



## Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists



ONTARIO  
PARKS

## Ontario Parks Campground Visitor Survey September 2012

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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 Campground Visitors Survey focuses on those who have taken advantage of provincial parks across the province for overnight camping trips. In particular, the Campground Visitors Survey is designed to provide Ontario Parks with the following:

- Demographic information regarding those who use Ontario's provincial parks for campground visits;
- User visitation history and habits;
- 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 Campground Visitor Survey using an online web-based survey platform. Campground Visitors who used the reservation system and supplied an email address were invited to complete the survey online. A total sample of n=65,908 surveys was obtained which translates to a response rate of 31%. Ipsos-Reid analyzed, synthesized and reported on the survey data results.

## Highlights

- Overall, a large proportion (88%) of campground respondents rate their overall visit experience highly. Importantly, the results are fairly consistent across the province with over eight-in-ten respondents in each zone reporting top ratings for their overall visit experience (North West, 91%; North East, 90%; Algonquin, 92%; Central, 87%; South West, 88%; South East, 86%).
- Similarly, across the province over eight-in-ten (85%) campground respondents report top ratings when it comes to the likelihood that they will return for another visit.
- Over two-thirds (68%) of campground 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 48%) and 30% (only 26%). In response to an open-ended willingness to pay question, overall, respondents report an average increase of 23% as the highest increase they would tolerate before not coming to the park. The results of a double bounded contingent valuation analysis estimates an average maximum increase of 23.49%.



- Similarly, six-in-ten (61%) campground respondents say they would pay an additional \$5 per person per night. Again, the proportion of respondents willing to pay more for their permit declines as the proposed increase reaches \$10 (39%) and \$15 (20%). That said, respondents report an average of \$18 as the highest increase they would pay per campsite per night for their permit; with the double bounded contingent valuation estimating an average maximum increase of \$8.87.
- One-half (51%) of campground respondents report turning to the Ontario Parks website when choosing which park to visit. This result suggests that Ontario Parks has significant control over the information potential visitors are gathering and may be able to improve marketing of park services, facilities and campsite availability through this medium.
- Campground visit respondents appear to be relatively loyal to a particular park. In fact, the majority report that they have visited this park in the past (67%); and on average they have been visiting the same park for about 11 years. That said, nearly three-quarters (74%) of campground respondents say they would visit an alternative park if their preferred destination is unavailable. Moreover, campground visit respondents tend to favour overnight night camping trips over any other type of camping experience within Ontario provincial parks.
- Park services and facilities often receive positive ratings from respondents. Most notably, around nine-in-ten report top ratings for the check-in process (91%), staff courtesy (91%), cleanliness of the rest of the park (91%) and feeling secure in the park (90%). That said, there is room to improve the cleanliness of washrooms (70%).
- Ontario's provincial parks are viewed as being important by nearly all respondents. In particular, respondents think Ontario's provincial parks are important because they provide natural benefits (93%), protect nature for its own sake (88%) and provide recreation opportunities (95%) that they would like to enjoy in the future (95%) and have future generations enjoy as well (94%). Moreover, respondents report that their mental (88%) and overall sense of well-being (82%) improved as a result of their trip.

## Key Findings

### Visitor Demographics

- People of all walks of life enjoy camping trips to Ontario's provincial parks. Visitors are both male (52%) and female (48%) and distributed fairly evenly across all age groups.. Most respondents have completed a Community College diploma or higher (86%). Household income varies, but it is worth noting that nearly one-in-five have a total household income of more than \$140,000 (18%).
- The majority of respondents were born in Canada (85%). That said, about one-in-ten (12%) respondents report being born outside of Canada and the U.S.
- Families (49%) are the top group type, and about one-half (50%) report that they have children in their household.



- About three-in-ten (29%) campground respondents report traveling with a dog. That said, groups that included a person with a disability are more likely to report traveling with a dog (43%).
- A small proportion (7%) 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 six-in-ten (73%) rate accessibility features provided in the park highly.

### **Visitation History and Habits**

- About two-thirds (67%) say they have visited this park before; and on average, campground visit respondents have visited the same park for 11 years.
- On average, campground respondents reported taking at least one overnight camping trip per year over the last three years, with most favouring this type of camping over any other.
- Three-quarters (74%) report they would have visited another park if their preferred destination was unavailable.
- In terms of preference for when to visit Ontario's provincial parks for camping trips, respondents tend to favour the summer months (77%). That said, small but notable proportions of respondents report having camped in each month.
- Respondents typically start their trips from home (95%), travel considerable distances (average of 229.7 km) and report that the park was their primary destination (91%). North West and North East respondents are less likely to start their trips from home (90% for each) or report that the park was their primary destination (81% and 79% respectively).
- The Ontario Parks website (51%) emerges as the primary source of information when it comes to choosing which park to visit. This is an important finding as it suggests that Ontario Parks has control over the information potential visitors are gathering. North West (34%) and North East (43%) respondents appear to use this source of information less frequently. Interestingly, as age increases respondents are less likely to rely on the Ontario Parks website, but instead tend to rely on previous or past experiences with parks.

### **Reasons for Choosing Parks**

- Across the province, when it comes to choosing which park to visit, campground respondents mention having good campsites (91%), having enjoyed a previous visit (88%) knowing the park is scenic (87%) and knowing that it is well-run and clean (84%) as being important.
- Reasons for choosing which park to visit also varied significantly by zone. In particular, among Central, South West and South East, considerations such as swimming (85%, 82%, and 80% respectively), park availability (75%, 76%, and 77% respectively) convenient location (56%, 66%, and 65% respectively), and good weather (43%, 46%, and 46% respectively) are rated as more important when compared to other respondents. In contrast, North West, North East and Algonquin respondents tend to



cite the importance of the scenery (93%, 91% and 96% respectively) and unspoiled nature (84%, 87%, and 92% respectively). Algonquin respondents are also more likely than other respondents to say that good backpacking (75%) and canoeing (69%) are important.

### **Trip Experience**

- Most importantly, overall visit experience (88%) and likelihood to return (85%) get top ratings across the province.
- Resting and relaxing (96%) emerges as one of the top activities respondents participated in during their camping trip, suggesting that a camping trip to Ontario's provincial parks is viewed as an opportunity to get away from everything and unwind. Notably, eight-in-ten (80%) also say that they went swimming or participated in beach related activities.
- Algonquin respondents stand out from all other respondents as they tend to report having participated in a wider range of activities than other respondents. In particular, when compared with other respondents Algonquin respondents are more likely to say they went hiking (81%), visited natural features such as lookouts (60%), went canoeing (59%), went sightseeing (48%), studied nature or wildlife (46%), or participated in an educational programs (36%).
- Generally high ratings are reported for park services, staff and facilities. Most importantly, when it comes to checking-in (91%), staff courtesy (91%), cleanliness of the rest of the park (91%), and feeling secure within the park (90%), nine-in-ten report top ratings. North West, North East and Algonquin respondents tend to report higher ratings for the cleanliness of campsites (90% each), availability of park staff (85%, 85% and 86% respectively), and enforcement of park rules (82%, 83%, and 78% respectively) when compared to other respondents. In contrast, to these positive results, there is room to improve the cleanliness of washrooms (70%) across the province.

### **Willingness to Pay**

- When presented with a hypothetical increase of 10% to their overall trip costs, two-thirds (68%) of campground respondents say they would have still gone on their trip. Support drops for a 20% increase with only one-half (48%) saying they would still have gone on their trip and again, with a proposed 30% increase being supported by only about one-quarter (26%) of respondents. That said, respondents report supporting an average increase of 23%, and a double bounded contingent valuation analysis estimates an average maximum increase of 23.49%.
- Similarly, when presented with a \$5 per night increase to camping permits, six-in-ten (61%) respondents report that they would be willing to tolerate this increase. Willingness to pay drops with a proposed increase of \$10 (39%), and further still with an increase of \$15 (20%). That said, an average of \$18 is reported as the highest increase respondents would tolerate and a double bounded contingent valuation analysis estimates an average maximum increase of \$8.87.



## **Revenue and Cutbacks**

- Support for most cutbacks is typically low. That said, about one-half (49%) 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 (40%) and reducing visitor centre hours (37%). Some respondents also took the time to provide their own cutback suggestions. While the reader is cautioned that sub-group base sizes are small, it is worth noting that some respondents would support increasing/assessing fines for infractions (89%), improving concessions (87%), allowing donations or fundraising (86%), and seeking efficiencies within park management (85%). It is worth emphasizing that only 7% support reducing park staff.
- While a number of respondents (62%) support shifting existing provincial taxes to better fund Ontario Parks, there is also support for a variety of measures within Ontario Parks' control. In particular, respondents show some support for increasing story inventory (68%), offering discounted passes in off-peak seasons (68%), and charging fees for special events (63%). Again, some respondents took the time to provide their own options for increasing revenue. Again, while sub-group base sizes are small it is worth noting that some respondents suggest improving the current billing system (e.g. partial/no refund for cancellations) (95%) or developing new billing approaches (e.g. seasonal rates, per person billing) (94%), enforcing fines for infractions (89%), and finding efficiencies within park management (85%). Importantly, only two-in-ten (18%) support raising visitor fees.

## **Fishing, Campfires, Reservation Service and Educational Programs**

- Two-in-ten (19%) report that they went fishing during their trip, although only one-in-ten (11%) South West respondents said they went fishing. Most (73%) reported fishing from the shoreline or dock.
- The vast majority (95%) of campground respondents report that they had a campfire during their trip. Nearly seven-in-ten (69%) of those who had a campfire purchased their wood within the park, with South West respondents being most likely to buy their wood outside the park (29%), and North West respondents are more likely than other respondents to report that they brought wood from home (25%). A notable proportion of respondents reported using scrap construction wood for their fire (18%).
- Two-in-ten (20%) report participating in an educational program during their trip. Low participation appears to be due to being too busy (31%) or low interest (28%). It is worth noting that Algonquin (33%) respondents are more likely than their counterparts to take part in these programs.
- The vast majority of campground respondents (95%) used the Ontario Parks' Reservation Service to book their trip. Making reservations online (89%) appears to be the preferred reservation method and 84% report top ratings for the service. Among those who did not use the reservation service, about three-in-ten say they prefer to just show up (29%) rather than make a reservation and about three-in-ten say that their trip was unplanned (28%).





### **Increasing Visitation**

- Results suggest that better campsite selection (53%), lower fees (50%), free firewood (40%), knowing more about what parks have to offer (33%) and having more parks closer to home (32%) may increase the frequency with which campground respondents visit Ontario's provincial parks.
- North West (57%) respondents are more likely than other respondents to say that lower fees would increase how often they visit Ontario's provincial parks.

### **Conclusions and Recommendations**

- Most importantly, Ontario Parks appears to be providing campground 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.
- If faced with the need to increase revenue, Ontario Parks may wish to consider a moderate increase to the cost of a per night campground pass. Results suggest that only six-in-ten would be willing to tolerate a \$5 per night increase, as such, it is recommended that a more conservative increase be explored. Importantly, while some results explored throughout this report suggest that, on average, respondents would be willing to tolerate a more substantial increase, support for implementing this increase is low. 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.
- As camping trips typically take place during the summer months, Ontario Parks may wish to explore generating additional revenue by offering discount visitor passes during the off-peak season to encourage visitation during these times. It may also be prudent to explore expanding park store inventory and potentially charging fees for special events.
- Campground respondents note that they may visit Ontario's provincial parks more often if better campsites were available during their preferred dates. Moreover, campground respondents tend to be flexible and willing to visit an alternative park if their desired park is full. Taking these two results together, there may be an opportunity for Ontario Parks to automatically recommend alternative parks if campsites in the desired park are unavailable.
- 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.



- Ontario Parks may wish to explore developing region specific advertising campaigns. As Central, South West and South East respondents are more likely than other respondents to say that convenient location, good weather, park availability and good swimming are important, Ontario Parks may wish to include these considerations in their promotional materials. In contrast, North West, North East and Algonquin respondents may be more responsive to marketing campaigns targeting the unspoiled nature and scenery found within Ontario's provincial parks. Similarly, as respondents from across the province appear to visit parks to participate in different activities, targeting these regional differences may help to boost visitation.
- As only two-in-ten respondents report participating in educational programs and, at first glance, there is some support for cutting back on this service, Ontario Parks may wish to do so in order to cut costs. That said, Algonquin respondents are more likely than other respondents to take part in these programs and so region specific cut backs may need to be explored. Finally, before cutting these programs Ontario Parks may wish to increase program awareness, timeliness and content to see if participation improves with a better delivery and appreciation of what these programs can offer.

## 2. Background

This report is designed to provide a summary and analysis of the data collected from overnight campground visitors throughout the 2011 season. Results are discussed at the Provincial level, aggregating results for operating provincial parks across Ontario. Where pertinent, results are broken out by the six park zones. A copy of the questionnaire is also included as Appendix A – 2011 Ontario Parks Campground Visitor 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 85 parks offering campground sites. Using email addresses collected during the campsite reservation process campers were sent an email that provided an invitation to participate in an online survey. The emails included a link to the online survey. A total of 65,908 surveys were included in the resulting data set, generating a response rate of 31%.

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.



### 3. Methodology

Prior to the 2005 survey year, paper surveys were distributed to park visitors. Starting in 2008 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 (See Appendix B).

### 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 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/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 respondent’s 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=65908), open end questions often received a wide range of responses from a number respondents. For the purposes of this report, responses with a base size of less than n=100 were not reported. If included in a table or figure, these responses will be found at the bottom of the table/figure separated from the hard-coded categories by a solid black line.

In some cases the base size for a response category is small relative to the total sample size. Questions or response categories with a base size of less than n=1000 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=500) relative to the total sample size, and are marked with two asterisks (\*\*). It is worth emphasizing that while these are typically considered large base sizes, they are small relative to the total sample size and so caution should be taken when interpreting these results.

### 5.2 Reporting Conventions

Many questions throughout the Campground 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, 88% of campground respondents rated their overall visit experience as a 4 or a 5, suggesting that across the province, campground respondents are having a positive experience and that only 12% 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, often for multiple items at one time. Each sub-group is given a letter designation (from A to F) 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 F are associated with each of the park zones. Moreover, looking specifically at the overall visit experience results for Algonquin respondents, we find the response to be 92%<sub>BDEF</sub>. This should be interpreted as indicating that the Algonquin rating of 92% is significantly higher than the ratings reported by respondents who visited parks in the North East (column B), Central (column D), South West (column E) and South East (column F) zones.

**Table 18: Park Experience**

Top 2 Box	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Overall visit experience	88%	91% <sub>DEF</sub>	90% <sub>DEF</sub>	92% <sub>BDEF</sub>	87% <sub>F</sub>	88% <sub>DF</sub>	86%



## 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 camping opportunities within Ontario's provincial parks. As we might expect, both men and women appear to be equally taking advantage of Ontario's provincial parks for overnight camping trips. However, Algonquin respondents do stand out as reporting higher proportions of men than other zones. Interestingly, respondents are typically well educated and a notable percentage of respondents have a household income of over \$140,000. Given the relative affordability of camping at Ontario's provincial parks, it may be prudent to promote awareness regarding the affordability of camping visits to maximize use by all income categories. Moreover, families emerge as the top group type; and respondents are split on having children under 16 in their household. Finally, as the vast majority of respondents report being born in Canada, there may be an opportunity to increase awareness and interest among new Canadians in taking advantage of Ontario's provincial parks.

#### 6.1.2 Detailed Analysis

Survey results<sup>1</sup> suggest that campground visitors tend to be evenly split between the male (52%) and female (48%) categories (*Table 1*). This is fairly consistent across zones but it would appear that men (54%) are slightly more likely than women (46%) to visit Algonquin (*Table 1a*). Just over one-in-ten (12%) of visitors are between 15 and 24 years of age (6% male and 6% female), and only 4% are 65 years of age or older (2% male and 2% female) (*Table 1*). In contrast, one-in-four (27%) are 14 years of age or younger (14% male and 13% female), one-in-three (34%) fall between 25 and 44 years of age (17% male and 16% female) and one-in-four (24%) fall between 45 and 64 year of age (12% male and 11% female). For comparison purposes we have included the 2011 Census results for Ontario.

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<sup>1</sup> Respondents were asked to fill in a numeric response for each age/gender category. Responses of greater than 20 persons in a category were coded into as being equivalent to 21.



**Table 1: Age and Gender**

	Overall		Ontario	
	Male	Female	Male	Female
<b>0-14 years</b>	14%	13%	9%	8%
<b>15-24 years</b>	6%	6%	7%	7%
<b>25-44 years</b>	17%	16%	13%	14%
<b>45-64 years</b>	12%	11%	14%	15%
<b>65+ years</b>	2%	2%	6%	8%
<b>Total</b>	52%	48%	49%	51%

Q12: 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=65,908). Note: Ontario results are calculated using 2011 census data.

**Table 1a: Age and Gender by Zone**

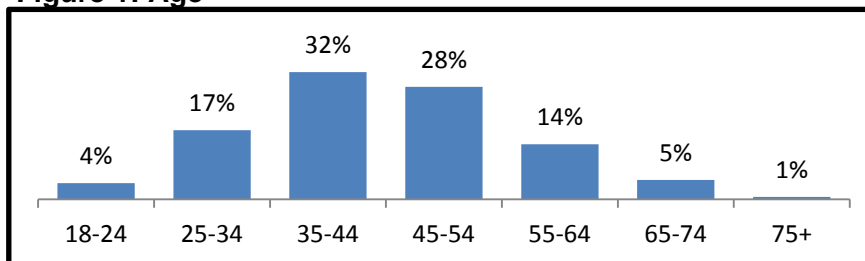
	North West		North East		Algonquin		Central		South West		South East	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
<b>0-14 years</b>	14%	14%	12%	12%	12%	10%	15%	13%	14%	13%	15%	13%
<b>15-24 years</b>	6%	6%	5%	5%	7%	6%	7%	6%	6%	7%	6%	6%
<b>25-44 years</b>	17%	16%	16%	14%	18%	15%	18%	16%	17%	16%	18%	17%
<b>45-64 years</b>	12%	12%	16%	15%	14%	13%	12%	11%	12%	11%	11%	11%
<b>65+ years</b>	2%	1%	3%	2%	3%	2%	2%	1%	2%	2%	2%	2%
<b>Total</b>	50%	50%	52%	48%	54%	46%	53%	47%	52%	48%	52%	48%

Q12: 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=65,908) 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 campground respondent is 44 years of age. One-half (50%) of those who responded are between the ages of 35 and 54 while 17% fall into the 25-34 age group, and 14% fall into the 55-64 group (Figure 1). Only 4% of campground respondents report an age of between 18 and 24.

**Figure 1: Age**



Q78: What is your age? (Fill in the blank) (n=51,883)



While the visitor profile developed above shows that the proportion of men and women is fairly equal, women (57%) tend to be more likely to respond to this survey than men (43%) (Table 2).

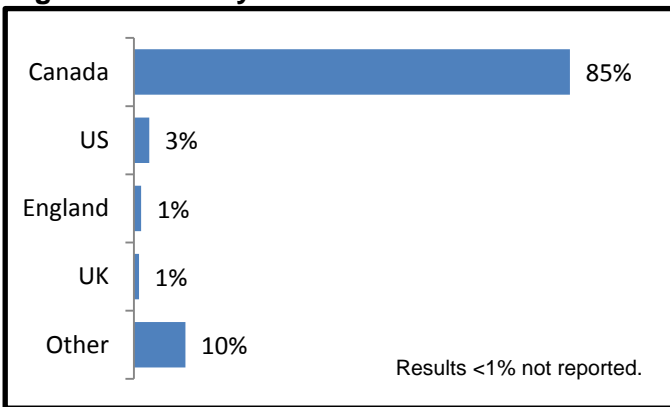
**Table 2: Gender**

%	Overall
Male	43%
Female	57%

Q79: What is your gender? (Check one circle) (n=52,073)

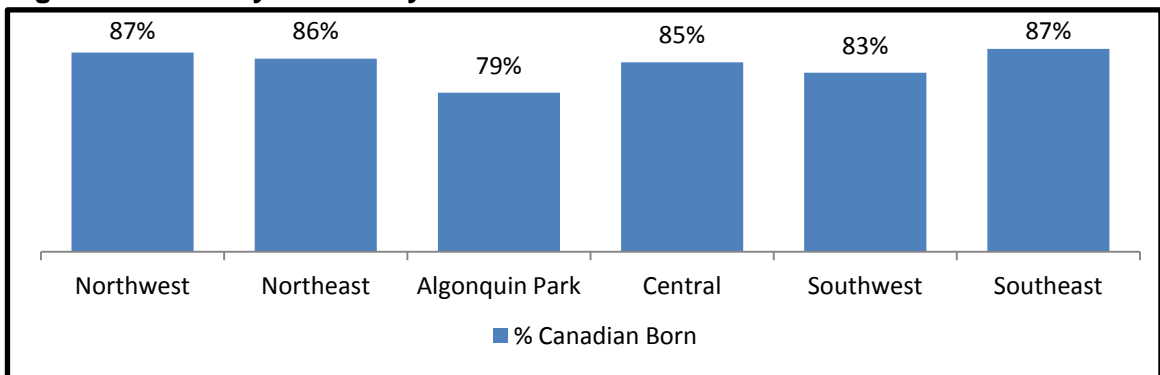
Not surprisingly, the majority of respondents report that they were born in Canada (85%) with only a very small proportion of respondents reporting that they were born in the U.S. (3%) (Figure 2). It is worth noting that over one-in-ten (12%) report being born outside of Canada and the U.S. Interestingly, respondents visiting the Algonquin (79%) zone are least likely to be Canadian (see Figure 2a)

**Figure 2: Country of Birth**



Q80: Where were you born? (Check one circle or fill in the blank) (n=51,948).

**Figure 2a: Country of Birth by Zone**



Q80: Where were you born? (Check one circle or fill in the blank) (Born in Canada, n=44,053) Q1\_Recode: Park Zone (bases vary for each subgroup)





When it comes to household composition, respondents report an average household size of 3 (Table 3); and respondents are split between having children at home and not (50% each) (Figure 3). Interestingly, Central (53%) respondents are more likely than most to report having children at home (Figure 3a), leading to a higher than average household size (Table 3).

**Table 3: Household Size**

	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
<b>Average # of Persons per Household</b>	3.3	3.3 <sub>BC</sub>	3.1	3.1	3.4 <sub>ABCEF</sub>	3.4 <sub>ABCF</sub>	3.3 <sub>BC</sub>

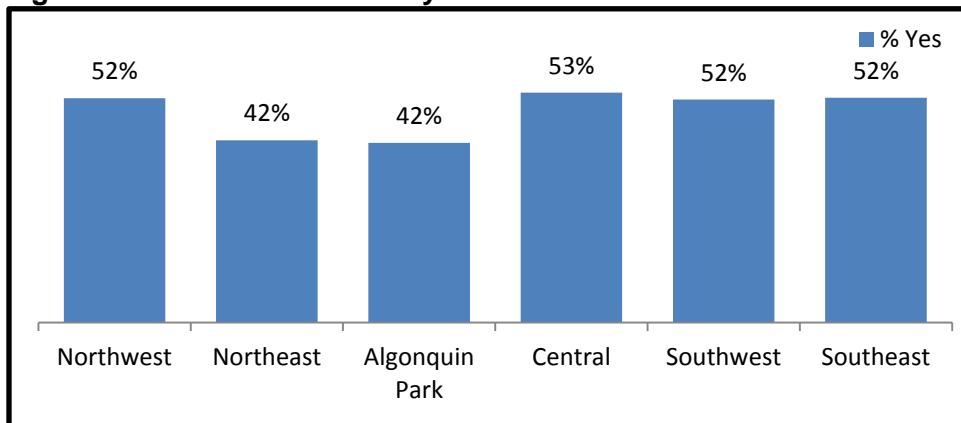
Q82: Including yourself, how many people are in your household? (Fill in the blank) (n=51,874) Q1\_Recode: Park Zone (bases vary for each subgroup)

**Figure 3: Children at Home**



Q83: Do you have children 16 years of age and younger living in your home? (Check one circle) (n=51,980)

**Figure 3a: Children at Home by Zone**

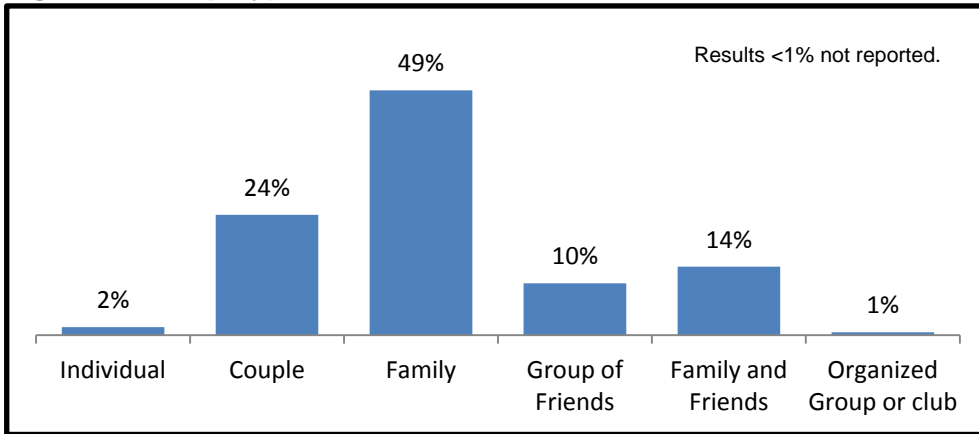


Q83: Do you have children 16 years of age and younger living in your home? (Check one circle) (Yes, n=26,140) Q1\_Recode: Park Zone (bases vary for each subgroup)

Moreover, nearly one-half (49%) report visiting the park with their family (Figure 4). Interestingly, respondents who visited Algonquin (45%) and North East (47%) parks are less likely than other respondents to say that they traveled with their family (Figure 4a). On average, groups tended to be around 5 people in size with slightly smaller groups in North East (4 people) and larger groups in Central and South West (5 people each) (Table 4).

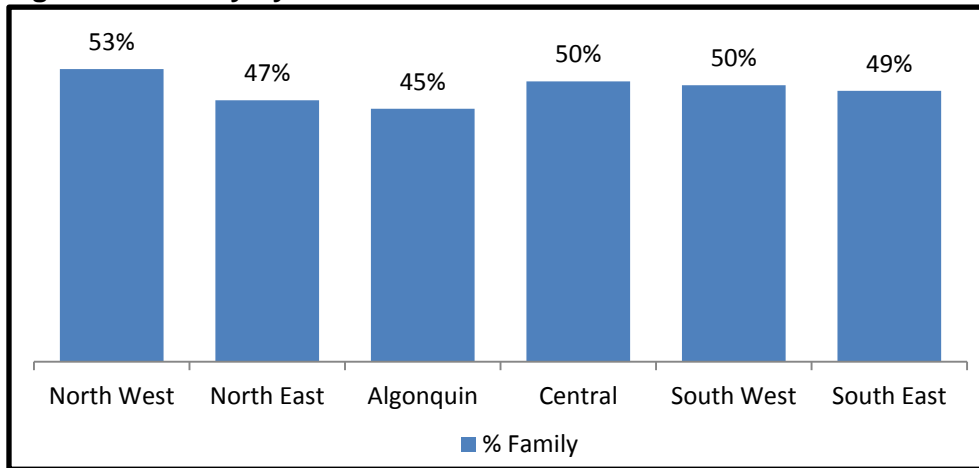


**Figure 4: Group Type**



Q11: Which of the following best describes your group? (Check one circle) (n=62,501)

**Figure 5a: Family by Zone**



Q11: Which of the following best describes your group? (Family, n=30,695) Q1\_Recode: Park Zone (bases vary for each subgroup)

**Table 4: Group Size**

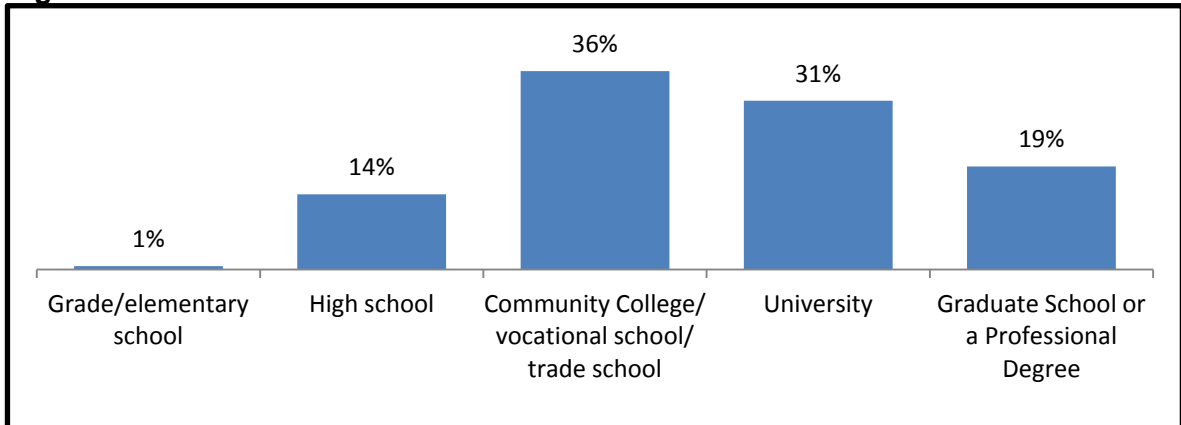
	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
<b>Average # of Persons per Group</b>	4.8	4.2 <sub>B</sub>	3.8	4.1 <sub>B</sub>	5 <sub>ABCF</sub>	5.1 <sub>ABCF</sub>	4.7 <sub>ABC</sub>

Q10: Including yourself, how many persons were in your group? (n=61,505) Q1\_Recode: Park Zone (bases vary for each subgroup)



Campground respondents are generally well educated with the majority (86%) of respondents reporting that they obtained a Community College diploma, University degree, or Graduate School or Professional degree (Figure 5). Interestingly, one-half (50%) of campground survey respondents have a university or professional degree.

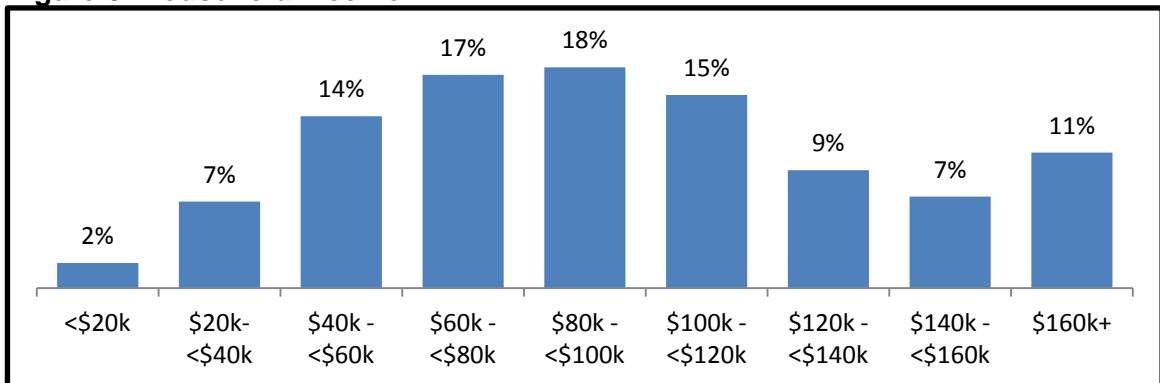
**Figure 5: Education Level**



Q84: What is the highest level of education you attained or completed? (Check one circle) (n=51,946)

The average pre-tax household income of campground respondents is approximately \$92,500. Moreover, while income appears to be distributed normally among most income categories (see Figure 6), a notable proportion of respondents (18%) report that their income is \$140,000 or more.

**Figure 6: Household Income**

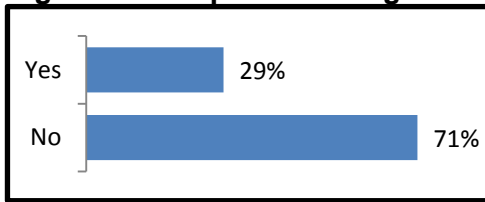


Q85: What was your total household income from all sources before taxes in 2010? (Check one circle) (n=46,283)

About three-in-ten (29%) campground respondents report that they or someone in their group brought a dog on this trip (Figure 7). It is worth noting that respondents who reported that someone in their group was a person with a disability are significantly more likely than other respondents to say that they traveled with a dog (43% vs. 28%) (Figure 7a). Respondents visiting Algonquin (25%) and to a lesser extent South West (29%) and South East (28%) parks are less likely to say a dog accompanied them on their trip (Figure 8b). Typically, groups with dogs had only one dog (71%) but nearly three-in-ten (28%) report having two or more dogs along for the trip (Figure 8).

