

Strathcona County Canada Day 2019 SCOOP Survey Results

JANUARY 2020



Strathcona County conducted a satisfaction survey of the 2019 Canada Day festival.

Engagement / Survey Results

A short SCOOP was used to invite feedback about the 2019 Canada Day festival. 137 festival goers completed this survey. The survey invited feedback to help the Events Programming team plan for next year's festival. It is important to note that the festival did not see as high of an attendance in 2019 as most of the outdoor activities were rained out by 12 noon.

"The crowds were very small because it was raining most of the festival."

Survey respondent

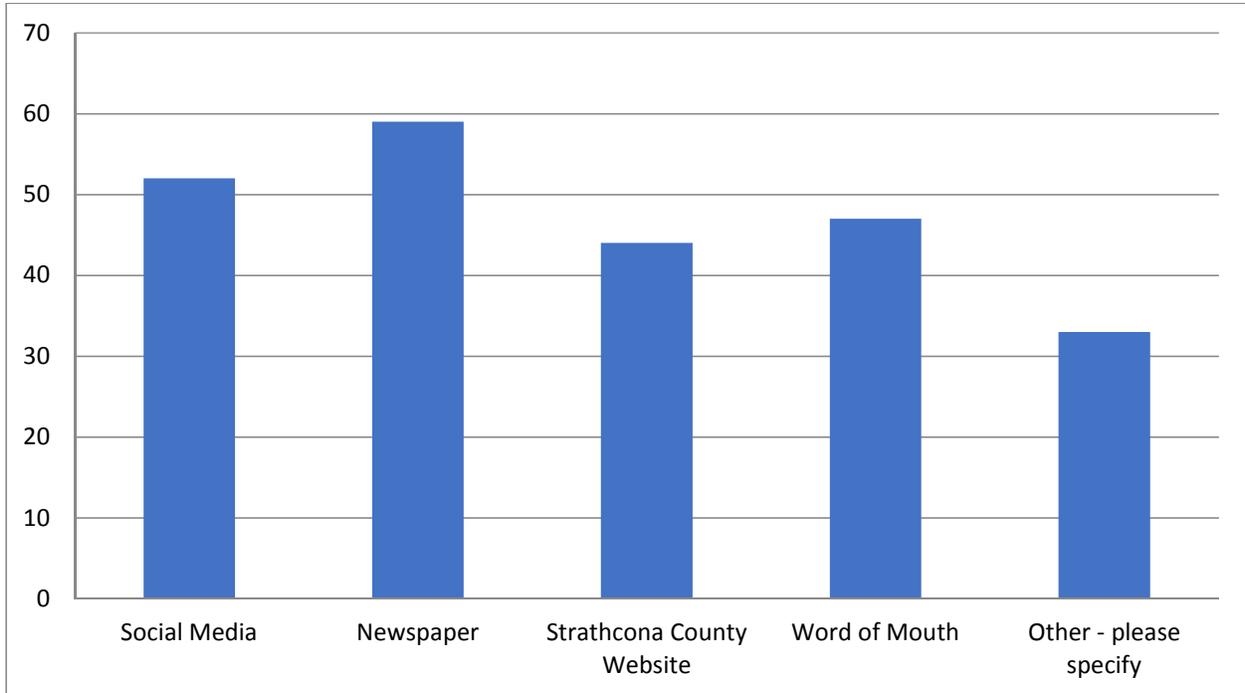


87%

OF SURVEY RESPONDENTS RATED THE CANADA DAY EVENT POSITIVELY

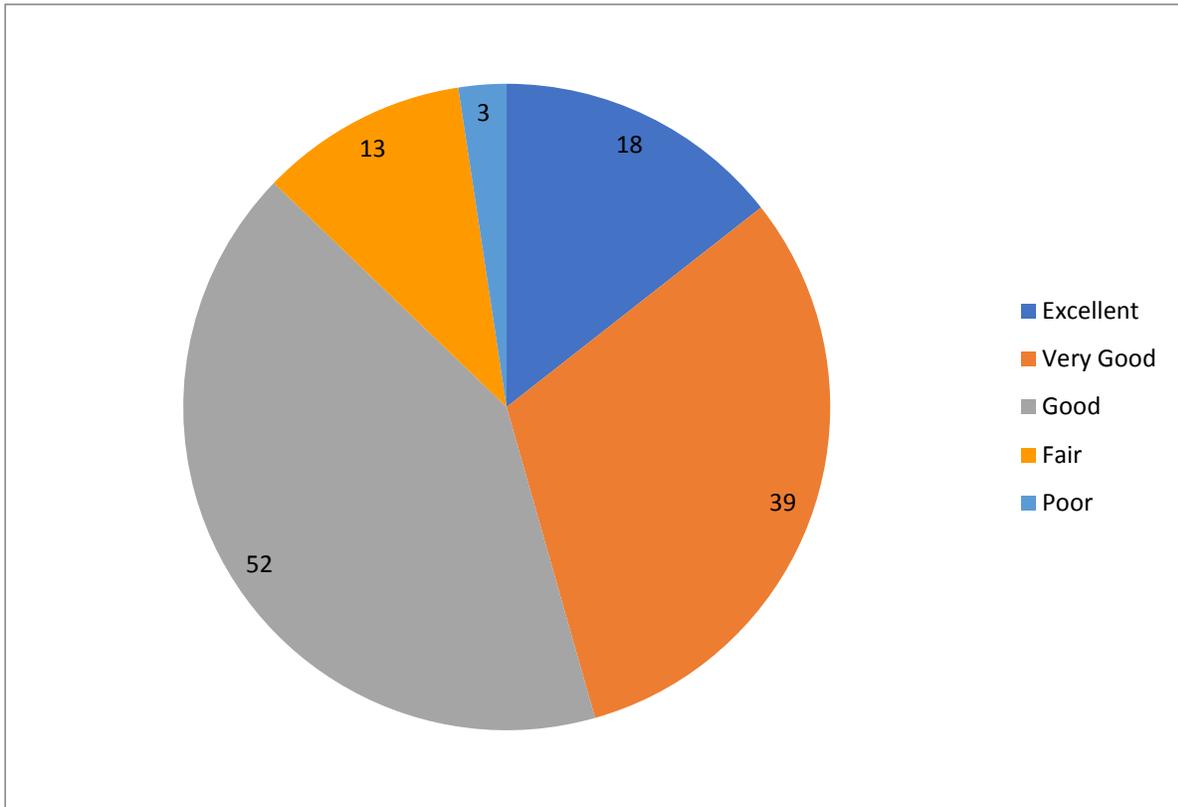
Survey Results

1. How did you hear about the Festival? (Select all that apply)



	Total	%
Social Media	52	37.96%
Newspaper	59	43.07%
Strathcona County Website	44	32.12%
Word of Mouth	47	34.31%
Other - please specify	33	24.09%
TOTAL BASE	137	

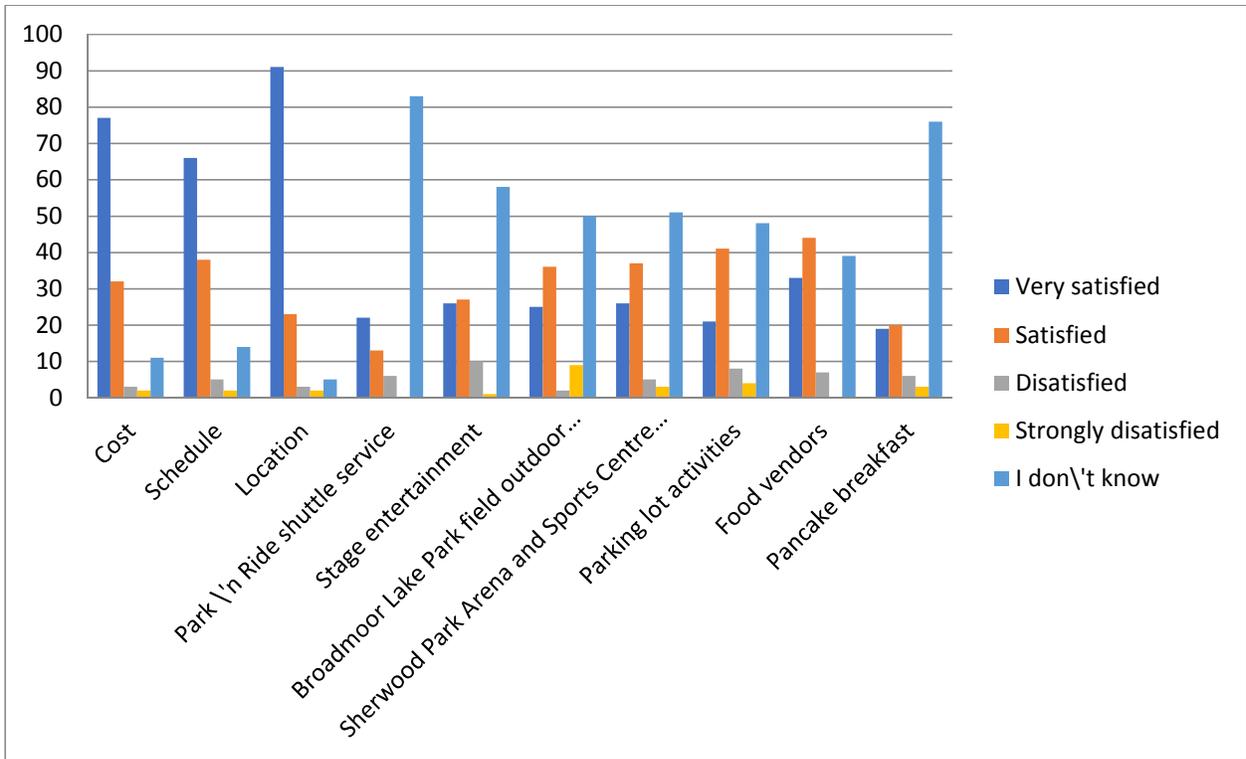
2. Overall, how would you rate the Festival?



