

**BC Parks**  
**Household Survey 2005**

**Provincial Report**  
***FINAL***

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**BC STATS**



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## EXECUTIVE SUMMARY

### Survey

This report contains the results of a telephone survey of 2,000 British Columbians carried out during November 2005.

### Support for the parks system high

Almost all the respondents (93%) stated that they had visited a BC provincial Park at some time in the past, and nearly two-thirds had visited in the previous 12 months. Seven out of ten respondents also said that they intend to visit a BC Provincial Park in the next 12 months.

Virtually all respondents (95%) said that it was “Important” or “Very important” that there are provincial parks in BC, and an almost equal number (93%) said that it was “Important” or “Very important” that the provincial parks preserve wilderness.

Learning about the natural environment and having a range of outdoor recreation opportunities was important for roughly seven out of ten respondents, while just over half (56%) said it was important that parks provide tourism and economic development opportunities.

### Outdoor recreation enthusiasts

The data was analysed by looking for differences between those respondents who said that outdoor recreation was important to them and other respondents.

Outdoor recreation enthusiasts were far more likely to have visited a provincial

park in the past 12 months, and have stronger support and images of the park system.

### Day-use of BC Parks and parking fees

Over half (57%) of the outdoor recreation enthusiasts reported having paid to park at a BC Provincial Park day use area. The proportion is higher in those regions where pay parking has been introduced, and lower in other regions of BC.

Slightly more than half of the outdoor recreation enthusiasts stated that they disagree with the policy of having parking fees in day use areas, and that they are unwilling to pay the current parking fees.

When asked what the maximum amount they would be willing to pay for a short day use experience, nearly half (46%) of the outdoor recreation enthusiasts said that they should not have to pay. Forty percent of respondents stated they would be willing to pay amounts up to \$5.

A notable shift occurred in the pattern of response when the question was rephrased to “What is the maximum amount you would be willing to pay if you knew that all the money collected went back into the BC Parks’ system for new facilities, services and better maintenance?” Roughly half of the persons who answered “nothing” to the earlier question now stated that they would be willing to pay, and the median amount doubled to \$4.

## INTRODUCTION

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BC STATS, on behalf of the Ministry of Environment, Parks and Protected Areas Branch, undertook a telephone survey of 2,000 members of the public of British Columbia during November 2005. The objectives of this research were to:

- Measure the support for and image of the BC Parks system;
- Understand the opinions of visitors and non-visitors to the park system and the level of interest in outdoor recreation activities; and
- Measure the support for day-use parking fees.

The questions asked were based in large part on earlier BC Parks household surveys and research projects, and parks and outdoor recreation surveys conducted by similar organizations in other jurisdictions.

## MAJOR FINDINGS

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### KEY DIMENSIONS FOR ANALYSIS

For the purpose of the following analysis, the respondents to the survey are often treated as a whole. In addition, the respondents have been grouped along two dimensions:

- whether or not the respondent had visited a BC Provincial Park in the previous 12 months<sup>1</sup>, and
- if the respondent stated that they agreed or strongly agreed with the statement “Compared with other interests, outdoor recreation is important to me.”<sup>2</sup> Those who responded this way are referred to as “outdoor recreation enthusiasts”.

Other segmentation of respondents, such as regional and demographic segments, are discussed where there are statistically significant differences in the responses to key questions.

### PATTERNS OF VISITS TO BC PARKS

Nearly all of the respondents stated they have visited a provincial park at some time; 93% of respondents reported having visited a BC Provincial Park. Nearly two-thirds (64%) of respondents said they had visited a park in the past 12 months. A slightly higher proportion (72%) said that they planned to visit a BC Provincial Park in the next 12 months.

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<sup>1</sup> Question 2.

<sup>2</sup> Question 20.

Knowing when a person last visited a BC Provincial Park is a very good predictor of their future intentions to visit a park in the future.

Most (60%) of the respondents who had visited a park in the past 12 months also said that they planned to visit a park in the next 12 months. A small minority of the persons who had visited in the past 12 months said they had no plans or were uncertain if they would visit a BC Provincial Park in the next 12 months.

The respondents who had last visited a park at some time more than 12 months ago were roughly (i.e. those who had visited at some point in the past, but not in the past 12 months) evenly split between those who planned to visit a park in the next 12 months and those who did not. Roughly a quarter of these respondents were not sure if they would visit a BC Provincial Park or not, a much higher proportion than the respondents who had visited a park in the past 12 months.

Only 1 in 4 of the respondents who have never visited a BC Provincial Park thought that they might visit one in the next 12 months, and 60% of them said they had no plans at all to visit a park in the next 12 months.

There were no statistically significant regional differences to the question “Have you visited a BC Provincial Park in the past 12 months?”

**Figure 1: Park Visit Patterns**

Have you ever visited a BC Provincial Park?	Have you visited a BC Provincial Park in the past 12 months?	Do you plan to visit a BC Provincial Park in the next 12 months?		
		Yes	No	Not sure/don't know
Yes: 93.2%	Yes: 64.3%	59.1%	2.3%	3.0%
	No*: 28.9%	10.9%	11.3%	6.7%
	<i>Subtotal: 93.2%</i>	<i>70.0%</i>	<i>13.6%</i>	<i>9.7%</i>
No*: 6.8%		1.7%	4.1%	1.0%
Total		71.6%	17.7%	10.7%

NOTE: all percentages shown are based on the total sample.

\* includes “Not sure/don't know”

## OUTDOOR RECREATION BEHAVIOUR

### Outdoor Recreation Enthusiasts

The respondents were asked their level of agreement with the statement “Compared to other interests, outdoor recreation is important to me.”<sup>3</sup> Nearly half (48%) of the respondents said that they strongly agreed with the statement. Another quarter (26%) were also in agreement. These respondents have been dubbed “outdoor recreation enthusiasts” for this analysis.

Outdoor recreation enthusiasts are disproportionately more numerous in the 35-54 age group, and under-represented in the 55+ age categories. When asked to define their ethnic and racial background, 78% of white/Canadians are identified as outdoor recreation enthusiasts, compared to 70% of others. Stated in more general terms, a large proportion of respondents are outdoor recreation enthusiasts regardless of race or ethnic origin, but those who defined themselves as white or Canadian are somewhat more likely to be outdoor recreation enthusiasts than other respondents.

It is important to note that there is significant overlap between the British Columbians for whom outdoor recreation is important, and the users of the BC Provincial Parks system. Phrased another way, the two groups are for the most part one and the same: most outdoor recreation enthusiasts use BC’s provincial parks, and most of the users of BC provincial parks are outdoor recreation enthusiasts.

For example, 76% of the respondents who said that they “strongly agreed” with the statement that outdoor recreation was important to them had visited a BC Provincial Park in the past 12 months. On the other end of the scale, 60% of the respondents who said that they strongly disagreed with the phrase that outdoor recreation is important to them did not visit a park in the past 12 months.

