2024 Tourism Business Satisfaction Survey Results

1000 Islands International Tourism Council

December 2024

Tourism Operator Satisfaction Survey Summary

Survey Overview
The survey was distributed to businesses and organizations within the 1000 Islands International Tourism Council's database, which includes attractions, lodging, recreation and other sectors located in Jefferson County, NY, Leeds-Grenville, Ontario, and parts of Frontenac and Glengarry counties. Respondents predominantly reported that more than 50% of their trade comes from tourists.

Survey invitations were emailed beginning November 11, with responses collected until December 13. A total of 102 responses were received, reflecting a continued, slight decline in participation over recent years. While many sectors were represented, some had limited participation.

The survey includes a core set of questions used since 1999, enabling comparisons over time to track changes in business performance and confidence.

Key Findings

1. Continued Leveling of Satisfaction and Optimism
Tourism operators' satisfaction levels for 2024 aligned with patterns seen in years unaffected by major disruptions. High water levels in 2017 and 2019, followed by the COVID-19 pandemic in 2020 and recovery years, caused significant fluctuations in satisfaction and outlook. This year's responses are more consistent with non-disruption years including 2016 and earlier.

2. Satisfaction Gap Across the Border
While New York operators maintained a relatively stable outlook, satisfaction among Ontario businesses declined compared to 2023. Nearly 75% of Canadian respondents reported positive feelings about their business but there was a notable shift from "very pleased" and "pleased" to the more neutral "satisfied" category.

3. Economic Challenges Dominate Concerns
Economic factors such as gas prices and overall conditions received the lowest ratings among all surveyed factors, with most respondents expressing dissatisfaction. Meanwhile, factors including water levels, weather, and border crossing ease received mixed reviews. The region's marketing efforts stood out positively, earning favorable feedback from a majority of participants.

(*Note: Some chart percentages may not total 100% due to rounding.*)

Considering your own business, how would you rate your feelings about this year's summer season?

	Overall	Ontario	New York
Very Pleased	26%	9%	27%
Pleased	32%	27%	31%
Satisfied	25%	36%	22%
Disappointed	20%	27%	20%
Very Disappointed	0%	0%	0%

Answer Options	Attractions	Recreation & Sports	Lodging	Food	Retail	Events/ Entertainment	Marine	Campgrounds	Agriculture/Craft Beverage	Other
Very Pleased	42%	38%	18%	30%	25%	25%	20%	13%	33%	38%
Pleased	16%	33%	39%	40%	50%	17%	40%	50%	0%	25%
Satisfied	26%	24%	27%	20%	0%	42%	16%	13%	17%	25%
Disappointed	16%	5%	15%	10%	25%	17%	24%	25%	50%	13%
Very Disappointed	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Compared to last year, how would you describe overall 1000 Islands tourism for the summer season?

	Overall	Ontario	New York
Much Better	9%	9%	9%
Somewhat Better	31%	23%	33%
About the Same	43%	50%	41%
Somewhat Worse	16%	18%	17%
Much Worse	0%	0%	0%

Some operators did not identify their business location, so Overall percentages will occasionally not reflect average of New York and Ontario responses.

Thinking about the next five years, do you believe your own business will…?

	Overall	Ontario	New York
Improve Significantly	18%	13%	18%
Improve Slightly	49%	68%	44%
Be About the Same	29%	14%	34%
Decline Slightly	3%	5%	3%
Decline Significantly	0%	0%	0%

Thinking about the next five years, do you believe overall 1000 Islands tourism business will…?

	Overall	Ontario	New York
Improve Significantly	11%	9%	11%
Improve Slightly	60%	59%	61%
Be About the Same	23%	23%	22%
Decline Slightly	7%	9%	6%
Decline Significantly	0%	0%	0%

What is your estimate of the percentage of your business that comes from tourists?

