



Parks Canada Parcs
Canada Canada

Parks Canada Awareness Tracking Survey 2021-22

Methods Report

Prepared for Parks Canada

Supplier name: Advanis Inc.

Contract number: 5P004-200671-001-CY

Contract value: \$60,246.92 (tax included)

Award date: March 31, 2021

Delivery date: March 23, 2022

Registration number: POR 135-20

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

Ce rapport est aussi disponible en français

Canada 

Parks Canada Awareness Tracking Survey 2021-22

Methods Report

Prepared for Parks Canada
Supplier name: Advanis Inc.
March 2022

This public opinion research report presents the results of an online /telephone survey conducted by Advanis Inc. on behalf of Parks Canada. In total, this research was conducted with 9,074 adult Canadians between June 1st, 2021, and March 15, 2022.

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from Parks Canada. For more information on this report, please contact Parks Canada at:

1-888-773-8888 or information@pc.gc.ca or at:

Parks Canada
2nd Floor (PC-02-E)
30 Victoria
Gatineau, Quebec J8X 0B3

Catalogue number:

R62-557/2022E-PDF

International Standard Book Number (ISBN):

978-0-660-41812-4

Cette publication est aussi disponible en français sous le titre : Enquête de suivi de Parcs Canada 2021-22 Rapport méthodologique

Catalogue number:

R62-557/2022F-PDF

International Standard Book Number (ISBN):

978-0-660-41813-1

Table of Contents

1.0 SUMMARY	1
2.0 METHODOLOGY	2
3.0 SAMPLING PLAN AND DATA COLLECTION	3
4.0 WEIGHTING	5
5.0 QUALITY CONTROL	5
6.0 DATA CLEANING AND GUIDELINES FOR ANALYSIS AND RELEASE.....	7
APPENDICES	8

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.

Parks Canada undertakes tracking studies to understand the short-term success of its proactive efforts on Canadians' awareness and understanding of the Agency and to measure corporate performance indicators. Tracking surveys have operated since September 2010 on a quarterly basis using a standard set of questions, except where interruptions occurred (e.g., federal elections).

The *Parks Canada Awareness Tracking Survey 2021-22* aimed to capture the adult Canadian population's knowledge and general awareness of the Parks Canada Agency, the effectiveness of its communication efforts, and critical cross-functional issues to help inform programs/services.

The probability-based study was conducted in 4 survey waves, in both English and French, using a two-step approach where respondents were recruited by telephone to participate in an online web survey. Overall, 9,074 people completed the survey between June 1st, 2021, and March 15, 2022. The data was weighted based on geographic region, gender and age using 2016 Canadian Population Census data.

The total cost of this research was \$60,246.92 (tax included).

1.2 Political Neutrality Requirement

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
Advanis Inc.

2.0 Methodology

This tracking study aimed to help understand the short-term success of Parks Canada's proactive efforts on raising Canadians' awareness and understanding of the Agency. Its objective was also to measure corporate and other relevant operational performance indicators.

This study was completed in 4 different waves. The first wave was conducted in June 2021, the second wave in October and November 2021, the third wave in December 2021 and the fourth wave in February and March 2022. The second wave was initially planned to take place in September 2021 but was postponed because of a federal election and the requirement for government departments to suspend public opinion research for a set period of time around an election.

For each wave, Parks Canada sought a probability-based sample of 2,000 Canadian adults aged 18 or older drawn from the general population.

Advanis used its proprietary General Population Random Sample (GPRS) using an IVR-to-Web and CATI-to-Web methodology to contact potential respondents. This consists of using our proprietary interactive voice response (IVR) system and our in-house CATI call centre to conduct random digit dialing (RDD) to recruit respondents to be part of the GPRS sample. This method is probability-based; that is, every recruit has an equal and known chance of being invited to participate. Therefore, margin of errors can be calculated.

Advanis then used a two-step approach where people who are part of our GPRS sample were recruited by telephone to participate in an online web survey.

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. Across all 4 waves of the survey, of the respondents who completed the CATI screener, 96.2 % were invited via SMS, and 3.8 % were invited by email. Of those recruited to the online survey by SMS, 45.4 % completed the survey. Among those who were sent an email invitation, the completion rate of the online survey was 37.0 %. Invite reminders were sent 3 days and 6 days after the initial invitation.

Among those completing the survey online, the average survey length was slightly under 5 minutes (4.8 minutes).

The *Parks Canada Awareness Tracking Survey 2021-22* was designed by Parks Canada. Different versions of the Q8 question were presented to the respondents across different waves. First wave respondents were asked about their use of online resources when planning a trip, second wave respondents were asked about the appeal of different outreach activities and third and fourth wave respondents were asked about their interest towards different historical and cultural activities.

