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ONTARIO
PARKS

Ontario Parks Backcountry Visitor Survey September 2012

Ipsos Public Affairs
160 Bloor Street East,
Suite 300
Toronto ON M4W 1B9
Tel: 416.324.2900
Fax: 416.324.2865/6
www.ipsos.ca

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1. Executive Summary

Across the province, Ontario Parks offers a variety of outdoor recreation opportunities. Visitors to Ontario's provincial parks can stay for a day visit and/or utilize parks for frontcountry and backcountry overnight camping experiences. The Ontario Parks Backcountry Visitor Survey focuses on those who have ventured into the backcountry of Ontario's provincial parks. In particular, the Backcountry Visitor Survey is designed to provide Ontario Parks with the following:

- Demographic information regarding those who use Ontario's provincial parks for backcountry camping;
- User visitation history and trip characteristics;
- A catalogue of reasons for choosing particular parks;
- Feedback concerning users experience and likelihood to return;
- A suite of economic evaluations, including an assessment of users willingness to pay increased fees and support for various alternate revenue sources or service cutbacks; and
- Improving services, highlighting management options and opportunities for increasing visitation

The Parks and Protected Area Policy Section of the Ministry of Natural Resources administered the Backcountry Visitor Survey using an online web-based survey platform. Backcountry visitors who used the reservation system and supplied an email address were invited to complete the survey online. A total sample of n=8,320 surveys was obtained which translates to a response rate of 44%. Ipsos-Reid analyzed, synthesized and reported on the survey data results.

Highlights

- Overall, the vast majority of backcountry respondents (96%) rate their overall visit experience highly. Importantly, the results are fairly consistent across the province with over nine-in-ten respondents in each zone reporting top ratings for their overall visit experience (North West, 98%; North East, 97%; Algonquin, 96%; Central, 95%; South East, 93%).
- Similarly, across the province over nine-in-ten (95%) backcountry respondents report top ratings when it comes to the likelihood that they will return for another visit.
- Eight-in-ten (81%) backcountry respondents report that they would still have gone on their trip if their costs were to increase by 10%. The proportion of respondents reporting they would still have gone on their trip declines sharply as the proposed increase reaches 20% (only 62%) and 30% (only 43%). That said, overall, respondents report an average increase of 34% as the highest increase they would tolerate, and a double bounded contingent valuation analysis estimates an average maximum increase of 39.97%.



- Similarly, eight-in-ten (83%) backcountry respondents say they would pay an additional \$2 per person per night. The proportion of respondents willing to pay more for their permit declines as the proposed increase reaches \$3 (76%) and \$5 (50%). That said, respondents report an average of \$10 as the highest increase they would pay per person per night for their permit with a double bounded contingent valuation analysis estimating an average maximum increase of \$5.85.
- Backcountry campers appear to value tradition and personal experiences. In fact, when it comes to reasons for choosing a particular park, over half (55%) say it is a traditional location and nine-in-ten (91%) say they returned because they enjoyed a previous visit.
- As a result, backcountry campers appear to be loyal to their preferred park, with over eight-in-ten (85%) reporting that they have visited this park before; and that on average they have been visiting the same park for 14 years.
- Park services and facilities generally receive very positive ratings with a strong majority of respondents reporting top ratings for park services or facilities. Most notably, over nine-in-ten report top ratings for the cleanliness of the park (95%), staff courtesy (93%), the condition of park buildings/facilities (93%), and for feeling secure within the park (91%). That said, there is some room to improve the cleanliness (73%) and condition (71%) of pit toilets or outhouses across the province. Likewise, across the province, many respondents report that they were disturbed by the presence of litter or garbage (82%).
- Results suggest that there may be marketing opportunities to encourage women to take advantage of backcountry parks across the province.

Key Findings

Visitor Demographics

- People of all walks of life enjoy backcountry camping. The majority of visitors are male (66%), many are 44 years of age or younger (72%) and the vast majority have completed a Community College diploma or higher (93%). It is worth noting that nearly one-in-five (19%) have a total household income of more than \$160,000.
- The majority of respondents were born in Canada (78%).
- Two-thirds (67%) of respondents report that there are no children in their household
- About one-in-six (16%) backcountry respondents report traveling with a dog.
- A small proportion (3%) of respondents report having a person with a disability as a member of their group. Importantly, among those groups with a person with a disability, most comment that the park had good accessibility (42%).



Visitation History and Trip Characteristics

- Over eight-in-ten (85%) say they have visited this park before; and on average, backcountry respondents have visited the same park for 14 years.
- On average, backcountry respondents reported taking one backcountry trip per year over the last three years, with most favouring this type of camping over any other.
- Six-in-ten (59%) report they would have visited another park if their preferred destination was unavailable.
- Respondents are generally willing to travel great distances (average of 395km one way) and for long periods of time (average of 4.9 hours one way) to enjoy backcountry camping in Ontario. This is particularly true in the North West zone, where respondents report longer than average travel distances (average of 1047km one way) and times (average of 12.2 hours one way).
- Across the province, eight-in-ten (79%) backcountry respondents report that canoeing was the primary purpose of their trip. There are some differences noted by region, with respect to the purpose of their backcountry visit: North West (29%) respondents are more likely than other respondents to say that fishing was their primary purpose; North East (26%) respondents are more likely than other respondents to say that backpacking was their primary purpose; and Central respondents (11%) are more likely than other respondents to say that kayaking was their primary purpose.
- When it comes to choosing which park to visit, three-in-ten (29%) say they talk with friends and relatives. Importantly, the Ontario Parks website is mentioned by two-in-ten (19%) suggesting that respondents are looking to Ontario Parks for information.

Reasons for Choosing Parks

- Across the province, the top-ranked reasons why backcountry respondents visited the park for this trip were: the park having beautiful scenery (97%), being unspoiled (96%) the remoteness (92%), having good canoeing opportunities (91%) and having enjoyed previous visits (91%).
- There were also statistical differences among park zones for the same reason for selecting the park for this trip. For example, North West respondents are more likely than other respondents to have said “because this is where we traditionally camp” (60%), as are Algonquin (58%) respondents. In contrast, North East respondents are the most likely to say good backpacking and hiking trails are important (81%). Algonquin respondents stand out as valuing multiple access points (58%) more than others. Finally, the proximity of the park, availability of campsites and even weather are rated as more important among Central (63%, 68%, 33% respectively) and South East (69%, 69%, 34% respectively) when compared to other respondents.

Trip Experience

- Consistently, respondents rate park services, staff and facilities highly. Most notably, over nine-in-ten report top ratings for the cleanliness of the park (95%), staff courtesy



(93%), the condition of park buildings/facilities (93%), and for the feeling of security within the park (91%).

- Among those who reported seeing various human usage impacts in the backcountry, most do not report feeling disturbed (either somewhat or very) by this encounter. For example, only a small number of respondents report being disturbed by the number of trails (3%), unauthorized tables (3%), number of groups traveling in the same direction (9%), visible lodges (9%), hearing/seeing motorized off-road vehicles (5%), hearing/seeing aircraft (7%), hearing/seeing logging activities (4%), hearing/seeing traffic (4%), nuisance wildlife (3%) and dog related problems (3%).
- There are some exceptions worth noting. Across the province, respondents mentioned that they were disturbed by the amount of garbage and litter they saw in the backcountry. In fact, eight-in-ten (82%) of those who took the time to add this observation to the survey noted that they were somewhat or very disturbed by it.

Willingness to Pay

- When presented with a hypothetical increase of 10% to their overall trip costs, eight-in-ten (81%) respondents say they would have still gone on their trip. Support drops to six-in-ten (62%) for a 20% increase, and four-in-ten (43%) for a 30% increase. That said, respondents report an average increase of 34% and a double bounded contingent valuation analysis estimates an average maximum increase of 39.97%.
- Similarly, when presented with a \$2 per person per night increase to backcountry permits, eight-in-ten (83%) respondents report that they would be willing to tolerate this increase. Willingness to pay declines slightly with a proposed increase of \$3 (76%), and with an increase of \$5 (50%). In response to an open-ended question, an average of \$10 is reported as the highest increase respondents would tolerate. The results of a double bounded contingent valuation analysis estimates an average maximum willingness to pay of \$5.85 per person per night for backcountry permits.

Revenue and Cutbacks

- Support for most cutbacks is typically low. That said, about one-half (51%) support increasing the reliance on volunteers to help cut costs. Moreover, at an overall level there is some indication that respondents may support cutbacks to interpretive programs and special events (41%) and reducing visitor centre hours (33%). It is worth emphasizing that only 6% support reducing park staff.
- In contrast, results suggest that there is more support for exploring alternate revenue sources. While seven-in-ten (70%) support shifting existing taxes to provincial parks, respondents also support some initiatives within the control of Ontario Parks. In particular, seven-in-ten (69%) support selling discount passes in the off-season, two-in-three support developing fund raising campaigns (67%), charging fees for special events (66%) and expanding the selection of items available at park stores (65%).
- Just over one-third (35%) support increasing fees.



Fishing Habits

- Four-in-ten (41%) report that they went fishing on their trip. This increases to over eight-in-ten (82%) among North West respondents.
- Most report fishing from non-motorized boats (82%) or from the shoreline/dock (68%).
- Artificial lures (93%) were by far the most common bait type, followed by live worms (22%). Most purchased their bait outside of the park (96% for artificial lures and 43% for live worms).
- As we might expect, when it comes to implementing restrictions on fishing practices in Ontario's provincial parks, those who did not fish are significantly more likely to voice their support than those who did fish. That said, those who did fish do appear to support restricting the use of large motorboat engines (87%) or restricting the use of live bait (77%).

Reservation Service

- The majority of backcountry respondents (87%) used the Ontario Parks' Reservation Service to book their trip, although North West (79%) and South East (82%) respondents were least likely to use this service. Among those that did not use the reservation service, just over one-quarter (27%) said they prefer to just show up, rather than make a reservation. Some (16%) also report that their backcountry trip was unplanned so they could not make a reservation.
- The majority of backcountry respondents (82%) rate the reservation service highly, but rating slip somewhat among Central (74%) and South East (77%) respondents. When asked to comment on the reservation service, one-in-four (19%) comment on the helpfulness and professionalism of service staff, but slightly more than one-in-four (23%) suggest that online booking should be made available.

Management Options & Increasing Visitation

- Just over half (54%) support implementing a can and/or bottle ban.
- Six-in-ten (59%) South East respondents support providing of hanging poles for food security.
- One-third of backcountry respondents report that increased campsite availability (33%) and reduced park fees (33%) may increase the frequency with which they visit backcountry parks. It is also worth noting that three-in-ten (29%) backcountry respondents say they would visit more often if they knew more about what parks had to offer.

Conclusions and Recommendations

- Most importantly, Ontario Parks appears to be providing backcountry visitors across the province with a top notch visit experience that encourages them to return in the future. Furthermore, park services, facilities, and staff consistently receive top ratings from respondents.



- In general Ontario Parks appears to be doing a good job of minimizing the impacts of human use on the backcountry. This is evidenced by the low disturbance ratings most respondents report for a variety of human use impacts. That said, many respondents took the time to add their own observation regarding garbage and litter throughout the backcountry. Moreover, among those who did report seeing garbage and litter, disturbance ratings were quite high.
- If faced with the need to increase revenue, Ontario Parks may wish to consider a moderate increase to the cost of backcountry permits. Across the province, a majority of respondents say that a \$2 increase would not have affected their decision to take this trip. While additional results explored throughout this report suggest that respondents are willing to tolerate a higher increase, it is recommended that a more conservative increase be explored. Importantly, while respondents appear willing to tolerate an increase, support for implementing this increase is moderate. Moreover, many respondents report that lower fees may actually increase how often they visit. Thus, while alternative forms of generating revenue may be less successful in terms of their monetary return, they may be less risky in terms of alienating a loyal base of visitors.
- There is an opportunity to increase user-ship among various demographic groups. Insofar as Ontario Parks wishes to increase the use of backcountry campsites, marketing campaigns directed at women, those in low to middle income brackets, and new Canadians may be appropriate. Moreover, these marketing campaigns can be tailored to each zone. In particular, as the reasons and purposes for visiting parks vary by zone, Ontario Parks may wish to develop unique marketing materials for each zone. For example, by focusing on tradition for North West parks or by focusing on the availability of quality backpacking and kayaking for North East parks.
- As the Ontario Parks Website is used as a main information source by a number of respondents, Ontario Parks has the ability to control the information presented to potential visitors and can improve marketing within this medium to attract users to parks across the province. Moreover, results suggest that backcountry respondents may be unaware of some of the features of the Ontario Parks website and so an opportunity to promote the usability of this site exists. In particular, results suggest that respondents would like to make reservations online and some respondents comment that they would like to see campsite availability online.
- When parks are not available, one-quarter said they would not have gone to another park. As such, there may be an opportunity for Ontario Parks to encourage people to visit an alternative park when their desired park is unavailable. In particular, during the reservation process, if a campsite is not available, an automatic alternative could be suggested based on a similar type of recreation experience in a park location closest to the visitor's home or preferred location.
- While backcountry respondents typically follow their intended trip plan, sometimes plans need to change or trips need to be altered. An opportunity exists for Ontario Parks to improve the backcountry experience, by helping persons planning backcountry visits set reasonable expectations for the difficulty of their trip and



reminding them of the importance of checking weather and portage conditions prior to arriving.

- As backcountry camping typically takes place during the summer months, Ontario Parks may wish to explore offering visitors a discount pass during non-peak periods. Support for this initiative was relatively strong among those who responded to this survey and it may help to boost revenue in otherwise unused times.

2. Background

This report is designed to provide a summary and analysis of the data collected from backcountry campers throughout the 2011 season. Results are discussed at the Provincial level, aggregating results for provincial parks across Ontario. Where pertinent, results are broken out by the five park zones. A copy of the questionnaire is also included as Appendix A – 2011 Ontario Parks Backcountry Visitor Use Survey.

The Ontario Parks Visitor Use Survey has been conducted since 1974. Its intent is to gauge park users' opinions about Ontario Parks activities and to provide the Ministry of Natural Resources (MNR) with information required for the development of quality improvement programs and initiatives, cost recovery, and to improve the delivery of parks' services. The survey is currently administered every 3 years.

In total, survey respondents were sampled from 19 of the 25 parks offering Backcountry sites¹. Using email addresses collected during the campsite reservation process, campers were invited to participate in an online survey. The emails included a link to the online survey. For parks not on the reservation service, park visitors were provided with a bookmark or invitation letter from the park with the hyperlink to access the backcountry survey. A total of 8,320 surveys were included in the resulting data set, generating a response rate of 44%.

The Parks and Protected Area Policy Section of the Ministry of Natural Resources contracted Ipsos-Reid to analyze, synthesize and report on the survey results. In particular, Ipsos-Reid was responsible for processing the dataset for the purposes of tabulation and statistical analysis. Moreover, Ipsos-Reid was contracted to provide a descriptive statistics summary report evaluating visitor preferences, behaviours, satisfaction, willingness to pay for parks and where possible, provide recommendations to Ontario Parks to enhance visitor's experience, increase visitor demands and park revenues.

¹ Parks with multiple backcountry sites are only counted once, and respondents who visited a park other than those presented as an option were not counted.



3. Methodology

Prior to the 2005 survey year, paper surveys were distributed to backcountry park visitors. Starting in 2008, backcountry park visitors who made a reservation with the call-centre, and provided an email address, were also invited to complete the survey. However, visitors who did not provide an email address upon reservation were not included in the sample.

As individual parks yielded varied response rates, Ipsos-Reid in consultation with the Parks and Protected Area Policy Section of the Ministry of Natural Resources, developed an analysis plan that incorporated a weighting scheme to ensure that the data was reflective of actual park use across the province. In particular, using reservation data from across the province, Ipsos-Reid sought to weight the data to ensure that the proportion of respondents from each park was reflective of the actual distribution across the province. However, as response rates varied significantly, a by-park weighting scheme could not be developed without significantly altering the data. Instead, the data was weighted by Zone ensuring that the proportion of respondents from each Zone was reflective of the relative proportions of visitors across the province (See Appendix B). It is worth emphasizing that while this weighting scheme will help account for some imbalances in the data, within each zone some parks may be under or over represented.

4. Limitations

Ipsos-Reid was not contracted to develop the questionnaire or participate in the collection of survey responses. The data was collected by the Parks and Protected Area Policy Section of the Ministry of Natural Resources using a web-based survey tool (Survey Monkey®) and was initially cleaned by the Parks and Protected Area Policy Section of the Ministry of Natural Resources prior to being sent to Ipsos-Reid. Upon receipt of the data, Ipsos Reid undertook a thorough cleansing, processing and coding/recoding of the survey data. We highlight the methods used in our discussion below.

Some important limitations of this data must be noted prior to engaging in an analysis of the results:

- Survey Monkey® did not require that respondents answer every question. This allowed respondents to leave questions blank while continuing through the survey.
- No analysis was done to ensure respondents answered the majority of the questions; responses to each question were taken on their own and should be treated individually.

In an effort to improve the quality/usefulness of the data, in consultation with the Parks and Protected Area Policy Section of the Ministry of Natural Resources, Ipsos-Reid cleaned the data in a number of ways:

- Any data that was collected because skip logic was violated was removed from the analysis.
- Any extreme or nonsensical responses were trimmed.



- All “na” responses were treated as a non-response and removed from the data.
- Some controls were put in place to ensure inconsistent responses were not reported (e.g. a respondent was not permitted to report that they have visited a park for longer than they have been alive).

In consultation with the Parks and Protected Area Policy Section of the Ministry of Natural Resources, Ipsos-Reid conducted additional cleaning of responses to the “willingness to pay” series of questions. This series of questions began by assessing a respondent’s willingness to pay more for their trip/camp permit. If they answered positively, they were presented with an even larger increase; and if they answered negatively, they were presented with a smaller increase. All respondents were then asked an open ended question regarding the maximum increase they would tolerate.

- Following standard practices, if a respondent said “Yes” to a moderate increase, their response to a smaller increase was automatically coded as a “Yes”. Similarly, if they said “No” to a moderate increase, their response to a higher increase was automatically coded as “No”.
- Inconsistencies were noted between the closed and open ended willingness to pay questions. When these occurred, the most conservative response was taken to be reflective of the respondents’ attitude and their responses were trimmed accordingly.

5. Reporting Note

5.1 Base sizes

As noted above, the number of respondents (base size) for each question or item within a question varies throughout this report. It is important to keep this in mind when interpreting the results. Where possible, base sizes have been reported for questions/items throughout the report.

In some cases, respondents had the opportunity to provide their own response and then rate it along with the other items in the survey. These responses were coded and like answers were grouped together where possible. In some cases the base size of a particular grouping was large enough to make it worth including these responses in the report. Given the large number of respondents to this survey (n=8320), open end questions often received a wide range of responses from a number of respondents. For the purposes of this report, responses with a base size of less than n=30 were not reported. If included in a table, these responses will be found at the bottom of the table separated from the hard-coded categories by a solid black line.

In some cases the base size for a question or response category is small relative to the total sample size. Questions or response categories with a base size of less than n=100 are marked with a single asterisk (*) to alert the reader to the relatively small base size. Moreover, in some cases the base size is very small (less than n=50) relative to the total sample size, and are marked with two asterisks (**).



5.2 Reporting Convention

Many questions throughout the Backcountry Visitor Survey used a 5 point scale to assess importance, agreement, support, the quality of services, and so on. For example, respondents were asked to rate their Overall Visit Experience on a scale of 1 to 5, where 1 means “Poor” and 5 means “Excellent” (see *Table 18*). For the purposes of capturing the positive responses, Ipsos-Reid grouped responses of 4 and 5 together into one category, the “Top 2 Box” category.

This is standard practice in market research and public opinion polling as the Top 2 Box provides the reader with the proportion of positive responses above the mid-point on a 5 point scale. This gives the reader a clear impression of how many people support an item, feel an item is important, etc. For example, 96% of backcountry respondents rated their overall visit experience as a 4 or a 5 suggesting that across the province backcountry respondents are having a positive experience and that only 4% of those who responded provided a neutral or negative response.

5.3 Reporting Statistical Differences between Subgroups

Throughout the report overall provincial results are reported. That said, in many cases results are broken out by various sub-groups and statistical comparisons are made between these groups. All sub-group comparisons are tested at the 5% margin of error level.

In all figures where more than two groups are shown, significant differences are not displayed. Rather, the figure is meant to be an illustrative aid for demonstrating the significant differences that are reported in the preceding discussion.

In contrast, in figures where two sub-groups are compared, significant differences are displayed. Specifically, the sub-group with the statistically higher result is marked with a green circle: ○

Finally, tables are used to report overall results and show comparisons between many different groups, usually for multiple items at one time. Each sub-group is given a letter designation (from A to E) and each group is compared against all other groups to determine where statistically significant ($p < .05$) are present. To capture these comparisons, the results for each group are followed by the letter associated with each group that falls below this group. A trimmed version of *Table 18* has been copied below to help illustrate this reporting convention. As the reader will see, the letters A through E are associated with each of the park zones. Moreover, looking specifically at the overall visit experience results for North East respondents, we find the response to be 97%_{CDE}. This should be interpreted as indicating that the North East rating of 97% is significantly different (in this case higher) than the ratings reported by respondents who visited parks in the Algonquin (column C), Central (column D) and South East (column E) zones.



Table 18: Park Experience

Top 2 Box	Overall	North West	North East	Algonquin	Central	South East
		A	B	C	D	E
Overall visit experience	96%	98% ^{DE}	97% ^{CDE}	96% ^E	95%	93%

6. Results and Analysis

6.1 Visitors Demographics

6.1.1 Summary of Results

An analysis of visitor demographics reveals that people from all walks of life are enjoying the backcountry camping opportunities within Ontario. Most notably, backcountry respondents tend to be male rather than female and this gender difference is most apparent in the North West zone. As a result, there may be an opportunity for Ontario Parks to increase the use of Ontario backcountry parks by women through targeted marketing and promotional initiatives. Similarly, visitors are typically Canadian born and so an opportunity may exist to promote Ontario's backcountry parks to new Canadians. Visitors also appear to cover most age groups but it is worth noting that the majority are 44 or younger. Interestingly, respondents are typically well educated, with a notable percentage of respondents reporting a household income of over \$160,000. While backcountry camping offers a variety of options, some of which may be quite costly, it may be prudent to promote awareness regarding the affordability of backcountry camping so as to maximize use by all income categories.

6.1.2 Detailed Analysis

Survey results² suggest that backcountry visitors tend to be male (66%) rather than female (34%) (*Table 1*). The difference in gender is most apparent in the North West zone. Specifically, within this zone over eight-in-ten (82%) visitors are male while fewer than two-in-ten (18%) are female (*Table 1a*). Moreover, about one-in-three³ (32%) are 24 years of age or younger (21% male and 12% female), while four-in-ten (40%) fall between 25 and 44 years of age (26% male and 14% female) (*Table 1*). Another one-quarter (25%) fall between 45 and 64 (18% male and 7% female) while only a small proportion of visitors are over the age of 65 (2% Male and 1% female). For comparison purposes we have included the 2011 Census results for Ontario.

² Respondents were asked to fill in a numeric response for each age/gender category. Responses of greater than 20 persons in a category were treated as being equivalent to 21.

³ Please note that the reported proportions for aggregated groups may not match the sum of the proportions for each reported sub-group due to differences in rounding.



Table 1: Age and Gender

	Overall		Ontario	
	Male	Female	Male	Female
0-14 years	8%	5%	9%	8%
15-24 years	12%	6%	7%	7%
25-44 years	26%	14%	13%	14%
45-64 years	18%	7%	14%	15%
65+ years	2%	1%	6%	8%
Total	66%	34%	49%	51%

Q15: Including yourself, please indicate the number of persons in your group in each of the following age and gender categories. (Fill in the blanks) (n=8320) Note: Ontario results are calculated using 2011 census data.

Table 1a: Age and Gender by Zone

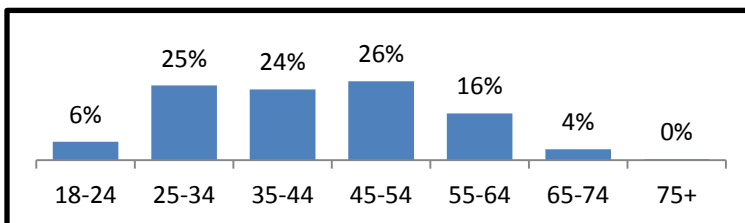
	North West		North East		Algonquin		Central		South East	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
0-14 years	8%	2%	6%	5%	8%	5%	10%	7%	10%	6%
15-24 years	19%	5%	10%	5%	13%	7%	6%	5%	11%	7%
25-44 years	16%	5%	24%	16%	28%	14%	25%	14%	26%	17%
45-64 years	34%	7%	19%	11%	16%	7%	21%	11%	13%	6%
65+ years	4%	1%	2%	2%	2%	1%	2%	1%	2%	0%
Total	82%	18%	61%	39%	67%	33%	63%	37%	62%	38%

Q15: Including yourself, please indicate the number of persons in your group in each of the following age and gender categories. (Fill in the blanks) (n=8320) Q1_Recode: Park Zone (bases vary for each subgroup)

It is also worth looking at the age and gender of day visitor respondents to obtain a full picture of not only who is reported as using Ontario’s provincial parks for day visits, but also to examine the demographic characteristics of visitors who responded to this survey.

Results suggest that the average backcountry respondent is 43 years of age and that the majority (75%) fall between 25-54 years of age (Figure 1).

Figure 1: Age



Q78: What is your age? (Check one circle) (n=6782)



Given the results above, it is not surprising that the majority of backcountry respondents are male (70%) (Table 2).

Table 2: Respondent Gender

%	Overall
Male	70%
Female	30%

Q79: What is your gender? (Check one circle) (n=6794)

The majority of respondents reported that they were born in Canada (78%). That said, a notable proportion of respondents report being born in the U.S. (12%) (Figure 2). As illustrated in Figure 2a, this finding is reversed, however, among respondents who visited parks in the North West zone.

Figure 2: Country of Birth

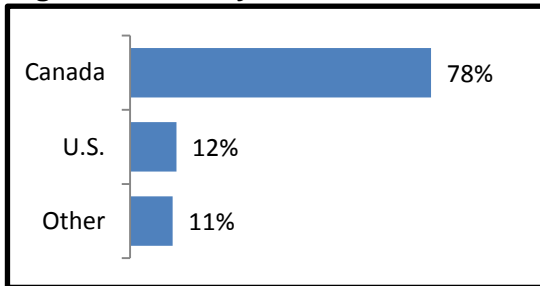
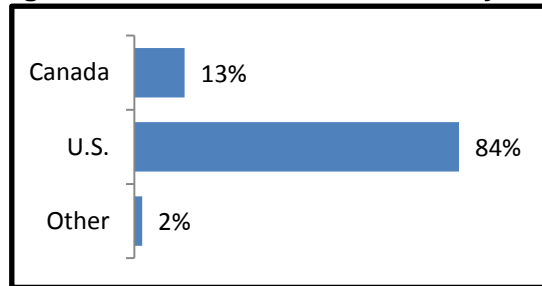


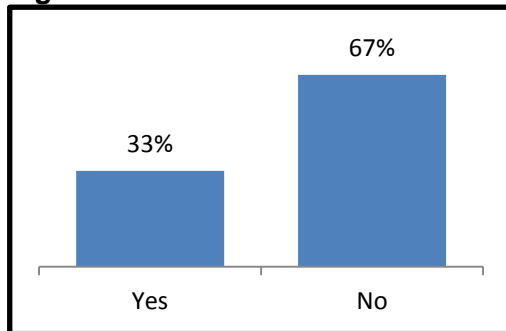
Figure 2a: North West Zone Country of Birth



Q80: Where were you born? (Check one circle or fill in the blank) (n=6788). Q1_Recode: Park Zone (North West, n=536)

In terms of the household composition, one-third (33%) of backcountry respondents say that they have children under the age of 16 living in their home (Figure 3). However, the average reported household size is 3 (Table 3).

Figure 3: Children at Home



Q83: Do you have children 16 years of age and younger living in your home? (Check one circle) (n=6767)

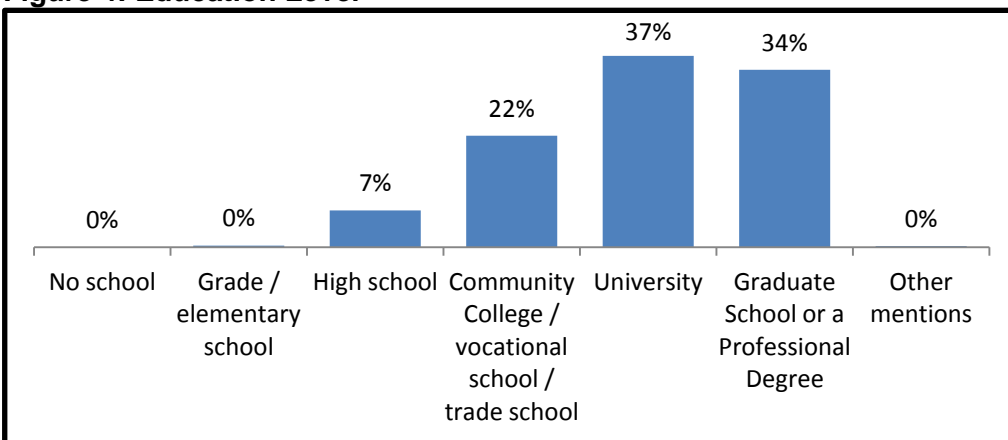
Table 3: Household Size

Mean	Overall	North West	North East	Algonquin	Central	South East
		A	B	C	D	E
# People	3	2.9	2.8	3 _B	3 _B	3 _B

Q82: Including yourself, how many people are in your household? (Fill in the blank) (n=6754) Q1_Recode: Park Zone (bases vary for each subgroup)

As shown in *Figure 4* below, backcountry respondents are well educated with the vast majority (93%) reporting that the highest level of education they obtained was at least a Community College diploma. It is worth noting that one-third of respondents (34%) reported having a graduate or professional degree.

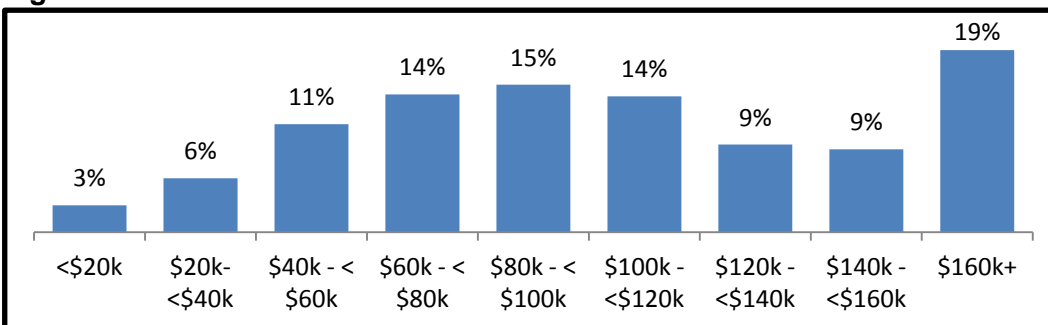
Figure 4: Education Level



Q84: What is the highest level of education you attained or completed? (Check one circle) (n=6813)

Household income also appears to be quite high among Backcountry campers as the average pre-tax household income was reported at over \$100,000. Moreover, while income appears to be distributed normally among most income categories, a notable proportion (19%) of respondents report that their household income is over \$160,000 (*Figure 5*).

Figure 5: Household Income

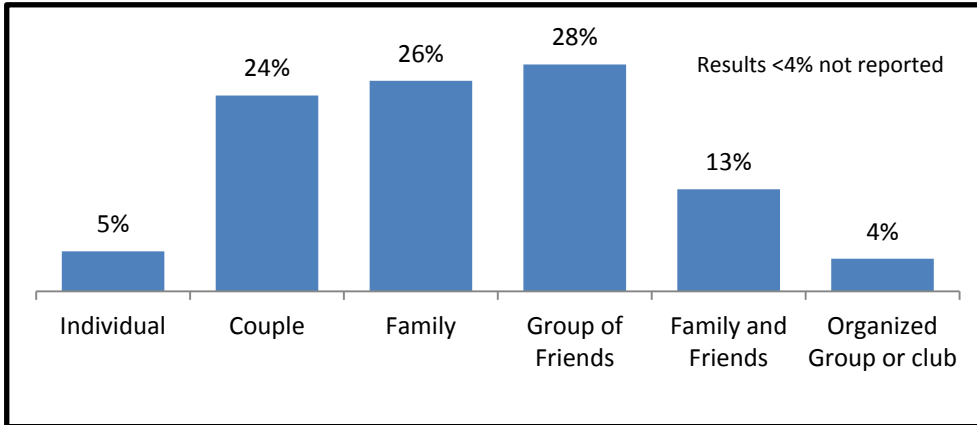


Q85: What was your total household income from all sources before taxes in 2010? (Check one circle) (n=6378)



With respect to characteristics distinguishing group type and size, about one-quarter of respondents reported that they traveled as a couple (24%), with their family (26%) or with a group of friends (28%) (Figure 6). The average group size was just shy of 4 people (Table 4) with North West respondents typically reporting larger group sizes than other respondents across the province.

