

# Parks Canada

## Cycling in the Mountain Parks Quantitative Research Report Date: January 2011

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Project Authority: Michael den Otter  
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# Executive Summary

- Purpose
  - > To determine market potential and user needs for the various types of biking opportunities in each of the mountain parks. This includes road cycling as well as the various styles of mountain biking including cross country, freeride and bike parks.
- Objectives
  - > Measure the size and demographics of the cycling market compared to the general population.
  - > Investigate the perception of the current Parks Canada cycling offer
  - > Identify the needs of potential users
  - > Discover the best method to communicate with potential users
- Methodology
  - > Telephone interviews were conducted in fall and winter 2010 with 1,452 Albertan respondents.
  - > Due to the complexity of the weighting, caution should be taken when applying results of this survey to the general population.

# Executive Summary

## ● Summary of Key Findings

- Overall, agreement is fairly strong that there are good opportunities to bike in the mountain parks, that the terrain cyclists like to ride is available in the mountain parks, and that the variety of trails cyclists like to ride is available in the mountain parks.
- For some cyclists, impressions that the trails in national parks are too challenging is a barrier. Impressions that riding in the mountain parks is too challenging is a stronger barrier among Non-Park Bikers. However, for many respondents, the barrier appears to be a personal preference. Approximately one-half of cycling respondents prefer the bicycling opportunities in other places outside of the mountain parks. For Non-Park Bikers, cost is a minor barrier to visiting the national parks.
- Among cycling respondents, physical health or exercise is the top-rated reason for taking part in cycling activities. To enjoy nature, to relax, and to be with family are each considered important or very important to a majority of respondents.
- Although many cyclists generally ride with friends, family, or as a part of a cycling group, a notable proportion prefer to ride alone. Mountain Park Bikers are less likely to prefer riding alone.
- Among cyclist respondents, the most commonly mentioned favourite places to ride include city paths and gentle trails. Mountain Park Bikers are much more likely to mention challenging trails in their top two mentions.
- Most cyclist respondents are interested in travel for a cycling experience. On average, respondents are willing to travel 2.1 hours for an experience as a part of a day trip.
- Most Mountain Park Bikers have cycled as part of an overnight trip, in distinct contrast to Non-Park Bikers. Overall, about one-third of all cyclists have cycled as part of an out-of-town trip. Most respondents are interested in travel for a cycling experience as part of an overnight trip. Respondents are on average willing to travel 4.5 hours for an experience as a part of an overnight trip.

# Sommaire

## ● But

- Déterminer le marché potentiel du cyclisme dans chacun des parcs des montagnes et les besoins en matière de vélo de route et de vélo de montagne (en piste, hors piste et freeride).

## ● Objectifs

- Établir le nombre de cyclistes et les données démographiques les concernant ainsi que comparer les résultats à ceux obtenus pour l'ensemble de la population.
- Déterminer comment sont perçues les possibilités offertes aux cyclistes par Parcs Canada.
- Cerner les besoins des utilisateurs éventuels.
- Trouver la meilleure méthode pour communiquer avec ces derniers.

## ● Méthodologie

- Au cours de l'automne et de l'hiver 2010, des entrevues téléphoniques ont été menées auprès de 1 452 Albertains.
- Pour des raisons de complexité et de pondération, il faudrait faire preuve de prudence lorsqu'on extrapole les résultats de ces entrevues en fonction de l'ensemble de la population.

# Sommaire

## ● Principales constatations

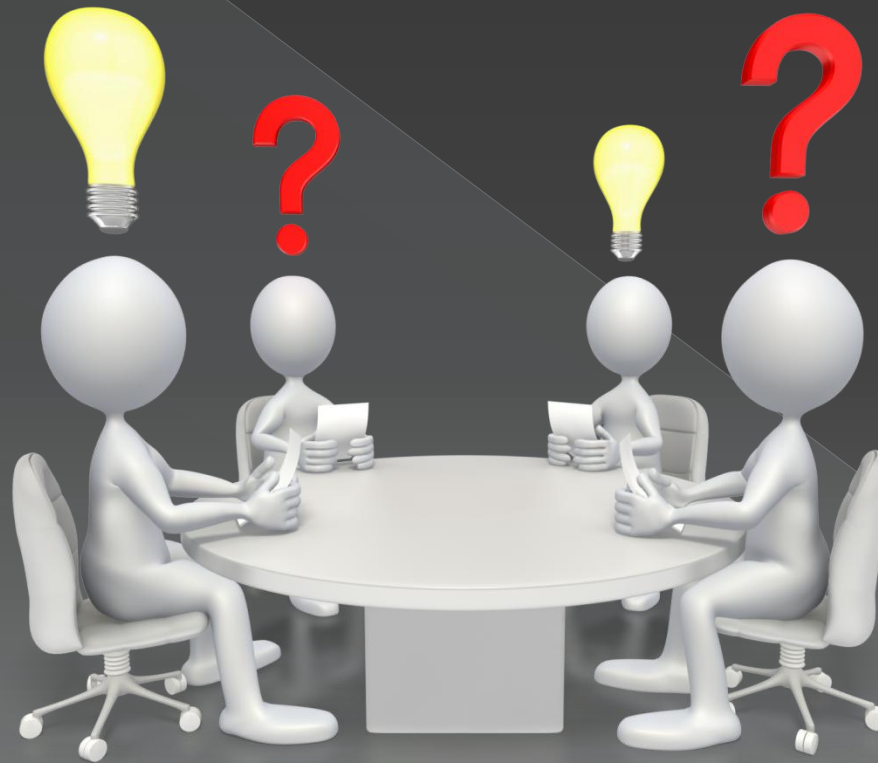
- Dans l'ensemble, les répondants ont convenu que les parcs des montagnes offrent de bonnes possibilités aux cyclistes et qu'on y retrouve les endroits que ces derniers préfèrent ainsi que les diverses pistes qu'ils affectionnent.
- Le degré de difficulté des pistes dans les parcs nationaux constitue un obstacle pour certains cyclistes. Cet obstacle est plus important pour ceux qui ne s'adonnent pas au vélo dans les parcs. Cependant, de nombreux répondants estiment que c'est une question de préférence personnelle. Environ la moitié des cyclistes qui ont participé aux entrevues préfèrent pratiquer le vélo ailleurs que dans les parcs des montagnes. Pour les personnes qui ne font pas de vélo dans les parcs, le droit d'entrée n'est pas rédhibitoire.
- Les cyclistes qui ont participé aux entrevues pratiquent ce sport principalement pour faire de l'exercice et être en santé. Parmi les autres motifs secondaires invoqués, on retrouve : profiter du plein air, se détendre et se retrouver en famille.
- En règle générale, beaucoup font du vélo avec des amis, des membres de leur famille ou d'autres cyclistes, mais une proportion appréciable préfère en faire en solitaire. Ceux qui s'adonnent au vélo dans les parcs des montagnes sont les moins susceptibles de rouler seuls.
- Les cyclistes préfèrent généralement les pistes urbaines ou les sentiers faciles. Ceux qui font du vélo dans les parcs des montagnes sont beaucoup plus susceptibles de priser également les sentiers difficiles.
- La plupart des répondants ont indiqué aimer faire de longues promenades. Ils sont disposés à rouler en moyenne 2,1 heures par jour.
- La plupart des cyclistes qui vont dans les parcs des montagnes ont déjà fait du vélo la nuit, ce qui est rarement le cas des autres cyclistes. Dans l'ensemble, environ le tiers ont fait des randonnées à l'extérieur de leur ville. La plupart sont intéressés à faire ce genre de randonnée la nuit et à y consacrer 4,5 heures en moyenne.

What proportion of the population could be targeted?

How could current bikers be encouraged to cycle more?

Who is currently biking in Alberta's national parks?

How could Non-Park Bikers be encouraged to better utilize the National Parks for mountain biking?



# Study Purpose

# Background

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- Objectives
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  - > Investigate the perception of the current Parks Canada cycling offer
  - > Identify the needs of potential users
  - > Discover the best method to communicate with potential users
- How research will be used
  - > To properly design products and promotion for cyclists, managers must understand the needs and desires of this market. This research addresses gaps in knowledge and understanding of the size and composition of the local market and to provides tools to manage cycling more effectively.
- The results have a 95% confidence level and a margin of error of  $\pm 2.57\%$

# Sample and Data Collection

- Target groups
  - **Non-Park Bikers:** Have ridden a bicycle within the past two years but have not cycled in a mountain park.
  - **Mountain Park Bikers:** Have ridden a bicycle within the past two years and have cycled in a mountain park.
  - **Non-Bikers:** Have not ridden a bicycle within the past two years.
- Data collection was conducted by telephone interview
- Sampling and Selecting Respondents
  - Telephone numbers were selected at random and one person from each household (18 years of age or older, who had the most recent birthday) was selected to be interviewed



# Sample and Data Collection

- In December 2010, Parks Canada contracted Inshgtrix Research Inc. to conduct a telephone survey of Alberta residents.
- A total of 1,452 respondents completed the survey between December 8<sup>th</sup> and January 19<sup>th</sup>, 2010.
- To better understand the incidence of cycling within Alberta, a total of 975 interviews were conducted throughout the province and weighted by age within gender and region to provide an overall percentage.

| Initial Probability Sampling |                           |                    |                |                  |                       |
|------------------------------|---------------------------|--------------------|----------------|------------------|-----------------------|
|                              | Unweighted Count (n=975)  | Unweighted Percent | Weighted Count | Weighted Percent | Population Proportion |
| <b>Calgary</b>               | 210                       | 22%                | 333            | 34%              | 34%                   |
| <b>Central</b>               | 155                       | 16%                | 98             | 10%              | 10%                   |
| <b>Edmonton</b>              | 228                       | 23%                | 320            | 33%              | 33%                   |
| <b>Lethbridge</b>            | 168                       | 17%                | 29             | 3%               | 3%                    |
| <b>North</b>                 | 155                       | 16%                | 100            | 10%              | 10%                   |
| <b>South</b>                 | 59                        | 6%                 | 95             | 10%              | 10%                   |
| Age Range                    |                           |                    |                |                  |                       |
|                              | Unweighted Count* (n=903) | Unweighted Percent | Weighted Count | Weighted Percent | Population Proportion |
| <b>18 to 34</b>              | 137                       | 15%                | 283            | 31%              | 33%                   |
| <b>35 to 54</b>              | 370                       | 41%                | 378            | 42%              | 40%                   |
| <b>55 or older</b>           | 396                       | 44%                | 238            | 27%              | 27%                   |
| Gender                       |                           |                    |                |                  |                       |
|                              | Unweighted Count (n=975)  | Unweighted Percent | Weighted Count | Weighted Percent | Population Proportion |
| <b>Male</b>                  | 442                       | 45%                | 486            | 50%              | 50%                   |
| <b>Female</b>                | 533                       | 55%                | 488            | 50%              | 50%                   |

\*Please note that the base is smaller for age due to refusals.

# Sample and Data Collection

- Subsequent to the initial sampling, extra effort was taken to interview a larger proportion of cyclists in order to improve the statistical accuracy of responses within this group and to interview a greater number of respondents in Edmonton, Calgary, and Lethbridge.

| Final Sampling    |                              |                    |                            |                  |                       |
|-------------------|------------------------------|--------------------|----------------------------|------------------|-----------------------|
|                   | Unweighted Count<br>(n=1452) | Unweighted Percent | Weighted Count<br>(n=1354) | Weighted Percent | Population Proportion |
| <b>Calgary</b>    | 210                          | 22%                | 459                        | 34%              | 34%                   |
| <b>Edmonton</b>   | 228                          | 23%                | 442                        | 33%              | 33%                   |
| <b>Lethbridge</b> | 168                          | 17%                | 40                         | 3%               | 3%                    |
| <b>Rural</b>      | 369                          | 38%                | 413                        | 30%              | 30%                   |

| Age Range          |                               |                    |                             |                  |                       |
|--------------------|-------------------------------|--------------------|-----------------------------|------------------|-----------------------|
|                    | Unweighted Count*<br>(n=1364) | Unweighted Percent | Weighted Count*<br>(n=1268) | Weighted Percent | Population Proportion |
| <b>18 to 34</b>    | 229                           | 17%                | 414                         | 33%              | 33%                   |
| <b>35 to 54</b>    | 616                           | 45%                | 513                         | 40%              | 40%                   |
| <b>55 or older</b> | 519                           | 38%                | 341                         | 27%              | 27%                   |

| Gender        |                              |                    |                            |                  |                       |
|---------------|------------------------------|--------------------|----------------------------|------------------|-----------------------|
|               | Unweighted Count<br>(n=1452) | Unweighted Percent | Weighted Count<br>(n=1354) | Weighted Percent | Population Proportion |
| <b>Male</b>   | 673                          | 46%                | 670                        | 49%              | 50%                   |
| <b>Female</b> | 779                          | 54%                | 684                        | 51%              | 50%                   |

\*Please note that the base is smaller for age due to refusals.

- Overall results are weighted to the initial incidence of cycling within the province, and then by region, and finally by age within gender in an attempt to provide accurate overall results.
- However, due to the complexity of the weighting, caution should be taken when applying results of this survey to the general population.

# Quality Controls

- Contractor provided feedback to PCA on questionnaire wording, and worked in concert with a PCA representative to incorporate suggested revisions
- Conducted a pre-test with 25 respondents to evaluate question and questionnaire construction, as well as develop initial coding schemes for open-ended questions
- PCA representative on-site access to monitor the pre-test and to review the questionnaire to incorporate revisions as a result of the pre-test
- Interviews were voice recorded for quality assurance

# Respondent Streams

For the purposes of analysis, respondents were divided into three streams.

## Non-Park Bikers

Have ridden a bicycle within the past two years but have not cycled in a mountain park.

**Gender:** About equal (49% male, 51% female)

**Age:** Tend to be middle aged (48% are between 35 and 54)

**Income:** Tend to be higher income (55% have a household income of \$90,000 or more)

**Education:** Close to average

**Children:** More likely to have dependent children (53%)

**Native Country:** Close to average

## Mountain Park Bikers

Have ridden a bicycle within the past two years and have cycled in a mountain park.

**Gender:** Most likely to be male (57%)

**Age:** Tend to be younger (46% are 18 to 34)

**Income:** Tend to be higher income (55% have a household income of \$90,000 or more)

**Education:** Most likely of the three streams to have a University degree (41%)

**Children:** More likely to have dependent children (53%)

**Native Country:** Most likely of the three streams to have been born in Canada (92%)

## Non-Bikers

Have not ridden a bicycle within the past two years.

**Gender:** Most likely to be female (54%)

**Age:** Tend to be older (41% are over 55)

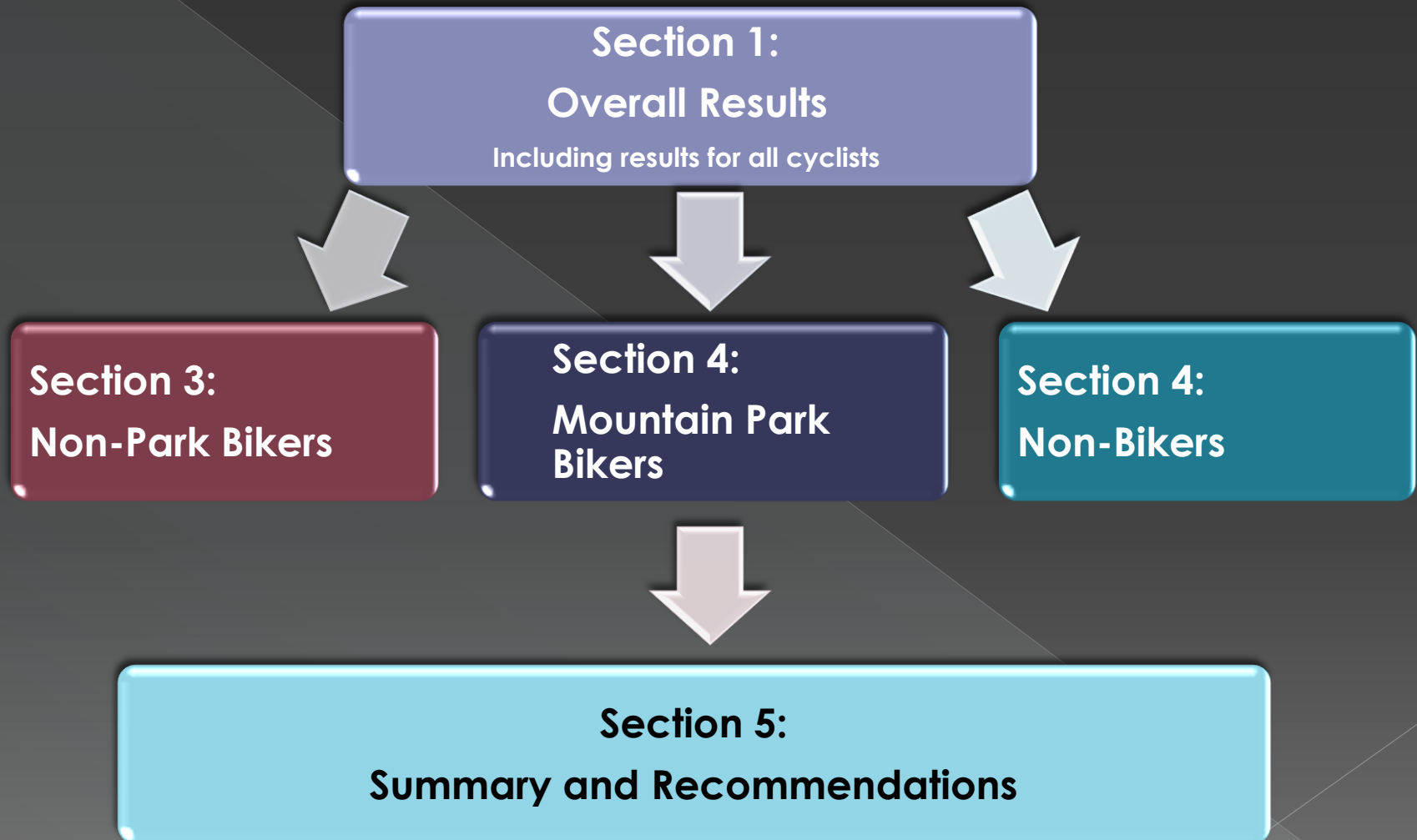
**Income:** Tend to be lower income (37% have a household income of less than \$60,000)

**Education:** Least likely of the three streams to have a University degree (30%)

**Children:** Less likely to have dependent children (38%)

**Native Country:** Most likely of the three streams to have been born outside of Canada (16%)

# Presentation Outline



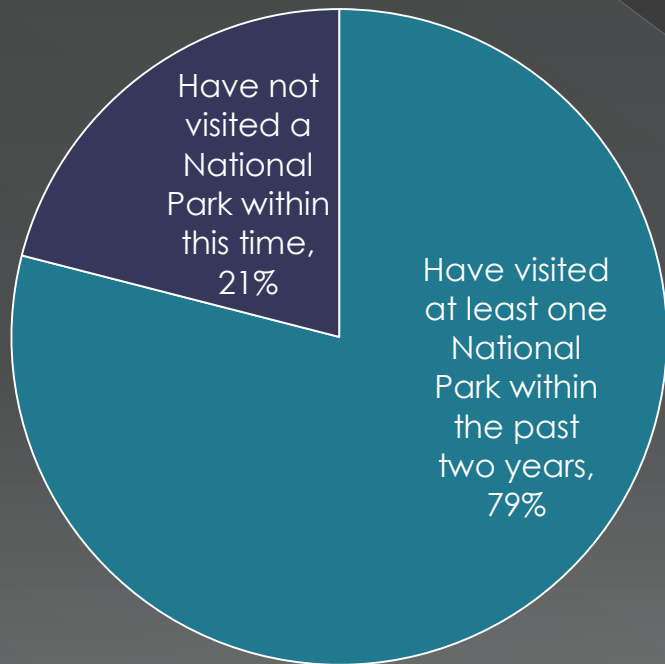
# Section 1:

## Overall Results



# Park Visitation - Overall

Eight in ten (79%) respondents have visited at least one National Park in British Columbia or Alberta within the past two years. Banff (67% overall) and Jasper (44%) are the most common parks that respondents have visited; however, more than one in ten (14% or more) have visited each of the seven parks.



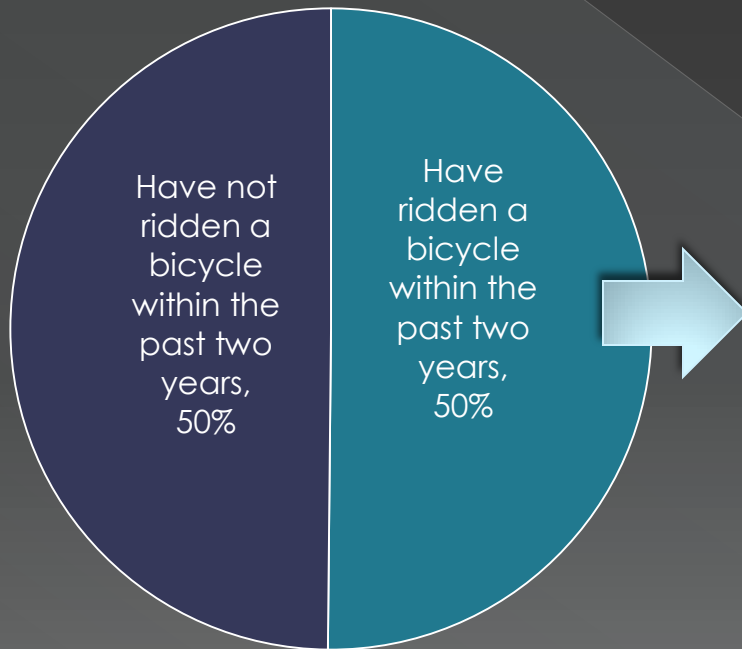
|                  | Percent of those who visited Parks | Percent Overall |
|------------------|------------------------------------|-----------------|
| Banff            | 84%                                | 67%             |
| Jasper           | 56%                                | 44%             |
| Waterton Lakes   | 27%                                | 22%             |
| Kootenay         | 27%                                | 21%             |
| Yoho             | 23%                                | 18%             |
| Glacier          | 18%                                | 14%             |
| Mount Revelstoke | 18%                                | 14%             |

5. There are seven National Parks in the Mountains of Alberta and British Columbia. These are Jasper, Banff, Yoho, Kootenay, Waterton Lakes, Mount Revelstoke and Glacier. Have you visited any of these parks in the last two years? Base: Respondents in the initial sample, n=974

Q6. Which National Parks did you visit? Base: Respondents in the initial sample, n=974

# Incidence of Cycling (Overall)

One half (50%) of respondents have ridden a bicycle within the past two years. Recreational riding (87% of those who have ridden a bicycle) is the most common type of riding in which cyclists have participated by a large margin. About 22% of cyclists have participated in mountain biking and 16% have commuted by bike.



|  | Percent of those who have ridden a bicycle | Percent Overall |
|--|--|-----------------|
| Recreational: Riding any type of bicycle on roads and paths for fun            | 87%  | 43%             |
| Mountain biking: Biking on trails with a dirt, gravel or other natural surface | 22%  | 11%             |
| Commuting: Using your bike to get to work, school or elsewhere                 | 16%  | 8%              |
| Road biking: Riding on paved surfaces for speed or fitness                     | 14%  | 7%              |
| Touring: Long cycles that usually include overnight stays                      | 6%   | 3%              |

Q8. What types of riding have you done in the past two years? Please check all that apply.

Base: Respondents who have ridden a bicycle, in the past two years n=488, Respondents in the initial sample, n=974

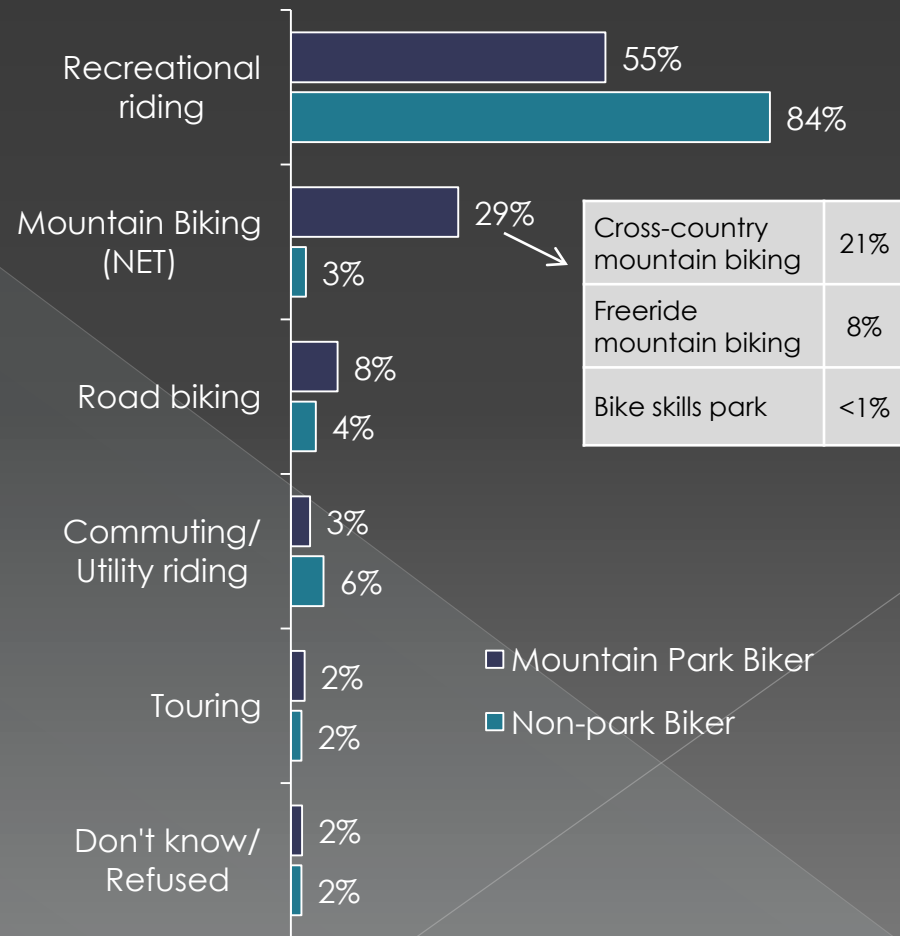
Q7. Have you ridden a bicycle in the past 2 years?  
Base: Respondents in the initial sample, n=974



# Participation in Types of Cycling

Recreational riding is the most preferred type of cycling overall (73%), and both among those who have (55%) and those who have not (84%) cycled in a National Park. Those who have cycled in a national park are much more likely to mention mountain biking (29% vs. 3%) as their most preferred type of cycling.

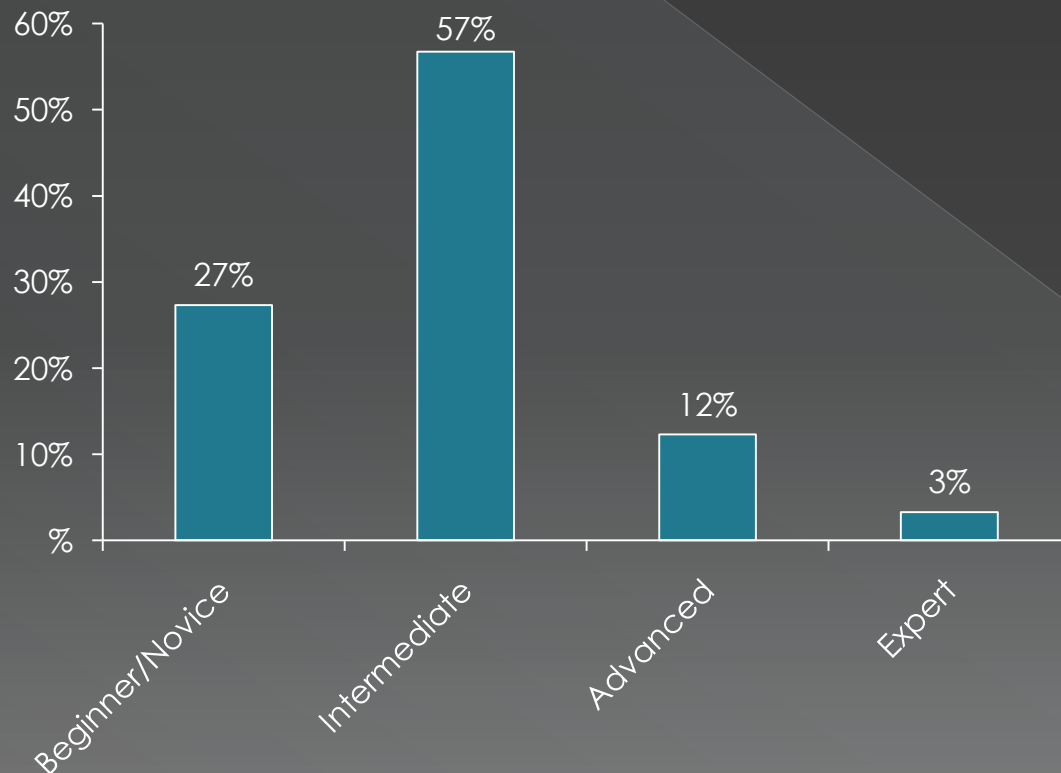
| Overall Results               | Count | Percent |
|-------------------------------|-------|---------|
| Recreational riding           | 540   | 73%     |
| Mountain Biking (NET)         | 89    | 12%     |
| Cross-country mountain biking | 64    | 9%      |
| Freeride mountain biking      | 24    | 3%      |
| Bike skills park              | 1     | <1%     |
| Road biking                   | 42    | 6%      |
| Commuting/Utility riding      | 36    | 5%      |
| Touring                       | 15    | 2%      |
| Don't know/Refused            | 14    | 1%      |
| Total                         | 736   | 100%    |



Q9. Of all the types of cycling you mentioned in the previous questions, what is your most preferred type of cycling? Base: Cyclists, n=736

# Experience Level

About one quarter (27%) of cyclists consider themselves to be beginner or novice cyclists. Mountain Park Bikers are much more likely to consider themselves to be advanced cyclists (18% vs. 9%) compared to Non-Park Bikers.



