



Calgary

ISC: UNRESTRICTED  
ATTACHMENT 2  
OPC2018-0977



# 2018 Citizen Perspectives Survey Report

August 21, 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  $\pm 4.38$  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.

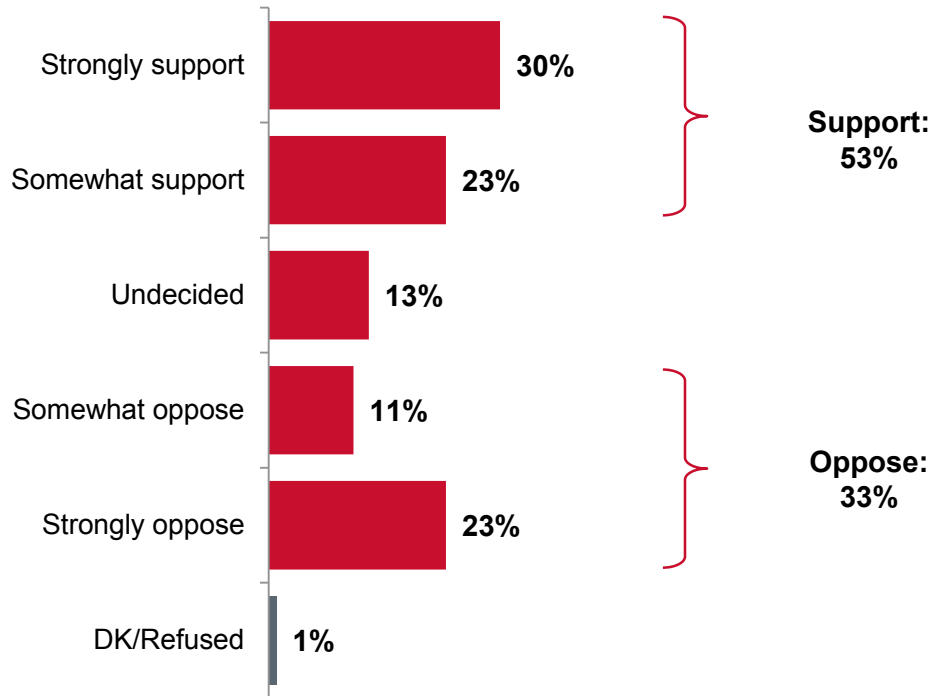
# Support/Opposition and Rationale





# Support/Opposition for a Bid

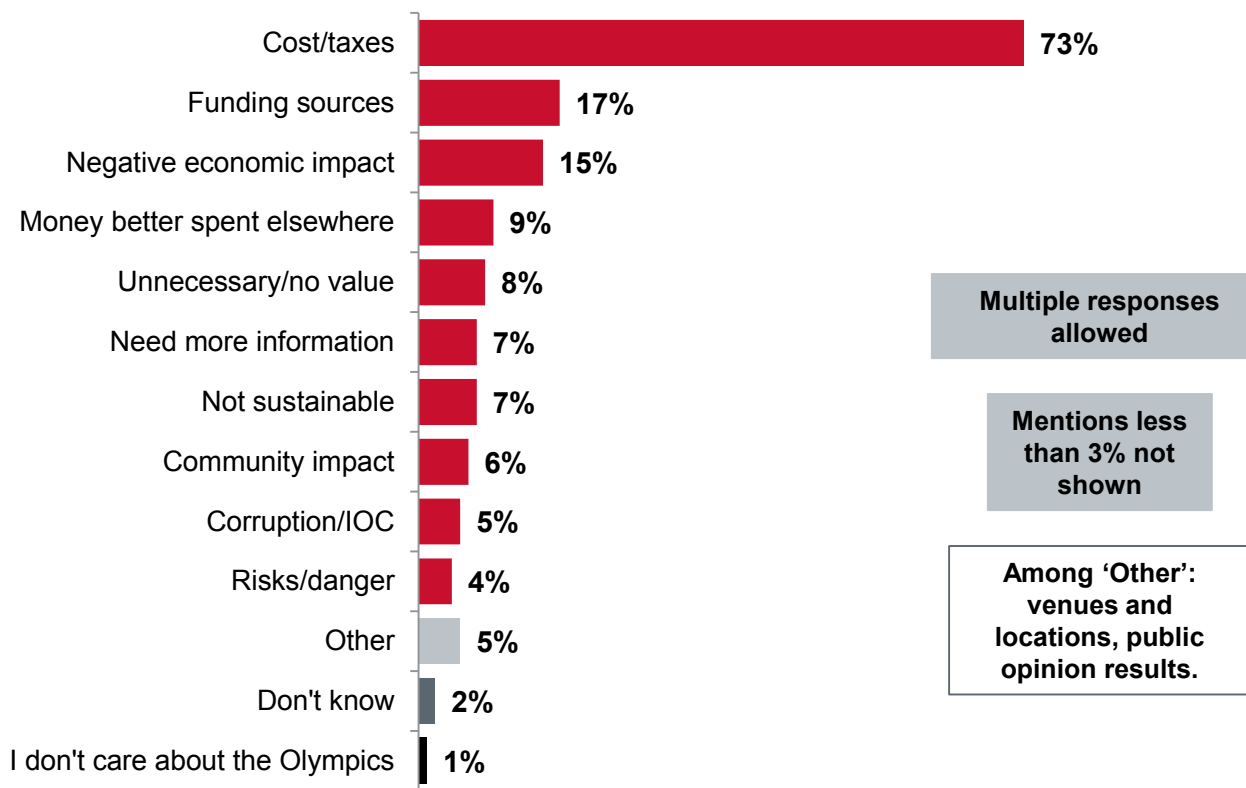
Do you personally support or oppose a potential Calgary 2026 Olympic and Paralympic Winter Games bid?





# Reasons for Opposing a Bid

Why do you oppose a potential Calgary Olympic bid?

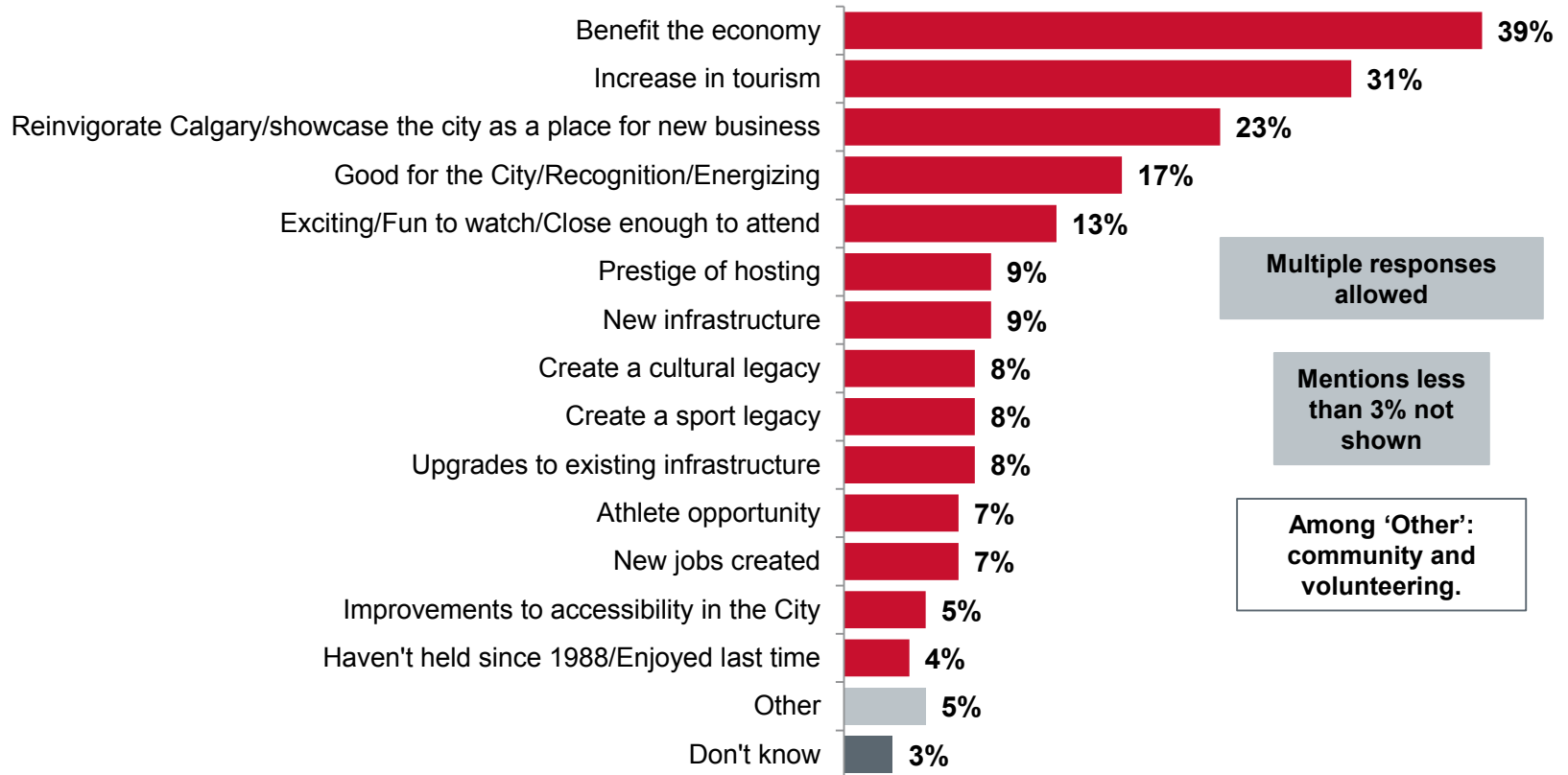


Base size: Respondents who somewhat oppose or strongly oppose a potential Calgary Olympic bid (n=167) (unprompted)



# Reasons for Supporting a Bid

Why do you support a potential Calgary Olympic bid?

