



Parks Parcs
Canada Canada

Parks Canada Tracking Study 2020

Methodological Report

Prepared for Parks Canada

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For more information on this report, please contact Parks Canada at:
information@pc.gc.ca

Ce rapport est aussi disponible en français

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Supplier Name: Narrative Research Inc.

March 2021

This report presents the methodological details for the ***Parks Canada Tracking Study 2020*** conducted by Narrative Research Inc. on behalf of Parks Canada Agency. The survey was administered to 2,105 members of the Canadian general public aged 18 or older between February 16 and March 1, 2021.

Ce rapport est aussi disponible en français sous le titre : Enquête de suivi de Parcs Canada (2020)

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Parks Canada
2nd Floor, 30 Victoria Street
Gatineau QC J8X 0B3

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Executive Summary

Parks Canada protects and presents nationally significant examples of Canada's natural and cultural heritage on behalf of the people of Canada, and fosters public understanding, appreciation and enjoyment in ways that ensure the ecological and commemorative integrity of these places for present and future generations.

Parks Canada has been doing tracking studies since 2010 using a standard set of questions. Through this longitudinal study, Parks Canada seeks to track the ongoing success of its proactive communications efforts on Canadians' awareness and understanding of the Agency and the places it administers. In addition, the longitudinal study tracks performance indicators used by the Agency.

The study employed a telephone survey and was designed to be administered to a nationally representative sample of 2,000 adult Canadians 18 years of age or older through random digit dialing of both landline and cellular numbers. The survey had four questions (excluding demographic questions) and took approximately 5 minutes to complete, on average. The data was weighted to the general population (age, gender, and region) using the 2016 Canadian Population Census. A total of 2,105 Canadians completed the survey between February 16 and March 1, 2021, yielding a margin of error of 2.1% (19 times out of 20, at a 95 percent confidence interval). The total cost of the study was \$49,871.70, including tax.

Political Neutrality Statement and Contact Information

I hereby certify as a Senior Officer of Narrative Research 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 contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



Peter MacIntosh
Chief Research Officer & Partner
Narrative Research
pmacintosh@narrativeresearch.ca
902-493-3832

Methodology

Parks Canada undertakes a regular tracking study to measure awareness and understanding of its organization and the places it administers along with performance indicators. The tracking study normally occurs four times per year, but was suspended for most of 2020 due to the ongoing COVID-19 pandemic. Parks Canada sought to relaunch its longitudinal tracking in early 2021 to acquire corporate and operational performance information.

Parks Canada sought a nationally representative telephone survey of the general population (Canadians aged 18 years and older) to occur during the February / March 2021 period. The questions utilized were provided by Parks Canada and have longitudinal history. Narrative Research reviewed the questions, providing suggestions and prepared them in a format suitable for telephone administration. As required by Government of Canada standards, English and French pre-test surveys were conducted (16 in English and 15 in French). The survey was administered between February 16 and March 1, 2021, and 2,105 Canadians completed it during the period.

Sampling

The survey was designed to be administered to a random sample of 2,000 adult Canadians 18 years of age or older. The sample provided for dialing entailed both landline as well as cellular contact records reflecting Random Digit Dialing (RDD), thus engendering a large number of *Not in Service* (NIS) telephone numbers. For landlines, records were drawn from a list of randomly-selected households compiled from telephone numbers in Canada, selected from a database that is updated quarterly. Both listed and unlisted numbers were included.

Narrative Research utilized ASDE Inc.'s Canada Survey Sampler (CSS) sampling software to generate general population telephone landline samples within Canada, which has become a standard software for many companies in Canada. This software has been proven to provide a sample that is equivalent to RDD. Randomly generated cellular numbers were also used. The sample was stratified by region in order to ensure regional representation with approximate targets as follows:

Region	Target Completions	Margin of Error (19 in 20 times)
Atlantic Canada	200	± 6.9 percentage points
Quebec	450	± 4.6 percentage points
Ontario	550	± 4.2 percentage points
Manitoba/Saskatchewan	200	± 6.9 percentage points
Alberta	250	± 6.2 percentage points
British Columbia	350	± 5.2 percentage points
Total	2,000	± 2.2 percentage points

The target interviews plan entailed overall quotas by age and gender, as well as by region. The gender quotas were approximately 50 percent male and 50 percent female, and age quotas were also broken into two groups: 18 to 34 and 35 years of age or older. Quotas were also established for the major metropolitan regions: Metro Vancouver (150), the Greater Toronto Area (250), and Montreal Metropolitan Area (250).

