



How are we Doing? *2005*

A Survey of Campers to Alberta's Parks and Protected Areas
Provincial Summary

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About this Survey:

Initiated in 2002, the Camper Satisfaction (CS) Survey program includes a representative cross-section of 93¹ provincial parks or recreation area campgrounds according to size (visitation), management method, and geography. Only campgrounds where visitation is greater than 1,050 occupied campsite nights (OCN's) were initially included in the program.

Alberta Parks and Protected Areas Division surveys campers at approximately 24 campgrounds per year on a 4-year rotational cycle². Each campground included in the program will be surveyed at least once every 4-year cycle.

The objectives of the 2005 CS Survey were to:

- determine visitors' 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.

Respondents for the 2005 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 24 pre-selected survey locations from June 1st to September 5th, 2005.

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).

Supplemental Questions:

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. For a detailed summary of the supplemental questions for each year, please see Appendix 2.

¹ Prior to 2005, the CS Survey program included a cross-section of 106 Provincial Parks or Recreation Area campgrounds.

² Prior to 2005, campgrounds were surveyed based on a 3-year rotational cycle.

In-Season Changes:

Although 24 campgrounds were initially identified for sampling in the 2005 season, not all sites and/or surveys are included in the provincial summary analysis or any further reporting of the results for at least one of the following reasons:

- Two sites did not participate in survey sampling program due to flooding (these sites will be re-surveyed in 2006).
- One site did not achieve an adequate sample size/return. Statistically, a minimum sample size of 30 is required to provide reliable analysis on an individual site basis. As such, it was decided that sites with a sample size of less than 30 should not be included in the provincial summary or any further analysis due to the potential bias from poor or inadequate sampling/distribution methods and results.

Results from the following 3 campgrounds (Table 1) were removed entirely from the provincial summary and any further analysis for the reasons identified. A total of 2,200 surveys were returned province-wide, of which 31 from these sites were excluded from further analysis.

Table 1: Survey Locations Excluded from Provincial Analysis

Campground:	Sample Size	# Surveys excluded:	Reason excluded from analysis:
Red Lodge PP	6	6	non-participation due to flooding
Ram Falls FPRA	1	1	non-participation due to flooding
Elbow River Valley – Gooseberry PRA	24	24	Inadequate sample size
Total Survey - ALL sites	2,200	31	
Total Survey - Revised sites	2,169	n/a	Included in Provincial Analysis

2005 Results:

- This report provides provincial summary results from the 2005 CS Survey based on surveys collected at 21 campgrounds throughout Alberta* (Table 2).
- A total of 2,200 surveys were returned province-wide, of which 2,169 are included in this analysis (see Table 1 for an explanation of exclusions).
- The 2005 provincial summary results have a 1.97% margin of error at the 95% confidence level.
- 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 5) 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.
- A detailed account of the sampling rationale, design and methodology is described in the 2005 Visitor Satisfaction Survey Planning Report.³
- Individual reports detailing the specific survey results for each campground with an adequate sample size (i.e., >95) will also be released subsequent to the provincial summary.

Table 2:
2005 Survey Locations included in Provincial Summary*

Provincial Parks:	# Surveys Returned
Aspen Beach – Brewers Beach	45
Beauvais Lake	191
Carson - Pegasus	127
Cross Lake	219
Cypress Hills – Lodge Pole	168
Dunvegan	160
Gregoire Lake	52
Jarvis Bay	39
Kananaskis Valley – Eau Claire (KC)	99
Peter Lougheed – Lower Lake (KC)	154
Pembina River	96
Police Outpost	45
Spray Valley – Spray Lakes West (KC)	166
Williamson	63
Young's Point	74
Provincial Recreation Areas:	
Bow Valley – Willow Rock (KC)	44
Elbow River Valley – McLean Creek (KC)	48
Hanmore Lake	74
McGregor Reservoir	61
Oldman River	73
Wolf Lake	171
Provincial Total	2,169

(KC) denotes Kananaskis Country locations.

* 3 sites not included in this list were identified for inclusion in the 2005 CS Survey, but were excluded from the results due to non-participation and/or inadequate sample sizes (see Table 1). No further reporting of results from these sites will occur.

³ Copies of this report are available upon request by contacting the Research Assessment Section, Alberta Parks and Protected Areas (1-866-427-3582).

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 3) 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 or 5=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/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:

-  A green light indicates **High Satisfaction** (all 3 measures meet set thresholds)
-  An amber light indicates **Moderate Satisfaction** (1 of 3 measures fail to meet thresholds)
-  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:

2005			Park Services and Facilities	2004		
R	A	G		R	A	G
○	○	●	Control of Noise	○	○	●
○	○	●	Cleanliness of Washrooms	○	○	● 2
○	○	●	Friendliness and Courtesy of Staff	○	○	●
○	● 1	○	Availability of Firewood	○	●	○
○	●	○	Condition of Facilities	○	○	●
○	○	●	Safety and Security	○	○	●
○	○	●	Cleanliness of Grounds	○	○	●
●	○	○	Value of Camping Fee	●	○	○
○	○	●	Responsiveness of Staff to Visitor Concerns	○	○	●
●	○	○	Park Information Services	○	● 1	○
			Overall, how satisfied were you with the quality of services and facilities?			
○	○	●		○	○	●

Legend	
● (G)	High Satisfaction (all 3 measures meet set thresholds)
● (A)	Moderate Satisfaction (1 of 3 measures fail to meet thresholds)
● (R)	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

A few patterns emerged from the satisfaction scores across the province:

In the 2005 season, campers were highly satisfied on average with the 6 out of 10 services and facilities province-wide. Campers were least satisfied with the value for the camping fee, park information services, condition of facilities, and availability of firewood, similar with results from 2004.

Only one service in 2005, ‘Availability of Firewood’, barely passed set thresholds as denoted in the table above (note that some traffic lights are followed by a 1, 2 or 3 indicating how many of the measures were barely above set thresholds). Although just one measure for availability of firewood barely met set thresholds (denoted by the number 1 following the amber traffic light), it is an area for improvement, rather than one of moderate satisfaction.

As in 2004, campers were again **highly satisfied** with the **Overall** quality of services and facilities in 2005. Only 2 survey locations in 2005 received a red light score for the overall quality of services and facilities, although 5 locations received an amber light score indicating there is room for improvement.

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

Areas of High Satisfaction: ○○●

Responsiveness to Visitor Concerns

- 57% of campers were very satisfied with this attribute. However, it should be noted that just over a third (34%) of all responses to this attribute indicated that it was 'not applicable'.
- Although this attribute had a high level of satisfaction provincially, 3 campgrounds received a moderate level of satisfaction (amber light) for this attribute and 1 campground received a low level of satisfaction (red light) for this attribute.⁴
- Of the 129 comments regarding staff, only 5% were related to staff responsiveness. The lack of available staff (17%) and the need for additional staff (14%) were frequently mentioned staff-related concerns, and are likely related to responsiveness issues.⁵

Cleanliness of Grounds

- Similar to results from the past three years, over half (56%) of all campers in 2005 were very satisfied with the cleanliness of grounds. Only 2 campgrounds received a red light for this attribute in 2005.
- 95 comments (2% of all comments) were received concerning the cleanliness of grounds and campsites.
- Of the related comments, those regarding dirty campsites (31%), firepits full/dirty (22%), and dog feces not picked up (18%) were the most common.
- Clean/Well Run Campground/Clean Washrooms accounted for 6% of all positive comments made.

Control of Noise

- Nearly half (48%) of the campers were very satisfied with this attribute. However, 9 out of 21 campgrounds did not receive a green light for controlling noise.
- Noise complaints only accounted for 4% of all negative comments received. Campers were most concerned with late-night noise levels (35% of all noise complaints), although loud music, and generator noise were also frequently mentioned as irritants. The need for better noise control accounted for 17% of all noise complaints.
- Comments regarding the quietness of the campgrounds (n=54) accounted for 3% of all the positive comments made.

Safety and Security

- Campers surveyed in 2005 were generally satisfied (86%) with safety and security. Only a few campgrounds received either an amber (2) or red (3) light for this attribute.
- Comments regarding safety and security accounted for 5% of all comments received. Of the 178 related comments, those regarding other enforcement/safety issues accounted for (58%) of comments of this category. Concerns over trees possibly falling and hurting someone were the most frequent concern of the other enforcement/safety issues category; however issues/concerns over theft, the need for more information on bear presence in the area, and suggestions for regulatory signage to be posted were also frequent. The other comments for this attribute addressed enforcement issues including excessive vehicle speed in campgrounds (18%), complaints about dogs off leash (9%) and the need for boat control (7%).
- There were 19 positive comments regarding safety/security issues. Accounting for 1% of all positive comments made.

⁴ Traffic light summaries for each survey are included in Appendix 5.

⁵ A summary of the comments analysis is included in Appendix 6.

Areas of High Satisfaction: ○○● continued...

Friendliness and Courtesy of Staff

- Over two thirds (70%) of campers were very satisfied with this attribute and all but one campground received a green light for this attribute.
- Since 2002, campers have consistently rated their satisfaction with friendliness and courtesy of staff the highest of all measured services and facilities.
- In 2005, 28% of comments related to staff concerned rude or unfriendly staff. However, only 3% of all comments were staff-related (n=129).
- 20% of all positive comments were related to good staff/hosts/operators.
- It should be noted that this survey attribute did not distinguish between departmental staff and contractor staff.

Cleanliness of Washrooms

- Washroom cleanliness received a green light in 2005. Almost half (46%) of campers were very satisfied with this attribute, while 6% were considered dissatisfied. 8 of the campgrounds received a red light for this attribute, while 5 campgrounds received an amber light for this attribute.
- Washrooms and showers are a key concern for many campers as indicated by the number of comments consistently received since 2002. Almost one fifth (17%) of all negative comments received were related to washrooms and showers in general, making it the most common general category (n=648). Almost half (49%) of all surveys received with negative comments contained complaints of this nature.
- However, complaints related to the cleanliness or odours of washrooms and showers (n=146) only accounted for 4% of all negative comments.
- If all washroom and shower-related comments are amalgamated, then the need for new or additional shower facilities (26%), poor washroom cleanliness (12%) and offensive odours (8%) were the most common concerns. Other washroom-related concerns were generally focused on the need for flush toilets and running water (7%), the need of supplies (toilet paper, soap, light bulbs etc.) (7%), and problems with water temperature/pressure/time allotment in the showers (5%).

