

# WinterCityYXE Survey Report

April 2018

Prepared for:  
CITY OF SASKATOON  
222 - 3rd Avenue North  
Saskatoon SK S7K 0J5

Submitted by:  
FAST CONSULTING  
117 - 3rd Avenue South  
Saskatoon, SK S7K 1L6



# Contents

<b>Executive Summary.....</b>	<b>1</b>
WinterCityYXE Survey.....	2
Highlights .....	2
<b>Results.....</b>	<b>4</b>
Awareness of Winter Events & Amenities .....	5
Attendance .....	6
Use of Amenities .....	7
Barriers to Participation .....	8
Awareness of Warm Up Locations.....	9
Awareness of Winterized Washrooms .....	9
Attitudes towards Winter .....	10
Attitudes towards Opportunities .....	11
Communication .....	12
Communication Channels – Major Events.....	13
Communication Channels –Smaller Events & Amenities.....	14
Snow Angel Program.....	15
Warm Holidays .....	16
<b>Demographics &amp; Methodology .....</b>	<b>17</b>
Demographics .....	18
Survey Methodology .....	19

# WinterCityYXE Survey Executive Summary



*Cameco Meewasin Skating Rink, photo City of Saskatoon*

# WinterCityYXE Survey

On behalf of WinterCityYXE, Fast Consulting conducted an online survey of 470 adult residents of Saskatoon to better understand people’s awareness of winter events and activities in the city, as well as participation levels and perceived barriers to participation. Survey results will assist City leaders in partnering with community groups to develop a Winter City Strategy that helps residents, businesses and visitors embrace winter in Saskatoon.

## Highlights

### Saskatoon’s Best Known Winter Events

- › The Enchanted Forest and WinterShines are Saskatoon’s two best known winter events—97% of respondents are aware of the Enchanted Forest and 73% are aware of WinterShines.
- › Over half (57%) of respondents are aware of Crokicurl, a new event held at the top of the Broadway Bridge.

### Saskatoon’s Best Known Winter Facilities

- › The Cameco Meewasin Skating Rink is Saskatoon’s best known winter facility—86% of respondents are aware of the rink in downtown Kiwanis Park.
- › Nearly half (43%) of respondents are aware of Saskatoon’s winter warming huts, located at WinterShines, Kona Wanuskewin Winter Festival and on Spadina Crescent.

### Saskatoon’s Most Attended Winter Events

- › According to the WinterCity YXE survey, the Enchanted Forest was the most-attended winter event in Saskatoon this past year, with nearly half (45%) of respondents attending.
- › Approximately 15% attended a winter event hosted by their local Community Association, 13% attended WinterShines and 10% participated in Crokicurl. Approximately 7% went to Winterruption, 6% to Kona Wanuskewin Winter Festival.

### Saskatoon’s Most Used Winter Facilities

- › The Cameco Meewasin Skating Rink is Saskatoon’s most used winter facility—21% of respondents used the rink this winter. Approximately 9% used the winter warming huts and 5% used the River Landing Fire Vessel.



Saskatoon Zoo Foundation



WinterCityYXE



Tourism Saskatoon



Saskatchewaner



WinterCityYXE



WinterCityYXE

### 6 out of 10 Use City Parks in Winter

---

- More than half (59%) of respondents used City of Saskatoon parks this past winter, while 50% used walking trails.
- Approximately 22% of respondents used neighbourhood or Community Association outdoor skating rinks, while 19% used indoor skating rinks and 10% used private or backyard rinks.
- Approximately 21% used biking trails and 11% used cross country ski trails.

### 8 out of 10 Say Cold Weather Is a Barrier

---

- Eight out of ten respondents (79%) say that cold weather kept them from attending winter events, participating in winter activities or using winter facilities in Saskatoon.
- Lack of awareness is also an issue, with nearly half (48%) of respondents saying that not knowing about winter events, activities or facilities kept them participating this year.
- Approximately 15% say disability/mobility challenges were a barrier to participation, while access challenges were a barrier for 12%.

### 3 out of 10 Like Winter, Snow

---

- Saskatoon residents are almost evenly divided on their attitude towards winter in Saskatoon—32% like it, 38% dislike it and 30% are ambivalent.
- Saskatoonians are also divided on their attitude towards snow—31% like it, 39% don't like it and 30% are ambivalent.

### 5 out of 10 Like Winter Festivals and Events

---

- Close to half (47%) of respondents like winter festivals and events, while over a third like winter activities (36%) and winter sports (34%).

### 8 out of 10 Agree Saskatoon Offers Many Winter Opportunities

---

- Eight out of 10 respondents agree Saskatoon offers a number of opportunities for participation in outdoor winter sports (78%) and winter activities (77%).
- Three-quarters (75%) agree Saskatoon offers a number of winter festivals and events to attend or participate in.

### 7 out of 10 Agree There's A Lot to Do in Saskatoon in Winter

---

- Seven out of ten (69%) agree there's a lot to do in Saskatoon in the winter.

### 6 out of 10 Agree Saskatoon is Easy to Get Around in Winter

---

- Six out of ten (59%) respondents agree that Saskatoon is an easy city to get around in during the winter.

### 56% Aware of Snow Angel Program

---

- More than half of respondents (56%) are aware of the City of Saskatoon's Snow Angel Program.
- Six out of ten respondents (61%) say they (or someone from their household) has helped clear snow from their neighbour's sidewalk this past winter, while five out of ten (53%) say a neighbour helped clear snow from their sidewalk.

