

SCOOP

Strathcona County Recreation Events and Activities

DATE: **September 2020**



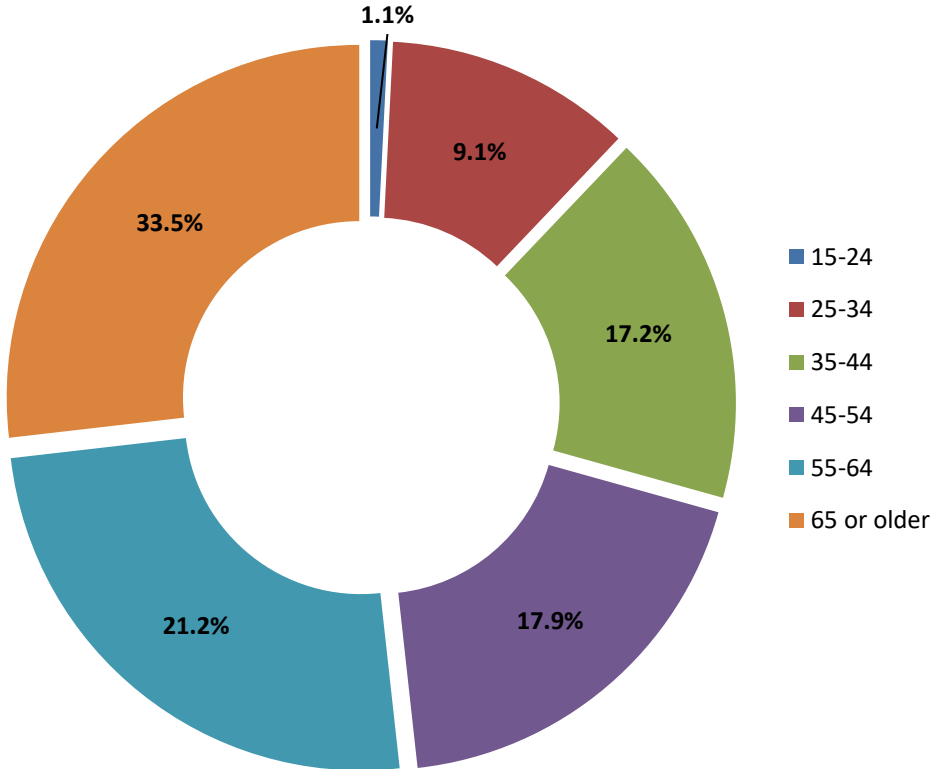
In September 2020, Strathcona County conducted a regular online survey as part of its Strathcona County Online Opinion Panel (SCOOP) initiative. This project consisted of different survey topics with a number of questions asked within each topic area. This survey was exclusive to residents who signed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

Survey Highlights

The September mixed-topic survey consisted of questions about the 2020 Virtual Canada Day event, other recreation events and questions on the Strathcona County Wilderness Centre. There were 467 responses to the mixed-topic survey.

WHO RESPONDED?

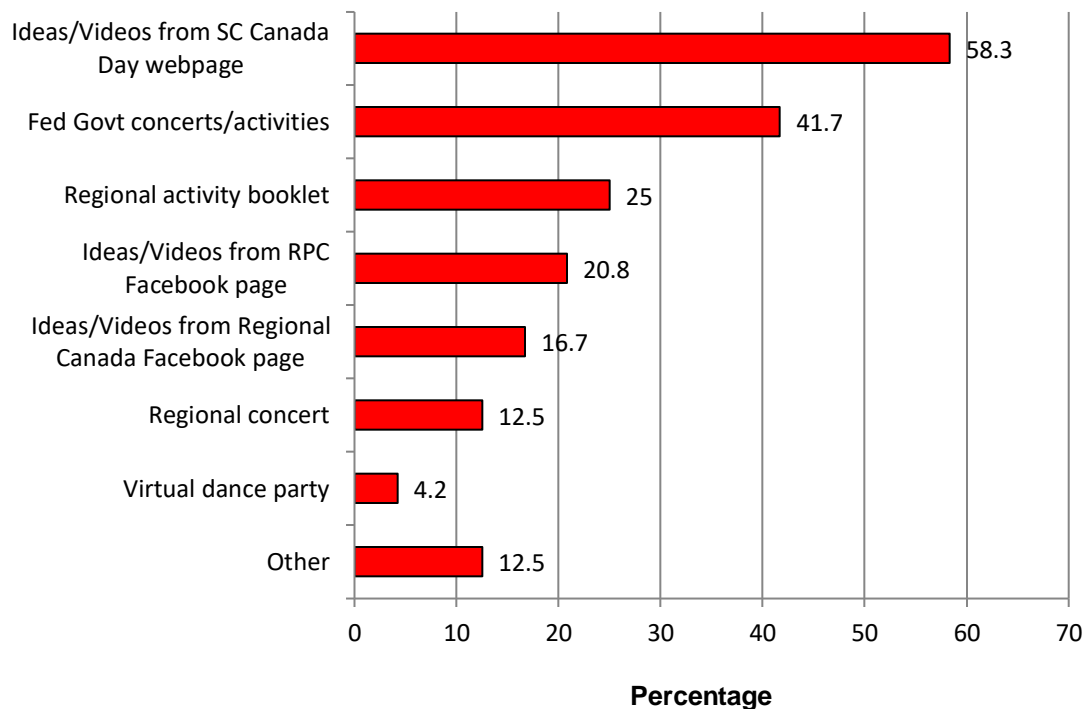
- 73.9% of the participants lived in Sherwood Park, 22.9% came from rural parts of Strathcona County, and the remaining 3.2% worked in Strathcona County but did not live there.
- 65.5% of the participants were female while 34.5% were male.
- The age group breakdown of the survey respondents is shown below.



