

Publishing information

Title: How are we doing? – Provincial Summary

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Printing date: March 2012

Web location: <http://publications.albertaparks.ca/>
(locate 'Visitor Research' section)

Acknowledgement

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

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How are we doing?

PROVINCIAL SUMMARY

ABOUT THIS SURVEY

Initiated in 2002, the Camper Satisfaction (CS) Survey program includes a representative cross-section of 105¹ provincial parks or recreation area campgrounds according to size (visitation), management method, and geography. Only campgrounds where visitation is greater than 1,050 occupied campsites nights (OCN's)² were initially included in the program. Campers are surveyed at approximately 26 campgrounds per year on a 4-year rotational cycle³. Each campground included in the program will be surveyed at least once every 4-year cycle. 2011 marks the third year of a 4-year cycle.

Objectives

The objectives of the 2011 CS Survey are to:

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

Brief Methodology

Respondents for the 2011 CS Survey were randomly selected from the target population of all campers to auto-accessible campgrounds in Alberta's provincial parks and recreation areas using a sampling frame defined as:

- all campers (over the age of 18) who visit any one of the 32 pre-selected survey locations from June 1st to September 5th, 2011.

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

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

² OCN: One campsites occupied for one night.

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

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

A detailed account of the sampling rationale, design and methodology is described in the 2011 Visitor Satisfaction Survey Planning Report.⁴

In-Season Changes

Although 32 campgrounds were initially identified for sampling in the 2011 season, not all campgrounds and/or surveys are included in the provincial summary analysis or any further reporting of the results for the following reason:

- Three campgrounds were removed before surveying began due to unforeseen circumstances (e.g., insufficient resources).
- One campground was removed due to flooding.
- Five campgrounds did not achieve an adequate sample size/return. Statistically, a minimum sample size of 30 is required to provide reliable analysis on an individual site basis. As such, it was decided that sites with a sample size of less than 30 should not be included in the provincial summary or any further analysis due to the potential bias from poor or inadequate sampling/distribution methods and results.

⁴ Copies of this report are available upon request by contacting the Business Integration and Analysis Section at: (1-866-427-3582).

Results from the following 9 campgrounds (Table 1) were removed entirely from the provincial summary and any further analysis for the reason identified. A total of 2,919 surveys were returned province-wide, of which 93 from these campgrounds were excluded from further analysis.

Table 1: Survey Locations Excluded from Provincial Analysis

Campground	Sample Size	# Surveys excluded	Reason excluded from analysis
Cypress Hills Provincial Park – Reesor Lake	1	1	Removed due to flooding
Brazeau Reservoir – Reservoir Loops 1 & 2	0	N/A	Non-participation (insufficient resources)
Prairie Creek – Prairie Creek	0	N/A	Non-participation (insufficient resources)
Medicine Lake – Medicine Lake	0	N/A	Non-participation (insufficient resources)
Beauvais Lake – Beauvais Lake	21	21	Inadequate sample size
Chain Lakes – Chain Lakes	17	17	Inadequate sample size
Oldman Dam – Cottonwood	21	21	Inadequate sample size
Payne Lake – Payne Lake	27	27	Inadequate sample size
Pierre Grey's Lake – Pierre Grey's Lake	6	6	Inadequate sample size
Total Survey - ALL campgrounds	2,919	93	
Total Usable Surveys	2,826	N/A	Included in Provincial Analysis

KEY HIGHLIGHTS

- 93.8% of campers rated their overall satisfaction as either satisfied or very satisfied.
- Campers were most satisfied with 'friendliness and courtesy of staff' and least satisfied with 'availability of firewood'.
- According to campers, the number one priority to improve upon is the Cleanliness of Washrooms.
- Visiting a park met and exceeded 83.3% of Campers' expectations.

Trip Profile

- The average party size was 3.0 campers.
- Most visits to a campground are planned (86%) and the main destination (91%).
- 90% of campers would return to the park they visited.

Origin

- Majority (94.9%) of campers were from Alberta.
- Other Canadian visitors accounted for 5.2% of campers.
- Less than 1% of campers were from the United States and other countries respectively.

Comments

- Park Information Services would be improved through better campground and highway signage as well as more detailed campground maps both onsite and offsite.
- Keeping washrooms clean, odour free and stocked (e.g., hand sanitizer) would improve the camping experience.
- Campers prefer firewood either to be free or less expensive and bundled in the fee.
- Campers feel strongly that fees are too high. In particular, the reservation fee is a strong source of dissatisfaction. There is a direct correlation between fee/value complaints and provision of services. Visitors are questioning what it is they are paying for.
- There are some frustrations in regards to the reservation system, suggesting the system may not be achieving visitor expectations.

RESULTS

This report provides provincial summary results from the 2011 CS Survey based on 2,826 surveys collected from a total of 5,600 surveys distributed to campers at 23 campgrounds throughout Alberta (Table 2). For the purposes of the CS Survey, satisfaction was measured using 10 individual attributes related to services and facilities (see Summary of Camper Satisfaction, page 7) and a single overall satisfaction attribute. The attributes were chosen based on a comparison of key issues identified from previous surveys and a review of attributes used by other selected park agencies to measure visitor satisfaction.

The 2011 provincial summary results have a 1.8% margin of error at the 95% confidence level.

Table 2: 2011 Survey Locations included in Provincial Summary

Provincial Parks (PP) - Campground	# Surveys Returned
Bow Valley PP - Bow River	121
Calling Lake PP - Calling Lake	42
Crimson Lake PP - Twin Lakes	121
Cypress Hills PP - Elkwater	82
Cypress Hills PP - Firerock	84
Garner Lake PP - Garner Lake	100
Gooseberry Lake PP - Gooseberry Lake	116
Hilliards Bay PP - Hilliards Bay	94
Miquelon Lake PP - Miquelon Lake	387
Peter Lougheed PP - Elkwood	176
Pigeon Lake PP - Pigeon Lake	270
Queen Elizabeth PP - Queen Elizabeth	79
Sheep River PP - Blue Rock	158
Vermilion PP - Vermilion	85
William A. Switzer PP - Gregg Lake	221
Wyndham-Carseland PP - Wyndham-Carseland	142
Total	2,278

Provincial Recreation Areas (PRA) - Campground	# Surveys Returned
Calhoun Bay PRA - Calhoun Bay	119
Elbow Falls PRA - Beaver Flats	90
Elbow River PRA - Little Elbow	70
Elbow River PRA - Paddys Flat	118
Hangingstone PRA - Hangingstone	52
Oldman River PRA - Oldman River	59
Two Lakes PRA - Two Lakes	40
Total	548

SATISFACTION MEASURES

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

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

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

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

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

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

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

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

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

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

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

SUMMARY OF CAMPER SATISFACTION

A few patterns emerged from the satisfaction scores across the province (Table 3)⁵.

In the 2011 season, campers continue to express high satisfaction overall with Alberta's parks. The favorably evaluation rating of services/facilities is up slightly (6 out of 10) from 2010 (5 out of 10).