# WinterCityYXE Survey Results



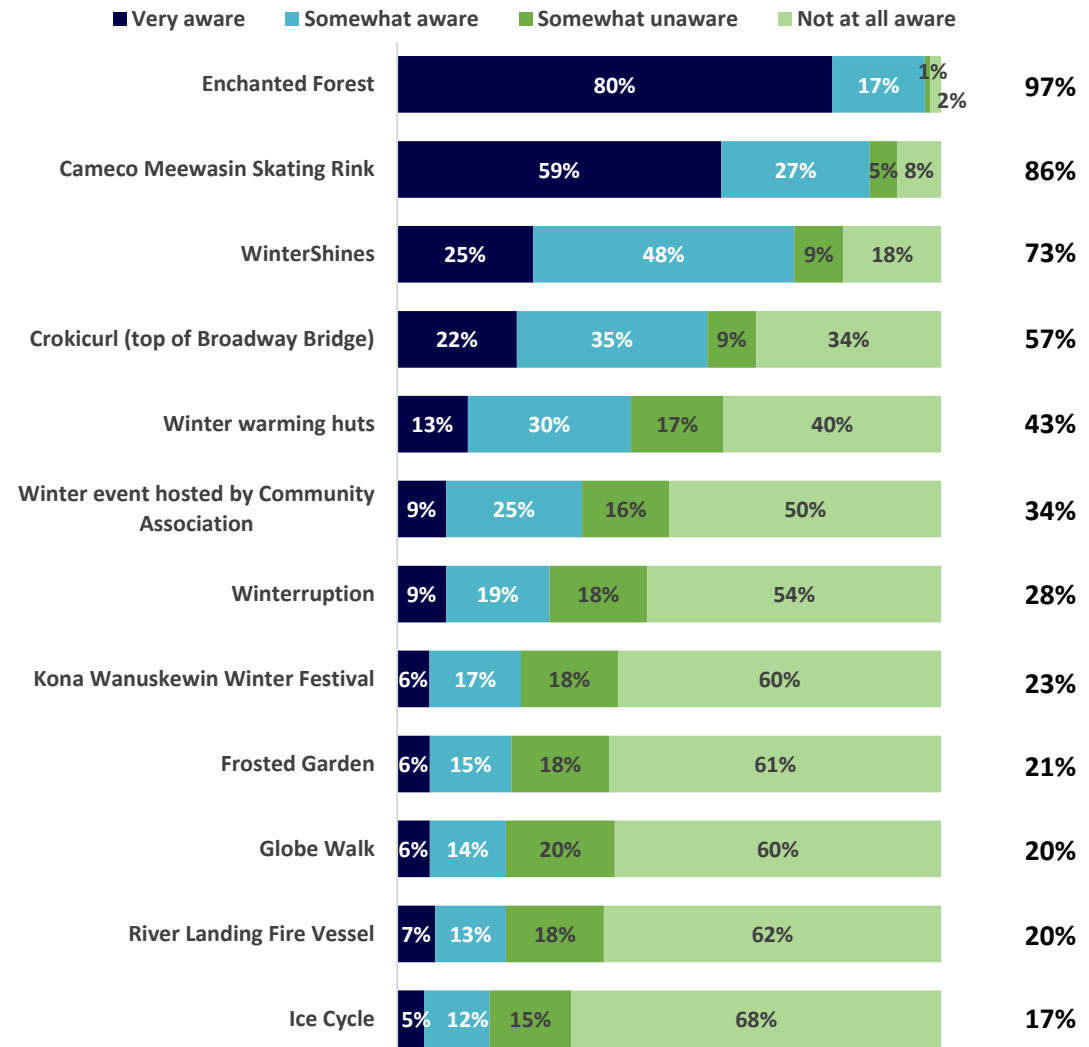
*Toboggan hill at Diefenbaker Park, photo City of Saskatoon*

## Awareness of Winter Events & Amenities

Q. Are you aware of the following winter events, facilities or programs in Saskatoon?

- Nearly all (97%) respondents are aware of the Enchanted Forest, with 80% 'very aware' of it.
- The large majority (86%) are aware of Cameco Meewasin Skating Rink (59% 'very aware'), while the majority (73%) are aware of WinterShines.
- Over half (57%) are aware of Crokicurl, a new event held at the top of the Broadway Bridge.
- Close to half (43%) are aware of winter warming huts located at WinterShines, Kona Wanuskewin Winter Festival and Spadina Crescent locations.
- A third (34%) are aware of winter events hosted by their local Community Association.
- Approximately 28% are aware of Winterruption and 23% are aware of Kona Wanuskewin Winter Festival.
- Approximately a fifth are aware of the Frosted Garden (21%), Globe Walk (20%), River Landing Fire Vessel (20%) and/or Ice Cycle (17%).

