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ONTARIO
PARKS

Ontario Parks Day Visitor Survey September 2012

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1. Executive Summary

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

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

The Parks and Protected Area Policy Section of the Ministry of Natural Resources administered the Day Visitor Survey using an online web-based survey platform. Upon arrival to an operational provincial park, all day visitor groups were provided with a printed survey bookmark by the gate staff. The bookmark contained a hyperlink to the online survey. Gate staff were instructed to encourage day visitors to complete the survey once when they returned home from their day visit. A total sample of n=1,717 surveys was obtained which translates to a response rate of less than 1%. Ipsos-Reid analyzed, synthesized and reported on the survey data results.

Highlights

- Overall, the vast majority of day visit respondents (91%) rate their overall visit experience highly. Importantly, results are fairly consistent across the province with the vast majority of respondents in each zone reporting top ratings for their overall visit experience (North West, 96%; North East, 97%; Algonquin, 98%; Central, 90%; South West, 88%; South East, 91%).
- Similarly, across the province, nine-in-ten (89%) day visitors report top ratings when it comes to the likelihood that they will return for another visit with highest ratings reported among North West (95%) and Algonquin (94%).
- Six-in-ten (62%) day visit respondents say they would pay an additional \$4 per vehicle per day. Moreover, the proportion of respondents willing to pay more for their permit declines as the proposed increase reaches \$6 (51%) and \$8 (33%). That said, respondents report an average of \$11 as the highest increase they would pay per



vehicle per day; and a double bounded contingent valuation analysis estimates an average maximum increase of \$6.44.

- Day visit respondents report that having more parks closer to home (61%), knowing more about what parks offer (60%) and lower park fees (55%) may increase the frequency with which they visit Ontario's provincial parks for day visits. In terms of increasing the frequency of overnight visits, having basic cabins/yurts for rent (50%) is cited most frequently by day visit respondents.
- Park services and facilities often receive positive ratings from respondents. Most notably, around nine-in-ten report top ratings for parking (90%), feeling secure in the park (89%), and for the check-in process (87%). Most also report top ratings for staff courtesy (86%) and park roads (85%). That said, there is room to improve the cleanliness of washrooms (57%), enforcement of park rules (57%) and control of dogs within the parks (58%). It is worth noting that Algonquin respondents typically report higher ratings when it comes to park services and facilities, especially when compared to Central, South West and South East respondents.
- Some park services and facilities may be underutilized. Most notably, many report having no opinion on the quality of firewood (88%), equipment rental services (81%), educational programs (74%) and interpretive trails (65%). Confirming some of these results, only a small proportion of respondents report having a campfire (5%) or taking part in educational programs (6%)
- Day visit respondents appear to be relatively loyal to a particular park. In fact, most (78%) report that they have visited this park in the past and on average they have been visiting the same park for about 13 years. Moreover, day visit respondents tend to favour day visits over any other type of visit to Ontario provincial parks.
- Ontario's provincial parks are viewed as being important by nearly all respondents. In particular, respondents think Ontario's provincial parks are important because they provide natural benefits (93%), protect nature for its own sake (91%) and provide recreation opportunities (91%) that they would like to enjoy in the future (94%) and have future generations (93%) enjoy as well.

Key Findings

Visitor Demographics

- People of all walks of life enjoy day visits to Ontario's provincial parks. Visitors are both male (49%) and female (51%) and distributed fairly evenly across all age groups. That said, the proportion of visitors aged 15 to 24, or 65 and over, is small relative to other age groups. Most respondents have completed a Community College diploma or higher (83%). Household income varies, but it is worth noting that nearly one-in-five have a total household income of more than \$140,000 (19%).
- The majority of respondents were born in Canada (74%). That said, about one-in-five (22%) respondents report being born outside of Canada and the U.S., suggesting that day visitors come from a variety of backgrounds.



- Families (51%) are the top group type, although just less than one-half (45%) report that there are children in their household.
- About one-in-ten (11%) day visit respondents report traveling with a dog.
- Less than one-in-ten (8%) day visit respondents report having a person with a disability as a member of their group. Importantly, among those groups with a person with a disability six-in-ten (60%) rate the accessibility features in the park highly.

Visitation History and Trip Characteristics

- Nearly eight-in-ten (78%) say they have visited this park before; and on average, day visit respondents have visited the same park for 13 years.
- On average, day visit respondents reported taking at least one day trip per year over the last three years, with most favouring this type of park visit over any other.
- Only four-in-ten (42%) report they would have visited another park if their preferred destination was unavailable.
- When it comes to visiting Ontario's provincial parks for day trips, North East (50%) respondents tend to favour August. North West (51%), Algonquin (57%), Central (56%) and South East (55%) respondents tend to prefer July and South West respondents are more likely than most to say they visited a park in June (22%) but also favour July (41%).
- Respondents typically start their trips from home (83%), travel considerable distances (average of 137km), access Ontario's provincial parks using a day pass (85%) and stay for around half the day (average of 5.4 hours). Interestingly, first time visitors are more likely to use a day pass than repeat visitors (92% vs. 83%).
- Central, South West and South East day visit respondents typically report that the park was their main destination (87%, 90%, and 88% respectively), while North West, North East and Algonquin respondents are more likely than other respondents to say the park was just one of many destinations (24%, 23%, and 28% respectively).
- Talking with friends/relatives (46%) emerges as the primary source of information when it comes to choosing which park to visit. That said, the Ontario Parks website (19%) is also cited as an information source, suggesting that Ontario Parks can control some of the information potential visitors are gathering. Not surprisingly, older respondents rely on previous park visit experiences more than younger respondents (28%, 45 years and older vs. 13%, 18-44 years). Younger respondents tend to rely on the recommendations of friends and family more than older respondents (54%, 18-44 years vs. 36%, 45 years and older).

Reasons for Choosing Parks

- Across the province, when it comes to choosing which park to visit, day visit respondents mention having enjoyed a previous visit (91%) as most important. Respondents also say that knowing a park is scenic (86%), has good swimming (82%), is well run and clean (81%) and has good picnic areas are also important.



- Reasons for choosing a specific park to visit also varied by zone. North West, North East and Algonquin respondents are more likely than other respondents to say that scenic beauty (97%, 98% and 98% respectively) and unspoiled nature (94%, 95% and 98% respectively) are important. North West (77%) and Algonquin (87%) respondents are also more likely than other respondents to say that a good hiking trail network is important and Algonquin respondents are more likely than all other respondents to say that the availability of good backpacking (84%) and opportunities to see wildlife/appreciate nature (95%) are important. Finally, Central (92%) and South East (90%) respondents are more likely than other respondents to say that swimming is important. Central respondents also rate good picnic areas (89%) above respondents from other zones.

Trip Experience

- Overall visit experience (91%) and likelihood to return (89%) get top ratings across the province.
- Resting and relaxing (81%) emerges as one of the top activities respondents participated in during their day visit, suggesting that a day trip to Ontario's provincial parks is viewed as an opportunity to get away from everything and unwind.
- By zone, Central (87%) and South East (82%) respondents are more likely than other respondents to say that they went swimming. North West (65%), North East (51%) and especially Algonquin (80%) respondents are more likely than other respondents to mention hiking as their activity of choice. Importantly, when compared to other respondents, Algonquin respondents tend to report participating in a wider range of activities.
- Consistently, respondents rate many park services, staff and facilities highly. Most notably, around nine-in-ten report top ratings for parking (90%), feeling secure in the park (89%), and for the check-in process (87%). Staff courtesy also gets high ratings (86%) from day visit respondents.
- Results suggest that there is room to improve when it comes to the cleanliness of washrooms (57%), enforcement of park rules (57%) and control of dogs within the parks (58%).
- There is some indication that day visitors may be underutilizing a variety of park services or facilities. Specifically, equipment rental services (81%), educational programs (74%) and interpretive trails (65%) are only rated by small proportions of respondents.

Willingness to Pay

- When presented with a hypothetical increase of \$4 per vehicle per day, six-in-ten (62%) day visit respondents say they would still be willing to visit Ontario's provincial parks for a day trip. Support drops to one-half (51%) for a \$6 increase, and only one-third (33%) for an \$8 increase. When asked, the average maximum increase respondents report being willing to tolerate is \$11. Additionally, a double bounded contingent valuation analysis estimates an average maximum increase of \$6.44 per vehicle per day. Importantly, Algonquin respondents are consistently more likely than



other respondents to say they would be willing to pay this increase. Even with a proposed \$8 increase, about one-half (52%) say they would still be willing to take day trips to Algonquin Provincial Park.

Revenue and Cutbacks

- Support for most cutbacks is typically low. That said, one-half (50%) support increasing the reliance on volunteers to help cut costs. Additionally, just over one-third (35%) support cutting back on interpretive programs and special events, although support is much lower among those who participated in these programs (16%). Finally, three-in-ten (28%) also support reducing visitor centre hours of operation.
- In contrast, results suggest that there is more support for exploring alternate revenue sources. Most notably, seven-in-ten (72%) support selling discount passes in the off-season, two-in-three support charging fees for special events (66%) and expanding the selection of items available at park stores (65%). Furthermore, six-in-ten (63%) also support developing fund raising campaigns to generate additional park revenue.

Fishing, Campfires and Educational Programs

- Overall, only a small proportion of day visit respondents report that they went fishing (5%), had a campfire (5%), or took part in any educational programs (6%) while on their day trip.
- Importantly, among those that did have a campfire, most (52%) used firewood purchased within the park. However, a notable proportion of respondents reported using scrap construction wood (13%) or tree branches and stumps (10%).
- The low rates of participation in education programs appear to be caused by low awareness or lack of interest. While one-third (35%) say they did not know the programs were available, one-quarter say they were too busy (26%) and one-quarter say they have no interest in these programs (25%).

Increasing Visitation

- Increasing awareness about what parks have to offer (60%), lowering park fees (55%) and increasing the number of picnic shelters (42%) may have a positive impact on increasing the number of day trips respondents make to Ontario's provincial parks. Interestingly, South West (63%) respondents appear more responsive to lower fees than other respondents and North East (51%) and Central (49%) respondents appear to desire additional picnic shelters more than other respondents.
- Similar results are found for increasing overnight visits among day visit respondents. In particular, lower fees (45%) and increased awareness (44%) emerge as top responses. However, day visit respondents also mention that having access to accommodations such as cabins and yurts (50%) or other premium roofed accommodations (33%) may increase their likelihood of taking an overnight trip to Ontario's provincial parks.



Conclusions and Recommendations

- Most importantly, Ontario Parks appears to be providing day visitors across the province with a top notch visit experience that encourages them to return in the future. Furthermore, park services, facilities, and staff consistently receive top ratings from respondents.
- If faced with the need to increase revenue, Ontario Parks may wish to consider a moderate increase to the cost of a day pass. Results suggest that approximately six-in-ten would be willing to tolerate a \$4 per vehicle per day increase. Consequently, it is recommended that a more conservative increase be explored. Importantly, while some results explored throughout this report suggest that, on average, respondents would be willing to tolerate a more substantial increase, support for implementing this increase is low. Moreover, many respondents report that lower fees may actually increase how often they visit. Thus, while alternative forms of generating revenue may be less successful in terms of their monetary return, they may be less risky in terms of alienating a loyal base of visitors.
- As day visits typically take place during the summer months, Ontario Parks may wish to explore generating additional revenue by offering discount visitor passes during the off-peak season to encourage visitation during these times. It may also be prudent to explore expanding park store inventory and developing fund raising campaigns.
- When parks are not available, over one-third said they would not have gone to another park. Instead, many would have simply stayed at home or gone for a sightseeing drive. As such, there may be an opportunity for Ontario Parks to encourage people to visit an alternative park when their desired park is unavailable. In particular, the Ontario Parks website could suggest an alternative park that offers a similar day visitor experience based on travel distance from a person's postal code. Moreover, as two-in-ten say that they would have gone on a scenic drive instead, Ontario Parks may be able to use this as a hook to attract people to visit a different park.
- Respondents suggest that improved awareness of what Ontario's provincial parks can offer to day visitors may increase the frequency with which they plan a day trip. As such, there is an opportunity to increase and improve Ontario Parks' marketing activities. In particular, as day visitors across the province plan day trips with different reasons and different activities in mind, Ontario Parks may wish to develop unique marketing materials for each zone. For example, by focusing on access to nature for parks in the Northern zones or by focusing on the availability of excellent swimming for Central and Southern parks. Targeting these reasons or activities in promotional materials may help to increase the frequency with which people plan day trips.
- As the Ontario Parks Website is used as a main information source by a number of respondents, Ontario Parks has the ability to control the information presented to potential visitors and can improve marketing within this medium to attract users to parks across the province.
- While Ontario's provincial parks attracts a number of families for day visits, this varies by zone. As such, there is an opportunity to increase the number of family visits to North West, North East and Algonquin zone parks while simultaneously increasing



awareness of family based activities in Central, South West and South East zone parks.

- Additionally, there is an opportunity to increase user-ship among some demographic groups. Most notably, Ontario Parks may wish to target marketing campaigns at new Canadians to attract visitors from this demographic group.
- A number of services, activities or facilities appear to be underutilized by day visit respondents. In particular, equipment rental, and educational programs appear to be used by only a few respondents. To the extent that Ontario Parks may need to cutback services, these areas emerge as candidates due to underuse.
- In terms of offering educational programs to visitors, there are important regional variations that may need to be considered. In particular, Algonquin respondents are more likely than all others to use this service, and North East respondents mention that having access to these programs may increase the likelihood that they would visit the park more often than they currently do. Moreover, respondents report that they are often unaware that these programs are offered. As such, Ontario Parks may wish to increase awareness of these programs prior to implementing any cutbacks.

2. Background

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

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

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



3. Methodology

Prior to the 2005 survey year, paper surveys for overnight frontcountry and backcountry campground trips were distributed to park visitors. In 2005, Ontario Parks moved to a web-based survey for these trip types and requested that visitors who used the online reservation system complete the online survey.

The 2011 Day Visitor Survey is Ontario Parks first survey effort dedicated to day visitors. Prior to this unique survey, the campground survey version was used to collect say visitor information. Hence, the sampled day visitor population was biased because it reflected only day visitors who were also campground campers.

For the 2011 Ontario Parks Day Visitor Survey, survey respondents were sampled from 94 operating provincial parks with day visitor facilities. A total of 1717 surveys were included in the resulting data set, generating a response rate of less than 1%. This was primarily due to limited park resources and incentives to sufficiently implement the survey. As response rates to this survey were quite low, caution should be taken when interpreting the results at the zone or park level.

As individual parks yielded varied response rates, Ipsos-Reid in consultation with Parks and Protected Area Policy Section of the Ministry of Natural Resources, developed an analysis plan that incorporated a weighting scheme to ensure that the data was reflective of actual park use across the province. In particular, using reservation data from across the province, Ipsos-Reid sought to weight the data to ensure that the proportion of respondents from each park was reflective of the actual distribution across the province (See Appendix B).

4. Limitations

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

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

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



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

- Any data that was collected because skip logic was violated was removed from the analysis.
- Any extreme or nonsensical responses were trimmed.
- All “na” responses were treated as a non-response and removed from the data.
- Some controls were put in place to ensure inconsistent responses were not reported (e.g. a respondent was not permitted to report that they have visited a park for longer than they have been alive).
- As a result of these actions, the base for each question varies.

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

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

5. Reporting Note

5.1 Base sizes

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

In some cases, respondents had the opportunity to provide their own response and then rate it along with the other items in the survey. These responses were coded and like answers were grouped together where possible. In most cases the base size for these items was quite small (less than n=30) and so were not included in this report. However, if a response category had a base size of greater than n=30 it was included in the report. If included in a table, these responses will be found at the bottom of the table separated from the hard-coded categories by a solid black line.



Throughout the report small base sizes (less than n=50) have been denoted with an asterisk (*) to caution the reader. Moreover, in some cases the base size is very small (less than n=30), in which case the item is denoted with two asterisks (**). Caution should be taken when interpreting results with small or very small base sizes.

5.2 Reporting Conventions

Many questions throughout the Day Survey used a 5 point scale to assess importance, agreement, support, the quality of services, and so on. For example, respondents were asked to rate their Overall Visit Experience on a scale of 1 to 5, where 1 means “Poor” and 5 means “Excellent” (see *Table 17*). For the purposes of capturing the positive responses, Ipsos-Reid grouped responses of 4 and 5 together into one category, the Top 2 Box category.

This is standard practice in market research and public opinion polling as the Top 2 Box provides the reader with the proportion of positive responses above the mid-point on a 5 point scale. This gives the reader a clear impression of how many people support an item, feel an item is important, etc. For example, 91% of day visit respondents rated their overall visit experience as a 4 or a 5 suggesting that across the province backcountry respondents are having a positive experience and that only 9% of those who responded provided a neutral or negative response.

5.3 Reporting Statistical Differences between Subgroups

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

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

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

Finally, tables are used to report overall results and show comparisons between many different groups, usually for multiple items at one time. Each sub-group is given a letter designation (from A to F) and each group is compared against all other groups to determine where statistically significant ($p < .05$) differences are present. To capture these comparisons, the results for each group are followed by the letter associated with each group that falls below this group. A trimmed version of *Table 17* has been copied below to help illustrate this reporting convention. As the reader will see, the letters A through F are associated with each of the park zones. Moreover, looking specifically at the overall visit experience results for Algonquin respondents, we find the response to be 98%_{DEF}. This should be interpreted as indicating that the Algonquin rating of 98% is significantly higher than the ratings reported by respondents who visited parks in the Central (90%), South West (88%) and South East (91%) zones.



Table 17: Park Experience

Top 2 Box	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Overall visit experience	91%	96%	97% ^E	98% ^{DEF}	90%	88%	91%

6. Results and Analysis

6.1 Visitors Demographics

6.1.1 Summary of Results

An analysis of visitor demographics reveals that people from all walks of life are enjoying the day visitation opportunities within Ontario’s provincial parks. As we might expect, both men and women appear to be equally taking advantage of Ontario’s provincial parks for day visits. However, North East respondents do stand out as having a higher proportion of female visitors. Interestingly, respondents are typically well educated and a notable percentage of respondents have a household income of over \$140,000. Given the relative affordability of day visits to Ontario’s provincial parks, it may be prudent to promote awareness regarding the affordability of day visits to maximize use by all income categories. Moreover, while family emerges as the top group type, the majority of respondents report that they do not have children under the age of 16 in their household. As such, it may be worthwhile to promote Ontario’s provincial parks as “family friendly” and targeting potential visitors with children in their household.

6.1.2 Detailed Analysis

Survey results¹ suggest that day visitors tend to be evenly split between men (49%) and women (51%) (*Table 1*). This is fairly consistent across zones but it would appear that women (61%) more frequently visit parks in the North East zone than men (39%) (*Table 1a*). Just over one-in-ten² (12%) visitors are between 15 and 24 years old (6% male and 7% female); and only 6% are 65 years of age or older (3% male and 3% female) (*Table 1*). In contrast, one-in-four (26%) are 14 years of age or younger (13% male and 12% female), one-in-three (32%) fall between 25 and 44 years of age (15% male and 17% female), and one-in-four (24%) fall between 45 and 64 year of age (12% male and 13% female). For comparison purposes we have included the 2011 Census results for Ontario.

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

² Please note that the reported proportions for aggregated groups may not match the sum of the proportions for each reported sub-group due to differences in rounding.



Table 1: Age and Gender

	Overall		Ontario	
	Male	Female	Male	Female
0-14 years	13%	12%	9%	8%
15-24 years	6%	7%	7%	7%
25-44 years	15%	17%	13%	14%
45-64 years	12%	13%	14%	15%
65+ years	3%	3%	6%	8%
Total	49%	51%	49%	51%

Q14: Including yourself, please indicate the number of persons in your group in each of the following age and gender categories: *(Fill in the blanks)* (n=1717). Note: Ontario results are calculated using 2011 census data.

Table 1a: Age and Gender by Zone

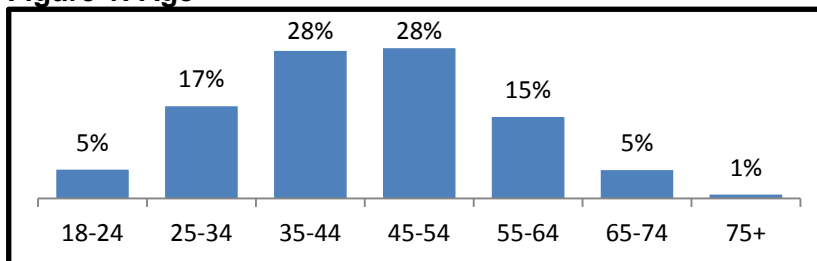
	North West		North East		Algonquin		Central		South West		South East	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
0-14 years	9%	9%	8%	16%	7%	9%	12%	13%	12%	13%	16%	12%
15-24 years	4%	3%	3%	11%	5%	7%	5%	7%	5%	7%	6%	7%
25-44 years	17%	19%	7%	9%	13%	14%	14%	18%	14%	18%	17%	15%
45-64 years	17%	16%	19%	23%	15%	22%	10%	13%	10%	13%	11%	10%
65+ years	3%	2%	2%	1%	5%	3%	4%	4%	4%	4%	4%	3%
Total	51%	49%	39%	61%	45%	55%	45%	55%	45%	55%	53%	47%

Q11: Including yourself, please indicate the number of persons in your group in each of the following age and gender categories. *(Fill in the blanks)* (n=1717) Q1_Recode: Park Zone (base sizes vary for each subgroup)

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

Results suggest that the average day visit respondent is 45 years of age. About one-half (56%) of those who responded are between the ages of 35 and 54 while 17% fall within the 25-34 age group, and 15% fall into the 55-64 group (*Figure 1*). Consistent with results reported above, only 5% of day visit respondents report an age of between 18 and 24.

Figure 1: Age



Q67: What is your age? *(Fill in the blank)* (n=1450)



Day visit respondents are slightly more likely to be female (56%) than male (44%) (Table 2).

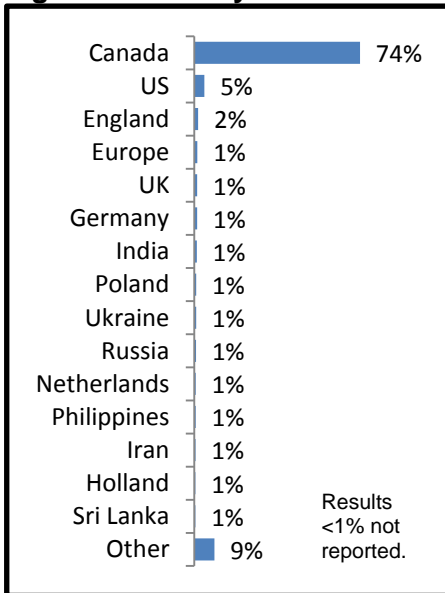
Table 2: Gender

%	Overall
Male	44%
Female	56%

Q68: What is your gender? (Check on circle) (n=1475)

Not surprisingly, the majority of respondents report that they were born in Canada (74%), with the next highest proportions born in the U.S. (5%) (Figure 2). By zone, see Figure 2a, North West (19%), North East (12%) and Algonquin (9%) are more likely than Central (2%), South West (4%) and South East (2%) respondents to report that they were born in the U.S. It is worth noting that two-in-ten (22%) day visit respondents report being born outside of Canada and the U.S.

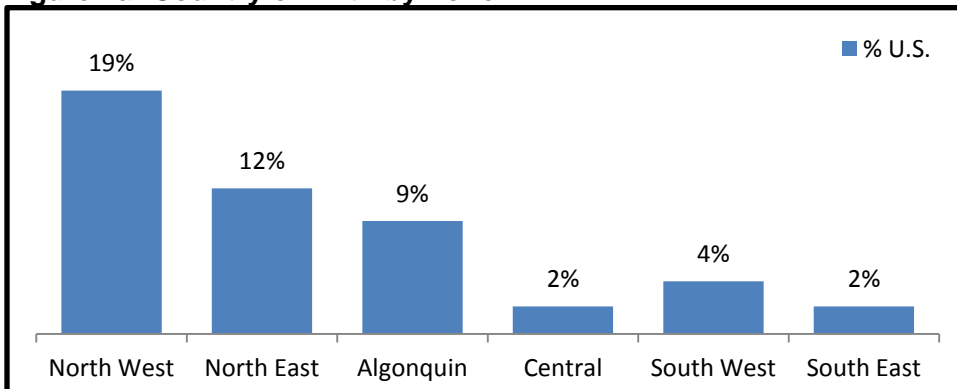
Figure 2: Country of Birth



Q69: Where were you born? (n=1467).



Figure 2a: Country of Birth by Zone



Q69: Where were you born? (Check one circle or fill in the blank) (U.S., n=63) Q1_Recode: Park Zone (bases vary for each subgroup)

When it comes to household composition, just less than one-half (45%) of day visit respondents report that they have children under the age of 16 living at home (Figure 3). However, the average reported household size is 3 (Table 3). It is worth noting that respondents who visited Central (47%), South West (49%) and South East (46%) parks are more likely than those who visited North East (31%) or Algonquin (34%) parks to report that their household includes children (Figure 3a). Moreover, one-half (51%) report visiting the park with their family (Figure 4), with this proportion increasing to 57% among Central respondents (Figure 4a). In contrast, just over two-in-ten (22%) report that they visited the park as a couple, with Central (15%) respondents being the least likely to say this was the case when compared with all other respondents (Figure 4b). Finally, the average group size is about 5 with slightly smaller groups in North West (4 people), North East (4 people) and Algonquin (3 people) (Table 4).