Campers remain highly satisfied with control of noise, friendliness and courtesy of staff, safety and security, responsiveness of staff to visitor concerns and cleanliness of grounds. Lowest ratings continue to be given to value of camping fee and park information services.

Table 3: Camper Satisfaction Traffic Lights by Attribute and Overall Score⁶

Park Services and Facilities	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Control of Noise	●	●	●	●	●	●	●	●	●	●
Cleanliness of Washrooms	●	● ³	● ²	●	● ¹	●	● ¹	●	● ¹	●
Friendliness and Courtesy of Staff	●	●	●	●	●	●	●	●	●	●
Availability of Firewood	●	● ¹	●	● ¹	● ¹	●	● ¹	● ²	● ¹	●
Condition of Facilities	●	●	●	●	●	●	●	●	●	●
Safety and Security	●	●	●	●	●	● ¹	●	●	●	●
Cleanliness of Grounds	●	●	●	●	●	●	●	●	●	●
Value of Camping Fee	●	● ¹	●	●	● ¹	●	● ¹	● ¹	●	●
Responsiveness of Staff to Visitor Concerns	●	●	●	●	●	●	●	●	● ¹	●
Park Information Services	●	● ¹	● ¹	●	●	●	● ¹	●	● ¹	● ¹
Overall , how satisfied were you with the quality of services and facilities?	●	●	●	●	● ¹	● ¹	●	●	●	●

Legend

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

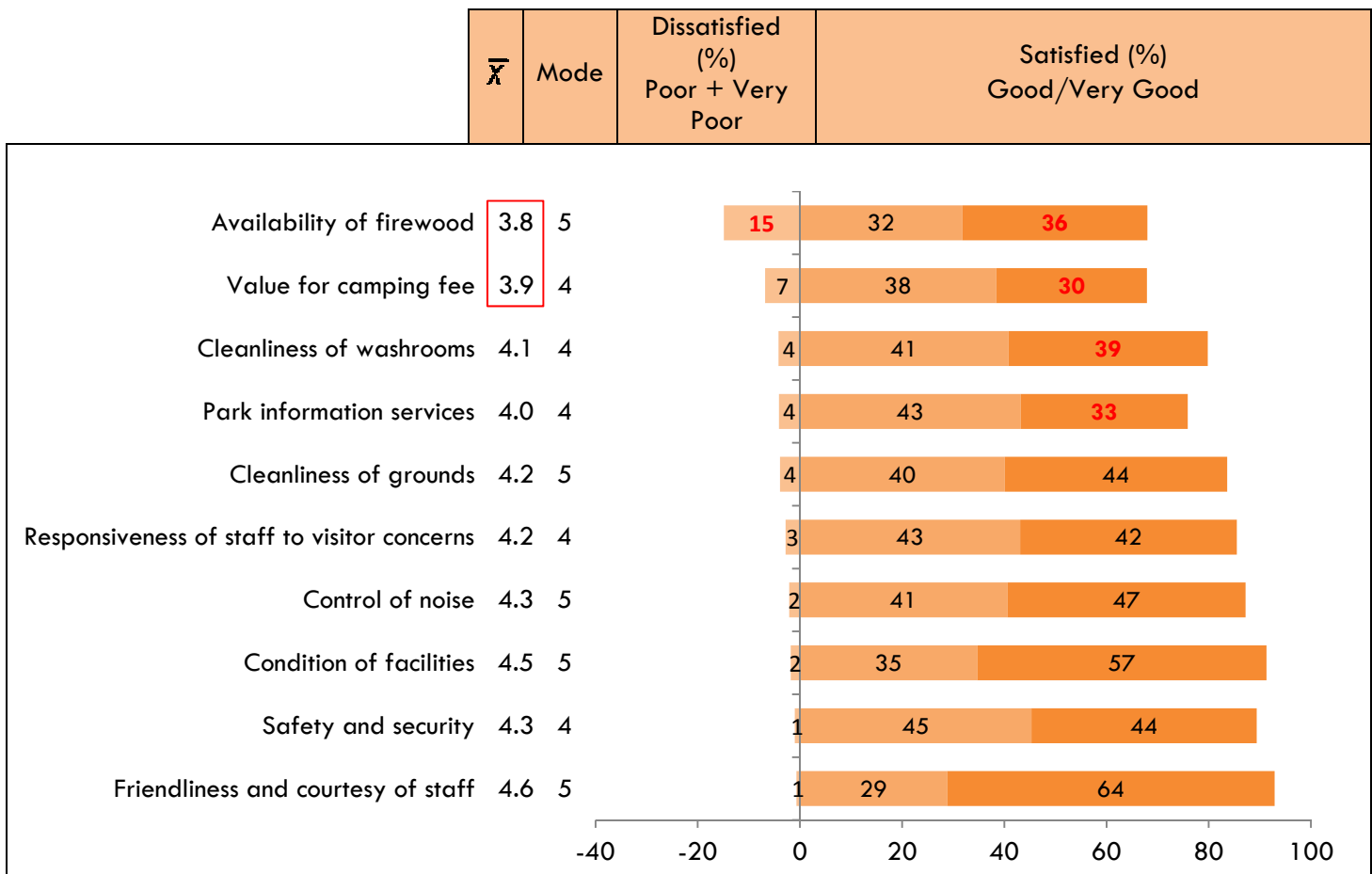
⁵ For a detailed summary of ratings and satisfaction measures / thresholds for the province, please see Appendix 3.

⁶ Traffic light summaries for each survey location are included in Appendix 4.

Although three measures of satisfaction were developed using ‘top box’, ‘low box’ and ‘average’ scores in order to let a reader evaluate data at a glance through traffic lighting, ‘top box’ and ‘low box’ are not measures themselves but are used as interpretive tools to develop comparisons for the scaled data. As such, these terms refer only to the satisfaction rating scale used in the survey instrument. In this case, ‘top box’ refers to the proportion of completely satisfied respondents who choose the highest category on the scale (i.e., 5=very good/very satisfied). Conversely, ‘low box’ refers to the proportion of dissatisfied respondents who choose either of the two lowest categories on the scale (i.e., either 1=very poor/very dissatisfied or 2=poor/dissatisfied).

A note of caution, traffic lighting is a tool intended to prompt further analysis and is not to be viewed as a panacea for performance information especially in light of the fact that one might not have that much control over all areas of performance. In addition, the thresholds associated with the three measures of satisfaction may be unrealistic or set too high. For example, value for camping fee is reported as low satisfaction in the previous traffic light summary (Table 3) yet when reviewing actual satisfaction values nearly three quarters of campers were satisfied, less than 10 % were dissatisfied and the average score of 3.9 just fell short of the threshold target of 4 (Table 4). At the very least this form of analysis helps decide if performance really is red, green or amber.

