

Women in Wellness: Initiative for Newcomers



SUMMARY SURVEY DATA | July 2021



769 SURVEY RESPONSES in 6 different languages:

530 English 35 Spanish 2 Arabic
197 Mandarin 5 Japanese 0 Hindi



19 NEIGHBOURHOODS surveyed in Kamloops and/or surrounding area



Top 3 Canadian Activities to Try:*

53% Sport
42% Wheeling activities
40% Winter activities



Top 4 Neighbourhoods Where Newcomers Reside:

15.4% Dallas 11% Downtown
12.3% Aberdeen 10% Brock



Top 3 Activities to Explore Locally:*

43% Hiking
38% Neighbourhood walks
36% Disc golf



Top Walking Tours Requested:*

38% Neighbourhood walks/tours
25% Downtown walk/tours
19% Playground walks/tours
16% Clothing store walks/tours
6% Art mural walks/tours



Top 3 Programming Requests:*

53% Mom and child
34% Mixed gender
23% Women only



Top 5 Multicultural Activities Requested:*

62% Social/board games
49% Art
35% Interactive/video games
22% Cooking
20% Potluck gatherings



Top 3 of the Best Times and Days to Attend a Program:

34% Weekend afternoon
32% Weekday afternoon
27% Weekend morning



How Often Participants Want to Join:*

49% Once every two weeks/biweekly
33% Once a month
26% More than twice per week

*allowed to provide multiple answers



Top Barriers Identified:

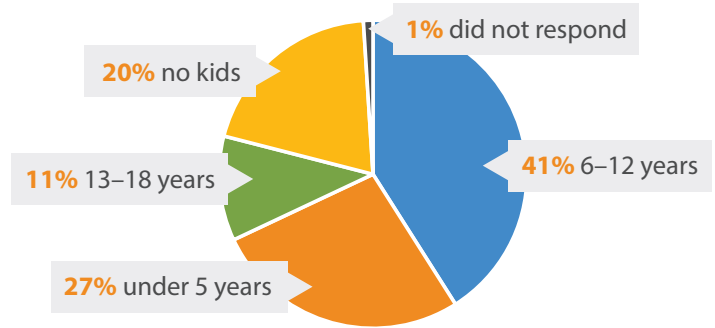
- 51% Transportation
- 34% Appropriate clothing
- 21% No barriers
- 14% Cultural/religious
- 5% Mixed gender



Childcare Snapshot:

- 70% Say it is easier to participate when children are in a concurrent program
- 65% Require childcare to participate
- 35% Don't require childcare to participate

Top age category of children needing care:



Transportation Snapshot:

- 35% Find bussing difficult
- ↳ 13% Ability to take the bus but don't have a buss pass
- 26% Find walking difficult
- 23% Don't like to car pool or ride share
- 14% Don't have a vehicle



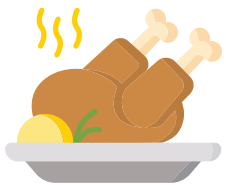
Types of Food Participants Want to Try:

- 66% Different Canadian foods
- 42% Canadian foods including halal
- 32% Kosher foods
- 4% Multicultural foods



Holidays, Celebrations, and Festivals Snapshot (missed from home country or first community in Canada):

- 120 Christmas
- 85 Maple Syrup Festival
- 45 Thanksgiving
- 38 New Years
- 7 Remembrance Day
- 6 Lantern Festival



Top 4 Foods Responses (missed from home country and/or first community in Canada):

- 67 Mom's cooking
- 53 Poutine
- 44 Canadian bacon
- 27 Roast chicken

↳ Noteworthy Mentions:

- | | |
|------------------|---|
| Dashai | Dragon Boat Festival |
| Diwali | Lunar or moon Festival |
| Flag Day | Civil Rights Day/
Martin Luther King Day |
| All Saint's Day | Nowrouz
(Persian New Year) |
| Oban Festival | Mexican
Independence Day |
| Tulip Festival | Tanabata Festival |
| Robert E Lee Day | |
| Kentucky Oaks | |
| Korean New Year | |



Top Canadian Holidays/Celebrations/Festivals Participants Would Like to Learn More About:

- 53 Valentines
- 48 Thanksgiving
- 22 Victoria Day
- 20 Remembrance Day



DID YOU KNOW?

35% of participants indicated that they miss festivals and events from their home country and/or first community in Canada.