

Georgian Bay Association Economic Impact Survey

February - April 2022

Welcome to the Survey

The purpose of this survey is to establish an estimate of the economic contribution to the economy of Ontario of the cottagers of the Georgian Bay Association. With such an evidence-based estimate, the GBA is seeking to increase the professionalism and impact of our advocacy efforts on behalf of our members with all levels of government.

The survey does not seek an exact number but rather a reliable estimate of the fixed, variable and capital costs that GBA cottagers incur on an annual basis. Only the results in aggregated form will be shared with our members and used by the GBA for some of its routine advocacy efforts with the federal and provincial governments as well as the townships and municipalities along Georgian Bay. Your individual responses will not be retained by us once the study is concluded.

This survey is being conducted with the support of the Marketing Research and Analysis Program of Algonquin College, a group with significant survey experience, including the recent Safe Quiet Lakes survey.

The survey contains 7 questions and should take 10-15 minutes. While you may wish to consult your financial documents, to make this survey easier to complete, we are not asking for exact expenditures but rather “best guess” estimates rounded to the nearest CAD\$1,000. Please note that there are two questions on the number of people who use your cottage to help GBA gather statistics on those residents whose home is not in Canada.

ONLY ONE MEMBER OF EACH COTTAGE PROPERTY IS ASKED TO FILL OUT THE SURVEY, but please estimate the expenditures of all those who use the cottage. (Because the COVID pandemic significantly altered spending patterns, we are asking for estimates based on normal summer conditions, i.e. pre-pandemic.)

Your responses will be anonymous and will be kept confidential according to the industry standards of the [Canadian Research Insights Council](#).

If you have any questions about this survey, please contact stonen@algonquincollege.com

Participation in this survey is voluntary and confidential. The information you provide will be administered according to the provisions of the [Personal Information Protection and Electronic Documents Act](#) and the [Algonquin College Privacy Statement](#).

We really appreciate your input!

1. Where is your cottage situated in the Georgian Bay region?

- Bay of Islands
- Bayfield Nares
- Blackstone Lake
- Cognashene
- Deep Bay
- Honey Harbour

- Key River Area
- Madawaska Club/Go Home Bay
- Manitou
- McGregor Bay
- Northern Georgian Bay
- Pointe au Baril
- Sans Souci & Copperhead
- South Channel
- Twelve Mile Bay
- Wah Wah Taysee
- West Carling/North Sound
- Woods Bay

Other (please specify)

2. In a typical calendar year (non-pandemic year), how many people who are **living in Canada** on a permanent basis use your cottage?

(Insert number of cottage users who live in Canada)

3. In a typical calendar year (non-pandemic year), how many people who are **not living in Canada** on a permanent basis use your cottage?

(Insert number of cottage users who do not live in Canada)

4. In a typical calendar year (non-pandemic year), what are your estimated fixed expenditures? Fixed expenditures are those expenditures that must be covered during the year regardless of how many people use the cottage. These include expenditures such as:

- Property and land taxes
- Hydro (both consumption and delivery)
- Telecom (Landline)
- Insurance (building, liability, and marine)
- Boat storage and maintenance
- Property maintenance (opening/closing)

Please round off to the nearest \$1000 Canadian dollars, including relevant taxes such as HST.

\$,000s

5. In a typical calendar year (non-pandemic year), what are the estimated total variable expenditures **of all those using your cottage**? These are expenditures that are made in the Georgian Bay region for items that are used on a daily or weekly basis. These include expenditures such as:

- Food, beverages, alcohol, tobacco, and other groceries
- Home supplies such as kitchen and bathroom items
- Fuel (vehicle, boats, watercraft, chainsaw/other equipment)

Please round off to the nearest \$1000 Canadian dollars, including relevant taxes such as HST. **Please make sure this amount represents the total expenditure for all users of the cottage.**

\$,000s

6. In a typical calendar year (non-pandemic year), what are the estimated total miscellaneous costs **of all those using your cottage**? These are expenditures that are made in the Georgian Bay region for items that are used on a daily or weekly basis. These include expenditures such as:

- Donations to charities or religious organizations in the Georgian Bay region
- Memberships in Georgian Bay clubs/associations
- Personal grooming/medication

Please round off to the nearest \$1000 Canadian dollars, including relevant taxes such as HST. **Please make sure this amount represents the total expenditure for all users of the cottage.**

\$,000s

7. In the most recent (non-pandemic) calendar year (or use average annual costs if you prefer), what were the estimated capital expenditures related to the cottage property? These are expenses incurred to maintain or upgrade the cottage property. These include costs such as:

- New buildings
- Major renovations or repairs (including kitchen and bathrooms)
- Major replacements (e.g. roof, deck, windows, septic system)
- Fixed equipment for the buildings (solar, water supply, heating and cooling)
- Appliances/furniture
- Recreational equipment
- Landscaping
- Docks, boathouses, water breaks
- Boats and vehicles for the cottage

Please round off to the nearest \$1000 Canadian dollars, including relevant taxes such as HST.

\$,000s

This is the end of the survey. We'd like to thank you for providing this information, which will be kept by Algonquin College for five years and only reported on an aggregate basis. Your individual responses will be kept private and confidential. The aggregate results will be used by the Georgian Bay Association to improve its advocacy efforts with all levels of government and other institutions.

OK

DONE - THANK YOU!