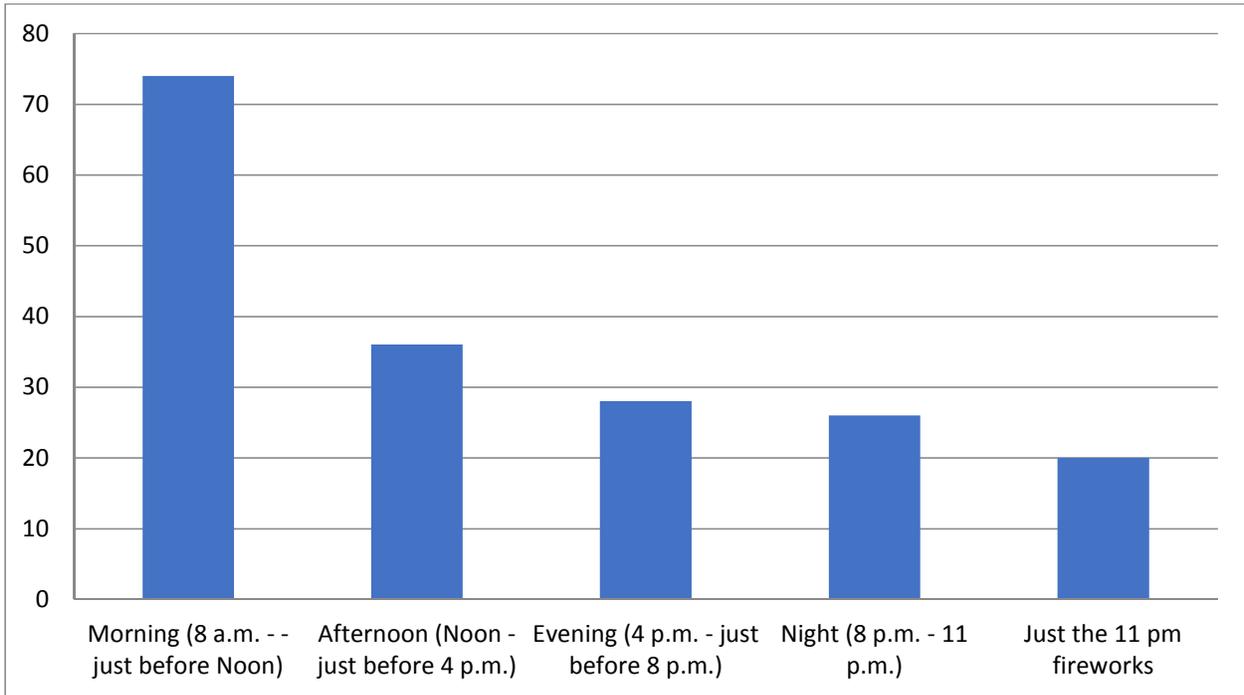
	Total	%
Excellent	18	14.40%
Very Good	39	31.20%
Good	52	41.60%
Fair	13	10.40%
Poor	3	2.40%
TOTAL	125	100.00%

