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# Visitor Satisfaction Survey 2021

## Methods Report

Prepared for Parks Canada

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*Ce rapport est aussi disponible en français*

Canada 

# Visitor Satisfaction Survey 2021

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**Supplier name:** Advanis Inc.  
December 2021

This public opinion research report presents the results of an online/telephone survey conducted by Advanis Inc. on behalf of Parks Canada. The research was conducted with 1,233 adult Canadians between October 27 and November 18, 2021.

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# 1.0 Summary

## 1.1 Background and objectives

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. In a typical year, Parks Canada undertakes self-administered onsite paper surveys (randomly sampled visitor parties from mid-May to mid-October) at select parks/sites annually to acquire feedback and measure performance. Parks Canada receives between 10,000 and 20,000 returned surveys annually depending on participating places in a given year.

Due to COVID-19, onsite intercept surveys, in paper or electronic format, were not feasible during the 2021 season. An alternative approach was sought to acquire feedback and measure performance. Parks Canada does not maintain a contact database of visitors. Therefore, it sourced a third party (Advanis) to find people in the general population that had visited a national park or national historic site during the designated operating season between mid-May and early September 2021.

The *Parks Canada Visitor Satisfaction Survey* aimed to gather feedback from Canadians about their experiences and satisfaction with operations during their visit to national parks and/or national historic sites or waterways during the 2021 operating season. The survey aimed to collect feedback about:

- Overall enjoyment and satisfaction with the national park and/or national historic site experience; and
- Satisfaction with various visit elements, including COVID-19 safety measures; and
- The importance of factors when planning a visit to the national park and/or national historic site; and,
- Importance of national parks/national historic sites during a pandemic.

The probability-based study was conducted, in both English and French, using a two-step approach where respondents were recruited by telephone to participate in an online web survey. To source the sample, questions were added to other studies being conducted by Advanis asking about whether people had visited a national park or national historic site/waterway during the summer of 2021. Overall, 1,233 people completed the survey between October 27 and November 18, with a response rate of 34.8 %, and a margin of error of 2.8 % (19 times out of 20 at a 95 % confidence interval). The data was weighted based on geographic region, using actual visitation volumes by region provided by Parks Canada.

The total cost of this research was \$44,816 (including HST).

## 1.2 Political Neutrality Requirement

### Political neutrality certification

I hereby certify as Senior Officer of Advanis 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: 

Nicolas Toutant, Vice-President, Research and Evaluation

## 2.0 Methodology

Parks Canada cancelled its on-site /in-person visitor surveys in 2021 to align with health and safety protocols associated with COVID-19. The organization sought an alternative approach to obtain feedback from visitors and address performance measurement requirements.

Parks Canada sought a probability-based sample of 1,200 Canadians age 18 and older drawn from the general population who had visited a national park and/or national historic site during the summer of 2021. Visitation was lower overall due to some park/site closures, modified service offers, and travel limitations related to COVID-19, but some individual parks had above average visitation. So rather than sampling by specific province and territory, the study aimed for regional distributions to match actual visitation patterns provided by Parks Canada.

The probability-based study was conducted using a two-step approach where respondents were recruited by telephone to participate in an online web survey. Given the difficulty of finding respondents in the general population who had visited a national park or national historic site during a pandemic, random digit dialling to find respondents was not employed. Instead, Advanis first added pre-screener questions about park visitation to other studies it was running among the general population, to pre-determine if respondents had visited a park/site within the summer of 2021. Questions asked for the specific place visited to ensure there was no confusion between national and provincial parks or historic sites under other levels of jurisdiction. These records were gathered between the end of July and October 2021. In total approximately 21,000 people responded to our park visitation question. The incidence of national park or national historic site visitors was approximately 14 % (or approximately 3,000 people).

Overall, 2,896 respondents indicated they have visited a national park and/or national historic site during the designated period in 2021. In a similar study conducted in 2020, 1133 said they had visited a national park or national historic site managed by Parks Canada. Those were added to the sample because the probability they visited a park again this past year was likely much higher than the general population.

These respondents were then contacted by telephone and recruited over the phone to participate in the *Parks Canada Visitor Satisfaction Survey*. In total, 3,503 phone numbers were called between October 27 and November 18, 2021, and 3,048 people were recruited to the survey, for a response rate on the recruit of 87.0 %. In addition, 500 SMS invitations were directly sent randomly among our General Population Random Sample in Ontario and Quebec on November 8 to increase the number of respondents in Central Canada.

Of the 3,548 participants invited to participate in the survey, 1,666 accessed the survey. 35 people were subsequently disqualified from the survey because they were unable to indicate which specific national park and/or national historic site they had visited. In total, 1,233 were eligible and completed the full online survey, for a response rate among those recruited of 34.8 % (39.4 % for those recruited by phone first and 6.4 % for those who received a direct SMS invite). The margin of error for the study was +/- 2.8 %, at a 95 % confidence interval (i.e., 19 times out of 20).

Among those completing the survey online, the average survey length was approximately five and a half minutes.

The *Parks Canada Visitor Satisfaction Survey* was designed by Parks Canada. The Government of Canada's standards for pre-testing were adhered to, with pretests being conducted in both English and French. The pretest was conducted on October 27, 2021. During this pretest, we recruited 154 people by phone in English and French. This led to 28 completed online surveys (14 French, and 14 English). The validation of the data was completed on the morning of October 28. Frequencies of the data were provided to Parks Canada to review. No changes were made to the survey following the pretest.

