

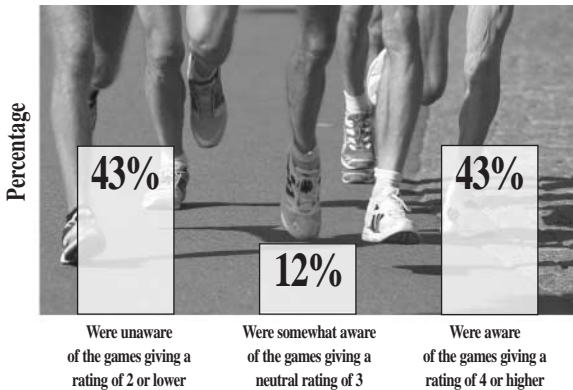


Poll STATION

With Linda Banister

From the Commonwealth Games held here in 1978 to the 2001 IAAF World Championships in Athletics, Edmonton has played host to myriad international sporting events over the past quarter century. This summer our city will once again play host to a large-scale international competition: the 2005 World Masters Games—the largest multi-sports event in the world. With more than 21,000 athletes from 82 countries converging on the Capital Region this month, Edmonton will be an even greater hotbed of activity than it usually is during the summer. There will be 27 different sporting events, with over 1,000 of the athletes competing in two or more events. With spirit of the games building, this month the *Poll Station* asked Edmontonians their views on the World Masters Games.

ARE YOU AWARE OF THE 2005 WORLD MASTERS GAMES?



First, respondents were asked on a scale of 1 to 5—1 being not at all aware and 5 being very aware—how aware they were that Edmonton would be holding the 2005 World Masters Games this July. Forty-three percent were unaware (1 or 2 rating), while 12 percent were neutral (3 rating). Another 43 percent stated that they were aware of the games coming to Edmonton (4 or 5 rating).

More than one-third of respondents (35 percent) stated that they would be attending the games as spectators this summer, while 57 percent indicated that they would not. Eight percent were unsure at the time of the survey whether they would be attending.

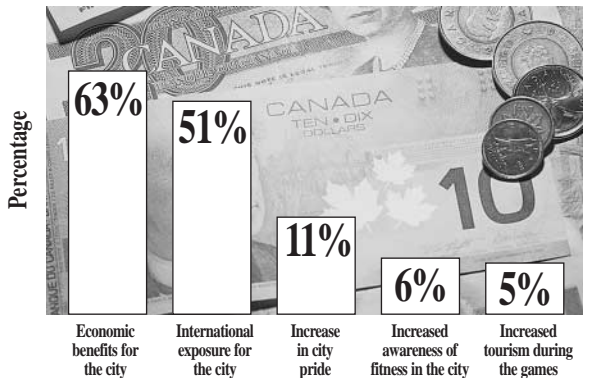
WHICH EVENTS ARE YOU ATTENDING, AND ARE YOU COMPETING IN ANY?

Of the respondents who indicated they would be attending the games, track and field athletics was the sport 40 percent of respondents were most interested in watching. Other sports included hockey (21 percent), swimming (16 percent), baseball (seven percent) and basketball (seven percent).

Only six percent of respondents indicated they would be competing at the Masters; 15 percent knew someone who was going to compete. Four out of every five respondents (82 percent) did not know anyone who planned on competing.

WHAT ARE THE BIGGEST BENEFITS OF HOSTING THE MASTERS?

Next, respondents were asked what they felt would be the biggest benefit to the City of Edmonton from hosting the Masters Games. The majority of respondents (63 percent) cited the economic impact of having so many visitors to the city. This was followed by the international exposure (51 percent), an increase in city pride (11 percent), fitness awareness (six percent), and tourism (five percent).



Lastly, respondents were asked if there were any other major sporting events they felt Edmonton should try to secure. Thirteen percent of respondents stated indoor soccer, while 12 percent mentioned the Olympics and 11 percent said baseball. Other mentions included the Commonwealth Games (four percent) and PGA golf (four percent). Forty-four percent didn't know or couldn't think of any other events. 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 & Consulting Inc., a full service provider of market research and program evaluation services. If you have a question you would like included in the Edmontonians Poll, contact Linda at 780.451.4444 or e-mail at lbanner@edmontonians.com. For further information on the firm visit banister.ab.ca.