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2017 Visitor Satisfaction Survey

(Final Report)

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Prepared for:

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Ce rapport est aussi disponible en français

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EXECUTIVE SUMMARY

As part of Canada's 150th celebrations in 2017, the Government of Canada offered free admission to national parks and national historic sites managed by Parks Canada as a way to encourage Canadians to get out and explore their heritage places. The expected increase in visitors to these places in the summer of 2017 facilitated the need for an alternative approach to conducting the Agency's Visitor Satisfaction Survey. This survey is normally administered through a random, in-person intercept method between May and September each year at a select group of parks and historic sites across the country. In 2017, a national telephone survey was conducted instead, with all places managed by Parks Canada considered in the evaluation. Although the change in methodology for 2017 limited the ability to compare results directly with performance measures collected in previous years, data collection through a national visitor survey nonetheless ensured the compilation of performance information for the 2017 celebratory year.

In order to obtain a probability-based sample, a nationally representative sample was drawn, including landlines selected through random digit dialling (RDD), as well as cell phone sample. From this sample, an interactive voice response (IVR) system was used to pose the question to Canadians of recent visitation to a national park, historic site, or waterway. The screened sub-sample of those who had recently visited a Parks Canada location during the designated period were re-contacted to conduct the visitor satisfaction survey by telephone with a trained, bilingual team of interviewers. Overall, 10,345 households were initially found to be eligible (i.e., visited a Parks Canada operated location between June 1 and September 30, 2017). Of these, a total of 3,090 interviews were completed, with a further 2,328 households subsequently found to be ineligible when screened by a live interviewer. The response rate in the sample contacted by interviewers is 53 per cent. The overall margin of error associated with the sample is 1.8 per cent.

Highlights

1 in 4 visitors to a national park were experiencing it for the first time

Nearly two in three visitors to Parks Canada locations visited a national park, while just over one in three visited a historic site or waterway. For one in four of them, it was a first visit to the location, although four in ten had visited earlier in 2017 or in 2016, and another one in three had visited in previous years.

Banff was a popular destination in 2017

The most popular location is Banff National Park, visited by 14 per cent of the sample. Jasper National Park, La Maurice, and Riding Mountain were also popular parks to visit (represented by four to five per cent of the sample in each case). In terms of historic sites or waterways, the Rideau

Canal and Trent Severn Waterway were at the top of the listed, visited by six and three per cent of the sample.

Spending time with family and friends inspired Canadians to visit

Visitors described a wide variety of inspirations for visiting Parks Canada locations. At the top of the list is the inspiration provided by an outing or gathering with friends and family, according to one in five visitors, followed by fitting into a broader trip (i.e., proximity to another destination), and desire to take in the beauty and natural surroundings, in the case of parks. Free admission in 2017 was a key reason for just over one in ten.

More than 9 in 10 visitors enjoyed their visit

Whatever the inspiration for it, enjoyment from the visit was almost universal at 94 per cent, with enjoyment of the natural beauty and scenery topping the list of parks visitors (52 per cent). This is followed by enjoyment of the opportunity for physical activities, such as hiking, climbing, and skiing, as well as the water features including beaches, ocean, and waterfalls (31 per cent combining the two). Among historic site visitors, the opportunity to learn about the site and its historic contribution was key, and among visitors to waterways, the natural surroundings and scenery were key.

Most visitors (eight in ten) said their visit resulted in a better understanding of how the site contributed to Canadian history and they learned something about the cultural heritage of the site. Among visitors to national parks, “learning” about the site may not have been a key objective, particularly for repeat visitors, although just over half agreed they learned about the natural heritage of the park. Most visitors (eight to nine in ten) to national parks, and historic sites and waterways said these sites are meaningful to them.

Canadians were satisfied with their overall visit

As with enjoyment, satisfaction with the visit was also almost universal with 94 to 95 per cent rating their satisfaction with a four or five out of five, and most giving it a five. Only one in three could point to any specific suggestion for improvement to the site that would increase their satisfaction in future visits. Among these, ideas were varied with no central theme, although continued free access was at the top of the list of both parks and historic sites and waterways.

The contract value for the POR project is \$150,821.10 (including HST).

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To obtain more information on this study, please e-mail

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RÉSUMÉ

À l'occasion du 150^e anniversaire du Canada en 2017, le gouvernement du Canada a offert l'entrée gratuite à tous les parcs et lieux historiques nationaux gérés par Parcs Canada afin d'encourager les Canadiennes et Canadiens à passer du temps à l'extérieur et à explorer les lieux patrimoniaux. Compte tenu de la hausse prévue de visiteurs de ces lieux à l'été 2017, une autre approche s'avérait nécessaire pour mener le sondage sur la satisfaction des visiteurs de l'Agence. Ce sondage est normalement réalisé par méthode d'interception aléatoire en personne entre mai et septembre de chaque année dans un certain nombre de parcs et de lieux historiques choisis à travers le pays. En 2017, un sondage national par téléphone a plutôt été réalisé, et tous les lieux gérés par Parcs Canada ont été pris en considération dans l'évaluation. Bien que la nouvelle méthode employée en 2017 n'ait pas permis de comparer directement les résultats aux mesures de rendement recueillies aux années précédentes, la collecte de données via un sondage auprès des visiteurs à l'échelle du pays a néanmoins assuré la collecte d'information sur le rendement pour l'année commémorative 2017.

Afin d'obtenir un échantillon probabiliste, un échantillon représentatif de tout le pays a été constitué par composition aléatoire (CA) de numéros de téléphone fixe, ainsi que par téléphone cellulaire. Pour cet échantillon, un système de réponse vocale interactif (RVI) a été utilisé pour poser aux Canadiens une question sur leurs plus récentes visites à un parc national, à un lieu historique ou sur une voie navigable. Le sous-échantillon de personnes ayant récemment visité un lieu de Parcs Canada au cours de la période visée a été rappelé par une équipe d'intervieweurs bilingues formés pour réaliser un sondage sur la satisfaction des visiteurs par téléphone. En tout, 10 345 ménages ont été jugés admissibles (c.-à-d. qu'ils ont visité un lieu exploité par Parcs Canada entre le 1^{er} juin et le 30 septembre 2017). Un total de 3 090 entrevues a été réalisé, avec 2 328 autres ménages qui ont par la suite été jugés non admissibles après vérification par un intervieweur en direct. Le taux de réponse au sein de l'échantillon de visiteurs avec lesquels les interviewers ont communiqué est de 53 %. La marge d'erreur globale associée à cet échantillon est de 1,8 %.

Faits saillants

Pour 1 visiteur sur 4 à un parc national, c'était la toute première fois qu'ils visitaient un parc national

Près de deux visiteurs sur trois d'un lieu de Parcs Canada avaient visité un parc national, tandis qu'un peu plus d'un visiteur sur trois avait visité un lieu historique ou une voie navigable. Pour un répondant sur quatre, c'était leur première visite au lieu en question, bien que pour quatre répondants sur dix, la visite ait eu lieu plus tôt en 2017 ou en 2016, et que pour un répondant sur trois, elle ait eu lieu au cours des années précédentes.

Banff, une destination prisée en 2017

Le lieu le plus prisé était le parc national du Canada Banff, qui a été visité par 14 % de l'échantillon. Jasper, la Maurice et Mont-Riding étaient également des parcs très prisés (visités par quatre à cinq pour cent de l'échantillon dans chaque cas). Pour ce qui est des lieux historiques et des voies navigables, le canal Rideau et la voie navigable Trent-Severn figuraient en tête de liste, ayant été visités par six et trois pour cent de l'échantillon.

Les Canadiens ont visité les lieux pour passer du temps entre amis et en famille

Les visiteurs ont indiqué différentes raisons pour lesquelles ils ont voulu visiter des lieux de Parcs Canada. En tête de liste figurent les sorties ou les rassemblements entre amis et famille (d'après un visiteur sur cinq), suivi du fait que la visite avait lieu dans le cadre d'un plus grand voyage (c.-à-d. que le lieu se trouvait à proximité d'une autre destination) et, dans le cas des parcs, l'envie d'admirer la beauté et de profiter de l'environnement naturel. L'entrée gratuite en 2017 était une raison clé pour un peu plus d'un visiteur sur dix.

Plus de 9 visiteurs sur 10 ont aimé leur visite

Peu importe la raison de la visite, les visiteurs ont presque universellement (94 %) aimé leur visite, avec l'appréciation de la beauté et du paysage naturels au sommet de la liste des raisons fournies par les visiteurs des parcs (52 %). La deuxième raison était l'appréciation de pouvoir pratiquer des activités physiques telles que la randonnée pédestre, l'escalade et le ski, ainsi que les attraits aquatiques tels que les plages, l'océan et les chutes d'eau (31 % lorsque les deux raisons regroupées). Pour les visiteurs de lieux historiques, l'occasion d'en apprendre sur le lieu et sa contribution à l'histoire était un élément décisif, tandis que pour les visiteurs de voies navigables, le milieu et le paysage naturels étaient l'élément décisif.

La plupart des visiteurs (huit sur dix) ont dit que leur visite leur ont permis de mieux comprendre le rôle du lieu dans l'histoire du Canada et d'en apprendre sur le patrimoine culturel du lieu. Parmi les visiteurs de parcs nationaux, « en apprendre » sur le lieu pourrait ne pas avoir été un objectif clé, surtout chez les visiteurs assidus, bien qu'un peu plus de la moitié d'entre eux soient d'accord qu'ils aient appris des choses sur le patrimoine naturel du parc. La plupart des visiteurs (huit à neuf sur dix) de parcs nationaux, de lieux historiques et de voies navigables ont dit que ces lieux étaient importants pour eux.

Les Canadiens sont en général satisfaits de leur visite

À l'instar de l'appréciation, la satisfaction de visite était presque universelle avec une cote de 94 % ou 95 % et une note de quatre ou cinq sur cinq, la majorité donnant un cinq. Seule une personne sur trois a pu suggérer de façon précise une amélioration à apporter à un lieu pour qu'elle soit plus satisfaite encore à sa prochaine visite. Les suggestions faites étaient variées sans thème central,

quoique la continuation de l'accès gratuit fût au sommet de la liste des parcs, des lieux historiques et des voies navigables.

La valeur du projet de ROP s'élève à 150 821,10 \$ (y compris la TVH).

Nom du fournisseur : Les Associés de recherche EKOS inc.

Contrat de TPSGC n° 5P004-170112/001/CY

Date d'attribution du contrat : le 23 mai 2017

Pour de plus amples renseignements sur cette étude, veuillez envoyer un courriel à information@pc.gc.ca

POLITICAL NEUTRALITY CERTIFICATION

This certification is to be submitted with the final report submitted to the Project Authority.

I hereby certify as Senior Officer of EKOS Research Associates Inc. that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research.

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

Signed by: Susan Galley (Vice President)

1. INTRODUCTION

1.1 CONTEXT

Parks Canada Agency (PCA) protects and presents nationally significant examples of Canada's natural and cultural heritage and fosters public understanding, appreciation, and enjoyment to ensure the ecological and commemorative integrity of these places for present and future generations. Each year Parks Canada seeks feedback about visitor experiences. Parks Canada typically measures visitor satisfaction on site, through an intercept method at a select group of parks and historic sites on an annual, rotating basis. Feedback includes the purpose or inspiration for the visit, the method and tools used to plan the trip, satisfaction with programs and services, level of enjoyment, and types of improvements suggested by visitors for future visits. These results form part of ongoing annual performance measurements for Parks Canada and help to improve programs and services.

As part of Canada's 150th celebrations in 2017, the Government of Canada offered free admission to national parks and national historic sites managed by Parks Canada as a way to encourage Canadians to get out and explore their heritage places. The expected increase in visitors to these places in the summer of 2017 facilitated the need for an alternative approach to conducting the Agency's Visitor Satisfaction Survey. This survey is normally administered through a random, in-person intercept method between June and September each year at a select group of parks and historic sites across the country. In 2017, a national telephone survey was conducted instead, with all places managed by Parks Canada considered in the evaluation. Although the change in methodology for 2017 limited the ability to compare results directly with performance measures collected in previous years, data collection through a national visitor survey nonetheless ensured the compilation of performance information for the 2017 celebratory year.

1.2 METHODS

The focus of this study was people – Canadians specifically – who had visited a national park, national historic site, or national waterway during the core operating season (June through September) in 2017. In the Agency's on-site intercept approach, visitors come to the location and have the opportunity to engage with Parks Canada staff on-site to complete a visitor satisfaction survey. The alternative approach used in 2017 required first finding Canadians in the general population who had visited a location operated by Parks Canada and then determining if they had visited during the designated period. A two pronged approach was taken to ensure a viable sample.

In order to obtain a probability-based sample, a nationally representative sample was drawn, including landlines selected through random digit dialling (RDD), as well as cell phone sample. From this sample, an interactive voice response (IVR) system was used to pose the question to Canadians about their recent visit to a national park, historic site or waterway. The screened sub-sample of those who recently visited a Parks Canada location during the designated period were re-contacted to conduct the visitor satisfaction survey by telephone with a trained, bilingual team of interviewers. Landline numbers were determined using a Random Digit Dial (RDD) method of sampling households, whereby listed and unlisted phone numbers in Canada were called. No randomization of digits took place in the case of cell phones.

Screening was conducted through an automated IVR system. That is, a computerized dialling system was used with a pre-recorded script to ask household members if they met the study criteria – age (at least 18 years of age) and date of visit (had or planned to visit a national park, national historic site, or national waterway in June, July, August, or September 2017). This system dials thousands of numbers each evening. Cases of individuals who respond in a way that makes them eligible to do the survey were then contacted by the survey team and given the screening question again from a live interviewer.

If the respondent qualified, they were interviewed. The IVR dialling system was used to efficiently identify in-scope households. The screened sample was submitted on a nightly basis to the interviewing team for follow-up in completing interviews with in-scope sample.

A total of 3,090 cases were completed for this study. Among the 3,090 completed cases, respondents were asked about satisfaction and experience in their visit during the previous or current calendar month. A total of 525 interviews were completed in July among those who visited a Parks Canada location in June. In August and September, 1,034 and 1,018 cases were completed respectively in each month with visitors to locations in the previous month (July and August). The last 513 cases were collected in October among September visitors to a Parks Canada location. All respondents were selected from a probability-based sample, where all households including someone 18 years of age or older were eligible to participate. The margin of error associated with the sample is 1.8 per cent overall. As described, the sample included both landline and cell phone sample. A total of 96 eligible Parks Canada locations were captured in the completed cases.

Canadians can visit any national park or national historic site in the country. They can visit a location close to them (in province), but can also visit a location in another province if they are travelling on their vacation. Visitors to Banff National Park (Alberta), for example, come from all over Canada. As this study focused on visitors and not the general public, the initial sample plan employed stratification to reflect geographic concentrations that more closely approximated

incidence of visiting Parks Canada locations, rather than typical population density patterns across the country.

Although randomly drawn from across Canada, the sample was more heavily concentrated in Alberta because of the large volume of visits typically made to the mountain parks from nearby residents in that province. The sample was reduced correspondingly in Ontario as the province with the largest concentration of Canadian residents. Following is a breakdown of the number of cases completed in the different regions of the country and the associated margin of error for each sub-sample.

Table 1: Regional Distribution of the Sample

Region	Sample Size	Percentage of Sample	Margin of Error (+/-, 19 times out of 20)
British Columbia	404	13%	4.9%
Alberta	582	19%	4.1%
Manitoba/Saskatchewan	268	9%	6.0%
Ontario	851	27%	3.4%
Quebec	702	23%	3.7%
Atlantic Provinces	283	9%	5.8%
Total	3,090		1.8%

The Visitor Satisfaction Survey took an average of eight minutes to complete, including 16 to 17 core items and a short series of demographic questions. The questionnaire captured specific national parks, historic sites, or waterways visited, previous history of visiting the location, nature of inspiration for the visit, and elements of the visit they enjoyed the most, views about learning during the visit and connection with the location, satisfaction with various aspects of the programs and services offered, and suggestions for improvements.

The IVR screening and survey instrument were tested (in English and then in French) with 33 completed cases (21 in English and 12 in French). Testing was conducted by experienced, bilingual interviewers in iterations to ensure that any changes addressed the difficulties experienced in the interviews. The survey was monitored for sample efficiency (e.g., rotation and number of call-backs) and regional, language, and visitors per month, as well as for general data quality.

The survey was administered between late June and late October, with Canadians who visited Parks Canada locations between June 1 and September 30, 2017. Although the sample was evenly called using the IVR and then the pre-screened sample was called by interviewers over the four months, there were two adjustments made during the data collection period to accommodate emergencies during the sampling period. First, due to the escalating forest fire situation and subsequent evacuations in the interior of British Columbia, calls placed by the IVR and by

interviewers were suspended to this region as of July 10, 2017. Additionally, calling was suspended to residents in the southwest corner of Alberta (Waterton Lakes National Park region) as of September 12, 2017 for the same reason. Calls to these regions were never resumed.

Each landline and cell phone number was dialled up to four times by the IVR. Those cases found to be in-scope were attempted at least eight times for landlines and five times for cell phones before retiring the telephone number. Attempts were spread over the data collection period, with no calls occurring after 9 p.m. in the recipient's time zone. Anyone wishing to complete the survey online was offered the option of receiving an email invitation with a unique PIN access link to a secure website to complete the survey. The survey was made available in both official languages, as well as in an accessible version enabling those using assistive technology to participate. Respondents had links to the English, French, or accessible version of the survey – as well as to the EKOS privacy policy – on each screen.

All participants were informed of the purpose of the study, the study sponsor, and their rights under the *Privacy Act* and *Access to Information Act*. The survey was registered with the Research Registration System maintained by the Marketing Research Intelligence Association (MRIA).

The bilingual interviewing team were prepared to communicate the purpose of the study in either official language to maintain the integrity of the subject matter. Following the *Official Languages Act and Policies*, introductions included an active offer of both official languages (English and French); at the start of each interview, respondents were greeted in both languages (“Hello - Bonjour”/“Bonjour/Hello”) and offered the opportunity to conduct the interview in either French or English. Respondents were also informed that their number was randomly called and that no contact information was provided by Parks Canada for this study.

Screening for the survey began on June 20 and was completed on October 13, 2017. A total of 10,345 households were screened into the sample and referred to the interviewing team, although 14,284 households responded to the IVR indicating eligibility. This is because 1,645 were unsure whether they had visited a national park or a historic site, and a further 2,255 were either not called because sufficient completed cases had been completed for the month, or the households were in the interior of British Columbia or southwest Alberta exactly when calling was suspended. In total, 1,890,725 numbers were dialled by the IVR system over the course of the data collection. Of these, 443,450 were found to be invalid (i.e., not a live line). Of the remaining 1,447,275 functioning sample, 43,578 responded to the IVR indicating either eligibility (14,284) or ineligibility (29,294). According to the MRIA response rate calculation, there was a three per cent response rate to the IVR system, based on the 43,578 responding cases out of the valid sample base of 1,447,275.

Of the 10,345 numbers found to be eligible based on the initial screening from the IVR and submitted to the interviewing pool, 210 were subsequently found to be invalid (not a valid line, a

duplicate number, a fax line or blocked by Bell), leaving a valid sample of 10,135. In addition to the 3,090 completed interviews, another 2,328 households were found to be ineligible on screening from a live interviewer. The resulting response rate, based on the sample submitted for live contact, was 53 per cent. Details of the numbers dialled and contact rates, from the IVR as well as contacted by live interviewers, can be found in Appendix C.