Administration

The survey was conducted via telephone. The survey was programmed by Narrative Research in both English and French via Computer-Assisted Telephone Interviewing software (CATI). Respondents had the option to complete the survey questionnaire in the official language of their choice. Assistance was available from bilingual staff members as required, with ongoing bilingual supervision. In terms of training, in addition to a thorough general screening and training process, supervisors and interviewers were provided with extensive, customized project-specific training, a review of the questionnaire including specific terminology, acronyms and pronunciations, and background information on the project goals and objectives.

In terms of supervision, as with all projects there was a ratio of one supervisor for every 15 interviewers working. This 'floor supervisor' answers questions, handles escalations, ensures that technology is functioning properly, and blind monitors interviewers. In addition, a minimum of 10 percent of interviews were audited through the review of recorded interviews or live monitoring (twice the percentage required by industry guidelines).

The programmed survey was thoroughly tested to ensure question order and skip patterns were properly represented. In addition to this testing, a pre-test was conducted with 16 English and 15 French surveys. The overall purpose of the pre-test was to ensure that:

- The wording of the questions was clearly understood and unambiguous;
- The sequence of the questions was appropriate;
- The necessary response categories had been included for each question; and
- Neither specific questions nor the survey overall evoked discomfort among respondents.

In addition to the survey questions, pre-test respondents were invited to offer comments on the questionnaire document. When indeed respondents were asked to identify any questions that were problematic from a comprehension or other problematic perspective, no substantive issues were identified. The pre-test data was carefully reviewed to ensure accuracy and identify any aspects that needed to be modified. A pre-test report was prepared outlining the results. No changes were made to the survey as a result of the pre-test exercise. Fieldwork was monitored to ensure quotas were being met, and to determine if there were any challenges via the call disposition/reasons for non-response information.

The survey took approximately 5 minutes, on average, for respondents to complete.

A minimum of five call-backs for landline telephone numbers, and five call-backs for cellular telephone numbers was instituted. Calls and call-backs were varied throughout the day which includes both daytime and evening calling, limited to 9 p.m. in a given time zone.

Narrative Research and its data collection partner employed a number of techniques for keeping response rates as high as possible:

- Training of all interviewers in telephone and interview techniques and thorough project briefings to guarantee professional and thorough data collection activities;
- 100 percent supervision of all interviewing by experienced supervisors;
- Continuous on-line monitoring of interviews in progress by supervisors (10% monitored or called back for verification);
- Pre-testing of all survey instruments at the design stage by senior field personnel to ensure it provides the best possible respondent experience;
- In-house sample development through consultation between and among Narrative Research staff members to ensure the project's final sample or contact records have been created in a consistent manner; and
- Call rules to keep response rates high and minimize non-response bias including a minimum of five attempts to a telephone number before classifying as not available (i.e., the original attempt plus four call-backs), calling at different times of the day, and arranging call-backs.

If an interviewer did not speak the requested interview official language, the interview transferred to another interviewer or a call back arranged within 20 minutes (or at another time if requested by the respondent). When calling to a particular location with a predominant language (e.g., French in Quebec), calling was done by interviewers who speak the predominant language to minimize the number of transfers required.

The tables below for the survey display regional, gender, and age data in terms of the actual distribution of adult Canadians as catalogued in the 2016 Statistics Canada Census. As well, the general regional, gender, and age quota targets are detailed (both in terms of the actual number of surveys completed, and the percentage of all

surveys completed). The tables present data with the weighted and unweighted number as well as percentage of surveys collected, for relevant demographic dimensions.

Data Tabulation: There were a total of 54 overlapping or interlocking statistical weighting cells created from the study design using the weighting factors of: Region (9: Atlantic, Quebec – Montreal CMA, Quebec – Not Montreal CMA, Ontario – Toronto CMA, Ontario – Not Toronto CMA, Manitoba/ Saskatchewan, Alberta, British Columbia – Vancouver CMA, and British Columbia – Not Vancouver CMA); Age group (3: 18–34 years of age, 35–54 years of age, and 55 years of age or older); and Gender (2: Male, Female). The 54 overlapping or interlocking statistical weighting cells were derived from Region (9) x Age (3) x Gender (2) dimensions = 54 unique statistical weighting cells. Population data for the 54 weighting cells were gleaned from the most recent (2016) Canadian Census.

