

# 1000 Islands Tourism Business Survey

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2018 REPORT AND SUMMARY

1000 Islands International Tourism Council  
November, 2018



## **Survey Overview:**

The survey was sent to businesses and organizations in the 1000 Islands International Tourism Council's database of local tourism organizations, attractions, lodging, and recreation businesses. Based on the answer to a survey question, the majority of those responding get over half of their trade from tourists.

Those invited received both an e-mail invitation and postal mail invitation and could complete the survey online or by returning a paper form in a postage paid envelope. Survey invitations were mailed about September 1 and collected through November 15.

The survey contains a core set of questions that have been asked in similar surveys conducted since 1999. The results are tracked against previous years to illustrate shifts in business performance and confidence. This year, 169 surveys were returned.

## **Satisfaction with 2018 Business:**

The satisfaction level indicated on this year's survey was one of the highest in two decades, a sharp contrast to last year's results. The combination of rainy early summer weather and resulting high water on the shores of Lake Ontario and the St. Lawrence River created difficult situations for many operators in 2017. A strong rebound in business satisfaction was seen for the 2018 summer season.

## **Year to Year Performance**

Compared to 2017, about two thirds of those surveyed categorized 2018 as "much" or "somewhat" better. The survey indicates that the region recovered well from the set-backs associated with the early season high water conditions in 2017.

## **Future Confidence**

Those surveyed continue to show optimism for the future. Consistent with recent years, 72% forecast improvements in their own business in the next five years. Less than 4% see declines in their future business.

## **Factors Impacting Performance**

More respondents than indicated that general economic conditions had a positive impact than in previous years. The ease of crossing the border continued to see a declining level of negatives. Although negative impacts of gas prices were somewhat higher than 2017, the level of negative continues to be lower than most years during the life of the survey. Some media reports had suggested the current state of USA/Canada relations might impact tourism. But, only 10% indicated it was a negative factor in their business this year.

## **Social Media**

With increasing amount of tourism marketing investments being made through social media channels, this year's survey asked a general question about the use of social media in marketing. Three quarters of those responding indicated they were using social media in their marketing and two thirds indicated they had increased its usage this year either somewhat or significantly.

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

<b>Answer Options</b>	<b>Overall</b>	<b>Ontario</b>	<b>New York</b>
Very Pleased	32.14%	30.77%	32.20%
Pleased	41.07%	43.59%	41.53%
Satisfied	18.45%	23.08%	16.95%
Disappointed	7.14%	2.56%	7.63%
Very Disappointed	1.19%	0.00%	1.69%

<b>Answer Options</b>	<b>Attraction</b>	<b>Recreation &amp; Sport</b>	<b>Lodging</b>	<b>Food</b>	<b>Retail</b>	<b>Events/ Entertainment</b>	<b>Marine</b>	<b>Camp-ground</b>	<b>Agriculture / Craft Beverage</b>	<b>Other</b>
Very Pleased	27.59%	31.91%	27.42%	47.37%	38.89%	31.25%	37.84%	46.67%	33.33%	29.41%
Pleased	41.38%	40.43%	41.94%	21.05%	27.78%	37.50%	32.43%	33.33%	16.67%	41.18%
Satisfied	24.14%	21.28%	20.97%	26.32%	22.22%	25.00%	21.62%	20.00%	33.33%	17.65%
Disappointed	3.45%	6.38%	9.68%	5.26%	11.11%	6.25%	8.11%	0.00%	16.67%	5.88%
Very Disappointed	3.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.88%

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

<b>Answer Options</b>	<b>Overall</b>	<b>Ontario</b>	<b>New York</b>
Much Better	22.62%	7.50%	28.21%
Somewhat Better	42.86%	45.00%	43.59%
About the Same	23.21%	35.00%	17.09%
Somewhat Worse	10.71%	12.50%	10.26%
Much Worse	0.60%	0.00%	0.85%

