



## Publishing information

Title: How are we doing? – Provincial Summary

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Printing date: April 2010

Web location: <http://publications.albertaparks.ca/> (locate visitor research section)

## Acknowledgement

The Parks Division greatly appreciates and acknowledges the conscientious efforts of all those who support the camper satisfaction survey program.

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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 105<sup>1</sup> 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 26 campgrounds per year on a 4-year rotational cycle<sup>2</sup>. Each campground included in the program will be surveyed at least once every 4-year cycle. 2009 marks the beginning of a 4-year cycle.

### Objectives

The objectives of the 2009 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 2009 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 27 pre-selected survey locations from June 1<sup>st</sup> to September 7<sup>th</sup>, 2009.

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).

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<sup>1</sup> The 2002-2004 and 2005-2008 CS Survey programs included a cross-section of 106 and 93 Provincial Parks or Recreation Area campgrounds respectively.

<sup>2</sup> 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 2009 Visitor Satisfaction Survey Planning Report.<sup>3</sup>

### In-Season Changes

Although 27 campgrounds were initially identified for sampling in the 2009 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).
- 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 3 campgrounds (Table 1) were removed entirely from the provincial summary and any further analysis for the reason identified. A total of 2,850 surveys were returned province-wide, of which 39 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
Oldman River Provincial Recreation Area – Oldman River	0	N/A	Non-participation (insufficient resources)
Gooseberry Lake Provincial Park – Gooseberry Lake	29	29	Inadequate sample size
Beauvais Lake Provincial Park – Beauvais Lake	10	10	Inadequate sample size
Total Survey - ALL campgrounds	2,850	39	
Total Usable Surveys	<b>2,811</b>	N/A	Included in Provincial Analysis

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

## KEY HIGHLIGHTS

- 94.7% 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'.
- According to campers, the number one priority to improve upon is the Cleanliness of Washrooms.

## Trip Profile

- The average party size was 3.3 campers.
- Most visits to a campground are planned (85%) and the main destination (91%).
- 89% of campers would return to the campground they visited.

## Origin

- Majority (95.2%) of campers were from Alberta.
- Other Canadian visitors accounted for 4.8% of campers.
- Less than 1% of campers were from the United States and other countries respectively.

## Comments

- Park Information Services could be improved through consistent use of signage standards and detailed campground maps.
- Controlling noise could help improve campers feelings of safety and security.
- There is room for improvement for the operational processes of the reservation system.

## RESULTS

This report provides provincial summary results from the 2009 CS Survey based on 2,811 surveys collected from a total of 5,479 surveys distributed to campers at 24 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 2009 provincial summary results have a 1.7% margin of error at the 95% confidence level.

**Table 2: 2009 Survey Locations included in Provincial Summary**

Provincial Parks (PP) - Campground	# Surveys Returned
Aspen Beach PP – Brewers Beach	74
Bow Valley PP – Willow Rock	88
Carson-Pegasus – PP – Carson Pegasus	253
Cross Lake PP – Cross Lake	284
Cypress Hills PP – Lodge Pole	126
Dunvegan PP – Garner Lake	148
Garner Lake PP – Garner Lake	84
Gregoire Lake PP – Gregoire Lake	65
Jarvis Bay PP – Jarvis Bay	340
Moose Lake – PP Moose Lake	93
Pembina River PP – Pembina River	61
Peter Lougheed PP – Lower Lake	155
Rock Lake PP – Rock Lake	57
Spray Valley PP – Eau Claire	134
Spray Valley PP – Spray Lakes West	70
Williamson PP – Williamson	54
Young's Point PP – Young's Point	72
Total	2,158

Provincial Recreation Areas (PRA) - Campground	# Surveys Returned
Beaver Lake PRA – Beaver Lake	184
Beaver Mines Lake PRA – Beaver Mines Lake	41
Chinook PRA – Chinook	76
Crescent Falls PRA – Crescent Falls	61
Dutch Creek PRA – Dutch Creek	37
Elbow River Valley PRA – Mclean Creek	130
Fish Lake PRA – Fish Lake	124
Total	653

## 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 <b>High Satisfaction</b> (all 3 measures meet set thresholds)
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	An amber light indicates <b>Moderate Satisfaction</b> (1 of 3 measures fail to meet thresholds)
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	A red light indicates potentially <b>Low Satisfaction</b> (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)<sup>4</sup>.