Figure 6: Group Type



Q14: Which of the following best describes your group? (Check one circle) (n=7914)

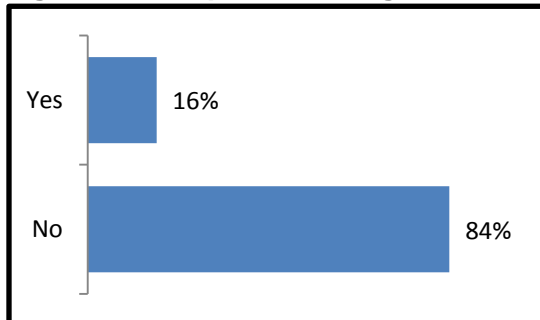
Table 4: Group Size and Composition

Mean	Overall	North West	North East	Algonquin	Central	South East
		A	B	C	D	E
Group Size	3.8	4.2 _{BCDE}	3.6	3.8 _B	3.7	3.7

Q13: Including yourself, how many persons were in your group? (Fill in the blank) (n=8320)

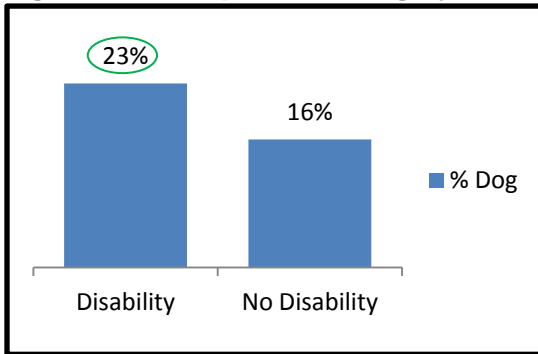
As Figure 7 shows, a notable proportion of respondents (16%) report bringing a dog or having a member of their group bring a dog on their trip. Interestingly, groups that included a person with a disability are more likely to report that a dog accompanied the group on the trip (23%) (Figure 7a). Similar results are also noted for respondents who are female (20%) (Figure 7b). Among those respondents who were accompanied by a dog on their backcountry trip, the vast majority (82%) report bringing just one dog (Figure 8).

Figure 7: Groups with a Dog



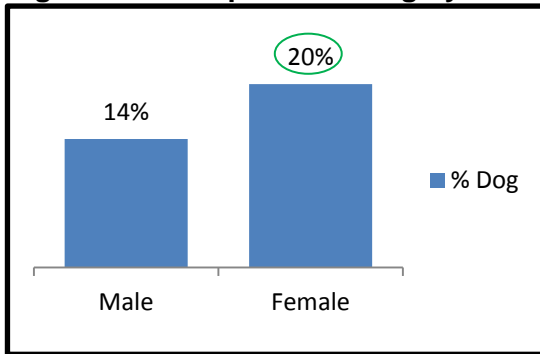
Q16: Did you, or someone in your group, bring a dog on this trip? (Check one circle) (n=7905)

Figure 7a: Groups with a Dog by Disability



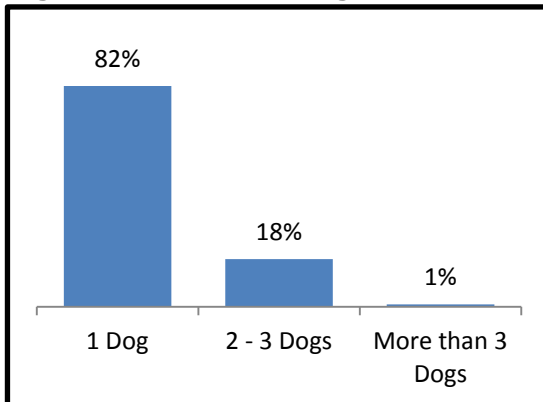
Q16: Did you, or someone in your group, bring a dog on this trip? (*Check one circle*) (Yes, n=1256) Q18: Was any member of your group a person with a disability? (*Check one circle*) (bases vary by subgroup)

Figure 7b: Groups with a Dog by Gender



Q16: Did you, or someone in your group, bring a dog on this trip? (*Check one circle*) (Yes, n=1256) Q79: What is your gender? (*Check one circle*) (bases vary by subgroup)

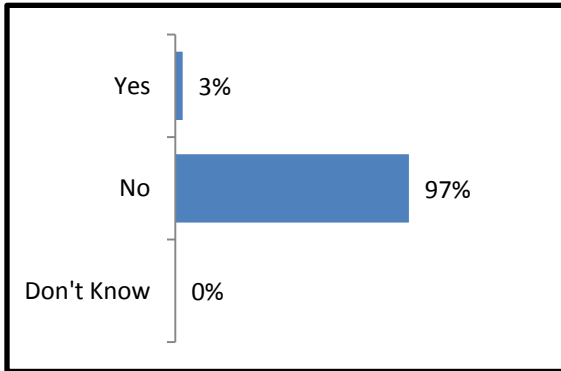
Figure 8: Number of Dogs



Q17: How many dogs were on this trip? (*Specify*) (n=1241)

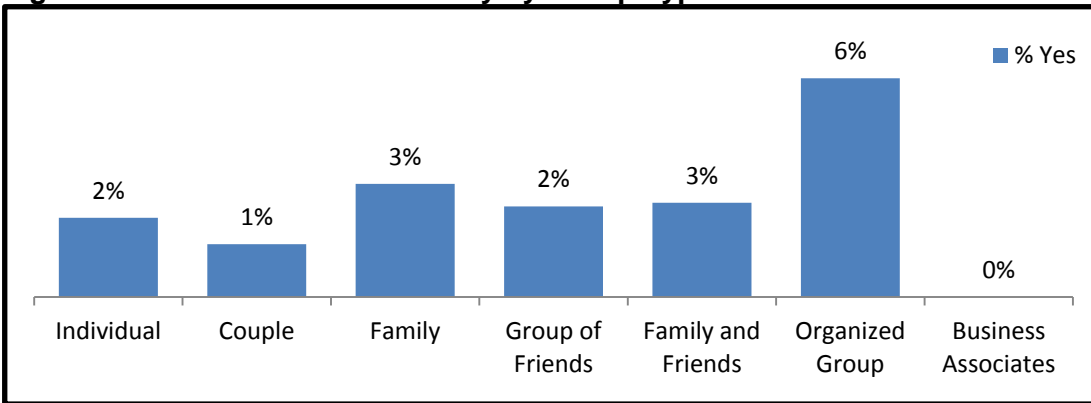
Across the province (see *Figure 9*), only a small proportion (3%) of backcountry respondents report that a member of their group was a person with a disability. However, as *Figure 9a* shows, respondents who were a part of an organized group (6%) were much more likely to report that this was the case.

Figure 9: Persons with a Disability



Q18: Was any member of your group a person with a disability? (*Check one circle*) (n=7893)

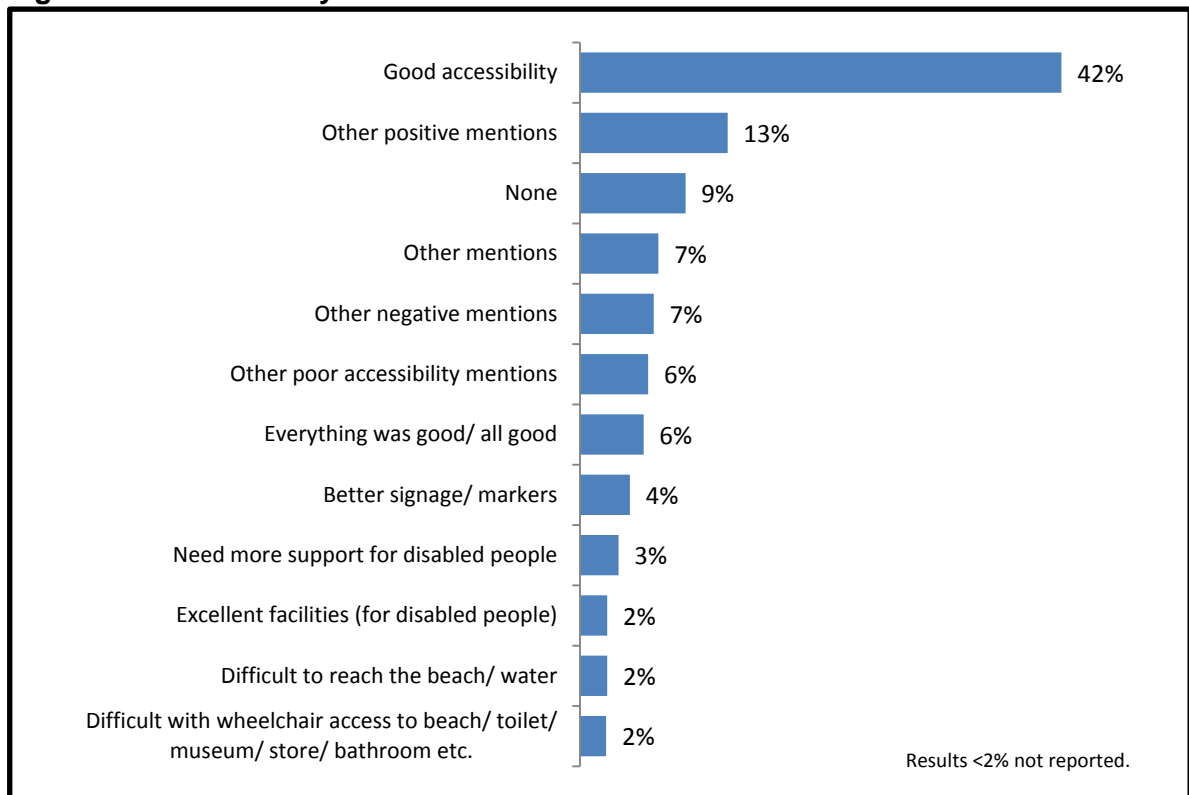
Figure 9a: Persons with a Disability by Group Type



Q18: Was any member of your group a person with a disability? (*Check one circle*) (Yes, n=192) Q14: Which of the following best describes your group? (*Check one circle*) (bases vary for each subgroup)

Among those respondents who reported that a member of their group was a person with a disability, most reported positive comments regarding accessibility within the park. In fact, with respect to the over one-half that reported positive comments (59%). Most notably, four in ten (42%) respondents say that the park had “good accessibility” and another 13% report generic positive comments (*Figure 10*).

Figure 10: Accessibility Comments



Q19: Please enter any comments or suggestions you may have regarding the accessibility within this park. (Specify) (n=87)

6.2 Trip Characteristics

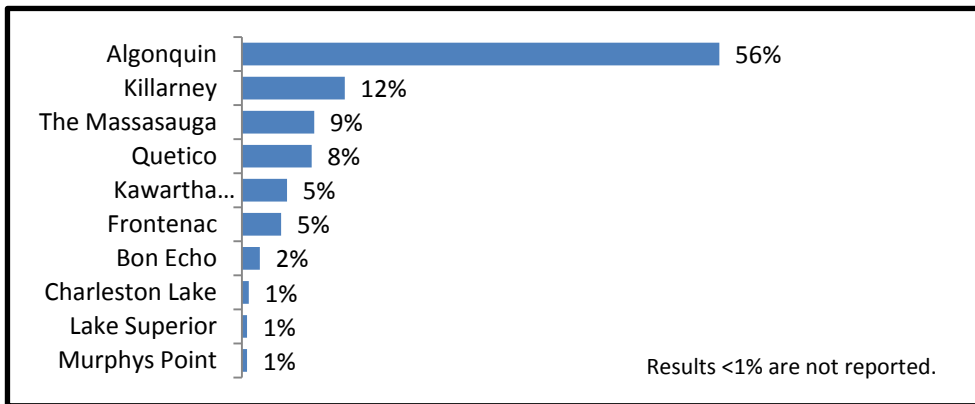
6.2.1 Summary of Results

Among all backcountry respondents, Algonquin Park is the most frequently visited. This is not surprising given the relative size and proximity to major urban centres of Algonquin Park when compared with other backcountry parks across the province. When it comes to choosing which park to attend, results are varied but a number of respondents report friends and family as the primary source of information. Previous visits and tradition also rank highly. These results suggest that familiarity with a park is an essential component of the decision making process for backcountry respondents. Importantly, the Ontario Parks website is also cited as a main source of information suggesting that backcountry respondents are also accessing information directly from Ontario Parks. Naturally, this is higher among younger respondents, but visitation of the website by zone varies and is least utilized by respondents who visited North West parks. Results also indicate that most respondents have visited this park before and that many would have visited another park if their preferred destination was not available. Moreover, canoeing emerges as the primary purpose of most backcountry respondents.

6.2.2 Detailed Findings

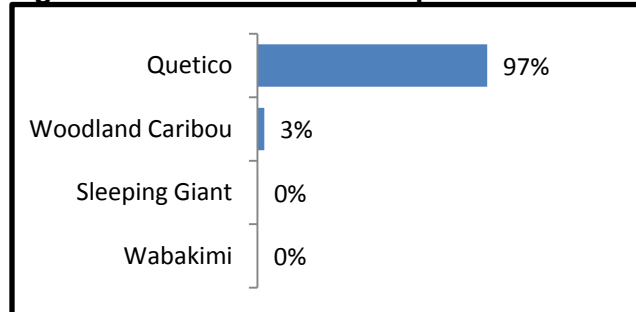
As shown in *Figure 11*, more than one-half of the backcountry respondents were surveyed about a recent visit to Algonquin Park (56%). This result is not surprising as Algonquin Park is the largest park across the province offering backcountry camping and closest to the most populated areas of Ontario. Among the remaining parks, Killarney (12%), The Massasauga (9%) and Quetico (8%) received the highest number of visitors. Within the North West zone, the vast majority (97%) report visiting Quetico Provincial Park (*Figure 11a*). Similarly, the vast majority (93%) of North East respondents report visiting Killarney Provincial Park (*Figure 11b*). Within the Algonquin zone, a variety of Algonquin access points are visited. Canoe Lake (13%) and Lake Opeongo (12%) were most popular (*Figure 11c*). Overwhelmingly, Central respondents report visiting The Massasauga Provincial Park, with most visiting either Pete’s Place (48%) or Three Legged Lake (42%) (*Figure 11d*). Finally, South East backcountry respondents typically visit Kawartha Highlands Provincial Park (39%) and Frontenac Provincial Park (35%) (*Figure 11e*).

Figure 11: Park most recently visited.



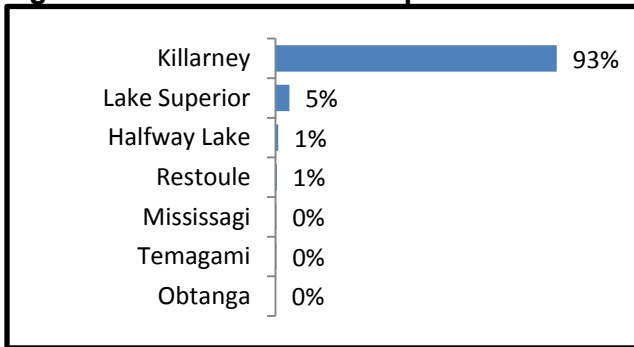
Q1: Please select the park that you most recently stayed in for one or more nights. (*Specify*) (n=8320)

Figure 11a: North West Zone park most recently visited



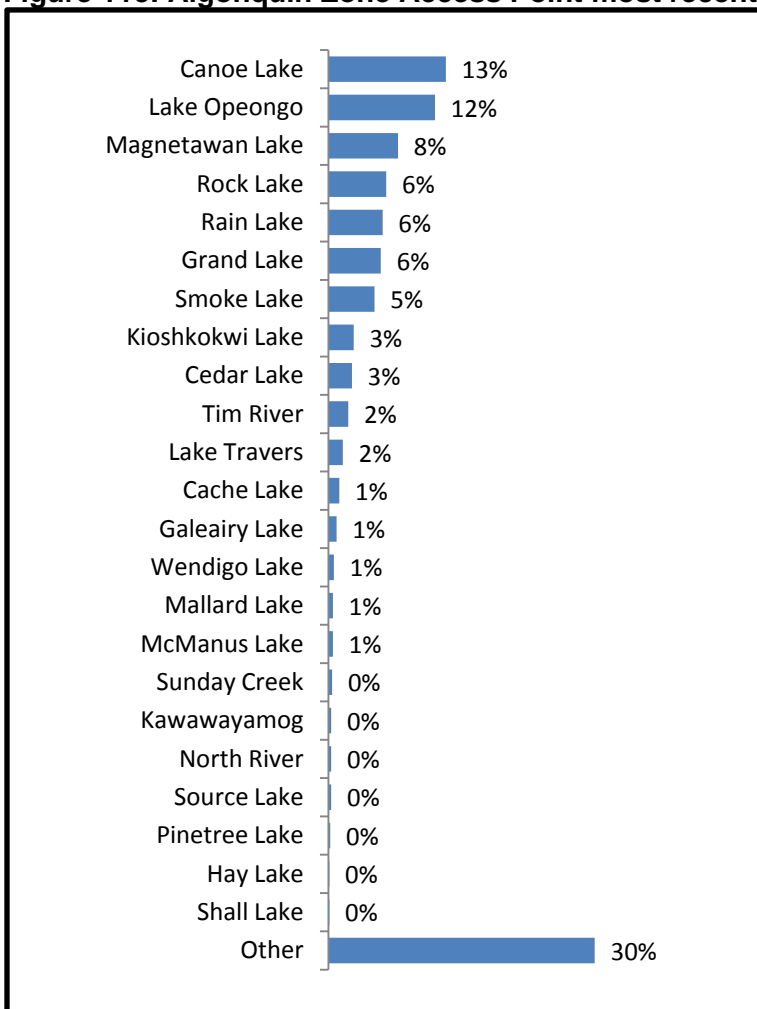
Q1: Please select the park that you most recently stayed in for one or more nights. (*Specify*) (n=8320)
 Q1_Recode: Park Zone (North West, n=646)

Figure 11b: North East Zone park most recently visited



Q1: Please select the park that you most recently stayed in for one or more nights. (*Specify*) (n=8320)
 Q1_Recode: Park Zone (North East, n=1033)

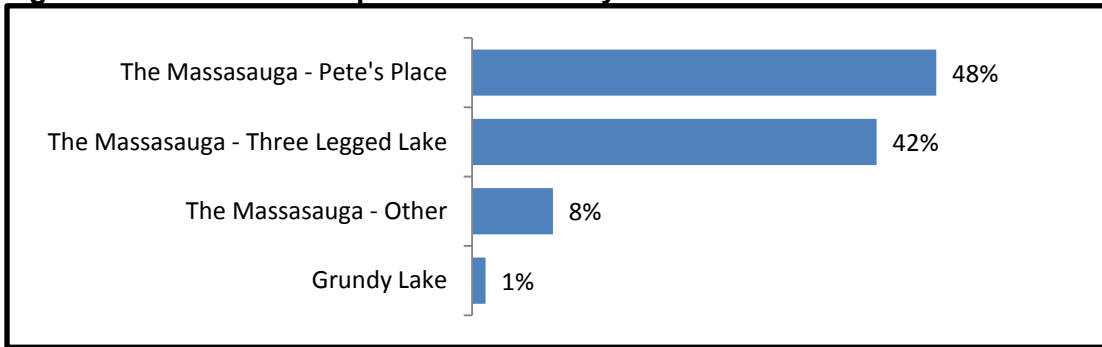
Figure 11c: Algonquin Zone Access Point most recently visited



Q1: Please select the park that you most recently stayed in for one or more nights. (*Specify*) (n=8320)
 Q1_Recode: Park Zone (Algonquin, n=4673)

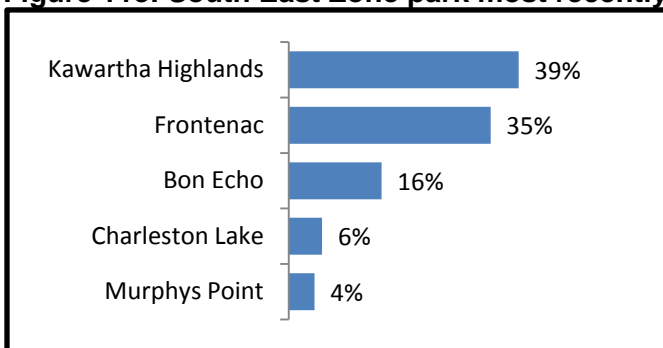


Figure 11d: Central Zone park most recently visited



Q1: Please select the park that you most recently stayed in for one or more nights. (*Specify*) (n=8320)
Q1_Recode: Park Zone (Central, n=653)

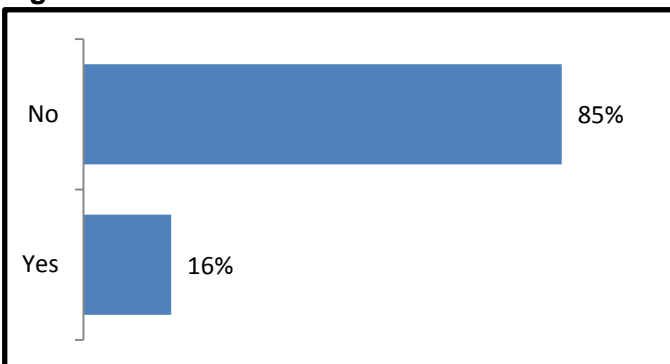
Figure 11e: South East Zone park most recently visited



Q1: Please select the park that you most recently stayed in for one or more nights. (*Specify*) (n=8320)
Q1_Recode: Park Zone (South East, n=1285)

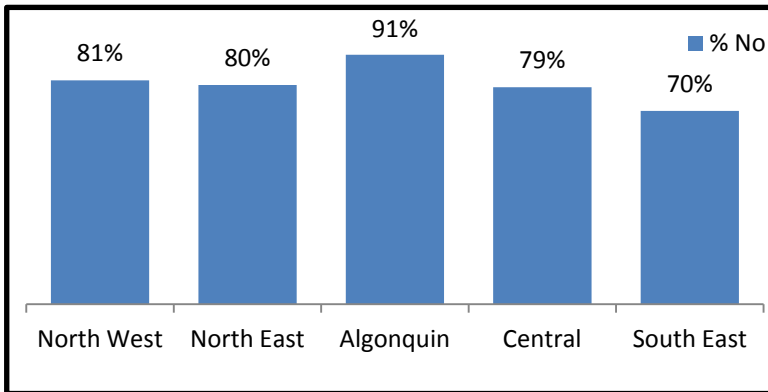
The majority (85%) of backcountry respondents report that this was not their first visit to this park (*Figure 12*). This is particularly true of Algonquin Park (91%) where 91% of respondents reported that they had visited this park before. In contrast, 70% of respondents who visited parks in the South East stated that this was not their first visit to the park (*Figure 12a*).

Figure 12: First Visit



Q21: Was this your first trip to THIS Ontario Provincial Park? (*Check one circle*) (n=7873)

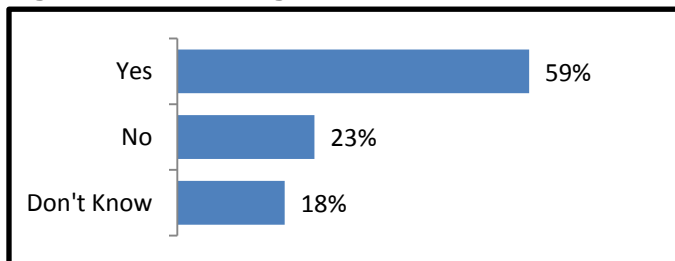
Figure 12a: First Visit by Zone



Q21: Was this your first trip to THIS Ontario Provincial Park? (Check one circle) (No, n=1237) Q1_Recode: Park Zone (bases vary for each subgroup)

When presented with a hypothetical scenario where their desired park was not available, many (59%) backcountry respondents said that they would have simply gone to another park (Figure 13).

Figure 13: Choosing Alternative Parks



Q27: Suppose for whatever reason, [Q1] was not available to you for this recreation trip. Would you have gone to a different Ontario provincial park? (n=7617)

Among those who said they would have gone to another provincial park, a variety of responses are noted for each Zone (Table 5). North West respondents tend to favour Quetico (52%) as an alternative to their first choice. The majority of North East respondents say that they would have gone to Algonquin (60%). One-third (33%) of Algonquin respondents say they would have gone to Killarney while one-quarter (25%) would have tried another Algonquin access point or lake. Both Central (47%) and South East (45%) respondents tend to report that they would choose Algonquin as an alternate park, but one-quarter (24%) Central respondents also say Killarney would have been an option.

Table 5: Alternative Parks by Zone

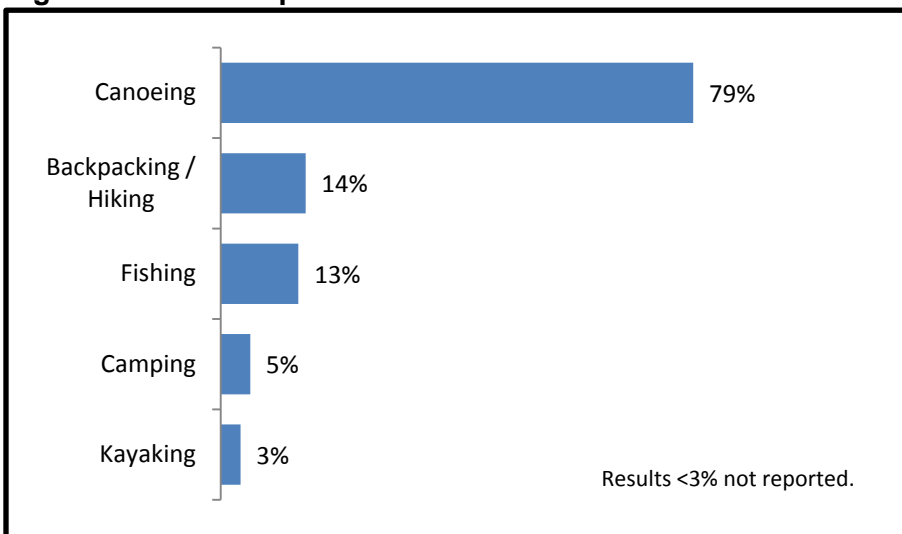
%	Overall	North West	North East	Algonquin	Central	South East
		A	B	C	D	E
Algonquin Provincial Park	35%	9%	60% _{ACDE}	25% _A	47% _{AC}	45% _{AC}
Bon Echo Provincial Park	7%	-	2%	8% _{ABD}	1%	14% _{ABCD}
Charleston Lake Provincial Park	2%	-	-	0%	-	9% _{ABCD}
Crown / public land	2%	3% _B	1%	2%	3% _B	3% _B
French River Provincial Park	4%	1%	9% _{ACE}	3% _{AE}	8% _{ACE}	1%
Frontenac Provincial Park	5%	-	1%	5% _{AB}	3% _{AB}	9% _{ABCD}
Grundy Lake Provincial Park	1%	-	1%	1%	1%	1%
Kawartha Highlands Provincial Park	2%	-	0%	2% _{AB}	5% _{ABCE}	2% _B
Killarney Provincial Park	22%	1%	4%	33% _{ABDE}	24% _{ABE}	5% _A
Lake Superior Provincial Park	1%	2% _{DE}	5% _{CDE}	1% _E	0%	-
Mississagi Provincial Park	1%	-	1% _E	1%	0%	0%
Murphy's Point Provincial Park	0%	-	-	0%	-	2% _{BCD}
National Park Provincial Park	1%	1%	1%	1%	1%	1%
Quetico Provincial Park	4%	52% _{BCDE}	2% _{DE}	2% _{DE}	-	-
Sleeping Giant Provincial Park	0%	1% _{CDE}	0%	0%	-	-
Temagami Group of Parks	3%	1%	5% _{ADE}	4% _{ADE}	1%	0%
The Massassauga Provincial Park	5%	-	5% _A	5% _{AD}	3% _A	4% _A
Wabakimi Provincial Park	1%	11% _{BCDE}	-	0%	-	-
Woodland Caribou Provincial Park	1%	14% _{BCDE}	-	0%	-	-
Provincial Park (Other)	2%	3% _B	1%	3% _B	2%	4% _{BD}
A different area (in same park)/ different route/trail/ lake/etc	1%	3% _{BDE}	0%	2% _{BDE}	-	0%
A different access point/ access point mentions	2%	4% _{BDE}	0%	2% _{BE}	1% _E	-
Killbear Provincial Park	1%	-	0%	1% _E	2% _E	-
Other mentions	4%	9% _{BCDE}	3%	4%	3%	2%

Q28: Which Ontario provincial park or other location would you have most likely chosen as the best alternative to [Q1] for this trip? (*Specify*) (n=4332) Q1_Recode: Park Zone (bases vary for each subgroup) Note: Only parks with at least 1% of respondents from each reported zone are displayed.



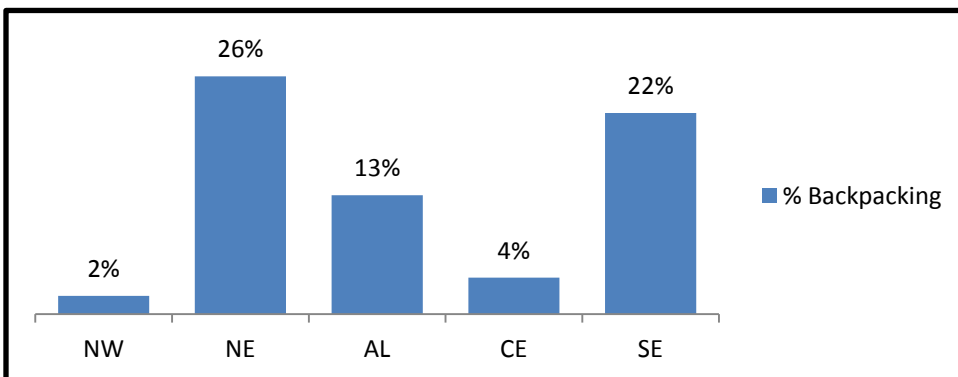
Given the extensive waterway systems in the backcountry of many Ontario parks, among all backcountry respondents, most (79%) report that canoeing was the main purpose of their trip (Figure 14). However, some differences emerge between zones due to some differences in backcountry recreation opportunities available. For example, North East respondents (26%) were more likely than respondents from other zones to say that backpacking was the main purpose of their trip (Figure 14a). North West respondents (29%) were significantly more likely to report that fishing was the main purpose of their trip, while was true of only a small proportion of North East respondents (3%) (Figure 14b). Respondents visiting parks in the Central zone (11%) were more likely than all other respondents to say that kayaking was the main purpose of their recreation trip (Figure 14c). Finally, North West (80%), North East (79%) and Algonquin (81%) respondents are more likely than Central (73%) and South West (69%) respondents to say that canoeing was the main purpose of their trip (Figure 14d).

