

Calgary



2024 Perspectives on Calgary Survey Omnibus

Final Report

May 2024

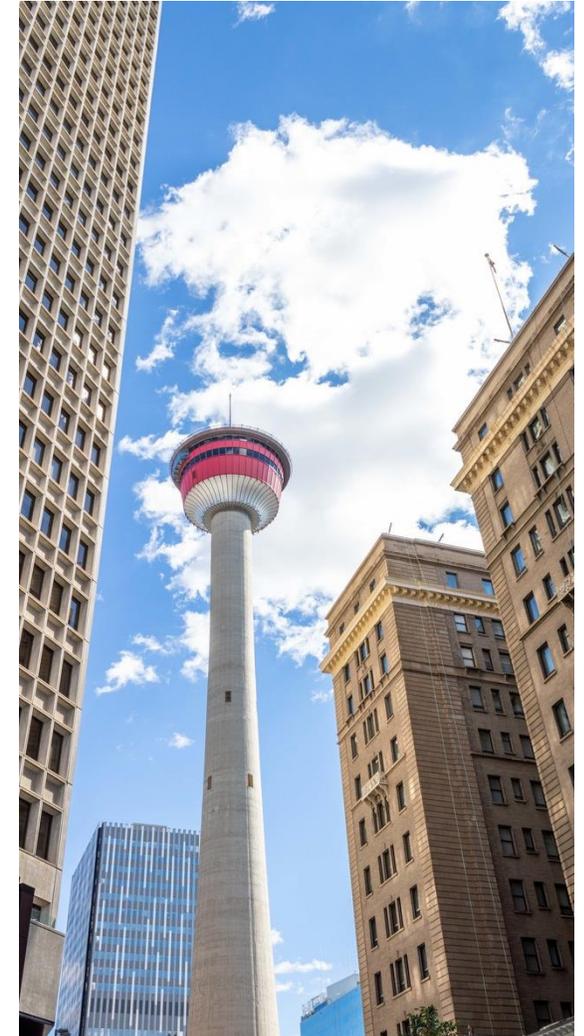
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ADVANIS

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Background and methodology

Background

The City of Calgary surveys Calgarians about their opinions, preferences, and attitudes to support data-driven City decision-making. The Perspectives on Calgary Survey is one of the ways by which data are collected, and this survey is conducted multiple times throughout the year. For this wave of research, The City's Corporate Research team partnered with various business units to understand water usage in Calgary and views regarding the Event Centre project.

Methodology

The telephone survey was conducted by Advanis from April 1 to 11, 2024 with 500 Calgarians. The average time to complete the survey was 16 minutes.

The survey was completed using numbers from both landlines (22%) and cell phones (78%) to obtain a random and statistically representative sample of Calgarians.

The margin of error (MOE) for the total sample of n=500 is ± 4.4 percentage points, 19 times out of 20 (though larger among subgroups of the total).

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 weighted based on the latest federal census for age, gender, and city quadrant, as well as based on the Statistics Canada 2021 Survey of Household Spending for phone type ownership (cell phone only, landline only, and both). The weighting efficiency was 85.5%. Although the results are weighted, sample sizes for each question represent the number of actual respondents (i.e., unweighted n).

Some charts and tables do not add to 100% due to rounding.



Highlights at a glance

WATER SHORTAGE



64%

aware or heard of water shortage in Calgary



80%

think water shortage will be an issue in the next 6 months

Actions taken during a water shortage (% likely)

93%



run appliances like the washing machine and dishwasher only when they're full

76%



reduce the amount of time in shower

76%



reduce or stop water the lawn

WATER SECURITY



84%

think water security will be an issue in the next 5 years



73%

think leaders should prioritize water shortage and security

Actions taken if water security issues (% likely)

62%



purchase low water appliances

50%



pay more on water bill to support infrastructure

48%



install drought resistant landscaping

PAST 3 YEAR EVENT ATTENDANCE



56%

professional sporting event



64%

concert or performance event



44%

familiar with the Event Centre project

EVENT CENTRE

Likely to visit the Event Centre for ...



72%
community events and festivals



72%
concerts and performance events



65%
using businesses and restaurants



72%
sporting events



65%
community rink



Key findings – environment and sustainability

Approximately two-thirds (64%) of Calgarians have heard about a water shortage in Calgary, while four-fifths (80%) expect it to be an issue in the next 6 months.

- To mitigate the results of a water shortage, the vast majority (93%) are likely to only run water-using appliances when they are full.
- Approximately three-quarters (76%) are willing to reduce the length of their showers and reduce or stop watering their lawns to conserve water.

84% of Calgarians are expecting water security to be an issue in the next 5 years, with almost three-quarters (73%) feeling that water security is an issue leaders should be prioritizing.

- About three out of five (62%) Calgarians would purchase low water appliances if The City experiences water security issues, while just under one-half (48%) would install drought resistant landscaping.
- One-half (50%) of Calgarians surveyed indicate they would be willing to pay more on their water bill to support the development of infrastructure to address water security.

Nearly nine-in-ten (89%) Calgarians feel it is important for The City to take an active role in supporting water reduction, with more than one-half (52%) saying they ‘strongly agree’.

Key findings – Event Centre

Slightly more than two out of five (44%) Calgarians are familiar with the Event Centre project, although among those under 35 familiarity drops to one-quarter (26%), and among those 65 and older rises to three-in-five (61%).

- The vast majority of Calgarians feel that the Event Centre project will create construction jobs (94%), while four-in-five (84%) feel it will create permanent jobs once open.
- Over four-in-five (86%) feel that the Event center will be good for Calgary's sports teams, draw more entertainment opportunities, and create a space for gatherings.

The top two reasons to likely visit the Event Centre are for community events and festivals (72%), and concerts and performance events (72%).

- Approximately two-thirds (65%) would visit the Event Centre to use the businesses and restaurants. Among those under 35 this rises to four-fifths (79%).
- Only two out of five (41%) indicate they would visit the Event Centre to use the community rink, although this number rises to about one-half among those under 35 (51%), those who have children living at home (55%), and those who born outside Canada (55%).

Three-quarters (75%) of Calgarians surveyed have purchased or had tickets to either a sporting event or concert or performance event in the past 3 years.

- Concert or performance events are slightly more popular, with 64% having tickets in the past 3 years versus just over one-half (56%) having tickets to a professional sporting event.



Detailed Findings

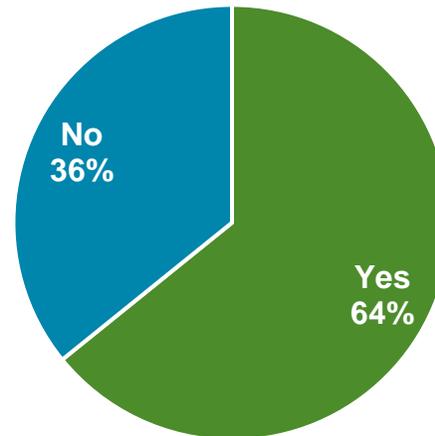
Environment and Sustainability



Awareness of water security or shortage in Calgary

About two-thirds (64%) of Calgarians have heard about water security or a water shortage in Calgary.

