



Ipsos Reid

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Report for:
PARKS CANADA

**The Banff East Gate: Park Pass Purchase and
Pass-Through Lane Usage Study
FINAL REPORT**

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SUMMARY OF SURVEY RESULTS

RÉSUMÉ DES RÉSULTATS DE L'ÉTUDE

BACKGROUND

Parks Canada commissioned Ipsos Reid to ask two brief series of questions on the Alberta Reid Omnibus, divided between two waves of collection – December 12-17, 2007 and February 13-18, 2008. Each wave contained a minimum of 800 telephone interviews conducted with adult Albertans. The research focused on the topics of park pass purchase and pass-through lane usage at the Banff East Gate.

CONTEXTE

Parcs Canada avait mandaté Ipsos Reid pour poser deux brèves séries de questions dans le Alberta Reid Omnibus, réparties sur deux collectes – du 12 au 17 décembre 2007 et du 13 au 18 février 2008. Chaque collecte contenait un minimum de 800 entrevues téléphoniques menées auprès d'Albertains adultes. La recherche portait sur l'achat de droits d'entrée au parc et l'utilisation de la travée « service au volant » de la barrière Est de Banff.

RESEARCH OBJECTIVES

The key objectives of the study were to:

- ◆ Measure the frequency of passage through the Banff East Gate by Albertans using two methods:
 - ◆ Purchase of a park pass
 - ◆ Use of the pass-through lane
- ◆ Explore potential improvements to the experience at the Banff East Gate.

OBJECTIFS

Les objectifs principaux de cette étude étaient de:

- ◆ Mesurer la fréquence de passage des Albertains à la barrière Est de Banff en utilisant deux méthodes:
 - ◆ L'achat du droit d'entrée au parc (passe)
 - ◆ L'utilisation de la travée « service au volant »
- ◆ Explorer de potentielles améliorations à apporter à l'expérience des voyageurs à la barrière Est de Banff.

RESULTS

RESULTATS

1. December 2007 Study

- ◆ 55% of respondents had driven the Banff East Gate in the previous 12 months, with more than one-third driving through the Banff East Gate multiple times (37%).
- ◆ More than half of those who traveled through the Banff East Gate once mentioned they purchased a park pass (54%), with slightly less saying they used the outside pass-through lane (44%).
- ◆ One-third (33%) of those who traveled through the Banff East Gate 2 or more times in the previous 12 months said they had never stopped to purchase a park pass. 41% mentioned they had stopped one time.
- ◆ One-fifth (20%) of those who had driven through the Banff East gate 2 or more times in the past 12 months said they never used the outside pass-through lane. 19% mentioned they had used it once, and 17% said they had used it twice.

1. Étude de décembre 2007

- ◆ 55 % des répondants étaient passés par la barrière Est de Banff au cours des 12 mois précédents, avec plus du tiers ayant utilisé la travée « service au volant » de la barrière Est de Banff à de nombreuses reprises (37 %).
- ◆ Plus de la moitié de ceux ayant voyagé par la barrière Est de Banff, une seule fois, ont mentionné avoir acheté un droit d'entrée (passe) (54 %), un peu moins (44 %), mentionnant avoir utilisé la travée « service au volant ».
- ◆ Un tiers (33 %) de ceux ayant voyagé par la barrière Est de Banff, deux fois ou plus au cours des 12 mois précédents, a répondu ne s'être jamais arrêté pour acheter un droit d'entrée. 41 % ont mentionné s'être arrêtés une fois.
- ◆ Un cinquième (20 %) de ceux ayant voyagé par la barrière Est de Banff, deux fois ou plus au cours des 12 mois précédents, a répondu n'avoir jamais utilisé la travée « service au volant ». 19 % l'ont utilisé une fois, et 17 % ont dit l'avoir fait deux fois.

2. February 2008 Study

- ◆ 39% of respondents had driven the Banff East Gate in the previous 12 months.
- ◆ Of the 39% who had driven through the Gate in the past 12 months, 40% used the outside pass-through lane, 22% had purchased a park pass, and one-third (33%) used both modes of entry.
- ◆ Of those that had used the outside pass-through lane, the vast majority (91%) said they drove through, with 9% being detained in a line-up. For those who indicated they were detained in a line-up, almost half (49%) indicated their wait was 6 minutes or greater. 39% mentioned they were detained in line 2 minutes or less.
- ◆ 85% of respondents who used the outside pass-through lane were aware of it before arriving at the Banff East Gate. Of the 14% who weren't aware of the outside pass-through lane, 59% indicated the signage before and at the Banff East Gate didn't inform them about the drive-through lane.
- ◆ Most respondents who had used the outside pass-through lane (83%) had no suggestions for Park Managers. For those that did, the most popular suggestions were better signage (3%) and lower admission prices (3%).