It should be noted that a small number of individuals were not able to be placed into one of the 54 weighting cells as they preferred not to provide a response to the gender question. For tabulation purposes, these individuals were given a weight value of 1.0.

Telephone Survey (Percentages may not sum exactly to 100%, owing to rounding)							
	2016 Census	Quota Targets		Completed (Unweighted)		Completed (Weighted)	
		(n=)	(%)	(n=)	(%)	(n=)	(%)
Region		2,000	100%	2,105	100%	2,105	100%
Atlantic Canada	6.8%	200	10%	200	9.5%	143	6.8%
Quebec	23.5%	450	22.5%	515	24.5%	492	23.4%
Montreal Metropolitan Area	11.7%	250	12.5%	250	11.9%	245	11.6%
Ontario	38.3%	550	27.5%	564	26.8%	796	37.8%
Greater Toronto Area	16.8%	250	12.5%	250	11.9%	348	16.5%
Saskatchewan/Manitoba	6.5%	200	10%	200	9.5%	137	6.5%
Alberta	11.1%	250	12.5%	251	11.9%	241	11.4%
British Columbia	13.6%	350	17.5%	375	17.8%	296	14.1%
Metro Vancouver	7.2%	150	7.5%	150	7.1%	155	7.4%
Gender¹							
Male	48.6%	972	48.6%	1,030	51.0%	980	48.5%
Female	51.4%	1,028	51.4%	989	49.0%	1,039	51.5%
Age							
18 to 34	27.4%	547	27.4%	530	25.2%	587	27.9%
35+	72.6%	1,453	72.7%	1,575	74.8%	1,518	72.1%
1 A total of 86 respondents who preferred not to provide their gender or identified as gender diverse are not presented in the table, as no quota targets were set							

Participation/Response Rate: The rate below was derived using the principal elements of the formula recommended by the Public Opinion Research Directorate of the Government of Canada:

Completion Results	
A. Total Numbers Attempted	195,426
Total Invalid Numbers	97,373
Discontinued Number/Not in Service	94,945
Fax/Modem	229
Business Number	274
Dead Air	1,925
B. Total Unresolved Numbers (U)	78,206
Busy	5,214
Answering Machine	35,995

No Answer	34,798
Scheduled Call-Back	2,247
Mid Call-Back	4
French Call-Back	2
C. In-scope Non-Responding Units (IS)	17,279
Household refusal	1,174
Respondent refusal	15,586
Illness, Incapable	0
Qualified Not Available	0
Language Problem	480
Qualified Respondent Break-Off	39
D. Responding Units (R)	2,514
Quota Full	312
Disqualify	97
Completed Interviews	2,105
Participation/Response Rate $[R \div (U + IS + R)] = [2,514 \div (78,206 + 17,279 + 2,514)]$	3% (rounded)

Non-Response Bias Analysis

Any survey that is conducted is potentially subject to bias or error. When a survey is conducted with a sample of the population, there are two general classes of bias or error: sampling error, which is quantifiable, and non-sampling error, which is typically not quantifiable. Sampling error arises from the fact that interviews are conducted with only a subset of the population, and thus is it possible that the results obtained from this group of respondents is not reflective of the population as a whole.

In contrast, non-sampling error encompasses a number of different types of errors including coverage error, measurement error, non-response error, and processing error. For the current telephone survey, the actual achieved margins of error provide a reflection of the sampling error and are presented in the table below:

Region	Completions	Margin of Error (19 in 20 times)
Atlantic Canada	200	± 6.9 percentage points
Quebec	515	± 4.3 percentage points
Ontario	564	± 4.1 percentage points
Saskatchewan/Manitoba	200	± 6.9 percentage points
Alberta	251	± 6.2 percentage points
British Columbia	375	± 5.1 percentage points
Total	2,105	± 2.1 percentage points

With respect to non-sampling error, a number of steps were taken to minimize bias. The survey utilized survey programming technology to ensure proper survey skip patterns were followed and to minimize errors due to data entry and data capture. The French and English survey instruments themselves were pre-tested with a small sample of respondents to ensure the survey material was easily understood by respondents, and that the resultant data were being captured properly. Interviewers were also trained and supervised.

