



# Recreation Study (National Parks)

## Methods Report



Prepared for Parks Canada Agency

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*Ce rapport est aussi disponible en français*

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S. Munn, 2016 (Banff National Park)

## Table of Contents

Executive Summary .....	2
Political Neutrality Statement and Contact Information.....	2
Background and Objectives .....	3
Methodology .....	3
Survey Design.....	3
Sampling and Administration .....	4
Weighting and Data Cleaning .....	5
Quality Control.....	6
Non-Response Bias .....	8
Appendix: Questionnaires .....	9

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This report presents the methodological details for the **Recreation Study (National Parks)** conducted by Advanis on behalf of the Parks Canada Agency. The probability-based, online survey was administered between October 24 and December 5, 2022 to 2,211 members of the Canadian public aged 18 or older who had visited at least one national park in Canada in the last ten years.

Ce rapport est aussi disponible en français sous le titre : *Étude récréative (sur les parcs nationaux)*

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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.

Transportation is an important issue in national parks. It influences how people access points of interest and the overall quality of the visitor experience, but it is also linked to conservation. This exploratory study sought to better understand current transportation choices of domestic visitors to Canadian national parks, the role(s) and benefits personal vehicles serve in their experiences, the perceptions and needs of alternative transportation to be viable choices, and potential trade-offs that might motivate or change choices consumers make when it comes to the future of transportation in national parks.

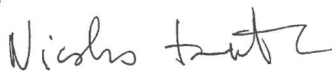
The study employed a probability-based, online survey administered to a national sample of adult Canadians 18 years of age and older who had visited at least one Canadian national park in the last decade. The survey, which took approximately 14.6 minutes to complete, was conducted between October 24 and December 5, 2022 using a multi-stage approach and random phone to web recruitment. The sample involves visitors (and not the general population) and was drawn based on home base of visitors (i.e. province). The data was not weighted using demographic variables such as age, gender, education because such information at the granular level was not available for national park visitors and Advanis could not measure the level of precision of the region of residence estimates provided by Parks Canada.

A total of 2,211 Canadians completed the survey, with a response rate of 22.2 percent and a margin of error of +/- 2.1 percent at the national scale (19 times out of 20, at a 95 percent confidence interval). The total cost of the study was \$61,873 including taxes.

### 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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# 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.

National parks are managed to protect the natural environment while providing public access for enjoyment and appreciation of the outdoors. Personal vehicles are the main means to access and get around national parks. Driving is also an integral part of the leisure experience, and scenic highways are an expression of this (e.g., Cabot Trail – Cape Breton Highlands; Gulf Shore Parkway – Prince Edward Island; Red Rock Parkway – Waterton Lakes; Icefields Parkway – Banff/Jasper). Consequently, transportation, park management, and visitor experiences are inherently linked.

As Parks Canada works to address climate change mitigation and sustainability goals in the context of Canada's transition to a low carbon economy, transportation to and within national parks is a critical area of consideration. Transportation is however, a complex issue due to the location, geography, and offer of individual parks and their integration with broader community and national infrastructure. Park organizations around the world are testing and/or implementing sustainable transportation strategies for accessing national parks and the onsite movement of people. Their experiences to date have found that many factors contribute to influencing consumer choice, acceptance, and shifts in modal behaviour. Transportation choice and options are not an either/or decision.

Transportation is evolving as socio-economic and environmental contexts evolve. It is inevitable transportation choices and options will evolve in the coming years and decades in the context of continued change. To inform the conversation about what transportation might look like for national parks, Parks Canada sought a study to better understand the following:

- Canadians' current transportation choices in travelling to and in national parks;
- The role(s) and/or benefits personal vehicles serve in national park experiences;
- Perceptions and needs of alternative transportation to be viable visitor choices for national parks; and,
- Potential trade-offs that might motivate or change transportation choices visitors make when it comes to experiencing national parks.

Most studies to date used to inform this work tended to focus on a single park and either used hypothetical scenarios or sought feedback on an alternative mode of transport being tested or being implemented. This Canadian study was exploratory in nature in that it focuses on a system of national parks with varying individual levels of sustainability. The information gleaned from the current study serves as a baseline and will be used to inform further discussions about the future state and options for transportation in national parks.

## 2. Methodology

Parks Canada sought a sample of Canadians aged 18 years and older who had visited at least one national park in the last decade. The study employed a multi-stage sampling process that involved both a random sample of Canadians (general population) and a subset of Advanis' proprietary, probability-based General Population Representative Sample (GPRS). The latter was used in recent visitor satisfaction studies conducted for Parks Canada. Both approaches are probability based and support margin of error calculations.

### 2.1 Survey Design

The survey was designed by Parks Canada and programmed by Advanis ensuring all required standards for public opinion research in the Government of Canada 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), and web accessibility standards for online content. Standards for pre-testing were also adhered to, with a pretest conducted in both English and French. The pretest was conducted between October 24 and 25, 2022. A total of 351 people were recruited by telephone, and 39 pretests were completed online (15 French and 24 English). Results of the pretests were provided to Parks Canada to review. As a result of the survey length (16.7 minutes for the pre-test) Parks Canada removed some context text and several questions. Q13 and Q19 were also converted from ranking questions to multiple choice to reduce time. As a result of the revisions the pre-test survey completes were excluded from the final data.

## **2.2 Sampling and Administration**

The target audience for this project was Canadians, across 10 provinces, who were 18 years and older and had visited at least one national park in Canada in the last decade. Visitors were the focus rather than the general population. It was important that participants had visited a national park in the relative recent past for three main reasons. First, previous experience would provide a frame of reference for participants to help address the questions posed to them – for example, they would have a sense of the nature of and distances between points of interests, the different environments in them, and transportation options currently available. Second, those with previous experience would have patterns and/or established expectations about park experiences. Over the longer term, it may be more challenging for these visitors to convert to alternative modes of transportation than people who have never visited nor have any experience with national parks. Finally, the extensive scientific literature on sustainable transportation and park systems focuses on the needs and concerns of actual park users. As it was this literature that informed this Canadian study, the focus was the base of Canadians who currently (within the last 10 years) enjoy national parks in person.

It is acknowledged that a participant may visit one park or multiple parks over 10 years and in any province, regardless of their home residence. The actual park itself was not a selection or weighting mechanism, as residents from a particular province can visit any park in the country. As long as the randomly selected participant visited at least one national park in Canada since 2011, they could be included in the study. Questions filtered out responses from anyone under the age of 18 and anyone who did not live in Canada.

