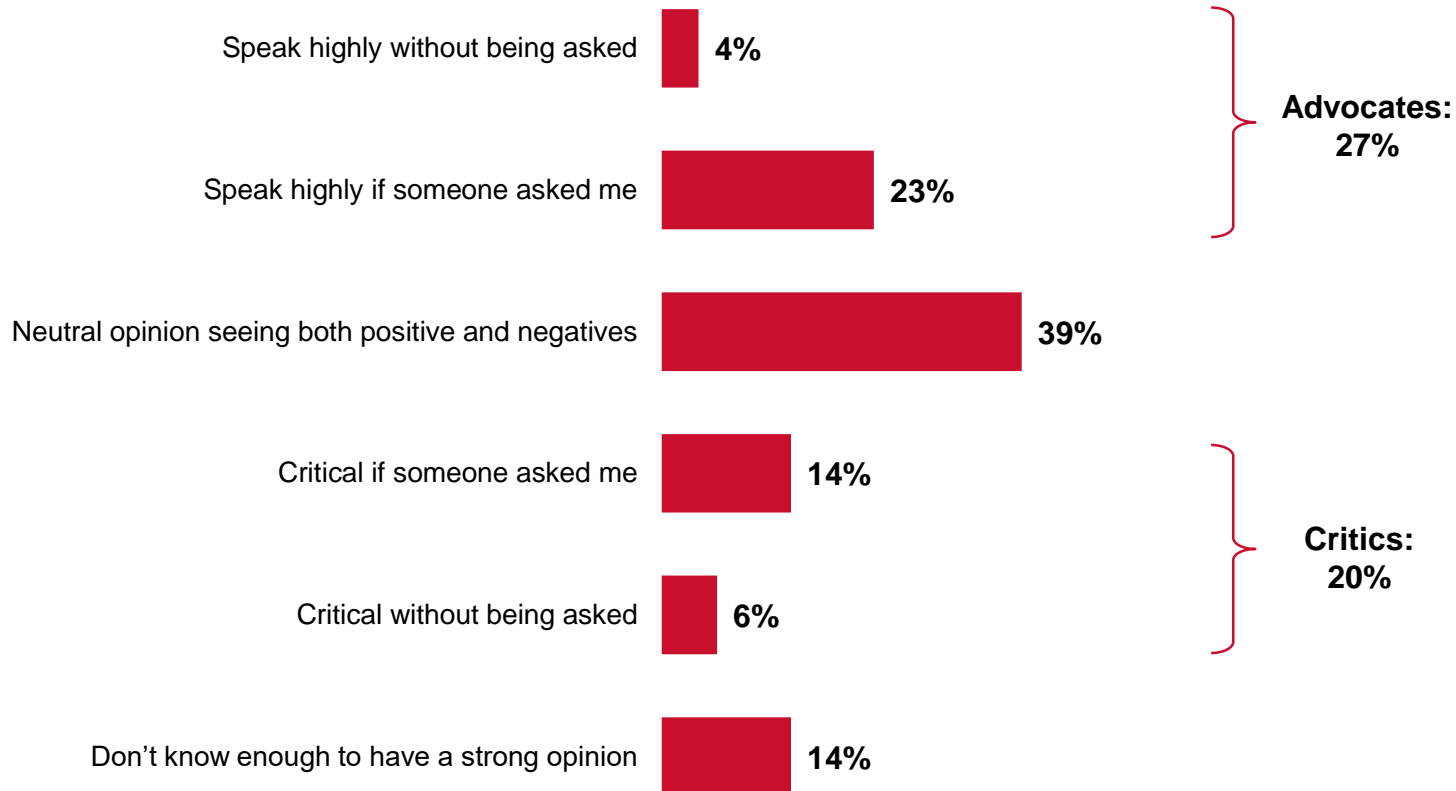
Trust in The City

Taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary?



Advocacy of The City

Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?



