

TENDER ADDENDUM**GATINEAU PARK VISITOR AND
ECONOMIC IMPACT STUDY**

**NCC tender file # AL1610
14 August 2015
ADDENDUM NO: 1**

ADDENDA À LA SOUMISSION**ÉTUDE SUR LES VISITEURS DU PARC
DE LA GATINEAU ET LEURS
RETOMBÉES ÉCONOMIQUES**

**Dossier de soumission de la CCN no. AL1610
14 août 2015
ADDENDA NO: 1**

The following shall be read in conjunction with and shall form an integral part of the Tender/Proposal and Contract Documents:

1. The bid closing date is extended to Tuesday, September 1, 2015 at 3pm EDT.
2. Please find attached two previous studies referenced in the RFP; Visitor study and economic impact study in 1998 (English and French) and in 2011 (English only).

Ce qui suit doit être interprété comme faisant partie intégrante de la proposition/appeal d'offres et des documents relatifs au contrat :

1. La clôture d'offre est prolongée à mardi, le 1^{er} septembre 2015 à 15h00, HAE.
2. En annexe sont deux rapports précédents référencés dans l'appel d'offre : L'étude des visiteurs et impacte économique en 1998 (français et anglais) et en 2011 (anglais seulement).

Allan Lapensée
Senior Contract Officer / Agent principal des contrats
Procurement Services / Services d'approvisionnement
613-239-5678 ext/poste 5051
allan.lapensee@ncc-ccn.ca

Gatineau Park
Economic Impacts
of
Visitor Spending
Summary Report

Prepared by:
The Outspan Group
Amherst Island

March, 1998

Economic Impacts of Gatineau Park Visitor Spending

Introduction

Gatineau Park is a major natural, educational, historical and recreational resource located in the Province of Québec within Canada's National Capital Region (NCR). The park extends 50 kilometres north and west of the Ottawa-Hull metropolitan area, encompassing an area of 35,600 hectares (7.6% of the NCR).

A wide variety of activities are available to visitors of the park throughout the year - many recreational and several cultural. Recreational activities include: alpine skiing, cross-country skiing, snowshoeing, camping (4 season), boating, birdwatching, swimming, hiking, cycling and many others. In support of these activities, the park encompasses the following facilities: pathways, camping facilities, picnic grounds, supervised beaches, visitor reception centres, amphitheatres, alpine skiing centre, historic properties, plus many natural features.

The role of the park is to provide the NCR with a natural area that is unique. It contributes to the green image of the capital by demonstrating the extent and wealth of Canada's natural resources (conveying the importance of the natural component in Canada's culture and values) and demonstrates the wisdom of preserving natural areas in large urban centres. The park increases the range of experiences available to visitors to the capital, providing a place to recreate, meet and learn in a natural environment. It also provides a background for the growing range of visitor facilities, services and experiences available within and around the park.

In order for Gatineau Park to be in a position to demonstrate that its role is beneficial and that it is capable of providing significant returns to donors and to Canadians more generally, it needs to analyze the benefits it produces. One of the components of the park's benefits is that received by businesses in and around the park. Usually these benefits are measured by the economic impacts associated with spending by visitors to the park. This study provides an assessment of these impacts.

Cautionary Note

Readers should be aware that the research presented covers only three seasons of park visitors - summer, fall and winter; spring has been excluded. In addition, the expenditures of the park itself on operations and development are not included in this analysis. Secondly, visitors to the Vorlage skiing centre have been included in the analysis, although Vorlage is now privately owned. Finally, the impacts estimated have been derived largely from secondary sources since primary data was not available. As a result, a variety of assumptions were required to develop the impact estimates. These assumptions, however, were based on corroborating information from other studies and those adopted were generally conservative. It is also worth noting that the objective of this analysis was to provide an initial "order-of-magnitude" estimate of economic impacts which could be used as a starting point for further work.

Economic Benefits

Public parks such as Gatineau Park produce a variety of benefits. Some of these benefits accrue to individuals, some to business and others to society as a whole. This study is concerned with only the benefits to business within the NCR (Ontario and Québec) from spending associated with Gatineau Park visitors. The business benefits to the NCR are a specific subset of economic impacts derived from all visitor spending which can be attributed to a park visit. The subset economic impacts are those associated with spending within the NCR by non-residents of the NCR which were attributable to their visit to Gatineau Park. Before estimating the business benefits, it is necessary to derive estimates of overall economic impacts.

The source of economic impacts is an injection of funds within a defined economy - in this case the NCR. The funds injected into the economy are from summer, fall and winter visitors to Gatineau Park. Frequently these impacts are measured by the changes in gross domestic product (GDP), labour income and person-years of employment. In this study the Provincial Economic Impact Model, created by the federal Department of Canadian Heritage based on Statistics Canada input-output coefficients has been used.

Prior to estimating the economic impacts, two steps must be completed: estimating the number of visitors and estimating the average daily spending by visitors attributable to the park.

Visitor Numbers

This study used a detailed segmentation of visitors to the park by season. The segments were based on the following characteristics:

Summer	- park sector visited (parkways, Lac Philippe, Lac La Pêche) - day and overnight visit to NCR ¹ - roofed accommodation and camping
Fall	- general visitor - Fall Rhapsody Programme
Winter	- general visitor - Cross-country Ski Event

¹ A day visitor means a park visitor on a day trip to the NCR, while an overnight visitor means a park visitor on an overnight trip to the NCR.

Each of these segments was further subdivided between NCR residents and Non-NCR residents. In total, twenty-one different visitor segments were included in the analysis.

Up to date figures on the numbers of visitors were not available for this study; the numeric values presented should be viewed as preliminary. However, based on earlier years data for the Park, it is estimated that annual visitor numbers are approximately 1.2 million, of which 950,000 visitors came to the park in the three seasons of this study:

-	summer	-	435,000
-	fall	-	211,000
-	winter	-	309,000

These estimates of visitor numbers were endorsed by Park staff and are believed to represent a reliable overview. These visitors participate in a number of different activities, each season, as shown in Table 1.

Activity	Season		
	Summer	Fall	Winter
Sightseeing	239,000	175,600	34,000
Cycling	23,000	25,400	-
Swimming	95,000	-	-
Picnicking	50,000	-	-
Camping	25,000	-	-
Skiing	-	-	267,000
Other	3,000	10,000	8,000
TOTAL	435,000	211,000	309,000

Visitor Spending

Estimates of visitor spending have been derived from a variety of different studies using information specific to the NCR. In developing the estimates used in this study, it should be noted that conservative assumptions were adopted in an attempt to err on the side of underestimation rather than overestimation.

Almost two thirds of visitors to the park were from the NCR. Of the non-NCR resident visitors, the majority were from either Québec or Ontario. Park visitors from other parts of Canada or other countries were relatively few in number. In allocating the expenditures of visitors between the two provinces, it was assumed that spending in each province would reflect overall proportions of visitors from Ontario and Québec. Table 2 shows the estimated average daily expenditure per person derived in this study.

Table 2 Estimated Average Expenditure Per Person Per Day By Season, Residence and Visitor Type Gatineau Park		
Season/Visitor Type	NCR Resident	Non-NCR Resident
Summer		
Day Visitor	\$23.50	\$34.00
Overnight Visitor - roofed accommodation	-	\$65.21
- camping	\$12.03	\$12.03
Fall		
All Visitors	\$25.73	\$52.35
Winter		
All Visitors	\$25.47	\$51.83

Combining this expenditure information with the numbers of visitors per segment, estimates of total spending per segment and per province were produced. The estimated overall expenditure by park visitors was \$34 million. Not all of this amount can be attributed to Gatineau Park however.

Generally, it was believed that for most of the activities visitors come to the park a substantial commitment of time was required. For example, skiing will take a majority of a visitor's day, as will cycling in the park or swimming. As a result, fairly generous rates of attribution were accorded the different visitor activity groups. These ranged from 60% for sightseers in the Parkway sector to 100% for campers at Lac La Pêche. Overall it was estimated that 74.9% of total visitor spending was attributable to Gatineau Park - i.e. \$25.5 million. Of the total visitor expenditures, it was estimated that \$14.9 were made in Ontario with the remaining \$10.7 made in Québec.

This attributable visitor spending for each segment was then allocated amongst the various categories used by the model to estimate economic impacts. Total attributable spending by expenditure category is presented below:

<u>Expenditure Category</u>	<u>Total Expenditure</u>
Transportation - auto	\$7,292,000
Transportation - rental	\$ 362,000
Transportation - other modes	\$ 229,000
Accommodation	\$1,542,000
Food and Beverages - restaurants	\$8,012,000
Food and Beverages - grocery stores	\$3,275,000
Recreation and Entertainment	\$1,432,000
Other	\$3,363,000
Total	\$25,507,000

The total attributable spending by Gatineau Park visitors was calculated for each of the visitor segments included in the analysis, further sub-divided between Ontario and Québec, and by expenditure category. These expenditures were used as input data into the Provincial Economic Impact Model and provide the basis of the results presented in the next section.

Economic Impact Analysis Results

Different economic impact models produce different economic impacts; some produce gross estimates of impacts (i.e. report total new transactions/sales irrespective of where the goods and services are produced) while others produce net estimates of impacts (i.e. report only the transactions/sales which are retained in the area under study). The former models tend to

produce large impacts with substantial “multipliers”; while the latter models indicate smaller impacts with correspondingly smaller multipliers. The model used in this study produced net provincial impacts and so by some standards may be seen as producing economic impacts which appear small. It is believed, however, that the net models produce a more realistic picture of the impacts actually retained within the province.

Economic impacts are report here in terms of gross domestic product, labour income and person-years of employment. Gross domestic product (GDP) refers to the sum of the value of the goods and services produced/required to support the sales of final goods shown as visitor expenditures. Labour income is a component of GDP and refers to the amount of wages, salaries paid employees as well as profits retained by unincorporated businesses. Employment is measured in person-years and could reflect a substantially larger number of seasonal or temporary jobs.

The economic impact results are summarized here by season, starting with the summer.

Summer Economic Impacts

Table 3 summarizes the results of the detailed analysis for the summer season. These figures include direct and indirect impacts associated with the expenditures identified in the first data line of the table within each province.

Table 3 Economic Impact Estimates of Attributable Visitor Spending, Summer Gatineau Park			
Expenditures and Impacts	Province of Impact		Total
	Ontario	Québec	
Expenditures	\$5,448,000	\$5,982,000	\$11,430,000
Impacts			
Gross Domestic Product	\$3,129,000	\$3,253,000	\$6,382,000
Labour Income	\$2,239,000	\$2,235,000	\$4,475,000
Employment (person-years)	89.0	99.1	188.1

As the table indicates, slightly more is estimated to have been spent in Québec than Ontario in

the summer but the economic impacts within each of the provinces are almost identical, with the exception of person-years of employment generated in Québec. Approximately 10 person-years of employment more are created in Québec than in Ontario. Overall, total economic impacts associated with visitor spending attributable to Gatineau Park is substantial in the summer - \$6.4 million in GDP, \$4.5 million in income to labour and almost 190 person-years of employment.

Fall Economic Impacts

The economic impacts generated by visitor spending attributable to Gatineau Park in the fall season are less than those generated in the summer. Table 4 provides an overall summary of these impacts.

Table 4 Economic Impact Estimates of Attributable Visitor Spending, Fall Gatineau Park			
Expenditures and Impacts	Province of Impact		Total
	Ontario	Québec	
Expenditures	\$3,315,000	\$1,785,000	\$5,100,000
Impacts			
Gross Domestic Product	\$1,892,000	\$953,000	\$2,844,000
Labour Income	\$1,354,000	\$658,000	\$2,012,000
Employment (person-years)	53.6	29.4	83.0

Approximately two thirds of the expenditures of park visitors were believed to have been spent in Ontario. Consequently, the majority of economic impacts were felt in Ontario. Twice the GDP and labour income was retained in Ontario compared to Québec. Overall, the fall season park visitors contributed approximately \$3 million to GDP, \$2 million to labour income and 83 person-years of employment.

Winter Economic Impacts

Table 5 shows a summary of the economic impacts associated with spending by park visitors in the winter season. The impacts are greater than those sustained in the fall, but fall short of those created during the summer season. The distribution of impacts between Ontario and Québec is virtually the same as that experienced in the fall: Ontario received about two thirds of impacts.

Table 5 Economic Impact Estimates of Attributable Visitor Spending, Winter Gatineau Park			
Expenditures and Impacts	Province of Impact		Total
	Ontario	Québec	
Expenditures	\$6,056,000	\$2,919,000	\$8,975,000
Impacts			
Gross Domestic Product	\$3,460,000	\$1,559,000	\$5,019,000
Labour Income	\$2,485,000	\$1,085,000	\$3,570,000
Employment (person-years)	99.5	49.4	148.9

Next to summer, the winter season results in substantial economic impacts from park visitor spending. GDP impacts are estimated to exceed \$5 million and labour income is estimated to exceed \$3.5 million. Almost 150 person-years of employment are created by the spending of Gatineau Park visitors in winter.

Three Season Economic Impacts

The combined three season economic impacts associated with the expenditures of Gatineau Park visitors are substantial. Table 6 shows the extent of these economic impacts.

Almost 60% of total expenditures attributable to Gatineau Park visits were believed to have occurred in Ontario, with the remaining 40% occurring in Québec. Economic impacts also generally reflect this distribution of expenditures.

Gross domestic product was increased by over \$14 million in both provinces due to the spending of park visitors during these three seasons. Of this amount it is estimated that \$8.5 million was retained in Ontario and \$5.5 was retained in Québec.

Income to labour retained in both provinces is estimated to have been over \$10 million. Approximately 60% of labour income impacts were felt in Ontario (\$6 million) and 40% felt in Québec (\$4 million).

Table 6 Total (Three Season) Economic Impact Estimates of Attributable Visitor Spending, Gatineau Park			
Expenditures and Impacts	Province of Impact		Total
	Ontario	Québec	
Expenditures	\$14,820,000	\$10,686,000	\$25,505,000
Impacts			
Gross Domestic Product	\$8,482,000	\$5,764,000	\$14,246,000
Labour Income	\$6,079,000	\$3,978,000	\$10,057,000
Employment (person-years)	242.1	177.9	420.0

The 420 person-years of employment generated by visitor spending is substantial. While the majority was based in Ontario, the province of Québec also enjoyed a significant impact - 180 person-years.

NCR Business Benefits

Economic impacts are associated with all spending. But not all impacts are benefits. Only the impacts related to spending within the NCR by visitors from outside the NCR represent a benefit to the NCR. This spending represents a transfer of business activity (production, income and employment) from areas where the visitors reside to the NCR - with businesses in the NCR the beneficiaries. Estimates of expenditures by non-NCR residents attributable to Gatineau Park show that a total of approximately \$14.4 million was spent in the NCR. The economic impacts retained in the NCR from this spending represents a net benefit to the NCR attributable to Gatineau Park.

Since the economic impact model employed in this study derives estimates of impacts to the province as a whole, only the direct economic impacts associated with the spending by non-NCR residents are used to estimate those retained in the NCR. Table 7 summarizes these direct economic impacts associated with this spending for each province.

Table 7
Estimated Business Benefits in NCR Attributable to Gatineau Park

Season	Ontario Benefits			Québec Benefits		
	GDP	Labour Income	FTE	GDP	Labour Income	FTE
Summer	\$1,127,862	\$826,152	35.2	\$1,539,856	\$1,072,602	51.1
Fall	\$674,564	\$495,324	21.0	\$410,867	\$287,034	13.7
Winter	\$1,055,800	\$775,262	32.8	\$526,703	\$367,957	17.5
TOTAL	\$2,858,226	\$2,096,738	89.0	\$2,477,426	\$1,727,593	82.3
Note: GDP - gross domestic product FTE - full time equivalents (person-years of employment)						

Overall within the NCR the GDP business benefit associated with Gatineau Park visitor spending is estimated to be \$5.3 million. The labour income benefit is estimated to be \$3.8 million and the employment benefit is estimated to be 171 person-years of employment. These local business benefits are the result of non-NCR resident (visitor) spending attributed to Gatineau Park.

Conclusions

The total estimated expenditures by visitors to Gatineau Park in the three seasons covered which attributable to the Park is in the order of \$25.5 million. The business sectors where most spending occurs are transportation and food and beverage, which together account for 73% of the total. The economic impacts associated with this level of spending indicate the extent to which businesses in the NCR and elsewhere in Ontario and Québec benefit from Gatineau Park annually.

This study aimed at producing an “order of magnitude” estimate of the economic impacts associated with three season spending by visitors to Gatineau Park. One of the main conclusions reached is that this spending is sizeable and has a large and significant impact upon the economies of both Ontario and Québec. It is clear that the park’s annual contribution to the NCR economy is important and should be examined and monitored more closely. New information, derived from park visitors, is necessary to understand and appreciate the full contribution of Gatineau Park to the NCR.

Résumé du rapport

sur les

Impacts économiques attribuables aux dépenses des visiteurs du parc de la Gatineau

Préparé par:

The Outspan Group

Amherst Island

Mars 1998

Impacts économiques des dépenses attribuables aux visiteurs du parc de la Gatineau

Introduction

Le parc de la Gatineau est une grande ressource naturelle, éducative, historique et récréative située au Québec dans la région de la capitale nationale (RCN) du Canada. Le Parc s'étend sur 50 km au nord et à l'ouest de l'agglomération urbaine d'Ottawa-Hull, et couvre une superficie de 35 600 hectares (soit 7,6 p. 100 de la RCN).

Une vaste gamme d'activités sont proposées aux visiteurs du Parc pendant toute l'année, dont un grand nombre sont de nature récréative et plusieurs sont à caractère culturel. Parmi les activités de loisirs pratiquées il faut citer : le ski alpin, le ski de fond, la raquette, le camping (toutes saisons), les randonnées en bateau de plaisance, l'observation d'oiseaux, la baignade, la randonnée pédestre et le cyclisme. Pour appuyer ces activités, le Parc fournit diverses installations : des sentiers, des terrains de camping et des terrains de pique-nique, des plages supervisées, des centres d'accueil des visiteurs, des amphithéâtres, un centre de ski alpin ainsi que des propriétés historiques. À cela s'ajoutent les nombreuses caractéristiques naturelles du Parc.

Le rôle du Parc de la Gatineau est de fournir dans la RCN un espace naturel sans pareil. Il participe à l'image d'une capitale aux nombreux espaces verts, illustre l'ampleur et la richesse des ressources naturelles du Canada, et symbolise l'importance de l'élément naturel dans la culture et les valeurs propres à ce pays. Il est un exemple de la sagesse de vouloir préserver des aires naturelles dans les grandes agglomérations urbaines. Le Parc accroît la gamme d'expériences proposées aux visiteurs de la capitale : il constitue un lieu de loisirs, de rencontres et d'apprentissage dans un milieu naturel. Il offre aussi un décor idéal pour la gamme croissante d'installations, d'expériences et de services proposés aux visiteurs dans le Parc et dans le secteur environnant.

Pour montrer que le parc de la Gatineau a un rôle avantageux et qu'il a beaucoup à offrir aux donateurs et aux Canadiens en général, il faut analyser les bénéfices qu'il engendre. Et les bénéfices enregistrés par les entreprises et les commerces situés dans le Parc et autour de lui font partie des impacts attribuables au Parc. Ces bénéfices sont habituellement mesurés d'après les impacts économiques découlant des dépenses des visiteurs du Parc, et cette étude fournit une évaluation de ces impacts.

Avertissement

Cette recherche ne couvre que trois saisons : l'été, l'automne et l'hiver. De plus, il n'a pas été tenu compte des frais fixes rattachés au fonctionnement et à l'aménagement du Parc. Par ailleurs, les visiteurs du centre de ski Vorlage ont été inclus dans l'analyse, bien que cette installation soit principalement privée. Enfin, l'estimation des impacts a été réalisée en grande partie à partir de

sources secondaires, des données primaires n'étant pas disponibles. En conséquence, il a fallu établir une série d'hypothèses, mais celles-ci ont été faites d'après d'autres études assez prudentes dans leur ensemble. Enfin, il faut se souvenir que l'objectif de cette analyse était de fournir une évaluation de l'«ordre de grandeur» des impacts économiques, qui pourrait ensuite être utilisé comme point de départ de recherches additionnelles.

