2019 Citizen Perspectives Survey Report
Buy Local

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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 an ongoing Citizen Perspectives Survey fielded at various intervals through the year. This wave of the Citizen Perspectives Survey focused on opinions and perceptions of 'buy local,' defined as: 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.

Methodology

The survey was conducted by NRG Research Group from October 30 – November 5, 2019 with 503 Calgarians via telephone using random digit dialing (RDD). The survey was conducted using numbers from both landlines (47%) and cell phones (53%) 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=503 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 & Overview of Findings

Key Findings

- Calgarians' interpretations of the term 'buy local' include supporting local/Calgary businesses and purchasing locally-made products, with some referring to Calgary as 'local' and some mentioning Alberta or even Canada.

- Many Calgarians reported that it's important to them personally to 'buy local,' agreed they prefer to buy local whenever possible, and think that doing so can benefit the local economy; however, cost was cited as a drawback of, and barrier to, buying local.

- In addition to cost as a barrier, issues of accessibility and/or convenience (in terms of getting to places where they can purchase local products vs. the ease of buying elsewhere/online) were mentioned.

- While a slight majority of Calgarians reported making all or most of their service purchases locally in the past year, fewer made this proportion of their food and dining out purchases from locally-owned businesses.

- Clothing and home décor was purchased locally by a minority of Calgarians in the past year.

- Quality of products, customer service, convenience and price are important factors when deciding where to purchase something, while where a product is made is less so.

- Despite cost being mentioned as a barrier to buying local, the majority of Calgarians agreed they'd be willing to pay a bit more to buy local.

- Although many Calgarians agree that buying local creates jobs for Calgarians and it can help the economy, fewer agree that they know where to go to buy local and that they know how to determine if a business is locally-owned.

Overview

Calgarians generally view ‘buy local’ as meaning support local businesses and/or purchase locally-made products and doing this is personally important to a majority of Calgarians.

- When asked to explain, in their own words (which were then coded into themes), what the term ‘buy local’ means to them, respondents gave a variety of responses. One-in-five (19%) responded that they didn’t know or were unsure while the majority provided answers that largely referred to supporting or buying from local businesses and/or buying locally made products. Where respondents differed somewhat was in what they consider to be ‘local’:

Support your local businesses	21%
Support products made locally in Calgary	19%
Support your local community	15%
Shop at/buy from local farmers/farmer’s markets	12%
Support products made in Alberta	12%
Buy products from Calgary businesses	10%
Support products made in surrounding area of Calgary	10%
Support products made in Canada	6%
Support small businesses in Calgary	5%

- Two-in-five (42%) recalled seeing, hearing or reading messaging or advertising with the phrase ‘buy local’ in the past six months.

- Before being asked the remaining questions, respondents were read the following definition of ‘buy local’: 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.

- One-third (33%) said it’s ‘very important’ to them personally to buy local while one-half (52%) said it’s ‘somewhat important’ to them (for a total of 85% saying it’s important to them). One-in-ten (11%) reported it’s ‘not very important’ and 3% reported it’s ‘not at all important’ to them.

Calgary

Overview – cont'd

Many Calgarians see the benefits of buying local (supporting our local economy, community and businesses) but also view cost as a drawback of buying local.

- In their own words, respondents cited the benefits of buying local to be supporting our local economy (45%), supporting one's local community (32%), and helping local business (29%). Fewer mentioned the benefits of better quality products/fresher products (14%), providing jobs locally (12%), and that buying local has environmental benefits (i.e. sustainability, lower carbon footprint, less shipping and packaging needed) (9%).

- Over one-half (54%) of respondents said the predominant drawback of buying local is the cost (i.e. higher prices, more expensive). The next most mentioned drawback, at 18%, was the lack of variety of products/choices. Around one-in-ten (13%) said a lack of availability of local products where they shop and/or that some products are seasonal (e.g. produce) and locally-grown/made options aren't available at certain times of the year is a drawback. Nearly one-in-five (17%) reported that they don't think there are any drawbacks of buying local.

Services were more likely than products to be purchased locally in the past year, with home décor and clothing least likely to be purchased locally.

- Citizens are most likely to buy local for services (such as auto repair, home repair and maintenance, florists and health and wellness), with 56% reporting they made all or most of these types of purchases from a locally-owned business in the past year.

- All or most baked goods were purchased from a locally-owned business by 44% of Calgarians, meat by 43%, fresh produce by 34%, dairy by 33%, and alcohol by 23%.

- Two-in-five Calgarians (42%) reported that all or most of their dining out trips in the past year were at locally-owned restaurants while around one-third (31%) said they made all or most of their coffee shop purchases at a locally-owned business.

- A minority of Calgarians said they've made all or most of their purchases of home décor items and clothing from a locally-owned business (16% and 14%, respectively).

Overview – cont'd

Cost was mentioned, unprompted, as a barrier to buying local, as were issues of accessibility and convenience.

- When asked if there was anything preventing them from buying locally more often, one-third (33%) mentioned a cost-related reason such as higher prices or being more expensive.
    - Around one-quarter (28%) mentioned barriers related to issues of accessibility and/or convenience (in terms of getting to places where they can purchase local products vs. the ease of buying elsewhere/online). Nearly as many cited reasons regarding a lack of availability of local products where they shop and/or that some products are seasonal (e.g. produce) and locally-grown/made options aren't available at certain times of the year (23%).
    - Approximately one-in-five Calgarians (18%) reported that nothing prevents them from buying local more often.

Overview – cont’d

A variety of factors were rated as important by Calgarians when deciding where to make a purchase, with quality of products topping the list.

- Respondents were read a list of factors that might be taken into account when making a purchasing decision and asked how important each factor is to them when deciding where to purchase something. Quality of the products was rated as important (‘very’ or ‘somewhat’) by virtually all respondents (99%), followed by customer service (96%), convenience (95%), and price (94%).
- The factors rated as important by fewer than nine-in-ten Calgarians were variety of products (89%), recommendations from friends and family (85%), where a product was made (82%), and the business’ involvement in the community (79%).
- Trailing far behind the other factors was online reviews or ratings by strangers, with only 58% rating it as important.
- While most factors were rated as ‘somewhat’ or ‘very’ important by a large majority, ratings of ‘very’ important reveal more variation:

	Rated ‘very’ important
Quality of the products	83%
Customer service	66%
Convenience	55%
Price	55%
Variety of products	37%
Recommendations from friends/family	35%
Where a product is made	31%
The business’ community involvement	28%
Online reviews or ratings by strangers	12%

Overview – cont'd

Calgarians generally agreed that buying local helps the economy and creates jobs for Calgarians but agreement was weaker in terms of being willing to pay a bit more to buy local and preferring to buy local whenever possible.

- Most Calgarians agreed ('strongly' or 'somewhat') that "When we buy local, it creates jobs for Calgarians" (96%) and that "Buying local can help the economy" (95%). Ratings of 'strongly agree' with these statements were relatively high at 68% and 71%, respectively.
- While 88% of Calgarians agreed that "Buying from locally-owned businesses tends to be more expensive than buying from large retail chains," only around half (42%) agreed 'strongly' with this statement.
- The majority (85%) reported they agree that "Buying from large retailers gives me access to a better variety of products than buying local does," with one-third agreeing 'strongly' (32%).
- Calgarians were somewhat split between agreeing 'strongly' (44%) and 'somewhat' (38%) with the statement "I prefer to buy local whenever possible" and evenly split in strength of agreement that "Buying local can help the environment" (41% 'strongly' and 41% 'somewhat').
- Although 80% agreed that "Buying local gives me access to better quality products," most of these Calgarians (59%) agreed 'somewhat' rather than 'strongly' (21%).
- Although around one-quarter of Calgarians (28%) agreed 'strongly' they "would pay a bit more to buy local," one-half (50%) answered 'somewhat agree.'
- Three-quarters (75%) agreed with the statement "If I want to buy local, I know where to go to find the items or services I need" (32% 'strongly' and 43% 'somewhat') while slightly fewer agreed they "know how to determine if a business is locally-owned" (69%, with 28% 'strongly' and 41% 'somewhat').
- Agreement was lowest for the statement "It's important to me that I be able to purchase most or all items I need from one store," with 61% agreeing (21% 'strongly' and 40% 'somewhat').

Overview – cont'd

Statistically significant differences between those who reported being responsible for all or most of their household's shopping and those responsible for only some or none of it were limited to only a few measures.

- Two-in-five respondents (39%) said that they are responsible for all of their household's shopping while three-in-ten (30%) are responsible for most and just as many (29%) do some of the household shopping.

- Those who reported being responsible for all or most of their household's shopping were more likely than those said their responsible for some or none to:

    - Say it's 'very important' to them personally to buy local (38% vs. 23%, respectively);
    - Make all or most of their produce purchases locally (38% vs. 26%);
    - Report that a business' involvement in the community is an important factor when deciding where to purchase something (82% vs. 72%);
    - Be willing to pay a bit more to buy local (82% vs. 71%);
    - Know where to go if they want to buy a service or product locally (79% vs. 66%), and
    - Feel it's important to be able to purchase most or all items they need from one store (65% vs. 53%).

Overview – cont'd

Older Calgarians were more likely than their younger counterparts to express interest in buying local and to purchase certain items from locally-owned businesses.

- When asked what the term 'buy local' means to them, twice as many Calgarians aged 55 years or older as those under the age of 55 gave a response related to shopping at/buying from farmer's markets or local farmers (21% vs. 9% of 35 – 54 year olds, 7% of those 25 – 34, and 4% of 18 – 24 year olds).

- Those 55 years of age or older are more likely than those under 35 to recall seeing, hearing or reading messaging or advertising with the phrase 'buy local': 52% of 65+ and 63% of 55 – 64 vs. 42% of 35 – 54, 32% of 25 – 34 and 23% of 18 – 24.

