



Visitor Satisfaction Survey 2022

Methods Report

Prepared for Parks Canada Agency

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For more information on this report, please contact Parks Canada at:
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Ce rapport est aussi disponible en français

¹ Quebec tax rate

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This report presents the methodological details for the **Visitor Satisfaction Survey 2022** conducted by Advanis on behalf of the Parks Canada Agency. The probability-based, online survey was administered between September 2 and September 22, 2022 to 1,019 members of the Canadian public aged 18 or older who had visited a national park or national historic site/waterway during the summer of 2022.

Ce rapport est aussi disponible en français sous le titre : *Sondage 2022 sur la satisfaction des visiteurs – rapport méthodologique*

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Executive Summary

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

The Parks Canada Visitor Satisfaction Survey aimed to gather feedback from Canadians about their experiences and satisfaction with operations during their visit to national parks and/or national historic sites or waterways during the 2022 operating season. Results will be used for performance measurement.

The study employed a probability-based, online survey administered to a national sample of adult Canadians 18 years of age and older who had visited a national park or national historic site/waterway during the summer of 2022. The survey, which took approximately 4 and a half minutes to complete, was conducted from September 2 to September 22, 2022, using a multi-stage approach (phone to web recruitment). The data was weighted to the type of location visited (national park, national historic site/waterway) and the geographic region of the visit, using actual visitation volumes by region provided by Parks Canada.

A total of 1,019 Canadians completed the survey, with a response rate of 31.6 % and a margin of error of +/- 3.1 % at the national scale (19 times out of 20, at a 95 % confidence interval). The total cost of the study was \$46,369.42 including taxes².

Political Neutrality Statement and Contact Information

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



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² Quebec tax rate applied

1. Background and Objectives

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

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

Due to COVID-19, onsite intercept surveys, in paper or electronic format, were not feasible during the 2022 season. An alternative approach was sought to acquire feedback and measure performance. Parks Canada does not maintain a contact database of visitors. Therefore, it sourced a third party (Advanis) to find those in the general population that had visited a national park or national historic site during the designated operating season between mid-June and early September 2022. The survey aimed to collect feedback on:

- Overall enjoyment and satisfaction with the national park and/or national historic site experience;
- Satisfaction with various visit elements;
- Motivations for travelling and reasons for deciding to visit a Parks Canada location; and
- Levels of agreement with different statements about visiting a Parks Canada location.

2. Methodology

Parks Canada sought a probability-based sample of 1,000 Canadians aged 18 and older drawn from the general population who had visited a national park and/or national historic site during the summer of 2022. Rather than sampling by specific province and territory, the study aimed for regional distributions to match actual visitation patterns provided by Parks Canada. The probability-based study was conducted using a two-step approach where respondents were recruited by telephone to participate in an online web survey.

2.1 Survey Design

The survey was designed by Parks Canada and programmed by Advanis ensuring all required Government of Canada standards for public opinion research were met. These requirements included but were not limited to notifications regarding privacy and voluntary participation, options for participation by those with accessibility challenges, adaptability of content based on device (e.g., smartphone, laptop screen). Standards for pre-testing were also adhered to, with a pretest conducted in both English and French. The pretest was conducted between September 2 and September 6, 2022. A total of 170 people were recruited by telephone, and 35 pretests were completed online (17 French and 18 English).

2.2 Sampling and Administration

The target audience for this project was Canadians, across all provinces and territories, who were 18 years and older who visited a national park and/or national historic site during the summer of 2022. The goal was to achieve a distribution by region and by type of location visited similar to actual visitation numbers provided by Parks Canada for the 2022 season.

