

SCOOP

2019 New Year's Eve event and Hallowe'en Passes

DATE: January 2020



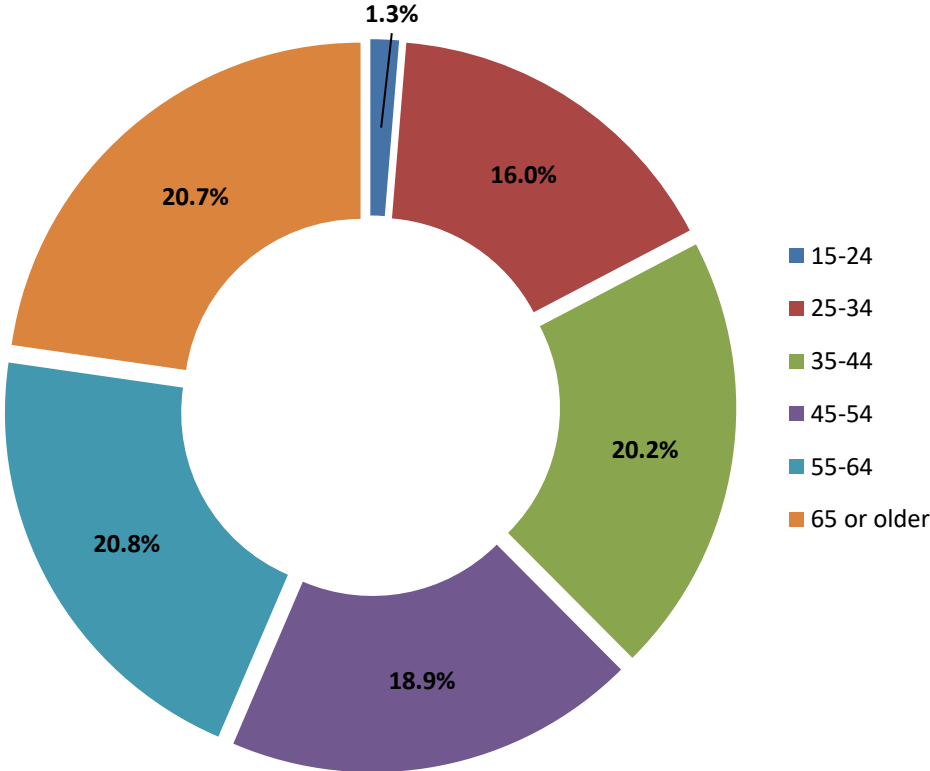
In January 2020, Strathcona County conducted a regular online survey as part of its Strathcona County Online Opinion Panel (SCOOP) initiative. This project consisted of different survey topics with a number of questions asked within each topic area. This survey was exclusive to residents who signed up to be part of SCOOP.

Survey Highlights

The January mixed-topic survey consisted of questions on 2019 New Year’s Eve event and the 2019 Healthy Halloween Recreation Passes. There were 322 responses to the mixed-topic survey.

WHO RESPONDED?

- 77% of the participants lived in Sherwood Park, 20.2% came from rural parts of Strathcona County, and the remaining 2.8% worked in Strathcona County but did not live there.
- The age group breakdown of the survey respondents is shown below.