### Large Majority Aware of Enchanted Forest, Meewasin Rink, WinterShines

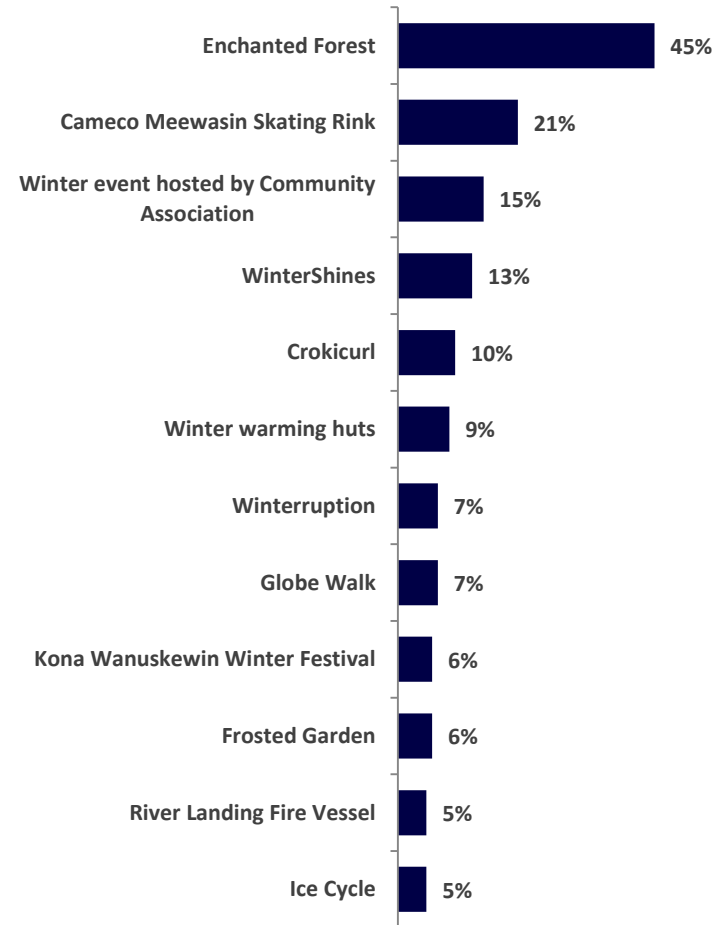


## Attendance

Q. Did you or anyone from your household go/use the following winter events, facilities or programs this year?

- According to the WinterCity YXE survey, the Enchanted Forest was the most-attended winter event in Saskatoon this past year, with nearly half (45%) of all respondents saying they attended.
- Approximately 21% of all respondents went to the Cameco Meewasin Skating Rink this past winter.
- Approximately 15% attended a winter event hosted by their local Community Association, 13% attended WinterShines and 10% participated in Crokicurl.
- Approximately 9% of respondents used the winter warming huts at WinterShines, Kona Wanuskewin Winter Festival or Spadina Crescent and 5% used the River Landing Fire Vessel.
- Approximately 7% went to Winterruption, 6% went to the Kona Wanuskewin Winter Festival and 6% went to the Frosted Garden, while 5% participated in Ice Cycle.
- Approximately 7% of respondents say they or someone in their household went to other winter events in the city, including Blades hockey games, Festival of Trees, Blues Festival and various community events.

### Enchanted Forest Most-Attended Winter Event in Saskatoon



\*Multiple response allowed

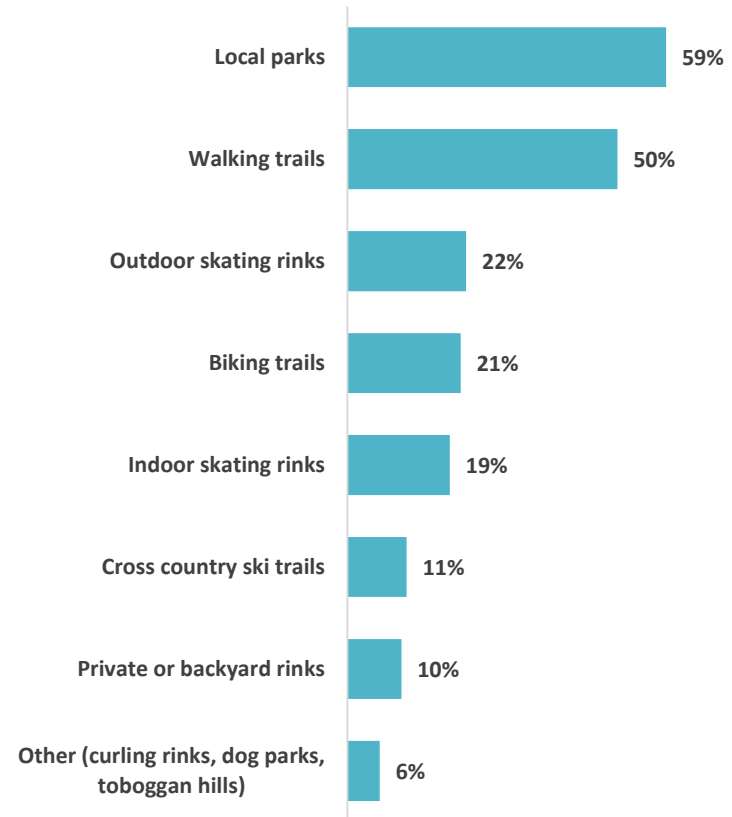


## Use of Amenities

Q. Did you or anyone in your household use any of the following amenities this year?

- The WinterCityYXE survey shows that Saskatoon residents are using a number of outdoor winter amenities.
- Over half (59%) of respondents used local City of Saskatoon parks this past winter.
- Half (50%) used walking trails in the city.
- Respondents are almost equally likely to use outdoor rinks as indoor rinks—22% say they used neighbourhood or Community Association outdoor skating rinks this past winter, while 19% used indoor skating rinks. Approximately 10% used private or backyard rinks.
- Two out of ten respondents (21%) used biking trails this winter, while one out of ten (11%) used cross country ski trails.
- The 6% who used ‘other’ amenities say they used curling rinks, dog parks and toboggan hills.

### 6 out of 10 Used Parks, 5 out of 10 Used Walking Trails this Winter



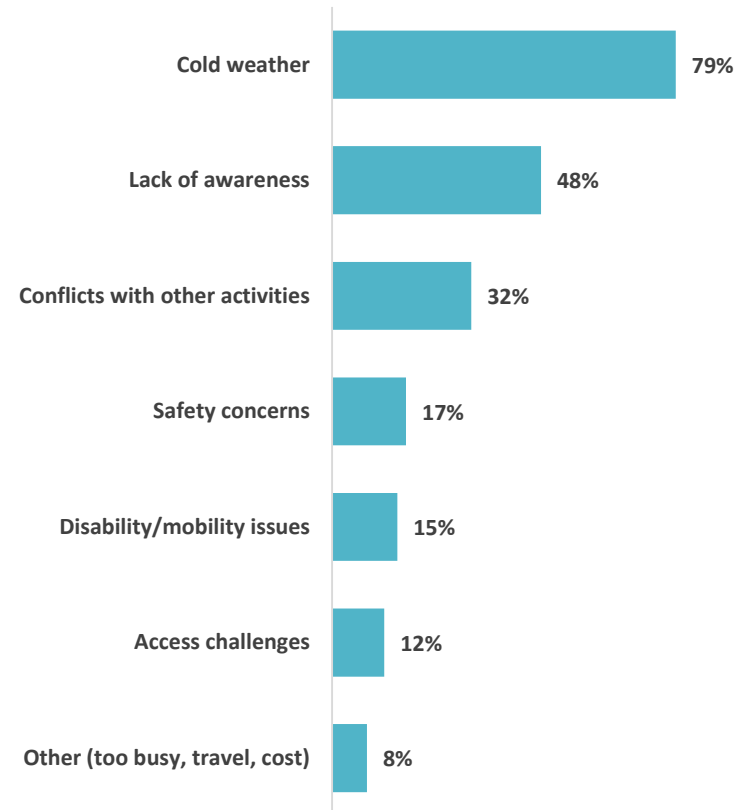
\*Multiple response allowed

## Barriers to Participation

Q. Do any of the following keep you from attending winter events, participating in winter activities or using winter facilities?