Table 1: Sample plan by region of visit

Region of visit	Target population	Margin of error (19 times out of 20)
Atlantic	94	+/- 10.11 %
Central	462	+/- 4.56 %
Prairie	36	+/- 16.33 %
West/North	408	+/- 4.85 %
Total	1,000	+/- 3.1 %

Table 2: Sample plan by type of location visited

Type	Target population	Margin of error (19 times out of 20)
National park	623	+/- 3.93 %
National historic site/waterway	377	+/- 5.05 %
Total	1,000	+/- 3.1 %

This probability-based study was conducted using a multi-stage approach. In the first phase (recruitment phase), Advanis added questions about national park visitation (whether they visited a Parks Canada location during the summer of 2022) to its internal research running within the general population. Respondents were randomly invited to participate in the internal study by telephone – both landline and mobile phones. During the computer-assisted telephone interview (CATI), participants were asked for permission to send them a link to their mobile phone via short message service (SMS). Once the participant completed the online survey, their responses to the park screener question were analyzed to determine the potential pool for the Parks Canada questions. Respondents were also asked for the specific place visited to ensure there was no confusion between national and provincial parks or historic sites under other levels of jurisdiction. In total, approximately 25,000 people responded to the national park visitation question and 4,387 mentioned having visited a Parks Canada location in the summer of 2022. The incidence rate of national park or national historic site/waterway visitors was approximately 17.5 %.

During phase two, participants identified in the previous internal analysis (visited a national park or a national historic site/waterway during the summer of 2022) were recruited over the phone to participate in the Parks Canada Visitor Satisfaction Survey. Those who agreed to participate were sent an invitation by SMS or email if requested. When a voicemail was reached, Advanis automatically sent an invitation to take part in the online survey to those who had previously agreed to participate in these studies. Invitations were grouped by province, to ensure that they were sent out during appropriate hours within each time zone. In total, 4,387 phone numbers were called between September 2 and September 15, 2022, and 3,810 people were recruited to the survey, meaning 86.8% of people called received an invitation.

Each online survey had a unique number embedded in participant hyperlinks to eliminate the possibility of duplicate responses from any one participant. After sending initial invitations, reminder messages were sent three days later to applicants who had not yet completed a survey or were not screened out of the survey. A maximum of two reminder messages was sent. Overall, 7,662 invitations and reminders were sent during the data collection period (Table 3).

Table 3: Details of survey invitations and reminders

Message ID	Purpose	Total Sent
1	Invitation (EN)	3,388
2	Invitation (FR)	422
3	Reminder 1 (EN)	2,329
4	Reminder 1 (FR)	282
5	Reminder 2 (EN)	1,015
6	Reminder 2 (FR)	226
Total		7,662

2.3 Weighting and Data Cleaning

This study focused on people who had visited a national park/national historic site during the 2022 summer season. There is no known 'population' of Canadian visitors and those who visit a particular national park/national historic site vary by a range of circumstances. Given this there was no possible comparison (nor was it necessary to compare to the Canadian population) to determine weights or response bias. Rather, the final sample of 1,019 was weighted based on the type of location visited (national park, national historic site/waterway) and the geographic region visited. This was done using actual visitation volumes by region provided by Parks Canada for the 2021 season, 2022 numbers were not available.

Table 4: Number of completes, by region of visit

Region of visit	Target population	Completed (unweighted)	Completed (weighted)*	Margin of error (19 times out of 20)
Atlantic	94	130	96	+/- 8.6 %
Central	462	417	471	+/- 4.8 %
Prairie	36	63	37	+/- 12.3 %
West/North	408	409	416	+/- 4.9 %
Total	1,000	1,019	1,019	+/- 3.1 %

* Note: The numbers for the weighted base does not sum to exactly 1,019 due to rounding.

Table 5: Number of completes, by type of location visited

Type	Target population	Completed (unweighted)	Completed (weighted)	Margin of error (19 times out of 20)
National Park	623	735	635	+/- 3.61 %
National Historic Sites/Waterway	377	284	384	+/- 5.82 %
Total	1,000	1,019	1,019	+/- 3.1 %

Overall, 3,810 Canadians were invited to participate and 1,019 surveys were completed during the data collection period (Table 6). A total of 581 participants were screened out for various reasons (Table 7). The response rate was 31.6 % among eligible respondents and the overall margin of error was +/- 3.1 %, at a 95 % confidence interval (Table 6). The average survey length was around 4 minutes and a half.

