Parks Canada Advertising Campaign Evaluation (ACET) 2023
Methodological Report

Prepared for Parks Canada
Supplier name: Advanis Inc.
Contract number: CW2237374
Contract value: $54,785.58 (tax included)
Award date: August 10, 2022
Delivery date: August 9, 2023
Registration number: POR 022-22

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 Advertising Campaign Evaluation (ACET) 2023
Methodological Report

Prepared for Parks Canada
Supplier Name: Advanis Inc.
August 2023

This report presents the methodological details for the **Parks Canada Advertising Campaign Evaluation (ACET) 2023** conducted by Advanis Inc. on behalf of Parks Canada. This study was completed from January 5 to January 31, 2023, in the form of a pre-campaign survey and from June 13 to July 10, 2023, in the form of a post-campaign survey. Both waves were conducted using Advanis' General Population Representative Sample (GPRS) sample. Advanis sought a probability-based sample of 2,000 Canadian adults aged 18 or older drawn from the general population.

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:

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

Parks Canada
30 Victoria Street
Gatineau, Québec J8X0B3

Ce rapport est aussi disponible en français sous le titre : Évaluation des campagnes publicitaires (OEPC) de Parcs Canada 2023.

TABLE OF CONTENTS

1. Executive Summary

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

Parks Canada launched a national advertising campaign that aired on a variety of platforms in the winter and spring of 2023 including traditional television, digital and streaming television, social media platforms, search engine marketing and billboards. Each platform was in market at different times, but as a whole the campaign was in market between February 2023 and June 2023. The campaign was focused on promoting visiting national parks and national historic sites and was linked to promoting the recovery of Canada's tourism industry.

As a result, and as per Government of Canada requirements, all advertising campaigns valued at least $1M are required to undertake an evaluation using the Advertising and Communication Evaluation Tool (ACET) via a pre (or baseline) and post evaluation survey. The purpose of this quantitative study is to collect feedback from Canadians in order to:
- measure the performance of the advertising;
- understand the public's message recall of the campaign;
- measure Canadian's public awareness of Parks Canada, both aided and unaided;
- measure support of Parks Canada's mandate;
- understand if the public was intending to visit national parks or national historic sites in 2023.

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

This study was completed from January 5 to January 31, 2023, in the form of a pre-campaign or 'pre-wave' survey through the use of Advanis' General Population Representative Sample (GPRS) sample. The post-campaign or 'post-wave' survey was conducted from June 13 to July 10, 2023. A consistent set of questions is used in both surveys to compare across the timeframe in which the advertising campaign enters and leaves the public domain.

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

Questions within the survey further filtered out responses from anyone under the age of 18, those who did not live in Canada, and anyone working for organizations that would not qualify to participate (e.g., a market research firm). A total of 4,117 adult Canadians participated in the study. For the aided recall evaluation, three different versions of the video creatives could be viewed. There were two 15 second videos and one 30 second video.

The contract value for this study was $54,785.58 (tax included).

Political neutrality certification

I hereby certify as Senior Officer of Advanis that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications.

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

Signed:

Nicolas Toutant, Vice-President, Research and Evaluation

Advanis Inc.

2. Introduction

Parks Canada launched a national advertising campaign that aired on a variety of platforms in the winter and spring of 2023 including traditional television, digital and streaming television, social media platforms, search engine marketing and billboards. Each platform was in market at different times, but as a whole the campaign was in market between February 2023 and June 2023. The campaign was focused on promoting visiting national parks and national historic sites and was linked to promoting the recovery of Canada's tourism industry.

As per Government of Canada requirements, all advertising campaigns valued at least $1M are required to undertake an evaluation using the Advertising and Communication Evaluation Tool (ACET) via a pre (or baseline) and post evaluation survey. The purpose of this quantitative study is to collect feedback from Canadians in order to:
- measure the performance of the advertising;
- understand the public's message recall of the campaign;
- measure Canadian's public awareness of Parks Canada, both aided and unaided;
- measure support of Parks Canada's mandate;
- understand if the public was intending to visit national parks or national historic sites in 2023.

3. Survey design

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

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

A pre-test was conducted between January 5 and January 9 2023 for the pre-campaign survey (29 English and 14 French) and on June 13 2023 for the post-campaign survey (14 English and 21 French). Respondents were asked to provide feedback on the survey. Neither language pre-tests highlighted any difficulties with the survey itself or with data collection. The data collected during the pre-test was retained for the analysis.