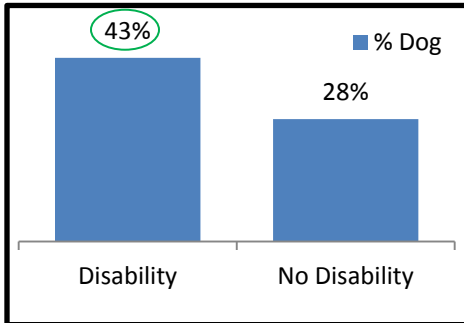


**Figure 7: Groups with a Dog**



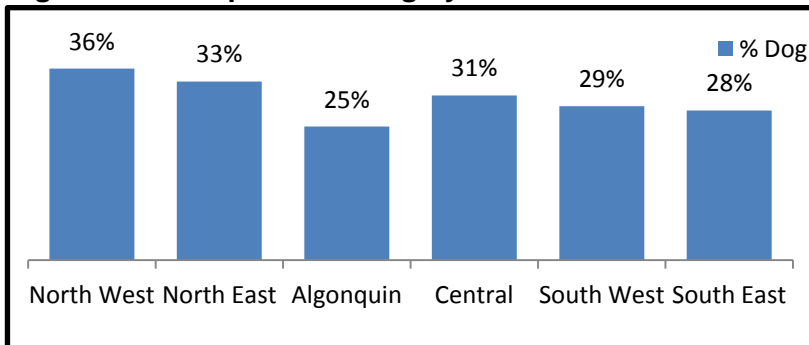
Q13: Did you, or someone in your group, bring a dog on this trip? (Check one circle) (n=62,788)

**Figure 7a: Groups with a Dog by Group Type**



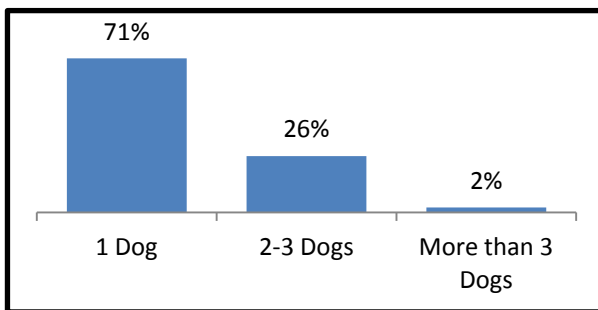
Q13: Did you, or someone in your group, bring a dog on this trip? (Check one circle) (Yes, n=18,515) Q15: Was any member of your group a person with a disability? (bases vary for each subgroup)

**Figure 7b: Groups with a Dog by Zone**



Q13: Did you, or someone in your group, bring a dog on this trip? (Check one circle) (n=18,515) Q1\_Recode: Park Zone (bases vary for each subgroup)

**Figure 8: Number of Dogs**

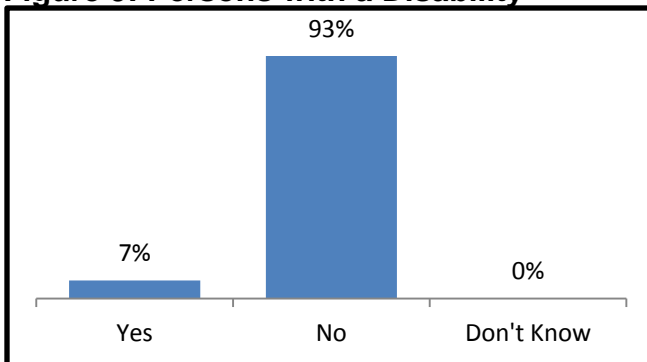


Q14: How many dogs were on this trip? (Specify) (n=18,419)



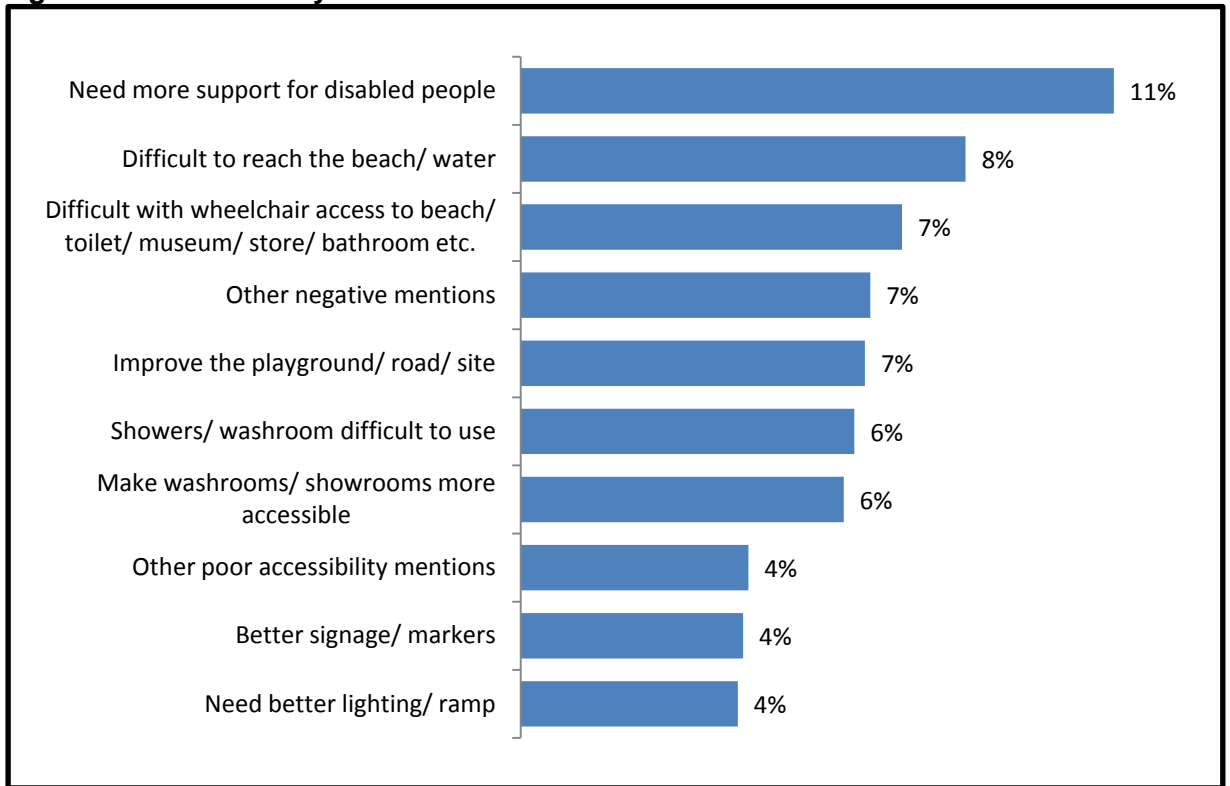
As shown in *Figure 9*, across the province only a small proportion (7%) of campground respondents report that a member of their group was a person with a disability. When given the opportunity to make suggestions regarding accessibility within the park, most (71%) respondents who reported that a member of their group was a person with a disability report negative comments; although one-quarter (24%) did provide positive comments. Among the negative comments, some commented on the need for additional support in general (11%), and others mentioned accessibility issues such as having difficulty reaching beach/water (8%) and difficulty accessing park facilities in a wheelchair (7%) (*Figure 10*). That said, nearly three-quarters (73%) of those respondents who reported that a member of the group was a person with a disability rate the services and facilities of the park highly when it comes to being accessible (*Figure 11*). It is worth commenting that while these results may appear in conflict, they need not be interpreted in that way. That is, it is possible for respondents to think highly of accessibility within the park and yet still offer areas for improvement when presented with the opportunity to do so.

**Figure 9: Persons with a Disability**



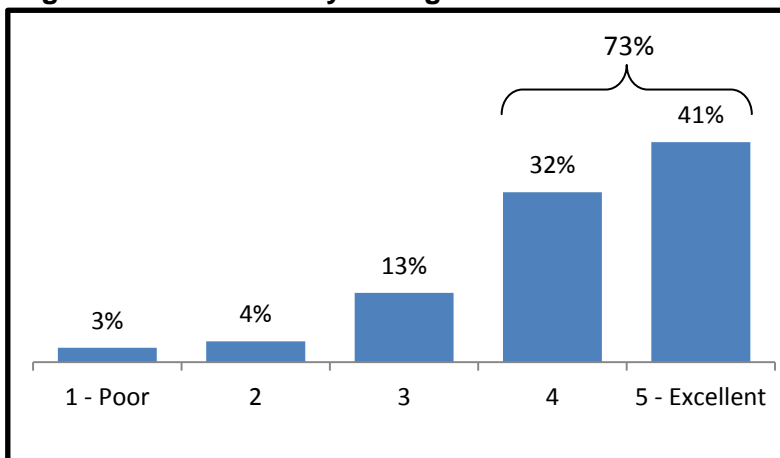
Q15: Was any member of your group a person with a disability? (Check one circle) (n=62,684)

**Figure 10: Accessibility Comments**



Q16: Please enter any comments or suggestions you may have regarding the accessibility within this park. (Specify) (n=1539)

**Figure 11: Accessibility Rating**



Q17: Please rate the services and facilities within [Q1] in terms of meeting the needs of the person(s) in your group with a disability. (Check one circle) (n=4260)



## 6.2 Trip Characteristics

### 6.2.1 Summary of Results

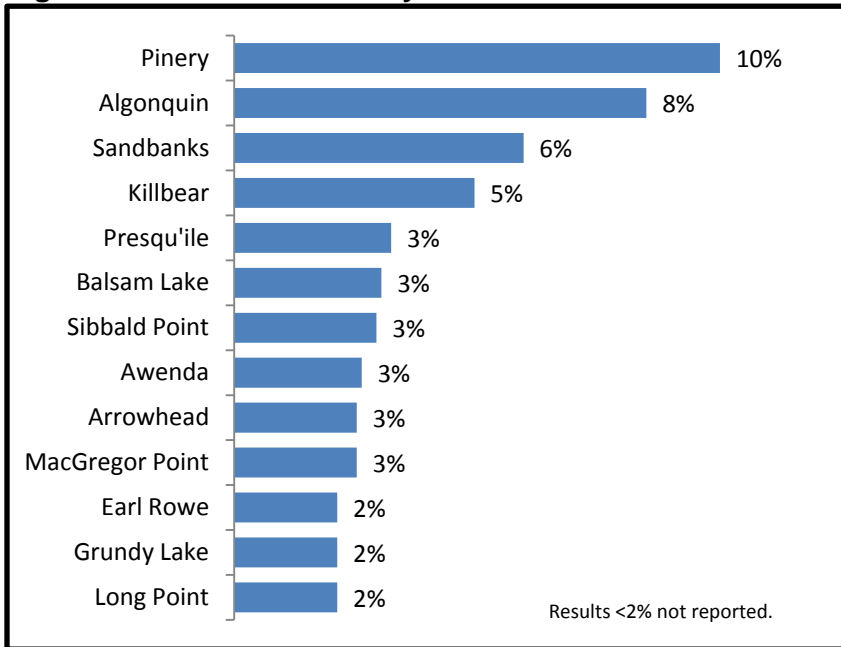
Although campground respondents visit a variety of parks across the province, the Pinery and Algonquin emerge as favourites. When it comes to choosing which park to visit, the majority relies on the Ontario Parks' website, but reliance on this information source decreases as age increases. On a related note, as age increases respondents tend to rely on past or previous visits to a park as their main information source; and North West respondents tend to seek out advice from friends and relatives or rely on previous experiences more often than other respondents. Typically speaking, respondents travel great distances for long periods of time to enjoy a few nights stay in Ontario's provincial parks. Most begin the trip from home, and overwhelmingly the park was their primary destination. Notwithstanding, North West and North East respondents are less likely to start their trip from home and more likely to have multiple destinations on their trip. Results also indicate that many respondents have visited this park before. Finally, if their desired park was not available, a significant proportion of respondents would have chosen a different park.

### 6.2.2 Detailed Findings

Results suggest that a wide range of parks across the province are visited for camping trips (*Figure 12*). The most frequently cited parks include the Pinery (10%), Algonquin (8%) and Sandbanks (6%). It is interesting to note that there are a variety of differences by group type. In particular, family and friends (12%) are more likely to report visiting the Pinery than other group types (*Figure 12a*); and individuals (15%) are more likely than other groups to say they visited Algonquin (*Figure 12b*). Within the North West zone, Rushing River (29%) and Sleeping Giant (23%) are most frequently visited (*Figure 12c*). North East respondents report visiting Lake Superior (16%) and Killarney (16%) most frequently (*Figure 12d*). Among the Algonquin campgrounds, Pog Lake (19%), Canisbay (18%) and Lake of Two Rivers (18%) are most frequently visited (*Figure 12e*). Central respondents tend to favour Killbear (19%) (*Figure 12f*), South West respondents favour Pinery (34%) (*Figure 12g*), and South East respondents favour Sandbanks (24%) as their destination of choice (*Figure 12h*).

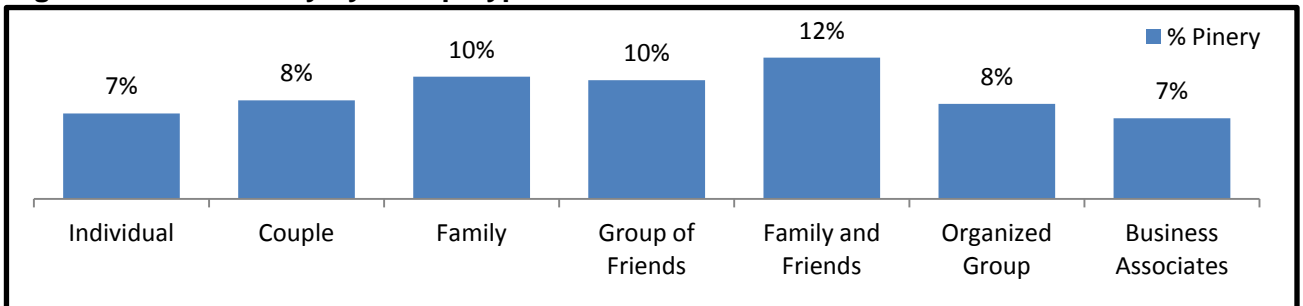


**Figure 12: Park most recently visited**



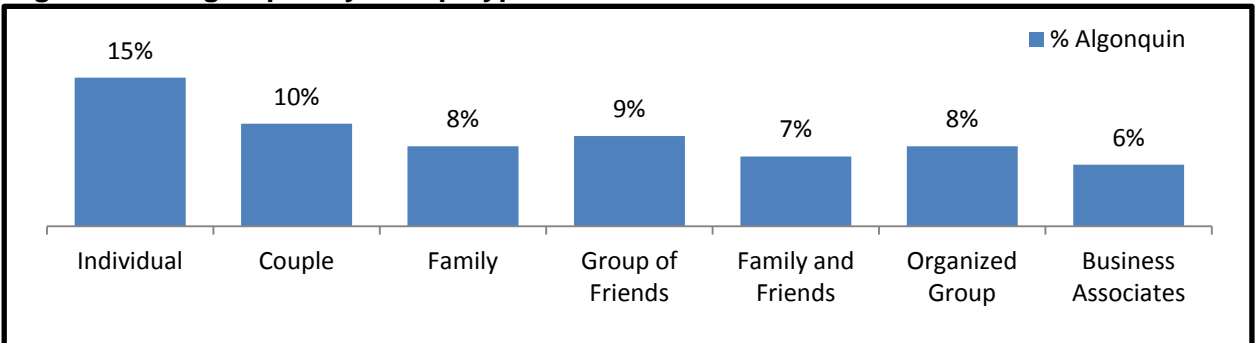
Q1: Please select the park that you most recently stayed in for one or more nights. (*Specify*) (n=65,908)

**Figure 12a: The Pinery by Group Type**



Q1: Please select the park that you most recently stayed in for one or more nights. (*Specify*) (Pinery, n=6171)  
 Q11: Which of the following best describes your group? (bases vary for each subgroup)

**Figure 12b: Algonquin by Group Type**

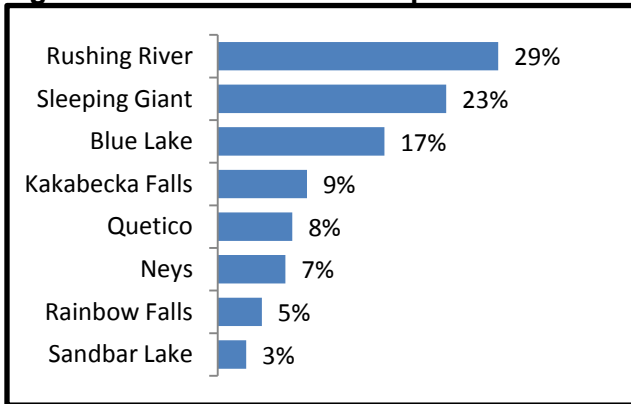


Q1: Please select the park that you most recently stayed in for one or more nights. (*Specify*) (Algonquin, n=6016)  
 Q11: Which of the following best describes your group? (bases vary for each subgroup)



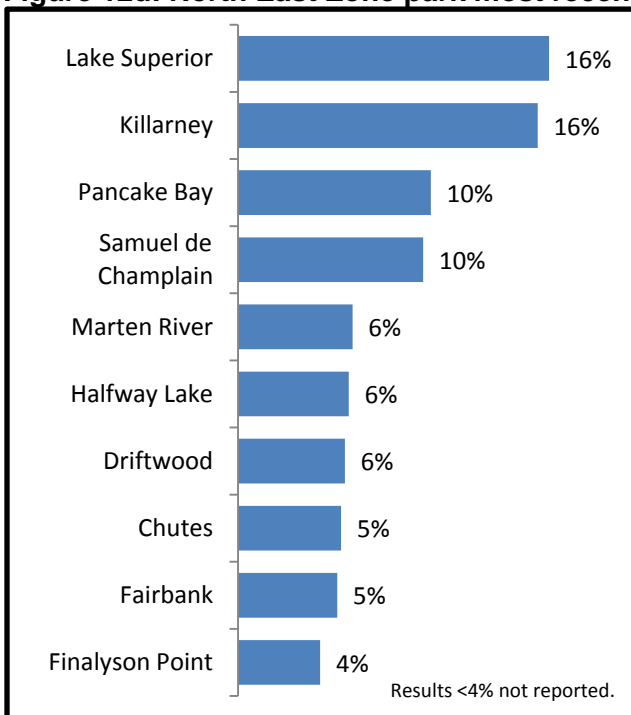


**Figure 12c: North West Zone park most recently visited**



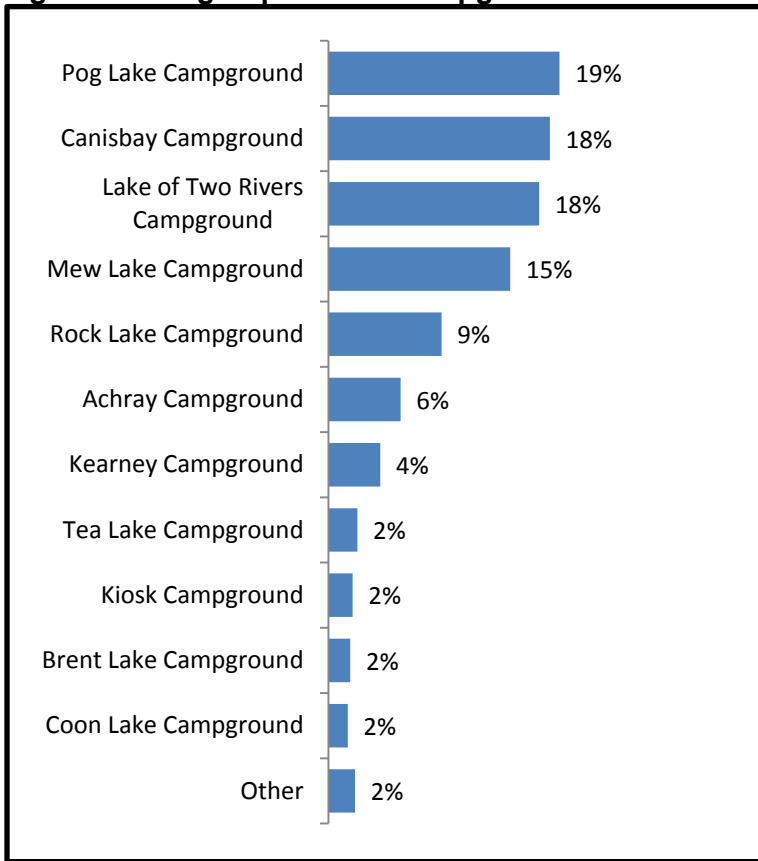
Q1: Please select the park that you most recently stayed in for one or more nights. (*Specify*) (n=65,908)  
Q1\_Recode: Park Zone (North West, n=2620)

**Figure 12d: North East Zone park most recently visited**



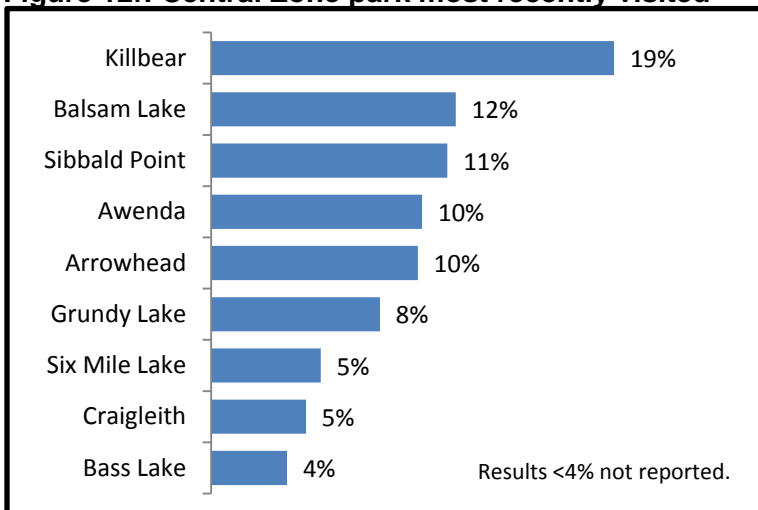
Q1: Please select the park that you most recently stayed in for one or more nights. (*Specify*) (n=65,908)  
Q1\_Recode: Park Zone (North East, n=5160)

**Figure 12e: Algonquin Zone campground most recently visited**



Q1: Please select the park that you most recently stayed in for one or more nights. (*Specify*) (n=65,908)  
 Q1\_Recode: Park Zone (Algonquin, n=6016)

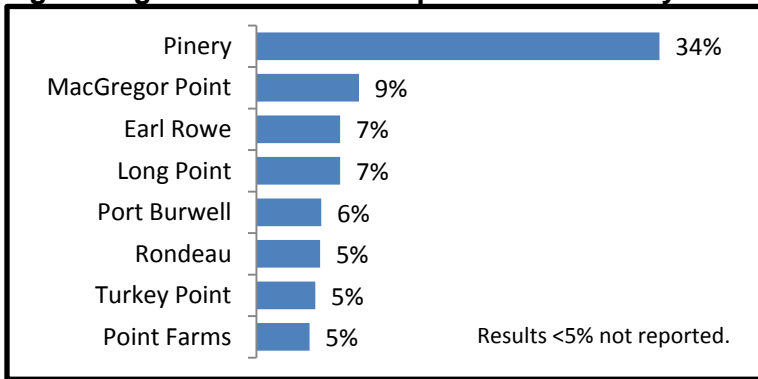
**Figure 12f: Central Zone park most recently visited**



Q1: Please select the park that you most recently stayed in for one or more nights. (*Specify*) (n=65,908)  
 Q1\_Recode: Park Zone (Central, n=16,966)

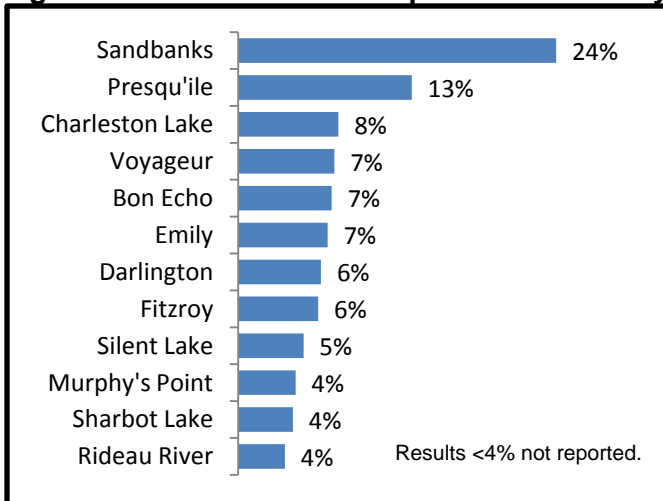


**Figure 12g: South West Zone park most recently visited**



Q1: Please select the park that you most recently stayed in for one or more nights. (*Specify*) (n=65,908)  
Q1\_Recode: Park Zone (South West, n=18,465)

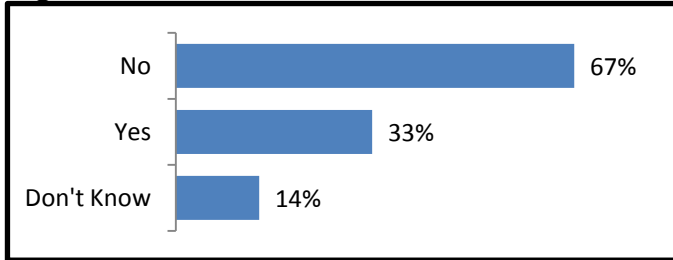
**Figure 12h: South East Zone park most recently visited**



Q1: Please select the park that you most recently stayed in for one or more nights. (*Specify*) (n=65,908)  
Q1\_Recode: Park Zone (South East, n=16,519)

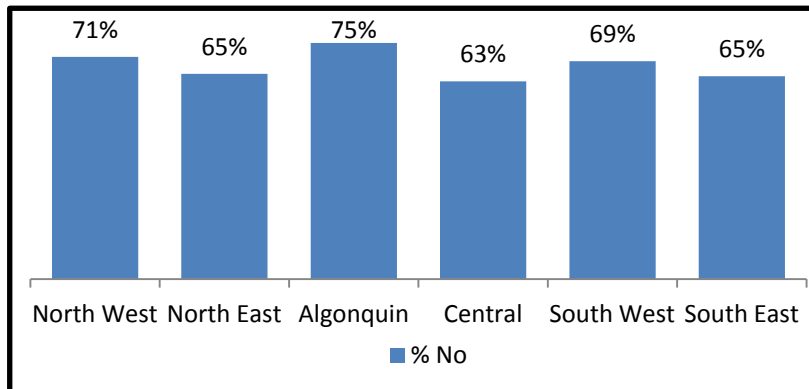
About two-thirds (67%) of campground respondent say that they have visited this park before (*Figure 13*). Algonquin respondents (75%) are slightly more likely to say this was the case, while the opposite is true for Central respondents (63%) (*Figure 13a*).

**Figure 13: First Visit**



Q19: Was this your first trip to THIS Ontario Provincial Park? (*Check one circle*) (n=62,394)

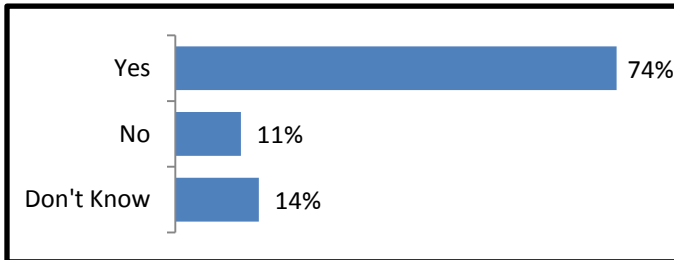
**Figure 13a: First Visit by Zone**



Q19: Was this your first trip to THIS Ontario Provincial Park? (*Check one circle*) (No, n=41,644) Q1\_Recode: Park Zone (bases vary for each subgroup)

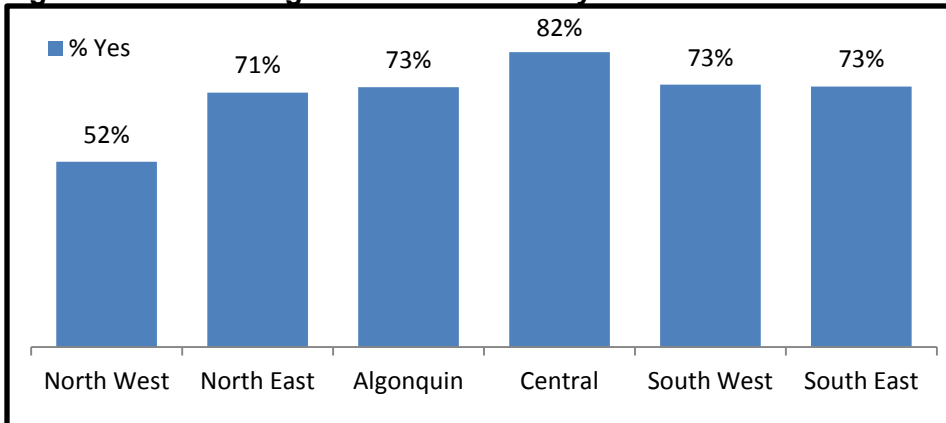
When presented with a hypothetical scenario querying whether respondents would have gone to a different park if their desired park was not available, three-quarters (74%) of campground respondents said they would have simply gone to another park (*Figure 14*). Only one-in-ten (11%) say they would not have gone to a different park. It is worth noting that Central (82%) respondents are more likely than all other respondents to say they would have simply chosen another park. In contrast, North West respondents are much less flexible with only one-half (52%) saying they would have gone to a different park (*Figure 14a*).

**Figure 14: Choosing Alternative Parks**



Q25: 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=60,385)

**Figure 14a: Choosing Alternative Parks by Zone**



Q25: 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, n=45,233) Q1\_Recode: Park Zone (bases vary for each subgroup)

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 Blue Lake (15%) or Sleeping Giant (14%). While North East respondents provide a wide array of responses, one-in-ten (11%) say they would have gone to Algonquin. A majority of Algonquin respondents would have tried another Algonquin campground (56%). One-in-ten Central respondents would have tried Algonquin (12%) or Killbear (10%) and the Pinery (13%) is the top choice for South West respondents. Finally, those who visited parks in the South East zone favour Bon Echo (16%) as their alternative.

