

HOW ARE WE DOING?



2007

A survey of campers to Alberta's Parks and Protected Areas – Provincial Summary

This report details the main findings from the 2007 Camper Satisfaction survey. The research aimed to gain an understanding of visitor's satisfaction with services, facilities, opportunities and overall satisfaction for evaluating performance. Supplemental questions provide basic preference/opinion information from and demographic information about visitors to Alberta's Parks and Protected Areas.

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Table of contents

| | | | |
|---|----|---|----|
| About this Survey | 1 | Appendix 1: 2007 Survey | |
| Objectives | 1 | Distribution/Collection Quotas | 15 |
| Brief Methodology | 1 | Appendix 2: 2007 Questionnaire | 19 |
| In-Season Changes | 2 | Appendix 3: Satisfaction Score Results - | |
| Key Highlights | 3 | Detailed Summary | 23 |
| Results | 4 | Appendix 4: Traffic Light Summary by Survey | |
| Satisfaction Measures | 5 | Locations | 27 |
| Summary of Camper Satisfaction | 6 | Appendix 5: Comments Analysis Summary..... | 31 |
| Performance Measure | 7 | | |
| Experiences Sought | 8 | | |
| Camper Profiles | 9 | | |
| Party Size..... | 9 | | |
| Type of Trip and Destination..... | 9 | | |
| Origin..... | 10 | | |
| Internet Access Location | 11 | | |
| Reservation Service | 11 | | |
| Frequency of Use | 11 | | |
| Reservation Method | 12 | | |
| Reservation Period | 12 | | |
| Comment Analysis | 13 | | |

How are we doing?

PROVINCIAL SUMMARY

ABOUT THIS SURVEY

Initiated in 2002, the Camper Satisfaction (CS) Survey program includes a representative cross-section of 93¹ provincial parks or recreation area campgrounds according to size (visitation), management method, and geography. Only campgrounds where visitation is greater than 1,050 occupied campsite nights (OCN's) were initially included in the program. Campers are surveyed at approximately 24 campgrounds per year on a 4-year rotational cycle². Each campground included in the program will be surveyed at least once every 4-year cycle.

Objectives

The objectives of the 2007 CS Survey are to:

- determine campers' overall satisfaction and compare it against the established performance target;
- allow for long-term monitoring;
- determine the level of satisfaction with services, facilities, opportunities, and overall satisfaction on a site-specific and province-wide basis;
- collect ongoing demographic and visit information about campers to identify trends ; and
- provide a site-specific planning tool where the results can be used for planning and operations management or improving the design of park facilities.

Brief Methodology

Respondents for the 2007 CS Survey were randomly selected from the target population of all campers to auto-accessible campgrounds in Alberta's provincial parks and recreation areas using a sampling frame defined as:

- all campers (over the age of 18) who visit any one of the 24 pre-selected survey locations from June 1st to September 3rd, 2007.

Sample sizes were calculated to provide statistically valid results on a site-by-site basis with a 7% margin of error at a 95% confidence interval. The reliability of site-specific results is a direct function of the total number of valid surveys returned at each site. (See Appendix 1 for sample targets and final response).

¹ Prior to 2005, the CS Survey program included a cross-section of 106 Provincial Parks or Recreation Area campgrounds.

² Prior to 2005, campgrounds were surveyed based on a 3-year rotational cycle.

Every year, supplemental questions (i.e., those questions that are not part of the core question regarding satisfaction with campground services and facilities) are included in the survey and change from year to year.

A detailed account of the sampling rationale, design and methodology is described in the 2007 Visitor Satisfaction Survey Planning Report.³

In-Season Changes

Although 24 campgrounds were initially identified for sampling in the 2007 season, not all campgrounds and/or surveys are included in the provincial summary analysis or any further reporting of the results for the following reason:

- Two campgrounds did not achieve an adequate sample size/return. Statistically, a minimum sample size of 30 is required to provide reliable analysis on an individual site basis. As such, it was decided that sites with a sample size of less than 30 should not be included in the provincial summary or any further analysis due to the potential bias from poor or inadequate sampling/distribution methods and results.

Results from the following 2 campgrounds (Table 1) were removed entirely from the provincial summary and any further analysis for the reason identified. A total of 2,581 surveys were returned province-wide, of which 45 from these campgrounds were excluded from further analysis.

Table 1: Survey Locations Excluded from Provincial Analysis

| Campground | Sample Size | # Surveys excluded | Reason excluded from analysis |
|--|--------------|--------------------|---------------------------------|
| Bow Valley Provincial Park – Bow River | 17 | 17 | Inadequate sample size |
| Kehiwin Provincial Recreation Area | 28 | 28 | Inadequate sample size |
| Total Survey - ALL campgrounds | 2,581 | 45 | |
| Total Usable Surveys | 2,536 | N/A | Included in Provincial Analysis |

³ Copies of this report are available upon request by contacting the Research Assessment Section at: (1-866-427-3582).

KEY HIGHLIGHTS

- 89.5% of campers rated their overall satisfaction as either satisfied or very satisfied.
- Campers were most satisfied with 'friendliness and courtesy of staff' and least satisfied with 'value for camping fee'.
- The most common place that campers use the internet for personal, non-business use was the home (88.4%), while nearly half (47.2%) of campers accessed from a place of work.

Trip Profile

- The average party size was 3.2 campers.
- Most visits to a campground are planned and the main destination.

Origin

- Majority (93.8%) of campers were from Alberta.
- Other Canada accounted for 4% of campers.
- 2% of campers were from the United States.

Top reasons for visiting a park are:

- Relax and rejuvenate.
- Spend time with family and friends.
- Enjoy or experience nature.

Desired approaches by campers to using a reservation system are:

- Research campsite using the internet.
- Reserve campsite by either telephone or internet.
- Pay for reservation fee by either telephone or internet.

Comments

- Most positive comments were about having a good time, enjoying the nice park and praise for the staff, campground hosts and operators.
- Most negative comments were about the reservation system, firewood and the condition of facilities.

RESULTS

This report provides provincial summary results from the 2007 CS Survey based on 2,536 surveys collected from a total of 6,953 surveys distributed to campers at 22 campgrounds throughout Alberta (Table 2). For the purposes of the CS Survey, satisfaction was measured using 10 individual attributes related to services and facilities (see Summary of Camper Satisfaction, page 6) and a single overall satisfaction attribute. The attributes were chosen based on a comparison of key issues identified from previous surveys and a review of attributes used by other selected park agencies to measure visitor satisfaction.

The 2007 provincial summary results have a 1.81% margin of error at the 95% confidence level.

Table 2: 2007 Survey Locations included in Provincial Summary

| Provincial Parks (PP) - Campground | # Surveys Returned |
|--|--------------------|
| Chain Lakes PP - Chain Lakes | 34 |
| Crimson Lake PP - Twin Lakes | 116 |
| Cypress Hills PP - Elkwater | 42 |
| Cypress Hills PP - Firerock | 143 |
| Hilliard's Bay PP - Hilliard's Bay | 145 |
| Lesser Slave Lake PP - Marten River | 107 |
| Miquelon Lake PP - Miquelon Lake | 175 |
| Peter Lougheed Park PP - Elkwood | 185 |
| Pigeon Lake PP - Pigeon Lake | 287 |
| Sheep River PP - Blue Rock | 164 |
| Vermilion PP - Vermilion | 111 |
| Wabamun Lake PP - Wabamun Lake | 37 |
| Wyndham-Carseland PP - Wyndham-Carseland | 263 |
| Total | 1,809 |

| Provincial Recreation Areas (PRA) - Campground | # Surveys Returned |
|--|--------------------|
| Calhoun Bay PRA - Calhoun Bay | 53 |
| Elbow Falls PRA - Beaver Flats | 68 |
| Elbow River PRA - Paddy's Flat | 66 |
| Franchere Bay PRA - Franchere Bay | 44 |
| Lakeland PRA - Pinehurst Lake | 158 |
| Little Elbow PRA - Little Elbow | 77 |
| North Buck Lake PP - North Buck Lake | 113 |
| Oldman Dam PP - Cottonwood | 117 |
| Pierre Grey's Lakes PRA - Pierre Grey's Lakes | 31 |
| Total | 727 |

SATISFACTION MEASURES

Campers were asked to rate 10 of the campground's services and facilities using a five-point Likert scale (see questionnaire in Appendix 2) where:

- 5=Very Good, 4=Good, 3=Average, 2=Poor, and 1=Very Poor.
- Scores calculated from these ratings are assumed to reflect satisfaction.

Campers also rated their overall satisfaction with the quality of services and facilities at the campground using a five-point Likert scale where:

- 5=Very Satisfied, 4=Satisfied, 3=Neutral, 2=Dissatisfied, and 1=Very Dissatisfied.
- Scores calculated from these ratings directly reflect satisfaction.

Satisfaction was then summarized using three interpretive measures: average score, 'top box', and 'low box'.

Average Score represents the mean score or average level of satisfaction with a given attribute. A threshold score of 4.0 or higher is described as satisfied, while a score less than 4.0 suggests the attribute may need attention.

Top box (5=very good or 5=very satisfied) represents the proportion of respondents who are considered 'very satisfied' (i.e., select a rating of 5) with a given attribute. It is assumed that a threshold of 40% or more of campers will choose the 'top box' if we are doing a good job of satisfying our clients.