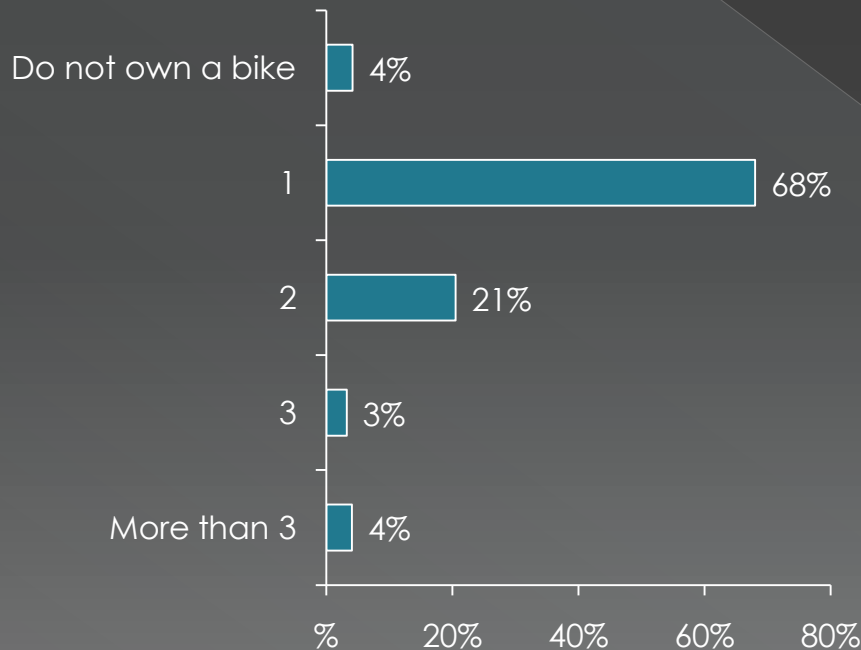
|                 | Non-Park Biker | Mountain Park Biker |
|-----------------|----------------|---------------------|
| Expert          | 3%             | 4%                  |
| Advanced        | 9%             | 18%                 |
| Intermediate    | 53%            | 63%                 |
| Beginner/Novice | 34%            | 15%                 |

Q10. How would you describe your experience level at your preferred type of cycling?  
Base: Cyclists, n=736 Base includes less than 1% Don't know/Refused responses.

# Bike Ownership

Most (68%) cyclists own a single bicycle.

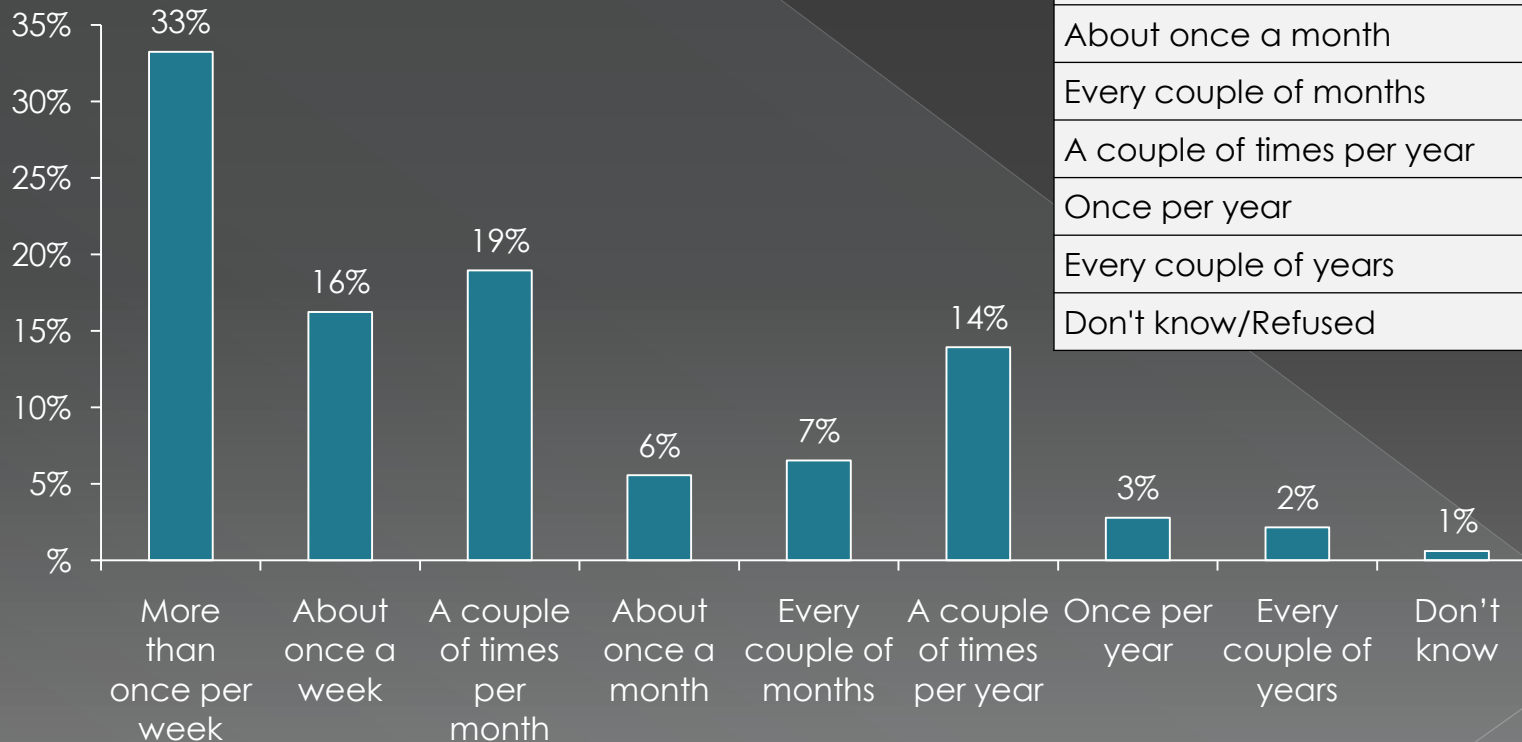
Mountain Park Bikers (41%) are more likely to own more than one bicycle compared to Non-Park Bikers (20%).



|                   | Non-Park Biker | Mountain Park Biker |
|-------------------|----------------|---------------------|
| Do not own a bike | 6%             | 2%                  |
| 1                 | 74%            | 57%                 |
| 2                 | 16%            | 28%                 |
| 3                 | 2%             | 5%                  |
| More than 3       | 2%             | 8%                  |

# Frequency of Cycling

Mountain Park Bikers (67%) are much more likely to ride at least once a week or more often compared to Non-Park Bikers (40%).

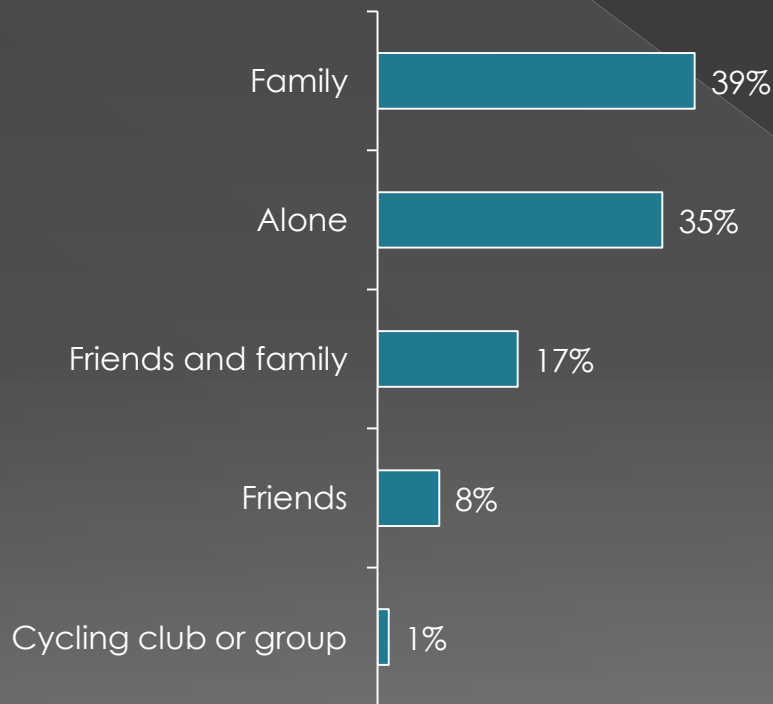


|                             | Non-Park Biker | Mountain Park Biker |
|-----------------------------|----------------|---------------------|
| More than once per week     | 26%▼           | 46%▲                |
| About once a week           | 14%▼           | 21%▲                |
| A couple of times per month | 23%▲           | 12%▼                |
| About once a month          | 6%             | 6%                  |
| Every couple of months      | 6%             | 7%                  |
| A couple of times per year  | 18%▲           | 6%▼                 |
| Once per year               | 4%             | 1%                  |
| Every couple of years       | 3%             | 1%                  |
| Don't know/Refused          | 1%             | <1%                 |

# Riding with Different Groups

Although many cyclists (65%) generally ride with friends, family, or as a part of a cycling group, a notable (35%) proportion prefer to ride alone.

Mountain Park Bikers are less likely (28% vs. 39%) to prefer riding alone.



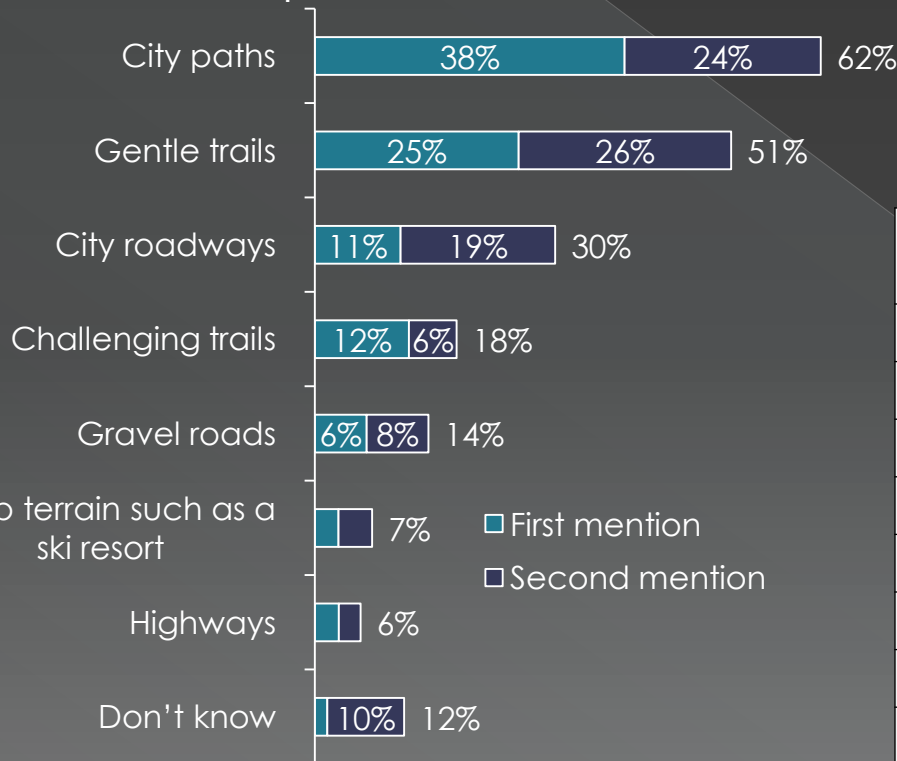
|                       | Non-Park Biker | Mountain Park Biker |
|-----------------------|----------------|---------------------|
| Family                | 42%▲           | 32%▼                |
| Alone                 | 39%▲           | 28%▼                |
| Friends and family    | 12%▼           | 27%▲                |
| Friends               | 6%▼            | 10%▲                |
| Cycling club or group | 1%▼            | 3%▲                 |

Q14. When you ride a bicycle do you generally ride alone or with any of the following types of groups? Please choose the option that you do most frequently. Base: Cyclists, n=736 Base includes less than 1% don't know/refused responses.

# Favourite Places to Ride

Among cyclist respondents, the most commonly mentioned favourite places to ride include city paths (62% mentioned in their top two) and gentle trails (51%) mentioned in their top two).

Mountain Park Bikers (33%) are much more likely to mention challenging trails in their top two mentions.



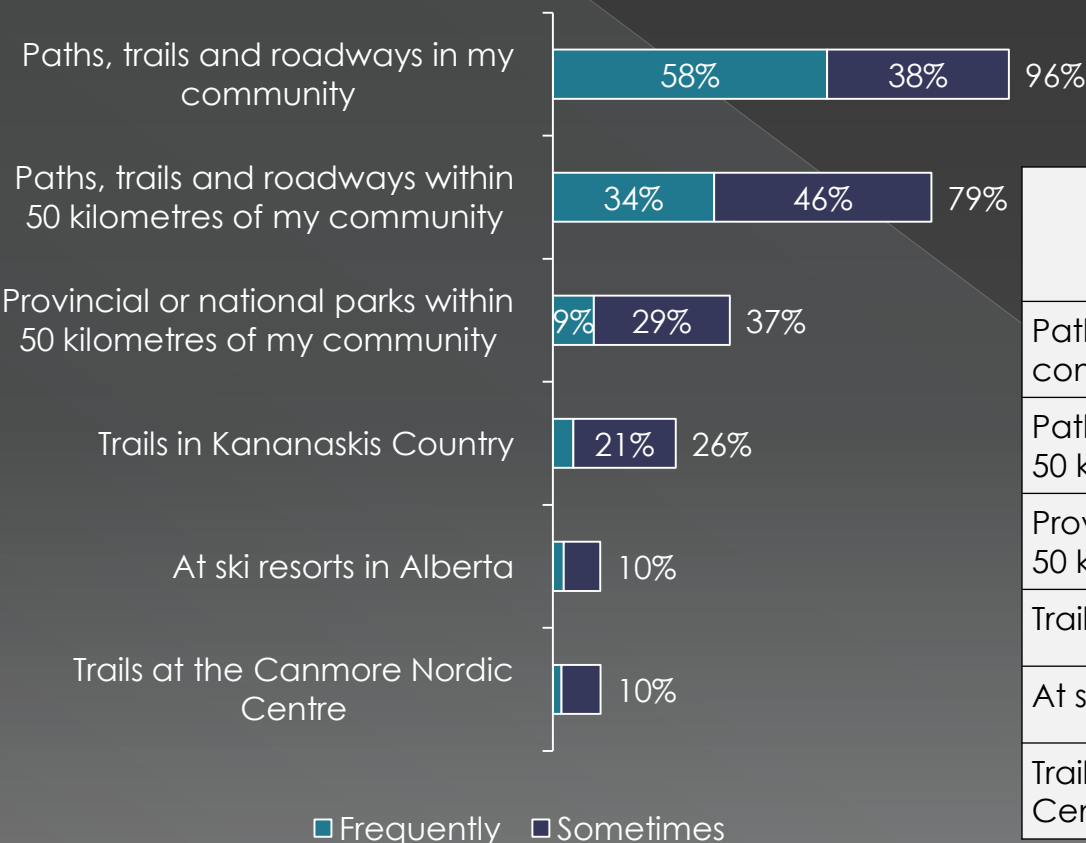
| % Top 2 mentions                   | Non-Park Biker | Mountain Park Biker |
|------------------------------------|----------------|---------------------|
| City paths                         | 72%            | 51%                 |
| Gentle trails                      | 55%            | 51%                 |
| City roadways                      | 35%            | 24%                 |
| Challenging trails                 | 9%             | 33%                 |
| Gravel roads                       | 15%            | 14%                 |
| Steep terrain such as a ski resort | 2%             | 17%                 |
| Highways                           | 5%             | 7%                  |
| Don't know                         | 7%             | 3%                  |

Q15. I'm going to read a list of places. Can you tell me your top two favourite places to ride?

Base: Cyclists, n=736

# Current Cycling Locations

Nearly all (96%) cycling respondents either frequently or sometimes ride on paths, trails, and roadways in their community. Many also (79%) at least sometimes ride on paths, trails, and roadways within 50km of their community. A minority (37%) at least sometimes ride in provincial or national parks within 50km of their community.



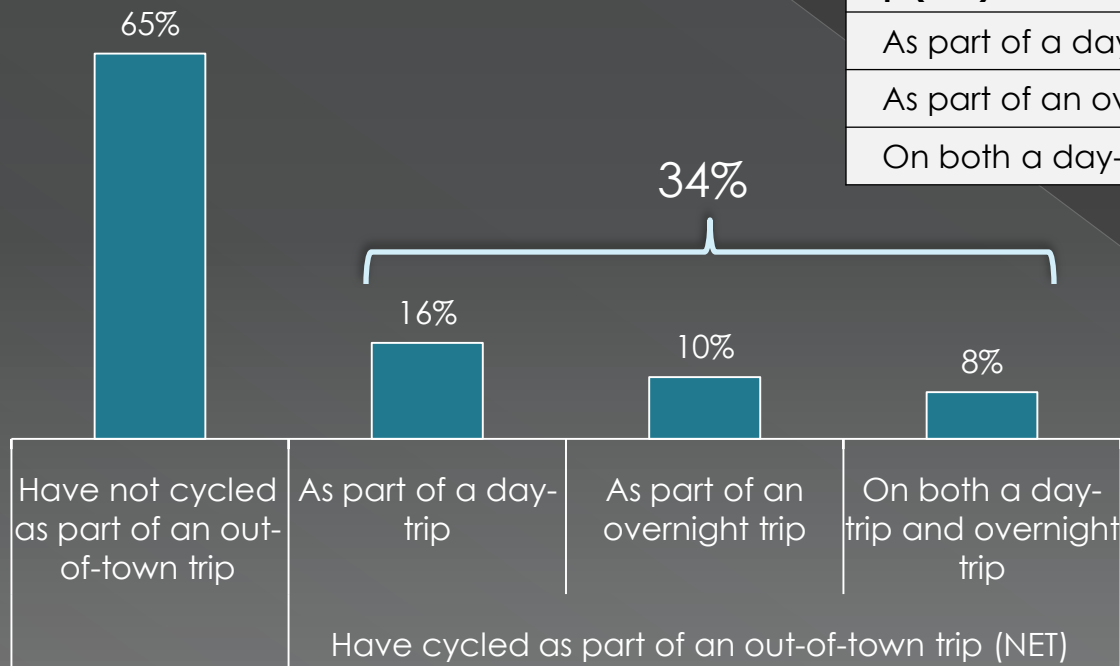
|   | Non-Park Biker | Mountain Park Biker |
|---|----------------|---------------------|
| Paths, trails and roadways in my community                        | 94%            | 98%                 |
| Paths, trails and roadways within 50 kilometres of my community   | 74%            | 90%                 |
| Provincial or national parks within 50 kilometres of my community | 21%            | 67%                 |
| Trails in Kananaskis Country                                      | 10%            | 53%                 |
| At ski resorts in Alberta   | 3%             | 23%                 |
| Trails at the Canmore Nordic Centre                               | 2%             | 25%                 |

Q16. I'd like to know more about the places where you currently cycle. I'm going to read a list of 6 places; please indicate how often you cycle in each place: never, sometimes or frequently.

Base: Cyclists. Base includes less than 1% Don't know/Refused responses.

# Cycling as Part of an Out-of-town Trip

Most (71%) Mountain Park Bikers have cycled as part of an overnight trip, in distinct contrast to Non-Park Bikers (15%). Overall, about one third (34%) of all cyclists have cycled as part of an out-of-town trip.

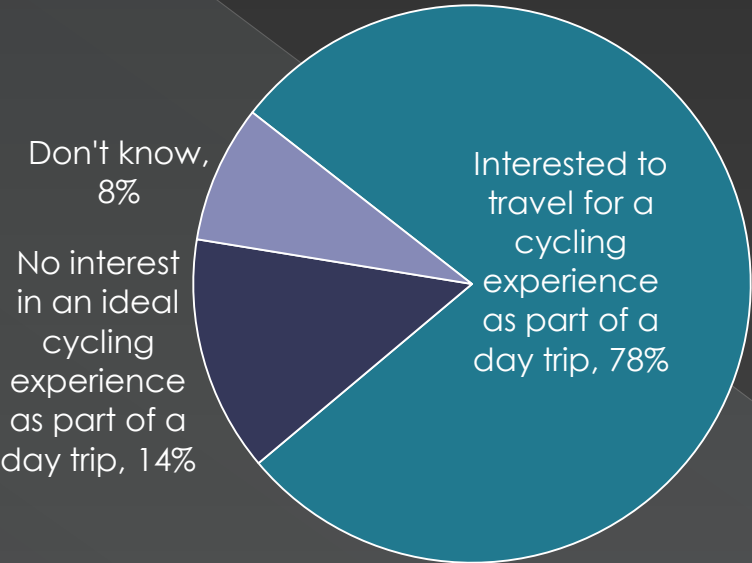


|  | Non-Park Biker | Mountain Park Biker |
|--|----------------|---------------------|
| Have not cycled as part of an out-of-town trip   | 85%            | 29%                 |
| Have cycled as part of an out-of-town trip (NET) | 15%            | 71%                 |
| As part of a day-trip                            | 8%             | 32%                 |
| As part of an overnight trip                     | 5%             | 20%                 |
| On both a day-trip and overnight trip            | 2%             | 19%                 |

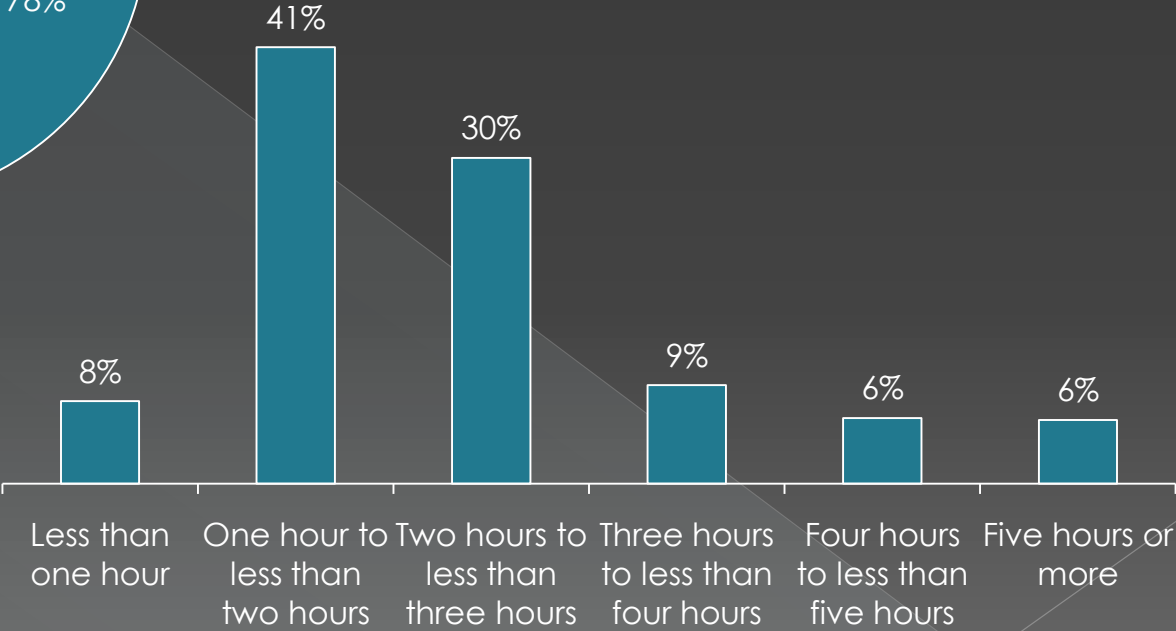
Q17. During the last two years, have you cycled while on an out-of-town trip, either for the day or overnight? Base: Cyclists, n=736 Base includes less than 1% Don't know/Refused responses



# Interest in Cycling as Part of a Day Trip



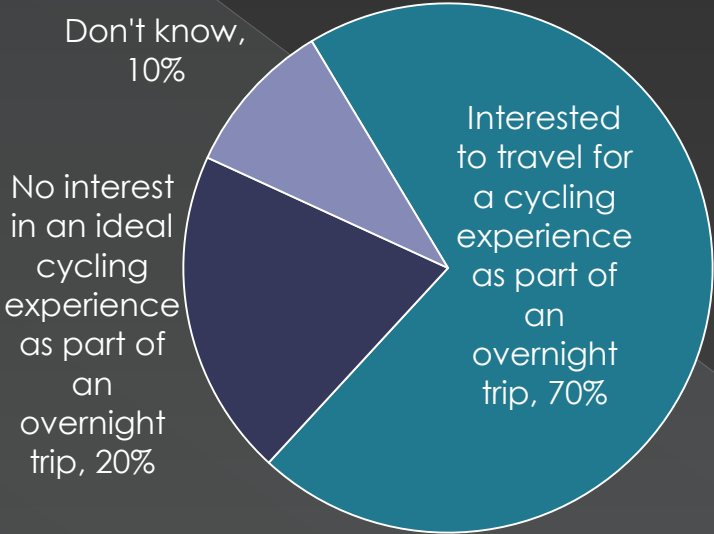
|  | Non-Park Biker | Mountain Park Biker | Overall |
|--|----------------|---------------------|---------|
| Percent interested                       | 71%            | 91%                 | 78%     |
| Average length of time willing to travel | 1.8            | 2.5                 | 2.1     |



Most (78%) cyclist respondents are interested in travel for a cycling experience. On average, respondents are willing to travel 2.1 hours for an experience as a part of a day trip.

