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# Parks Canada Awareness Tracking Study 2019-2020

*Revised Methodology Report*

**Prepared for Parks Canada Agency**

**Supplier: EKOS RESEARCH ASSOCIATES INC.**

**Contract Number: 5P004-190084/001/CY**

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*Ce rapport est aussi disponible en français*

Canada 

# Parks Canada Awareness Tracking Survey

## Draft Methodology Report

### Prepared for Parks Canada

**Supplier name:** EKOS RESEARCH ASSOCIATES INC.

**Date:** March 31, 2020

This public opinion research report presents the methodology used for four surveys conducted with roughly 8,000 Canadians, by telephone or online. The surveys were conducted by EKOS Research Associates Inc. on behalf of Parks Canada in June 2019 and March 2020.

Cette publication est aussi disponible en français sous le titre : Enquête de suivi sur la notoriété de Parcs Canada 2019-2020.

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# EXECUTIVE SUMMARY

## A. BACKGROUND AND OBJECTIVES

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.

PCA has conducted awareness tracking annually on a quarterly basis since 2010 using a standardized set of questions, except where interruptions occurred due to unforeseen circumstances. The purpose is to understand the short-term success of its proactive communications efforts on Canadians' awareness and understanding of the Agency and the places it administers.

## B. METHODOLOGY

Four national, bilingual surveys were conducted with roughly 2,000 cases completed in each one with Canadians who are 18 years of age or older: two were conducted in June 2019 and two in March 2020. In each time period one survey of 2,000, was completed by telephone, using Random Digit Dial (RDD). One was conducted using the *Probit* panel; a randomly selected panel of Canadian households, which is therefore considered to be a probability survey. From this panel source, roughly 500 of the 2,000 cases collected in each time period were completed by telephone, and 1,500 were collected online. This allowed for comparison of mode of completion between the different surveys.

The study compared the approach to the administration and survey items, as well as results from each sample, across the two methods of administration for the purposes of understanding mode effect and the need for possible adjustments applied to the online results, given the need for tracking of results since 2010.

Each sample included cases from all provinces and across the territories. In addition to a minimum number of cases to be completed with residents in each region, a minimum number of completed cases was also established for each of the three largest Census Metropolitan Areas (CMAs) in each of the two surveys: Toronto (roughly 250 in each), Montreal (roughly 250 in each) and Vancouver (125-150 in each).

## C. CONTRACT VALUE

The contract value for the POR project is \$130,521.10 (including HST).

Supplier Name: EKOS Research Associates

PWGSC Contract Number: P004-190084/001/CY

Contract Award Date: May 13, 2019

To obtain more information on this study, please contact Parks Canada Agency at:  
information@pc.gc.ca

## D. POLITICAL NEUTRALITY CERTIFICATION

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)

March 2020

# SOMMAIRE

## A. CONTEXTE ET OBJECTIFS

L'Agence Parcs Canada (APC) protège et met en valeur des exemples significatifs du patrimoine naturel et culturel du Canada, et en favorise chez le public la connaissance, l'appréciation et la jouissance, de manière à en assurer l'intégrité écologique et commémorative pour les générations d'aujourd'hui et de demain.

Depuis 2010, l'APC effectue un suivi annuel sur une base trimestrielle de sa notoriété en ayant recours à un ensemble normalisé de questions, sauf dans les cas où des interruptions surviennent lors de circonstances imprévues. Le but de ce suivi est de comprendre le succès à court terme des efforts de communication qui sont déployés de façon proactive pour favoriser la connaissance et la compréhension des Canadiens à l'égard de l'APC et des lieux qu'elle gère.

## B. MÉTHODOLOGIE

Quatre sondages bilingues ont été menés à l'échelle du pays. Environ 2 000 Canadiens et Canadiennes âgés de 18 ans ou plus ont participé à chacun d'eux, dont deux ont eu lieu en juin 2019 et deux se sont tenus en mars 2020. À chaque édition, 2 000 répondants ont pris part à un sondage téléphonique par le biais de la méthode de composition aléatoire (CA), et 2 000 personnes étaient issues du panel *Probit*. Puisque ce panel est constitué d'un groupe de ménages canadiens choisi au hasard, les sondages qui ont été réalisés sont considérés comme probabilistes. À chaque édition, environ 500 des 2 000 des membres du panel qui ont répondu au sondage l'ont fait au téléphone, alors que 1 500 personnes ont répondu en ligne, ce qui permet une comparaison des modes utilisés dans les différents sondages.

L'étude comparait l'approche adoptée, des éléments du sondage ainsi que les résultats de chaque échantillon pour les deux méthodes (CA et panel) dans le but de comprendre l'effet du mode et le besoin d'ajustements potentiels aux résultats en ligne, compte tenu de la nécessité d'assurer le suivi des résultats depuis l'édition de 2010.

Les échantillons réunissaient des répondants de toutes les provinces et de tous les territoires. En plus du nombre minimal de cas à mener auprès de résidents de chaque région dans les deux

sondages, il y avait aussi un nombre minimal à respecter pour chaque région métropolitaine de recensement (RMR) : Toronto (environ 250), Montréal (environ 250) et Vancouver (125-150).

## C. VALEUR DE L'ENTENTE

La valeur du contrat de sondage sur l'opinion publique est de 130 521,10 \$ (TVH incluse).

Nom du fournisseur : Les Associés de recherche EKOS

No du contrat – TPSGC : P004-190084/001/CY

Date d'attribution du contrat : 13 mai 2019

Pour obtenir de plus amples renseignements sur la présente étude, veuillez communiquer avec l'Agence Parcs Canada à [information@pc.gc.ca](mailto:information@pc.gc.ca).

## D. CERTIFICATION DE NEUTRALITÉ POLITIQUE

À titre de cadre supérieur des Associés de recherche EKOS Inc., j'atteste par la présente que les documents remis sont entièrement conformes aux exigences de neutralité politique du gouvernement du Canada exposées dans la Politique de communication du gouvernement du Canada et dans la Procédure de planification et d'attribution de marchés de services de recherche sur l'opinion publique.

En particulier, les documents remis ne contiennent pas de renseignements sur les intentions de vote électoral, les préférences quant aux partis politiques, les positions des partis ou l'évaluation de la performance d'un parti politique ou de ses dirigeants.

Signé par :



Susan Galley (Vice-présidente)

Mars 2020



# METHODOLOGY

## A. DETAILED APPROACH

### *Context*

This project was undertaken for achieve two specific objectives. First, this project was undertaken to track the Canadian adult population's general awareness of the Parks Canada Agency (PCA) and the effectiveness of its proactive media and communication efforts. In doing so, this project continues the Agency's longitudinal performance tracking through telephone surveys on a quarterly basis.

The second objective was to test an alternative approach to delivering the tracking survey. To do so, online surveys, using a panel system, were run in parallel with the telephone surveys. The online surveys serve as a pilot test to evaluate the potential implications (if any) of shifting methodologies at a future date.

### *Survey Instrument*

The survey instrument used in 2019-2020 is consistent with previous iterations of the survey, and consists of core questions, plus five demographic indicators. On occasion, additional questions were included in each wave to meet organizational demands at the time; however, the final questionnaire maintained a consistent measurement of key performance indicators to ensure comparability with previous results. The online and telephone questionnaires contained the same questions, with slightly different instructions to interviewers or online respondents in the case of some questions. The average time to complete the questionnaire was seven minutes online and eight minutes in the telephone.

### *Sampling*

The respondents to both survey methods were 18 years of age and older, and were randomly selected. The samples included all provinces and territories, and the survey was administrated in English and French.

## ***Telephone Survey***

The telephone survey sample relied on two sample sources: a random digit dial (RDD) method of sampling households from a wider sample frame of listed and unlisted landlines in Canada; and a random selection of *Probit* panel members from across the country (presented below). *Probit* panellists were selected using a random-digit dial (RDD) landline-cell phone hybrid sample frame.

