

Publishing information

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Author: Alberta Tourism, Parks and Recreation
Parks Division
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Business Integration and Analysis Section

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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 campsites 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. 2008 marks the end of a 4-year cycle.

Objectives

The objectives of the 2008 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 2008 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 23 pre-selected survey locations from June 1st to September 1st, 2008.

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 2008 Visitor Satisfaction Survey Planning Report.³

In-Season Changes

Although 24 campgrounds were initially identified for sampling in the 2008 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:

- One campground was removed before surveying began due to unforeseen circumstances (e.g., insufficient resources).
- Four 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 5 campgrounds (Table 1) were removed entirely from the provincial summary and any further analysis for the reason identified. A total of 2,076 surveys were returned province-wide, of which 49 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
Lakeland Provincial Recreation Area – Touchwood	0	N/A	Non-participation (insufficient resources)
Bow Valley Provincial Park – Bow River	12	12	Inadequate sample size
Bow Valley Provincial Park – Lac Des Arcs	4	4	Inadequate sample size
Bow Valley Provincial Park – Three Sisters	10	10	Inadequate sample size
Sibbald Lake Provincial Recreation Area	23	23	Inadequate sample size
Total Survey - ALL campgrounds	2,076	49	
Total Usable Surveys	2,027	N/A	Included in Provincial Analysis

³ Copies of this report are available upon request by contacting the Business Integration and Analysis Section at: (1-866-427-3582).

KEY HIGHLIGHTS

- 93.3% 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 'park information services'.
- 82% of campers use the internet.
- According to campers, the number one priority to improve upon is the Cleanliness of Washrooms.

Trip Profile

- The average party size was 3.4 campers.
- Most visits to a campground are planned (84%) and the main destination (89%).
- 87% of campers would return to the campground they visited.

Origin

- Majority (92.0%) of campers were from Alberta.
- Other Canadian visitors accounted for 5.8% of campers.
- Less than 1% of campers were from the United States and other countries respectively.

Top Internet Activities

- According to frequency of use by campers, the internet is most popular for E-mail (86%) and browsing the web (73%).
- Campers are not frequent users of the internet for watching videos (62%) and playing games (54%).

Top Internet Tools

- Map websites such as Map Quest and Google Maps are frequently (sometimes to always) used by 82% of campers that use the internet.
- 50% of campers use the internet (sometimes to always) for social networking (e.g., Facebook or MySpace).

Comments

- Most positive comments were about having a good time, enjoying the nice park and praise for the staff, campground hosts and operators.
- The most common theme for improvements was upgrading facilities such as campgrounds, shower buildings and washrooms.

RESULTS

This report provides provincial summary results from the 2008 CS Survey based on 2,027 surveys collected from a total of 4,747 surveys distributed to campers at 19 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 2008 provincial summary results have a 2.01% margin of error at the 95% confidence level.

Table 2: 2008 Survey Locations included in Provincial Summary

Provincial Parks (PP) - Campground	# Surveys Returned
Aspen Beach PP - Lakeview	66
Bow Valley PP - Bow Valley	84
Cold Lake PP - Cold Lake	33
Cypress Hills PP - Ferguson Hill	169
Park Lake PP - Park Lake	91
Peter Lougheed PP - Boulton	104
Peter Lougheed PP - Mount Sarrail	100
Pigeon Lake PP - Zeiner	227
Queen Elizabeth PP - Queen Elizabeth	137
Sheep River Valley PP - Sandy McNabb	99
Sir Winston Churchill PP - Sir Winston Churchill	83
Thunder Lake PP - Thunder Lake	60
Whitney Lakes PP - Ross Lake	153
Winagami Lake PP - Winagami Lake	132
Writing-On-Stone PP – Writing-On-Stone	72
Total	1,610

Provincial Recreation Areas (PRA) - Campground	# Surveys Returned
Highwood/Cataract PRA - Cataract	82
Kootenay Plains PRA - Two O'Clock Creek	132
Thompson Creek PRA - Thompson Creek	66
Tolman Bridge PRA - Tolman Bridge	137
Total	417

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/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 2008 season, campers were highly satisfied on average with 6 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, and availability of firewood.

Camper satisfaction with the value of camping fee was low in 2008 and, in fact, has been a concern since 2002.

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

Park Services and Facilities	2002	2003	2004	2005	2006	2007	2008
Control of Noise	●	●	●	●	●	●	●
Cleanliness of Washrooms	●	● ³	● ²	●	● ¹	●	● ¹
Friendliness and Courtesy of Staff	●	●	●	●	●	●	●
Availability of Firewood	●	● ¹	●	● ¹	● ¹	●	● ¹
Condition of Facilities	●	●	●	●	●	●	●
Safety and Security	●	●	●	●	●	● ¹	●
Cleanliness of Grounds	●	●	●	●	●	●	●
Value of Camping Fee	●	● ¹	●	●	● ¹	●	● ¹
Responsiveness of Staff to Visitor Concerns	●	●	●	●	●	●	●
Park Information Services	●	● ¹	● 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

PERFORMANCE MEASURE

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.

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 2008 season, 93.3% of the 2,027 respondents who rated their overall satisfaction with quality of services and facilities were either 'satisfied' or 'very satisfied'. Of those, 50.7% of respondents were considered 'very satisfied', while 42.5% were considered 'satisfied' (Table 4).

Table 4: Overall Satisfaction with Quality of Services and Facilities

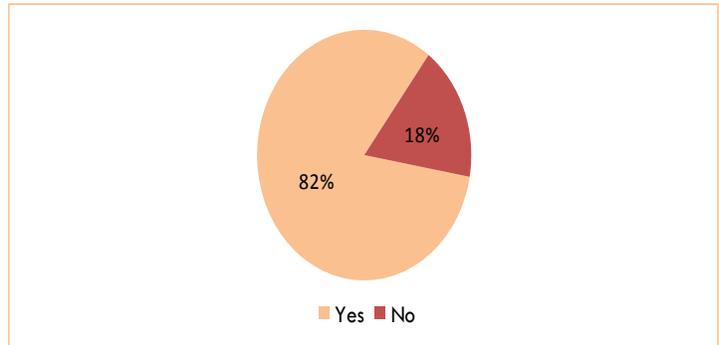
Year	Very Satisfied (%)	Satisfied (%)	Performance Measure (%)	Business Plan	Target (%)
2008 (n=2,027)	50.7	42.5	93.3	2008-11	91
2007 (n=2,409)	41.4	48.1	89.5	2007-10	92
2006 (n=2,333)	41.1	48.0	89.1	2006-09	91
2005 (n=2,050)	46.0	45.1	91.1	2005-08	91
2004 (n=3,136)	51.5	39.4	90.9	N/A	
2003 (n=3,006)	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. Due to rounding, columns may not equate to totals.

INTERNET USE

The majority of campers (82%) use the internet.

