

Surrey Canada Day Exit Survey 2019

Survey Results

July 18 2019

The results of this survey, conducted between July 1 2019 and July 15 2019, are not weighted to the City of Surrey's population.

The results are based on 439 survey responses.

Background

The City of Surrey wanted to hear from people who attended this year's Canada Day celebration. The survey was designed to determine attendee behaviour, their demographics and to better understand what marketing strategies are working.

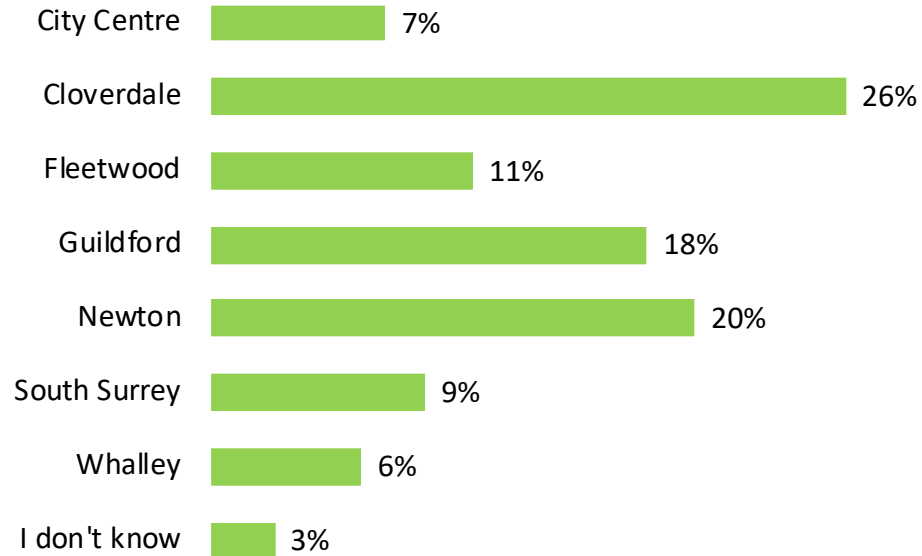
These results are based on 439 responses from an online survey conducted between July 1 – July 15 2019.



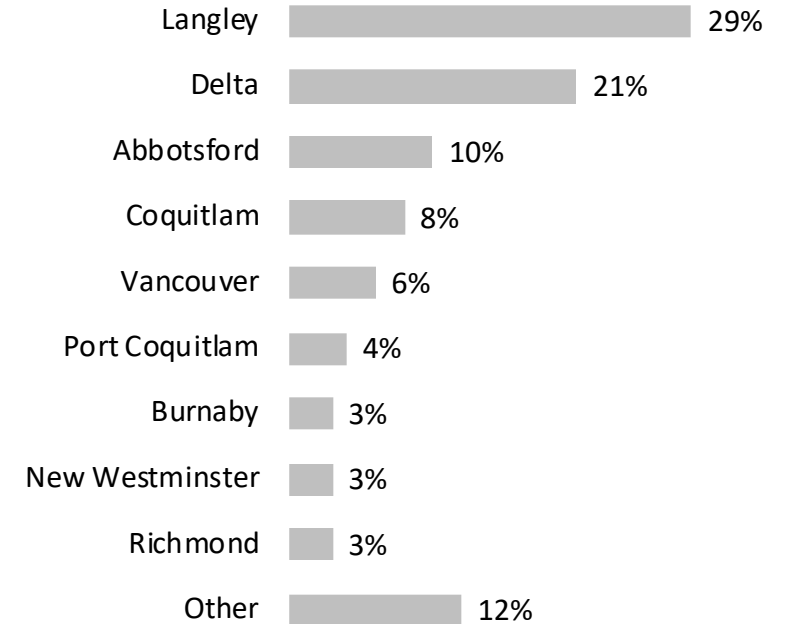
Profile of Survey Participants (#1)