Figure 14: Main Purpose



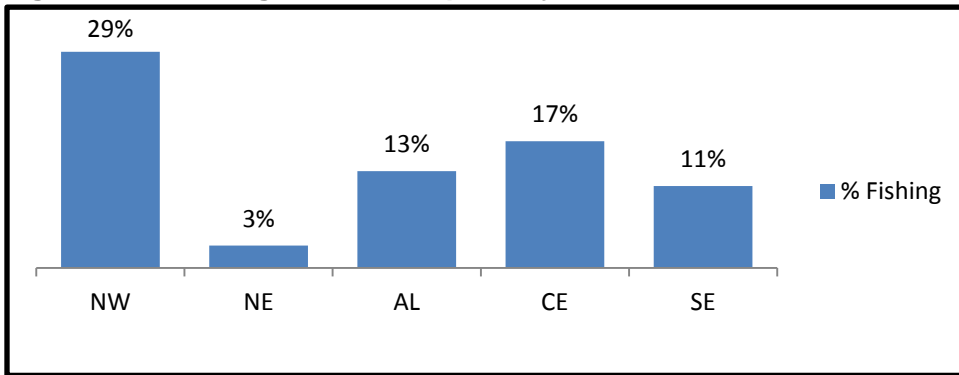
Q3: What was the main purpose of this recreation trip to [Q1]? (Check one box) (n=8179)

Figure 14a: Backpacking as Main purpose by Zone



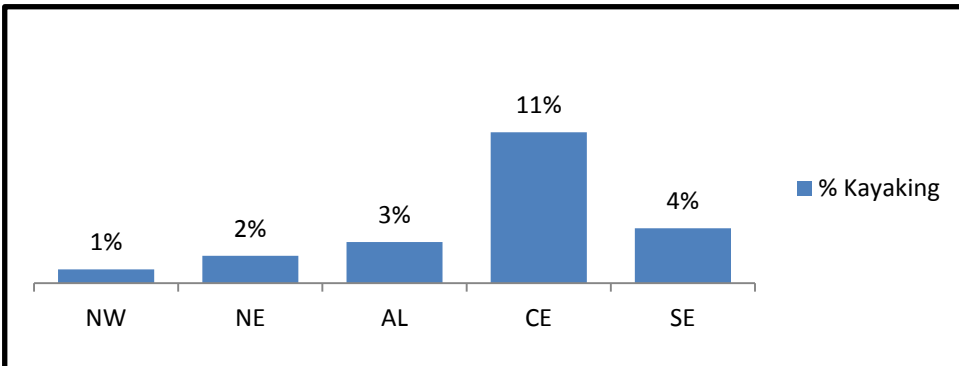
Q3: What was the main purpose of this recreation trip to [Q1]? (Check one box) (Backpacking, n=1177)
 Q1_recode: Park Zone (bases vary for each subgroup)

Figure 14b: Fishing as Main Purpose by Zone



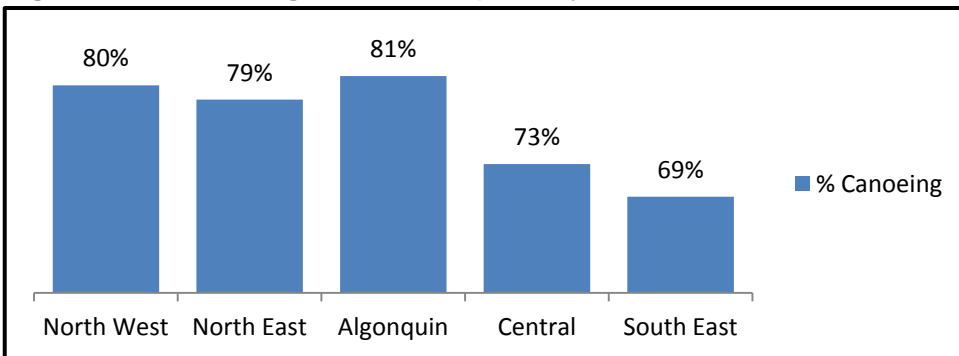
Q3: What was the main purpose of this recreation trip to [Q1]? (Check one box) (Fishing, n=1049) Q1_recode: Park Zone (bases vary for each subgroup)

Figure 14c: Kayaking as Main Purpose by Zone



Q3: What was the main purpose of this recreation trip to [Q1]? (Check one box) (Kayaking, n=269) Q1_recode: Park Zone (bases vary for each subgroup)

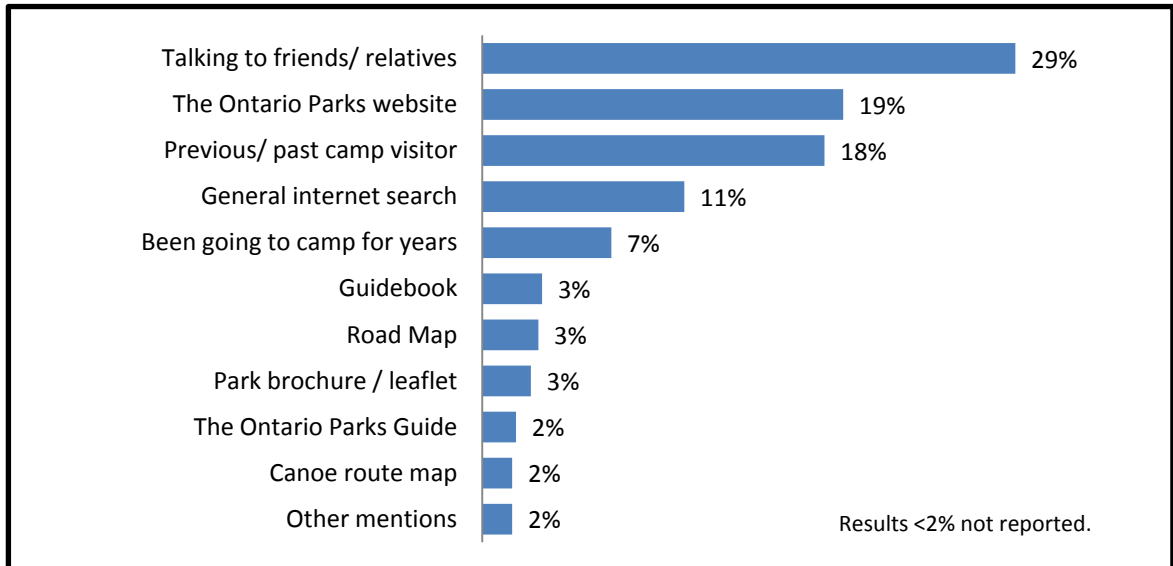
Figure 14d: Canoeing as Main Purpose by Zone



Q3: What was the main purpose of this recreation trip to [Q1]? (Check one box) (Canoeing, n=6405) Q1_recode: Park Zone (bases vary for each subgroup)

When choosing which backcountry park to visit, respondents cite a variety of information sources that informed their decisions. As shown in *Figure 15* the most commonly cited sources of information are talking to friends/ relative (29%), The Ontario Parks Website (19%) and previous/ past visits to the park (18%). It is worth emphasizing that The Ontario Parks Website is more frequently cited as a primary source of information than General Internet Search (11%).

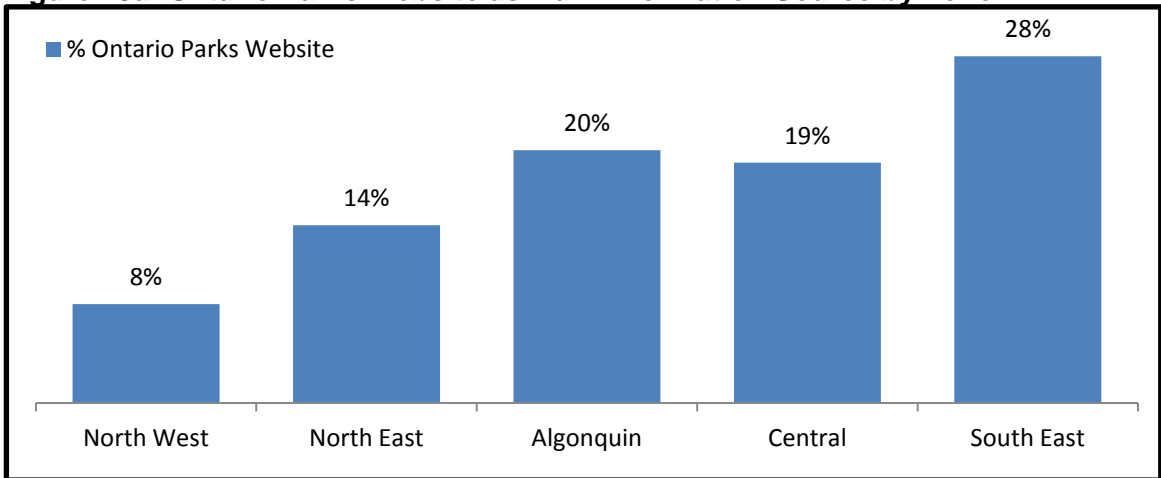
Figure 15: Main Information Source.



Q2: Which was the main information source you used to help select which park to visit for this trip? (Check one circle) (n=8248)

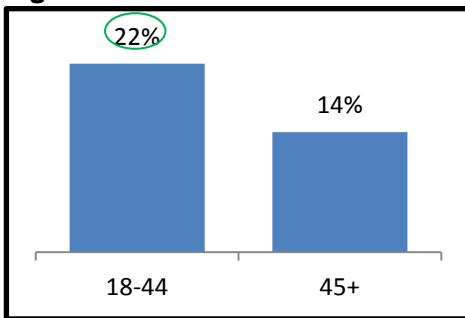
Among those who report that The Ontario Parks Website was their primary source of information, *Figure 15a* shows that respondents who visited parks in the South East zone (28%) are significantly more likely than other respondents to report that this was their primary source of information. This suggests that there may be room to improve access to the Ontario Parks website among backcountry visitors who tend to visit parks outside the South East region. By zone, those who visited parks in North West (8%) were less likely than all other respondents to report the Ontario Parks website as their main information source. Finally, *Figure 15b* illustrates that respondents aged 18-44 (22%) are more likely than their older counterparts (14%, 45 years of age and older) to report that The Ontario Parks website was their primary source of information.

Figure 15a: Ontario Parks Website as Main Information Source by Zone.



Q2: Which was the main information source you used to help select which park to visit for this trip? (Check one box) (Ontario Parks Website, n=1621) Q1_recode: Park Zone (bases vary for each subgroup)

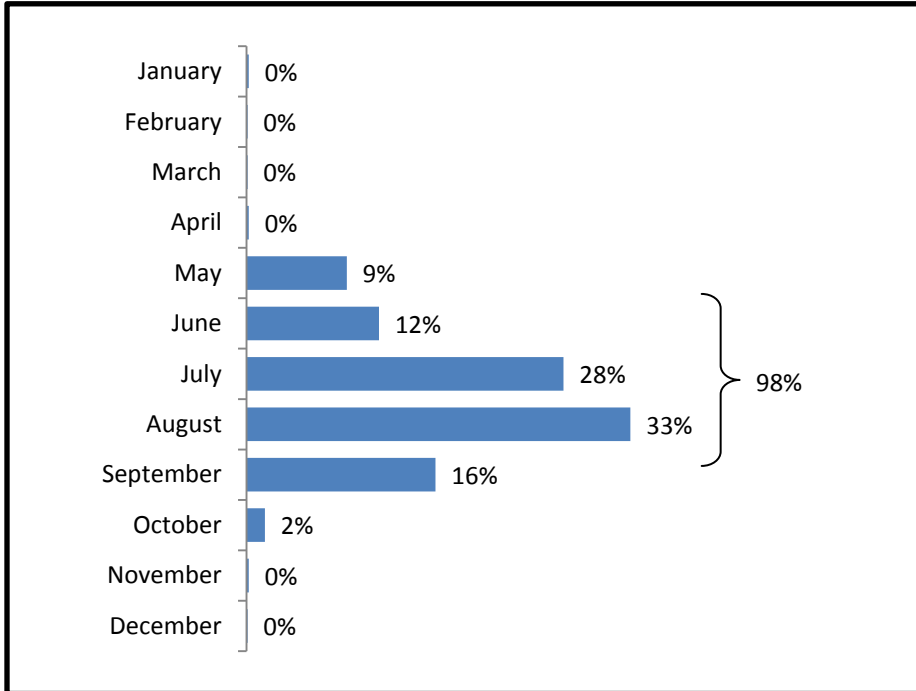
Figure 15b: Ontario Parks Website as Main Information Source by Age



Q2: Which was the main information source you used to help select which park to visit for this trip? (Check one box) (Ontario Parks Website, n=1621) Q78_recode: What is your age? (bases vary by subgroup)

Not surprisingly, Ontario Provincial Parks are most frequently visited during the summer months with 98% of all respondents reporting that their trip occurred between May and September (*Figure 16*).

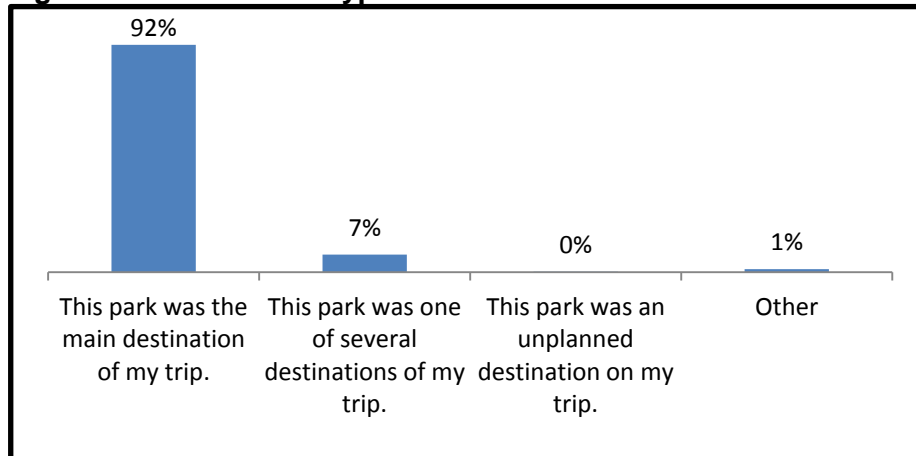
Figure 16: Date of Visit



Q9: On what date did your group arrive at the park? (n=7832)

The vast majority of respondents report that the park they visited was the primary main destination of their trip (92%) (*Figure 17*). Similarly, *Figure 18* demonstrates that respondents overwhelmingly reported that their backcountry trip began from their home (92%).

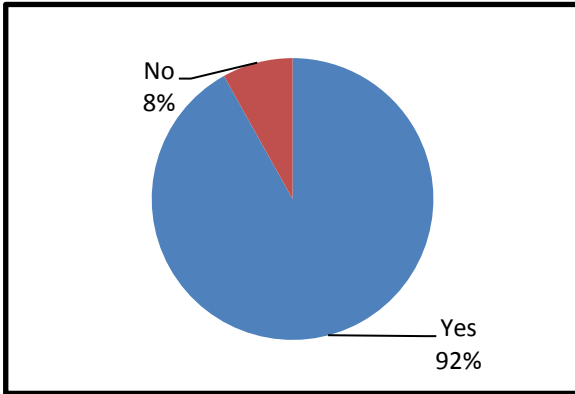
Figure 17: Destination Type



Q5: Which of the following best describes your trip to [Q1]? (*Check one circle*) (n=8046)



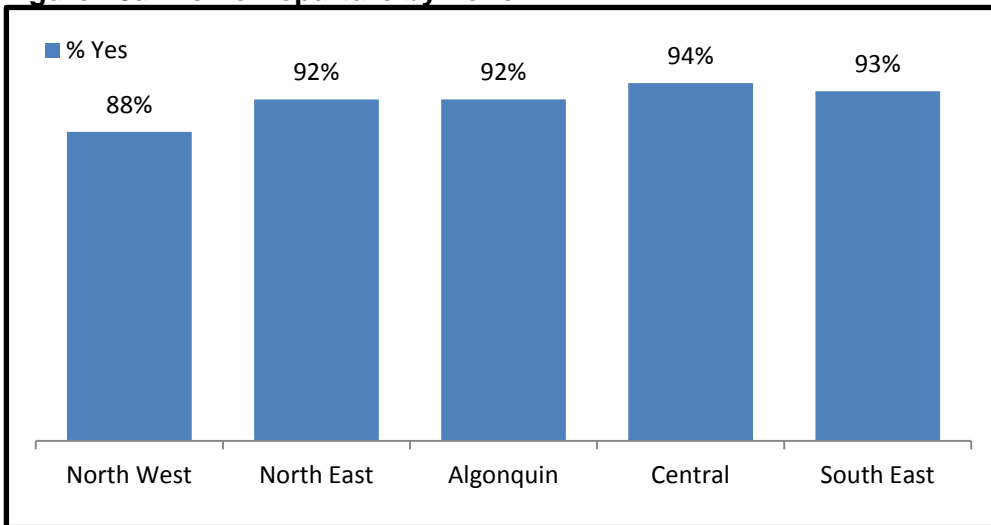
Figure 18: Home Departure



Q6: did you start this [Q1] trip from your home? (Check one circle) (n=8033)

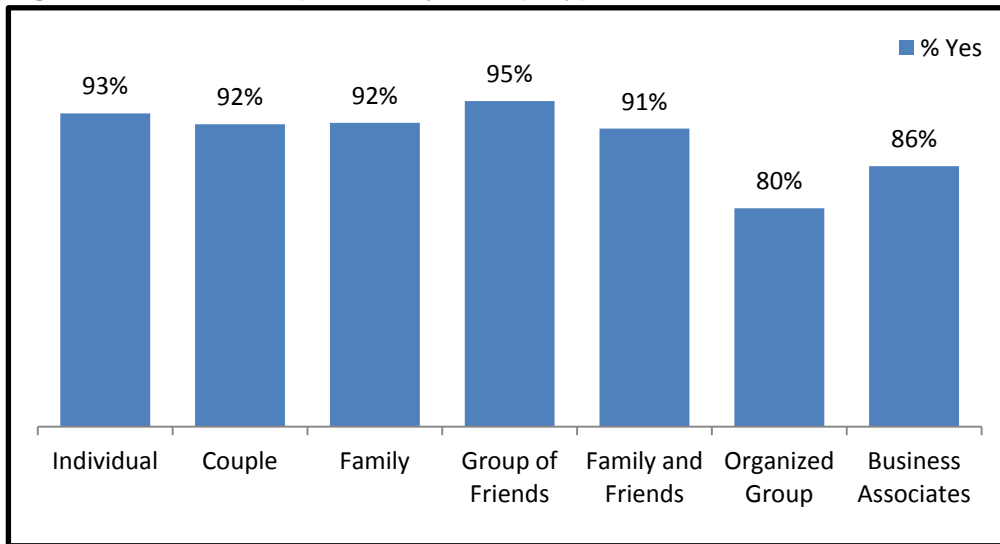
It is worth noting that respondents who visited North West backcountry parks were least likely to say that their trip started from their home (88%) (Figure 18a). Similarly, respondents who traveled to an Ontario Provincial Park as a part of an organized group (80%) were significantly less likely than other respondents to say that their trip begin from their home (Figure 18b).

Figure 18a: Home Departure by Zone



Q6: Did you start this [Q1] trip from your home? (Check one box) (Yes, n=7388) Q1_recode: Park Zone (bases vary for each subgroup)

Figure 18b: Home Departure by Group Type



Q6: Did you start this [Q1] trip from your home? (Check one box) (Yes, n=7388) Q14: Which of the following best describes your group? (bases vary for each subgroup)

Respondents are generally willing to travel quite far distances and for long periods of time to reach their backcountry camping destination (Table 6). The average distance travelled is 395.1 km (one way) and respondents report an average of 4.9 hours (one way) for their trip. Respondents who visited North West parks stand out as generally travelling further distances (average one way distance of 1047.2 Km) with correspondingly longer travel times (average of 12.2 hours one way). After traveling these distances, the average backcountry trip lasts just over 3 nights and North West respondents typically report longer stays (average of 6.1 nights) when compared with other respondents. In contrast to all other zones, respondents who visited South East parks tended to travel the shortest distance (177.3 km one way), have the shortest travel time (2.6 hrs one way) and shortest length of stay (2.2 nights).

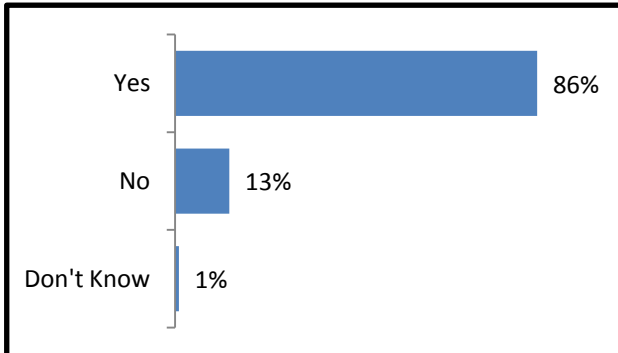
Table 6: Distance, Travel Time, Length of Stay

	Overall	North West	North East	Algonquin	Central	South East
		A	B	C	D	E
Distance Traveled (average km one way)	395.1	1047.2 _{BCDE}	445 _{CDE}	360.6 _{DE}	237.2 _E	177.3
Travel time (average hrs. one way)	4.9	12.2 _{BCDE}	5.3 _{CDE}	4.5 _{DE}	2.9	2.6
Length of Stay (average nights)	3.3	6.1 _{BCDE}	3.8 _{CDE}	3.2 _{DE}	2.8 _E	2.2

Q7: About how far is it one way from where you started your trip to [Q1]? (Fill one blank) (n=7902) Q8: About how many hours did it take to travel one way from where you started your trip to [Q1]? (Fill in the blank) (n=8024) Q10: How many nights did you stay in the backcountry of [Q1] on this visit? (Fill in the blank) (n=7925) Q1_recode: Park Zone (bases vary for each subgroup and for each item)

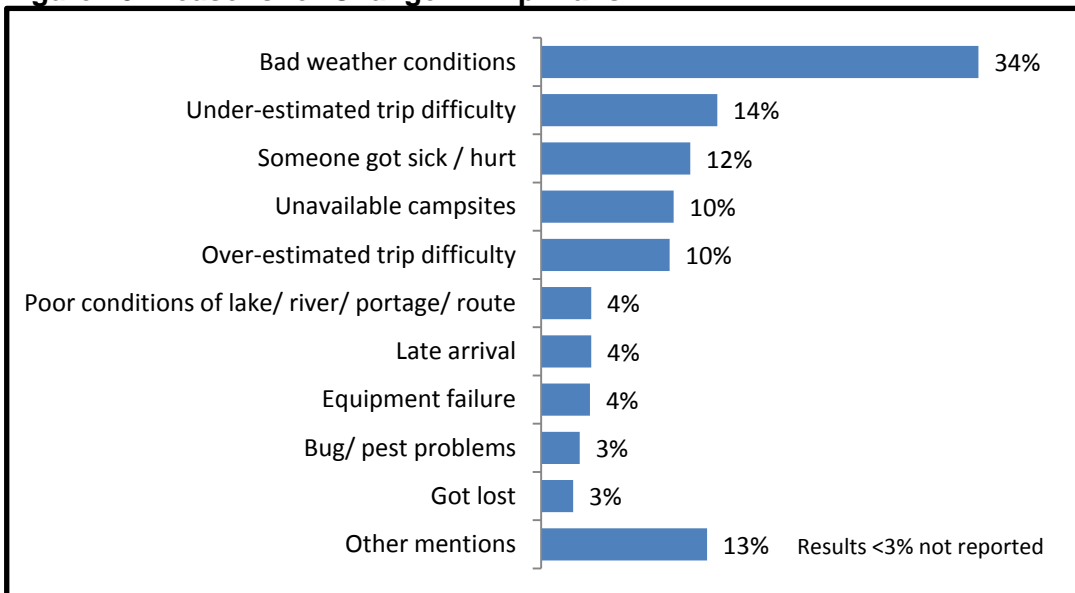
Sometimes plans need to change and trips need to be altered. Fortunately, as shown in *Figure 19*, the majority of backcountry respondents report that they were able to follow their intended backcountry trip plan (86% said yes). Among those who were unable to follow their intended plan, bad weather was the most frequently reported reason with one-third (34%) of respondents saying that bad weather forced a change in their plans (*Figure 20*). These results suggest that there is an opportunity for Ontario Parks to improve backcountry visitor experience by reminding persons planning a backcountry visit of the importance of: checking weather and portage conditions, checking equipment, timely arrival, setting reasonable expectations for trip difficulty, etc. before they book their trip.

Figure 19: Followed Intended Plans



Q11: Sometimes, for whatever reason, people need to change their trip plans. Were you able to follow your intended [Q1] backcountry trip plan? (Check one circle) (n=7944)

Figure 20: Reasons for Change in Trip Plans

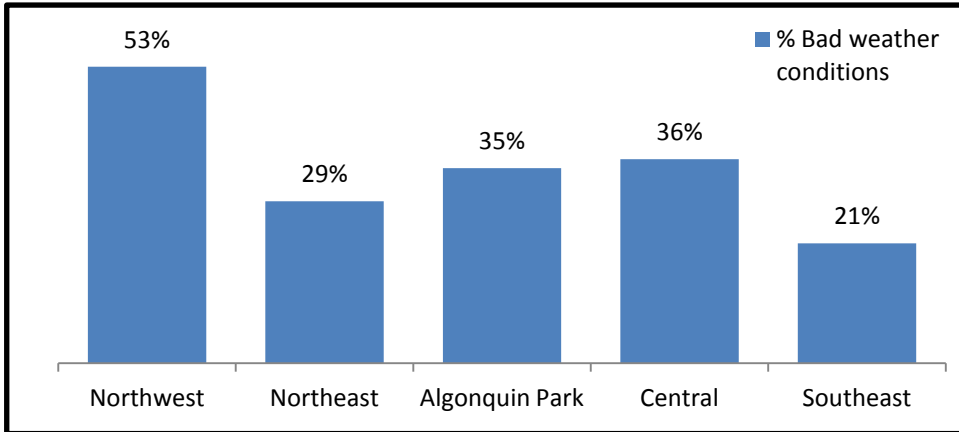


Q12: Which of the following reasons best describes why you were unable to follow your intended backcountry trip plan? (Check one box) (n=1005)

It is worth noting that the incidence of bad weather reports is highest among those visiting North West parks (53%) and lowest among South East respondents (21%) (Figure 20a).

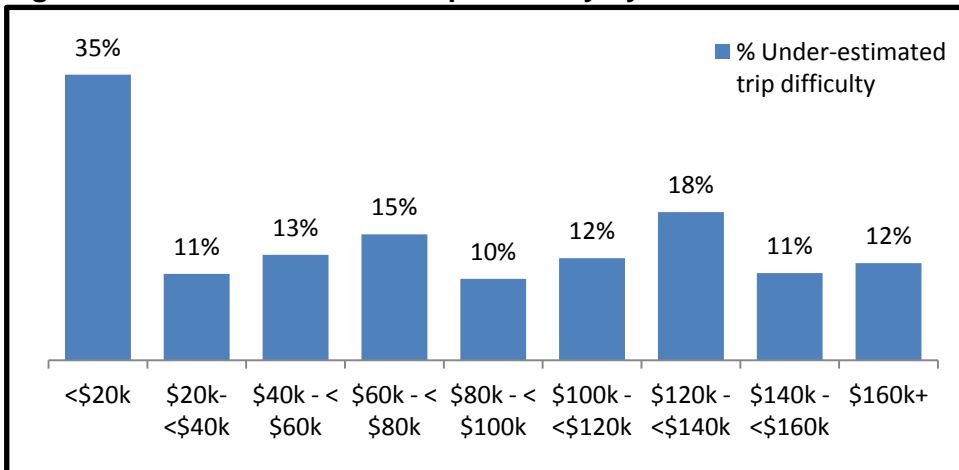
Interestingly, those in the lowest household income bracket are far more likely (35%) than any other group to report that they had to change their plans because they underestimated the difficulty of the backcountry trip (Figure 20b).

Figure 20a: Bad Weather by Zone



Q12: Which of the following reasons best describes why you were unable to follow your intended backcountry trip plan? (Check one box) (Bad weather, n=339) Q1_Recode: Park Zone (bases vary for each subgroup)

Figure 20b: Under-estimated Trip Difficulty by Income



Q12: Which of the following reasons best describes why you were unable to follow your intended backcountry trip plan? (Check one box) (Under-estimated difficulty, n=137) Q85: What was your total household income from all sources before taxes in 2010? (bases vary for each subgroup)



Among the items respondents report bringing with them on their backcountry trip, a first aid kit (95%) emerges as the top item (*Table 7*). North West (99%) respondents are also significantly more likely than all other respondents to report bringing a first aid kit with them. North West (19%) respondents are also more likely than all other respondents to report bringing a satellite phone with them. It is also worth noting that Central (76%) and South East (73%) respondents are more likely than North West (16%), North East (50%) and Algonquin (39%) respondents to report bringing a cell phone with them.

Table 7: Backcountry Accessories

	Overall	North West	North East	Algonquin	Central	South East
		A	B	C	D	E
First aid kit	95%	99% ^{BCDE}	96% ^{DE}	96% ^{DE}	93%	92%
Detailed map of the park (e.g., topographical map)	86%	95% ^{CDF}	96% ^{CDF}	88% ^F	88% ^F	62%
Water filter or treatment	79%	80% ^{DE}	88% ^{ACDE}	81% ^{DE}	73% ^E	67%
Compass	71%	87% ^{BCDF}	78% ^{CDF}	71% ^{DF}	65% ^F	56%
Portable propane / butane canister cookstove	48%	41%	45%	50% ^{AB}	51% ^{AB}	49% ^A
Portable white gas / multifuel cookstove	48%	60% ^{CDE}	55% ^{CDE}	46%	47%	44%
Cell phone	46%	16%	50% ^{AC}	39% ^A	76% ^{ABC}	73% ^{ABC}
Bear repellent	23%	13%	28% ^{ADE}	25% ^{AE}	23% ^{AE}	16%
Handheld Global Positioning System (GPS) navigation unit	18%	25% ^{BCE}	19% ^C	16%	23% ^{BCE}	16%
Satellite (GPS) personal locator beacon	4%	7% ^{BCDE}	4% ^E	4% ^{DE}	2%	2%
Satellite phone	3%	19% ^{BCDE}	3% ^{DE}	2% ^{DE}	1%	1%

Q29: Which of the following items did your group carry on this [Q1] backcountry trip? (Check all that apply) (n=7576)

About one-quarter (23%) of backcountry respondents report using a commercial guide or outfitter for any part of their backcountry trip. However, results vary significantly by zone (*Table 8*). Most notably, respondents who visited parks in the North West zone (45%) were far more likely than all other respondents to report that they used a guide or outfitter. In contrast, Central respondents (5%) were the least likely to report that they used a guide or outfitter. Not surprisingly, respondents who reported higher incomes tended to use the services of a guide or outfitter more often (28% of the \$160k+ income bracket report using a guide) (*Figure 21*). Moreover, as trip length increased so did the likelihood that a respondent would employ the services of a guide or outfitter (*Figure 21a*). As expected, guides or outfitters used varied by region (*Figures 22a-e*).

