

## APPENDIX 2A

# **PUBLIC ENGAGEMENT SURVEY**

**Calgary Bid Exploration Committee  
Public Engagement Survey  
February 28, 2017**

- To understand perceptions of Calgarians (and those in the surrounding area) related to bidding and hosting the 2026 Games and why they feel Calgary should/should not bid.
- To gauge levels of public opposition/support based on specific economic, social and environmental factors associated with bidding and hosting the Games
- To understand attitudes about stakeholder groups (City of Calgary, IOC, etc.)

**Target Audience:**

*Online: (n=800)*

- General population of Calgary CMA
- Representative of population aged 18+ (age quotas applied)
- Target 50/50 gender split (quotas applied)

*Telephone: (n=1200)*

- General population (n=500)
- Representative of population aged 18+ (age quotas applied)
- Target 50/50 gender split (quotas applied)
- n=500 Calgarians
- n=200 Cochrane residents
- n=300 Canmore residents
- n=200 Banff residents

## SECTION 1: INTRO AND SCREENING

Welcome and thank you for taking the time to participate in this survey!  
This study is being conducted on behalf of the Calgary Bid Exploration Committee (CBEC). CBEC was formed by Calgary City Council as a volunteer-led committee to examine the feasibility of potentially bidding for the 2026 Olympic and Paralympic Winter Games.

We want to know what you think about a potential bid for the 2026 Olympic and Paralympic Winter Games.

The survey will take 12-15 minutes to complete, depending on your answers.  
Let's get started.

1. To begin, are you...

Female

Male

Transgendered

Other (please specify)

Prefer not to answer

**[QUOTAS: 50/50 MALE/FEMALE. NO TERMINATIONS FOR  
TRANSGENDERED/OTHER/PREFER NOT TO ANSWER]**

**[TERMINATION SCREEN: "Unfortunately, we have reached our quota for  
respondents in this category. Thank you very much for your time today"]**

2. ONLINE: Which of the following age ranges do you belong to?

**PHONE:** How old are you? **DO NOT READ CATEGORIES**

13-17 years

18-24 years

25-34 years

35-44 years

45-54 years

55-64 years

65 years or older

**[QUOTAS: SET TO BE PROPORTIONATE TO REGIONAL AGE DISTRIBUTION. TERMINATE IF 13-17 YEARS.]**

**[TERMINATION SCREEN: "Unfortunately, we have reached our quota for respondents in this category. Thank you very much for your time today.]**

3. Which of the following best describes the community you live in?

- A community in or immediately adjacent to downtown Calgary
- Another community within the city of Calgary (not adjacent to downtown)
- Banff
- Canmore
- Cochrane
- Another community in the Bow Valley Corridor
- Another community outside Calgary

4. What is your home postal code? Please use the format A1A 1A1, using capital letters.

**[CAPTURE POSTAL CODE]**

## **SECTION 2: AWARENESS AND PERCEPTIONS**

5. Before now, were you aware that Calgary is considering submitting a bid for the 2026 Olympic and Paralympic Winter Games?

- Yes
- No

6. Based on your initial impressions and anything you may have seen, read or heard, to what extent do you oppose or support the Calgary region bidding for the 2026 Olympic and Paralympic Winter Games?

- Strongly oppose
- Oppose

Neither support nor oppose  
Support  
Strongly support  
I'm not sure

7. Many issues and considerations are important to people living in the Calgary region. When it comes to the possibility of bidding for or hosting the 2026 Games, which of the following are most important to you? *Please select up to three responses.*

**[RANDOMIZE]**

**[ALLOW UP TO THREE RESPONSES]**

The economic health of the region  
Infrastructure needs (transportation, housing, etc.)  
The environment  
Government financial stability/debt levels  
Cultural and creative vibrancy  
Calgary's reputation  
Social issues (poverty, homelessness, crime, etc.)  
Cultural, recreation and sports facilities and programs

8. And in your opinion, would you say that a potential 2026 Games would have a positive or negative impact on **insert items selected from q7, randomized?**

**[ROWS: INSERT ITEMS SELECTED AT Q7]**

**[RESPONSE CHOICES]**

Positive impact  
Negative impact  
Both positive and negative impact  
No impact

**[ASK ALL]**

We would like to provide you with some information on potential impacts to the Calgary region related to a Games bid and potentially hosting the 2026 Olympic and Paralympic Winter Games. You will then be asked a few questions about your thoughts and opinions on each set of information.

