



RESEARCH REPORT

Georgian Bay Association Economic Impact Survey

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MKT 1211
Group 4

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Background

This study was conducted in order to obtain an estimate of the economic contribution of the broader membership of the Georgian Bay Association to Ontario's economy.

Research Objectives

The research objectives are:

- To gain an understanding of the approximate economic contributions of cottagers of the Georgian Bay Association.
- To determine how many cottagers in the Georgian Bay region normally live in Canada.
- To determine how many cottagers in the Georgian Bay region normally live outside of Canada.

Methodology

Overview

The research methodology involved the use of an online survey. The survey was embedded on the Georgian Bay Association website and was also distributed by email by some cottage associations. The target population was members of the various local associations that comprise the Georgian Bay Association. The researchers for this project included: Nathaniel Stone, Samantha McLellan, Ruchika Parikh, Neeti, and Ganeshkumar Gandhikumar. All of the research team members directly involved in data collection were located in Canada. Respondents were informed of their rights under the Personal Information Protection and Electronic Documents Act, and that their rights would be protected throughout the research process and thereafter. The total number of responses for the survey was 560. The respondents could exit the survey at any time. For the purpose of analysis, respondents who did not complete the entire survey were excluded from the analysis. There were 452 valid responses, meaning they answered every question in the survey. 42 respondents were excluded because they were not members of an association. For the remaining 410 cases, weights were calculated, and the weighted sums and means are provided. The expected response rate was 15%, and the final response rate for the survey was 16.13% based on the 452 responses.

Results

410 Weighted Responses

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

Household Size	Frequency	Percent
0-5	205	50%
6-10	118	28.7%
11-15	50	12.2%
16-20	25	6.2%
21 and higher	12	2.9%
Total	410	100%

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

Household Size	Frequency	Percent
0-5	322	78.4%
6-10	38	11.7%
11-15	19	4.7%
16-20	12	3%
21 and higher	9	2.1%
Total	410	100%

Sum of Data

Question	Sum	Mean
Q4: Estimated fixed expenditures.	\$7,393,122	\$18,032.01
Q5: Estimated total variable expenditures of all those using your cottage.	\$4,128,181	\$10,068.73
Q6: Estimated total miscellaneous costs of all those using your cottage.	\$1,167,643	\$2,847.91
Q7: Estimated capital expenditures related to the cottage property.	\$18,462,484	\$45,030.45
Total for all questions	\$31,151,430	

	Q2: In a typical calendar year (non-pandemic year), how many people who are living in Canada on a permanent basis use your cottage?				
	0-5	6-10	11-15	16-20	21 and higher
	Sum	Sum	Sum	Sum	Sum
Q4: Estimated fixed expenditures.	\$3,616,054	\$2,174,179	\$867,037	\$418,376	\$317,476
Q5: Estimated total variable expenditures of all those using your cottage.	\$2,076,861	\$1,057,922	\$520,761	\$286,408	\$186,229
Q6: Estimated total miscellaneous costs of all those using your cottage.	\$561,753	\$277,475	\$174,749	\$110,142	\$43,523
Q7: Estimated capital expenditures related to the cottage property.	\$11,850,144	\$4,184,188	\$1,404,852	\$641,539	\$381,761

	Q3: In a typical calendar year (non-pandemic year), how many people who are not living in Canada on a permanent basis use your cottage?				
	0-5	6-10	11-15	16-20	21 and higher
	Sum	Sum	Sum	Sum	Sum
Q4: Estimated fixed expenditures.	\$5,540,065	\$977,949	\$343,457	\$237,719	\$293,933
Q5: Estimated total variable expenditures of all those using your cottage.	\$2,853,076	\$535,689	\$282,032	\$101,935	\$355,450
Q6: Estimated total miscellaneous costs of all those using your cottage.	\$820,497	\$178,414	\$40,022	\$34,535	\$94,174
Q7: Estimated capital expenditures related to the cottage property.	\$9,279,256	\$7,749,224	\$346,543	\$757,107	\$330,354

453 Unweighted Responses

Questions 2-3

Only Canadians using cottage

Total:	3034
Mean:	6.73
Median:	5
Mode:	0

Only Americans using cottage

Total:	2285
Mean:	5.16
Median:	0
Mode:	0

Both Canadians and Americans using cottage

Total both:	5341
Total US:	2303
Total Canada:	3038
Mean both:	5.92
Mean US:	5.11
Mean Canada	6.74
Median both:	2.5
Median US:	0
Median Canada	5

437 Unweighted Responses – Outliers Removed

	Sum	Mean	Median
Q4: Estimated fixed expenditures.	\$7,359,900	\$16,841.88	\$15,000
Q5: Estimated total variable expenditures of all those using your cottage.	\$4,284,400	\$9,804.12	\$7,000
Q6: Estimated total miscellaneous costs of all those using your cottage.	\$1,252,600	\$2,866.36	\$1,000
Q7: Estimated capital expenditures related to the cottage property.	\$8,055,000	\$18,432.49	\$8,000