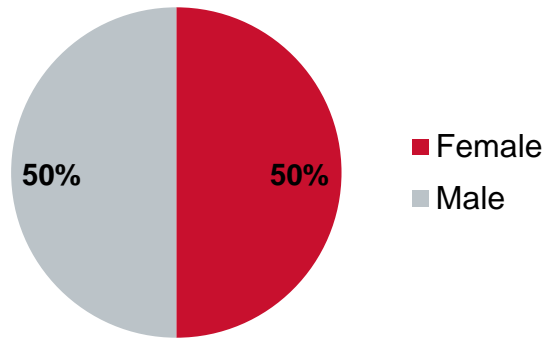
Base size: All respondents (n=500)

Demographics

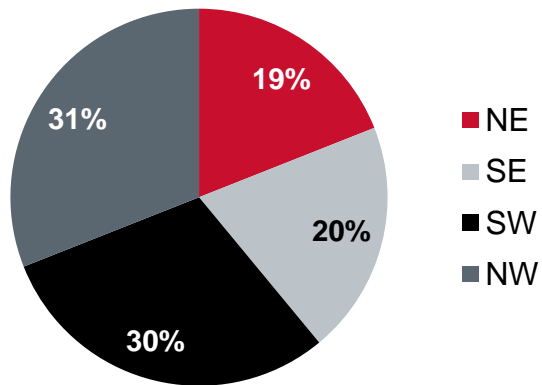


Gender, Age, Quadrant

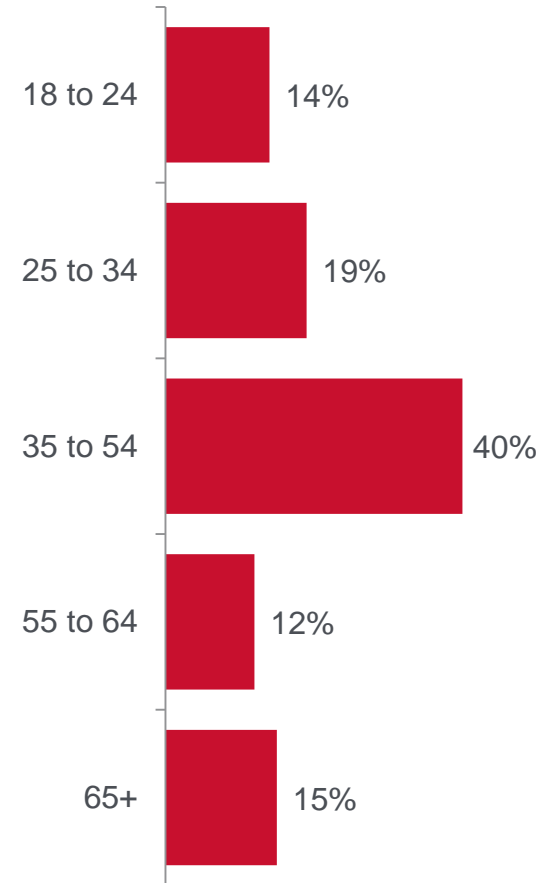
Gender



Quadrant of residence



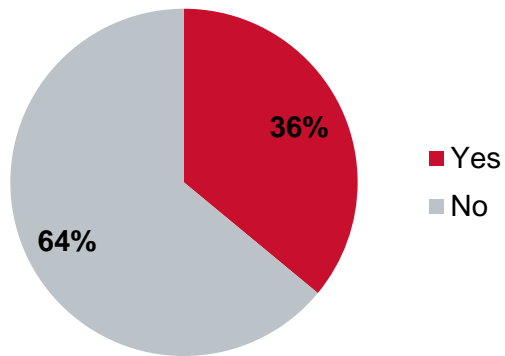
Age Groups



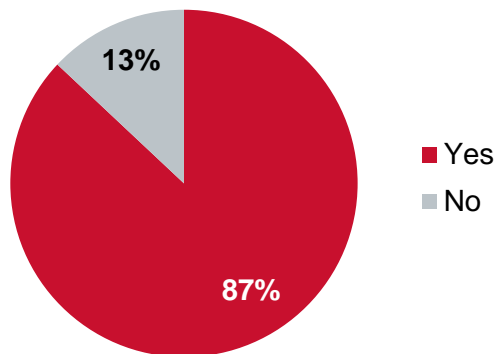
Base size: All respondents (n=500)