3. How satisfied were you with each of the below aspects of the Festival?

	Very satisfied		Satisfied		Dissatisfied		Strongly dissatisfied		I don't know	
	N	%	N	%	N	%	N	%	N	%
Cost	77	61.60%	32	25.60%	3	2.40%	2	1.60%	11	8.80%
Schedule	66	52.80%	38	30.40%	5	4.00%	2	1.60%	14	11.20%
Location	91	72.80%	23	18.40%	3	2.40%	2	1.60%	5	4.00%
Park 'n Ride shuttle service	22	17.60%	13	10.40%	6	4.80%	0	0.00%	83	66.40%
Stage entertainment	26	20.80%	27	21.60%	10	8.00%	1	0.80%	58	46.40%
Broadmoor Lake Park field outdoor activities	25	20.00%	36	28.80%	2	1.60%	9	7.20%	50	40.00%
Sherwood Park Arena and Sports Centre indoor activities	26	20.80%	37	29.60%	5	4.00%	3	2.40%	51	40.80%
Parking lot activities	21	16.80%	41	32.80%	8	6.40%	4	3.20%	48	38.40%
Food vendors	33	26.40%	44	35.20%	7	5.60%	0	0.00%	39	31.20%
Pancake breakfast	19	15.20%	20	16.00%	6	4.80%	3	2.40%	76	60.80%
TOTAL BASE	125									

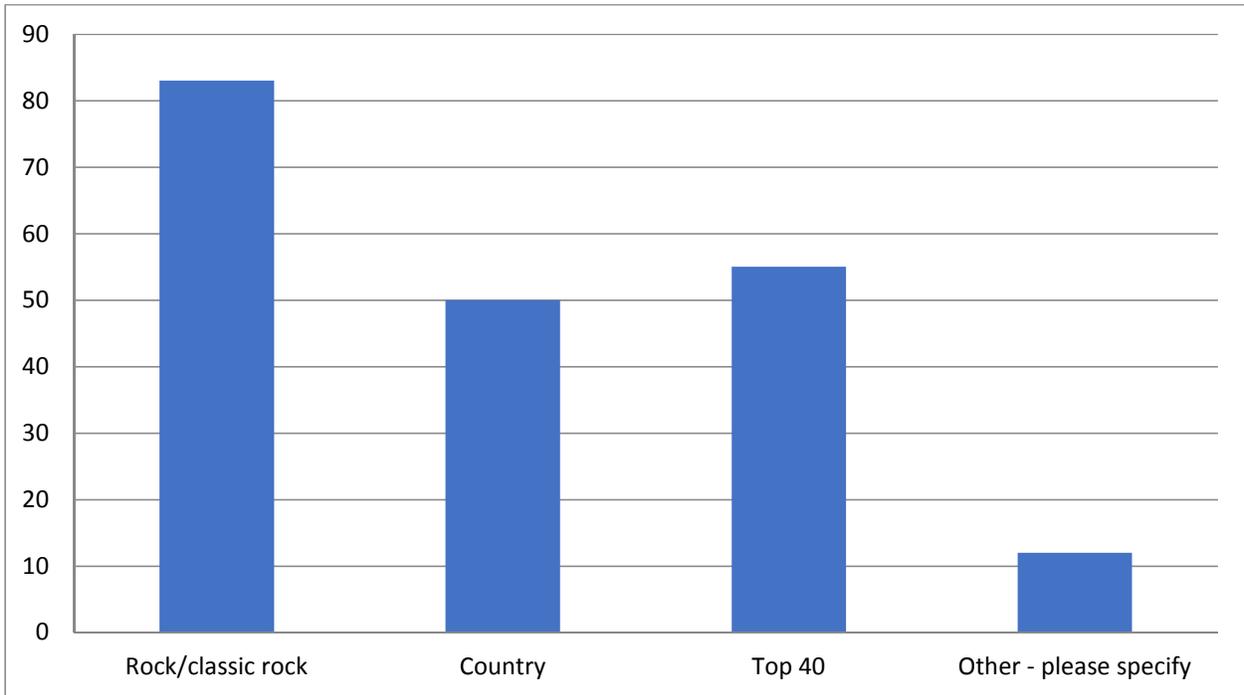


4. What times did you attend the Canada Day Festival? (select all that apply)



	Total	%
Morning (8 a.m. - just before Noon)	74	54.01%
Afternoon (Noon - just before 4 p.m.)	36	26.28%
Evening (4 p.m. - just before 8 p.m.)	28	20.44%
Night (8 p.m. - 11 p.m.)	26	18.98%
Just the 11 pm fireworks	20	14.60%
TOTAL BASE	137	