**Table 5: Alternate Parks**

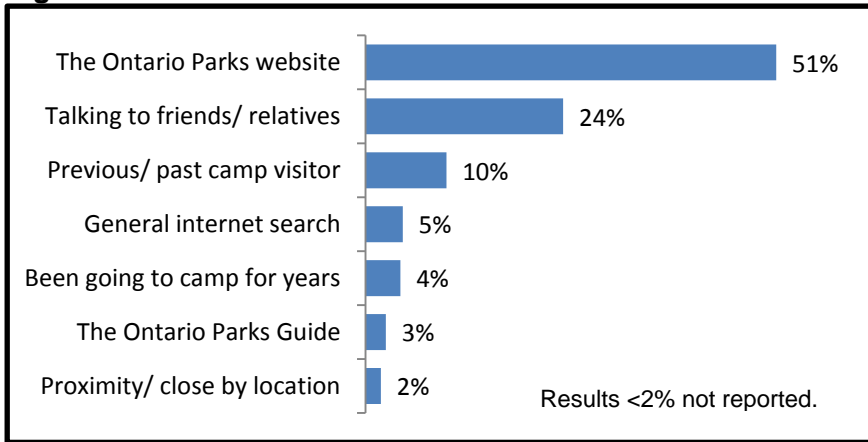
	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Algonquin Provincial Park	12%	1%	11% <sub>AEF</sub>	56% <sub>ABDEF</sub>	12% <sub>AEF</sub>	5% <sub>A</sub>	8% <sub>AE</sub>
Arrowhead Provincial Park	3%	0%	2% <sub>A</sub>	4% <sub>ABEF</sub>	6% <sub>ABCEF</sub>	2% <sub>A</sub>	2% <sub>A</sub>
Awenda Provincial Park	4%	0%	0%	2% <sub>AB</sub>	6% <sub>ABCEF</sub>	4% <sub>ABCF</sub>	2% <sub>AB</sub>
Balsam Lake Provincial Park	3%	-	0%	1% <sub>AB</sub>	5% <sub>ABCE</sub>	1% <sub>ABC</sub>	5% <sub>ABCE</sub>
Blue Lake Provincial Park	1%	15% <sub>BCDEF</sub>	-	0% <sub>E</sub>	0%	0%	0% <sub>E</sub>
Bon Echo Provincial Park	7%	0%	3% <sub>AE</sub>	8% <sub>ABDE</sub>	6% <sub>ABE</sub>	2% <sub>A</sub>	16% <sub>ABCDE</sub>
Charleston Provincial Park	2%	0%	1% <sub>E</sub>	1% <sub>ABDE</sub>	1% <sub>E</sub>	0%	7% <sub>ABCDE</sub>
Fitzroy Provincial Park	1%	-	0% <sub>AE</sub>	0% <sub>E</sub>	0% <sub>E</sub>	0%	4% <sub>ABCDE</sub>
Grundy Lake Provincial Park	2%	0%	8% <sub>ACDEF</sub>	2% <sub>AEF</sub>	4% <sub>ACEF</sub>	1% <sub>A</sub>	1% <sub>A</sub>
Halfway Lake Provincial Park	0%	-	4% <sub>ACDEF</sub>	0% <sub>EF</sub>	0% <sub>ACEF</sub>	0%	0%
Inverhuron Provincial Park	2%	-	0%	0%	1% <sub>ABCF</sub>	5% <sub>ABCDF</sub>	0%
Kakabeka Falls Provincial Park	0%	12% <sub>BCDEF</sub>	0% <sub>D</sub>	-	-	0%	-
Killarney Provincial Park	3%	1%	4% <sub>AEF</sub>	5% <sub>AEF</sub>	5% <sub>AEF</sub>	1%	1%
Killbear Provincial Park	6%	-	5% <sub>AF</sub>	6% <sub>AEF</sub>	10% <sub>ABCEF</sub>	5% <sub>AF</sub>	2% <sub>A</sub>
Lake Superior Provincial Park	1%	4% <sub>CDEF</sub>	8% <sub>ACDEF</sub>	0% <sub>EF</sub>	0% <sub>E</sub>	0%	0%
Long Point Provincial Park	2%	-	0%	0% <sub>AB</sub>	1% <sub>AB</sub>	7% <sub>ABCDF</sub>	1% <sub>AB</sub>
MacGregor Point Provincial Park	3%	0%	0%	1% <sub>AB</sub>	2% <sub>ABCF</sub>	9% <sub>ABCDF</sub>	1% <sub>B</sub>
Murphy's Point Provincial Park	1%	-	0% <sub>E</sub>	0% <sub>ADE</sub>	0% <sub>E</sub>	0	4% <sub>ABCDE</sub>
Neys Provincial Park	0%	7% <sub>BCDEF</sub>	3% <sub>CDEF</sub>	0%	0%	-	-
Pancake Bay Provincial Park	1%	1% <sub>CDEF</sub>	6% <sub>ACDEF</sub>	0%	0%	0%	0%
Pinery Provincial Park	6%	0%	0%	2% <sub>AB</sub>	5% <sub>ABCF</sub>	13% <sub>ABCDF</sub>	3% <sub>AB</sub>
Point Farms Provincial Park	2%	-	0	0%	0% <sub>BF</sub>	5% <sub>ABCDF</sub>	0%
Port Burwell Provincial Park	2%	-	0	0% <sub>B</sub>	0% <sub>ABF</sub>	5% <sub>ABCDF</sub>	0%
Presqu'île Provincial Park	3%	-	0%	1% <sub>AB</sub>	1% <sub>ABCE</sub>	1% <sub>AB</sub>	8% <sub>ABCDE</sub>
Provincial Park (Other)	2%	4% <sub>BCDEF</sub>	2% <sub>C</sub>	1%	2% <sub>C</sub>	2% <sub>C</sub>	2% <sub>C</sub>
Quetico Provincial Park	0%	6% <sub>BCDEF</sub>	0% <sub>DEF</sub>	0% <sub>D</sub>	-	0%	0%
Rainbow Falls Provincial Park	0%	9% <sub>BCDEF</sub>	1% <sub>CDEF</sub>	-	-	0%	0%
Rondeau Provincial Park	1%	-	-	0% <sub>B</sub>	0% <sub>B</sub>	4% <sub>ABCDF</sub>	0%
Rushing River Provincial Park	0%	12% <sub>BCDEF</sub>	-	-	0%	0%	-
Sandbanks Provincial Park	5%	1%	1%	2% <sub>AB</sub>	4% <sub>ABC</sub>	4% <sub>ABC</sub>	10% <sub>ABCDE</sub>
Sandbar Provincial Park	0%	4% <sub>BCDEF</sub>	-	0	0%	0%	0%
Sharbot Lake Provincial Park	1%	0%	0	0% <sub>BE</sub>	0% <sub>BE</sub>	0	4% <sub>ABCDE</sub>
Silver Lake Provincial Park	1%	0% <sub>E</sub>	0%	0%	0% <sub>E</sub>	0	4% <sub>ABCDE</sub>
Sleeping Provincial Park	1%	14% <sub>BCDEF</sub>	1% <sub>CDEF</sub>	-	0	0	0
Turkey Point Provincial Park	2%	-	-	0	0% <sub>ABC</sub>	5% <sub>ABCDF</sub>	0% <sub>BC</sub>
Other mentions	2%	5% <sub>BCDEF</sub>	3% <sub>CDEF</sub>	1%	1%	2% <sub>CDF</sub>	1% <sub>D</sub>

Q26: Which Ontario provincial park or other location would you have most likely chosen as the best alternative to [Q1] for this trip? (Specify) (n=43,327) Q1\_Recode: Park Zone (bases vary for each subgroup) Note: Only parks with at least 4% in each reported zone are displayed.



As shown in *Figure 15* below, when choosing which provincial park to visit for an overnight frontcountry camping trip, respondents cite a variety of information sources that informed their decision. Most commonly, campground visitors say that they turn to the Ontario Parks website (51%) for information regarding which park to choose and One-quarter (24%) say they ask for recommendations from friends or relatives. A number of respondents provided their own response, with 10% mentioning previous/past camp visits and 4% mentioning that they have been going to this park for years. By zone (*Table 6*), North West respondents are by far the least likely to say they relied on the Ontario Parks website (34%), but are more likely than other respondents to say they talked to friends/relative (34%) or have visited this park in the past (14%). North East respondents are also typically less likely to use the Ontario Parks website (43%); instead, they are more likely than other respondents to say that a previous/past camp visit was their main source of information (12%). Finally as age increases, so does reliance on previous/past visits (*Figure 15a*), while reliance on the Ontario Parks website decreases (*Figure 17b*).

**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=65,653)

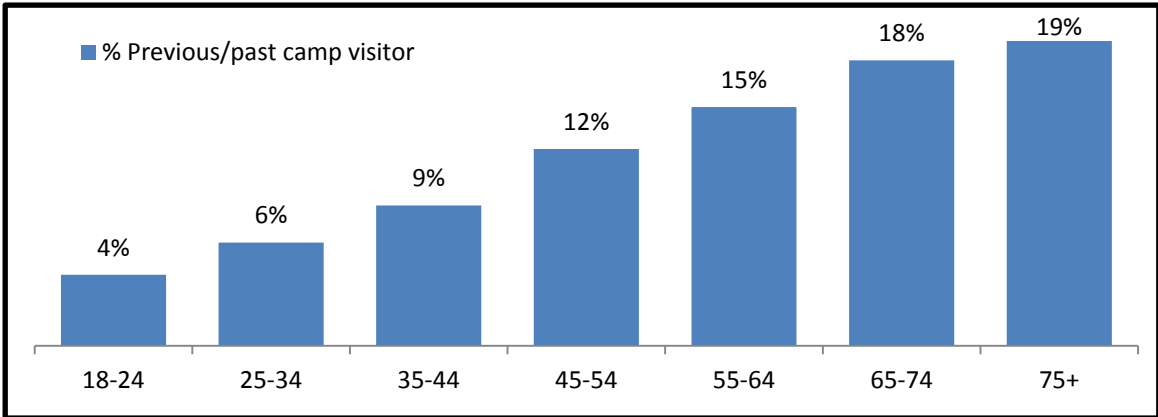
**Table 6: Top Information Sources by Zone**

%	North West	North East	Algonquin	Central	South West	South East
	A	B	C	D	E	F
<b>The Ontario Parks website</b>	34%	43% <sup>A</sup>	55% <sup>ABDEF</sup>	54% <sup>ABE</sup>	50% <sup>AB</sup>	53% <sup>ABE</sup>
<b>Talking to friends/ relatives</b>	34% <sup>BCDEF</sup>	25% <sup>C</sup>	18%	24% <sup>C</sup>	25% <sup>CD</sup>	25% <sup>C</sup>
<b>Previous/ past camp visitor</b>	14% <sup>BCDEF</sup>	12% <sup>CDEF</sup>	11% <sup>DF</sup>	9%	10% <sup>DF</sup>	9%

Q2: Which was the main information source you used to help select which park to visit for this trip? (*Check one circle*) (Ontario Parks Website, n=33,225; Talking to friends/relatives, n=10,031; Previous/past camp visitor, n=6652) Q1\_Recode: Park Zone (bases vary for each subgroup)

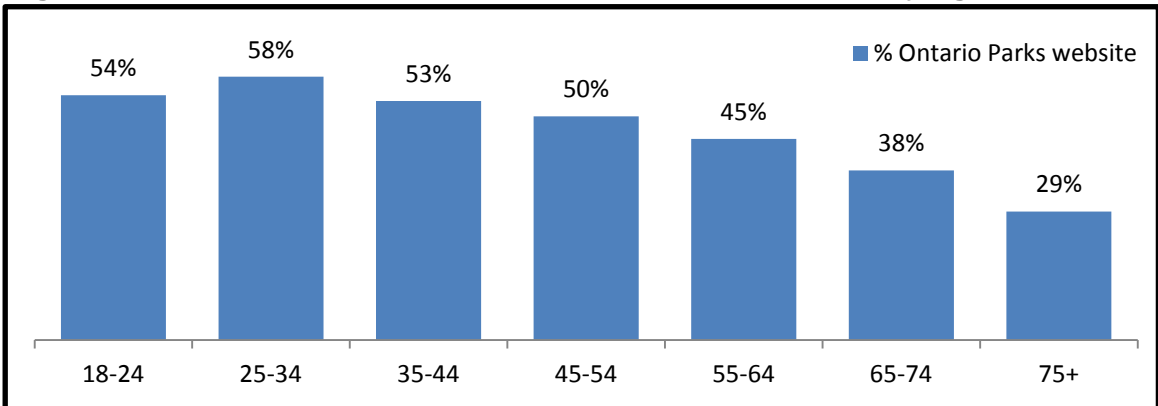


**Figure 15a: Previous/Past Visitor as Main Information Source by Age**



Q2: Which was the main information source you used to help select which park to visit for this trip? (*Check one circle*) (Previous/past Visitor, n=6652) Q78: What is your age? (*Fill in the blank*) (bases vary for each subgroup)

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

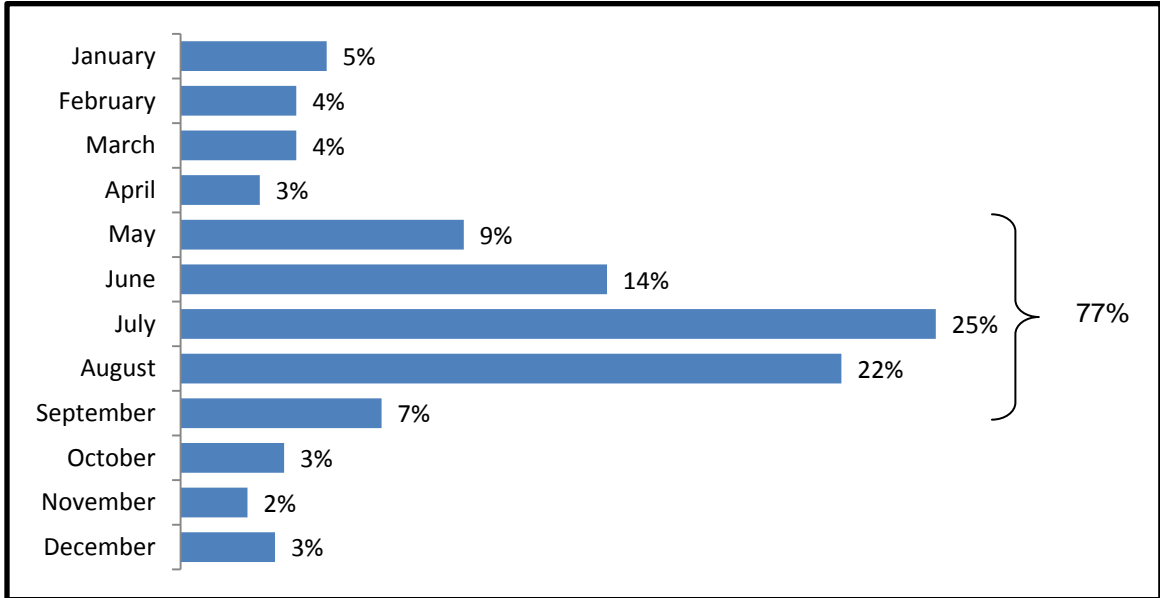


Q2: Which was the main information source you used to help select which park to visit for this trip? (*Check one circle*) (Ontario Parks Website, n=33,225) Q78: What is your age? (*Fill in the blank*) (bases vary for each subgroup)



Not surprisingly, the majority of respondents (77%) say their camping trip occurred between May and September (*Figure 16*). Of note, a small proportion of respondents report camping in each month of the year (2% to 5%).

**Figure 16: Date of Visit**



Q8: On what date did your group arrive at the park? (n=62,446)

Just over nine-in-ten (91%) respondents report that the park they visited was the main destination of their trip (*Table 7*). However, this varied significantly by zone. In particular, North West (81%) and North East (79%) respondents are less likely than all other respondents to say that this visit was the main purpose of their trip, while South West (93%) respondents are most likely to express this sentiment. As such, North West (18%), North East (19%) and Algonquin (10%) respondents are more likely to say that their visit was one of several trip destinations. Only a small proportion of respondents say their trip was unplanned (1%).

**Table 7: Destination Type**

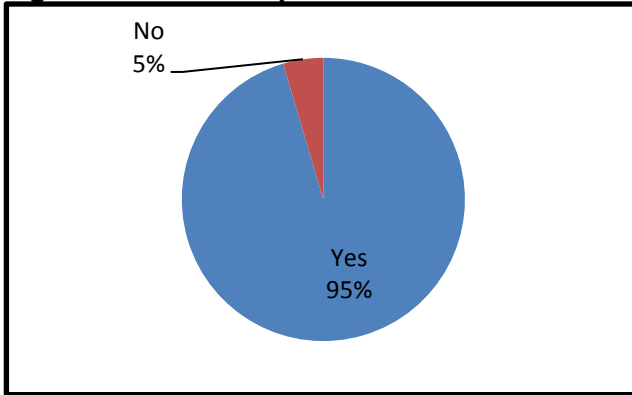
%	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
<b>This park was the main destination of my trip.</b>	91%	81%	79%	90% <sub>AB</sub>	92% <sub>ABC</sub>	93% <sub>ABCD</sub>	92% <sub>ABC</sub>
<b>This park was one of several destinations of my trip.</b>	9%	18% <sub>CDEF</sub>	19% <sub>CDEF</sub>	10% <sub>DEF</sub>	7% <sub>E</sub>	6%	8% <sub>DE</sub>
<b>This park was an unplanned destination on my trip.</b>	1%	1% <sub>CDEF</sub>	2% <sub>CDEF</sub>	1%	1% <sub>E</sub>	1%	1% <sub>E</sub>

Q4: Which of the following best describes your trip to [Q1]? (*Check one circle*) (n=64,565) Q1\_Recode: Park Zone (bases vary for each subgroup)



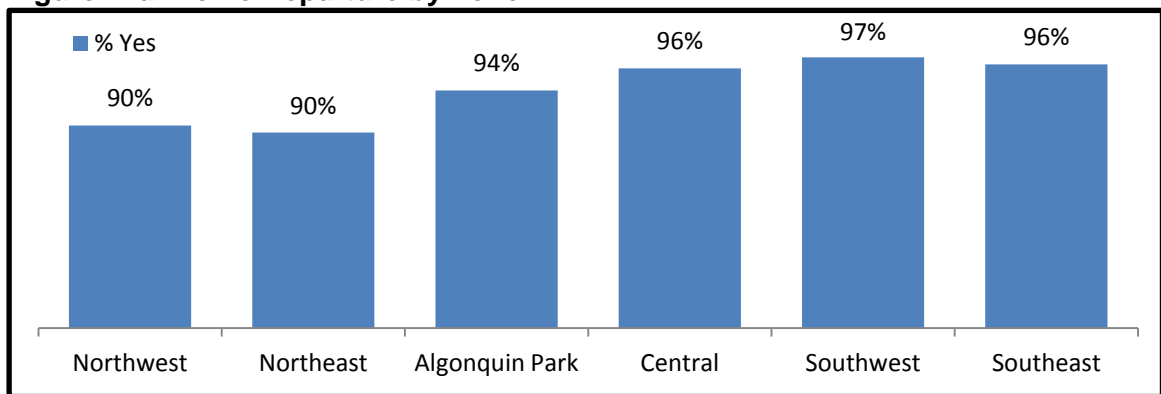
As illustrated in *Figure 17*, an overwhelming majority (95%) started their day trip from home. However, respondents who visited parks in North West (90%), North East (90%) and Algonquin (94%) are significantly less likely to say that they started their trip from home, when compared to Central (96%), South West (97%) and South East (96%) respondents (*Figure 17a*).

**Figure 17: Home Departure**



Q5: Did you start this [Q1] trip from your home? (*Check one circle*) (n=63,448)

**Figure 17a: Home Departure by Zone**



Q5: Did you start this [Q1] trip from your home? (*Check one circle*) (Yes, n=60,515) Q1\_recode: Park Zone (bases vary for each subgroup)

At an overall level, respondents report an average travel distance of 229.7km, an average travel time of 3.6 hours and an average length of stay of nearly 4 nights (average of 3.6) (*Table 8*). These results vary widely across the regions. In particular, South West respondents report the shortest travel distance (mean of 170.4km), while respondents who visited parks in the North West (381.2km) and North East (403.6km) zones report traveling the farthest. As a result, North West (7.9hrs) and North East (6.8hrs) respondents report higher travel times than any other respondent. When it comes to length of stay, South East (3.2 nights) respondents report staying fewer nights when compared to other respondents, while the opposite is true of North East (4.4 nights) respondents.

**Table 8: Distance, Travel Time, Length of Stay**

	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
<b>Distance Traveled (average Km)</b>	229.7	381.2 <sub>CDEF</sub>	403.6 <sub>CDEF</sub>	355.9 <sub>DEF</sub>	212.6 <sub>EF</sub>	170.4	191.3 <sub>E</sub>
<b>Travel time (average # of hrs.)</b>	3.6	7.9 <sub>CDEF</sub>	6.8 <sub>CDEF</sub>	4.8 <sub>DEF</sub>	3.2 <sub>EF</sub>	2.7	3
<b>Length of Stay (average # of nights)</b>	3.6	3.8 <sub>EF</sub>	4.4 <sub>ACDEF</sub>	4.2 <sub>ADEF</sub>	3.8 <sub>EF</sub>	3.5 <sub>F</sub>	3.2

Q6: About how far is it one way from where you started your trip to [Q1]? (Fill one blank) (n=60,625) Q7: About how many hours did it take to travel one way from where you started your day trip to [Q1]? (Fill in the blank) (n=63,217) Q9: How many nights did you stay in [Q1]? (Fill in the blank) (n=62,999) Q1\_recode: Park Zone (bases vary for each subgroup and item)

## 6.3 Park Visitation History

### 6.3.1 Summary of Results

An examination of previous park visitations reveals that campground respondents tend to stick to this form of camping over any other. On average, campground respondents appear to have visited an Ontario provincial park at least once a year for the past three years. In contrast, respondents report other trip types with much lower frequency. While there is some indication that campground respondents also enjoy day trips, these results suggest that campground respondents tend to only use Ontario's provincial parks for overnight camping trips. As such, it may be desirable to explore marketing similar camping opportunities and experiences available in other provincial parks and also encourage campers to increase their day visits to Ontario provincial parks.

### 6.3.2 Detailed Findings

When asked to report how many overnight trips they have taken over the past three years to any Provincial Park (Table 9), results suggest that respondents are taking campground trips slightly more frequently than once a year (average of 4.5 trips in 3 years). In contrast, campground respondents report fewer overnights stays in a park roofed accommodation (0.1 trips in the past 3 years), overnight in the backcountry (0.2 trips in the past 3 years), or overnight in any combination of parks (0.2 trips in the past 3 years). Day trips, while less frequent are sometimes enjoyed by campground respondents (1.2 trips in the past 3 years). Consistent with the average trip length reported above, results suggest that the average length of stay for campground trips is around 4 nights.

**Table 9: Visitation History to Any Provincial Park**

	Average # of Trips (3 year total)	Average # Days (3 year total)
<b>Stayed overnight in the park campground</b>	4.5	3.8
<b>Stayed overnight in park roofed accommodation</b>	0.1	2.8
<b>Stayed overnight in the park backcountry</b>	0.2	3.4
<b>Stayed overnight in some combination of the park campground, roofed accommodation and / or the park backcountry</b>	0.2	3.8
<b>Did not stay overnight in the park (day visit only)</b>	1.2	0

Q18: 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) (Overnight in campground, n=65,908; Overnight roofed, n=65,908; Overnight Backcountry, n=65,908; Overnight combination, n=65,908; Day Visit, n=65,908)

Respondents have been visiting this park for an average of 11 years (Table 10). This is highest in Algonquin (15 years) and lowest in South East (10 years).

**Table 10: Years Visited by Zone**

	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
<b>Average # of Years Visited</b>	10.9	12.2 <sub>DEF</sub>	11.4 <sub>DF</sub>	14.8 <sub>ABDEF</sub>	10.1	11 <sub>DF</sub>	9.6

Q21: For how many years, in total, have you visited THIS Ontario provincial park? (Fill in the blank) (n=41,644)  
Q1\_Recode: Park Zone (bases vary for each subgroup)

The visitation history of campground respondents as it pertains to the park they were being surveyed about mirrors those results found above. In particular, respondents report having taken about 2 camping trips to this park in the past year, with very few trips of any other type (Table 11).

**Table 11: Visitation History to This Park**

	Average # of Trips (in past year)	Average # Days (in past year)
<b>Stayed overnight in the park campground</b>	1.7	3
<b>Stayed overnight in park roofed accommodation</b>	0	0.1
<b>Stayed overnight in the park backcountry</b>	0	0.1
<b>Stayed overnight in some combination of the park campground, roofed accommodation and / or the park backcountry</b>	0.1	0.1
<b>Did not stay overnight in the park (day visit only)</b>	0.3	0

Q20: Including this trip, in the past year, how many trips did you make to THIS Ontario Provincial Park where you: (Fill in the blanks) (Overnight in campground, n=41,644; Overnight roofed, n=41,644; Overnight Backcountry, n=41,644; Overnight combination, n=41,644; Day Visit, n=41,644)



## 6.4 Reasons for Visiting

### 6.4.1 Summary of Results

Based on the highest average rating score, campground respondents from across the province report that a variety of reasons are important to them when they are considering which park to visit. Across the province, having good campsites, having enjoyed a previous visit, knowing the park is scenic and knowing that the park is well run and clean appear to be the most important considerations. Beyond that, there is substantial variation between the zones. Most notably, Central, South West and South East respondents typically say that park availability, swimming, convenient location, and even good weather are more important than other respondents. In contrast, North West, North East and Algonquin respondents tend to cite the importance of the scenery and unspoiled nature. Algonquin respondents are also more likely to say that good canoeing and backpacking are important.

### 6.4.2 Detailed Findings

When considering which provincial parks to visit for a camping trip, a variety of factors appear to be relevant to respondents (*Table 12*). Across the province, nine-in-ten respondents report that knowing a park has good campsites (91%) is important to them, with North West (93%), Central (92%) and South West (92%) respondents being more likely to rate this consideration highly. Results also suggest that having enjoyed a previous visit to the park (88%), knowing the park is scenic (87%) and knowing that it is well-run and clean (84%) are important to campground respondents. Having access to good swimming or beaches (80%) also appear to be important to campground respondents in Central (85%), South West (82%) and to a lesser extent South East (80%) respondents.

A number of other differences emerge between the zones. Interestingly, park availability, convenience of park location and good weather are all more important to Central (75%, 56%, 43% respectively), South West (76%, 66%, 46% respectively) and South East (77%, 65%, 46% respectively) when compared to their Algonquin and Northern counterparts. North West and North East respondents are also more likely than their Central or Southern counterparts to say that the scenery (93% and 91% respectively) and unspoiled nature (84% and 87% respectively) are important reasons for choosing a park. Moreover, North West (57%) are the most likely to say that a recommendation from someone is an important consideration. Finally, Algonquin respondents stand out from all other respondents in many ways. In fact, they rate the scenery (96%), unspoiled nature (92%), opportunities to see wildlife/appreciate nature (92%), good backpacking/hiking (75%), good canoeing (69%), cultural/historical features (51%) and good kayaking (40%) higher than all other respondents. While of comparatively lower importance, Algonquin respondents stand out as being more likely than all other respondents to say equipment rental services (41%) and educational programs (36%) are important reasons to consider when choosing a park.



**Table 12: Reasons for Visiting**

Importance (Top 2 Box)	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Good campsites	91%	93% <sub>BCF</sub>	91%	90%	92% <sub>BCF</sub>	92% <sub>BCF</sub>	90%
Enjoyed Previous Visit	88%	90% <sub>BDF</sub>	87%	89% <sub>BDF</sub>	87%	88% <sub>BDF</sub>	87%
The scenery	87%	93% <sub>BDEF</sub>	91% <sub>DEF</sub>	96% <sub>ABDEF</sub>	86% <sub>EF</sub>	84%	84%
Well Run/Clean	84%	87% <sub>BCDEF</sub>	82%	85% <sub>BDF</sub>	83% <sub>F</sub>	86% <sub>BDF</sub>	82%
Good swimming / beaches	80%	79% <sub>BC</sub>	76% <sub>C</sub>	68%	85% <sub>ABCEF</sub>	82% <sub>ABCF</sub>	80% <sub>BC</sub>
The unspoiled nature	79%	84% <sub>DEF</sub>	87% <sub>ADEF</sub>	92% <sub>ABDEF</sub>	79% <sub>EF</sub>	76% <sub>F</sub>	74%
Park Availability	75%	73% <sub>BC</sub>	70%	70%	75% <sub>ABC</sub>	76% <sub>ABC</sub>	77% <sub>ABCDE</sub>
Lack of crowding	73%	73% <sub>F</sub>	81% <sub>ACDEF</sub>	77% <sub>ADEF</sub>	74% <sub>EF</sub>	72% <sub>F</sub>	68%
Opportunities to see wildlife/appreciate nature	71%	75% <sub>DEF</sub>	76% <sub>DEF</sub>	92% <sub>ABDEF</sub>	72% <sub>EF</sub>	68% <sub>F</sub>	66%
To be with Friends/Family	66%	64% <sub>BC</sub>	60%	58%	68% <sub>ABC</sub>	69% <sub>ABCF</sub>	67% <sub>ABC</sub>
Convenient Location	58%	56% <sub>BC</sub>	46% <sub>C</sub>	27%	56% <sub>BC</sub>	66% <sub>ABCDF</sub>	65% <sub>ABCD</sub>
Traditional Location	54%	59% <sub>BCDF</sub>	52% <sub>F</sub>	55% <sub>BDF</sub>	52% <sub>F</sub>	57% <sub>BDF</sub>	50%
Recommended	53%	57% <sub>BCDEF</sub>	51% <sub>C</sub>	45%	54% <sub>BC</sub>	53% <sub>BC</sub>	54% <sub>BC</sub>
Good backpacking / hiking	47%	55% <sub>DEF</sub>	58% <sub>ADEF</sub>	75% <sub>ABDEF</sub>	45% <sub>EF</sub>	41% <sub>F</sub>	40%
Good Weather	43%	39% <sub>BC</sub>	36% <sub>C</sub>	33%	43% <sub>ABC</sub>	46% <sub>ABCD</sub>	46% <sub>ABCD</sub>
Try Different Park	43%	38%	45% <sub>ACE</sub>	37%	48% <sub>ABCEF</sub>	41% <sub>AC</sub>	44% <sub>ACE</sub>
Good canoeing	36%	37% <sub>DEF</sub>	46% <sub>ADEF</sub>	69% <sub>ABDEF</sub>	35% <sub>E</sub>	22%	34% <sub>E</sub>
Cultural / historical features	31%	33% <sub>DEF</sub>	37% <sub>ADEF</sub>	51% <sub>ABDEF</sub>	29% <sub>E</sub>	26%	30% <sub>E</sub>
Equipment rental/outfitter services available	27%	29% <sub>E</sub>	27% <sub>E</sub>	41% <sub>ABDEF</sub>	27% <sub>E</sub>	23%	28% <sub>E</sub>
Park educational/interpretive programs	25%	26% <sub>DF</sub>	26% <sub>DF</sub>	36% <sub>ABDEF</sub>	24% <sub>F</sub>	25% <sub>F</sub>	23%
Good kayaking	24%	28% <sub>DEF</sub>	32% <sub>ADEF</sub>	40% <sub>ABDEF</sub>	25% <sub>EF</sub>	15%	23% <sub>E</sub>
Good fishing	19%	18% <sub>E</sub>	26% <sub>ACDEF</sub>	21% <sub>AEF</sub>	23% <sub>ACEF</sub>	13%	19% <sub>E</sub>
On the Way	17%	24% <sub>CDEF</sub>	29% <sub>ACDEF</sub>	11%	16% <sub>CE</sub>	14% <sub>C</sub>	17% <sub>CE</sub>
To be Reunited with Campers from Previous Trip	13%	16% <sub>CEF</sub>	17% <sub>CDEF</sub>	11%	15% <sub>CEF</sub>	12% <sub>C</sub>	13% <sub>C</sub>
Barrier-free accessibility	11%	9%	11%	9%	11% <sub>ACF</sub>	12% <sub>ACF</sub>	10%
Special events	11%	15% <sub>BCDEF</sub>	13% <sub>EF</sub>	12% <sub>EF</sub>	11% <sub>E</sub>	10%	11%
Good motorboating / waterskiing / jet skiing	10%	14% <sub>CEF</sub>	13% <sub>CEF</sub>	5%	16% <sub>ABCEF</sub>	6%	8% <sub>CE</sub>
Availability of cabins / yurts	8%	6%	7.9% <sub>D</sub>	10% <sub>ABDEF</sub>	6%	9% <sub>ADF</sub>	7%

Q22-24: 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) (Good campsites, n=58,887; Enjoyed Previous Visit, n=42,281; The scenery, n=57,046; Park Well Run/Clean, n=55,578; Good swimming/beaches, n=55,773; The unspoiled nature, n=56,027; Park Availability, n=51,166; Lack of crowding, n=55,070; Opportunities to see wildlife/appreciate nature, n=55,483; To be with Friends/Family, n=43,345; Convenient Location, n=57,175; Traditional Location, n=36,687; Recommended, n=40,808; Good backpacking/hiking, n=48,821; Good Weather, n=51,340; Try Different Park, n=42,114; Good canoeing, n=46,382; Cultural/historical features, n=48,992; Equipment Rental, n=41,745; Park Education, n=44,119; Good kayaking, n=41,696; Good fishing, n=45,417; On the Way, n=35,674; Reunited with other Campers, n=30,179; Barrier-free accessibility, n=31,114; Special Events, n=38,075; Good motorboating, n=38,910; Availability of cabins/yurts, n=31241) Q1\_Recode: Park Zone (bases vary for each subgroup and item)



Respondents across the province also provided a wide range of their own reasons for choosing a park and while base sizes are often quite small, it is worth mentioning the themes that emerge from these results (Table 13). In particular, having access to quality washrooms/showers, having a place to meet and spend time with friends and family, knowing that a park is pet friendly and has quality beaches, access to biking and hiking trails and knowing that a park is quiet and peaceful all emerge as important considerations when choosing which park to visit.