Table 6: Invited and screened

Invited	3,810
Screened out	581
Completed	1,019
Response rate	31.6 %
Margin of error	+/-3.1 %

Table 7: Screened-out participants, total and reason

Reason	N
Did not indicate a Parks Canada location	218
Did not visit a Parks Canada location	358
Younger than 18	5
Total	581

Inclusive participation is a requirement of public opinion research conducted by the Government of Canada. Online surveys are programmed to adapt to different devices (e.g., laptops, iPads, smartphones), large tables of scaled questions on a screen are limited (i.e., difficult to navigate on some devices and by screen readers), and the needs of ability devices (e.g., screen readers, use of tab-key functions to navigate screens) are addressed through programming. Alternative survey formats (e.g., interviews) were also available upon request. The accessibility measures Advanis put in place addressed the needs of participants who may have had different needs, as no one requested alternative formats of participation.

All demographic and derived variables used in the analysis and/or weighting were included in the dataset. All open-ended question responses were coded to general themes and aggregated when the theme represented at least one percent of total responses for the question. Original and coded verbatim responses were maintained in the dataset. All questions were crossed with themed categories to provide insight into the results. The themes included the type of location visited, the region of location visited, age, and gender. Final banner tables included unweighted and weighted frequencies and percentages for each variable.

2.4 Quality Control

Advanis employs a number of quality control measures to ensure success across the entire life cycle of the project. These measures are detailed below.

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.
- The survey was pre-tested in English and French. This allowed Advanis to further provide Parks Canada with insights into any issues with the survey prior to launch and suggestions for changes.

CATI Methodology: The CATI recruit script was programmed on Advanis' proprietary 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 high 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, interviewers are trained to use various interviewing techniques. As well as maintaining a professional attitude, interviewers must 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.

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

- Respondents have a unique access code to ensure that only that participant can complete the online survey, reducing potential bias created by duplicate respondents.
- 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.

Data Handling and Reporting: For 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 verbatim responses that are gibberish or don't make sense.
- Rigorous checks are completed to ensure the data is accurate and error-free according to the questionnaire logic (skip patterns).

3. Non-Response Bias

Surveys are subject to bias or error – sampling and non-sampling error. Sampling error stems from the fact that surveys are conducted with a portion of the population. This means that the results achieved from participants may not be reflective of the entire population. Non-sampling error often stems from differences in response from those who participated and those who did not. Non-response bias occurs when non-responders differ in a meaningful way from respondents and this difference impacts the information gathered.

Thousands of Canadian visitors to national parks were invited to participate. It is difficult to assess the presence of non-response bias because information about why those invited chose to not participate is not available, nor is it really ever available. One way to gauge the potential impact 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 (e.g., geography, demographics). If the variation is fairly small and there is no reason to believe there are other factors impacting respondents' willingness to participate, it can be concluded that the likelihood of non-response bias impacting the information gathered is minimal. This is the case with this study. A rigorous approach also helps to increase response rates and reduce the effects of non-response bias. In addition to the measures outlined earlier, other strategies to reduce non-response bias are outlined in Table 8.

Table 8: Strategies to reduce non-response bias

Action	Benefit(s)
Recruiting by telephone	Achieves a higher response rate compared to email invitations
Out-pulsing local phone numbers (rather than a toll-free number) and the name of the study sponsor ("GovCanada")	Increases pick-up rates (reduces call screening).
Systematic setting of the next call date /time based on the outcome of the current call	Maximizes ability to reach respondents. Ensures each respondent is called methodically across days of the week and times of the day (especially those that are difficult to reach)
Sending SMS text messages directly to participants	Provides a seamless transition from telephone to the online survey. Receipt can be confirmed in real-time and encourages respondents to complete the survey as soon as the call ends.
Informing potential respondents of the study sponsor	Enhances credibility and reassures person that the call is not a scam
Offering the survey in both official languages	Maximizes ease of completion

Appendix: Questionnaires

English Version

Introduction

The Government of Canada is conducting research on the topic of **national parks and national historic sites**. Advanis (<http://advanis.net>) has been hired to administer this survey. **Si vous préférez répondre au sondage en français, veuillez cliquer sur français.**

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

Should you have any questions about the survey please contact Advanis at 1-866-820-5163 or survey+parks2022@advanis.net and reference project number 6393.