Bénéfices économiques

Les parcs publics tels que le parc de la Gatineau produisent une gamme de bénéfices, dont certains profitent à des individus, d'autres à des entreprises et d'autres encore à la société dans son ensemble. Cette étude porte uniquement sur les bénéfices des entreprises de la RCN (Ontario et Québec) liés aux dépenses des visiteurs du parc de la Gatineau. Les bénéfices aux entreprises de la RCN constituent un sous-ensemble précis des impacts économiques découlant de toutes les dépenses des visiteurs pouvant être attribués à une visite du Parc. Le sous-ensemble des impacts économiques est composé des dépenses associées à une visite du Parc et effectuées dans la RCN par des personnes n'habitant pas la RCN. Avant d'estimer les bénéfices aux entreprises, il faut évaluer les impacts économiques globaux.

La source des impacts économiques est l'injection de fonds dans une économie circonscrite, en l'occurrence celle de la RCN. Les fonds ici en question proviennent des visites faites dans le parc de la Gatineau au cours de l'été, de l'automne et de l'hiver. De tels impacts sont souvent mesurés d'après les changements au produit intérieur brut (PIB), aux revenus issus du travail et au nombre d'années-personnes (en termes d'emploi). Cette étude a utilisé le modèle provincial des impacts économiques préparé par Patrimoine Canadien et fondé sur les coefficients d'entrée-sortie de Statistique Canada.

Deux étapes sont nécessaires avant l'évaluation des impacts économiques proprement dits, soit l'estimation du nombre de visiteurs et l'estimation des dépenses moyennes quotidiennes des visiteurs, attribuables au Parc.

Nombre de visiteurs

L'on a procédé pour cette étude à une segmentation détaillée des visiteurs du Parc selon la saison, basée sur les caractéristiques suivantes :

Impacts économiques attribuables aux dépenses des visiteurs
du parc de la Gatineau

Été	- secteur du Parc visité (promenades, lac Philippe, lac La Pêche); - visite de jour et nuitée dans la RCN ¹ ; - hébergement intérieur et camping.
Automne	- visiteur général; - programme Coloris automnal.
Hiver	- visiteur général; - activité spéciale de ski de fond.

Chacun de ces segments a été réparti en deux groupes : résidents de la RCN et non-résidents. L'analyse a porté au total sur 21 segments de visiteurs.

Comme les données les plus récentes quant au nombre de visiteurs n'étaient pas disponibles lors de la réalisation de l'étude, les valeurs numériques proposées devraient être considérées comme étant préliminaires. Cependant, d'après les chiffres des années précédentes, on estime à environ 1,2 million le nombre annuel de visiteurs du Parc, dont 950 000 personnes venues durant les trois saisons couvertes par cette étude :

Été	- 435 000
Automne	- 211 000
Hiver	- 309 000

Ces estimations du nombre de visiteurs ont été confirmées par le personnel du Parc et sont jugées fiables. Les visiteurs du Parc participent chaque saison à diverses activités, comme le montre le tableau 1.

¹ Une «visite de jour» désigne une visite du parc lors d'un séjour d'une journée dans la RCN, tandis qu'une «nuitée» signifie une visite comprenant une nuit passée dans la RCN.

Tableau 1
Estimation de la participation des visiteurs aux activités selon la saison –
parc de la Gatineau

Activité	Saison		
	Été	Automne	Hiver
Visites touristiques	239 000	175 600	34 000
Cyclisme	23 000	25 400	-
Natation	95 000	-	-
Pique-niques	50 000	-	-
Camping	25 000	-	-
Ski	-	-	267 000
Autre	3 000	10 000	8 000
TOTAL	435 000	211 000	309 000

Dépenses des visiteurs

L'estimation des dépenses des visiteurs a été établie à partir de différentes études en utilisant l'information liée spécifiquement à la RCN. D'autre part, seules des hypothèses prudentes ont été retenues aux fins de cette étude. En effet, l'on a préféré sous-estimer les chiffres plutôt que de les surévaluer.

Près des deux tiers des visiteurs du Parc provenaient de la RCN. Des visiteurs n'habitant pas la région, la majorité venaient du Québec ou de l'Ontario. Les visiteurs du Parc provenant d'autres régions du Canada ou d'autres pays étaient peu nombreux. Dans la répartition des dépenses des visiteurs entre les deux provinces, on a présumé que les dépenses dans chaque province refléteraient les proportions globales des visiteurs provenant de l'Ontario et du Québec. Le tableau 2 montre l'estimation des dépenses moyennes quotidiennes par personne d'après cette étude.

Impacts économiques attribuables aux dépenses des visiteurs
du parc de la Gatineau

Tableau 2 Estimation des dépenses moyennes par personne par jour selon la saison, le lieu de résidence et le genre de visiteur – parc de la Gatineau		
Saison ou type de visiteur	Résident de la RCN	Non-résident de la RCN
Été		
Visite de jour	23,50 \$	34,00 \$
Visiteur «de nuitée» :		
– hébergement intérieur	-	65,21 \$
– camping	12,03 \$	12,03 \$
Automne		
Tous les visiteurs	25,73 \$	52,35 \$
Hiver		
Tous les visiteurs	25,47 \$	51,83 \$

La combinaison de ces données sur les dépenses avec le nombre de visiteurs par segment a permis de réaliser une évaluation des dépenses totales par segment et par province. On estime à 34 millions de dollars les dépenses globales des visiteurs du Parc, bien que ce montant ne puisse être entièrement attribué au parc de la Gatineau.

De façon générale, il a été présumé que la plupart des activités des visiteurs du Parc étaient d'assez longue durée, soit presque toute la journée dans le cas par exemple du ski, du cyclisme ou de la natation. En conséquence, des taux assez généreux d'attribution ont été alloués aux différents groupes d'activités des visiteurs. Ces taux ont varié de 60 p. 100 pour les visites touristiques dans le secteur de la promenade à 100 p. 100 pour les campeurs du lac La Pêche. Dans l'ensemble, on estime que 74,9 p. 100 du total des dépenses des visiteurs était attribuable au parc de la Gatineau, soit 25,5 millions de dollars. Du total des dépenses des visiteurs, on a estimé que 14,9 millions de dollars ont été dépensés en Ontario et 10,7 millions de dollars, au Québec.

Les dépenses attribuées aux visiteurs pour chaque segment ont ensuite été réparties entre les différentes catégories utilisées par le modèle servant à évaluer les impacts économiques. Le total des dépenses attribuables par catégorie de dépenses est présenté ci-dessous :

Impacts économiques attribuables aux dépenses des visiteurs
du parc de la Gatineau

<u>Catégorie de dépenses</u>	<u>Dépenses totales</u>
Transport – automobile	7 292 000 \$
Transport – locatif	362 000 \$
Transport – autres moyens	229 000 \$
Hébergement	1 542 000 \$
Aliments et boissons – restaurants	8 012 000 \$
Aliments et boissons – épiceries	3 275 000 \$
Loisirs et divertissements	1 432 000 \$
Autres	3 363 000 \$
Total	25 507 000 \$

Le total des dépenses des visiteurs attribuables au Parc de la Gatineau a d'abord été calculé pour chacun des segments de visiteurs compris dans l'analyse. Puis, ce total a été réparti entre l'Ontario et le Québec et par catégorie de dépenses. Ces dépenses ont été utilisées comme données d'entrée dans le modèle provincial des impacts économiques et forment la base des résultats présentés dans la section qui suit.

Résultats de l'analyse des impacts économiques

Les différents modèles d'analyse des impacts économiques produisent différents résultats en termes d'impacts économiques. Certains modèles produisent des estimations brutes (c.-à-d. qu'ils font état des opérations ou ventes nouvelles totales sans tenir compte de la provenance des biens et des services), alors que d'autres donnent lieu à des estimations nettes (c.-à-d. qu'ils font état seulement des opérations ou ventes retenues dans la région à l'étude). Les modèles bruts ont tendance à indiquer des impacts plus importants avec de grands «multiplicateurs», tandis que les modèles nets suggèrent des impacts plus limités avec des «multiplicateurs» plus petits. Le modèle utilisé dans cette étude a permis d'établir des impacts nets au niveau provincial, et donc, suivant certaines normes, des impacts économiques apparemment peu significatifs. Cependant, on croit que les modèles nets fournissent une image plus réaliste des impacts réels dans la province à l'étude.

Les impacts économiques sont présentés sous forme de produit intérieur brut, de revenus du travail et d'années-personnes (en termes d'emploi). Le produit intérieur brut (PIB) correspond à la somme de la valeur des biens et services produits ou requis pour appuyer les ventes de biens finales représentées par les dépenses des visiteurs. Le revenu du travail est une composante du

Impacts économiques attribuables aux dépenses des visiteurs
du parc de la Gatineau

PIB et renvoie au montant des salaires et traitements versés aux employés ainsi qu'aux profits réalisés par les entreprises non constituées en société. L'emploi est mesuré en années-personnes et pourrait refléter un nombre beaucoup plus important d'emplois saisonniers ou temporaires.

Les résultats des impacts économiques sont résumés ici par saison, en commençant par l'été.

Impacts économiques à l'été

Le tableau 3 résume les résultats de l'analyse détaillée portant sur l'été. Ces chiffres comprennent les impacts directs et indirects associés aux dépenses présentées à la première ligne de données du tableau pour chaque province.

Tableau 3 Estimation des <u>impacts</u> économiques attribuables aux dépenses des visiteurs : été, parc de la Gatineau			
Dépenses et <u>impacts</u>	Province		Total
	Ontario	Québec	
Dépenses	5 448 000 \$	5 982 000 \$	11 430 000 \$
Impacts			
Produit intérieur brut	3 129 000 \$	3 253 000 \$	6 382 000 \$
Revenu du travail	2 239 000 \$	2 235 000 \$	4 475 000 \$
Emploi (années-personnes)	89,0	99,1	188,1

Comme le montre ce tableau, on estime que des sommes un peu plus importantes ont été dépensées au Québec qu'en Ontario au cours de l'été. Par contre, les impacts économiques dans ces deux provinces sont presque identiques, sauf en ce qui concerne les années-personnes au Québec : environ 10 années-personnes de plus sont créées au Québec qu'en Ontario. Globalement, le total des impacts économiques associés aux dépenses des visiteurs attribuables au parc de la Gatineau est important durant l'été, soit 6,4 millions de dollars en PIB, 4,5 millions de dollars en revenus du travail et près de 190 années-personnes (en termes d'emploi).

Impacts économiques attribuables aux dépenses des visiteurs
du parc de la Gatineau

Impacts économiques à l'automne

Les impacts économiques générés par les dépenses des visiteurs et attribuables au parc de la Gatineau au cours de l'automne sont moins élevés que ceux maintenus durant l'été. Le tableau 4 donne un résumé global de ces retombées.

Tableau 4 Estimation des impacts économiques attribuables aux dépenses des visiteurs : automne, parc de la Gatineau			
Dépenses et impacts	Province		Total
	Ontario	Québec	
Dépenses	3 315 000 \$	1 785 000 \$	5 100 000 \$
Impacts			
Produit intérieur brut	1 892 000 \$	953 000 \$	2 844 000 \$
Revenu du travail	1 354 000 \$	658 000 \$	2 012 000 \$
Emploi (années-personnes)	53,6	29,4	83,0

On croit qu'environ les deux tiers des dépenses des visiteurs du Parc ont été faites en Ontario qui a ainsi bénéficié de la majorité des impacts économiques. Cette province a retenu deux fois plus de PIB et de revenu du travail que le Québec. Dans l'ensemble, les visites faites durant l'automne ont généré une contribution d'environ 3 millions de dollars au PIB, de 2 millions de dollars en revenu du travail et de 83 années-personnes (en termes d'emploi).

Impacts économiques enregistrés durant l'hiver

Le tableau 5 fournit un résumé des impacts économiques associés aux dépenses des visiteurs du Parc au cours de l'hiver. Ces impacts sont plus élevés que ceux maintenus durant l'automne, mais sont inférieurs à ceux de l'été. La répartition des impacts entre l'Ontario et le Québec est pratiquement la même qu'en automne, l'Ontario ayant profité des deux tiers des impacts.

Tableau 5 Estimation des impacts économiques attribuables aux dépenses des visiteurs : hiver, parc de la Gatineau			
Dépenses et impacts	Province de l'impact		Total
	Ontario	Québec	
Dépenses	6 056 000 \$	2 919 000 \$	8 975 000 \$
Impacts			
Produit intérieur brut	3 460 000 \$	1 559 000 \$	5 019 000 \$
Revenu du travail	2 485 000 \$	1 085 000 \$	3 570 000 \$
Emploi (années-personnes)	99,5	49,4	148,9

L'hiver vient au second rang après l'été, pour ce qui des impacts économiques découlant des dépenses des visiteurs du Parc. Les répercussions sur le PIB sont évaluées à plus de 5 millions de dollars et le revenu du travail est estimé à plus de 3,5 millions de dollars. Près de 150 années-personnes (en termes d'emploi) sont créées par suite des dépenses des visiteurs du parc de la Gatineau durant l'hiver.

Impacts économiques des trois saisons

Les impacts économiques des trois saisons combinées, associés aux dépenses des visiteurs du parc de la Gatineau sont considérables. Le tableau 6 montre l'ampleur de ces impacts.

On croit que près de 60 p. 100 des dépenses totales attribuables aux visites du Parc ont été faites en Ontario, les autres 40 p. 100 ayant été effectuées au Québec. Les impacts économiques reflètent généralement cette répartition des dépenses.

Le produit intérieur brut a augmenté de plus de 14 millions de dollars dans les deux provinces par suite des dépenses des visiteurs du Parc au cours des trois saisons étudiées. De ce montant, on estime que 8,5 millions de dollars ont été retenus en Ontario et 5,5 millions de dollars, au Québec.

Impacts économiques attribuables aux dépenses des visiteurs
du parc de la Gatineau

Le revenu du travail retenu dans les deux provinces est estimé à plus de 10 millions de dollars — environ 60 p. 100 de ce revenu ayant été enregistré en Ontario (6 millions de dollars) et 40 p. 100, au Québec (4 millions de dollars).

Tableau 6 Estimation globale des impacts économiques (trois saisons) attribuables aux dépenses des visiteurs du parc de la Gatineau			
Dépenses et impacts	Province		Total
	Ontario	Québec	
Dépenses	14 820 000 \$	10 686 000 \$	25 505 000 \$
Retombées			
Produit intérieur brut	8 482 000 \$	5 764 000 \$	14 246 000 \$
Revenu du travail	6 079 000 \$	3 978 000 \$	10 057 000 \$
Emploi (années-personnes)	242,1	177,9	420,0

Un nombre considérable d'années-personnes, soit un total de 420, a été généré par les dépenses des visiteurs. Bien que la majorité de ces emplois aient été créés en Ontario, le Québec n'a pas été laissé pour compte avec 180 années-personnes.

Bénéfices pour les entreprises de la RCN

Toutes les dépenses ont des impacts économiques, mais tous ces impacts ne se traduisent en bénéfiques. Seuls les impacts liés aux dépenses faites dans la RCN par les visiteurs venant de l'extérieur de la région engendrent des bénéfiques pour la RCN. Ces dépenses représentent un transfert d'activité commerciale (production, revenu et emploi) depuis les régions d'où proviennent les visiteurs vers la RCN — les entreprises de la RCN en étant les bénéficiaires. L'évaluation des dépenses des non-résidents attribuables au parc de la Gatineau indiquent un total d'environ 14,4 millions de dollars dépensés dans la RCN. Les impacts économiques retenus dans la RCN par suite de ces dépenses représentent un bénéfice net pour la RCN attribuable au parc de la Gatineau.

Impacts économiques attribuables aux dépenses des visiteurs
du parc de la Gatineau

Comme le modèle des impacts économiques utilisé aux fins de cette étude permet d'établir des estimations pour l'ensemble de la province, seuls les impacts économiques directs associés aux dépenses par des résidents de l'extérieur de la RCN sont utilisés pour évaluer les impacts retenus dans la RCN. Le tableau 7 résume les impacts économiques directs associés à ces dépenses pour chaque province.

Tableau 7 Estimation des bénéfices des entreprises de la RCN attribuables au parc de la Gatineau						
Saison	Bénéfices en Ontario			Bénéfices au Québec		
	PIB	Revenu du travail	ETP	PIB	Revenu du travail	ETP
Été	1 127 862 \$	826 152 \$	35,2	1 539 856 \$	1 072 602 \$	51,1
Automne	674 564 \$	495 324 \$	21,0	410 867 \$	287 034 \$	13,7
Hiver	1 055 800 \$	775 262 \$	32,8	526 703 \$	367 957 \$	17,5
TOTAL	2 858 226 \$	2 096 738 \$	89,0	2 477 426 \$	1 727 593 \$	82,3
Nota : PIB - produit intérieur brut ETP - équivalents temps plein (années-personnes en termes d'emploi)						

Dans l'ensemble, on estime à 5,3 millions de dollars les bénéfices aux entreprises en PIB dans la RCN, liés aux dépenses des visiteurs du parc. Les bénéfices en revenu du travail sont évalués à 3,8 millions de dollars et ceux relatifs à l'emploi, à 171 années-personnes. Ces bénéfices des entreprises locales résultent des dépenses de non-résidents (visiteurs) de la RCN attribuées au parc de la Gatineau.

Conclusions

On estime de l'ordre de 25,5 millions de dollars le total des dépenses des visiteurs du parc de la Gatineau attribuables au Parc au cours des trois saisons étudiées. Les secteurs commerciaux dans lesquels sont effectuées la plupart des dépenses sont le transport et l'alimentation et les boissons, qui représentent dans leur ensemble 73 p. 100 du total. Les impacts économiques rattachés à ces

dépenses indiquent à quel point les entreprises de la RCN et d'ailleurs en Ontario et au Québec bénéficient chaque année de l'existence du parc de la Gatineau.

Cette étude visait à produire une estimation de l'ordre de grandeur des impacts économiques liés aux dépenses des visiteurs du Parc de la Gatineau au cours de trois saisons. L'une des principales conclusions est que ces dépenses sont considérables et ont des répercussions importantes sur les économies de l'Ontario et du Québec. Il est évident que la contribution annuelle du Parc à l'économie de la RCN est significative et devrait être examinée et suivie de plus près. De nouvelles données provenant des visiteurs du Parc eux-mêmes sont nécessaires pour que puisse être pleinement comprise et appréciée la contribution du parc de la Gatineau à la région de la capitale du Canada.

**FINAL
REPORT**

Gatineau Park
Research Project

Prepared for:
National Capital Commission

Report date: January 11, 2012



ENVIRONICS
RESEARCH GROUP

336 MacLaren Street
Ottawa, ON K2P 0M6

pn 6779

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EXECUTIVE SUMMARY

The National Capital Commission (NCC) is responsible for the planning, development, animation and promotion of Canada's Capital. Gatineau Park is the NCC's largest single property and an important contributor to the symbolism of the Capital. To find out more about the people who visit Gatineau Park, the activities they take part in, their level of satisfaction and the Park's impact on impressions of the Capital, the NCC commissioned Environics Research Group to undertake a research study.

Methodology

The research consisted of two phases conducted at three times throughout the year:

- An onsite intercept survey conducted during the autumn, winter and spring/summer seasons, which gathered information addressing the core research issues from a total sample of 2,444 Gatineau Park visitors. The margin of error on a sample of 2,444 is $\pm 2.0\%$ at the 95% confidence level.
- A telephone survey of approximately 335 local residents conducted at the end of each season for a total sample of 1,007, to facilitate the required attendance estimates. The margin of error on a sample of 1,007 is $\pm 3.1\%$ at the 95% confidence level.

A more detailed description of the methodology used to conduct this study is presented at the back of this report, along with copies of the questionnaires used.

Key highlights from the survey are presented below.

Attendance

- Over 700,000 Canadians, including 130,000 tourists to the region, visited Gatineau Park at least once during the year from autumn 2010 to the end of summer 2011. The greatest number of visitors came during the spring and summer season, while the highest proportion of Canadian tourists to local residents came in autumn.
- During the autumn season, local residents visited the Park on average two times, while tourists to the region averaged one visit. In winter the number of visits per person increased, to three for local residents and two for tourists. Local spring and summer visitors averaged two visits and tourists came once times during the season.