In terms of coverage, the telephone survey was conducted from a random sampling of a robust sample frame of landline and cellular numbers. Quotas were established for demographic groups traditionally regarded as central in quantitative survey research, such as gender, age, and region/province. The final data set was statistically weighted to closely match the true distribution of these dimensions as reflected in the 2016 Statistics Canada census. The statistical weights implemented were relatively small, given that the data collected already closely matched the actual distribution of adult Canadians along these demographic dimensions.

Appendix: Questionnaires

English Questionnaire

Hello/Bonjour, my name is _____ representing Narrative Research, a public opinion research company. We are conducting a study to find out what people think about some important issues related to Canada's natural environment and historical places. Allow me to assure you that we are not selling anything.

Would you prefer that I continue in English or French?

(IF NEEDED: Je vous remercie. Quelqu'un vous rappellera bientôt pour mener le sondage en français).

[WATCH QUOTAS] We choose telephone numbers at random and then select one person from each household to be interviewed. The survey takes about 7 minutes and is voluntary and completely confidential. Your answers will remain anonymous. The research is conducted according to the requirements of the Privacy Act.

This call may be monitored or recorded for quality control purposes only. The survey is registered with the Canadian Research Insights Council, should you wish to verify the survey.

IF NEEDED: If you have any questions regarding this survey or would like to verify the legitimacy of this research, you can contact Peter MacIntosh of Narrative Research at 1-888-414-1336.

IF NEEDED: To verify the survey, please visit: canadianresearchinsightscouncil.ca/rvs/home/?lang=en
The registration number is: _____

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

S1. May I please speak to a member of the household who is 18 years of age or older? Would that be you?

[IF THAT PERSON IS NOT AVAILABLE ARRANGE A CALLBACK] [CODE ONE ONLY]

1 – Yes	CONTINUE
2 – No	ASK TO SPEAK TO 'ELIGIBLE' PERSON
3 – Refused	THANK/EXIT

S2. [REPEAT INTRODUCTION IF SPEAKING TO A NEW PERSON]

Your participation in this survey is voluntary but would be extremely helpful. Would you be willing to take part in this survey? We can do it now or at a time more convenient for you. [CODE ONE ONLY]

1 – Yes, now	CONTINUE
2 – Yes, call later	SPECIFY DATE/TIME
3 – Refused	THANK/EXIT

S3. **Are you in an environment that allows you to comfortably continue with this survey?** [CODE ONE ONLY]

1 – Yes	CONTINUE
2 – No	RESCHEDULE

D1. With which gender category do you most identify?

[READ ALL FOUR RESPONSES, IN ORDER – CODE ONE ONLY] [WATCH QUOTAS]

1 – Male gender
2 – Female gender
3 – Gender diverse, or would you
4 – Prefer not to say

D2. In which of the following age categories do you belong? Are you ...:

[READ RESPONSES IN ORDER – CODE ONE ONLY] [WATCH QUOTAS]

- 1 – 18 to 24
- 2 – 25 to 34
- 3 – 35 to 44
- 4 – 45 to 54
- 5 – 55 to 64
- 6 – Or 65 or older?
- VOLUNTEERED
- 7 – Refused THANK/EXIT

D3. In which province or territory do you live?

[DO NOT READ RESPONSES - CODE ONE ONLY] [REGIONAL QUOTAS APPLY]

- 01 – British Columbia
- 02 – Alberta
- 03 – Saskatchewan
- 04 – Manitoba
- 05 – Ontario
- 06 – Quebec
- 07 – New Brunswick
- 08 – Nova Scotia
- 09 – Prince Edward Island
- 10 – Newfoundland and Labrador
- 11 – Yukon
- 12 – Northwest Territories
- 13 – Nunavut
- 14 – Prefer not to say/no answer THANK/EXIT

D4. [POSE Q.D4 ONLY IF CODES 01, 05, OR 06 IN Q.D3]

Do you live in [STATE “Metro Vancouver” IF ‘BRITISH COLUMBIA’ IN Q.D3; STATE “the Greater Toronto Area” IF ‘ONTARIO’ IN Q.D3; AND STATE “the Montreal Metropolitan Area” IF ‘QUEBEC’ IN Q.D3]?