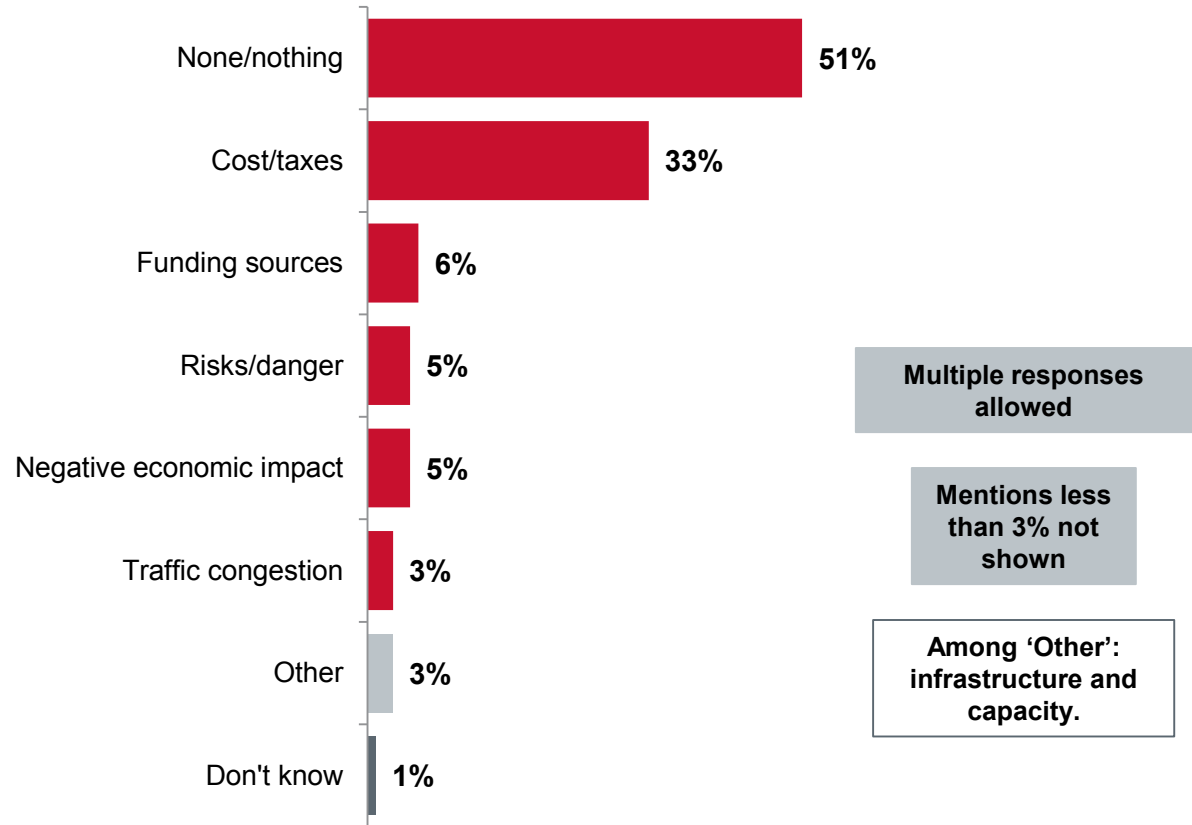


Base size: Respondents who somewhat support or strongly support a potential Calgary Olympic bid (n=264) (unprompted)



# Concerns of Supporters

Do you have any concerns about a potential Olympic bid?

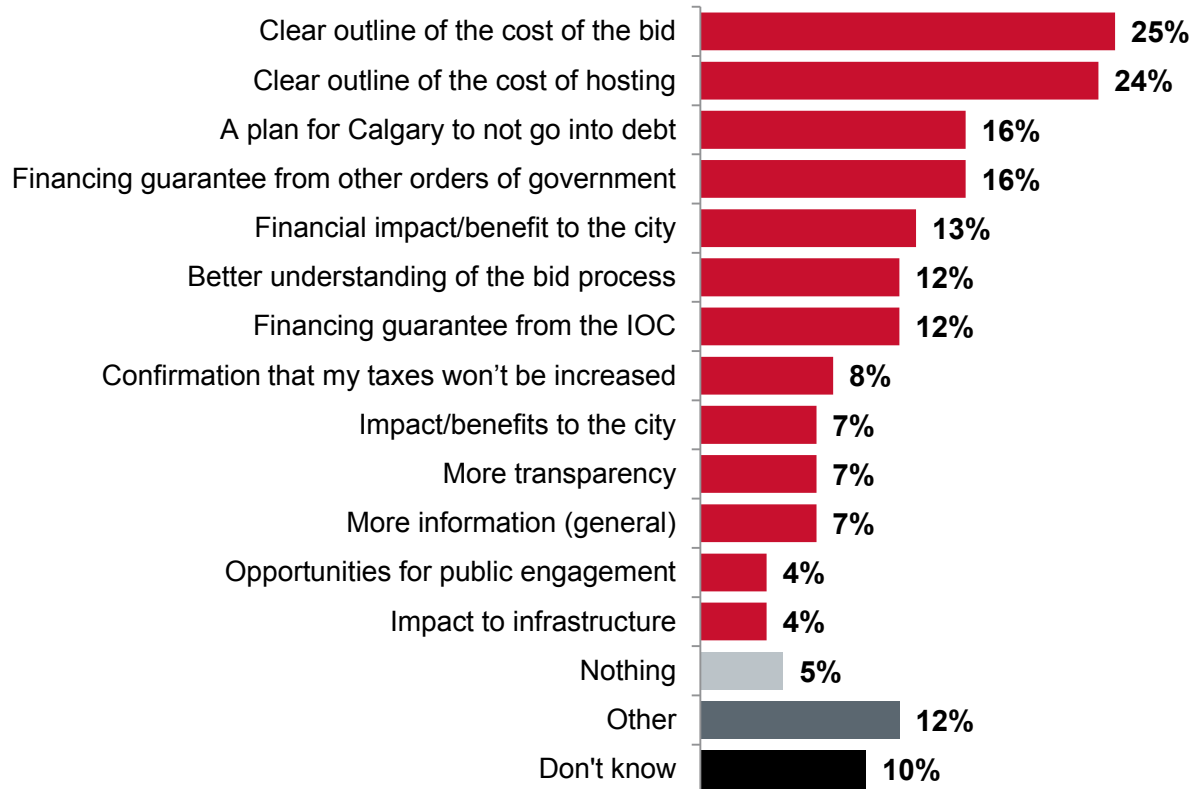


Base size: Respondents who somewhat support or strongly support a potential Calgary Olympic bid (n=264) (unprompted)



# 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)

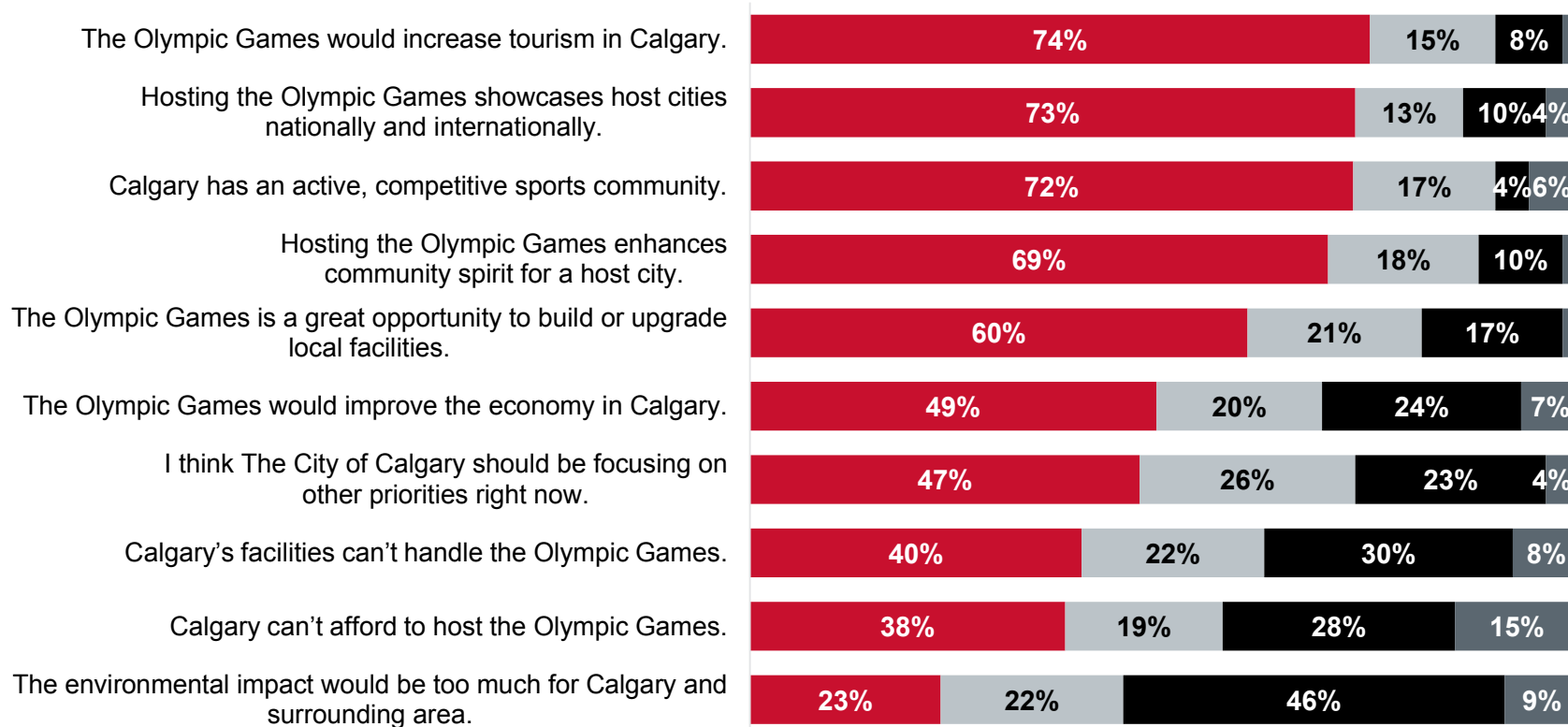




# Opinions About a Calgary Olympic Bid

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)