The focus of the sample was residents and national parks in the provinces. Residents of Canada's three northern territories and participants who indicated that they only had experience with national parks in Canada's North were excluded from consideration. The overall proportion of annual visitors to any national park in Canada by residents of the territories is small. Less than one percent of total visitation to national parks is made by residents of Yukon Territory, Nunavut, or the Northwest Territories. Northern parks also tend to be more remote (e.g., on Ellesmere Island), and have low visitation (some see less than 20 visitors annually). More importantly, the related transportation options can be different when compared to those in the rest of the country (e.g., limited or no road access, more use of charter flights). As a result, the focus of this study was national parks elsewhere in Canada and residents whose home base was located outside of Canada's North. Parks Canada provided summary statistics to define the geographic distribution of the sample (Table 1).

This probability-based study was conducted using a multi-stage approach. In the first phase Advanis added questions about national park visitation to its internal research running within the general population. Respondents were randomly called to be invited to participate by telephone or IVR – both landline and mobile phones. A link was sent to the potential respondent's email address or mobile phone via short message service (SMS). Once the participant completed the online survey, they were asked if they'd be willing to participate to future studies. Their responses to the park visitation questions were analyzed to determine the potential pool for this Parks Canada study.

During phase two, participants identified as having visited a national park recently were randomly recruited to participate in this specific study on national parks and transportation by telephone - both landline and mobile phones. During the computer-assisted telephone recruit interview (CATI), participants were asked for permission to follow up with them regarding an online survey whereby a link was sent to the potential respondent's email address or mobile phone via short message service (SMS). The email and SMS messages were sent out during appropriate hours within each time zone. Each 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 three reminder messages was sent. Overall 16,233 invitations and reminders were sent during the data collection period (Table 2).

**Table 1:** Sample plan by province/region of Canada

Region	Visitors <sup>1</sup> (home base) (%)	Target Population	Margin of error (19 times out of 20)
Atlantic	10.1	252	+/- 6.2%
Quebec	16.9	423	+/- 4.8%
Ontario	24.4	612	+/- 4.0%
Prairies	10.7	267	+/- 2.7%
Alberta	25.8	644	+/- 3.9%
British Columbia	12.1	302	+/- 5.6%
<b>Total</b>	<b>100</b>	<b>2,500</b>	<b>+/- 2.0%</b>

1 - Visitation to Northern parks and visitors from the territories removed prior to calculating (home base %)

**Table 2:** Details of survey invitations and reminders

Message ID	Purpose	Total Sent
<b>1</b>	Invitation (EN)	5,489
<b>2</b>	Invitation (FR)	881
<b>3</b>	Reminder 1 (EN)	3,559
<b>4</b>	Reminder 1 (FR)	618
<b>5</b>	Reminder 2 (EN)	2,923
<b>6</b>	Reminder 2 (FR)	527
<b>7</b>	Reminder 3 (EN)	1,922
<b>8</b>	Reminder 3 (FR)	314
	<b>Total</b>	<b>16,233</b>

### 2.3 Weighting and Data Cleaning

The focus was not a sample based on visitation volumes nor the general population. A random sample based on visitation volume emphasizes one region of the country due to the natural pattern of operations and popularity of destinations. A focus on the general population would yield a large proportion of people who had never visited or visited more than a decade ago. The focus was on people who visited (within the last 10 years), and they can visit any park in the system. Therefore, the sample was based on the starting point for a visitor's trip – where they reside (their home base, by province). This results in a sample more reflective of Parks Canada's actual domestic visitor base (with a higher proportion from western Canada and a modified proportion from Central Canada). The data was not weighted by demographics (e.g., age, gender, education) because a comprehensive breakdown of variables at the geographic level needed was not available for national parks and Advanis could not measure the precision of the region of residence estimates provided by Parks Canada.



The study initially intended to collect a random sample of 2,500 domestic visitors to national parks. A smaller sample was accepted in field for several reasons: 1) length of time the survey was in field, 2) reminders permitted under the government’s requirements had been exhausted, and 3) the need to avoid extending data collection into the December holiday period. Overall 7,662 Canadians were invited to participate and 2,211 surveys were completed during the data collection period (Table 3). The average survey length was 14.6 minutes (English = 14.5 minutes; French = 15.2 minutes). The response rate was 22.2 percent and the overall margin of error was +/- 2.1 percent, at a 95% confidence interval (Table 3). A total of 1,822 participants were screened out for not having visited a national park in the last 10 years. There was also a screener included to ensure respondents were over 18 years old. No respondents were screened out for being under 18 as Advanis only used sample from its probability-based General Population Representative Sample (GPRS) that was over 18.

**Table 3:** Number of completes, by region

Region	Target population	Completed (unweighted)	Margin of error (19 times out of 20)
Atlantic	252	202	+/- 6.9%
Quebec	423	334	+/- 5.4%
Ontario	612	471	+/- 4.5%
Prairie	267	278	+/- 5.9%
Alberta	644	665	+/- 3.8%
British Columbia	302	261	+/- 6.1%
<b>Total</b>	<b>2,500</b>	<b>2,211</b>	<b>+/- 2.1%</b>

**Table 4:** Invited and screened

Category	Total
Invited	7,662
Screened out (Have not visited park in last 10 years)	1,822
Completed	2,211
Response rate <sup>1</sup>	22.2%
Margin of error	+/-2.1%
1 Responding Units / (Unresolved + In Scope Non-Responding + Responding Units)	

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 if requested. 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, however for this study, no one requested alternative formats of participation.

All demographic and derived variables used in the analysis 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. All questions were crossed with themed categories to provide insight into the results. Final banner tables included unweighted frequencies and percent 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).

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

### 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.

This study focused on visitors to national parks and not the general population. The ten-year period of consideration provided sufficient tenure to capture a range of visitors and a range of experiences – regular, repeat visitors, occasional visitors, and those who had experienced them for the first time. The focus was also not a particular park or region of parks, so the basis for the random sample was not visitation volumes. The focus was on the people who visited, and they can visit any park in the system. This results in a sample more reflective of Parks Canada's actual domestic market base. Non-visitors and those who had visited more than 10 years ago were excluded from this study. It is possible that they could have different views of the issues presented and explored in this study.

Thousands of Canadian visitors to national parks were invited to participate. It is difficult to assess the presence of non-response bias since information about why those invited chose to not participate is unavailable, 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). However reliable demographic data was not available for this population to compare to. A rigorous approach also helps to increase response rates and reduce the effects of non-response bias. In addition to measures outlined earlier, other strategies to reduce non-response bias include:

- 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 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 Questionnaire

The Government of Canada is conducting research on the topic of national parks and transportation. ADVANIS has been hired to administer this survey using its data collection methodology TellCityHall. Si vous préférez répondre au sondage en français, veuillez cliquer sur français.

The survey takes 10 to 15 minutes to complete and your participation is voluntary and confidential. No individual will be associated with their responses – the results are summarized in 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+parkstransport@advanis.ca](mailto:survey+parkstransport@advanis.ca) (mailto:survey+parkstransport@advanis.ca) and reference project number 6514.