- The tendency to purchase all or most produce, meat, baked goods, and services from locally-owned businesses is higher among older Calgarians:

	Purchase All or Most from Locally-owned Businesses				
	18 – 24 yrs	25 – 34 yrs	35 – 54 yrs	55 – 64 yrs	65+ yrs
Produce	4%	27%	36%	41%	**50%**
Meat	32%	36%	41%	**55%**	**56%**
Baked goods	35%	38%	38%	**53%**	**64%**
Services	34%	53%	55%	60%	**71%**

- Although convenience is an important ('very' or 'somewhat') factor for most Calgarians aged 25 years and older (95%) when deciding where to purchase something, 100% of 18 – 24 year olds rate it as important.

- Recommendations from family and friends is important to more 18 – 24 year olds than their older counterparts (95% of 18 – 24 compared to 80% to 86% of Calgarians aged 25 or older. Online reviews by strangers is also less important to older Calgarians. While 80% of 18 – 24 year olds and 71% of those aged 25 – 34 rated it as important ('very' or 'somewhat'), 58% of Calgarians 35 – 54, 45% of 55 – 64 year olds and 36% of those 65+ did so.

Overview – cont’d

(cont’d from previous slide)

- Calgarians aged 35 years or older are more likely than their younger counterparts to ‘strongly agree’ that they ‘prefer to buy local whenever possible’ (49% of 35 – 54, 58% 55 – 64, and 55% 65+ vs. 25% 18 – 24 and 28% 25 – 34) and they ‘would pay a bit more to buy local’ (34% of 35 – 54, 33% 55 – 64, and 32% 65+ vs. 15% 18 – 24 and 18% 25 – 34).

- Compared to Calgarians who are 25 years of age or older, fewer Calgarians aged 18 – 24 years agree that ‘if [they] want to buy local, [they] know where to go to find the items or services [they] need’ (49% 18 – 24 vs. 74% 25 – 34, 75% 35 – 54, 81% 55 – 64 and 84% 65+).

Overview – cont'd

Women were more likely than men to agree that buying local can help the environment and provides access to better quality products but also to agree it tends to be more expensive and that it's important that they be able to purchase most or all items they need from one store.

- More women than men (80% vs. 58%) reported being responsible for all or most of their household's shopping.
- Women were more likely than men to recall seeing, hearing or reading anything with the phrase 'buy local' in the past six months (49% vs. 36% respectively) and to say that it's important ('strongly' or 'somewhat') to them personally to buy local (90% vs. 80%).
- More men than women (48% vs. 35%, respectively) reported making all or most of their dining out purchases in the past year from a locally-owned business.
- More women than men rated whether a business is involved in the community (86% vs. 71%) and where a product is made (89% vs. 75%) as important ('very' or 'somewhat') when deciding where to make a purchase.
- Slightly more women than men rated variety of products (93% vs. 86%) and price (97% vs. 91%) as important.
- Women are more likely than men to agree that buying local can help the environment (89% vs. 74%), buying local provides access to better quality products (85% vs. 76%), buying local tends to be more expensive than buying from large retail chains (91% vs. 84%), and that it's important to them to be able to purchase most or all items they need from one store (66% vs. 56%).

Overview – cont'd

Despite price being an important factor in where to make a purchase, northeast residents were more likely than other Calgarians to agree that they're willing to pay a bit more to buy local.

- Buying local is rated as important by more northeast and southeast residents (96% and 90%, respectively) compared to their southwest and northwest counterparts (80% each).
- More residents of the northeast and southeast (99% and 97%) than those in the southwest and northwest (93% and 90%) rated price as an important factor when deciding where to make a purchase; however, northeast residents were the most likely to agree they'd be willing to pay a bit more to buy local (88% vs. 73% SE, 76% NW, and 78% SW).
- Northwest residents were the least likely to agree they know how to determine if a business is locally-owned (58% vs. 72% NE and 74% SW and SE).

Compared to other Calgarians, those who have a disability or a family member with a disability tended to make all or most of several types of purchases from locally-owned businesses in the past year.

- Calgarians who have a disability or a family member with a disability are more likely than others to have made all or most of their produce, meat and dairy purchases in the past year from a locally-owned business (49% vs. 32% for produce, 55% vs. 41% for meat, and 49% vs. 30% for dairy), as well as their services (74% vs. 52%) and coffee shop (43% vs. 29%) purchases.
- Those who have a disability or a family member with a disability were more likely than other Calgarians to agree they prefer to buy local whenever possible (90% vs. 81%).

Detailed Findings

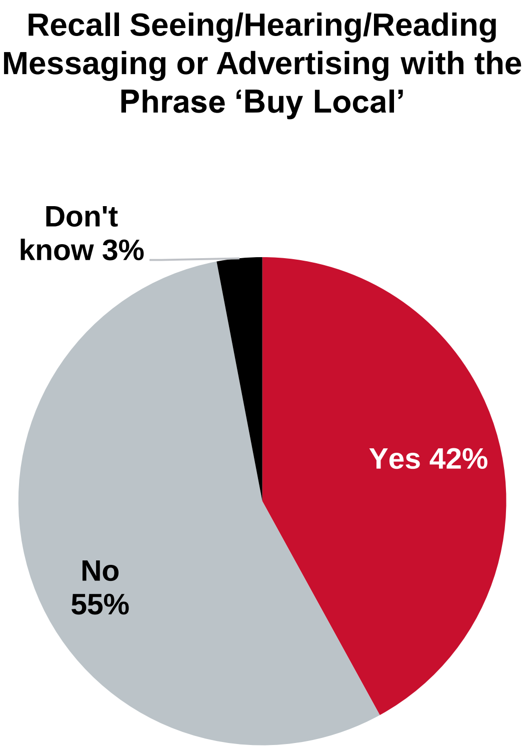
Buy Local

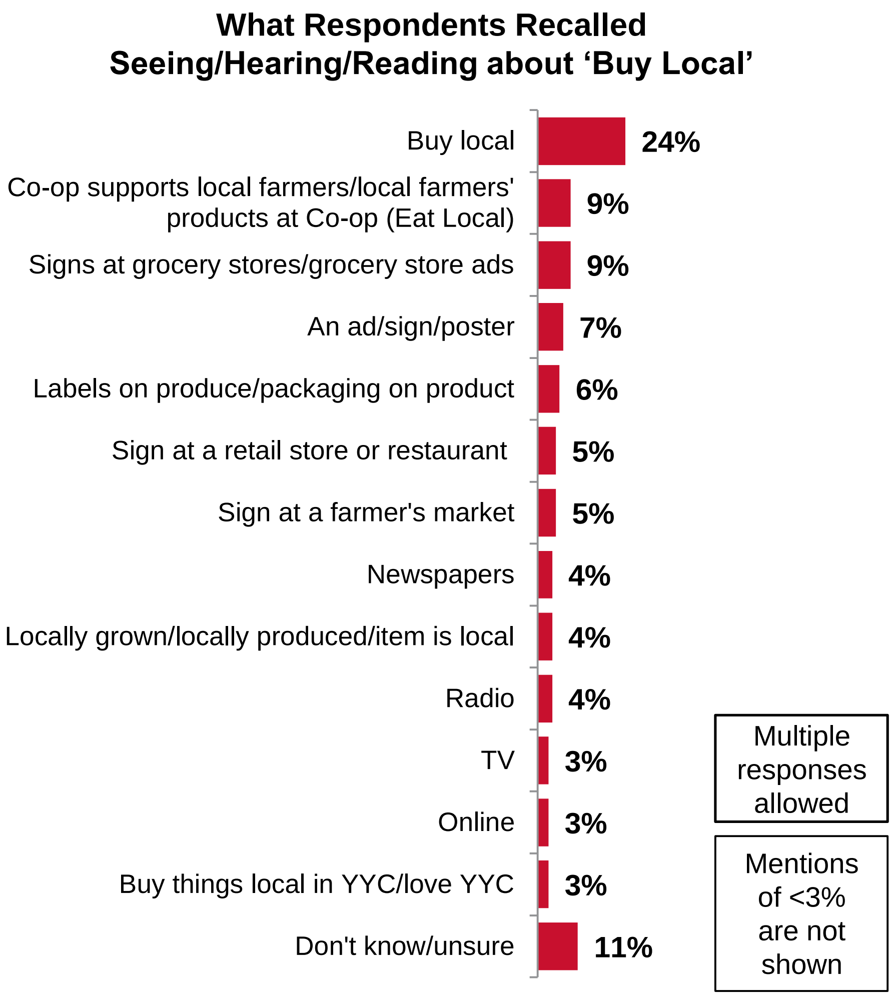
Interpretation of 'Buy Local'

Respondents' Interpretation of the Term 'Buy Local'

BL1. What does the term 'buy local' mean to you? [NOTE: Response options were not read to the respondent.]
Base size: All respondents (n=503)