**Figure 2: Outdoor Recreation Behaviour**

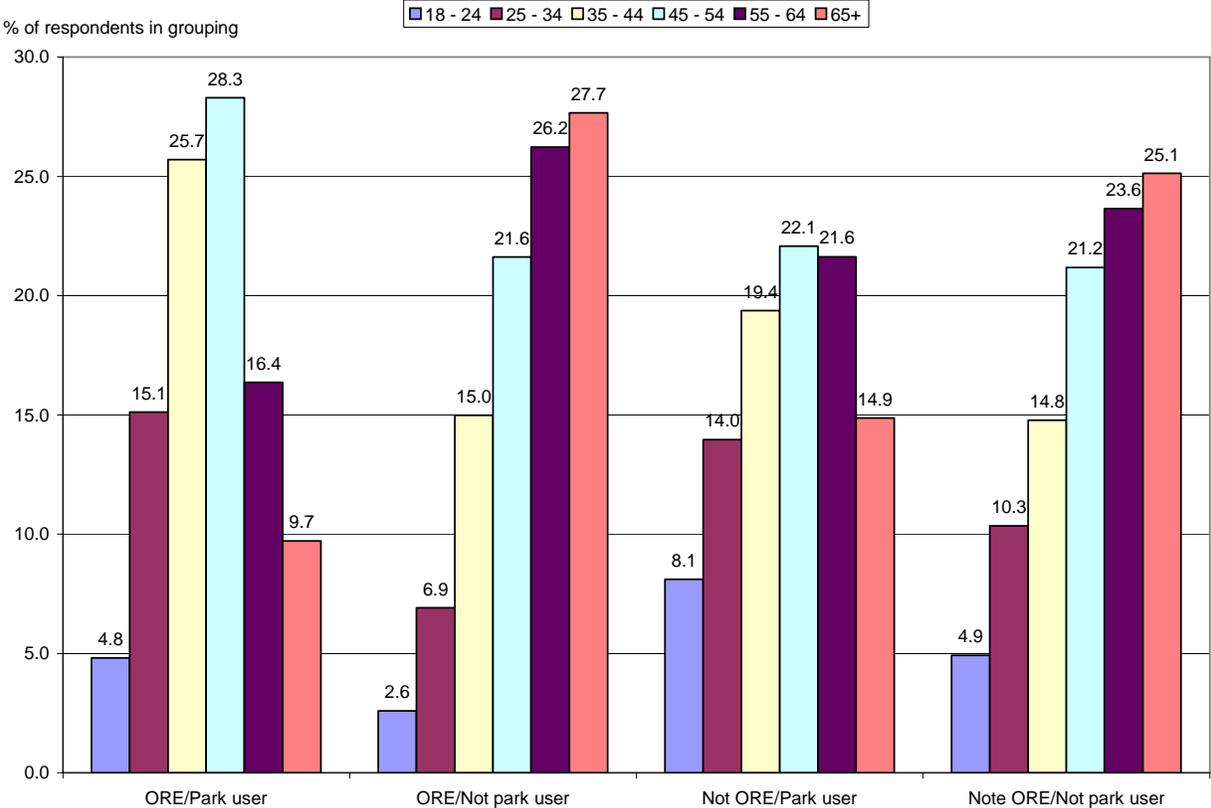
Level of interest in outdoor recreation	Have you visited a BC Provincial Park in the past 12 months? (% of all respondents)		
	Yes	No	Total
Outdoor Recreation Enthusiast*	57.3%	19.2%	76.5%
Persons with other interests	12.2%	11.3%	23.5%
Total	69.5%	30.5%	100%

\* “Agreed” or “Strongly agreed” with the statement “Compared to other interests, outdoor recreation is important to me”.

<sup>3</sup> Question 20, using a five-point Likert scale, from “Strongly Agree” to “Strongly Disagree”.

There is, however, a relatively large group (roughly 20% of the respondents) who stated that outdoor recreation is important to them, and who did not visit a BC provincial park in the past 12 months. These respondents tended to be older than the other outdoor recreation enthusiasts. Their average age is 55.7 years (versus 47.0 for the park visiting outdoor recreation enthusiasts) and more than half (54%) of the respondents in this category are over the age of 54. The age distribution of the four groups is shown in the figure below.

**Figure 3: Outdoor Recreation Behaviour by Age**



\*"ORE" is "Outdoor Recreation Enthusiast"

The outdoor recreation enthusiast/park users tend to have a higher level of education than the other three groups. More than a third (37%) have a university degree, and another 12% have other post-secondary education.

Park users – whether they are outdoor recreation enthusiasts or not – are more likely to have internet access at home than respondents who did not visit a park (80% for park visitors, versus 70% for those who did not visit).

Park users are much more likely to have children. Over 40% of park users, again both outdoor recreation enthusiasts and those with other interests – live in a household that is made up of a "couple with children". This compares with 34% of respondents who

did not visit a park. Over a quarter (27%) of outdoor recreation enthusiasts who did not visit a park live in a single person household, compared to 12% of park users.

The response to the question “How many of your household are under the age of 20?”<sup>4</sup> yields a similar response. When asked this second question, 48% of outdoor recreation enthusiasts who visited a park indicated that there were persons under the age of 20 in their household. This is nearly double the proportion of outdoor recreation enthusiast non-park users, where 28% said that they had children under the age of 20.

Almost all (94%) of outdoor recreation enthusiasts who also visited a park in the past 12 months said that they intend to visit in the next 12 months. The next highest proportion were the park visitors with other interests (83%). Less than half (46%) of the outdoor recreation enthusiasts who did not visit a park said that they intended to visit a park in the next 12 months.

### **Outdoor Recreation Participation**

Just over one-third of the respondents (38%) said that they had participated in outdoor “adventure” activities<sup>5</sup> in the past 12 months. Virtually all of them (94%) stated that they will participate in the activity again in the next 12 months. Just over half of those stated that they had undertaken that activity in a BC Provincial Park.

As might be guessed, these activities are of greater appeal to younger outdoor recreation enthusiasts. Nearly one in six (58%) of respondents aged 18 to 24 stated that they had engaged in “adventure” outdoor recreation in the previous 12 months. This was the only age group where more than half of the respondents had undertaken these activities. Only 41% of respondents aged 25-34 had engaged in the activities, while 47% of respondents aged 35-44 and 45-54 stated that they had.

Nearly three-quarters of the outdoor “adventure” participants are both outdoor recreation enthusiasts and park users. Another 18% were outdoor recreation enthusiasts who had not visited a BC Provincial Park in the 12 months prior to the survey.

“Leisure” outdoor recreation activities<sup>6</sup> were far more popular, with 8 out of 10 respondents having participated in the past 12 months. Nearly two-thirds of the participants in leisure outdoor recreation had undertaken it in a BC Provincial Park in the past 12 months, and only 2.7% said that they wouldn’t be doing it again in the next 12 months. There was little difference between the age of the respondents who had undertaken the activity and those who had not.

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<sup>4</sup> Determined through Question 58, which asked “How many members of your household are in each of the following age categories?” in five year increments up to age 25, and then 10 year increments beyond that to 65.

<sup>5</sup> “Outdoor adventure activities” were defined for the respondent as activities such as backcountry skiing, rock climbing, white-water kayaking, and wilderness hiking.

<sup>6</sup> “Outdoor leisure activities” include picnicking, walking, visits to historic sites, and wildlife viewing.

“Other” outdoor recreation<sup>7</sup> was participated in by 62% of the respondents, with just over half saying they had used a BC Provincial Park for the activity at one point during the previous 12 months. Again, virtually all of the respondents intended to participate again in the next 12 months. The younger (18-24) and older (55-64 and 65+) respondents are less likely to have undertaken these activities.

**Figure 4: Outdoor Recreation Participation**

	<b>Outdoor adventure</b>	<b>Outdoor leisure</b>	<b>Other outdoor</b>
Did you participate in the past 12 months? (% of all respondents)	37.5%	79.1%	61.5%
Did you do it in a BC provincial park? (% of those who did activity)	58.8%	65.0%	56.3%
Will you do it again in the next 12 months? (% of those who did activity)	93.5%	97.4%	97.1%

### **SUPPORT FOR BC PARKS**

The survey asked respondents a series of questions about their support for BC’s provincial park system.

Nearly all respondents indicated strong support for the Provincial Park system; 9 out of 10 respondents (88%) said that it is “very important” that there are provincial parks in BC, and most of the remainder (7.0%) said it was “important”. The mean score out of a possible 5 (where every respondent would indicate that the attribute was “very important”) was 4.80.

Respondents indicated that it is more important for the parks system to preserve wilderness than to provide tourism and economic development opportunities. Wilderness preservation was given as “very important” by 82% of respondents, and “important” by another 11%. The mean score on this question was 4.72 out of 5.