## ***Panel Survey***

In each case, respondents to the online survey were 18 years of age and older, and were randomly selected. The panel survey was accessible with a link using a mobile or screen reading technology. The survey sample relied on EKOS' *Probit* panel, which is assembled using a random digit dial process for sampling from a blended land-line cell-phone frame, and provides full coverage of Canadians with telephone access. The distribution of the recruitment process is meant to mirror the actual population in Canada (as defined by Statistics Canada). As such, this panel of more than 120,000 individuals is considered representative of the general public in Canada (meaning that the incidence of a given target population within our panel very closely resembles the public at large) and margins of error can be applied. Each is therefore considered to be a probability sample that is representative of the wider universe (exclusive of households with only cell phones). All households/individuals in the *Probit* panel are contacted by telephone and the nature of the panel is explained in greater detail (as are our privacy policies) and demographic information is collected. At this time the online/off-line as well as landline/cell phone status is ascertained in order to determine the method of completing surveys (i.e., online, telephone, or mail). This variable of 'type of telephone service' (cell phone only, landline only or both) collected at the time of screening is used to determine cell phone only sample. As with any random digit dialling sample, *Probit* panel cases are considered to be a probability-based sample

## ***Survey samples***

The study was designed to target a nationally representative sample of 2,000 adult Canadians (aged 18 and over) per method in each of the two survey waves including oversamples (where necessary) to statistically analyse the results by three census metropolitan areas - Montreal, Toronto, and Vancouver. Each sample component of each survey wave has an associated margin of error of up to plus or minus 2.2 %, at a .05 confidence interval (i.e., 19 times out of 20).

Following are sample details for each wave of the survey:

- Wave 1
  - RDD - May 31–June 11, 2019 – 2,004 completed interviews, including 1,766 reached on a landline and 238 reached on a cell phone;
  - Probit panel – June 3-19, 2019 – 2,031 completed interviews, including 1,487 completed online and 544 completed by phone.
- Wave 2
  - RDD – February 24 – March 14, 2020 – 2,046 completed interviews, including 1,724 reached on a landline and 322 reached on a cell phone;
  - Probit panel – February 27 – March 15, 2020 - 1,988 completed interviews, including 1,460 completed online and 528 completed by phone.

The regional distributions of the samples are as follows:

**Table 1: Regional Distribution of samples**

Province/Region	June 2019 RDD		June 2019 Panel		March 2020 RDD		March 2020 Panel	
	Total	Margin of error	Total	Margin of error	Total	Margin of error	Total	Margin of error
British Columbia	306	5.6%	271	5.9%	295	5.9%	270	5.9%
Alberta	231	6.8%	229	6.8%	247	6.5%	245	6.6%
Manitoba & Saskatchewan	136	8.4%	134	8.4%	130	8.6%	137	8.5%
Ontario	635	3.9%	749	3.6%	700	3.5%	700	3.6%
Quebec	519	4.3%	485	4.5%	504	4.5%	486	4.6%
Atlantic	160	7.8%	155	7.9%	147	7.8%	143	8.4%
Territories	7	40%	7	40%	10	33%	4	57%
Missing	10	33%	1	--	13	28%	3	69%
Montreal CMA	268	6.0%	251	6.2%	269	6.3%	246	6.3%
Toronto CMA	260	6.1%	301	5.7%	269	5.3%	263	6.1%
Vancouver CMA	157	7.9%	142	8.3%	158	8.3%	142	8.3%
<b>Total</b>	<b>2,004</b>	<b>2.2%</b>	<b>2,031</b>	<b>2.2%</b>	<b>2,046</b>	<b>2.2%</b>	<b>1,988</b>	<b>2.2%</b>

Prior to beginning the full fieldwork, the study objectives and sampling of the survey, as well as the meaning and intent of specific items in the interview were thoroughly covered in training sessions with the full complement of interviewers who worked on the study. Test or practice interviews were conducted to familiarize interviewers with the questions, categories, flow and skip logic. Testing was also conducted for flow and skip logic with the online survey.

Survey supervisors continuously monitored interviewing during the data collection process, using a dual audio and visual monitoring system. A portion of interviews from each survey interviewer were monitored to ensure consistency of questionnaire administration and interviewing techniques. Quality control checks were also conducted of the online data including for speeding (questionnaires completed in under 3 minutes), and straight-lining (where all answers are the same).

The landline sample for this study was derived from Survey Sample Software. If this person was under 18, we asked to speak to another member of the household who was 18 years or older. Eight call-backs (nine total calls) were made to each selected household in the original sample before retiring a case and substituting another household. Follow-up calls were made on subsequent days, at varying time periods to maximize the potential for reaching a given respondent and appointments were taken at the convenience of the respondent. All individuals were given the choice of conducting the interview in either official language. All sampled panel members were sent a bilingual invitation with the secure survey link, along with two follow-up reminder emails to non-respondents. anyone not responding. Emails were sent roughly five to seven days apart.

The survey was registered with the Canadian Research Insights Council's Research Verification Services in the March wave<sup>1</sup>. Survey data collection adhered to Government of Canada standard for public opinion research. In each survey method, EKOS informed respondents of their rights under the *Privacy Act* and the *Access to Information Act*, and ensured that those rights were protected throughout the research process. This included: informing respondents of the purpose of the research; identifying both the sponsoring department and the research supplier; informing respondents that their participation in the study is voluntary, and that the information provided would be administered according to the requirements of the *Privacy Act*.

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<sup>1</sup> Then June 2019 wave was not registered with this type of service because the original Market Research Intelligence Association (MRIA) had been disbanded, however the new association (CRIC) had yet to launch a registration service (launched in the fall of 2019).

## B. RESPONSE AND NON-RESPONSE RATES

The response rate for each of the telephone samples for June 2019 and March 202 are as follows:

**Table 2: Response Rate Details**

	June 2019 RDD Landline (n=2,004)	June 2019 RDD Cell (n=2,004)	June 2019 Panel (n=2,031)	March 2020 RDD Landline (n=2,046)	March 2020 RDD Cell (n=2,046)	March 2020 Panel (n=1,988)
-	# of people	# of people	# of people	# of people	# of people	# of people
<b>Total Sample</b>						
Valid and invalid sample attempted	32,758	6,089	3,604	32,683	8,292	1,676
<b>Out of Scope</b>						
Invalid number, blocked by Bell, fax/modem, duplicate	14,858	1,178	102	8,487	2,088	126
<b>Unresolved (U)</b>						
Busy, no answer answering machine	6,535	3,682	2,796	14,436	4,574	787
<b>In-Scope- non responding (IS)</b>						
Language Problem	404	26	0	460	33	0
Refusal	8,891	943	116	7,497	1,163	190
Qualified respondent break-off	151	9	0	18	2	9
<b>Total</b>	<b>9,446</b>	<b>978</b>	<b>116</b>	<b>7,975</b>	<b>1,198</b>	<b>199</b>
<b>In-scope – Responding Units (R)</b>						
Completed interviews	1,766	238	544	1,724	322	528
Ineligible, quota filled	153	13	46	71	110	36
<b>Total</b>	<b>1,919</b>	<b>251</b>	<b>590</b>	<b>1,795</b>	<b>432</b>	<b>564</b>
Response Rate = R/(U+IS+R)	<b>10.7%</b>	<b>5.1%</b>	<b>16.8%</b>	<b>7.4%</b>	<b>7.0%</b>	<b>37.6%</b>

The response rate for the telephone survey is calculated by dividing the cooperative call-backs (i.e., those who completed the study, those who we spoke to but were ineligible, and the quota filled) by the functional sample. The functional sample is the sample remaining after numbers not in service, business and fax numbers, duplicate numbers and numbers blocked by the phone company are removed.

In terms of response from the panel online, a total of 5,767 invitations were sent in June, with 28 emails found to be invalid to collect 1,487 completed cases (plus one ineligible case). The resulting response rate is 26%<sup>2</sup>. In March, 6,615 invitations were sent with 40 addresses found to be invalid, of which 1,460 were completed, without any ineligible cases. The resulting response rate is 22%<sup>3</sup>.

## C. DATA BASE MANAGEMENT

For each survey wave, the database was reviewed for data quality and invalid values (e.g., where interviewers backtracked in responses from respondents), cleaning the data prior to analysis. A coding scheme was developed in close consultation with the client in the first survey wave and the same themes were used in subsequent waves unless a significant new theme was found in responses from later waves.

### *Non-Response Bias*

A comparison of the unweighted sample with 2016 Census figures from Statistics Canada suggests that there are some sources of systematic sample bias in the survey, following patterns typically found in most general public surveys. Each data file was weighted to the latest Census population figures for age, gender, region<sup>4</sup>. These include the following:

- An underrepresentation of youth under 25 (1% to 4% for panel, and 3% and 5% for RDD versus 12% in the population) and an overrepresentation of older Canadians (38% to 42% for panel and 38% to 49% for RDD over 55 compared with 35% in the population).
- An underrepresentation of households with children under the age of 18 (22% in each wave for RDD, and 27% to 28% for panel, compared with 27% in the population).

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<sup>2</sup> Based on 1,487 completed plus one ineligible divided by 5,767 invitations minus 28 invalid addresses.