2. Étude de février 2008

- ◆ 39 % des répondants étaient passés par la barrière Est de Banff au cours des 12 mois précédents.
- ◆ De ces 39 % qui étaient passés par la barrière Est de Banff au cours des 12 mois précédents, 40 % avait utilisé la travée « service au volant », 22 % avait acheté un droit d'entrée (passe), et un tiers (33 %) a utilisé les deux méthodes.
- ◆ De ceux ayant utilisé la travée « service au volant », la vaste majorité (91 %) a dit être passée sans contretemps, 9 % ayant été retenu dans une file d'attente. Parmi ceux ayant indiqué avoir été retenus dans une file, près de la moitié (49 %) a indiqué que l'attente a été de 6 minutes ou plus. 39 % que leur attente dans la file a été de 2 minutes ou moins.
- ◆ 85 % des répondants ayant utilisé la travée « service au volant » était au fait de son existence avant leur arrivée à la barrière Est de Banff. Des 14 % qui n'étaient pas informés d'une travée extérieure de « service au volant », 59 % a indiqué que la signalisation avant et au moment de leur arrivée à la barrière Est de Banff ne les avait pas informés d'une travée de « service au volant ».
- ◆ La majorité des répondants ayant utilisé la travée extérieure de « service au volant » (83 %) n'avait pas de recommandations à faire aux gestionnaires du parc. Pour ceux qui en avaient, la recommandation la plus populaire portait sur une meilleure signalisation (3 %) et des droits d'entrée moins élevés (3 %).

BACKGROUND AND OBJECTIVES

Parks Canada commissioned Ipsos Reid to ask two brief series of questions on the Alberta Reid Omnibus, divided between two waves of collection – December 12-17, 2007 and February 13-18, 2008. Each wave contained a minimum of 800 telephone interviews conducted with adult Albertans. The research focused on the topics of park pass purchase and pass-through lane usage at the Banff East Gate.

Research Objectives

The key objectives of the study were to:

- ◆ Measure the frequency of passage through the Banff East Gate by Albertans using two methods:
 - ◆ Purchase of a park pass
 - ◆ Use of the pass-through lane
- ◆ Explore potential improvements to the experience at the Banff East Gate.

Methodology

The sample consists of a provincial representative cross-section of 800 adult Albertans (18+), providing an overall margin of error of ± 3.5 percentage points, and statistically reliable results in each major region of the province. Data collection for the Alberta Reid Express is conducted via the Ipsos Reid national network of over 1,000 computer-assisted telephone interviewing (CATI) stations.

Sample was collected in two periods – December 12-17, 2007 and February 13-18, 2008.

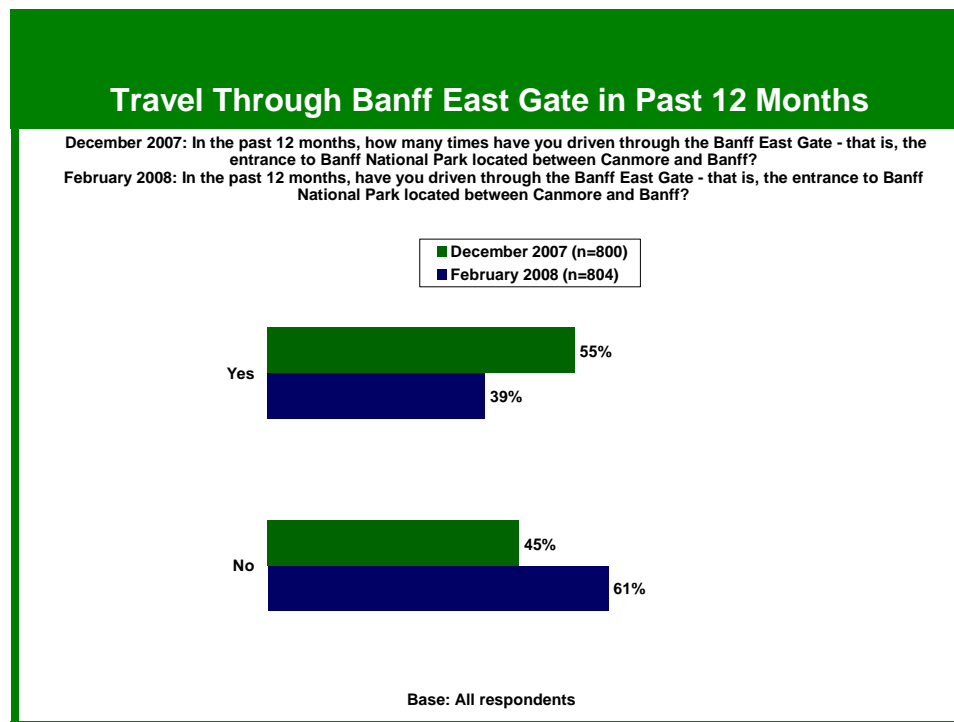
No incentives are offered for participation in the Alberta Reid Express omnibus research.

OVERALL PARK VISITATION

Albertans Traveling through the Banff East Gate

In the 2007 December interview, respondents were asked how many times they had driven through the Banff East Gate. In February 2008, respondents were asked if they had driven through the Banff East Gate.

- ◆ From the December 2007 interviews, 55% of respondents had driven through the Banff East Gate in the past 12 months.
- ◆ From the February 2008 interviews, 39% of respondents had driven through the Banff East Gate in the past 12 months.

