

Publishing information

Title: How are we doing? – Provincial Summary

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How are we doing?

PROVINCIAL SUMMARY

ABOUT THIS SURVEY

Initiated in 2002, the Camper Satisfaction (CS) Survey program includes a representative cross-section of 105¹ provincial parks or recreation area campgrounds according to size (visitation), management method, and geography. Only campgrounds where visitation is greater than 1,050 occupied campsite nights (OCN's)² were initially included in the program. Campers are surveyed at approximately 26 campgrounds per year on a 4-year rotational cycle³. Each campground included in the program will be surveyed at least once every 4-year cycle. 2012 marks both the final year of a 4-year cycle and this particular survey program.

Objectives

The objectives of the 2012 CS Survey are to:

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

Brief Methodology

Respondents for the 2012 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 22 pre-selected survey locations from June 1st to September 3rd, 2012.

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

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

² OCN: One campsite occupied for one night.

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

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

A detailed account of the sampling rationale, design and methodology is described in the 2012 Visitor Satisfaction Survey Planning Report.⁴

In-Season Changes

Although 22 campgrounds were initially identified for sampling in the 2012 season, not all campgrounds and/or surveys are included in the provincial summary analysis or any further reporting of the results for the following reason:

- One campground was removed at the start of surveying due to unforeseen circumstances (e.g., insufficient resources). Although a few surveys were collected prior to the site being removed, not enough were collected to 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 campground (Table 1) were removed entirely from the provincial summary and any further analysis for the reason identified. A total of 2,557 surveys were returned province-wide, of which 17 from this campground were excluded from further analysis.

Table 1: Survey Locations Excluded from Provincial Analysis

Campground	Sample Size	# Surveys excluded	Reason excluded from analysis
Kootenay Plains – Two O' Clock Creek	17	17	Inadequate sample size
Total Survey - ALL campgrounds	2,557	17	
Total Usable Surveys	2,540	N/A	Included in Provincial Analysis

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

KEY HIGHLIGHTS

- 95.1% of campers rated their overall satisfaction as either satisfied or very satisfied.
- Campers were most satisfied with 'friendliness and courtesy of staff' and least satisfied with 'Responsiveness of staff to visitor concerns'.
- According to campers, the number one priority to improve upon is the Cleanliness of Washrooms.
- Nearly half (48%) of campers brought dogs with them, so it will be important to consider if facilities to accommodate dogs and their owners are adequate (e.g., pick up bags, signs specifying regulations or restrictions), especially in the overnight camping areas.
- Almost all campers (95%) had a campfire on their visit.
- If drawn for a gift card from an outdoor retailer of choice, nearly 50% of campers would prefer Canadian Tire, followed by Mountain Equipment Co-op (17%) and Bass Pro Shops (13%).

Trip Profile

- The average camper party size and number of nights stayed was 3.0 and 3.7 respectively.
- Most visits to a campground are planned (89%) and the main destination (93%).
- 91% of campers would return to the park they visited, including 82% of first time visitors.

Origin

- Majority (94.8%) of campers were from Alberta.
- Other Canadian visitors accounted for 5.2% of campers.
- Less than 1.5% of campers were from the United States and other countries respectively.

Camping Equipment

- 86.3% of campers used a single type of camping equipment during their visit.
- Tents in combination with other types of camping equipment accounted for 50.3% of all combinations.
- Relatively few RV's used were longer than 39'.
- The majority of campers (96.3%) indicated the size of their campsite adequately met their needs.

RESULTS

This report provides provincial summary results from the 2012 CS Survey based on 2,540 surveys collected from a total of 6,455 surveys distributed to campers at 21 campgrounds throughout Alberta (Table 2). For the purposes of the CS Survey, satisfaction was measured using 10 individual attributes related to services and facilities (see Summary of Camper Satisfaction, page 7) and a single overall satisfaction attribute. The attributes were chosen based on a comparison of key issues identified from previous surveys and a review of attributes used by other selected park agencies to measure visitor satisfaction.

The 2012 provincial summary results have a 1.9% margin of error at the 95% confidence level.

Table 2: 2012 Survey Locations included in Provincial Summary

Provincial Parks (PP) - Campground	# Surveys Returned	Provincial Recreation Areas (PRA) - Campground	# Surveys Returned
Aspen Beach PP - Lakeview	125	Cataract Creek PRA - Cataract Creek	146
Bow Valley PP - Bow Valley	177	Lakeland PRA - Touchwood Lake	199
Cold Lake PP - Cold Lake	64	Payne Lake PRA - Payne Lake	69
Cypress Hills PP - Ferguson Hill	129	Sibbald PRA - Sibbald Lake	127
Dry Island Buffalo Jump PP - Tolman Bridge East	147	Thompson Creek PRA - Thompson Creek	35
Lesser Slave Lake PP - Marten River	137	Total	576
Park Lake PP - Park Lake	121		
Peter Lougheed PP - Boulton	114		
Peter Lougheed PP - Mount Sarrail	97		
Police Outpost PP - Police Outpost	60		
Sheep River PP - Sandy Mcnabb	289		
Sir Winston Churchill PP - Sir Winston Churchill	201		
Thunder Lake PP - Thunder Lake	61		
Whitney Lakes PP - Ross Lake	77		
Winagami Lake PP - Winagami Lake	49		
Writing-On-Stone PP - Writing-On-Stone	116		
Total	1,964		

SATISFACTION MEASURES

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

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

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

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

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

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

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

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

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

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

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

SUMMARY OF CAMPER SATISFACTION

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

In the 2012 season, campers continue to express high satisfaction overall with Alberta's parks. The favorably evaluation rating of services/facilities is up slightly (7 out of 10) from 2011 (6 out of 10).