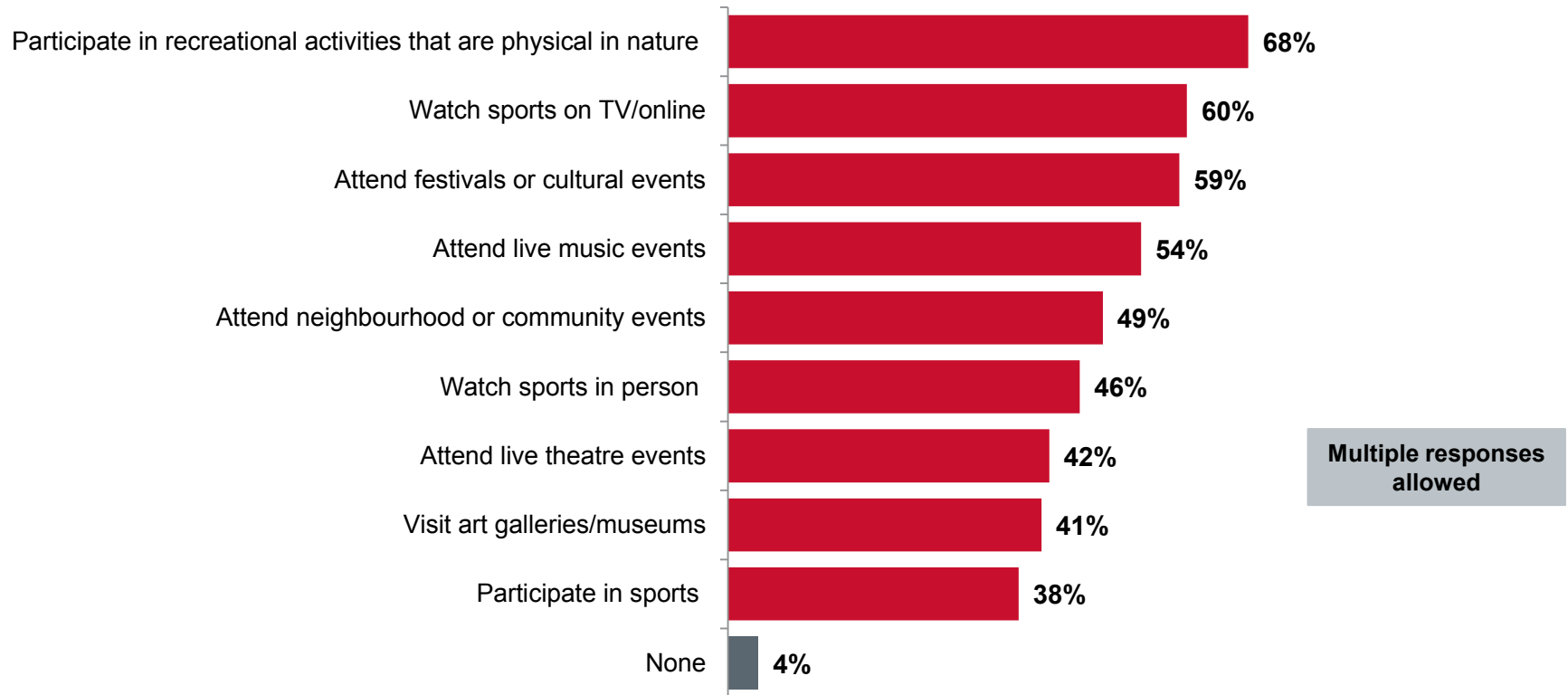
# Participation and Involvement





# Regular Participation in Various Activities

Which of the following activities do you regularly participate in?

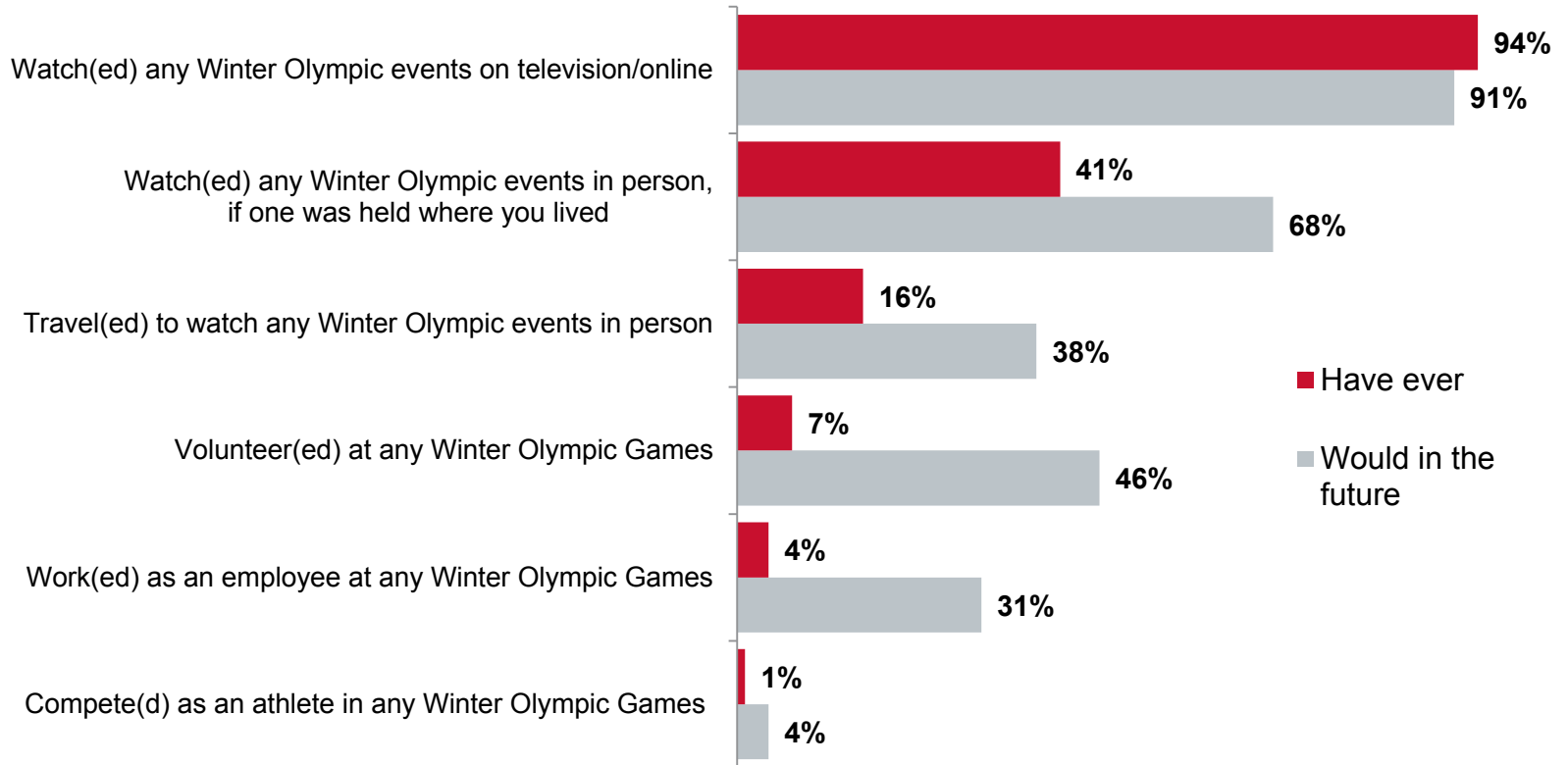


Base size: All respondents (n=500)



# Winter Olympic Involvement

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

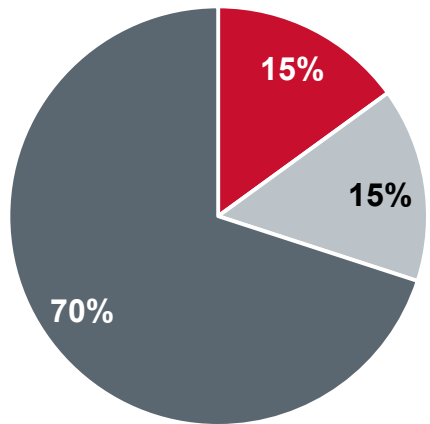


Base size: All respondents (n=500)

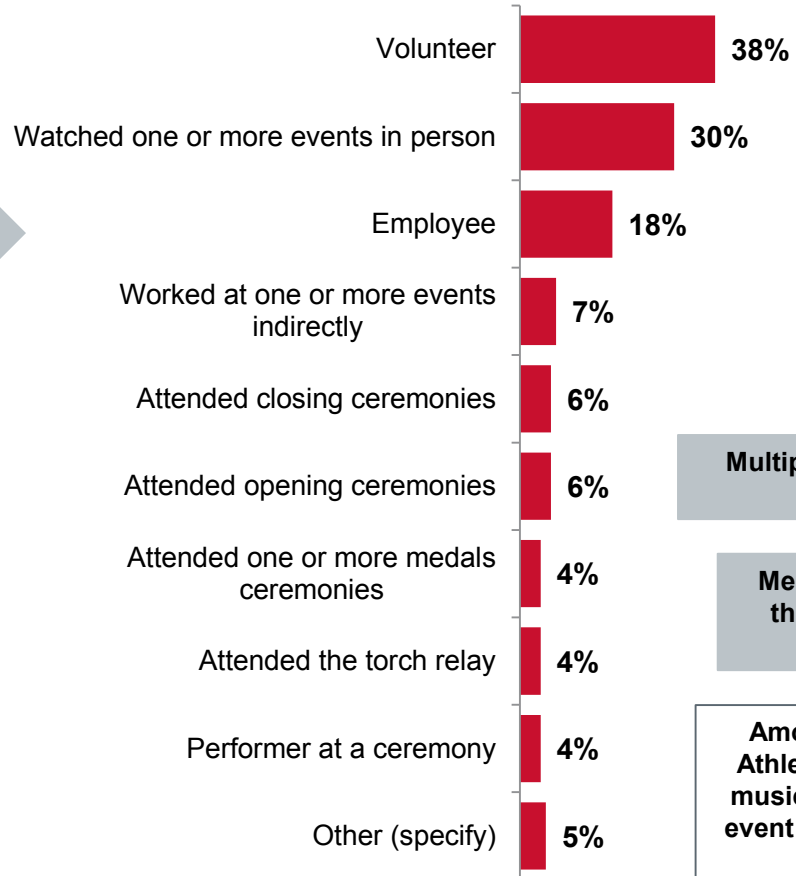


# Personal Involvement in '88 Winter Games

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



Multiple responses allowed

Mentions less than 2% not shown

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

(unprompted)

