



Parks
Canada

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Canada

Parks Canada Advertising Campaign Evaluation (ACET) 2024

Methodological Report

Prepared for Parks Canada

Supplier name: Advanis Inc.

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information@pc.gc.ca

Ce rapport est aussi disponible en français.

Canada

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Supplier Name: Advanis Inc.
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This report presents the methodological details for the **Parks Canada Advertising Campaign Evaluation (ACET) 2024** conducted by Advanis Inc. on behalf of Parks Canada. This study was completed from January 9 to January 30, 2024, in the form of a pre-campaign survey and from May 21 to June 11, 2024, in the form of a post-campaign survey. Both waves were conducted using Advanis' General Population Representative Sample (GPRS) sample. Advanis sought a probability-based sample of 2,000 Canadian adults aged 18 or older drawn from the general population.

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

Parks Canada
30 Victoria Street
Gatineau, Québec J8X0B3

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1. Executive Summary

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

Parks Canada launched a national advertising campaign that aired on a variety of platforms in the winter and spring of 2024 including traditional television, digital video pre-roll, social media platforms, web banners, search engine marketing and out of home signs. Each platform was in market at different times, but as a whole the campaign was in market between February to June 2024. The campaign was focused on promoting visiting national parks and national historic sites and was linked to promoting the growth of Canada's tourism industry.

As a result, and as per Government of Canada requirements, all advertising campaigns valued at least \$1M are required to undertake an evaluation using the Advertising and Communication Evaluation Tool (ACET) via a pre (or baseline) and post evaluation survey. The purpose of this quantitative study is to collect feedback from Canadians in order to:

- measure the performance of the advertising;
- understand the public's message recall of the campaign;
- measure Canadians' public awareness of Parks Canada, both aided and unaided;
- measure support of Parks Canada's mandate;
- understand if the public was interested in visiting or intending to visit national parks or national historic sites within the next year.

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

This study was completed from January 9 to January 30, 2024, in the form of a pre-campaign or 'pre-wave' survey through the use of Advanis' General Population Representative Sample (GPRS) sample. The post-campaign or 'post-wave' survey was conducted from May 21 to June 11, 2024. A consistent set of questions is used in both surveys to compare across the timeframe in which the advertising campaign enters and leaves the public domain.

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

Questions within the survey further filtered out responses from anyone under the age of 18, those who did not live in Canada, and anyone working for organizations that would not qualify to participate (e.g., a market research firm). A total of 4,118 adult Canadians participated in the study. For the aided recall evaluation, there were three different versions of the video creatives. There were two 15 second videos and one 30 second video.

The contract value for this study was \$46,714.20 (tax included).

Political neutrality certification

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

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

Signed: 

Nicolas Toutant, Vice-President, Research and Evaluation
Advanis, Inc.

2. Introduction

Parks Canada launched a national advertising campaign that aired on a variety of platforms in the winter and spring of 2024 including traditional television, digital video pre-roll, social media platforms, web banners, search engine marketing and out of home signs. Each platform was in market at different times, but as a whole the campaign was in market between February to June 2024. The campaign was focused on promoting visiting national parks and national historic sites and was linked to promoting the growth of Canada's tourism industry.

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- measure the performance of the advertising;
- understand the public's message recall of the campaign;
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- measure support of Parks Canada's mandate;
- understand if the public was interested in visiting or intending to visit national parks or national historic sites within the next year.

3. Survey design

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

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

A pre-test was conducted on January 9, 2024, for the pre-campaign survey (19 English and 10 French) and on May 21, 2024, for the post-campaign survey (15 English and 20 French). Respondents were asked to provide feedback on the survey. After the post-campaign pre-test, it was decided to revise the wording for the introductory statement provided to respondents before they watch the ads and answer questions related to those ads. The revision clarified that watching all three ads would only take 1 minute. This was done to reduce survey drop-off at the ad viewing questions. The data collected during the pre-test was retained for the analysis.