- Eight out of ten respondents (79%) say that cold weather keeps them from attending winter events, participating in winter activities or using winter facilities in Saskatoon.
- Lack of awareness is also an issue, with nearly half (48%) of respondents saying that not knowing about winter events, activities or facilities kept them participating this year.
- A third (32%) of respondents say conflicts with other activities kept them from participating.
- Approximately 17% cite safety issues as a reason for not attending events or using winter facilities.
- Disability/mobility challenges were a barrier to participation for 15% of respondents, while access challenges were a barrier for 12%.
- Among the 8% who cite 'other' issues, the most frequently mentioned are too busy, travel and cost.

### 8 out of 10 Say Cold Weather is a Barrier to Participation

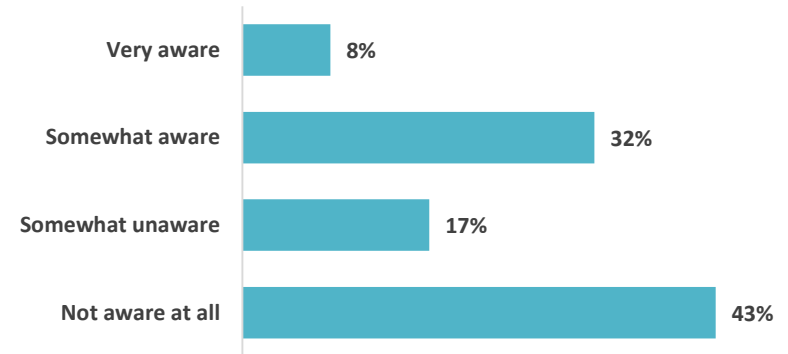


### Awareness of Warm Up Locations

Q. Are you aware there are warm up locations in Saskatoon as part of Saskatoon's Cold Weather Strategy?

- Four out of ten respondents (44%) are aware there are warm up locations in Saskatoon as part of the city's Cold Weather Strategy.

#### 40% Aware of Warm Up Locations

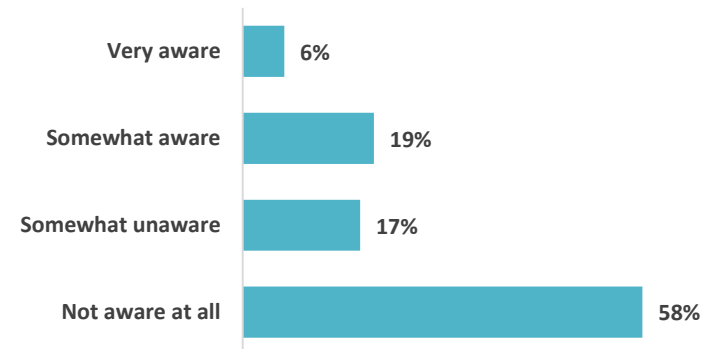


### Awareness of Winterized Washrooms

Q. Are you aware there are winterized washrooms in some Saskatoon parks?

- One quarter (25%) of respondents are aware there are winterized washrooms in some Saskatoon parks.

#### 25% Aware of Winterized Washrooms in Parks

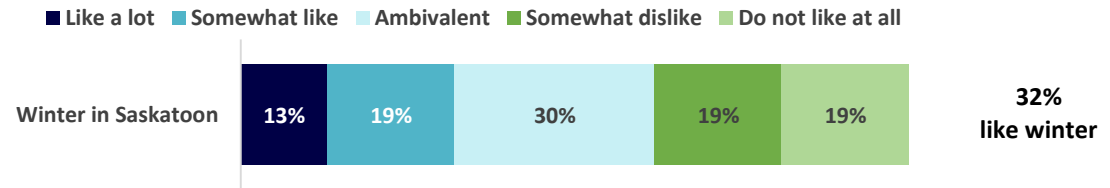


# Attitudes towards Winter

Q. How much do you like winter in Saskatoon?

- Saskatoon residents are divided in their attitude towards winter—a third (32%) like it, 38% dislike it and 30% are ambivalent.