- The total number of visits to the Park for the year is approximately 2.7 million, with over 200,000 visits by tourists to the Capital Region.

Profile of Gatineau Park visitors

- Most visitors to Gatineau Park live in Canada's Capital Region (CCR). The majority reside in Ontario. The winter season had the lowest proportion of out-of-region visitors.
- Visitor gender echoes that of the national population, with the exception of the winter season, when a greater proportion of visitors are men.
- There are seasonal differences in the age distribution of Park visitors. A higher proportion of visitors age 55 and over come to the Park during autumn, while spring and summer attract a younger crowd.
- Visiting Gatineau Park is predominantly a group, rather than solo, activity. Most visitors come with their partner or family. During the winter a higher proportion of visitors come to the Park alone.
- Most CCR residents are familiar with the Park and do not consult other sources for planning information. Tourists to the region are more likely than locals to rely on maps, websites, the visitor centre or other sources to plan their trip.

Activities in the Park

- The activities that draw visitors to the Park vary by season.
- Most visitors in autumn come to the Park for hiking, walking or the observation of nature. The most commonly visited sites are the lookouts and the Mackenzie King Estate.
- During the winter, the most common reasons for coming to the Park are cross country skiing and snowshoeing. More than half of skiers have a season's pass.
- Spring and summer visitors come to the Park for the beaches, as well as hiking or walking.
- Less than half of visitors in autumn are aware of the Park's educational programs; only two in ten region tourists are aware of the programs. Close to six in ten visitors said they would be interested in participating in these programs.
- The majority of hikers and cyclists are familiar with the trail network; more than eight in ten feel they can navigate the trail network easily.

Satisfaction and impact on impressions of the Capital Region

- The NCC is providing an enjoyable experience for visitors of Gatineau Park. This can be seen in the high satisfaction scores, the number of visitors returning multiple times during the season, and the impact Park visits have on impressions of the Capital Region.
- Nearly all visitors are at least generally satisfied with their visit; the scenery, weather, and the cleanliness of the Park made the biggest differences in feelings of satisfaction in the summer.
- More than eight in ten tourists from outside the region strongly agree that their experience in the CCR was enriched by their trip to Gatineau Park.
- Almost all visitors strongly agree Gatineau Park makes the Capital Region unique.
- It is widely agreed, by three quarters of visitors, that the Park increases their sense of pride in the Capital. Visitors under the age of 34 have are less likely to agree strongly with this statement compared to older visitors.
- The majority of visitors during the spring and summer strongly agree that visiting Gatineau Park enriches their appreciation for nature and conservation.

Protecting the Park

- Conservation was the most common response when visitors were asked to identify the mandate of Gatineau Park. Winter visitors are more likely to say the purpose is recreation.
- Gatineau Park visitors are willing to make sacrifices, such as changing their behaviour or having access to areas of the Park restricted, in order to protect its ecosystems. However, visitors are less supportive of paying user fees or taking shuttle buses to protect the Park.
- Nearly all visitors support changing their behaviour in the Park in order to protect its ecosystems. Nine in ten support having access to fragile areas in the Park restricted.
- Less than half support visitors being required to pay user fees to fund conservation or service improvements. Skiers, who already pay for passes, most strongly support user fees.
- At peak visitation times, the majority of autumn visitors support the use of shuttle buses to bring people from parking lots outside of the Park. Four in ten support closing the Park when full.
- During the winter season, four in ten visitors would support a shuttle from outside parking lots to the ski, snowshoe and walking trails. Just under half of summer visitors support a shuttle to the trails, beaches or picnic areas.

INTRODUCTION

The National Capital Commission (NCC) is a Crown Corporation of the Government of Canada responsible for the planning, development, animation and promotion of Canada's Capital. The NCC's mission is to create pride and unity by making Canada's Capital a meeting place for all Canadians, by using the Capital as a means of communicating Canada to Canadians, and by safeguarding and preserving national treasures in the Capital. The NCC uses a number of different means to accomplish this mission, including offering programs and services, such as Winterlude and the Canada Day celebrations, and managing the recreational use and conservation of Gatineau Park.

Gatineau Park is the NCC's largest single property and an important contributor to the symbolism of the Capital. The mission of Gatineau Park is "to welcome Canadians and visitors, to allow them to discover Canada's natural environment, to visit sites that bear witness to the country's history, and to engage in outdoor recreational activities." As the Capital's "Conservation Park," Gatineau Park is a benefit for all Canadians and future generations. Gatineau Park serves as a reminder that environmental protection is a cherished Canadian value, and its objective is to ensure the permanent preservation of a vast natural territory for the enjoyment of all Canadians.

Managed under the National Capital Act, Gatineau Park is an important nature preserve, offering important educational and research opportunities. The Park also features rich cultural, historical and recreational attractions. The NCC strives to preserve the health and integrity of Gatineau Park for future generations while offering environmentally respectful recreational experiences to the public.

The NCC requires feedback about Gatineau Park from local residents and visitors to the Capital to support its planning, marketing and, operational decision-making. This research was designed to gather data from users of Gatineau Park as well as a representative sample of residents of Canada's Capital Region (CCR), in order to understand the following:

- Attendance: number of visitors and visits by season;
- Visitor Profile: socio-demographic profile, visiting habits and trip planning of Gatineau Park users, both local residents and visitors;
- Seasonal profiles: the activities and locations within the park that attract visitors by season;
- Satisfaction: visitors overall Park experience, suggestions to improve the Park experience, and NCC performance indicators to measure the effect on feelings about the Capital region; and
- Awareness of Park mandate: beliefs of Gatineau Park's purpose and likelihood of change in behaviour to protect ecosystems.

The research consisted of on-site, in-person surveys with visitors (local residents and Canadian tourists) throughout Gatineau Park, and telephone surveys with CCR residents. For the purpose of this research, Gatineau Park visitation for the year was deemed to have three seasons: Autumn, during the Fall Rhapsody; winter, during ski and snowshoe season; and spring/summer. Interviewing for the on-site survey was conducted during the three seasons: Fall (October 1–18, 2010); Winter (January 22–February 15, 2011) and Summer (June 18–August 20, 2011). Approximately 800 interviews were conducted in each of the three seasons, for a total sample of 2,444, which will provide results accurate to within plus or minus 2.0 percentage points in 19 out of 20 samples.

Telephone interviews took place at the end of the autumn (October 29–November 9, 2010), winter (April 1–8, 2011) and summer (August 30–September 1, 2011) seasons. Approximately 335 interviews were conducted in each season. A total sample of 1,007 CCR residents provides results accurate to within plus or minus 3.1 percentage points in 19 out of 20 samples. A more detailed description of the methodology used to conduct this survey is presented at the back of this report, along with a copy of the questionnaires used (see Appendix).

PARK ATTENDANCE

It is estimated that approximately 700,000 adult Canadians visited Gatineau Park at least once during the past year, totalling approximately 2.7 million visits.

Estimated number of visitors. Attendance estimates by season were calculated by comparing the proportion of local CCR residents who, when asked in a telephone survey, said they had visited Gatineau Park at least once during the previous season to the total number of adults in the Capital Region. Using this figure and the proportion of local residents to visitors found in the on-site survey of Gatineau Park users, the total estimated attendance during that season can be calculated.

During the autumn season (September and October), approximately 437,000 adults visited Gatineau Park, including 350,000 local residents and 87,000 tourists from outside the Capital Region. In winter (December through March), the estimated number of visitors decreased (293,000 locals and 18,000 tourists). The spring/summer season (April through September) saw the greatest number of local (452,000) and out of region visitors (106,000) to Gatineau Park.

These figures may not be summed for an annual total, however, because many individuals visit the Park at different times throughout the year. Instead, an annual estimate has been calculated to avoid double-counting of visitors who attend in multiple seasons. The attendance estimation approach is presented in detail in Appendix A (page A-5).

The onsite survey confirms that approximately one-quarter of attendees in the Fall season visit only once per year, suggesting that the remainder are potential multi-season visitors. Approaching the calculation this way produces a conservative annual estimate.

Estimated visitors per season¹

	Fall	Winter	Summer	Total
Number of visitors – Local Residents	350,300	293,800	452,000	570,600
Number of visitors – Tourists	87,500	18,700	106,000	132,900
Number of visitors – Total	437,800	312,500	558,000	703,500

¹ Note that for the purpose of this research, the autumn season was defined as September and October, a period of two months, while attendances estimates for the winter (November through March) and the spring/summer seasons (April through August) are each five months.

Estimated number of visits. The estimated total number of Park visits for the year is calculated by multiplying the average number of visits per person by the estimated number of visitors per season.

For data such as the number of times an individual has visited Gatineau Park in a season (interval data), the commonly used measure of central tendency is the mean, the arithmetic average. However, under certain circumstances, the mean is not always the most effective measure. When the data are heavily skewed, that is, when the distribution contains a few scores that are extremely high or low, the mean will be pulled in the direction of those scores.

Through analysis, a measure of skewness can be determined. A rule of thumb is if the skewness score for a sample is 0, the distribution is normal. A score between -0.5 and -1 or +0.5 and +1 would be moderately skewed, while a score of less than -1 or greater than +1 would be highly skewed.²

For the question of number of visits a year to Gatineau Park, the level of skewness ranges from +2 to +7 depending on season and residence of the visitor. This high level of skewness indicates that most visitors are at the low end of visits per season, while a few frequent visitors exist at the extreme high end. These few visitors at the extreme end would inflate the mean number of visits per season.

Rather than use the mean, we have chosen to use the median as the measure of central tendency. The median is the exact midpoint of the data where half of respondents fall below this number, and half are above. As such, the median is less susceptible to the influence of a few extreme scores, and is the preferred measure when data are heavily skewed. In fact, the median is considered a very good summary measure for skewed data, since it is not 'distracted' by a few very large data items. The median, "therefore, summarizes most of the data better than the average in cases of extreme skewness."³

The estimated total number of Park visits for the year is calculated by multiplying the median number of visits per person by the estimated number of visitors per season. In autumn, the median number of visits per person was 2 for local residents, and 1 for tourists to the region. In the winter the number of visitors was lower, while the median number of visits per person was 3 for locals and 1 for visitors, leading to a higher estimate of total Park visits. The median number of visits per person in summer is 2 for locals and 1 for visitors.

² Bulmer, M. G., *Principles of Statistics* (Dover, 1979)

³ Siegel, A. F. *Practical Business Statistics*, 3rd Ed. (Irwin, 1997)

Throughout the year, it is estimated that CCR residents made 2,486,000 visits to the Park. An additional 212,200 visits were made by tourists from outside the region. In total, the estimated number of visits for the year is 2,698,200.

Estimated total number of visits

	Fall	Winter	Summer	Total
Median number of visits - Local	2	3	2	-
Median number of visits - Tourists	1	2	1	-
Number of visits – Local Residents	700,600	881,400	904,000	2,486,000
Number of visits – Tourists	87,500	18,700	106,000	212,200
Number of visits– Total	788,100	900,100	1,010,000	2,698,200

VISITOR PROFILE

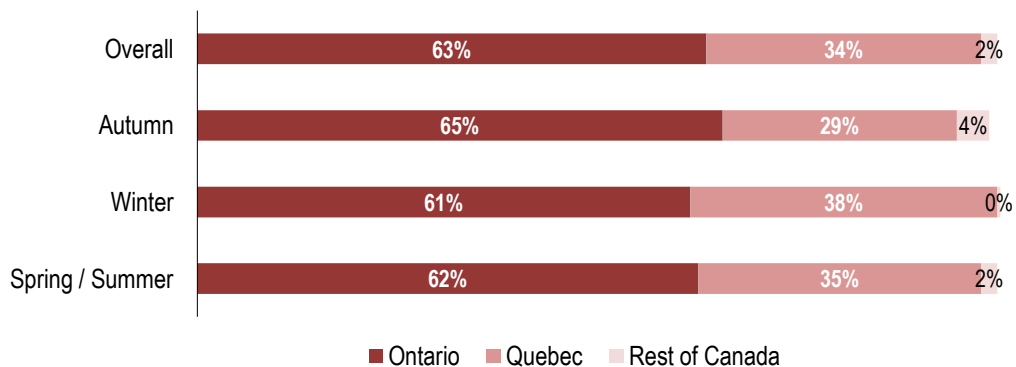
The majority of Park visitors are Ontarians local to the National Capital Region and come with their partner or families. The profile of winter visitors differs from other seasons.

Profile by residence. Visitors to Gatineau Park are predominantly residents of Canada’s Capital Region. From autumn 2010 to the end of summer 2011, 86 percent of visitors travelled less than eighty kilometers to get to the Park. Canadian tourists from outside of the Capital Region were more likely to visit the park in autumn (20% of visitors) and spring/summer (16% of visitors), than in winter, where only six percent of visitors were not local residents.

Two in three (65%) CCR residents who visited Gatineau Park reside in Ontario. For Canadian tourists visiting the Park, half (49%) live in Ontario, 32 percent live in Quebec, and 15 percent came from elsewhere in the country.

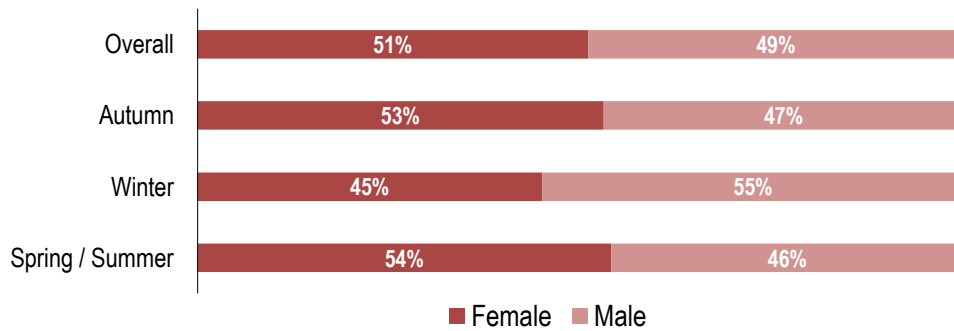
The majority of visitors to the Park (CCR residents and tourists), roughly six in ten (63%), came from Ontario; 34 percent reside in Quebec, while 2 percent of Park visitors travelled from elsewhere in Canada. During the autumn season, visitors from Quebec were at the lowest proportion of the year while Canadian tourists from outside Quebec and Ontario were at the highest. In the winter, tourists from outside Quebec and Ontario comprise less than one percent of visitors.

Location of Park visitor residence (CCR residents and tourists) – by season



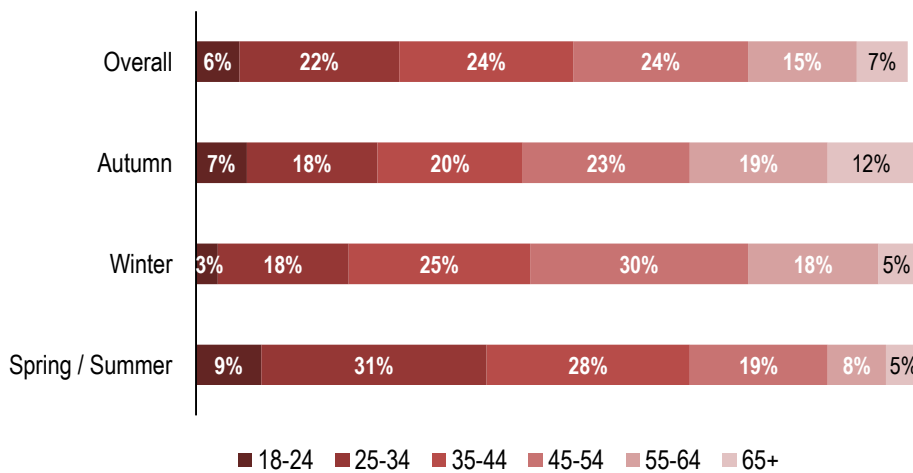
Gender profile. The proportion of male to female visitors to Gatineau Park reflects the population of Canada in that there are slightly more women than men. Fifty-one percent of visitors throughout the year were women; forty-nine percent were men. The winter season was the only time of the year where the proportion of male visitors outnumbered that of females.

Visitor gender – by season



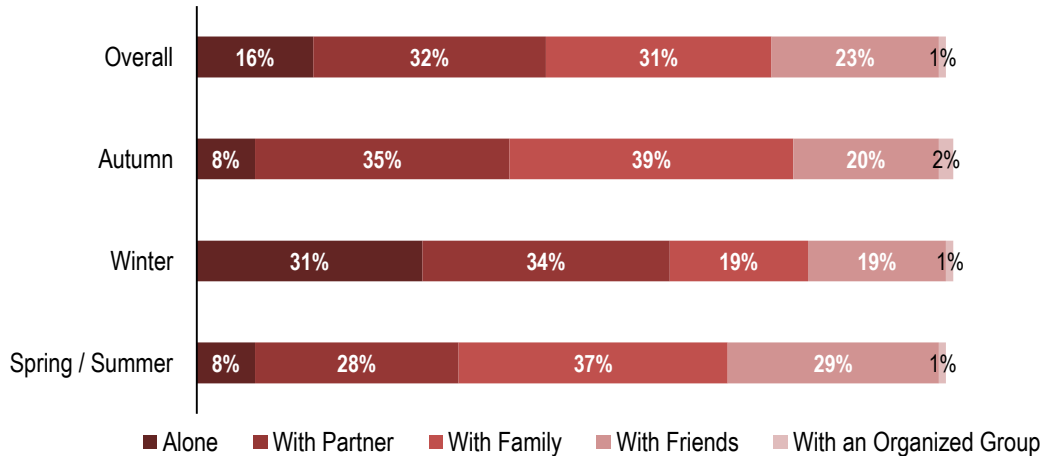
Age profile. Canadians of all ages came to Gatineau Park throughout the year; however, the majority of visitors fall between the ages of 25 and 54. Differences appear in the age breakdown of Park users when compared between seasons. The autumn season and Fall Rhapsody attracted an older crowd to the Park than in other times of the year. Three in ten (31%) visitors in autumn were age fifty-five or over. Park visitors in the spring and summer tended to be younger; four in ten (40%) were between the ages of 18 and 34. (Note: visitors under the age of 18 were not surveyed.)

Age of visitors – by season



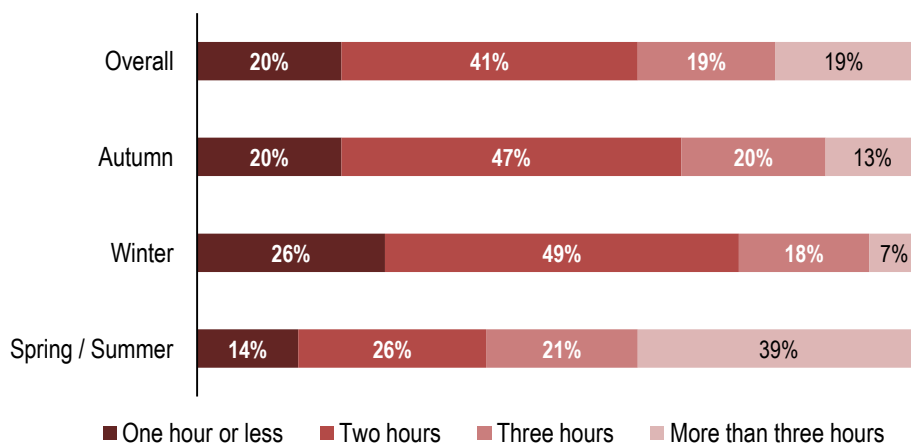
Group profile. Most visitors to Gatineau Park come with their partner or family. Trips to the Park alone or with friends were less common, and only a small portion of visitors (1%) came with an organized group. During the winter, three in ten (31%) visitors to the Park came alone, compared to less than one in ten (8%) during autumn and spring/summer. Visiting the Park with friends was most common among the younger crowds of spring/summer.