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 June 1st, 2021. During this pretest, we recruited 112 people by phone in English and French. This led to 33 completed online surveys (16 French, and 17 English). The validation of the data was completed on the morning of June 2nd. No changes were made to the survey following the pretest.

3.0 Sampling plan and data collection

The target audience for this project was Canadians, across all provinces who were 18 years and older. The North was excluded. Advanis used its proprietary General Population Random Sample (GPRS) to contact potential respondents. The sample for each survey wave had to support the ability to analyze the results by the following:

- Urbanity: Three census metropolitan areas - Montreal, Toronto and Vancouver.
- Home life: Households with and households without children.
- Age groups: Younger adults (age 18 to 34) and adults (age 35 and older).
- Immigration status: Born in Canada and not born in Canada.

Wave 1

For the first wave of the study, data collection was completed from June 1st to June 27, 2021. In total, 7,306 phone numbers were called between June 1st and June 15 and 4,785 were recruited to the survey, for a response rate on the recruit of 65.5 %. Recruits had until June 27 to answer the web survey.

Of the 4,785 participants invited to participate in the first wave of the survey, 2,190 completed the full online survey for a response rate among those recruited of 45.8 %. The margin of error for the study was +/-2.1 %, at a 95 % confidence interval (i.e., 19 times out of 20).

Wave 2

For the second wave of the study, data collection was completed from October 28 to November 14, 2021. In total, 9,846 phone numbers were called between October 28 and November 5 and 5,985 were recruited to the survey, for a response rate on the recruit of 60.8 %. Recruits had until November 14 to answer the web survey.

Of the 5,985 participants invited to participate in the second wave of the survey, 2,499 completed the full online survey for a response rate among those recruited of 41.8 %. The margin of error for the study was +/-2.0 %, at a 95 % confidence interval (i.e., 19 times out of 20).

Wave 3

For the third wave of the study, data collection was completed from December 1st to December 28, 2021. In total, 7,569 phone numbers were called between December 1st and December 8 and 4,903 were recruited to the survey, for a response rate on the recruit of 64.8 %. Recruits had until December 28 to answer the web survey.

Of the 4,903 participants invited to participate in the third wave of the survey, 2,288 completed the full online survey for a response rate among those recruited of 46.7 %. The margin of error for the study was +/-2.1 %, at a 95 % confidence interval (i.e., 19 times out of 20).

Wave 4

For the fourth wave of the study, data collection was completed from February 17 to March 15, 2022. In total, 6,979 phone numbers were called between February 17 and March 3rd and 4,248 were recruited to the survey, for a response rate on the recruit of 60.9 %. Recruits had until March 15 to answer the web survey.

Of the 4,248 participants invited to participate in the fourth wave of the survey, 2,097 completed the full online survey for a response rate among those recruited of 49.4 %. The margin of error for the study was +/-2.1 %, at a 95 % confidence interval (i.e., 19 times out of 20).

In total, 31,700 phone numbers were called during the 4-wave study, and 19,921 people were recruited to the survey. Of those 19,921, 9,074 completed the web survey.

4.0 Weighting

The data was weighted according to the age of respondents, gender and region using 2016 Canadian Population Census data. The six regions used for weighting were the following: Atlantic Canada, Quebec, Ontario, Manitoba/ Saskatchewan (i.e., Prairies), Alberta, and British Columbia. North was excluded. The values attributed to the different weight categories can be found at Appendix A.

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.
- Respondents have the possibility to use alternative means to respond to our surveys to ensure they are accessible and inclusive. We did not receive such request for the *Parks Canada Awareness Tracking Survey 2021-22*.

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 for each wave, data cleaning was performed to ensure high quality results. Data cleaning involved recoding responses to questions Q1 and Q2 that were related to awareness indicators.

At Q1, respondents were asked if they could name the organization or government department that operates officially designated national parks and national historic sites of Canada. If they answered yes, they were asked to specify what the organization or government department was. Our survey software was able to detect instances where the respondent answered “Parks Canada” or used a similar wording. If they gave the right answer, they were considered to be aware of Parks Canada without any help (unaided awareness).

If they did not give the right answer or said they did not know who the organization or department was, they were directed to Q2 where they were asked if they had ever heard of Parks Canada. Those who said yes were considered to be aware of Parks Canada with help (aided awareness).

However, some Q1 text responses needed to be recoded after data collection because our survey software could not account for all possible typographical errors in the response. If a response was "Parks Canada" but contained a typographical error that was not detected by our software, the Q1 and Q2 responses needed to be recoded.

