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

- Strongly support: 30%
- Somewhat support: 23%
- Undecided: 13%
- Somewhat oppose: 11%
- Strongly oppose: 23%
- DK/Refused: 1%

Support: 53%

Oppose: 33%

Base size: All respondents (n=500)
Why do you oppose a potential Calgary Olympic bid?

- Cost/taxes: 73%
- Funding sources: 17%
- Negative economic impact: 15%
- Money better spent elsewhere: 9%
- Unnecessary/no value: 8%
- Need more information: 7%
- Not sustainable: 7%
- Community impact: 6%
- Corruption/IOC: 5%
- Risks/danger: 4%
- Other: 5%
- Don't know: 2%
- I don't care about the Olympics: 1%

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?

- Benefit the economy: 39%
- Increase in tourism: 31%
- Reinvigorate Calgary/showcase the city as a place for new business: 23%
- Good for the City/Recognition/Energizing: 17%
- Exciting/Fun to watch/Close enough to attend: 13%
- Prestige of hosting: 9%
- New infrastructure: 9%
- Create a cultural legacy: 8%
- Create a sport legacy: 8%
- Upgrades to existing infrastructure: 8%
- Athlete opportunity: 7%
- New jobs created: 7%
- Improvements to accessibility in the City: 5%
- Haven't held since 1988/Enjoyed last time: 4%
- Other: 5%
- Don't know: 3%

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?

- None/Nothing: 51%
- Cost/taxes: 33%
- Funding sources: 6%
- Risks/danger: 5%
- Negative economic impact: 5%
- Traffic congestion: 3%
- Other: 3%
- Don't know: 1%

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

<table>
<thead>
<tr>
<th>Statement</th>
<th>%7-10 (Agree)</th>
<th>%5-6 (Neutral)</th>
<th>%1-4 (Disagree)</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Olympic Games would increase tourism in Calgary.</td>
<td>74%</td>
<td>15%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Hosting the Olympic Games showcases host cities nationally and internationally.</td>
<td>73%</td>
<td>13%</td>
<td>10%</td>
<td>4%</td>
</tr>
<tr>
<td>Calgary has an active, competitive sports community.</td>
<td>72%</td>
<td>17%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Hosting the Olympic Games enhances community spirit for a host city.</td>
<td>69%</td>
<td>18%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>The Olympic Games is a great opportunity to build or upgrade local facilities.</td>
<td>60%</td>
<td>21%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>The Olympic Games would improve the economy in Calgary.</td>
<td>49%</td>
<td>20%</td>
<td>24%</td>
<td>7%</td>
</tr>
<tr>
<td>I think The City of Calgary should be focusing on other priorities right now.</td>
<td>47%</td>
<td>26%</td>
<td>23%</td>
<td>4%</td>
</tr>
<tr>
<td>Calgary’s facilities can’t handle the Olympic Games.</td>
<td>40%</td>
<td>22%</td>
<td>30%</td>
<td>8%</td>
</tr>
<tr>
<td>Calgary can’t afford to host the Olympic Games.</td>
<td>38%</td>
<td>19%</td>
<td>28%</td>
<td>15%</td>
</tr>
<tr>
<td>The environmental impact would be too much for Calgary and surrounding area.</td>
<td>23%</td>
<td>22%</td>
<td>46%</td>
<td>9%</td>
</tr>
</tbody>
</table>

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?

- Participate in recreational activities that are physical in nature: 68%
- Watch sports on TV/online: 60%
- Attend festivals or cultural events: 59%
- Attend live music events: 54%
- Attend neighbourhood or community events: 49%
- Watch sports in person: 46%
- Attend live theatre events: 42%
- Visit art galleries/museums: 41%
- Participate in sports: 38%
- None: 4%

Multiple responses allowed

Base size: All respondents (n=500)
Please tell me first if you have ever taken part, and next if you think you would in the future.

- **Watch(ed) any Winter Olympic events on television/online**: 94% (Have ever), 91% (Would in the future)
- **Watch(ed) any Winter Olympic events in person, if one was held where you lived**: 41% (Have ever), 68% (Would in the future)
- **Travel(ed) to watch any Winter Olympic events in person**: 16% (Have ever), 38% (Would in the future)
- **Volunteer(ed) at any Winter Olympic Games**: 7% (Have ever), 46% (Would in the future)
- **Work(ed) as an employee at any Winter Olympic Games**: 4% (Have ever), 31% (Would in the future)
- **Compete(d) as an athlete in any Winter Olympic Games**: 1% (Have ever), 4% (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

Multiple responses allowed

Mentions less than 2% not shown

Among ‘Other’: Athlete boarding, music performers, event sponsorship, media.

- Volunteer 38%
- Watched one or more events in person 30%
- Employee 18%
- Worked at one or more events indirectly 7%
- Attended closing ceremonies 6%
- Attended opening ceremonies 6%
- Attended one or more medals ceremonies 4%
- Attended the torch relay 4%
- Performer at a ceremony 4%
- Other (specify) 5%

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

- I don't know anyone who was personally involved: 65%
- Volunteer: 26%
- Employee: 6%
- Watched one or more events in person: 4%
- Participating athlete: 4%
- Attended the torch relay: 3%
- Worked at one or more events indirectly: 2%
- Attended opening ceremonies: 2%
- Attended one or more medals ceremonies: 2%
- Performer at a ceremony: 2%
- Other: 3%

Multiple responses allowed
Mentions less than 2% not shown

Among ‘Other’: Athlete transportation, music performers, planning committee, Athlete host families, translators.