Areas for Improvement: ○●○○

Areas of Concern: ●○○○

Availability of Firewood

- Consistent with results from the past 3 years, 48% of campers in 2005 were very satisfied with wood availability. However 12% of campers were considered dissatisfied, making this the highest rate of dissatisfaction of all attributes.
- Firewood comments accounted for the most comments in any category (16%). Of the 636 firewood-related comments (up from 466 last year), those regarding poor quality (42%), poor access (20%), cost (17%), and firewood quantity (7%) were most common.
- Firewood comments accounted for 48% of all surveys with negative comments.

Condition of Facilities

- Only 38% of all campers were very satisfied with the condition of facilities. 8 campgrounds received an amber light for this attribute and 6 campgrounds received a red light for this attribute.
- 15% of all negative comments received in the 2005 survey were related to the deteriorating condition of facilities. Comments of this nature were made on 46% of all the surveys received with negative comments.
- Campers are consistently concerned with the deteriorating condition of facilities as indicated by the number of comments received. In the last 4 years, including 2005, the majority of negative comments received from campers were related to the deteriorating facilities.
- Of the 607 comments concerning the condition of facilities, the most common issue in 2005 were the dusty roads/the need to pave the roads in the campground and access roads. Other frequently mentioned complaints were the need for landscaping work (grass needs cutting, trim overgrowth, need more trees/shrubs), the playgrounds being run down, the boat launch condition, overall general deterioration of the campground, poor condition of the beach/swimming area, picnic tables need upgrading, dock facilities deteriorating, and tree hazards/dead fall concerns.
- 17% of all positive comments made were regarding nice facilities (e.g. campground, campsites, and/or grounds).

Value of Camping Fee

- Value for camping fees has consistently been an issue for campers since 2002, receiving the poorest scores of all attributes in all years. Only 2 campgrounds in 2005 received a green light for this attribute.
- In 2005, one-third (33%) of all campers were very satisfied with the value for camping fees. However the average score for this attribute (3.9) was the second lowest out of all attributes province-wide. A number of campers were dissatisfied (6%) with the value for camping fees.
- Although campers were dissatisfied with the value for camping, related comments only accounted for 2% of all comments received. Campers were primarily concerned with the high or increasing cost of camping (n=54). Charges for additional camping units on a single campsite (n=13) was also a concern.

Park Information Services

- From 2002 to 2004, one-quarter of campers rated Park Information Services average or less while in 2005 this changed to approximately one-third (34%). Only 5 campgrounds received a green light for this attribute. Notably, 12% of campers were dissatisfied with information services.
- Interestingly, 13% of all responses to this attribute indicated that it was 'not applicable', potentially pointing to some confusion with park information services.
- Of the 121 relevant comments, the majority were concerned with inadequate signage within the campground (29%), a need for improved trail maps (15%), and a need for additional/improved access road or highway signs to the park (12%).
- Although perhaps only indirectly related to this attribute, complaints regarding the campsite reservation system were also common (n=96). These included complaints about wanting to reserve a specific site (16%), the need for a reservation system (16%), improper reservation use (15%), and overbooking the campground (14%).

Additional Comments Analysis:

Unsolicited comments supplied by campers in the completed surveys provide valuable insight into potential issues in Alberta's provincial parks and recreation areas. A single unsolicited comment is potentially more important than is apparent from the frequency of the comment. As such, it is important to highlight all of the issues that came out of camper's feedback and to understand that every comment is potentially important.

In addition to the comments associated with services and facilities highlighted in the previous section, several additional types of comments were frequently mentioned in the completed surveys. The most common of these included requests for additional services/facilities, specifically installation of shower facilities (n=170), the need for additional power campsites (n=127), need for a concession/store (n=59), upgrading of playgrounds (n=52), flush toilets/running water (n=47), need interpretive programs/re-open programs/amphitheatre (n=43), more potable water need (n=40), and additional/better campground signs (n=35).

Comments regarding firewood were also mentioned, accounting for 16% of all comments. Specifically poor quality, poor access, and the cost of firewood were a concern to campers. Firewood quantity (n=42) and delivery services needed (n=41) were also noted. Other comments regarding campsite preferences were also raised, accounting for 3% of all comments (n=126). The most common preferences noted in the surveys were for more larger/wider campsites, followed by more shaded/wooded sites, additional campsites, more private sites, the need for pull-through campsites, and sites closer to the lake/water. There were also a number of comments regarding campground operations (n=134) such as requests for change in fee structures to include day-users or incorporate seasonal passes/fees, opposition to contracted operations, a request for discounts (e.g., seniors, weekdays), and the request for extended booth/store hours. Other less frequent comments included the need for trail signage and concern of trail deterioration (n=58), animal or insect complaints (n=59), and inadequate beach size or poor lake water quality (n=58). Specific comment summaries for each campground surveyed are outlined in the interim site report.

Rank Order of Negative Comments

General Category:	# of Comments	% of ALL comments	% of ALL surveys represented
Firewood	636	16.2%	48.3%
Condition of Facilities	607	15.5%	46.1%
Showers: Other	261	6.7%	19.8%
Hook-ups / Dump-stations / Water	250	6.4%	19.0%
Washrooms: Other	210	5.4%	16.0%
Campground Facilities	184	4.7%	14.0%
Safety & Security	178	4.5%	13.5%
Miscellaneous	160	4.1%	12.2%
Washrooms & Showers: Cleanliness	146	3.7%	11.1%
Noise Complaints	144	3.7%	10.9%
Campground Operations	134	3.4%	10.2%
Staffing	129	3.3%	9.8%
Campsite Preferences	126	3.2%	9.6%
Information Services	121	3.1%	9.2%
Reservation System	96	2.5%	7.3%
Grounds & Campsite Cleanliness	95	2.4%	7.2%
Trails	79	2.0%	6.0%
Value for Camping	72	1.8%	5.5%
Interpretive Programs	64	1.6%	4.9%
Beach / Lake	64	1.6%	4.9%
Animal / Insect Complaints	59	1.5%	4.5%
Playgrounds / Play Areas	54	1.4%	4.1%
Fishing	51	1.3%	3.9%
TOTAL NEGATIVE COMMENTS:	3,920	100.0%	297.9%

Note: Percent of all surveys represented add up to >100% as many respondents made comments that applied to more than one general category and/or more than one subcategory.

Performance Measure:

As mentioned previously, 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 visitors 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 established in 2004. The target was set at 91% based on the average of 2003 and 2004 results. A stretch factor was not applied because three years of data was not available (see note below).

Table 3: Performance Measure: Overall Satisfaction with Quality of Services and Facilities

Overall, how satisfied were you with the quality of services and facilities?			Performance Measure:
2005 (n=2,050)	Very Satisfied	46%	91%
	Satisfied	45%	
2004 (n=3,136)	Very Satisfied	52%	91%
	Satisfied	39%	
2003 (n=3,006)	Very Satisfied	46%	90%
	Satisfied	44%	
2002 (n=5,336)	Very Good (~'Very Satisfied')	43%	87%
	Good (~'Satisfied')	44%	

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.

In the 2005 season, 91% of the 2,050 respondents who rated their overall satisfaction with quality of services and facilities were either 'satisfied' or 'very satisfied'. Of those, 46% of respondents were considered 'very satisfied', while 45% were considered 'satisfied' (Table 3).

Performance Analysis:

Beginning in 2005 the Parks and Protected Areas Division (PPA) will have a dual target for all camper satisfaction attributes. That is, PPA expects 91% of campers to be at least ‘satisfied’ and 50% to be very satisfied (N.B. The thresholds used in this analysis are for internal comparison only). Applying these thresholds to each of the 10 measured attributes lends perspective to the overall satisfaction measure and highlights problem areas that may not necessarily be apparent in the generalized traffic light summary results outlined previously. Table 4 highlights the number of survey locations in 2005 that either met or exceeded targets based on these thresholds.

Table 4: Number of Survey Locations Meeting or Exceeding Targets in 2005 (n=10⁶)

Targets	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
91% of campers satisfied or very satisfied	2	7	0	6	0	6	4	4	0	1	7
50% of campers very satisfied	3	9	1	5	2	8	5	4	0	6	4

Although overall satisfaction was relatively high at several (70%) of the survey locations in 2005, fewer than half of the survey locations failed to meet or exceed the 91% ‘satisfied’ or ‘very satisfied’ target for 7 of the attributes: cleanliness of washrooms, park information services, condition of facilities, control of noise, safety and security, value for camping fee, and availability of firewood. While cleanliness of washrooms, control of noise, and safety and security received green lights provincially, these may still be areas of concern or improvement at many of the survey locations. Three of the four attributes that did not receive green lights provincially, park information services condition of facilities, and value for camping fee, had no survey locations that met the 50% ‘very satisfied’ target.

In contrast, survey locations in 2005 were most likely to meet or exceed both the 91% and 50% satisfaction targets when campers were asked to rate their satisfaction with the friendliness and courtesy of staff, responsiveness of staff to visitor concerns, and cleanliness of grounds.

⁶ Of 21 survey locations only 10 had an adequate sample size (i.e., >95) required for site specific analysis.

Table 5: Percentage of Locations Meeting or Exceeding Targets for all Years

Targets		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
2005 (n=10)	91% of campers satisfied or very satisfied	20%	70%	0%	60%	0%	60%	40%	40%	0%	10%	70%
	50% of campers very satisfied	30%	90%	10%	50%	20%	80%	50%	40%	0%	60%	40%
2004 (n=18)	91% of campers satisfied or very satisfied	22%	56%	6%	33%	28%	56%	33%	39%	11%	6%	61%
	50% of campers very satisfied	44%	67%	11%	56%	44%	67%	44%	50%	28%	61%	50%
2003 (n=13)	91% of campers satisfied or very satisfied	8%	69%	15%	38%	38%	54%	31%	46%	8%	23%	62%
	50% of campers very satisfied	31%	85%	15%	46%	38%	54%	46%	46%	23%	38%	38%
2002 (n=25)	91% of campers satisfied or very satisfied	4%	60%	0%	28%	16%	52%	4%	12%	0%	24%	36%
	50% of campers very satisfied	8%	84%	4%	52%	28%	48%	12%	8%	4%	40%	28%

Compared to 2004, fewer sites in 2005 met or exceeded the 91% satisfied or very satisfied target for cleanliness of washrooms, park information services, condition of facilities, and value for camping fee in particular (Table 5). In 2005, 7 attributes had fewer than half of the survey locations that met or exceeded the 91% 'satisfied' target. Similar to 2004, half of the sites met or exceeded the 50% 'very satisfied' target for only 5 attributes in 2005. 70% of locations in 2005 met or exceeded the 91% target for overall satisfaction compared to 61% in 2004, making 2005 the highest percentage ever.