During the computer-assisted telephone interviews (CATI) recruit, Advanis requested permission to send the survey link to respondents' mobile phones via a Short Message Service (SMS). The advantage of SMS survey invitations is that, unlike email invitations, they avoid issues with incorrect email addresses and spam filtering. If the recruited respondent did not have a smartphone or preferred email, survey links were sent via email. Of the respondents who completed the CATI screener or were directly invited to participate in the survey, 99.8 % were invited via SMS, and 0.2 percent were invited by email. Of those recruited to the online survey by SMS, 34.7 % completed the survey (39.4 % for those recruited by phone first and 6.4 % for those who received a direct SMS invite). Among those who were sent an email invitation, the completion rate of the online survey was 37.5 % percent, although only 8 email invitations were sent in total. Invite reminders were sent 3 days and 6 days after the initial invitation.

### **3.0 Sampling plan and data collection**

The target audience for this project was Canadians, across all provinces and territories, who were 18 years and older who visited a national park and/or national historic site during the summer of 2021. The goal was to achieve a regional distribution similar to actual visitation numbers provided by Parks Canada for the 2021 season.

The sample consisted of a core sample of 4,029 Canadians aged 18 and older that declared they had visited a national park and/or national historic site during the summer of 2021 or who declared they visited a national park and/or national historic site in a previous study. To collect this sample, Advanis

added visitation questions to countrywide random selection studies, being conducted by Advanis, surveying the Canadian population on topics of interest such as COVID related matters. These records were then contacted and recruited over the phone to participate in the *Parks Canada Visitor Satisfaction Survey 2021*. In total, 3,503 phone numbers were called, and 3,048 people were recruited to the survey. In addition, 500 Canadians aged 18 and older in Quebec and Ontario were directly invited by SMS to participate in the survey. These were taken from our General Population Random Sample. Overall, 1,233 Canadians completed the *Parks Canada Visitor Satisfaction Survey 2021*.

## 4.0 Weighting

This study focused on people who had visited a national park/national historic site during the 2021 summer season – it was not a general population study. As there is no known ‘population’ of Canadian visitors and who visits a particular national park/national historic site varies by a range of circumstances, there was no possible comparison (nor was it necessary to compare to the Canadian population) to determine weights or response bias. Rather the final sample of 1,233 was weighted based on geographic region, using actual visitation volumes by region provided by Parks Canada for the 2021 season.

**Table 1: The weights**

Region	Unweighted N	Weighted N	Weight Proportion	Weight
Atlantic	140	123	10 %	0.8807
Central	424	555	45 %	1.3086
Prairie	85	62	5 %	0.7253
West/North	584	493	40 %	0.8445

## 5.0 Quality Control

### 5.1 - Quality Control in Survey Programming

Advanis utilizes technology to maximize quality control in survey programming. Having developed a proprietary survey engine tool, Advanis professionals are able to design and program a survey in a browser-based environment, eliminating the need to involve a programmer who is less familiar with the survey subject matter. Below are the steps followed to ensure the quality of the survey.

- The survey was thoroughly pre-tested by Advanis’ project team members, as well as by non-team members (non-team members provide “fresh eyes”).
- The online survey was tested by representatives at Parks Canada (and their designated testers). This allowed Parks Canada to ensure skip patterns and survey questions were correctly programmed.

### 5.2 - CATI Methodology and Quality Control

The CATI recruit script was programmed on Advanis’ proprietary CATI platform with no unforeseen challenges. Advanis was able to leverage its experience for the survey programming and the reminder process to achieve high quality standards.

Advanis implemented the following to ensure the highest quality data collection:

- Trained the interviewers to best understand the study's objectives and to ensure that they were able to pronounce and understand the survey wording.
- Detailed call records were kept by the automated CATI system, and were monitored for productivity analysis (i.e., not subject to human error).
- Screening scripts contained a description of the importance of the research and the importance of respondent participation, serving as a motivator for respondents.
- The recruit scripts were pre-tested for best possible flow.
- Our average interviewer employment tenure is very high compared to industry standards, resulting in a team of interviewers who are more experienced and knowledgeable regarding the target audience.
- Advanis' Quality Assurance team listened to the actual recordings of ten percent of completed surveys and compared the responses to those entered by the interviewer, to ensure that responses were properly recorded. This is in addition to the live monitoring done by field supervisors.
- Team Supervisors conduct regular, more formal evaluations with each interviewer, in addition to nightly monitoring of each interviewer on their team.

To ensure high interview quality, our interviewers are trained to use various interviewing techniques. As well as maintaining a professional attitude, our interviewers must also be convincing, read word-for-word, take notes, probe deeper on semi-open and open questions, systematically confirm the information given and listen to the respondent.

### 5.3 - Web Methodology and Quality Control

All Advanis Web surveys are hosted internally by Advanis, and we employ a rigorous and stringent set of data collection control mechanisms to ensure the highest quality for the data collected, including:

- Respondents have a unique access code to ensure that only that participant can complete the online survey.
- Extensive internal logic checks are programmed directly into the survey to ensure logical responses.
- Web surveys are implemented using Advanis' proprietary software (which is designed to handle complicated survey formats).
- Advanis administered a detailed internal test and an external pretest to ensure that the survey instrument was working as planned.
- We tested the questionnaire in multiple browsers and provided Parks Canada with a link so they could do internal testing.

### 5.4 - Quality Control in Data Handling and Reporting

For all of the data collected, Advanis develops rules to check the validity of the data. These rules include items such as:

- Time taken to complete the survey
- Checking for verbatims that are gibberish or don't make sense



- And, of course, rigorous checks are completed to ensure the data is accurate and error-free according to the questionnaire logic (skip patterns).

