



# Ipsos Reid

Report for:  
PARKS CANADA

## **Camping in the Mountain National Parks 2009/10 Online Panel Members FINAL REPORT**

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## Executive Summary

Parks Canada commissioned Ipsos Reid to create and host a panel of visitors to Canada's Mountain Parks, which Parks Canada can access to conduct up to one ten-minute survey per month on a topic of Parks Canada's choosing. The ninth of these surveys for the 2009/10 year is the Camping in Mountain Parks survey, conducted from March 30 to April 13, 2010. Among the ParksListens online panel members, a total of 12,143 panelists were invited to complete the online survey and 3,326 of these panelists completed the survey. This resulted in a survey completion rate of 28%.

As an incentive to participate, those who completed the survey were entered into a draw to win a cash draw prize of \$500. To help increase response rates, all non-respondents were sent a follow-up email after four days as a reminder to complete the survey.

A sample size of 3,326 respondents is considered accurate within  $\pm 1.7\%$ , 19 times out of 20. Note that the margin of error for subgroups is higher.

## Sommaire exécutif

Parcs Canada a retenu les services d'Ipsos Reid pour créer et animer un comité formé de visiteurs des parcs des montagnes du Canada. Parcs Canada peut accéder à ce comité pour effectuer jusqu'à une étude de dix minutes par mois portant sur un sujet au choix de Parcs Canada. Le huitième de ces sondages pour l'année 2009-2010, soit le sondage portant sur le camping dans les parcs des montagnes, a été effectué entre le 30 mars et le 13 avril 2010. Parmi les membres du comité en ligne Parcs Écoute, 12 143 membres ont été invités à remplir le sondage en ligne, et 3326 de ces membres ont répondu au sondage, soit un taux de réponses de 28 %.

Pour inciter les membres à participer, ceux et celles qui ont rempli le sondage ont été inscrits à un tirage et ils avaient la chance de gagner un prix de 500 \$ en argent. Pour aider à augmenter le taux de réponses, tous les non-répondants ont reçu un courriel de suivi après quatre jours, pour leur rappeler de remplir le sondage.

On considère que la marge d'erreur d'un échantillon de 3326 répondants est de  $\pm 1,7\%$ , 19 fois sur 20. Il est à noter que la marge d'erreur est plus élevée chez les sous-groupes.

### *Camping in the Mountain Parks*

- ◆ Approximately three-quarters of Mountain Park visitors have camped in the Mountain Parks at some time, with campers most likely to have camped in Banff and Jasper National Parks.
- ◆ July and August are the most popular months for camping in the Mountain Parks and Mountain Park visitors who have camped in these parks are most likely to have done so in 2009. It should be noted, however, that visitors' recruitment date, particularly those visitors who were recruited in the August 2009 recruitment wave, has likely had an impact on the timing of their most recent camping trip in the

Mountain Parks.

- ◆ When aided, visitors to Mountain Parks who have camped there are most likely to say they have used fire pits, flush toilets, and showers while camping in the Mountain Parks.
- ◆ Camping and hiking a trail are the two activities that Mountain Park visitors are most likely to participate in while camping in the Mountain Parks.
- ◆ Very few Mountain Park visitors who have camped in these parks say they feel “unsafe” about any of the campground safety aspects asked about. A significant percentage of campers, however, say they are unsure of how safe they feel in regards to availability of contact methods after hours/upon self-registration and about telephone access, indicating a possible lack of awareness or knowledge of these campground safety features.

***Camping dans les parcs des montagnes***

- ◆ Environ les trois-quarts des visiteurs des parcs des montagnes ont déjà campé dans ces parcs, la plupart de ces campeurs ayant campé aux parcs nationaux Banff et Jasper.
- ◆ Les mois de juillet et août sont les mois les plus populaires pour faire du camping dans les parcs des montagnes, et les visiteurs qui ont déjà campé dans ces parcs sont plus susceptibles d'y avoir campé en 2009. Toutefois, il est à noter que la date de recrutement des visiteurs, tout particulièrement les visiteurs qui ont été recrutés lors de la vague de recrutement du mois d'août 2009, a probablement eu une incidence sur le moment qu'ils ont choisi pour effectuer leur plus récente excursion de camping dans les parcs des montagnes.
- ◆ Au moyen de questions assistées, les visiteurs des parcs des montagnes qui ont déclaré y avoir campé sont plus susceptibles de dire qu'ils ont utilisé les feux de camp, utilisé les toilettes à chasse d'eau et les douches quand ils ont campé dans les parcs des montagnes.
- ◆ Le camping et la randonnée pédestre sont les deux activités que les visiteurs des parcs des montagnes pratiquent le plus lorsqu'ils vont camper dans les parcs des montagnes.
- ◆ Très peu de visiteurs des parcs des montagnes qui ont campé dans ces parcs déclarent ne pas se 'sentir en sécurité' relativement aux différents aspects de la sécurité du terrain de camping, sur lesquels on leur a posé des questions. Cependant, un pourcentage important de campeurs ne pensent pas être certains de se sentir en sécurité quand il s'agit de la disponibilité des moyens de communication après les heures d'ouverture/lors de l'auto-enregistrement ainsi que de l'accès à un téléphone, indiquant un manque possible de sensibilisation ou d'information sur ces dispositifs de sécurité du terrain de camping.

### ***Crandell Mountain Campground***

- ◆ While a strong majority of Mountain Park visitors have camped in the Mountain Parks, only a small percentage have stayed at Crandell Mountain Campground since 2000.
- ◆ Flush toilets are the most commonly used amenity at Crandell Mountain Campground, while food storage is the least used amenity.
- ◆ Almost all Mountain Park visitors who have stayed at Crandell Mountain Campground have camped or hiked a trail, making these the two most common activities visitors engage in while staying at the campground.
- ◆ Very few visitors who stay at Crandell Mountain Campground say they feel “unsafe” about any of the campground safety aspects asked about. A significant proportion, however, are unsure of how they feel regarding availability of contact methods after hours and availability of contact methods upon self-registration, possibly indicating a lack of awareness or understanding of these campground safety features.
- ◆ The top three ranked improvements Mountain Park visitors who have stayed at Crandell Mountain Campground say (aided) they would like to see carried out are hot water in washrooms, lights for washrooms, and showers.

### ***Terrain de camping du mont Crandell***

- ◆ Alors qu'une forte majorité des visiteurs des parcs des montagnes ont déjà campé dans les parcs des montagnes, un faible pourcentage ont campé au terrain de camping du mont Crandell depuis 2000.
- ◆ Les toilettes à chasse d'eau sont l'un des équipements le plus souvent utilisé au terrain de camping du mont Crandell, alors que l'aire d'entreposage des aliments est celui qui est le moins utilisé.
- ◆ Presque tous les visiteurs des parcs des montagnes qui ont campé au terrain de camping du mont Crandell ont fait du camping ou ont pratiqué la randonnée pédestre dans les sentiers, soit les deux activités les plus courantes que pratiquent les visiteurs qui campent à ce terrain de camping.
- ◆ Très peu de visiteurs qui ont campé au terrain de camping du mont Crandell ont déclaré ne pas se 'sentir en sécurité' en ce qui a trait aux différents aspects de la sécurité du terrain de camping, sur lesquels on leur a posé des questions. Cependant, une grande proportion de visiteurs ne sont pas certains de leur impression à l'égard de la disponibilité de moyens de communication après les heures d'ouverture et de la disponibilité de moyens de communication lors de l'auto-enregistrement, ce qui est une indication possible d'un manque de sensibilisation ou de compréhension relativement à ces caractéristiques de sécurité au terrain de camping.

- ◆ Les trois plus importantes améliorations que les visiteurs des parcs de montagnes qui ont campé au terrain de camping du mont Crandell Campground ont déclaré qu'ils aimeraient voir apporter (question non assistée) sont comme suit : de l'eau chaude dans les salles de toilette, de l'éclairage dans les salles de toilette et des douches.

## BACKGROUND AND OBJECTIVES

Parks Canada commissioned Ipsos Reid to create and host a panel consisting of visitors to Canada's seven Mountain Parks, called the "ParksListens" panel. Parks Canada has the ability to complete up to one ten-minute survey per month on a topic of Parks Canada's choice using the ParksListens panel. The ninth of these surveys for the 2009/10 year is the Camping in the Mountain Parks Survey.

### *Research Objectives*

The key objectives of the study were to:

- ◆ Measure levels and patterns of camping in the Mountain Parks;
- ◆ Evaluate usage levels and patterns of the Crandell Mountain Campground, as well as discover campers' priorities they would like to see improved at that campground;
- ◆ Determine campers' feelings of personal safety in relation to different elements related to campgrounds for those who camped at Crandell Mountain Campground and those who camped elsewhere in the Mountain Parks; and,
- ◆ Gain insight into reasons for not camping in the Mountain Parks.

### *Methodology*

An online survey was administered to panelists from the ParksListens panel, which is hosted on Ipsos' InterActive Forum software platform. Panel members were recruited by Parks Canada through the distribution of "invitation cards" to visitors at Canada's seven mountain parks – Banff, Yoho, Glacier, Waterton, Mount Revelstoke, Kootenay, and Jasper. The invitation cards provided a web address for visitors to log onto, along with a password. Upon logging onto the website, visitors were asked to complete a profiling questionnaire and entered into a draw of \$500. They were also asked if they would like to participate in future Parks Canada online surveys. If their response was affirmative, then these individuals are added to the ParksListens panel.

Invitations to complete the Winter Use in Jasper National Park survey were sent to all panel members in their language of preference (English or French).

As an incentive to participate, those who completed the survey were entered into a draw to win a cash draw prize of \$500. To help increase response rates, all non-respondents were sent a follow-up email after four days as a reminder to complete the survey.

***Sample Size and Response Rate***

Among the 12,143 online ParksListens panel members who were emailed a survey invitation, 3,326 completed the online survey between March 30 and April 13, 2010. This translates into an overall completion rate of 27%. This completion rate is considered very good for online surveys conducted using the InterActive Forum.

A sample size of 3,326 respondents is considered accurate to within  $\pm 1.7\%$ , 19 times out of 20. Note that the margin of error for subgroups is higher.

***CTC EQ Segmentation***

Of the 3,326 respondents, 3,093 (or 93%) have been tagged with the CTC’s EQ segmentation model.

The EQ model is a segmentation profile based on the reasons why people travel. The profile is not based solely on age, gender, or education, but includes qualities of someone’s personality. The CTC can then suggest Canadian experiences that are relevant to the traveller and consistent with the traveller’s EQ. To create a profile, travellers complete a 25 statement questionnaire dealing with travel habits and motivations. Ninety-five percent of EQ travellers have told the CTC that the EQ groups partly or completely describe them.

	Total
Total number of ParksListens online panel members	12,143
Number of email invitations sent	12,143
Surveys completed at end of survey period	3,326
Completes with EQ segment tag	3,093
Overall completion rate	27%
Overall margin of error (95% confidence level)	$\pm 1.7\%$

***Reporting***

Throughout the report, open-end question responses (i.e., text-based responses from the respondents) have been coded into categories. A full list of comments has been consolidated in a separate document as incorporating the full text would have added too much length to the report.

The analysis contained in the report includes a breakdown of results by EQ segmentation type where base sizes are large enough to provide for analysis that is statistically significant.