Low box (1=very poor/very dissatisfied or 2=poor/dissatisfied) represents the proportion of respondents who are considered 'dissatisfied' (i.e., select ratings of 1 or 2) with a given attribute. Attributes for which a threshold of 10% or more of campers chooses the 'low box' may need attention.

Each attribute is then assigned a 'traffic light' score based on the set thresholds of each satisfaction measure outlined above as follows:

| | | | |
|----------------------------------|----------------------------------|----------------------------------|---|
| <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | A green light indicates High Satisfaction (all 3 measures meet set thresholds) |
| <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | An amber light indicates Moderate Satisfaction (1 of 3 measures fail to meet thresholds) |
| <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | A red light indicates potentially Low Satisfaction (2 or 3 measures fail to meet thresholds) |

'Traffic light' scores (green, amber, red) are intended to provide an easily interpretable summary of satisfaction results and quickly highlight areas of potentially high, moderate and low satisfaction.

SUMMARY OF CAMPER SATISFACTION

A few patterns emerged from the satisfaction scores across the province (Table 3)⁴.

In the 2007 season, campers were highly satisfied on average with 5 out of 10 services and facilities province-wide. Similar to the previous year's results, campers were least satisfied with park information services, the value for the camping fee, cleanliness of washrooms, condition of facilities, and availability of firewood.

Camper satisfaction with the availability of firewood was very low in 2007 and, in fact, was lower than in any previous year.

Table 3: Camper Satisfaction Traffic Lights by Attribute and Overall Score⁵

| Park Services and Facilities | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
|--|------|----------------|----------------|----------------|----------------|----------------|
| Control of Noise | ● | ● | ● | ● | ● | ● |
| Cleanliness of Washrooms | ● | ● ³ | ● ² | ● | ● ¹ | ● |
| Friendliness and Courtesy of Staff | ● | ● | ● | ● | ● | ● |
| Availability of Firewood | ● | ● ¹ | ● | ● ¹ | ● ¹ | ● |
| Condition of Facilities | ● | ● | ● | ● | ● | ● |
| Safety and Security | ● | ● | ● | ● | ● | ● ¹ |
| Cleanliness of Grounds | ● | ● | ● | ● | ● | ● |
| Value of Camping Fee | ● | ● ¹ | ● | ● | ● ¹ | ● |
| Responsiveness of Staff to Visitor Concerns | ● | ● | ● | ● | ● | ● |
| Park Information Services | ● | ● ¹ | ● ¹ | ● | ● | ● |
| Overall , how satisfied were you with the quality of services and facilities? | ● | ● | ● | ● | ● ¹ | ● ¹ |

Legend

| | |
|---|--|
| ● | High Satisfaction (all 3 measures meet set thresholds) |
| ● | Moderate Satisfaction (1 of 3 measures fail to meet thresholds) |
| ● | Potentially Low Satisfaction (2 or 3 measures fail to meet thresholds) |
| 1 | At least one of the three measures barely passed set thresholds |
| 2 | Two of the three measures barely passed set thresholds |
| 3 | Three of the three measures barely passed set thresholds |

⁴ For a detailed summary of ratings and satisfaction measures / thresholds for the province, please see Appendix 3.

⁵ Traffic light summaries for each survey location are included in Appendix 4.

PERFORMANCE MEASURE

One of the main objectives of this survey is to monitor visitor satisfaction, which will be used to gauge performance and set targets for the future. By asking campers about their level of satisfaction on an annual basis using the same questions and procedures, measurable targets of performance can be established and compared year to year. These in turn can be used to improve on the quality of services and facilities being offered.

In addition, visitor satisfaction provides valuable information that can contribute to program improvements. The performance target for visitor satisfaction was first established in 2004. The target was set at 91% based on the average of 2003 and 2004 results. Subsequent to that targets are set as a rounded average of the last three years' results plus a one percent stretch factor.

In the 2007 season, 89.5% of the 2,409 respondents who rated their overall satisfaction with quality of services and facilities were either 'satisfied' or 'very satisfied'. Of those, 41.4% of respondents were considered 'very satisfied', while 48.1% were considered 'satisfied' (Table 4).

Table 4: Overall Satisfaction with Quality of Services and Facilities

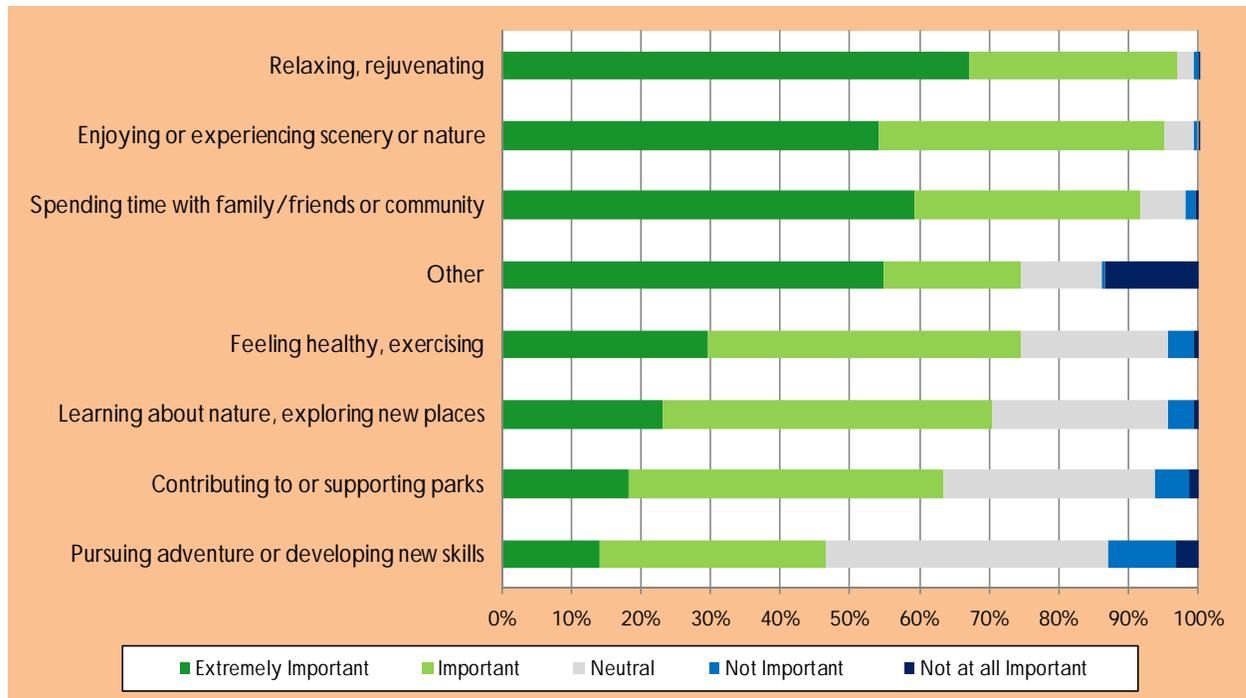
| Year | Very Satisfied (%) | Satisfied (%) | Performance Measure (%) | Business Plan | Target (%) |
|-------------------|--------------------|---------------|-------------------------|---------------|------------|
| 2007 (n=2,409) | 41.4 | 48.1 | 89.5 | 2007-10 | 92 |
| 2006 (n=2,333) | 41.1 | 48.0 | 89.1 | 2006-09 | 91 |
| 2005 (n=2,050) | 46.0 | 45.1 | 91.1 | 2005-08 | 91 |
| 2004 (n=3,136) | 51.5 | 39.4 | 90.9 | N/A | |
| 2003 (n=3,006) | 46.4 | 44.0 | 90.4 | N/A | |
| 2002 (n=5,336) | 42.9 | 44.2 | 87.1 | N/A | |

Note: Due to a modification of the Likert scale wording measuring camper satisfaction, the results from 2002 should not be compared to other years. 2002 results are provided for reference purposes only.

EXPERIENCES SOUGHT

Camper were asked to rank how important different experiences were to their overall visit (Table 5). The leading experiences as judged by “extremely important” responses are relaxing and rejuvenating (67%), spending time with family/friends or community (59%) and enjoying or experiencing scenery or nature (55%).

Table 5: Importance of Camper Experiences



Reason for visiting a Provincial Park

The most commonly mentioned experience that best identifies the reason for visiting a provincial park was relaxing, rejuvenating (35%). Spending time with family/friends or community was the next most common (33%) followed by enjoying or experiencing scenery or nature (25%).

Which one of the above best identifies your reason for visiting a Provincial park?

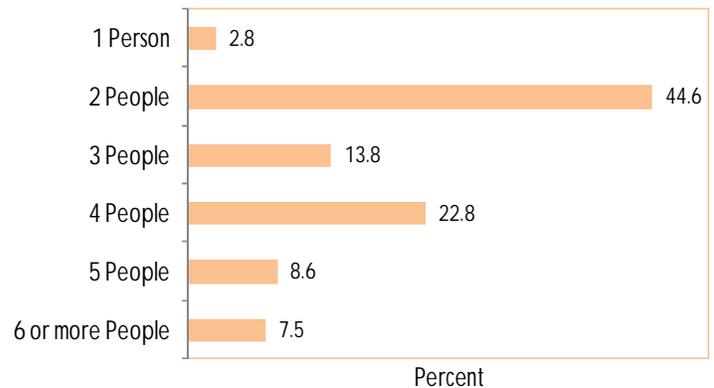
| | |
|--|-------|
| Relaxing, rejuvenating | 34.7% |
| Spending time with family/friends or community | 32.6% |
| Enjoying or experiencing scenery or nature | 25.3% |
| Other | 3.1% |
| Feeling healthy, exercising | 1.5% |
| Learning about nature, exploring new places | 1.5% |
| Pursuing adventure or developing new skills | 0.9% |
| Contributing to or supporting parks | 0.4% |

CAMPER PROFILES

Party Size:

The average party size (defined as the number of campers included on an overnight permit) for all campgrounds surveyed in 2007 was 3.2 campers. Most camping parties were made up of either 2 (44.6%) or 4 campers (22.8%) on an overnight permit. Intriguingly, although the maximum number of people allowed on a permit (site) is 6, campers reported that their party size ranged from 1 camper to 12 campers per permit. Nonetheless, only 3.4% of campers reported party sizes greater than 6.