## **[RANDOMIZE ORDER OF SECTIONS 3-6]**

### **SECTION 3: ECONOMIC IMPACT**

#### **[ROTATE DISPLAY ORDER OF PART A AND B]**

**[DISPLAY:]** As one of the world's largest multi-sport events, the Olympic and Paralympic Winter Games can carry significant economic implications for the host city.

#### **PART A:**

Some people/other people say upgrading and building facilities could add jobs and increase economic activity or that there is the potential for revenue to be generated from things like tourism, even from an unsuccessful bid.

#### **PART B:**

Other people/some people talk about the potential high costs of running the Games, building facilities or providing accommodation, transportation and security. Some also mention concerns about spending money on a bid that may not be successful.

9. Based on what you have just read, please indicate the extent to which you agree or disagree with the following:

#### **[COLUMNS]**

Strongly agree

Agree

Neither agree or disagree

Disagree

Strongly disagree

## **[ROWS: RANDOMIZE]**

I think that the cost of submitting a bid for the 2026 Games is a worthwhile investment even if the Calgary region does not win the bid.

I am confident the bid process will be cost conscious and budgets will be managed well.

Regardless if they are successful or not, bids like this are good ways to promote Calgary and attract business activity.

I think negative economic impacts to the Calgary region will outweigh the economic benefits.

I think the money that might be put towards the 2026 Games would be better spent on other things.

## **SECTION 4: ENVIRONMENTAL IMPACT**

### **[ROTATE DISPLAY ORDER OF PART A AND B]**

**[DISPLAY:]** For the last two decades, environmental considerations have taken on a higher profile for Olympic and Paralympic Games.

#### **RANDOMIZE PART A AND PART B, ROTATE WHICH TEXT SHOWN/READ FIRST]**

##### **PART A:**

Some people/other people say that an Olympic bid can be used as an opportunity to advance environmental initiatives that may not otherwise be considered, helping to raise awareness or influence behaviours.

##### **PART B:**

Other people/some people talk about the fact that hosting large events like this can have a negative environmental impact on things such as wildlife habitats and local ecosystems.

10. Based on what you have just read, please indicate the extent to which you agree or disagree with the following:

## **[COLUMNS]**

Strongly agree

Agree

Neither agree or disagree

Disagree

Strongly disagree

## **[ROWS: RANDOMIZE]**

I think that hosting the 2026 Games would be harmful to our environment.  
I believe hosting the 2026 Games would provide the opportunity to take positive steps forward on environmental matters that would not otherwise be pursued.  
I worry that the organizers of a 2026 Games would care more about business and tourism than they would about long-term environmental impacts.  
I trust that there would be controls in place to make sure Calgary (and surrounding area) was an environmentally responsible Olympic host city.

## **SECTION 5: SOCIAL IMPACT**

### **[ROTATE DISPLAY ORDER OF PART A AND B]**

**[DISPLAY:]** There are also impacts upon the lives of residents of an Olympic Host that must be considered.

#### **PART A:**

Some people/other people talk about community development improvements that come with events like this: acceleration of infrastructure plans, employment opportunities and cultural showcases to engage all citizens.

#### **PART B:**

Other people/some people mention the disruption that hosting the Games may cause, affecting quality of life for residents and taking attention away from other social issues such as poverty and homelessness.



11. Based on what you have just read, please indicate the extent to which you agree or disagree with the following:

**[COLUMNS]**

Strongly agree

Agree

Neither agree or disagree

Disagree

Strongly disagree

**[ROWS: RANDOMIZE]**

I believe that hosting the 2026 Games would provide an important opportunity to showcase cultural groups and provides these groups with skill development and employment opportunities

I am worried social issues like homelessness, poverty, crime and others would be neglected by focusing on a Games bid.

Potentially hosting the 2026 Games could help address social issues by creating needed social infrastructure (such as affordable housing).