A “total awareness” variable was also created from recoded Q1 and Q2 responses to show those who were aware of Parks Canada (aided and unaided awareness) and those who were not.

A “C1_Metro” variable was also created from the C1 variable to show which respondents were coming from the Toronto, Montreal and Vancouver metropolitan areas.

An SPSS dataset and banners were provided for each wave of the survey. Results in each set of banners (4 waves) were crossed by the following variables:

- Region: Atlantic, QC, ON, Prairies (SK/MB), AB, BC
- Age: Young adults (18 to 34), adults (35+)
- Immigration status: Born in Canada; born outside Canada
- Home life: Children at home, no children at home
- Urban area: Montreal, Toronto, Vancouver, all other records
- Awareness: Aware of Parks Canada; not aware of Parks Canada

Appendices

Appendix A: Weights

Table 1: The weights, Wave 1

Weight category	Unweighted N	Weighted N	Weight
(1) BC - Male - 18-34	23	38	1.670363
(2) BC - Male - 35-54	65	46	0.713301
(3) BC - Male - 55+	59	55	0.928062
(4) BC - Female - 18-34	39	38	0.971563
(5) BC - Female - 35-54	75	49	0.659174
(6) BC - Female - 55+	102	61	0.597363
(7) AB - Male - 18-34	52	38	0.739215
(8) AB - Male - 35-54	57	43	0.762767
(9) AB - Male - 55+	48	37	0.762937
(10) AB - Female - 18-34	50	37	0.748401
(11) AB - Female - 35-54	67	43	0.639350
(12) AB - Female - 55+	63	39	0.622860
(13) Prairies - Male - 18-34	23	21	0.905608
(14) Prairies - Male - 35-54	19	23	1.197766
(15) Prairies - Male - 55+	15	24	1.613248
(16) Prairies - Female - 18-34	20	20	1.017093
(17) Prairies - Female - 35-54	30	23	0.768201
(18) Prairies - Female - 55+	21	27	1.293358
(19) Ontario - Male - 18-34	69	112	1.625757
(20) Ontario - Male - 35-54	105	136	1.291873
(21) Ontario - Male - 55+	93	144	1.550396
(22) Ontario - Female - 18-34	68	112	1.643954
(23) Ontario - Female - 35-54	107	145	1.356039
(24) Ontario - Female - 55+	100	165	1.652636
(25) QC - Male - 18-34	63	64	1.015125
(26) QC - Male - 35-54	121	83	0.687139
(27) QC - Male - 55+	87	95	1.096442
(28) QC - Female - 18-34	65	63	0.976382
(29) QC - Female - 35-54	138	83	0.602261
(30) QC - Female - 55+	134	109	0.810463
(31) Atlantic - Male - 18-34	20	17	0.838419
(32) Atlantic - Male - 35-54	35	23	0.664525
(33) Atlantic - Male - 55+	28	30	1.062711
(34) Atlantic - Female - 18-34	23	17	0.733454
(35) Atlantic - Female - 35-54	18	25	1.383806
(36) Atlantic - Female - 55+	19	33	1.760378
(37) Other - Prefer not to answer	69	0	0.000000

Table 2: The weights, Wave 2

Weight category	Unweighted N	Weighted N	Weight
(1) BC - Male - 18-34	61	43	0.710874
(2) BC - Male - 35-54	64	52	0.817692
(3) BC - Male - 55+	51	62	1.211831
(4) BC - Female - 18-34	56	43	0.763714
(5) BC - Female - 35-54	106	56	0.526428
(6) BC - Female - 55+	63	69	1.091644
(7) AB - Male - 18-34	61	43	0.711259
(8) AB - Male - 35-54	33	49	1.487087
(9) AB - Male - 55+	40	41	1.033364
(10) AB - Female - 18-34	63	42	0.670420
(11) AB - Female - 35-54	27	48	1.790743
(12) AB - Female - 55+	37	44	1.197052
(13) Prairies - Male - 18-34	33	24	0.712422
(14) Prairies - Male - 35-54	17	26	1.510985
(15) Prairies - Male - 55+	18	27	1.517411
(16) Prairies - Female - 18-34	35	23	0.656003
(17) Prairies - Female - 35-54	17	26	1.530138
(18) Prairies - Female - 55+	26	31	1.179094
(19) Ontario - Male - 18-34	183	127	0.691890
(20) Ontario - Male - 35-54	142	153	1.078212
(21) Ontario - Male - 55+	136	163	1.196659
(22) Ontario - Female - 18-34	101	126	1.249283
(23) Ontario - Female - 35-54	163	164	1.004736
(24) Ontario - Female - 55+	134	187	1.392054
(25) QC - Male - 18-34	74	72	0.975465
(26) QC - Male - 35-54	102	94	0.920054
(27) QC - Male - 55+	103	108	1.045324
(28) QC - Female - 18-34	39	72	1.836758
(29) QC - Female - 35-54	146	94	0.642532
(30) QC - Female - 55+	104	123	1.178658
(31) Atlantic - Male - 18-34	18	19	1.051482
(32) Atlantic - Male - 35-54	18	26	1.458447
(33) Atlantic - Male - 55+	32	34	1.049558
(34) Atlantic - Female - 18-34	20	19	0.952038
(35) Atlantic - Female - 35-54	41	28	0.685721
(36) Atlantic - Female - 55+	30	38	1.258409
(37) Other - Prefer not to answer	105	0	0.000000

