

# Saskatchewan Ministry of Parks, Culture and Sport Camper Satisfaction Study December 2018



# Summary of Findings

## Study Background

In January, 2018, the Saskatchewan Ministry of Parks, Culture and Sport (hereto referred to as the “Ministry”) contracted Inshightrix Research Inc. (Inshightrix) to conduct a quantitative research study among campers who stayed at a Saskatchewan Provincial Park or Recreation Area in summer 2018. Data were collected between September 27 and October 21, 2018. Out of 59,064 valid contacts invited to participate, a total of 2,128 respondents completed the survey. The response rate is 4%.

## Trip Profile

- Cypress Hills, Meadow Lake, and Buffalo Pound were the most commonly visited parks among campers in summer 2018.
- Campers most commonly made only one trip to a Saskatchewan Provincial Park or Recreation Area during the summer. Campers 55 years and older and Alberta residents are more likely to have taken only one trip and these trips tended to be for longer durations.
- Slightly more than one in ten campers were camping at their selected park for the first time. Blackstrap and Narrow Hills claim the highest proportion of first-time camping visitors.
- Most campers stayed between one to seven nights.
- Campers most commonly stayed in a travel trailer, followed by a fifth wheel trailer. Slightly more than one in ten camped in a tent. The large majority of campers stayed in an electrical campsite.
- Four in ten camping groups consisted of one or two people, while another four in ten consisted of three or four people. Half of all camping groups included children under the age of 18, while two in ten included seniors (65+ years). One in three campers brought a dog with them on their trip.
- One in twenty camping groups included somebody with a mobility limitation. Among those whose camping group included somebody with a mobility limitation, two thirds express satisfaction with SaskParks’ efforts to accommodate them, consistent with past years.

# Summary of Findings

## Check-In

- Consistent with previous years, most campers made online reservations to book their campsite.
- Satisfaction with the campsite reservation system is moderate, with three in four campers reporting being at least fairly satisfied with the system.
- Campers most commonly used an Annual permit to enter the park.
- Satisfaction with the check-in process is very strong. Nearly one half of campers report being completely satisfied, while one third are quite satisfied.

## Satisfaction

- Overall satisfaction with one's camping visit is strong, with three in ten reporting being completely satisfied with their trip.
- When asked why they provided their specific satisfaction rating, the most common positive comments focus on the cleanliness of facilities and maintenance of sites, general satisfaction, and praising the park's beautiful scenery. The most common negative comments focus on reservation and booking issues and a lack of amenities, though complains are variable and cover a wide variety of subjects.
- Seven out of ten campers agree that the current fees to camp in Saskatchewan Provincial parks are a good value. Agreement with this statement softens slightly compared to previous years.
- In terms of specific aspects of services or experiences during their trip, campers are most satisfied with conveniently-located bathrooms, the quality and availability of park amenities, cleanliness of facilities, maintenance of natural park landscapes, feeling safe and secure, and park staff.

# Summary of Findings

## Hot Topics

- One third of campers express at least some interest in staying at a Camp-Easy site. Campers 54 years old and younger are the most interested in Camp-Easy.
- Opinions on whether or not cannabis should be allowed to be consumed in Saskatchewan Provincial Parks and Recreation Sites is divisive. Campers are most supportive of allowing edible cannabis products, while allowing cannabis to be smoked faces the greatest amount of opposition from campers. Men and those between the ages of 18-34 are most likely to support allowing the consumption of cannabis in either form.
- One third of campers recall having seen an ad for SaskParks in 2018. The majority of ad recall is attributable to Facebook. Among campers who have seen an ad for SaskParks, two in ten say that the ad had at least some influence on their decision to camp in a provincial park or recreation area.

## Key Take-aways

- Frustrations with the camping reservation system continue to surface. Stressful pain points relate functional issues and the need to book far into the future. Further discussion may be warranted to address these concerns.
- Campers continue to observe booked but vacant sites while camping. This leads to frustrations when more desirable sites could be used and cases where people must move campsites during their visit because one site isn't free for the entire stay duration. Related to this, some note delays in campers checking out of their site. Further investigation to address these issues is advised.

# Study Background & Methodology



# Study Background and Methodology

## Background

In January, 2018, the Saskatchewan Ministry of Parks, Culture and Sport (hereto referred to as the “Ministry”) contracted Inshightrix Research Inc. (Inshightrix) to conduct a quantitative research study among campers who stayed at a Saskatchewan Provincial Park or Recreation Area in summer 2018. Specific objectives of the study were to:

- Measure overall satisfaction with trips to Saskatchewan Provincial Parks and Recreation Areas
- Evaluate satisfaction with a wide variety of park features, services, and amenities
- Develop a profile of camping trips and the camping groups
- Collect feedback from campers on their experiences and suggestions for improvement
- Measure recall of SaskParks advertisements

## Methodology

Inshightrix, in close consultation with the Ministry, developed a questionnaire to address the research objectives. The Ministry provided email addresses for 66,984 campers to Saskatchewan Provincial Parks and Recreation Areas, who were then randomly invited to participate in the online survey through an email invitation.

Data were collected between September 27 and October 21, 2018. Out of 59,064 valid contacts invited to participate, a total of 2128 respondents completed the survey. The response rate is 4%. Note that this response rate is low and as such, caution is advised when interpreting results.

Note: In previous iterations of the camper satisfaction survey, respondents were asked to provide feedback on their most recent camping visit. The methodology in the 2018 camper satisfaction survey was modified to instead ask respondents to identify which Saskatchewan Provincial Parks and Recreation Areas they had visited during summer that year, and a park that the respondent visited was then randomly selected by the survey tool upon which data were collected. This change in methodology was implemented to prevent biased towards trips taken in late summer. As a result of this change in methodology, the ability to track results to past waves of research is limited, and historical comparisons should be interpreted with caution.

# Reporting Notes

- Data have been rounded to zero decimal places, and as such, percentages may not add up to precisely 100% on some graphs.
- Open-ended questions have been themed and coded into categories. The percentages from individual codes could total more than 100%, as comments from each respondent could be relevant to more than one code.
- Questions that have multiple response options will result in percentages that could add up to more than 100%.
- Each survey question was analyzed by all appropriate demographic variables, such as region, age, gender, etc. Significant differences have been highlighted in this report with a ▲ or ▼. A standard alpha value of less than 0.05 is considered statistically significant. This means there is less than a 5% chance the results would have occurred by chance.
- In some cases, themes have been organized into “Net themes” based on overarching commonalities in the content of responses (i.e., positive or negative mentions). The percentages of individual codes will add up to more than the Net total, as multiple comments from each respondent are possible within each Net.

# Results

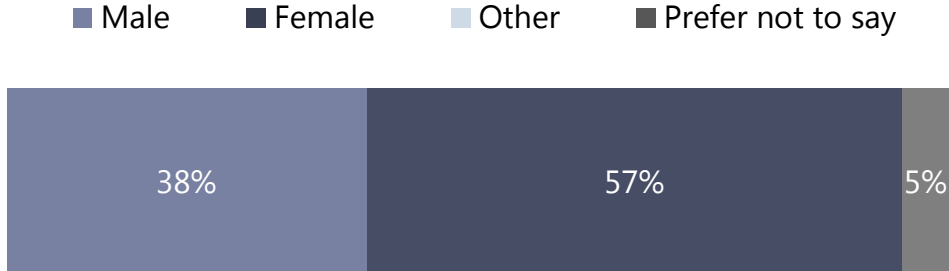




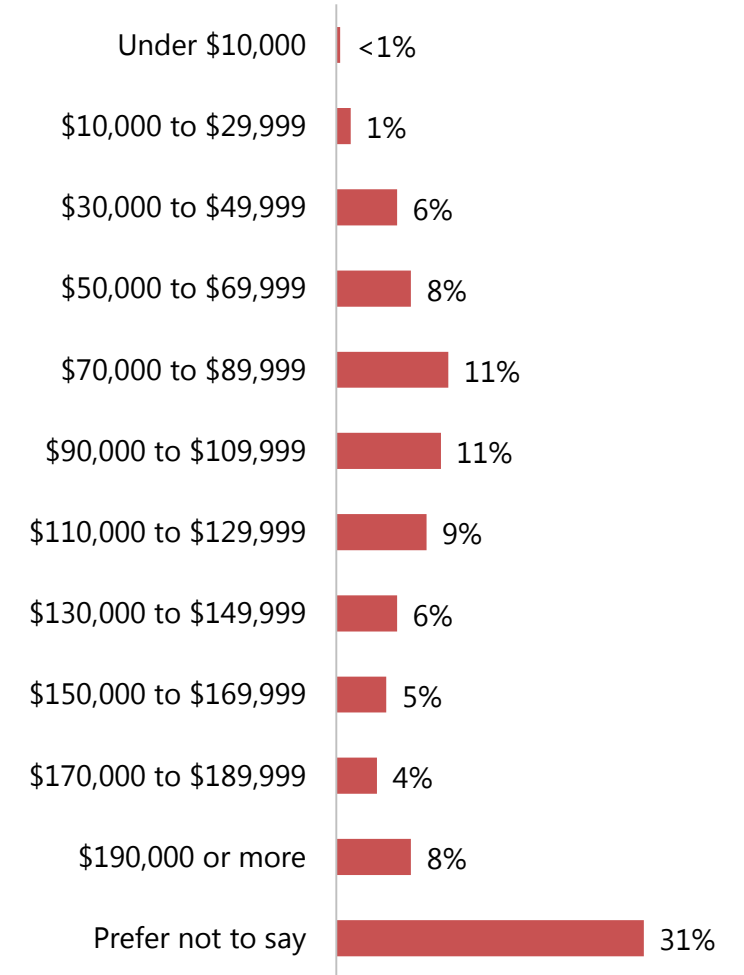
# Respondent Profile



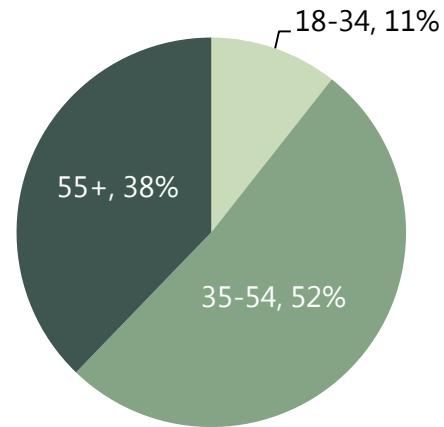
### Gender



### Annual Household Income



### Age

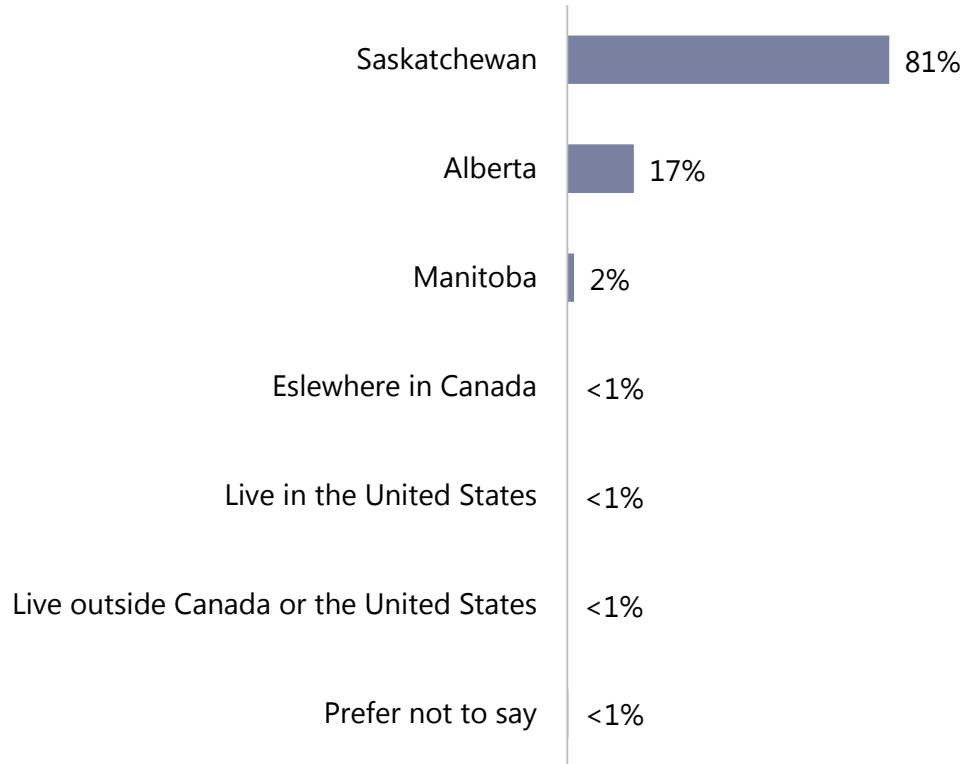


9. Please indicate the age of each person that was in your camping party on this visit to [insert park]?  
 Base: All respondents, n=2128.

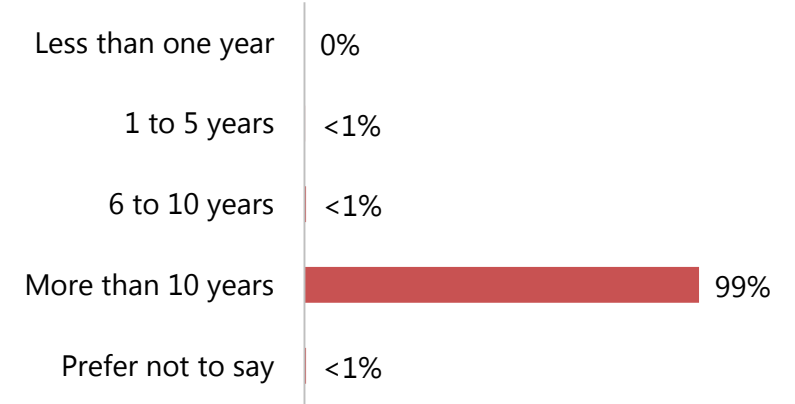
26. Which gender do you identify with most?  
 Base: All respondents, n=2128.

