

Winterlude 2026 Satisfaction Survey

Canadian Heritage

Final Report

March 2026

Prepared for:

Canadian Heritage

Supplier name: Quorus Consulting Group Inc.

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por-rop@pch.gc.ca

Ce rapport est aussi disponible en français.

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This public opinion research report presents the results of an online survey with visitors of Winterlude aged 16 years or older conducted by Quorus Consulting Group on behalf of Canadian Heritage. The study was completed in two stages: an on-site intercept recruitment survey during Winterlude at two official sites: Jacques-Cartier Park and Confederation Park; and a follow-up online survey completed by mix of: individuals recruited on-site, individuals contacted via the Department's social media and individuals registered to participate in online surveys through a panel. The on-site recruitment phase took place from January 30 to February 16, 2026, while online survey data collection was conducted from February 19 to March 12, 2026, with a total of 1,197 respondents completing the survey.

Cette publication est aussi disponible en français sous le titre: Sondage de satisfaction Bal de Neige 2026.

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Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

Signed:

A handwritten signature in black ink, appearing to read "Rick Nadeau", is written over a light gray, textured rectangular background.

March 17, 2026

Rick Nadeau, President

Quorus Consulting Group Inc.

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Executive summary

Research purpose and objectives

The objective of the Winterlude 2026 Satisfaction Survey was to assess visitor satisfaction with Winterlude 2026 and to provide evidence to inform planning and decision-making for future editions of the event, including preparations for the 50th anniversary in 2028.

The research will enable the Department of Canadian Heritage (PCH) to evaluate participants' experiences, identify which elements of Winterlude are performing well, and determine where improvements may be required.

The specific objectives of the research included:

- Measuring overall satisfaction of the Winterlude major locations and activities;
- Measuring the extent to which the event met participants' expectations;
- Measuring likelihood to return to the event or recommend Winterlude;
- Measuring visitor experience across Winterlude sites and activities;
- Determining preferences for future editions of Winterlude; and
- Developing a profile of Winterlude participants.

Methodology

The first phase of the research consisted of a 7-minute on-site intercept survey during Winterlude at the two official sites: Jaques-Cartier Park and Confederation Park. The intercept survey took place from January 30 to February 16, 2026, and was designed to recruit participants to complete a follow-up online survey. A total of 1,035 individuals were recruited onsite.

An 8-minute online survey was then completed by a non-probability sample of 1,197 Winterlude visitors aged 16 years or older between February 19 to March 12, 2026. To maximize participation in the follow-up online survey, in addition to on-site recruitment (n=288), Winterlude visitors were invited to participate through social media outreach (n=225) and an online panel of Canadian households (n=684).

The data is not weighted to replicate actual population distributions given the non-probability sampling approaches used. Survey results cannot be statistically projected to the overall population of Winterlude visitors and estimates of sampling error cannot be calculated.

Summary of key findings

Visitor profile and loyalty

Respondents were most likely to report visiting Confederation Park (66%), followed by Jacques-Cartier Park (44%) and other unofficial Winterlude sites (44%). Overall, 87% visited at least one official site, while 24% visited both official sites.

Most visited Winterlude with their partner (54%), while many visited with children 12 years old or younger (29%) or with friends (28%).

Most have been to Winterlude before (78%), most often doing so at least every few years (35%).

In terms of visitor profile:

- 84% reside in the NCR, while nearly all reside in Ontario or Quebec (96%).
- Nearly two-thirds are university educated (63%).
- 4% identify as Indigenous.
- Roughly 1 in 4 identify as racialized.
- 12% identify as a member of the 2SLGBTQIA+ community.
- 10% identify as a person with a disability.

Awareness, planning and mobility

Most surveyed visitors became aware of this year's Winterlude activities via social media (44%), the Winterlude website (33%), previous experience (29%), or word of mouth (28%).

Most planned their visit in advance (68%) although most of these only do so a few days in advance (45%).

Most surveyed visitors indicated that they primarily travelled to the Winterlude sites via car (54%), while many walked (19%) or utilized public transit (17%).

On-site experience

Nearly all surveyed visitors reported usage of onsite signage (97%), while many participated in onsite activities (90%), utilized warming zones or essential services (88%), explored food and beverage options (86%), and interacted with staff or volunteers (85%).

Most respondents who utilized a particular activity or amenity were satisfied (at least 67% satisfaction across each presented dimension). Satisfaction was highest for the helpfulness of staff or volunteers (86%) and usage of onsite signage (85%).

Most surveyed visitors were highly satisfied with their overall Winterlude experience (73%), peaking among those who visited both official sites (79%).

Identity, culture and mandate

A strong majority of visitors agreed that:

- Winterlude effectively showcases Canada's northern climate and winter culture (89%).
- Winterlude is important as a national winter festival (88%).
- Winterlude contributes to their sense of belonging to Canada (73%).

Surveyed visitors were most likely to describe their feelings surrounding Winterlude 2026 as a sense of true winter spirit (53%), festive (35%), and welcoming (27%).

Visitors were most likely to associate ice sculptures (66%) with Winterlude, followed by Canadian winter ambiance (31%) and giant tube slides (24%).

Climate adaption and resilience

Most surveyed visitors would prefer that future editions of Winterlude maintain traditional ice and snow activities, even it means the festival duration is shorter (55%).

Inclusion and accessibility

Most agreed that the sites felt safe (90%), welcoming and inclusive to all (83%), and that on-site information was easy to understand (82%) and find (79%). Agreement was slightly lower for ease of understanding (75%) and finding (74%) information online.

Nearly all surveyed visitors did not experience any physical or social barriers during their visit (91%) – among those who did, with mobility issues was most cited among those who self-identify as having a disability (6%).

Economic impact and future outlook

Most surveyed visitors reported spending less than \$50 surrounding their Winterlude visit when considering all expenses (52%). One third (35%) spent between \$50 to \$249, and 10% of surveyed visitors reported spending in excess of \$250.

Most surveyed visitors are interested in attending future editions of Winterlude (82%).

Based on the NPS metric, most surveyed visitors (66%) would “promote” Winterlude to their family, friends, or colleagues. Out-of-town tourists provided a higher likelihood to promote Winterlude compared to NCR residents (72% vs 65%).

Net Promoter Score = Promoters (9 to 10) – Detractors (0 to 6)

*Overall: Promoters (66%) – Detractors (9%) = **57***

*NCR residents: Promoters (65%) – Detractors (9%) = **56***

*Out-of-town tourists: Promoters (72%) – Detractors (8%) = **64***

Notable differences among visitors with children 12 and under

Site attendance: Respondents visiting with children 12 and under were more likely to visit Jacques-Cartier Park (68% vs 34%) and less likely to visit Confederation Park (70% vs 57%) compared to those visiting without young children. Those with children 12 and under were also more likely to visit both official sites compared to those without children 12 and under (33% vs 20%).

On-site logistics and satisfaction: Those visiting with children 12 and under were more likely to report usage of the following activities and amenities compared to those visiting without children 12 and under:

- Activities (97% vs 88%).
- Warming zones and essential services (93% vs 87%).
- Staff and volunteer assistance (93% vs 83%).
- Food and beverage options (92% vs 85%).

Those visiting with children 12 and under were less likely to be satisfied with the wait times for activities compared to those without children 12 and under (61% vs 72%). No significant differences emerged when comparing level of satisfaction regarding warming zones and essential services, food options, and signage.

Accessibility: Those visiting with children 12 and under were more likely to have encountered physical or social barriers during their visit (9% vs 5% among those visiting without children 12 and under). Stroller access and maneuverability was the primary concern cited among those with children 12 and under (4%).

Climate adaptation: Those visiting with children 12 and under were just as likely as visitors without children in that age range to prefer maintaining traditional activities even if the festival duration is shorter (57% vs 55%).

Limitations and use of findings

As report findings are based on a non-probability sample, the survey results are not projectable to the full population of Winterlude visitors aged 16 years or older.

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Detailed results

Research purpose and objectives

Winterlude is an annual winter festival organized by the Department of Canadian Heritage that celebrates Canadian winter culture through a variety of activities and experiences across multiple official sites in the National Capital Region. The event typically includes outdoor attractions, artistic and cultural programming, interactive installations, family-oriented activities, and food experiences, and is delivered in collaboration with a range of public and private partners.

Created in 1979, this annual event celebrates Canada's unique northern climate and culture. Winterlude festivities take place in several locations in the Capital Region including Confederation Park and Jacques-Cartier Park.

The objective of the Winterlude 2026 Satisfaction Survey was to assess visitor satisfaction with Winterlude 2026 and to provide evidence to inform planning and decision-making for future editions of the event, including preparations for the 50th anniversary in 2028.

The research will enable the Department of Canadian Heritage (PCH) to evaluate participants' experiences, identify which elements of Winterlude are performing well, and determine where improvements may be required.

Specifically, the objectives of the research included:

- Measuring overall satisfaction of the Winterlude major locations and activities;
- Measuring the extent to which the event met participants' expectations;
- Measuring likelihood to return to the event or recommend Winterlude;
- Measuring visitor experience across Winterlude sites and activities;
- Determining preferences for future editions of Winterlude; and
- Developing a profile of Winterlude participants.

Research results

The report is divided into seven sections: visitor profile and loyalty, awareness, planning and mobility, on-site experience, identity, culture and mandate, climate adaption and resilience, inclusion and accessibility, and economic impact and future outlook.

Notes for the reader:

- All results in the report are expressed as percentages, rounded to the nearest whole number unless otherwise noted. Percentages may not always add to 100% due to rounding or multiple response questions. In addition, when percentages are aggregated (i.e., ratings of 4 and 5 on a five-point scale are summed), unrounded values are used.
- The number of respondents changes throughout the report because questions were often addressed to sub-samples of the survey sample. Accordingly, readers should be aware of this and exercise caution when interpreting results based on smaller numbers of respondents.
- Subgroup differences are identified in the report. When reporting subgroup variations, only differences that would be significant at the 95% confidence level and that pertain to a subgroup sample size of more than $n=30$ are discussed in the report.
- If one or more categories in a subgroup are not mentioned in a discussion of subgroup differences (for example, if two out of eight regions are compared), it can be assumed that significant differences were found only among the categories reported.

Visitor profile and loyalty

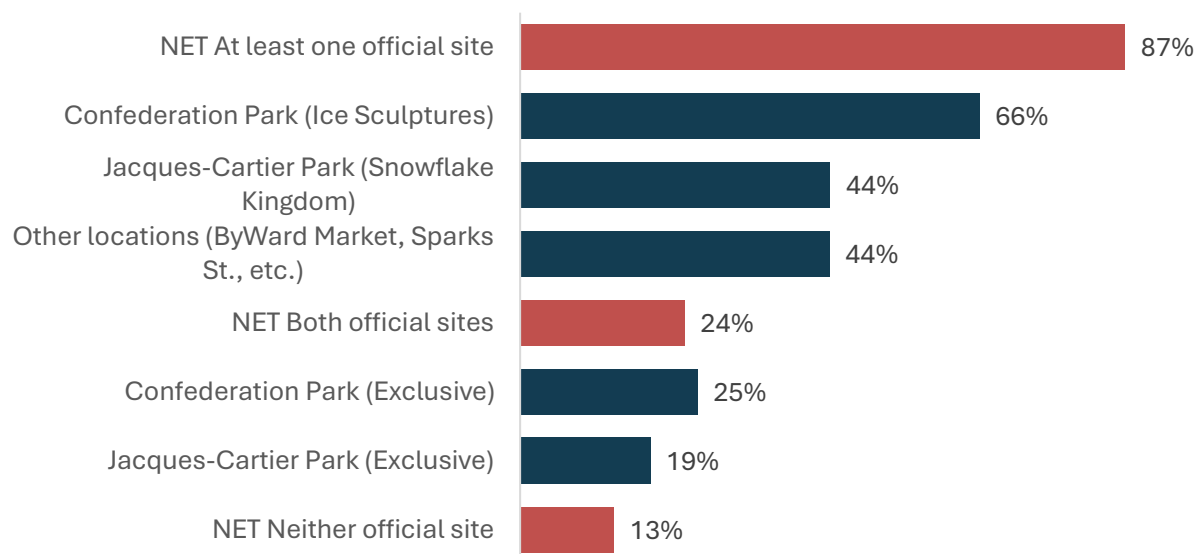
Respondents were most likely to report visiting Confederation Park, while many reported visiting Jacques-Cartier Park or other unofficial Winterlude sites.

Surveyed visitors were asked to specify which official Winterlude sites they visited over the course of the event, with nearly 9 in 10 (87%) respondents visiting at least one official site. Roughly two-thirds (66%) reported visiting Confederation Park, while fewer reported visiting Jacques-Cartier Park or other unofficial Winterlude sites (44% respectively).

Nearly a quarter of respondents (24%) indicated that they visited both official Winterlude sites, while 25% visited Confederation Park exclusively and 19% visited Jacques-Cartier Park exclusively.

Fewer respondents (13%) indicated that they only visited unofficial sites including the ByWard Market and Sparks Street.

Figure 1 – Visitation of Winterlude sites



Q1. Which official Winterlude sites did you visit? [SELECT ALL THAT APPLY] Base: All respondents, 2026, n=1,197.

Those more likely to have visited Confederation Park included:

- First-time visitors (71% vs 64% among returning visitors).
- Respondents living outside of the NCR (76% vs 64% among those living in the NCR¹ and 59% among those living in Quebec outside of Gatineau).
- Those visiting without children 12 and under (70% vs 57% among those visiting with children 12 and under).

The following segments were more likely to have visited Jacques-Cartier Park:

- Those living outside of the NCR (56% vs 42% among those living in the NCR).
- Respondents aged 25 to 44 (51% vs 39% among those aged 16 to 24, 43% aged 45 to 64, and 28% aged 65 or older).
- Women (48% vs 39% among men).
- Those visiting with children 12 and under (68% vs 34% among those visiting without children 12 and under).

Those more likely to have visited unofficial Winterlude sites included:

- Those living outside of the NCR (51% vs 43% among those living in the NCR).
- Respondents aged 45 years or older (49% vs 39% among those aged 16 to 24).
- Those visiting without children 12 and under (49% vs 32% among those visiting with children 12 and under).

Those living in the NCR were more likely to have exclusively visited each Winterlude site compared to those living outside of the NCR:

- Confederation Park (27% vs 15%).
- Jacques-Cartier Park (20% vs 13%).
- Other locations (14% vs 9%).