Table 3: The weights, Wave 3

Weight category	Unweighted N	Weighted N	Weight
(1) BC - Male - 18-34	33	40	1.208104
(2) BC - Male - 35-54	41	48	1.173497
(3) BC - Male - 55+	63	57	0.901919
(4) BC - Female - 18-34	35	39	1.123432
(5) BC - Female - 35-54	36	51	1.425077
(6) BC - Female - 55+	105	63	0.602183
(7) AB - Male - 18-34	41	40	0.972903
(8) AB - Male - 35-54	40	45	1.127941
(9) AB - Male - 55+	39	38	0.974417
(10) AB - Female - 18-34	45	39	0.862921
(11) AB - Female - 35-54	52	44	0.854850
(12) AB - Female - 55+	34	41	1.197655
(13) Prairies - Male - 18-34	13	22	1.662662
(14) Prairies - Male - 35-54	18	24	1.311996
(15) Prairies - Male - 55+	31	25	0.810047
(16) Prairies - Female - 18-34	29	21	0.727900
(17) Prairies - Female - 35-54	24	24	0.996470
(18) Prairies - Female - 55+	35	28	0.805285
(19) Ontario - Male - 18-34	157	116	0.741454
(20) Ontario - Male - 35-54	155	141	0.908148
(21) Ontario - Male - 55+	99	150	1.511367
(22) Ontario - Female - 18-34	87	116	1.333395
(23) Ontario - Female - 35-54	161	151	0.935211
(24) Ontario - Female - 55+	86	171	1.994152
(25) QC - Male - 18-34	69	66	0.961812
(26) QC - Male - 35-54	113	86	0.763538
(27) QC - Male - 55+	101	99	0.980083
(28) QC - Female - 18-34	64	66	1.029040
(29) QC - Female - 35-54	81	86	1.064776
(30) QC - Female - 55+	152	113	0.741436
(31) Atlantic - Male - 18-34	11	17	1.581895
(32) Atlantic - Male - 35-54	18	24	1.340869
(33) Atlantic - Male - 55+	48	31	0.643296
(34) Atlantic - Female - 18-34	8	18	2.188216
(35) Atlantic - Female - 35-54	23	26	1.123826
(36) Atlantic - Female - 55+	54	35	0.642755
(37) Other - Prefer not to answer	87	0	0.000000

Table 4: The weights, Wave 4

Weight category	Unweighted N	Weighted N	Weight
(1) BC - Male - 18-34	35	37	1.051090
(2) BC - Male - 35-54	51	44	0.870534
(3) BC - Male - 55+	59	52	0.888681
(4) BC - Female - 18-34	32	36	1.133848
(5) BC - Female - 35-54	59	47	0.802378
(6) BC - Female - 55+	77	58	0.757734
(7) AB - Male - 18-34	29	37	1.269245
(8) AB - Male - 35-54	63	42	0.660839
(9) AB - Male - 55+	15	35	2.337803
(10) AB - Female - 18-34	46	36	0.778961
(11) AB - Female - 35-54	53	41	0.773940
(12) AB - Female - 55+	18	38	2.087507
(13) Prairies - Male - 18-34	11	20	1.813195
(14) Prairies - Male - 35-54	26	22	0.838150
(15) Prairies - Male - 55+	14	23	1.655136
(16) Prairies - Female - 18-34	12	19	1.623224
(17) Prairies - Female - 35-54	29	22	0.760969
(18) Prairies - Female - 55+	12	26	2.167336
(19) Ontario - Male - 18-34	100	107	1.074172
(20) Ontario - Male - 35-54	64	130	2.029544
(21) Ontario - Male - 55+	109	138	1.266684
(22) Ontario - Female - 18-34	73	107	1.466375
(23) Ontario - Female - 35-54	139	139	0.999563
(24) Ontario - Female - 55+	156	158	1.014430
(25) QC - Male - 18-34	59	61	1.037952
(26) QC - Male - 35-54	85	80	0.936656
(27) QC - Male - 55+	126	91	0.724942
(28) QC - Female - 18-34	75	61	0.810291
(29) QC - Female - 35-54	107	80	0.743788
(30) QC - Female - 55+	153	104	0.679697
(31) Atlantic - Male - 18-34	22	16	0.729857
(32) Atlantic - Male - 35-54	18	22	1.237304
(33) Atlantic - Male - 55+	34	28	0.838037
(34) Atlantic - Female - 18-34	10	16	1.615363
(35) Atlantic - Female - 35-54	23	24	1.037025
(36) Atlantic - Female - 55+	37	32	0.865620
(37) Other - Prefer not to answer	66	0	0.000000