When asked “How important is it to you that BC’s provincial parks provide tourism and economic development opportunities for you community?”, roughly 1/3 (32%) gave “very important” and nearly 1/4 said “important”. In total, 56% of respondents gave “very important” or “important” responses to this question. A significant proportion – 1 out of 4 respondents – also indicated it was neither important nor unimportant. The mean score on this question was 3.64 out of 5.

Falling below the importance of wilderness preservation but above the economic development were the importance of the parks system’s roles in providing outdoor recreation and places to learn about the natural environment.

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<sup>7</sup> “Other outdoor recreation activities” include fishing, hiking, boating, snowmobiling, and skiing.

Figure 5: Support for BC Parks

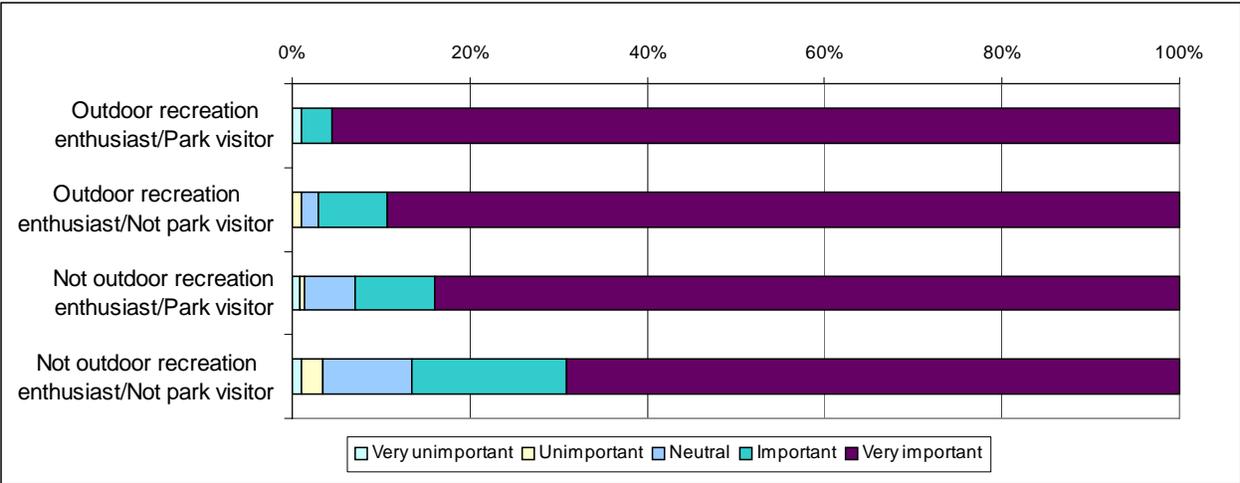
Importance Question	% of respondents indicating “Important” or “Very Important”	Mean Score (out of 5)
Q4. How important is it to you that there are provincial parks in British Columbia?	94.9%	4.80
Q5. How important is it to you that BC’s provincial parks preserve wilderness?	92.6%	4.72
Q7. How important is it to you that BC’s provincial parks provide places to learn about the natural environment?	75.4%	4.15
Q6. How important is it to you that BC’s provincial parks provide a range of outdoor recreation opportunities?	69.1%	4.04
Q8. How important is it to you that BC’s provincial parks provide tourism and economic development opportunities for your community?	55.8%	3.64

**Support from Outdoor Recreation Enthusiasts**

In general, the respondents who identified themselves as outdoor recreation enthusiasts rated the attributes of the park system as more important than other respondents. Similarly, park users tended to feel the attributes were more important than non-park users. On some questions (wilderness preservation and providing tourism and economic development opportunities) the differences were slight.

On the question “How important is it to you that there are provincial parks in British Columbia?”, the difference was dramatic. Almost all (95%) of the outdoor recreation enthusiast park users responded to this question as “very important”, and the vast majority of the remainder said “important”. Thus just over 1% gave a neutral or unimportant response. By contrast, just over two-thirds (69%) of the respondents for whom outdoor recreation is not important, and who had not visited a BC provincial park, said that it was very important that there are provincial parks, and 14% gave neutral or unimportant and very unimportant as their response.

**Figure 6: Support for BC Parks, by level of interest in outdoor recreation**



**Support by Region**

There were very few regional difference in the responses to these questions. On the question of how important wilderness preservation is to them, residents of Northern BC were slightly below the provincial average (85% in agreement, compared to the provincial average of 93%). Residents of the Thompson Okanagan region placed slightly higher importance on BC’s provincial parks providing places to learn about the natural environment. Two-thirds (66%) of Cariboo residents said it is important that BC’s provincial parks provide tourism and economic development opportunities for their community, compared to a provincial average of 56%.

**IMAGE OF BC PARKS**

“Fun”, “relaxing”, “wilderness atmosphere”, and “family-oriented” are the four most strongly held images of BC Parks.

Just over half of the respondents strongly agreed with the statements that BC Parks are “fun” and “relaxing”. In both cases, another third of the respondents stated that they agreed with the statement.

Two of the image questions that yielded the lowest scores centre on the issue of cost. Both “BC Parks offer good value for money” and “BC Parks offer affordable camping” scored lower than other images, with the exception of “BC Parks have high quality facilities”. It is worth noting that roughly 5 times more respondents said “don’t know/no opinion” to the affordable camping question (11% of respondents, compared with 5% for the “good value for money” question, and roughly 2% for all other questions).

Figure 7: BC Parks Images

Agreement Question	% of respondents indicating “Agree” or “Strongly Agree”	Mean Score (out of 5)
Q10. BC Parks are fun places to visit.	84.0%	4.38
Q13. BC Parks are relaxing places to visit.	83.9%	4.35
Q12. BC Parks have a wilderness atmosphere.	78.5%	4.21
Q14. BC Parks are family-oriented.	76.9%	4.20
Q18. BC Parks offer distinctive and unique attractions.	70.3%	4.06
Q16. BC Parks are clean.	72.0%	4.01
Q15. BC Parks are safe.	65.8%	3.94
Q17. BC Parks offer good value for money.	60.0%	3.77
Q11. BC Parks have high quality facilities.	52.8%	3.60
Q9. BC Parks offer affordable camping.	49.3%	3.60

### The Image of BC Parks held by Outdoor Recreation Enthusiasts

Across most of these questions, outdoor recreation enthusiasts had higher levels of agreement than respondents with other interests, while there was a similar difference between park users and those who had not visited a BC provincial park in the previous 12 months. Exceptions to this trend were the questions “BC Parks offer affordable camping” and “BC Parks have high quality facilities”, where there was no difference between the respondents.

### Image of BC Parks: Unprompted Open-ended Responses

The respondents were also asked to provide one word or a short phrase that best describes BC Parks. More than 90% of the respondents gave an answer, and virtually all of the responses were positive. The physical beauty of the landscape was most frequently given (13%), followed by the natural state of the parks (7.6%). The range of other comments was broad, focussing on accessibility, the recreation experience, or the societal value of having a parks system.

When it came to the negative comments, 2.3% said that BC Parks were expensive or too commercial, but this was set off by an equal number of respondents whose unprompted comment was that the parks system was “valuable, worthwhile, or affordable”. Less than 1% of respondents suggested that the parks system has run down or gone downhill, and another 2.6% said that the system needs improvement and has the potential to be better.

There was only one question where respondents from different regions varied from the provincial average. Thompson Okanagan residents had a higher level of agreement with the statement that BC Parks have high quality facilities (62%)

**BARRIERS TO PARK USE**

Most of the outdoor recreation enthusiasts, defined above, feel that the barriers to park use are, in general, quite low. Respondents were asked if they agreed with a variety of statements; the lower the mean score, the less important was that barrier. The table below shows the relative importance of a variety of barriers, from highest to lowest.