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

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

This survey uses Advanis' (<http://advanis.net>) TellCityHall (<http://www.tellcityhall.ca>) data collection methodology. This survey is registered with the Canadian Research Insights Council's (CRIC) Research Verification Service. The project verification number is: 20220830-AD219. Click [here](https://www.canadianresearchinsightscouncil.ca/rvs/home/) to verify the legitimacy of this survey.
© 2022 Privacy Policy (<http://www.tellcityhall.ca/privacy.html>)

age

We need to start by asking a couple quick questions because this survey isn't relevant for everyone, and we don't want to waste anyone's time.

First, what is your age?

- 11 Less than 18 years | Less than 12
- 12 Less than 18 years | 12
- 13 Less than 18 years | 13
- 14 Less than 18 years | 14
- 15 Less than 18 years | 15
- 16 Less than 18 years | 16
- 17 Less than 18 years | 17
- 18 18 to 29 years | 18
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74	70 to 79 years 74
75	70 to 79 years 75
76	70 to 79 years 76
77	70 to 79 years 77
78	70 to 79 years 78
79	70 to 79 years 79
80	80 to 89 years 80
81	80 to 89 years 81
82	80 to 89 years 82
83	80 to 89 years 83
84	80 to 89 years 84
85	80 to 89 years 85
86	80 to 89 years 86
87	80 to 89 years 87
88	80 to 89 years 88
89	80 to 89 years 89
90	90 years or older

TD3 *Show if Under 18*

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



Parks
Canada

Parcs
Canada



Status Code: 504

Q1

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

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

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

T1 *Show if Q1 No*

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

Thank you for your time.



Parks
Canada

Parcs
Canada



Status Code: 501

Q1a *Show if Q1 National Park*

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

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

Q1a1 *Show if Q1a Western Canada*

What specific national park did you visit?

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

Q1a2 *Show if Q1a Central Canada*

What specific national park did you visit?

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

Q1a3 *Show if Q1a Atlantic Canada*

What specific national park did you visit?

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

Q1a4 *Show if Q1a Northern Canada*

What specific national park did you visit?

- 1 Ivvavik
- 2 Kluane
- 3 Aulavik
- 4 Nahanni
- 5 Nááts'ihch'oh
- 6 Tuktut Nogait
- 7 Wood Buffalo
- 8 Auyuittuq
- 9 Quttinirpaaq
- 10 Sirmilik
- 11 I did not visit any of these.

T2 *Show if Q1a No parks*

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

Thank you for your time.



Status Code: 502

Q1b *Show if Q1 Historic Site or Waterway*

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

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

Q1b1 *Show if Q1b Western Canada*

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

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

Q1b2 *Show if Q1b Ontario*

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

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

Q1b3 *Show if Q1b Quebec*

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

- 1 Artillery Park

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

Q1b4 *Show if Q1b Atlantic Canada*

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

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

Q1b5 *Show if Q1b Northern Canada*

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

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

T3 *Show if Q1b No sites or waterways*

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

Thank you for your time.



Parks
Canada

Parcs
Canada



Status Code: 503

Q2

Parks Canada values the opinions of visitors to assist in managing the visitor experience at national parks and national historic sites. As a recent visitor to a national park or national historic site, Parks Canada welcomes your feedback on your visit.

Was this your first visit to <<PCApplace>>?

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

Q3

What were your primary motivations for travel this summer?

Select all that apply

(Show if CATI) Select all that apply

- 1 To seek solitude/isolation *
- 2 Rest and Relaxation *
- 3 Pursuit of interests/activities *
- 4 Connect with friends and family *
- 5 See/do something new or different *
- 6 Get a break from my day to day environment *
- 7 Gain knowledge of history, other cultures *
- 8 Create lasting memories *
- 9 Stimulate my mind *
- 10 To be pampered and looked after *
- 11 Other (specify): _____
- 12 None of the above *(Exclusive)*

*Levels marked with * are randomized*

Q4

Why did you select visiting a Parks Canada location versus other destinations?

