![Parks Canada / Parcs Canada logo]

Parks Canada Advertising Campaign Evaluation (ACET)
Methodological Report

Prepared for Parks Canada
Supplier name: Advanis Inc.
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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.

Canada

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Supplier Name: Advanis Inc.
July 2022

This report presents the methodological details for the **Parks Canada Advertising Campaign Evaluation (ACET)** conducted by Advanis Inc. on behalf of Parks Canada. This study was completed from January 11th to February 2nd, 2022, in the form of a pre-campaign survey and from June 8th to July 3rd, 2022, in the form of a post-campaign survey. Both waves were conducted using Advanis' General Population Representative Sample (GPRS) sample. Advanis sought a probability-based sample of 2,000 Canadian adults aged 18 or older drawn from the general population.

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 1-877-773-8888 or information@pc.gc.ca

Parks Canada
30 Victoria Street
Gatineau, Québec J8X0B3

Ce rapport est aussi disponible en français sous le titre : Évaluation de la campagne publicitaire de 2021 de Parcs Canada.

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1. 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 launched a national advertising campaign that aired on a variety of platforms in the spring of 2022 including television, cinema, social media platforms, search engine marketing, public transit and billboards. Each platform was in market at different times, but as a whole the campaign was in market between February 2022 and June 2022. The campaign was focused on national parks and national historic sites and was linked to promoting the recovery of Canada's tourism industry following two years of the COVID-19 pandemic.

As a result, and as per Government of Canada requirements, all advertising campaigns valued at least $1M are required to undertake an evaluation using the Advertising and Communication Evaluation Tool (ACET) via a pre (or baseline) and post evaluation survey. The purpose of this quantitative study is to collect feedback from Canadians in order to:
- measure the performance of the advertising;
- understand the public's message recall of the campaign;
- measure Canadian's public awareness of Parks Canada, both aided and unaided;
- measure support of Parks Canada's mandate;
- understand if the public is intending to visit national parks or national historic sites in 2022;
- other Parks Canada specific metrics such as the importance of certain factors when deciding to visit national parks or national historic sites.

The results of this study will assess whether the campaign met its objectives and to inform future Parks Canada advertising campaigns.

This study was completed from January 11th to February 2nd, 2022, in the form of a pre-campaign or 'pre-wave' survey through the use of Advanis' General Population Representative Sample (GPRS) sample. The post-campaign or 'post-wave' survey was conducted from June 8th to July 3rd, 2022. A consistent set of questions is used in both surveys to compare across the timeframe in which the advertising campaign enters and leaves the public domain.

For both waves, Advanis sought a probability-based sample of 2,000 Canadian adults aged 18 or older drawn from the general population. Participants were invited via email or SMS to take part in a Web survey. The study was drawn from a random sample and can be extrapolated to the broader population only on a national level.

Questions within the survey further filtered out responses from anyone under the age of 18, who did not live in Canada, and anyone working for organizations that would not qualify to participate (e.g., a market research firm). A total of 4,059 adult Canadians participated in the study, For the aided recall evaluation, two different versions of the video creatives could be viewed in varying lengths, either a 15 or 60 second video.

The contract value for this study was $45,396.53 (tax included).

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 Policy on Communications and Federal Identity and the Directive on the Management of Communications.

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. Introduction

Parks Canada launched a national advertising campaign that aired on a variety of platforms in the spring of 2022 including television, cinema, social media platforms, search engine marketing, public transit and billboards. Each platform was in market at different times, but as a whole the campaign was in market between February 2022 and June 2022. The campaign was focused on national parks and national historic sites and was linked to promoting the recovery of Canada's tourism industry following two years of the COVID-19 pandemic.

As per Government of Canada requirements, all advertising campaigns valued at least $1M are required to undertake an evaluation using the Advertising and Communication Evaluation Tool (ACET) via a pre (or baseline) and post evaluation survey. The purpose of this quantitative study is to collect feedback from Canadians in order to:

- measure the performance of the advertising;
- understand the public's message recall of the campaign;
- measure Canadian's public awareness of Parks Canada, both aided and unaided;
- measure support of Parks Canada's mandate;
- understand if the public is intending to visit national parks or national historic sites in 2022;
- other Parks Canada specific metrics such as the importance of certain factors when deciding to visit national parks or national historic sites.

3. Survey design

Survey content and the French translations were provided by Parks Canada and were programmed using SurveyBuilder, a software program that is proprietary to Advanis. The surveys were available to be completed online and were compatible with both desktop computers and mobile devices (tablets and smartphones). It was also designed to be accessible according to the Government of Canada's Standards for Web Accessibility. The surveys were housed on a website hosted by Advanis.

The surveys were designed to include multiple-choice questions, including scaled, open-ended and demographic questions. Skip logic was applied throughout, including 3 thank you messages used for the screening out of ineligible participants (having an occupation that makes them ineligible to participate, not living in Canada, or being under the age of 18). The survey was thoroughly pre-tested to ensure that skip patterns and survey questions were correctly programmed.

A pre-test was conducted on January 11th 2022 for the pre-wave survey (85 English and 5 French) and on June 8th 2022 for the post-wave survey (46 English and 56 French). Respondents were asked to provide feedback on the survey. Neither language pre-tests highlighted any difficulties with the survey itself or with data collection. The data collected during the pre-test was retained for the analysis.

4. Sampling

4.1 PROJECT CHARACTERISTICS

This study was completed from January 11th to February 2nd, 2022, in the form of a pre-campaign survey through the use of Advanis' General Population Representative Sample (GPRS) sample. The post-campaign survey was conducted from June 8th to July 3rd, 2022. Participants are asked the same questions in each of the pre and post waves for comparative purposes. Additional questions are asked in

the post survey specific to the actual campaign, as participants are shown the ads that aired on the main media platforms.

4.2 SAMPLING PLAN

The target audience for this project was Canadians, across all provinces and territories, who are 18 years and older. The targeted number of completed surveys for each of the post and pre campaign survey was 2,000 Canadian adults. Questions within the survey further filtered out responses from anyone under the age of 18, who did not live in Canada, and anyone working for a market research firm or other disqualified organizations. Each survey had a unique number embedded in the hyperlink to eliminate the possibility of duplicate responses from one participant.

Table 1: Sample plan by province/region of Canada

Region	Percentage of population	Target population
NFLD & Labrador	1.4%	28
PEI	0.45%	9
NS	2.6%	52
NB	2.1%	42
QC	23.0%	460
ON	38.8%	775
MB	3.6%	72
SK	3.2%	68
AB	11.6%	232
BC	13.1%	262
Total	100%	2000

5. Invitations

Invitations were sent by SMS and grouped by province, to ensure that they were sent out during appropriate hours within each time zone. After sending the initial invitation, a reminder message was sent 3 days later to applicants who did not complete a survey or were not screened out of the survey. A maximum of 2 reminder messages was sent. Overall, 22,115 SMS were sent during data collection for these surveys.