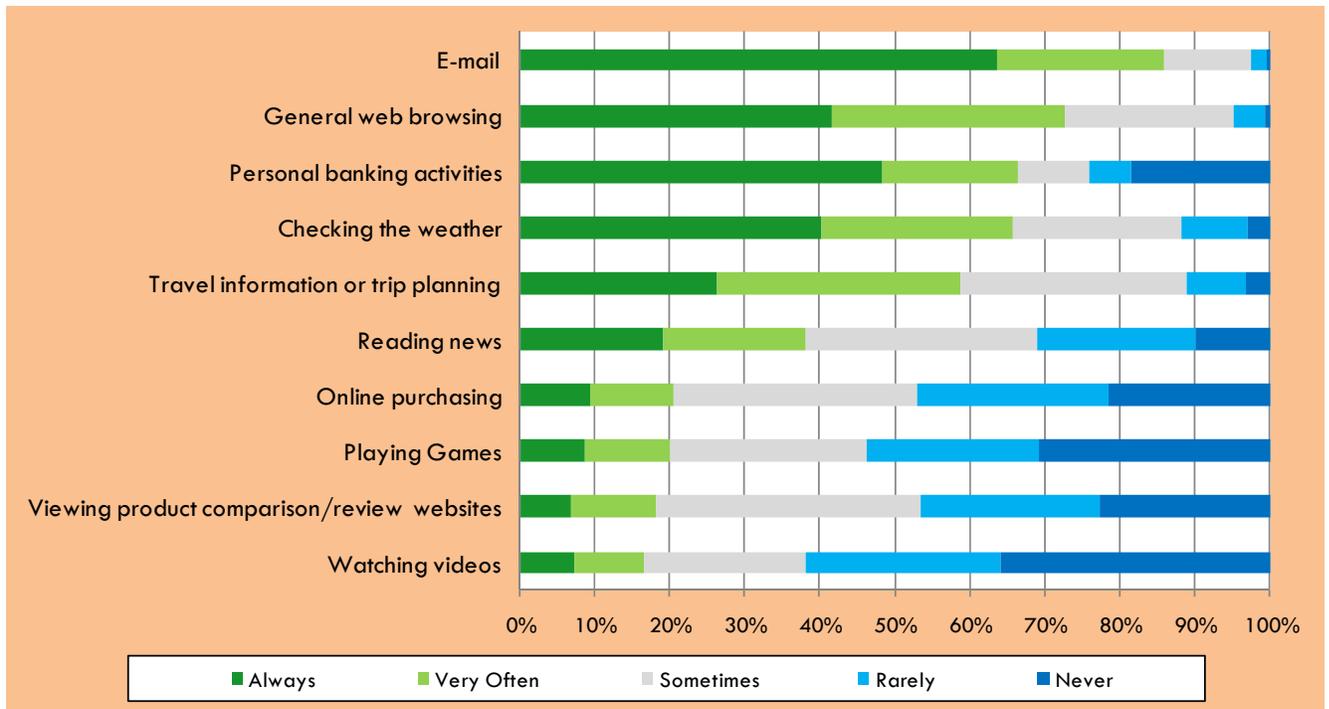
Do you use the internet?



Internet Activities:

Those campers who use the internet were asked how often they use the internet for a number of popular internet activities (Figure 1). E-mail (85.8%) and general web browsing (72.7%) are the most commonly used internet activities. While frequency of use for online purchasing is low (20.4%), a majority (66.4%) of campers frequently use the internet for personal banking.

Figure 1: Frequency of Use of Internet Activities

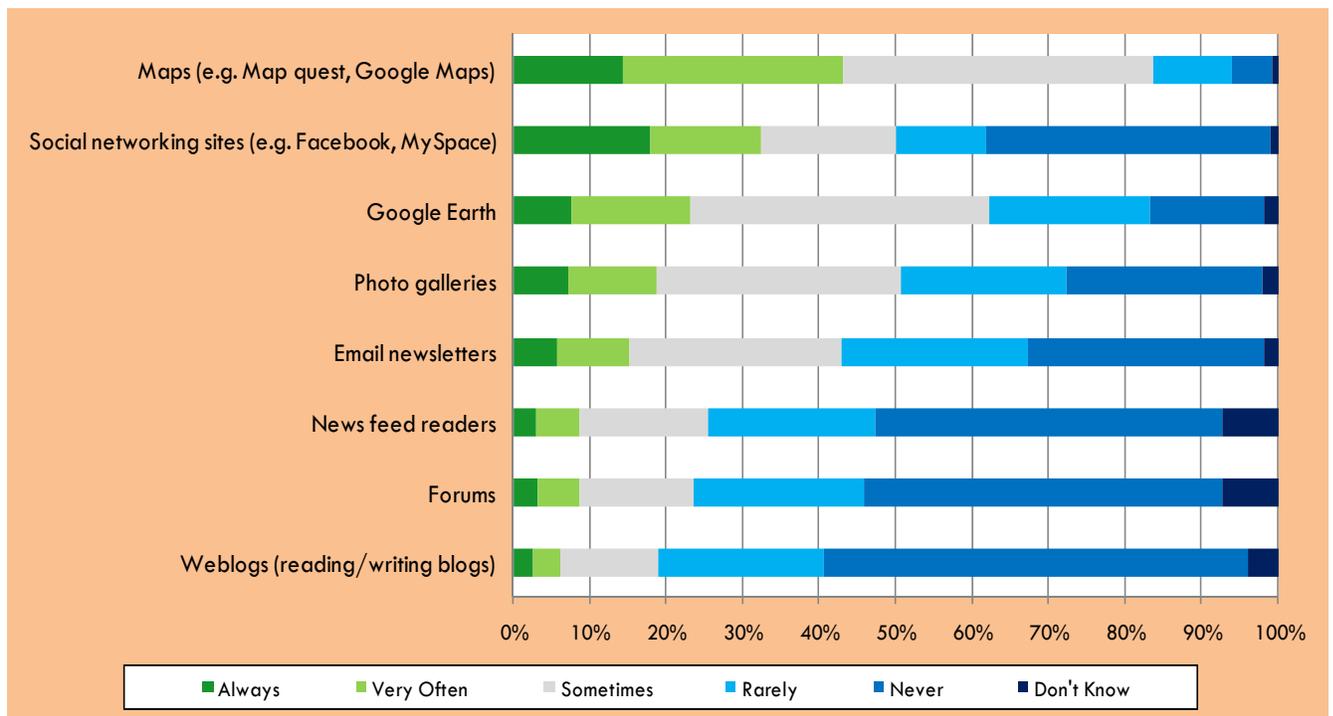


Internet Applications:

To get a broader perspective on campers overall adoption of various internet capabilities, campers were asked about their frequency of use of commonly used internet applications (Figure 2). Applications that are used most frequently (very often and always) include Map websites (43.1%) such as Map Quest or Google Maps, Social networking websites (32.6%) such as Facebook and MySpace and Google Earth (23.2%).