<b>Answer Options</b>	<b>Attraction</b>	<b>Recreation &amp; Sport</b>	<b>Lodging</b>	<b>Food</b>	<b>Retail</b>	<b>Events/ Entertainment</b>	<b>Marine</b>	<b>Camp-ground</b>	<b>Agriculture / Craft Beverage</b>	<b>Other</b>
Much Better	21.43%	17.39%	14.29%	26.32%	38.89%	33.33%	29.73%	20.00%	16.67%	25.00%
Somewhat Better	39.29%	50.00%	52.38%	42.11%	44.44%	40.00%	32.43%	66.67%	33.33%	31.25%
About the Same	21.43%	17.39%	25.40%	26.32%	11.11%	13.33%	27.03%	13.33%	16.67%	25.00%
Somewhat Worse	17.86%	15.22%	7.94%	5.26%	5.56%	13.33%	10.81%	0.00%	33.33%	12.50%
Much Worse	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.25%

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

	<b>Overall</b>	<b>Ontario</b>	<b>New York</b>
Much Better	20.36%	7.69%	24.79%
Somewhat Better	43.11%	41.03%	43.59%
About the Same	29.94%	46.15%	25.64%
Somewhat Worse	5.99%	5.13%	5.13%
Much Worse	0.60%	0.00%	0.85%

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

	<b>Overall</b>	<b>Ontario</b>	<b>New York</b>
Improve Significantly	18.79%	15.00%	17.95%
Improve Slightly	57.58%	65.00%	57.26%
Be About the Same	20.00%	20.00%	20.51%
Decline Slightly	3.03%	0.00%	3.42%
Decline Significantly	0.61%	0.00%	0.85%

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

	<b>Overall</b>	<b>Ontario</b>	<b>New York</b>
Improve Significantly	21.60%	23.68%	19.83%
Improve Slightly	50.00%	50.00%	51.72%
Be About the Same	24.69%	23.68%	25.86%
Decline Slightly	1.85%	0.00%	1.72%
Decline Significantly	1.85%	2.63%	0.86%

**What best describes your business in each summer month this year?**

<b>Overall</b>	<b>Very Strong</b>	<b>Fairly Strong</b>	<b>Moderate</b>	<b>Somewhat Weak</b>	<b>Very Weak</b>
MAY	5.77%	25.64%	30.77%	21.79%	16.03%
JUNE	14.63%	42.07%	24.39%	14.02%	4.88%
JULY	54.88%	26.83%	13.41%	2.44%	2.44%
AUGUST	53.66%	29.88%	13.41%	1.83%	1.22%
SEPT.	20.61%	39.39%	20.61%	14.55%	4.85%
OCT.	7.03%	23.44%	28.13%	21.09%	20.31%

<b>New York</b>	<b>Very Strong</b>	<b>Fairly Strong</b>	<b>Moderate</b>	<b>Somewhat Weak</b>	<b>Very Weak</b>
MAY	5.56%	24.07%	30.56%	24.07%	15.74%
JUNE	15.52%	40.52%	24.14%	14.66%	5.17%
JULY	58.12%	23.93%	11.97%	3.42%	2.56%
AUGUST	56.41%	28.21%	11.97%	1.71%	1.71%
SEPT.	19.83%	39.66%	20.69%	13.79%	6.03%
OCT.	5.68%	23.86%	21.59%	27.27%	21.59%

<b>Ontario</b>	<b>Very Strong</b>	<b>Fairly Strong</b>	<b>Moderate</b>	<b>Somewhat Weak</b>	<b>Very Weak</b>
MAY	7.69%	30.77%	35.90%	15.38%	10.26%
JUNE	15.38%	46.15%	25.64%	10.26%	2.56%
JULY	52.63%	34.21%	13.16%	0.00%	0.00%
AUGUST	50.00%	31.58%	15.79%	2.63%	0.00%
SEPT.	25.00%	40.00%	22.50%	12.50%	0.00%
OCT.	12.12%	27.27%	48.48%	3.03%	9.09%