Visitor group composition – by season



Time spent in Park. Throughout the year, visitors are most likely to say they spent two hours in the Park. During the autumn and winter seasons the majority of visits lasted two hours or less. In the spring and summer, more visitors stayed in the Park longer. Tourists from outside the Capital region (26%) were more likely to spend over three hours in the Park than local residents (18%).

Amount of time spent in the Park – by season



Trip planning. Visitors to Gatineau Park were asked how they typically plan their trip. Two in three (66%) said they are very familiar with the Park. Other sources of planning information include maps of the Park, the NCC or other websites, the visitor centre, regional tourist offices, or the Capital InfoCentre in Ottawa. Less than one percent of visitors said they obtain information through social media such as Facebook, Twitter or Youtube.

Source of trip planning information – by season

	Overall %	Autumn %	Winter %	Spring / Summer %
Very familiar with Gatineau Park	66	60	72	65
Map of Gatineau Park	15	19	13	13
NCC website	10	11	10	8
Other websites	8	8	7	9
Visitor centre for orientation	5	5	3	6
Regional tourist offices	3	4	2	3
Capital InfoCentre	2	3	1	1

Capital Region residents were most likely to say they are very familiar with the Park and not consult other sources of information. Tourists from outside of the Capital Region more often turned to websites, the visitor centre, tourist offices and the Capital InfoCentre.

Source of trip planning information – by residence

	CCR Resident %	Canadian Tourist %
Very familiar with Gatineau Park	71	35
Map of Gatineau Park	15	19
NCC website	9	12
Other websites	7	14
Visitor centre for orientation	4	9
Regional tourist offices	2	8
Capital InfoCentre	1	5

AUTUMN ACTIVITIES

Most autumn visitors come to the Park to hike, walk or to observe nature. Half only visit once during the season.

Purpose of visit. The survey asked visitors the main purpose of their trip to Gatineau Park. The most common responses during the autumn season were hiking or walking and observing nature. Other, less frequent responses included biking, guided tours and picnicking.

Main purpose of autumn visit and other activities – top mentions

	Main Purpose of Visit %	Other Activities %
Hiking or walking	54	32
Observation of nature	31	26
Biking	3	12
Guided tours	2	2
Picnic	1	8

In comparing subgroups, hiking and walking are the most common activities across all groups with the exception of visitors over the age of 65, who are more likely to come to the Park to observe nature than take part in physical activities.

Locations visited. The majority of visitors during autumn prefer to move about the Park and see multiple locations. Less than four in ten (37%) said they would be staying at one location for the duration of their visit. The most common sites are the lookouts, the Mackenzie King Estate, Pink Lake, King Mountain, the visitor centre, and Meech Lake.

Visits per season. Half (52%) of visitors come to the park only once during the autumn season. Of those who visit once, four in ten (43%) say it is an annual visit, and would not come to the Park at other times of the year. Slightly less than half (46%) do visit in other seasons (11% were not sure).

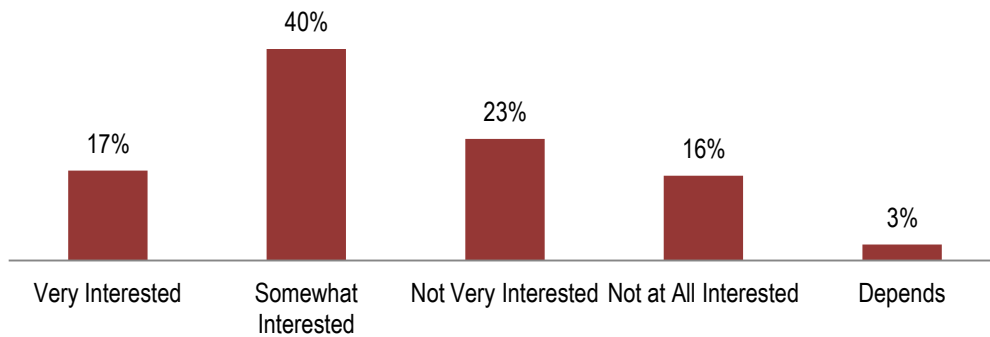
Residents of the Capital Region are more likely to visit the Park at other times of the year (55%). For tourists from outside the region, the autumn visit is most likely their annual trip to the Park (56%).

Educational programs. During the autumn season, Gatineau Park offers education and interpretation programs such as “Follies of the Fall Forest” (a guided walk on the Sugarbush trail), the Mackenzie King Estate interpretation program and a visit on trails with interpretation panels. Just under half (46%) of the visitors to Gatineau Park are aware of these programs.

A closer look at program awareness reveals that Capital Region residents are more likely to be aware of these programs (50%) than tourists from outside of the region (21%). Program awareness also tends to increase with age: 58 percent of visitors over 65 are aware of the programs, compared to 35 percent of 18 to 24 year olds.

When asked how interested they would be in participating in these types of programs, the majority of visitors said they are at least somewhat interested. Just under two in ten (17%) said they are very interested, while an additional four in ten were somewhat interested.

Interest in autumn educational programs



Few differences in interest appear between subgroups. However, visitors at the Park with their family or friends are more likely to be interested in the educational programs than visitors who come alone or with a partner.

WINTER ACTIVITIES

Skiing is the main attraction to the Park in the winter. Most skiers have season’s passes and will return to the park many times throughout the season.

Purpose of visit. The most common purpose of visit to Gatineau Park in the winter is cross country skiing. Other activities that attract visitors include snowshoeing, hiking or walking, and downhill skiing.

Main purpose of winter visit and other activities – top mentions

	Main Purpose of Visit %	Other Activities %
Cross country skiing	68	7
Snowshoeing	16	21
Hiking or walking	13	10
Downhill skiing	1	10

Cross country skiing was the most common activity across all subgroups. However, some differences between groups are worth noting. Four in ten (41%) 18 to 24 year olds came to the Park to snowshoe, more than double the proportion of other age groups. The proportion of people that come to the Park to hike or walk increases with age, and is highest among visitors 65 and older.

Cross country skiing is significantly more common with people who come to the Park alone, while snowshoeing, hiking and walking are more likely to be the purpose of visit for those who came with a partner, family or friends.

Skiing and snowshoeing in Gatineau Park. Visitors who said the purpose of their visit was skiing or snowshoeing were asked a series of questions about their preferences and behaviours. The first question dealt with passes for skiers. The majority, 57 percent, have a season’s pass, while 36 percent purchased a day pass. A closer look reveals that men (62%) are more likely than women (50%) to hold a season’s pass, and the proportion of skiers who own a season’s pass increases with age, being lowest for 18 to 24 year olds (20%) and highest for those 65 and older (74%).

When asked what type of skiing they do in Gatineau Park, eight in ten (79%) skiers said classic. Other types of skiing mentioned include skate (35%), downhill (9%) and back country (5%). The type of skiing does not differ significantly between subgroups of visitors.

Half (51%) of skiers prefer to come to the Park in the morning; three in ten (29%) prefer the afternoon, and one in ten each like to ski in the evening or any time of the day. Over half (54%) say the weekend is their preferred time of the week to ski. Just six percent of skiers prefer weekdays only, while forty percent say both weekdays and weekends or no preference. Local residents express more flexibility in timing than tourists, while the latter are most likely to prefer weekends.

Snowshoers in the Park were asked one question: “Do you snowshoe on marked trails or not?” Slightly less than four in ten (37%) snowshoers used the marked trails, while three in ten (31%) said they were not sure. Thirteen percent said they do not use the marked trails, and eighteen percent snowshoe on both marked and unmarked trails.

Locations visited. The vast majority of visitors during the winter (86%) stay within the location of their activities and do not visit multiple sites in the Park. If visitors do plan to see other areas of the Park, the visitor centre, followed by cafes or chalet areas are the most common destinations.

Visits per season. During the winter, visits to the Park per person are higher than at other times of the year. Nearly three in ten (28%) visitors came to the Park more than 20 times during the season. Only five percent of visitors came to the Park just once throughout the winter. Likely due to season’s passes, skiers are most likely to return to the Park more than 20 times than visitors at the Park for other activities.

SPRING AND SUMMER ACTIVITIES

The beaches and hiking are the biggest draws to Gatineau Park in the spring and summer. The majority of hikers and cyclists use the trail network and find it easy to navigate.

Purpose of visit. The beaches and hiking trails are the biggest attractors of visitors during the summer. Other common reasons for visiting are biking, observing nature, picnics, or driving around in the car.

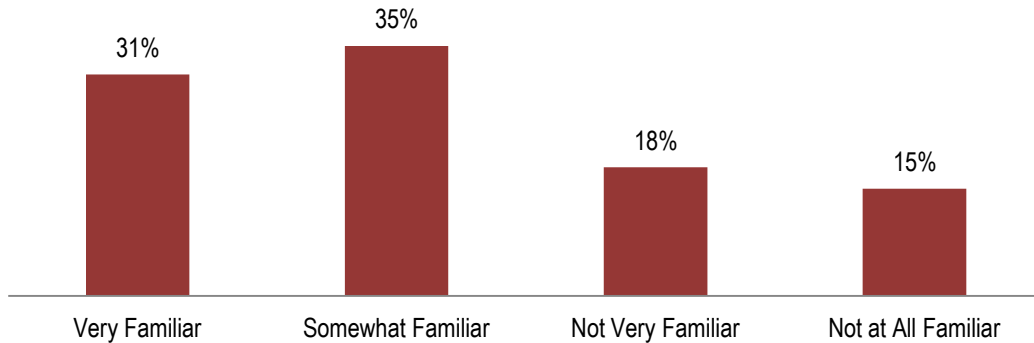
Main purpose of summer visit and other activities – top mentions

	Main Purpose of Visit %	Other Activities %
Swimming / beaches	32	12
Hiking or walking	31	15
Bicycling	11	11
Observing nature	7	5
Picnic	7	18
Driving around in car	5	1

Between subgroups, going to the beaches is a more common reason for coming to the Park for local residents and Quebec tourists from outside of the region. Ontario visitors from outside the CCR are more likely to come to the Park to hike or observe nature. The beach was a draw for half (49%) of 18 to 24 year olds but less likely to be a reason to attend for those over 25. Women are also more likely to come for the beaches, while a greater proportion of men took part in biking.

Use of trails. Hikers and cyclists were asked about their use of the trail network in Gatineau Park. Two in three (66%) say they are at least somewhat familiar with the trail network, while the remaining third are not very, or not at all familiar.

Familiarity with trail network



Residents of the CCR are more likely to be aware of the trail network than tourists to the region. Half (54%) of visitors from outside the Region said they were not at all familiar. Familiarity with the trail network increases with the number of visits to the Park per season. One in four (24%) once a season visitors are at least somewhat familiar with the trail network, compared to nine in ten (93%) visitors who came to the Park more than 20 times in the summer.

More than eight in ten hikers and cyclists (85%) said they can find their way around the trail network easily. One in ten (9%) said no, they cannot find their way around the trail network easily (6% said it depends or not sure). Visitors from outside the Capital Region, who were less likely to be familiar with the trail network, were more likely than Region locals to say it was easy to navigate (96% of tourists said yes, compared to 83% of locals).

Among the small number of people who experienced difficulty navigating the trail system, the most common reasons were issues with missing or confusing signs, and problems with, or missing, maps. This group of people is too small to conduct further subgroup analysis.

Nearly three in four (72%) said they never leave the official trail network to hike or bike; the remaining proportion said they do leave the trail (25%), or they were not sure (3%). Visitors who spend more time in the Park during visits, and those who come to the Park more often during the season are more likely to leave the trail network.

Locations visited. The majority of visitors during the summer (64%) tend to stay in one location. Common places for visitors to go within the Park include the lookouts, the Mackenzie King Estate, Pink Lake, Meech Lake, and the visitor centre. Beach goers (84%) are most likely to stay in one location for the duration of their visit. The majority of cyclists stay on the trail network, but are more likely to stop at the lookouts than any other location in the Park.

Visits per season. Two in ten (21%) summer visitors to Gatineau Park came only once or twice throughout the season; tourists from outside the Capital Region are most likely to come only once or twice. Nearly half (46%) of visitors came between three and ten times during the summer, while an additional three in ten (30%) came more than ten times to the Park. Cyclists are most likely to return frequently; six in ten (60%) bikers came to the Park more than ten times during the season, compared to one in four (24%) beach-goers.

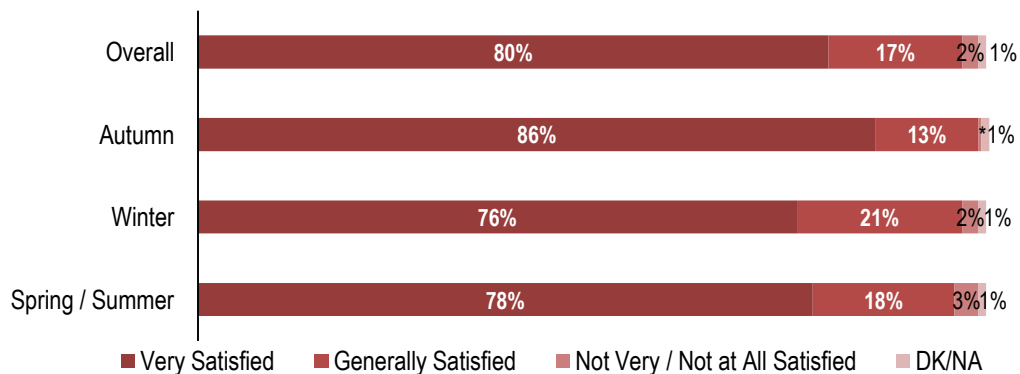
SATISFACTION

Nearly all visitors are satisfied with their trip to Gatineau Park. Most feel the Park makes the Region unique and increases their sense of pride in the Capital.

One of the main objectives of this research study is to determine the level of satisfaction visitors feel about their time in Gatineau Park. The survey asked Park users about their overall satisfaction and the reasons behind these feelings, as well as suggestions for making the Park experience more meaningful.

General satisfaction. Nearly all visitors are very (80%) or generally satisfied (17%) with their time in the Park. Only two percent are not very or not at all satisfied with their visit. Visitors during the autumn season report the highest satisfaction, with 86 percent very satisfied. Satisfaction levels are equally high across all subgroups.

Overall satisfaction with visit – by season



Reasons for satisfaction. Visitors to the Park during the spring and summer season were asked what was the one thing that made the biggest difference to their feeling of satisfaction. The most common responses are the views and scenery, the weather, and the cleanliness of the park, trails, beaches, water, and facilities such as restrooms.

Reasons for dissatisfaction. Of the small number of Park visitors who were not satisfied, the most frequently mentioned reasons were the poor grooming of trails, health and safety concerns, and the inaccessibility of certain areas of the Park. The small sample size of people dissatisfied with their trip to Gatineau Park prevents further analysis.

Making visit more meaningful. Autumn and winter visitors were asked what would be one thing that would make their experience at Gatineau Park more meaningful. A range of responses are given, with no single mention predominating. Some, such as better weather, are beyond the NCC’s control. However, other suggestions, such as more parking (a more frequent response in autumn), more or improved trails and signs, better accessibility to areas of the Park, and more or improved restaurants, offer areas for possible improvement.

One thing to make Park experience more meaningful – top mentions by season

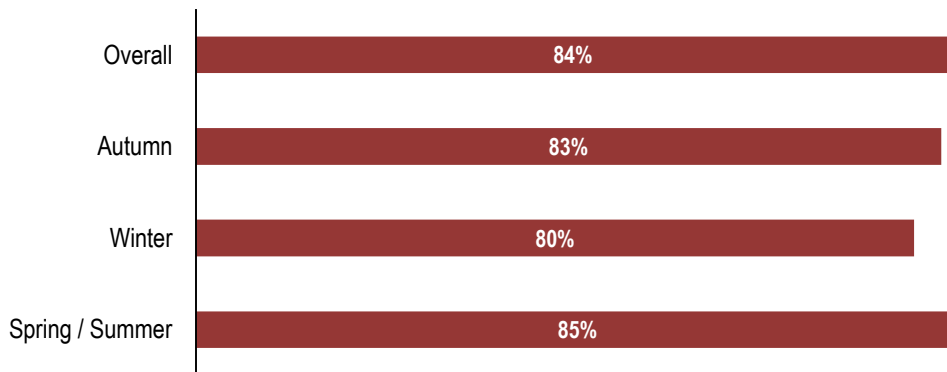
	Overall %	Autumn %	Winter %
Better weather	7	6	7
More parking	5	8	3
Improve / more trails	4	3	6
Improve / more coffee, tea, restaurants	3	3	3
Less people / traffic	3	4	1
Improve / more signs	3	4	1
Better accessibility / too many areas closed	3	5	*

NCC Performance indicators

Performance indicators are designed to determine the impact Gatineau Park has on visitors’ impressions of, and sense of pride in, the Capital. Visitors are given a series of statements and asked their level of agreement on a scale of one (strongly disagree) to ten (strongly agree).

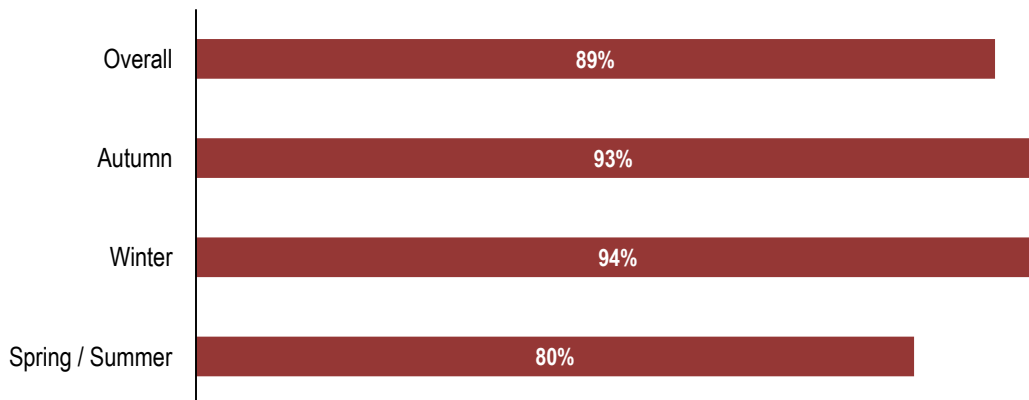
Enriching visit to Capital. Canadian tourists from outside the Capital Region were asked their level of agreement with the statement “My trip to Gatineau Park enriched my visit to the Capital”. More than eight in ten (84%) tourists strongly agree (scoring from 8 to 10) with this statement. One in ten (12%) indicate moderate agreement (from 5 to 7) and only one percent disagree (scoring 4 or less) with the statement that Gatineau Park enriched their visit to the Capital.

Strong agreement the Park enriches visit to the Capital – by season



Making region unique. All visitors to the Park were asked the extent to which they agree Gatineau Park is one of the elements that makes Canada’s Capital Region unique. Nine in ten (89%) strongly agree the Park contributes to the uniqueness of the Capital Region

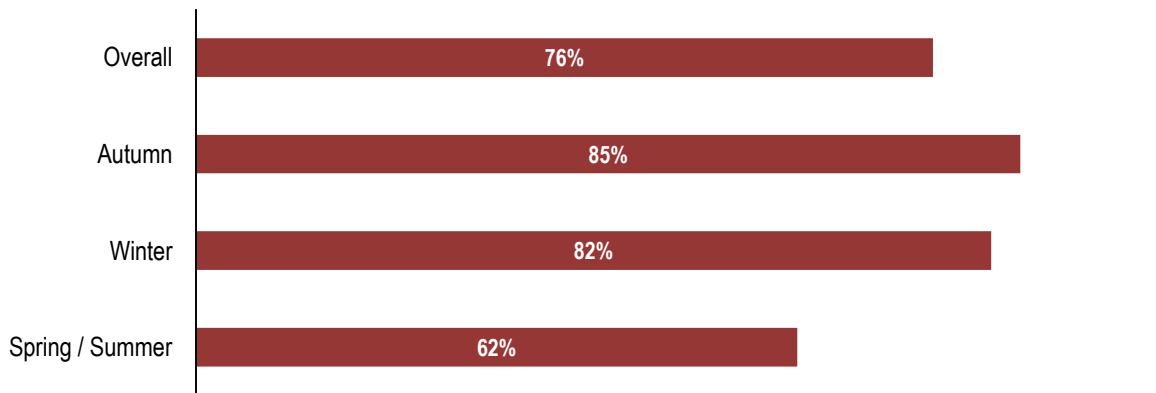
Strong agreement the Park makes Region unique – by season



Agreement that Gatineau Park makes the Capital Region unique is strongest during the autumn and winter seasons. One reason for lower agreement during the spring and summer may be that park users between the ages of 18 and 34 are less likely to have strong agreement with this statement, and make up a greater proportion of visitors during that time.