Table 4: Traffic Lighting Analysis

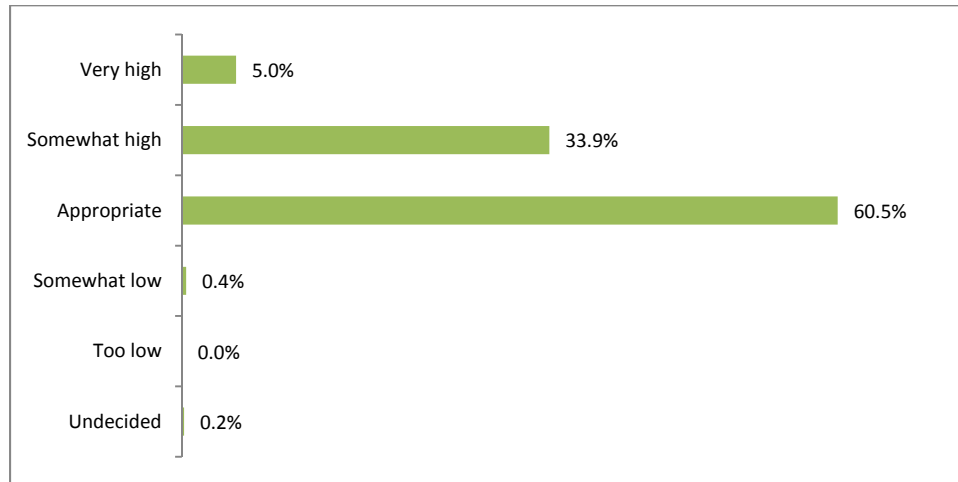


Note: Values highlighted in red indicate where set thresholds have not been met. These include an average score (\bar{x}) of 4.0 or higher, 40% or more of campers are very satisfied and less than 10% of campers are dissatisfied.

Camper satisfaction with 'value for camping fee' was again low in 2011 and, in fact, has been an ongoing concern since 2002. In an effort to address this concern, the 2011 CS survey also included specific questions related to cost and expectations. These questions were asked to determine both visitor perception of monetary value and the intrinsic values of the visit.

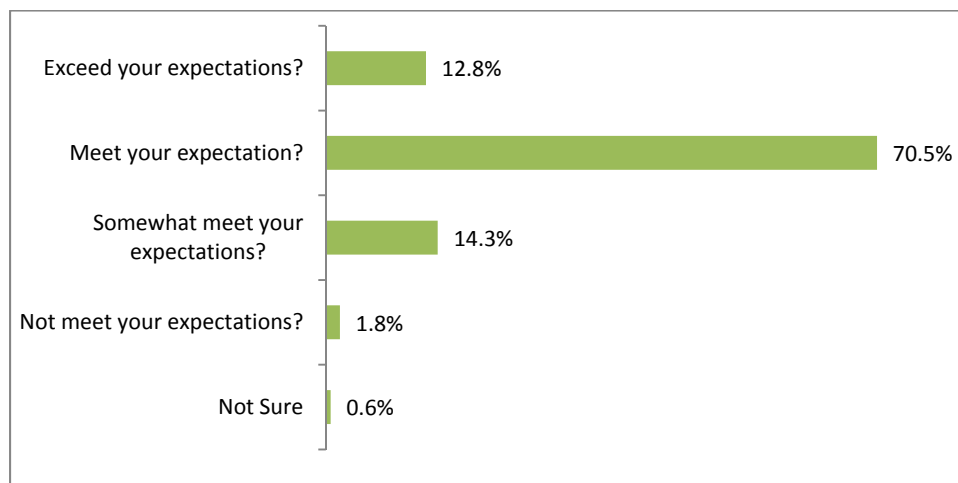
Visitors were asked to describe the **cost they paid** to stay at the park (Table 5). While nearly two thirds (60.5%) indicated the cost paid is 'Appropriate', almost all other visitors described the cost paid as 'Somewhat high' (33.9%) and 'Very high' (5.0%).

Table 5: Description of cost paid to stay at this park



A factor of intrinsic value involves visitor expectations (Table 6). The majority of visitors (83.3%) stated the park met or exceeded their expectations. Very few visitors (1.8%) reported the park did not meet their expectations.

Table 6: Visitor expectations of the park



PERFORMANCE MEASURE

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

In addition, visitor satisfaction provides valuable information that can contribute to program improvements. The performance target for visitor satisfaction was first established in 2004. The target was set at 91% based on the average of 2003 and 2004 results. Subsequent to that targets were set as a rounded average of the last three years' results and may include a one percent stretch factor if deemed appropriate based on an evaluation of the results. In 2011, a one percent stretch factor was applied resulting in the performance target being set at 95%.

In the 2011 season, 93.8% of the 2,766 respondents who rated their overall satisfaction with quality of services and facilities were either 'satisfied' or 'very satisfied'. Of those, 45.6% of respondents were considered 'very satisfied', while 48.3% were considered 'satisfied' (Table 7).

Table 7: Overall Satisfaction with Quality of Services and Facilities

Year	Very Satisfied (%)	Satisfied (%)	Performance Measure (%)	Business Plan	Target (%)
2011 (n=2,766)	45.6	48.3	93.8	2011-14	95
2010 (n=2,485)	45.7	47.4	93.1	2010-13	92
2009 (n=2,770)	51.5	43.2	94.7	2009-12	91
2008 (n=2,001)	50.7	42.5	93.3	2008-11	91
2007 (n=2,409)	41.4	48.1	89.5	2007-10	92
2006 (n=2,333)	41.1	48.0	89.1	2006-09	91
2005 (n=2,050)	46.0	45.1	91.1	2005-08	91
2004 (n=3,136)	51.5	39.4	90.9	N/A	
2003 (n=3,006)	46.4	44.0	90.4	N/A	
2002 (n=5,336)	42.9	44.2	87.1	N/A	

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

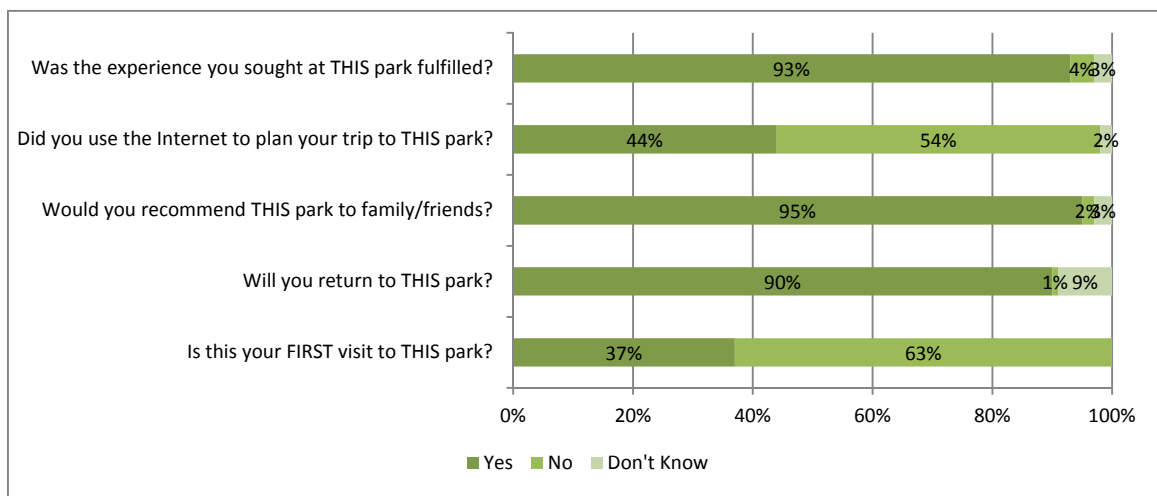
CAMPER PROFILES

Information Source and Repeat Visitation:

Table 8 lists responses to some supplemental questions asked of campers.