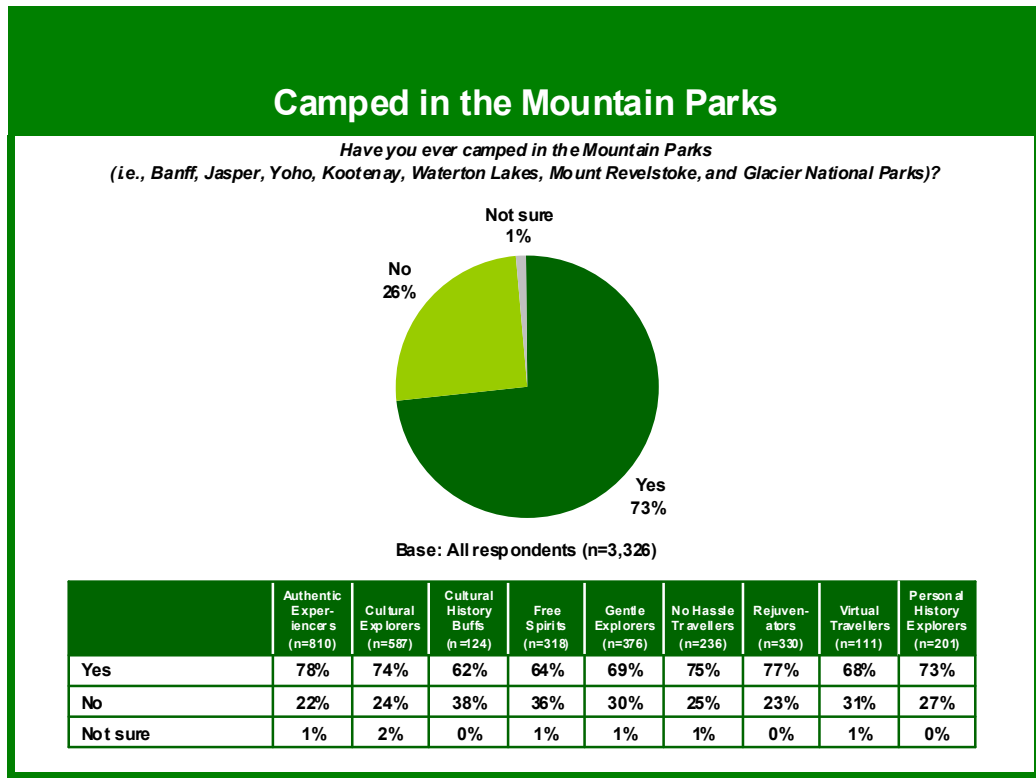


## CAMPING IN THE MOUNTAIN PARKS

### *Overall Incidence of Camping in the Mountain Parks*

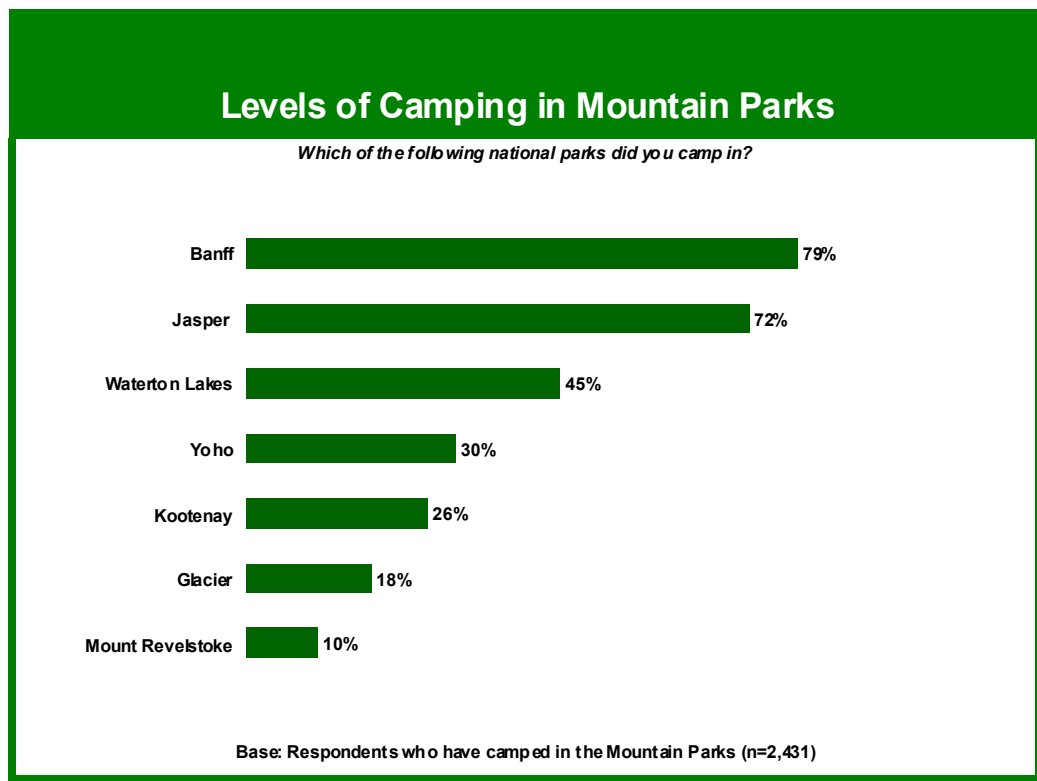
Camping is a common activity among Mountain Park visitors. Three-quarters (73%) of visitors have camped in the Mountain Parks at some point in time, while one-quarter (26%) have not and 1% are not sure whether or not they have ever camped in the Mountain Parks.

Across the EQ segment types, Mountain Park visitors who fall into the Authentic Experiencers and Rejuvenators EQ type are among those most likely to have camped in the Mountain Parks (78% and 77% respectively), while visitors in the Cultural History Buffs and Free Spirits segments are least likely to have ever camped in the Mountain Parks (62% and 64% respectively).



## *Incidence of Camping Within Each of the Seven Mountain Parks*

Banff and Jasper National Parks are by far the two most common of the seven Mountain Parks where visitors have camped. More than three-quarters (79%) of Mountain Park visitors have camped in Banff National Park, while just under three-quarters (72%) have camped in Jasper National Park. In contrast, Glacier and Mount Revelstoke National Parks are the least common of the Mountain Parks for camping, with less than one-quarter of Mountain Park visitors who have ever camped in either one (18% and 10% respectively).



Across EQ segments, Cultural Explorers are disproportionately likely to have camped in Yoho and Kootenay National Parks. Thirty-eight percent of Cultural Explorers versus 30% of all Mountain Park visitors have camped in Yoho National Park, while 33% of Cultural Explorers versus 26% of all Mountain Parks visitors have camped in Kootenay National Park. Similarly, No Hassle Travellers are more likely than others to have camped in Waterton Lakes National park (56% versus 45% of all Mountain Park visitors).

### Levels of Camping in Mountain Parks

*Which of the following national parks did you camp in?*

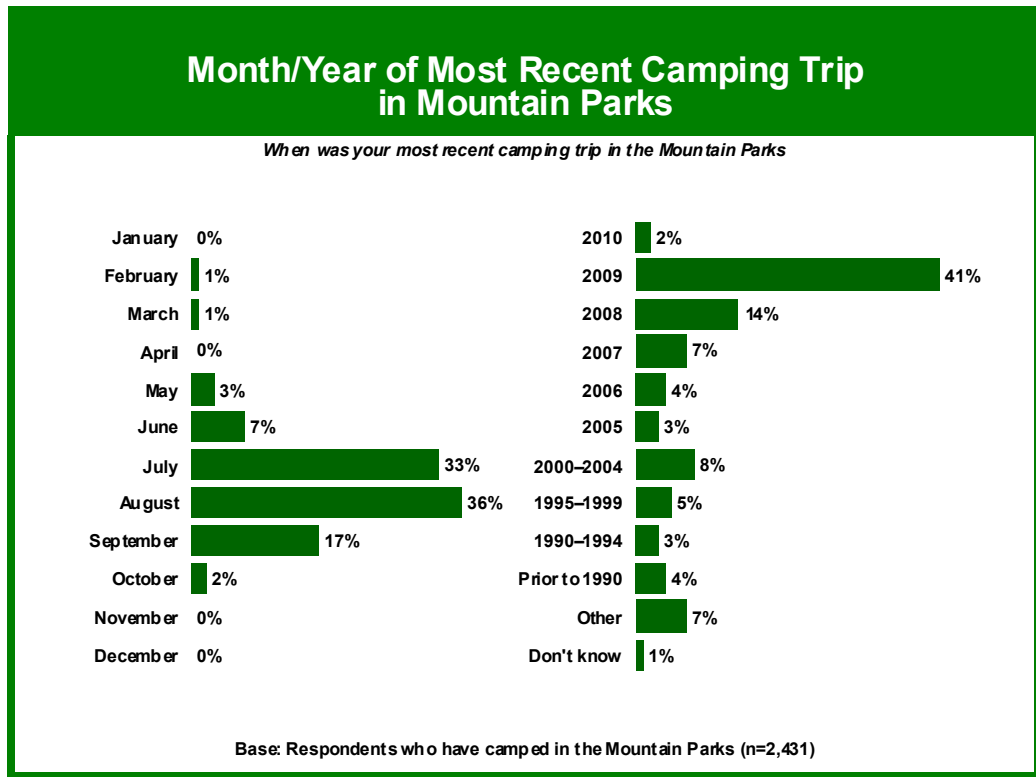
	Total (n=2,431)	Authentic Experi- encers (n=628)	Cultural Explorers (n=435)	Cultural History Buffs (n=77*)	Free Spirits (n=202)	Gentle Explorers (n=258)	No Hassle Travellers (n=176)	Rejuv- enators (n=254)	Virtual Travellers (n=76*)	Personal History Explorers (n=146)
<b>Banff</b>	79%	83%	80%	75%	76%	77%	78%	78%	71%	74%
<b>Jasper</b>	72%	73%	73%	71%	66%	73%	72%	74%	67%	68%
<b>Waterton Lakes</b>	45%	46%	43%	47%	37%	38%	56%	44%	49%	45%
<b>Yoho</b>	30%	34%	38%	30%	24%	26%	27%	31%	28%	21%
<b>Kootenay</b>	26%	25%	33%	21%	22%	19%	19%	33%	28%	20%
<b>Glacier</b>	18%	19%	18%	13%	16%	17%	18%	19%	17%	15%
<b>Mount Revelstoke</b>	10%	9%	13%	14%	10%	7%	9%	11%	8%	8%

Base: Respondents who have camped in the Mountain Parks  
\*Small base size, interpret with caution

## Most Recent Camping Trip to the Mountain Parks

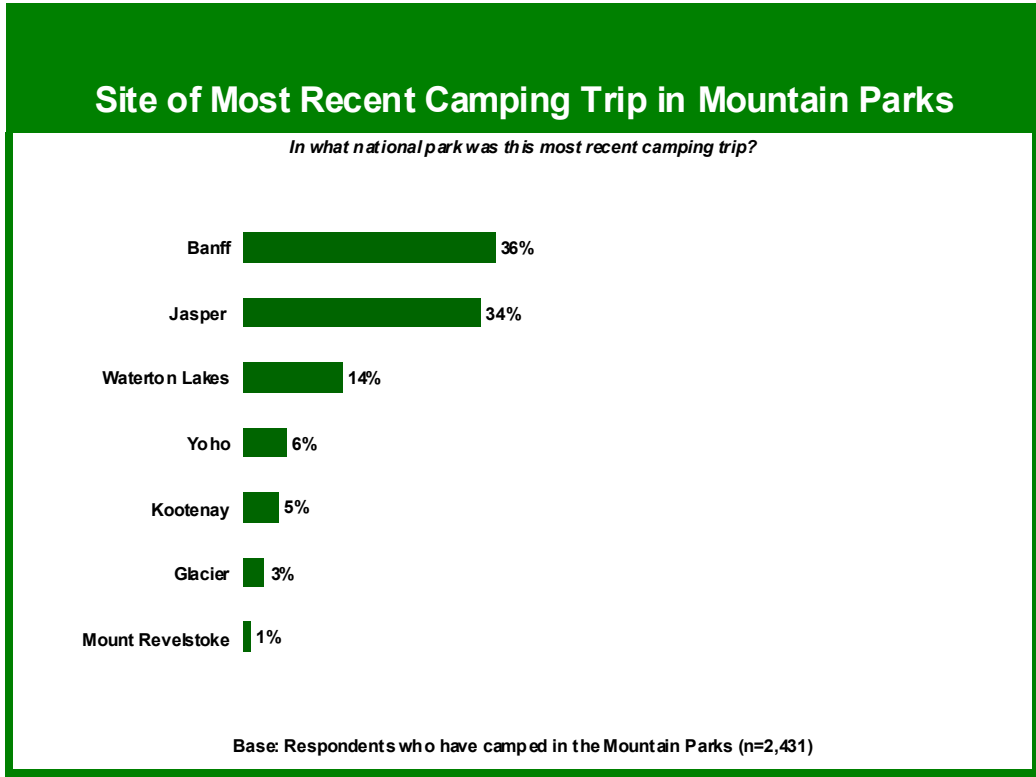
In looking at Mountain Park visitors' most recent camping trip in the Mountain Parks, visitors are most likely to have taken their camping trip in the summer months of August (36%) and July (33%), followed distantly by September (17%) and June (7%).