Recall of 'Buy Local' Advertising/Messaging

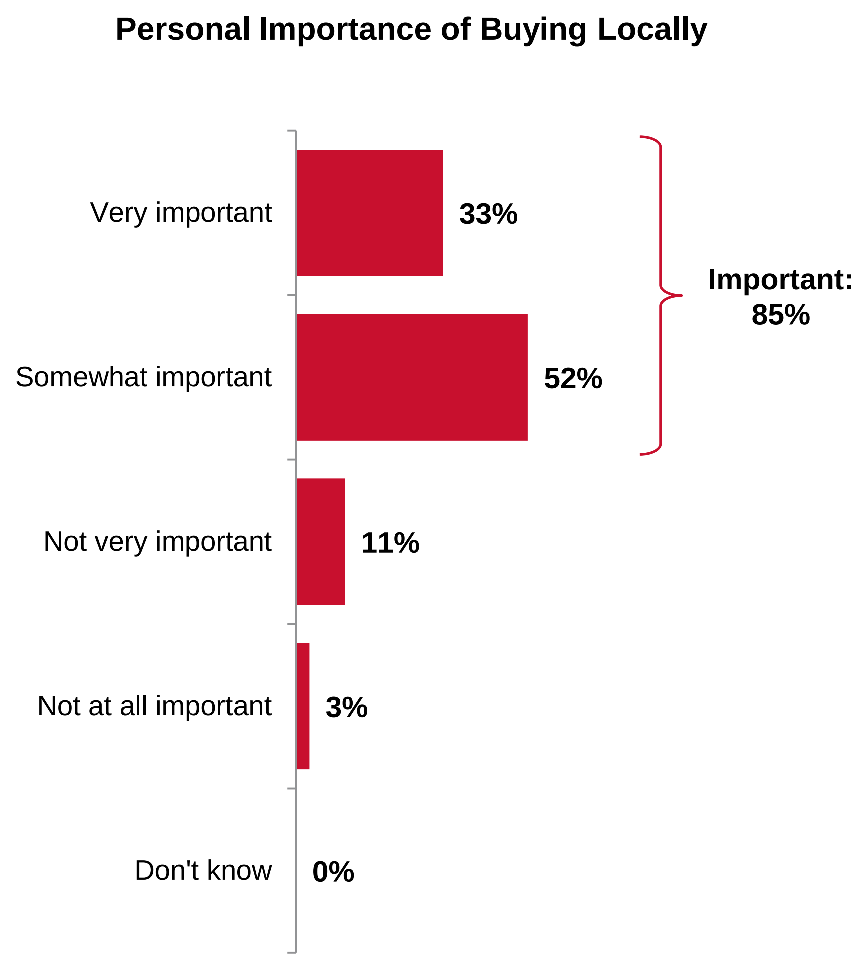




BL2. In the past six months, do you recall seeing, hearing, or reading any messaging or advertising with the phrase 'buy local'?
Base size: All respondents (n=503)

BL3. What do you recall seeing, hearing, or reading?
[NOTE: Response options were not read to the respondent.]
Base size: Respondents who answered "yes" to question BL2 (n=231)

Importance of Buying Local

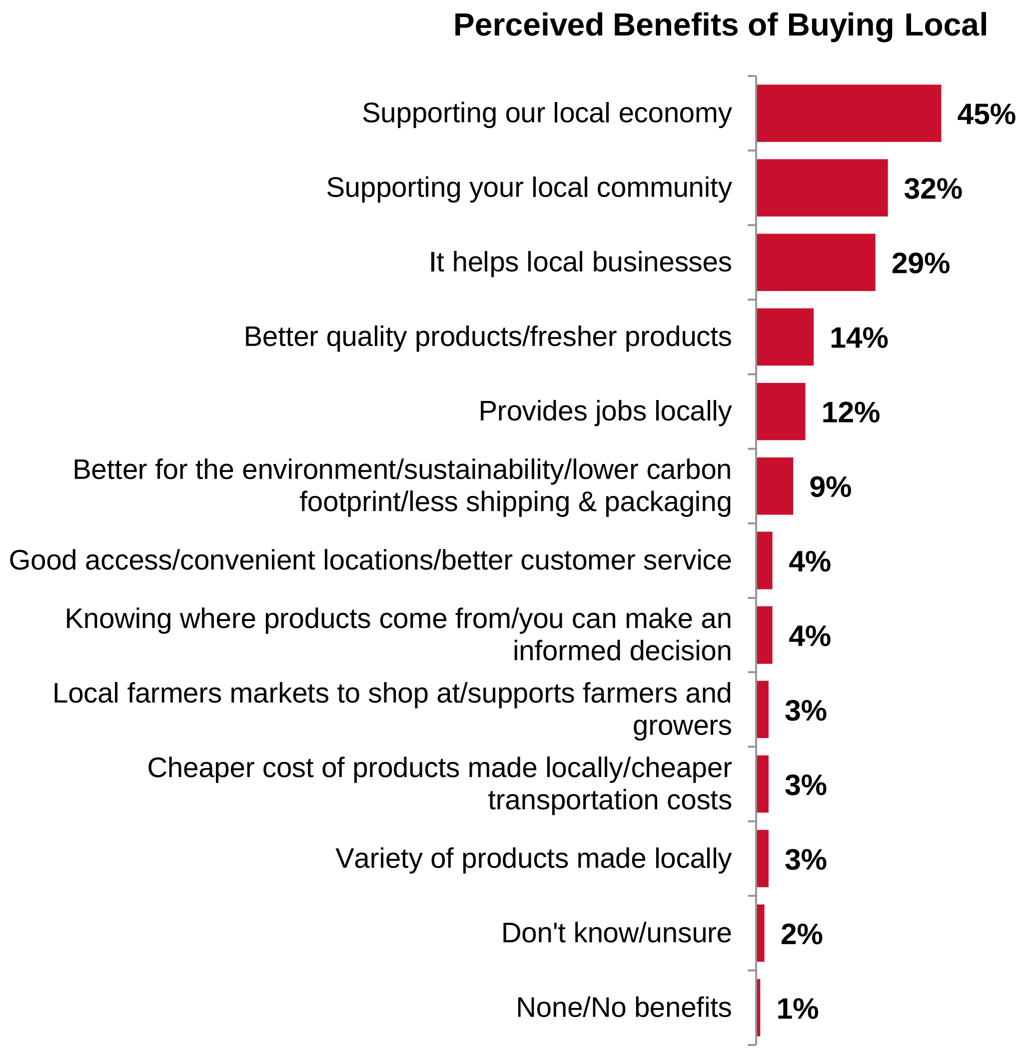


For the purpose of the next few questions, ‘buy local’ refers to purchasing from locally-owned businesses instead of retail chains and non-locally owned service providers. Locally-owned businesses include those with headquarters in Calgary, franchises owned by Calgarians, and farmer’s markets.

BL4. How important is it to you personally to buy local?

Base: All respondents (n=503)

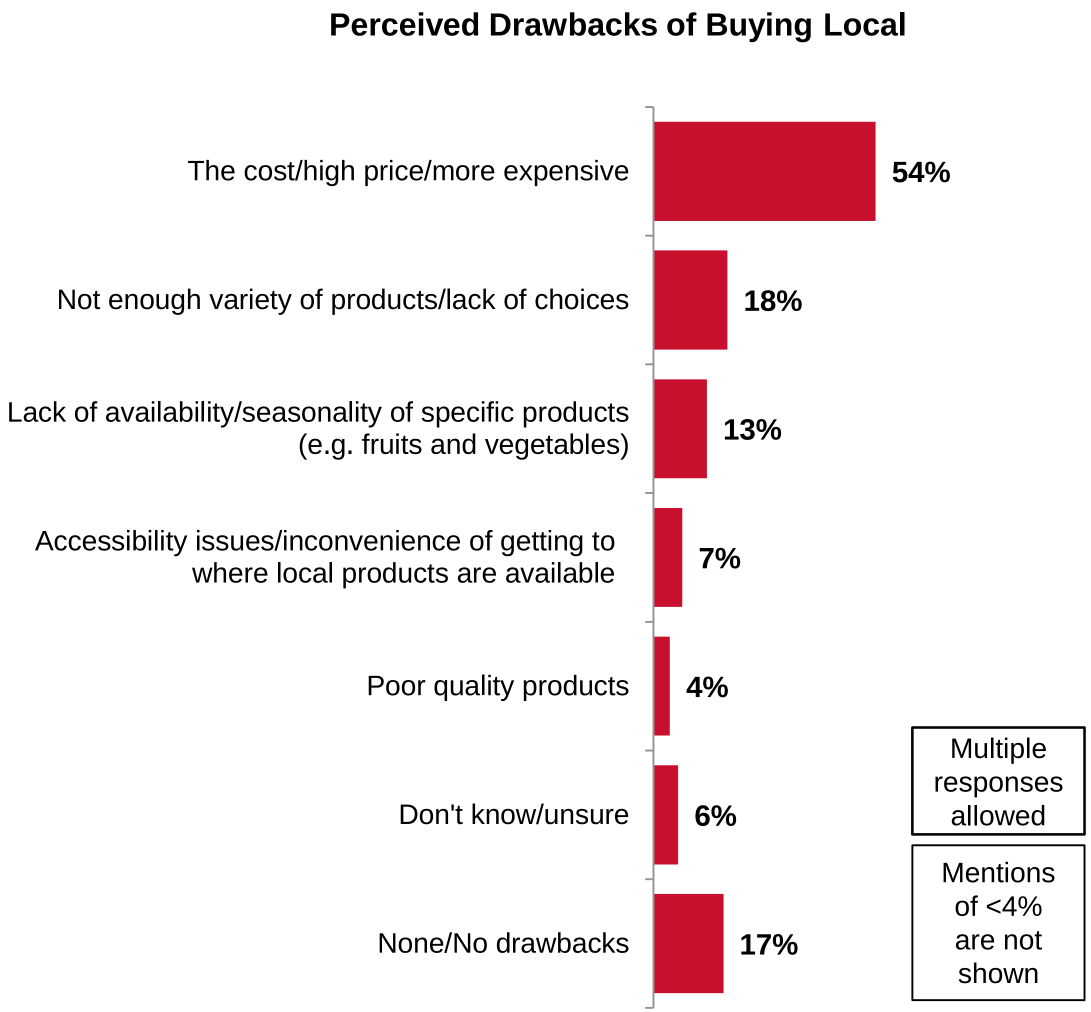
Benefits of Buying Local



Multiple responses allowed

BL5. In your opinion, what – if any – are the benefits of buying local? [NOTE: Response options were not read to the respondent.]
Base: All respondents (n=503)