32. Which category below best describes your current total annual household income?  
 Base: All respondents, n=2128.

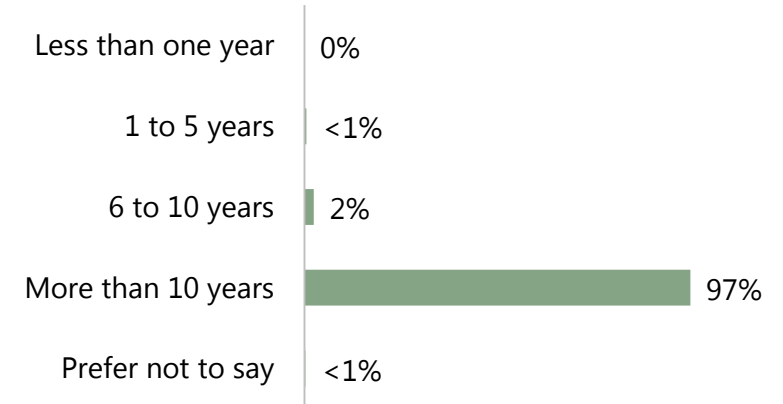
### Location of Residence



### Length of Canadian Residence

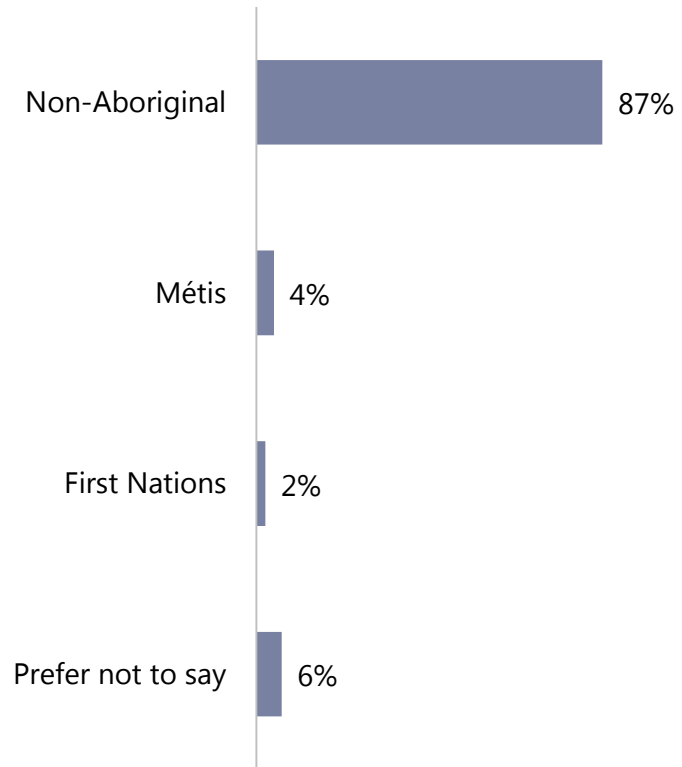


### Length of Saskatchewan Residence

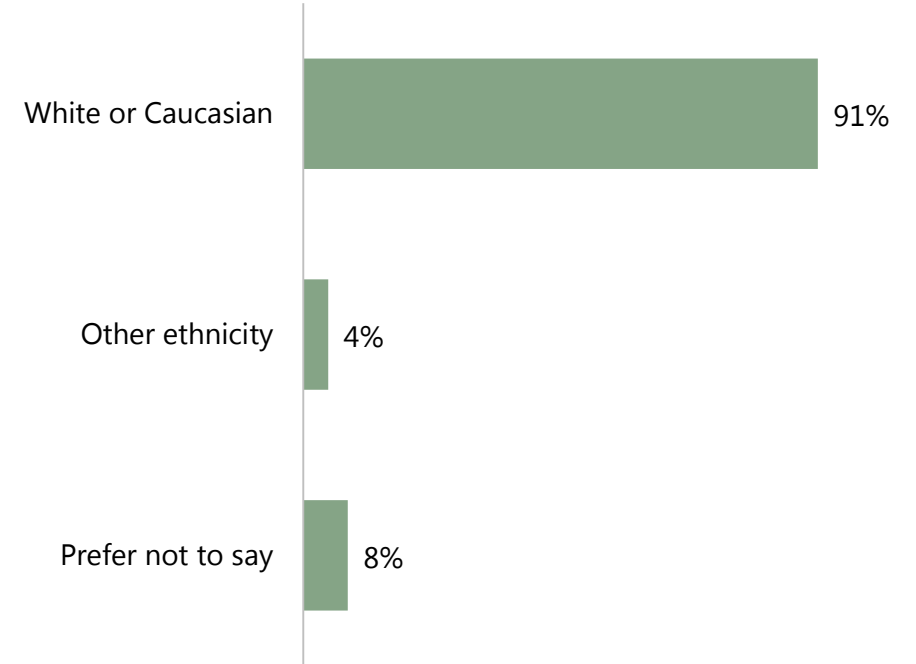


28. In which province or territory do you currently live/reside? Base: All respondents, n=2128.  
 29. How many years have you lived in Canada? Base: All respondents who live in Canada, n=2120.  
 30. How many years have you lived in Saskatchewan? Base: All respondents who live in Saskatchewan, n=1723.

### Indigenous Ancestry



### Ethnicity



27. Are you, or any members of your household... Base: All respondents, n=2128.

31. Are you, or any member of your household... Base: All respondents, n=2128.

# Trip Profile



## Saskatchewan Provincial Parks Visited in Summer 2018

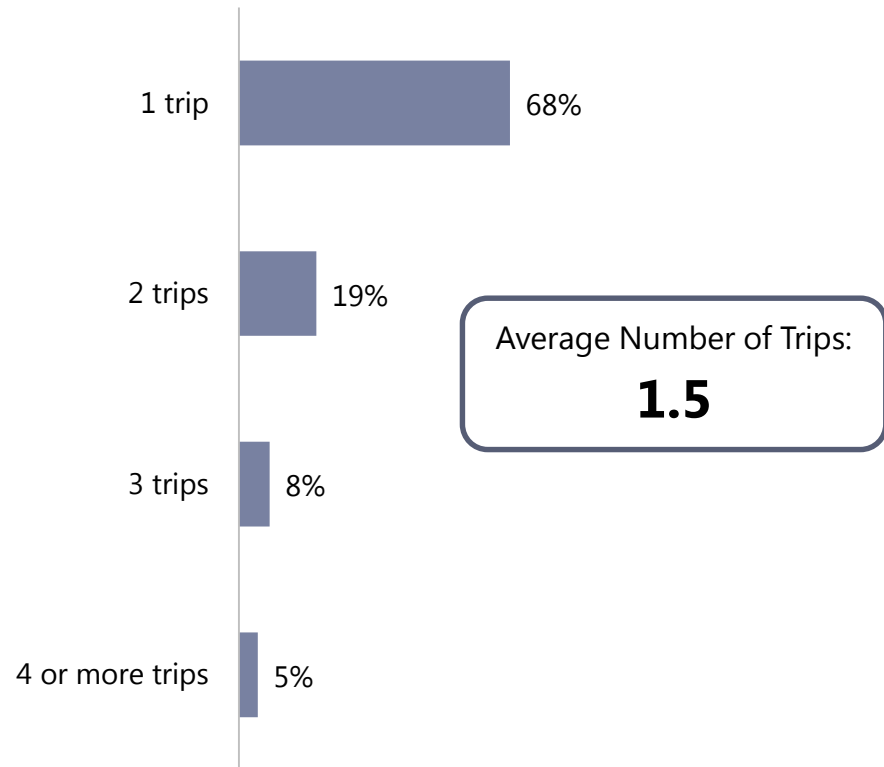
Cypress Hills, Meadow Lake, and Buffalo Pound were the most commonly visited parks among campers surveyed.

	% of respondents	n
Blackstrap Provincial Park	5%	98
Bronson Forest Recreation Site	1%	29
Buffalo Pound Provincial Park	10%	219
Candle Lake Provincial Park	5%	107
Crooked Lake Provincial Park	2%	48
Cypress Hills Interprovincial Park	17%	366
Danielson Provincial Park	3%	60
Douglas Provincial Park	8%	176
Duck Mountain Provincial Park	9%	184
Echo Valley Provincial Park	9%	201
Good Spirit Lake Provincial Park	8%	163
Great Blue Heron Provincial Park (Anglin/Emma)	5%	111
Greenwater Lake Provincial Park	7%	153
Lac La Ronge Provincial Park	3%	57
Makwa Lake Provincial Park	5%	104
Meadow Lake Provincial Park	13%	281
Moose Mountain Provincial Park	8%	169
Narrow Hills Provincial Park	3%	70
Pike Lake Provincial Park	8%	179
Rowan's Ravine Provincial Park	8%	164
Saskatchewan Landing Provincial Park	9%	193
The Battlefords Provincial Park	7%	141

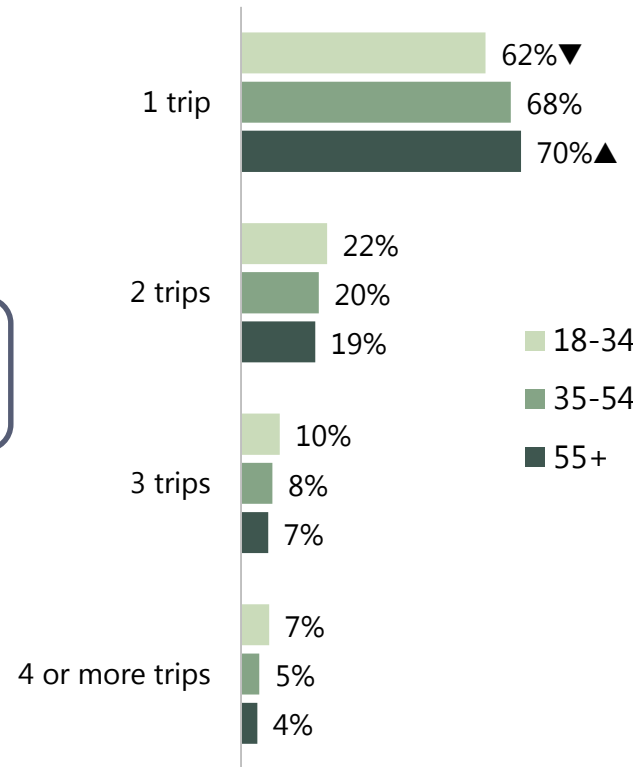
1. To begin, please indicate ALL of the Saskatchewan Provincial Parks or Recreation areas that you camped at between Victoria Day (May 21) and Labour Day (September 3) in 2018. Base: All respondents, n=2128.

Seven in ten campers made one camping trip to a Saskatchewan Provincial Park or Recreation Park during the past summer, while two in ten made two camping trips. Alberta residents and those ages 55 and older are more likely to have taken only one camping trip.

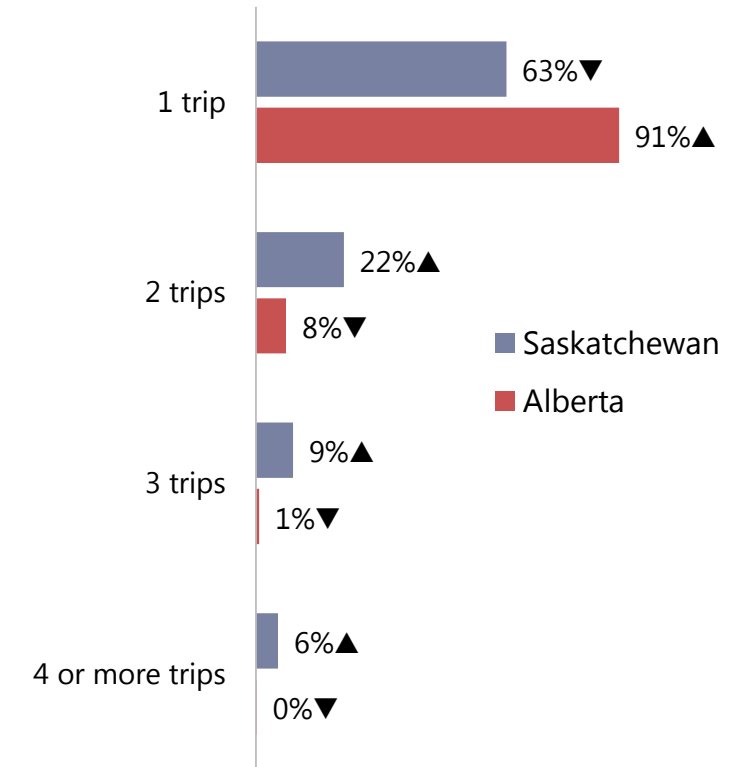
**Number of Camping Trips to Saskatchewan Provincial Parks or Recreation Parks**



**Number of Camping Trips to Saskatchewan Provincial Parks or Recreation Parks by Age**



**Number of Camping Trips to Saskatchewan Provincial Parks or Recreation Parks by Province of Residence**



1. To begin, please indicate ALL of the Saskatchewan Provincial Parks or Recreation areas that you camped at between Victoria Day (May 21) and Labour Day (September 3) in 2018. Base: All respondents, n=2128.

## Saskatchewan Provincial Park Responded On

If respondents visited more than one park, a single park was randomly selected by the survey tool, and the respondent was instructed to answer the remainder of the survey in reference to their experience camping at this park. The table to the right represents the distribution of the parks on which respondents provided feedback.

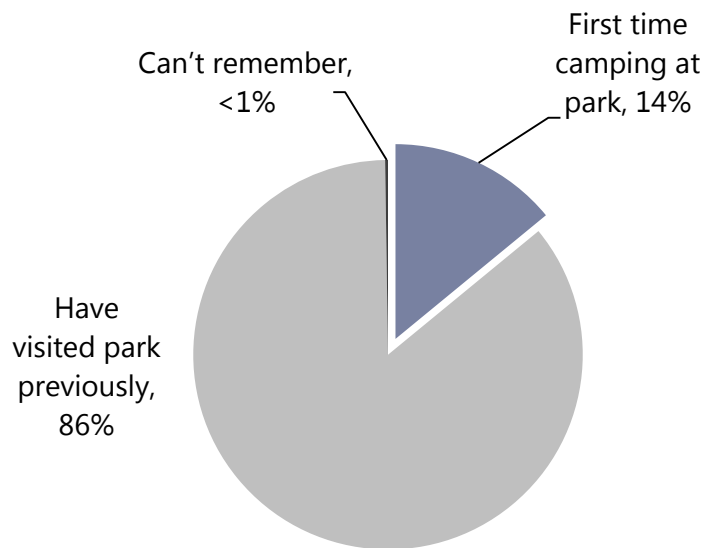
	% of total	n
Blackstrap Provincial Park	3%	70
Bronson Forest Recreation Site	1%	29
Buffalo Pound Provincial Park	5%	110
Candle Lake Provincial Park	4%	83
Crooked Lake Provincial Park	2%	44
Cypress Hills Interprovincial Park	10%	217
Danielson Provincial Park	3%	57
Douglas Provincial Park	5%	102
Duck Mountain Provincial Park	5%	100
Echo Valley Provincial Park	5%	100
Good Spirit Lake Provincial Park	5%	100
Great Blue Heron Provincial Park (Anglin/Emma)	4%	84
Greenwater Lake Provincial Park	5%	99
Lac La Ronge Provincial Park	2%	53
Makwa Lake Provincial Park	4%	88
Meadow Lake Provincial Park	10%	212
Moose Mountain Provincial Park	5%	104
Narrow Hills Provincial Park	3%	61
Pike Lake Provincial Park	5%	97
Rowan's Ravine Provincial Park	5%	100
Saskatchewan Landing Provincial Park	6%	121
The Battlefords Provincial Park	5%	97

1. To begin, please indicate ALL of the Saskatchewan Provincial Parks or Recreation areas that you camped at between Victoria Day (May 21) and Labour Day (September 3) in 2018. Base: All respondents, n=2128.



Most campers have previously stayed at the park / area upon which they were providing feedback. Blackstrap and Narrow Hills claim the highest proportion of first-time camping visitors.