4. Sampling

4.1 PROJECT CHARACTERISTICS

This study was completed from January 5 to January 31, 2023, in the form of a pre-campaign survey through the use of Advanis' General Population Representative Sample (GPRS) sample. The post-campaign survey was conducted from June 13 to July 10, 2023. Participants were asked the same questions in each of the pre and post waves for comparative purposes. Additional questions were asked

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

4.2 SAMPLING PLAN

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

Table 1: Sample plan by province/region of Canada

Region	Percentage of population	Target population
Atlantic Canada	6.8%	136
Quebec	22.9%	459
Ontario	38.7%	775
Manitoba/Saskatchewan	6.8%	136
Alberta	11.6%	232
British Columbia	13.1%	262
Total	**100%**	**2000**

5. Invitations

Invitations were sent by SMS and email and grouped by province, to ensure that they were sent out during appropriate hours within each time zone. After sending the initial invitation, a reminder message was sent 3 days later to applicants who did not complete a survey or were not screened out of the survey. A maximum of 2 reminder messages were sent. Overall, 25,734 SMS and emails were sent during data collection for these surveys.

Table 2: Details of survey invitations and reminders

Message ID	Purpose	Pre-wave	Post-wave	Total Sent
1	Invitation (EN)	3,297	5,856	9,153
2	Invitation (FR)	1,010	1,870	2,880
3	Reminder 1 (EN)	1,540	4,256	5,796
4	Reminder 1 (FR)	578	1,420	1,998
5	Reminder 2 (EN)	1,088	3,283	4,371
6	Reminder 2 (FR)	401	1,135	1,536
Total		**7,914**	**17,820**	**25,734**

A difference in the recruitment process between the pre and post waves resulted in more survey invitations being sent during the post-campaign. During the pre-wave email invitations were sent to those Advanis spoke to directly, while in the post-wave email invitations were sent to those Advanis spoke to directly as well as calls that went straight to voicemail if they had previously agreed to participate in research. This difference also explains the lower response rate in the post-wave results, seen in Section 6.

6. Completes and Targets

Overall, 12,033 Canadians were invited to participate in the pre and post-campaign surveys, 4,307 in the pre survey and 7,726 in the post survey. The average survey length of the pre-campaign survey was 6 minutes and 7 minutes for the post-campaign survey. In total, 4,117 surveys were completed during the data-collection period – 2,026 completes in the pre-campaign survey and 2,091 in the post-campaign survey. The response rate for the pre-campaign was 55.4% and the margin of error was +/-2.18, at a 95% confidence interval. The response rate for the post-campaign was 32.0% and the margin of error was +/-2.14%.

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

Province/Region	Target	Pre-wave completes	Post-wave completes
Atlantic provinces	136	121	123
Quebec	459	549	537
Ontario	775	659	780
Manitoba/ Saskatchewan	136	151	124
Alberta	232	249	221
British Columbia	262	297	306
Total	**2,000**	**2,026**	**2,091**

Table 4: Number of screened-out participants per wave

Wave	Working in ineligible sector	Does not live in Canada	Younger than 18	Total
Pre-wave	318	3	37	358
Post-wave	340	2	41	383
Total	**658**	**5**	**78**	**741**

7. Non-response Bias

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

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

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

8. Weighting, Database and Banners

Overall, 4,117 surveys were completed. The weighting of each dataset (pre / post-campaign) was based on 3 variables: age, gender and region. The six regions used for weighting were Atlantic Canada, Quebec, Ontario, Manitoba/Saskatchewan, Alberta and British Columbia. North was excluded. A weight value of 1 was attributed to respondents who had missing information on a weighting variable. The weights are based on the most recent Statistics Canada census information that is publicly available, the 2021 census.

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

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

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

9. Appendices: Surveys

English Survey: Pre-wave

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

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

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

This survey is registered with the Canadian Research Insights Council's (CRIC) Research Verification Service. The project verification number is: 20221130-AD156. Click here (https://www.canadianresearchinsightscouncil.ca/rvs/home/) to verify the legitimacy of this survey.