Select all that apply

(Show if CATI) Select all that apply

- 1 Accessible/Proximity *
- 2 Cost/value *
- 3 Level of service offer/everything I was looking for *
- 4 Family tradition/repeat visit *
- 5 Familiar with Parks Canada places *
- 6 Bucket list trip/always wanted to visited *
- 7 Advertisement/publication *
- 8 To be in the place where history happened *
- 9 Specific attraction/activity/event *
- 10 Part of itinerary/larger area being visited *
- 11 Considered the park/site a safe place to visit *
- 12 Abundant nature/wildlife viewing opportunities *
- 13 Wanted to stay and support local *
- 14 Other (specify): _____
- 15 None of the above *(Exclusive)*

*Levels marked with * are randomized*

Q5

How much did you enjoy your visit?

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

Q6

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

1. Trip planning information (e.g., what to expect prior to arrival, what was open, what to bring) *
2. Staff making you feel welcome *
3. Wayfinding/directional signage *
4. Information on how to act responsibly around wildlife *
5. Trails/Pathways *
6. Washroom cleanliness *
7. Day Use areas/facilities *
8. Interpretive programming (educational panels, guided tours) *

*Levels marked with * are randomized*

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

Q7

Please rate your level of satisfaction with your **overall visit** to <<PCApIace>>.

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

Q8

How much do you agree with the following statements?

- 1. The park/site is important to me *
- 2. Visiting the park/site was important for my physical health (exercise, recreation) *
- 3. Visiting the park/site was important for my mental health *
- 4. I would recommend visiting the park/site to friends and family *

*Levels marked with * are randomized*

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

Q9

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

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

-9 No additional comments

Q10

In which province or territory do you currently live?

- 1 Alberta (AB)
- 2 British Columbia (BC)
- 3 Manitoba (MB)
- 4 New Brunswick (NB)
- 5 Newfoundland and Labrador (NL)
- 6 Northwest Territories (NT)
- 7 Nova Scotia (NS)
- 8 Nunavut (NU)
- 9 Ontario (ON)
- 10 Prince Edward Island (PE)
- 11 Quebec (QC)
- 12 Saskatchewan (SK)
- 13 Yukon (YT)
- 8 Prefer not to say

Q11

With which gender category do you most identify?

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

End

The team at Parks Canada thanks you for taking the time to provide your thoughts. They look forward to seeing you again in the future.

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

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Parcs
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Status Code: -1

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 minutes to complete.

Where did we get their information:

People who have agreed to participate in future research from another recent Advanis or Tell City Hall survey.

Legitimacy: **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 Research Insights Council's (CRIC) Research Verification Service. The project verification number is: 20220830-AD219. Advanis upholds the CRIC pledge. This can be accessed at: <https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2020/09/CRIC-Pledge-to-Canadians.pdf>

French Version

Introduction

Le gouvernement du Canada mène des recherches sur le thème des **parcs nationaux et lieux historiques nationaux**. Advanis (<https://www.advanis.net/fr>) a été embauché pour administrer cette enquête. **If you prefer completing the survey in English, please click on English**

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

Si vous avez des questions concernant l'enquête, veuillez communiquer avec Advanis au 1-866-820-5163 ou nous envoyer un courriel à l'adresse survey+parks2022@advanis.net (<mailto:survey+parks2022@advanis.net>) en indiquant le numéro de référence de l'étude 6393.

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

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

Cette enquête utilise la méthodologie de collecte de données **MaVilleÉcoute** (<http://www.mavilleecoute.ca>) d'Advanis (<https://www.advanis.net/fr>). 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 : 20220830-AD219. Cliquez [ici](https://www.canadianresearchinsightscouncil.ca/rvs/home/) (<https://www.canadianresearchinsightscouncil.ca/rvs/home/>) pour vérifier la légitimité de ce sondage.
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age

Nous devons commencer par poser quelques questions rapides, car cette enquête n'est pas pertinente pour tout le monde et nous ne voulons pas faire perdre de temps à qui que ce soit.

Tout d'abord, quel est votre âge?