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

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

Park Services and Facilities	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Control of Noise	●	●	●	●	●	●	●	●	●	●	●
Cleanliness of Washrooms	●	● ³	● ²	●	● ¹	●	● ¹	●	● ¹	●	●
Friendliness and Courtesy of Staff	●	●	●	●	●	●	●	●	●	●	●
Availability of Firewood	●	● ¹	●	● ¹	● ¹	●	● ¹	● ²	● ¹	●	● ¹
Condition of Facilities	●	●	●	●	●	●	●	●	●	●	●
Safety and Security	●	●	●	●	●	● ¹	●	●	●	●	●
Cleanliness of Grounds	●	●	●	●	●	●	●	●	●	●	●
Value of Camping Fee	●	● ¹	●	●	● ¹	●	● ¹	● ¹	●	●	●
Responsiveness of Staff to Visitor Concerns	●	●	●	●	●	●	●	●	● ¹	●	●
Park Information Services	●	● ¹	● ¹	●	●	●	● ¹	●	● ¹	● ¹	● ¹
Overall , how satisfied were you with the quality of services and facilities?	●	●	●	●	● ¹	● ¹	●	●	●	●	●

Legend

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

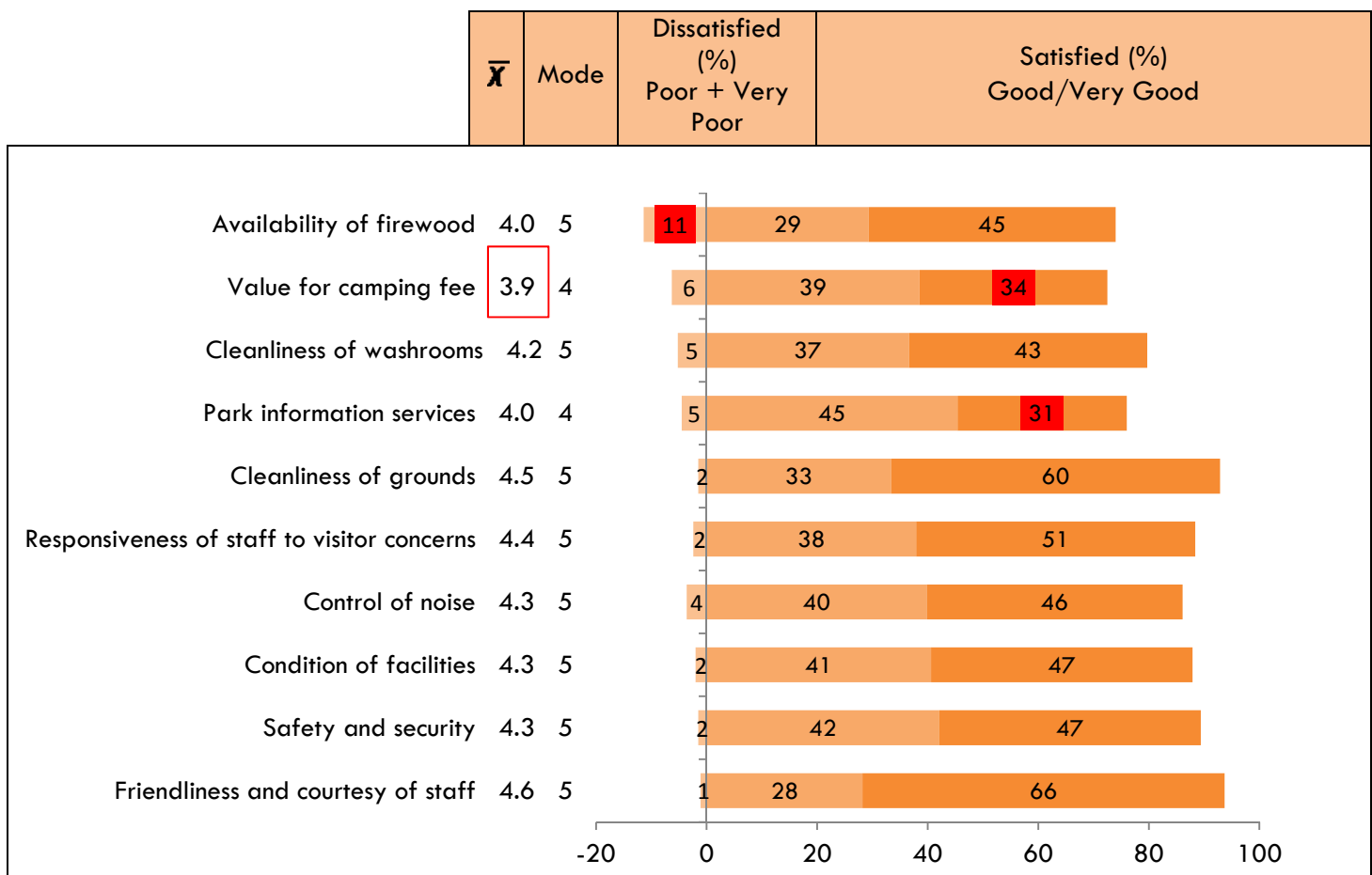
⁵ For a detailed summary of ratings and satisfaction measures / thresholds for the province, please see Appendix 3.

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

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

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

Table 4: Traffic Lighting Analysis



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

PERFORMANCE MEASURE

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

In addition, visitor satisfaction provides valuable information that can contribute to program improvements. The performance target for visitor satisfaction was first established in 2004. The target was set at 91% based on the average of 2003 and 2004 results. Subsequent to that targets were set as a rounded average of the last three years' results and may include a one percent stretch factor if deemed appropriate based on an evaluation of the results. In 2012, a rounded average of 2007 to 2011 results was applied resulting in the performance target being set at 93%.