Children, Taxes, and Tenure

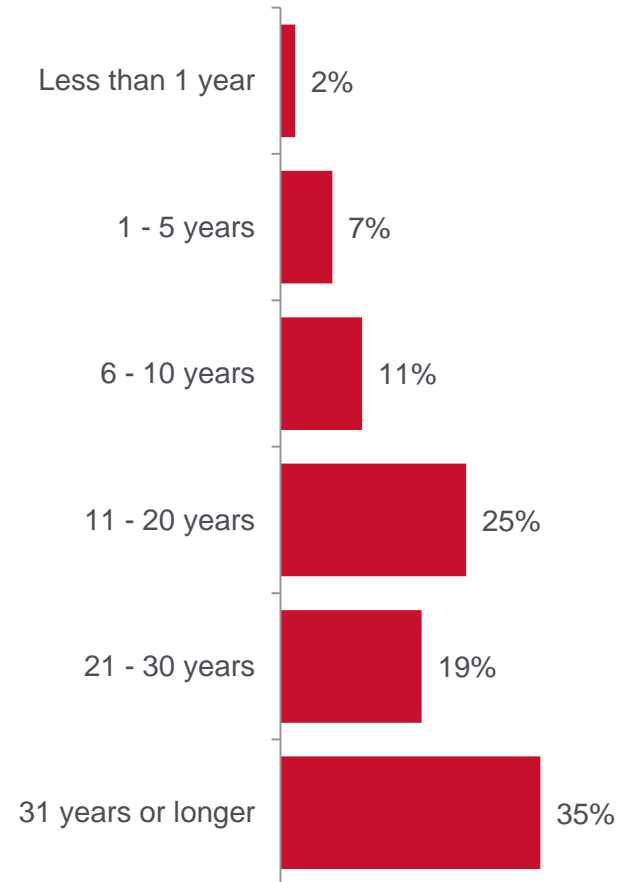
Children Under the Age of 18 in the Household