Mountain Park visitors are also most likely to have spent their most recent camping trip in the Mountain Parks in 2009 (41%), followed distantly by 2008 (14%). It should be noted that results for the timing of visitors' most recent camping trip in the Mountain Parks are likely influenced by their recruitment date. A large number of respondents were recruited during the August 2009 recruitment wave, encompassing August, September, and October, and those recruited during their Mountain Park visit during that time likely helped to bolster the visitation figures for that time period.



As with overall camping levels, Banff and Jasper National Parks are by far the most common of the seven Mountain Parks where Mountain Park visitors took their most recent camping trip. A similar proportion of visitors camped in Banff National Park (36%) as Jasper National Park (34%) on their most recent camping trip, followed distantly by Waterton Lakes (14%).

Across EQ segment types, Mountain Park visitors in the Free Spirits segment are most likely to have spent their most recent camping trip in Banff National Park (46% versus 36% of all Mountain Park visitors), while Gentle Explorers are most likely to have camped in Jasper National Park on their most recent camping trip in the Mountain Parks (43% versus 34% of all Mountain Park visitors).



### Site of Most Recent Camping Trip in Mountain Parks

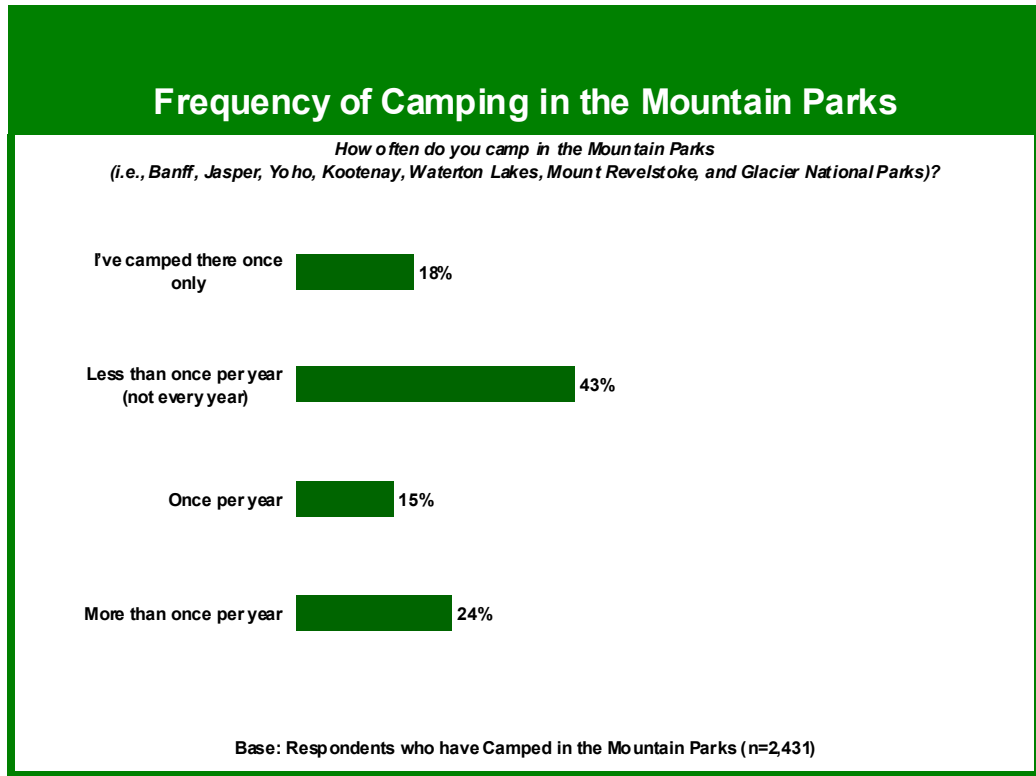
*In what national park was this most recent camping trip?*

	Total (n=2,431)	Authentic Explorers (n=628)	Cultural Explorers (n=435)	Cultural History Buffs (n=77*)	Free Spirits (n=202)	Gentle Explorers (n=258)	No Hassle Travellers (n=176)	Rejuvenators (n=254)	Virtual Travellers (n=76*)	Personal History Explorers (n=146)
Banff	36%	39%	34%	36%	46%	31%	37%	33%	32%	34%
Jasper	34%	32%	35%	32%	29%	43%	30%	38%	34%	36%
Waterton Lakes	14%	15%	11%	19%	11%	13%	22%	12%	11%	18%
Yoho	6%	6%	8%	4%	4%	5%	4%	6%	7%	3%
Kootenay	5%	5%	8%	3%	7%	2%	4%	6%	13%	4%
Glacier	3%	2%	3%	1%	2%	3%	3%	4%	4%	4%
Mount Revelstoke	1%	2%	2%	4%	0%	2%	0%	2%	0%	1%

Base: Respondents who have camped in the Mountain Parks  
\*Small base size, interpret with caution

## Frequency of Camping in the Mountain Parks

Among Mountain Park visitors who have camped in the parks, only a minority camp in the Mountain Parks on a regular basis. One-quarter (24%) camp in the Mountain Parks more than once per year, while 15% camp once per year. Slightly less than half (43%) camp in the Mountain Parks less than once per year (i.e., not every year) and 18% have only ever camped in the Mountain Parks once.



Mountain Park visitors who fall into the Authentic Experiencers and Cultural Explorers are most likely to camp in the Mountain Parks more than once per year (29% and 28% respectively), while at the other end of the scale, Gentle Explorers (24%) are most likely to have only ever camped in the Mountain Parks once.

### Frequency of Camping in the Mountain Parks

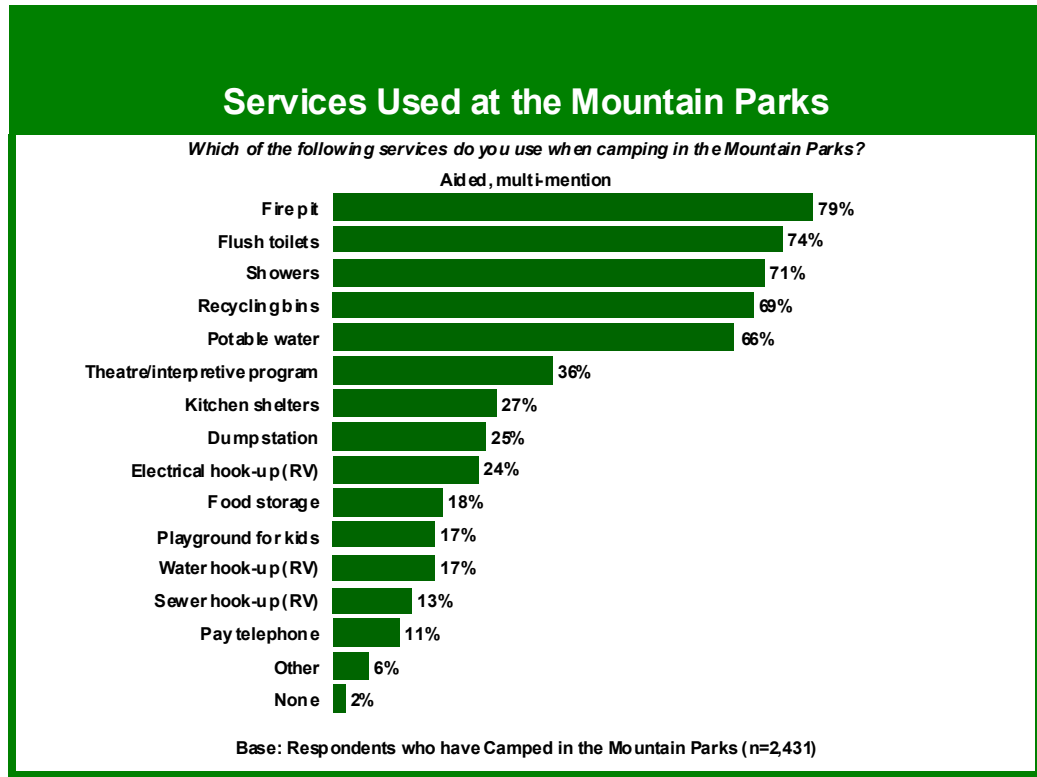
*How often do you camp in the Mountain Parks  
(i.e., Banff, Jasper, Yoho, Kootenay, Waterton Lakes, Mount Revelstoke, and Glacier National Parks)?*

	Total (n=2,431)	Authentic Experiencers (n=628)	Cultural Explorers (n=439)	Cultural History Buffis (n=77*)	Free Spirits (n=202)	Gentle Explorers (n=258)	No Hassle Travellers (n=176)	Rejuvenators (n=254)	Virtual Travellers (n=76*)	Personal History Explorers (n=146)
I've camped there once only	18%	17%	16%	19%	20%	24%	16%	19%	22%	15%
Less than once per year (not every year)	43%	41%	38%	52%	41%	41%	51%	40%	50%	44%
Once per year	15%	14%	18%	10%	13%	17%	11%	17%	12%	19%
More than once per year	24%	29%	28%	18%	26%	18%	22%	24%	16%	22%

**Base: Respondents who have camped in the Mountain Parks**  
\*Small base size, interpret with caution

## Services Used When Camping in Mountain Parks

Mountain Park visitors who have camped in the Mountain Parks were provided with a list of services available in the parks and were asked which one(s) they use when camping in the Mountain Parks. The most commonly used services are fire pit (79%), flush toilettes (74%), showers (71%), recycling bins (69%), and potable water (66%). For the other services asked about, only a minority of campers use each.