Figure 3: Children at Home



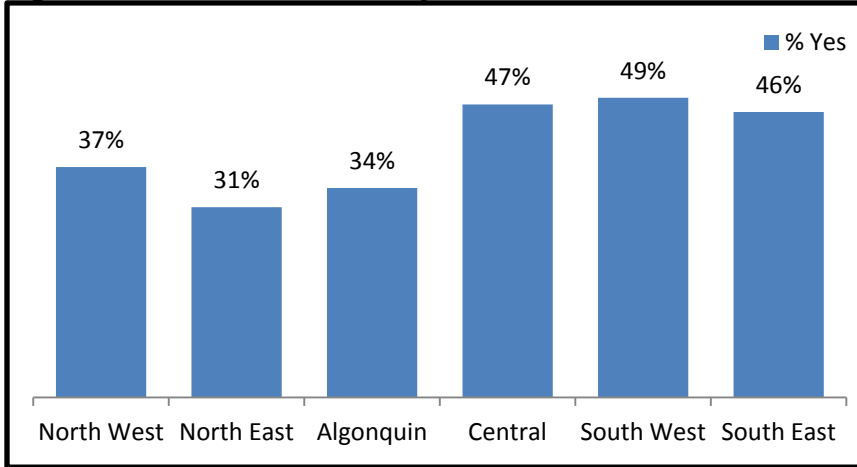
Q72: Do you have children 16 years of age and younger living in your home? (Check one circle) (n=1470)

Table 3: Household Size

	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Average # of Persons per Household	3.2	2.9	2.8	3	3.3 _B	3.2 _B	3.1

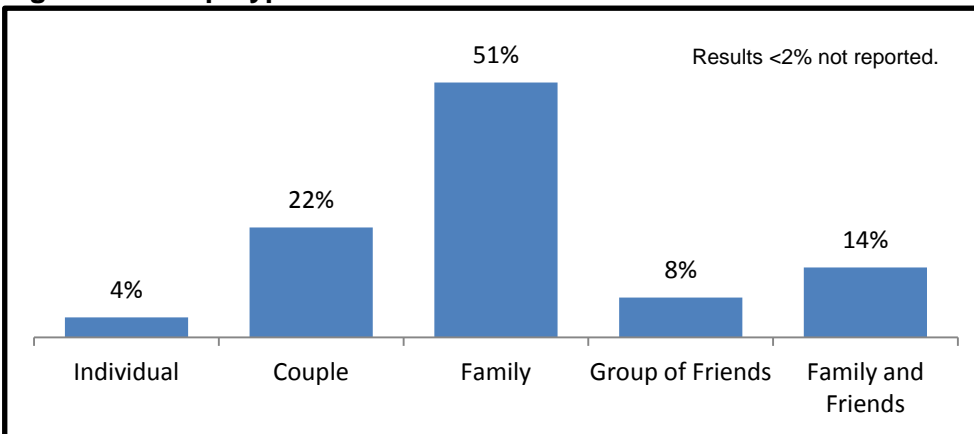
Q71: Including yourself, how many people are in your household? (*Fill in the blank*) (n=1470) Q1_Recode: Park Zone (bases vary for each subgroup)

Figure 3a: Children at Home by Zone



Q72: Do you have children 16 years of age and younger living in your home? (*Check one circle*) (Yes, n=623) Q1_Recode: Park Zone (bases vary for each subgroup)

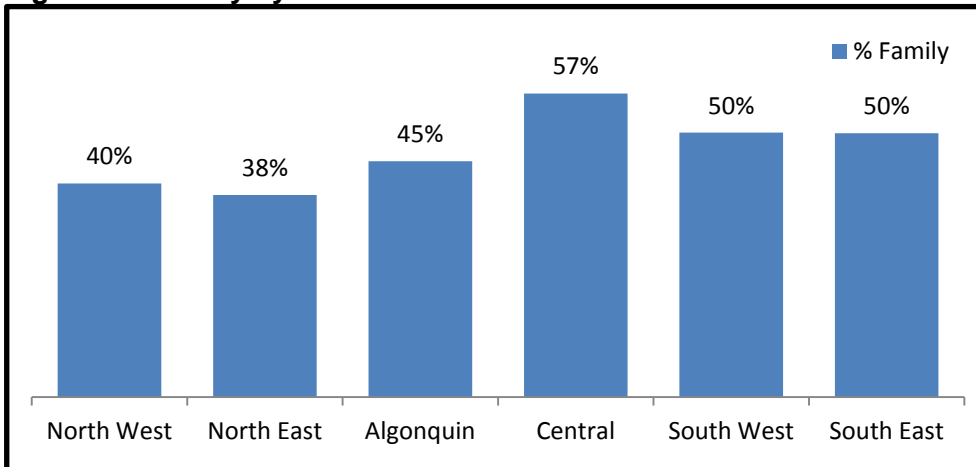
Figure 4: Group Type



Q13: Which of the following best describes your group? (*Check one circle*) (n=1623)

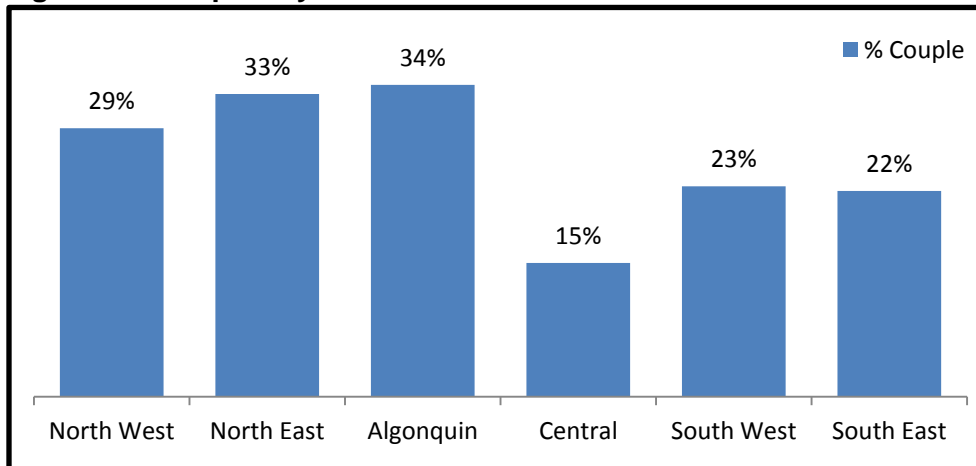


Figure 4a: Family by Zone



Q13: Which of the following best describes your group? (Check one circle) (Family, n=788) Q1_Recode: Park Zone (bases vary for each subgroup)

Figure 4b: Couples by Zone



Q13: Which of the following best describes your group? (Check one circle) (Couple, n=402) Q1_Recode: Park Zone (bases vary for each subgroup)

Table 4: Group Size

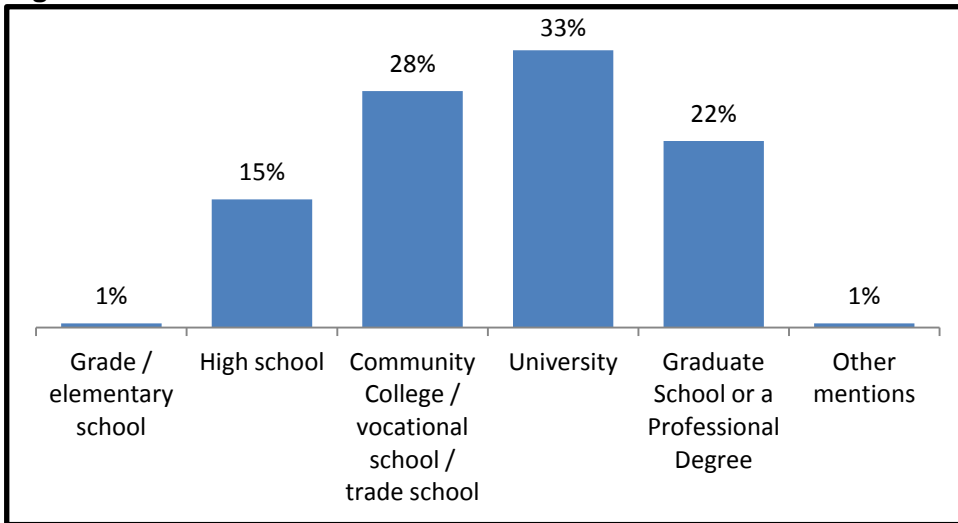
	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Average # of Persons per Group	5.1	4	3.9	3.1	5.9 _c	5.5 _c	4.8 _c

Q12: Including yourself, how many persons were in your group? (Fill in the blank) (n=1605) Q1_Recode: Park Zone (base size varies by subgroup)

Day visit respondents are generally well educated with the majority (83%) of respondents reporting that they obtained a Community College diploma, University degree, or Graduate School or Professional degree (Figure 5). Interestingly, over half (55%) of day visitor respondents (55%) have a university or professional degree



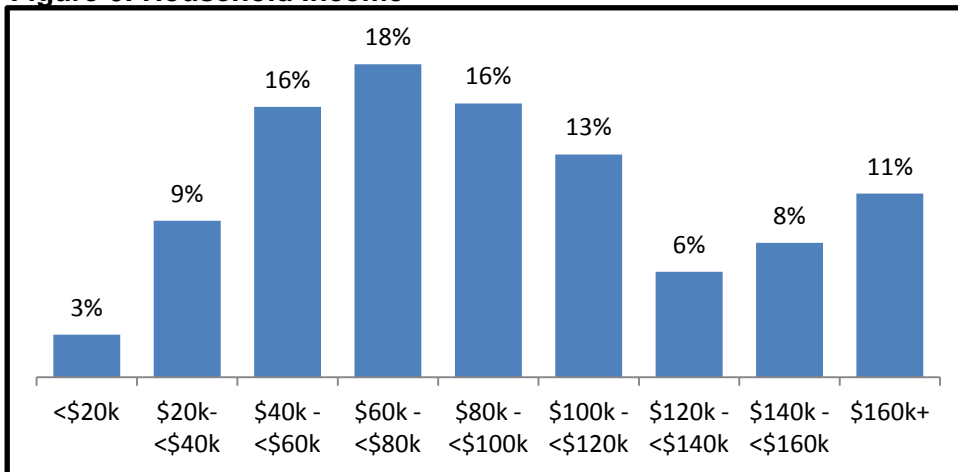
Figure 5: Education Level



Q73: What is the highest level of education you attained or completed? (*Check one circle*) (n=1472)

The average pre-tax household income of day visitor respondents is approximately \$89,000. Moreover, while income appears to be distributed normally among most income categories (see *Figure 6*), a notable proportion of respondents (19%) report that their income is \$140,000 or more.

Figure 6: Household Income

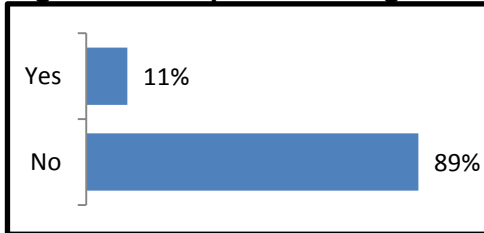


Q74: What was your total household income from all sources before taxes in 2010? (*Check one circle*) (n=1304)



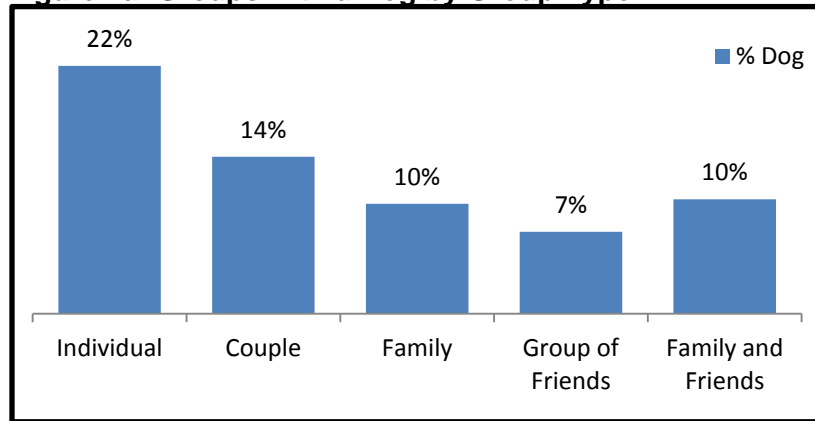
About one-in-ten (11%) day visitor respondents report that they or someone in their group brought a dog on this trip (Figure 7). Individuals (22%) (Figure 7a) and respondents who are 55-64 (19%) years of age (Figure 7b) are more likely than most to report having a dog accompany them on the day trip. Typically, groups with dogs had only one dog (80%) but one-in-five (20%) report having two or more dogs along for the day visit (Figure 8).

Figure 7: Groups with a Dog



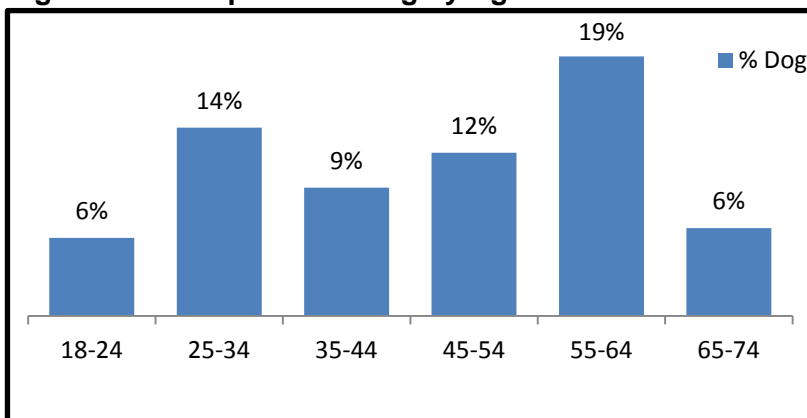
Q15: Did you, or someone in your group, bring a dog on this trip? (Check one circle) (n=1639)

Figure 7a: Groups with a Dog by Group Type



Q15: Did you, or someone in your group, bring a dog on this trip? (Check one circle) (Yes, n=207) Q13: Which of the following best describes your group? (Check one circle) (bases vary for each subgroup)

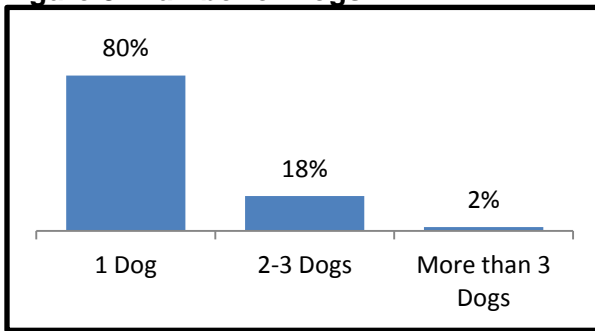
Figure 7b: Groups with a Dog by Age



Q15: Did you, or someone in your group, bring a dog on this trip? (Check one circle) (Yes, n=207) Q67: What is your age? (Check one circle) (bases vary for each subgroup)



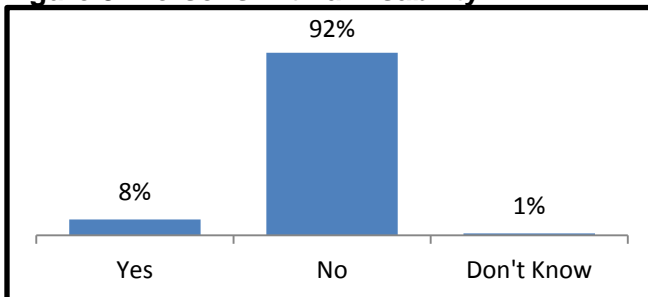
Figure 8: Number of Dogs



Q16: How many dogs were on this trip? (*Specify*) (n=205)

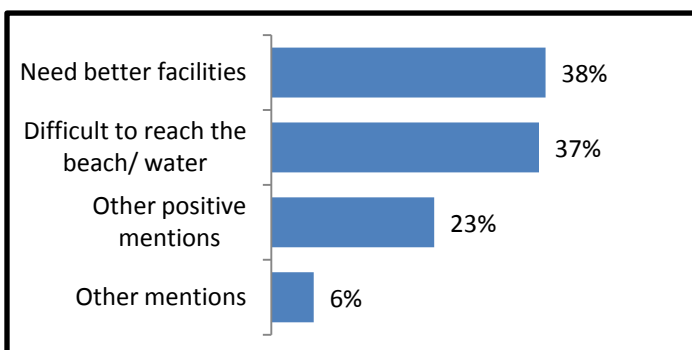
As shown in *Figure 9*, across the province only a small proportion (8%) of day visit respondents report that a member of their group was a person with a disability. When presented with the opportunity to provide feedback regarding accessibility in the park, one-quarter (23%) of respondents who reported that a member of their group was a person with a disability reported positive comments. That said, notable proportions took the opportunity to report the need for better facilities (38%) or that it is difficult to reach the beach/water (37%) (*Figure 10*). However, six-in-ten (60%) of those respondents who reported that a member of the group was a person with a disability rate the services and facilities of the park highly (*Figure 11*).

Figure 9: Persons with a Disability



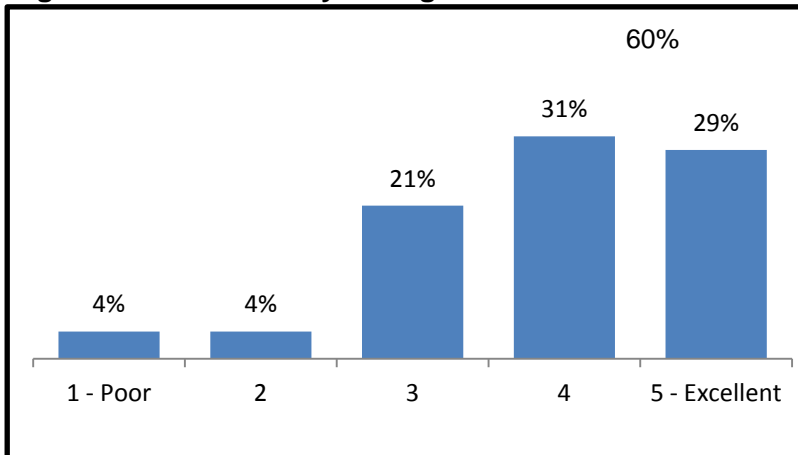
Q17: Was any member of your group a person with a disability? (*Check one circle*) (n=1636)

Figure 10: Accessibility Comments



Q18: Please enter any comments or suggestions you may have regarding the accessibility within this park. (*Specify*) (n=50)

Figure 11: Accessibility Rating



Q19: Please rate the services and facilities within [Q1] in terms of meeting the needs of the person(s) in your group with a disability. (Check one circle) (n=129)

6.2 Trip Characteristics

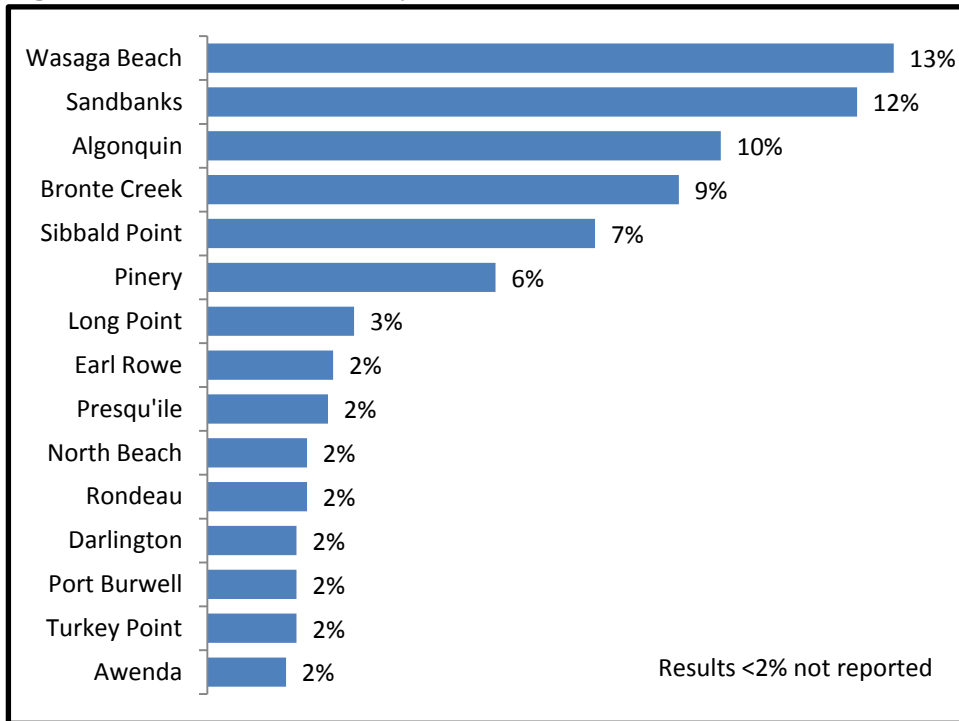
6.2.1 Summary of Results

Among all day visit respondents, Wasaga Beach and Sandbanks are the most frequently visited parks. Typically speaking, respondents in the Central and Southern regions travel shorter distances and are more likely to say that the park was their main destination. The vast majority entered the park using a day pass (especially among first time visitors) and parked in a provincial park parking lot. When choosing parks, across the province, word of mouth appears to be the primary information source and this is especially true of younger respondents. Not surprisingly,, older respondents are more likely to say that a past experience with the park was their primary information source; an observation that may suggest previous experience informs the advice older park visitors share with younger visitors seeking their input. Results also indicate that most respondents have visited this park before. Finally, if their desired park was not available, a significant proportion of respondents would not have chosen a different park; instead, many would have opted to stay at home.

6.2.2 Detailed Findings

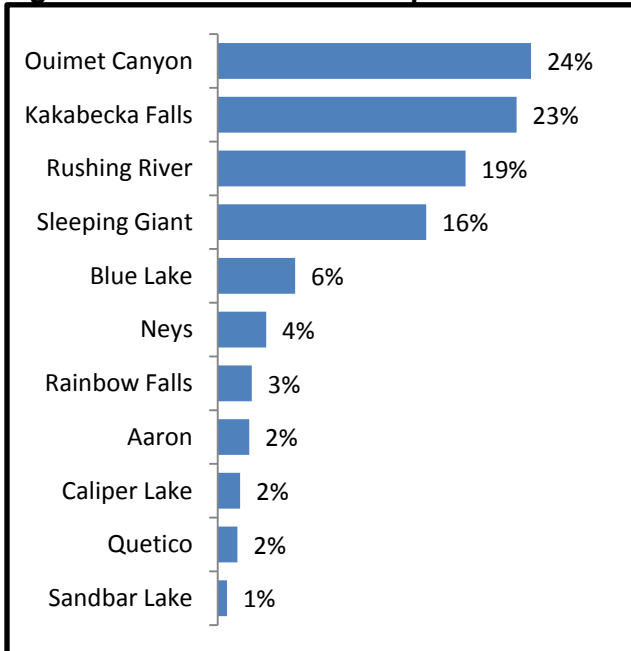
Results suggest (Figure 12) that Wasaga Beach (13%) and Sandbanks (12%) are the most frequently visited parks. Following closely behind are Algonquin (10%), Bronte Creek (9%), Sibbald Point (7%) and the Pinery (6%). Within the North West zone, Ouimet (24%) and Kakabecka Falls (23%) are most frequently visited (Figure 12a). North East respondents report visiting Killarney (30%) most frequently (Figure 12b), and Central respondents tend to favour Wasaga Beach (46%); with a notable proportion visiting Sibbald Point (26%) (Figure 12c). Among South West respondents, one-third (33%) visit Bronte Creek (Figure 12d) and among South East respondents, one-half (49%) visit Sandbanks (Figure 12e).

Figure 12: Park most recently visited.



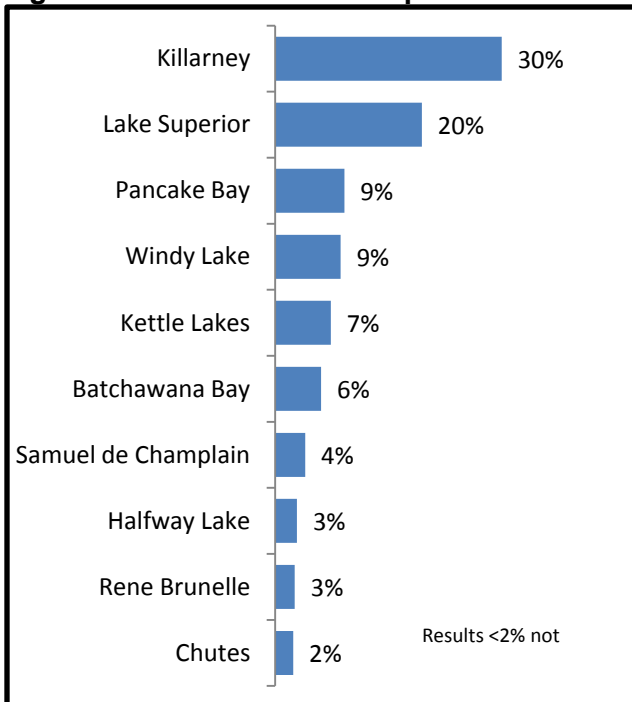
Q1: Please select the park that you most recently stayed in for one or more nights. (*Specify*) (n=1717)

Figure 12a: North West Zone park most recently visited



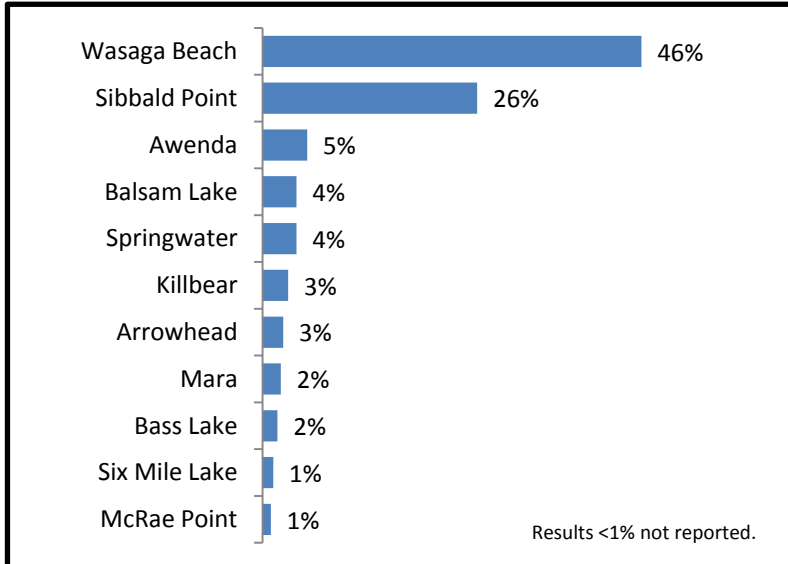
Q1: Please select the park that you most recently stayed in for one or more nights. (*Specify*) (n=1717)
 Q1_Recode: Park Zone (North West, n=87)

Figure 12b: North East Zone park most recently visited



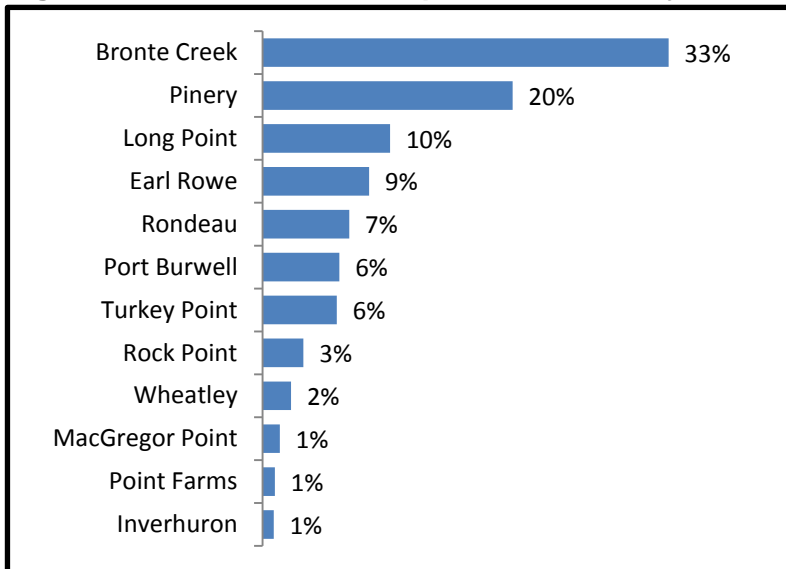
Q1: Please select the park that you most recently stayed in for one or more nights. (Specify) (n= 1717)
Q1_Recode: Park Zone (North East, n=132)

Figure 12c: Central Zone park most recently visited



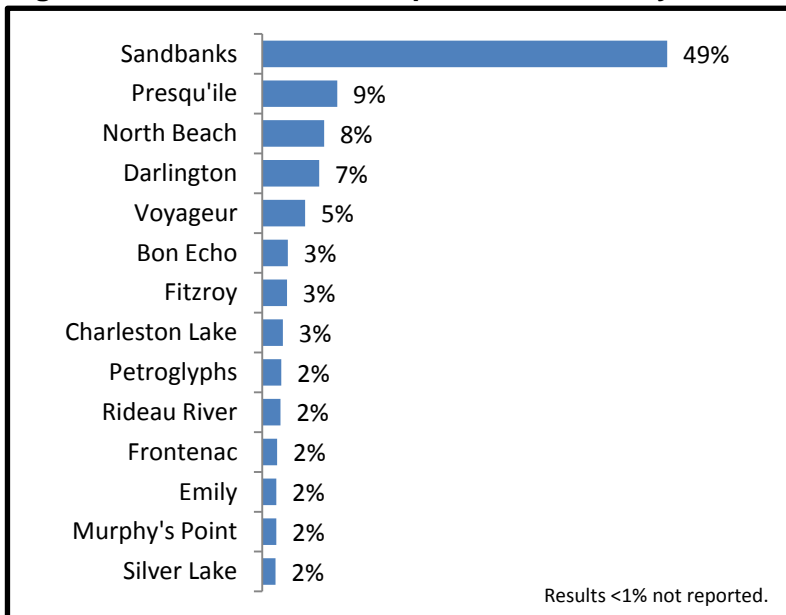
Q1: Please select the park that you most recently stayed in for one or more nights. (Specify) (n=1717)
Q1_Recode: Park Zone (Central, n=368)

Figure 12d: South West Zone park most recently visited



Q1: Please select the park that you most recently stayed in for one or more nights. (*Specify*) (n=1717)
 Q1_Recode: Park Zone (South West, n=492)

Figure 12e: South East Zone park most recently visited

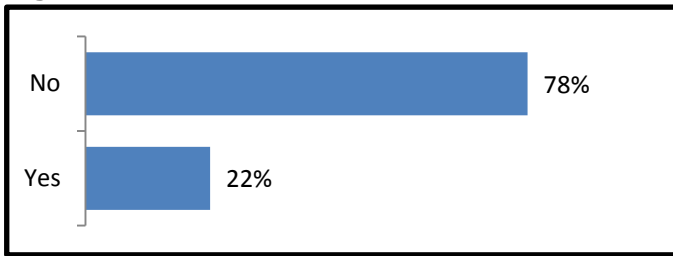


Q1: Please select the park that you most recently stayed in for one or more nights. (*Specify*) (n=1717)
 Q1_Recode: Park Zone (South East, n=421)

Nearly eight-in-ten (78%) day visit respondents say that they had visited this park before (*Figure 13*); with Central (82%) and South West (80%) respondents being slightly more likely to say this was the case (*Figure 13a*).

