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Parks Canada Advertising Campaign Evaluation (ACET) 2025-26

Methods Report

Prepared for Parks Canada

Supplier name: Advanis Inc.

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For more information on this report, please contact Parks Canada at:

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Ce rapport est aussi disponible en français.

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May 2026

This report presents the methodological details for the *Parks Canada Advertising Campaign Evaluation (ACET) 2025-26* conducted by Advanis Inc. on behalf of Parks Canada. This study was completed from January 23 to February 17, 2025, in the form of a pre-campaign survey and from April 1 to April 24, 2026, 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.

Ce rapport est aussi disponible en français sous le titre: Rapport méthodologique sur l'évaluation de la campagne publicitaire de Parks Canada (OEPC) 2025-26.

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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.

In February and March of 2026, Parks Canada launched a national advertising campaign designed to encourage Canadians to plan visits to national parks and national historic sites, supporting the growth of Canada's tourism industry. The campaign ran across multiple platforms, including traditional television, connected TV, digital video, social media, display banner ads, out-of-home advertising, including outdoor placements and airport screens and search engine marketing. While platforms were in market at different times, the campaign overall ran from February 16 to March 31, 2026.

In accordance with Government of Canada requirements, advertising campaigns valued at \$2 million or more must be evaluated using the Advertising and Campaign Evaluation Tool (ACET) through pre (baseline) and post-campaign surveys. This quantitative study collected feedback from Canadians to measure advertising performance, message recall, aided and unaided awareness of Parks Canada, support for its mandate, and interest in or intention to visit national parks or national historic sites within the next year. A consistent set of questions was used in both surveys to allow comparison before and after the campaign, enabling assessment of whether campaign objectives were met and informing future advertising efforts.

The pre-campaign (or "pre-wave") survey was conducted from January 23 to February 17, 2025. The post-campaign (or "post-wave") survey was conducted from April 1 to April 24, 2026. The gap between survey waves was due to the federal election held on April 28, 2025, including mandatory advertising blackout periods before and after the election. In addition, because the advertisement was intended to encourage Canadians to plan a visit to a Parks Canada site, the timing of the campaign was shifted to be in market ahead of the 2026 visitor season.

The study used Advanis' proprietary General Population Random Sample (GPRS). For each wave, this probability-based tool was administered to a nationally representative sample of 2,000 adult Canadians aged 18 and older. In total, 4,223 adult Canadians participated. Data was weighted by region, gender, and age using 2021 Canadian Census population data.

For the aided recall evaluation, respondents were shown photo advertisements used across various media platforms, as well as a single 45-second video combining three individual video versions.

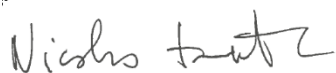
The contract value for this study was \$49,561.80 (tax included).

Political neutrality certification and Contact Information

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.

Signature:

A handwritten signature in black ink, appearing to read "Nicolas Toutant".

Nicolas Toutant
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1. Introduction

In February and March of 2026, Parks Canada launched a national advertising campaign designed to encourage Canadians to plan visits to national parks and national historic sites, supporting the growth of Canada's tourism industry. The campaign ran across multiple platforms, including traditional television, connected TV, digital video, social media, display banner ads, out-of-home advertising, including outdoor placements and airport screens and search engine marketing. While platforms were in market at different times, the campaign overall ran from February 16 to March 31, 2026.

2. Background and Research Objectives

In accordance with Government of Canada requirements, advertising campaigns valued at 2 million or more must be evaluated using the Advertising and Communication Evaluation Tool (ACET) through pre (baseline) and post-campaign surveys. This quantitative study collected feedback from Canadians to measure advertising performance, message recall, aided and unaided awareness of Parks Canada, support for its mandate, and interest in or intention to visit national parks or national historic sites within the next year. A consistent set of questions was used in both surveys to allow comparison before and after the campaign, enabling assessment of whether campaign objectives were met and informing future advertising efforts.

3. Methodology

3.1 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 23, 2025, for the pre-campaign survey (10 English and 31 French) and on April 1, 2026, for the post-campaign survey (17 English and 20 French). Respondents were asked to provide feedback on the survey, and no difficulties were reported; as a result, no changes were required.

This study was completed from January 23 to February 17, 2025, 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 April 1 to April 24, 2026. 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.

3.2 Sampling Plan and Administration

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 pre and post-campaign survey was 2,000 Canadian adults. 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 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	Pre-wave completes	Post-wave completes
Atlantic Canada	6.8%	136	155	129
Quebec	22.9%	459	491	519
Ontario	38.7%	775	712	742
Manitoba/Saskatchewan/Nunavut	6.8%	136	134	162
Alberta/Northwest Territories	11.6%	232	271	266
British Columbia/Yukon	13.1%	262	309	333
Total	100%	2,000	2,072	2,151

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, 36,684 SMS and emails were sent during data collection for these surveys.

Table 2 – Pre and post wave details

	Pre-wave January – February 2025	Post-wave April 2026
Data collection period	January 23 – February 17, 2025	April 1 – 24, 2026
Survey length (average minutes)	4.5	8.2
National target	2,000	2,000
Screened out	312	377
Invited to participate	8,287	8,059
Completed surveys (unweighted)	2,072	2,151
Response rate ¹	28.8%	31.4%
Margin of error (national)	+/-2.2%	+/-2.1%

3.3 Weighing and Data Cleaning

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 (unaided T1A)	Recall ad, did not recall ad
Ad (post survey: aided T1I)	Recall ad, did not recall ad

¹ Response rate = (Completed surveys + screened out) / invited to participate

4. 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: Surveys

English Survey: Pre-wave

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

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

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?