Across EQ segments, the most noticeable difference is among visitors in the Personal History Explorers segment. These visitors are disproportionately likely to use a number of services compared to other visitors who have camped in the Mountain Parks, particularly those relating to RVs:

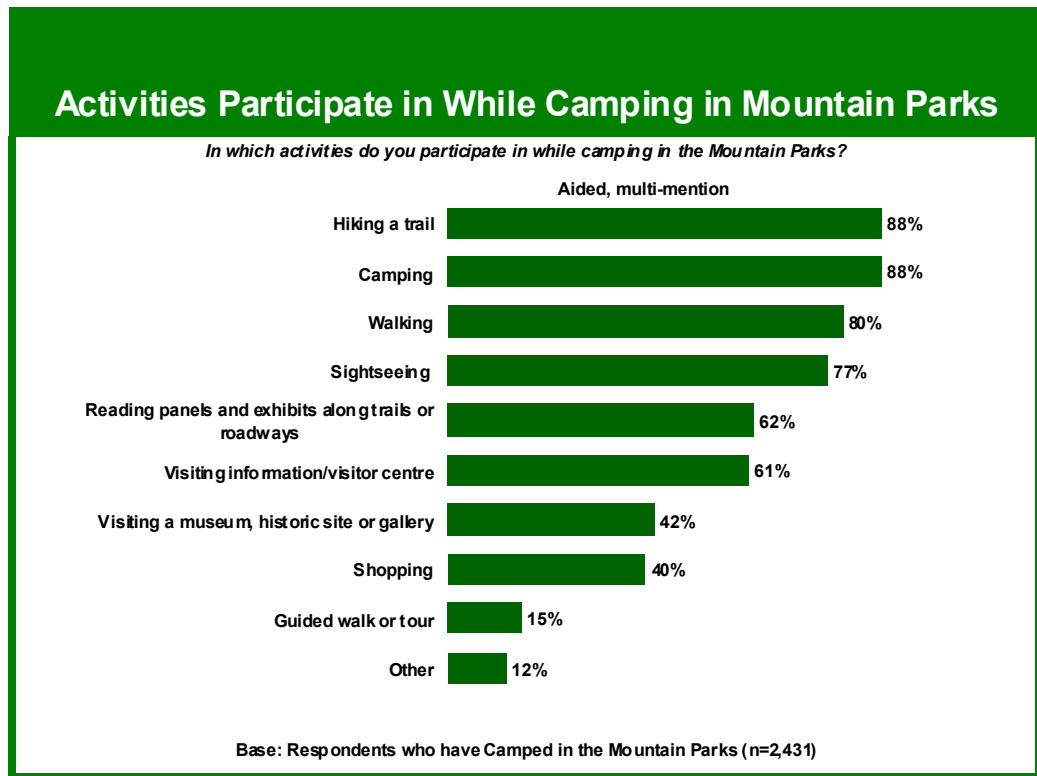
- ◆ Dump station (35% versus 25% of other Mountain Park visitors);
- ◆ Electrical hook-up (RV) (32% versus 24%);
- ◆ Water hook-up (RV) (27% versus 17%); and,
- ◆ Sewer hook-up (RV) (22% versus 13%).

<b>Services Used at the Mountain Parks</b>										
<i>Which of the following services do you use when camping in the Mountain Parks?</i>										
	Total (n=2,431)	Authentic Experi- encers (n=628)	Cultural Explorers (n=435)	Cultural History Buffs (n=77*)	Free Spirits (n=202)	Gentle Explorers (n=258)	No Hassle Travellers (n=176)	Rejuve- nators (n=254)	Virtual Travelers (n=76*)	Personal History Explo- rers (n=146)
Fire pit	79%	74%	80%	75%	89%	78%	78%	83%	78%	78%
Flush toilets	74%	73%	71%	78%	75%	72%	76%	80%	68%	75%
Showers	71%	69%	71%	73%	71%	71%	69%	75%	70%	69%
Recycling bins	69%	71%	75%	64%	64%	60%	65%	70%	59%	65%
Potable water	66%	69%	70%	66%	55%	58%	65%	69%	68%	59%
Theatre/interpretive program	36%	37%	35%	31%	27%	36%	35%	37%	26%	38%
Kitchen shelters	27%	29%	28%	34%	23%	27%	27%	27%	25%	19%
Dump station	25%	22%	23%	27%	30%	27%	24%	23%	21%	35%
Electrical hook-up (RV)	24%	20%	20%	18%	25%	24%	24%	25%	22%	32%
Food storage	18%	23%	21%	17%	14%	15%	16%	14%	14%	12%
Playground for kids	17%	15%	16%	10%	20%	18%	20%	18%	11%	18%
Water hook-up (RV)	17%	13%	14%	14%	19%	20%	19%	17%	16%	27%
Sewer hook-up (RV)	13%	10%	11%	10%	14%	16%	13%	13%	13%	22%
Pay telephone	11%	12%	10%	10%	7%	13%	7%	11%	8%	12%
Other	6%	9%	7%	1%	4%	4%	6%	7%	7%	5%
None	2%	2%	2%	1%	3%	2%	1%	1%	3%	1%

**Base: Respondents who have camped in the Mountain Parks**  
\*Small base size, interpret with caution

## Activities Campers Engage in While Camping in Mountain Parks

A strong majority of Mountain Park visitors who have camped in the Mountain Parks have hiked a trail (88%) and camped (88%) while camping in the Mountain Parks. These two activities are followed by walking (80%) and sightseeing (77%). A smaller proportion of visitors read panels and exhibits along trails or roadways (62%) and visit information/visitor centre (61%).



When comparing across the EQ segment types, the most striking difference is among Mountain Park visitors in the Virtual Traveller segment. Visitors in this segment are disproportionately *less* likely compared to other Mountain Park visitors to participate in the following activities while camping:

- ◆ Camping (79% versus 88% among all Mountain Park visitors);
- ◆ Reading panels and exhibits along trails or roadways (51% versus 62%);
- ◆ Visiting information/visitor centre (42% versus 61%);
- ◆ Visiting a museum, historic site or gallery (28% versus 42%);
- ◆ Shopping (26% versus 40%); and,
- ◆ Guided walk or tour (9% versus 15%).

### Activities Participate in While Camping in Mountain Parks

*In which activities do you participate in while camping in the Mountain Parks?*

	Total (n=2,431)	Authentic Experi- encers (n=628)	Cultural Explorers (n=435)	Cultural History Buffs (n=77*)	Free Spirits (n=202)	Gentle Explorers (n=258)	No Hassle Travellers (n=176)	Rejuve- nators (n=254)	Virtual Travellers (n=76*)	Personal History Explo- rers (n=146)
Hiking a trail	88%	90%	91%	87%	83%	82%	91%	90%	84%	82%
Camping	88%	87%	94%	81%	85%	83%	86%	89%	79%	90%
Walking	80%	76%	79%	78%	81%	77%	84%	84%	80%	82%
Sightseeing	77%	69%	78%	70%	75%	80%	82%	84%	72%	80%
Reading panels and exhibits along trails or roadways	62%	61%	61%	65%	54%	62%	64%	66%	51%	64%
Visiting information/visitor centre	61%	61%	62%	65%	54%	57%	61%	62%	42%	62%
Visiting a museum, historic site or gallery	42%	39%	43%	43%	39%	43%	44%	42%	28%	45%
Shopping	40%	32%	38%	34%	44%	48%	41%	49%	26%	47%
Guided walk or tour	15%	14%	14%	17%	15%	15%	17%	11%	9%	17%
Other	12%	16%	12%	17%	10%	10%	7%	13%	5%	10%

**Base: Respondents who have camped in the Mountain Parks**  
\*Small base size, interpret with caution

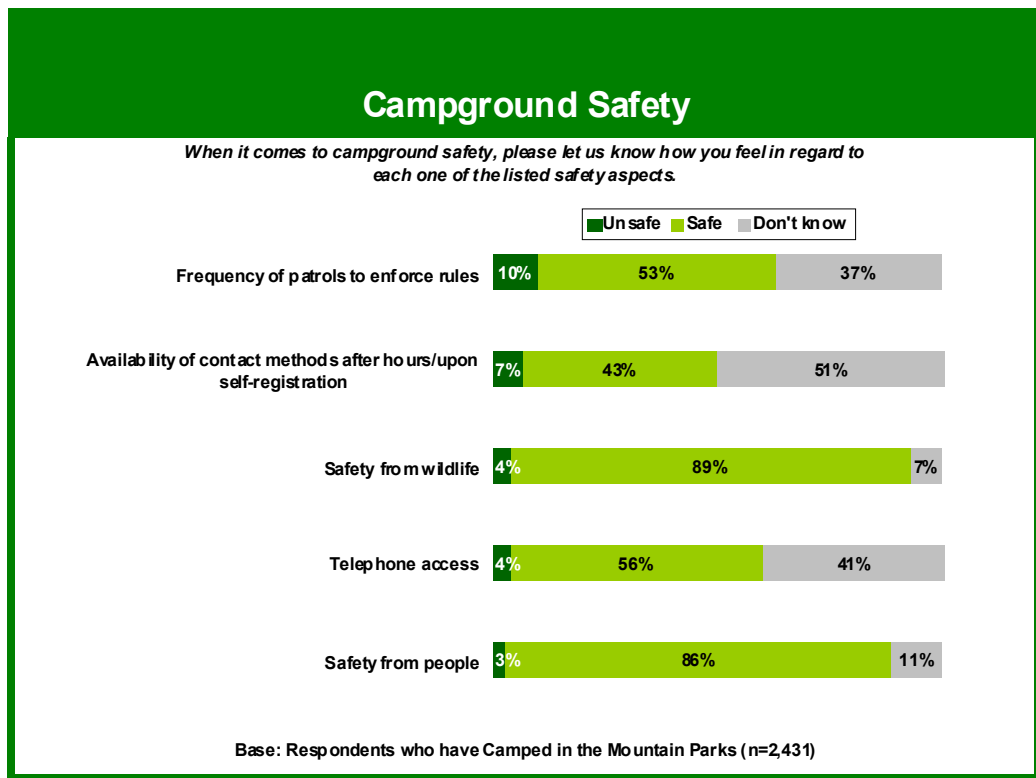
## Campground Safety

In order to gauge how campers in the Mountain Parks feel about campground safety, visitors were provided with a list of different safety aspects relating to campgrounds and were asked to rate each as either unsafe, safe, or don't know. For all aspects of campground safety asked about, a very small proportion say they feel "unsafe," with no more than 10% of visitors who say they feel "unsafe" regarding any aspect asked about.

There is, however, a significant proportion of visitors who say they "don't know" how they feel in regard to the following aspects of campground safety:

- ◆ Half (51%) of visitors say they "don't know" how safe they feel regarding the availability of contact methods after hours/upon self-registration;
- ◆ Less than half (41%) "don't know" how safe they feel about telephone access; and,
- ◆ A slightly smaller proportion (37%) "don't know" how they feel about the frequency of patrols to enforce rules.

The substantial amount of Mountain Park visitors who say they "don't know" how safe they feel regarding these aspects of campground safety may point to a lack of awareness or understanding of contact methods after hours, telephone access, and frequency of patrols to enforce rules.

