

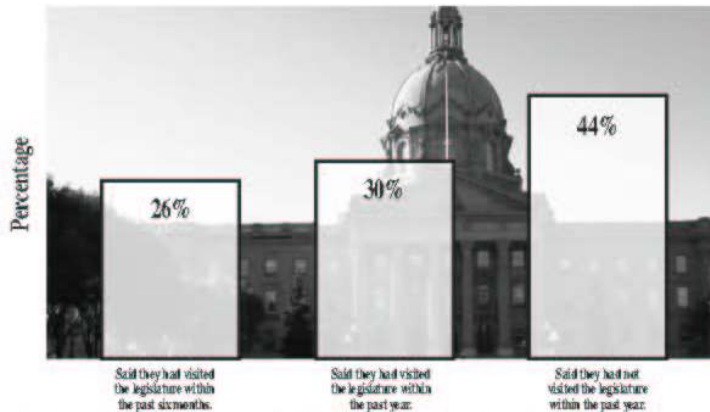


# Poll STATION

With Linda Banister

**W**hether for splashing in the reflecting pool, viewing the Christmas lights, or conducting the business of government, the Alberta Legislature and its grounds are an important gathering point for Edmontonians and Albertans. Construction on the Legislature building itself began in 1907 but it was not until 1912 that the building was officially declared open. Since that time the Legislature has been host to numerous memorable events. In this month's *Poll Station*, we asked people about their experiences visiting the Alberta Legislature and its grounds, and their thoughts about future visits.

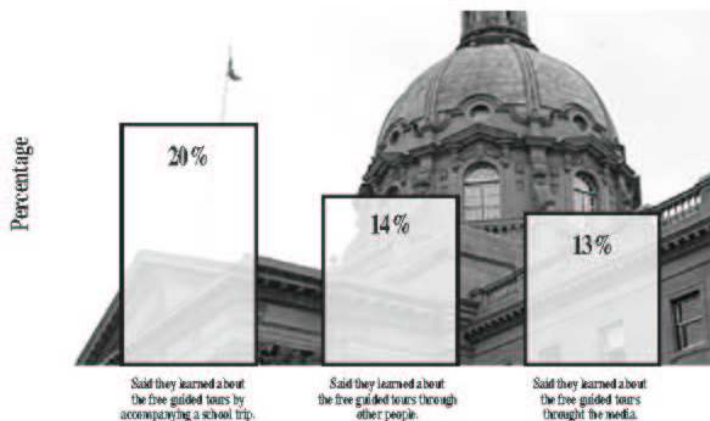
## HAVE YOU EVER VISITED THE ALBERTA LEGISLATURE?



To begin, we asked respondents if they have ever visited the grounds at the Alberta Legislature (including the wading pool area). Eighty-six percent indicated they had visited the grounds. Considering those who had visited the grounds, approximately one-quarter (26 percent) said they had gone within the previous six months. Thirty percent had visited within the previous year, while 44 percent said it had been longer than one year since they had been to the Legislature grounds.

Respondents cited numerous activities undertaken when visiting the Legislative grounds. Almost one-quarter (23 percent) of respondents said they enjoy strolling around the grounds. A similar proportion (22 percent) indicated they have toured the Legislature itself. Other activities undertaken included wading in the pools (17 percent), watching people (15 percent), and viewing the Christmas lights (14 percent).

## ARE YOU AWARE OF THE FREE GUIDED TOURS?



Eighty percent of respondents were aware that free guided tours of the Alberta Legislature are available for the public. When asked how they became aware of these tours, 20 percent said they learned about them while accompanying a school group to the Legislature. Fourteen percent heard about them from other people, and 13 percent learned of these tours through the media. Forty percent have taken one of the guided tours; however, most (84 percent) have not taken a guided tour in the past year.

Respondents were told about the variety of public tours available, the special events hosted on site (like Canada Day), and the ability to watch Question Period from the gallery. After being provided with this information, they were then asked how likely they would be to visit the Legislature. More than one-quarter (26 percent) of respondents said they would likely visit, while another 26 percent would consider it. Those who said it was unlikely that they would visit suggested that they had little interest in visiting (51 percent) or had visited previously (13 percent).

## WOULD YOU TAKE A TOUR OF THE GROUNDS?

Respondents were then asked their likelihood of taking a tour of the grounds of the Alberta Legislature should these tours become available. Most (61 percent) respondents said it was unlikely that they would take a tour of the grounds primarily because they can stroll around the grounds without being in a tour (28 percent), or because they have already visited the grounds (18 percent). Seven percent indicated they had mobility issues that would prevent them from touring the grounds.

## WOULD YOU TAKE VISITORS TO THE LEGISLATURE?

Finally, respondents were asked how likely they would be to visit the Alberta Legislature if out-of-town friends and family were to visit. More than half (51 percent) would consider bringing their guests to the Legislature, with approximately one-third (31 percent) being quite likely to visit with their guests.

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.*

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