### First Time Camping at Park



First Time Camping at Park – by Park	%
Blackstrap Provincial Park	31%
Bronson Forest Recreation Site*	17%
Buffalo Pound Provincial Park	17%
Candle Lake Provincial Park	25%
Crooked Lake Provincial Park*	23%
Cypress Hills Interprovincial Park	5%
Danielson Provincial Park	26%
Douglas Provincial Park	14%
Duck Mountain Provincial Park	19%
Echo Valley Provincial Park	15%
Good Spirit Lake Provincial Park	16%
Great Blue Heron Provincial Park (Anglin/Emma)	20%
Greenwater Lake Provincial Park	19%
Lac La Ronge Provincial Park	11%
Makwa Lake Provincial Park	8%
Meadow Lake Provincial Park	2%
Moose Mountain Provincial Park	6%
Narrow Hills Provincial Park	31%
Pike Lake Provincial Park	11%
Rowan's Ravine Provincial Park	12%
Saskatchewan Landing Provincial Park	10%
The Battlefords Provincial Park	19%

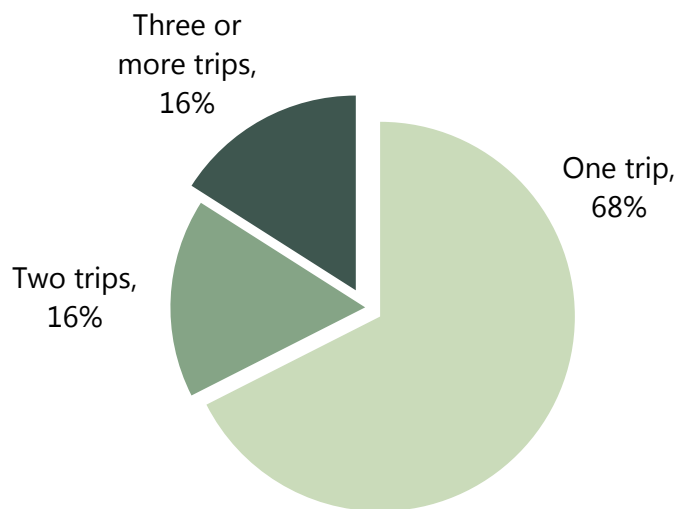
2. Was this your first year camping at [insert park]?

Base: All respondents, n=2128.

\* Caution, small sample size for park, n<50

Seven in ten campers took only one trip to the selected park. Repeat visiting is variable by park location.

### Number of Camping Trips to Park



Number of Camping Trips to Park – by Park	One Trip	Two Trips	Three or more trips
Blackstrap Provincial Park	73%	11%	16%
Bronson Forest Recreation Site*	66%	21%	14%
Buffalo Pound Provincial Park	54%	20%	26%
Candle Lake Provincial Park	82%	11%	7%
Crooked Lake Provincial Park*	77%	14%	9%
Cypress Hills Interprovincial Park	62%	22%	16%
Danielson Provincial Park	70%	11%	19%
Douglas Provincial Park	75%	14%	11%
Duck Mountain Provincial Park	71%	11%	18%
Echo Valley Provincial Park	53%	21%	26%
Good Spirit Lake Provincial Park	76%	13%	11%
Great Blue Heron Provincial Park (Anglin/Emma)	73%	13%	14%
Greenwater Lake Provincial Park	84%	9%	7%
Lac La Ronge Provincial Park	70%	13%	17%
Makwa Lake Provincial Park	67%	17%	16%
Meadow Lake Provincial Park	67%	21%	12%
Moose Mountain Provincial Park	64%	17%	18%
Narrow Hills Provincial Park	75%	8%	16%
Pike Lake Provincial Park	60%	23%	18%
Rowan's Ravine Provincial Park	54%	22%	24%
Saskatchewan Landing Provincial Park	64%	17%	19%
The Battlefords Provincial Park	74%	12%	13%

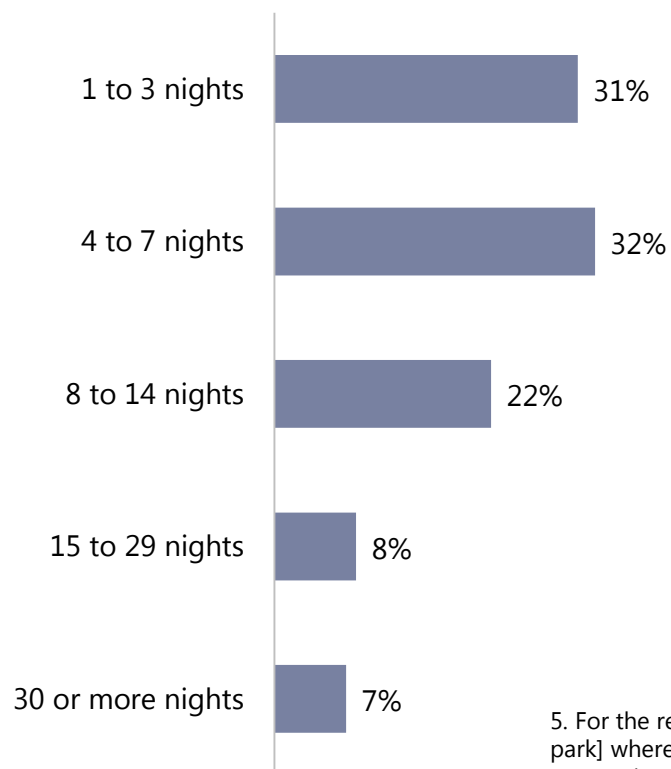
4. How many separate camping trips did you take to [insert park] between Victoria Day and Labour Day?

Base: All respondents, n=2128.

\* Caution, small sample size for park, n<50

Three in ten campers stayed between one to three nights, while another three in ten stayed between four to seven nights. The average length of stay was 10 nights. Stay duration is variable by park.

### Length of Stay During Longest Trip to Park



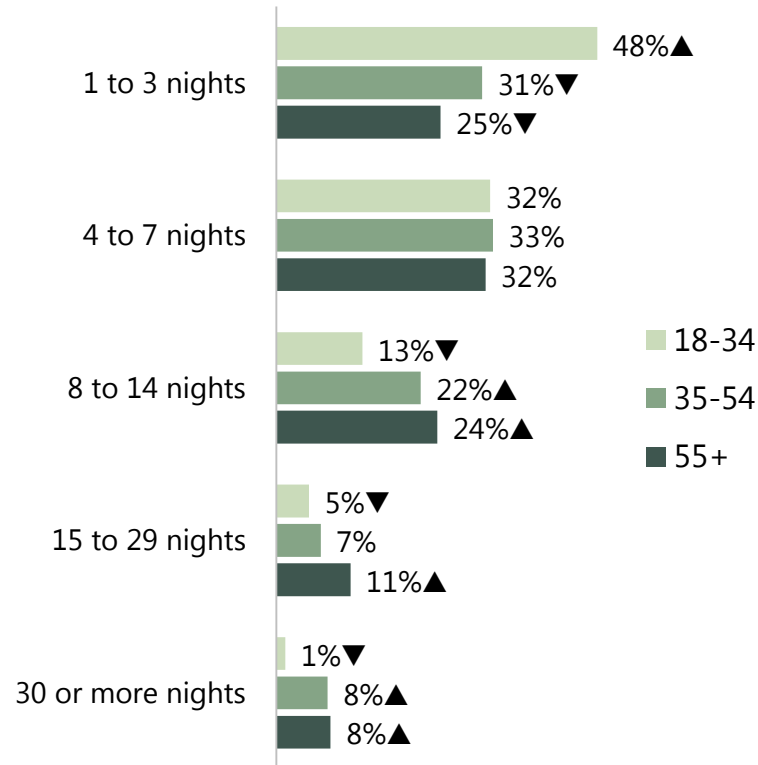
Average Number of Nights:  
**10.1**

5. For the remainder of this survey, please think about the trip to [insert park] where you camped for the most nights. How many nights did you stay at [insert park] during this camping visit?  
 Base: All respondents (excluding outliers), n=2106.  
 Responses > 105 were removed as outliers due to exceeding the maximum possible number of nights between Victoria Day and Labour Day  
 \* Caution, small sample size for park, n<50

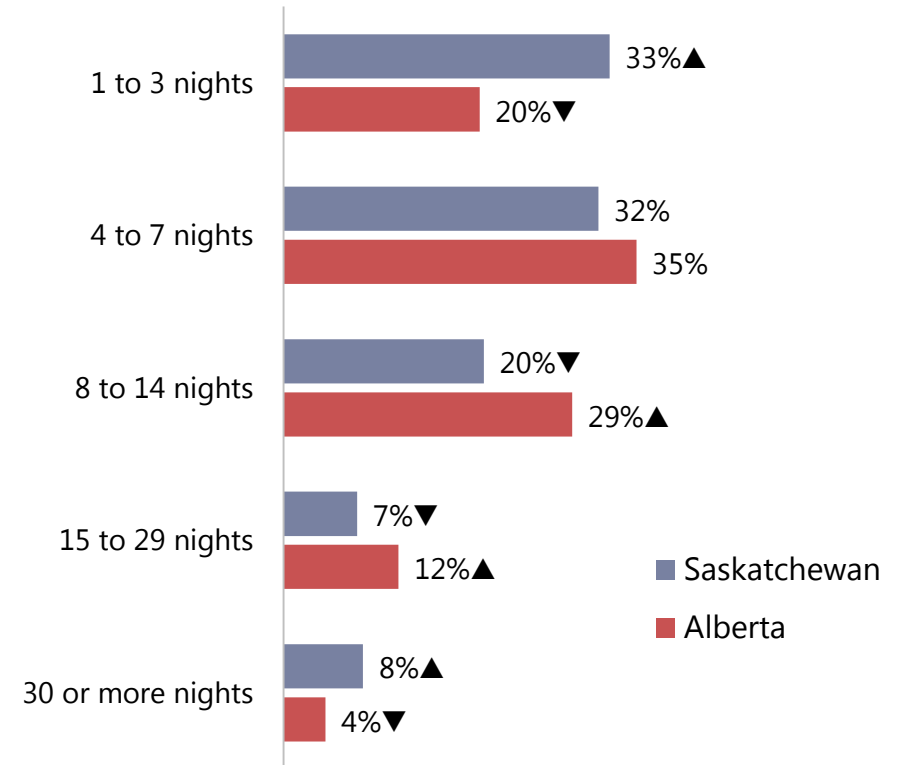
Average Number of Nights – by Park	Average # of Nights
Blackstrap Provincial Park	5.3
Bronson Forest Recreation Site*	7.3
Buffalo Pound Provincial Park	11.1
Candle Lake Provincial Park	9.0
Crooked Lake Provincial Park*	7.9
Cypress Hills Interprovincial Park	8.6
Danielson Provincial Park	8.4
Douglas Provincial Park	8.6
Duck Mountain Provincial Park	10.1
Echo Valley Provincial Park	8.8
Good Spirit Lake Provincial Park	6.9
Great Blue Heron Provincial Park (Anglin/Emma)	13.0
Greenwater Lake Provincial Park	8.2
Lac La Ronge Provincial Park	10.3
Makwa Lake Provincial Park	13.6
Meadow Lake Provincial Park	12.6
Moose Mountain Provincial Park	13.8
Narrow Hills Provincial Park	10.0
Pike Lake Provincial Park	8.3
Rowan's Ravine Provincial Park	12.0
Saskatchewan Landing Provincial Park	11.4
The Battlefords Provincial Park	10.4

Campers between the ages of 18-34 are more likely to have stayed only between one and three nights, while older campers tend to have taken longer trips. Alberta residents are more likely to have taken longer trips compared to Saskatchewan residents.

**Length of Stay During Longest Trip to Park by Age**



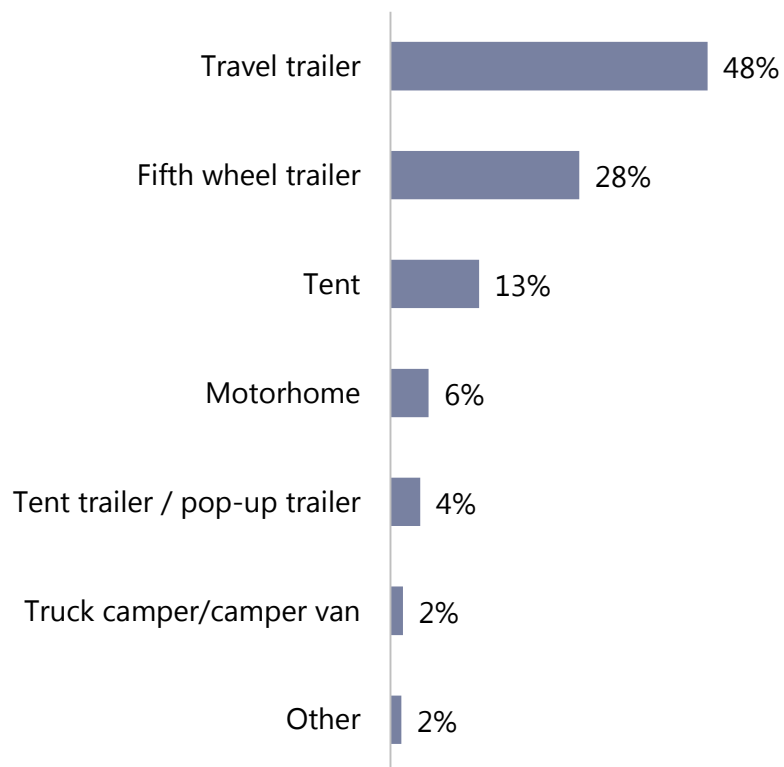
**Length of Stay During Longest Trip to Park by Province of Residence**



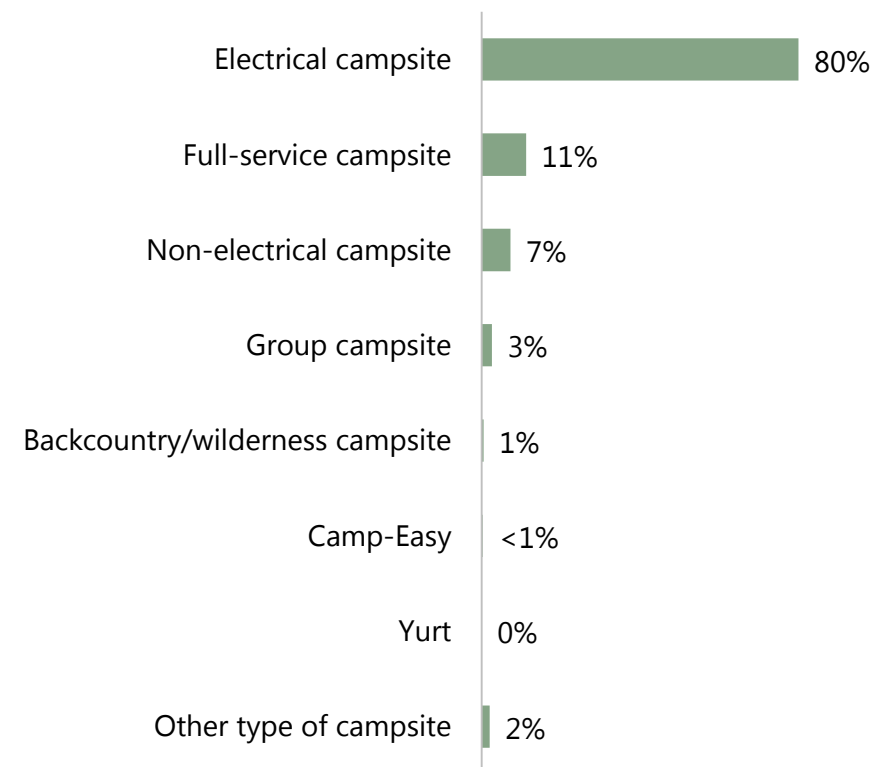
5. For the remainder of this survey, please think about the trip to [insert park] where you camped for the most nights. How many nights did you stay at [insert park] during this camping visit?  
 Base: All respondents (excluding outliers), n=2106.  
 Responses >105 were removed as outliers due to exceeding the maximum possible number of nights between Victoria Day and Labour Day

Campers most commonly stayed in a travel trailer, followed by a fifth wheel trailer. Slightly more than one in ten camped in a tent. The large majority of campers stayed in an electrical campsite.