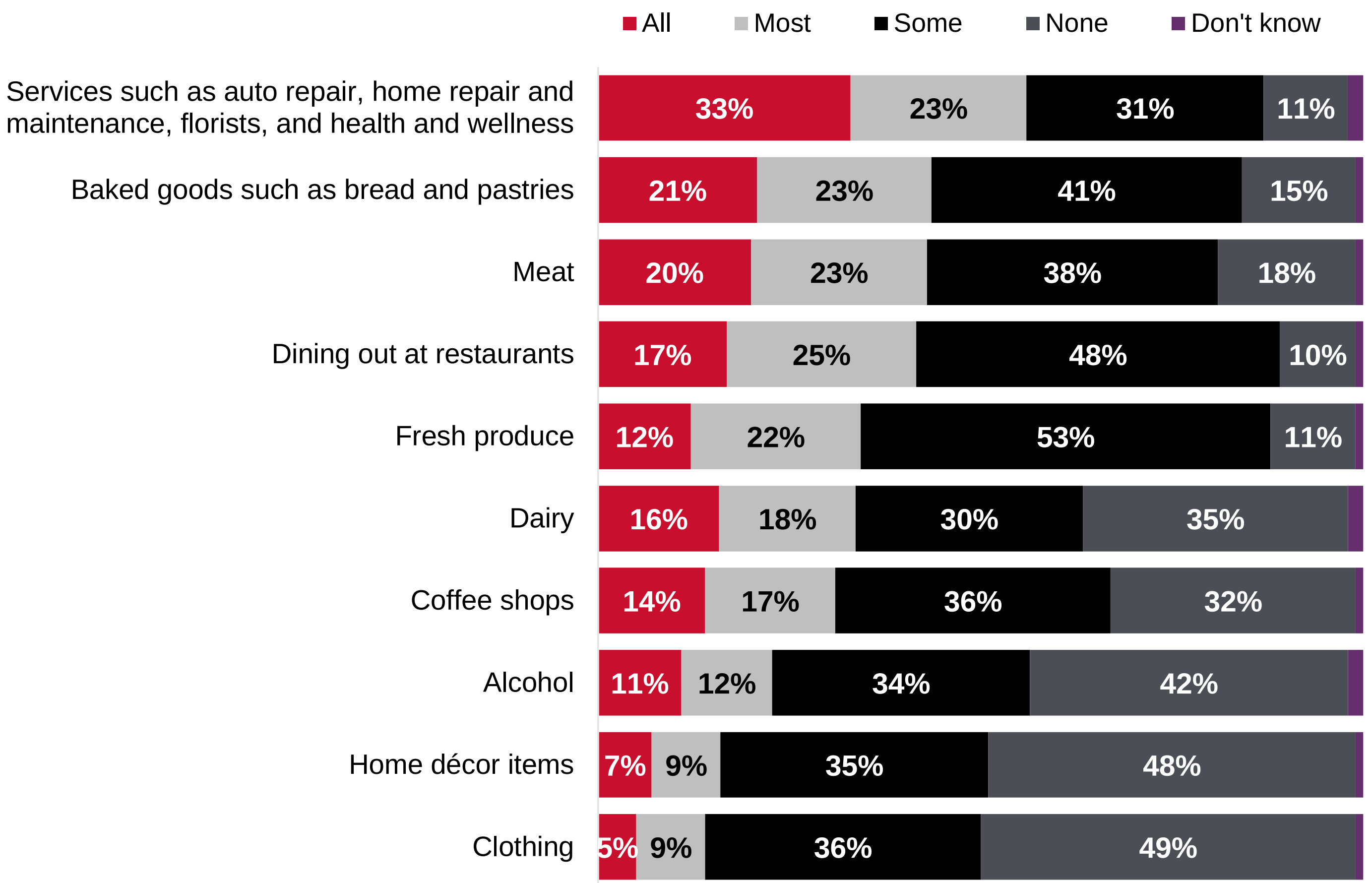
Drawbacks of Buying Local



BL6. And what – if any – are the drawbacks of buying local? [NOTE: Response options were not read to the respondent.]
Base: All respondents (n=503)

Proportion of Purchases from Local Businesses

Amount of Purchases from Locally-owned Businesses by Product/Service Category

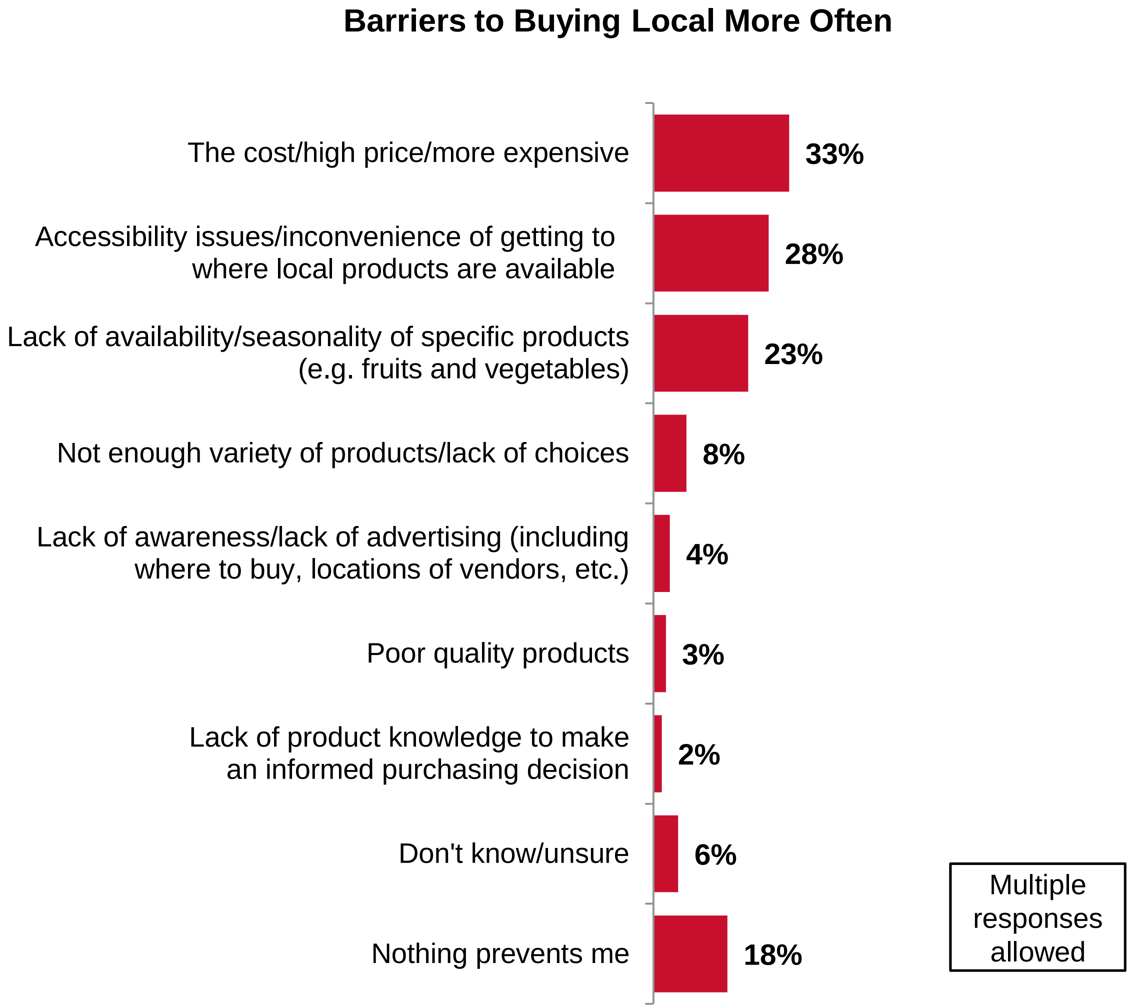


	All or Most	Some or None
Services such as auto repair, home repair and maintenance, florists, and health and wellness	56%	42%
Baked goods such as bread and pastries	44%	55%*
Meat	43%	56%
Dining out at restaurants	42%	58%
Fresh produce	34%	64%
Dairy	33%*	65%
Coffee shops	31%	68%
Alcohol	23%	76%
Home décor items	16%	83%
Clothing	14%	85%

*Rounding

BL7. For each of the following, please tell me if you made all, most, some or none of your purchases in the past year from a locally-owned business.
Base: Respondents who have made that type of purchase in the past 12 months (n=varies)