4. Sampling

4.1 PROJECT CHARACTERISTICS

This study was completed from January 9 to January 30, 2024, in the form of a pre-campaign survey through the use of Advanis' General Population Representative Sample (GPRS) sample. The post-campaign survey was conducted from May 21 to June 11, 2024. Participants were asked the same questions in each of the pre and post waves for comparative purposes. Additional questions were asked

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

4.2 SAMPLING PLAN

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

Table 1: Sample plan by province/region of Canada

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

5. Invitations

Invitations were sent by SMS and email and grouped by province, to ensure that they were sent out during appropriate hours within each time zone. After sending the initial invitation, a reminder message was sent 3 days later to applicants who did not complete a survey or were not screened out of the survey. A maximum of 2 reminder messages were sent. Overall, 30,713 SMS and emails were sent during data collection for these surveys.

Table 2: Details of survey invitations and reminders

Message ID	Purpose	Pre-wave	Post-wave	Total Sent
1	Invitation (EN)	6,369	6,791	13,160
2	Invitation (FR)	1,828	1,535	3,363
3	Reminder 1 (EN)	3,147	4,841	7,988
4	Reminder 1 (FR)	588	1,188	1,776
5	Reminder 2 (EN)	849	2,533	3,382
6	Reminder 2 (FR)	456	588	1,044
Total		13,237	17,476	30,713

6. Completes and Targets

Overall, 16,523 Canadians were invited to participate in the pre and post-campaign surveys, 8,197 in the pre survey and 8,326 in the post survey. The average survey length of the pre-campaign survey was 4 minutes and a half and 8 minutes 36 seconds for the post-campaign survey. In total, 4,118 surveys were completed during the data-collection period – 2,076 completes in the pre-campaign survey and 2,042 in the post-campaign survey. The response rate for the pre-campaign was 34.4% and the margin of error was +/-2.15, at a 95% confidence interval. The response rate for the post-campaign was 31.7% and the margin of error was +/- 2.17%.

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

Province/Region	Target	Pre-wave completes	Post-wave completes
Atlantic provinces	136	145	119
Quebec	459	477	536
Ontario	775	784	749
Manitoba/ Saskatchewan/Nunavut	136	127	125
Alberta/Northwest Territories	232	238	206
British Columbia/Yukon	262	305	307
Total	2,000	2,076	2,042

Table 4: Number of screened-out participants per wave

Wave	Working in ineligible sector	Does not live in Canada	Younger than 18	Total
Pre-wave	285	2	48	335
Post-wave	304	4	56	364
Total	589	6	104	699

7. Non-response Bias

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

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

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

8. Weighting, Database and Banners

Overall, 4,118 surveys were completed. The weighting of each dataset (pre / post-campaign) was based on 3 variables: age, gender and region. The six regions used for weighting were Atlantic Canada, Quebec, Ontario, Manitoba/Saskatchewan/Nunavut, Alberta/Northwest Territories and British Columbia/Yukon. A weight value of 1 was attributed to respondents who had missing information on a weighting variable. The weights are based on the most recent Statistics Canada census information that is publicly available, the 2021 census.

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

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

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

9. Appendices: Surveys

English Survey: Pre-wave

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians.

Your participation is voluntary and your responses will be kept entirely confidential.

The survey takes about 5 minutes to complete. If you get interrupted while doing the survey, you **can select the same link** to pick up right where you left off.

If you require any technical assistance, please contact us.

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: 20231212-AD318. Click here (<https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=en>) if you wish to verify the authenticity of this survey.

QA Does anyone in your household work for any of the following organizations? Select all that apply.

- 1 A marketing research firm
- 2 A magazine or newspaper
- 3 An advertising agency or graphic design firm
- 4 A political party
- 5 A radio or television station
- 6 A public relations company
- 7 The federal or provincial government
- 8 None of these organizations (Exclusive)

If QA is 1 through 7 terminate.

QB What is your gender?

- 1 Male
- 2 Female
- 3 Other
- 99 Prefer not to answer

QC In what year were you born? Minimum: 1900, Maximum: 2020

- 8 Prefer not to answer

If QC is under 18 (C > 2005) terminate.

Show if QC prefer not to answer

QD In which of the following age categories do you belong?