Camper Profiles:

Party Size:

- The average party size (defined as the number of campers included on an overnight permit) for all sites surveyed in 2005 was 3 campers.
- In 2005, most camping parties were made up of either 2 (46%) or 4 campers (20%) on an overnight permit.
- Intriguingly, although the maximum number of people allowed on a permit (site) is 6, campers reported that their party size (the number of people included on one overnight permit) ranged from 1 camper to 12 campers per permit. Nonetheless, only 2% of campers reported party sizes greater than 6.

Origin:

- Similar to previous results, 95.5% of **all** campers in 2005 are from Canada (United States=2.6% and 'Other Country'=1.9%).
- The origin of Canadian campers in 2005 is virtually identical to 2004, 2003, and 2002. In 2005, 94% of **Canadian** campers are from Alberta, 3% are from British Columbia, 1% are from Saskatchewan, 1% are from Ontario and 1% are from the rest of Canada.
- The largest single centres of camping origin in the province were Calgary (20%) and Edmonton (13%), mirroring the two largest population centres of the province. The next largest centres of origin were Grand Prairie (5%), Lethbridge (5%), and Medicine Hat (3%). Together, these five cities accounted for 47% of all Alberta campers to surveyed campgrounds in 2005.

Origin	All Campers			
	2005 (n=2,136)	2004 (n=3,222)	2003 (n=3,043)	2002 (n=5,369)
Canada	95.5%	97.5%	96.6%	97.2%
United States	2.6%	1.5%	2.3%	2.0%
Other International	1.9%	1.0%	1.1%	0.8%

Origin	Canadian Campers			
	2005 (n=1,937)	2004 (n=2,997)	2003 (n=2,869)	2002 (n=4,675)
Alberta	94.2%	92.9%	92.9%	93.1%
British Columbia	2.8%	2.5%	3.1%	3.4%
Saskatchewan	1.3%	1.6%	2.0%	1.4%
Ontario	0.8%	1.5%	1.1%	1.1%
Other Canada	0.8%	1.5%	1.3%	1.0%

Repeat Visitation:

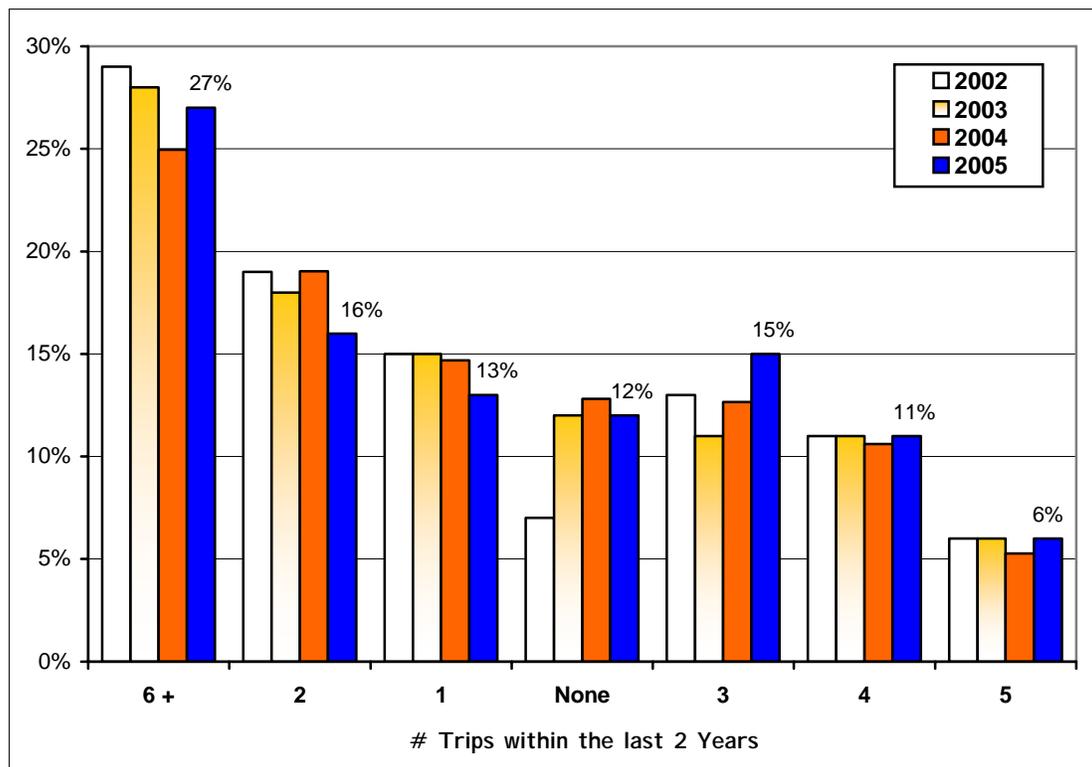
- 65% of **all** campers in 2005 had previously visited the campground at which they were surveyed.

All Campers				
First time Visitor?	2005 (n=2,145)	2004 (n=3,240)	2003 (n=3,073)	2002 (n=5,369)
Yes	35%	36%	37%	40%
No (repeat)	65%	64%	63%	60%

- Almost 99% of all repeat campers are Canadian, of which 97% are from Alberta.

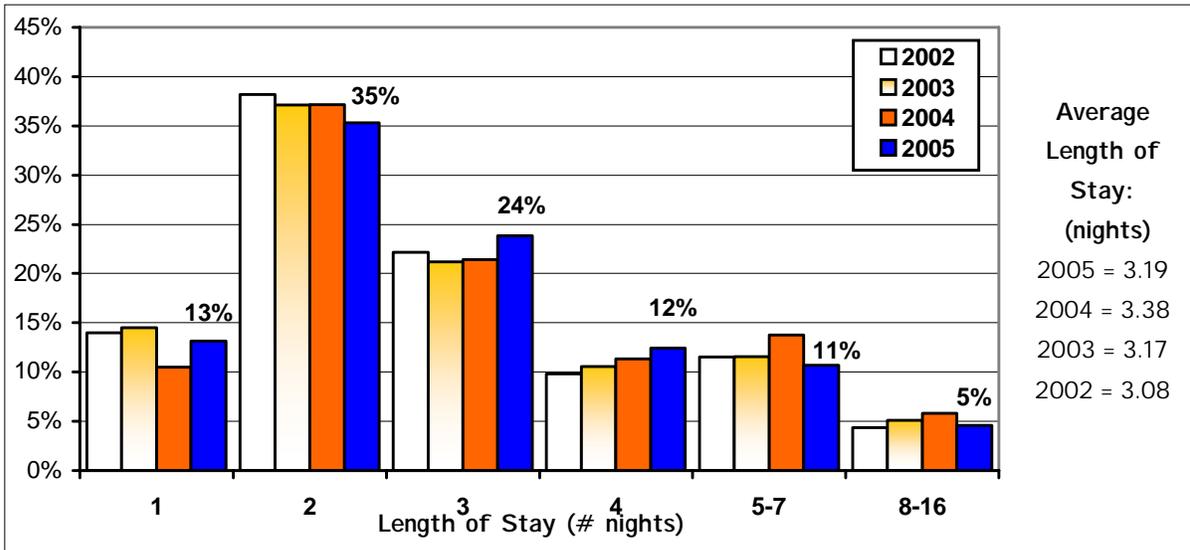
Repeat Campers				
Origin Canadian Campers	2005 (n=1,292)	2004 (n=1,946)	2003 (n=1,865)	2002 (n=2,861)
Alberta	96.8%	96.3%	96.4%	96.1%
British Columbia	1.4%	1.2%	1.4%	2.1%
Saskatchewan	1.0%	1.1%	1.8%	1.0%
Other Canada	0.8%	1.5%	0.4%	0.8%

- Similar to previous results, 27% of **all** repeat campers in 2005 had visited the same site 6 or more times within the last 2 years.

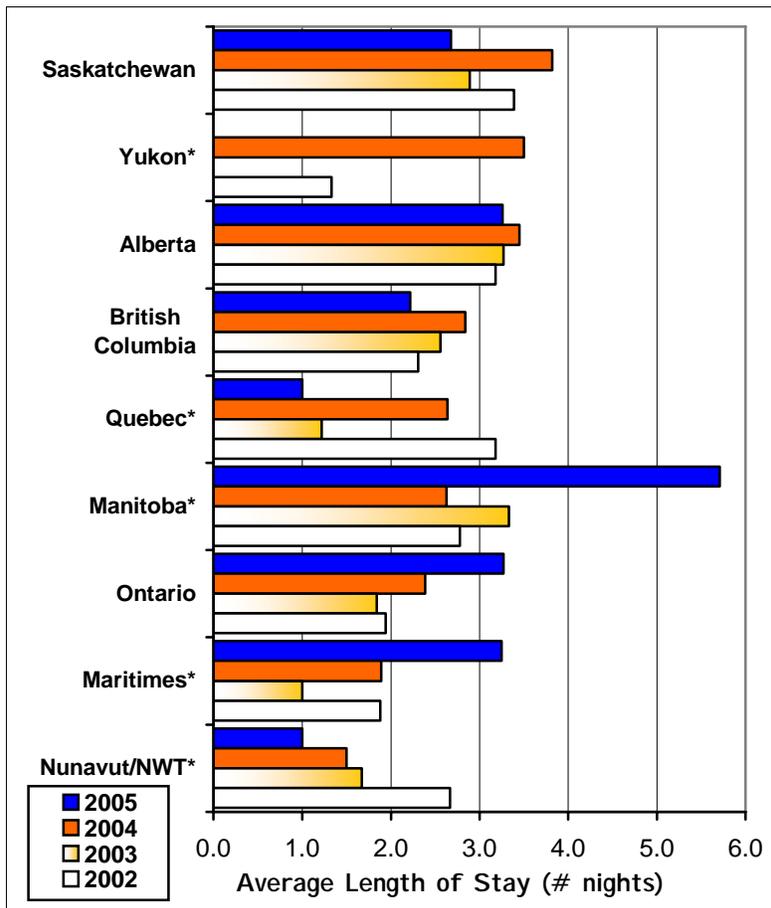


Length of Stay:

- In 2005, most campers stayed either 2 or 3 nights at their campground. The average length of stay for **all** campers in 2005 was just over 3 nights.



- RVers (towable and motorized), on average, were on longer camping trips (3.3 nights) than tent campers (2.5 nights).
- Campers from Manitoba, the Maritimes, Ontario, and Alberta stayed the longest on average at their campgrounds.