The final sample was not weighted as there is no known population of Canadian visitors, and visitation would also likely shift in a fluid way from year to year and from location to location. However, the sample does align with average demographic characteristics of visitors available from Parks Canada. Correspondingly, there is no possible comparison – nor was it necessary to compare it – to the broader population for the purposes of determining response bias, as the study relates to those who visit a Parks Canada site in a given year. Visitors to national parks, national historic sites, and national waterways come from all over the world. About 100 countries are represented in the Agency’s camping reservation data alone. On-site intercept visitor satisfaction surveys are able to capture feedback from domestic and international visitors. The 2017 study was focused on Canadians. It was not feasible to conduct this telephone survey in other countries to accommodate the breath of international visitors in 2017. Canadians account for about 80 per cent of visitors to Parks Canada locations, which justified the focus of the sample. Exclusion of international feedback is a limitation in the study. A general comparison to the population across sample characteristics shows a fairly even distribution of men and women in the sample, as well as age cohorts, although with a heavier concentration on those 55 or older (51 per cent). Just over one in three (35 per cent) are parents and 53 per cent are in the labour force, although there is a higher concentration of retirees (36 per cent).

Table 2: Other Sample Characteristics

	Total
Number of places	
Did you visit one or more national park, historic site, or waterway (canal) since June 1 of this year?	
<i>n</i> =	3,090
1	69%
2	17%
3	8%
4 or more	5%
Don't recall / No answer	1%
Gender	
<i>n</i> =	3,090
Male	46%
Female	54%
Age	
<i>n</i> =	3090
18 to 34	13%
35 to 44	15%
45 to 54	18%
55 to 64	24%
65 or older	27%
Unknown	3%
Employment Status	
<i>n</i> =	3,085
Employed full-time for pay (i.e. more than 30 hours)	40%
Employed part-time for pay	6%
Self-employed	7%
Unemployed, and currently seeking work	3%
Homemaker	3%
Student	3%
Disabled	1%
Retired	36%
Don't know / Refused	1%
Do you have children living in your household?	
<i>n</i> =	3,090
Yes	35%
No	64%
Don't know / No response	1%

2. FINDINGS

2.1 CANADIANS' VISITS TO NATIONAL PARKS AND HISTORIC SITES

About two in three of visitors to Parks Canada locations visited a national park (63 per cent), while 37 per cent visited a historic site or waterway.

Table 3: Type of Site Visited

	Total
<i>(In your most recent visit, did you visit a national park, or was it a national historic site or waterway?)</i>	
n=	3,090
National park	63%
National historic site or waterway	37%

- The incidence of visiting a national park is marginally higher among the youngest members of the sample (68 per cent), while 45 to 54 year old respondents are the most likely to have visited a historic site or waterway (41 per cent).

For one in four, this was their first visit to a national park, while three in four were motivated to return, having been to the location before. In fact, 18 per cent had visited the location on a prior outing in 2017, and another 23 per cent had been the year before, although 35 per cent had not been for several years or longer. For one in three, it was their first visit to a national historic site or waterway. For 34 percent, it had been several years since their last visit.

Table 4: First Time or Repeat Visitors

	National Parks	Historic Sites/ Waterways
<i>Before your most recent visit to this park [or historic site / waterway], did you visit it earlier this year, last year, or in previous years (before 2016)?</i>		
n=	1,952	1,138
First time	25%	36%
Earlier this year	18%	16%
2016	23%	14%
Previous years	35%	34%

- Younger Canadians (under 35) were more apt to have experienced their first visit to the national park (41 percent) or historic site (43 per cent) than their older counterparts.

The top national park visited in the summer of 2017 was Banff (14 per cent). Other popular parks included Jasper (five per cent), Pacific Rim, La Mauricie, and Riding Mountain, (four per cent each), Bruce Peninsula, Point Pelee, Prince Edward Island (three per cent each), and the Saguenay-St. Lawrence Marine Park (two per cent).

The Rideau Canal was reported most often as the waterway or historic site visited (six per cent), followed by Trent Severn Waterway (three per cent), Fort George, Fort Rodd Hill/Fisgard Lighthouse, the Fortifications of Quebec, and the Halifax Citadel (two per cent in each case).

Table 5: Top National Parks and Historic Sites/Waterways Visited

	Total
<i>n</i> =	3,090
Can you tell me what place you visited?	
National Parks	
Banff	14%
Jasper	5%
Pacific Rim	4%
La Mauricie	4%
Riding Mountain	4%
Bruce Peninsula	3%
Point Pelee	3%
Prince Edward Island	3%
Saguenay-St. Lawrence Marine Park	2%
Historic Sites/Waterways	
Rideau Canal	6%
Trent Severn Waterway	3%
Fort George	2%
Fort Rodd Hill/ Fisgard Lighthouse	2%
Fortifications of Québec	2%
Halifax Citadel	2%

- Among national parks, those who visited Banff are considerably more likely to have been there before (18 per cent of repeat visitors went to Banff). There was also a greater propensity of repeat visits to Jasper and Riding Mountain, while those going to Bruce Peninsula were more apt to be first time visitors. Among historic sites, visitors to the Rideau Canal were more likely to be repeat visitors, while those going to Fort George were most often first time visitors.

2.2 INSPIRATION FOR VISITING IN 2017

Visitors described a wide variety of inspirations for visiting Parks Canada locations. Seven in ten visitors to national parks (71 per cent), however, pointed to five key reasons. At the top of the list was the inspiration provided by an outing or gathering with friends and family (20 per cent). Visiting a park as part of a broader trip, or because it was on the way to another destination inspired 15 per cent, and another 13 per cent were inspired to take in the beauty and natural surroundings of the park. Free admission in 2017 was a key reason for 12 per cent and another 11 per cent said they generally like to visit this park. Others spoke of vacation and recreation more generally (eight per cent), physical activity such as boating, hiking, biking and skiing, or living close to the park (seven per cent in each case). Other inspirations were described less frequently.

Similarly, the top six inspirations were described as a reason for 77 per cent of visitors going to historic sites and waterways. As with parks, an outing or gathering with friends and family (21 per cent) was cited most often. Visiting a site as part of a broader trip, or because it was on the way to another destination inspired another 14 per cent. Free admission in 2017 was the third most popular inspiration for visiting a historic site or waterway (11 per cent). This is followed by Canada's 150th more generally, to learn about the site, and because of close proximity to the site (eight per cent in each case). Some said they visited as part of their vacation and recreation plans more generally (seven per cent). Other reasons were described with less frequency.

Table 6: Inspiration for Current Visit

	National Parks	Historic Sites/ Waterways
n=	1,952	1,138
Outing or gathering with friends/family, brought out of town guests	20%	21%
On the way / trip nearby	15%	14%
Beauty/landscape, nature/natural surroundings	13%	7%
Free admission in 2017	12%	11%
A park/site typically like to visit / tradition	11%	6%
Vacation / recreation (general mention)	8%	7%
Live nearby	7%	8%
To learn about it (history, culture, information)	--	8%
Physical activity (hiking, biking, skiing, rock climbing, etc)	7%	2%
Simple enjoyment / pleasure / curious	6%	6%
See a specific landmark / well known site	4%	4%
Canada's 150 th	3%	8%
Camping	3%	--
Water activity	3%	5%
Events held at the site/waterway (festivals, workshops, concerts)	--	4%

	National Parks	Historic Sites/ Waterways
n=	1,952	1,138
Never been before/Have not been in a long time	--	3%
Day trip (general mention)	--	3%

Results not shown for 2% or less

- Visiting a site because they enjoy it, made it part of a gathering or outing, or wanted to take in the beauty and scenery are more often inspirations among repeat visitors. Visiting a site as part of their vacation, or because they were nearby or on their way to the general area was more often an inspiration for first time visitors. Free admission was described as a key inspiration more often among first time visitors.

2.3 WHAT CANADIANS ENJOYED IN 2017

Enjoyment of Canada’s national parks and historic sites and waterways in the summer of 2017 was almost universal among visitors. In fact, 94 per cent of visitors to national parks as well as to historic sites or waterways said they enjoyed their visit (94 per cent rating it a four or a five out of five, and most gave it a five – 68 and 62 per cent, respectively). Only five per cent said it was “average” and one per cent said they did not enjoy their visit, giving it a one or two out of five.

Table 7: Enjoyment from Parks and Historic Sites

<i>How much would you say you enjoyed your visit to this park [or national historic site or waterway]?</i>		
	National Parks	Historic Sites/ Waterways
n=	1,952	1,138
Enjoyed (4 or 5)	94%	94%
Average (3)	5%	5%
Did not enjoy (1 or 2)	1%	1%

- Although almost universal, younger adults (under 35) expressed near 100 per cent agreement (98 per cent).

Among visitors to national parks, the splendor of nature and recreational opportunities were the defining elements of enjoyment. The element they enjoyed the most was the beauty of the natural surroundings (52 per cent). Access to physical recreational activities and the water environments (i.e., beaches, rivers, ocean, and waterfalls) were cited as enjoyable for 16 and 15 per cent respectively. Seeing wildlife/animals and being in a peaceful environment were also cited as enjoyable by some visitors (seven and six per cent respectively), along with the information about the park or key features within it (five per cent). Other specific elements of the parks were cited by one to four per cent of visitors.

Table 8: Enjoyment of National Parks

	National Parks
<i>n</i> =	1,952
What did you enjoy the most during your visit?	
Beauty, scenery, nature, natural surroundings, landscape	52%
Physical activity access (e.g., climbing, hiking/biking trails, golf)	16%
Water/beaches, rivers, oceans, waterfalls	15%
Wildlife/animals	7%
Peace/quiet, ambiance	6%
Good information, very informative, learning history of the place, quality information/tours	5%
Specific landmarks/locales they saw (e.g., caves, Lake Louise, ships)	4%
Clean, well kept/maintained, pristine	4%
Water activity (boating/kayaking/swimming), includes boat tours	4%
Good maintenance of facilities and infrastructure (e.g., amenities, accommodations washrooms, roads)	3%
Camping grounds/facilities	3%
Pleasant, enjoyable, fun, everything/great experience (general mention)	3%
Spending time with friends/family, creating memories, events/gatherings	2%
Other activities/events (various: diversity of activities to do, horse back riding, gondola/tram rides...)	2%
Retail services, shops/restaurants, food, visiting the town	2%
Friendly/helpful staff, good hospitality/welcoming	2%
Museums/cultural centres, displays, artefacts, museum pieces/exhibits, monuments	2%
Easily accessible (e.g., transportation, mobility)	1%
Children's activities, kids areas/playgrounds, family oriented	1%
Signs are well marked/maintained, information/trail markings	1%
Walking around, observation/sightseeing	1%
History/culture of the place, evolution of the park	1%
Meeting new people, all the people that were there, people were friendly/nice	1%
Other	2%
Don't know / No response	2%

- While a wide variety of elements were described as sources of enjoyment, those under the age of 35 were most apt to point to physical activity (21 per cent). Seniors were marginally more likely than younger visitors to describe the wildlife as a key source of enjoyment. Those visitors between the ages of 45 and 54 were more likely than older and younger visitors to point to the water (beaches, rivers, waterfalls, and ocean) as central to their enjoyment of the visit.
- There are few significant differences in sources of enjoyment among first time versus repeat visitors, although it is first time visitors who were more likely to describe the information about the park as a central element.

Among visitors to historic sites and waterways, learning opportunities, the natural setting, and staff that bring these places to life were central to their enjoyment. Being able to learn about the history and culture of the site was central for 28 per cent. This is followed by enjoyment of the beauty or

natural surroundings, according to 20 per cent, as well as the staff, tours, and interactive actors and interpreters (19 per cent). Other sources of enjoyment reflected site specific situations, and included the events or activities, how well-kept the site was, the waterfronts, specific landmarks, or the locks specifically, cited by six per cent in each case. Interactive displays and the general fun nature of the site were also described by five per cent in each case. Other sources of enjoyment were described by fewer than five per cent.

Table 9: Enjoyment of Historic Sites

	Historic Sites/ Waterways
n=	1,138
<i>What did you enjoy the most during your visit?</i>	
Learning the history of the place, informative/educational	28%
Beauty, scenery, nature, natural surroundings, landscape	20%
Staff specifically for tours/visits, interactive actors/interpreters	19%
Events/activities (e.g., dancing/music, entertainment/venues)	6%
Clean, well kept/maintained, pristine, well preserved	6%
Water/beaches, rivers, oceans, waterfalls /canals	6%
Specific landmarks/sites/points of interests (e.g., castle, lighthouse)	6%
The locks (specifically, how they operate/boats accessing the waterway)	6%
The interpretive displays/plaques, informative displays	5%
Fun, enjoyable, everything	5%
Peace/quiet, ambiance, privacy/secluded	4%
Artefacts, statues, artistic/cultural pieces	4%
Accessibility	4%
Water activity (e.g., boating/swimming), excludes fishing	3%
Buildings, renovations/conditions to the buildings, architecture	3%
Meeting new people, sense of community, people were friendly/diverse, celebrating with fellow Canadians	3%
Spending time with family/friends	3%
Friendly/helpful/professional staff, good service	2%
Wildlife/animals	1%
Ships, large ships	1%
Fishing	1%
Museum (specific to museum), was enjoyable/interesting	1%
Physical activity access (e.g., hiking/biking trails, golf)	1%
Restaurants/dining, shopping	1%
Good planning, well organized	1%
Watching boats on the water	1%
Activities for children, fun for kids	1%
The tour/tours	1%
Convenient/close/proximity	1%
Free access	1%

	Historic Sites/ Waterways
n=	1,138
Other	3%
Don't know / No response	3%

- Learning was even more likely to have been a key source of enjoyment experienced by seniors, compared with younger visitors, as well as by first time visitors (33 per cent in each case).
- The staff, tours, and interactive actors and interpreters were similarly enjoyed more often by first-time visitors (26 per cent compared with 15 per cent among repeat visitors).

2.4 SENSE OF CONNECTION

The majority of visitors to historic sites and waterways said they have a better understanding of the contribution of the historic site or waterway to the history of Canada as a result of their visit (81 per cent). Only four per cent disagreed. Results are even more unanimous among first time visitors (91 per cent), with only three per cent disagreeing. Most visitors to historic sites and waterways (76 per cent) also said they learned something about the cultural heritage of the site. Only seven per cent said this was not the case. Among first time visitors, results are again even more positive, with 90 per cent saying they learned about the cultural heritage, compared to 69 per cent with repeat visitors.

Among visitors to national parks, learning about the natural heritage of the park was much less ensured. Although just over half (54 per cent) said they learned about the park, this was 74 per cent among first time visitors to the park, and only 47 per cent among repeat visitors. Overall, 15 per cent said they did not learn anything; however, only nine per cent of first time visitors said this was the case, compared to 16 per cent of repeat visitors. The difference in perceived learning between parks and historic sites is likely a function of the differences in the type of opportunities available and the nature of what visitors enjoyed while visiting (e.g., recreation).

Table 10: Learning about Parks and Historic Sites

<i>Please indicate your level of agreement with these statements: As a result of my visit...</i>		
	National Parks	Historic Sites/ Waterways
<i>I learned something about the natural heritage of the park.</i>		
n=	1,952	
Agree (4 or 5)	54%	
Neither (3)	25%	
Disagree (1 or 2)	15%	
<i>I learned something about the cultural heritage of the site.</i>		

n=		1,138
Agree (4 or 5)		76%
Neither (3)		12%
Disagree (1 or 2)		7%
<i>I have a better understanding of the contribution of this site to the history of Canada.</i>		
n=		1,138
Agree (4 or 5)		81%
Neither (3)		12%
Disagree (1 or 2)		4%

- Those visitors to parks who are under 45 years of age were somewhat more apt to say they did not learn anything (19 per cent). This is also true of visitors to historic sites under the age of 35 (15 per cent).
- First time visitors and seniors are even more likely than other visitors to say they learned about the historical contribution made by the site (91 and 87 per cent, respectively).

Between eight and nine in ten visitors agree the national park, historic site, or waterway they visited has meaning to them (89 and 80 per cent respectively). Only a small proportion disagreed.

Table 11: Connection to Parks and Historic Sites

	National Parks	Historic Sites/ Waterways
<i>Please indicate your level of agreement with this statement: This national park [or national historic site or waterway] is meaningful to me.</i>		
n=	1,952	1,138
Agree (4 or 5)	89%	80%
Neither (3)	8%	15%
Disagree (1 or 2)	3%	5%

- Repeat visitors are more apt to say historic sites have meaning to them (85 per cent) compared with first time visitors (71 per cent), but proportions were still high. Similarly, older age cohorts (55 and over) are more positive (87 to 88 per cent) compared to those under 55 (66 to 76 per cent) in their assessment of feeling a connection to the place.
- The pattern is the same among visitors to national parks where 91 per cent of repeat visitors said the park has personal significance compared to 80 per cent among first time visitors. Also, 91 per cent agree the park has significance among those 45 and above, while this is true of 82 per cent of those under 35.

2.5 ENSURING CONTINUED SATISFACTION

As with enjoyment, satisfaction with the visit is also fairly universal, with 94 per cent of parks visitors and 95 per cent of visitors to historic sites rating their satisfaction with a four or five out of five. In fact, 71 per cent of parks visitors and 68 per cent of visitors to historic sites and waterways rated their visit a five out of five in terms of satisfaction. In each case, only one per cent of visitors said they were dissatisfied with their visit in 2017.

Table 12: Satisfaction with Visit

	National Parks	Historic Sites/ Waterways
<i>How satisfied were you with your visit to the park, historic site or waterway?</i>		
<i>n=</i>	1,952	1,138
Satisfied (4 or 5)	94%	95%
Neither (3)	5%	4%
Dissatisfied (1 or 2)	1%	1%

Satisfaction ratings are also universal across age cohorts and between first time and repeat visitors among those spending time in parks as well as at historic sites and waterways.

When asked about suggestions to increase enjoyment and satisfaction in future visits, two in three were unable to make suggestions for improvements (63 per cent among parks visitors and 69 per cent among visitors to historic sites and waterways), reflecting the high levels of satisfaction experienced by visitors with their visit. Suggested improvements are varied with no central theme or cluster of themes, likely reflecting location-specific experiences. Among those visitors that did provide feedback, top suggestions for parks include continued free admission, addition or increased convenience of parking, better crowd management, and improvements related to camping. Most of these are likely driven by the unusually high volumes of visitors in 2017. Even these were suggested by between three and five per cent, and other suggestions were put forward by one to two per cent of visitors in each case.