- 11 Moins de 18 ans | Moins de 12
- 12 Moins de 18 ans | 12
- 13 Moins de 18 ans | 13
- 14 Moins de 18 ans | 14
- 15 Moins de 18 ans | 15
- 16 Moins de 18 ans | 16
- 17 Moins de 18 ans | 17
- 18 18 à 29 ans | 18
- 19 18 à 29 ans | 19
- 20 18 à 29 ans | 20
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- 42 40 à 49 ans | 42
- 43 40 à 49 ans | 43
- 44 40 à 49 ans | 44
- 45 40 à 49 ans | 45
- 46 40 à 49 ans | 46
- 47 40 à 49 ans | 47
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- 49 40 à 49 ans | 49
- 50 50 à 59 ans | 50
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- 52 50 à 59 ans | 52
- 53 50 à 59 ans | 53

54	50 à 59 ans	54
55	50 à 59 ans	55
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57	50 à 59 ans	57
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59	50 à 59 ans	59
60	60 à 69 ans	60
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67	60 à 69 ans	67
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69	60 à 69 ans	69
70	70 à 79 ans	70
71	70 à 79 ans	71
72	70 à 79 ans	72
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74	70 à 79 ans	74
75	70 à 79 ans	75
76	70 à 79 ans	76
77	70 à 79 ans	77
78	70 à 79 ans	78
79	70 à 79 ans	79
80	80 à 89 ans	80
81	80 à 89 ans	81
82	80 à 89 ans	82
83	80 à 89 ans	83
84	80 à 89 ans	84
85	80 à 89 ans	85
86	80 à 89 ans	86
87	80 à 89 ans	87
88	80 à 89 ans	88
89	80 à 89 ans	89
90	90 ans ou plus	

TD3 *Montrer si moins de 18 ans*

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



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Q1

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

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

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

T1 *Montrer si Q1 Non*

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

Merci pour votre temps.



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Code de statut: 501

Q1a *Montrer si Q1 Parc National*

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

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

Q1a1 *Montrer si Q1a Ouest du Canada*

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

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

Q1a2 *Montrer si Q1a Centre du Canada*

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

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

Q1a3 *Montrer si Q1a Canada atlantique*

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

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

Q1a4 *Montrer si Q1a Nord du Canada*

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

- 1 Ivvavik
- 2 Kluane
- 3 Aulavik
- 4 Nahanni
- 5 Nááts'ihch'oh
- 6 Tuktut Nogait
- 7 Wood Buffalo
- 8 Auyuittuq
- 9 Quttinirpaaq
- 10 Sirmilik
- 11 Je n'ai visité aucun de ces endroits

T2 *Montrer si Q1a Aucun parc*

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

Merci pour votre temps.



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Code de statut: 502

Q1b *Montrer si Q1 Site national historique ou voie navigable*

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

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

Q1b1 *Montrer si Q1b Ouest du Canada*

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

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

Q1b2 *Montrer si Q1b Ontario*

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

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

Q1b3 *Montrer si Q1b Quebec*

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

- 1 Parc-de-l'Artilerie

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

Q1b4 *Montrer si Q1b Canada atlantique*

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

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

Q1b5 *Montrer si Q1b Nord du Canada*

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

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

T3 *Montrer si Q1b Aucun site ou voie navigable*

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

Merci pour votre temps.



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Q2

Parcs Canada accorde de l'importance aux opinions des visiteurs pour l'aider à gérer l'expérience du visiteur dans les parcs nationaux et les lieux historiques nationaux. En tant que visiteur récent d'un parc national ou d'un lieu historique national, Parcs Canada vous invite à faire part de vos commentaires sur votre expérience.

S'agissait-il de votre première visite à <<PCAplice>>?

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

Q3

Quels ont été les principaux motifs qui vous ont amené à voyager cet été?

Sélectionnez tout ce qui s'applique

(Montrer si CATI) Sélectionnez tout ce qui s'applique

- 1 Rechercher la solitude/l'isolement *
- 2 Repos et détente *
- 3 Poursuite d'intérêts/activités *
- 4 Se rapprocher des amis et de la famille *
- 5 Voir/faire quelque chose de nouveau ou de différent *
- 6 Rompre avec l'environnement quotidien *
- 7 Acquérir des connaissances sur l'histoire, d'autres cultures *
- 8 Créer des souvenirs durables *
- 9 Stimuler mon esprit *
- 10 Être choyé et pris en charge *
- 11 Autre (précisez) : _____
- 12 Aucune de ces réponses(*Exclusif*)

** Ces niveaux sont présentés dans un ordre aléatoire*

Q4

Pourquoi avez-vous choisi de visiter un lieu de Parcs Canada plutôt que d'autres destinations?