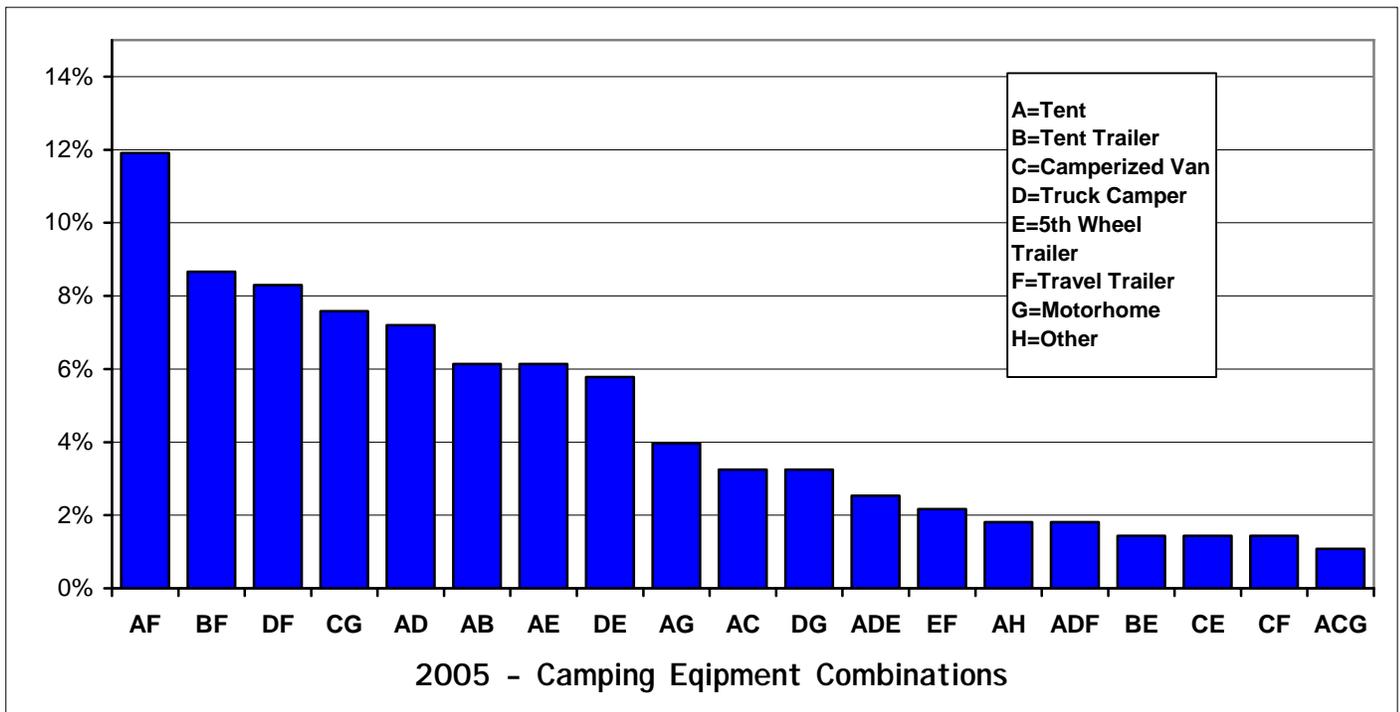
*N.B. *Statistics calculated on very small sample sizes for some provinces should be interpreted with caution.*

Camping Equipment:

- 86% of respondents in 2005 used a single type of camping equipment during their visit, a slight decrease from 2004.
- The graphic at the right shows the single type of camping equipment respondents utilized over the past three years. Compared to 2004 tent camping in 2005 decreased slightly in popularity, while travel trailer, 5th wheel trailer and motor home use increased slightly in popularity. The majority of campers (76%) use a type of RV, either towable or motorized.
- For the 14% of respondents who used more than one type of camping equipment, the three most commonly used combinations were tent/travel trailer (12%), followed by tent trailer/travel trailer (9%) and truck camper/travel trailer (8%). Tents in combination with other equipment accounted for 52% of all combinations. Interestingly, this year travel trailers were included in the three most frequently used combinations.



	2005	2004	2003	2002
Tent	24%	27%	19%	22%
Travel Trailer	24%	22%	22%	21%
Motorhome	22%	15%	18%	17%
Truck Camper	12%	10%	15%	12%
5th Wheel Trailer	7%	7%	8%	7%
Travel Trailer	7%	4%	6%	6%
Motorhome	2%	3%	2%	3%



Units less than 29' in length accounted for most of the travel trailers used, while just over half (52%) of 5th Wheel trailers tended to be between 25'-29'. The most common length for motorhomes was 20'-24'. Relatively few RV's used in 2005 were longer than 35'.

Length of RV	% of Campers Using.....		
	Travel Trailer	5 th Wheel Trailer	Motorhome
<20'	31	5	12
20' – 24'	30	31	39
25' – 29'	33	52	30
30' – 34'	5	10	15
35' – 40'	<1	2	4
>40'	<1	0	<1

Camper Segment Profiles:

In 2005, the CS survey asked a series of correlated questions, when analysed against a set logic (determined by Alberta Economic Development - Travel Alberta) divided camper's profiles into predetermined segments:

- **Real Relaxers** accounted for 44.5% of camper's profiles. Real Relaxers desire tranquility and peace and quiet. They prefer to do nothing.
- **Comfort Seekers** accounted for 42.6% of camper's profiles. Comfort Seekers have a strong preference for familiar and rural locations. They desire relaxation and strengthening family bonds.
- The smallest segment was **Accomplishers** which accounted for only 12.9% of camper's profiles. Accomplishers desire unfamiliar places to visit and new things to do.

Camper Segment Profiles		
Segment	#	%
Accomplishers	240	12.9
Comfort Seekers	794	42.6
Real Relaxers	829	44.5

Appendix 1.

2005 Survey Distribution / Collection Quotas

Distribution and Collection Guidelines and Final Response
Number of Surveys by Survey Location
(includes returns from survey locations not included in final analysis)

2005 Park / PRA	Adjusted Population ¹ (OCN/3)	Sample Target to be Collected ²	Sample Target to be Distributed ³	Sample Targets								Actual Returns	
				Collected				Distributed				Actual Return (# Surveys)	% of Collection Target Achieved
				JUNE	JULY	AUGUST	SEPTEMBER	JUNE	JULY	AUGUST	SEPTEMBER		
Aspen Beach – Brewers Beach	4,667	190	345	28	75	83	4	51	137	150	7	45	24%
Beauvais Lake *	896	165	295	38	62	55	11	68	111	98	19	191	116%
Bow Valley – Willow Rock	1,139	170	305	36	57	61	17	64	102	109	30	44	26%
Carson – Pegasus *	3,803	190	340	42	60	68	21	75	107	121	37	127	67%
Cross Lake *	1,733	180	325	34	59	60	7	62	107	109	13	219	122%
Cypress Hills – Lodge Pole *	467	140	255	26	54	58	4	47	99	105	7	168	120%
Dunvegan *	952	165	300	42	51	56	15	77	93	103	28	160	97%
Elbow River Valley – McLean Creek	2,874	185	335	45	56	57	27	82	101	103	49	48	26%
Gregoire Lake	2,161	180	330	43	70	61	6	80	127	112	11	52	29%
Hanmore Lake	375	130	235	39	34	47	9	71	62	85	16	74	57%
Jarvis Bay	4,398	190	345	31	76	75	7	56	138	137	13	39	21%
Kananaskis Valley – Eau Claire *	849	160	290	55	50	47	9	99	90	85	16	99	62%
McGregor Reservoir	730	155	285	36	56	53	9	66	103	97	17	61	39%
Oldman River	468	140	255	31	43	45	21	56	78	82	39	73	52%
Peter Lougheed – Lower Lake *	1,690	180	320	27	75	66	12	49	133	118	21	154	86%
Pembina River *	2,167	180	330	46	55	68	11	84	102	125	20	96	53%
Police Outpost	524	145	260	32	33	36	17	58	60	65	30	45	31%
Spray Valley – Spray Lakes West *	1,141	170	305	57	55	48	10	102	99	86	18	166	98%
Williamson	363	130	235	41	42	42	5	74	76	77	9	63	49%
Wolf Lake *	787	160	290	35	54	52	9	63	97	93	17	171	107%
Young's Point	889	165	295	47	51	56	11	84	91	100	20	74	45%
Provincial Total	33,073	3,470	6,275									2,169	63%

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.

* Individual reports detailing the specific survey results for each campground with an adequate sample size (i.e., >95) will also be released subsequent to the provincial summary.

Appendix 2.

Supplemental Questions – Detailed Summary

CS Survey

Year Added	Year Deleted	Supplemental Questions
------------	--------------	------------------------

2002 2003

3. Did you get the type of campsite that you wanted?

- Yes
- No - Which type of campsite would you have preferred? (Mark all that apply)
 - Larger
 - More wooded / shaded
 - More grass cover
 - More private
 - Electrical
 - Electrical & water & sewer
 - Other (specify) _____

2003 2004

6. How would you rate the quality of the following campsite features at this campground? (mark ALL that apply)

	Very Good	Satisfactory	Needs Improvement
Fire pit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Picnic table	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Levelness of site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Privacy of site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Campground lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness of the site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
General condition of trees and/or vegetation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Garbage and recycling facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

CS Survey

Year Added Year Deleted

Supplemental Questions

2004 2005

2. Did anyone in your group participate in any of the following activities while visiting this park? (**mark ALL that apply**). If you and someone else in your group did an activity, you should mark **both** boxes. Not all listed activities may be available or permitted at this park.

Activities:

I DID Someone else in my group DID

A. Attending staff-led presentations / activities / amphitheatre programs	<input type="checkbox"/>	<input type="checkbox"/>
B. Visiting viewpoints / lookouts	<input type="checkbox"/>	<input type="checkbox"/>
C. Using Playground Facilities	<input type="checkbox"/>	<input type="checkbox"/>
D. Swimming / beach use	<input type="checkbox"/>	<input type="checkbox"/>
E. Picnicking	<input type="checkbox"/>	<input type="checkbox"/>
F. Motorboating / waterskiing	<input type="checkbox"/>	<input type="checkbox"/>
G. Fishing	<input type="checkbox"/>	<input type="checkbox"/>
H. Birdwatching	<input type="checkbox"/>	<input type="checkbox"/>
I. Viewing / photographing nature or wildlife	<input type="checkbox"/>	<input type="checkbox"/>
J. Canoeing / kayaking	<input type="checkbox"/>	<input type="checkbox"/>
K. Mountain biking (off road)	<input type="checkbox"/>	<input type="checkbox"/>
L. Other bicycling	<input type="checkbox"/>	<input type="checkbox"/>
M. Day hiking (unguided)	<input type="checkbox"/>	<input type="checkbox"/>
N. Guided hikes / walks	<input type="checkbox"/>	<input type="checkbox"/>
O. Backcountry recreation (e.g., hiking, camping)	<input type="checkbox"/>	<input type="checkbox"/>
P. Casual play (e.g., frisbee, horseshoes)	<input type="checkbox"/>	<input type="checkbox"/>
Q. Resting / relaxing	<input type="checkbox"/>	<input type="checkbox"/>
R. Other (specify): _____	<input type="checkbox"/>	<input type="checkbox"/>

3. Which **ONE** activity listed above did **YOU** spend the **MOST** time doing? Please choose the letter that identifies that activity and write it in the box below (e.g., *spent most time fishing = G*).