Table 13: Suggestions for Continued Satisfaction at National Parks

	National Parks
<i>n=</i>	1,952
<i>Is there anything that could be done to make your next trip more enjoyable?</i>	
Maintain the free admission/more affordable, less cost/cheaper entrance, less expensive for goods/services while there	5%
Additional/closer parking available, free/more affordable, better signs/information for it	4%
Less crowds/manage crowds better to ease the flow (e.g., expand space, not free for users, improve crowd control)	3%

	National Parks
<i>n</i> =	1,952
Camping improved (e.g., more places to camp, better booking services, access to facilities improved, electricity/adapters, access to water/wood)	3%
Reduce traffic congestion (public transportation access, construction delays, increase speed limit)	2%
More information/signs/posters about events and what is happening in the park/location, points of interest signage, a lot of signs are worn out	2%
Improve restrooms/washrooms, showers/changing facilities, laundry/water services	2%
Staff/tour guides available, more tour guides/knowledgeable staff to ask questions/interact with, better service	2%
Maintenance/repairs needed (boardwalk/trails/walkways need fixing, landscaping/fix ups needed, pool, fallen trees...)	2%
Closed off areas opened, construction finished/limited in peak times	2%
Better food/restaurants, access to BBQ/eateries, more choices/food access	1%
Keep natural beauty/green space/natural surroundings while making improvements (less commercialization, unkept buildings, expand green space/more protected areas)	1%
More advertising/promotion of parks or places to visit	1%
Safety issues/concerns (e.g., more rangers to protect park goers, access to safety/protection areas, water safety/buoys)	1%
Improve cleanliness/littering pick up, more garbage/recycling bins available	1%
Education/enforcement of rules considering wildlife/feeding the animals, how to treat the environment	1%
More places sit/rest, sheltered areas for eating/picnics	1%
Accommodations/hotels/cottages, improve services/access to needs (e.g., less expensive to stay, freezer/fridge available, clean water)	1%
Road repairs needed	1%
Accessibility, mobility accommodation, easier trails for kids/elderly/wheelchair	1%
Open longer, better hours of service/access	1%
Enforcing the rules of the park consistently	1%
Other	2%
Don't know / No response	63%

No central theme emerged in suggestions for improvements for historic sites or waterways, although free admission was again a top response, along with increased information and staff, followed by increased activities and parking, as well as better accessibility. Other suggestions were put forward by one per cent of visitors in each case.

Table 14: Suggestions for Continued Satisfaction at Historic Sites

	Historic Sites/ Waterways
n=	1,138
<i>Is there anything that could be done to make your next trip more enjoyable?</i>	
Free access, lower fees/entrance, services/goods expensive	3%
More details/history, more displays, improve representation of the site/history of the site	3%
More staff to answer questions/available/serving, more tour guides walking around to help/interactive	3%
More parking (includes free and improve parking proximity to the site)	2%
More activities/events to engage in, more to do	2%
Disability accessibility/mobility issues, better accommodations made to improve it, too far a distance for kids to walk	2%
More places to sit on benches/rest, more picnic areas for relaxing	1%
Longer tours, access to more/other areas on the tours, increase frequency	1%
More/improve washroom facilities, showers	1%
Better signage of where to go/entrance, display schedules clearly	1%
Less crowded, expand space to accommodate more people, allow quicker access to accommodate more people	1%
More to explore freely the grounds/site, be able to walk around by themselves	1%
Pollution/environmental clean up needed (sewage, state of the water...)	1%
Limit construction during the peak times/dates/ongoing events, traffic congestion due to construction	1%
Maintain the site well, ongoing stewardship of site, hold responsibility for the site/maintain control of the site, keep up with infrastructure	1%
Improve cleanliness/littering pick up, more garbage/recycling bins available	1%
More activities for kids/youth	1%
Longer hours/open for longer, open to public more often, keeping better schedules/times of access	1%
More trails/walkways/bike paths, expansion/upkeep	1%
Promote/advertise, access to tickets, hear about events sooner, more info on website	1%
Restaurants/food/dining improved, more options, food trucks, food/drinks/water available	1%
Better guides, more informed/trained	1%
Other	2%
Don't know / No response	69%

APPENDIX A
IVR RECRUITMENT SCRIPT (ENGLISH
AND FRENCH)

ENGLISH:

INTRO_e

Hello/Bonjour, this is an automated survey from EKOS Research Associates on behalf of the Government of Canada, and it will only take a few minutes of your time.

LANG_e

(In English version) Appuyez sur # pour changer au Français

(In French version) Press # to switch to English

CONTACT_e

You may reach EKOS anytime by phone at 1-888-688-0709, by email at IVR@ekos.com, or online at ekos.com. Press * to hear more information about us.

INFO_EKOS_e (if * is pressed)

EKOS Research is a firm with over 30 years of experience in the research field. We are based out of Ottawa and Toronto. Our business is research, not sales. You can call EKOS anytime at 1 - 8 8 8 - 6 8 8 - 0 7 0 9, visit us online at ekos.com, that is, E K O S .com, or email us at [I V R @ ekos.com](mailto:IVR@ekos.com)

INTRO2_e

The Government of Canada is conducting a very short research survey with Canadians who have recently visited one of Canada's national parks, historic sites or national waterways, operated by the federal government. This telephone number has been randomly selected and it has not been given to us by Parks Canada. This survey is registered with the Marketing Research and Intelligence Association. Your participation is voluntary and completely confidential.

Q1a_e

Have you or has someone else in your household visited one of Canada's national parks, historic sites or national waterways, since June 1st of this year?

1 – Yes → Q2a_e (follows A version)

2 – No

3 – Don't recall/No answer

Q1b_e

Do you or someone else in your household plan to visit one of Canada's national parks, historic sites or national waterways, operated by the federal government, between now and the end of September of this year?

1 – Yes → Q2b_e (follows B version)

2 – No → INELIGIBLE_e

3 – Don't recall/No answer → INELIGIBLE_e

Q2a_e

In what month did you or someone else in your household most recently visit a national park, historic site or national waterway?

Press 1 for June

Press 2 for July

Press 3 for August

Press 4 for September

Press 5 for any other month. → INELIGIBLE_e

(The listed month options only become available as we reach these months.)

Q2b_e

In what month do you or someone else in your household plan to visit a national park, historic site or national waterway?

Press 1 for June

Press 2 for July

Press 3 for August

Press 4 for September

Press 5 for any other month. → INELIGIBLE_e

(When a month ends, remove that month as an option.)

Q3a_e

Is the place you or someone else in your household visited most recently a national park, or is it a historic site or national waterway?

1 – National park

2 – National historic site or waterway

3 – Unsure/No answer

Q3b_e

Is the place you or someone else in your household intend to visit a national park, or is it a historic site or national waterway?

1 – National park

2 – National historic site or waterway

3 – Unsure/No answer

Q4a_e

In what part of Canada is the <3a > you visited? Press...

- 1 – Western Canada, including British Columbia, Alberta, Saskatchewan or Manitoba
- 2 – Central Canada, including Ontario and Quebec
- 3 – Atlantic Canada, including New Brunswick, Nova Scotia, PEI, or Newfoundland
- 4 – Northern Canada, including Yukon, Northwest Territories and Nunavut

Q4b_e

In what part of Canada is the <3a > you plan to visit? Press

- 1 – Western Canada, including British Columbia, Alberta, Saskatchewan or Manitoba
- 2 – Central Canada, including Ontario and Quebec
- 3 – Atlantic Canada, including New Brunswick, Nova Scotia, PEI, or Newfoundland
- 4 – Northern Canada, including Yukon, Northwest Territories and Nunavut

THANK_e

Thank you. This particular research is interested in how Canadians who have visited or plan to visit one of Canada's national parks, historic sites or national waterways, operated by the federal government, since June 1st of this year. Your household may be selected to participate in a short, five minute survey by telephone. Someone from EKOS may call you to follow up in the next few days. We thank you very much for your time, and you may reach us anytime at 1-888-688-0709. Good-bye.

INELIGIBLE_e

Thank you for your time. You may reach us anytime at 1-888-688-0709. Good-bye.

FRENCH:

INTRO_e

Bonjour, ceci est un sondage automatisé que les Associés de recherche EKOS mènent pour le compte du gouvernement du Canada. Il ne vous faudra que quelques minutes de votre temps.

LANG_e

(In French version) Press # to switch to English

(In English version) Appuyez sur # pour changer au Français

CONTACT_e

Vous pouvez rejoindre EKOS en tout temps par téléphone au 1-888-688-0709, par courriel à IVR@ekos.com, ou en ligne à ekos.com. Appuyez sur * pour entendre plus d'informations sur nous.

INFO_EKOS_e (if * is pressed)

EKOS est une firme qui possède plus de 30 ans d'expérience dans la domaine de la recherche, et nous faisons aucune vente. Nous sommes situés à Ottawa et Toronto, et vous pouvez communiquer avec nous en tout temps au 1 - 8 8 8 - 6 8 8 - 0 7 0 9, nous visitez en ligne à EKOS.com, ou par courriel électronique à IVR@ekos.com

INTRO2_e

Le gouvernement du Canada mène un sondage très court auprès de Canadiennes et Canadiens qui ont récemment visité l'un des parcs nationaux, sites historiques ou voies navigables nationales qu'exploite le gouvernement fédéral. Ce numéro de téléphone a été sélectionné au hasard et il n'a pas été donné à nous par Parcs Canada. Ce sondage a été enregistré auprès de l'Association de la Recherche et de l'Intelligence Marketing. Vous êtes libre de participer ou non à ce sondage et vos réponses seront traitées en toute confidentialité.

Q1a_e

Est-ce que vous ou une personne de votre ménage avez visité un parc national, un site historique ou une voie navigable nationale du Canada depuis le 1^{er} juin de cette année?

Appuyez sur 1 pour répondre oui, → Q2a_e (follows A version)

Appuyez sur 2 pour répondre non,

ou appuyez sur 3 si vous ne vous rappelez pas ou ne voulez pas répondre

Q1b_e

Est-ce que vous ou une personne de votre ménage prévoyez visiter un parc national, un site historique ou une voie navigable nationale du Canada qu'exploite le gouvernement fédéral d'ici la fin du mois de septembre de cette année?

Appuyez sur 1 pour répondre oui, → Q2b_e (follows B version)

Appuyez sur 2 pour répondre non, → INELIGIBLE_e

ou appuyez sur 3 en cas d'incertitude ou si vous ne voulez pas répondre → INELIGIBLE_e

Q2a_e

Pendant quel mois vous ou une personne de votre ménage avez récemment visité un parc national, un site historique ou une voie navigable nationale?

Appuyez sur 1 pour juin,

Appuyez sur 2 pour juillet,

Appuyez sur 3 pour août,

Appuyez sur 4 pour septembre,

ou appuyez sur 5 pour tout autre mois → INELIGIBLE_e

(The listed month options only become available as we reach these months.)

Q2b_e

Pendant quel mois vous ou une personne de votre ménage prévoyez-vous visiter un parc national, un site historique ou une voie navigable nationale?

Appuyez sur 1 pour juin,

Appuyez sur 2 pour juillet,

Appuyez sur 3 pour août,

Appuyez sur 4 pour septembre,

ou appuyez sur 5 pour tout autre mois → INELIGIBLE_e

(When a month ends, remove that month as an option.)

Q3a_e

Est-ce que l'endroit que vous ou une personne de votre ménage avez récemment visité est un parc national, un site historique ou une voie navigable nationale?

Appuyez sur 1 pour un parc national,

Appuyez sur 2 pour un site historique ou une voie navigable,

ou appuyez sur 3 en cas d'incertitude ou si vous ne voulez pas répondre

Q3b_e

Est-ce que l'endroit que vous ou une personne de votre ménage prévoyez visiter est un parc national, un site historique ou une voie navigable nationale?

Appuyez sur 1 pour un parc national,

Appuyez sur 2 pour un site historique ou une voie navigable,

ou appuyez sur 3 en cas d'incertitude ou si vous ne voulez pas répondre

Q4a_e

Dans quelle région du Canada se trouve <le parc national / le site historique ou la voie navigable> que vous avez visité(e)?

Appuyez sur 1 pour l'Ouest canadien, y compris la Colombie-Britannique, l'Alberta, la Saskatchewan ou le Manitoba,

Appuyez sur 2 pour le centre du Canada, y compris l'Ontario et le Québec,

Appuyez sur 3 pour le Canada atlantique, y compris le Nouveau-Brunswick, la Nouvelle-Écosse, l'Î.-P.-É. ou Terre-Neuve-et-Labrador,

ou appuyez sur 4 pour le nord du Canada, y compris le Yukon, les Territoires du Nord-Ouest ou le Nunavut.

Q4b_e

Dans quelle région du Canada se trouve <le parc national / le site historique ou la voie navigable> que vous prévoyez visiter?

Appuyez sur 1 pour l'Ouest canadien, y compris la Colombie-Britannique, l'Alberta, la Saskatchewan ou le Manitoba,

Appuyez sur 2 pour le centre du Canada, y compris l'Ontario et le Québec,

Appuyez sur 3 pour le Canada atlantique, y compris le Nouveau-Brunswick, la Nouvelle-Écosse, l'Î.-P.-É. ou Terre-Neuve-et-Labrador,

ou appuyez sur 4 pour le nord du Canada, y compris le Yukon, les Territoires du Nord-Ouest ou le Nunavut.

THANK_e

Merci. Cette recherche particulière s'intéresse à la façon dont des Canadiennes et Canadiens ont visité ou prévoit visiter l'un des parcs nationaux, sites historiques ou voies navigables nationales du Canada qu'exploite le gouvernement fédéral depuis le 1^{er} juin de cette année. Votre ménage pourrait être sélectionné pour participer à un court sondage téléphonique de cinq minutes. Un employé d'EKOS pourrait faire un appel de suivi au cours des prochains jours. Nous vous remercions du temps que vous nous avez consacré. Vous pouvez nous joindre à tout moment au 1-888-688-0709. Au revoir.

INELIGIBLE_e

Merci de votre temps. Vous pouvez nous joindre en tout temps au 1-888-688-0709. Au revoir.

APPENDIX B
VISITOR SATISFACTION SURVEY
QUESTIONNAIRE (ENGLISH AND FRENCH)

ENGLISH:

PINTRO

Hello, my name is ... and I'm calling from EKOS Research Associates.

<(if contacted before and recorded a respondent's name) May I speak with _____?>

Canada's national parks, national historic sites, and national waterways (canals), that are managed by the Federal Government, have free admission this year as part of the Government's "Canada 150" celebrations. You or someone in your household indicated in an automated telephone call within the past days that you visited one of these places recently. I would like to ask you a few questions about your recent visit, if that is okay?

The survey will take about 5 minutes of your time. Please rest assured that your answers are completely confidential (this means that no individual will be associated with the survey's results - rather, they will be rolled up into large categories to protect the confidentiality of each respondent) and that this survey is voluntary. This survey is registered with Marketing Research and Intelligence Association's (MRIA) Research Registration System.

Interviewer - If asked: This telephone number was randomly selected from electronic telephone books in the automated telephone call you received and it has NOT been given to us by Parks Canada.

Continue

Prefer to complete the survey online

Refuse/not interested (THANK & TERMINATE)

EMAIL

Prefer to complete the survey online

Please provide us with your email address and we will send you an email of the survey link.

RECORD E-MAIL ADDRESS

Cancel - Back to the introduction screen

Refuse/not interested (THANK & TERMINATE)

SEND1

Prefer to complete the survey online

You should receive an email with the survey link shortly.

Continue

PRIV

This call may be recorded for quality control or training purposes.

Q1

Just to confirm once again as a follow up to that automated call, did you or someone else in your household visit a national park, historic site, or waterway (canal) since June 1 of this year?

Yes

No (THANK AND TERMINATE)

Don't recall / No answer (THANK AND TERMINATE)

Q2

Were you the person or one of the people in the household who visited the national park, historic site, or waterway (canal) since June 1 of this year?

Yes (me, or me and others)

No (it was someone else in the household)

No answer

Q3

If... Q2 = No (it was someone else in the household)

The survey asks about the experiences of the visit. May I speak with that person or get a first name so I can ask for them when I call back?

Continue from the start (currently speaking with that person)

Record name and best time/date to reach the person: (After capturing name/time, go to next screen and then thank and terminate)

Refused (THANK AND TERMINATE)

Q4

Did you visit one or more national park, historic site, or waterway (canal) since June 1 of this year?

One

More than one (record number):

Don't recall / No answer

Q5

If... Q4 = More than one

When was your most recent visit?

Format: YYYYMMDD

Interviewer: If the respondent doesn't remember the exact date, capture the week # of the month they visited

Enter Date:

Week 1

Week 2

Week 3

Week 4

Don't know / No response

Q6

<(more than one visit) In your most recent visit, did you visit a national park, or was it a national historic site or waterway? / (first visit) Did you visit a national park, or was it a national historic site or waterway?>

A national park

A national historic site/national waterway (Note: waterway = a canal, may have been boating or walking/cycling on pathways along canal)

Have not visited any of these / visited a provincial park or other park/site system (THANK & TERMINATE)

QPROV

What province or territory is this <(Q6 answer) park/historic site or waterway> in?

British Columbia

Alberta

Saskatchewan

Manitoba

Ontario

Quebec

New Brunswick

Nova Scotia

Prince Edward Island

Newfoundland

Yukon

Northwest Territories

Nunavut

QVISIT

Can you tell me what place you visited?

<prompt if having difficulty remembering – what region was it in? >

9001 Northern Canada (YT, NT, NU)

1000 Yukon Territory

1001 Kluane NP

1002 Ivvavik NP

1051 Klondike National Historic Sites (Dawson Historical Complex, SS Keno, the Dredge)

1052 S.S. Klondike (the ship)

1100 Northwest Territories & Nunavut

1101 Auyuittuq NP

1102 Aulavik NP

1103 Nahanni NP

1104 Tuktot Nogait NP

1105 Quttinirpaaq NP

1106 Sirmilik NP

1107 Wood Buffalo NP

9002 Western Canada (BC, AB, SK, MB)

1200 British Columbia

1201 Gulf Islands NP (near Queen Charlotte Islands)

1202 Gwaii Haanas NP

1203 Pacific Rim NP (Vancouver Island, near Tofino; West Coast Trail)

1204 Mount Revelstoke Glacier NP (Rocky Mtns)

1205 Yoho NP (Rocky Mtns)

1206 Kootenay NP (Rocky Mtns)

1251 Chilkoot Trail

1252 Fort Langley (near Vancouver)

1253 Fort Rodd Hill/Fisgard Lighthouse (near Victoria)

1254 Fort St James (near Prince George)

1255 Gulf of Georgia Cannery (near Vancouver)

1256 Rogers Pass (Visitor Centre at Glacier NP; railroad through Rocky Mtns)

1300 Alberta

1301 Banff NP (near Calgary; Rocky Mtn park)

1302 Elk Island NP (near Edmonton; has bison)

1303 Jasper NP (near Edmonton; Rocky Mtn park)

1304 Waterton Lakes NP (south of Calgary; Rocky Mtns)

1351 Banff Park Museum (inside Banff NP)

1352 Bar-U Ranch (near Calgary; ranch history)

1353 Cave & Basin (inside Banff NP)

1354 Rocky Mountain House

1400 Saskatchewan

1401 Grasslands NP

1402 Prince Albert NP

1451 Batoche (Métis settlement)

1452 Fort Battleford (former North West Mounted Police station)

1453 Fort Walsh

1454 Motherwell Homestead

1500 Manitoba

- 1501 Riding Mountain NP
- 1502 Wapusk NP (near Churchill; polar bears)
- 1551 Lower Fort Garry (near Winnipeg)
- 1552 Prince of Wales Fort
- 1553 Riel House
- 1554 York Factory (near Hudson's Bay)

9003 Central Canada (ON, QC)

1600 Ontario

- 1601 Bruce Peninsula NP/ Fathom Five (near Tobermory)
- 1602 Georgian Bay Islands NP (near Tobermory)
- 1603 Point Pelee NP (Windsor; famous for birds and monarch butterflies)
- 1604 Pukaskwa NP (near Thunder Bay)
- 1605 Thousand Islands NP (near Kingston, formerly called St Lawrence Islands NP)
- 1606 Rouge National Urban Park (Toronto)
- 1651 Bellevue House (Prescott; home of Sir John A Macdonald)
- 1652 Bethune Memorial House (Gravenhurst; Cdn doctor that helped the Chinese)
- 1653 Fort George (Niagara; War of 1812 site)
- 1654 Fort Malden (Windsor)
- 1655 Fort St. Joseph (near Sault Ste Marie; War of 1812 site)
- 1656 Fort Wellington (Niagara)
- 1657 HMSC Haida (Hamilton; ship)
- 1658 Laurier House (Ottawa; residence of Laurier)
- 1659 Queenston Heights (Niagara; War of 1812 site)
- 1660 Woodside (Kitchener; home of MacKenzie King)
- 1681 Rideau Canal
- 1682 Sault Ste Marie Canal
- 1683 Trent Severn Waterway