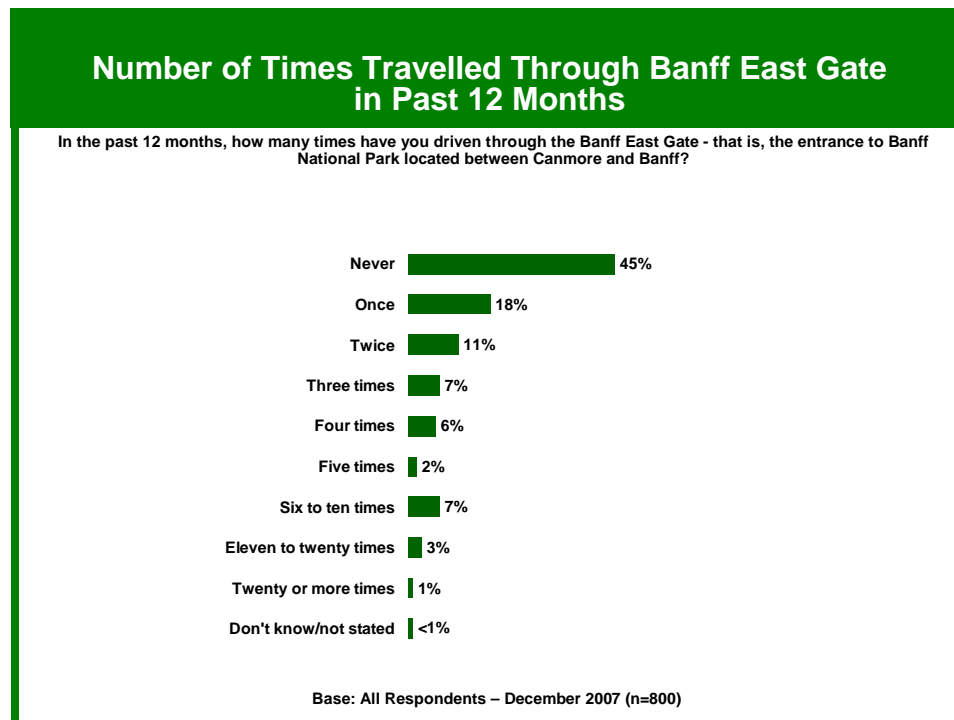


DECEMBER FINDINGS

Frequency of Travel through Banff East Gate in Past 12 Months

Respondents were asked to indicate how many times they had driven through the Banff East Gate in the past 12 months. The frequencies were as follows;

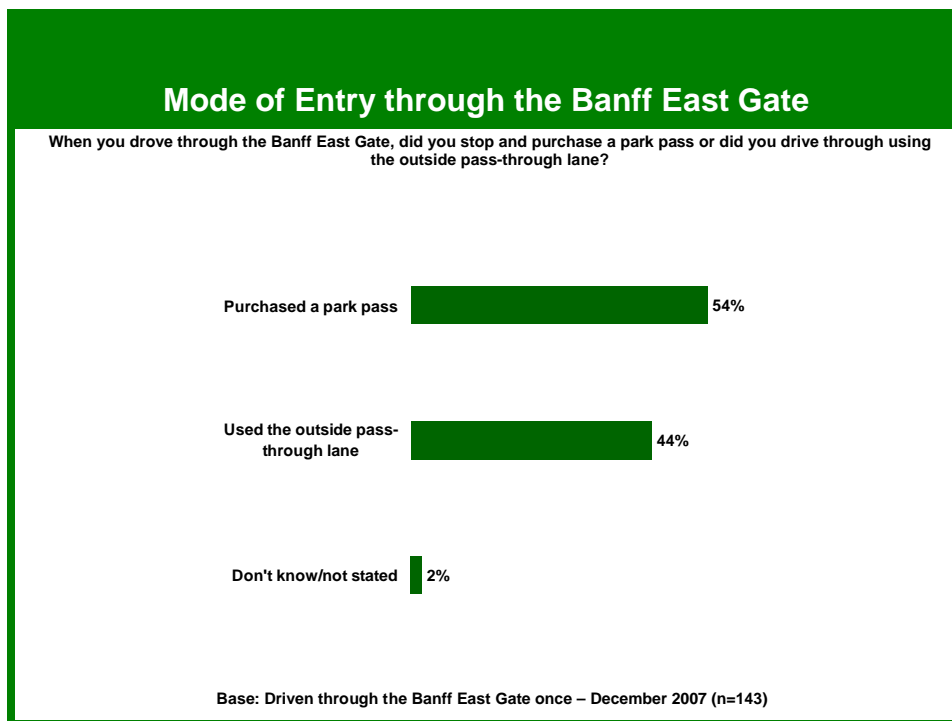
- ◆ Never (45%)
- ◆ Once (18%),
- ◆ Twice (11%),
- ◆ Three times (7%),
- ◆ Four times (6%),
- ◆ Five times (2%), and
- ◆ Six times or more (11%).