Weblogs, Forums, News feeds, Email newsletters, and Photo Galleries are used to a lesser extent by campers.

Figure 2: Frequency of Use of Internet Applications



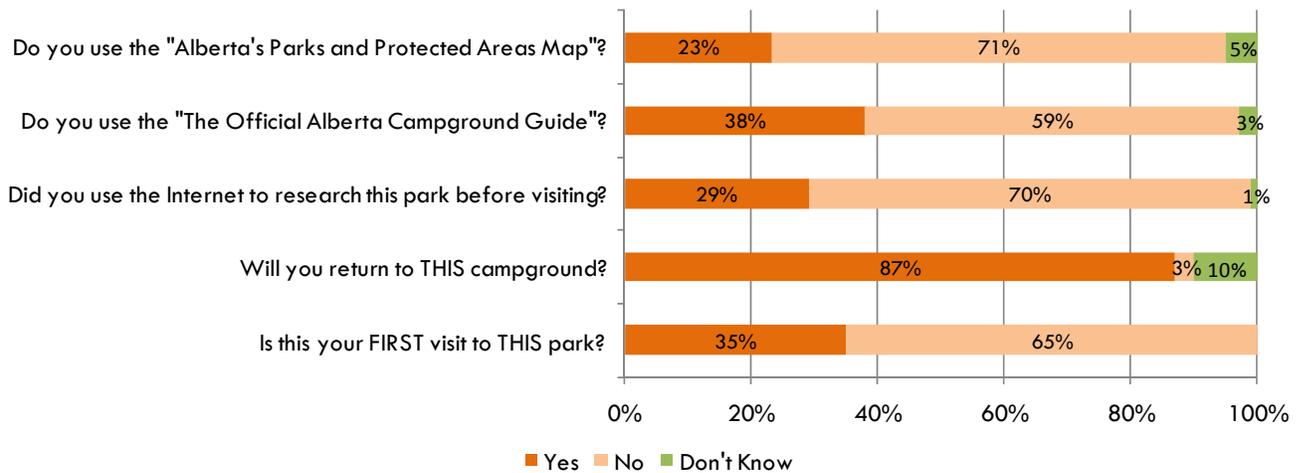
CAMPER PROFILES

Information Sources and Repeat Visitation:

Table 5 lists responses to some supplemental questions asked of campers.

- The Parks' published map "Alberta's Parks and Protected Areas Map" and guide "The Official Alberta Campground Guide" are not used by the majority (71% and 59% respectively) of campers.
- The majority (70%) of campers said they did not use the Internet to research the park before visiting.
- Slightly over a third (35%) of campers are first time visitors to the park.
- The majority (87%) of campers would return to the campground they stayed at while only 3% specifically said they would not.

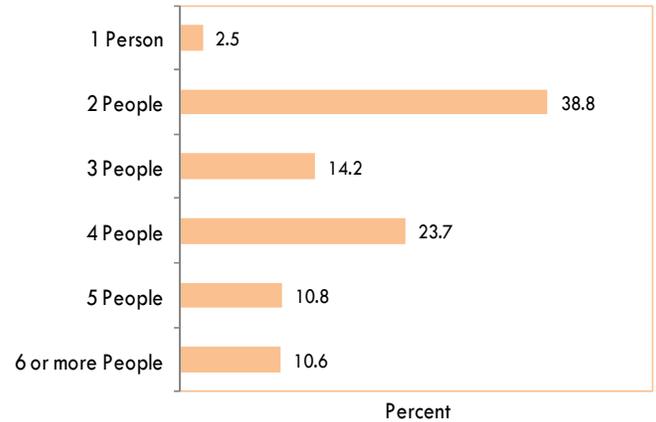
Table 5: Supplemental Questions



Party Size:

The average party size (defined as the number of campers included on an overnight permit) for all campgrounds surveyed in 2008 was 3.4 campers. Most camping parties were made up of either 2 (38.8%) or 4 campers (23.7%) 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 6% of campers reported party sizes greater than 6.

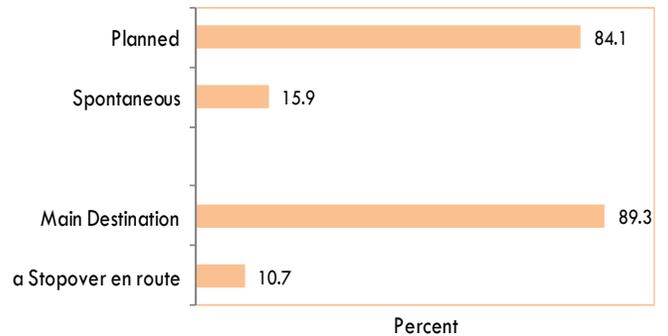
Please specify the number of people who are included on your overnight camping permit.



Type of Trip and Destination

The majority of campers (84.1%) visit to the campground was planned while 15.9% described their visit as spontaneous. Most campers (89.3%) consider the campground the main destination of their trip. Whereas only 10.7 % indicated it is a stopover on their trip.

Was your visit to this campground?



Origin:

Similar to previous results, 98.4% of all campers in 2008 are from Canada. Canadian campers were most likely to be from Alberta (92.0%). Less than 1% of campers were from the United States (US) and other countries respectively. Table 6 presents the specifics.

The largest single centres of camping origin in the province were Calgary (19.2%) and Edmonton (11.0%), mirroring the two largest population centres of the province. The next largest centres of origin were Medicine Hat (5.9%), Lethbridge (3.8%), and Red Deer (3.0%). Together, these five cities accounted for 42.9% of all Alberta campers to surveyed campgrounds in 2008.

In total, 51.7% of campers reside in a City and 32.3% in a Town. The remainder (16.0%) is comprised of other Census Subdivision types⁶ such as Villages and Counties.

Table 6: Origin Profiles of campers

Origin	2003	2004	2005	2006	2007	2008
Alberta	92.9%	92.9%	94.2%	91.5%	93.8%	92.0
British Columbia	3.1%	2.5%	2.8%	3.7%	2.2%	2.1
Saskatchewan	2.0%	1.6%	1.3%	2.3%	1.5%	2.0
Ontario	1.1%	1.5%	0.8%	1.6%	1.2%	0.8
Other Canada	1.3%	1.5%	0.8%	0.9%	1.3%	0.8

Canada	96.6%	97.5%	95.5%	97.3%	97.8%	98.4%
United States	2.3%	1.5%	2.6%	1.1%	2.0%	0.9%
International	1.1%	1.0%	1.9%	1.6%	0.2%	0.7%

⁶ Census Subdivision Type (CSD Type) as defined by Statistics Canada Census 2006

IMPORTANCE-PERFORMANCE RATINGS AND PRIORITIES

Campers were asked to rate the importance of the same 10 campground services and facilities used to rate their satisfaction (see questionnaire in Appendix 2). A five-point Likert Importance scale was used where:

5=Extremely Important, 4=Important, 3=Neutral, 2=Not Important, and 1=Not at all Important.