75% of survey participants live in Surrey

Surrey Town Centre

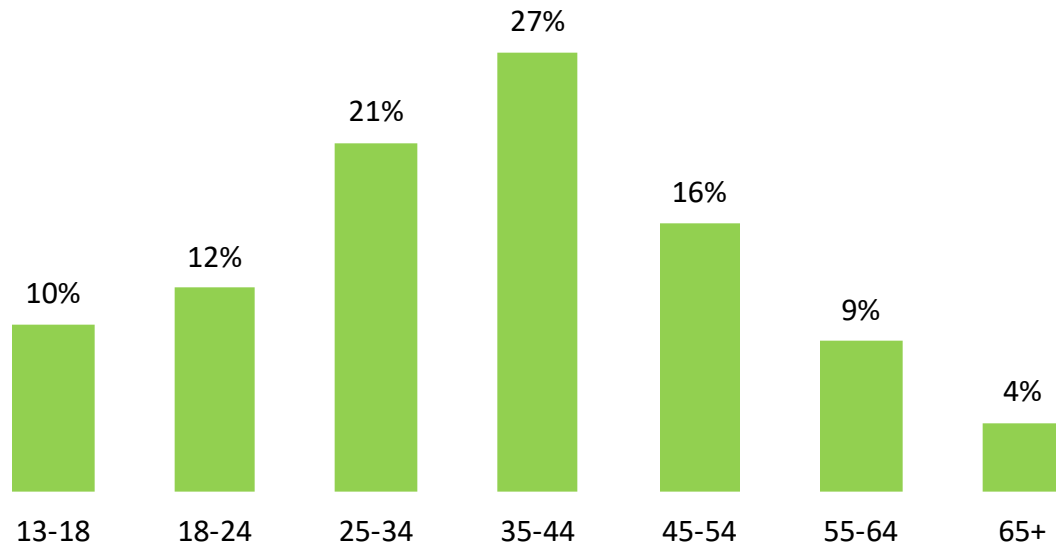


Other City of Residence

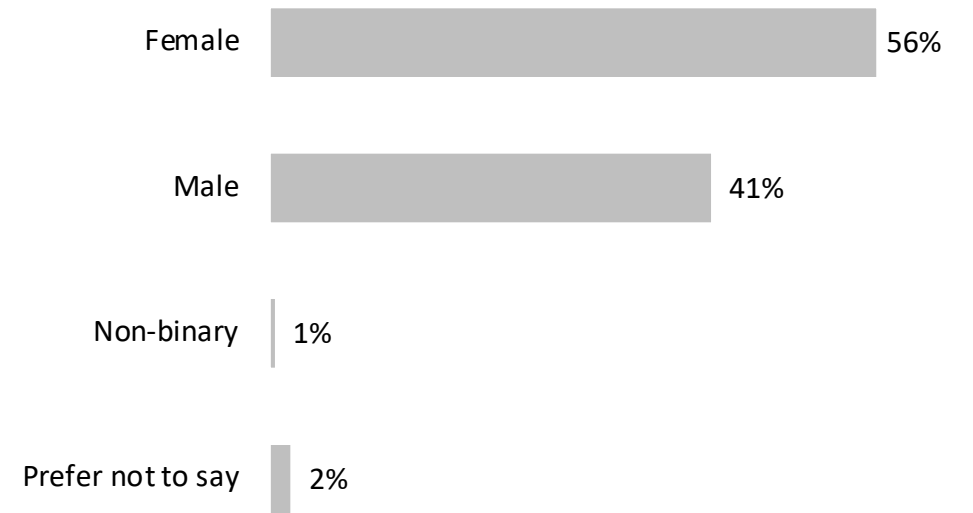


Profile of Survey Participants (#2)

