

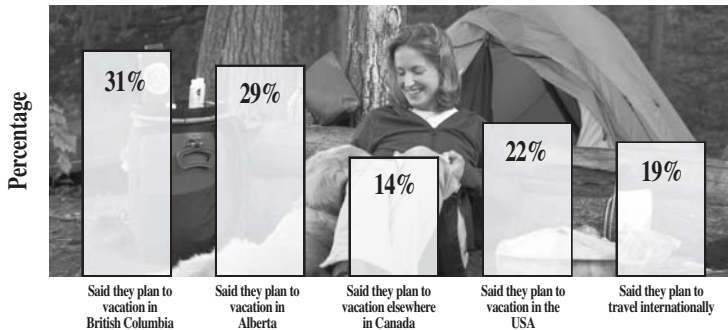


Poll STATION

With Linda Banister

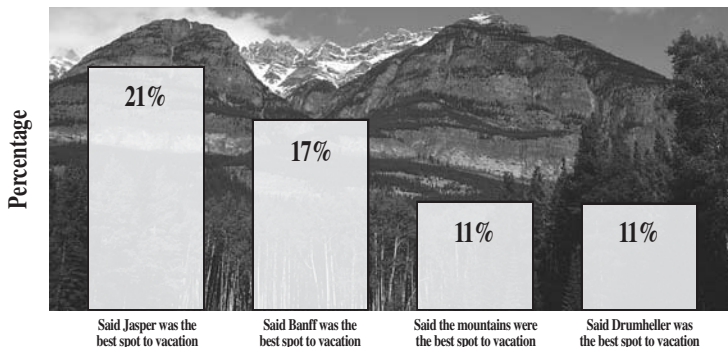
Springtime always turns our attention to holidays, festivals, and outdoor activities. We asked Edmontonians about their plans for summer travel and their thoughts about summer activities and recreation in Edmonton.

ARE YOU PLANNING TO TRAVEL THIS SUMMER?



First, survey participants were asked if their summer plans included any travel. About two-thirds (65 percent) of respondents indicated that they had plans to travel for holiday purposes. The most common destination is British Columbia, with 31 percent of respondents traveling to this location. Twenty-nine percent planned on traveling within Alberta, while 14 percent indicated their plans included visiting other parts of Canada. Almost one-quarter of respondents (22 percent) plan to visit south of the border, with 19 percent traveling internationally.

WHAT'S THE BEST VACATION SPOT IN ALBERTA?



Next, respondents were asked to identify the most unique and fun vacation spot in Alberta. While many different locations were identified, the most commonly cited locales were Jasper (21 percent) and Banff (17 percent). A further 11 percent did not specify but simply mentioned the mountains. Drumheller was mentioned by 11 percent of respondents.

WHAT IS EDMONTON'S BEST SUMMER ACTIVITY?

The focus shifted to Edmonton when survey participants were asked to name the best summer activity in the City. Perhaps not surprisingly in Edmonton, 42 percent cited the festivals. One-tenth thought golf was the best summer activity in Edmonton, while six percent said spending time in the City's parks was at the top of their list. Four percent felt spending time in their own backyard was tops.

Edmonton has often been called the Festival City. Respondents were asked whether they had attended or planned to attend six of Edmonton's prominent festivals. Almost two-thirds (60 percent) planned to attend Capital Ex & Ed Fest (formally Klondike Days). More than half (54 percent) were going to take in A Taste of Edmonton, 49 percent the Heritage Festival, 47 percent The International Fringe Festival, and 45 percent the International Street Performers Festival. Only 15 percent planned on attending Edmonton's Folk Music Festival. The most commonly mentioned idea for a new festival was a children's festival, mentioned by two percent of respondents.

SHOULD MORE BE DONE TO ENHANCE THE RIVER?

It is not uncommon during the summer for many Edmontonians to look to the North Saskatchewan River as a source of recreation. Survey participants were asked whether more should be done to make the North Saskatchewan River a source of recreation. Fifty-eight percent agreed that more should be done. These people spoke about taking advantage of this beautiful natural asset in our midst. Others said that making enhancements would help show off the river valley and would be good for tourism.

Just over a quarter (26 percent) disagreed with the notion of doing more to make the river a source of recreation. Respondents spoke about keeping the river and valley as natural and untouched as possible, and about the dangers associated with the river, including health impacts. The possible expense of enhancing the river was seen as a major deterrent for a number of respondents. ✓

The Poll Station surveyed 100 City of Edmonton residents on the topic and, while the results of the research are not statistically reliable, they do provide a qualitative indication of what Edmontonians are thinking.

Linda Banister is a certified management consultant and the owner of Banister Research and Consulting Inc., a full service provider of market research and program evaluation services. Want a question included in the Edmontonians Poll? Contact Linda at 780.451.4444 or e-mail at lbanister@edmontonians.com. Visit www.banister.ab.ca.