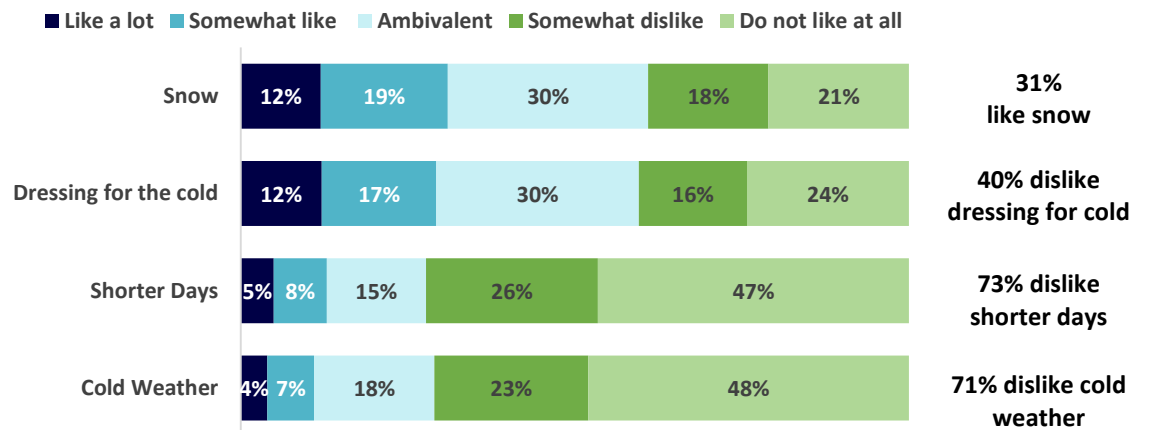
## Attitudes towards Winter



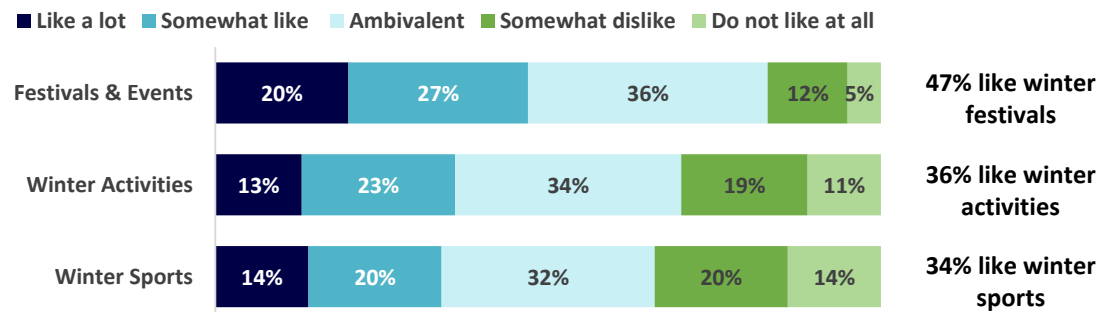
Q. How much do you like each of the following elements of winter in Saskatoon?

- Saskatoonians are also divided on their attitude towards snow—31% like it, 39% dislike it and 30% are ambivalent.
- While 40% of Saskatoonians don't like dressing for the cold, 29% say they do and 30% are ambivalent.
- The large majority of respondents dislike the shorter days (73%) and cold weather (71%) that comes with winter.
- Close to half (47%) of respondents like winter festivals and events, while over a third like winter activities (36%) and sports (34%).

## Attitudes towards Snow & Cold



## Attitudes towards Winter Events & Activities

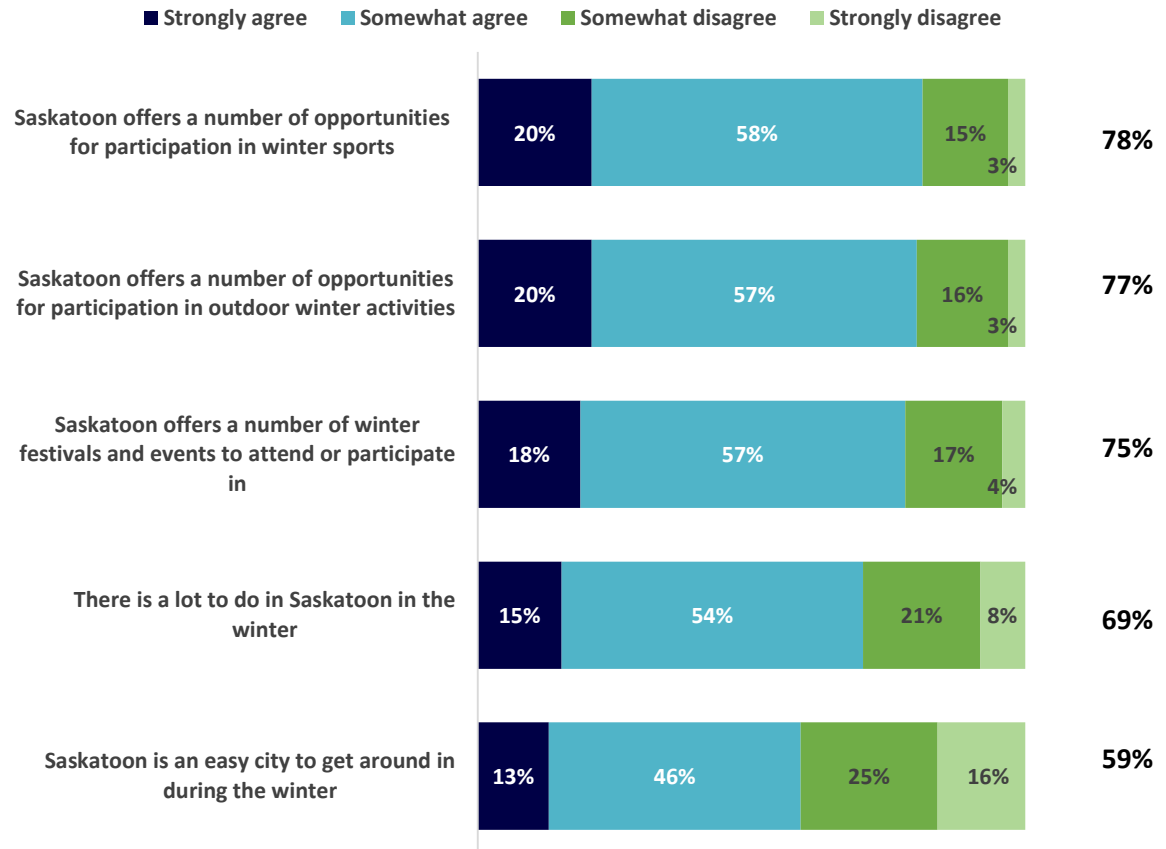


# Attitudes towards Opportunities

Q. How much do you agree with the following statements?

- Eight out of 10 respondents agree Saskatoon offers a number of opportunities for participation in winter sports (78%) and outdoor winter activities (77%).
- Three-quarters (75%) agree Saskatoon offers a number of winter festivals and events to attend or participate in.
- Seven out of ten (69%) agree there's a lot to do in Saskatoon in the winter.
- Six out of ten (59%) agree that Saskatoon is an easy city to get around in during the winter.

## Majority Agree Saskatoon Offers Many Winter Opportunities



## Communication

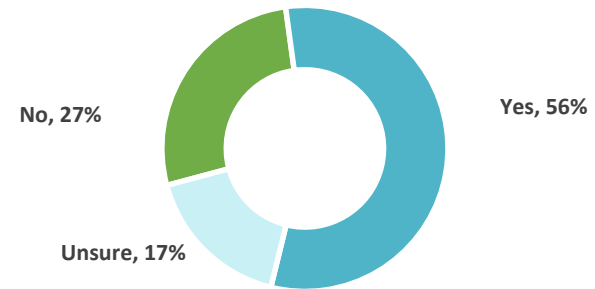
Q. Do you recall seeing or reading messages promoting winter activities and events in Saskatoon this winter?