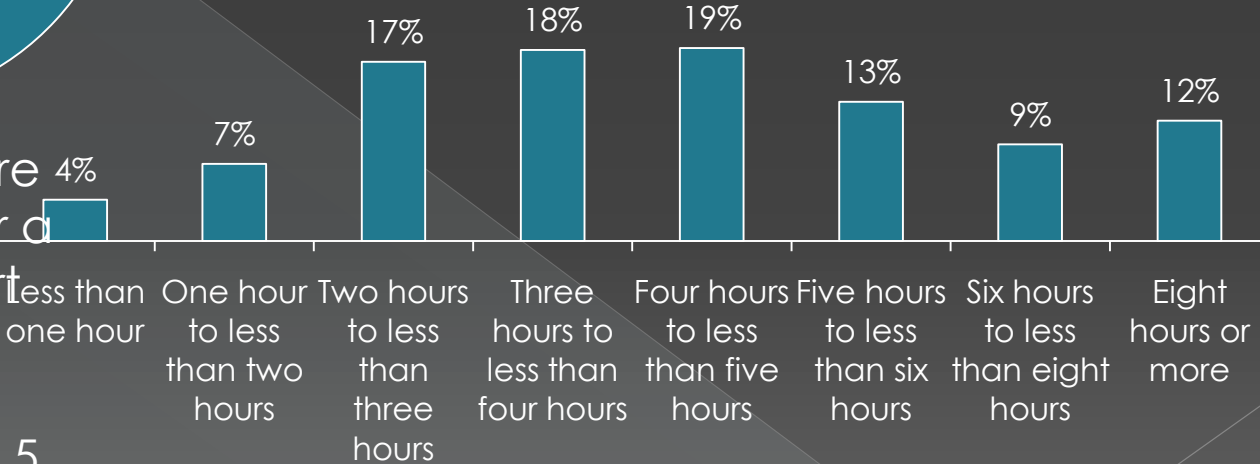
Q18. How many hours from your home would you be willing to travel to find your ideal cycling experience as a **day** trip?  
Base: Cyclists, n=736

# Interest in Cycling as Part of an Overnight Trip



|  | Non-Park Biker | Mountain Park Biker | Overall |
|--|----------------|---------------------|---------|
| Percent interested                       | 62%            | 86%                 | 70%     |
| Average length of time willing to travel | 3.6            | 5.6                 | 4.5     |

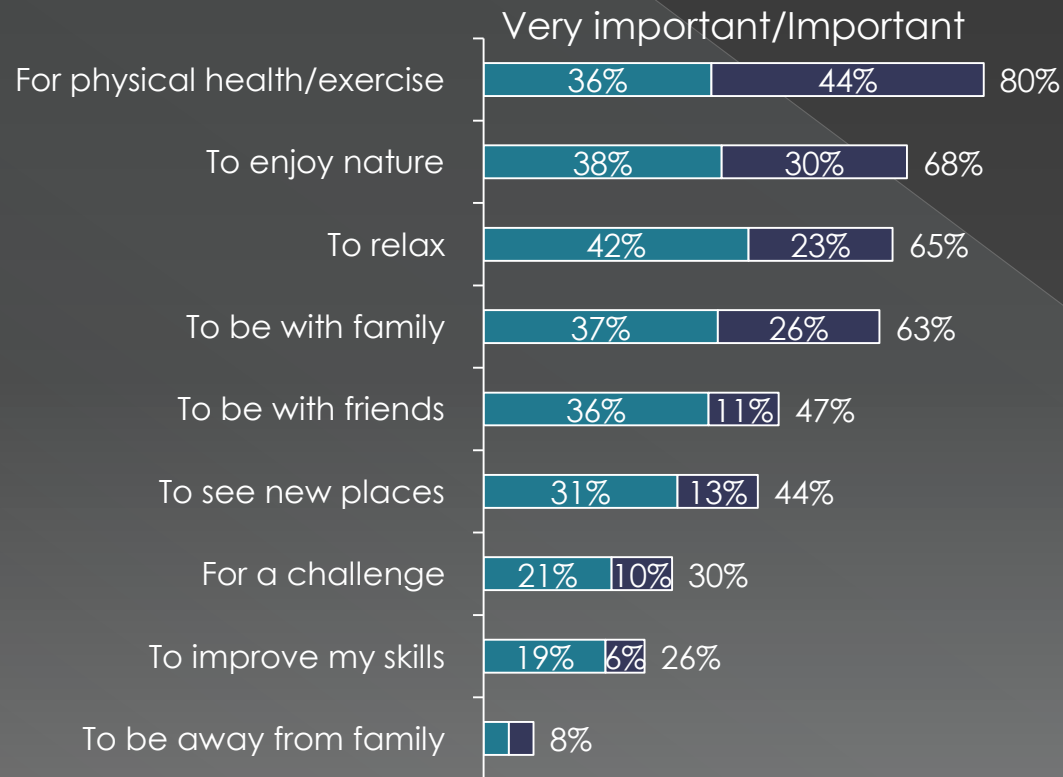
Most (70%) respondents are also interested in travel for a cycling experience as part of an overnight trip. Respondents are on average willing to travel 4.5 hours for an experience as a part of an overnight trip.



Q19. How many hours from your home would you be willing to travel to find your ideal cycling experience as an **overnight** trip?  
Base: Cyclists, n=736

# Importance of Reasons for Cycling

Among cycling respondents, physical health or exercise (80%) is the top-rated reason for taking part in cycling activities. To enjoy nature (68%), to relax (65%), and to be with family (63%) are each considered to be important or very important to a majority of respondents.



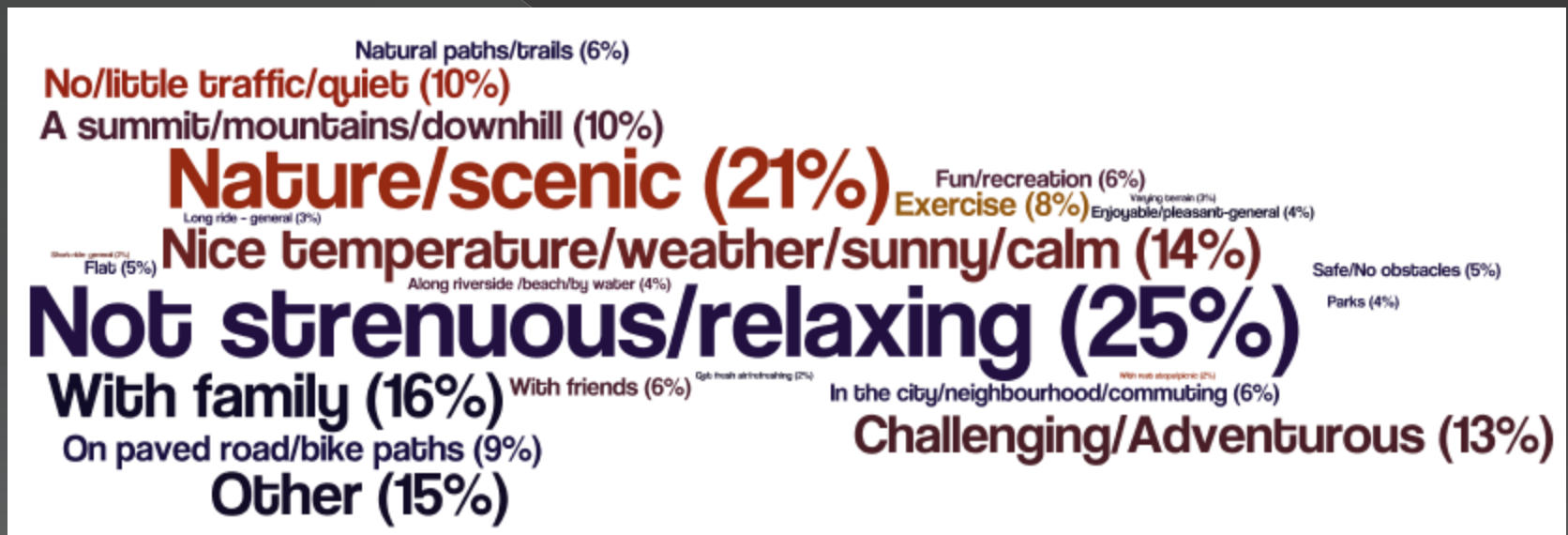
| % Very important             | Non-Park Biker | Mountain Park Biker |
|------------------------------|----------------|---------------------|
| For physical health/exercise | 36%▼           | 57%▲                |
| To enjoy nature              | 22%▼           | 43%▲                |
| To relax                     | 19%▼           | 31%▲                |
| To be with family            | 23%            | 30%                 |
| To be with friends           | 8%▼            | 17%▲                |
| To see new places            | 8%▼            | 21%▲                |
| For a challenge              | 5%▼            | 19%▲                |
| To improve my skills         | 3%▼            | 12%▲                |
| To be away from family       | 3%             | 5%                  |

Q20. People have many reasons for taking part in leisure activities. When you think about cycling, how important are each of the following reasons for you to go cycling?

Base: Cyclists, n=736. Base includes less than 1% Don't know/Refused responses

# Ideal Cycling Experience

The following word cloud illustrates the ideal bicycle ride experience provided by cyclist respondents. One quarter (25%) reference a not strenuous or relaxing ride as part of their ideal bicycle ride.

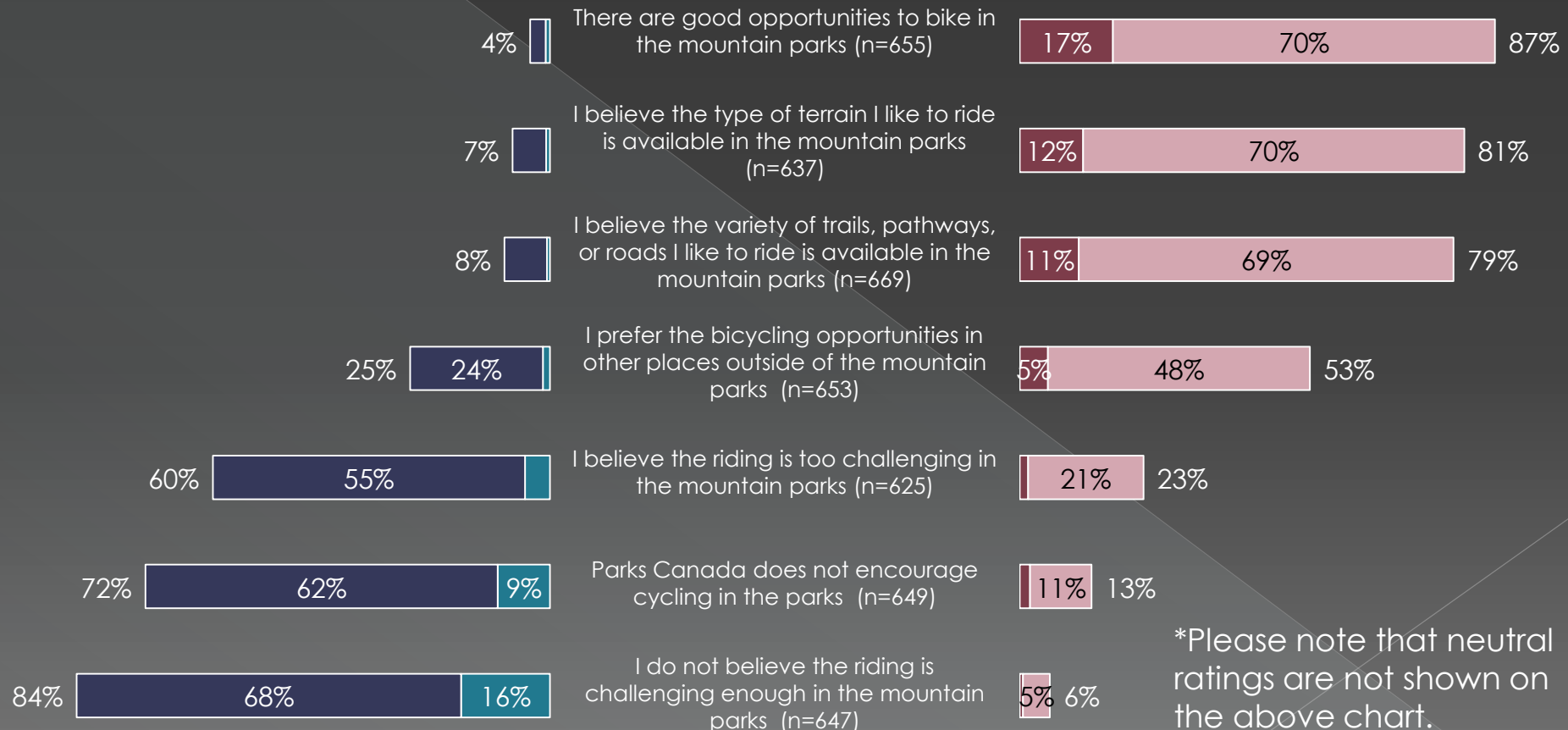


# Impression of Cycling in Parks

Overall, agreement is fairly strong that there are good opportunities to bike in the mountain parks (87%), that the terrain cyclists like to ride is available in the mountain parks (81%), and that the variety of trails cyclists like to ride is available in the mountain parks (79%).

Disagree/Strongly disagree

Strongly agree/Agree



\*Please note that neutral ratings are not shown on the above chart.

Q22. Earlier I mentioned the seven National Parks in the Mountains of Alberta and British Columbia. I would like to ask you about cycling in these parks. Please answer if you agree or disagree with the following statements about cycling in the parks:

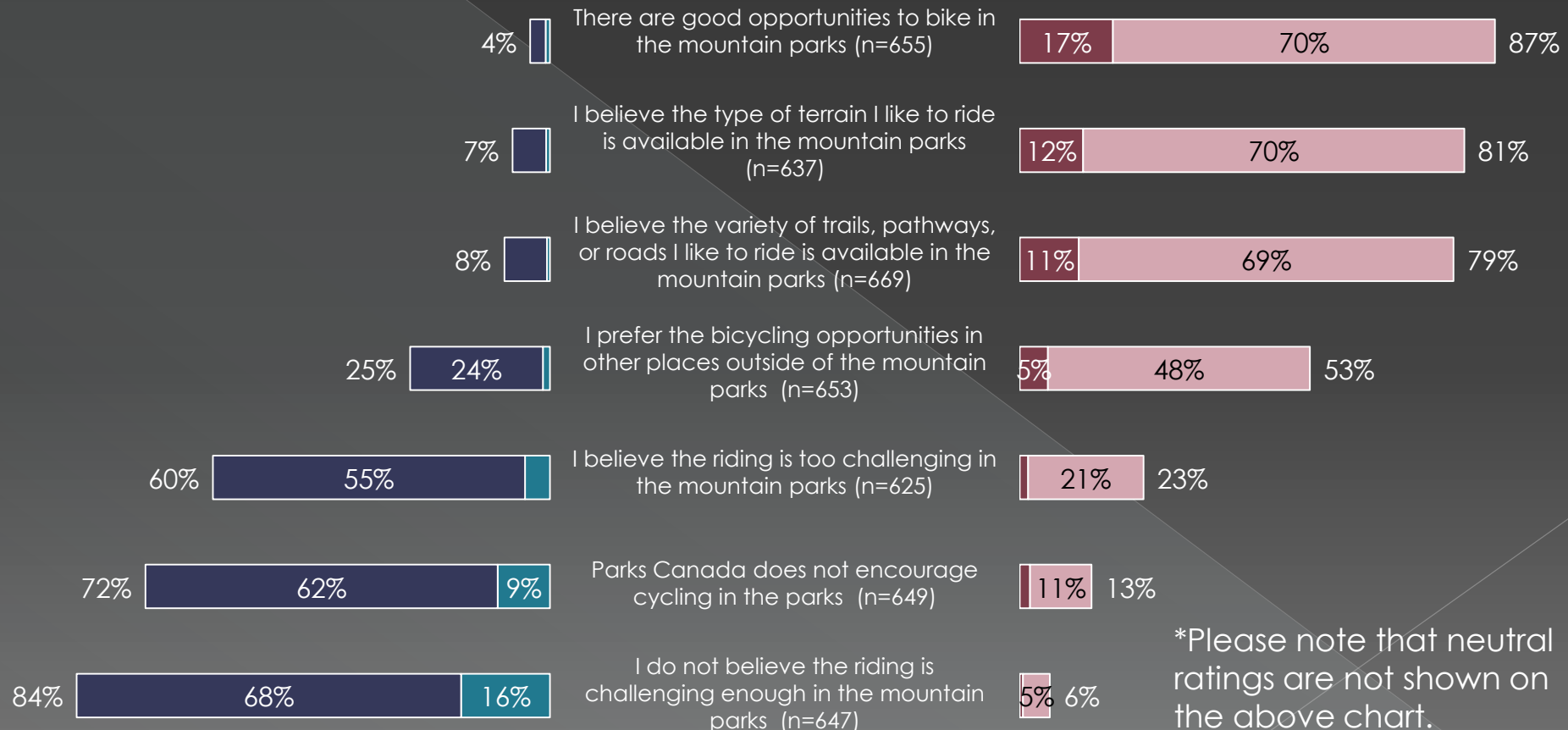
Base: Cyclists, excluding don't know/Refused responses, n=625 to 669

# Impression of Cycling in Parks

For some cyclists, impressions that the trails in national parks are too challenging (23%) appear to be a barrier. However, for many respondents, the barrier appears to be a personal preference. A total of 53% of cycling respondents agree that they prefer the bicycling opportunities in other places outside of the mountain parks.

Disagree/Strongly disagree

Strongly agree/Agree



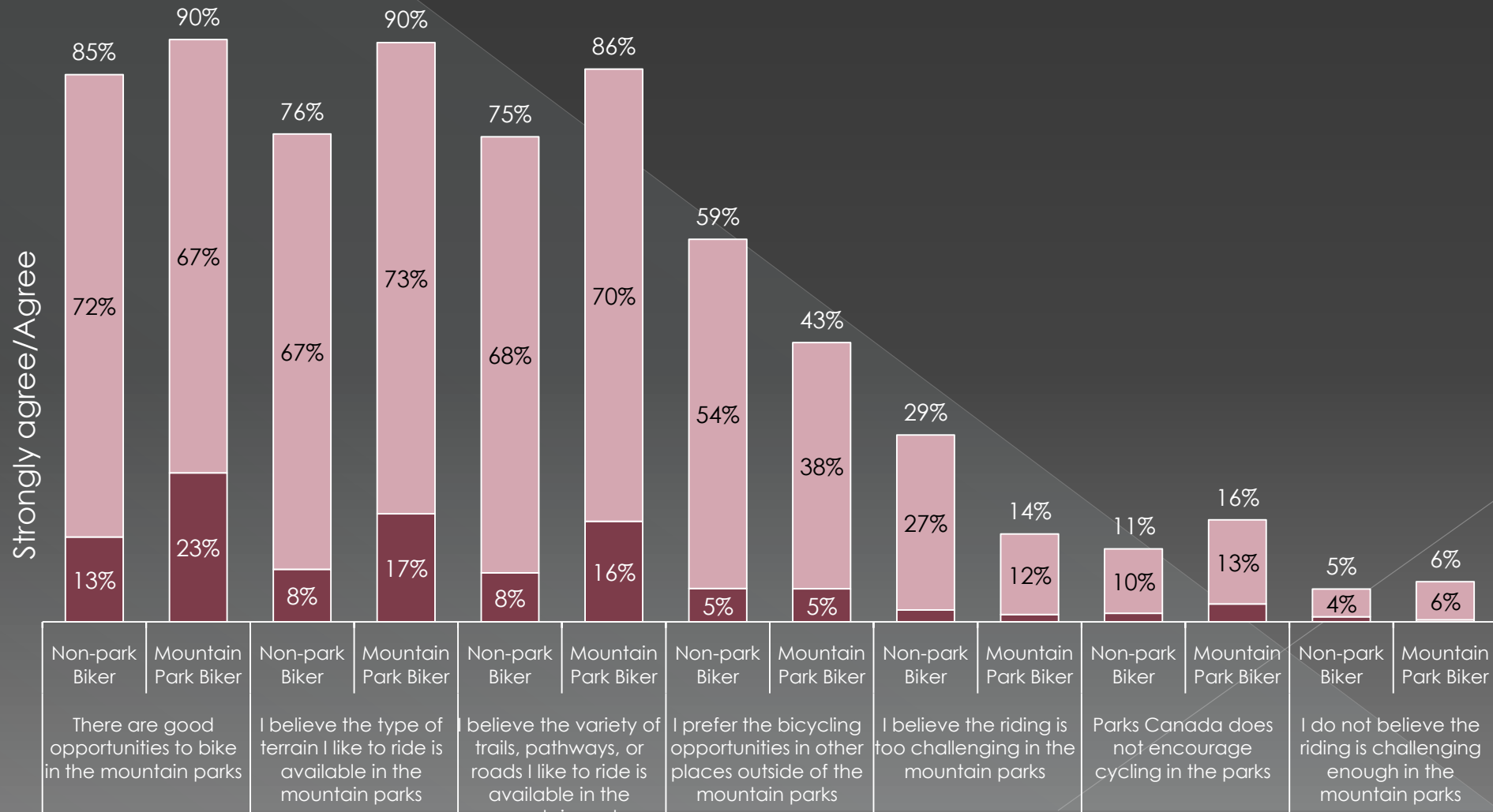
\*Please note that neutral ratings are not shown on the above chart.

Q22. Earlier I mentioned the seven National Parks in the Mountains of Alberta and British Columbia. I would like to ask you about cycling in these parks. Please answer if you agree or disagree with the following statements about cycling in the parks:

Base: Cyclists, excluding don't know/Refused responses, n=625 to 669

# Impression of Cycling in the Parks

Impressions that riding in the mountain parks is too challenging is a stronger barrier among Non-Park Bikers (29% versus 14% respectively) . In addition, a majority (59%) of Non-Park Bikers indicate that it is their preference to bike in other places outside of the mountain parks.





# Section 3:

Non-Park Bikers  
(n=472)

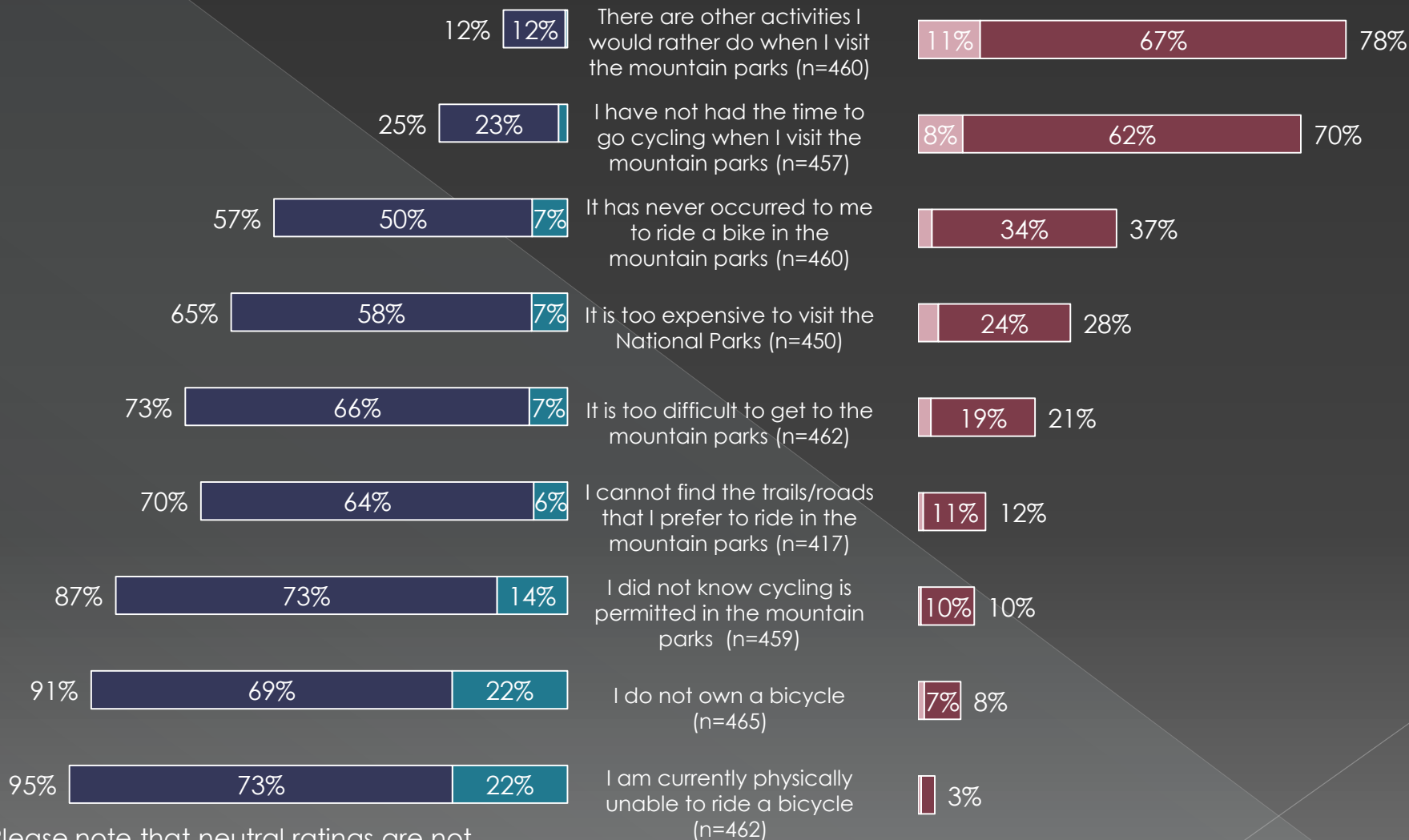




# Barriers to Cycling in National Parks

Disagree/Strongly disagree

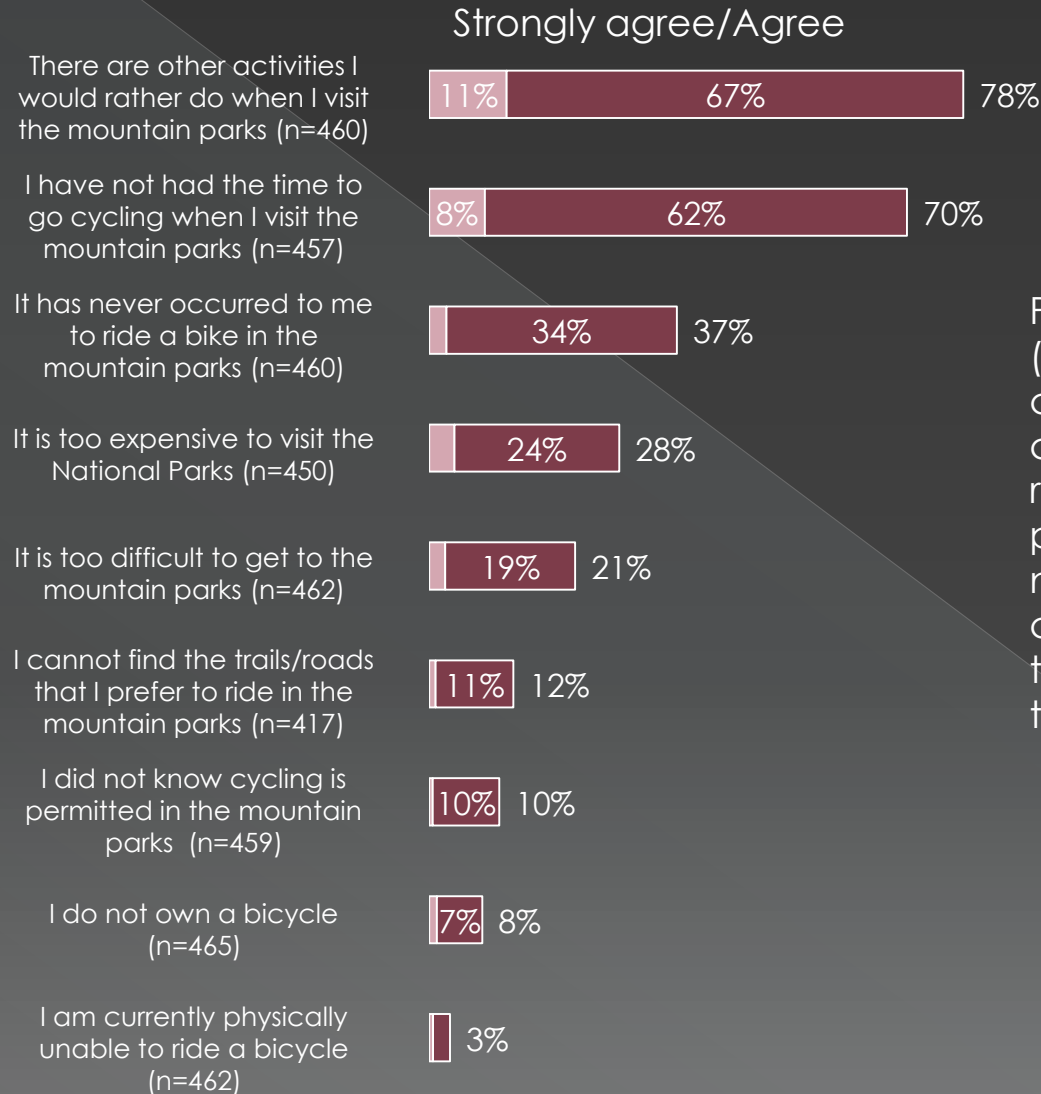
Strongly agree/Agree



\*Please note that neutral ratings are not shown on the above chart.