1700 Quebec

- 1701 La Mauricie NP (near Shawinigan)
- 1702 Mingan Archipelago NP
- 1703 Forillon NP (near Gaspé)
- 1704 Saguenay-St Lawrence Marine Park (whales)
- 1751 Artillery Park (inside Old Town Quebec City)
- 1752 Battle of the Chateauguay
- 1753 Battle of the Restigouche
- 1754 Cartier Brébeuf (Quebec City)
- 1755 Coteau-du-Lac
- 1756 Forges du Saint-Maurice (iron history)

1757 Fort Chambly
1758 Fort Lennox
1759 Fort Témiscamingue
1780 Fortifications of Quebec (Old Town Quebec City)
1761 Grosse Ile & the Irish Memorial (Celtic history; former immigration point)
1762 Lévis Forts
1763 Louis S. St Laurent
1764 Manoir Papineau (near Montebello)
1765 Point-au-Père Lighthouse
1766 Sir George-Etienne Cartier (Old Montreal; former home)
1767 Sir Wilfrid Laurier
1768 The Fur Trade at Lachine
1781 Carillon Canal
1782 Chambly Canal
1783 Lachine Canal
1784 Sainte-Anne-de-Bellevue Canal
1785 Saint-Ours Canal

9004 Atlantic Canada (NF, PE, NS, NB)

1800 Newfoundland

1801 Gros Morne NP (Western NL; iconic image of Western Brook Pond / fjord)
1802 Terra Nova NP (near St. John's)
1851 Cape Spear (most eastern point in Canada)
1852 Castle Hill (near St. John's; French and English fort)
1853 Hawthorne Cottage
1854 L'Anse aux Meadows (Viking settlement)
1855 Port au Choix
1856 Red Bay (whaling community in Labrador; take a ferry too)
1857 Ryan Premises (fishing village)
1858 Signal Hill (iconic spot in St. John's)

1900 Nova Scotia

1901 Cape Breton Highlands NP (Cape Breton; home of the Cabot Trail)
1902 Kejimikujik NP (near Halifax)
1951 Alexander Graham Bell (near Baddeck; aeronautical history)
1952 Canso Islands & Grassy Island Fort (18th century fishing village)
1953 Fort Anne
1954 Fortress of Louisbourg (1700s French fort; Bastian)
1955 Grand Pré (near Wolfville; Acadian culture)
1956 Halifax Citadel (clock and fort in Halifax; iconic destination in the downtown)
1957 Marconi (first transatlantic wireless communication)

1958 Port Royal

1959 Prince of Wales Tower

1960 York Redoubt

2000 Prince Edward Island

2001 Prince Edward Island NP

2051 Green Gables House (Anne of Green Gables)

2100 New Brunswick

2101 Fundy NP (near Moncton)

2102 Kouchibouguac NP

2151 Carleton Martello Tower (near Saint John; War of 1812 site)

2152 Fort Beauséjour

2153 St. Andrew's Blockhouse

Other (please specify)

I did not visit any national parks, national historic site/national waterway (THANK AND TERMINATE)

QPARK1

If... Q6 = National park

Was this your first visit to this national park?

Yes

No, I have been there before

QPARK2

If... Q6 = National park and QPARK1 = No, I have been there before

Before your most recent visit to this park, did you last visit the park earlier this year, last year, or in previous years (before 2016)?

Earlier this year

Last year

Previous years (before 2016)

Don't know / No response

QPARK3 [1,5]

If... Q6 = National park

What inspired you to visit this year?

Please specify:

Don't know / No response

QPARK4

If... Q6 = National park

On a 5 point scale, where 1 means not at all, 5 means a lot and the midpoint 3 means moderately, how much would you say you enjoyed your visit to this national park?

1 Not at all

2

3

4

5 A lot

Don't know / No response

PREQPARK5

If... Q6 = National park

On a 5 point scale, where 1 means strongly disagree, 5 means strongly agree and the midpoint 3 means neither agree nor disagree, please indicate your level of agreement with these two statements.

QPARK5A

If... Q6 = National park

As a result of my visit, I learned something about the natural heritage of the park.

1 Strongly disagree

2

3 Neither agree nor disagree

4

5 Strongly agree

Not on this visit but in other visits (been more than once)

Don't know/ No response

QPARK5B

If... Q6 = National park

The national park is meaningful to me.

(Note for interviews: If asked: This could be a place that is special or important to you, and/or that you generally feel a connection to it)

1 Strongly disagree

2

3 Neither agree nor disagree

4

5 Strongly agree

Don't know/ No response

QPARK6

If... Q6 = National park

On a 5 point scale, where 1 means very dissatisfied and 5 means very satisfied, how satisfied were you with your visit to the park?

1 Very dissatisfied

2

3

4

5 Very satisfied

Don't know / No response

QPARK7 [1,5]

If... Q6 = National park

What did you enjoy the most during your visit?

Please specify:

Don't know / No response

QPARK8 [1,5]

If... Q6 = National park

Is there anything that could be done to make your next trip more enjoyable?

Please specify:

Don't know / No response

QSITE1

If... Q6 = National historic site/national waterway

Was this your first visit to this national historic site or national waterway?

Yes

No, I have been there before

QSITE2

If... Q6 = National historic site/national waterway and QSITE1 = No, I have been there before

Before your most recent visit to this national historic site or national waterway, did you last visit it earlier this year, last year, or in previous years (before 2016)?

Earlier this year

Last year

Previous years (before 2016)

Don't know / No response

QSITE3 [1,5]

If... Q6 = National historic site/national waterway

What inspired you to visit this year?

Please specify:

Don't know / No response

QSITE4

If... Q6 = National historic site/national waterway

On a 5 point scale, where 1 means not at all, 5 means a lot and the midpoint 3 means moderately, how much would you say you enjoyed your visit to this national historic site or waterway?

1 Not at all

2

3

4

5 A lot

Don't know / No response

PREQSITE5

If... Q6 = National historic site/national waterway

On a 5 point scale, where 1 means strongly disagree, 5 means strongly agree and the midpoint 3 means neither agree nor disagree, please indicate your level of agreement with these statements.

QSITE5A

If... Q6 = National historic site/national waterway

As a result of my visit, I learned something about the cultural heritage of the site.

1 Strongly disagree

2

3 Neither agree nor disagree

4

5 Strongly agree

Not on this visit but in other visits (been more than once)

Don't know/ No response

QSITE5B

If... Q6 = National historic site/national waterway

I have a better understanding of the contribution of the historic site or waterway to the history of Canada.

- 1 Strongly disagree
- 2
- 3 Neither agree nor disagree
- 4
- 5 Strongly agree
- Not on this visit but in other visits (been more than once)
- Don't know/ No response

QSITE5C

If... Q6 = National historic site/national waterway

The national historic site or waterway is meaningful to me.

(Note for interviews: If asked: This could be a place that is special or important to you, and/or that you generally feel a connection to)

- 1 Strongly disagree
- 2
- 3 Neither agree nor disagree
- 4
- 5 Strongly agree
- Don't know/ No response

QSITE6

If... Q6 = National historic site/national waterway

On a 5 point scale, where 1 means very dissatisfied and 5 means very satisfied, how satisfied were you with your visit the historic site or waterway?

- 1 Very dissatisfied
- 2
- 3
- 4
- 5 Very satisfied
- Don't know / No response

QSITE7 [1,5]

If... Q6 = National historic site/national waterway

What did you enjoy the most during your visit?

Please specify:

- Don't know / No response

QSITE8 [1,5]

If... Q6 = National historic site/national waterway

Is there anything that could be done to make your next trip more enjoyable?

Please specify:

Don't know / No response

QGENDR

Record gender of respondent

Male

Female

Other

POSTCELL

What is your postal code?

Postal code:

Don't know / No response

QAGE

In what year were you born?

Year:

Don't know / No response

QEMP

What is your current employment status?

Do not read list. Accept one response. Stick strictly to the codes identified below. Probe if necessary.

Employed full-time for pay (i.e. more than 30 hours)

Employed part-time for pay

Self-employed

Unemployed, and currently seeking work

Homemaker

Student

Disabled

Retired

Volunteer

Other (please specify)

(DO NOT READ) Don't know / Refused

QCHILD

Do you have children living in your household?

Yes

No

Don't know / No response

THNK

The survey was conducted on behalf of Parks Canada and they thank you for taking the time to answer it. They look forward to welcoming you to a national park, national historic site, or national waterway in 2018!

THNK2 - *Screened-out*

We are seeking Canadians that recently visited specific national parks or national historic sites managed by Parks Canada to complete this survey. Thank you for your interest and willingness to participate.

THNK3 - *Going to do online survey*

Thank you very much for your time!

FRENCH:

PINTRO

Bonjour. Je m'appelle... et je travaille pour les Associés de recherche EKOS. *<(if contacted before and recorded a respondent's name)>* Pourrais-je parler à _____?>

Dans le cadre des célébrations « Canada 150 » organisées par le gouvernement, l'entrée sera gratuite cette année aux parcs nationaux, aux lieux historiques nationaux et aux voies navigables nationales (canaux) gérés par le gouvernement. Lors d'un appel téléphonique automatisé reçu au cours des derniers jours, vous ou quelqu'un de votre ménage avez indiqué avoir récemment visité l'un de ces endroits. J'aimerais vous poser quelques questions au sujet des endroits que vous avez visités dernièrement, si vous le voulez bien?

Le sondage prendra environ 5 minutes de votre temps. Nous vous garantissons que vos réponses vont demeurer absolument confidentielles (c'est-à-dire que les résultats du sondage ne seront associés à aucun nom mais seront plutôt groupés dans de grandes catégories afin de protéger l'anonymat de chaque répondant); vous êtes libre de répondre au présent sondage. Ce sondage est enregistré auprès du Système d'enregistrement des sondages de l'Association de la recherche et de l'intelligence marketing (ARIM).

Enquêteur - Si demandé : Ce numéro de téléphone a été sélectionné au hasard dans des listes téléphoniques électroniques dans l'appel téléphonique automatisé que vous avez reçu et il n'a PAS été donné à nous par Parcs Canada.

Continuer

Préfère de remplir le sondage en ligne

Refus/Pas intéressé (REMERCIEZ & TERMINEZ)

EMAIL

Préfère de remplir le sondage en ligne

Veuillez nous fournir votre adresse de courriel et nous vous enverrons un message avec le lien du sondage.

NOTER L'ADRESSE COURRIEL

Annuler Retour à l'écran d'introduction

Refus/Pas intéressé (REMERCIEZ & TERMINEZ)

SEND1

Préfère de remplir le sondage en ligne

Vous devriez recevoir un courriel avec le lien du sondage sous peu.

Continue

PRIV

Cet appel peut être enregistré pour contrôle de la qualité ou formation.

Q1

Seulement pour confirmer encore une fois ce que vous avez répondu lors de l'appel automatique de suivi, est-ce que vous ou une personne de votre ménage avez visité un parc national, un site historique ou une voie navigable (canal) depuis le 1er juin de cette année?

Oui

Non (REMERCIEZ ET TERMINEZ)

Je ne me souviens pas / Pas de réponse (REMERCIEZ ET TERMINEZ)

Q2

Est-ce que vous avez personnellement visité un parc national, un site historique ou une voie navigable (canal) depuis le 1er juin de cette année, ou s'agit-il de quelqu'un d'autre de votre ménage?

Oui (moi ou moi et d'autres personnes)

Non (il s'agit de quelqu'un d'autre de mon ménage)

Pas de réponse

Q3

Si ...Q2 = Non (il s'agit de quelqu'un d'autre de mon ménage)

Le sondage pose des questions sur l'expérience vécue pendant la visite. Puis-je parler à cette personne ou connaître son prénom pour demander à lui parler quand je rappellerai?

Continuer du début (en train de parler avec cette personne)

Enregistrez le nom et le meilleur temps / date pour atteindre la personne: (Après avoir capturé le nom et le temps, passez à l'écran suivant, puis remerciez et terminez)

Refus (REMERCIEZ ET TERMINEZ)

Q4

Avez-vous visité un ou plusieurs parcs nationaux, sites historiques ou voies navigables (canaux) depuis le 1er juin de cette année?

Un

Plus d'un (entrer le nombre) :

Je ne me souviens pas / Pas de réponse

Q5

Si ...Q4 = Plus d'un

Quand a été votre plus récente visite?

Format: AAAAMMJJ

Enquêteur : Si le répondant ne se souvient pas de la date exacte, saisissez le numéro de la semaine du mois qu'il a visité

Entrer la date :

Semaine 1

Semaine 2

Semaine 3

Semaine 4

Je ne sais pas / Pas de réponse

Q6

<(Plus d'une visite) Lors de votre plus récente visite, avez-vous visité un parc national, un lieu historique national ou une voie navigable nationale? / (première visite) Avez-vous visité un parc national, un lieu historique national ou une voie navigable nationale?>

Un parc national

Un lieu historique national ou une voie navigable nationale (*Remarque : voie navigable = un canal. Par exemple : naviguer sur un canal ou bien marcher/faire du vélo sur un sentier le long d'un canal*)

Je n'ai visité aucun de ces endroits/J'ai visité un parc provincial ou un réseau de parcs/lieux
(REMERCIEZ ET TERMINEZ)

QPROV

Dans quelle province ou territoire se trouve ce <(réponse Q6) parc / lieu historique ou voie navigable> ?

Colombie-Britannique

Alberta

Saskatchewan

Manitoba

Ontario

Québec

Nouveau-Brunswick

Nouvelle-Écosse

Île-du-Prince-Édouard

Terre-Neuve

Yukon

Territoires du Nord-Ouest

Nunavut

QVISIT

Pouvez-vous m'indiquer l'endroit que vous avez visité?

Cliquez ici pour obtenir une liste de référence.

(Listez les parcs / sites d'abord en fonction de la province qu'ils ont visité)

9001 Nord du Canada (Territoire du Yukon, Territoires du Nord-Ouest, Nunavut)

1000 Territoire du Yukon

1001 PN Kluane

1002 PN Ivvavik

1051 Lieux historiques nationaux du Klondike (c.-à-d. le Complexe-Historique-de-Dawson, une vieille ville, le SS Keno, la Drague)

1052 S.S. Klondike (le bateau)

1100 Territoire du Nord-Ouest et Nunavut

1101 PN Auyuittuq

1102 PN Aulavik

1103 PN Nahanni

1104 PN Tuktut Nogait

1105 PN Quttinirpaaq

1106 PN Sirmilik

1107 PN Wood Buffalo

9002 Ouest du Canada (Colombie-Britannique, Alberta, Saskatchewan, Manitoba)

1200 Colombie-Britannique

1201 PN des Îles-Gulf (près des îles de la Reine-Charlotte)

1202 PN Gwaii Haanas (les mâts totémiques)

1203 PN Pacific Rim (île de Vancouver, près de Tofino)

1204 PN du Mont Revelstoke – PN des Glaciers (les montagnes Rocheuses)

1205 PN Yoho (les montagnes Rocheuses)

1206 PN Kootenay (les montagnes Rocheuses)

1251 Piste-Chilkoot

1252 Fort-Langley (près de Vancouver)

1253 Fort Rodd Hill/Phare-de-Fisgard (près de Victoria)

1254 Fort-St. James (près de Prince George)

1255 Gulf of Georgia Cannery (près de Vancouver)

1256 Col-Rogers

1300 Alberta

1301 PN Banff (près de Calgary; parc des montagnes Rocheuses)

1302 PN Elk Island (près d'Edmonton, refuge pour les bisons)

1303 PN Jasper (près d'Edmonton, parc des montagnes Rocheuses)

1304 PN des Lacs-Waterton

1351 Musée-du-Parc-Banff (dans le PN Banff)

1352 Ranch-Bar U (près de Calgary)
1353 Cave and Basin (dans le PN Banff)
1354 Rocky Mountain House

1400 Saskatchewan

1401 PN des Prairies
1402 PN de Prince Albert
1451 Batoche
1452 Fort-Battleford
1453 Fort-Walsh
1454 Homestead-Motherwell

1500 Manitoba

1501 PN du Mont-Riding
1502 PN Wapusk (près de Churchill, ours polaires)
1551 Lower Fort Garry (près de Winnipeg)
1552 Fort Prince-de-Galles
1553 Maison-Riel
1554 York Factory (près de la baie d'Hudson)

9003 Centre du Canada (Ontario, Québec)

1600 Ontario

1601 PN de la Péninsule-Bruce/PMN Fathom Five (près de Tobermory)
1602 PN des Îles-de-la-Baie-Georgienne (près de Tobermory)
1603 PN de la Pointe-Pelée (Windsor)
1604 PN Pukaskwa (près de Thunder Bay)
1605 PN des Mille-Îles (près de Kingston, anciennement appelé PN des Îles-du-Saint-Laurent)
1606 Parc urbain national de la Rouge (Toronto)
1651 Villa-Bellevue (Prescott)
1652 Maison-Commemorative-Bethune (Gravenhurst, médecin canadien qui s'est rendu en Chine pour soigner la population)
1653 Fort-George (Niagara)
1654 Fort-Malden (Windsor)
1655 Fort-St. Joseph
1656 Fort-Wellington (Niagara)
1657 NCSM Haida (Hamilton, bateau)
1658 Maison-Laurier (Ottawa, résidence de Wilfrid Laurier)
1659 Hauteurs-de-Queenston
1660 Woodside (Kitchener)
1681 Canal-Rideau
1682 Canal-de-Sault Ste. Marie
1683 Voie-Navigable-Trent-Severn

1700 Québec

- 1701 PN de la Mauricie (près de Shawinigan)
- 1702 PN de l'Archipel-de-Mingan
- 1703 PN Forillon (près de Gaspé)
- 1704 Parc marin du Saguenay-Saint-Laurent (baleines)
- 1751 Parc-de-l'Artillerie (dans le Vieux-Québec)
- 1752 Bataille-de-la-Châteauguay
- 1753 Bataille-de-la-Ristigouche
- 1754 Cartier-Brébeuf
- 1755 Coteau-du-Lac
- 1756 Forges-du-Saint-Maurice
- 1757 Fort-Chambly
- 1758 Fort-Lennox
- 1759 Fort-Témiscamingue
- 1760 Fortifications-de-Québec (Vieux-Québec)
- 1761 Grosse-Île-et-le-Mémorial-des-Irlandais
- 1762 Forts-de-Lévis
- 1763 Louis-S. St-Laurent
- 1764 Manoir-Papineau (près de Montebello)
- 1765 Phare-de-Pointe-au-Père
- 1766 Sir-George-Étienne-Cartier
- 1767 Sir-Wilfrid-Laurier
- 1768 Commerce-de-la-Fourrure-à-Lachine
- 1781 Canal-de-Carillon
- 1782 Canal-de-Chambly
- 1783 Canal-de-Lachine
- 1784 Canal-de-Sainte-Anne-de-Bellevue
- 1785 Canal-de-Saint-Ours

9004 Canada atlantique (Terre-Neuve-et-Labrador, Île-du-Prince-Édouard, Nouvelle-Écosse, Nouveau-Brunswick)

1800 Terre-Neuve-et-Labrador

- 1801 PN du Gros-Morne (ouest de Terre-Neuve)
- 1802 PN Terra-Nova
- 1851 Cap-Spear (point le plus à l'est du Canada)
- 1852 Castle Hill
- 1853 Cottage-Hawthorne
- 1854 L'Anse aux Meadows (Vikings)
- 1855 Port au Choix
- 1856 Red Bay (baleiniers)

1857 L'Établissement-Ryan

1858 Signal Hill (lieu emblématique de St. John's)

1900 Nouvelle-Écosse

1901 PN des Hautes-Terres-du-Cap-Breton (Cap-Breton; abrite la piste Cabot)

1902 PN Kejimikujik (près de Halifax)

1951 Alexander-Graham-Bell (près de Baddeck, histoire liée à l'aéronautique)

1952 Îles-Canso/Fort-de-l'Île-Grassy

1953 Fort-Anne

1954 Forteresse-de-Louisbourg (forteresse française du XVIIIe siècle)

1955 Grand-Pré (près de Wolfville, haut lieu de la culture acadienne)

1956 Citadelle-d-Halifax

1957 Marconi

1958 Port-Royal

1959 Tour-Prince-de-Galles

1960 Redoute-York

2000 Île-du-Prince-Édouard

2001 PN de l'Île-du-Prince-Édouard

2051 Maison Green Gables (Anne... La maison aux pignons verts)

2100 Nouveau-Brunswick

2101 PN Fundy (près de Moncton)

2102 PN Kouchibouguac

2151 Tour-Martello-de-Carleton

2152 Fort-Beauséjour

2153 Blockhaus-de-St. Andrews

Autre (veuillez préciser)

Un autre parc national

Un autre lieu historique national ou voie navigable nationale

Je n'ai visité aucun parc national, lieu historique national ou voie navigable nationale (REMERCIEZ ET TERMINEZ)

QPARK1

Si ...Q6 = Parc national

Était-ce la première fois que vous visitiez ce parc national?