Mode of Entry through Banff East Gate

Respondents who had indicated they had driven through the Banff East Gate only one time in the previous 12 months were asked if they stopped and purchased a park pass, or if they drove through using the outside pass-through lane.

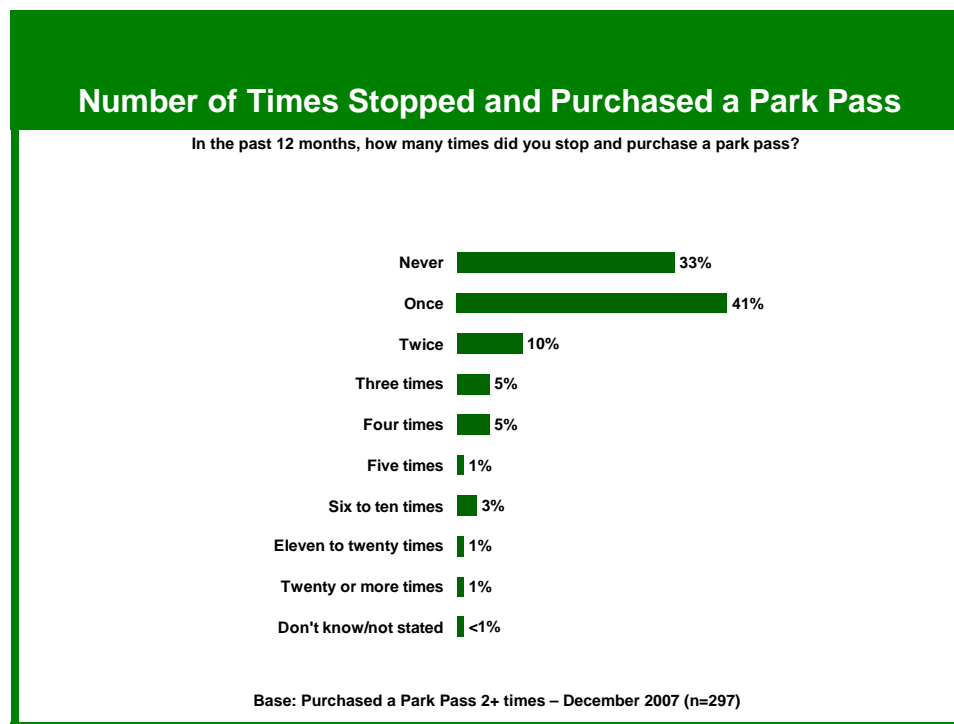
- ◆ 54% of respondents mentioned they purchased a park pass,
- ◆ 44% stating they used the outside pass through lane, and
- ◆ 2% said they didn't know.



Number of Times Stopped and Purchased a Park Pass

Respondents who said they had driven through the Banff East Gate 2 or more times in the past 12 months were asked how many times they stopped and purchased a park pass.

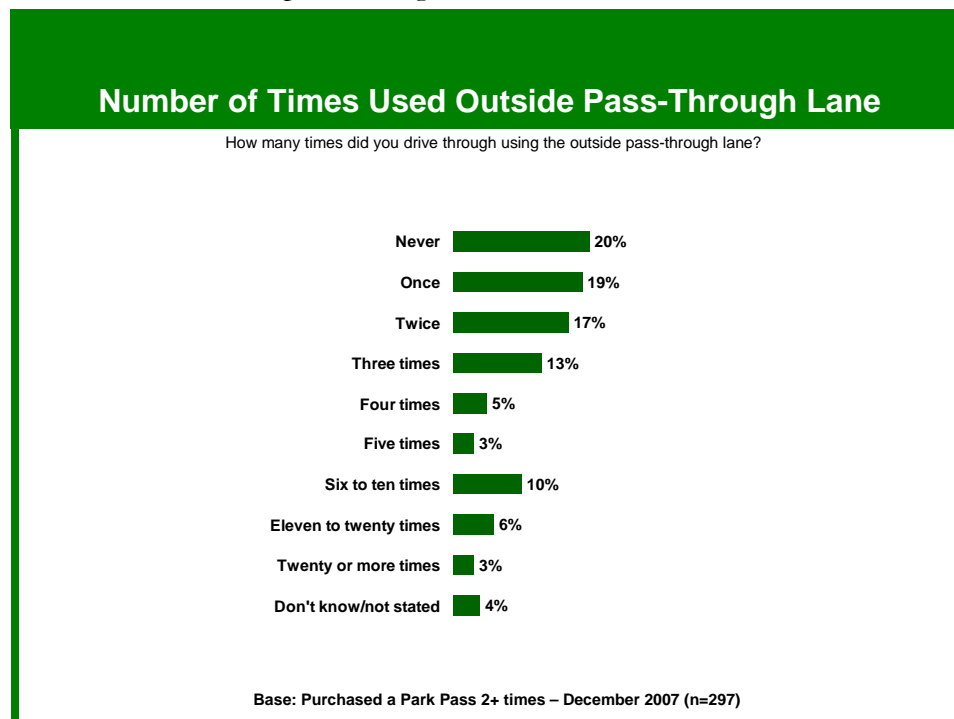
- ◆ A third of respondents (33%) said they never stopped to purchase a park pass;
- ◆ 41% purchased a park pass once;
- ◆ 10% purchased a park pass twice;
- ◆ 5% purchased a park pass three times;
- ◆ 5% purchased a park pass four times; and
- ◆ 6% purchased a park pass five or more times.