Q35. We would like to know more about why you have not bicycled in the mountain parks. Please answer if you agree or disagree with the following statements about cycling in the parks Base: Non-Park Bikers, excluding Don't know/Refused

# Barriers to Cycling in National Parks

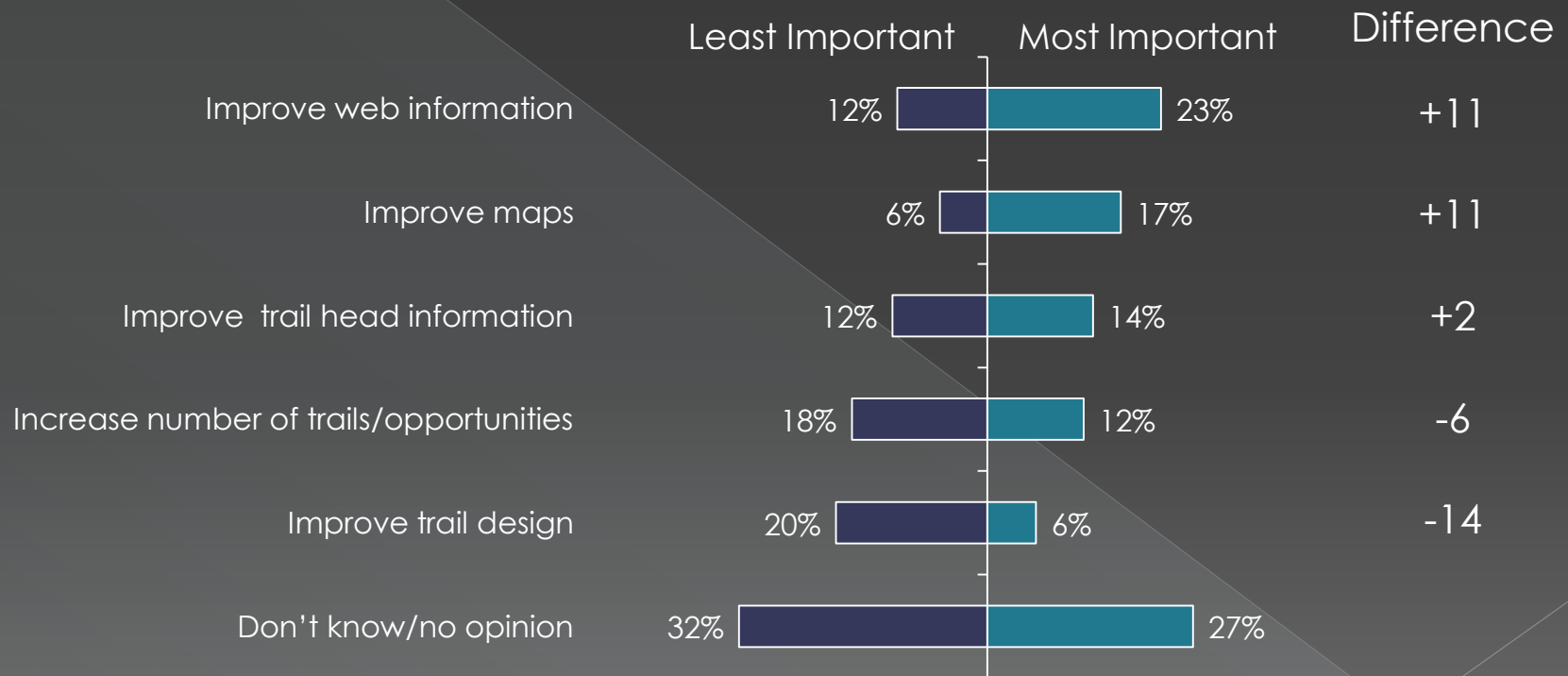


Preference for other activities (78%) and lack of time to go cycling (70%) are the two most common barriers mentioned by respondents. A fairly notably proportion indicated that it has never occurred to them to go cycling in the mountain parks or that it is too expensive to visit the National Parks.

Q35. We would like to know more about why you have not bicycled in the mountain parks. Please answer if you agree or disagree with the following statements about cycling in the parks Base: Non-Park Bikers, excluding Don't know/Refused

# Suggestions for Improvement

For one quarter of Non-Park Bikers (23%), improvements to the web information is the most important of the five actions that Parks Canada could do to improve their cycling experience in the mountain parks, while 12% consider this area the least important. About one in six (17%) feel that improving the maps would be the most important change that could be made, while 6% consider this to be the least important.



Q36. The following is a list of actions Parks Canada could take to improve the cycling experience in the mountain parks. What would you suggest is the most valuable from the list I will read?

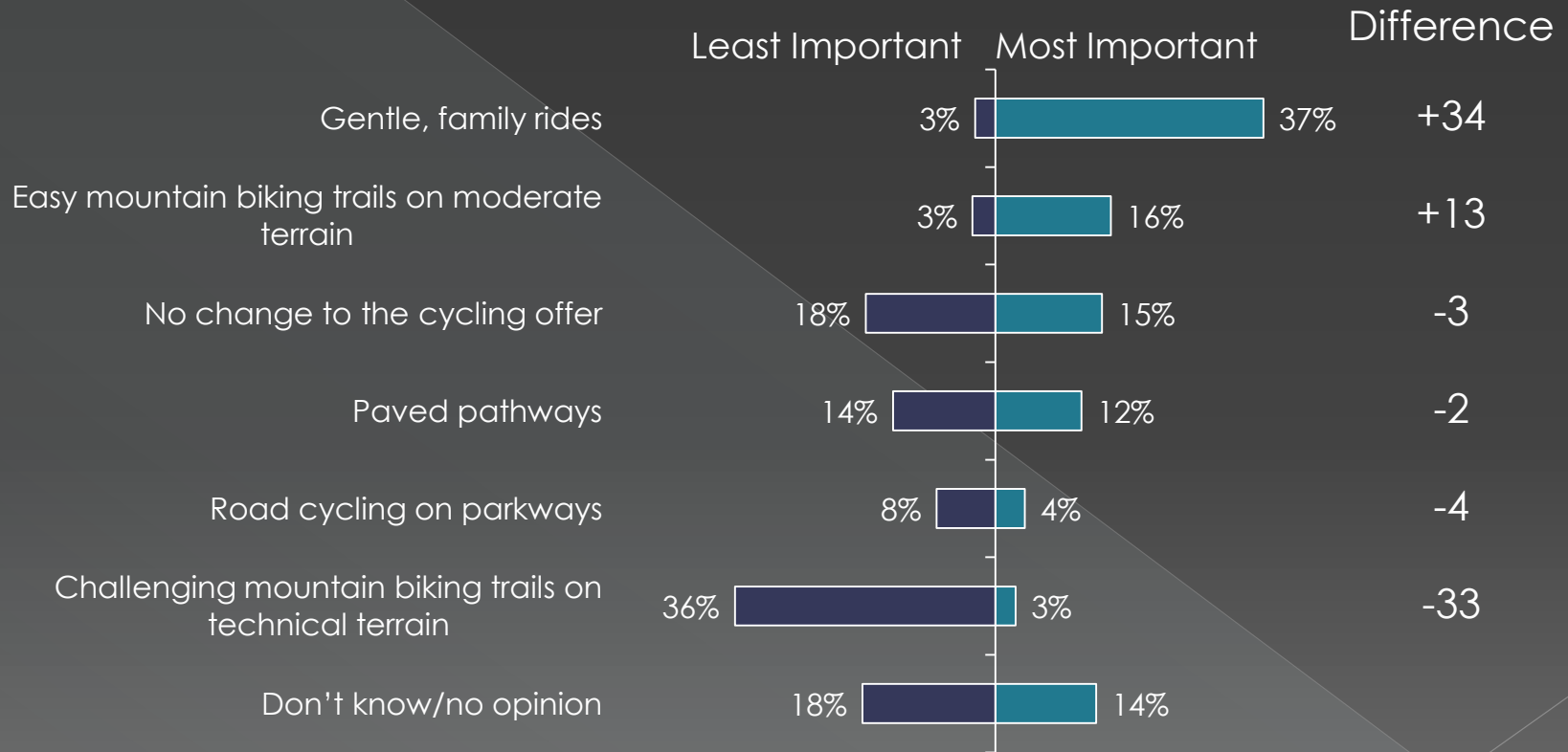
Base: Non- park bikers, n=472 Base includes 1% Refused responses.

Q37. Using the same list as the previous question, what would you suggest is the least valuable improvement to make?

Base: Non-Park Bikers, n=472

# Suggestions for Opportunities to Improve

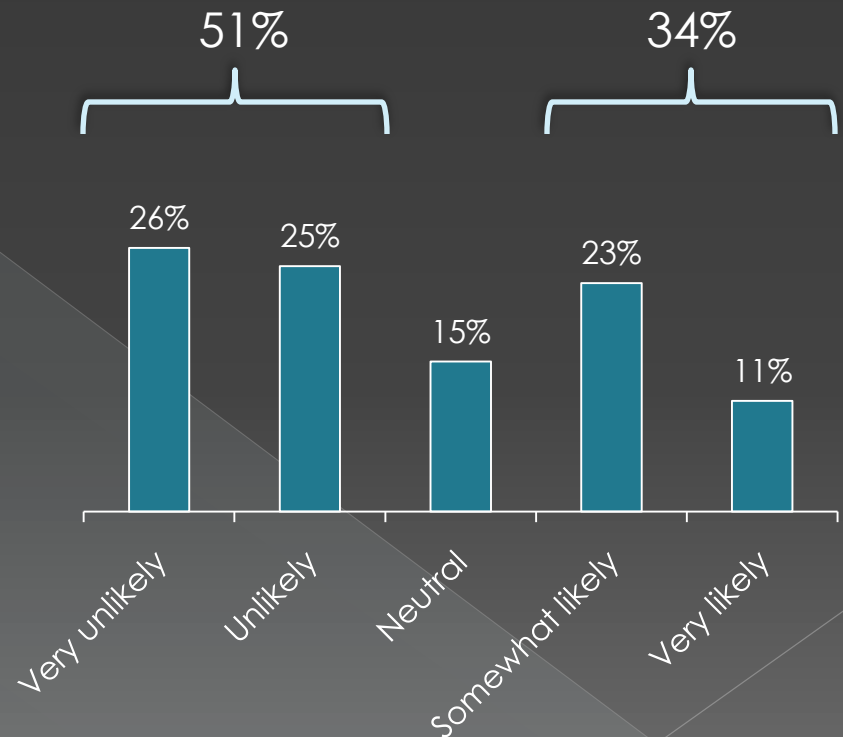
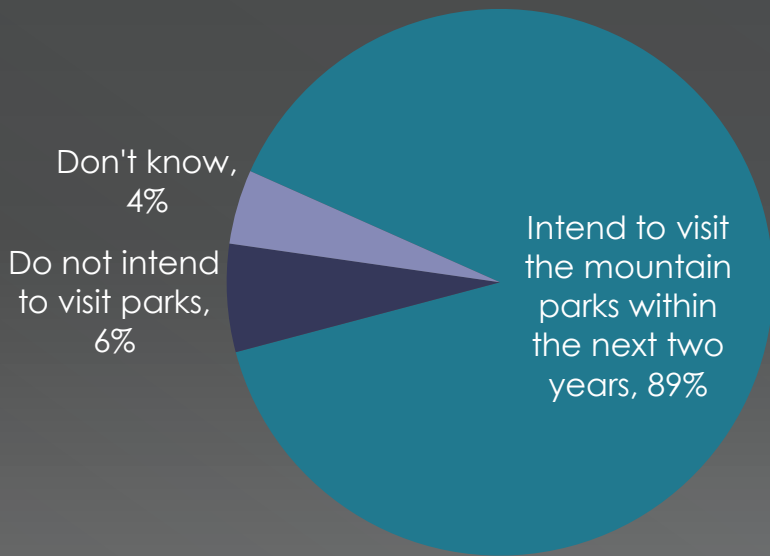
Improving the prevalence of gentle family rides (37% feel it is the most important improvement) and easy mountain biking trails (16%) are the most commonly chosen areas that respondents would like to see Parks Canada improve in the mountain parks.



Q38. The following is a list of cycling opportunities that Parks Canada could potentially improve. Which opportunity would you most like to see improved in the mountain parks? Base: Non-Park Bikers, n=472  
Q39. Using the same list as the previous question, what do you think is the least important opportunity to improve? Base: Non-Park Bikers, n=472. Base includes less than 1% Refused responses.

# Intention to Cycle in the Mountain Parks

Nine in ten (89%) Non-Bikers intend to visit the mountain parks within the next two years. Of these respondents, about one third (34%) indicate that they are somewhat or very likely to ride a bicycle.



Q40. Do you think you will visit the mountain parks in the next two years? Base: Non-Park Bikers, n=472

Q41. If you do visit the mountain parks, how likely is it that you will choose to ride a bicycle? Base: Non-Park Bikers, n=472

# Suggestions to Encourage Non-Bikers to Bike in Mountain Parks

|   | Count      | Percent    |
|---|------------|------------|
| <b>NET: Barriers related to the Parks</b> | <b>178</b> | <b>42%</b> |
| Offer bike rentals                        | 48         | 11%        |
| Better advertising/more information       | 47         | 11%        |
| Reduce the cost of entrance/free          | 33         | 8%         |
| Easier/family trails                      | 26         | 6%         |
| Cheaper/affordable accommodation          | 12         | 3%         |
| Reasonably priced bike rentals            | 7          | 2%         |
| Other barriers related to the Parks       | 31         | 7%         |
| <b>NET: Personal barriers</b>             | <b>190</b> | <b>45%</b> |
| Nothing/Not interested                    | 94         | 22%        |
| Need a bike rack for vehicle              | 20         | 5%         |
| Prefer hiking/not a cyclist               | 17         | 4%         |
| If I lived closer                         | 13         | 3%         |
| Time                                      | 13         | 3%         |
| If I were younger                         | 10         | 2%         |
| Children are too young                    | 8          | 2%         |
| Other Personal barriers                   | 25         | 6%         |
| Don't know/Refused                        | 74         | 17%        |
| Total                                     | 425        | 100%       |

In all, four in ten (42%) Non-Biker respondents who are not likely to cycle in mountain parks reference barriers related to the parks, while about the same percentage (45%) mention personal barriers. One in ten (11%) suggest that Parks Canada could offer bike rentals, while the same proportion (11%) suggest more information or advertising about the parks. A total of eight percent (8%) suggest lowering the entrance fee and 6% suggested the addition of easier or family trails.

Q42. What can Parks Canada do to make it more likely that you will bike in the mountain parks? Base: Non-Bikers who are not very likely to cycle in the mountain parks, n=423

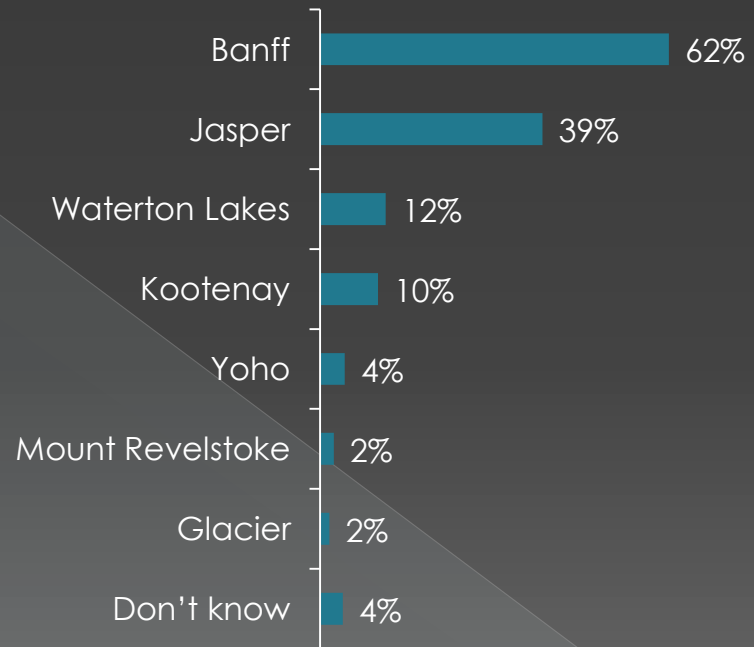
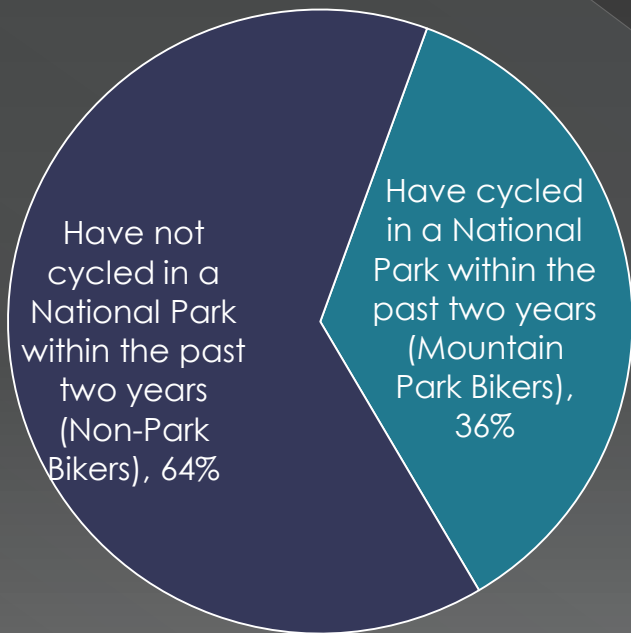


## Section 3:

Mountain Park  
Bikers (n=264)

# Cycling in National Parks

Overall, about one third (36%) of cyclist respondents have cycled in a National Park in the mountains of Alberta or British Columbia within the past two years. Most commonly, these respondents have cycled in Banff (62%) or Jasper (39%). About one in ten or fewer have cycled in each of the other five listed parks.

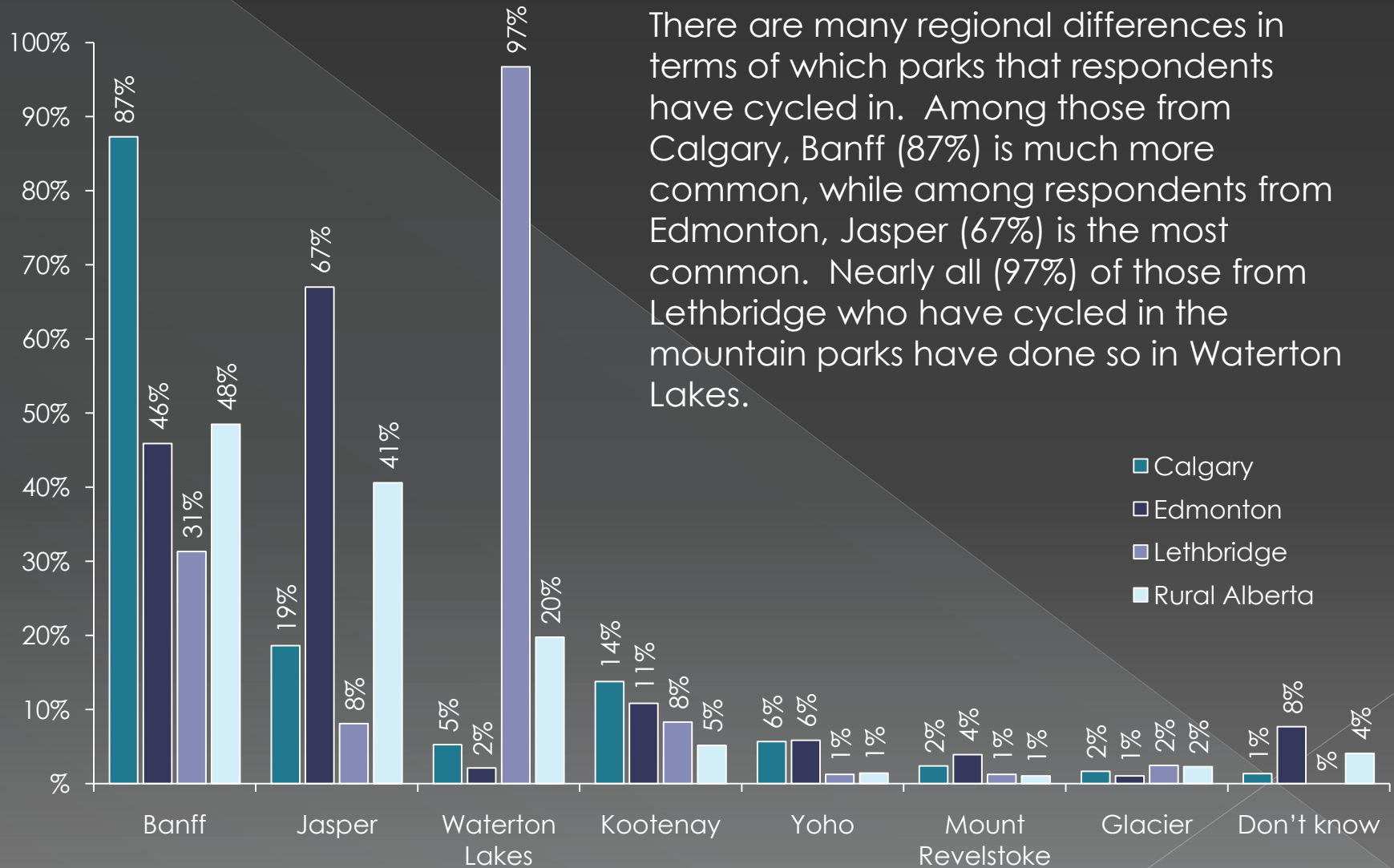


Q23. Have you cycled in a National Park in the mountains of Alberta or British Columbia in the last two years? Base: Cyclists, n=736

Q24. Which National Parks did you cycle in? Base: Those who have cycled in a National Park within the past two years, (Mountain Park Bikers) n=264



# Cycling in National Parks by Region

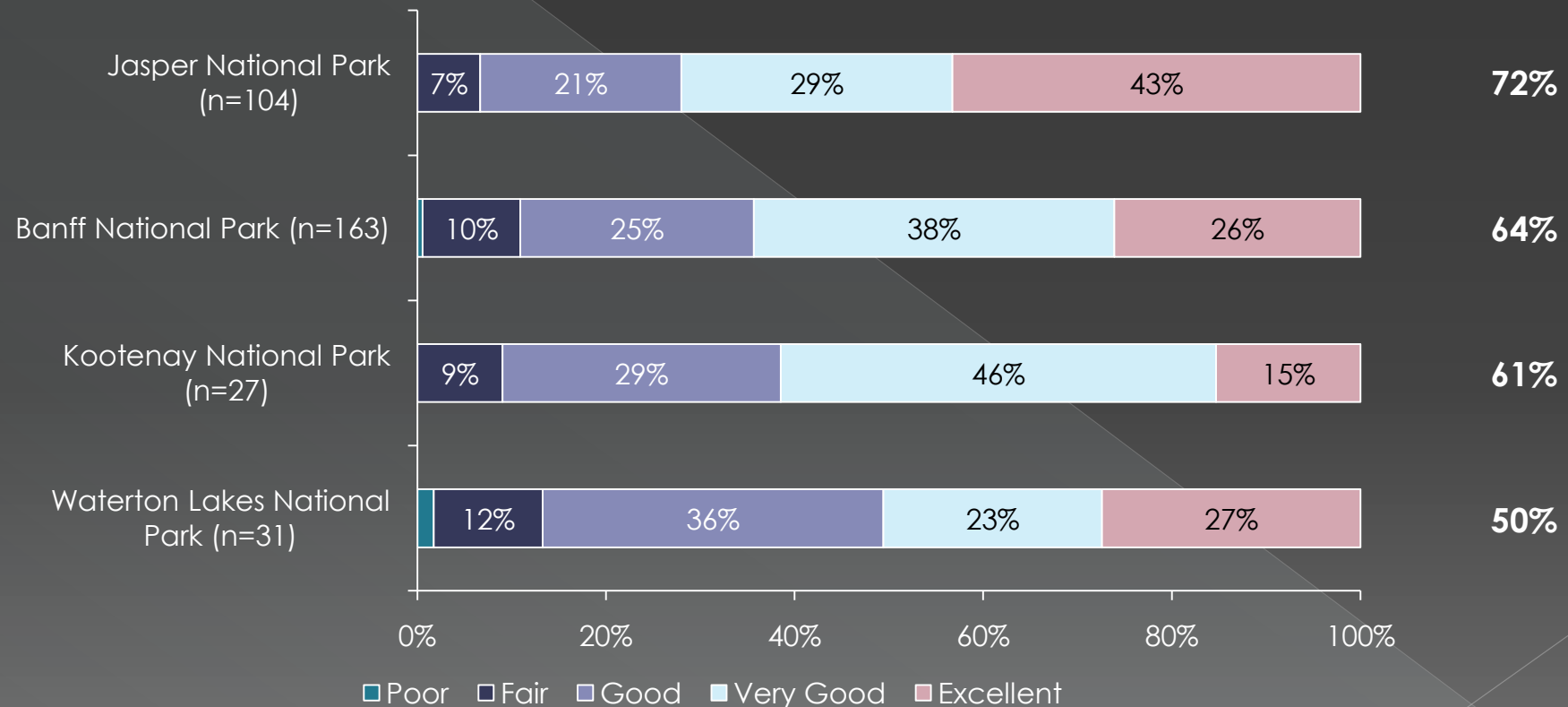


Q24. Which National Parks did you cycle in? Base: Those who have cycled in a National Park within the past 2 years, (Mountain Park Bikers) n=264

# Rating of Cycling Experience

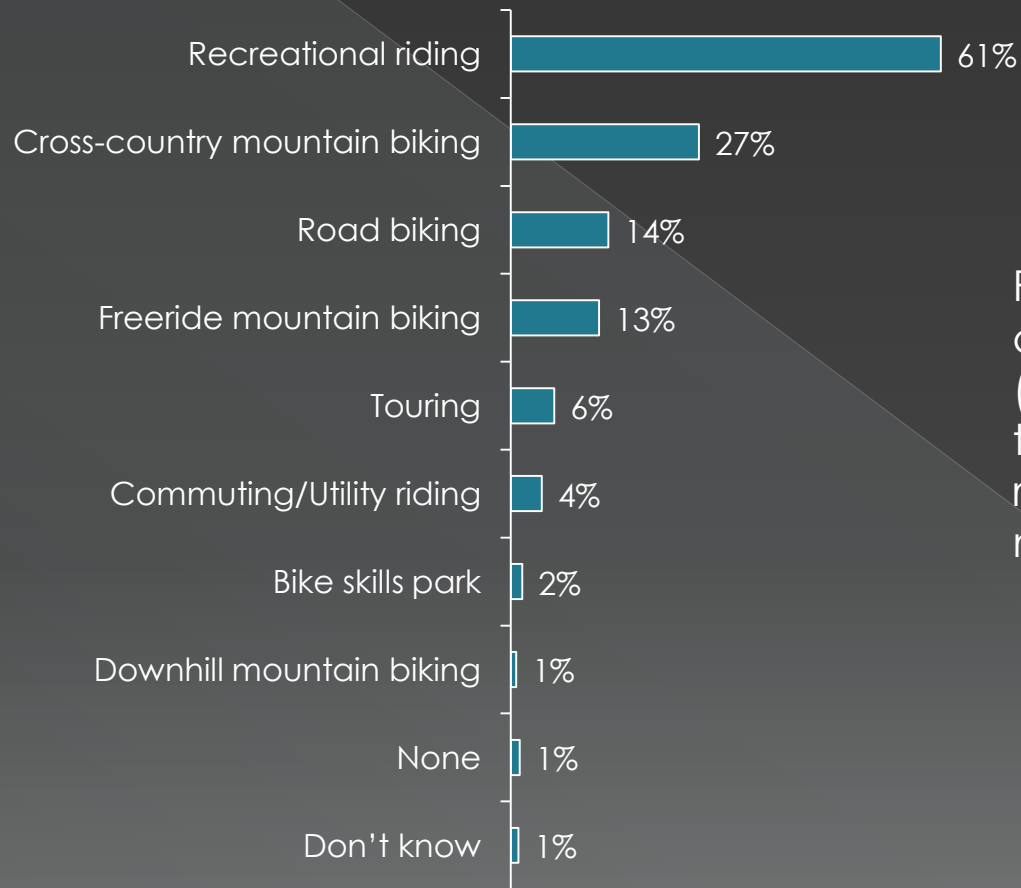
Cycling experience ratings for National Parks among respondents who have ridden there are largely positive. Ratings for Jasper National Park is highest (72% rated their cycling experience as very good or excellent), followed by Banff National Park (64%).

**% Very  
Good or  
Excellent**



Q25. Overall how would you rate the cycling experience [Response from Q24] National Park?  
Base: Those who have cycled in each National Park. Note that parks for which fewer than 20 responses were received have been excluded from the chart.

# Types of Cycling Attempted in National Parks

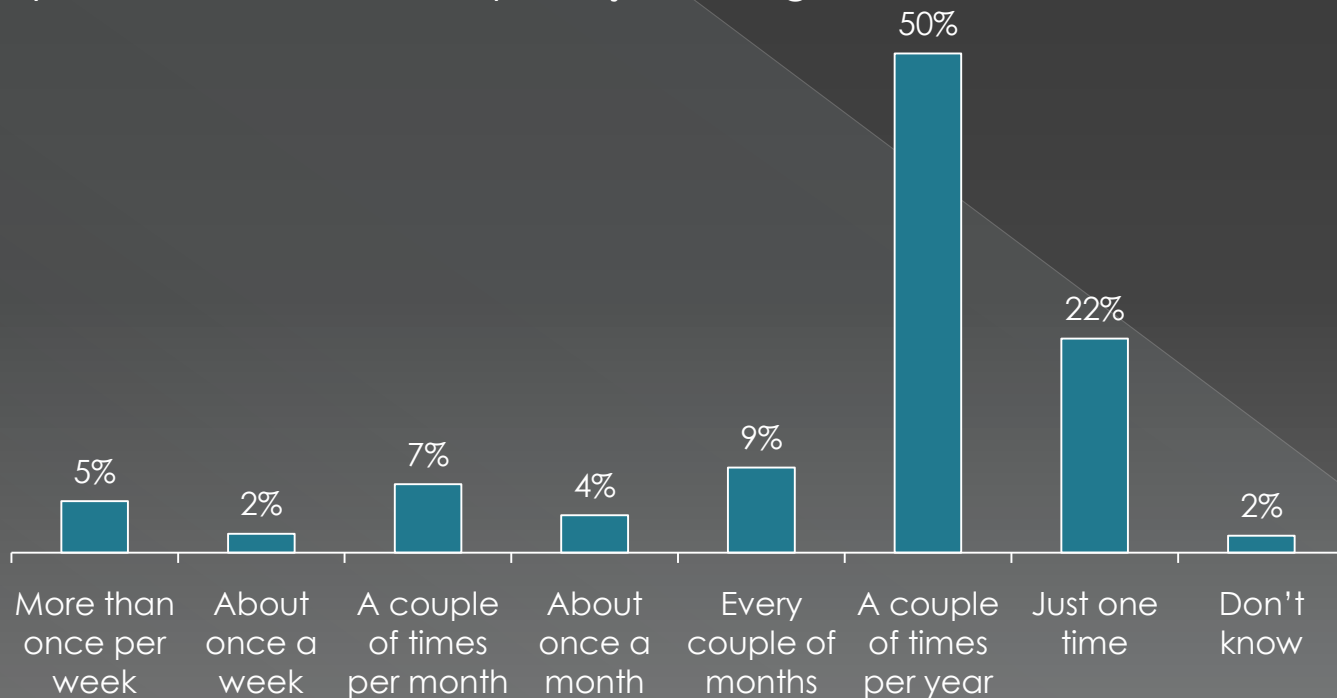


Recreational riding (61%) and cross-country mountain biking (27%) are the most common types of cycling among respondents have ridden in the mountain parks.