Table 2: Details of survey invitations and reminders

Message ID	Purpose	PreWave	PostWave	Total Sent
1	Invitation (EN)	3,835	4,340	8,175
2	Invitation (FR)	694	1,301	1,995
3	Reminder 1 (EN)	2,334	3,055	5,389
4	Reminder 1 (FR)	334	1,013	1,347
5	Reminder 2 (EN)	1,703	2,334	4,037
6	Reminder 2 (FR)	272	900	1,172
Total		9,172	12,943	22,115

6. Completed surveys and Targets

Overall, 10,170 Canadians were invited to participate in the pre and post campaign surveys, 4,529 in the pre survey and 5,641 in post survey. The average survey length of the pre-wave survey was around 7 minutes and it was 11 minutes for the post wave survey. In total, 4,039 surveys were completed during the data-collection period – 2028 completes in the pre-wave survey and 2011 in the post wave survey. The response rate for the pre-wave was 49.4% and the margin of error was +/-2.18, at a 95% confidence interval. The response rate for the post-wave was 43.6% and the margin of error was +/- 2.19%.

Table 3: Targeted number of completes per province, per wave

Province/Region	Target	Pre-wave completes	Post-wave completes
Atlantic provinces	136	138	140
Quebec	459	425	430
Ontario	775	814	778
Manitoba	68	79	69
Saskatchewan	68	50	63
Alberta	232	258	254
British Columbia	262	264	277
Total	**2,000**	**2,028**	**2,011**

Table 4: Number of screened-out participants per wave

	Working in ineligible sector	Does not live in Canada	Gender - prefer not to say	Younger than 18	Total
Pre-wave	270	8	54	30	362
Post-wave	341	8	46	34	429
Total	**611**	**16**	**100**	**64**	**791**

7. Non-response Bias

Non-response bias occurs when non-responders differ in a meaningful way from respondents and this difference impacts the information gathered. It is difficult to assess the presence of non-response bias since information about why non-responders did not participate is usually not unavailable. That said, one way to gauge the potential impacts of non-response bias is to evaluate if the sample is representative by comparing the respondents' characteristics and gauge if they reflect known population characteristics. Where possible, we can check the distribution of respondents across various demographics (e.g., age and gender) and geographic categories and compare those distributions against known population characteristics. If the variation is fairly small and we have no reason to believe there are other factors impacting respondents' willingness to participate, we can conclude that the likelihood of non-response bias impacting the information gathered in the study is minimal. This is the case with the current study.

Several strategies were employed to increase response rates and reduce the effects of non-response bias. This includes:

- Recruiting respondents by telephone, which achieves a higher response rate compared to email invitations.
- Outpulsing a local phone number (rather than a toll-free number) and the name of the study sponsor ("GovCanada"), which increases pick-up rates (reducing call screening).
- Systematically setting the next call date and time based on the outcome of the current call, which ensures that each respondent is called methodically across days of the week and times of the day. Especially for respondents that are difficult to reach, this maximizes the likelihood of reaching them.
- Sending an SMS text message to recruits, which assures a seamless transition from the telephone survey to the online survey, as receipt can be confirmed in real-time and encourages respondents to complete the survey as soon as the call ends.
- Informing the potential respondent of the study sponsor to enhance credibility and reassure the respondent that the call is not a scam.
- Offering the survey in both official languages to maximize ease of completion.

8. Weighting

Overall, 4,039 surveys were completed. The weighting of each dataset (pre / post wave) was based on 3 variables: age, gender and region. A weight value of 1 was attributed to the 26 people who were neither of male nor female genders. The weights are based on the most recent Statistics Canada census information that is publicly available, the 2016 census.

Table 5: Pre-wave weights

Weight category	Unweighted N	Weighted N	Weight
ATL , 18-34, Men	10	16	1.591
ATL , 18-34, Women	10	16	1.601
ATL , 35-54, Men	23	22	0.960
ATL , 35-54, Women	36	24	0.657
ATL , 55+, Men	22	28	1.284
ATL , 55+, Women	37	32	0.858
QC , 18-34, Men	42	61	1.445
QC , 18-34, Women	45	60	1.339
QC , 35-54, Men	92	79	0.858
QC , 35-54, Women	100	79	0.789
QC , 55+, Men	80	91	1.132
QC , 55+, Women	64	103	1.611
ON , 18-34, Men	75	107	1.420
ON , 18-34, Women	35	106	3.031
ON , 35-54, Men	151	129	0.853
ON , 35-54, Women	199	138	0.692
ON , 55+, Men	154	137	0.889
ON , 55+, Women	193	157	0.813
MB/SK , 18-34, Men	16	20	1.236
MB/SK , 18-34, Women	7	19	2.758
MB/SK , 35-54, Men	28	22	0.771
MB/SK , 35-54, Women	24	22	0.911
MB/SK , 55+, Men	29	23	0.792
MB/SK , 55+, Women	22	26	1.172
AB , 18-34, Men	14	36	2.606
AB , 18-34, Women	17	36	2.089
AB , 35-54, Men	58	41	0.711
AB , 35-54, Women	62	41	0.656
AB , 55+, Men	46	35	0.756
AB , 55+, Women	60	37	0.621
BC , 18-34, Men	13	36	2.805
BC , 18-34, Women	11	36	3.269
BC , 35-54, Men	57	44	0.772
BC , 35-54, Women	62	47	0.757
BC , 55+, Men	61	52	0.852
BC , 55+, Women	58	58	0.997
Any other gender	15	15	1.000

Table 6: Post-wave weights

Weight category	Unweighted N	Weighted N	Weight
ATL ,18-34 ,Men	11	16	1.426
ATL ,18-34 ,Women	15	16	1.052
ATL ,35-54 ,Men	26	22	0.837
ATL ,35-54 ,Women	33	23	0.706
ATL ,55+ ,Men	22	28	1.265
ATL ,55+ ,Women	32	31	0.978
QC ,18-34 ,Men	21	60	2.849
QC ,18-34 ,Women	23	59	2.581
QC ,35-54 ,Men	86	78	0.904
QC ,35-54 ,Women	113	78	0.688
QC ,55+ ,Men	90	89	0.991
QC ,55+ ,Women	96	102	1.058
ON ,18-34 ,Men	111	105	0.945
ON ,18-34 ,Women	86	105	1.216
ON ,35-54 ,Men	142	127	0.894
ON ,35-54 ,Women	166	136	0.818
ON ,55+ ,Men	122	135	1.106
ON ,55+ ,Women	133	155	1.162
MB/SK ,18-34 ,Men	9	19	2.165
MB/SK ,18-34 ,Women	6	19	3.171
MB/SK ,35-54 ,Men	39	21	0.546
MB/SK ,35-54 ,Women	32	22	0.674
MB/SK ,55+ ,Men	24	23	0.943
MB/SK ,55+ ,Women	21	25	1.210
AB ,18-34 ,Men	27	36	1.332
AB ,18-34 ,Women	27	35	1.296
AB ,35-54 ,Men	72	41	0.565
AB ,35-54 ,Women	46	40	0.871
AB ,55+ ,Men	31	34	1.105
AB ,55+ ,Women	50	37	0.734
BC ,18-34, Men	39	36	0.921
BC ,18-34, Women	22	35	1.611
BC ,35-54, Men	37	43	1.172
BC ,35-54, Women	73	46	0.633
BC ,55+, Men	42	51	1.219
BC ,55+, Women	59	57	0.966
Any other gender	27	27	1.000

9. Database and Banners

Each of the pre-wave and post-wave survey databases was cleaned to remove any errors, and all unique identifiers in the client profiles used by Advanis for delivery and management of the research. All survey answers have been matched and compiled into banner tables.