© 2023 Privacy Policy (http://www.tellcityhall.ca/privacy.html) CRIC Pledge (https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2020/09/CRIC-Pledge-to-Canadians.pdf)

S1 Do you, or does anyone in your household, work for any of the following organizations?
Select all that apply
1   A marketing research firm
2   A magazine or newspaper
3   An advertising agency or graphic design firm
4   A political party
5   A radio or television station
6   A public relations company
7   Federal or provincial government
8   None of these organizations   (Exclusive)

Show if QA 8/None of these organizations
S2 With which gender category do you most identify?
1   Male
2   Female
3   Other
99   Prefer not to answer

S3 In what year were you born?
Minimum: 1900, Maximum: 2020
-8   Prefer not to say

S4 In which of the following age categories do you belong?
1   Less than 18 years old
2   18 to 24
3   25 to 34
4   35 to 44
5   45 to 54
6   55 to 64
7   65 or older
-8   Prefer not to say

S5 In which province or territory do you live?
1   Alberta
2   British Columbia
3   Manitoba
4   New Brunswick
5   Newfoundland and Labrador
6   Northwest Territories
7   Nova Scotia
8   Nunavut
9   Ontario
10   Prince Edward Island
11   Quebec
12   Saskatchewan
13   Yukon
99   None of the above

Q1 Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?
1   Yes
2   No

Q3 Show if Q1 yes
Q3 Think about the most recent Government of Canada ad that comes to mind. What do you remember about this ad?
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.

T1A Over the past three weeks, have you seen, read or heard any Government of Canada advertising about national parks and national historic sites?
1   Yes
2   No

T1B Show if T1A yes
T1B Where have you seen, read or heard this Government of Canada ad about national parks and national historic sites?
Select all that apply
 1   Print magazine

2   Print newspaper
3   Radio
4   Television
5   Digital/Streaming TV (e.g., Netflix, Disney+)
6   Snapchat
7   Facebook
8   Digital/Streaming radio (e.g., Spotify, Podcast)
9   In a mobile app
10   TikTok
11   Instagram
12   Internet website
13   Twitter
14   LinkedIn
15   Online news sites
16   Web search (e.g., Google, Bing)
17   Pinterest
18   YouTube
19   Outdoor billboards/signage
20   Transit (e.g., Inside/outside bus/subway or bus shelter)
21   Other, specify:

T1C Show if T1A yes
T1C What do you remember about this ad?
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.

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

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

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

T1G How likely are you to visit a national park or national historic site this year (in 2023)?
1   Very Likely
2   Somewhat likely

3   Not likely

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

D2 What is the highest level of formal education that you have completed?
1   Grade 8 or less
2   Some high school
3   High school diploma or equivalent
4   Registered Apprenticeship or other trades certificate or diploma
5   College, CEGEP or other non-university certificate or diploma
6   University certificate or diploma below bachelor's level
7   Bachelor's degree
8   Post graduate degree above bachelor's level

D3 Are there any children under the age of 18 currently living in your household?
1   Yes
2   No

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

D5 Where were you born?
1   Born in Canada
2   Born outside Canada (Specify the country):

D6 Show if D5 bornoutsideCAN
D6 In what year did you first move to Canada?
Minimum: 1900, Maximum: 2022
-8   Prefer not to say

D7 What is the language(s) you first learned at home as a child and still understand? Select up to two
1   English

2   French
77   Other (specify):

C1new Show if BC ON or QC
(if QE BC) Do you live in the Vancouver metropolitan area?
(if QE ON) Do you live in the Greater Toronto Area (GTA)?
(if QE QC) Do you live in the Montreal metropolitan area?
1   Yes
2   No

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

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

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

© 2023 Privacy Policy (http://www.tellcityhall.ca/privacy.html) CRIC Pledge (https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2020/09/CRIC-Pledge-to-Canadians.pdf)

English Survey: Post-wave

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

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

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

This survey is registered with the Canadian Research Insights Council's (CRIC) Research Verification Service. The project verification number is: 20221130-AD156. Click here (https://www.canadianresearchinsightscouncil.ca/rvs/home/) to verify the legitimacy of this survey.