**Table 13: Reasons for Visiting – Self-Reported**

Importance (Top 2 Box)	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Access to Quality Washrooms/showers**	95%	100%	94%	100%	97%	91%	94%
Place to Meet and Spend Time with Friends/Family**	94%	91%	98%	92%	98% <sub>EF</sub>	92%	89%
Pet-friendly **	94%	100%	95%	90%	90%	95%	96%
Access to Quality Beaches*	94%	100%	97%	94%	93%	95%	93%
Access to Biking Trail**	94%	100%	100%	84%	96.0% <sub>C</sub>	93.6% <sub>C</sub>	98.1% <sub>C</sub>
Access to Hiking/Walking**	94%	100%	100%	92%	96%	93%	91%
It's Quiet/Peaceful**	94%	92%	95%	88%	96%	91%	98.2% <sub>C</sub>
Other Sports/Activities mention**	93%	100%	86%	86%	95%	93%	100%
Close to Areas of Interest/Attractions**	92%	100%	97%	100%	95%	91%	89%
Beautiful Park/Scenery**	92%	100%	96%	87%	94%	85%	85%
Good/convenient location**	90%	100%	93%	83%	87%	88%	93%
Kid-friendly**	90%	100%	90%	100%	87%	93%	83%
Water Access**	90%	84%	86%	91%	97%	81%	90%
Access to Boating/Canoeing/Kayaking**	90%	77%	100%	91%	96%	49%	93%
Availability**	89%	100%	92%	79%	89%	89%	92%
Previous Visit Experience**	89%	84%	91%	80%	100%	88%	85%

Q22-24: 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) (Access to Quality Washrooms/showers, n=232; Place to meet/spend time with Family, n=411; Pet-friendly, n=293; Access to Quality Beaches, n=651; Access to Biking Trail, n=436; Access to Hiking/Walking, n=128; Quiet/Peaceful, n=278; Other Sports/Activities, n=143; Close to Areas of Interest/Attraction, n=388; Beautiful Park/Scenery, n=179; Good/Convenient Location, n=105; Kid-friendly, n=159; Water Access, n=152; Access to Boating, n=125; Availability, n=172; Previous Visit Experience, n=114) Note: Caution should be taken when interpreting results where bases are small or very small.



## 6.5 Trip Experience

### 6.5.1 Summary of Results

Results suggest that across the province, campground respondents head to Ontario's provincial parks to rest and relax with over six-in-ten using tent as one of the shelter types brought on this trip.

Swimming is frequently mentioned as a favourite activity, especially among Central respondents. Algonquin respondents stand out as participating in a wide range of activities. In particular, they are more likely than other respondents to say they went hiking and canoeing. When it comes to rating park services and facilities across the province, checking-in, staff courtesy, and feeling secure in the park get top ratings most often. Importantly, North West, North East and Algonquin respondents are more likely to say that staff members are available and that park rules were enforced; as such, there may be an opportunity to consult with park managers in these zones to improve ratings on these items among Central, South West and South East respondents. Also, across the province, there is room to improve when it comes to the cleanliness of washrooms especially in the South East zone. That said, overall visit experience and likelihood to return are rated highly among all respondents, and in particular, North West, North East and Algonquin respondents; suggesting that regardless of the activities that visitors participate in, and regardless of their impression of park services or facilities, Ontario Parks appears to be doing a good job of providing a top notch experience for their campground visitors.





## 6.5.2 Detailed Findings

About 61% of respondents reported bringing a tent as part of the shelter equipment for their park visit (61%) (Table 14). This is highest among Algonquin respondents (66%), but North West (50%) and North East (52%) stand out as using this shelter less frequently than all other respondents. In contrast, North West (26%) and North West (25%) respondents report camping in a trailer/motor-home/RV (less than 32 feet) more frequently than all other respondents.

**Table 14: Shelter**

	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
<b>Tent</b>	61%	50%	52%	66% <sub>ABEF</sub>	65% <sub>ABE</sub>	59% <sub>AB</sub>	64% <sub>ABE</sub>
<b>Dining Tent</b>	20%	15%	17% <sub>A</sub>	20% <sub>AB</sub>	23% <sub>ABCEF</sub>	20% <sub>AB</sub>	20% <sub>AB</sub>
<b>Tent Trailer</b>	19%	20% <sub>BCF</sub>	17%	16%	20% <sub>BCF</sub>	20% <sub>BCF</sub>	18% <sub>BC</sub>
<b>Trailer / Motorhome / RV (up to 32 feet in length)</b>	18%	26% <sub>CDEF</sub>	25% <sub>CDEF</sub>	14%	15%	20% <sub>CDF</sub>	15%
<b>Tarp</b>	15%	8%	13% <sub>A</sub>	19% <sub>ABEF</sub>	18% <sub>ABEF</sub>	15% <sub>AB</sub>	14% <sub>AB</sub>
<b>Trailer</b>	8%	9% <sub>CF</sub>	9% <sub>CDF</sub>	7%	8%	8% <sub>CF</sub>	8%
<b>Van / Camper</b>	3%	4% <sub>DEF</sub>	4% <sub>DEF</sub>	3% <sub>DEF</sub>	2%	2%	2%
<b>Trailer / Motorhome / RV (over 32 feet in length)</b>	2%	3% <sub>BCDEF</sub>	3% <sub>CDF</sub>	2%	2%	2% <sub>CDF</sub>	2%
<b>Yurt</b>	1%	1% <sub>D</sub>	2% <sub>ADF</sub>	2% <sub>ADF</sub>	0%	2% <sub>ADF</sub>	1% <sub>D</sub>

Q27: Which of the following best describes the shelter(s) that your group used in [Q1]? (Check all that apply) (n=60,130) Q1\_Recode: Park Zone (bases vary for each subgroup) Note: Responses <1% not reported.

Across the province, over nine-in-ten (96%) campground respondents say that rest and relaxation was one of the activities they participated in during their visit (Table 15). Eight-in-ten (80%) also say that they swam or participated in other water/beach related activities; although, only seven-in-ten (70%) Algonquin respondent said that they went swimming, while over eight-in-ten (85%) Central respondents said they participated in this activity. Algonquin (81%) respondents are more likely than all other respondents to say they went hiking, while the opposite is true of South East (56%) respondents. Interestingly, Algonquin respondents stand out from the other zones as they tend to participate in activities more frequently than all other respondents. For example, respondents visiting Algonquin are more likely than all other respondents to say that they visited natural features such as lookouts (60%), went canoeing (59%), studied nature/wildlife (46%), went for a sightseeing drive (48%) and attended education programs (36%). While in some cases the proportions of respondents who report participating in an activity is relatively low, it is worth emphasizing that respondents visiting Algonquin partake in a wider range of activities than other respondents.



**Table 15: Park Activities**

Top 2 Box	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Resting / relaxing	96%	97% <sub>BCF</sub>	94%	94%	96% <sub>BCF</sub>	96% <sub>BCF</sub>	95% <sub>BC</sub>
Swimming / wading / beach activities	80%	81% <sub>BCF</sub>	79% <sub>C</sub>	70%	85% <sub>ABCEF</sub>	80% <sub>CF</sub>	78% <sub>C</sub>
Hiking – self guided walks	62%	72% <sub>BDEF</sub>	68% <sub>DEF</sub>	81% <sub>ABDEF</sub>	61% <sub>EF</sub>	58% <sub>F</sub>	56%
Visiting natural features / lookouts	36%	45% <sub>DEF</sub>	43% <sub>DEF</sub>	60% <sub>ABDEF</sub>	35% <sub>EF</sub>	32%	31%
Bicycling	35%	32% <sub>BF</sub>	29% <sub>G</sub>	33% <sub>BF</sub>	35% <sub>ABCF</sub>	43% <sub>ABCDF</sub>	29%
Driving for sightseeing / pleasure	29%	31% <sub>DF</sub>	29% <sub>DF</sub>	48% <sub>ABDEF</sub>	26% <sub>F</sub>	29% <sub>DF</sub>	24%
Nature study - wildlife	28%	29% <sub>DEF</sub>	31% <sub>DEF</sub>	46% <sub>ABDEF</sub>	26% <sub>F</sub>	26% <sub>F</sub>	25%
Canoeing	25%	27% <sub>DEF</sub>	31% <sub>ADEF</sub>	59% <sub>ABDEF</sub>	23% <sub>E</sub>	15%	23% <sub>E</sub>
Fishing	23%	25% <sub>EF</sub>	29% <sub>AEF</sub>	29% <sub>AEF</sub>	28% <sub>AEF</sub>	15%	21% <sub>E</sub>
Using playground facilities	20%	36% <sub>BCDEF</sub>	18% <sub>C</sub>	4%	19% <sub>C</sub>	24% <sub>BCDF</sub>	19% <sub>C</sub>
Attending visitor education / interpretive programs	18%	26% <sub>BDEF</sub>	19% <sub>DEF</sub>	36% <sub>ABDEF</sub>	16%	16% <sub>G</sub>	16% <sub>G</sub>
Nature study - plants	16%	20% <sub>DEF</sub>	20% <sub>DEF</sub>	25% <sub>ABDEF</sub>	14%	15% <sub>DF</sub>	14%
Visiting historical / cultural features	13%	17% <sub>DEF</sub>	18% <sub>DEFG</sub>	33% <sub>ABDEF</sub>	9% <sub>E</sub>	8%	14% <sub>DE</sub>
Kayaking	9%	15% <sub>DEF</sub>	14% <sub>DEF</sub>	16% <sub>BDEF</sub>	10% <sub>EF</sub>	6%	9% <sub>E</sub>
Mountain biking	7%	9% <sub>BEFG</sub>	4%	10% <sub>ABDEF</sub>	8% <sub>BF</sub>	7% <sub>BF</sub>	4%
Motorboating / waterskiing / jet skiing	5%	10% <sub>CEF</sub>	9% <sub>CEF</sub>	3% <sub>E</sub>	9% <sub>CEF</sub>	2%	4% <sub>CE</sub>
Hiking - guided walks	4%	6% <sub>BDEF</sub>	4%	9% <sub>ABDEF</sub>	4%	4%	4%
Special events (e.g., festival, race)	4%	6% <sub>CDEF</sub>	5% <sub>CDEF</sub>	4% <sub>DE</sub>	3%	3%	4% <sub>DE</sub>
Sailing / windsurfing	1%	0%	0%	0%	2% <sub>ABCEF</sub>	1%	0% <sub>BCE</sub>

Q28: Please indicate the activities that your group participated in during your trip to [Q1] (*Check all that apply*) (n=59,956) Q1\_Recode: Park Zone (bases vary for each subgroup) Note: Results <1% not reported.



In terms of rating park services, *Table 16* shows that nine-in-ten report top ratings when it comes to ease of check-in (91%), park staff courtesy (91%) and feeling secure within the park (90%). Importantly, Central (90%) and South West (91%) respondents are slightly less likely than other respondents to rate the ease of checking-in highly; and Central (88%) respondents rate their feeling of security slightly lower than all other respondents.

Interestingly, North West (85% and 82%), North East (85% and 83%) and Algonquin (86% and 78%) respondents are more likely than their Central and Southern counterparts to rate staff availability and enforcement of park rules highly. When it comes to parks controlling noise from other campers, visitors from North West (82%) and North East (83%) rate this service the highest and these respondents also tend to report higher ratings for campsite design (81% and 82% respectively). Moreover, North West respondents also report higher ratings for interpretive trails (79%) and educational programs (74%) when compared to all but Algonquin respondents. Importantly, when it comes to park brochures (90%), interpretive trails (89%), educational programs (81%), equipment rental (80%), and store/gift shops (79%), Algonquin respondents report top ratings more frequently than other respondents. Lastly, of note, South West (84%) respondents are more likely to report top ratings for the electricity at their campsites when compared to most other respondents.



**Table 16: Park Services Ratings**

Top 2 Box	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Ease of check-in	91%	93% <sub>DE</sub>	93% <sub>DEF</sub>	94% <sub>DEF</sub>	90%	91%	92% <sub>DE</sub>
Park staff courtesy	91%	91%	92% <sub>ADEF</sub>	92% <sub>DF</sub>	91%	91% <sub>F</sub>	91%
Feeling of security within the park	90%	93% <sub>CDEF</sub>	92% <sub>DF</sub>	91% <sub>D</sub>	88%	91% <sub>DF</sub>	90% <sub>D</sub>
Park staff helpfulness	89%	90% <sub>F</sub>	89%	91% <sub>DEF</sub>	89%	89% <sub>F</sub>	88%
Park brochures / tabloid	85%	85%	84%	90% <sub>ABDEF</sub>	86% <sub>ABEF</sub>	85% <sub>F</sub>	84%
Ease of making a reservation	84%	87% <sub>CDEF</sub>	86% <sub>CF</sub>	82%	85% <sub>CF</sub>	85% <sub>CF</sub>	83%
Park staff availability	83%	85% <sub>DEF</sub>	85% <sub>DEF</sub>	86% <sub>DEF</sub>	83% <sub>F</sub>	83% <sub>F</sub>	81%
Electricity at campsites	82%	79%	80%	85% <sub>ABDF</sub>	82% <sub>ABF</sub>	84% <sub>ABDF</sub>	80%
Campsite design	78%	81% <sub>CEF</sub>	82% <sub>CDEF</sub>	77%	79% <sub>CF</sub>	79% <sub>CF</sub>	76%
Enforcement of park rules	77%	82% <sub>CDEF</sub>	83% <sub>CDEF</sub>	78% <sub>DEF</sub>	75%	77% <sub>DF</sub>	74%
Control of noise from other campers	74%	82% <sub>CDEF</sub>	83% <sub>CDEF</sub>	72%	72%	74% <sub>CDF</sub>	71%
Control of dogs	74%	77% <sub>CDEF</sub>	78% <sub>CDEF</sub>	75% <sub>DF</sub>	73%	74% <sub>D</sub>	73%
Interpretive trails/museum displays	72%	79% <sub>BDEF</sub>	72% <sub>DE</sub>	89% <sub>ABDEF</sub>	69% <sub>E</sub>	67%	70% <sub>E</sub>
Equipment rental services	71%	72% <sub>D</sub>	74% <sub>D</sub>	80% <sub>ABDEF</sub>	64%	72% <sub>D</sub>	73% <sub>D</sub>
Educational/interpretive programs	68%	74% <sub>BDEF</sub>	66%	81% <sub>ABDEF</sub>	66%	66%	67%
Store / Gift shop	65%	55%	59% <sub>A</sub>	79% <sub>ABDEF</sub>	64% <sub>AB</sub>	66% <sub>ABD</sub>	65% <sub>ABD</sub>
Quality of firewood for sale	57%	58% <sub>F</sub>	60% <sub>DEF</sub>	58% <sub>DF</sub>	57%	57% <sub>F</sub>	55%

Q29-30: Based on this trip, please rate the following for [Q1] (For each item, check one circle that best represents your feelings on the numbered scale) (Check-in, n=59,502; Courtesy, n=58,811; Security, n=58,942; Helpfulness, n=58,640; Park brochures, n=51,730; Reservation, n=58,468; Staff Availability, n=57,021; Electricity at Campsites, n=31,441; Campsite design, n=58,460; Enforcement of park rules, n=52,688; Control of noise, n=57,828; Control of dogs, n=54,806; Interpretive trails/museum, n=27,501; Equipment rental, n=18,053; Educational programs, n=21,708; Store/Gift shop, n=39,923; Quality of Firewood, n=47,083) Q1\_Recode: Park Zone (bases vary for each subgroup and item).



In terms of park facility ratings, with one exception, at least eight-in-ten campground respondents report top ratings for each of the items in *Table 17*. Highest ratings are reported for cleanliness of the rest of the park (91%), condition of trails (88%) and condition of other park buildings/facilities (87%). Lowest ratings are reported for the cleanliness of washrooms (70%), with only two-thirds of South East (64%) respondents reporting top ratings. Even among North West (80%) respondents who rate this item highly, it remains the lowest rated metric for this zone. When it comes to cleanliness of campsites, North West (90%), North East (90%) and Algonquin (90%) respondents tend to report higher ratings; and South East (84%) respondents report top ratings less frequently than all other respondents. Interestingly, North East (79%) respondents report the lowest ratings for roads in their campground, while Central (86%) respondents report higher ratings than all other respondents. Algonquin respondents tend to report higher ratings than most of their counterparts, in particular when it comes to the cleanliness of the rest of the park (95%), signage in the park (90%) and the condition of trails (93%).

**Table 17: Park Facilities Ratings**

Top 2 Box	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Cleanliness of rest of park	91%	93% <sub>DEF</sub>	93% <sub>DEF</sub>	95% <sub>ABDEF</sub>	91% <sub>F</sub>	91% <sub>F</sub>	90%
Condition of trails	88%	87% <sub>BG</sub>	85%	93% <sub>ABDEF</sub>	88% <sub>BF</sub>	88% <sub>BF</sub>	87% <sub>B</sub>
Condition of other park buildings/facilities	87%	92% <sub>BDEF</sub>	88% <sub>DF</sub>	91% <sub>BDEF</sub>	87% <sub>F</sub>	88% <sub>DF</sub>	84%
Cleanliness of campsite	86%	90% <sub>DEF</sub>	90% <sub>DEF</sub>	90% <sub>DEF</sub>	85% <sub>F</sub>	85% <sub>F</sub>	84%
Roads in rest of park	86%	83% <sub>B</sub>	80%	88% <sub>ABEF</sub>	88% <sub>ABEF</sub>	86% <sub>AB</sub>	86% <sub>AB</sub>
Condition of campsite (damage from overuse)	85%	89% <sub>DEF</sub>	89% <sub>CDEF</sub>	87% <sub>DEF</sub>	84% <sub>F</sub>	85% <sub>F</sub>	82%
Signage in rest of park	85%	86% <sub>BE</sub>	83%	90% <sub>ABDEF</sub>	85% <sub>B</sub>	84%	85% <sub>B</sub>
Signage in campground	84%	85% <sub>BDE</sub>	82%	85% <sub>BDE</sub>	84% <sub>E</sub>	82%	84% <sub>BE</sub>
Condition of beach	84%	90% <sub>CDEF</sub>	87% <sub>CEF</sub>	84% <sub>E</sub>	87% <sub>CEF</sub>	79%	83% <sub>E</sub>
Roads in campground	83%	82% <sub>B</sub>	79%	83% <sub>B</sub>	86% <sub>ABCEF</sub>	83% <sub>B</sub>	83% <sub>B</sub>
Condition of boat launches	80%	90% <sub>BCDEF</sub>	81% <sub>DE</sub>	85% <sub>BDEF</sub>	79% <sub>E</sub>	74%	80% <sub>E</sub>
Cleanliness of roofed accommodation	79%	81%	83% <sub>F</sub>	83% <sub>F</sub>	79%	78%	76%
Condition of roofed accommodation	79%	82%	83% <sub>EF</sub>	82%	81% <sub>F</sub>	78%	77%
Cleanliness of washrooms/showers	70%	80% <sub>BDEF</sub>	75% <sub>DEF</sub>	78% <sub>BDEF</sub>	70% <sub>F</sub>	71% <sub>DF</sub>	64%

Q31: Based on this trip, please rate the following for [Q1] (For each item, check on circle that best represents your feelings on the numbered scale) (Cleanliness of washroom/showers, n=57,855; Cleanliness of campsite, n=58,884; Condition of campsite (damage from overuse), n=58,189; Cleanliness of rest of park, n=58,998; Cleanliness of roofed accommodations, n=3039; Condition of roofed accommodations, n=3650; Condition of other park buildings, n=45,324; Roads in campground, n=58,434; Roads in park, n=56,535; Signage in Campground, n=57,457; Signage in rest of park, n=55,784; Condition of trails, n=45,605; Condition of beach, n=53,475; Condition of boat launches, n=13,758) Q1\_Recode: Park Zone (bases vary for each subgroup and item)



On a positive note, nearly nine-in-ten (88%) campground respondents report top ratings for their overall visit experience and over eight-in-ten (85%) say they are likely to return for another visit (Table 18). All things considered, these results indicate that campground visitors across the province have enjoyed their visit to Ontario's provincial parks and intend to return for another trip. Over eight-in-ten (86%) also report top ratings for the preservation of natural surroundings, however, just over three-in-four report top ratings for lack of crowding (76%) and value for money spent (77%). Importantly, North West and North East respondents give higher ratings than most respondents when it comes to lack of crowding (83% and 86% respectively), and the preservation of natural surroundings (91% and 92% respectively). Moreover, along with those who visited Algonquin parks, these respondents tend to give somewhat higher ratings for their overall visit experience and likelihood to return when compared with Central, South West and South East respondents.

**Table 18: Park Experience**

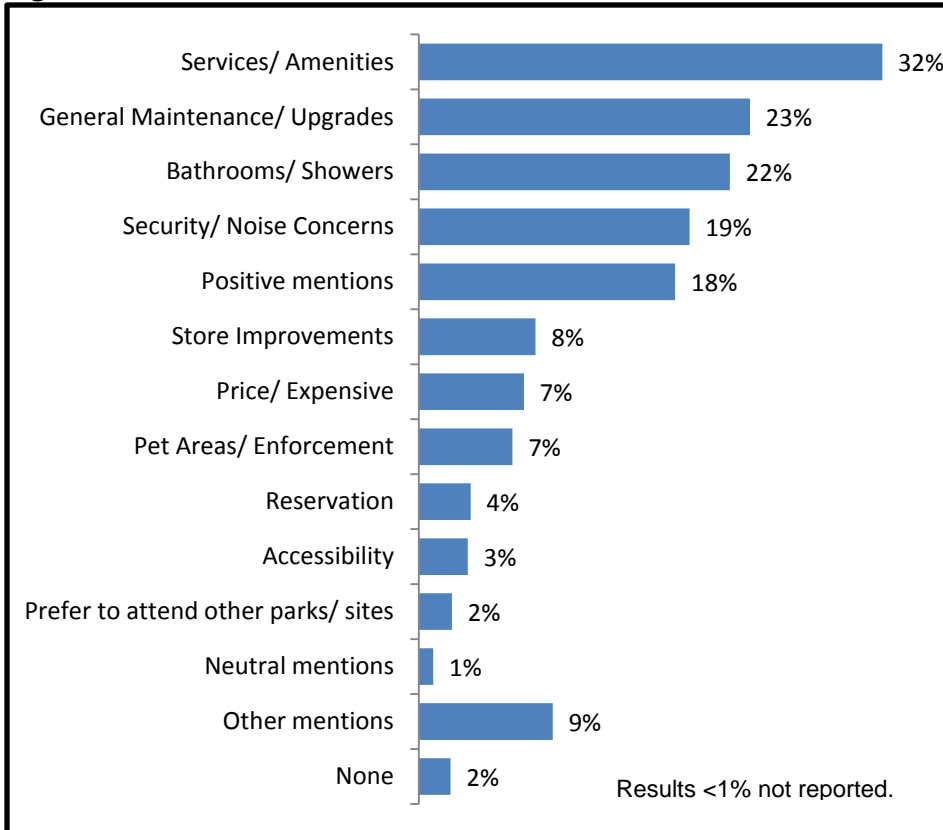
Top 2 Box	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Overall visit experience	88%	91% <sub>DEF</sub>	90% <sub>DEF</sub>	92% <sub>BDEF</sub>	87% <sub>F</sub>	88% <sub>DF</sub>	86%
Preservation of natural surroundings	86%	91% <sub>CDEF</sub>	92% <sub>ACDEF</sub>	88% <sub>DEF</sub>	84% <sub>F</sub>	86% <sub>DF</sub>	83%
Likelihood of returning for another visit	85%	90% <sub>BDEF</sub>	87% <sub>DF</sub>	90% <sub>BDEF</sub>	84%	86% <sub>DF</sub>	84%
Value for money spent	77%	72%	77%	79% <sub>ABDEF</sub>	78% <sub>AF</sub>	78% <sub>AF</sub>	75%
Lack of crowding	76%	83% <sub>CDEF</sub>	86% <sub>ACDEF</sub>	74%	73%	78% <sub>CDF</sub>	73%

Q32: Based on this trip, please rate the following for [Q1]. (For each item, check on circle that best represents your feelings on the numbered scale) (Crowding, n=57,687; Preservation, n=57,480; Value, n=58,341; Overall Experience, n=58,513; Likelihood of Return, n=58,042) Q1\_Recode: Park Zone (bases vary for each subgroup and item)



When presented with the opportunity to provide comments about improvements to the parks, only about two-in-ten (18%) provided positive comments (*Figure 18*). Among the more negative comments, the need to improve services and/or amenities is top of mind for some (32%), followed by general maintenance or upgrades (23%). Comments within these categories are varied, but improving signage (6%), cleaner sites/beaches (6%) and requests for better staff (5%) are mentioned by some.

**Figure 18: Additional Comments**



Q33: Do you have any additional comments/suggestions regarding [Q1] park services and facilities that would have improved your visit? (*Specify*) (n=34,969) Note: Only higher level codes reported.



## 6.6 Trip Expenditures

### 6.6.1 Summary of Results

In general respondents report spending the most on park fees, food and beverages from stores and gasoline. Typically speaking, South East respondents tend to spend less on each of their trip expenditures, especially when compared to North West, North East, Algonquin, and even Central respondents.

### 6.6.2 Detailed Findings

On average, respondents tend to spend the most on park fees (\$174), food and beverages from stores (\$137) and gasoline (\$120) (*Table 19*). However, in each case South East (and to a lesser extent South West) respondents tend to report spending less than North West, North East, Algonquin and Central respondents. In fact, on nearly every expenditure listed, South East respondents spend less when compared with North West, North East, Algonquin and even Central respondents. When it comes to total personal cost (\$399) results are not much different (*Table 20*). In fact, once again South East respondents report a total personal cost (\$342) well below most other respondents.





**Table 19: Trip Costs to Group**

Average Expenditure per Group	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Gasoline, oil, etc.	\$120	\$160 <sub>DEF</sub>	\$174 <sub>ACDEF</sub>	\$162 <sub>DEF</sub>	\$122 <sub>EF</sub>	\$102	\$101
Vehicle rental	\$30	\$35 <sub>E</sub>	\$46 <sub>DEF</sub>	\$64 <sub>ADEF</sub>	\$28 <sub>E</sub>	\$19	\$26 <sub>E</sub>
Other transportation	\$5	\$13 <sub>CDEF</sub>	\$12 <sub>CDEF</sub>	\$6 <sub>DF</sub>	\$4	\$4	\$4
Park fees	\$174	\$172 <sub>F</sub>	\$188 <sub>ADEF</sub>	\$203 <sub>ABDEF</sub>	\$178 <sub>EF</sub>	\$172 <sub>F</sub>	\$158
Other accommodation	\$12	\$40 <sub>CDEF</sub>	\$35 <sub>CDEF</sub>	\$20 <sub>DEF</sub>	\$7	\$7	\$9 <sub>E</sub>
Food / beverages from stores	\$137	\$156 <sub>CEF</sub>	\$155 <sub>CEF</sub>	\$135 <sub>EF</sub>	\$149 <sub>CEF</sub>	\$126	\$129
Food / beverages at restaurants	\$55	\$62 <sub>DEF</sub>	\$80 <sub>DEF</sub>	\$63 <sub>DEF</sub>	\$53 <sub>F</sub>	\$53 <sub>F</sub>	\$47
Fishing bait	\$4	\$6 <sub>CEF</sub>	\$8 <sub>ACDEF</sub>	\$5 <sub>EF</sub>	\$5 <sub>EF</sub>	\$2	\$4 <sub>E</sub>
Firewood	\$28	\$28 <sub>F</sub>	\$29 <sub>EF</sub>	\$29 <sub>EF</sub>	\$30 <sub>ACEF</sub>	\$26	\$26
Equipment rental	\$21	\$22 <sub>EF</sub>	\$28 <sub>ADEF</sub>	\$57 <sub>ABDEF</sub>	\$18 <sub>EF</sub>	\$13	\$14
Guiding and outfitter services	\$4	\$6 <sub>EF</sub>	\$5 <sub>EF</sub>	\$12 <sub>BDEF</sub>	\$4	\$2	\$2
Attractions and entertainment	\$23	\$29 <sub>CF</sub>	\$24 <sub>C</sub>	\$9	\$26 <sub>CF</sub>	\$25 <sub>CF</sub>	\$21 <sub>C</sub>
Other (e.g. souvenirs)	\$33	\$36 <sub>DEF</sub>	\$50 <sub>ADEF</sub>	\$57 <sub>ABDEF</sub>	\$30 <sub>F</sub>	\$28 <sub>F</sub>	\$24
<b>Total Group Cost</b>	<b>\$513</b>	<b>\$578<sub>DEF</sub></b>	<b>\$630<sub>ADEF</sub></b>	<b>\$640<sub>ADEF</sub></b>	<b>\$529<sub>EF</sub></b>	<b>\$471<sub>F</sub></b>	<b>\$453</b>

Q35: Costs to your entire group (including your own costs) for the entire day trip to [Q1]. (Fill in only the blanks that apply or that you can remember) (Gasoline, n=52,642; Vehicle rental, n=18,278; Other transportation, n=17,186; Park fees, n=52,911; Other accommodation, n=17,089; Food/beverages from stores, n=48,280; Food/beverages from restaurants, n=31,884; Fishing bait, n=20,586; Firewood, n=44,793; Equipment rental, n=21,364; Guiding and outfitter services, n=16,796; Attractions and entertainment, n=19,551; Other, n=22,366; Total, n=54,064) Q1\_Recode: Park Zone (bases vary for each subgroup and item)

**Table 20: Trips costs of Respondent**

	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
<b>Average Cost for Respondent</b>	<b>\$399</b>	<b>\$510<sub>DEF</sub></b>	<b>\$540<sub>CDEF</sub></b>	<b>\$502<sub>DEF</sub></b>	<b>\$406<sub>EF</sub></b>	<b>\$357<sub>F</sub></b>	<b>\$342</b>

Q36: How much of the TOTAL GROUP COST for the entire day trip did YOU alone pay? (Fill in the blank) (n=53,239) Q1\_Recode: Park Zone (bases vary for each subgroup)



Within 40km of the park, respondents tend to spend most on park fees (\$163), food and beverages from stores (\$80) and gasoline (\$68) (Table 21). Algonquin respondents tend to spend more on each of these items resulting in the highest total group cost (\$366). Unlike the results above, South East respondents sometimes spend more than other respondents. For example, when it comes to food and beverage costs, South East (\$78) respondents spend more than Algonquin (\$64) respondents.

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

Average Expenditure per Group	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Gasoline, oil, etc.	\$68	\$87 <sub>DEF</sub>	\$81 <sub>DEF</sub>	\$80 <sub>DEF</sub>	\$70 <sub>EF</sub>	\$62 <sub>F</sub>	\$59
Vehicle rental	\$6	\$7	\$3	\$13 <sub>BDEF</sub>	\$7 <sub>E</sub>	\$5	\$6
Other transportation	\$2	\$1	\$2 <sub>C</sub>	\$0	\$2 <sub>C</sub>	\$1	\$1
Park fees	\$163	\$156	\$172 <sub>AEF</sub>	\$190 <sub>ABDEF</sub>	\$167 <sub>AEF</sub>	\$162 <sub>F</sub>	\$148
Other accommodation	\$6	\$7	\$8 <sub>E</sub>	\$7	\$5	\$4	\$6
Food / beverages from stores	\$80	\$88 <sub>BCEF</sub>	\$78 <sub>C</sub>	\$64	\$86 <sub>BCEF</sub>	\$80 <sub>C</sub>	\$78 <sub>C</sub>
Food / beverages at restaurants	\$46	\$45	\$45	\$52 <sub>ABDF</sub>	\$46 <sub>F</sub>	\$48 <sub>DF</sub>	\$41
Fishing bait	\$4	\$6 <sub>DE</sub>	\$6 <sub>CDEF</sub>	\$4 <sub>E</sub>	\$4 <sub>E</sub>	\$2	\$4 <sub>E</sub>
Firewood	\$26	\$26	\$26	\$28 <sub>ABEF</sub>	\$29 <sub>ABEF</sub>	\$25	\$25
Equipment rental	\$19	\$21 <sub>EF</sub>	\$26 <sub>DEF</sub>	\$52 <sub>ABDEF</sub>	\$17 <sub>EF</sub>	\$10	\$13 <sub>E</sub>
Guiding and outfitter services	\$3	\$2	\$3	\$12 <sub>ABDEF</sub>	\$3	\$2	\$2
Attractions and entertainment	\$20	\$23 <sub>BC</sub>	\$14 <sub>C</sub>	\$5	\$23 <sub>BCF</sub>	\$23 <sub>BCF</sub>	\$18 <sub>C</sub>
Other (e.g. souvenirs)	\$32	\$30 <sub>F</sub>	\$43 <sub>ADEF</sub>	\$52 <sub>ABDEF</sub>	\$30 <sub>F</sub>	\$30 <sub>F</sub>	\$24
<b>Total Group Cost within 40 km of the park</b>	<b>\$318</b>	<b>\$330<sub>EF</sub></b>	<b>\$333<sub>EF</sub></b>	<b>\$366<sub>ABDEF</sub></b>	<b>\$329<sub>EF</sub></b>	<b>\$310<sub>F</sub></b>	<b>\$288</b>

Q37: 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=25,913; Vehicle rental, n=9893; Other transportation, n=9697; Park fees, n=28,288; Other accommodation, n=9665; Food/beverages from stores, n=25,889; Food/beverages from restaurants, n=19,091; Fishing bait, n=11,549; Firewood, n=26,250; Equipment rental, n=12,128; Guiding and outfitter services, n=9555; Attractions and entertainment, n=11,300; Other, n=13,704; Total, n=34,981)  
Q1\_Recode: Park Zone (bases vary for each subgroup and item)



Among the additional costs associated with a campground visit, campground respondents report spending the most on equipment (\$304). Once again, North West, North East and Algonquin respondents tend to spend more; and while South East respondents tend to report spending less on these additional expenditures, South West respondents more frequently report the lowest costs (Table 22).