- 1 less than 18 years old

- 2 18 to 24
- 3 25 to 34
- 4 35 to 44
- 5 45 to 54
- 6 55 to 64
- 7 65 or older
- 99 Prefer not to answer

If QD under 18 or refused terminate.

QE In which province or territory do you live?

- 1 Alberta
- 2 British Columbia
- 3 Manitoba
- 4 New Brunswick
- 5 Newfoundland and Labrador
- 6 Northwest Territories
- 7 Nova Scotia
- 8 Nunavut
- 9 Ontario
- 10 Prince Edward Island
- 11 Quebec
- 12 Saskatchewan
- 13 Yukon
- 99 None of the above

If QE no province or territory terminate.

Q1 Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

- 1 Yes
- 2 No

Show if Q1 saw ads

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

T1a Over the past three weeks, have you seen, read or heard any Government of Canada ad about national parks and national historic sites?

- 1 Yes
- 2 No

Show if T1a saw ads

T1b Where have you seen, read or heard this Government of Canada ad about national parks and national historic sites? Select all that apply.

- 1 Print magazine
- 2 Print newspaper
- 3 Radio
- 4 Television

- 5 Digital/Streaming TV (e.g., Netflix, Disney+)
- 22 In-flight entertainment screen
- 6 Snapchat
- 7 Facebook
- 9 In a mobile app
- 11 Instagram
- 12 Internet website
- 15 Online news sites
- 17 Pinterest
- 8 Digital/Streaming radio (e.g., Spotify, Podcast)
- 10 TikTok
- 13 X (formerly known as Twitter)
- 16 Web search (e.g., Google, Bing)
- 18 YouTube
- 19 Outdoor billboards/signage
- 20 Transit (e.g., Inside/outside bus/subway or bus shelter)
- 21 Other, specify :

Show if T1a Yes

T1C What do you remember about this ad?

T1D Off the top of your head, can you name the organization or government department that operates officially designated national parks and national historic sites of Canada?

- 1 No
- 2 Yes, specify:

T1E Show if Does not know Parks Canada

T1E Have you ever heard of Parks Canada, which is a federal government agency?

- 1 Yes, I have heard of it
- 2 No, I have not heard of it

T1F Parks Canada aims to protect and present Canada's national parks and national historic sites, and also to promote public understanding, appreciation and enjoyment of these places for present and future generations. How much do you oppose or support this mandate?

- 5 5 - Completely support
- 4 4
- 3 3 - Neither support nor oppose
- 2 2
- 1 1 - Completely oppose

T1G How interested are you in visiting a national park or a national historic site within the next year?

- 1 Very interested
- 2 Somewhat interested
- 3 Not at all interested

T1H How likely are you to visit a national park or national historic site within the next year?

- 1 Very likely

- 2 Somewhat likely
- 3 Not likely

D1 Which of the following categories best describes your current employment status? Are you...

- 1 Working full-time (30 or more hours per week)
- 2 Working part-time (less than 30 hours per week)
- 3 Self-employed
- 4 Unemployed, but looking for work
- 5 A student attending school full-time
- 6 Retired
- 7 Not in the workforce (Full-time homemaker or unemployed but not looking for work)
- 8 Other employment status

D2 What is the highest level of formal education that you have completed?

- 1 Grade 8 or less
- 2 Some high school
- 3 High school diploma or equivalent
- 4 Registered Apprenticeship or other trades certificate or diploma
- 5 College, CEGEP or other non-university certificate or diploma
- 6 University certificate or diploma below bachelor's level
- 7 Bachelor's degree
- 8 Postgraduate degree above bachelor's level

D3 Are there any children under the age of 18 currently living in your household?

- 1 Yes
- 2 No

D4 Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

- 1 Under \$20,000
- 2 Between \$20,000 and just under \$40,000
- 3 Between \$40,000 and just under \$60,000
- 4 Between \$60,000 and just under \$80,000
- 5 Between \$80,000 and just under \$100,000
- 6 Between \$100,000 and just under \$150,000
- 7 Between \$150,000 and just under \$200,000
- 8 \$200,000 and above
- 99 Prefer not to answer

D5 Where were you born?