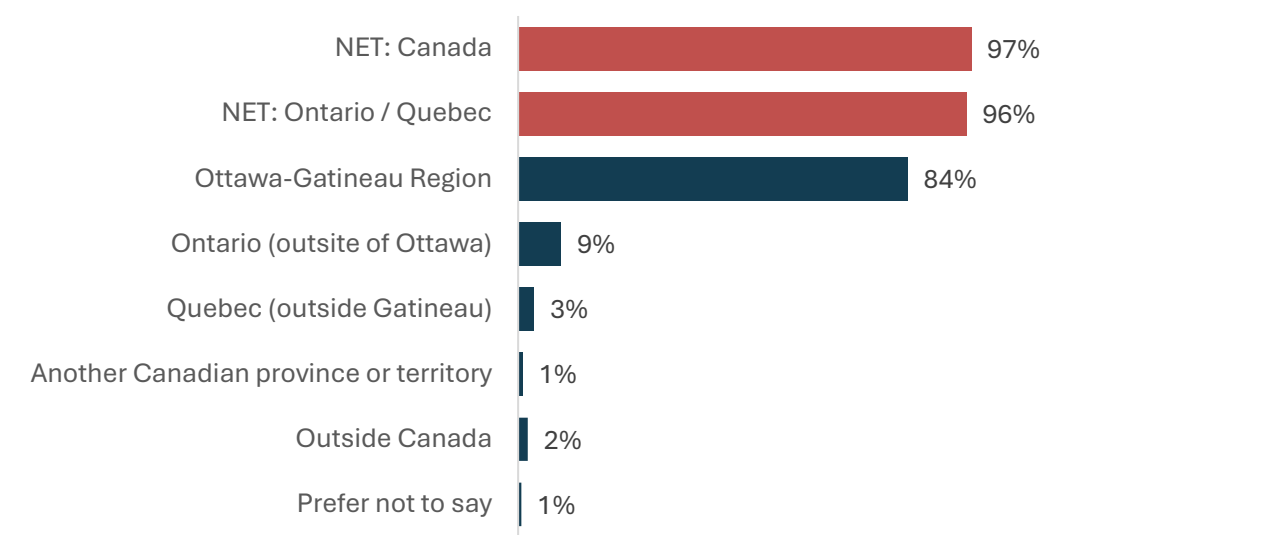
¹ National Capital Region (NCR)

Most responding Winterlude visitors reside in the NCR, while nearly all reside in Ontario or Quebec.

Nearly all responding visitors reside in Canada (97%), among which 96% were living in Ontario or Quebec. More than 4 in 5 respondents (84%) reside in the NCR, while 9% were visiting from Ontario (outside of Ottawa) and 3% were visiting from Quebec (outside of Gatineau). In total, 16% of respondents were visiting from outside of the NCR.

This overall picture of where visitors live still applies even though the final sample frame saw a significant proportion of respondents pulled from an online panel of Canadian households that specifically targeted households in the NCR.

Figure 2 – Primary residence



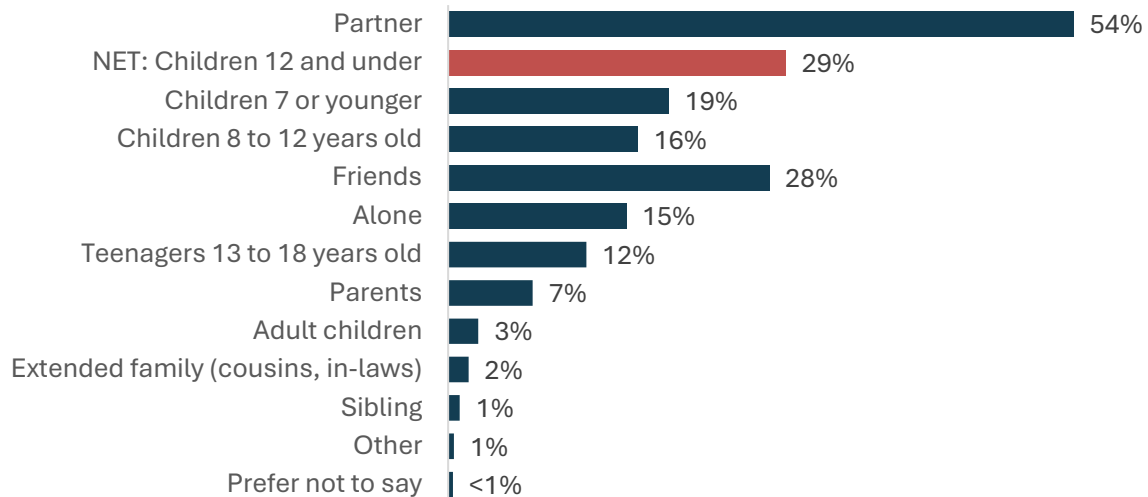
Q2. Where is your primary place of residence? Base: All respondents, 2026, n=1,197.

Most respondents reported visiting Winterlude with their partner, while visiting groups often included children 12 years old or younger, or friends.

More than half of responding visitors (54%) indicated that they attended Winterlude with their partner, while 29% reported visiting with children 12 years old or younger. Nearly a fifth (19%) visited with children 7 or younger, while 16% visited with children 8 to 12 years old. More than a quarter (28%) reported visiting with friends.

Fewer reported visiting alone (15%), with teenagers (12%), or parents (7%), among others.

Figure 3 – Group composition



Q3. Considering all visits to Winterlude sites this year, who did you attend with? [SELECT ALL THAT APPLY]

Base: All respondents, 2026, n=1,197.

Those who visited Confederation Park were more likely to have visited with:

- With a partner (60% vs 52% among Jacques-Cartier Park visitors).
- Alone (15% vs 9% among Jacques-Cartier Park visitors).

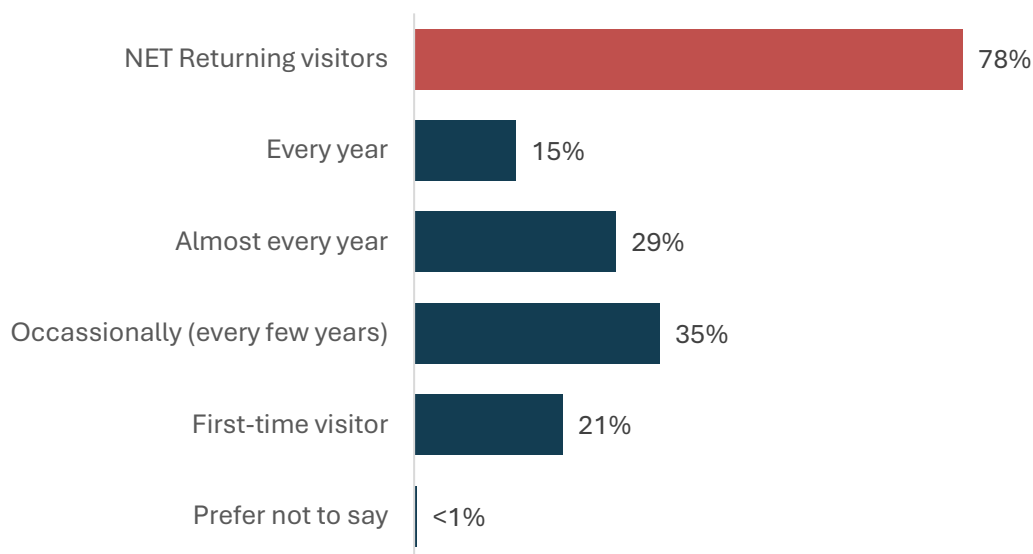
Conversely, those who visited Jacques-Cartier Park were more likely to have visited with:

- Children 12 and under (45% vs 25% among Confederation Park visitors).
- Teenagers 13 to 18 years old (16% vs 12% among Confederation Park visitors).

Most surveyed visitors reported previously attending Winterlude, most often doing so at least every few years.

When asked to describe how often they attend Winterlude, more than three quarters of respondents (78%) were returning visitors, while 21% reported visiting Winterlude for the first time. Returning visitors most often visited every few years (35%), while fewer did so almost every year (29%), or every year (15%).

Figure 4 – Previous attendance of Winterlude



Q4. How often do you attend Winterlude? Base: All respondents, 2026, n=1,197.

Those more likely to be first-time visitors included:

- Respondents who visited both official sites (27% vs 18% among those visited Jacques-Cartier Park exclusively and 17% among those who visited unofficial Winterlude sites exclusively).
- Those with a university education (24% vs 17% among those with a trade school or college education, 15% among those with a high school education).
- Respondents living in Ontario (outside of Ottawa) (38% vs 18% among those living in the NCR).
- Those with a household income of less than \$80,000 (27% vs 15% among those earning \$80,000 or more).
- Those 65 years or older (92% vs 76% among those 64 years or younger).

Those more likely to be returning visitors included:

- Respondents living in the NCR (82% vs 62% among those living in Ontario outside of Ottawa).
- Those who visited Jacques-Cartier Park exclusively (81% vs 73% among those who visited both official sites).
- Indigenous respondents (89% vs 78% among non-Indigenous respondents).
- Those self-identifying as having a disability (87% vs 78% among those without a disability).
- Those 16 to 25 years old (49% vs 18% among those aged 25 years or older).

Awareness, planning and mobility

Most surveyed visitors became aware of this year's Winterlude activities via social media, the Winterlude website, previous experience, or word of mouth.

When asked how they became aware of the Winterlude activities they chose to participate in this year, more than two-fifths of respondents (44%) cited social media. Roughly a third (33%) described accessing the Winterlude website, while slightly fewer had prior knowledge or experience (29%), or cited word of mouth (28%).

More than a fifth of surveyed visitors cited radio (21%), while fewer became aware via outdoor signage (15%) or while walking by the site (14%), among others.

First-time visitors were more likely to cite the following awareness sources:

- Social media (50% vs 43% among returning visitors).
- Word of mouth (42% vs 24% among returning visitors).

Conversely, returning visitors were more likely to cite the following awareness sources:

- We come every year – have known about it for years (36% vs 2% among first-time visitors).
- Winterlude website (34% vs 27% among first-time visitors).

- Radio (24% vs 8% among first-time visitors).

Figure 5 – Awareness sources for Winterlude activities

Awareness sources	Total (n=1,197)	First-time visitors (n=254)	Returning visitors (n=939)
Social media	44%	50%	43%
Winterlude website	33%	27%	34%
We come every year – have known about it for years	29%	2%	36%
Word of mouth	28%	42%	24%
Radio	21%	8%	24%
Outdoor signage	15%	14%	16%
Walking by site	14%	12%	15%
Visitor Information Centre in Ottawa or Gatineau	3%	4%	2%
Television	2%	1%	2%
Other websites	1%	1%	1%
Restaurant	1%	1%	2%
Hotel	1%	2%	1%
Email / newsletter	<1%	-	1%
Newspaper	<1%	-	<1%
Other	<1%	<1%	<1%
Don't know / Prefer not to say	1%	1%	1%

Q5. Where did you hear about this year's Winterlude and the activities you chose to do? [SELECT ALL THAT APPLY]

Base: All respondents, 2026, n=1,197.

Respondents more likely to cite social media included:

- Those visiting with children 12 and under (50% vs 42% among those visiting without children 12 and under).
- Those visiting from Ontario or Quebec (45% vs 27% among those visiting from outside of Ontario or Quebec).
- Those who visited both official sites (52% vs 37% among those who exclusively visited Confederation Park).

- Respondents aged 44 years or younger (52% vs 35% among those aged 45 years or older).
- Women (47% vs 40% among men).
- Those with a household income of under \$40,000 (55% vs 41% among those earning \$80,000 or more).

Those more likely to cite the Winterlude website included:

- Those visiting with children 12 and under (37% vs 31% among those visiting without children 12 and under).
- Those who visited both official sites (49% vs 26% among those who exclusively visited Jacques-Cartier Park, 24% among those who exclusively visited Confederation Park and 18% among those who exclusively visited unofficial sites).
- Respondents living outside of Ontario or Quebec (49% vs 32% among those living in Ontario or Quebec).

Respondents more likely to cite having previous experience with Winterlude included:

- Respondents living in Ontario or Quebec (30% vs 16% among those living outside of Ontario or Quebec).
- Those who visited both official sites (33% vs 24% among those who exclusively visited Confederation Park and 23% among those who exclusively visited Jacques-Cartier Park).
- Those aged 65 years or older (49% vs 26% among those aged 64 years or younger).
- Those with a household income of \$40,000 or more (30% vs 17% among those earning less than \$40,000).

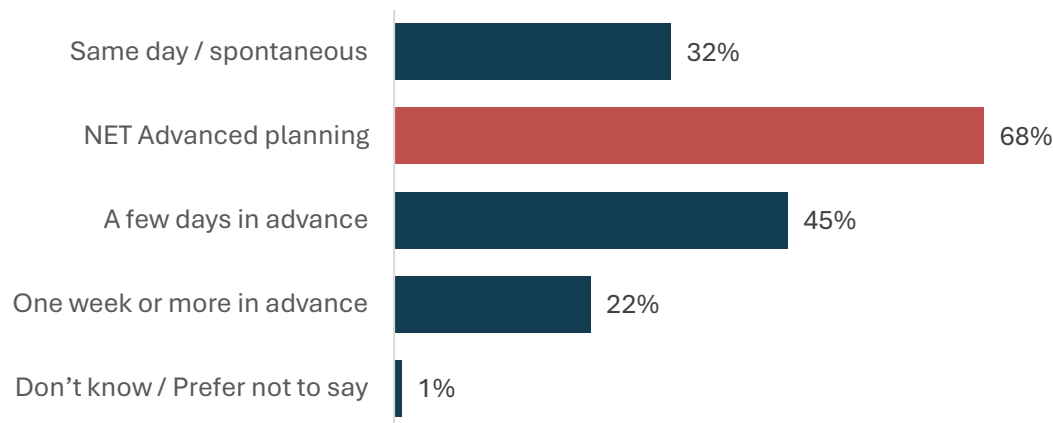
Those more likely to cite word of mouth included:

- Those aged 16 to 24 years old (45% vs 26% among those 25 years or older).

Most surveyed Winterlude visitors planned their visit in advance.

More than two-thirds of respondents (68%) indicated that they planned their visit to Winterlude at least a few days in advance. Specifically, 45% indicated that they planned their visit a few days in advance, while 22% did so one week or more in advance. Nearly a third of respondents (32%) indicated that their decision to visit was made on the same day.

Figure 6 – Advanced planning for Winterlude visit



Q6. How far in advance did you plan your visit to Winterlude sites? Base: All respondents, 2026, n=1,197.