Parks Canada Tracking 2021

Government of Canada



Login

Thank you for taking the time to have your say on issues important to all Canadians.

Your input is valuable to us, and the survey will take **less than 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.

© 2021 Privacy Policy (<http://www.telcityhall.ca/privacy.html>) CRIC Pledge (<https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2020/09/CRIC-Pledge-to-Canadians.pdf>)

Q1

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 (please specify):

Q2 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

Q3

In the last 3 months, have you read, seen or heard something about national parks or national historic sites of Canada?

- 1 Yes
- 2 No
- 3 Do not know

Q4 Show if Q3 Yes

Where specifically do you recall hearing, watching or reading about national parks or national historic sites in the last 3 months?

Select up to 3.

- 1 Parks Canada website
- 2 Parks Canada newsletter
- 3 Magazine
- 4 Newspaper
- 5 TV commercial
- 6 TV program/documentary
- 7 From friends or family/word of mouth
- 8 Facebook
- 9 YouTube
- 10 Twitter
- 11 Instagram
- 12 Other websites
- 13 Radio
- 14 Other

Q5

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

How much do you support or oppose this mandate?

- 5 5 - Completely support
- 4 4
- 3 3 - Neither oppose nor support
- 2 2
- 1 1 - Completely oppose
- 6 Do not know/not sure

Q6

Now we would like to ask you some questions about nature and the outdoors.

During the COVID-19 pandemic, have you tried any of these outdoor recreational activities for the first time?

Select all that apply.

- 1 Backcountry camping
- 2 Camping in a tent (excludes backcountry camping)
- 3 Canoeing/kayaking
- 4 Cycling
- 5 Cross country skiing
- 6 Fishing
- 7 Hiking
- 8 Mountain biking
- 9 Recreational boating
- 10 RVing
- 11 Snowshoeing
- 12 None of these activities (Exclusive)

Q6b Show if Q6 Any Selected

How likely are you to continue these activities when the pandemic is over?

- 1 Backcountry camping (Show if Q6 Backcountry Camping Selected)
- 2 Camping in a tent (excludes backcountry camping) (Show if Q6 Camping Tent Selected)
- 3 Canoeing/kayaking (Show if Q6 Canoeing Kayaking Selected)
- 4 Cycling (Show if Q6 Cycling Selected)
- 5 Cross country skiing (Show if Q6 Cross Skiing Selected)
- 6 Fishing (Show if Q6 Fishing Selected)
- 7 Hiking (Show if Q6 Hiking Selected)
- 8 Mountain biking (Show if Q6 Mountain Biking Selected)
- 9 Recreational boating (Show if Q6 Boating Selected)
- 10 RVing (Show if Q6 RVing Selected)
- 11 Snowshoeing (Show if Q6 Snowshoeing Selected)

- 1 Very likely to continue
- 2 Somewhat likely to continue
- 3 Not likely to continue

Q7

If conditions permit, how likely are you to travel in Canada for vacation/leisure reasons over the next three (3) months?

- 1 Very likely
- 2 Somewhat likely
- 3 Not likely

Q7a Show if Q7 Very or Somewhat likely

What region of Canada would you most likely visit/travel in for vacation/leisure in the next 3 months?

- 1 Atlantic Canada
- 2 Quebec
- 3 Ontario
- 4 Prairies (Manitoba/Saskatchewan)
- 5 Western Canada (excluding the Rocky Mountains)
- 6 Rocky Mountains
- 7 Northern Canada

Wave 1 – Q8

And finally, in general, how often do you use each of these online resources when planning a trip?