Oui

Non, je suis déjà venu(e)

QPARK2

Si ...Q6 = Parc national AND QPARK1 = Non, je suis déjà venu(e)

Avant votre plus récente visite à ce parc, est-ce que cette visite a eu lieu plus tôt cette année, l'an passé ou lors d'une année antérieure (avant 2016)?

Plus tôt cette année

L'an passé

Une année antérieure (avant 2016)

Je ne sais pas / Pas de réponse

QPARK3 [1,5]

Si ...Q6 = Parc national

Qu'est-ce qui vous a incité(e) à visiter cet endroit cette année?

Veuillez préciser:

Je ne sais pas / Pas de réponse

QPARK4

Si ...Q6 = Parc national

Sur une échelle de cinq points, où 1 correspond à la mention « pas du tout », 5 à la mention « beaucoup » et le point milieu 3 signifie moyennement, quel est votre degré d'appréciation de votre visite de ce parc national?

1 Pas du tout

2

3

4

5 Beaucoup

Je ne sais pas / Pas de réponse

PREQPARK5

Si ...Q6 = Parc national

Sur une échelle de cinq points, où 1 signifie que vous êtes complètement en désaccord, 5 entièrement d'accord et 3 que vous n'êtes ni d'accord ni en désaccord, veuillez indiquer si vous êtes d'accord ou non avec les deux énoncés suivants :

QPARK5A

Si ...Q6 = Parc national

Grâce à ma visite, j'ai appris quelque chose au sujet du patrimoine naturel du parc.

1 Complètement en désaccord

2

3 Ni d'accord ni en désaccord

4

5 Entièrement d'accord

Pas sur cette visite, mais dans d'autres visites (a été plus qu'une fois)
Je ne sais pas / Pas de réponse

QPARK5B

Si ...Q6 = Parc national

Ce parc national revêt une signification particulière pour moi.

(Note à l'enquêteur - si on vous demande : Il peut s'agir d'un endroit qui est spécial ou important pour vous ou pour lequel vous ressentez un lien)

- 1 Complètement en désaccord
 - 2
 - 3 Ni d'accord ni en désaccord
 - 4
 - 5 Entièrement d'accord
- Je ne sais pas / Pas de réponse

QPARK6

Si ...Q6 = Parc national

Sur une échelle de cinq points, où 1 correspond à la mention « très insatisfait(e) » et 5 à la mention « très satisfait(e) », quel est votre degré de satisfaction quant à votre visite de ce parc?

- 1 Très insatisfait(e)
 - 2
 - 3
 - 4
 - 5 Très satisfait(e)
- Je ne sais pas / Pas de réponse

QPARK7 [1,5]

Si ...Q6 = Parc national

Qu'avez-vous préféré lors de votre visite?

Veuillez préciser:

Je ne sais pas / Pas de réponse

QPARK8 [1,5]

Si ...Q6 = Parc national

Quelles seraient les améliorations éventuelles à apporter pour rendre votre prochaine visite plus agréable?

Enquêteur : Ne pas trop pousser pour une réponse si ce n'est pas évident

Veuillez préciser:

Je ne sais pas / Pas de réponse

QSITE1

Si ...Q6 = Lieu historique national ou une voie navigable nationale

Était-ce la première fois que vous visitiez ce lieu historique national ou cette voie navigable nationale?

Oui

Non, je suis déjà venu(e)

QSITE2

Si ...Q6 = Lieu historique national ou une voie navigable nationale AND QSITE1 = Non, je suis déjà venu(e)

Avant votre plus récente visite à ce lieu historique national ou cette voie navigable nationale, est-ce que cette visite a eu lieu plus tôt cette année, l'an passé ou lors d'une année antérieure (avant 2016)?

Plus tôt cette année

L'an passé

Une année antérieure (avant 2016)

Je ne sais pas / Pas de réponse

QSITE3 [1,5]

Si ...Q6 = Lieu historique national ou une voie navigable nationale

Qu'est-ce qui vous a incité(e) à visiter cet endroit cette année?

Veillez préciser:

Je ne sais pas / Pas de réponse

QSITE4

Si ...Q6 = Lieu historique national ou une voie navigable nationale

Sur une échelle de cinq points, où 1 correspond à la mention « pas du tout », 5 à la mention « beaucoup » et le point milieu 3 signifie moyennement, quel est votre degré d'appréciation de votre visite de ce lieu historique national ou de cette voie navigable nationale?

1 Pas du tout

2

3

4

5 Beaucoup

Je ne sais pas / Pas de réponse

PREQSITE5

Si ...Q6 = Lieu historique national ou une voie navigable nationale

Sur une échelle de cinq points, où 1 signifie que vous êtes complètement en désaccord, 5 entièrement d'accord et 3 que vous n'êtes ni d'accord ni en désaccord, veuillez indiquer si vous êtes d'accord ou non avec les énoncés suivants :

QSITE5A

Si ...Q6 = Lieu historique national ou une voie navigable nationale

Grâce à ma visite, j'ai appris quelque chose au sujet du patrimoine culturel de ce lieu historique national ou de cette voie navigable nationale.

1 Complètement en désaccord

2

3 Ni d'accord ni en désaccord

4

5 Entièrement d'accord

Pas sur cette visite, mais dans d'autres visites (a été plus qu'une fois)

Je ne sais pas / Pas de réponse

QSITE5B

Si... Q6 = Lieu historique national ou une voie navigable nationale

J'en sais plus à présent sur l'importance de ce lieu historique national ou de cette voie navigable dans l'histoire du Canada.

1 Complètement en désaccord

2

3 Ni d'accord ni en désaccord

4

5 Entièrement d'accord

Pas sur cette visite, mais dans d'autres visites (a été plus qu'une fois)

Je ne sais pas / Pas de réponse

QSITE5C

Si ...Q6 = Lieu historique national ou une voie navigable nationale

Ce lieu historique national ou cette voie navigable nationale revêt une signification particulière pour moi. (Note à l'enquêteur - si on vous demande : Il peut s'agir d'un endroit qui est spécial ou important pour vous ou pour lequel vous ressentez un lien)

1 Complètement en désaccord

2

3 Ni d'accord ni en désaccord

4

5 Entièrement d'accord
Je ne sais pas / Pas de réponse

QSITE6

Si ...Q6 = Lieu historique national ou une voie navigable nationale

Sur une échelle de cinq points, où 1 correspond à la mention « insatisfaisant » et 5 à la mention « très satisfaisant », quel est votre degré de satisfaction quant à votre visite de ce lieu historique national ou de cette voie navigable?

1 Très insatisfait(e)

2

3

4

5 Très satisfait(e)

Je ne sais pas / Pas de réponse

QSITE7 [1,5]

Si ...Q6 = Lieu historique national ou une voie navigable nationale

Qu'avez-vous préféré lors de votre visite?

Veuillez préciser:

Je ne sais pas / Pas de réponse

QSITE8 [1,5]

Si ...Q6 = Lieu historique national ou une voie navigable nationale

Quelles seraient les améliorations éventuelles à apporter pour rendre votre prochaine visite plus agréable?

Enquêteur : Ne pas trop pousser pour une réponse si ce n'est pas évident

Veuillez préciser:

Je ne sais pas / Pas de réponse

QGENDR

Inscrire le sexe du répondant

Homme

Femme

Autre

POSTCELL

Quel est votre code postal?

Code postal :

Je ne sais pas / Pas de réponse

QAGE

En quelle année êtes-vous né?

Année :

Je ne sais pas / Pas de réponse

QEMP

Quelle est votre situation d'emploi actuelle?

Ne lisez pas la liste. Acceptez une seule réponse. Tenez-vous-en aux codes indiqués ci-dessous. Sondez au besoin.

Salarié(e) à temps plein (plus de 30 heures)

Salarié(e) à temps partiel

Travailleur(euse) autonome

Sans emploi et en recherche d'emploi

Personne au foyer

Étudiant(e)

Personne handicapée

Retraité(e)

Bénévole

Autre réponse (veuillez préciser)

(NE PAS LIRE) Je ne sais pas / Refus

QCHILD

Avez-vous des enfants qui habitent actuellement avec vous?

Oui

Non

Je ne sais pas / Pas de réponse

THNK

Cette enquête a été réalisée pour le compte de l'Agence Parcs Canada. Parcs Canada vous remercie d'avoir pris le temps d'y répondre. Parcs Canada se réjouit à l'idée de vous accueillir dans l'un de ses parcs nationaux, lieux historiques nationaux ou voies navigables nationales en 2018!

THNK2 - *Screened-out*

Dans le cadre de ce sondage, nous cherchons des Canadiens ayant récemment visité des parcs nationaux ou des lieux historiques nationaux précis, gérés par l'Agence Parcs Canada dans le cadre de ce sondage. Nous vous remercions de l'intérêt que vous portez à ce sondage et de votre participation.

THNK3 - *Going to do online survey*

Merci beaucoup de votre temps!

APPENDIX C

RESPONSE RATES

Call Outcomes and Response Rate Calculation (IVR Sample)

Total Sample	Number of People
Valid and invalid sample attempted	1,890,725

Out of Scope	Number of People
Invalid number, blocked by Bell, fax/modem, duplicate	443,756

Unresolved (U)	Number of People
Busy, no answer answering machine	703,461
Timed out/unresolved	124,576
Total	828,037

In-Scope- non responding (IS)	Number of People
Hung up/refused	575,357

In-scope – Responding Units (R)	Number of People
Completed interviews	14,284
Ineligible, quota filled	29,291
Total	43,575

Response Rate = R/(U+IS+R)	53.5%
Eligibility	32.7%

The response rate described in the report for the IVR sample relies on the empirical method which uses the total numbers dialed (1,890,725) minus those found invalid (443,756) as the base, and the total number completed (14,284) plus those ineligible to complete the study (29,291) as the numerator (i.e., 43,575 divided by 1,446,969 or 3.0%). This is the method used by the Market Research and Intelligence Association.

Call Outcomes and Response Rate Calculation (Telephone Sample)

Total Sample	Number of People
Valid and invalid sample attempted	10,345

Out of Scope	Number of People
Invalid number, blocked by Bell, fax/modem, duplicate	210

Unresolved (U)	Number of People
Busy, no answer answering machine	3,458

In-Scope- non responding (IS)	Number of People
Language Problem	25
Refusal	1,197
Qualified respondent unavailable	5
Qualified respondent break-off	16
Preference to go online (did not complete)	16
Total	1,259

In-scope – Responding Units (R)	Number of People
Completed interviews	3,090
Ineligible, quota filled	2,328
Total	5,418

Response Rate = R/(U+IS+R)	53.5%
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The response rate described in the report for the telephone sample relies on the empirical method which uses the total numbers called (10,345) minus those found invalid (210) as the base, and the total number completed (3,090) plus those ineligible to complete the study (2,328) as the numerator (i.e., 5,418 divided by 10,135 or 53.5%). This is the method used by the Market Research and Intelligence Association.

APPENDIX D DATA TABLES

Did you visit one or more national park, historic site, or waterway (canal) since June 1 of this year?								
Q4	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	3090	412	449	559	750	836	887	2203
One	69%	71%	67%	66%	70%	71%	65%	71%
2	17%	17%	18%	16%	16%	16%	17%	17%
3	8%	7%	9%	10%	8%	7%	10%	7%
4-5	4%	3%	3%	5%	5%	4%	6%	4%
6+	1%	1%	2%	2%	1%	1%	2%	1%
Don't recall / No answer	1%	0%	0%	1%	0%	1%	0%	1%
Chi2:	-	-					99	
Margin of Error-Around 50%	1.76	4.83	4.62	4.14	3.58	3.39	3.29	2.09

When was your most recent visit?								
Q5	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	942	116	147	188	226	234	309	633
Enter Date:	77%	75%	77%	72%	82%	77%	76%	77%
Week 1	5%	8%	5%	5%	3%	4%	5%	4%
Week 2	6%	4%	10%	7%	5%	6%	6%	7%
Week 3	6%	4%	2%	7%	6%	6%	6%	5%
Week 4	6%	9%	5%	9%	4%	7%	6%	6%
Don't know / No response	0%	0%	1%	1%	1%	0%	1%	0%
Chi2:	-	-					-	
Margin of Error-Around 50%	3.19	9.10	8.08	7.15	6.52	6.41	5.57	3.90

(In your most recent visit,) did you visit a national park, or was it a national historic site or waterway?								
Q6	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	3090	412	449	559	750	836	887	2203
A national park	63%	68%	63%	59%	61%	63%	54%	66%
A national historic site/national waterway	37%	32%	37%	41%	39%	37%	46%	34%
Have not visited any of these / visited a provincial park or other park/site system	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	90					99.9	
Margin of Error-Around 50%	1.76	4.83	4.62	4.14	3.58	3.39	3.29	2.09

Can you tell me what place you visited?								
QVISIT	Age						Visit Frequency	
	Total	<35	35-44	45-54	55-64	65+	First	Repeat
Total:	3090	412	449	559	750	836	887	2203
Kluane NP	0%	0%	0%	0%	0%	0%	0%	0%
Ivvavik NP	0%	0%	0%	0%	0%	0%	0%	0%
Klondike National Historic Sites	0%	0%	0%	0%	0%	0%	0%	0%
S.S. Klondike	0%	0%	0%	0%	0%	0%	0%	0%
Auyuittuq NP	0%	0%	0%	0%	0%	0%	0%	0%
Aulavik NP	0%	0%	0%	0%	0%	0%	0%	0%
Nahanni NP	0%	0%	0%	0%	0%	0%	0%	0%
Tuktut Nogait NP	0%	0%	0%	0%	0%	0%	0%	0%
Quttinirpaaq NP	0%	0%	0%	0%	0%	0%	0%	0%
Sirmilik NP	0%	0%	0%	0%	0%	0%	0%	0%
Wood Buffalo NP	0%	0%	0%	0%	0%	0%	0%	0%
Gulf Islands NP	1%	0%	1%	0%	1%	1%	1%	1%
Gwaii Haanas NP	0%	0%	0%	0%	0%	0%	0%	0%
Pacific Rim NP	4%	2%	2%	5%	4%	5%	3%	4%
Mount Revelstoke - Glacier NP	1%	1%	1%	1%	1%	0%	1%	1%
Yoho NP	1%	0%	1%	1%	1%	1%	0%	1%
Kootenay NP	1%	0%	2%	1%	1%	1%	0%	1%
Chilkoot Trail	0%	0%	0%	0%	0%	0%	0%	0%
Fort Langley	1%	1%	0%	2%	2%	2%	1%	2%
Fort Rodd Hill/Fisgard Lighthouse	2%	1%	2%	2%	1%	2%	2%	1%
Fort St James	0%	0%	0%	0%	0%	0%	0%	0%
Gulf of Georgia Cannery	1%	0%	0%	1%	1%	1%	1%	1%
Rogers Pass	0%	0%	0%	0%	0%	0%	0%	0%
Banff NP	14%	17%	16%	11%	13%	16%	5%	18%
Elk Island NP	2%	2%	1%	1%	1%	3%	1%	2%
Jasper NP	5%	6%	4%	4%	5%	6%	2%	7%
Waterton Lakes NP	2%	2%	2%	1%	2%	3%	1%	2%

Can you tell me what place you visited?								
QVISIT	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	3090	412	449	559	750	836	887	2203
Banff Park Museum	0%	0%	0%	1% +	0%	0%	0% +	0% -
Bar-U Ranch	0%	0%	0%	0%	0%	1% ++	0%	0%
Cave & Basin	0%	0%	0%	0%	0%	0%	0% ++	0% --
Rocky Mountain House	0%	0%	0%	0%	0%	0%	0%	0%
Grasslands NP	0%	0%	0%	0%	0%	0%	0%	0%
Prince Albert NP	2%	2%	2%	2%	3%	2%	1% ----	3% ++++
Batoche	0%	0%	0%	0%	1% ++	0%	0%	0%
Fort Battleford	0%	0%	0%	0%	0%	0%	0%	0%
Fort Walsh	0%	0%	0%	0%	0%	0%	0%	0%
Motherwell Homestead	0%	0%	0%	0%	0%	0%	0%	0%
Riding Mountain NP	3%	2%	2%	2%	2%	2%	1% ----	3% ++++
Wapusk NP	0%	0%	0%	0%	0%	0%	0%	0%
Lower Fort Garry	1%	0%	1%	1%	1%	1%	0%	1%
Prince of Wales Fort	0%	0%	0%	0%	0%	0%	0%	0%
Riel House	0%	0%	0%	0%	0%	0%	0%	0%
York Factory	0%	0%	0%	0%	0%	0%	0%	0%
Bruce Peninsula NP/ Fathom Five	3%	6% ++++	3%	3%	2%	2% --	5% ++++	2% ----
Georgian Bay Islands NP	1%	0%	1%	1%	1%	1%	1%	1%
Point Pelee NP	3%	3%	3%	4%	2%	4%	3%	3%
Pukaskwa NP	0%	0%	0%	1%	0%	1%	1%	0%
Thousand Islands NP	1%	1%	2%	1%	1%	1%	1%	1%
Rouge National Urban Park	1%	0%	1%	0%	0%	1%	1%	1%
Bellevue House	0%	0%	1%	0%	0%	0%	0%	0%
Bethune Memorial House	0%	0%	0%	0%	0%	0%	0%	0%
Fort George	2%	1%	1%	2%	1%	2%	3% ++++	1% ----
Fort Malden	0%	0%	0%	0%	0%	0%	0%	0%
Fort St. Joseph	0%	0%	0%	0%	0%	0%	0%	0%
Fort Wellington	0%	0%	1%	0%	0%	0%	0%	0%

