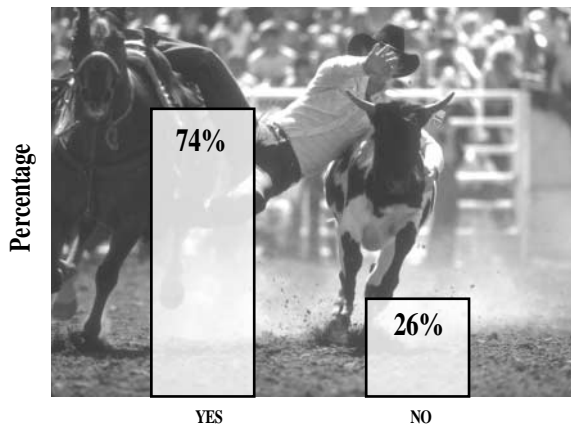


# Edmontonians' **poll station**

**By Linda Banister**

The Canadian Finals Rodeo (CFR) is returning to Edmonton November 5th to 9th. This year marks the 30th anniversary of the rodeo and crowds of more than 90,000 people are expected to watch the excitement. With the largest sum of prize money in Canadian rodeo, as well as all the professional cowboys who come to compete, this event is sure to bring lots of action to the city. In this month's *Poll Station*, we asked Edmontonians for their thoughts and feelings on the rodeo and to what extent they believe it benefits our city.

## ARE YOU AWARE EDMONTON IS THE HOST CITY FOR THE CANADIAN FINALS RODEO?



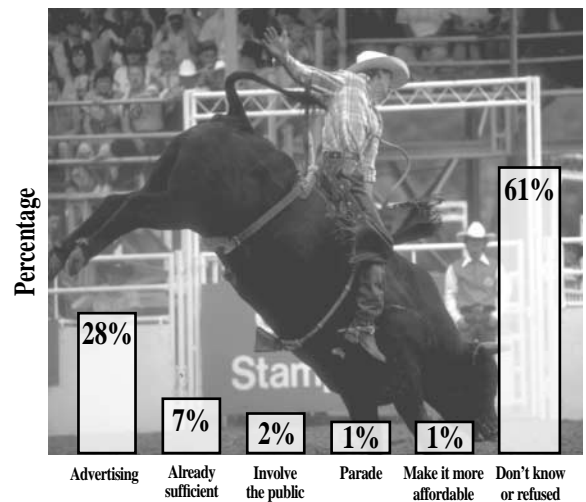
Out of all respondents surveyed, 74 percent were aware Edmonton was the host city for the rodeo. Of those respondents, 29 percent had previously attended the CFR as spectators. Of the 45 percent of respondents who had never attended the event, 67 percent mentioned they did not attend due to lack of interest, 18 percent because of lack of time, and nine percent because it is too expensive. When those respondents who had previously attended the event were asked if they planned on attending the CFR this year, only 21 percent confirmed they would, while 14 percent were still undecided. Sixty-six percent of respondents indicated they would not return. When past CFR attendees were asked which event was their favourite, 41 percent of respondents named bull riding as the most popular event. Saddle bronc riding (14%), calf roping (10%), and barrel racing (7%) were also mentioned.

## WHAT IS THE IMPACT OF THE CFR ON EDMONTON'S ECONOMY?

When asked to rate the impact of the CFR on Edmonton's local economy, an overwhelming 55 percent of respondents felt the impact was high, followed by 35 percent stating the event has a moderate impact. Seven percent of respondents believed the event has a low

impact on the local economy. Respondents were asked why they felt the event had such an impact on the economy. Almost half (48%) believed the event boosted the city's economy, while 45 percent believed that it brought about increased tourism.

## WHAT CAN BE DONE TO BETTER PROMOTE CFR?



Respondents were asked for their opinions on what could be done to better promote the CFR in and around Edmonton. Of the responses given, 28 percent thought advertising could be increased, seven percent thought the current promotions for the event were sufficient, and two percent thought the event should do more to involve the public. Other suggestions included having a parade and making the event more affordable. As Edmonton is a city known for its abundance of festivals, all respondents were asked if they would be more willing to attend CFR if there was a city-orientated festival surrounding the event. However, the majority of respondents (63%) indicated that this would not increase their willingness to attend.

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*

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