Increasing pride in Capital. The next performance indicator asked visitors their agreement with the statement “Visiting Gatineau Park increases my sense of pride about my Capital”. Three in four (76%) park visitors fall into the strong agreement category with this statement. Two in ten (19%) somewhat agree, and two percent show disagreement.

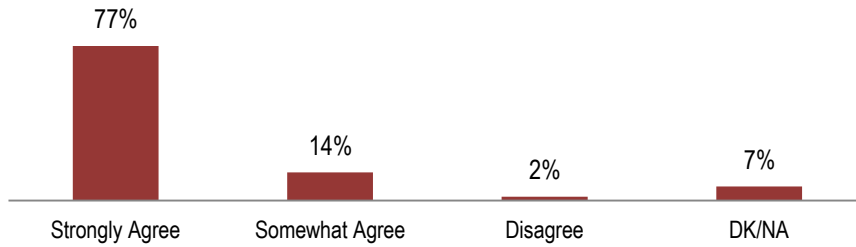
Strong agreement the Park increases pride in Capital – by season



Spring and summer visitors indicate less agreement that their trip to Gatineau Park increased their sense of pride in the Capital than do visitors during the other seasons. Similar to the previous performance indicator, young visitors are less likely to agree the Park increased their sense of pride in the Capital, and are more likely to attend the Park during the summer. In comparing groups of visitors by location, residents of Ontario, within and outside of the Capital Region, are more likely to agree strongly with this statement than are residents of Quebec.

Enriching appreciation for nature. The final performance indicator asked visitors in the spring and summer their level of agreement with the statement “Visiting Gatineau Park enriches my appreciation for nature and conservation”. Almost all visitors agree with this statement; and three in four (77%) strongly agree that the Park has a positive impact on their appreciation for nature and conservation.

Agreement the Park enriches appreciation in nature



Strong agreement is highest among visitors who took part in activities such as hiking or walking (85%), biking (83%) and observing nature (82%) and lower for those coming to the Park for the beaches and swimming (68%). Ontario tourists from outside of the Capital Region are most likely to strongly agree with this statement, compared to visitors from other locations.

PROTECTING THE PARK

The majority of visitors see conservation as the purpose of the Park. Most are willing to change their behaviour to protect ecosystems; fewer are supportive of user fees or shuttles.

Park mandate. Visitors were asked, as far as they knew or had heard, what is the purpose or mandate of Gatineau Park. The most frequent response is that the purpose of Gatineau Park is conservation, followed by recreation. Other responses include cultural or historical purposes, education and tourism.

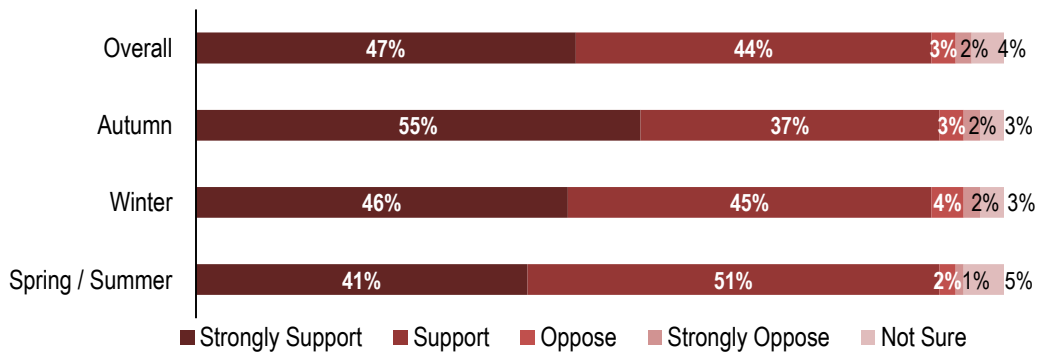
Perceived purpose of Gatineau Park – top mentions by season

	Overall %	Autumn %	Winter %	Spring / Summer %
Conservation	66	70	58	71
Recreation	49	37	63	47
Cultural / historical	6	13	3	3
Education	6	7	4	7
Tourism	2	2	1	2

Across subgroups conservation is predominantly recognized as the purpose of Gatineau Park. The exception is winter visitors, who were more likely to see the purpose of the Park as recreation. This view is particularly high among visitors who come to the Park to ski.

Changing behaviour. The survey asked participants how supportive they would be of changing their behaviour in the Park in order to protect its ecosystems. Nine in ten (92%) support such behaviour changes.

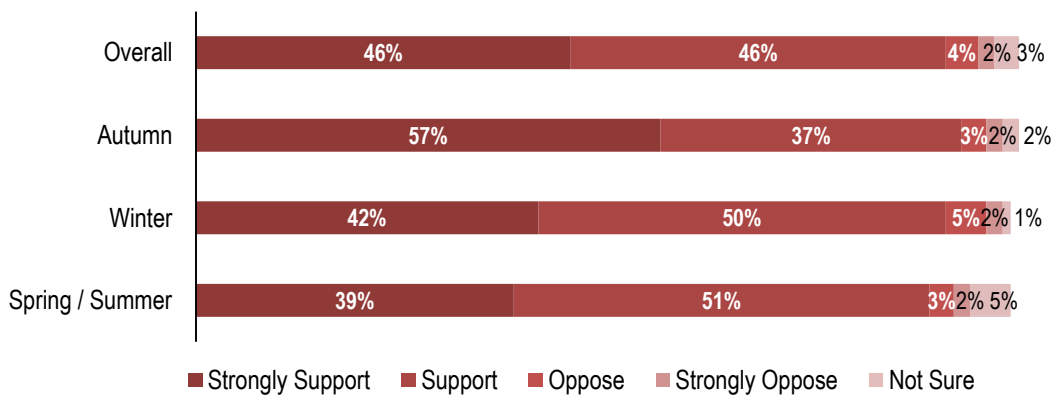
Support for changing behaviour – by season



Strong support for changing behaviour is highest among visitors during the autumn season. Reasons for this may be that visitors who come to the Park for hiking or walking and observing nature (the majority of fall visitors) express stronger support for altering their activities to protect the ecosystems than do visitors whose main activities were biking, swimming or skiing.

Restricting access. Another way for Gatineau Park management to protect its ecosystems would be to restrict access to sensitive areas. Most visitors support reduced access to fragile sections of the Park.

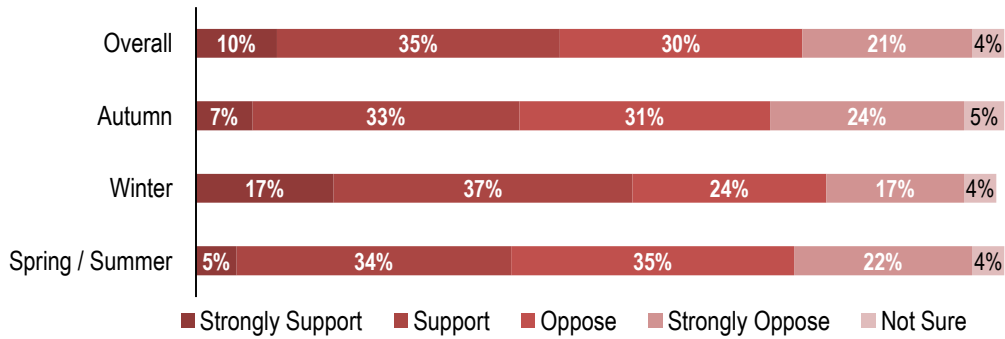
Support for restricting access – by season



As with support for changing behaviour, the strongest support for restricting access came from autumn attendees and those taking part in observing nature and walking. Particularly strong support for restricting access to fragile areas is shown by Ontarians from outside the Capital Region. Ninety-eight percent of Ontario tourists support restricted access compared to 85 percent of Quebec tourists and 92 percent of Capital Region residents.

User fees. Most Park visitors are supportive of changing their behaviour, or having restricted access in order to protect the ecosystems, but fewer visitors support the payment of fees in order to fund conservation or service improvements. Just over four in ten (44%) visitors support more Park users being required to pay a fee.

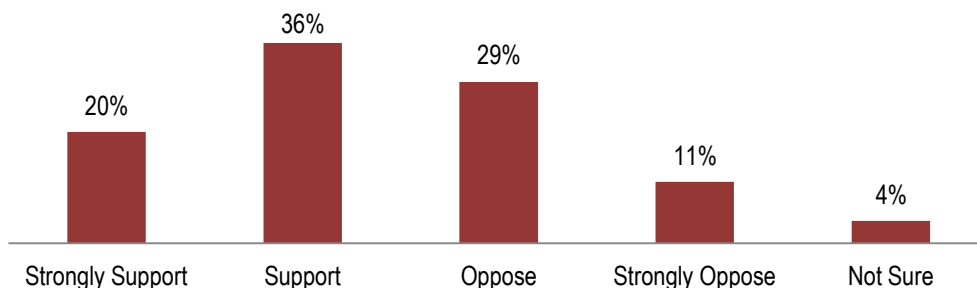
Support for user fees – by season



Support for user fees is stronger among winter visitors than other groups. Skiers and snowshoers have the highest support for user fees, compared to participants in other activities. Skiers, who are the strongest supporters of user fees, are required to pay a daily access fee or purchase a season’s pass. Snowshoers can pay rental fees for equipment or to purchase a map of park trails, and support user fees to a greater extent than participants in other activities, though not as strongly as skiers. As these visitors are already paying to use the Park, they are more supportive of fees being required of others.

Traffic. One factor that can impact the ecosystems of the Park, as well as visitors’ satisfaction, is traffic. In particular during the autumn season, and Fall Rhapsody, traffic in the Park can be high. Autumn visitors were asked the extent to which they would support or oppose leaving their car outside the Park and taking a shuttle to locations or activities as an option for dealing with traffic during peak times. Just over half (56%) of autumn visitors support this option to reduce traffic.

Support for shuttle buses – autumn

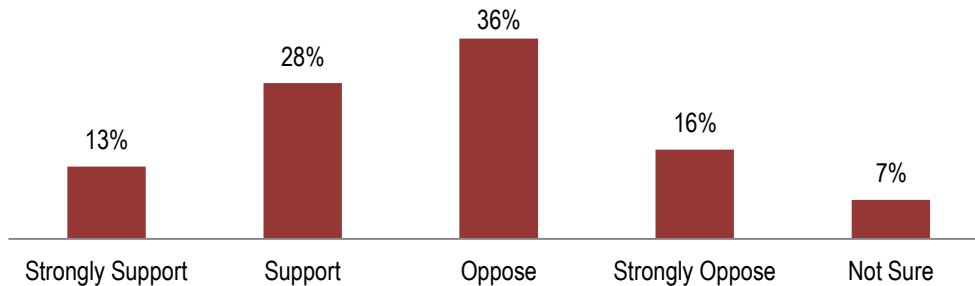


Support for shuttles is similar across all subgroups, with one exception: visitors who come to the Park to bike (52%) strongly support the use of shuttle buses to reduce traffic to a greater extent than do other visitors (20%).

During the winter, and spring / summer seasons, participants were also asked about their support for shuttle buses. The wording of these questions differed from the autumn survey in that participants were not told shuttles are an option for managing traffic during peak visitation times.

In the winter, visitors were asked “Would you support or oppose the option of leaving your car in a parking lot outside of Gatineau Park, and taking a shuttle to the ski, snowshoe, and/or walking trails?” Four in ten (41%) winter visitors support such an option.

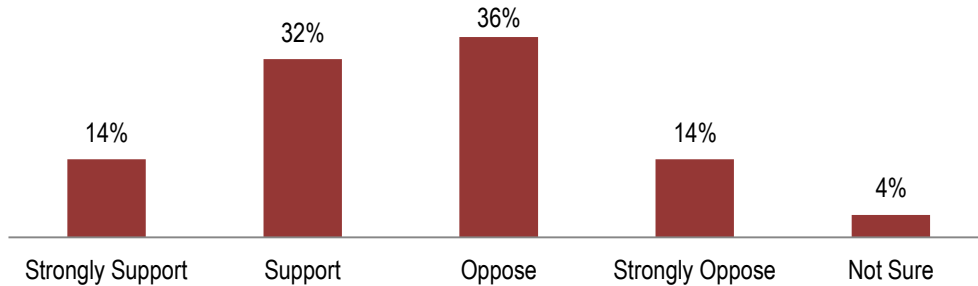
Support for shuttle buses – winter



Support for shuttle buses, while similar across most subgroups, tended to shift depending on age. The youngest visitors, those aged 18 to 24, are most likely to support winter shuttles (66%), compared to visitors 65 years and older (27%). Visitors who come to the park more than 20 times in the winter are less likely to support shuttles (28%) than less regular attendees (47%).

Spring and summer visitors were asked about their support for a shuttle from a parking lot outside of the Park to the trails, beaches and/or picnic areas. Just under half (46%) of visitors support the option of a shuttle bus in the summer.

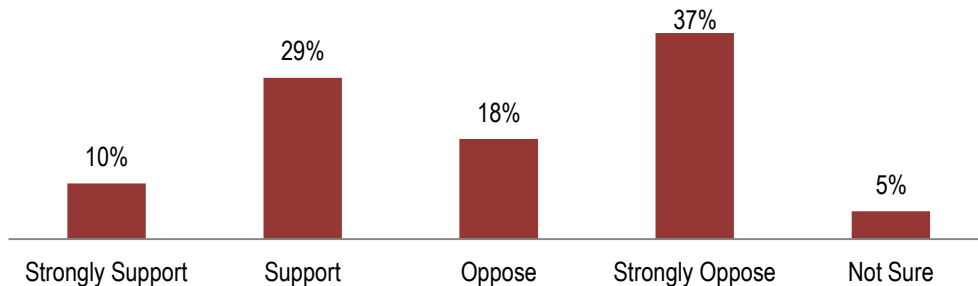
Support for shuttle buses – summer



Across groups of visitors, support for shuttles is highest among Ontario tourists (68%) compared to Capital Region locals (45%) and tourists from Quebec (47%) and elsewhere in Canada (31%). Support is also higher among those 18 to 24 years of age (63%) and lowest for those over the age of 55 (35%).

Another option for managing traffic during peak visitation times is to close the Park when full until earlier visitors leave. Park users in autumn were asked their support for this option. Four in ten (40%) support closing the Park when full, while more than half (55%) oppose this measure. Levels of support do not differ significantly between subgroups of visitors.

Support for closing Park when full



RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

This report is based upon two data collection phases conducted at three times during the year:

- An **onsite intercept survey**, conducted during the autumn, winter and spring / summer seasons from a sample of 2,444 Gatineau Park visitors, gathered information addressing the core research issues and place of residence for the attendance estimation;
- A representative **telephone survey** of 1007 local residents conducted at the end of each season facilitating the required attendance estimates.

Onsite Survey. The onsite Gatineau Park intercept questionnaire gathered the following information:

- Screening items – confirmation of official language preference, age (minimum 18 years), residence (CCR or visitor).
- Observations – location, time and date, weather, gender, and language of interview.
- Items related to Park usage – e.g. motivations for use, purpose of use/activities, frequency of use, locations; trip planning and tools used, and season specific items.
- Items related to satisfaction with the Park / experience and how that might be improved, as well as willingness to change behaviours to protect ecosystems, and willingness to pay an entry fee for enhanced services and/or conservation.
- NCC Performance measures
- Participant profile items

Telephone Survey. The telephone survey was used to gather data from a representative sample of residents of Canada’s Capital Region in terms of their use, and frequency of use, of Gatineau Park as well as information about user motivations for using the Park, willingness to change to protect ecosystems, and willingness to pay a fee for use. Telephone survey participants who are not Gatineau park users were asked the reasons they choose not to visit, their awareness of the Park’s mandate, and the extent to which they support or oppose the introduction of user fees at the Park.

Demographic information will also be captured from all telephone survey participants, users and non-users, for profiling purposes. We propose to weight the telephone survey sample to reflect the true distribution of CCR residents by gender, age, and region, according to the current population figures from Statistics Canada. Ensuring that the telephone sample is fully representative of the local population in this manner will improve our ability to establish Park usage estimates and to compare and contrast the population of Gatineau Park users to non-users.

Survey process/Sampling. Interviewing for both phases of this study was undertaken by experienced bilingual staff. For the intercept surveys, interviewers worked in pairs to ensure their safety and to provide sufficient coverage during each shift. Each interviewing team included one senior interviewer/ supervisor, with responsibility for ensuring the accuracy of the data collection and to handle any questions that arise.

Interviewing was undertaken during peak traffic days and times in order to maximize the sample obtained within the allotted interviewing hours. Potential respondents were selected using a systematic random sampling technique, a proven method with which our research team has extensive past experience. This technique required interviewers to intercept every n^{th} visitor encountered at a certain location in the Park. The sampling fraction (every 3rd or 5th user, for example) was determined based on the traffic levels at the survey locations. Potential participants were also asked if they have been interviewed for the study and those who have were excluded from further research, ensuring that no individual is interviewed twice. Similarly, only one individual from any group of users was interviewed for the study.

For the telephone survey, Environics designed the sample to complete 1,000 interviews within households randomly selected across Canada's Capital Region. The sample was stratified by province, so that 60% of the interviews ($n=600$) were completed with residents of the Ontario part of the Capital Region, and 40% ($n=400$) were completed with residents of the Quebec part of the Region.

Households were selected for the study using random digit dialling and, within each multi-person household contacted, respondents 18 years of age and older were screened for random selection using the "Most Recent Birthday" method. The use of this technique produces results that are as valid and effective as enumerating all persons within a household and selecting one randomly. Quotas were also monitored to ensure the results are representative of the population as a whole in terms of age and gender.

Sample sizes and estimated margins of error. On-site intercept surveys were conducted with 2,444 visitors to Gatineau Park. The following table shows the margin of sampling error associated with the full sample, by season and by CCR resident/visitor subsamples, at the standard 95 percent confidence interval.

	Completed Surveys N	M.O.E. %
Total	2444	2.0
Autumn	802	3.5
Winter	829	3.4
Spring / Summer	813	3.4
CCR Resident	2102	2.1
CCR Visitor	342	5.3

The margin of error for the telephone survey with a sample of 1007 CCR residents is plus or minus 3.1 percent, at the (standard) 95 percent confidence level. This sample size was appropriate for the purpose of estimating the proportion of local residents who visited Gatineau Park throughout the year.

Data entry and quality control. As the completed onsite intercept questionnaires are returned to our data entry facility, a quality control team will conduct a manual visual review to ensure completeness and validity of the responses, according to skip patterns, and other survey instructions. Any survey that is incomplete or filled out incorrectly will not be counted in the final sample. The data entry will be performed by a team of data entry operators who have extensive experience in processing surveys. The process will be performed using a computer-assisted telephone interviewing (CATI) system to ensure accuracy of responses as only valid answer ranges may be entered in the system. The pre-programming of logical skips eliminates data entry operator errors and assures completeness of the information gathered. Human error is eliminated by the designation of mandatory fields that must be completed and by range checks on each answer field. Additionally, 20% of all surveys will undergo double data entry to ensure accuracy—exceeding industry standards—and any inconsistencies will be addressed immediately. After the data entry is complete, the data will be examined for outliers and verified against the original survey.

The telephone questionnaire was programmed into our CATI system which responds to the availability of survey participants and permits flexible call-back schedules. Environics made up to eight call-backs to reach each household selected in the sample, and made follow-up calls at different times of the day and days of the week, to maximize the chances of catching someone at home. Following data collection and prior to analysis, a data analyst performed a data-cleaning and validation process, in accordance with the highest industry standards. For open-ended responses, coding was completed within the data entry CATI software.