Can you tell me what place you visited?								
QVISIT	Age						Visit Frequency	
	Total	<35	35-44	45-54	55-64	65+	First	Repeat
Total:	3090	412	449	559	750	836	887	2203
HMSC Haida	0%	1%	0%	1%	0%	0%	1%	0%
Laurier House	0%	0%	0%	0%	1%	0%	1%	0%
					+++		++++	----
Queenston Heights	0%	1%	1%	0%	0%	0%	1%	0%
			+					
Woodside	0%	0%	0%	0%	0%	0%	0%	0%
				++				
Rideau Canal	6%	6%	5%	6%	5%	7%	3%	7%
							----	++++
Sault Ste Marie Canal	0%	0%	0%	0%	0%	0%	0%	0%
Trent Severn Waterway	3%	1%	2%	4%	3%	3%	2%	3%
		--						
La Mauricie NP	4%	6%	6%	4%	3%	2%	4%	3%
		+++	+++			----		
Mingan Archipelago NP	1%	1%	1%	1%	1%	0%	1%	0%
						-	++++	----
Forillon NP	2%	3%	4%	3%	2%	1%	3%	2%
			+++			--	+	-
Saguenay-St Lawrence Marine Park	2%	2%	2%	2%	2%	1%	2%	1%
						--	++	--
Artillery Park	0%	0%	0%	1%	1%	0%	1%	0%
Battle of the Chateauguay	0%	0%	0%	0%	0%	0%	0%	0%
							++	--
Battle of the Restigouche	0%	0%	0%	1%	0%	0%	1%	0%
				+			++++	----
Cartier Brébeuf	0%	0%	0%	0%	0%	0%	0%	0%
					+			
Coteau-du-Lac	0%	0%	1%	0%	0%	0%	0%	0%
			++					
Forges du Saint-Maurice	0%	0%	0%	1%	0%	1%	1%	0%
						++	+++	----
Fort Chambly	1%	2%	2%	2%	1%	1%	3%	1%
					--		++++	----
Fort Lennox	0%	1%	1%	0%	0%	0%	1%	0%
			+		--			
Fort Témiscamingue	0%	0%	0%	0%	0%	0%	0%	0%
			++					
Fortifications of Quebec	2%	2%	2%	2%	2%	1%	2%	1%
							++	--
Grosse Ile & the Irish Memorial	1%	0%	2%	1%	1%	1%	2%	0%
			++				++++	----
Lévis Forts	0%	1%	1%	0%	0%	0%	0%	0%
		++						
Louis S. St Laurent	1%	1%	1%	1%	1%	0%	1%	1%
						-		
Manoir Papineau	0%	0%	0%	1%	0%	0%	1%	0%
				+++				
Point-au-Père Lighthouse	1%	0%	1%	1%	1%	0%	1%	0%
				+++		--	++++	----
Sir George-Etienne Cartier	0%	0%	0%	0%	0%	0%	0%	0%
Sir Wilfrid Laurier	0%	0%	0%	0%	0%	0%	0%	0%
							++	--

Can you tell me what place you visited?								
QVISIT	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	3090	412	449	559	750	836	887	2203
The Fur Trade at Lachine	0%	0%	0%	0%	1% +++	0%	0%	0%
Carillon Canal	0%	0%	0% ++	0%	0%	0%	0%	0%
Chambly Canal	0%	0%	0%	0%	0%	0%	0%	0%
Lachine Canal	1%	1%	2% +	1%	1%	1%	1%	1%
Sainte-Anne-de-Bellevue Canal	0%	0%	0%	0%	0%	0%	0%	0%
Saint-Ours Canal	0%	1%	0%	1%	0%	0%	1%	0%
Gros Morne NP	2%	1%	0% --	1%	2%	2%	3% ++++	1% ----
Terra Nova NP	0%	0%	0%	0%	1% ++	1%	0%	0%
Cape Spear	0%	0%	1%	0%	1% +	0% -	1% ++	0% --
Castle Hill	0%	0%	0%	0%	0%	0%	0%	0%
Hawthorne Cottage	0%	0%	0%	0%	0%	0%	0%	0%
L'Anse aux Meadows	0%	0%	0%	0%	1% ++	0%	1% ++	0% --
Port au Choix	0%	0%	0%	0%	0%	0%	0%	0%
Red Bay	0%	0%	0%	0%	0% +	0%	0%	0%
Ryan Premises	0%	0%	0%	0%	0%	0%	0%	0%
Signal Hill	1%	1%	1%	0%	1%	1%	1%	1%
Cape Breton Highlands NP	2%	0% --	1%	2%	3% ++	2%	2%	2%
Kejimikujik NP	1%	1%	1%	1%	1%	1%	1%	1%
Alexander Graham Bell	0%	0%	0%	0%	1% ++	0%	0% ++	0% --
Canso Islands & Grassy Island Fort	0%	0%	0%	0%	0%	0%	0%	0%
Fort Anne	0%	0%	0%	0%	0% -	1% ++	0%	0%
Fortress of Louisbourg	1%	1%	1%	1%	1%	2% ++	2% +++	1% --
Grand Pré	0%	0%	0%	0%	1%	0%	1%	0%
Halifax Citadel	2%	3% ++	2%	2%	2%	1% --	3% ++	2% --
Marconi	0%	0%	0%	0%	0%	0%	0%	0%
Port Royal	0%	0%	0%	1%	1%	0%	1%	0%
Prince of Wales Tower	0%	0%	0% ++	0%	0%	0%	0%	0%
York Redoubt	0%	0%	0%	0%	0% +	0%	0%	0%

Can you tell me what place you visited?								
QVISIT	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	3090	412	449	559	750	836	887	2203
Prince Edward Island NP	3%	3%	2%	4%	3%	3%	3%	3%
Green Gables House	1%	1%	1%	0%	1%	0%	1%	0%
Fundy NP	2%	2%	1%	2%	2%	1%	2%	1%
Kouchibouguac NP	1%	1%	0%	1%	0%	0%	1%	0%
Carleton Martello Tower	0%	0%	0%	0%	0%	0%	0%	0%
Fort Beauséjour	0%	0%	0%	0%	0%	0%	0%	0%
St. Andrew's Blockhouse	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%	0%
Another national park	0%	0%	0%	0%	0%	0%	0%	0%
Another national historic site/national waterway	0%	0%	0%	0%	0%	0%	0%	0%
I did not visit any national parks, national historic site/national waterway	0%	0%	0%	0%	0%	0%	0%	0%
THE FORKS NHS	0%	0%	0%	0%	0%	0%	0%	0%
PROVINCE HOUSE NHS	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	(99.9)					(99.9)	
Margin of Error-Around 50%	1.76	4.83	4.62	4.14	3.58	3.39	3.29	2.09

Was this your first visit to this national park?								
QPARK1	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1952	281	284	332	463	530	479	1473
Yes	25%	41%	26%	26%	20%	19%	100%	0%
No, I have been there before	75%	59%	74%	74%	80%	81%	0%	100%
Chi2:	-	99.9					99.9	
Margin of Error-Around 50%	2.22	5.85	5.82	5.38	4.55	4.26	4.48	2.55

Before your most recent visit to this park, did you last visit the park earlier this year, last year, or in previous years (before 2016)?								
QPARK2	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1473	165	211	246	370	431	0	1473
Earlier this year	24%	26%	26%	27%	22%	21%	0%	24%
Last year	30%	36%	32%	28%	31%	26%	0%	30%
Previous years (before 2016)	46%	38%	42%	45%	47%	52%	0%	46%

Before your most recent visit to this park, did you last visit the park earlier this year, last year, or in previous years (before 2016)?								
QPARK2	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1473	165	211	246	370	431	0	1473
Don't know / No response	1%	0%	0%	0%	0%	1%	0%	1%
Chi2:	-	90					-	
Margin of Error-Around 50%	2.55	7.63	6.75	6.25	5.09	4.72	*	2.55

What inspired you to visit this year?								
QPARK3	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1952	281	284	332	463	530	479	1473
LIKE TO VISIT PARKS/GO REGULARLY, SOMETHING THEY HAVE ALWAYS DONE	11%	9%	11%	12%	13%	11%	1%	14%
BEAUTY, SCENERY, NATURE, NATURAL SURROUNDINGS, LANDSCAPE	13%	12%	15%	15%	13%	13%	7%	15%
FAMILY/FRIENDS OUTING OR GATHERING FOR AN EVENT (BIRTHDAY/ANNIVERSARY), VISITORS IN TOWN/BROUGHT FRIENDS OR FAMILY TO IT	20%	20%	17%	15%	23%	20%	13%	22%
LIVE NEAR IT, PROXIMITY TO IT	7%	10%	5%	8%	5%	6%	4%	7%
IT WAS ON THEIR WAY/DRIVING THROUGH IT, ON VACATION VISITING FRIENDS/FAMILY/LOCATION AND WERE CLOSE TO IT	15%	11%	13%	14%	15%	17%	21%	12%
TO SEE/EXPERIENCE A CERTAIN LANDMARK/LOCALE (CABOT TRAIL, LAKE LOUISE, SPECIFICALLY TO SEE THAT LANDMARK...)	4%	5%	5%	4%	3%	5%	8%	3%
PHYSICAL ACTIVITY (HIKING/BIKING TRAILS, ROCK CLIMBING, GOLF, SKIING...)	7%	7%	8%	7%	8%	6%	3%	8%
FREE ADMISSION INTO THE PARK	12%	14%	14%	16%	9%	10%	17%	10%
WILDLIFE/ANIMALS	2%	1%	1%	3%	2%	3%	1%	2%
VISIT FOR CANADA'S 150TH	3%	2%	2%	4%	2%	2%	4%	2%
CAMPING	3%	5%	4%	5%	2%	2%	3%	3%
DAY/BUS TRIP, JUST FOR A VISIT/OUTING (GENERAL MENTION)	1%	1%	0%	2%	1%	2%	2%	1%
WATER ACTIVITY (BOATING/SWIMMING/FISHING)	3%	3%	4%	3%	3%	3%	2%	3%
OTHER ACTIVITIES/EVENTS TAKING PLACE AT PARKS (VARIOUS: FESTIVALS/CULTURAL EVENTS)	2%	2%	3%	1%	2%	3%	2%	2%

What inspired you to visit this year?								
QPARK3	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1952	281	284	332	463	530	479	1473
CLEAN, WELL KEPT/MAINTAINED	0%	0%	0%	0%	0%	0%	0%	0%
PUBLICITY/ADVERTISING	0%	0%	1%	0%	1%	1%	1%	0%
							++++	----
RECREATION/VACATION	8%	6%	8%	9%	8%	7%	12%	6%
							++++	----
WORD OF MOUTH, HEARD/SUGGESTED I GO	2%	4%	2%	2%	0%	1%	6%	0%
		+++			--		++++	----
LEARN THE HISTORY OF THE PARK/PLACE/AREA, EDUCATIONAL	1%	1%	0%	0%	1%	0%	1%	0%
							++	--
BEEN A LONG TIME SINCE THEY HAVE BEEN	2%	3%	1%	2%	3%	3%	4%	2%
							++	--
FOR FUN, GREAT PLACE TO GO, ENJOYMENT/PLEASURE	6%	10%	7%	6%	5%	6%	8%	6%
		++			-			
PEACEFUL, AMBIANCE, SOLITUDE	0%	0%	0%	1%	0%	0%	0%	0%
				+				
WATER, RIVERS/LAKES, WATER FALLS	1%	0%	1%	1%	0%	1%	0%	1%
SHOPPING, RESTAURANTS/ DINING	0%	0%	0%	0%	0%	1%	0%	0%
						+		
OPPORTUNITY, HAD THE TIME	0%	0%	1%	0%	0%	1%	1%	0%
WANTED TO SEE WHAT HAD CHANGED/NEW THINGS, WHAT IT WAS LIKE NOW	0%	0%	0%	0%	0%	0%	0%	0%
Other	2%	1%	2%	2%	2%	1%	3%	1%
							++	--
Don't know / No response	1%	1%	2%	1%	1%	1%	1%	1%
Chi2:	-	(90)					(99.9)	
Margin of Error-Around 50%	2.22	5.85	5.82	5.38	4.55	4.26	4.48	2.55

How much would you say you enjoyed your visit to this national park?								
QPARK4	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1952	281	284	332	463	530	479	1473
Did not enjoy (1-2)	1%	0%	0%	1%	1%	1%	0%	1%
Average (3)	5%	2%	3%	5%	6%	8%	5%	6%
		--	--			+++		
Enjoyed (4-5)	94%	98%	97%	95%	93%	92%	95%	94%
		+++	++			--		
Not at all 1	0%	0%	0%	0%	0%	0%	0%	0%
2	0%	0%	0%	1%	1%	0%	0%	0%
3	5%	2%	3%	5%	6%	8%	5%	6%
4	26%	33%	27%	24%	24%	23%	28%	25%
A lot 5	68%	64%	70%	70%	69%	69%	67%	69%
Don't know / No response	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	(99)					-	
Margin of Error-Around 50%	2.22	5.85	5.82	5.38	4.55	4.26	4.48	2.55
Mean:	4.62	4.62	4.68	4.64	4.60	4.60	4.62	4.62
Standard Deviation:	0.627	0.535	0.526	0.602	0.676	0.661	0.587	0.640
Student's T:	*	-	95	-	-	-	-	-

As a result of my visit, I learned something about the natural heritage of the park.								
QPARK5A	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1952	281	284	332	463	530	479	1473
Disagree (1-2)	15%	19%	19%	11%	13%	14%	9%	16%
		++	++	--			----	++++
Neither agree nor disagree (3)	25%	26%	26%	26%	26%	22%	17%	28%
						-	----	++++
Agree (4-5)	54%	52%	50%	58%	55%	53%	74%	47%
							++++	----
Strongly disagree 1	9%	9%	11%	5%	9%	10%	4%	11%
2	6%	10%	7%	5%	4%	4%	5%	6%
Neither agree nor disagree 3	25%	26%	26%	26%	26%	22%	17%	28%
4	18%	20%	18%	18%	16%	18%	17%	18%
Strongly agree 5	36%	32%	32%	40%	40%	35%	56%	29%
Not on this visit but in other visits (been more than once)	6%	3%	5%	6%	5%	9%	0%	8%
Don't know/ No response	0%	0%	0%	0%	0%	1%	0%	0%
Chi2:	-	90					99.9	
Margin of Error-Around 50%	2.22	5.85	5.82	5.38	4.55	4.26	4.48	2.55
Mean:	3.70	3.59	3.55	3.86	3.77	3.72	4.17	3.54
Standard Deviation:	1.29	1.29	1.34	1.20	1.30	1.32	1.14	1.31
Student's T:	*	-	95	95	-	-	99.9	99.9

The national park is meaningful to me.								
QPARK5B	Age						Visit Frequency	
	Total	<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1952	281	284	332	463	530	479	1473
Disagree (1-2)	3%	4%	5%	2%	3%	2%	6%	2%
			+				++++	----
Neither agree nor disagree (3)	8%	15%	10%	6%	6%	6%	13%	6%
		++++				-	++++	----
Agree (4-5)	89%	82%	85%	91%	91%	91%	80%	91%
		----	--		+	++	----	++++
Strongly disagree 1	2%	2%	2%	1%	2%	2%	4%	1%
2	1%	1%	2%	2%	1%	1%	2%	1%
Neither agree nor disagree 3	8%	15%	10%	6%	6%	6%	13%	6%
4	19%	24%	22%	18%	18%	15%	24%	17%
Strongly agree 5	70%	58%	63%	73%	73%	76%	56%	74%
Don't know/ No response	0%	0%	1%	0%	0%	0%	1%	0%
Chi2:	-	99.9					99.9	
Margin of Error-Around 50%	2.22	5.85	5.82	5.38	4.55	4.26	4.48	2.55
Mean:	4.54	4.34	4.42	4.61	4.59	4.63	4.28	4.63
Standard Deviation:	0.84	0.93	0.93	0.75	0.80	0.78	1.02	0.75
Student's T:	*	99.9	95	90	-	99	99.9	99.9

How satisfied were you with your visit to the park?								
QPARK6	Age						Visit Frequency	
	Total	<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1952	281	284	332	463	530	479	1473
Dissatisfied (1-2)	1%	0%	1%	1%	2%	1%	0%	1%
					++			
Neither (3)	5%	3%	4%	4%	6%	6%	5%	5%
Satisfied (4-5)	94%	96%	96%	95%	92%	93%	95%	94%
		+			-			
Very dissatisfied 1	0%	0%	0%	0%	1%	0%	0%	0%
2	1%	0%	1%	1%	1%	1%	0%	1%
3	5%	3%	4%	4%	6%	6%	5%	5%
4	23%	27%	25%	22%	20%	20%	24%	22%
Very satisfied 5	71%	69%	71%	73%	73%	73%	71%	71%
Don't know / No response	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	-					-	
Margin of Error-Around 50%	2.22	5.85	5.82	5.38	4.55	4.26	4.48	2.55
Mean:	4.64	4.65	4.66	4.68	4.63	4.65	4.65	4.64
Standard Deviation:	0.633	0.560	0.582	0.584	0.710	0.634	0.590	0.647
Student's T:	*	-	-	-	-	-	-	-

What did you enjoy the most during your visit?								
QPARK7	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1952	281	284	332	463	530	479	1473
LIKE TO VISIT PARKS/GO REGULARLY, SOMETHING THEY HAVE ALWAYS DONE	0%	0%	0%	0%	0%	1% +	0%	0%
BEAUTY, SCENERY, NATURE, NATURAL SURROUNDINGS, LANDSCAPE	52%	48%	51%	52%	52%	54%	53%	52%
SPENDING TIME WITH FRIENDS/FAMILY, CREATING MEMORIES, EVENTS/ GATHERINGS	2%	2%	2%	1%	3%	2%	1%	3% +
SPECIFIC LANDMARKS/LOCALES THEY SAW (CAVES, LAKE LOUISE, PARLIAMENT BUILDINGS/HILL, SHIPS...)	4%	4%	5%	3%	5%	5%	6% +	4%
PHYSICAL ACTIVITY ACCESS (CLIMBING, HIKING/BIKING TRAILS, GOLF...)	16%	21% ++	15%	19% +	16%	12% ---	15%	17%
FREE ADMISSION INTO THE PARK	0%	0%	0%	0%	0%	1%	0%	0%
WILDLIFE/ANIMALS	7%	3% ---	5%	6%	8%	10% +++	6%	8%
EVENTS FOR CANADA'S 150TH	0%	0%	0%	0%	0%	0%	0%	0%
WATER/BEACHES, RIVERS, OCEANS, WATERFALLS	15%	14%	13%	19% ++	15%	14%	17% +	14%
FISHING	0%	0%	1%	0%	0%	0%	0%	0%
OTHER ACTIVITIES/EVENTS (VARIOUS: DIVERSITY OF ACTIVITIES TO DO, HORSE BACK RIDING, GONDOLA/TRAM RIDES...)	2%	2%	3%	2%	3%	2%	3%	2%
CLEAN, WELL KEPT/MAINTAINED, PRISTINE	4%	5%	5%	5%	3%	3%	5%	4%
PEACE/QUIET, AMBIANCE	6%	2% ---	8% +	8% ++	5%	6%	5%	6%
GOOD INFORMATION, VERY INFORMATIVE, LEARNING HISTORY OF THE PLACE, QUALITY INFORMATION/TOURS	5%	5%	2% --	5%	5%	5%	8% ++++	3% ----
GOOD MAINTENANCE OF FACILITIES AND INFRASTRUCTURE (AMENITIES, ACCOMMODATIONS WASHROOMS, ROADS...)	3%	3%	1%	4%	2%	4%	3%	3%
CAMPING GROUNDS/FACILITIES	3%	4%	5% ++	3%	3%	1% ---	3%	3%
RETAIL SERVICES, SHOPS/ RESTAURANTS, FOOD, VISITING THE TOWN	2%	2%	1%	2%	2%	2%	2%	2%
PLEASANT, ENJOYABLE, FUN, EVERYTHING/GREAT EXPERIENCE (GENERAL MENTION)	3%	3%	2%	2%	3%	3%	3%	3%