- Nearly half (44%) of campers said they used the Internet to plan their trip before visiting.
- A third (37%) of campers are first time visitors to the park.
- The majority (90%) of campers would return to the campground they stayed at while only 1% specifically said they would not.
- Nearly all campers had the experience they sought fulfilled (93%) and would recommend the park to family and friends (95%).

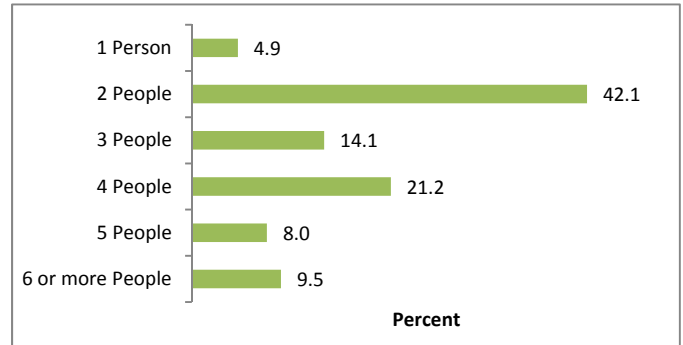
Table 8: Supplemental Questions



Party Size:

The average party size (defined as the number of campers included on an overnight permit) for all campgrounds surveyed in 2011 was 3.0 campers. Most camping parties were made up of either 2 (42.1%) or 4 campers (21.2%) on an overnight permit.

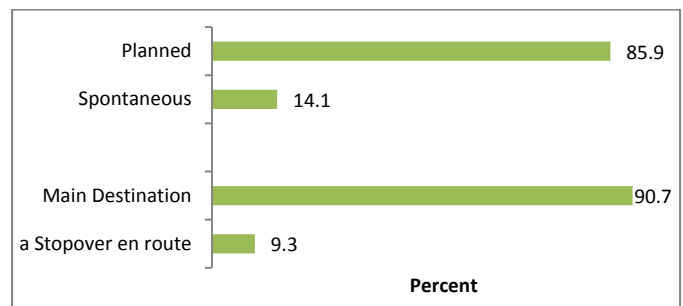
Please specify the number of people who are included on your overnight camping permit.



Type of Trip and Destination

The majority of campers (85.9%) visit to the campground was planned while 14.1% described their visit as spontaneous. Most campers (90.7%) consider the campground the main destination of their trip. Whereas only 9.3% indicated it is a stopover on their trip.

Was your visit to this campground?



Origin:

Similar to previous results, 98.5% of all campers in 2011 are from Canada. Canadian campers were most likely to be from Alberta (94.9%). Less than 1% of campers were from the United States (US) and other countries respectively. Table 9 presents the specifics.

The largest single centres of camping origin in the province were Calgary (22.5%) and Edmonton (15.0%), mirroring the two largest population centres of the province. The next largest centres of origin include Sherwood Park (4.2%), Grande Prairie (2.7%) and Red Deer (2.5%). Together, these five cities accounted for 46.9% of all Alberta campers to surveyed campgrounds in 2011.

Table 9: Origin Profiles of campers

Origin	2004	2005	2006	2007	2008	2009	2010	2011
Alberta	92.9%	94.2%	91.5%	93.8%	92.0%	95.2%	93.0%	94.9%
British Columbia	2.5%	2.8%	3.7%	2.2%	2.1%	2.4%	4.7%	2.0%
Saskatchewan	1.6%	1.3%	2.3%	1.5%	2.0%	1.2%	1.7%	2.1%
Ontario	1.5%	0.8%	1.6%	1.2%	0.8%	0.6%	0.3%	0.5%
Other Canada	1.5%	0.8%	0.9%	1.3%	0.8%	0.6%	0.3%	0.6%

Canada	97.5%	95.5%	97.3%	97.8%	98.4%	98.6%	98.2%	98.5%
United States	1.5%	2.6%	1.1%	2.0%	0.9%	0.7%	0.9%	0.7%
International	1.0%	1.9%	1.6%	0.2%	0.7%	0.7%	0.9%	0.8%

IMPORTANCE-PERFORMANCE RATINGS AND PRIORITIES

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

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

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




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

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

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

While the service or facility with the highest IP rating represents the area that is in greatest need of improvement, and the lowest rating is the area that is in no need of improvement, the determination of which other attributes to include among improvement priorities is 'relative'. The thresholds shown in Table 10 are therefore intended as a guide only.

Table 10: Importance-Performance (IP) Rating Thresholds

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

Importance-Performance Analysis:

According to campers, the number one priority to improve upon is the Cleanliness of Washrooms, followed by improving the Value of the Camping Fee. Subsequent priorities include improving the Availability of Firewood, Responsiveness of Staff to Visitor Concerns and Safety and Security (Table 11).

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

Table 11: Importance-Performance (IP) Ratings and Priorities for 2011

Park Services and Facilities	IP Rating	Priority Level	Traffic Light Score
Cleanliness of Washrooms	2.05		
Value of Camping Fee	1.79		
Availability of Firewood	0.88		
Responsiveness of Staff to Visitor Concerns	0.68		
Safety and Security	0.58		
Condition of Facilities	-0.06	---	
Control of Noise	-0.11	---	
Cleanliness of Grounds	-0.13	---	
Park Information Services	-0.15	---	¹
Friendliness and Courtesy of Staff	-1.07	---	

Traffic Light Score Legend

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

ON-LINE SURVEY

The 2011 CS survey program included an on-line survey where campers were asked to describe the cost they paid to camp overnight and describe the value (Table 12).

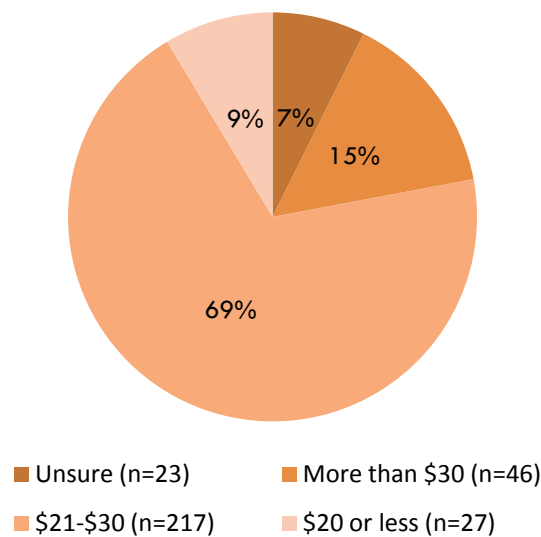
Campers were asked how much it cost per night to camp at the campground they were surveyed at. Nine percent paid between \$11 and \$20, 69% paid between \$21 and \$30 and 15% paid more than \$30. Only 7% of campers were unsure how much it cost per night to camp. The typical camper paid \$23 to camp.