Number of Times Drove Through Using Outside Pass-Through Lane

Respondents who said they had driven through the Banff East Gate 2 or more times in the past 12 months were asked how many times they drove through using the outside pass-through lane.

- ◆ One-fifth (20%) of respondents said they never used the outside pass-through lane;
- ◆ 19% mentioning they used it once.
- ◆ 17% used the outside pass-through lane twice;
- ◆ 13% used the outside pass-through lane three times;
- ◆ 5% used the outside pass-through lane four times; and
- ◆ 22% used the outside pass-through lane five or more times.

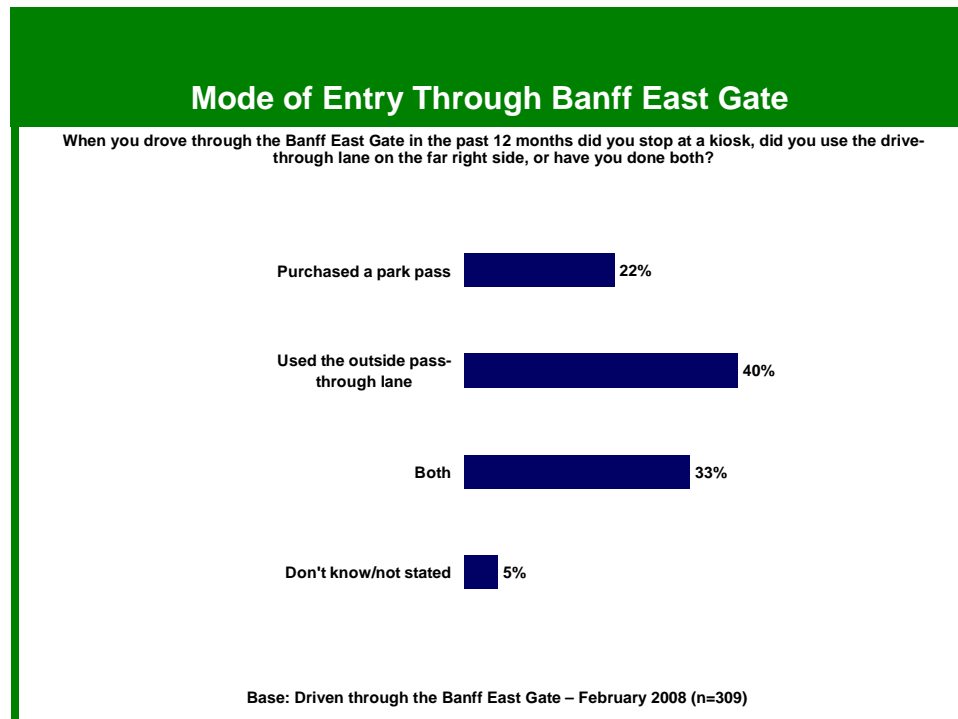


FEBRUARY FINDINGS

Mode of Entry through Banff East Gate

Respondents who indicated they had driven through the Banff East Gate in the past 12 months were asked about their mode of entry into the park.

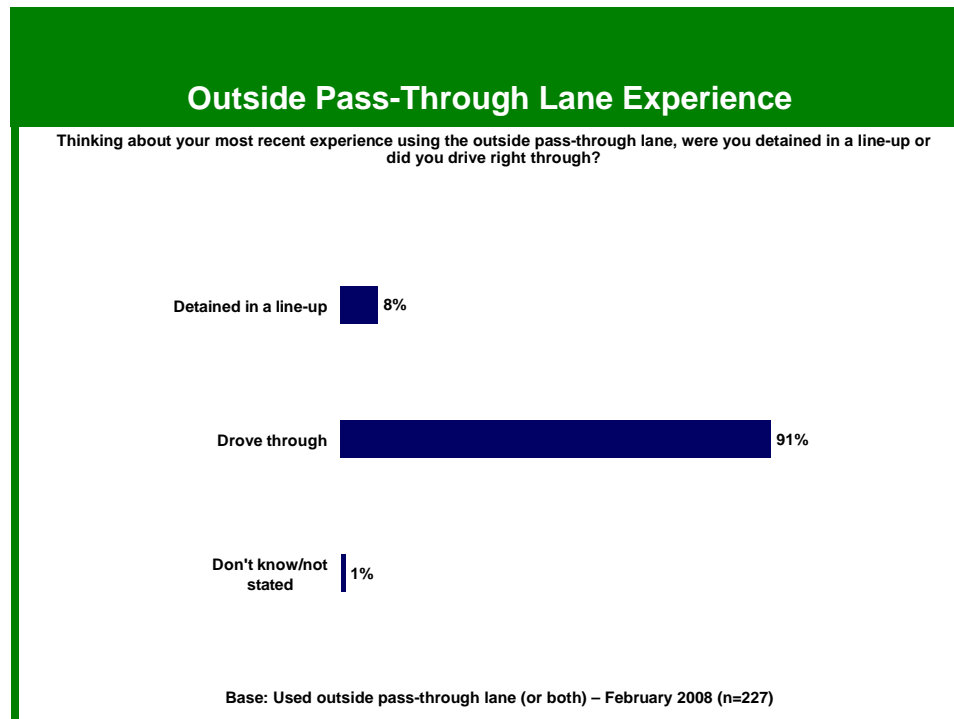
- ◆ 22% purchased a park pass;
- ◆ 40% used the outside pass-through lane;
- ◆ 33% had used both the outside pass-through lane and purchased a park pass; and
- ◆ 5% didn't know