- 1 Google (general search)
(e.g., where can I...? what can I do in X)
 - 2 Destination website
(e.g., City, region, place you want to visit)
 - 3 Attraction/activity websites
(e.g., specific activities you want – e.g., skiing in Rockies site)
 - 4 Integrated trip planning websites
(e.g., with hotels, flights, packages)
 - 5 Trip review websites
(e.g., Trip advisor)
 - 6 Social media
(e.g., Instagram, Facebook sites)
 - 7 Online travel agent
 - 8 Mobile travel apps
-
- 1 Always
 - 2 Often
 - 3 Sometimes
 - 4 Rarely/never

Wave 2 – Substitute Q8

Parks Canada is the federal organization responsible for operating national parks and national historic sites in Canada. Parks Canada also engages Canadians about nature, history and the work it does through outreach activities in local communities and on a mix of media platforms.

How appealing would the following outreach activities be to you as a way to learn about nature, history and the work Parks Canada does?

- 1 Interacting with Parks Canada employees at local places
(e.g., festivals and events, zoos, museums, libraries and other public places)
 - 2 Engaging with digital content created by Parks Canada
(e.g., live virtual presentations, videos, social media content, podcasts)
 - 3 Discovering Parks Canada content on your own
(e.g., viewing an exhibit in a public space, borrowing an activity kit from the local library, or downloading self-guided activities to do at home)
 - 4 Engaging with Parks Canada through educational institutions and organizations
(e.g., programs or workshops in schools or clubs, expert speakers, and providing classroom activities to school groups who plan to visit national parks and historic sites)
-
- 5 Extremely appealing
 - 4 Very appealing
 - 3 Moderately appealing
 - 2 Slightly appealing
 - 1 Not at all appealing

Wave 3 and 4 – Substitute Q8

As part of its mandate, Parks Canada protects and commemorates Canadian history and cultural heritage.

How interested are you in the following types of historical and cultural activities?

- 1 Visiting a commemorative plaque on site or virtually
 - 2 Visiting a national historic site
 - 3 Learning more about Canadian history and cultural heritage through website content
 - 4 Learning more about Canadian history and cultural heritage through social media content
(Instagram, Facebook, Twitter, other)
 - 5 Learning more about Canadian history and cultural heritage through video content
(Youtube, TikTok, other)
 - 6 Learning more about Canadian history and cultural heritage through podcasts and other audio content
-
- 5 Extremely interested
 - 4 Very interested
 - 3 Moderately interested

- 2 Slightly interested
- 1 Not at all interested

Finally, we have a few questions for statistical purposes. Your answers will remain completely anonymous.

Please click the arrow below to continue.

In which province or territory do you live?

- 1 British Columbia
- 2 Alberta
- 3 Saskatchewan
- 4 Manitoba
- 5 Ontario
- 6 Quebec
- 7 Newfoundland and Labrador
- 8 Nova Scotia
- 9 New Brunswick
- 10 Prince Edward Island
- 11 Nunavut
- 12 Northwest Territories
- 13 Yukon
- 14 Prefer not to say

With which gender category do you most identify?

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

In which of the following age categories do you belong?

- 1 18 to 24
- 2 25 to 34
- 3 35 to 44
- 4 45 to 54
- 5 55 to 64
- 6 65 or older
- 7 Prefer not to say

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, CÉGEP or other non-university certificate or diploma
- 6 University certificate/diploma below bachelor's level
- 7 Bachelor's degree
- 8 Post graduate degree above bachelor's level
- 9 Prefer not to say

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

- 1 Yes
- 2 No
- 3 Prefer not to say

Which of the following best describes you?

- 1 I was born in Canada
- 2 I was born outside Canada
- 3 Prefer not to say

What city or town do you live in or are closest to?

- 0 Other

Show if unknown community

What is the name of the community you live in or live closest to?

End

We have asked you all of our questions. We hope you've found this interesting, and we sincerely thank you for your time.

This survey was conducted on behalf of Parks Canada, and is registered under the Federal Access to Information Act. The survey 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) (<http://www.tellcityhall.ca/surveys.html>).

© 2021 Privacy Policy (<http://www.tellcityhall.ca/privacy.html>) CRIC Pledge (<https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2020/09/CRIC-Pledge-to-Canadians.pdf>)

Parks Canada Tracking 2021

Government of Canada



Login

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

Votre contribution nous est précieuse. L'enquête vous 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.

© 2021 Politique de confidentialité (<http://www.mavilleecoute.ca/privacy.html>) Engagement du CRIC (<https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2020/09/Engagement-du-CRIC-aupres-des-Canadiens.pdf>)

Q1

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):

Q2 Montrer si Ne connaît pas Parcs Canada

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

Q3

Au cours des trois (3) derniers mois, avez-vous entendu, lu ou vu quelque chose au sujet des parcs nationaux ou des lieux historiques du Canada?