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

<b>Overall</b>	<b>Very Positive</b>	<b>Positive</b>	<b>No Effect</b>	<b>Negative</b>	<b>Very Negative</b>
Summer weather	50.92%	38.04%	6.13%	4.29%	0.61%
General economic conditions	19.25%	59.01%	11.18%	9.94%	0.62%
Canadian/US dollar exchange rate	4.38%	24.38%	52.50%	15.63%	3.13%
Ease of crossing border	6.21%	24.84%	52.17%	13.66%	3.11%
Gas prices	5.59%	21.74%	46.58%	24.22%	1.86%
Water levels	17.28%	35.19%	37.65%	9.26%	0.62%
Marketing of the 1000 Islands	16.98%	71.70%	8.81%	2.52%	0.00%
Competition from other areas	2.52%	18.24%	57.23%	19.50%	2.52%
USA/Canada Relations	5.59%	27.33%	48.45%	16.15%	2.48%
Opening of new attractions nearby	9.94%	29.19%	57.14%	1.86%	1.86%

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

<b>Ontario</b>	<b>Very Positive</b>	<b>Positive</b>	<b>No Effect</b>	<b>Negative</b>	<b>Very Negative</b>
Summer weather	40.00%	42.50%	10.00%	7.50%	0.00%
General economic conditions	2.56%	61.54%	17.95%	15.38%	2.56%
Canadian/US dollar exchange rate	10.26%	41.03%	38.46%	7.69%	2.56%
Ease of crossing border	2.50%	22.50%	55.00%	17.50%	2.50%
Gas prices	0.00%	7.69%	66.67%	23.08%	2.56%
Water levels	5.00%	20.00%	60.00%	15.00%	0.00%
Marketing of the 1000 Islands	5.00%	82.50%	12.50%	0.00%	0.00%
Competition from other areas	0.00%	5.26%	71.05%	21.05%	2.63%
USA/Canada Relations	0.00%	12.50%	47.50%	32.50%	7.50%
Opening of new attractions nearby	7.50%	20.00%	72.50%	0.00%	0.00%

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

<b>New York</b>	<b>Very Positive</b>	<b>Positive</b>	<b>No Effect</b>	<b>Negative</b>	<b>Very Negative</b>
Summer weather	54.31%	36.21%	5.17%	3.45%	0.86%
General economic conditions	24.35%	59.13%	9.57%	6.96%	0.00%
Canadian/US dollar exchange rate	2.63%	18.42%	57.02%	19.30%	2.63%
Ease of crossing border	7.02%	26.32%	51.75%	12.28%	2.63%
Gas prices	6.96%	26.09%	41.74%	24.35%	0.87%
Water levels	20.00%	41.74%	30.43%	6.96%	0.87%
Marketing of the 1000 Islands	20.35%	68.14%	7.96%	3.54%	0.00%
Competition from other areas	2.63%	22.81%	52.63%	19.30%	2.63%
USA/Canada Relations	6.14%	32.46%	50.88%	10.53%	0.00%
Opening of new attractions nearby	9.7%	32.5%	52.6%	2.6%	2.6%

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

	<b>Overall</b>	<b>Ontario</b>	<b>New York</b>
Less than 10%	7.27%	5.00%	8.55%
10% to 25%	16.36%	5.00%	20.51%
26% to 50%	15.15%	15.00%	14.53%
51% to 75%	23.03%	15.00%	25.64%
More than 75%	38.18%	60.00%	30.77%

**Do you use social media to promote your business?**

	<b>Overall</b>	<b>Ontario</b>	<b>New York</b>
Yes	77.02%	77.50%	76.92%
No	22.98%	22.50%	23.08%

**How would you describe your use of social media over the past year?**

	<b>Overall</b>	<b>Ontario</b>	<b>New York</b>
Stayed the same	28.15%	19.44%	31.25%
Increased somewhat	48.15%	50.00%	48.96%
Increased significantly	17.78%	22.22%	15.63%
Decreased somewhat	4.44%	8.33%	2.08%
Decreased significantly	1.48%	0.00%	2.08%

**Respondents: Total of 169 responses**

<b>Country</b>	
USA	74.68%
Canada	25.32%

<b>Type of Business</b>	
Attraction	17.65%
Recreation & Sport	28.76%
Lodging	39.22%
Food	12.42%
Retail	11.76%
Events/Entertainment	9.15%
Marine	23.53%
Campground	7.84%
Agricultural / Craft Beverage	3.92%
Other	9.80%