Response rate. Based on a formula developed by MRIA in consultation with the Government of Canada (Public Works and Government Services), the effective response rate for the telephone survey is 15 percent. This is calculated as the number of responding participants (completed interviews, disqualifications and over-quota participants – 1,201), divided by unresolved numbers (busy, no answer – 3,763) plus non-responding households or individuals (refusals, language barrier, missed callbacks – 2,827) plus responding participants (1,201) $[R / (U + IS + R)]$. The disposition of all dialed sample is presented in the following table.

	CCR residents 16+ #
Total sample dialed	8,734
UNRESOLVED NUMBERS (U)	3,763
Busy	42
No answer	1,208
Voicemail	2,513
RESOLVED NUMBERS (Total minus Unresolved)	4,971
OUT OF SCOPE (Invalid/non-eligible)	943
Non-residential	49
Not-in-service	825
Fax/modem	69
IN SCOPE NON-RESPONDING (IS)	2,827
Refusals – household	423
Refusals – respondent	1,780
Language barrier	131
Callback missed/respondent not available	469
Break-offs (interview not completed)	24
IN SCOPE RESPONDING (R)	1201
Disqualified	0
Quota filled	194
Completed	1007
RESPONSE RATE $[R / (U + IS + R)]$	15%

Method of Estimating Attendance

The following steps were used to calculate attendance estimates.

1. Estimating the attendance of CCR residents

A telephone survey of residents of Canada's Capital Region was completed after each on-site interviewing period to determine the percentage of residents who reported visiting Gatineau Park during the season.

2. Calculating CCR attendance during each season

- Estimating CCR attendance for each season was accomplished through a simple calculation – the percentage of residents that report attending each season was multiplied by the population of the CCR.
- The population estimate used to calculate attendance was the latest Statistics Canada Census number available – 1,451,000 (based on 2006 Census boundaries).
- To calculate CCR attendance for each season, each telephone survey record was examined and respondents divided into two groups – those visited Gatineau Park, and those who did not.
- The percentage of CCR residents attending for each season was multiplied by the adult population of the CCR area to estimate seasonal attendance.

3. Calculating the ratio of CCR residents to Canadian tourists

- To calculate the ratio of local CCR residents to Canadian tourists, the on-site survey interviews asked close to 2,400 Park visitors whether they live within 80 kilometers of Canada's Capital Region.
- The ratio of CCR residents to visitors was calculated for each season.

4. Calculating total attendance estimates for each season

To calculate overall and site attendance, the following formula was used:

$$\text{Total attendance} = \frac{\text{CCR attendance estimate}}{\% \text{ of crowd who are CCR residents}}$$

PARK VISITOR ESTIMATES

**% OF CCR RESIDENTS VISITING PARK IN REFERENCE PERIOD -
PERCENT MAKING AT LEAST ONE TRIP (Q3 TELEPHONE SURVEY)**

Q3 % OF CCR RESIDENTS VISITING PARK IN REFERENCE PERIOD	WEIGHTED		
	FALL	WINTER	SUMMER
	31	26	40
X BY POP 18+	350,300	293,800	452,000

% VISITORS THAT ARE LOCALS (Q1 INTERCEPT SURVEY)

	FALL	WINTER	SUMMER
Q1% VISITORS THAT ARE LOCALS	80	94	81
local / tourist ratio	1.25	1.06	1.23
TOTAL PARK VISITORS	437,875	312,553	558,025
LESS LOCALS = TOURISTS	87,575	18,753	106,025

CALCULATING ANNUAL PARK VISITORS

	FALL	WINTER	SUMMER	
Local visitors	350,300	293,800	452,000	
subtract doublecount: 3/4 of fall (Q13 fall intercept)		262,725	262,725	
Annual local = sum of	350,300	31,075	189,275	570,650
ROUNDED	LOCALS			570,600
APPLY ratio local to tourist	80	94	81	
TOTAL PARK VISITORS	437,875	329,395	232,808.25	703,622.8
ROUNDED	TOTAL			703,500
TOURIST ANNUAL VISITS	TOTAL MINUS LOCAL = TOURISTS			132,900

TELEPHONE SURVEY INSTRUMENTS:

FALL – ENGLISH

FALL – FRENCH

WINTER – ENGLISH

WINTER – FRENCH

SUMMER – ENGLISH

SUMMER – FRENCH

4. What did you do in Gatineau Park when you visited during September and October this year?

ACTIVITIES – DO NOT READ	FIRST MENTION CODE ONE ONLY	OTHER MENTIONS CODE ALL THAT APPLY
Hiking or walking	01	01
Guided tours	02	02
Road biking	03	03
Bird watching	04	04
Mountain biking	05	05
Canoeing/Kayak	06	06
Geocaching	07	07
Picnic	08	08
Observation of nature	09	09
Driving around in my car	10	10
Camping	11	11
Other, please specify: _____		

ASK ALL

5. As far as you know or have heard, what is the main purpose or mandate of Gatineau Park?

DO NOT READ – CODE ALL THAT APPLY

Conservation / Conservation Park / Protecting nature, wildlife, habitat	01
Recreation / place for outdoor activities	02
Education / interpretation programs	03
Cultural / historical	04
Other, please specify _____	
Not sure / no answer	99

Please indicate the extent to which you would support or oppose the following statements regarding the management of Gatineau Park.

	Strongly Support	Support	Oppose	Strongly Oppose	Not sure / no answer
6. Having to change my own behaviour in the park in order to protect its ecosystems	01	02	03	04	99
7. Restricting access to fragile areas of the Park	01	02	03	04	99
8. More park users being required to pay a fee in order to fund conservation and service improvements	01	02	03	04	99

DEMOGRAPHICS

To finish up, I would like to ask you a few questions about you and your household for statistical purposes only. Please be assured that your answers will remain completely confidential.

9. In which of the following age categories can I place you?

READ

01 - 18 to 24

02 - 25 to 34

03 - 35 to 44

04 - 45 to 54

05 - 55 to 64

06 - 65 and over

99 - Don't know/No answer

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

READ - CODE ONE ONLY

01 - Less than \$40,000

02 - \$40,000 to less than \$80,000

03 - \$80,000 to less than \$120,000

05 - More than \$120,000

VOLUNTEERED

99 - Don't know/No answer

11. And finally, may I have your postal code?

RECORD SIX DIGITS

This completes the survey. In case my supervisor would like to verify that I conducted this interview, may I have your first name?

First Name: _____

On behalf of the National Capital Commission, thank you very much for your time and cooperation.

RECORD:

12. Gender

01 - Male

02 - Female

13. Language of interview

01 - English

02 - French

4. Quelles activités avez-vous faites dans le parc de la Gatineau lorsque vous l'avez visité au cours des mois de septembre et d'octobre cette année?

ACTIVITÉS -- NE PAS LIRE	PREMIÈRE MENTION CODER SEULEMENT UNE RÉPONSE	AUTRES MENTIONS CODER TOUT CE QUI S'APPLIQUE
Randonnée pédestre ou marche	01	01
Visites guidées	02	02
Vélo sur route	03	03
Observation d'oiseaux	04	04
Vélo de montagne	05	05
Canoë/kayak	06	06
Géocachette	07	07
Pique-nique	08	08
Observation de la nature	09	09
Promenade en auto	10	10
Camping	11	11
Autre, veuillez préciser :	_____	_____

DEMANDER À TOUS

5. D'après ce que vous savez ou avez entendu, quel est l'objectif principal ou la mission du parc de la Gatineau?

NE PAS LIRE - CODER TOUT CE QUI S'APPLIQUE

Conservation/parc de conservation/protection de la nature, de la faune, de l'habitat	01
Loisirs/endroit pour les activités extérieures	02
Éducation/programmes d'interprétation	03
Culture/histoire	04
Autre, veuillez préciser	
<hr/>	
Incertain(e)/pas de réponse	99

Veuillez indiquer dans quelle mesure vous appuieriez ou vous opposeriez aux propositions suivantes, qui portent sur la gestion du parc de la Gatineau.

	Appuierais fortement	Appuierais	M'opposerais	M'opposerais fortement	Incertain(e)/pas de réponse
6. Devoir modifier mon propre comportement dans le parc de façon à protéger son écosystème	01	02	03	04	99
7. Limiter l'accès aux zones fragiles du parc	01	02	03	04	99
8. Exiger que davantage d'utilisateurs du parc paient des droits d'entrée afin de financer des projets de conservation et l'amélioration des services	01	02	03	04	99

DONNÉES DÉMOGRAPHIQUES

Pour terminer et à des fins strictement statistiques, j'aimerais poser quelques questions à votre sujet et au sujet de votre foyer.

Soyez assuré(e) que vos réponses demeureront entièrement confidentielles.

9. Dans laquelle des catégories d'âge suivantes vous situez-vous?
LIRE

01 - 18 à 24
02 - 25 à 34
03 - 35 à 44
04 - 45 à 54
05 - 55 à 64
06 - 65 ans et plus
99 - Ne sais pas/pas de réponse

10. À des fins de classification seulement, nous aimerions avoir des renseignements au sujet du revenu annuel de votre foyer. Veuillez me dire dans laquelle des catégories suivantes se situe le revenu total de votre foyer pour l'année 2009.

LIRE -- CODER SEULEMENT UN

01 – Moins de 40 000 \$
02 – 40 000 \$ à moins de 80 000 \$
03 – 80 000 \$ à moins de 120,000 \$
05 – Plus de 120 000 \$
NON SUGGÉRÉ
99 - Ne sais pas/pas de réponse

11. Finalement, puis-je avoir votre code postal?
INSCRIRE SIX CHIFFRES

Voici ce qui termine notre sondage. Advenant le cas où mon/ma superviseur(e) voudrait vérifier que j'ai bien mené ce sondage, pourrais-je avoir votre prénom?

Prénom : _____

Au nom de la Commission de la capitale nationale, nous vous remercions de votre temps et de votre collaboration.

INSCRIRE :

12. Sexe

01 - Homme
02 - Femme

13. Langue de l'interview

01 - Anglais
02 - Français

4. What did you do in Gatineau Park when you visited this winter season, from November to March?
 [IF ASKED: from the beginning of November 2010 through March 2011]

ACTIVITIES – DO NOT READ	FIRST MENTION CODE ONE ONLY	OTHER MENTIONS CODE ALL THAT APPLY
Cross country Skiing	01	01
Downhill skiing	02	02
Snow shoeing	03	03
Hiking or walking	04	04
Guided tours	05	05
Driving around in my car	06	06
Observing nature	07	07
Other, please specify:	08	08

ASK ALL

5. As far as you know or have heard, what is the main purpose or mandate of Gatineau Park?

DO NOT READ – CODE ALL THAT APPLY

Conservation / Conservation Park / Protecting nature, wildlife, habitat	01
Recreation / place for outdoor activities	02
Education / interpretation programs	03
Cultural / historical	04
Other, please specify _____	
Not sure / no answer	99

Please indicate the extent to which you would support or oppose the following statements regarding the management of Gatineau Park.

	Strongly Support	Support	Oppose	Strongly Oppose	Not sure / no answer
6. Having to change my own behaviour in the park in order to protect its ecosystems	01	02	03	04	99
7. Restricting access to fragile areas of the Park	01	02	03	04	99

DEMOGRAPHICS

To finish up, I would like to ask you a few questions about you and your household for statistical purposes only. Please be assured that your answers will remain completely confidential.

9. In which of the following age categories can I place you?
READ

01 - 18 to 24
02 - 25 to 34
03 - 35 to 44
04 - 45 to 54
05 - 55 to 64
06 - 65 and over
99 - Don't know/No answer

10. For statistical purposes only, we need information about your household income. Please tell me which of the following categories applies to your total household income for the year 2010?
READ - CODE ONE ONLY

01 - Less than \$40,000
02 - \$40,000 to less than \$80,000
03 - \$80,000 to less than \$120,000
05 - More than \$120,000
VOLUNTEERED
99 - Don't know/No answer

11. And finally, may I have your postal code?
RECORD SIX DIGITS

This completes the survey. In case my supervisor would like to verify that I conducted this interview, may I have your first name?

First Name: _____

On behalf of the National Capital Commission, thank you very much for your time and cooperation.

RECORD:

12. Gender

01 - Male
02 - Female

13. Language of interview

01 - English
02 - French

4. Quelles activités avez-vous faites dans le parc de la Gatineau lorsque vous l'avez visité au cours de la présente saison hivernale, du mois de novembre au mois de mars?
[SI ON LE DEMANDE : du début du mois de novembre 2010 à mars 2011]

ACTIVITÉS – NE PAS LIRE	PREMIÈRE MENTION CODER SEULEMENT UNE RÉPONSE	AUTRES MENTIONS CODER TOUT CE QUI S'APPLIQUE
Ski de fond	01	01
Ski alpin	02	02
Raquette à neige	03	03
Randonnée pédestre ou marche	04	04
Visites guidées	05	05
Promenade en auto	06	06
Observation de la nature	07	07
Autre, veuillez préciser :	08	08

DEMANDER À TOUS

5. D'après ce que vous savez ou avez entendu, quel est l'objectif principal ou la mission du parc de la Gatineau?

NE PAS LIRE - CODER TOUT CE QUI S'APPLIQUE

Conservation/parc de conservation/protection de la nature, de la faune, de l'habitat	01
Loisirs/endroit pour les activités extérieures	02
Éducation/programmes d'interprétation	03
Culture/histoire	04
Autre, veuillez préciser _____	
Incertain(e)/pas de réponse	99

Veuillez indiquer dans quelle mesure vous appuieriez ou vous opposeriez aux propositions suivantes, qui portent sur la gestion du parc de la Gatineau.

	Appuierais fortement	Appuierais	M'opposerais	M'opposerais fortement	Incertain(e)/pas de réponse
6. Devoir modifier mon propre comportement dans le parc de façon à protéger son écosystème	01	02	03	04	99
7. Limiter l'accès aux zones fragiles du parc	01	02	03	04	99
8. Exiger que davantage d'utilisateurs du parc paient des droits d'entrée afin de financer des projets de conservation et l'amélioration des services	01	02	03	04	99

DONNÉES DÉMOGRAPHIQUES

Pour terminer et à des fins strictement statistiques, j'aimerais poser quelques questions à votre sujet et au sujet de votre foyer. Soyez assuré(e) que vos réponses demeureront entièrement confidentielles.

9. Dans laquelle des catégories d'âge suivantes vous situez-vous?

LIRE

01 - 18 à 24

02 - 25 à 34

03 - 35 à 44

04 - 45 à 54

05 - 55 à 64

06 - 65 ans et plus

99 - Ne sais pas/pas de réponse

10. À des fins de classification seulement, nous aimerions avoir des renseignements au sujet du revenu de votre foyer. Veuillez m'indiquer laquelle des catégories suivantes s'applique au revenu total de votre foyer pour l'année 2010.

LIRE – CODER SEULEMENT UN

01 – Moins de 40 000 \$

02 – 40 000 \$ à moins de 80 000 \$

03 – 80 000 \$ à moins de 120 000 \$

05 – Plus de 120 000 \$

NON SUGGÉRÉ

99 - Ne sais pas/pas de réponse

11. Finalement, puis-je avoir votre code postal?

INSCRIRE SIX CHIFFRES

Voilà qui termine notre sondage. Advenant le cas où mon/ma superviseur(e) voudrait vérifier que j'ai bien mené ce sondage, pourrais-je avoir votre prénom?

Prénom : _____

Au nom de la Commission de la capitale nationale, je vous remercie de votre temps et de votre collaboration.

INSCRIRE :

12. Sexe

01 - Homme

02 - Femme

13. Langue de l'entrevue

01 - Anglais

02 - Français

4. What did you do in Gatineau Park when you visited during September and October this year?

ACTIVITIES – DO NOT READ	FIRST MENTION CODE ONE ONLY	OTHER MENTIONS CODE ALL THAT APPLY
Hiking or walking	01	01
Guided tours	02	02
Road biking	03	03
Bird watching	04	04
Mountain biking	05	05
Canoeing/Kayak	06	06
Geocaching	07	07
Picnic	08	08
Observation of nature	09	09
Driving around in my car	10	10
Camping	11	11
Swimming	12	12
Mackenzie King Estate	13	13
Other, please specify: _____		

ASK ALL

5. As far as you know or have heard, what is the main purpose or mandate of Gatineau Park?

DO NOT READ – CODE ALL THAT APPLY

Conservation / Conservation Park / Protecting nature, wildlife, habitat	01
Recreation / place for outdoor activities	02
Education / interpretation programs	03
Cultural / historical	04
Other, please specify _____	
Not sure / no answer	99

Please indicate the extent to which you would support or oppose the following statements regarding the management of Gatineau Park.

	Strongly Support	Support	Oppose	Strongly Oppose	Not sure / no answer
6. Having to change my own behaviour in the park in order to protect its ecosystems	01	02	03	04	99
7. Restricting access to fragile areas of the Park	01	02	03	04	99
8. More park users being required to pay a fee in order to fund conservation and service improvements	01	02	03	04	99

DEMOGRAPHICS

To finish up, I would like to ask you a few questions about you and your household for statistical purposes only. Please be assured that your answers will remain completely confidential.

9. In which of the following age categories can I place you?

READ

01 - 18 to 24

02 - 25 to 34

03 - 35 to 44

04 - 45 to 54

05 - 55 to 64

06 - 65 and over

99 - Don't know/No answer

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

READ - CODE ONE ONLY

01 - Less than \$40,000

02 - \$40,000 to less than \$80,000

03 - \$80,000 to less than \$120,000

05 - More than \$120,000

VOLUNTEERED

99 - Don't know/No answer

11. And finally, may I have your postal code?

RECORD SIX DIGITS

This completes the survey. In case my supervisor would like to verify that I conducted this interview, may I have your first name?

First Name: _____

On behalf of the National Capital Commission, thank you very much for your time and cooperation.

RECORD:

12. Gender

01 - Male

02 - Female

13. Language of interview

01 - English

02 - French

4. Quelles activités avez-vous faites dans le parc de la Gatineau lorsque vous l'avez visité au cours des mois d'avril à août de cette année?

ACTIVITÉS – NE PAS LIRE	PREMIÈRE MENTION CODER SEULEMENT UNE RÉPONSE	AUTRES MENTIONS CODER TOUT CE QUI S'APPLIQUE
Randonnée pédestre ou marche	01	01
Visites guidées	02	02
Vélo sur route	03	03
Observation d'oiseaux	04	04
Vélo de montagne	05	05
Canoë/kayak	06	06
Géocachette	07	07
Pique-nique	08	08
Observation de la nature	09	09
Promenade en auto	10	10
Camping	11	11
Natation	12	12
Domaine Mackenzie-King	13	13
Autre, veuillez préciser :	_____	_____

DEMANDER À TOUS

5. D'après ce que vous savez ou avez entendu, quel est l'objectif principal ou la mission du parc de la Gatineau?

NE PAS LIRE - CODER TOUT CE QUI S'APPLIQUE

Conservation/parc de conservation/protection de la nature, de la faune, de l'habitat	01
Loisirs/endroit pour les activités extérieures	02
Éducation/programmes d'interprétation	03
Culture/histoire	04
Autre, veuillez préciser _____	

03 Incertain(e)/pas de réponse 99

Veuillez indiquer dans quelle mesure vous appuieriez ou vous opposeriez aux propositions suivantes, qui portent sur la gestion du parc de la Gatineau.

	Appuierais fortement	Appuierais	M'opposerais	M'opposerais fortement	Incertain(e)/pas de réponse
6. Devoir modifier mon propre comportement dans le parc de façon à protéger son écosystème	01	02	03	04	99
7. Limiter l'accès aux zones fragiles du parc	01	02	03	04	99
8. Exiger que davantage d'utilisateurs du parc paient des droits d'entrée afin de financer des projets de conservation et l'amélioration des services	01	02	03	04	99

DONNÉES DÉMOGRAPHIQUES

Pour terminer et à des fins strictement statistiques, j'aimerais poser quelques questions à votre sujet et au sujet de votre foyer. Soyez assuré(e) que vos réponses demeureront entièrement confidentielles.