In the 2012 season, 95.1% of the 2,376 respondents who rated their overall satisfaction with quality of services and facilities were either 'satisfied' or 'very satisfied'. Of those, 54.2% of respondents were considered 'very satisfied', while 41.0% were considered 'satisfied' (Table 5).

Table 5: Overall Satisfaction with Quality of Services and Facilities

Year	Very Satisfied (%)	Satisfied (%)	Performance Measure (%)	Business Plan	Target (%)
2012 (n=2,376)	54.2	41.0	95.1	2012-15	93
2011 (n=2,766)	45.6	48.3	93.8	2011-14	95
2010 (n=2,485)	45.7	47.4	93.1	2010-13	92
2009 (n=2,770)	51.5	43.2	94.7	2009-12	91
2008 (n=2,001)	50.7	42.5	93.3	2008-11	91
2007 (n=2,409)	41.4	48.1	89.5	2007-10	92
2006 (n=2,333)	41.1	48.0	89.1	2006-09	91
2005 (n=2,050)	46.0	45.1	91.1	2005-08	91
2004 (n=3,136)	51.5	39.4	90.9	N/A	
2003 (n=3,006)	46.4	44.0	90.4	N/A	
2002 (n=5,336)	42.9	44.2	87.1	N/A	

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

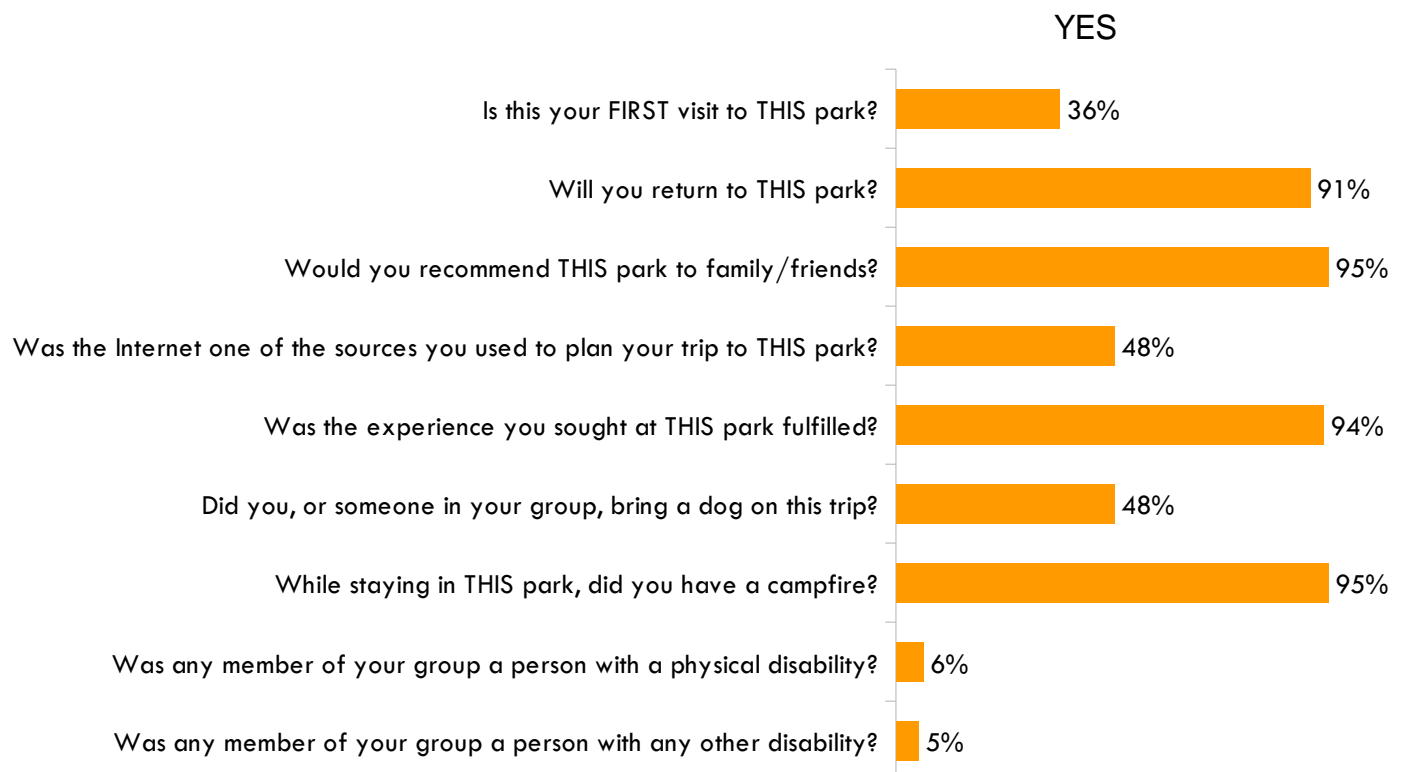
CAMPER PROFILES

Trip Characteristics:

Table 6 lists the 'YES' responses to some supplemental questions asked of campers. (No and don't know responses are excluded)

- Nearly half (48%) of campers said they used the Internet to plan their trip before visiting and brought their dog along on the camping trip.
- A third (36%) of campers are first time visitors to the park.
- The majority (91%) of campers would return to the campground they stayed at while only 1% specifically said they would not.
- Nearly all campers had the experience they sought fulfilled (94%) and would recommend the park to family and friends (95%).
- Campfires are a very popular (95%) feature of camping.
- Only 6% of all campers indicated that someone in their group had some type of physical disability.

