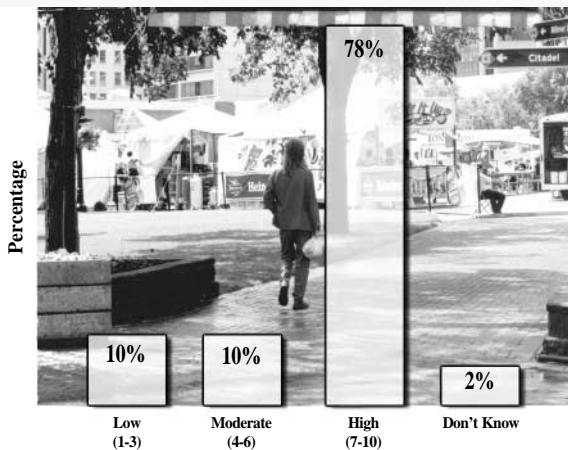


Edmontonians' poll station

By **Linda Banister**

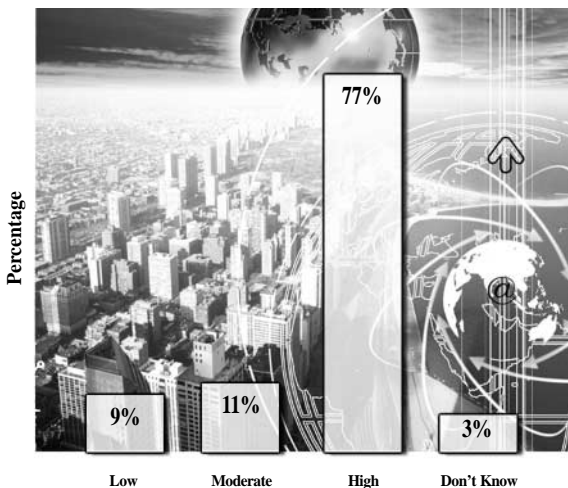
It's festival time again in the capital city. This month we look at the importance of festivals to the city and which festivals are most popular.

HOW IMPORTANT ARE FESTIVALS TO COMMUNITY SPIRIT IN EDMONTON?



Over three-quarters (78 percent) of respondents felt festivals contribute greatly to the spirit in the city, while 10 percent felt the contribution is moderate and 10 percent felt festivals have low impact.

HOW IMPORTANT ARE FESTIVALS TO THE TOURISM INDUSTRY IN EDMONTON?



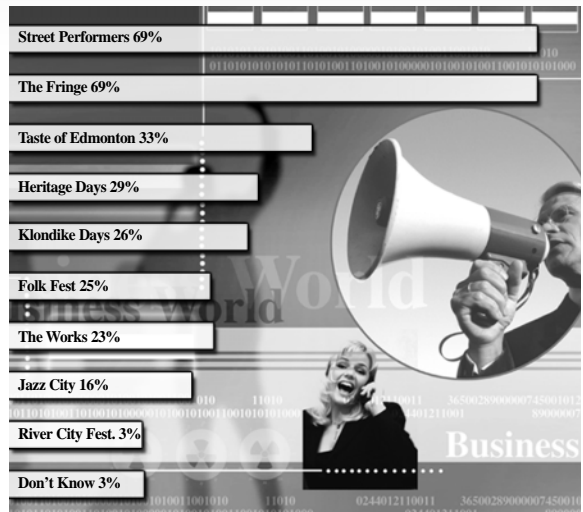
Over three-quarters (77 percent) felt festivals are very important to the city, including 48 percent who felt they are extremely important. Eleven percent felt the festivals are moderately important to tourism and nine percent felt they are of low importance.

HAVE YOU ATTENDED ANY FESTIVALS IN THE PAST TWO YEARS?

Sixty-nine percent of respondents had attended a

festival in the past two years. Respondent groups more likely to attend festivals included those who had lived in the city 10 years or less, were 40 years or younger and had attended college or university.

WHAT FESTIVALS DID YOU ATTEND?



Respondents most frequently attended two festivals: the Street Performers Festival and the Fringe (69 percent attendance respectively). Other festivals attended included Taste of Edmonton (33 percent), Heritage Days (29 percent), Klondike Days (26 percent), the Works (23 percent), Folk Fest (25 percent) and Jazz City (16 percent).

DO YOU HAVE ANY IDEAS FOR ADDITIONAL FESTIVALS IN THE CITY?

Eighty-five percent of respondents did not have any suggestions. The remaining 15 percent suggested a children's festival, comedy festival and winter festival. ✓

The Poll Station surveyed 100 Edmonton residents; while the results are not necessarily 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 Poll Station, contact

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