- 1 Born in Canada
- 2 Born outside Canada, specify:

Show if D5 is born outside Can

D6 In what year did you first move to Canada? Minimum: 1900, Maximum: 2023

- 8 Prefer not to answer

D7 Which language(s) did you first learn at home as a child and still understand? Select up to two.

- 1 English
- 2 French
- 77 Other language, specify

Show if BC ON or QC

D8

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

(if BC) Do you live in the Vancouver metropolitan area?

(if QC) Do you live in the Montreal metropolitan area?

- 1 Yes
- 2 No

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

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

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

English Survey: Post-wave

Thank you for taking a few minutes to complete this survey on current issues that matter to Canadians.

Your participation is voluntary and your responses will be kept entirely confidential.

The survey takes about 8 minutes to complete. If you get interrupted while doing the survey, you **can select the same link** to pick up right where you left off.

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If QA is 1 through 7 terminate.

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- 6 Northwest Territories
- 7 Nova Scotia
- 8 Nunavut
- 9 Ontario
- 10 Prince Edward Island
- 11 Quebec
- 12 Saskatchewan
- 13 Yukon
- 99 None of the above

If QE no province or territory terminate.

Q1 Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

- 1 Yes
- 0 No

Show if Q1 Yes

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

T1a Over the past few months, have you seen, read or heard any Government of Canada ad about national parks and national historic sites?

- 1 Yes
- 0 No

Show if T1a Yes

T1b Where have you seen, read or heard this Government of Canada ad about national parks and national historic sites?

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

Show if T1a Yes

T1C What do you remember about this ad?

T1D Off the top of your head, can you name the organization or government department that operates officially designated national parks and national historic sites of Canada?

- 1 No

2 Yes, specify :

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- 2 Somewhat interested
- 3 Not at all interested

T1H How likely are you to visit a national park or national historic site within the next year?

- 1 Very likely
- 2 Somewhat likely
- 3 Not likely

Here are some ads that have recently been broadcast on various media. Click here to watch.

30-second ad

15-second ad

15-second ad

T1I Over the past few months, have you seen, read or heard these ads or any variations of these ads?

- 1 Yes
- 0 No

Show if heard about these ads

T1J Where have you seen, read or heard these ads? Select all that apply.

- 1 Print magazine
- 2 Print newspaper
- 3 Radio
- 4 Television
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- 10 Instagram
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- 18 YouTube
- 19 Outdoor billboards/signage
- 20 Transit (e.g., Inside/outside bus/subway or bus shelter)
- 21 Other, specify:

T1K What do you think is the main point these ads are trying to get across?

T1L Please indicate your level of agreement with the following statements about these ads.

- 8. These ads motivate me to consider visiting a national park and/or a national historic site as part of a day visit or vacation
- 1. These ads catch my attention *
- 2. These ads are relevant to me *
- 3. These ads are difficult to follow *
- 4. These ads do not favour one political party over another *
- 5. These ads talk about an important topic *
- 6. These ads provide new information *
- 7. These ads clearly convey that the Government of Canada is inviting Canadians to visit national parks and historic sites *
- 9. After viewing the videos, my opinion of national parks and national historic sites as a tourism attraction has improved *

Levels marked with * are randomized

- 1 1 - Strongly Disagree
- 3 2
- 4 3
- 5 4
- 6 5 - Strongly Agree

D1 Which of the following categories best describes your current employment status? Are you...

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- 2 Working part-time (less than 30 hours per week)
- 3 Self-employed
- 4 Unemployed, but looking for work
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- 6 University certificate or diploma below bachelor's level
- 7 Bachelor's degree
- 8 Postgraduate degree above bachelor's level

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- 5 Between \$80,000 and just under \$100,000
- 6 Between \$100,000 and just under \$150,000
- 7 Between \$150,000 and just under \$200,000
- 8 \$200,000 and above
- 8 Prefer not to answer

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- 1 Born in Canada
- 2 Born outside Canada, specify :

Show if D5 is born outside Can

D6 In what year did you first move to Canada? Minimum: 1900, Maximum: 2024

- 8 Prefer not to answer

D7 Which language(s) did you first learn at home as a child and still understand? Select up to two.