Advanis staff have used the SPSS Statistics Software for over 20 years and are very proficient users of the software. All data cleaning performed on projects are outlined in syntax files with intermediate data files saved throughout the process. This ensures that the original raw data file is never overwritten, and that if an error is discovered in our code, we can quickly and easily rerun the syntax to produce a new data file. Individuals developing code incorporate internal checks in their code (e.g., crosstabs) to ensure the syntax had the desired effect. In addition, all syntax is reviewed by another team member or technical specialist for accuracy.

## **6.0 Data cleaning and guidelines for analysis and release**

After the data collection was completed, data cleaning was performed to ensure high quality results. Data cleaning involved converting the national park and national historic site lists back into 1 list not split out by province and/or region. The data for the additional comments question was also coded into common themes.

# Appendices

## English Questionnaire

### Parks Canada Visitors 2021

Government of Canada



The Government of Canada is conducting research on the topic of national parks and national historic sites. Advanis (<http://advanis.net>) has been hired to administer this survey. This survey uses Advanis' Tell City Hall (<http://www.tellcityhall.ca>) data collection methodology. **Si vous préférez répondre au sondage en français, veuillez cliquer sur français.**

The survey takes about 5 minutes to complete and your participation is voluntary and confidential. No individual will be associated with the survey's results – the results are rolled up into large categories to protect the confidentiality of each participant. The information you provide will be managed according to the requirements of the *Privacy Act*, the *Access to Information Act*, and any other pertinent legislation.

Should you have any questions about the survey please contact Advanis at 1-866-820-5163 or [survey+parks2021@advanis.net](mailto:survey+parks2021@advanis.net) (<mailto:survey+parks2021@advanis.net>) and reference project number 5876.

Please note: You have been selected at random to participate in this study. No contact information was provided by the Government of Canada for the purposes of this study.

If you get interrupted while doing the survey, you **can click on the same link** to pick up right where you left off.

© 2021 Privacy Policy (<http://www.tellcityhall.ca/privacy.html>)

#### First, to confirm, what is your age?

- 1 Under 18
- 2 18 to 24
- 3 25 to 29
- 4 30 to 34
- 5 35 to 39
- 6 40 to 44
- 7 45 to 49
- 8 50 to 54
- 9 55 to 59
- 10 60 to 64
- 11 65 and older

**TD3** *Show if Under 18*

Thank you for your interest in this survey, but you must be 18 or older to participate in this study.

**Q1**

**Did you visit a national park, national historic site or national waterway (canal) this summer?**

If you visited multiple national parks/national historic sites, please consider only the one you visited last (i.e., most recently).

- 1 Yes - visited a national park
- 2 Yes - visited a national historic site/national waterway
- 3 No, have not visited a national park, national historic site/national waterway

**T1** *Show if Q1 No*

We're sorry but for this study you must have visited a national park, national historic site or national waterway this summer. Thank you for your time.

**Q1a** *Show if Q1 National Park*

**In what region of Canada was the national park you visited located?**

- 1 Western Canada (British Columbia, Alberta, Saskatchewan, Manitoba)
- 2 Central Canada (Ontario, Quebec)
- 3 Atlantic Canada (New Brunswick, Newfoundland & Labrador, Nova Scotia, Prince Edward Island)
- 4 Northern Canada (Yukon Territory, Northwest Territories, Nunavut)

**Q1a1** *Show if Q1a Western Canada*

**What specific national park did you visit?**

- 1 British Columbia
- 2 Gulf Islands
- 3 Gwaii Haanas
- 4 Pacific Rim
- 5 Mount Revelstoke – Glacier
- 6 Yoho
- 7 Kootenay
- 8 Alberta
- 9 Banff
- 10 Elk Island
- 11 Jasper
- 12 Waterton Lakes
- 13 Saskatchewan
- 14 Grasslands
- 15 Prince Albert
- 16 Manitoba
- 17 Riding Mountain
- 18 Wapusk
- 19 I did not visit any of these

**Q1a2** *Show if Q1a Central Canada*

**What specific national park did you visit?**

- Ontario
- 1 Bruce Peninsula / Fathom Five Marine Park
  - 2 Georgian Bay Islands
  - 3 Point Pelee
  - 4 Pukaskwa
  - 5 Thousand Islands
  - 6 Rouge National Urban Park
- Quebec
- 7 La Mauricie
  - 8 Mingan Archipelago
  - 9 Forillon
  - 10 Saguenay-St Lawrence Marine Park
  - 11 I did not visit any of these

**Q1a3** *Show if Q1a Atlantic Canada*

**What specific national park did you visit?**

- Newfoundland & Labrador
- 1 Gros Morne
  - 2 Terra Nova
- Nova Scotia
- 3 Cape Breton Highlands
  - 4 Kejimikujik
  - 9 Sable Island
- New Brunswick
- 5 Fundy
  - 6 Kouchibouguac
- Prince Edward Island
- 7 Prince Edward Island
  - 8 I did not visit any of these

**Q1a4** *Show if Q1a Northern Canada*

**What specific national park did you visit?**

- Yukon
- 2 Ivvavik
  - 1 Kluane
- Northwest Territories
- 5 Aulavik
  - 3 Nahanni
  - 11 Nááts'ihch'oh
  - 6 Tuktut Nogait
  - 4 Wood Buffalo
- Nunavut
- 7 Auyuittuq

- 8 Quttinirpaaq
- 9 Sirmilik
- 10 I did not visit any of these.

**T2** *Show if Q1a No parks*

We're sorry but for this study you must have visited one of these national parks to participate.  
Thank you for your time.