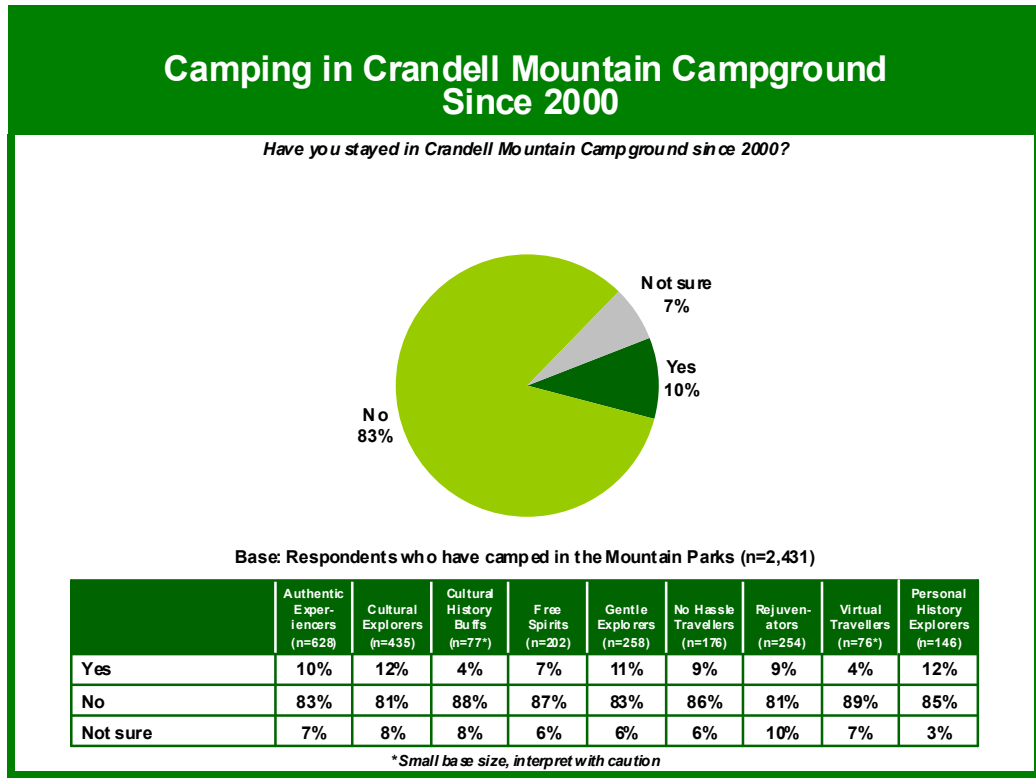


## CRANDELL MOUNTAIN CAMPGROUND

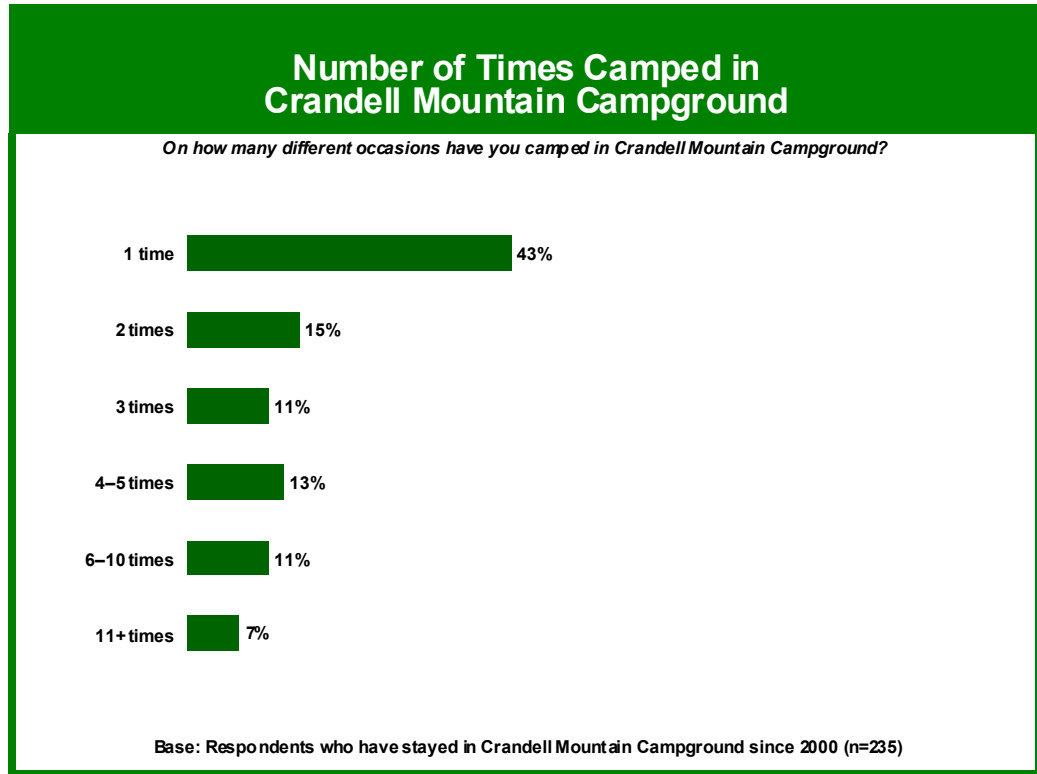
### *Usage Patterns of Crandell Mountain Campground*

Only one-in-ten (10%) Mountain Park visitors who have camped in the Mountain Parks have stayed at Crandell Mountain Campground since 2000, while just over eight-in-ten (83%) have not stayed at this campground and almost one-in-ten (7%) are unsure whether or not they have stayed here since 2000.

While the likelihood to have camped at Crandell Mountain Campground is similar across many EQ segments, visitors in the Cultural History Buffs and Virtual Travellers segments are least likely to have stayed at this campground since 2000 (4% each).

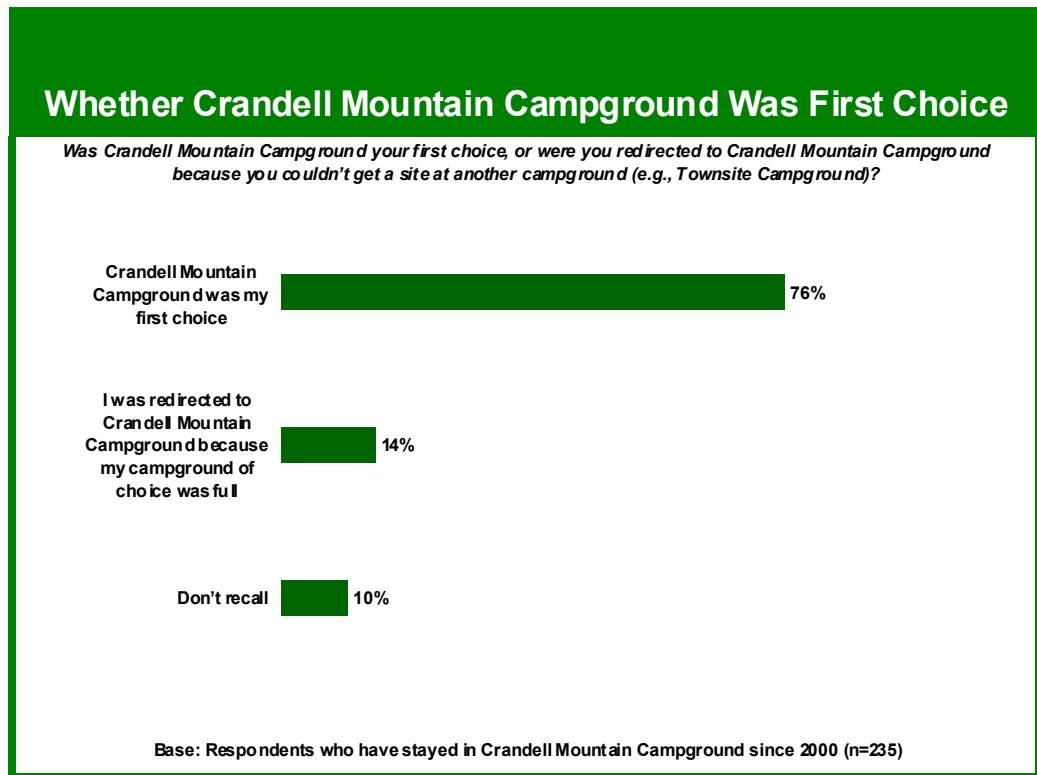


Mountain Parks visitors who have stayed at Crandell Mountain Campground are most likely to have camped here on only one occasion (43%), while a much smaller percentage has stayed at Crandell Mountain Campground on two (15%) or three separate occasions (11%).



## *Crandell Mountain Campground as First Choice*

Mountain Park visitors who have stayed at Crandell Mountain Campground were asked whether this campground was their first choice or if they were redirected to Crandell Mountain Campground because they could not get a site at another campground. Three-quarters (76%) of visitors say Crandell Mountain Campground was their first choice, while only 14% say they were re-directed to Crandell Mountain Campground because their campground of choice was full, and 10% cannot recall.

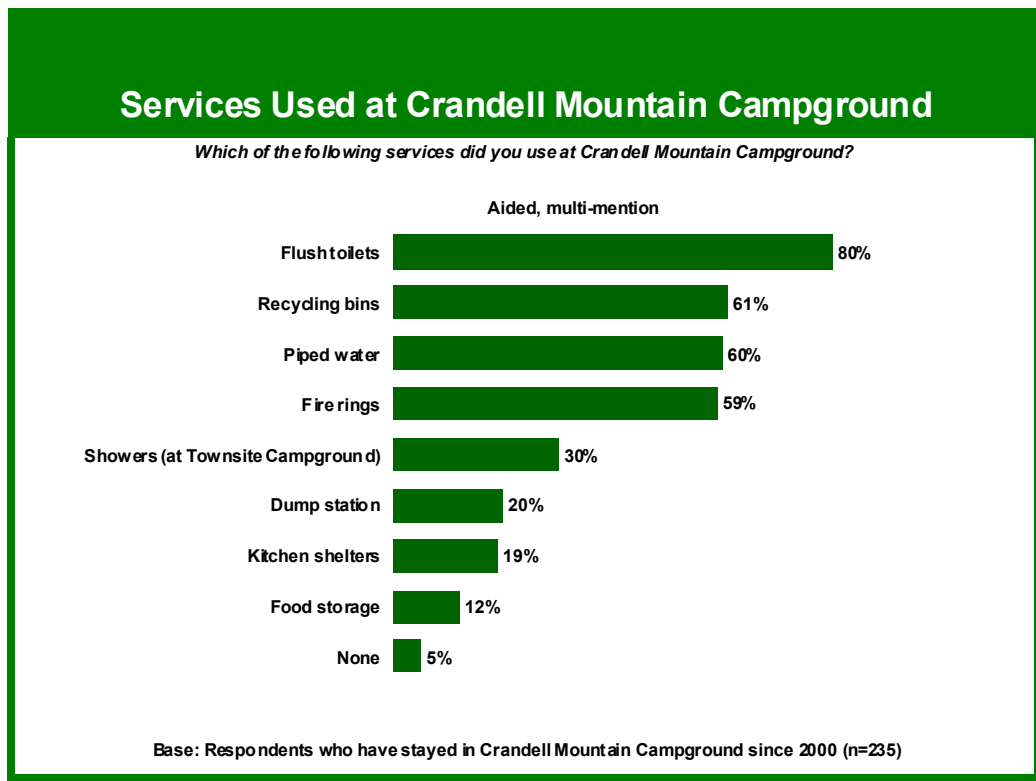


## Services Used at Crandell Mountain Campground

Mountain Park visitors who have stayed at Crandell Mountain Campground were provided with a list of amenities available at the camp site and were asked which one(s) they used when they stayed at the campground. Most visitors (80%) say they used the flush toilets, making this the most commonly used amenity. Other services used by a majority of campers include:

- ◆ Recycling bins (61%);
- ◆ Piped water (60%); and,
- ◆ Fire rings (59%).

For all other amenities asked about, less than half of visitors made use of these services while staying at Crandell Mountain Campground.



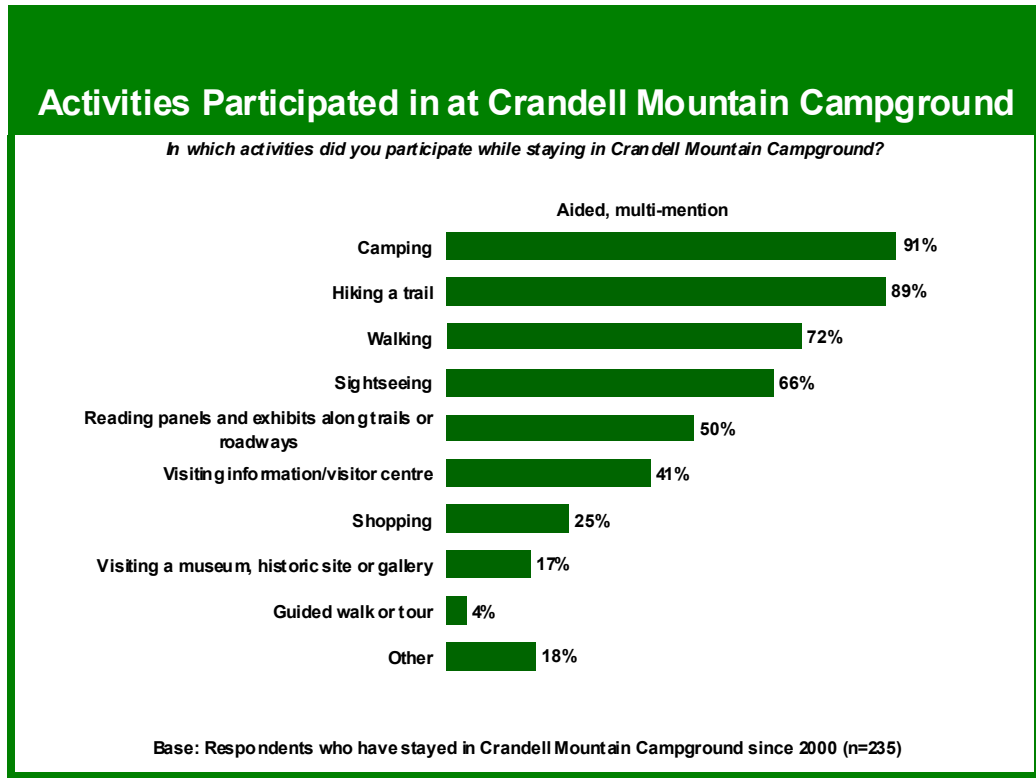


## Activities Participated in at Crandell Mountain Campground

Mountain Park visitors who have stayed at Crandell Mountain Campground were also provided with a list of possible activities they could engage in at the campground and were asked which one(s) they participated in when they stayed at Crandell Mountain Campground. Almost all (91%) of those who stayed at Crandell Mountain Campground participated in camping, while a similar proportion (89%) hiked a trail. Other common activities visitors participated in include:

- ◆ Walking (72%);
- ◆ Sightseeing (66%); and,
- ◆ Reading panels and exhibits along trails or roadways (50%).

