



Parks Canada Tracking Study 2025

Methods Report

Prepared for Parks Canada Agency

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Table of contents

1. Background and Objectives	3
2. Methodology.....	3
2.1 Survey Design	3
2.2 Sampling and Administration.....	4
2.3 Weighting and Data Cleaning	5
2.4 Quality Control.....	6
3. Non Response Bias.....	8
Appendix: Questionnaires	9

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This report presents the methodological details for the *Parks Canada Tracking Study 2025* conducted by Advanis on behalf of the Parks Canada Agency. The study involved three probability-based online/telephone surveys conducted between September 2025 and March 2026 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 2025*

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Executive Summary

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

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 three different waves during the 2025-26 fiscal year. The September wave occurred between August 28 and September 25, 2025, the December wave between November 17 and December 12, 2025, and the final wave between February 5 and March 9, 2026.

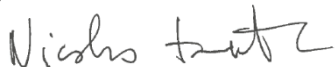
A total of 6,126 people completed the surveys between August 28, 2025, and March 9, 2026. The data was weighted based on geographic region, gender and age using 2021 Canadian Population Census data. The total cost of the study was \$59,762.43, including taxes.

Political Neutrality Statement and Contact Information

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

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

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1. Background and Objectives

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

Parks Canada undertakes tracking studies to understand the short and longer-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). Tracking surveys employ a standard set of questions for comparability over time.

The *Parks Canada Awareness Tracking Survey 2025* 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

Typically, the study is conducted in four waves each year. However, due to the General Election held on April 28th, 2025, the June wave was not completed. The study was completed in three waves and in both English and French. For each wave, Parks Canada sought a probability-based sample of 2,000 Canadian adults aged 18 or older drawn from the general population:

- Wave 1: August 28 to September 25, 2025
- Wave 2: November 17 to December 12, 2025
- Wave 3: February 5 to March 9, 2026

2.1 Survey Design

The questions for this study were designed by Parks Canada and supplied to Advanis. The questions were related to Canadians' knowledge and general awareness of the Parks Canada Agency, support of its mandate, and critical cross-functional issues to help inform programs. The majority of the questions were standard across all waves. Content that changed across waves included:

- Wave 1: Summer travel patterns, sentiments towards national parks and national historic sites
- Wave 2: Pass use intentions, sentiments towards national parks and national historic sites
- Wave 3: Visitation to national park or national historic sites, benefits of national parks and marine conservation areas and sentiments towards national parks and national historic sites

The Government of Canada’s standards for pre-testing were adhered to, pretests were conducted in both English and French. The wave 1 pretest was conducted on August 28, 2025. During this pretest, 321 people were recruited by phone in English and French. This led to 51 completed online surveys (10 French, and 41 English). No changes were made to the survey following the pretest. Results for each wave are presented in Table 1.

Table 1 – Pretest details by wave

	Wave 1 Sept 2025	Wave 2 Dec 2025	Wave 3 March 2026
Pre-test date	Aug. 28, 2025	Nov. 17-18, 2025	Feb. 5-8, 2026
English pre-tests completed	41	159	25
French pre-tests completed	10	34	65
Changes required Y/N	No	No	No

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 their proprietary interactive voice response (IVR) system and their 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 their 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 2 outlines the regional sample sought for each of the three waves and Table 3 provides detailed results by wave.

Table 2 – Regional sample for all waves

Province/Region	Target	Proportion	Margin of error
Atlantic provinces	135	6.75%	8.4%
Quebec	462	23.1%	4.6%
Ontario	774	38.7%	3.5%
Prairies (MB/SK)	129	6.45%	8.6%
Alberta	222	11.1%	6.6%
British Columbia	278	13.9%	5.9%
Total	2,000	100%	+/-2.2%

Table 3 – Wave details

	Wave 1 Sept 2025	Wave 2 Dec 2025	Wave 3 March 2026
Data collection period	Aug. 28 – Sept. 25, 2025	Nov. 17 – Dec. 12, 2025	Feb. 5 – Mar. 9, 2026
Survey length (average minutes)	4.3	4.4	5.0
National target	2,000	2,000	2,000
Invited to participate	7,184	7,495	7,530
Completed surveys (unweighted)	2,056	2,028	2,042
Response rate	28.6%	27.1%	27.1 %
Margin of error (national)	+/-2.2%	+/-2.2%	+/-2.2%

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. 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, elsewhere) and awareness. Final banner tables included unweighted (total) and weighted frequencies and percentage.

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.

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.
- Advanis' 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, Advanis interviewers are trained to use various interviewing techniques. As well as maintaining a professional attitude, their 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 the code, they 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 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) 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

The survey's introductory and concluding text has been omitted. Only the survey questions are included in the appendix.