In the 2009 season, campers expressed high satisfaction overall with Alberta's parks and evaluated most services/facilities (7 out of 10) favorably.

Satisfaction with the value of camping fee has improved slightly in recent years. In contrast, camper satisfaction with the park information services was low in 2009 and, in fact, has been an ongoing concern since 2002. In an effort to address this concern, the 2010 CS survey will include a specific question on public information.

**Table 3: Camper Satisfaction Traffic Lights by Attribute and Overall Score<sup>5</sup>**

Park Services and Facilities	2002	2003	2004	2005	2006	2007	2008	2009
Control of Noise	●	●	●	●	●	●	●	●
Cleanliness of Washrooms	●	● <sup>3</sup>	● <sup>2</sup>	●	● <sup>1</sup>	●	● <sup>1</sup>	●
Friendliness and Courtesy of Staff	●	●	●	●	●	●	●	●
Availability of Firewood	●	● <sup>1</sup>	●	● <sup>1</sup>	● <sup>1</sup>	●	● <sup>1</sup>	● <sup>2</sup>
Condition of Facilities	●	●	●	●	●	●	●	●
Safety and Security	●	●	●	●	●	● <sup>1</sup>	●	●
Cleanliness of Grounds	●	●	●	●	●	●	●	●
Value of Camping Fee	●	● <sup>1</sup>	●	●	● <sup>1</sup>	●	● <sup>1</sup>	● <sup>1</sup>
Responsiveness of Staff to Visitor Concerns	●	●	●	●	●	●	●	●
Park Information Services	●	● <sup>1</sup>	● <sup>1</sup>	●	●	●	● <sup>1</sup>	●
<b>Overall</b> , how satisfied were you with the quality of services and facilities?	●	●	●	●	● <sup>1</sup>	● <sup>1</sup>	●	●

### Legend

●	<b>High Satisfaction</b> (all 3 measures meet set thresholds)
●	<b>Moderate Satisfaction</b> (1 of 3 measures fail to meet thresholds)
●	<b>Potentially Low Satisfaction</b> (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

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

<sup>5</sup> 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 and may include a one percent stretch factor if deemed appropriate based on an evaluation of the results.

In the 2009 season, 94.7% of the 2,770 respondents who rated their overall satisfaction with quality of services and facilities were either 'satisfied' or 'very satisfied'. Of those, 51.5% of respondents were considered 'very satisfied', while 43.2% were considered 'satisfied' (Table 4).

**Table 4: Overall Satisfaction with Quality of Services and Facilities**

<b>Year</b>	<b>Very Satisfied (%)</b>	<b>Satisfied (%)</b>	<b>Performance Measure (%)</b>	<b>Business Plan</b>	<b>Target (%)</b>
<b>2009</b> (n=2,770)	51.5	43.2	94.7	<b>2009-12</b>	<b>91</b>
<b>2008</b> (n=2,001)	50.7	42.5	93.3	<b>2008-11</b>	<b>91</b>
<b>2007</b> (n=2,409)	41.4	48.1	89.5	<b>2007-10</b>	<b>92</b>
<b>2006</b> (n=2,333)	41.1	48.0	89.1	<b>2006-09</b>	<b>91</b>
<b>2005</b> (n=2,050)	46.0	45.1	91.1	<b>2005-08</b>	<b>91</b>
<b>2004</b> (n=3,136)	51.5	39.4	90.9	N/A	
<b>2003</b> (n=3,006)	46.4	44.0	90.4	N/A	
<b>2002</b> (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.