S1 Do you, or does anyone in your household, work for any of the following organizations?
Select all that apply
1	A marketing research firm
2	A magazine or newspaper
3	An advertising agency or graphic design firm
4	A political party
5	A radio or television station
6	A public relations company
7	Federal or provincial government
8	None of these organizations	(Exclusive)

Show if QA 8/None of these organizations
S2 With which gender category do you most identify?
1	Male
2	Female
3	Other
99	Prefer not to answer

S3 In what year were you born?
Minimum: 1900, Maximum: 2020
-8	Prefer not to say

Show if S3 -8/Prefer not to say
S4 In which of the following age categories do you belong?
1	Less than 18 years old
2	18 to 24
3	25 to 34
4	35 to 44
5	45 to 54
6	55 to 64
7	65 or older
-8	Prefer not to say

S5 In which province or territory do you live?
1	Alberta
2	British Columbia
3	Manitoba
4	New Brunswick
5	Newfoundland and Labrador
6	Northwest Territories
7	Nova Scotia
8	Nunavut
9	Ontario
10	Prince Edward Island

11	Quebec
12	Saskatchewan
13	Yukon
99	None of the above

Q1 Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?
1   Yes
2   No

Q3 Show if Q1 yes
Q3 Think about the most recent Government of Canada ad that comes to mind. What do you remember about this ad?
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.

T1A Over the past three weeks, have you seen, read or heard any Government of Canada advertising about national parks and national historic sites?
1   Yes
2   No

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

Select all that apply
1   Print magazine
2   Print newspaper
3   Radio
4   Television
5   Digital/Streaming TV (e.g., Netflix, Disney+)
6   Snapchat
7   Facebook
8   Digital/Streaming radio (e.g., Spotify, Podcast)
9   In a mobile app
10   TikTok
11   Instagram
12   Internet website
13   Twitter
14   LinkedIn
15   Online news sites
16   Web search (e.g., Google, Bing)
17   Pinterest
18   YouTube
19   Outdoor billboards/signage
20   Transit (e.g., Inside/outside bus/subway or bus shelter)
21   Other, specify:

T1C Show if T1A yes
T1C What do you remember about this ad?
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.

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

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

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

T1G How likely are you to visit a national park or national historic site this year (in 2023)?
1   Very Likely
2   Somewhat likely
3   Not likely

Here are some ads that have recently been broadcast on various media. Click here to watch. Click on the right arrow to go to the next page.
15-second ad (version 1)
15-second ad (version 2)
30-second ad

T1H Over the past few months, have you seen, read or heard these ads or any variations of these ads?
1   Yes
2   No

T1I Show if T1h have seen read heard ad
T1I Where have you seen, read or heard this Government of Canada ad about national parks and national historic sites?
Select all that apply
1   Print magazine
2   Print newspaper
3   Radio
4   Television
5   Digital/Streaming TV (e.g., Netflix, Disney+)

6	Snapchat
7	Facebook
8	Digital/Streaming radio (e.g., Spotify, Podcast)
9	In a mobile app
10	TikTok
11	Instagram
12	Internet website
13	Twitter
14	LinkedIn
15	Online news sites
16	Web search (e.g., Google, Bing)
17	Pinterest
18	YouTube
19	Outdoor billboards/signage
20	Transit (e.g., Inside/outside bus/subway or bus shelter)
21	Other, specify:

T1J What do you think is the <u>main</u> point these ads are trying to get across?

T1K Show if T1I have seen read heard ad
Please indicate your level of agreement with the following statements about these ads.
1. **These ads catch my attention ***
2. **These ads are relevant to me ***
3. **These ads are difficult to follow ***
4. **These ads do not favour one political party over another ***
5. **These ads talk about an important topic ***
6. **These ads provide new information ***
7. **These ads clearly convey that the Government of Canada is inviting Canadians to visit national parks and historic sites ***
8. **These ads motivate me to consider visiting a national park and/or a national historic site as part of a day visit or vacation ***

Levels marked with * are randomized

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

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

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

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

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

D5 Where were you born?
1   Born in Canada
2   Born outside Canada (Specify):

D6 Show if D5 outside of Canada
D6 In what year did you first move to Canada?
Minimum: 1901, Maximum: 2023
-8   Prefer not to say

D7 What is the language(s) you first learned at home as a child and still understand? Select up to two.
1   English
2   French
77   Other (specify):

C1new Show if BC ON or QC
(if QE BC) Do you live in the Vancouver metropolitan area?
(if QE ON) Do you live in the Greater Toronto Area (GTA)?
(if QE QC) Do you live in the Montreal metropolitan area?
1   Yes
2   No

-8   Prefer not to say

That concludes the survey. This survey was conducted on behalf of Parks Canada. In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to answer this survey, it is greatly appreciated.

