Parks Canada Tracking Study 2022-23
Methods Report

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Ce rapport est aussi disponible en français

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Methods Report

This report presents the methodological details for the *Parks Canada Tracking Study 2022-23* conducted by Advanis on behalf of the Parks Canada Agency. The study involved four probability-based online/telephone surveys conducted between June 2022 and March 2023 administered to members of the Canadian public aged 18 or older.

Ce rapport est aussi disponible en français sous le titre : *Étude de suivi de Parcs Canada 2022-23*

Executive Summary

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

The study used Advanis' proprietary General Population Random Sample (GPRS). This probability-based tool was administered to a nationally representative sample of 2,000 adult Canadians 18 years of age and older. Questions about Canadians' knowledge and general awareness of the Parks Canada Agency, support of its mandate, leisure travel intentions and critical cross-functional issues to help inform programs and services were asked in four different waves during the 2022-23 fiscal year. The June wave occurred between June 2nd and June 30, 2022, the September wave between September 1st and September 25, 2022, the December wave between December 5th and December 31, 2022, and the final wave between February 8 and March 3, 2023.
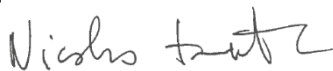
A total of 8,523 people completed the surveys between June 2, 2022, and March 3, 2023. The data was weighted based on geographic region, gender and age using 2021 Canadian Population Census data. The total cost of the study was $66,553.28, including taxes.

Political Neutrality Statement and Contact Information

I hereby certify as a Senior Officer of Advanis that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research.

Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.

Signature:

Nicolas Toutant,
Vice-President of Research and Evaluation,
Advanis
ntoutant@advanis.net

1. Background and Objectives

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

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

The *Parks Canada Awareness Tracking Survey 2022-23* aimed to capture the adult Canadian population's knowledge and general awareness of the Parks Canada Agency and critical cross-functional issues to help inform programs/services and the effectiveness of its communication efforts.

2. Methodology

This study was completed in four waves and in both English and French:
- Wave 1: June 2 to 30, 2022
- Wave 2: September 1 to 25, 2022
- Wave 3: December 5 to 31, 2022
- Wave 4: February 8 to March 3, 2023

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

2.1 Survey Design

The questions for this study were designed by Parks Canada and supplied to Advanis. The questionnaire contained questions about Canadians' knowledge and general awareness of the Parks Canada Agency, support of its mandate, and critical cross-functional issues to help inform programs. First wave respondents were also asked about the how inflation (i.e., cost of gasoline) was influencing their summer leisure travel plans. The second, third and fourth wave respondents were asked about the importance of protected natural areas and the importance of these areas to respondents' well-being. The rest of the questionnaire remained unchanged through the different waves.

The Government of Canada's standards for pre-testing were adhered to, pretests were conducted in both English and French. The pretest was conducted on June 2, 2022. During this pretest, 196 people were recruited by phone in English and French. This led to 43 completed online surveys (26 French, and 17 English). No changes were made to the survey following the pretest.

Among those completing the survey online, the average survey length was 5.4 minutes.

2.2 Sampling and Administration

The target audience for this project was Canadians, across all provinces who were 18 years and older. The North was excluded. The sample for each survey wave had to support the ability to analyze the results by the following:
- Urbanity: Three census metropolitan areas - Montreal, Toronto and Vancouver.

- Home life: Households with and households without children.
- Age groups: Younger adults (age 18 to 34) and adults (age 35 and older).
- Immigration status: Born in Canada and not born in Canada.

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

During the computer-assisted telephone interviews (CATI) recruit, Advanis requested permission to send the survey link to respondents' mobile phones via SMS or email. Invite reminders were sent 3 days and 6 days after the initial invitation. Respondents could opt out of participating at any time by replying "STOP" to the text message.

Table 1: Geographic sample and completes

Province/Region	Target	Completes June	Margin of error	Completes September	Margin of error	Completes December	Margin of error	Completes March	Margin of error
Atlantic provinces	135	131	8.56%	105	9.56%	125	8.77%	142	8.22%
Quebec	462	593	4.02%	511	4.34%	512	4.33%	530	4.26%
Ontario	774	724	3.64%	754	3.57%	705	3.69%	780	3.51%
Prairies (MB/SK)	129	124	8.80%	139	8.31%	178	7.35%	148	8.06%
Alberta	222	241	6.31%	246	6.25%	283	5.83%	224	6.55%
British Columbia	278	307	5.59%	391	4.96%	339	5.32%	291	5.74%
Total	**2,000**	**2,120**	**2.13%**	**2,146**	**2.12%**	**2,142**	**2.12%**	**2,115**	**2.13%**