- 1 English
- 2 French
- 77 Other language, specify :

Show if BC ON or QC

D8

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

(if BC) Do you live in the Vancouver metropolitan area?

(if QC) Do you live in the Montreal metropolitan area?

- 1 Yes
- 0 No

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

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

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

French Survey: Pre-wave

Merci de prendre quelques minutes pour répondre à ce sondage sur des enjeux d'actualité qui intéressent les Canadiens.

Votre participation est volontaire et vos réponses seront entièrement confidentielles.

Le sondage prendra **moins environ 5 minutes** à compléter. Si vous êtes interrompu pendant que vous remplissez le sondage, vous pouvez **cliquer sur le même lien** pour reprendre là où vous vous étiez arrêté.

Veillez communiquer avec nous pour obtenir de l'aide d'ordre technique.

Le gouvernement du Canada a mandaté une société indépendante de recherche sur l'opinion publique, Advanis (<http://advanis.net>), pour réaliser l'étude en son nom. Vous avez déjà complété une étude MaVilleÉcoute (<http://www.tellcityhall.ca>) pour nous dans le passé et vous nous avez dit que vous pourriez participer à d'autres études de politique publique à l'avenir. Vos informations personnelles sont traitées avec les plus hauts standards de confidentialité par Advanis. Les réponses à l'enquête seront regroupées avec celles des autres participants et vos informations personnelles ne seront utilisées qu'aux fins indiquées dans l'enquête. Nous n'utiliserons pas ces informations à d'autres fins que celles conformes aux exigences et aux directives en matière d'études de marché.

Cette enquête est enregistrée auprès du Conseil de recherche et d'intelligence marketing canadien (CRIC). Le numéro de vérification du projet est : 20231212-AD318. Cliquez ici (<https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=fr>) si vous souhaitez vérifier l'authenticité du présent sondage et ici (<http://www.tellcityhall.ca/privacy.html>) pour lire notre politique de confidentialité.

QA Quelqu'un au sein de votre foyer travaille-t-il pour l'une ou l'autre des organisations suivantes? Sélectionnez tout ce qui s'applique.

- 1 Une firme de recherche en marketing
- 2 Un magazine ou un quotidien
- 3 Une agence de publicité ou de conception graphique
- 4 Un parti politique
- 5 Une station radiophonique ou de télévision
- 6 Une firme de relations publiques
- 7 Le gouvernement fédéral ou provincial
- 8 Aucune de ces organisations (*Exclusif*)

Si QA est de 1 à 7 terminer

QB Quel est votre genre?

- 1 Homme
- 2 Femme
- 3 Autre
- 99 Je préfère ne pas répondre

QC Quelle est votre année de naissance? Minimum: 1900, Maximum: 2020

- 8 Je préfère ne pas répondre

Si le QC est âgé de moins de 18 ans (C > 2005), terminer.

Montrer si le QC préfère ne pas répondre

QD À quelle catégorie d'âge appartenez-vous?

- 1 Moins de 18 ans
- 2 18 à 24
- 3 25 à 34
- 4 35 à 44
- 5 45 à 54
- 6 55 à 64
- 7 65 et plus
- 99 Je préfère ne pas répondre

Terminer si le QD est âgé de moins de 18 ans ou s'il est refusé

QE Dans quelle province ou quel territoire habitez-vous?

- 1 Alberta
- 2 Colombie-Britannique
- 3 Manitoba
- 4 Nouveau-Brunswick
- 5 Terre-Neuve-et-Labrador
- 6 Territoire du Nord-Ouest
- 7 Nouvelle-Écosse
- 8 Nunavut
- 9 Ontario
- 10 Île-du-Prince-Édouard
- 11 Québec
- 12 Saskatchewan
- 13 Yukon
- 99 Ailleurs dans le monde

Si QE, aucune province ou territoire terminer

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

- 1 Oui
- 2 Non

Montrer si Q1 a vu des publicités

Q3 Pensez à la plus récente publicité du gouvernement du Canada qui vous revient à l'esprit. De quoi vous souvenez-vous à propos de cette publicité?