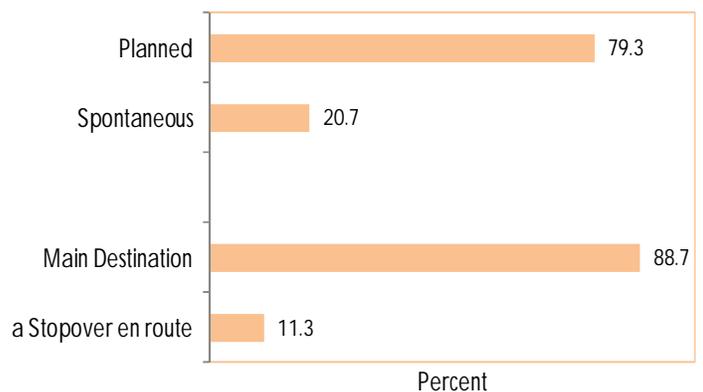
Please specify the number of people who are included on your overnight camping permit.



Type of Trip and Destination

The majority of campers (79.3%) visit to the campground was planned while 20.7% described their visit as spontaneous. Most campers (88.7%) consider the campground the main destination of their trip. Whereas only 11.3 % indicated it is a stopover on their trip.

Was your visit to this campground?



Origin:

Similar to previous results, 97.8% of all campers in 2007 are from Canada. Canadian campers were most likely to be from Alberta (93.8%). 2.0% of campers were from the United States (US) while other countries accounted for 0.2 % of campers. Table 6 presents the specifics.

The largest single centres of camping origin in the province were Calgary (28.6%) and Edmonton (13.7%), mirroring the two largest population centres of the province. The next largest centres of origin were Sherwood Park (4.8%), Medicine Hat (3.3), Lethbridge (2.2%) and Red Deer (2.1%). Together, these five cities accounted for 54.7% of all Alberta campers to surveyed campgrounds in 2007.

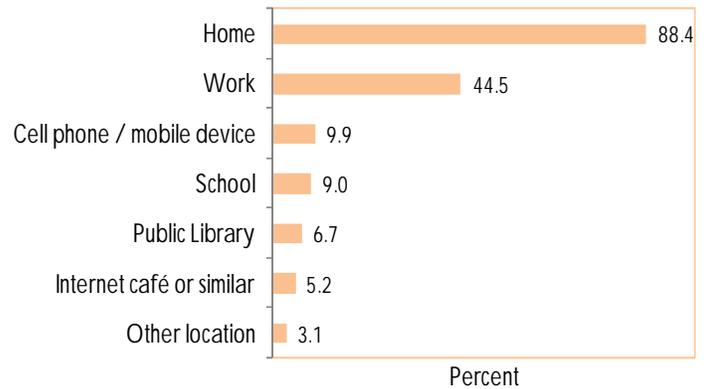
Table 6: Origin Profiles of campers

| Origin | 2003 | 2004 | 2005 | 2006 | 2007 |
|------------------|-------|-------|-------|-------|-------|
| Alberta | 92.9% | 92.9% | 94.2% | 91.5% | 93.8% |
| British Columbia | 3.1% | 2.5% | 2.8% | 3.7% | 2.2% |
| Saskatchewan | 2.0% | 1.6% | 1.3% | 2.3% | 1.5% |
| Ontario | 1.1% | 1.5% | 0.8% | 1.6% | 1.2% |
| Other Canada | 1.3% | 1.5% | 0.8% | 0.9% | 1.3% |
| Canada | 96.6% | 97.5% | 95.5% | 97.3% | 97.8% |
| United States | 2.3% | 1.5% | 2.6% | 1.1% | 2.0% |
| International | 1.1% | 1.0% | 1.9% | 1.6% | 0.2% |

INTERNET ACCESS LOCATIONS

The most common place campers recently accessed the Internet for personal, non-business use was the home (88.4%), while 44.5 % of campers accessed from a place of work. The results also show that individuals tended to access the Internet at more than one location. Only 4.5% of campers indicated that they did not use the internet.

During the past 12 months, from what location(s) did you use the internet for personal, non-business use?



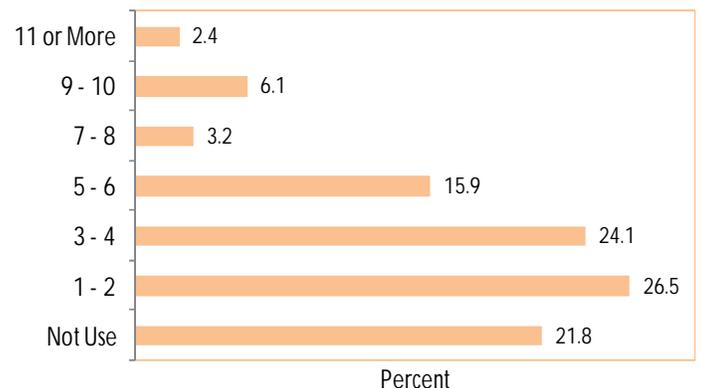
RESERVATION SERVICE

Campers were asked about their potential use and preferences regarding a centralized campsite reservation system being considered for Alberta’s Parks, where services could be provided by calling a single toll-free number or by accessing the system via the Internet.

Frequency of Use:

Half (50.6%) of all campers said they would use the centralized reservation system from 1 to 4 times during the camping season while 21.8% said they wouldn’t use it. On average, campers would use this system 3.4 times during the camping season.

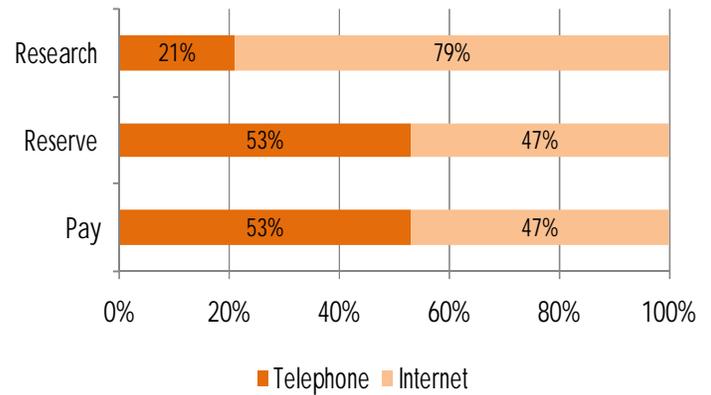
How many times would you use such a system to make a reservation during the camping season?



Reservation Method:

The majority of campers (79%) prefer to use the internet when looking for information about campsites. In contrast, there was nearly an even split amongst campers preference to either reserve or pay for a campsite using the internet or telephone.

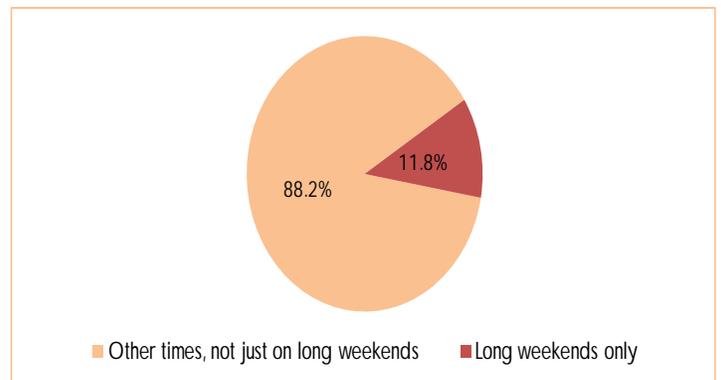
A reservation typically requires three steps. From the steps listed below, would you prefer to use the telephone or Internet?



Reservation Period:

The majority of campers (88.2%) would reserve a campsite at other times, not just on long weekends.

Would you most likely reserve a campsite in Alberta's Parks for?



COMMENT ANALYSIS

Unsolicited comments supplied by campers in the completed surveys provide valuable insight into potential issues in Alberta's provincial parks and recreation areas (Appendix 5). A single unsolicited comment is potentially more important than is apparent from the frequency of the comment. As such, it is important to highlight all of the issues that came out of camper's feedback and to understand that every comment is potentially important. A rank order listing of all negative comments is provided in Table 4.