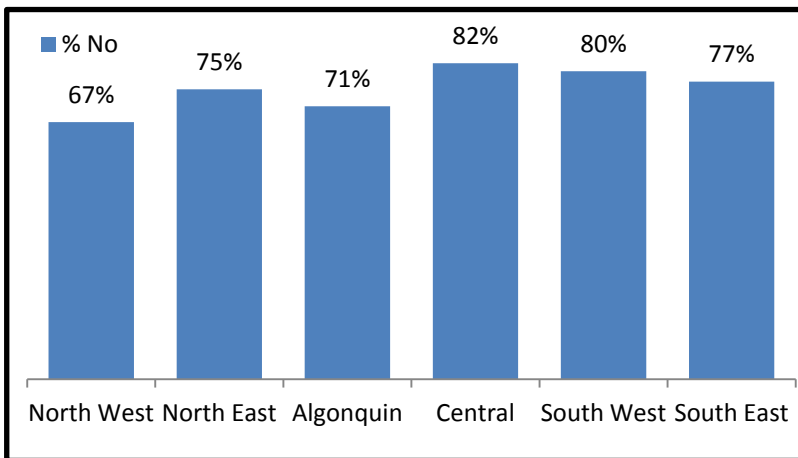


Figure 13: First Visit



Q20: Was this your first trip to THIS Ontario Provincial Park? (Check one circle) (n=1625)

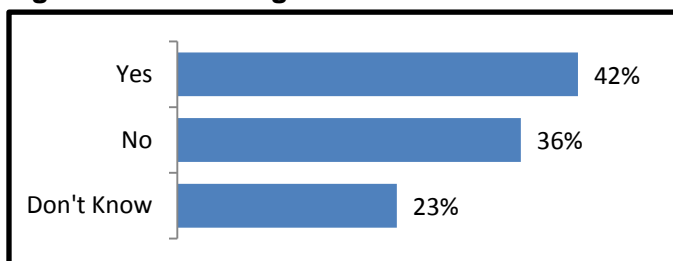
Figure 13a: First Visit by Zone



Q20: Was this your first trip to THIS Ontario Provincial Park? (Check one circle) (No, n=1230) Q1_Recode: Park Zone (bases vary for each subgroup)

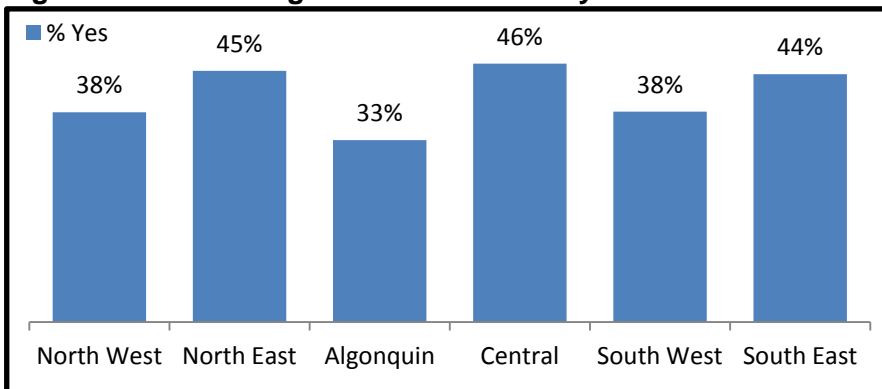
When presented with a hypothetical scenario querying whether respondents would have gone to a different park if their desired park was not available, four-in-ten (42%) day visit respondents said they would have simply gone to another park, while over one-in-three (36%) report they would not, and nearly one-in-four (23%) were not sure what they would have done (Figure 14). Central (46%) respondents are more likely than Algonquin (33%) and South West (38%) respondents to say they would have gone to another park (Figure 14a).

Figure 14: Choosing Alternative Parks



Q27: Suppose for whatever reason, [Q1] was not available to you for this recreation trip. Would you have gone to a different Ontario provincial park? (Check one circle) (n=1519)

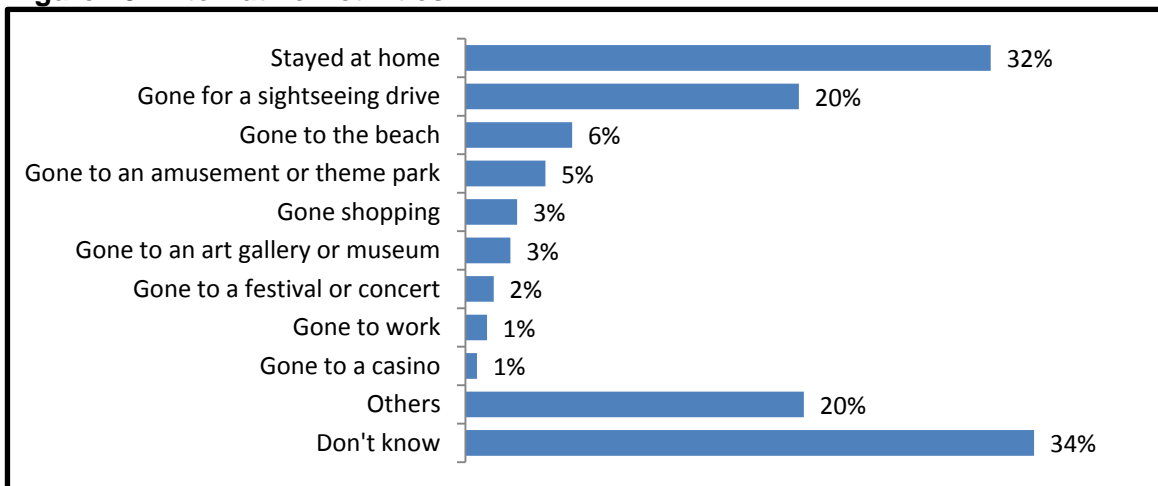
Figure 14a: Choosing Alternative Parks by Zone



Q27: Suppose for whatever reason, [Q1] was not available to you for this recreation trip. Would you have gone to a different Ontario provincial park? (Yes, n=677) (Check one circle) Q1_Recode: Park Zone (bases vary for each subgroup)

Among those who would have done something else (Figure 15), one-third (32%) say they would have stayed home instead of going on their day trip. Interestingly, one-in-ten (20%) say they would have gone on a sightseeing drive instead.

Figure 15: Alternative Activities



Q28: What would you have done instead? (Check one circle) (n=564)

Among those who said they would have gone to another provincial park, a variety of responses are noted for each Zone (Table 5). Two-in-ten North West (20%) respondents say they would have gone to Sleeping Giant and two-in-ten North East (21%) respondents say they would have visited Pancake Bay instead. Nearly four-in-ten (37%) Algonquin respondents say that Arrowhead would have been their alternate destination, while one-in-ten Central respondents say they would have gone to Algonquin (9%), Awenda (9%) or Sandbanks (9%). South West respondents tend to favour Long Point (17%) as their favourite alternative while South East respondents report that Sandbanks (18%) and Presqu'ile (17%) are their most likely alternatives.

Table 5: Alternative Parks by Zone

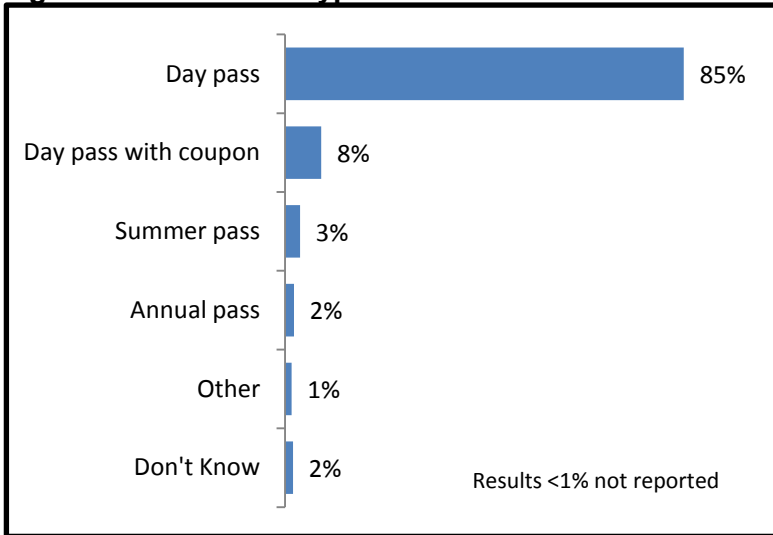
	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Aaron Provincial Park	0%	5%	-	-	-	-	-
Algonquin Provincial Park	5%	-	10%	-	9% _{CE}	3%	3%
Arrowhead Provincial Park	3%	-	-	37% _{DEF}	2%	-	-
Awenda Provincial Park	4%	-	-	4%	9% _{EF}	3%	2%
Bass Lake Provincial Park	2%	-	-	-	7% _{EF}	1%	-
Batchawanna Bay Provincial Park	1%	-	16%	-	-	-	-
Bon Echo Provincial Park	3%	-	-	7% _{DE}	0%	1%	7% _{DE}
Darlington Provincial Park	3%	-	-	-	3%	4%	3%
Earl Rowe Provincial Park	3%	-	-	-	8% _{EF}	1%	0%
Fushimi Lake Provincial Park	0%	-	4%	-	-	-	-
Halfway Lake Provincial Park	1%	-	12%	-	-	-	-
Kakabeka Falls Provincial Park	1%	13%	-	-	-	-	-
Killarney Provincial Park	2%	-	3%	9% _{DEF}	3%	-	0%
Killbear Provincial Park	1%	-	4%	7% _{DEF}	1%	-	1%
Lake Superior Provincial Park	1%	12%	-	-	-	-	-
Long Point Provincial Park	6%	-	-	-	4%	17% _{CDF}	4%
North Beach Provincial Park	2%	2%	-	-	1%	-	7% _{DE}
Ouimet Canyon Provincial Park	0%	7%	-	-	-	-	-
Pancake Bay Provincial Park	1%	12%	21%	-	-	-	-
Pigeon River Provincial Park	0%	9%	-	-	-	-	-
Pinery Provincial Park	4%	-	-	2%	2%	10% _{CDF}	2%
Port Burwell Provincial Park	2%	-	-	-	-	6% _{DF}	-
Presqu'île Provincial Park	5%	-	-	-	2%	-	17% _{CDE}
Provincial Park (Other)	3%	-	1%	4%	2%	5%	4%
Quetico Provincial Park	0%	8%	-	-	-	-	-
Rondeau Provincial Park	1%	-	-	-	-	4% _{DF}	-
Sandbanks Provincial Park	8%	-	-	2%	9% _E	1%	18% _{CDE}
Sauble Falls Provincial Park	3%	-	-	-	8% _{CEF}	1%	-
Sibbald Point Provincial Park	3%	-	-	-	5% _F	4% _F	0%
Sleeping Giant Provincial Park	1%	20%	-	-	-	-	-
Turkey Point Provincial Park	3%	-	-	2%	2%	9% _{DF}	-
Wasaga Beach Provincial Park	4%	-	-	2%	5%	5%	4%
Have to research	1%	-	-	5% _{DE}	-	1%	2%
Other mentions	10%	17%	12%	7%	11%	10%	7%

Q29: Which Ontario provincial park or other location would you have most likely chose as the best alternative to [Q1] for this day trip? (Specify) (n=644) Note: Only parks with at least 4% in each reported zone are displayed.



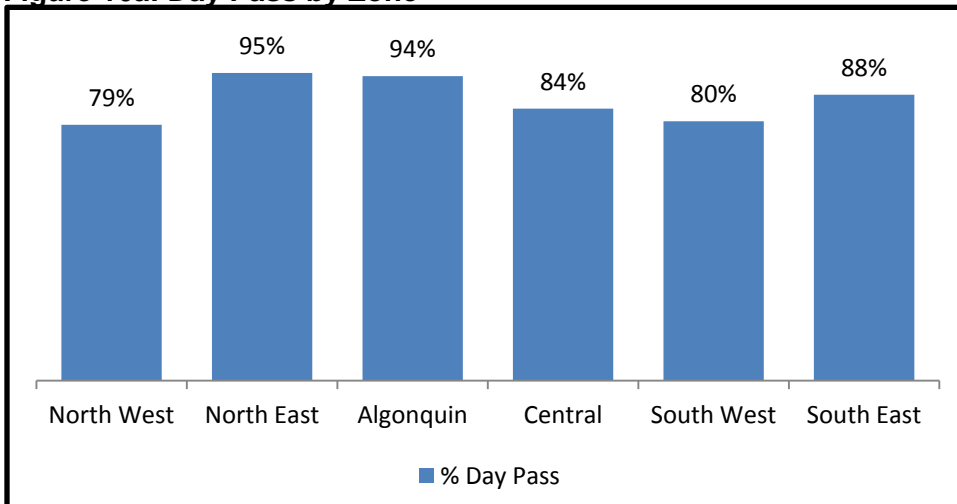
Over eight-in-ten (85%) report using a day pass to enter the park for this day visit and a small but notable proportion of respondents report using a coupon along with their day pass (8%) (Figure 16). By zone, North East (95%) and Algonquin (94%) respondents are the most likely to report entering the park via a day pass (Figure 16a), as are those who report that this is their first visit (92%) (Figure 16b).

Figure 16: Park Pass Type



Q10: Which of the following did you use to enter the park for this day visit? (Check all that apply) (n=1631)

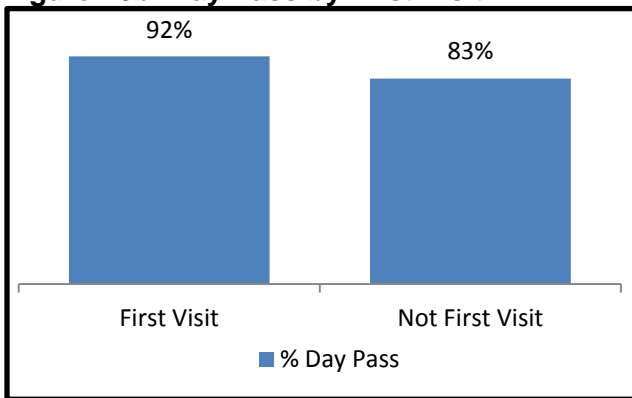
Figure 16a: Day Pass by Zone



Q10: Which of the following did you use to enter the park for this day visit? (Check all that apply) (Day Pass, n=1411) Q1_Recode: Park Zone (bases vary for each subgroup)



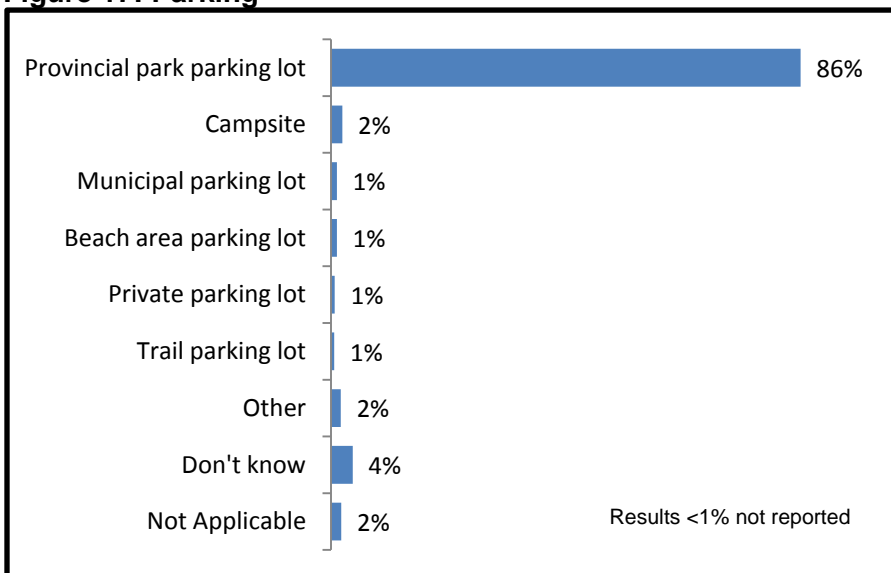
Figure 16b: Day Pass by First Visit



Q10: Which of the following did you use to enter the park for this day visit? (*Check all that apply*) (Day Pass, n=1411) Q20: Was this your first trip to THIS Ontario Provincial Park? (*Check one circle*) (bases vary for each subgroup)

As illustrated in *Figure 17*, day visit respondents (86%) overwhelmingly report that they parked in a provincial park parking lot.

Figure 17: Parking

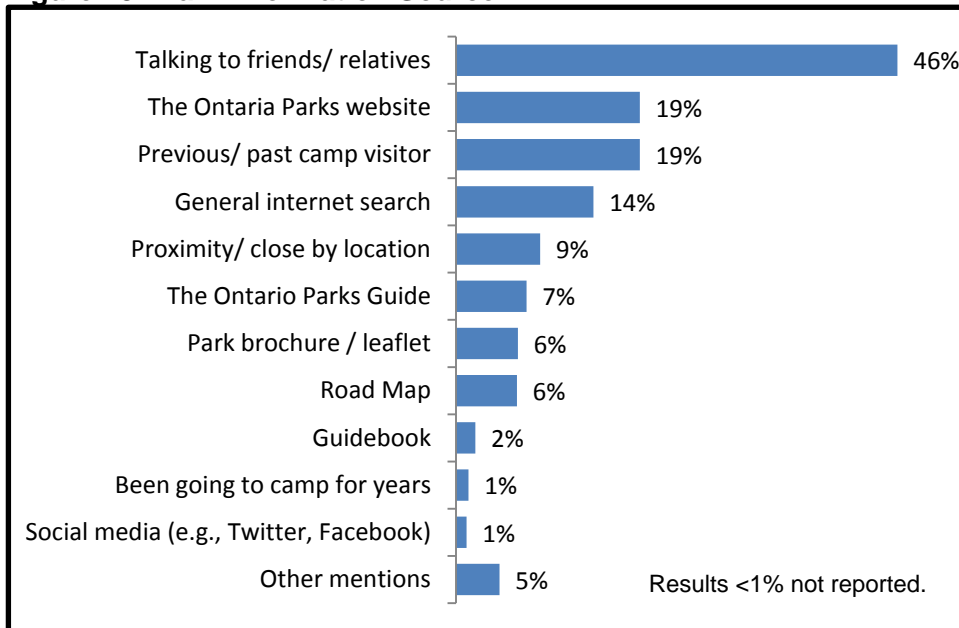


Q11: If you drove, where did you park your vehicle for this day visit to [Q1]? (*Check one circle*) (n=1633)

As shown in *Figure 18* below, when choosing which provincial park to visit for a day trip, respondents cite a variety of information sources that informed their decision. Most commonly respondents report that talking to friends/relatives (46%) was their primary source of information. Two-in-ten report that the Ontario Parks website (19%) and previous camp experiences (19%) were their main source of information. It is worth emphasizing that the Ontario Parks website is cited as a respondent's main information source above other online sources including general internet searches (14%) and Social Media (1%). It is interesting to note, however, the use of either general internet searches

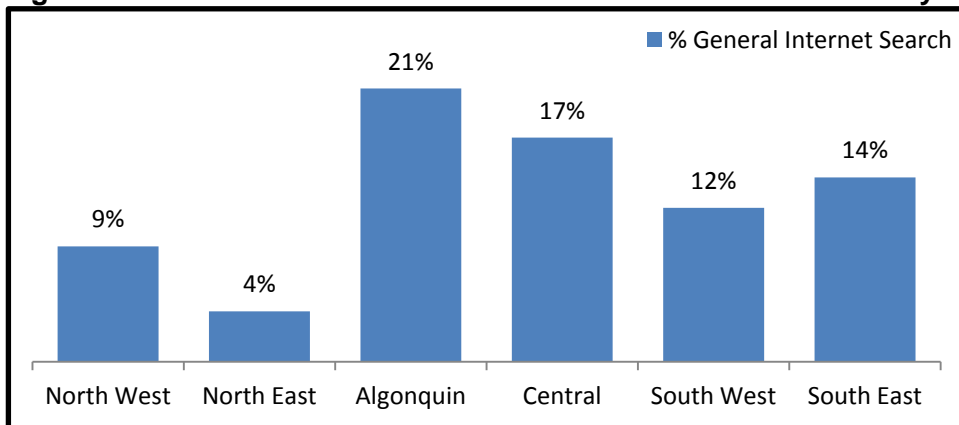
or the Ontario Parks website is lowest among North West (9% each) and North East (4% and 8%, respectively) respondents (*Figure 18a & Figure 18b*). Moreover, an interesting trend emerges when examining information sources by age. In particular, those aged 18-44 are more likely to mention talking to friends and family, in comparison to those aged 45+ (54% vs. 36%) (*Figure 18c*); while those aged 45+ are more likely to say that they choose this park because of previous experiences, in comparison to the 18-44 age group (28% vs. 13%) (*Figure 18d*).

Figure 18: Main Information Source.



Q2: Which was the main information source you used to help select which park to visit for this trip? (*Check all that apply*) (n=1710)

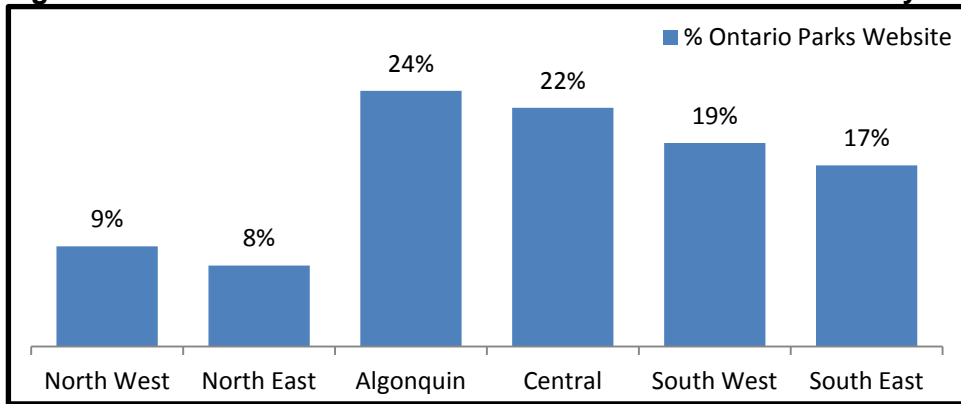
Figure 18a: General Internet Search as Main Information Source by Zone



Q2: Which was the main information source you used to help select which park to visit for this trip? (*Check all that apply*) (General Internet Search, n=228) Q1_recode: Park Zone (bases vary for each subgroup)

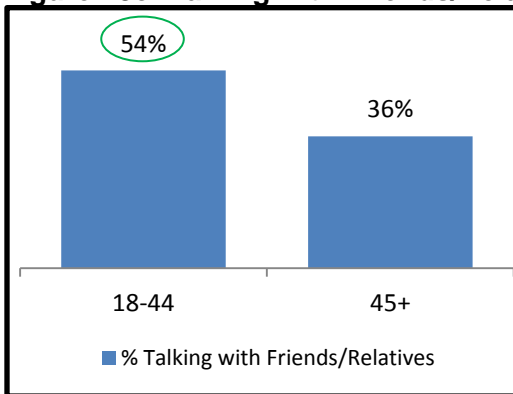


Figure 18b: Ontario Parks Website as Main Information Source by Zone



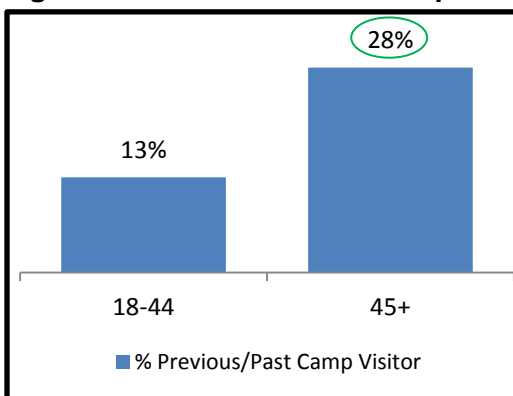
Q2: Which was the main information source you used to help select which park to visit for this trip? (*Check all that apply*) (Ontario Parks Website, n=323) Q1_recode: Park Zone (bases vary for each subgroup)

Figure 18c: Talking with Friends/Relatives as Main Information Source by Age



Q2: Which was the main information source you used to help select which park to visit for this trip? (*Check all that apply*) (Talking with friends/relatives, n=778) Q67: What is your age? (*Fill in the blank*) (bases vary for each subgroup)

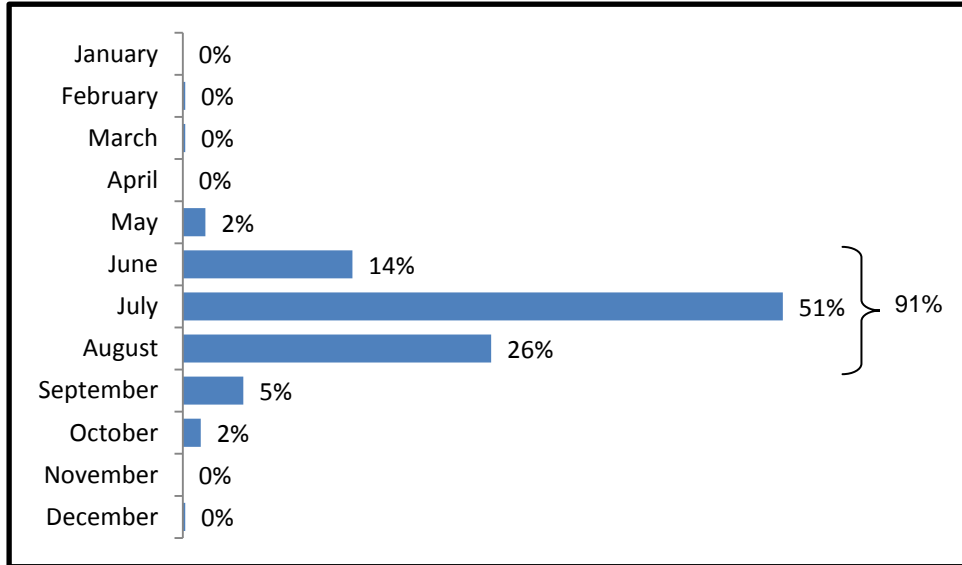
Figure 18d: Previous/Past Camp Visitor as Main Information Source by Age



Q2: Which was the main information source you used to help select which park to visit for this trip? (*Check all that apply*) (Previous/past camp visitor, n=322) Q67: What is your age? (*Fill in the blank*) (bases vary for each subgroup)

Not surprisingly, Ontario Provincial Parks are most frequently visited during the summer months with 91% of all respondents reporting that their trip occurred between June and August (*Figure 19*). Another 7% said that their trip happened just before or just after the summer (2% in May and 5% in September). It is worth noting some variation between zones. As shown in *Table 6* below, a large proportion of North East respondents (50%) visited parks in August, while July was the month of choice among Algonquin (57%), Central (56%) and South East (55%) respondents. Moreover, South West (22%) respondents are more likely than all other respondents to say that they visited the park in June.