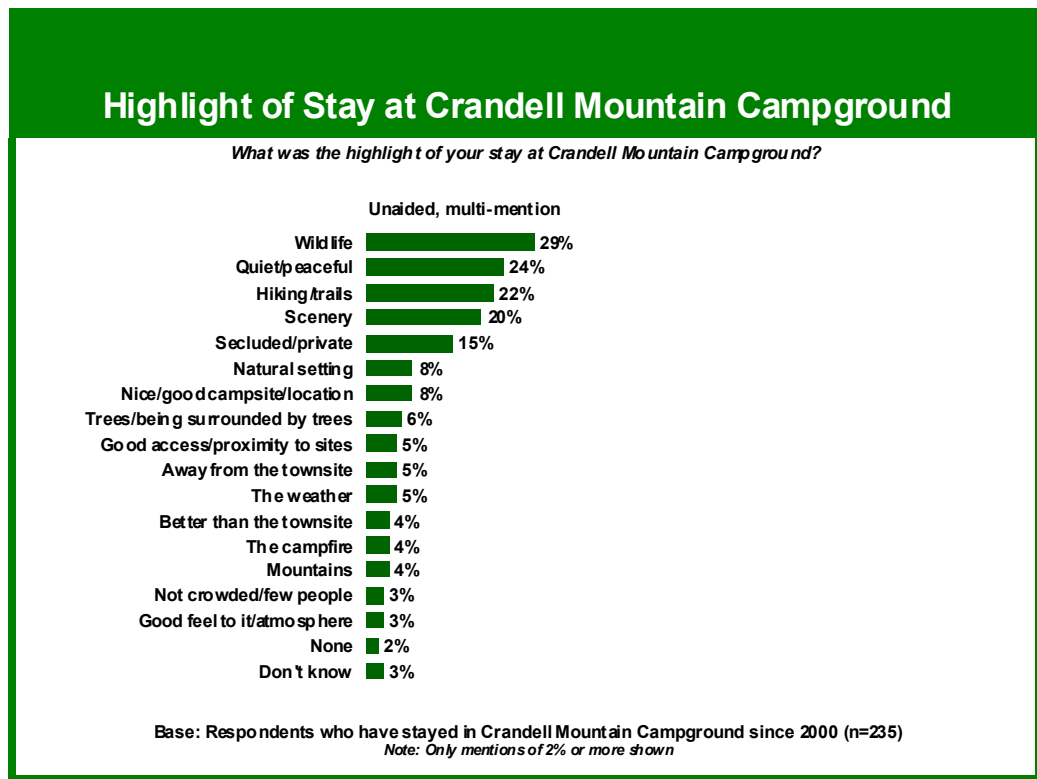
The top five activities Mountain Park visitors participate in at Crandell Mountain Campground mirror those activities that visitors engage in when visiting the Mountain Parks in general, with similar proportions participating in each of the top five activities.



## Highlight of Stay at Crandell Mountain Campground

Mountain Park visitors who have stayed at Crandell Mountain Campground were asked (unaided) what the highlight of their stay is. Wildlife tops the list of highlights, with more than one-quarter (29%) of visitors who name this as the highlight of their stay at the campground. Other common highlights mentioned include:

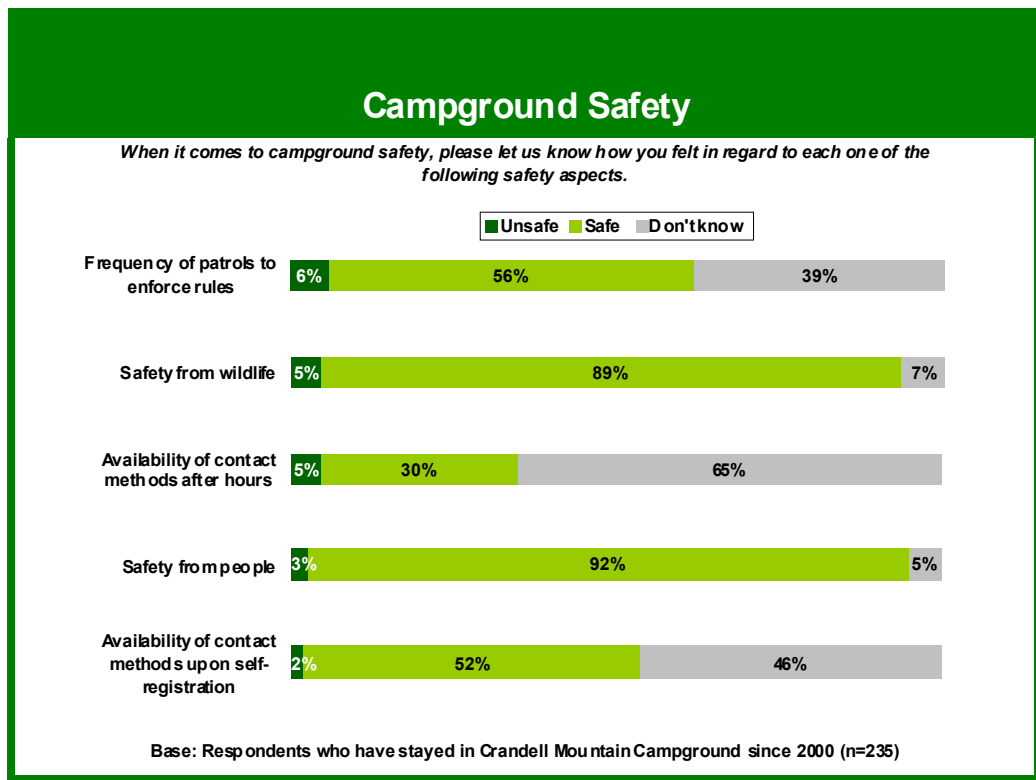
- ◆ Quiet/peaceful (24%);
- ◆ Hiking/trails (22%);
- ◆ Scenery (20%); and,
- ◆ Secluded/private (15%).



## Campground Safety

Mountain Park visitors who have stayed at Crandell Mountain Campground were provided with a list of aspects relating to campground safety and were asked how they feel in relation to each safety aspect. Similar to Mountain Park visitors overall, among those who stayed at Crandell Mountain Campground, very few (no more than 6%) say they feel “unsafe” about any of the safety aspects asked about.

A large proportion of visitors, however, say they “don’t know” how they feel about availability of contact methods after hours (65%), availability of contact methods upon self-registration (46%), and frequency of patrols to enforce rules (39%). This uncertainty may once again point to a lack of awareness or understanding of these safety aspects.

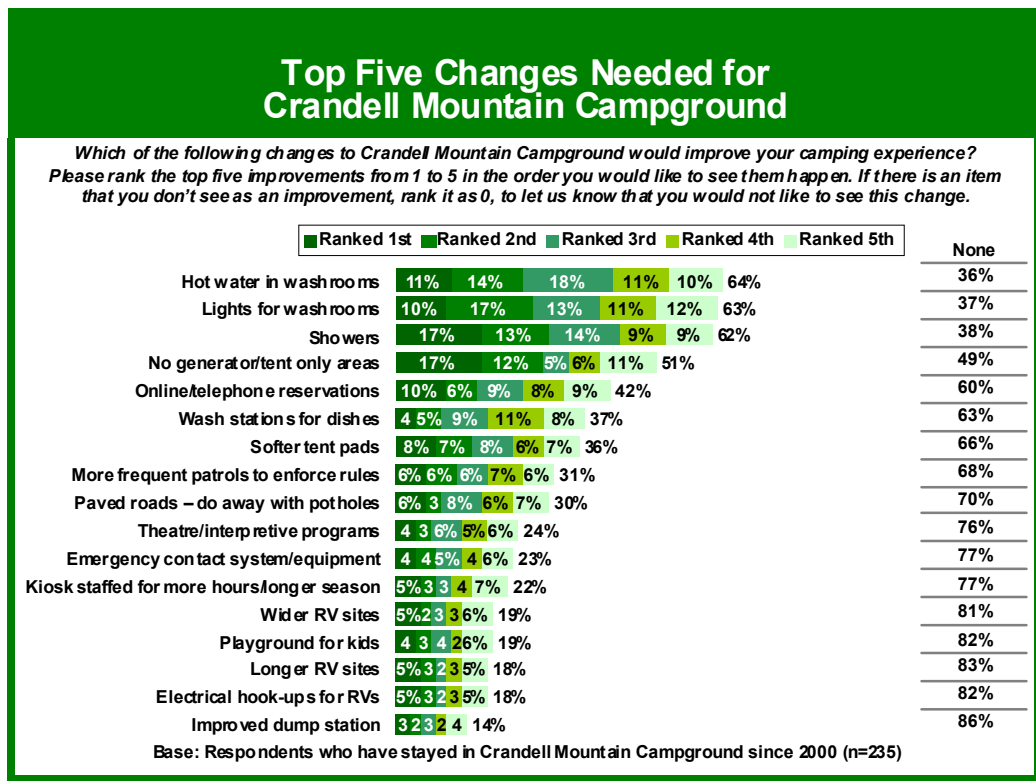


## Changes to Crandell Mountain Campground

In order to gauge the importance Mountain Parks visitors place on a variety of possible changes that can be made to Crandell Mountain Campground, visitors were provided with a list of possible changes and were asked to rank the top five of these changes that they feel would improve their camping experience. Visitors were asked to rank the changes in the order in which they would like to see the changes happen.

Looking at the top improvements, based on the percentage of Mountain Park visitors who ranked each item as either their first, second, third, fourth, or fifth choice, the top three improvements all relate to the washrooms/bathing facilities. Slightly less than two-thirds (64%) of visitors rank “hot water in washrooms” as one of the top five improvements they would like to see made to Crandell Mountain Campground. A similar proportion rank “lights for washrooms” (63%) and “showers” (62%) as one of the top five improvements they would like to see carried out at the campground.