Campers were also asked to describe the value of the cost they paid to camp overnight. Among campers that paid \$20 or less, one-half (52%) described it as good value. Among campers that paid between \$21 and \$30, or more than \$30 less than one-half (43% and 42% respectively) described it as good value. Notably, the majority (61%) of campers who were unsure how much they paid described it as average value.

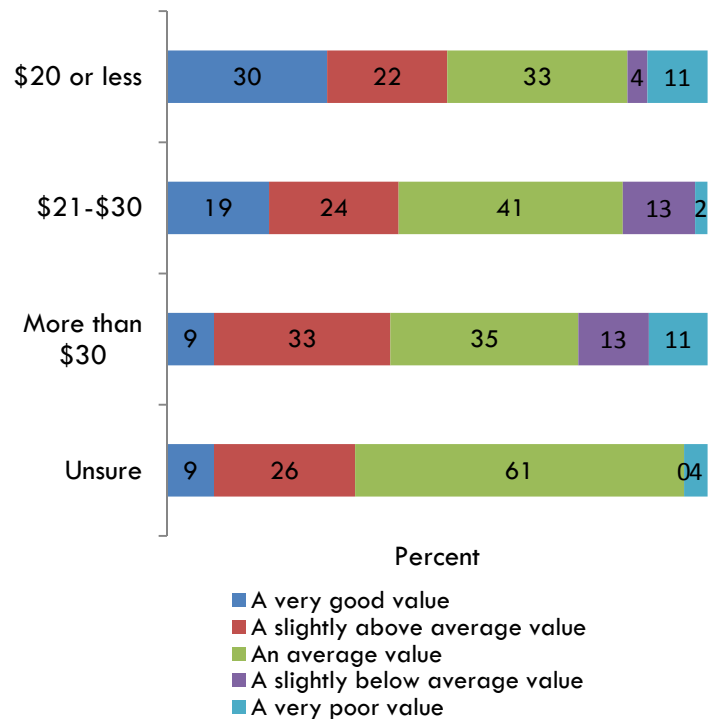
Although the majority of campers described the cost they paid to camp overnight as either good (43%) or average (41%) value, it would appear there is still room for improvement in the perceived value for camping fee paid. In addition, caution should be taken in extrapolating these results to all provincial campgrounds, considering the small sample size and number of campgrounds (28) for which these results apply.

Table 12: Value of Camping Fee

Do you recall how much it cost per night to camp at this campground?



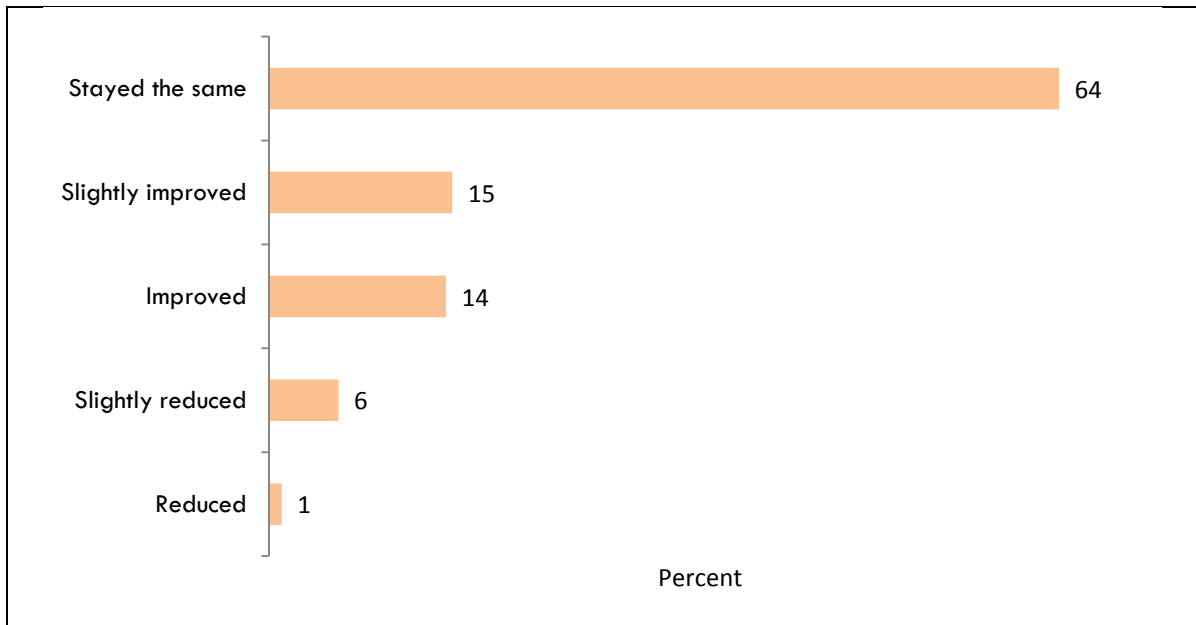
How would you describe the cost you paid to camp overnight?



Visitation and Service Level:

Although the majority of campers (62%) have visited the same campground before, most of that visitation (84%) occurred between 2009 and 2011. When campers were asked to describe any change in the service level since their last visit, most (64%) described it as staying the same (Table 13). It is difficult to determine service level improvement trends based on the survey results of only a limited sampling of campgrounds and years, the results do however provide a reference point for at least maintaining the current level of camper services.

Table 13: Service Level



COMMENT ANALYSIS

Unsolicited comments supplied by campers in the completed surveys provide valuable insight into potential issues in Alberta's provincial parks and recreation areas.⁷

The following analysis employs Text Mining which provides an automated comprehension of unstructured textual data sources. Text mining efficiently analyses camper comments and discovers insights that result in clearer opportunities to improve park services and facilities.

Many of the themes noted in the 2010 Provincial Summary remain the same.