	Overall	Ontario	New York
More than 75%	37%	41%	38%
51% to 75%	19%	14%	19%
26% to 50%	17%	14%	17%
10% to 25%	17%	14%	17%
Less than 10%	11%	18%	9%

What kind of effect have the following factors had on your business this year?

Overall	Very Positive	Positive	No Effect	Negative	Very Negative
Summer weather	6%	42%	25%	25%	2%
General economic conditions	3%	25%	15%	49%	7%
Canadian/US Dollar Exchange	0%	18%	63%	18%	0%
Ease of crossing border	4%	30%	58%	7%	2%
Gas prices	1%	12%	33%	46%	8%
Water levels	2%	11%	57%	24%	6%
Marketing of the 1000 Islands	11%	63%	26%	1%	0%
Competition from other areas	2%	24%	71%	1%	1%
US/Canadian relations	2%	20%	66%	9%	0%
Opening of new attractions nearby	2%	24%	71%	1%	1%

What best describes your business in each spring through fall month this year?

Overall	Very Strong	Fairly Strong	Moderate	Somewhat Weak	Very Weak
May	13%	17%	37%	22%	11%
June	18%	34%	30%	13%	4%
July	51%	23%	19%	7%	1%
August	46%	30%	16%	7%	1%
September	17%	32%	32%	14%	4%
October	9%	17%	34%	20%	20%

New York	Very Strong	Fairly Strong	Moderate	Somewhat Weak	Very Weak
May	13%	18%	37%	24%	10%
June	17%	34%	34%	12%	3%
July	48%	25%	22%	5%	2%
August	43%	34%	15%	6%	1%
September	12%	37%	29%	15%	6%
October	7%	15%	32%	24%	22%

Ontario	Very Strong	Fairly Strong	Moderate	Somewhat Weak	Very Weak
May	10%	14%	38%	19%	19%
June	18%	32%	23%	18%	9%
July	46%	23%	18%	9%	0%
August	46%	23%	23%	9%	0%
September	27%	23%	36%	14%	0%
October	19%	24%	29%	10%	19%

Having visitor-friendly communities is a goal of all destinations. What areas would you most like to see improved in your community to strengthen it as a visitor destination?

	Overall	Ontario	New York
Critical infrastructure such as roads, bridges, water/sewer, sidewalks, docks and parking.	18%	32%	12%
Quality-of-life/experiential infrastructure such as benches, trails, wayfinding signs, downtown walkability, etc.	23%	18%	25%
Aesthetic projects such as gardening and ornamental lighting.	9%	9%	9%
Governmental services such as trash removal, law enforcement assistance and emergency services help at events, festivals, etc.	6%	5%	7%
Regulatory needs such as easier access to permits, modernizing codes, etc.	13%	14%	14%
None. I think my community is properly developed to be a destination.	31%	24%	34%

Which of the following best matches your 2025 marketing plans?

I will invest more resources into marketing to sustain and build demand.	26%
I will invest less into marketing because of scarcity of resources/other expenses.	9%
I will invest about the same in 2025 as I did in 2024 when it comes to marketing.	64%

Respondents: Total of 87 responses

Country	
USA	65
Canada	22

Total of 87 responses. Responders can select all categories that apply.

Type of Business:	
Attractions	19
Recreation & Sport	21
Lodging	33
Food	10
Retail	8
Events/Entertainment	12
Marine	25
Campgrounds	8
Agriculture/Craft Beverage	6
Other	8

Considering your own business, how would you rate your feelings about this year's summer season?