Has read, seen, or heard about water security or shortage in Calgary

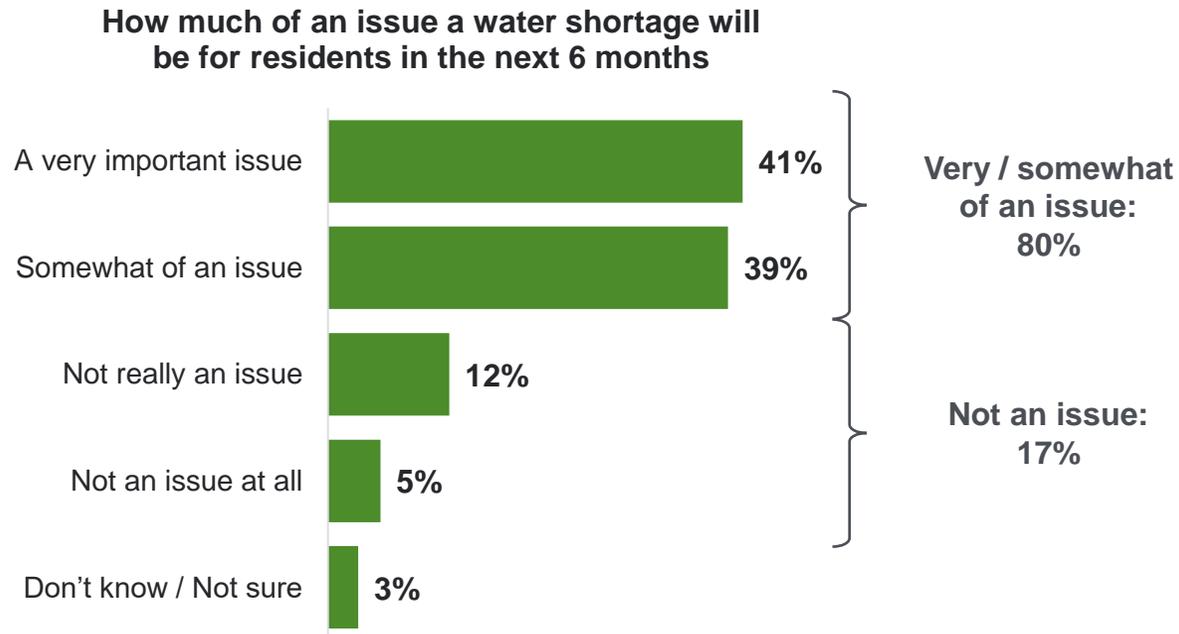


Q. In the past 6 months do you recall having read, seen, or heard anything about water security or a water shortage in Calgary?
Base: Valid respondents (n=500)



Importance of water shortages in next 6 months

Four out of five (80%) Calgarians believe a water shortage will be an issue for Calgary’s residents in the next 6 months.



Q. How much of an issue do you think water shortage, that is short term water concerns like droughts, will be for residents of Calgary in the next six months?

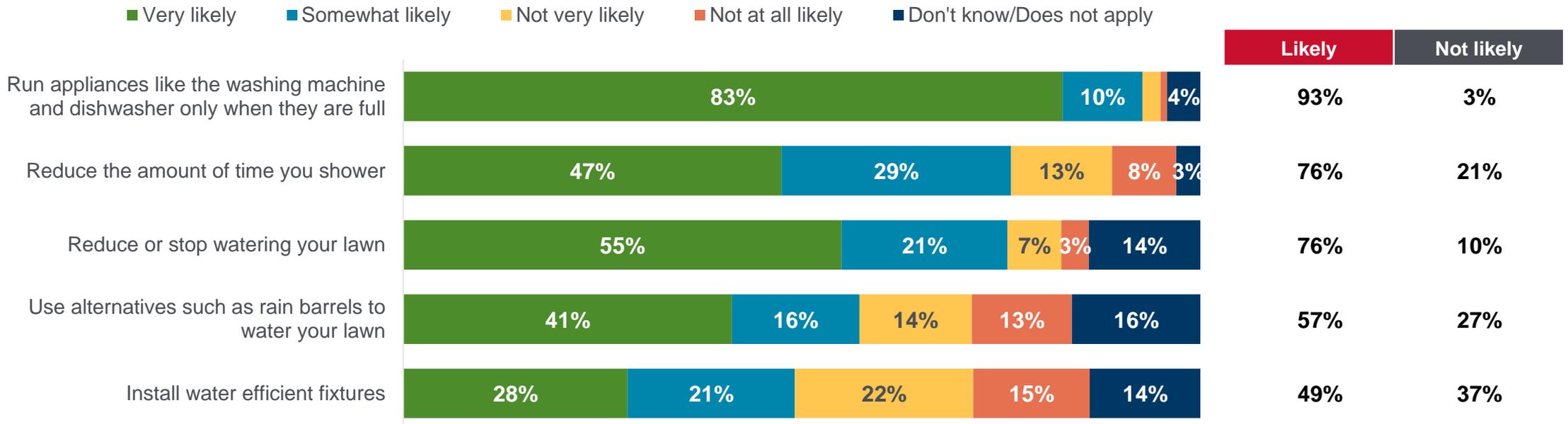
Base: Valid respondents (n=500)



Actions taken during a water shortage

In the event of a water shortage, almost all residents (93%) are inclined to operate appliances only when they are at full capacity. Approximately three-quarters (76%) would shorten their shower duration and/or cut back on lawn watering. Just over one-half (57%) would opt for alternatives like rain barrels for lawn irrigation, while one-half (49%) would consider installing water-efficient fixtures.

Likelihood to take actions to reduce your water usage if there was a shortage



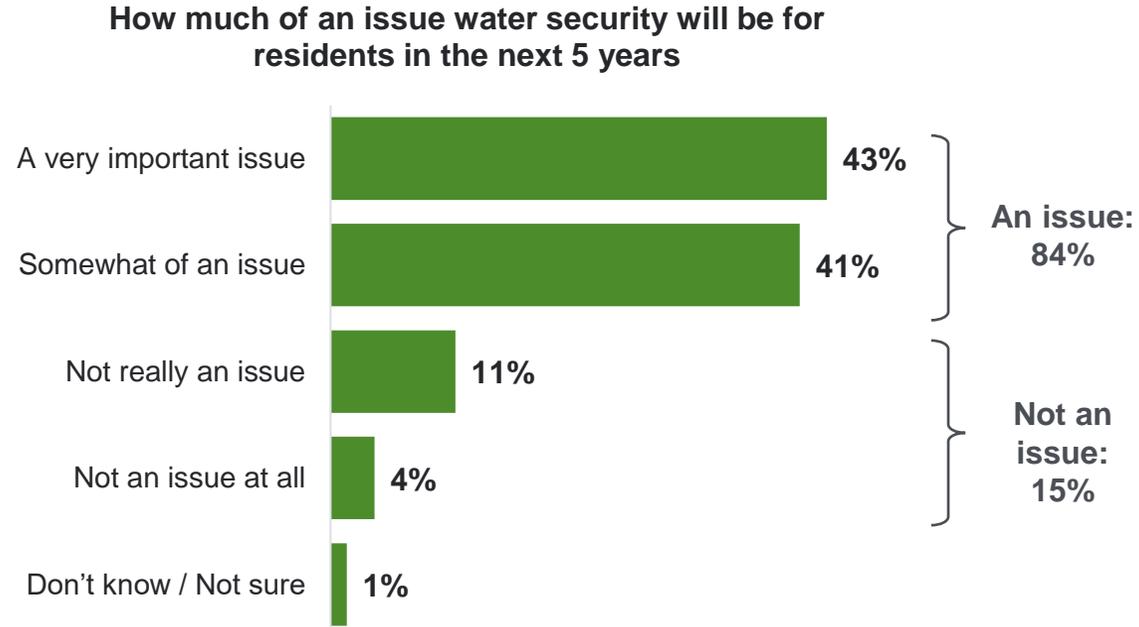
Q. If The City of Calgary were to experience a water shortage, please tell me if you would be very likely, somewhat likely, not very likely, or not at all likely to take the following actions to reduce your water usage.
 Base: Valid respondents (n=500)

Data labels <3% not shown



Importance of water security

Looking ahead to the next five years, the majority of Calgarians (84%) anticipate that water security will emerge as a pressing concern for residents.



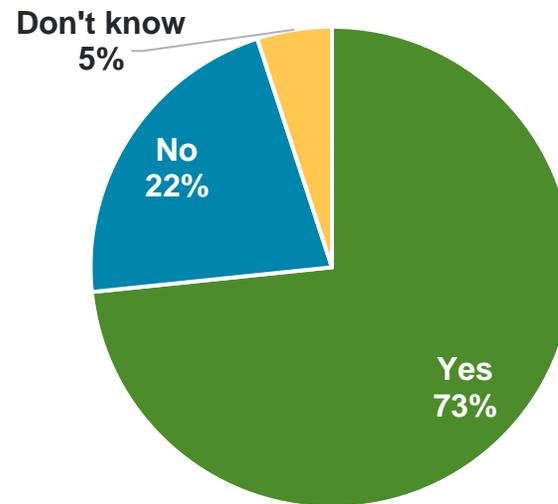
Q. And how much of an issue do you think water security, that is long term water needs for the future, will be for residents of Calgary in the next 5 years?

Base: Valid respondents (n=500)

Prioritizing water shortage and security

About three-quarters (73%) believe water shortage and security is an issue that local leaders should prioritize.