- 1 – Yes
- 2 – No
- 3 – Not sure/No response

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]

- 01 – Parks Canada
- 02 – Canada Parks
- 03 – Canadian National Parks
- 04 – Parks department
- 05 – Federal government/Government of Canada
- 06 – Provincial government
- 07 – Environment Canada
- 08 – Didn’t know there were national parks
- 09 – Didn’t know there were national historic sites

98 – Other (*SPECIFY:* _____)
99 – Don't know/No answer

Q2. [DO NOT POSE IF Q1 = 01 (PARKS CANADA)]

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

[DO NOT READ RESPONSES – CODE ONE ONLY]

01 – Yes, had heard of
02 – No, had not heard of
99 – Do not know/No answer

Q3. 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. [CODE ONE RESPONSE – PROBE TO AVOID ACCEPTING A RANGE]

01 – Completely oppose
02 –
03 – Neither support nor oppose
04 –
05 – Completely support
VOLUNTEERED
99 – Don't know/No response

Q4. When the COVID-19 pandemic is over, where do you want to travel on your next summer vacation?

[READ THE OPTIONS – CODE ONE ONLY]

01 – Travel within Canada
02 – Travel to the United States
03 – Travel overseas
04 – No intention to travel
VOLUNTEERED
99 – Don't know/No response

To finish up, I would like to ask you a few questions about you and your household for statistical purposes only. Please be assured that all of your answers will remain completely confidential.

D5. What is the highest level of formal education that you have completed?

[DO NOT READ LIST - ACCEPT ONE RESPONSE ONLY]

01 – Grade 8 or less
02 – Some high school
03 – High school diploma or equivalent
04 – Registered Apprenticeship or other trades certificate or diploma
05 – College, CEGEP or non-university certificate or diploma
06 – University certificate or diploma below bachelor's level
07 – Bachelor's degree
08 – Post graduate degree above bachelor's level
99 – Prefer not to answer

D6. Are there any children under the age of 18 currently living in your household?

[DO NOT READ RESPONSES – CODE ONE ONLY]

01 – Yes

02 – No

99 – Prefer not to say/No answer

D7. Which of the following best describes you? [READ RESPONSES – CODE ONE ONLY]

01 - I was born in Canada

02 - I was born outside Canada

VOLUNTEERED

98- Don't Know/No answer

99- Refused

PRE-TEST ONLY: TO BE REMOVED AFTER PRE-TEST [N = AT LEAST 10 IN EACH OFFICIAL LANGUAGE]

PT1. Are there any questions in this survey that you found difficult to understand?

01 – Yes

02 – No

PT2. [POSE ONLY IF 'YES' IN PT1]

Which questions did you find difficult to understand?

RECORD VERBATIM _____

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.

French Questionnaire

Bonjour/Hello, Je m'appelle _____ et je suis de Narrative Research, une société d'études sur l'opinion publique. Nous menons un sondage téléphonique pour savoir ce que les gens pensent au sujet d'enjeux importants auxquels font face les milieux naturels et les sites historiques du Canada. Laissez-moi vous assurer que nous n'essayons pas de vous vendre quoi que ce soit.

Voulez-vous que je continue en français ou en anglais ?

[AU BESOIN : Thank you. Someone will call you back shortly to complete the survey in English]

Nous choisissons les numéros de téléphone au hasard puis nous sélectionnons une personne de chaque foyer pour répondre à l'étude. Le sondage prend environ 7 minutes et il est entièrement confidentiel. La participation à ce sondage est volontaire. Vos réponses demeureront anonymes. Nous menons ce sondage selon les exigences de la Loi sur la protection des renseignements personnels.

Cet appel peut être écouté ou enregistré aux fins de contrôle de la qualité. L'enquête est enregistrée auprès du Conseil canadien de connaissances en recherche, si vous voulez vérifier l'enquête.