Primarily or Jointly Responsible for Paying Taxes or Rent in Household

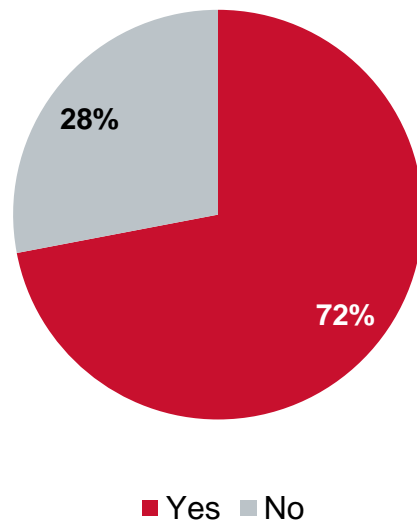


Years Lived in Calgary



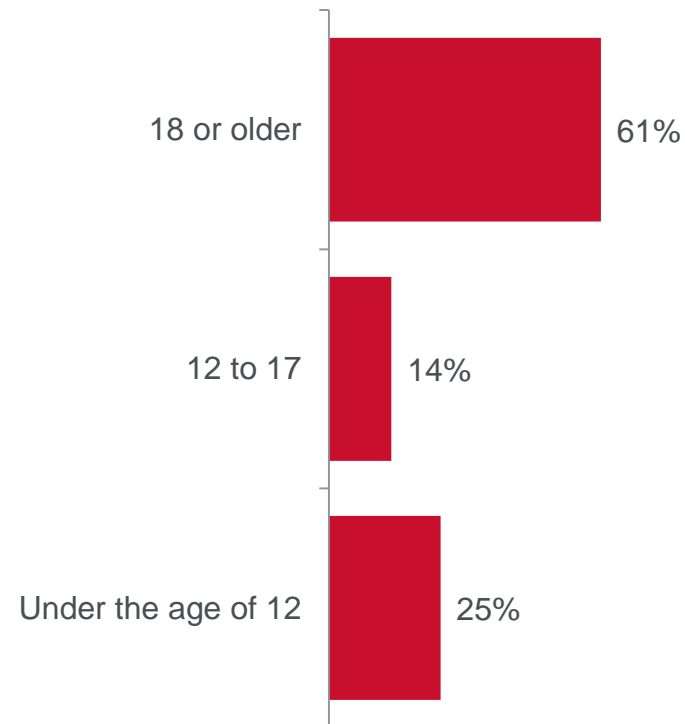
Immigrant Status

Born in Canada



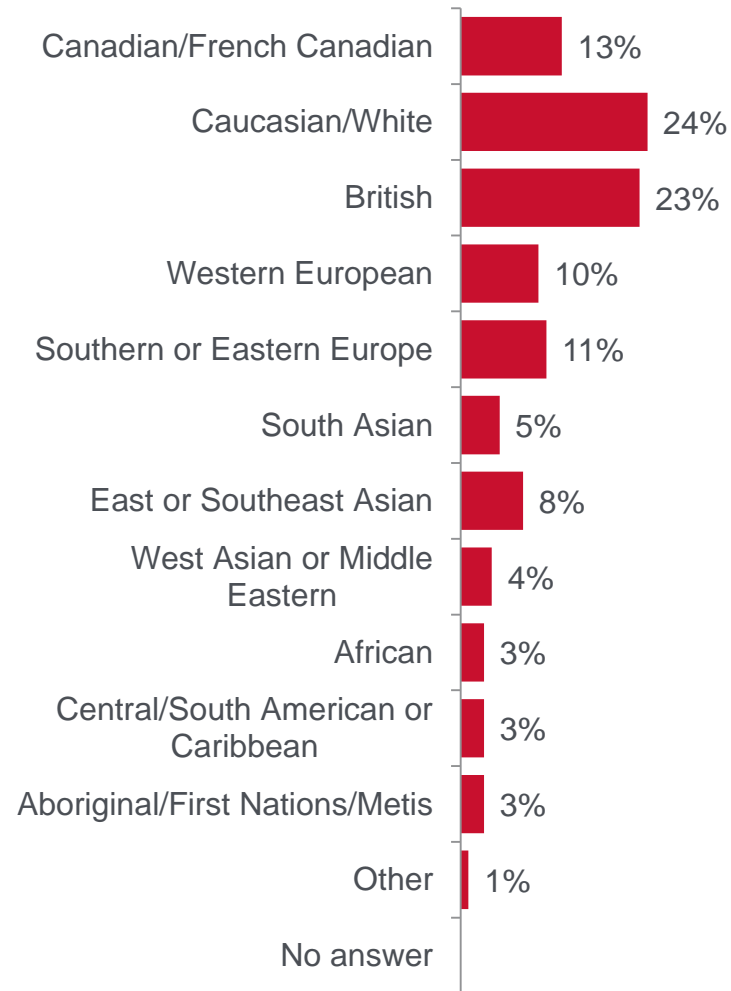
Base size: All respondents (n=500)

Age Upon Arrival in Canada



Base size: Respondents not born in Canada (n=138)

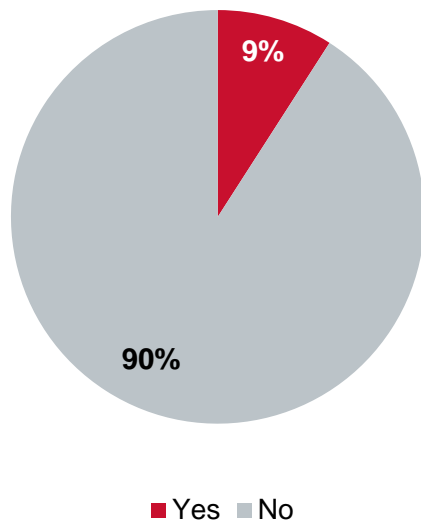
Ethnic Background



Base size: All respondents (n=500)