Please specify only one letter from the list above:

CS Survey

Year Added Year Deleted

Supplemental Questions

2005

2. In thinking of your camping trips, please answer the following questions:

a) From the following list, please select the **THREE** most important reasons you have for going on a camping trip: (*mark only three*)

To get away from the daily routine

To strengthen our family bonds

To relax

To do things that I've never done before

To see new places

For some peace and quiet

To have fun with friends

b) When thinking of your camping trips, which word best describes your destination preference? (*mark only one*)

Unfamiliar OR Familiar

c) When thinking of your camping trips, which word best describes your destination preference? (*mark only one*)

Excitement OR Tranquil

d) How well does the following statement describe you: "I like to challenge myself when I am on a camping trip"? (*mark only one*)

Does not describe me OR Describes me

e) Do you agree or disagree with the following statement: "We carefully plan our camping trip before actually going"? (*mark only one*)

Disagree OR Agree

Appendix 3.

Questionnaire

What could we have done to make your visit better?

Your participation is very important in evaluating our services.

We appreciate your help.

How Are We Doing?

Dear Visitor,

We are dedicated to providing a high quality experience to our visitors. As part of our efforts to continually improve services, we are asking for your help.

Please take a few minutes at the END OF YOUR VISIT to complete this short survey. Depending on your location, your completed survey can be returned by one of the following options: return the survey in person to any of our staff (Conservation Officers, Campground Hosts, or Campground Operators), drop it off at the main check-in station, or deposit it in a self-registration vault or visitor comment box.

Please do not write in this space

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

FOR PARK USE ONLY

Thank-you for your cooperation.

4200

Please return your completed survey to any of our staff, or drop it off at the check-in station or in a self-registration vault or visitor comment box.

Welcome! to Alberta's Provincial Parks and Recreation Areas.

Please complete this survey just before you leave the park near the end of your stay. We ask **ONLY ONE** adult (18 years or older) in your immediate group who most recently had a birthday to complete this survey.

Please mark your choice by completely filling in the response circle.

We welcome your comments, however please write them on the back of the survey.

1. How would you rate each of the following? (mark N/A for any items that did not apply to this visit)

	VERY GOOD	AVERAGE GOOD	VERY POOR	POOR	N/A
a) Cleanliness of washrooms	<input type="radio"/>				
Friendliness and courtesy of staff	<input type="radio"/>				
Park information services	<input type="radio"/>				
Responsiveness of staff to visitor concerns	<input type="radio"/>				
Condition of facilities	<input type="radio"/>				
Cleanliness of grounds	<input type="radio"/>				
Control of noise	<input type="radio"/>				
Safety and security	<input type="radio"/>				
Value for camping fee	<input type="radio"/>				
Availability of firewood	<input type="radio"/>				

b)

	VERY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	VERY DISSATISFIED
Overall, how satisfied were you with the quality of services and facilities?	<input type="radio"/>				

2. In thinking of your camping trips, please answer the following questions:

a) From the following list, please select the **THREE** most important reasons you have for going on a camping trip: (mark only three)

- To get away from the daily routine
- To strengthen our family bonds
- To relax
- To do things that I've never done before
- To see new places
- For some peace and quiet
- To have fun with friends

b) When thinking of your camping trips, which word best describes your destination preference? (mark only one)

- Unfamiliar OR Familiar

c) When thinking of your camping trips, which word best describes your destination preference? (mark only one)

- Excitement OR Tranquil

d) How well does the following statement describe you: "I like to challenge myself when I am on a camping trip"? (mark only one)

- Does not describe me OR Describes me

e) Do you agree or disagree with the following statement: "We carefully plan our camping trip before actually going"? (mark only one)

- Disagree OR Agree

3. Indicate the number of people that are included on your overnight camping permit (single permit only).

Please specify: (include yourself)

4. Was this your **FIRST** visit to **THIS** park?

- Yes No

If NO, please indicate the number of previous visits to this park in the past two years:

- None in the past 2 years 1 2 3 4 5 6 or more

5. How many nights did you stay at this campground during this visit?

- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

6. What type(s) of camping shelter did your group use during this visit? (mark **ALL that apply**)

- Tent
- Tent Trailer
- Camperized Van
- Truck Camper

	5th Wheel Trailer:	Travel Trailer:	Motor Home:
mark size:	<input type="radio"/> <20'	<input type="radio"/> <20'	<input type="radio"/> <20'
	<input type="radio"/> 20'-24'	<input type="radio"/> 20'-24'	<input type="radio"/> 20'-24'
	<input type="radio"/> 25'-29'	<input type="radio"/> 25'-29'	<input type="radio"/> 25'-29'
	<input type="radio"/> 30'-34'	<input type="radio"/> 30'-34'	<input type="radio"/> 30'-34'
	<input type="radio"/> 35'-40'	<input type="radio"/> 35'-40'	<input type="radio"/> 35'-40'
	<input type="radio"/> >40'	<input type="radio"/> >40'	<input type="radio"/> >40'

Other (specify): _____

7. I live in:

- Canada
- United States
- Other Country

Canadian Postal Code:

(specify): _____
please place comments on back →

Appendix 4.

Satisfaction Score Results – Detailed Summary

**How Would You Rate Each of the Following?
Satisfaction with 10 Park Services and Facilities
2005 Provincial Summary**

How would you rate each of the following services and facilities?	N/A		Very Poor		Poor		Average		Good		Very Good		Number of Respondents	Mean Score	Lowbox	Topbox	Evaluation Score Total
	#	%	#	%	#	%	#	%	#	%	#	%	#	mean	% poor + very poor	% very good	#
Cleanliness of washrooms	117	5.50	54	2.54	67	3.15	294	13.82	669	31.45	926	43.54	2,010	4.17	6.02	46.07	2,127
Friendliness and courtesy of staff	69	3.25	8	0.38	17	0.80	114	5.38	482	22.74	1,430	67.45	2,051	4.61	1.22	69.72	2,120
Park information services	264	12.77	76	3.68	135	6.53	352	17.02	631	30.51	610	29.50	1,804	3.87	11.70	33.81	2,068
Responsiveness of staff to visitor concerns	695	33.74	9	0.44	19	0.92	141	6.84	412	20.00	784	38.06	1,365	4.42	2.05	57.44	2,060
Condition of facilities	24	1.14	20	0.95	58	2.75	331	15.69	876	41.54	800	37.93	2,085	4.14	3.74	38.37	2,109
Cleanliness of grounds	8	0.37	11	0.52	37	1.73	190	8.90	696	32.60	1,193	55.88	2,127	4.42	2.26	56.09	2,135
Control of noise	150	7.12	29	1.38	46	2.18	220	10.44	723	34.30	940	44.59	1,958	4.28	3.83	48.01	2,108
Safety and security	224	10.72	14	0.67	25	1.20	219	10.48	756	36.19	851	40.74	1,865	4.29	2.09	45.63	2,089
Value for camping fee	14	0.66	36	1.69	93	4.37	574	26.95	719	33.76	694	32.58	2,116	3.92	6.10	32.80	2,130
Availability of firewood	162	7.63	109	5.14	133	6.27	244	11.50	535	25.21	939	44.25	1,960	4.05	12.35	47.91	2,122

* 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
2005 Provincial Summary**

Overall Satisfaction:	Very Dissatisfied		Dissatisfied		Neutral		Satisfied		Very Satisfied		Number of Respondents	Mean Score	Lowbox	Topbox	Evaluation Score Total
	#	%	#	%	#	%	#	%	#	%	#	mean	% poor + very poor	% very good	#
Overall, how satisfied were you with the quality of services and facilities?	13	0.63	41	2.00	128	6.24	924	45.07	944	46.05	2,050	4.34	2.6	46.1	2,050

**Satisfaction Measures: Thresholds and Traffic Light Scores for 10 Park Services and Facilities
2005 Provincial Summary**

Park Services and Facilities:	Mean Score	threshold	Lowbox	threshold	Topbox	threshold	Traffic Light Evaluation* ₁	Pass Level* ₂
	mean	>4.00	Poor + Very Poor (%)	<10%	Very Good (%)	>40%		
Cleanliness of washrooms	4.17	Pass	6.02	Pass	46.07	Pass	● Green	
Friendliness and courtesy of staff	4.61	Pass	1.22	Pass	69.72	Pass	● Green	
Park information services	3.87	Fail	11.70	Fail	33.81	Fail	● Red	
Responsiveness of staff to visitor concerns	4.42	Pass	2.05	Pass	57.44	Pass	● Green	
Condition of facilities	4.14	Pass	3.74	Pass	38.37	Fail	● Amber	
Cleanliness of grounds	4.42	Pass	2.26	Pass	56.09	Pass	● Green	
Control of noise	4.28	Pass	3.83	Pass	48.01	Pass	● Green	
Safety and security	4.29	Pass	2.09	Pass	45.63	Pass	● Green	
Value for camping fee	3.92	Fail	6.10	Pass	32.80	Fail	● Red	
Availability of firewood	4.05	Pass	12.35	Fail	47.91	Pass	● Amber	1

**Overall Satisfaction Measure: Thresholds and Traffic Light Scores
2005 Provincial Summary**

Overall Satisfaction:	Mean Score	threshold	Lowbox	threshold	Topbox	threshold	Traffic Light Evaluation* ₁	Pass Level* ₂
	mean	>4.00	Poor + Very Poor (%)	<10%	Very Good (%)	>40%		
Overall, how satisfied were you with the quality of services and facilities?	4.34	Pass	2.63	Pass	46.05	Pass	● Green	N/A

* ₁	Legend:
● (Green)	High Satisfaction (all 3 measures meet set thresholds)
● (Amber)	Moderate Satisfaction (1 of 3 measures fail to meet thresholds)
● (Red)	Potentially Low Satisfaction (2 or 3 measures fail to meet thresholds)

* ₂	Pass Level
1	At least one of the three measures barely passed set thresholds
2	Two of the three measures barely passed set thresholds
3	Three of the three measures barely passed set thresholds

Appendix 5.