Table 4: Rank Order of Negative Comments

| Comments: by General Category only | # of Comments | % of All Comments | % of ALL Surveys Represented |
|--|---------------|-------------------|------------------------------|
| Reservation System | 488 | 12.2 | 35.8 |
| Firewood | 419 | 10.5 | 30.7 |
| Condition of Facilities: Washrooms/Showers, Roads, Campsite, Grounds Maintenance, Beach/Lake, Trails, Playground | 398 | 10.0 | 29.2 |
| Hook-ups/Dump stations/Water | 309 | 7.7 | 22.6 |
| Showers - Other | 298 | 7.5 | 21.8 |
| Noise Complaints | 225 | 5.6 | 16.5 |
| Washroom - Other | 189 | 4.7 | 13.8 |
| Information Services | 185 | 4.6 | 13.6 |
| Safety and Security | 177 | 4.4 | 13.0 |
| Value for Camping | 136 | 3.4 | 10.0 |
| Miscellaneous | 130 | 3.3 | 9.5 |
| Campground Facilities | 129 | 3.2 | 9.5 |
| Washroom & Showers: Cleanliness/Odours | 128 | 3.2 | 9.4 |
| Campsite Preferences | 126 | 3.2 | 9.2 |
| Grounds/Campsite Cleanliness | 104 | 2.6 | 7.6 |
| Campground Operations/Policy | 102 | 2.6 | 7.5 |
| Staffing/C.O.'s/Hosts | 92 | 2.3 | 6.7 |
| Beach/Lake/Stream | 88 | 2.2 | 6.4 |
| Animal/Insect Complaints | 76 | 1.9 | 5.6 |
| Playground/Play Areas/Swimming Wading Pool Area | 68 | 1.7 | 5.0 |
| Trails | 49 | 1.2 | 3.6 |
| Interpretive Programs | 34 | 0.9 | 2.5 |
| Fishing | 18 | 0.5 | 1.3 |
| Will not return / recommend | 12 | 0.3 | 0.9 |
| Fire bans | 9 | 0.2 | 0.7 |
| Total | 3,989 | 100.0 | 292.2 |

Note: Percent of all surveys represented add up to >100% as many respondents made comments that applied to more than one general category and/or more than one subcategory (1,365 Surveys Represented).

APPENDIX 1

2007 Survey Distribution / Collection Quotas

Distribution and Collection Guidelines and Final Response
Number of Surveys by Survey Location
(includes returns from survey locations not included in final analysis) *

| 2007 Park / PRA | Adjusted Population (OCN/3) ¹ | Sample Target to be Collected ² | Sample Target to be Distributed ³ | Sample Target | | | | | | | | Actual Return | |
|-------------------------------------|---|---|---|---------------|------|--------|-----------|------------|------|--------|-----------|-------------------|------------------------------------|
| | | | | Collect | | | | Distribute | | | | Surveys Processed | % of Collection Target Achieved |
| | | | | June | July | August | September | June | July | August | September | | |
| Bow Valley PP * | 770 | 160 | 285 | 30 | 57 | 54 | 19 | 53 | 102 | 96 | 34 | 17 | 11 |
| Calhoun Bay PRA | 430 | 135 | 250 | 29 | 47 | 51 | 8 | 53 | 88 | 94 | 15 | 53 | 39 |
| Chain Lakes PP | 3,102 | 185 | 340 | 38 | 56 | 65 | 26 | 70 | 103 | 119 | 48 | 34 | 18 |
| Crimson Lake PP - Twin Lakes | 526 | 145 | 260 | 33 | 49 | 55 | 8 | 59 | 88 | 98 | 15 | 116 | 80 |
| Cypress Hills PP - Elkwater | 2,157 | 180 | 330 | 36 | 65 | 61 | 18 | 66 | 119 | 111 | 33 | 42 | 23 |
| Cypress Hills PP - Firerock | 1,539 | 175 | 320 | 30 | 68 | 71 | 6 | 54 | 125 | 130 | 11 | 143 | 82 |
| Elbow Falls PRA - Beaver Flats | 686 | 155 | 280 | 52 | 54 | 62 | 6 | 94 | 98 | 111 | 11 | 68 | 44 |
| Elbow River PRA - Paddy's Flat | 1,219 | 170 | 310 | 56 | 60 | 56 | 21 | 102 | 109 | 102 | 38 | 66 | 39 |
| Franchere Bay PRA | 875 | 165 | 295 | 35 | 58 | 62 | 10 | 63 | 104 | 111 | 18 | 44 | 27 |
| Hilliard's Bay PP | 959 | 165 | 300 | 40 | 64 | 57 | 4 | 73 | 116 | 104 | 7 | 145 | 88 |
| Kehiwin PRA * | 412 | 135 | 240 | 29 | 47 | 51 | 8 | 51 | 84 | 90 | 15 | 28 | 21 |
| Lakeland PRA - Pinehurst Lake | 3,294 | 190 | 340 | 51 | 52 | 72 | 14 | 92 | 94 | 129 | 25 | 158 | 83 |
| Lesser Slave Lake PP - Marten River | 2,094 | 180 | 330 | 28 | 72 | 77 | 11 | 51 | 132 | 141 | 20 | 107 | 59 |
| Little Elbow PRA | 1,145 | 170 | 305 | 51 | 60 | 65 | 20 | 91 | 107 | 117 | 36 | 77 | 45 |
| Miquelon Lake PP | 4,137 | 190 | 345 | 39 | 63 | 74 | 13 | 72 | 115 | 135 | 23 | 175 | 92 |
| North Buck Lake PP | 657 | 155 | 275 | 34 | 49 | 66 | 6 | 61 | 86 | 117 | 11 | 113 | 73 |
| Oldman Dam PP – Cottonwood | 572 | 150 | 270 | 44 | 53 | 56 | 9 | 80 | 95 | 101 | 16 | 117 | 78 |
| Peter Lougheed Park PP – Elkwood | 2,332 | 185 | 330 | 25 | 81 | 79 | 11 | 44 | 144 | 140 | 20 | 185 | 100 |
| Pierre Grey's Lakes PRA | 950 | 165 | 300 | 30 | 71 | 56 | 8 | 54 | 128 | 102 | 15 | 31 | 19 |
| Pigeon Lake PP | 3,222 | 185 | 340 | 40 | 61 | 77 | 7 | 74 | 112 | 141 | 13 | 287 | 155 |
| Sheep River PP - Blue Rock | 854 | 160 | 295 | 46 | 57 | 60 | 12 | 84 | 106 | 111 | 23 | 164 | 103 |
| Vermilion PP | 732 | 155 | 285 | 51 | 53 | 42 | 10 | 93 | 97 | 77 | 18 | 111 | 72 |
| Wabamun Lake PP | 2,739 | 185 | 335 | 39 | 65 | 70 | 11 | 71 | 118 | 126 | 20 | 37 | 20 |
| Wyndham-Carseland PP | 1,496 | 175 | 320 | 37 | 61 | 66 | 11 | 68 | 112 | 120 | 19 | 263 | 150 |
| Provincial Total | 36,899 | 4,015 | 7,280 | | | | | | | | | 2,581 | 63 |

PP - Provincial Park; PRA - Provincial Recreation Area;

¹ Population sizes are based on recent camping visitation statistics: 2 or 3 year averages of most recent reported occupied campsite nights (OCN) from May - September for each site (estimates were not used in calculations). Populations are then adjusted to account for average length of stay of 3 nights/party (OCN / 3).

² Collection targets are calculated to achieve a ±7% margin of error at a 95% confidence interval.

³ Distribution targets are calculated assuming a 45% non-response rate.

APPENDIX 2

2007 Questionnaire

What could we have done to make your visit better?

Horizontal lines for handwritten feedback.

Thank-you for your cooperation.

2696

Your participation is very important in evaluating our services.

We appreciate your help.

Please do not write in this space

Vertical columns of circles for bubble marking, containing letters A-Z and numbers 0-9.

FOR PARK USE ONLY

Please return your completed survey to any of our staff, or drop it off at the check-in station or in a self-registration vault or visitor comment box.



How Are We Doing?

Dear Visitor,

We are dedicated to providing a high quality experience to our visitors. As part of our efforts to continually improve services, we are asking for your help.

Please take a few minutes at the END OF YOUR VISIT to complete this short survey. Depending on your location, your completed survey can be returned by one of the following options: return the survey in person to any of our staff (Conservation Officers, Campground Hosts, or Campground Operators), drop it off at the main check-in station, or deposit it in a self-registration vault or visitor comment box.

2007 CS Survey

Welcome! to Alberta's Provincial Parks and Recreation Areas.

Please complete this survey just before you leave the park near the end of your stay. We ask **ONLY ONE** adult (18 years or older) in your immediate group who most recently had a birthday to complete this survey.

Please mark your choice by completely filling in the response circle. ○ ● ○

We welcome your comments, however please write them on the back of the survey.

1. How would you rate each of the following? (mark N/A for any items that did not apply to this visit)



a)

| | | | | | |
|---|---|---|---|---|---|
| Cleanliness of washrooms | ○ | ○ | ○ | ○ | ○ |
| Friendliness and courtesy of staff | ○ | ○ | ○ | ○ | ○ |
| Park information services | ○ | ○ | ○ | ○ | ○ |
| Responsiveness of staff to visitor concerns | ○ | ○ | ○ | ○ | ○ |
| Condition of facilities | ○ | ○ | ○ | ○ | ○ |
| Cleanliness of grounds | ○ | ○ | ○ | ○ | ○ |
| Control of noise | ○ | ○ | ○ | ○ | ○ |
| Safety and security | ○ | ○ | ○ | ○ | ○ |
| Value for camping fee | ○ | ○ | ○ | ○ | ○ |
| Availability of firewood | ○ | ○ | ○ | ○ | ○ |

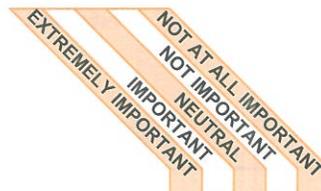
b)



Overall, how satisfied were you with the quality of services and facilities?