New variables were created to include in the banner tables. Using the responses to the survey questions, Advanis created variables for the following subgroups to facilitate further analysis:

Region	Atlantic, QC, ON, SK/MB, AB, BC
Gender	Male, female
Age	18 to 34, 35 to 54, 55 and older
Education	High school or less, college/trades, university
Income	Under $40K, $40K to $100K, $100K+
Language	French, English, other
Immigration	Born in Canada; born outside Canada
Family status	Children at home, no children at home
Urban	Montreal, Vancouver, Toronto
Awareness	Unaware, aware
Ad (post survey)	Saw ad, did not see ad

10. Appendices: Surveys

English Survey: Pre-wave

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Si vous préférez répondre au sondage en français, veuillez cliquer sur français.

This survey is voluntary but your input is valuable to us, and the survey will take about 5 minutes to complete. If you get interrupted while doing the survey, you can click on the same link to pick up right where you left off.

The Government of Canada has contracted an independent public opinion research company, Advanis (http://advanis.net), to conduct the research on their behalf. This survey uses Advanis' TellCityHall (http://www.tellcityhall.ca) data collection methodology. Your personal information is treated with the highest standards of confidentiality by Advanis. Survey answers will be grouped with other participant responses, and your personal information will only be used for the purposes stated in the survey. We will not use this information for any purposes other than those consistent with market research requirements and guidelines.

This survey is registered with the Canadian Research Insights Council's (CRIC) Research Verification Service. The project verification number is: 20211222-AD900. Click here (https://www.canadianresearchinsightscouncil.ca/rvs/home/) to verify the legitimacy of this survey.

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Page Screeners
QA Do you, or does anyone in your household, work for any of the following organizations?

Select all that apply
1   A marketing research firm
2   A magazine or newspaper
3   An advertising agency or graphic design firm
4   A political party
5   A radio or television station
6   A public relations company
7   Federal or provincial government
98   None of these organizations   (Exclusive)

Show if QA 98/None of these organizations

QB With which gender category do you most identify?
1   Male gender
2   Female gender
3   Gender diverse or non-binary
99   Prefer not to say

QCa In what year were you born?
Minimum: 1900, Maximum: 2021
-8   Prefer not to say

Show if QCa -8/Prefer not to say

QC In which of the following age categories do you belong?
1   Less than 18 years old
2   18 to 24
3   25 to 34
4   35 to 44
5   45 to 54
6   55 to 64
7   65 or older
-8   Prefer not to say

QE In which province or territory do you live?
1   Newfoundland and Labrador
2   Prince Edward Island
3   Nova Scotia
4   New Brunswick
5   Quebec
6   Ontario
7   Manitoba
8   Saskatchewan
9   Alberta
10   British Columbia
11   Yukon
12   Northwest Territories
13   Nunavut
99   None of the above

Q1 Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?
1   Yes
2   No / Do not remember

Q2 Show if Q1 yes
Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Select all that apply
1   Cinema *
2   Facebook *
3   Internet website *
4   Magazines *
5   Newspaper (daily) *
6   Newspaper (weekly or community) *

7	Outdoor billboard *
8	Pamphlet or brochure in the mail *
9	Public transit (bus or subway) *
10	Radio *
11	Television *
12	Twitter *
13	YouTube *
14	Instagram *
15	Snapchat *
16	Spotify *
17	LinkedIn *
19	TikTok *
20	Email *
77	Other, specify:

Levels marked with * are randomized

Q3 Show if Q1 yes
What do you remember about this advertising? What words, sounds or images come to mind?
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.
-9   I do not remember

Q4 Show if Q1 yes
How did you know that it was an ad from the Government of Canada?
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.
-9   Prefer not to say

T1A Over the past three weeks, have you seen, read or heard any Government of Canada advertising about national parks and national historic sites?
1   Yes
2   No / Do not remember

T1B Show if T1A yes
Where have you seen, read or heard this Government of Canada ad about national parks and national historic sites?

Select all that apply
1   Cinema *
2   Facebook *
3   Internet website *
4   Magazines *
5   Newspaper (daily) *
6   Newspaper (weekly or community) *
7   Outdoor billboard *
8   Pamphlet or brochure in the mail *
9   Public transit (bus or subway) *
10   Radio *

11   Television *
12   Twitter *
13   YouTube *
14   Instagram *
15   Snapchat *
16   Spotify *
17   LinkedIn *
20   Email
18   Other, specify:
Levels marked with * are randomized

T1C Show if T1A yes
What do you remember about this advertising? What words, sounds or images come to mind?
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.
-9   I do not remember

T1D Off the top of your head, can you name the organization or government department that operates
officially designated national parks and national historic sites of Canada?
1   No
2   Yes, specify:

T1E Have you ever heard of Parks Canada, which is a federal government agency?
1   Yes, I have heard of it
2   No, I have not heard of it

T1F Parks Canada aims to protect and present Canada's national parks and national historic sites, and
also to promote public understanding, appreciation and enjoyment of these places for present and
future generations. How much do you oppose or support this mandate?
1   5 - Completely support
2   4
3   3 - Neither support nor oppose
4   2
5   1 - Completely oppose

T1G How likely are you to visit a national park or national historic site this year (in 2022)?
1   Very Likely
2   Somewhat likely
3   Not likely

T1H Show if T1G likely
How important are the following in your decision to visit this year?
1.   I consider the park/site a safe place to visit *
2.   I want to help support local communities and businesses *
3.   I consider the park/site a great place to reconnect with my family and friends *
4.   I want to visit places that help boost my mental wellbeing *
Levels marked with * are randomized

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

Finally, a few questions for statistical purposes only.