- More than half (56%) of respondents remember seeing or reading messages promoting winter activities and events in Saskatoon this winter.

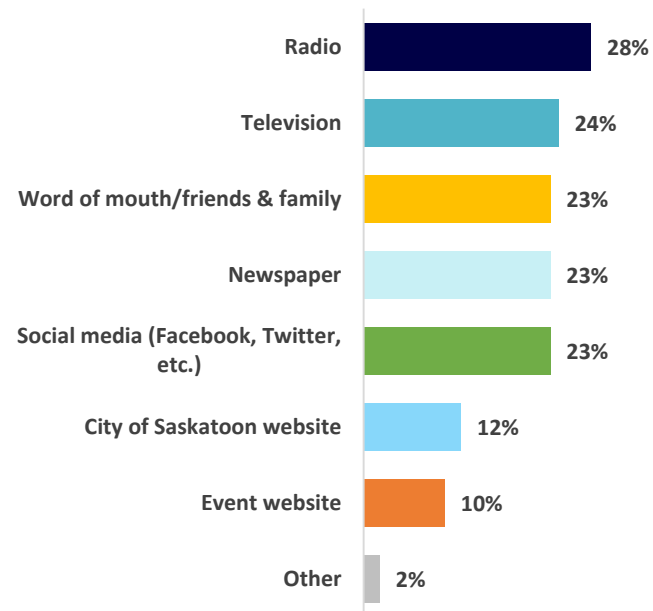
Q. In general, where do you look to find information about winter activities and events in Saskatoon?

- Saskatoon residents use a variety of communication channels to find information on winter activities and events.
- At 28%, radio is the most frequently mentioned information source, but only by a small margin.
- Roughly equal numbers of respondents find information on television (24%), by word of mouth (23%), in newspapers (23%) and or social media (23%).
- Approximately one out of ten respondents will look on the City of Saskatoon website (12%) or an event website (10%).
- ‘Other’ communication channels include City of Saskatoon activities guides and email alerts as well as outdoor banners, billboards and busboards.

### Over Half Recall Messages Promoting Winter Activities, Events



### Residents Use Multiple Channels to Find Information



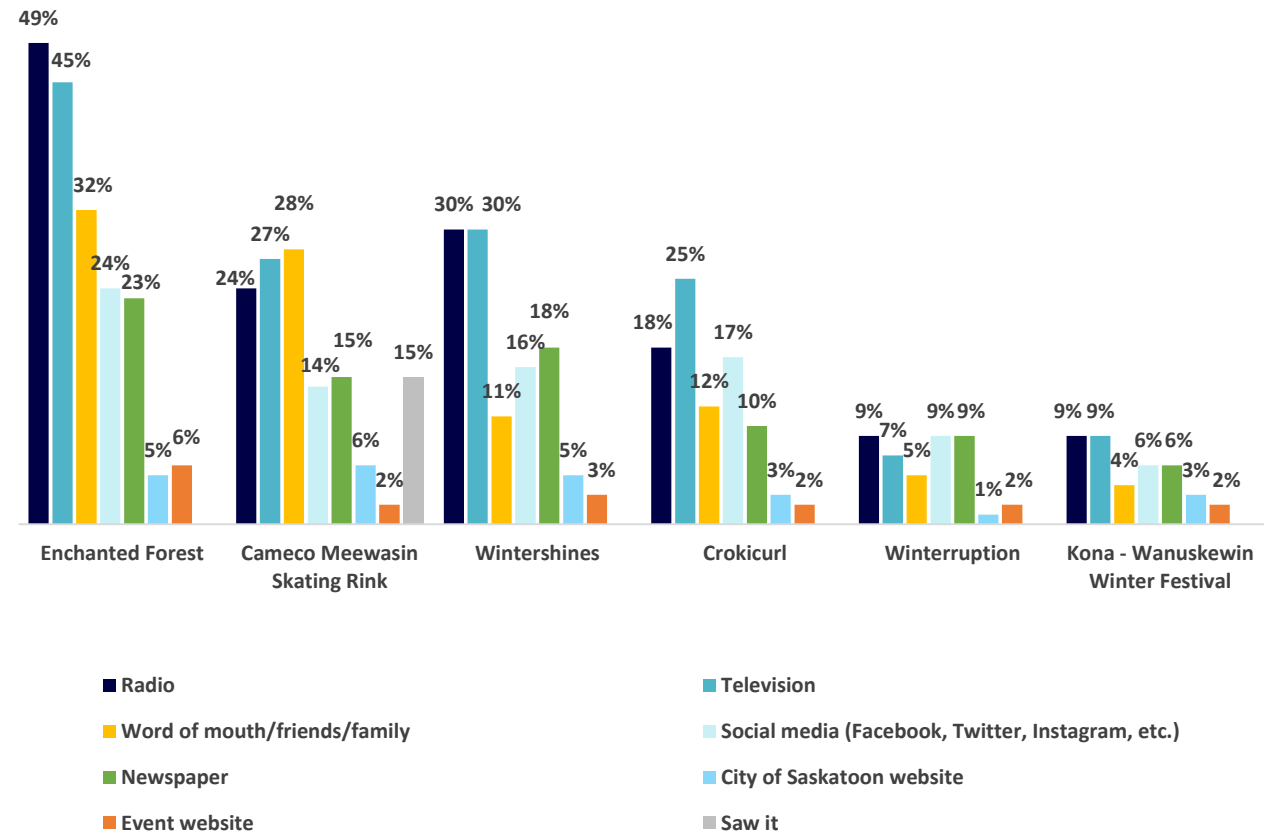
\*Multiple response allowed

## Communication Channels – Major Events

Q. How did you learn about winter events or amenities?

- Respondents appear to use multiple communication channels to learn about major winter events and amenities.
- Radio and TV are the top two ways of learning about the Enchanted Forest, WinterShines, Crokicurl and Kona Wanuskewin Winter Festival.
- Word of mouth is also important, particularly for learning about the Cameco Meewasin Skating Rink.
- Social media and newspapers round out the top five most frequently mentioned communication channels.
- A small percentage of respondents also say they visit the City of Saskatoon and/or event websites for information.