Is water shortage and security an issue that local leaders should prioritize?



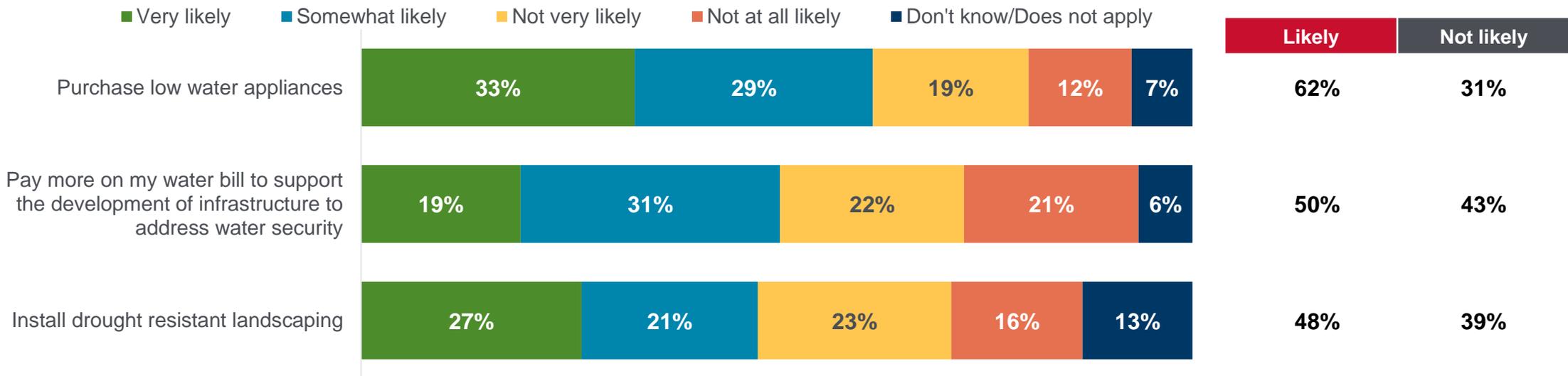
Q. Do you think water shortage and water security is an issue that our local leaders should prioritize?
Base: Valid respondents (n=500)



Likely actions if there are water security issues

If Calgary experiences water security issues, three out of five (62%) Calgarians would opt to buy low water appliances, while about one-half would be willing to pay higher water bills to aid in the development of infrastructure for enhancing water security (50%) and/or install drought-resistant landscaping (48%).

Actions likely to be taken to reduce water usage if The City experiences water security issues



Q. Please tell me how likely you would be to take the following actions to reduce your water usage if The City of Calgary were to experience water security issues.
 Base: Valid respondents (n=500)



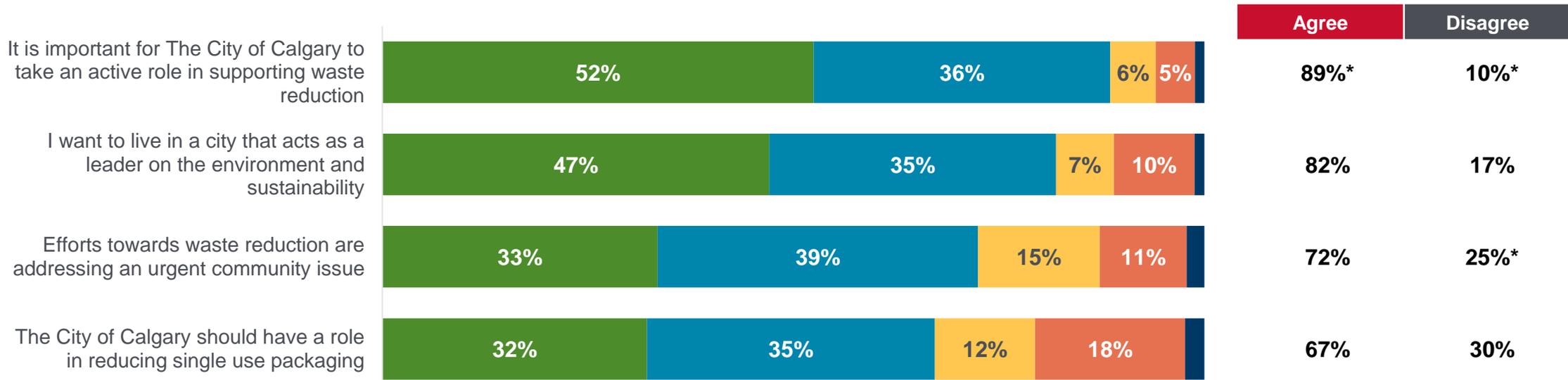
Perceptions of sustainable living

Nearly nine out of ten (89%) Calgarians say it is important for The City to actively promote waste reduction, with approximately three-quarters (72%) concurring that such endeavors are tackling an urgent community concern. Additionally, four-fifths (82%) express a desire to reside in a city that assumes a leadership role in environmental sustainability.

With regards to single-use packaging, two-thirds (67%) of Calgarians agree that The City should play a part in reducing single-use packaging.

Perceptions of sustainable living

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know/Not sure



*Rounding

Data labels <3% not shown

Q. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.
 Base: Valid respondents (n=500)

Segment differences: environment and sustainability

Compared to all other Calgarians ...

Younger Calgarians (aged 18 to 34) (n=95) ...

- ... are less likely to have heard about water security / shortages in Calgary (52%), as well as expect water shortages to happen in the next 6 months (71%).
- ... are more likely to purchase low-water appliances (71%) if there are water security issues.

Seniors (age 65+) (n=141) ...

- ... are more likely to have heard about water shortage in Calgary (82%) and anticipate it being an issue for Calgarians in the next six months (88%).
- ... are more likely to believe water security will be an issue in Calgary in the next 5 years (89%) and are more likely to believe water shortage and security should be prioritized by local leaders (80%).
- ... are less likely to reduce or stop watering their lawns (63%), or to use alternatives such as rain barrels to water their lawn (45%).
- ... are less likely to purchase low water appliances (43%), or install drought-resistant landscaping (34%) if there are water security issues.

Segment differences: environment and sustainability (continued)

Compared to all other Calgarians ...

Lower-income Calgarians (income <\$60k) (n=72) ...

- ... are less likely to have heard about water security / shortages in Calgary in the past 6 months (46%).

Females (n=231) ...

- ... are more likely to believe water shortage will be an issue in Calgary in the next six months (87%) and to expect water security to be an issue in the next five years (90%).
- ... are more likely to reduce the amount of time showering (81%) and use alternatives such as rain barrels to lawn (63%) during a water shortage.

Households with seniors living at home (n=166) ...

- ... are more likely to have heard about water security or water shortage in Calgary (79%), are more likely to believe water shortage can be an issue in Calgary in the next six months (90%), and to think those are issues that the local leaders should prioritize (81%).
- ... are less likely to purchase low water appliances (52%) or install drought resistant landscaping (38%).



Segment differences: environment and sustainability (continued)

Compared to all other Calgarians ...

Households with children living at home ($n=157$) ...

- ... are more likely to reduce or stop watering their lawn (85%), use alternatives such as rain barrels to water their lawn (66%), and install water-efficient fixtures (57%) during a water shortage.
- ... are more likely to purchase low-water appliances (69%) and install drought-resistant landscaping (57%) if there are water security issues.

Those with a disability or with someone in their household with a disability ($n=97$) ...

- ... are less likely to reduce or stop watering their lawn if there was a water shortage (65%),

Those not born in Canada ($n=137$) ...

- ... are less likely to have heard about water shortages in the past 6 months (47%).
- ... are more likely to believe water security can be an issue in Calgary in the next 5 years (89%) and are more likely to think those are issues that the local leaders should prioritize (83%).
- ... are more likely to use alternatives to water their lawn (68%) and install water-efficient fixtures (66%) during a water shortage.
- ... are more likely to purchase low-water appliances (69%) and install drought-resistant landscaping (59%) if there are water security issues.

Segment differences: environment and sustainability (continued)

Compared to all other Calgarians ...

Calgarians living in Calgary for 10 years or less (*n=55*) ...

- ... are less likely to have heard about water shortages in the past 6 months (41%).
- ... are more likely to run appliances only when full (100%) and install water-efficient fixtures (70%) during a water shortage.
- ... are more likely to install drought-resistant landscaping (64%) if there are water security issues.

