

**Calgary**

Olympic Bid Dialogue Phase Research

PRELIMINARY REPORT: February 2018

Calgary

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Methodology



Methodology

Ipsos conducted an online survey with Citizens' View panelists.

Citizens' View is an online panel that encourages citizens to participate in shaping City of Calgary programs and services through surveys, discussions and engagement activities.

The survey was launched on February 5 to 3288 panelists. A total of 1235 panelists completed the survey before 4 pm on February 8. Results in this report are based on all valid responses from participants who completed the entire survey before that time. Due to the short field period, later responses were accepted until the survey was closed on February 11 to avoid offending later participants.

The following findings are qualitative in nature. The work is exploratory as a result of the make up of panelists currently on the Citizens' View panel. The results should be regarded as directional and should not be projected to the larger population without further quantitative research.

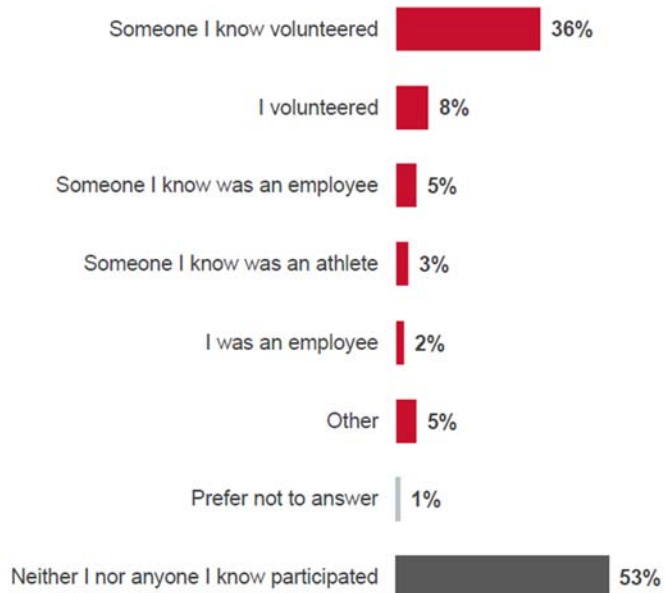




Summary of Findings



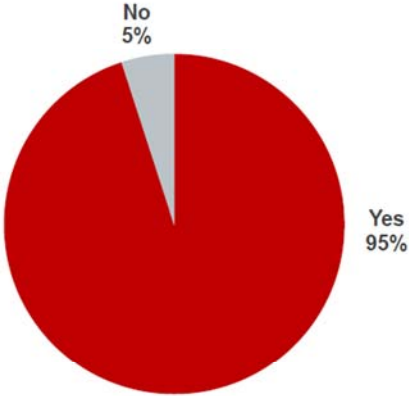

Participation in 1988 Olympic and Paralympic Games



Q1. Did you participate or do you know someone who participated in the 1988 Olympic and Paralympic Games? (Select all that apply)
 Base: Total Respondents (n=1235)



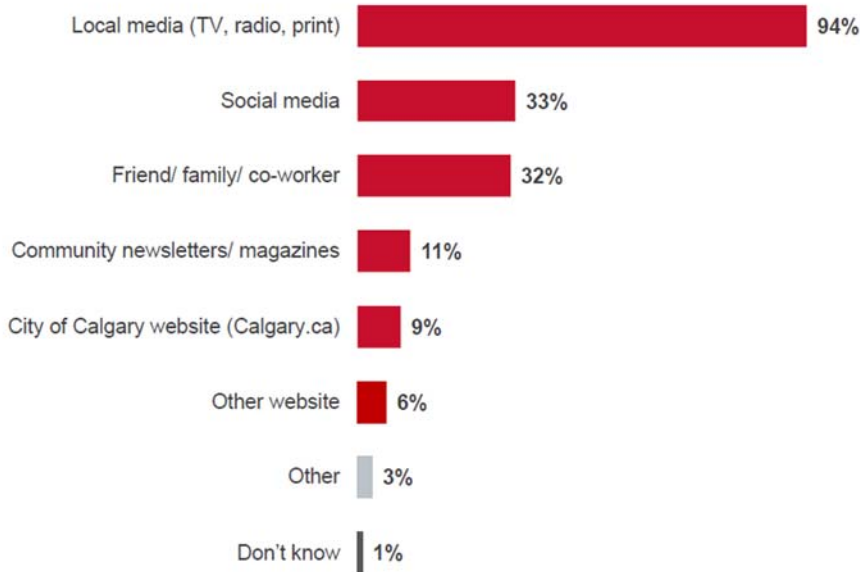
Whether Recall Anything About The City of Calgary Exploring a Potential 2026 Olympic and Paralympic Winter Games Bid