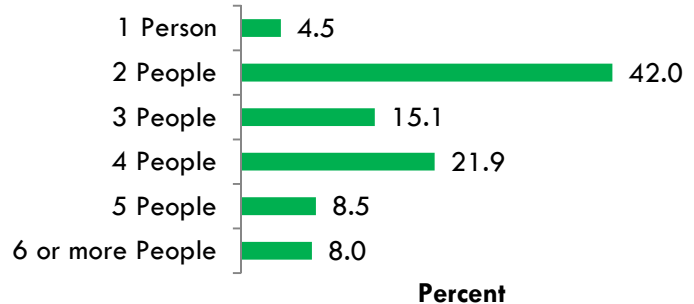
Table 6: Supplemental Questions



Party Size:

The average party size (defined as the number of campers included on an overnight permit) for all campgrounds surveyed in 2012 was 3.0 campers. Most camping parties were made up of either 2 (42.0%) or 4 campers (21.9%) on an overnight permit. Only 3.4% of campers reported party sizes greater than 6.

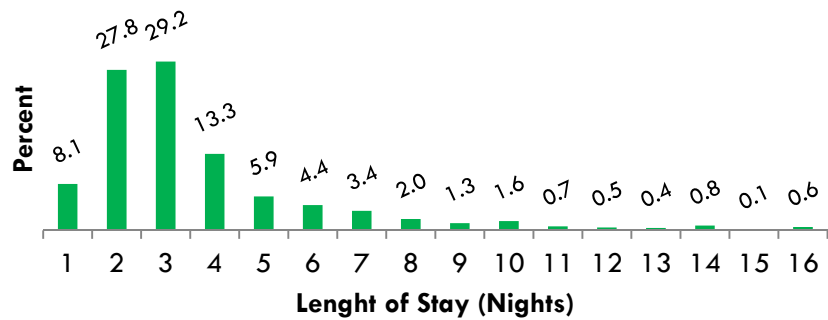
Please specify the number of people who are included on your overnight camping permit.



Length of Stay:

The majority of campers stayed 2 to 3 nights. Three quarters (78%) of campers had a length of stay four nights or less. The average length of stay was 3.7 nights, while the mode (most common value) and median (middle value) are both 3 nights.

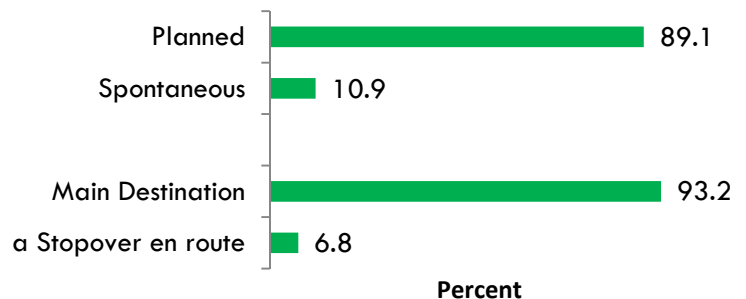
Please specify the number of people who are included on your overnight camping permit.



Type of Trip and Destination:

The majority of campers (89.1%) visit to the campground was planned while 10.9% described their visit as spontaneous. Most campers (93.2%) consider the campground the main destination of their trip. Whereas only 6.8% indicated it is a stopover on their trip.

Was your visit to this campground?



Firewood Sources:

Although the sources from which campers obtained their firewood were not skewed to any particular outlet, the majority (72.6%) of campers either brought the wood from home (38.7%) or purchased wood at locations within the park (33.9%). 9.2% of campers stated the wood was included with the park fee, 6.9% purchased wood in the park and also brought wood from home, 5.8% purchased wood outside the park, 4.2% of the wood was from a variety of sources and 1.5% other (Table 7).

Table 7: Firewood Sources

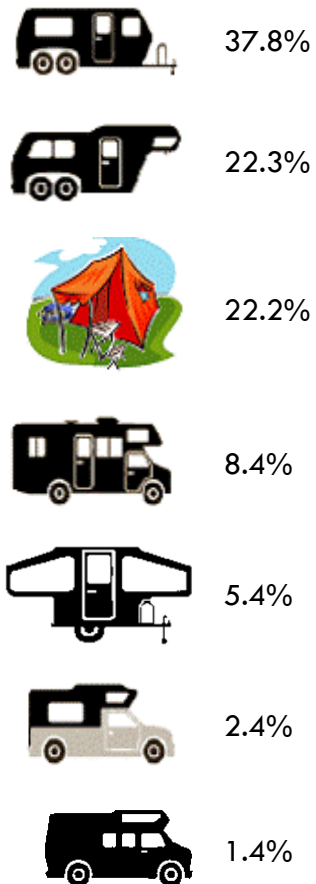
Firewood Source	(%)
Brought it from home	38.7
Purchased it in the park	33.9
Was included with the park fee	9.2
Purchased it in the park and Brought it from home	6.9
Purchased it outside the park	5.8
Assorted combinations of sources (e.g., Brought it from home and other)	4.2
Other	1.5

Camping Equipment:

86.3% of campers used a single type of camping equipment during their visit.

The graphic at the right shows the single type of camping equipment campers utilized the most. Travel trailers were the most popular, followed by 5th wheel trailer and tent. The majority of campers (77.8%) use a type of RV, either towable or motorized.

For the 13.7% of campers who used more than one type of camping equipment, the three most commonly used combinations were tent trailer/travel trailer (19.1%), followed by tent/travel trailer (15.6%) and truck camper/travel trailer (11.5%). Tents in combination with other equipment accounted for 50.3% of all combinations.



Units less than 29' in length accounted for most of the travel trailers used, while over half (58%) of 5th Wheel trailers tended to be between 20'-29'. The most common length for motor homes was 25'-29'. Relatively few RV's used were longer than 39'.