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?

0 - No (Go to Q2)

1 - Yes, please specify: (Go to Q2 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 responses. (Show if Q3 = 1)

1 - Parks Canada website

9 - From friends or family /word of mouth

2 - Parks Canada newsletter (e.g., e-newsletter)

10 - Facebook

3 - Parks Canada mobile app

11 - YouTube

4 - Magazine

12 - X (formerly known as Twitter)

5 - Newspaper

13 - Instagram

6 - TV commercial

14 - Radio

7 - TV program/documentary

15 - Other websites

8 - TV news

16 - Other

-9 - Do not know/ not sure

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 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

5a Where would you visit/travel for vacation/leisure in the next three (3) months? If you have several trips planned, please select the destination for your next trip only. (Show if Q5 = 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 - Outside Canada and the US

Now we would like to ask you about protected areas.

6 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 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

6a In the last 3 months, have you accessed a protected or conserved natural area (such as a national or provincial park, a conservation area or a nature reserve)?

- 1 - Yes
- 2 - No
- 9 - Do not know/not sure

Wave specific questions

Wave 1: Q5b Did you travel for vacation/leisure in Canada this summer? Select all that apply.

- 1 - Yes – I visited places I had never been to before
- 2 - Yes – I returned to familiar places I hadn't visited in a while
- 3 - Yes – I went to places I visit regularly (e.g., every year)
- 4 - No – I did not travel in Canada this summer (program note: if this option is selected, cannot select other choices)

Wave 1: Q8 What sentiment generally comes to mind when you think of:

- National Historic Sites
- National Parks

- 1 - Pride
- 2 - Respect
- 3 - Mixed feelings
- 4 - Indifference
- 5 - Resentment
- 6 - Other

Wave 2: Q5c Do you plan to use the Canada Strong Pass, which offers free admission, to visit a Parks Canada place in summer 2026?

- 1 - Yes
- 2 - Maybe
- 3 - No
- 4 - I wasn't aware of the Canada Strong Pass

Wave 2: Q8 What sentiment generally comes to mind when you think of:

- National Historic Sites
- National Parks

- 1 - Pride
- 2 - Respect
- 3 - Appreciation
- 4 - Mixed feelings
- 5 - Indifference
- 6 - Resentment
- 7 - Shame
- 8 - Other

Wave 3: Q5d Have you ever visited a national park or a national historic site?

- 1 - Yes
- 2 - No
- 9 - Don't know/ unsure

Wave 3: Q6b Canada has many national parks and marine conservation areas. What do you feel are the 3 most important benefits Canadians gain from protecting these places?

(Randomized, multiple selection – up to 3)

- 1 - Places for inspiration and spiritual renewal
- 2 - Places for recreation, leisure and fitness
- 3 - Education and research
- 4 - Economic opportunities for local communities (jobs, tourism)
- 5 - Biodiversity and habitats for plants and wildlife
- 6 - Clean water and air (e.g. trees and wetlands filter pollutants)
- 7 - Natural protection from storms and floods
- 8 - Capture and storage of carbon to help mitigate climate change (reduce greenhouse gas emissions)

Wave 3: Q8 What sentiment generally comes to mind when you think of:

- National Historic Sites
- National Parks

- 1 - Pride
- 2 - Respect
- 3 - Appreciation
- 4 - Mixed feelings
- 5 - Indifference
- 6 - Resentment
- 7 - Shame

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

D1 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

D2 With which gender category do you most identify?

- 1 - Male gender
- 2 - Female gender
- 3 - Gender diverse
- 8 - Prefer not to say

D3 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

D4 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

D5 Are there any children under the age of 18 currently living in your household?

- 1 - Yes
- 2 - No
- 8 - Prefer not to say

D6 Which of the following best describes you?

- 1 - I was born in Canada
- 2 - I was born outside Canada
- 8 - Prefer not to say

D7

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

French Questionnaire

Le texte d'introduction et de conclusion du sondage a été omis. Seules les questions du sondage sont incluses dans l'annexe.

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 ?

0 - Non (Aller à la question Q2)

1 - Oui, veuillez préciser : (Aller à la question Q2 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 - L'application mobile de Parcs Canada

4 - Article dans une revue ou un magazine

5 - Article dans le journal

6 - Publicité à la télévision

7 - Émission/documentaire à la télévision

8 - Nouvelles à la télévision

9 - Des amis ou de la famille/bouche à oreille

10 - Facebook

11 - YouTube

12 - X (auparavant Twitter)

13 - Instagram

14 - Radio

15 - Autres sites web

16 - Autre

-9 - Je ne sais pas/ pas certain

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 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

5a Où feriez-vous des visites/voyageriez-vous pour les vacances/ loisirs au cours des (3) trois prochains mois ? Si vous avez plusieurs voyages prévus, veuillez sélectionner la destination de votre prochain voyage uniquement. (Montrer si Q5 = 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 - À l'extérieur du Canada et des États-Unis

Nous aimerions maintenant vous poser quelques questions sur les aires protégées.