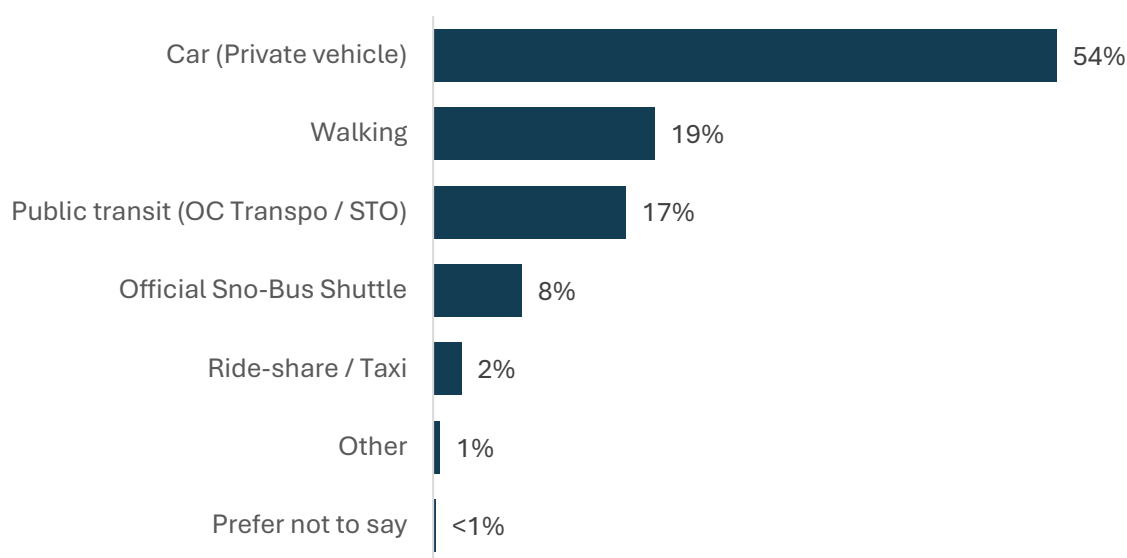
Those more likely to report planning their visit in advance included:

- Those visiting with children 12 and under (79% vs 63% among those visiting without children 12 and under).
- Those living outside of Ontario or Quebec (81% vs 67% among those living in Ontario or Quebec).
- Those who visited both official sites (78% vs 70% among those who exclusively visited Jacques-Cartier Park and 64% among those who exclusively visited Confederation Park).

Most surveyed visitors indicated that they primarily travelled to the Winterlude sites via car, while many walked or utilized public transit.

Surveyed Winterlude visitors were asked to specify their primary method of travel to the Winterlude sites they visited. More than half of respondents (54%) indicated that they primarily utilized a car to travel to the Winterlude sites, while 19% primarily walked and 17% primarily utilized public transit. Additional mentions included the official Sno-Bus shuttle (8%) and ride-share or taxi services (2%).

Figure 7 – Primary means of travel to the Winterlude sites



Q7. How did you primarily travel to the Winterlude sites? [SELECT THE MODE OF TRANSPORTATION YOU USED THE MOST]
Base: All respondents, 2026, n=1,197.

Those whose primary means of travel was a private vehicle included:

- Those who exclusively visited Jacques-Cartier Park (61% vs 50% among those who visited both official sites).
- Those living in Ontario or Quebec (54% vs 32% among those living outside of Ontario or Quebec).
- Respondents aged 25 years or older (55% vs 39% among those aged 16 to 24).
- Respondents with a household income of \$80,000 or more (60% vs 42% among those earning less than \$80,000).
- Those visiting with children 12 and under (67% vs 48% among those visiting without children 12 and under).

Those whose primary means of travel was walking included:

- Those who exclusively visited Confederation Park (22% vs 9% among those who exclusively visited Jacques-Cartier Park).
- Those living outside of Ontario or Quebec (43% vs 18% among those living in Ontario or Quebec).
- Respondents visiting without children 12 and under (23% vs 9% among those visiting with children 12 and under).

Those who primarily travelled via public transit included:

- Those who exclusively visited Confederation Park (18% vs 12% among those who exclusively visited Jacques-Cartier Park).
- Those living in the NCR (18% vs 8% among those living outside of the NCR).
- Respondents aged 16 to 24 years old (33% vs 15% among those 25 years or older).
- Respondents with a household income of less than \$80,000 (27% vs 13% among those with a household income of \$80,000 or more).
- Respondents visiting without children 12 and under (19% vs 12% among those visiting with children 12 and under).

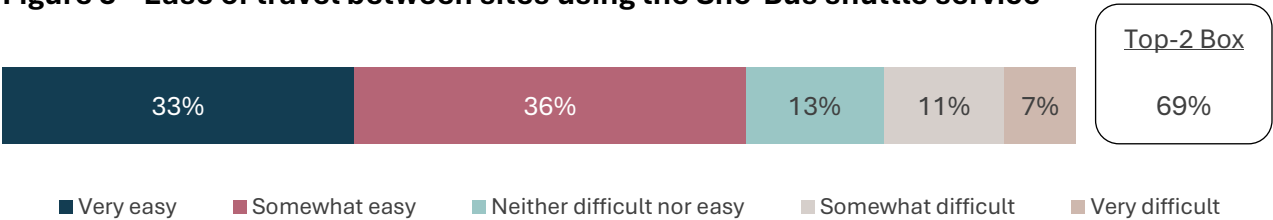
Those who primarily utilized the official Sno-Bus shuttle included:

- Respondents who visited both official sites (17% vs 2% among those who exclusively visited Confederation Park).
- Those who exclusively visited Jacques-Cartier Park (12% vs 2% among those who exclusively visited Confederation Park).
- Those living outside of the NCR (14% vs 6% among those living in the NCR).
- Those visiting with children 12 and under (12% vs 6% among those visiting without children 12 and under).

Most surveyed visitors who visited both official sites felt it was easy to travel between the sites using the Sno-Bus shuttle service.

Among respondents who visited both Confederation Park and Jacques-Cartier Park (n=282), more than two-thirds (69%) provided a valid rating for usage of the Sno-Bus shuttle service. Among those who provided a valid rating (n=195), more than two-thirds (69%) described the ease of travel between sites as at least somewhat easy, with 33% feeling it was very easy.

Figure 8 – Ease of travel between sites using the Sno-Bus shuttle service



Q8. During Winterlude, the festival offered a free Sno-Bus shuttle service, operated in collaboration with OC Transpo, to allow visitors to travel between Confederation Park in Ottawa and Jacques-Cartier Park in Gatineau. On a scale of 1 to 5, where 1 means very difficult and 5 means very easy, how would you rate the ease of travelling between the two Winterlude sites using this shuttle service?
Base: Respondents who visited both Confederation Park and Jacques-Cartier Park (excluding N/A responses), 2026, n=195.

On-site experience

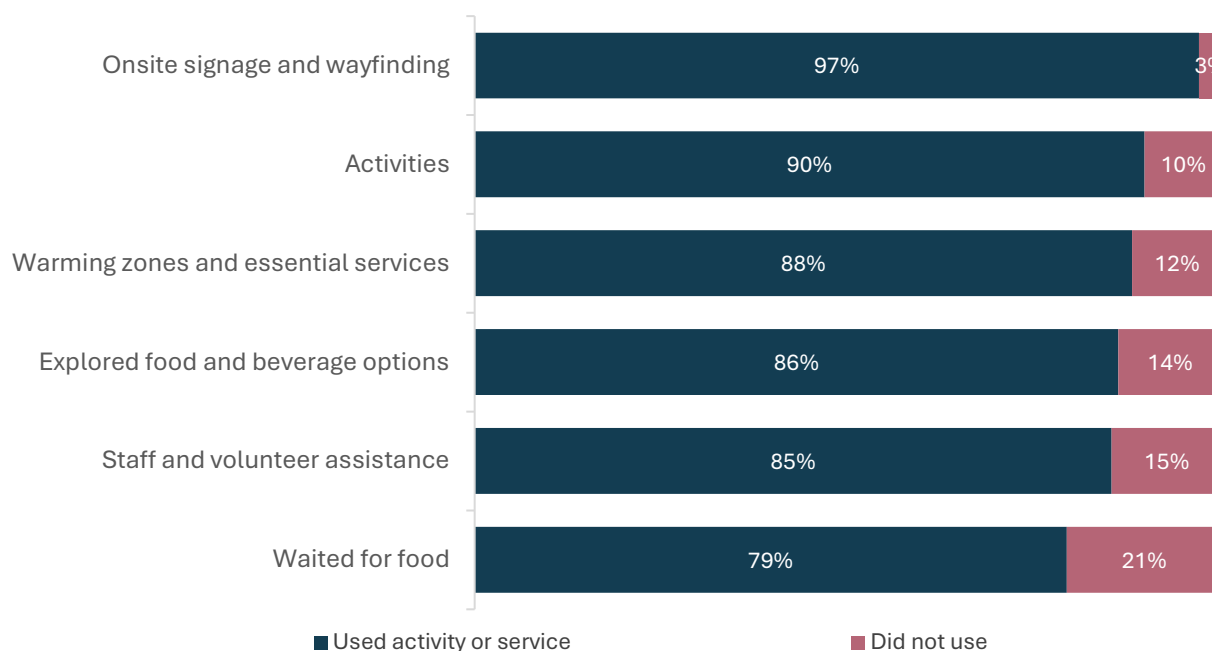
Nearly all surveyed visitors reported usage of onsite signage, while many participated in onsite activities, utilized warming zones or essential services, explored food and beverage options, and interacted with staff or volunteers.

Respondents were asked to provide their level of satisfaction with various Winterlude activities and amenities available onsite. Respondents were asked to select “Not applicable” to indicate a lack of usage of a particular activity or amenity.

Nearly all respondents (97%) provided a valid rating for usage of onsite signage and ease of wayfinding, while roughly 9 in 10 (90%) experienced an activity. Slightly fewer indicated that they utilized warming zones or essential services (88%), explored food and beverage options (86%), and interacted with Winterlude staff or volunteers (85%).

Nearly 4 in 5 respondents (79%) provided an evaluation of the wait times for food, suggesting that at a minimum they considered purchasing food while onsite.

Figure 9 – Usage of Winterlude activities and amenities



Q9. On a scale of 1 to 5, where 1 means very dissatisfied and 5 means very satisfied, please rate your level of satisfaction with the following aspects of the Winterlude sites you visited. Please select “Not applicable” if you did not use a particular activity or amenity.

Base: All respondents, 2026, n=1,197.

Various demographic differences emerged from the findings, including the following:

- Those who exclusively visited Jacques-Cartier Park were more likely to have utilized the following activities or amenities compared to those who exclusively visited Confederation Park:
 - Activities (96% vs 82%)
 - Warming zones and essential services (95% vs 83%)
 - Staff and volunteer assistance (90% vs 83%)
- Those who visited both official sites were more likely to have utilized each activity or amenity compared to those who exclusively visited Confederation Park, with the exception of onsite signage and ease of wayfinding.
- Those who visited both official sites were more likely to have explored food and beverage options (93%) compared to those who exclusively visited Jacques-Cartier Park (87%) or Confederation Park (83%).
- Those visiting with children 12 and under were more likely to report usage of the following activities and amenities compared to those visiting without children 12 and under:
 - Activities (97% vs 88%).
 - Warming zones and essential services (93% vs 87%).
 - Staff and volunteer assistance (93% vs 83%).
 - Food and beverage options (92% vs 85%).

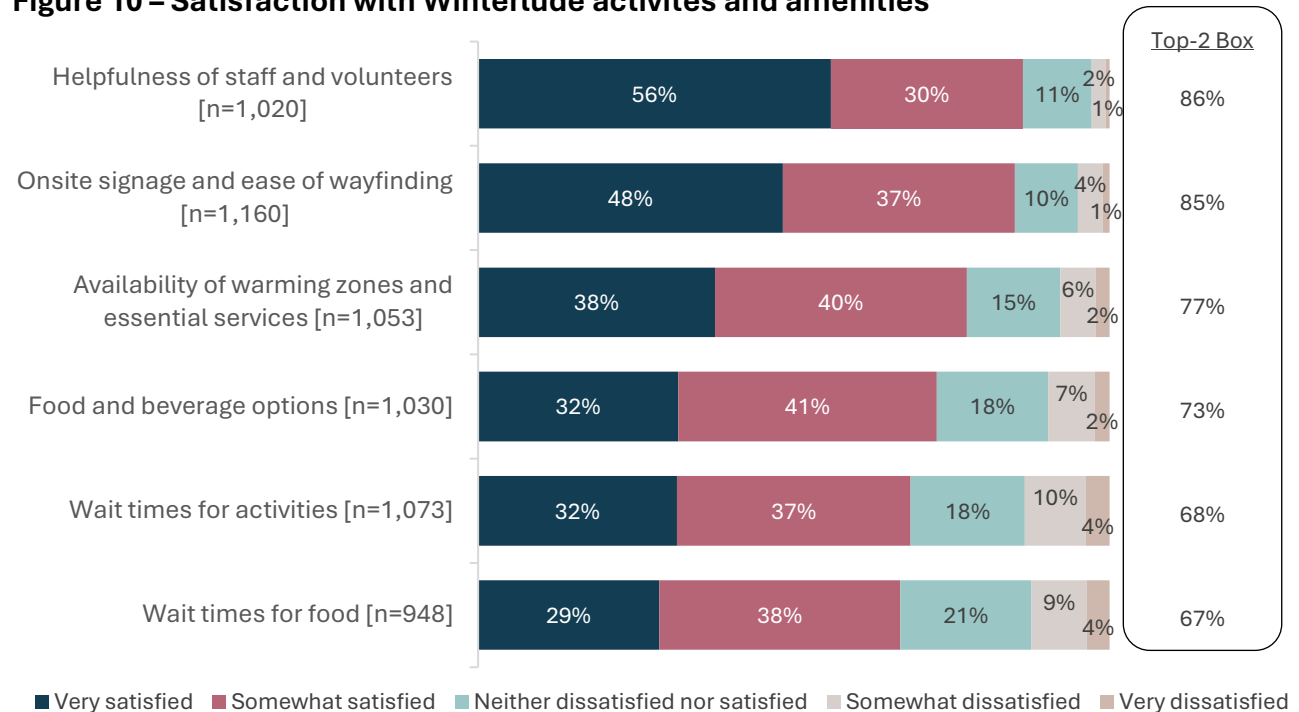
Most respondents who utilized a particular activity or amenity were satisfied. Satisfaction was highest for the helpfulness of staff or volunteers and usage of onsite signage.