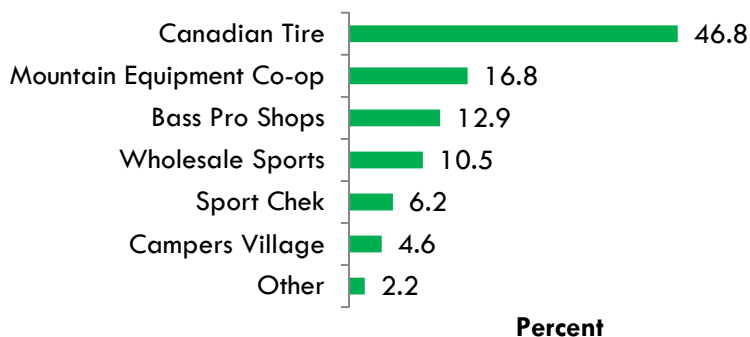
The majority of campers (96.3%) indicated the size of their campsites adequately met their needs.

Length of RV	% of Campers Using.....		
	Travel Trailer	5 th Wheel Trailer	Motor home
<20'	23	5	9
20' – 24'	28	29	25
25' – 29'	43	29	36
35' – 39'	7	36	28
>40'	<1	1	1

Draw Prize:

Nearly half (46.8%) of all campers, if selected for a draw prize, would choose Canadian Tire as their preferred retailer of choice.

Please specify the retailer you would most prefer for a draw prize.



Origin:

Similar to previous results, 98.5% of all campers in 2012 are from Canada. Canadian campers were most likely to be from Alberta (94.8%). Less than 1% of campers were from the United States (US) and other countries respectively. Table 8 presents the specifics.

The largest single centres of camping origin in the province were Calgary (29.3%) and Edmonton (10.2%), mirroring the two largest population centres of the province. The next largest centres of origin include Lethbridge (4.7%), Medicine Hat (2.7%) and Sherwood Park (2.5%). Together, these five cities accounted for 49.4% of all Alberta campers to surveyed campgrounds in 2012.

Table 8: Origin Profiles of campers

Origin	2004	2005	2006	2007	2008	2009	2010	2011	2012
Alberta	92.9%	94.2%	91.5%	93.8%	92.0%	95.2%	93.0%	94.9%	94.8%
British Columbia	2.5%	2.8%	3.7%	2.2%	2.1%	2.4%	4.7%	2.0%	1.7%
Saskatchewan	1.6%	1.3%	2.3%	1.5%	2.0%	1.2%	1.7%	2.1%	2.2%
Ontario	1.5%	0.8%	1.6%	1.2%	0.8%	0.6%	0.3%	0.5%	0.8%
Other Canada	1.5%	0.8%	0.9%	1.3%	0.8%	0.6%	0.3%	0.6%	0.5%
Canada	97.5%	95.5%	97.3%	97.8%	98.4%	98.6%	98.2%	98.5%	98.5%
United States	1.5%	2.6%	1.1%	2.0%	0.9%	0.7%	0.9%	0.7%	0.8
International	1.0%	1.9%	1.6%	0.2%	0.7%	0.7%	0.9%	0.8%	0.7

IMPORTANCE-PERFORMANCE RATINGS AND PRIORITIES

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

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

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




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

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

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

While the service or facility with the highest IP rating represents the area that is in greatest need of improvement, and the lowest rating is the area that is in no need of improvement, the determination of which other attributes to include among improvement priorities is 'relative'. The thresholds shown in Table 9 are therefore intended as a guide only.

Table 9: Importance-Performance (IP) Rating Thresholds
















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

Importance-Performance Analysis:




According to campers, the number one priority to improve upon is the Cleanliness of Washrooms, followed by improving the Value of the Camping Fee. Subsequent priorities include Safety and Security, Condition of Facilities and improving the Availability of Firewood (Table 10).

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

Table 10: Importance-Performance (IP) Ratings and Priorities for 2012

Park Services and Facilities	IP Rating	Priority Level	Traffic Light Score
Cleanliness of washrooms	1.98		
Value for camping fee	1.45		
Safety and security	0.44		
Condition of facilities	0.25		
Availability of firewood	0.25		
Park information services	-0.03	---	
Control of noise	-0.16	---	
Responsiveness of staff to visitor concerns	-0.17	---	
Cleanliness of grounds	-0.30	---	
Friendliness and courtesy of staff	-1.20	---	

Traffic Light Score Legend

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

COMMENT ANALYSIS

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

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

The 2012 open-ended comment section differs slightly from previous surveys. Similar to past years, the survey asks "*What could we have done to make your visit better?*". 2012 has an additional open-ended question: "*Please describe any problems (if any) you may have had with other visitors during this or past visits to this site?*" of which the purpose is to discern visitor related issues from more general comments.

While many comment themes are similar from the 2011 Provincial Summary comment analysis, the additional identification of "visitor problems" factors in the overall results therefore making previous years analysis incomparable.

Sociability

Question: ‘Please describe any problems (if any) you may have had with other visitors during this or past visits to this site?’

Analysis: Cluster analysis was selected because a larger proportion of this unstructured data was mono-thematic (i.e., having a single dominating theme).

Cluster ⁷	Description	Percent of Comments
Generators	Generator noise at all hours of the day and night.	14.7%
Loud Music	Music is being played too loud.	10.6%
Dog Annoyances	Dogs are off-leash and causing a disturbance.	9.2%
No Problems	Numerous visitors specifically stated they had “No problems”.	8.7%
Policies and noise	Request for information being posted in regards to noise. (e.g., Noisy neighbours – please post information about generator use.)	7.8%
Washroom cleanliness	Some parks receive comments about clean washrooms while other parks receive comments about dirty washrooms.	7.1%
Staff and duties	Includes staff kudos, but also contains a few comments about ensuring smaller issues are dealt with such as unsupervised children.	6.9%
Previous Visits	Either reminiscent comments (usually positive) are made or comparison made between current and past visits (either positive or constructive criticism).	6.2%
Great Visit	Although the question asks for any problems experienced with other visitors, respondents still took the liberty of making positive comments about their stay.	6.0%
Party Noise	Noise from parties/groups, particularly late at night	5.5%
Miscellaneous noise	Miscellaneous noise related issues such as noise from kids, dogs and parties. (e.g., Kids on the beach are loud, when one dog starts barking the rest bark, and daytime party noise.)	4.8%
Fees	Some trifling complaints about fees. Some reiterated having a great weekend.	4.6%
General nuisance	General nuisance issues such as able to hear neighbouring sites.	3.9%
Dog Noise	Dog noise and leaving dogs unattended.	3.9%

⁷ Note: 681 Surveys Represented

General Comments

Question: 'What could we have done to make your visit better?'