5. What genre(s) of music would you like to hear on the main stage of the Festival in the future? (Check all that apply)



	Total	%
Rock/classic rock	83	60.58%
Country	50	36.50%
Top 40	55	40.15%
Other - please specify	12	8.76%
TOTAL BASE	137	

6. What did you like most about the Festival?

I have a young family so we went for the parade and planned to stay for the activities but the weather derailed staying past the parade.
Music
The indoor activities were great for the kids.
Parade and fireworks
Parade.
The crowds were very small because it was raining most of the festival
Parade
The \$5 wrist bands
The variety of activities
Location
The activities for kids at South TD area.
It rained so much that we left early, we usually stay but it was too wet this year. We loved the parade.
No rain before 11am
The fireworks are always so fabulous
Michelle Wright and the fireworks
The happy Canadian spirit that comes alive in Sherwood Park on Canada Day!

Lots of variety of things to do and see
Atmosphere
A lot of variety
Fireworks
I only attended the parade and the fireworks. I thought both were wonderful and extremely well done as always.
Indoor activities
Nothing was happening...nothing to like except the location
food vendors/farmers market
Fireworks
accessibility and low cost
The parade and fireworks!
Michelle Wright & Fireworks
Location
Variety of activities
Parade
Parade and fireworks
Good family event, something for everyone.

Were only there briefly as it was pouring rain.
I didn't go - you did not have an option for that so I selected satisfied and 11 pm fireworks
For all ages
Location
the parade
Unfortunately, was rainout. Attended briefly.
parade (with no rain)
Meeting all the people
just the parade is all we are interested in.
I didn't go this year due to Reno work at home
The fireworks
There were adequate indoor activities
The whole event
Only attended parade.
The American Band just before the rain started.
Fireworks
The wax hands and massages.

parade!
That it is local
Spending time together with my family
My two year old LOVED watching the remote control truck racing.
Local
The atmosphere
The field activities
pancake breakfast
Waste of tax payers money
it was a good time to share with famies and friends
The atmosphere is great!
The parade was great.
to see all walks of life enjoying the day together
So well organized!
Parade
N/A
Friendly volunteers.
The parade

Parade and kids activities
Fireworks
The vendors
Venue
Farmers market
Family activities, convenient location
sense of community
I like the evenings. I do not have children, so many of the daytime activities do not apply.
Well organized, good info re parking, management of breakfast lineup
Vendors and local talent
The Parade
the location was good and food selection
Variety, location
The firework show was well done.
I worked as a volunteer. Very pleased with how organized the event was.
Unfortunately due to rain we only saw the parade and fireworks
Atmosphere

I could watch the fireworks from my bed. I didn't attend.
Parade
Lots of kid's activities
Fireworks
Organized and not crowded inside even though it rained
Community togetherness

6. Was there anything about the Festival that you think we could improve on? Please specify.

Hard to say this year! So much was rained out.
The weather - ha!
Control the weather? It's too bad it rained so much and caused so many of the activities to have to pack up early
Make sure you bring the sausages to the pancake breakfast next year!
Not at this time
Maybe I missed it but a rainout option for the farmers market.
Entertainment that appeals to a younger audience...both acts were more a 50+ type of audience, need to appeal to teens as well.

<p>Close the parade route earlier to traffic, we arrived at 9 am to get a spot and it was scary with traffic still coming thru with children sitting along the side of the road. Also, more floats that are actually decorated, the few that were there were great.</p>
<p>the weather. Too bad about that. Maybe larger outdoor tents next year.</p>
<p>Turn The pool parking lot lights should've been turned off for fireworks show</p>
<p>I think it's great.</p>
<p>Can the parade be a bit longer? No easy task, I know...</p>
<p>We will not be attending the pancake breakfast again - music is so loud we can't even talk. I don't mind that the talent isn't great, but to not be able to talk at all is insane, we aren't deaf. Mind you maybe after that we are.</p>
<p>Unfortunately, it started to rain heavily when we went after the parade and we left without spending any time on site.</p>
<p>More activities for toddlers</p>
<p>Be more prepared for a day of rain...</p>
<p>have alternate events inside when it rains. it was all young kid stuff which wasn't interesting at all.</p>
<p>cooler air in the arena's where the kids activities are</p>
<p>Great job, even with the rain!</p>

