

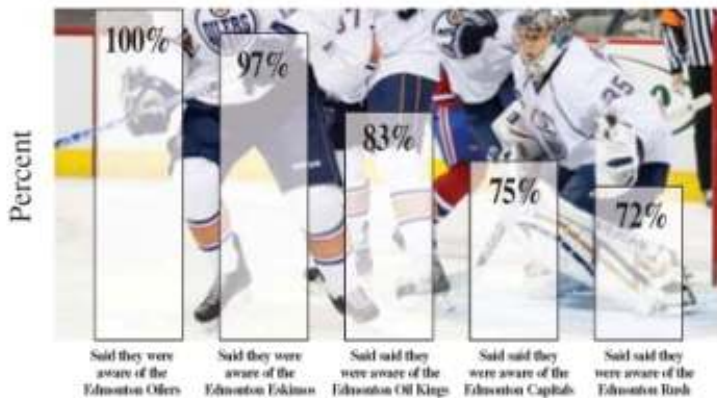


Poll STATION

With Linda Banister

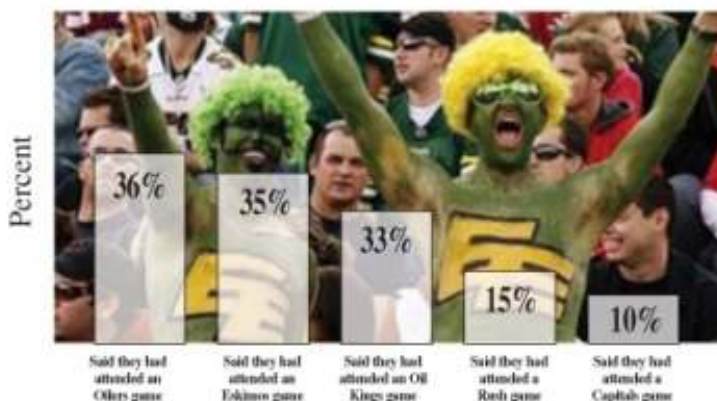
The City of Edmonton is home to a wide array of professional and amateur sports teams, each supported by loyal fans throughout the City and surrounding areas. These sports teams—the Oilers, Eskimos, Oil Kings, Edmonton Rush and Capitals—provide the City with entertainment, excitement and civic pride, as residents unite to cheer on their favourite teams to success. This month's *Poll Station* gauged Edmontonians' awareness of the various sports teams, as well as their attendance at games, and how these sports teams affect the City as a whole.

ARE YOU AWARE OF EDMONTON'S PROFESSIONAL SPORTS TEAMS?



To begin, respondents were asked if they were aware of the City's numerous professional sports teams. All respondents (100 percent) were aware of the Edmonton Oilers hockey club, while the majority was aware of the Edmonton Eskimos CFL team (97 percent), and the Edmonton Oil Kings of the WHL (83 percent). More than three-quarters were aware of the Edmonton Capitals baseball team (77 percent) and Edmonton's lacrosse team, the Rush (72 percent). When asked if they were aware of any additional sports teams in Edmonton, 10 percent mentioned amateur sports teams such as the Edmonton Huskies football team and U of A Golden Bears, and three percent mentioned the Drillers professional soccer team.

HAVE YOU ATTENDED ANY GAMES?



Respondents that were aware of each City sports team were then asked if they had attended any games in the past 12 months. Of those aware of the Oilers, over one-third (36 percent) had

attended a hockey game, while 35 percent of those aware of the Eskimos had attended a game. Twenty-three percent of respondents aware of the Oil Kings had attended a game, 10 percent of those aware of the Capitals had attended at least one game and of those aware of the Edmonton Rush lacrosse team, 15 percent had attended a game.

WHICH TEAM IS YOUR FAVOURITE?

When asked which of the City's professional sports teams was their favourite, respondents most frequently mentioned the Oilers (61 percent), followed by the Eskimos (25 percent), Edmonton Rush (two percent), Capitals (two percent), and the Oil Kings (one percent).

HOW DO THESE TEAMS AFFECT THE CITY?

Next, respondents were asked for their level of agreement regarding a series of statements about the City's sports teams effect on Edmonton as a whole. When asked if the City's sports teams provide residents with a source of civic pride, three-quarters strongly agreed with this statement. Seventy-seven percent strongly agreed that there was a wide variety of sports teams in Edmonton, while 88 percent strongly agreed that City sports teams provide Edmontonians with a source of entertainment. When asked if these sports teams were a good way of promoting the City, 79 percent strongly agreed, while 76 percent strongly agreed that these sports teams provide economic opportunities for Edmonton.

Finally, respondents were asked if there were any additional sports leagues that they would like to see come to Edmonton that are currently not available. A professional soccer team (14 percent) and a professional basketball team (11 percent) were mentioned most frequently, followed by four percent who would like a major league baseball team to come to Edmonton. ✓

Monthly Poll Station Online Question
Visit www.edmontonians.com to register your opinion

Want a question included in the Edmontonians Poll?

Contact Linda at 780.451.4444 or e-mail lbanister@edmontonians.com.

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. Visit www.banister.ab.ca.