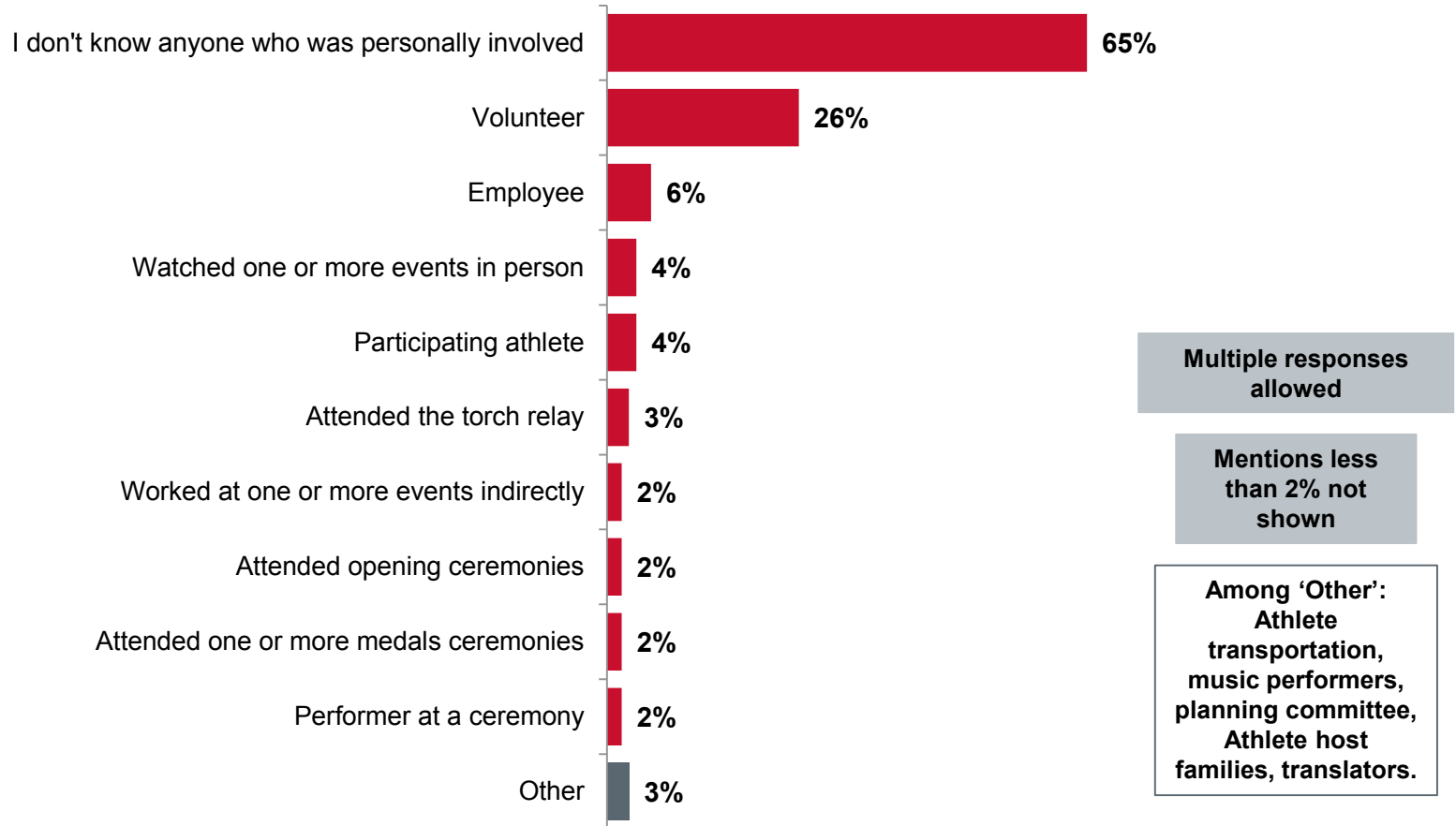
Base size: Respondents aged 25 years or older (n=447)

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

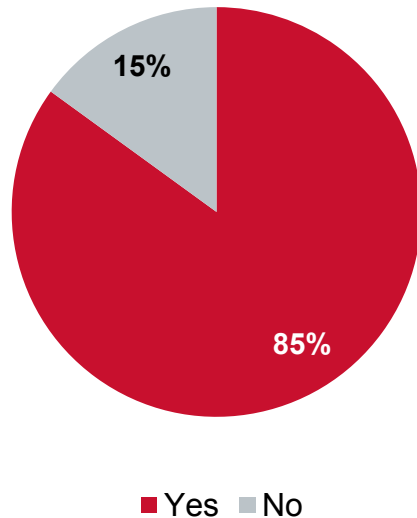






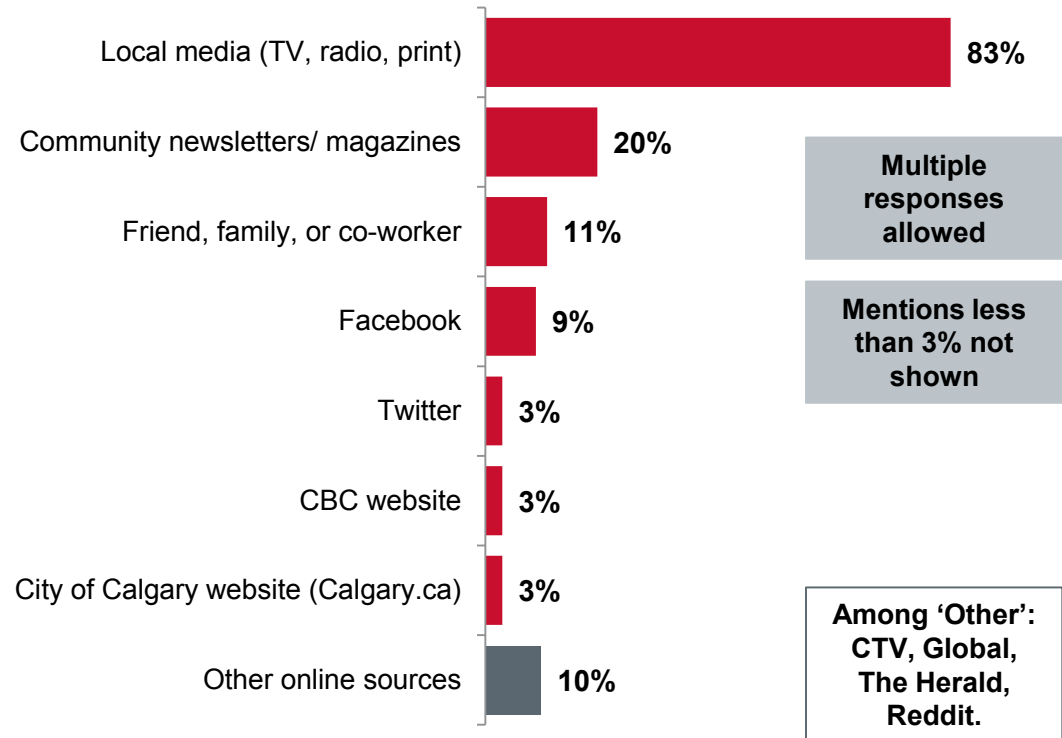
# Awareness of Olympic Bid Exploration

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?



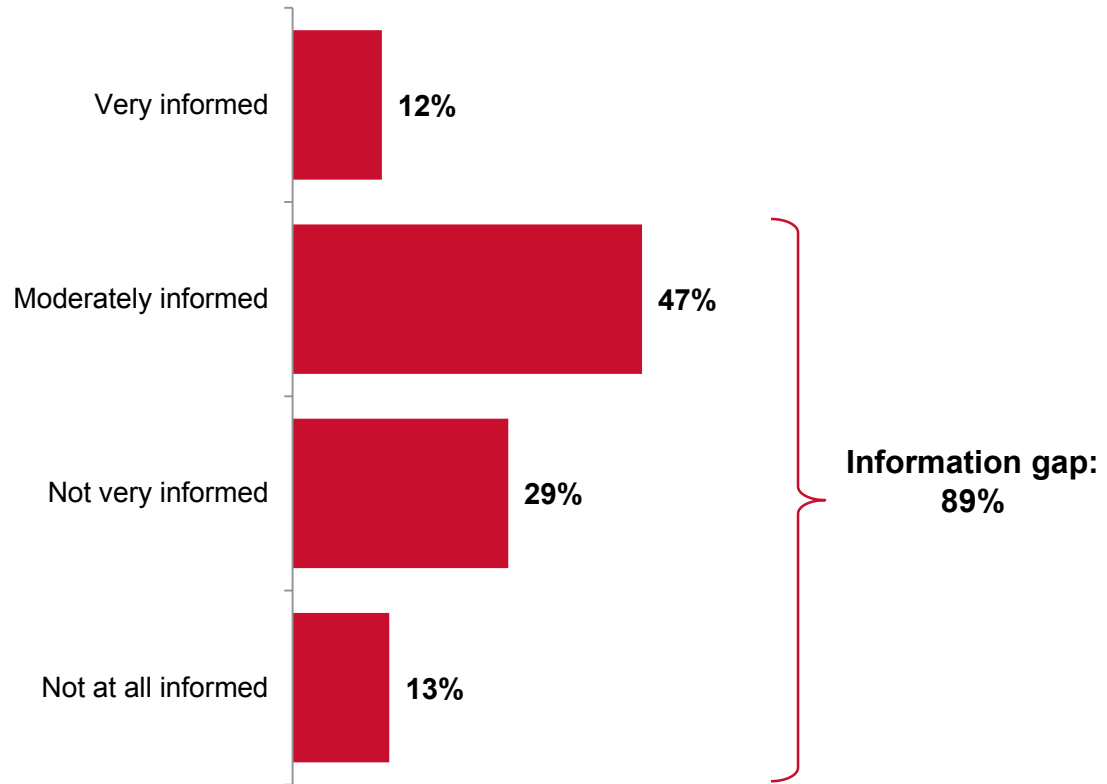
Base size: Those who recall (n=423)