Virtual Canada Day Event

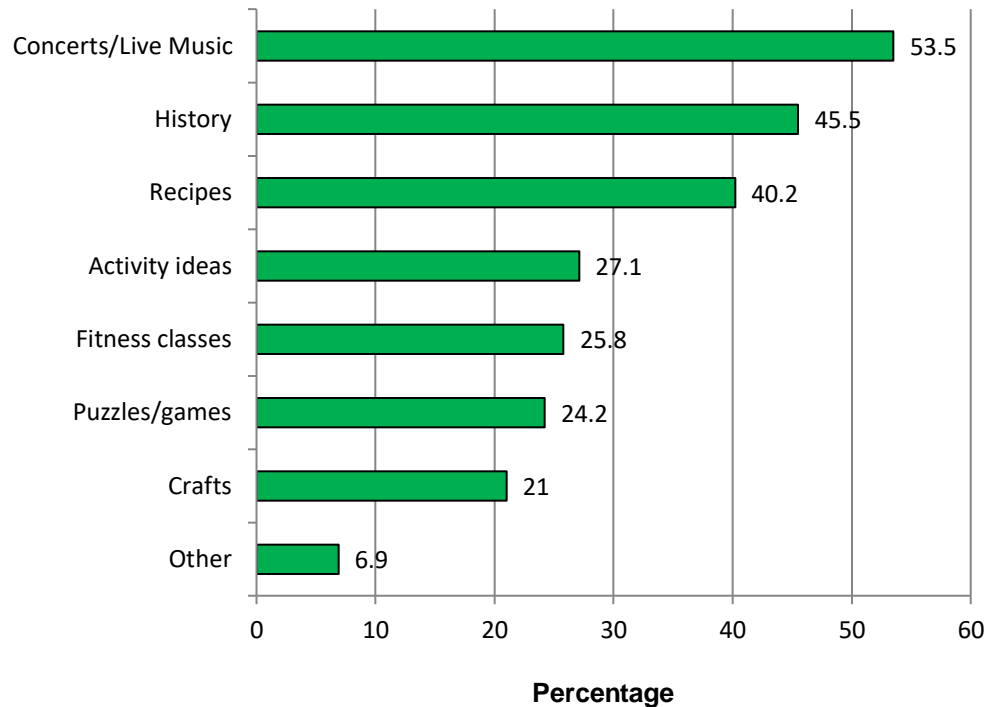
- A series of questions were asked about the virtual Canada Day event sponsored by Recreation, Parks and Culture earlier this year. Of these people, 6.4% (or 25 people) had taken part in some of the online festivities that were offered during Canada Day 2020. Of those who did not, frequently mentioned reasons included: Being away or busy with other things that day (16.9%); COVID (3.7%); didn't know about it (19.4%); not interested in it (21.1%); not interested in virtual events (18.1%) or would prefer it as an in-person event (5.4%).
- Those people who had taken part in the Canada Day virtual event were asked to indicate which activities or resources they accessed when doing so. A breakdown of these options is shown below.

Activities or Resources Accessed



- All respondents were then asked to indicate the kinds of activities that they would like to see with any potential future online/virtual events. The results are shown on the next page. A variety of ideas were confirmed by the list of options presented to respondents, with the most popular option being concerts/live music, followed by history presentations and recipes. Other suggestions put forward included making use of artists and artisans, having comedians/comic acts, trivia games and virtual escape rooms.

Type of Activities for Potential Future Online/Virtual Events



Other Recreation, Parks and Culture Events

- 41.6% indicated that they would feel comfortable participating in activities related to indoor public County events if all of the guidelines suggested by Alberta Health Services were followed.
- 56% would be willing to pre-register to confirm a spot for something like this year's New Year's Eve event, while an additional 22% were unsure about doing so. When asked if they would be willing to make a \$2 donation (per attendee) to the **Everybody Gets to Play** program in order to hold a spot at an event, 61.5% would do so, while 24.3% would not. The remaining 14.2% were not sure.
- People were also asked if they would feel comfortable attending an outdoor public event this year, assuming all recommendations put forward by Alberta Health Services were followed. Overall, 73.4% said they would, while 9.2% would not. The remaining 17.4% were not sure.

- Of the ones who thought they would feel comfortable (or were not sure) about attending an outdoor event, potential events were presented. These are ranked by respondents from first choice to third choice and are shown in Table 1 below.