Racialized (*n=131*) ...

- ... are less likely to have heard about water shortages in the past 6 months (46%), and to anticipate water shortages in the next 6 months (72%).
- ... are more likely to believe water security can be an issue in Calgary in the next 5 years (90%).
- ... are more likely to install water-efficient fixtures (63%) during a water shortage.
- ... are more likely to purchase low-water appliances (74%) and install drought-resistant landscaping (58%) if there are water security issues.



Detailed Findings

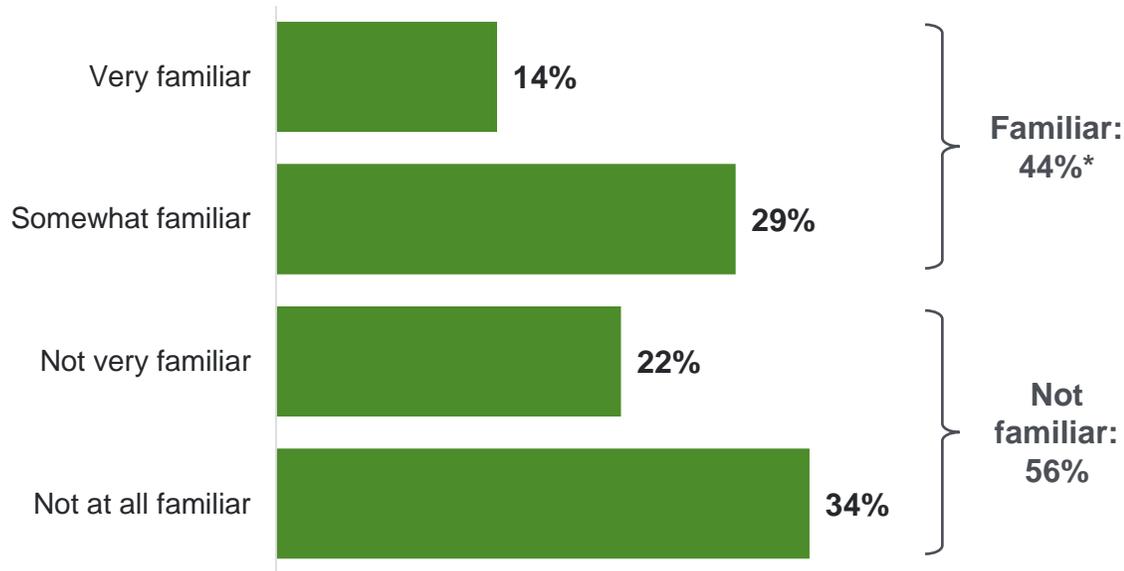
Event Centre



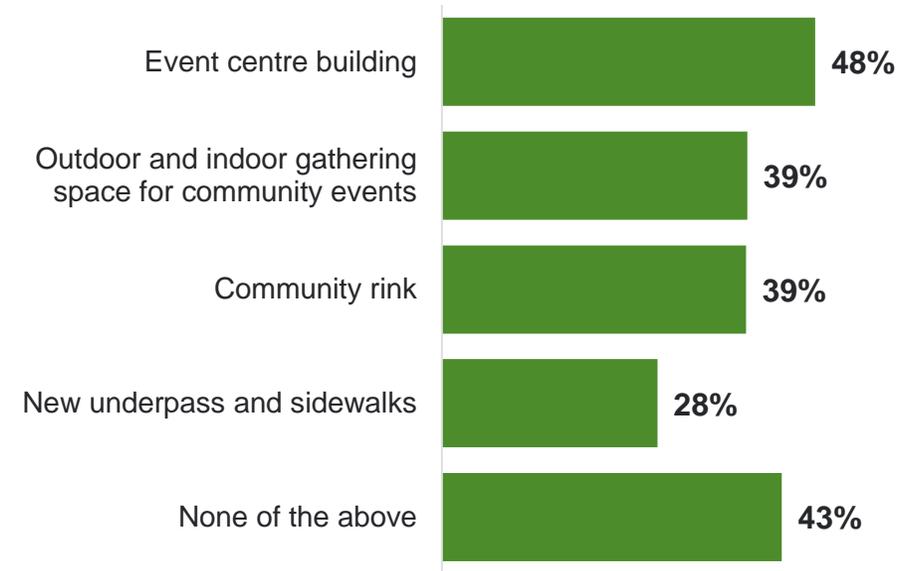
Awareness of the Event Centre project

Less than one-half (44%) of Calgarians are familiar with the Event Centre project with only 14% reporting being very familiar. Those Calgarians with any familiarity with the Event Centre project are mostly aware of the Event Centre building itself (48%) followed by the provision of outdoor and indoor spaces for community events (39%) and the inclusion of a community rink (39%). Only about one-quarter (28%) are aware of the new underpass and sidewalks.

Familiarity with the Event Centre project



Event Centre project component awareness



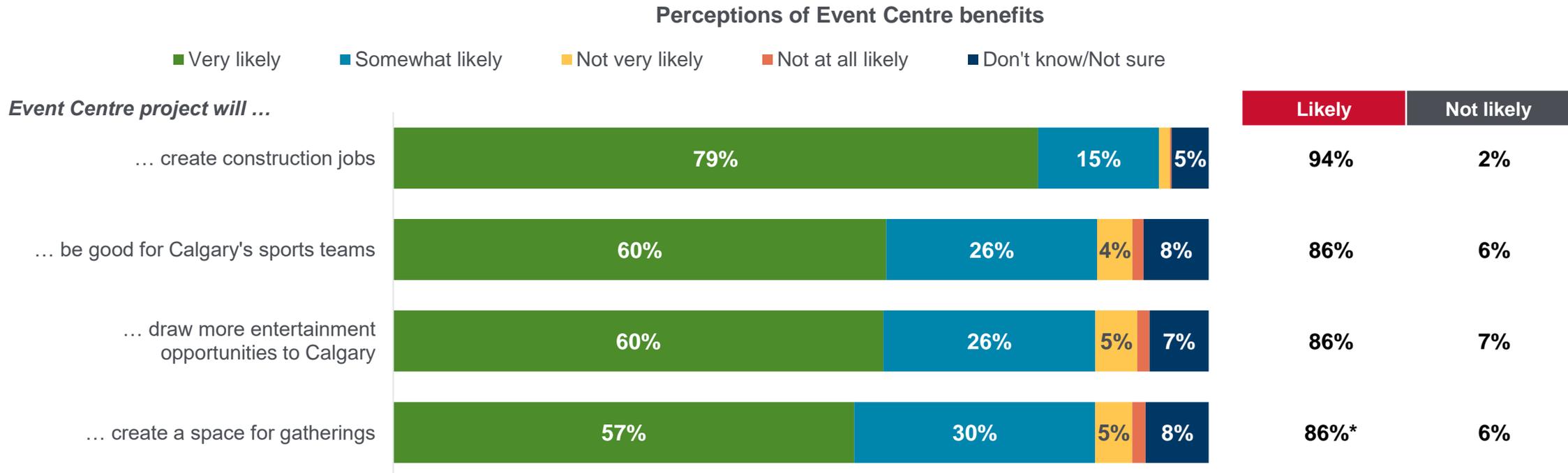
*Rounding

Q. How familiar were you with the Event Centre project? / Q. Up until now, which of the following components were you aware will be part of the Event Centre project?
 Base: Valid respondents (n=500)



Perceptions of Event Centre benefits

A large majority of Calgarians (94%) are confident that the Event Centre project will generate construction jobs. Additionally, 86% believe that the project will positively impact Calgary's sports teams, attract more entertainment opportunities to The City, and provide a venue for gatherings.