Among respondents who provided a valid rating for a particular activity or amenity, more than 4 in 5 visitors were at least somewhat satisfied with the helpfulness of staff or volunteers (86%) and onsite signage or ease of wayfinding (85%).

More than three quarters of respondents (77%) were satisfied with the availability of warming zones and essential services, while slightly fewer (73%) were satisfied with the food and beverage options available onsite.

When considering satisfaction with wait times onsite, more than two-thirds of respondents were satisfied with the wait times for activities (68%) and the wait times for food (67%).

Figure 10 – Satisfaction with Winterlude activities and amenities



Q9. On a scale of 1 to 5, where 1 means very dissatisfied and 5 means very satisfied, please rate your level of satisfaction with the following aspects of the Winterlude sites you visited. Please select "Not applicable" if you did not use a particular activity or amenity.

Base: All respondents (excluding N/A responses), 2026, n=1,197.

Additional demographic differences emerged from the findings, including the following:

- Those who exclusively visited Jacques-Cartier Park were more likely to be satisfied with the food and beverage options compared to those who exclusively visited Confederation Park (77% vs 69%).
- Conversely, those who exclusively visited Confederation Park were more likely to be satisfied with the wait times for activities compared to those who exclusively visited Jacques-Cartier Park (73% vs 61%).

- Those aged 65 years or older were more likely to be satisfied with the wait times for activities compared to those 25 to 64 years old (80% vs 67%).
- Those visiting with children 12 and under were less likely to be satisfied with the wait times for activities compared to those without children 12 and under (61% vs 72%).

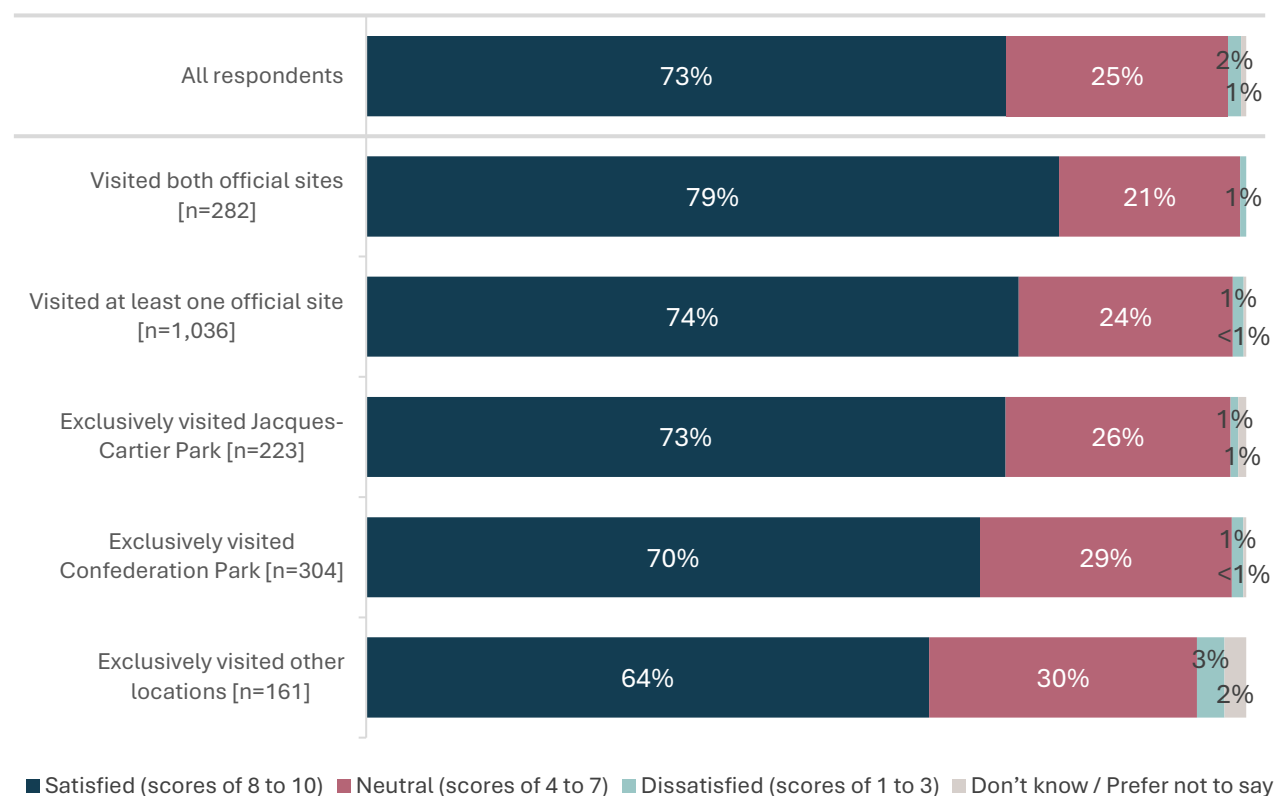
Most surveyed visitors were highly satisfied with their overall Winterlude experience.

Respondents were asked to provide their level of satisfaction with their overall Winterlude experience using a scale from 1 to 10 where 1 was “not at all satisfied” and 10 represented “completely satisfied”.

Nearly three quarters of respondents (73%) indicated that they were highly satisfied with their Winterlude experience (scores of 8 to 10), while 25% provided scores in the neutral range (scores of 4 to 7). Few respondents (2%) were dissatisfied with their overall Winterlude experience.

Satisfaction was highest among those who visited both official sites (79%), while 73% of those who exclusively visited Jacques-Cartier Park were highly satisfied with their experience, followed closely by 70% of those who exclusively visited Confederation Park.

Figure 11 – Satisfaction with overall experience



Q10. Overall, how satisfied were you with your Winterlude experience? Please use a scale from 1 to 10 where 1 means not at all satisfied and 10 means completely satisfied. Base: All respondents, 2026, n=1,197.

Those more likely to be satisfied with their overall Winterlude experience included:

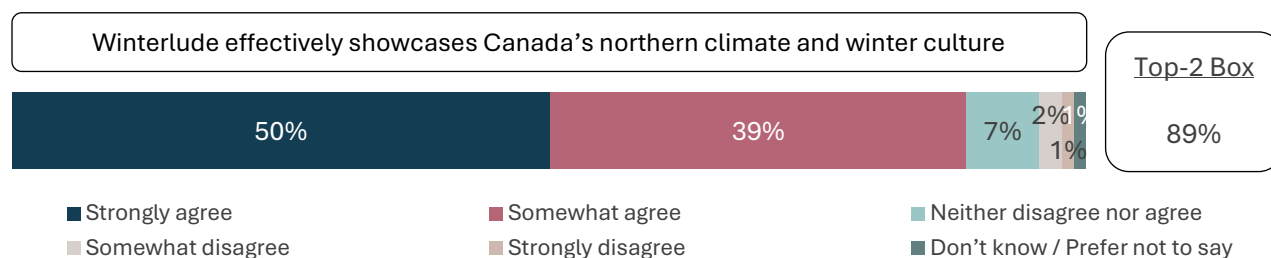
- Those living outside of Ontario or Quebec (92% vs 72% among those living in Ontario or Quebec).
- Respondents aged 65 years or older (82% vs 70% among those aged 44 years or younger).
- Those without a disability (76% vs 50% among those who self-identify as having a disability).
- Respondents who visited both official sites (79%) or at least one official site (74% vs 64% among those who exclusively visited unofficial sites).

Identity, culture and mandate

Most agreed that Winterlude effectively showcases Canada's northern climate and winter culture.

Nearly 9 in 10 respondents (89%) at least somewhat agreed that Winterlude effectively showcases Canada's northern climate and winter culture, with 50% strongly agreeing with this sentiment.

Figure 12 – Perceived effectiveness of showcasing Canada's winter culture



Q11a. On a scale of 1 to 5, where 1 means strongly disagree and 5 means strongly agree, to what extent do you agree with the following: Winterlude effectively showcases Canada's northern climate and winter culture. Base: All respondents, 2026, n=1,197.

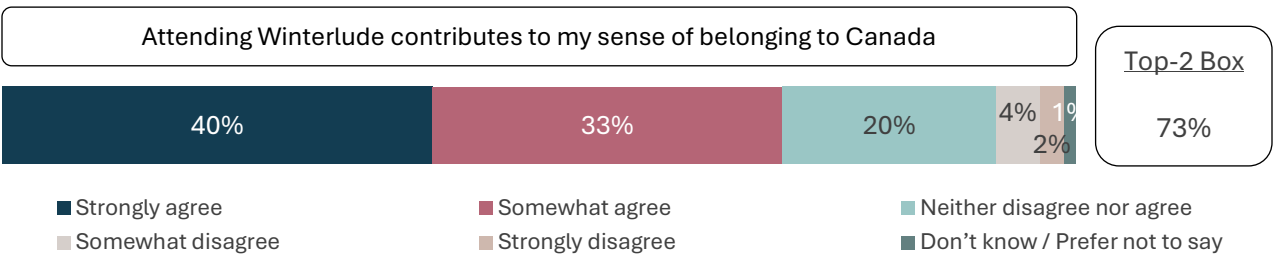
Those more likely to at least somewhat agree that Winterlude effectively showcases Canada's northern climate and winter culture included:

- Respondents who visited both official sites (91% vs 86% among those who exclusively visited Jacques-Cartier Park).
- Those with a university education (91% vs 86% among those with a college or trade school education).
- Those with a household income of \$150,000 or more (93% vs 86% among those earning less than \$80,000).
- Non-Indigenous respondents (90% vs 71% among Indigenous respondents).

Most also agreed that attending Winterlude contributes to their sense of belonging to Canada.

Respondents living in Canada (n=1,172) were asked to evaluate the extent to which they agreed that attending Winterlude contributes to their sense of belonging to Canada. Nearly three quarters (73%) at least somewhat agreed, while 40% strongly agreed with this sentiment.

Figure 13 – Perceived contribution to sense of belonging to Canada



Q11b. On a scale of 1 to 5, where 1 means strongly disagree and 5 means strongly agree, to what extent do you agree with the following: Attending Winterlude contributes to my sense of belonging to Canada. Base: Respondents residing in Canada, 2026, n=1,172.

Those more likely to at least somewhat agree that attending Winterlude contributes to their sense of belonging to Canada included:

- Respondents who visited both official sites (83% vs 70% among those who exclusively visited Confederation Park and 65% among those who exclusively visited Jacques-Cartier Park).
- Those living outside of the NCR (80% vs 72% among those living in the NCR).

A strong majority agreed that Winterlude is important as a national winter festival.

Nearly 9 in 10 surveyed visitors (88%) indicated that Winterlude is at least somewhat important as a national winter festival, with 59% feeling it is very important.

Figure 14 – Perceived importance of Winterlude



Q12. In your opinion, how important is Winterlude as a national winter festival? Please use a scale from 1 to 5 where 1 means not at all important and 5 means very important. Base: All respondents, 2026, n=1,197.

Those more likely to feel that Winterlude is an important national winter festival included:

- Respondents who visited both official sites (94% vs 87% among those who exclusively visited Confederation Park and 82% among those who exclusively visited Jacques-Cartier Park).
- Returning visitors (90% vs 84% among first-time visitors).
- Those with a university education (90% vs 83% among those with a high school education).
- Respondents aged 65 years or older (95% vs 87% among those aged 64 year or younger).

Those visiting with children 12 and under were more likely to feel that Winterlude is a very important national winter festival compared to those visiting without children 12 and under (66% vs 57%).

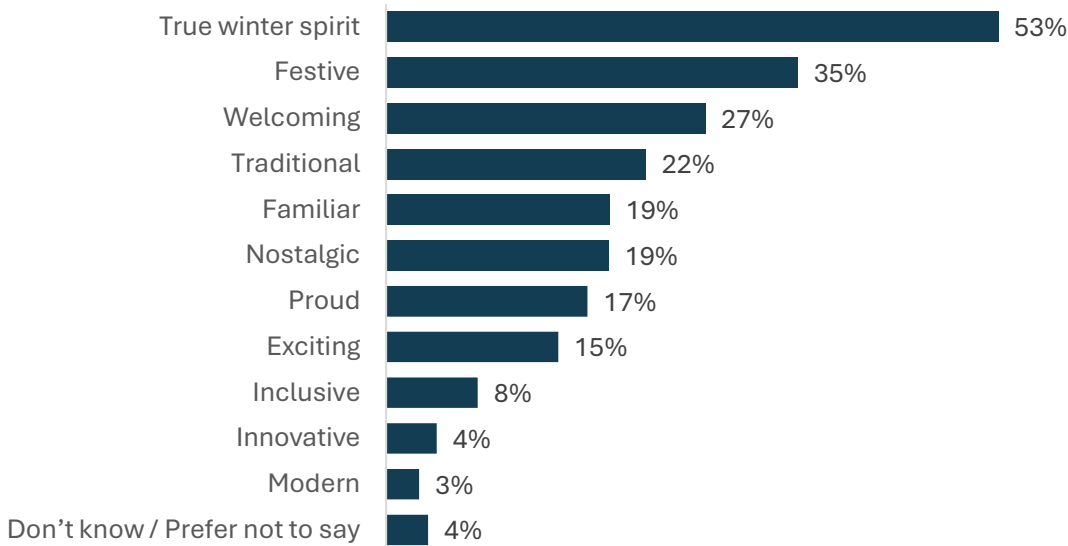
Surveyed visitors were most likely to describe their feelings surrounding Winterlude 2026 as a sense of true winter spirit, festive, and welcoming.

Respondents were presented with a series of feelings that could be used to describe their impressions of how Winterlude 2026 made them feel and asked to select no more than three items from the list.

More than half of respondents (53%) indicated that Winterlude 2026 made them feel a sense of true winter spirit, while more than a third described feeling festive (35%). More than a quarter (27%) described feeling a sense of welcoming, while slightly fewer (22%) felt traditional.

Nearly a fifth of respondents felt familiarity (19%), nostalgia (19%), pride (17%), or excitement (15%). Fewer respondents described feelings of inclusion (8%), innovation (4%), or modernity (3%).

Figure 15 – Primary feelings attributed to Winterlude 2026



Q13. Which of the following best describe how Winterlude 2026 makes you feel? [SELECT UP TO THREE ITEMS FROM THE LIST]
Base: All respondents, 2026, n=1,197.