<sup>3</sup> Based on 1,460 completed divided by 6,615 invitations minus 40 invalid addresses.

<sup>4</sup> In a trial weight born inside/outside of Canada and education were added, although there was little difference with these variables added to the weight (i.e. 1% or less in most cases, with some differences of 2%).

- A slight underrepresentation of Canadians born outside of Canada (11% to 12% for panel and 16% to 17% for RDD versus 25%).
- High school education is also underrepresented at 23% to 24% for panel and 25% to 26% for RDD, compared with 41% in the population.

### **Data Table Management**

Data tables were produced for each wave in Excel format, in English and French. These banner tables present overall results as well as results by age group (18-34 vs. 35+), presence of children in the home vs. no children at home, aware of Parks Canada vs. not aware, and born in Canada/non. Results for geographic areas are presented for Montreal – Toronto – Vancouver, as well as by region: Atlantic, Quebec, Ontario, Manitoba/Saskatchewan, Alberta, British Columbia, and the three territories.

## **D. DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE**

Following are the characteristics of individual/households in the sample in terms of gender, age, region, education using unweighted percentages, as well as having children in the home, or being born in Canada using weighted percentages. A comparison of sample characteristics in the RDD and panel samples in both June 2019 and March 2020 are very similar in terms of gender, age, education, and province and CMA breakdown.

There are slight differences in the proportions of households with children under 18, with the panel including a higher proportion in each survey wave. The RDD samples, however, include a higher proportion of respondents born outside of Canada, in each survey wave.

**Table 3: Demographic Table**

*Table 3a: Gender (Unweighted)*

-	Population 2016	June 2019 RDD	June 2019 Panel	March 2020 RDD	March 2020 Panel
<i>n=</i>	--	2004	2031	2046	1988
Male	48%	48%	48%	48%	48%
Female	51%	51%	51%	51%	51%
Gender diverse	--	0%	0%	0%	0%
Prefer not to say	--	1%	0%	1%	1%

Table 3b: Age (Unweighted)

-	Population 2016	June 2019 RDD	June 2019 Panel	March 2020 RDD	March 2020 Panel
<i>n=</i>	--	2004	2031	2046	1988
18-34	28%	16%	19%	16%	21%
35-44	16%	18%	18%	16%	17%
45-54	18%	21%	21%	19%	20%
55-64	17%	20%	19%	21%	19%
65 up	21%	24%	23%	28%	23%
Prefer Not to Say	--	1%	0%	1%	0%

Table 3c: Province (Unweighted)

-	Population 2016	June 2019 RDD	June 2019 Panel	March 2020 RDD	March 2020 Panel
<i>n=</i>	--	2004	2031	2046	1988
British Columbia	13%	14%	13%	14%	14%
Alberta	11%	11%	11%	12%	12%
Saskatchewan/Manitoba	6%	6%	6%	6%	7%
Ontario	38%	38%	38%	34%	35%
Quebec	24%	23%	23%	25%	24%
Atlantic	7%	8%	8%	7%	7%
Prefer not to say/No answer	--	0%	0%	0%	0%

Table 3d: CMA (Unweighted)

-	Population 2016	June 2019 RDD	June 2019 Panel	March 2020 RDD	March 2020 Panel
<i>n=</i>	--	2004	2031	2046	1988
Montreal		13%	12%	13%	12%
Toronto		13%	15%	13%	13%
Vancouver		8%	7%	8%	7%



*Table 3e: What is the highest education you have achieved? (Unweighted)*

-	Population 2016	June 2019 RDD	June 2019 Panel	March 2020 RDD	March 2020 Panel
<i>n=</i>	--	2004	2031	2046	1988
High school or less	41%	26%	23%	25%	21%
College	29%	27%	25%	27%	26%
University	30%	45%	50%	46%	53%
No answer	--	1%	1%	1%	1%

*Table 3f: Children under the age of 18 currently living in your household (Weighted)*

-	Population 2016	June 2019 RDD	June 2019 Panel	March 2020 RDD	March 2020 Panel
<i>n=</i>	--	2004	2031	2046	1988
Yes	27%	20%	28%	22%	27%
No	73%	79%	72%	77%	72%
Prefer not to say/No answer	--	1%	0%	1%	1%

*Table 3g: Which of the following best describes you? (Weighted)*

-	Population 2016	June 2019 RDD	June 2019 Panel	March 2020 RDD	March 2020 Panel
<i>n=</i>	--	2004	2031	2046	1988
I am a Canadian Citizen, born in Canada	75%	84%	89%	82%	88%
I immigrated to Canada	25%	15%	10%	17%	12%
No answer	--	1%	1%	1%	0%

## **E. ADDITIONAL COMPARISONS OF SAMPLES AND MODE OF ADMINISTRATION**

### ***Context***

Since 2010, each awareness tracking study undertaken by PCA employed a telephone survey mode. In the last decade, response rates to telephone surveys have declined, costs have risen due to an increasing number of households switching from landline to cell phone only, and access to the Internet has become pervasive. “Best value” for PCA might be obtained by conducting surveys using an online mode. However, migrating surveys from telephone to online should be done carefully and in a stepwise process. It is important to be able to assess to what extent, if any, a change in methodology has an impact on the results and if an adjustment factor is needed. Employing both modes in the same time frame would allow PCA to compare results and identify any issues that would need to be considered when shifting awareness tracking studies from telephone to online mode if and when PCA chooses to do so.

### ***Findings***

Based on previous telephone and online surveys using the two different sample sources, some assumptions were made about the potential differences, particularly along age and education lines, for example. Education was included as one of the demographics captured in the current survey for this reason. In a comparison of survey results by sample source a number of differences were found between the results from the panel sample compared with the RDD sample, however, a deeper examination showed the results of the panel sample collected by telephone to be generally similar to that of the RDD sample, with wide variation occurring specifically in the panel sample collected online.

The key performance indicators (awareness and support) where there are significant differences, seem to be driven by mode of completion (i.e. the two sources of phone versus online method). The most critical of these are in unaided awareness although not reflected in overall awareness, and to a lesser extent in recall of the Parks logo, and in recalled use of Parks website, social media or TV commercial to obtain information. There is also greater interest in learning more about Parks Canada and its support of its mandate among panel members compared with the RDD sample, which seems more driven by sample source than by mode since interest is consistent between panel members responding online and by telephone, while different among those from the RDD sample completing the survey by telephone.

**Table 4a: Differences in Indicators**

Following are weighted results with age, region and gender included in the weight adjustment

	June 2019 Panel (Online)	June 2019 Panel (Phone)	June 2019 RDD	March 2020 Panel (Online)	March 2020 Panel (Phone)	March 2020 RDD
<i>n=</i>	1487	544	2004	1460	528	2046
Unaided awareness	64%	35%	25%	64%	36%	31%
Total awareness (aided and unaided)	96%	89%	89%	96%	88%	90%
Awareness of logo	41%	34%	29%	42%	45%	32%
Recall of ad (Parks Canada)	34%	27%	28%	28%	21%	25%
Sources (Parks website)	19%	2%	5%	22%	6%	4%
Sources (TV commercial)	47%	27%	26%	36%	13%	21%
Sources (Social media)	24%	20%	14%	33%	16%	16%
Interest in learning more	60%	62%	49%	62%	59%	51%
Support for mandate	89%	87%	82%	91%	84%	82%

**Table 4b: Differences in Indicators**

In the following table weighted results include age, region, gender and education in the weight adjustment

	June 2019 Panel (Online)	June 2019 Panel (Phone)	June 2019 RDD	March 2020 Panel (Online)	March 2020 Panel (Phone)	March 2020 RDD
<i>n=</i>	1487	544	2004	1460	528	2046
Unaided awareness	64%	35%	25%	59%	31%	31%
Total awareness (aided and unaided)	95%	90%	89%	95%	89%	88%
Awareness of logo	42%	34%	29%	40%	38%	30%
Recall of ad (Parks Canada)	33%	27%	28%	26%	21%	24%
Sources (Parks website)	19%	2%	5%	22%	4%	4%
Sources (TV commercial)	47%	31%	26%	37%	17%	21%
Sources (Social media)	25%	17%	14%	35%	14%	16%
Interest in learning more	60%	61%	49%	59%	56%	49%
Support for mandate	89%	86%	82%	89%	80%	80%

In other areas of comparison, there are only modest differences between the two sample sources or based on mode of completion in terms of the propensity to respond with “don’t know/no response”, although this was marginally higher online than it was over the telephone in some questions. The propensity to respond with a higher or lower rating intensity on questions with a five-point scale is no different between the two sample sources or modes of completion.