# Level of Feeling Informed

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

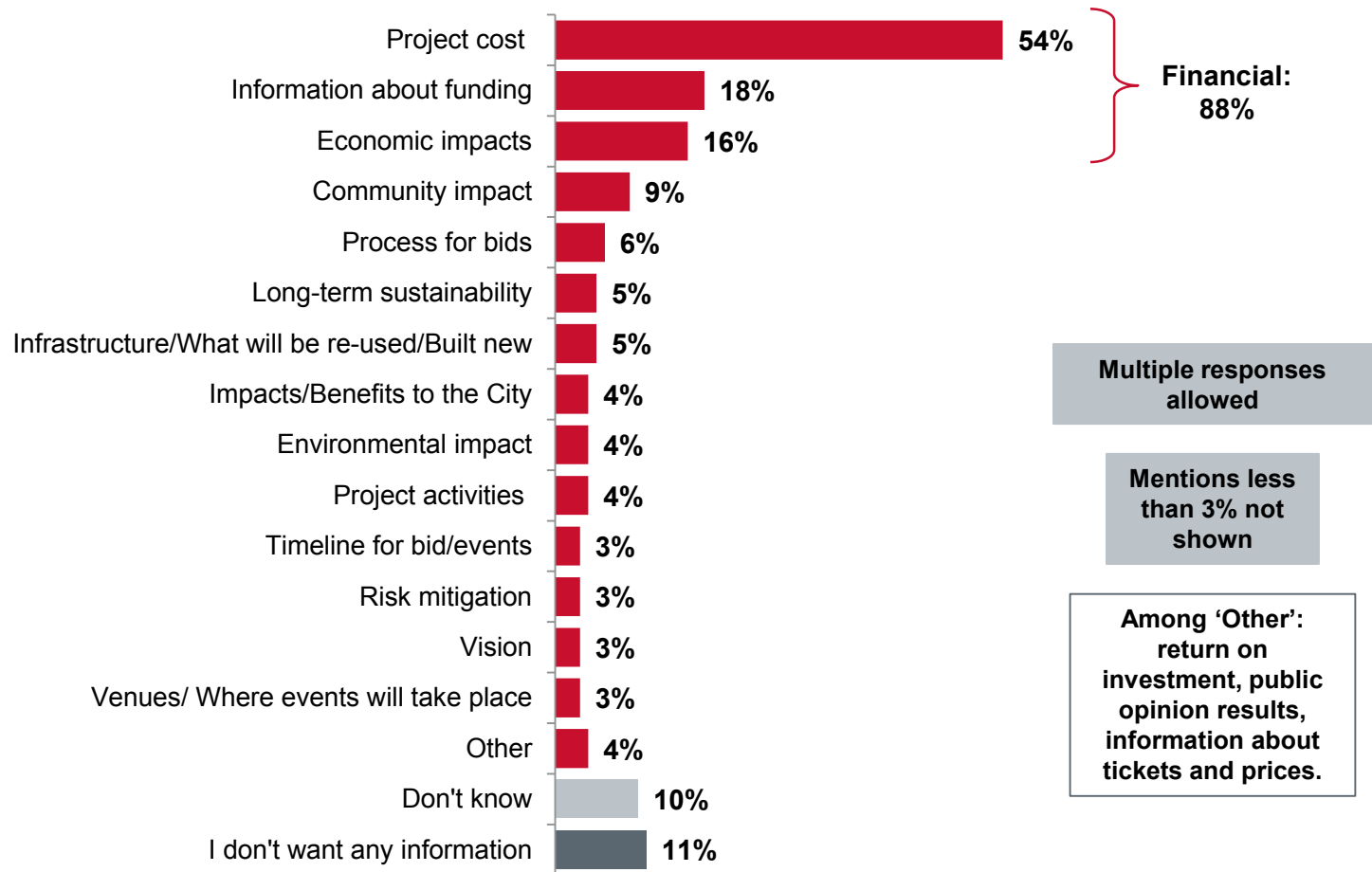


Base size: All respondents (n=500)



# Specific Information Wanted by Citizens

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

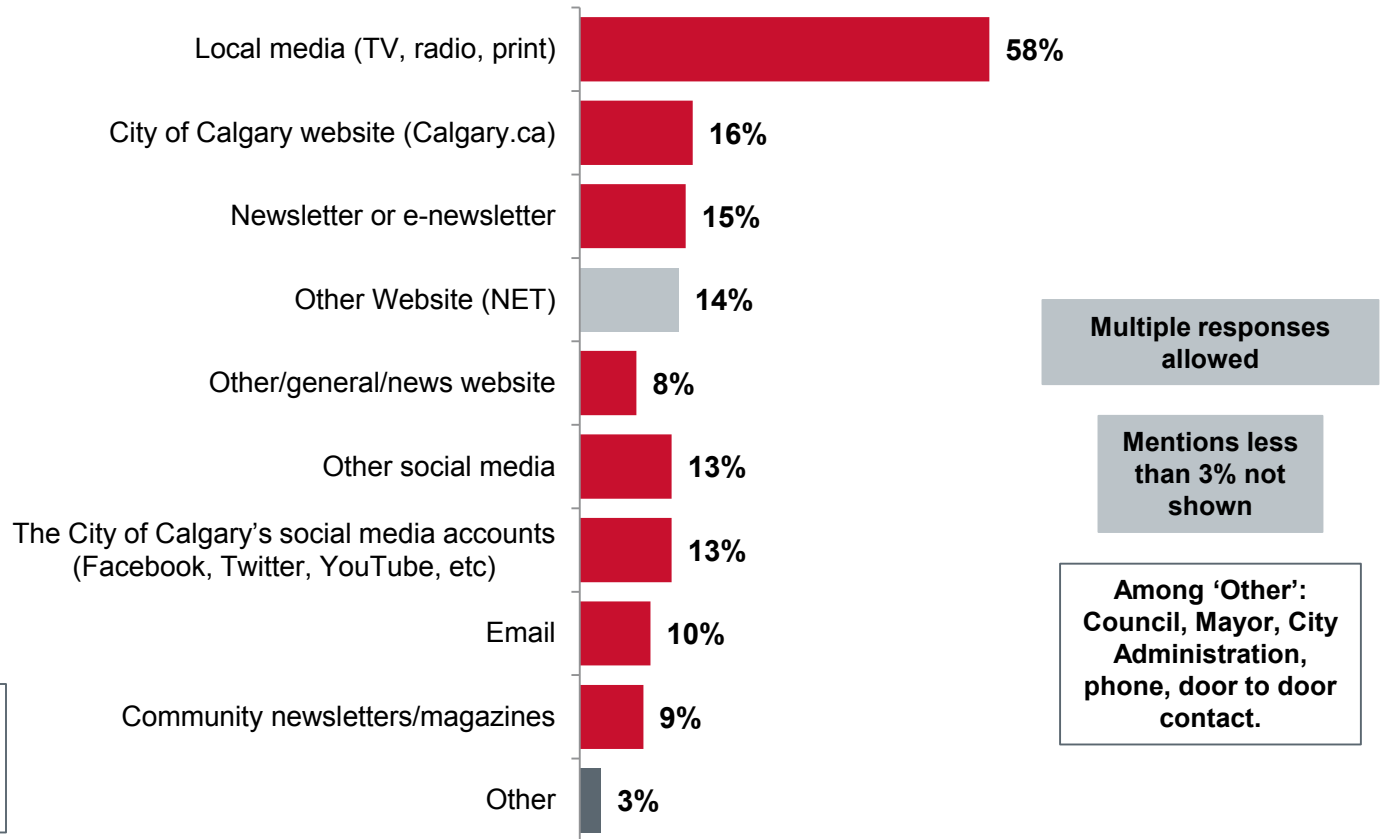


(unprompted)  
Base size: All respondents (n=500)