Overall, 19,332 Canadians were invited to participate in the four waves (4,834 in June, 4,459 in September, 4,509 in December and 5,530 in February/March). A total of 2,120 surveys were completed during the June data-collection period, yielding a response rate of 43.9% and a margin of error of +/-2.13%, at a 95% confidence interval. A total of 2,146 surveys were completed during the September data-collection period, yielding a response rate of 48.1% and a margin of error of +/-2.12%, at a 95% confidence interval. A total of 2,142 surveys were completed during the December data-collection period, yielding a response rate of 47.5% and a margin of error of +/-2.12%, at a 95% confidence interval. A total of 2,115 surveys were completed during the February-March data-collection period, yielding a response rate of 38.2% and a margin of error of +/-2.13, at a 95% confidence interval.

Table 2. Invites sent, completed surveys, response rate and margin of error

	June	September	December	March
Invited	4,834	4,459	4,509	5,530
Completed	2,120	2,146	2,142	2,115
Response rate	43.9%	48.1%	47.5%	38.2%
Margin of error	+/-2.13%	+/-2.12%	+/-2.12%	+/-2.13%

Inclusive participation is a requirement of public opinion research contracted by the Government of Canada. Online surveys are programmed for example to adapt to mobile devices, limit large tables of scaled questions, support screen readers, and support use of tab-key functions to navigate screens. Alternative formats (e.g.,

interviews) are also available if requested. The measures Advanis puts in place addressed the needs of participants who may have had challenges, as no one requested additional support.

2.3 Weighting and Data Cleaning

Results were weighted by three variables - region, gender and age. The data was weighted to the 2021 Canadian Population Census. The six regions used for weighting were Atlantic Canada, Quebec, Ontario, Manitoba/ Saskatchewan (i.e., Prairies), Alberta, and British Columbia. North was excluded.

All demographic and derived variables used in the analysis and/or weighting were included in the dataset. The open-ended responses were coded to general themes. Coded and original verbatim responses were maintained in the dataset. Questions were crossed with themed categories to provide insight into the results. The themes included region, age (young adults/adults 35+), home life (kids at home), immigration status (born/not born in Canada), urbanity (Montreal, Toronto, Vancouver) and awareness. Final banner tables included unweighted (total) and weighted frequencies and percent.

Data cleaning involved recoding responses to Question 1 and Question 2 that were related to awareness indicators. First, respondents were asked if they could name the organization or government department that operates officially designated national parks and national historic sites of Canada. If they answered yes, they were asked to specify the organization or government department. The survey software was able to detect when the respondent answered "Parks Canada" or similar wording. Correct answers were considered to be aware of Parks Canada without help (unaided awareness). Incorrect answers or those that did not know the organization or department were directed to Question 2 where they were asked if they had ever heard of Parks Canada. Those who said yes were considered to be aware of Parks Canada with help (aided awareness).

Some text responses needed to be recoded after data collection because the survey software could not account for all possible typographical errors. For example, if a response was "Parks Canada" in the first question, but contained a typographical error that was not detected by the software, the response would be recoded to correct.

A "total awareness" variable was also created from recoded question one and two responses to show those who were aware or unaware of Parks Canada.

2.4 Quality Control

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

Survey Programming: Advanis utilizes technology to maximize quality control in survey programming. Having developed a proprietary survey engine tool, Advanis professionals are able to design and program a survey in a browser-based environment, eliminating the need to involve a programmer who is less familiar with the survey subject matter. Below are the steps followed to ensure the quality of the survey.
- The survey was thoroughly pre-tested by Advanis' project team members, as well as by non-team members (non-team members provide "fresh eyes").

CATI Methodology: The CATI recruit script was programmed on Advanis' proprietary CATI platform with no unforeseen challenges. Advanis was able to leverage its experience for the survey programming and the reminder process to achieve high quality standards. Advanis implemented the following to ensure the highest quality data collection:
- Trained the interviewers to best understand the study's objectives and to ensure that they were able to pronounce and understand the survey wording.