*Rounding

Data labels <3% not shown

Q. Please tell me if you think it will be very likely, somewhat likely, not very likely, or not at all likely that the Event Centre project...
 Base: Valid respondents (n=500)

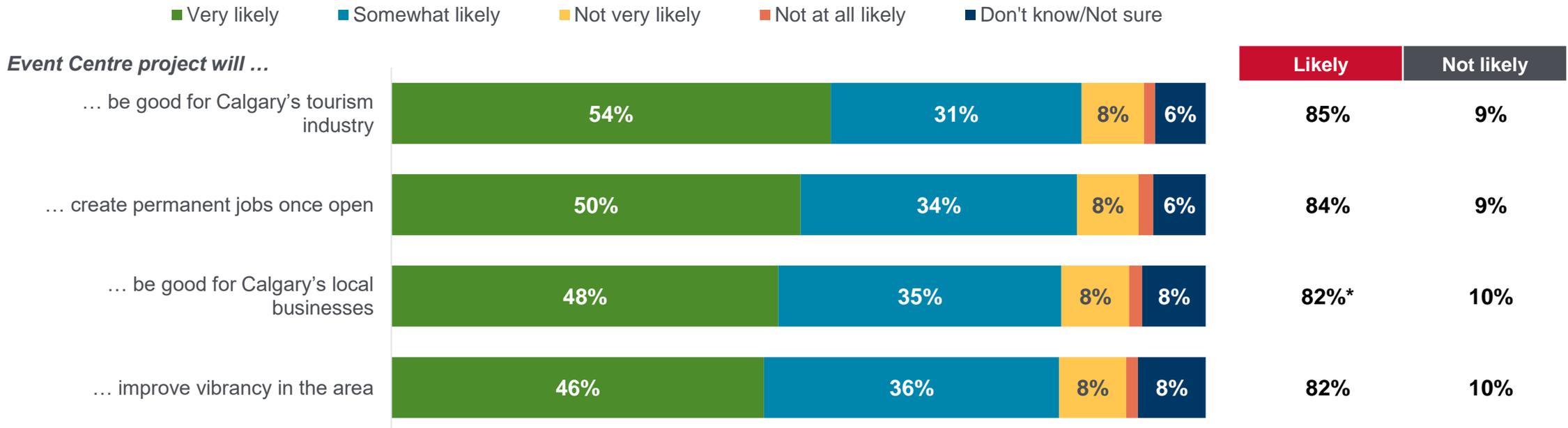


Perceptions of Event Centre benefits (continued)

Furthermore, approximately 85% of Calgarians believe that the Event Centre project will benefit Calgary's tourism industry and a similar number (84%) think it will lead to the creation of permanent jobs once it is operational.

As well, four-fifths (82%) perceive positive outcomes for Calgary's local businesses and anticipate an enhancement in vibrancy in the area as a result of the project.

Perceptions of Event Centre benefits



*Rounding

Data labels <3% not shown

Q. Please tell me if you think it will be very likely, somewhat likely, not very likely, or not at all likely that the Event Centre project...
 Base: Valid respondents (n=500)

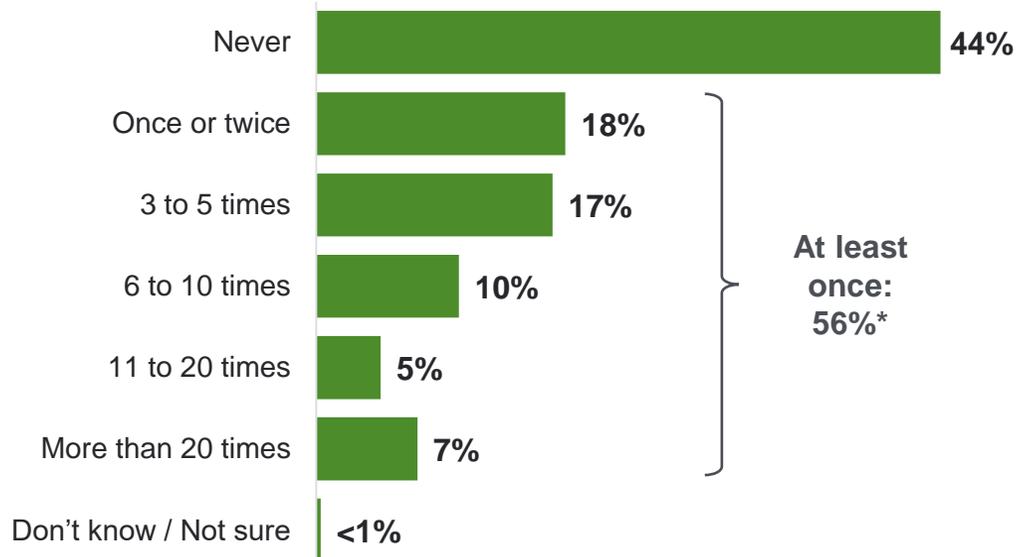


Event attendance

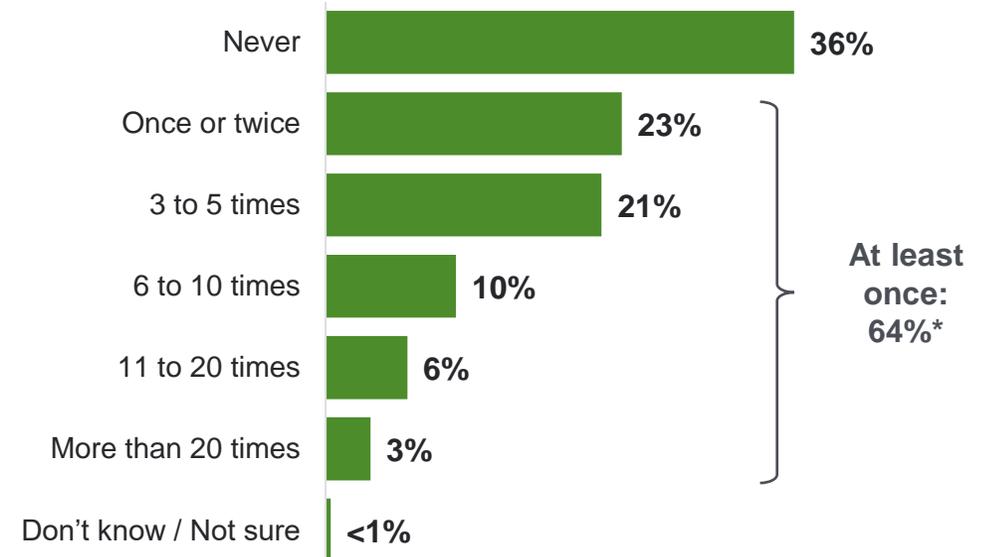
Just over one-half (56%) of Calgarians have bought tickets or attended professional sporting events in the past 3 years, and almost two-thirds (64%) bought or attended a concert or performance event.

In the past 3 years, about how many times have you bought or had tickets to attend...

A professional sporting event



A concert or performance event



*Rounding

Q. In the past 3 years, about how many times have you bought or had tickets to attend...
 Base: Valid respondents (n=500)

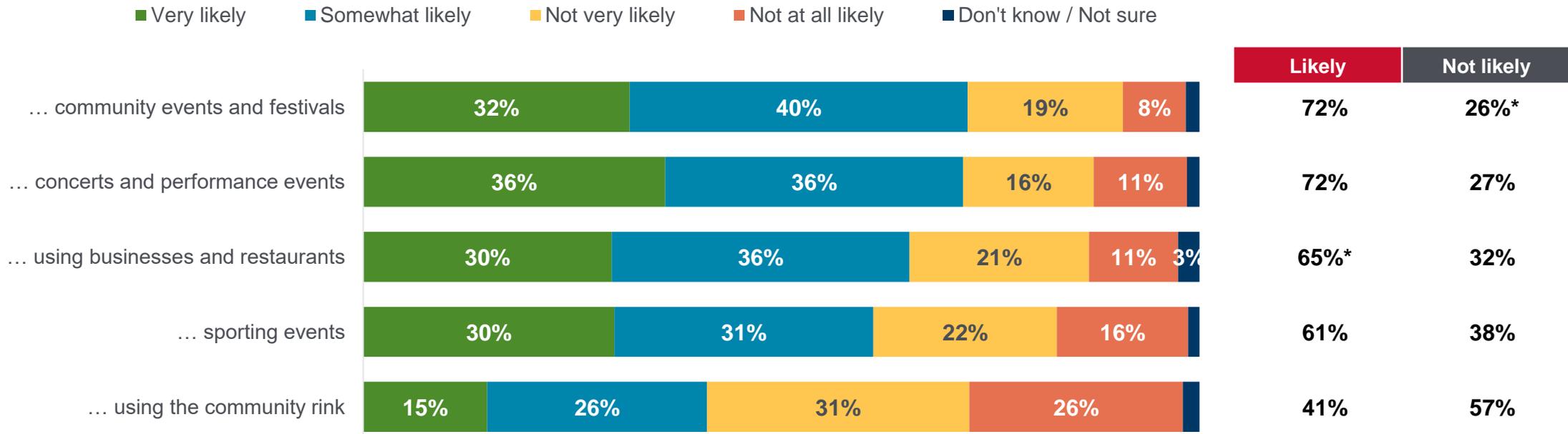


Reasons to visit the Event Centre area

Once the Event Centre is completed, approximately seven-in-ten (72%) Calgarians express being likely to visit it for community events and festivals, as well as concerts and performance events.