Please note: You have been selected at random to participate in this study. No form of 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: 20220928-AD477. Click here (<https://www.canadianresearchinsightscouncil.ca/rvs/home/20220928-AD477>) to verify the legitimacy of this survey.

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

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We are interested in your opinions about federally designated national parks and how they are experienced. Some examples of federal national parks you may be familiar with are Banff, Pacific Rim, Grasslands, Cape Breton Highlands, Riding Mountain, Point Pelee, and Mingan.

We want to better understand Canadians' current transportation choices when travelling to and within Canadian national parks, the role(s) transportation plays in park experiences, and what people need from different modes of transportation in national parks.

Each Canadian national park is unique with respect to access, services, and transportation. This survey explores the issues **generally** rather than focusing on a specific national park or region of the country. Please think about the national park(s) you are most familiar with or visit most often when answering the questions.

### Section 1: Canadian National Parks and You

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

- 1 - Under 18 (>Thank and terminate)
- 2 - 18 to 24
- 3 - 25 to 34
- 4 - 35 to 44
- 5 - 45 to 54
- 6 - 55 to 64
- 7 - 65 or older
- 99 - Prefer not to say (>Thank and terminate)

**2 Have you visited any federally managed national park in Canada at least once in the last 10 years?**

- 1 - Yes (Go to 3)
- 2 - No (Go to 2a)

**2a What is the main reason you have not visited a national park in the last 10 years?**

- 1 - Not interested
  - 2 - Do not have access to a car /don't drive
  - 3 - Lack of transportation options to get there
  - 4 - Cost to travel to/access parks
  - 5 - Personal circumstances (e.g., age, health)
  - 6 - Too busy (don't have time)
  - 7 - Limited accessibility (mobility, visual, auditory challenges)
  - 8 - Other
- (Thank and terminate...)

**3 In what region(s) of Canada are the national parks that you visit most often located?**

- 1 - Atlantic Canada
- 2 - Central Canada (Ontario, Quebec)
- 3 - Western Canada
- 4 - Northern Canada (Yukon, Northwest Territories, Nunavut) (>Go to 3a if only Northern Canada selected)

**3a Transportation options are different in some national parks in Northern Canada (e.g., limited road access, more use of charter flights). Are you familiar with or have visited national parks in another region of Canada?**

- 1 - Yes – Atlantic Canada
- 2 - Yes – Central Canada
- 3 - Yes – Western Canada
- 4 - No (>Thank and terminate)

**4 In general, what type of visitor to national parks would you consider yourself?**

- 1 - Frequent visitor (visit regularly, same park or different parks generally)
- 2 - Occasional visitor (visit when I can)
- 3 - Infrequent visitor (have not visited in a while)
- 4 - New visitor (I started visiting during the pandemic)

**5a In general, how would you describe most of your visits to national parks when you visit a national park near you (e.g., within 2 hours of home)?**

- 1 - Mostly day visits
- 2 - Mostly overnight visits (e.g., camp in park, other accommodations in park)
- 3 - Mostly overnight stays in area and day visits to park
- 4 - Not applicable (don't visit/not a park near me)

**5b In general, how would you describe most of your visits to national parks when you visit a national park not near you (e.g., more than 2 hours from home)?**

- 1 - Mostly day visits
- 2 - Mostly overnight visits (e.g., camp in park, other accommodations in park)
- 3 - Mostly overnight stays in area and day visits to park
- 4 - Not applicable

**Section 2: Travel to and Within Canadian National Parks**

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People travel to and around national parks in different ways depending on where the park is located in Canada. We would like you to think about the national park(s) you visit most often or you are most familiar with.

**7 Which mode of ground transport do you/would you use most often to TRAVEL TO a national park? (If you fly to another province / region and visit a park, only consider ground transport upon your arrival)**

- 1 - Car (includes sedans, trucks, SUVs) (owned, rented or shared)
- 2 - RV/motorhome
- 3 - Public transport (e.g., bus, train)
- 4 - Commercial shuttle or tour bus
- 5 - Bicycle
- 6 - Walk
- 7 - Other

**8 And now, which mode of ground transportation do you/would you use most often to GET AROUND or access points of interest in the national park you are visiting?**

- 1 - Car (includes sedans, trucks, SUVs) (owned, rented or shared)
- 2 - RV/motorhome
- 3 - Public transport (e.g., bus)
- 4 - Visitor shuttle
- 5 - Commercial tour bus
- 6 - Bicycle
- 7 - Walk
- 8 - Other

(If Car > Go to 8a; shuttle/bus > Go to 8b; All others > Go to 9).

**8a What is it about using a car that you like for getting around a national park? Please rank the themes below from most important (1) to least important (6).**

- 1 - Safety (e.g., I keep my belongings together; I feel a sense of security using a car)
- 2 – Convenience (e.g., can explore at my own pace, go where I want and when)
- 3 – Efficiency (e.g., I can transport my stuff - e.g., camping gear, strollers; it’s practical for me/who I travel with - i.e., family, kids;)
- 4 – Cost (e.g., it is a cost effective means to travel)
- 5 – Experience (e.g., driving is part of the leisure experience; I can see and enjoy more of the park)
- 6 - Autonomy (e.g., I control my environment and who I experience the park with)

**8b What is it about using a visitor shuttle or bus that you like for getting around a national park? Please rank the themes below from most important (1) to least important (7).**

- 1 - Safety (e.g., I feel a sense of security using this mode; I won’t get lost)
- 2 – Convenience (e.g., I can get to the points of interest I want to visit)
- 3 – Efficiency (e.g., it’s a practical way to travel for me/people I travel with – i.e., family, kids)
- 4 – Cost (e.g., I can save on gas for my car)
- 5 – Experience (e.g., I can see and enjoy more of the park; it enhances my sightseeing ability)
- 6 – Relaxation (e.g., Someone else does the driving; I avoid the stress of driving, wayfinding, finding parking)
- 7 - Environment (e.g., I reduce my environmental impact – carbon footprint, emissions)

**9 If you had the following on-demand driving information before you left home to come to a national park, how likely is it to influence your plans to visit that day?**

- Wait times at the entry gate (in minutes)
- How many EV charging stations were unoccupied in a specific parking lot
- How many parking spaces were unoccupied in a specific parking lot
- Wait times to access parking lots at points of interest (in minutes)

- 1 - Unlikely to influence my plans
- 2 - Somewhat likely to influence my plans
- 3 - Likely to influence my plans
- 4 - Very likely to influence my plans

**10. In your opinion, how should parks generally manage the use of cars to get around national parks? (Select one)**

- 1 - Cars should be given **priority** over other forms of transportation such as shuttles (e.g., have more/larger parking lots)
- 2 - Cars should be **discouraged**

(e.g., promote or encourage use of other forms of transportation upon arrival)

### **3 - Cars should be restricted**

(e.g., limit parking, have car free areas, or mandatory use of other forms of transport upon arrival)

### **11 In your opinion, how much do you think the following goals should influence decisions about what transportation options are supported in national parks? Rank from most influence (1) to least influence (3).**

- 1 - Utilitarian (ways to move people from one location to another)
- 2 - Recreation (ways to help people enjoy the visit)
- 3 - Protection (ways to limit impact on the environment)

## **Section 3. Alternative Transportation and National Parks**

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Transportation is an important part of the management of a national park. Parks are examining ‘**alternative**’ modes of mobility that are more sustainable in natural settings. Alternative means modes other than personal vehicles such as cars.