## **F. CONSIDERATION FOR FUTURE COLLECTION**

Parks Canada should take a number of factors into consideration if/when it chooses to migrate its longitudinal study from random digit dialing telephone surveys to online panel surveys.

In terms of the unaided awareness found online, future iterations of a survey using this measure should add a method by which to measure the exact number of seconds or minutes spent on this screen, even adding an instruction encouraging respondents to respond based on top of mind, first reaction (as might occur in a telephone interview). Programming should also be implemented to lock the screen once completed, disallowing respondents from going back to it once they have completed it. This may help to ensure a more parallel administration of the question online compared with telephone and result in closer findings across the two modes.

The question in the survey asking “Where specifically do you recall hearing, watching or reading something about Parks Canada, National Parks or National Historic Sites?” was not administered in the same way. The online administration displayed the possible responses (along with an “other specify”). On the telephone, however, interviewers were instructed not to read the options but accept responses and code them accordingly. A key piece of evidence that these were not administered the same way is that about 70% of telephone respondents provided one response, and virtually no one provided more than two. Only 39% of online respondents, however, provided one response and one in three provided more three or more. Therefore, more online respondents clicked a number of responses as they were reading down the list. In future, either all respondents should be asked to provide their own response (with no options displayed on screen and no choices displayed to interviewers), or a table with all options should be given in both cases, asking all respondents to indicate a yes or no for each one individually. The order in which the list is displayed to interviewers and online should also be rotated. These steps may also increase the comparability of the administration and therefore results across the two modes of completion.

The increased interest in information from Parks Canada among online panel members may be explained by the increased engagement overall among panel members more likely to be interested in public policy issues, programs and services provided to Canadians. An adjustment can be used to perhaps down weight this attenuated interest (e.g., apply a downward weight of 10% to positive responses among online respondents). This is also likely true of support which is also about 10% higher among the more engaged panel members relative to the broader population

# APPENDICES

## A. ENGLISH QUESTIONNAIRE ONLINE

### WINTRO

Thank you for taking the time to complete this survey dealing with some important issues on Canada's natural environment and historical places.

Si vous préférez répondre au sondage en français, veuillez cliquer sur <français>

**Your participation is voluntary and your responses will be kept entirely confidential and anonymous.** The survey takes 6 minutes to complete. This survey is being directed by EKOS Research, and is being administered according to the requirements of the *Privacy Act*. To view our privacy policy, click here.

If you require any technical assistance, please contact <online@ekos.com>.

### QGENDR

With which gender category do you most identify?

Male gender.....	1
Female gender.....	2
Gender diverse.....	77
Prefer not to say.....	99

### QAGEX

In what year were you born?

Year :.....	1
No response.....	9

### QAGEXA

***If 2002, confirm if at least 16***

Are you at least 18 years of age?

Yes.....	1
No.....	2
No response.....	99

## QAGEY

### *If hesitant*

May we place your age into one of the following general age categories?

Under 18.....	98
18 to 24.....	1
25 to 34.....	2
35 to 44.....	3
45 to 54.....	4
55 to 64.....	5
65 or older.....	6
Prefer not to say.....	9

## QPROV

In which province or territory do you live?

British Columbia.....	1
Alberta.....	2
Saskatchewan.....	3
Manitoba.....	4
Ontario.....	5
Quebec.....	6
Newfoundland and Labrador.....	7
Nova Scotia.....	8
New Brunswick.....	9
Prince Edward Island.....	10
Nunavut.....	11
Northwest Territories.....	12
Yukon.....	13
Prefer not to say/No answer.....	14

## Q1

To the best of your knowledge, what is the name of the organization or government department that operates officially designated national parks and national historic sites of Canada?

Please specify :.....	98
Don't know/No answer.....	99

## Q2

### *Parks Canada skipped past Q2*

Have you ever heard of Parks Canada, which is a federal government agency?

Yes, had heard of.....	1
No, had not heard of.....	2
Don't know/No answer.....	9

**Q3**

*Parks Canada, Q1 OR Yes, Q2*

What is the symbol or corporate logo of Parks Canada?

Please specify : .....	98
Don't know/No answer.....	99

**Q4 [1,3]**

*Parks Canada, Q1 OR Yes, Q2*

When you think about Parks Canada, what are the words you would use to describe Parks Canada to a friend?

Response : .....	98
Don't know/No answer.....	99

**PQ5**

In the past three months, have you heard, read, or watched anything about the following?

**Q5A**

Parks Canada

Yes .....	1
No .....	2
Don't know/ No answer.....	9

**Q5B**

National Parks of Canada

Yes .....	1
No .....	2
Don't know/ No answer.....	9

**Q5C**

National Historic Sites of Canada

Yes .....	1
No .....	2
Don't know/ No answer.....	9

**Q6 [1,23]**

Where specifically do you recall hearing, watching or reading something about Parks Canada, National Parks or National Historic Sites?

Parks Canada website (www.pc.gc.ca, www.pccamping.ca).....	1
Parks Canada newsletter .....	2
Magazine article (please specify): .....	3
Newspaper article (please specify):.....	4
TV commercial .....	5
TV program/documentary (please specify): .....	6
From friends/family members/word of mouth .....	7
Facebook.....	19
YouTube.....	20



Twitter .....	21
Instagram.....	22
Other websites .....	13
Radio.....	14
At National Parks/National Historic Sites .....	15
Other (SPECIFY):.....	98
Don't know/No answer.....	99

**Q7 [1,3]**

And can you tell me what subjects or topics concerning Parks Canada, National Parks or National Historic Sites you recall hearing, reading or watching something about?

Please specify : .....	98
Don't know/No answer.....	99

**PQ8**

Conservation of Canada's national parks and national marine conservation areas involves a number of activities to ensure these places remain healthy.

On a 5 point scale, where 1 means very low and 5 means very high, how would you rate your level of awareness of the following activities that occur in these places?

**Q8A**

Efforts to protect species at risk in national parks

Very low 1 .....	1
2.....	2
3.....	3
4.....	4
Very high 5.....	5
Don't know/ No response.....	9

**Q8B**

Collaboration with Indigenous peoples to protect and manage national parks

Very low 1 .....	1
2.....	2
3.....	3
4.....	4
Very high 5.....	5
Don't know/ No response.....	9

**Q8C**

Long term tracking of the health of plants and animals in national parks (such as tagging turtles, monitoring salmon, butterflies or birds)

Very low 1 .....	1
2.....	2
3.....	3
4.....	4
Very high 5.....	5
Don't know/ No response.....	9

**Q8D**

Use of controlled fires to rejuvenate forest habitats

Very low 1 .....	1
2 .....	2
3 .....	3
4 .....	4
Very high 5 .....	5
Don't know/ No response .....	9

**Q8E**

Actions to create new protected water and land areas

Very low 1 .....	1
2 .....	2
3 .....	3
4 .....	4
Very high 5 .....	5
Don't know/ No response .....	9

**Q8F**

Monitoring and limiting the impacts of climate change in national parks

Very low 1 .....	1
2 .....	2
3 .....	3
4 .....	4
Very high 5 .....	5
Don't know/ No response .....	9

**Q8G**

Scientific research on environment in national parks

Very low 1 .....	1
2 .....	2
3 .....	3
4 .....	4
Very high 5 .....	5
Don't know/ No response .....	9

**Q8H**

Public engagement in conservation activities, such as bird counts

Very low 1 .....	1
2 .....	2
3 .....	3
4 .....	4
Very high 5 .....	5
Don't know/ No response .....	9

**Q9**

On a 5 point scale, where 1 means not at all interested and 5 very interested, how interested are you in learning more about these science and conservation activities Parks Canada does? Would you be...

1 Not at all interested .....	1
2 .....	2
3 .....	3
4 .....	4
5 Very interested .....	5
Don't know/No response .....	9

**Q10**

Parks Canada aims to protect and present Canada's national parks, historic sites and marine conservation areas, and also to promote public understanding, appreciation and enjoyment of these places for present and future generations.

On a 5 point scale, where 1 means completely oppose, 3 means neither support nor oppose and 5 means completely support, please tell me how much you oppose or support this mandate.

Completely oppose 1 .....	1
2 .....	2
Neither support nor oppose 3 .....	3
4 .....	4
Completely support 5 .....	5
Don't know/ No answer .....	9

**DENIM**

Now we have a few more questions to be used for statistical purposes only.

**QPOSTC**

What is the postal code of your permanent residence?

Please specify : .....	77
Don't know/not sure .....	98
Prefer not to say .....	99

**QCHILD**

Are there any children under the age of 18 currently living in your household?