AU BESOIN : Si vous avez des questions au sujet de ce sondage ou si vous souhaitez vérifier la légitimité de cette recherche, vous pouvez communiquer avec Peter MacIntosh, Narrative Research au 1-888-414-1336.

AU BESOIN: Pour vérifier l'enquête, veuillez visiter: canadianresearchinsightscouncil.ca/rvs/home/?lang=fr
Le numéro d'enregistrement est : _____.

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

S1. Puis-je parler à un membre du ménage qui est âgé de 18 ans ou plus ? Serait-ce vous ?

[SI LA PERSONNE N'EST PAS DISPONIBLE, PRENEZ UN RENDEZ-VOUS POUR LA RAPPELER] [ENTREZ UN SEUL CODE]

- | | |
|-----------|--|
| 1 – Oui | CONTINUEZ |
| 2 – Non | DEMANDEZ À PARLER À UNE PERSONNE QUI RÉPOND AU CRITÈRE |
| 3 – Refus | REMERCIEZ ET METTEZ FIN À L'APPEL |

S2. [RÉPÉTEZ L'INTRODUCTION SI VOUS PARLEZ À UNE NOUVELLE PERSONNE]

Votre participation au sondage est volontaire, mais elle serait d'une grande utilité. Seriez-vous disponible pour prendre part à ce sondage ? Nous pouvons le faire dès maintenant ou à un moment plus propice pour vous. [ENTREZ UN SEUL CODE]

- | | |
|---------------------------------|-----------------------------------|
| 1 – Oui, maintenant | CONTINUEZ |
| 2 – Oui, mais à un autre moment | PRÉCISEZ LA DATE/L'HEURE PERSON |
| 3 – Refus | REMERCIEZ ET METTEZ FIN À L'APPEL |

S3. Êtes-vous dans un environnement qui vous permet de continuer aisément à répondre à ce sondage ? [ENTREZ UN SEUL CODE]

- | | |
|---------|----------------------|
| 1 – Oui | CONTINUEZ |
| 2 – Non | REMETTEZ À PLUS TARD |

D1. À quelle catégorie de genre vous identifiez-vous le plus ? [LISEZ LES QUATRE RÉPONSES EN ORDRE – ENTREZ UN SEUL CODE] [FAITES ATTENTION À L'OBJECTIF DE REPRÉSENTATION ÉQUILIBRÉE DES GENRES]

- 1 – Genre masculin

- 2 – Genre féminin
- 3 – Diverses identités de genre, ou
- 4 – Préférez-vous ne pas répondre

D2. À quelle catégorie d'âge appartenez-vous ?

[LISEZ LES RÉPONSES EN ORDRE – ENTREZ UN SEUL CODE] [FAITES ATTENTION À L'OBJECTIF DE REPRÉSENTATION DES CATÉGORIES D'ÂGE]

- 1 – 18 à 24
- 2 – 25 à 34
- 3 – 35 à 44
- 4 – 45 à 54
- 5 – 55 à 64

6 – Ou 65 ans et plus ?

RÉPONSE SPONTANÉE

99 – Préfère ne pas le dire REMERCIEZ ET METTEZ FIN À L'APPEL

D3. Dans quelle province ou quel territoire habitez-vous ?

[NE LISEZ PAS LES RÉPONSES – ENTREZ UN SEUL CODE] [LES OBJECTIFS DE REPRÉSENTATION DES RÉGIONS S'APPLIQUENT]

- 01 – Colombie-Britannique
- 02 – Alberta
- 03 – Saskatchewan
- 04 – Manitoba
- 05 – Ontario
- 06 – Québec
- 07 – Terre-Neuve-et-Labrador
- 08 – Nouvelle-Écosse
- 09 – Nouveau-Brunswick
- 10 – Île-du-Prince-Édouard
- 11 – Nunavut
- 12 – Territoires du Nord-Ouest
- 13 – Yukon

99 – Préfère ne pas le dire/PDR REMERCIEZ ET METTEZ FIN À L'APPEL

D4. [POSER Q.D4 SEULEMENT SI CODES 01, 05, OU 06 EN Q.D3]

Habitez-vous dans la [DIRE "région métropolitaine de Vancouver" SI 'COLOMBIE BRITANNIQUE' EN Q.D3; DIRE "grande région de Toronto" SI 'ONTARIO' EN Q.D3; ET DIRE "région métropolitaine de Montréal" SI 'QUÉBEC' EN Q.D3] ?