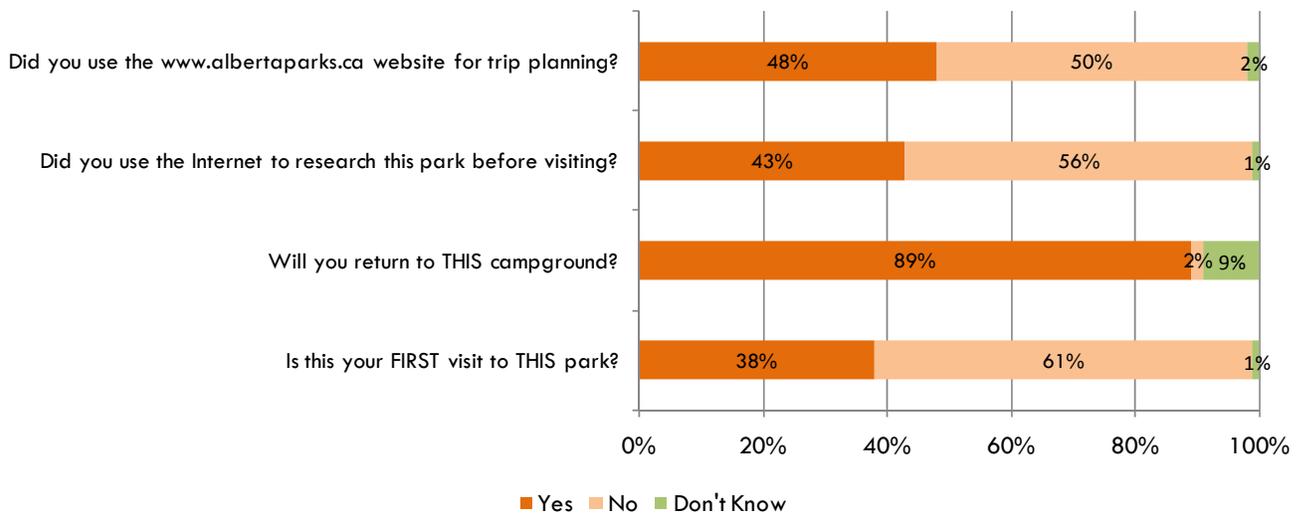
## CAMPER PROFILES

### Information Sources and Repeat Visitation:

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

- Campers are about evenly split regarding their use of the Alberta parks website for trip planning: 48% did, but 50% did not.
- Nearly half (43%) of campers said they used the Internet to research the park before visiting.
- Over a third (38%) of campers are first time visitors to the park.
- The majority (89%) of campers would return to the campground they stayed at while only 2% specifically said they would not.

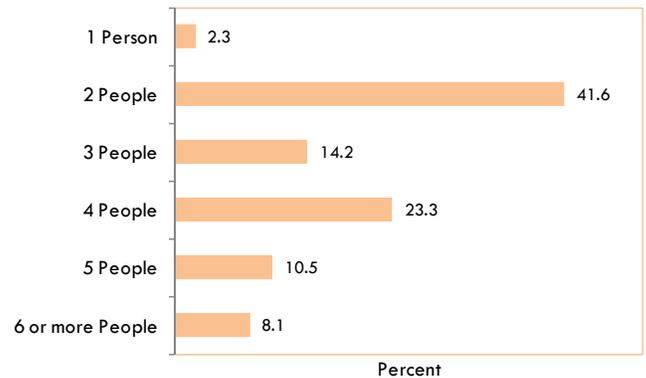
**Table 5: Supplemental Questions**



### Party Size:

The average party size (defined as the number of campers included on an overnight permit) for all campgrounds surveyed in 2009 was 3.3 campers. Most camping parties were made up of either 2 (41.6%) or 4 campers (23.3%) on an overnight permit.

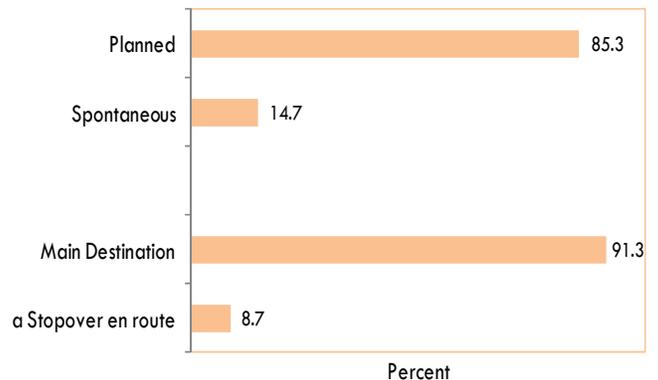
**Please specify the number of people who are included on your overnight camping permit.**



### Type of Trip and Destination

The majority of campers (85.3%) visit to the campground was planned while 14.7% described their visit as spontaneous. Most campers (91.3%) consider the campground the main destination of their trip. Whereas only 8.7 % indicated it is a stopover on their trip.