9. Dans laquelle des catégories d'âge suivantes vous situez-vous?

LIRE

01 - 18 à 24

02 - 25 à 34

03 - 35 à 44

04 - 45 à 54

05 - 55 à 64

06 - 65 ans et plus

99 - Ne sais pas/pas de réponse

10. À des fins de classification seulement, nous aimerions avoir des renseignements au sujet du revenu annuel de votre foyer. Veuillez m'indiquer laquelle des catégories suivantes s'applique au revenu total de votre foyer pour l'année 2010.

LIRE - CODER SEULEMENT UN

01 - Moins de 40 000 \$

02 - 40 000 \$ à moins de 80 000 \$

03 - 80 000 \$ à moins de 120 000 \$

05 - Plus de 120 000 \$

NON SUGGÉRÉ

99 - Ne sais pas/pas de réponse

11. Finalement, puis-je avoir votre code postal?

INSCRIRE SIX CHIFFRES

Voilà qui termine le sondage. Advenant le cas où mon/ma superviseur(e) voudrait vérifier que j'ai bien mené ce sondage, pourrais-je avoir votre prénom?

Prénom : _____

Au nom de la Commission de la capitale nationale, je vous remercie de votre temps et de votre collaboration.

INSCRIRE :

12. Sexe

01 - Homme

02 - Femme

13. Langue de l'entrevue

01 - Anglais

02 - Français

INTERCEPT SURVEY INSTRUMENTS:

FALL – ENGLISH

FALL – FRENCH

WINTER – ENGLISH

WINTER – FRENCH

SUMMER – ENGLISH

SUMMER – FRENCH

FALL 2010 Gatineau Park Visitor Survey Questionnaire

SCREENING AND OBSERVATIONS

Interviewer _____

Date: 09/___/___
(month / day)

Time: ___ : ___ a.m. or p.m.

Location of interview

Visitor Centre	01
Pink Lake Trail / Parking Area	02
Mackenzie King Estate	03
Champlain Lookout	04
King Mountain Trail	05

Recruit potential participants completing an activity (e.g. leaving lookout, back from a hike, bike ride, etc).

Bonjour/hello, my name is _____ and I work for Environics, a public opinion research company. We are conducting a brief survey today among Canadians visiting Gatineau Park and I would like to ask you a few questions. The survey only takes a few minutes to complete and your answers will be used to help with the Park management.

A. **ASK ALL (INCLUDING REFUSALS):** We are trying to track tourism in Gatineau Park, could you please (just) tell me if you are a visitor to Canada's Capital Region – that is, did you travel more than 80 km (or 50 miles) to get to the Capital Region?

Yes - Visitor	01
No – CCR resident	02
Refused/NA	99

FOR REFUSALS, TERMINATE INTERVIEW: Thank you!

RECORD ONLY, DO NOT ASK – RECORD FOR REFUSALS AND PARTICIPANTS:

B. Gender:
Female 01 Male 02

C. Language of interview
English 01 French 02

D. Are you Canadian?

Yes 01
No 02

IF NO, THANK AND TERMINATE:

This survey is for Canadian's visiting the Park, thank you for your interest.

ASK ALL

1. Where do you live?

<p>IF Canada (including local residents), ASK:</p> <p>What is the name of your town or city?</p> <p>RECORD TOWN OR CITY _____</p>	<p>IF OUTSIDE CANADA: Thank and terminate.</p>
--	---

2. Could you please tell me your postal code?

____ - ____ - ____

Refused 99

Next are a few questions about your visit to the Park today...

3. What is the main purpose of your visit to Gatineau Park today?

4. Are there any other activities that you do in Gatineau Park during September and/or October?

ACTIVITIES – DO NOT READ	QUESTION 3: MAIN ACTIVITY TODAY SELECT ONE ONLY	QUESTION 4: OTHER ACTIVITIES SELECT ALL THAT APPLY
Hiking or walking	01	01
Guided tours	02	02
Road biking	03	03
Bird watching	04	04
Mountain biking	05	05
Canoeing/Kayak	06	06
Geocaching	07	07
Picnic	08	08
Observation of nature	09	09
Driving around in my car	10	10
Camping	11	11
Other, please specify:	_____	_____

5. Approximately how much time will you be spending in Gatineau Park today?

RECORD NUMBER OF HOURS ____

OR

IF LESS THAN ONE HOUR RECORD NUMBER OF MINUTES ____

Moving on...

12. How many times have you visited Gatineau Park during September and October this year?

RECORD # _____ ACCEPT AN ESTIMATE BUT NOT A RANGE

13. **IF ONE VISIT DURING SEPTEMBER/OCTOBER AT Q.12:** Do you also visit Gatineau Park at other times of the year or is this your annual visit?

Visits at other times of year 01
 Annual visit 02
 Not sure / no answer 99

14. Educational and interpretation programs are offered in Gatineau Park during September and October. This includes programs such as “Follies of the Fall Forest” (a guided walk on the Sugarbush trail), the Mackenzie King Estate interpretation program and a visit on trails with interpretation panels. Before now, were you aware of these programs?

Yes 01
 No 02
 Not sure / no answer 99

14a. And how interested are you in participating in these types of programs? Are you...

Very interested 01
 Somewhat interested 02
 Not very interested 03
 Not at all interested 04
VOLUNTEERED
 Depends 05
 Not sure / no answer 99

15. How do you typically plan your visit to Gatineau Park? **DO NOT READ**

I am very familiar with Gatineau Park	01
I rely on regional tourist offices (kiosks, guides)	02
Capital InfoCentre in Ottawa	03
I have a map of Gatineau Park	04
I consult the NCC website for information on “what’s on”	05
I drive first to the Gatineau Park visitor centre for orientation	06
I obtain information from websites	07
I obtain information from social media, such as Facebook or Twitter	08
Not sure / no answer	99

16. As far as you know or have heard, what is the main purpose or mandate of Gatineau Park?

DO NOT READ – SELECT ALL THAT APPLY

Conservation / Conservation Park / Protecting nature / wildlife / habitat	01
Recreation / place for activities	02
Education	03
Cultural / historical	04
Other, please specify _____	
Not sure / no answer	99

Please indicate the extent to which you would support or oppose the following statements regarding the management of Gatineau Park.

	Strongly Support	Support	Oppose	Strongly Oppose	Not sure / no answer
17. Having to change my own behaviour in the park in order to protect its ecosystems	01	02	03	04	99
18. Restricting access to fragile areas of the Park	01	02	03	04	99
19. More park users being required to pay a fee in order to fund conservation and service improvements					

And to what extent would you support or oppose the following options for managing traffic during peak visitation times at Gatineau Park?

	Strongly Support	Support	Oppose	Strongly Oppose	Not sure / no answer
20. Leaving your car in a parking lot outside of the Park and using a shuttle bus to get to your location or activity	01	02	03	04	99
21. Having the Park closed when it is full until some people leave making room for more visitors	01	02	03	04	99

22. And finally, in which of the following age categories do you belong?

- 18 to 24 years old 01
- 25 to 34 years old 02
- 35 to 44 years old 03
- 45 to 54 years old 04
- 55 to 64 years old 05
- 65 and older 06
- No response/refused 99

Closing

This completes the survey. On behalf of the National Capital Commission, thank you very much for your participation.

Sondage auprès des visiteurs du parc de la Gatineau - AUTOMNE 2010

Questionnaire

RECRUTEMENT ET OBSERVATIONS

Interviewer _____

Date : 10/___/___
(mois / jour)

Heure : ___ : ___

Lieu de l'interview

Centre des visiteurs	01
Sentier du lac Pink/aire de stationnement	02
Domaine Mackenzie-King	03
Belvédère Champlain	04
Sentier du mont King	05

Recruter des candidats potentiels parmi les personnes terminant une activité (par ex., quittant le belvédère, de retour d'une randonnée pédestre, de retour d'une balade à vélo, etc.).

Bonjour, je suis ___ et je travaille pour Environics, une société de recherche sur l'opinion publique. Nous menons aujourd'hui un bref sondage auprès de Canadiens visitant le parc de la Gatineau. Dans le cadre de cette étude, nous aimerions vous poser quelques questions. Le sondage dure seulement quelques minutes. Vos réponses serviront à améliorer la gestion du parc.

A. **DEMANDER À TOUS (INCLUANT LES REFUS)** : Nous essayons de tracer un portrait du tourisme dans le parc de la Gatineau; pourriez-vous (seulement) me dire si vous êtes un(e) visiteur(se) de la région de la capitale du Canada – c'est-à-dire, avez-vous parcouru plus de 80 km (50 miles) pour vous rendre dans la région de la capitale?

Oui - visiteur	01
Non – résident de la RCC	02
Refus/SO	99

EN CAS DE REFUS, TERMINER L'INTERVIEW : Merci!

INSCRIRE SEULEMENT, NE PAS DEMANDER – INSCRIRE POUR LES REFUS ET LES PARTICIPANTS :

B. Sexe :
Femme 01 Homme 02

C. Langue de l'interview :
Anglais 01 Français 02

D. Êtes-vous un(e) Canadien(ne)?

Oui	01
Non	02

SI NON, REMERCIER ET TERMINER

Ce sondage est destiné aux Canadiens visitant le parc; merci de votre intérêt.

DEMANDER À TOUS

1. Où demeurez-vous?

SI Canada (y compris résidents locaux), DEMANDER : Quel est le nom de votre ville? INSCRIRE LA VILLE : _____	SI EXTÉRIEUR DU CANADA, REMERCIER ET TERMINER
---	--

2. Quel est votre code postal?

— — — — —

Refus 99

Les questions suivantes porteront sur votre visite du parc de la Gatineau aujourd'hui...

3. Quel est le but principal de votre visite au parc de la Gatineau aujourd'hui?

4. Faites-vous d'autres activités dans le parc de la Gatineau au cours des mois de septembre ou d'octobre?

ACTIVITÉS -- NE PAS LIRE	QUESTION 3 : ACTIVITÉ PRINCIPALE AUJOURD'HUI SÉLECTIONNER SEULEMENT UNE RÉPONSE	QUESTION 4 : AUTRES ACTIVITÉS SÉLECTIONNER TOUT CE QUI S'APPLIQUE
Randonnée pédestre ou marche	01	01
Visites guidées	02	02
Vélo sur route	03	03
Observation d'oiseaux	04	04
Vélo de montagne	05	05
Canoë/kayak	06	06
Géocachette	07	07
Pique-nique	08	08
Observation de la nature	09	09
Promenade en auto	10	10
Camping	11	11
Autre, veuillez préciser :	_____	_____

5. Environ combien de temps passerez-vous au parc de la Gatineau aujourd'hui?

INSCRIRE NOMBRE D'HEURES ___

OU

SI MOINS D'UNE HEURE, INSCRIRE NOMBRE DE MINUTES ___

6. Visitez-vous d'autres endroits dans le parc de la Gatineau aujourd'hui?

Centre des visiteurs 01

Lac Pink 02

Domaine Mackenzie-King 03

Belvédères (Huron, Champlain, etc.?) 04

Sentier du mont King 05

Autre, veuillez préciser

Non/aucun? 06

Incertain(e)/pas de réponse 99

7. Avec qui êtes-vous venu(e) au parc aujourd'hui?

Seul(e) 01

Avec mon/ma partenaire 02

Avec ma famille 03

Avec des ami(e)s 04

Avec un groupe organisé 05

Préfère ne pas répondre/pas de réponse 99

8. Dans quelle mesure êtes-vous satisfait(e) dans l'ensemble de votre visite au parc de la Gatineau aujourd'hui?

Êtes-vous très satisfait(e), généralement satisfait(e), pas très satisfait(e) ou pas du tout satisfait(e)?

Très satisfait(e) 01

Généralement satisfait(e) 02

Pas très satisfait(e) 03

Pas du tout satisfait(e) 04

Ne sais pas/pas de réponse 99

9. SI AUTRE RÉPONSE QUE TRÈS OU GÉNÉRALEMENT SATISFAIT(E) À Q.8 : Pourquoi n'êtes-vous pas plus satisfait(e) de votre visite au parc aujourd'hui?

INSCRIRE _____

10. Quelle serait **LA** chose qui aurait rendu votre visite au parc de la Gatineau plus enrichissante aujourd'hui?

INSCRIRE _____

11. Veuillez me dire dans quelle mesure vous êtes en accord ou en désaccord avec les énoncés suivants en utilisant une échelle de 1 à 10, où 1 signifie « fortement en désaccord » et où 10 signifie « fortement en accord ».

	Fortement en désaccord					Fortement en accord					NSP/SO
	1	2	3	4	5	6	7	8	9	10	
Ma visite du parc de la Gatineau a enrichi mon séjour dans la capitale	1	2	3	4	5	6	7	8	9	10	99
Le parc de la Gatineau est l'un des éléments qui font de la région de la capitale du Canada un endroit unique	1	2	3	4	5	6	7	8	9	10	99
Visiter le parc de la Gatineau a accru mon sentiment de fierté à l'endroit de ma capitale	1	2	3	4	5	6	7	8	9	10	99

Passons à d'autres questions...

12. Combien de fois avez-vous visité le parc de la Gatineau au cours des mois de septembre et d'octobre cette année?

INSCRIRE NOMBRE DE FOIS _____ ACCEPTER UNE ESTIMATION MAIS NON UNE ÉTENDUE

13. **SI UNE VISITE AU COURS DE SEPTEMBRE/OCTOBRE À Q.12** : Visitez-vous également le parc de la Gatineau à d'autres moments durant l'année ou est-ce que cette visite s'avère votre visite annuelle?

Visite à d'autres moments durant l'année 01
 Visite annuelle 02
 Incertain(e)/pas de réponse 99

14. Des programmes éducatifs et d'interprétation sont offerts dans le parc de la Gatineau au cours des mois de septembre et d'octobre. Parmi ceux-ci, on note des programmes tels que « La forêt et ses plus beaux attraits » (randonnée guidée sur le sentier de la Sucrierie), le programme d'interprétation du domaine Mackenzie-King et une visite des sentiers comportant des panneaux d'interprétation. Avant aujourd'hui, étiez-vous au courant de ces programmes?

Oui 01
 Non 02
 Incertain(e)/pas de réponse 99

- 14a. Dans quelle mesure souhaitez-vous participer à ce genre de programmes? Êtes-vous...

Très intéressé(e) 01
 Plutôt intéressé(e) 02
 Pas très intéressé(e) 03
 Pas du tout intéressé(e) 04
 NON SUGGÉRÉ
 Cela dépend 05
 Incertain(e)/pas de réponse 99

15. De quelle façon planifiez-vous habituellement votre visite au parc de la Gatineau? **NE PAS LIRE**

Je connais très bien le parc de la Gatineau	01
Je me fie aux bureaux de tourisme régionaux (kiosques, guides)	02
Infocentre de la capitale à Ottawa	03
J'ai une carte du parc de la Gatineau	04
Je consulte le site web de la CCN pour avoir de l'information sur « ce qui se passe »	05
Je me rends d'abord en auto au centre des visiteurs du parc de la Gatineau pour que l'on m'oriente	06
J'obtiens des renseignements par l'entremise de sites web	07
J'obtiens des renseignements par l'entremise de médias sociaux tels que Facebook ou Twitter	08
Incertain(e)/pas de réponse	99

16. D'après ce que vous savez ou avez entendu, quel est la mission ou l'objectif principal du parc de la Gatineau? **NE PAS LIRE - SÉLECTIONNER TOUT CE QUI S'APPLIQUE**

Conservation/parc de conservation/protection de la nature/de la faune/ de l'habitat	01
Loisirs/endroit pour diverses activités	02
Éducation	03
Culture/histoire	04
Autre, veuillez préciser	
Incertain(e)/pas de réponse	99

Veillez indiquer dans quelle mesure vous appuieriez ou vous opposeriez aux propositions suivantes, qui portent sur la gestion du parc de la Gatineau.

	Appuierais fortement	Appuierais	M'opposerais	M'opposerais fortement	Incertain(e)/pas de réponse
17. Devoir modifier mon propre comportement dans le parc de façon à protéger son écosystème	01	02	03	04	99
18. Limiter l'accès aux zones fragiles du parc	01	02	03	04	99
19. Exiger que davantage d'utilisateurs du parc paient des droits d'entrée afin de financer des projets de conservation et l'amélioration des services					

Dans quelle mesure appuieriez-vous ou vous opposeriez-vous aux options suivantes, qui visent à mieux gérer le trafic automobile durant les périodes d'affluence au parc de la Gatineau?

	Appuierais fortement	Appuierais	M'opposerais	M'opposerais fortement	Incertain(e)/pas de réponse
20. Laisser votre auto dans une aire de stationnement à l'extérieur du parc, et utiliser une navette d'autobus pour vous rendre à l'endroit prévu ou à votre activité	01	02	03	04	99
21. Fermer le parc lorsque le nombre maximum de visiteurs est atteint, jusqu'à ce que des personnes partent et laissent la place à d'autres visiteurs	01	02	03	04	99

22. Enfin, dans lequel des groupes d'âge suivants vous situez-vous?

- 18 à 24 ans 01
- 25 à 34 ans 02
- 35 à 44 ans 03
- 45 à 54 ans 04
- 55 à 64 ans 05
- 65 ans et plus 06
- Pas de réponse/refus 99

Conclusion

Voici ce qui termine notre sondage. Au nom de la Commission de la capitale nationale, nous vous remercions de votre participation.

WINTER 2011 Gatineau Park Visitor Survey Questionnaire

SCREENING AND OBSERVATIONS

Interviewer _____

Date: 2011/____/____
(month / day)

Time: ____ : ____ a.m. or p.m.

Location of interview

- | | |
|-------|-------------------|
| 1. P6 | 4. P19 |
| 2. P7 | 5. Visitor Centre |
| 3. P8 | 6. P3 |

Bonjour/hello, my name is _____ and I work for Environics, a public opinion research company. We are conducting a brief survey today among Canadians visiting Gatineau Park and I would like to ask you a few questions. The survey only takes a few minutes to complete and your answers will be used to help with the Park management.

A. **ASK ALL (INCLUDING REFUSALS):** We are trying to track tourism in Gatineau Park, could you please (just) tell me if you are a visitor to Canada's Capital Region – that is, did you travel more than 80 km (or 50 miles) to get to the Capital Region?

Yes - Visitor	01
No – CCR resident	02
Refused/NA	99

FOR REFUSALS, TERMINATE INTERVIEW: Thank you!

RECORD ONLY, DO NOT ASK – RECORD FOR REFUSALS AND PARTICIPANTS:

B. Gender:
Female 01 Male 02

C. Language of interview
English 01 French 02

D. Are you Canadian?

Yes	01
No	02

IF NO, THANK AND TERMINATE:

This survey is for Canadian's visiting the Park,
thank you for your interest.

ASK ALL

1. Where do you live?

<p>IF Canada (including local residents), ASK:</p> <p>What is the name of your town or city?</p> <p>RECORD TOWN OR CITY _____</p>	<p>IF OUTSIDE CANADA: Thank and terminate.</p>
--	---

2. Could you please tell me your postal code?

— — — — —

Refused 99

Next are a few questions about your visit to the Park today...

3. What is the main purpose of your visit to Gatineau Park today?

4. Are there any other activities that you do in Gatineau Park during THE WINTER SEASON, that is November through March?

ACTIVITIES – DO NOT READ	QUESTION 3: MAIN ACTIVITY TODAY SELECT ONE ONLY	QUESTION 4: OTHER ACTIVITIES SELECT ALL THAT APPLY
Cross country Skiing	01	01
Downhill skiing	02	02
Snow shoeing	03	03
Hiking or walking	04	04
Guided tours	05	05
Driving around in my car	06	06
Observing nature	07	07
Other, please specify:	_____	_____

IF SKIING OR SNOW SHOEING AT EITHER Q.3 OR Q.4, ASK QUESTIONS 4a to 4d – OTHERS SKIP TO Q.4e

4a. **ASK SKIERS ONLY:** For your skiing, do you have a ...?