Q2. 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: Total Respondents (n=1235)



Source of Awareness of the Potential 2026 Bid

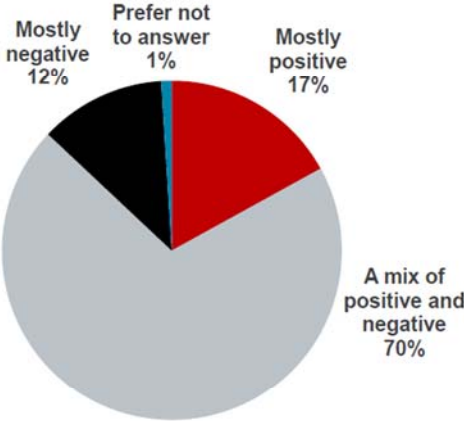


Q3. Where do you recall seeing, reading, or hearing something about the exploration of a potential 2026 Olympic and Paralympic Winter Games bid? (Select all that apply)

Base: Respondents who recall seeing, reading or hearing anything about the potential bid (n=1178)



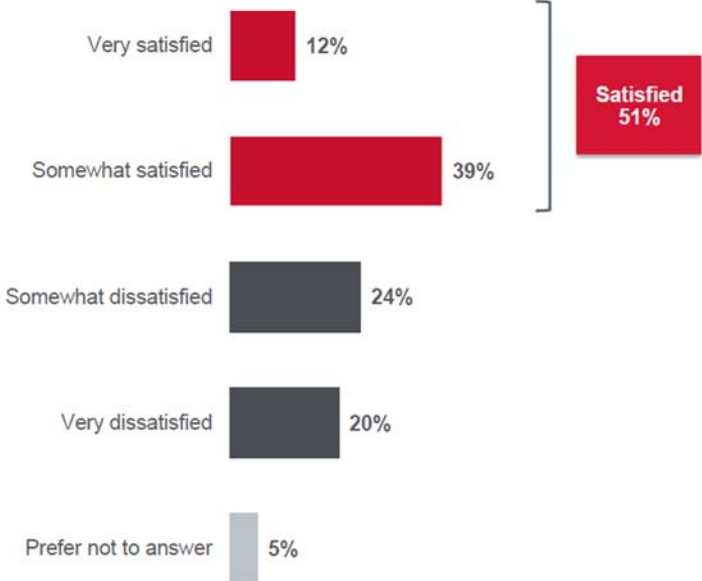
Whether Recalled Information was Positive, Negative or Mixed



Q4. Overall, has the information you recall been positive, negative, or mixed?
Base: Respondents who recall seeing, reading or hearing anything about the potential bid (n=1178)



Satisfaction with Communications about the Potential Bid



Q5. Overall, how satisfied or dissatisfied are you with City and/or Calgary Bid Exploration Committee (CBEC) communications about a potential 2026 Olympic and Paralympic Winter Games bid?
Base: Respondents who recall seeing, reading or hearing anything about the potential bid (n=1178)



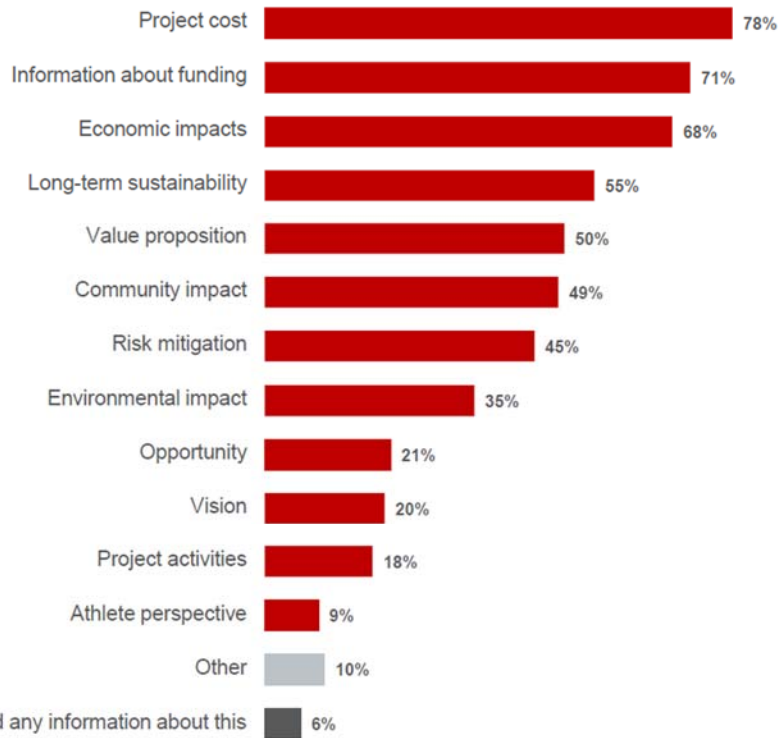
Satisfaction That You Have the Information You Need about the Exploration of the Potential Bid