	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0	99
Very Pleased	24%	19%	28%	29%	22%	14%	32%	15%	27%	23%	15%	16%	19%	19%	19%	15%	14%	26%	13%	21%	13%	23%	28%	22%	33%
Pleased	33%	36%	40%	34%	12%	30%	41%	27%	41%	35%	25%	28%	31%	29%	36%	22%	23%	30%	29%	34%	28%	27%	31%	23%	43%
Satisfied	25%	23%	22%	19%	20%	29%	18%	24%	20%	26%	37%	29%	30%	32%	31%	33%	34%	25%	27%	26%	29%	31%	26%	31%	13%
Disappointed	20%	17%	7%	13%	22%	20%	7%	23%	9%	14%	22%	22%	20%	17%	13%	22%	24%	17%	26%	17%	28%	17%	12%	25%	10%
Very Disappointed	0%	5%	2%	5%	24%	8%	1%	10%	3%	1%	2%	6%	1%	3%	2%	7%	4%	2%	6%	2%	2%	1%	1%	0%	2%

Compared to last year, how would you describe your own business for this year's summer season:

	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0	99
Much Better	10%	12%	26%	31%	17%	6%	23%	12%	17%	15%	10%	8%	12%	7%	13%	9%	8%	15%	5%	14%	11%	6%	15%	13%	25%
Somewhat Better	26%	29%	31%	35%	16%	29%	43%	20%	45%	39%	26%	27%	34%	30%	35%	23%	21%	40%	28%	31%	27%	37%	42%	32%	44%
About the Same	41%	34%	33%	24%	10%	31%	23%	27%	26%	26%	34%	33%	31%	35%	30%	34%	35%	28%	35%	36%	35%	30%	26%	22%	23%
Somewhat Worse	22%	19%	9%	6%	19%	26%	11%	28%	10%	18%	26%	25%	21%	24%	20%	26%	28%	15%	25%	18%	22%	19%	15%	31%	5%
Much Worse	2%	6%	1%	4%	38%	8%	1%	14%	2%	1%	4%	7%	2%	4%	2%	8%	5%	2%	8%	2%	4%	3%	3%	2%	2%

Compared to last year, how would you describe overall 1000 Islands tourism for this year's summer season:

	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0	99
Much Better	10%	13%	25%	29%	11%	2%	20%	4%	16%	8%	6%	5%	7%	5%	11%	2%	1%	8%	0%	3%	5%	6%	4%	5%	20%
Somewhat Better	31%	27%	41%	39%	15%	21%	43%	14%	47%	38%	23%	18%	31%	18%	34%	8%	11%	26%	12%	27%	19%	24%	33%	16%	49%
About the Same	42%	41%	24%	25%	10%	49%	30%	32%	28%	38%	41%	45%	44%	49%	38%	48%	42%	44%	44%	48%	42%	40%	38%	37%	23%
Somewhat Worse	16%	16%	10%	5%	29%	23%	6%	41%	9%	16%	26%	27%	16%	26%	15%	37%	35%	20%	40%	20%	30%	26%	15%	41%	7%
Much Worse	0%	3%	1%	2%	36%	6%	1%	9%	1%	2%	4%	4%	1%	2%	2%	6%	5%	3%	5%	2%	4%	4%	3%	1%	1%

Considering your own business, how would you rate your feelings about this year's summer season?

	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0	99
Very Pleased	24%	19%	28%	29%	22%	14%	32%	15%	27%	23%	15%	16%	19%	19%	19%	15%	14%	26%	13%	21%	13%	23%	28%	22%	33%
Pleased	33%	36%	40%	34%	12%	30%	41%	27%	41%	35%	25%	28%	31%	29%	36%	22%	23%	30%	29%	34%	28%	27%	31%	23%	43%
Satisfied	25%	23%	22%	19%	20%	29%	18%	24%	20%	26%	37%	29%	30%	32%	31%	33%	34%	25%	27%	26%	29%	31%	26%	31%	13%
Disappointed	20%	17%	7%	13%	22%	20%	7%	23%	9%	14%	22%	22%	20%	17%	13%	22%	24%	17%	26%	17%	28%	17%	12%	25%	10%
Very Disappointed	0%	5%	2%	5%	24%	8%	1%	10%	3%	1%	2%	6%	1%	3%	2%	7%	4%	2%	6%	2%	2%	1%	1%	0%	2%