Yes .....	1
No .....	2
Prefer not to say/No answer .....	9

**QGENER**

Which of the following best describes you?

I was born in Canada .....	1
I was born outside Canada .....	2

Don't know .....	8
No answer.....	9

**EDU71**

What is the highest level of schooling that you have completed?

Grade 8 or less .....	1
Some high school.....	2
High School diploma or equivalent.....	3
Registered Apprenticeship or other trades certificate or diploma.....	4
College, CEGEP or other non-university certificate or diploma.....	5
University certificate or diploma below bachelor's level .....	6
Bachelor's degree .....	7
Post graduate degree above bachelor's level.....	8
Don't know/No response.....	9

**THNK**

Thank you very much for your time and assistance. This survey was conducted on behalf of Parks Canada, and is registered under the Federal Access to Information Act.

PROVIDE CONTACT ONLY IF RESPONDENT ASKS FOR MORE INFORMATION

Parks Canada can be reached by phone at 1-888-773-8888 phone or by email at [information@pc.gc.ca](mailto:information@pc.gc.ca)

# B. ENGLISH QUESTIONNAIRE PHONE

## PINTRO

Good morning/afternoon/evening,

My name is \_\_\_\_\_ and I am calling from EKOS Research Associates, a public opinion research company. We are conducting a study to find out what people think about some important issues on Canada's natural environment and historical places. Please be assured that we are not selling or soliciting anything.

We choose telephone numbers at random and then select one person from each household to be interviewed. To do this, we would like to speak to the person in your household, 18 years of age or older, who has had the most recent birthday. Would that be you?

IF PERSON SELECTED IS NOT AVAILABLE, ARRANGE FOR CALL-BACK

IF PERSON SELECTED IS NOT AVAILABLE OVER INTERVIEW PERIOD, ASK FOR PERSON WITH NEXT MOST RECENT BIRTHDAY

Would you prefer to be interviewed in English or French?/Préférez-vous répondre en français ou en anglais?

IF ASKED LENGTH: The survey will take about 6 minutes to complete

IF ASKED CLIENT: I can tell you at the end who sponsored this survey

Continue .....	1
Refuse (THANK & TERMINATE).....	9

## PRIV

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

## QGENDR

With which gender category do you most identify? (DO NOT READ OPTIONS)

Male gender.....	1
Female gender .....	2
Gender diverse .....	77
Prefer not to say .....	99

## QAGEX

In what year were you born?

NOTE: ANSWER THE FULL YEAR, I.E. 1977 as "1977"

Year :.....	1
No response.....	9

**QAGEXA**

*If 2002, confirm if at least 16*

Are you at least 18 years of age?

Yes .....	1
No .....	2
No response.....	99

**QAGEY**

*If hesitant*

May we place your age into one of the following general age categories?

Under 18 .....	98
18 to 24.....	1
25 to 34.....	2
35 to 44.....	3
45 to 54.....	4
55 to 64.....	5
65 or older .....	6
Prefer not to say .....	9

**QPROV**

In which province or territory do you live?

British Columbia .....	1
Alberta .....	2
Saskatchewan .....	3
Manitoba .....	4
Ontario.....	5
Quebec .....	6
Newfoundland and Labrador.....	7
Nova Scotia .....	8
New Brunswick .....	9
Prince Edward Island .....	10
Nunavut.....	11
Northwest Territories .....	12
Yukon .....	13
Prefer not to say/No answer .....	14

**Q1**

To the best of your knowledge, what is the name of the organization or government department that operates officially designated national parks and national historic sites of Canada?

DO NOT READ RESPONSES – CODE ONE ONLY

Parks Canada .....	1
Canada Parks .....	2
Canadian National Parks.....	3
Parks department .....	4
Federal government/Government of Canada .....	5
Provincial government.....	6

Environment Canada .....	7
Didn't know there were national parks .....	8
Didn't know there were national historic sites.....	9
Other (SPECIFY):.....	98
Don't know/No answer.....	99

**Q2**

***Parks Canada skipped past Q2***

Have you ever heard of Parks Canada, which is a federal government agency?

Yes, had heard of .....	1
No, had not heard of .....	2
Don't know/No answer.....	9

**Q3**

***Parks Canada, Q1 OR Yes, Q2***

What is the symbol or corporate logo of Parks Canada?

DO NOT READ RESPONSES – CODE ONE ONLY

Beaver .....	1
Maple leaf .....	2
Other animal or fauna .....	3
Other flora or plant.....	4
Other (SPECIFY):.....	98
Don't know/No answer.....	99

**Q4 [1,3]**

***Parks Canada, Q1 OR Yes, Q2***

When you think about Parks Canada, what are the words you would use to describe Parks Canada to a friend?

Response : .....	98
Don't know/No answer.....	99

**PQ5**

In the past three months, have you heard, read, or watched anything about the following?

**Q5A**

Parks Canada

Yes .....	1
No .....	2
Don't know/ No answer.....	9

**Q5B**

National Parks of Canada

Yes .....	1
No .....	2
Don't know/ No answer.....	9

**Q5C**

National Historic Sites of Canada

Yes ..... 1

No ..... 2

Don't know/ No answer..... 9

**Q6 [1,23]**

Where specifically do you recall hearing, watching or reading something about Parks Canada, National Parks or National Historic Sites?

DO NOT READ – CODE ALL THAT APPLY

FOR THIS QUESTION WE ARE LOOKING FOR MEDIA RELATED ANSWERS

PROBE FURTHER IF MENTION MAGAZINE, NEWSPAPER, TV, SOCIAL MEDIA (WHERE, ABOUT WHAT?)

Parks Canada website (www.pc.gc.ca, www.pccamping.ca)..... 1

Parks Canada newsletter ..... 2

Magazine article (PROBE FOR SPECIFICS): ..... 3

Newspaper article (PROBE FOR SPECIFICS): ..... 4

TV commercial ..... 5

TV program/documentary (PROBE FOR SPECIFICS): ..... 6

From friends/family members/word of mouth ..... 7

Social media (Facebook, YouTube, Twitter, Instagram) (PROBE FOR SPECIFICS):..... 12

Other websites ..... 13

Radio ..... 14

At National Parks/National Historic Sites ..... 15

At museums/other parks/sites ..... 16

Brochures/pamphlets ..... 17

Travel/tourism guides..... 18

Other (SPECIFY):..... 98

Don't know/No answer..... 99

**Q7 [1,3]**

And can you tell me what subjects or topics concerning Parks Canada, National Parks or National Historic Sites you recall hearing, reading or watching something about?

ACCEPT UP TO 3 RESPONSES

Please specify : ..... 98

Don't know/No answer..... 99

**PQ8**

Conservation of Canada's national parks and national marine conservation areas involves a number of activities to ensure these places remain healthy.

On a 5 point scale, where 1 means very low and 5 means very high, how would you rate your level of awareness of the following activities that occur in these places?

**Q8A**

Efforts to protect species at risk in national parks

Very low 1 ..... 1

2 ..... 2

3 ..... 3



4.....	4
Very high 5.....	5
(VOLUNTEERED) Don't know/ No response .....	9

**Q8B**

Collaboration with Indigenous peoples to protect and manage national parks

Very low 1.....	1
2.....	2
3.....	3
4.....	4
Very high 5.....	5
(VOLUNTEERED) Don't know/ No response .....	9

**Q8C**

Long term tracking of the health of plants and animals in national parks (such as tagging turtles, monitoring salmon, butterflies or birds)

Very low 1.....	1
2.....	2
3.....	3
4.....	4
Very high 5.....	5
(VOLUNTEERED) Don't know/ No response .....	9

**Q8D**

Use of controlled fires to rejuvenate forest habitats

Very low 1.....	1
2.....	2
3.....	3
4.....	4
Very high 5.....	5
(VOLUNTEERED) Don't know/ No response .....	9

**Q8E**

Actions to create new protected water and land areas

Very low 1.....	1
2.....	2
3.....	3
4.....	4
Very high 5.....	5
(VOLUNTEERED) Don't know/ No response .....	9

**Q8F**

Monitoring and limiting the impacts of climate change in national parks

Very low 1.....	1
2.....	2
3.....	3
4.....	4
Very high 5.....	5
(VOLUNTEERED) Don't know/ No response .....	9

**Q8G**

Scientific research on environment in national parks

Very low 1	1
2	2
3	3
4	4
Very high 5	5
(VOLUNTEERED) Don't know/ No response	9

**Q8H**

Public engagement in conservation activities, such as bird counts

Very low 1	1
2	2
3	3
4	4
Very high 5	5
(VOLUNTEERED) Don't know/ No response	9

**Q9**

On a 5 point scale, where 1 means not at all interested and 5 very interested, how interested are you in learning more about these science and conservation activities Parks Canada does? Would you be...