Q6. How satisfied or dissatisfied are you that you have the information you need about the exploration of a potential 2026 Olympic and Paralympic Winter Games bid?
Base: Total Respondents (n=1235)



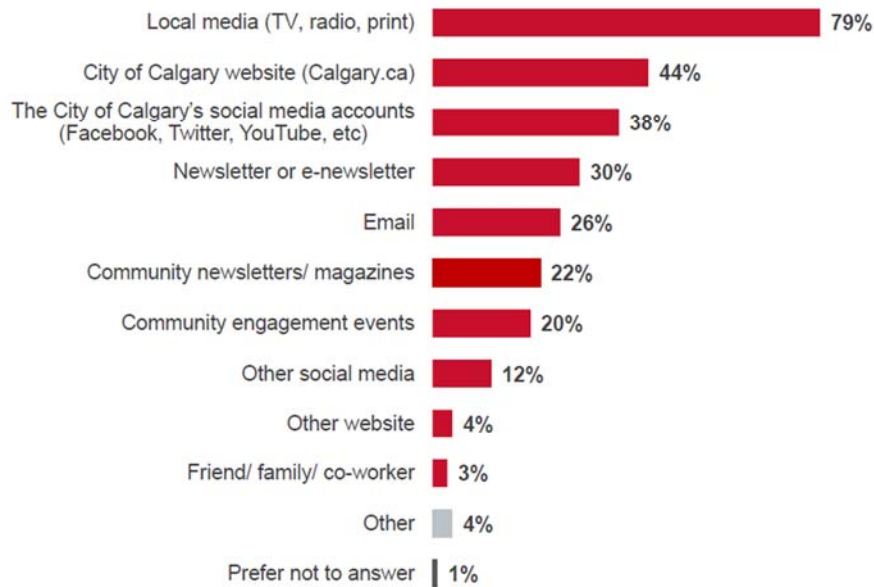
Specific Information Needed about the Potential Bid



Q7. What specific information do you need about the exploration of a potential 2026 Olympic and Paralympic Winter Games bid? (Select all that apply) Base: Total Respondents (n=1235)



Preferred Ways to Get Information about the Exploration of the Potential Bid



Q8. What would be the best way for you to get information about the exploration of a potential 2026 Olympic and Paralympic Winter Games bid? (Select all that apply)

Base: Respondents other than those who stated they did not need any information about the exploration of the potential bid (n=1159)



Preferred Ways to Be Involved in the Exploration of the Potential Bid



Q9. What would be the best way to involve you in the exploration of a potential 2026 Olympic and Paralympic Winter Games bid? *(Please select all that apply)*

Base: Total Respondents (n=1235)



Agreement with Statements about the Survey

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Prefer not to answer



Q12. Please indicate your level of agreement or disagreement with the following statements.
Base: Total Respondents (n=1235)



Characteristics

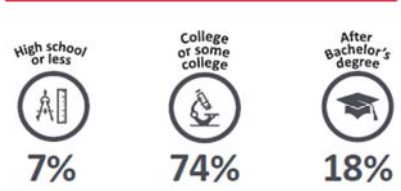


Demographic Characteristics

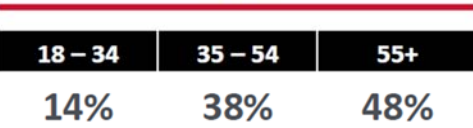
Gender



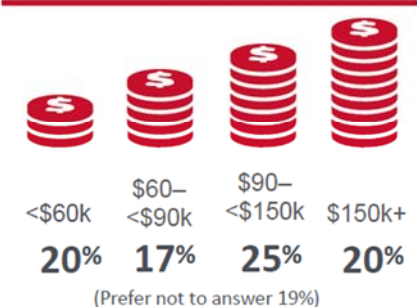
Education



Age



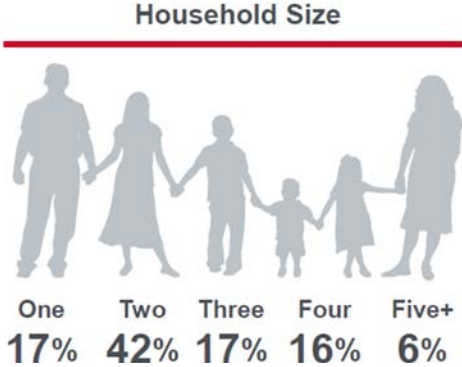
Income



Base: Total Respondents (n=1235)



Family Characteristics



Base: Total Respondents (n=1235)