Washrooms (incl. Outhouses) and Showers (14%)

Province wide, visitors expect:

- Stocked bathrooms including soap (in washrooms with running water) and sanitizer dispensers (in areas without running water)
- Generally clean and odour-free washrooms.
- A number of comments were in regards to needing (more) water hookups / taps and potable water (or signage for potable water).
- Other comments related to washroom lighting, keeping facilities maintained and accessible.
- Older style pit toilets should be replaced with newer models or deal with smells better.
- Campers want more showers, showers to be clean, operating properly (timing and temperature), and free (or at least more time allotted).
- If showers are out of order, indicate with signage.
-

As Cleanliness of Washrooms is a high priority, the following site specific comments are worthwhile to highlight (where n>95):

- Calhoun Bay and Sheep River: Complained about the general cleanliness.
- Miquelon Lake: Excellent cleanliness, but cautioned with the timing of cleaning, poor lighting, and facility accessibility. Campers wanted benches in the shower and the lights didn't stay on long enough to finish showering (i.e. visitors were disappointed in paying for a shower when the first \$1 is spent heating the water).
- Pigeon Lake: Cleaner, stocked washrooms. Ensure taps work. Shower location seemed to be a cause of concern. Because of this, comments also lead to requests for more showers, particularly to have showers for each loop.
- Peter Lougheed: More flush toilets. Odour and cleanliness issues. Keep washrooms stocked. Cheaper or free showers. Not enough shower time per dollar.
- William Switzer: Stock washrooms, frustrations with closed loops, general improvements needed in washrooms. Keep clean, accept other coins and not just loonies, communicate that

⁷ Note: 1,606 Surveys Represented.

showers close early or increase the time they are open. Campers appreciated having showers facilities.

- Wyndham-Carseland: Better lighting, ensure sanitizer available.
- For sites without showers, respondents commented on needing showers, particularly in Bow Valley and Wyndham-Carseland.
- Gooseberry Lake: Campers appreciate the shower facilities. Suggested improvements such as hooks, coin change machine, and improved temperature control.

Information Services (5%)

- There was some concern in regard to policies needing to be posted, particularly in regards to firewood, what to do in event of an emergency, potable water, and trail/path signs.
- An emergency/complaint phone number needs to be posted (or better communicated) for emergencies and enforcement issues.
- Campers indicated needing more information on the internet but did not provide many specific examples other than maps.
- Of those visitors concerned about information, many feel there is a lack of general park related information (onsite and online). It may be that the information is somewhat difficult to find or it is located across multiple sources.
- Access / Location of park information services is a mystery. Highlights the need for a central information area in a park (e.g., bulletin board location).
- Again, the lack of sign standardization across the province is leaving campers confused and frustrated. Signage consistency continues to be a key factor in improving camper satisfaction with Park information services. Various inconsistencies are outlined below:
 - Lack of campground and trail maps (printed and on-site signs). Maps should be detailed (e.g., facility locations such as wood lot, booth location).
 - Trails, Policies (e.g., speed limit, dog policies), and location related signage (e.g., turnoffs to park) are the majority of sign related comments.
- Miquelon Lake: A small portion of visitors are interested in more nature related amphitheatre programs.

Fees / Value (9%)

- A significant number of fee related complaints were in regards to the reservation fee being too high.
- Campers feel strongly that fees in general are too high. Interestingly, a number of these write that the cost of camping is ‘a bit’ too high, suggesting that Parks has only slightly exceeded the campers perception of value per dollar. Campers offer two main suggestions to improving the value for dollar.
 - Include firewood in the fee
 - Lower or remove the reservation fee

- Campers also suggest lowering the shower fee or increase time of showers
- Other suggestions include reducing, removing, or including dump fees in the main fee, reduced fee for additional units or offer more pricing options (i.e., tiered ‘product’ pricing).
- Senior discounts are important and appreciated.
- Although negative comments on high costs are surpassed by the number of comments about the beautiful campground or the wonderful visit, those that do comment on fees and values do so strongly.

Firewood (8%)

- Firewood remains a heavily commented theme. The majority of these wanted free firewood. A few others expressed the high cost. Other comments suggested that wood be included in the fee.

Reservations (3%)

The 2010 Provincial Summary comment analysis reported “For Campers that commented about reservations, most generally approve of the system and provide some suggestions.” The 2011 comments reveal that Campers approve of the **concept** of a reservation, but not necessarily the existing Reserve.AlbertaParks.ca system. Additional analysis may be warranted, but some general comment themes include:

- Nearly all comments in 2011 in regards to making reservations or comments about the reservation system are negative in nature.
- The high reservation fee is the largest source of discontent about reservations. Some of the strongest words used by campers in regards to the reservation fee were ‘criminal’ and ‘extreme’.
- The reservation system is viewed as a nuisance and even a barrier to a small portion of campers who cannot plan in advance (e.g. while travelling to the site) or do not plan in advance (e.g. spontaneous decision to camp).
 - “First come first serve” sites are still important. Campers want a good balance between first come first serve and reservations.
 - Related to this, there were some comments about ‘prime’ sites being unreservable (e.g., Loop A Crimson Lake).
- Many reservation comments wanted improved existing sites (e.g., have more reservable power sites) and in general more sites to choose from.
- One visitor comment suggested the reservation system needs improved customer service by way of emailing any safety issues a visitor may be faced with before visiting (e.g., Potable water issues should be shared prior to the visit).

Staffing/C.O.'s/Hosts (4%)

- The majority of comments about staff and hosts are positive and describe them as ‘awesome’, ‘helpful’, or ‘extremely friendly’. It is obvious that staff in parks play a strong role in a memorable trip.
- Some campers provided gentle reminders to ensure enforcement of policies such as dog’s off-leash or for speeding.
- Relatively few comments suggest that staff can improve in customer service (e.g., politeness, better choice of words and being consistent with information).

Road (2%)

- Most comments about roads are in regards to decreasing the amount of dust resulting from vehicles or to be less rough (less bumps/potholes or more gravel). A significant portion of these comments came from Calhoun Bay and Pigeon Lake.

Noise Complaints (2%)

- Most noise related comments referred to generators and music/youth.
- Of those that commented on generator noise, nearly all were in regards to generators use at inappropriate times. Very few of these comments suggested prohibiting generators.

Roll-up Category Insights:

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

Campsites Issues (21%)

These comments include various campsite preferences including more privacy, adjacent sites, and site maintenance.

There is a very strong theme of complaints relating to the additional cost of a second unit on the site. When visitors pay additional costs, they comment heavily on service expectations.

Other comments include:

- Dirty sites/firepits, maintain/clean picnic tables.
- Many campers want power hookups.
- Policies and fees for tenters, extra tents, or extra units should be more fair and cheaper.
- Improve site privacy

On-Line Survey Comments⁸

Value

Campers expressed the need to have more services for the dollar (e.g., include the dump charge and firewood in the camping fee; increase the shower time per dollar).

A few campers suggested getting rid of the reservation fee and providing more site choices at different price levels (e.g., not everyone wants a power site or wants to pay the higher fee associated with a power site).

Expectations

The majority of comments centered on a clean site (e.g., free of garbage, well maintained) and clean washrooms/showers.

A few comments were about controlling noise, safety and free firewood.

⁸ Note: Approximately 300 Surveys Represented.

APPENDIX 1

2011 Survey Distribution / Collection Quotas

Distribution and Collection Guidelines and Final Response Number of Surveys by Survey Location

(Returns from survey locations not included in final analysis are excluded.)