**Figure 8: BC Parks Barriers**

<b>Barrier</b>	<b>Mean Score (out of 5)</b>
Q31. Park fees are too high	2.99
Q32. The facilities or areas are too crowded	2.78
Q39. There is a lack of facilities for people with disabilities	2.63
Q35. There is a lack of campsites with electrical hook-ups	2.51
Q34. There is a lack of educational programs or facilities	2.48
Q36. I am concerned about safety & security	2.44
Q37. I lack information and am unaware of opportunities	2.36
Q38. There are too many (restrictive) regulations in parks	2.29
Q33. Facilities are poorly kept or maintained	2.27
Q40. There is a lack of things to do	1.78

The highest barrier – indicated by the highest level of agreement – is park fees, which are seen as being too high by as many people who feel they are not too high. The split is almost perfectly symmetrical, with the largest proportion of respondents indicating that they neither agree nor disagree.

When asked an unprompted question about other barriers to park visitation, most said that there were not any others (58%). The most common barrier that was given was park use fees (12.1%), most of which centred on parking fees specifically (8.2%). The next barrier cited was a lack of time, including being busy with work (7.2%).

**Outdoor Recreation Enthusiasts: Barriers**

Outdoor recreation enthusiasts had, in many cases, different levels of agreement with the questions about barriers than the persons with other interests. They were more likely to agree with the statements that park fees are too high. On the other hand, the outdoor recreation enthusiasts were less likely to agree with “I lack information and am unaware of opportunities” and “There are too many restrictive regulations in parks”, and “There is a lack of things to do”.

## DAY USE OF PARKS & PARKING FEES

Respondents were asked a series of questions about day use of parks and the associated parking fees.

A significant proportion (79%) of respondents took a day use trip to a BC Provincial Park in the past 12 months. Only 21% did not take any trips at all. While most of the respondents who had taken a day use trip had taken between 1 and 5 trips, a large group had take between 6 and 10, and almost equal number (amounting to 13% of the total number of respondents) had taken more than 10 trips.

The majority of respondents who are outdoor recreation enthusiasts (57%) reported having paid to park at a BC provincial park day use area.

There were significant regional differences shown when the respondents were asked “Have you ever paid to park at a BC provincial park day use area?” The regional pattern follows the locations where pay parking at day use areas has been introduced. Roughly two-thirds of the respondents in both the Vancouver Island and Vancouver, Coast & Mountain regions indicated that they had paid. The proportion fell to half in the Thompson Okanagan region, and to roughly one in five through the remainder of the province. This regional variation is due to the fact that day-use parking fees are charged at parks in the Vancouver Island, South Coast, and Thompson-Okanagan Regions.

Figure 9: Day Use Fees in BC Parks, by Region

Region	% of respondents indicating “Yes” to the question “Have you ever paid at a BC Provincial Park day use area?”
Vancouver Island	63%
Vancouver, Coast & Mountains	66%
Thompson Okanagan	48%
Kootenay Rockies	17%
Cariboo, Chilcotin, Coast	23%
Northern BC	19%

## PARKING FEE POLICY

More than half of the respondents (57%) stated that they disagree or strongly disagree with the statement “In general, I support a policy of having parking fees in some BC provincial park day use areas.” A slightly lower percentage (52%) disagreed with the statement “I am willing to pay the current parking fees charged at BC Parks’ day use areas”, suggesting some of the outdoor recreation enthusiasts accept having to pay to park, although they do not agree with the policy.

Only one-quarter of the respondents agreed or strongly agreed that they support the policy (24%) and are willing to pay the current parking fees (28%).

There were no significant regional differences seen in the responses to these two questions.

**Figure 10: Support for Day Use Fees in BC Parks**

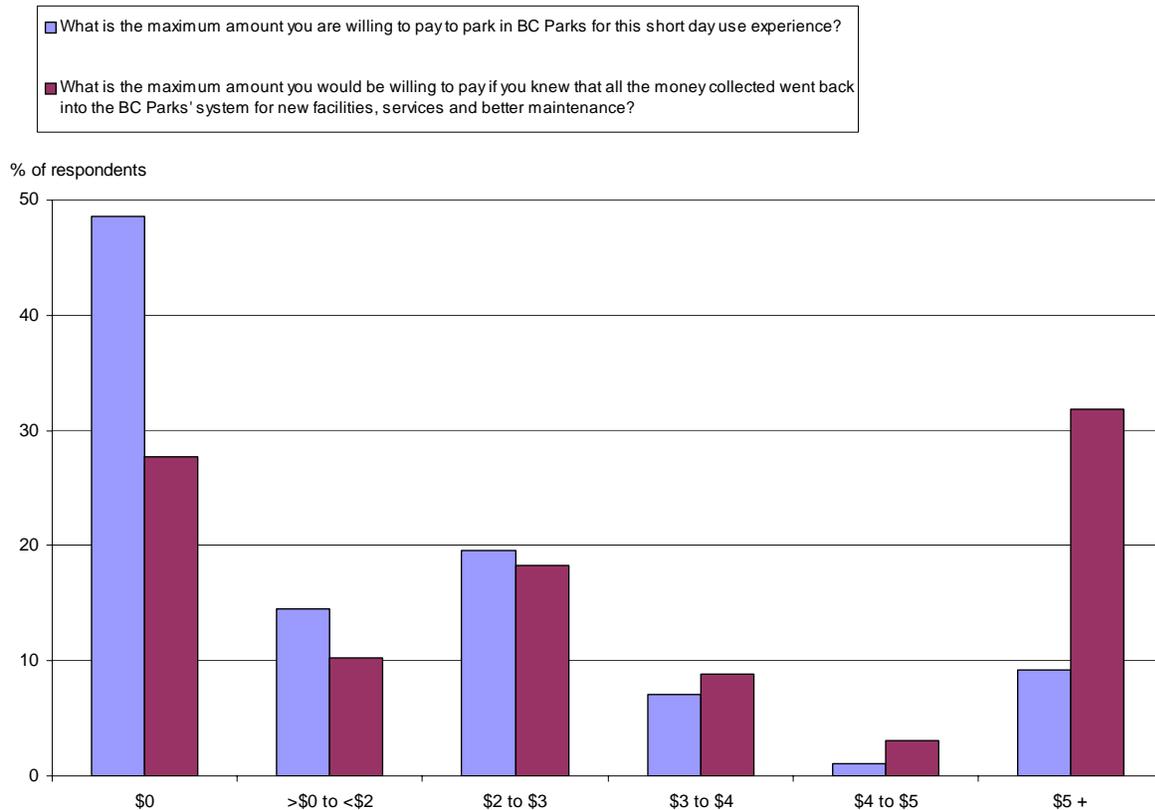
<b>Agreement Question</b>	<b>% of respondents indicating “Agree” or “Strongly Agree”</b>	<b>Mean Score (out of 5)</b>
Q44. In general, I support a policy of having parking fees in some BC provincial park day use areas.	23.7%	2.31
Outdoor recreation enthusiasts	22.3%	2.25
Persons with other interests	30.1%	2.57
Q45. I am willing to pay the current parking fees charged at BC Parks’ day use areas.	27.9%	2.49
Outdoor recreation enthusiasts	26.6%	2.45
Persons with other interests	34.2%	2.73

**Short Day Use Fees**

When asked what the maximum amount they would be willing to pay for a short day use experience, nearly half (46%) of the outdoor recreation enthusiasts said that they should not have to pay. Forty percent of respondents stated they would be willing to pay amounts up to \$5. Fewer than 1 in 10 would be willing to pay more than \$5. The median amount – the midpoint of all responses – was \$2.

A notable shift occurred in the pattern of response when the question was rephrased to “What is the maximum amount you would be willing to pay if you knew that all the money collected went back into the BC Parks’ system for new facilities, services and better maintenance?” Many of the respondents increased the amount they would be willing to pay, and the median amount doubled to \$4. A third of the outdoor recreation enthusiasts (36%) gave amounts up to \$5, and another quarter stated they would be willing to pay between \$5 and \$10. It is worth noting that nearly half (42%) of the persons who answered “nothing” to the earlier question now stated that they would be willing to pay, including nearly a quarter of those now stating that they would be willing to pay \$5 or more.