D1 Which of the following categories best describes your current employment status? Are you...?
1   Working full-time (30 or more hours per week)
2   Working part-time (less than 30 hours per week)
3   Self-employed
4   Unemployed, but looking for work
5   A student attending school full-time
6   Retired
7   Not in the workforce (Full-time homemaker, unemployed but not looking for work)
77   Other employment status
99   Prefer not to say

D2 What is the highest level of formal education that you have completed?
1   Grade 8 or less
2   Some high school
3   High school diploma or equivalent
4   Registered Apprenticeship or other trades certificate or diploma
5   College, CEGEP or other non-university certificate or diploma
6   University certificate or diploma below bachelor's level
7   Bachelor's degree
8   Post graduate degree above bachelor's level
99   Prefer not to say

D3 Are there any children under the age of 18 currently living in your household?
1   Yes
2   No
99   Prefer not to say

D4 Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?
1   Under $20,000
2   Between $20,000 to just under $40,000
3   Between $40,000 to just under $60,000
4   Between $60,000 to just under $80,000
5   Between $80,000 to just under $100,000
6   Between $100,000 to just under $150,000
7       $150,000 and above
99   Prefer not to say

D5 Where were you born?
1   Born in Canada

2   Born outside Canada (Specify the country):
99   Prefer not to say
D6 Show if D5 bornoutsideCAN
In what year did you first move to Canada?
Minimum: 1901, Maximum: 2021
-8   Prefer not to say

D7 What is the language you first learned at home as a child and still understand?
1   English
2   French
77   Other (specify):
99   Prefer not to say

That concludes the survey. Those are all the questions we have for you today. This research study is being conducted on behalf of Parks Canada. We thank you very much for taking the time to participate, it is greatly appreciated.

This study was hosted by market and social research firm: (http://www.advanis.ca) using our data collection method: (http://tellcityhall.ca/)

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.html).

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English Survey: Post-wave

Thank you for taking the time to complete this survey dealing with current issues of interest to Canadians. Si vous préférez répondre au sondage en français, veuillez cliquer sur français.

This survey is voluntary but your input is valuable to us, and the survey will take about 5-10 minutes to complete. If you get interrupted while doing the survey, you can click on the same link to pick up right where you left off.

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Page Screeners

QA Do you, or does anyone in your household, work for any of the following organizations?
Select all that apply
1   A marketing research firm
2   A magazine or newspaper
3   An advertising agency or graphic design firm
4   A political party
5   A radio or television station
6   A public relations company
7   Federal or provincial government
8   None of these organizations   (Exclusive)

TA   Show if QA works in mkg or gvt

QB With which gender category do you most identify?
1   Male gender
2   Female gender
3   Gender diverse or non-binary
99   Prefer not to say

QCa In what year were you born?
Minimum: 1900, Maximum: 2022
-8   Prefer not to say

QC Show if QCa -8/Prefer not to say
In which of the following age categories do you belong?
1   Less than 18 years old
2   18 to 24
3   25 to 34
4   35 to 44
5   45 to 54
6   55 to 64
7   65 or older
99   Prefer not to say

QE In which province or territory do you live?
1   Newfoundland and Labrador
2   Prince Edward Island
3   Nova Scotia
4   New Brunswick
5   Quebec
6   Ontario
7   Manitoba

8   Saskatchewan
9   Alberta
10   British Columbia
11   Yukon
12   Northwest Territories
13   Nunavut
99   None of the above

Q1 Over the past few months, have you seen, heard or read any advertising from the Government of Canada?
1   Yes
2   No / Do not remember

Q2 Show if Q1 have seen heard read ad
Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Select all that apply
1   Cinema *
2   Facebook *
3   Internet website *
4   Magazines *
5   Newspaper (daily) *
6   Newspaper (weekly or community) *
7   Outdoor billboard *
8   Pamphlet or brochure in the mail *
9   Public transit (bus or subway) *
10   Radio *
11   Television *
12   Twitter *
13   YouTube *
14   Instagram *
15   Snapchat *
16   Spotify *
17   LinkedIn *
19   TikTok *
20   Email *
77   Other, specify :
Levels marked with * are randomized

Q3 Show if Q1 have seen heard read ad
What do you remember about this advertising? What words, sounds or images come to mind?
-9   I do not remember

Q4 Show if Q1 have seen heard read ad
How did you know that it was an ad from the Government of Canada?
-9   Prefer not to say

T1A Over the past few months, have you seen, read or heard any Government of Canada advertising about national parks and national historic sites?
1   Yes
2   No / Do not remember

T1B Show if T1A have seen heard read ad
Where have you seen, read or heard this Government of Canada ad about national parks and national historic sites?

Select all that apply
1   Cinema *
2   Facebook *
3   Internet website *
4   Magazines *
5   Newspaper (daily) *
6   Newspaper (weekly or community) *
7   Outdoor billboard *
8   Pamphlet or brochure in the mail *
9   Public transit (bus or subway) *
10   Radio *
11   Television *
12   Twitter *
13   YouTube *
14   Instagram *
15   Snapchat *
16   Spotify *
17   LinkedIn *
20   Email *
18   Other, specify :
Levels marked with * are randomized

T1C Show if T1A have seen heard read ad
What do you remember about this advertising? What words, sounds or images come to mind?
-9   I don't remember

T1D Off the top of your head, can you name the organization or government department that operates officially designated national parks and national historic sites of Canada?
1   No
2   Yes, specify:

T1E Show if DoesNotKnowParksCanada
Have you ever heard of Parks Canada, which is a federal government agency?
1   Yes, I have heard of it
2   No, I have not heard of it

T1F Parks Canada aims to protect and present Canada's national parks and national historic sites, and also to promote public understanding, appreciation and enjoyment of these places for present and future generations. How much do you oppose or support this mandate?

1	5 - Completely support
2	4
3	3 - Neither support nor oppose
4	2
5	1 - Completely oppose

T1G How likely are you to visit a national park or national historic site this year (in 2022)?
1   Very Likely
2   Somewhat likely
3   Not likely

T1H   Show if T1G likely
How important are the following in your decision to visit this year?
1.   I consider the park/site a safe place to visit *
2.   I want to help support local communities and businesses *
3.   I consider the park/site a great place to reconnect with my family and friends *
4.   I want to visit places that help boost my mental wellbeing *
Levels marked with * are randomized

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

Here are some ads that have recently been broadcast on various media. Please watch them and click or tap on the next arrow in the bottom right hand corner to continue. Please note that the next arrow will not appear until 15 seconds has passed, giving you time to watch the video.

15-second ad
60-second ad

T1I Over the past few months, have you seen, read or heard these ads or any variations of these ads?
1   Yes
2   No

T1J Show if T1I have seen read heard ad
Where have you seen, read or heard these ads?