Figure 19: Date of Visit



Q8: On what date did your group arrive at the park? (n=1623)

Table 6: Date of Visit by Zone

Month	North West	North East	Algonquin	Central	South West	South East
	A	B	C	D	E	F
June	18% _B	4%	10%	10%	22% _{BCDF}	14% _B
July	51%	37%	57% _{BE}	56% _{BE}	41%	55% _{BE}
August	21%	50% _{ACDEF}	29% _E	30% _E	20%	24%

Q8: On what date did your group arrive at the park? (n=1623) Q1_Recode: Park Zone (bases vary for each subgroup)



Over eight-in-ten (83%) respondents report that the park they visited was the main destination of their trip (*Table 7*). However, this varied significantly by zone. In particular, Central (87%), South West (90%) and South East (88%) respondents are more likely than North West (52%), North East (69%) and Algonquin (67%) respondents to say that this park was the main destination of their trip. Interestingly, while only a small proportion of respondents (5%) report that their day visit was unplanned, one-quarter (24%) of North West respondents say that their day trip to this park was unplanned.

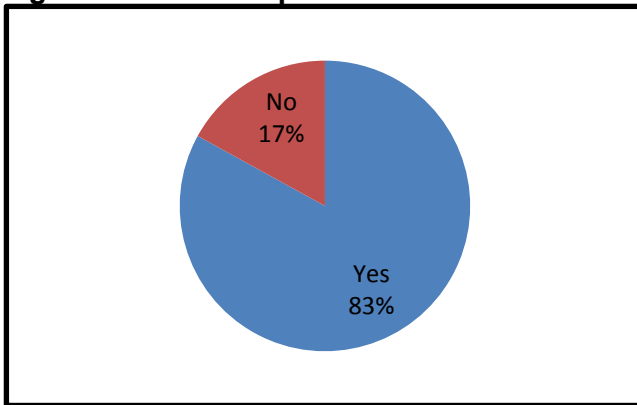
Table 7: Destination Type

%	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
This park was the main destination of my trip.	83%	52%	69%	67%	87% _{ABC}	90% _{ABC}	88% _{ABC}
This park was one of several destinations of my trip.	12%	24% _{DEF}	23% _{DEF}	28% _{DEF}	9%	8%	8%
This park was an unplanned destination on my trip.	5%	24% _{BCDEF}	8% _E	5%	4%	3%	4%
Other	1%	1.3% _E	1% _{DE}	2% _{DE}	0%	n/a	1%

Q4: Which of the following best describes your trip to [Q1]? (Check one circle) (n=1674) Q1_Recode: Park Zone (bases vary for each subgroup)

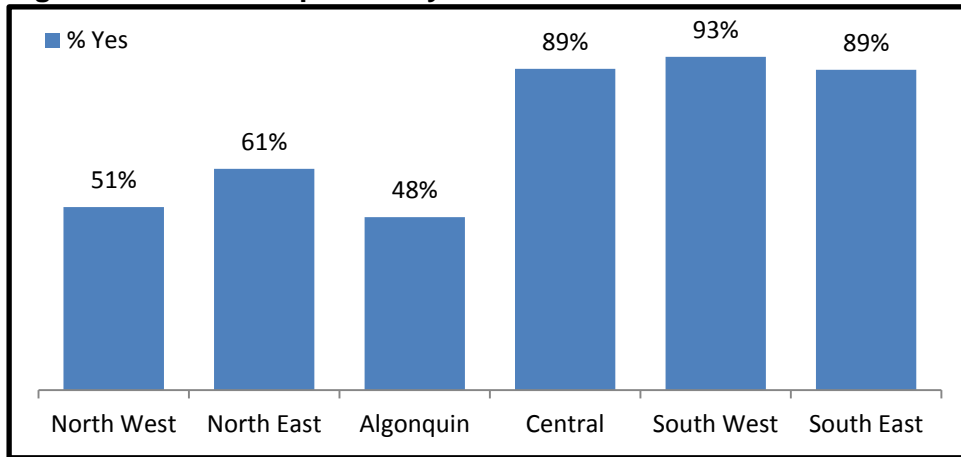
As illustrated in *Figure 20*, the vast majority (83%) of respondents started their day trip from home. However, as we might expect given the results above, respondents who visited parks in Central (89%), South West (93%) and South East (89%) are more likely to say they started their trip from home when compared to North West (51%), North East (61%) and Algonquin (48%) respondents (*Figure 20a*).

Figure 20: Home Departure



Q5: Did you start this [Q1] trip from your home? (Check one circle) (n=1643)

Figure 20a: Home Departure by Zone



Q5: Did you start this [Q1] trip from your home? (Check one circle) (Yes, n=1354) Q1_recode: Park Zone (bases vary for each subgroup)

At an overall level, respondents report an average one-way travel distance of 137km, an average one-way travel time of 1.6 hours and an average length of stay of 5.4 hours (Table 8). These results vary widely across the regions, however. In particular, South West respondents report the shortest travel distance (mean of 76km one-way) while respondents who visited parks in the Algonquin and South East zones report traveling an average of over 200km one-way to visit the park. As a telling result, North West, North East and Algonquin respondents report traveling for longer periods of time (mean of 2.5, 2.4 and 2.5 hrs one-way respectively) when compared to Central (1.4 hrs), South West (1.4 hrs) and South East (1.6hrs) respondents. North West respondents report spending the shortest amount of time at the park (mean of 3.6hrs), a result that makes sense given the likelihood for North West respondents to report that their visit was a part of a larger trip or was unplanned.

Table 8: Distance, Travel Time, Length of Stay

	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Distance Traveled (one way, average Km)	136.7	159.7 _{DE}	163.4 _{DE}	208.2 _{DE}	100 _E	76	209.1
Travel time (one way, average # of hrs.)	1.6	2.5 _{DEF}	2.4 _{DEF}	2.5 _{DEF}	1.4	1.4	1.6
Length of Stay (average # of hrs.)	5.4	3.6	5.4 _A	6.7 _{ADEF}	6 _{AEF}	4.9 _A	5.2 _{AE}

Q6: About how far is it one way from where you started your day trip to [Q1]? (Fill in one blank) (n=1586) Q7: About how many hours did it take to travel one way from where you started your day trip to [Q1]? (Fill in the blank) (n=1612) Q9: About how many hours did you stay in [Q1] on this day trip? (Fill in the blank) (n=1632) Q1_recode: Park Zone (bases vary for each subgroup and item)



6.3 Park Visitation History

6.3.1 Summary of Results

An examination of previous park visitations reveals that day visitors tend to stick to this form of park visit over any other. On average, day visit respondents appear to have visited an Ontario provincial park at least once a year for the past three years. In contrast, respondents report other trip types with much lower frequency. These results suggest that day visit respondents tend to only use Ontario's provincial parks for day visits. Hence, it may be prudent to explore marketing opportunities to day visitors regarding overnight visit opportunities.

6.3.2 Detailed Findings

When asked to report how many day trips they have taken over the past three years to any provincial park (*Table 9*), results suggest that respondents are taking day trips slightly more frequently than once a year (mean of 4 trips in 3 years). In contrast, day visit respondents report fewer overnights stays in a campground (1.6 trips in the past 3 years), overnight in a park roofed accommodation (0.2 trips in the past 3 years), overnight in the backcountry (0.5 trips in the past 3 years), or overnight in any combination of parks (0.2 trips in the past 3 years).

Table 9: Visitation History to Any Provincial Park

	Average # of Trips (3 year total)	Average # Days (3 year total)
Stayed overnight in the park campground	1.6	2.9
Stayed overnight in park roofed accommodation	0.2	3.3
Stayed overnight in the park backcountry	0.5	3.2
Stayed overnight in some combination of the park campground, roofed accommodation and / or the park backcountry	0.2	3.1
Did not stay overnight in the park (day visit only)	4.4	2.9

Q23: Including this trip, in the past 3 years, how many trips did you make to ANY Ontario Provincial Park where you: (*Fill in the blanks*) (Overnight in campground, n=1000 & 555; Overnight roofed, n=671 & 184; Overnight Backcountry, n=713 & 232; Overnight combination, n=651 & 164; Day Visit, n=1394 & 355)

Respondents have been visiting this park for an average of 13 years (*Table 10*). This is slightly higher in North West, North East and Algonquin when compared to Central, South West and South East.

Table 10: Years Visited by Zone

	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Average # of Years Visited	13.3	15.6	14.5	15.5	12.6	13.2	13.2

Q22: For how many years, in total, have you visited THIS Ontario provincial park? (*Fill in the blank*) (n=1200)
Q1_Recode: Park Zone (bases vary for each subgroup)



The visitation history of day visit respondents, as it pertains to the park they were being surveyed about, mirrors those found above. Respondents who previously visited this park were found to visit the park for a day trip an average of about 4 trips in the past year (Table 11).

Table 11: Visitation History to This Park

	Average # of Trips (in past year)	Average # Days (in past year)
Stayed overnight in the park campground	0.6	2.7
Stayed overnight in park roofed accommodation	0.1	3.2
Stayed overnight in the park backcountry	0.1	3.2
Stayed overnight in some combination of the park campground, roofed accommodation and / or the park backcountry	0.1	3.1
Did not stay overnight in the park (day visit only)	3.8	3.4

Q21: Including this trip, in the past year, how many trips did you make to THIS Ontario Provincial Park where you: (Fill in the blanks) (Overnight in campground, n=613 & 217; Overnight roofed, n=471 & 87; Overnight Backcountry, n=480 & 101; Overnight combination, n=461 & 85; Day Visit, n=1105 & 268)

6.4 Reasons for Visiting

6.4.1 Summary of Results

Day visit respondents from across the province report a variety of reasons that are important to them when choosing a park to visit. Across the province, having enjoyed a previous visit and knowing that the park is scenic appear to be important considerations. Beyond that, there is substantial variation between the zones. Most notably, respondents who visit more Northern parks cite the importance of the scenery and unspoiled nature as more important. In contrast, those visiting parks that are more centrally located, or in Southern Ontario, tend to say that considerations such as good swimming and the quality of picnic spaces are important to them.



6.4.2 Detailed Findings

When considering which provincial parks to visit for a day trip, a variety of factors appear to be relevant to respondents (*Table 12*). Among day visit respondents, having enjoyed a previous visit emerges as one of the most important reasons, with nine-in-ten (90%) reporting that this was important to them. Moreover, greater than eight-in-ten (86%) also say that the scenery is important. Knowing that a park has good swimming (82%), is well run and clean (81%) and has good picnic areas (81%), also emerge as highly rated considerations.

There is, however, significant variation between zones when it comes to rating the importance of various reasons for choosing parks. For North West respondents, being able to enjoy the scenery (97%) and unspoiled nature (94%) emerge as the most important considerations. Similar results are observed for North East respondents (98% and 95%, respectively) and respondents visiting day parks in Algonquin (98% both). It is worth noting that good backpacking (84%) and opportunities to see wildlife (95%) are rated higher by Algonquin respondents than nearly all other respondents. Central (92%) and South East (90%) respondents rate swimming as being particularly important and good picnic spaces is rated higher by Central respondents (89%). Algonquin and North West respondents stand out as valuing hiking trails more than other respondents (87% and 77% respectively) and somewhat higher ratings are reported by South West (78%) and South East (83%) respondents when it comes to good picnic spaces. Confirming the results found above, those who visit parks within the North West (54%), North East (48%) and Algonquin (40%) zones are generally more likely than those visiting parks in the Central (24%), South West (20%) and South East (14%) to say that having the park be on the way to another destination was important. Interestingly, Algonquin respondents rate the convenience of location (47%), good weather (51%), and traditional location (50%) lower than all other respondents. It is also worth noting that Algonquin respondents are more likely than nearly all other respondents to say that educational programs (47%) and equipment rental availability (44%) are important reasons to consider when it comes to picking which park to visit.



Table 12: Reasons for Visiting

Importance (Top 2 Box)	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Enjoyed Previous Visit	90%	92%	86%	91%	92%	89%	90%
The scenery	86%	97% _{DE}	98% _{DEF}	98% _{DEF}	82%	79%	89% _{DE}
Good swimming / beaches	82%	73% _C	79% _C	50%	92% _{ABCE}	75% _C	90% _{ABCE}
Well Run/Clean	81%	83%	85%	79%	81%	80%	82%
Good picnic / day use areas	81%	77%	72%	68%	89% _{ABCE}	78% _C	83% _{BC}
Good Weather	79%	77% _C	77% _C	51%	83% _C	80% _C	85% _C
The unspoiled nature	78%	94% _{DEF}	95% _{DEF}	98% _{DEF}	71%	71%	79% _E
Lack of crowding	72%	66%	82% _E	79% _{EF}	77% _E	68%	69%
Convenient Location	71%	67% _C	65% _C	47%	75% _C	74% _C	71% _C
To be with Friends/Family	71%	69%	69%	64%	77% _C	69%	70%
Good parking	67%	64%	56%	52%	72% _{BC}	68% _C	67% _C
Traditional Location	65%	74% _C	78% _C	50%	69% _C	62% _C	65% _C
Opportunities to see wildlife / appreciate nature	65%	87% _{DEF}	80% _{DF}	95% _{BDEF}	53%	66% _{DF}	55%
Recommended	56%	55%	50%	54%	55%	52%	61% _E
Good hiking trail network	54%	77% _{BDEF}	57% _F	87% _{BDEF}	42%	58% _{DF}	39%
Good backpacking / hiking	40%	57% _{DEF}	51% _{DF}	84% _{ABDEF}	28%	39% _{DF}	27%
Cultural / historical features	34%	51% _{DEF}	45% _{DEF}	57% _{DEF}	29%	28%	29%
Try Different Park	32%	37%	33%	34%	29%	30%	34%
Good playground facilities	30%	26% _C	24% _C	11%	39% _{CF}	34% _{CF}	24% _C
Good canoeing	26%	28%	40% _{DEF}	54% _{ADEF}	21%	19%	23%
On the Way	25%	54%	48% _{DEF}	40% _{DEF}	24%	20%	14%
Park educational / interpretive programs	25%	31%	26%	47% _{BDEF}	22%	23%	20%
Equipment rental / outfitter services available	25%	24%	29%	44% _{ABDEF}	25%	21%	19%
Good sport facilities	20%	21%	13%	10%	23% _C	24% _{CF}	16%
Barrier-free accessibility	19%	19%	30% _{CF}	14%	22% _F	23% _{CF}	11%
Good kayaking	18%	26% _E	33% _{DEF}	30% _{DEF}	18%	12%	16%
Special events	15%	14%	22% _F	13%	14%	19% _F	11%
Good fishing	13%	19%	17%	19% _{EF}	14%	10%	10%
Good motorboating / waterskiing / jet skiing	12%	22% _{CE}	8%	4%	20% _{CEF}	6%	10%

Q24-26: How important were the following reasons for why you visited [Q1] for this trip? (Check one circle for each reason that best represents your feeling on the scale) (Enjoyed Previous Visit, n=1231; Scenery, n=1480; Swimming/beaches, n=1390; Well Run/Clean, n=1463; Good picnic/day use areas, n=1447; Good Weather, n=1498; Unspoiled nature, n=1428; Lack of crowding, n=1406; Convenient Location, n=1472; To be with Friends/Family, n=1146; Good Parking, n=1478; Traditional Location, n=1091; Opportunities to see wildlife/study nature, n=1359; Recommended, n=1069; Trail Network, n=1249; Backpacking/hiking, n=1117; Cultural/historical features, n=1178; Try Different Park, n=987; Playground Facilities, n=1106; Canoeing, n=1009; On the Way, n=949; Educational Programs, n=1101; Equipment Rental, n=1042; Sport Facilities, n=1071; Barrier-free accessibility, n=936; Kayaking, n=944; Special Events, n=970; Fishing, n=955; Good motorboating, n=889;) Q1_Recode: Park Zone (bases vary for each subgroup and item)



6.5 Trip Experience

6.5.1 Summary of Results

Results suggest that day visit respondents visit Ontario's provincial parks for a variety of reasons. In the Central, South West and South East zones, resting/relaxing, picnicking and swimming emerge as the more frequently cited activities. While resting/relaxing and picnicking are also mentioned by North West, North East and Algonquin respondents quite frequently, a wider range of activities are reported by these respondents. In particular, visitors from these three zones are more likely to say they went hiking on their trip; and Algonquin respondents also mention a host of activities they participated in. These results suggest that day visitors across the province go to Ontario's provincial parks with different activities in mind. By taking these regional variations into account, Ontario Parks may better promote the experiences available at parks across the province. Moreover, results also suggest that services and facilities are not equally accessed across the province and so reductions to underutilized services or facilities may be an option based on regional preferences.

Importantly, respondents across the province report that their overall visit experience was good or excellent and that they are likely to return. These results suggest that regardless of the activities that visitors participate in while at the park, across the province, Ontario Parks appears to be doing a good job of providing a top notch experience for their day visitors. It is also worth emphasizing that Algonquin respondents frequently report top ratings more frequently and especially when compared with Central, South West and South East respondents. There is some room to improve, however, when it comes to the cleanliness of washrooms across the province and the condition of park facilities, especially in the Central, South West and South East zones.

6.5.2 Detailed Findings

Across the province, eight-in-ten (81%) day visit respondents say that resting and relaxing was one of the activities they participated in during their visit (*Table 13*). Seven-in-ten say that they had a picnic (71%) and went swimming (70%). Results vary significantly by zone, however. In particular, Central respondents and South East respondents are more likely than nearly all other respondents to say that resting/relaxing (90% and 87% respectively), picnicking (81% and 78% respectively) and swimming (87% and 82% respectively) were some of the activities they participated in during their visits. Both North West and North East respondents also mention hiking as an activity they participated in (65% and 51% respectively); and they are more likely than respondents in the Central of Southern zones to say that they visited natural features (44% and 29% respectively). Algonquin respondents report that they participated in a variety of activities and stand out from the other zones in important ways. Respondents visiting Algonquin are more likely than all other respondents to say that they hiked (80%), studied wildlife (45%), and attended education programs (31%). They are also more likely than most to say that they took scenic drives (47%), visited natural features such as lookouts (45%), went canoeing (25%) and visited historical/cultural features (23%). While in some cases the proportions of respondents who report participating in an activity is relatively low, it is worth emphasizing that respondents visiting Algonquin partake in a wide range of activities that other respondents typically do not participate in.



Table 13: Park Activities

Total Mentions	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Resting / relaxing	81%	72%	80% _C	61%	90% _{ABCE}	74% _C	87% _{ACE}
Picnicking	71%	52%	66% _C	50%	81% _{ABCE}	66% _C	78% _{ABCE}
Swimming / wading / beach activities	70%	37%	70% _{AC}	30%	87% _{ABCE}	62% _{AC}	82% _{ABCE}
Hiking-self-guided walks	35%	65% _{DEF}	51% _{DEF}	80% _{ABDEF}	20%	33% _D	28% _D
Driving for sightseeing / pleasure	22%	34% _{DEF}	22%	47% _{BDEF}	20%	15%	19%
Nature study - wildlife	20%	20%	17%	45% _{ABDEF}	16%	20% _F	13%
Visiting natural features / lookouts	19%	44% _{DEF}	29% _{DEF}	45% _{BDEF}	11%	15%	14%
Using playground facilities	15%	14% _C	17% _C	2%	21% _{CF}	16% _{CF}	10% _C
Nature study - plants	12%	16%	13%	23% _{DEF}	10%	15% _F	7%
Canoeing	9%	4%	19% _{ADEF}	25% _{ADEF}	7%	6%	9%
Visiting historical / cultural features	8%	10% _D	14% _{DE}	23% _{ADEF}	3%	5%	9% _D
Attending visitor education / interpretive programs	8%	5%	8% _D	31% _{ABDEF}	2%	7% _D	6% _D
Bicycling	6%	3%	5%	5%	7%	8% _F	4%
Fishing	6%	3%	8%	9% _{EF}	7%	4%	5%

Q30: Please indicate the activities that your group participated in during your trip to [Q1] (Check all that apply)
 (n=1577) Note: Results <6% not reported.



In terms of rating park services, *Table 14* shows that nine-in-ten respondents report top ratings when it comes to parking (90%) and feeling secure within the park (89%). High ratings are also reported for the ease of the check-in process (87%) and staff courtesy (86%). These positive ratings are also fairly consistent across the province, but it is worth noting that Algonquin respondents report higher ratings for parking (95%) and staff helpfulness (89%). The lowest ratings are reported for control of dogs (58%) and enforcement of park rules (57%). Importantly, Algonquin respondents are less likely than many to rate the control of dogs within the park highly (only 47% report top ratings).

Table 14: Park Services Ratings (1)

Top 2 Box	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Parking	90%	94%	87%	95% ^{BEF}	89%	89%	88%
Feeling of security within the park	89%	92%	88%	93% ^F	88%	89%	86%
Ease of check-in	87%	79%	79%	88%	88%	90% ^{AB}	85%
Park staff courtesy	86%	85%	80%	90% ^B	84%	85%	87%
Park staff helpfulness	81%	84%	73%	89% ^{BDEF}	81%	80%	81%
Park staff availability	69%	82% ^E	72%	79% ^{DEF}	68%	64%	68%
Control of dogs	58%	59%	62% ^C	47%	56%	59% ^C	62% ^C
Enforcement of park rules	57%	58%	66%	56%	57%	56%	56%

Q31: Based on this trip, please rate the following for [Q1] (For each item, check one circle that best represents your feelings on the numbered scale) (Parking, n=1567; Security, n=1551; Check-in, n=1562; Courtesy, n=1547; Helpfulness, n=1554; Availability, n=1545; Control of dogs, n=1542; Enforcement of park rules, n=1541) Q1_Recode: Park Zone (bases vary for each subgroup and item).



Results in *Table 15* suggest that day visit respondents may be underutilizing a variety of services or facilities within Ontario’s provincial parks. In particular, across the province, nine-in-ten (88%) report not being able to assess the quality of firewood within their park, and eight-in-ten (81%) do not have an opinion of the equipment rental services available at their park. This may be explained, in part, because of the short duration of their stay, many day visitors may not feel compelled to have a campfire as part or rent equipment for their day visit.

About, three-quarters of respondents (74%) do not report a rating for educational programs, and two-thirds (65%) do not report ratings for interpretive trails or museum displays. That said, top ratings are often reported for park brochures (65%), with highest ratings from Algonquin respondents (90%) and many report top ratings for the availability of picnic tables (60%); but only one-half (50%) of South East respondents report top ratings for this metric. It is also worth noting that ratings for interpretive trails/museum displays and park stores/gift shops are higher among North West (56% and 57% respectively), North East (41% and 50% respectively) and Algonquin (70% and 63% respectively) when compared to respondents who visited Central or Southern parks.

Table 15: Park Services Ratings (2)

	Don't Know/Not Applicable	Overall (Top 2 Box)	North West	North East	Algonquin	Central	South West	South East
			A	B	C	D	E	F
Quality of firewood for sale	88%	8%	17% _{DF}	13% _D	7%	6%	8%	7%
Equipment rental services (e.g., boats, bikes)	81%	12%	17%	18% _D	25% _{DEF}	9%	10%	12%
Educational / interpretive programs	74%	18%	28% _D	23% _D	49% _{ABDEF}	9%	16% _D	16% _D
Interpretive trails / museum displays	65%	26%	56% _{DEF}	41% _{DEF}	70% _{BDEF}	12%	24% _D	19% _D
Store / Gift shop	59%	29%	57% _{DEF}	50% _{DEF}	63% _{DEF}	22%	21%	25%
Park brochures / tabloid	23%	65%	73% _F	76% _F	90% _{ABDEF}	66% _F	65% _F	51%
Availability of picnic tables	17%	60%	67% _F	66% _F	57%	64% _F	64% _F	50%

Q32: Based on this trip, please rate the following for [Q1]. (For each item, check one circle that best represents your feelings on the numbered scale) (Quality of Firewood, n=1504; Equipment rental, n=1512; Educational programs, n=1508; Interpretive trails/museum, n=1507; Store/Gift shop, n=1513; Park brochures, n=1534; Availability of picnic tables, n=1538;) Q1_Recode: Park Zone (bases vary for each subgroup and item)



At an overall provincial level (Table 16), over eight-in-ten rate park roads (85%), park signage (82%) and park cleanliness (82%) highly. While only a small proportion of respondents report top ratings for the condition of boat launches (13%) and condition of trails (51%), this is due to a higher percentage of respondents reporting that they did not utilize or have no opinion of these services/facilities (84% and 42% respectively). That said, lower ratings are reported for the cleanliness of washrooms/showers (57%). While North East (69%) and Algonquin (73%) respondents tend to report higher ratings for this metric, it is still among the lowest rated by these respondents. Again, Algonquin respondents tend to report higher ratings on each of the evaluated services or facilities, especially when compared with Central, South West and South East respondents.