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

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

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

French Survey: Pre-wave

Merci de prendre quelques minutes pour répondre à ce sondage sur des enjeux d'actualité qui intéressent les Canadiens. If you prefer to complete the survey in English, please click on English.

Votre participation est volontaire et toutes vos réponses demeureront confidentielles. Le sondage prend environ 5 minutes à compléter. Si vous êtes interrompu pendant le questionnaire, vous pouvez cliquer sur le même lien pour reprendre là où vous vous étiez arrêté.

Le gouvernement du Canada a contracté une société indépendante de recherche sur l'opinion publique, Advanis (http://advanis.net), pour mener la recherche en leur nom. Cette enquête utilise la méthodologie de collecte de données MaVilleÉcoute (http://www.mavilleecoute.ca) d'Advanis. Vos informations personnelles sont traitées avec les plus hauts standards de confidentialité par Advanis. Les réponses au sondage seront regroupées avec les réponses des autres participants et vos renseignements personnels ne seront utilisés qu'aux fins énoncées dans le sondage. Nous n'utiliserons pas ces informations à d'autres fins que celles conformes aux exigences et directives des études de marché. Cette enquête est enregistrée auprès du Service de vérification de la recherche du Conseil de recherche et d'intelligence marketing canadien (CRIC). Le numéro de vérification du projet est : 20221130-AD156. Cliquez ici (https://www.canadianresearchinsightscouncil.ca/rvs/home/) pour vérifier la légitimité de ce sondage.

S1 Quelqu'un au sein de votre foyer travaille-t-il pour l'une ou l'autre des organisations suivantes ?
Choisissez toutes les réponses applicables
1   Une firme de recherche en marketing
2   Un magazine ou un quotidien
3   Une agence de publicité ou de conception graphique
4   Un parti politique
5   Une station radiophonique ou de télévision
6   Une firme de relations publiques
7   Le gouvernement fédéral ou provincial
8   Aucune de ces organisations   (Exclusive)

Montrer si S1 8/ Aucune de ces organisations
S2 À quelle catégorie de genre vous identifiez-vous le plus ?
1   Homme
2   Femme
3   Autre
99   Préfère ne pas le dire

S3 Quelle est votre année de naissance ?
Minimum : 1900, Maximum : 2020
-8   Préfère ne pas répondre

S4 Montrer si S3 -8/ Préfère ne pas répondre

S4 À quelle catégorie d'âge appartenez-vous ?
1   Moins de 18 ans
2   18 à 24
3   25 à 34
4   35 à 44
5   45 à 54
6   55 à 64
7   65 et plus
-8   Préfère ne pas le

S5 Dans quelle province ou quel territoire habitez-vous ?
1   Alberta
2   Colombie-Britannique
3   Manitoba
4   Nouveau-Brunswick
5   Terre-Neuve-et-Labrador
6   Territoires du Nord-Ouest
7   Nouvelle-Écosse
8   Nunavut
9   Ontario
10   Île-du-Prince-Édouard
11   Québec
12   Saskatchewan
13   Yukon
99   Aucune de ces réponses

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

Q3 Montrer si Q1 oui
Q3 Pensez à la plus récente publicité du gouvernement du Canada qui vous revient à l'esprit. De quoi vous souvenez-vous à propos de cette publicité ?
Veuillez ne pas entrer d'informations d'identification personnelle (par exemple, nom, adresse courriel, numéro de téléphone, adresse postale), car tout ce que vous entrez peut être partagé avec le sponsor de cette recherche.

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

T1B Montrer si T1A oui
T1B Où avez-vous vu, lu ou entendu cette publicité du gouvernement du Canada au sujet de de parcs nationaux et des lieux historiques nationaux ?
Sélectionner tout ce qui s'applique
1   Magazines
2   Journal imprimé

3	Radio
4	Télévision
5	Télévision numérique/en continue (p. ex. Netflix, Disney+)
6	Snapchat
7	Facebook
8	Radio numérique/en continue (p. ex. Spotify, Podcast)
9	Une application mobile
10	TikTok
11	Instagram
12	Site Internet
13	Twitter
14	LinkedIn
15	Sites web de nouvelles
16	Moteur de recherche (p. ex. Google, Bing)
17	Pinterest
18	YouTube
19	Panneaux d'affichage extérieurs
20	Transport en commun (par exemple, intérieur/extérieur des autobus / dans le métro, dans un abribus)
21	Autres, veuillez préciser :

T1C Montrer si T1A oui

T1C De quoi vous souvenez-vous à propos de cette publicité ?