○ ○ ○ ○ ○

2. During a visit to any Provincial park, how important are each of the following to your overall visit?



a)

| | | | | | |
|--|---|---|---|---|---|
| A. Enjoying or experiencing scenery or nature | ○ | ○ | ○ | ○ | ○ |
| B. Spending time with family, friends or community | ○ | ○ | ○ | ○ | ○ |
| C. Relaxing, rejuvenating | ○ | ○ | ○ | ○ | ○ |
| D. Learning about nature, exploring new places | ○ | ○ | ○ | ○ | ○ |
| E. Feeling healthy, exercising | ○ | ○ | ○ | ○ | ○ |
| F. Contributing to or supporting parks | ○ | ○ | ○ | ○ | ○ |
| G. Pursuing adventure or developing new skills | ○ | ○ | ○ | ○ | ○ |
| H. Other (please specify): _____ | ○ | ○ | ○ | ○ | ○ |

b) Which ONE of the above BEST identifies your reason for visiting a Provincial park?

please specify only one letter from the list above.
(e.g. Feeling healthy, exercising = E).

3. Please specify the number of people who are included on your overnight camping permit. (single permit only)

please specify: (include yourself)

4. Was your visit to this campground:

a) Planned (mark only one)
 Spontaneous

b) Main Destination (mark only one)
 a Stopover en route

5. During the past 12 months, from what location(s) did you USE the internet for personal, non-business use?

- Home Work School
- Public Library
- Through a cell phone / mobile device
- Did not use the internet
- Internet cafe or similar
- An other location (please specify): _____
- N / A

A centralized campsite reservation system for Alberta's Parks is being considered. Services could be provided by calling a single toll-free number or by accessing the system via the Internet.

6. How many times would you use such a system to make a reservation during the camping season? please specify:

7. A reservation typically requires three steps. From the steps listed below, would you PREFER to use the Telephone OR Internet?

| Steps: | Telephone | OR | Internet |
|-------------------------------|-----------|----|----------|
| a) Research your campsite | ○ | OR | ○ |
| b) Make your reservation | ○ | OR | ○ |
| c) Payment of reservation fee | ○ | OR | ○ |

8. Would you most likely reserve a campsite in Alberta's Parks for: (mark only one)

- long weekends only
- other times, not just on long weekends

9. I live in:

Canadian Postal Code:

Canada →

United States

Other Country (specify): _____

please place other comments on back →

APPENDIX 3

Satisfaction Score Results – Detailed Summary

**How Would You Rate Each of the Following?
Satisfaction with 10 Park Services and Facilities
2007 Provincial Summary**

| How would you rate each of the following services and facilities? | Rating | | | | | | | | | | | | Number of Respondents | Mean Score | Lowbox | Topbox | Evaluation Total |
|---|--------|------|-----------|-----|------|-----|---------|------|------|------|-----------|------|-----------------------|------------|--------|--------|------------------|
| | N/A | | Very Poor | | Poor | | Average | | Good | | Very Good | | | | | | |
| | # | % | # | % | # | % | # | % | # | % | # | % | | | | | |
| Cleanliness of washrooms | 161 | 6.5 | 33 | 1.3 | 83 | 3.3 | 391 | 15.8 | 905 | 36.5 | 905 | 36.5 | 2,478 | 4.1 | 5.0 | 39.1 | 2,317 |
| Friendliness and courtesy of staff | 79 | 3.2 | 6 | 0.2 | 22 | 0.9 | 150 | 6.1 | 730 | 29.6 | 1480 | 60.0 | 2,467 | 4.5 | 1.2 | 62.0 | 2,388 |
| Park information services | 306 | 12.7 | 37 | 1.5 | 96 | 4.0 | 435 | 18.1 | 862 | 35.8 | 673 | 27.9 | 2,409 | 4.0 | 6.3 | 32.0 | 2,103 |
| Responsiveness of staff to visitor concerns | 931 | 39.0 | 27 | 1.1 | 37 | 1.5 | 180 | 7.5 | 540 | 22.6 | 675 | 28.2 | 2,390 | 4.2 | 4.4 | 46.3 | 1,459 |
| Condition of facilities | 31 | 1.3 | 14 | 0.6 | 46 | 1.9 | 342 | 14.0 | 1044 | 42.8 | 963 | 39.5 | 2,440 | 4.2 | 2.5 | 40.0 | 2,409 |
| Cleanliness of grounds | 4 | 0.2 | 11 | 0.4 | 36 | 1.5 | 211 | 8.5 | 923 | 37.2 | 1293 | 52.2 | 2,478 | 4.4 | 1.9 | 52.3 | 2,474 |
| Control of noise | 134 | 5.5 | 52 | 2.1 | 74 | 3.0 | 275 | 11.2 | 900 | 36.7 | 1016 | 41.5 | 2,451 | 4.2 | 5.4 | 43.8 | 2,317 |
| Safety and security | 149 | 6.1 | 22 | 0.9 | 22 | 0.9 | 306 | 12.5 | 980 | 40.2 | 961 | 39.4 | 2,440 | 4.2 | 1.9 | 41.9 | 2,291 |
| Value for camping fee | 8 | 0.3 | 67 | 2.7 | 183 | 7.4 | 659 | 26.6 | 829 | 33.5 | 727 | 29.4 | 2,473 | 3.8 | 10.1 | 29.5 | 2,465 |
| Availability of firewood | 463 | 19.0 | 127 | 5.2 | 166 | 6.8 | 324 | 13.3 | 603 | 24.8 | 753 | 30.9 | 2,436 | 3.9 | 14.9 | 38.2 | 1,973 |

Low Box, Top Box and Mean Scores are calculated using only rated responses. All 'not applicable' responses were removed for traffic-light evaluation purposes.

**Overall Satisfaction with Services and Facilities
2007 Provincial Summary**

| Overall Satisfaction | Rating | | | | | | | | | | Number of Respondents | Average Score | LowBox | TopBox | Evaluation Total |
|--|-------------------|------|--------------|------|---------|------|-----------|-------|----------------|-------|-----------------------|---------------|--------|--------|------------------|
| | Very Dissatisfied | | Dissatisfied | | Neutral | | Satisfied | | Very Satisfied | | | | | | |
| | # | % | # | % | # | % | # | % | # | % | | | | | |
| Overall, how satisfied were you with the quality of services and facilities? | 17 | 0.71 | 32 | 1.33 | 205 | 8.51 | 1158 | 48.07 | 997 | 41.39 | 2,409 | 4.28 | 2.03 | 41.39 | 2,409 |

**Satisfaction Measures: Thresholds and Traffic Light Scores for 10 Park Services and Facilities
2007 Provincial Summary**

| Park Services and Facilities | Mean Score (mean) | Threshold >4.0 | LowBox Poor + Very Poor (%) | Threshold <10% | TopBox Very Good (%) | Threshold >40% | Traffic Light Evaluation | Pass Level |
|---|-------------------|----------------|-----------------------------|----------------|----------------------|----------------|--------------------------|------------|
| Cleanliness of washrooms | 4.11 | Pass | 5.01 | Pass | 39.06 | Fail | ● | |
| Friendliness and courtesy of staff | 4.53 | Pass | 1.17 | Pass | 61.98 | Pass | ● | |
| Park information services | 3.97 | Fail | 6.32 | Pass | 32.00 | Fail | ● | |
| Responsiveness of staff to visitor concerns | 4.23 | Pass | 4.39 | Pass | 46.26 | Pass | ● | |
| Condition of facilities | 4.20 | Pass | 2.49 | Pass | 39.98 | Fail | ● | |
| Cleanliness of grounds | 4.39 | Pass | 1.90 | Pass | 52.26 | Pass | ● | |
| Control of noise | 4.19 | Pass | 5.44 | Pass | 43.85 | Pass | ● | |
| Safety and security | 4.24 | Pass | 1.92 | Pass | 41.95 | Pass | ● | 1 |
| Value for camping fee | 3.80 | Fail | 10.14 | Fail | 29.49 | Fail | ● | |
| Availability of firewood | 3.86 | Fail | 14.85 | Fail | 38.17 | Fail | ● | |

**Overall Satisfaction Measure: Thresholds and Traffic Light Scores
2007 Provincial Summary**

| Overall Satisfaction | Mean Score (mean) | Threshold >4.0 | LowBox Poor + Very Poor (%) | Threshold <10% | TopBox Very Good (%) | Threshold >40% | Traffic Light Evaluation | Pass Level |
|--|-------------------|----------------|-----------------------------|----------------|----------------------|----------------|--------------------------|------------|
| Overall, how satisfied were you with the quality of services and facilities? | 4.28 | Pass | 2.03 | Pass | 41.39 | Pass | ● | 1 |

| Traffic Light Evaluation | |
|---------------------------------|---|
| ● High Satisfaction: | All 3 measures meet set thresholds |
| ● Moderate Satisfaction: | 1 of 3 measures fail to meet thresholds |
| ● Potentially Low Satisfaction: | 2 or 3 measures fail to meet thresholds |

| Pass Level |
|---|
| 1: 1 of 3 measures barely passed set thresholds |

APPENDIX 4

Traffic Light Summary by Survey Locations:
How Would You Rate Each of the Following?