Figure 11: Day Use Fees in BC Parks: Willingness to Pay



Compared to the provincial total, respondents from the Kootenay Rockies region were significantly more likely to say “Should have to pay nothing” (given by 60% of respondents), while in Vancouver, Coast and Mountains they were more likely to give an amount (only 42% said “Should have to pay nothing”).

When the question was restated to “What is the maximum amount you would be willing to pay if you knew that all the money collected went back into the BC Parks’ system for new facilities, services and better maintenance?”, there was no significant differences seen in the regions.

**Full Day Use Fees**

The outdoor recreation enthusiasts seem to have a greater willingness to pay for a full day of parking at a BC Provincial Park. Just over one-quarter (28%) stated that the amount they would be willing to pay is nothing, and the median amount was \$5.

There was a less dramatic shift in the responses when the question was rephrased as “What is the maximum amount you would be willing to pay if you knew that all the money collected went back into the BC Parks’ system for new facilities, services and better maintenance?” The median amount rose to between \$5 and \$10, with 21% still unwilling to pay any fee at all.

There were no significant differences between the regional responses to these questions.

### **Response to Parking Fees**

Just over one-third (34%) of the outdoor recreation enthusiasts stated that they had, at some point, not used a day use area because parking fees were charged. When asked what they did instead, roughly 1 in ten said that they parked elsewhere (suggesting that they still used the park), and fewer than 1% parked but did not pay. The remainder did not use the park, and found a variety of other things to do.

Residents of Vancouver Island were much more likely to give a “Yes” answer when asked if they had ever not visited a day use area in BC Parks because parking fees were charged (52%). Residents in Kootenay Rockies, Cariboo Chilcotin Coast, and Northern BC were less likely than the provincial average to have answered “No” to this question. This regional variation is due to the fact that day-use parking fees are charged at parks in the Vancouver Island, South Coast, and Thompson-Okanagan Regions.

## DEMOGRAPHICS

The age distribution of the respondents was relatively close to that of the BC population with one exception. The 18-24 is quite under-represented; the other age representations are within the range of variation expected on a survey of this size.

Figure 12: Response Rate by Age Group

AGE GROUP	Survey	BC Population <sup>8</sup>
18-24	5%	12%
25-34	14%	17%
35-44	22%	20%
45-54	24%	20%
55-64	19%	14%
65 or more years	16%	17%

The survey over-represented women; 56% of the respondents were female, compared to the overall population where 51% of adults (18 years of age and over) are female.

The ethnic/racial origin of the respondents was biased to those identifying themselves as White/Canadian/European.

Figure 13: Response Rate by Racial/Ethnic Origin

RACIAL/ETHNIC ORIGIN	SURVEY		BC POPULATION <sup>9</sup>	
	# of Respondents	% of Respondents	# of persons	% of BC Population
White/Canadian/European	1,654	86%	2,862,405	74%
Aboriginal/First Nations	64	3%	170,025	4%
Chinese	68	4%	365,485	9%
South Asian	25	1%	210,295	5%
Other	98	5%	260,670	7%
Don't Know/Refused	91	5%	NA	NA
TOTAL	2,000		3,868,880	

The household incomes of respondents and the provincial total were found to be similarly distributed.

<sup>8</sup> BC population estimate, 2005. Source: BC Stats.

<sup>9</sup> BC Population, Census 2001.

Three-quarters of respondents have internet access at home, and another one in ten have access from another location such as work. Only 16% of respondents stated that they do not have internet access.

## METHODOLOGY

BC STATS, on behalf of the Ministry of Environment, Parks and Protected Areas Branch, undertook a telephone survey of 2,000 residents of British Columbia. A quota in each of the six Tourism Regions was established, to allow analysis at the regional level. Table 1 shows the distribution of the sample across the Tourism Regions, and the populations of those Regions.

The survey was administered in November 2005 via telephone. The respondents were drawn using random digit dialing.

**Figure 14: Sample Size by Tourism Region**

	Population <sup>10</sup>	% of total population	Sample Size	% of sample	Margin of error (95% confidence) <sup>11</sup>
Vancouver Island	710,190	16.9%	350	17.5%	5.2%
Vancouver, Coast & Mountains	2,475,073	59.0%	900	45.0%	3.3%
Thompson Okanagan	491,018	11.7%	225	11.3%	6.5%
Kootenay Rockies	165,250	3.9%	175	8.8%	7.4%
Cariboo Chilcotin Coast	77,780	1.9%	175	8.8%	7.4%
Northern BC	277,072	6.6%	175	8.8%	7.4%
BC (total)	4,196,383		2,000		2.2%

The sample of 2,000 yields a margin of error<sup>12</sup> of  $\pm 2.1$  percentage points (ppts) at the 95% confidence level on the key question “Have you visited a BC Provincial Park in the past 12 months?” where the respondents answered “Yes” 69.1% of the time. This means that if this survey was repeatedly administered, in 19 out of 20 surveys the percentage of “Yes” responses to this question would fall between 67.0% and 71.2%.

The margin of error for the subset of 1,530 respondents identified as “outdoor recreation enthusiasts”, on the same question, is  $\pm 2.48$  percentage points (ppts) at the 95% confidence level. This means that if the survey were repeatedly administered, in 19 out of 20 surveys the percentage of “Yes” responses would fall between 54.8% and 59.8%.

<sup>10</sup> Population estimate, July 1, 2004. Source: BC Stats.

<sup>11</sup> Based on a response where 50% of the respondents gave a particular answer. As the percentage approaches 100% (and therefore, the other half of the respondents diminishes to 0%), the margin of error decreases.

<sup>12</sup> The margin of error for other questions is dependent upon the number and distribution of responses for each question.

In addition to the 2,000 completed surveys, 9,240 additional respondents refused to participate in the survey. This yields a response rate of 17.8%. Feedback from the call centre suggests that the length of the survey (~15 minutes) was a notable contributing factor in many cases of refusal.

The provincial-level results were weighted to account for the different regional samples. Regional results reported in this report were unweighted.

## APPENDIX A: SUMMARY DATA TABLE

QUESTION	Outdoor Recreation Enthusiasts <sup>13</sup> Park Visitor <sup>14</sup>	Outdoor Recreation Enthusiasts Not Park Visitor <sup>15</sup>	Not Outdoor Recreation Enthusiasts Park Visitor	Not Outdoor Recreation Enthusiasts Not Park Visitor	Never Visited a BC Provincial Park <sup>16</sup>	TOTAL OF ALL RESPONDENTS
Percentage of respondents	53.3%	17.9%	11.4%	10.5%	6.8%	100%
<b>A. VISITATION AND SUPPORT FOR PROVINCIAL PARKS</b>						
Q1. First, have you ever visited any provincial park in British Columbia? <sup>17</sup>	Yes	Yes	Yes	Yes	No	100%
Q2. Have you visited a BC Provincial Park in the past 12 months?	Yes	No	Yes	No		69.5%
Q3. Do you plan to visit a BC provincial park in the next 12 months?	93.8%	46.2%	82.7%	25.5%	24.4%	71.6%
Q4. How important is it to you that there are provincial parks in British Columbia? (% Very Important)	95.2%	89.5%	84.0%	69.1%	64.7%	88.0%
Q5. How important is it to you that BC's provincial parks preserve wilderness? (% Very Important)	87.1%	84.1%	70.1%	72.7%	69.6%	82.0%

<sup>13</sup> "Outdoor recreation enthusiasts" are those who answered "Important" or "Very important" when asked Question 20, "Compared to other interests, outdoor recreation is important to me."

<sup>14</sup> "Park visitor" is those respondents who had visited a BC Provincial Park in the previous 12 months, as asked in Question 2.

<sup>15</sup> "Not park visitor" is those respondents who have visited a park at some time in their life ("Yes" to Question 1), but had not visited in the previous 12 months.

<sup>16</sup> "No" to Question 1. Note that these respondents were not asked the full range of questions in the survey.