- Detailed call records were kept by the automated CATI system, and were monitored for productivity analysis (i.e., not subject to human error).
- The recruit scripts were pre-tested for best possible flow.
- Our average interviewer employment tenure is very high compared to industry standards, resulting in a team of interviewers who are more experienced and knowledgeable regarding the target audience.
- Advanis' Quality Assurance team listened to the actual recordings of ten percent of completed surveys and compared the responses to those entered by the interviewer, to ensure that responses were properly recorded. This is in addition to the live monitoring done by field supervisors.
- Team Supervisors conduct regular, more formal evaluations with each interviewer, in addition to nightly monitoring of each interviewer on their team.
- To ensure high interview quality, our interviewers are trained to use various interviewing techniques. As well as maintaining a professional attitude, our interviewers must also be convincing, read word-for-word, take notes, systematically confirm the information given and listen to the respondent.

Web Methodology: All Advanis web surveys are hosted internally by Advanis, and employ a rigorous and stringent set of data collection control mechanisms to ensure the highest quality for the data collected, including:
- Respondents have a unique access code to ensure that only that participant can complete the online survey.
- Extensive internal logic checks are programmed directly into the survey to ensure logical responses.
- Web surveys are implemented using Advanis' proprietary software (which is designed to handle complicated survey formats).
- Advanis administered a detailed internal test and an external pretest to ensure that the survey instrument was working as planned.
- Tested the questionnaire in multiple browsers and provided Parks Canada with a link so they could do internal testing.

Data Handling and Reporting: For the data collected, Advanis develops rules to check the validity of the data. These rules include items such as:
- Time taken to complete the survey
- Checking for verbatims that are gibberish or don't make sense
- And, of course, rigorous checks are completed to ensure the data is accurate and error-free according to the questionnaire logic (skip patterns).

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

3. Non Response Bias

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

that the likelihood of non-response bias impacting the information gathered in the study is minimal. This is the case with the current study.

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

- Recruiting respondents by telephone, which achieves a higher response rate compared to email invitations.
- Outpulsing a local phone number (rather than a toll-free number) which increases pick-up rates (reducing call screening).
- Systematically setting the next call date and time based on the outcome of the current call, which ensures that each respondent is called methodically across days of the week and times of the day. Especially for respondents that are difficult to reach, this maximizes the likelihood of reaching them.
- Sending an SMS text message to recruits, which assures a seamless transition from the telephone survey to the online survey, as receipt can be confirmed in real-time and encourages respondents to complete the survey as soon as the call ends.
- Offering the survey in both official languages to maximize ease of completion.

Appendix: Questionnaires

English Questionnaire

Thank you for taking the time to have your say on issues important to all Canadians.
Your input is valuable to us, and the survey will take approximately 5 minutes to complete.
If you get interrupted while doing the survey, you can click on the same link to pick up right where you left off.

This survey uses Advanis' (http://advanis.net) TellCityHall (http://www.tellcityhall.ca) data collection methodology. Your participation is voluntary. Your personal information is treated with the highest standards of confidentiality by Advanis. Survey answers will be grouped with other participant responses, and your personal information will only be used for the purposes stated in the survey. We will not use this information for any purposes other than those consistent with market research requirements and guidelines. This survey is registered with the Canadian Research Insights Council's (CRIC) Research Verification Service. The project verification number is: 20220531-AD437. Click here (https://www.canadianresearchinsightscouncil.ca/rvs/home/) to verify the legitimacy of this survey.

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1 Off the top of your head, can you name the organization or government department that operates officially designated national parks and national historic sites in Canada?
1 - No (Go to 2)
2 - Yes, please specify: (Go to 2 if incorrect)

2 Have you ever heard of Parks Canada, which is a federal government agency?
1 - Yes, I have heard of it
2 - No, I have not heard of it

3 In the last 3 months, have you read, seen or heard something about national parks or national historic sites of Canada?
1 - Yes
2 - No
-9 - Do not know

3a Where specifically do you recall hearing, watching or reading about national parks or national historic sites in the last 3 months? Select up to 3. (Show if Q3 = 1)
1 - Parks Canada website
2 - Parks Canada newsletter (e.g., e-newsletter)
3 - Magazine
4 - Newspaper
5 - TV commercial
6 - TV program/documentary
7 - TV news
8 - From friends or family /word of mouth
9 - Facebook
10 - YouTube
11 - Twitter
12 - Instagram
13 - Other websites

14 - Radio
15 - Other

4 Parks Canada aims to protect and present Canada's national parks, historic sites and marine conservation areas, and also to promote public understanding, appreciation and enjoyment of these places for present and future generations. Please indicate how much you support or oppose this mandate.
1 - 5 Completely support
2 - 4
3 - 3 Neither oppose nor support
4 - 2
5 - 1 Completely oppose
-9 - Do not know/not sure

Now we would like to ask you some questions about travel.