What did you enjoy the most during your visit?								
QPARK7	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1952	281	284	332	463	530	479	1473
WATER ACTIVITY (BOATING/KAYAKING/SWIMMING), INCLUDES BOAT TOURS	4%	5%	5%	5%	5%	3%	5%	4%
FRIENDLY/HELPFUL STAFF, GOOD HOSPITALITY/WELCOMING	2%	2%	2%	2%	2%	1%	3%	1%
BUILDINGS/ARCHITECTURE	0%	1%	0%	1%	1%	0%	0%	0%
MUSEUMS/CULTURAL CENTRES, DISPLAYS, ARTIFACTS, MUSEUM PIECES/EXHIBITS, MONUMENTS	2%	1%	2%	1%	2%	2%	2%	2%
EASILY ACCESSIBLE (TRANSPORTATION, MOBILITY...)	1%	1%	0%	0%	0%	2%	1%	1%
CHILDREN'S ACTIVITIES, KIDS AREAS/PLAYGROUNDS, FAMILY ORIENTED	1%	0%	2%	1%	0%	0%	0%	1%
BILINGUALISM/ MULTILINGUAL SERVICE	0%	0%	0%	0%	0%	0%	0%	0%
SIGNS ARE WELL MARKED/MAINTAINED, INFORMATION/TRAIL MARKINGS	1%	1%	0%	2%	1%	1%	1%	1%
LOCATION OF THE PARK	0%	0%	1%	0%	0%	1%	1%	0%
WALKING AROUND, OBSERVATION/SIGHTSEEING	1%	1%	0%	1%	1%	2%	1%	1%
HISTORY/CULTURE OF THE PLACE, EVOLUTION OF THE PARK	1%	0%	0%	1%	0%	2%	1%	1%
MEETING NEW PEOPLE, ALL THE PEOPLE THAT WERE THERE, PEOPLE WHO FRIENDLY/NICE	1%	1%	0%	1%	1%	2%	1%	1%
ACCOMMODATIONS/HOTELS, VERY NICE STAY/PLACE	0%	0%	0%	0%	0%	1%	0%	0%
Other	2%	2%	2%	2%	3%	2%	3%	2%
Don't know / No response	2%	2%	2%	1%	1%	2%	1%	2%
Chi2:	-	(99)					(99)	
Margin of Error-Around 50%	2.22	5.85	5.82	5.38	4.55	4.26	4.48	2.55

Is there anything that could be done to make your next trip more enjoyable?								
QPARK8	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1952	281	284	332	463	530	479	1473
MAINTAIN THE FREE ADMISSION/MORE AFFORDABLE, LESS COST/CHEAPER ENTRANCE, LESS EXPENSIVE FOR GOODS/SERVICES WHILE THERE	5%	3%	3%	5%	5%	7%	3%	5%
REDUCE TRAFFIC CONGESTION (PUBLIC TRANSPORTATION ACCESS, CONSTRUCTION DELAYS, INCREASE SPEED LIMIT)	2%	2%	2%	3%	3%	2%	0%	3%

Is there anything that could be done to make your next trip more enjoyable?								
QPARK8	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1952	281	284	332	463	530	479	1473
ADDITIONAL/CLOSER PARKING AVAILABLE, FREE/MORE AFFORDABLE, BETTER SIGNS/INFORMATION FOR IT	4%	4%	4%	4%	4%	3%	2% --	4% ++
MORE INFORMATION/ SIGNS/POSTERS ABOUT EVENTS AND WHAT IS HAPPENING IN THE PARK/LOCATION, POINTS OF INTEREST SIGNAGE, A LOT OF SIGNS ARE WORN OUT	2%	3%	1%	3%	2%	2%	4% +++	2% ---
BETTER FOOD/RESTAURANTS, ACCESS TO BBQ/EATERIES, MORE CHOICES/FOOD ACCESS	1%	1%	1%	2%	1%	1%	1%	1%
IMPROVE RESTROOMS/ WASHROOMS, SHOWERS/ CHANGING FACILITIES, LAUNDRY/WATER SERVICES	2%	3%	4%	4% +	2%	1%	2% --	3%
KEEP NATURAL BEAUTY/GREEN SPACE/NATURAL SURROUNDINGS WHILE MAKING IMPROVEMENTS (LESS COMMERCIALIZATION/EYE SORES, UNKEPT BUILDINGS, EXPAND GREEN SPACE/MORE PROTECTED...)	1%	0%	0% --	1%	2%	2% +++	0% --	2% ++
LESS CROWDS/MANAGE CROWDS BETTER TO EASE THE FLOW (EXPAND SPACE, NOT FREE FOR USERS, IMPROVE CROWD CONTROL)	3%	3%	2%	2%	3%	3%	1% ---	3% +++
STAFF/TOUR GUIDES AVAILABLE, MORE TOUR GUIDES/ KNOWLEDGEABLE STAFF TO ASK QUESTIONS/INTERACT WITH, BETTER SERVICE	2%	2%	2%	2%	1%	1%	3% ++	1% --
MORE ACTIVITIES/PLACES FOR KIDS, PLAYGROUND FOR KIDS	0%	0%	1% +++	0%	0%	0%	1%	0%
MORE ADVERTISING/PROMOTION OF PARKS OR PLACES TO VISIT	1%	0%	0%	1%	0%	1%	1%	0%
MAINTENANCE/REPAIRS NEEDED (BOARDWALK/TRAILS/ WALKWAYS NEED FIXING, LANDSCAPING/FIX UPS NEEDED, POOL, FALLEN TREES...)	2%	2%	1%	2%	1%	2%	1%	2%
SAFETY ISSUES/CONCERNS (MORE RANGERS TO PROTECT PARK GOERS, ACCESS TO SAFETY/PROTECTION AREAS, WATER SAFETY/BUOYS)	1%	1%	1%	1%	1%	1%	0%	1%
INCREASE CONVENIENCE AREAS AND GIFT SHOPS	0%	0%	0%	0%	0%	0%	0%	0%

Is there anything that could be done to make your next trip more enjoyable?								
QPARK8	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1952	281	284	332	463	530	479	1473
CAMPING IMPROVED (MORE PLACES TO CAMP, BETTER BOOKING SERVICES, ACCESS TO FACILITIES IMPROVED, ELECTRICITY/ADAPTERS, ACCESS TO WATER/WOOD...)	3%	4%	2%	3%	3%	2%	4%	3%
IMPROVE CLEANLINESS/ LITTERING PICK UP, MORE GARBAGE/RECYCLING BINS AVAILABLE	1%	2%	1%	1%	1%	1%	1%	1%
MORE ACTIVITIES/ EVENTS/THINGS TO DO (GENERAL MENTION AND VARIOUS SPECIFIC MENTIONS)	0%	0%	0%	1% +	0%	0%	0%	0%
CYCLING/BIKING IMPROVED (TRAILS SAFER/WIDER, CONDUCIVE TO OTHER BIKES/ HYBRIDS/FINER GRAVEL RENTAL BIKES FOR KIDS, MORE BIKE RACKS...)	0%	0%	1% +++	0%	0%	0%	1% ++	0% --
EDUCATION/ENFORCEMENT OF RULES CONSIDERING WILDLIFE/ FEEDING THE ANIMALS, HOW TO TREAT THE ENVIRONMENT	1%	1%	0%	1%	0%	1%	0%	1% +
CLOSED OFF AREAS OPENED, CONSTRUCTION FINISHED/ LIMITED IN PEAK TIMES	2%	0%	1%	3% +	2%	2%	1%	2%
MORE INFORMATION/ EDUCATION, DISPLAYS WITH MORE INFORMATION/HISTORY, BROCHURES/MATERIALS/MAPS	0%	1%	0%	1%	0%	0%	1% ++	0% --
MORE PLACES SIT/REST, SHELTERED AREAS FOR EATING/PICNICS	1%	1%	0%	1%	1%	1%	1%	1%
ACCOMMODATIONS/HOTELS /COTTAGES, IMPROVE SERVICES/ACCESS TO NEEDS (LESS EXPENSIVE TO STAY, FREEZER/FRIDGE AVAILABLE, CLEAN WATER...)	1%	0%	2% ++	0%	1%	1%	1%	1%
ROAD REPAIRS NEEDED	1%	0%	0% -	2%	1%	2% +++	1%	1%
ACCESSIBILITY, MOBILITY ACCOMMODATION, EASIER TRAILS FOR KIDS/ ELDERLY/ WHEELCHAIR	1%	1%	0%	0%	0%	1%	1%	1%
WIFI, MOBILE NETWORK/PHONE AVAILABLE	0%	0%	1% ++++	0%	0%	0%	1% ++	0% --
ENVIRONMENTAL CLEAN UP (POLLUTION, INVASIVE SPECIES, WATER POLLUTION)	0%	0%	0%	0%	0%	0%	0%	0%
OPEN LONGER, BETTER HOURS OF SERVICE/ACCESS	1%	1%	1%	0%	1%	1%	1%	1%
ENFORCING THE RULES OF THE PARK CONSISTENTLY	1%	0%	1%	1%	1%	1%	0%	1%

Is there anything that could be done to make your next trip more enjoyable?								
QPARK8	Age						Visit Frequency	
	Total	<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1952	281	284	332	463	530	479	1473
BETTER WILDLIFE VIEWING AMENITIES (BIRD BLIND, AREA TO VIEW WHALES IMPROVED)	0%	0%	0%	0%	0%	0% ++	0%	0%
IMPROVE BOAT ACCESS, MORE BOATS TO RENT	0%	0%	1% +++	0%	0%	0%	0%	0%
PETS ALLOWED, ALLOWED IN MORE AREAS	0%	0%	0%	1% ++	0%	0%	0%	0%
FIREWOOD/KINDLING AVAILABLE, CHEAPER/ON SITE, DRY/BETTER QUALITY	0%	0%	0%	0%	0%	0%	0%	0%
BUILD INFRASTRUCTURE, MAINTAIN/IMPROVE VISITOR CENTRES	0%	0%	0%	0%	0%	1% +	0%	0%
BILINGUAL/MULTILINGUAL SERVICES	0%	0%	0%	0%	0%	0%	1% ++	0% --
LESS COMPLICATED BOOKING SYSTEM, BE ABLE TO DO IT ON LINE, TAKES TOO LONG/ COMPLICATED	0%	0%	0%	0%	0%	0%	0%	0%
NOISE REDUCTION/CONTROL	0%	0%	0%	0%	0% +	0%	0%	0%
FIRE PITS, ABLE TO HAVE A FIRE AT THE PARK	0%	0%	0%	0%	0%	0%	0%	0%
CONTINUED FUNDING/SUPPORT TOWARDS PARKS	0%	0%	0%	0%	0%	1% ++	0%	0%
Other	2%	2%	2%	2%	3%	2%	3%	2%
Don't know / No response	63%	63%	64%	61%	63%	65%	66%	62%
Chi2:	-	(90)					(99.9)	
Margin of Error-Around 50%	2.22	5.85	5.82	5.38	4.55	4.26	4.48	2.55

Was this your first visit to this national historic site or national waterway?								
QSITE1	Age						Visit Frequency	
	Total	<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1138	131	165	227	287	306	408	730
Yes	36%	43%	41%	41%	32%	29%	100%	0%
No, I have been there before	64%	57%	59%	59%	68%	71%	0%	100%
Chi2:	-	99					99.9	
Margin of Error-Around 50%	2.91	8.56	7.63	6.50	5.78	5.60	4.85	3.63

Before your most recent visit to this national historic site or national waterway, did you last visit it earlier this year, last year, or in previous years (before 2016)?								
QSITE2	Age						Visit Frequency	
	Total	<35	35-44	45-54	55-64	65+	First	Repeat
Total:	730	75	97	134	194	216	0	730
Earlier this year	25%	31%	28%	28%	24%	21%	0%	25%
Last year	22%	24%	22%	27%	18%	22%	0%	22%
Previous years (before 2016)	53%	45%	51%	45%	58%	56%	0%	53%
Don't know / No response	0%	0%	0%	0%	0%	1%	0%	0%
Chi2:	-	-					-	
Margin of Error-Around 50%	3.63	11.32	9.95	8.47	7.04	6.67	*	3.63

What inspired you to visit this year?								
QSITE3	Age						Visit Frequency	
	Total	<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1138	131	165	227	287	306	408	730
SPENDING TIME WITH FRIENDS/FAMILY, CREATING MEMORIES, EVENTS/ GATHERINGS, SPENDING TIME WITH FRIENDS/FAMILY FROM OUT OF TOWN	21%	19%	20%	19%	18%	25%	18%	22%
FISHING/FISHING TRIP	1%	2%	2%	2%	0%	1%	0%	2%
WILDLIFE/ANIMALS	0%	0%	1%	0%	0%	0%	0%	0%
LIKE TO VISIT THIS PLACE OR AREA/GO REGULARLY, SOMETHING THEY HAVE ALWAYS DONE	6%	5%	6%	3%	6%	7%	0%	9%
DAY VISIT/TRIP, ORGANIZED TRIP (GENERAL MENTION)	3%	4%	1%	3%	1%	4%	2%	3%
LIVE NEAR IT, PROXIMITY TO IT	8%	5%	9%	5%	9%	9%	5%	9%
NOSTALGIA/MEMORIES	1%	1%	1%	0%	1%	1%	0%	1%
IT WAS ON THEIR WAY/DRIVING THROUGH IT, ON VACATION VISITING FRIENDS/FAMILY/ LOCATION AND WERE CLOSE TO IT	14%	14%	17%	16%	16%	10%	22%	10%
FREE ADMISSION/ACCESS	11%	13%	17%	12%	9%	8%	15%	9%

What inspired you to visit this year?								
QSITE3	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1138	131	165	227	287	306	408	730
PHYSICAL ACTIVITY (HIKING/BIKING TRAILS, ROCK CLIMBING, GOLF, SKIING...)	2%	2%	2%	4% ++	2%	1%	1% --	3% ++
BEAUTY, SCENERY, NATURE, NATURAL SURROUNDINGS, LANDSCAPE	7%	11% ++	4%	7%	6%	8%	2% ----	10% ++++
WATER ACTIVITY, (BOATING/ SWIMMING), EXCLUDES FISHING	1%	1%	1%	2%	1%	1%	0%	1%
WATER WAYS/BEACHES, RIVERS, OCEANS, WATERFALLS	4%	5%	2%	4%	6% +	4%	3% --	5% ++
CELEBRATING CANADA'S 150TH, EVENTS/ATTRACTIONS FOR CANADA DAY	8%	5%	10%	8%	8%	8%	6% -	9% +
FIELD/DAY TRIP FOR SCHOOL	1%	2%	1%	1%	0%	1%	1%	1%
EVENTS/ACTIVITIES THAT WERE AVAILABLE, CONCERTS/ WORKSHOPS/FESTIVITIES	4%	5%	3%	3%	5%	5%	2% ---	6% +++
HISTORY/CULTURE OF THE PLACE, LEARNING ABOUT IT/INFORMATIVE, CURIOUS ABOUT THE HISTORY OF THE SPECIFIC PLACE	8%	5%	7%	7%	8%	12% +++	10%	8%
PROMOTION/ADVERTISING	1%	1%	1%	0%	2%	2%	3% ++++	0% ----
PLEASURE, ENJOYMENT, CURIOUS, INTEREST	6%	4%	8%	5%	7%	4%	5%	6%
ACTIVITIES FOR KIDS, DAY CAMPS/PLAYGROUNDS, LOTS OF THINGS FOR CHILDREN TO DO, FUN FOR THEM	1%	1%	3% +	2%	1%	1%	1%	2%
CAMPING	0%	1%	1% ++	0%	0%	0%	0%	0%
RESTAURANTS/DINING, SHOPPING/MARKET	1%	0%	0%	0%	0%	2% +++	0% --	1% ++
VACATION/RECREATION	7%	7%	10% +	6%	7%	6%	10% +++	5% ---
WORD OF MOUTH, FRIEND/ FAMILY RECOMMEND THEY GO OPPORTUNITY, HAD THE TIME	1%	4% ++	1%	1%	2%	0% --	2% ++	1% --
PEACEFUL, RELAXING, SOLITUDE	0%	0%	0%	0%	1%	0%	1% ++	0% --
ACCESSIBILITY/OPEN TO THE PUBLIC	0%	0%	1% ++	1%	0%	0%	0%	0%
NEVER BEEN BEFORE, HAVE NOT BEEN IN A LONG TIME	3%	2%	2%	2%	3%	5% ++	6% ++++	2% ----
SITE/PLACE ITSELF, WANTED TO SEE IT/LANDMARK	4%	5%	3%	6% +	4%	2%	7% ++++	2% ----
Other	2%	2%	2%	3%	1%	1%	2%	1%
Don't know / No response	1%	1%	1%	0%	1%	2%	1%	1%
Chi2:	-	(95)					(99.9)	
Margin of Error-Around 50%	2.91	8.56	7.63	6.50	5.78	5.60	4.85	3.63

How much would you say you enjoyed your visit to this national historic site or waterway?								
QSITE4	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1138	131	165	227	287	306	408	730
Did not enjoy (1-2)	1%	2%	0%	1%	0%	0%	1%	0%
Average (3)	5%	8%	5%	5%	4%	6%	5%	5%
Enjoyed (4-5)	94%	91%	95%	93%	95%	94%	93%	94%
Not at all 1	0%	0%	0%	0%	0%	0%	0%	0%
2	1%	2%	0%	1%	0%	0%	1%	0%
3	5%	8%	5%	5%	4%	6%	5%	5%
4	31%	35%	41%	36%	30%	24%	34%	30%
A lot 5	62%	56%	54%	57%	66%	71%	60%	64%
Don't know / No response	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	-					-	
Margin of Error-Around 50%	2.91	8.56	7.63	6.50	5.78	5.60	4.85	3.63
Mean:	4.56	4.45	4.49	4.50	4.62	4.64	4.52	4.58
Standard Deviation:	0.621	0.704	0.591	0.641	0.579	0.601	0.646	0.606
Student's T:	*	95	90	-	90	99	-	-

As a result of my visit, I learned something about the cultural heritage of the site.								
QSITE5A	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1138	131	165	227	287	306	408	730
Disagree (1-2)	7%	15%	7%	9%	5%	3%	5%	8%
		++++				---	-	+
Neither agree nor disagree (3)	12%	10%	11%	13%	13%	13%	5%	16%
							----	++++
Agree (4-5)	76%	71%	76%	76%	78%	78%	90%	69%
							++++	----
Strongly disagree 1	4%	5%	4%	6%	3%	1%	2%	4%
2	3%	9%	4%	3%	2%	2%	3%	3%
Neither agree nor disagree 3	12%	10%	11%	13%	13%	13%	5%	16%
4	23%	21%	21%	25%	23%	22%	21%	24%
Strongly agree 5	54%	50%	55%	51%	55%	56%	69%	45%
Not on this visit but in other visits (been more than once)	5%	4%	6%	2%	4%	7%	0%	7%
Don't know/ No response	0%	1%	0%	0%	0%	0%	0%	0%
Chi2:	-	99					99.9	
Margin of Error-Around 50%	2.91	8.56	7.63	6.50	5.78	5.60	4.85	3.63
Mean:	4.26	4.06	4.28	4.15	4.30	4.39	4.52	4.11
Standard Deviation:	1.04	1.24	1.07	1.15	1.01	0.89	0.88	1.10
Student's T:	*	90	-	90	-	99	99.9	99.9