**Q1b** *Show if Q1 Historic Site or Waterway*

**In what region of Canada was the national historic site/national waterway you visited located?**

- 1 Western Canada (British Columbia, Alberta, Saskatchewan, Manitoba)
- 2 Ontario
- 3 Quebec
- 4 Atlantic Canada (New Brunswick, Newfoundland & Labrador, Nova Scotia, Prince Edward Island)
- 5 Northern Canada (Yukon Territory, Northwest Territories, Nunavut)

**Q1b1** *Show if Q1b Western Canada*

**What specific national historic site/national waterway did you visit?**

- Alberta
- 1 Banff Park Museum
- 2 Bar-U Ranch
- 3 Cave & Basin
- 4 Rocky Mountain House
- British Columbia
- 5 Chilkoot Trail
- 6 Fort Langley
- 7 Fort Rodd Hill/Fisgard Lighthouse
- 8 Fort St James
- 9 Gulf of Georgia Cannery
- 10 Rogers Pass
- 21 SGang Gwaay Llnagaay (Nan Sdins)
- Saskatchewan
- 11 Batoche
- 12 Fort Battleford
- 13 Fort Walsh
- 14 Motherwell Homestead
- Manitoba
- 15 Lower Fort Garry
- 16 Prince of Wales Fort
- 17 Riel House
- 18 The Forks
- 19 York Factory
- 20 I did not visit any of these

**Q1b2** *Show if Q1b Ontario*

**What specific national historic site/national waterway did you visit?**

- 1 Bellevue House
- 2 Bethune Memorial House
- 3 Fort George
- 4 Fort Malden
- 5 Fort St. Joseph
- 6 Fort Wellington
- 7 HMSC Haida
- 8 Laurier House
- 9 Queenston Heights
- 10 Rideau Canal
- 11 Sault Ste Marie Canal
- 12 Trent Severn Waterway
- 13 Woodside
- 14 I did not visit any of these

**Q1b3** *Show if Q1b Quebec*

**What specific national historic site/national waterway did you visit?**

- 1 Artillery Park
- 2 Battle of the Châteauguay
- 3 Battle of the Restigouche
- 4 Cartier Brébeuf
- 5 Coteau-du-Lac
- 6 Forges du Saint-Maurice
- 7 Fort Chambly
- 8 Fort Lennox
- 9 Fort Témiscamingue
- 10 Fortifications of Quebec
- 11 Grosse Île & the Irish Memorial
- 12 Lévis Forts
- 13 Louis S. St Laurent
- 14 Manoir Papineau
- 15 Point-au-Père Lighthouse
- 16 Sir George-Étienne Cartier
- 17 Sir Wilfrid Laurier
- 18 The Fur Trade at Lachine
- 19 Carillon Canal
- 20 Chambly Canal
- 21 Lachine Canal
- 22 Sainte-Anne-de-Bellevue Canal
- 23 Saint-Ours Canal
- 24 I did not visit any of these

**Q1b4** *Show if Q1b Atlantic Canada*

**What specific national historic site/national waterway did you visit?**

- Newfoundland and Labrador
- 1 Cape Spear
- 2 Castle Hill
- 3 Hawthorne Cottage
- 4 L'Anse aux Meadows
- 5 Port au Choix
- 6 Red Bay
- 7 Ryan Premises
- 8 Signal Hill
- Prince Edward Island
- 9 Green Gables House
- 23 Skmaqñ–Port-la-Joye–Fort-Amherst
- Nova Scotia
- 10 Alexander Graham Bell
- 11 Canso Islands & Grassy Island Fort
- 12 Fort Anne
- 24 Fort Edward
- 13 Fortress of Louisbourg
- 14 Grand Pré
- 15 Halifax Citadel
- 16 Marconi
- 17 Port Royal
- 18 York Redoubt
- New Brunswick
- 19 Carleton Martello Tower
- 20 Fort Beauséjour
- 25 Monument-Lefebvre
- 21 St. Andrew's Blockhouse
- 22 I did not visit any of these

**Q1b5** *Show if Q1b Northern Canada*

**What specific national historic site/national waterway did you visit?**

- 1 Klondike National Historic Sites (i.e., Dawson Historical Complex, SS Keno, the Dredge)
- 2 S.S. Klondike (the ship)
- 3 I did not visit any of these

**T3** *Show if Q1b No sites or waterways*

We're sorry but for this study you must have visited one of these national sites or national waterways to participate. Thank you for your time.

**Q2**

Parks Canada regularly conducts visitor surveys in national parks and national historic sites, engaging with tens of thousands of people annually onsite. The current COVID-19 situation makes these in-person

interactions difficult. However, visitor feedback is still important. As a recent visitor to a national park or national historic site, Parks Canada welcomes your feedback on your visit.

**Was this your first visit to <<Park/Site/Waterway>>?**

- 1 Yes, first time
- 2 No, I have been there before

**Q3 How much did you enjoy your visit?**

- 5 5 - A lot
- 4 4
- 3 3
- 2 2
- 1 1 - Not at all

**Q4 Please rate your level of satisfaction with the following elements of your visit.**

1. Trip planning information (e.g., what to expect prior to arrival, what was open, what to bring) \*
2. Staff making you feel welcome \*
3. Health and safety measures in place on site (e.g., distancing, signage, sanitizers, protective screens) \*
4. Information on how to act responsibly around wildlife \*

*Levels marked with \* are randomized*

- 5 5 - Very satisfied
- 4 4
- 3 3
- 2 2
- 1 1 - Not at all satisfied
- .9 Not applicable

**Q4d Please rate your level of satisfaction with your overall visit to <<Park/Site/Waterway>>.**

- 5 5 - Very satisfied
- 4 4
- 3 3
- 2 2
- 1 1 - Not at all satisfied

**Q5 How important were the following in your decision to visit this year?**

1. I wanted to stay local \*
2. I wanted to get into nature (be away from my neighbourhood) \*
3. I wanted to visit places with fewer tourists this year \*
4. I considered the park/site a safe place to visit \*
5. The park/site was important to me \*

*Levels marked with \* are randomized*

- 5 5 - Strongly agree
- 4 4



- 3 3
- 2 2
- 1 1 - Strongly disagree

**Q6 How important was having national parks and historic sites open (to access and enjoy) to the following:**

1. Your mental health \*
2. Your physical health (for exercise, recreation) \*
3. Your feelings of a sense of normalcy during this time \*

*Levels marked with \* are randomized*

- 5 5 - Very important
- 4 4
- 3 3
- 2 2
- 1 1 - Not at all important

### Q7

Seeing wildlife in their natural habitat is an important motivation for many people visiting national parks and historic sites. These places are home to an abundance of wildlife - from snakes and turtles, to bears and moose.