Common examples of alternatives to GET TO or GET AROUND a national park include:

- **Public transport:** mass transportation (bus, train)
- **Visitor shuttles:** passenger vehicles that operate on a schedule and take people to/from points of interest and intercept parking (e.g., a park-and-ride).
- **Active transport:** human powered transport that uses physical activity to be mobile. Cycling is a common example.

This section will explore the desirability and needs associated with alternative transport.

### **Getting Around a National Park**

We would like you to imagine a future where the Canadian national park(s) you visit has free visitor shuttles to help people get to their points of interest. Let’s assume you are visiting for the day and you drove to the national park in your car.

### **12 Assume you are required to leave your car in a parking lot (e.g., a park and ride) and use the visitor shuttle to get around. We would like to know what might concern you the MOST about having to use the visitor shuttle? (Select up to 5).**

- 1 - Getting stranded (i.e., miss last pickup of the day)
- 2 - Being alone at isolated pick-up/drop-off points
- 3 - Infrequent service limits my time to do/see what I want
- 4 - Not being able to reach my desired points of interest /destination
- 5 - Needing to take more time to get where want to go
- 6 - Feeling rushed (i.e., have to plan to the shuttle schedule)
- 8 - Security of my car/belongings (i.e., in parking lot where I leave it)
- 10 - Crowding on the shuttle
- 11 - Accessibility of the shuttles and pick-up/drop-off points
- 12 - Waiting in long lines or crowds at pick-up/drop-off points
- 13 - Waiting in inclement or hot weather at pick-up /drop-off points
- 14 - Unable to bring gear/belongings on board (e.g., picnic cooler, bicycle, canoe)
- 15 - Practicality of it for bringing gear for the day (e.g., picnic cooler, strollers, bicycle)
- 16 - Departure delays due to others bringing their gear on board

### **13 Now assume the same day visit but now the visitor shuttle is optional.**

**We would like to know which of the following features or situations would influence you to park your car and choose the visitor shuttle instead to get around the park (Select 4)**

- 1 - An interpretive program on board to describe the park’s natural/cultural features
- 2 - Extended hours on the route (e.g., early morning, late evening)
- 3 - Signs or an app that provides real time shuttle arrival/departure times
- 4 - Ample space for gear such as coolers, bicycles, or strollers
- 5 - Short intervals between shuttles (i.e., less wait time)
- 6 - Direct shuttle routes that connect parking lots to trail heads or specific points of interest

- 7 - It was accessible (mobility, auditory, visual)
- 8 - Information is available about the environmental benefits of shuttle use (e.g., less noise, emissions)
- 10 - It is autonomous (i.e., no driver)
- 11- None of these

**14a Other than cost, are there any other factors that would make you MORE likely to park your car and use a visitor shuttle in a national park if one existed?**

*(Show if Web) 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

**Now let's talk about active transport, specifically bicycles.**

**15 Do you feel the use of bicycles should be improved and/or expanded as way to experience national parks generally or in designated areas?**

- 5 - Strongly agree (Go to 15a)
- 4 - Agree (Go to 15a)
- 3 - Neither agree/disagree (Go to 15b)
- 2 - Disagree (Go to 15b)
- 1 - Strongly disagree (Go to 15b)

**15a In your opinion, what would be the most effective way to improve or expand the use of bicycles in national parks? (Select up to 4)**

- 1 - Parking restrictions for cars/other personal vehicles
- 2 - Car-free zones or areas (e.g., all season or specific days/times of day)
- 3 - More bike friendly infrastructure (e.g., bike lanes, connections between modes)
- 4 - Bike sharing programs (e.g., near visitor centres, town sites, other key points)
- 5 - Integrated multi-purpose trails with nearby communities
- 6 - Traffic calming initiatives
- 7 - More maps, directions and/or information about cycling opportunities
- 8 - Education on cycling benefits (e.g., health, environmental)
- 9 - Dedicated parking areas for bicycles at different points
- 10 - Other

**15b. We would like to know the main reasons why you feel the use of bicycles should not be improved or expanded in national parks. (Select 2)**

- 1 - Not interested in cycling
- 2 - The people I visit with would not want to/cannot ride a bike
- 3 - Don't feel it is safe (if cars in area too)
- 4 - Conflict between different transportation modes
- 5 - Concern about being stranded (e.g., flat tire, bike stolen)
- 6 - Other

**Getting to a National Park**

**Let's examine public transportation as a means to get to a national park.**

**16 First, how often do you use public transportation now in your day-to-day life where you live?**

- 5 - Almost every day
- 4 - At least once a week
- 3 - At least once a month
- 2 - Hardly ever
- 1 - Never

**We would like you to now imagine a future where the Canadian national park(s) you visit near you is accessible by public transportation from a hub station in your community (e.g., downtown bus station).**



**17 What would concern you the MOST about using public transportation to reach the park? (Select a maximum of 3)**

- 1 - Number of modes or transfers needed to reach the hub
- 2 - Amount of time it takes to get from my house to the hub to catch the bus to the park
- 3 - Being stranded due to reliability of service /schedules
- 4 - Keeping my travel companions together (e.g., children)
- 5 - Feasibility or practicality of bringing my gear (e.g., strollers for kids, bikes, picnic, luggage)
- 6 - Distance from drop off point in park and next mode of transport to reach point of interest
- 7 - Accessibility of the public transport
- 8 - Personal safety
- 9 - Other

**18 If public transport was able to get you to the national park in the same amount of time as driving, how much of a motivator would the following be in influencing you to park your car and take public transport instead?**

- Integrated ticketing across modes of transport and park entry (i.e., no need for separate tickets)
- Integrated time tables across modes of transport (e.g., bus arrives within 5 min of next park shuttle)
- Coordinated schedules between public transport and start times of major park events (e.g., a festival)
- Luggage transfer services upon arrival (e.g., to your hotel/ park accommodation)

- 4 - Strongly motivate me to use it
- 3 - Likely motivate me to use it
- 2 - Might motivate me to use it
- 1 - Unlikely to motivate me to use it

**19 Thinking about the future, what do you think generally is the most effective way to encourage people coming to national parks to choose more sustainable forms of transportation. (Select max 3)**

- 1 - Implement infrastructure that supports its use (e.g., multipurpose trails, bike parking, shuttle lanes)
- 2 - Policies that limit car use (e.g., speed reductions, car free zones or days, reduced parking)
- 3 - Promoting its use (e.g., marketing, integrated mobility maps)
- 4 - Education about its benefits (e.g., health, environmental)
- 5 - Implement and make its use mandatory
- 6 - Fees and incentives (e.g., paid parking in all lots, entry fees vary by mode of transport)

**Section 4: A Little About You**

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Almost there! A few questions about you. This information is for statistical purposes to help aggregate the results.