<sup>17</sup> All respondents in the four categories had visited a park at some point in their lives.

QUESTION	Outdoor Recreation Enthusiasts <sup>13</sup> Park Visitor <sup>14</sup>	Outdoor Recreation Enthusiasts Not Park Visitor <sup>15</sup>	Not Outdoor Recreation Enthusiasts Park Visitor	Not Outdoor Recreation Enthusiasts Not Park Visitor	Never Visited a BC Provincial Park <sup>16</sup>	TOTAL OF ALL RESPONDENTS
Q6. How important is it to you that BC's provincial parks provide a range of outdoor recreation opportunities? (% Very Important)	51.2%	42.0%	32.4%	32.2%	38.1%	44.5%
Q7. How important is it to you that BC's provincial parks provide places to learn about the natural environment? (% Very Important)	53.9%	52.8%	31.6%	39.6%	44.0%	49.0%
Q8. How important is it to you that BC's provincial parks provide tourism and economic development opportunities for your community? (% Very Important)	34.0%	39.6%	22.1%	28.1%	31.8%	33.0%
<b>B. BRAND IMAGE</b>						
Q9. BC Parks offer affordable camping (% Strongly Agree)	30.9%	26.0%	22.5%	23.1%	26.0%	28.0%
Q10. BC Parks are fun places to visit (% Strongly Agree)	63.5%	53.5%	42.2%	41.8%	43.3%	55.7%
Q11. BC Parks have high quality facilities. (% Strongly Agree)	20.6%	16.1%	14.6%	16.2%	22.4%	18.8%
Q12. BC Parks have a wilderness atmosphere. (% Strongly Agree)	46.2%	47.7%	34.8%	35.1%	46.3%	44.0%
Q13. BC Parks are relaxing places to visit. (% Strongly Agree)	56.8%	55.0%	38.9%	46.3%	48.4%	53.2%
Q14. BC Parks are family-oriented. (% Strongly Agree)	48.7%	45.6%	37.7%	34.8%	50.8%	45.7%
Q15. BC Parks are safe. (% Strongly Agree)	36.5%	30.3%	29.8%	21.5%	26.3%	32.4%
Q16. BC Parks are clean. (% Strongly Agree)	37.3%	35.4%	27.2%	29.5%	28.9%	34.6%

<b>QUESTION</b>	<b>Outdoor Recreation Enthusiasts<sup>13</sup> Park Visitor<sup>14</sup></b>	<b>Outdoor Recreation Enthusiasts Not Park Visitor<sup>15</sup></b>	<b>Not Outdoor Recreation Enthusiasts Park Visitor</b>	<b>Not Outdoor Recreation Enthusiasts Not Park Visitor</b>	<b>Never Visited a BC Provincial Park<sup>16</sup></b>	<b>TOTAL OF ALL RESPONDENTS</b>
Q17. BC Parks offer good value for money. (% Strongly Agree)	36.7%	26.7%	26.4%	26.3%	27.6%	32.3%
Q18. BC Parks offer distinctive and unique attractions (% Strongly Agree)	48.0%	32.8%	27.4%	28.1%	30.9%	39.9%
Q19. Now, still thinking about BC Parks, if you were to choose 1 word or short phrase to best describe 'BC Parks' what would it be?	(Open-ended responses)					

**C. OUTDOOR RECREATION INTEREST AND BEHAVIOUR**

Q20. Compared to other interests, outdoor recreation is important to me (% Very Important)	65.7%	61.8%	0%	0%		49.5%
Q21. Do you plan to engage in an outdoor recreation activity in the next 12 months? (% Yes)	97.1%	81.3%	77.3%	47.3%		86.0%
Q22. Did you participate in any outdoor 'ADVENTURE' activities in the past 12 months?	49.6%	44.6%	33.3%	22.2%		45.2%
Q23. Thinking of the last time you did ONE of these 'ADVENTURE' activities, did you do it in a BC provincial park? <sup>18</sup>	69.2%	27.3%	60.3%	27.3%		59.7%
Q24. Will you do this particular activity again in the next 12 months? <sup>19</sup>	95.9%	94.5%	78.0%	72.7%		93.4%
Q25. Did you participate in any outdoor 'LEISURE' activities in the past 12 months?	97.2%	89.2%	95.4%	89.8%		95.1%

<sup>18</sup> If "Yes" to Question 22.

<sup>19</sup> If "Yes" to Question 22.

QUESTION	Outdoor Recreation Enthusiasts <sup>13</sup> Park Visitor <sup>14</sup>	Outdoor Recreation Enthusiasts Not Park Visitor <sup>15</sup>	Not Outdoor Recreation Enthusiasts Park Visitor	Not Outdoor Recreation Enthusiasts Not Park Visitor	Never Visited a BC Provincial Park <sup>16</sup>	TOTAL OF ALL RESPONDENTS
Q26. Thinking of the last time you did ONE of these 'LEISURE' activities, did you do it in a BC provincial park? <sup>20</sup>	74.9%	40.8%	74.7%	36.4%		66.8%
Q27. Will you do this particular activity again in the next 12 months? <sup>21</sup>	98.3%	94.9%	94.6%	100%		97.4%
Q28. Did you participate in any 'OTHER' outdoor recreation activities in the past 12 months?	82.0%	66.3%	64.1%	50.5%		75.3%
Q29. Thinking of the last time you did ONE of these 'OTHER' outdoor recreation activities, did you do it in a BC provincial park? <sup>22</sup>	64.9%	27.4%	60.9%	41.7%		57.6%
Q30. Will you do this particular activity again in the next 12 months? <sup>23</sup>	97.7%	95.8%	94.5%	100%		97.2%
<b>D. BARRIERS TO PARK USE</b>						
Q31. Park fees are too high (% Strongly agree)	23.3%	26.0%	14.1%	16.1%	14.1%	21.9%
Q32. The facilities or areas are too crowded	9.6%	10.5%	5.3%	12.9%	7.8%	9.4%
Q33. Facilities are poorly kept or maintained	5.3%	5.0%	4.6%	4.2%	5.2%	5.2%
Q34. There is a lack of educational programs or facilities	7.2%	7.8%	3.1%	2.2%	2.5%	6.3%
Q35. There is a lack of campsites with electrical hookups	11.9%	12.6%	12.1%	11.8%	9.7%	11.9%
Q36. I am concerned about safety & security	11.6%	14.2%	11.7%	14.6%	16.9%	12.4%

<sup>20</sup> If "Yes" to Question 25.

<sup>21</sup> If "Yes" to Question 25.

<sup>22</sup> If "Yes" to Question 28.

<sup>23</sup> If "Yes" to Question 28.

## APPENDIX A

QUESTION	Outdoor Recreation Enthusiasts <sup>13</sup> Park Visitor <sup>14</sup>	Outdoor Recreation Enthusiasts Not Park Visitor <sup>15</sup>	Not Outdoor Recreation Enthusiasts Park Visitor	Not Outdoor Recreation Enthusiasts Not Park Visitor	Never Visited a BC Provincial Park <sup>16</sup>	TOTAL OF ALL RESPONDENTS
Q37. I lack information and am unaware of opportunities	5.4%	8.5%	6.5%	15.2%	10.8%	6.9%
Q38. There are too many [restrictive] regulations in parks	6.5%	9.7%	6.7%	10.5%	7.7%	7.3%
Q39. There is a lack of facilities for people with disabilities	8.5%	13.5%	8.3%	17.4%	8.2%	9.8%
Q40. There is a lack of things to do	2.4%	4.0%	0.6%	5.2%	2.4%	2.6%
Q41. Are there any other reasons that are barriers to you visiting a BC Provincial Park?	(Open-ended responses)					
<b>E. PARKING FEE ACCEPTANCE</b>						
Q42. Now thinking back, how many DAY trips to BC provincial parks did you take in the past 12 months? (% more than 10 trips)	22.5%	2.8%	13.8%	2.1%		16.7%
Q43. Have you ever paid to park at a BC Provincial Park day use area?	61.7%	43.6%	69.1%	42.9%		58.0%
Q44. In general, I support a policy of having parking fees in some BC provincial park day use areas. (% Strongly Agree)	11.2%	15.7%	17.7%	14.1%		12.9%
Q45. I am willing to pay the current parking fees (they range from \$1 for the first hour to \$3 and \$5 per day) (% Strongly Agree)	15.0%	15.3%	19.5%	20.4%		15.9%
(Short visit for picnic or short walk) Q46. What is the maximum amount you are willing to pay to park in BC Parks for this short day use experience? (% "Should have to pay nothing")	49.0%	53.1%	47.4%	49.1%		49.6%