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
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?

85% Yes 15% No

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

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

- Local media (TV, radio, print): 83%
- Community newsletters/magazines: 20%
- Friend, family, or co-worker: 11%
- Facebook: 9%
- Twitter: 3%
- CBC website: 3%
- City of Calgary website (Calgary.ca): 3%
- Other online sources: 10%

Multiple responses allowed
Mentions less than 3% not shown
Among ‘Other’; CTV, Global, The Herald, Reddit.

Base size: Those who recall (n=423)
Level of Feeling Informed

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

- Very informed: 12%
- Moderately informed: 47%
- Not very informed: 29%
- Not at all informed: 13%

Information gap: 89%

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?

- Project cost: 54%
- Information about funding: 18%
- Economic impacts: 16%
- Community impact: 9%
- Process for bids: 6%
- Long-term sustainability: 5%
- Infrastructure/What will be re-used/Built new: 5%
- Impacts/Benefits to the City: 4%
- Environmental impact: 4%
- Project activities: 4%
- Timeline for bid/events: 3%
- Risk mitigation: 3%
- Vision: 3%
- Venues/ Where events will take place: 3%
- Other: 4%
- Don't know: 10%
- I don't want any information: 11%

Financial: 88%

Multiple responses allowed

Mentions less than 3% not shown

Among ‘Other’: return on investment, public opinion results, information about tickets and prices.

(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?

- Local media (TV, radio, print): 58%
- City of Calgary website (Calgary.ca): 16%
- Newsletter or e-newsletter: 15%
- Other Website (NET): 14%
- Other/general/news website: 8%
- Other social media: 13%
- The City of Calgary’s social media accounts (Facebook, Twitter, YouTube, etc): 13%
- Email: 10%
- Community newsletters/magazines: 9%
- Other: 3%

(No mentions less than 3% are shown. Multiple responses are allowed.)

Note: A ‘NET’ is a combination of 2 or more mentions that cover a specific theme.

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

- **Very favorable**: 15%
- **Mainly favorable**: 44%
- **Neutral**: 27%
- **Mainly unfavourable**: 9%
- **Very unfavourable**: 5%

**Favourable**: 59%

**Unfavourable**: 14%

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?

Trust:
- Trust a great deal: 24%
- Trust a little: 29%
- Neutral: 27%

Distrust:
- Distrust a little: 12%
- Distrust a great deal: 7%

Trust: 53%
Distrust: 19%

Base size: All respondents (n=500)
Advocacy of The City

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

- Speak highly without being asked: 4%
- Speak highly if someone asked me: 23%
- Neutral opinion seeing both positive and negatives: 39%
- Critical if someone asked me: 14%
- Critical without being asked: 6%
- Don’t know enough to have a strong opinion: 14%

Advocates: 27%
Critics: 20%

Base size: All respondents (n=500)
Demographics
Gender, Age, Quadrant

Gender
- 50% Female
- 50% Male

Quadrant of residence
- 31% NE
- 19% SE
- 20% SW
- 30% NW

Age Groups
- 18 to 24: 14%
- 25 to 34: 19%
- 35 to 54: 40%
- 55 to 64: 12%
- 65+: 15%

Base size: All respondents (n=500)
Children, Taxes, and Tenure

Children Under the Age of 18 in the Household
- Yes: 36%
- No: 64%

Primarily or Jointly Responsible for Paying Taxes or Rent in Household
- Yes: 87%
- No: 13%

Years Lived in Calgary
- Less than 1 year: 2%
- 1 - 5 years: 7%
- 6 - 10 years: 11%
- 11 - 20 years: 25%
- 21 - 30 years: 19%
- 31 years or longer: 35%

Base size: All respondents (n=500)
Immigrant Status

Born in Canada

- Yes: 72%
- No: 28%

Age Upon Arrival in Canada

- Under the age of 12: 25%
- 12 to 17: 14%
- 18 or older: 61%

Base size: All respondents (n=500)
Base size: Respondents not born in Canada (n=138)
Ethnic Background

Base size: All respondents (n=500)

- Canadian/French Canadian: 13%
- Caucasian/White: 24%
- British: 23%
- Western European: 10%
- Southern or Eastern Europe: 11%
- South Asian: 5%
- East or Southeast Asian: 8%
- West Asian or Middle Eastern: 4%
- African: 3%
- Central/South American or Caribbean: 3%
- Aboriginal/First Nations/Metis: 3%
- Other: 1%
- No answer: 1%
Non-English Language Needs

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

- Yes: 9%
- No: 90%

Language for Information

- French: 22%
- Urdu: 13%
- Punjabi: 12%
- Arabic: 11%
- Spanish: 10%
- Tagalog: 10%
- Mandarin: 7%
- Cantonese: 6%
- Other: 25%

Base size: All respondents (n=500)

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

- Completed high school or less: 17%
- Some post-secondary or completed a college diploma: 37%
- Completed university degree or post-grad degree: 45%

Employment Status

- Employed full-time: 47%
- Employed part-time: 10%
- Self-employed: 10%
- Out of work, looking: 3%
- Out of work, not looking: 1%
- Homemaker: 3%
- Student: 6%
- Retired: 17%
- Unable to work: 1%

Base size: All respondents (n=500)
Household Income

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

2018 Citizen Perspectives Survey - Wave 2 (July)
Visible Minority and Disabilities

Self-Report as a Visible Minority

- 74% No
- 22% Yes
- 3% Refused

Self or Family Member has a Disability

- 87% No
- 12% Refused
- 3% Yes

Base size: All respondents (n=500)