By comparing satisfaction with importance, it can be determined where improvements should be emphasized. This can be accomplished using a method known as Importance-Performance (IP) Analysis.

The IP analysis is based on the concept that satisfaction or performance can be increased by emphasizing improvements in those services and facilities where the level of satisfaction is relatively low and the perceived importance relatively high. That is to say a high satisfaction rating on an attribute of low importance is of less concern than a low satisfaction rating on an item of high importance.

By prioritizing the 10 campground services and facilities, it is possible to determine where the emphasis on improving performance should be. This can be accomplished by calculating an IP Rating. An IP rating is derived by weighting the difference between the importance mean and satisfaction mean for each service and facility, by its importance.

$$\text{IP Rating} = [\text{Mean Importance} - \text{Mean Satisfaction}] * \text{Mean Importance}$$

While the service or facility with the highest IP rating represents the area that is in greatest need of improvement, and the lowest rating is the area that is in no need of improvement, the determination of which other attributes to include among improvement priorities is 'relative'. The thresholds shown in Table 7 are therefore intended as a guide only.

Table 7: Importance-Performance (IP) Rating Thresholds

IP Rating	Action Required	Priority Level
Greater than 1.50	Definitely Increase Emphasis	
1.00 to 1.49	Increase Current Emphasis	
0.00 to 0.99	Only after higher opportunities are dealt with	
Less than 0.00	Maintain current level of service	---

Importance-Performance Analysis:

According to campers, the number one priority to improve upon is the Cleanliness of Washrooms, followed by improving the Value of the Camping Fee. Subsequent priorities include improving the Condition of Facilities, Safety and Security, and Availability of Firewood (Table 8).

Services and facilities with negative values suggest that expectations are being met.

Table 8: Importance-Performance (IP) Ratings and Priorities for 2008

Park Services and Facilities	IP Rating	Priority Level	Traffic Light Score
Cleanliness of Washrooms	2.61		 1
Value of Camping Fee	1.47		 1
Condition of Facilities	0.78		
Safety and Security	0.63		
Availability of Firewood	0.61		 1
Park Information Services	0.04	---	 1
Cleanliness of Grounds	-0.07	---	
Responsiveness of Staff to Visitor Concerns	-0.14	---	
Control of Noise	-0.27	---	
Friendliness and Courtesy of Staff	-0.71	---	

Traffic Light Score 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

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 campers feedback and to understand that every comment is potentially important. A rank order listing of all negative comments is provided in Table 9.

Table 9: Rank Order of Negative Comments

Comments: by General Category only	# of Comments	% of All Comments	% of ALL Surveys Represented
Firewood	319	11.9	28.5
Hook-ups/Dump stations/Water	247	9.2	22.1
Condition of Facilities: Washrooms/Showers, Roads, Campsite, Grounds Maintenance, Beach/Lake, Trails, Playground	241	9.0	21.6
Showers - Other	221	8.3	19.8
Washroom - Other	214	8.0	19.1
Reservation System	206	7.7	18.4
Information Services	133	5.0	11.9
Washroom & Showers: Cleanliness/Odours	126	4.7	11.3
Noise Complaints	117	4.4	10.5
Campground Facilities	100	3.7	8.9
Safety and Security	89	3.3	8.0
Campsite Preferences	87	3.3	7.8
Staffing/C.O.'s/Hosts	85	3.2	7.6
Campground Operations/Policy	81	3.0	7.2
Value for Camping	71	2.7	6.4
Beach/Lake/Stream	70	2.6	6.3
Miscellaneous	59	2.2	5.3
Trails	52	1.9	4.7
Playground/Play Areas/Swimming Wading Pool Area	52	1.9	4.7
Grounds/Campsite Cleanliness	38	1.4	3.4
Animal/Insect Complaints	36	1.3	3.2
Fishing	13	0.5	1.2
Interpretive Programs	10	0.4	0.9
Will not return / recommend	8	0.3	0.7
Total	2,675	100.0	239.3

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 (1,118 Surveys Represented).

APPENDIX 1

2008 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) *

2008 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 – Bow Valley	5,346	190	345	30	59	55	45	55	108	100	82	84	44
Bow Valley PP – Bow River	841	160	290	27	60	54	20	50	108	97	35	12	8
Bow Valley PP – Lac Des Arcs	361	125	230	24	50	41	10	43	93	76	18	4	3
Bow Valley PP – Three Sisters	865	160	290	31	59	55	14	57	107	100	26	10	6
Peter Lougheed PP – Boulton Creek	2,440	180	330	27	72	66	15	49	132	121	28	104	58
Peter Lougheed PP – Mount Sarrail	386	130	235	11	65	53	1	20	117	95	3	100	77
Sibbald Lake PRA – Sibbald Lake	1,117	165	305	38	66	51	10	70	122	95	18	23	14
Sheep River Valley PP – Sandy McNabb	831	160	290	38	57	50	15	69	104	90	26	99	62
Highwood/Cataract PRA – Cataract	824	160	290	29	58	47	27	52	105	85	48	82	51
Writing-On-Stone PP – Writing-On-Stone	3,140	185	335	27	72	70	16	49	130	127	29	72	39
Cypress Hills PP – Ferguson Hill	626	150	270	23	69	55	3	41	125	100	5	169	113
Tolman Bridge PRA – Tolman Bridge East	725	155	280	43	44	56	12	77	80	100	22	137	88
Aspen Beach PP – Lakeview	4,520	190	340	24	84	78	4	43	150	140	7	66	35
Pigeon Lake PP – Zeiner	1,502	175	315	31	71	69	3	56	128	125	6	227	130
Park Lake PP – Park Lake	1,015	165	300	29	62	61	14	52	112	110	25	91	55
Cold Lake PP – Cold Lake	1,513	175	315	30	64	70	11	54	115	126	20	33	19
Whitney Lakes PP – Ross Lake	762	155	285	27	46	58	24	49	84	107	45	153	99
Sir Winston Churchill PP – Sir Winston Churchill	839	160	290	26	65	63	6	48	118	114	11	83	52
Winagami Lake PP – Winagami Lake	671	150	275	40	58	45	7	73	106	83	12	132	88
Queen Elizabeth PP – Queen Elizabeth	492	140	255	26	41	45	27	48	75	83	50	137	98
Kootenay Plains PRA – Two O’Clock Creek	549	145	265	29	48	47	21	54	87	86	38	132	91
Thompson Creek PRA – Thompson Creek	749	155	285	25	57	61	13	45	104	111	24	66	43
Thunder Lake PP – Thunder Lake	1,952	180	325	43	46	81	10	77	82	147	19	60	33
Provincial Total	32,066	3,710	6,740									2,076	57

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

2008 Questionnaire

Welcome to Alberta's Provincial Parks and Recreation Areas.