**22 In which province or territory do you live?**

- 1 - British Columbia (Go to 22a)
- 2 - Alberta
- 3 - Saskatchewan
- 4 - Manitoba
- 5 - Ontario (Go to 22a)
- 6 - Quebec (Go to 22a)
- 7 - Newfoundland and Labrador
- 8 - Nova Scotia
- 9 - New Brunswick
- 10 - Prince Edward Island
- 11 - Nunavut
- 12 - Northwest Territories
- 13 - Yukon
- 99 - Prefer not to say

**22a Do you live in:**

(if Q22 BC) Do you live in Metro Vancouver?

(if Q22 ON) Do you live in the Greater Toronto Area?

(if Q22 QC) Do you live in the Montreal Metropolitan Area?

1 - Yes

2 - No

**23 Which gender category do you most identify with?**

1 - Male gender

2 - Female gender

3 - Gender diverse

99 - Prefer not to say

**24 What is the highest level of formal education that you have completed?**

1 - High school or less

2 - Registered apprenticeship or other trades certificate or diploma

3 - College, CÉGEP or other non-university certificate or diploma

4 - University certificate/diploma

99 - Prefer not to say

**25 Which of the following best describes you?**

1 - I was born in Canada

2 - I was born outside Canada

99 - Prefer not to say

**26 Do you have children under the age of 18 currently in your household?**

1 - Yes

2 - No

99 - Prefer not to say

**27 Which of the following best describes where you live?**

1 - Urban or downtown neighbourhood

2 - Suburban neighbourhood

3 - Small town or village

4 - Rural community

**21 Do you have any other thoughts on the future of transportation in Canada's national parks that you wish to share?**

*(Show if Web) 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

## French Questionnaire

Le gouvernement du Canada mène une recherche sur le thème des **parcs nationaux et du transport**. Advanis a été mandaté par le Gouvernement du Canada pour mener cette enquête en utilisant sa méthode de collecte de données MaVilleÉcoute. *If you prefer to complete the survey in English, please click English.*

Il faut environ 10-15 minutes pour répondre à l'enquête et votre participation est volontaire et confidentielle. Aucune personne ne sera associée à ses réponses – les résultats sont résumés 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 1-866-820-516 ou envoyer un courriel à l'adresse [sday+parcstransport@mavilleecoute.ca](mailto:sday+parcstransport@mavilleecoute.ca) \*<mailto:sday+parcstransport@mavilleecoute.ca>) et mentionnez le projet numéro 6514.

Remarque : Vous avez été sélectionné au hasard pour participer à cette étude. Le gouvernement du Canada n'a fourni aucune forme de coordonnées aux fins de la présente étude.

Si vous êtes interrompu pendant le sondage, vous **pouvez cliquer sur le même lien** pour reprendre là où vous vous étiez arrêté.

Ce sondage utilise la méthode de collecte de données d'Advanis (<http://advanis.net/fr>) (ouvre dans une nouvelle fenêtre), MaVilleÉcoute (<http://www.mavilleecoute.ca>) (ouvre dans une nouvelle fenêtre). Cette étude est enregistrée auprès du Service de vérification des recherches du Conseil de recherche et d'intelligence marketing canadien (CRIC).

Cliquez [href="https://www.canadianresearchinsightscouncil.ca/rvs/home/20220928-AD477"](https://www.canadianresearchinsightscouncil.ca/rvs/home/20220928-AD477) target="blank">ici (ouvre dans une nouvelle fenêtre) pour vérifier la légitimité de cette étude.

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Nous souhaitons connaître votre opinion sur les parcs nationaux désignés par le gouvernement fédéral et sur l'expérience qu'ils offrent. Voici quelques exemples de parcs nationaux fédéraux que vous connaissez peut-être : Banff, Pacific Rim, Prairies, Hautes-Terres du Cap-Breton, Mont-Riding, Pointe Pelée et Mingan.

Nous voulons mieux comprendre les choix actuels des Canadiens en matière de transport lorsqu'ils se rendent dans les parcs nationaux du Canada et qu'ils s'y déplacent, le rôle que joue le transport dans l'expérience des parcs nationaux et ce que les gens attendent des différents modes de transport dans les parcs nationaux.

Chaque parc national canadien est unique en ce qui concerne l'accès, les services et le transport. Cette enquête explore les problèmes de manière générale plutôt que de se concentrer sur un certain parc national ou une région particulière du pays. Veuillez penser aux parcs que vous connaissez le mieux ou que vous visitez le plus souvent lorsque vous répondez aux questions.

### Section 1 : Les parcs nationaux du Canada et vous

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#### 1 D'abord, pour confirmer, quel est votre âge ?

- 1 – Moins de 18 ans (>Remercier et terminer)
- 2 – 18 à 24 ans
- 3 – 25 à 34 ans
- 4 – 35 à 44 ans
- 5 – 45 à 54 ans
- 6 – 55 à 64 ans
- 7 – 65 ans ou plus
- 99 – Je préfère ne pas le dire (>Remercier et terminer)

**2 Avez-vous visité un parc national géré par le gouvernement fédéral au Canada au moins une fois au cours des 10 dernières années ?**

- 1 – Oui (Passer à 3)
- 2 – Non (Passer à 2a)

**2a Quelle est la principale raison pour laquelle vous n'avez pas visité un parc national au cours des 10 dernières années ? (Remercier et terminer...)**

- 1 – Ça ne m'intéresse pas
- 2 – Je n'ai pas accès à une voiture/je ne conduis pas
- 3 – Il manque d'options de transport pour s'y rendre
- 4 – Les frais de déplacement/de l'accès aux parcs
- 5 – Des circonstances personnelles (p. ex. l'âge, la santé)
- 6 – Mon horaire est trop chargé (je n'ai pas le temps)
- 7 – L'accessibilité est limitée (mobilité, problèmes visuels ou auditifs)
- 8 – Autre

**3 Dans quelles régions du Canada les parcs nationaux que vous visitez le plus souvent sont-ils situés ?**

- 1 – Canada atlantique
- 2 – Centre du Canada (Ontario, Québec)
- 3 – Ouest du Canada
- 4 – Nord du Canada (Yukon, Territoires du Nord-Ouest, Nunavut) (>Passer à 3a si seul le nord est sélectionné)

**3a Les options de transport sont différentes dans certains parcs nationaux du nord du Canada (p. ex. accès routier limité, recours accru aux vols nolisés). Connaissez-vous ou avez-vous déjà visité des parcs nationaux dans une autre région du Canada ?**