**Table 22: Additional Expenditures**

Average Expenditure per Group	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
<b>Clothing</b>	\$62	\$79 <sub>DEF</sub>	\$86 <sub>DEF</sub>	\$86 <sub>DEF</sub>	\$60 <sub>E</sub>	\$51	\$56 <sub>E</sub>
<b>Equipment</b>	\$304	\$317	\$330	\$307	\$309	\$285	\$311
<b>Accessories</b>	\$69	\$73	\$82 <sub>DEF</sub>	\$73 <sub>EF</sub>	\$70 <sub>E</sub>	\$65	\$67
<b>Books, Guide Maps</b>	\$12	\$16 <sub>DEF</sub>	\$21 <sub>ADEF</sub>	\$19 <sub>DEF</sub>	\$11 <sub>EF</sub>	\$10	\$10
<b>Fishing license fee</b>	\$16	\$24 <sub>DEF</sub>	\$24 <sub>DEF</sub>	\$23 <sub>DEF</sub>	\$17 <sub>EF</sub>	\$11	\$14 <sub>E</sub>
<b>Other</b>	\$51	\$76	\$49	\$96 <sub>DEF</sub>	\$44	\$49	\$42
<b>Total Cost</b>	\$356	\$385	\$387 <sub>E</sub>	\$371 <sub>E</sub>	\$359 <sub>E</sub>	\$328	\$357

Q39: Entire Group (including yourself) Additional Expenditures. (Fill in only the blanks that apply or that you can remember) (Clothing, n=12,489; Equipment, n=23,108; Accessories, n=13,833; Books, Guides Maps, n=9612; Fishing license fee, n=9442; Other, n=7221; Total, n=26,540) Q1\_Recode: Park Zone (bases vary for each subgroup and 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 of camping shelter, 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 majority of campground 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 quickly. Further, if an increase of 30% is presented, only one-quarter report being willing to pay this additional cost. Interestingly, when prompted to provide the maximum increase respondents would be willing to accept, an average of 23% is reported. Moreover, a double bounded contingent valuation analysis suggests an average maximum willingness to pay of 23.49%. In the interest of providing a conservative recommendation, the results here suggest that a 10% increase may be tolerated by campground visitors without negatively impacting the likelihood of respondents returning to Ontario's provincial parks in the future.

A similar pattern is observed when it comes to increasing the cost of overnight campsite fees. In particular, when posed with a hypothetical \$5 per night increase to book campsites with showers, six-in-ten say they would still be willing to camp in Ontario's provincial parks. However, as the permit cost increases to \$10 and then again to \$15, 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 increase of \$18. Moreover, the estimated average maximum of the double bounded contingent valuations analysis is \$8.87. 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 \$5 increase is relatively high, it may be worth investigating an increase of this magnitude (or lower) as a revenue option<sup>2</sup>. 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.

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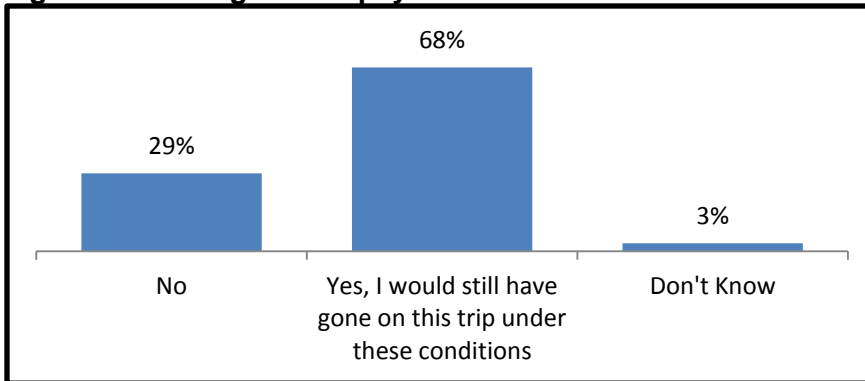
<sup>2</sup> This conservative recommendation is also based on observations that are discussed later in the report. In particular, results suggest that while respondents may be willing to tolerate increasing costs there is some indication that lower fees may actually increase the frequency of visitations.



### 6.7.2 Percentage of Total Cost

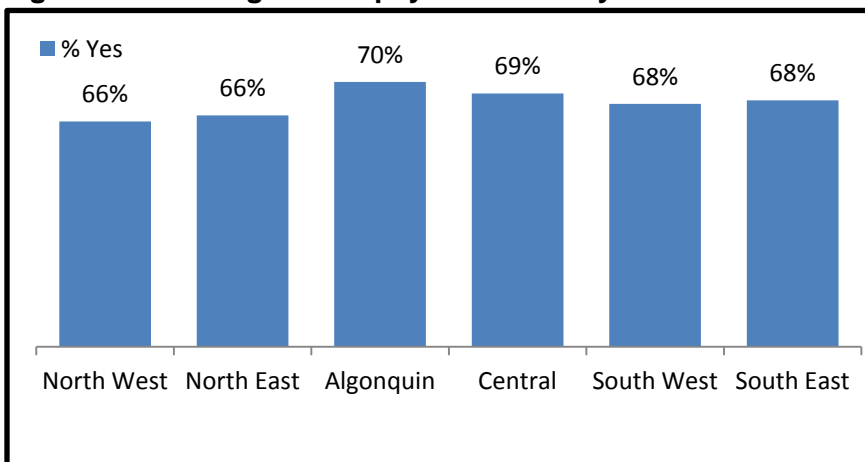
Just over two-thirds (68%) of campground respondents say they would be willing to pay 10% more for the trip they are being surveyed about (Figure 19). While results are fairly consistent between zones, Algonquin (70%) respondents are more likely than most to say that they would pay this additional increase (Figure 19a).

Figure 19: Willingness to pay 10% more



Q42: 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=42,684)

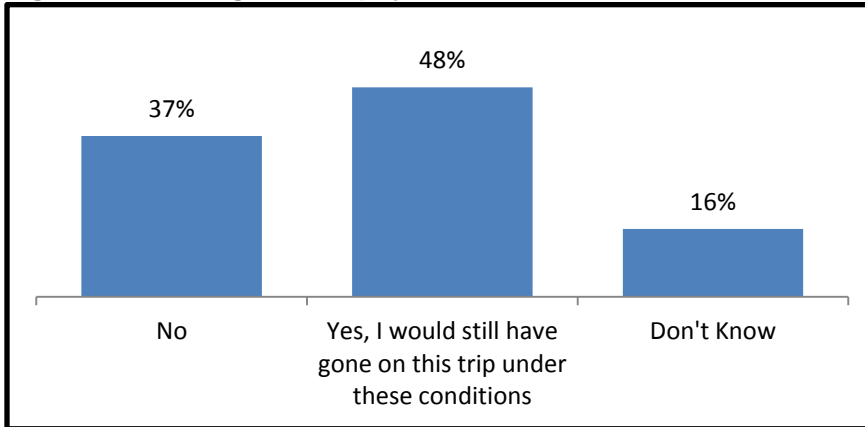
Figure 19a: Willingness to pay 10% more by Zone



Q42: 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=29,128) Q1\_Recode: Park Zones (bases vary for each subgroup)

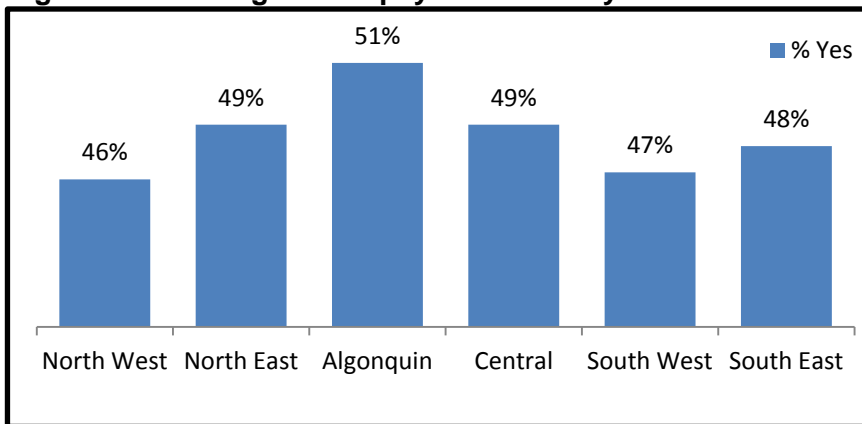
When presented with a 20% increase in total costs, about one-half (48%) of campground respondents said they would still have gone on their trip (*Figure 20*). Once again, Algonquin (51%) respondents emerge as the most likely to tolerate this additional cost, while fewer North West (46%) and South West (47%) respondents say they would be willing to pay more (*Figure 20a*).

**Figure 20: Willingness to pay 20% more**



Q40: 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=55,051)

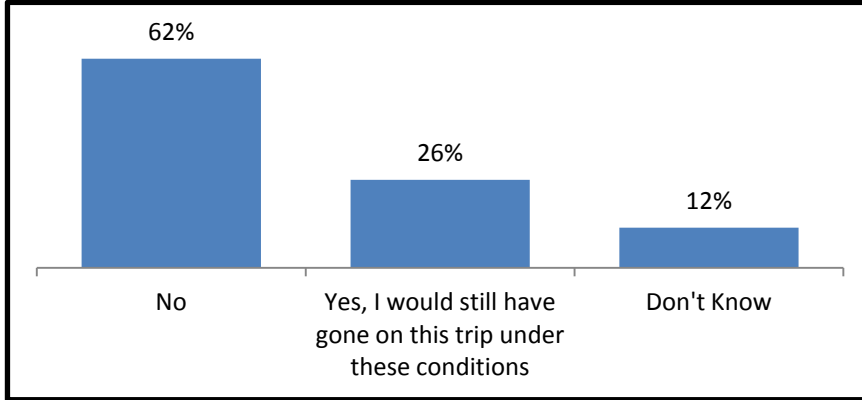
**Figure 20a: Willingness to pay 20% more by Zone**



Q40: 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=26,413) Q1\_Recode: Park Zone (bases vary for each subgroup)

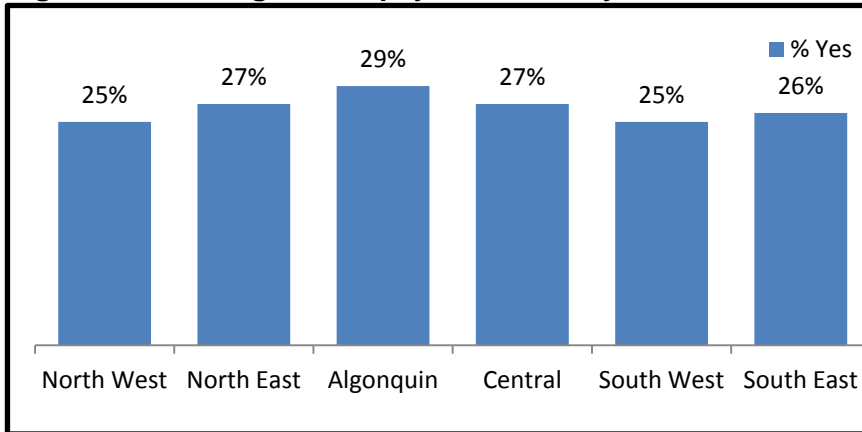
A hypothetical increase of 30% appears to turn off many campground respondents (*Figure 21*). In fact, only one-quarter (26%) said that under these circumstances they would have still gone on their trip. It is worth emphasizing that this is nearly a reversal of the results found for a proposed 10% increase. In fact, even among Algonquin respondents who are willing to pay this additional cost more than any other respondent group, only three-in-ten (29%) say they would (*Figure 21a*).

**Figure 21: Willingness to pay 30% more**



Q41: 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=46,381)

**Figure 21a: Willingness to pay 30% more by Zone**



Q41: 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=46,381) 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, campground respondents report an average increase of 23%<sup>3</sup>.

To better understand campground respondents' willingness to pay a percentage increase in their trip cost, a double bounded contingent valuation analysis was conducted. Briefly<sup>4</sup>, 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 23.49% with a 95% confidence interval between 23.22% and 23.76%. Likewise, as the Logistic Distribution model is symmetrical, the median value is also 23.49%<sup>5</sup>.

When asked to explain why they chose to answer as they did to this series of questions (*Figure 22*), respondents frequently stressed that the trip was important to them and worth paying the extra amount. Nearly equal proportions of campground respondents said that the trip was important to them but that the percentage cost increase was too high (38%), or that the trip was important to them so it was worth paying extra (35%). A notable proportion (19%) said they simply would have gone somewhere else.

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<sup>3</sup> While the responses to this question were cleaned, responses of up to 150% were permitted.

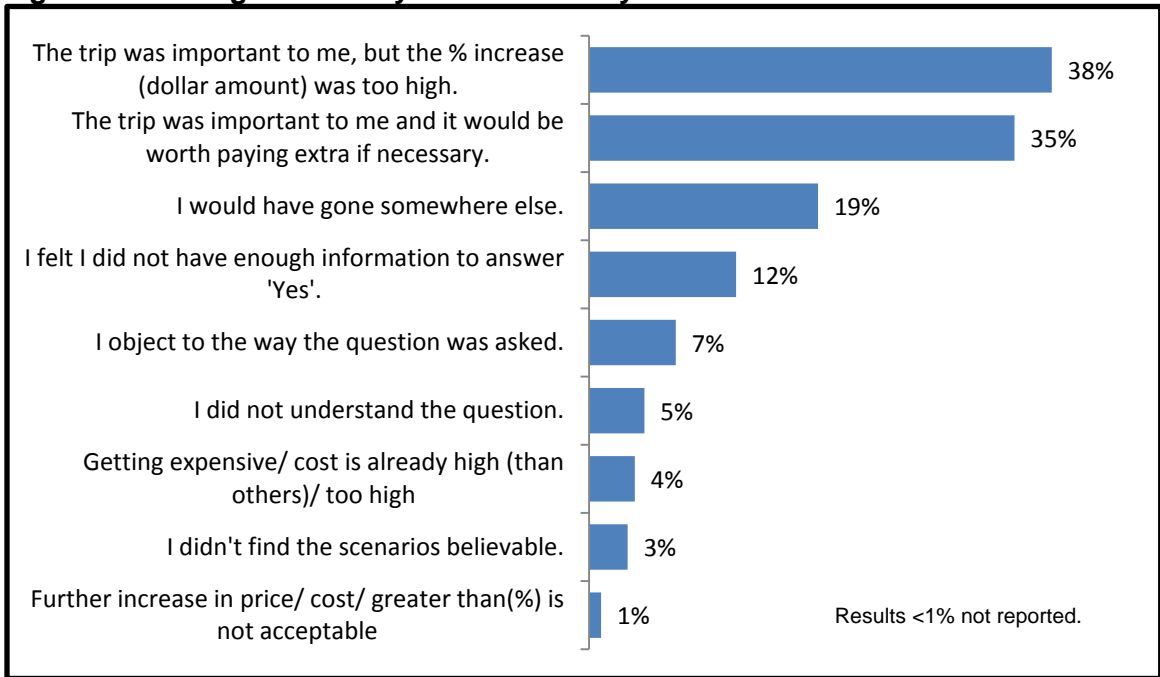
<sup>4</sup> Additional details can be found in Appendix C.

<sup>5</sup> 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 22: Willingness to Pay – Reasons Why**



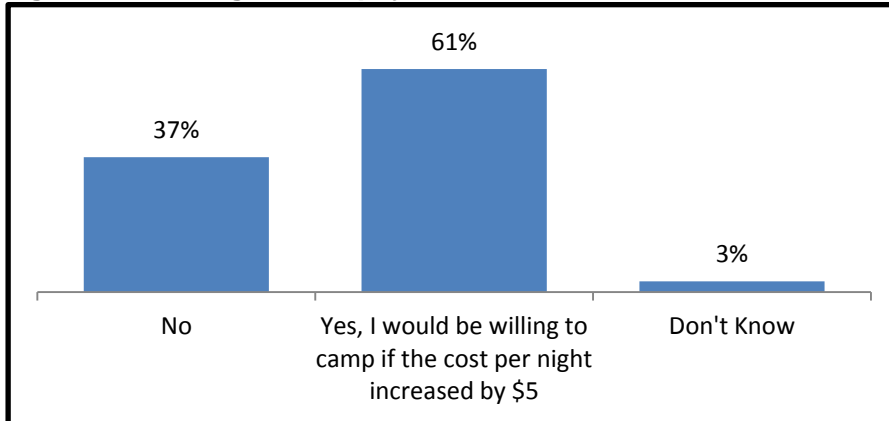
Q44: Please tell us the main reasons why you answered “YES”, “NO”, “I DON’T KNOW”, or “0” to an increase in your trip costs to [Q1]? (Check all that apply) (n=36,995)



### 6.7.3 Increasing Permit Fees

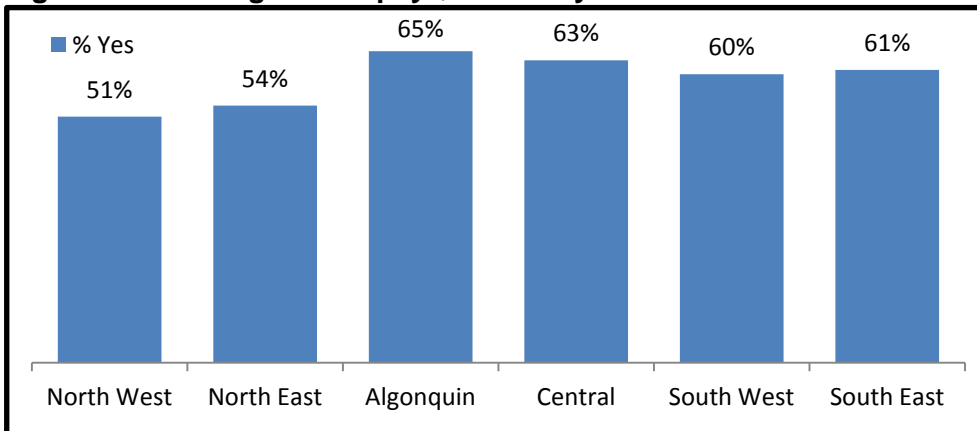
When presented with a hypothetical scenario where the price per night of a campsite with a shower increases by \$5, six-in-ten (61%) campground respondents said that they would be willing to pay this additional cost (*Figure 23*). As *Figure 23a* shows, willingness to pay this additional cost is lowest among North West (51%) and North East (54%) respondents, while Algonquin (65%) and to a lesser extent Central (63%) respondents are more likely than others to pay this increase.

**Figure 23: Willingness to pay \$5 more**



Q49: Suppose, instead, the camping fee for a site with showers were to up by \$5 per night (\$42 total). Would you still be willing camp overnight at an Ontario provincial park? (*Check one circle*) (n=40,902)

**Figure 23a: Willingness to pay \$5 more by Zone**

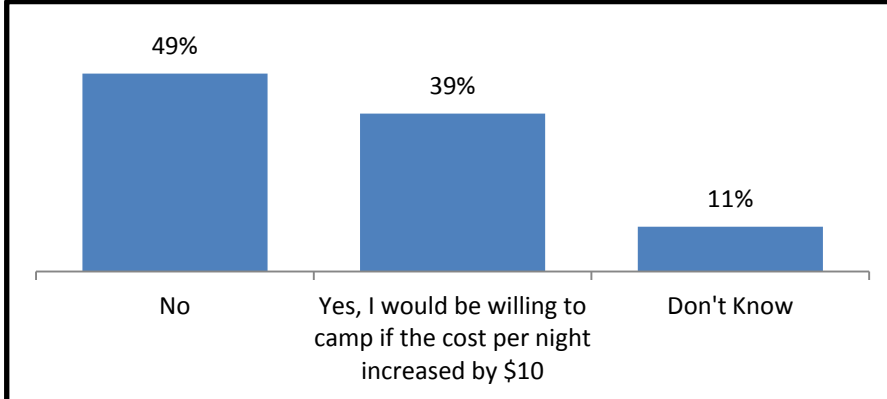


Q49: Suppose, instead, the camping fee for a site with showers were to up by \$5 per night (\$42 total). Would you still be willing camp overnight at an Ontario provincial park? (*Check one circle*) (Yes, n=24,788)

Q1\_Recode: Park Zone (bases vary for each subgroup)

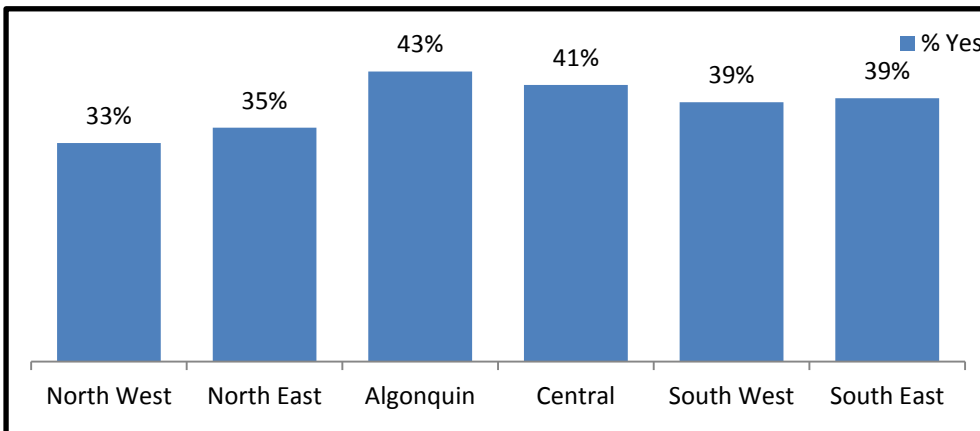
Willingness to tolerate an increase to camping fees slips to just four-in-ten (39%) when considering a \$10 per night increase (Figure 24). It is worth noting that one-in-ten (11%) are not sure what they would do. That said, even among Algonquin respondents, who tend to be more willing to pay an increase than other respondents, just over four-in-ten (43%) said they would still be willing to camp in Ontario's provincial parks if this increase was in place (Figure 24a). Moreover, among North West and North East respondents, only one-third (33% and 35% respectively) are willing to tolerate this increase.

**Figure 24: Willingness to pay \$10 more**



Q47. If the camping fee were to increase by \$10 per night (\$47 total), would you still be willing to camp overnight at an Ontario provincial park? (Check one circle) (n=52,764)

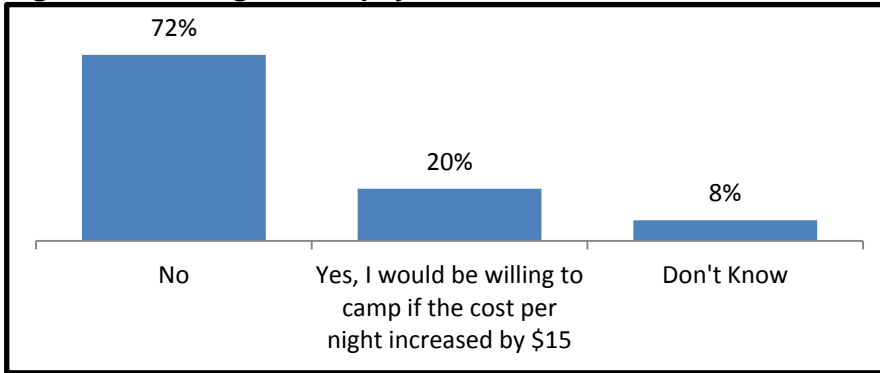
**Figure 24a: Willingness to pay \$10 more by Zone**



Q47. If the camping fee were to increase by \$10 per night (\$47 total), would you still be willing to camp overnight at an Ontario provincial park? (Check one circle) (Yes, n=20,846) Q1\_Recode: Park Zone (bases vary for each subgroup)

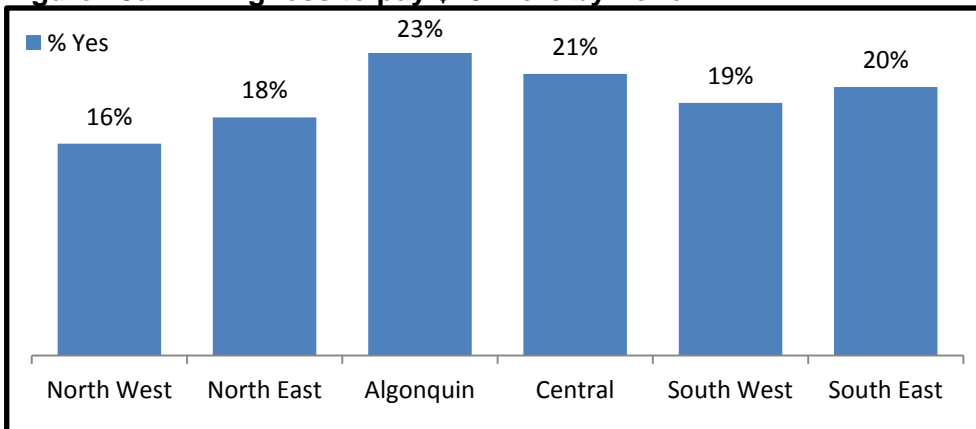
Support for increasing the cost of a campground visit drops substantially when respondents are presented with a \$15 increase (*Figure 25*). In fact, only two-in-ten (20%) say they would be willing to pay this extra cost. Support for this hypothetical increase is highest among Algonquin respondents, but even then, only one-quarter (23%) say they would be willing to pay the increase (*Figure 25a*). Once again, the lowest reported support for this increase comes from North West (16%) and North East (18%) respondents.

**Figure 25: Willingness to pay \$15 more**



Q48. Suppose, instead, the camping fee for a site with showers were to go up by \$15 per night (\$52 total). Would you still be willing to camp overnight at an Ontario provincial park? (*Check one circle*) (n=46,686)

**Figure 25a: Willingness to pay \$15 more by Zone**



Q48. Suppose, instead, the camping fee for a site with showers were to go up by \$15 per night (\$52 total). Would you still be willing to camp overnight at an Ontario provincial park? (*Check one circle*) (Yes, n=9456)  
 Q1\_Recode: Park Zone (bases vary for each subgroup)

When prompted to report the highest increase they would be willing to tolerate, campground respondents report an average of \$18<sup>6</sup>.

<sup>6</sup> While the responses to this question were cleaned, responses of up to \$100 were permitted.

As with above, to better understand campground respondents' willingness to tolerate an increase in permit costs, a double bounded contingent valuation analysis was conducted<sup>7</sup>. In this case, respondents were presented with an increase of \$10 and depending on their response they were presented with a \$5 or \$15 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, campground respondents are willing to pay an additional \$8.87 with a 95% confidence interval of \$8.73 to \$9.00. Likewise, as the Logistic Distribution model is symmetrical, the median value is also \$8.87<sup>8</sup>.

## **6.8 Cutbacks & Revenue**

### **6.8.1 Summary of Results**

In times of austerity all government operated programs or services are facing budget cuts and will need to prioritize areas where reductions will be tolerated by the public. However, the majority of campground respondents do not support many cutbacks. Instead, Ontario Parks may wish to investigate alternative revenue sources to manage budget deficits as support for these appears higher. That said, there is some support for increasing reliance on volunteers to offset costs; and results suggest that cutting back on educational programs or reducing visitor center hours may be supported if necessary. While these cutbacks can be explored, Ontario Parks may also wish to assess the viability of selling discount passes during off-peak seasons to entice people to utilize parks outside the standard season. Moreover, campground respondents show support for charging fees for special events and expanding park stores to offer additional products.

### **6.8.2 Detailed Findings**

As illustrated in *Table 23* below, support for many cutbacks is generally low. In particular, among the options presented to respondents, the highest level of support (49%) is reported for increasing the reliance on volunteers in the park. There is also some support for cutting back educational programs (40%) and reducing visitor centre hours (37%). Even so, respondents provided a wide range of cutbacks that they would support. An analysis of the open-ended comments provide some additional cutback (and revenue generating) suggestions. These include: assessing or increasing fines for park violations, improving concessions or park store inventory, developing fundraising campaigns or accepting donations, seeking efficiencies in park management, and increasing fees. It is worth noting that the number of respondents who provided these responses is quite small by comparison to the cutback items provided in the survey.

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<sup>7</sup> Additional details can be found in Appendix C.

<sup>8</sup> 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.



**Table 23: Support for Cutbacks**

Support (Top 2 Box)	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Increase reliance on volunteers to help run the park	49%	41%	47% <sub>A</sub>	51% <sub>AB</sub>	49% <sub>AB</sub>	50% <sub>AB</sub>	51% <sub>ABD</sub>
Cut back on interpretive programs and special events	40%	38% <sub>C</sub>	39% <sub>C</sub>	33%	42% <sub>ABCE</sub>	40% <sub>C</sub>	42% <sub>ABCE</sub>
Cut back on visitor centre hours of operation	37%	35% <sub>C</sub>	36% <sub>C</sub>	31%	37% <sub>BC</sub>	38% <sub>BC</sub>	38% <sub>ABC</sub>
Freeze park fees at current levels, but reduce park services	21%	22%	21%	20%	21%	22% <sub>BCD</sub>	21%
Cut back on site improvements	20%	17%	22% <sub>ADE</sub>	26% <sub>ABDEF</sub>	20% <sub>AE</sub>	17%	21% <sub>AE</sub>
Privatize more of the operation of provincial parks	17%	15%	15%	16% <sub>B</sub>	16% <sub>B</sub>	17% <sub>B</sub>	17% <sub>ABD</sub>
Close park campgrounds that cost more to operate than the revenue they take in	16%	12%	12%	16% <sub>AB</sub>	16% <sub>AB</sub>	17% <sub>AB</sub>	17% <sub>AB</sub>
Lay off park employees	7%	7%	7%	7%	7%	8% <sub>C</sub>	8% <sub>C</sub>
Cut back on public safety / park regulation enforcement	7%	7%	7%	6%	7%	7% <sub>C</sub>	7% <sub>C</sub>
<b>Assess or increase fines for those who violate park rules and regulations**</b>	89%	100%	54%	80%	89%	90%	97%
<b>Add/ improve park concessions such as stores/ snack bars**</b>	87%	75%	79%	94%	95% <sub>E</sub>	75%	94% <sub>E</sub>
<b>Fundraising/ accept donations/ sell memberships/ sell sponsorships**</b>	86%	80%	90%	87%	88%	84%	86%
<b>Improve management/ seek efficiencies/ lower or freeze employee wages**</b>	85%	89%	75%	91%	86%	86%	82%
<b>Increase fees/ institute user fees for programs or amenities*</b>	84%	83%	86%	88%	82%	83%	83%
<b>Add programs/ services/ amenities/ campsites to increase revenue**</b>	83%	80%	87%	79%	80%	88%	82%
<b>Cutback on campsite electricity**</b>	82%	-	77%	80%	84%	73%	90%
<b>Economise on park vehicles/less gas/ cheaper vehicles/replace less often**</b>	81%	100%	67%	60%	87%	83%	80%
<b>Increase government funding**</b>	79%	71%	76%	84%	79%	84%	76%
<b>Lower fees**</b>	77%	79%	62%	100%	88%	71%	75%
<b>Cutback on Internet availability**</b>	77%	81%	75%	71%	79%	73%	81%
<b>Do not cut back on washroom/ showers upgrades/ maintenance**</b>	72%	66%	76%	60%	79%	56%	81%

Q45: If there is a need for cutbacks, how strongly would you support the following options? (Check one circle for each option) (Increase volunteers, n=51,560; Cut back on interpretive programs, n=51,426; Cut back on visitor centre, n=51,404; Freeze park fees, n=51,190; Cut back on site improvements, n=50,807; Privatize, n=51,073; Close parks, n=51,279; Lay off park employees, n=50,969; Cut back on safety/regulation enforcement, n=51,000; Asses/increase fines, n=154; Add/improve concessions/store, n=215; Fundraising, n=390; Improve management, n=420; Increase fees, n=929; Add programs, n=273; Cutback Campsite Electricity, n=158; Economise park vehicles, n=121; Increase gov't funding, n=176; Lower fees, n=118; Cutback Internet Availability, n=425; Do not cutback washrooms, n=140). Q1\_Recode: Park Zone (bases vary for each subgroup and item). Note: Caution should be taken when interpreting results where bases are small or very small.