Analysis: Topic analysis was selected because a larger proportion of this unstructured data was polythematic (i.e., Dealing with more than one theme or topic), therefore the proportion of comments is estimated. On average, respondents commented on roughly 2-3 topics.

Topic ⁸	Description	Estimated percent of comments
Firewood	Nearly all comments in this cluster were requests for free firewood. Other comments were about the quality and availability of firewood.	6%
Washrooms and Showers	<p>Roughly 19.8% of these comments were about keeping washrooms stocked with supplies (i.e., toilet paper) and cleaned (frequency and thoroughness are both commented on). Comments regarding cleanliness would sometimes refer to both washrooms and showers. Other comments include wanting additional washrooms or that washroom location in the park is not ideal.</p> <p>Roughly 14.1% of these comments were solely about showers, in particularly requesting shower facilities. If showers are available at a park, comments turn to cleanliness, with only a small amount concerned with temperature or other issues.</p> <p>Some comments regarding the need for flush toilets. (11.6%)</p> <p>Remaining comments were varied and less frequent. Some examples include concerns with the lighting in or around washrooms and the attributes of washroom facilities (e.g. the type of toilet paper dispenser chosen).</p> <p>Ensure soap or sanitizer in washroom/shower facilities.</p>	17%
Value and fees	<p>In no particular order, respondents commented mostly on:</p> <ul style="list-style-type: none"> • Include wood in fee • Comments on senior discounts / other discounts • Concerns that the fees are too high or that fees should be lowered • Firewood fee complaints are also present • Include/bundle services in the fee • Generator fee complaints 	10%
Garbage and maintenance	<p>In no particular order, respondents commented mostly on:</p> <ul style="list-style-type: none"> • Garbage full, Garbage area needs attention • Need picnic table maintenance • Need beach maintenance 	12%

⁸ Note: 1,297 Surveys Represented

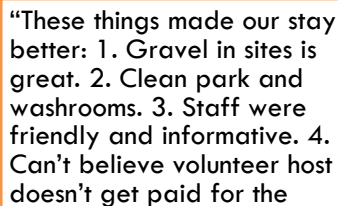
Topic ⁸	Description	Estimated percent of comments
Noise	<ul style="list-style-type: none"> • Remove obstructing trees / deadfall • Move fire pit or other campsite items to more appropriate location • Requests for tent pads or tent pad improvements (e.g., ground too hard) • Request for hookups 	
	<p>These comments include complaints about noise at night, requests to control noise, and issues with Generator noise.</p>	5%
Odours	<p>These concerns are in regards to bad odours mostly from garbage or washrooms. In past years, “odours” would be part of garbage or washroom themes; however these complaints increased enough to appear as a separate theme during analysis.</p>	3%
Reservations	<p>Reservation related comments include:</p> <ul style="list-style-type: none"> • Difficulty getting sites wanted • Too many sites on the reservation system and not enough first-come-first-serve. • General dislike for the reservation system • Some comments support the need for online booking • Complaints about the proportion of reserve able sites • Need updated maps 	4%
	<p>Example comment: “We were shocked when we arrived and found out that the entire campground is by reservation only...”</p>	
Signage	<p>The majority of comments about signage are for better or more signs (particularly inside the campground). This topic does overlap with the Information topic.</p>	2%
Enforcement	<p>While nothing stands out as a dominant issue within Enforcement, there are a variety of concerns to enforce rules regarding:</p> <ul style="list-style-type: none"> • Generators • Parking • Speeding vehicles/boats • Dogs barking/off-leash • No ATV's • Number of units on a site 	3%
	<p>Requests for:</p> <ul style="list-style-type: none"> • More water taps / pumps, increase locations of them, fix them. • More water hookups • Need Drinking / potable water 	4%
Water		

Topic ⁸	Description	Estimated percent of comments
Information	Requests for more trail, biking, or walking information. Some requests for group camping information, improved details about camping spots to help find sites.	4%
RV accessibility	These issues are about the size of the campsite not enough for RV to fit (often not wide enough in the right spots). Some trees need to be removed so RV's can fit. Some comments about allowing tents on site for free appear in this topic. Improve the site levelling. Include RV services (e.g. septic tank)	2%
Dogs and Beach	Most comments in this cluster complaining about the amount of dogs on the beach or needing a dog area.	2%
Lake	<ul style="list-style-type: none"> • Beach/lake cleaning • Need for or repair of Boat launch 	3%
Additional Services	<ul style="list-style-type: none"> • Dump station • Cell service 	2%
Children related concerns	Examples (in no particular order): <ul style="list-style-type: none"> • Play areas for kids • Site was dirty for kids • Programs for kids • Broken steps on playground The majority were about play areas or programs. The rest were about minor concerns for kid safety and even a few kudos (e.g., "nice playground", or "I've been coming since I was a young child").	2%
Timeliness	There were requests for facilities to open earlier (and sometimes close later). While mostly in regards to showers and washrooms, there are some about the check-in booth, store and gates where applicable.	3%

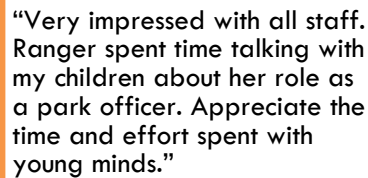
An estimated 20% of all **general comments** provided some form of positive sentiment, making this the most common theme. These comments include:

- Good job, great signage
- Great visit
- Beautiful site, nice area
- As always we had a great stay
- Friendly staff with good information
- We come here often, it's great

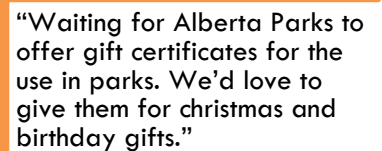
Some noteworthy and unique verbatim comments.....