I have a better understanding of the contribution of the historic site or waterway to the history of Canada								
QSITE5B	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1120	129	161	221	284	303	399	721
Disagree (1-2)	4%	7%	4%	8%	3%	3%	3%	5%
Neither agree nor disagree (3)	12%	16%	17%	12%	12%	7%	6%	15%
Agree (4-5)	81%	74%	76%	78%	82%	87%	91%	75%
Strongly disagree 1	2%	4%	1%	4%	2%	1%	2%	2%
2	2%	3%	2%	4%	1%	1%	1%	3%
Neither agree nor disagree 3	12%	16%	17%	12%	12%	7%	6%	15%
4	27%	28%	22%	31%	26%	25%	26%	27%
Strongly agree 5	54%	47%	55%	47%	56%	62%	65%	48%
Not on this visit but in other visits (been more than once)	3%	2%	2%	2%	3%	3%	0%	4%
Don't know/ No response	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	99					99.9	
Margin of Error-Around 50%	2.93	8.63	7.72	6.59	5.82	5.63	4.91	3.65
Mean:	4.32	4.13	4.29	4.16	4.37	4.50	4.52	4.21
Standard Deviation:	0.93	1.06	0.94	1.04	0.90	0.80	0.81	0.98
Student's T:	*	95	-	99	-	99.9	99.9	99.9

The national historic site or waterway is meaningful to me.								
QSITE5C	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1138	131	165	227	287	306	408	730
Disagree (1-2)	5%	8%	9%	4%	3%	2%	6%	4%
Neither agree nor disagree (3)	15%	26%	21%	20%	9%	9%	22%	12%
Agree (4-5)	80%	66%	69%	76%	87%	88%	71%	85%
Strongly disagree 1	3%	5%	4%	2%	2%	1%	4%	2%
2	2%	3%	5%	2%	1%	1%	3%	2%
Neither agree nor disagree 3	15%	26%	21%	20%	9%	9%	22%	12%
4	23%	25%	25%	27%	21%	20%	25%	21%
Strongly agree 5	57%	40%	44%	48%	66%	68%	46%	63%
Don't know/ No response	0%	0%	1%	0%	1%	0%	1%	0%
Chi2:	-	99.9					99.9	
Margin of Error-Around 50%	2.91	8.56	7.63	6.50	5.78	5.60	4.85	3.63
Mean:	4.30	3.92	4.00	4.19	4.47	4.53	4.08	4.43
Standard Deviation:	0.97	1.13	1.11	0.95	0.89	0.81	1.06	0.90
Student's T:	*	99.9	99.9	95	99.9	99.9	99.9	99.9

How satisfied were you with your visit the historic site or waterway?								
QSITE6	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1138	131	165	227	287	306	408	730
Dissatisfied (1-2)	1%	4% ++++	1%	1%	0%	0%	1%	1%
Neither (3)	4%	2%	2%	4%	4%	4%	4%	3%
Satisfied (4-5)	95%	95%	96%	94%	96%	96%	95%	95%
Very dissatisfied 1	0%	1%	1%	0%	0%	0%	0%	0%
2	1%	3%	1%	1%	0%	0%	0%	1%
3	4%	2%	2%	4%	4%	4%	4%	3%
4	27%	34%	36%	36%	22%	18%	29%	25%
Very satisfied 5	68%	61%	60%	58%	74%	78%	65%	70%
Don't know / No response	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	(95)					-	
Margin of Error-Around 50%	2.91	8.56	7.63	6.50	5.78	5.60	4.85	3.63
Mean:	4.62	4.51	4.55	4.51	4.69	4.74	4.60	4.64
Standard Deviation:	0.623	0.748	0.639	0.668	0.545	0.552	0.620	0.624
Student's T:	*	90	90	99	95	99.9	-	-

What did you enjoy the most during your visit?								
QSITE7	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1138	131	165	227	287	306	408	730
LEARNING THE HISTORY OF THE PLACE, INFORMATIVE/ EDUCATIONAL	28%	25%	24%	22%	29%	33% ++	33% +++	25% ---
BEAUTY, SCENERY, NATURE, NATURAL SURROUNDINGS, LANDSCAPE	20%	24%	19%	22%	19%	18%	17%	21%
WILDLIFE/ANIMALS	1%	0%	1%	1%	1%	1%	0%	1%
EVENTS/ACTIVITIES (DANCING/ MUSIC, ENTERTAINMENT/ VENUES)	6%	4%	9% +	7%	4%	6%	4% --	7% ++
THE INTERPRETIVE DISPLAYS/ PLAQUES, INFORMATIVE DISPLAYS	5%	5%	3%	4%	3%	7% ++	4%	5%
PEACE/QUIET, AMBIANCE, PRIVACY/SECLUDED	4%	2%	5%	4%	5%	4%	2% --	5% ++
CLEAN, WELL KEPT/MAINTAINED, PRISTINE, WELL PRESERVED	6%	2%	4%	6%	6%	8% ++	5%	7%
FRIENDLY/HELPFUL/PROFESSIONAL STAFF, GOOD SERVICE	2%	3%	2%	2%	3%	2%	3%	2%
WATER/BEACHES, RIVERS, OCEANS, WATERFALLS /CANALS	6%	7%	4%	7%	6%	5%	4%	6%
SPECIFIC LANDMARKS/SITES/ POINTS OF INTERESTS (CASTLE, LIGHTHOUSE...)	6%	3%	4%	6%	6%	10% +++	7%	6%
SHIPS, LARGE SHIPS	1%	1%	1%	0%	0%	1%	0%	1%

What did you enjoy the most during your visit?								
QSITE7	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1138	131	165	227	287	306	408	730
WATER ACTIVITY, (BOATING/ SWIMMING), EXCLUDES FISHING	3%	1%	3%	2%	3%	4%	2%	3%
STAFF SPECIFICALLY FOR TOURS/VISITS, INTERACTIVE ACTORS/INTERPRETERS	19%	20%	18%	18%	20%	20%	26% ++++	15% ----
ARTIFACTS, STATUES, ARTISTIC/CULTURAL PIECES	4%	2%	4%	5%	5%	4%	5%	4%
FISHING	1%	1%	0%	1%	1%	1%	0%	1%
MUSEUM (SPECIFIC TO MUSEUM), WAS ENJOYABLE/INTERESTING	1%	0%	1%	1%	1%	1%	1%	1%
PHYSICAL ACTIVITY ACCESS (HIKING/BIKING TRAILS, GOLF...)	1%	3% +++	0%	1%	0%	1%	1%	1%
ACCESSIBILITY, ABLE TO WALK AROUND/GO INTO PLACES, EXPLORE AT YOUR LEISURE	4%	6%	5%	4%	4%	2%	3%	4%
RESTAURANTS/DINING, SHOPPING	1%	2%	0%	1%	1%	3% ++	1%	2%
GOOD PLANNING, WELL ORGANIZED	1%	0%	1%	0%	1%	1%	1%	0%
WATCHING BOATS ON THE WATER	1%	0%	3%	1%	2%	1%	1%	2%
FUN, ENJOYABLE, EVERYTHING	5%	9% ++	4%	4%	4%	5%	7% ++	4% --
BUILDINGS, RENOVATIONS/ CONDITIONS TO THE BUILDINGS, ARCHITECTURE	3%	1%	3%	4%	4%	3%	3%	3%
ACTIVITIES FOR CHILDREN, FUN FOR KIDS	1%	2%	5% ++++	0%	0%	1%	1%	2%
THE LOCKS (SPECIFICALLY, HOW THEY OPERATE/BOATS ACCESSING THE WATERWAY)	6%	5%	6%	7%	5%	7%	4% --	7% ++
MEETING NEW PEOPLE, SENSE OF COMMUNITY, PEOPLE WERE FRIENDLY/DIVERSE, CELEBRATING WITH FELLOW CANADIANS	3%	3%	4%	2%	3%	4%	1% ---	4% +++
SPENDING TIME WITH FAMILY/ FRIENDS	3%	5%	4%	3%	1% --	4%	1% ---	4% +++
THE TOUR/TOURS	1%	2%	2%	1%	1%	0%	1%	1%
CONVENIENT/CLOSE/PROXIMITY	1%	0%	1%	0%	0%	1%	0%	1%
FREE ACCESS	1%	1%	1%	1%	0%	0%	0%	1%
BILINGUAL/MULTILINGUAL SERVICE	0%	0%	0%	0%	1%	0%	1% ++	0% --
Other	3%	2%	3%	4%	2%	3%	3%	2%
Don't know / No response	3%	2%	3%	2%	3%	3%	3%	2%
Chi2:	-	-					(99.9)	
Margin of Error-Around 50%	2.91	8.56	7.63	6.50	5.78	5.60	4.85	3.63

Is there anything that could be done to make your next trip more enjoyable?								
QSITE8	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1138	131	165	227	287	306	408	730
FREE ACCESS, LOWER FEES/ ENTRANCE, SERVICES/GOODS EXPENSIVE	3%	1%	1%	2%	4%	3%	1%	3%
MORE PLACES TO SIT ON BENCHES/REST, MORE PICNIC AREAS FOR RELAXING	1%	2%	2%	0%	1%	2%	1%	2%
MORE PARKING (INCLUDES FREE AND IMPROVE PARKING PROXIMITY TO THE SITE)	2%	1%	2%	0%	3%	3%	2%	2%
MORE DETAILS/HISTORY, MORE DISPLAYS, IMPROVE REPRESENTATION OF THE SITE/HISTORY OF THE SITE	3%	2%	3%	4%	5%	3%	5%	2%
LONGER TOURS, ACCESS TO MORE/OTHER AREAS ON THE TOURS, INCREASE FREQUENCY	1%	2%	0%	1%	1%	1%	1%	1%
MORE/IMPROVE WASHROOM FACILITIES, SHOWERS	1%	0%	2%	1%	1%	1%	1%	1%
BETTER SIGNAGE OF WHERE TO GO/ENTRANCE, DISPLAY SCHEDULES CLEARLY	1%	1%	2%	2%	1%	1%	2%	1%
LESS CROWDED, EXPAND SPACE TO ACCOMMODATE MORE PEOPLE, ALLOW QUICKER ACCESS TO ACCOMMODATE MORE PEOPLE	1%	2%	0%	1%	1%	0%	1%	1%
MORE STAFF TO ANSWER QUESTIONS/AVAILABLE/SERVING , MORE TOUR GUIDES WALKING AROUND TO HELP/INTERACTIVE	3%	5%	4%	3%	2%	2%	3%	3%
MORE TO EXPLORE FREELY THE GROUNDS/SITE, BE ABLE TO WALK AROUND BY THEMSELVES	1%	1%	1%	0%	2%	1%	1%	1%
POLLUTION/ENVIRONMENTAL CLEAN UP NEEDED (SEWAGE, STATE OF THE WATER...)	1%	1%	1%	1%	0%	0%	0%	1%
MORE ACTIVITIES/EVENTS TO ENGAGE IN, MORE TO DO	2%	0%	1%	4%	1%	1%	1%	2%
LIMIT CONSTRUCTION DURING THE PEAK TIMES/DATES/ ONGOING EVENTS, TRAFFIC CONGESTION DUE TO CONSTRUCTION	1%	1%	2%	1%	0%	1%	1%	1%
MAINTAIN THE SITE WELL, ONGOING STEWARDSHIP OF SITE, HOLD RESPONSIBILITY FOR THE SITE/MAINTAIN CONTROL OF THE SITE, KEEP UP WITH INFRASTRUCTURE	1%	2%	1%	1%	2%	2%	1%	2%
IMPROVE FACILITIES/VISITOR CENTRE	0%	2%	0%	0%	0%	0%	0%	0%
IMPROVE CLEANLINESS/ LITTERING PICK UP, MORE GARBAGE/RECYCLING BINS AVAILABLE	1%	1%	1%	0%	0%	1%	0%	1%

Is there anything that could be done to make your next trip more enjoyable?								
		Age					Visit Frequency	
QSITE8	Total	<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1138	131	165	227	287	306	408	730
MORE ACTIVITIES FOR KIDS/YOUTH	1%	1%	4% ++++	0%	0%	0%	1%	1%
CONTROL WATER ACTIVITY, ENFORCE PROPER REGULATIONS, MORE ATTENTION PAID	0%	0%	1% ++	0%	0%	0%	0%	0%
BILINGUAL, FRENCH/ENGLISH AVAILABILITY	0%	0%	0%	0%	0%	0%	0%	0%
BETTER CAMPING/TENT ACCOMMODATIONS (TENT TOPS RIPPING, ACCOMMODATION WITHOUT SCREENS, ACCESS TO ELECTRICITY/ADAPTERS, CLEAN WATER)	0%	0%	0%	0%	1%	0%	0%	0%
LONGER HOURS/OPEN FOR LONGER, OPEN TO PUBLIC MORE OFTEN, KEEPING BETTER SCHEDULES/TIMES OF ACCESS	1%	1%	1%	1%	1%	1%	0%	1% +
MORE TRAILS/WALKWAYS/BIKE PATHS, EXPANSION/UPKEEP	1%	1%	1%	1%	0%	2% +	0%	1%
DISABILITY ACCESSIBILITY/ MOBILITY ISSUES, BETTER ACCOMMODATIONS MADE TO IMPROVE IT, TOO FAR A DISTANCE FOR KIDS TO WALK	2%	2%	1%	1%	2%	2%	2%	2%
LACK OF PUBLIC TRANSPORTATION, DIRECT TRAINS TO SITE, MORE AFFORDABLE ACCESS	0%	0%	1%	0%	0%	0%	0%	1%
ROAD SAFETY/ACCESS (REPAIRS/CLOSURES, TOO MUCH TRAFFIC AROUND THE SITE/ CLOSE TO THE SITE)	0%	0%	0%	0%	0%	1%	0%	0%
WIFI SHOULD BE AVAILABLE, CELL PHONE ACCESS	0%	0%	0%	0% ++	0%	0%	0%	0%
PROMOTE/ADVERTISE, ACCESS TO TICKETS, HEAR ABOUT EVENTS SOONER, MORE INFO ON WEBSITE	1%	1%	1%	2%	0%	1%	1%	1%
ACCESS/CLOSER TO WATER	0%	0%	0%	0%	0%	0%	0%	0%
UPDATE EXPOSITION/DISPLAYS, ALWAYS THE SAME	0%	2% ++	0%	0%	0%	0%	0%	0%
RESTAURANTS/FOOD/DINING IMPROVED, MORE OPTIONS, FOOD TRUCKS, FOOD/DRINKS/ WATER AVAILABLE	1%	0%	2%	1%	1%	1%	0% --	2% ++
BETTER GUIDES, MORE INFORMED/TRAINED	1%	0%	1%	1%	1%	0%	1%	1%
MORE REALISTIC, MORE AUTHENTIC TO THE REAL HISTORY/CULTURE	0%	0%	1%	0%	0%	0%	0%	0%
IMPROVE BOAT ACCESS, LAUNCHES/DOCKS	0%	1%	0%	0%	0%	1%	0%	0%
NO SMOKING	0%	0%	1%	0%	0%	0%	0%	0%

Is there anything that could be done to make your next trip more enjoyable?								
		Age					Visit Frequency	
QSITE8	Total	<35	35-44	45-54	55-64	65+	First	Repeat
Total:	1138	131	165	227	287	306	408	730
Other	2%	2%	2%	4%	1%	1%	2%	2%
Don't know / No response	69%	73%	66%	67%	67%	72%	69%	69%
Chi2:	-	-					-	
Margin of Error-Around 50%	2.91	8.56	7.63	6.50	5.78	5.60	4.85	3.63

Record gender of respondent								
		Age					Visit Frequency	
QGENDR	Total	<35	35-44	45-54	55-64	65+	First	Repeat
Total:	3090	412	449	559	750	836	887	2203
Male	46%	48%	45%	45%	47%	45%	41%	47%
							---	+++
Female	54%	52%	55%	55%	53%	55%	59%	53%
							+++	---
Other	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	-					99	
Margin of Error-Around 50%	1.76	4.83	4.62	4.14	3.58	3.39	3.29	2.09

Calculated age based on QAGE								
		Age					Visit Frequency	
QAGEMIX	Total	<35	35-44	45-54	55-64	65+	First	Repeat
Total:	3090	412	449	559	750	836	887	2203
Under 18	0%	3%	0%	0%	0%	0%	0%	0%
		++++						
18 to 34	13%	97%	0%	0%	0%	0%	19%	11%
		++++	----	----	----	----	++++	----
35 to 44	15%	0%	100%	0%	0%	0%	16%	14%
		----	++++	----	----	----		
45 to 54	18%	0%	0%	100%	0%	0%	20%	17%
		----	----	++++	----	----	+	-
55 to 64	24%	0%	0%	0%	100%	0%	21%	26%
		----	----	----	++++	----	----	+++
65 or older	27%	0%	0%	0%	0%	100%	21%	29%
		----	----	----	----	++++	----	++++
Unknown	3%	0%	0%	0%	0%	0%	2%	3%
Chi2:	-	(99.9)					(99.9)	
Margin of Error-Around 50%	1.76	4.83	4.62	4.14	3.58	3.39	3.29	2.09

What is your current employment status?								
		Age					Visit Frequency	
QEMP	Total	<35	35-44	45-54	55-64	65+	First	Repeat
Total:	3089	412	448	559	750	836	887	2202
Employed full-time for pay (i.e. more than 30 hours)	40%	62%	70%	65%	35%	4%	44%	39%
		++++	++++	++++	----	----	++	--
Employed part-time for pay	6%	8%	6%	9%	7%	3%	8%	6%
				+++		----	++	--
Self-employed	7%	4%	10%	11%	8%	4%	6%	8%
		--	++	++++		----	-	+
Unemployed, and currently seeking work	3%	3%	5%	4%	3%	0%	3%	3%
			+++	++		----		

What is your current employment status?								
QEMP	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	3089	412	448	559	750	836	887	2202
Homemaker	3%	4% +	6% ++++	3%	1% ---	0% ----	3%	2%
Student	3%	17% ++++	1% --	1% ----	0% ----	0% ----	5% ++++	2% ----
Disabled	1%	0% -	1%	2% ++	2%	0% --	1%	1%
Retired	36%	0% ----	0% ----	3% ----	44% ++++	86% ++++	30% ----	38% ++++
Volunteer	0%	0%	0%	0%	0%	0% +++	0%	0%
MATERNITY LEAVE	0%	1% ++++	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%	0%
Don't know / Refused	1%	0%	0%	1%	1%	1%	1%	1%
Chi2:	-	(99.9)					(99.9)	
Margin of Error-Around 50%	1.76	4.83	4.63	4.14	3.58	3.39	3.29	2.09

Do you have children living in your household?								
QCHILD	Total	Age					Visit Frequency	
		<35	35-44	45-54	55-64	65+	First	Repeat
Total:	3090	412	449	559	750	836	887	2203
Yes	35%	36%	78% ++++	61% ++++	23% ----	7% ----	38% +	34% -
No	64%	63%	21% ----	39% ----	76% ++++	92% ++++	61% -	65% +
Don't know / No response	1%	1%	0%	1%	1%	1%	1%	1%
Chi2:	-	99.9					90	
Margin of Error-Around 50%	1.76	4.83	4.62	4.14	3.58	3.39	3.29	2.09