### Type of Camping Unit Used



### Type of Campsite Visited

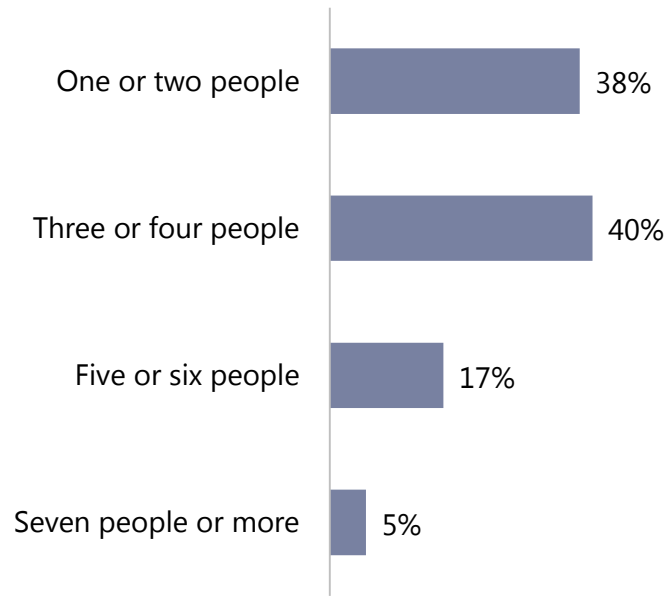


6. What type of camping unit(s) did you use on this camping visit to [insert park]? Select all that apply. Base: All respondents, n=2128.

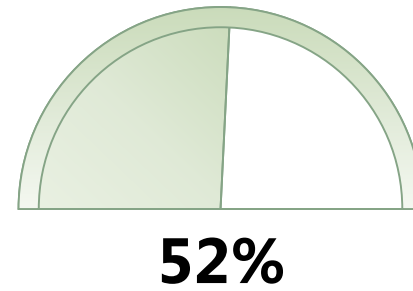
7. Which Types of campsites did you stay at on this visit to [insert park]? Base: All respondents, n=2128.

Four in ten camping groups consisted of one or two people, while another four in ten consisted of three or four people. Half of all camping groups included children under the age of 18, while two in ten included seniors (65+ years). One in three campers brought a dog with them on their trip.

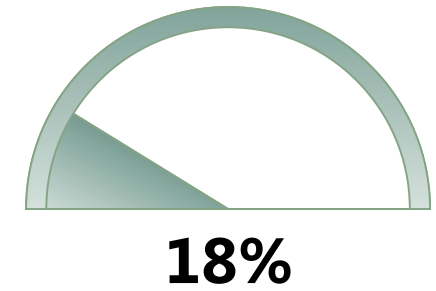
### Size of Camping Group



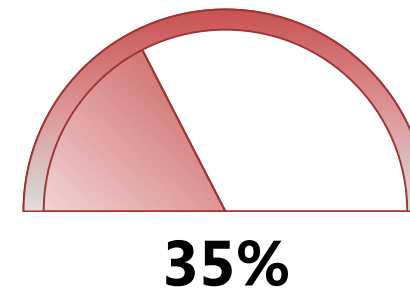
### Children/Youth in Camping Group (<18 years)



### Seniors in Camping Group (65+ years)



### Brought Dog(s) on Camping Trip



8. How many people were in your camping party, including yourself on this visit to [insert park]?

Base: All respondents, n=2128.

9. Please indicate the age of each person that was in your camping party on this visit to [insert park]?

Base: All respondents, n=2128.

10. Did you or anyone else in your camping group have a physical condition or health problem that limited their mobility?

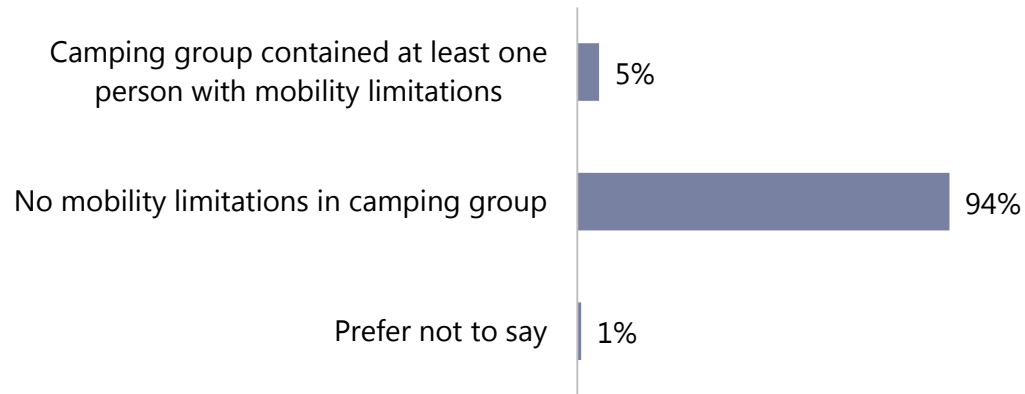
Base: All respondents, n=2128.

12. Did you bring any dogs with you to [insert park] on this camping trip?

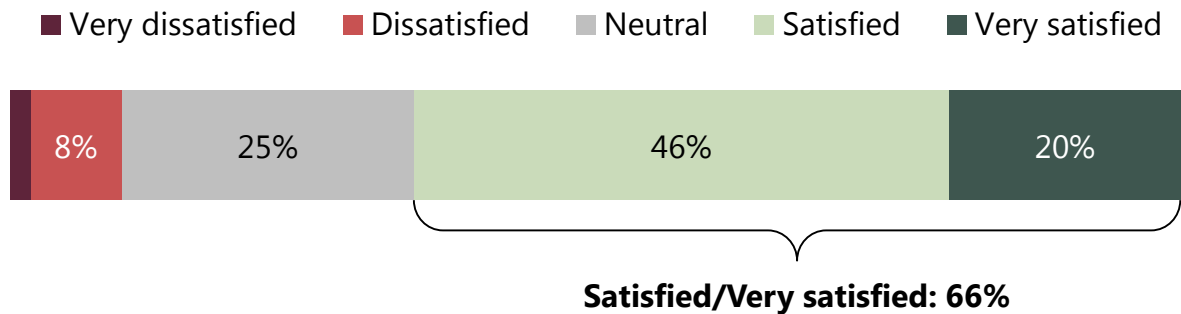
Base: All respondents, n=2128.

One in twenty camping groups included somebody with a mobility limitation. Among those whose camping group included somebody with a mobility limitation, two thirds express satisfaction with SaskParks' efforts to accommodate them, consistent with past years.

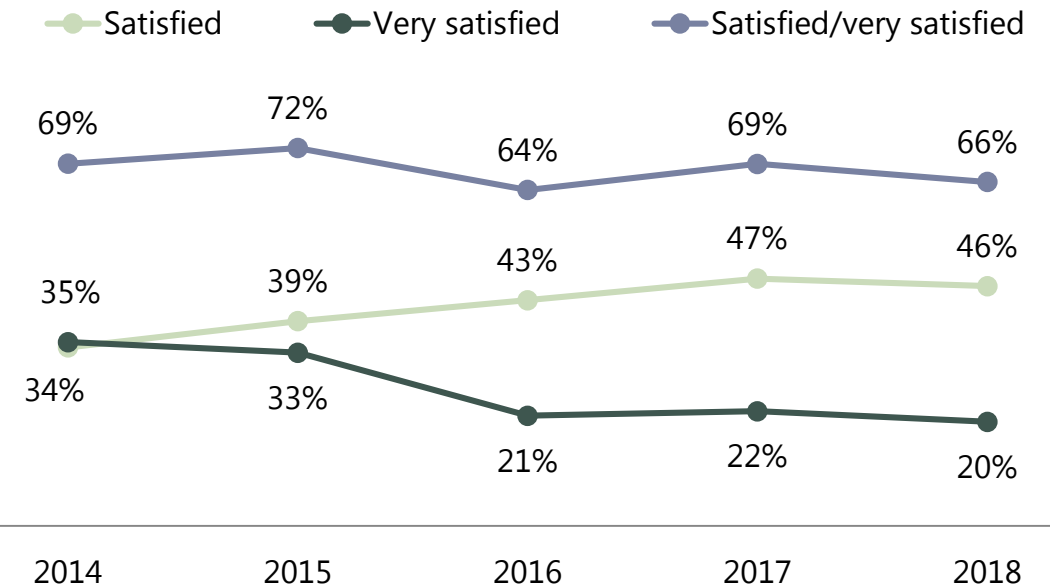
### Mobility Limitations



### Satisfaction with SaskParks' Efforts to Accommodate Individuals with Mobility Limitations



### Tracking Satisfaction with SaskParks' Efforts to Accommodate Individuals with Mobility Limitations\*



10. Did you or anyone else in your camping group have a physical condition or health problem that limited their mobility?  
 Base: All respondents, n=2128.

11. How satisfied were you with SaskParks' efforts to accommodate the needs of you and/or other individuals in your camping group with mobility limitations?  
 Base: All respondents who have or camped with somebody with limited mobility, n=116.

Note: In 2017 and earlier studies, campers responded based on their most recent camping trip, while campers in the 2018 study responded on the longest trip to a randomly selected park that they visited in the past summer. Changes in methodology may affect the consistency of results between 2018 and earlier years.

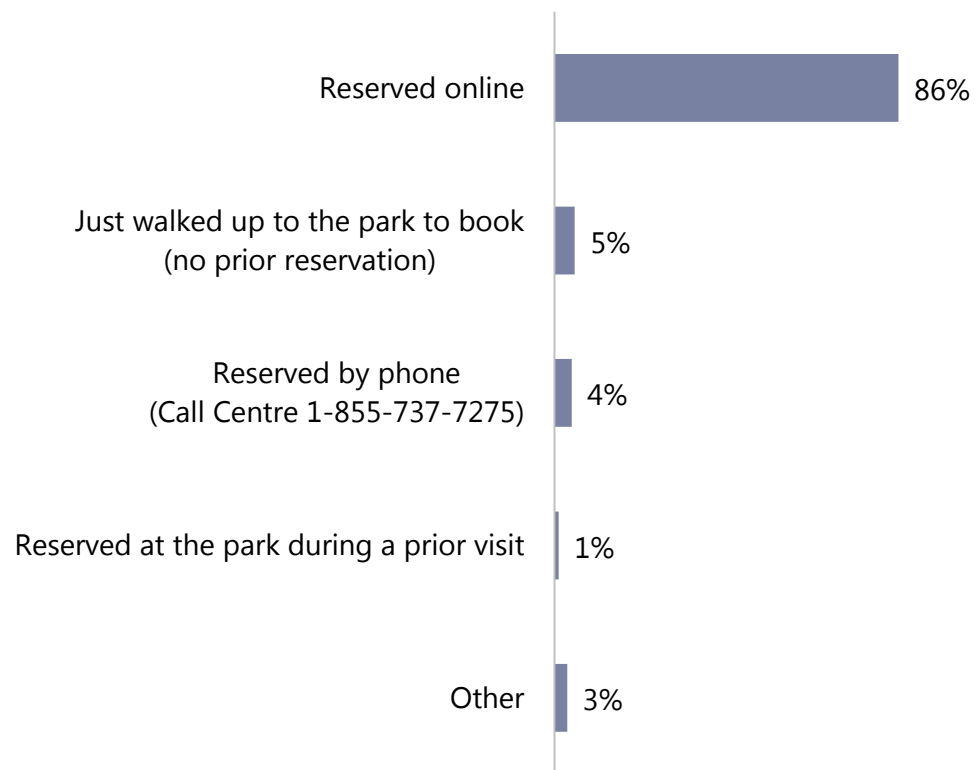
# Check-In



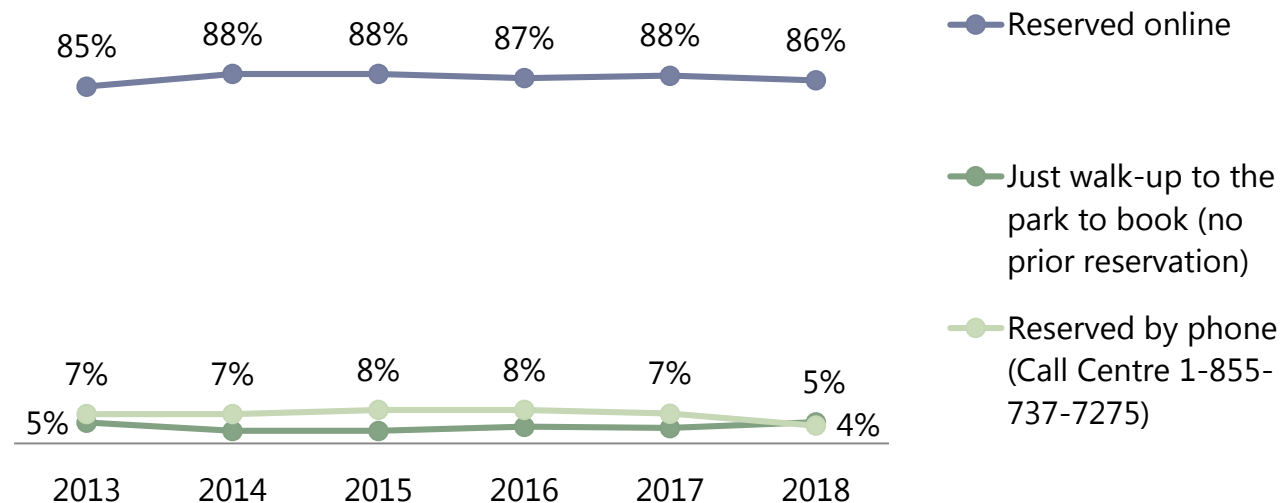


Consistent with previous years, most campers made online reservations to book their summer campsite.

### Method of Booking Campsite



### Tracking Method of Booking Campsite\*

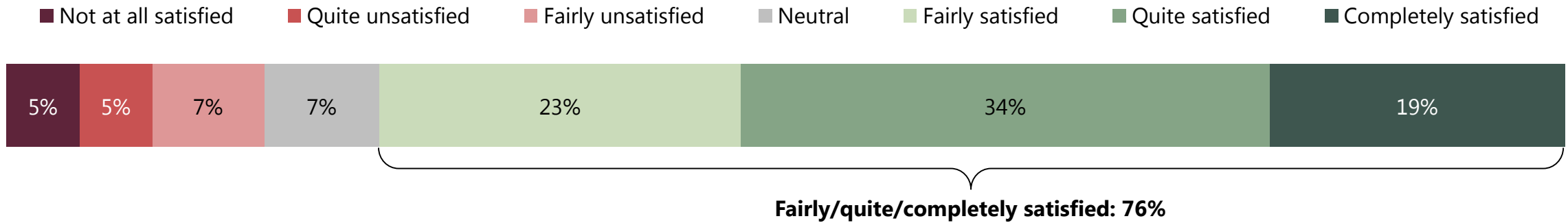


13. How did you book this camping trip to [insert park]? Base: All respondents, n=2128.

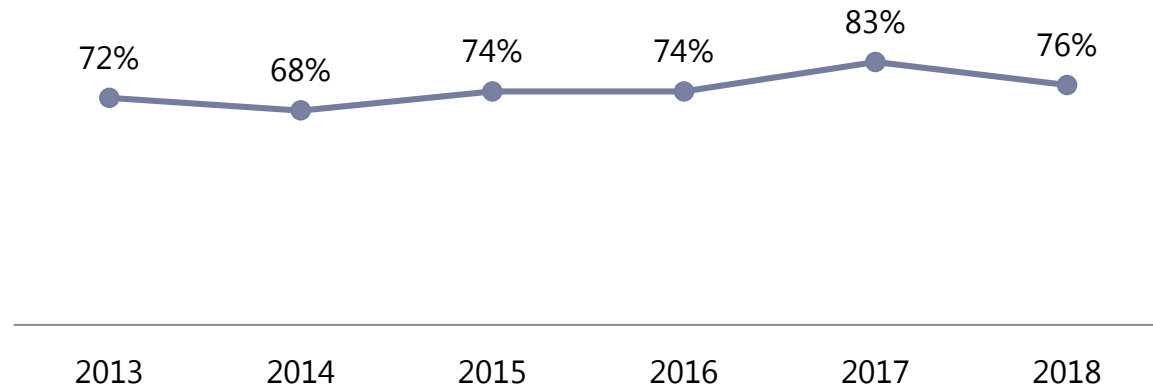
Note: In 2017 and earlier studies, campers responded based on their most recent camping trip, while campers in the 2018 study responded on the longest trip to a randomly selected park that they visited in the past summer. Changes in methodology may affect the consistency of results between 2018 and earlier years.