QUESTION	Outdoor Recreation Enthusiasts <sup>13</sup> Park Visitor <sup>14</sup>	Outdoor Recreation Enthusiasts Not Park Visitor <sup>15</sup>	Not Outdoor Recreation Enthusiasts Park Visitor	Not Outdoor Recreation Enthusiasts Not Park Visitor	Never Visited a BC Provincial Park <sup>16</sup>	TOTAL OF ALL RESPONDENTS
Q47. What is the maximum amount you would be willing to pay if you knew that all the money collected went back into BC Parks' system for new facilities, services and better maintenance? (% "Should have to pay nothing")	27.6%	33.9%	24.1%	21.8%		28.0%
(Day use visit: entire day) Q48. What is the maximum amount you are willing to pay to park in BC Parks for this all day use experience? (% "Should have to pay nothing")	31.3%	34.6%	21.4%	32.1%		30.8%
Q49. What is the maximum amount you would be willing to pay if you knew that all the money collected went back into BC Parks' system for new facilities, services and better maintenance?	23.6%	30.8%	19.6%	23.5%		24.4%
Q50. Have you ever NOT visited a DAY USE are in BC Parks because parking fees were charged?	40.1%	33.8%	34.5%	17.2%		36.9%
Q51. (If Q50="Yes") What did you do instead?	(Open-ended responses)					
<b>F. DEMOGRAPHICS</b>						
Q52. What year were you born? (average age of respondents)	47.0	55.7	48.3	54.5	45.8	49.4
Q53. What is your highest level of educational attainment? (university degree)	36.9%	24.4%	30.5%	27.4%	30.9	32.4%
Q54. Which of the following categories describes your family income, before taxes in 2004? (% with income \$65,000 or greater)	33.7%	21.6%	33.3%	28.5%	17.6%	30.0%

## APPENDIX A

QUESTION	Outdoor Recreation Enthusiasts <sup>13</sup> Park Visitor <sup>14</sup>	Outdoor Recreation Enthusiasts Not Park Visitor <sup>15</sup>	Not Outdoor Recreation Enthusiasts Park Visitor	Not Outdoor Recreation Enthusiasts Not Park Visitor	Never Visited a BC Provincial Park <sup>16</sup>	TOTAL OF ALL RESPONDENTS
Q55. Do you currently have access to the internet? (% from home, office, or other)	86.1%	76.4%	88.0%	77.5%	73.3%	83.5%
Q56. Which of the following categories best describes your ethnic background? (% white/Canadian)	81.4%	83.0%	72.9%	75.5%	62.2%	78.7%
Q57. Which of the following categories best describes your household? (% couple with children)	46.2%	34.4%	43.6%	34.0%	36.8%	41.5%
Q58. How many members of your household are in each of the following age categories? (% of households with children under the age of 20)	47.7%	28.2%	39.0%	27.9%	38.6%	40.3%

## APPENDIX B: QUESTIONNAIRE

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### Introduction

My name is \_\_\_\_\_, and I am calling on behalf of BC STATS, the central statistical agency of the Province of British Columbia. We are conducting interviews with BC residents to learn about their opinions with respect to provincial parks.

May I speak to the person in your household who is **18** years old or older and whose birthday comes next?

IF NEW RESPONDENT ON LINE, REINTRODUCE.

Your feedback will be used to help plan improvements in park services. The interview will take between 5 and 10 minutes to complete, depending on your answers.

Your participation in this interview is completely voluntary. If you do decide to participate, you may withdraw at any time without any consequences or any explanation. All feedback will be kept confidential and your individual information will not be shared with anyone outside BC STATS. If there is a question that you prefer not to answer, tell me and I will move onto the next one. You can end the interview at any time you wish. May I begin the interview now?

*IF YES: go to Q1*

*IF NO: THANK AND TERMINATE*

### IF ADDITIONAL INFORMATION IS REQUESTED BY RESPONDENT:

You were selected at random from a list of all BC Residents. If you agree to participate, I would ask you some questions. This will take about 5 to 10 minutes, based on your answers. The interview is confidential. All interviewers have sworn an oath that they will not identify you and can be prosecuted for breaking this oath. Information will only be reported in aggregate form to the BC Ministry of Environment (BC Parks). Your feedback will be used to plan improvements and changes to the management of BC's provincial parks.

IF RESPONDENTS INQUIRES FURTHER ABOUT WHAT BC STATS IS: The mandate of BC Stats is to produce and interpret statistical information relating to all facets of life in British Columbia, including the demographic, social and economic conditions of the province and its population and to assist British Columbia provincial government ministries and agencies with their statistical activities.

### IF RESPONDENT ENDS SURVEY INTERVIEW:

Because you have decided to stop the interview, you may decide to have all your responses erased or allow us to use the information you have provided. What would you prefer me to do?

D8\_A. . Thank you for your time. Information from this survey will be used to plan improvements in public services. BC STATS follows up with samples of people we survey to insure the quality and

accuracy of these calls or to obtain better understanding of survey findings. May BC STATS contact you again to ensure quality of our call or to better understand the survey results?

YES

NO

D8\_B [ASK ONLY IF D8\_A=YES]: May I have your first and last name?

D8\_C [ASK ONLY IF D8\_A=YES]: May I confirm your 10-digit phone number

D8\_D [ASK ONLY IF D8\_A=YES AND D6\_A=YES]. May I have your home email address?

D9. RECORD GENDER

Thank you for taking part in this survey. Your time and input will be very useful in improving services to British Columbians. Have a good day/evening.

#### Visitation and Support for Provincial Parks

1. **First, have you ever visited any provincial park in British Columbia? PROMPT—by provincial parks we mean parks managed by the provincial government as opposed to parks managed by other levels of government or privately owned campgrounds.**
  - Yes
  - No
  - Not sure/don't know
2. **Have you visited a BC Provincial Park in the past 12 months?**
  - Yes
  - No
  - Not sure/don't know
3. **Do you plan to visit a BC provincial park in the next 12 months?**
  - Yes
  - No

Please indicate how important each of the following are to you using a scale, from 1 to 5, where 1 is very unimportant and 5 is very important:

4. **How important is it to you that there are provincial parks in British Columbia?**
  - Very unimportant
  - 
  - 
  - 
  - Very important

DO NOT READ

○ Don't know/no opinion

Using the same scale,

5. How important is it to you that BC's provincial parks preserve wilderness?
6. How important is it to you that BC's provincial parks provide a range of outdoor recreation opportunities?
7. How important is it to you that BC's provincial parks provide places to learn about the natural environment?
8. How important is it to you that BC's provincial parks provide tourism and economic development opportunities for your community?

## B. Brand Image

Now I would like to focus on your impressions of BC Parks as places for short trips just for the day or longer overnight stays.

On the following scale, from 1 to 5, where 1 is strongly disagree and 5 is strongly agree, please indicate your level of agreement with the following statements:

ROTATE START POINT

9. BC Parks offer affordable camping
10. BC Parks are fun places to visit
11. BC Parks have high quality facilities.
12. BC Parks have a wilderness atmosphere.
13. BC Parks are relaxing places to visit.
14. BC Parks are family-oriented.
15. BC Parks are safe.
16. BC Parks are clean.
17. BC Parks offer good value for money.
18. BC Parks offer distinctive and unique attractions
19. Now, still thinking about BC Parks, if you were to choose 1 word or short phrase to best describe 'BC Parks' what would it be? \_\_\_\_\_

## C. Outdoor Recreation Interest & Behaviour

Now I would like to ask you about your participation in outdoor recreation. By outdoor recreation I mean outdoor activities that take place in a largely natural setting as opposed to in a cultivated or highly managed landscape such as a playing field or golf course.