- 1 – Oui – Canada atlantique
- 2 – Oui – Centre du Canada
- 3 – Oui – Ouest du Canada
- 4 – Non (>Remercier et terminer)

**4 En général, quel type de visiteur des parcs nationaux vous considérez-vous ?**

- 1 – Visiteur assidu (je visite régulièrement le ou les mêmes parcs en général)
- 2 – Visiteur occasionnel (je visite quand je peux)
- 3 – Visiteur peu fréquent (je n'ai pas visité depuis longtemps)
- 4 – Nouveau visiteur (j'ai commencé à visiter pendant la pandémie)

**5a En général, comment décririez-vous la plupart de vos visites dans les parcs nationaux lorsque vous visitez un parc national près de chez vous (p. ex. à moins de deux heures de chez vous) ?**

- 1 – Principalement des visites de jour
- 2 – Principalement des visites avec nuitée (p. ex. camping dans le parc, autres hébergements dans le parc)
- 3 – Principalement des nuitées dans la région et des visites de jour dans le parc
- 4 – Sans objet (je ne visite pas/il n'y a pas de parc près de chez moi)

**5b En général, comment décririez-vous la plupart de vos visites dans les parcs nationaux lorsque vous visitez un parc national qui n'est pas près de chez vous (p. ex. à plus de deux heures de chez vous) ?**

- 1 – Principalement des visites de jour
- 2 – Principalement des visites avec nuitée (p. ex. camping dans le parc, autres hébergements dans le parc)
- 3 – Principalement des nuitées dans la région et des visites de jour dans le parc
- 4 – Sans objet

**Section 2 : Voyages à destination et déplacements au sein des parcs nationaux du Canada**

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Les gens se rendent et se déplacent à l'intérieur des parcs nationaux de différentes manières en fonction de l'endroit où se trouve le parc au Canada. Nous vous invitons à penser aux parcs nationaux que vous visitez le plus souvent ou que vous connaissez le mieux.

**7 Quel mode de transport terrestre utilisez-vous ou utiliseriez-vous le plus souvent pour vous rendre à un parc national ? (Si vous vous rendez dans une autre province/région par avion et visitez un parc, tenez seulement compte du transport terrestre à votre arrivée.)**

- 1 – Voiture (y compris les berlines, les camions, les véhicules utilitaires sport) [possédée, louée ou partagée]
- 2 – Véhicule récréatif/autocaravane
- 3 – Transports en commun (p. ex. autobus, train)
- 4 – Navette commerciale ou autobus d'excursion
- 5 – Bicyclette
- 6 – Promenade
- 7 – Autre

**8 Maintenant, quel mode de transport terrestre utilisez-vous ou utiliseriez-vous le plus souvent pour vous déplacer à l'intérieur ou accéder aux points d'intérêt du parc national que vous visitez ?**

- 1 – Voiture (y compris les berlines, les camions, les véhicules utilitaires sport) [possédée, louée ou partagée]
- 2 – Véhicule récréatif/autocaravane
- 3 – Transports en commun (p. ex. autobus)
- 4 – Navette pour les visiteurs
- 5 – Autobus d'excursion commercial
- 6 – Bicyclette
- 7 – Promenade
- 8 – Autre

(Si voiture > aller à 8a ; navette/transports en commun > aller à 8b ; tous les autres > aller à 9)

**8a Quels aspects de l'utilisation d'une voiture pour vous déplacer dans un parc national aimez-vous ? Veuillez classer les thèmes ci-dessous du plus important (1) au moins important (6).**

- 1 – Sécurité (P. ex. je garde mes effets personnels au même endroit ; l'utilisation d'une voiture me donne un sentiment de sécurité)
- 2 – Commodité (P. ex. je peux explorer à mon propre rythme et aller où je veux au moment qui me convient ; je ne dépends pas des autres.)
- 3 – Efficacité (P. ex. c'est pratique pour moi/les personnes avec qui je voyage (p. ex. famille, enfants) ; je peux transporter mes effets personnels (p. ex. matériel de camping, poussettes)).
- 4 – Coût (P. ex. il s'agit d'un moyen de transport rentable.)
- 5 – Expérience (P. ex. conduire fait partie de l'expérience de loisirs ; je peux mieux voir et profiter du parc)
- 6 – Autonomie (P. ex. je contrôle mon environnement (musique, température, propreté de la voiture) et les personnes avec lesquelles je vis l'expérience du parc)

**8b Quels aspects de l'utilisation d'une navette pour les visiteurs ou d'un autobus pour vous déplacer dans un parc national aimez-vous ? Veuillez classer les thèmes ci-dessous du plus important (1) au moins important (7).**

- 1 – Sécurité (P. ex. je me sens en sécurité avec ce mode de transport ; je ne me perdrai pas.)
- 2 – Commodité (P. ex. je peux me rendre aux points d'intérêt que je veux visiter.)
- 3 – Efficacité (P. ex. c'est une façon pratique de voyager pour moi/les personnes avec qui je voyage – c.-à-d. la famille, les enfants.)
- 4 – Coût (P. ex. je peux économiser l'essence de ma voiture)
- 5 – Expérience (P. ex. je peux voir et apprécier davantage le parc ; cela améliore ma capacité à faire du tourisme.)
- 6 – Détente (P. ex. quelqu'un d'autre conduit ; j'évite le stress de la conduite, de l'orientation et du stationnement.)
- 7 – Environnement (P. ex. je réduis mon incidence sur l'environnement – empreinte carbone, émissions)

**9 Si les renseignements suivants sur la conduite à la demande étaient à votre disposition avant de quitter votre domicile pour vous rendre à un parc national, dans quelle mesure seraient-ils susceptibles d'influencer vos projets de visite ce jour-là ?**

- Temps d'attente à la porte d'entrée (en minutes)
- Nombre de bornes de recharge pour véhicules électriques inoccupées dans un stationnement particulier
- Nombre de places de stationnement libres à un endroit précis
- Temps d'attente pour accéder aux stationnements des points d'intérêt (en minutes)

- 1 – Très susceptible d'influencer mes plans
- 2 – Susceptible d'influencer mes plans

- 3 – Assez susceptible d’influencer mes plans
- 4 – Peu susceptible d’influencer mes plans

**10 Pensez à vos expériences dans les parcs nationaux jusqu’à présent. À votre avis, comment les parcs devraient-ils gérer de manière générale l’utilisation des voitures pour se déplacer dans les parcs nationaux ? (Sélectionnez une réponse)**

- 1 – Les voitures devraient avoir la **priorité** par rapport aux autres formes de transport telles que les navettes.  
(P. ex. avoir des stationnements plus nombreux/plus grands)
- 2 – Les voitures devraient être **découragées**.  
(P. ex. établir des programmes/encourager l’utilisation d’autres formes de transport à l’arrivée)
- 3 – Les voitures devraient être **limitées**.  
(P. ex. limiter le stationnement, zones sans voiture ou utilisation obligatoire d’autres formes de transport à l’arrivée)