- 1 Oui
- 2 Non
- 3 Je ne sais pas

Q4 Montrer si Q3 Oui

Où vous souvenez-vous précisément d'avoir entendu, lu ou vu quelque chose au sujet des parcs nationaux ou des lieux historiques au cours des trois (3) derniers mois?

Sélectionnez jusqu'à 3 réponses.

- 1 Site Web de Parcs Canada
- 2 Bulletin d'information de Parcs Canada
- 3 Article dans une revue ou un magazine
- 4 Article dans le journal
- 5 Publicité à la télévision
- 6 Émission/documentaire à la télévision
- 7 Des amis ou de la famille/bouche à oreille
- 8 Facebook
- 9 YouTube
- 10 Twitter
- 11 Instagram
- 12 Autre sites Web
- 13 Radio
- 14 Autre

Q5

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.

Veillez indiquer votre niveau d'appui envers ce mandat.

- 5 5 - Appuie totalement
- 4 4
- 3 3 - Ni pour, ni contre
- 2 2
- 1 1 - S'oppose totalement
- 6 Je ne sais pas/pas certain

Q6

Nous aimerions maintenant vous poser quelques questions sur la nature et le plein air.

Pendant la pandémie de COVID-19, avez-vous essayé l'une de ces activités récréatives de plein air pour la première fois?

Sélectionnez toutes les réponses qui s'appliquent.

- 1 Camping sauvage
- 2 Camping dans une tente (excluant le camping sauvage)
- 3 Canoé/kayak
- 4 Cyclisme
- 5 Ski de fond
- 6 Faire de la pêche
- 7 Randonnée
- 8 Vélo de montagne
- 9 Navigation de plaisance
- 10 Véhicule récréatif
- 11 Faire de la raquette
- 12 Aucune de ces activités (Exclusif)

Q6b Montrer si Q6 Any Selected

Quelle est la probabilité que vous continuiez à faire ces activités après la pandémie?

- 1 Camping sauvage (Montrer si Q6 Camping sauvage Sélectionné)
- 2 Camping dans une tente (excluant le camping sauvage) (Montrer si Q6 Camping dans une tente Sélectionné)
- 3 Canoé/kayak (Montrer si Q6 Canoé/kayak Sélectionné)
- 4 Cyclisme (Montrer si Q6 Cyclisme Sélectionné)
- 5 Ski de fond (Montrer si Q6 Ski de fond Sélectionné)
- 6 Faire de la pêche (Montrer si Q6 Faire de la pêche Sélectionné)
- 7 Randonnée (Montrer si Q6 Randonnée Sélectionné)
- 8 Vélo de montagne (Montrer si Q6 Vélo de montagne Sélectionné)
- 9 Navigation de plaisance (Montrer si Q6 Navigation de plaisance Sélectionné)
- 10 Véhicule récréatif (Montrer si Q6 Véhicule récréatif Sélectionné)
- 11 Faire de la raquette (Montrer si Q6 Faire de la raquette Sélectionné)

- 1 Très probable
- 2 Assez probable
- 3 Pas probable

Q7

Si les conditions le permettent, quelle est la probabilité que vous voyagiez au Canada pour des raisons de vacances ou de loisirs au cours des trois (3) prochains mois?

- 1 Très probable
- 2 Assez probable
- 3 Pas probable

Q7a Montrer si Q7 Très ou Assez probable

Quelle région du Canada visiteriez-vous ou dans quelle région du Canada voyageriez-vous le plus probablement au cours des trois (3) prochains mois pour des vacances/loisirs?

- 1 Canada atlantique
- 2 Québec
- 3 Ontario
- 4 Prairies (Manitoba/Saskatchewan)
- 5 Ouest du Canada (sans les montagnes rocheuses)
- 6 Les montagnes rocheuses
- 7 Nord du Canada

Vague 1 – Q8 Montrer si Vague 1

Et enfin, en général, à quelle fréquence utilisez-vous chacune de ces ressources en ligne lorsque vous planifiez un voyage?

- 1 Google (recherche générale)
(par exemple : où puis-je? que puis-je faire dans X)
 - 2 Site Web de la destination
(par exemple : ville, région, lieu que vous souhaitez visiter)
 - 3 Sites Web d'attraction/d'activité
(par exemple : des activités spécifiques que vous souhaitez faire - par exemple, le ski dans les Rocheuses)
 - 4 Sites Web de planification de voyage intégrés
(par exemple : avec des hôtels, des vols, des forfaits)
 - 5 Sites Web d'avis et de conseils touristiques
(par exemple : Trip advisor)
 - 6 Des médias sociaux
(par exemple : Instagram, sites Facebook)
 - 7 Agent de voyage en ligne
 - 8 Applications mobiles de voyage
-
- 1 Toujours
 - 2 Souvent
 - 3 Quelquefois
 - 4 Rarement/jamais

Vague 2 – Q8 Montrer si Vague 2

Parcs Canada est l'organisme fédéral responsable de l'exploitation des parcs nationaux et des lieux historiques nationaux au Canada. Parcs Canada sensibilise également les Canadiens à la nature, à l'histoire et au travail qu'il accomplit par le biais d'activités de sensibilisation dans les collectivités locales et sur diverses plateformes numériques.

