



FACTUM | CALGARY CMA

Methodology:

Results are based on an online study conducted from July 11 to July 13, 2022, among 400 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%) and Calgarians aged 55 and over (62%).

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

- Practically one-in-four Calgarians who did not attend the Calgary Stampede in 2022 (24%) say they are “very likely” or “moderately likely” to go if there are no rodeo or chuckwagon races—a proportion that rises to 43% among those aged 18-to-34.

- More than one-in-ten Calgarians who attended the Calgary Stampede in 2022 (13%) say they are “not too likely” or “not likely at all” to go if there are no rodeo or chuckwagon races —a proportion that includes 15% of men and 26% of Calgarians aged 55 and over.

==30==



mario.canseco
@researchco.ca



mario_canseco



778.929.0490



Mario Canseco