We ask that **ONE** adult (18 years or older) in your **immediate** group who most recently had a birthday to complete this survey. We welcome your comments, however please write them on the back of the survey.

1. Please rate the **Importance** of the following services and facilities as well as your **Satisfaction** with each:
(mark N/A for any items that did not apply to this visit)

	IMPORTANCE						SATISFACTION					
	EXTREMELY IMPORTANT	IMPORTANT	NEUTRAL	NOT IMPORTANT	NOT AT ALL IMPORTANT	N/A	VERY GOOD	GOOD	AVERAGE	POOR	VERY POOR	N/A
Cleanliness of washrooms	<input type="radio"/>											
Friendliness and courtesy of staff	<input type="radio"/>											
Park information services	<input type="radio"/>											
Condition of facilities	<input type="radio"/>											
Cleanliness of grounds	<input type="radio"/>											
Control of noise	<input type="radio"/>											
Responsiveness of staff to visitor concerns	<input type="radio"/>											
Safety and security	<input type="radio"/>											
Value for camping fee	<input type="radio"/>											
Availability of firewood	<input type="radio"/>											

2. Overall, how satisfied were you with the quality of services and facilities?
(mark only one)

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

3. Please respond to each of the following:

	YES	NO	DONT KNOW
Is this your FIRST visit to THIS park?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Will you return to THIS campground?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did you use the Internet to research this park before visiting?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you use the "The Official Alberta Campground Guide"?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you use the "Alberta's Parks and Protected Areas Map"?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Do you use the internet? Yes No (if No, proceed to #5)

a. If yes, how often do you DO the following?

	ALWAYS	VERY OFTEN	SOMETIMES	RARELY	NEVER
E-mail	<input type="radio"/>				
General web browsing	<input type="radio"/>				
Travel information or trip planning	<input type="radio"/>				
Reading news	<input type="radio"/>				
Checking the weather	<input type="radio"/>				
Personal banking activities	<input type="radio"/>				
Online purchasing	<input type="radio"/>				
Watching videos	<input type="radio"/>				
Viewing websites that offer product comparisons and reviews (e.g. Amazon)	<input type="radio"/>				
Playing games	<input type="radio"/>				

b. And how often do you USE the following online?

	ALWAYS	VERY OFTEN	SOMETIMES	RARELY	NEVER	DONT KNOW
Social networking sites (e.g. Facebook, MySpace)	<input type="radio"/>					
Weblogs (reading/writing blogs)	<input type="radio"/>					
Email newsletters	<input type="radio"/>					
News feed readers	<input type="radio"/>					
Photo galleries	<input type="radio"/>					
Google Earth	<input type="radio"/>					
Maps (e.g. Map Quest, Google Maps)	<input type="radio"/>					
Forums	<input type="radio"/>					

5. Was this visit to the campground:

- Main Destination (mark only one)
- a Stopover en route
- Planned (mark only one)
- Spontaneous

Number of people in your immediate party.

(those included on a single permit, including yourself)

Where do you live?

Canada

United States

Other Country

Canadian Postal Code:

please place other comments on the back

APPENDIX 3

Satisfaction Score Results – Detailed Summary

**How Would You Rate Each of the Following?
Satisfaction with 10 Park Services and Facilities
2008 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						
	#	%	#	%	#	%	#	%	#	%	#	%	#	mean	%	%	#
Cleanliness of washrooms	71	3.7	47	2.5	83	4.3	290	15.2	707	37.0	713	37.3	1,911	4.1	7.1	38.8	1,840
Friendliness and courtesy of staff	31	1.6	9	0.5	17	0.9	120	6.3	505	26.3	1,237	64.5	1,919	4.6	1.4	65.5	1,888
Park information services	106	5.6	17	0.9	72	3.8	337	17.9	777	41.3	574	30.5	1,883	4.0	5.0	32.3	1,777
Responsiveness of staff to visitor concerns	377	20.3	10	0.5	20	1.1	141	7.6	573	30.8	737	39.7	1,858	4.4	2.0	49.8	1,481
Condition of facilities	9	0.5	13	0.7	45	2.4	199	10.5	777	40.9	857	45.1	1,900	4.3	3.1	45.3	1,891
Cleanliness of grounds	2	0.1	4	0.2	23	1.2	115	6.0	617	32.4	1,145	60.1	1,906	4.5	1.4	60.1	1,904
Control of noise	47	2.5	16	0.8	39	2.1	153	8.1	719	38.1	913	48.4	1,887	4.3	3.0	49.6	1,840
Safety and security	77	4.1	4	0.2	15	0.8	147	7.8	762	40.4	879	46.7	1,884	4.4	1.1	48.6	1,807
Value for camping fee	9	0.5	24	1.3	82	4.3	400	20.9	689	36.1	706	37.0	1,910	4.0	5.6	37.1	1,901
Availability of firewood	196	10.4	85	4.5	102	5.4	235	12.5	509	27.0	758	40.2	1,885	4.0	11.1	44.9	1,689

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
2008 Provincial Summary**

Overall Satisfaction	Rating										Number of Respondents	Average Score	LowBox	TopBox	Evaluation Total
	Very Dissatisfied		Dissatisfied		Neutral		Satisfied		Very Satisfied						
	#	%	#	%	#	%	#	%	#	%	#	mean	% poor + very poor	% very good	#
Overall, how satisfied were you with the quality of services and facilities?	7	0.35	34	1.70	94	4.70	851	42.53	1,015	50.73	2,001	4.42	2.05	50.73	2,001

**Satisfaction Measures: Thresholds and Traffic Light Scores for 10 Park Services and Facilities
2008 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	4.06	Pass	7.07	Pass	38.75	Fail	●	1
Friendliness and courtesy of staff	4.56	Pass	1.38	Pass	65.52	Pass	●	
Park information services	4.02	Pass	5.01	Pass	32.30	Fail	●	1
Responsiveness of staff to visitor concerns	4.36	Pass	2.03	Pass	49.76	Pass	●	
Condition of facilities	4.28	Pass	3.07	Pass	45.32	Pass	●	
Cleanliness of grounds	4.51	Pass	1.42	Pass	60.14	Pass	●	
Control of noise	4.34	Pass	2.99	Pass	49.62	Pass	●	
Safety and security	4.38	Pass	1.05	Pass	48.64	Pass	●	
Value for camping fee	4.04	Pass	5.58	Pass	37.14	Fail	●	1
Availability of firewood	4.04	Pass	11.07	Fail	44.88	Pass	●	1

**Overall Satisfaction Measure: Thresholds and Traffic Light Scores
2008 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?	4.42	Pass	2.05	Pass	50.73	Pass	●	

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?