# 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)

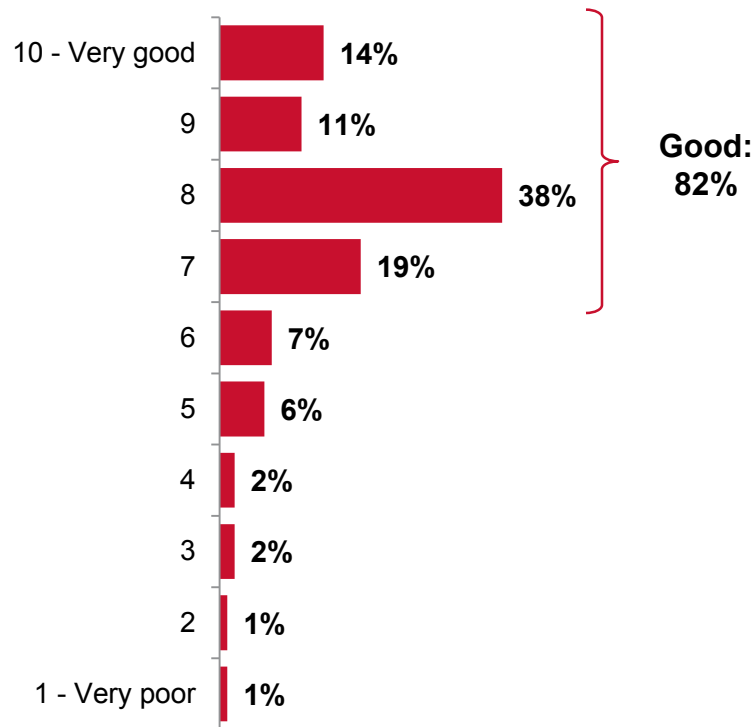
# Overall Population Metrics





# 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?

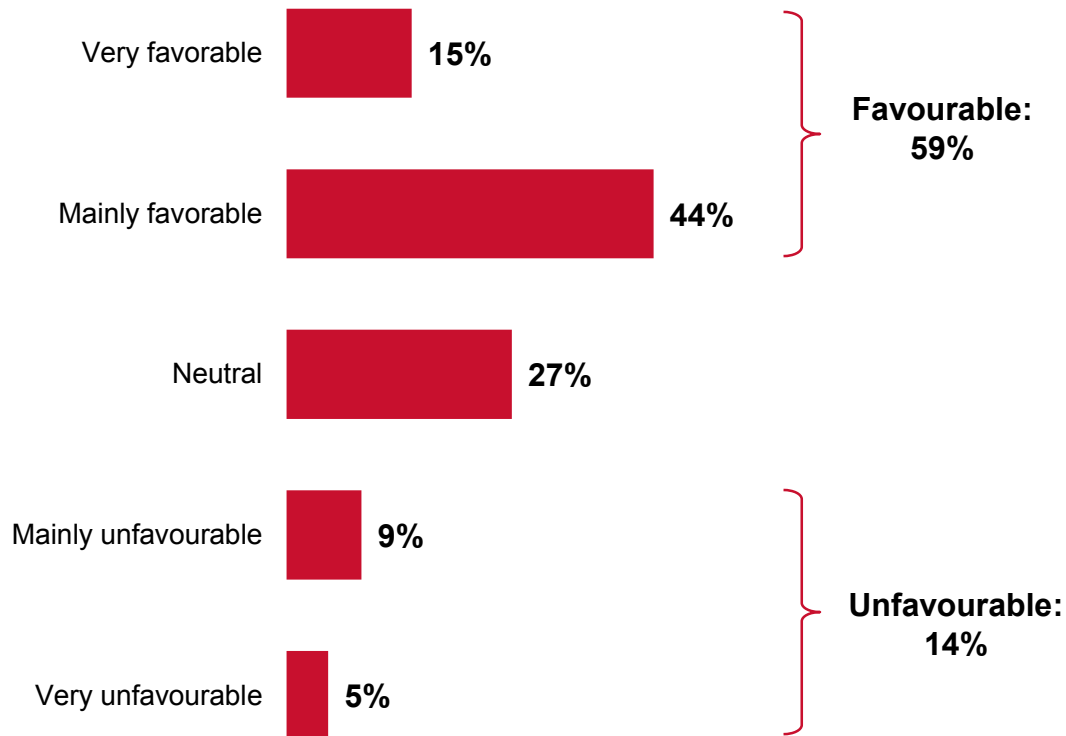


Base size: All respondents (n=500)



# 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?

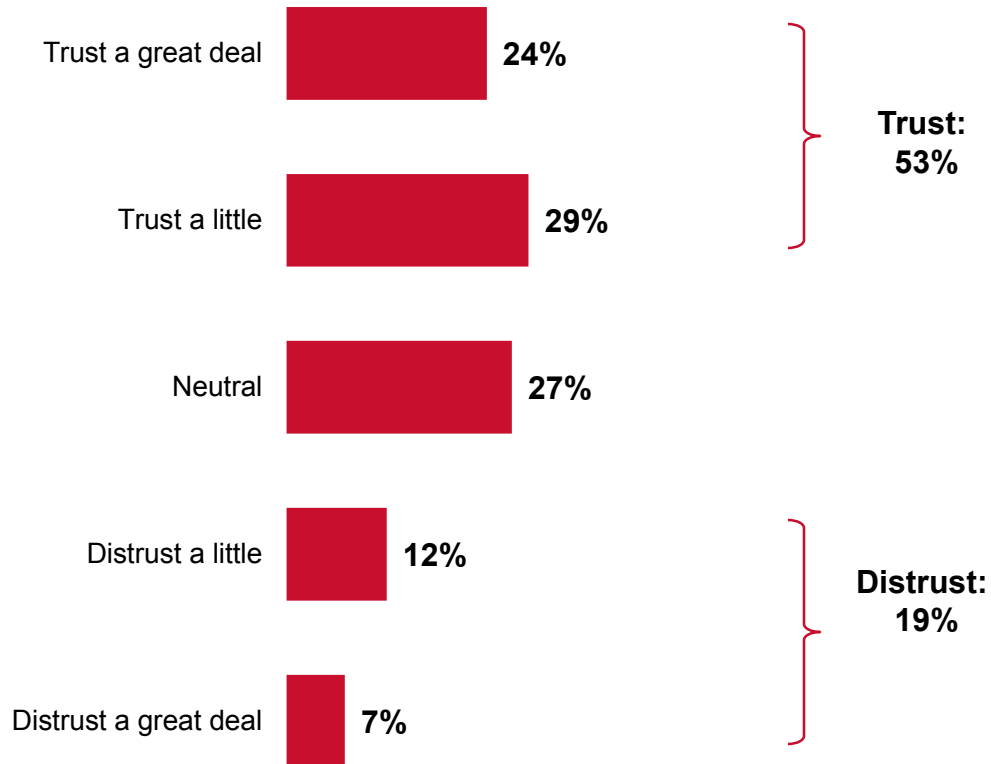


Base size: All respondents (n=500)



# 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?

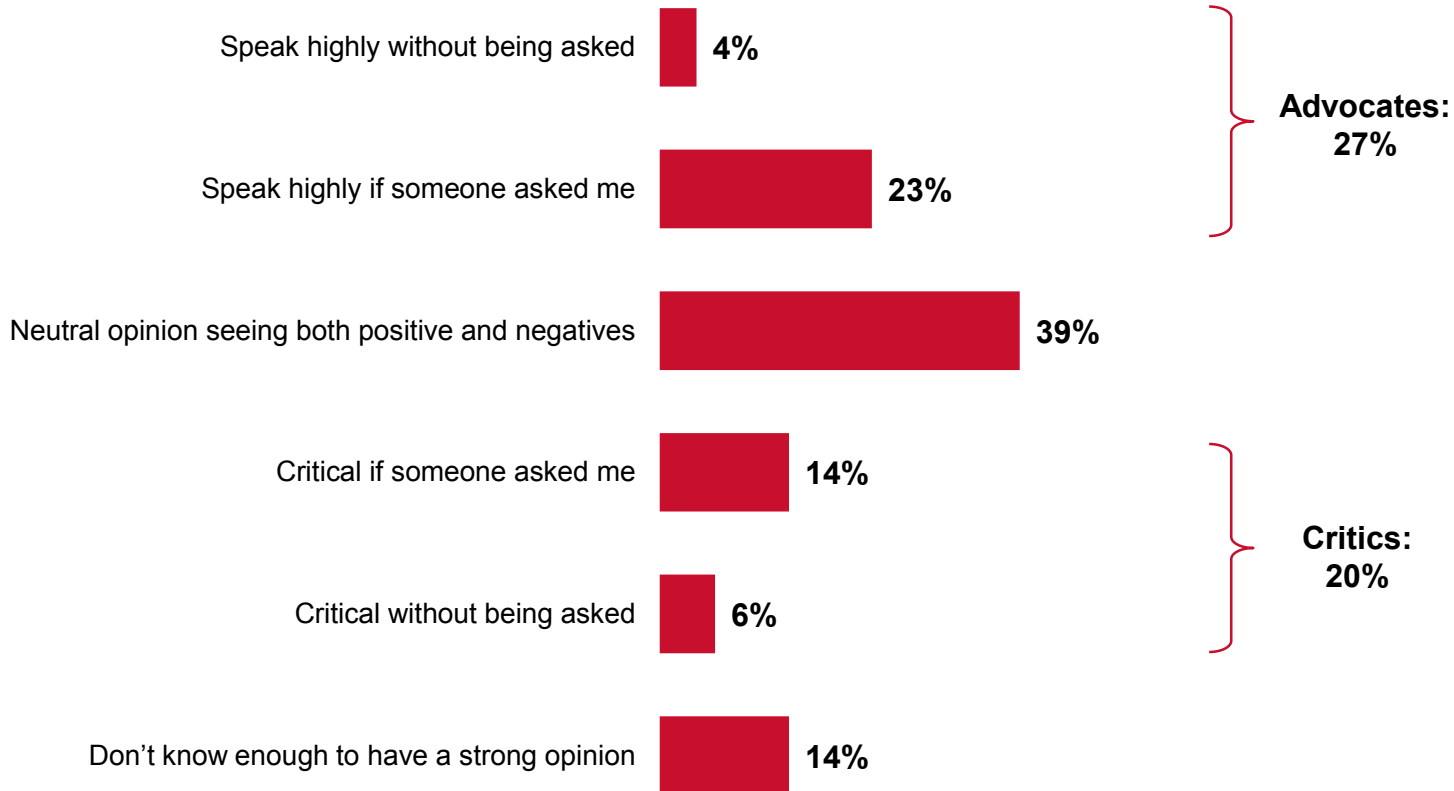


Base size: All respondents (n=500)



# Advocacy of The City

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



Base size: All respondents (n=500)