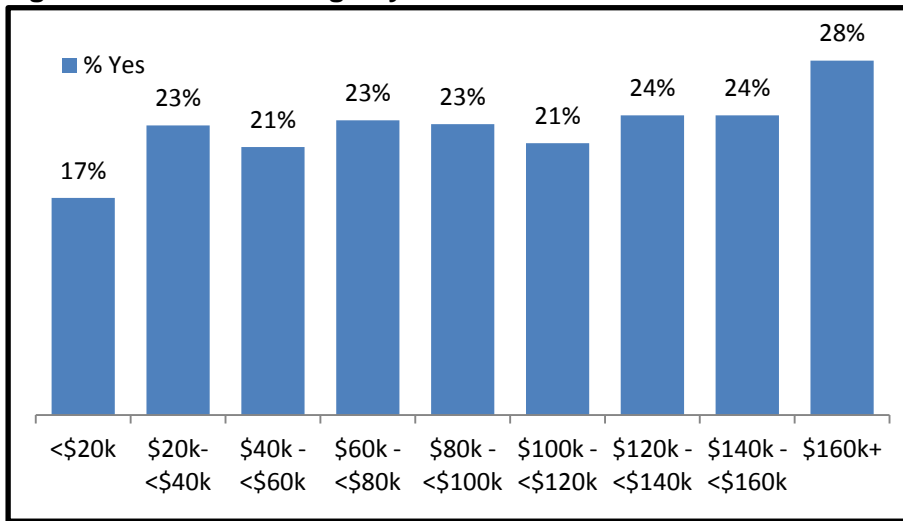


Table 8: Outfitter Usage

	Overall	North West	North East	Algonquin	Central	South East
		A	B	C	D	E
Yes	23%	45% _{BCDE}	22% _{DE}	26% _{BDE}	5%	11% _D
No	76%	54%	77% _{AC}	73% _A	94% _{ABCE}	88% _{ABC}
Don't Know	1%	0%	1%	1%	1%	1%

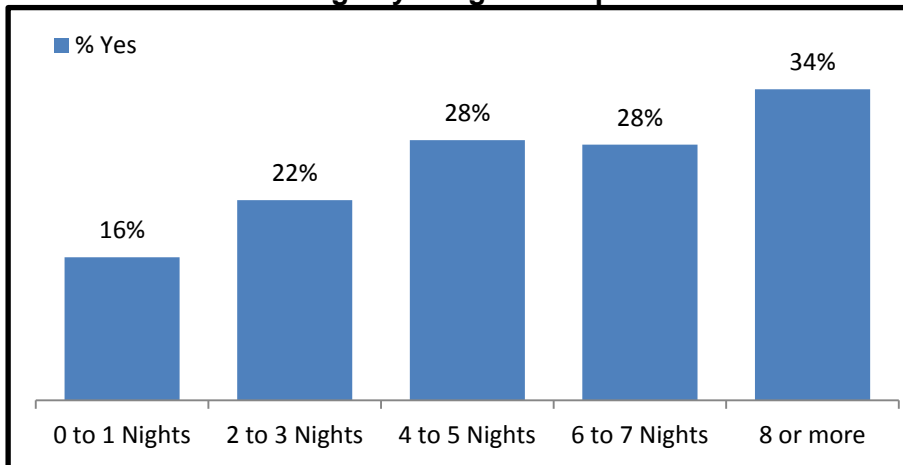
Q30: Did you use a commercial guide or outfitter for any part of this backcountry trip in [Q1]? (n=7597)
 Q1_Recode: Park Zone (bases vary for each subgroup)

Figure 21: Outfitter Usage by Income



Q30: Did you use a commercial guide or outfitter for any part of this backcountry trip in [Q1]? (Yes, n=1759)
 Q85: What was your total household income from all sources before taxes in 2010? (bases vary for each subgroup)

Table 21a: Outfitter Usage by Length of Trip



Q30: Did you use a commercial guide or outfitter for any part of this backcountry trip in [Q1]? (Yes, n=1759)
 Q10: How many nights did you stay in the backcountry of [Q1] on this visit? (bases vary for each subgroup)



Figure 22a: North West Outfitters

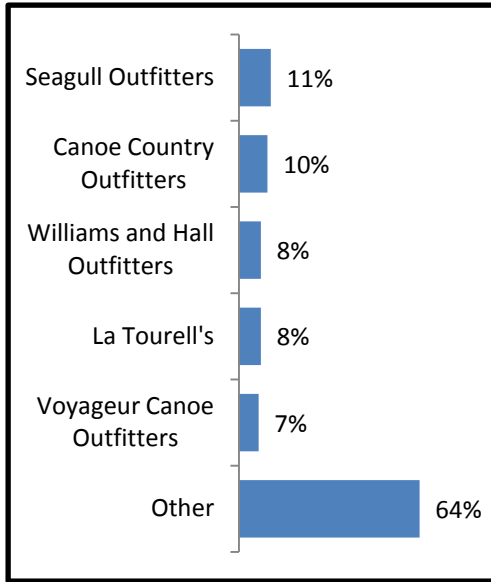


Figure 22b: North East Outfitters

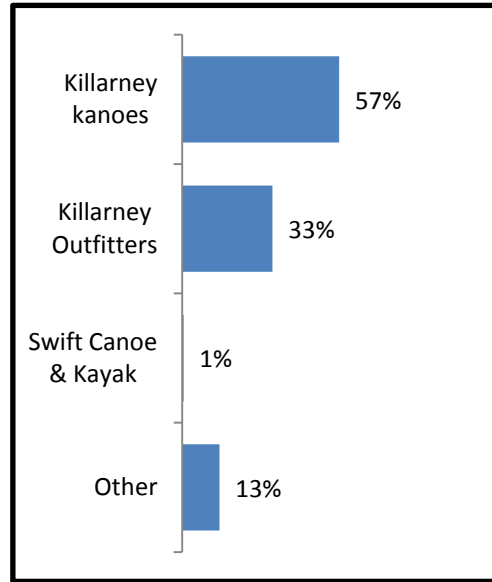


Figure 22c: Algonquin Outfitters

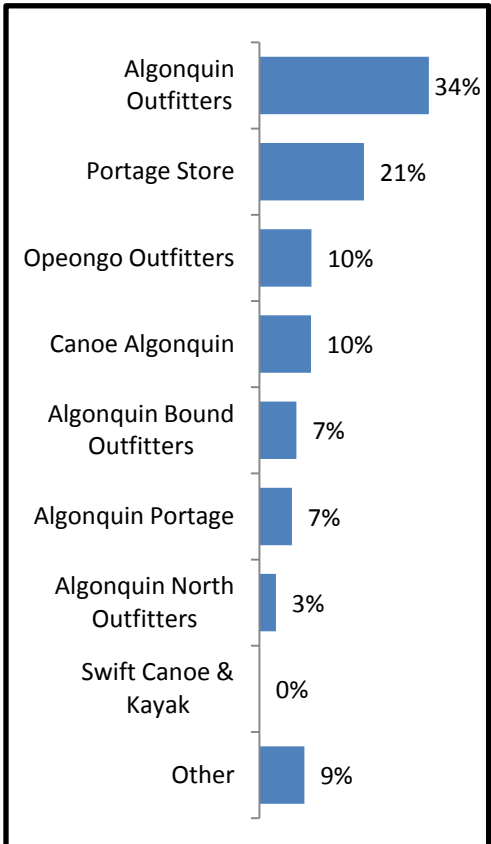


Figure 22d: Central Outfitters

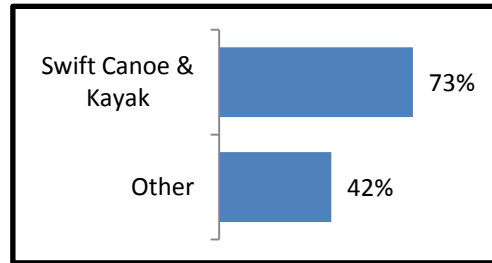
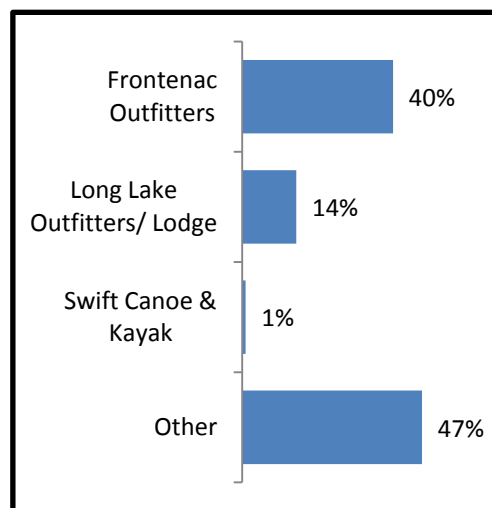


Figure 22e: South East Outfitters

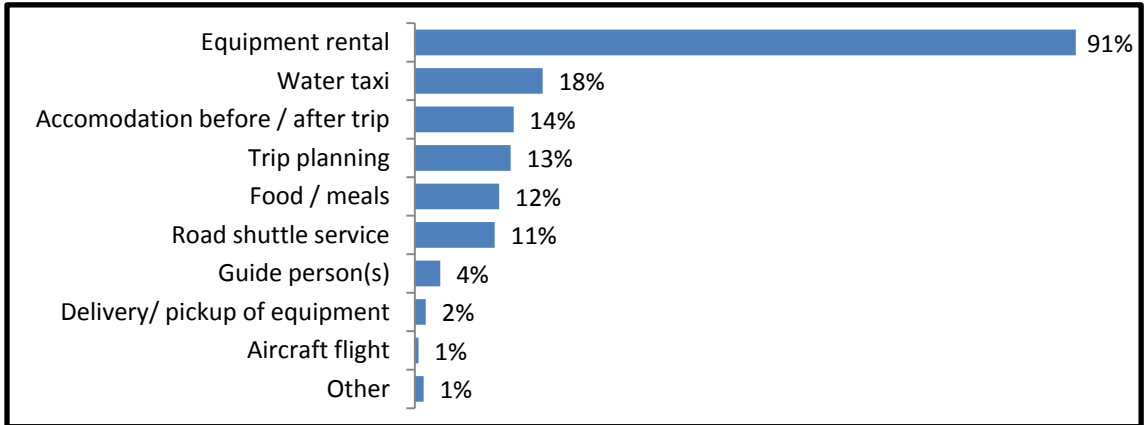


Q31: What was the name of the outfitter company/person? (*Specify*) (n=1653) Q1_Recode: Park Zone (bases vary for each subgroup)



By far the most frequently cited reason for soliciting an outfitter service was to rent equipment related to the backcountry trip (*Figure 23*). In fact, nine-in-ten (91%) said that they used an outfitters for these purposes.

Figure 23: Outfitter Services



Q32: Which of the following outfitter services were provided? (*Check all that apply*) (n=1729)

6.3 Park Visitation History

6.3.1 Summary of Results

An examination of previous park visitations reveals that backcountry campers tend to stick to this form of camping over any other. In particular, on average backcountry respondents appear to have taken a backcountry trip at least once a year over the past three years. Moreover, among those who reported taking any of these trips in the past three years, backcountry trips were on average, nearly 4 nights in length. Importantly, backcountry respondents demonstrate some loyalty to parks, with most reporting that they have been to this park before.

6.3.2 Detailed Findings

When asked to report how many backcountry trips they have taken over the past three years to any Provincial Park (*Table 9*), results suggest that an average of 1 trip per year is typical of backcountry respondents (mean of 3 trips in 3 years). In comparison, the mean number of trips for overnight campground (1.6), overnight in park roofed accommodation (0.1), overnight in any combination (0.3), and day visits (1.3) is much lower. Among those that did report previously visiting any provincial park for a backcountry trip, the average length of stay was nearly 4 nights.

Table 9: Visitation History to Any Provincial Park

	Average # of Trips (3 year total)	Average # Days (3 year total)
Stayed overnight in the park campground	1.6	2.8
Stayed overnight in park roofed accommodation	0.1	2.7
Stayed overnight in the park backcountry	3.1	3.7
Stayed overnight in some combination of the park campground, roofed accommodation and / or the park backcountry	0.3	4.1
Did not stay overnight in the park (day visit only)	1.3	2

Q20: Including this trip, in the past 3 years, how many trips did you make to ANY Ontario Provincial Park where you: (Fill in the blanks) (n=8320)

Additionally, backcountry respondents are very likely to have visited the same park for many years (Table 10). In fact, backcountry respondents, on average, report that they have visited the park they are commenting on for nearly 14 years. This average increases to approximately 16 years for respondents who visited parks in the North West or Algonquin zones, but dips as low as 7 years for the Central zone.

Table 10: Years Visited by Zone

Mean	Overall	North West	North East	Algonquin	Central	South East
		A	B	C	D	E
Average # of Years Visited	13.8	16.6 _{BDE}	10.6 _{DE}	15.9 _{BDE}	7.1	8.9 _D

Q23: For how many years, in total, have you visited THIS Ontario provincial park? (Fill in the blank) (n=5660)
Q1_Recode: Park Zone (bases vary for each subgroup)

When asked about previous visits to this provincial park, on average, backcountry respondents report having visited this park for a backcountry trip at least once in the past year (Table 11). Moreover, respondents report an average trip length of over three nights. In contrast, respondents report very few visits to this park for overnight camping, combination trips or day visits.

Table 11: Visitation History to This Park

	Average # of Trips (in past year)	Average # Days (in past year)
Stayed overnight in the park campground	0.3	2.8
Stayed overnight in park roofed accommodation	0	2.7
Stayed overnight in the park backcountry	1.6	3.5
Stayed overnight in some combination of the park campground, roofed accommodation and / or the park backcountry	0.1	4.1
Did not stay overnight in the park (day visit only)	0.3	2.3

Q22: Including this trip, in the past year, how many trips did you make to THIS Ontario Provincial Park where you: (Fill in the blanks) (n=6634)



6.4 Reasons for Visiting

6.4.1 Summary of Results

At an overall level, a variety of reasons are considered important when it comes to choosing backcountry parks. In particular, having enjoyed previous visits and considerations such as scenic beauty and quality canoeing opportunities are rated as most important among backcountry respondents. Most revealing, however, are regional differences. Among North West respondents, tradition plays a more significant role than in other regions, while in the North East respondents cite the importance of backpacking and hiking trails. Algonquin Park respondents also cite tradition as an important reason for choosing to visit this park and while viewed as somewhat less important, it is worth noting that Algonquin respondents stand out as valuing multiple access points and the availability of outfitters. Finally, Central and South East respondents typically provide higher ratings than other respondents for convenience factors such as location of the park in relation to one's home, the availability of campsites in the desired trip time, and even the weather. These results suggest that backcountry campers across the province choose parks for quite different reasons.

6.4.2 Detailed Findings

When it comes to reasons for choosing a particular park, backcountry respondents cite a variety of reasons as being particularly important (*Table 12*). Most notably, respondents say that knowing a park has beautiful scenery (97%) and is unspoiled (96%), are rated as most important by backcountry respondents. Respondents also say that having enjoyed a previous visit (91%), knowing the park has good canoeing (91%) and canoe routes (90%), lack of crowding (89%) and having good campsites (88%) are important.

As we would expect, differences emerge between each zone when it comes to reasons for choosing a particular park. In particular, South East and Central respondents cite convenience factors as being more important than other respondents. For example, convenient location (69% South East and 63% Central), good weather (34% South East and 33% Central) and availability of campsites (69% South East and 68% Central) are all rated higher by South East and Central respondents. Central respondents (94%) are also more likely to rate good campsites as an important reason for picking the park when compared to other respondents. When it comes to scenery and remoteness reasons, South East respondents rate these characteristics lower than other regional respondents (94% and 82% respectively). North West (60%) and Algonquin (58%) respondents are more likely to rate tradition as an important factor; and North East (53%) respondents are the most likely to say that recommendations are important. Consistent with responses above, North West respondents (67%) rate good fishing as more important than other respondents. North East respondents (81%) rate good backpacking/hiking as more important than other respondents and are far more likely to say (65%) that a good hiking trail network was important. Additionally, canoe routes are rated more importantly by North West respondents (94%); while Algonquin respondents are more likely than other respondents to say that access points are important (58%), and that equipment rental/outfitter services are available (54%). When given the opportunity to include their own reason for choosing backcountry parks, respondents reiterated the importance of parks being quiet, private and remote (97%).



Table 12: Reasons for Visiting

	Overall	North West	North East	Algonquin	Central	South East
		A	B	C	D	E
The Scenery	97%	99% _{CE}	99% _{CDE}	97% _E	98% _E	94%
The Unspoiled Nature	96%	99% _{CDE}	98% _{CDE}	95% _E	94%	93%
The Remoteness	92%	99% _{BCDE}	94% _{DE}	93% _{DE}	89% _E	82%
Enjoyed Previous Visit	91%	92%	91%	92% _F	91%	89%
Good Canoeing	91%	96% _{BCDE}	90% _E	92% _{DE}	87%	85%
Good Canoe Routes	90%	94% _{BCDE}	90% _F	91% _{DE}	87% _F	80%
Lack of Crowding	89%	97% _{BCDE}	89%	88%	92% _{CE}	89%
Good Campsites	88%	74%	90% _A	89% _A	94% _{ABCE}	88% _A
See Wildlife/Study Nature	81%	86% _{BCE}	83% _{DE}	83% _{DE}	74%	70%
Well Run/Clean	76%	78% _{AE}	72%	79% _{BDE}	74%	71%
To be with Friends/Family	64%	65% _B	55%	65% _B	64% _B	64% _B
Good Backpacking/Hiking	59%	30%	81% _{ACDE}	59% _{AD}	42% _A	63% _{ACD}
Good Swimming/Beaches	59%	34%	64% _{AC}	57% _A	72% _{ABCE}	65% _{AC}
Availability	58%	54%	57%	55%	68% _{ABC}	69% _{ABC}
Traditional Location	55%	60% _{BDE}	44%	58% _{BDE}	51% _B	52% _B
Many Access Points	51%	43% _D	46% _{DE}	58% _{ABDE}	35%	41% _D
Equipment Rental/Outfitter Services	47%	36%	46% _{ADE}	54% _{ABDE}	35%	36%
Recommended	45%	46%	53% _{ACD}	42%	47% _C	51% _C
Good Hiking Trail Network	42%	15%	65% _{ACDE}	40% _{AD}	24% _A	49% _{ACD}
Convenient Location	40%	22% _B	17%	38% _{AB}	63% _{ABC}	69% _{ABCD}
Backcountry is Managed/Patrolled	38%	28%	36% _A	41% _{ABE}	39% _A	35% _A
Good Fishing	30%	67% _{BCDE}	12%	27% _B	33% _{BC}	32% _{BC}
Cultural/Historical Features	28%	39% _{BCDE}	27% _{DE}	30% _{DE}	18%	19%
Good Kayaking	27%	15%	27% _A	24% _A	45% _{ABCE}	33% _{ABC}
Good Weather	26%	18%	22%	25% _A	33% _{ABC}	34% _{ABC}
Try Different Park	24%	19%	33% _{AC}	17%	33% _{AC}	38% _{ABC}
On the Way	5%	5%	4%	5%	4%	6%
Backcountry Cabins for Rent	4%	1%	2% _A	5% _{ABE}	4% _A	3% _A
Quiet/Privacy/Remote*	97%	89%	100%	100%	100%	88%

Q24-26: How important were the following reasons for why you visited [Q1] for this trip? (Check one circle for each reason that best represents your feeling on the scale) (The scenery, n=7411; The unspoiled nature, n=7411; The remoteness, n=7371; Enjoyed Previous Visit, n=6519; Good canoeing, n=7246; Good Canoe Routes, n=7189; Lack of crowding, n=7353; Good Campsites, n=7458; Opportunities to see wildlife/study nature, n=7372; Park Well Run/Clean, n=7222; To be with Friends/Family, n=6151; Good backpacking/hiking, n=5992; Good swimming/beaches, n=6848; Availability, n=6584; Traditional Location, n=6202; Many Access Points, n=6928; Equipment Rental, n=6002; Recommended, n=5745; Good Trail Network, n=5956; Convenient Location, n=7319; Managed/Patrolled, n=7322; Good fishing, n=6678; Cultural/historical features, n=6844; Good kayaking, n=4290; Good Weather, n=6856; Try Different Park, n=5522; On the Way, n=5303; Backcountry Cabins, n=4705; Quiet/Privacy/Remote, n=56) Q1_Recode: Park Zone (bases vary for each subgroup and by item) Note: Caution should be taken when interpreting results with small or very small base sizes.



6.5 Trip Experience

6.5.1 Summary of Results

While backcountry camping allows visitors to access Ontario's wilderness in rewarding ways, increased usage may risk disturbing the natural environment and impacting the experience of other campers. While backcountry respondents sometimes appear to have noticed the impacts of humans on the wilderness most were not likely to report feeling disturbed as a result. One exception stands out, as across the province (although less so in North West), respondents note that they are disturbed by the amount of garbage or litter they saw on their trip. Moreover, while the proportion of respondents who mentioned this problem is small, it is worth noting that those respondents who said they witnessed unauthorized activities (camping without permit, unauthorized boating) report high levels of disturbance. As such, Ontario Parks may wish to investigate strategies for enforcing activities within the park and working with campers to ensure that littering is minimized or altogether prevented.

This generally positive picture is reinforced by high ratings for a variety of park services. In general, a strong majority of backcountry respondents report top ratings for a number of park services. There is some room for improvement across the province when it comes to the cleanliness of pit toilets or outhouses; but even here respondents tend to provide top ratings. Some differences do emerge between the zones, however, as Central and South East respondents tend to provide slightly lower ratings for park services. For Central parks, improvement initiatives may be centered around the check-in process, staff availability and pleasantness, as well as parking. In South East, respondents report lower ratings for the quality of backcountry sites when compared to other respondents. As a result, Ontario Parks may wish to take some steps to improve sites in these parks. Finally, while Algonquin typically scores well, there is some room to improve in the cleanliness and condition of campground sites and facilities. Notwithstanding these suggestions, across the province, backcountry respondents report high ratings for their overall experience, as well as report that they are likely to return; both positive outcomes for Ontario Parks.

6.5.2 Detailed Findings

Typically, respondents do not suggest that they have been disturbed by the impacts of human use. In fact for each of the items in *Table 13* below, as many as 38% of respondents did not report even seeing the impact of various human uses. That said, it is worth noting that a number of respondents opted to mention that litter or garbage were observed on their trip and that they were disturbed by this (82% of those that included this option said they were disturbed by the presence of litter/garbage on their trip). Notably, Central (29%) respondents are more likely than all other respondents to say that they were disturbed by seeing or hearing motorboats while in the backcountry. While the proportion of respondents who were disturbed remains low, Algonquin (11%) respondents are more likely to say they were disturbed by the number of groups they saw travelling in the same direction that they were travelling. This is also evidenced by the higher than average number of people Algonquin respondents (average of 4.1) report seeing each day (see *Table 14*). Finally, it is worth noting that on each metric, North West respondents report being disturbed with the lowest frequency and, on average, encounter fewer groups of people daily than any other zone.



Table 13: Perceived Disruption of Human Use

	Not Observed	Disturbed (Top 2 Box)	North West	North East	Algonquin	Central	South East
			A	B	C	D	E
Heard / saw motorized off-road vehicles	38%	5%	1%	4% _A	5% _A	4% _A	7% _{ABCD}
Heard / saw logging activities (e.g. trucks, skidders, chainsaws)	38%	4%	1%	2%	6% _{ABDE}	3% _A	3% _A
Heard / saw road traffic	33%	4%	1%	3% _A	5% _{ABE}	3% _A	3% _A
Dog related problems (e.g. barking)	28%	3%	1%	5% _A	3% _A	5% _{AE}	3% _A
Unauthorized tables, shelters, boat caches, etc.	23%	3%	2%	3%	4%	3%	3%
Heard / saw motorboats	17%	20%	7%	19% _A	20% _A	29% _{ABCE}	22% _A
Nuisance wildlife (e.g. raccoons, bears, rodents)	17%	3%	1%	2% _A	2% _A	4% _{ABC}	8% _{ABCD}
Visible lodges, camps, cottages, campgrounds, etc.	14%	9%	1%	14% _{AC}	8% _A	16% _{ACE}	12% _{AC}
Number of trails, roads, bridges, etc.	12%	3%	1%	2%	5% _{ABDE}	2%	2% _A
Heard / saw aircraft	10%	7%	8% _E	8% _{CE}	6%	11% _{CE}	5%
Heard /saw persons from campsite	9%	11%	5%	6%	12% _{AB}	11% _{AB}	15% _{ABCD}
Number of other groups of people travelling in the same direction as me	4%	9%	6%	7%	11% _{ABDE}	6%	6%
Lack of clean/ usable pit latrines/ privy boxes/ outhouses**	6%	64%	75%	63%	44%	100%	80%
Lack of/ destroyed/ overused wildlife/ park amenities**	5%	73%	67%	71%	72%	100%	80%
People camping/ using boats unauthorized/ without permit**	3%	83%	n/a	100%	82%	n/a	83%
Litter/ garbage	3%	82%	68%	86%	85% _A	82%	77%

Q33: During this trip in the backcountry of [Q1], how disturbed did you feel because of any of the following human use impacts? (For each impact, check on circle that best represents your feelings on the numbered scale) (Motorized off-road vehicles, n=7376; Logging, n=7400; Road traffic, n=7394; Dog problems, n=7398; Unauthorized tables etc., n=7406; Motorboats, n=7439; Nuisance wildlife, n=7410; Visible lodges etc., n=7422; Number of trails etc., n=7427; Aircraft, n=7425; Persons from campsite, n=7393; Number of groups, n=7428; Lack of clean outhouses etc., n=34; Lack of amenities, n=41; Unauthorized camping etc., n=30; Litter, n=353) Q1_Recode: Park Zone (bases vary for each subgroup and by item) Note: Caution should be taken when interpreting results with small or very small base sizes.



Table 14: Average Number of Groups Encountered Each Day

Mean	Overall	North West	North East	Algonquin	Central	South East
		A	B	C	D	E
# Groups Encountered Daily	3.6	1.9	3.4 ^{AE}	4.1 ^{ABE}	3.9 ^{ABE}	2.9 ^A

Q34: On average, how many groups of other people did you meet per day? (Fill in the blank) (n=6830)
 Q1_Recode: Park Zone (n=8320)

Consistent with the results above, reports of feeling crowded are relatively low (Table 15). As we might expect, the highest reported crowding experience (23%) occurs at access and departure points. However, this result is primarily driven by respondents who visited parks in the Algonquin or Central zone (both at 27%). It is also worth noting that Algonquin respondents typically report higher than average crowding experience ratings for each of the metrics, while the opposite is true for the North West.

Table 15: Crowding

Crowded (Top 2 Box)	Overall	North West	North East	Algonquin	Central	South East
		A	B	C	D	E
At access / departure points	23%	15%	15%	27% ^{ABE}	27% ^{ABE}	13%
At portages	18%	10%	17% ^{AE}	22% ^{ABF}	20% ^{AF}	10%
At campsites / cabins	12%	7%	10% ^{AD}	13% ^{ABD}	6%	13% ^{AD}
On the water	10%	6%	10% ^A	11% ^{AE}	12% ^A	9% ^A
On the trail	7%	3%	11% ^{ACDE}	8% ^{ADE}	3%	4%

Q35: On average, how crowded did you feel at each of the following backcountry locations on this [Q1] trip? (For each item, check one circle that best represents your feelings on the numbered scale) (Access/Departure, n=7372; Portages, n=6231; Campsites/Cabins, n=6737; On the Water, n=7106; On the Trail, n=5120)
 Q1_Recode: Park Zone (bases vary for each subgroup and by item)



Ratings of various park services are quite high (*Table 16*). Across the province, ratings for park staff being courteous are highest with over nine-in-ten (93%) backcountry respondents reporting top ratings for this metric. Similar results are recorded for respondents feeling secure within the park (91%). Notably, staff helpfulness (89%), backcountry campsites (89%) and parking at access points (89%) also receive top ratings frequently. While ratings are consistently high for most items across each zone, it is worth noting that Central respondents often report ratings that are on par or below many other zones. For example, Central respondents (81%) rate the availability of parking lower than all other respondents and when it comes to ease of check-in, Central ratings fall 18% below the Algonquin ratings. When it comes to firewood availability only two-thirds (65%) report top ratings. That said, North West respondents rate this metric higher than all other respondents (82%). Interestingly, respondents who visited South East parks report the lower ratings on many of the metrics measured when compared to North West, North East and Algonquin respondents, including quality of backcountry campsites (82% South East) and equipment rental services (65% South East).

Table 16: Park Services Ratings

Top 2 Box	Overall	North West	North East	Algonquin	Central	South East
		A	B	C	D	E
Park staff courtesy	93%	89%	90%	95% _{ABDE}	87%	93% _{AD}
Feeling of security within the park	91%	94% _{BCD}	91%	91%	89%	91%
Park staff helpfulness	89%	87% _{BD}	83% _D	91% _{ABDE}	79%	88% _{BD}
Backcountry campsites (e.g., drainage, size, privacy)	89%	91% _E	89% _E	90% _E	88% _E	82%
Parking at access points	89%	89% _D	89% _D	90% _{DE}	81%	87% _D
Ease of Check-In	87%	82% _D	85% _D	91% _{ABDE}	73%	83% _D
Outfitter services	87%	92% _{DE}	89% _{DE}	89% _{DE}	67%	70%
Park staff availability	86%	86% _{BDE}	80% _D	90% _{ABDE}	75%	82% _D
Ease of finding campsites	86%	87% _B	80%	87% _B	85% _B	88% _B
Equipment rental services (e.g., boats, bikes)	85%	90% _{DE}	88% _{DE}	88% _{DE}	68%	65%
Park brochures / tabloid	80%	77%	82% _{DE}	83% _{ADE}	76%	74%
Ease of making a reservation	80%	81% _{BDE}	67%	86% _{ABDE}	70%	71%
Control of dogs	79%	87% _{BCDE}	79%	79%	79%	79%
Control of noise from other campers	77%	88% _{BCDE}	82% _{CDE}	75%	76%	75%
Enforcement of park rules	73%	82% _{BC}	75% _C	70%	78% _C	78% _C
Firewood availability	65%	82% _{BCDE}	67% _C	61%	64%	67% _C

Q36-37: Based on this [Q1] backcountry trip, please rate the following. (For each item, check one circle that best represents your feelings on the numbered scale) (Courtesy, n=7190; Security, n=7014; Helpfulness, n=7214; Campsites, n=7296; Parking, n=6991; Check-in, n=7347; Outfitter services, n=3447; Availability, n=6959; Ease of finding campsites, n=7277; Equipment rental, n=3075; Park brochures, n=5471; Reservation, n=7216; Control of dogs, n=2348; Control of noise, n=5676; Enforcement of park rules, n=5200; Firewood availability, n=6653) Q1_Recode: Park Zone (bases vary for each subgroup and by item)



At the overall level, backcountry respondents report generally positive ratings for each of the metrics in *Table 17* below. Most notably for the cleanliness of the rest of park (95%) and condition of other park buildings/facilities (93%). Lowest ratings are reported for the cleanliness (73%) and condition (71%) of pit toilets or outhouses with results being fairly consistent across each zone. When it comes to the condition and cleanliness of the park or park facilities, Algonquin respondents consistently provide lower ratings than other park respondents. This trend is most pronounced when it comes to the cleanliness of backcountry campsites (77% of Algonquin respondents report top ratings). However, Algonquin respondents are more likely than all other respondents to report top ratings when it comes to signage along portage trails (83%) and through the rest of the park (89%).

Table 17: Park Facilities Ratings

	Overall	North West	North East	Algonquin	Central	South East
		A	B	C	D	E
Cleanliness of rest of park	95%	99% _{BCDE}	96% _{CD}	94%	94%	95%
Condition of other park buildings / facilities	93%	94% _D	94% _D	94% _D	86%	94% _D
Condition of hiking trails	88%	72%	89% _{AD}	88% _{AD}	81%	88% _{AD}
Signage in rest of park	86%	79%	76%	89% _{ABDE}	85% _B	84% _B
Condition of portage trails	85%	73%	88% _A	86% _A	85% _A	87% _A
Roads in park	81%	74%	78%	80%	89% _{ABC}	86% _{ABC}
Cleanliness of backcountry campsites	80%	86% _{CD}	87% _{CD}	77%	81% _C	85% _{CD}
Signage along hiking trails	80%	62%	76%	81% _{AB}	76%	84% _{ABD}
Condition of backcountry campsites (damage from overuse)	78%	82% _C	84% _{CD}	74%	79% _C	83% _{CD}
Signage along portage trails	77%	39%	64% _A	83% _{ABDE}	76% _{AB}	78% _{AB}
Cleanliness of pit toilets / outhouses	73%	73%	73%	72%	77% _C	74%
Condition of pit toilets / outhouses	71%	72%	70%	70%	75% _{BC}	73%

Q38: Based on this [Q1] backcountry trip, please rate the following. (For each item, check one circle that best represents your feelings on the numbered scale) (Cleanliness of campsite, n=7314; Condition of campsite, n=7262; Cleanliness of pit toilets, n=6614; Condition of pit toilets, n=6618; Cleanliness of rest of park, n=7093; Condition of other park buildings, n=5164; Roads in park, n=5698; Signage along hiking trails, n=3283; Signage in rest of park, n=5504; Condition of hiking trails, n=3187; Signage along portage trails, n=5563; Signage in rest of park, n=5504; Condition of hiking trails, n=3187; Condition of portage trails, n=5960) Q1_Recode: Park Zone (bases vary for each subgroup and by item)



Given the high ratings noted above, it should be no surprise that over nine-in-ten (96%) report top ratings for their overall visit experience and that they are likely to return for another visit (95% report top ratings). Importantly, both of these results are consistent across each of the zones suggesting that across the province Ontario Parks is providing a top notch backcountry experience that keeps campers coming back (*Table 18*).

Table 18: Park Experience

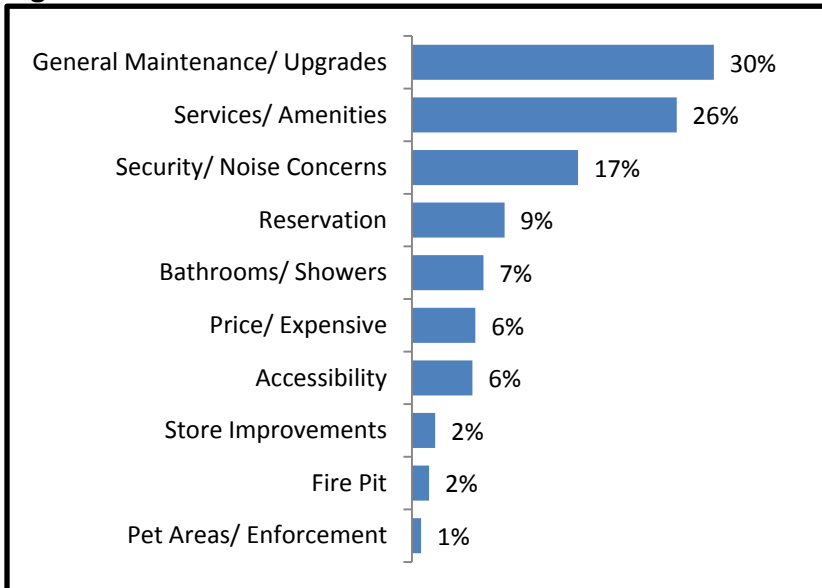
Top 2 Box	Overall	North West	North East	Algonquin	Central	South East
		A	B	C	D	E
Overall visit experience	96%	98% _{DE}	97% _{CDE}	96% _E	95%	93%
Likelihood of returning for another visit	95%	95% _{DE}	96% _{DE}	96% _{DE}	93%	92%
Preservation of natural surroundings	90%	97% _{BCDE}	94% _{CDE}	89%	88%	87%
Value for money spent	85%	80%	91% _{ACDE}	86% _{AE}	85% _{AE}	78%
Feeling of solitude within the park	75%	91% _{BCDE}	81% _{CDE}	74% _{DE}	70%	70%
Lack of crowding	74%	89% _{BCDE}	79% _C	70%	75% _C	77% _C

Q39: Based on this [Q1] backcountry trip, please rate the following. (*For each item, check one circle that best represents your feelings on the numbered scale*) (Overall Experience, n=7274; Likelihood of Return, n=7222; Preservation, n=7267; Value, n=7270; Solitude, n=7266; Crowding, n=7228) Q1_Recode: Park Zone (bases vary for each subgroup and by item)



Against these positive results, respondents recommended a number of areas where park services or facilities could be improved (*Figure 24*). General maintenance or upgrades (30%) is top of mind for many respondents, followed by improved services or amenities (26%). Among those that mentioned the need for general maintenance or upgrades, the need for cleaner sites (15%) and better signage (13%) are most frequently cited. Comments are far more varied among those who mentioned the need for improved services or amenities, but information seems to be a key issue. In particular, mentions regarding the quality and communication of information (7%), knowledge of staff (6%) and ease/quality of online information (3%) are the most frequently mentioned issues.

Figure 24: Additional Comments



Q40: Do you have any additional comments/suggestions regarding [Q1] park services and facilities that would have improved your visit? (*Specify*) (n=3962) Note: Higher level codes are reported.

6.6 Trip Expenditures

6.6.1 Summary of Results

By far, those who visit North West parks spend the most on their trip. This is not, however, surprising as they are the more likely to have traveled long distances, stay in the park for longer periods of time, and are more likely to employ the services of a guide or outfitter. In contrast, South East respondents tend to spend less than many other respondents.

6.6.2 Detailed Findings

Given the dramatic regional differences in trip expenditures, it is worth focusing in on each zone rather than looking at the provincial average (*Table 19*). Results indicate that North West respondents spend on average far more than all other respondents (an average total of \$2,523). For those who visit North West parks, the top expenses include guiding and outfitter services (an average of \$938), other transportation (an average of \$760), park fees (an average of \$442) and equipment rental (an average of \$315). In contrast, the

remaining zones show a consistent pattern with top expenditures including equipment rental (\$170 for North East, \$202 for Algonquin, \$107 for Central and \$67 for South East), food and beverages from stores (\$157 for North East, \$146 for Algonquin, \$131 for Central and \$102 for South East), park fees (\$147 for North East, \$138 for Algonquin, \$108 for Central and \$97 for South East) and gasoline (\$151 for North East, \$122 for Algonquin, \$105 for Central and \$74 for South East). Of these group expenses, respondents report spending an average of \$395 while North West respondents report an average trip expense of \$998 (Table 20).