**Business satisfaction and perception questions**

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

	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2002	2001	2000	1999
Very Pleased	32%	15%	27%	23%	15%	16%	19%	19%	19%	15%	14%	26%	13%	21%	13%	23%	28%	22%	33%
Pleased	41%	27%	41%	35%	25%	28%	31%	29%	36%	22%	23%	30%	29%	34%	28%	27%	31%	23%	43%
Satisfied	18%	24%	20%	26%	37%	29%	30%	32%	31%	33%	34%	25%	27%	26%	29%	31%	26%	31%	13%
Disappointed	7%	23%	9%	14%	22%	22%	20%	17%	13%	22%	24%	17%	26%	17%	28%	17%	12%	25%	10%
Very Disappointed	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:**

	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2002	2001	2000	1999
Much Better	23%	12%	17%	15%	10%	8%	12%	7%	13%	9%	8%	15%	5%	14%	11%	6%	15%	13%	25%
Somewhat Better	43%	20%	45%	39%	26%	27%	34%	30%	35%	23%	21%	40%	28%	31%	27%	37%	42%	32%	44%
About the Same	23%	27%	26%	26%	34%	33%	31%	35%	30%	34%	35%	28%	35%	36%	35%	30%	26%	22%	23%
Somewhat Worse	11%	28%	10%	18%	26%	25%	21%	24%	20%	26%	28%	15%	25%	18%	22%	19%	15%	31%	5%
Much Worse	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:**

	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2002	2001	2000	1999
Much Better	20%	4%	16%	8%	6%	5%	7%	5%	11%	2%	1%	8%	0%	3%	5%	6%	4%	5%	20%
Somewhat Better	43%	14%	47%	38%	23%	18%	31%	18%	34%	8%	11%	26%	12%	27%	19%	24%	33%	16%	49%
About the Same	30%	32%	28%	38%	41%	45%	44%	49%	38%	48%	42%	44%	44%	48%	42%	40%	38%	37%	23%
Somewhat Worse	6%	41%	9%	16%	26%	27%	16%	26%	15%	37%	35%	20%	40%	20%	30%	26%	15%	41%	7%
Much Worse	1%	9%	1%	2%	4%	4%	1%	2%	2%	6%	5%	3%	5%	2%	4%	4%	3%	1%	1%

**Business confidence questions**

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

	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2002	2001	2000	1999
Improve Significantly	19%	21%	21%	15%	12%	16%	10%	12%	14%	11%	4%	16%	10%	14%	21%	16%	20%	18%	30%
Improve Slightly	58%	45%	40%	47%	47%	43%	55%	41%	56%	48%	33%	42%	44%	38%	45%	57%	46%	52%	38%
Be About the Same	20%	29%	35%	30%	29%	29%	27%	36%	22%	29%	32%	27%	28%	30%	24%	20%	22%	19%	17%
Decline Slightly	3%	5%	4%	8%	10%	11%	7%	10%	9%	10%	21%	15%	15%	18%	5%	5%	7%	9%	10%
Decline Significantly	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:**

	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2002	2001	2000	1999
Improve Significantly	22%	19%	20%	19%	20%	15%	14%	16%	16%	19%	12%	26%	19%	18%	25%	22%	31%	27%	35%
Improve Slightly	50%	53%	47%	47%	49%	53%	53%	42%	54%	51%	43%	41%	46%	46%	50%	56%	44%	52%	43%
Be About the Same	25%	21%	25%	26%	24%	24%	26%	35%	22%	21%	25%	25%	29%	25%	17%	13%	18%	16%	17%
Decline Slightly	2%	6%	4%	8%	6%	6%	6%	5%	7%	6%	14%	7%	6%	11%	6%	7%	3%	4%	4%
Decline Significantly	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 each summer month this year? (JUNE)**