**Table 1
Preferences for Outdoor Events***

Event	Rankings		
	1	2	3
Outdoor winter skating	66.1%	18.6%	15.3%
Drive-thru display	48.1%	34.2%	17.7%
Outdoor fire pits	32.6%	36.2%	31.2%
Live entertainment - physically distant	29.1%	33.9%	37.0%
Take home crafts or activities	18.5%	27.8%	53.7%
Snow maze	17.2%	47.0%	35.8%
Interactive lighting	14.8%	41.8%	43.4%
Winter games	2.1%	27.7%	70.2%

*Percentages add up to 100% by rows.

- People were also asked whether they would be interested in pre-registering to confirm a spot at a community/recreation event such as New Year’s Eve (given that capacity for such events would be greatly limited). Overall, 59.4% said they would, while 20.2% would not. The remaining 20.4% were not sure. People were then asked if they would be willing to make a \$2 donation (per attendee) to the Everybody Gets to Play program in order to hold your spot at a community event, 59.1% would do so, while 24.1% would not. The remaining 16.9% were not sure.
- Finally, people were asked whether they would feel comfortable attending a contact-free outdoor public event this year (such as a drive-through programming) on the basis that guidelines established by Alberta Health

Services were followed. This proved more popular, as 78.3% said yes compared to 7.2% who said no. The remaining 14.5% were not sure.

Strathcona Wilderness Centre

- People were presented with a list of different activities that could be offered at the Strathcona Wilderness Centre and were then asked to pick up to five that they would be interested in pursuing. There were 21.7% who had no choices. Of the ones who had, Table 2 presents how each was ranked in order of preference (with the percentages adding up to 100 by rows).

**Table 2
Wilderness Centre Activity Preferences**

Event	Preferences				
	1	2	3	4	5
Play disc golf	42.2%	16.7%	13.7%	11.8%	15.7%
Come with children to learn how to read a map and discover different animals and their superpowers	36.4%	23.3%	14.0%	10.9%	15.5%
Learn what to do if you are lost in the woods	35.4%	14.4%	18.7%	19.1%	12.4%
Learn how to orienteer with a compass	21.8%	33.0%	20.8%	11.2%	13.2%
Learn how to find a geocache	19.8%	28.7%	21.6%	18.6%	11.4%
Learn to tie dye	17.8%	15.1%	26.0%	21.9%	19.2%
Build a shelter you can sleep in	14.4%	21.3%	26.3%	21.3%	16.9%
Build a campfire and make wildlife footprints	10.1%	26.6%	21.6%	23.0%	18.7%

- Next, people were presented with a list of different athletic and sport activities that one could participate at the Strathcona Wilderness Centre or parks around the County. There were 20.7% who had no choices. Of the ones who had, Table 3 presents how each was ranked in order of preference (with the percentages adding up to 100 by rows).

**Table 3
Wilderness Centre Activity Preferences**

Event	Preferences				
	1	2	3	4	5
Go on a walk with an interpreter to learn about the Beaver Hill Biosphere	52.6%	28.9%	12.9%	4.4%	1.2%
Explore the trails by walking a different trail each week with a leader	38.6%	38.2%	14.5%	7.3%	1.4%
Join fall training designed to help you get fit for x-country skiing this winter (ages 9-15 or 16-adult)	29.9%	19.1%	26.8%	7.6%	16.6%
Have a children's birthday party outdoors	13.9%	21.3%	16.7%	25.0%	23.1%
Participate in games for children	12.7%	17.3%	18.2%	24.5%	27.3%

- The last question in the survey asked people to rank the top five outdoor activities that they would be interested in doing at the Strathcona Wilderness Centre. Table 4 presents how each was ranked in order of preference (with the percentages adding up to 100 by rows):

**Table 4
Wilderness Centre Outdoor Activity Preferences**

Event	Preferences				
	1	2	3	4	5
Learn about outdoor photography	39.5%	24.6%	16.8%	10.2%	9.0%
Learn about what lives in a wetland and go pond dipping in the fall	37.6%	19.7%	17.9%	13.7%	11.1%
Learn how to make a duck from cattails	37.3%	22.4%	14.9%	13.4%	11.9%
Learn how to use a compass	33.3%	21.4%	16.2%	14.5%	14.5%
Go on a digital photo scavenger hunt with a list supplied by SWC	29.4%	28.6%	21.0%	6.7%	14.3%
Participate in a socially distance family campfire program; sing songs and skits, bring your own beverages and snacks	24.5%	26.4%	18.9%	18.9%	11.3%
Cook over a campfire (bring your own food: SWC supplies the food list and the campfire pit)	22.1%	29.8%	24.0%	10.6%	13.5%
Learn how to use a knife safely as a tool in the outdoors	19.7%	26.3%	18.4%	17.1%	18.4%
Discover what lives in the forests and trees	19.2%	23.8%	22.5%	21.9%	12.6%
Go on a nature scavenger hunt with a list supplied by SWC	18.5%	27.7%	25.2%	21.0%	7.6%

What's Next?

The SCOOP Mixed Topic Surveys usually run monthly and cover a variety of topics. Our next Mixed Topic Survey results will feature topics covered in our October 2020 release.