Experience with the Outside Pass-Through Lane

Respondents who indicated they had used the outside pass-through lane were asked about their most recent experience.

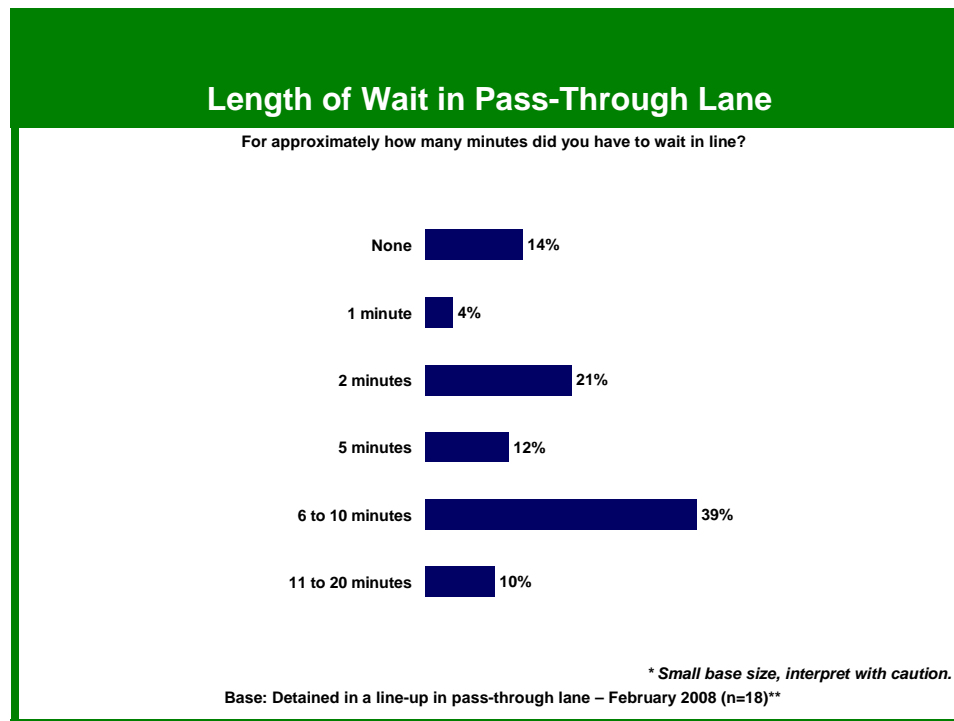
- ◆ 91% drove through, using the outside pass-through lane; and
- ◆ 8% were detained in a line-up.



Length of Wait in Outside Pass-Through Lane

Respondents who indicated that on their last experience driving through the Banff East Gate they were detained in a line-up, were asked for approximately how long they had to wait in line.

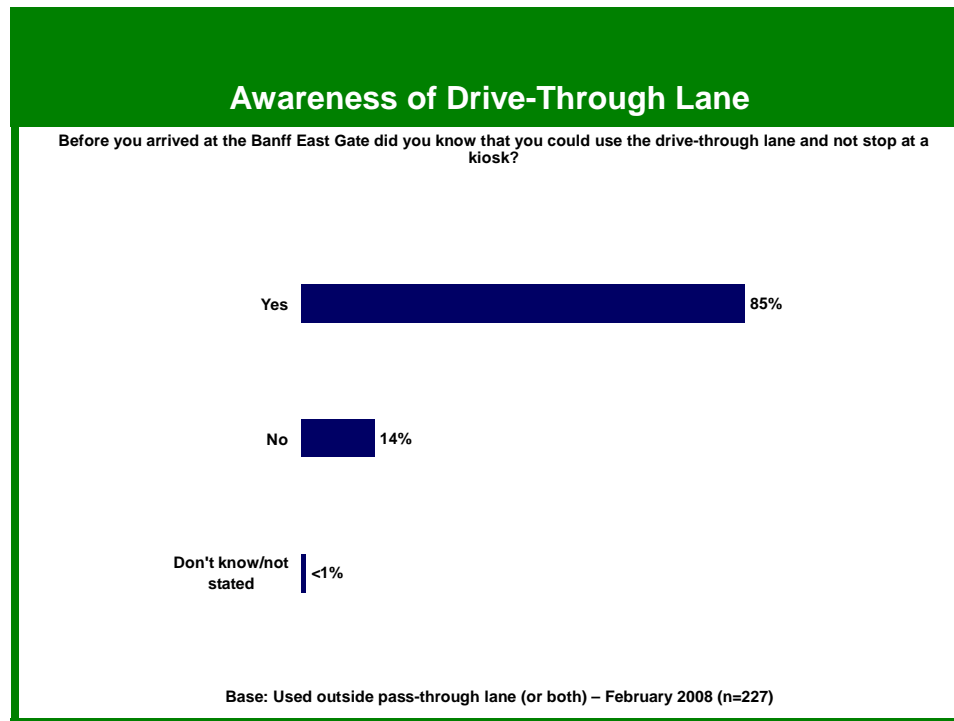
- ◆ 14% didn't have to wait at all;
- ◆ 4% were in line for 1 minute;
- ◆ 21% were in line for 2 minutes;
- ◆ 12% were in line for 5 minutes;
- ◆ 39% were in line for 6 to 10 minutes; and
- ◆ 10% were in line between 11 to 20 minutes.