T1a Au cours des trois dernières semaines, avez-vous vu, lu ou entendu une publicité du gouvernement du Canada au sujet de parcs nationaux et des lieux historiques nationaux?

- 1 Oui
- 2 Non

Montrer si T1a vu des publicités

T1b Où avez-vous vu, lu ou entendu cette publicité du gouvernement du Canada au sujet de parcs nationaux et des lieux historiques nationaux?

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

Montrer si T1a a vu des publicités

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

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

- 1 Non
- 2 Oui, veuillez préciser :

T1E Montrer si ne sait pas Parcs Canada

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

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

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

- 5 5 - Appuie totalement
- 4 4
- 3 3 - Ni pour, ni contre

- 2 2
- 1 1 - S'oppose totalement

T1G Dans quelle mesure êtes-vous intéressé à visiter un parc national ou un lieu historique national au cours de l'année à venir?

- 1 Très intéressé(e)
- 2 Assez intéressé(e)
- 3 Pas du tout intéressé(e)

T1H Quelle est la probabilité que vous visitiez un parc national ou un lieu historique national au cours de l'année à venir?

- 1 Très probable
- 2 Assez probable
- 3 Pas probable

D1 Laquelle de ces descriptions correspond le mieux à votre situation d'emploi actuelle? Êtes-vous...

- 1 Travailleur/travailleuse à temps complet (30 heures et plus par semaine)
- 2 Travailleur/travailleuse à temps partiel (moins de 30 heures par semaine)
- 3 Travailleur/travailleuse autonome
- 4 Sans emploi, mais à la recherche d'un emploi
- 5 Étudiant(e) à temps plein
- 6 Retraité(e)
- 7 À l'extérieur du marché du travail (personne au foyer à temps plein ou sans emploi et non à la recherche d'emploi)
- 8 Autre situation

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

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

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

- 1 Oui
- 2 Non

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

- 1 Moins de 20 000 \$
- 2 Entre 20 000 \$ et moins de 40 000 \$
- 3 Entre 40 000 \$ et moins de 60 000 \$
- 4 Entre 60 000 \$ et moins de 80 000 \$

- 5 Entre 80 000 \$ et moins de 100 000 \$
- 6 Entre 100 000 \$ et moins de 150 000 \$
- 7 Entre 150 000 \$ et moins de 200 000 \$
- 8 200 000 \$ et plus
- 99 Je préfère ne pas répondre

D5 Où êtes-vous né(e)?

- 1 Au Canada
- 2 À l'étranger, précisez quel pays :

Montrer si D5 est né en dehors de Can

D6 En quelle année êtes-vous arrivé(e) au Canada? Minimum: 1900, Maximum: 2023

- 8 Je préfère ne pas répondre

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

- 1 Anglais
- 2 Français
- 77 Autre langue; veuillez préciser :

Montrer si ON C.-B. ou QC

D8

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

(si C.-B.) Habitez-vous dans la région métropolitaine de Vancouver?

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

- 1 Oui
- 2 Non

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

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

French Survey: Post-wave

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

Votre participation est volontaire et toutes vos réponses demeureront confidentielles.

Le sondage prend environ 8 minutes à compléter. Si vous êtes interrompu pendant que vous remplissez le sondage, vous pouvez **cliquer sur le même lien** pour reprendre là où vous vous étiez arrêté.

Veillez communiquer avec nous pour obtenir de l'aide d'ordre technique.

Cette enquête utilise la méthodologie de collecte de données MaVilleÉcoute (s'ouvre dans une autre fenêtre) (<http://www.mavilleecoute.ca>) d'Advanis. Vos informations personnelles sont traitées avec les plus hauts standards de confidentialité par Advanis. Les réponses au sondage seront regroupées avec les réponses des autres participants et vos renseignements personnels ne seront utilisés qu'aux fins énoncées dans le sondage. Nous n'utiliserons pas ces informations à d'autres fins que celles conformes aux exigences et directives des études de marché.