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

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

1	Non
2	Oui, veuillez préciser :

T1E Montrer si Ne connait pas Parcs Canada

T1E Avez-vous déjà entendu parler de Parcs Canada, qui est une agence du gouvernement fédéral ?

1	Oui, j'en ai entendu parler
2	Non, je n'en ai pas entendu parler

T1F Le mandat de Parcs Canada est de protéger et de présenter les parcs nationaux, les lieux historiques et les aires marines de conservation du Canada, ainsi que de favoriser la connaissance, l'appréciation et l'utilisation de ces lieux par le public, qu'il s'agisse des générations actuelles ou des générations futures. Veuillez indiquer dans quelle mesure vous vous opposez à ce mandat ou vous l'appuyez.

1	5 - Appuie totalement
2	4
3	3 - Ni pour, ni contre
4	2
5	1 - S'oppose totalement

T1G Quelle est la probabilité que vous visitiez un parc national ou un lieu historique national cette année (en 2023) ?
1 Très probable
2 Assez probable
3 Pas probable

D1 Laquelle de ces descriptions correspond le mieux à votre situation d'emploi actuelle ? Êtes-vous…
1 Travailleur/travailleuse à temps complet (30 heures et plus par semaine)
2 Travailleur/travailleuse à temps partiel (moins de 30 heures par semaine)
3 Travailleur/travailleuse autonome
4 Sans emploi, mais à la recherche d'un emploi
5 Étudiant(e) à temps plein
6 Retraité(e)
7 À l'extérieur du marché du travail (personne au ménage à temps plein ou sans emploi et non à la recherche d'emploi)
8 Autre situation

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

D3 Des enfants de moins de 18 ans habitent-ils actuellement dans votre ménage ?
1 Oui
2 Non

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

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

D6 Montrer si D5 né(e) à l'étranger
D6 En quelle année êtes-vous arrivé(e) au Canada ?

Minimum : 1900, Maximum : 2022

-8   Préfère ne pas répondre

D7 Quelle(s) première(s) langue(s) avez-vous apprise(s) lorsque vous étiez enfant et que vous comprenez toujours ? En choisir au plus deux

1   Anglais

2   Français

77   Autre langue ; veuillez préciser :

C1new   Montrer si C.-B. ON ou QC

C1new (si QE BC) Habitez-vous dans la région métropolitaine de Vancouver ?

C1new (si QE ON) Habitez-vous dans la région métropolitaine de Toronto (GTA) ?

C1new (si QE QC) Habitez-vous dans la région métropolitaine de Montréal ?

1   Oui

2   Non

Voilà qui met fin au sondage que nous avons effectué pour le compte de Parcs Canada. Dans les mois à venir, le rapport sera disponible via Bibliothèque et Archives Canada. Nous vous remercions beaucoup d'avoir pris le temps d'y participer, nous vous en sommes reconnaissants.

Cette étude a été créée et financée par la firme de recherche sociale et marketing: (https://www.advanis.net/fr) en utilisant notre méthode de collecte de données: Ma Ville Écoute (http://www.mavilleecoute.ca/)

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

© 2023 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)

French Survey: Post-wave

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

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

Le gouvernement du Canada a contracté une société indépendante de recherche sur l'opinion publique, Advanis (http://advanis.net), pour mener la recherche en leur nom. Cette enquête utilise la méthodologie de collecte de données MaVilleÉcoute (http://www.mavilleecoute.ca) d'Advanis. Vos informations personnelles sont traitées avec les plus hauts standards de confidentialité par Advanis. Les réponses au sondage seront regroupées avec les réponses des autres participants et vos renseignements personnels ne seront utilisés qu'aux fins énoncées dans le sondage. Nous n'utiliserons pas ces informations à d'autres fins que celles conformes aux exigences et directives des études de marché.

Cette enquête est enregistrée auprès du Service de vérification de la recherche du Conseil de recherche et d'intelligence marketing canadien (CRIC). Le numéro de vérification du projet est : 20221130-AD156.