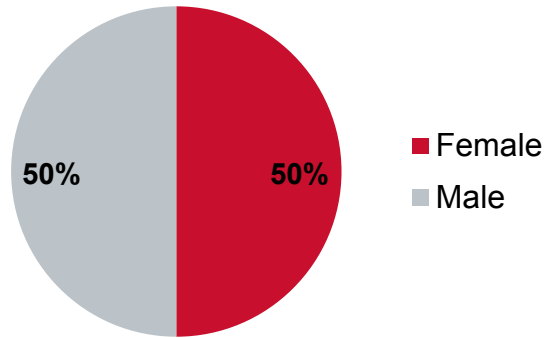
# Demographics



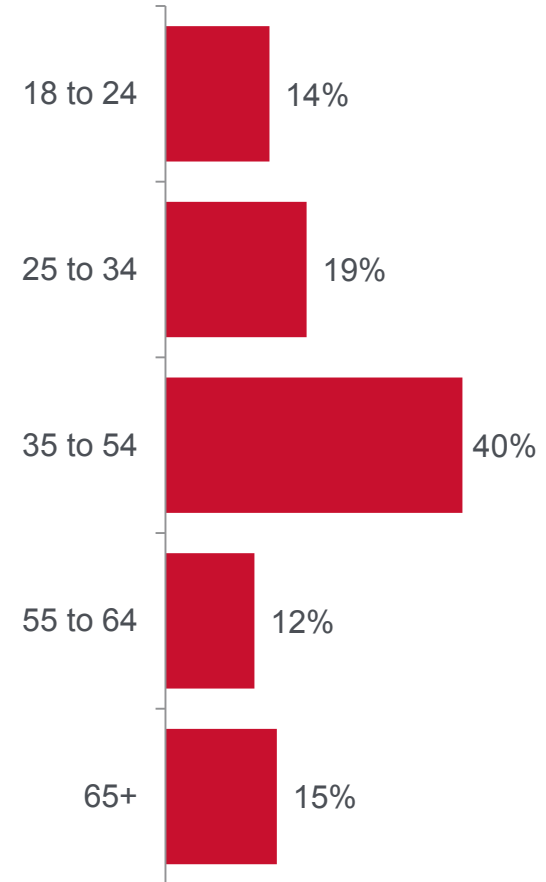


# Gender, Age, Quadrant

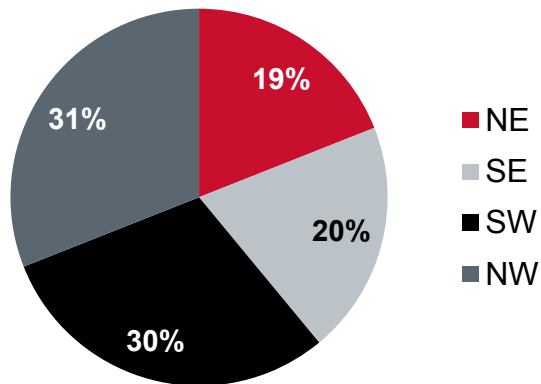
**Gender**



**Age Groups**



**Quadrant of residence**

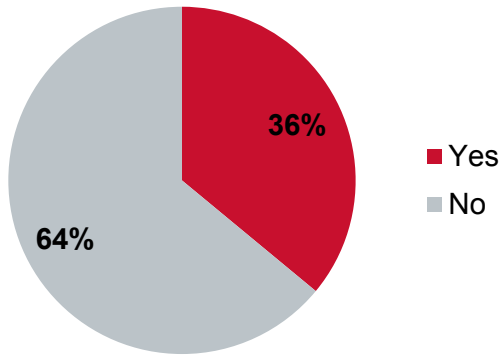


Base size: All respondents (n=500)

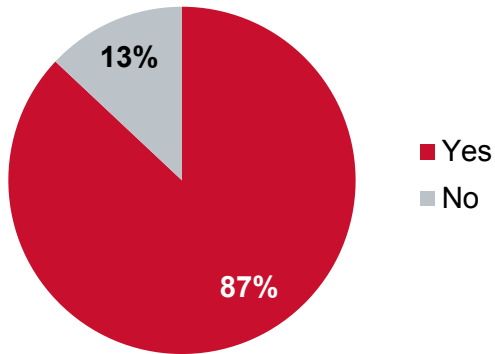


# Children, Taxes, and Tenure

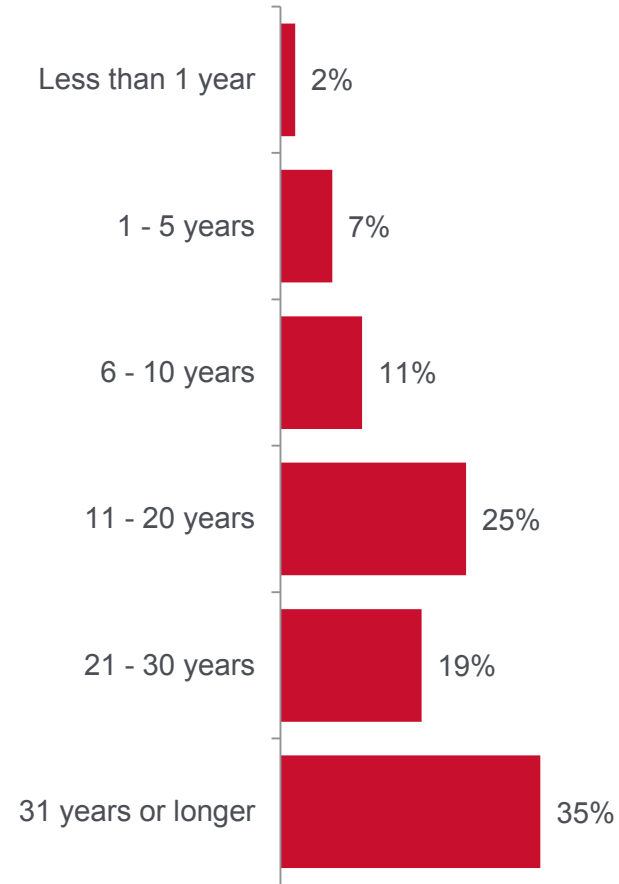
**Children Under the Age of 18 in the Household**



**Primarily or Jointly Responsible for Paying Taxes or Rent in Household**



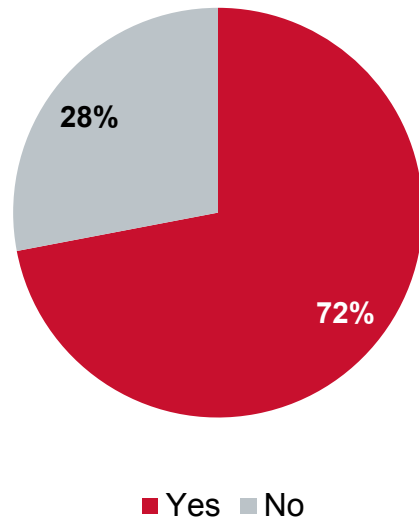
**Years Lived in Calgary**





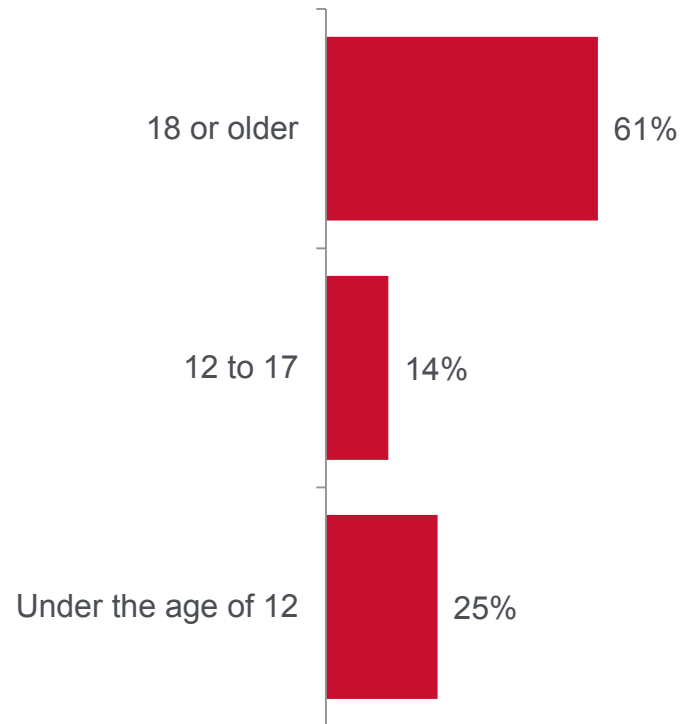
# Immigrant Status

**Born in Canada**



Base size: All respondents (n=500)