Three in four campers are at least fairly satisfied with the campsite reservation system. While this is lower than satisfaction in 2017, it is consistent with 2016 and earlier waves of research.

### Satisfaction with Campsite Reservation System



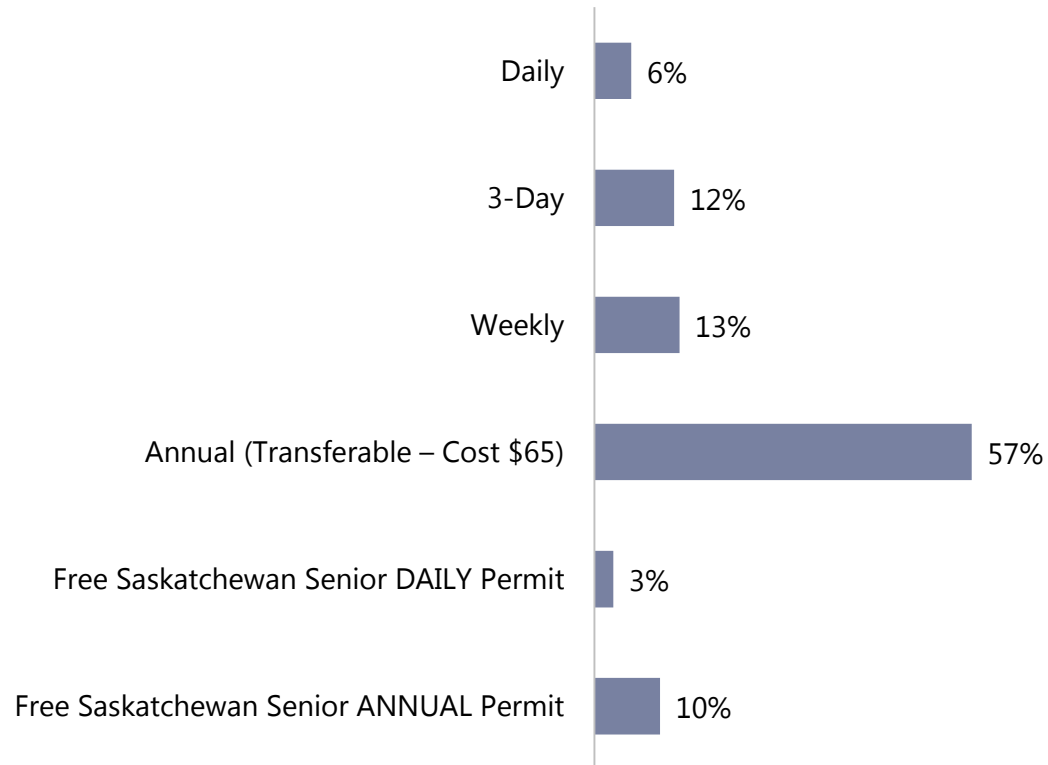
### Tracking Satisfaction with Campsite Reservation System\*



14. Please indicate your level of satisfaction with SaskParks' campsite reservation system. Base: All respondents who reserved their campsite online, n=1838.  
 Note: In 2017 and earlier studies, campers responded based on their most recent camping trip, while campers in the 2018 study responded on the longest trip to a randomly selected park that they visited in the past summer. Changes in methodology may affect the consistency of results between 2018 and earlier years.

# Campers most commonly used an Annual permit to enter the park.

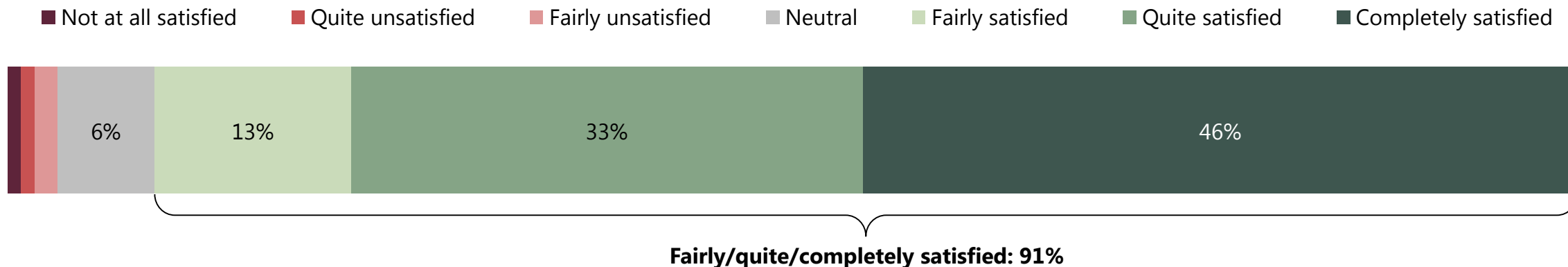
## Entry Permit Used



15. Which of the following entry permits did you use for this camping trip to [insert park]? Base: All respondents, n=2128.

Satisfaction with the check-in process is very strong. Nearly one half of campers report being completely satisfied, while one third are quite satisfied.

### Satisfaction with Check-in Process



16. Overall, how satisfied were you with the check-in process during your camping visit to [insert park]? Base: All respondents, n=2128.

# Overall satisfaction is strong across nearly all parks.

Satisfaction with Check-in Process – by Park	% Fairly/Quite/Completely Satisfied
Blackstrap Provincial Park	93%
Bronson Forest Recreation Site*	55%
Buffalo Pound Provincial Park	93%
Candle Lake Provincial Park	94%
Crooked Lake Provincial Park*	93%
Cypress Hills Interprovincial Park	94%
Danielson Provincial Park	88%
Douglas Provincial Park	95%
Duck Mountain Provincial Park	90%
Echo Valley Provincial Park	93%
Good Spirit Lake Provincial Park	92%
Great Blue Heron Provincial Park (Anglin/Emma)	87%
Greenwater Lake Provincial Park	92%
Lac La Ronge Provincial Park	72%
Makwa Lake Provincial Park	91%
Meadow Lake Provincial Park	92%
Moose Mountain Provincial Park	95%
Narrow Hills Provincial Park	90%
Pike Lake Provincial Park	82%
Rowan's Ravine Provincial Park	90%
Saskatchewan Landing Provincial Park	89%
The Battlefords Provincial Park	94%

16. Overall, how satisfied were you with the check-in process during your camping visit to [insert park]?

Base: All respondents, n=2128.

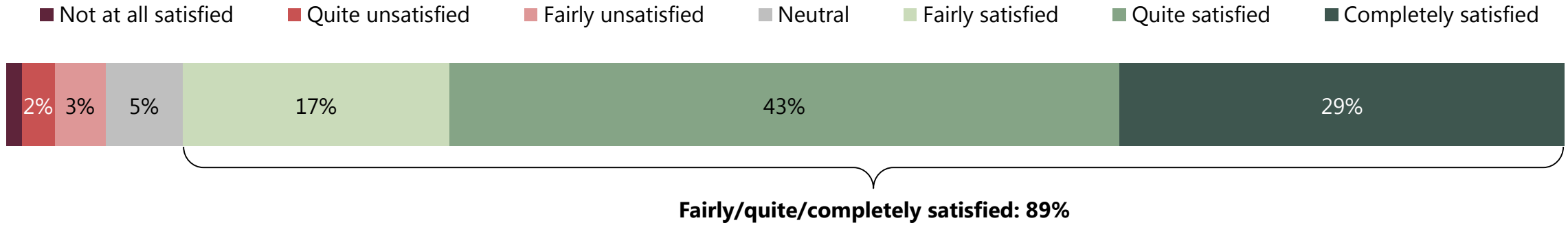
\* Caution, small sample size for park, n<50

# Satisfaction

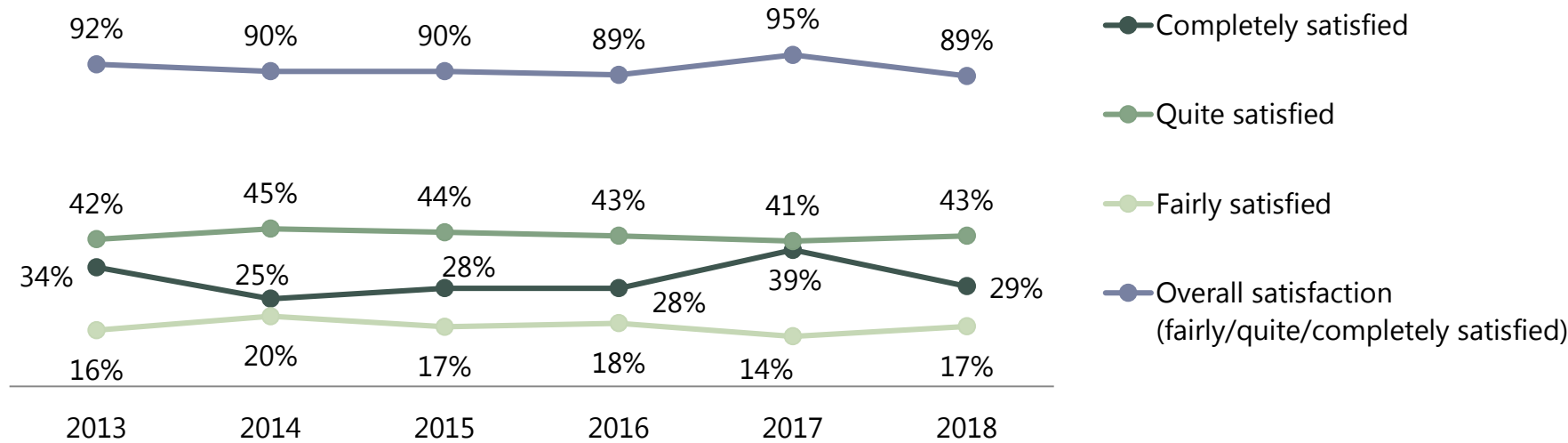


Overall satisfaction with one's camping visit is strong, with three in ten reporting being completely satisfied. While this is lower than satisfaction in 2017, it is consistent with 2016 and earlier waves of research.

### Overall Satisfaction with Camping Trip



### Tracking Overall Satisfaction with Camping Trip\*



17. Overall, how satisfied were you with this camping visit to [insert park]?  
 Base: All respondents, n=2128.  
 Note: In 2017 and earlier studies, campers responded based on their most recent camping trip, while campers in the 2018 study responded on the longest trip to a randomly selected park that they visited in the past summer. Changes in methodology may affect the consistency of results between 2018 and earlier years.

# Overall satisfaction is strong across all parks.

Overall Satisfaction – by Park	% Fairly/Quite/Completely Satisfied
Blackstrap Provincial Park	80%
Bronson Forest Recreation Site*	79%
Buffalo Pound Provincial Park	75%
Candle Lake Provincial Park	92%
Crooked Lake Provincial Park*	95%
Cypress Hills Interprovincial Park	93%
Danielson Provincial Park	82%
Douglas Provincial Park	93%
Duck Mountain Provincial Park	93%
Echo Valley Provincial Park	92%
Good Spirit Lake Provincial Park	82%
Great Blue Heron Provincial Park (Anglin/Emma)	95%
Greenwater Lake Provincial Park	90%
Lac La Ronge Provincial Park	83%
Makwa Lake Provincial Park	92%
Meadow Lake Provincial Park	84%
Moose Mountain Provincial Park	94%
Narrow Hills Provincial Park	93%
Pike Lake Provincial Park	89%
Rowan's Ravine Provincial Park	90%
Saskatchewan Landing Provincial Park	84%
The Battlefords Provincial Park	94%

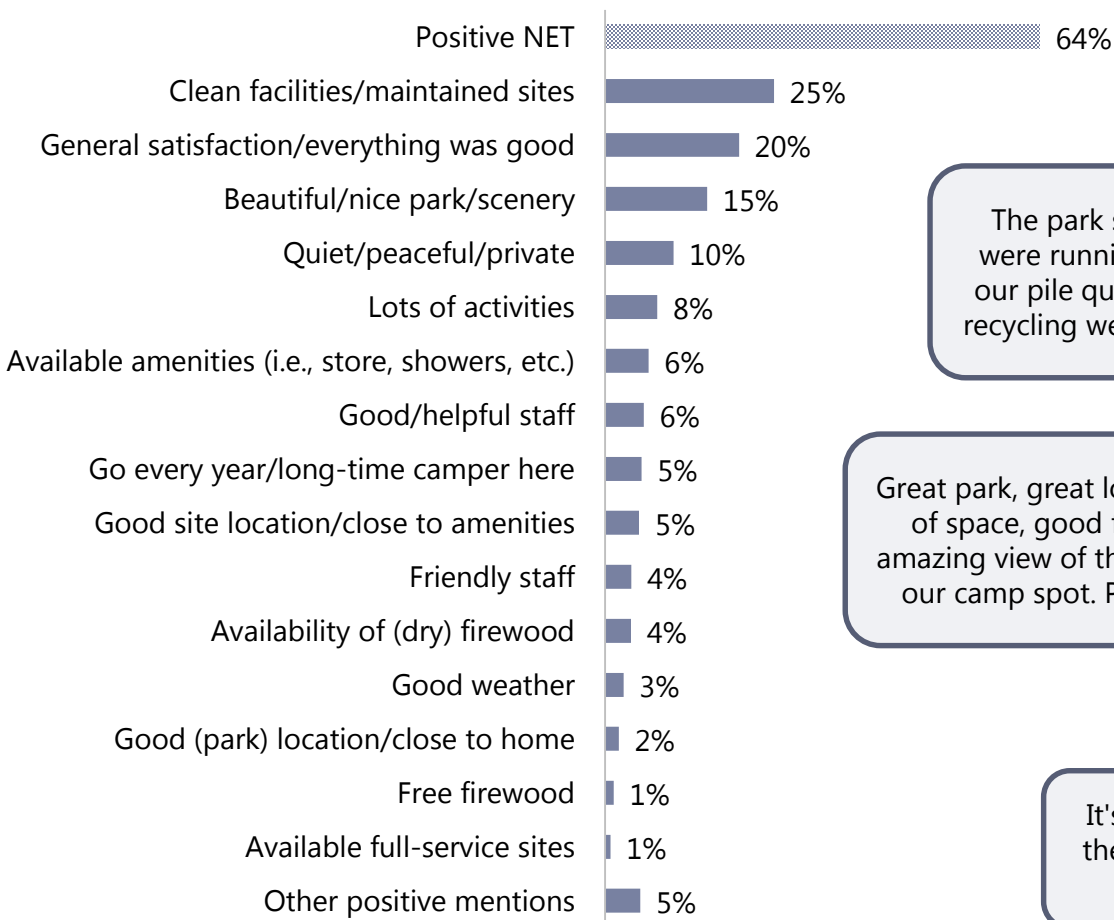
17. Overall, how satisfied were you with this camping visit to [insert park]? Base: All respondents, n=2128.