Table 19: Trip Costs to Group

Mean \$	Overall	North West	North East	Algonquin Park	Central	South East
		A	B	C	D	E
Gasoline, oil, etc.	\$130	\$278 _{BCDE}	\$151 _{CDE}	\$122 _{DE}	\$105 _E	\$74
Vehicle rental	\$46	\$128 _{BCDE}	\$38 _{DE}	\$45 _{DE}	\$16	\$22
Other transportation (e.g. airfare, bus, train tickets)	\$152	\$760 _{BCDE}	\$77 _{DE}	\$106	\$14	\$18
Park fees (e.g. for campsite, backcountry, reservation)	\$157	\$442 _{BCDE}	\$147 _{DE}	\$138 _{DE}	\$108	\$97
Other accommodation (e.g. motel, private campground)	\$62	\$190 _{BCDE}	\$73 _{CDE}	\$45 _{DE}	\$10	\$8
Food / beverages from stores	\$143	\$191 _{BCDE}	\$157 _{DE}	\$146 _E	\$131 _E	\$102
Food / beverages at restaurants	\$68	\$161 _{BCDE}	\$70 _{DE}	\$62 _{DE}	\$44 _E	\$29
Fishing bait	\$10	\$47 _{BCDE}	\$2	\$6 _B	\$7 _B	\$7 _B
Firewood	\$6	\$1	\$4 _A	\$7	\$7 _{AB}	\$9 _{AB}
Equipment rental	\$183	\$315 _{BCDE}	\$170 _{DE}	\$202 _{BDE}	\$107 _E	\$67
Guiding and outfitter services	\$149	\$938 _{BCDE}	\$14	\$53 _{BDE}	\$5	\$12
Attractions and entertainment	\$4	\$17 _{BCDE}	\$4	\$3	\$0	\$3
Other (e.g. souvenirs)	\$39	\$128 _{BCDE}	\$33 _{DE}	\$32 _{DE}	\$9	\$15
TOTAL GROUP COST	\$784	\$2523 _{BCDE}	\$702 _{DE}	\$696 _{DE}	\$446 _E	\$361

Q42: Costs to your entire group (including your own costs) for the entire trip to [Q1]. (Fill in only the blanks that apply or that you can remember) (Gasoline, n=6759; Vehicle rental, n=3068; Other transportation, n=2990; Park fees, n=6819; Other accommodation, n=3294; Food/beverages from stores, n=6207; Food/beverages from restaurants, n=4982; Fishing bait, n=3252; Firewood, n=3256; Equipment rental, n=4481; Guiding and outfitter services, n=3074; Attractions and entertainment, n=2761; Other, n=3199; Total, n=6940) Q1_Recode: Park Zone (bases vary for each subgroup and by item)



Table 20: Trips costs of Respondent

Mean \$	Overall	North West	North East	Algonquin	Central	South East
		A	B	C	D	E
Cost for Respondent	\$395	\$998 _{BCDE}	\$374 _{DE}	\$379 _E	\$243 _E	\$190

Q43: How much of the TOTAL GROUP COST for the entire trip did YOU alone pay? (Fill in the blank) (n=6877) Q1_Recode: Park Zone (bases vary for each subgroup and by item)

Once again, those who visited North West parks are more likely to report higher trip costs than those who visited other parks across the province (Table 21). However, across the province, equipment rental (average of \$175) emerges as the most expensive; although North West respondents report spending far more on guiding or outfitting services (an average of \$929).

Table 21: Trips Costs to Group within 40km of Park

Mean \$	Overall	North West	North East	Algonquin	Central	South East
		A	B	C	D	E
Gasoline, oil, etc.	\$46	\$47 _E	\$48 _E	\$49 _E	\$44 _E	\$33
Vehicle rental	\$16	\$25 _E	\$11	\$20	\$10	\$3
Other transportation (e.g. airfare, bus, train tickets)	\$16	\$53 _{CDE}	\$22	\$13	\$2	\$3
Park fees (e.g. for campsite, backcountry, reservation)	\$153	\$453 _{BCDE}	\$148 _{CDE}	\$129 _{DE}	\$105 _E	\$81
Other accommodation (e.g. motel, private campground)	\$38	\$91 _{BCDE}	\$56 _{CDE}	\$32 _{DE}	\$7	\$8
Food / beverages from stores	\$46	\$55	\$42	\$46	\$42	\$43
Food / beverages at restaurants	\$55	\$75 _{BDE}	\$51 _{DE}	\$63	\$33 _E	\$21
Fishing bait	\$3	\$8 _{BC}	\$1	\$3 _B	\$4 _B	\$5 _{BC}
Firewood	\$5	\$1	\$4 _A	\$4 _A	\$7 _{ABC}	\$8 _{ABC}
Equipment rental	\$175	\$288 _{BCDE}	\$173 _{DE}	\$191 _{DE}	\$100 _E	\$64
Guiding and outfitter services	\$162	\$929 _{BCDE}	\$20 _D	\$56 _{BDE}	\$5	\$10
Attractions and entertainment	\$2	\$5 _{CDE}	\$2	\$1	\$0	\$1
Other (e.g. souvenirs)	\$30	\$105 _{BCDE}	\$23 _{DE}	\$24 _{DE}	\$7	\$9
TOTAL GROUP COST	\$433	\$1404_{BCDE}	\$370_{DE}	\$386_{DE}	\$229_E	\$183

Q42: Costs to your entire group (including your own costs) for the entire trip to [Q1]. (Fill in only the blanks that apply or that you can remember) (Gasoline, n=6759; Vehicle rental, n=3068; Other transportation, n=2990; Park fees, n=6819; Other accommodation, n=3294; Food/beverages from stores, n=6207; Food/beverages from restaurants, n=4982; Fishing bait, n=3252; Firewood, n=3256; Equipment rental, n=4481; Guiding and outfitter services, n=3074; Attractions and entertainment, n=2761; Other, n=3199; Total, n=6940) Q1_Recode: Park Zone (bases vary for each subgroup and by item)



Among the additional costs associated with a backcountry trip, backcountry respondents report spending the most on equipment (\$311). As before, costs are highest among North West respondents for all categories (*Table 22*).

Table 22: Additional Expenditures

Mean \$	Overall	North West	North East	Algonquin	Central	South East
		A	B	C	D	E
Clothing	\$149	\$311 _{BCDE}	\$158 _{CDE}	\$133 _{DE}	\$103	\$90
Equipment	\$311	\$331 _E	\$332 _{DE}	\$324 _E	\$253	\$252
Accessories	\$76	\$112 _{BCDE}	\$76 _{DE}	\$79 _{DE}	\$50	\$57
Books, Guide Maps	\$24	\$50 _{BCDE}	\$28 _{CDE}	\$20	\$19	\$17
Fishing license fee	\$35	\$88 _{BCDE}	\$14	\$24 _B	\$32 _B	\$19
Other	\$68	\$124	\$62	\$66	\$42	\$53

Q46: Entire Group (including yourself) Additional Expenditures. (*Fill in only the blanks that apply or that you can remember*) (Clothing, n=3067; Equipment, n=4218; Accessories, n=2425; Books, Guides Maps, n=3223; Fishing license fee, n=2244; Other, n=1008) Q1_Recode: Park Zone (bases vary for each subgroup and by item)

6.7 Willingness to Pay

6.7.1 Summary of Results

In order to estimate the surplus value provincial protected areas provide to their visitors beyond their trip expenditures, this survey asked respondents about their additional willingness to pay for their park visit. Given that Ontario Parks is a destination service, and given that some visitors may have a bias towards park fees, both additional total trip costs and park fees were examined. Since trip costs can vary widely depending on distance travelled, type and purpose of the backcountry trip, use of an outfitter service, and camping style (i.e. budget versus luxury), increases in total trip costs were given as a percentage increase rather than an absolute dollar amount.

In terms of total trip cost, the descriptive results suggest that for the vast majority of backcountry respondents a 10% increase would not cause them to change their plans. That is, they would have gone on this particular trip even if the costs were 10% more. That said, once the hypothetical increase reaches 20%, willingness to pay begins to decline. Further, if an increase of 30% is presented, respondents are nearly split in their willingness to pay this additional cost. Interestingly, when prompted to provide the maximum increase respondents would be willing to accept, an average of 34% is reported. Moreover, a double bounded contingent valuation analysis suggests an average maximum willingness to pay of 39.97%. In the interest of providing a conservative recommendation, the results here suggest that a 10% increase may be tolerated by backcountry visitors without negatively impacting the likelihood of respondents returning to backcountry camping in the future.



A similar pattern is observed when it comes to increasing the cost of a park permit per person per night. In particular, when posed with a hypothetical \$2 increase, the majority of respondents say they would have still gone on their planned trip. However, as the permit cost increases to \$3 and then again to \$5, willingness to pay begins to drop off quickly. When prompted to provide the maximum per person per night permit fee increase they would be willing to pay respondents report an average maximum of \$10 suggesting that those who are willing to pay more are very willing to pay more. Moreover, the estimated average maximum of the double bounded contingent valuations analysis is \$5.71. Again, it is recommended that a conservative response is taken on the basis of these results as a large proportion of the population is not willing to tolerate these increases. Thus, as willingness to pay a \$2 increase is relatively high, it may be worth investigating this as a revenue option⁴. As a final suggestion, there appears to be some regional variations in willingness to pay, thus, insofar as Ontario Parks is interested in exploring regional variation in prices, there may be an opportunity to set region specific permit costs.

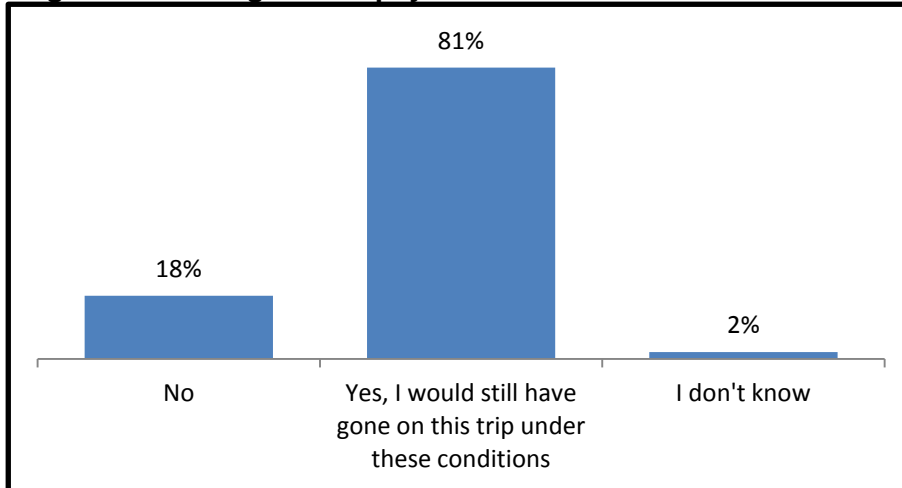
⁴ This conservative recommendation is also based on observations that are discussed later in the report. In particular, results suggest that while respondents may be willing to tolerate increasing costs there is some indication that lower fees may actually increase the frequency of visitations.



6.7.2 Percentage of Total Cost

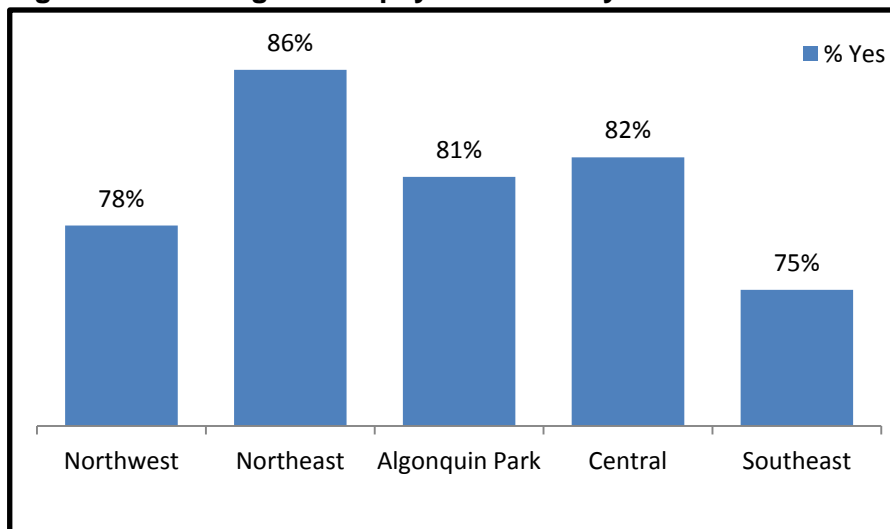
Eight-in-ten (81%) backcountry respondents say they would be willing to pay 10% more for the trip they are being surveyed about (Figure 25). By far, North East (86%) respondents are most willing to say they would tolerate this increase in costs, and while three-quarters of North West (78%) and South East (75%) respondents are willing to pay this additional cost, willingness to pay in these regions is significantly lower (Figure 25a). It is worth noting that those who typically pay the most (North West) and those who typically pay the least (South East) are least likely to accept this increase.

Figure 25: Willingness to pay 10% more



Q49: Instead, suppose your trip costs to [Q1] were 10% higher than what you paid. Under these conditions, would you have still gone on this trip to [Q1]? (Check one circle) (n=5719)

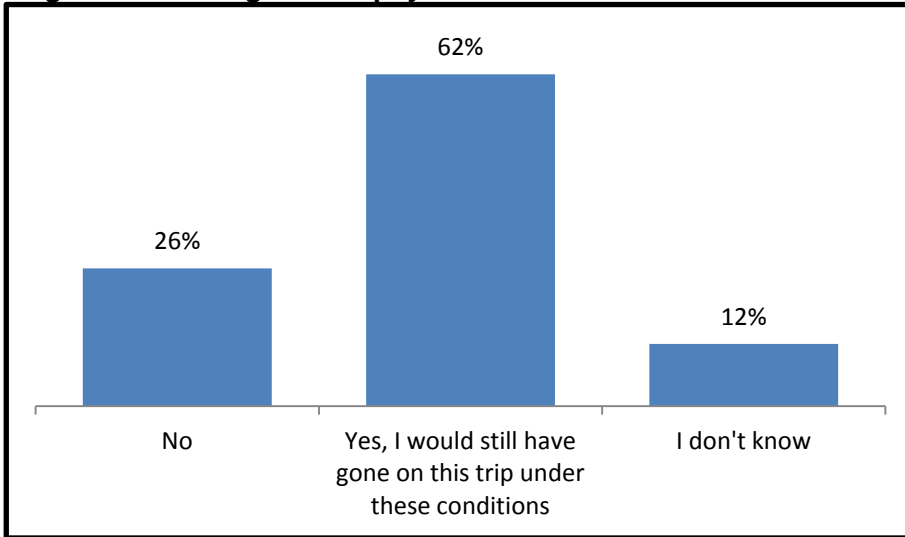
Figure 25a: Willingness to pay 10% more by Zone



Q49: Instead, suppose your trip costs to [Q1] were 10% higher than what you paid. Under these conditions, would you have still gone on this trip to [Q1]? (Check one circle) (Yes, n=4601) Q1_Recode: Park Zone (bases vary for each subgroup)

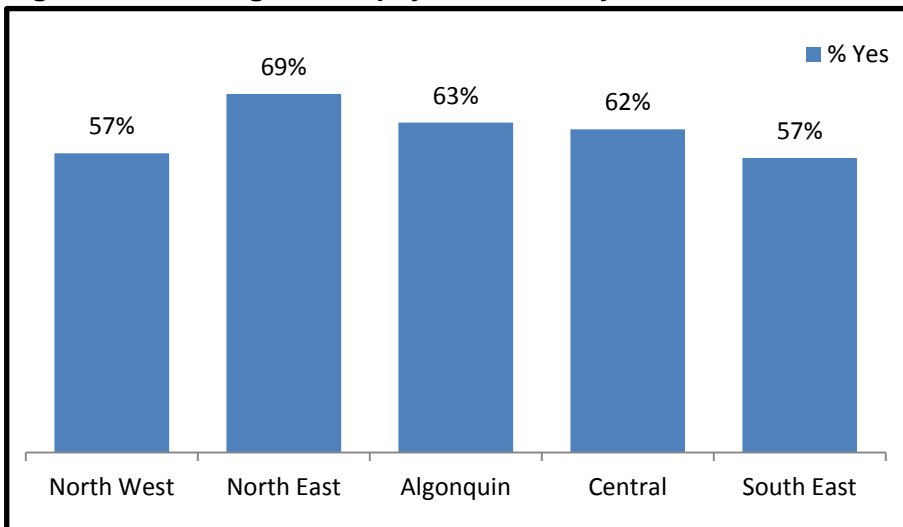
Just over six-in-ten (62%) backcountry respondents say they would be willing to pay 20% more for the trip they are being surveyed about (Figure 26). As per previous responses on willingness to pay by region, those in North East (69%) are more willing to pay 20% more; while those in the North West and South East (both 57%) are willing to pay this additional fee (Figure 26a).

Figure 26: Willingness to pay 20% more



Q47: Suppose that trip conditions were identical to those for the trip on which you received this survey with one exception: Your costs were 20% higher than what you paid. Under these conditions, would you have still gone on this trip to [Q1]? (Check one circle) (n=6976)

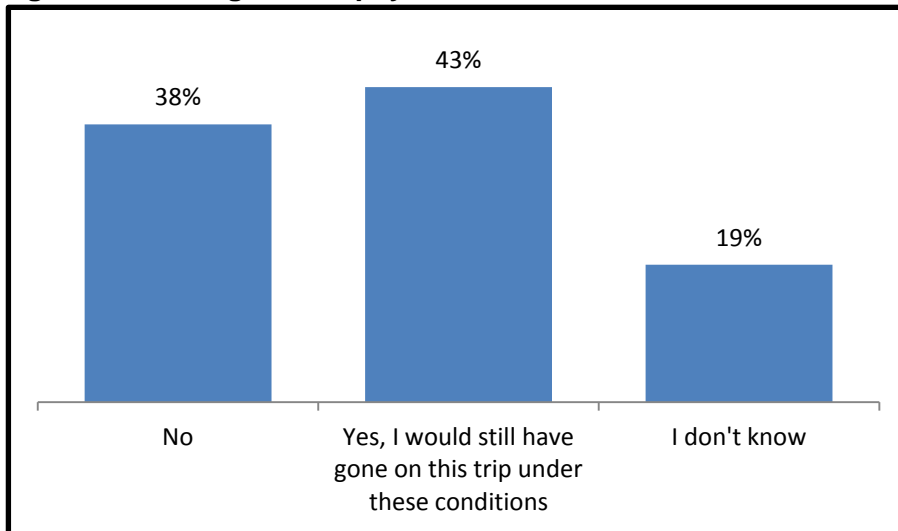
Figure 26a: Willingness to pay 20% more by Zone



Q47: Suppose that trip conditions were identical to those for the trip on which you received this survey with one exception: Your costs were 20% higher than what you paid. Under these conditions, would you have still gone on this trip to [Q1]? (Check one circle) (Yes, n=4348) Q1_Recode: Park Zone (bases vary for each subgroup)

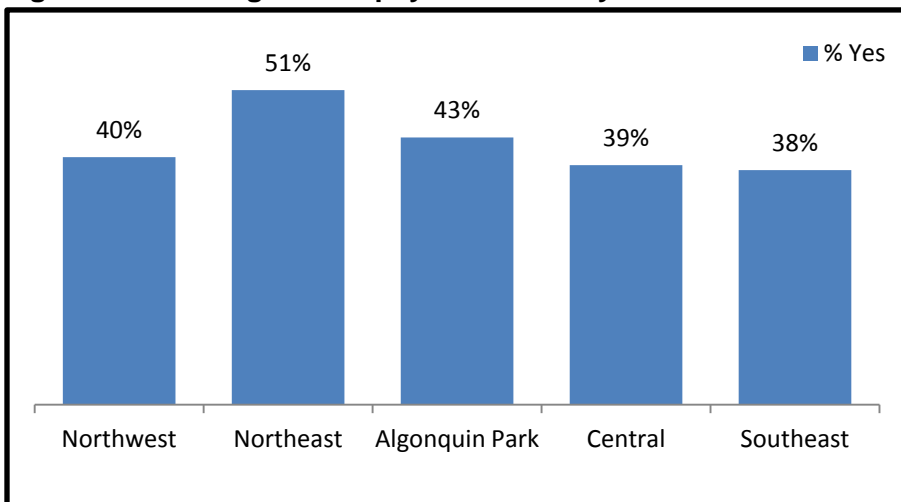
When presented with the scenario of paying an additional 30% for their trip, respondents are generally split with nearly equal proportions of respondents saying they would not be willing to pay the extra cost (38%) and approximately equal proportions reporting they would still have gone under these conditions (43%) (Figure 27). Once again, North East (51%) respondents emerge as most likely to tolerate this increase (Figure 27a).

Figure 27: Willingness to pay 30% more



Q48: Instead, suppose your trip costs to [Q1] were 30% higher than what you paid. Under these conditions, would you have still gone on this trip to [Q1]? (Check one circle) (n=6294)

Figure 27a: Willingness to pay 30% more by Zone



Q48: Instead, suppose your trip costs to [Q1] were 30% higher than what you paid. Under these conditions, would you have still gone on this trip to [Q1]? (Check one circle) (Yes, n=2641) Q1_Recode: Park Zone (bases vary for each subgroup)

When prompted to enter the highest increase in costs that they would be willing to tolerate, backcountry respondents report an average increase of 34%⁵.

To better understand backcountry respondents' willingness to pay a percentage increase in their trip cost, a double bounded contingent valuation analysis was conducted. Briefly⁶, respondents to this survey were presented with a proposed 20% increase and depending on their response they were presented with a 10% or 30% increase. On the basis of the responses to these questions a double bounded contingent valuation analysis estimates the average maximum increase respondents are willing to tolerate. Specifically, using a Logistic Distribution model, the analysis produces a symmetrical curve of the estimated maximum increase for each respondent based on their answers to the hypothetical increases. Results of this analysis suggest that the average maximum increase is 39.97% with a 95% confidence interval of 38.39% to 41.55%. Likewise, as the Logistic Distribution model is symmetrical, the median value is also 39.97%⁷.

When asked to explain why they chose to answer as they did to this series of questions, respondents frequently primarily stressed that the trip was important to them, reporting either that it was still worth the extra cost and so they would continue to backcountry camp (53%); or that it was simply too high and so they would not be willing to backcountry camp any longer (32%) (*Figure 28*).

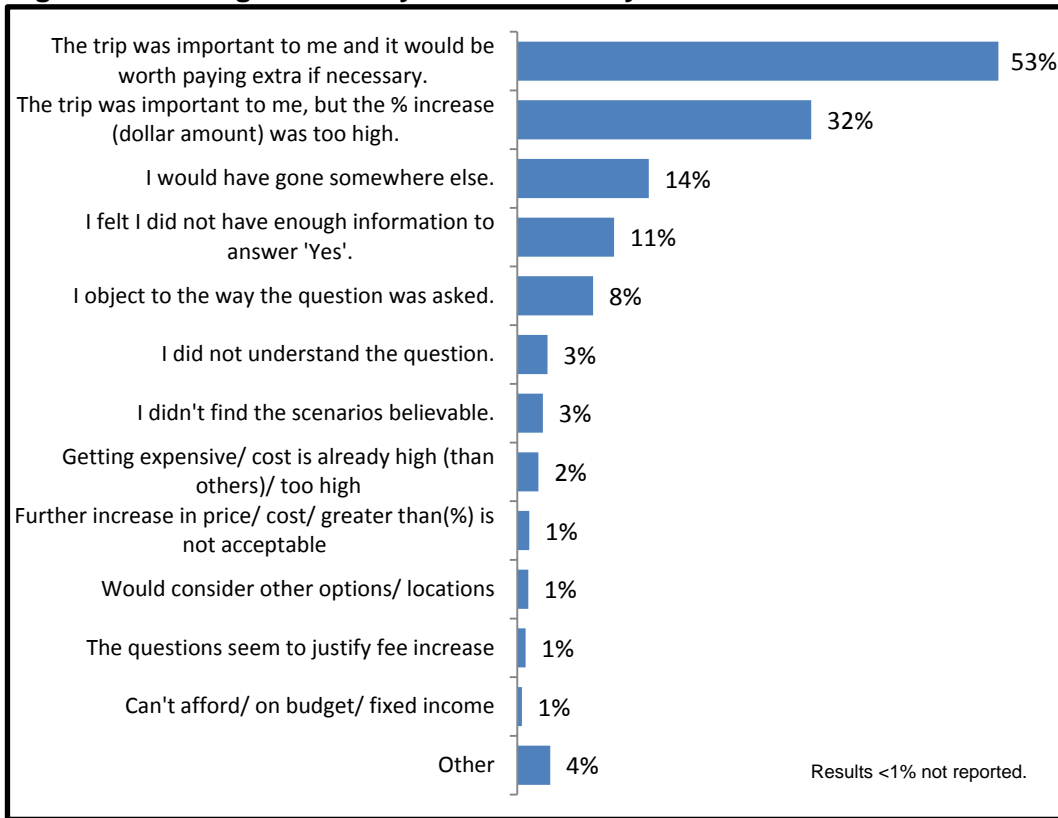
⁵ While the responses to this question were cleaned, responses of up to 150% were permitted.

⁶ Additional details can be found in Appendix C.

⁷ It is worth emphasizing that a symmetrical distribution entails that the average and median are the same. As such, nearly half the population falls on both sides of this estimation.



Figure 28: Willingness to Pay – Reasons Why



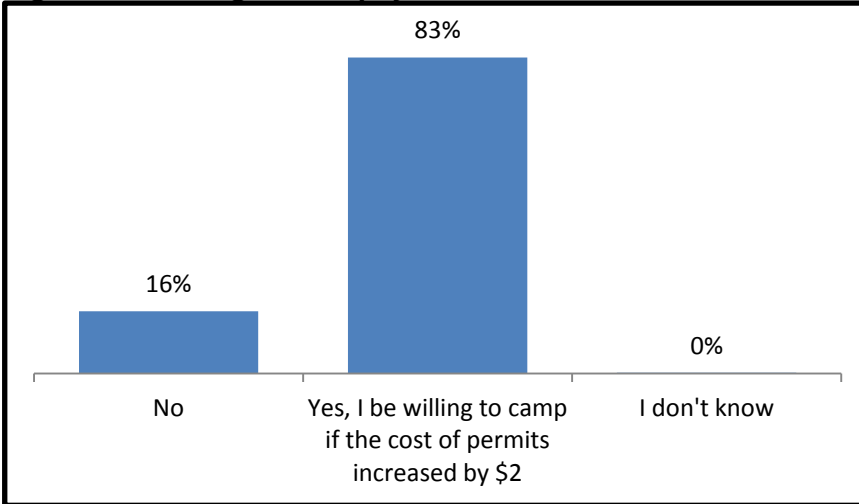
Q51: Please tell us the main reasons why you answered “YES”, “NO”, “I DON’T KNOW”, or “0” to an increase in your trip costs to [Q1]? (Check all that apply) (n=6828)



6.7.3 Increasing Permit Fees

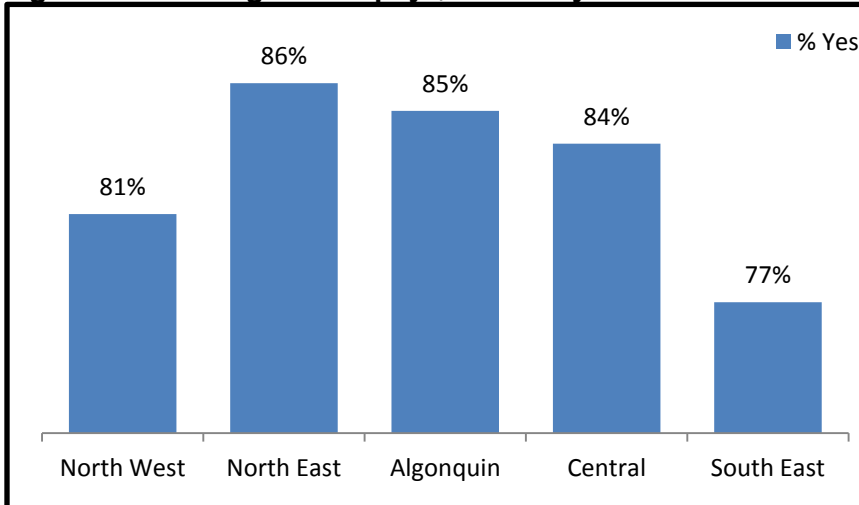
Given the results above, it is not surprising that eight-in-ten (83%) backcountry respondents say they would be willing to pay \$2 more for their camping permit (Figure 29). Results are fairly strong in each zone, although, South East (77%) respondents appear to be less willing to tolerate this moderate increase in permit costs (Figure 29a).

Figure 29: Willingness to pay \$2 more



Q56: Suppose, instead, the backcountry camping fee were to go up by \$2 per person per night (\$14) total. Would you still be willing to backcountry camp in an Ontario provincial park? (Check one circle) (n=6440)

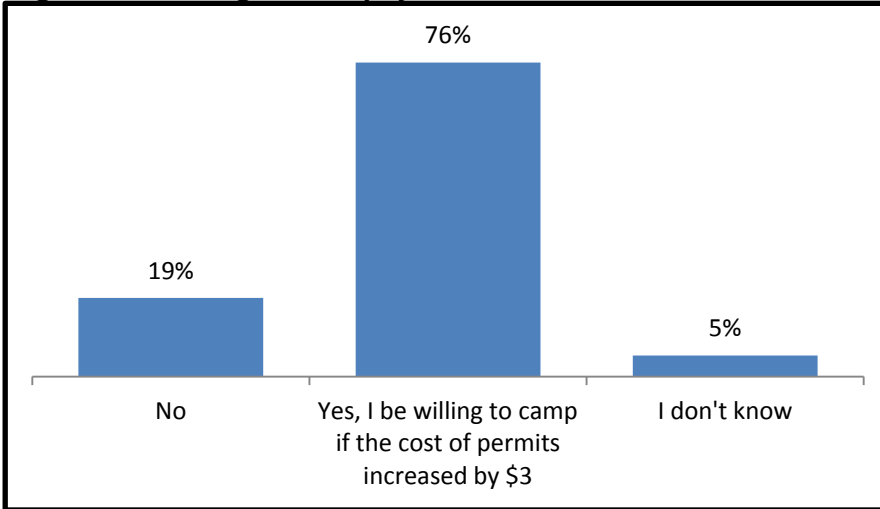
Figure 29a: Willingness to pay \$2 more by Zone



Q56: Suppose, instead, the backcountry camping fee were to go up by \$2 per person per night (\$14) total. Would you still be willing to backcountry camp in an Ontario provincial park? (Check one circle) (Yes, n=5365)
 Q1_Recode: Park Zone (bases vary for each subgroup)

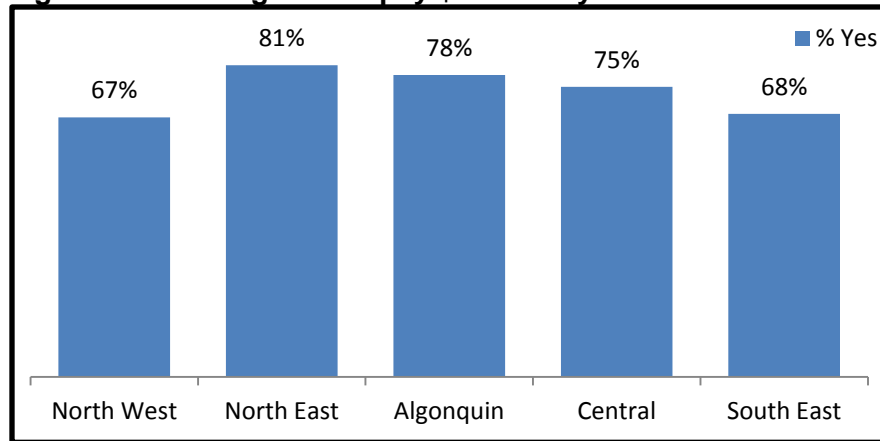
About three-quarters (76%) of backcountry respondents say they would be willing to pay \$3 more per person per night for their backcountry camping permit suggesting that there is substantial support for a modest increase of this sort (Figure 30). By zone, results suggest relatively strong support for an increase of this sort with highest support in the North East (81%) and lowest in North West (67%) and South East (68%). It is worth noting, however, that these results indicate an increase of this sort may result in one third of respondents in North West and South East reconsidering whether backcountry camping is worth the cost (Figure 30a).