Additionally, two-thirds (65%) are inclined to visit the businesses and restaurants in the vicinity, while three out of five (61%) plan to attend sporting events there. Fewer Calgarians (41%) indicate that they are likely to utilize the community rink.

Likelihood to visit the Event Centre area for...



*Rounding

Data labels <3% not shown

Q. Once the Event Centre is complete, how likely are you to visit the area for...
 Base: Valid respondents (n=500)

Segment differences: Event Centre

Compared to all other Calgarians ...

Younger Calgarians (aged 18 to 34) (n=95) ...

- ... are less likely to be familiar with the Event Centre (26%) and be less aware of all the components associated with it.
- ... are more likely to have purchased or had tickets to attend professional sporting events (64%).
- ... are more likely to visit the Event Centre area for using businesses and restaurants (79%) and for using the community rink (51%).

Seniors (age 65+) (n=141) ...

- ... are more familiar with the Event Centre project (61%) and all its components.
- ... are more likely to believe the Event Centre will draw more entertainment opportunities to Calgary (91%).
- ... are less likely to have had tickets to attend either a professional sporting event (34%) or a concert or performance event (47%) in the past 3 years.
- ... are less likely to visit the Event Centre area for any reason.

Lower-income Calgarians (income <\$60k) (n=72) ...

- ... are less likely to be aware of the Event Centre building (35%).
- ... are less likely to have attended a concert or performance event in the past 3 years (42%).

Segment differences: Event Centre (continued)

Compared to all other Calgarians ...

Females (*n=231*) ...

- ... are less likely to be aware there will be a community rink at the Event Centre (35%).
- ... are less likely to have had tickets for a professional sporting event in the past 3 years (47%).
- ... are less likely to visit the Event Centre for sporting events (56%) in the future.

Households with seniors living at home (*n=166*) ...

- ... are more likely to be aware of the Event Centre outdoor and indoor gathering spaces (47%).
- ... are less likely to have had tickets for either a professional sporting event (42%) or a concert or performance event (51%) in the past 3 years.
- ... are less likely to visit the Event Centre for any reason.

Households with children living at home (*n=157*) ...

- ... are more likely to have purchased or had tickets to a professional sporting event (63%) at least once in the past 3 years.
- ... are more likely to visit the Event Centre area for community events and festivals (78%), concerts and performance events (79%), for sporting events (75%), and for using the community rink (55%).

Segment differences: Event Centre (continued)

Compared to all other Calgarians ...

Those with a disability or with someone in their household with a disability (n=97) ...

- ... are less likely to think the Event Centre will be good for Calgary's tourism industry (76%), good for local businesses (73%) or improve the vibrancy in the area (73%).
- ... are less likely to have had tickets to attend a professional sporting event (45%) or a concert or performance event (49%) in the past 3 years.
- ... are less likely to visit the Event Centre for community events and festivals (63%), or for concerts or performance vents (60%).

Those not born in Canada (n=137) ...

- ... are less likely to be familiar with the Event Centre (28%).
- ... are less likely to be aware of several components of the Event Centre, such as the event centre building (29%), the outdoor and indoor gathering space for community events (26%) and the community rink (25%),
- ... are less likely to have attended a professional sporting event (48%) in the past 3 years.
- ... are more likely to visit the Event Centre area for community events and festivals (79%), for using businesses and restaurants (73%), for sporting events (69%), and for using the community rink (55%).

Segment differences: Event Centre (continued)

Compared to all other Calgarians ...

Calgarians living in Calgary for 10 years or less (*n=55*) ...

- ... are less likely to be familiar with the Event Centre project (23%).
- ... are less likely to be aware of the event centre building (26%), the indoor and outdoor gathering spaces for community events (26%), and the community rink (17%).
- ... are more likely to visit the Event Centre area for community events and festivals (87%), for using businesses and restaurants (82%), for sporting events (80%), and for using the community rink (60%).

Racialized (*n=131*) ...

- ... are less likely to be familiar with the Event Centre project (26%), and all of individual components.
- ... are less likely to have attended a professional sporting event (45%) in the past 3 years.
- ... are more likely to visit the Event Centre area for using businesses and restaurants (74%), and the community rink (53%).



Respondent profile



Respondent profile

Gender	Unweighted %	Weighted %
Female	53%	48%
Male	46%	51%
Prefer to self-describe	<1%	1%
Prefer not to answer	1%	<1%

Quadrant	Unweighted %	Weighted %
Southwest	31%	28%
Southeast	22%	24%
Northwest	31%	28%
Northeast	16%	20%

Age	Unweighted %	Weighted %
18-24	6%	10%
25-34	13%	19%
35-44	19%	19%
45-54	17%	19%
55-64	17%	13%
65+	28%	20%

People in household	
1	15%
2	31%
3 to 4	37%
5 or more	16%
Prefer not to answer	1%

Children in household	
Yes	36%
No	63%
Prefer not to answer	1%

Senior in household	
Yes	26%
No	73%
Prefer not to answer	1%

Tenure in Calgary	
10 years or less	14%
11 to 20 years	24%
More than 20 years	62%
Don't know / Prefer not to answer	<1%

Disability in household	
Yes - myself	10%
Yes - someone in my household	12%
No	80%

Identify as 2SLGBTQIA+	
Yes	7%
No	91%
Prefer not to answer	2%

Base: Valid respondents (n=500, unless otherwise specified)



Respondent profile (continued)

Racialized (excludes Indigenous)	
Yes	28%
No	69%
Prefer to self-describe	<1%
Prefer not to answer	3%

Born in Canada	
Yes	70%
No	30%

Identify as Indigenous	
Yes - First Nations	1%
Yes - Métis	1%
Yes - Inuit	0%
Yes - Prefer to self-describe	<1%
No	97%
Prefer not to answer	1%

Annual household income	
Less than \$60,000	15%
\$60,000 to just under \$120,000	31%
\$120,000 to just under \$200,000	20%
\$200,000 and over	19%
Don't Know	3%
Prefer not to answer	11%

Base: Valid respondents (n=500, unless otherwise specified)



Appendix: Differences by sub-groups



Segment differences

Any statistical differences between demographic groups are indicated with arrows to indicate where a group is statistically higher or lower than all other segments combined.

- To illustrate, the statistical tests performed when comparing three groups are as follows:



- This approach identifies differences between one group and everyone else who is not part of that group. To illustrate using the example below, 55+ year olds are significantly less likely to believe that people in Calgary are very welcoming and friendly compared everyone who is not part of that group (i.e., those aged 18 to 54).
- Note that we cannot conclude that this sentiment is lower for those who are 55+ years old when compared 18-to-34-years-old or 35-to-54-years-old individually (which may not be true).