5 What words best describe what you are looking for in your next leisure trip/vacation? Select up to 3 choices .
(Randomized)
1 - Epic/big (greatest of all times)
2 - Extravagant /splurge
3 - Adventure
4 - New experiences
5 - New places
6 - New cultures
7 - Exciting
8 - Action packed
9 - Longer than normal
10 - Treat myself/pampering
11 - Bucket list item
12 - Spontaneous/no schedule
13 - Close to home
14 - Affordable
15 - Relaxing/peaceful
16 - Familiar places
17 - Familiar experiences
18 - Familiar people
19 - Self care/mindful
20 - Digital detox
21 - Short trip
22 - Family time
23 - Scheduled (tours, guided)
24 - Road trip
25 - Nature/outdoors
26 - Heritage /ancestry
27 - Cities
28 - Beach/sun
29 - Mountains
30 - No desire to travel (not randomized)

6 If conditions permit, how likely are you to travel for vacation/leisure reasons over the next three (3) months?
1 - Very likely
2 - Somewhat likely
3 - Not likely

6a Where would you visit/travel for vacation/leisure in the next three (3) months? Select one only. (Show if Q6 = 1,2)
1 - Local (i.e., within 2 to 3 hours of my home)
2 - Elsewhere in my province
3 - Elsewhere in Canada
4 - To the United States
5 - Overseas

Wave 1
6b How is the cost of gasoline influencing your leisure travel plans over the next three (3) months? Select all that apply. (Show if Q6 likely to travel)
1 - I am changing where I travel
2 - I am changing how I get to my destination
3 - I am reducing the number of trips I take
4 - I am changing how long my trip will be
5 - It is not affecting my travel plans (Exclusive)

Now we would like to ask you about nature/the outdoors…

7 How familiar are you with marine protected areas, in particular what they are and why they are created?
1 - Very familiar
2 - Somewhat familiar
3 - Only heard of the term
4 - Never heard of them

7a Marine protected areas are parts of coastal waters or oceans that have legal protection and where human activities are regulated (e.g., fishing). They are managed to keep ecosystems healthy. The federal government is committed to protecting 25% of its marine waters by 2025. Before today, how familiar were you with this commitment? (Show if Q7 = 1,2,3)
1 - Very familiar
2 - Somewhat familiar
3 - Not familiar

Wave 2,3
8 When you think of protected natural areas (such as national parks, wildlife areas, and provincial parks), how much do you agree or disagree with the following statements? (randomized)
- Spending time in them helps with my mental well-being (e.g., reduce anxiety/stress, helps clear my mind)
- Spending time in them helps me improve my physical health or fitness
- Spending time in them makes me feel better overall
- Having access to protected natural areas is important to me personally
- Protected natural areas are important for our overall quality of life in Canada
5 - Strongly agree
4 - Agree
3 - Neither agree or disagree
2 - Disagree

1 - Strongly disagree
6 - Not applicable

Wave 4
8 When you think of protected natural areas (such as national parks, wildlife areas, and provincial parks), how much do you agree or disagree with the following statements? (Randomized)
Spending time in them helps with my mental well-being
Spending time in them helps me improve my physical health or fitness
Spending time in them makes me feel better overall
Having access to protected and conserved natural areas is important to me personally
Protected natural areas are important for our overall quality of life in Canada
5 - Strongly agree
4 - Agree
3 - Neither agree or disagree
2 - Disagree
1 - Strongly disagree
6 - Not applicable

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

In which province or territory do you live?
1 - British Columbia
2 - Alberta
3 - Saskatchewan
4 - Manitoba
5 - Ontario
6 - Quebec
7 - Newfoundland and Labrador
8 - Nova Scotia
9 - New Brunswick
10 - Prince Edward Island
11 - Nunavut
12 - Northwest Territories
13 - Yukon
-8 - Prefer not to say

With which gender category do you most identify?
1 - Male gender
2 - Female gender
3 - Gender diverse
-8 - Prefer not to say

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

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

Are there any children under the age of 18 currently living in your household?
1 - Yes
2 - No
-8 - Prefer not to say

Which of the following best describes you?
1 - I was born in Canada
2 - I was born outside Canada
-8 - Prefer not to say

Do you live in the Vancouver metropolitan area? (Show if BC)
Do you live in the Greater Toronto Area (GTA)? (Show if ON)
Do you live in the Montreal metropolitan area? (Show if QC)
1 - Yes
2 - No
-8 - I prefer not to answer

We have asked you all of our questions. We hope you've found this interesting, and we sincerely thank you for your time. This survey was conducted on behalf of Parks Canada, and is registered under the Federal Access to Information Act. The survey was hosted by market and social research firm: (http://www.advanis.ca) using our data collection method: (http://tellcityhall.ca/)

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

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French Questionnaire

Merci de prendre le temps de vous exprimer sur des questions importantes pour tous les Canadiens. Votre contribution nous est précieuse. L'enquête vous prendra moins de 5 minutes à compléter.
Si vous êtes interrompu pendant le sondage, vous pouvez cliquer sur le même lien pour reprendre là où vous vous étiez arrêté.