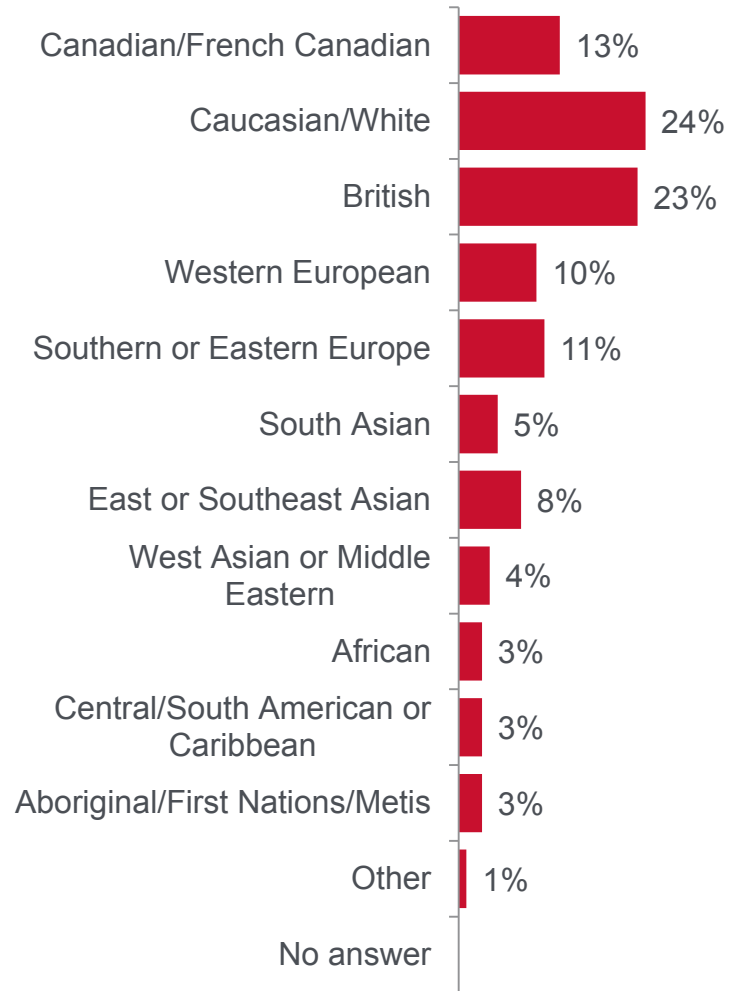
**Age Upon Arrival in Canada**



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



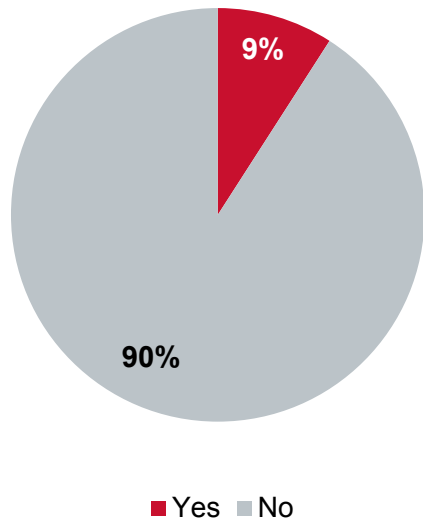
# Ethnic Background





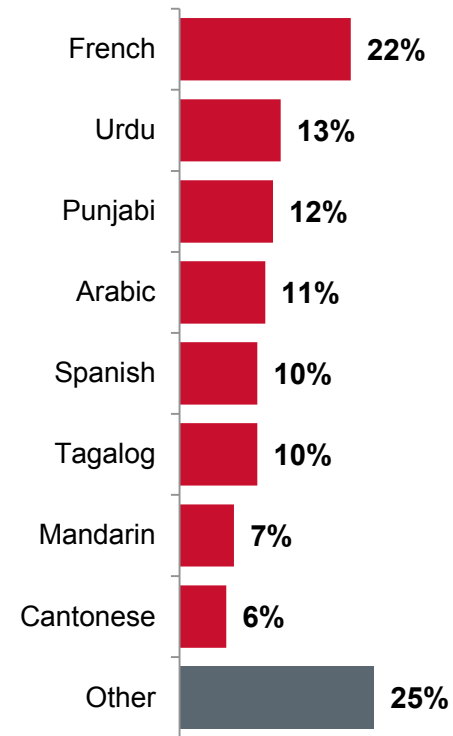
# Non-English Language Needs

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



Base size: All respondents (n=500)

**Language for Information**

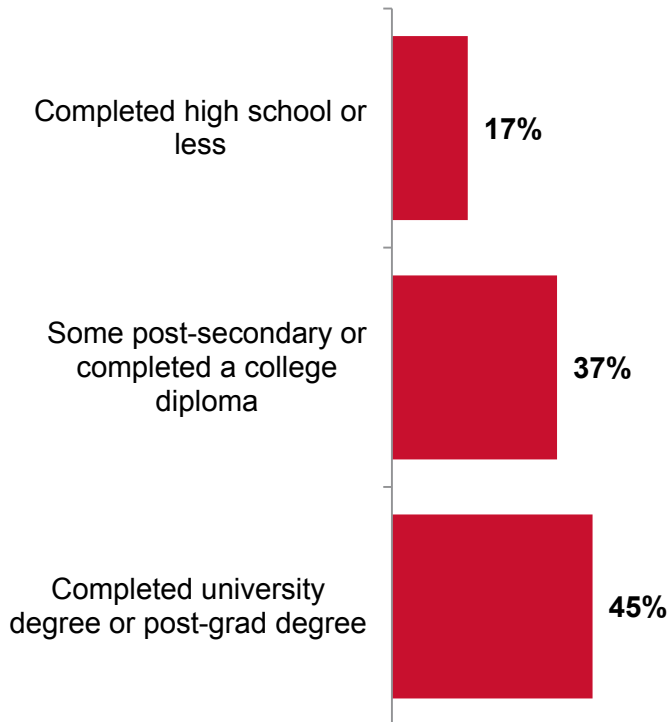


Base size: Respondents who say it would be helpful to get information from The City in a language other than English (n=40)

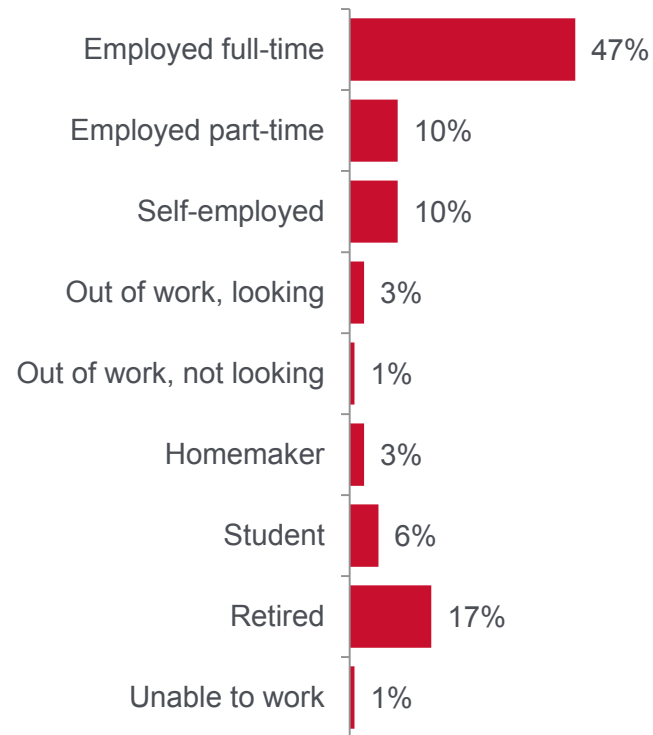


# Education and Employment Status

**Highest Level of Schooling Obtained**



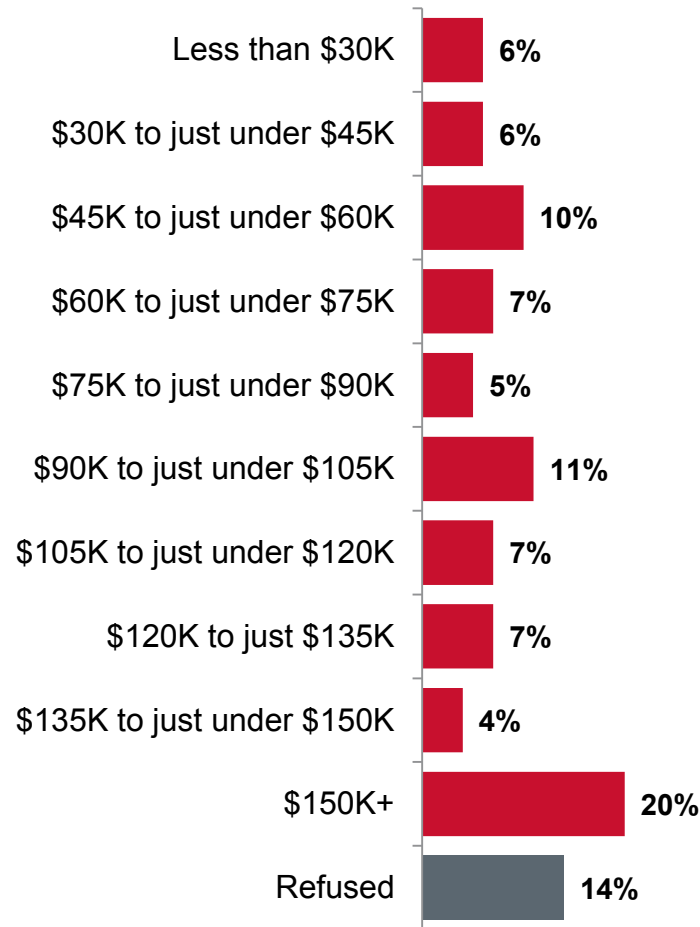
**Employment Status**



Base size: All respondents (n=500)



# Household Income



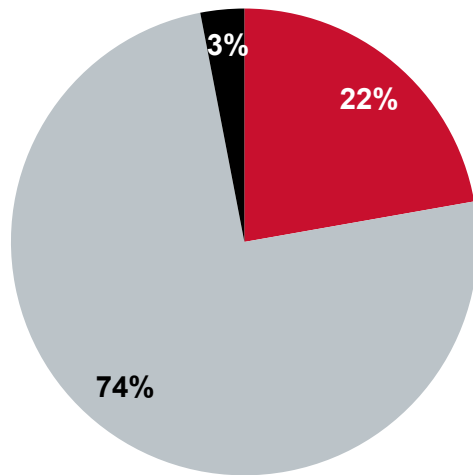
Base size: Respondents who are employed (n=500)





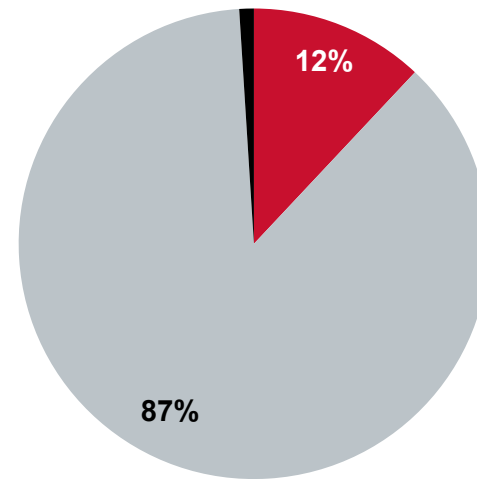
# Visible Minority and Disabilities

**Self-Report as a Visible Minority**



■ Yes ■ No ■ Refused

**Self or Family Member has a Disability**



■ Yes ■ No ■ Refused