# Frequency of Cycling in Mountain Parks

Few (18%) Mountain Park Bikers cycle in the mountain parks once per month or more often.

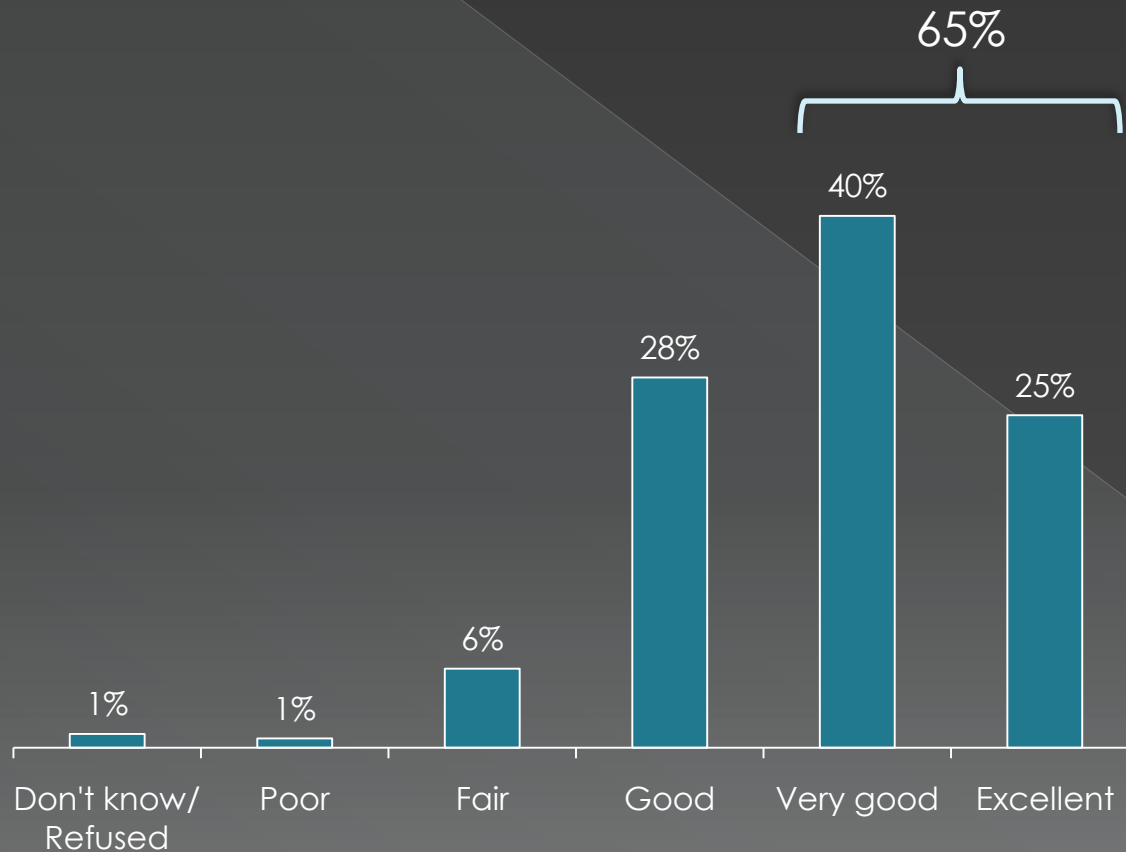
One half (50%) cycle a couple of times per year, while two in ten (22%) have cycled in the mountain parks just a single time.



Q27. How often have you ridden a bicycle in the mountain parks in the past two years?

Base: Mountain Park Bikers, n=264

# Experience Cycling in the Mountain Parks



Two thirds (65%) felt that the overall quality of their preferred bicycling experience in the mountain parks was very good or excellent.

Few felt that their experience was poor (1%).

Q28. How would you describe the overall quality of experience for your preferred bicycling type in the mountain parks? Base: Mountain Park Bikers, n=264

# Cycling in Mountain Parks

Nearly all (97%) Mountain Park Bikers agree that they will bicycle in the mountain parks in the future and a very high percentage (90%) are satisfied overall with the cycling experience in the mountain parks.

Eighty percent (80%) agree that Parks Canada does a good job at providing opportunities for their cycling experience.

A minority (34%) agree that they would rather cycle in the mountain parks than anywhere else, while nearly one half (47%) disagree with this statement.

Disagree/Strongly disagree

Strongly agree/Agree

1%

I will bicycle in the mountain parks again in the future

22%

76%

97%

6%

6%

Overall I am satisfied with the cycling experience in the mountain parks

10%

79%

90%

10%

9%

Parks Canada does a good job at providing opportunities for my cycling experience

6%

74%

80%

47%

45%

I would rather cycle in the mountain parks than anywhere else

8%

27%

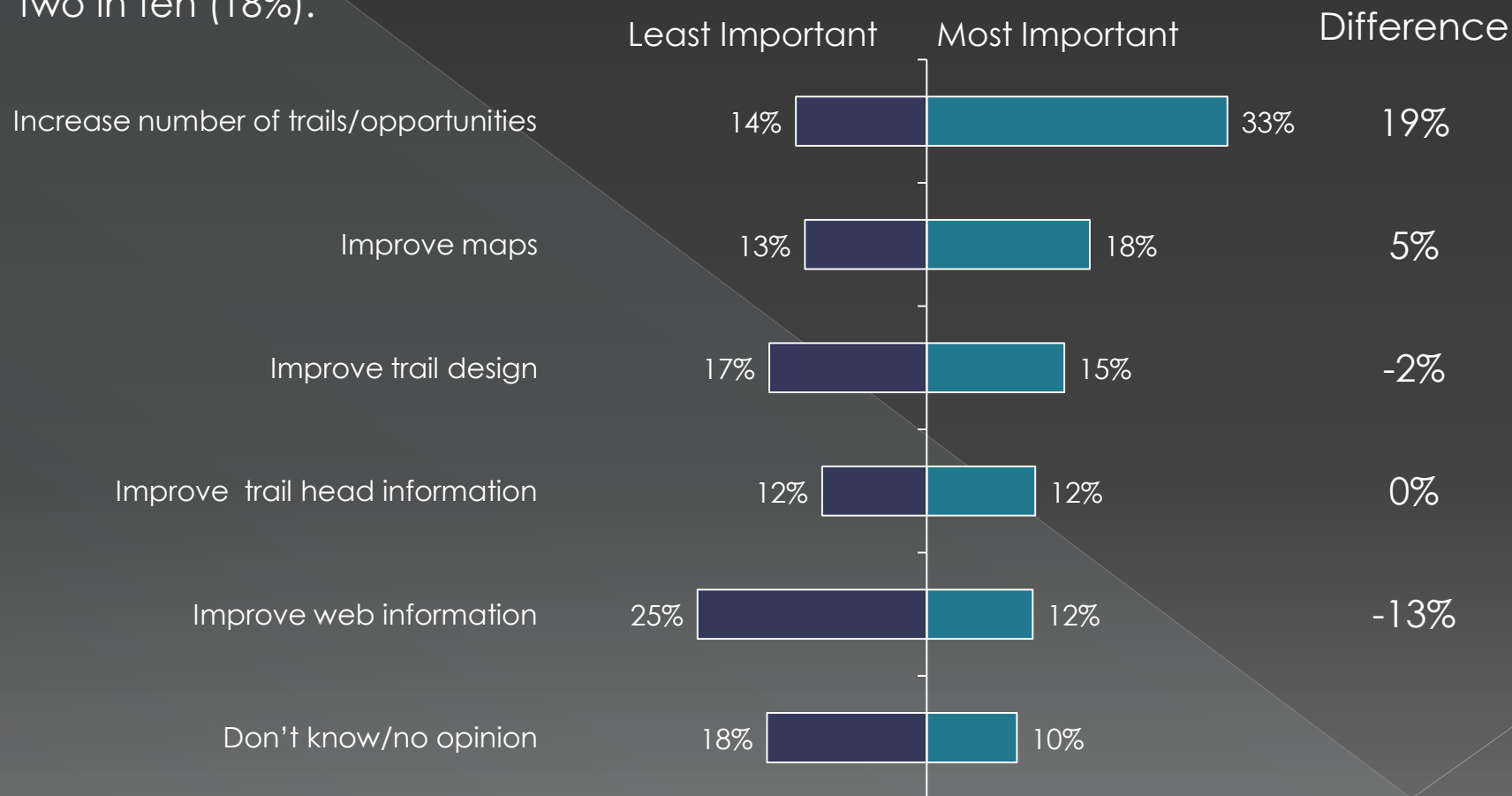
34%

\*Please note that neutral ratings are not shown on the above chart.

Q29. I am going to read some statements about cycling in the mountain parks. Please answer if you agree or disagree.  
Base: Mountain Park Bikers, n=264. Base includes less than 1% Don't know/Refused responses.

# Suggestions for Improvement

The most commonly referenced area of importance for improvement among Mountain Park Bikers is to increase the number of trails and/or opportunities in the mountain parks (33%). Improving maps was chosen as the most important area by two in ten (18%).

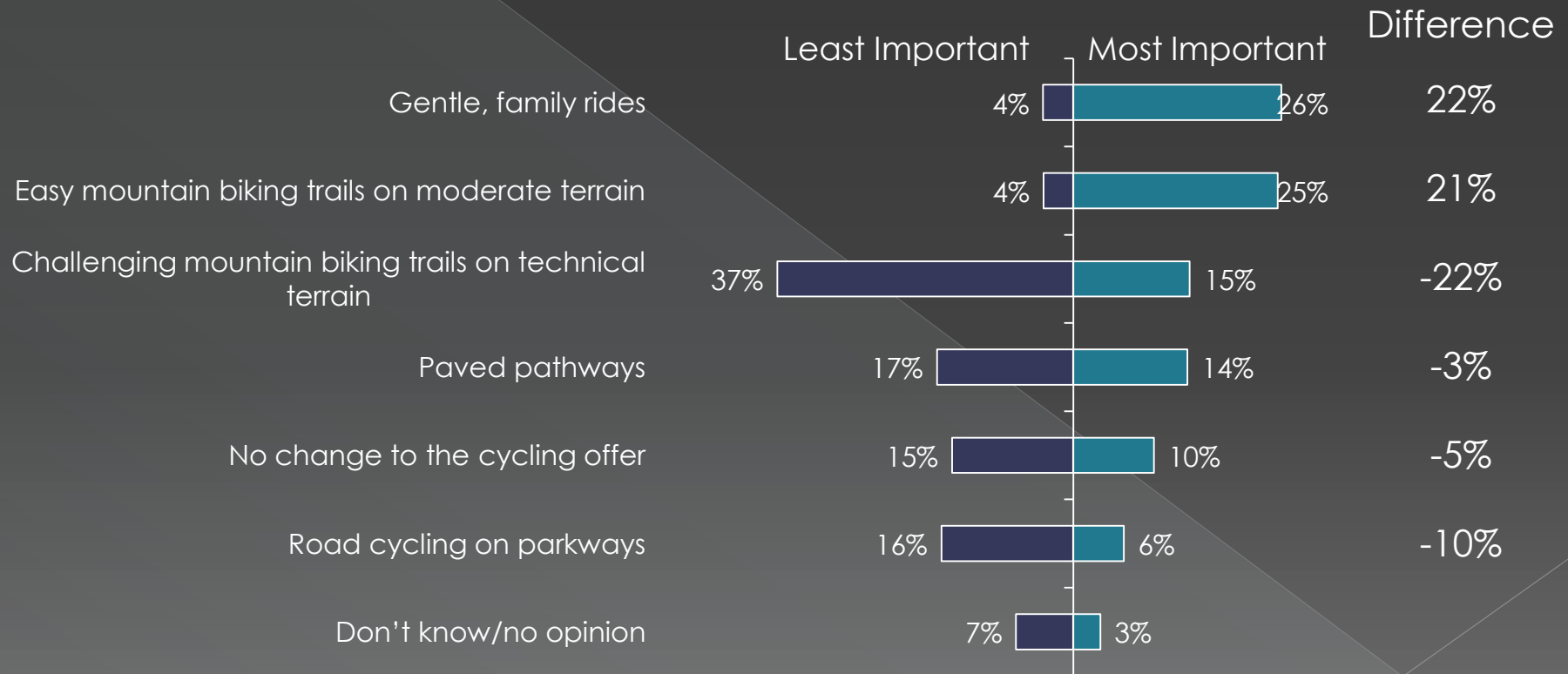


Q30. The following is a list of actions Parks Canada could take to improve the cycling experience in the mountain parks. What would you suggest is the most valuable from the list I will read. Base: Mountain Park Bikers, n=264

Q31. Using the same list as the previous question, what would you suggest is the least valuable improvement to make? Base: Mountain Park Bikers, n=264 Base includes less than 1% "Refused" responses.

# Suggestions for Opportunities to Improve

Gentle family rides (26%) and easy mountain biking trails on moderate terrain (25%) are the most commonly referenced opportunities that respondents feel are the most important for Parks Canada to improve. While 15% feel that challenging mountain biking trails on technical terrain is the most important area for improvement, a fairly large contingent (37%) feel that this area is the least important.



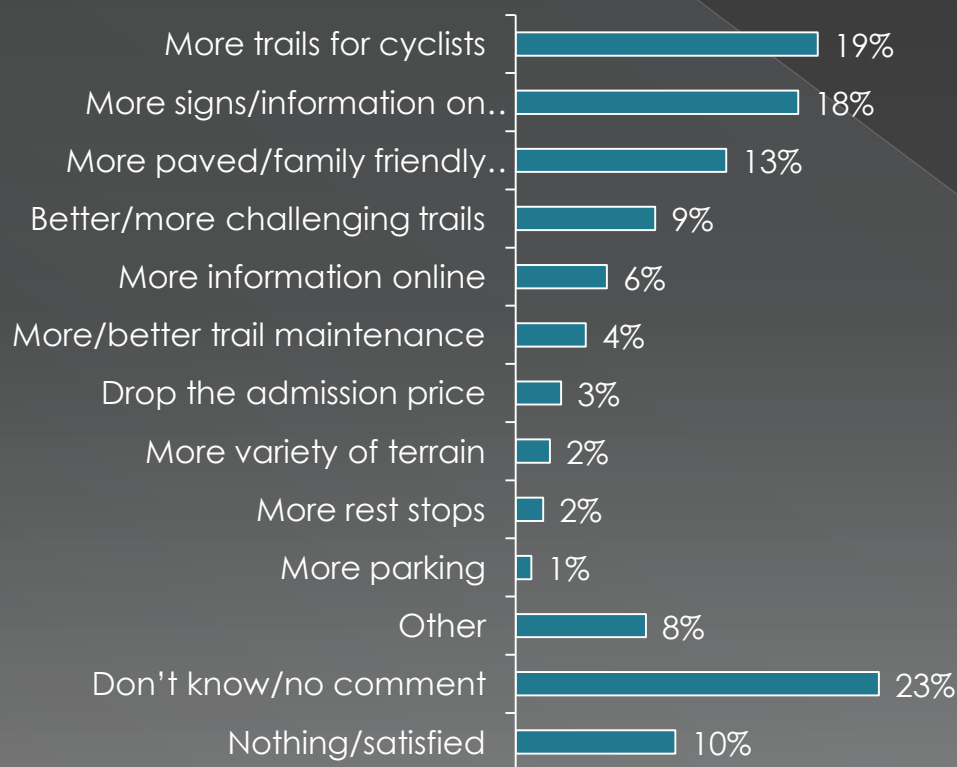
Q32. The following is a list of cycling opportunities that Parks Canada could potentially improve. Which opportunity would you most like to see improved in the mountain parks? Base: Mountain Park Bikers, n=264

Q33. Using the same list as the previous question, what do you think is the least important opportunity to improve? Base: Mountain Park Bikers, n=264



# Suggestions for Improvement

There was a fairly wide diversity of suggestions in regards to how Parks Canada could improve respondents' cycling experience. The most common suggestions cited include adding additional trails (19%), improving trail signage (18%) and adding more paved or family friendly trails (13%).



## Verbatim Comments

*Honestly, everything is good; it's just that some of the maps need to be updated.*

*Offer more detailed information on Web.*

*The signage is very bad. Its very confusing. It would be helpful to improve in that area. The signs should include distances and the trail should indicate the level of difficulty.*

*Awareness of maps and how to find them. More advertising on where the trails are.*

*Provide more intermediate trails that are family friendly.*

# Section 4:

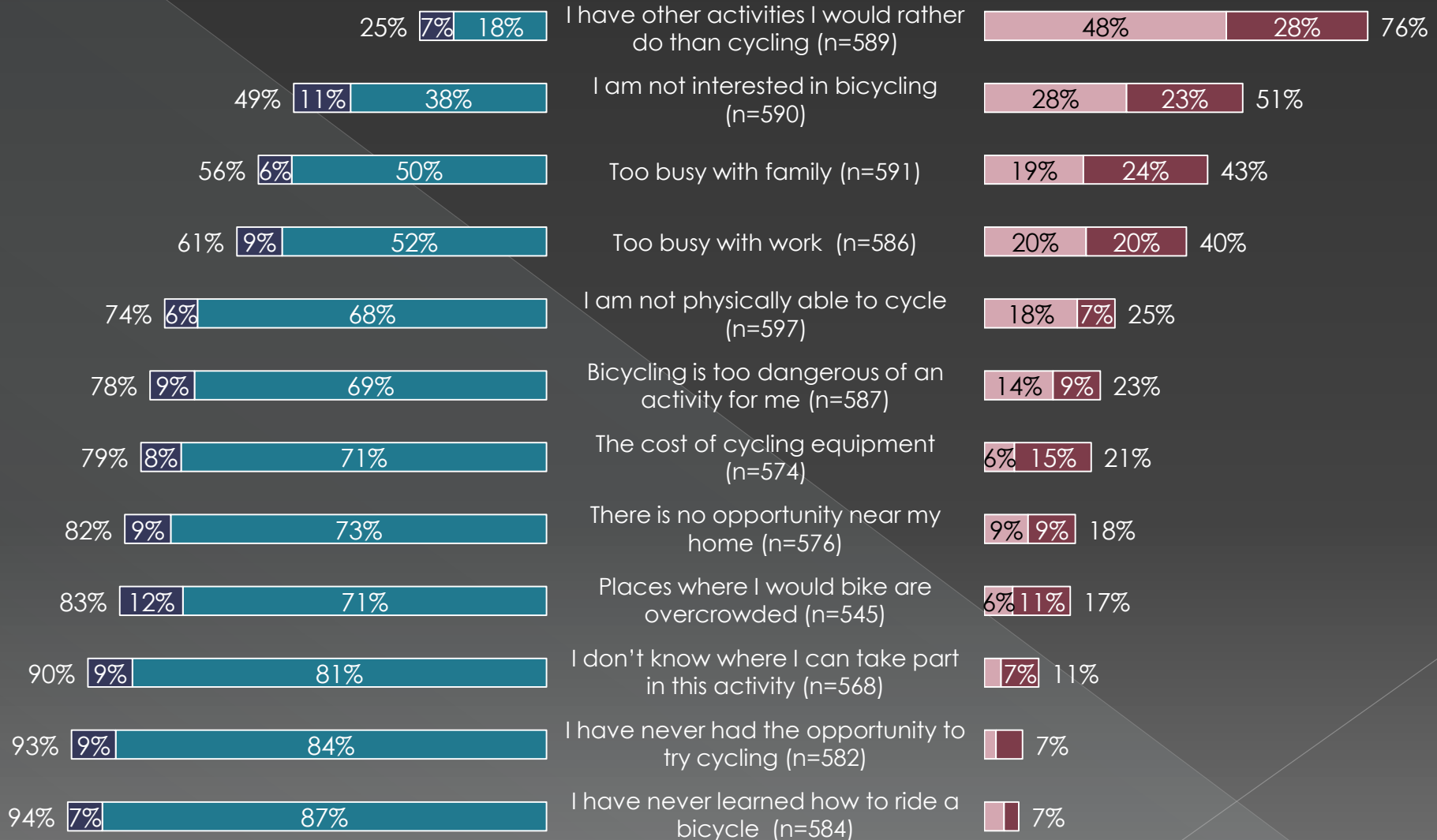
Non-Bikers  
(n=618)



# Reason for not Cycling

Not a lot of impact/ No impact at all

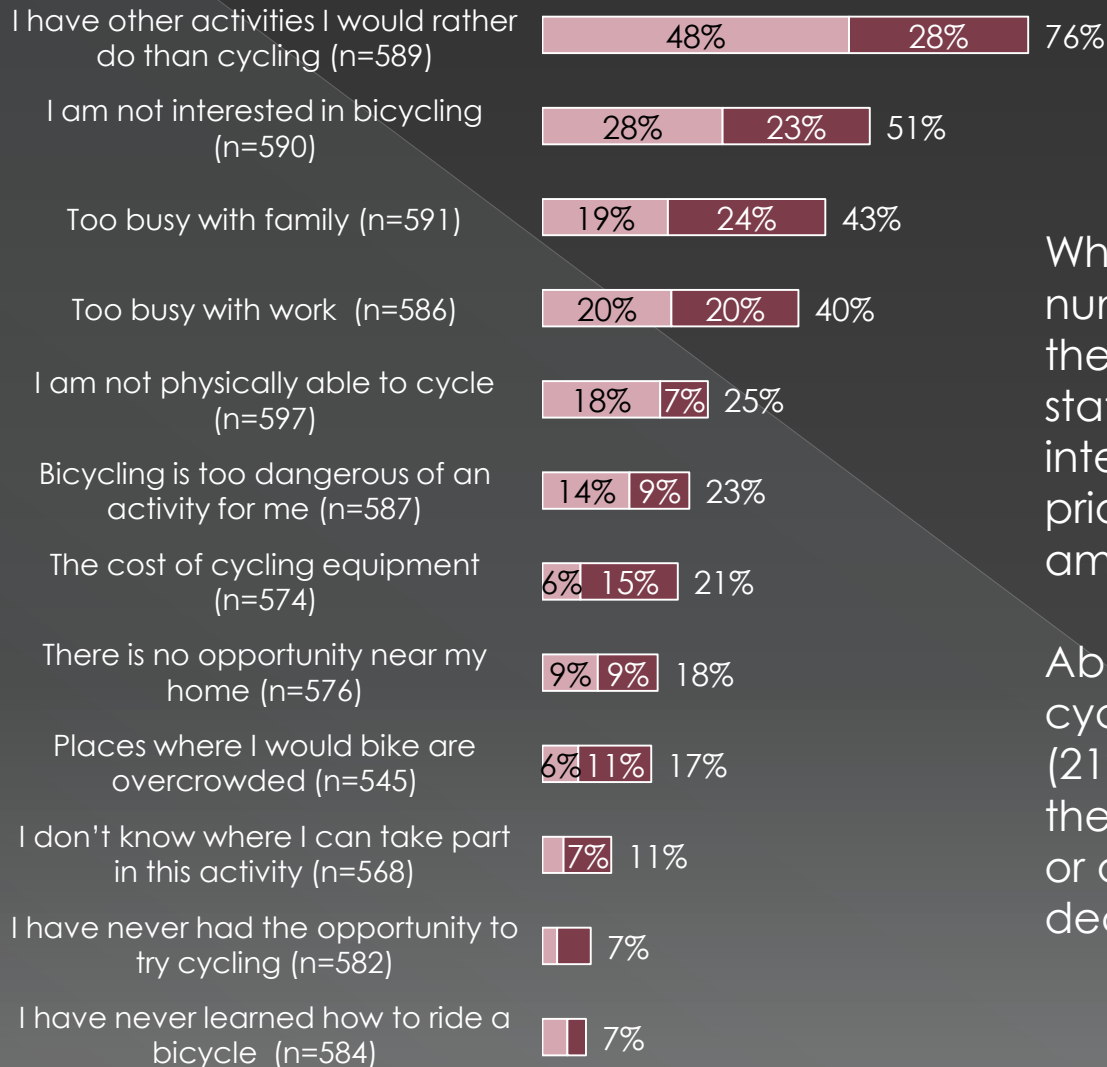
A great deal of impact/Some impact



Q43a. How much of an impact do each of the following have on your decision to NOT cycle?  
 Base: Non-Park Bikers, excluding don't know/refused. Note that this question was added after fielding so not all respondents had the opportunity to answer this question.

# Reason for not Cycling

A great deal of impact/Some impact



When asked how much impact a number of considerations have on the decision to not cycle, statements regarding lack of interest or that the activity is a low priority are the most common among respondents.

About one quarter cite the cost of cycling equipment as a barrier (21%) and lack of opportunity near their home (18%) as having some or a great deal of impact on their decision not to cycle.

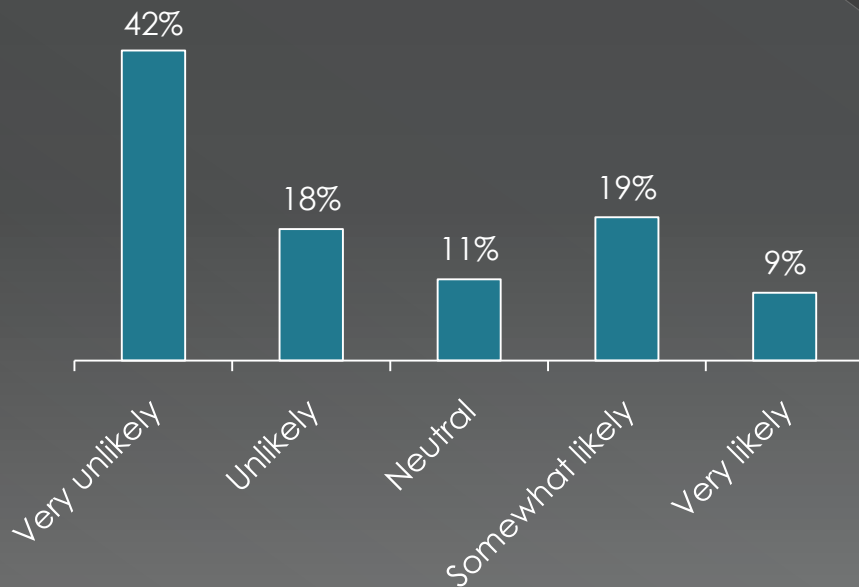
Q43a. How much of an impact do each of the following have on your decision to NOT cycle?

Base: Non-Park Bikers, excluding don't know/refused. Note that this question was added after fielding so not all respondents had the opportunity to answer this question.

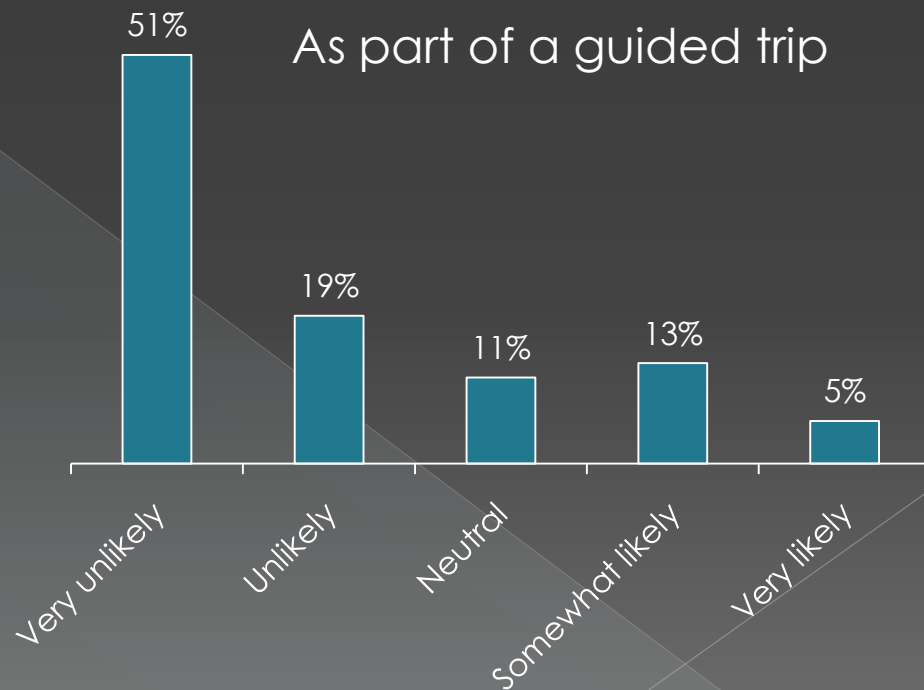
# Likelihood to Consider Cycling

Overall, about one quarter of Non-Bikers (28%) claim that they are somewhat or very likely to consider bicycling in the near future. A smaller proportion of Non-Bikers (18%) are somewhat or very likely to consider bicycling as part of a guided trip or tour.