Dans quelle mesure les activités de sensibilisation suivantes vous intéresseraient-elles comme moyen d'en apprendre davantage sur la nature, l'histoire et le travail de Parcs Canada?

- 1 Interagir avec les employés de Parcs Canada dans des endroits publics
(par exemple, festivals et événements, zoos, musées, bibliothèques et autres lieux publics.)
 - 2 Apprendre par le biais de contenu numérique créé par Parcs Canada
(par exemple, présentations virtuelles en direct, vidéos, contenu des médias sociaux, balados)
 - 3 Découvrir le contenu de Parcs Canada par soi-même
(par exemple, en visitant une exposition dans un espace public, en empruntant une trousse d'activités à la bibliothèque ou en téléchargeant des activités autoguidées à faire chez soi)
 - 4 Apprendre à propos de Parcs Canada par l'intermédiaire d'établissements d'enseignement et d'organismes
(par exemple, programmes ou ateliers dans les écoles ou les clubs, conférenciers experts et activités en classe pour les groupes scolaires qui prévoient visiter les parcs nationaux et les lieux historiques)
- 5 Extrêmement intéressant
 - 4 Très intéressant
 - 3 Moyennement intéressant
 - 2 Légèrement intéressant
 - 1 Pas du tout intéressant

Vague 3 et 4 – Q8 Montrer si Vague 3 ou 4

Dans le cadre de son mandat, Parcs Canada protège et commémore l'histoire et le patrimoine culturel canadien.

Dans quelle mesure êtes-vous intéressé par les types d'activités historiques et culturelles suivants?

- 1 Visiter une plaque commémorative sur place ou virtuellement
- 2 Visiter un lieu historique national
- 3 En savoir plus sur l'histoire et le patrimoine culturel canadien grâce au contenu du site Web
- 4 En savoir plus sur l'histoire et le patrimoine culturel canadien grâce au contenu des médias sociaux (Instagram, Facebook, Twitter, autre)
- 5 En savoir plus sur l'histoire et le patrimoine culturel canadien grâce au contenu vidéo (YouTube, TikTok, autre)
- 6 En savoir plus sur l'histoire et le patrimoine culturel canadien grâce à des balados et d'autres contenus audio

- 5 Extrêmement intéressé
- 4 Très intéressé
- 3 Moyennement intéressé
- 2 Légèrement intéressé
- 1 Pas du tout intéressé

Enfin, nous avons quelques questions à vous poser à des fins statistiques. Vos réponses demeureront complètement confidentielles.

Veuillez appuyer sur la flèche ci-dessous pour continuer.

Dans quelle province ou quel territoire habitez-vous?

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

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

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

À quelle catégorie d'âge appartenez-vous?

- 1 18 à 24
- 2 25 à 34
- 3 35 à 44
- 4 45 à 54
- 5 55 à 64
- 6 65 ans et plus
- 7 Préfère ne pas répondre

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

- 1 Secondaire 2 ou moins/8ième année ou moins
- 2 Quelques années d'étude au secondaire
- 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
- 9 Préfère ne pas répondre

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

- 1 Oui
- 2 Non
- 3 Préfère ne pas répondre

Laquelle des catégories suivantes vous décrit le mieux?

- 1 Je suis né(e) au Canada
- 2 Je suis né(e) à l'extérieur du Canada
- 3 Préfère ne pas répondre

Dans quelle ville habitez-vous ou de quelle ville êtes-vous le plus proche?

- 0 Autre

Montrer si Autre ville

Quel est le nom de la municipalité dans laquelle vous vivez ou êtes le plus proche?

End

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 Parcs Canada et est enregistrée en vertu de la Loi fédérale sur l'accès à l'information. Cette étude est menée par la firme de recherche sociale et marketing:
(<https://www.advanis.net/fr>)

en utilisant notre méthode de collecte de données:
(<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)
(<http://www.mavilleecoute.ca/sondages.html>).

© 2020 Politique de confidentialité (<http://www.mavilleecoute.ca/privacy.html>)