While potential cutbacks received little support, campground respondents offer some support for a number of revenue generating options (*Table 24*). While six-in-ten (62%) support shifting existing taxes to Ontario Parks, there is also support for tactics within the control of Ontario Parks. In particular, nearly seven-in-ten support selling discounted passes during off-peak seasons (68%) and expanding the inventory of park stores (68%) and over six-in-ten (63%) also support charging fees for special events. Some respondents also took the time to offer their own revenue generating solutions. While the proportion of respondents for each is quite low, it is worth noting that improving the current booking system (e.g. partial/no refund for cancellations), developing new billing options (e.g. seasonal rates, per person billing), enforcing fines for infractions, and finding efficiencies were all suggested as potential sources of revenue. It is also worth noting that only about two-in-ten (18%) support raising visitor fees; reinforcing the finding above that for the most part, campground respondents are hesitant to pay more to visit Ontario's provincial parks.



**Table 24: Support for Revenue Options**

Support (Top 2 Box)	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Sell discount visitor passes for the non-peak	68%	63%	68% <sub>A</sub>	70% <sub>ABDEF</sub>	68% <sub>A</sub>	68% <sub>A</sub>	69% <sub>A</sub>
Expand variety of park store items for sale	68%	68% <sub>C</sub>	69% <sub>CE</sub>	65%	69% <sub>CEF</sub>	66%	68% <sub>CE</sub>
Charge fees to host special events	63%	60%	59%	62% <sub>B</sub>	64% <sub>AB</sub>	63% <sub>AB</sub>	63% <sub>AB</sub>
Shift a portion of existing taxes to provincial parks	62%	62%	66% <sub>ADEF</sub>	66% <sub>ADEF</sub>	61% <sub>F</sub>	61%	60%
Develop fund raising campaigns	60%	58%	56%	64% <sub>ABDEF</sub>	59% <sub>B</sub>	59% <sub>B</sub>	61% <sub>ABDE</sub>
Provide a trip 're-booking credit' for cancelled trips	57%	52%	55% <sub>A</sub>	58% <sub>AB</sub>	58% <sub>AB</sub>	58% <sub>AB</sub>	58% <sub>AB</sub>
Charge higher user fees for non-Ontario visitors	42%	22%	40% <sub>A</sub>	43% <sub>ABFG</sub>	45% <sub>ABCEF</sub>	43% <sub>ABF</sub>	41% <sub>A</sub>
Charge more for premium campsites	39%	35%	35%	39% <sub>AB</sub>	39% <sub>AB</sub>	38% <sub>AB</sub>	41% <sub>ABCDE</sub>
Charge additional fees for park interpretive / education programs	37%	30%	34% <sub>A</sub>	36% <sub>AB</sub>	38% <sub>ABC</sub>	37% <sub>AB</sub>	38% <sub>ABC</sub>
Increase private company partnerships / advertising in parks	36%	34% <sub>C</sub>	32% <sub>C</sub>	28%	37% <sub>BC</sub>	38% <sub>ABC</sub>	38% <sub>ABC</sub>
Build and rent premium roofed accommodation in parks	34%	34% <sub>BC</sub>	30%	30%	35% <sub>BC</sub>	35% <sub>BC</sub>	37% <sub>ABCDE</sub>
Eliminate fee discounts for seniors during peak park visitor periods	33%	36% <sub>BCDE</sub>	31%	34% <sub>B</sub>	33% <sub>B</sub>	33% <sub>B</sub>	34% <sub>BDE</sub>
Increase taxes to fund provincial parks	22%	27% <sub>DEF</sub>	25% <sub>DEF</sub>	27% <sub>DEF</sub>	20%	21%	22% <sub>DE</sub>
Increase park visitor fees	18%	17%	16%	21% <sub>ABDEF</sub>	18%	17%	18% <sub>BE</sub>
Improve booking system (No/ partial rebate for cancelled trips)**	95%	100%	100%	89%	97%	88%	100% <sub>E</sub>
Develop new billing options (seasonal rates, billing per person)**	94%	100%	100%	100%	89%	91%	94%
Enforcing fines for infractions**	89%	100%	100%	78%	90%	86%	94%
Increase efficiency/ find ways to save money**	85%	76%	100%	67%	86%	87%	88%

Q46: 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) (Discount passes for off-peak, n=50,079; Expand park store, n=50,701; Charge for special events, n=50,712; Shift taxes, n=50,717; Fund raising, n=50,422; Rebooking credit, n=50,672; Higher for non-Ontario residents, n=50,702; Charge more for premium campground, n=50,587; Charge additional fees for interpretive/educational programs, n=50,495; Increase private partnerships/ advertising, n=50,495; Build/rent premium roofed accommodations, n=50,218; Eliminate senior discount, n=50,628; Increase taxes, n=50,371; Increase park visitor fees, n=50,599; Improve booking system, n=143; New booking/billing options, n=136; Enforcing fines for infractions, n=101; Increase efficiency, n=118).  
 Q1\_Park Recode: (bases vary for each subgroup and item) Note: Caution should be taken when interpreting results where bases are small or very small.





## 6.9 Fishing Habits

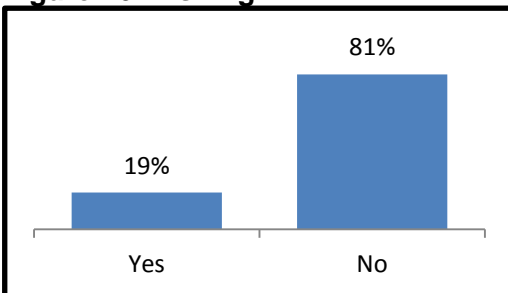
### 6.9.1 Summary of Results

A small but notable proportion of campground respondents report that they went fishing while on their camping trip. Among those that did, group sizes were typically small (averaging around 3 people), groups went fishing for about 2 days during their trip and for about 2 hours a day. Groups most commonly went fishing from the shoreline or dock, but some took advantage of the fishing opportunities in Ontario's provincial parks from a non-motorized boat. Artificial lures and live worms were the most frequently used bait, with most purchasing their bait outside the park. Finally, support among campground respondents is generally moderate for each of the proposed fishing restrictions Ontario Parks is exploring to reduce the negative impacts of fishing, although support is consistently higher among those who did not go fishing on their camping trip.

### 6.9.2 Detailed Findings

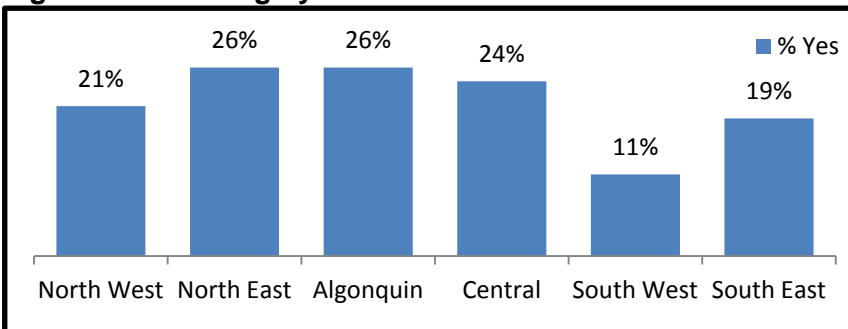
Across the province, two-in-ten (19%) campground respondents report that they went fishing during their trip (*Figure 26*). That said, South West (11%) respondents are the least likely to report having gone fishing, while the opposite is true for North East (26%) and Algonquin (26%) respondents (*Figure 26a*). Among those who went fishing, the average group size was about 3 people, on average groups spent about 2 days of their trip fishing and group typically spent around 2.5 hours per day fishing, this is fairly consistent across each zone although there are some significant differences (*Table 25*).

**Figure 26: Fishing**



Q51: Did you fish in the park on this trip? (*Check one circle*) (n=53,069)

**Figure 26a: Fishing by Zone**



Q51: Did you fish in the park on this trip? (*Check one circle*) (Yes, n=10,420) Q1\_Recode: Park Zone (bases vary for each subgroup)

**Table 25: Group size and hours spent fishing**

Mean	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
<b># People Fishing</b>	3	2.8	2.7	2.8	3.1 <sub>B</sub>	3.1 <sub>BCF</sub>	2.9 <sub>B</sub>
<b>Days Fishing</b>	2.4	2.5 <sub>F</sub>	3.3 <sub>ACDEF</sub>	2.6 <sub>DEF</sub>	2.5 <sub>EF</sub>	2	2.2
<b>Hours per Day Fishing</b>	2.5	2.6 <sub>EF</sub>	2.8 <sub>ACDEF</sub>	2.5 <sub>EF</sub>	2.5 <sub>EF</sub>	2.2	2.4 <sub>E</sub>

Q52: Including yourself, how many persons in your group spent time fishing in the park? *(Fill in the blank)* (n=10,329) Q53: On how many days of this trip did you spend time fishing in the park? *(Fill in the blank)* (n=10,302) Q54: On average, about how many hours per day did you fish? *(Fill in the blank)* (n=10,296)

Across the province, the majority (73%) of campground respondents report that they fished from the shoreline or dock (73% said this was the case) (*Table 26*). One-in-three (33%) say that they fished from a non-motorized boat and two-in-ten (18%) said they fished from a motorboat. Across the province, South West (87%) and to a lesser extent South East (79%) and Central (73%) respondents are more likely to say they fished from the shoreline or dock. In contrast, Algonquin (62%) respondents stand out as being significantly more likely to report fishing from a non-motorized boat than all other respondents. It is also worth noting that North East (36%) respondents are more likely than others to fish from a motorboat.

**Table 26: Fishing Location**

	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
<b>From the shoreline / dock</b>	73%	64% <sub>B</sub>	55%	63% <sub>B</sub>	73% <sub>ABC</sub>	87% <sub>ABCDF</sub>	79% <sub>ABCD</sub>
<b>Non-motorized boat (e.g., canoe, kayak)</b>	33%	34% <sub>E</sub>	38% <sub>DEF</sub>	62% <sub>ABDEF</sub>	31% <sub>E</sub>	17%	31% <sub>E</sub>
<b>Motorboat</b>	18%	29% <sub>CDEF</sub>	36% <sub>ACDEF</sub>	11% <sub>E</sub>	22% <sub>CEF</sub>	8%	14% <sub>CE</sub>
<b>In the water wearing chest / hip waders</b>	3%	4%	3%	4% <sub>D</sub>	3%	3%	3%

Q55: From which of the following did you fish? *(Check all that apply)* (n=10,244)

Campground respondents report catching and keeping a variety of fish while on their trip (Table 27). On average, Yellow Perch (average of 4.3) and Pumpkinseed (average of 4.3) are the most frequently caught fish. Results suggest that Chinook Salmon (average of 9.6) and Coho Salmon (average of 6.9) when caught, are the most likely to be kept.

**Table 27: Fish Caught and Kept**

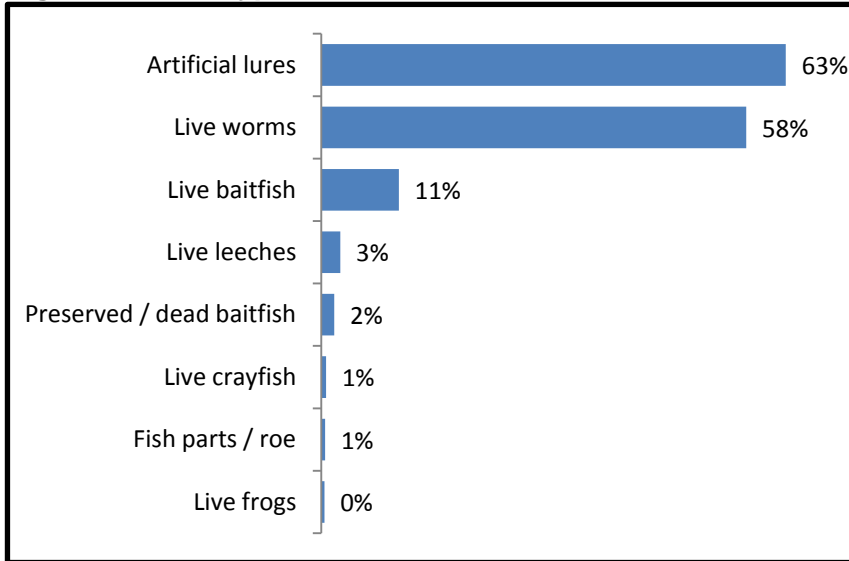
Fish Type	Average # Fish Caught	Average # Fish Kept
Yellow perch	4.3	0.9
Pumpkinseed	4.3	0.4
Smallmouth bass	3.8	0.9
Rock bass	3.5	0.3
Bluegill	3.3	0.6
Walleye (pickerel)	2.4	2.8
Largemouth bass	2.4	0.7
Unknown	2.4	0.4
Northern pike	2.2	0.7
Crappie	1.6	0.5
Catfish / bullhead	1.2	0.4
Lake trout	1	1.3
Brook trout (speckled)	0.6	2.2
Rainbow trout (steelhead)	0.3	1.5
Carp	0.3	0.2
Brown trout	0.1	2.2
Splake	0.1	0.7
Muskellunge (muskie)	0.1	0.2
Chinook salmon	0.1	9.6
Coho salmon	0.1	6.9
Atlantic salmon	0	2
Sunfish**	6.9	0.4

Q56: How many of the following types of fish types did you catch and keep? (Fill in only the blanks that apply) (Caught/Kept: Yellow perch, n=2137/1221; Pumpkinseed, n=1376/571; Smallmouth bass, n=2885/1822; Rock bass, n=1967/1036; Bluegill, n=1042/318; Walleye, n=1335/536; Largemouth bass, n=1643/802; Unknown, n=1062/367; Northern pike, n=1560/746; Crappie, n=909/217; Catfish, n=1004/271; Lake trout, n=1353/337; Brook trout, n=922/103; Rainbow trout, n=794/42; Carp, n=700/48; Brown trout, n=793/24; Splake, n=737/25; Muskellunge, n=723/42; Chinook salmon, n=646/3; Coho salmon, n=644/5; Atlantic salmon, n=636/1; Sunfish, n= 239/172) Note: Caution should be taken when interpreting results where bases are small or very small.



Results suggest that the most frequently used bait and tackle is artificial lures (63%) and live worms (58%) (*Figure 27*)<sup>9</sup>. The vast majority of respondents who used artificial lures obtained them outside the park (91%) while those who used live worms are nearly split between obtaining them in the park (44%) or elsewhere (48%) (*Table 28*).

**Figure 27: Bait Type**



Q59: 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=9756)

<sup>9</sup> While question 59 in the Campground 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=9756 bait/tackle users and was used to calculate the proportion of respondents who reported using each bait/tackle type displayed in *Figure 27*.

**Table 28: Bait**

% Yes	Obtained in the Park	Obtained Elsewhere	Not Applicable/Don't Know
Live baitfish (e.g., minnows, chub)	17%	31%	53%
Preserved / dead baitfish	1%	12%	88%
Fish parts / roe	1%	4%	96%
Live worms	44%	48%	11%
Live leeches	4%	14%	83%
Live crayfish	4%	1%	95%
Live frogs	2%	2%	97%
Artificial lures	6%	91%	6%

Q59: 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=2182; Preserved/dead baitfish, n=1409; Fish parts/roe, n=1281; Live worms, n=6379; Live leeches, n=1482; Live crayfish, =1309; Live frogs, n=1289; Artificial lures, n=6579)

Table 29 shows how respondents who went fishing disposed of their leftover bait. Among those who used live baitfish, most did not have any leftover bait to dispose of (55% said they didn't have left over bait); but notable proportions gave their leftover live baitfish to other anglers (18%) or retained them live for later use (12%). Among those who used preserved/dead baitfish, some report not having any leftover (37%) and others report preserving the bait for later use (25%). Similar results are reported for fish parts/roe (50% did not have any leftover and 26% preserved the remaining bait for later use). Among those who used live worms, many did not have any leftover bait (46%), while fewer retained it for later use (21%). Similar results are reported by those who used live leeches (43% did not have any leftovers and 30% retained for later use); but a notable proportion (20%) gave the extra bait to other anglers. Among those who used live crayfish, nearly equal proportions report not having any leftover bait (36%) and disposing of the leftovers in a park body of water (34%). Finally, most that used live frogs didn't have any leftover bait (60%).

**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*	55%	9%	1%	5%	6%	12%	4%	18%
Preserved/ Dead Baitfish**	37%	8%	25%	-	17%	11%	4%	4%
Fish Parts/Roe**	50%	12%	26%	-	-	6%	6%	-
Live Worms	46%	7%	1%	11%	6%	21%	6%	13%
Live Leeches*	43%	9%	1%	2%	6%	30%	4%	20%
Live Crayfish*	36%	34%	5%	5%	10%	5%	14%	10%
Live Frogs*	60%	12%	-	17%	-	6%	-	11%

Q60: 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=533; Preserved/dead baitfish, n=76; Fish parts/roe, n=16; Live worms, n=4784; Live leeches, n=134; Live crayfish, n=20; Live frogs, n=18) Note: Caution should be taken when interpreting results with small or very small base 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. Support for these initiatives is moderately low among campground respondents (*Table 30*). That said, two-thirds (67%) do support restricting the use of large motorboats in the parks with a significantly higher number of Algonquin (81%) respondents voicing support for this restriction. Less than six-in-ten support each of the remaining restrictions, however, support is typically higher among Algonquin respondents. In particular, seven-in-ten Algonquin respondents support restricting the use of live bait (70%), the use of lead sinkers (70%), reducing catch limits (68%) and restricting the use of electronic fish finders (68%).

**Table 30: Reducing Negative Impacts of Fishing**

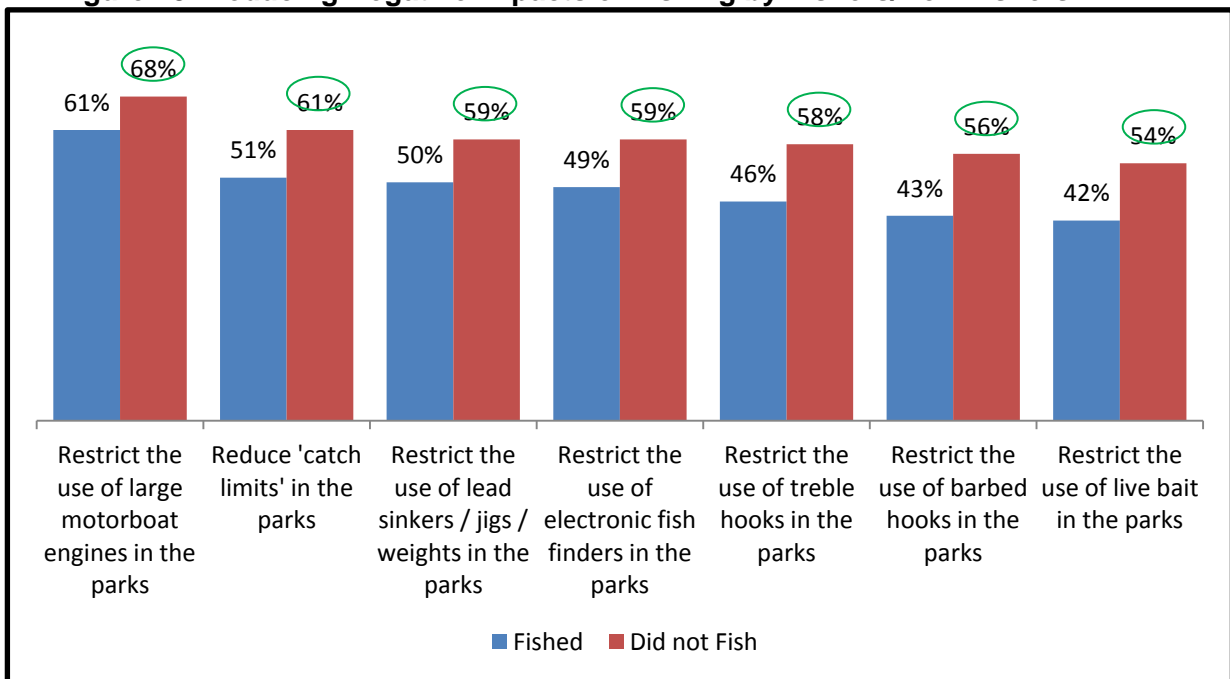
Support (Top 2 Box)	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Restrict the use of large motorboat engines in the parks	67%	60%	66% <sub>AD</sub>	81% <sub>ABDEF</sub>	64% <sub>A</sub>	66% <sub>AD</sub>	68% <sub>ABDE</sub>
Reduce 'catch limits' in the parks	59%	53%	55%	68% <sub>ABDEF</sub>	60% <sub>ABEF</sub>	58% <sub>AB</sub>	59% <sub>AB</sub>
Restrict the use of lead sinkers/ jigs / weights in the parks	58%	54%	57% <sub>E</sub>	70% <sub>ABDEF</sub>	58% <sub>AE</sub>	54%	57% <sub>AE</sub>
Restrict the use of electronic fish finders in the parks	57%	49%	53% <sub>A</sub>	68% <sub>ABDEF</sub>	56% <sub>AB</sub>	58% <sub>ABD</sub>	58% <sub>ABD</sub>
Restrict the use of treble hooks in the parks	55%	55%	53%	64% <sub>ABDEF</sub>	55%	55%	55%
Restrict the use of barbed hooks in the parks	54%	60% <sub>BDEF</sub>	51%	62% <sub>BDEF</sub>	54% <sub>BE</sub>	52%	52%
Restrict the use of live bait in the parks	52%	51% <sub>E</sub>	53% <sub>DEF</sub>	70% <sub>ABDEF</sub>	51% <sub>E</sub>	48%	50% <sub>E</sub>

Q61: 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=50,064; Reduce 'catch limits', n=50,012; Restrict lead sinkers/jig/weights, n=50,079; Restrict electronic fish finders, n=50,004; Restrict treble hooks, n=49,833; Restrict barbed hooks, n=50,015; Restrict live bait, n=50,115) 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 28*). In particular, while nearly six-in-ten (61%) of those who went fishing support restricting the use of large motorboat engines in parks, nearly seven-in-ten (68%) respondents who did not go fishing support this restriction. Similar results are reported for reducing catch limits (51% Fishers vs. 61% Non-fishers), restricting the use of lead sinkers/jigs/weights in the park (50% Fishers vs. 59% Non-fishers), electronic fish finders (49% Fishers vs. 59% Non-fishers), treble hooks (46% Fishers vs. 58% Non-fishers), barbed hooks (43% Fishers vs. 56% Non-fishers), and the use of live bait (42% Fishers vs. 54% Non-fishers). It is worth emphasizing that among those who went fishing, support is lowest for restricting the use of live bait (42%) and barbed hooks (43%) and highest for restricting the use of large motorboat engines in the park (61%).

**Figure 28: Reducing Negative Impacts of Fishing by Fishers/Non-Fishers**



Q61: 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*) (Fish/Did not Fish: Restrict large motorboats, n=9,576/40,488; Reduce 'catch limits', n=9,549/40,463; Restrict lead sinkers/jig/weights, n=9,572/40,507; Restrict electronic fish finders, n=9,544/40,460; Restrict treble hooks, n=9,501/40,332; Restrict barbed hooks, n=9,545/40,470; Restrict live bait, n=9,585/40,530) Q58: Did you fish in the park on this trip? (*Check one circle*)



## 6.10 Campfire

### 6.10.1 Summary of Results

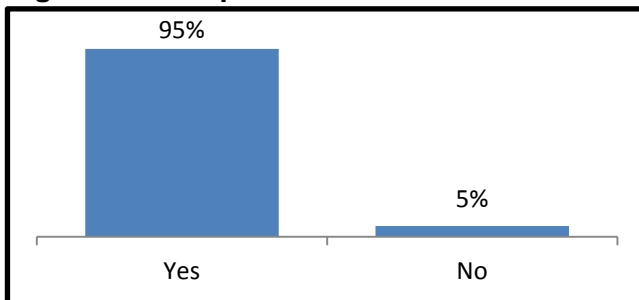
The vast majority of campground respondents report that they had a campfire during their trip. Among those that did have a campfire, most purchased their wood from the park. About 12% brought their own wood from home and 19% obtained it enroute to the park. It is worth noting that a small proportion of respondents report burning scrap wood from construction or manufacturing or tree debris. To the extent that Ontario Parks aims to ensure that only actual firewood is burned on site, there may be room to improve the inspection of vehicles bringing firewood on site.

When it comes to supporting restrictions on campfires and firewood, support is highest for restricting firewood to park-supplied or locally sourced firewood. This is true even among those who had a campfire during their trip.

### 6.10.2 Detailed Findings

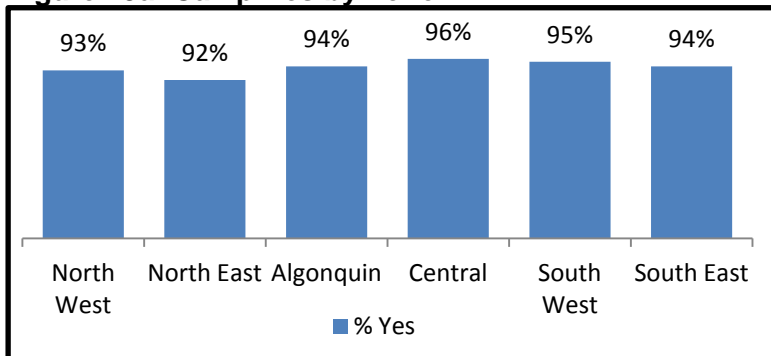
The vast majority (95%) of campground respondents report that they did have a campfire while on their camping trip (Figure 29). While respondents in all zones are very likely to have reported having had a campfire during their trip, Central (96%) respondents and to a lesser extent South West (95%) respondents are more likely than others to say they had a campfire (Figure 29a).

**Figure 29: Campfires**



Q62: While in the park, did you have a campfire? (Check one circle) (n=52,906)

**Figure 29a: Campfires by Zone**



Q62: While in the park, did you have a campfire? (Check one circle) (n=52,906) Q1\_Recode: Park Zone (bases vary for each subgroup)



About seven-in-ten (69%) campground respondents report that they purchased their firewood within the park (*Table 31*). In contrast, only two-in-ten (19%) report obtaining the firewood outside the park, and one-in-ten (12%) say they brought it from home. By zone, results vary. In particular, Algonquin (83%) respondents are far more likely than other respondents to say that they purchased the wood within the park, while South West (29%) are more likely than other respondents to say they obtained the wood outside the park; and North West (25%) respondents are the most likely to say they brought the wood from home.

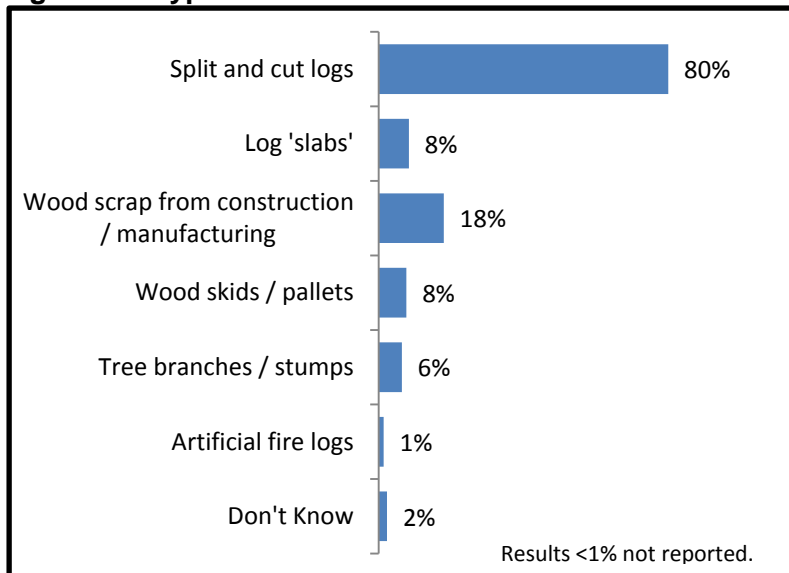
**Table 31: Obtained Firewood**

	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
<b>Purchased it in the park</b>	69%	64% <sub>E</sub>	69% <sub>AE</sub>	83% <sub>ABDEF</sub>	72% <sub>ABEF</sub>	61%	70% <sub>AE</sub>
<b>Obtained it outside / enroute to the park</b>	19%	10% <sub>C</sub>	11% <sub>C</sub>	8%	17% <sub>ABCG</sub>	29% <sub>ABCDF</sub>	17% <sub>ABC</sub>
<b>Brought it from home</b>	12%	25% <sub>BCDEF</sub>	19% <sub>CDEF</sub>	8%	10% <sub>C</sub>	10% <sub>C</sub>	12% <sub>CDE</sub>

Q63: Where did you obtain the firewood for this day trip to [Q1]? (*Check one circle*) (n=49,192) Q1\_Recode: Park Zone (bases vary for each subgroup) Note: Results <1% not reported.

Eight-in-ten (80%) campground respondents report using split and cut logs for their campfire (*Figure 30*). That said, nearly two-in-ten (18%) say they used wood scraps from construction and/or manufacturing.

**Figure 30: Type of Wood**



Q65: Which of the following describes the firewood you burned in [Q1] on this trip? (*Check all that apply*) (n=15,704)

Shown in *Table 32* below, results suggest that support for various campfire restrictions is quite low among campground respondents. Nearly six-in-ten (58%) do support a restriction that only firewood from retailers close to the park can be burned; and one-half (52%) support restricting permissible firewood to only that which is purchased within the park. Algonquin respondents are also more likely than all other respondents to support allowing only firewood purchased within the park to be burned (66% of Algonquin respondents support this).

**Table 32: Campfire Restrictions**

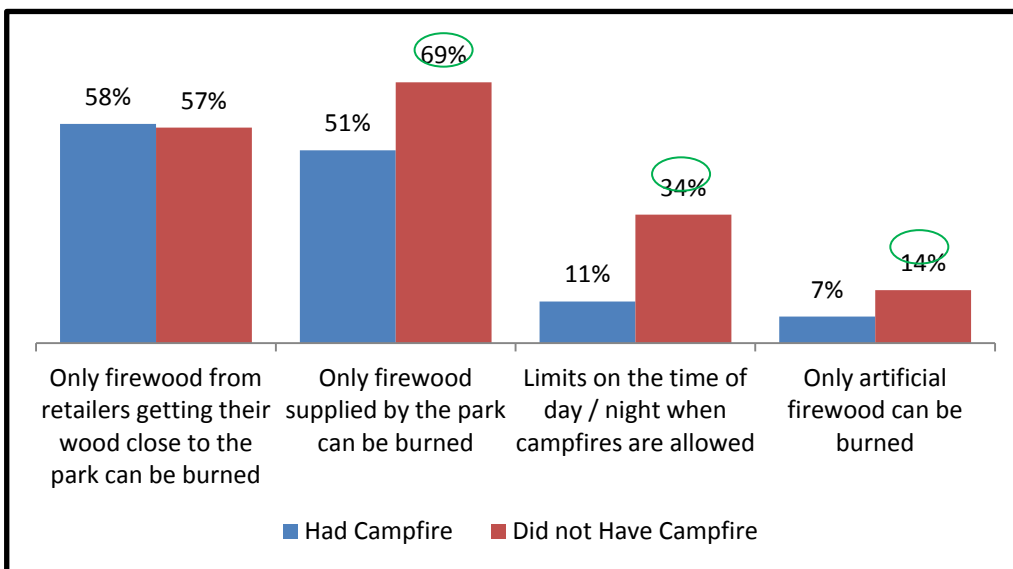
Support (Top 2 Box)	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
<b>Only firewood from retailers getting their wood close to the park can be burned</b>	58%	44%	50% <sub>A</sub>	58% <sub>AB</sub>	58% <sub>AB</sub>	60% <sub>ABD</sub>	59% <sub>AB</sub>
<b>Only firewood supplied by the park can be burned</b>	52%	42%	49% <sub>AE</sub>	66% <sub>ABDEF</sub>	53% <sub>ABE</sub>	47% <sub>A</sub>	53% <sub>ABE</sub>
<b>Limits on the time of day/night when campfires are allowed</b>	12%	14% <sub>DE</sub>	12% <sub>E</sub>	13% <sub>DEF</sub>	12% <sub>E</sub>	11%	12% <sub>E</sub>
<b>Only artificial firewood can be burned</b>	7%	5%	6%	8% <sub>AB</sub>	7% <sub>AB</sub>	7% <sub>AB</sub>	8% <sub>ABDE</sub>

Q66: Regardless of whether you had a campfire on this park visit, there is a need to reduce the movement of invasive insects through firewood into provincial parks, how strongly would you support the following options? (Check one circle for each option) (Close retailers, n=51,219; Park supplied firewood, n=51,815; Limits on time, n=50,697; Artificial firewood, n=50,620) Q1\_Recode: Park Zone (bases vary for each subgroup).