Select all that apply
1   Cinema *
2   Facebook *
3   Internet website *
4   Magazines *
5   Newspaper (daily) *
6   Newspaper (weekly or community) *
7   Outdoor billboard *
8   Pamphlet or brochure in the mail *

9   Public transit (bus or subway) *
10   Radio *
11   Television *
12   Twitter *
13   YouTube *
14   Instagram *
15   Snapchat *
16   Spotify *
17   LinkedIn *
18   Other, specify:
Levels marked with * are randomized

T1K Show if T1I have seen read heard ad
What do you think is the main point these ads are trying to get across?

T1L Show if T1I have seen read heard ad
Please indicate your level of agreement with the following statements about these ads.
1.   **These ads catch my attention ***
2.   **These ads are relevant to me ***
3.   **These ads are difficult to follow ***
4.   **These ads do not favour one political party over another ***
5.   **These ads talk about an important topic ***
6.   **These ads provide new information ***
7.   **These ads clearly convey that the Government of Canada is inviting Canadians to visit national parks and historic sites ***
Levels marked with * are randomized

1   5 - Strongly agree
2   4
3   3
4   2
5   1 - Strongly disagree

Finally, a few questions for statistical purposes only.

D1 Which of the following categories best describes your current employment status? Are you...?
1   Working full-time (35 or more hours per week)
2   Working part-time (less than 35 hours per week)
3   Self-employed
4   Unemployed, but looking for work
5   A student attending school full-time
6   Retired
7   Not in the workforce (Full-time homemaker, unemployed but not looking for work)
77   Other employment status
99   Prefer not to say

D2 What is the highest level of formal education that you have completed?
1   Grade 8 or less

2   Some high school
3   High school diploma or equivalent
4   Registered Apprenticeship or other trades certificate or diploma
5   College, CEGEP or other non-university certificate or diploma
6   University certificate or diploma below bachelor's level
7   Bachelor's degree
8   Post graduate degree above bachelor's level
99   Prefer not to say

D3 Are there any children under the age of 18 currently living in your household?
1   Yes
2   No
99   Prefer not to say

D4 Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?
1   Under $20,000
2   Between $20,000 to just under $40,000
3   Between $40,000 to just under $60,000
4   Between $60,000 to just under $80,000
5   Between $80,000 to just under $100,000
6   Between $100,000 to just under $150,000
7        $150,000 and above
99   Prefer not to say

D5 Where were you born?
1   Born in Canada
2   Born outside Canada (Specify the country):
99   Prefer not to say

D6 Show if D5 outside of canada
In what year did you first move to Canada?
Minimum: 1901, Maximum: 2021
-8   Prefer not to say

D7 What is the language you first learned at home as a child and still understand?
1   English
2   French
77   Other (specify):
99   Prefer not to say

C1new Show if BC ON or QC
(if QE BC) Do you live in the Vancouver metropolitan area?
(if QE ON) Do you live in the Greater Toronto Area (GTA)?
(if QE QC) Do you live in the Montreal metropolitan area?
1   Yes
0   No
-8   I prefer not to answer

That concludes the survey. Those are all the questions we have for you today. This research study is being conducted on behalf of Parks Canada. We thank you very much for taking the time to participate, it is greatly appreciated.

This study was hosted by market and social research firm: (http://www.advanis.ca)
using our data collection method: (http://tellcityhall.ca/)

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.html).

© 2022 Privacy Policy (http://www.tellcityhall.ca/privacy.html) CRIC Pledge (https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2020/09/CRIC-Pledge-to-Canadians.pdf)

Help Page
If you are having some stress/emotional difficulties at this time, it might help to talk to someone. I have a toll free number I could give you if you were interested in talking to someone.

Canada: 1-800-784-2433 or 1-800-273-TALK (1-800-273-8255)
US: 1-800-273-8255

Time: The survey will take about 5-10 minutes to complete.
The survey will be open until June 27, 2022.

Where did we get their information:
People who have agreed to participate in future research from another recent Advanis or TellCityHall survey
Legitimacy:
Only provide if they strongly request client contact: Parks Canada Brenda Jones: brenda.jones@canada.ca
CRIC: Advanis is a registered member of the Canadian Research Insights Council. This survey is being administered according to the requirements of the Privacy Act and is registered with the Canadian

French Survey: Pre-wave

Questionnaire français : Avant la vague

Merci de prendre le temps de vous exprimer sur des questions importantes pour tous les Canadiens.

Votre contribution nous est précieuse, et l'enquête prendra moins de 5 minutes à compléter. Si vous êtes interrompu pendant le sondage, vous pouvez cliquer sur le même lien pour reprendre là où vous vous étiez arrêté.

Le gouvernement du Canada a contracté une société indépendante de recherche sur l'opinion publique, Advanis (http://advanis.net), pour mener la recherche en leur nom. Cette enquête utilise la méthodologie de collecte de données MaVilleÉcoute (http://www.mavilleecoute.ca) d'Advanis. Vos informations personnelles sont traitées avec les plus hauts standards de confidentialité par Advanis. Les réponses au sondage seront regroupées avec les réponses des autres participants et vos renseignements personnels ne seront utilisés qu'aux fins énoncées dans le sondage. Nous n'utiliserons pas ces informations à d'autres fins que celles conformes aux exigences et directives des études de marché. Cette enquête est enregistrée auprès du Service de vérification de la recherche du Conseil de recherche et d'intelligence marketing canadien (CRIC). Le numéro de vérification du projet est : 20211222-AD900. Cliquez ici (https://www.canadianresearchinsightscouncil.ca/rvs/home/) pour vérifier la légitimité de ce sondage.

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QA Quelqu'un au sein de votre foyer travaille-t-il pour l'une ou l'autre des organisations suivantes ?
Choisissez toutes les réponses applicables
1   Une firme de recherche en marketing
2   Un magazine ou un quotidien
3   Une agence de publicité ou de conception graphique
4   Un parti politique
5   Une station radiophonique ou de télévision
6   Une firme de relations publiques
7   Le gouvernement fédéral ou provincial
98   Aucune de ces organisations   (Exclusive)

Show if QA 98/Aucune de ces organisations

QB À quelle catégorie de genre vous identifiez-vous le plus ?
1   Genre masculin
2   Genre féminin
3   Diverses identités de genre
99   Préfère ne pas le dire

QCa Quelle est votre année de naissance ?
Minimum : 1900, Maximum : 2021
-8   Préfère ne pas répondre

QC Show if QCa -8/Préfère ne pas répondre
À quelle catégorie d'âge appartenez-vous ?
1   Moins de 18 ans
2   18 à 24
3   25 à 34
4   35 à 44
5   45 à 54
6   55 à 64
7   65 et plus
-8   Préfère ne pas le

QE Dans quelle province ou quel territoire habitez-vous ?
1   Terre-Neuve et Labrador
2   Île-du-Prince-Édouard
3   Nouvelle-Écosse
4   Nouveau Brunswick
5   Québec
6   Ontario
7   Manitoba
8   Saskatchewan
9   Alberta
10   Colombie-Britannique
11   Yukon
12   Territoires du Nord-Ouest
13   Nunavut
99   Aucune de ces réponses

Q1 Au cours des trois dernières semaines avez-vous vu, lu ou entendu des publicités du gouvernement du Canada ?
1   Oui
2   Non / Ne se souvient pas

Q2 Montrer si Q1 oui
Pensez à la plus récente publicité du gouvernement du Canada qui vous revient à l'esprit. Où avez-vous vu, lu ou entendu cette publicité ?