**11 Les transports dans un parc national ont de nombreuses priorités. Selon vous, dans quelle mesure les objectifs suivants devraient-ils influencer les décisions concernant les options de transport dans les parcs nationaux ? Classer de la plus grande influence (1) à la moins grande influence (3).**

- 1 - Utilitaire (pour déplacer des personnes d’un endroit à un autre)
- 2 - Loisirs (pour aider les gens à profiter de la visite)
- 3 - Protection (pour limiter l’incidence sur l’environnement)

### **Section 3 : Autres moyens de transport et parcs nationaux**

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Le transport est un élément important de la gestion globale d’un parc national. Les parcs du monde entier examinent des modes de transport « **de rechange** » qui sont plus durables dans des environnements naturels. Les autres solutions de transport excluent les véhicules personnels tels que les voitures.

Voici des exemples courants de solutions de rechange pour SE RENDRE À ou SE DÉPLACER DANS un parc national :

- **Transport public** : transport collectif (autobus, train)
- **Navettes pour les visiteurs** : véhicules de tourisme qui fonctionnent d’après un horaire et transportent les gens entre des points d’intérêt et des terrains de stationnement collecteurs (p. ex. un parc-o-bus).
- **Transport actif** : mode de transport à propulsion humaine qui utilise l’activité physique pour se déplacer. Le cyclisme est un exemple courant.

Cette section explorera le caractère souhaitable et les besoins associés aux autres moyens de transport.

#### **Se déplacer dans un parc**

Nous aimerions que vous imaginiez un avenir où les parcs nationaux canadiens que vous visitez disposent de navettes gratuites pour aider les visiteurs à se rendre à leurs points d’intérêt. Supposons que vous êtes en visite pour la journée et que vous vous êtes rendu au parc national en voiture.

**12 Supposez que vous soyez obligé de laisser votre voiture dans un stationnement (p. ex. un parc-o-bus) et d’utiliser la navette des visiteurs pour vous déplacer. Nous aimerions savoir ce qui vous préoccuperait le plus d’avoir à utiliser la navette pour les visiteurs ? (Sélectionnez jusqu’à cinq réponses.)**

- 1 - Être coincé (c.-à-d. manquer la dernière navette de la journée)
- 2 - Être seul à un point d’embarquement ou de débarquement isolé
- 3 - Temps limité pour faire/voir ce que je veux en raison du service peu fréquent
- 4 - Ne pas pouvoir atteindre les points d’intérêt/destination où je souhaite aller
- 5 - Nécessité de prendre plus de temps pour se rendre là où l’on veut aller
- 6 - Se sentir pressé (obligation de planifier en conséquence de l’horaire de la navette)
- 8 - Sécurité de ma voiture et de mes biens (dans le stationnement où je laisse mon véhicule)
- 14 - Impossibilité d’apporter du matériel/des effets personnels à bord (p. ex. glacière, vélo, canoë)
- 15 - Caractère pratique concernant le transport du matériel pour la journée (p. ex. glacière, poussettes, vélo)
- 16 - Départs retardés causés par d’autres personnes qui apportent leur matériel à bord
- 11 - Accessibilité des navettes et des points d’embarquement ou de débarquement
- 12 - Attente dans de longues files d’attente ou dans la foule aux points d’embarquement ou de débarquement
- 13 - Attente par mauvais temps ou par forte chaleur aux points d’embarquement ou de débarquement

10 - Encombrement à bord de la navette

**13 Lesquelles des caractéristiques ou situations suivantes vous inciteraient-elles à garer votre voiture et à choisir la navette des visiteurs pour vous déplacer dans le parc ? (Sélectionnez jusqu'à quatre réponses.)**

- 1 - Un programme d'interprétation à bord pour décrire les caractéristiques naturelles et culturelles du parc.
- 2 - Heures d'ouverture prolongées pour l'itinéraire (p. ex. tôt le matin, tard le soir).
- 3 - Des panneaux ou une application indiquant en temps réel les heures d'arrivée et de départ des navettes.
- 4 - Un vaste espace pour le matériel tel que les glacières, les vélos ou les poussettes.
- 5 - Des intervalles courts entre les navettes (c.-à-d. moins de temps d'attente).
- 6 - Des itinéraires de navette directs qui relient les stationnements aux points de départ des sentiers ou à des points d'intérêt particuliers.
- 7 - L'accessibilité (mobilité réduite ou déficiences auditives ou visuelles).
- 8 - La disponibilité de renseignements sur les avantages environnementaux de l'utilisation de la navette (p. ex. réduction du bruit, des émissions).
- 10 - Il est autonome (c.-à-d. qu'il n'y a pas de conducteur).
- 11 - Aucune

**14a Outre le coût, y a-t-il d'autres facteurs qui feraient en sorte que vous seriez PLUS enclin à garer votre voiture pour utiliser une navette pour les visiteurs dans un parc national, s'il en existait une ?**

*(Montrer si Web) Veuillez ne pas entrer d'informations personnelles (ex. : nom, courriel, numéro de téléphone, adresse postale, etc.), car tout ce que vous saisissez pourrait être partagé avec le client du projet.*

-8 Aucune autre commentaire

Parlons maintenant du transport actif, plus précisément des vélos.

**15 Pensez-vous que l'utilisation du vélo en tant que moyen pour découvrir les parcs nationaux devrait être améliorée ou augmentée en général ou dans des zones désignées ?**

- 5 – Tout à fait d'accord (Passer à 15a)
- 4 – D'accord (Passer à 15a)
- 3 – Ni d'accord ni en désaccord (Passer à 15b)
- 2 – En désaccord (Passer à 15b)
- 1 – Fortement en désaccord (Passer à 15b)

**15a À votre avis, quel serait le moyen le plus efficace d'améliorer ou d'augmenter l'utilisation des vélos dans les parcs nationaux ? (Sélectionnez jusqu'à quatre réponses)**

- 1 – Restrictions de stationnement pour les voitures/autres véhicules personnels
- 2 – Zones ou secteurs sans voiture (p. ex. toute la saison ou certains jours/heures fixes)
- 3 – Infrastructures supplémentaires (p. ex. pistes cyclables, liens entre les modes de transport)
- 4 – Programmes de partage de vélos (p. ex. disponibles près des centres d'accueil, des villes, d'autres points clés)
- 5 – Intégration de sentiers polyvalents avec les collectivités voisines
- 6 – Initiatives de modération de la circulation
- 7 – Plus de cartes, d'indications ou d'information sur les possibilités de déplacement à vélo
- 8 – Éducation sur les avantages du vélo (p. ex. santé, environnement)
- 9 – Espaces de stationnement dédiés aux vélos à différents endroits
- 10 – Autres

**15b Nous aimerions connaître la principale raison pour laquelle vous estimez que l'utilisation des vélos ne devrait pas être améliorée ou augmentée dans les parcs nationaux. (Sélectionnez deux réponses)**

- 1 – Le cyclisme ne m'intéresse pas.
- 2 – Les personnes avec lesquelles je visite ne souhaiteraient pas/ne peuvent pas faire du vélo.
- 3 – Je ne crois pas que ce soit sécuritaire (si des voitures circulent aussi dans le secteur).
- 4 – Conflit entre les différents modes de transport.
- 5 – Crainte de se retrouver coincé quelque part (p. ex. crevaison, vol de vélo)
- 6 – Autres

## **Se rendre à un parc**

Examinons l'utilisation du transport collectif pour se rendre à un parc national.