Table 16: Park Facilities Ratings

Top 2 Box	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Park roads	85%	88%	83%	93% _{BDE}	81%	81%	89% _{DE}
Cleanliness of rest of park	82%	89%	96% _{DEF}	88% _{DE}	77%	82%	83%
Park signage	82%	88%	81%	93% _{BDEF}	80%	77%	83%
Cleanliness of picnic / day use areas	74%	80%	76%	68%	75%	73%	75%
Condition of picnic / day use areas (damage from overuse)	68%	83% _{CEF}	75% _C	58%	71% _C	67% _C	67%
Condition of beach	68%	59%	79% _{ACE}	43%	79% _{ACE}	54% _C	80% _{ACE}
Condition of other park buildings / facilities	62%	78% _{DEF}	68%	83% _{BDEF}	56%	60%	60%
Cleanliness of washrooms / showers	57%	63%	69% _{EF}	73% _{DEF}	58% _F	54%	48%
Condition of trails	51%	87% _{BDEF}	66% _{DEF}	80% _{BDEF}	37%	52% _D	46%
Condition of boat launches	13%	20% _E	26% _{DE}	19% _{DE}	11%	8%	16% _E

Q33: Based on this trip, please rate the following for [Q1] (For each item, check one circle that best represents your feelings on the numbered scale) (Park roads, n=1537; Cleanliness of rest of park, n=1539; Park signage, n=1527; Condition of picnic/day use areas, n=1539; Condition of picnic/day use areas (damage from overuse), n=1525; Condition of beach, n=1534; Condition of other park buildings, n=1522; Cleanliness of washroom/showers, n=1548; Condition of trails, n=1516; Condition of boat launches, n=1504) Q1_Recode: Park Zone (bases vary for each subgroup and item)



On a positive note, nine-in-ten day visit respondents report top ratings for their overall visit experience (91%) and say they are likely to return for another visit (89%) (Table 17). All things considered, these results indicate that day visitors across the province have enjoyed their visit to Ontario’s provincial parks. When it comes to ratings for lack of crowding (75%), preservation of natural surroundings (79%) and value for money spent (74%), day visit respondents report top ratings somewhat less frequently. South East (70%) respondents report top ratings less frequently than most other respondents when it comes to assessing crowding; and Central (69%) respondents are the least likely group of visitors to report top ratings for the preservation of natural surroundings. Finally, when it comes to value for money spent, North West (91%) and Algonquin (86%) respondents tend to report the highest ratings.

Table 17: Park Experience

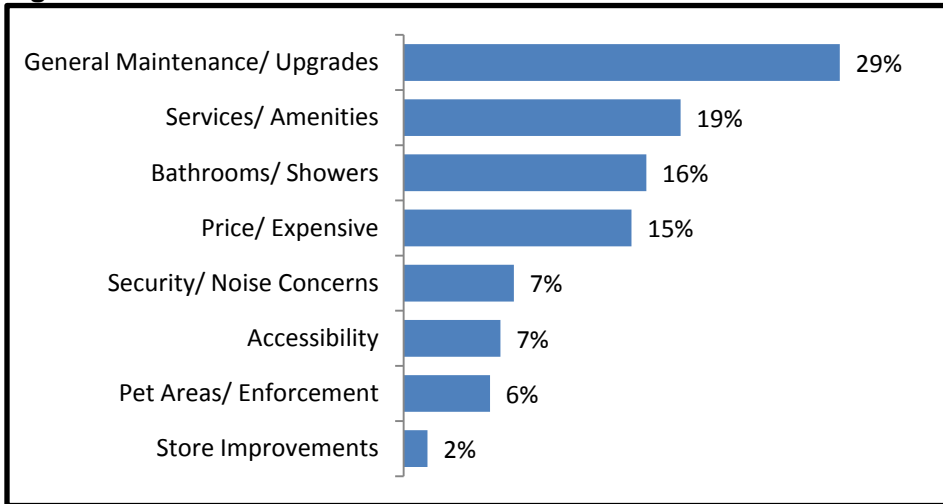
	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Overall visit experience	91%	96%	97% _E	98% _{DEF}	90%	88%	91%
Likelihood of returning for another visit	89%	95%	87%	94% _E	89%	85%	91%
Preservation of natural surroundings	79%	95% _{DEF}	92% _{DEF}	95% _{DEF}	69%	81% _D	78% _D
Lack of crowding	75%	91% _{DEF}	88% _{DF}	80% _F	72%	78% _F	70%
Value for money spent	74%	91% _{BDEF}	76%	86% _{DEF}	72%	67%	74%

Q34: Based on this trip, please rate the following for [Q1]. (For each item, check one circle that best represents your feelings on the numbered scale) (Overall Experience, n=1548; Likelihood of Return, n=1552; Preservation, n=1543; Crowding, n=1548; Value, n=1549) Q1_Recode: Park Zone (bases vary for each subgroup and item)



Against these positive results, respondents recommended a number of areas where park services or facilities could be improved (*Figure 21*). General maintenance or upgrades is top of mind for some respondents (29%), followed by improved services or amenities (19%) such as improving staff knowledge and professionalism (4%) or improving communication and access to information (3%). Among those that mentioned the need for general maintenance or upgrades, the need for cleaner sites (12%) and better signage (9%) are most frequently mentioned. It is worth noting that when prompted to provide comments regarding improvement to their trip, one-in-five (22%) took the time to provide a positive comment regarding their experience.

Figure 21: Additional Comments



Q35: Do you have any additional comments/suggestions regarding [Q1] park services and facilities that would have improved your visit? (*Specify*) (n=775) Note: Only higher level, negative codes are reported and results <1% are not reported.

6.6 Trip Expenditures

6.6.1 Summary of Results

In general respondents spend most on accommodations, gasoline and food/beverages from restaurants. Typically Algonquin respondents tend to report spending more on each of their trip expenditures, especially when compared to Central, South West and South East respondents. In particular, Algonquin respondents spend the most on equipment rental.

6.6.2 Detailed Findings

On average, respondents tend to spend the most on accommodations (\$53) and gasoline (\$40). It is, however, worth investigating the regional differences that are observed in *Table 18* below. In particular, Algonquin respondents tend to report higher expenses than Central, South West and, especially, South East respondents. In fact, they spend an average of \$111 on accommodations, \$53 on gasoline and \$52 on food/beverages from restaurants. Importantly, they also tend to spend more on equipment rental (\$23). North East respondents report the highest average cost for accommodation (\$132) and tend to spend a bit more on food/beverages (\$56). On average, respondents reporting pay \$108



of the total trip cost themselves, with Algonquin respondents reporting higher personal costs (\$164) and South East respondents reporting lower personal costs (\$86) (Table 19).

Table 18: Trip Costs to Group

Average Expenditure per Group	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Gasoline, oil, etc.	\$40	\$55 _E	\$45 _E	\$53 _{DEF}	\$40	\$31	\$43 _E
Vehicle rental	\$10	\$0	\$7	\$38 _{DEF}	\$12 _E	\$2	\$6
Other transportation (e.g. airfare, bus, train tickets)	\$8	\$0	\$1	\$42 _F	\$0	\$11	\$0
Park fees (e.g. entrance, parking, picnic shelter reservation)	\$26	\$30	\$22	\$21	\$26	\$29	\$24
Accommodation (e.g. motel, private campground)	\$53	\$50	\$132	\$111 _{DEF}	\$45	\$18	\$48 _E
Food / beverages from stores	\$31	\$18	\$24	\$30	\$32	\$29	\$34
Food / beverages at restaurants	\$31	\$36	\$56 _{DEF}	\$52 _{DEF}	\$26	\$22	\$29
Fishing bait	\$1	\$0	\$1	\$1	\$1	\$0	\$1
Firewood	\$1	\$0	\$3	\$2	\$1	\$2	\$1
Equipment rental	\$9	\$9	\$14	\$23 _{DEF}	\$9	\$7	\$3
Guiding and outfitter services	\$2	\$1	\$9	\$9 _F	\$2	\$1	\$0
Attractions and entertainment	\$5	\$9	\$0	\$4	\$8	\$5	\$2
Other (e.g. souvenirs)	\$17	\$25	\$30	\$37 _{EF}	\$17	\$10	\$10
Total Cost	\$39	\$29	\$34	\$41_A	\$40_A	\$39_A	\$41_A

Q37: Costs to your entire group (including your own costs) for the entire day trip to [Q1]. (Fill in only the blanks that apply or that you can remember) (Gasoline, n=1361; Vehicle rental, n=353; Other transportation, n=322; Park fees, n=1383; Other accommodation, n=406; Food/beverages from stores, n=932; Food/beverages from restaurants, n=594; Fishing bait, n=341; Firewood, n=328; Equipment rental, n=370; Guiding and outfitter services, n=312; Attractions and entertainment, n=341; Other, n=386; Total, n=1717) Q1_Recode: Park Zone (bases vary for each subgroup and item)

Table 19: Trips costs of Respondent

	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Average Cost for Respondent	108	95	117	164 _{AF}	118	101	86

Q38: How much of the TOTAL GROUP COST for the entire day trip did YOU alone pay? (Fill in the blank) (n=1451) Q1_Recode: Park Zone (bases vary for each subgroup)



Within 40km of the park, respondents report spending the most on accommodations (\$69), food/beverages at restaurants (\$31) and gasoline (\$30) (Table 20). Again, Algonquin respondents tend to spend more, especially when compared with Central, South West and South East respondents. In particular, they spend more on gas (\$43), food/beverages at restaurants (\$48), equipment rental (\$26) and other (e.g. souvenirs) (\$54).

Table 20: Trips Costs to Group within 40km of Park

Average Expenditure per Group	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Gasoline, oil, etc.	\$30	\$52	\$45 _{EF}	\$43 _{DEF}	\$30	\$22	\$28
Vehicle rental	\$5	\$0	\$0	\$20 _{EF}	\$7	\$1	\$0
Other transportation (e.g. airfare, bus, train tickets)	\$5	\$0	\$7	\$0	\$1	\$14	\$0
Park fees (e.g. entrance, parking, picnic shelter reservation)	\$24	\$26	\$32	\$20	\$25	\$27	\$22
Accommodation (e.g. motel, private campground)	\$69	\$87	\$162	\$139 _{EF}	\$78	\$32	\$42
Food / beverages from stores	\$26	\$15	\$20	\$29	\$26	\$24	\$29
Food / beverages at restaurants	\$31	\$41	\$57	\$48 _{DEF}	\$29	\$25	\$28
Fishing bait	\$1	\$0	\$2	\$4	\$1	\$0	\$1
Firewood	\$1	\$0	\$1	\$3	\$1	\$1	\$1
Equipment rental	\$8	\$18	\$14	\$26 _{DEF}	\$7	\$4	\$4
Guiding and outfitter services	\$5	\$300	\$35	\$14	\$0	\$0	\$1
Attractions and entertainment	\$11	\$63	\$42	\$17	\$16	\$5	\$5
Other (e.g. souvenirs)	\$16	\$43	\$26	\$54 _{DEF}	\$6	\$11	\$5
Total Cost	\$24	\$16	\$21	\$28_{AE}	\$25_A	\$21	\$28_{AE}

Q39: Costs to your entire group (including your own costs) for the entire trip to [Q1]. (Fill in only the blanks that apply or that you can remember) (Gasoline, n=762; Vehicle rental, n=203; Other transportation, n=197; Park fees, n=900; Other accommodation, n=258; Food/beverages from stores, n=559; Food/beverages from restaurants, n=407; Fishing bait, n=205; Firewood, n=195; Equipment rental, n=226; Guiding and outfitter services, n=191; Attractions and entertainment, n=214; Other, n=257; Total, n=1717) Q1_Recode: Park Zone (bases vary for each subgroup and item)



6.7 Willingness to Pay

6.7.1 Summary of Results

In order to estimate the surplus value provincial protected areas provide to their visitors beyond their trip expenditures, this survey asked respondents about their additional willingness to pay for an increase in the price of their day use permit.

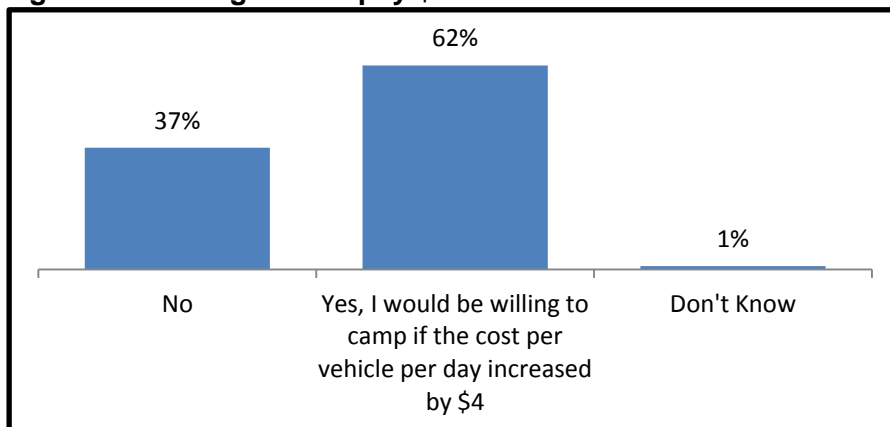
When presented with an increase of \$4 per vehicle per day, six-in-ten day visit respondents say they would continue to visit Ontario's provincial parks under these circumstances. Support drops to one-half of day visitor respondents saying they would pay a \$6 increase, and one-third reporting they are willing to pay an additional \$8 per vehicle per day. Notwithstanding these results, when asked to state the maximum increase they would tolerate respondents report an average of \$11. However, the estimated average maximum of a double bounded contingent valuations analysis results in a more modest \$6.44. As such, it is recommended that a conservative response is taken on the basis of these results.. Based on the descriptive results, there appears to be some regional variations in how respondents tolerate the proposed increases. Thus, insofar as Ontario Parks is interested in exploring regional variation in prices, there may be an opportunity to set region specific permit costs.

6.7.2 Increasing Vehicle Permit Fees

Unlike backcountry permit fees (which are a fee per person) and campground fees (which are a fee per campsite, day visitor permit fees are charged on a per vehicle basis. Hence, the per person day visitor fee is lower if there are more persons in the vehicle.

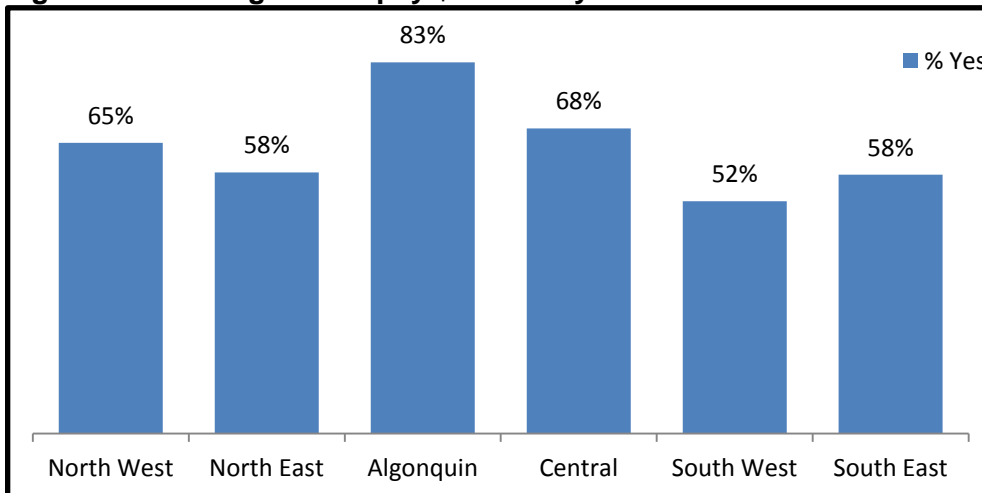
When presented with a hypothetical scenario where the "price per vehicle per day" cost increases by \$4, six-in-ten (62%) day visit respondents said that they would still have gone on their trip (Figure 22). As Figure 22a shows, willingness to tolerate this proposed increase in the cost of a day permit increases to over eight-in-ten (83%) among Algonquin respondents. That said, only half of South West (52%) respondents report that they would pay this additional cost.

Figure 22: Willingness to pay \$4 more



Q44: Suppose, instead, the per vehicle day-use fee were to go up by \$4, (\$18 total). Would you still be willing to visit an Ontario provincial park for a day trip? (Check one circle for each option) (n=1299)

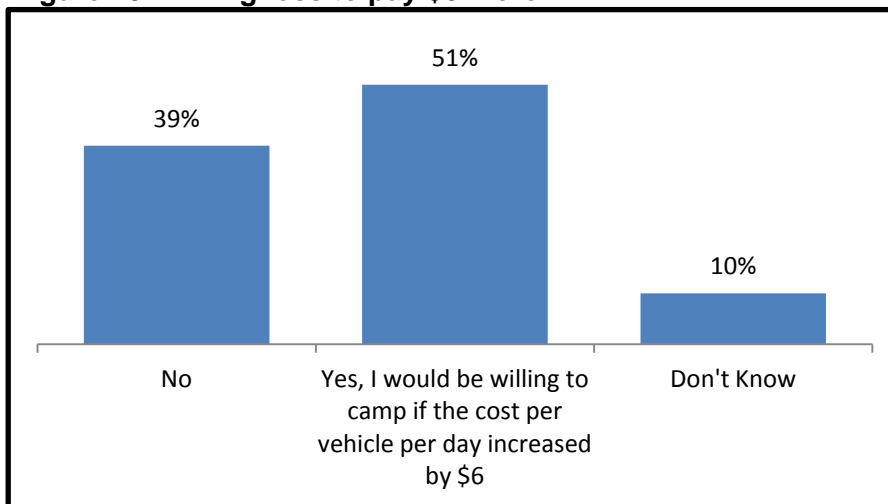
Figure 22a: Willingness to pay \$4 more by Zone



Q44: Suppose, instead, the per vehicle day-use fee were to go up by \$4, (\$18 total). Would you still be willing to visit an Ontario provincial park for a day trip? (Check one circle for each option) (Yes, n=789) Q1_Recode: Park Zone (bases vary for each subgroup)

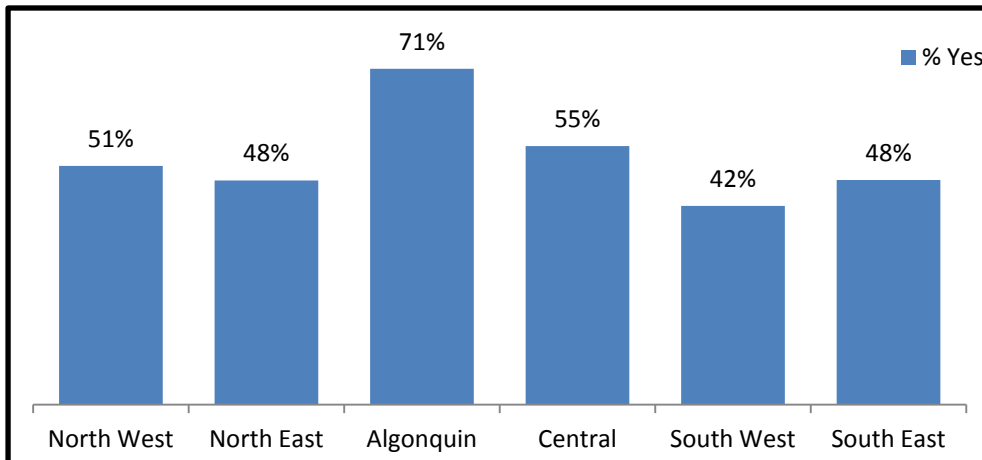
About one-half (51%) of respondents say they would be willing to pay an additional \$6 per vehicle per day to visit Ontario's provincial parks (Figure 23). It is worth noting that four-in-ten (39%) say they would not be willing to pay this extra fee and another one-in-ten (10%) are not sure whether they would pay the extra fee. Importantly, Algonquin (71%) respondents are more likely than all other respondents to say they would pay this increased cost (Figure 23a). Once again, willingness to pay is lowest among South West (42%) respondents.

Figure 23: Willingness to pay \$6 more



Q42. If the price per vehicle per day were to increase by \$6, (\$20 total), would you still be willing to go to an Ontario provincial park for a day trip? (Check one circle for each option) (n=1489)

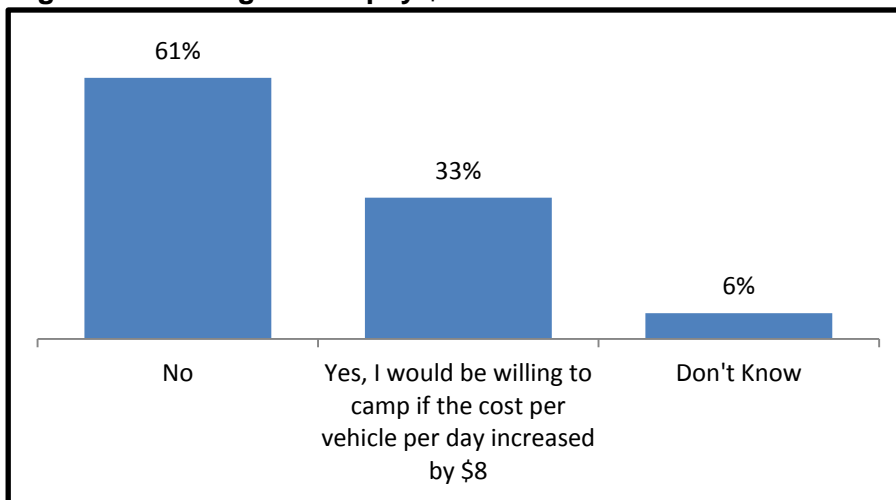
Figure 23a: Willingness to pay \$6 more by Zone



Q42. If the price per vehicle per day were to increase by \$6, (\$20 total), would you still be willing to go to an Ontario provincial park for a day trip? (Check one circle for each option) (Yes, n=747) Q1_Recode: Park Zone (bases vary for each subgroup)

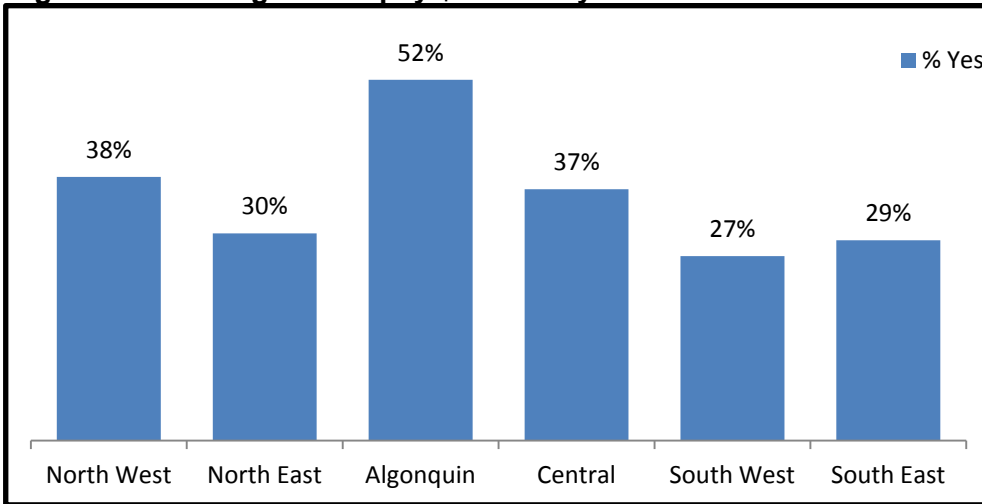
Support for increasing the cost of a day visit drops substantially when respondents are presented with an \$8 increase (Figure 24). In fact, only one-third (33%) of day visit respondents across the province say that they would be willing to pay the extra costs. It is worth emphasizing that the results in Figure 22 below are a reversal of those observed when respondents are presented with a \$4 increase. Support for this hypothetical increase is highest among Algonquin respondents, but even then, only one-half (52%) say they would be willing to pay the increase (Figure 24a). Once again, support among South West respondents (27%) is lowest, but South East (29%) and North East (30%) respondents report similar results.

Figure 24: Willingness to pay \$8 more



Q43. Suppose, instead, the per vehicle day-use fee were to go up by \$8, (\$22 total). Would you still be willing to visit an Ontario provincial park for a day trip? (Check one circle for each option) (n=1336)

Figure 24a: Willingness to pay \$8 more by Zone



Q43. Suppose, instead, the per vehicle day-use fee were to go up by \$8, (\$22 total). Would you still be willing to visit an Ontario provincial park for a day trip? (Check one circle for each option) (Yes, n=434) Q1_Recode: Park Zone (bases vary for each subgroup)

When prompted with an open-ended question to report the highest increase they would be willing to tolerate, day visit respondents report an average of \$11³.

To better understand day visit respondents' willingness to tolerate and increase in per day per vehicle permit costs, a double bounded contingent valuation analysis was conducted. Briefly⁴, respondents to this survey were presented with a proposed \$6 increase and depending on their response they were presented with a \$4 or \$8 increase. On the basis of the responses to these questions a double bounded contingent valuation analysis estimates the average maximum increase respondents are willing to tolerate. Specifically, using a Logistic Distribution model, the analysis produces a symmetrical curve of the estimated maximum increase for each respondent based on their answers to the hypothetical increases. Results of this analysis suggest that the average maximum increase is \$6.44 with a 95% confidence interval of between \$6.01 and \$6.88. Likewise, as the Logistic Distribution model is symmetrical, the median value is also \$6.44⁵.

³ While responses to this question were cleaned, responses of up to \$100 were permitted.

⁴ Additional details can be found in Appendix C.

⁵ It is worth emphasizing that a symmetrical distribution entails that the average and median are the same. As such, nearly half the population falls on both sides of this estimation.



6.8 Cutbacks & Revenue

6.8.1 Summary of Results

In times of austerity all government operated programs or services are facing budget cuts and will need to prioritize areas where reductions will be tolerated by the public or users of the service. However, it is not surprising to find that the majority of day visit respondents do not support many cutbacks. Instead, it would appear that increasing revenue through alternate sources may better suit the interests of day visit campers across Ontario. That said, there is some indication that reducing costs by relying on more volunteers may be supported by those who use the parks. While this option may be explored, day visit respondents also support a variety of revenue generating options. Most importantly, results suggest that day visitors would welcome discount passes during off-peak seasons to entice people to utilize parks outside the standard season. Moreover, day visitors support increasing revenue through additional fees for special events, expanding park stores to offer additional products, and developing fund raising campaigns such as an alumni fund to help generate revenue through donations.

6.8.2 Detailed Findings

As illustrated in *Table 21* below, support for cutbacks is generally quite low among day visit respondents. Among the options presented, the highest degree of support is reported for increasing support on volunteers to help run the park (50%). Additionally, just over one-third (35%) support cutting back on interpretive programs and special events and three-in-ten (28%) also support reducing visitor centre hours of operation. Notably, only a small proportion (6%) support cutting back on public safety measures or park regulation enforcement and laying off employees (7%).

Table 21: Support for Cutbacks

Support (Top 2 Box)	Overall
Increase reliance on volunteers to help run the park	50%
Cut back on interpretive programs and special events	35%
Cut back on visitor centre hours of operation	28%
Cut back on site improvements (e.g., campsite electricity, internet availability, washroom upgrades)	24%
Close park campgrounds that cost more to operate than the revenue they take in	19%
Freeze park fees at current levels, but reduce park services	18%
Privatize more of the operation of provincial parks	15%
Lay off park employees	7%
Cut back on public safety / park regulation enforcement (e.g., quiet hours or littering)	6%
Increase Fees/institute user fees for programs or amenities*	83%

Q40: If there is a need for cutbacks, how strongly would you support the following options? (Check one circle for each option) (Increase volunteers, n=1459; Cut back on interpretive programs, n=1455; Cut back on visitor centre, n=1455; Cut back on site improvements, n=1444; Close parks, n=1464; Freeze park fees, n=1449; Privatize, n=1451; Lay off park employees, n=1451; Cut back on safety/regulation enforcement, n=1450; Increase fees, n=50). Note: Caution should be taken when interpreting results where bases are small or very small.



While potential cutbacks received little support, day visit respondents do appear to support some alternative revenue generating options (Table 22). The most support is registered for selling discounted passes during off-peak seasons (72% support this), while some support charging fees for special events (66%), expanding store inventory (65%) and developing fund raising campaigns (63%). Thus, while some day visit respondents seem willing to pay an additional fee to continue enjoying provincial parks across the province, many appear to favour exploring other revenue generating options.