Overall



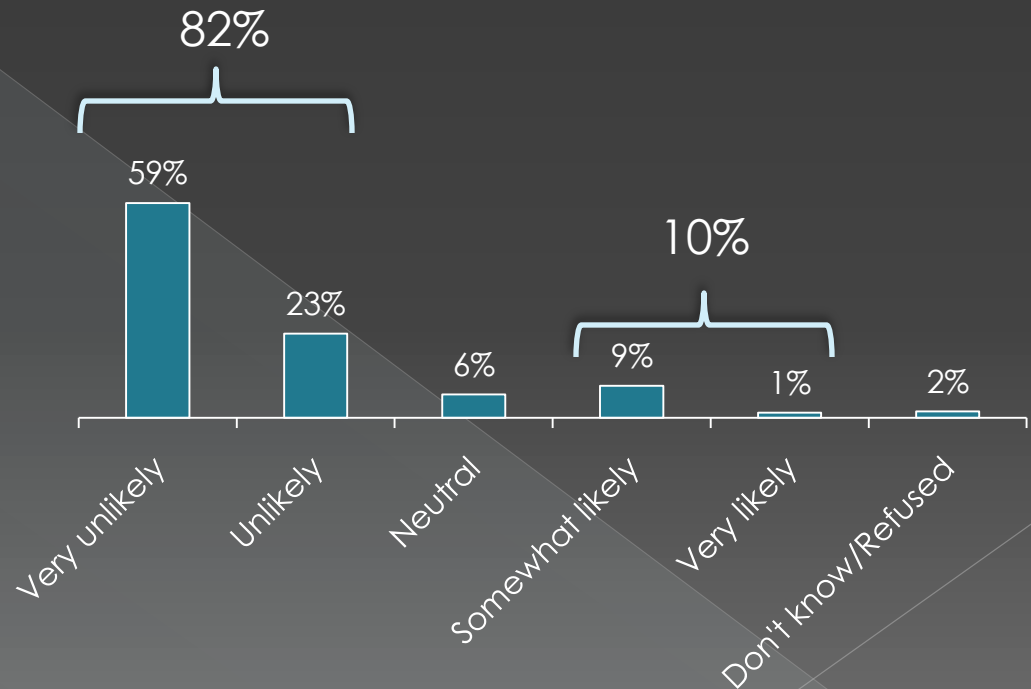
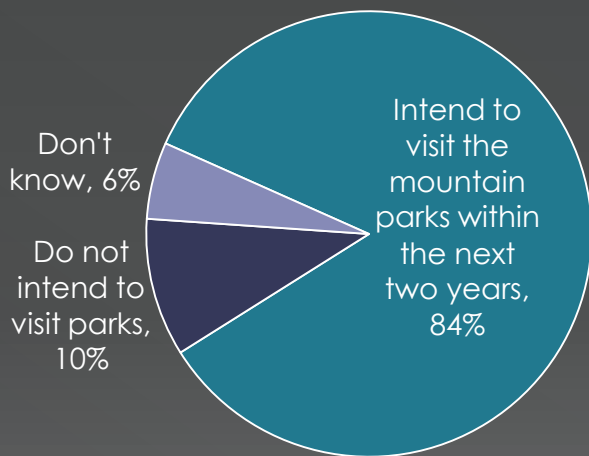
As part of a guided trip



Q44. How likely would you be to consider bicycling in the near future? Base: Non-Bikers, n=618  
Q45. How likely would you be to consider bicycling in the near future if it were part of a guided trip or tour? Base: Non-Bikers, n=618 Bases include 1% don't know/refused responses.

# Likelihood to Cycle in Mountain Parks

Although most (84%) Non-Bikers intend to visit the mountain parks within the next two years, only about ten percent (10%) claim that they are somewhat or very likely to ride a bicycle in the parks.



Q46. Do you think you will visit the mountain parks in the next two years? Base: Non-Bikers, n=618  
Q47. If you do visit the mountain parks, how likely is that you will choose to ride a bicycle? Base: Non-Bikers, n=618

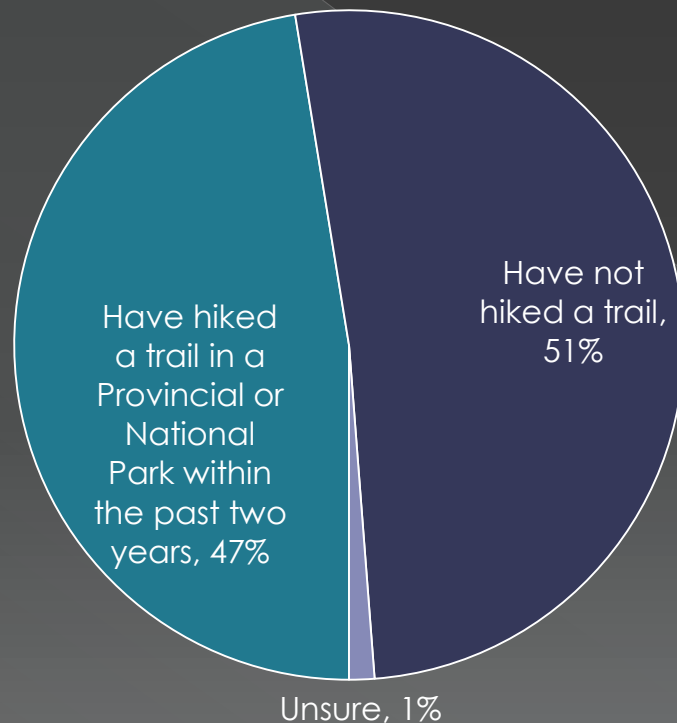
# Suggestions to Encourage Non-Park Bikers to Bike in Mountain Parks

|   | Count | Percent |
|---|-------|---------|
| NET: Barriers related to the Parks                        | 136   | 22%     |
| Designated/safe bicycle lanes                             | 24    | 4%      |
| Bike/gear rental service                                  | 19    | 3%      |
| More information on bike trails                           | 18    | 3%      |
| Senior/Family friendly/flat rides                         | 17    | 3%      |
| Animal control (i.e., bears)                              | 16    | 3%      |
| More affordable entrance fee                              | 16    | 3%      |
| More/Better trails  | 14    | 2%      |
| Guided tours  | 11    | 2%      |
| Advertise-general   | 10    | 2%      |
| Affordable bike rental                                    | 9     | 1%      |
| Special bike rental service (i.e., for handicapped)       | 5     | 1%      |
| Other Barriers related to the Parks                       | 12    | 2%      |
| NET: Personal barriers                                    | 322   | 53%     |
| Nothing/Not interested-general                            | 183   | 30%     |
| Nothing because of age/physically incapable/health issues | 57    | 9%      |
| Nothing, prefer other activities                          | 40    | 7%      |
| Kids are too young  | 19    | 3%      |
| Too busy/No time  | 10    | 2%      |
| Other Personal barriers                                   | 17    | 3%      |
| Don't know/no comment                                     | 164   | 27%     |
| Total   | 611   | 100%    |

Most commonly (53%) respondents cite personal barriers to biking in the mountain parks rather than park-related barriers (22%). The most commonly referenced barrier referenced is a general lack of interest (30%).

Q48. What can Parks Canada do to make it more likely that you will bike in the mountain parks? Base: Non-Park Bikers who are not very likely to bike in the mountain parks, n=611

# Incidence of Hiking Among Non-Bikers



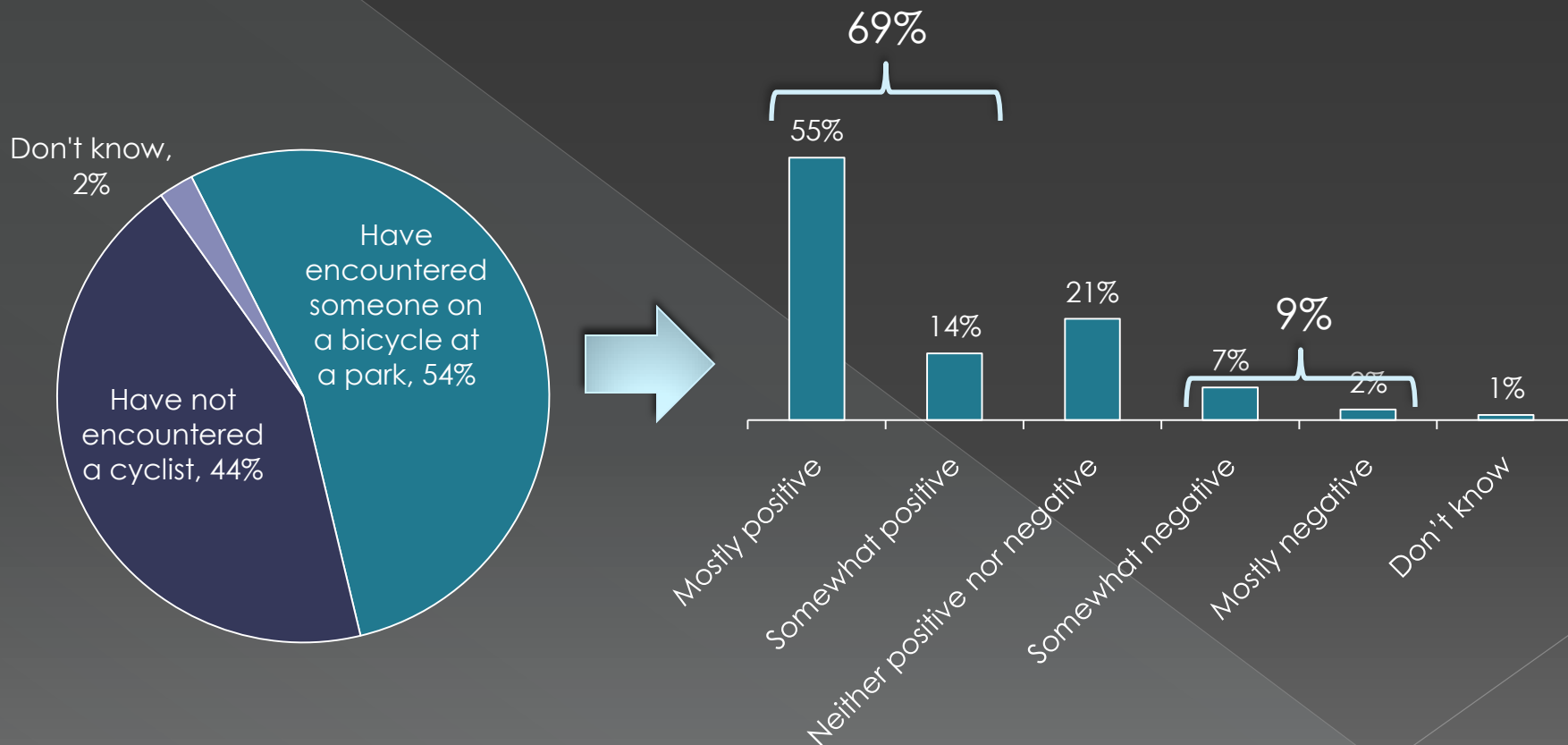
Hiking is fairly common among Non-Bikers. Nearly one half (47%) of Non-Bikers have hiked a trail in a Provincial or National Park within the past two years.

Q49. Have you hiked a trail in a Provincial or National Park within the past two years?  
Base: Non-Bikers, n=618



# Encounter of a Cyclist on a Trail

Most Non-Bikers who have hiked in a Provincial or National Park (54%) have encountered someone on a bicycle at a park. Among these, only a relatively small proportion (9%) had a somewhat or very negative experience.



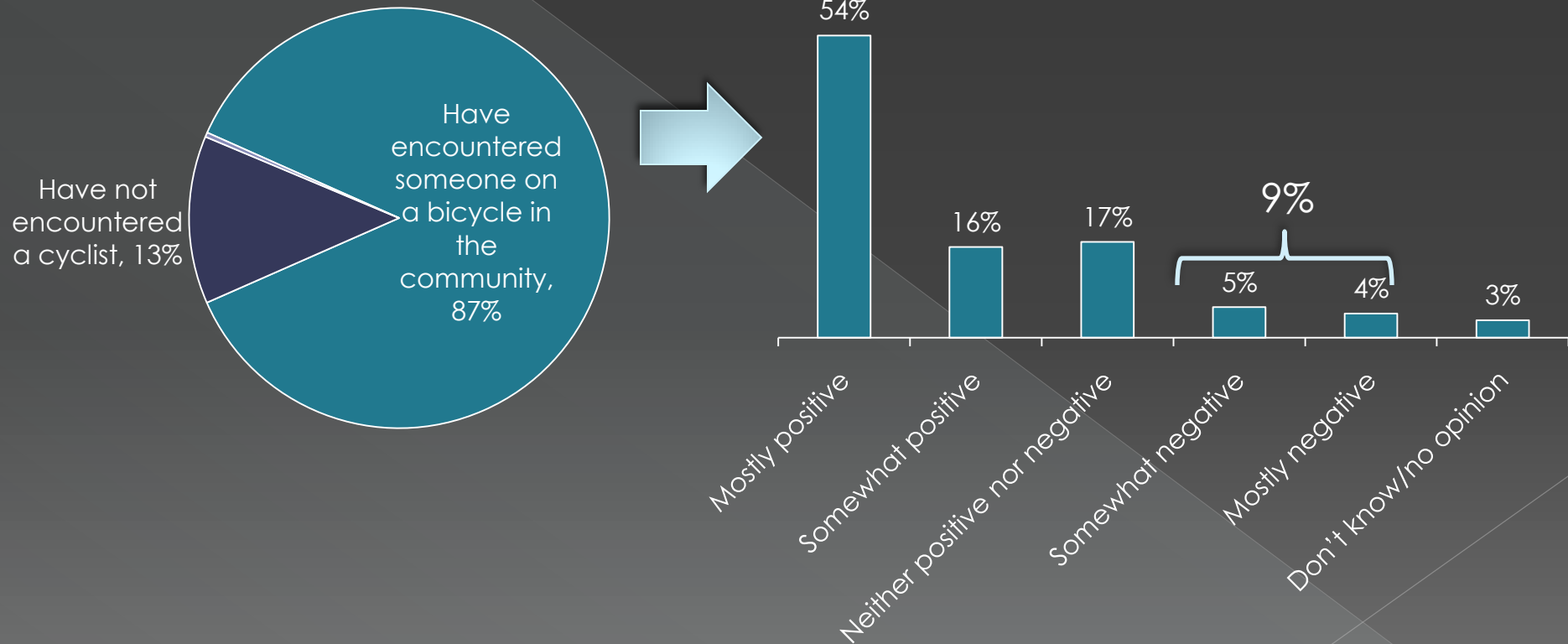
Q50. Have you ever encountered someone on a bicycle while on a trail in a park?

Base: Non-bikers who have hiked a trail in a Provincial or National Park within the past two years, n=293.

Q51. How would you describe your encounters with cyclists on trails in the parks? Base: Hikers who have encountered someone on a bicycle at a park, n=158

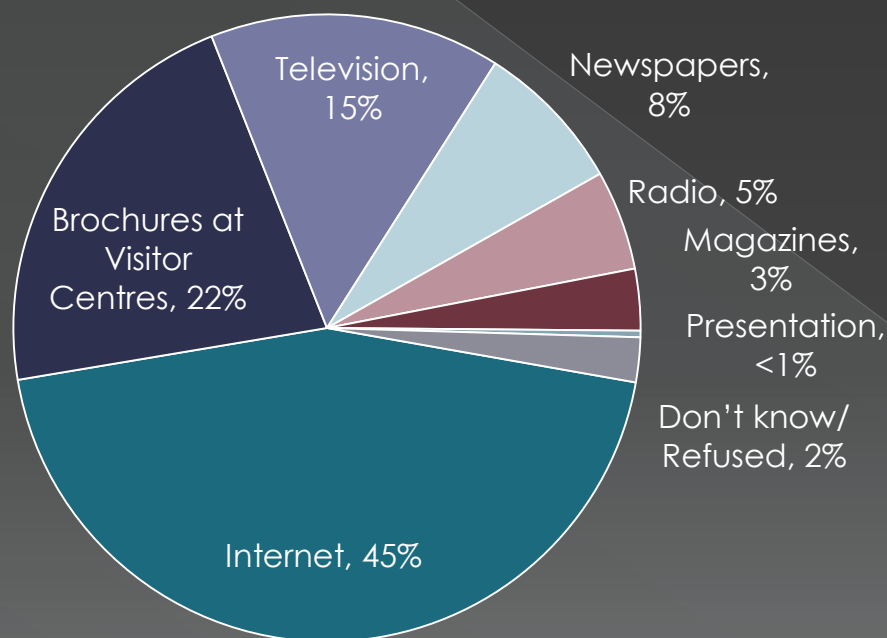
# Encounter of a Cyclist in the Community

Nearly nine in ten Non-Bikers (87%) have encountered someone on a bicycle in their community. Among these, a minority (9%) had a somewhat or very negative experience.



Q52. Have you ever encountered someone on a bicycle in your community? Base: Non-Bikers, n=618  
Q53. How would you describe your encounters with cyclists in your community? Base: Non-Bikers who have encountered someone on a bicycle in their community, n=536

# Suggested Media for Information about National Parks

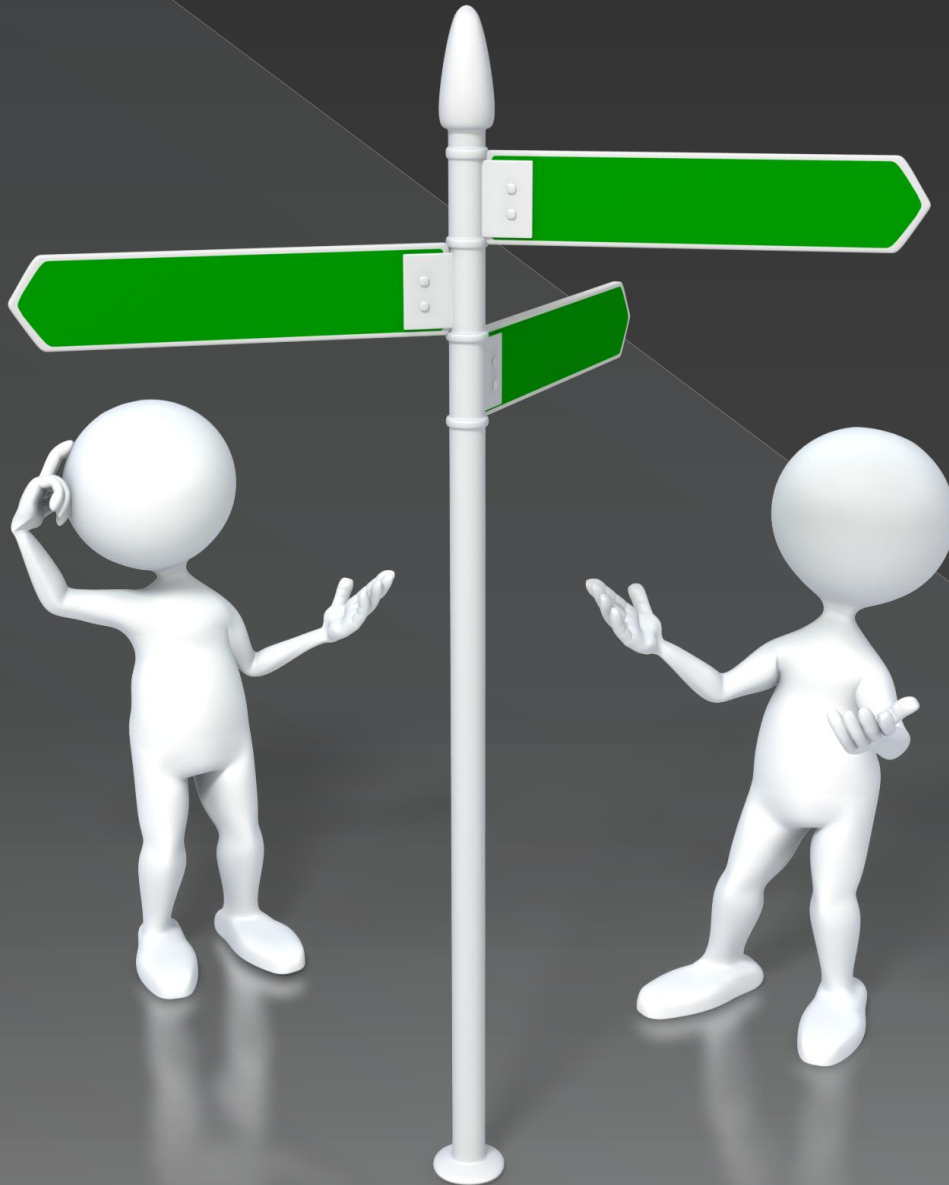


Online advertising (45%) was most commonly suggested by respondents in terms of how Park Canada should provide them with information about activities in the National Parks. A total of 22% suggested brochures at visitor centres, while 15% suggested television advertising.

Q54. What is the best way for Parks Canada to provide you with information on activities in the National Parks? Base: All respondents, n=1354

# Section 5:

## Conclusions and Recommendations



# Summary – Non-Bikers

## Key Statistics

It is interesting to note that among Non-Bikers, nearly one half (47%) have hiked in a Provincial or National Park within the past two years.

Negative experiences with other cyclists do not appear to be a major factor in Non-Biker decisions not to cycle. Most have encountered someone on a bicycle at a park (54%) or in the community (87%), and of these experiences few (9% in each case) had a somewhat or mostly negative experience.

## Barriers

Many Non-Bikers are disinterested in cycling in general. Three quarters (76%) indicate that having other activities that they would rather do than cycling has some or a great deal of impact on their decision not to cycle. Disinterest in cycling (51%) and being too busy with family (43%) or work (40%) are also common reasons.

## Opportunities

Despite this, about one in ten Non-Bikers (9%) are very likely to consider bicycling in the near future. Cycling as a part of a guided trip does not appear to improve the likelihood that Non-Bikers will cycle, with only 5% are very likely to consider cycling as part of a guided trip.

Although most (84%) Non-Bikers intend to visit the mountain parks within the next two years, one in ten (10%) are somewhat or very likely to choose to ride a bicycle during their park visit.

# Summary – Non-Park Bikers

## Key Statistics

Non-Mountain Park Bikers tend to prefer city paths (72%) and gentle trails (55%).

Physical health is the top reason for cycling (36% very important); however, the proportion that consider this very important is smaller compared to Mountain Park Bikers.

Impressions of cycling in the parks is positive. Even among Non-Park Bikers, a strong majority (85%) agree that there are opportunities to bike in the mountain parks. However, many (59%) prefer cycling opportunities outside of the mountain parks.

## Barriers

Interest level does appear to be the most significant barrier to cycling in the national parks. Eight in ten (78%) agree that there are other activities that they would rather do when they visit the mountain parks and seven in ten (70%) indicate that they have not had the time to go cycling when they visit the mountain parks.

Awareness also appears to be a secondary barrier. A total of 37% indicate that it has never occurred to them to ride a bike in the mountain parks.

Cost is a minor barrier. About three in ten (28%) feel that it is too expensive to visit the National Parks.

# Summary – Non-Park Bikers

## Opportunities

Many Non-Park Bikers do appear to be interested in cycling as part of a day trip (71%) or as part of an overnight trip (62%). One in ten (11%) suggest that offering bike rentals or that better advertising or providing more information (11%) would encourage them to bike in the mountain parks.

## Suggestions for Improvement

Improvement of web information (23%) and improvement of maps (17%) are the most commonly referenced improvements that Parks Canada could make to improve the cycling experience in the mountain parks among Non-Park Bikers .

Adding gentle, family rides (37%) and easy mountain biking trails on moderate terrain (16%) are the most common suggestions related to improvement opportunities.



# Summary – Mountain-Park Bikers

## Key Statistics

- City paths (51%) and gentle trails (51%) are most commonly mentioned by Mountain Park Bikers in terms of their favourite places to ride.
- Physical health is the top reason for cycling (57% very important).
- A sizable proportion (43%) agree that they prefer the bicycling opportunities outside of the mountain parks. Few (5%) do not believe that the riding is challenging enough in the mountain parks.

## Barriers

- Among Mountain Park Bikers, cycling in the mountain parks is a fairly infrequent activity. A minority (18%) cycle in the parks once a month or more often.
- Cycling in the mountain parks is not the primary cycling experience for many Mountain Park Bikers. One third (34%) would rather cycle in the mountain parks rather than anywhere else.



# Summary – Mountain Park Bikers

## Opportunities

Mountain Park Bikers are likely to have included cycling as an activity during part of an out-of-town trip (71% have done so). They also tend to be more interested in travelling to find their ideal cycling experience, either as a part of a day trip (91%) or an overnight trip (86%).

Experiences cycling in the mountain parks among Mountain Park Bikers are largely positive. Two thirds (65%) rate their experience as very good or excellent and nearly all (97%) agree that they will bicycle in the mountain parks again in the future.

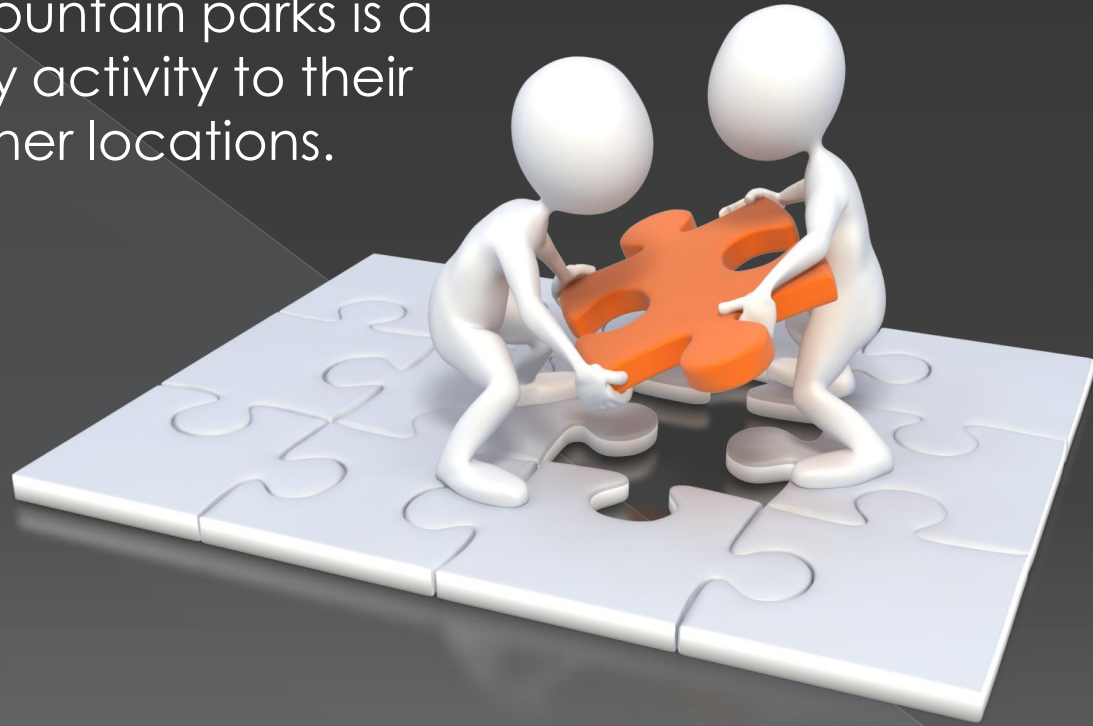
## Suggestions for Improvement

Increasing the number of trails or opportunities (33%) is the most common suggestion for improvement among Mountain Park Bikers.

In terms of opportunities to improve, gentle family rides (26%) and easy mountain biking trails on moderate terrain (25%) are most commonly chosen as the most important.

# Conclusions and Recommendations

Even among Mountain Park Bikers, cycling in the mountain parks is a complementary activity to their cycling in other locations.



Encouraging Cycling in the parks as an extension of current cycling activities is likely to resonate well with respondents.

# Conclusions and Recommendations

Many Non-Park Bikers indicated that the only reason that they have not biked in the mountain parks is because they were not aware of this opportunity.



Increasing awareness of the opportunities for cycling in the mountain parks may be all that is needed to encourage some of the Non-Park Bikers to try cycling in the National Parks. Online information is the top choice among this group.