"These things made our stay better: 1. Gravel in sites is great. 2. Clean park and washrooms. 3. Staff were friendly and informative. 4. Can't believe volunteer host doesn't get paid for the amount of work they do for your parks to make a great stay. (Ross Lake)"



"Very impressed with all staff. Ranger spent time talking with my children about her role as a park officer. Appreciate the time and effort spent with young minds."



"Waiting for Alberta Parks to offer gift certificates for the use in parks. We'd love to give them for christmas and birthday gifts."

APPENDIX 1

2012 Survey Distribution / Collection Quotas

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

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

2012 Provincial Park / Provincial Recreation Area - Campground	Adjusted Population (OCN/3) ¹	Sample Target to be Collected ²	Sample Target to be Distributed ³	Sample Target								Actual Return	
				Collect				Distribute				Surveys Processed	% of Collection Target Achieved
				June	July	August	September	June	July	August	September		
Aspen Beach - Lakeview	4,411	190	340	21	90	67	13	38	161	119	22	125	66%
Bow Valley - Bow Valley	4,721	190	340	36	70	62	22	64	125	112	40	177	93%
Cataract Creek - Cataract Creek	517	140	260	14	71	46	8	27	132	85	16	146	104%
Cold Lake - Cold Lake	1,602	175	320	25	86	52	12	46	157	95	21	64	37%
Cypress Hills - Ferguson Hill	542	145	260	17	75	46	7	31	135	82	12	129	89%
Dry Island Buffalo Jump - Tolman Bridge	413	135	240	40	50	36	9	71	88	64	16	147	109%
Lakeland - Touchwood Lake	861	160	290	23	73	54	10	42	132	98	18	199	124%
Lesser Slave Lake - Marten River	2,207	180	325	46	74	60	0	82	134	109	0	137	76%
Park Lake - Park Lake	935	160	295	26	70	51	14	49	128	93	25	121	76%
Payne Lake - Payne Lake	717	155	280	20	63	56	17	36	113	101	30	69	45%
Peter Lougheed - Boulton	2,432	180	330	11	95	62	12	20	173	114	22	114	63%
Peter Lougheed - Mount Sarrail	399	130	240	30	49	29	21	55	91	54	39	97	75%
Police Outpost - Police Outpost	429	135	245	18	61	50	6	33	110	91	12	60	44%
Sheep River - Sandy Mcnabb	955	165	295	27	68	45	25	48	122	80	45	289	175%
Sibbald - Sibbald Lake	1,108	165	270	25	75	42	23	41	123	68	37	127	77%
Sir Winston Churchill - Sir Winston Churchill	950	165	295	27	72	55	11	48	129	98	20	201	122%
Thompson Creek - Thompson Creek	641	150	250	20	62	52	17	33	103	86	28	35	23%
Thunder Lake - Thunder Lake	1,959	180	325	30	78	57	15	53	141	103	28	61	34%
Whitney Lakes - Ross Lake	508	140	260	23	61	44	12	43	113	82	22	77	55%
Winagami Lake - Winagami Lake	724	155	280	41	67	41	6	74	122	74	10	49	32%
Writing-On-Stone - Writing-On-Stone	1,755	175	320	29	65	62	19	52	119	113	35	116	66%
Provincial Total	28,785	3,370	6,060									2,540	75%

PP - Provincial Park; PRA - Provincial Recreation Area;

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

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

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

APPENDIX 2

2012 Questionnaire

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

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

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

IMPORTANCE						SATISFACTION					
EXTREMELY IMPORTANT	IMPORTANT	NEUTRAL	NOT IMPORTANT	NOT AT ALL IMPORTANT	NOT APPLICABLE	VERY GOOD	GOOD	AVERAGE	POOR	VERY POOR	NOT APPLICABLE
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APPENDIX 3

Satisfaction Score Results – Detailed Summary

**How Would You Rate Each of the Following?
Satisfaction with 10 Park Services and Facilities
2012 Provincial Summary**

How would you rate each of the following services and facilities?	Rating												Number of Respondents	Mean Score	Lowbox	Topbox	Evaluation Total
	N/A		Very Poor		Poor		Average		Good		Very Good						
	#	%	#	%	#	%	#	%	#	%	#	%	#	mean	%	%	#
Cleanliness of washrooms	110	4.5	44	1.8	76	3.1	349	14.4	844	34.9	995	41.1	2,418	4.2	5.2	43.1	2,308
Friendliness and courtesy of staff	59	2.4	13	0.5	14	0.6	121	5.0	670	27.5	1,555	63.9	2,432	4.6	1.1	65.5	2,373
Park information services	133	5.6	19	0.8	82	3.4	438	18.4	1,019	42.8	688	28.9	2,379	4.0	4.5	30.6	2,246
Cleanliness of grounds	1	0.0	7	0.3	29	1.2	136	5.6	812	33.4	1,445	59.5	2,430	4.5	1.5	59.5	2,429
Condition of facilities	39	1.6	11	0.5	35	1.5	240	10.0	957	39.9	1,114	46.5	2,396	4.3	2.0	47.3	2,357
Responsiveness of staff to visitor concerns	627	26.6	17	0.7	24	1.0	160	6.8	657	27.8	875	37.1	2,360	4.4	2.4	50.5	1,733
Control of noise	152	6.3	24	1.0	57	2.4	232	9.7	893	37.3	1,039	43.3	2,397	4.3	3.6	46.3	2,245
Safety and security	83	3.4	12	0.5	23	1.0	212	8.8	981	40.6	1,103	45.7	2,414	4.3	1.5	47.3	2,331
Value for camping fee	4	0.2	31	1.3	121	5.0	515	21.2	934	38.4	826	34.0	2,431	4.0	6.3	34.0	2,427
Availability of firewood	281	11.6	110	4.6	135	5.6	311	12.9	626	25.9	954	39.5	2,417	4.0	11.5	44.7	2,136