On the following scale, from 1 to 5, where 1 is strongly disagree and 5 is strongly agree, please indicate your level of agreement with the following statement:

**20. Compared to other interests, outdoor recreation is important to me**

Strongly disagree

Strongly Agree

Don't know/no opinion

**21. Do you plan to engage in an outdoor recreation activity in the next 12 months?**

If no – skip to F Demographics

Next we'd like to ask you about your participation in three (3) broad categories of outdoor recreation. The first category is **outdoor 'ADVENTURE'** activities, such as backcountry skiing, rock climbing, white-water kayaking, etc. The second category is **outdoor 'LEISURE' activities**, such as picnicking, walking, visits to historic sites, wildlife viewing, etc. The third category is **'OTHER' outdoor recreation activities** such as fishing, hiking, boating, snowmobiling, skiing, etc. and is meant to describe those activities that fall somewhere in between ADVENTURE and LEISURE activities.

**22. Did you participate in any outdoor 'ADVENTURE' activities in the past 12 months?**

Yes

No → **SKIP to Q 25**

**23. Thinking of the last time you did ONE of these 'ADVENTURE' activities, did you do it in a BC provincial park?**

Yes

No

**24. Will you do this particular activity again in the next 12 months?**

Yes

No

“

**25. Did you participate in any outdoor 'LEISURE' activities in the past 12 months?**

Yes

No → **SKIP to Q28**

**26. Thinking of the last time you did ONE of these 'LEISURE' activities, did you do it in a BC provincial park?**

Yes

No

**27. Will you do this particular activity again in the next 12 months?**

Yes

**28. Did you participate in any 'OTHER' outdoor recreation activities in the past 12 months?**

Yes

No → **SKIP to D Barriers to Park Use**

**29. Thinking of the last time you did ONE of these 'OTHER' outdoor recreation activities, did you do it in a BC provincial park?**

Yes

No

**30. Will you do this particular activity again in the next 12 months?**

Yes

- No

#### D. Barriers to Park Use

People have many reasons for NOT visiting BC provincial parks. On the following scale, from 1 to 5, where 1 is 'STRONGLY DISAGREE' and 5 is 'STRONGLY AGREE', please indicate your level of agreement with the following statements for NOT visiting a BC provincial park.

ROTATE START POINT.

**31. Park fees are too high.**

Strongly disagree

Strongly agree

DO NOT READ

Don't know/no opinion

**32. The facilities or areas are too crowded**

**33. Facilities are poorly kept or maintained**

**34. There is a lack of educational programs or facilities**

**35. There is a lack of campsites with electrical hook-ups**

**36. I am concerned about safety & security**

**37. I lack information and am unaware of opportunities**

**38. There are too many [restrictive] regulations in parks**

**39. There is a lack of facilities for people with disabilities**

**40. There is a lack of things to do**

**41. Are there any other reasons that are barriers to you visiting a BC provincial park? \_\_\_\_\_**

#### E. Parking Fee Acceptance

BC Parks has historically charged fees for camping in provincial parks and has recently introduced fees for parking in 40 day use areas. By day use areas I mean beach and/or picnic areas in BC's provincial parks. These parking fees range from \$1 for the first hour to either \$3 or \$5 for the whole day.

**42. Now thinking back, how many DAY trips to BC provincial parks did you take in the past 12 months?**

0

1 to 5

6 to 10

more than 10

**43. Have you ever paid to park at a BC provincial park day use area?**

- Yes**
- No**

**DO NOT READ**

- Don't know/Not sure**

On the following scale, from 1 to 5, where 1 is strongly disagree and 5 is strongly agree, please indicate your level of agreement with the following statements

**44. In general, I support a policy of having parking fees in some BC provincial park day use areas.**

Strongly disagree

Strongly Agree

**DO NOT READ**

- Don't know/no opinion

**45. I am willing to pay the current parking fees (again they range from \$1 for the first hour to \$3 and \$5 per day) charged at BC Parks' day use areas.**

Strongly disagree

Strongly Agree

*SKIP to Q50*

*SKIP to Q50*

**DO NOT READ**

- Don't know/no opinion

OK, just a few more questions about parking fees in BC Parks:

**Now, think about a short visit to a BC provincial park where you picnic or a go for a short walk;**

**46. Firstly, what is the maximum amount you are willing to pay to park in BC Parks for this short day use experience?\_\_\_\_\_**

**47. Secondly, what is the maximum amount you would be willing to pay if you knew that all the money collected went back into the BC Parks' system for new facilities, services and better maintenance?\_\_\_\_\_**

**Now, think about a visit to a BC provincial park where you spend an entire day:**

**48. What is the maximum amount you are willing to pay to park in BC Parks for this all day experience?\_\_\_\_\_**

**49. What is the maximum amount you would be willing to pay if you knew that all the money collected went back into the BC Parks' system for new facilities, services and better maintenance?\_\_\_\_\_**

**50. Finally, have you ever NOT visited a DAY USE area in BC Parks because parking fees were charged?**

**Yes –**

**No - - SKIP to H Demographics**

51. What did you do instead? \_\_\_\_\_

#### F. Demographics

Now I'm going to ask you a few last questions about yourself and the people in your household so that we can better understand and use the information we are collecting.

52. What year were you born? 19\_\_

53. What is your highest level of educational attainment?

- Some high school
- High school graduation
- College, trade school or technical school
- Some university
- University Degree
- Don't know/no opinion

54. Which of the following categories describes your family income, before taxes in 2004?

- Less than \$20,000
- \$20,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$64,999
- \$65,000 to \$80,000
- \$80,000 to \$95,000
- \$95,000 to \$109,999
- \$110,000 or more

55. Do you currently have computer access to the internet? (Choose all that apply)

- In your home
- At your job
- Other
- I do not have access

56. Which of the following categories best describes your ethnic background?

- North American Indian, Metis or Inuit
- White
- Chinese
- South Asian (for instance, East Indian, Pakistani, Sri Lankan)
- Black
- Filipino
- Latin American
- Southeast Asian (for instance, Cambodian, Indonesian, Laotian, Vietnamese)
- Arab
- West Asian (for instance, Afghan, Iranian)
- Japanese
- Korean
- Other: please specify

57. Which of the following categories best describes your household?

- Single person
- Single parent family
- Couple with no children
- Couple with children
- Two or more unrelated single adults
- Two or more related adults
- Other: please describe

**58. How many members of your household are in each of the following age categories?**

- Under 5 years of age
- from 5 to 9 years old
- from 10 to 14 years old
- from 14 to 19 years old
- from 20 to 29 years old
- from 30 to 39 years old
- from 40 to 49 years old
- from 50 to 64 years old
- 65 years old and older

**59. . Finally, what are the first 3 digits of your postal code?**

\_\_\_\_\_

***CLOSING SCRIPT***

D8\_A. . Thank you for your time. Information from this survey will be used to plan improvements in public services. BC STATS follows up with samples of people we survey to insure the quality and accuracy of these calls or to obtain better understanding of survey findings. May BC STATS contact you again to ensure quality of our call or to better understand the survey results?

YES

NO

D8\_B [ASK ONLY IF D8\_A=YES]: May I have your first and last name?

D8\_C [ASK ONLY IF D8\_A=YES]: May I confirm your 10-digit phone number

D8\_D [ASK ONLY IF D8\_A=YES AND D6\_A=YES]. May I have your home email address?

D9. RECORD GENDER

Thank you for taking part in this survey. Your time and input will be very useful in improving services to British Columbians. Have a good day/evening.