# Conclusions and Recommendations



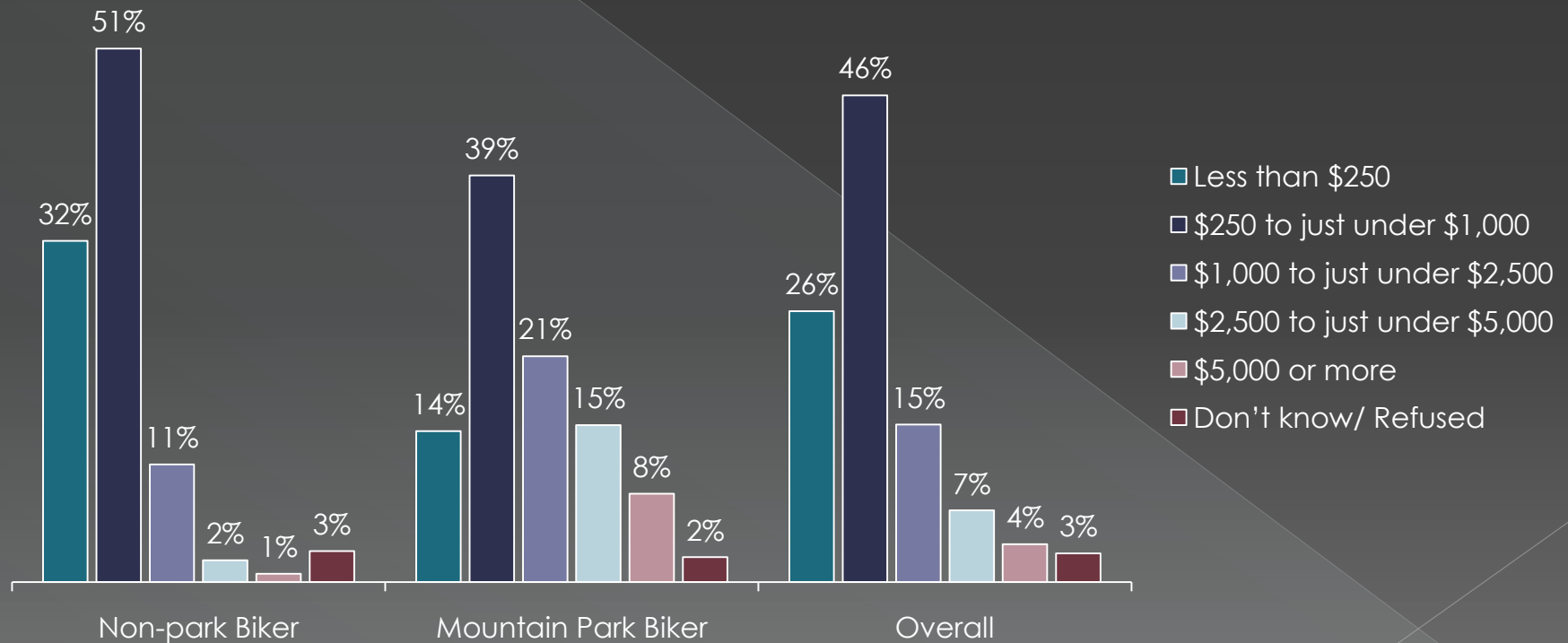
More family friendly rides and gentle trails are most commonly suggested as the most important improvement that Parks Canada could make, both among Non-Park Bikers and among Mountain Park Bikers.

It is recommended that family friendly trails, including gentle terrain be the primary focus of Parks Canada's efforts.

# Appendix A

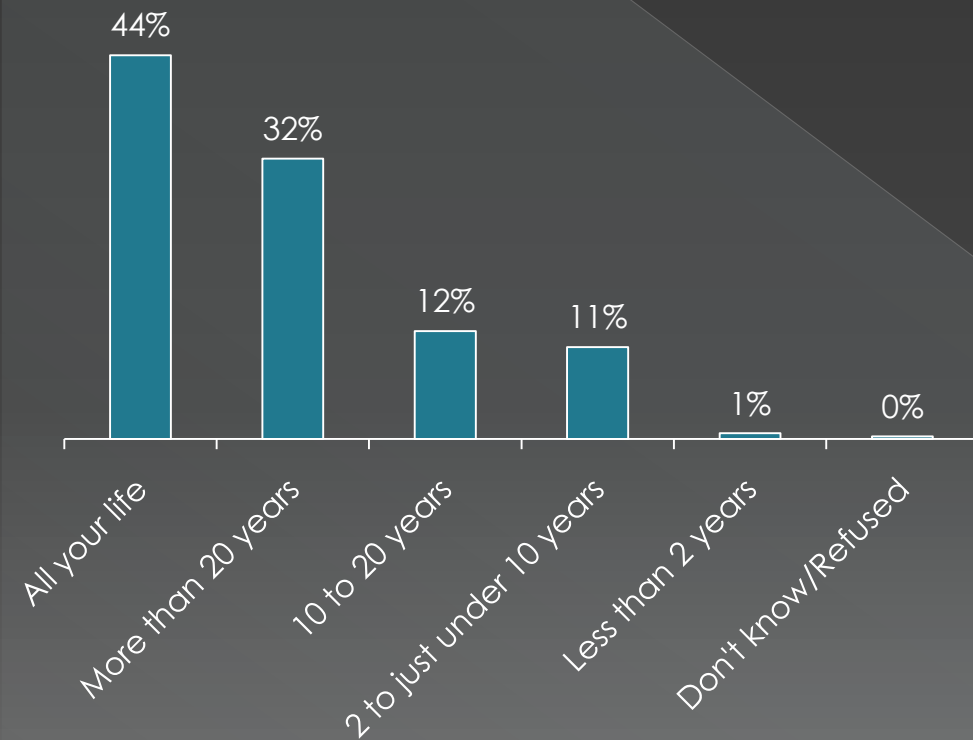
## Survey Demographics

# Value of Bicycles

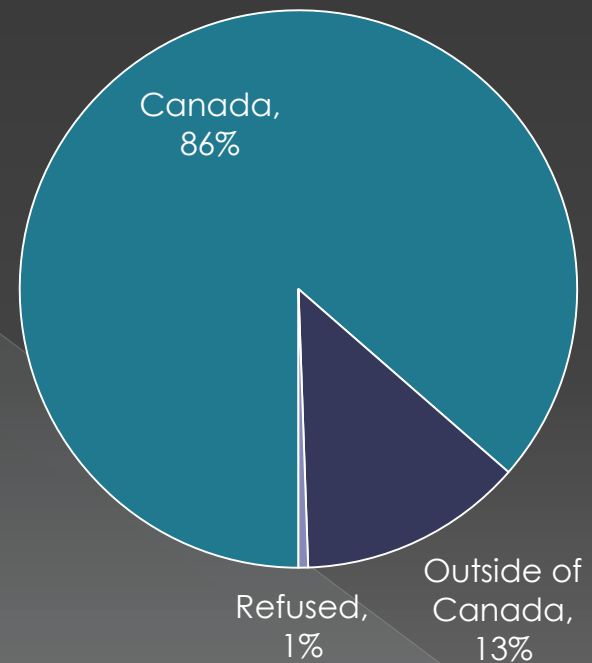


Q54a. What is the approximate dollar value of all the bicycles that you own for your personal use?  
Base: Those who own a bicycle, n=705

# Demographics



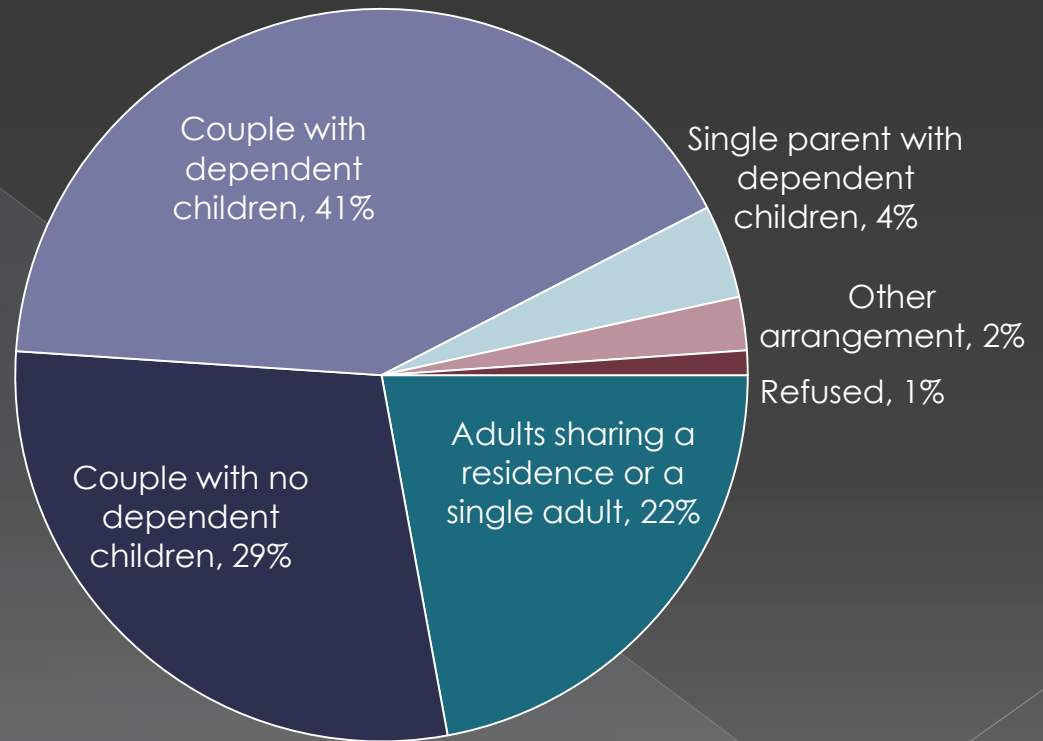
Q55. How long have you lived in Alberta?  
Base: All respondents, n=1354



Q60. What country were you born in?  
Base: All respondents, n=1354

# Demographics

|             | Count | Percent |
|-------------|-------|---------|
| 18 to 34    | 414   | 33%     |
| 35 to 54    | 513   | 40%     |
| 55 or older | 341   | 27%     |
| Total       | 1268  | 100%    |

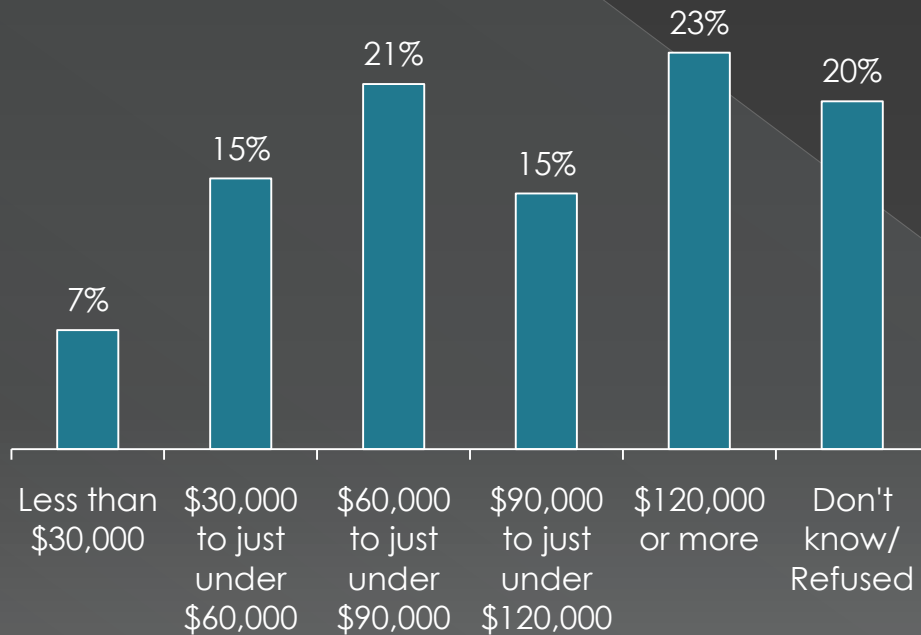


Q3. In what year were you born?  
Base: All respondents, excluding refused, n=1268

Q56. What best describes the type of household in which you live? Base: All respondents, n=1354



# Demographics



|  | Count | Percent |
|--|-------|---------|
| Less than high school                        | 63    | 5%      |
| High school                                  | 205   | 15%     |
| Some college/ technical school               | 207   | 15%     |
| Post-secondary diploma or certificate/ trade | 327   | 24%     |
| Some university                              | 79    | 6%      |
| University degree or higher                  | 446   | 33%     |
| Don't know/ Refused                          | 26    | 2%      |

Q61. For statistical purposes only, we need information about your gross household income. Please tell me which of the following categories applies to your total household income for the year 2009? Base: All respondents, n=1354

Q59. What is the highest level of education you have obtained...? Base: All respondents, n=1354

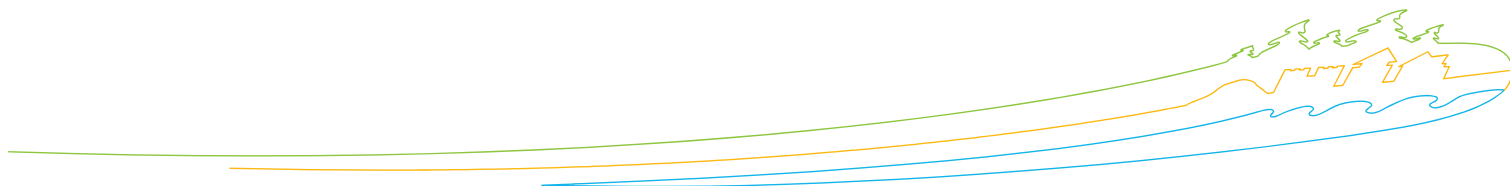
# Appendix B

## Survey Instruments



Parks  
Canada

Parcs  
Canada



# Cycling in the Mountain Parks

Appendix B: Survey Instruments

Contract Number: 5P421-110287/001/CY



# Appendix B: Survey Instruments

## English Survey

### Introduction

Good (\_\_\_\_), Parks Canada is conducting a research survey on recreational activities and how you use the mountain national parks. My name is FIRST NAME of NAME OF FIRM, the company hired to do the survey. The survey is voluntary and completely confidential. Your answers will remain anonymous. Please be assured we are not selling or soliciting anything. This survey is registered with the national survey registration system.

IF ASKED: The survey will take about 10 minutes to complete

IF ASKED: The registration system has been created by the Canadian survey research industry to allow the public to verify a survey is legitimate, get information about the survey industry or register a complaint. The registration systems toll-free telephone number is 1-800-554-9996.

We choose telephone numbers at random and then select one person from each household to be interviewed. To do this, we would like to speak to the person in your household, 18 years of age or older, who has had the most recent birthday. Would that be you?

IF PERSON SELECTED IS NOT AVAILABLE, ARRANGE FOR CALL-BACK

IF PERSON SELECTED IS NOT AVAILABLE OVER INTERVIEW PERIOD, ASK FOR PERSON WITH NEXT MOST RECENT BIRTHDAY

**1. Would you prefer to be interviewed in English or French?**

01 - English

02 – French

**2. Gender**

01 - Male

02 – Female

**3. In what year were you born?**

\_\_\_\_\_

98 – Don't know

99 – REFUSE

**4. To better understand how results vary by region, may I have your 6-digit postal code?**

### RESPONSES TO BE CODED TO REGIONS OF THE PROVINCE

98 – Don't know

99 – REFUSE

5. There are seven National Parks in the Mountains of Alberta and British Columbia. These are Jasper, Banff, Yoho, Kootenay, Waterton Lakes, Mount Revelstoke and Glacier. Have you visited any of these parks in the last two years?

01 - Yes GO TO Q6

00 - No SKIP TO Q7

98 - Don't know/remember      SKIP TO Q7

99 – REFUSED

**6. Which National Parks did you visit? (select all that apply – read list if necessary)**

01 – Jasper

## 02 – Banff

## 03 – Kootenay

## 04 – Yoho

## 05 – Waterton Lakes

## 06 – Mount Revelstoke

## 07 – Glacier

98 – Don't know

99 – REFUSE

**7. Have you ridden a bicycle in the past 2 years?**

01 – Yes

00 – No SKIP TO Q43

98 - Don't know/remember      SKIP TO Q43

99 – REFUSED



**8. What types of riding have you done in the past two years? Please check all that apply. (read list)**

01 – Recreational: Riding any type of bicycle on roads and paths for fun [skip to Q9]

02 – Commuting: Using your bike to get to work, school or elsewhere [skip to Q9]

03 – Road biking: Riding on paved surfaces for speed or fitness [skip to Q9]

04 – Touring: Long cycles that usually include overnights stays [skip to Q9]

05 – Mountain biking. Biking on trails with a dirt, gravel or other natural surface [go to Q8a.]

98 – Don't know [skip to question 10]

99 – REFUSE [skip to question 10]

**8a. There are many types of mountain biking that people can participate in. Which of the following have you tried in the past 2 years? (Read list)**

01 – Cross-country: Riding a mountain bike on a variety of different terrain such as gravel roads and trails (note to interviewers - this is by far the most common type of mountain biking)

02 – Freeride: Mountain biking on difficult terrain that may involve technical terrain features and steep downhill

03 – Downhill: Biking on steep terrain that requires lift access or a car shuttle. (note to interviewers – usually done at ski resorts)

04 – Bike skills park. Biking in a confined, man-made park built specifically for cycling or skateboarding.

98 – Don't know [skip next question]

99 – REFUSE [skip next question]



**9. Of all the types of cycling you mentioned in the previous question, what is your most preferred type of cycling? (ONLY ASK IF MULTIPLE TYPES SELECETD IN Q8)**

- 01 - Recreational riding
- 02 - Commuting/Utility riding
- 03 - Road biking
- 04 – Touring
- 05 - Cross-country mountain biking
- 06 - Freeride mountain biking.
- 07 - Bike skills park
- 08 – Downhill mountain biking
- 98 – Don't know
- 99 – REFUSE

**10. How would you describe your experience level at your preferred type of cycling?**

- 01 - Beginner/Novice
- 02 - Intermediate
- 03 - Advanced
- 04 – Expert
- 98 – Don't know
- 99 – REFUSE

**11. How many bicycles do you own for your personal use?**

- 01 – do not own a bike    SKIP TO Q13
- 02 – 1                      GO TO Q12
- 03 – 2                      GO TO Q12
- 04 – 3                      GO TO Q12
- 05 - More than 3            GO TO Q12
- 98 – Don't know            GO TO Q12
- 99 – REFUSE                GO TO Q12



**12. What is the approximate dollar value of all the bicycles that you own for your personal use? [This question needs to be moved. It should be asked of all people who have biked, right after Question #54. We just need to be cautious not to ask it of people who have not cycled, those people who answered no in Question #7, or who refused it]**

- 01 - Less than \$250
- 02 - \$250 to just under \$1,000
- 03 - \$1,000 to just under \$2,500
- 04 - \$2,500 to just under \$5,000
- 05 - \$5,000 or more
- 98 – Don't know
- 99 – REFUSE

**13. How often do you do ride a bicycle?**

- 01 – More than once per week
- 02 – About once a week
- 03 – A couple of time per month
- 04 – About once a month
- 05 – Every couple of months
- 06 – A couple of times per year
- 07 – Once per year
- 08 – Every couple of years
- 98 – don't know
- 99 – refuse to answer

**14. When you ride a bicycle do you generally ride alone or with any of the following types of groups?  
Please choose the option that you do most frequently.**

- 01 – Alone
- 02 – Family
- 03 – Friends
- 04 – Friends and family
- 05 – Cycling club or group
- 98 – don't know
- 99 – refuse to answer





**15. I'm going to read a list of places. Can you tell me your top two favourite places to ride?**

[randomize order]

01 - City paths

02 - City roadways

03 – Highways

04 – gravel roads

05 – gentle trails

06 – challenging trails

07 – steep terrain such as a ski resort

98 – don't know

99 – refuse to answer

**16. I'd like to know more about the places where you currently cycle. I'm going to read a list of 6 places; please indicate how often you cycle in each place: never, sometimes or frequently?**

01 – Never

02 – Sometimes

03 – Frequently

98 – don't know

99 – refuse to answer

[randomize order]

a. Paths, trails and roadways in my community

b. Path, trails and roadways within 50 kilometres of my community

c. Provincial or national parks within 50 kilometres of my community

d. Trails at the Canmore Nordic Centre

e. Trails in Kananaskis Country

f. At ski resorts in Alberta

g.

**17. During the last two years, have you cycled while on an out-of-town trip, either for the day or overnight?**

01 – No

02 - Yes as part of a day-trip

03 – Yes as part of an overnight trip

04 – Yes on both a day-trip and overnight trip

98 – don't know

99 – refuse to answer



**18. How many hours from your home would you be willing to travel to find your ideal cycling experience as a day trip?**

\_\_\_\_\_ Hours [range 0 to 24 hours]

**No interest in an ideal cycling experience (do not read)**

**DK**

**19. How many hours from your home would you be willing to travel to find your ideal cycling experience as part of an overnight trip?**

\_\_\_\_\_ Hours [0 to no limit]

**No interest in an ideal cycling experience (do not read)**

**DK**

**20. People have many reasons for taking part in leisure activities. When you think about cycling, how important are each of the following reasons for you to go cycling?**

01 - Not important

02 – Somewhat Important

03 – Important

04 – Very Important

98 – don't know

99 – refuse to answer

[randomize order]

**a. For physical health/exercise**

**b. For a challenge**

**c. To be with family**

**d. To be with friends**

**e. To relax**

**f. To enjoy nature**

**g. To be away from family**

**h. To improve my skills**

**i. To see new places**

**21. Can you describe your ideal bicycle ride in a few words? (OPEN-ENDED)**

\_\_\_\_\_



**22. Earlier I mentioned the seven National Parks in the Mountains of Alberta and British Columbia. I would like to ask you about cycling in these parks. Please answer if you agree or disagree with the following statements about cycling in the parks:**

01 - Strongly disagree

02 - Disagree

03 - Neutral

04 - Agree

05 - Strongly agree

98 – don't know/no opinion

99 – refuse to answer

[randomize order]

a. **There are good opportunities to bike in the mountain parks**

b. **I believe the riding is too challenging in the mountain parks**

c. **I prefer the bicycling opportunities in other places outside of the mountain parks**

d. **I believe the variety of trails, pathways, or roads I like to ride is available in the mountain parks**

e. **Parks Canada does not encourage cycling in the parks**

f. **I believe the type of terrain I like to ride is available in the mountain parks**

g. **I do not believe the riding is challenging enough in the mountain parks**

**23. Have you cycled in a National Park in the mountains of Alberta or British Columbia in the last two years?**

01 - Yes GO TO Q24

00 - No SKIP TO Q35

98 - Don't know/remember SKIP TO Q35

99 – REFUSED SKIP TO Q35

**24. Which National Parks did you bicycle in? (read list if necessary)**

01 – Jasper

02 – Banff

03 – Kootenay

04 – Yoho

05 – Waterton Lakes

06 – Mount Revelstoke

07 – Glacier

98 – Don't know

99 – REFUSE



**25. Overall how would you rate the cycling experience in \_\_\_\_\_ National Park? ASK FOR EACH PARK MENTIONED IN QUESTION 24.**

- 01 - Excellent
- 02 – Very Good
- 03 - Good
- 04 - Fair
- 05 - Poor
- 98 – Don't know
- 99 – REFUSE

**26. Of the types of cycling you mentioned in the previous questions, which have you tried in the mountain parks. (check all that apply) pipe in answers from question #8 and #8a**

- 01 - Recreational riding
- 02 - Commuting/Utility riding
- 03 - Road biking
- 04 – Touring.
- 05 - Cross-country mountain biking
- 06 - Freeride mountain biking.
- 07 - Bike skills park
- 08 – Downhill mountain biking
- 98 – Don't know
- 99 – REFUSE



**27. How often have you ridden a bicycle in the mountain parks in the past two years?**

- 01 – just one time
- 02 – a few times in the past five years
- 03 – a couple of times per year
- 04 – every couple of months
- 05 – about once a month
- 06 – a couple of time per month
- 07 – About once a week
- 08 – More than once per week
- 98 – don't know
- 99 – refuse to answer

**28. How would you describe the overall quality of experience for your preferred bicycling type in the mountain parks?**

- 01 - Excellent
- 02 - Very good
- 03 - Good
- 04 - Fair
- 05 – Poor
- 98 – don't know
- 99 – refuse to answer



**29. I am going to read some statements about cycling in the mountain parks. Please answer if you agree or disagree:**

01 - Strongly disagree

02 - Disagree

03 - Neutral

04 - Agree

05 - Strongly agree

98 – don't know/no opinion

99 – refuse to answer

[randomize order]

- a. I would rather cycle in the mountain parks than anywhere else
- b. Parks Canada does a good job at providing opportunities for my cycling experience
- c. I will bicycle in the mountain parks again in the future
- d. Overall I am satisfied with the cycling experience in the mountain parks

**30. The following is a list of actions Parks Canada could take to improve the cycling experience in the mountain parks. What would you suggest is the most valuable from the list I will read.**

[randomize order]

01 - Improve maps

02 - Improve trail head information

03 - Improve web information

04 - Improve trail design

05 - Increase number of trails/opportunities

98 – don't know/no opinion

99 –refuse to answer



**31. Using the same list as the previous question, what would you suggest is the least valuable improvement to make?**

[randomize order – remove item selected in Q30]

01 - Improve maps

02 - Improve trail head information

03 - Improve web information

04 - Improve trail design

05 - Increase number of trails/opportunities

98 – don't know/no opinion

99 –refuse to answer

**32. The following is a list of cycling opportunities that Parks Canada could potentially improve. Which opportunity would you most like to see improved in the mountain parks? (single-response)**

[randomize order]

01 – gentle, family rides

02 – road cycling on parkways

03 – cycling on paved pathways

04 – easy mountain biking trails on moderate terrain

05 – challenging mountain biking trails on technical terrain

06 – no change to the cycling offer

98 – don't know/no opinion

99 –refuse to answer



**33. Using the same list as the previous question, what do you think is the least important opportunity to improve?**

[randomize order – remove item selected in Q32]

- 01 – gentle, family rides
- 02 – road cycling on parkways
- 03 – paved pathways
- 04 – easy mountain biking trails on moderate terrain
- 05 – challenging mountain biking trails on technical terrain
- 06 – no change to the cycling offer
- 98 – don't know/no opinion
- 99 – refuse to answer

**34. How could Parks Canada improve your cycling experience in the mountain parks?**

\_\_\_\_\_ (open-ended) (Goto to Q54)

**35. We would like to know more about why you have not bicycled in the mountain parks. Please answer if you agree or disagree with the following statements about cycling in the parks:**

- 01 - Strongly disagree
- 02 - Disagree
- 03 - Neutral
- 04 - Agree
- 05 - Strongly agree
- 98 – don't know/no opinion
- 99 – refuse to answer

[randomize order]

- a. It has never occurred to me to ride a bike in the mountain parks
- b. I have not had the time to go cycling when I visit the mountain parks
- c. There are other activities I would rather do when if I visit the mountain parks
- d. I cannot find the trails/roads that I prefer to ride in the mountain parks
- e. It is too difficult to get to the mountain parks
- f. I did not know cycling is permitted in the mountain parks
- g. I am currently physically unable to ride a bicycle
- h. I do not own a bicycle
- i. It is too expensive to visit the National Parks





**36. The following is a list of actions Parks Canada could take to improve the cycling experience in the mountain parks. What would you suggest is the most valuable from the list I will read.**

[randomize order]

- 01 - Improve maps
- 02 - Improve trail head information
- 03 - Improve web information
- 04 - Improve trail design
- 05 - Increase number of trails/opportunities
- 98 – don't know/no opinion
- 99 –refuse to answer

**37. Using the same list as the previous question, what would you suggest is the least valuable improvement to make?**

[randomize order – remove item selected in Q36]

- 01 - Improve maps
- 02 - Improve trail head information
- 03 - Improve web information
- 04 - Improve trail design
- 05 - Increase number of trails/opportunities
- 98 – don't know/no opinion
- 99 –refuse to answer

**38. The following is a list of cycling opportunities that Parks Canada could potentially improve. Which opportunity would you most like to see improved in the mountain parks**

[randomize order]

- 01 – gentle, family rides
- 02 – road cycling on parkways
- 03 – paved pathways
- 04 – easy mountain biking trails on moderate terrain
- 05 – challenging mountain biking trails on technical terrain
- 06 – no change to the cycling offer
- 98 – don't know/no opinion
- 99 –refuse to answer



**39. Using the same list as the previous question, what do you think is the least important opportunity to improve?**

[randomize order remove item selected in Q38]

- 01 – gentle, family rides
- 02 – road cycling on parkways
- 03 – paved pathways
- 04 – easy mountain biking trails on moderate terrain
- 05 – challenging mountain biking trails on technical terrain
- 06 – no change to the cycling offer
- 98 – don't know/no opinion
- 99 – refuse to answer