2008 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
Bow Valley PP KC – Bow Valley	●	●	●	●	●	●	●	●	●	● 1	●
Bow Valley PP KC – Bow River	●	●	● 2	●	●	●	●	●	● 1	● 1	●
Bow Valley PP KC – Lac Des Arcs	●	●	●	●	● 1	●	● 1	●	●	●	●
Bow Valley PP KC – Three Sisters	●	●	● 1	●	●	●	●	●	●	●	●
Peter Lougheed PP KC – Boulton Creek	●	●	●	●	●	●	●	●	● 1	● 3	●
Peter Lougheed PP KC – Mount Sarrail	●	●	●	●	●	●	●	●	●	●	●
Sibbald Lake PRA KC – Sibbald Lake	●	●	●	●	●	●	●	●	● 1	●	●
Sheep River Valley PP KC – Sandy McNabb	●	●	●	●	●	●	●	●	●	●	●
Highwood/Cataract PRA KC – Cataract	●	●	●	●	●	●	●	●	●	●	●
Writing-On-Stone PP – Writing-On-Stone	●	●	●	●	●	●	●	●	●	●	●
Cypress Hills PP – Ferguson Hill	●	●	● 1	●	●	●	● 1	●	● 1	●	● 1
Tolman Bridge PRA – Tolman Bridge East	● 1	●	● 1	●	●	●	● 1	●	●	●	●
Aspen Beach PP – Lakeview	●	●	● 1	● 1	●	●	●	●	●	● 1	●
Pigeon Lake PP – Zeiner	●	●	● 1	●	●	●	●	●	●	●	●
Park Lake PP – Park Lake	●	●	● 1	●	●	●	●	●	●	●	● 1
Cold Lake PP – Cold Lake	●	●	●	●	●	● 1	● 1	● 1	●	● 1	●
Whitney Lakes PP – Ross Lake	●	●	●	●	● 1	●	●	●	●	●	●
Sir Winston Churchill PP – Sir Winston Churchill	●	●	●	●	●	●	●	●	● 1	●	● 1
Winagami Lake PP – Winagami Lake	●	●	●	●	●	●	●	●	● 1	●	●
Queen Elizabeth PP – Queen Elizabeth	● 1	●	● 1	●	●	●	●	●	●	●	●
Kootenay Plains PRA – Two O'Clock Creek	●	●	●	●	●	●	●	●	●	●	●
Thompson Creek PRA – Thompson Creek	●	●	●	●	●	●	●	●	●	●	●
Thunder Lake PP – Thunder Lake	●	●	●	●	● 3	●	●	●	●	●	● 1

* 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)
●	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	2	3
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

APPENDIX 5

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

COMMENT ANALYSIS:

As completed surveys were received over the 2008 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.

2008 Camper Satisfaction Survey
 General and Sub-Category Comments - Provincial Negative Comments
 (Total Surveys Represented – 1,118)

General Category	Sub-Category	# of Comments	% of Category	% of All Comments	% of ALL Surveys Represented
Firewood	Too expensive	96	30.1	3.6	8.6
	Firewood Quantity (not enough/no wood)	61	19.1	2.3	5.5
	Poor Quality (too long, wet)	48	15.0	1.8	4.3
	Poor Access (location, timing)	47	14.7	1.8	4.2
	Should be free	40	12.5	1.5	3.6
	Firewood Delivery Needed and other	13	4.1	0.5	1.2
	Firewood Should be Included in Fees	12	3.8	0.4	1.1
	Firewood Shelter Needed/Upgraded	2	0.6	0.1	0.2
	Subtotal		319	100.0	11.9
Hook-ups/Dump stations/Water	Additional power campsites	86	34.8	3.2	7.7
	Full Power-Water-Sewer Hook-ups Needed	31	12.6	1.2	2.8
	Other (specific amperage, water filling station needed)	26	10.5	1.0	2.3
	More Taps / Water Locations	24	9.7	0.9	2.1
	Poor Drinking Water Quality / Need Potable Water	21	8.5	0.8	1.9
	Install power campsites	20	8.1	0.7	1.8
	Sewage Dump-stations Needed / Dirty / Full	18	7.3	0.7	1.6
	Water Hook-ups Needed	11	4.5	0.4	1.0
	Running Water Needed (not washroom related)	10	4.0	0.4	0.9
	Subtotal		247	100.0	9.2

2008 Camper Satisfaction Survey
 General and Sub-Category Comments - Provincial Negative Comments
 (Total Surveys Represented – 1,118)

General Category	Sub-Category	# of Comments	% of Category	% of All Comments	% of ALL Surveys Represented
Showers - Other	Install Shower Facilities	98	44.3	3.7	8.8
	Additional Shower Facilities Needed	29	13.1	1.1	2.6
	Showers Facilities Deteriorating	24	10.9	0.9	2.1
	Problems with Temperature / Pressure / Time Allotment	21	9.5	0.8	1.9
	Poor Shower Cleanliness	19	8.6	0.7	1.7
	Should be Free / Less Expensive	16	7.2	0.6	1.4
	Upgrades Needed (shelves, mats, disabled access)	12	5.4	0.4	1.1
	Poor Accessibility	2	0.9	0.1	0.2
	Subtotal		221	100.0	8.3
Washroom - Other	Washroom Lighting Needed (indoor, outdoor)	43	20.1	1.6	3.8
	Supplies needed/better quality (paper, soap)	32	15.0	1.2	2.9
	Flush Toilets / Running Water Needed	32	15.0	1.2	2.9
	Washroom Facilities Deteriorating	29	13.6	1.1	2.6
	Hand Sanitizer / Soap needed	25	11.7	0.9	2.2
	More Washroom Facilities Needed	24	11.2	0.9	2.1
	Additional upgrades needed	19	8.9	0.7	1.7
	Other (water, disrupted)	8	3.7	0.3	0.7
	Poor Accessibility (disabled, general)	2	0.9	0.1	0.2
	Subtotal		214	100.0	8.0

2008 Camper Satisfaction Survey
 General and Sub-Category Comments - Provincial Negative Comments
 (Total Surveys Represented – 1,118)