As we might expect, support for the proposed campfire restrictions is generally lower among those who had a campfire on their trip when compared to those that did not (Figure 31). While support for restricting the burning of firewood to locally purchased and sourced firewood is the same between those who had a campfire (58%) and those who did not (57%), support for the remaining restrictions is lower among those who had campfires during their trip. In particular, support for burning only park purchased firewood varies significantly between the two groups, with only five-in-ten (51%) of those who had a campfire registering their support, compared with seven-in-ten (69%) among those who did not have a campfire. Similar results are also reported for putting limits on when campfires are allowed (11% for those who had a campfire vs. 34% for those who did not) and burning only artificial firewood (7% for those who had a campfire vs. 14% for those who did not).

**Table 31: Campfire Restrictions by those who had a Campfire and those who did not**



Q66: Regardless of whether you had a campfire on this park visit, there is a need to reduce the movement of invasive insects through firewood into provincial parks, how strongly would you support the following options? (Check one circle for each option) Q62: While in the park, did you have a campfire? (Check one circle) (Had Campfire/Did not Have Campfire: Local retailers, n=48,534/2,683; Park supplied firewood, n=49,084/2,729; Limits on time, n=48,030/2,665; Artificial firewood, n=47,954/2,664)

## 6.11 Educational Programs

### 6.11.1 Summary of Results

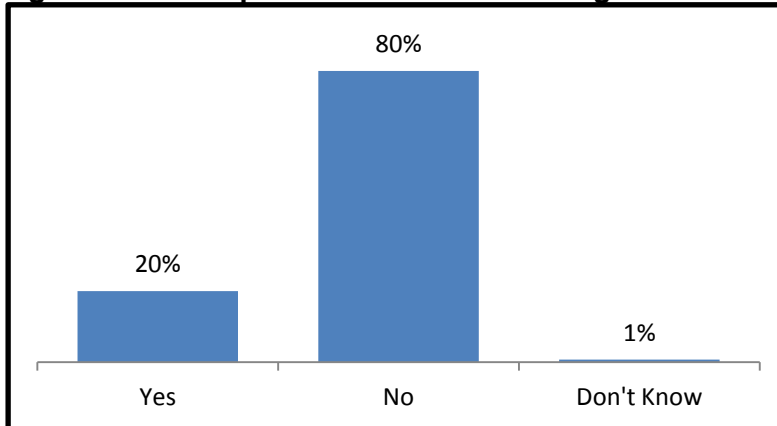
Results indicate that educational or interpretive programs are typically underused by campground respondents. While Algonquin respondents tend to report using these services more frequently, still only one-third of respondents report taking advantage of the educational sessions available during their trip. When asked to explain the reasons why they did not participate, some report simply being too busy and others report not being interested at all. These results suggest that Ontario Parks may need to either explore increasing awareness and interest in these programs or perhaps selectively reducing the availability depending on park needs.



### 6.11.2 Detailed Findings

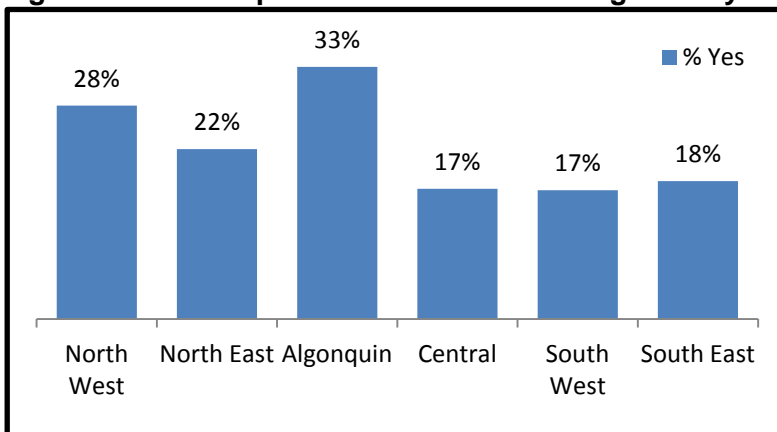
Only one-in-five (20%) campground respondents report that they participated in any educational or interpretive programs (Figure 32). It is worth noting, however, that Algonquin (33%) respondents are the most likely to say that they or someone in their group did participate in one of these programs. North West (28%) respondents are also more likely than most to say this was the case (Figure 32a).

**Figure 32: Participation in Educational Programs**



Q74: On this day trip in [Q1], did you or other members of your group participate in any park education/interpretive programs such as guided hikes, a lecture in the visitor centre, children's program or amphitheatre shows? (Check one circle) (n=52,744)

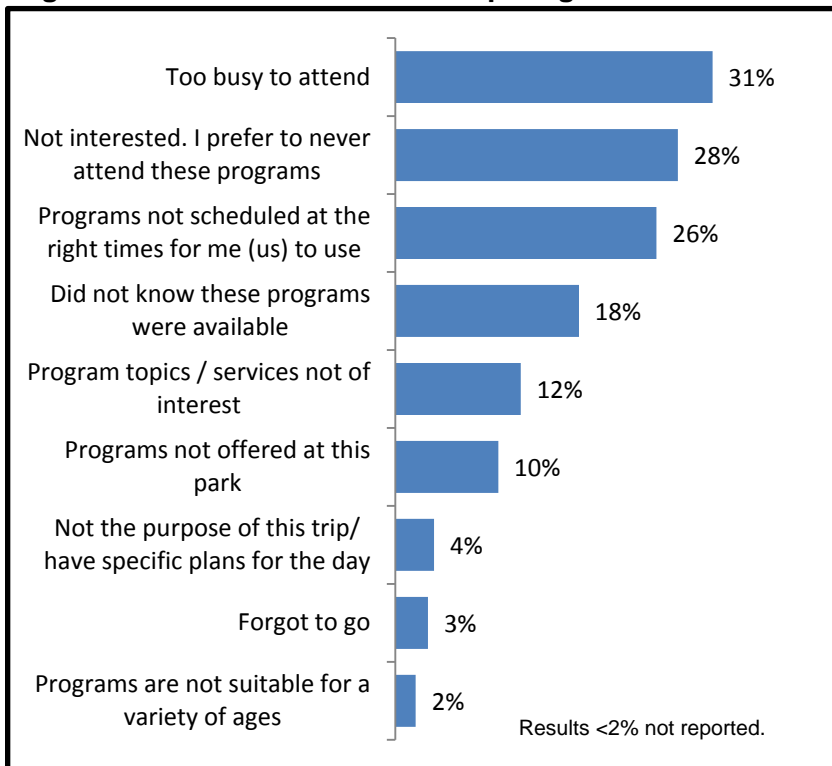
**Figure 32a: Participation in Educational Programs by Zone**



Q74: On this day trip in [Q1], did you or other members of your group participate in any park education/interpretive programs such as guided hikes, a lecture in the visitor centre, children's program or amphitheatre shows? (Check one circle) (n=52,744) Q1\_Recode: Park Zone (bases vary for each subgroup)

Reasons reported for not participating in educational or interpretive programs vary (Figure 33), although about three-in-ten (31%) said they were too busy to attend or not interested in the programs (28%). Another one-in-four (26%) say that the programs were not scheduled at the right time, and two-in-ten (18%) say they did not know the programs were available. These results suggest that many educational programs may be underutilized and Ontario Parks may wish to explore either increasing participation through promotional activities or reducing the availability of this service.

**Figure 33: Reasons for Not Participating**

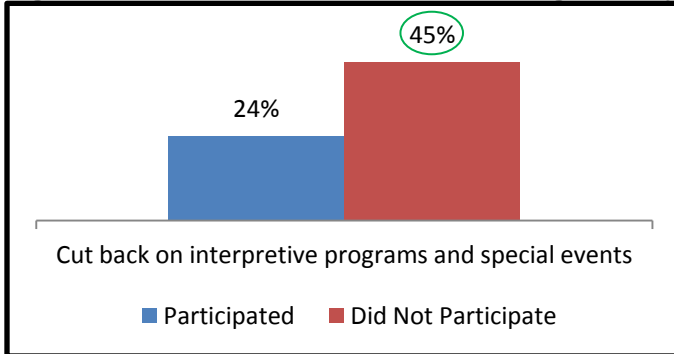


Q75: Why did you, or members of your group, NOT participate in any park education/interpretive programs? (Check all that apply) (n=41,079)



As we would expect, those who took part in educational or interpretive programs (24%) are far less likely to support cutbacks to this park service than those who did not (45%). (Figure 34). This point emphasizes the importance of building awareness and participation in these programs for visitors to recognize their contribution to the park experience.

**Figure 34: Cutbacks to Educational Programs by Participants and Non-Participants**



Q45: If there is a need for cutbacks, how strongly would you support the following options? (Check one circle for each option) Q63: On this day trip in [Q1], did you or other members of your group participate in any park education/interpretive programs such as guided hikes, a lecture in the visitor centre, children’s program or amphitheatre shows? (Check one circle) (Participated/Did Not Participate: Cut back on interpretive programs, n=10,050/39,946)

## 6.12 Reservation Service

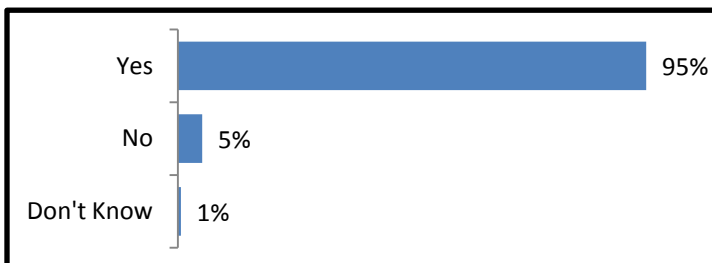
### 6.12.1 Summary of Results

As expected, the majority of respondents report having used the Ontario Parks’ Reservation Service to book their campground trip. Most used the online service, but North East and Algonquin respondents are slightly more likely to use the call-in option. Across the province over eight-in-ten report top ratings for the reservation service but some respondents note that the system can be difficult to navigate and should be free.

### 6.12.2 Detailed Findings

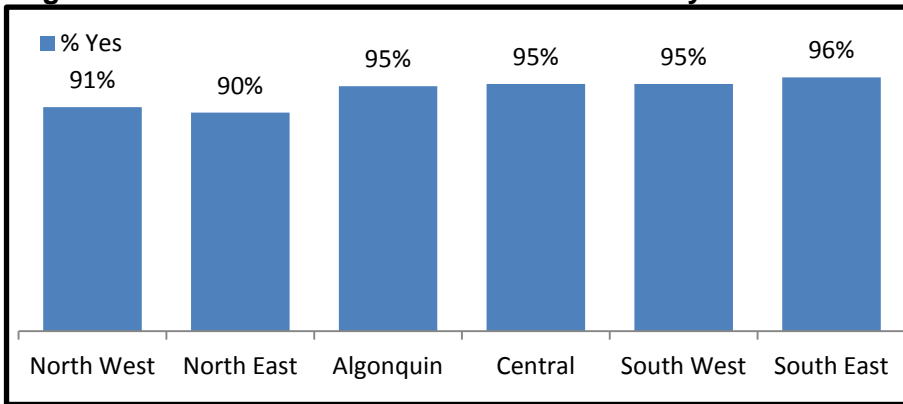
Over nine-in-ten (95%) campground respondents report that they used the Ontario Parks’ Reservation Service to book their trip (Figure 35). By zone (Figure 35a), South East (96%) respondents are the most likely to report using this service, while the opposite is true of North West (91%) and North East (90%) respondents.

**Figure 35: Ontario Parks Reservation Service**



Q67: Did you use the Ontario Parks reservation service for this trip to [Q1]? (Check one circle) (n=52,842)

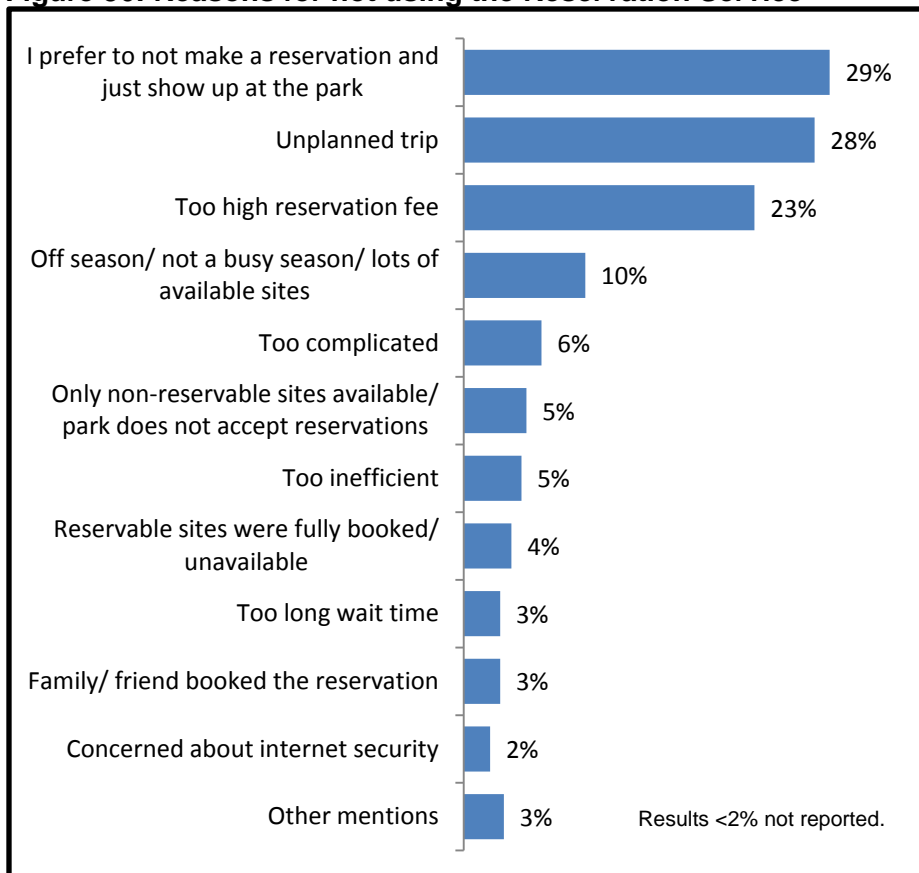
**Figure 35a: Ontario Parks Reservation Service by Zone**



Q67: Did you use the Ontario Parks reservation service for this trip to [Q1]? (Check one circle) (Yes, n=49,953) Q1\_Recode: Park Zone (bases vary for each subgroup)

Reasons for not using the reservation service are varied (Figure 36), but three-in-ten said that they prefer to just show up (29%) or that their trip was unplanned (28%). One-in-four (23%) also mention that the reservation fee is too high.

**Figure 36: Reasons for not using the Reservation Service**



Q68: Why did you not use the Ontario Parks reservations service for this trip to [Q1]? (Check all that apply) (n=2479)



Nine-in-ten (89%) campground respondents say they used the online reservation system to book their trip (*Table 33*). Interestingly, this is generally higher among Central (90%), South West (89%) and South East (90%) respondents, especially when compared to North East (87%) and Algonquin (86%) respondents. Notably, North East (12%) and Algonquin (13%) are more likely than most to say they used the phone call centre system.

**Table 33: Reservation Method**

	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
<b>Through the online system</b>	89%	89% <sub>C</sub>	87%	86%	90% <sub>BC</sub>	89% <sub>BC</sub>	90% <sub>BC</sub>
<b>Through the phone call centre system</b>	10%	10%	12% <sub>DEF</sub>	13% <sub>ABDEF</sub>	10%	10%	10%
<b>At the park</b>	1%	1%	1% <sub>CDEF</sub>	1%	1%	1%	1%
<b>Don't Know</b>	0%	1% <sub>BDF</sub>	0%	0%	0%	0% <sub>BF</sub>	0%

Q69: In 2011, when you made your reservation for this trip to [Q1], did you make it? (*Check one circle*) (n=49,690) Q1\_Recode: Park Zone (bases vary for each subgroup)

Among those who used the reservation services, most (84%) report top ratings for the quality of the service (*Table 34*). By zone, results are fairly consistent suggesting that users across the province have similar experiences with the reservation service.

**Table 34: Reservation Service Ratings**

	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
<b>Reservation Service</b>	84%	85%	84%	83%	84%	85% <sub>CD</sub>	84%

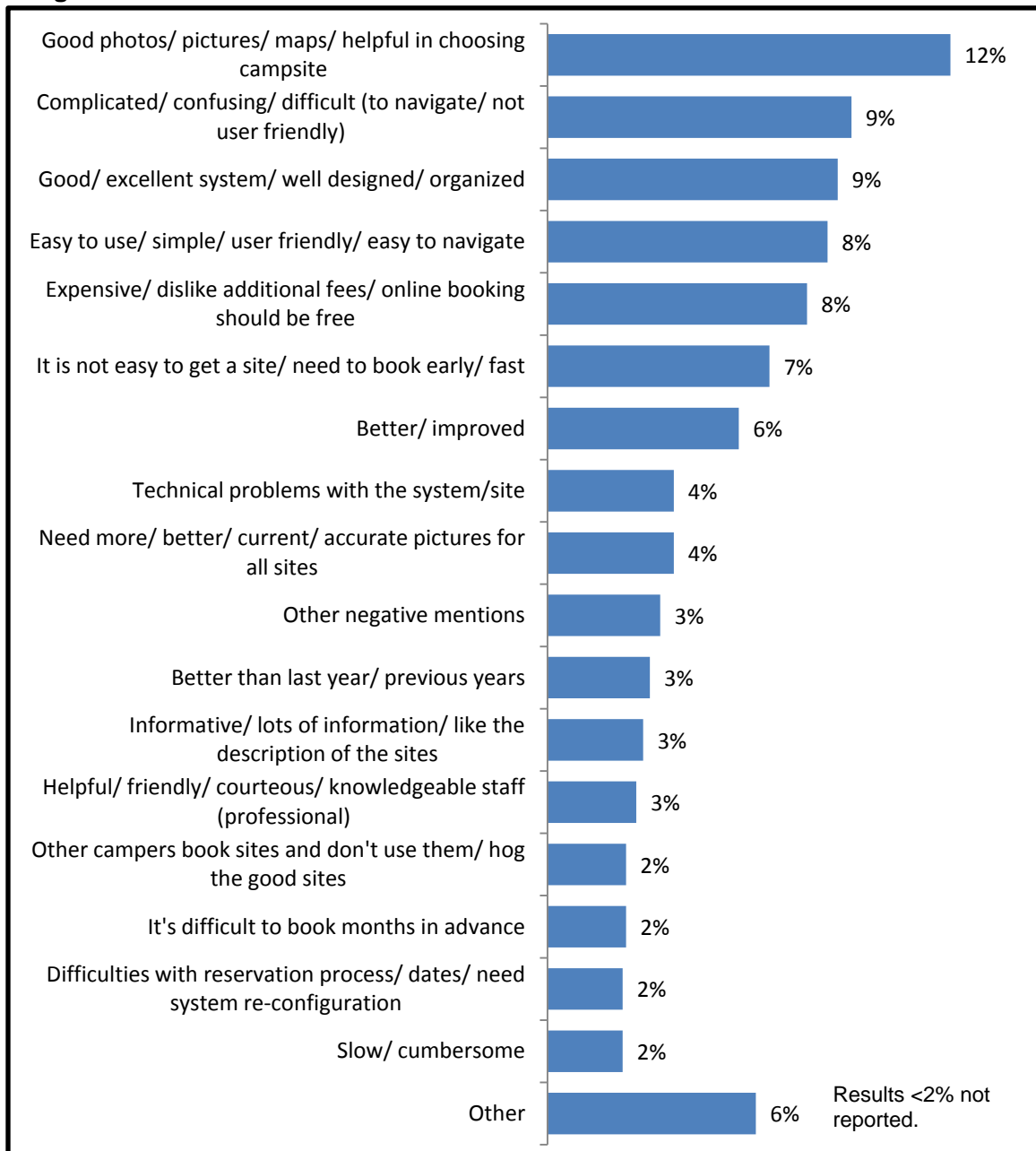
Q70: How would you rate the current Ontario Parks reservation service? (*Check one circle*) (n=49,593) Q1\_Recode: Park Zone (bases vary for each subgroup)





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 of respondents commented that the reservation service had helpful photos and other media to help choose which campsite to visit (12%); and some commented that the system was well designed (9%). In terms of negative comments, some said that the service was complicated and not easy to navigate (9%), and that they disliked the additional fees to book online (8%).

**Figure 37: Reservation Service Comments**



Q71: Please enter any comments regarding the Ontario Parks reservation service. (*Specify*) (n=13,812)



## 6.13 Increasing Visitation

### 6.13.1 Summary of Results

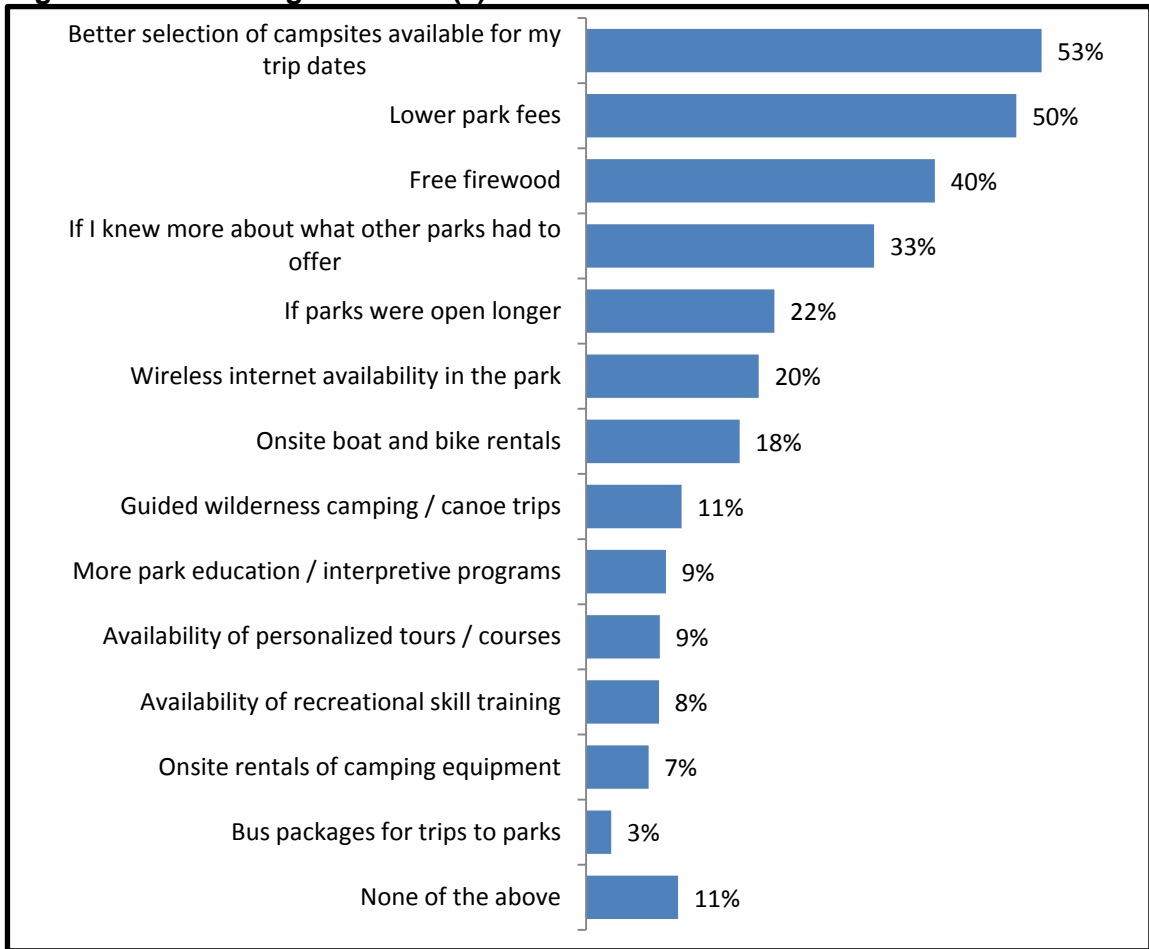
Results suggest that having better campsites and lower park fees may have the greatest impact on increasing the frequency with which campground respondents visit Ontario's provincial parks. Most notably, reducing fees in the North West and North East zones may have the greatest impact as respondents from these regions are most likely to cite this as a factor that may increase how often they go on a camping trip. Importantly, respondents also mention having access to more parks closer to home, free firewood and knowing what parks have to offer as factors that may entice them to visit more often. As such, Ontario Parks may wish to increase marketing and promotional campaigns to ensure that Ontarians are well aware of the camping opportunities that exist within the province. Finally and consistent with results noted above, while respondents may be willing to tolerate a slight increase to park fees, this increase may negatively impact their likelihood and frequency of visiting Ontario's provincial parks.

### 6.13.2 Detailed Findings

Results (captured in *Figure 38* below) indicate that campground respondents would be more likely to visit Ontario's provincial parks for a variety of reasons. Many mention that a better selection of campsites (53%) would entice them to visit more often, as would lower park fees (50%). Free firewood (40%) and knowing more about what parks can offer (33%) are also cited by a number of respondents. It is worth noting that North West (57%), and to a lesser extent North East (52%), respondents are more likely to say reduced fees would increase how often they visit (*Figure 38a*). Moreover, North East (26%) and Algonquin (24%) respondents are more likely to say that keeping parks open longer would entice them to visit more frequently (*Figure 38b*).

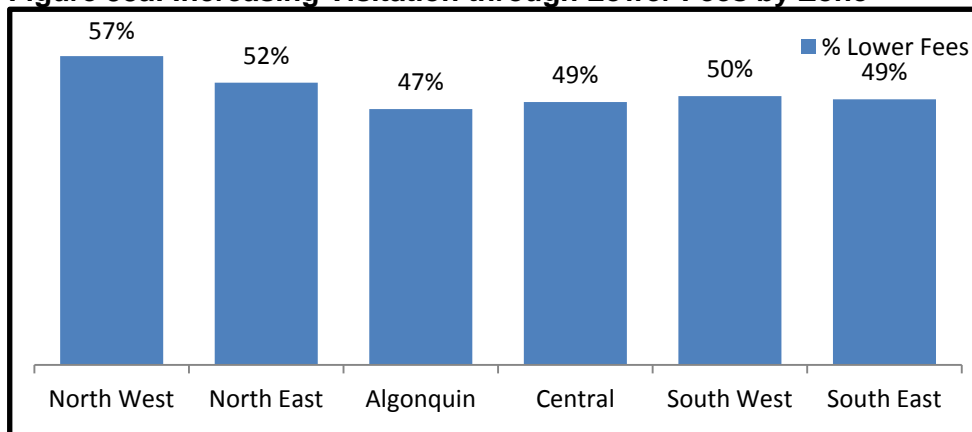


**Figure 38: Increasing Visitation (1)**



Q72: In your opinion, which of the following park services would increase your likelihood of visiting Ontario's provincial parks more than you currently do? (Check all that apply) (n=51,216)

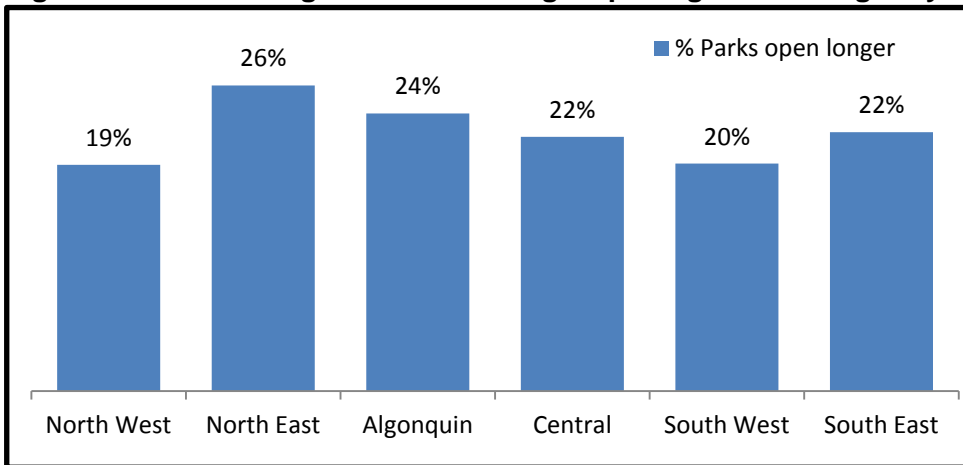
**Figure 38a: Increasing Visitation through Lower Fees by Zone**



Q61: In your opinion, which of the following park services would increase your likelihood of visiting Ontario's provincial parks more than you currently do? (Check all that apply) (Lower fees, n=25,349) Q1\_Recode: Park Zone (bases vary for each subgroup)



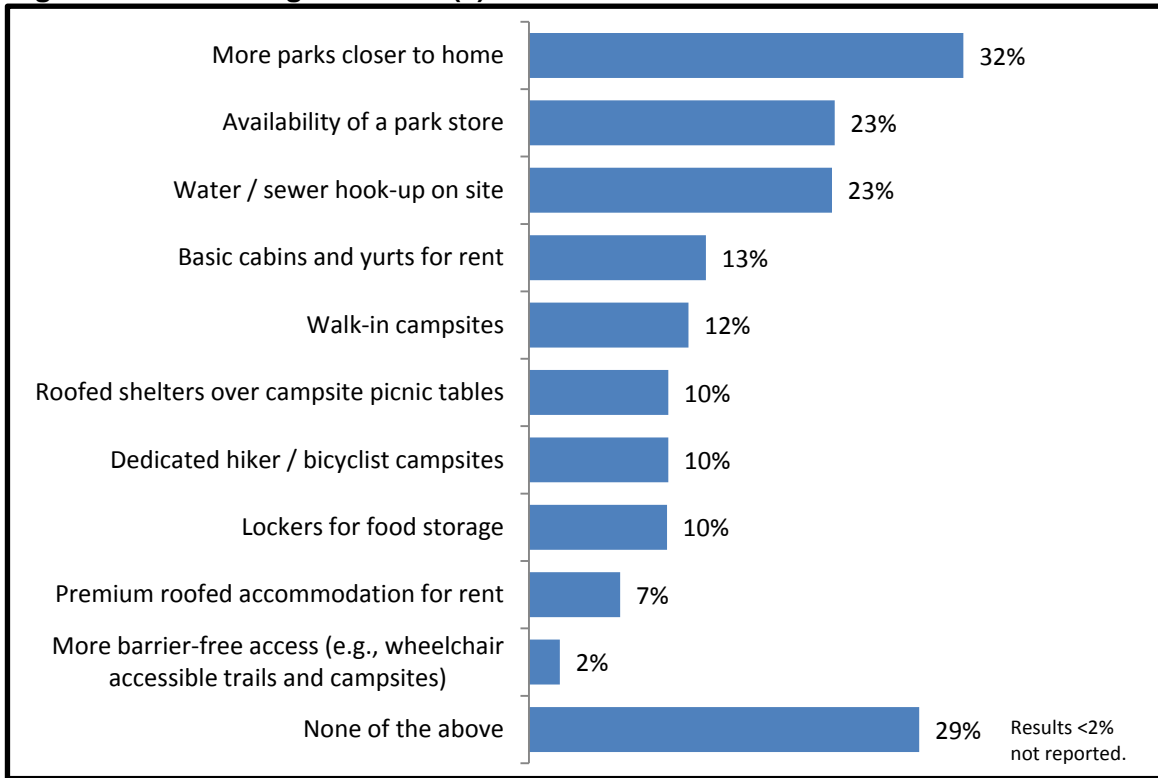
**Figure 38b: Increasing Visitation through Opening Parks Longer by Zone**



Q61: In your opinion, which of the following park services would increase your likelihood of visiting Ontario's provincial parks more than you currently do? (*Check all that apply*) (Parks open longer, n=11,223)  
Q1\_Recode: Park Zone (bases vary for each subgroup)

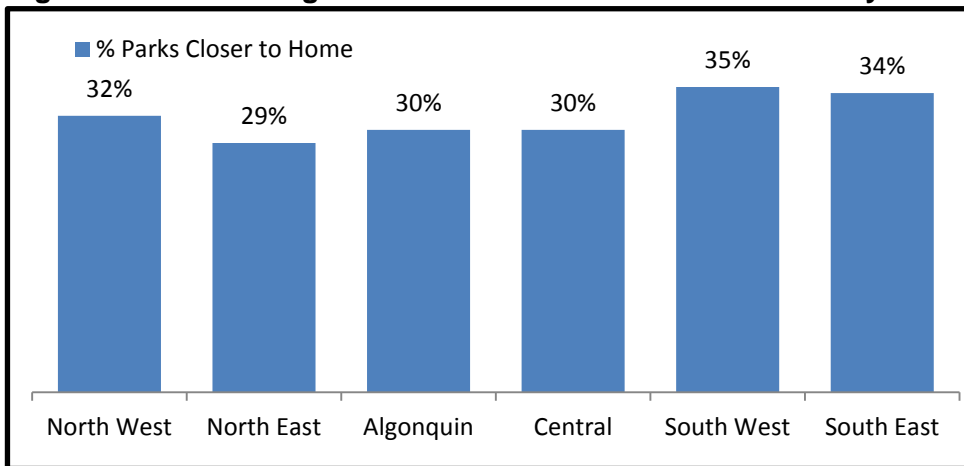
About one-third (32%) of campground respondents say that having access to more parks closer to home would encourage them to visit Ontario's provincial parks more often (*Figure 39*). One-quarter also say that the availability of a park store (23%) or having access to water/sewer hook-up on site (23%) may increase the frequency with which they take trips to a provincial park. South West (35%) and South East (34%) respondents are more likely than all other respondents to say that having access to more parks closer to their home would increase the frequency with which they take a trip to Ontario's provincial parks (*Figure 39a*). While this is obviously not feasible, it is important to note that respondents visiting parks in these zones value proximity and location. As such, it may be desirable to use marketing strategies such as "closer than you think" or "worth the trip" to attract respondents in the South West and South East zones. Interestingly, having access to a park store is more likely to entice North West (27%) and North East (27%) respondents to visit more frequently when compared to other respondents (*Figure 39b*).