Cette enquête est enregistrée auprès du Service de vérification de la recherche du Conseil de recherche et d'intelligence marketing canadien (CRIC). Le numéro de vérification du projet est : 20231212-AD318. Cliquez ici (s'ouvre dans une autre fenêtre) (<https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=fr>) pour vérifier la légitimité de ce sondage.

QA Quelqu'un au sein de votre foyer travaille-t-il pour l'une ou l'autre des organisations suivantes? Sélectionnez tout ce qui s'applique.

- 1 Une firme de recherche en marketing
- 2 Un magazine ou un quotidien
- 3 Une agence de publicité ou de conception graphique
- 4 Un parti politique
- 5 Une station radiophonique ou de télévision
- 6 Une firme de relations publiques
- 7 Le gouvernement fédéral ou provincial
- 8 Aucune de ces organisations (Exclusif)

Si QA est de 1 à 7 terminer

QB Quel est votre genre ?

- 1 Homme
- 2 Femme
- 3 Autre
- 8 Je préfère ne pas répondre

QC En quelle année êtes-vous né(e)? Minimum: 1900, Maximum: 2020

- 8 Je préfère ne pas répondre

Si le QC est âgé de moins de 18 ans (C > 2005), terminer.

Montrer si le QC préfère ne pas répondre

QD À quelle catégorie d'âge appartenez-vous?

- 1 Moins de 18 ans
- 2 18 à 24
- 3 25 à 34
- 4 35 à 44
- 5 45 à 54
- 6 55 à 64
- 7 65 et plus

-8 Je préfère ne pas répondre
Terminer si le QD est âgé de moins de 18 ans ou s'il est refusé

QE Dans quelle province ou quel territoire habitez-vous?

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

Si QE, aucune province ou territoire terminer

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

- 1 Oui
- 0 Non

Montrer si Q1 Oui

Q3 Pensez à la plus récente publicité du gouvernement du Canada qui vous revient à l'esprit. De quoi vous souvenez-vous à propos de cette publicité?

T1a Au cours des derniers mois, avez-vous vu, lu ou entendu une publicité du gouvernement du Canada au sujet de parcs nationaux et des lieux historiques nationaux?

- 1 Oui
- 0 Non

Montrer si T1a Oui

T1b Où avez-vous vu, lu ou entendu cette publicité du gouvernement du Canada au sujet des parcs nationaux et des lieux historiques nationaux? Sélectionnez tout ce qui s'applique.

- 1 Magazines
- 2 Journal imprimé
- 3 Radio
- 4 Télévision
- 5 Télévision numérique/en continue (p. ex. Netflix, Disney+)
- 22 Écran de divertissement à bord d'un avion
- 6 Snapchat
- 7 Facebook
- 9 Une application mobile
- 11 Instagram

- 12 Site Internet
- 15 Sites web de nouvelles
- 17 Pinterest
- 8 Radio numérique/en continue (p. ex. Spotify, Podcast)
- 10 TikTok
- 13 X (auparavant Twitter)
- 16 Moteur de recherche (p. ex. Google, Bing)
- 18 YouTube
- 19 Panneaux d'affichage extérieurs
- 20 Transport en commun (par exemple, intérieur/extérieur des autobus / dans le métro, dans un abribus)
- 21 Autres, veuillez préciser :

Montrer si T1a Oui

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

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

- 1 Non
- 2 Oui, veuillez préciser :

T1E Montrer si ne sait pas Parcs Canada

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

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

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

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

T1G Dans quelle mesure êtes-vous intéressé à visiter un parc national ou un lieu historique national au cours de l'année à venir?

- 1 Très intéressé(e)
- 2 Assez intéressé(e)
- 3 Pas du tout intéressé(e)

T1H Quelle est la probabilité que vous visitiez un parc national ou un lieu historique national au cours de l'année à venir?

- 1 Très probable
- 2 Assez probable

3 Pas probable

Voici quelques publicités qui ont récemment été diffusées sur différents médias. Cliquez ici pour voir.

Publicité de 30 secondes

Publicité de 15 secondes

Publicité de 15 secondes

T1I Au cours des derniers mois, avez-vous vu, lu ou entendu ces publicités ou des variations de celles-ci?