The parade should had started an hour earlier. It would have skipped the rain. I know it's hard to change the schedule but I think people would prefer it started earlier due to weather than having to run in the middle of the parade because of the rain.
More activities for adults
Bought a wrist band for teen but everything was closed.
Pancake breakfast line up was ridiculous
Not at this time.
Some plan for rainy weather, more things to do inside
I was hoping you would allow dogs. We were planning on going until we read online that you recommended animals to stay home. So we didn't go.
Need more individuals cooking at the breakfast very long lineups
Most everything. I will there with my grandchildren after it finished raining and other than the food vendors there was nothing there.
that stupid parade route that goes around the circle, very hard for large trucks/floats to manouver, and the people sit on the curb and won't move
Better stage bands
It's so boring. When my kids were toddlers they liked it but we do t go anymore cause they are bored. Not worth the crowds
Would it be possible to have more "back-up plans", in case of rain? (Maybe more field activities under tents?)

In the past there were more free activities for the kids. It's disappointing that the only activities for kids required ticket/wristband. In the past there were more craft type activities to entertain the kids. I understand the weather issues but all indoor was wristband/tickets.
nope; you can't stop the rain
Nope
Traffic control to allow for quicker pedestrian egress from the festival grounds (have already engaged Enforcement Services supervisors with ideas)
Missing sausage's at the pancake breakfast was a disappointment.
Parades must be scheduled earlier in the day
More parking
Farmers market should be indoors with more vendors. Disappointing market. Fireworks should be earlier so if u have to work the next day you can attend.
The change in the parade route created problems for parking for people not familiar with Sherwood Park.
Parade route
the ticketed items get extremely long lines. Perhaps a scheduled time slot, like Disney's Fast Pass, would work so more activities could be enjoyed with less time standing in line.

We ended up not going as we were not aware until about 2:30pm that the festivities were moved indoors due to the rain. Then it was too late on a work night to go to the fireworks at 11pm.
lineups for pancake breakfast!
More actives for older kids 12+
ONLY because of the rain, I was wishing there had been a second shuttle drop-off/pick-up closer to the Kinsmen Leisure Centre. It's not a complaint though - I was very grateful for the free shuttle offering.
Better control of lineups
not that we are aware
Cancel it
? it was good
The bus was late for the park and ride. We stood in the rain for 30 minutes waiting which was disappointing
More vendors for the farmers market, as it was much the same as last year.
Enforcement of parking bans. People without parking passes parked in front of my friend's house the whole day. So frustrating as we were having people over!
N/A

Put walkway mats over Sal's gravel track in areas where people are most likely to be walking (not just covering power cords). Example: it would have been useful by the pony rides this year.
When Canada Day is on a week day, consider having the fireworks to kick off the festivities so the kids can sleep in the next day
Weather updates on social media
Would like to see it somewhere else. It's very disruptive to the critters and birds that are nesting in the park. Late fireworks are very noisy and late for a night before a workday.
More tented structures
More free activities on the Broadmoor field. Years ago there were many bouncy castles for the kids plus other activities. The last few years the number of bouncy inflatables and other activities have slowly been declining. My son was disappointed the army wasn't in the parking lot this year. Why do we need tickets for the inflatables I'm the parking lot?
I really appreciated the handicapped parking area! It was not well publicized but I was lucky enough to hear about it. Without it I could not have attended.
it is just so weather dependent , it would be better if there were alternate plans for when it gets rained out.
It was tough with the rain, kudos to the organizers for trying to get activities inside!

I wouldn't attend the breakfast again - long wait for 2 small pancakes and coffee without cream
More sunshine!!! LOL
Order better weather!
I did not like the youth vaping and hanging out vaping at all, especially in the outdoors among the crowd/my young family --I don't go to these to activities to breathe in the vape smoke!!
Don't let it rain ;)
Location. The running track was a mud pit. Something needs to be done about it. To just rely on good weather is foolish.
no.
Many of the activities are aimed towards younger children (under 7) Would like more activities for older children (this is In/out from my 10 year old)
I did not attend the festival, was away otherwise would have
To congested

What's Next?

The survey responses will be used to assess the Strathcona County Canada Day Festival and to make improvements for future years.

More Information

Name: Nadine Wright, Recreation Analyst

Phone: 780-464-8176

Email: Nadine.Wright@strathcona.ca