Various demographic differences emerged from the findings, including the following:

- Those who exclusively visited Confederation Park were more likely to select the following feelings compared to those who exclusively visited Jacques-Cartier Park:
 - True winter spirit (51% vs 41%).
 - Festive (38% vs 25%).
 - Nostalgic (20% vs 13%).
- Conversely, those who exclusively visited Jacques-Cartier Park were more likely to feel familiar compared to those who exclusively visited Confederation Park (26% vs 16%).
- Those who visited both official sites were more likely to indicate the following feelings compared to those who exclusively visited either official site:
 - True winter spirit (62% vs 51% among those who exclusively visited Confederation Park and 41% among those who exclusively visited Jacques-Cartier Park).
 - Exciting (21% vs 14% among those who exclusively visited Confederation Park and 13% among those who exclusively visited Jacques-Cartier Park).
- Those living outside of the NCR were more likely to select the following feelings compared to those living in the NCR:
 - True winter spirit (61% vs 51%).
 - Welcoming (34% vs 26%).
 - Proud (23% vs 16%).
- Conversely, those living in the NCR were more likely to describe the following feelings compared to those living outside the NCR:
 - Traditional (24% vs 15%).
 - Familiar (21% vs 12%).
 - Innovative (5% vs 1%).

- Feelings of excitement decreased with age, decreasing from 27% among those 16 to 24 years old to 6% among those 65 years or older.
- First-time visitors were more likely to select the following feelings compared to returning visitors:
 - True winter spirit (62% vs 50%).
 - Festive (43% vs 33%).
 - Welcoming (34% vs 26%).
 - Exciting (20% vs 13%).

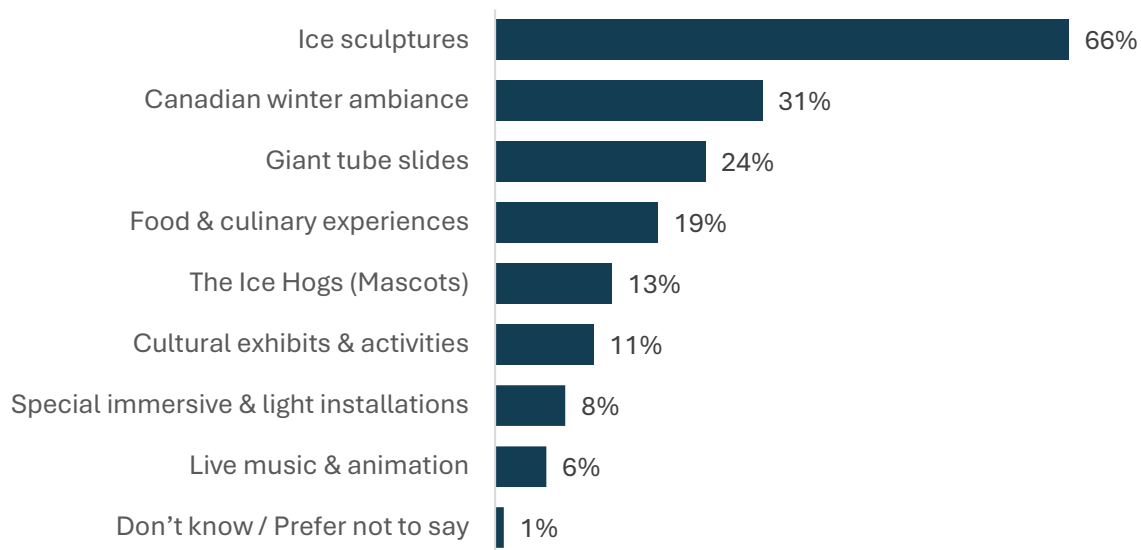
Most surveyed visitors associated Winterlude with ice sculptures, while many described the Canadian winter ambiance and giant tube slides.

Respondents were presented with a list of elements associated with Winterlude and asked to select no more than two items from the list that they associate most with the festival.

Roughly two-thirds of respondents (66%) selected ice sculptures, while 31% most associated Winterlude with Canadian winter ambiance. Nearly a quarter (24%) most associate Winterlude with giant tube slides, while 19% selected food and culinary experiences.

Far fewer selected other items from the list, which included the Ice Hogs (13%), cultural exhibits or activities (11%), special immersive and light installations (8%), and live music or animation (6%).

Figure 16 – Primary elements associated with Winterlude



Q14. Which of the following elements do you associate most with Winterlude? [SELECT UP TO TWO ITEMS FROM THE LIST]

Base: All respondents, 2026, n=1,197.

A variety of demographic differences emerged from the findings, including the following:

- Those who exclusively visited Confederation Park were more likely to associate Winterlude with the following elements compared to those who exclusively visited Jacques-Cartier Park:
 - Ice sculptures (75% vs 40%).
 - Food & culinary experiences (19% vs 11%).
 - Special immersive & light installations (10% vs 4%).
 - Live music & animation (8% vs 3%).
- Conversely, those who exclusively visited Jacques-Cartier Park were more likely to associate Winterlude with the following elements compared to those who exclusively visited Confederation Park:
 - Giant tube slides (47% vs 12%).
 - The Ice Hogs (25% vs 10%).

- Returning visitors were more likely to associate Winterlude with the following elements compared to first-time visitors:
 - Ice sculptures (68% vs 59%).
 - The Ice Hogs (15% vs 7%).
- Those aged 65 years or older were more likely to associate Winterlude with ice sculptures compared to those 44 years or younger (76% vs 61%).
- Respondents aged 64 years or younger were more likely to associate Winterlude with giant tube slides compared to those 65 years or older (26% vs 10%).
- Those visiting with children 12 and under were more likely to associate Winterlude with the following elements compared to those visiting without children 12 and under:
 - Giant tube slides (39% vs 18%).
 - The Ice Hogs (17% vs 12%).
- Conversely, those visiting without children 12 and under were more likely to associate Winterlude with ice sculptures compared to those visiting with children 12 and under (69% vs 58%).

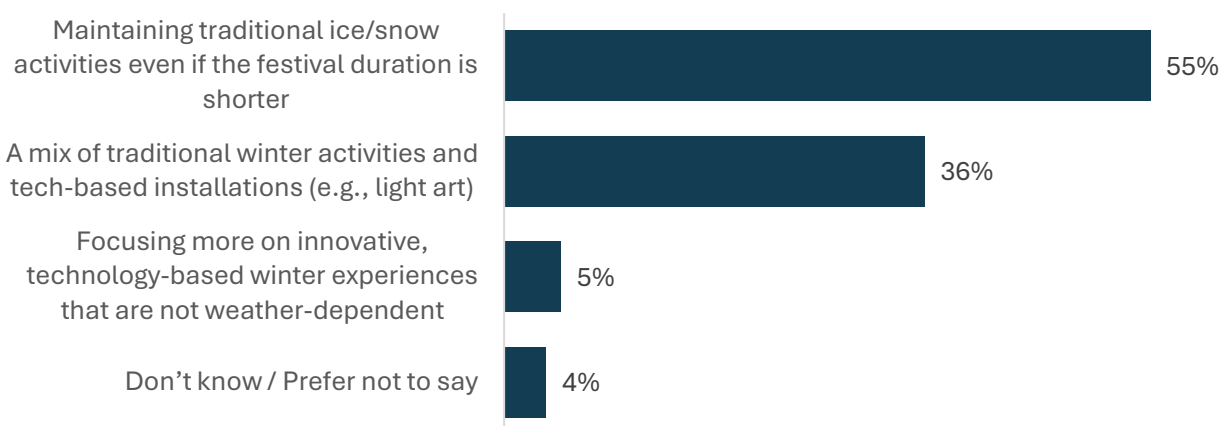
Climate adaption and resilience

Most surveyed visitors would prefer that future editions of Winterlude maintain traditional ice and snow activities, even if it means the festival duration is shorter.

Respondents were presented with the scenario in which future editions of Winterlude face changing and increasingly unpredictable winters and asked to provide their preferred approach to event activities.

More than half of respondents (55%) indicated that they would prefer maintaining traditional ice and snow activities, even if it means the festival duration is shorter. More than a third of respondents (36%) selected a mix of traditional winter activities and tech-based installations, while 5% would support a focus on more innovative, technology-based winter experiences that are not weather-dependent.

Figure 17 – Preferred approach to event activities for future editions of Winterlude



Q15. Facing changing and increasingly unpredictable winters, for future editions of Winterlude, which of the following approaches to event activities do you prefer? Base: All respondents, 2026, n=1,197.

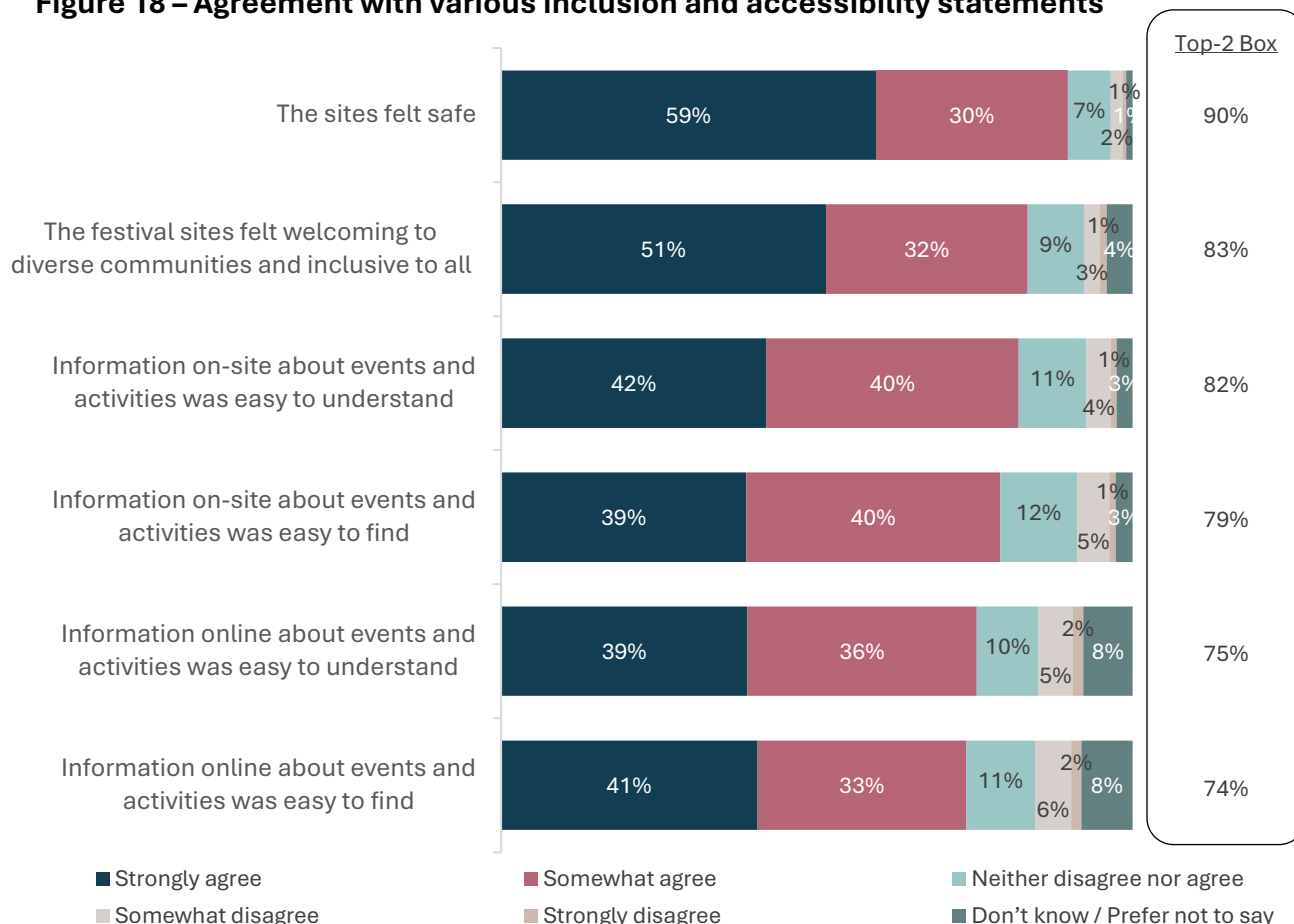
Inclusion and accessibility

Most surveyed visitors agreed that the sites felt safe, welcoming and inclusive to all, and that on-site information was easy to find and understand. Agreement was slightly lower for ease of understanding and finding information online.

Respondents were asked for the extent to which they agreed with a series of statements related to inclusion and accessibility. Roughly 9 in 10 respondents (90%) at least somewhat agreed that the sites felt safe, with 59% strongly agreeing with this sentiment. More than 4 in 5 respondents (83%) agreed that the festival sites felt welcoming to diverse communities and inclusive to all, with 51% strongly agreeing with this sentiment.

When asked to evaluate their ability to access information on-site about events and activities, roughly 4 in 5 respondents agreed that the information was easy to understand (82%) and easy to find (79%). Agreement was slightly lower for online information about events and activities, with roughly three quarters agreeing the information was easy to understand (75%) and easy to find (74%). It is worth noting though that satisfaction levels for online information were somewhat dampened by 8% who selected “Don’t know/Prefer not to say”, suggesting these respondents may not have used the Internet to obtain that type of information.

Figure 18 – Agreement with various inclusion and accessibility statements



Q16. On a scale of 1 to 5, where 1 means strongly disagree and 5 means strongly agree, to what extent do you agree with the following:
 Base: All respondents, 2026, n=1,197.

Various demographic differences emerged from the findings, including the following:

- Those who visited both official sites were more likely to agree with the following inclusion and accessibility statements compared to those who exclusively visited Jacques-Cartier Park:
 - The sites felt safe (93% vs 87%).
 - The festival sites felt welcoming to diverse communities and inclusive to all (89% vs 81%).
 - Information online about events and activities was easy to find (79% vs 72%).

- Those who visited both official sites were also more likely to agree with the following inclusion and accessibility statements compared to those who exclusively visited Confederation Park:
 - The festival sites felt welcoming to diverse communities and inclusive to all (89% vs 83%).
 - Information online about events and activities was easy to understand (81% vs 73%).
- Those more likely to agree that the sites felt safe included:
 - Respondents aged 65 years or older (95% vs 88% among those 44 years or younger).
- Non-Indigenous respondents were more likely to agree that the festival sites felt welcoming to diverse communities and inclusive to all compared to Indigenous respondents (85% vs 71%).
- Those visiting with children 12 and under were more likely to agree with the following inclusion and accessibility statements compared to those visiting without children 12 and under:
 - The festival sites felt welcoming to diverse communities and inclusive to all (87% vs 82%).
 - Information online about events and activities was easy to find (78% vs 72%).