**Was your visit to this campground?**



## Origin:

Similar to previous results, 98.6% of all campers in 2009 are from Canada. Canadian campers were most likely to be from Alberta (95.2%). 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 (18.2%) and Edmonton (15.4%), mirroring the two largest population centres of the province. The next largest centres of origin include Grande Prairie (4.1%), St. Albert (2.9%) and Lethbridge (2.6%). Together, these five cities accounted for 43.2% of all Alberta campers to surveyed campgrounds in 2009.

**Table 6: Origin Profiles of campers**

Origin	2004	2005	2006	2007	2008	2009
Alberta	92.9%	94.2%	91.5%	93.8%	92.0	95.2
British Columbia	2.5%	2.8%	3.7%	2.2%	2.1	2.4
Saskatchewan	1.6%	1.3%	2.3%	1.5%	2.0	1.2
Ontario	1.5%	0.8%	1.6%	1.2%	0.8	0.6
Other Canada	1.5%	0.8%	0.9%	1.3%	0.8	0.6

Canada	97.5%	95.5%	97.3%	97.8%	98.4%	98.6%
United States	1.5%	2.6%	1.1%	2.0%	0.9%	0.7%
International	1.0%	1.9%	1.6%	0.2%	0.7%	0.7%

## 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 Cleanliness of Grounds and Safety and Security (Table 8).

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

**Table 8: Importance-Performance (IP) Ratings and Priorities for 2009**

Park Services and Facilities	IP Rating	Priority Level	Traffic Light Score
Cleanliness of Washrooms	2.40		
Value of Camping Fee	1.52		1
Cleanliness of Grounds	1.08		
Safety and Security	1.03		
Availability of Firewood	0.66		2
Condition of Facilities	0.55		
Park Information Services	0.43		
Control of Noise	0.26		
Responsiveness of Staff to Visitor Concerns	0.15		
Friendliness and Courtesy of Staff	-0.74	---	

**Traffic Light Score Legend**

	<b>High Satisfaction</b> (all 3 measures meet set thresholds)
	<b>Moderate Satisfaction</b> (1 of 3 measures fail to meet thresholds)
	Potentially <b>Low Satisfaction</b> (2 or 3 measures fail to meet thresholds)
<b>1</b>	At least one of the three measures barely passed set thresholds
<b>2</b>	Two of the three measures barely passed set thresholds
<b>3</b>	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.

The following analysis employs Text Mining, an automated comprehension of unstructured textual data sources. Text mining efficiently analyses camper comments and provides insights for opportunities to improve park services and facilities. In total, 1,649 surveys included comments.

**Table 9: Comment Analysis**

Category	Insights
<p>Washrooms (12%)</p>	<p>Comments regarding washrooms, including outhouses, focused on 4 general aspects. In no particular order, these included cleanliness, odour, hand sanitizer/soap and lighting.</p> <p>To maximize camping satisfaction, efforts should be made to keep washrooms clean, odour free and adequately lit.</p> <p>In particular, hand sanitizer should always be available in washrooms or outhouses without running water and soap in washrooms with running water. A toilet facility without soap or water will have a negative impact on campers satisfaction.</p> <p>For high visitation parks, there were some comments to increase the number of toilet facilities.</p> <p>Interestingly, some campers who commented on bathroom odour also commented on the lack of 'keep lid shut' signs on toilet lids.</p>
<p>Staffing/C.O.'s/Hosts (9%)</p>	<p>Friendly, helpful, excellent and many other similar positive comments were provided by campers to describe departmental staff, contractors, Conservation Officers and campground hosts.</p>
<p>Firewood (7%)</p>	<p>Firewood remains a popular commented theme. Although there were some positive comments when firewood was free, the majority of comments were complaints that firewood wasn't included in the fee or free.</p> <p>Firewood availability was a mild concern in firewood related comments.</p>

Category	Insights
<p style="text-align: center;">Reservations (5%)</p>	<p>Based on a significant number of reservation system related comments, campers generally approve of the reservation system while at the same time however suggesting improvements. As part of a continuing effort to better serve the needs of campers consideration should be given to incorporating a feedback mechanism on the reserve.albertaparks.ca website (e.g., a form for feedback regarding the online reservation system).</p> <ul style="list-style-type: none"> <li>• Below are other aspects that reservation comments focused on:</li> <li>• Ensure sites are properly marked if reserved.</li> <li>• Show cancellations (<i>note: it is unclear if this pertains to onsite or offsite</i>).</li> <li>• Difficult to make reservations, especially at certain times or for specific sites.</li> <li>• Either have good campsite pictures or none at all.</li> </ul> <p>Although no single theme stands out from the rest, one thing is for certain when it comes to the online reservation system, expectations are created online. If they are not met, campers tend to favor 'first come first serve' systems or comment on issues of fairness.</p> <p>Comments suggest that when campers become frustrated with anything at the campground, there is a tendency to correlate their online reservation experience with their camping experience.</p>