2007 Camper Satisfaction Survey – Traffic Light Summary of All Sites

| Campground | Cleanliness of washrooms | Friendliness and courtesy of staff | Park information services | Responsiveness of staff to visitor concerns | Condition of facilities | Cleanliness of grounds | Control of noise | Safety and security | Value for camping fee | Availability of firewood | Overall Satisfaction with Services and facilities |
|---|--------------------------|------------------------------------|---------------------------|---|-------------------------|------------------------|------------------|---------------------|-----------------------|--------------------------|---|
| Calhoun Bay PRA - Calhoun Bay * | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| Chain Lakes PP - Chain Lakes * | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| Crimson Lake PP - Twin Lakes | ● | ● | ● | ● | ● 1 | ● 1 | ● | ● | ● | ● | ● |
| Cypress Hills PP - Elkwater * | ● | ● | ● | ● | ● | ● | ● 1 | ● | ● | ● | ● |
| Cypress Hills PP - Firerock | ● | ● | ● 1 | ● | ● | ● | ● 1 | ● 1 | ● | ● | ● |
| Elbow Falls PRA - Beaver Flats * | ● | ● | ● | ● 1 | ● | ● 1 | ● | ● | ● | ● 1 | ● |
| Elbow River PRA - Paddy's Flat * | ● | ● | ● | ● | ● | ● | ● 1 | ● | ● | ● 1 | ● |
| Franchere Bay PRA - Franchere Bay * | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● 1 | ● |
| Hilliard's Bay PP - Hilliard's Bay | ● 1 | ● | ● | ● | ● 1 | ● | ● 1 | ● | ● | ● 1 | ● 1 |
| Lakeland PRA - Pinehurst Lake | ● 1 | ● | ● | ● | ● | ● | ● 1 | ● | ● | ● | ● 1 |
| Lesser Slave Lake PP - Marten River | ● | ● | ● | ● 1 | ● | ● | ● | ● | ● 1 | ● 1 | ● |
| Little Elbow PRA - Little Elbow * | ● 1 | ● | ● 1 | ● | ● | ● | ● | ● | ● | ● 2 | ● |
| Miquelon Lake PP - Miquelon Lake | ● 1 | ● | ● | ● 1 | ● 1 | ● | ● 1 | ● | ● | ● | ● |
| North Buck Lake PP - North Buck Lake | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| Oldman Dam PP - Cottonwood | ● 2 | ● | ● | ● | ● | ● | ● | ● | ● 1 | ● 1 | ● |
| Peter Lougheed Park PP - Elkwood | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| Pierre Grey's Lakes PRA - Pierre Grey's Lakes * | ● | ● | ● 1 | ● | ● | ● | ● | ● | ● | ● | ● |
| Pigeon Lake PP - Pigeon Lake | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| Sheep River PP - Blue Rock | ● | ● | ● 1 | ● | ● | ● | ● | ● | ● | ● | ● |
| Vermilion PP - Vermilion | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| Wabamun Lake PP - Wabamun Lake * | ● 1 | ● | ● 1 | ● 1 | ● | ● | ● | ● 1 | ● 1 | ● | ● 1 |
| Wyndham-Carseland PP - Wyndham-Carseland | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |

* Campground received less than 95 surveys. Results are considered not to be statistically valid and are provided for information only.

PP - Provincial Park; PRA - Provincial Recreation Area; KC - Kananaskis Country

Legend: ● ● ● **High Satisfaction** (3/3 measures meet set thresholds)
 ● ● ● **Moderate Satisfaction** (1/3 measures fail to meet thresholds)
 ● ● ● **potentially Low Satisfaction** (2/3 measures fail to meet thresholds)

Pass Level: 1 At least one of the three measures barely passed set thresholds
 2 Two of the three measures barely passed set thresholds

APPENDIX 5

What Could We Have Done to Make Your Visit Better? Comment Analysis Summary

COMMENT ANALYSIS:

As completed surveys were received over the 2007 survey season, all comments were entered and coded according to a comprehensive, pre-coded list. This list was developed based on comments received in 2002 and 2003, with minor additions from subsequent years. This list consists of both general and sub-categories of comments as outlined in the table in the following pages. For analysis purposes, negative and positive comments were analyzed separately. Negative comments were reported to provide additional insight into the traffic light analysis for each of the 10 measured attributes. Additional comments that did not fall into one of the 10 attribute categories were also reported.

2007 Camper Satisfaction Survey
 General and Sub-Category Comments - Provincial Negative Comments
 (Total Surveys Represented – 1,365)

| General Category | Sub-Category | # of Comments | % of Category | % of All Comments | % of ALL Surveys Represented |
|--------------------|--|---------------|---------------|-------------------|------------------------------|
| Reservation System | Improper Reservation Use (site held with chair/tent, stayed too long, pay extra nights to keep site) | 63 | 12.9 | 1.6 | 4.6 |
| | Issues of fairness / apprehensive / concerns / suggestions (be careful) / e.g. half reserved, half first come first served | 62 | 12.7 | 1.6 | 4.5 |
| | Difficulty with Reservation System (could not get online etc.) | 61 | 12.5 | 1.5 | 4.5 |
| | Need Reservation System | 60 | 12.3 | 1.5 | 4.4 |
| | More First-Come-First-Served / Prefer spontaneous camping | 55 | 11.3 | 1.4 | 4.0 |
| | Prefer none / against reservations | 44 | 9.0 | 1.1 | 3.2 |
| | Want to Reserve a Specific Site (epower, site#) | 28 | 5.7 | 0.7 | 2.1 |
| | Need online reservations | 25 | 5.1 | 0.6 | 1.8 |
| | Support it in theory, somewhat support, depends | 24 | 4.9 | 0.6 | 1.8 |
| | Need site info if online reservation | 14 | 2.9 | 0.4 | 1.0 |
| | More Sites Needed for Reservation | 14 | 2.9 | 0.4 | 1.0 |
| | Would not use it | 11 | 2.3 | 0.3 | 0.8 |
| | Overbooked / Did Not Get the Site that was Reserved | 10 | 2.0 | 0.3 | 0.7 |
| | Other (consistent policies, general) | 9 | 1.8 | 0.2 | 0.7 |
| | Reservations not needed at this location | 8 | 1.6 | 0.2 | 0.6 |
| | Subtotal | 488 | 100.0 | 12.2 | 35.8 |
| Firewood | Too expensive | 126 | 30.1 | 3.2 | 9.2 |
| | Should be free | 78 | 18.6 | 2.0 | 5.7 |
| | Poor Access (location, timing) | 56 | 13.4 | 1.4 | 4.1 |
| | Poor Quality (too long, wet) | 46 | 11.0 | 1.2 | 3.4 |
| | Firewood Should be Included in Fees | 42 | 10.0 | 1.1 | 3.1 |
| | Firewood Delivery Needed and other | 33 | 7.9 | 0.8 | 2.4 |
| | Firewood Quantity (not enough/no wood) | 32 | 7.6 | 0.8 | 2.3 |
| | Firewood Shelter Needed/Upgraded | 6 | 1.4 | 0.2 | 0.4 |
| | Subtotal | 419 | 100.0 | 10.5 | 30.7 |

2007 Camper Satisfaction Survey
 General and Sub-Category Comments - Provincial Negative Comments
 (Total Surveys Represented – 1,365)

| General Category | Sub-Category | # of Comments | % of Category | % of All Comments | % of ALL Surveys Represented |
|------------------------------|--|---------------|---------------|-------------------|------------------------------|
| Hook-ups/Dump stations/Water | Install power campsites | 67 | 21.7 | 1.7 | 4.9 |
| | Additional power campsites | 61 | 19.7 | 1.5 | 4.5 |
| | Sewage Dump-stations Needed / Dirty / Full | 46 | 14.9 | 1.2 | 3.4 |
| | Full Power-Water-Sewer Hook-ups Needed | 38 | 12.3 | 1.0 | 2.8 |
| | Poor Drinking Water Quality / Need Potable Water | 37 | 12.0 | 0.9 | 2.7 |
| | Water Hook-ups Needed | 23 | 7.4 | 0.6 | 1.7 |
| | More Taps / Water Locations | 16 | 5.2 | 0.4 | 1.2 |
| | Other (specific amperage, water filling station needed) | 9 | 2.9 | 0.2 | 0.7 |
| | Grey-water Disposal Needed | 8 | 2.6 | 0.2 | 0.6 |
| | Running Water Needed (not washroom related) | 4 | 1.3 | 0.1 | 0.3 |
| | Subtotal | 309 | 100.0 | 7.7 | 22.6 |
| Showers - Other | Install Shower Facilities | 154 | 51.7 | 3.9 | 11.3 |
| | Should be Free / Less Expensive | 41 | 13.8 | 1.0 | 3.0 |
| | Additional Shower Facilities Needed | 39 | 13.1 | 1.0 | 2.9 |
| | Problems with Temperature / Pressure / Time Allotment | 32 | 10.7 | 0.8 | 2.3 |
| | Upgrades Needed (shelves, mats, disabled access) | 22 | 7.4 | 0.6 | 1.6 |
| | Poor Shower Cleanliness | 6 | 2.0 | 0.2 | 0.4 |
| | Shower Facilities Deteriorating | 4 | 1.3 | 0.1 | 0.3 |
| | Subtotal | 298 | 100.0 | 7.5 | 21.8 |
| Grounds Maintenance | Boat Launch Deteriorating / Location / Needed | 53 | 23.6 | 1.3 | 3.9 |
| | Landscaping (grass needs cutting, trim overgrowth, need more trees/shrubs) | 48 | 21.3 | 1.2 | 3.5 |
| | Tree Hazards / Dead Fall | 32 | 14.2 | 0.8 | 2.3 |
| | More Garbage Bins Needed | 28 | 12.4 | 0.7 | 2.1 |
| | Dock Facilities Deteriorating / Needed / Other | 21 | 9.3 | 0.5 | 1.5 |
| | General Deterioration / Needs Work, Upgrading | 19 | 8.4 | 0.5 | 1.4 |
| | Trails/Pathways Deteriorating / Needed / Poor Positioning | 10 | 4.4 | 0.3 | 0.7 |
| | Recycle Bins Needed | 10 | 4.4 | 0.3 | 0.7 |
| | Fish Cleaning Station Deteriorating / Needed / Upgrade / Dirty | 4 | 1.8 | 0.1 | 0.3 |
| | Subtotal | 225 | 100.0 | 5.6 | 16.5 |