**40. Do you think you will visit the mountain parks in the next two years?**

- |                          |             |
|--------------------------|-------------|
| 01 - Yes                 | GO TO Q41   |
| 00 - No                  | SKIP TO Q42 |
| 98 - Don't know/remember | SKIP TO Q42 |
| 99 – REFUSED             | SKIP TO Q42 |

**41. If you do visit the mountain parks, how likely is that you will choose to ride a bicycle?**

- 01 – very unlikely
- 02 –unlikely
- 03 - Neutral
- 04 – somewhat likely
- 05 – very likely
- 98 – don't know/no opinion
- 99 – refuse to answer

**42. What can Parks Canada do to make it more likely that you will bike in the mountain parks?**

\_\_\_\_\_ (open-ended) (Go to Q54)



**43. People have many reasons for NOT taking part in a recreational activity. When you think about cycling, how important are each of the following reasons for not doing this activity?**

- 01 - Not important
- 02 – Somewhat Important
- 03 – Important
- 04 – Very Important
- 98 – don't know
- 99 – refuse to answer

[randomize order

- a. **The cost of cycling equipment**
- b. **Places where I would bike are overcrowded**
- c. **I don't know where I can take part in this activity**
- d. **There is no opportunity near my home**
- e. **Too busy with family**
- f. **Too busy with work**
- g. **I am not physically able to cycle**
- h. **I am not interested in bicycling**
- i. **I have never learned how to ride a bicycle**
- j. **Bicycling is too dangerous of an activity for me**
- k. **I have other activities I would rather do than cycling**
- l. **I have never had the opportunity to try cycling**

**44. How likely would you be to consider bicycling in the near future?**

- 01 – very unlikely
- 02 –unlikely
- 03 - Neutral
- 04 – somewhat likely
- 05 – very likely
- 98 – don't know/no opinion
- 99 – refuse to answer



**45. How likely would you be to consider bicycling in the near future if it were part of a guided trip or tour?**

- 01 – very unlikely
- 02 –unlikely
- 03 - Neutral
- 04 – somewhat likely
- 05 – very likely
- 98 – don't know/no opinion
- 99 – refuse to answer

**46. Do you think you will visit the mountain parks in the next two years?**

- |                          |             |
|--------------------------|-------------|
| 01 - Yes                 | GO TO Q47   |
| 00 - No                  | SKIP TO Q48 |
| 98 - Don't know/remember | SKIP TO Q48 |
| 99 – REFUSED             | SKIP TO Q48 |

**47. If you do visit the mountain parks, how likely is that you will choose to ride a bicycle?**

- 01 – very unlikely
- 02 –unlikely
- 03 - Neutral
- 04 – somewhat likely
- 05 – very likely
- 98 – don't know/no opinion
- 99 – refuse to answer

**48. What can Parks Canada do to make it more likely that you will bike in the mountain parks?**

\_\_\_\_\_ (open-ended)

**49. Have you hiked a trail in a Provincial or National Park the past two years?**

- |                 |             |
|-----------------|-------------|
| 01 – Yes        | GOTOQ50     |
| 00 – No         | SKIP TO Q52 |
| 98 – Don't know | SKIP TO Q52 |
| 99 – REFUSED    | SKIP TO Q52 |



**50. Have you ever encountered someone on a bicycle while on a trail in a park?**

- |                 |             |
|-----------------|-------------|
| 01 – Yes        | GOTOQ51     |
| 00 – No         | SKIP TO Q52 |
| 98 – Don't know | SKIP TO Q52 |
| 99 – REFUSED    | SKIP TO Q52 |

**51. How would you describe your encounters with cyclists on trails in the parks?**

- 01 - Mostly positive
- 02 - Somewhat positive
- 03 - Neither positive nor negative
- 04 - Somewhat negative
- 05 - Mostly negative
- 98 – don't know/no opinion
- 99 – refuse to answer

**52. Have you ever encountered someone on a bicycle in your community?**

- |                 |             |
|-----------------|-------------|
| 01 – Yes        | GOTOQ53     |
| 00 – No         | SKIP TO Q54 |
| 98 – Don't know | SKIP TO Q54 |
| 99 – REFUSED    | SKIP TO Q54 |

**53. How would you describe your encounters with cyclists in your community?**

- 01 - Mostly positive
- 02 - Somewhat positive
- 03 - Neither positive nor negative
- 04 - Somewhat negative
- 05 - Mostly negative
- 98 – don't know/no opinion
- 99 – refuse to answer



**54. What is the best way for Parks Canada to provide you with information on activities in the National Parks? (CODE FIRST RESPONSE) (read list)**

[randomize list]

- 01 - Internet
- 02 - Radio
- 03 – Newspapers
- 04 - Television
- 05 – Presentation
- 06 – Brochures at Visitor Centres
- 07 – Magazines
- 98 – Don't know
- 99 – REFUSED

**54a. Insert the bike value question (Q12) here for those who have ridden in the past 2 years. Do not want to ask this if people have not ridden a bike in the last 2 years.**

**55. These final questions are to help us analyze your answers. How long have you lived in Alberta?**

- 01 - All your life
- 02 - More than 20 years
- 03 - 10 to 20 years
- 04 - 2 to just under 10 years
- 05 - Less than 2 years
- 98 – Don't know
- 99 - REFUSED

**56. What best describes the types of household in which you live?**

- 01 – Adults sharing a residence or a single adult GOTO Q58
- 02 – Couple with no dependent children GOTO Q58
- 03 – Couple with dependent children
- 04 – Single parent with dependent children
- 98 – Don't know
- 99 – REFUSED

**57. Do you have any children less than 16 years of age living at home?**

- 01 – Yes
- 00 – No
- 98 – Don't know
- 99 – REFUSED



**58. In what year were you born?**

\_\_\_\_\_

**59. What is the highest level of education you have obtained...?**

READ LIST – STOP AS SOON AS CODE SELECTED - CODE ONE ONLY

- 01 - Less than high school
- 02 - High school
- 03 - Some college/technical school
- 04 - Post-secondary diploma or certificate/trade
- 05 - Some university
- 06 - University degree or higher
- 98 – Don't know
- 99 - REFUSED

**60. What country were you born in?**

- 01 – Canada
- 02 – Specify other country \_\_\_\_\_

**61. For statistical purposes only, we need information about your gross household income. Please tell me which of the following categories applies to your total household income for the year 2009?**

READ LIST – STOP AS SOON AS CODE SELECTED - CODE ONE ONLY

- 01 – Less than \$30,000
- 02 – \$30,000 to just under \$60,000
- 03 – \$60,000 to just under \$90,000
- 04 – \$90,000 to just under \$120,000
- 05 –\$120,000 or more
- 98 – Don't know
- 99 - REFUSED

**That is all the questions I have for you. Thank you for taking the time to complete this survey.**



# Sondage en Français

## Introduction

Bon(\_\_\_\_\_), Parcs Canada effectue actuellement un sondage au sujet des activités récréatives et de vos visites dans les parcs nationaux des Rocheuses. Je me nomme PRÉNOM et je vous appelle de NOM DE LA FIRME, l'entreprise choisie pour effectuer le sondage. Il s'agit d'une enquête volontaire dont les réponses fournies sont confidentielles. Vos réponses seront anonymes. Soyez assuré(e) que nous cherchons ni à vendre, ni à démarcher. Ce sondage est enregistré auprès du Système national d'enregistrement des sondages.

SI ON VOUS LE DEMANDE : Il faudra environ 10 minutes pour compléter le sondage.

SI ON VOUS LE DEMANDE : Le système d'inscription a été mis sur pied par le secteur canadien œuvrant dans le domaine des sondages pour permettre au public de vérifier si un sondage est légitime, pour obtenir des renseignements généraux au sujet du secteur des sondages ou pour déposer une plainte. Le numéro de téléphone sans frais du système d'inscription est le 1-800-554-9996.

Nous choisissons des numéros de téléphone au hasard, puis nous choisissons une personne dans chaque foyer pour réaliser une entrevue. Pour ce faire, nous aimerions parler à la personne de votre foyer, âgée de 18 ans ou plus, qui a célébré son anniversaire de naissance le plus récemment. Est-ce vous?

**1. Préférez-vous être interviewé(e) en français ou en anglais?**

- 01 – Anglais
- 02 – Français

**2. Sexe**

- 01 – Homme
- 02 – Femme

**3. En quelle année êtes-vous né(e)?**

- \_\_\_\_\_  
98 – Je ne sais pas.
- 99 – REFUSE DE RÉPONDRE

**4. Pour mieux apprécier la diversité des résultats d'une région à l'autre, puis-je avoir les six caractères de votre code postal?**

\_\_\_\_\_





**5. Il y a sept parcs nationaux dans les montagnes de l'Alberta et de la Colombie-Britannique : Banff, Jasper, Yoho, Kootenay Lacs-Waterton, Mont-Revelstoke et Glacier. Avez-vous visité un de ces parcs au cours des deux dernières années?**

- 01 – Oui
- 00 – Non
- 98 – Je ne sais pas/ne me rappelle pas.
- 99 – REFUSE DE RÉPONDRE

**6. Quels parcs nationaux avez-vous visités?**

- 01 – Jasper
- 02 – Banff
- 03 – Kootenay
- 04 – Yoho
- 05 – Lacs-Waterton
- 06 – Mont-Revelstoke
- 07 – Glacier

**7. Avez-vous fait de la bicyclette au cours des deux dernières années?**

**8. Quels types de cyclisme avez-vous pratiqués au cours des deux dernières années?**

- 01 – Cyclisme récréatif : usage de n'importe quel type de bicyclette, sur n'importe quel type de surface, pour le plaisir
- 02 – Transport : usage de la bicyclette pour se rendre à l'école, au travail ou ailleurs
- 03 – Cyclisme sur route : cyclisme de vitesse ou de mise en forme sur des routes revêtues
- 04 – Tourisme : longues randonnées effectuées normalement au cours d'une excursion d'au moins 24 heures
- 05 – Cyclisme de montagne : cyclisme sur pistes de terre battue, en gravier ou sur toute autre surface naturelle

**8a. Il existe de nombreux types de cyclisme de montagne. Quels types avez-vous essayés au cours des deux dernières années?**

- 01 – Cross-country : cyclisme de montagne sur divers terrains tels que des routes ou des pistes en gravier
- 02 – Tout-terrain : cyclisme de montagne sur un terrain accidenté qui peut présenter certaines complexités et des pentes abruptes
- 03 – Descente : cyclisme sur un terrain escarpé qui exige l'usage d'un remonte-pente ou d'une navette.
- 04 – Parcs de bicyclettes : cyclisme dans un environnement clos, construit spécialement pour les bicyclettes et les planches à roulettes



**9. Parmi tous les types de cyclisme mentionnés à la question précédente, quel est celui que vous préférez?**

- 01 – Cyclisme récréatif
- 02 – Transport
- 03 – Cyclisme sur route
- 04 – Tourisme
- 05 – Cyclisme de montagne cross-country
- 06 – Cyclisme de montagne tout-terrain
- 07 – Parcs de bicyclettes
- 08 – Cyclisme de descente

**10. En ce qui concerne votre type de cyclisme préféré, quel est votre niveau de compétence?**

- 01 – Débutant/novice
- 02 – Intermédiaire
- 03 – Avancé
- 04 – Expert

**11. Combien de bicyclettes avez-vous pour votre usage personnel?**

- 01 – Aucune
- 02 – Une
- 03 – Deux
- 04 – Trois
- 05 – Plus de trois

**12. Quelle est la valeur approximative de toutes vos bicyclettes pour votre usage personnel?**

- 01 – Moins de 250 \$
- 02 – De 250 \$ à moins de 1000 \$
- 03 – De 1000 \$ à moins de 2500 \$
- 04 – De 2500 \$ à moins de 5000 \$
- 05 – 5000 \$ ou plus

**13. Combien de fois montez-vous à bicyclette?**

- 01 – Plus d'une fois par semaine
- 02 – Environ une fois par semaine
- 03 – Environ deux fois par mois
- 04 – Environ une fois par mois
- 05 – Tous les deux mois
- 06 – Environ deux fois par année
- 07 – Une fois par année
- 08 – Tous les deux ans



**14. Quand vous roulez à bicyclette, le faites-vous normalement seul(e) ou dans un des groupes suivants? Veuillez choisir l'option la plus fréquente.**

- 01 – Seul(e)
- 02 – En famille
- 03 – Entres amis
- 04 – Avec les amis et la famille
- 05 – Dans un club ou un groupe de cyclisme

**15. Je vais vous lire une liste d'endroits. Pouvez-vous me dire vos deux endroits favoris pour faire de la bicyclette?**

- 01 – Rues
- 02 – Routes
- 03 – Autoroutes
- 04 – Routes en gravier
- 05 – Pistes familiales
- 06 – Pistes exigeantes
- 07 – Terrain escarpé tel qu'un centre de ski

**16. J'aimerais connaître les endroits où vous roulez à bicyclette actuellement. Je vais vous lire une liste de six endroits; veuillez me dire si vous faites de la bicyclette dans chaque endroit, soit jamais, parfois ou souvent :**

- 01 – Jamais
  - 02 – Parfois
  - 03 – Souvent
- 
- a. Rues, pistes et routes dans mon quartier/ma ville
  - b. Rues, pistes et routes dans un rayon de 50 kilomètres de mon quartier/ma ville
  - c. Parcs provinciaux ou nationaux dans un rayon de 50 kilomètres de mon quartier/ma ville
  - d. Pistes du Centre nordique de Canmore
  - e. Pistes de la région de Kananaskis
  - f. Dans les centres de ski de l'Alberta

**17. Au cours des deux dernières années, avez-vous roulé à bicyclette dans le cadre d'une excursion d'un jour ou plus hors de la ville?**

- 01 – Non
- 02 – Oui, dans le cadre d'une excursion d'un jour
- 03 – Oui, dans le cadre d'une excursion de plus d'un jour
- 04 – Oui, dans le cadre d'une excursion d'un jour et d'une excursion de plus d'un jour

**18. Pendant combien d'heures seriez-vous prêt(e) à voyager à partir de votre domicile avant d'arriver à votre endroit idéal pour faire du cyclisme dans le cadre d'une excursion d'un jour?**

\_\_\_\_\_ heures (de 0 à 24 heures)



**19. Pendant combien d'heures seriez-vous prêt(e) à voyager à partir de votre domicile avant d'arriver à votre endroit idéal pour faire du cyclisme dans le cadre d'un séjour de plus d'un jour?**  
\_\_\_\_\_ heures (plus de 0 heure)

**20. Les gens participent à des activités de loisirs pour diverses raisons. En ce qui concerne le cyclisme, quelle est l'importance que vous accordez à chaque raison qui suit quant à votre motivation à faire de la bicyclette?**

- 01 – Aucunement important
- 02 – Plutôt important
- 03 – Important
- 04 – Très important

- a. **Santé physique/exercice**
- b. **Défi**
- c. **Temps passé en famille**
- d. **Temps passé entre amis**
- e. **Relaxation**
- f. **Observation de la nature**
- g. **Temps pour soi, loin de la famille**
- h. **Amélioration de la performance**
- i. **Découverte de nouveaux endroits**

**21. Pouvez-vous décrire en quelques mots votre randonnée idéale à bicyclette?**

\_\_\_\_\_

**22. Plus tôt, j'ai mentionné les sept parcs nationaux des montagnes de l'Alberta et de la Colombie-Britannique. J'aimerais vous interroger au sujet du cyclisme dans ces parcs. Veuillez me dire si vous êtes d'accord ou en désaccord avec les énoncés suivants au sujet du cyclisme dans les parcs :**

- 01 – Tout à fait en désaccord
- 02 – En désaccord
- 03 – Neutre
- 04 – D'accord
- 05 – Tout à fait d'accord

- a. **Les parcs des montagnes offrent de belles occasions pour le cyclisme.**
- b. **Je crois que le cyclisme dans les parcs des montagnes est trop exigeant.**
- c. **Je préfère les occasions de cyclisme offertes dans les endroits autres que les parcs des montagnes.**
- d. **Je crois que les parcs des montagnes offrent le type de pistes, de routes et de voies sur lesquelles j'aime faire de la bicyclette.**
- e. **Parcs Canada n'encourage pas le cyclisme dans les parcs.**
- f. **Je crois que les parcs des montagnes offrent le type de terrain sur lequel j'aime faire de la bicyclette.**
- g. **Je ne crois pas que le cyclisme dans les parcs des montagnes est suffisamment exigeant.**



**23. Avez-vous roulé à bicyclette dans un parc national des montagnes de l'Alberta ou de la Colombie-Britannique au cours des deux dernières années?**

- 01 – Oui
- 00 – Non

**24. Dans quel parc national avez-vous fait de la bicyclette?**

- 01 – Jasper
- 02 – Banff
- 03 – Kootenay
- 04 – Yoho
- 05 – Lacs-Waterton
- 06 – Mont-Revelstoke
- 07 – Glacier

**25. De façon générale, comment qualifiez-vous le cyclisme dans le parc national \_\_\_\_\_?**

- 01 – Excellent
- 02 – Très bien
- 03 – Bien
- 04 – Passable
- 05 – Mauvais

**26. Parmi les types de cyclisme que vous avez mentionnés aux questions précédentes, lesquels avez-vous essayés dans les parcs des montagnes?**

- 01 – Cyclisme récréatif
- 02 – Transport
- 03 – Cyclisme sur route
- 04 – Tourisme
- 05 – Cyclisme de montagne cross-country
- 06 – Cyclisme de montagne tout-terrain
- 07 – Parcs de bicyclettes
- 08 – Cyclisme de descente

**27. Combien de fois avez-vous fait de la bicyclette dans les parcs des montagnes au cours des deux dernières années?**

- 01 – Seulement une fois
- 02 – Quelques fois au cours des cinq dernières années
- 03 – Environ deux fois par année
- 04 – Tous les deux mois
- 05 – Environ une fois par mois
- 06 – Environ deux fois par mois
- 07 – Environ une fois par semaine
- 08 – Plus d'une fois par semaine



**28. Comment décrivez-vous la qualité générale de votre expérience pour votre type de cyclisme préféré dans les parcs des montagnes?**

- 01 – Excellente
- 02 – Très bien
- 03 – Bien
- 04 – Passable
- 05 – Mauvaise

**29. Je vais vous lire des énoncés au sujet du cyclisme dans les parcs des montagnes. Veuillez me dire si vous êtes d'accord ou en désaccord avec eux :**

- 01 – Tout à fait en désaccord
- 02 – En désaccord
- 03 – Neutre
- 04 – D'accord
- 05 – Tout à fait d'accord

- a. **Je préfère faire de la bicyclette dans les parcs des montagnes qu'ailleurs.**
- b. **Parcs Canada fait un excellent travail et m'offre de belles occasions de cyclisme.**
- c. **Je retournerai faire de la bicyclette dans les parcs de montagne.**
- d. **De façon générale, je suis satisfait(e) de mon expérience de cyclisme dans les parcs des montagnes.**

**30. La liste suivante est composée de gestes que Parcs Canada pourrait poser pour améliorer le cyclisme dans les parcs des montagnes. Parmi les actions que je vais lire, veuillez me dire celle que vous jugez la plus importante.**

- 01 – Améliorer les cartes
- 02 – Améliorer l'information donnée au point de départ des pistes
- 03 – Améliorer l'information Web
- 04 – Améliorer la conception des pistes
- 05 – Augmenter le nombre de pistes/d'occasions

**31. Dans la liste mentionnée à la question précédente, quelle amélioration jugez-vous la moins importante?**

- 01 – Améliorer les cartes
- 02 – Améliorer l'information donnée au point de départ des pistes
- 03 – Améliorer l'information Web
- 04 – Améliorer la conception des pistes
- 05 – Augmenter le nombre de pistes/d'occasions



**32. La liste suivante est composée d'occasions de cyclisme que Parcs Canada pourrait améliorer. Quelle occasion aimeriez-vous qu'on améliore dans les parcs des montagnes?**

- 01 – Randonnées faciles, pour les familles
- 02 – Cyclisme sur les routes de promenade
- 03 – Cyclisme sur les pistes revêtues
- 04 – Cyclisme de montagne sur un terrain modérément accidenté
- 05 – Cyclisme de montagne exigeant sur un terrain accidenté
- 06 – Aucun changement quant aux occasions de cyclisme existantes

**33. À l'aide de la liste mentionnée à la question précédente, quel point jugez-vous le moins prioritaire?**

- 01 – Randonnées faciles, pour les familles
- 02 – Cyclisme sur les routes de promenade
- 03 – Cyclisme sur les pistes revêtues
- 04 – Cyclisme de montagne sur un terrain modérément accidenté
- 05 – Cyclisme de montagne exigeant sur un terrain accidenté
- 06 – Aucun changement quant aux occasions de cyclisme existantes

**34. Que pourrait faire Parcs Canada pour améliorer votre expérience de cyclisme dans les parcs des montagnes?**

\_\_\_\_\_

**35. Nous voudrions savoir pourquoi vous n'avez pas fait de bicyclette dans les parcs des montagnes. Veuillez me dire si vous êtes d'accord ou en désaccord avec les énoncés suivants au sujet du cyclisme dans les parcs :**

- 01 – Tout à fait en désaccord
  - 02 – En désaccord
  - 03 – Neutre
  - 04 – D'accord
  - 05 – Tout à fait d'accord
- 
- a. Je n'ai jamais pensé faire de la bicyclette dans les parcs des montagnes.
  - b. Je n'ai pas eu le temps de faire de la bicyclette quand j'ai visité les parcs des montagnes.
  - c. Je préfère faire d'autres activités quand je visite les parcs des montagnes.
  - d. Je ne peux trouver le type de pistes/routes que j'aime dans les parcs des montagnes.
  - e. C'est trop difficile de se rendre aux parcs des montagnes.
  - f. Je ne savais pas que le cyclisme était permis dans les parcs des montagnes.
  - g. Je suis physiquement incapable de faire de la bicyclette.
  - h. Je n'ai pas de bicyclette.
  - i. La visite des parcs nationaux est trop dispendieuse.



**36. La liste suivante est composée de gestes que Parcs Canada pourrait poser pour améliorer le cyclisme dans les parcs des montagnes. Parmi les actions que je vais lire, veuillez me dire celle que vous jugez la plus importante.**

- 01 – Améliorer les cartes
- 02 – Améliorer l'information donnée au point de départ des pistes
- 03 – Améliorer l'information Web
- 04 – Améliorer la conception des pistes
- 05 – Augmenter le nombre de pistes/d'occasions

**37. Dans la liste mentionnée à la question précédente, quelle amélioration jugez-vous la moins importante?**

- 01 – Améliorer les cartes
- 02 – Améliorer l'information donnée au point de départ des pistes
- 03 – Améliorer l'information Web
- 04 – Améliorer la conception des pistes
- 05 – Augmenter le nombre de pistes/d'occasions

**38. La liste suivante est composée d'occasions de cyclisme que Parcs Canada pourrait améliorer. Quelles occasions aimeriez-vous qu'on améliore dans les parcs des montagnes?**

- 01 – Randonnées faciles, pour les familles
- 02 – Cyclisme sur les routes de promenade
- 03 – Cyclisme sur les pistes revêtues
- 04 – Cyclisme de montagne sur un terrain modérément accidenté
- 05 – Cyclisme de montagne exigeant sur un terrain accidenté
- 06 – Aucun changement quant aux occasions de cyclisme existantes

**39. À l'aide de la liste mentionnée à la question précédente, quel point jugez-vous le moins prioritaire?**

- 01 – Randonnées faciles, pour les familles
- 02 – Cyclisme sur les routes de promenade
- 03 – Cyclisme sur les pistes revêtues
- 04 – Cyclisme de montagne sur un terrain modérément accidenté
- 05 – Cyclisme de montagne exigeant sur un terrain accidenté
- 06 – Aucun changement quant aux occasions de cyclisme existantes

**40. Pensez-vous que vous visiterez les parcs des montagnes au cours des deux prochaines années?**





**41. Si vous visitez les parcs des montagnes, quelle est la probabilité que vous y fassiez une randonnée à bicyclette?**

- 01 – Très improbable
- 02 – Improbable
- 03 – Neutre
- 04 – Plutôt probable
- 05 – Très probable

**42. Que peut faire Parcs Canada pour augmenter la probabilité que vous fassiez de la bicyclette dans les parcs des montagnes?**

---

**43. Les gens NE participent PAS à des activités de loisirs pour diverses raisons. En ce qui concerne le cyclisme, quelle est l'importance que vous accordez à chaque raison qui suit quant au fait que vous ne pratiquez pas ce sport?**

- 01 – Aucunement important
- 02 – Plutôt important
- 03 – Important
- 04 – Très important

- a. L'équipement de cyclisme est trop dispendieux.
- b. Les endroits où j'aimerais faire de la bicyclette sont fréquentés par trop de gens.
- c. Je ne sais pas où je peux prendre part à cette activité.
- d. Il n'y a aucune occasion près de mon domicile.
- e. Ma famille occupe une grande partie de mon temps.
- f. Mon travail occupe une grande partie de mon temps.
- g. Je suis physiquement incapable de faire de la bicyclette.
- h. Le cyclisme ne m'intéresse pas.
- i. Je n'ai jamais appris à rouler à bicyclette.
- j. Le cyclisme est une activité trop dangereuse pour moi.
- k. Je préfère d'autres activités au cyclisme.
- l. Je n'ai jamais eu la chance d'essayer le cyclisme.

**44. Quelle est la probabilité que vous fassiez de la bicyclette prochainement?**

- 01 – Très improbable
- 02 – Improbable
- 03 – Neutre
- 04 – Plutôt probable
- 05 – Très probable

**45. Quelle serait la probabilité que vous fassiez de la bicyclette prochainement si l'activité faisait partie d'une visite ou excursion guidée?**

**46. Pensez-vous que vous visiterez les parcs des montagnes au cours des deux prochaines années?**



**47. Si vous visitez les parcs des montagnes, quelle est la probabilité que vous y fassiez une randonnée à bicyclette?**

**48. Que peut faire Parcs Canada pour augmenter la probabilité que vous fassiez de la bicyclette dans les parcs des montagnes?**

\_\_\_\_\_

**49. Avez-vous fait de la randonnée pédestre dans un parc provincial ou national au cours des deux dernières années?**

**50. Avez-vous déjà croisé un cycliste sur une piste dans un parc?**

**51. Comment décrivez-vous vos rencontres avec les cyclistes sur les pistes dans les parcs?**

- 01 – Très positives
- 02 – Plutôt positives
- 03 – Ni positives, ni négatives
- 04 – Plutôt négatives
- 05 – Très négatives

**52. Avez-vous déjà croisé un cycliste dans votre quartier/ville?**

**53. Comment décrivez-vous vos rencontres avec les cyclistes dans votre quartier/ville?**

**54. Quel est le meilleur moyen que Parcs Canada peut utiliser pour fournir de l'information sur les activités dans les parcs nationaux?**

- 01 – Internet .....
- 02 – Radio .....
- 03 – Journaux.....
- 04 – Télévision .....
- 05 – Présentation
- 06 – Brochures offertes aux centres d'accueil
- 07 – Magazines

**55. Enfin, les quelques questions qui suivent nous aideront à analyser vos réponses. Pendant combien de temps avez-vous vécu en Alberta?**

- 01 – Depuis toujours.....
- 02 – Plus de 20 ans.....
- 03 – De 10 à 20 ans.....
- 04 – De 2 à moins de 10 ans .....
- 05 – Moins de deux ans



**56. Quel est votre type de ménage?**

- 01 – Adultes qui habitent un même domicile ou adulte qui vit seul(e)
- 02 – Couple sans enfant à charge
- 02 – Couple avec enfant(s) à charge
- 04 – Parent seul avec enfant(s) à charge

**57. Avez-vous des enfants de moins de 16 ans qui vivent au foyer?**

**58. En quelle année êtes-vous né(e)?**

\_\_\_\_\_

**59. Quel est votre niveau scolaire le plus élevé?**

- 01 – Études secondaires non terminées.....
- 02 – Études secondaires .....
- 03 – Études dans un collège ou une école technique non terminées
- 04 – Diplôme d'études postsecondaires, certificat ou diplôme d'école de métier
- 05 – Une partie de l'université.....
- 06 – Diplôme universitaire ou plus

**60. De quel pays provenez-vous?**

- 01 – Canada
- 02 – Veuillez préciser tout autre pays : \_\_\_\_\_

**61. À des fins statistiques uniquement, nous aimerions en savoir plus sur le revenu brut de votre foyer. Dites-moi à quelle fourchette correspond le revenu total de votre foyer en 2009.**

- 01 – Moins de 30 000 \$
- 02 – De 30 000 \$ à moins de 60 000 \$
- 03 – De 60 000 \$ à moins de 90 000 \$
- 04 – De 90 000 \$ à moins de 120 000 \$
- 05 – 120 000 \$ ou plus

**Je n'ai pas d'autres questions à vous poser. Merci d'avoir pris le temps de participer au sondage.**