



FACTUM | CALGARY CMA

Methodology:

Results are based on an online study conducted from July 11 to July 13, 2022, among 800 adults in the Calgary Census Metropolitan Area (CMA).

The data has been statistically weighted according to Canadian census figures for age and gender and region in the Calgary Census Metropolitan Area.

The margin of error—which measures sample variability—is +/- 4.9 percentage points, nineteen times out of twenty.

How likely are you to attend the Calgary Stampede this year?

- Just under two thirds of Calgarians (64%) have either already attended the Calgary Stampede this year (27%) or are “very likely” (23%) or “moderately likely” (14%) to do so.
- More than a third of Calgarians (36%) say they are not likely to attend the Calgary Stampede this year (17% “not too likely” and 19% “not likely at all.”)
- The groups that are the least likely to express interest in attending the Calgary Stampede this year are women (39%), Calgarians aged 55 and over (62%) and those in the lowest income bracket (43%).

If there were no rodeo or chuckwagon events at the Calgary Stampede, how likely would you be to attend the Calgary Stampede?

- Just under two thirds of Calgarians (63%) are “very likely” (31%) or “moderately likely” (32%) to attend the Calgary Stampede if there were no rodeo or chuckwagon races.
- More than a third of Calgarians (37%) say they are not likely to attend the Calgary Stampede without rodeo or chuckwagon races (17% “not too likely” and 20% “not likely at all.”)
- The groups that are the least likely to express interest in attending the Calgary Stampede without rodeo or chuckwagon races are women (39%) and Calgarians aged 55 and over (63%)

Analysis

- The most significant fluctuation between the two questions is observed among Calgarians in the highest income bracket, going from 36% who are not planning to attend the Calgary Stampede

this year to 42% would not attend without rodeo or chuckwagon races.

- Among Calgarians who supported the United Conservative Party (UCP) in the 2019 provincial election, likelihood to attend the Calgary Stampede without rodeo or chuckwagon races drops from 61% to 54%.
- The opposite effect is seen among Calgarians who voted for the New Democratic Party (NDP) in 2019, with likelihood to attend the Calgary Stampede without rodeo or chuckwagon races increasing from 62% to 71%.

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