Selectionnez tout ce qui s'applique

(Montrer si CATI) Sélectionnez tout ce qui s'applique

- 1 Accessible/proximité *
- 2 Coût/valeur *
- 3 Niveau de l'offre de service/tout ce que je recherchais *
- 4 Tradition familiale/visite renouvelée *
- 5 Familiarisé avec les lieux de Parcs Canada *
- 6 Voyage sur la liste des choses à faire/toujours voulu visiter *
- 7 Annonce/publication *
- 8 Être dans un lieu chargé d'histoire *
- 9 Attraction/activité/événement spécial *
- 10 Partie de l'itinéraire/zone plus vaste visitée *
- 11 Parc/lieu considéré comme un endroit sûr à visiter *
- 12 Nombreuses possibilités d'observation de la nature et de la vie sauvage *
- 13 Désir de rester et soutien local *
- 14 Autre (précisez) : _____
- 15 Aucune de ces réponses(*Exclusif*)

** Ces niveaux sont présentés dans un ordre aléatoire*

Q5

Avez-vous apprécié votre visite?

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

Q6

Veillez évaluer votre niveau de satisfaction concernant les éléments suivants de votre visite.

1. Renseignements sur la planification du voyage (par exemple, ce à quoi s'attendre avant l'arrivée, ce qu'il faut apporter, ce qui était disponible) *
2. Le personnel vous fait sentir le bienvenu *
3. Orientation/signalisation directionnelle *
4. Information sur les comportements responsables en présence d'animaux sauvages *
5. Sentiers/voies *
6. Propreté des toilettes *
7. Aires/installations de fréquentation diurne (accessibles de jour) *
8. Programmes d'interprétation (panneaux éducatifs, visites guidées) *

** Ces niveaux sont présentés dans un ordre aléatoire*

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

Q7

Veillez noter votre niveau de satisfaction pour votre **visite en général** à <<PCAplice>>.

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

Q8

Dans quelle mesure êtes-vous d'accord avec les énoncés suivants?

1. Le parc/lieu est important pour moi *
2. La visite du parc/lieu était importante pour ma santé physique (exercice, loisirs) *
3. La visite du parc/lieu était importante pour ma santé mentale *
4. Je recommanderais la visite du parc/lieu à mes amis et à ma famille *

** Ces niveaux sont présentés dans un ordre aléatoire*

- | | |
|---|----------------------------|
| 5 | 5 - Tout à fait d'accord |
| 4 | 4 |
| 3 | 3 |
| 2 | 2 |
| 1 | 1 - Fortement en désaccord |

Q9

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

Veillez ne pas entrer d'identifiants d'information personnelle (par ex., nom, courriel, numéro de téléphone, adresse postale), puisque toute information pourra être partagée avec le commanditaire de cette étude.

-9 Pas de commentaires supplémentaires

Q10

Dans quelle province habitez-vous?

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

Q11

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

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

Fin

L'équipe de Parcs Canada vous remercie d'avoir pris le temps de partager vos idées. Ils ont hâte de vous voir en 2023.

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

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Code de statut: -1

Page d'aide

Si vous éprouvez du stress ou des difficultés émotionnelles en ce moment, il peut être utile de parler à quelqu'un. J'ai un numéro gratuit que je peux vous donner si vous souhaitez parler à quelqu'un.

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

US: 1-800-273-8255

Temps: Le sondage prendra environ 5 minutes à compléter.

Où avons-nous obtenu leurs informations:

Les personnes qui ont accepté de participer à de futures enquêtes dans le cadre d'une autre enquête récente d'Advanis ou de Ma Ville Écoute.

Légitimité: **CRIC:** Le numéro de vérification du projet auprès du CRIC est le 20220830-AD219. Advanis est membre enregistré du Conseil canadien de la recherche sur la recherche. Advanis respecte et supporte cet engagement. Ceci peut être consulté à: <https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2020/09/Engagement-du-CRIC-aupres-des-Canadiens.pdf>