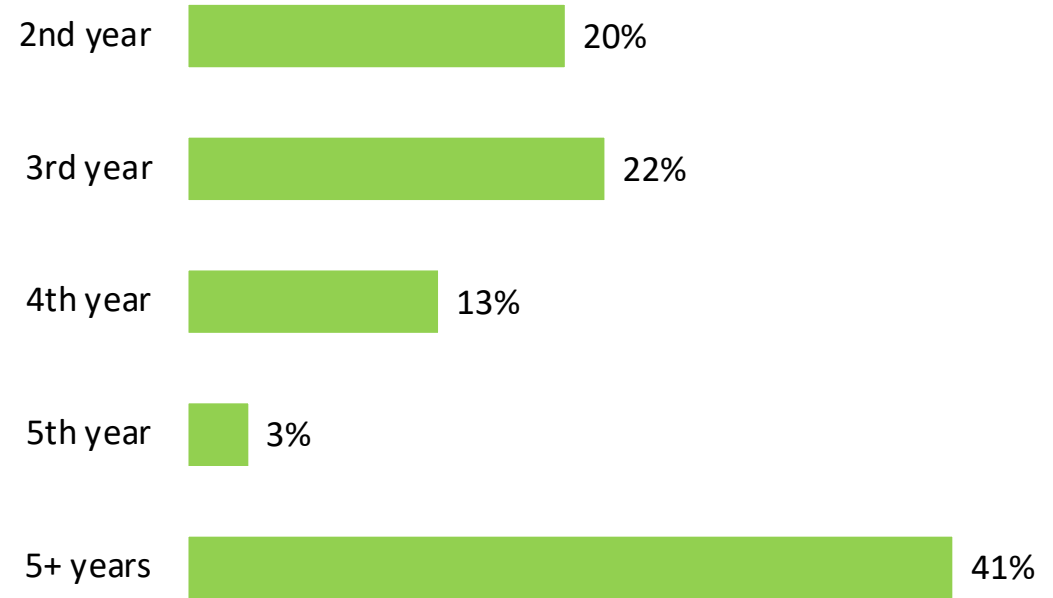
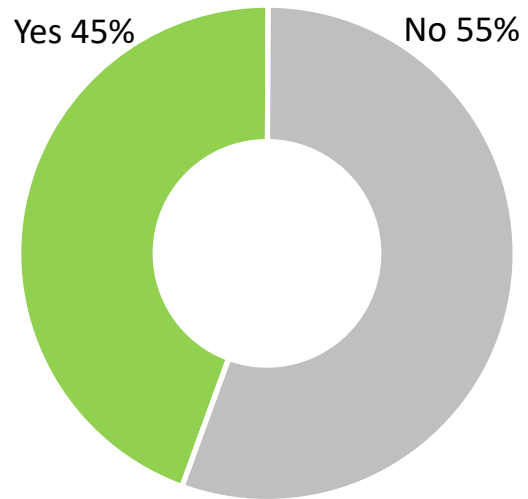
Age Range