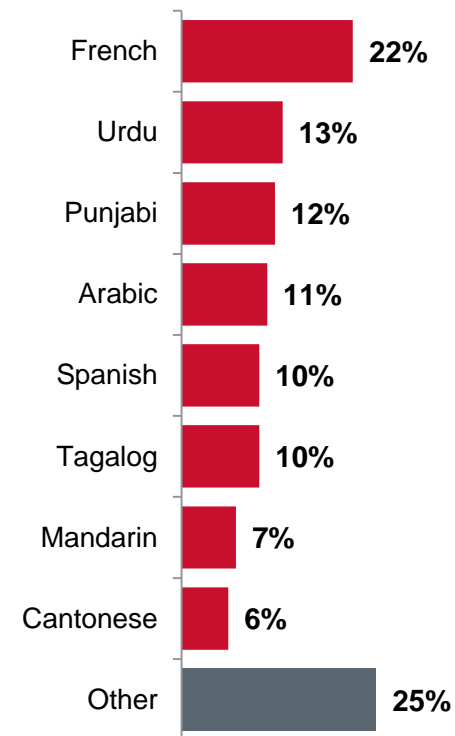
Non-English Language Needs

**Helpful to Get Information From
The City in a Language Other Than
English**



Base size: All respondents (n=500)

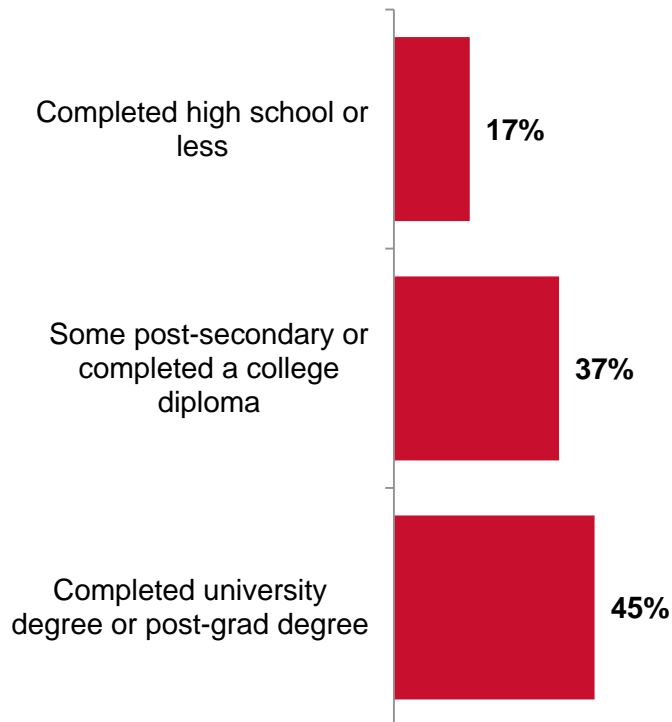
Language for Information



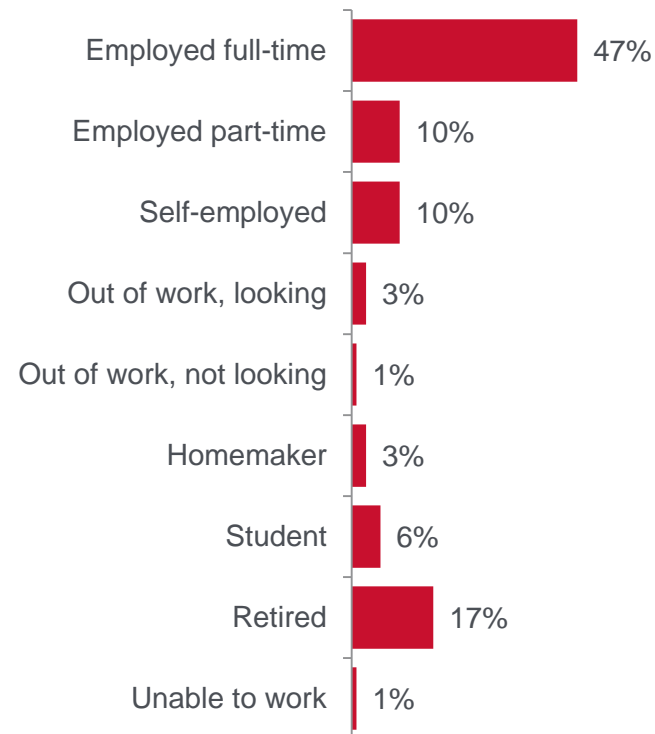
Base size: Respondents who say it would be helpful to get information from The City in a language other than English (n=40)