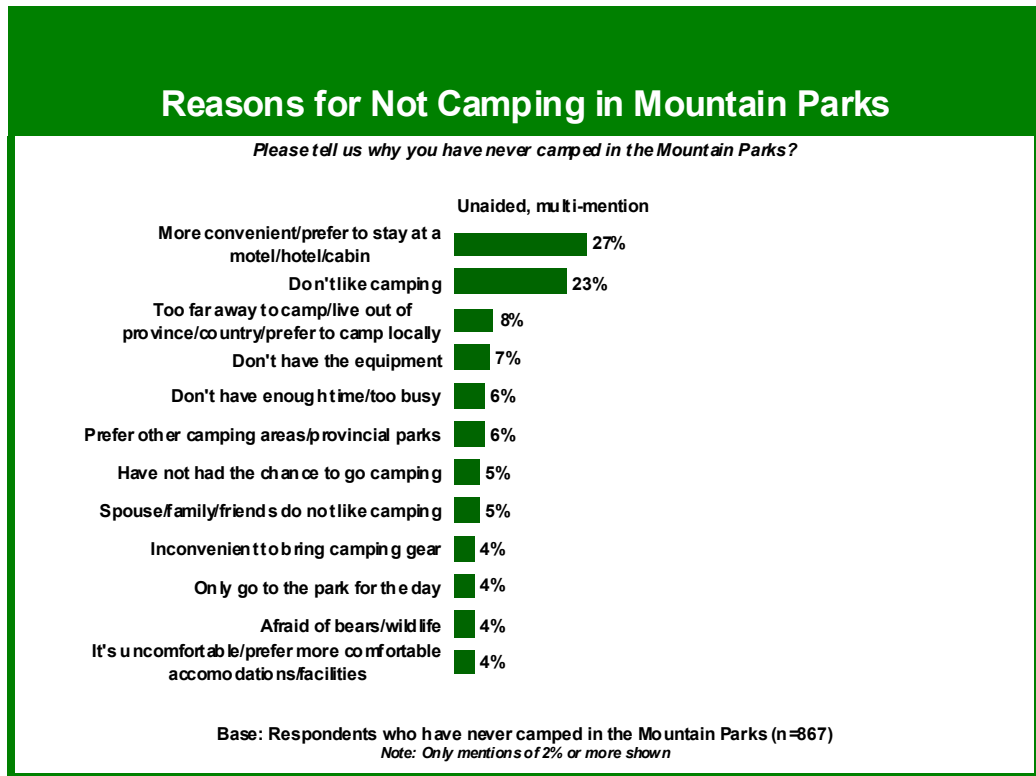
In contrast, a relatively small percentage of Mountain Park visitors rank any of the changes relating to RVs as a top priority and visitors are least likely to rank “improved dump station” (14%) as one of the top five changes they would like to see made to Crandell Mountain Campground.

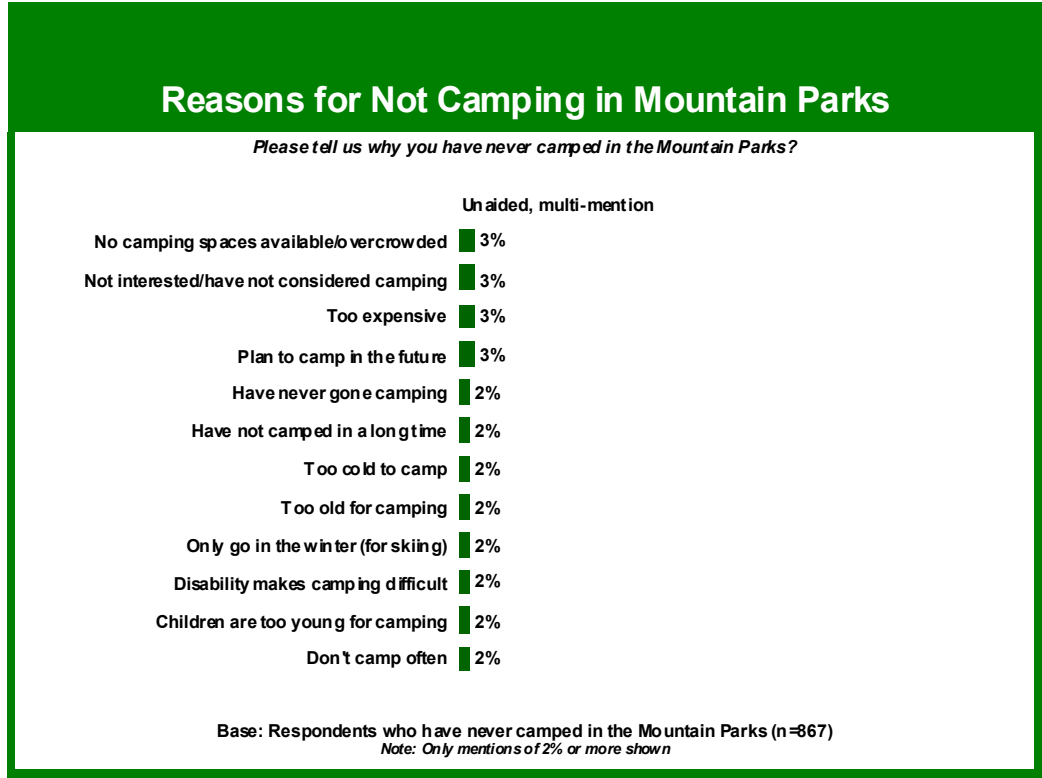


## NON-CAMPERS IN THE MOUNTAIN PARKS

Visitors to the Mountain Parks who have never camped in the parks before were asked why they have never done so. There are two reasons that stand out as the most common to explain why visitors have never camped in the Mountain Parks: the preference to stay at a motel/hotel/cabin, mentioned by 27% of visitors, and dislike of camping, mentioned by 23% of visitors. Other top reasons are mentioned by a much smaller proportion of Mountain Park visitors:

- ◆ Live too far away to camp in Mountain Parks (8%);
- ◆ Don't have the equipment (7%);
- ◆ Don't have enough time/too busy (6%);
- ◆ Prefer other camping areas/provincial parks (6%);
- ◆ Have not had the chance to go camping (5%); and,
- ◆ Spouse/family/friends do not like camping (5%).

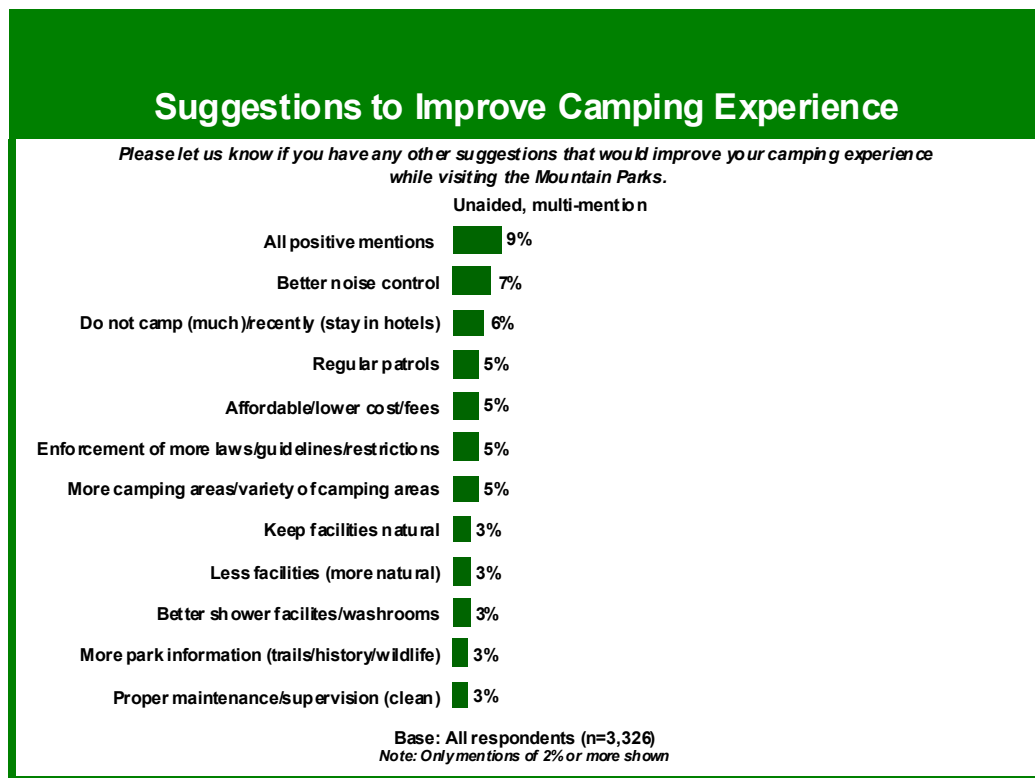




## SUGGESTIONS TO IMPROVE CAMPING EXPERIENCE IN THE MOUNTAIN PARKS

Visitors to the Mountain Parks were asked (unaided) to provide any other suggestions that would improve their camping experience while visiting the Mountain Parks. Although visitors provide a variety of suggestions, no suggestions stand out as being common among a large percentage of visitors. One in ten (9%) visitors provide some type of positive mention (such as “keep up the good work”), making this the top mention, followed closely by “better noise control” (7%) and “do not camp much” (6%). Other common suggestions include:

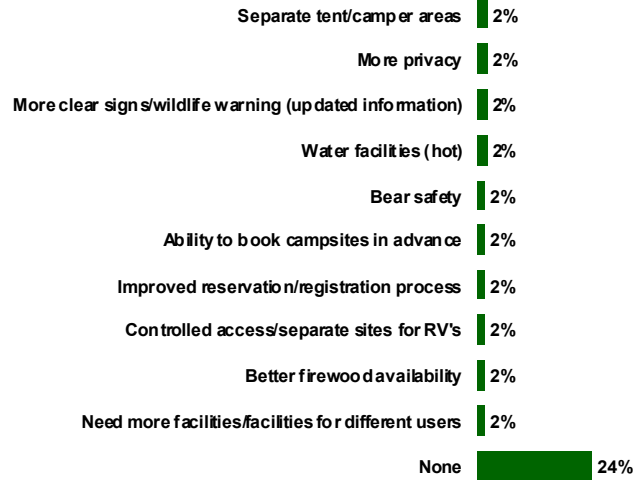
- ◆ Regular patrols (5%);
- ◆ Affordable/lower cost fees (5%);
- ◆ Enforcement of more laws (5%); and,
- ◆ More camping areas/variety of camping areas (5%).



## Suggestions to Improve Camping Experience

Please let us know if you have any other suggestions that would improve your camping experience while visiting the Mountain Parks.

Unaided, multi-mention



Base: All respondents (n=3,326)  
 Note: Only mentions of 2% or more shown



## APPENDIX: CAMPING IN THE MOUNTAIN PARKS QUESTIONNAIRE

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### ***Camping in Mountain Parks: Crandell Mountain and Other Campgrounds***

#### **[INTRODUCTION]**

Located in Waterton Lakes National Park (NP), Crandell Campground is a 'semi-serviced' campground, designed for a more natural and traditional camping feel. It is quiet, secluded, sheltered and forested. Managers in Waterton Lakes NP are looking at making some improvements to facilities and services in Crandell Mountain Campground and would like your feedback on this campground in particular, and on campgrounds in general. Whether or not you have been to this campground or to Waterton Lakes NP specifically, we would appreciate your feedback.

Remember that your name is entered into our monthly draw for \$500 if you complete our survey. Thanks again for your time!

The ParksListens Team

Situé dans le parc national des Lacs-Waterton, le terrain de camping du Mont-Crandell est un camping semi-aménagé, qui offre une expérience de camping traditionnelle, plus près de la nature. Il se trouve dans un secteur boisé et paisible, bien isolé et protégé. Les gestionnaires du parc étudient présentement la possibilité d'apporter des améliorations aux installations et aux services qui y sont offerts, et ils aimeraient connaître votre opinion sur ce terrain de camping en particulier, mais également sur les terrains de camping en général. Nous aimerions connaître votre opinion, que vous ayez ou non séjourné à ce terrain de camping ou visité le parc national des Lacs-Waterton.

N'oubliez pas que votre nom est inscrit à notre tirage mensuel et que vous courez la chance de gagner un prix de 500 \$ en argent comptant si vous remplissez notre sondage. Merci encore une fois de votre collaboration !

L'équipe de Parcs Écoute

**Q1. (f)** Have you ever camped in the Mountain Parks (i.e. Banff, Jasper, Yoho, Kootenay, Waterton Lakes, Mount Revelstoke and Glacier National Parks)?