In general, how would you rate the importance of the following actions in keeping wildlife safe and wild in national parks and historic sites?

**It is important to...**

1. Store food and scented items when not in use (e.g. when camping or picnicking) \*
2. Put all litter in designated garbage bins (including apple cores, banana peels, empty containers) \*
3. Keep a safe distance from all wildlife (even if you want a picture) \*
4. Refrain from attempting to take "selfie" pictures with wildlife in the background \*
5. Keep dogs on leash at all times (e.g. when experiencing a national park or site) \*
6. Stay within designated areas of use (e.g. not going into off limit or closed areas) \*
7. Stay in your car when wildlife are on the side of the road \*
8. Not feed any wildlife (including ducks, squirrels) \*
9. Drive the posted speed limit at all times \*

*Levels marked with \* are randomized*

- 1 Very high
- 2 High
- 3 Moderate
- 4 Low
- 5 Very low
- 6 Do not know

**Q8a Where did you obtain information on how to act responsibly around wildlife prior to your visit?**

- 1 Parks Canada website

- 2 Parks Canada social media channels
- 3 Parks Canada mobile app(s)
- 5 Parks Canada visitor centres
- 6 Parks Canada staff
- 4 Park/site visitor guides / brochures
- 7 Road or other park/site information signs
- 8 Travel articles or media coverage
- 9 Other digital sources (apps, websites, social media) \*
- 10 Other travel guides or brochures \*
- 11 Other (specify): \_\_\_\_\_
- 12 None of the above (Exclusive)

Levels marked with \* are randomized

**Q8b Where did you obtain information on how to act responsibly around wildlife during your visit?**

- 1 Parks Canada website
- 2 Parks Canada social media channels
- 3 Parks Canada mobile app(s)
- 5 Parks Canada visitor centres
- 6 Parks Canada staff
- 4 Park/site visitor guides / brochures
- 7 Road or other park/site information signs
- 8 Travel articles or media coverage
- 9 Other digital sources (apps, websites, social media) \*
- 10 Other travel guides or brochures \*
- 11 Other (specify): \_\_\_\_\_
- 12 None of the above (Exclusive)

Levels marked with \* are randomized

**Q9 Any additional comments you would like to share about your visit?**

*Please do not enter personally-identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.*

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- .9 No additional comments

**Q10 In which province or territory do you currently live?**

- 1 Alberta (AB)
- 2 British Columbia (BC)
- 3 Manitoba (MB)
- 4 New Brunswick (NB)
- 5 Newfoundland and Labrador (NL)
- 6 Northwest Territories (NT)
- 7 Nova Scotia (NS)
- 8 Nunavut (NU)

- 9 Ontario (ON)
- 10 Prince Edward Island (PE)
- 11 Quebec (QC)
- 12 Saskatchewan (SK)
- 13 Yukon (YT)
- 8 Prefer not to say

**Q11 With which gender category do you most identify?**

- 1 Male gender
- 2 Female gender
- 3 Gender diverse
- 8 Prefer not to say

**EndTCH**

We have asked you all of our questions. The team at Parks Canada thanks you for taking the time to provide your thoughts. They look forward to seeing you in 2022.

If you'd like to see results from other studies conducted by Advanis via TellCityHall, please visit [tellcityhall.ca/surveys](http://www.tellcityhall.ca/surveys) (<http://www.tellcityhall.ca/surveys.html>).

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## Appendix B: French Questionnaire

# Parcs Canada visiteurs 2021

Gouvernement du Canada



Le gouvernement du Canada mène des recherches sur le thème des **parcs nationaux et lieux historiques nationaux**. Advanis (<https://www.advanis.net/fr>) a été embauché pour administrer cette enquête. Cette enquête utilise la méthodologie de collecte de données de MaVilleÉcoute (<http://www.mavilleecoute.ca/>), propriété d'Advanis. **If you prefer completing the survey in English, please click on English.**

Il vous faudra environ 5 minutes pour répondre à ce sondage et votre participation est volontaire et confidentielle. Aucune personne ne sera associée aux résultats de l'enquête – les résultats sont regroupés en grandes catégories afin de protéger la confidentialité de chaque participant. Les renseignements que vous fournissez seront gérés conformément aux exigences de la *Loi sur la protection des renseignements personnels*, de la *Loi sur l'accès à l'information* et de toute autre loi pertinente.

Si vous avez des questions concernant l'enquête, veuillez communiquer avec Advanis au 1-866-820-5163 ou nous envoyer un courriel à l'adresse [survey+parks2021@advanis.net](mailto:survey+parks2021@advanis.net) (<mailto:survey+parks2021@advanis.net>) en indiquant le numéro de référence de l'étude 5876.

Notez s'il vous plaît : Vous avez été sélectionné au hasard pour participer à cette étude. Aucune information de contact n'a été fournie par le gouvernement du Canada aux fins de cette étude.

Si vous êtes interrompu, vous pouvez **appuyer sur le même lien** et reprendre là où vous étiez rendu.