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

Campground	Traffic Light Evaluation			Park Services and Facilities:	Pass Level
	R	A	G		
Aspen Beach – Brewers Beach (n=45)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Cleanliness of washrooms	1
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Friendliness and courtesy of staff	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Park information services	
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Responsiveness of staff to visitor concerns	
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Condition of facilities	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Cleanliness of grounds	
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Control of noise	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Safety and security	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Value for camping fee	1
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Availability of firewood	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Overall , how satisfied were you with the quality of services and facilities?	
Beauvais Lake (n=191)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Cleanliness of washrooms	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Friendliness and courtesy of staff	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Park information services	1
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Responsiveness of staff to visitor concerns	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Condition of facilities	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Cleanliness of grounds	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Control of noise	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Safety and security	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Value for camping fee	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Availability of firewood	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Overall , how satisfied were you with the quality of services and facilities?	
Bow Valley – Willow Rock (n=44)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Cleanliness of washrooms	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Friendliness and courtesy of staff	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Park information services	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Responsiveness of staff to visitor concerns	1
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Condition of facilities	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Cleanliness of grounds	1
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Control of noise	1
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Safety and security	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Value for camping fee	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Availability of firewood	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Overall , how satisfied were you with the quality of services and facilities?	

Legend		Pass Level: (see page 4 for explanation)	
<input checked="" type="radio"/> (G)	High Satisfaction (all 3 measures meet set thresholds)	1	1 of 3 measures barely passed set thresholds
<input checked="" type="radio"/> (A)	Moderate Satisfaction (1 of 3 measures fail to meet thresholds)	2	2 of 3 measures barely passed set thresholds
<input checked="" type="radio"/> (R)	Potentially Low Satisfaction (2 or 3 measures fail to meet thresholds)	3	3 of 3 measures barely passed set thresholds

Campground	Traffic Light Evaluation			Park Services and Facilities:	Pass Level
	R	A	G		
Carson - Pegasus (n=127)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Cleanliness of washrooms	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Friendliness and courtesy of staff	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Park information services	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Responsiveness of staff to visitor concerns	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Condition of facilities	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Cleanliness of grounds	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Control of noise	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Safety and security	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Value for camping fee	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Availability of firewood	
	<input type="radio"/>	<input type="radio"/>	Overall , how satisfied were you with the quality of services and facilities?		
Cross Lake (n=219)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Cleanliness of washrooms	1
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Friendliness and courtesy of staff	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Park information services	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Responsiveness of staff to visitor concerns	
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Condition of facilities	1
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Cleanliness of grounds	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Control of noise	
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Safety and security	
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Value for camping fee	1
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Availability of firewood	
	<input type="radio"/>	<input checked="" type="radio"/>	Overall , how satisfied were you with the quality of services and facilities?		
Cypress Hills – Lodge Pole (n=168)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Cleanliness of washrooms	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Friendliness and courtesy of staff	
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Park information services	1
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Responsiveness of staff to visitor concerns	1
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Condition of facilities	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Cleanliness of grounds	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Control of noise	1
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Safety and security	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Value for camping fee	1
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Availability of firewood	
	<input type="radio"/>	<input checked="" type="radio"/>	Overall , how satisfied were you with the quality of services and facilities?		

Legend		Pass Level: (see page 4 for explanation)	
<input checked="" type="radio"/> (G)	High Satisfaction (all 3 measures meet set thresholds)	1	1 of 3 measures barely passed set thresholds
<input checked="" type="radio"/> (A)	Moderate Satisfaction (1 of 3 measures fail to meet thresholds)	2	2 of 3 measures barely passed set thresholds
<input checked="" type="radio"/> (R)	Potentially Low Satisfaction (2 or 3 measures fail to meet thresholds)	3	3 of 3 measures barely passed set thresholds

Campground	Traffic Light Evaluation			Park Services and Facilities:	Pass Level
	R	A	G		
Dunvegan (n=160)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Cleanliness of washrooms	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Friendliness and courtesy of staff	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Park information services	1
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Responsiveness of staff to visitor concerns	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Condition of facilities	1
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Cleanliness of grounds	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Control of noise	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Safety and security	
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Value for camping fee	1
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Availability of firewood	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Overall , how satisfied were you with the quality of services and facilities?	
Elbow River Valley – McLean Creek (n=48)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Cleanliness of washrooms	1
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Friendliness and courtesy of staff	
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Park information services	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Responsiveness of staff to visitor concerns	
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Condition of facilities	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Cleanliness of grounds	
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Control of noise	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Safety and security	
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Value for camping fee	1
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Availability of firewood	
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Overall , how satisfied were you with the quality of services and facilities?		
Gregoire Lake (n=52)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Cleanliness of washrooms	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Friendliness and courtesy of staff	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Park information services	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Responsiveness of staff to visitor concerns	
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Condition of facilities	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Cleanliness of grounds	
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Control of noise	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Safety and security	
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Value for camping fee	1
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Availability of firewood	
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Overall , how satisfied were you with the quality of services and facilities?	

Legend		Pass Level: (see page 4 for explanation)	
<input checked="" type="radio"/> (G)	High Satisfaction (all 3 measures meet set thresholds)	1	1 of 3 measures barely passed set thresholds
<input checked="" type="radio"/> (A)	Moderate Satisfaction (1 of 3 measures fail to meet thresholds)	2	2 of 3 measures barely passed set thresholds
<input checked="" type="radio"/> (R)	Potentially Low Satisfaction (2 or 3 measures fail to meet thresholds)	3	3 of 3 measures barely passed set thresholds

Campground	Traffic Light Evaluation			Park Services and Facilities:	Pass Level
	R	A	G		
Hanmore Lake (n=74)	●	○	○	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	1
	●	○	○	Value for camping fee	
	○	○	●	Availability of firewood	
	○	●	Overall , how satisfied were you with the quality of services and facilities?		
Jarvis Bay (n=39)	●	○	○	Cleanliness of washrooms	
	○	●	○	Friendliness and courtesy of staff	1
	●	○	○	Park information services	
	○	○	●	Responsiveness of staff to visitor concerns	
	○	○	●	Condition of facilities	
	○	○	●	Cleanliness of grounds	
	○	○	●	Control of noise	1
	○	○	●	Safety and security	
	●	○	○	Value for camping fee	
	●	○	○	Availability of firewood	1
	○	●	Overall , how satisfied were you with the quality of services and facilities?		
Kananaskis Valley – Eau Claire (n=99)	●	○	○	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	1
	○	○	●	Safety and security	
	●	○	○	Value for camping fee	1
	○	○	●	Availability of firewood	
	○	●	Overall , how satisfied were you with the quality of services and facilities?		

Legend		Pass Level: (see page 4 for explanation)	
● (G)	High Satisfaction (all 3 measures meet set thresholds)	1	1 of 3 measures barely passed set thresholds
● (A)	Moderate Satisfaction (1 of 3 measures fail to meet thresholds)	2	2 of 3 measures barely passed set thresholds
● (R)	Potentially Low Satisfaction (2 or 3 measures fail to meet thresholds)	3	3 of 3 measures barely passed set thresholds

Campground	Traffic Light Evaluation			Park Services and Facilities:	Pass Level
	R	A	G		
McGregor Reservoir (n=61)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Cleanliness of washrooms	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Friendliness and courtesy of staff	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Park information services	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Responsiveness of staff to visitor concerns	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Condition of facilities	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Cleanliness of grounds	
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Control of noise	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Safety and security	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Value for camping fee	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Availability of firewood	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Overall , how satisfied were you with the quality of services and facilities?	
Oldman River (n=73)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Cleanliness of washrooms	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Friendliness and courtesy of staff	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Park information services	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Responsiveness of staff to visitor concerns	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Condition of facilities	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Cleanliness of grounds	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Control of noise	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Safety and security	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Value for camping fee	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Availability of firewood	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Overall , how satisfied were you with the quality of services and facilities?	
Peter Lougheed – Lower Lake (n=154)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Cleanliness of washrooms	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Friendliness and courtesy of staff	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Park information services	1
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Responsiveness of staff to visitor concerns	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Condition of facilities	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Cleanliness of grounds	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Control of noise	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Safety and security	
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Value for camping fee	1
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Availability of firewood	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Overall , how satisfied were you with the quality of services and facilities?	

Legend		Pass Level: (see page 4 for explanation)	
<input checked="" type="radio"/> (G)	High Satisfaction (all 3 measures meet set thresholds)	1	1 of 3 measures barely passed set thresholds
<input checked="" type="radio"/> (A)	Moderate Satisfaction (1 of 3 measures fail to meet thresholds)	2	2 of 3 measures barely passed set thresholds
<input checked="" type="radio"/> (R)	Potentially Low Satisfaction (2 or 3 measures fail to meet thresholds)	3	3 of 3 measures barely passed set thresholds

Campground	Traffic Light Evaluation			Park Services and Facilities:	Pass Level
	R	A	G		
Pembina River (n=96)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Cleanliness of washrooms	1
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Friendliness and courtesy of staff	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Park information services	
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Responsiveness of staff to visitor concerns	
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Condition of facilities	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Cleanliness of grounds	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Control of noise	2
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Safety and security	
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Value for camping fee	1
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Availability of firewood	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Overall , how satisfied were you with the quality of services and facilities?	1
	Police Outpost (n=45)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Cleanliness of washrooms
<input type="radio"/>		<input type="radio"/>	<input checked="" type="radio"/>	Friendliness and courtesy of staff	
<input checked="" type="radio"/>		<input type="radio"/>	<input type="radio"/>	Park information services	
<input type="radio"/>		<input type="radio"/>	<input checked="" type="radio"/>	Responsiveness of staff to visitor concerns	
<input type="radio"/>		<input checked="" type="radio"/>	<input type="radio"/>	Condition of facilities	
<input type="radio"/>		<input type="radio"/>	<input checked="" type="radio"/>	Cleanliness of grounds	
<input type="radio"/>		<input type="radio"/>	<input checked="" type="radio"/>	Control of noise	
<input checked="" type="radio"/>		<input type="radio"/>	<input type="radio"/>	Safety and security	1
<input checked="" type="radio"/>		<input type="radio"/>	<input type="radio"/>	Value for camping fee	
<input type="radio"/>		<input type="radio"/>	<input checked="" type="radio"/>	Availability of firewood	
<input type="radio"/>		<input type="radio"/>	<input checked="" type="radio"/>	Overall , how satisfied were you with the quality of services and facilities?	
Spray Valley – Spray Lakes West (n=166)		<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Cleanliness of washrooms
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Friendliness and courtesy of staff	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Park information services	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Responsiveness of staff to visitor concerns	
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Condition of facilities	1
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Cleanliness of grounds	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Control of noise	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Safety and security	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Value for camping fee	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Availability of firewood	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Overall , how satisfied were you with the quality of services and facilities?	