- 8 - Prefer not to answer

If QC is under 18 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 | 9 - Internet website |
| 2 - Print newspaper | 10 - Online news sites |
| 3 - Radio | 11 - Pinterest |
| 4 - Television | 12 - TikTok |
| 5 - Airport signage/screens | 13 - X (formerly Twitter) |
| 6 - Snapchat | 14 - Web search (e.g. Google, Bing) |
| 7 - Facebook | 15 - YouTube |
| 8 - Instagram | 16 - Outdoor billboards/signage |

17 - Transit (e.g. Inside/outside bus/subway
or bus shelter)

18 - Reddit
19 - 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
- 9 - 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?

- 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

English Survey: Post-wave

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

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?

-8 - Prefer not to answer

If QC is under 18 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 | 11 - Pinterest |
| 2 - Print newspaper | 12 - TikTok |
| 3 - Radio | 13 - X (formerly Twitter) |
| 4 - Television | 14 - Web search (e.g. Google, Bing) |
| 5 - Airport signage/screens | 15 - YouTube |
| 6 - Snapchat | 16 - Outdoor billboards/signage |
| 7 - Facebook | 17 - Transit (e.g. Inside/outside bus/subway or bus shelter) |
| 8 - Instagram | 18 - Reddit |
| 9 - Internet website | 19 - Other, specify: |
| 10 - Online news sites | |

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

Here are some ads that have recently been shown on various media.

Photo 1

Photo 2

Photo 3

Click below to watch three versions of the video ad combined into one 45 second video.
45 second ad

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

- 1 - Yes
- 2 - No

Show if heard about these ads

T1J Where have you seen, read or heard these ads?

- | | |
|-----------------------------|--|
| 1 - Print magazine | 11 - Pinterest |
| 2 - Print newspaper | 12 - TikTok |
| 3 - Radio | 13 - X (formerly Twitter) |
| 4 - Television | 14 - Web search (e.g. Google, Bing) |
| 5 - Airport signage/screens | 15 - YouTube |
| 6 - Snapchat | 16 - Outdoor billboards/signage |
| 7 - Facebook | 17 - Transit (e.g. Inside/outside bus/subway or bus shelter) |
| 8 - Instagram | 18 - Reddit |
| 9 - Internet website | 19 - Other, specify: |
| 10 - Online news sites | |

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.

- 1. These ads motivate me to consider visiting a national park and/or a national historic site as part of a day visit or vacation
- 2. These ads catch my attention *
- 3. These ads are relevant to me *
- 4. These ads are difficult to follow *
- 5. These ads do not favour one political party over another *
- 6. These ads talk about an important topic *
- 7. These ads provide new information *

8. 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 - Strongly Disagree

2 - 2

3 - 3

4 - 4

5 - 5 - Strongly Agree

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

0 - 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
- 8 - 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?

- 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

French Survey: Pre-wave

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?

-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 | 12 - TikTok |
| 2 - Journal imprimé | 13 - X (auparavant Twitter) |
| 3 - Radio | 14 - Moteur de recherche (p. ex. Google, Bing) |
| 4 - Télévision | 15 - YouTube |
| 5 - Affichage dans les aéroports | 16 - Panneaux d'affichage extérieurs |
| 6 - Snapchat | 17 - Transport en commun (par exemple, intérieur/extérieur des autobus / dans le métro, dans un abribus) |
| 7 - Facebook | 18 - Reddit |
| 8 - Instagram | 19 - Autres, veuillez préciser: |
| 9 - Site Internet | |
| 10 - Sites web de nouvelles | |
| 11 - Pinterest | |

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
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- 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?

-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

French Survey: Post-wave

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)?

-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 | 12 - TikTok |
| 2 - Journal imprimé | 13 - X (auparavant Twitter) |
| 3 - Radio | 14 - Moteur de recherche (p. ex. Google, Bing) |
| 4 - Télévision | 15 - YouTube |
| 5 - Affichage dans les aéroports | 16 - Panneaux d'affichage extérieurs |
| 6 - Snapchat | 17 - Transport en commun (par exemple, intérieur/extérieur des autobus / dans le métro, dans un abribus) |
| 7 - Facebook | 18 - Reddit |
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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 :

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- 5 - 5 – Appuie totalement
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- 1 - Très probable
- 2 - Assez probable
- 3 - Pas probable

Voici quelques publicités qui ont récemment été diffusées sur divers médias.

Photo 1

Photo 2

Photo 3

Cliquez ci-dessous pour visionner les trois versions de la publicité vidéo regroupées en une seule vidéo de 45 secondes.

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

- 1 - Oui
- 2 - Non

Montrer si T1I Oui

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

- | | |
|----------------------------------|--|
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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?

1. 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
2. Ces publicités attirent mon attention *
3. Ces publicités me concernent *
4. Ces publicités sont difficiles à suivre *
5. Ces publicités ne favorisent pas un parti politique plus qu'un autre *
6. Ces publicités traitent d'un sujet important *
7. Ces publicités fournissent de l'information nouvelle *
8. 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

2 - 2

3 - 3

4 - 4

5 - 5 - Fortement en accord

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

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- 0 - Non