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
2012 Provincial Summary**

Overall Satisfaction	Rating										Number of Respondents	Average Score	LowBox	TopBox	Evaluation Total
	Very Dissatisfied		Dissatisfied		Neutral		Satisfied		Very Satisfied						
	#	%	#	%	#	%	#	%	#	%	#	mean	% poor + very poor	% very good	#
Overall, how satisfied were you with the quality of services and facilities?	4	0.17	24	1.01	88	3.70	973	40.95	1,287	54.17	2,376	4.48	1.18	54.17	2,376

**Satisfaction Measures: Thresholds and Traffic Light Scores for 10 Park Services and Facilities
2012 Provincial Summary**

Park Services and Facilities	Mean Score (mean)	Threshold >4.0	LowBox Poor + Very Poor (%)	Threshold <10%	TopBox Very Good (%)	Threshold >40%	Traffic Light Evaluation	Pass Level
Cleanliness of washrooms	4.1568	Pass	5.1993	Pass	43.1109	Pass	●	
Friendliness and courtesy of staff	4.5761	Pass	1.1378	Pass	65.5289	Pass	●	
Park information services	4.0129	Pass	4.4969	Pass	30.6322	Fail	●	1
Cleanliness of grounds	4.5064	Pass	1.4821	Pass	59.4895	Pass	●	
Condition of facilities	4.3271	Pass	1.9516	Pass	47.2635	Pass	●	
Responsiveness of staff to visitor concerns	4.3555	Pass	2.3658	Pass	50.4905	Pass	●	
Control of noise	4.2766	Pass	3.6080	Pass	46.2806	Pass	●	
Safety and security	4.3471	Pass	1.5015	Pass	47.3187	Pass	●	
Value for camping fee	3.9901	Fail	6.2629	Pass	34.0338	Fail	●	
Availability of firewood	4.0201	Pass	11.4700	Fail	44.6629	Pass	●	1

**Overall Satisfaction Measure: Thresholds and Traffic Light Scores
2012 Provincial Summary**

Overall Satisfaction	Mean Score (mean)	Threshold >4.0	LowBox Poor + Very Poor (%)	Threshold <10%	TopBox Very Good (%)	Threshold >40%	Traffic Light Evaluation	Pass Level
Overall, how satisfied were you with the quality of services and facilities?	4.479	Pass	1.178	Pass	54.167	Pass	●	

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

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

APPENDIX 4

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

2012 Camper Satisfaction Survey – Traffic Light Summary of All Sites

Provincial Park / Provincial Recreation Area - Campground	Cleanliness of washrooms	Friendliness and courtesy of staff	Park information services	Responsiveness of staff to visitor concerns	Condition of facilities	Cleanliness of grounds	Control of noise	Safety and security	Value for camping fee	Availability of firewood	Overall Satisfaction with Services and facilities
Aspen Beach PP - Lakeview	●	●	●	●	●	●	●	●	●	●	●
Bow Valley PP - Bow Valley	●	●	●	●	●	●	●	●	● 1	●	●
Cataract Creek PRA - Cataract Creek	●	●	●	●	●	●	●	●	●	●	●
Cold Lake PP - Cold Lake	●	●	● 1	●	●	●	● 1	● 1	●	●	●
Cypress Hills PP - Ferguson Hill	●	●	● 1	●	●	●	●	●	● 1	● 1	●
Dry Island Buffalo Jump PP - Tolman Bridge East	●	●	● 1	●	●	● 1	● 1	●	●	●	●
Lakeland PRA - Touchwood Lake	●	●	● 1	●	●	●	●	●	●	●	●
Lesser Slave Lake PP - Marten River	●	●	●	●	●	●	●	●	● 1	●	●
Park Lake PP - Park Lake	●	●	●	●	● 1	●	●	● 1	●	●	●
Payne Lake PRA - Payne Lake	●	●	●	●	● 1	● 3	● 1	●	●	●	●
Peter Lougheed PP - Boulton	●	●	● 1	●	●	●	●	●	● 1	●	●
Peter Lougheed PP - Mount Sarrail	●	●	●	●	●	●	●	●	● 1	● 1	●
Police Outpost PP - Police Outpost	●	●	●	●	●	●	●	●	●	●	●
Sheep River PP - Sandy McNabb	●	●	●	●	●	●	●	●	● 1	●	●
Sibbald Lake PRA - Sibbald Lake	●	●	●	●	●	●	●	●	●	●	●
Sir Winston Churchill PP - Sir Winston Churchill	●	●	●	●	●	●	●	●	●	● 2	●
Thompson Creek PRA - Thompson Creek	●	●	●	●	●	●	●	●	●	● 1	●
Thunder Lake PP - Thunder Lake	● 1	●	●	●	●	●	● 1	●	● 2	●	●
Whitney Lakes PP - Ross Lake	●	●	● 1	●	●	●	●	●	● 2	●	●
Winagami Lake PP - Winagami Lake	●	●	● 1	●	●	●	● 1	●	●	● 1	●
Writing-On-Stone PP - Writing-On-Stone	●	●	●	●	●	●	●	●	● 1	● 1	●

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

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

Legend

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

Pass Level

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