Category	Insights
<p>Information Services (4%)</p>	<p>Since Park information services scored low satisfaction with campers, comments were investigated further to help identify any specific issues. Park information issues pertain to both onsite and offsite information sources. Onsite information concerns revolve mostly around park signage/maps and to a lesser extent, pamphlets.</p> <p>Issues with onsite park signage cannot be rolled up into a handful of concerns. Comments on signage were varied due to either a lack of standardized signage or just a lack of signage in general. In many cases campers were confused and frustrated with the signage. Signage consistency will be a key factor in improving camper satisfaction with Park information services. Various inconsistencies are outlined below:</p> <ul style="list-style-type: none"> <li>• Lack of signs (or they are difficult to find)</li> <li>• Signs are sometimes difficult to read and understand</li> <li>• Should have Vacancy/No Vacancy sign posted at entrance to Park</li> <li>• Some campsites will be labeled reserved while others are not</li> <li>• Campsites labeled as reserved but remained empty the entire weekend</li> <li>• Potable water signs missing</li> <li>• Posted policies are hard to find</li> <li>• Signage where expected and appropriate</li> <li>• Staff say one thing but signs say another</li> <li>• Improve highway signs</li> </ul> <p>Signage is also linked to camper satisfaction with other park services and facilities such as washrooms. Toilet lids, for example, should always have signs that ask to keep the lid down to minimize smells.</p> <p>Campground and trail maps should be provided and when they are, campers expect them to be detailed and accurate. In fact, for those campers that commented on trails or maps, they almost view them as synonymous. If there are trails, there must also be maps. Campers complained about the poor provision of maps at the site, and also that available maps were not detailed enough.</p> <p>Maps should be available both onsite and offsite (e.g., <a href="http://reserve.albertaparks.ca">reserve.albertaparks.ca</a>, <a href="http://albertaparks.ca">albertaparks.ca</a>).</p>
<p>Showers (4%)</p>	<p>Not surprisingly campers want more showers, showers to be clean and free. If coin operated, campers wanted the showers to operate properly (timing and temperature) or with more time allotted.</p>

Category	Insights
Fees / Value (3%)	<p>Stating that firewood or showers should be free, suggests that campers consider the camping fees to be too high. Senior discounts are also considered important.</p> <p>Although negative comments on costs being too high are considerably fewer than comments about the beautiful campground or the wonderful visit, those that do comment on fees and values do so with conviction.</p>
Road (3%)	Nearly every comment about roads is in regards to decreasing the amount of dust resulting from vehicles.
Lake (2%)	<p>Comments regarding lakes generally fall under issues of poor access, poor fishing and algae.</p> <p>Ensuring proper, safe, and multiple access points (steps, paths, etc.) to lakes is important to campers.</p>
Dock / Boat Launch (2%)	Docks and boat launches should be kept in good condition. As the comment implies, this unfortunately isn't always the case.
Noise Complaints (2%)	Noise comments are mostly regarding partying followed by comments about generator noise.

### Roll-up Category Insights:

A number of comments have been rolled up into three major categories. Campsite issues, Campground issues and Other issues.

#### Campsites Issues (23%)

These comments are related to various campsite preferences including, more privacy, leveling, fire pits, adequate gravel, proximity to amenities, and running water. Many campers want more sites with power hookups and those with large recreational vehicles comment about narrow sites.

Two noteworthy themes in this category include:

- Campers frustrated with seeing sites labeled as reserved yet remaining unoccupied during their entire stay. These comments may also be related to why some campers commented on better enforcement of arrivals and checkouts.
- Campers also feel strongly about campsites, fire pits and beaches being litter free.

### **Campground Issues (17%)**

These comments are related to operations and policies, concessions and facilities, beaches and playgrounds, trails, grounds maintenance (landscaping, garbage, and debris), fishing (e.g., more fish) and interpretive programs.