\* Caution, small sample size for park, n<50



When asked why they provided their specific satisfaction rating, the most common positive comments focus on cleanliness of facilities and maintenance of sites, general satisfaction, and praising the park's beautiful scenery.

### Reason for Satisfaction Rating - Positive



Campsite was clean, pool was open, noise was controlled, weather could have been better but that's out of our hands. It would have been a different story if I wasn't able to get a campsite and into swimming lessons. I was lucky this year.

Always great campsites with space to park and still privacy between lots. Friendly service with many amenities.

The park staff was very helpful. When we were running low on firewood they refilled our pile quickly, and when the garbage and recycling were full, they were quick to empty.

We enjoy our time in Cypress. Things seem to have improved, with more consistency in rules and policies being obeyed/enforced, even during a fire ban! That made it very enjoyable, knowing that the same rules applied to everyone. That wasn't always the case.

Great park, great location, lots of space, good firewood, amazing view of the lake from our camp spot. Perfection.

I love Buffalo Pound – it meets all my needs, campsites that are private, bike and hiking trails, beach and places to launch my kayak, a store - love the store.

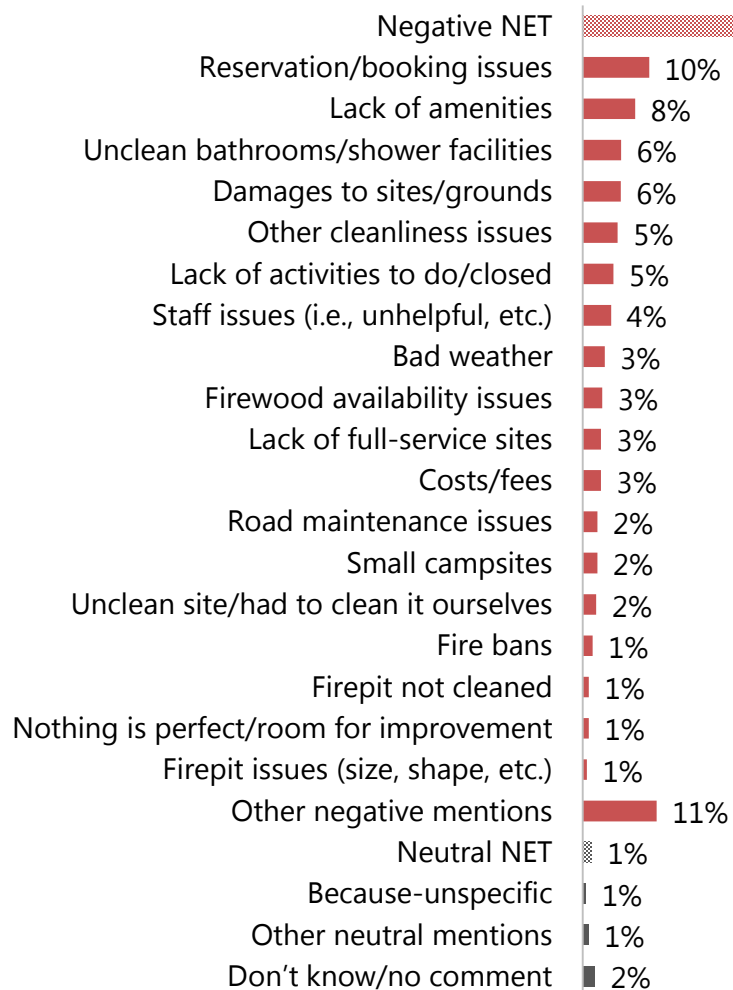
We were satisfied with our camping visit because the provincial park is beautiful and campsites are beautifully treed, giving you complete privacy. We also love the paved roads through the park for walking, as well as the many walking trails through the trees and along the beaches.

It's a beautiful park and nice to see all the work being done to return it to its full potential. We LOVED it.

18. Why were you [insert answer from Q17] with this camping visit to [insert park]? Base: All respondents, n=2128.

When asked why they provided their specific satisfaction rating, the most common negative comments focus on reservation and booking issues and a lack of amenities, though complains are variable and cover a wide variety of subjects.

### Reason for Satisfaction Rating – Negative and Neutral



It is hard to understand that there are no spots left when you are trying to book and then when you are there for 2 weeks all you see are empty sites. This is very frustrating.

The online booking system was an issue. We wanted, and thought we had booked, an electrical campsite. We were charged for an electrical site. When we arrived, we discovered that we were booked into a tenting site. Fortunately the campground wasn't very busy and we were able to choose an electrical site and move. The staff member at the park gate was very helpful.

Overall the quality is good in this park. Unfortunately though, the online reservation system makes it hard to get a good private site. There were lots of good open sites, but because you can book so far in advance people often book but don't show up, leaving good sites unused.

I was really disappointed with the bathroom facilities. There were very few and they were not maintained and cleaned well.

Everything was great, except could have used more garbage pick-up – bins were overflowing. Also the washrooms could have been cleaner. Hardly saw any maintenance people around at all, which I found unusual for a provincial park. Poor marks on that. Otherwise, great stay!

Had an awesome time. Only reason I didn't give it a full rating was at the time of our visit there was signage on a few water taps indicating a boil water advisory, yet we were not informed of this at check in. And not all posts had signage.

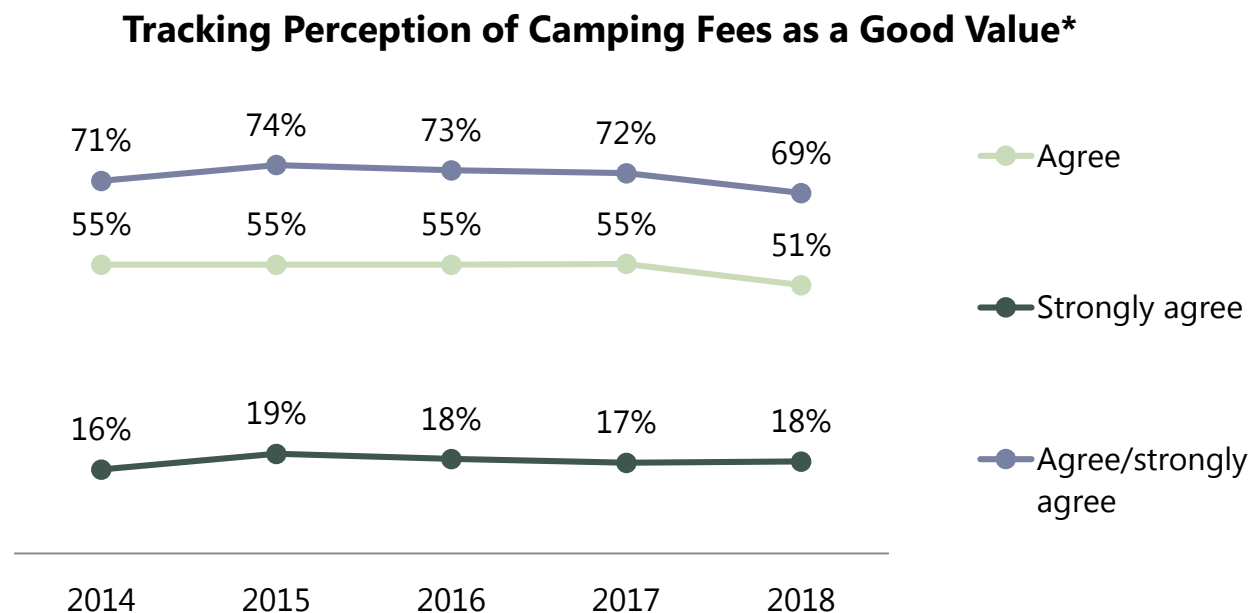
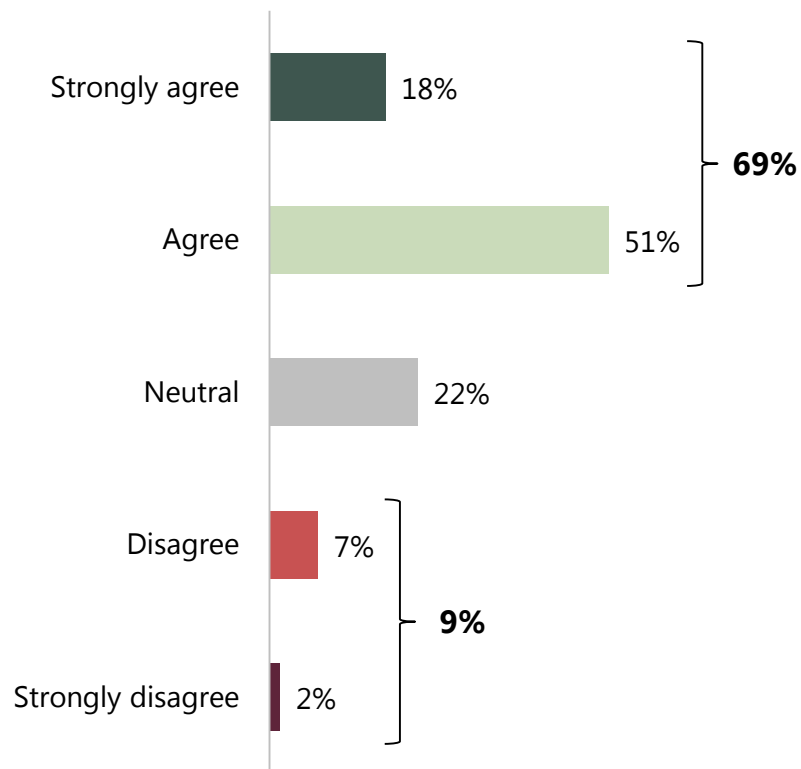
There was a boil water advisory, which we were not warned about either before coming, or upon check-in. We drank water from the campground before seeing signs at the lake. We did not get sick, but I was pregnant, and very upset that my health was put at risk. We should have been told about the advisory when we arrived, at check-in.

The cell/internet service was somewhat spotty/slow at the campsite.

18. Why were you [insert answer from Q17] with this camping visit to [insert park]? Base: All respondents, n=2128.

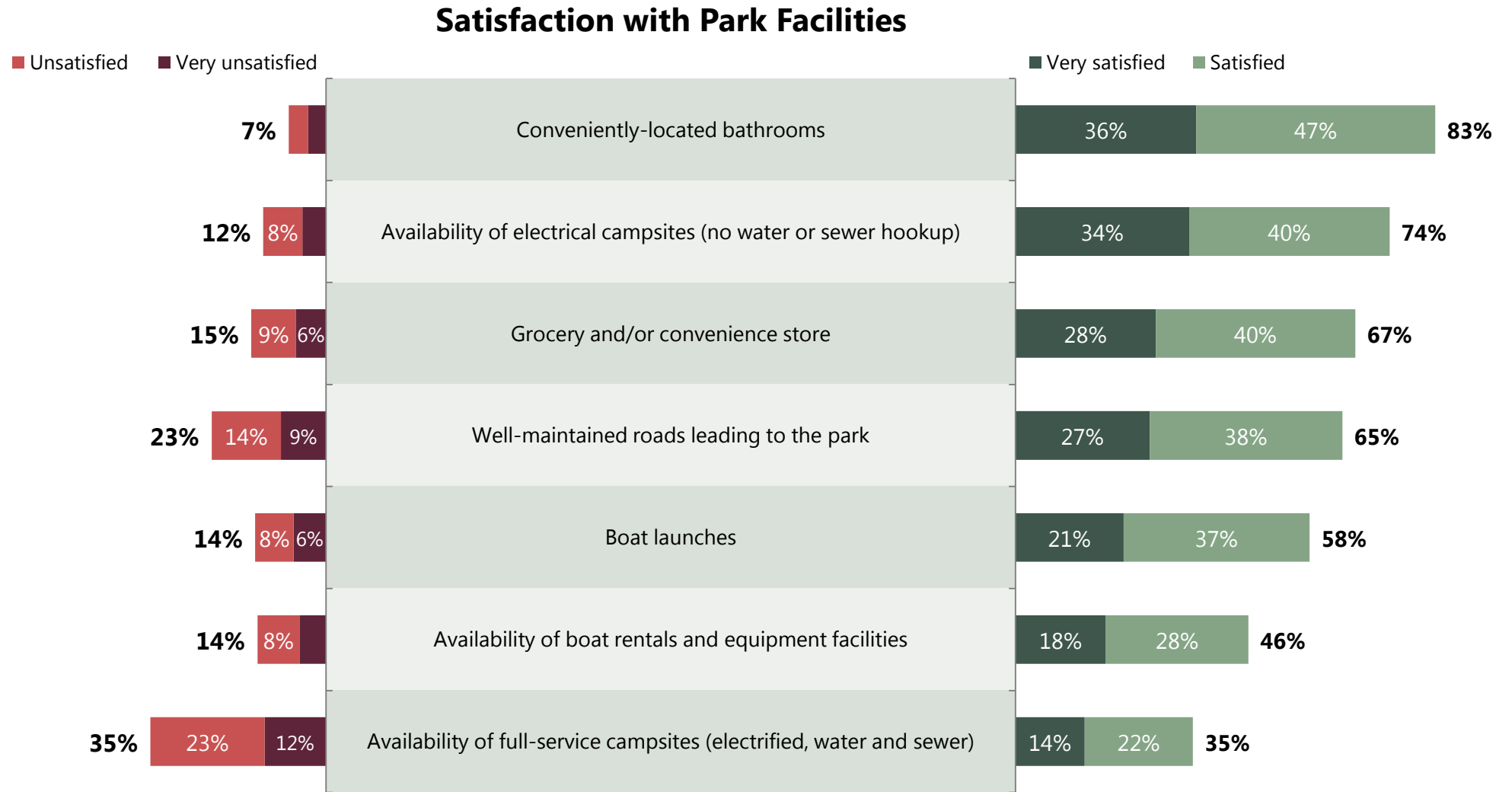
Seven out of ten campers agree that the current fees to camp in Saskatchewan Provincial parks are a good value. Agreement with this statement softens slightly compared to previous years.

### Perception of Camping Fees as a Good Value



19. Please indicate your level of agreement with the following statement: "The current fees to camp in Saskatchewan Provincial Parks are a good value." Base: All respondents, n=2128.  
 Note: In 2017 and earlier studies, campers responded based on their most recent camping trip, while campers in the 2018 study responded on the longest trip to a randomly selected park that they visited in the past summer. Changes in methodology may affect the consistency of results between 2018 and earlier years.