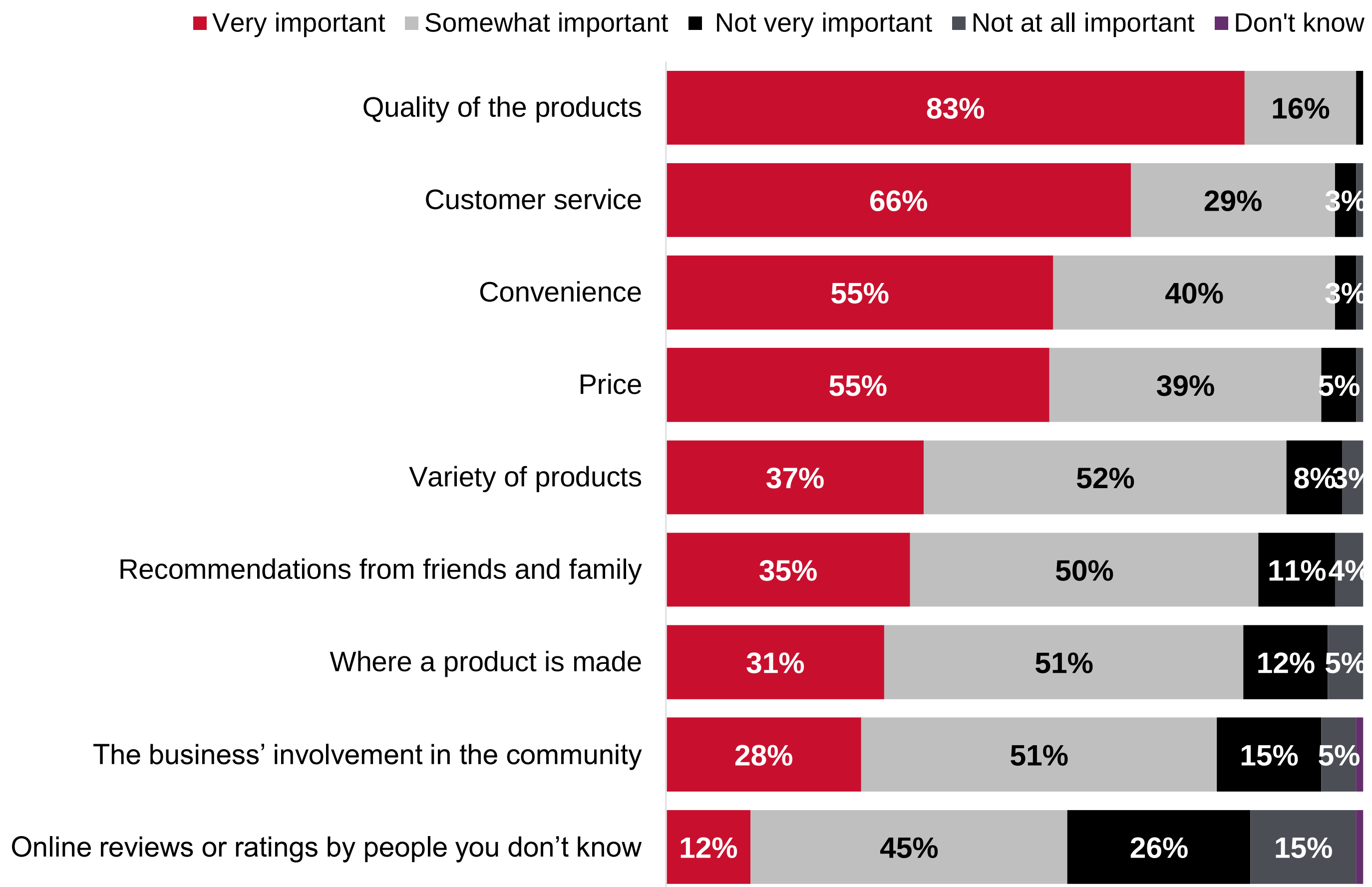
Barriers to Buying Local



BL8. Is there anything that prevents you from buying local more often? [NOTE: Response options were not read to the respondent.]
Base: All respondents (n=503)

Factors In Deciding Where to Purchase

Importance of Factors in Deciding Where to Purchase Something

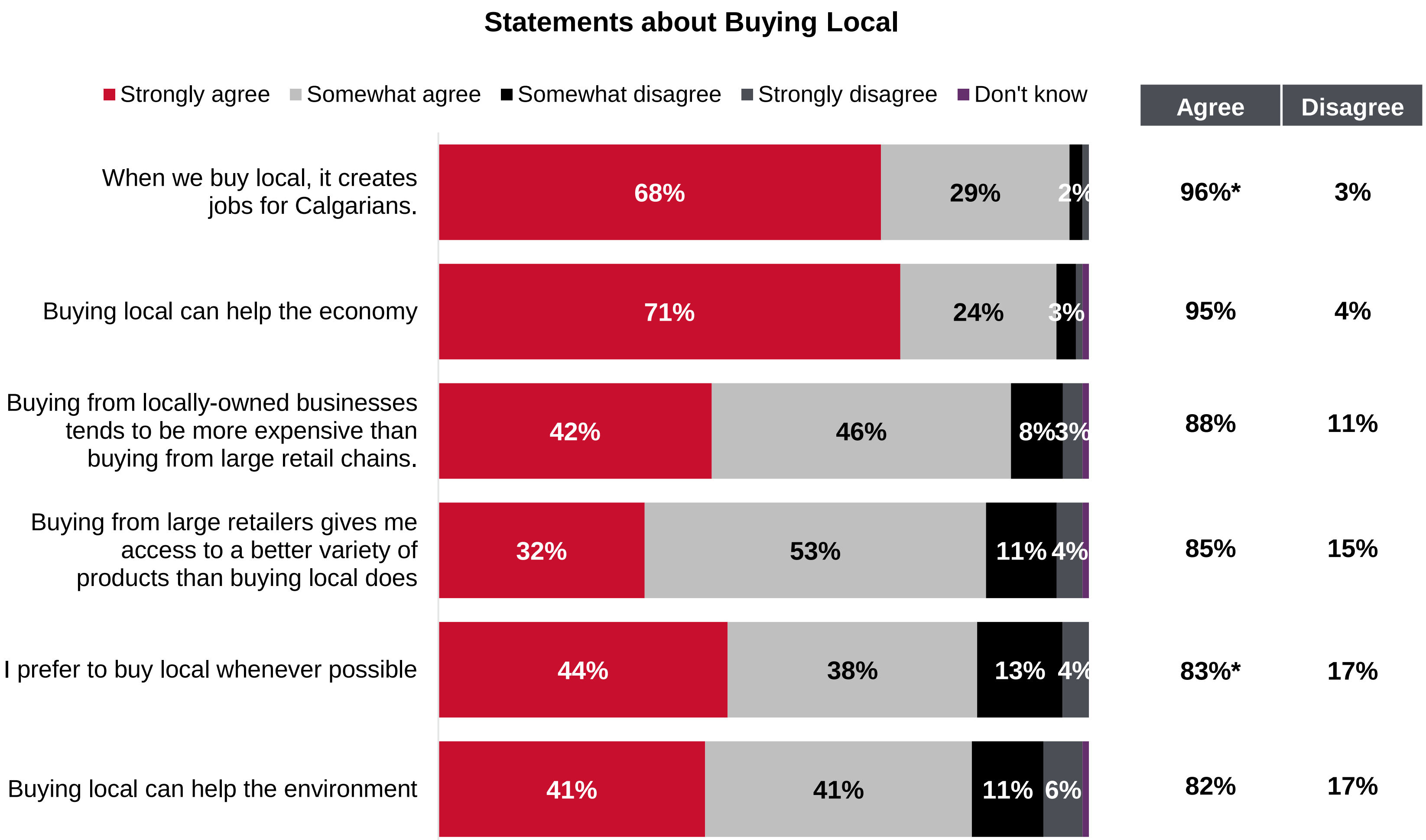


	Important	Not Important
Quality of the products	99%	1%
Customer service	96%*	4%
Convenience	95%	4%
Price	94%	6%
Variety of products	89%	10%*
Recommendations from friends and family	85%	15%
Where a product is made	82%	18%*
The business' involvement in the community	79%	20%
Online reviews or ratings by people you don't know	58%*	41%

*Rounding

BL9. How important are each of the following factors to you when deciding where to purchase something?
Base: All respondents (n=503)

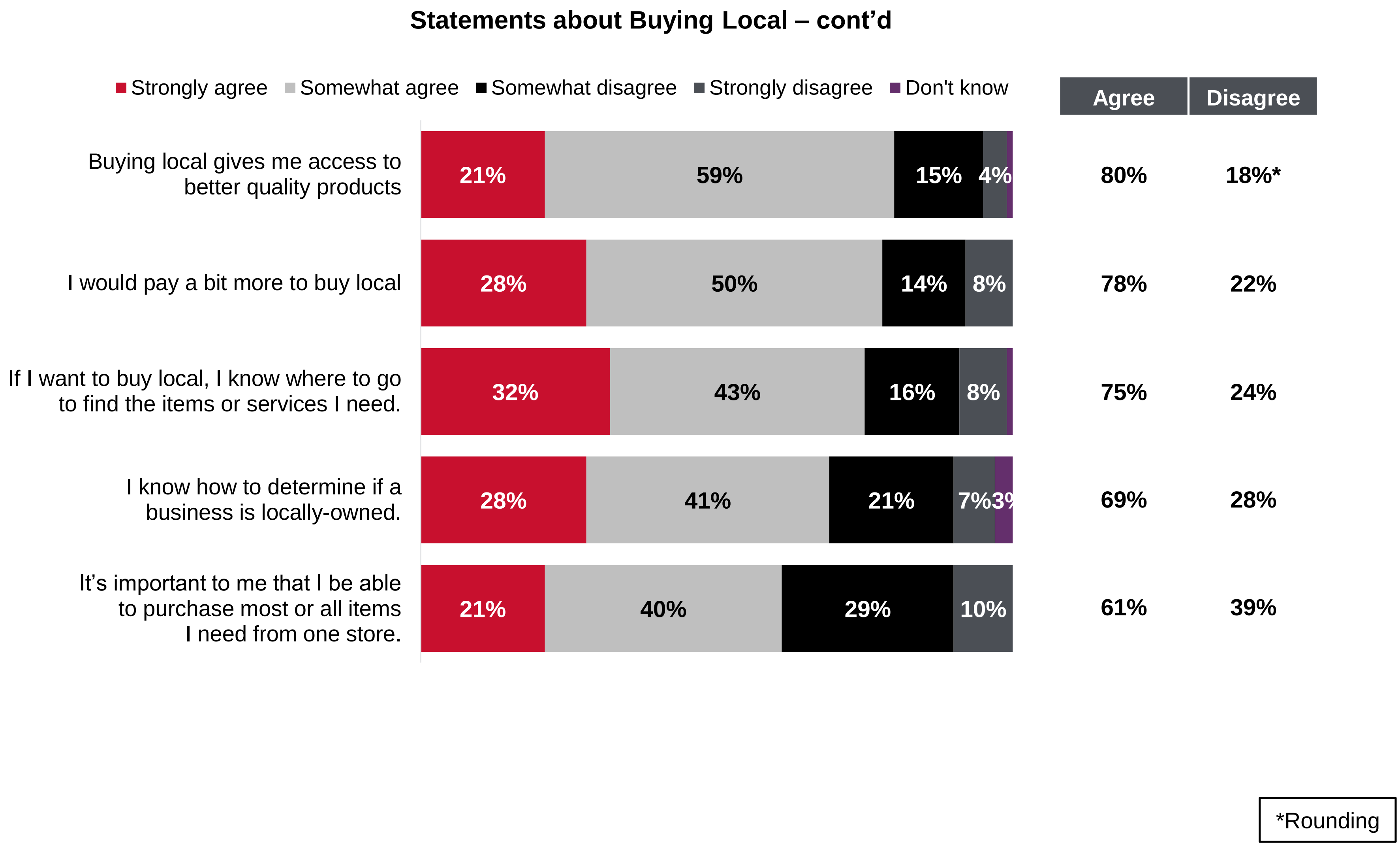
Attitudes Regarding Buying Local



*Rounding

BL10. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.
Base: All respondents (n=503)