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### Premièrement, pour fins de confirmation, quel est votre âge ?

- 1 Moins de 18
- 2 18 à 24
- 3 25 à 29
- 4 30 à 34
- 5 35 à 39
- 6 40 à 44
- 7 45 à 49
- 8 50 à 54
- 9 55 à 59
- 10 60 à 64
- 11 65 et plus

**TD3** *Montrer si Moins de 18 ans*

Merci de votre intérêt envers ce sondage, toutefois pour participer à cette étude vous devez avoir 18 ans ou plus.

**Q1**

Avez-vous visité un parc national, un lieu historique national ou une voie navigable nationale (canal) cet été?

**Si vous avez visité plusieurs parcs nationaux ou lieux historiques nationaux, veuillez ne prendre en compte que le dernier que vous avez visité (c'est-à-dire le plus récemment).**

- 1 Oui - j'ai visité un parc national
- 2 Oui - j'ai visité un lieu historique ou voie navigable
- 3 Non - je n'ai visité aucun de ces endroits

**T1** *Montrer si Q1 Non*

Nous sommes désolés, mais pour participer à cette étude vous devez avoir visité un parc national, un site historique national ou des canaux historiques et des voies navigables cet été. Merci pour votre temps.

**Q1a** *Montrer si Q1 Parc national*

**Dans quelle région du Canada se trouve ce parc national que vous avez visité ?**

- 1 L'ouest canadien (la Colombie-Britannique, l'Alberta, la Saskatchewan, le Manitoba)
- 2 Le centre du Canada (l'Ontario et le Québec)
- 3 Le Canada atlantique (le Nouveau-Brunswick, la Nouvelle-Écosse, l'Île-du-Prince-Édouard, Terre-Neuve-et-Labrador)
- 4 Le nord du Canada (le Yukon, les Territoires du Nord-Ouest ou le Nunavut)

**Q1a1** *Montrer si Q1a Ouest canadien*

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

- 1 Colombie-Britannique
- 2 Îles-Gulf
- 3 Réserve et site haïda Gwaii Haanas
- 4 Pacific Rim
- 5 Mont-Revelstoke et Glaciers
- 6 Yoho
- 7 Kootenay
- 8 Alberta
- 9 Banff
- 10 Elk Island
- 11 Jasper
- 12 Lacs-Waterton
- 13 Saskatchewan
- 14 Prairies
- 15 Prince Albert
- 16 Manitoba
- 17 Mont-Riding
- 18 Wapusk
- 19 Je n'ai visité aucun de ces endroits

**Q1a2** *Montrer si Q1a Centre du Canada*

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

- Ontario
- 1 Péninsule-Bruce/ Fathom Five
- 2 Îles-de-la-Baie-Georgienne
- 3 Pointe-Pelée
- 4 Pukaskwa
- 5 Mille-Îles
- 6 Parc urbain national de la Rouge
- Québec
- 7 La Mauricie
- 8 Réserve de l'Archipel-de-Mingan
- 9 Forillon
- 10 Saguenay-Saint-Laurent
- 11 Je n'ai visité aucun de ces endroits

**Q1a3** *Montrer si Q1a Canada atlantique*

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

- Terre-Neuve-et-Labrador
- 1 Gros-Morne
- 2 Terra-Nova
- Nouvelle-Écosse
- 3 Hautes-Terres-du-Cap-Breton
- 4 Kejimikujik
- 9 l'Île-de-Sable
- Nouveau-Brunswick
- 5 Fundy
- 6 Kouchibouguac
- Île-du-Prince-Édouard
- 7 Île-du-Prince-Édouard
- 8 Je n'ai visité aucun de ces endroits

**Q1a4** *Montrer si Q1a Nord du Canada*

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

- Yukon
- 2 Ivavik
- 1 Kluane
- Territoires du Nord-Ouest
- 5 Aulavik
- 3 Nahanni
- 11 Nááts'ihch'oh
- 6 Tuktut Nogait
- 4 Wood Buffalo
- Nunavut

- 7 Auyuittuq
- 8 Quttinirpaaq
- 9 Sirmilik
- 10 Je n'ai visité aucun de ces endroits

**T2** *Montrer si Q1a Aucun parc*

Nous sommes désolés, mais vous devez avoir visité un de ces parcs nationaux pour participer.  
Merci pour votre temps.

**Q1b** *Montrer si Q1 lieu historique ou voie navigable*

**Dans quelle région du Canada se trouve ce lieu historique ou cette voie navigable que vous avez visitée ?**

- 1 L'ouest canadien (la Colombie-Britannique, l'Alberta, la Saskatchewan, le Manitoba)
- 2 Ontario
- 3 Québec
- 4 Le Canada atlantique (le Nouveau-Brunswick, la Nouvelle-Écosse, l'Île-du-Prince-Édouard, Terre-Neuve-et-Labrador)
- 5 Le nord du Canada (le Yukon, les Territoires du Nord-Ouest ou le Nunavut)

**Q1b1** *Montrer si Q1b Ouest Canadien*

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

- Alberta
- 1 Musée-du-Parc-Banff
- 2 Ranch- Bar U
- 3 Cave & Basin
- 4 Rocky Mountain House
- Colombie-Britannique
- 5 Piste-Chilkoot
- 6 Fort-Langley
- 7 Fort Rodd Hill// Phare-de-Fisgard
- 8 Fort-St James
- 9 Gulf of Georgia Cannery
- 10 Col-Rogers
- 21 SGang Gwaay Lnagaay (Nan Sdins)
- Saskatchewan
- 11 Batoche
- 12 Fort-Battleford
- 13 Fort-Walsh
- 14 Homestead-Motherwell
- Manitoba
- 15 Lower Fort Garry
- 16 Fort Prince-de-Galles
- 17 Maison-Riel
- 18 La Fourche
- 19 York Factory
- 20 Je n'ai visité aucun de ces endroits