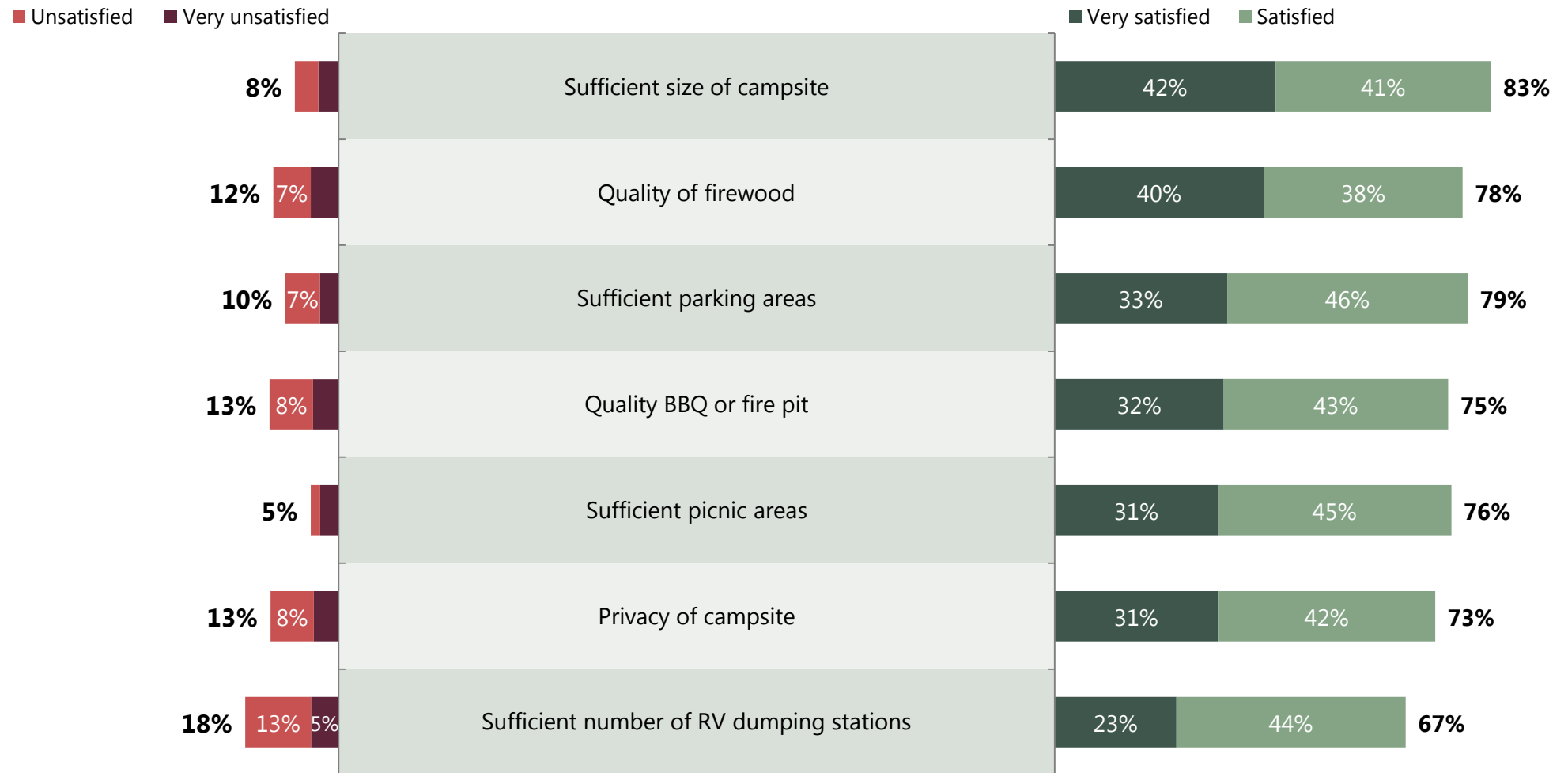
Satisfaction with park facilities varies widely between attributes. Areas of strongest satisfaction include conveniently-located bathrooms and the availability of electrical campsites. Well-maintained roads leading to the park and availability of full-service campsites represent the areas of greatest dissatisfaction.



20. Please rate your satisfaction with each of the following statements regarding the services or experiences during this camping visit to [insert park]? Base: All respondents excluding "Not applicable", n=1221 to 2124. "Neutral" not shown.

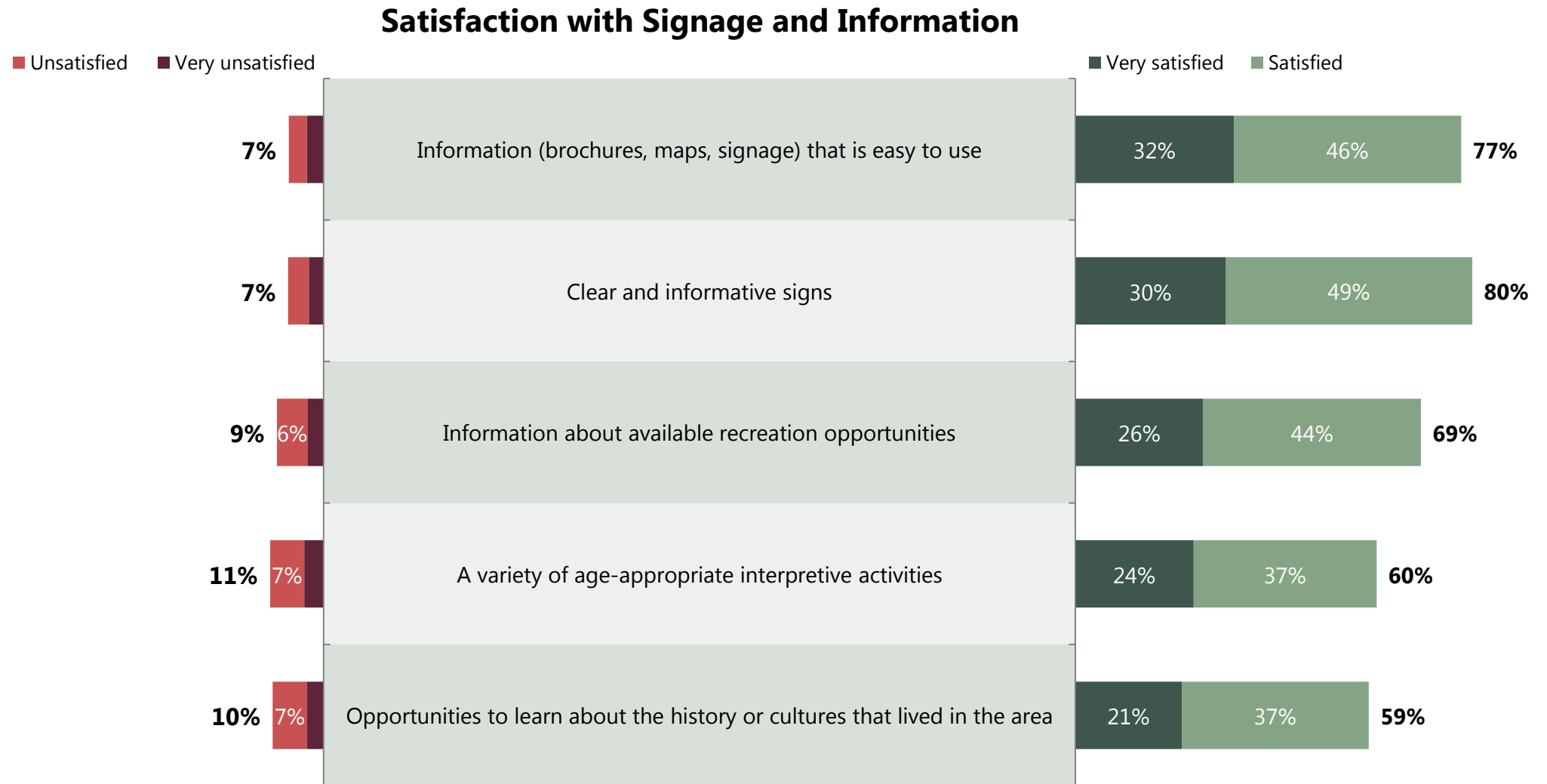
Satisfaction is relatively consistent and strong across aspects of quality and availability of campsite amenities. A lack of sufficient RV dumping stations is the greatest area of dissatisfaction among campers.

### Satisfaction with Quality and Availability of Amenities



20. Please rate your satisfaction with each of the following statements regarding the services or experiences during this camping visit to [insert park]? Base: All respondents excluding "Not applicable", n=1731 to 2120. "Neutral" not shown.

Satisfaction with campground signage and information is variable, ranging between moderate and strong.



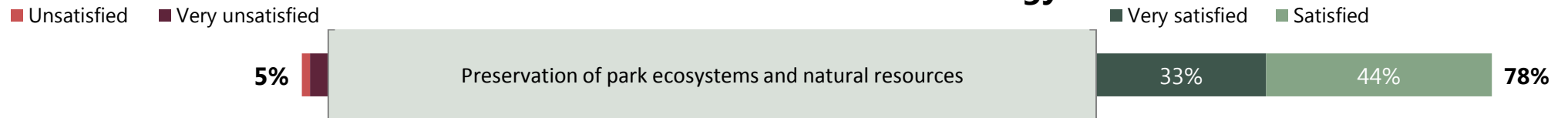
20. Please rate your satisfaction with each of the following statements regarding the services or experiences during this camping visit to [insert park]? Base: All respondents excluding "Not applicable", n=1781 to 2105. "Neutral" not shown.

Satisfaction with campground maintenance is strong, particularly in regards to clean/litter-free facilities and the maintenance of natural landscapes in parks. The maintenance of bathrooms and roads inside the park represent the areas of greatest dissatisfaction. Satisfaction with the preservation of park ecosystems and natural resources is strong.

### Satisfaction with Maintenance



### Satisfaction with Conservation and Ecology



20. Please rate your satisfaction with each of the following statements regarding the services or experiences during this camping visit to [insert park]? Base: All respondents excluding "Not applicable", n=1843 to 2126. "Neutral" not shown.

# Camper satisfaction with enforcement/security and staff ranges from strong to very strong.



20. Please rate your satisfaction with each of the following statements regarding the services or experiences during this camping visit to [insert park]? Base: All respondents excluding "Not applicable", n=2022 to 2123. "Neutral" not shown.



Satisfaction with most aspects decreases slightly in 2018. The introduction of the new survey format and methodology are potential factors influencing the change in satisfaction ratings.

Trended Satisfaction % Very satisfied & Satisfied	2017	2018	Difference
<b>Park Facilities</b>			
Conveniently-located bathrooms	89%	83%	-6%
Availability of electrical campsites	80%	74%	-6%
Grocery and/or convenience store	70%	67%	-3%
Well-maintained roads leading to the park	68%	65%	-3%
Boat launches	64%	58%	-6%
Availability of boat rentals and equipment facilities	54%	46%	-8%
Availability of full-service campsites	51%	35%	-15%
<b>Amenities</b>			
Sufficient size of campsite	87%	83%	-4%
Quality of firewood	72%	78%	6%
Sufficient parking areas	83%	79%	-4%
Quality BBQ or fire pit	76%	75%	0%
Sufficient picnic areas	81%	76%	-6%
Privacy of campsite	74%	73%	-1%
Sufficient number of RV dumping stations	67%	67%	0%
<b>Signage and Information</b>			
Information (brochures, maps, signage) that is easy to use	82%	77%	-5%
Clear and informative signs	85%	80%	-6%
Information about available recreation opportunities	72%	69%	-3%
A variety of age-appropriate interpretive activities	63%	60%	-2%
Opportunities to learn about the history or cultures that lived in the area	57%	59%	2%

20. Please rate your satisfaction with each of the following statements regarding the services or experiences during this camping visit to [insert park]?

Base: All respondents excluding "Not applicable", n=1221 to 2126. "Neutral" not shown.

Note: In 2017 and earlier studies, campers responded based on their most recent camping trip, while campers in the 2018 study responded on the longest trip to a randomly selected park that they visited in the past summer. Changes in methodology may affect the consistency of results between 2018 and earlier years.

Satisfaction with most aspects decreases slightly in 2018. The introduction of the new survey format and methodology are potential factors influencing the change in satisfaction ratings.

Trended Satisfaction % Very satisfied & Satisfied	2017	2018	Difference
<b>Maintenance</b>			
Clean/litter-free facilities	87%	82%	-5%
Maintenance of natural landscape in parks	87%	83%	-4%
Well-maintained bathrooms	82%	75%	-7%
Clean swimming/beach areas	77%	73%	-3%
Well-maintained trails	80%	75%	-5%
Well-maintained roads inside the park	78%	70%	-8%
<b>Conservation and Eco</b>			
Preservation of park ecosystems and natural resources	82%	78%	-4%
<b>Enforcement and Security</b>			
Feeling safe and secure	93%	87%	-6%
Rules/regulations that are clearly posted	86%	80%	-6%
Presence of park enforcement staff	71%	71%	0%
Rules/regulations that are enforced	76%	71%	-4%
<b>Staff</b>			
Staff who are friendly and courteous	89%	87%	-2%
Staff who are knowledgeable	83%	81%	-3%

20. Please rate your satisfaction with each of the following statements regarding the services or experiences during this camping visit to [insert park]?

Base: All respondents excluding "Not applicable", n=1221 to 2126. "Neutral" not shown.

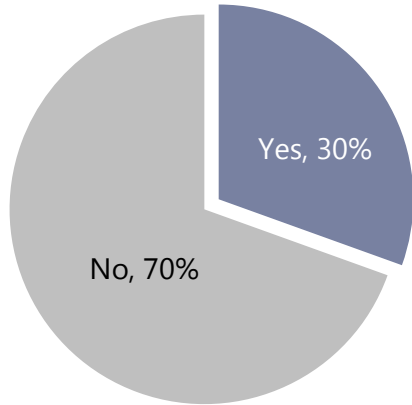
Note: In 2017 and earlier studies, campers responded based on their most recent camping trip, while campers in the 2018 study responded on the longest trip to a randomly selected park that they visited in the past summer. Changes in methodology may affect the consistency of results between 2018 and earlier years.

# Hot Topics



Three in ten campers offer suggestions for features or services that they have seen in other parks, covering a wide array of topics.

### Desired Features seen in Other Parks



Alberta's reservation website is much better set up. Only book 3 months in advance so you don't have to try and plan for the end of summer in March.

At least a partial selection of sites that are first-come-first-served.

Dog-friendly areas.

Better boat launches and stores in the park.

A small store to buy some of the basics like milk, bread, eggs etc. Nothing major.

Dry firewood, put a roof over it!

Ground-level fire pits.

Confectionery or concession is necessary. Would be nice to get a burger, fries, coffee, ice cream cone, etc.

Horseback riding trails..

Pools or splash parks

Free WiFi coverage. Most Alberta sites have WiFi coverage in the parks. It can be done but you must spend money!

Full service sites with water, sewer and electricity.

Zip lines, boat rentals, other activities

Interpretive Evening Amphitheatre programs like they offer in Kananaskis parks.

Would like to see all fire pits converted to the culvert style.

