



CASE STUDY

CALGARY STAMPEDE

OVERVIEW

Ipsos Reid is Canada's market intelligence leader, with more than 600 employees in eight cities Canada-wide.

The Calgary Stampede is a volunteer supported, not-for-profit community organization that preserves and promotes western heritage and values. The Stampede contributes to the quality of life in Calgary and southern Alberta through its world renowned 10-day Calgary Stampede, year-round facilities, products and services, and agricultural programs that foster understanding of the agricultural industry. All revenue generated is reinvested into Calgary Stampede programs and facilities.

The Calgary Stampede prides itself on providing an amazing experience for guests at the annual 10-day celebration. Fundamental to this is understanding guest perceptions and experiences. Since 1990 the Calgary Stampede has partnered with Ipsos Reid to conduct intercept research with guests as they are leaving Stampede Park.

CHALLENGE

Eliminate clipboards and paper bulk for long surveys by moving to handheld computers.

Access interviewing devices without the need to purchase them for a survey that only takes place annually.

Ensure that the type of interview (exit, evening or food) was correctly chosen and related questions asked.

SOLUTION

Since 2003, Ipsos Reid has turned to ViewPoint to provide the point of experience feedback needed to ensure the continued success and enjoyment of those attending the Stampede.





Interviewers surveyed 1200 visitors to glean insight into attendee's experience. Almost 1000 of these interviews were exit interviews lasting an average of over ten minutes in length. The remaining surveys were interviewed about evening entertainment or food. Guests who participated in the study were asked about all aspects of their visit including services, events and experiences. Questions were asked about events attended, why they attended, favourite acts and activities, expectations and satisfaction.

Results from this research not only provide an accurate diagnostic of the event, but also provide key insights about the guest experience as the Stampede begins planning next year's celebration. The Calgary Stampede is a diverse organization that hosts over 1,300 events, programs and services throughout the year. Findings from this study, and others, are shared across all departments providing valuable information for organizers of these events. The Calgary Stampede conducts many studies every year and continuously looks for innovative research solutions to help meet new challenges and explore new opportunities.

"Collecting intercept interview data using ViewPoint equipment and expertise provides our organization with the ability to collect accurate information very quickly and review the results on a daily basis. We're very happy that our research partner – Ipsos Reid, continues to leverage ViewPoint for this study," says Mathew Stone, Market Research and Brand Manager for the Calgary Stampede.

"I was extremely impressed with ViewPoint's level of service."

Emily James, Senior Research Manager, Ipsos Reid Calgary

BENEFITS

The key benefit of using ViewPoint technology was the ability to closely monitor the daily quotas and manage on-site staffing appropriately.

This is extremely beneficial in instances like the Calgary Stampede where you have limited time to field - and no opportunity to re-field if they miss a key question. "When changes needed to be made to the survey we were able to make those changes and the daily quotas as there was very little, if any, downtime due to survey changes," says Emily James, Senior Research Manager of Ipsos Reid Calgary

Using ViewPoint surveys, the response rate improved since guests were interested in the technology -- they weren't avoiding the interviewer with reams of paper in their arms anymore! Interviewers were happy because the survey was programmed and easy to administer, and field supervisors were glad because the Palms were easier to manage than supplying and collecting paper surveys.

In turn, the Project managers were pleased since they could monitor quotas and check on quality, and, just as importantly, the end client was happy because results were available much more quickly than manually conducted and processed surveys.