Legend		Pass Level: (see page 4 for explanation)	
<input checked="" type="radio"/> (G)	High Satisfaction (all 3 measures meet set thresholds)	1	1 of 3 measures barely passed set thresholds
<input checked="" type="radio"/> (A)	Moderate Satisfaction (1 of 3 measures fail to meet thresholds)	2	2 of 3 measures barely passed set thresholds
<input checked="" type="radio"/> (R)	Potentially Low Satisfaction (2 or 3 measures fail to meet thresholds)	3	3 of 3 measures barely passed set thresholds

Campground	Traffic Light Evaluation			Park Services and Facilities:	Pass Level
	R	A	G		
Williamson (n=63)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Cleanliness of washrooms	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Friendliness and courtesy of staff	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Park information services	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Responsiveness of staff to visitor concerns	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Condition of facilities	1
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Cleanliness of grounds	1
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Control of noise	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Safety and security	1
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Value for camping fee	1
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Availability of firewood	
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Overall , how satisfied were you with the quality of services and facilities?	
Wolf Lake (n=171)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Cleanliness of washrooms	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Friendliness and courtesy of staff	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Park information services	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Responsiveness of staff to visitor concerns	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Condition of facilities	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Cleanliness of grounds	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Control of noise	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Safety and security	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Value for camping fee	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Availability of firewood	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Overall , how satisfied were you with the quality of services and facilities?	
Young's Point (n=74)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Cleanliness of washrooms	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Friendliness and courtesy of staff	
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Park information services	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Responsiveness of staff to visitor concerns	
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Condition of facilities	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Cleanliness of grounds	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Control of noise	
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Safety and security	
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Value for camping fee	1
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Availability of firewood	2
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Overall , how satisfied were you with the quality of services and facilities?	1

Legend		Pass Level: (see page 4 for explanation)	
<input checked="" type="radio"/> (G)	High Satisfaction (all 3 measures meet set thresholds)	1	1 of 3 measures barely passed set thresholds
<input checked="" type="radio"/> (A)	Moderate Satisfaction (1 of 3 measures fail to meet thresholds)	2	2 of 3 measures barely passed set thresholds
<input checked="" type="radio"/> (R)	Potentially Low Satisfaction (2 or 3 measures fail to meet thresholds)	3	3 of 3 measures barely passed set thresholds

2005 Camper Satisfaction Survey – Traffic Light Summary of All Sites

CAMPGROUND:	Cleanliness of washrooms	Friendliness and courtesy of staff	Park information services	Responsiveness of staff to visitor concerns	Condition of facilities	Cleanliness of grounds	Control of noise	Safety and security	Value for camping fee	Availability of firewood	Overall Satisfaction with Services and Facilities
Aspen Beach – Brewers Beach*	● 1 Amber	● Green	● Red	● Amber	● Amber	● Green	● Amber	● Green	● 1 Red	● Red	● Green
Beauvais Lake	● Green	● Green	● 1 Green	● Green	● Green	● Green	● Green	● Green	● Green	● Green	● Green
Bow Valley – Willow Rock*	● Red	● Green	● Red	● 1 Green	● Red	● 1 Green	● 1 Red	● Red	● Red	● Green	● Red
Carson – Pegasus	● Green	● Green	● Green	● Green	● Green	● Green	● Green	● Green	● Red	● Green	● Green
Cross Lake	● 1 Red	● Green	● Red	● Green	● 1 Amber	● Green	● Green	● Amber	● 1 Amber	● Red	● Amber
Cypress Hills – Lodge Pole	● Red	● Green	● 1 Amber	● 1 Amber	● Red	● Green	● 1 Red	● Amber	● 1 Red	● Red	● Amber
Dunvegan	● Amber	● Green	● 1 Green	● Green	● 1 Green	● Green	● Green	● Green	● 1 Amber	● Green	● Green
Elbow River Valley – McLean Creek*	● 1 Amber	● Green	● Amber	● Green	● Amber	● Green	● Amber	● Green	● 1 Amber	● Green	● Green
Gregoire Lake*	● Red	● Green	● Red	● Green	● Amber	● Green	● Amber	● Green	● 1 Amber	● Red	● Amber
Hanmore Lake*	● Red	● Green	● Red	● Green	● Red	● Red	● Amber	● 1 Green	● Red	● Green	● Amber
Jarvis Bay*	● Red	● 1 Amber	● Red	● Green	● Green	● Green	● 1 Green	● Green	● Red	● 1 Red	● Green
Kananaskis Valley – Eau Claire	● Red	● Green	● Red	● Green	● Green	● Green	● 1 Amber	● Green	● 1 Red	● Green	● Green
McGregor Reservoir*	● Green	● Green	● Red	● Green	● Red	● Green	● Amber	● Green	● Green	● Green	● Green
Oldman River*	● Red	● Green	● Red	● Red	● Red	● Red	● Red	● Red	● Red	● Red	● Red
Peter Lougheed – Lower Lake	● Green	● Green	● 1 Green	● Green	● Green	● Green	● Green	● Green	● 1 Amber	● Green	● Green
Pembina River	● 1 Amber	● Green	● Red	● Amber	● Amber	● Green	● 2 Green	● Green	● 1 Amber	● Green	● 1 Green
Police Outpost*	● Green	● Green	● Red	● Green	● Amber	● Green	● Green	● 1 Red	● Red	● Green	● Green
Spray Valley – Spray Lakes West	● Green	● Green	● Red	● Green	● 1 Amber	● Green	● Green	● Green	● Red	● Green	● Green
Williamson*	● Amber	● Green	● Red	● Green	● 1 Red	● 1 Green	● Green	● 1 Green	● 1 Red	● Amber	● Amber
Wolf Lake	● Green	● Green	● Green	● Green	● Green	● Green	● Green	● Green	● Red	● Red	● Green
Young's Point*	● Green	● Green	● Red	● Green	● Amber	● Green	● Green	● Green	● 1 Amber	● 2 Green	● 1 Green

*Please note: This site received <95 surveys. Therefore the results are not statistically valid and should be interpreted with caution.

Legend: ○ ○ ● **High Satisfaction** (3/3 measures meet set thresholds)
 ○ ● ○ **Moderate Satisfaction** (1/3 measures fail to meet thresholds)
 ● ○ ○ **potentially Low Satisfaction** (2/3 measures fail to meet thresholds)

Pass Level: 1 At least one of the three measures barely passed set thresholds
 2 Two of the three measures barely passed set thresholds
 3 Three of the three measures barely passed set thresholds

Appendix 6.

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

Comment Analysis:

As completed surveys were received over the 2005 survey season, all comments were entered and coded according to a comprehensive, pre-coded list. This list was developed based on comments received in 2002 and 2003, with minor additions from subsequent years. This list consists of both general and sub-categories of comments as outlined in the table in the following pages. For analysis purposes, negative and positive comments were analysed separately. Negative comments were reported to provide additional insight into the traffic light analysis for each of the 10 measured attributes. Additional comments that did not fall into one of the 10 attribute categories were also reported briefly.

2005 Comment Analysis - Negative Comments Only

General Category:	n	% of ALL comments*	% of ALL surveys represented	Sub-Category:	n	% of category*	% of ALL comments
Condition of Facilities:	607	15.5%	46.1%	<i>See 3 Main Subcategories Below</i>			
Campsite	116	3.0%	8.8%	Campsites Need Levelling	24	4.0%	0.6%
				Firepits Deteriorating / Need Holes / Bigger	22	3.6%	0.6%
				Campsites Need More Gravel	18	3.0%	0.5%
				Campsite-Other	9	1.5%	0.2%
				Campsite Needs to be Rearranged (position of firepit, posts)	4	0.7%	0.1%
				Picnic Tables Deteriorating	39	6.4%	1.0%
Grounds	356	9.1%	27.1%	Landscaping (grass needs cutting, trim overgrowth, need more trees/shrubs)	77	12.7%	2.0%
				Playgrounds Run Down / Need Upgrading / More Equipment	52	8.6%	1.3%
				Boat Launch Deteriorating / Location / Needed	40	6.6%	1.0%
				General Deterioration / Needs Work, Upgrading	39	6.4%	1.0%
				Poor Condition of Beach / Swimming Area (sand, size, weeds, raking)	39	6.4%	1.0%
				Dock Facilities Deteriorating / Needed / Other	33	5.4%	0.8%
				Tree Hazards / Dead Fall	32	5.3%	0.8%
				Washroom Facilities Deteriorating	25	4.1%	0.6%
				Fish Cleaning Station Deteriorating / Needed / Other	7	1.2%	0.2%
				Shower Facilities Deteriorating	6	1.0%	0.2%
				Trails/Pathways Deteriorating / Needed / Poor Positioning	2	0.3%	0.1%
				Needs Maintenance (sand, leaves, weeds etc.)	4	0.7%	0.1%
Roads	135	3.4%	10.3%	Dusty Roads / Pave Roads (campground and access roads)	87	14.3%	2.2%
				Poor Campground Road Conditions (potholes, washboard)	30	4.9%	0.8%
				Roads-Other	12	2.0%	0.3%
				Poor Access Road Conditions (potholes, washboard)	6	1.0%	0.2%

2005 Comment Analysis - Negative Comments Only (continued)

General Category:	n	% of ALL comments*	% of ALL surveys represented	Sub-Category:	n	% of category*	% of ALL comments
Firewood	636	16.22%	48.3%	Poor Quality (too long, wet)	270	42.5%	6.9%
				Poor Access (location, timing)	124	19.5%	3.2%
				Cost (too expensive, should be free)	106	16.7%	2.7%
				Firewood Quantity (not enough/no wood)	42	6.6%	1.1%
				Firewood Delivery Needed and other	41	6.5%	1.1%
				Firewood Shelter Needed/Upgraded	37	5.8%	0.9%
				Firewood Should be Included in Fees	16	2.5%	0.4%
Hook-ups / Dump-stations / Water	250	6.4%	19.0%	Install or Additional Power Campsites	127	50.8%	3.2%
				Poor Drinking Water Quality / Need Potable Water	40	16.0%	1.0%
				Full Power-Water-Sewer Hook-ups Needed	22	8.8%	0.6%
				Sewage Dump-stations Needed / Dirty / Full	15	6.0%	0.4%
				Water Hook-ups Needed	15	6.0%	0.4%
				Other (specific amperage, water filling station needed)	14	5.6%	0.4%
				Running Water Needed (not washroom related)	11	4.4%	0.3%
				More Taps / Water Locations	4	1.6%	0.1%
				Grey-water Disposal Needed	2	0.8%	0.1%
Washrooms: Other	210	5.4%	16.0%	Flush Toilets / Running Water Needed	47	22.4%	1.2%
				Supplies needed (paper, soap)	44	21.0%	1.1%
				Additional upgrades needed	29	13.8%	0.7%
				Washroom Lighting Needed (indoor, outdoor)	28	13.3%	0.7%
				Timing of Cleaning	26	12.4%	0.7%
				More Washroom Facilities Needed	19	9.1%	0.5%
				Poor Accessibility (disabled, general)	11	5.2%	0.3%
				Other (water, disrupted)	6	2.9%	0.2%