Figure 30: Willingness to pay \$3 more



Q54. If the camping fee were to increase by \$3 per person per night (\$15 total), would you still be willing to backcountry camp in an Ontario provincial park? (Check one circle) (n=6908)

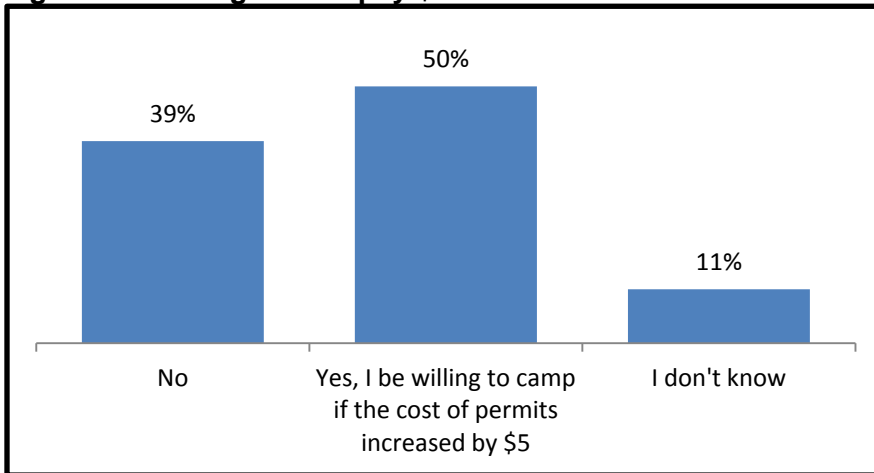
Figure 30a: Willingness to pay \$3 more by Zone



Q54. If the camping fee were to increase by \$3 per person per night (\$15 total), would you still be willing to backcountry camp in an Ontario provincial park? (Check one circle) (Yes, n=5233) Q1_Recode: Park Zone (bases vary for each subgroup)

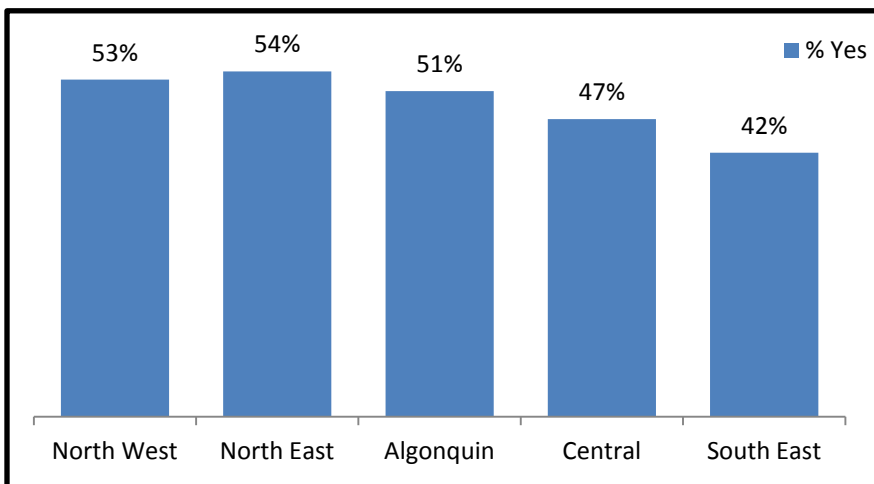
Support for increases to backcountry permits drops substantially when presented with a \$5 per person, per night increase (Figure 31). In fact, only half (50%) of respondents say they would be willing to undertake a backcountry camp in an Ontario provincial park if costs were to reach this level. Moreover Figure 31a shows that support from South East respondents drops to just four-in-ten (42%) and just shy of half (47%) of Central respondents support this increase.

Figure 31: Willingness to pay \$5 more



Q54. Suppose, instead, the backcountry camping fee were to go up by \$5 per person per night (\$17 total). Would you still be willing to backcountry camp in an Ontario provincial park? (Check one circle) (n=6530)

Figure 31a: Willingness to pay \$5 more by Zone



Q54. Suppose, instead, the backcountry camping fee were to go up by \$5 per person per night (\$17 total). Would you still be willing to backcountry camp in an Ontario provincial park? (Check one circle) (Yes, n=1061)
 Q1_Recode: Park Zone (bases vary for each subgroup)

When prompted to report the highest increase they would be willing to tolerate, backcountry respondents report an average of \$10⁸.

As with above, to better understand backcountry respondents' willingness to tolerate an increase in permit costs, a double bounded contingent valuation analysis was conducted⁹. In this case, respondents were presented with an increase of \$3 and depending on their response they were presented with a \$2 or \$5 increase. On the basis of the responses to these questions a double bounded contingent valuation analysis estimates the average maximum increase respondents are willing to tolerate with respect to the costs of park permits. This analysis suggests that on average, backcountry respondents are willing to pay an additional \$5.85 with a 95% confidence interval of \$5.71 to \$5.99. Likewise, as the Logistic Distribution model is symmetrical, the median value is also \$5.85¹⁰.

6.8 Cutbacks & Revenue

6.8.1 Summary of Results

In times of austerity, all government programs or services are facing budget cuts and will need to prioritize areas where reductions will be tolerated by the public. However, it is not surprising to find that the majority of backcountry respondents do not support many cutbacks. Instead, it would appear that increasing revenue through alternate sources may better suit the interests of backcountry campers across Ontario. That said there is some support for increasing the role of volunteers in the park as a way to reduce costs; there is also some indication that backcountry campers may support trimming expenses related to interpretative programs and special events as well as visitor centre hours. While these cutbacks may be explored, backcountry campers also support a variety of revenue generating options. While it may not be feasible to allocate additional tax dollars to Ontario Parks, support for this is high among backcountry campers. However, when it comes to sources of revenue within the control of Ontario Parks, results suggest that backcountry campers would welcome discount passes during off-peak seasons to entice campers to utilize parks outside the standard season. Moreover, backcountry respondents support developing fundraising campaigns such as an alumni fund to help generate revenue through donations. Finally, backcountry respondents tend to show support for increasing revenue through additional fees for special events and expanding park stores to offer additional products, each of which has the potential to generate some revenue for Ontario Parks.

⁸ While the responses to this question were cleaned, responses of up to \$100 were permitted.

⁹ Additional details can be found in Appendix C.

¹⁰ It is worth emphasizing that a symmetrical distribution entails that the average and median are the same. As such, nearly half the population falls on both sides of this estimation.



6.8.2 Detailed Findings

Backcountry respondents are not generally supportive of cutbacks to Ontario Parks (*Table 23*). Among the options presented, the highest degree of support is reported for increasing support of volunteers to help run the park (51%). Notably, only a small proportion of respondents support laying off park employees (6%) and cutting back on safety measures or park regulation enforcement (10%).

Table 23: Support for Cutbacks

Support (Top 2 Box)	Overall
Increase reliance on volunteers to help run the park	51%
Cut back on interpretive programs and special events	41%
Cut back on visitor centre hours of operation	33%
Freeze park fees at current levels, but reduce park services	20%
Cut back on site improvements	18%
Close park campgrounds that cost more to operate than the revenue they take in	13%
Privatize more of the operation of provincial parks	12%
Cut back on public safety / park regulation enforcement	10%
Lay off park employees	6%

Q52: If there is a need for cutbacks, how strongly would you support the following options? (*Check one circle for each option*) (Increase volunteers, n=6726; Cut back on interpretive programs, n=6696; Cut back on visitor centre, n=6699; Freeze park fees, n=6678; Cut back on site improvements, n=6603; Close parks, n=6675; Privatize, n=6698; Cut back on safety/regulation enforcement, n=6661; Lay off park employees, n=6667). Note: Results with small base sizes are not reported.

Backcountry respondents support a variety of options for increasing revenue to Ontario Parks (*Table 24*). The highest degree of support is registered for shifting a portion of existing taxes to help support provincial parks (70%). Additionally, seven-in-ten (69%) also support selling discount passes during off-peak seasons and about two-thirds support developing fund raising campaigns (67%), charging fees for special events (66%) and expanding the variety of items available at park stores (65%). It is worth noting that only a few respondents support increasing private company partnerships (21%), and building premium roofed accommodations with the intention of generating rental revenue (26%). It is also worth noting that while respondents are generally willing to tolerate an increase of \$2-\$5 in the cost of backcountry camping permits, support for actually raising park fees is lower at 35%. Thus, while respondents seem willing to pay an additional fee to continue backcountry camping across the province, these results suggest that many would rather not see this increase come to fruition and would rather explore alternate revenue sources.



Table 24: Support for Revenue Options

Support (Top 2 Box)	Overall
Shift a portion of existing taxes to provincial parks	70%
Sell discount visitor passes for the non-peak visitor periods	69%
Develop fund raising campaigns (e.g., a visitor 'alumni' fund to raise money like universities do)	67%
Charge fees to host special events (e.g., art workshops, musical theater)	66%
Expand variety of park store items for sale (e.g., firewood, ice, local arts / crafts)	65%
Charge more for premium campground campsites	62%
Provide a trip 'rebooking credit', rather than a 'cash rebate', for cancelled trips	61%
Charge additional fees for park interpretive / education programs	47%
Charge higher user fees for non-Ontario visitors	42%
Increase taxes to fund provincial parks	41%
Eliminate fee discounts for seniors during peak park visitor periods	38%
Increase park visitor fees	35%
Build and rent premium roofed accommodation in parks	26%
Increase private company partnerships / advertising in parks	21%

Q53: If there is a need for new sources of park revenue, how strongly would you support the following options? (Check one circle for each option) (Shift taxes, n=6664; Discount passes for off-peak, n=6609; Fund raising, n=6663; Charge for special events, n=6680; Expand park store, n=6675; Charge more for premium campground, n=6675; Rebooking credit, n=6673; Charge additional fees for interpretive/educational programs, n=6669; Higher for non-Ontario residents, n=6686; Increase taxes, n=6636; Eliminate senior discount, n=6672; Increase park visitor fees, n=6669; Build/rent premium roofed accommodations, n=6645; Increase private partnerships/advertising, n=6665;) Note: Results with small base sizes were not reported.

6.9 Fishing Habits

6.9.1 Summary of Results

As expected, North West respondents are most likely to report having fished on their trip. Similarly, the size of the fishing group, the number of days spent fishing, and the number of hours per day fishing is highest among these backcountry respondents. The majority of fishing takes place from non-motorized boats or the shoreline, with the exception of the Central Zone which has a higher incidence of fishing from motorized boats.

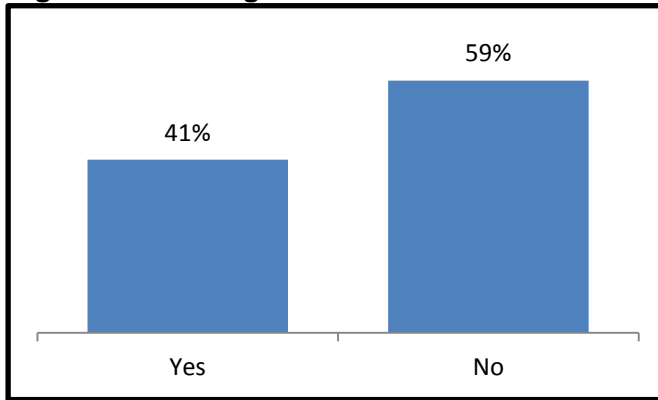
There is some support for restricting fishing practices within backcountry parks in order to avoid the negative impacts of fishing. Support is strongest for restricting the use of large motorboat engines within parks and for restricting the use of live bait. Importantly, while respondents who say they went fishing on their trip consistently report lower levels of support for each restriction, even among this sub-group there appears to be support for restricting the use of large motorboat engines and restricting the use of live bait within the park.



6.9.2 Detailed Findings

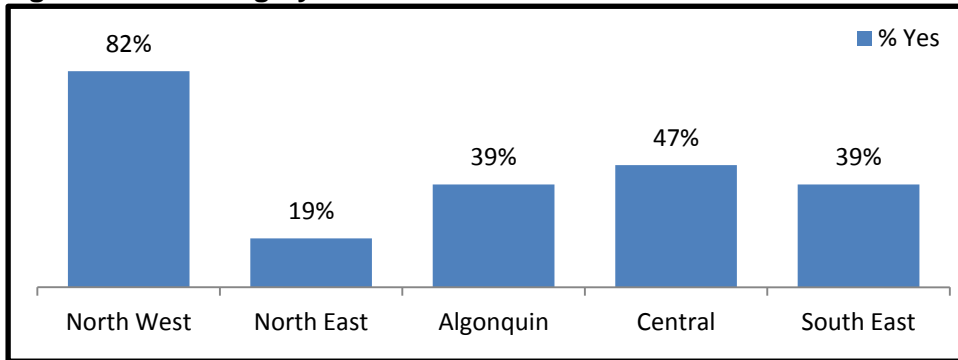
Across the province four-in-ten (41%) report that they went fishing on their backcountry trip (Figure 32). This increases to eight-in-ten (82%) among North West respondents and drops to only two-in-ten (19%) among North East respondents (Figure 32a). Table 25 illustrates that among those who went fishing, the average group size was 3 people, an average of 3 days was spent fishing, and on average, groups would fish for about 3 hours per day. Not surprisingly, North West fishing groups were on average larger (4 people), North West respondents spent on average more days fishing (5 days), and spent more time fishing each day (3.5 hours per day) when compared to other respondents.

Figure 32: Fishing



Q58: Did you fish in the park on this trip? (Check one circle) (n=6907)

Figure 32a: Fishing by Zone



Q58: Did you fish in the park on this trip? (Check one circle) (Yes, n=2795) Q1_Recode: Park Zone (bases vary for each subgroup)

Table 25: Group size, days spent fishing, hours per day fishing

Mean	Overall	North West	North East	Algonquin	Central	South East
		A	B	C	D	E
# People Fishing	2.9	3.8 _{BCDE}	2.5	2.7	2.6	2.6
Days Fishing	3.1	4.9 _{BCDE}	2.5	2.8 _E	2.7 _E	2.4
Hours per day	2.7	3.5 _{BCDE}	2.3	2.5	2.8 _{BC}	2.7

Q59: Including yourself, how many persons in your group spent time fishing in the park? *(Fill in the blank)* (n=2788) Q60: On how many days of this trip did you spend time fishing in the park? *(Fill in the blank)* (n=2782) Q61: On average, about how many hours per day did you fish? *(Fill in the blank)* (n=2783)
Q1_Recode: Park Zone (bases vary for each subgroup)

As shown in *Table 26*, across the province, the majority (82%) of respondents report fishing from a non-motorized boat such as a canoe or kayak; with many (68%) reporting fishing from the shoreline or dock. North West respondents (95%) are more likely than all other respondents to report fishing from a non-motorized boat, whereas North East (80%) respondents are more likely than most to report fishing from the shoreline or dock. It is worth noting that Central respondents are the most likely to say that they were fishing from a motor-boat (although only 26% said this was the case).

Table 26: Fishing Location

	Overall	North West	North East	Algonquin	Central	South East
		A	B	C	D	E
Nonmotorized boat (e.g., canoe, kayak)	82%	95% _{BCDE}	80% _D	82% _D	61%	80% _D
From the shoreline / dock	68%	63%	80% _{ACE}	66%	72% _A	71% _A
Motorboat	7%	0%	1%	7% _{AB}	26% _{ABCE}	7% _{AB}
In the water wearing chest / hip waders	2%	2%	-	2%	1%	1%

Q62: From which of the following did you fish? *(Check all that apply)* (n=2770). Q1_Recode: Park Zone (bases vary for each subgroup). Note: Results <1% not reported.



Backcountry respondents report having caught and kept a variety of fish (*Table 27*). On average, Smallmouth bass (average of 7.6), Northern pike (average of 6) and Walleye (average of 5.2) are the most frequently caught fish. Results suggest that Walleye (average of 3.6) and Brook trout (average of 3.5), when caught, are the most frequently kept fish.

Table 27: Fish Caught and Kept

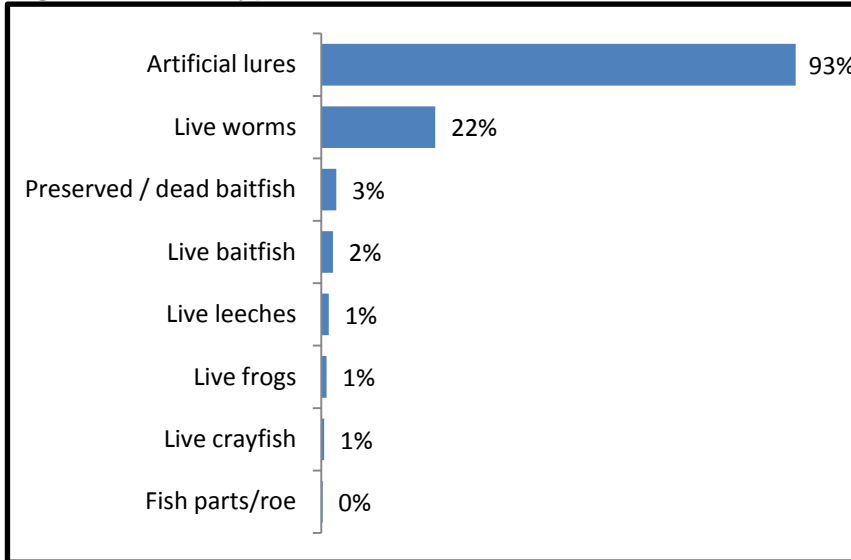
Fish Type	Average # Fish Caught	Average # Fish Kept
Smallmouth bass	7.6	1.7
Northern pike	6	1
Walleye (pickerel)	5.2	3.6
Largemouth bass	4.4	1.6
Brook trout (speckled)	3.3	3.5
Lake trout	3.2	2.1
Rock bass	3.2	0.3
Yellow perch	2.2	0.5
Pumpkinseed	1.9	0*
Unknown	1.2	0.5*
Bluegill	1.1	0.1**
Catfish / bullhead	0.6	0.3**
Crappie	0.6	0.6**
Splake	0.3	0.6**
Muskellunge (muskie)	0.2	0**
Brown trout	0.1	0.6**
Rainbow trout (steelhead)	0.1	1.1**
Carp	0.1	0.4**
Chinook salmon	0	N/A
Coho salmon	0	N/A
Atlantic salmon	0	N/A
Others	6.5**	1.1**

Q63: How many of the following types of fish types did you catch and keep? (*Fill in only the blanks that apply*) (Fish Caught/Fish Kept: Smallmouth bass, n=1273/1005; Northern pike, n=700/503; Walleye, n=490/301; Largemouth bass, n=554/330; Brook trout, n=459/215; Lake Trout, n=764/456; Rock bass, n=422/205; Yellow perch, n=430/209; Pumpkinseed, n=279/78; Unknown, n=223/54; Bluegill, n=186/44; Catfish/bullhead, n=243/38; Crappie, n=220/24; Splake, n=228/16; Muskellunge, n=222/21; Brown trout, n=233/12; Rainbow trout, n=226/9; Carp, n=197/5; Chinook salmon, n=191/0; Coho salmon, n=191/0; Atlantic salmon, n=191/0; Others, n=34/28): Note: Caution should be taken when interpreting results with small base sizes.



Results suggest that artificial lures (93%) are by far the most frequently used bait type (*Figure 33*)¹¹. However, over two-in-ten (22%) backcountry respondents say they used live worms as bait. In both cases most respondents obtained their bait and tackle outside of the park (96% for artificial lures and 43% for worms) (*Table 28*). However, it is worth noting that 14% of those who used live worms obtained them within the park.

Figure 33: Bait Type



Q66: What kind of bait and tackle did you use while fishing in the park and where did you obtain it? (*Check all that apply*) (n=2687)

¹¹ While question 66 in the Backcountry Visitor survey asks respondents “What kind of bait and tackle did you use while fishing in the park and where did you obtain it?”, the response categories do not clearly capture which type of bait/tackle respondents used, as possible responses indicate which types of bait had been acquired where, rather than explicitly indicating which bait types had been used. In particular, the “Not applicable/Don’t know” responses were grouped together, but it is unclear whether this means a respondent did not use the bait/tackle or does not recall where they purchased the bait/tackle. To better understand bait/tackle usage we assumed that only respondents who reported obtaining bait/tackle in the park or elsewhere should be counted as a user of that bait/tackle. To capture this information, new variables were created for each bait/tackle type counting respondents as a user of that bait/tackle type if they selected “Obtained in park”, “Obtained elsewhere” or selected both for this bait/tackle type. Additionally, a variable was created to represent the total number of respondents who reported using any bait/tackle. A bait/tackle user was defined as someone who selected “Obtained in park” or “Obtained elsewhere” for at least one bait/tackle type. This method generated a sample of n=2687 bait/tackle users and was used to calculate the proportion of respondents who reported using each bait/tackle type displayed in *Figure 33*.

Table 28: Where Bait was Obtained

% Yes	Obtained in the Park	Obtained Elsewhere	Not Applicable/Don't Know
Live baitfish (e.g., minnows, chub)	5%	5%	90%
Preserved / dead baitfish	2%	12%	87%
Fish parts / roe	1%	1%	99%
Live worms	14%	43%	44%
Live leeches	5%	2%	93%
Live crayfish	3%	0%	97%
Live frogs	5%	0%	95%
Artificial lures	3%	96%	2%

Q66: What kind of bait and tackle did you use while fishing in the park and where did you obtain it? (*Check all that apply*) (Live baitfish, n=603; Preserved/dead baitfish, n=612; Fish parts/roe, n=551; Live worms, n=1053; Live leeches, n=575; Live crayfish, n=554; Live frogs, n=566; Artificial lures, n=2528)

In *Table 29* we see that among those who used live baitfish, most did not have any leftover bait to dispose of (94% said they didn't have left over bait). Among those who used preserved/dead baitfish, some report not having any leftover (29%) and others report disposing of the leftover bait outside of the park (24%). Among those who used fish parts/roe, over one-third (35%) report not having any bait leftover with similar results for those who used live worms with nearly four-in-ten (37%) reporting that they had no worms left over. Most who used live leeches report that they did not have any leftover (72%) and results for live crayfish (42% and 41%) and live frogs (48% and 35%) are split between not having any leftover and disposing of leftovers in a park body of water.

Table 29: Bait Disposal

	Didn't have leftover bait	Disposed of in park body of water	Preserved frozen/salted for later use	Disposed of on park land	Disposed of in park garbage	Retained live for later use	Disposed of outside of park	Gave to other anglers
Live Baitfish**	94%	6%	-	-	-	-	5%	-
Preserved/Dead Baitfish*	29%	15%	15%	9%	3%	7%	24%	7%
Fish Parts/Roe**	35%	17%	-	-	-	19%	15%	15%
Live Worms	37%	13%	-	20%	3%	21%	11%	3%
Live Leeches**	72%	6%	-	18%	-	5%	5%	-
Live Crayfish**	42%	41%	-	-	-	-	-	-
Live Frogs**	48%	35%	-	12%	-	5%	-	-

Q67: If you used any of the following bait types, how did you disposed of any that was left over? (*Check all that apply*) (Live baitfish, n=18; Preserved/dead baitfish, n=59; Fish parts/roe, n=6; Live worms, n=537; Live leeches, n=17; Live crayfish, n=5; Live frogs, n=17) Note: Caution should be taken when interpreting results with small or very small bases sizes.



In order to reduce the spread of invasive species and certain associated diseases, Ontario Parks may need to implement some restrictions on fishing practices throughout the parks. Importantly, support for some of these initiatives is reasonably strong (*Table 30*). Most notably, nearly nine-in-ten (87%) say that they would support a restriction on the use of motorboats. Additionally, three-quarters (75%) would support the restriction of live baits in parks. More moderate support is reported for the remaining options with lowest support for restricting the use of barbed hooks (only 61% support this option) and the use of treble hooks (only 60% support this option). It is worth noting that across most options North East respondents are more likely than nearly all other respondents to support these restrictions.

Table 30: Reducing Negative Impacts of Fishing

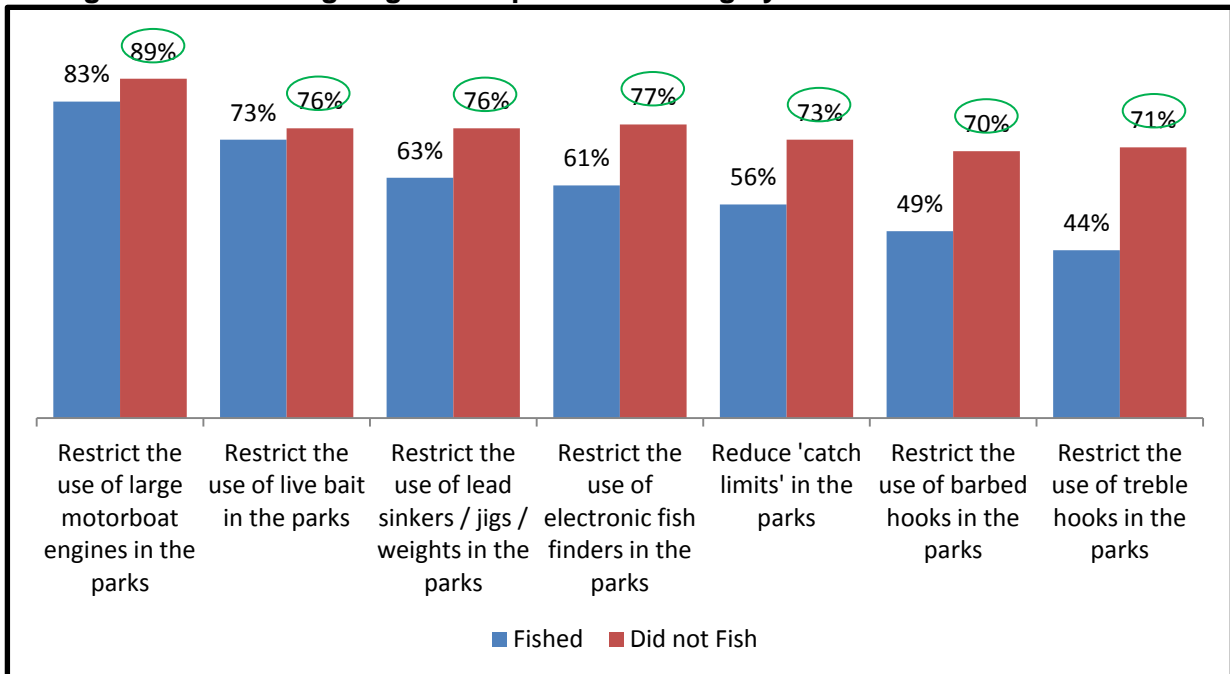
Support (Top 2 Box)	Overall	North West	North East	Algonquin	Central	South East
		A	B	C	D	E
Restrict the use of large motorboat engines in the parks	87%	88% _D	91% _{CDE}	87% _D	81%	85% _D
Restrict the use of live bait in the parks	75%	76% _{DE}	77% _{DE}	78% _{DE}	70%	66%
Restrict the use of lead sinkers / jigs / weights in the parks	71%	58%	76% _{ACE}	72% _{AE}	74% _{AE}	67% _A
Restrict the use of electronic fish finders in the parks	70%	55%	79% _{ACDE}	72% _{AE}	70% _A	68% _A
Reduce 'catch limits' in the parks	66%	49%	74% _{ACDE}	67% _A	69% _A	65% _A
Restrict the use of barbed hooks in the parks	61%	69% _{CDE}	69% _{CDE}	60%	57%	58%
Restrict the use of treble hooks in the parks	60%	40%	71% _{ACDE}	61% _A	61% _A	59% _A

Q68: Regardless of whether you fished in the park on this trip, if there is a need to reduce some negative aspects of fishing in Ontario's provincial parks, how strongly would you support the following options? (*Check one circle for each option*) (Restrict large motorboats, n=6692; Restrict live bait, n=6687; Restrict lead sinkers/jig/weights, n=6687; Restrict electronic fish finders, n=6676; Reduce 'catch limits', n=6676; Restrict barbed hooks, n=6675; Restrict treble hooks, n=6662) Q1_Recode: Park Zone (bases vary for each subgroup and item)



As we might expect, support for each of the restrictions is lower among those who went fishing on their trip when compared to those that did not (*Figure 34*). In particular, while just over eight-in-ten (83%) respondents who went fishing support restricting the use of large motorboat engines in the parks, nine-in-ten (89%) respondents who did not go fishing support this restriction. This difference in support is also observed among the other proposed restrictions. Specifically, when it comes to restricting the use of live bait in the parks (73% Fishers vs. 76% Non-Fishers), restricting the use of lead sinkers/jigs/weights in the park (63% Fishers vs. 76% Non-fishers), restricting the use of electronic fish finders in the park (61% Fishers vs. 77% Non-fishers), implementing catch limits (56% Fishers vs. 73% Non-fishers), restricting the use of barbed hooks (49% Fishers vs. 70% Non-fishers), and restricting the use of treble hooks (44% Fishers vs. 71% Non-fishers). It is worth emphasizing that among those who went fishing, support is lowest for restricting the use of treble (44%) and barbed hooks (49%) and highest for restricting the use of large motorboat engines in the park (83%).

Figure 34: Reducing Negative Impacts of Fishing by Fishers/Non-Fishers



Q68: Regardless of whether you fished in the park on this trip, if there is a need to reduce some negative aspects of fishing in Ontario's provincial parks, how strongly would you support the following options? (*Check one circle for each option*) Q58: Did you fish in the park on this trip? (*Check one circle*) (Fish/Not Fish: Restrict large motorboats, n=2708/3984; Restrict live bait, n=2708/3979; Restrict lead sinkers/jig/weights, n=2707/3980; Restrict electronic fish finders, n=2708/3968; Reduce 'catch limits', n=2703/3973; Restrict barbed hooks, n=2703/3972; Restrict treble hooks, n=2702/3960)



6.10 Reservation Service

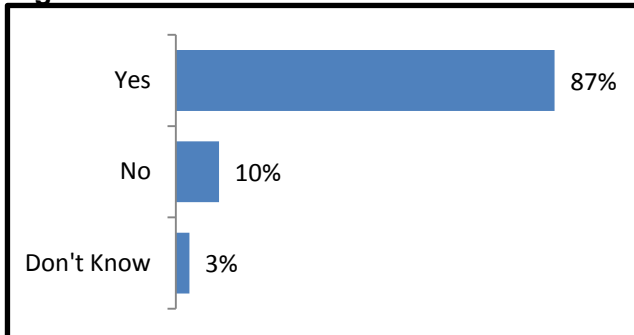
6.10.1 Summary of Results

As expected, the majority of respondents report having used the Ontario Parks reservation service to book their backcountry trip. That said, the frequency of use varies by zone with North West and South East respondents using this service less frequently than other respondents. To the extent that Ontario Parks wishes to encourage respondents to use this service to book their trip, there is opportunity to target increased usage initiatives in these zones. Reasons for not using the reservation service include preferring to just show up, that the trip was unplanned or that the reservation fee was too high.