1 Not at all interested	1
2	2
3	3
4	4
5 Very interested	5
(VOLUNTEERED) Don't know/No response	9

**Q10**

Parks Canada aims to protect and present Canada's national parks, historic sites and marine conservation areas, and also to promote public understanding, appreciation and enjoyment of these places for present and future generations.

On a 5 point scale, where 1 means completely oppose, 3 means neither support nor oppose and 5 means completely support, please tell me how much you oppose or support this mandate.

Completely oppose 1	1
2	2
Neither support nor oppose 3	3
4	4
Completely support 5	5
(VOLUNTEERED) Don't know/ No answer	9

**DENIM**

Now we have a few more questions to be used for statistical purposes only.

**QPOSTC**

What is the postal code of your permanent residence?

DO NOT READ

Please specify .....	77
Don't know/not sure .....	98
Prefer not to say .....	99

**QCHILD**

Are there any children under the age of 18 currently living in your household?

Yes .....	1
No .....	2
Prefer not to say/No answer .....	9

**QGENER**

Which of the following best describes you?

I was born in Canada .....	1
I was born outside Canada .....	2
(VOLUNTEERED) Don't know .....	8
(VOLUNTEERED) No answer .....	9

**EDU71**

What is the highest level of schooling that you have completed?

Grade 8 or less .....	1
Some high school.....	2
High School diploma or equivalent.....	3
Registered Apprenticeship or other trades certificate or diploma.....	4
College, CEGEP or other non-university certificate or diploma.....	5
University certificate or diploma below bachelor's level .....	6
Bachelor's degree .....	7
Post graduate degree above bachelor's level.....	8
Don't know/No response.....	9

**THNK**

Thank you very much for your time and assistance. This survey was conducted on behalf of Parks Canada, and is registered under the Federal Access to Information Act.

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Parks Canada can be reached by phone at 1-888-773-8888 phone or by email at [information@pc.gc.ca](mailto:information@pc.gc.ca)

## C. FRENCH QUESTIONNAIRE ONLINE

### WINTRO

Merci de prendre le temps de répondre à ce sondage portant sur des enjeux importants auxquels font face les milieux naturels et les sites historiques du Canada.

If you prefer to answer the survey in English, please click on <English>.

**Vous êtes libre de participer ou non au sondage. Vos réponses demeureront confidentielles et anonymes.** Il faut environ 6 minutes pour répondre au sondage, qui est géré par les Associés de recherche EKOS en conformité avec la *Loi sur la protection des renseignements personnels*. Pour consulter notre politique de confidentialité, cliquez ici.

Si vous avez besoin d'assistance technique, veuillez communiquer avec nous à <online@ekos.com>.

### QGENDR

À quelle catégorie de genre vous identifiez-vous le plus?

Genre masculin.....	1
Genre féminin.....	2
Diverses identités de genre.....	77
Préfère ne pas répondre.....	99

### QAGEX

En quelle année êtes-vous né(e)?

Année :.....	1
Pas de réponse.....	9

### QAGEXA

***Si 2002, confirmer si au moins 16 ans***

Avez-vous au moins 18 ans?

Oui.....	1
Non.....	2
Pas de réponse.....	99

### QAGEY

***Si hésitant***

Pouvons-nous inscrire votre âge dans l'une des catégories suivantes?

Moins de 18 ans.....	98
18 à 24.....	1
25 à 34.....	2
35 à 44.....	3
45 à 54.....	4
55 à 64.....	5

65 ans et plus.....	6
Préfère ne pas le dire.....	9

## QPROV

Dans quelle province ou quel territoire habitez-vous?

Colombie-Britannique .....	1
Alberta .....	2
Saskatchewan .....	3
Manitoba .....	4
Ontario.....	5
Québec .....	6
Terre-Neuve-et-Labrador .....	7
Nouvelle-Écosse.....	8
Nouveau-Brunswick.....	9
Île-du-Prince-Édouard.....	10
Nunavut .....	11
Territoires du Nord-Ouest .....	12
Yukon .....	13
Préfère ne pas le dire/Pas de réponse.....	14

## Q1

À votre connaissance, quel est le nom de l'organisme ou du ministère gouvernemental qui gère officiellement les parcs nationaux et les lieux historiques nationaux du Canada désignés?

Veillez préciser :.....	98
Ne sait pas/Pas de réponse .....	99

## Q2

### *Parcs Canada allez après la Q2*

Avez-vous déjà entendu parler de Parcs Canada, qui est une agence du gouvernement fédéral?

Oui, en a entendu parler.....	1
Non, n'en a pas entendu parler .....	2
Ne sait pas/Pas de réponse .....	9

## Q3

### *Parcs Canada, Q1 OU Oui, Q2*

Quel est le symbole ou logo de Parcs Canada ?

Veillez préciser :.....	98
Ne sait pas/Pas de réponse .....	99

#### **Q4 [1,3]**

##### **Parcs Canada, Q1 OU Oui, Q2**

Quand vous pensez à Parcs Canada, quels sont les mots que vous utiliseriez pour décrire Parcs Canada à un ami?

Réponse : ..... 98

Ne sait pas/Pas de réponse ..... 99

#### **PQ5**

Au cours des trois derniers mois, avez-vous entendu, lu ou vu quelque chose au sujet de ce qui suit?

#### **Q5A**

Parcs Canada

Oui ..... 1

Non ..... 2

Ne sait pas/ Pas de réponse ..... 9

#### **Q5B**

Parcs nationaux du Canada

Oui ..... 1

Non ..... 2

Ne sait pas/ Pas de réponse ..... 9

#### **Q5C**

Lieux historiques nationaux du Canada

Oui ..... 1

Non ..... 2

Ne sait pas/ Pas de réponse ..... 9

#### **Q6 [1,23]**

Où vous souvenez-vous précisément d'avoir entendu, lu ou vu quelque chose au sujet de Parcs Canada, des parcs nationaux ou des lieux historiques nationaux?

Site Web de Parcs Canada (www.pc.gc.ca, www.pccamping.ca) ..... 1

Bulletin d'information de Parcs Canada ..... 2

Article dans une revue ou un magazine (veuillez préciser): ..... 3

Article dans le journal (veuillez préciser): ..... 4

Publicité à la télévision ..... 5

Émission/documentaire à la télévision (veuillez préciser): ..... 6

Des amis ou de la famille/bouche à oreille..... 7

Facebook..... 19

Youtube ..... 20

Twitter ..... 21

Instagram..... 22

Autres sites Web..... 13

Radio..... 14

Aux parcs nationaux/lieux historiques nationaux ..... 15

Autre (PRÉCISEZ):..... 98

Ne sait pas/Pas de réponse ..... 99

### Q7 [1,3]

Et, pouvez-vous me dire quels sont les sujets ou les thèmes relatifs aux parcs nationaux ou aux lieux historiques nationaux à propos desquels vous vous souvenez d'avoir entendu, lu ou vu quelque chose?

Veillez précisez : ..... 98

Ne sait pas/Pas de réponse ..... 99

### PQ8

La conservation des parcs nationaux et des aires marines nationales de conservation requiert de nombreuses activités de conservation pour faire en sorte de préserver la santé de ces endroits.

Sur une échelle de 5 points, où 1 signifie très faible et 5 signifie très élevé, veuillez indiquer votre niveau de connaissance des activités suivantes qui ont lieu dans ces endroits.