	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2002	2001	2000	1999
Very Strong	15%	7%	12%	7%	4%	6%	12%	6%	12%	10%	11%	12%	8%	8%	7%	7%	12%	8%	
Fairly Strong	42%	19%	34%	25%	25%	18%	30%	20%	21%	24%	21%	30%	15%	26%	18%	19%	23%	24%	
Moderate	24%	27%	32%	42%	36%	34%	32%	41%	36%	25%	35%	32%	35%	37%	36%	28%	35%	33%	
Somewhat Weak	14%	23%	20%	20%	26%	31%	18%	25%	22%	29%	19%	17%	29%	22%	26%	32%	20%	24%	
Very Weak	5%	21%	2%	6%	10%	12%	9%	8%	10%	13%	11%	8%	14%	7%	12%	14%	9%	12%	

**What best describes your business in each summer month this year? (JULY)**

	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2002	2001	2000	1999
Very Strong	55%	28%	46%	39%	32%	27%	29%	28%	32%	28%	25%	13%	24%	34%	19%	28%	35%	25%	
Fairly Strong	27%	30%	35%	38%	34%	33%	36%	35%	33%	23%	33%	30%	30%	33%	36%	34%	29%	33%	
Moderate	13%	16%	15%	16%	19%	24%	22%	25%	24%	27%	24%	32%	25%	23%	27%	24%	20%	19%	
Somewhat Weak	2%	14%	2%	6%	12%	11%	11%	9%	8%	15%	11%	18%	16%	8%	12%	11%	12%	20%	
Very Weak	2%	8%	1%	1%	2%	5%	1%	3%	3%	6%	5%	9%	5%	2%	5%	3%	3%	3%	

**What best describes your business in each summer month this year? (AUGUST)**

	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2002	2001	2000	1999
Very Strong	54%	36%	46%	39%	35%	33%	30%	30%	37%	29%	34%	46%	29%	34%	25%	37%	36%	33%	
Fairly Strong	30%	30%	35%	39%	36%	41%	40%	36%	36%	35%	33%	32%	32%	37%	38%	37%	34%	36%	
Moderate	13%	22%	10%	12%	21%	15%	18%	23%	21%	20%	20%	14%	25%	18%	24%	20%	25%	19%	
Somewhat Weak	2%	8%	6%	9%	8%	8%	10%	8%	4%	11%	7%	7%	12%	10%	9%	4%	4%	8%	
Very Weak	1%	3%	2%	1%	1%	3%	1%	4%	3%	4%	2%	8%	2%	2%	3%	2%	1%	4%	

**What best describes your business in each summer month this year? (SEPTEMBER)**

	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2002	2001	2000	1999
Very Strong	21%	13%	17%	13%	13%	12%	17%	9%	13%	10%	15%	21%							
Fairly Strong	39%	33%	32%	35%	26%	26%	25%	23%	25%	28%	22%	29%							
Moderate	21%	30%	30%	27%	31%	31%	34%	35%	36%	38%	31%	26%							
Somewhat Weak	15%	14%	16%	19%	21%	19%	13%	27%	16%	13%	18%	14%							
Very Weak	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**

	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2002	2001	2000	1999
Very Positive	51%	8%	55%	33%	12%	14%	46%	31%	43%	9%	8%	36%	9%	51%	11%	42%	42%	2%	31%
Positive	38%	23%	32%	44%	33%	29%	31%	43%	37%	17%	21%	42%	33%	29%	14%	36%	35%	14%	45%
No Effect	6%	13%	7%	14%	18%	20%	13%	15%	13%	21%	17%	12%	22%	11%	20%	10%	7%	17%	15%
Negative	4%	34%	2%	7%	32%	27%	8%	10%	6%	36%	38%	8%	29%	8%	39%	10%	14%	45%	9%
Very Negative	1%	19%	4%	1%	5%	9%	2%	2%	1%	18%	12%	1%	7%	1%	12%	1%	0%	22%	0%