Choisissez toutes les réponses applicables
1   Cinéma *
2   Facebook *
3   Site Internet *
4   Magazines *
5   Journal (quotidien) *
6   Journal (hebdomadaire ou communautaire) *
7   Panneaux d'affichage extérieurs *
8   Dépliant ou brochure reçu(e) par la poste *
9   Transport public (autobus ou métro) *
10   Radio *
11   Télévision *

12	Twitter *
13	YouTube *
14	Instagram *
15	Snapchat *
16	Spotify *
17	LinkedIn *
19	TikTok *
20	Email *
77	Autres, veuillez préciser :
Les niveaux marqués d'un * sont aléatoires

Q3 Montrer si Q1 oui
De quoi vous souvenez-vous à propos de cette publicité ? Quels mots, sons ou images vous viennent à l'esprit ?
-9	Je ne me souviens pas

Q4 Montrer si Q1 oui
Comment avez-vous su qu'il s'agissait d'une publicité du gouvernement du Canada ?
-9	Préfère ne pas répondre

T1A Au cours des trois dernières semaines, avez-vous vu, lu ou entendu une publicité du gouvernement du Canada au sujet de parcs nationaux et des lieux historiques nationaux ?
1	Oui
2	Non / Ne se souvient pas

T1B Montrer si T1A oui
Où avez-vous vu, lu ou entendu cette publicité du gouvernement du Canada au sujet de de parcs nationaux et des lieux historiques nationaux ?

Sélectionner tout ce qui s'applique
1	Cinéma *
2	Facebook *
3	Site Internet *
4	Magazines *
5	Journal (quotidien) *
6	Journal (hebdomadaire ou communautaire) *
7	Panneaux d'affichage extérieurs *
8	Dépliant ou brochure reçu(e) par la poste *
9	Transport public (autobus ou métro) *
10	Radio *
11	Télévision *
12	Twitter *
13	YouTube *
14	Instagram *
15	Snapchat *
16	Spotify *
17	LinkedIn *
20	Email *

18   Autres, veuillez préciser :
Les niveaux marqués d'un * sont aléatoires

T1C Montrer si T1A oui
De quoi vous souvenez-vous à propos de cette publicité ? Quels mots, sons ou images vous viennent à l'esprit ?
 -9   Je ne me souviens pas

T1D À votre connaissance, pouvez-vous nommer l'organisation ou la ministère gouvernemental qui gère officiellement les parcs nationaux et les lieux historiques nationaux du Canada désignés ?
1   Non
2   Oui, veuillez préciser :

T1E Avez-vous déjà entendu parler de Parcs Canada, qui est une agence du gouvernement fédéral ?
1   Oui, j'en ai entendu parler
2   Non, je n'en ai pas entendu parler

T1F 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. Veuillez indiquer dans quelle mesure vous vous opposez à ce mandat ou vous l'appuyez.
1   5 - Appuie totalement
2   4
3   3 - Ni pour, ni contre
4   2
5   1 - S'oppose totalement

T1G Quelle est la probabilité que vous visitiez un parc national ou un lieu historique national cette année (en 2022) ?
1   Très probable
2   Assez probable
3   Pas probable

T1H   Montrer si T1G probable
Quelle est l'importance des éléments suivants dans votre décision de visiter cette année ?
1.   Je considère le parc/site comme un endroit sûr à visiter *
2.   Je veux aider à soutenir les communautés et les entreprises locales *
3.   Je considère le parc/site comme un endroit idéal pour renouer avec ma famille et mes amis *
4.   Je veux visiter des endroits qui aident à améliorer mon bien-être mental *
Les niveaux marqués d'un * sont aléatoires
1   5 - Très important
2   4
3   3
4   2
5   1 - Pas important du tout

D1 Enfin, quelques questions à des fins statistiques seulement.

Laquelle de ces descriptions correspond le mieux à votre situation d'emploi actuelle ? Êtes-vous…
1   Travailleur/travailleuse à temps complet (30 heures et plus par semaine)
2   Travailleur/travailleuse à temps partiel (moins de 30 heures par semaine)
3   Travailleur/travailleuse autonome
4   Sans emploi, mais à la recherche d'un emploi
5   Étudiant(e) à temps plein
6   Retraité(e)
7   À l'extérieur du marché du travail (personne au ménage à temps plein ou sans emploi et non à la recherche d'emploi)
77   Autre situation
99   Préfère ne pas répondre

D2 Quel est le plus haut niveau de scolarité que vous avez atteint ?
1   Huitième année ou moins
2   Quelques années d'études secondaires
3   Diplôme d'études secondaires ou l'équivalent
4   Apprentissage enregistré ou autre certificat ou diplôme d'une école de métiers
5   Collège, cégep ou autre certificat ou diplôme d'une institution non universitaire
6   Certificat ou diplôme inférieur au baccalauréat
7   Baccalauréat
8   Diplôme d'études universitaires supérieur au baccalauréat
99   Préfère ne pas répondre

D3 Des enfants de moins de 18 ans habitent-ils actuellement dans votre ménage ?
1   Oui
2   Non
99   Préfère ne pas répondre

D4 Laquelle des catégories suivantes décrit le mieux la somme des revenus annuels avant impôts de tous les membres de votre foyer ?
1   Moins de 20 000 $
2   Entre 20 000 $ et moins de 40 000 $
3   Entre 40 000 $ et moins de 60 000 $
4   Entre 60 000 $ et moins de 80 000 $
5   Entre 80 000 $ et moins de 100 000 $
6   Entre 100 000 $ et moins de 150 000 $
7   150 000 $ et plus
99   Préfère ne pas répondre

D5 Où êtes-vous né(e) ?
1   Au Canada
2   À l'étranger (Précisez quel pays) :
99   Préfère ne pas répondre

D6 Montrer si D5 2
En quelle année êtes-vous arrivé(e) au Canada ?
Minimum : 1901, Maximum : 2021
-8   Préfère ne pas répondre

D7 Quelle est la première langue que vous avez apprise lorsque vous étiez enfant et que vous comprenez toujours ?
1   Anglais
2   Français
77   Autre langue ; veuillez préciser :
99   Préfère ne pas répondre

Nous vous avons posé toutes nos questions. Nous espérons que vous avez trouvé ce sondage intéressant et nous vous remercions sincèrement pour votre temps.