Gender

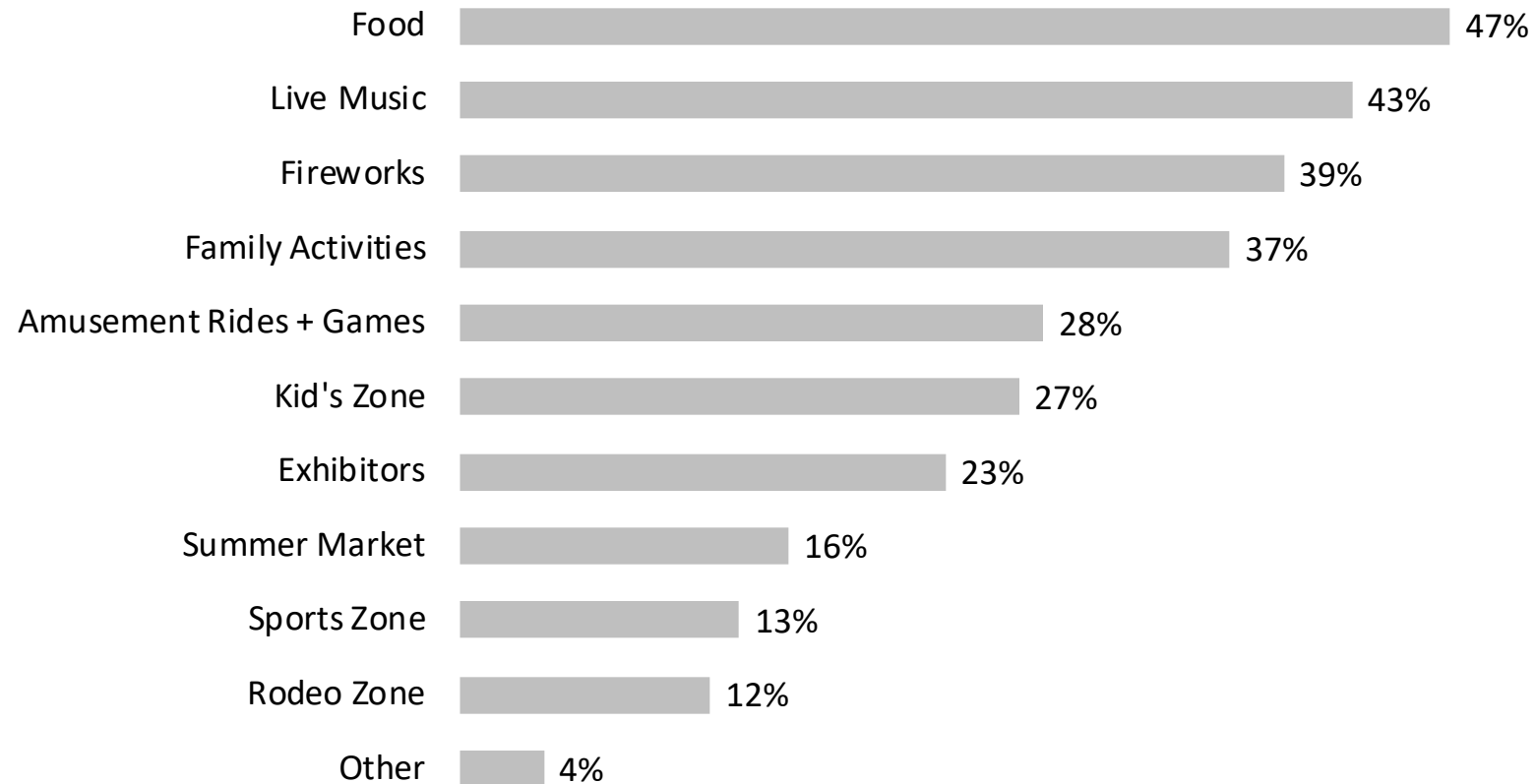


Attendance at the Canada Day Event



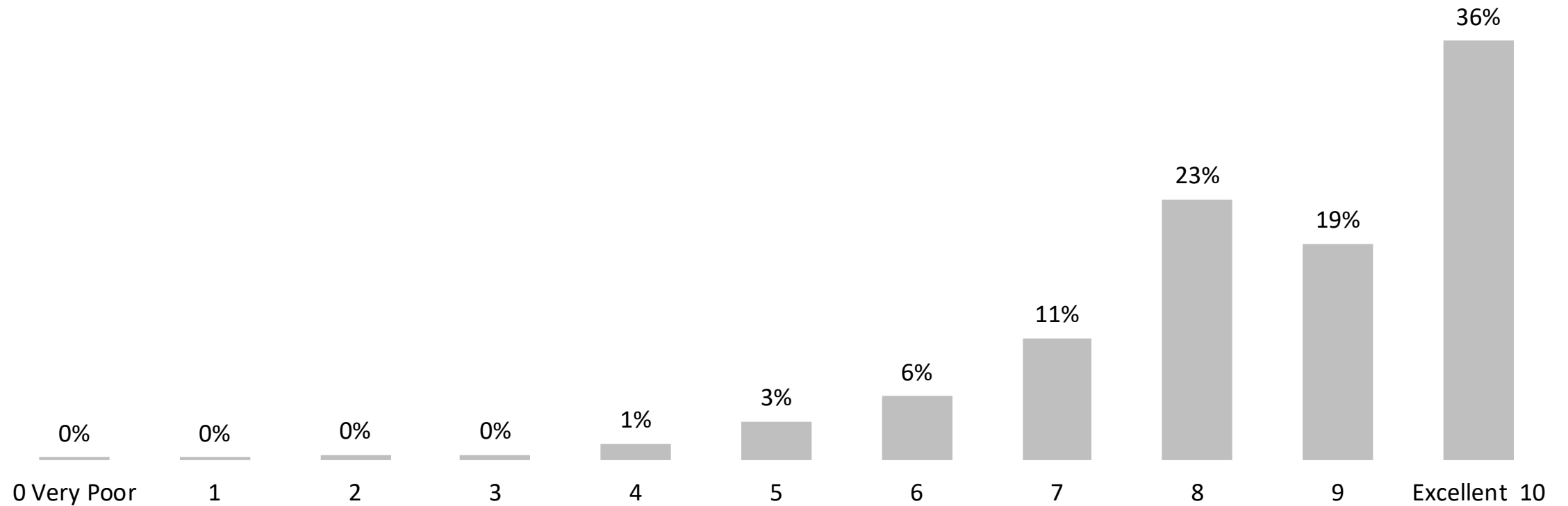
Q: Is this your first time at the event?
Q: How many years have you attended this event?
Total participants: 429/238

Most Enjoyable Activities/Attractions at the Canada Day Event



Q: What did you enjoy most about the event? Select all that apply.
Total participants: 427

Rating Overall Experience at the Canada Day Event



Q: How would you rate your overall experience at Canada Day, where 10 is Excellent and 0 is Very Poor?

Total participants: 416

Suggested Improvements to Canada Day

Some of the suggested improvements include:

- More activities, amusements and entertainment for adults and children
- More shaded areas with seating and more seating in general
- More washrooms and garbage bins
- More water stations and water misters
- More parking and better traffic management
- Better organization of the line-ups especially at the amusement rides
- More food vendors and food options
- Less expensive rides, amusements and food
- More contests and giveaways.

Q: Is there anything about Canada Day that you feel could be improved?

Total participants: 242