*Please choose one response.*

Avez-vous déjà fait du camping dans les parcs des montagnes ?  
*Indiquez une réponse.*

Yes  
No  
Not Sure



Oui  
Non  
Pas certain

[IF No OR Not Sure, ASK Q2]  
[IF Yes, ASK Q3]

[IF Non OR Pas certain, ASK Q2]  
[IF Oui, ASK Q3]

**Q2. (o)** Please tell us why you have never camped in the Mountain Parks?

*Please be as specific as possible.*

Veillez nous dire pourquoi vous n'avez jamais fait de camping dans les parcs des montagnes ?  
*Veillez indiquer une réponse aussi précise que possible.*

[OPEN END]  
[SKIP TO CLOSING SCREEN]

**Q3. (f)** Which of the following national parks did you camp in?

*Please choose all that apply.*

Parmi les parcs suivants, veuillez indiquer ceux où vous avez déjà fait du camping ?  
*Veillez indiquer toutes les réponses qui s'appliquent.*

[RANDOMIZE]  
Jasper NP  
Banff NP  
Yoho NP  
Kootenay NP  
Waterton Lakes NP  
Mount Revelstoke NP  
Glacier NP

Parc national Jasper  
Parc national Banff  
Parc national Yoho  
Parc national Kootenay  
Parc national des Lacs-Waterton  
Parc national du Mont-Revelstoke  
Parc national des Glaciers



**Q4. (f)** When was your most recent camping trip in the Mountain Parks?

*Please provide a month and a year.*

À quand remonte votre plus récent voyage de camping dans les parcs des montagnes ?  
*Veillez indiquer le mois et l'année.*

January  
February  
March  
April  
May  
June  
July  
August  
September  
October  
November  
December

Janvier  
Février  
Mars  
Avril  
Mai  
Juin  
Juillet  
Août  
Septembre  
Octobre  
Novembre  
Décembre

[YEAR BETWEEN 1950-2010]

**Q5. (f)** In what national park was this most recent camping trip?

*Please choose one response.*

Dans quel parc avez-vous campé la dernière fois ?  
*Veillez indiquer une réponse.*

[RANDOMIZE]  
Jasper NP  
Banff NP  
Yoho NP  
Kootenay NP  
Waterton Lakes NP  
Mount Revelstoke NP  
Glacier NP

Parc national Jasper  
Parc national Banff  
Parc national Yoho



Parc national Kootenay  
Parc national des Lacs-Waterton  
Parc national du Mont-Revelstoke  
Parc national des Glaciers

**Q6. (f)** Have you stayed in Crandell Mountain Campground since 2000?

*Please choose one response.*

Avez-vous séjourné au terrain de camping du Mont-Crandell depuis 2000 ?  
*Veillez indiquer une réponse.*

Yes  
No  
Not Sure  
Oui  
Non  
Pas certain

[If YES, ask Q7]  
[If NO or NOT SURE, SKIP TO Q14]

**Q7. (f)** On how many different occasions have you camped in Crandell Mountain Campground?  
Combien de fois avez-vous séjourné au terrain de camping du Mont-Crandell ?

[NUMERIC OPEN END 1-500]

**Q8. (f)** Was Crandell Mountain Campground your first choice, or were you redirected to Crandell Mountain Campground because you couldn't get a site at another campground (e.g. Townsite Campground)?

*Please choose one response.*

Le terrain de camping du Mont-Crandell était-il votre premier choix, ou avez-vous été renvoyé au terrain de camping du Mont-Crandell parce qu'il n'y avait plus d'emplacement disponible dans un autre terrain de camping (p. ex. camping du Village) ?

*Veillez indiquer une réponse.*

Crandell Mountain Campground was my first choice.  
I was redirected to Crandell Mountain Campground because my campground of choice was full.  
Don't recall.

Le terrain de camping du Mont-Crandell était mon premier choix.  
On m'a renvoyé au terrain de camping du Mont-Crandell parce que le terrain de camping de mon choix était complet.  
Je ne me souviens pas.



**Q9. (o)** What was the highlight of your stay at Crandell Mountain Campground?  
Quel a été le clou de votre séjour au terrain de camping du Mont-Crandell ?

[OPEN END]

**Q10. (f)** Which of the following services did you use at Crandell Mountain Campground?

Please select all that apply.

Lesquels des services suivants avez-vous utilisés au terrain de camping du Mont-Crandell ?  
*Veillez indiquer tous ceux qui s'appliquent.*

[RANDOMIZE]

Flush Toilets  
Piped Water  
Kitchen Shelters  
Fire Rings  
Food Storage  
Recycling Bins  
Dump Station  
Showers (at Townsite Campground)  
None

Toilette avec chasse d'eau  
Eau courante  
Abri-cuisine  
Emplacement prévu pour feu de camp  
Garde-manger  
Bacs de recyclage  
Poste de vidange  
Douches (au terrain de camping du Village)  
Aucun

**Q11. (f)** In which activities did you participate in while staying in Crandell Mountain Campground?  
*Please select all that apply.*

Veillez dresser une liste de toutes les activités auxquelles vous avez participé pendant que votre séjour au terrain de camping du Mont-Crandell.  
*Veillez indiquer tous ceux qui s'appliquent.*

[RANDOMIZE]

Sightseeing  
Walking  
Shopping  
Hiking a trail  
Reading panels and exhibits along trails or roadways  
Visiting information/visitor centre  
Visiting a museum, historic site or gallery  
Camping  
Guided walk or tour  
Other [OPEN END]

**Q12. (o)** When it comes to campground safety, please let us know how you felt in regard to each one of the following safety aspects.

Pour ce qui est de la sécurité dans le terrain de camping, veuillez nous faire part de vos impressions à l'égard de chacun des facteurs suivants.

[ROWS]

Safety from wildlife  
Safety from people  
Frequency of patrols to enforce rules  
Availability of contact methods after hours  
Availability of contact methods upon self-registration

Sécurité relativement aux animaux sauvages  
Sécurité relativement aux autres personnes  
Fréquence des patrouilles pour assurer l'observation des règlements  
Disponibilité des méthodes de communication après les heures d'ouverture/lors de l'auto-inscription

[COLUMNS]

Unsafe  
Safe  
Don't know

Non sécuritaire  
Sécuritaire  
Je ne sais pas.

**Q13. (o)** Which of the following changes to Crandell Mountain Campground would improve your camping experience?

*Please rank the top five improvements from 1 to 5 in the order you would like to see them happen. If there is an item that you don't see as an improvement, rank it as 0, to let us know that you would not like to see this change.*

Lesquels des changements suivants pourraient améliorer votre expérience au terrain de camping du Mont-Crandell ?

*Veuillez classer ces améliorations de 1 à 5 dans l'ordre où vous aimeriez qu'elles se produisent. S'il y a un point que vous ne considérez pas comme étant une amélioration, veuillez le classer comme étant 0, pour nous indiquer que vous n'aimeriez pas que ce point soit changé.*

[RANDOMIZE]

Improved dump station  
Paved roads – do away with potholes  
Lights for washrooms  
Hot water in washrooms  
Wash stations for dishes



- Emergency contact system/equipment
- Playground for kids
- Theatre/Interpretive programs
- Showers
- Softer tent pads
- Longer RV sites
- Wider RV sites
- Electrical hook-ups for RVs
- Online/phone reservations
- No generator / tent only areas
- More frequent patrols to enforce rules
- Kiosk staffed for more hours / longer season

- Poste de vidange amélioré
- Routes revêtues – sans nid de poule
- Éclairage dans les salles de toilette
- Eau chaude dans les salles de toilette
- Postes de lavage pour la vaisselle
- Système / équipement de communication en cas d'urgence
- Terrain de jeux pour enfants
- Programme de théâtre/d'interprétation
- Douches
- Tablier de tente plus moelleux
- Emplacements plus longs pour les véhicules de plaisance
- Emplacements plus larges pour les véhicules de plaisance
- Prises électriques pour les véhicules de plaisance
- Réservations en ligne / par téléphone
- Zones sans génératrice /pour tentes seulement
- Patrouilles plus fréquentes pour assurer l'observation des règlements
- Saison plus longue / heures d'ouverture prolongées des postes d'accueil

**Q14. (f)** How often do you camp in the Mountain Parks (i.e. Banff, Jasper, Yoho, Kootenay, Waterton Lakes, Mount Revelstoke, and Glacier National Parks)?

*Please choose one response.*

À quelle fréquence allez-vous camper dans les parcs des montagnes ?  
*Veillez indiquer une réponse.*

- I've camped there once only
- Less than once per year (not every year)
- Once per year
- More than once per year

- Je n'ai campé qu'une seule fois à cet endroit
- Moins qu'une fois par année (pas à chaque année)
- Une fois par année
- Plus d'une fois par année

**Q15. (f)** Which of the following services do you use when camping in the Mountain Parks?

*Please select all that apply.*

Lesquels des services suivants utilisez-vous quand vous faites du camping dans les parcs des montagnes ?

*Veuillez indiquer tous ceux qui s'appliquent.*

[RANDOMIZE]

Flush Toilets

Potable Water

Kitchen Shelters

Fire Pit

Food Storage

Recycling Bins

Dump Station

Showers

Electrical hook-up (RV)

Sewer hook-up (RV)

Water hook-up (RV)

Pay Phone

Playground for kids

Theatre / Interpretive program

Other [OPEN END]

None

Toilette avec chasse d'eau

Eau potable

Abri-cuisine

Emplacement prévu pour feu de camp

Garde-manger

Bacs de recyclage

Poste de vidange

Douches

Prise électrique (véhicule de plaisance)

Raccordement à l'égout (véhicule de plaisance)

Prise d'eau (véhicule de plaisance)

Téléphone public

Terrain de jeux pour enfants

Programme de théâtre / d'interprétation

Autre [OPEN END]

Aucun

**Q16. (f)** In which activities do you participate in while camping in the Mountain Parks?

*Please select all that apply.*

Veillez indiquer toutes les activités que vous pratiquez quand vous allez camper dans les parcs des montagnes.

*Veuillez indiquer tous ceux qui s'appliquent.*



[RANDOMIZE]

Sightseeing

Walking

Shopping

Hiking a trail

Reading panels and exhibits along trails or roadways

Visiting information/visitor centre

Visiting a museum, historic site or gallery

Camping

Guided walk or tour

Other [OPEN END]

**Q17. (o)** When it comes to campground safety, please let us know how you feel in regard to each one of the listed safety aspects.

Pour ce qui est de la sécurité dans le terrain de camping, veuillez nous faire part de vos impressions à l'égard de chacun des facteurs suivants.

[ROWS]

Safety from wildlife

Safety from people

Phone access

Availability of contact methods after hours/upon self-registration

Frequency of patrols to enforce rules

Sécurité relativement aux animaux sauvages

Sécurité relativement aux autres personnes

Accès à un téléphone

Disponibilité des méthodes de communication après les heures d'ouverture/lors de l'auto-inscription

Fréquence des patrouilles pour assurer l'observation des règlements

[COLUMNS]

Unsafe

Adequately Safe

Very Safe

Don't know

Pas du tout sécuritaire

Adéquatement sécuritaire

Très sécuritaire

Je ne sais pas

**Q18. (o)** Please let us know if you have any other suggestions that would improve your camping experience while visiting the Mountain Parks.

*Please be as specific as possible.*

Veuillez nous faire part de toutes autres suggestions qui pourraient améliorer votre expérience de camping dans les parcs des montagnes.

*Veuillez donner une réponse aussi précise que possible.*



[CLOSING SCREEN]

Thank you for taking the time to complete this questionnaire.

To view results from the previous Parks Listens survey, please click on the link below:

Merci d'avoir pris le temps de remplir ce questionnaire.

Pour consulter les résultats des sondages précédents de Parcs Écoute, veuillez cliquer sur le lien ci-dessous.