**Figure 39: Increasing Visitation (2)**



Q73: In your opinion, which of the following park services would increase your likelihood of visiting Ontario's provincial parks more than you currently do? (Check all that apply) (n=48,778)

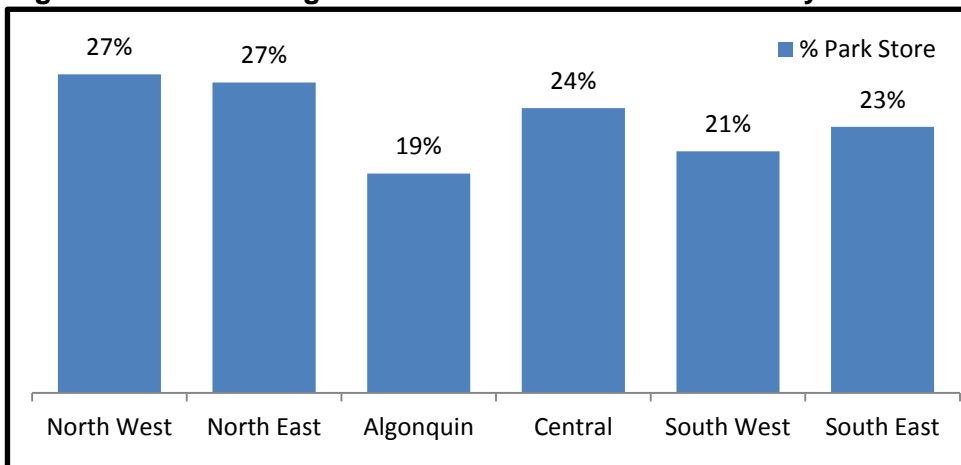
**Figure 39a: Increasing Visitation with Parks Closer to Home by Zone**



Q73: In your opinion, which of the following park services would increase your likelihood of visiting Ontario's provincial parks more than you currently do? (Check all that apply) (Parks closer to home, n=15,735)  
 Q1\_Recode: Park Zone (bases vary for each subgroup)



**Figure 39b: Increasing Visitation with More Park Stores by Zone**



Q73: In your opinion, which of the following park services would increase your likelihood of visiting Ontario's provincial parks more than you currently do? (*Check all that apply*) (Park Store, n=11,309) Q1\_Recode: Park Zone (bases vary for each subgroup)

## 6.14 The Importance of Parks

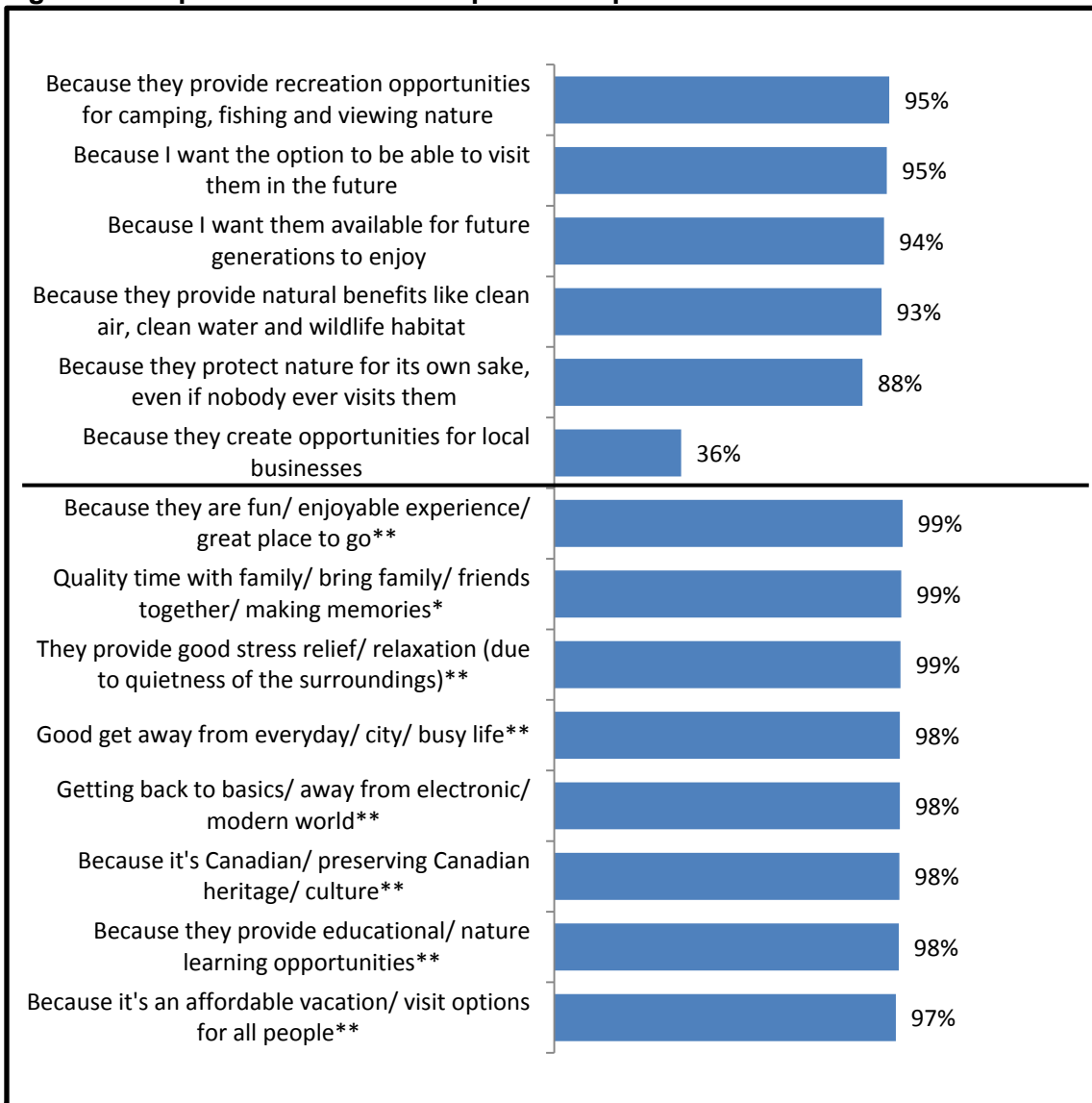
### 6.14.1 Summary of Results

The importance of Ontario's provincial parks to campground 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 and overall sense of well-being as a result of their camping experience.

### 6.14.2 Detailed Findings

Nine-in-ten or more say that parks are important to them because they want to enjoy them in the future (95%), parks provide unique recreation opportunities (95%), they want future generations to have access to them (94%), parks provide natural benefits (93%) and because they protect nature for its own sake (88%) (*Figure 40*). Respondents also took the time to provide their own reasons, mentioning that parks are important because they are a good stress relief, good getaway from the city, allow people to get back to the basics, provide quality time with friends/family, because they are affordable, provide educational or nature based learning opportunities, preserve Canadian heritage, and because visiting Ontario's provincial parks is fun.

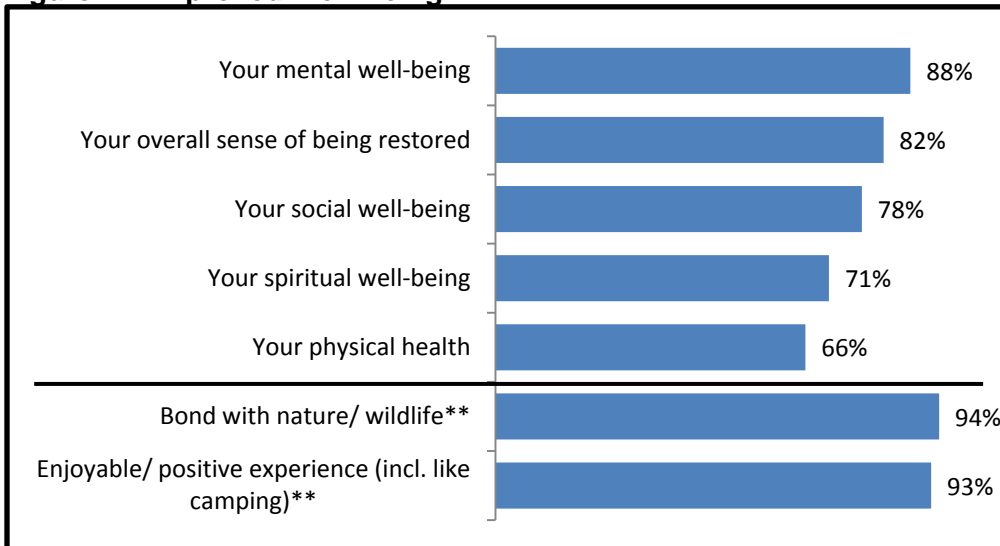
**Figure 40: Importance of Ontario's provincial parks**



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 the circle that best represents your feelings on the numbered scale) (Recreation opportunities, n=51,460; Visit in Future, n=51,263; Future generations, n=51,355; Natural benefits, n=51,250; Protect Nature, n=51,096; Business opportunities, n=49,641; Fun, n=109; Quality time, n=729; Stress relief, n=494; Get away, n=309; Back to basics, n=181; It's Canadian, n=174; Educational/nature learning, n=260; Affordable, n=412) Note: Categories with small bases are not reported.

While respondents generally report that visiting Ontario’s provincial parks improves their state of health and well-being (Figure 41), improved mental well-being gets top ratings most frequently (88% rate this highly). Eight-in-ten (82%) respondents also report improvements to their overall sense of being and social well-being (78%), with lower ratings for spiritual well-being (71%) and physical health (66%). Some respondents also mentioned that they bonded with nature or wildlife and that their experience was positive or enjoyable.

**Figure 41: Improved Well-Being**



Q66: 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 reason, check the circle that best represents your feelings on the numbered scale) (Mental, n=51,574; Overall sense of being, n=50,750; Social, n=51,276; Spiritual, n=51,121; Physical health, n=51,405; Bond with nature, n=122; Enjoyable/positive experience, n=133) Note: Categories with small bases are not reported.

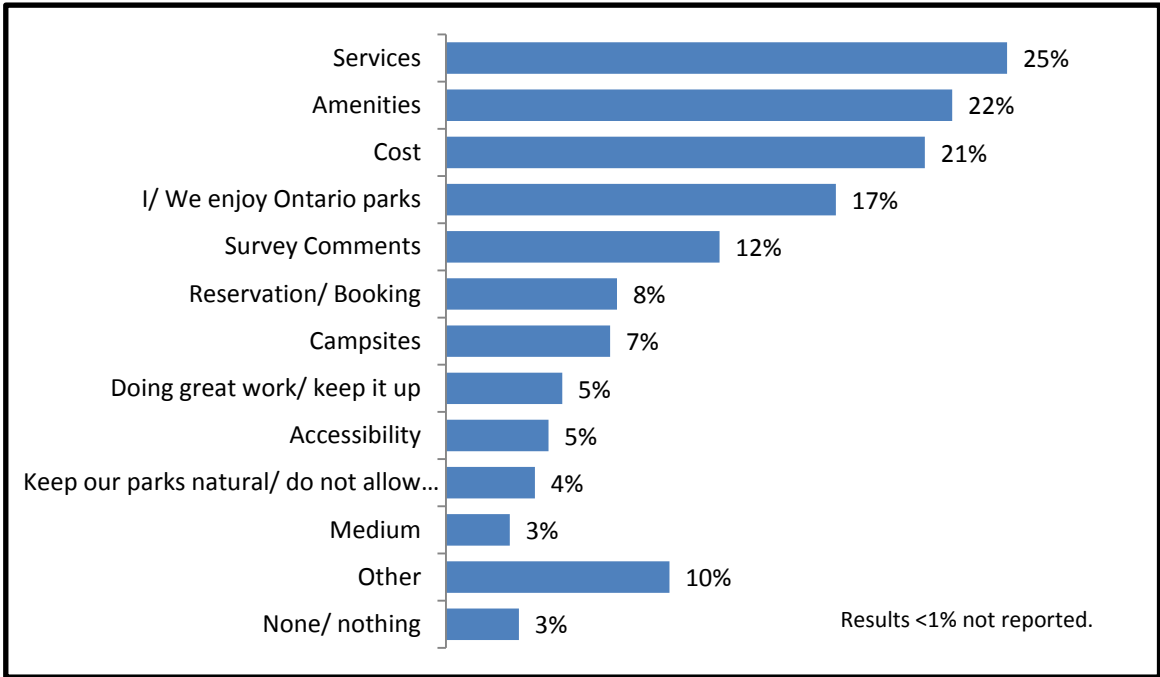
### 6.15 Closing Comments

Respondents provided an extremely wide range of comments when closing the survey (Figure 42). That said, it is worth noting that one-in-four (25%) respondents commented on park services, including the need for improving safety and enforcement (11%) and increasing general maintenance (6%). Also, one-in-five (22%) commented on park amenities, including the need for improvements to comfort stations (6%) and improving options for animals in parks (6%). Emphasizing a theme throughout, a notable proportion of respondents (21%) commented on the cost associated with campground visits, with results suggesting that this type of trip is perceived as expensive.





**Figure 42: 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=13,296) Note: Higher level codes reported.

## Appendix A – Campground Visitor Survey

### 2011 Ontario Parks Campground 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](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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## 2011 Ontario Parks Campground Visitor Survey

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

City / Town

Province / State

Postal / ZIP Code

Country

**4. 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.

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

- Yes
- No

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## 2011 Ontario Parks Campground Visitor Survey

**6. 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

**7. 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

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

MM DD YYYY

 /  / 

**9. How many nights did you stay in [Q1]? (Fill in the blank).**

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

**11. 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)

## 2011 Ontario Parks Campground Visitor Survey

**12. 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"/>

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

- Yes  
 No

**14. 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.

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

- Yes  
 No  
 Don't Know

Accessible / Barrier-Free refers to something that is easily reached or obtained. For example, an accessible building allows easy entry by persons with a disability

**16. Please enter any additional comments or suggestions you may have regarding the accessible / barrier-free opportunities within this park. (Specify).**

## 2011 Ontario Parks Campground Visitor Survey

**17. Please rate the services and facilities within [Q1] in terms of meeting the needs of the person(s) in your group with a disability. (Check one circle).**

	poor 1	2	3	4	excellent 5	Don't Know
Services and facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**18. 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"/>

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

- Yes  
 No  
 Don't Know

**20. 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"/>

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

Number of years

## 2011 Ontario Parks Campground Visitor Survey

**22. 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
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 be reunited with other campers that I met at this park	<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"/>

**23. 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
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 motorboating / waterskiing / jet skiing	<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"/>
Opportunities to see wildlife / appreciate 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 Campground 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 1	2	3	4	Very Important 5	Not Applicable
Good campsites (e.g., private, large, well-drained)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of cabins / yurts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Barrier-free accessibility (e.g., wheelchair ramps)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park educational / Interpretive programs	<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"/>
Special events (e.g. festival, race)	<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)

**25. \* 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

**26. 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 Campground Visitor Survey

**27. Which of the following best describes the shelter(s) that your group used in [Q1]?**  
*(Check all that apply).*

- Tent
- Tent Trailer
- Van / Camper
- Trailer (up to 18 feet in length)
- Trailer / Motorhome / RV (up to 32 feet in length)
- Trailer / Motorhome / RV (over 32 feet in length)
- Cabin
- Yurt
- Cottage
- Lodge
- Dining Tent
- Tarp
- Other (please specify)

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## 2011 Ontario Parks Campground Visitor Survey

**28. Please indicate the activities that your group participated in during your stay in [Q1]. (Check all that apply.)**

- Resting / relaxing
- Swimming / wading / beach activities
- Motorboating / waterskiing / jet skiing
- Driving for sightseeing / pleasure
- Hiking - self-guided walks
- Hiking - guided walks
- Canoeing
- Sailing / windsurfing
- Kayaking
- Bicycling
- Mountain biking
- Fishing
- Nature study - wildlife (e.g., looking for wildlife, birdwatching)
- Nature study - plants (e.g., identifying wildflowers, trees)
- Visiting historical / cultural features
- Attending visitor education / interpretive programs
- Using playground facilities
- Visiting natural features / lookouts
- Special events (e.g., festival, race)

Other (please specify)

## 2011 Ontario Parks Campground Visitor Survey

**29. Based on this trip, please rate the following for [Q1]. (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
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"/>

**30. Based on this trip, please rate the following for [Q1]. (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"/>
Campsite design (e.g., drainage, size, privacy)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electricity at campsites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational / Interpretive programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interpretive trails / museum displays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Store / Gift shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of firewood for sale	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 2011 Ontario Parks Campground Visitor Survey

**31. Based on this trip, please rate the following for [Q1]. (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 washrooms / showers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness of campsite	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of campsite (damage from overuse)	<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"/>
Cleanliness of roofed accommodation (e.g., yurts, cabins)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of roofed accommodation	<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 campground	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roads in rest of park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Signage in campground	<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 trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of beach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of boat launches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**32. Based on this trip, please rate the following for [Q1]. (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"/>
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"/>

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

## 2011 Ontario Parks Campground Visitor Survey

**34. 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**

**35. 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"/>

**36. 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 \$

## 2011 Ontario Parks Campground Visitor Survey

**37. 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"/>
<b>TOTAL GROUP COST within 40km (25 miles) of the park</b>	<input type="text"/>

**38. \* 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, leave it blank.

## 2011 Ontario Parks Campground Visitor Survey

**39. 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"/>
TOTAL COST	<input type="text"/>

**40. 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

**41. 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

**42. 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

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## 2011 Ontario Parks Campground Visitor Survey

**43. 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

**44. 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.





## 2011 Ontario Parks Campground Visitor Survey

**45. 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., campsite electricity, Internet availability, washroom 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"/>					

## 2011 Ontario Parks Campground Visitor Survey

**46. 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 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)

**47. Camping fees in Ontario provincial parks are about \$37 per night for a site with showers. If the camping fee were to increase by \$10 per night (\$47 total), would you still be willing to camp overnight at an Ontario provincial park?**

- No
- Yes, I would still be willing to camp in an Ontario provincial park if the camping fee was \$47 per night
- I don't know

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**48. Suppose, instead, the camping fee for a site with showers were to go up by \$15 per night (\$52 total). Would you still be willing to camp overnight at an Ontario provincial park? (Check one circle).**

- No
- Yes, I would still be willing to camp in an Ontario provincial park if the camping fee was \$52 per night
- I don't know

**49. Suppose, instead, the camping fee for a site with showers were to go up by \$5 per night (\$42 total). Would you still be willing to camp overnight at an Ontario provincial park?**

- No
- Yes, I would still be willing to camp in an Ontario provincial park if the camping fee was \$42 per night
- I don't know

**50. What would be the highest increase above the current per night camping fee of \$37 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!

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

- Yes
- No

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

Persons

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

Days

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

Hours per day

## 2011 Ontario Parks Campground Visitor Survey

**55. 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)
- From a floatplane

Other (please specify)

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**56. 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"/>	

## 2011 Ontario Parks Campground Visitor Survey

**57. Please specify the names 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 (pickrel)	<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"/>

**58. 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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**59. 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"/>

**60. 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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**61. 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. 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"/>

**62. \* While staying in [Q1] on this trip, did you have a campfire? (Check one circle).**

- Yes  
 No

**63. Where did you obtain the firewood for this trip to [Q1]? (Check one circle).**

- Purchased it in the park  
 Obtained it outside / enroute to the park  
 Brought it from home  
 Don't know

Other (please specify)

**64. What is the name of the closest town / city where you purchased / obtained the firewood? (Fill in the blank).**

Town / city name



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**65. Which of the following describes the firewood you burned in [Q1] on this trip? (Check all that apply).**

- Split and cut logs
- Log "slabs"
- Wood scrap from construction / manufacturing
- Wood skids / pallets
- Tree branches / stumps
- Artificial fire logs
- Don't Know

Other (please specify)

**66. The movement of firewood can spread tree-destroying insects like Emerald Ash Borer and Asian Longhorn Beetle into provincial parks. Regardless of whether you had a campfire on this park visit, if there is a need to reduce the movement of invasive insects through firewood into 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
Only firewood supplied by the park can be burned (can't bring your own firewood)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Only firewood from retailers getting their wood close to the park can be burned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Only artificial firewood (e.g., firelogs) can be burned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Limits on the time of day / night when campfires are allowed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

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

- Yes,
- No
- Don't Know

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**68. 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 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)

**69. 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

**70. 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"/>

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

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**72. In your opinion, which of the following services 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
- Better selection of campsites available for my trip dates
- Availability of recreational skill training (e.g., how to camp, how to canoe, how to fish)
- Availability of personalized tours / courses (e.g., bird and wildflower identification courses, art workshops)
- More park education / interpretive programs
- Onsite rentals of camping equipment
- Onsite boat and bike rentals
- Wireless internet availability in the park
- Free firewood
- Guided wilderness camping / canoe trips
- Bus packages for trips to parks
- None of the above

Other (please specify)

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## 2011 Ontario Parks Campground Visitor Survey

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

- More parks closer to home
- Basic cabins and yurts for rent
- Premium roofed accommodation for rent
- Water / sewer hook-up on site
- Roofed shelters over campsite picnic tables
- More barrier-free access (e.g., wheelchair accessible trails and campsites)
- Dedicated hiker / bicyclist campsites
- Walk-in campsites
- Lockers for food storage
- Availability of a park store
- None of the above

Other (please specify)

---

**74. \* While staying in [Q1], did you or other members of your group participate in any park education / interpretive programs such as guided hikes, a lecture in the visitor centre, children's programs or amphitheatre shows? (Check one circle).**

- Yes
- No
- Don't Know

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**75. Why did you, or members of your group, NOT participate in any park education / interpretive programs? (Check all that apply).**

- Did not know these programs were available
- Programs not scheduled at the right times for me (us) to use
- Program was too crowded
- Program topics / services not of interest
- Poor program quality
- Programs not offered at this park
- Forgot to go
- Too busy to attend
- Not interested. I prefer to never attend these programs

Other (please specify)

**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 the circle that best represents your feelings on the numbered scale).**

	Not At All Important 1	2	3	4	Very Important 5	Don't Know
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)

## 2011 Ontario Parks Campground Visitor Survey

**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 1	2	3	4	Very Improved 5	Don't Know
<b>Your physical health</b> - (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"/>
<b>Your mental well-being</b> - (from relaxation and getting away)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Your spiritual well-being</b> - (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"/>
<b>Your social well-being</b> - (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"/>
<b>Your overall sense of being restored</b> - (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"/>
<b>Other</b>	<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.

**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)

## 2011 Ontario Parks Campground Visitor Survey

**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

**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](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 34* below, the column “# Groups in 2011” represents the total number of groups that visited the listed park for a campground trip as supplied to Ipsos. 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.

**Table 34: Weighting by Park**

Park	Zone	# Groups in 2011	Proportion of All Visitors	# Respondents in Dataset	Proportion of All Respondents	Weight Factor by Park
Algonquin	AL	24248	8.45%	6016	9.15%	0.92
Arrowhead	CE	7257	2.53%	1716	2.61%	0.97
Awenda	CE	7401	2.58%	1885	2.87%	0.90
Balsam Lake	CE	8642	3.01%	1914	2.91%	1.04
Bass Lake	CE	2694	0.94%	603	0.92%	1.02
Blue Lake	NW	1996	0.70%	474	0.72%	0.97
Bon Echo	SE	4975	1.73%	2654	4.04%	0.43
Bonnechere	CE	2171	0.76%	572	0.87%	0.87
Bronte Creek	SW	3033	1.06%	572	0.87%	1.22
Charleston Lake	SE	5287	1.84%	1208	1.84%	1.00
Chutes	NE	1212	0.42%	252	0.38%	1.10
Craigeith	CE	3372	1.18%	652	0.99%	1.19
Darlington	SE	4393	1.53%	810	1.23%	1.24



Driftwood	NE	1256	0.44%	284	0.43%	1.01
Earl Rowe	SW	5914	2.06%	1169	1.78%	1.16
Emily	SE	4759	1.66%	1069	1.63%	1.02
Esker Lakes	NE	376	0.13%	97	0.15%	0.89
Fairbank	NE	1183	0.41%	273	0.42%	0.99
Ferris	SE	925	0.32%	233	0.35%	0.91
Finlayson Point	NE	980	0.34%	274	0.42%	0.82
Fitzroy	SE	4277	1.49%	890	1.35%	1.10
Grundy Lake	CE	5963	2.08%	1595	2.43%	0.86
Halfway Lake	NE	1320	0.46%	326	0.50%	0.93
Inverhuron	SW	3626	1.26%	932	1.42%	0.89
Ivanhoe Lake	NE	387	0.13%	99	0.15%	0.90
Kakabeka Falls	NW	1061	0.37%	244	0.37%	1.00
Kettle Lakes	NE	652	0.23%	147	0.22%	1.02
Killarney	NE	3558	1.24%	905	1.38%	0.90
Killbear	CE	14169	4.94%	3228	4.91%	1.01
Lake St. Peter	SE	984	0.34%	231	0.35%	0.98
Lake Superior	NE	3695	1.29%	553	0.84%	1.53
Long Point	SW	5939	2.07%	1263	1.92%	1.08
MacGregor Point	SW	7210	2.51%	1749	2.66%	0.95
Mara	CE	1265	0.44%	245	0.37%	1.18
Marten River	NE	1354	0.47%	325	0.49%	0.96
McRae	CE	2494	0.87%	497	0.76%	1.15
Mikisew	CE	1443	0.50%	358	0.54%	0.92
Mississagi	NE	267	0.09%	88	0.13%	0.70
Murphys Point	SE	3044	1.06%	709	1.08%	0.98
Nagagamisis	NE	204	0.07%	59	0.09%	0.79
Neys	NW	807	0.28%	192	0.29%	0.96
Oastler Lake	CE	2508	0.87%	554	0.84%	1.04
Obatanga	NE	156	0.05%	57	0.09%	0.63
Pancake Bay	NE	2274	0.79%	546	0.83%	0.95
Pinery	SW	28457	9.92%	6171	9.39%	1.06
Point Farms	SW	3762	1.31%	900	1.37%	0.96
Port Burwell	SW	4589	1.60%	1131	1.72%	0.93
Presqu'ile	SE	9199	3.21%	2084	3.17%	1.01
Quetico	NW	886	0.31%	145	0.22%	1.40
Rainbow Falls	NW	533	0.19%	124	0.19%	0.99
René Brunelle	NE	183	0.06%	43	0.07%	0.98
Restoule	CE	1816	0.63%	494	0.75%	0.84



Rideau	SE	2468	0.86%	572	0.87%	0.99
Rock Point	SW	3496	1.22%	840	1.28%	0.95
Rondeau	SW	4472	1.56%	1046	1.59%	0.98
Rushing River	NW	3356	1.17%	745	1.13%	1.03
Samuel de Champlain	NE	2183	0.76%	533	0.81%	0.94
Sandbanks	SE	16826	5.87%	3235	4.92%	1.19
Sandbar	NW	342	0.12%	104	0.16%	0.75
Sauble Falls	SW	3545	1.24%	650	0.99%	1.25
Selkirk	SW	1564	0.55%	404	0.61%	0.89
Sharbot Lake	SE	2902	1.01%	650	0.99%	1.02
Sibbald Point	CE	8325	2.90%	1656	2.52%	1.15
Silent Lake	SE	3441	1.20%	787	1.20%	1.00
Silver Lake	SE	2154	0.75%	499	0.76%	0.99
Six Mile Lake	CE	3854	1.34%	814	1.24%	1.09
Sleeping Giant	NW	2733	0.95%	592	0.90%	1.06
Sturgeon Bay	CE	987	0.34%	183	0.28%	1.24
Turkey Point	SW	4159	1.45%	868	1.32%	1.10
Voyageur	SE	5065	1.77%	888	1.35%	1.31
Wakami	NE	276	0.10%	67	0.10%	0.94
Wheatley	SW	3384	1.18%	770	1.17%	1.01
White Lake	NE	387	0.13%	76	0.12%	1.17
Windy Lake	NE	717	0.25%	156	0.24%	1.05



## Appendix C – Double Bounded Contingent Valuation Analysis

To better understand campground respondents' willingness to tolerate an increase in their trip costs or campground 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 Campground 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 camping fees was tested in a similar way. Specifically, respondents were first presented with a hypothetical \$10 increase to camping fees, and asked whether they would be willing to pay this additional cost. Depending on their response, they were then presented with increases of \$5 and \$15.

In both cases, some responses were automatically generated for the respondent. As noted in the Limitations section above, 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, during the cleaning of the data these responses were generated.

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)<sup>10</sup> methodology paper where they argue for the suitability of

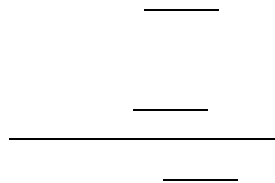
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<sup>10</sup> Hanemann, M., Loomis, J., & Kanninen, B. (1999) "Statistical Efficiency of Double-Bounded Dichotomous Choice Contingent Valuation" *American Journal of Agricultural Economics*, Vol. 73, No. 4., pp. 1255-1263.



the double bounded contingent valuation. The statistical underpinnings of this approach 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 SAS<sup>11</sup> and the LOGISTIC functions<sup>12</sup>:



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

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<sup>11</sup> 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](http://support.sas.com/documentation/cdl/en/statug/63033/HTML/default/viewer.htm#lifereg_toc.htm)

<sup>12</sup> 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;
```



survival time for each respondent and these survival times are then modeled using a 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.

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