- 1 – Oui
- 2 – Non
- 3 – Incertain/Pas de réponse

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 RÉPONSES – ENTREZ UN SEUL CODE]

- 01 – Parcs Canada
- 02 – Canada Parcs

- 03 – Parcs nationaux canadiens
- 04 – Service des parcs
- 05 – Gouvernement fédéral/Gouvernement du Canada
- 06 – Gouvernement provincial
- 07 – Environnement Canada
- 08 – Ne savait pas qu’il y avait des parcs nationaux
- 09 – Ne savait pas qu’il y avait des lieux historiques nationaux
- 98 – Autre (**PRÉCISEZ** : _____)
- 99 – Ne sait pas/Pas de réponse

Q2. [NE POSER PAS Q2 SI LE RÉPONSE À Q1 = 01 (PARCS CANADA)]

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

[NE LISEZ PAS LES RÉPONSES – ENTREZ UN SEUL CODE]

- 01 – Oui, en a entendu parler
- 02 – Non, n’en a pas entendu parler
- 99 – Ne sait pas/pas de réponse

Q3. 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 ?

[ENTREZ UN SEUL CODE – POSEZ UNE QUESTION POUR ÉVITER D’ACCEPTER UNE FOURCHETTE]

- 01 – S’oppose totalement
- 02 –
- 03 – Ni pour, ni contre
- 04 –
- 05 – Appuie totalement
- RÉPONSE SPONTANÉE
- 99 – Ne sait pas/pas de réponse

Q4. Lorsque la pandémie de COVID-19 est terminée, où voulez-vous voyager lors de vos prochaines vacances d’été ? [LISEZ LES CHOIX DE RÉPONSES – ENTREZ UN SEUL CODE]

- 01 – Voyager au Canada
- 02 – Voyager aux États-Unis
- 03 – Voyager aux lieux à l’étranger
- 04 – Je n’ai pas l’intention de voyager
- RÉPONSE SPONTANÉE
- 99 – Ne sais pas/Pas de réponse

Pour terminer, j’aimerais vous poser quelques questions sur vous et votre ménage aux fins de statistique seulement. Soyez assuré que vos réponses demeureront confidentielles.

D5. Quel est le plus haut niveau de scolarité que vous avez atteint ?

[NE LISEZ PAS LES RÉPONSES – ENTREZ UN SEUL CODE]

- 01 – Secondaire 2 ou moins/8ième année ou moins

- 02 – Quelques années d'étude au secondaire
- 03 – Diplôme d'études secondaires ou l'équivalent
- 04 – Apprentissage enregistré ou autre certificat ou diplôme d'une école de métiers
- 05 – Collège, CÉGEP ou autre certificat ou diplôme d'une institution non universitaire
- 06 – Certificat ou diplôme inférieur au baccalauréat
- 07 – Baccalauréat
- 08 – Diplôme d'études universitaires supérieur au baccalauréat
- 99 – Préfère ne pas répondre

D6. Des enfants de 18 ans et moins habitent-ils actuellement dans votre foyer ?

[NE LISEZ PAS LES RÉPONSES – ENTREZ UN SEUL CODE]

- 01 – Oui
- 02 – Non
- 99 – Préfère ne pas dire/pas de réponse

D7. Laquelle des catégories suivantes vous décrit le mieux ?

[LISEZ LES RÉPONSES – ENTREZ UN SEUL CODE]

- 01 - Je suis né(e) au Canada
- 02 - Je suis né(e) à l'extérieur du Canada
- RÉPONSE SPONTANÉE
- 98- Ne sais pas
- 99- Refus

PRÉ-TEST UNIQUEMENT : RETIRER APRÈS LE PRÉ-TEST [N = AU MOINS 10 DANS CHAQUE LANGUE OFFICIELLE]

PT1. Y a-t-il des questions dans ce sondage que vous avez trouvé difficile à comprendre ?

- 01 – Oui
- 02 – Non

PT2. [POSER SEULEMENT SI LE RÉPONSE À PT1= 01 (OUI)]

Quelle(s) question(s) avez-vous trouvé difficile à comprendre ?

NOTER MOT À MOT _____

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.