1 À votre connaissance, pouvez-vous nommer l'organisation ou le ministère gouvernemental qui gère officiellement les parcs nationaux et les lieux historiques nationaux du Canada désignés ?
1 - Non (Aller à la question 2)
2 - Oui, veuillez préciser : (Aller à la question 2 si incorrect)

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

3 Au cours des 3 derniers mois, avez-vous entendu, lu ou vu quelque chose au sujet des parcs nationaux ou des lieux historiques du Canada ?
1 - Oui
2 - Non
-9 - Je ne sais pas

3a Où vous souvenez-vous précisément d'avoir entendu, lu ou vu quelque chose au sujet des parcs nationaux ou des lieux historiques au cours des trois (3) derniers mois ? Sélectionnez jusqu'à 3 réponses. (Montrer si Q3 = 1)
1 - Site Web de Parcs Canada
2 - Bulletin d'information de Parcs Canada (ex : infolettre par courriel)
3 - Article dans une revue ou un magazine
4 - Article dans le journal
5 - Publicité à la télévision
6 - Émission/documentaire à la télévision
7 - Nouvelles à la télévision
8 - Des amis ou de la famille/bouche à oreille
9 - Facebook
10 - YouTube
11 - Twitter

12 - Instagram
13 - Autres sites web
14 - Radio
15 - Autre

4 Le mandat de Parcs Canada est de protéger et de présenter les parcs nationaux, les lieux historiques et les aires marines de conservation du Canada, ainsi que de favoriser la connaissance, l'appréciation et l'utilisation de ces lieux par le public, qu'il s'agisse des générations actuelles ou des générations futures. Veuillez indiquer votre niveau d'appui envers ce mandat.
1 - 5 Appuie totalement
2 - 4
3 - 3 Ni pour, ni contre
4 - 2
5 - 1 S'oppose totalement
-9 - Je ne sais pas/pas certain

Nous aimerions maintenant vous poser quelques questions sur les voyages.

5 Quels sont les mots qui décrivent le mieux ce que vous recherchez dans votre prochain voyage d'agrément/vos prochaines vacances ? Sélectionner jusqu'à 3 choix. (Ordre aléatoire)
1 - Épique/grandiose (le plus grand de tous les temps)
2 - Extravagance/folie
3 - Aventure
4 - Nouvelles expériences
5 - Nouveaux lieux
6 - Nouvelles cultures
7 - Excitant
8 - Chargé en action
9 - Plus long que d'ordinaire
10 - Me faire plaisir/prendre soin de moi
11 - Point de la liste de choses à faire
12 - Spontanéité/sans horaire
13 - Près de la maison
14 - Abordable
15 - Détente/tranquille
16 - Lieux connus
17 - Expériences connues
18 - Personnes connues
19 - Soins personnels/pleine conscience
20 - Détoxification numérique
21 - Petit voyage
22 - Temps en famille
23 - Organisé (visites, guidé)
24 - Voyage en voiture
25 - Nature/plein air
26 - Patrimoine /généalogie
27 - Villes
28 - Plage/soleil
29 - Montagnes
30 - Aucune envie de voyager (Exclusif)

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

1 - Très probable

2 - Assez probable

3 - Pas probable

6a Où feriez-vous des visites/voyageriez-vous pour les vacances/ loisirs au cours des (3) trois prochains mois ? Sélectionnez une seule réponse. (Montrer si Q6 = 1,2)

1 - Local (c'est-à-dire dans un rayon de deux à trois heures de mon domicile)

2 - Ailleurs dans ma province

3 - Ailleurs au Canada

4 - Aux États-Unis

5 - Outre-mer

Vague 1

6b Comment le coût de l'essence influencera-t-il vos projets de voyage d'agrément au cours des trois (3) prochains mois ? Sélectionnez toutes les réponses qui s'appliquent. (Montrer si Q6 = 1,2)

1 - Je revois ma destination de voyage

2 - Je revois ma façon de me rendre à ma destination

3 - Je réduis le nombre de mes déplacements

4 - Je modifie la durée de mon voyage

5 - Cela n'affecte pas mes projets de voyage (Exclusif)

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

7 Dans quelle mesure connaissez-vous les aires marines protégées, plus précisément ce qu'elles sont et pourquoi elles sont créées ?