Education and Employment Status

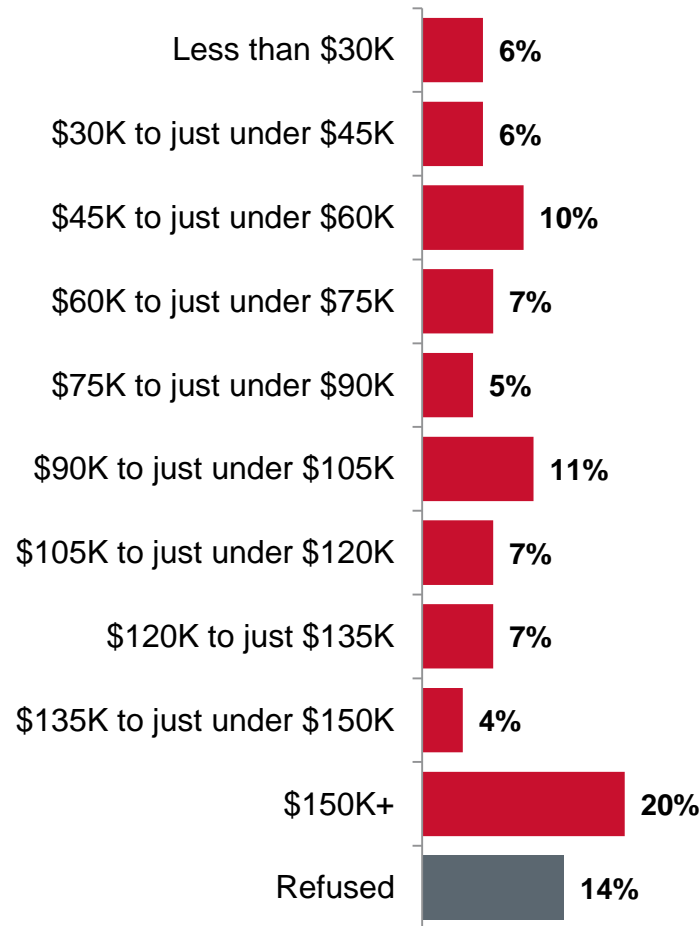
Highest Level of Schooling Obtained



Employment Status



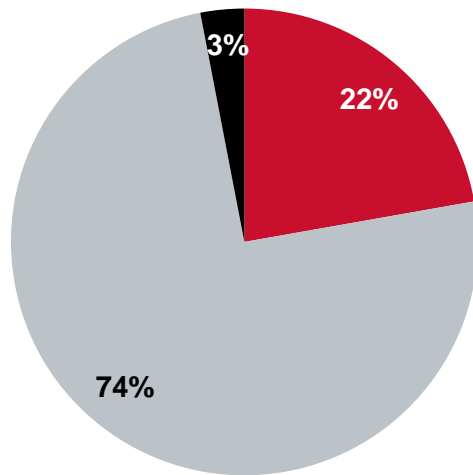
Household Income



Base size: Respondents who are employed (n=500)

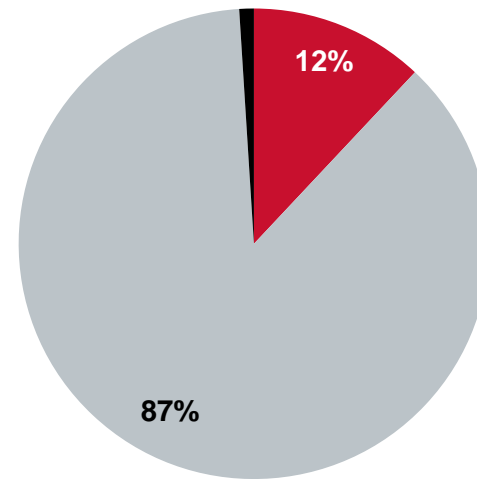
Visible Minority and Disabilities

Self-Report as a Visible Minority



■ Yes ■ No ■ Refused

Self or Family Member has a Disability



■ Yes ■ No ■ Refused