6.10.2 Detailed Findings

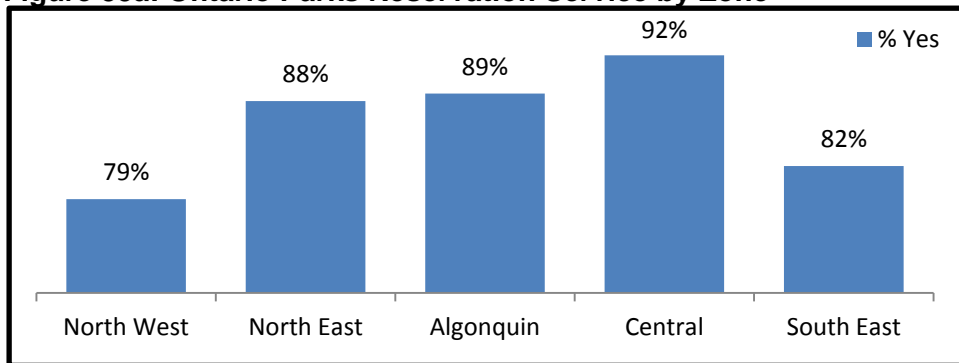
Nearly nine-in-ten (87%) backcountry respondents report that they used the Ontario Parks reservation service to book their backcountry trip (Figure 35). By zone (Figure 35a), those who visited parks in the Central zone (92%) are more likely than all other respondents to say they used the reservation service. Moreover, North West and South East respondents are least likely to use this service (79% and 82%, respectively)

Figure 35: Ontario Parks Reservation Service



Q69: Did you use the Ontario Parks reservation service for this trip to [Q1]? (Check one circle) (n=6889)

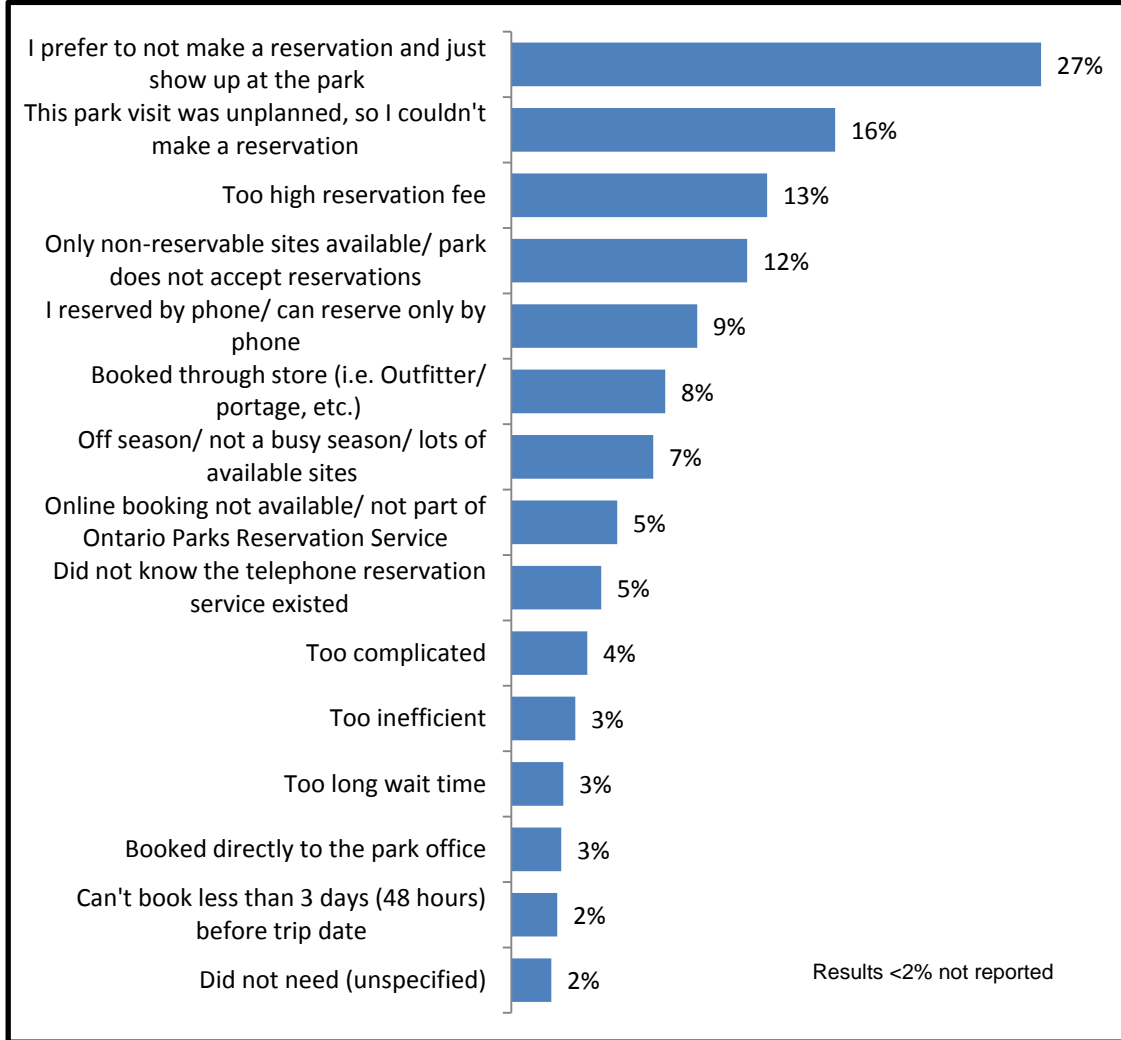
Figure 35a: Ontario Parks Reservation Service by Zone



Q69: Did you use the Ontario Parks reservation service for this trip to [Q1]? (Check one circle) (Yes, n=5989)
Q1_Recode: Park Zone (bases vary for each subgroup and item)

Reasons for not using the reservation service are varied (Figure 36), but over one-quarter (27%) of those who did not use the reservation service say they prefer to just show up at the park. Another one-in-six (16%) say that their visit was unplanned and about one-in-seven (13%) say that the reservation fee is too high.

Figure 36: Reasons for not using the Reservation Service



Q70: Why did you not use the Ontario Parks reservation service for this trip to [Q1]? (Check all that apply) (n=656)



Among those who used the reservation services, most (82%) report top ratings for the quality of the service (Table 31). By zone, Algonquin respondents (86%) report the highest ratings, while only three-quarters of North East (76%), Central (74%) and South East (77%) respondents report top ratings.

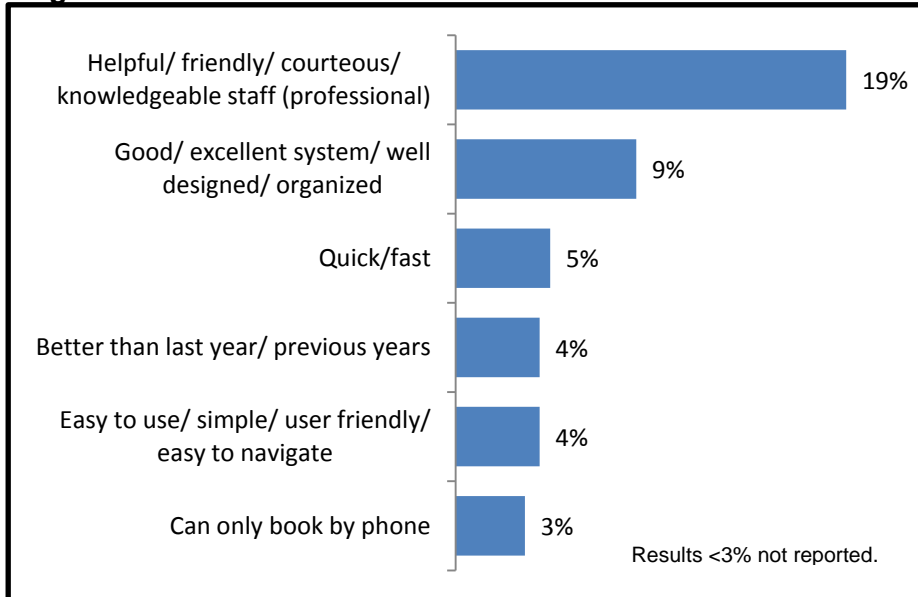
Table 31: Reservation Service

Top 2 Box	Overall	North West	North East	Algonquin	Central	South East
Reservation Service	82%	81% _{BD}	76%	86% _{ABDF}	74%	77%

Q72: How would you rate the current Ontario Parks reservation service? (Check one circle) (n=5963)
 Q1_Recode: Park Zone (bases vary for each subgroup)

Respondents provided a variety of comments regarding the Ontario Parks reservation service. While comments ranged quite broadly, among the positive comments (Figure 37) a notable proportion (19%) of respondents commented that the reservation service staff were helpful, friendly, courteous or knowledgeable. One-in-ten (9%) also report that the system is well designed. In contrast, one-in-four (23%) said that online booking should be available, one-in-ten (10%) said that the staff was not knowledgeable and some (7%) mentioned that they had problems with the system (Figure 37a). Finally, it is worth noting that a small proportion of respondents said the fee was too high (6%) and that they'd like to see campsite availability online (5%).

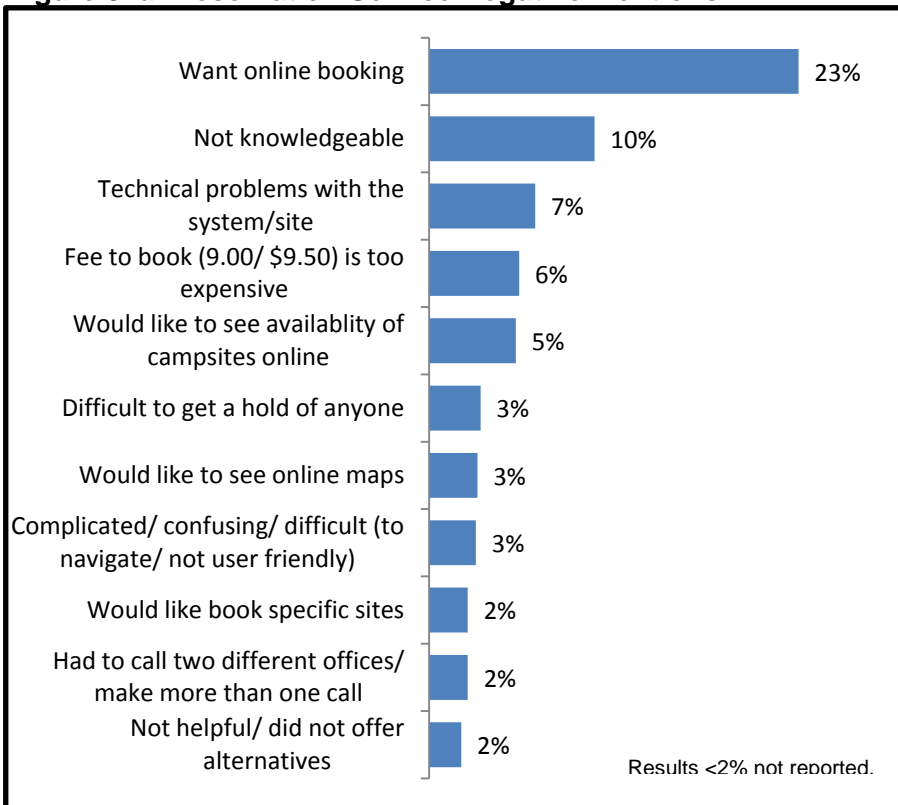
Figure 37: Reservation Service Positive Mentions



Q73. Please enter any comments regarding the Ontario Parks reservation service. (Specify) (n=2006)



Figure 37a: Reservation Service Negative Mentions



Q73. Please enter any comments regarding the Ontario Parks reservation service. (*Specify*) (n=2006)

6.11 Management Options & Increasing Visitation

6.11.1 Summary of Results

When it comes to implementing changes to the management of backcountry parks, support is relatively low. In fact, over one half of those who responded report that management should make no change at all. That said, there is some support for implementing a can and bottle ban within parks. As litter is perceived as a problem by many backcountry respondents, if implementing a can/bottle ban may alleviate this problem, Ontario Parks may wish to implement this restriction. On a different note, South East respondents stand out as significantly favouring the addition of hanging poles at campsites to help them protect their food while in the backcountry.

Finally, when it comes to encouraging people to visit backcountry campsites more frequently, results suggest that the availability of campsites and permit fees may impact the frequency with which respondents are willing to backcountry camp. Also, respondents appear to perceive the Ontario Parks website as somewhat limited as some respondents suggest being able to view campsite availability online. Moreover, as price appears to influence the frequency with which respondents say they would visit Ontario's provincial parks, it may be prudent to explore alternate sources of revenue rather than increasing park permit fees.



6.11.2 Detailed Findings

Support for various management options is generally quite low (Table 32). In fact, over one-half of backcountry respondents say that there should be no changes to current backcountry management (56%) practices, rising to two-thirds (67%) in North West. In contrast, just over one-half (54%) support a can and bottle ban, with greater support in North West (66%). The least amount of support is reported for banning open fires anywhere in the backcountry (only 4% support this). It is worth noting that South East backcountry respondents are more likely to support building food hanging poles on campsites (59% of South East respondents agree with this management option) in comparison to visitors in all other regions.

Table 32: Support for Management Options

Agree (Top 2 Box)	Overall	North West	North East	Algonquin	Central	South East
		A	B	C	D	E
Make no changes to current backcountry management	56%	67% _{BCDE}	53%	57% _E	54%	51%
Implement can and bottle ban	54%	66% _{BCDE}	60% _{DE}	57% _{DE}	35%	36%
Food security 'hanging pole' at campsites	44%	18%	45% _A	44% _A	50% _{AC}	59% _{ABCD}
Allow motorized vehicles, boats and aircraft for park science research purposes	31%	15%	27% _A	33% _{AB}	37% _{ABC}	37% _{ABC}
More backcountry trail / canoe route signage	24%	11%	36% _{ACDE}	24% _A	21% _A	24% _A
Steel 'fliptop' campfire ring at campsites to reduce firewood use	24%	8%	27% _{AC}	20% _A	25% _{AC}	43% _{ABCD}
Provide backcountry park information in other languages	20%	12%	21% _A	21% _{AD}	17% _A	21% _A
No open fires in high use backcountry areas (cookstove required)	13%	14%	22% _{ACDE}	11%	12%	12%
No open fires anywhere in backcountry (cookstove required)	4%	3%	7% _{ACE}	3%	5%	5%

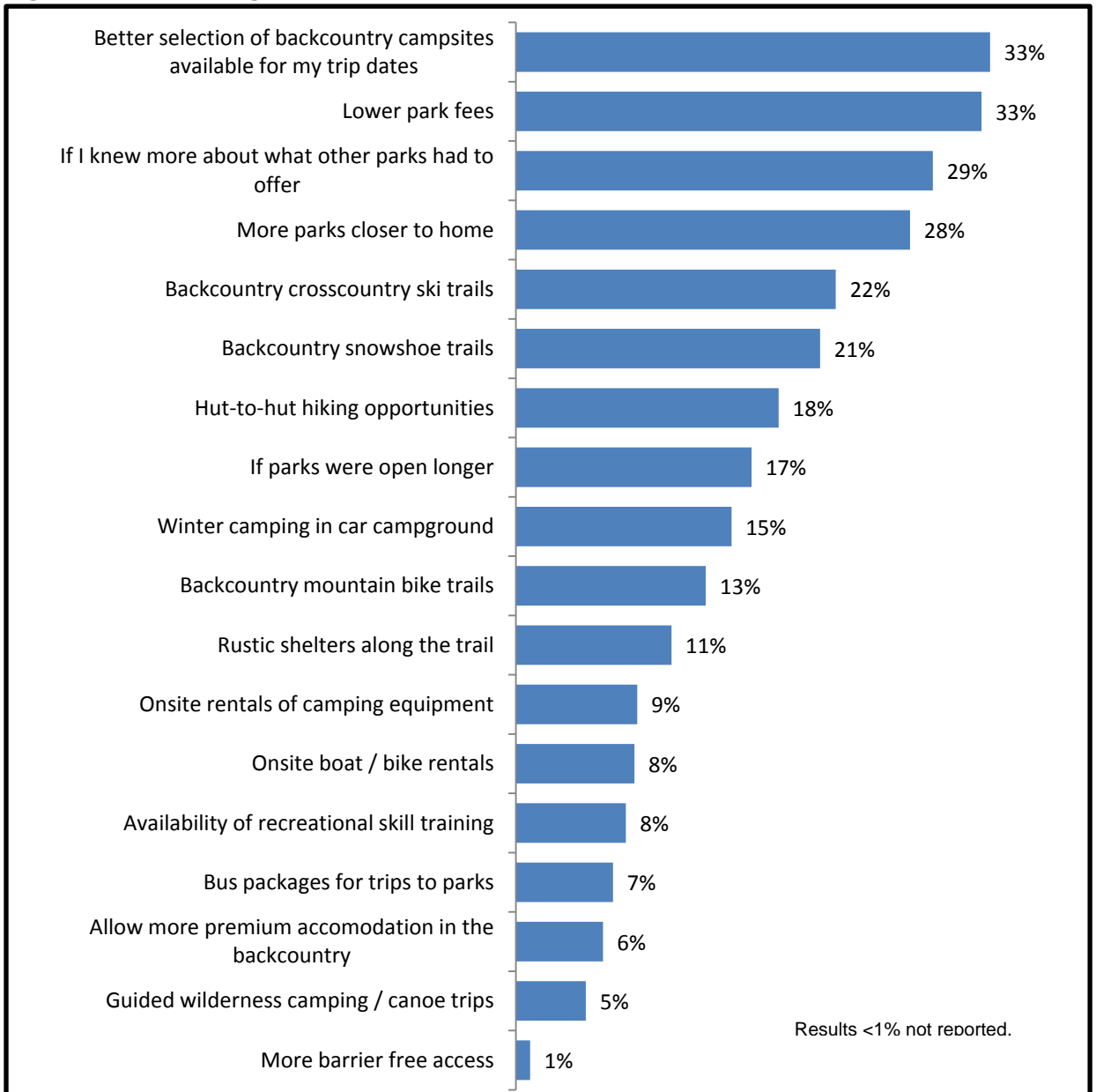
Q74: On a scale of 1 to 5, how strongly do you agree or disagree that the following management options should be implement in the backcountry of this park? (For each item, check on circle that best represents your feelings on the numbered scale) (No changes, n=6505; Can/bottle ban, n=6712; Food security 'hanging pole', n=6749; Allow motorized vehicles for research, n=6741; More trail/canoe signage, n=6660; Steel 'fliptop' campfire, n=6712; Information in other languages, n=6687; No open fires (high use), n=6726; No open fires (anywhere), n=6735) Q1_Recode: Park Zone (bases vary for each subgroup and item)). Note: Results with small base sizes not reported.



As *Figure 38* shows, results suggest that backcountry respondents would visit Ontario's provincial parks more frequently if there was a better selection of backcountry campsites available during their desired trip dates (33%), and if park fees were lower (33%), and if respondents knew more about what parks had to offer (29%). This latter result suggests that better exposure to Ontario parks recreation opportunities and experiences may help boost visitation. The table also suggests that there may be some low cost opportunities for increasing visitation potential – depending on the particular recreation infrastructure and related visitor demand within a given park.



Figure 38: Increasing Visitation



Q75: In your opinion, which of the following would increase your likelihood of visiting Ontario's provincial parks more than you currently do? (Check all that apply) (n=6542)



6.12 The Importance of Parks

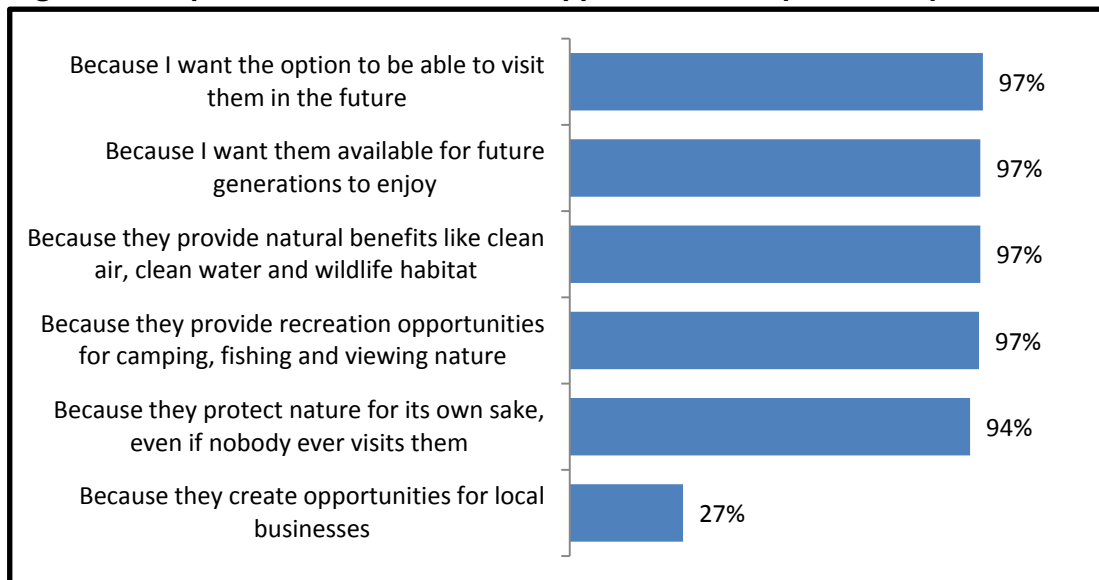
6.12.1 Summary of Results

The importance of Ontario's provincial parks to backcountry respondents cannot be understated. Nearly all respondents agree that parks are important not only for themselves but for future generations, recognizing the importance of having access to natural benefits like clean air, water and wildlife, and the recreation opportunities that parks provide to Ontarians. Moreover, results suggest that we should have a vested interest in protecting Ontario's provincial parks because of their inherent value, regardless of whether they are being used. The importance of these considerations is also supported by the improvement respondents report to their mental, spiritual, social and physical well-being as a result of their camping experience.

6.12.2 Detailed Findings

Nearly all backcountry respondents say that Ontario's provincial parks are important to them because they want to be able to visit them in the future (97%), they want future generations to enjoy them (97%), they provide natural benefits (97%), they provide recreation opportunities (97%) and because they protect nature for its own sake (94%). In contrast, only a small proportion (27%) says that Ontario's provincial parks are important because they create business opportunities for local businesses (*Figure 39*).

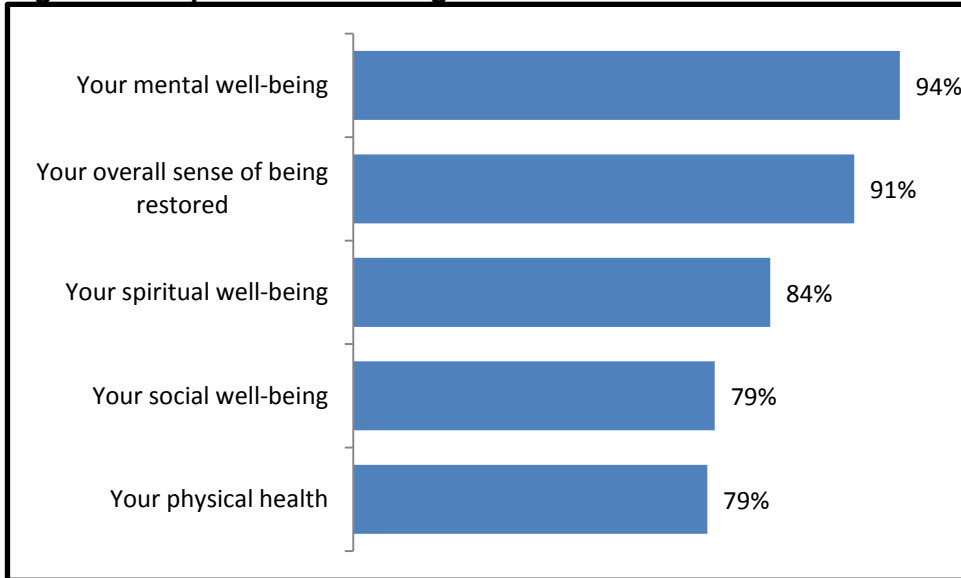
Figure 39: Importance of Reasons to Support Ontario's provincial parks



Q76: People have suggested many reasons why Ontario's provincial parks are important to them. Please rate how important the following reasons are to you for having provincial parks in Ontario. (For each reason, check one circle that best represents your feelings on the numbered scale) (Visit in Future, n=6749; Future generations, n=6751; Natural benefits, n=6747; Recreation opportunities, n=6752; Protect Nature, n=6747; Business opportunities, n=6620).

While respondents generally report that visiting Ontario’s provincial parks improves their state of health and social and spiritual well-being, improved mental well-being gets top ratings most frequently (94%). Nine-in-ten (91%) respondents also report improvements to their overall sense of being restored, over eight-in-ten say that their spiritual well-being has improved as a result of their visit (84%), and that their social well-being and physical health have improved (both 79%) (Figure 40).

Figure 40: Improved Well-Being

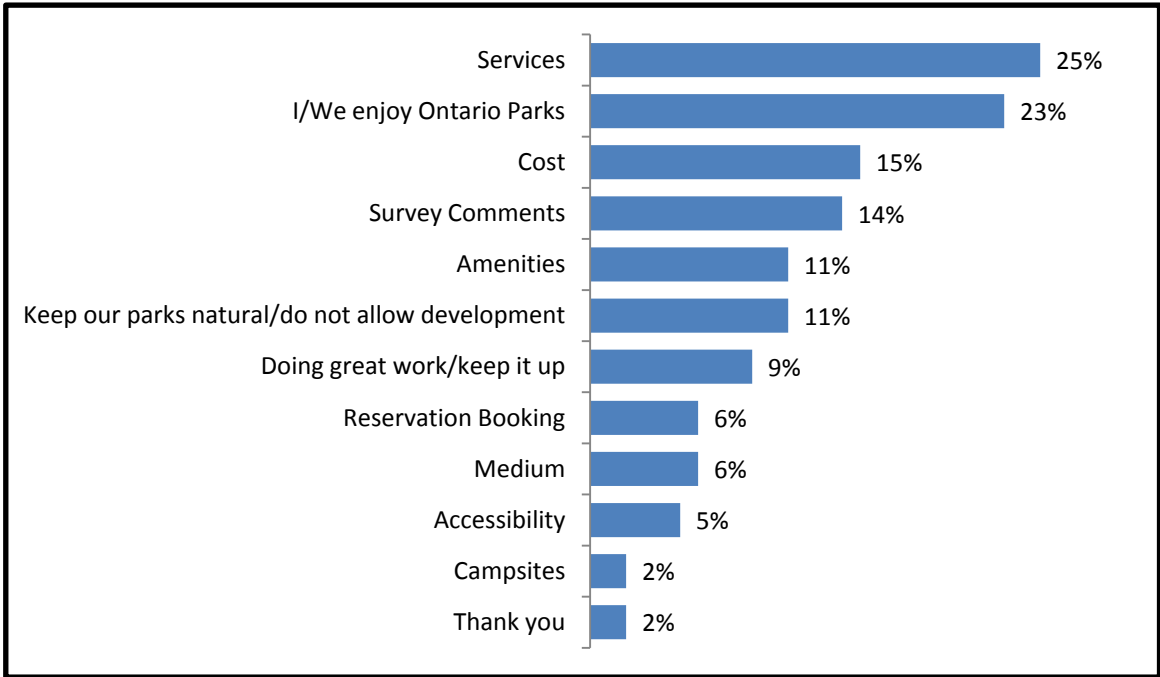


Q77: To what extent do you feel this visit to [Q1] has improved your general state of health and well-being in each of the following ways? (For each row item, check the circle that best represents your feelings on the scale) (Mental, n=6743; Overall sense of being, n=6702; Spiritual well-being, n=6743; Social well-being, n=6736; Physical health, n=6750)

6.13 Closing Comments

Respondents provided an extremely wide range of comments when closing the survey (Figure 41). That said, it is worth noting that nearly one-quarter (23%) of respondents included a comment suggesting that they enjoy visiting Ontario Parks. Regarding park services, one-in-four (25%) commented on the services of the parks, most frequently mentioning that safety/enforcement should be improved or that general maintenance should be improved. Emphasizing a theme throughout, a notable proportion of respondents (15%) commented on the cost associated with backcountry camping, with results suggesting that this type of trip is perceived as expensive.

Figure 41: Closing Comments



Q87: Is there any we have overlooked? Please use this space for additional comments or suggestions you would like to make. (*Specify*) (n=1821) Note: Higher level codes reported.

Appendix A – Backcountry Visitor Survey

2011 Ontario Parks Backcountry Visitor Survey

This visitor survey is being conducted by Ontario Parks.

Survey purpose: to learn more about how people feel about Ontario's provincial parks.

Why you should fill out the survey: Since this survey is done only every 3 years, your answers are critical to help in the management of Ontario's provincial parks.

You may be assured of complete confidentiality: Your name will never be placed on this questionnaire nor linked to your responses, nor provided to any other organization.

In appreciation for your help: You are eligible to be entered into a prize-winning draw. There are over one hundred prizes, including a Scott® Canoe, Ontario Parks' season passes, clothing and other souvenir items.

More chances to win! You may be selected to complete this survey more than once this year. If so, please complete each survey answering the questions as they apply to your most recent park visit.

Because we *really* want to know and care about what you think, the survey is a little longer than most, and takes about 35 minutes to complete.

Questions preceded by a * require an answer.

Thank you in advance for your time and effort!

Personal information submitted in this survey is collected under the authority of the Provincial Parks and Conservation Reserves Act, 2006, S.O. 2006, c. 12, and will be used for the administration of provincial parks. Questions about this survey should be directed to http://www.ontarioparks.com/english/user_survey.html.

For general questions or comments about Ontario parks, please go to <http://www.OntarioParks.com/english/feedback.html>

**1. * Please select the park that you most recently stayed in for one or more nights.
(Specify).**

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2. Which was the main information source you used to help select which park to visit for this trip? (Check one circle).

- General Internet search
- The Ontario Parks website
- Social media (e.g., Twitter, Facebook)
- Talking to friends / relatives
- Newspaper
- Park brochure / leaflet
- The Ontario Parks Guide
- Magazine
- Road Map
- Guidebook
- Autoclub publication (e.g., CAA)
- Outdoor or tourism trade show

Other (please specify)

3. What was the main purpose of this recreation trip to [Q1]? (Check one box).

- Canoeing
- Kayaking
- Backpacking / Hiking
- Fishing

Other (please specify)

4. From where did you start this trip to [Q1]? (Fill in the blanks).

City / Town

Province / State

Postal / ZIP Code

Country

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5. Which of the following best describes your trip to [Q1]? (Check one circle).

- This park was the main destination of my trip.
- This park was one of several destinations of my trip.
- This park was an unplanned destination on my trip.

Other (please specify)

6. Did you start this [Q1] trip from your home? (Check one circle).

- Yes
- No

7. About how far is it one way from where you started your trip to [Q1]? (Fill one blank).

Kilometres, one way

OR Miles, one way

8. About how many hours did it take to travel one way from where you started your trip to [Q1]? (Fill in the blank).

Hours, one way

9. On what date did your group arrive at the park?

MM DD YYYY
 / /

10. How many nights did you stay in the backcountry of [Q1] on this visit? (Fill in the blank).

11. * Sometimes, for whatever reason, people need to change their trip plans. Were you able to follow your intended [Q1] backcountry trip plan? (Check one circle).

- Yes
- No
- Don't Know

2011 Ontario Parks Backcountry Visitor Survey

12. Which of the following reasons best describes why you were unable to follow your intended backcountry trip plan? (Check one box).

- Bad weather conditions
- Unavailable campsites
- Someone got sick / hurt
- Got lost
- Equipment failure
- Over-estimated trip difficulty
- Under-estimated trip difficulty

Other (please specify)

13. Including yourself, how many persons were in your group? (Fill in the blank).

14. Which of the following best describes your group? (Check one circle).

- Individual
- Couple
- Family
- Group of Friends
- Family and Friends
- Organized Group or club (e.g., troop, club, camp, conservation group)
- Business associates
- Other (please specify)

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15. Including yourself, please indicate the number of persons in your group in each of the following age and gender categories. (Fill in the blanks).

	Male	Female
0 - 14 years	<input type="text"/>	<input type="text"/>
15 - 24 years	<input type="text"/>	<input type="text"/>
25 - 44 years	<input type="text"/>	<input type="text"/>
45 - 64 years	<input type="text"/>	<input type="text"/>
65+ years	<input type="text"/>	<input type="text"/>
TOTAL	<input type="text"/>	<input type="text"/>

16. * Did you, or someone in your group, bring a dog on this trip? (Check one circle).

- Yes
 No

17. How many dogs were on this trip? (Specify).

For the purpose of this survey, persons with disabilities include those who have long-term physical, mental, intellectual or sensory impairments. A person with a disability may encounter barriers that prevent their full and effective participation in society.

18. * Was any member of your group a person with a disability? (Check one circle).

- Yes
 No
 Don't Know

19. Please enter any comments or suggestions you may have regarding the accessibility within this park. (Specify).

2011 Ontario Parks Backcountry Visitor Survey

20. Including this trip, in the past 3 years, how many trips did you make to ANY Ontario Provincial Park where you: (Fill in the blanks).

	number of trips	average length of stay (nights)
Stayed overnight in the park campground	<input type="text"/>	<input type="text"/>
Stayed overnight in park roofed accommodation (e.g., cabin, yurt)	<input type="text"/>	<input type="text"/>
Stayed overnight in the park backcountry (e.g., canoeing or hiking trip)	<input type="text"/>	<input type="text"/>
Stayed overnight in some combination of the park campground, roofed accommodation and / or the park backcountry	<input type="text"/>	<input type="text"/>
Did not stay overnight in the park (day visit only)	<input type="text"/>	<input type="text"/>

21. Was this your first trip to THIS Ontario Provincial Park? (Check one circle).

- Yes
 No
 Don't Know

22. Including this trip, in the past year, how many trips did you make to THIS Ontario Provincial Park where you: (Fill in the blanks).

	number of trips	average length of stay (nights)
Stayed overnight in the park campground	<input type="text"/>	<input type="text"/>
Stayed overnight in park roofed accommodation (e.g., cabin, yurt)	<input type="text"/>	<input type="text"/>
Stayed overnight in the park backcountry (e.g., canoeing or hiking trip)	<input type="text"/>	<input type="text"/>
Stayed overnight in some combination of the park campground, roofed accommodation and / or the park backcountry	<input type="text"/>	<input type="text"/>
Did not stay overnight in the park (day visit only)	<input type="text"/>	<input type="text"/>

23. For how many years, in total, have you visited THIS Ontario provincial park? (Fill in the blank).

Number of years

2011 Ontario Parks Backcountry Visitor Survey

24. How important were the following reasons for why you visited [Q1] for this trip? (Check one circle for each reason that best represents your feeling on the scale).

	Not At All Important		3	4	Very Important	Not Applicable
	1	2			5	
Convenient location / close to home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because the weather was good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On the way to other trip destinations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park is well-run / clean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enjoyed previous visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is where we traditionally camp	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To try a different park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommended by others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park was available for my trip dates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be with friends / relatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. How important were the following reasons for why you visited [Q1] for this trip? (Check one circle for each reason that best represents your feeling on the scale).

	Not At All Important		3	4	Very Important	Not Applicable
	1	2			5	
Good fishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good canoeing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good kayaking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good backpacking / hiking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good swimming / beaches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of crowding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The unspoiled nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The scenery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The remoteness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunities to see wildlife / study nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural / historical features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2011 Ontario Parks Backcountry Visitor Survey

26. How important were the following reasons for why you visited [Q1] for this trip? (Check one circle for each reason that best represents your feeling on the scale).

	Not At All Important 1	2	3	4	Very Important 5	Not Applicable
Park backcountry is managed / patrolled	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good backcountry campsites (e.g., well-drained, scenic)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Backcountry cabins for rent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good hiking trail network	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good canoe routes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The many access points	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Equipment rental / outfitter services available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

27. * Suppose, for whatever reason, [Q1] was not available to you for this recreation trip. Would you have gone to a different Ontario provincial park?