2011 Provincial Park / Provincial Recreation Area - Campground	Adjusted Population (OCN/3) ¹	Sample Target to be Collected ²	Sample Target to be Distributed ³	Sample Target								Actual Return	
				Collect				Distribute				Surveys Processed	% of Collection Target Achieved
				June	July	August	September	June	July	August	September		
Calhoun Bay PRA - Calhoun Bay	366	130	230	36	43	39	13	63	75	69	23	119	92%
Gooseberry Lake PP - Gooseberry Lake	404	130	240	38	41	32	19	70	76	59	35	116	89%
Miquelon Lake PP - Miquelon Lake	4,187	185	340	36	72	62	16	66	132	113	29	387	209%
Pigeon Lake PP - Pigeon Lake	3,989	185	340	26	75	70	14	48	138	129	26	270	146%
Vermilion PP - Vermilion	819	160	290	34	68	44	13	61	124	80	24	85	53%
Bow Valley PP - Bow River	842	160	290	29	64	51	16	52	117	92	29	121	76%
Elbow Falls PRA - Beaver Flats	896	160	295	32	63	54	11	59	117	99	21	90	56%
Elbow River PRA - Little Elbow	1,307	170	310	34	70	51	16	62	128	92	29	70	41%
Elbow River PRA - Paddy's Flat	1,368	170	310	35	63	53	19	64	116	96	34	118	69%
Peter Lougheed PP - Elkwood	2,356	180	330	20	84	67	9	37	154	123	16	176	98%
Sheep River PP - Blue Rock	932	160	295	29	63	47	21	53	117	86	39	158	99%
Calling Lake PP - Calling Lake	523	145	260	26	58	46	15	47	104	83	26	42	29%
Garner Lake PP - Garner Lake	558	145	265	26	58	46	15	47	106	84	27	100	69%
Hangingstone PRA - Hangingstone	506	140	255	41	49	36	15	74	89	66	27	52	37%
Hilliard's Bay PP - Hilliard's Bay	1,158	170	305	33	82	53	2	59	147	95	4	94	55%
Queen Elizabeth PP - Queen Elizabeth	518	140	260	29	51	48	12	54	95	89	22	79	56%
Two Lakes PRA - Two Lakes	678	30	50	7	11	10	1	12	19	17	2	40	133%
Cypress Hills PP - Elkwater	2,373	180	330	35	64	59	22	64	118	107	40	82	46%
Cypress Hills PP - Firerock	1,881	180	325	29	76	63	12	53	137	114	21	84	47%
Oldman River PRA - Oldman River	404	130	240	23	45	38	24	42	82	71	45	59	45%
Wyndham-Carseland PP - Wyndham-	2,692	185	330	32	63	56	34	57	112	100	61	142	77%
Crimson Lake PP - Twin Lakes	392	130	240	21	57	42	10	38	106	77	19	121	93%
William A. Switzer PP - Gregg Lake	1,805	175	320	24	80	57	13	45	147	104	24	221	126%
Provincial Total	30,953	3,540	6,450									2,826	80%

PP - Provincial Park; PRA - Provincial Recreation Area;

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

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

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

APPENDIX 2

2011 Questionnaire

THIS IS THE ONLY SEAL NEEDED. PLEASE DO NOT ADD STAPLES, GLUE OR TAPE.

Welcome to Alberta's Provincial Parks and Recreation Areas. We ask that the ONE adult (18 years or older) in your immediate group who most recently had a birthday complete this survey. We welcome your comments and encourage you to write them on the back of the survey in the space provided.

1. Please rate the *Importance* of the following services and facilities, as well as your *Satisfaction* with each:

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

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

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

3. Number of people in your immediate party:

(those included on a single permit, including yourself)

4. Was this visit to this park...

- a) Pick one:
- a main destination
 - a stopover en route
- b) Pick one:
- Planned
 - Spontaneous

5. Please respond to each of the following:

	YES	NO	DON'T KNOW
Is this your FIRST visit to THIS park?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Will you return to THIS park?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would you recommend THIS park to family/friends?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Was the Internet one of the sources you used to plan your trip to THIS park?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Was the experience you sought at THIS park fulfilled?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Thinking about Alberta's Provincial Parks, if you were to choose ONE word or short phrase to best describe them, what would it be?

7. How would you describe the cost you paid to stay at THIS park? (pick one)

- Very high
- Somewhat high
- Appropriate
- Somewhat low
- Too low
- Undecided

8. About how many times have you visited an Alberta Provincial Park or Provincial Recreation Area in the past 12 months? (specify number of times)

For daytime use ▶ For overnight use

▶

9. In thinking of your PREVIOUS visit(s) to an Alberta Provincial Park or Provincial Recreation Area in the past 12 months, have you noticed any... (N/A = Not Applicable)

	YES	NO	N/A
Service or facility improvements?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service or facility deterioration?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Did THIS park... (pick one)

- Exceed your expectations?
- Meet your expectations?
- Somewhat meet your expectations?
- Not meet your expectations?
- Not sure

Place any comments on back of survey

FOR PARK USE ONLY

FIRST DRAW PRIZE ENTRY

Thank you for completing this survey. If you complete the Prize Draw form to the right, you will be eligible to win **one of four \$50 gift certificates** from an outdoor equipment retailer of your choice.

See the reverse side for the First Draw Prize Official Contest Rules. To ensure confidentiality, this completed Prize Draw entry form will be detached (by Park Staff) from the survey before any answers are tabulated.

NAME: _____

PHONE NUMBER: _____

(please print clearly)

SECOND DRAW PRIZE ENTRY

You are invited to participate in short web-based survey that aims to better understand your overall experience. You will be eligible for a **Second Prize Draw to win one of four \$50 gift certificates** at an outdoor equipment retailer of your choice. To participate, complete and submit this survey, then detach this section and follow the instructions below.

After your trip, visit AlbertaParks.ca/survey and login with the **PASSWORD: A10000YYZZ**

Government of Alberta

Full contest rules for the Second Draw Prize are available online at AlbertaParks.ca/survey