2007 Camper Satisfaction Survey
 General and Sub-Category Comments - Provincial Negative Comments
 (Total Surveys Represented – 1,365)

| General Category | Sub-Category | # of Comments | % of Category | % of All Comments | % of ALL Surveys Represented |
|----------------------|--|---------------|---------------|-------------------|------------------------------|
| Noise Complaints | Late Night Parties / Other Campers | 101 | 44.9 | 2.5 | 7.4 |
| | Generator Noise | 48 | 21.3 | 1.2 | 3.5 |
| | Dogs Barking | 30 | 13.3 | 0.8 | 2.2 |
| | Need Better Noise Control | 26 | 11.6 | 0.7 | 1.9 |
| | Other - Noise Complaints | 11 | 4.9 | 0.3 | 0.8 |
| | Music (too loud, disallow) | 9 | 4.0 | 0.2 | 0.7 |
| | Subtotal | | 225 | 100.0 | 5.6 |
| Washroom - Other | Flush Toilets / Running Water Needed | 45 | 23.8 | 1.1 | 3.3 |
| | Hand Sanitizer / Soap needed | 31 | 16.4 | 0.8 | 2.3 |
| | More Washroom Facilities Needed | 24 | 12.7 | 0.6 | 1.8 |
| | Supplies needed/better quality (paper, soap) | 22 | 11.6 | 0.6 | 1.6 |
| | Additional upgrades needed | 17 | 9.0 | 0.4 | 1.2 |
| | Washroom Facilities Deteriorating | 17 | 9.0 | 0.4 | 1.2 |
| | Washroom Lighting Needed (indoor, outdoor) | 16 | 8.5 | 0.4 | 1.2 |
| | Other (water, disrupted) | 13 | 6.9 | 0.3 | 1.0 |
| | Poor Accessibility (disabled, general) | 4 | 2.1 | 0.1 | 0.3 |
| | Subtotal | | 189 | 100.0 | 4.7 |
| Information Services | Additional / Better Campground Signs | 43 | 23.2 | 1.1 | 3.2 |
| | Other - Information Services | 32 | 17.3 | 0.8 | 2.3 |
| | Need / Better Campground Maps | 29 | 15.7 | 0.7 | 2.1 |
| | Additional / Better Access Road or Highway Signs to Park | 16 | 8.6 | 0.4 | 1.2 |
| | Need / Update Website | 16 | 8.6 | 0.4 | 1.2 |
| | Campground Guide / Website / Signs / Maps Inaccurate | 15 | 8.1 | 0.4 | 1.1 |
| | Wireless / internet | 14 | 7.6 | 0.4 | 1.0 |
| | Cell phone coverage | 11 | 5.9 | 0.3 | 0.8 |
| | Lack of General Information about Area | 9 | 4.9 | 0.2 | 0.7 |
| | Subtotal | | 185 | 100.0 | 4.6 |

2007 Camper Satisfaction Survey
 General and Sub-Category Comments - Provincial Negative Comments
 (Total Surveys Represented – 1,365)

| General Category | Sub-Category | # of Comments | % of Category | % of All Comments | % of ALL Surveys Represented |
|---|---|---------------|---------------|-------------------|------------------------------|
| Safety and Security | Other Enforcement Issues | 77 | 43.5 | 1.9 | 5.6 |
| | Need More Security Patrols | 39 | 22.0 | 1.0 | 2.9 |
| | Dogs Off-Leash (grounds or beach) | 25 | 14.1 | 0.6 | 1.8 |
| | Excessive Speed in Campground | 21 | 11.9 | 0.5 | 1.5 |
| | Control of Parking (on roads, campsites, boats etc.) | 15 | 8.5 | 0.4 | 1.1 |
| | Subtotal | | 177 | 100.0 | 4.4 |
| Value for Camping | Camping Fees Too High (poor value for services provided) | 102 | 75.0 | 2.6 | 7.5 |
| | No dump fee | 16 | 11.8 | 0.4 | 1.2 |
| | Charges for Additional Camping Units on a Campsite are Too High | 10 | 7.4 | 0.3 | 0.7 |
| | Not have / too high a Reservation Fee | 8 | 5.9 | 0.2 | 0.6 |
| | Subtotal | | 136 | 100.0 | 3.4 |
| Miscellaneous | Miscellaneous | 130 | 100.0 | 3.3 | 9.5 |
| | Subtotal | 130 | 100.0 | 3.3 | 9.5 |
| Campground Facilities | Other - Campground Facilities (e.g. Parking) | 37 | 28.7 | 0.9 | 2.7 |
| | Need More Facilities (fire pits, marina, bike locks/rack etc.) | 34 | 26.4 | 0.9 | 2.5 |
| | Store Needed / Have More Supplies / Too Expensive | 29 | 22.5 | 0.7 | 2.1 |
| | Need / Better Area Campground Lighting | 9 | 7.0 | 0.2 | 0.7 |
| | Need / Additional Phone Booth | 7 | 5.4 | 0.2 | 0.5 |
| | Need / Additional Laundry Facilities | 7 | 5.4 | 0.2 | 0.5 |
| | Boat/Sea-Doo Rentals Needed | 6 | 4.7 | 0.2 | 0.4 |
| | Subtotal | | 129 | 100.0 | 3.2 |
| Washroom & Showers: Cleanliness/Odours | Offensive Odours | 66 | 51.6 | 1.7 | 4.8 |
| | Poor Washroom Cleanliness | 62 | 48.4 | 1.6 | 4.5 |
| | Subtotal | 128 | 100.0 | 3.2 | 9.4 |

2007 Camper Satisfaction Survey
 General and Sub-Category Comments - Provincial Negative Comments
 (Total Surveys Represented – 1,365)

| General Category | Sub-Category | # of Comments | % of Category | % of All Comments | % of ALL Surveys Represented |
|------------------------------|---|---------------|---------------|-------------------|------------------------------|
| Campsite Preferences | Too Small / Narrow | 49 | 38.9 | 1.2 | 3.6 |
| | Need Additional Campsites / Open closed loops | 34 | 27.0 | 0.9 | 2.5 |
| | More Private | 21 | 16.7 | 0.5 | 1.5 |
| | Other Preferences | 8 | 6.3 | 0.2 | 0.6 |
| | Need Tent Pads | 7 | 5.6 | 0.2 | 0.5 |
| | Closer to Lake / Water | 7 | 5.6 | 0.2 | 0.5 |
| | Subtotal | | 126 | 100.0 | 3.2 |
| Grounds/Campsite Cleanliness | Campsite Dirty (garbage in site) | 25 | 24.0 | 0.6 | 1.8 |
| | Fire pits Full / Dirty | 19 | 18.3 | 0.5 | 1.4 |
| | Garbage Overflowing / More Frequent Removal Needed / Offensive Odours | 17 | 16.3 | 0.4 | 1.2 |
| | Dog Feces Not Picked Up | 17 | 16.3 | 0.4 | 1.2 |
| | Beach / Swimming Area Dirty | 15 | 14.4 | 0.4 | 1.1 |
| | Grounds dirty | 7 | 6.7 | 0.2 | 0.5 |
| | Campsite Needs Raking | 4 | 3.8 | 0.1 | 0.3 |
| Subtotal | | 104 | 100.0 | 2.6 | 7.6 |
| Campground Operations/Policy | Other (tent specific sites, check-out times, placement of groups (i.e. do not put seniors by party people)) | 39 | 38.2 | 1.0 | 2.9 |
| | Fee Discounts Needed (seniors, weekdays) | 21 | 20.6 | 0.5 | 1.5 |
| | Fee Structure (should have day-use and seasonal fees) | 17 | 16.7 | 0.4 | 1.2 |
| | Opposed to Contracted Operations (should be Government run) | 12 | 11.8 | 0.3 | 0.9 |
| | Atv, quad, power boat complaints | 8 | 7.8 | 0.2 | 0.6 |
| | More Payment Options (Visa, Interac, cheque, in person) | 4 | 3.9 | 0.1 | 0.3 |
| | Poor Refund Policy | 1 | 1.0 | 0.0 | 0.1 |
| Subtotal | | 102 | 100.0 | 2.6 | 7.5 |