2005 Comment Analysis - Negative Comments Only (continued)

General Category:	n	% of ALL comments*	% of ALL surveys represented	Sub-Category:	n	% of category*	% of ALL comments
Campground Facilities	184	4.7%	14.0%				
				Store Needed / Have More Supplies / Too Expensive	59	32.1%	1.5%
				Other - Campground Facilities	47	25.5%	1.2%
				Need More Facilities (firepits, marina etc.)	35	19.0%	0.9%
				Boat/Seadoo Rentals Needed	11	6.0%	0.3%
				Recycle Bins Needed	9	4.9%	0.2%
				Need / Better Area Campground Lighting	7	3.8%	0.2%
				More Garbage Bins Needed	7	3.8%	0.2%
				Need / Additional Laundry Facilities	6	3.3%	0.2%
				Need / Additional Phone Booth	3	1.6%	0.1%
Showers: Other	261	6.7%	19.8%				
				Install Shower Facilities	170	65.1%	4.3%
				Problems with Temperature / Pressure / Time Allotment	31	11.9%	0.8%
				Upgrades Needed (shelves, mats, disabled access)	22	8.4%	0.6%
				Additional Shower Facilities Needed	17	6.5%	0.4%
				Should be Free / Less Expensive	11	4.2%	0.3%
				Poor Accessibility	10	3.8%	0.3%
Washrooms & Showers: Cleanliness	146	3.7%	11.1%				
				Poor Washroom Cleanliness	79	54.1%	2.0%
				Offensive Odours	54	37.0%	1.4%
				Poor Shower Cleanliness	13	8.9%	0.3%
Campsite Preferences	126	3.2%	9.6%				
				Too Small / Narrow	47	37.3%	1.2%
				Other Preferences	23	18.3%	0.6%
				More Shaded / Wooded	15	11.9%	0.4%
				Need Additional Campsites	13	10.3%	0.3%
				More Private	12	9.5%	0.3%
				Need Pull-through Campsites	6	4.8%	0.2%
				Closer to Lake / Water	5	4.0%	0.1%
				More Grass Cover	4	3.2%	0.1%
				Need Tent Pads	1	0.8%	0.03%

2005 Comment Analysis - Negative Comments Only (continued)

General Category:	n	% of ALL comments*	% of ALL surveys represented	Sub-Category:	n	% of category*	% of ALL comments
Safety & Security	178	4.5%	13.5%				
				Other Enforcement Issues	103	57.9%	2.6%
				Excessive Speed in Campground	32	18.0%	0.8%
				Dogs Off-Leash (grounds or beach)	16	9.0%	0.4%
				Boats Need Control (speeding, alcohol)	13	7.3%	0.3%
				Need More Security Patrols	12	6.7%	0.3%
				Control of Parking (on roads, campsites, boats etc.)	2	1.1%	0.1%
Value for Camping	72	1.8%	5.5%				
				Camping Fees Too High (poor value for services provided)	54	75.0%	1.4%
				Charges for Additional Camping Units on a Campsite are Too High	13	18.1%	0.3%
				Shouldn't Have the \$6 Reservation Fee	3	4.2%	0.1%
				Free Camping for Preferred Visitors	2	2.8%	0.1%
Information Services	121	3.1%	9.2%				
				Additional / Better Campground Signs	35	28.9%	0.9%
				Other - Information Services	19	15.7%	0.5%
				Needed / Improved Trail Maps	18	14.9%	0.5%
				Additional / Better Access Road or Highway Signs to Park	15	12.4%	0.4%
				Need / Better Campground Maps	14	11.6%	0.4%
				Campground Guide / Website / Signs / Maps Inaccurate	10	8.3%	0.3%
				Need / Update Website	6	5.0%	0.2%
				Lack of General Information about Area	4	3.3%	0.1%
Grounds & Campsite Cleanliness	95	2.4%	7.2%				
				Campsite Dirty (garbage in site)	29	30.5%	0.7%
				Firepits Full / Dirty	21	22.1%	0.5%
				Dog Feces Not Picked Up	17	17.9%	0.4%
				Garbage Overflowing / More Frequent Removal Needed / Offensive Odours	10	10.5%	0.3%
				Beach / Swimming Area Dirty	8	8.4%	0.2%
				Grounds dirty	8	8.4%	0.2%
				Campsite Needs Raking	2	2.1%	0.1%

2005 Comment Analysis - Negative Comments Only (continued)

General Category:	n	% of ALL comments*	% of ALL surveys represented	Sub-Category:	n	% of category*	% of ALL comments
Noise Complaints	144	3.7%	10.9%	Late Night Parties / Other Campers	50	34.7%	1.3%
				Need Better Noise Control	25	17.4%	0.6%
				Music (too loud, disallow)	23	16.0%	0.6%
				Other - Noise Complaints	21	14.6%	0.5%
				Generator Noise	19	13.2%	0.5%
				Dogs Barking	6	4.2%	0.2%
Campground Operations	134	3.4%	10.2%	Other (tent specific sites, check-out times)	72	53.7%	1.8%
				Fee Structure (should have day-use and seasonal fees)	26	19.4%	0.7%
				Opposed to Contracted Operations (should be Government run)	10	7.5%	0.3%
				Fee Discounts Needed (seniors, weekdays)	10	7.5%	0.3%
				Extended Booth Hours	8	6.0%	0.2%
				More Payment Options (Visa, Interac, cheque)	7	5.2%	0.2%
				Poor Refund Policy	1	0.8%	0.03%
Staffing	129	3.3%	9.8%	Other - Staffing/CO/Hosts	45	34.9%	1.2%
				Unfriendly / Rude	36	27.9%	0.9%
				No Staff Seen / Available	22	17.1%	0.6%
				Additional Staff Needed	18	14.0%	0.5%
				Poor Response to Concerns	7	5.4%	0.2%
				Un-informed Staff	1	0.8%	0.03%
Playgrounds / Play Areas	54	1.4%	4.1%	Need / Additional Playgrounds	29	53.7%	0.7%
				Other (e.g., more activities)	18	33.3%	0.5%
				Need more Play Fields / Green Areas	4	7.4%	0.1%
				Horseshoe Pitches Needed / Upgrades	3	5.6%	0.1%

2005 Comment Analysis - Negative Comments Only (continued)

General Category:	n	% of ALL comments*	% of ALL surveys represented	Sub-Category:	n	% of category*	% of ALL comments
Reservation System	96	2.5%	7.3%				
				Other (reservation policy is not consistent etc.)	25	26.0%	0.6%
				Want to Reserve a Specific Site (power, site#)	15	15.6%	0.4%
				Need Reservation System	15	15.6%	0.4%
				Improper Reservation Use (site held with chair, tent, stayed too long, pay extra nights to keep site)	14	14.6%	0.4%
				Overbooked / Did Not Get the Site that was Reserved	13	13.5%	0.3%
				Difficulty with Reservation System (couldn't get, online etc.)	6	6.3%	0.2%
				More Sites Needed for Reservation	5	5.2%	0.1%
				More First-Come-First-Served	3	3.1%	0.1%
Animal / Insect Complaints	59	1.5%	4.5%				
				Mosquito Complaints	21	35.6%	0.5%
				Other - Animal/Insect Complaints	16	27.1%	0.4%
				Dog Complaints (shouldn't allow dogs)	14	23.7%	0.4%
				Wildlife Complaints (skunks, bears, gophers)	8	13.6%	0.2%
Trails	79	2.0%	6.0%				
				Need / Upgrade Trail Signage	30	38.0%	0.8%
				Trails Deteriorating	28	35.4%	0.7%
				Other - Trails	21	26.6%	0.5%
Beach / Lake	64	1.6%	4.9%				
				Swimming Area / Beach Area Too Small / Needed	54	84.4%	1.4%
				Other - Beach/Lake	6	9.4%	0.2%
				Poor Lake Water Quality	4	6.3%	0.1%

2005 Comment Analysis - Negative Comments Only (continued)

General Category:	n	% of ALL comments*	% of ALL surveys represented	Sub-Category:	n	% of category*	% of ALL comments
Interpretive Programs	64	1.6%	4.9%				
				Need Programs / Re-open Programs or Amphitheatre	43	67.2%	1.1%
				Additional Programs	8	12.5%	0.2%
				Need / Upgrade Interpretive Trail Signage	8	12.5%	0.2%
				Need More Children's Activities / Programs	5	7.8%	0.1%
Fishing	51	1.3%	3.9%				
				Other - Fishing	25	49.0%	0.6%
				Catch Limit	13	25.5%	0.3%
				Poor Fishing	9	17.7%	0.2%
				Should Stock the Lake	4	7.84	1.3
Miscellaneous	160	4.1%	12.2%				
TOTAL NEGATIVE COMMENTS:	3,920	100.0%	297.87%				

2005 Comment Analysis - ALL Comments **

General Category:	n	% of ALL comments*	% of ALL surveys represented	Sub-Category	n	% of category*	% of all comments
Positive Comments	1,725	100.0%	268.3%				
				General (e.g., nice time, enjoyed stay, nothing wrong)	531	30.8%	30.8%
				Good staff, hosts, operator	349	20.2%	20.2%
				Nice facilities (e.g. campground, campsites, grounds)	292	16.9%	16.9%
				Other	131	7.6%	7.6%
				Clean /Well Run Campground / Clean Washrooms	108	6.3%	6.3%
				Lovely area	103	6.0%	6.0%
				Will Return to Campground	76	4.4%	4.4%
				Quiet Campground	54	3.1%	3.1%
				Enjoyed Wildlife/ Good Fishing	30	1.7%	1.7%
				Good Trails	22	1.3%	1.3%
				No Safety/Security Issues	19	1.1%	1.1%
				Good Interpretive/Amphitheatre Programs	10	0.6%	0.6%
Negative Comments	3,920	69.4%	297.87%				
Positive Comments	1,725	30.6%	268.3%				
TOTAL POSITIVE + NEGATIVE COMMENTS:	5,645	100.0%					

* In both tables, totals for general categories and subcategories may add up to >100% as many respondents made comments that applied to more than one general category and/or more than one subcategory.

** A total of 1,491 surveys with comments were received. Of these 1,491 surveys, 175 included **only** positive feedback related to the campground. Positive or congratulatory comments were only included in the above table for general comparison purposes. A total of 1,316 surveys with negative feedback or complaints about specific issues were included in the analysis and are outlined and categorized in the previous table. Of the surveys with negative feedback, 848 surveys received had **only** negative comments. Of note, 468 of the 1,491 surveys included **both** positive and negative comments.