**Canadian/US dollar exchange rate**

	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2002	2001	2000	1999
Very Positive	4%	5%	7%	8%	1%	3%	3%	5%	3%	5%	4%	9%	7%	3%	3%	6%	14%	7%	14%
Positive	24%	22%	18%	20%	21%	26%	27%	20%	21%	15%	21%	22%	21%	20%	14%	28%	16%	28%	15%
No Effect	53%	50%	41%	35%	53%	53%	48%	47%	48%	51%	43%	36%	38%	50%	52%	35%	39%	29%	23%
Negative	16%	19%	25%	27%	20%	17%	17%	22%	23%	24%	22%	22%	26%	25%	27%	21%	19%	23%	25%
Very Negative	3%	1%	8%	10%	5%	1%	4%	5%	5%	4%	6%	10%	6%	1%	0%	10%	11%	13%	22%

**Ease of crossing the border**

	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2002	2001	2000	1999
Very Positive	6%	4%	2%	2%	1%	6%	2%	4%	2%	7%	2%	1%	3%	2%	3%				
Positive	25%	21%	23%	23%	21%	20%	15%	15%	13%	9%	9%	10%	8%	6%	3%				
No Effect	52%	52%	49%	47%	53%	42%	50%	41%	42%	33%	44%	38%	33%	41%	41%				
Negative	14%	16%	22%	22%	20%	28%	28%	28%	29%	32%	29%	36%	42%	34%	37%				
Very Negative	3%	2%	4%	5%	5%	5%	5%	12%	14%	18%	10%	13%	13%	16%	10%				

### Gas prices

	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2002	2001	2000	1999
Very Positive	6%	5%	12%	15%	4%	6%	3%	5%	2%	9%	5%	2%	6%	3%	3%		3%		
Positive	22%	25%	56%	53%	17%	11%	7%	10%	16%	12%	5%	8%	6%	7%	8%		7%		
No Effect	47%	50%	25%	22%	25%	25%	15%	19%	38%	46%	11%	29%	15%	20%	23%		47%		
Negative	24%	16%	6%	8%	45%	51%	58%	51%	36%	27%	44%	46%	45%	48%	47%		36%		
Very Negative	2%	2%	1%	1%	8%	7%	17%	14%	8%	5%	28%	15%	24%	20%	15%		7%		

### General Economy

	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2002	2001	2000	1999
Very Positive	19%	5%	9%	10%	4%	7%	2%	5%	3%	6%	5%	2%			4%	3%	1%		
Positive	59%	36%	49%	40%	27%	20%	20%	14%	17%	12%	7%	24%			14%	21%	17%		
No Effect	11%	39%	23%	18%	18%	19%	24%	19%	25%	23%	21%	35%			24%	29%	34%		
Negative	10%	16%	15%	29%	43%	48%	46%	52%	46%	45%	51%	35%			47%	41%	41%		
Very Negative	1%	2%	3%	2%	8%	6%	9%	11%	9%	14%	10%	4%			6%	6%	5%		

### Lake/River Water Levels

	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2002	2001	2000	1999
Very Positive	17%	2%	4%	6%	3%	7%	1%	4%	5%	4%	5%	2%	2%	1%					
Positive	35%	10%	19%	29%	22%	19%	1%	14%	6%	14%	21%	8%	6%	13%					
No Effect	38%	18%	52%	53%	57%	47%	35%	62%	57%	63%	56%	48%	68%	58%					
Negative	9%	29%	16%	9%	14%	23%	42%	12%	22%	15%	9%	29%	20%	16%					
Very Negative	1%	40%	9%	3%	4%	3%	21%	6%	11%	4%	4%	10%	3%	7%					

### Competition from other areas

	2018	2017	2016	2015	2014	2013
Very Positive	3%	1%	1%	3%	3%	2%
Positive	18%	13%	16%	14%	14%	10%
No Effect	57%	63%	61%	55%	57%	56%
Negative	20%	15%	21%	26%	23%	28%
Very Negative	3%	4%	2%	3%	3%	3%

### Awareness of the 1000 Islands as a destination

	2018	2017	2016	2015	2014	2013
Very Positive	17%	9%	14%	14%	7%	9%
Positive	72%	55%	60%	57%	56%	56%
No Effect	9%	29%	23%	23%	27%	25%
Negative	3%	3%	2%	6%	9%	9%
Very Negative	0%	1%	1%	1%	1%	1%