**Q1b2** *Montrer si Q1b Ontario*

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

- 1 Villa-Bellevue
- 2 Maison-Commémorative-Bethune
- 3 Fort-George
- 4 Fort-Malden
- 5 Fort-St. Joseph
- 6 Fort-Wellington
- 7 NCSM Haida
- 8 Maison-Laurier
- 9 Hauteurs-de-Queenston
- 10 Canal-Rideau
- 11 Canal-de-Sault Ste. Marie
- 12 Voie-Navigable-Trent-Severn
- 13 Woodside
- 14 Je n'ai visité aucun de ces endroits

**Q1b3** *Montrer si Q1b Québec*

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

- 1 Parc-de-l'Artillerie
- 2 Bataille-de-la-Châteauguay
- 3 Bataille-de-la-Ristigouche
- 4 Cartier-Brébeuf
- 5 Coteau-du-Lac
- 6 Forges-du-Saint-Maurice
- 7 Fort-Chambly
- 8 Fort-Lennox
- 9 Fort-Témiscamingue
- 10 Fortifications-de-Québec
- 11 Grosse-Île-et-le-Mémorial-des-Irlandais
- 12 Forts-de-Lévis
- 13 Louis-S.-St-Laurent
- 14 Manoir-Papineau
- 15 Phare-de-Pointe-au-Père
- 16 Sir-George-Étienne-Cartier
- 17 Sir-Wilfrid-Laurier
- 18 Commerce-de-la-Fourrure-à-Lachine
- 19 Canal-de-Carillon
- 20 Canal-de-Chambly
- 21 Canal-de-Lachine
- 22 Canal-de-Sainte-Anne-de-Bellevue
- 23 Canal-de-Saint-Ours
- 24 Je n'ai visité aucun de ces endroits



**Q1b4** *Montrer si Q1b Canada atlantique*

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

- 1 Terre-Neuve-et-Labrador
- 1 Cap Spear
- 2 Castle-Hill
- 3 Cottage-Hawthorne
- 4 L'Anse aux Meadows
- 5 Port au Choix
- 6 Red Bay
- 7 Établissement-Ryan
- 8 Signal Hill
- 9 Île-du-Prince-Édouard
- 9 Maison Green Gables
- 23 Skmaqñ–Port-la-Joye–Fort-Amherst
- 10 Nouvelle-Écosse
- 10 Alexander-Graham-Bell
- 11 Îles-Canso/Fort-de-l'Île-Grassy
- 12 Fort-Anne
- 24 Fort-Edward
- 13 Fortresse-de-Louisbourg
- 14 Grand-Pré
- 15 Citadelle-d-'Halifax
- 16 Marconi
- 17 Port-Royal
- 18 Redoute-York
- 19 Nouveau-Brunswick
- 19 Tour-Martello-de-Carleton
- 20 Fort-Beauséjour
- 25 Monument-Lefebvre
- 21 Blockhaus-de-St. Andrews
- 22 Je n'ai visité aucun de ces endroits

**Q1b5** *Montrer si Q1b Nord du Canada*

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

- 1 Lieux historiques nationaux du Klondike (c.-à-d. le Complexe-Historique-de-Dawson, une vieille ville, le SS Keno, la Drague)
- 2 S.S. Klondike
- 3 Je n'ai visité aucun de ces endroits

**T3** *Montrer si Q1b Aucun site ou voie navigable*

Nous sommes désolés, mais vous devez avoir visité un de ces sites nationaux ou un des canaux historiques ou voies navigables pour participer. Merci pour votre temps.

**Q2**

Parcs Canada mène régulièrement des enquêtes auprès des visiteurs dans les parcs nationaux et les lieux historiques nationaux, en s'entretenant avec des dizaines de milliers de personnes chaque année sur place.

La situation actuelle de pandémie de COVID-19 rend les interactions en personne difficiles. Cependant, les commentaires des visiteurs sont toujours importants. En tant que visiteur récent d'un parc national ou d'un lieu historique national, Parcs Canada vous invite à faire part de vos commentaires sur votre visite.

**S'agissait-il de votre première visite à <<aux/au/à la/à>> <<Parc/Site/voie navigable>>**

- 1 Oui, la première fois
- 2 Non, je l'ai déjà visité

**Q3 Avez-vous apprécié votre visite ?**

- 5 5 - Beaucoup
- 4 4
- 3 3
- 2 2
- 1 1 - Pas du tout

**Q4 Veuillez évaluer votre niveau de satisfaction concernant les éléments suivants de votre visite.**

1. Renseignements sur la planification du voyage (par exemple, ce à quoi s'attendre avant l'arrivée, ce qu'il faut apporter, ce qui était disponible) \*
2. Le personnel vous fait sentir le bienvenu \*
3. Mesures de santé et de sécurité en place sur les lieux (par exemple, éloignement, signalisation, désinfectants, écrans de protection) \*
4. Information sur les comportements responsables en présence d'animaux sauvages \*

*Les niveaux marqués d'un \* sont présentés dans un ordre aléatoire*

- 5 5 - Très satisfait
- 4 4
- 3 3
- 2 2
- 1 1 - Pas du tout satisfait
- 9 Sans objet

**Q4d Veuillez noter votre niveau de satisfaction pour votre visite en général aux <<aux/au/à la/à>> <<Parc/Site/voie navigable>>**