### Q8A

Efforts pour protéger les espèces en péril dans les parcs nationaux

Très faible 1 ..... 1

2 ..... 2

3 ..... 3

4 ..... 4

Très élevé 5 ..... 5

Je ne sais pas/ Pas de réponse ..... 9

### Q8B

Collaboration avec les peuples autochtones pour protéger et gérer les parcs nationaux

Très faible 1 ..... 1

2 ..... 2

3 ..... 3

4 ..... 4

Très élevé 5 ..... 5

Je ne sais pas/ Pas de réponse ..... 9

### Q8C

Suivi à long terme de la santé des plantes et des animaux dans les parcs nationaux (comme le marquage de tortues, la surveillance des saumons, des papillons ou des oiseaux)

Très faible 1 ..... 1

2 ..... 2

3 ..... 3

4 ..... 4

Très élevé 5 ..... 5

Je ne sais pas/ Pas de réponse ..... 9

### Q8D

Recours à des feux contrôlés pour régénérer les habitats forestiers

Très faible 1 ..... 1

2 ..... 2

3 ..... 3

4 ..... 4

Très élevé 5.....	5
Je ne sais pas/ Pas de réponse.....	9

**Q8E**

Mesures pour créer de nouvelles aires terrestres et marines protégées	
Très faible 1 .....	1
2.....	2
3.....	3
4.....	4
Très élevé 5.....	5
Je ne sais pas/ Pas de réponse.....	9

**Q8F**

Surveillance et limitation des impacts du changement climatique dans les parcs nationaux	
Très faible 1 .....	1
2.....	2
3.....	3
4.....	4
Très élevé 5.....	5
Je ne sais pas/ Pas de réponse.....	9

**Q8G**

Recherche scientifique sur l'environnement dans les parcs nationaux	
Très faible 1 .....	1
2.....	2
3.....	3
4.....	4
Très élevé 5.....	5
Je ne sais pas/ Pas de réponse.....	9

**Q8H**

Participation du public dans des activités de conservation, comme le dénombrement des oiseaux	
Très faible 1 .....	1
2.....	2
3.....	3
4.....	4
Très élevé 5.....	5
Je ne sais pas/ Pas de réponse.....	9

**Q9**

Sur une échelle de 5 points, où 1 signifie « pas du tout intéressé » et 5 signifie « très intéressé », quel serait votre intérêt à en apprendre plus sur ces activités scientifiques et de conservation que Parcs Canada réalise? Vous seriez...

1 Pas du tout intéressé .....	1
2.....	2
3.....	3
4.....	4



5 Très intéressé.....	5
Je ne sais pas/Pas de réponse .....	9

**Q10**

Le mandat de Parcs Canada est de protéger et de présenter les parcs nationaux, les lieux historiques et les aires marines de conservation du Canada, ainsi que de favoriser la connaissance, l'appréciation et l'utilisation de ces lieux par le public, qu'il s'agisse des générations actuelles ou des générations futures.

Sur une échelle de 5 points, où 1 signifie que vous vous opposez totalement, 3 signifie que vous n'êtes ni pour ni contre et 5 signifie que vous appuyez totalement, veuillez indiquer dans quelle mesure vous vous opposez à ce mandat ou vous l'appuyez.

S'oppose totalement 1 .....	1
2.....	2
Ni pour, ni contre 3.....	3
4.....	4
Appuie totalement 5.....	5
Ne sait pas/ Pas de réponse .....	9

**DENIM**

Nous avons maintenant quelques questions qui serviront à des fins de statistiques uniquement.

**QPOSTC**

Quel est le code postal de votre résidence permanente?

Veuillez préciser :.....	77
Ne sais pas/n'est pas sûr(e) .....	98
Préfère ne pas répondre.....	99

**QCHILD**

Des enfants de 18 ans et moins habitent-ils actuellement dans votre foyer?

Oui .....	1
Non .....	2
Préfère ne pas dire/pas de réponse .....	9

**QGENER**

Laquelle des catégories suivantes vous décrit le mieux?

Je suis né(e) au Canada.....	1
Je suis né(e) à l'extérieur du Canada .....	2
Ne sais pas .....	8
Pas de réponse .....	9

## **EDU71**

Quel est le plus haut niveau de scolarité que vous avez atteint?

8e année ou moins .....	1
Études secondaires non terminées.....	2
Diplôme d'études secondaires ou l'équivalent.....	3
Apprentissage enregistré ou diplôme ou certificat d'une école de métiers .....	4
Collège, CEGEP, ou certificat ou diplôme non universitaire .....	5
Certificat universitaire ou diplôme inférieur au baccalauréat.....	6
Baccalauréat .....	7
Certificat universitaire supérieur au baccalauréat .....	8
Je ne sais pas/Pas de réponse .....	9

## **THNK**

Je vous remercie de votre temps et de votre collaboration. L'enquête a été réalisée pour le compte de Parcs Canada et elle est enregistrée conformément à la Loi fédérale sur l'accès à l'information.

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## D. FRENCH QUESTIONNAIRE PHONE

### PINTRO

Bonjour/Bonsoir,

Je m'appelle \_\_\_\_\_ et je représente les Associés de recherche EKOS, une entreprise de recherche sur l'opinion publique. Nous réalisons une étude pour savoir ce que les gens pensent au sujet d'enjeux importants auxquels font face les milieux naturels et les sites historiques du Canada. Soyez assuré que nous ne faisons pas de vente ni de sollicitation.

Nous choisissons les numéros de téléphone au hasard puis nous sélectionnons une personne de chaque foyer pour répondre à l'étude. Pour ce faire, j'aimerais parler à la personne âgée d'au moins 18 ans qui a fêté son anniversaire de naissance le plus récemment. Est-ce vous?

SI LA PERSONNE CONCERNÉE N'EST PAS DISPONIBLE, DEMANDEZ À QUEL MOMENT VOUS POUVEZ RAPPELER.

SI LA PERSONNE CONCERNÉE N'EST PAS DISPONIBLE PENDANT LA PÉRIODE DU SONDAGE, DEMANDEZ À PARLER À L'AVANT-DERNIÈRE PERSONNE À FÊTER SON ANNIVERSAIRE DE NAISSANCE.

Préférez-vous répondre aux questions du sondage en français ou en anglais?/Would you prefer to be interviewed in English or French?

SI ON LE DEMANDE DURATION: L'étude dure environ 6 minutes.

SI ON LE DEMANDE CLIENT: À la fin de l'entrevue, je pourrai vous dire le nom des commanditaires de l'étude.

Continuer ..... 1

Refus (REMERCIER ET TERMINER) ..... 9

### PRIV

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

### QGENDR

À quelle catégorie de genre vous identifiez-vous le plus? (NE PAS LIRE LA LISTE)

Genre masculin ..... 1

Genre féminin ..... 2

Diverses identités de genre ..... 77

Préfère ne pas répondre ..... 99

### QAGEX

En quelle année êtes-vous né(e)?

NOTE : INSCRIRE L'ANNÉE AU COMPLET, P. EX., "1977"

Année : ..... 1

Pas de réponse ..... 9

## QAGEXA

*Si 2002, confirmer si au moins 16 ans*

Avez-vous au moins 18 ans?

Oui .....	1
Non .....	2
Pas de réponse .....	99

## QAGEY

*Si hésitant*

Pouvons-nous inscrire votre âge dans l'une des catégories suivantes?

Moins de 18 ans.....	98
18 à 24 .....	1
25 à 34 .....	2
35 à 44 .....	3
45 à 54 .....	4
55 à 64 .....	5
65 ans et plus.....	6
Préfère ne pas le dire.....	9

## QPROV

Dans quelle province ou quel territoire habitez-vous?

Colombie-Britannique .....	1
Alberta .....	2
Saskatchewan .....	3
Manitoba .....	4
Ontario.....	5
Québec .....	6
Terre-Neuve-et-Labrador .....	7
Nouvelle-Écosse.....	8
Nouveau-Brunswick.....	9
Île-du-Prince-Édouard.....	10
Nunavut.....	11
Territoires du Nord-Ouest .....	12
Yukon .....	13
Préfère ne pas le dire/Pas de réponse.....	14

## Q1

À votre connaissance, quel est le nom de l'organisme ou du ministère gouvernemental qui gère officiellement les parcs nationaux et les lieux historiques nationaux du Canada désignés?

NE LISEZ PAS LES CHOIX DE RÉPONSES – CODEZ UNE SEULE RÉPONSE.

Parcs Canada.....	1
Canada Parcs.....	2
Parcs nationaux canadiens .....	3
Service des parcs .....	4
Gouvernement fédéral/Gouvernement du Canada .....	5
Gouvernement provincial .....	6
Environnement Canada .....	7

Ne savait pas qu'il y avait des parcs nationaux .....	8
Ne savait pas qu'il y avait des lieux historiques nationaux.....	9
Autre (PRÉCISEZ:):.....	98
Ne sait pas/Pas de réponse .....	99

## Q2

### *Parcs Canada allez après la Q2*

Avez-vous déjà entendu parler de Parcs Canada, qui est une agence du gouvernement fédéral?

Oui, en a entendu parler.....	1
Non, n'en a pas entendu parler .....	2
Ne sait pas/Pas de réponse .....	9

## Q3

### *Parcs Canada, Q1 OU Ouis, Q2*

Quel est le symbole ou logo de Parcs Canada ?

NE LISEZ PAS LES CHOIX DE RÉPONSES – CODEZ UNE SEULE RÉPONSE.