- Yes
- No
- Don't know

28. Which Ontario provincial park or other location would you have most likely chosen as the best alternative to [Q1] for this trip? (Specify).

Other (please specify)

2011 Ontario Parks Backcountry Visitor Survey

29. Which of the following items did your group carry on this [Q1] backcountry trip?
(Check all that apply).

- Cell phone
- Satellite phone
- Handheld Global Positioning System (GPS) navigation unit
- Satellite (GPS) personal locator beacon
- Bear repellent
- Portable propane / butane cannister cookstove
- Portable white gas / multi-fuel cookstove
- Water filter or treatment
- First aid kit
- Compass
- Detailed map of the park (e.g., topographical map)

30. * Did you use a commercial guide or outfitter for any part of this backcountry trip in [Q1]?

- Yes
- No
- Don't know

31. What was the name of the outfitter company / person? (Specify).

2011 Ontario Parks Backcountry Visitor Survey

32. Which of the following outfitter services were provided? (Check all that apply).

- Trip planning
- Accommodation before / after trip
- Equipment rental
- Food / meals
- Road shuttle service
- Aircraft flight
- Water taxi
- Guide person(s)
- Other (please specify)

33. During this trip in the backcountry of [Q1], how disturbed did you feel because of any of the following human use impacts? (For each impact, check one circle that best represents your feelings on the numbered scale).

	Not Disturbed 1	2	3	4	Very Disturbed 5	Not Observed / Not Applicable
Number of trails, roads, bridges, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unauthorized tables, shelters, boat caches, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of other groups of people travelling in the same direction as me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visible lodges, camps, cottages, campgrounds, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heard / saw motorboats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heard / saw motorized off-road vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heard / saw aircraft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heard / saw logging activities (e.g. trucks, skidders, chainsaws)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heard / saw road traffic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heard /saw persons from campsite	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nuisance wildlife (e.g. raccoons, bears, rodents)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dog related problems (e.g. barking)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)	<input type="text"/>					

34. On average, how many groups of other people did you meet per day? (Fill in the blank).

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35. On average, how crowded did you feel at each of the following backcountry locations on this [Q1] trip? (For each item, check one circle that best represents your feelings on the numbered scale).

	Much less crowded than expected				Much more crowded than expected	Don't Know / Not Applicable
	1	2	3	4	5	
At access / departure points	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At campsites / cabins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On the water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At portages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On the trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)	<input type="text"/>					

36. Based on this [Q1] backcountry trip, please rate the following. (For each item, check one circle that best represents your feelings on the numbered scale).

	Poor				Excellent	Don't Know / Not Applicable
	1	2	3	4	5	
Ease of making a reservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of check-in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park staff helpfulness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park staff availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park staff courtesy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling of security within the park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Control of noise from other campers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Control of dogs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enforcement of park rules	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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37. Based on this [Q1] backcountry trip, please rate the following. (For each item, check one circle that best represents your feelings on the numbered scale).

	Poor 1	2	3	4	Excellent 5	Don't Know / Not Applicable
Equipment rental services (e.g., boats, bikes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park brochures / tabloid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Backcountry campsites (e.g., drainage, size, privacy)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking at access points	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outfitter services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of finding campsites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Firewood availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

38. Based on this [Q1] backcountry trip, please rate the following. (For each item, check one circle that best represents your feelings on the numbered scale).

	Poor 1	2	3	4	Excellent 5	Don't Know / Not Applicable
Cleanliness of backcountry campsites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of backcountry campsites (damage from overuse)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness of pit toilets / outhouses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of pit toilets / outhouses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness of rest of park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of other park buildings / facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roads in park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Signage along hiking trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Signage along portage trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Signage in rest of park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of hiking trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of portage trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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39. Based on this [Q1] backcountry trip, please rate the following. (For each item, check one circle that best represents your feelings on the numbered scale).

	Poor 1	2	3	4	Excellent 5	Don't Know / Not Applicable
Lack of crowding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling of solitude within the park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preservation of natural surroundings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value for money spent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall visit experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Likelihood of returning for another visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

40. Do you have any additional comments / suggestions regarding [Q1] park services and facilities that would have improved your visit? (Specify).

41. The following questions will ask you to respond in dollar amounts. Please indicate the currency you will be using for your answers. (Check one circle).

- Canadian Funds
- American Funds
- Other (please specify)

The next few questions ask how much this trip to [Q1] COST YOUR ENTIRE GROUP (including your own costs).

If there were no costs in a particular category, leave it blank. Round your responses to the nearest whole dollar.

Please enter a positive number, with no dollar sign (\$), decimal point (.), comma (,), quotation mark (" "), or letters.

For example, enter 1500 NOT \$1,500.00

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42. COSTS TO YOUR ENTIRE GROUP (including your own costs) for the entire trip to [Q1] (Fill in only the blanks that apply or that you can remember).

Gasoline, oil, etc.	<input type="text"/>
Vehicle rental	<input type="text"/>
Other transportation (e.g. airfare, bus, train tickets)	<input type="text"/>
Park fees (e.g. for campsite, backcountry, reservation)	<input type="text"/>
Other accommodation (e.g. motel, private campground)	<input type="text"/>
Food / beverages from stores	<input type="text"/>
Food / beverages at restaurants	<input type="text"/>
Fishing bait	<input type="text"/>
Firewood	<input type="text"/>
Equipment rental	<input type="text"/>
Guiding and outfitter services	<input type="text"/>
Attractions and entertainment	<input type="text"/>
Other (e.g. souvenirs)	<input type="text"/>
TOTAL GROUP COST	<input type="text"/>

43. How much of the TOTAL GROUP COST for the entire trip did YOU alone pay? (Fill in the blank).

For the entire trip, I paid

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44. COSTS TO YOUR ENTIRE GROUP (including your own costs) at the park and within 40km (25 miles) of the park (Fill in only the blanks that apply or that you can remember).

Gasoline, oil, etc.	<input type="text"/>
Vehicle rental	<input type="text"/>
Other transportation (e.g. airfare, bus, train tickets)	<input type="text"/>
Park fees (e.g. for campsite, backcountry, reservation)	<input type="text"/>
Other accommodation (e.g. motel, private campground)	<input type="text"/>
Food / beverages from stores	<input type="text"/>
Food / beverages at restaurants	<input type="text"/>
Fishing bait	<input type="text"/>
Firewood	<input type="text"/>
Equipment rental	<input type="text"/>
Guiding and outfitter services	<input type="text"/>
Attractions and entertainment	<input type="text"/>
Other (e.g. souvenirs)	<input type="text"/>
TOTAL GROUP COST within 40km (25 miles) of the park	<input type="text"/>

45. * Is this the first Ontario Parks Visitor Survey you have completed in 2011? (Check one circle).

- Yes
 No
 Don't Know

Please estimate any additional expenditures your group made related to camping during the last 12 months if the decision to buy the item was specifically for use in Ontario provincial parks. Only include expenditures for items that are used for more than one trip. Do not include items you already accounted for related to your specific trip expenditures in the previous questions.

If you had no expenditures in a category, or cannot recall the amount, leave it blank.

46. ENTIRE GROUP (INCLUDING YOURSELF) Additional Expenditures (Fill in only the blanks that apply or that you can remember).

Clothing	<input type="text"/>
Equipment	<input type="text"/>
Accessories	<input type="text"/>
Books, Guide Maps	<input type="text"/>
Fishing license fee (if purchased to fish ONLY in Ontario provincial parks)	<input type="text"/>
Other	<input type="text"/>

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47. In an earlier question, you told us what it cost ONLY YOU to take this recreation trip to [Q1]. Suppose that trip conditions were identical to those for the trip on which you received this survey, with one exception:

- **Your costs were 20% higher than what you paid.**

Under these conditions, would you have still gone on this trip to [Q1]? (Check one circle.)

- No
- Yes, I would still have gone on this trip under these conditions
- I don't know

48. Instead, suppose your trip costs to [Q1] were 30% higher than what you paid. Under these conditions, would you have still gone on this trip to [Q1]? (Check one circle).

- No
- Yes, I would still have gone on this trip under these conditions
- I don't know

49. Instead, suppose your trip costs to [Q1] were 10% higher than what you paid. Under these conditions, would you have still gone on this trip to [Q1]? (Check one circle).

- No
- Yes, I would still have gone on this trip under these conditions
- I don't know

50. How much higher could your trip costs have gone before you would not have gone on this trip to [Q1]? (Fill one blank).

% higher trip costs

OR \$ higher

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51. Please tell us the main reasons why you answered "YES", "NO", "I DON'T KNOW" or "0" to an increase in your trip costs to [Q1]? (Check all that apply).

- The trip was important to me, but the % Increase (dollar amount) was too high.
- The trip was important to me and it would be worth paying extra if necessary.
- I did not understand the question.
- I object to the way the question was asked.
- I felt I did not have enough information to answer "Yes".
- I didn't find the scenarios believable.
- I would have gone somewhere else.

Other (please specify)

The next few questions ask about funding of Ontario provincial parks.

Currently, about 80% of the day-to-day expenses for the entire Ontario provincial park system (over 300 parks) are paid for through day visitor, camper and other user fees. However, the cost of protecting the park system is greater than the revenues from these fees.

In an effort to protect nature, enhance visitor services and improve efficiency, Ontario Parks would like your opinion on how to fund and operate its provincial parks in the face of current budget challenges.

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52. If there is a need for cutbacks, how strongly would you support the following options?
(Check one circle for each option)

	Not At All Support 1	2	3	4	Strongly Support 5	Don't Know
Close park campgrounds that cost more to operate than the revenue they take in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freeze park fees at current levels, but reduce park services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lay off park employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Privatize more of the operation of provincial parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cut back on public safety / park regulation enforcement (e.g., quiet hours or littering)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cut back on visitor centre hours of operation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cut back on Interpretive programs and special events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase reliance on volunteers to help run the park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cut back on site improvements (e.g., trail and portage improvements, campground electrical hookups, backcountry toilet upgrades)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)	<input type="text"/>					

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53. If there is a need for new sources of park revenue, how strongly would you support the following options? (Check one circle for each option)

	Not At All Support 1	2	3	4	Strongly Support 5	Don't Know
Increase taxes to fund provincial parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shift a portion of existing taxes to provincial parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Build and rent premium roofed accommodation in parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase private company partnerships / advertising in parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase park visitor fees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eliminate fee discounts for seniors during peak park visitor periods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Charge additional fees for park interpretive / education programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Charge more for premium campground campsites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expand variety of park store items for sale (e.g., firewood, ice, local arts / crafts)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Charge fees to host special events (e.g., art workshops, musical theater)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop fund raising campaigns (e.g., a visitor "alumni" fund to raise money like universities do)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide a trip "re-booking credit", rather than a "cash rebate", for cancelled trips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Charge higher user fees for non-Ontario visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sell discount visitor passes for the non-peak visitor periods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

54. Backcountry camping fees in Ontario provincial parks are about \$12 per person per night. If the camping fee were to increase by \$3 per person per night (\$15 total), would you still be willing to backcountry camp in an Ontario provincial park?

- No
- Yes, I would still be willing to backcountry camp in an Ontario provincial park if the backcountry camping fee was \$15 per person per night
- I don't know

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55. Suppose, instead, the backcountry camping fee were to go up by \$5 per person per night (\$17 total). Would you still be willing to backcountry camp in an Ontario provincial park? (Check one circle).

- No
- Yes, I would still be willing to backcountry camp in an Ontario provincial park if the backcountry camping fee was \$17 per person per night
- I don't know

56. Suppose, instead, the backcountry camping fee were to go up by \$2 per person per night (\$14 total). Would you still be willing to backcountry camp in an Ontario provincial park?

- No
- Yes, I would still be willing to backcountry camp in an Ontario provincial park if the backcountry camping fee was \$14 per person per night
- I don't know

57. What would be the highest increase above the current backcountry camping fee of \$12 per person per night you would be willing to pay? (Fill in the blank.)

Dollars (\$)

The following few questions ask about some specific park management concerns and opportunities.

You are almost done the survey!

58. * Did you fish in the park on this trip? (Check one circle).

- Yes
- No

59. Including yourself, how many persons in your group spent time fishing in the park? (Fill in the blank).

Persons

60. On how many days of this trip did you spend time fishing in the park? (Fill in the blank).

Days

61. On average, about how many hours per day did you fish? (Fill in the blank).

Hours per day

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62. From which of the following did you fish? (Check all that apply).

- From the shoreline / dock
- In the water wearing chest / hip waders
- Motorboat
- Non-motorized boat (e.g., canoe, kayak)
- Floatplane

Other (please specify)

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63. How many of the following types of fish types did you catch and keep? (Fill in only the blanks that apply).

	Number of Fish Caught	Number of Fish Kept
Lake trout	<input type="text"/>	<input type="text"/>
Brook trout (speckled)	<input type="text"/>	<input type="text"/>
Brown trout	<input type="text"/>	<input type="text"/>
Rainbow trout (steelhead)	<input type="text"/>	<input type="text"/>
Splake	<input type="text"/>	<input type="text"/>
Walleye (pickrel)	<input type="text"/>	<input type="text"/>
Northern pike	<input type="text"/>	<input type="text"/>
Muskellunge (muskie)	<input type="text"/>	<input type="text"/>
Smallmouth bass	<input type="text"/>	<input type="text"/>
Largemouth bass	<input type="text"/>	<input type="text"/>
Rock bass	<input type="text"/>	<input type="text"/>
Yellow perch	<input type="text"/>	<input type="text"/>
Chinook salmon	<input type="text"/>	<input type="text"/>
Coho salmon	<input type="text"/>	<input type="text"/>
Atlantic salmon	<input type="text"/>	<input type="text"/>
Catfish / bullhead	<input type="text"/>	<input type="text"/>
Carp	<input type="text"/>	<input type="text"/>
Crappie	<input type="text"/>	<input type="text"/>
Bluegill	<input type="text"/>	<input type="text"/>
Pumpkinseed	<input type="text"/>	<input type="text"/>
Unknown	<input type="text"/>	<input type="text"/>
Other	<input type="text"/>	<input type="text"/>
Other (please specify)	<input type="text"/>	

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64. Please specify the name of the lakes, rivers or streams in the park in which you caught these fish. (Fill in only the blanks that apply).

Lake trout	<input type="text"/>
Brook trout (speckled)	<input type="text"/>
Brown trout	<input type="text"/>
Rainbow trout (steelhead)	<input type="text"/>
Splake	<input type="text"/>
Walleye (pickereel)	<input type="text"/>
Northern pike	<input type="text"/>
Muskellunge (muskie)	<input type="text"/>
Smallmouth bass	<input type="text"/>
Largemouth bass	<input type="text"/>
Rock bass	<input type="text"/>
Yellow perch	<input type="text"/>
Chinook salmon	<input type="text"/>
Coho salmon	<input type="text"/>
Atlantic salmon	<input type="text"/>
Catfish / bullhead	<input type="text"/>
Carp	<input type="text"/>
Crapple	<input type="text"/>
Bluegill	<input type="text"/>
Pumpkinseed	<input type="text"/>
Unknown	<input type="text"/>
Other	<input type="text"/>

65. Please specify the names of other lakes, rivers and/or streams in the park that you fished but in which you caught nothing (Specify).

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66. What kind of bait and tackle did you use while fishing in the park and where did you obtain it? (Check all that apply).

	Obtained in the park	Obtained elsewhere	Not applicable / Don't know
Live baitfish (e.g., minnows, chub)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preserved / dead baitfish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fish parts / roe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Live worms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Live leeches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Live crayfish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Live frogs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Artificial lures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

67. If you used any of the following bait types, how did you dispose of any that was left over? (Check all that apply).

	Live baitfish	Preserved/dead baitfish	Fish parts/roe	Live worms	Live leeches	Live crayfish	Live frogs	Don't Know/Not Applicable
Didn't have any left over bait	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disposed of in park body of water (e.g., lake)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preserved frozen / salted for later use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disposed of on park land	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disposed of in park garbage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retained live for later use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disposed of outside of park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gave to other anglers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

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68. Regardless of whether you fished in the park on this trip, if there is a need to reduce some of the negative aspects of fishing in Ontario's provincial parks, how strongly would you support the following options? (Check one circle for each option)

	Not At All Support 1	2	3	4	Strongly Support 5	Don't Know
Restrict the use of live bait (e.g., minnows, chub, worms, leeches) in the parks - to reduce the spreading non-native and invasive species	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restrict the use of lead sinkers / jigs / weights in the parks - to reduce lead contamination in the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restrict the use of barbed hooks in the parks - to reduce catch-and-release mortality of fish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reduce "catch limits" (i.e. the number of fish you are allowed to catch and keep in one day) in the parks - to reduce fishing pressure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restrict the use of electronic fish finders in the parks - to reduce fishing pressure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restrict the use of treble hooks in the parks - to reduce the catch-and-release mortality of fish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restrict the use of large motorboat engines in the parks - to reduce fishing pressure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

69. * Did you use the Ontario Parks reservation service reservation for this trip to [Q1]? (Check one circle).

- Yes
- No
- Don't Know

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70. Why did you not use the Ontario Parks reservation service for this trip to [Q1]? (Check all that apply).

- too complicated
- too inefficient
- too long wait time
- did not know the telephone reservation service existed
- concerned about internet security
- too high reservation fee
- I prefer to not make a reservation and just show up at the park
- this park visit was unplanned, so I couldn't make a reservation
- Other

Other (please specify)

71. In 2011, when you made your reservation for this trip to [Q1], did you make it: (Check one circle).

- Through the online system
- Through the phone call centre system
- At the park
- Don't know

72. How would you rate the current Ontario Parks reservation service? (Check one circle).

	poor 1	2	3	4	excellent 5	Don't know
Reservation service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

73. Please enter any comments regarding the Ontario Parks reservation service. (Specify).

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74. On a scale of 1 to 5, how strongly do you agree or disagree that the following management options should be implemented in the backcountry of this park? (For each item, check one circle that best represents your feelings on the numbered scale).

	Strongly Disagree 1	2	3	4	Strongly Agree 5	Don't Know / Not Applicable
Make no changes to current backcountry management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Implement can and bottle ban	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More backcountry trail / canoe route signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No open fires in <u>high use</u> backcountry areas (cookstove required)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No open fires <u>anywhere</u> in backcountry (cookstove required)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food security "hanging pole" at campsites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Steel "flip-top" campfire ring at campsites to reduce firewood use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Allow motorized vehicles, boats and aircraft for park science research purposes (e.g. wildlife and plant monitoring, fish surveys)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide backcountry park information in other languages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)	<input type="text"/>					

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75. In your opinion, which of the following would increase your likelihood of visiting Ontario's provincial parks more than you currently do? (Check all that apply).

- If I knew more about what other parks had to offer
- If parks were open longer (e.g., extended park season)
- Lower park fees
- More barrier-free access (e.g., wheelchair accessible trails and campsites)
- Better selection of backcountry campsites available for my trip dates
- Availability of recreational skill training (e.g., how to camp, how to canoe, how to fish)
- Onsite rentals of camping equipment
- Onsite boat / bike rentals
- Hut-to-hut hiking opportunities
- Allow more premium accommodation in the backcountry (e.g. tourist lodges, cabins)
- Guided wilderness camping / canoe trips
- More parks closer to home
- Bus packages for trips to parks
- Rustic shelters along the trail
- Winter camping in car campground
- Backcountry snowshoe trails
- Backcountry cross-country ski trails
- Backcountry mountain bike trails
- None of the above

Other (please specify)

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76. People have suggested many reasons why Ontario's provincial parks are important to them. Please rate how important the following reasons are to you for having provincial parks in Ontario. (For each reason, check one circle that best represents your feelings on the numbered scale).

	Not At All Important				Very Important	Don't Know
	1	2	3	4	5	
Because they create opportunities for local businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because I want them available for future generations to enjoy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because they protect nature for its own sake, even if nobody ever visits them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because I want the option to be able to visit them in the future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because they provide natural benefits like clean air, clean water and wildlife habitat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because they provide recreation opportunities for camping, fishing and viewing nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

77. For some persons, spending time outdoors in a provincial park makes them feel refreshed, relaxed and inspired. For others, it does nothing.

To what extent do you feel this visit to [Q1] has improved your general state of health and well-being in each of the following ways? (For each row item, check the circle that best represents your feelings on the scale).

	Not At All Improved				Very Improved	Don't Know
	1	2	3	4	5	
Your physical health - (from physical activity like canoeing, swimming, hiking, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your mental well-being - (from relaxation and getting away)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your spiritual well-being - (through the connection with and inspiration of nature)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your social well-being - (through feeling more connected to friends and family)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your overall sense of being restored - (through feeling more refreshed, rejuvenated and able to better cope with daily life)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

The last few questions of this survey are about you. They are needed to help better understand who uses Ontario's provincial parks.

Please be assured that your answers will remain COMPLETELY CONFIDENTIAL and be used only for statistical purposes.

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78. What is your age? (Fill in the blank).

Number of years old

79. What is your gender? (Check one circle).

- Male
- Female

80. Where were you born? (Check one circle or fill in the blank).

- Canada
- US

Other (please specify)

81. What language do you most frequently speak in your household? (Check circle or fill in the blank).

- English
- French

Other (please specify)

82. Including yourself, how many people are in your household? (Fill in the blank).

Number of persons

83. Do you have children 16 years of age and younger living in your home? (Check one circle).

- Yes
- No

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84. What is the highest level of education you attained or completed? (Check one circle).

- No school
- Grade / elementary school
- High school
- Community College / vocational school / trade school
- University
- Graduate School or a Professional Degree
- Other

Other (please specify)

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85. What was your total household income from all sources before taxes in 2010? (Check one circle).

- \$0 - \$9,999
- \$10,000 - \$19,999
- \$20,000 - \$29,999
- \$30,000 - \$39,999
- \$40,000 - \$49,999
- \$50,000 - \$59,999
- \$60,000 - \$69,999
- \$70,000 - \$79,999
- \$80,000 - \$89,999
- \$90,000 - \$99,999
- \$100,000 - \$109,999
- \$110,000 - \$119,999
- \$120,000 - \$129,999
- \$130,000 - \$139,999
- \$140,000 - \$149,999
- \$150,000 - \$159,999
- \$160,000 - \$169,999
- \$170,000 - \$179,999
- \$180,000 - \$189,999
- \$190,000 - \$199,999
- \$200,000+

86. Please select the currency you used to estimate your income. (Check one circle).

- Canadian Funds
- American Funds

87. Is there anything we have overlooked? Please use this space for additional comments or suggestions you would like to make. (Specify).

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88. * Thank you very much for your time and effort in completing this survey. Your familiarity with [Q1] makes you an ideal person to contact with regards to many potential park management decisions.

Would you be interested in helping improve the management of Ontario's provincial parks by participating in any future park surveys?

- Yes
 No

89. * By checking this circle, you give the Ontario Ministry of Natural Resources permission to contact you (via email only) for further consultation on matters related to [Q1] and Ontario's provincial parks.

- I hereby grant the Ontario Ministry of Natural Resources permission to contact me (by only email) with regards to further public consultation on matters related to [Q1] and Ontario's provincial parks.

90. * Please provide your email address for possible future consultation. (Fill in the blank).

You are assured of complete confidentiality. Your name will never be placed onto this survey nor associated with your responses, nor provided to any organization for any other purpose. Personal information submitted in this survey is collected under the authority of the Provincial Parks and Conservation Reserves Act, 2006, S.O. 2006, c. 12, and will be used for the administration of provincial parks. Questions about the collection of this information should be directed to http://www.ontarioparks.com/english/user_survey.html.

Thank you very much for participating in the 2011 Ontario Parks Visitor Survey. You now have the opportunity to be entered into a draw for a Scott® Canoe, 20 seasonal Ontario Parks' visitor passes and 100 Ontario Parks' clothing and souvenir items.

Good luck!

<http://www.scottcanoe.com>



91. To enter the prize draw, please enter your telephone number.

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Please note, the phone number supplied here will only be used to contact you in the event you are the winner of the draw. It will not be used for any other purpose.

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Appendix B – Weighting

As individual parks yielded varied response rates, Ipsos-Reid, in consultation with the Parks and Protected Area Policy Section of the Ministry of Natural Resources, developed an analysis plan that incorporated a weighting scheme to ensure that the data was reflective of actual park use across the province. Ontario Parks collects reservation data tracking the number of groups visiting each park. This information was sent to Ipsos-Reid and a population profile was generated.

A population profile was developed for all parks that were included in the dataset. In some cases reservation information was provided for parks that were not in the dataset. These parks were not included in the profile. In *Table 33* below, the column “# Groups in 2011” represents the total number of groups that visited the listed park for a backcountry trip as supplied to Ipsos-Reid. The proportion of the total park population was then calculated and is displayed in the column “Proportion of All Visitors”. Given this population profile, it was necessary to determine to what extent the dataset differed from the actual population. To calculate this, Ipsos-Reid tabulated the total # of respondents for each park within the dataset (treating 1 respondent as a representative of one group) and calculated the proportion of each park within the dataset (displayed in the column “Proportion of All Respondents”). As the reader will see, the proportion of each park within the dataset differs from the proportion in the population. As such, a weight factor was generated by dividing the actual proportion (Proportion of All Visitors) by the proportion within the dataset (Proportion of All Respondents). A weight factor of greater than 1.0 indicates that the park is underrepresented and so responses for this park were increased by this factor. A weight factor of less than 1.0 indicates that a park is overrepresented and so responses for this park were decreased by this factor. It is worth noting that for any park coded as “Provincial Park (other)”, a neutral weight was applied.

Unfortunately, in some cases the weight factor was extremely strong (in either direction). For example, a weight factor of 45.413 would have needed to be applied to the Temagami group of parks in order for the dataset to be representative of the population. The combined effect of each of these weight factors significantly altered the data well beyond what is considered acceptable (typically weight factors of between 0.8 and 1.2 are preferred). As a result, it was decided not to use this weighting scheme, but instead to weight results at a higher level to reduce manipulation of the data. As such, a weighting scheme by Zone was developed. The same process was employed and the results of this process are displayed in *Table 34* below. As the reader will note, the weight factors all fall within the preferred range and the combined effect did not alter the data significantly. While taking this higher level approach reduced the manipulation of the data and while it does reduce some of the imbalances in the data, within each zone some parks may be under or over represented.



Table 33: Weighting Scheme by Park

Park	Zone	# Groups in 2011	Proportion of All Visitor Groups	# Respondents in Dataset	Proportion of All Respondents	Weight Factor by Park ¹²
Algonquin	AL	17954	56.41%	4673	56.36%	1.00
Bon Echo	SE	562	1.77%	204	2.46%	0.72
Charleston Lake	SE	250	0.79%	73	0.88%	0.89
Frontenac	SE	1883	5.92%	445	5.37%	1.10
Grundy Lake	CE	64	0.20%	9	0.11%	1.85
Halfway Lake	NE	41	0.13%	9	0.11%	1.19
Kawartha Highlands	SE	1345	4.23%	507	6.12%	0.69
Killarney	NE	3058	9.61%	964	11.63%	0.83
Lake Superior	NE	485	1.52%	48	0.58%	2.63
Mississagi	NE	2	0.01%	3	0.04%	0.17
Murphys Point	SE	235	0.74%	57	0.69%	1.07
Obatanga	NE	10	0.03%	1	0.01%	2.60
Quetico	NW	2334	7.33%	624	7.53%	0.97
Restoule	NE	36	0.11%	5	0.06%	1.88
Sleeping Giant	NW	79	0.25%	2	0.02%	10.29
Temagami	NE	523	1.64%	3	0.04%	45.41
The Massasauga	CE	2676	8.41%	644	7.77%	1.08
Wabakimi	NW	59	0.19%	1	0.01%	15.37
Woodland Caribou	NW	232	0.73%	19	0.23%	3.18

Table 34: Weighting Scheme by Zone

Zone	# Groups in 2011	Proportion of All Visitors	# Respondents in Dataset	Proportion of All Respondents	Weight Factor by Zone
AL	17954	56.41%	4673	56.36%	1.00
CE	2740	8.61%	653	7.88%	1.09
NE	4155	13.05%	1033	12.46%	1.05
NW	2704	8.50%	646	7.79%	1.09
SE	4275	13.43%	1286	15.51%	0.87

¹² The reported weight factor may not appear accurate due to rounding of the proportions reported in the “Proportion of All Visitor Groups” and “Proportion of All Respondents” columns.



Appendix C – Double Bounded Contingent Valuation Analysis

To better understand backcountry respondents' willingness to tolerate an increase in their trip costs or backcountry permits, a double bounded contingent valuation analysis was conducted on two sets of questions. Throughout the report we have provided a brief introduction to this type of analysis, however, a more detailed explanation follows.

In the Backcountry Visitor survey, respondents answer a series of questions designed to explore their willingness to tolerate various percent increases in the total trip cost of their trip. Respondents were first presented with a hypothetical 20% increase in their trip costs and depending on their response they were presented with a 10% or 30% increase. Specifically, those who said they would have still gone on their trip even if the cost was 20% higher were presented with a 30% increase and asked whether they still would have gone under these conditions. In contrast, respondents who rejected the 20% increase were then asked whether they still would have gone on their trip if their costs were 10% higher.

Willingness to pay increased backcountry permit costs was tested in a similar way. Specifically, respondents were first presented with a hypothetical \$3 increase to backcountry permits, and asked whether they would be willing to pay this additional cost. Depending on their response, they were then presented with increases of \$2 and \$5.

In both cases, some responses were automatically generated for the respondent. Following standard practices, if a respondent said "Yes" to a moderate increase, their response to a smaller increase was automatically coded as a "Yes". Similarly, if they said "No" to a moderate increase, their response to a higher increase was automatically coded as "No". While these responses were not automatically generated during the survey, they were developed during the cleaning of the data.

Conducting a double bounded contingent valuation analysis on these sets of questions produces an estimate of the average maximum increase respondents are willing to tolerate by analyzing their responses to this series of questions together. A separate analysis is done for the percent and dollar increase series of questions.

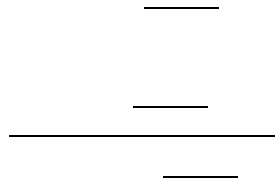
A double bounded contingent valuation analysis is an extension of a single bounded contingent valuation analysis which is often employed to assess value of non-marketed resources or items. The approach employed in this report is modeled on Hanemann, Loomis & Kanninen's (1999)¹³ methodology paper where they argue for the suitability of the double bounded contingent valuation. The statistical underpinnings of this approach

¹³ Hanemann, M., Loomis, J., & Kanninen, B. (1999) "Statistical Efficiency of Double-Bounded Dichotomous Choice Contingent Valuation" *American Journal of Agricultural Economics*, Vol. 73, No. 4., pp. 1255-1263.



are outlined in this paper and serve as the mathematical foundation for the analysis done here. For those interested in the mathematical model used in this analysis we direct you to the cited paper.

Based on a review of the existing literature, we employed a Parametric Survival Analysis using a logistic distribution and logarithmic transformation to model willingness to pay among respondents. Consistent with the literature, this model was fitted using the command PROC LIFEREG in SAS¹⁴ and the LOGISTIC functions¹⁵:



A Survival Analysis intends to model time until an event happens. This type of model is used regularly in medicine but can also be used to model willingness to pay; measuring the survival time of each respondent through incremental increases in cost. A respondent who says that they would be willing to tolerate a \$5 increase has survived through each increase up to this point. Similarly, if someone says they are willing to pay \$3 more, but not \$5 more, then we know that they have survived to at least the \$3 point but have not survived through to a \$5 increase. This analysis is done for each respondent creating a survival time for each respondent and these survival times are then modeled using a

¹⁴ This approach was adopted on the basis of a literature review. While many examples of this technique are available in the literature we direct the reader to two: Neumann, P.J., Cohen, J.T., Hammitt, J.K., Concannon, T.W., Auerbach, H.R., Fang, C., & Kent, D.M. (2012) "Willingness to Pay for Predictive Tests with no Immediate Treatment Implications: A Survey of U.S. Residents" *Health Economics*, Vol. 21, Issue 3, pp. 238-251. & Hall, D.C., Hall, J.V., & Murray, S.N. (2000) "Contingent Valuation of Southern California Rocky Intertidal Ecosystems" *Fisheries Centre Research Reports: Economics of Marine Protected Areas*, Vol 9. No. 8. pp. 70-84. For additional information please review the SAS User's Guide section titled "The LIFEREG Procedure" here:

http://support.sas.com/documentation/cdl/en/statug/63033/HTML/default/viewer.htm#lifereg_toc.htm

¹⁵ For those with a familiarity of the SAS platform, the following syntax was developed to model the results:

```
proc lifereg data = park;
  model (lb, ub)= / d = logistic maxiter = 200;
  output out=new cdf=prob p=predtime quantiles=.05 .1 .2 .3 .4 .5 .6 .7 .8 .9 .95 std=std ;
  weight mweight0;
run;
```



logistic distribution and logarithmic transformation. It is worth emphasizing that while other distributions could have been used, our approach is consistent with other research in this area and has the benefit of being a simpler model that is generally more conservative in its estimations. The intercept of the Logistic Distribution is reported as the average maximum willingness to pay and because a Logistic Distribution is symmetrical, the mean and median are identical.

Although each series of questions is followed by an open end or stated willingness to pay question, in replication of previous research in the area, this question was not included in the analysis.