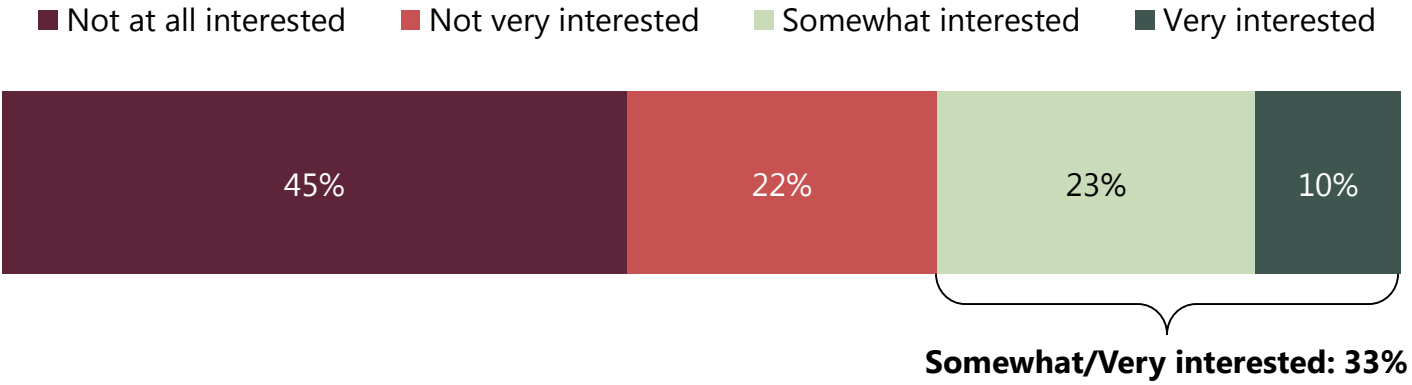
WiFi or internet service.

Murray Doell has park staff teaching kids different things on the beach re bears, plant life, etc. Great idea.

21. Are there any features or services you have seen in other parks that you would like to be introduced into Saskatchewan Provincial parks or Recreation Sites? Base: All respondents who offered comment, n=649.

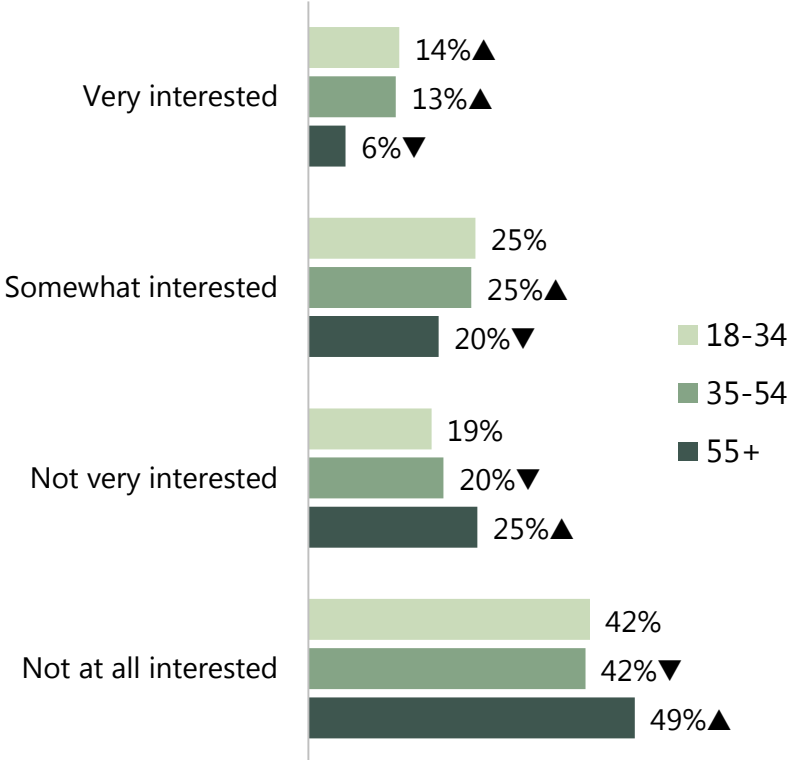
# Interest in staying at a Camp-Easy site is moderate, particularly among young and middle aged campers.

## Interest in Staying at Camp-Easy Site



"Camp-Easy sites come equipped with a large tent set up on a wooden platform, six beds, a screened dining tent, a stove and propane tank, lanterns, wash bins, camping chairs, roasting sticks and an axe. Sites are available at \$65/night."

## Interest in Staying at Camp-Easy Site by Age



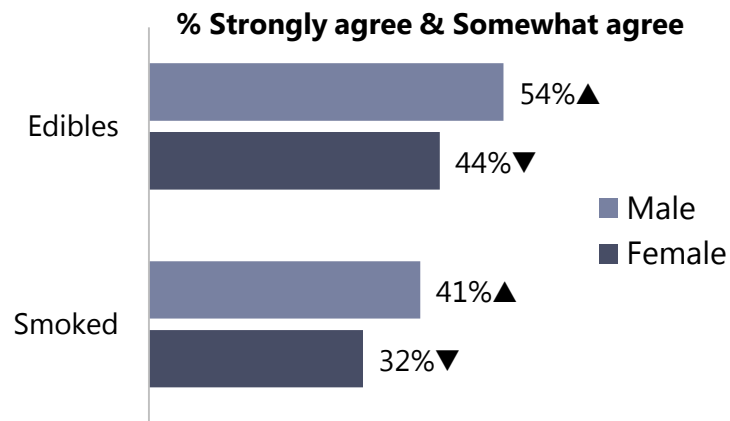
22. How interested are you in staying at a Camp-Easy site in a Saskatchewan Provincial Park? Base: All respondents, n=2128.

Opinions on whether or not cannabis should be allowed to be consumed in Saskatchewan Provincial Parks and Recreation Sites is divisive. Campers are most supportive of allowing edible cannabis products, while allowing cannabis to be smoked faces the greatest amount of opposition. Men and those between the ages of 18-34 are most likely to support allowing the consumption of cannabis in either form.

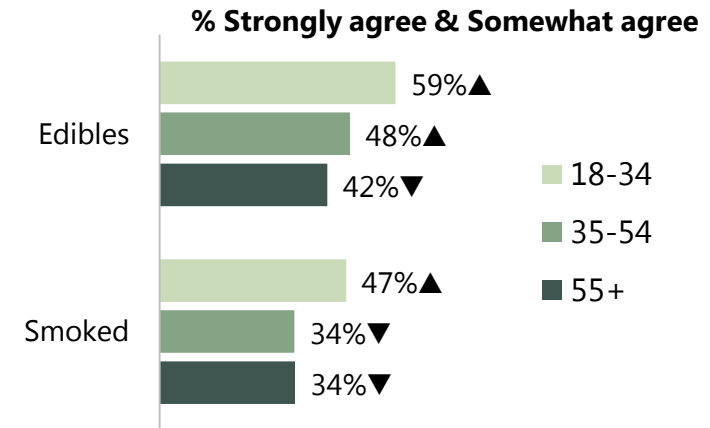
### Agreement with Allowing Consumption of Cannabis in Park



### Agreement with Allowing Consumption of Cannabis in Park by Gender



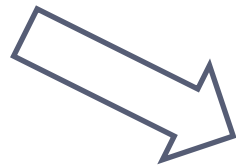
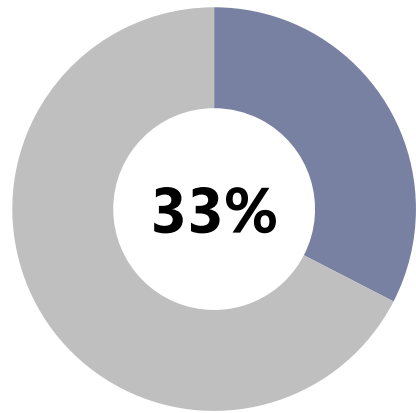
### Agreement with Allowing Consumption of Cannabis in Park by Age



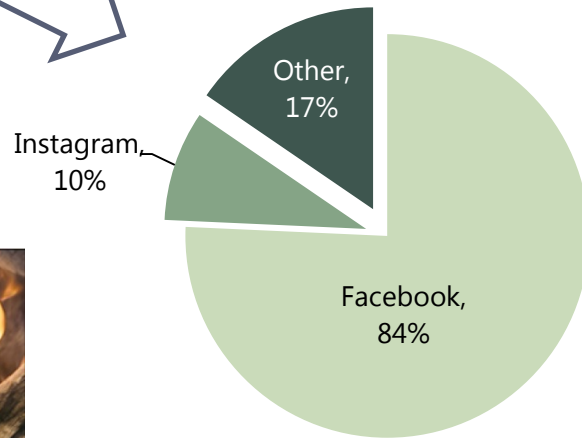
23. Once cannabis is legalized in Canada, do you agree or disagree that visitors to Saskatchewan Provincial Parks and Recreation Sites should be allowed to consume cannabis in their designated campsite in the following formats? Base: All respondents, n=2128.

One third of campers claim to recall having seen an ad for SaskParks in 2018. The majority of ad recall is attributable to Facebook. Two in ten of those who saw the ad say it had at least some influence on their decision to camp in a provincial park or recreation area.

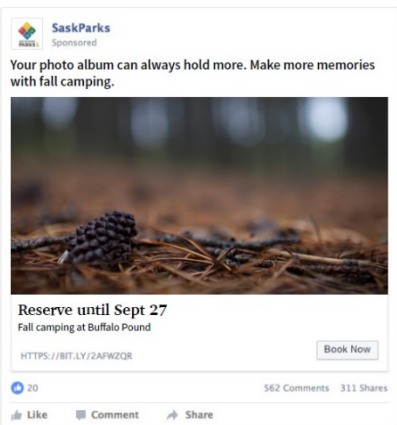
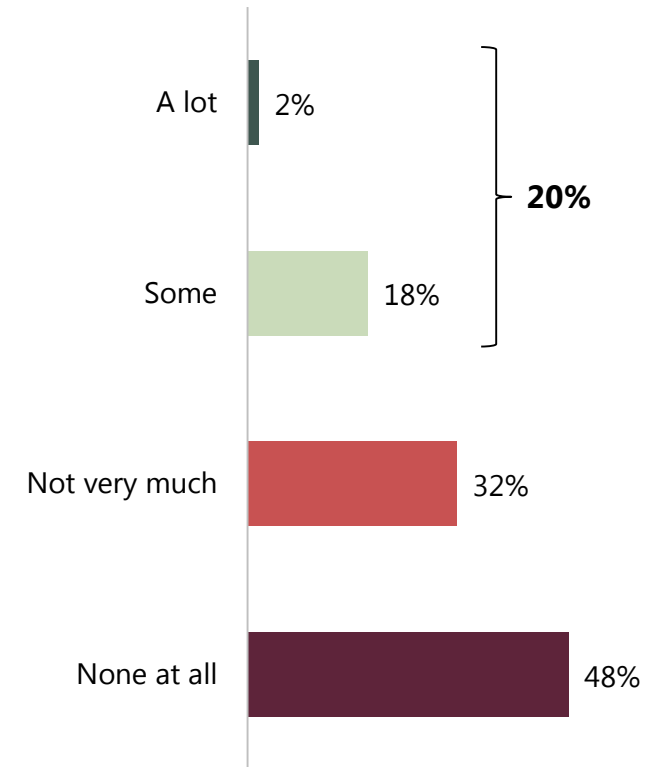
### Recall Seeing SaskParks Ads in 2018



### Recall Source



### Influence of Ads on Decision to Camp



24. Do you recall seeing any SaskParks ads such as these this year on: Base: All respondents, n=2128.

25. How much of an influence did these online ads have, if any, on your decision to camp in a provincial park or recreation area? Base: Respondents who recall seeing ads for SaskParks in 2018, n=693.

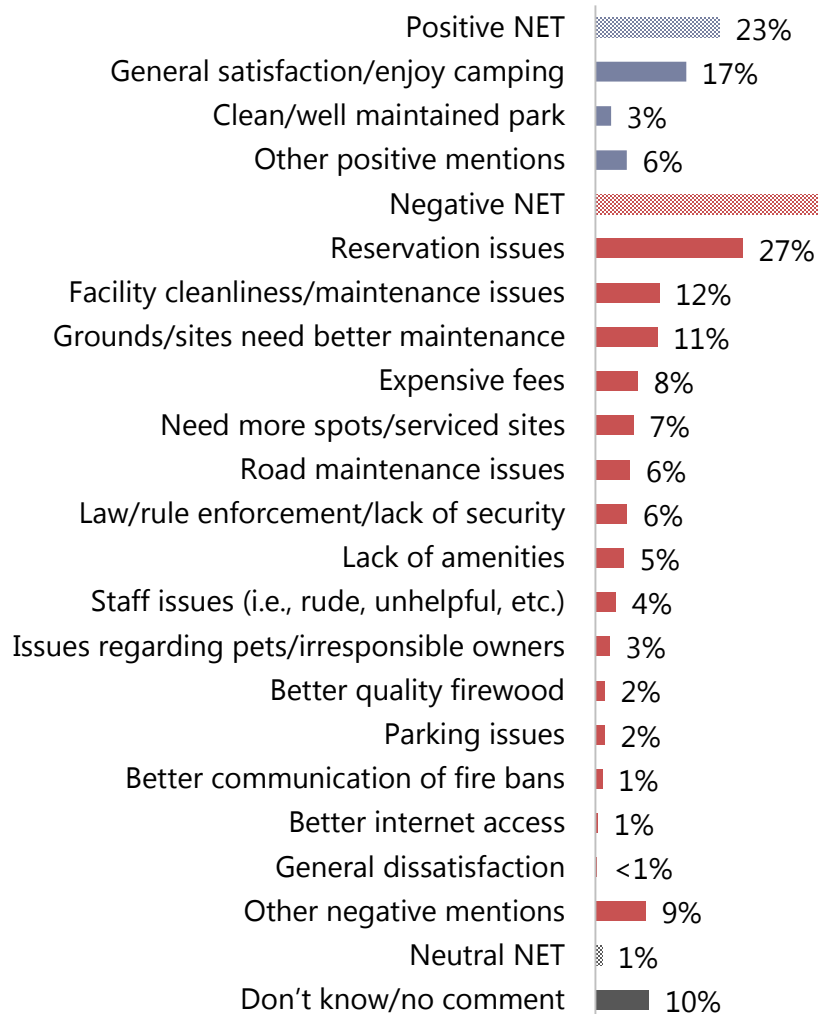
# Closing Comments





Among campers who offered positive closing comments, general satisfaction with the park and enjoying their camping experience were the most common comments. Most campers offered negative comments focusing on areas of improvement, including reservation issues, and facility/grounds cleanliness and maintenance issues.

### Closing Comments



We are so fortunate to have the quality of parks in Saskatchewan. Please keep it affordable.

Once again, it was impossible to book a site for the entire stay and we were forced to move sites twice during our stay. Not only is it inconvenient, but it also ruins a day at the lake since you can't move into the other site until the other person is gone. Morning's are wasted packing your site, afternoon is wasted setting up new site. There has got to be a better way to book sites for longer stays.

Large washrooms were in rough shape.

I dislike the launch date booking system. Very few people know which days they can travel/take holidays months before the camping season starts. So they just book a bunch of dates, not actually knowing if they can even camp then. Oftentimes, sites are booked and then sit empty, when they could have been used instead.

I have always had a good time in the provincial parks, no matter where I have gone. We will continue to visit these parks.

Would be nice if the campsites were cleaned between visitors. Also, to ensure people have checked out at appropriate times. People were still in our site when we arrived

The booking system is going to give me an anxiety attack - it's that bad - I actually broke down in tears last year as I could not get a spot at first even though I was in the queue.

We go camping to escape the noise and bustle of the city. Please try to keep Provincial Parks quiet places to enjoy nature.

Our parks are a jewel for the province. They should have a larger budget provided to conduct more programming for campers - especially children.

33. Do you have anything else you would like to share about your visit(s) to Saskatchewan Provincial Parks this summer (May through September 2018)? Base: All respondents who offered comments, n=970.