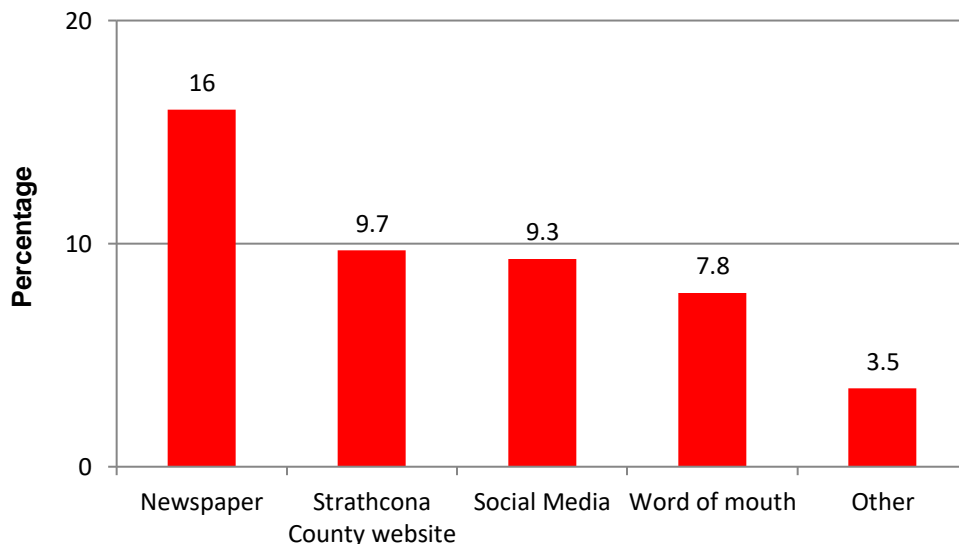


Healthy Halloween Recreation Passes

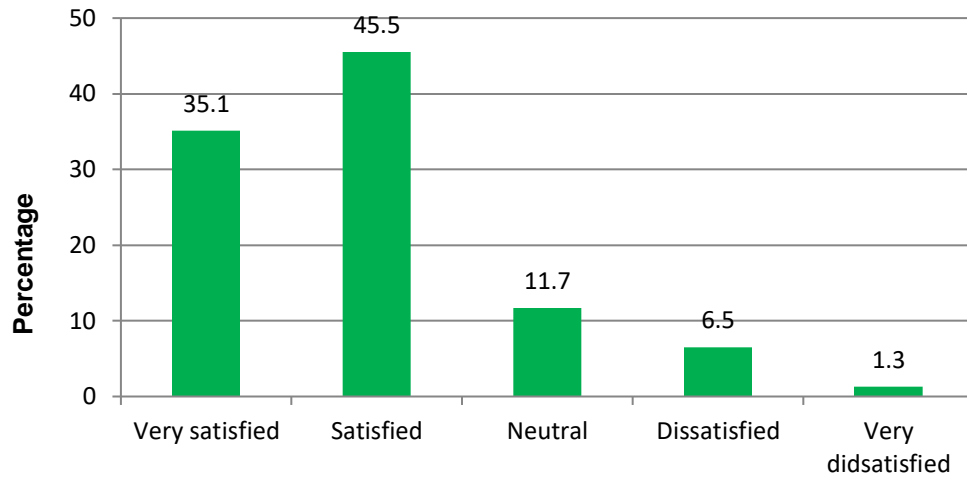
- A series of questions were asked about purchasing Healthy Halloween Recreation Passes in Strathcona County. Most of the survey respondents (88.8%) did not purchase any passes; 5.1% did, while 6.1% tried to do so but found out that the passes were sold out.
- Of the people who purchased passes: 85.7% lived in Sherwood Park and 14.3 lived in rural parts of Strathcona County. The majority of the purchasers were female (76.9%). Age was not a factor for purchasing.
- 50% of the buyers purchased 3 booklets (the maximum number allowed); 35.7% purchased two booklets and 14.3% bought 1 booklet.
- The majority (57.1%) purchased the booklets to hand out passes at Halloween as a healthy alternative to treats and 21.4% wanted the passes for their own children to use. A few people did both.
- Overall, 20% of respondents, regardless of whether they purchased booklets, were aware that the campaign supported the Everybody gets to play program. 76% did not know this while 4% were not sure.
- Most of the survey respondents did not go trick or treating at a recreation facility on Halloween in order to obtain a 2 for 1 admission pass.

2019 New Year's Eve festival

- 30% indicated that they attended this event in 2019 and 70% did not.
- Those who went were asked how they heard about the event. The results are depicted below.



- An overall rating of this year's event by attendees is depicted below.



- When asked what they liked about the event, the majority cited *fireworks*, while others mentioned the various outdoor activities and that it was a very family friendly event.
- With respect to improvements, a variety of different ideas were put forward, including trying to do something with the parking, opening the lake for skating and having more activities for a wider range of ages, including toddlers and younger children.
- When asked about the tropical theme incorporated for this year's event, 40.8% liked it, 15.8% did not and 43.4% were unaware that there was a theme. The majority of those who did not like the theme thought that a tropical theme didn't really fit with a winter festival.

What's Next?

The SCOOP Mixed Topic Surveys usually run monthly and cover a variety of topics. Our next Mixed Topic Survey will be online in February 2020.