Table 22: Support for Revenue Options

Support (Top 2 Box)	Overall
Sell discount visitor passes for the nonpeak visitor periods	72%
Charge fees to host special events (e.g., art workshops, musical theater)	66%
Expand variety of park store items for sale (e.g., firewood, ice, local arts / crafts)	65%
Develop fund raising campaigns (e.g., a visitor 'alumni' fund to raise money like universities do)	63%
Charge more for premium campsites	61%
Shift a portion of existing taxes to provincial parks	60%
Provide a trip 're-booking credit', rather than a 'cash rebate', for cancelled trips	58%
Charge additional fees for park interpretive / education programs	43%
Build and rent premium roofed accommodation in parks	41%
Increase private company partnerships / advertising in parks	36%
Charge higher user fees for non-Ontario visitors	36%
Eliminate fee discounts for seniors during peak park visitor periods	28%
Increase park visitor fees	25%
Increase taxes to fund provincial parks	23%

Q41: If there is a need for new sources of park revenue, how strongly would you support the following options? (Check one circle for each option) (Discount passes for off-peak, n=1420; Charge for special events, n=1448; Expand park store, n=1437; Fund raising, n=1436; Charge more for premium campground, n=1445; Shift taxes, n=1439; Rebooking credit, n=1427; Charge additional fees for interpretive/educational programs, n=1439; Build/rent premium roofed accommodations, n=1436; Increase private partnerships/advertising, n=1440; Higher for non-Ontario residents, n=1443; Eliminate senior discount, n=1438; Increase park visitor fees, n=1446; Increase taxes, n=1432).

6.9 Fishing Habits

6.9.1 Summary of Results

Only a small proportion of day visit respondents report that they went fishing while on their day trip. Among those that did, group sizes were typically small (averaging around 2 people) and groups reported fishing only for a couple of hours and generally from the shoreline. Live worms and artificial lures were the most frequently used bait, with most

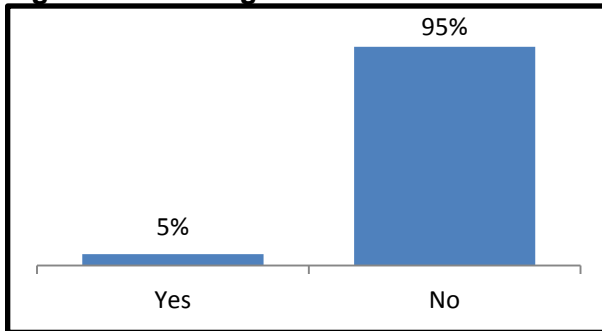


purchasing their bait outside the park. Finally, support among day visit respondents is generally moderate for each of the potential restrictions Ontario Parks is exploring to reduce the negative impacts of fishing.

6.9.2 Detailed Findings

Across the province, only a small proportion (5%) of respondents report that they went fishing on their day trip (Figure 25). Among those who went fishing, the average group size was about 2 people and on average groups fished for about 2.5 hours (Table 23).

Figure 25: Fishing



Q46: Did you fish in the park on this trip? (Check one circle) (n=1502)

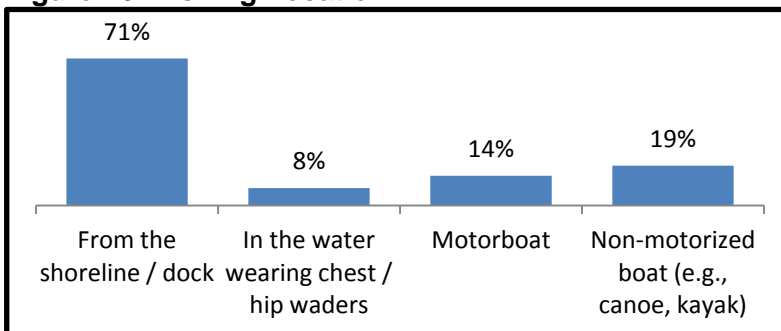
Table 23: Group size and hours spent fishing

Mean	Overall
# People Fishing	2.4
Hours Fishing	2.5

Q47: Including yourself, how many persons in your group spent time fishing in the park? (Fill in the blank) (n=80) Q48: On average, about how many hours did you fish? (Fill in the blank) (n=80)

Across the province, the majority of respondents report that they fished from the shoreline or dock (71% said this was the case) (Figure 26). Two-in-ten (19%) said that they fished from a non-motorized boat and only a small percentage of people said they fished from a motorboat (14%), or in the water wearing chest/hip waders (8%).

Figure 26: Fishing Location



Q49: From which of the following did you fish? (Check all that apply) (n=80)

While only a few day visit respondents report having fished, *Table 24* shows that a variety of fish are reported being caught and/or kept. On average Yellow Perch and Pumpkinseed are reported being caught the most (average of about 4), while those who have kept the fish they caught report keeping Crappie, Catfish and Yellow Perch (average of about 3 each).

Table 24: Fish Caught and Kept

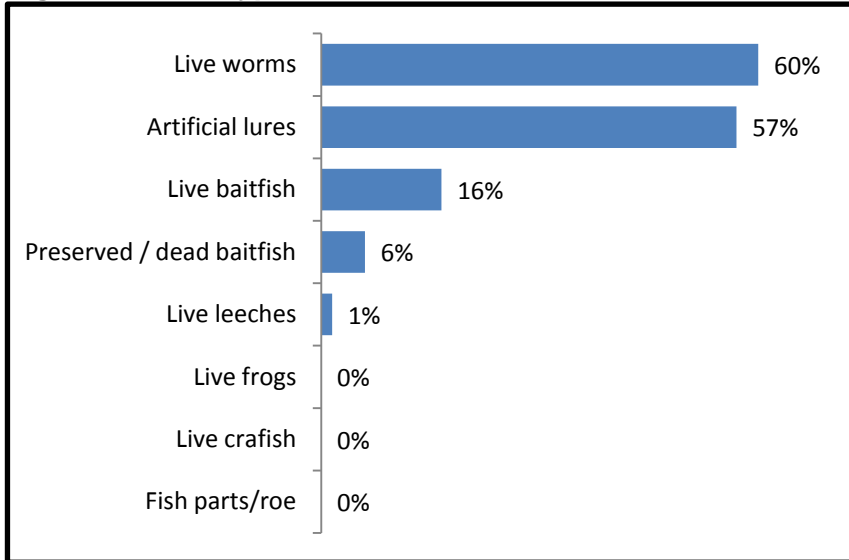
Fish Type	Average # Fish Caught	Average # Fish Kept
Yellow perch**	4.4	2.5
Pumpkinseed**	3.6	2.4
Rock bass**	3	0
Crappie**	3	3.4
Largemouth bass**	2.6	0.3
Unknown**	2.3	0
Smallmouth bass**	2	0.1
Northern pike**	1.9	0.1
Catfish / bullhead**	1.7	2.9
Carp**	1.7	0
Bluegill**	1.5	0.6
Lake trout**	1.3	1.6
Walleye (pickerel)**	1	0.5
Rainbow trout**	0.3	N/A
Brown trout**	0.2	0
Splake**	0.1	N/A
Muskellunge**	0	N/A
Brook trout (speckled)**	0	0
Chinook salmon**	0	N/A
Coho salmon**	0	N/A
Atlantic salmon**	0	N/A
Others**	11.5	5

Q50: How many of the following types of fish types did you catch and keep? (Fill in only the blanks that apply) (Caught/Kept: Yellow perch, n=19/8; Pumpkinseed, n=15/6; Rock bass, n=16/7; Crappie, n=11/5; Largemouth bass, n=16/6; Unknown, n=8/1; Smallmouth bass, n=22/13; Northern pike, n=12/5; Catfish, n=9/2; Carp, n=9/1; Bluegill, n=11/5; Lake trout, n=13/3; Walleye, n=9/3; Rainbow trout, n=7/0; Brown trout, n=8/1; Splake, n=8/0; Muskellunge, n=7/0; Brook trout, n=7/1; Chinook salmon, n=7/0; Coho salmon, n=7/0; Atlantic salmon, n=7/0; Others, n=4/3) Note: Caution should be taken when interpreting results where bases are small or very small.



Results suggest that the most frequently used bait and tackle are worms (60%) and artificial lures (57%) (*Figure 27*)⁶. In both cases most respondents obtained their bait and tackle outside of the park (54% for live worms and 83% for artificial lures) (*Table 25*). However, it is worth noting that one-third (34%) of those who used live worms purchased them within the park.

Figure 27: Bait Type



Q53: What kind of bait and tackle did you use while fishing in the park and where did you obtain it? (*Check all that apply*) (n=76)

⁶ While question 53 in the Day Visitor survey asks respondents “What kind of bait and tackle did you use while fishing in the park and where did you obtain it?”, the response categories do not clearly capture which type of bait/tackle respondents used, as possible responses indicate which types of bait had been acquired where, rather than explicitly indicating which bait types had been used. In particular, the “Not applicable/Don’t know” responses were grouped together, but it is unclear whether this means a respondent did not use the bait/tackle or does not recall where they purchased the bait/tackle. To better understand bait/tackle usage we assumed that only respondents who reported obtaining bait/tackle in the park or elsewhere should be counted as a user of that bait/tackle. To capture this information, new variables were created for each bait/tackle type counting respondents as a user of that bait/tackle type if they selected “Obtained in park”, “Obtained elsewhere” or selected both for this bait/tackle type. Additionally, a variable was created to represent the total number of respondents who reported using any bait/tackle. A bait/tackle user was defined as someone who selected “Obtained in park” or “Obtained elsewhere” for at least one bait/tackle type. This method generated a sample of n=76 bait/tackle users and was used to calculate the proportion of respondents who reported using each bait/tackle type displayed in *Figure 27*.

Table 25: Bait

% Yes	Obtained in the Park	Obtained Elsewhere	Not Applicable/Don't Know
Live baitfish (e.g., minnows, chub)**	9%	47%	44%
Preserved / dead baitfish**	-	27%	73%
Fish parts / roe**	-	-	100%
Live worms**	34%	54%	15%
Live leeches**	-	12%	88%
Live crayfish**	-	-	100%
Live frogs**	-	-	100%
Artificial lures**	12%	83%	9%

Q53: What kind of bait and tackle did you use while fishing in the park and where did you obtain it? (Check all that apply) (Live baitfish, n=21; Preserved/dead baitfish, n=15; Fish parts/roe, n=12; Live worms, n=48; Live leeches, n=13; Live crayfish, n=12; Live frogs, n=12; Artificial lures, n=49) Note: Caution should be taken when interpreting results where bases are small or very small.

Among those who used live baitfish, most did not have any leftover bait to dispose of (67% said they didn't have left over bait), while fewer said they disposed of the leftover bait in a park body of water (21%), or saved them for later use (13%). Among those who used preserved/dead baitfish, some report not having any leftover (42%) and others report disposing of the leftover bait in the park garbage (58%). Among those who used live worms, most did not have any leftover bait (61%), while fewer retained it for later use (20%) or gave it to others (13%); and a small proportion of respondents disposed of the worms on park land (3%), in the park garbage (8%) or outside of the park (7%) (Table 26).

Table 26: Bait Disposal

	Didn't have leftover bait	Disposed of in park body of water	Preserved frozen/salted for later use	Disposed of on park land	Disposed of in park garbage	Retained live for later use	Disposed of outside of park	Gave to other anglers
Live Baitfish**	67%	21%	-	-	-	13%	-	-
Preserved/Dead Baitfish**	42%	-	-	-	58%	-	-	-
Fish Parts/Roe**	-	-	-	-	-	-	-	-
Live Worms**	61%	-	-	3%	8%	20%	7%	13%
Live Leeches**	-	-	-	-	-	-	-	-
Live Crayfish**	-	-	-	-	-	-	-	-
Live Frogs**	-	-	-	-	-	-	-	-

Q54: If you used any of the following bait types, how did you disposed of any that was left over? (Check all that apply) (Live baitfish, n=5; Preserved/dead baitfish, n=2; Fish parts/roe, n=0; Live worms, n=33; Live leeches, n=0; Live crayfish, n=0; Live frogs, n=0) Note: Caution should be taken when interpreting results where bases are small or very small.



In order to reduce the spread of invasive species and certain associated diseases, Ontario Parks may need to implement some restrictions on fishing practices throughout the parks. Among day visit respondents, there is moderate support for most of these initiatives (*Table 27*). Most notably, seven-in-ten (69%) support restricting the use of large motorboat engines in parks, while six-in-ten support restricting the use of electronic fish finders (63%), restricting the use of lead sinkers/jigs/weights (62%), reducing catch limits (60%), and restricting the use of treble hooks (60%). It is worth noting that support for nearly all of these initiatives is higher among Algonquin respondents than Central, South West and South East respondents.

Table 27: Reducing Negative Impacts of Fishing

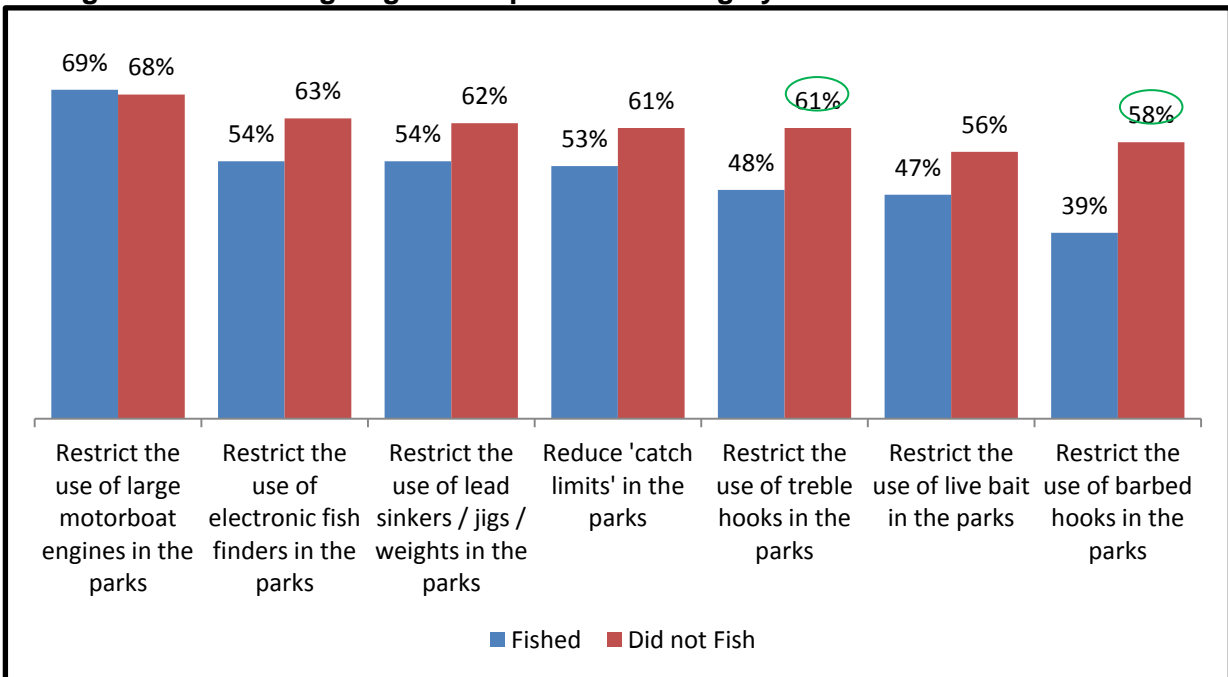
Support (Top 2 Box)	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Restrict the use of large motorboat engines in the parks	69%	66%	64%	83% _{ABDEF}	64%	69%	69%
Restrict the use of electronic fish finders in the parks	63%	59%	61%	75% _{ABDEF}	62%	62%	60%
Restrict the use of lead sinkers / jigs / weights in the parks	62%	72%	72% _{DE}	72% _{DE}	58%	58%	63%
Reduce 'catch limits' in the parks	60%	55%	66%	73% _{ADEF}	58%	59%	60%
Restrict the use of treble hooks in the parks	60%	62%	63%	71% _{DEF}	58%	58%	61%
Restrict the use of barbed hooks in the parks	58%	63%	62%	68% _{DEF}	55%	54%	58%
Restrict the use of live bait in the parks	55%	69% _{DE}	64%	75% _{DEF}	51%	50%	55%

Q55: Regardless of whether you fished in the park on this trip, if there is a need to reduce some negative aspects of fishing in Ontario's provincial parks, how strongly would you support the following options? (*Check one circle for each option*) (Restrict large motorboats, n=1437; Restrict electronic fish finders, n=1437; Restrict lead sinkers/jig/weights, n=1437; Reduce 'catch limits', n=1433; Restrict treble hooks, n=1430; Restrict barbed hooks, n=1435; Restrict live bait, n=1441) Q1_Recode: Park Zone (bases vary for each subgroup and item)



Generally support for each restriction is not significantly different between those who went fishing on their trip and those who did not (*Figure 28*). Most notably, support for restricting the use of large motorboat engines in the parks is nearly equal among these two groups (69% Fishers vs. 68% Non-fishers). That said, respondents who went fishing on their trip are significantly less likely than those who did not to support restricting the use of treble hooks (48% Fishers vs. 61% Non-fishers) and barbed hooks (39% Fishers vs. 58% Non-fishers). Importantly, while there is no statistical difference between those who went fishing and those who did not with regards to support for restricting the use of electronic fish finders (54% Fishers vs. 63% Non-fishers), lead sinkers/jigs/weights (54% Fishers vs. 62% Non-fishers), reducing catch limits (53% Fishers vs. 61% Non-fishers) and live bait (47% Fishers vs. 56% Non-fishers), it is worth noting that in each case support is somewhat lower among those who went fishing.

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



Q55: Regardless of whether you fished in the park on this trip, if there is a need to reduce some negative aspects of fishing in Ontario's provincial parks, how strongly would you support the following options? (Check one circle for each option) Q58: Did you fish in the park on this trip? (Check one circle) (Fished/Did not Fish: Restrict large motorboats, n=78/1359; Restrict electronic fish finders, n=78/1359; Restrict lead sinkers/jig/weights, n=78/1359; Reduce 'catch limits', n=77/1356; Restrict treble hooks, n=77/1353; Restrict barbed hooks, n=77/1358; Restrict live bait, n=78/1363)



6.10 Campfire

6.10.1 Summary of Results

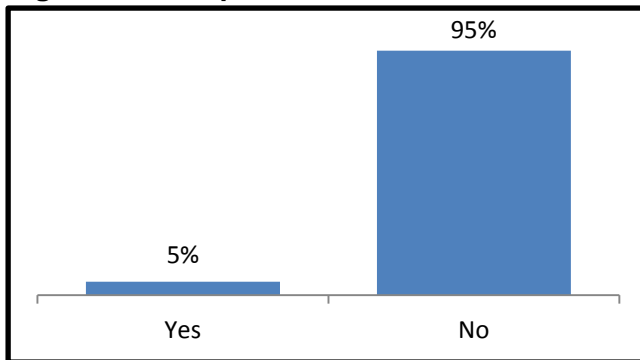
Only a small proportion of day visit respondents report having had a campfire on their trip, however, North East respondents are somewhat more likely to report that this was the case. Among those that did have a campfire, most brought their own wood and used split or cut logs. It is worth noting that a small proportion of respondents report burning scrap wood from construction or manufacturing or tree debris. To the extent that Ontario Parks aims to ensure that only actual firewood is burned on site, there may be room to improve the inspection of vehicles bringing firewood on site.

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

6.10.2 Detailed Findings

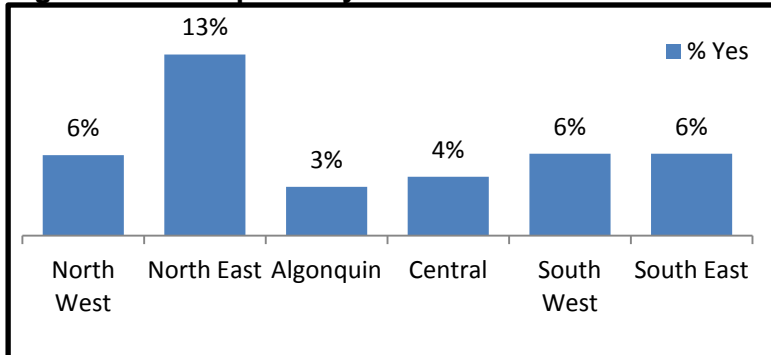
Only a small proportion (5%) of day visit respondents report that they had a campfire while in the park (*Figure 29*). Interestingly, North East (13%) respondents are more likely than most to say that they did have a campfire (*Figure 29a*).

Figure 29: Campfires



Q56: While in the park, did you have a campfire? (*Check one circle*) (n=1500)

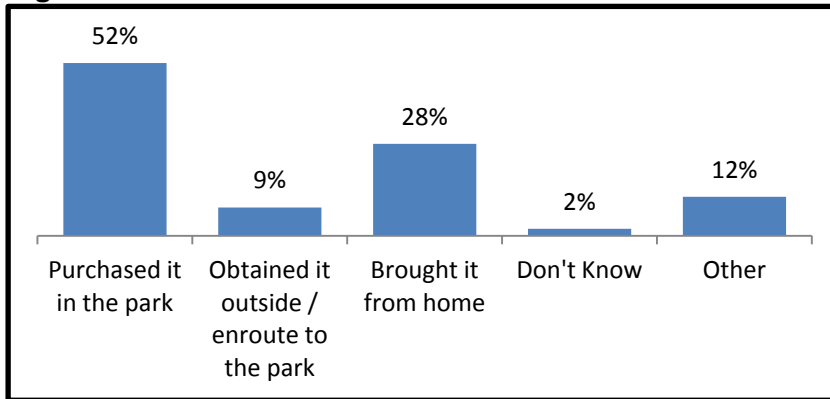
Figure 29a: Campfires by Zone



Q56: While in the park, did you have a campfire? (*Check one circle*) (Yes, n=100) Q1_Recode: Park Zone (bases vary for each subgroup)

Over one-half (52%) obtained the firewood for their campfire from the park while just over one-quarter (28%) brought it from home (Figure 30).

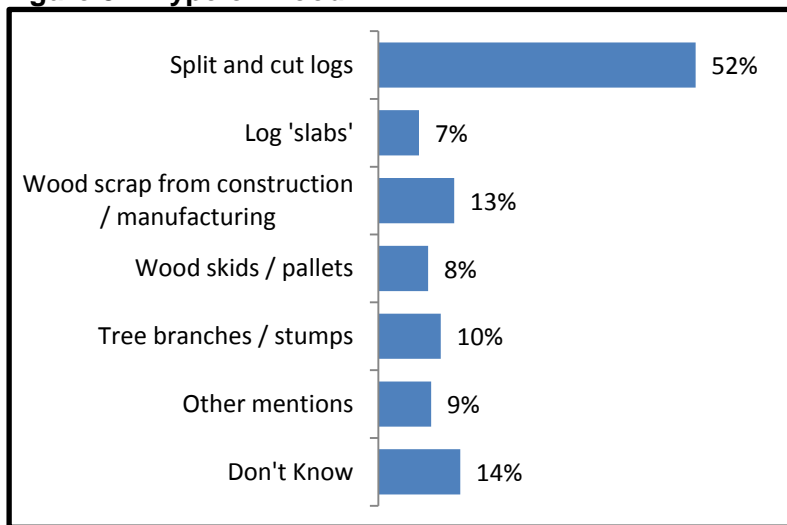
Figure 30: Obtained Firewood



Q57: Where did you obtain the firewood for this day trip to [Q1]? (Check one circle) (n=99)

Over one-half (52%) report using split/cut logs for their campfire (Figure 31). That said, a notable proportion report burning wood scraps (13%) or tree branches/stumps (10%).

Figure 31: Type of Wood



Q59: Which of the following describes the firewood you burned in [Q1] on this trip? (Check all that apply) (n=48*) Note: Caution should be taken when interpreting results where bases are small or very small.

As shown in *Table 28* below, the results suggest that support for various campfire restrictions is quite mixed among day visit respondents. In particular, over six-in-ten (63%) support burning only firewood supplied by the park, while only two-in-ten (19%) support burning only artificial wood. When it comes to restricting the burning of firewood to only firewood purchased by local suppliers, just over on-half (52%) of day visit respondents say they support this, and only one-third (34%) support putting limits on when campfires are allowed. It is worth noting that support for restricting the burning of firewood to that which is supplied by the park or a local retailer is generally highest among Algonquin respondents (80% and 61% respectively).

Table 28: Campfire Restrictions

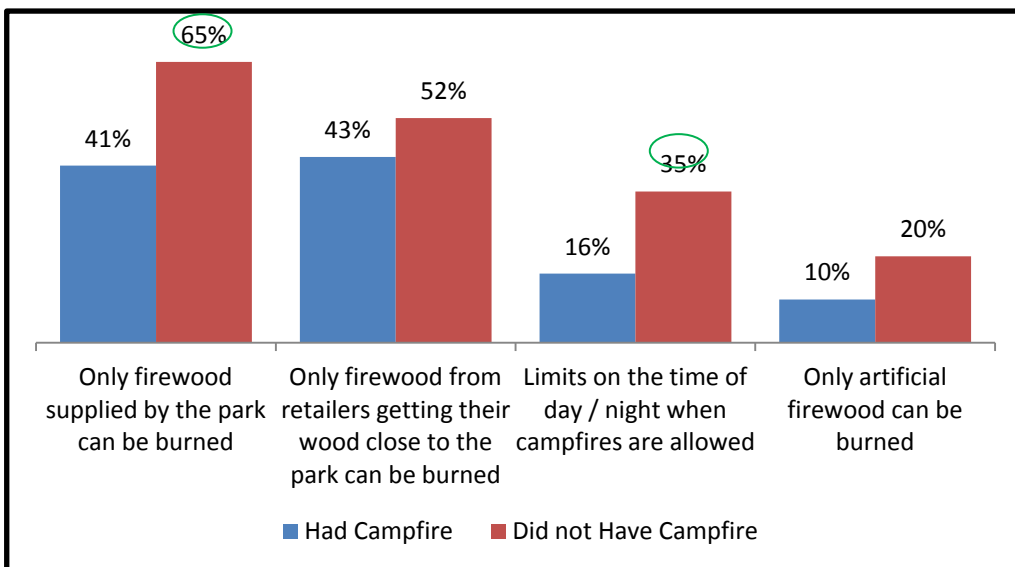
Support (Top 2 Box)	Overall	North West	North East	Algonquin	Central	South West	South East
		A	B	C	D	E	F
Only firewood supplied by the park can be burned	63%	51%	59%	80% _{ABDE}	63%	61%	62%
Only firewood from retailers getting their wood close to the park can be burned	52%	35%	58% _A	61% _{ADF}	48%	55% _A	50%
Limits on the time of day / night when campfires are allowed	34%	28%	23%	44% _{BE}	38% _{BE}	27%	36% _E
Only artificial firewood can be burned	19%	14%	14%	17%	23%	18%	18%

Q60: Regardless of whether you had a campfire on this park visit, there is a need to reduce the movement of invasive insects through firewood into provincial parks, how strongly would you support the following options? (Check one circle for each option) (Supplied firewood, n=1450; Close retailers, n=1440; Limits on time, n=1435; Artificial firewood, n=1436) Q1_Recode: Park Zone (bases vary for each subgroup and item)



As we might expect, support for some of the proposed campfire restrictions is lower among those who had a campfire on their trip when compared to those that did not (Figure 32). In particular, four-in-ten (41%) respondents who had a campfire support restricting the burning of firewood to only park-supplied firewood, whereas about two-thirds (65%) of respondents who did not have a campfire support this restriction. Similar results are reported for limiting the time when campfires are allowed (16% for those who had a campfire vs. 35% for those who did not). When it comes to supporting a restriction that would require campers to buy their wood from a local retailer (43% for those who had a campfire vs. 52% for those who did not) or burning only artificial firewood (10% for those who had a campfire vs. 20% for those who did not), there are no statistical differences between those who had a campfire and those who did not. However, it is worth noting that in each case support is somewhat lower among those who had a campfire.