### People Use Multiple Communication Channels to Learn About Major Winter Events, Amenities



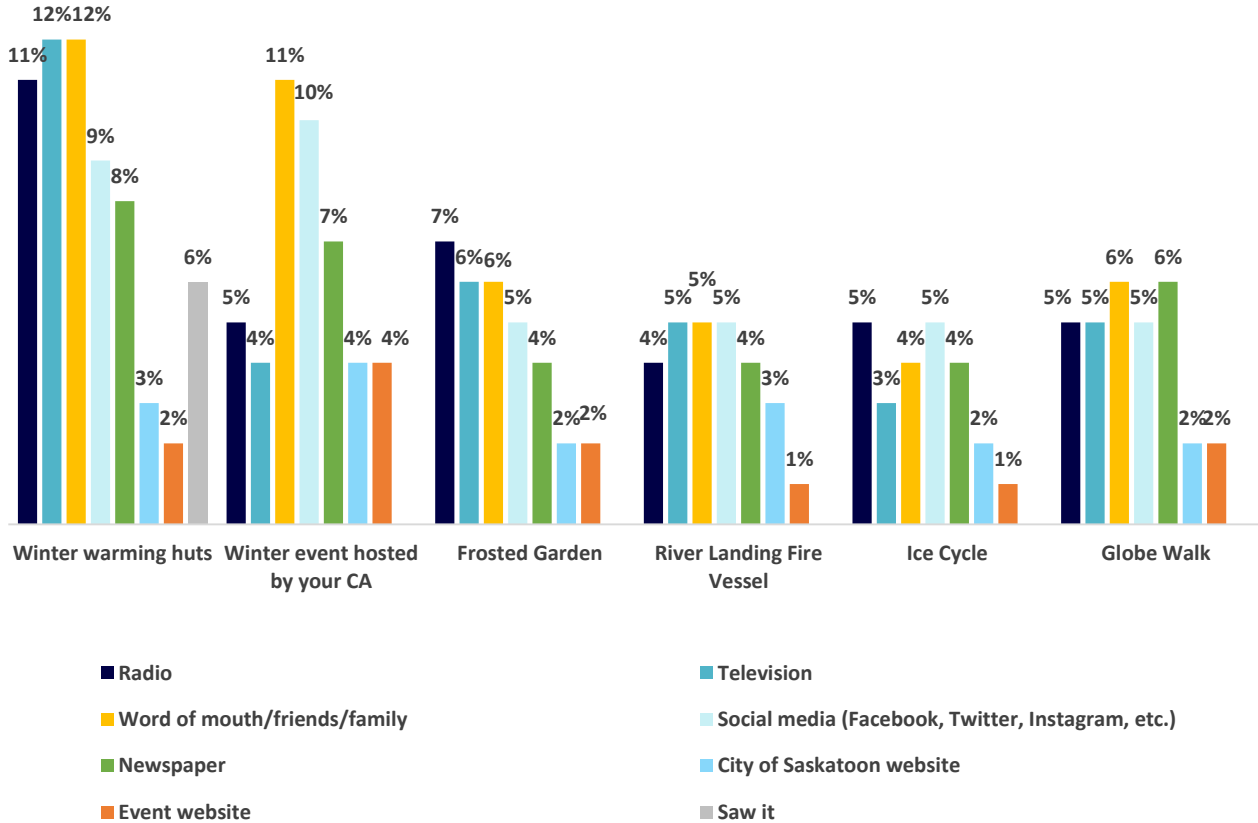
\*Multiple response allowed for each event/amenity

**Communication Channels –Smaller Events & Amenities**

Q. How did you learn about winter events or amenities?

- Respondents also use a variety of communication channels to learn about winter amenities and smaller events.
- Radio and TV are still important channels, but word of mouth and social media appear to play an equally important role— particularly for learning about winter events hosted by their local community association.

**Word of Mouth, Social Media Play Important Communication Role for Amenities, Smaller Events**



\*Multiple response allowed for each event/amenity

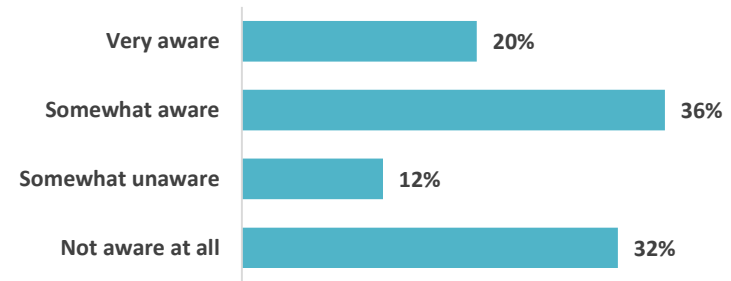


## Snow Angel Program

Q. Are you aware of the City of Saskatoon’s Snow Angel Program?

- More than half of respondents (56%) are aware of the City of Saskatoon’s Snow Angel Program.

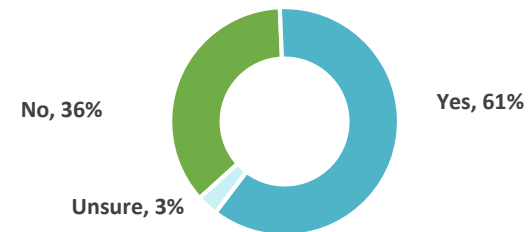
### 56% Aware of Snow Angel Program



Q. Did you or anyone from your household help clear snow from a neighbour’s sidewalk this winter?

- Six out of ten respondents (61%) say they, or someone from their household, helped clear snow from their neighbour’s sidewalk this past winter.

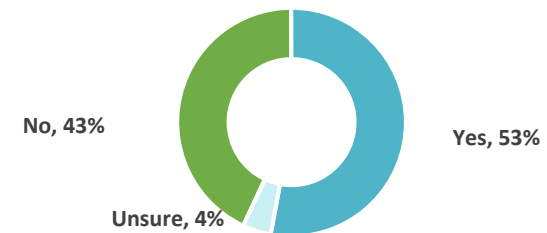
### 6 out 10 Helped Neighbour Clear Sidewalk Snow



Q. Did a neighbour help clear snow from your sidewalk this winter?

- Five out of ten respondents (53%) say a neighbour helped clear snow from their sidewalk this past winter.