2007 Camper Satisfaction Survey
 General and Sub-Category Comments - Provincial Negative Comments
 (Total Surveys Represented – 1,365)

| General Category | Sub-Category | # of Comments | % of Category | % of All Comments | % of ALL Surveys Represented |
|-----------------------|---|---------------|---------------|-------------------|------------------------------|
| Campsite Maintenance | Campsites Need Leveling | 34 | 35.8 | 0.9 | 2.5 |
| | Fire pits Deteriorating / Need Holes / Bigger / Smaller | 18 | 18.9 | 0.5 | 1.3 |
| | Picnic Tables Deteriorating | 17 | 17.9 | 0.4 | 1.2 |
| | Campsite Needs to be Rearranged (position of fire pit, posts) | 12 | 12.6 | 0.3 | 0.9 |
| | Campsites Need More Gravel | 9 | 9.5 | 0.2 | 0.7 |
| | Campsite - Other | 5 | 5.3 | 0.1 | 0.4 |
| | Subtotal | | 95 | 100.0 | 2.4 |
| Staffing/C.O.'s/Hosts | Additional Staff Needed | 26 | 28.3 | 0.7 | 1.9 |
| | Unfriendly / Rude | 17 | 18.5 | 0.4 | 1.2 |
| | Other - Staffing/CO/Hosts | 15 | 16.3 | 0.4 | 1.1 |
| | No Staff Seen / Available | 14 | 15.2 | 0.4 | 1.0 |
| | Un-informed Staff | 12 | 13.0 | 0.3 | 0.9 |
| | Poor Response to Concerns | 8 | 8.7 | 0.2 | 0.6 |
| | Subtotal | | 92 | 100.0 | 2.3 |
| Beach/Lake/Stream | Poor Condition of Beach / Swimming Area (sand, size, weeds, raking) | 32 | 36.4 | 0.8 | 2.3 |
| | Poor Lake Water Quality / weeds, algae in lake | 31 | 35.2 | 0.8 | 2.3 |
| | Swimming Area / Beach Area Too Small / Needed | 21 | 23.9 | 0.5 | 1.5 |
| | Other - Beach/Lake | 4 | 4.5 | 0.1 | 0.3 |
| | Subtotal | | 88 | 100.0 | 2.2 |
| Roads | Dusty Roads / Pave Roads (campground and access roads) | 46 | 59.0 | 1.2 | 3.4 |
| | Poor Campground Road Conditions (potholes, washboard) | 21 | 26.9 | 0.5 | 1.5 |
| | Roads-Other | 6 | 7.7 | 0.2 | 0.4 |
| | Poor Access Road Conditions (potholes, washboard) | 5 | 6.4 | 0.1 | 0.4 |
| | Subtotal | | 78 | 100.0 | 2.0 |

2007 Camper Satisfaction Survey
 General and Sub-Category Comments - Provincial Negative Comments
 (Total Surveys Represented – 1,365)

| General Category | Sub-Category | # of Comments | % of Category | % of All Comments | % of ALL Surveys Represented |
|---|--|---------------|---------------|-------------------|------------------------------|
| Animal/Insect Complaints | Dog Complaints (shouldn't allow dogs) | 21 | 27.6 | 0.5 | 1.5 |
| | Gophers / holes | 20 | 26.3 | 0.5 | 1.5 |
| | Other - Animal/Insect Complaints | 14 | 18.4 | 0.4 | 1.0 |
| | Wasps / wasp nest / bees | 8 | 10.5 | 0.2 | 0.6 |
| | Mosquito Complaints | 7 | 9.2 | 0.2 | 0.5 |
| | Bird Complaints | 3 | 3.9 | 0.1 | 0.2 |
| | Wildlife Complaints (skunks, bears) | 2 | 2.6 | 0.1 | 0.1 |
| | Other | 1 | 1.3 | 0.0 | 0.1 |
| | Subtotal | 76 | 100.0 | 1.9 | 5.6 |
| Playground/Play Areas/Swimming Wading Pool Area | Need / Additional Playgrounds | 29 | 42.6 | 0.7 | 2.1 |
| | Other (e.g., more activities) | 12 | 17.6 | 0.3 | 0.9 |
| | Playgrounds Run Down / Need Upgrading / More Equipment | 11 | 16.2 | 0.3 | 0.8 |
| | Horseshoe Pitches Needed / Upgrades | 8 | 11.8 | 0.2 | 0.6 |
| | Needs Maintenance (sand, leaves, weeds etc.) | 4 | 5.9 | 0.1 | 0.3 |
| | Need more Play Fields / Green Areas | 4 | 5.9 | 0.1 | 0.3 |
| | Subtotal | 68 | 100.0 | 1.7 | 5.0 |
| Trails | Trails Deteriorating | 16 | 32.7 | 0.4 | 1.2 |
| | Need / Upgrade Trail Signage | 16 | 32.7 | 0.4 | 1.2 |
| | Needed / Improved Trail Maps | 14 | 28.6 | 0.4 | 1.0 |
| | Other - Trails | 3 | 6.1 | 0.1 | 0.2 |
| | Subtotal | 49 | 100.0 | 1.2 | 3.6 |
| Interpretive Programs | Need Programs / Re-open Programs or Amphitheatre | 25 | 73.5 | 0.6 | 1.8 |
| | Need / Upgrade Interpretive Trail Signage | 4 | 11.8 | 0.1 | 0.3 |
| | Additional Programs | 4 | 11.8 | 0.1 | 0.3 |
| | Need More Children's Activities / Programs | 1 | 2.9 | 0.0 | 0.1 |
| | Subtotal | 34 | 100.0 | 0.9 | 2.5 |

2007 Camper Satisfaction Survey
 General and Sub-Category Comments - Provincial Negative Comments
 (Total Surveys Represented – 1,365)

| General Category | Sub-Category | # of Comments | % of Category | % of All Comments | % of ALL Surveys Represented |
|------------------------------------|-----------------------------|---------------|---------------|-------------------|------------------------------|
| Fishing | Should Stock the Lake | 6 | 33.3 | 0.2 | 0.4 |
| | Poor Fishing | 5 | 27.8 | 0.1 | 0.4 |
| | Other - Fishing | 5 | 27.8 | 0.1 | 0.4 |
| | Catch Limit | 2 | 11.1 | 0.1 | 0.1 |
| | Subtotal | 18 | 100.0 | 0.5 | 1.3 |
| Will not return / recommend | Will not return / recommend | 12 | 100.0 | 0.3 | 0.9 |
| | Subtotal | 12 | 100.0 | 0.3 | 0.9 |
| Fire bans | Unhappy with fire ban | 9 | 100.0 | 0.2 | 0.7 |
| | Subtotal | 9 | 100.0 | 0.2 | 0.7 |
| Total | | 3,989 | 100.0 | 100.00 | 292.2 |

2007 Camper Satisfaction Survey
 General and Sub-Category Comments - Provincial Positive Comments
 (Total Surveys Represented – 311)

| General Category | Sub-Category | # of Comments | % of Category | % of All Comments | % of ALL Surveys Represented | # of Surveys Represented |
|-------------------|--|---------------|---------------|-------------------|------------------------------|--------------------------|
| Positive Comments | General (e.g., nice time, enjoyed stay, nothing wrong) | 229 | 24.9 | 24.9 | 43.0 | 127 |
| | Lovely area | 158 | 17.2 | 17.2 | 29.7 | 70 |
| | Good staff, hosts, operator | 153 | 16.6 | 16.6 | 28.8 | 39 |
| | Other | 86 | 9.3 | 9.3 | 16.2 | 13 |
| | Clean /Well Run Campground | 62 | 6.7 | 6.7 | 11.7 | 22 |
| | Will Return to Campground | 48 | 5.2 | 5.2 | 9.0 | 2 |
| | Enjoyed Wildlife/ Good Fishing | 23 | 2.5 | 2.5 | 4.3 | 3 |
| | Need new parks | 22 | 2.4 | 2.4 | 4.1 | 4 |
| | Quiet Campground | 21 | 2.3 | 2.3 | 3.9 | 4 |
| | Nice facilities (e.g. campground, campsites, grounds) | 21 | 2.3 | 2.3 | 3.9 | 3 |
| | Good road improvement / facility improvement | 20 | 2.2 | 2.2 | 3.8 | 5 |
| | Clean/good bathrooms | 19 | 2.1 | 2.1 | 3.6 | 3 |
| | Good Interpretive/Amphitheater Programs | 18 | 2.0 | 2.0 | 3.4 | 6 |
| | Good trails / Campground paths | 18 | 2.0 | 2.0 | 3.4 | 3 |
| | No Safety/Security Issues | 12 | 1.3 | 1.3 | 2.3 | 3 |
| | Need more funding | 5 | 0.5 | 0.5 | 0.9 | 3 |
| | Support parks | 3 | 0.3 | 0.3 | 0.6 | 0 |
| | Wood free / good quality | 2 | 0.2 | 0.2 | 0.4 | 1 |
| | Total | 920 | 100.0 | 100.0 | 172.9 | 311 |

ALL Comments

| Type of Comment | # | % of ALL comments |
|-----------------|-------|-------------------|
| Positive | 920 | 18.7% |
| Negative | 3,989 | 81.3% |
| Total | 4,909 | 100.0% |

Note: In both negative and positive comment tables, totals for general categories and subcategories may add up to >100% as many respondents made comments that applied to more than one general category and/or more than one subcategory. A total of 1,676 surveys with comments were received. Of these, 177 included **only positive** comments, 1,144 included **only negative** comments and 355 included **both** positive and negative comments.