Table 32: Campfire Restrictions by those who had a Campfire and those who did not



Q60: Regardless of whether you had a campfire on this park visit, there is a need to reduce the movement of invasive insects through firewood into provincial parks, how strongly would you support the following options? (Check one circle for each option) Q56: While in the park, did you have a campfire? (Check one circle) (Had Campfire/ Did not Have Campfire: Supplied firewood, n=96/1354; Close retailers, n=96/1344; Limits on time, n=93/1342; Artificial firewood, n=93/1343)

6.11 Educational Programs

6.11.1 Summary of Results

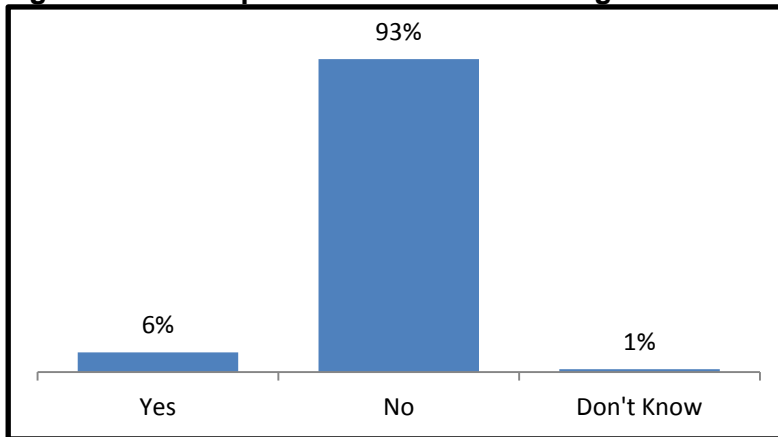
Results indicate that educational or interpretive programs are typically underused by day visit respondents. With the exception of Algonquin visitors, the vast majority of respondents report not participating in these programs. When asked to explain the reasons why they did not participate, some report being unaware the programs existed, others were too busy, and others are simply were not interested in the programs at all. These results suggest that Ontario Parks may need to either explore increasing awareness of these programs or perhaps selectively reducing the availability depending on parks needs.



6.11.2 Detailed Findings

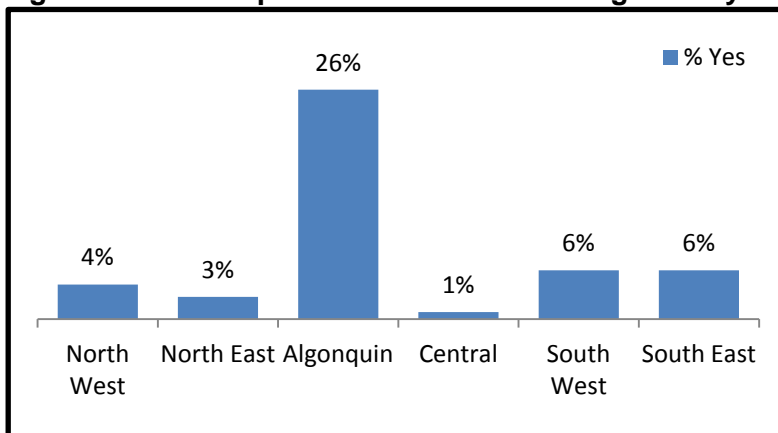
Only a small proportion (6%) of day visit respondents report that they participated in any educational or interpretive programs (Figure 33). It is worth noting, however, that Algonquin respondents are far more likely than respondent from other regions to say that they or someone in their group participated in one of these programs. In fact, one-quarter (26%) of Algonquin respondents said this was the case (Figure 33a).

Figure 33: Participation in Educational Programs



Q63: On this day trip in [Q1], did you or other members of your group participate in any park education/interpretive programs such as guided hikes, a lecture in the visitor centre, children's program or amphitheatre shows? (Check one circle) (n=1493)

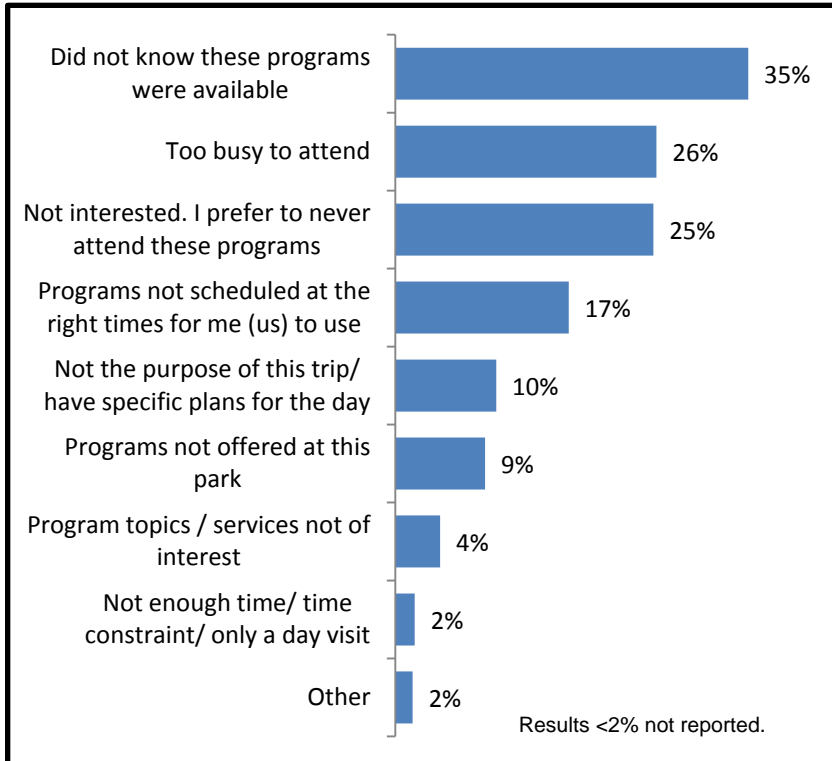
Figure 33a: Participation in Educational Programs by Zone



Q63: On this day trip in [Q1], did you or other members of your group participate in any park education/interpretive programs such as guided hikes, a lecture in the visitor centre, children's program or amphitheatre shows? (Check one circle) (Yes, n=111) Q1_Recode: Park Zone (bases vary for each subgroup)

Reasons reported for not participating in educational or interpretive programs vary (Figure 34), although over one-third (35%) said they were not aware that these programs were available. Another one-quarter say that they were too busy to attend (26%), or not interested and prefer to never attend these programs (25%). These results suggest that Ontario Parks may wish to explore either increasing promotional material surrounding these programs to entice respondents to partake or otherwise reduce their availability as many respondents are simply not interested.

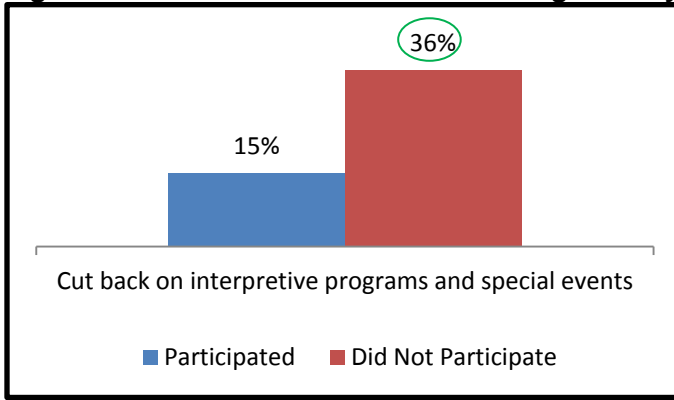
Figure 34: Reasons for Not Participating



Q64: Why did you, or members of your group, NOT participate in any park education/interpretive programs? (Check all that apply) (n=1340)

As we would expect, those who took part in educational or interpretive programs (15%) are much likely to support cutbacks to this park service than those who did not (36%) (Figure 35). This point emphasizes the importance of building awareness and participation in these programs for visitors to recognize their contribution to the park experience.

Figure 35: Cutbacks to Educational Programs by Participants and Non-Participants



Q40: If there is a need for cutbacks, how strongly would you support the following options? (Check one circle for each option) Q63: On this day trip in [Q1], did you or other members of your group participate in any park education/interpretive programs such as guided hikes, a lecture in the visitor centre, children's program or amphitheatre shows? (Check one circle) (Participated/Did Not Participate: Cut back on interpretive programs, n=107/1315)

6.12 Increasing Visitation

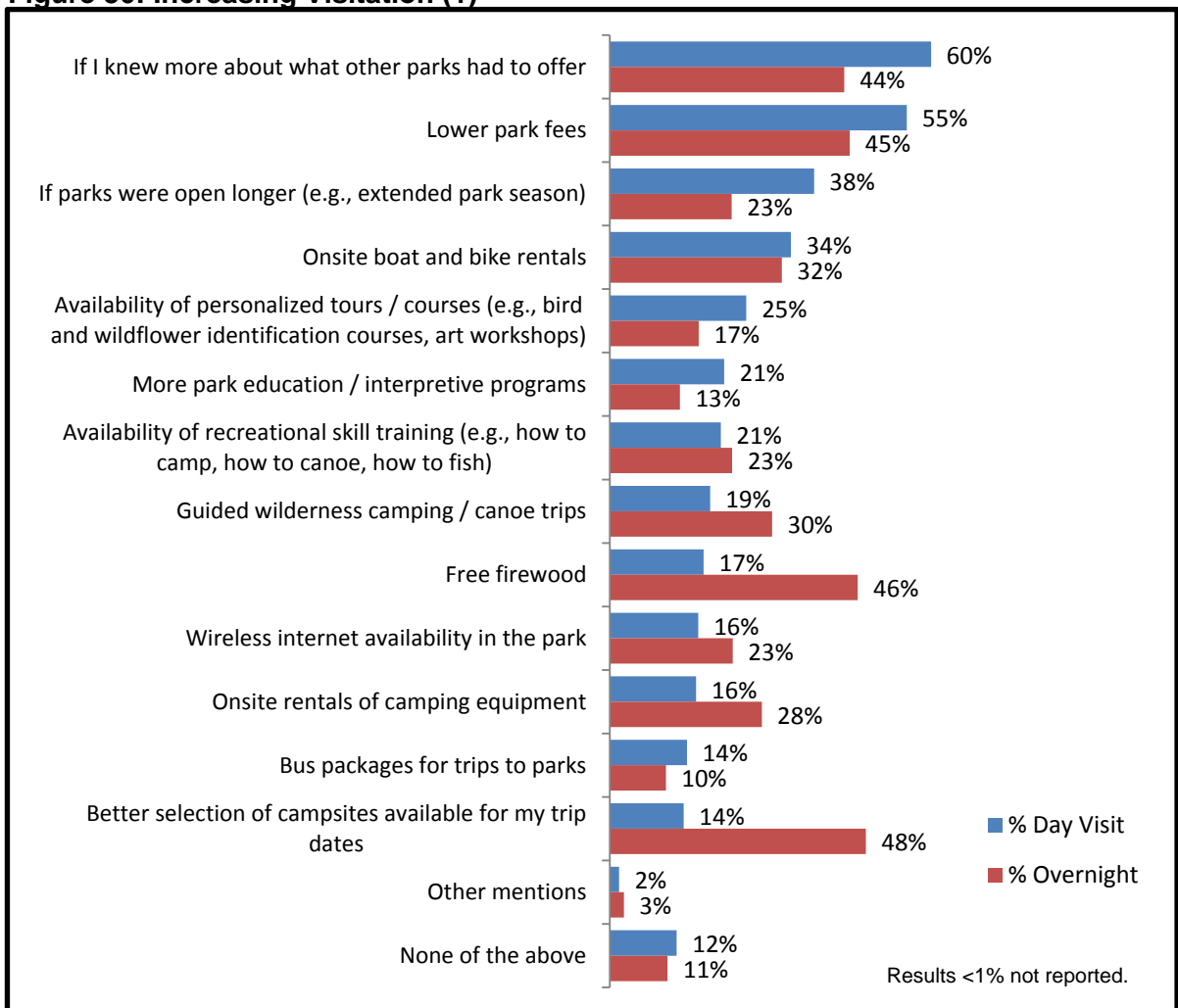
6.12.1 Summary of Results

Results suggest that increasing awareness, lowering park fees, and increasing the number of picnic shelters may have a positive impact on increasing the frequency of day visits to Ontario's provincial parks. It is worth emphasizing that lower fees are particularly relevant to South West respondents and increasing the number of picnic shelters is important to Central respondents. To increase overnight visits, once again awareness of park offerings and lowering park fees are mentioned. Moreover, ensuring campsites are regularly available, providing free firewood and providing visitors with the option of renting cabins/yurts or premium roofed accommodations may go a long way to increasing the frequency with which overnight trips are booked. Consistent with results noted above, while respondents may be willing to tolerate increased park fees, this increase may negatively impact their likelihood of visiting Ontario's provincial parks more often. Moreover, given the potential that "increased awareness of what other parks had to offer" can have to improve both day and overnight visits, Ontario Parks may wish to increase this awareness through enhanced marketing and promotional campaigns.

6.12.2 Detailed Findings

Results (captured in *Figure 36* below) indicate that increasing awareness about what parks offer (60%) and lowering park fees (55%) may increase the frequency with which day visit respondents visit Ontario’s provincial parks for day visits. Similar results are noted for increasing overnight visits among day visit respondents. In particular, over four-in-ten say that lowering park fees (45%) and knowing more about park offerings (44%) may increase the frequency of their overnight visits. However, the availability of campsites (48%) and providing free firewood (46%) are also mentioned by nearly half of the respondents. It is worth noting that South West respondents (63%) are more likely than most to say that lower fees would increase their day visit frequency (*Figure 34a*); and North East respondents (36%) are more likely than all other respondents to say that more educational/interpretive programs would increase their overnight visit frequency (*Figure 34b*).

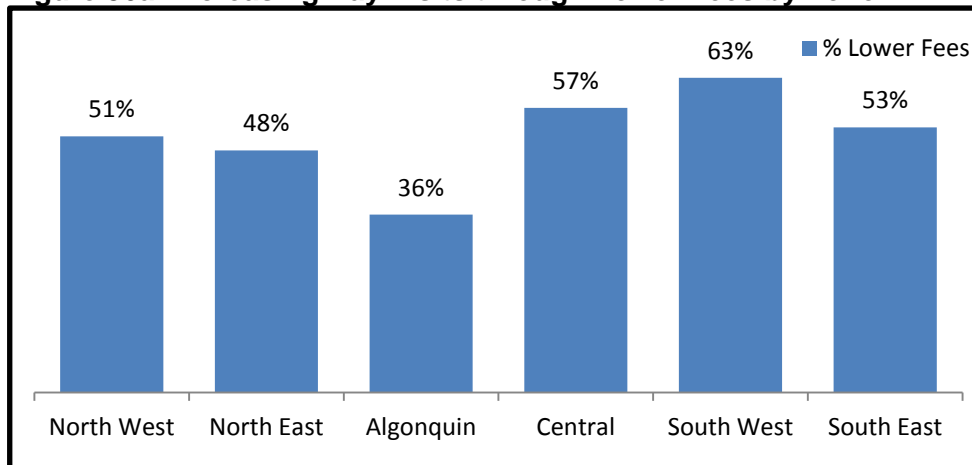
Figure 36: Increasing Visitation (1)



Q61: In your opinion, which of the following park services would increase your likelihood of visiting Ontario’s provincial parks more than you currently do? (Check all that apply) (Day, n=1345; Night, n=993)

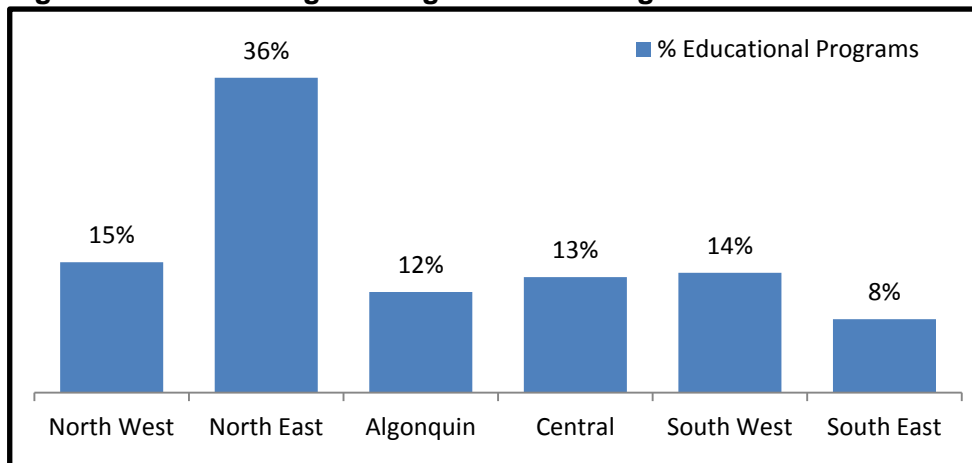


Figure 36a: Increasing Day Visits through Lower Fees by Zone



Q61: In your opinion, which of the following park services would increase your likelihood of visiting Ontario's provincial parks more than you currently do? (Check all that apply) (Day: Lower Fees, n=734) Q1_Recode: Park Zone (bases vary for each subgroup)

Figure 36b: Increasing Overnight Visits through More Educational Program by Zone



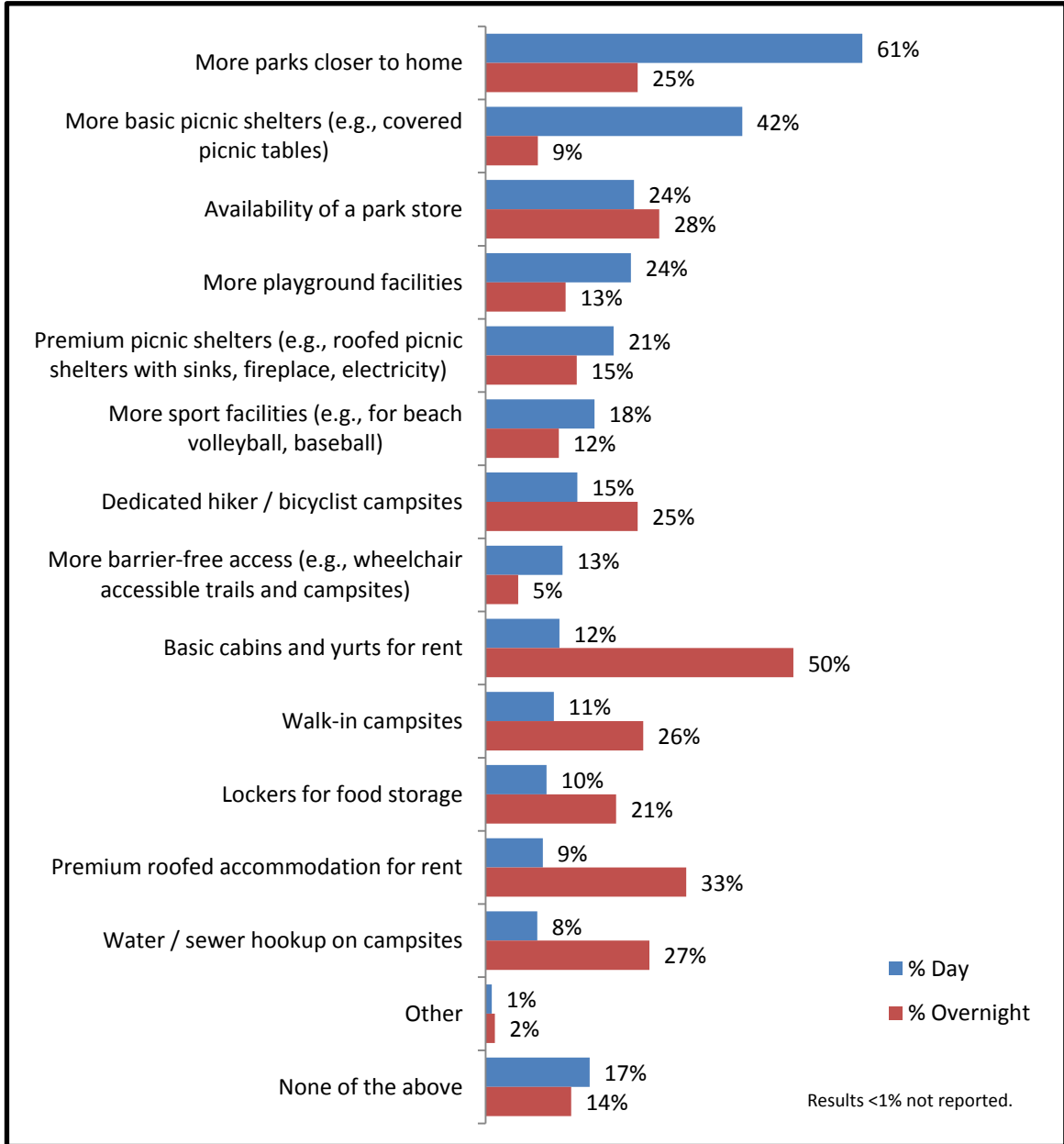
Q61: In your opinion, which of the following park services would increase your likelihood of visiting Ontario's provincial parks more than you currently do? (Check all that apply) (Day: Educational Program, n=137) Q1_Recode: Park Zone (bases vary for each subgroup)

When it comes to increasing the frequency of day visits, six-in-ten (61%) day visit respondents mention having more parks closer to home (Figure 37). Four-in-ten (42%) also say more picnic shelters would be a feature that may increase how often they visit Ontario's provincial parks. Results are quite different when it comes to increasing overnight visits. In particular, one-half (50%) say that having basic cabins/yrts for rent would increase their likelihood of taking an overnight trip. Similarly, one-third (33%) say that having premium roofed accommodations for rent would increase the frequency with which they take overnight trips to Ontario's provincial parks. It is worth noting that North East (51%) and Central (49%) respondents are more likely to say that more picnic shelters would increase the likelihood of taking more day trips (Figure 37a). Central visitors (32%) also report that the availability of a park store may increase the frequency with which they



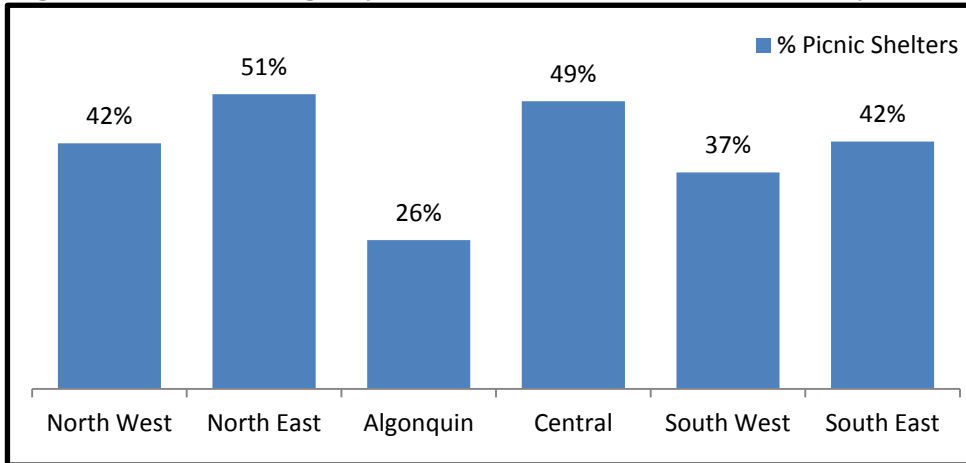
take day trips (Figure 37b). When it comes to increasing overnight visits, Algonquin visitors (35%) are more likely than most to mention that dedicated hiker/bicyclist campsites would increase their likelihood to visit (Figure 35c).

Figure 37: Increasing Visitation (2)



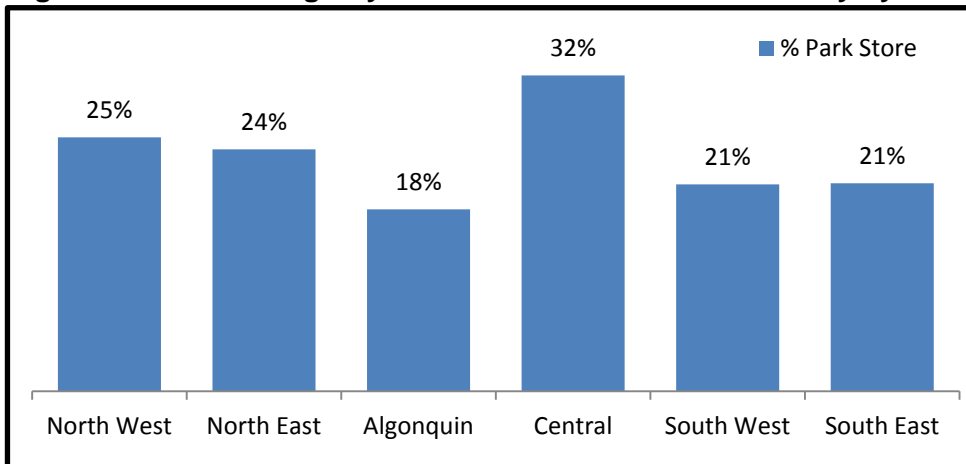
Q62: In your opinion, which of the following park services would increase your likelihood of visiting Ontario's provincial parks more than you currently do? (Check all that apply) (Day, n=1250; Night, n=979)

Figure 37a: Increasing Day Visits with More Picnic Shelters by Zone



Q62: In your opinion, which of the following park services would increase your likelihood of visiting Ontario's provincial parks more than you currently do? (*Check all that apply*) (Day Visits: Picnic Shelters, n=485)
 Q1_Recode: Park Zone (bases vary for each subgroup)

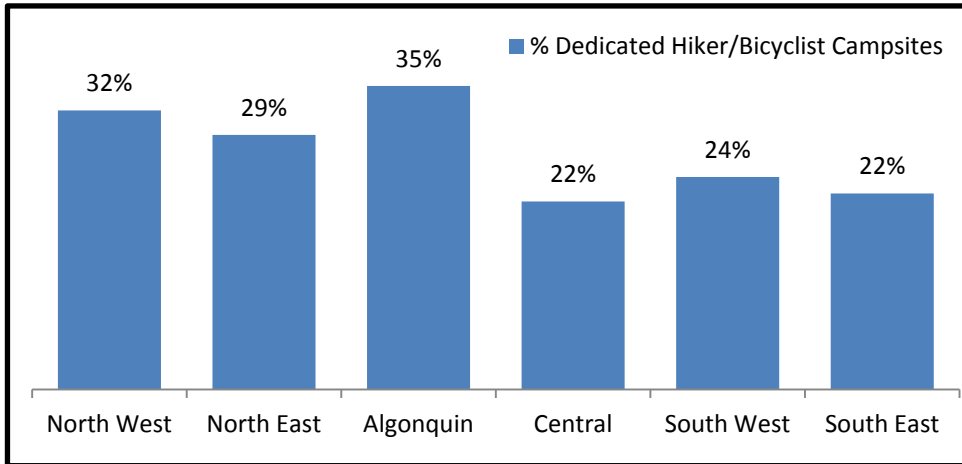
Figure 37b: Increasing Day Visits with Park Store Availability by Zone



Q62: In your opinion, which of the following park services would increase your likelihood of visiting Ontario's provincial parks more than you currently do? (*Check all that apply*) (Day Visits: Park Store, n=264)
 Q1_Recode: Park Zone (bases vary for each subgroup)



Figure 37c: Increasing Overnight Visits with Dedicated Hiker/Bicyclist Campsites by Zone



Q62: In your opinion, which of the following park services would increase your likelihood of visiting Ontario's provincial parks more than you currently do? (*Check all that apply*) (Night: Dedicated Hiker/Bicyclist Campsites, n=246) Q1_Recode: Park Zone (bases vary by zone)

6.13 The Importance of Parks

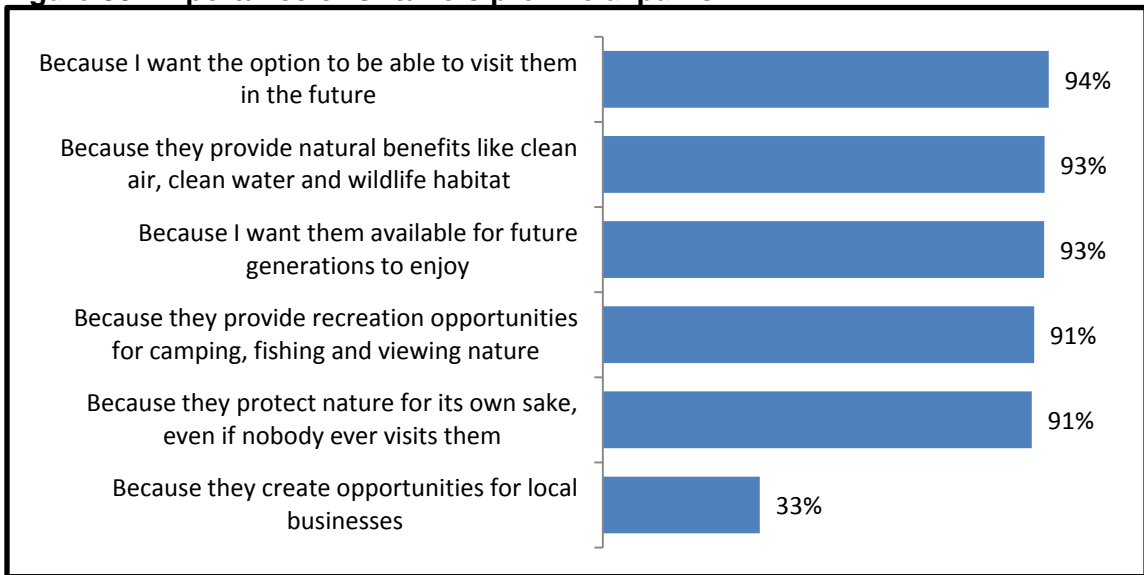
6.13.1 Summary of Results

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

6.13.2 Detailed Findings

Nearly all day visit respondents say that Ontario's provincial parks are important to them because they want to be able to see them in the future (94%), they provide natural benefits (93%), they want future generations to enjoy them (93%), they provide recreational opportunities (91%), and because they protect nature for its own sake (91%) (*Figure 38*). In contrast, only a small proportion (33%) of visitors report that Ontario's provincial parks are important because they create business opportunities for local businesses.