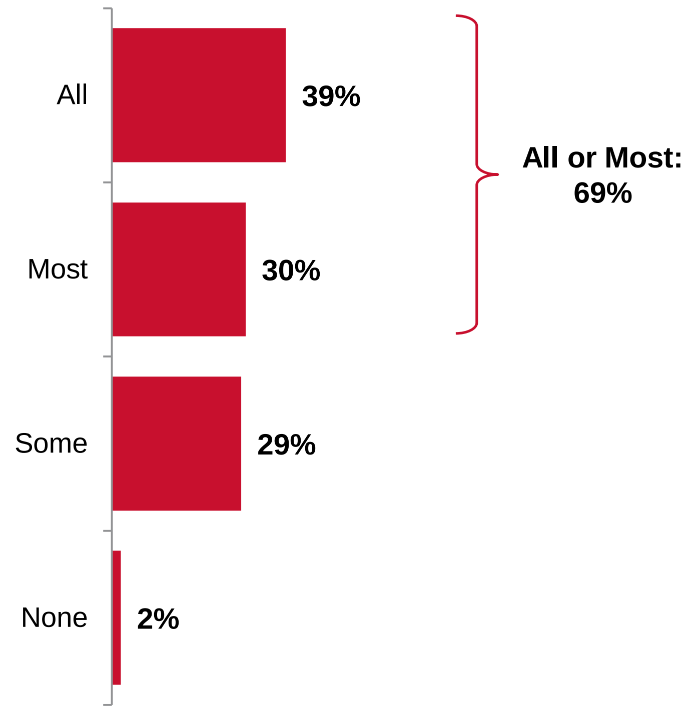
Attitudes Regarding Buying Local – cont’d



BL10. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.
Base: All respondents (n=503)

Household Shopping Responsibility

Respondents' Proportion of Household Shopping for which They're Responsible



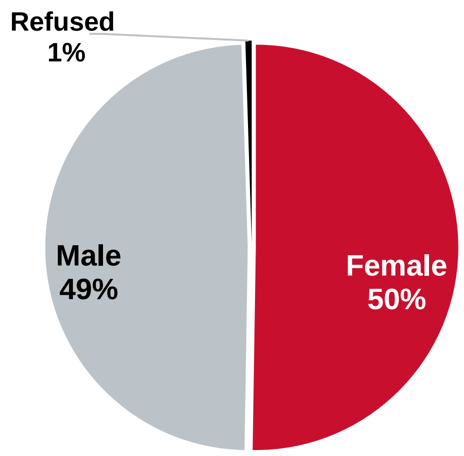
BL11. How much of your household shopping are you responsible for?

Base: All respondents (n=503)

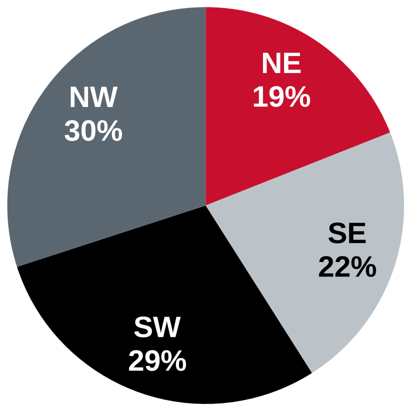
Demographics

Demographics

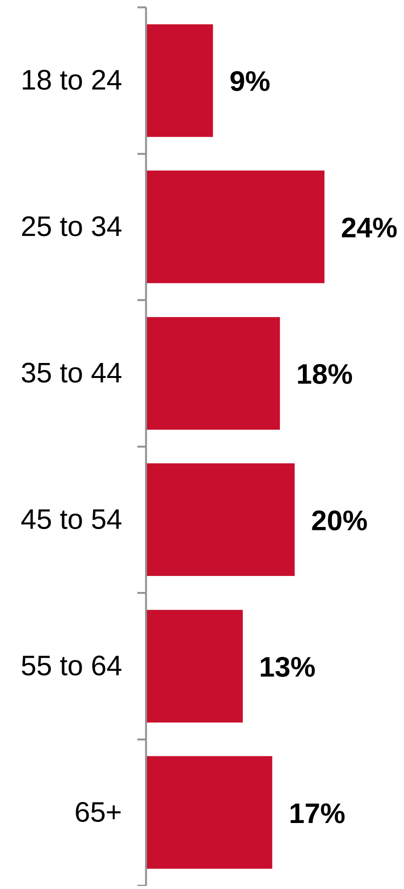
Gender
(asked, not inferred)



Quadrant of Residence



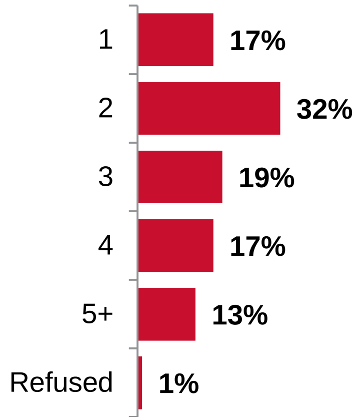
Age



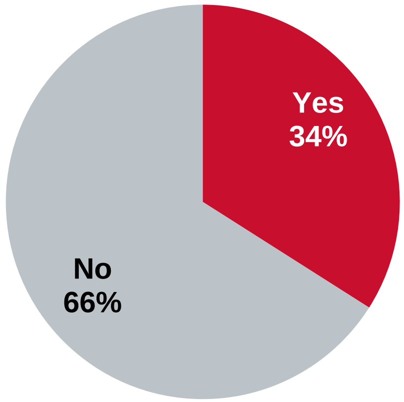
Base: All respondents (n=503), unless otherwise specified

Demographics – cont'd

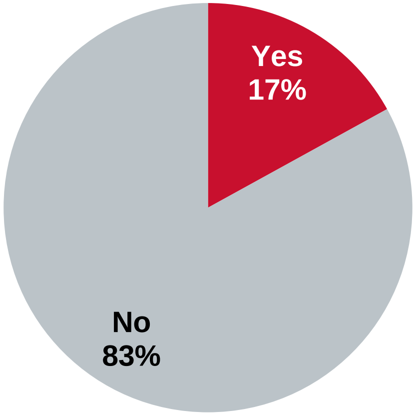
Household Size



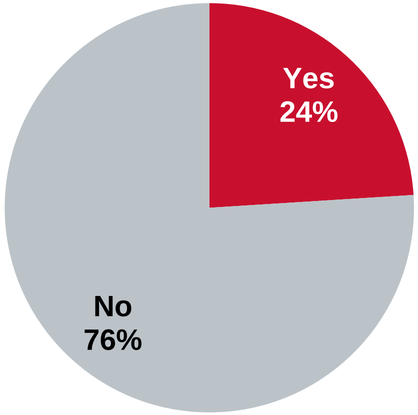
Children Under the Age of 18 in the Household



Self-reported Disability (Respondent or Family Member)



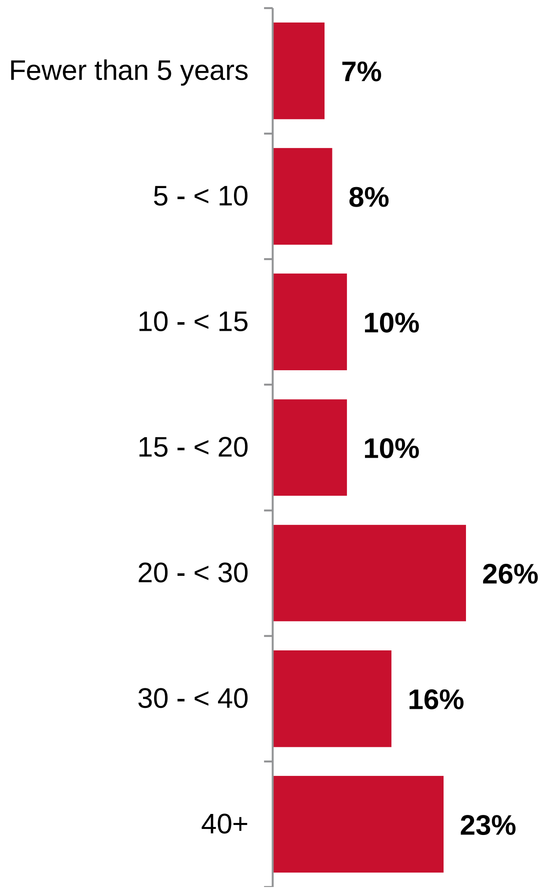
Senior (aged 65+ years) in the Household