6 Lorsque vous pensez aux aires naturelles protégées ou conservées (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? (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
 - Y avoir accès est important pour moi personnellement
 - Elles sont importantes pour notre qualité de vie globale au Canada
- 5 - Tout à fait d'accord
 - 4 - D'accord
 - 3 - Neutre
 - 2 - En désaccord
 - 1 - Fortement en désaccord
 - 6 - Ne s'applique pas

6a Au cours des trois derniers mois, avez-vous accédé à une aire naturelle protégée ou conservée (parc national ou provincial, aire de conservation ou réserve naturelle) ?

- 1 - Oui
- 2 - Non
- 9 - Je ne sais pas/pas certain

Question spécifique à chaque vague

Vague 1 : Q5b Avez-vous voyagé pour des raisons de vacances ou de loisirs au Canada cet été? Sélectionnez toutes les réponses qui s'appliquent.

- 1 - Oui, j'ai visité des endroits où je n'étais jamais allé auparavant.
- 2 - Oui, je suis retourné dans des endroits familiers que je n'avais pas visités depuis longtemps.
- 3 - Oui, je suis allé dans des endroits que je visite régulièrement (par exemple, chaque année).
- 4 - Non, je n'ai pas voyagé au Canada cet été (remarque : si cette option est sélectionnée, les autres choix ne peuvent pas être sélectionnés)

Vague 1 : Q8 Quel sentiment vous vient généralement à l'esprit lorsque vous pensez aux :

- Sites historiques nationaux
- Parcs nationaux

- 1 - Fierté
- 2 - Respect
- 3 - Sentiments mitigés
- 4 - Indifférence
- 5 - Ressentiment
- 6 - Autre

Vague 2 : Q5c Envisagez-vous d'utiliser le laissez-passer *Un Canada fort*, qui offre l'entrée gratuite, pour visiter un site de Parcs Canada à l'été 2026 ?

- 1 - Oui
- 2 - Peut-être
- 3 - Non
- 4 - Je ne connaissais pas le laissez-passer *Un Canada fort*

Vague 2 : Q8 Quel sentiment vous vient généralement à l'esprit lorsque vous pensez aux :

- Sites historiques nationaux
- Parcs nationaux

- 1 - Fierté
- 2 - Respect
- 3 - Appréciation
- 4 - Sentiments mitigés
- 5 - Indifférence
- 6 - Ressentiment
- 7 - Honte
- 8 - Autre

Vague 3 : Q5d Avez-vous déjà visité un parc national ou un lieu historique national ?

- 1 - Oui
- 2 - Non
- 9 - Je ne sais pas/pas certain

Vague 3 : Q6b Le Canada a de nombreux parcs nationaux et aires marines de conservation. À votre avis, quels sont les 3 avantages les plus importants que les gens de toutes les régions du Canada tirent de la protection de ces lieux ? (Aléatoire, sélection multiple – jusqu'à 3)

- 1 - Lieux d'inspiration et de renouveau spirituel
- 2 - Lieux de loisirs, de détente et de conditionnement physique
- 3 - Éducation et recherche
- 4 - Opportunités économiques pour les communautés locales (emplois, tourisme)
- 5 - Biodiversité et habitats pour les plantes et la faune
- 6 - Eau et air propres (p. ex. les arbres et les zones humides filtrent les polluants)
- 7 - Protection naturelle contre les tempêtes et les inondations
- 8 - Captage et stockage du carbone pour aider à atténuer les changements climatiques (réduire les émissions de gaz à effet de serre)

Vague 3 : Q8 Quel sentiment vous vient généralement à l'esprit lorsque vous pensez aux :

- Sites historiques nationaux
- Parcs nationaux

- 1 - Fierté
- 2 - Respect
- 3 - Appréciation
- 4 - Sentiments mitigés
- 5 - Indifférence
- 6 - Ressentiment
- 7 - Honte

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

D1 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

D2 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

D3 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

D4 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

D5 Des enfants de 18 ans et moins habitent-ils actuellement dans votre ménage ?

- 1 - Oui
- 2 - Non
- 8 - Préfère ne pas le dire

D6 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

D7

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