Of note:

- A large portion of these comments include positive comments about the beautiful campground or having a great visit.
- There were a few comments about torn provincial flags at a park entrance. This left a very negative impression on those visitors.
- Playgrounds and beaches, while not significantly commented on, were often spoken of in the same sentence.
- A large number of comments about playgrounds made reference to swings, suggesting that swings are an important piece of playground equipment.

### **Other Issues (7%)**

Included in this category are comments such as dogs being off-leash, insect complaints, safety and security, and other miscellaneous or single item comments.

Two interesting insights are revealed:

- Perceived safety can be impacted by the level of noise, bathroom or site cleanliness, and the amount of patrols. Failing in any of these may contribute to campers feeling unsafe. That said many campers feel that parks do a good job of providing a safe environment.
- Although very few campers commented about staff rudeness, many that did also mentioned stewardship towards nature.

## APPENDIX 1

### 2009 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) \**

2009 Park / PRA	Adjusted Population (OCN/3) <sup>1</sup>	Sample Target to be Collected <sup>2</sup>	Sample Target to be Distributed <sup>3</sup>	Sample Target								Actual Return	
				Collect				Distribute				Surveys Processed	% of Collection Target Achieved
				June	July	August	September	June	July	August	September		
Aspen Beach PP – Brewers Beach	4,365	190	340	22	89	65	14	40	159	116	25	74	39
Jarvis Bay PP – Jarvis Bay	4,367	190	340	27	84	69	10	48	150	124	18	340	179
Gooseberry Lake – Gooseberry Lake	404	130	240	38	41	32	19	70	76	59	35	29	22
Elbow River Valley PRA KC – Mclean Creek	3,196	185	335	36	67	60	22	65	122	109	40	130	70
Bow Valley PP KC – Willow Rock	1,263	170	310	26	77	48	19	48	140	87	35	88	52
Peter Lougheed PP KC – Lower Lake	1,761	175	320	23	76	60	15	42	139	110	28	155	89
Spray Valley PP KC – Eau Claire	704	155	280	21	69	54	12	38	124	97	21	134	86
Spray Valley PP KC – Spray Lakes West	845	160	290	30	68	54	8	54	124	98	15	70	44
Gregoire Lake PP – Gregoire Lake	2,400	180	330	52	66	51	12	95	121	93	21	65	36
Beaver Lake PRA – Beaver Lake	1,411	170	315	31	67	58	14	58	124	107	26	184	108
Cross Lake PP – Cross Lake	1,612	175	320	34	76	44	21	63	138	81	38	284	162
Garner Lake PP – Garner Lake	558	145	265	26	60	45	14	47	109	83	26	84	58
Moose Lake PP – Moose Lake	408	135	240	24	79	30	2	43	140	53	4	93	69
Dunvegan PP – Dunvegan	1,053	165	300	38	61	49	17	70	110	89	31	148	90
Williamson PP - Williamson	384	130	235	28	60	32	10	50	109	58	18	54	42
Young's Point PP – Young's Point	1,126	165	305	43	65	40	17	79	120	75	31	72	44
Beaver Mines Lake PRA – Beaver Mines Lake	1,274	170	310	24	66	55	25	44	121	99	46	41	24
Chinook PRA – Chinook	1,220	170	305	20	83	52	15	37	148	93	27	76	45
Cypress Hills PP – Lodge Pole	492	140	255	19	66	45	10	34	121	82	18	126	90
Beauvais Lake – Beauvais Lake	1,004	165	300	26	62	57	20	47	112	104	36	10	6
Dutch Creek PRA – Dutch Creek	509	140	260	13	57	55	16	24	106	101	29	37	26
Oldman River – Oldman River	404	130	240	23	45	38	24	42	82	71	45	0	0
Fish Lake PRA – Fish Lake	2,182	180	325	32	67	59	22	57	121	107	40	124	69
Crescent Falls PRA – Crescent Falls	573	145	265	17	57	51	20	32	104	94	36	61	42
Rock Lake PP – Rock Lake	386	130	235	23	54	40	13	42	97	73	23	57	44
Carson-Pegasus PP – Carson-Pegasus	4,132	185	340	37	68	60	20	68	124	110	38	253	137
Pembina River PP – Pembina River	2,804	185	335	38	69	61	18	68	124	111	32	61	33
<b>Provincial Total</b>	<b>40,835</b>	<b>4,360</b>	<b>7,935</b>									<b>2,850</b>	<b>63</b>

PP - Provincial Park; PRA - Provincial Recreation Area;

<sup>1</sup> 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).