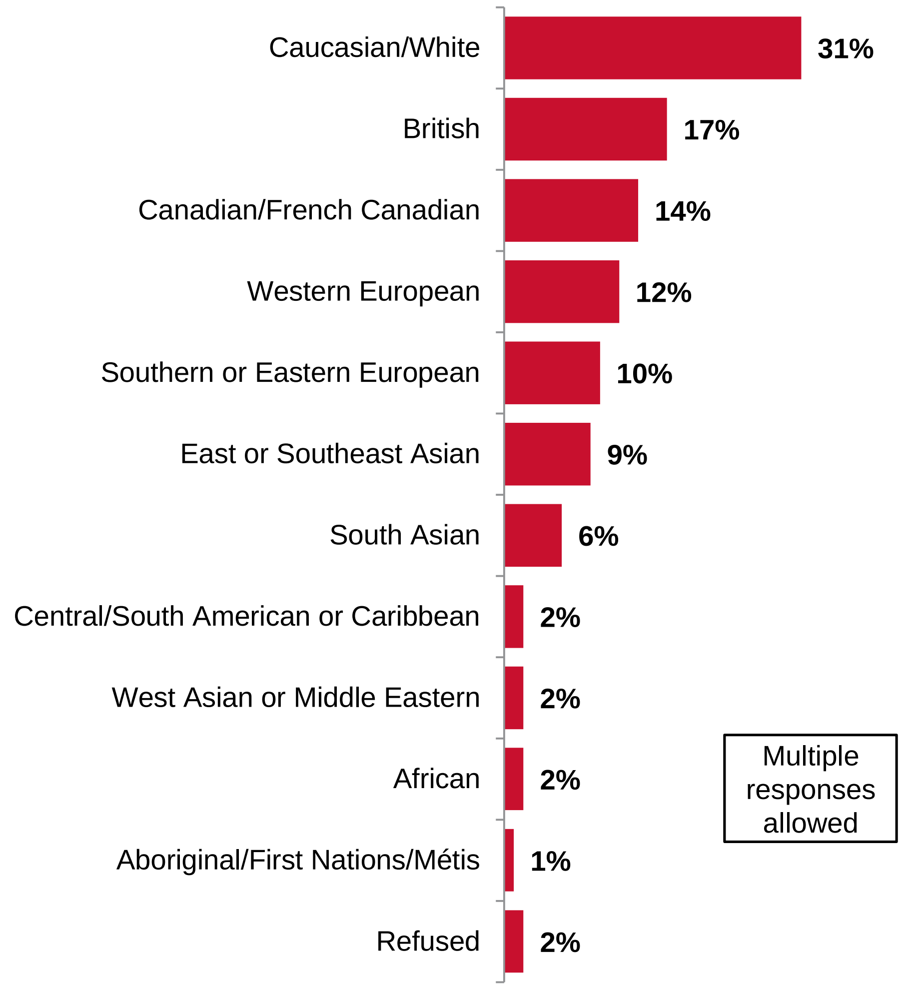
Base: All respondents (n=503), unless otherwise specified

Demographics – cont'd

Years Lived in Calgary



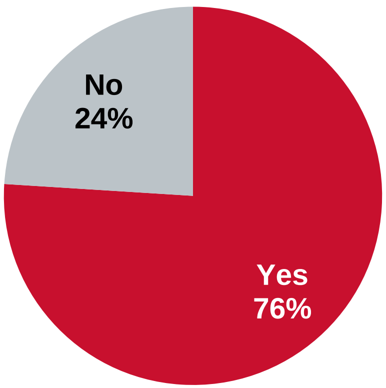
Main Ethnic Background



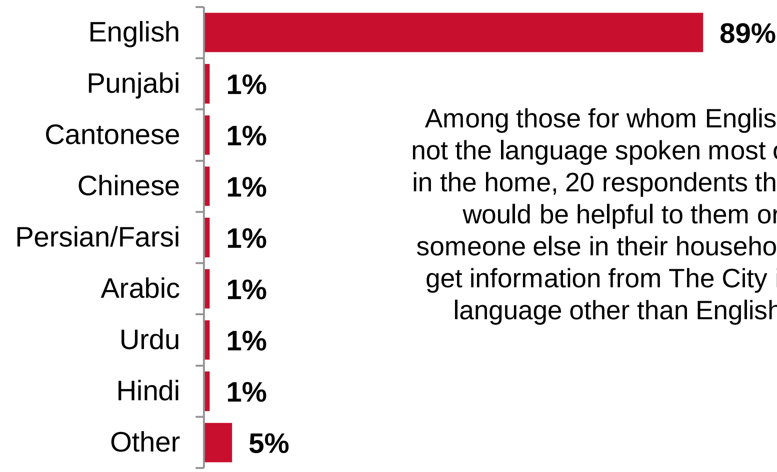
Base: All respondents (n=503), unless otherwise specified

Demographics – cont’d

Born in Canada



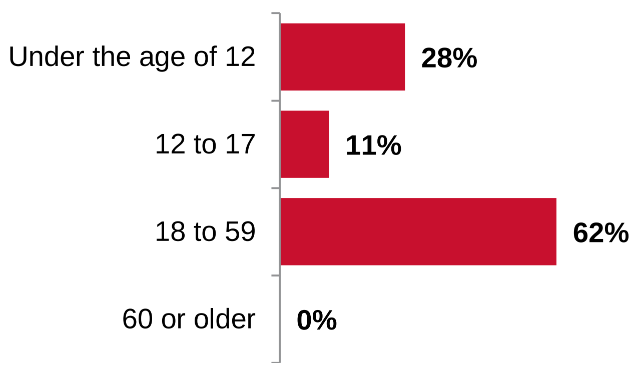
Language Spoken Most in the Home



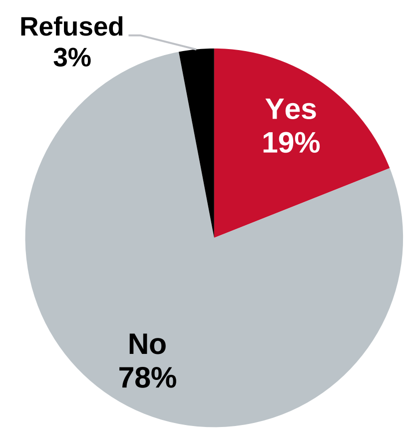
Among those for whom English is not the language spoken most often in the home, 20 respondents think it would be helpful to them or someone else in their household to get information from The City in a language other than English.

Age Upon Arrival in Canada

(among those not born in Canada, n=112)



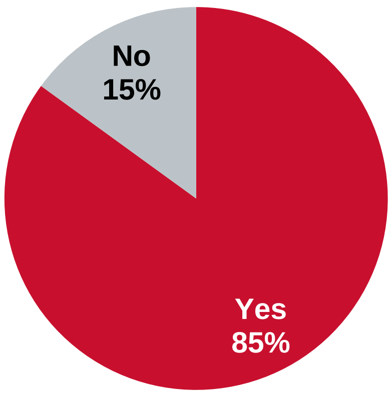
Self-Report as a Member of a Visible Minority



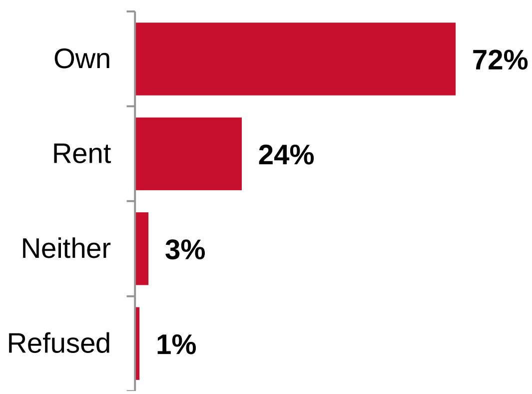
Base: All respondents (n=503), unless otherwise specified

Demographics – cont'd

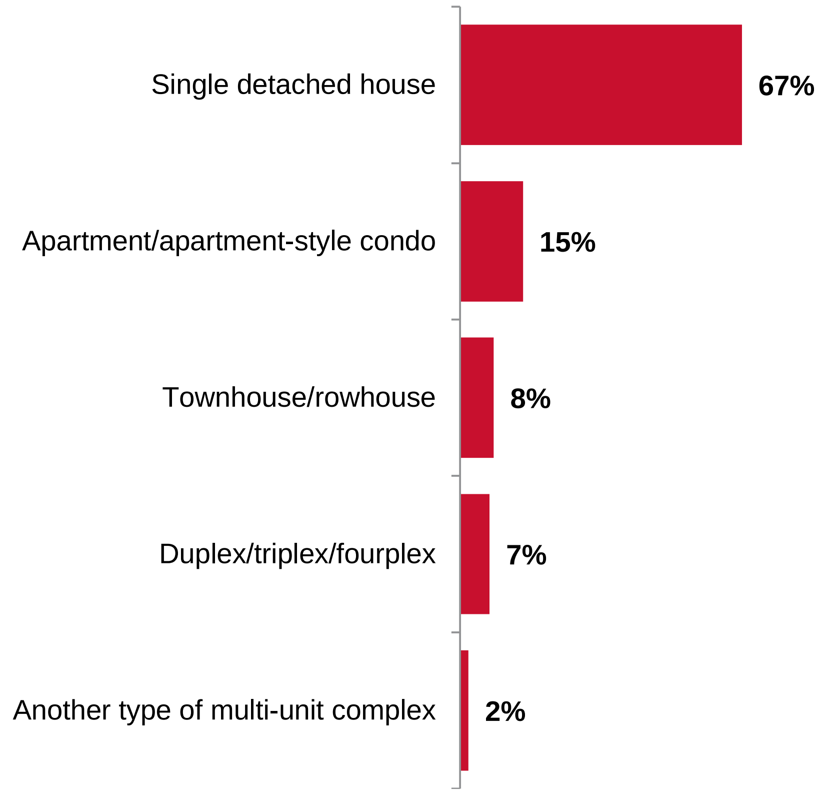
Primarily or Jointly Responsible for Paying Taxes or Rent in Household