S1 Quelqu'un au sein de votre foyer travaille-t-il pour l'une ou l'autre des organisations suivantes ?
Choisissez toutes les réponses applicables
1   Une firme de recherche en marketing
2   Un magazine ou un quotidien
3   Une agence de publicité ou de conception graphique
4   Un parti politique
5   Une station radiophonique ou de télévision
6   Une firme de relations publiques
7   Le gouvernement fédéral ou provincial
8   Aucune de ces organisations   (Exclusive)

Montrer si S1 8/ Aucune de ces organisations
S2 À quelle catégorie de genre vous identifiez-vous le plus ?
1   Homme
2   Femme
3   Autre
99   Préfère ne pas le dire

S3 Quelle est votre année de naissance ?
Minimum : 1900, Maximum : 2020
-8   Préfère ne pas répondre

S4 Montrer si S3 -8/ Préfère ne pas répondre
À quelle catégorie d'âge appartenez-vous ?
1   Moins de 18 ans
2   18 à 24
3   25 à 34
4   35 à 44
5   45 à 54
6   55 à 64
7   65 et plus
-8   Préfère ne pas le

S5 Dans quelle province ou quel territoire habitez-vous ?
1   Alberta
2   Colombie-Britannique
3   Manitoba
4   Nouveau-Brunswick
5   Terre-Neuve-et-Labrador
6   Territoires du Nord-Ouest
7   Nouvelle-Écosse
8   Nunavut

9	Ontario
10	Île-du-Prince-Édouard
11	Québec
12	Saskatchewan
13	Yukon
99	Aucune de ces réponses

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

Q3 Montrer si Q1 oui
Q3 Pensez à la plus récente publicité du gouvernement du Canada qui vous revient à l'esprit. De quoi vous souvenez-vous à propos de cette publicité ?
Veuillez ne pas entrer d'informations d'identification personnelle (par exemple, nom, adresse courriel, numéro de téléphone, adresse postale), car tout ce que vous entrez peut être partagé avec le sponsor de cette recherche.

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

T1B Montrer si T1A oui
T1B Où avez-vous vu, lu ou entendu cette publicité du gouvernement du Canada au sujet de de parcs nationaux et des lieux historiques nationaux ?
Sélectionner tout ce qui s'applique
1   Magazines
2   Journal imprimé
3   Radio
4   Télévision
5   Télévision numérique/en continue (p. ex. Netflix, Disney+)
6   Snapchat
7   Facebook
8   Radio numérique/en continue (p. ex. Spotify, Podcast)
9   Une application mobile
10   TikTok
11   Instagram
12   Site Internet
13   Twitter
14   LinkedIn
15   Sites web de nouvelles
16   Moteur de recherche (p. ex. Google, Bing)
17   Pinterest
18   YouTube
19   Panneaux d'affichage extérieurs
20   Transport en commun (par exemple, intérieur/extérieur des autobus / dans le métro, dans un abribus)

21   Autres, veuillez préciser :

T1C Montrer si T1A oui
T1C De quoi vous souvenez-vous à propos de cette publicité ?
Veuillez ne pas entrer d'informations d'identification personnelle (par exemple, nom, adresse courriel, numéro de téléphone, adresse postale), car tout ce que vous entrez peut être partagé avec le sponsor de cette recherche.

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

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

T1F Le mandat de Parcs Canada est de protéger et de présenter les parcs nationaux, les lieux historiques et les aires marines de conservation du Canada, ainsi que de favoriser la connaissance, l'appréciation et l'utilisation de ces lieux par le public, qu'il s'agisse des générations actuelles ou des générations futures. Veuillez indiquer dans quelle mesure vous vous opposez à ce mandat ou vous l'appuyez.
1   5 - Appuie totalement
2   4
3   3 - Ni pour, ni contre
4   2
5   1 - S'oppose totalement

T1G Quelle est la probabilité que vous visitiez un parc national ou un lieu historique national cette année (en 2023) ?
1   Très probable
2   Assez probable
3   Pas probable

Voici quelques publicités qui ont récemment été diffusées sur différents médias. Cliquez ici pour voir.
Cliquez sur la flèche droite pour aller à la page suivante.
Publicité de 15 secondes (version 1)
Publicité de 15 secondes (version 2)
Publicité de 30 secondes

T1IH Au cours des derniers mois avez-vous vu, lu ou entendu ces publicités ou des variations de celles-ci ?
1   Oui
2   Non

T1I Montrer si T1H oui
T1I Où avez-vous vu, lu ou entendu ces publicités ?
Choisissez toutes les réponses applicables