Nearly all surveyed visitors did not experience any physical or social barriers during their visit, with mobility issues most cited among those who self-identify as having a disability.

More than 9 in 10 respondents (91%) indicated that they did not experience any physical or social barriers during their visit, decreasing to 82% among those who self-identify as having a disability. Those with a disability were most likely to cite issues with mobility (6%), followed by snow accumulation (4%) and slippery conditions (2%).

Figure 19 – Physical or social barriers encountered

Barriers encountered	Total (n=1,197)	Those with a disability (n=123)	Those without a disability (n=1,032)
NET Yes	7%	15%	5%
Snow accumulation / Slush not cleared	2%	4%	1%
Persons with reduced mobility had trouble getting around (Wheelchairs / Walkers / Canes / Elderly)	1%	6%	1%
Stroller access / manoeuvrability	1%	-	1%
Sno-Bus schedules / long waits / issues	1%	1%	1%
Parking	1%	1%	1%
Slippery / Icy	1%	2%	<1%
Not able to receive service in French	<1%	1%	<1%
Directions / Signage not accurate	<1%	1%	<1%
Other	1%	3%	1%
No	91%	82%	92%
Don't know / Prefer not to say	3%	2%	3%

Q17. Did you encounter any physical or social barriers during your visit (e.g., mobility issues, stroller access, language barriers)?

Base: All respondents, 2026, n=1,197.

Those visiting with children 12 and under were more likely to have encountered physical or social barriers during their visit (9% vs 5% among those visiting without children 12 and under). Stroller access and maneuverability was the primary concern cited among those with children 12 and under (4%).

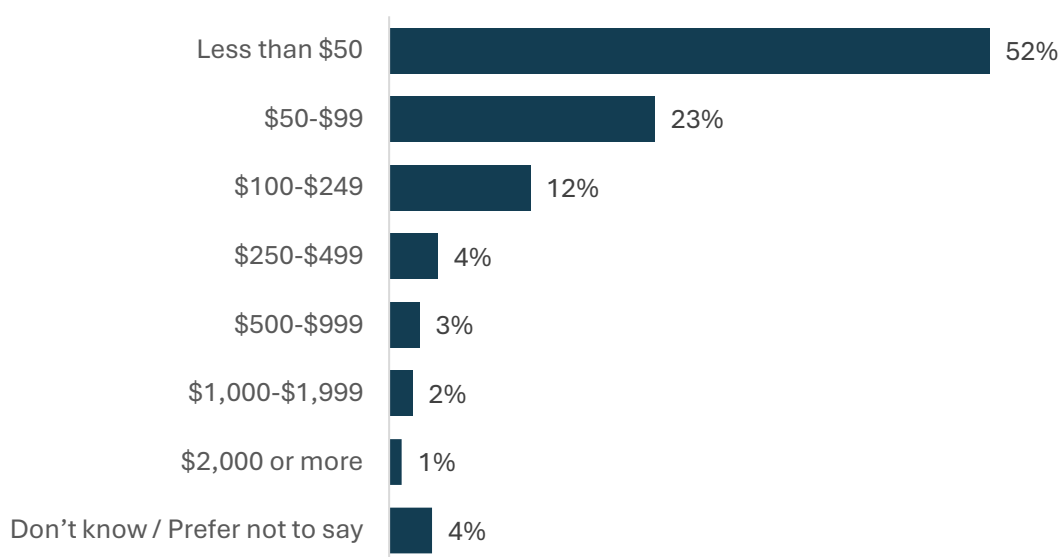
Economic impact and future outlook

Most surveyed visitors reported spending less than \$50 surrounding their Winterlude visit when considering all expenses.

Respondents were asked to indicate the amount of money spent on expenses specifically surrounding their attendance of Winterlude, including what their group spent on transportation, travel, hotels, food and beverages/restaurants, souvenirs, and any other expenses.

More than half of respondents (52%) indicated that they spent less than \$50 on their Winterlude visit, while 23% spent between \$50 to \$99, and 12% spent \$100 to \$249. A total of 10% of surveyed visitors reported spending in excess of \$250.

Figure 20 – Total spending related to all Winterlude visits



Q18. Considering all visits to Winterlude sites this year, approximately how much did your group spend during your visit? Please include what your group spent on transportation, travel, hotels, food and beverages/restaurants, souvenirs, and any other expenses that you made specifically because you attended Winterlude sites this year. Base: All respondents, 2026, n=1,197.

A variety of demographic differences emerged from the findings, including the following:

- Unsurprisingly, likelihood to incur expenses of more than \$50 increased among those visiting from outside of the NCR, peaking among those visiting from outside of Canada.

- Those who exclusively visited Confederation Park (65%) were more likely to have spent less than \$50 compared to those who exclusively visited Jacques-Cartier Park (51%) or both official sites (40%).
- Conversely, those who exclusively visited Jacques-Cartier Park (30%) were more likely to have spent between \$50 to \$99 compared to those who visited both official sites (22%) or exclusively visited Confederation Park (16%).
- Those who visited both official sites (35%) were more likely to report spending in excess of \$100 compared to those who exclusively visited Confederation Park (15%) or Jacques-Cartier Park (14%).
- Those visiting without children 12 and under were more likely to report spending less than \$50 compared to those visiting with children 12 and under (56% vs 42%).
- Those visiting with children 12 and under were more likely to have spent between \$50 to \$249 compared to those who visited without children 12 and under (44% vs 31%).

Most surveyed visitors are interested in attending future editions of Winterlude.

Respondents were asked to indicate their likelihood to attend future editions of Winterlude using a scale from 1 to 10 where 1 was “not at all likely” and 10 represented “extremely likely”.

More than 4 in 5 respondents (82%) indicated that they were quite likely to attend Winterlude again in the future (scores of 8 to 10), while 16% provided scores in the neutral range (scores of 4 to 7). Few respondents (2%) indicated they were not likely to attend future editions of Winterlude.

Figure 21 – Likelihood to attend future editions of Winterlude



Q19. How likely are you to attend Winterlude again in the future? Please use a scale from 1 to 10 where 1 means not at all likely and 10 means extremely likely. Base: All respondents, 2026, n=1,197.

Those more likely to be very likely to attend future editions of Winterlude included:

- Respondents aged 65 years or older (87% vs 80% among those 44 years or younger).
- Returning visitors (84% vs 73% among first-time visitors).
- Those who visited both official sites (88% vs 79% among those who exclusively visited either Jacques-Cartier Park or Confederation Park).

Those visiting with children 12 and under were more likely to provide the maximum score of 10 “extremely likely” compared to those who visited without children 12 and under (58% vs 49%).

Based on the NPS metric, most surveyed visitors would “promote” Winterlude to their family, friends, or colleagues.

Respondents were asked their likelihood to recommend Winterlude to their family, friends, or colleagues using a scale of 0 to 10 where 0 was “not at all likely” and 10 was “extremely likely”. The resulting score can be used to calculate a metric known as the Net Promoter Score (NPS), often used across industries and sectors as an aggregate measure of satisfaction and a strong indicator of loyalty.

Roughly two-thirds of surveyed visitors (66%) were identified as Promoters (scores of 9 or 10), while 25% were Passives (scores of 7 or 8). A total of 9% of respondents identified as Detractors (scores of 0 to 6). Out-of-town tourists expressed a greater likelihood to promote Winterlude compared to NCR residents (72% vs 65%). Those visiting with children 12 and under were also more likely to promote Winterlude compared to those visiting without children 12 and under (72% vs 63%).

The Net Promoter Score (NPS) was calculated using the following formula:

$$\text{Net Promoter Score} = \text{Promoters (9 to 10)} - \text{Detractors (0 to 6)}$$

$$\text{Overall: Promoters (66\%)} - \text{Detractors (9\%)} = \mathbf{57}$$

$$\text{NCR residents: Promoters (65\%)} - \text{Detractors (9\%)} = \mathbf{56}$$

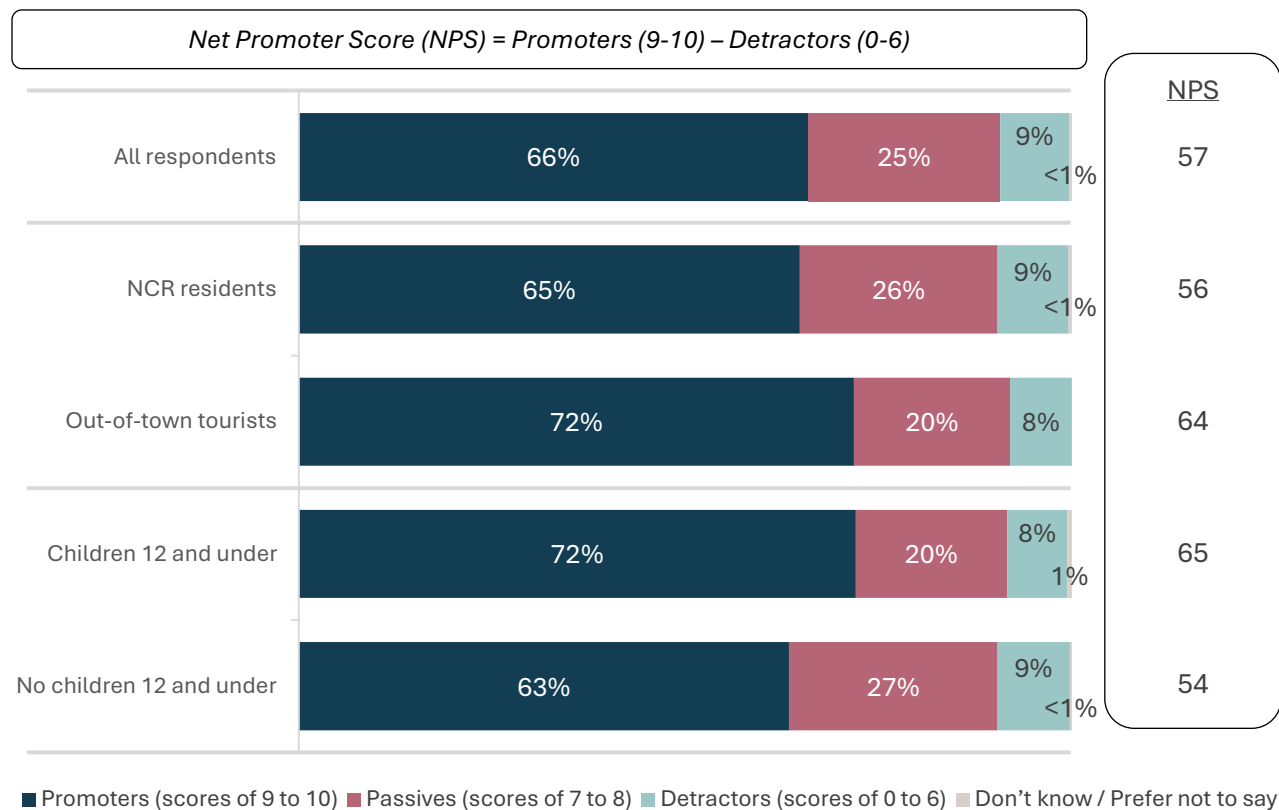
$$\text{Out-of-town tourists: Promoters (72\%)} - \text{Detractors (8\%)} = \mathbf{64}$$

$$\text{Children 12 and under: Promoters (72\%)} - \text{Detractors (8\%)} = \mathbf{65}$$

$$\text{No children 12 and under: Promoters (63\%)} - \text{Detractors (9\%)} = \mathbf{54}$$

The resulting NPS of 57 is a modest overall score.

Figure 22 – Likelihood to recommend Winterlude



Q20. How likely are you to recommend Winterlude to family, friends, or colleagues? Please use a scale from 0 to 10 where 0 means not at all likely and 10 means extremely likely. Base: All respondents, 2026, n=1,197.

Additionally, those more likely to have a higher NPS score included:

- Respondents who visited both official sites (73 vs. 52 among those who exclusively visited Jacques-Cartier Park or Confederation Park).
- Those aged 65 years or older (72 vs 55 among those 64 years or younger).

Most respondents did not know what signature experience or flagship attraction they would like to see included in future editions of Winterlude. Among those who provided a response, the most common mentions were continuing or expanding on the display and demonstration of ice and snow sculptures, as well as slides and tubing.

When asked to specify which signature experience or flagship attraction they would want included in future editions of Winterlude, responses were quite mixed, with many referring to expanding on or continuing existing experiences. Outside of sculptures and carving (19%), or slides and tubing (11%), no additional considerations were mentioned by more than 6% of respondents.

Nearly all considerations were cited by 1% to 4% of respondents, while nearly half (47%) were unsure what they would like. The most common consideration unrelated to current offerings included incorporating the Canal, primarily citing opportunities to skate (6%). Additional mentions are included in Figure 23.

Those visiting with children 12 and under were more likely to mention the following experiences compared to those visiting without children 12 and under:

- Ice / snow slides and tubing (18% vs 7%).
- Children's activities (5% vs <1%).

Conversely, those visiting without children 12 and under were more likely to mention the following experiences compared to those visiting with children 12 and under:

- Ice / snow sculptures and carving (22% vs 12%).
- Canall (skating, Dows Lake) (7% vs 4%).

Figure 23 – Considerations for future editions of Winterlude

Considerations for future editions	Total (n=1,197)	Visiting with children 12 and under (n=1,197)	No children 12 and under (n=1,197)
Ice / snow sculptures and carving	19%	12%	22%
Ice / snow slides and tubing	11%	18%	7%
Canal (skating, Dows Lake)	6%	4%	7%
Beaver Tails / food and drink vendors and options	4%	3%	4%
Concerts / music / live events / DJs / karaoke / disco	3%	3%	3%
Positive comment – nothing to add	2%	3%	2%
Children's activities	2%	5%	<1%
Lights (illuminated areas)	1%	1%	2%
Winter sport demos and trials	1%	1%	1%
Rides / ferris wheel	1%	2%	1%
Skating (rink, lessons, demonstrations)	1%	1%	1%
Snowmobiles / barbegazi	1%	-	1%
Sparks street activities	1%	<1%	1%
Community activities (bed race, snow sculpture, waiter race)	1%	<1%	1%
Indigenous / First Nations / Inuit	1%	1%	1%
Adult focused activities	1%	<1%	1%
Exhibits (history, Canadian, Winterlude, winter)	1%	<1%	1%
Ice castle / fort	1%	1%	<1%
Obstacle courses	1%	2%	<1%
Zipline / extreme sports	1%	1%	1%
Dog sleds	1%	1%	<1%
Fireworks / drone light show	1%	1%	<1%
Shopping / markets / souvenirs	1%	<1%	1%
Mascots	1%	1%	<1%
Other	5%	6%	4%
Don't know / prefer not to say	47%	44%	49%
Results of less than 1%			
- Arts / artisans - Warming stations and shelters - Ice maze - Snowflake Kingdom - Evening activities / improve hours of operation			

Q21. What is one signature experience or flagship attraction you would like to see in future editions?