Awareness of Pass-through Lane

Respondents were asked if they were aware they could use the drive-through lane and not stop at the kiosk before they arrived at the Banff East Gate.

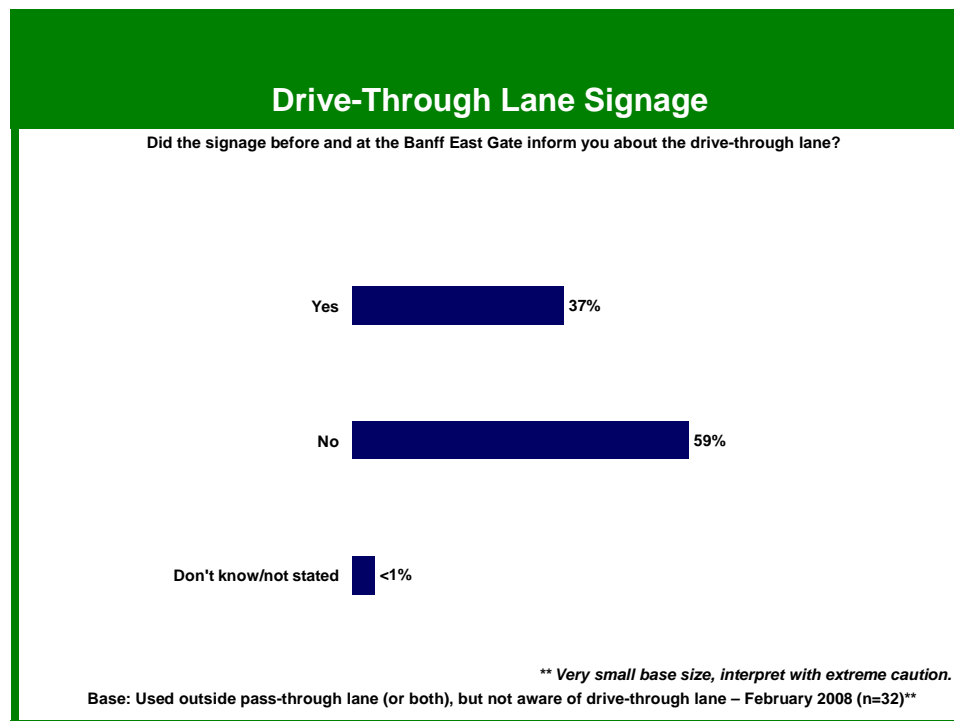
- ◆ 85% were aware of the drive through lane; and
- ◆ 14% were not aware of the drive through lane.



Pass-through Lane Signage

Respondents who indicated they were not aware they could use the drive through lane and not stop at the kiosk before they arrived at the Banff East Gate were asked if the signage before and at the Banff East Gate informed them about the drive through lane.