1   Magazines
2   Journal imprimé
3   Radio
4   Télévision
5   Télévision numérique/en continue (p. ex. Netflix, Disney+)
6   Snapchat
7   Facebook
8   Radio numérique/en continue (p. ex. Spotify, Podcast)
9   Une application mobile
10   TikTok
11   Instagram
12   Site Internet
13   Twitter
14   LinkedIn
15   Sites web de nouvelles
16   Moteur de recherche (p. ex. Google, Bing)
17   Pinterest
18   YouTube
19   Panneaux d'affichage extérieurs
20   Transport en commun (par exemple, intérieur/extérieur des autobus / dans le métro, dans un abribus)
21   Autres, veuillez préciser :

T1J Quel est, selon vous, le message principal que ces publicités tentent de véhiculer ?

T1K Dans quelle mesure êtes-vous d'accord ou non avec les énoncés suivants au sujet de ces publicités?
1.   **Ces publicités attirent mon attention ***
2.   **Ces publicités me concernent ***
3.   **Ces publicités sont difficiles à suivre ***
4.   **Ces publicités ne favorisent pas un parti politique plus qu'un autre ***
5.   **Ces publicités traitent d'un sujet important ***
6.   **Ces publicités fournissent de l'information nouvelle ***
7.   **Ces publicités indiquent clairement que le gouvernement du Canada invite les Canadiens à visiter les parcs nationaux et les sites historiques ***
8.   **Ces publicités m'incitent à considérer la visite d'un parc national ou d'un lieu historique national dans le cadre d'une excursion d'une journée ou de vacances ***
* Ces niveaux sont présentés dans un ordre aléatoire

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

D1 Laquelle de ces descriptions correspond le mieux à votre situation d'emploi actuelle ? Êtes-vous…?
1   Travailleur/travailleuse à temps complet (35 heures et plus par semaine)
2   Travailleur/travailleuse à temps partiel (moins de 35 heures par semaine)

3	Travailleur/travailleuse autonome
4	Sans emploi, mais à la recherche d'un emploi
5	Étudiant(e) à temps plein
6	Retraité(e)
7	À l'extérieur du marché du travail (personne au ménage à temps plein ou sans emploi et non à la recherche d'emploi)
8	Autre situation

D2 Quel est le plus haut niveau de scolarité que vous avez atteint ?

1	Huitième année ou moins
2	Quelques années d'études secondaires
3	Diplôme d'études secondaires ou l'équivalent
4	Apprentissage enregistré ou autre certificat ou diplôme d'une école de métiers
5	Collège, cégep ou autre certificat ou diplôme d'une institution non universitaire
6	Certificat ou diplôme inférieur au baccalauréat
7	Baccalauréat
8	Diplôme d'études universitaires supérieur au baccalauréat

D3 Des enfants de moins de 18 ans habitent-ils actuellement dans votre ménage ?

1	Oui
2	Non
99	Préfère ne pas le dire

D4 Laquelle des catégories suivantes décrit le mieux la somme des revenus annuels avant impôts de tous les membres de votre foyer ?

1	Moins de 20 000 $
2	Entre 20 000 $ et 40 000 $
3	Entre 40 000 $ et 60 000 $
4	Entre 60 000 $ et 80 000 $
5	Entre 80 000 $ et 100 000 $
6	Entre 100 000 $ et 150 000 $
7	150 000 $ et plus
99	Préfère ne pas le dire

D5 Où êtes-vous né(e) ?

1	Au Canada
2	À l'étranger (Précisez quel pays) :

D6 Montrer si D5 né(e) à l'étranger
D6 En quelle année êtes-vous arrivé(e) au Canada ?
Minimum : 1900, Maximum : 2021

-8	Préfère ne pas répondre

D7 Quelle est la première langue que vous avez apprise lorsque vous étiez enfant et que vous comprenez toujours ?

1	Anglais
2	Français
77	Autre langue ; veuillez préciser :

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

Voilà qui met fin au sondage que nous avons effectué pour le compte de Parcs Canada. Dans les mois à venir, le rapport sera disponible via Bibliothèque et Archives Canada. Nous vous remercions beaucoup d'avoir pris le temps d'y participer, nous vous en sommes reconnaissants.

Cette étude a été créée et financée par la firme de recherche sociale et marketing: (https://www.advanis.net/fr) en utilisant notre méthode de collecte de données: Ma Ville Écoute (http://www.mavilleecoute.ca/)

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

© 2023 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)

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