Cette étude a été créée et financée par la firme de recherche sociale et marketing: (https://www.advanis.net/fr)

En utilisant notre méthode de collecte de données : Ma Ville Écoute (http://www.mavilleecoute.ca/)

Si vous voulez voir les résultats d'autres études menées par Advanis par l'entremise de MaVilleÉcoute, veuillez visiter mavilleecoute.ca/sondages (http://www.mavilleecoute.ca/sondages.html).

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French Survey: Post-wave

Merci de prendre le temps de vous exprimer sur des questions importantes pour tous les Canadiens.

Votre contribution nous est précieuse, et l'enquête prendra moins de 5-10 minutes à compléter. Si vous êtes interrompu pendant le sondage, vous pouvez cliquer sur le même lien pour reprendre là où vous vous étiez arrêté.

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QA Quelqu'un au sein de votre foyer travaille-t-il pour l'une ou l'autre des organisations suivantes ?

Choisissez toutes les réponses applicables

1   Une firme de recherche en marketing
2   Un magazine ou un quotidien
3   Une agence de publicité ou de conception graphique
4   Un parti politique
5   Une station radiophonique ou de télévision
6   Une firme de relations publiques
7   Le gouvernement fédéral ou provincial
8   Aucune de ces organisations   (Exclusif)

TA   Montrer si QA 1 ou 7

QB À quelle catégorie de genre vous identifiez-vous le plus ?
1   Genre masculin
2   Genre féminin
3   Diverses identités de genre ou personne non binaire
99   Préfère ne pas le dire

QCa Quelle est votre année de naissance ?
Minimum : 1900, Maximum : 2022
-8   Préfère ne pas le dire

QC Montrer si QCa -8/ Préfère ne pas le dire
À quelle catégorie d'âge appartenez-vous ?
1   Moins de 18 ans
2   18 à 24
3   25 à 34
4   35 à 44
5   45 à 54
6   55 à 64
7   65 et plus
99   Préfère ne pas le dire

QE Dans quelle province ou quel territoire habitez-vous ?
1   Terre-Neuve et Labrador
2   Île-du-Prince-Édouard
3   Nouvelle-Écosse
4   Nouveau Brunswick
5   Québec
6   Ontario
7   Manitoba
8   Saskatchewan
9   Alberta
10   Columbie-Britannique
11   Yukon
12   Territoires du Nord-Ouest
13   Nunavut

99   Aucune de ces réponses

Q1 Au cours des derniers mois avez-vous vu, lu ou entendu des publicités du gouvernement du Canada ?
1   Oui
2   Non / Je ne me souviens pas

Q2 Montrer si Q1 oui
Pensez à la plus récente publicité du gouvernement du Canada qui vous revient à l'esprit. Où avez-vous vu, lu ou entendu cette publicité ?

Choisissez toutes les réponses applicables
1   Cinéma *
2   Facebook *
3   Site Internet *
4   Magazines *
5   Journal (quotidien) *
6   Journal (hebdomadaire ou communautaire) *
7   Panneaux d'affichage extérieurs *
8   Dépliant ou brochure reçu(e) par la poste *
9   Transport public (autobus ou métro) *
10   Radio *
11   Télévision *
12   Twitter *
13   YouTube *
14   Instagram *
15   Snapchat *
16   Spotify *
17   LinkedIn *
19   TikTok *
20   Email *
77   Autres, veuillez préciser :
*Ces niveaux sont présentés dans un ordre aléatoire

Q3 Montrer si Q1 oui
De quoi vous souvenez-vous à propos de cette publicité ? Quels mots, sons ou images vous viennent à l'esprit ?
-9   Je ne m'en souviens pas

Q4 Montrer si Q1 oui
Comment avez-vous su qu'il s'agissait d'une publicité du gouvernement du Canada ?
-9   Préfère ne pas le dire

T1A Au cours des derniers mois, avez-vous vu, lu ou entendu une publicité du gouvernement du Canada au sujet des parcs nationaux et des lieux historique nationaux ?
1   Oui
2   Non / Je ne me souviens pas
T1B Montrer si T1A oui

Où avez-vous vu, lu ou entendu cette publicité du gouvernement du Canada au sujet des parcs nationaux et des lieux historique nationaux ?

Choisissez toutes les réponses applicables
1   Cinéma *
2   Facebook *
3   Site Internet *
4   Magazines *
5   Journal (quotidien) *
6   Journal (hebdomadaire ou communautaire) *
7   Panneaux d'affichage extérieurs *
8   Dépliant ou brochure reçu(e) par la poste *
9   Transport public (autobus ou métro) *
10   Radio *
11   Télévision *
12   Twitter *
13   YouTube *
14   Instagram *
15   Snapchat *
16   Spotify *
17   LinkedIn *
18   Autres, veuillez préciser :
* Ces niveaux sont présentés dans un ordre aléatoire

T1C Montrer si T1A oui
De quoi vous souvenez-vous à propos de cette publicité ? Quels mots, sons ou images vous viennent à l'esprit ?
-9   Je ne me souviens pas

T1D À votre connaissance, pouvez-vous nommer l'organisation ou le ministère gouvernemental qui gère officiellement les parcs nationaux et les lieux historiques nationaux du Canada désignés ?
1   Non
2   Oui, veuillez préciser :

T1E Avez-vous déjà entendu parler de Parcs Canada, qui est une agence du gouvernement fédéral ?
1   Oui, j'en ai entendu parler
2   Non, je n'en ai pas entendu parler

T1F Le mandat de Parcs Canada est de protéger et de présenter les parcs nationaux et les lieux historiques 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. Veuillez indiquer dans quelle mesure vous vous opposez à ce mandat ou vous l'appuyez.
1   5 – Appuie totalement
2   4
3   3 – Ni pour, ni contre
4   2
5   1 – S'oppose totalement

T1G Quelle est la probabilité que vous visitiez un parc national ou un lieu historique national cette année (en 2022)?
1   Très probable
2   Assez probable
3   Pas probable

T1H Montrer si T1G probable
Quelle est l'importance des éléments suivants dans votre décision de visiter cette année ?
1.   Je considère le parc/site comme un endroit sûr à visiter *
2.   Je veux aider à soutenir les communautés et les entreprises locales *
3.   Je considère le parc/site comme un endroit idéal pour renouer avec ma famille et mes amis *
4.   Je veux visiter des endroits qui aident à améliorer mon bien-être mental *
* Ces niveaux sont présentés dans un ordre aléatoire

1   5 - Très important
2   4
3   3
4   2
5   1- Pas important du tout
Voici quelques publicités qui ont récemment été diffusées sur différents médias. Veuillez les regarder puis cliquer ou taper sur la flèche « suivante » dans le coin en bas à droite pour continuer. Notez que la flèche « suivante » n'apparaitra qu'après 15 secondes, vous laissant le temps de regarder la vidéo

Publicité de 15 secondes
Publicité de 60 secondes

T1I Au cours des derniers mois avez-vous vu, lu ou entendu ces publicités ou des variations de celles-ci ?
1   Oui
2   Non

T1J Montrer si T1I oui
Où avez-vous vu, lu ou entendu ces publicités ?