Compared to last year, how would you describe your own business for this year's summer season:

	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0	99
Much Better	10%	12%	26%	31%	17%	6%	23%	12%	17%	15%	10%	8%	12%	7%	13%	9%	8%	15%	5%	14%	11%	6%	15%	13%	25%
Somewhat Better	26%	29%	31%	35%	16%	29%	43%	20%	45%	39%	26%	27%	34%	30%	35%	23%	21%	40%	28%	31%	27%	37%	42%	32%	44%
About the Same	41%	34%	33%	24%	10%	31%	23%	27%	26%	26%	34%	33%	31%	35%	30%	34%	35%	28%	35%	36%	35%	30%	26%	22%	23%
Somewhat Worse	22%	19%	9%	6%	19%	26%	11%	28%	10%	18%	26%	25%	21%	24%	20%	26%	28%	15%	25%	18%	22%	19%	15%	31%	5%
Much Worse	2%	6%	1%	4%	38%	8%	1%	14%	2%	1%	4%	7%	2%	4%	2%	8%	5%	2%	8%	2%	4%	3%	3%	2%	2%

Compared to last year, how would you describe overall 1000 Islands tourism for this year's summer season:

	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0	99
Much Better	10%	13%	25%	29%	11%	2%	20%	4%	16%	8%	6%	5%	7%	5%	11%	2%	1%	8%	0%	3%	5%	6%	4%	5%	20%
Somewhat Better	31%	27%	41%	39%	15%	21%	43%	14%	47%	38%	23%	18%	31%	18%	34%	8%	11%	26%	12%	27%	19%	24%	33%	16%	49%
About the Same	42%	41%	24%	25%	10%	49%	30%	32%	28%	38%	41%	45%	44%	49%	38%	48%	42%	44%	44%	48%	42%	40%	38%	37%	23%
Somewhat Worse	16%	16%	10%	5%	29%	23%	6%	41%	9%	16%	26%	27%	16%	26%	15%	37%	35%	20%	40%	20%	30%	26%	15%	41%	7%
Much Worse	0%	3%	1%	2%	36%	6%	1%	9%	1%	2%	4%	4%	1%	2%	2%	6%	5%	3%	5%	2%	4%	4%	3%	1%	1%

Thinking about the next five years, do you believe overall tourism business in the 1000 Islands will:

	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0	99
Improve Significantly	11%	14%	21%	34%	33%	14%	19%	21%	21%	15%	12%	16%	10%	12%	14%	11%	4%	16%	10%	14%	21%	16%	20%	18%	30%
Improve Slightly	60%	53%	50%	54%	48%	45%	58%	45%	40%	47%	47%	43%	55%	41%	56%	48%	33%	42%	44%	38%	45%	57%	46%	52%	38%
Be About the Same	23%	24%	24%	10%	11%	36%	20%	29%	35%	30%	29%	29%	27%	36%	22%	29%	32%	27%	28%	30%	24%	20%	22%	19%	17%
Decline Slightly	7%	9%	3%	2%	4%	5%	3%	5%	4%	8%	10%	11%	7%	10%	9%	10%	21%	15%	15%	18%	5%	5%	7%	9%	10%
Decline Significantly	0%	0%	1%	0%	5%	2%	1%	1%	1%	1%	1%	2%	1%	2%	0%	2%	4%	1%	2%	0%	1%	2%	1%	2%	5%

Thinking about the next five years, do you believe your own business will:

	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0	99
Improve Significantly	18%	16%	25%	30%	28%	15%	22%	19%	20%	19%	20%	15%	14%	16%	16%	19%	12%	26%	19%	18%	25%	22%	31%	27%	35%
Improve Slightly	49%	52%	49%	52%	44%	53%	50%	53%	47%	47%	49%	53%	53%	42%	54%	51%	43%	41%	46%	46%	50%	56%	44%	52%	43%
Be About the Same	29%	24%	24%	15%	19%	26%	25%	21%	25%	26%	24%	24%	26%	35%	22%	21%	25%	25%	29%	25%	17%	13%	18%	16%	17%
Decline Slightly	3%	8%	2%	2%	5%	6%	2%	6%	4%	8%	6%	6%	6%	5%	7%	6%	14%	7%	6%	11%	6%	7%	3%	4%	4%
Decline Significantly	0%	1%	1%	1%	4%	0%	2%	1%	5%	1%	1%	2%	1%	2%	1%	2%	2%	1%	0%	0%	1%	2%	2%	2%	1%

What best describes your business in <u>each summer month</u> this year? (JUNE)

	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0
Very Strong	18%	19%	19%	17%	9%	9%	15%	7%	12%	7%	4%	6%	12%	6%	12%	10%	11%	12%	8%	8%	7%	7%	12%	8%
Fairly Strong	34%	33%	34%	34%	17%	20%	42%	19%	34%	25%	25%	18%	30%	20%	21%	24%	21%	30%	15%	26%	18%	19%	23%	24%
Moderate	30%	24%	34%	28%	13%	31%	24%	27%	32%	42%	36%	34%	32%	41%	36%	25%	35%	32%	35%	37%	36%	28%	35%	33%
Somewhat Weak	13%	16%	10%	10%	15%	23%	14%	23%	20%	20%	26%	31%	18%	25%	22%	29%	19%	17%	29%	22%	26%	32%	20%	24%
Very Weak	4%	8%	3%	12%	47%	18%	5%	21%	2%	6%	10%	12%	9%	8%	10%	13%	11%	8%	14%	7%	12%	14%	9%	12%

What best describes your business in <u>each summer month</u> this year? (JULY)

	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0
Very Strong	51%	46%	52%	52%	28%	29%	55%	28%	46%	39%	32%	27%	29%	28%	32%	28%	25%	13%	24%	34%	19%	28%	35%	25%
Fairly Strong	23%	26%	30%	25%	15%	35%	27%	30%	35%	38%	34%	33%	36%	35%	33%	23%	33%	30%	30%	33%	36%	34%	29%	33%
Moderate	19%	18%	14%	13%	20%	20%	13%	16%	15%	16%	19%	24%	22%	25%	24%	27%	24%	32%	25%	23%	27%	24%	20%	19%
Somewhat Weak	7%	6%	3%	8%	13%	11%	2%	14%	2%	6%	12%	11%	11%	9%	8%	15%	11%	18%	16%	8%	12%	11%	12%	20%
Very Weak	1%	5%	2%	2%	24%	5%	2%	8%	1%	1%	2%	5%	1%	3%	3%	6%	5%	9%	5%	2%	5%	3%	3%	3%

What best describes your business in <u>each summer month</u> this year? (AUGUST)

	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0
Very Strong	46%	43%	54%	54%	33%	35%	54%	36%	46%	39%	35%	33%	30%	30%	37%	29%	34%	46%	29%	34%	25%	37%	36%	33%
Fairly Strong	30%	31%	27%	24%	19%	37%	30%	30%	35%	39%	36%	41%	40%	36%	36%	35%	33%	32%	32%	37%	38%	37%	34%	36%
Moderate	16%	13%	11%	15%	18%	16%	13%	22%	10%	12%	21%	15%	18%	23%	21%	20%	20%	14%	25%	18%	24%	20%	25%	19%
Somewhat Weak	7%	9%	6%	4%	14%	10%	2%	8%	6%	9%	8%	8%	10%	8%	4%	11%	7%	7%	12%	10%	9%	4%	4%	8%
Very Weak	1%	4%	3%	4%	16%	2%	1%	3%	2%	1%	1%	3%	1%	4%	3%	4%	2%	8%	2%	2%	3%	2%	1%	4%

What best describes your business in <u>each summer month</u> this year? (SEPTEMBER)