### **16 D'abord, à quelle fréquence utilisez-vous actuellement les transports en commun dans votre vie quotidienne à l'endroit où vous vivez ?**

- 5 – Presque tous les jours
- 4 – Au moins une fois par semaine
- 3 – Au moins une fois par mois
- 2 – Presque jamais
- 1 – Jamais

Nous aimerions maintenant que vous imaginiez un avenir où les parcs nationaux canadiens que vous visitez près de chez vous sont accessibles par transport collectif à partir d'une station centrale dans votre communauté (p. ex. une gare d'autobus au centre-ville).

### **17 Qu'est-ce qui vous préoccuperait le plus au sujet de l'utilisation du transport collectif pour atteindre le parc ? (Sélectionnez jusqu'à trois réponses)**

- 1 – Nombre de modes ou de transferts nécessaires pour atteindre la station centrale.
- 2 – Temps qu'il faut pour vous rendre de votre domicile à l'endroit où vous prenez l'autobus/train pour aller au parc.
- 3 – Être coincé en raison de la fiabilité du service/des horaires.
- 4 – Garder mes compagnons de voyage ensemble (p. ex. enfants).
- 5 – Aspect faisable ou pratique d'apporter mon matériel (p. ex. poussettes pour les enfants, vélos, pique-nique, bagages).
- 6 – Distance entre le point de débarquement dans le parc et le prochain mode de transport pour atteindre le point d'intérêt.
- 7 – Accessibilité du transport collectif.
- 8 – Sécurité personnelle.
- 9 – Autres

### **18 Si le temps passé en transport collectif était le même que celui en voiture pour vous rendre au parc national, quel serait le degré de motivation des éléments suivants pour vous inciter à stationner votre voiture et à prendre le transport collectif ?**

- Billetterie intégrée pour tous les modes de transport (p. ex. il n'est pas nécessaire d'avoir des billets distincts).
  - Horaires intégrés pour tous les modes de transport (p. ex. l'autobus arrive dans les cinq minutes qui suivent la prochaine navette du parc).
  - Horaires coordonnés entre le transport collectif et les heures de début des grands événements du parc (p. ex. un festival).
  - Services de transfert de bagages à l'arrivée (p. ex. à votre hôtel/hébergement dans le parc).
- 4 – Très susceptible de me motiver à l'utiliser
  - 3 – Susceptible de me motiver à l'utiliser
  - 2 – Pourrait me motiver à l'utiliser
  - 1 – Peu susceptible de me motiver à l'utiliser

### **19 En pensant à l'avenir, quels sont, selon vous, les moyens les plus efficaces d'encourager les personnes qui viennent dans les parcs nationaux à choisir des moyens de transport plus durable ? (Sélectionnez jusqu'à trois réponses.)**

- 1 – Mettre en place une infrastructure qui favorise leur utilisation (p. ex. des sentiers polyvalents, des stationnements pour vélos, des voies pour les navettes).
- 2 – Des politiques qui limitent l'utilisation de la voiture (p. ex. réduction de la vitesse, zones ou journées sans voiture, moins de stationnement).
- 3 – Promouvoir leur utilisation (p.ex. marketing, mesures incitatives, cartes d'accessibilité intégrées).
- 4 – Éducation sur leurs avantages (santé, environnement).
- 5 – Les mettre en œuvre et rendre leur utilisation obligatoire.
- 6 – Frais et mesures incitatives (p. ex. stationnement payant dans tous les parcs, frais d'entrée variant selon le mode de transport).



#### Section 4 : Un peu sur vous

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Vous y êtes presque ! Quelques questions sur vous. Ces renseignements sont utilisés à des fins statistiques pour aider à regrouper les résultats.

#### **22 Dans quelle province ou quel territoire habitez-vous ?**

- 1 – Colombie-Britannique (Aller à 22a)
- 2 – Alberta
- 3 – Saskatchewan
- 4 – Manitoba
- 5 – Ontario (Aller à 22a)
- 6 – Québec (Aller à 22a)
- 7 – Terre-Neuve-et-Labrador
- 8 – Nouvelle-Écosse
- 9 – Nouveau-Brunswick
- 10 – Île-du-Prince-Édouard
- 11 – Nunavut
- 12 – Territoires du Nord-Ouest
- 13 – Yukon
- 99 – Je préfère ne pas le dire.

#### **22a**

**(si Q22 BC) Habitez-vous dans le Grand Vancouver?**

**(si Q22 ON) Habitez-vous dans la région du Grand Toronto?**

**(si Q22 QC) Habitez-vous dans la région métropolitaine de Montréal?**

- 1 – Oui
- 2 – Non

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

- 1 – Genre masculin
- 2 – Genre féminin
- 3 – Diverses identités de genre
- 99 – Je préfère ne pas le dire

#### **24 Quel est le plus haut niveau d'éducation formelle que vous avez atteint ?**

- 1 – École secondaire ou moins
- 2 – Certificat ou diplôme de programme d'apprentissage ou d'un autre métier
- 3 – Certificat ou diplôme d'un collège, d'un CÉGEP ou d'un autre établissement non universitaire
- 4 – Certificat ou diplôme universitaire
- 99 – Je préfère ne pas le dire

#### **25 Lequel des énoncés suivants vous décrit le mieux ?**

- 1 – Naissance au Canada
- 2 – Naissance à l'extérieur du Canada
- 99 – Je préfère ne pas le dire

#### **26 Des enfants de moins de 18 ans vivent-ils actuellement dans votre maison ?**

- 1 – Oui
- 2 – Non
- 99 – Je préfère ne pas le dire

#### **27 Laquelle des propositions suivantes décrit le mieux votre lieu de résidence ?**

- 1 – Quartier urbain ou centre-ville
- 2 – Quartier de banlieue
- 3 – Petite ville ou village
- 4 – Collectivité rurale

**21 Souhaitez-vous nous parler d'autres réflexions sur l'avenir du transport dans les parcs nationaux du Canada ?**

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-9 Aucune autre commentaire