<i>Example results for illustrative purposes only</i>	Age group		
	18-34 (n=82)	35-54 (n=185)	55+ (n=234)
People in Calgary are very welcoming and friendly (% agree)	51%	56%	43%↓



Segment differences

	Age			Income		Gender	
	18 to 34	35 to 64	65+	<\$60K	\$60k+	Male	Female
	(n=95)	(n=264)	(n=141)	(n=72)	(n=349)	(n=264)	(n=231)
Have heard about water security / shortage in Calgary in past 6 months (% yes)	52% ↓	64%	82% ↑	46% ↓	67% ↑	64%	65%
Water shortage for residents of Calgary in the next six months (% NET An issue)	71% ↓	82%	88% ↑	76%	80%	74% ↓	87% ↑
Water security for residents of Calgary in the next 5 years (% NET An issue)	84%	82%	89% ↑	90%	83%	78% ↓	90% ↑
Local leaders should prioritize water shortage/security (% Yes)	77%	69% ↓	80% ↑	75%	75%	71%	77%
During a water shortage, actions taken to reduce your water usage (% likely)							
Run appliances like the washing machine and dishwasher only when they are full	93%	93%	91%	87%	94%	93%	93%
Reduce the amount of time you shower	76%	77%	74%	85%	75%	72% ↓	81% ↑
Reduce or stop watering your lawn	74%	82% ↑	63% ↓	69%	78%	75%	78%
Use alternatives such as rain barrels to water your lawn	52%	65% ↑	45% ↓	52%	61% ↑	51% ↓	63% ↑
Install water efficient fixtures	53%	50%	42%	42%	52%	48%	49%

Base: all respondents

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**



Segment differences

	Age			Income		Gender	
	18 to 34 (n=95)	35 to 64 (n=264)	65+ (n=141)	<\$60K (n=72)	\$60k+ (n=349)	Male (n=264)	Female (n=231)
Actions taken if there are water security issues (% likely)							
Purchase low water appliances	71% ↑	63%	43% ↓	54%	65% ↑	61%	63%
Pay more on my water bill to support the development of infrastructure to address water security	56%	49%	47%	48%	51%	47%	54%
Install drought resistant landscaping	52%	51%	34% ↓	40%	51%	43%	52%

Base: all respondents

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**



Segment differences

	Age			Income		Gender	
	18 to 34	35 to 64	65+	<\$60K	\$60k+	Male	Female
	(n=95)	(n=264)	(n=141)	(n=72)	(n=349)	(n=264)	(n=231)
How familiar were you with the Event Centre project? (% NET Familiar)	26% ↓	47%	61% ↑	35%	45%	48%	41%
Event Centre project component awareness (% aware)							
Event centre building	29% ↓	54% ↑	59% ↑	35% ↓	49%	51%	45%
Outdoor and indoor gathering space for community events	24% ↓	42%	53% ↑	38%	39%	41%	37%
Community rink	27% ↓	42%	49% ↑	33%	40%	44% ↑	35% ↓
New underpass and sidewalks	14% ↓	32%	37% ↑	25%	27%	31%	25%
Event centre will... (% likely)							
create construction jobs	94%	93%	96%	94%	94%	93%	95%
be good for Calgary's sports teams	87%	86%	85%	84%	89%	84%	88%
draw more entertainment opportunities to Calgary	83%	86%	91% ↑	90%	87%	86%	86%
create a space for gatherings	85%	86%	88%	89%	87%	85%	87%
be good for Calgary's tourism industry	84%	85%	86%	85%	87%	83%	86%
create permanent jobs once open	83%	83%	88%	88%	86%	83%	85%
be good for Calgary's local businesses	79%	83%	84%	84%	85%	84%	81%
improve vibrancy in the area	83%	83%	79%	85%	84%	82%	82%

Base: all respondents

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**



Segment differences

	Age			Income		Gender	
	18 to 34 (n=95)	35 to 64 (n=264)	65+ (n=141)	<\$60K (n=72)	\$60k+ (n=349)	Male (n=264)	Female (n=231)
In the past 3 years, about how many times have you bought or had tickets to attend... (% at least once)							
A professional sporting event	64% ↑	60%	34% ↓	45%	61% ↑	65% ↑	47% ↓
A concert or performance event	66%	69% ↑	47% ↓	42% ↓	69% ↑	66%	62%
Likelihood to visit the Event Centre area for... (% likely)							
For community events and festivals	69%	81% ↑	54% ↓	65%	75%	70%	75%
For concerts and performance events	76%	79% ↑	48% ↓	66%	76% ↑	73%	71%
For using businesses and restaurants	79% ↑	65%	46% ↓	61%	69% ↑	65%	66%
For sporting events	66%	67% ↑	39% ↓	51%	66% ↑	66% ↑	56% ↓
For using the community rink	51% ↑	44%	21% ↓	46%	42%	41%	42%

Base: all respondents

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**



Segment differences

	Feels water shortage is a concern for local leaders		Awareness of water shortage and security	
	Yes (n=364)	No (n=112)	Yes (n=344)	No (n=156)
Have heard about water security / shortage in Calgary in past 6 months (% yes)	67%	58%	100%	0%
Water shortage for residents of Calgary in the next six months (% NET An issue)	87% ↑	56% ↓	87% ↑	67% ↓
Water security for residents of Calgary in the next 5 years (% NET An issue)	92% ↑	56% ↓	85%	82%
Local leaders should prioritize water shortage/security (% Yes)	100%	-	76%	68%
During a water shortage, actions taken to reduce your water usage (% likely)				
Run appliances like the washing machine and dishwasher only when they are full	94%	90%	93%	91%
Reduce the amount of time you shower	83% ↑	55% ↓	76%	77%
Reduce or stop watering your lawn	77% ↑	66% ↓	73%	80%
Use alternatives such as rain barrels to water your lawn	59%	53%	57%	58%
Install water efficient fixtures	54% ↑	34% ↓	46%	54%

Base: all respondents

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**



Segment differences

	Feels water shortage is a concern for local leaders		Awareness of water shortage and security	
	Yes (n=364)	No (n=112)	Yes (n=344)	No (n=156)
Actions taken if there are water security issues (% likely)				
Purchase low water appliances	67% ↑	48% ↓	57% ↓	69% ↑
Pay more on my water bill to support the development of infrastructure to address water security	59% ↑	26% ↓	51%	49%
Install drought resistant landscaping	53% ↑	34% ↓	47%	48%

Base: all respondents

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**



Segment differences

	Familiarity with the event centre		Have attended a sport / concert / performance event	
	Familiar (n=242)	Not familiar (n=258)	No (n=129)	Yes (n=370)
How familiar were you with the Event Centre project? (% NET Familiar)	100%	-	31% ↓	48% ↑
Event Centre project component awareness (% aware)				
Event centre building	88% ↑	16% ↓	34% ↓	52% ↑
Outdoor and indoor gathering space for community events	77% ↑	9% ↓	31% ↓	42% ↑
Community rink	71% ↑	14% ↓	27% ↓	43% ↑
New underpass and sidewalks	54% ↑	7% ↓	15% ↓	32% ↑
Event centre will... (% likely)				
create construction jobs	99% ↑	90% ↓	93%	94%
be good for Calgary's sports teams	91% ↑	82% ↓	81%	88%
draw more entertainment opportunities to Calgary	92% ↑	81% ↓	80%	88%
create a space for gatherings	92% ↑	81% ↓	79% ↓	88% ↑
be good for Calgary's tourism industry	88%	82%	78% ↓	87% ↑
create permanent jobs once open	91% ↑	79% ↓	80%	85%
be good for Calgary's local businesses	90% ↑	77% ↓	78%	84%
improve vibrancy in the area	86%	79%	75% ↓	84% ↑

Base: all respondents

↑ Statistically higher than the result of all other segments combined
 ↓ Statistically lower than the result of all other segments combined



Segment differences

	Familiarity with the event centre		Have attended a sport / concert / performance event	
	Familiar (n=242)	Not familiar (n=258)	No (n=129)	Yes (n=370)
In the past 3 years, about how many times have you bought or had tickets to attend... (% at least once)				
A professional sporting event	60%	53%	-	74%
A concert or performance event	70% ↑	59% ↓	-	85%
Likelihood to visit the Event Centre area for... (% likely)				
For community events and festivals	75%	70%	50% ↓	79% ↑
For concerts and performance events	75%	69%	39% ↓	83% ↑
For using businesses and restaurants	63%	67%	46% ↓	72% ↑
For sporting events	63%	60%	32% ↓	71% ↑
For using the community rink	35% ↓	46% ↑	29% ↓	45% ↑

Base: all respondents

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**



Segment differences

	Children living at home		Senior living at home		Disability (self or household member)	
	Yes (n=157)	No (n=339)	Yes (n=166)	No (n=329)	Yes (n=97)	No (n=403)
Have heard about water security / shortage in Calgary in past 6 months (% yes)	58%	68%	79% ↑	59% ↓	60%	65%
Water shortage for residents of Calgary in the next six months (% NET An issue)	81%	80%	90% ↑	77% ↓	81%	80%
Water security for residents of Calgary in the next 5 years (% NET An issue)	84%	84%	89%	82%	86%	84%
Local leaders should prioritize water shortage/security (% Yes)	72%	74%	81% ↑	70% ↓	72%	74%
During a water shortage, actions taken to reduce your water usage (% likely)						
Run appliances like the washing machine and dishwasher only when they are full	94%	92%	93%	93%	88%	94%
Reduce the amount of time you shower	76%	77%	77%	76%	75%	77%
Reduce or stop watering your lawn	85% ↑	71% ↓	70%	78%	65% ↓	79% ↑
Use alternatives such as rain barrels to water your lawn	66% ↑	52% ↓	51%	59%	55%	58%
Install water efficient fixtures	57% ↑	45% ↓	48%	49%	49%	49%