Base: All respondents, 2026, n=1,197.

Methodology

Summary: The study was completed in two stages: an onsite-intercept recruitment survey at two official Winterlude sites: Jacques-Cartier Park and Confederation Park; and a follow-up online survey.

Quorus was responsible for coordinating all aspects of the research project, including designing the research instruments; collecting the data; and delivering the required reports. The research approach is outlined in greater detail below.

Research approach

The target population consisted of the general public attending the 2026 Winterlude sites and events, aged 16 years and older. Visitors who were not residents of Canada also qualified to participate in the study.

On-site visitor recruitment

With an ultimate goal of achieving 1,000 completed online surveys with individuals having visited Winterlude 2026, efforts were invested in intercepting visitors on-site with the explicit goal of inviting them to complete the online survey after Winterlude was finished. The on-site Winterlude interviews took place at the two major locations: Confederation Park and Jacques-Cartier Park, between January 30th and February 16th, 2026. A total of 1,153 visitors responded to the on-site survey, resulting in 1,035 recruited visitors who provided contact information to participate in the follow-up online survey (a completion rate of 90%).

Recruitment fell short of the initial target of roughly $n=3,000$ on-site recruits expected over the duration of Winterlude. Several factors contributed to challenges in meeting the recruitment target even though all budgeted resources were used, including:

- Data collection windows were limited compared to previous waves, with surveying primarily restricted to weekends.
- More than one on-site intercept survey was being conducted simultaneously – contributing to respondent fatigue and some respondent confusion.
- Usage of a two-stage approach – although some were interested in participating, reluctance to share contact information for an online follow-up limited participation.

- A 7-minute interaction exceeded initial expectations of a 3-minute recruitment process. This was unavoidable and largely caused by interviewers requesting visitors to self-complete various contact information fields on handheld devices to ensure accuracy.
- Weather conditions contributed to challenges in interviewer availability and visitor willingness to participate in the study.

To encourage sign-up and completion of the follow-up online survey, those who were recruited on-site were informed that should they complete the follow-up online survey they would be entered into a draw to win one of five prizes of \$100.

Online survey

All respondents from the onsite survey were invited to participate in the online survey. Given the challenges in recruiting 3,000 visitors, efforts were made to expand outreach, including social media advertising of the online survey link and the use of an online panel of respondents residing in the surrounding areas of the Ottawa-Gatineau region.

The social media team at PCH was responsible for posting the links to participate, with follow-up posts scheduled in conjunction with email reminders.

An 8-minute online survey was administered to a non-probability sample of 1,197 Winterlude visitors aged 16 years or older between February 19 to March 12, 2026:

- The response rate for the online survey among those recruited on-site was 28% based on 288 completed surveys across 1,035 email invitations.
- The combined completion and eligibility rate for social media recruits was 39% based on 225 completed surveys across 576 survey click-throughs.
- The combined response and eligibility rate for online panel recruits was 29% based on 684 completed surveys across 2,399 panel invitations.

No incentive was provided for those invited to participate via social media or online panel recruitment.

The data is not weighted to replicate actual population distributions given the non-probability sampling approaches used. Survey results cannot be statistically projected to the overall population of Winterlude visitors and estimates of sampling error cannot be calculated.

All research work was conducted in accordance with the professional standards established by the Government of Canada Public Opinion Research Standards.

Questionnaire design

Quorus collaborated with Canadian Heritage to design the survey instruments in English to ensure that the research objectives were addressed, finalizing the overall survey instruments and translating the client-approved English versions of each survey into French.

For both surveys, thorough internal testing was conducted. Both Quorus and PCH simulated completing the actual survey via a test link to assess the flow of the survey, comprehension of the questions, language, data integrity, and the length of the survey.

Similar to previous public opinion research of this nature conducted by Canadian Heritage, the survey instruments consisted of mostly closed-ended questions. The online survey questionnaire had an average survey duration of 8 minutes.

Respondents were informed of their rights under the *Privacy Act*, the *Personal Information Protection and Electronic Documents Act*, and the *Access to Information Act*, and those rights were protected throughout the research process. That process included informing respondents of the purpose of the research; identifying the sponsoring department or the Government of Canada as a whole; and informing them that their participation was voluntary.

Lastly, all research work was conducted in accordance with professional standards, the *Standards for the Conduct of Government of Canada Public Opinion Research-Online Surveys*, the *Standards for the Conduct of Government of Canada Public Opinion Research* and the *Standard on Web Accessibility*.

Administration

Once the final questionnaires and translations were approved by Canadian Heritage, Quorus was responsible for programming the survey for online data collection.

The surveys were programmed in both English and French. Respondents were formally invited to complete the surveys in the official language of their choice. As well, at any point when completing the questionnaires, respondents had the option to change the questionnaire language to the other official language.

Respondents were able to verify the legitimacy of the surveys by contacting representatives of Quorus and/or Canadian Heritage or by inquiring via email to the Canadian Research Insights Council.

The programmed surveys were tested to ensure that question order and skip patterns were properly implemented. Testing included Quorus researchers receiving the invitation via email just as a respondent would, to ensure accuracy of delivery, text, links and so on. Canadian Heritage staff were also provided with the test link, and thus client feedback also was incorporated prior to the launch of the survey.

All respondents who were emailed an invitation to participate in the survey but had yet to complete the survey were sent a total of three follow-up email reminders before data collection was closed.

Representation

A margin of error could not be calculated due to the use of a non-probability sample, as convenience sampling was used across each recruitment strategy.

The data collected cannot be extrapolated to the overall population of Winterlude visitors. Further description of the non-probability sampling approach, including quotas and web panels, can be found here: <https://www150.statcan.gc.ca/n1/edu/power-pouvoir/ch13/nonprob/5214898-eng.htm>.

It is worth noting however that the multiple sources of participant recruitment for the online survey likely reduced coverage error. For instance, the three-pronged approach captured people who wouldn't necessarily have responded to the intercept survey alone – for instance, they may not have encountered an onsite recruiter, they may have visited a site at a time when recruiters were not onsite, they were not approached by an onsite recruiter, etc.

Another indication that coverage was improved via the three-pronged approach is in the finding that shows that some Winterlude visitors did not visit either of the major sites but whose opinions are still valid in the context of understanding the views of all Winterlude-goers. Since recruiters were only located at major sites, these individuals would have been *de facto* excluded from the overall study findings.

Sample distribution

Distribution	Total (n=1,197)	Onsite recruits (n=288)	Online panel recruits (n=684)	Social media recruits (n=225)
Jacques-Cartier Park	531	108	280	143
Confederation Park	787	250	368	169
Other locations	530	108	317	105
NET: Both official sites	282	79	107	96
NET: At least one official site	1,036	279	541	216

Non-response bias considerations

Any survey that is conducted is potentially subject to bias or error. When a survey is conducted with a sample of the population, there are two general classes of bias or error: sampling error, which is quantifiable, and non-sampling error, which is typically not quantifiable. Sampling error arises from the fact that interviews are conducted with only a subset of the population, and thus it is possible that the results obtained from this group of respondents is not reflective of the population as a whole. In contrast, non-sampling error encompasses a number of different types of errors including coverage error, measurement error, non-response error and processing error. Sampling error cannot be measured for the results of the online survey, given the convenience sampling approach used in on-site recruitment, social media recruitment, and an online panel, which is to say, non-probability sample sources.

With respect to non-sampling error, a number of steps were taken to minimize bias. Survey programming technology was utilized to ensure that proper survey skip patterns were followed and to minimize errors due to data entry and data capture. The French and English survey instruments themselves were internally tested by Quorus and PCH to ensure that the survey material was easily understood by respondents and that the resulting data were being captured properly.

Respondent profile

The following tables detail the demographic composition of the sample.

Table P1– Age

Age	Total (n=1,197)	Onsite recruits (n=288)	Online panel recruits (n=684)	Social media recruits (n=225)
16–17	1%	3%	<1%	<1%
18–24	9%	19%	6%	3%
25–34	20%	32%	17%	11%
35–44	26%	22%	26%	31%
45–54	15%	11%	15%	20%
55–64	17%	8%	20%	18%
65+	13%	4%	16%	17%

S1. In which of the following age categories do you belong? Base: All respondents, 2026, n=1,197.

Table P2 – Gender

Gender	Total (n=1,197)	Onsite recruits (n=288)	Online panel recruits (n=684)	Social media recruits (n=225)
Woman	62%	56%	61%	74%
Man	37%	42%	39%	23%
Non-binary	1%	1%	<1%	-
Prefer not to say	1%	1%	<1%	3%

S5. Which of the following best describes your gender identity? *Gender refers to current gender which may be different from sex assigned at birth and may be different from what is indicated on legal documents.* Base: All respondents, 2026, n=1,197.

Table P3 – Education

Education	Total (n=1,197)	Onsite recruits (n=288)	Online panel recruits (n=684)	Social media recruits (n=225)
Grade 8 or less	1%	1%	<1%	-
Some high school	2%	1%	2%	<1%
High school diploma or equivalent	11%	11%	13%	5%
Registered apprenticeship or other trades certificate or diploma	3%	3%	3%	3%
College, CEGEP or other non- university certificate or diploma	19%	13%	21%	21%
University certificate or diploma below bachelor's level	7%	6%	8%	5%
Bachelor's degree	30%	32%	31%	26%
Post-graduate degree above bachelor's level	26%	28%	21%	35%
Prefer not to say	2%	3%	<1%	4%

Q22. What is the highest level of formal education that you have completed? Base: All respondents, 2026, n=1,197.

Table P4 – Indigenous status

Indigenous status	Total (n=1,197)	Onsite recruits (n=288)	Online panel recruits (n=684)	Social media recruits (n=225)
Non-Indigenous	94%	94%	94%	94%
Indigenous (NET)	4%	2%	5%	2%
First Nations	2%	1%	3%	1%
Métis	2%	1%	2%	1%
Inuit	1%	<1%	1%	-
Prefer not to say	3%	5%	2%	4%

Q23. Do you identify as an Indigenous person? Base: All respondents, 2026, n=1,197.

Table P5 – Racial identity

Racial identity	Total (n=1,197)	Onsite recruits (n=288)	Online panel recruits (n=684)	Social media recruits (n=225)
Black	6%	8%	6%	4%
East/Southeast Asian	7%	11%	6%	5%
Latino/Latina/Latinx	3%	4%	4%	2%
Middle Eastern	3%	5%	3%	1%
South Asian	5%	8%	3%	3%
White	70%	56%	75%	74%
Indigenous	<1%	-	<1%	1%
Mixed race	<1%	1%	<1%	-
Jewish	<1%	1%	-	-
Canadian	<1%	-	<1%	-
Another racial group	1%	1%	1%	1%
Prefer not to say	5%	8%	3%	10%

Q24. Which racial group do you identify with? *Race is a term used to classify people into groups based principally on physical traits such as skin colour. Racial categories are not based on science or biology but on differences society has created, with significant consequences for people's lives. Racial categories may vary over time and place and can overlap with ethnic, cultural or religious groupings.*

Base: All respondents, 2026, n=1,197.

Table P6 – Household income

Household income	Total (n=1,197)	Onsite recruits (n=288)	Online panel recruits (n=684)	Social media recruits (n=225)
Under \$20,000	5%	8%	4%	5%
\$20,000 to just under \$40,000	7%	9%	8%	3%
\$40,000 to just under \$60,000	7%	5%	8%	5%
\$60,000 to just under \$80,000	12%	13%	13%	5%
\$80,000 to just under \$100,000	12%	10%	14%	11%
\$100,000 to just under \$150,000	19%	13%	21%	20%
\$150,000 or more	21%	17%	22%	24%
Don't know / Prefer not to say	16%	25%	10%	26%

Q25. Which of the following categories best describes your total **household** income? That is, the total income of all persons in your household combined, before taxes? Base: Respondents living in Canada, 2026, n=1,172.

Table P7 – 2SLGBTQIA+ status

2SLGBTQIA+ status	Total (n=1,197)	Onsite recruits (n=288)	Online panel recruits (n=684)	Social media recruits (n=225)
NET Yes	12%	15%	12%	10%
Yes	8%	11%	8%	6%
I identify as part of the 2SLGBTQIA+ community, but I use different terms and concepts to refer to my sexual orientation and/or gender identity and expression (e.g. pansexual or gender diverse)	4%	4%	4%	4%
No	84%	77%	86%	84%
Prefer not to say	4%	8%	2%	7%

Q26. Do you identify as lesbian, gay, bisexual, transgender, queer, Two-Spirit, intersex, and/or non-binary?
Base: All respondents, 2026, n=1,197.

Table P8 – Disability status

Disability status	Total (n=1,197)	Onsite recruits (n=288)	Online panel recruits (n=684)	Social media recruits (n=225)
Yes	10%	7%	12%	8%
No	86%	86%	86%	87%
Prefer not to say	4%	6%	2%	5%

Q27. Do you identify as a person living with a disability? Base: All respondents, 2026, n=1,197.

Appendices

Appendix A: Onsite screener

Winterlude 2026: Strategic Visitor Survey Onsite Screener

Interviewer to record

1. Interviewer name
2. Time
3. Weather conditions **[SELECT ALL THAT APPLY]**

Sunny day	1
Very cold	2
Rain	3
Freezing rain	4
Light snow	5
Heavy snow	6

4. Location

Confederation Park	1
Jacques Cartier Park	2

Introduction

[IF CONFEDERATION PARK: Hello/Bonjour / IF JACQUES CARTIER PARK: Bonjour/hello], my name is __ and I work for Quorus Consulting Group, a public opinion research company. We are conducting research on behalf of the Government of Canada to collect feedback from people attending Winterlude. We would not do the full survey with you right now – we would just do a short 2 minute survey with you right now then once Winterlude is over, we would send you an email to complete another short survey. Those who complete both surveys will be entered into a draw to win one of five prizes worth \$100.