Choisissez toutes les réponses applicables
1   Cinéma *
2   Facebook *
3   Site Internet *
4   Magazines *
5   Journal (quotidien) *
6   Journal (hebdomadaire ou communautaire) *
7   Panneaux d'affichage extérieurs *
8   Dépliant ou brochure reçu(e) par la poste *
9   Transport public (autobus ou métro) *
10   Radio *
11   Télévision *
12   Twitter *
13   YouTube *

14   Instagram *
15   Snapchat *
16   Spotify *
17   LinkedIn *
18   Autres, veuillez préciser :
*Ces niveaux sont présentés dans un ordre aléatoire

T1K Montrer si T1I oui
Quel est, selon vous, le message principal que ces publicités tentent de véhiculer ?

T1L Montrer si T1I oui
Dans quelle mesure êtes-vous d'accord ou non avec les énoncés suivants au sujet de ces publicités ?
1.   **Ces publicités attirent mon attention ***
2.   **Ces publicités me concernent ***
3.   **Ces publicités sont difficiles à suivre ***
4.   **Ces publicités ne favorisent pas un parti politique plus qu'un autre ***
5.   **Ces publicités traitent d'un sujet important ***
6.   **Ces publicités fournissent de l'information nouvelle ***
7.   **Ces publicités indiquent clairement que le gouvernement du Canada invite les Canadiens à visiter les parcs nationaux et les sites historiques ***
* Ces niveaux sont présentés dans un ordre aléatoire

1   5 - Fortement en accord
2   4
3   3
4   2
5   1 - Fortement en désaccord

Enfin, quelques questions à des fins statistiques seulement.

D1 Laquelle de ces descriptions correspond le mieux à votre situation d'emploi actuelle ? Êtes-vous… ?
1   Travailleur/travailleuse à temps complet (35 heures et plus par semaine)
2   Travailleur/travailleuse à temps partiel (moins de 35 heures par semaine)
3   Travailleur/travailleuse autonome
4   Sans emploi, mais à la recherche d'un emploi
5   Étudiant(e) à temps plein
6   Retraité(e)
7   À l'extérieur du marché du travail (personne au ménage à temps plein ou sans emploi et non à la recherche d'emploi)
77   Autre situation
99   Préfère ne pas le dire

D2 Quel est le plus haut niveau de scolarité que vous avez atteint ?
1   Huitième année ou moins
2   Quelques années d'études secondaires
3   Diplôme d'études secondaires ou l'équivalent
4   Apprentissage enregistré ou autre certificat ou diplôme d'une école de métiers
5   Collège, cégep ou autre certificat ou diplôme d'une institution non universitaire

6   Certificat ou diplôme inférieur au baccalauréat
7   Baccalauréat
8   Diplôme d'études universitaires supérieur au baccalauréat
99   Préfère ne pas le dire

D3 Des enfants de moins de 18 ans habitent-ils actuellement dans votre ménage ?
1   Oui
2   Non
99   Préfère ne pas le dire

D4 Laquelle des catégories suivantes décrit le mieux la somme des revenus annuels avant impôts de tous les membres de votre foyer ?
1   Moins de 20 000 $
2   Entre 20 000 $ et 40 000 $
3   Entre 40 000 $ et 60 000 $
4   Entre 60 000 $ et 80 000 $
5   Entre 80 000 $ et 100 000 $
6   Entre 100 000 $ et 150 000 $
7   150 000 $ et plus
99   Préfère ne pas le dire

D5 Où êtes-vous né(e) ?
1   Au Canada
2   À l'étranger (Précisez quel pays) :
99   Préfère ne pas le dire

D6 Montrer si D5 2
En quelle année êtes-vous arrivé(e) au Canada ?
Minimum : 1901, Maximum : 2021
-8   Préfère ne pas le dire

D7 Quelle est la première langue que vous avez apprise lorsque vous étiez enfant et que vous comprenez toujours ?
1   Anglais
2   Français
77   Autre langue ; veuillez préciser :
99   Préfère ne pas le dire

C1new Montrer si BC ON or QC
(si QE CB) **Habitez-vous dans la région métropolitaine de Vancouver ?**
(si QE ON) **Habitez-vous dans la région métropolitaine de Toronto (GTA) ?**
(si QE QC) **Habitez-vous dans la région métropolitaine de Montréal ?**
1   Oui
0   Non
-8   Je préfère ne pas répondre

Nous vous avons posé toutes nos questions. Nous espérons que vous avez trouvé ce sondage intéressant et nous vous remercions sincèrement pour votre temps.

Cette étude a été créée et financée par la firme de recherche sociale et marketing :
(https://www.advanis.net/fr)

En utilisant notre méthode de collecte de données :
 Ma Ville Écoute (http://www.mavilleecoute.ca/)

Si vous voulez voir les résultats d'autres études menées par Advanis par l'entremise de MaVilleÉcoute,
veuillez visiter mavilleecoute.ca/sondages (http://www.mavilleecoute.ca/sondages.html).

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(https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2020/09/Engagement-du-CRIC-
aupres-des-Canadiens.pdf)

Page d'aide
Si vous éprouvez du stress ou des difficultés émotionnelles en ce moment, il pourrait être utile de parler
à quelqu'un.
J'ai un numéro sans frais que je pourrais vous donner si vous souhaitez parler à quelqu'un.
Canada : 1-800-784-2433 ou 1-800-273-TALK (1-800-273-8255)
Éats-Unis : 1-800-273-8255

Durée : Le questionnaire devrait prendre de 5 à 10 minutes à répondre.
Le lien sera accessible jusqu'au 27 juin 2022.

Où avons-nous obtenu leurs informations :
Nous rappelons les personnes qui ont accepté de participer à de futures recherches lors d'une autre
enquête récente d'Advanis ou de MaVilleÉcoute

Légitimité :
Ne fournir que s'ils demandent fortement un contact avec le client : Parks Canada Brenda Jones :
brenda.jones@canada.ca
CRIC : Advanis est un membre enregistré du Conseil canadien d'information sur la recherche. Ce sondage
est administré conformément aux exigences de la Loi sur la protection des renseignements personnels et
est enregistré auprès du Service de vérification de la recherche du Conseil canadien d'information sur la
recherche (CRIC). Le numéro de vérification du projet est : 20211222-AD900. Advanis respecte
l'engagement du CRIC. Celle-ci est accessible sur : https://www.canadianresearchinsightscouncil.ca/wp-
content/uploads/2020/09/Engagement-du-CRIC-aupres-des-Canadiens.pdf