Base: all respondents

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**



Segment differences

	Children living at home		Senior living at home		Disability (self or household member)	
	Yes (n=157)	No (n=339)	Yes (n=166)	No (n=329)	Yes (n=97)	No (n=403)
Actions taken if there are water security issues (% likely)						
Purchase low water appliances	69% ↑	57% ↓	52% ↓	65% ↑	59%	62%
Pay more on my water bill to support the development of infrastructure to address water security	54%	48%	51%	50%	50%	51%
Install drought resistant landscaping	57% ↑	43% ↓	38% ↓	52% ↑	43%	49%

Base: all respondents

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**



Segment differences

	Children living at home		Senior living at home		Disability (self or household member)	
	Yes	No	Yes	No	Yes	No
	(n=157)	(n=339)	(n=166)	(n=329)	(n=97)	(n=403)
How familiar were you with the Event Centre project? (% NET Familiar)	40%	45%	51%	41%	39%	45%
Event Centre project component awareness (% aware)						
Event centre building	45%	49%	53%	46%	43%	49%
Outdoor and indoor gathering space for community events	38%	40%	47% ↑	36% ↓	38%	39%
Community rink	39%	39%	41%	39%	35%	40%
New underpass and sidewalks	27%	28%	30%	26%	24%	28%
Event centre will... (% likely)						
create construction jobs	93%	95%	95%	94%	94%	94%
be good for Calgary's sports teams	85%	87%	84%	87%	80%	88%
draw more entertainment opportunities to Calgary	86%	86%	86%	86%	83%	87%
create a space for gatherings	84%	87%	84%	87%	83%	87%
be good for Calgary's tourism industry	87%	84%	82%	86%	76% ↓	87% ↑
create permanent jobs once open	87%	83%	86%	84%	79%	85%
be good for Calgary's local businesses	82%	83%	83%	82%	73% ↓	85% ↑
improve vibrancy in the area	83%	82%	83%	82%	73% ↓	84% ↑

Base: all respondents

↑ Statistically higher than the result of all other segments combined
 ↓ Statistically lower than the result of all other segments combined



Segment differences

	Children living at home		Senior living at home		Disability (self or household member)	
	Yes (n=157)	No (n=339)	Yes (n=166)	No (n=329)	Yes (n=97)	No (n=403)
In the past 3 years, about how many times have you bought or had tickets to attend... (% at least once)						
A professional sporting event	63% ↑	52% ↓	42% ↓	61% ↑	45% ↓	59% ↑
A concert or performance event	67%	62%	51% ↓	69% ↑	49% ↓	67% ↑
Likelihood to visit the Event Centre area for... (% likely)						
For community events and festivals	78% ↑	69% ↓	55% ↓	78% ↑	63% ↓	75% ↑
For concerts and performance events	79% ↑	68% ↓	52% ↓	79% ↑	60% ↓	75% ↑
For using businesses and restaurants	69%	63%	51% ↓	71% ↑	57%	67%
For sporting events	75% ↑	53% ↓	43% ↓	67% ↑	59%	61%
For using the community rink	55% ↑	33% ↓	27% ↓	46% ↑	34%	43%

Base: all respondents

↑ Statistically higher than the result of all other segments combined
 ↓ Statistically lower than the result of all other segments combined



Segment differences

	Years living in Calgary		Born in Canada		Racialized	
	10 years or less	11 years or more	Yes	No	Yes	No
	(n=55)	(n=443)	(n=363)	(n=137)	(n=131)	(n=351)
Have heard about water security / shortage in Calgary in past 6 months (% yes)	41% ↓	68% ↑	71% ↑	47% ↓	46% ↓	71% ↑
Water shortage for residents of Calgary in the next six months (% NET An issue)	73%	81%	82%	76%	72% ↓	84% ↑
Water security for residents of Calgary in the next 5 years (% NET An issue)	84%	84%	82% ↓	89% ↑	90% ↑	82% ↓
Local leaders should prioritize water shortage/security (% Yes)	80%	72%	69% ↓	83% ↑	79%	72%
During a water shortage, actions taken to reduce your water usage (% likely)						
Run appliances like the washing machine and dishwasher only when they are full	100% ↑	92% ↓	93%	92%	95%	92%
Reduce the amount of time you shower	79%	76%	74%	81%	81%	75%
Reduce or stop watering your lawn	77%	76%	76%	76%	77%	75%
Use alternatives such as rain barrels to water your lawn	67%	56%	53% ↓	68% ↑	64%	55%
Install water efficient fixtures	70% ↑	46% ↓	42% ↓	66% ↑	63% ↑	43% ↓

Base: all respondents

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**



Segment differences

	Years living in Calgary		Born in Canada		Racialized	
	10 years or less	11 years or more	Yes	No	Yes	No
	(n=55)	(n=443)	(n=363)	(n=137)	(n=131)	(n=351)
Actions taken if there are water security issues (% likely)						
Purchase low water appliances	72%	60%	58% ↓	69% ↑	74% ↑	57% ↓
Pay more on my water bill to support the development of infrastructure to address water security	48%	51%	49%	55%	56%	49%
Install drought resistant landscaping	64% ↑	45% ↓	43% ↓	59% ↑	58% ↑	43% ↓

Base: all respondents

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**



Segment differences

	Years living in Calgary		Born in Canada		Racialized	
	10 years or less	11 years or more	Yes	No	Yes	No
	(n=55)	(n=443)	(n=363)	(n=137)	(n=131)	(n=351)
How familiar were you with the Event Centre project? (% NET Familiar)	23% ↓	47% ↑	50% ↑	28% ↓	26% ↓	51% ↑
Event Centre project component awareness (% aware)						
Event centre building	26% ↓	51% ↑	56% ↑	29% ↓	25% ↓	58% ↑
Outdoor and indoor gathering space for community events	26% ↓	41% ↑	44% ↑	26% ↓	22% ↓	46% ↑
Community rink	17% ↓	42% ↑	45% ↑	25% ↓	21% ↓	46% ↑
New underpass and sidewalks	21%	29%	29%	23%	16% ↓	33% ↑
Event centre will... (% likely)						
create construction jobs	96%	94%	95%	92%	93%	95%
be good for Calgary's sports teams	90%	86%	87%	85%	86%	88%
draw more entertainment opportunities to Calgary	84%	87%	87%	84%	84%	89%
create a space for gatherings	88%	86%	87%	85%	87%	87%
be good for Calgary's tourism industry	87%	85%	84%	86%	85%	86%
create permanent jobs once open	90%	83%	84%	85%	86%	84%
be good for Calgary's local businesses	84%	82%	82%	84%	81%	84%
improve vibrancy in the area	88%	81%	81%	84%	84%	83%

Base: all respondents

↑ Statistically higher than the result of all other segments combined
 ↓ Statistically lower than the result of all other segments combined



Segment differences

	Years living in Calgary		Born in Canada		Racialized	
	10 years or less	11 years or more	Yes	No	Yes	No
	(n=55)	(n=443)	(n=363)	(n=137)	(n=131)	(n=351)
In the past 3 years, about how many times have you bought or had tickets to attend... (% at least once)						
A professional sporting event	54%	56%	59% ↑	48% ↓	45% ↓	61% ↑
A concert or performance event	71%	63%	64%	63%	59%	66%
Likelihood to visit the Event Centre area for... (% likely)						
For community events and festivals	87% ↑	70% ↓	69% ↓	79% ↑	75%	72%
For concerts and performance events	73%	72%	71%	73%	73%	72%
For using businesses and restaurants	82% ↑	63% ↓	62% ↓	73% ↑	74% ↑	63% ↓
For sporting events	80% ↑	58% ↓	58% ↓	69% ↑	65%	60%
For using the community rink	60% ↑	38% ↓	35% ↓	55% ↑	53% ↑	36% ↓

Base: all respondents

↑ Statistically higher than the result of **all other segments combined**
 ↓ Statistically lower than the result of **all other segments combined**



Contact

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