- 1 Oui
- 0 Non

Montrer si T1I Oui

T1J Où avez-vous vu, lu ou entendu ces publicités? Sélectionnez tout ce qui s'applique.

- 1 Magazines
- 2 Journal imprimé
- 3 Radio
- 4 Télévision
- 5 Télévision numérique/en continue (p. ex. Netflix, Disney+)
- 6 Écran de divertissement à bord d'un avion
- 7 Snapchat
- 8 Facebook
- 9 Une application mobile
- 10 Instagram
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- 15 TikTok
- 16 X (auparavant Twitter)
- 17 Moteur de recherche (p. ex. Google, Bing)
- 18 YouTube
- 19 Panneaux d'affichage extérieurs
- 20 Transport en commun (par exemple, intérieur/extérieur des autobus / dans le métro, dans un abribus)
- 21 Autres, veuillez préciser :

T1K Quel est, selon vous, le message principal que ces publicités tentent de véhiculer?

T1L Dans quelle mesure êtes-vous d'accord ou non avec les énoncés suivants au sujet de ces publicités?

- 8. Ces publicités m'incitent à visiter un parc national ou un lieu historique national dans le cadre d'une visite d'une journée ou de vacances
- 1. Ces publicités attirent mon attention *
- 2. Ces publicités me concernent *
- 3. Ces publicités sont difficiles à suivre *
- 4. Ces publicités ne favorisent pas un parti politique plus qu'un autre *

5. Ces publicités traitent d'un sujet important *
6. Ces publicités fournissent de l'information nouvelle *
7. Ces publicités indiquent clairement que le gouvernement du Canada invite les Canadiens à visiter les parcs nationaux et les lieux historiques *
9. Après avoir visionné les vidéos, mon opinion sur les parcs nationaux et les lieux historiques nationaux en tant qu'attraction touristique s'est améliorée *

* Ces niveaux sont présentés dans un ordre aléatoire

- | | |
|---|----------------------------|
| 1 | 1 - Fortement en désaccord |
| 3 | 2 |
| 4 | 3 |
| 5 | 4 |
| 6 | 5 - Fortement en accord |

D1 Laquelle de ces descriptions correspond le mieux à votre situation d'emploi actuelle? Êtes-vous...

- 1 Travailleur/travailleuse à temps complet (30 heures et plus par semaine)
- 2 Travailleur/travailleuse à temps partiel (moins de 30 heures par semaine)
- 3 Travailleur autonome
- 4 Sans emploi, mais à la recherche d'un emploi
- 5 Étudiant(e) à temps plein
- 6 Retraité
- 7 À l'extérieur du marché du travail (personne au foyer à temps plein ou sans emploi et non à la recherche d'emploi)
- 8 Autre situation

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

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

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

- 1 Oui
- 0 Non

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

- 1 Moins de 20 000 \$
- 2 Entre 20 000 \$ et moins de 40 000 \$
- 3 Entre 40 000 \$ et moins de 60 000 \$
- 4 Entre 60 000 \$ et moins de 80 000 \$

- 5 Entre 80 000 \$ et moins de 100 000 \$
- 6 Entre 100 000 \$ et 150 000 \$
- 7 Entre 150 000 \$ et moins de 200 000 \$
- 8 200 000 \$ et plus
- 8 Préfère ne pas répondre

D5 Où êtes-vous né(e)?

- 1 Au Canada
- 2 À l'étranger, précisez quel pays :

Montrer si D5 est né en dehors de Can

D6 En quelle année êtes-vous arrivé(e) au Canada? Minimum: 1900, Maximum: 2024

- 8 Je préfère ne pas répondre

D7 Quelle est la première langue que vous avez apprise à la maison lorsque vous étiez enfant et que vous comprenez encore? En choisir au plus deux.

- 1 Anglais
- 2 Français
- 77 Autre langue; veuillez préciser :

Montrer si C.-B. ON ou QC

D8

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

(si C.-B.) Habitez-vous dans la région métropolitaine de Vancouver?

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

- 1 Oui
- 0 Non

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

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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) (<http://www.mavilleecoute.ca/sondages.html>).