1 - Connais très bien

2 - Connais un peu

3 - Seulement entendu parler d'elles

4 - Jamais entendu parler d'elles

7a Les aires marines protégées sont des parties des eaux côtières ou des océans qui bénéficient d'une protection juridique et où les activités humaines (par exemple, la pêche) sont strictement réglementées. Elles sont gérées de manière à préserver la santé des écosystèmes. Le gouvernement fédéral s'est engagé à protéger 25 % de ses eaux marines d'ici 2025. Avant aujourd'hui, dans quelle mesure connaissiez-vous cet engagement ?

(Montrer si Q7 = 1,2,3)

1 - Connais très bien

2 - Connais un peu

3 - Ne connais pas

Vague 2,3

8 Lorsque vous pensez aux aires naturelles protégées (comme les parcs nationaux, les réserves de faune et les parcs provinciaux), dans quelle mesure êtes-vous d'accord ou non avec les énoncés suivants ? (Ordre aléatoire)

- Y passer du temps contribue à mon bien-être mental (par exemple, réduit l'anxiété/le stress, m'aide à me vider l'esprit)
- Le fait d'y passer du temps m'aide à améliorer ma santé physique ou ma condition physique.
- Y passer du temps me permet de me sentir mieux dans l'ensemble.
- Avoir accès à ces aires naturelles protégées est important pour moi personnellement.
- Les aires naturelles protégées sont importantes pour notre qualité de vie globale au Canada.

5 - Tout à fait d'accord
4 - D'accord
3 - Ni d'accord ni désaccord
2 - En désaccord
1 - Fortement en désaccord
6 - Sans objet

Vague 4
8 Lorsque vous pensez aux aires naturelles protégées (comme les parcs nationaux, les réserves de faune et les parcs provinciaux), dans quelle mesure êtes-vous d'accord ou non avec les énoncés suivants ? (Ordre aléatoire)
- Y passer du temps contribue à mon bien-être mental
- Le fait d'y passer du temps m'aide à améliorer ma santé physique ou ma condition physique.
- Y passer du temps me permet de me sentir mieux dans l'ensemble.
- Avoir accès à ces aires naturelles protégées et conservées est important pour moi personnellement.
- Les aires naturelles protégées sont importantes pour notre qualité de vie globale au Canada.

5 - Tout à fait d'accord
4 - D'accord
3 - Ni d'accord ni désaccord
2 - En désaccord
1 - Fortement en désaccord
6 - Sans objet

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

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

À quelle catégorie de genre vous identifiez-vous le plus ?
1 - Genre masculin
2 - Genre féminin
3 - Diverses identités de genre
-8 - Préfère ne pas le dire

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

Quel est le plus haut niveau de scolarité que vous avez atteint ?
1 - Secondaire 2 ou moins/8ième année ou moins
2 - Quelques années d'étude au secondaire
3 - Diplôme d'études secondaires ou l'équivalent
4 - Apprentissage enregistré ou autre certificat ou diplôme d'une école de métiers
5 - Collège, CÉGEP ou autre certificat ou diplôme d'une institution non universitaire
6 - Certificat ou diplôme inférieur au baccalauréat
7 - Baccalauréat
8 - Diplôme d'études universitaires supérieur au baccalauréat
-8 - Préfère ne pas le dire

Des enfants de 18 ans et moins habitent-ils actuellement dans votre ménage ?
1 - Oui
2 - Non
-8 - Préfère ne pas le dire

Laquelle des catégories suivantes vous décrit le mieux ?
1 - Je suis né(e) au Canada
2 - Je suis né(e) à l'extérieur du Canada
-8 - Préfère ne pas le dire

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

Nous vous avons posé toutes nos questions. Nous espérons que vous avez trouvé ce sondage intéressant et nous vous remercions sincèrement pour votre temps. Cette étude a été créée et financée par Parcs Canada et est enregistré en vertu de la Loi fédérale sur l'accès à l'information. Cette étude est menée par la firme de recherche sociale et marketing : (https://www.advanis.net/fr)
En utilisant notre méthode de collecte de données : Ma Ville Écoute (http://www.mavilleecoute.ca/)

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