Home Ownership



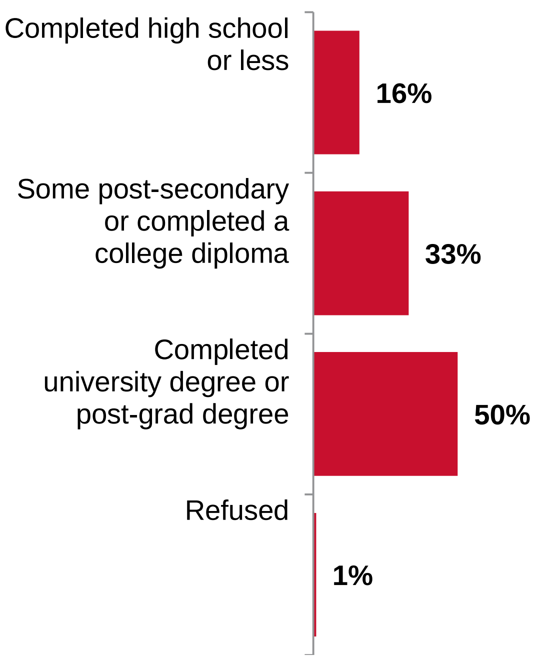
Dwelling Type



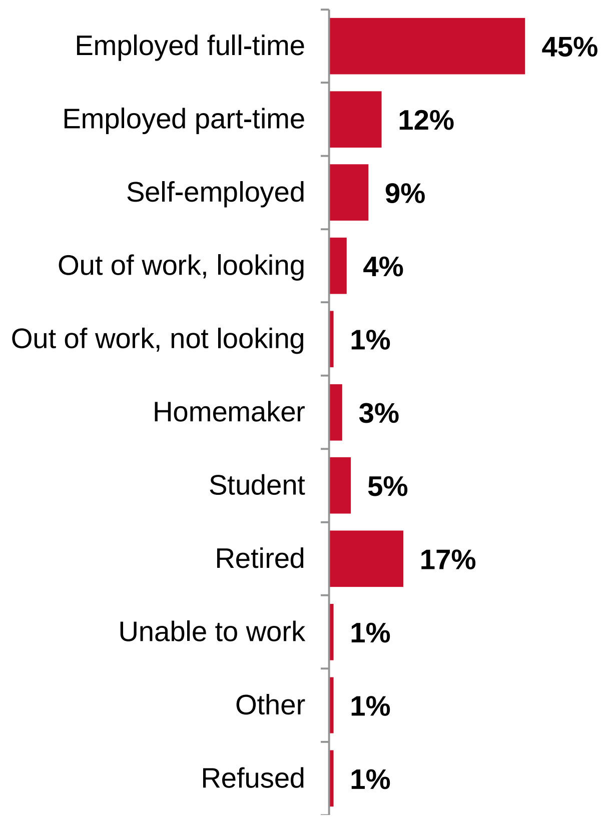
Base: All respondents (n=503), unless otherwise specified

Demographics – cont’d

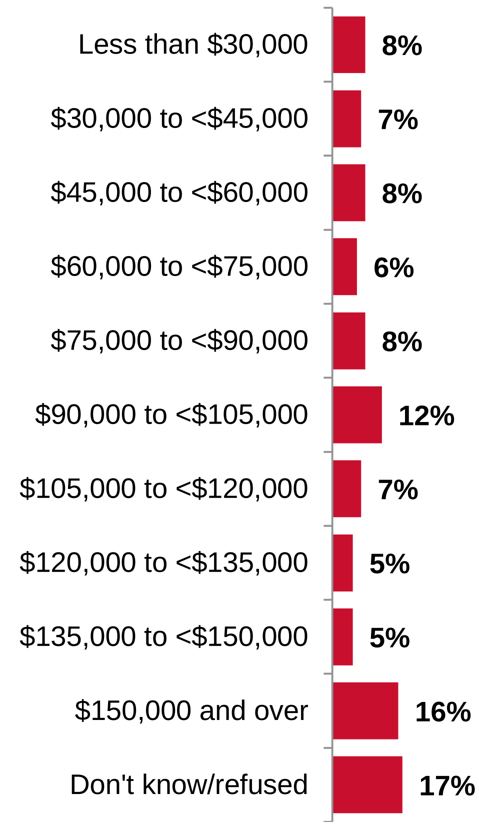
Highest Level of Schooling Obtained



Employment Status



Household Income



Base: All respondents (n=503), unless otherwise specified

Questionnaire

Questionnaire

The City of Calgary 2019 Citizen Perspectives Survey – Wave 7 (Buy Local)
October 30, 2019

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 "2019 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.

SCREENERS

I want to let you know that the information from this survey is collected 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 "2019 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.

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]**

[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]

1. 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 = 98

2. On a scale of 1 – 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 = 98

BUY LOCAL

BL1. What does the term 'buy local' mean to you? (IF ASKED, DO NOT DEFINE IT. ANSWER "We are looking for your interpretation of the term."; IF ASKED, IT'S SPELLED "b-u-y")

[OPEN END]

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

Yes
No
Don't know

Questionnaire – cont'd

[IF YES AT BL2, ASK BL3]
BL3. What do you recall seeing, hearing, or reading?

[OPEN END]

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.

BL4. How important is it to you personally to buy local?

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

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

[OPEN END]

BL6. And what – if any – are the drawbacks of buying local?

[OPEN END]

BL7. For each of the following, please tell me if you made all, most, some or none of your purchases in the past year 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)

[RANDOMIZE]
Fresh produce
Meat
Dairy
Baked goods such as bread and pastries
Alcohol
Clothing
Home décor items
Services such as auto repair, home repair and maintenance, florists, and health and wellness
[NEXT TWO TO FOLLOW IN ORDER]
Coffee shops
Dining out at restaurants

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

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

[OPEN END]

BL9. How important are each of the following factors to you when deciding where to purchase something?

[RANDOMIZE]
Variety of products
Price
Convenience
Quality of the products
Customer service
Where a product is made
The business' involvement in the community
[NEXT TWO FACTORS TO REMAIN IN ORDER]
Recommendations from friends and family
Online reviews or ratings by people you don't know

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

BL10. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree. The first one is [INSERT STATEMENT]. (RE-READ SCALE IF NEEDED)

[RANDOMIZE]
I prefer to buy local whenever possible
Buying local can help the economy
I would pay a bit more to buy local
Buying local can help the environment
Buying local gives me access to better quality products
Buying from large retailers gives me access to a better variety of products than buying local does
It's important to me that I be able to purchase most or all items I need from one store.
If I want to buy local, I know where to go to find the items or services I need.

Questionnaire – cont'd

I know how to determine if a business is locally-owned.
Buying from locally-owned businesses tends to be more expensive than buying from large retail chains.
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

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?

Yes
No

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

Yes
No

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

Own
Rent
Other **(VOLUNTEERED)**
Neither **(DO NOT READ)**

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)

Single detached house (**INTERVIEWER NOTE:** This includes bungalow, split level, 2-story, suite in a house, etc.)
Duplex, triplex, or fourplex
Townhouse or rowhouse
Apartment or apartment-style condominium
Another type of multi-unit complex (INTERVIEWER NOTE: This includes mobile home park, trailer park, seniors home, etc.)
(DO NOT READ) Other (Specify) ________________

DQ6. How many years have you lived in Calgary? **(IF LESS THAN 1 YEAR ENTER 0)**
Enter number [ ]

DQ7. We want to ensure our research is reflective of all Calgarians. Were you born in Canada?

Yes **[go to DQ9]**
No **[go to DQ8]**

[IF YES OR DK/REF, SKIP TO DQ9, ELSE CONTINUE WITH DQ8]

DQ8. How old were you when you arrived in Canada? **(READ LIST)**

Under the age of 12
12 to 17
18 to 59
60 or older
(DO NOT READ) Decline to respond

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)

Questionnaire – cont'd

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

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]

The City of Calgary 2019 Citizen Perspectives Survey – Wave 7
October 30, 2019

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)

DQ13. What is the highest level of schooling that you have obtained? **(READ LIST)**

Completed high school or less
Some post secondary or completed a college diploma
Completed university degree or post-grad degree

DQ13B. What best describes your employment status? Would you say you are…
Employed full time
Employed part time
Self-employed
Out of work and looking for work
Out of work but not currently looking for work
A homemaker
A student
Retired
Unable to work
Other

DQ14. Which of the following categories best describes the total annual income, before taxes, of all the members of your household? Please stop me when I get to your category. **(READ LIST – ACCEPT RESPONSE BEFORE FINISHING LIST)**

Less than $90,000
$90,000 and over
[DO NOT READ] Don't Know/Refused

Questionnaire – cont'd

[IF "Less than $90,000" ASK DQ15. IF "$90,000 and over" ASK DQ16. IF DK/REF, GO TO DQ17]

DQ15. Would that be… **(READ LIST – ACCEPT RESPONSES BEFORE FINISHING LIST)**
- Less than $30,000
- $30,000 to just under $45,000
- $45,000 to just under $60,000
- $60,000 to just under $75,000
- $75,000 to just under $90,000

DQ16. Would that be… **(READ LIST – ACCEPT RESPONSES BEFORE FINISHING LIST)**
- $90,000 to just under $105,000
- $105,000 to just under $120,000
- $120,000 to just under $135,000
- $135,000 to just under $150,000
- $150,000 and over

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.