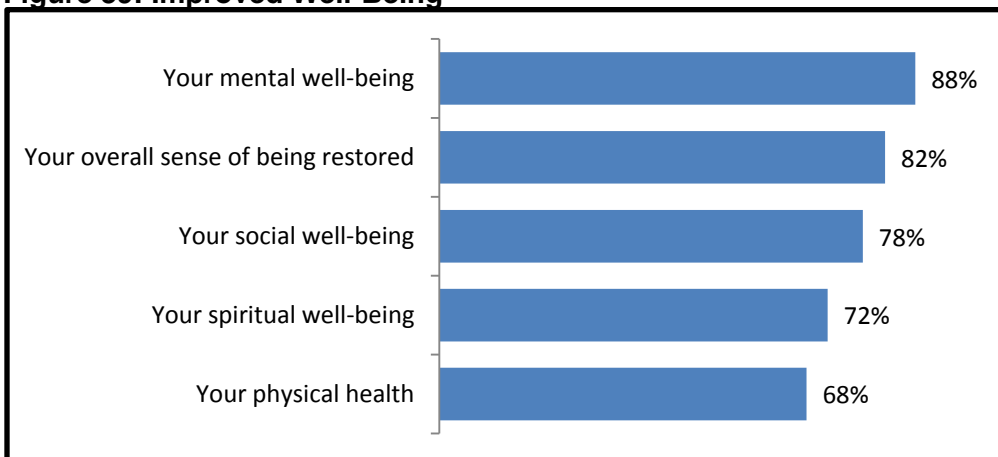
Figure 38: Importance of Ontario's provincial parks



Q65: People have suggested many reasons why Ontario's provincial parks are important to them. Please rate how important the following reasons are to you for having provincial parks in Ontario. (For each reason, check one circle that best represents your feelings on the numbered scale) (Visit in Future, n=1437; Future generations, n=1442; Natural benefits, n=1447; Recreation opportunities, n=1440; Protect Nature, n=1440; Business opportunities, n=1378).

While respondents generally report that visiting Ontario's provincial parks improves their state of health and well-being (Figure 39), improved mental well-being gets top ratings most frequently (88% rate this highly). Eight-in-ten (82%) respondents also report improvements to their overall sense of being and social well-being (78%), with lower ratings for spiritual well-being (72%) and physical health (68%).

Figure 39: Improved Well-Being



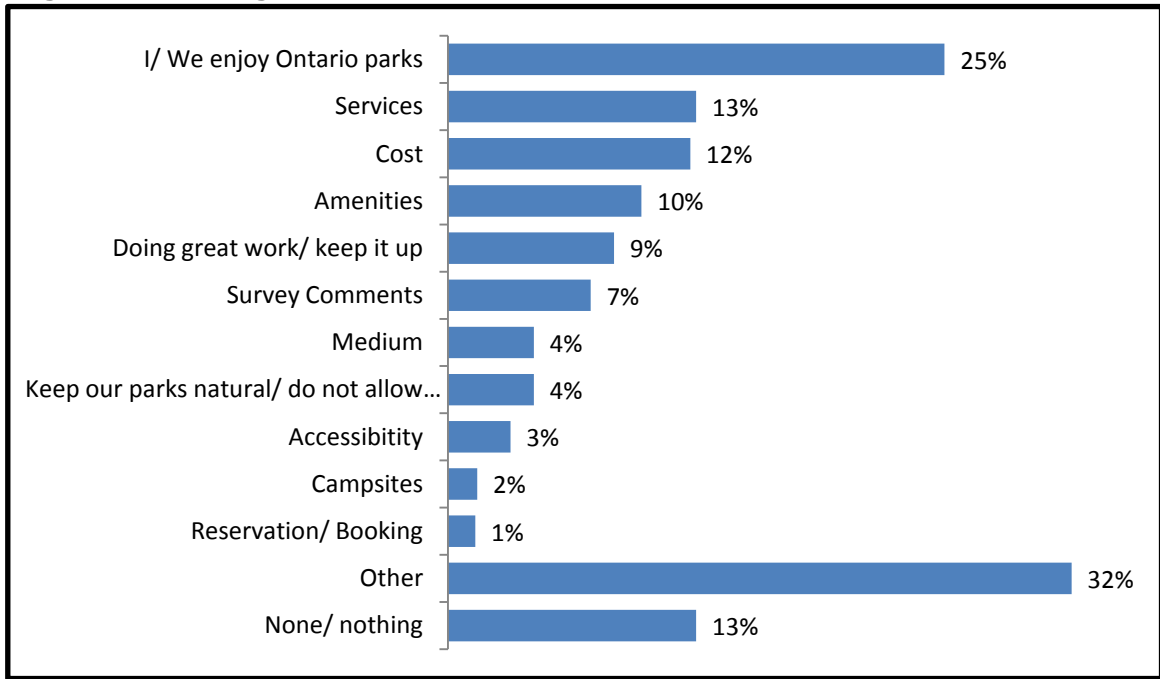
Q66: To what extent do you feel this visit to [Q1] has improved your general state of health and well-being in each of the following ways? (For each reason, check one circle that best represents your feelings on the numbered scale) (Mental, n=1463; Overall sense of being, n=1441; Spiritual well-being, n=1447; Social well-being, n=1450; Physical health, n=1449)



6.14 Closing Comments

Respondents provided an extremely wide range of comments when closing the survey (Figure 40). That said, it is worth noting that one-quarter (25%) of the respondents commented that they enjoy Ontario Parks. A notable proportion of respondents (13%) comment on the services of the park, most frequently mentioning that safety/enforcement should be improved or that general maintenance should be improved. Emphasizing a theme throughout, a notable proportion of respondents (12%) commented on the cost associated with day park visits, with results suggesting that this type of trip is perceived as expensive.

Figure 40: Closing Comments



Q76: Is there any we have overlooked? Please use this space for additional comments or suggestions you would like to make. (Specify) (n=354) Note: Higher level codes reported.

Appendix A – Day Visitor Survey

2011 Ontario Parks Day Visitor Survey

This visitor survey is being conducted by Ontario Parks.

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

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

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

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

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

Because we *really* want to know and care about what you think, the survey is a little longer than most, and takes about 25 minutes to complete.

Questions preceded by a * require an answer.

Thank you in advance for your time and effort!

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

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

1. * Please select the Ontario provincial park that you most recently visited for a day trip. (Specify).

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2011 Ontario Parks Day Visitor Survey

2. Which was the main information source you used to help select which park to visit for this day trip? (Check all that apply).

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

Other (please specify)

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

City / Town	<input type="text"/>
Province / State	<input type="text"/>
Postal / ZIP Code	<input type="text"/>
Country	<input type="text"/>

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

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

Other (please specify)

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

- Yes
- No

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

Kilometres, one way

OR Miles, one way

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

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

MM DD YYYY
 / /

9. About how many hours did you stay in [Q1] on this day trip? (Fill in the blank).

10. Which of the following did you use to enter the park for this day visit? (Check all that apply).

- Day pass
- Day pass with coupon
- Summer pass
- Annual pass
- Bus permit
- Don't Know

Other (please specify)

11. If you drove, where did you park your vehicle for this day visit to [Q1]? (Check one circle).

- Municipal parking lot
- Provincial park parking lot
- Private parking lot
- Don't know
- Not applicable

Other (please specify)

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

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

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

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

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

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

- Yes
- No

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

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

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

- Yes
 No
 Don't Know

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

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

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

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

- Yes
 No
 Don't Know

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

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

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

Number of years

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

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

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

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

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

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

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

	Not At All				Very	Not	
	Important	1	2	3	4	5	Applicable
Good parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good picnic / day use areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good hiking trail network	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good sport facilities (e.g., beach volleyball courts)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good playground facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Barrier-free accessibility (e.g., wheelchair ramps)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park educational / interpretive programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Equipment rental / outfitter services available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special events (e.g. festival, race)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

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27. * Suppose, for whatever reason, [Q1] was not available to you for this day trip. Would you have gone to a different Ontario provincial park? (Check one circle).

- Yes
- No
- Don't know

28. * What would you have done instead? (Check one circle).

- Gone shopping
- Gone to an art gallery or museum
- Gone to an amusement or theme park
- Gone to a casino
- Gone to a festival or concert
- Gone for a sightseeing drive
- Stayed at home
- Gone to work
- Don't know

Other (please specify)

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

Other (please specify)

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30. Please indicate the activities that your group participated in during your day trip to [Q1]. (Check all that apply.)

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

Other (please specify)



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

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

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

	Poor 1	2	3	4	Excellent 5	Don't Know / Not Applicable
Equipment rental services (e.g., boats, bikes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park brochures / tabloid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of picnic tables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational / Interpretive programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interpretive trails / museum displays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Store / Gift shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of firewood for sale	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

	Poor 1	2	3	4	Excellent 5	Don't Know / Not Applicable
Cleanliness of washrooms / showers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness of picnic / day use areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of picnic / day use areas (damage from overuse)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness of rest of park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of other park buildings / facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of beach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of boat launches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

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

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

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

Canadian Funds

American Funds

Other (please specify)

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

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

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

For example, enter 1500 NOT \$1,500.00

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

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

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

For the entire day trip, I paid

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

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

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

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

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

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

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

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

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

Other (please specify)

42. Day-use fees at an Ontario provincial park are typically about \$14 per vehicle per day. If the price per vehicle per day were to increase by \$6, (\$20 total), would you still be willing to go to an Ontario provincial park for a day trip? (Check one circle)

- No
- Yes, I would still be willing to go to an Ontario provincial park for a day trip if the per vehicle day-use fee was \$20
- I don't know

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43. Suppose, instead, the per vehicle day-use fee were to go up by \$8, (\$22 total). Would you still be willing to visit an Ontario provincial park for a day trip? (Check one circle).

- No
- Yes, I would still be willing to go to an Ontario provincial park for a day trip if the per vehicle day-use fee was \$22
- I don't know

44. Suppose, instead, the per vehicle day-use fee were to go up by \$4, (\$18 total). Would you still be willing to visit an Ontario provincial park for a day trip? (Check one circle)

- No
- Yes, I would still be willing to go to an Ontario provincial park for a day trip if the per vehicle day-use fee was \$18
- I don't know

45. What would be the highest increase above the current per vehicle day-use fee of \$14 you would be willing to pay? (Fill in the blank.)

Dollars (\$) |

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

You are almost done the survey!

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

- Yes
- No

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

Persons |

48. On average, for about how many hours did you fish? (Fill in the blank).

Hours |

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

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

Other (please specify)

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

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

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

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

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

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

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

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

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

Other (please specify)

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

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

56. * While in the park, did you have a campfire? (Check one circle).

- Yes
 No

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

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

Other (please specify)

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

Town / city name

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

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

Other (please specify)

60. The movement of firewood can spread tree-destroying insects like Emerald Ash Borer and Asian Longhorn Beetle into provincial parks. Regardless of whether you had a campfire on this park visit, if there is a need to reduce the movement of invasive insects through firewood into provincial parks, how strongly would you support the following options? (Check one circle for each option)

	Not At All Support 1	2	3	4	Strongly Support 5	Don't Know
Only firewood supplied by the park can be burned (can't bring your own firewood)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Only firewood from retailers getting their wood close to the park can be burned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Only artificial firewood (e.g., firelogs) can be burned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Limits on the time of day / night when campfires are allowed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

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

	Would increase my likelihood of a day visit	Would increase my likelihood of an overnight visit
If I knew more about what other parks had to offer	<input type="checkbox"/>	<input type="checkbox"/>
If parks were open longer (e.g., extended park season)	<input type="checkbox"/>	<input type="checkbox"/>
Lower park fees	<input type="checkbox"/>	<input type="checkbox"/>
Better selection of campsites available for my trip dates	<input type="checkbox"/>	<input type="checkbox"/>
Availability of recreational skill training (e.g., how to camp, how to canoe, how to fish)	<input type="checkbox"/>	<input type="checkbox"/>
Availability of personalized tours / courses (e.g., bird and wildflower identification courses, art workshops)	<input type="checkbox"/>	<input type="checkbox"/>
More park education / interpretive programs	<input type="checkbox"/>	<input type="checkbox"/>
Onsite rentals of camping equipment	<input type="checkbox"/>	<input type="checkbox"/>
Onsite boat and bike rentals	<input type="checkbox"/>	<input type="checkbox"/>
Wireless Internet availability in the park	<input type="checkbox"/>	<input type="checkbox"/>
Free firewood	<input type="checkbox"/>	<input type="checkbox"/>
Guided wilderness camping / canoe trips	<input type="checkbox"/>	<input type="checkbox"/>
Bus packages for trips to parks	<input type="checkbox"/>	<input type="checkbox"/>
None of the above	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>

Other (please specify)

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

	Would increase my likelihood of a day visit	Would increase my likelihood of an overnight visit
More parks closer to home	<input type="checkbox"/>	<input type="checkbox"/>
More basic picnic shelters (e.g., covered picnic tables)	<input type="checkbox"/>	<input type="checkbox"/>
More barrier-free access (e.g., wheelchair accessible trails and campsites)	<input type="checkbox"/>	<input type="checkbox"/>
Basic cabins and yurts for rent	<input type="checkbox"/>	<input type="checkbox"/>
Premium roofed accommodation for rent	<input type="checkbox"/>	<input type="checkbox"/>
Water / sewer hook-up on campsites	<input type="checkbox"/>	<input type="checkbox"/>
Premium picnic shelters (e.g., roofed picnic shelters with sinks, fireplace, electricity)	<input type="checkbox"/>	<input type="checkbox"/>
More playground facilities	<input type="checkbox"/>	<input type="checkbox"/>
More sport facilities (e.g., for beach volleyball, baseball)	<input type="checkbox"/>	<input type="checkbox"/>
Dedicated hiker / bicyclist campsites	<input type="checkbox"/>	<input type="checkbox"/>
Walk-in campsites	<input type="checkbox"/>	<input type="checkbox"/>
Lockers for food storage	<input type="checkbox"/>	<input type="checkbox"/>
Availability of a park store	<input type="checkbox"/>	<input type="checkbox"/>
None of the above	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>

Other (please specify)

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

- Yes
 No
 Don't Know

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

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

Other (please specify)

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

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

Other (please specify)

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

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

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

Other (please specify)

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

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

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

Number of years old

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

- Male
 Female

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

- Canada
 US

Other (please specify)

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

- English
- French

Other (please specify)

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

Number of persons

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

- Yes
- No

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

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

Other (please specify)

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

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

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

- Canadian Funds
- American Funds

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

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

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

- Yes
 No

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

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

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

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

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

Good luck!

<http://www.scottcanoe.com>



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

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

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Appendix B – Weighting

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

A population profile was developed for all parks that were included in the dataset. In some cases reservation information was provided for parks that were not in the dataset, these parks were not included in the profile. In *Table 29* below, the column “# Groups in 2011” represents the total number of groups that visited the listed park for a day visit trip as supplied to Ipsos. The proportion of the total park population was then calculated and is displayed in the column “Proportion of All Visitors”. Given this population profile, it was necessary to determine to what extent the dataset differed from the actual population. To calculate this Ipsos-Reid tabulated the total # of respondents for each park within the dataset (treating 1 respondent as a representative of one group) and calculated the proportion of each park within the dataset (displayed in the column “Proportion of All Respondents”). As the reader will see, the proportion of each park within the dataset differs from the proportion in the population. As such, a weight factor was generated by dividing the actual proportion (Proportion of All Visitors) by the proportion within the dataset (Proportion of All Respondents). A weight factor of greater than 1.0 indicates that the park is underrepresented and so responses for this park were increased by this factor. A weight factor of less than 1.0 indicates that a park is overrepresented and so responses for this park were decreased by this factor. It is worth noting that for any park coded as “Provincial Park (other)”, a neutral weight was applied.

Table 29: Weighting by Park

Park	Zone	# Groups in 2011	Proportion of All Visitors	# Respondents in Dataset	Proportion of All Respondents	Weight Factor by Park
Aaron	NW	496	0.11%	2	0.12%	0.94
Algonquin	AL	44092	9.82%	206	12.08%	0.81
Arrowhead	CE	3253	0.72%	6	0.35%	2.06
Awenda	CE	6916	1.54%	91	5.33%	0.29
Balsam Lake	CE	5291	1.18%	15	0.88%	1.34
Bass Lake	CE	2376	0.53%	3	0.18%	3.01
Batchawanna Bay	NE	1039	0.23%	1	0.06%	3.95
Blue Lake	NW	1202	0.27%	5	0.29%	0.91
Bon Echo	SE	3521	0.78%	19	1.11%	0.70
Bonnechere	CE	876	0.20%	3	0.18%	1.11
Bronte Creek	SW	40654	9.06%	87	5.10%	1.78
Caliper Lake	NW	348	0.08%	1	0.06%	1.32
Charleston Lake	SE	2816	0.63%	10	0.59%	1.07



Chutes	NE	416	0.09%	1	0.06%	1.58
Craigeleith	CE	552	0.12%	2	0.12%	1.05
Darlington	SE	7804	1.74%	38	2.23%	0.78
Driftwood	NE	188	0.04%	3	0.18%	0.24
Earl Rowe	SW	10747	2.39%	52	3.05%	0.79
Emily	SE	1930	0.43%	4	0.23%	1.83
Esker Lakes	NE	144	0.03%	8	0.47%	0.07
Ferris	SE	627	0.14%	10	0.59%	0.24
Fitzroy	SE	3347	0.75%	24	1.41%	0.53
Frontenac	SE	2045	0.46%	10	0.59%	0.78
Grundy Lake	CE	620	0.14%	3	0.18%	0.79
Halfway Lake	NE	479	0.11%	1	0.06%	1.82
Inverhuron	SW	1120	0.25%	7	0.41%	0.61
Ivanhoe Lake	NE	259	0.06%	5	0.29%	0.20
Kakabeka Falls	NW	4724	1.05%	15	0.88%	1.20
Kettle Lakes	NE	1253	0.28%	9	0.53%	0.53
Killarney	NE	5120	1.14%	52	3.05%	0.37
Killbear	CE	4049	0.90%	9	0.53%	1.71
Lake Superior	NE	3316	0.74%	16	0.94%	0.79
Long Point	SW	12731	2.84%	46	2.70%	1.05
MacGregor Point	SW	1734	0.39%	3	0.18%	2.20
Mara	CE	2821	0.63%	7	0.41%	1.53
Marten River	NE	101	0.02%	2	0.12%	0.19
McRae	CE	1278	0.28%	1	0.06%	4.86
Mikisew	CE	291	0.06%	3	0.18%	0.37
Murphys	SE	1900	0.42%	11	0.64%	0.66
Nagagamisis	NE	204	0.05%	1	0.06%	0.78
Neys	NW	748	0.17%	2	0.12%	1.42
North Beach	SE	8539	1.90%	66	3.87%	0.49
Oastler Lake	CE	403	0.09%	8	0.47%	0.19
Quimet Canyon	NW	4930	1.10%	6	0.35%	3.12
Pancake Bay	NE	1588	0.35%	7	0.41%	0.86
Petroglyphs	SE	2627	0.59%	21	1.23%	0.48
Pinery	SW	25041	5.58%	128	7.50%	0.74
Point Farms	SW	1285	0.29%	4	0.23%	1.22
Port Burwell	SW	7670	1.71%	53	3.11%	0.55
Presqu'ile	SE	10417	2.32%	54	3.17%	0.73
Quetico	NW	293	0.07%	4	0.23%	0.28
Rainbow Falls	NW	536	0.12%	3	0.18%	0.68



René Brunelle	NE	433	0.10%	8	0.47%	0.21
Restoule	CE	618	0.14%	1	0.06%	2.35
Rideau River	SE	2550	0.57%	18	1.06%	0.54
Rock Point	SW	4049	0.90%	15	0.88%	1.03
Rondeau	SW	8715	1.94%	51	2.99%	0.65
Rushing River	NW	3918	0.87%	15	0.88%	0.99
Samuel de Champlain	NE	688	0.15%	11	0.64%	0.24
Sandbanks	SE	56012	12.48%	102	5.98%	2.09
Sandbar Lake	NW	132	0.03%	1	0.06%	0.50
Sharbot Lake	SE	571	0.13%	3	0.18%	0.72
Sibbald Point	CE	33626	7.49%	94	5.51%	1.36
Silent Lake	SE	1452	0.32%	7	0.41%	0.79
Silver Lake	SE	1848	0.41%	12	0.70%	0.59
Six Mile Lake	CE	1603	0.36%	13	0.76%	0.47
Sleeping Giant	NW	3289	0.73%	33	1.93%	0.38
Springwater	CE	5262	1.17%	30	1.76%	0.67
Tidewater	NE	30	0.01%	1	0.06%	0.11
Turkey Point	SW	7482	1.67%	27	1.58%	1.05
Voyageur	SE	5989	1.33%	12	0.70%	1.90
Wasaga Beach	CE	59296	13.21%	79	4.63%	2.85
Wheatley	SW	2813	0.63%	19	1.11%	0.56
White Lake	NE	261	0.06%	1	0.06%	0.99
Windy Lake	NE	1501	0.33%	5	0.29%	1.14



Appendix C – Double Bounded Contingent Valuation Analysis

To better understand day visit respondents' willingness to tolerate an increase in day-use fees, a double bounded contingent valuation analysis was conducted on a series of questions. Throughout the report we have provided a brief introduction to this type of analysis, however, a more detailed explanation follows.

In the Day Visitor survey, respondents answer a series of questions designed to explore their willingness to tolerate various increases in day-use fees. Respondents were first presented with a hypothetical \$6 per vehicle per day increase and depending on their response they were presented with a \$4 or \$8 increase. Specifically, those who said they would be willing to pay \$6 more per vehicle per day were presented with an \$8 increase and asked whether they would be willing to tolerate this increase. In contrast, respondents who rejected the \$6 increase were then asked whether they would be willing to pay \$4 more.

Some responses were automatically generated for the respondent. As noted in the Limitations section above, following standard practices, if a respondent said "Yes" to a moderate increase, their response to a smaller increase was automatically coded as a "Yes". Similarly, if they said "No" to a moderate increase, their response to a higher increase was automatically coded as "No". While these responses were not automatically generated during the survey, during the cleaning of the data these responses were generated.

Conducting a double bounded contingent valuation analysis on this set of questions produces an estimate of the average maximum increase respondents are willing to tolerate by analyzing their responses to this series of questions together.

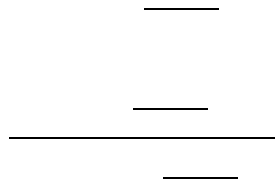
A double bounded contingent valuation analysis is an extension of a single bounded contingent valuation analysis which is often employed to assess value of non-marketed resources or items. The approach employed in this report is modeled on Hanemann, Loomis & Kanninen's (1999)⁷ methodology paper where they argue for the suitability of the double bounded contingent valuation. The statistical underpinnings of this approach are outlined in this paper and serve as the mathematical foundation for the analysis done here. For those interested in the mathematical model used in this analysis we direct you to the cited paper.

Based on a review of the existing literature, we employed a Parametric Survival Analysis using a logistic distribution and logarithmic transformation to model willingness to pay

⁷ Hanemann, M., Loomis, J., & Kanninen, B. (1999) "Statistical Efficiency of Double-Bounded Dichotomous Choice Contingent Valuation" *American Journal of Agricultural Economics*, Vol. 73, No. 4., pp. 1255-1263.



among respondents. Consistent with the literature, this model was fitted using the command PROC LIFEREG in SAS⁸ and the LOGISTIC functions⁹:



A Survival Analysis intends to model time until an event happens. This type of model is used regularly in medicine but can also be used to model willingness to pay; measuring the survival time of each respondent through incremental increases in cost. A respondent who says that they would be willing to tolerate a \$5 increase has survived through each increase up to this point. Similarly, if someone says they are willing to pay \$3 more, but not \$5 more, then we know that they have survived to at least the \$3 point but have not survived through to a \$5 increase. This analysis is done for each respondent creating a survival time for each respondent and these survival times are then modeled using a logistic distribution and logarithmic transformation. It is worth emphasizing that while other distributions could have been used, our approach is consistent with other research in this area and has the benefit of being a simpler model that is generally more conservative in its estimations. The intercept of the Logistic Distribution is reported as the average maximum willingness to pay and because a Logistic Distribution is symmetrical, the mean and median are identical.

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

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

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

⁹ For those with a familiarity of the SAS platform, the following syntax was developed to model the results:

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