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

<sup>3</sup> Distribution targets are calculated assuming a 45% non-response rate.



APPENDIX 2

2009 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"/>											
Responsiveness of staff to visitor concerns	<input type="radio"/>											
Condition of facilities	<input type="radio"/>											
Cleanliness of grounds	<input type="radio"/>											
Control of noise	<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 www.albertaparks.ca website for trip planning?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. 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

To thank you for participating in this survey and returning it to us, you will be entered into a draw for one of four \$250 gift certificates from an outdoor equipment retailer of your choice.

Just fill out the section below and return this completed survey. This entry form will be detached from the survey and destroyed before any answers are tabulated, thus ensuring confidentiality. If you do not wish to enter the draw do not complete the entry form below. However, do not forget to return the completed survey.

## DRAW ENTRY FORM

Name: \_\_\_\_\_

Telephone Number: \_\_\_\_\_  
(please print clearly)

**Government of Alberta** ■

What could we have done to make your visit better?

Lined area for handwritten responses.

FOR PARK USE ONLY

0 1 2 3 4 5 6 7 8 9  
0 1 2 3 4 5 6 7 8 9

Government of Alberta

# How Are We Doing?

Dear Visitor,

We are dedicated to providing a high quality experience to our visitors. To continue to improve our services, we are asking for your help by taking a few minutes at the END OF YOUR VISIT to complete this short survey.

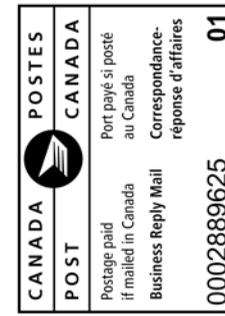
Options for returning your sealed completed survey:

- Return to any of our staff
- Drop it off at the check-in station, self-registration vault or visitor comment box
- By Mail

For more information on Alberta Parks visit [www.AlbertaParks.ca](http://www.AlbertaParks.ca)

2009

Serial Number



1000011978-T5H2Z8-BR01

ALBERTA TOURISM, PARKS & RECREATION  
CDPE01  
10557 108 ST NW  
EDMONTON AB T5H 9Z9

## APPENDIX 3

### Satisfaction Score Results – Detailed Summary



**How Would You Rate Each of the Following?  
Satisfaction with 10 Park Services and Facilities  
2009 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	111	4.1	55	2.0	118	4.3	409	15.0	929	34.1	1,101	40.4	2,723	4.1	6.6	42.2	2,612
Friendliness and courtesy of staff	39	1.4	26	0.9	22	0.8	154	5.6	755	27.5	1,753	63.8	2,749	4.5	1.8	64.7	2,710
Park information services	190	6.9	63	2.3	96	3.5	517	18.9	1,095	40.0	775	28.3	2,736	4.0	6.2	30.4	2,546
Responsiveness of staff to visitor concerns	92	3.4	49	1.8	63	2.3	277	10.1	1,052	38.4	1,209	44.1	2,742	4.2	4.2	45.6	2,650
Condition of facilities	652	24.0	61	2.2	28	1.0	233	8.6	785	28.9	958	35.3	2,717	4.2	4.3	46.4	2,065
Cleanliness of grounds	17	0.6	63	2.3	53	1.9	289	10.6	1,042	38.1	1,270	46.5	2,734	4.3	4.3	46.7	2,717
Control of noise	2	0.1	33	1.2	26	0.9	202	7.3	891	32.4	1,598	58.1	2,752	4.5	2.1	58.1	2,750
Safety and security	69	2.5	37	1.4	23	0.8	244	9.0	1,124	41.2	1,228	45.1	2,725	4.3	2.3	46.2	2,656
Value for camping fee	8	0.3	52	1.9	89	3.3	548	20.0	1,091	39.8	950	34.7	2,738	4.0	5.2	34.8	2,730
Availability of firewood	227	8.3	115	4.2	123	4.5	378	13.8	783	28.6	1,116	40.7	2,742	4.1	9.5	44.4	2,515

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  
2009 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?	13	0.59	36	1.3	97	3.5	1,198	43.2	1,426	51.5	2,770	4.4	1.8	51.5	2,770