- 5 5 - Très satisfait
- 4 4
- 3 3
- 2 2
- 1 1 - Pas du tout satisfait

**Q5 Quelle importance ont eu les éléments suivants dans votre décision de visiter cette année ?**

1. Je voulais rester dans la région \*
2. Je voulais être dans la nature (être loin de mon quartier) \*
3. Je voulais visiter des endroits avec moins de touristes cette année \*
4. Je considérais le parc/lieu comme un endroit sûr à visiter \*
5. Le parc/lieu était important pour moi \*

*Les niveaux marqués d'un \* sont présentés dans un ordre aléatoire*

- 5 5 - Tout à fait d'accord
- 4 4
- 3 3
- 2 2
- 1 1 - Pas du tout d'accord

**Q6 Dans quelle mesure le fait que les parcs et les lieux historiques nationaux soient ouverts (y accéder et en profiter) était-il important pour les éléments suivants ?**

1. Votre santé mentale \*
2. Votre santé physique (pour l'exercice, les loisirs) \*
3. Votre sentiment de normalité pendant cette période \*

*Les niveaux marqués d'un \* sont présentés dans un ordre aléatoire*

- 5 5 - Très importante
- 4 4
- 3 3
- 2 2
- 1 1 - Pas du tout importante

**Q7**

Voir les animaux sauvages dans leur habitat naturel est un motif important pour de nombreuses personnes qui visitent les parcs nationaux et lieux historiques nationaux. Ces lieux abritent une faune abondante, des serpents aux tortues, des ours aux orignaux.

De manière générale, comment évaluez-vous l'importance des mesures suivantes pour assurer la sécurité des animaux sauvages et leur maintien dans les parcs et les lieux historiques nationaux ?

**Il est important de...**

1. Ranger les aliments et les articles parfumés lorsqu'ils ne sont pas utilisés (p. ex. en camping ou lors d'un pique-nique) \*
2. Mettre tous les déchets dans les poubelles prévues à cet effet (y compris les coeurs de pomme, les peaux de banane, les récipients vides) \*
3. Garder une distance de sécurité entre vous et tous les animaux sauvages (même si vous voulez prendre une photo) \*
4. S'abstenir de prendre des « égoportraits » avec des animaux sauvages en arrière-plan \*
5. Garder les chiens en laisse en tout temps (p. ex. lors de la découverte d'un parc ou d'un lieu national) \*
6. Rester dans les zones d'utilisation désignées (p. ex. ne pas aller dans des zones interdites ou fermées) \*
7. Rester dans votre voiture lorsque des animaux sauvages sont sur le bord de la route \*
8. Ne pas nourrir pas les animaux sauvages (y compris les canards, les écureuils) \*
9. Respecter en tout temps la limite de vitesse affichée \*

*Les niveaux marqués d'un \* sont présentés dans un ordre aléatoire*

- 1 Très élevé
- 2 Élevé

- 3 Modéré
- 4 Faible
- 5 Très faible
- 6 Ne sais pas

**Q8a Où avez-vous obtenu de l'information sur les comportements responsables en présence d'animaux sauvages avant votre visite?**

- 1 Site Web de Parcs Canada
- 2 Réseaux sociaux de Parcs Canada
- 3 Application(s) mobile(s) de Parcs Canada
- 5 Centres d'accueil de Parcs Canada
- 6 Personnel de Parcs Canada
- 4 Guides/brochures du visiteur des parcs/lieux
- 7 Panneaux de signalisation routière ou autres panneaux d'information dans les parcs/lieux
- 8 Articles de voyage ou couverture médiatique
- 9 Autres sources numériques (applications, sites Web, médias sociaux) \*
- 10 Autres guides ou brochures de voyage \*
- 11 Autre (précisez) : \_\_\_\_\_
- 12 Aucune de ces réponses(*Exclusive*)

*Les niveaux marqués d'un \* sont présentés dans un ordre aléatoire*

**Q8b Où avez-vous obtenu de l'information sur les comportements responsables en présence d'animaux sauvages pendant votre visite ?**

- 1 Site Web de Parcs Canada
- 2 Réseaux sociaux de Parcs Canada
- 3 Application(s) mobile(s) de Parcs Canada
- 5 Centres d'accueil de Parcs Canada
- 6 Personnel de Parcs Canada
- 4 Guides/brochures du visiteur des parcs/lieux
- 7 Panneaux de signalisation routière ou autres panneaux d'information dans les parcs/lieux
- 8 Articles de voyage ou couverture médiatique
- 9 Autres sources numériques (applications, sites Web, médias sociaux) \*
- 10 Autres guides ou brochures de voyage \*
- 11 Autre (précisez) : \_\_\_\_\_
- 12 Aucune de ces réponses(*Exclusive*)

*Les niveaux marqués d'un \* sont présentés dans un ordre aléatoire*

**Q9**

**Avez-vous d'autres commentaires à faire sur votre visite ?**

*Veillez ne pas entrer d'informations d'identification personnelle (par exemple, nom, adresse e-mail, numéro de téléphone, adresse postale), car tout ce que vous entrez peut-être partagé avec le sponsor de cette recherche.*

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- .9 Pas de commentaires supplémentaires

**Q10 Dans quelle province ou quel territoire habitez-vous ?**

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

**Q11 À quelle catégorie de genre vous identifiez-vous le plus ?**

- 1 Genre masculin
- 2 Genre féminin
- 3 Diverses identités de genre
- 8 Préfère ne pas répondre

**EndTCH**

Nous vous avons posé toutes nos questions. L'équipe de Parcs Canada vous remercie d'avoir pris le temps de partager vos idées. Ils ont hâte de vous voir en 2022.

Si vous souhaitez consulter les résultats d'autres études réalisées par MaVilleÉcoute d'Advanis, veuillez visiter <http://www.mavilleecoute.ca/sondages.htm>.

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