Castor.....	1
Feuille d'érable .....	2
Autre animal ou faune .....	3
Autre plante ou flore .....	4
Autre (PRÉCISEZ:):.....	98
Ne sait pas/Pas de réponse .....	99

## Q4 [1,3]

### *Parcs Canada, Q1 OU Oui, Q2*

Quand vous pensez à Parcs Canada, quels sont les mots que vous utiliseriez pour décrire Parcs Canada à un ami?

Réponse : .....	98
Ne sait pas/Pas de réponse .....	99

## PQ5

Au cours des trois derniers mois, avez-vous entendu, lu ou vu quelque chose au sujet de ce qui suit?

### Q5A

Parcs Canada	
Oui .....	1
Non .....	2
Ne sait pas/ Pas de réponse .....	9

### Q5B

Parcs nationaux du Canada	
Oui .....	1
Non .....	2
Ne sait pas/ Pas de réponse .....	9

## Q5C

Lieux historiques nationaux du Canada	
Oui .....	1
Non .....	2
Ne sait pas/ Pas de réponse .....	9

## Q6 [1,23]

Où vous souvenez-vous précisément d'avoir entendu, lu ou vu quelque chose au sujet de Parcs Canada, des parcs nationaux ou des lieux historiques nationaux?

NE LISEZ PAS LES CHOIX DE RÉPONSES - CODER TOUTES LES RÉPONSES APPLICABLES NOUS CHERCHONS DES RÉPONSES LIÉES AUX MÉDIAS. SONDEZ PLUS LOIN DANS LES RÉPONSES DES MAGAZINES, JOURNAUX, TV, MÉDIAS SOCIAUX (OÙ, À PROPOS DE QUOI?)

Site Web de Parcs Canada (www.pc.gc.ca, www.pccamping.ca) .....	1
Bulletin d'information de Parcs Canada .....	2
Article dans une revue ou un magazine (SONDEZ POUR UNE RÉPONSE PRÉCISE): ...	3
Article dans le journal (SONDEZ POUR UNE RÉPONSE PRÉCISE): .....	4
Publicité à la télévision .....	5
Émission/documentaire à la télévision (SONDEZ POUR UNE RÉPONSE PRÉCISE): ....	6
Des amis ou de la famille/bouche à oreille.....	7
Médias sociaux (Facebook, Youtube, Twitter, Instagram) (SONDEZ POUR UNE RÉPONSE PRÉCISE): .....	12
Autres sites Web.....	13
Radio.....	14
Aux parcs nationaux/lieux historiques nationaux .....	15
Aux musées/autres parcs/sites.....	16
Brochures/dépliants .....	17
Guides de voyage/touristiques.....	18
Autre (PRÉCISEZ):.....	98
Ne sait pas/Pas de réponse .....	99

## Q7 [1,3]

Et, pouvez-vous me dire quels sont les sujets ou les thèmes relatifs aux parcs nationaux ou aux lieux historiques nationaux à propos desquels vous vous souvenez d'avoir entendu, lu ou vu quelque chose?

ACCEPTER JUSQU'À TROIS RÉPONSES

Veuillez précisez : .....	98
Ne sait pas/Pas de réponse .....	99

## PQ8

La conservation des parcs nationaux et des aires marines nationales de conservation requiert de nombreuses activités de conservation pour faire en sorte de préserver la santé de ces endroits.

Sur une échelle de 5 points, où 1 signifie très faible et 5 signifie très élevé, veuillez indiquer votre niveau de connaissance des activités suivantes qui ont lieu dans ces endroits.

### Q8A

Efforts pour protéger les espèces en péril dans les parcs nationaux	
Très faible 1 .....	1
2 .....	2
3 .....	3
4 .....	4
Très élevé 5.....	5
(NON SUGGÉRÉ) Je ne sais pas/ Pas de réponse .....	9

### Q8B

Collaboration avec les peuples autochtones pour protéger et gérer les parcs nationaux	
Très faible 1 .....	1
2 .....	2
3 .....	3
4 .....	4
Très élevé 5.....	5
(NON SUGGÉRÉ) Je ne sais pas/ Pas de réponse .....	9

### Q8C

Suivi à long terme de la santé des plantes et des animaux dans les parcs nationaux (comme le marquage de tortues, la surveillance des saumons, des papillons ou des oiseaux)	
Très faible 1 .....	1
2 .....	2
3 .....	3
4 .....	4
Très élevé 5.....	5
(NON SUGGÉRÉ) Je ne sais pas/ Pas de réponse .....	9

### Q8D

Recours à des feux contrôlés pour régénérer les habitats forestiers	
Très faible 1 .....	1
2 .....	2
3 .....	3
4 .....	4
Très élevé 5.....	5
(NON SUGGÉRÉ) Je ne sais pas/ Pas de réponse .....	9

### Q8E

Mesures pour créer de nouvelles aires terrestres et marines protégées	
Très faible 1 .....	1
2 .....	2
3 .....	3
4 .....	4
Très élevé 5.....	5
(NON SUGGÉRÉ) Je ne sais pas/ Pas de réponse .....	9

**Q8F**

Surveillance et limitation des impacts du changement climatique dans les parcs nationaux

Très faible 1 .....	1
2 .....	2
3 .....	3
4 .....	4
Très élevé 5 .....	5
(NON SUGGÉRÉ) Je ne sais pas/ Pas de réponse .....	9

**Q8G**

Recherche scientifique sur l'environnement dans les parcs nationaux

Très faible 1 .....	1
2 .....	2
3 .....	3
4 .....	4
Très élevé 5 .....	5
(NON SUGGÉRÉ) Je ne sais pas/ Pas de réponse .....	9

**Q8H**

Participation du public dans des activités de conservation, comme le dénombrement des oiseaux

Très faible 1 .....	1
2 .....	2
3 .....	3
4 .....	4
Très élevé 5 .....	5
(NON SUGGÉRÉ) Je ne sais pas/ Pas de réponse .....	9

**Q9**

Sur une échelle de 5 points, où 1 signifie « pas du tout intéressé » et 5 signifie « très intéressé », quel serait votre intérêt à en apprendre plus sur ces activités scientifiques et de conservation que Parcs Canada réalise? Vous seriez...

1 Pas du tout intéressé .....	1
2 .....	2
3 .....	3
4 .....	4
5 Très intéressé .....	5
(NON SUGGÉRÉ) Je ne sais pas/Pas de réponse .....	9

**Q10**

Le mandat de Parcs Canada est de protéger et de présenter les parcs nationaux, les lieux historiques et les aires marines de conservation du Canada, ainsi que de favoriser la connaissance, l'appréciation et l'utilisation de ces lieux par le public, qu'il s'agisse des générations actuelles ou des générations futures.



Sur une échelle de 5 points, où 1 signifie que vous vous opposez totalement, 3 signifie que vous n'êtes ni pour ni contre et 5 signifie que vous appuyez totalement, veuillez indiquer dans quelle mesure vous vous opposez à ce mandat ou vous l'appuyez.

S'oppose totalement 1 .....	1
2.....	2
Ni pour, ni contre 3.....	3
4.....	4
Appuie totalement 5.....	5
(NON SUGGÉRÉ) Ne sait pas/ Pas de réponse .....	9

## DENIM

Nous avons maintenant quelques questions qui serviront à des fins de statistiques uniquement.

## QPOSTC

Quel est le code postal de votre résidence permanente?

NE LISEZ PAS	
Veuillez préciser :.....	77
Ne sais pas/n'est pas sûr(e) .....	98
Préfère ne pas répondre.....	99

## QCHILD

Des enfants de 18 ans et moins habitent-ils actuellement dans votre foyer?

Oui .....	1
Non .....	2
Préfère ne pas dire/pas de réponse .....	9

## QGENER

Laquelle des catégories suivantes vous décrit le mieux?

Je suis né(e) au Canada.....	1
Je suis né(e) à l'extérieur du Canada .....	2
(NON SUGGÉRÉ) Ne sais pas.....	8
(NON SUGGÉRÉ) Pas de réponse .....	9

## EDU71

Quel est le plus haut niveau de scolarité que vous avez atteint?

8e année ou moins .....	1
Études secondaires non terminées.....	2
Diplôme d'études secondaires ou l'équivalent.....	3
Apprentissage enregistré ou diplôme ou certificat d'une école de métiers .....	4
Collège, CEGEP, ou certificat ou diplôme non universitaire .....	5
Certificat universitaire ou diplôme inférieur au baccalauréat.....	6
Baccalauréat .....	7
Certificat universitaire supérieur au baccalauréat .....	8
Je ne sais pas/Pas de réponse .....	9

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