**Satisfaction Measures: Thresholds and Traffic Light Scores for 10 Park Services and Facilities  
2009 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	4.1114	Pass	6.6233	Pass	42.1516	Pass	●	
Friendliness and courtesy of staff	4.5450	Pass	1.7712	Pass	64.6863	Pass	●	
Park information services	3.9517	Fail	6.2451	Pass	30.4399	Fail	●	
Responsiveness of staff to visitor concerns	4.2487	Pass	4.2264	Pass	45.6226	Pass	●	
Condition of facilities	4.2354	Pass	4.3099	Pass	46.3923	Pass	●	
Cleanliness of grounds	4.2525	Pass	4.2694	Pass	46.7427	Pass	●	
Control of noise	4.4527	Pass	2.1455	Pass	58.1091	Pass	●	
Safety and security	4.3114	Pass	2.2590	Pass	46.2349	Pass	●	
Value for camping fee	4.0249	Pass	5.1648	Pass	34.7985	Fail	●	1
Availability of firewood	4.0584	Pass	9.4632	Pass	44.3738	Pass	●	2

**Overall Satisfaction Measure: Thresholds and Traffic Light Scores  
2009 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?	4.44	Pass	1.77	Pass	50.48	Pass	●	

Traffic Light Evaluation	
● <b>High Satisfaction:</b>	All 3 measures meet set thresholds
● <b>Moderate Satisfaction:</b>	1 of 3 measures fail to meet thresholds
● <b>Potentially Low Satisfaction:</b>	2 or 3 measures fail to meet thresholds

Pass Level
<b>1:</b> 1 of 3 measures barely passed set thresholds
<b>2:</b> 2 of 3 measures barely passed set thresholds

## APPENDIX 4

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



## 2009 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
Aspen Beach PP – Brewers Beach	● 2	●	●	● 1	● 1	●	●	● 1	● 1	● 1	●
Jarvis Bay PP – Jarvis Bay	●	●	● 1	● 1	●	●	●	●	● 1	● 2	●
Elbow River Valley PRA KC – Mclean Creek	●	●	●	●	●	●	●	●	●	●	●
Bow Valley PP KC – Willow Rock	●	●	●	● 1	●	●	●	● 1	●	● 1	● 2
Peter Lougheed PP KC – Lower Lake	●	●	●	●	●	●	●	●	●	●	●
Spray Valley PP KC – Eau Claire	●	●	● 1	●	●	●	●	●	●	●	●
Spray Valley PP KC – Spray Lakes West	●	●	● 1	●	●	●	●	●	●	●	●
Gregoire Lake PP – Gregoire Lake	● 3	●	●	●	●	● 1	●	●	● 1	●	●
Beaver Lake PRA – Beaver Lake	●	●	● 1	●	●	● 2	●	●	● 1	●	●
Cross Lake PP – Cross Lake	●	●	●	●	●	● 1	●	●	●	●	●
Garner Lake PP – Garner Lake	●	●	● 1	●	●	●	●	●	●	●	●
Moose Lake PP – Moose Lake	●	●	● 1	●	● 1	●	● 1	● 1	● 1	●	●
Dunvegan PP – Dunvegan	●	●	●	●	●	●	●	●	● 1	●	●
Williamson PP - Williamson	●	●	●	●	● 1	●	●	●	● 1	●	● 1
Young's Point PP – Young's Point	● 1	●	●	● 1	●	● 1	●	●	● 1	● 1	●
Beaver Mines Lake PRA – Beaver Mines Lake	●	●	●	●	●	● 2	●	●	● 1	●	●
Chinook PRA – Chinook	●	● 1	●	● 1	● 1	● 1	●	● 1	●	● 2	●
Cypress Hills PP – Lodge Pole	● 1	●	●	●	●	●	●	● 1	●	●	●
Dutch Creek PRA – Dutch Creek	●	●	●	●	●	●	●	●	●	●	●
Fish Lake PRA – Fish Lake	●	●	● 1	●	● 2	●	●	●	●	●	●
Crescent Falls PRA – Crescent Falls	● 1	●	●	●	●	● 1	● 1	●	●	●	●
Rock Lake PP – Rock Lake	●	●	●	● 1	●	●	●	● 1	●	●	●
Carson-Pegasus PP – Carson-Pegasus	● 1	●	● 1	●	●	● 1	●	●	●	●	●
Pembina River PP – Pembina River	●	●	●	● 1	●	●	● 1	●	● 1	● 1	● 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)

● ● ● **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

**3** Three of the three measures barely passed set thresholds