	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	6	5	4	2	1	0	99
Very Strong	17%	17%	20%	22%	17%	15%	21%	13%	17%	13%	13%	12%	17%	9%	13%	10%	15%	21%							
Fairly Strong	32%	34%	37%	36%	25%	29%	39%	33%	32%	35%	26%	26%	25%	23%	25%	28%	22%	29%							
Moderate	32%	26%	24%	26%	19%	36%	21%	30%	30%	27%	31%	31%	34%	35%	36%	38%	31%	26%							
Somewhat Weak	14%	12%	12%	8%	13%	16%	15%	14%	16%	19%	21%	19%	13%	27%	16%	13%	18%	14%							
Very Weak	4%	12%	8%	8%	26%	5%	5%	7%	4%	6%	9%	12%	11%	7%	11%	11%	9%	9%							

What kind of effect have the following factors had on your business this year?

Summer weather

	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0	99
Very Positive	6%	13%	25%	18%	37%	19%	51%	8%	55%	33%	12%	14%	46%	31%	43%	9%	8%	36%	9%	51%	11%	42%	42%	2%	31%
Positive	42%	39%	54%	56%	34%	43%	38%	23%	32%	44%	33%	29%	31%	43%	37%	17%	21%	42%	33%	29%	14%	36%	35%	14%	45%
No Effect	25%	19%	14%	18%	28%	14%	6%	13%	7%	14%	18%	20%	13%	15%	13%	21%	17%	12%	22%	11%	20%	10%	7%	17%	15%
Negative	25%	27%	7%	7%	1%	19%	4%	34%	2%	7%	32%	27%	8%	10%	6%	36%	38%	8%	29%	8%	39%	10%	14%	45%	9%
Very Negative	2%	1%	0%	1%	0%	4%	1%	19%	4%	1%	5%	9%	2%	2%	1%	18%	12%	1%	7%	1%	12%	1%	0%	22%	0%

Canadian/US dollar exchange rate

	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0	99
Very Positive	0%	3%	3%	2%	0%	2%	4%	5%	7%	8%	1%	3%	3%	5%	3%	5%	4%	9%	7%	3%	3%	6%	14%	7%	14%
Positive	18%	19%	11%	8%	5%	19%	24%	22%	18%	20%	21%	26%	27%	20%	21%	15%	21%	22%	21%	20%	14%	28%	16%	28%	15%
No Effect	63%	59%	66%	78%	75%	58%	53%	50%	41%	35%	53%	53%	48%	47%	48%	51%	43%	36%	38%	50%	52%	35%	39%	29%	23%
Negative	18%	14%	18%	8%	8%	18%	16%	19%	25%	27%	20%	17%	17%	22%	23%	24%	22%	22%	26%	25%	27%	21%	19%	23%	25%
Very Negative	0%	5%	3%	4%	13%	4%	3%	1%	8%	10%	5%	1%	4%	5%	5%	4%	6%	10%	6%	1%	0%	10%	11%	13%	22%

Ease of crossing the border

	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0	99
Very Positive	4%	7%	4%	6%	3%	2%	6%	4%	2%	2%	1%	6%	2%	4%	2%	7%	2%	1%	3%	2%	3%				
Positive	30%	40%	22%	6%	2%	20%	25%	21%	23%	23%	21%	20%	15%	15%	13%	9%	9%	10%	8%	6%	3%				
No Effect	57%	43%	32%	27%	16%	55%	52%	52%	49%	47%	53%	42%	50%	41%	42%	33%	44%	38%	33%	41%	41%				
Negative	7%	8%	25%	28%	14%	22%	14%	16%	22%	22%	20%	28%	28%	28%	29%	32%	29%	36%	42%	34%	37%				
Very Negative	2%	2%	17%	33%	64%	1%	3%	2%	4%	5%	5%	5%	5%	12%	14%	18%	10%	13%	13%	16%	10%				