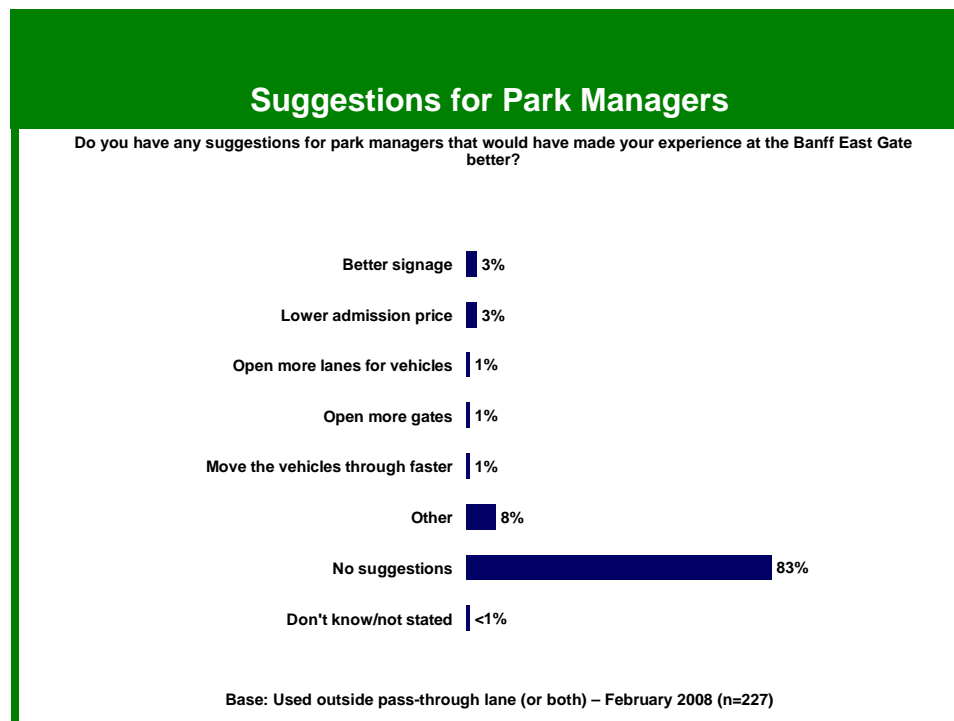
- ◆ 59% responded that it didn't inform them they could use the drive through lane and not stop at the kiosk; and
- ◆ 31% responded that it did inform them they could use the drive through lane and not stop at the kiosk.



Suggestions for Park Managers

Respondents who had used the outside pass-through lane if they had any suggestions for park managers to make their experience at the Banff East Gate better. The vast majority (83%) had no suggestions to make. Of those respondents that made suggestions;

- ◆ 3% mentioned better signage;
- ◆ 3% mentioned lower admission price;
- ◆ 1% mentioned more open lanes for vehicles;
- ◆ 1% mentioned open more gates;
- ◆ 1% suggested to move the vehicles through faster; and
- ◆ 8% had other suggestions.



DEMOGRAPHICS

Demographics		
	All Respondents December 2007 (n=800)	All Respondents February 2008 (n=804)
Region:		
Southern Alberta	10%	9%
Central Alberta	10%	10%
Northern Alberta	12%	12%
Calgary	35%	36%
Edmonton	33%	33%
Gender:		
Male	50%	50%
Female	51%	50%
Age:		
18 to 24	10%	9%
25 to 34	23%	23%
35 to 44	17%	17%
45 to 54	22%	20%
55 to 64	13%	14%
65 or more	11%	13%
<i>Mean</i>	<i>44 years</i>	<i>45 years</i>

Demographics		
	All Respondents December 2007 (n=800)	All Respondents February 2008 (n=804)
Education:		
High school	31%	31%
Post-secondary	36%	31%
University	32%	37%
Marital Status:		
Single or never married	21%	22%
Married	60%	56%
Common-law or living with a partner	9%	9%
Divorced or separated	6%	7%
Widowed	4%	6%
Internet Access:		
Yes	87%	85%
No	13%	15%

Demographics

	All Respondents December 2007 (n=800)	All Respondents February 2008 (n=804)
Employment Status:		
Working full time	48%	48%
Working part time	9%	9%
Self-employed	14%	12%
Unemployed, but looking for work	3%	4%
Student	5%	4%
Retired	14%	14%
Not in the workforce	6%	7%
Household Income:		
<\$40,000	20%	24%
\$40,000 to less than \$80,000	33%	31%
\$80,000 or more	33%	33%
Don't know/refused	15%	12%

APPENDIX A – OPEN-ENDED QUESTIONS

Question 7 - February 2008 (Do you have any suggestions for park managers that would have made your experience at the Banff East Gate better?)

Being faster and opening all gates

Better signage to show park entrance

Better signage

Better signs to let you know you have options to know that the lane is available

Bigger signs, don't need to check passes

Could be cheaper, it's quite expensive

Don't charge so high.

Don't understand why we have to pay for the paper tax where people from the east don't have to pay, as far as my understanding

Give tickets to cars

Have signs

I disagree having to pay going to a bath. Canadians pay enough taxes, we shouldn't pay more to go to a bath.

I feel that you shouldn't have to buy a pass to fill up tank of gas

I need the rules be clearer, for instance, if I have to stop or not.

I think they can sign the pass through lane better

If they have more than one gate open

Information for people who don't know

It was good to see the signs / I don't go there that often but it was fine the way it was.

Less bears in the park.

Lower the price

Make it easier to pass the gates, more signs

Make it more reasonable

More buildings, more commercial development

More drive-thru lanes, cheaper rates since very expensive for day pass

More gates

Open more drive through lanes

Prices to get in are high

Put a bigger a stand



Reduce the speed

Better signs

So far good but, they could just improve the facility, that is, to grab a coffee or use the bathroom.

Stop charging us

Take them down

The drive through lane if it was switched to the left side it might be better

The park should be free

They could open a couple of lanes

They have really big lines when they stop you to see if you got your passport

They should sign it, better signs before you arrive

They should take Bank Interact Cards.

They should tell if you have to pay

Keep the traffic moving faster

Make the traffic faster rather than waiting in a line up