

TOURISM AND TRAVEL IN ALBERTA

I'm going to read you a few statements a few people might say about the ten-day festival held in Calgary every year called the Calgary Stampede and I would like you to tell me if you agree or disagree with each statement. [Topbox Summary]

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K/L - M/N/O/P/Q/R * small base; ** very small base (under 30) ineligible for sig

	Total	Gender		Age			Income				Education			Region					
		M A	F B	18-34 C	35-54 D	55+ E	<\$30K F	\$30K-<\$50K G	\$50K-<\$70K H	\$70K+ I	HS or Less J	Post Sec. K	Univ. L	Calgary CMA M	Edmonton CMA N	North Alberta O	Central Alberta P	South Alberta Q	Total Non-CMA R
Base: Calgary resident or plan to visit the Calgary Stampede	333	166	167	108	145	74	34	47	70	151	68	151	112	277	20	12	10	14	36
Weighted	339	166	173	126	134	73*	34*	48*	72*	154	69*	155	113	280	23**	13**	10**	13**	36*
Agree																			
The Calgary Stampede provides economic benefit to the community through tourism dollars	335 99%	162 98%	173 100% A	125 99%	133 99%	71 97%	34 100%	46 96%	71 99%	153 99%	67 97%	154 99%	112 99%	277 99%	23 100%	12 92%	10 100%	13 100%	35 97%
The Stampede is important to Calgary because it brings tourists to the city who then also visit other tourist attractions	328 97%	158 95%	170 98%	125 99% D	126 94%	72 99%	34 100%	47 98%	68 95%	150 98%	69 99%	153 99% L	105 93%	272 97%	22 95%	12 92%	10 100%	13 100%	35 97%
The Calgary Stampede provides Calgary with a unique identity	328 97%	161 97%	167 96%	122 97%	131 97%	70 95%	33 97%	45 94%	68 94%	152 99%	68 98%	150 97%	108 96%	271 97%	23 100%	12 92%	10 100%	13 95%	34 95%
The ten day festival fosters a strong sense of community in the city	312 92%	148 89%	164 95%	114 91%	124 92%	68 93%	32 94%	42 87%	65 90%	144 94%	64 91%	144 93%	102 91%	255 91%	22 95%	12 92%	10 100%	13 100%	35 97%
The ten-day festival effectively preserves and promotes western heritage and values	298 88%	142 85%	156 91%	107 85%	118 88%	69 94%	32 94%	43 90%	59 82%	135 88%	61 88%	137 88%	98 88%	248 89%	19 82%	11 85%	10 100%	11 81%	31 88%
The Calgary Stampede has a positive impact on the quality of life in Calgary	293 86%	139 84%	154 89%	113 90% E	118 88%	58 79%	30 86%	39 82%	62 86%	139 91%	58 84%	141 91% L	93 82%	238 85%	22 95%	11 85%	10 100%	13 95%	33 93%
The Calgary Stampede is a great place to learn about agriculture	284 84%	135 81%	149 86%	102 81%	114 85%	63 86%	31 89%	37 78%	59 82%	130 85%	63 90% L	133 86%	86 77%	238 85%	17 75%	11 85%	9 86%	10 73%	29 81%
I look forward to the Calgary Stampede each year	249 73%	121 73%	127 74%	103 82% DE	95 71%	46 63%	25 71%	35 73%	51 70%	117 76%	51 73%	124 80% L	72 64%	197 70%	19 84%	11 87%	9 90%	13 95%	32 91% M