APPENDIX 3

Satisfaction Score Results – Detailed Summary

**How Would You Rate Each of the Following?
Satisfaction with 10 Park Services and Facilities
2011 Provincial Summary**

How would you rate each of the following services and facilities?	Rating												Number of Respondents	Mean Score	Lowbox	Topbox	Evaluation Total
	N/A		Very Poor		Poor		Average		Good		Very Good						
	#	%	#	%	#	%	#	%	#	%	#	%	#	mean	%	%	#
Cleanliness of washrooms	136	5.1	30	1.1	77	2.9	408	15.2	1,039	38.7	993	37.0	2,683	4.1	4.2	39.0	2,547
Friendliness and courtesy of staff	57	2.1	3	0.1	17	0.6	169	6.2	765	28.2	1,702	62.7	2,713	4.6	0.8	64.1	2,656
Park information services	136	5.1	12	0.4	91	3.4	507	19.0	1,094	41.0	828	31.0	2,668	4.0	4.1	32.7	2,532
Cleanliness of grounds	161	6.0	19	0.7	79	2.9	318	11.8	1,013	37.7	1,100	40.9	2,690	4.2	3.9	43.5	2,529
Condition of facilities	0	0.0	8	0.3	41	1.5	186	6.8	944	34.7	1,538	56.6	2,717	4.5	1.8	56.6	2,717
Responsiveness of staff to visitor concerns	32	1.2	21	0.8	53	2.0	307	11.6	1,132	42.6	1,112	41.9	2,657	4.2	2.8	42.4	2,625
Control of noise	614	23.1	10	0.4	32	1.2	220	8.3	831	31.3	952	35.8	2,659	4.3	2.1	46.6	2,045
Safety and security	99	3.7	6	0.2	21	0.8	248	9.3	1,168	43.6	1,138	42.5	2,680	4.3	1.0	44.1	2,581
Value for camping fee	8	0.3	54	2.0	131	4.8	687	25.3	1,039	38.2	798	29.4	2,717	3.9	6.8	29.5	2,709
Availability of firewood	355	13.2	138	5.1	209	7.8	400	14.9	743	27.6	845	31.4	2,690	3.8	14.9	36.2	2,335

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

**Overall Satisfaction with Services and Facilities
2011 Provincial Summary**

Overall Satisfaction	Rating										Number of Respondents	Average Score	LowBox	TopBox	Evaluation Total
	Very Dissatisfied		Dissatisfied		Neutral		Satisfied		Very Satisfied						
	#	%	#	%	#	%	#	%	#	%	#	mean	% poor + very poor	% very good	#
Overall, how satisfied were you with the quality of services and facilities?	3	0.1	42	1.5	126	4.6	1,335	48.3	1,260	45.6	2,766	4.4	1.6	45.6	2,766

**Satisfaction Measures: Thresholds and Traffic Light Scores for 10 Park Services and Facilities
2011 Provincial Summary**

Park Services and Facilities	Mean Score (mean)	Threshold >4.0	LowBox Poor + Very Poor (%)	Threshold <10%	TopBox Very Good (%)	Threshold >40%	Traffic Light Evaluation	Pass Level
Cleanliness of washrooms	4.1339	Pass	4.2010	Pass	38.9870	Fail	●	
Friendliness and courtesy of staff	4.5610	Pass	0.7530	Pass	64.0813	Pass	●	
Park information services	4.0407	Pass	4.0679	Pass	32.7014	Fail	●	1
Cleanliness of grounds	4.2242	Pass	3.8750	Pass	43.4955	Pass	●	
Condition of facilities	4.4586	Pass	1.8035	Pass	56.6066	Pass	●	
Responsiveness of staff to visitor concerns	4.2423	Pass	2.8190	Pass	42.3619	Pass	●	
Control of noise	4.3120	Pass	2.0538	Pass	46.5526	Pass	●	
Safety and security	4.3216	Pass	1.0461	Pass	44.0914	Pass	●	
Value for camping fee	3.8845	Fail	6.8291	Pass	29.4574	Fail	●	
Availability of firewood	3.8343	Fail	14.8608	Fail	36.1884	Fail	●	

**Overall Satisfaction Measure: Thresholds and Traffic Light Scores
2011 Provincial Summary**

Overall Satisfaction	Mean Score (mean)	Threshold >4.0	LowBox Poor + Very Poor (%)	Threshold <10%	TopBox Very Good (%)	Threshold >40%	Traffic Light Evaluation	Pass Level
Overall, how satisfied were you with the quality of services and facilities?	4.38	Pass	1.63	Pass	45.55	Pass	●	

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

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

APPENDIX 4

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

2011 Camper Satisfaction Survey – Traffic Light Summary of All Sites

Provincial Park / Provincial Recreation Area - Campground	Cleanliness of washrooms	Friendliness and courtesy of staff	Park information services	Responsiveness of staff to visitor concerns	Condition of facilities	Cleanliness of grounds	Control of noise	Safety and security	Value for camping fee	Availability of firewood	Overall Satisfaction with Services and facilities
Bow Valley PP - Bow River	●	●	●	●	●	●	●	●	●	●	●
Calhoun Bay PRA - Calhoun Bay	●	●	●	●	●	● 1	●	● 1	●	●	● 1
Calling Lake PP - Calling Lake	●	●	●	●	●	● 1	● 1	●	●	●	●
Crimson Lake PP - Twin Lakes	● 2	●	●	●	●	●	●	● 1	● 1	●	●
Cypress Hills PP - Elkwater	●	●	●	●	●	●	●	●	● 1	● 1	● 1
Cypress Hills PP - Firerock	● 2	●	●	● 1	● 2	●	●	●	●	●	● 1
Elbow Falls PRA - Beaver Flats	●	●	●	●	●	●	●	● 1	●	●	●
Elbow River PRA - Paddys Flat	●	●	●	●	●	●	●	●	●	●	●
Garner Lake PP - Garner Lake	●	●	● 1	●	●	●	●	●	●	●	●
Gooseberry Lake PP - Gooseberry Lake	●	●	● 1	●	●	●	●	●	●	●	●
Hangingsstone PRA - Hangingsstone	● 1	●	●	● 1	● 1	●	●	●	●	●	●
Hilliard's Bay PP - Hilliard's Bay	● 1	●	●	● 1	●	●	● 1	●	●	● 1	●
Little Elbow PRA - Little Elbow	●	●	●	●	●	●	●	● 1	● 1	●	●
Miquelon Lake PP - Miquelon Lake	●	●	●	●	●	●	●	●	●	●	●
Oldman River PRA - Oldman River	●	●	●	●	● 1	●	● 1	●	●	●	● 1
Peter Lougheed PP - Elkwood	●	●	●	●	●	●	●	●	●	●	●
Pigeon Lake PP - Pigeon Lake	●	●	●	● 1	●	●	●	● 1	●	●	●
Queen Elizabeth PP - Queen Elizabeth	● 1	●	● 1	●	●	●	●	●	● 1	●	●
Sheep River PP - Blue Rock	●	●	●	●	●	●	●	● 1	●	●	●
Two Lakes PRA - Two Lakes	●	●	● 1	●	●	●	●	●	●	●	●
Vermilion PP - Vermilion	●	●	●	●	●	●	●	●	● 1	● 1	●
William A Switzer PP - Gregg Lake	●	●	● 1	●	●	● 1	●	●	●	●	●
Wyndham-Carseland PP - Wyndham-Carseland	● 1	●	●	● 1	●	●	●	●	●	●	●

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

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

Legend	●	○	○	High Satisfaction (3/3 measures meet set thresholds)	Pass Level	1	At least one of the three measures barely passed set thresholds		
	○	●	○	Moderate Satisfaction (1/3 measures fail to meet thresholds)				2	Two of the three measures barely passed set thresholds
	○	○	●	potentially Low Satisfaction (2/3 measures fail to meet thresholds)					