### 5 out 10 Had Neighbour Help Them Clear Sidewalk Snow



## Warm Holidays

Q. Did you travel to a warm destination to get away from winter this year?

- One-third of Saskatoon residents say they travelled to a warm destination to get away from winter this year.

Q. How long were you away?

- The large majority (77%) of respondents who travelled to a warm destination spent 1 to 2 weeks away from Saskatoon.
- Another 13% were gone a large part/majority of the winter.

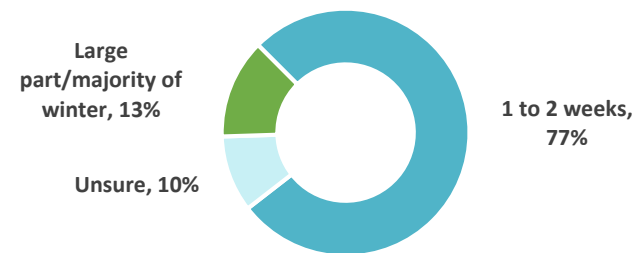
### 33% Travelled to Warm Destination this Winter

---



### 8 out of 10 Were Away 1-2 Weeks

---



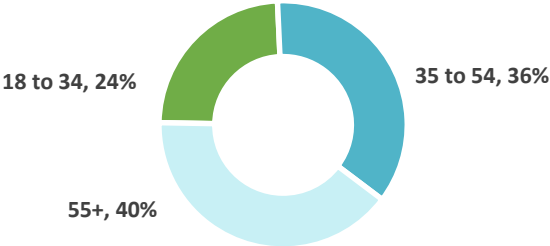
# WinterCityYXE Survey Demographics & Methodology



*Cameco Meewasin Skating Rink, photo City of Saskatoon*

# Demographics

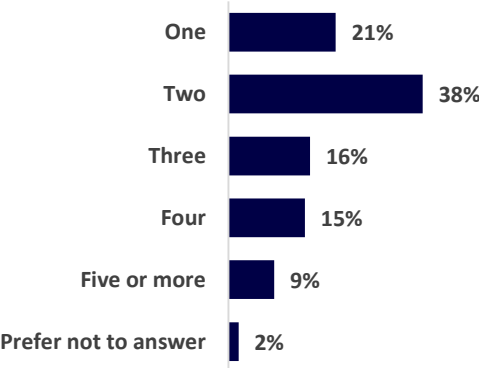
## AGE



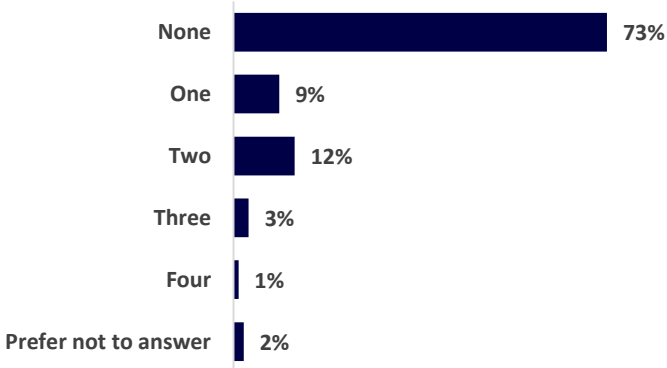
## GENDER



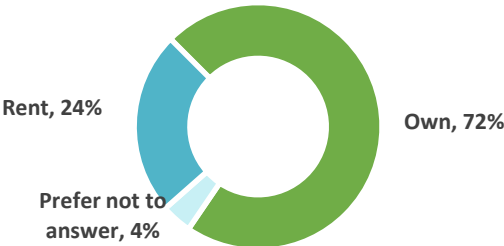
## NUMBER OF PEOPLE LIVING IN HOME



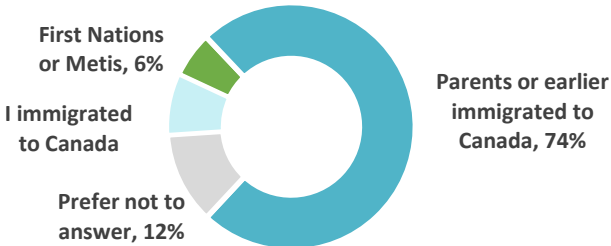
## NUMBER OF CHILDREN UNDER AGE 18 LIVING IN HOME



## OWN OR RENT HOME



## CULTURE/HERITAGE



## Survey Methodology

The objective of the WinterCityYXE online survey is to better understand Saskatoon residents' awareness of winter events and activities, as well as their participation in those events and activities. Results will assist City leaders in partnering with community groups to develop a Winter City Strategy that helps residents, businesses and visitors embrace winter in Saskatoon.

The survey questionnaire was designed in consultation with the City of Saskatoon. It was programmed into an online survey platform and pre-tested to ensure the questions flowed efficiently and incorporated correct branching and skip patterns.

A sample frame was developed for deployment with our online community panel partners (Research Now and SSI) to collect feedback that is approximately representative and reflective of Saskatoon's population.

The survey was live in the field from March 21<sup>st</sup> to April 5<sup>th</sup>, 2018. A total of 470 surveys were completed with Saskatoon residents ages 18 years and older.

If the online survey were done by telephone, the sample of 470 adults would let us say with a 95% level of certainty that overall results are within plus or minus 4.6% of what they would be if the entire adult population of Saskatoon were polled. The margin of error is larger for subgroups (i.e., age, gender).<sup>1</sup>

---

<sup>1</sup> Responses sourced from an online community panel technically constitute a non-probability sample. The Market Research and Intelligence Association (MRIA) suggests that because online survey participants are self-selected, a



margin of error should not be calculated or quoted. The MRIA also recognizes, however, that online research polls using such convenience samples have, for a number of years, produced results that are reliable predictors of outcomes.