General Category	Sub-Category	# of Comments	% of Category	% of All Comments	% of ALL Surveys Represented
Reservation System	Difficulty with Reservation System (could not get online etc.)	47	22.8	1.8	4.2
	Need online reservations	40	19.4	1.5	3.6
	Need Reservation System	34	16.5	1.3	3.0
	Overbooked / Did Not Get the Site that was Reserved	24	11.7	0.9	2.1
	Improper Reservation Use (site held with chair/tent, stayed too long, pay extra nights to keep site)	10	4.9	0.4	0.9
	Other (consistent policies, general)	10	4.9	0.4	0.9
	Issues of fairness / apprehensive / concerns / suggestions (be careful) / e.g. half reserved, half first come first served	9	4.4	0.3	0.8
	More First-Come-First-Served / Prefer spontaneous camping	8	3.9	0.3	0.7
	Want to Reserve a Specific Site (i.e. power, site #)	6	2.9	0.2	0.5
	More Sites Needed for Reservation	6	2.9	0.2	0.5
	Sites remain empty	6	2.9	0.2	0.5
	Prefer none / against reservations	4	1.9	0.1	0.4
	Need site info if online reservation	1	0.5	0.0	0.1
	Reservations not needed at this location	1	0.5	0.0	0.1
	Subtotal		206	100.0	7.7
Information Services	Need / Better Campground Maps	27	20.3	1.0	2.4
	Other - Information Services	22	16.5	0.8	2.0
	Additional / Better Campground Signs	22	16.5	0.8	2.0
	Lack of General Information about Area	17	12.8	0.6	1.5
	Need / Update Website	14	10.5	0.5	1.3
	Campground Guide / Website / Signs / Maps Inaccurate	11	8.3	0.4	1.0
	Additional / Better Access Road or Highway Signs to Park	10	7.5	0.4	0.9
	Wireless / internet	7	5.3	0.3	0.6
	Cell phone coverage	3	2.3	0.1	0.3
	Subtotal		133	100.0	5.0

2008 Camper Satisfaction Survey
 General and Sub-Category Comments - Provincial Negative Comments
 (Total Surveys Represented – 1,118)

General Category	Sub-Category	# of Comments	% of Category	% of All Comments	% of ALL Surveys Represented
Washroom & Showers: Cleanliness/Odours	Poor Washroom Cleanliness	63	50.0	2.4	5.6
	Offensive Odours	56	44.4	2.1	5.0
	Timing of Cleaning	7	5.6	0.3	0.6
	Subtotal	126	100.0	4.7	11.3
Noise Complaints	Late Night Parties / Other Campers	44	37.6	1.6	3.9
	Other - Noise Complaints	20	17.1	0.7	1.8
	Need Better Noise Control	17	14.5	0.6	1.5
	Music (too loud, disallow)	16	13.7	0.6	1.4
	Generator Noise	16	13.7	0.6	1.4
	Dogs Barking	4	3.4	0.1	0.4
	Subtotal	117	100.0	4.4	10.5
Campground Facilities	Store Needed / Have More Supplies / Too Expensive	32	32.0	1.2	2.9
	Other - Campground Facilities (e.g. Parking)	25	25.0	0.9	2.2
	Need More Facilities (firepits, marina, bike locks/rack etc.)	22	22.0	0.8	2.0
	Need / Additional Laundry Facilities	8	8.0	0.3	0.7
	Need / Better Area Campground Lighting	6	6.0	0.2	0.5
	Boat/Seadoo Rentals Needed	4	4.0	0.1	0.4
	Need / Additional Phone Booth	3	3.0	0.1	0.3
	Subtotal	100	100.0	3.7	8.9

2008 Camper Satisfaction Survey
 General and Sub-Category Comments - Provincial Negative Comments
 (Total Surveys Represented – 1,118)

General Category	Sub-Category	# of Comments	% of Category	% of All Comments	% of ALL Surveys Represented
Grounds Maintenance	Tree Hazards / Dead Fall	22	22.2	0.8	2.0
	General Deterioration / Needs Work, Upgrading	18	18.2	0.7	1.6
	Landscaping (grass needs cutting, trim overgrowth, need more trees/shrubs)	17	17.2	0.6	1.5
	Recycle Bins Needed	13	13.1	0.5	1.2
	More Garbage Bins Needed	11	11.1	0.4	1.0
	Trails/Pathways Deteriorating / Needed / Poor Positioning	9	9.1	0.3	0.8
	Boat Launch Deteriorating / Location / Needed	7	7.1	0.3	0.6
	Fish Cleaning Station Deteriorating / Needed / Upgrade / Dirty	1	1.0	0.0	0.1
	Dock Facilities Deteriorating / Needed / Other	1	1.0	0.0	0.1
	Subtotal	99	100.0	3.7	8.9
Safety and Security	Other Enforcement Issues	42	47.2	1.6	3.8
	Excessive Speed in Campground	19	21.3	0.7	1.7
	Need More Security Patrols	14	15.7	0.5	1.3
	Dogs Off-Leash (grounds or beach)	7	7.9	0.3	0.6
	Control of Parking (on roads, campsites, boats etc.)	4	4.5	0.1	0.4
	Boats Need Control (speeding, alcohol)	3	3.4	0.1	0.3
		Subtotal	89	100.0	3.3
Campsite Preferences	Too Small / Narrow	38	43.7	1.4	3.4
	Need Additional Campsites / Open closed loops	16	18.4	0.6	1.4
	More Private	16	18.4	0.6	1.4
	Need Tent Pads	6	6.9	0.2	0.5
	More Grass Cover	4	4.6	0.1	0.4
	Other Preferences	3	3.4	0.1	0.3
	More Shaded / Wooded	2	2.3	0.1	0.2
	Closer to Lake / Water	1	1.1	0.0	0.1
	Need Pull-through Campsites	1	1.1	0.0	0.1
		Subtotal	87	100.0	3.3

2008 Camper Satisfaction Survey
 General and Sub-Category Comments - Provincial Negative Comments
 (Total Surveys Represented – 1,118)

General Category	Sub-Category	# of Comments	% of Category	% of All Comments	% of ALL Surveys Represented
Staffing/C.O.'s/Hosts	Unfriendly / Rude	36	42.4	1.3	3.2
	Other - Staffing/CO/Hosts	19	22.4	0.7	1.7
	Un-informed Staff	12	14.1	0.4	1.1
	Additional Staff Needed	8	9.4	0.3	0.7
	Poor Response to Concerns	5	5.9	0.2	0.4
	No Staff Seen / Available	5	5.9	0.2	0.4
	Subtotal		85	100.0	3.2
Campground Operations/Policy	Other (tent specific sites, check-out times, placement of groups (i.e. do not put seniors by party people))	36	44.4	1.3	3.2
	Opposed to Contracted Operations (should be Government run)	18	22.2	0.7	1.6
	Fee Discounts Needed (seniors, weekdays)	10	12.3	0.4	0.9
	Fee Structure (should have day-use and seasonal fees)	7	8.6	0.3	0.6
	Extended Booth Hours	5	6.2	0.2	0.4
	Poor Refund Policy	4	4.9	0.1	0.4
	More Payment Options (Visa, Interac, cheque, in person)	1	1.2	0.0	0.1
Subtotal		81	100.0	3.0	7.2
Campsite Maintenance	Firepits Deteriorating / Need Holes / Bigger / Smaller	19	24.1	0.7	1.7
	Campsites Need Levelling	19	24.1	0.7	1.7
	Picnic Tables Deteriorating	14	17.7	0.5	1.3
	Campsite Needs to be Rearranged (position of firepit, posts)	13	16.5	0.5	1.2
	Campsites Need More Gravel	8	10.1	0.3	0.7
	Campsite - Other	6	7.6	0.2	0.5
Subtotal		79	100.0	3.0	7.1