Gas prices

	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0
Very Positive	1%	3%	1%	5%	5%	2%	6%	5%	12%	15%	4%	6%	3%	5%	2%	9%	5%	2%	6%	3%	3%		3%	
Positive	12%	7%	4%	10%	24%	20%	22%	25%	56%	53%	17%	11%	7%	10%	16%	12%	5%	8%	6%	7%	8%		7%	
No Effect	33%	28%	23%	46%	68%	55%	47%	50%	25%	22%	25%	25%	15%	19%	38%	46%	11%	29%	15%	20%	23%		47%	
Negative	46%	51%	43%	32%	2%	22%	24%	16%	6%	8%	45%	51%	58%	51%	36%	27%	44%	46%	45%	48%	47%		36%	
Very Negative	8%	11%	31%	7%	0%	1%	2%	2%	1%	1%	8%	7%	17%	14%	8%	5%	28%	15%	24%	20%	15%		7%	

General Economy

	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0
Very Positive	4%	4%	5%	6%	7%	8%	19%	5%	9%	10%	4%	7%	2%	5%	3%	6%	5%	2%			4%	3%	1%	
Positive	25%	24%	29%	49%	27%	39%	59%	36%	49%	40%	27%	20%	20%	14%	17%	12%	7%	24%			14%	21%	17%	
No Effect	15%	28%	20%	21%	24%	33%	11%	39%	23%	18%	18%	19%	24%	19%	25%	23%	21%	35%			24%	29%	34%	
Negative	49%	34%	40%	19%	30%	19%	10%	16%	15%	29%	43%	48%	46%	52%	46%	45%	51%	35%			47%	41%	41%	
Very Negative	7%	11%	7%	5%	13%	2%	1%	2%	3%	2%	8%	6%	9%	11%	9%	14%	10%	4%			6%	6%	5%	

Lake/River Water Levels

	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0
Very Positive	2%	6%	0%	4%	14%	2%	17%	2%	4%	6%	3%	7%	1%	4%	5%	4%	5%	2%	2%	1%				
Positive	11%	26%	11%	13%	25%	6%	35%	10%	19%	29%	22%	19%	1%	14%	6%	14%	21%	8%	6%	13%				
No Effect	57%	59%	47%	54%	54%	26%	38%	18%	52%	53%	57%	47%	35%	62%	57%	63%	56%	48%	68%	58%				
Negative	24%	8%	29%	23%	6%	29%	9%	29%	16%	9%	14%	23%	42%	12%	22%	15%	9%	29%	20%	16%				
Very Negative	6%	1%	13%	6%	2%	38%	1%	40%	9%	3%	4%	3%	21%	6%	11%	4%	4%	10%	3%	7%				

Competition from other areas

	24	23	22	21	20	19	18	17	16	15	14	13
Very Positive	2%	2%	1%	2%	2%	1%	3%	1%	1%	3%	3%	2%
Positive	9%	16%	11%	11%	9%	13%	18%	13%	16%	14%	14%	10%
No Effect	62%	65%	69%	64%	76%	61%	57%	63%	61%	55%	57%	56%
Negative	25%	16%	19%	22%	11%	24%	20%	15%	21%	26%	23%	28%
Very Negative	1%	1%	0%	1%	2%	2%	3%	4%	2%	3%	3%	3%

Marketing of the 1000 Islands

	24	23	22	21	20	19	18	17	16	15	14	13
Very Positive	11%	9%	11%	8%	10%	12%	17%	9%	14%	14%	7%	9%
Positive	63%	62%	57%	59%	47%	57%	72%	55%	60%	57%	56%	56%
No Effect	26%	28%	31%	30%	39%	29%	9%	29%	23%	23%	27%	25%
Negative	1%	1%	1%	2%	4%	3%	3%	3%	2%	6%	9%	9%
Very Negative	0%	0%	0%	1%	1%	0%	0%	1%	1%	1%	1%	1%