



Economic Impact Assessment

Powered by the Canadian Sport Tourism Alliance

FREQUENTLY ASKED QUESTIONS (FAQs)

Q: How many people need to be surveyed in order to have a decent sample size and suitable amount of data to be analyzed?

A: There is no hard and fast rule. At minimum you will need 50 responses to the principle questions in the survey. Depending on the size and scope of your event (concentrated in one venue in one city or spread across multiple venues in one city or spread across multiple venues in multiple cities) 250 surveys may suffice. For larger events, 1000 surveys may be the completed survey target #.

Q: Are surveyors paid for their work or can we recruit volunteers?

A: Either option will work, however, we find that paid surveyors (min. \$20 per hour) are much more effective as they are more motivated, more experienced (in some cases), faster, and collect better data overall, when compared to volunteers. The data collected by surveyors is the most important piece of the study and paid surveyors typically do a better job at this.

Q: Does the CSTA provide tablets or devices used to collect the data or do we provide those?

A: CSTA has a limited # of tablets in inventory available to rent, however, any other tablet or smart phone may also be used. The software used to conduct surveys is a free app available to download for both iOS and Android operating systems. Surveys are conducted offline and therefore do not require a constant internet or WiFi connection.

Q: Do you develop the survey questions or do we?

A: We have a standard list of questions that we must ask in order for us to determine the economic impact (EI) however, we do also offer clients the option of customizing certain questions or adding additional questions to the survey for event feedback, etc.

Q: How many surveys can be completed in one hour? How many surveyors would we need to recruit?

A: A good surveyor (who is being paid for the work, using a tablet – not a cell phone, and has received proper training on survey techniques) should be able to complete 10 surveys per hour. The # of surveyors needed is determined based on multiple factors including the size of the event, # of venues, approx. # of spectators, length of the event, the survey target #, and surveyor availability.

With steam pro^{2.0}, CSTA will be responsible for recruiting, training, scheduling, and supervising surveyors to obtain the completed survey target #.

Q: Where and when do we survey people?

A: We will review the event schedule and venues to determine the optimal times and locations to schedule surveyors. Surveyors are trained to look for ideal situations (specifically line-ups) throughout the venue, along with rest areas during breaks in the action.

Q. How far in advance of our event do we need to confirm our plans to undertake an EIA?

A. The CSTA needs a minimum of three (3) weeks lead time. The further in advance you confirm your intentions to conduct a study with us, the better!

Q. Does the CSTA provide the surveyors and/or onsite staff?

A. We have flexible options for either scenario – client to provide surveyors or CSTA to provide. We have staff who can be onsite during the event to oversee the collection of data. Pricing on these services is noted in the rate card.

Q. Who trains the surveyors?

A. The CSTA will provide a comprehensive training manual to all clients, however, we highly recommend that clients engage our training services to ensure that all surveyors are fully prepared for the role. Better trained surveyors collect better data and experience fewer issues in the field!

Q. How soon after our event will we receive our report?

A. The client will be expected to provide some final budgetary data which typically takes up to one month (or more) post-event to be finalized. The quicker the client provides the information the quicker we can produce the report.

Q. What does the report include?

A. Check out our rate card for sample information on what is included in the final report.

Q. What do all of these services cost?

A. Check out our rate card for information on pricing. To request a quote or submit an expression of interest, please complete this [form](#).