2008 Camper Satisfaction Survey
 General and Sub-Category Comments - Provincial Negative Comments
 (Total Surveys Represented – 1,118)

General Category	Sub-Category	# of Comments	% of Category	% of All Comments	% of ALL Surveys Represented
Value for Camping	Camping Fees Too High (poor value for services provided)	58	81.7	2.2	5.2
	Charges for Additional Camping Units on a Campsite are Too High	7	9.9	0.3	0.6
	Not have / too high a Reservation Fee	5	7.0	0.2	0.4
	No dump fee	1	1.4	0.0	0.1
	Subtotal	71	100.0	2.7	6.4
Beach/Lake/Stream	Poor Condition of Beach / Swimming Area (sand, size, weeds, raking)	27	38.6	1.0	2.4
	Poor Lake Water Quality / weeds, algae in lake	26	37.1	1.0	2.3
	Swimming Area / Beach Area Too Small / Needed	11	15.7	0.4	1.0
	Other - Beach/Lake	6	8.6	0.2	0.5
	Subtotal	70	100.0	2.6	6.3
Roads	Poor Campground Road Conditions (potholes, washboard)	32	50.8	1.2	2.9
	Dusty Roads / Pave Roads (campground and access roads	16	25.4	0.6	1.4
	Poor Access Road Conditions (potholes, washboard)	11	17.5	0.4	1.0
	Roads-Other	4	6.3	0.1	0.4
	Subtotal	63	100.0	2.4	5.6
Miscellaneous	Miscellaneous	59	100.0	2.2	5.3
	Subtotal	59	100.0	2.2	5.3
Trails	Trails Deteriorating	18	34.6	0.7	1.6
	Need / Upgrade Trail Signage	14	26.9	0.5	1.3
	Needed / Improved Trail Maps	13	25.0	0.5	1.2
	Other - Trails	7	13.5	0.3	0.6
	Subtotal	52	100.0	1.9	4.7

2008 Camper Satisfaction Survey
 General and Sub-Category Comments - Provincial Negative Comments
 (Total Surveys Represented – 1,118)

General Category	Sub-Category	# of Comments	% of Category	% of All Comments	% of ALL Surveys Represented
Playground/Play Areas/Swimming Wading Pool Area	Need / Additional Playgrounds	21	40.4	0.8	1.9
	Other (e.g., more activities)	19	36.5	0.7	1.7
	Playgrounds Run Down / Need Upgrading / More Equipment	4	7.7	0.1	0.4
	Horseshoe Pitches Needed / Upgrades	4	7.7	0.1	0.4
	Needs Maintenance (sand, leaves, weeds etc.)	3	5.8	0.1	0.3
	Need more Play Fields / Green Areas	1	1.9	0.0	0.1
	Subtotal		52	100.0	1.9
Grounds/Campsite Cleanliness	Campsite Dirty (garbage in site)	13	34.2	0.5	1.2
	Beach / Swimming Area Dirty	7	18.4	0.3	0.6
	Garbage Overflowing / More Frequent Removal Needed / Offensive Odours	6	15.8	0.2	0.5
	Dog Feces Not Picked Up	5	13.2	0.2	0.4
	Firepits Full / Dirty	3	7.9	0.1	0.3
	Grounds dirty	3	7.9	0.1	0.3
	Campsite Needs Raking	1	2.6	0.0	0.1
	Subtotal		38	100.0	1.4
Animal/Insect Complaints	Dog Complaints (shouldn't allow dogs)	12	33.3	0.4	1.1
	Leeches	11	30.6	0.4	1.0
	Wildlife Complaints (skunks, bears)	5	13.9	0.2	0.4
	Other - Animal/Insect Complaints	4	11.1	0.1	0.4
	Mosquito Complaints	3	8.3	0.1	0.3
	Other	1	2.8	0.0	0.1
	Subtotal		36	100.0	1.3
Fishing	Should Stock the Lake	5	38.5	0.2	0.4
	Other - Fishing	4	30.8	0.1	0.4
	Poor Fishing	4	30.8	0.1	0.4
	Subtotal		13	100.0	0.5

2008 Camper Satisfaction Survey
 General and Sub-Category Comments - Provincial Negative Comments
 (Total Surveys Represented – 1,118)

General Category	Sub-Category	# of Comments	% of Category	% of All Comments	% of ALL Surveys Represented
Interpretive Programs	Need Programs / Re-open Programs or Amphitheatre	8	80.0	0.3	0.7
	Additional Programs	1	10.0	0.0	0.1
	Need More Children's Activities / Programs	1	10.0	0.0	0.1
	Subtotal	10	100.0	0.4	0.9
Will not return / recommend	Will not return / recommend	8	100.0	0.3	0.7
	Subtotal	8	100.0	0.3	0.7
Total		2,675	100.0	100.0	239.3

2008 Camper Satisfaction Survey
 General and Sub-Category Comments - Provincial Positive Comments
 (Total Surveys Represented – 552)

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)	252	24.3	24.3	45.7	200
	Good staff, hosts, operator	202	19.5	19.5	36.6	91
	Lovely area	140	13.5	13.5	25.4	85
	Clean /Well Run Campground	72	7.0	7.0	13.0	19
	Will Return to Campground	68	6.6	6.6	12.3	8
	Nice facilities (e.g. campground, campsites, grounds)	63	6.1	6.1	11.4	34
	Other	52	5.0	5.0	9.4	24
	Good Interpretive/Amphitheater Programs	29	2.8	2.8	5.3	11
	Quiet Campground	29	2.8	2.8	5.3	8
	Clean/good bathrooms	27	2.6	2.6	4.9	17
	Good trails / Campground paths	23	2.2	2.2	4.2	9
	Kudos for Hand Sanitizer	16	1.5	1.5	2.9	8
	Need more funding	13	1.3	1.3	2.4	11
	Good road improvement / facility improvement	12	1.2	1.2	2.2	8
	Wood free / good quality	10	1.0	1.0	1.8	6
	Need new parks	9	0.9	0.9	1.6	6
	No Safety/Security Issues	8	0.8	0.8	1.4	2
	Support parks	6	0.6	0.6	1.1	3
	Enjoyed Wildlife/ Good Fishing	4	0.4	0.4	0.7	2
	Total	1,035	100.0	100.0	187.5	552

ALL Comments

Type of Comment	#	% of ALL comments
Positive	1,035	27.8%
Negative	2,675	72.2%
Total	3,710	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 1,337 surveys with comments were received. Of these, 219 included **only positive** comments, 785 included **only negative** comments and 333 included **both** positive and negative comments.