LANGUAGE PREFERENCE: Do you prefer to proceed in English or in French?

English	1
French	2

Screening

S1. In which of the following age categories do you belong? **[TURN SCREEN TO RESPONDENT TO SELECT CATEGORY – READ LIST ONLY IF NEEDED – PAUSE BETWEEN OPTIONS TO ALLOW RESPONDENT TO SELECT]**

Under 16 years old [THANK & TERMINATE]	0
16 to 17	1
18 to 24	2
25 to 34	3
35 to 44	4
45 to 54	5
55 to 64	6
65 or older	7
Prefer not to say [THANK & TERMINATE]	9

S2. To get more detailed feedback on your Winterlude experience, we would like to follow-up with you in the coming weeks, by email, to complete a brief online survey. The follow-up survey will only take about 8 minutes of your time and all of your answers would be confidential. **A reminder that people answering a complete online survey will be entered into a draw to win one of five prizes worth \$100.**

Can we contact you in the coming weeks for the online follow-up survey? I will need your first name, your email and a telephone number where we can follow-up if we are unable to reach you by email. Please also provide your gender identity.

Yes [CONTINUE TO S3A-C]	1
No [THANK & TERMINATE]	2

*THOSE WHO ARE NOT ELIGIBLE: Thank you very much for your time!
--

Here is the device on which we'd like you to provide your information.

[PROVIDE TABLET TO RESPONDENT TO ENTER INFORMATION – SHOW S3A-C, S4 AND S5]

S3A. Name _____
S3B. E-mail _____
S3C. Telephone _____

S5. Which of the following best describes your gender identity? *Gender refers to current gender which may be different from sex assigned at birth and may be different from what is indicated on legal documents.*

Man	1
Woman	2
Non-binary	3
Another gender, (please specify):	77
Prefer not to say	99

Please return the tablet to the interviewer.

During the follow-up survey we will be asking for your feedback on the Winterlude activities and events. Please keep this in mind for when we contact you in a week or two.

Thank you and enjoy your time!

Appendix B: Survey instrument

Winterlude 2026: Strategic Visitor Survey Survey Questionnaire

Online landing page

Welcome and thank you for your participation in this study. Quorus Consulting Group has been hired to administer an online survey on behalf of the Government of Canada to collect feedback from people attending Winterlude.

The survey takes about 8 minutes to complete and is voluntary and completely confidential.

Your responses to this survey will be kept entirely anonymous. The information provided will be managed according to the requirements of the *Privacy Act*, the *Access to Information Act*, and any other pertinent legislation. The survey is registered with the Canadian Research Insights Council through their Research Verification Service.

[ONSITE RECRUITS ONLY] A reminder that those who successfully complete the online survey will be entered into a draw to win one of five prizes worth \$100.

LANGUAGE PREFERENCE: Do you prefer to proceed in English or in French?

You can adjust your survey language at any point using the drop-down language selection.

English	1
French	2

Section 1: Screening

[SOCIAL MEDIA RECRUITS ONLY]

S1. In which of the following age categories do you belong?

Under 16 years old [THANK & TERMINATE]	0
16 to 17	1
18 to 24	2
25 to 34	3
35 to 44	4
45 to 54	5
55 to 64	6
65 or older	7
Prefer not to say [THANK & TERMINATE]	99

1. Which official Winterlude sites did you visit? [SELECT ALL THAT APPLY]

Jacques-Cartier Park (Snowflake Kingdom)	1
Confederation Park (Ice Sculptures)	2
Other locations (ByWard Market, Sparks St., etc.)	3
Did not attend Winterlude sites this year [THANK & TERMINATE]	98

Section 2: Visitor Profile & Loyalty

2. Where is your primary place of residence?

Ottawa-Gatineau Region	1
Ontario (outside of Ottawa)	2
Quebec (outside Gatineau)	3
Another Canadian province or territory	4
Outside Canada	5
Prefer not to say	99

3. Considering all visits to Winterlude sites this year, who did you attend with? **[SELECT ALL THAT APPLY]**

Alone	1
Partner	2
Friends	3
Children 7 or younger	4
Children 8 to 12 years old	5
Teenagers 13 to 18 years old	6
Parents	7
Other [SPECIFY]	77
Prefer not to say [EXCLUSIVE]	99

4. How often do you attend Winterlude?

This was my first visit	1
Occasionally (every few years)	2
Almost every year	3
Every year	4
Prefer not to say	99

Section 2: Awareness, Planning & Mobility

5. Where did you hear about this year's Winterlude and the activities you chose to do?

[SELECT ALL THAT APPLY]

Social media	1
Radio	2
Winterlude website	3
Other websites (specify: _____)	4
Word of mouth	5
Outdoor signage	6
Visitor Information Centre in Ottawa or Gatineau	7
Hotel	8
Restaurant	9
Walking by site	10
We come every year – have known about it for years	11
Other [SPECIFY]	77
Don't know / Prefer not to say	99

6. How far in advance did you plan your visit to Winterlude sites?

Same day / spontaneous	1
A few days in advance	2
One week or more in advance	3
Don't know / Prefer not to say	99

7. How did you primarily travel to the Winterlude sites? **[SELECT THE MODE OF TRANSPORTATION YOU USED THE MOST]**

Walking	1
Public transit (OC Transpo / STO)	2
Official Sno-Bus Shuttle	3
Car (Private vehicle)	4
Ride-share / Taxi	5
Other [SPECIFY]	77
Prefer not to say	99

[SHOW IF Q1 = 1 AND 2]

8. During Winterlude, the festival offered a free Sno-Bus shuttle service, operated in collaboration with OC Transpo, to allow visitors to travel between Confederation Park in Ottawa and Jacques-Cartier Park in Gatineau. On a scale of 1 to 5, where 1 means *very difficult* and 5 means *very easy*, how would you rate the ease of travelling between the two Winterlude sites using this shuttle service?

Very difficult	1
Somewhat difficult	2
Neither difficult nor easy	3
Somewhat easy	4
Very easy	5
Not applicable	99

Section 3: On-Site Experience

9. On a scale of 1 to 5, where 1 means *very dissatisfied* and 5 means *very satisfied*, please rate your level of satisfaction with the following aspects of the Winterlude sites you visited. Please select “Not applicable” if you did not use a particular activity or amenity.

[RANDOMIZE LIST]

- a) Quality of the Slides (Jacques-Cartier Park) **[SHOW IF: Q1 = 1]**
- b) Quality of the Ice Sculptures (Confederation Park) **[SHOW IF: Q1 = 2]**
- c) Food and beverage options
- d) Wait times for activities
- e) Wait times for food
- f) Onsite signage and ease of wayfinding
- g) Availability of warming zones and essential services (such as restrooms, First Aid, information kiosks, etc.)
- h) Helpfulness of staff and volunteers

Very dissatisfied	1
Somewhat dissatisfied	2
Neither dissatisfied nor satisfied	3
Somewhat satisfied	4
Very satisfied	5
Not applicable	99

10. Overall, how satisfied were you with your Winterlude experience? Please use a scale from 1 to 10 where 1 means *not at all satisfied* and 10 means *completely satisfied*.

Not at all satisfied	1
	2
	3
	4
	5
	6
	7
	8
	9
Completely satisfied	10
Don't know / Prefer not to say	99

Section 4: Identity, Culture & Mandate

11. On a scale of 1 to 5, where 1 means *strongly disagree* and 5 means *strongly agree*, to what extent do you agree with the following: **[RANDOMIZE LIST]**

- a) Winterlude effectively showcases Canada's northern climate and winter culture
- b) Attending Winterlude contributes to my sense of belonging to Canada **[SHOW IF Q2 ≠ 5]**

Strongly disagree	1
Somewhat disagree	2
Neither disagree nor agree	3
Somewhat agree	4
Strongly agree	5
Don't know / Prefer not to say	99

12. In your opinion, how important is Winterlude as a national winter festival? Please use a scale from 1 to 5 where 1 means *not at all important* and 5 means *very important*.

Not at all important	1
Not very important	2
Neutral	3
Somewhat important	4
Very important	5
Don't know / Prefer not to say	99

13. Which of the following best describe how Winterlude 2026 makes you feel?
[RANDOMIZE LIST] [SELECT UP THREE ITEMS FROM THE LIST]

Festive	1
Exciting	2
Traditional	3
Modern	4
Innovative	5
Inclusive	6
Welcoming	7
Nostalgic	8
Familiar	9
Proud	10
True winter spirit	11
Don't know / Prefer not to say [EXCLUSIVE]	99

14. Which of the following elements do you associate most with Winterlude? **[RANDOMIZE LIST] [SELECT UP TWO ITEMS FROM THE LIST]**

Ice sculptures	1
Giant tube slides	2
The Ice Hogs (Mascots)	3
Canadian Winter Ambiance	4
Live music & animation	5
Cultural exhibits & activities	6
Special immersive & light installations	7
Food & culinary experiences (e.g., BeaverTails)	8
Don't know / Prefer not to say [EXCLUSIVE]	99

Section 5: Climate Adaptation & Resilience

15. Facing changing and increasingly unpredictable winters, for future editions of Winterlude, which of the following approaches to event activities do you prefer?

Maintaining traditional ice/snow activities even if the festival duration is shorter	1
A mix of traditional winter activities and tech-based installations (e.g., light art)	2
Focusing more on innovative, technology-based winter experiences that are not weather-dependent	3
Don't know / Prefer not to say	99

Section 6: Inclusion & Accessibility

16. On a scale of 1 to 5, where 1 means *strongly disagree* and 5 means *strongly agree*, to what extent do you agree with the following: **[RANDOMIZE LIST]**

- a) The festival sites felt welcoming to diverse communities and inclusive to all
- b) The sites felt safe
- c) Information **on-site** about events and activities was easy to find
- d) Information **on-site** about events and activities was easy to understand
- e) Information **online** about events and activities was easy to find
- f) Information **online** about events and activities was easy to understand

Strongly disagree	1
Somewhat disagree	2
Neither disagree nor agree	3
Somewhat agree	4
Strongly agree	5
Don't know / Prefer not to say	99

17. Did you encounter any physical or social barriers during your visit (e.g., mobility issues, stroller access, language barriers)?

Yes (Please specify: _____)	1
No	2
Don't know / Prefer not to say	99

Section 7: Economic Impact & Future Outlook

18. Considering all visits to Winterlude sites this year, approximately how much did your group spend during your visit? Please include what your group spent on transportation, travel, hotels, food and beverages/restaurants, souvenirs, and any other expenses that you made specifically because you attended Winterlude sites this year.

Less than \$50	1
\$50-\$99	2
\$100-\$249	3
\$250-\$499	4
\$500-\$999	5
\$1,000-\$1,999	6
\$2,000 or more	7
Don't know / Prefer not to say	99

19. How likely are you to attend Winterlude again in the future? Please use a scale from 1 to 10 where 1 means *not at all likely* and 10 means *extremely likely*.

Not at all likely	1
	2
	3
	4
	5
	6
	7
	8
	9
Extremely likely	10
Don't know / Prefer not to say	99

20. How likely are you to recommend Winterlude to family, friends, or colleagues? Please use a scale from 0 to 10 where 0 means *not at all likely* and 10 means *extremely likely*.

Not at all likely	0
	1
	2
	3
	4
	5
	6
	7
	8
	9
Extremely likely	10
Don't know / Prefer not to say	99

21. What is one signature experience or flagship attraction you would like to see in future editions? **[PROGRAM AS OPEN-END W/ TEXT BOX]**

Don't know / Prefer not to say	99
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Section 8: Demographics

The following questions will be used to better understand how Canada's various population groups view and participate in Winterlude. While some of the categories below may be limited, please select the options that best describes you.

[SOCIAL MEDIA RECRUITS ONLY]

S5. Which of the following best describes your gender identity? *Gender refers to current gender which may be different from sex assigned at birth and may be different from what is indicated on legal documents.*

Man	1
Woman	2
Non-binary	3
Another gender, (please specify):	77
Prefer not to say	99

22. What is the highest level of formal education that you have completed?

Grade 8 or less	1
Some high school	2
High school diploma or equivalent	3
Registered apprenticeship or other trades certificate or diploma	4
College, CEGEP or other non-university certificate or diploma	5
University certificate or diploma below bachelor's level	6
Bachelor's degree	7
Post-graduate degree above bachelor's level	8
Prefer not to say	99

23. Do you identify as an Indigenous person? **[SELECT ALL THAT APPLY]**

Yes, First Nations - optional to specify:	1
Yes, Métis - optional to specify:	2
Yes, Inuk (Inuit) - optional to specify:	3
No [EXCLUSIVE]	4
Prefer not to say [EXCLUSIVE]	99

24. Which racial group do you identify with? **[SELECT ALL THAT APPLY]**

Race is a term used to classify people into groups based principally on physical traits such as skin colour. Racial categories are not based on science or biology but on differences society has created, with significant consequences for people's lives. Racial categories may vary over time and place and can overlap with ethnic, cultural or religious groupings.

Black	1
East/Southeast Asian	2
Latino/Latina/Latinx	3
Middle Eastern	4
South Asian	5
White	6
Another racial group (Please specify):	77
Prefer not to say [EXCLUSIVE]	99

[SHOW IF Q2 ≠ 5]

25. Which of the following categories best describes your total **household** income? That is, the total income of all persons in your household combined, before taxes?

Under \$20,000	1
\$20,000 to just under \$40,000	2
\$40,000 to just under \$60,000	3
\$60,000 to just under \$80,000	4
\$80,000 to just under \$100,000	5
\$100,000 to just under \$150,000	6
\$150,000 or above	7
Don't know / Prefer not to say	99

26. Do you identify as lesbian, gay, bisexual, transgender, queer, Two-Spirit, intersex, and/or non-binary?

Yes	1
I identify as part of the 2SLGBTQI+ community, but I use different terms and concepts to refer to my sexual orientation and/or gender identity and expression (e.g. pansexual or gender diverse).	2
No	3
Prefer not to say	99

27. Do you identify as a person living with a disability?

Yes	1
No	2
Prefer not to say	99

28. What are the first three characters of your postal code?

— — —

Do not live in Canada	9998
Prefer not to say	9999

[ONSITE RECRUITS ONLY]

That concludes the survey. Confirming you have now been entered into the draw to win one of five prizes of \$100. Winners will be contacted in the coming weeks.

Thank you very much for your thoughtful feedback. It is much appreciated.

[SOCIAL MEDIA RECRUITS ONLY]

That concludes the survey. Thank you very much for your thoughtful feedback. It is much appreciated.