I worry that programs and services provided to those living in the Calgary region would be disrupted during a potential 2026 Games

## **SECTION 6: LEGACY**

**[ROTATE DISPLAY ORDER OF PART A AND B]**

**[DISPLAY]:**

The International Olympic Committee has stated that it wants Games projects to fit with the long terms development plans of a city, region and country.

**PART A:**

Some people/other people mention that the facilities, organizations, and social institutions associated with the Games would be useful beyond the event and benefit the entire community well after 2026.

**PART B:**

Other people/some people say that any new legacies created from a potential 2026 Games will only be useful for the Games itself. To be a successful legacy, they will require a sustainable funding source to ensure all Calgarians and Albertans can benefit from their use in the future.

12. Based on what you have just read, please indicate the extent to which you agree or disagree with the following:

**[COLUMNS]**

Strongly agree

Agree

Neither agree or disagree

Disagree

Strongly disagree

**[ROWS: RANDOMIZE]**

Regardless of whether a bid goes forward, investment is needed to bring existing facilities up-to-date and usable for future international events.

Maintaining facilities and venues after the Games is just one more cost that Calgary shouldn't have to worry about.

It's important that steps are taken to maintain Calgary's position as a leader in winter sport.

I am concerned that any new infrastructure would not be well-used and accessible to the general public after the Games.

We really don't need any more facilities, in Calgary – the city is fine the way it is.

We should decommission (stop supporting) the legacy assets from the 1988 Olympics that need further investment.

Calgary's Olympic legacy from 1988 is important and goes beyond sport but needs revitalization

## SECTION 7: REPUTATION AND EMOTIONAL CONNECTIONS

13. Now I would like you to think more generally about the possibility of the Calgary region bidding on or hosting the 2026 Olympic and Paralympic Winter Games. Overall, to what extent do you agree or disagree with the following...?

### [COLUMNS]

Strongly agree

Agree

Neither agree or disagree

Disagree

Strongly disagree

### [ROWS: RANDOMIZE]

I would be proud if the Calgary region submitted a bid for the 2026 Olympic and Paralympic Winter Games.

The citizens of Calgary and the surrounding area would be better off if Calgary did not go through with submitting a bid for the 2026 Games.

The Calgary region shouldn't be associated with organizations like the International Olympic Committee (IOC).

The Calgary region has been through some tough times in recent years and bidding on the 2026 Games would be a much needed boost.

Initiatives such as this are a waste of time, we have other problems to worry about.

14. Do you have any other questions or comments about the possibility of Calgary submitting a bid for the 2026 Olympic and Paralympic Winter Games? If so, please provide them in the space provided below. You may also visit [www.shouldcalgarybid.com](http://www.shouldcalgarybid.com)

### [CAPTURE RESPONSE]

## SECTION 8: DEMOGRAPHICS

Thanks for sticking with us! We just have a few more questions that will allow us to group your answers with people similar to you.

15. How long have you lived in the general Calgary area (including Banff, Canmore, Cochrane, etc)? **PHONE: DO NOT READ**

Less than 1 year  
1-4 years  
5-9 years  
10-14 years  
15-19 years  
20-24 years  
25 years or more

16. We all live in Canada but our ancestors come from all over the world. What is your ethnic background? Please select all that apply.

**PHONE: DO NOT READ**

### [RANDOMIZE]

Canadian  
French Canadian  
Canadian Aboriginal (First Nations, Metis, Inuit)  
American  
African/South African  
Arab  
Australian/New Zealander  
Central/South American  
English/Scottish/Irish/Welsh  
Scandinavian  
European  
Chinese  
Filipino  
Japanese

# Stone — Olafson

Korean

Southeast Asian (Vietnamese, Cambodian, Malaysian, Laotian, etc.)

South Asian (East Indian/Pakistani, Sri Lankan, etc.)

West Asian (Iranian, Afghan, etc.)

Other (Please Specify) **[FIX POSITION]**

Don't know **[FIX POSITION]**

Prefer not to say **[FIX POSITION]**

Those are all of our questions for today. If you would like the opportunity to provide additional thoughts on whether or not Calgary should bid on the 2026 Olympic and Paralympic Winter Games, please visit [www.shouldcalgarybid.com](http://www.shouldcalgarybid.com).

Thanks for your input!