READ LIST – CODE ALL THAT APPLY

Day pass 01

Season's pass 02 OR

Another arrangement: please specify _____

Not sure / no answer 99

4b. **ASK SKIERS ONLY:** Which types of skiing do you do:

READ LIST – CODE ALL THAT APPLY

- Classic 01
- Skate 02
- Back country 03
- Downhill 04
- Not sure / no answer 99

4ci. **ASK SKIERS ONLY:** What are your preferred time of day to ski in Gatineau Park?
LOOKING FOR “MORNING”, “AFTERNOON”, “EVENING”, ALSO NOTE SPECIFICS – ex.” EARLY MORNING”

RECORD _____

4cii. **ASK SKIERS ONLY:** What are your preferred days of the week for ski in Gatineau Park?
LOOKING FOR “WEEKDAY”, “WEEKEND”, OR “BOTH”

RECORD _____

4d. **ASK SNOW SHOERS ONLY:** Do you snow shoe on marked trails or not?

- Marked trails 01
- No marked trails 02
- Both 03
- Not sure / no answer 99

IF SKIING, SNOW SHOEING OR HIKING/WALKING AT EITHER Q.3 OR Q.4, ASK QUESTIONS 4e – OTHERS SKIP TO Q.5

4e. Would you support or oppose the option of leaving your car in a parking lot outside of Gatineau Park, and taking a shuttle to the ski, snow shoe, and/or walking trails?

- Strongly support 01
- Support 02
- Oppose 03
- Strongly oppose 04
- Don't know / no answer 99

ASK ALL

5. Approximately how much time will you be spending in Gatineau Park today?

RECORD NUMBER OF HOURS ___

OR

IF LESS THAN ONE HOUR RECORD NUMBER OF MINUTES ___

6. Will you be visiting any other locations in Gatineau Park today?

- Visitor Centre 01
- Other, please specify _____
- No / None? 06
- Not sure / no answer 99

7. And who did you come to the Park with today?

- Alone 01
- With my partner 02
- With my family 03
- With friends 04
- In an organized group 05
- Prefer not to say/no answer 99

8. How satisfied are you overall with your visit to Gatineau Park today. Are you very satisfied, generally satisfied, not very satisfied, or not at all satisfied?

- Very satisfied 01
- Generally satisfied 02
- Not very satisfied 03
- Not at all satisfied 04
- Don't know / no answer 99

9. IF OTHER THAN VERY OR GENERALLY SATISFIED AT Q.8: Why were you not more satisfied with your visit to the Park today?

RECORD _____

10. What would be the **ONE** thing that would have made your experience visiting Gatineau Park more meaningful today?

RECORD _____

11. Please tell me the extent to which you agree or disagree with the following statements, using a scale from 1 to 10, where 1 is strongly disagree and 10 is strongly agree.

	Strongly disagree					Strongly Agree					DK/NA
	1	2	3	4	5	6	7	8	9	10	
My trip to Gatineau Park enriched my visit to the Capital											99
Gatineau Park is one of the elements that make Canada's Capital Region unique											99
Visiting Gatineau Park increases my sense of pride about my Capital											99

Moving on...

12. How many times have you or will you visit Gatineau Park during THE WINTER SEASON, that is November through March??

RECORD # _____ **ACCEPT AN ESTIMATE BUT NOT A RANGE**

15. How do you typically plan your visit to Gatineau Park? **DO NOT READ**

I am very familiar with Gatineau Park	01
I rely on regional tourist offices (kiosks, guides)	02
Capital InfoCentre in Ottawa	03
I have a map of Gatineau Park	04
I consult the NCC website for information on “what’s on”	05
I drive first to the Gatineau Park visitor centre for orientation	06
I obtain information from websites	07
I obtain information from social media, such as Facebook or Twitter	08
Not sure / no answer	99

16. As far as you know or have heard, what is the main purpose or mandate of Gatineau Park?
DO NOT READ – SELECT ALL THAT APPLY

Conservation / Conservation Park / Protecting nature / wildlife / habitat	01
Recreation / place for activities	02
Education	03
Cultural / historical	04
Other, please specify _____	
Not sure / no answer	99

Please indicate the extent to which you would support or oppose the following statements regarding the management of Gatineau Park.

	Strongly Support	Support	Oppose	Strongly Oppose	Not sure / no answer
17. Having to change my own behaviour in the park in order to protect its ecosystems	01	02	03	04	99
18. Restricting access to fragile areas of the Park	01	02	03	04	99
19. More park users being required to pay a fee in order to fund conservation and service improvements					

22. And finally, in which of the following age categories do you belong?

18 to 24 years old	01
25 to 34 years old	02
35 to 44 years old	03
45 to 54 years old	04
55 to 64 years old	05
65 and older	06
No response/refused	99

Closing

This completes the survey. On behalf of the National Capital Commission, thank you very much for your participation.

Sondage auprès des visiteurs du parc de la Gatineau - HIVER 2011

Questionnaire

RECRUTEMENT ET OBSERVATIONS

Interviewer _____

Date : 2011/____/____
(mois/jour)

Heure : ____ : ____

Lieu de l'interview

- | | |
|-------|-------------------------|
| 1. P6 | 4. P19 |
| 2. P7 | 5. Centre des visiteurs |
| 3. P8 | 6. P3 |

Bonjour, je suis ____ et je travaille pour Environics, une société de recherche sur l'opinion publique. Nous menons aujourd'hui un bref sondage auprès de Canadiens visitant le parc de la Gatineau. Dans le cadre de cette étude, nous aimerions vous poser quelques questions. Le sondage dure seulement quelques minutes. Vos réponses serviront à améliorer la gestion du parc.

A. DEMANDER À TOUS (INCLUANT LES REFUS) : Nous essayons de tracer un portrait du tourisme dans le parc de la Gatineau; pourriez-vous (seulement) me dire si vous êtes un(e) visiteur(se) de la région de la capitale du Canada - c'est-à-dire, avez-vous parcouru plus de 80 km (50 miles) pour vous rendre dans la région de la capitale?

Oui - visiteur	01
Non -- résident de la RCC	02
Refus/SO	99

EN CAS DE REFUS, TERMINER L'INTERVIEW : Merci!

INSCRIRE SEULEMENT, NE PAS DEMANDER -- INSCRIRE POUR LES REFUS ET LES PARTICIPANTS :

B. Sexe :
Femme 01 Homme 02

C. Langue de l'interview
Anglais 01 Français 02

D. Êtes-vous un(e) Canadien(ne)?

Oui	01	SI NON, REMERCIER ET TERMINER
Non	02	

Ce sondage est destiné aux Canadiens visitant le parc; merci de votre intérêt.

DEMANDER À TOUS

1. Où demeurez-vous?

SI Canada (y compris résidents locaux), DEMANDER : Quel est le nom de votre ville? INSCRIRE LA VILLE _____	SI EXTÉRIEUR DU CANADA, REMERCIER ET TERMINER
---	--

2. Quel est votre code postal?

Refus 99

Les questions suivantes porteront sur votre visite du parc de la Gatineau aujourd'hui...

3. Quel est le but principal de votre visite au parc de la Gatineau aujourd'hui?

4. Faites-vous d'autres activités dans le parc de la Gatineau au cours de la SAISON HIVERNALE, c'est-à-dire de novembre à mars?

ACTIVITÉS -- NE PAS LIRE	QUESTION 3 : ACTIVITÉ PRINCIPALE AUJOURD'HUI SÉLECTIONNER SEULEMENT UNE RÉPONSE	QUESTION 4 : AUTRES ACTIVITÉS SÉLECTIONNER TOUT CE QUI S'APPLIQUE
Ski de fond	01	01
Ski alpin	02	02
Raquette à neige	03	03
Randonnée pédestre ou marche	04	04
Visites guidées	05	05
Promenade en auto	06	06
Observation de la nature	07	07
Autre, veuillez préciser :	_____	_____

Suite...

SI SKI OU RAQUETTE À NEIGE À Q.3 OU Q.4, DEMANDER QUESTIONS 4a à 4d – AUTRES PASSENT À Q.4e

- 4a. **DEMANDER AUX SKIEURS UNIQUEMENT** : Pour la pratique du ski, est-ce que vous possédez un...?
LIRE LA LISTE - CODER TOUT CE QUI S'APPLIQUE
Laissez-passer pour la journée 01
Laissez-passer pour la saison 02 OU
Autre alternative : veuillez préciser _____
Incertain(e)/pas de réponse 99

- 4b. **DEMANDER AUX SKIEURS UNIQUEMENT** : Quel type de ski pratiquez-vous :

LIRE LA LISTE - CODER TOUT CE QUI S'APPLIQUE

Classique 01
Pas de patin 02
Ski de fond d'arrière-pays 03
Ski alpin 04
Incertain(e)/pas de réponse 99

- 4c. **DEMANDER AUX SKIEURS UNIQUEMENT** : À quel moment de la journée préférez-vous faire du ski dans le parc de la Gatineau? RECHERCHER « MATIN », « APRÈS-MIDI », « SOIR », INSCRIRE ÉGALEMENT LES DÉTAILS PRÉCIS – p. ex., « TÔT LE MATIN »

INSCRIRE _____

- 4cii. **DEMANDER AUX SKIEURS UNIQUEMENT** : Pendant quelles journées de la semaine préférez-vous faire du ski dans le parc de la Gatineau? RECHERCHER « JOUR DE SEMAINE », « FIN DE SEMAINE » OU « LES DEUX »

INSCRIRE _____

- 4d. **DEMANDER AUX RAQUETTEURS UNIQUEMENT** : Faites-vous de la raquette sur des sentiers balisés ou non balisés?

Sentiers balisés 01
Sentiers non balisés 02
Les deux 03
Incertain(e)/pas de réponse 99

SI SKI, RAQUETTE À NEIGE OU RANDONNÉE PÉDESTRE/MARCHE À Q.3 OU Q.4, DEMANDER QUESTIONS 4e – AUTRES PASSENT À Q.5

- 4e. Appuieriez-vous une option qui vous permettrait de laisser votre auto dans une aire de stationnement à l'extérieur du parc de la Gatineau et vous demanderait d'utiliser une navette d'autobus pour vous rendre aux sentiers de ski/de raquette ou de randonnée pédestre, ou vous y opposeriez-vous?
Appuierais fortement 01
Appuierais 02
M'opposerais 03
M'opposerais fortement 04
Ne sais pas/pas de réponse 99

DEMANDER À TOUS

5. Environ combien de temps passerez-vous au parc de la Gatineau aujourd'hui?
INSCRIRE NOMBRE D'HEURES __ __
OU
SI MOINS D'UNE HEURE, INSCRIRE NOMBRE DE MINUTES __ __
6. Visitez-vous d'autres endroits dans le parc de la Gatineau aujourd'hui?
Centre des visiteurs 01
Autre, veuillez préciser _____
Non/aucun? 06
Incertain(e)/pas de réponse 99
7. Avec qui êtes-vous venu(e) au parc aujourd'hui?
Seul(e) 01
Avec mon/ma partenaire 02
Avec ma famille 03
Avec des ami(e)s 04
Avec un groupe organisé 05
Préfère ne pas répondre/pas de réponse 99
8. Dans quelle mesure êtes-vous satisfait(e) dans l'ensemble de votre visite au parc de la Gatineau aujourd'hui?
Êtes-vous très satisfait(e), généralement satisfait(e), pas très satisfait(e) ou pas du tout satisfait(e)?
Très satisfait(e) 01
Généralement satisfait(e) 02
Pas très satisfait(e) 03
Pas du tout satisfait(e) 04
Ne sais pas/pas de réponse 99
9. SI AUTRE RÉPONSE QUE TRÈS OU GÉNÉRALEMENT SATISFAIT(E) À Q.8 : Pourquoi n'êtes-vous pas plus satisfait(e) de votre visite au parc aujourd'hui?
INSCRIRE _____

10. Quelle serait LA chose qui aurait rendu votre visite au parc de la Gatineau plus enrichissante aujourd'hui?
INSCRIRE _____

11. Veuillez me dire dans quelle mesure vous êtes en accord ou en désaccord avec les énoncés suivants en utilisant une échelle de 1 à 10, où 1 signifie « fortement en désaccord » et où 10 signifie « fortement en accord ».

	Fortement en désaccord					Fortement en accord					NSP/SO
	1	2	3	4	5	6	7	8	9	10	
Ma visite du parc de la Gatineau a enrichi mon séjour dans la capitale											99
Le parc de la Gatineau est l'un des éléments qui font de la région de la capitale du Canada un endroit unique											99
Visiter le parc de la Gatineau a accru mon sentiment de fierté à l'endroit de ma capitale											99

Passons à d'autres questions...

12. Combien de fois avez-vous visité ou visiterez-vous le parc de la Gatineau au cours de la SAISON HIVERNALE, c'est-à-dire de novembre à mars?

INSCRIRE NOMBRE DE FOIS ____ ACCEPTER UNE ESTIMATION MAIS NON UNE ÉTENDUE

15. De quelle façon planifiez-vous habituellement votre visite au parc de la Gatineau? **NE PAS LIRE**

Je connais très bien le parc de la Gatineau	01
Je me fie aux bureaux de tourisme régionaux (kiosques, guides)	02
Infocentre de la capitale à Ottawa	03
J'ai une carte du parc de la Gatineau	04
Je consulte le site web de la CCN pour avoir de l'information sur « ce qui se passe »	05
Je me rends d'abord en auto au centre des visiteurs du parc de la Gatineau pour que l'on m'oriente	06
J'obtiens des renseignements par l'entremise de sites web	07
J'obtiens des renseignements par l'entremise de médias sociaux tels que Facebook ou Twitter	08
Incertain(e)/pas de réponse	99

16. D'après ce que vous savez ou avez entendu, quel est l'objectif principal ou la mission du parc de la Gatineau? **NE PAS LIRE - SÉLECTIONNER TOUT CE QUI S'APPLIQUE**

Conservation/parc de conservation/protection de la nature/de la faune/ de l'habitat	01
Loisirs/endroit pour diverses activités	02
Éducation	03
Culture/histoire	04
Autre, veuillez préciser _____	
Incertain(e)/pas de réponse	99

Veillez indiquer dans quelle mesure vous appuieriez ou vous opposeriez aux propositions suivantes, qui portent sur la gestion du parc de la Gatineau.

	Appuierais fortement	Appuierais	M'opposerais	M'opposerais fortement	Incertain(e)/pas de réponse
17. Devoir modifier mon propre comportement dans le parc de façon à protéger son écosystème	01	02	03	04	99
18. Limiter l'accès aux zones fragiles du parc	01	02	03	04	99
19. Exiger que davantage d'utilisateurs du parc paient des droits d'entrée afin de financer des projets de conservation et l'amélioration des services					

22. Enfin, dans lequel des groupes d'âge suivants vous situez-vous?

- 18 à 24 ans 01
- 25 à 34 ans 02
- 35 à 44 ans 03
- 45 à 54 ans 04
- 55 à 64 ans 05
- 65 ans et plus 06
- Pas de réponse/refus 99

Conclusion

Voici ce qui termine notre sondage. Au nom de la Commission de la capitale nationale, nous vous remercions de votre participation.

SUMMER 2011 Gatineau Park Visitor Survey Questionnaire

SCREENING AND OBSERVATIONS

Interviewer _____

Date: 2011/___/___
(month / day)

Time: ___ : ___ a.m. or p.m.

Location of interview

- | | |
|--|--------------------|
| 1. P11 (\$) | 6. Visitor Centre |
| 2. Pink Lake | 7. Luskville Falls |
| 3. Champlain Lookout | |
| 4. King Mountain | |
| 5. Lac Philippe (Breton beach/Parent beach) (\$) | |

Bonjour/hello, my name is _____ and I work for Environics, a public opinion research company. We are conducting a brief survey today among Canadians visiting Gatineau Park and I would like to ask you a few questions. The survey only takes a few minutes to complete and your answers will be used to help with the Park management.

A. **ASK ALL (INCLUDING REFUSALS):** We are trying to track tourism in Gatineau Park, could you please (just) tell me if you are a visitor to Canada's Capital Region – that is, did you travel more than 80 km (or 50 miles) to get to the Capital Region?

Yes - Visitor	01
No – CCR resident	02
Refused/NA	99

FOR REFUSALS, TERMINATE INTERVIEW: Thank you!

RECORD ONLY, DO NOT ASK – RECORD FOR REFUSALS AND PARTICIPANTS:

B. Gender: Female 01 Male 02

C. Language of interview English 01 French 02

ASK ALL

D. Are you Canadian?

Yes	01
No	02

IF NO, THANK AND TERMINATE:

This survey is for Canadian's visiting the Park, thank you for your interest.

ASK ALL

1. Where do you live?

<p>IF Canada (including local residents), ASK:</p> <p>What is the name of your town or city?</p> <p>RECORD TOWN OR CITY _____</p>	<p>IF OUTSIDE CANADA: Thank and terminate.</p>
--	---

2. Could you please tell me your postal code?

Refused 99

Next are a few questions about your visit to the Park today...

3. What is the main purpose of your visit to Gatineau Park today?

4. Are there any other activities that you do in Gatineau Park during THE SUMMER SEASON, that is April through August?

ACTIVITIES – DO NOT READ	QUESTION 3: MAIN ACTIVITY TODAY SELECT ONE ONLY	QUESTION 4: OTHER ACTIVITIES SELECT ALL THAT APPLY
Swimming / beaches	01	01
Picnic	02	02
Bicycling: road	03	03
Mountain biking	04	04
Hiking or walking	05	05
Guided tours	06	06
Driving around in my car	07	07
Kayaking / Canoeing	08	08
Observing nature	09	09
Camping (including Canoe Camping, Cabin or Yurt)	10	10
Visit Mackenzie King Estate	11	11
Visit caves	12	12
Equestrian	13	13
Geo caching	14	14
Orienteering	15	15
Rock climbing		
Fishing		
Other, please specify:	_____	_____

IF MOUNTAIN BIKING OR HIKING/WALKING AT EITHER Q.3 OR Q.4, ASK QUESTIONS 4a to 4d – OTHERS SKIP TO Q.4e

4a. How familiar would you say you are with the TRAIL network in Gatineau Park? Would you say that you are very familiar, somewhat familiar, not very familiar, or not at all familiar with the Gatineau Park trail network?

- | | |
|---------------------|----|
| Very familiar | 01 |
| Somewhat familiar | 02 |
| Not very familiar | 03 |
| Not at all familiar | 04 |

VOLUNTEERED

- | | |
|------------------------|----|
| Don't know / no answer | 99 |
|------------------------|----|

4b. Are you able to find your way around the Trail network easily?

DO NOT READ – CODE ONE ONLY

- | | |
|------------------------|----|
| Yes | 01 |
| No | 02 |
| Depends / sometimes | 03 |
| Don't know / no answer | 99 |

4c. (If no or depends/sometimes at Q4.b – OTHERS SKIP TO Q.4d) Is there anything in particular that makes it difficult for you to find your way around the trail network?

DO NOT READ – CODE ALL THAT APPLY

- | | |
|---|----|
| Missing signs | 01 |
| Missing maps | 02 |
| Confusing signs | 03 |
| Problems with maps | 04 |
| Navigation between trails | 05 |
| Need / need more markers / signs / maps | 06 |
| Other | 88 |
| Don't know / no answer | 99 |

4d. Have you ever gone off the official trail network to walk/hike or bike during the summer?

- | | |
|----------------------|----|
| Yes | 01 |
| No | 02 |
| Not sure / no answer | 99 |

ASK ALL

4e. Would you support or oppose the option of leaving your car in a parking lot outside of Gatineau Park, and taking a shuttle to the trails, beaches, and/or picnic areas?

- | | |
|------------------------|----|
| Strongly support | 01 |
| Support | 02 |
| Oppose | 03 |
| Strongly oppose | 04 |
| Don't know / no answer | 99 |

Moving on...

5. Approximately how much time will you be spending in Gatineau Park today?

RECORD NUMBER OF HOURS ___ _

OR

IF LESS THAN ONE HOUR RECORD NUMBER OF MINUTES ___ _

6. Will you be visiting any other locations in Gatineau Park today?

- Visitor Centre 01
- Mackenzie King Estate 02
- Pink Lake
- Lookouts
- King Mountain
- Lac Philippe camping
- Other, please specify _____
- No / None? 06
- Not sure / no answer 99

7. And who did you come to the Park with today?

- Alone 01
- With my partner 02
- With my family 03
- With friends 04
- In an organized group 05
- Prefer not to say/no answer 99

8. How satisfied are you overall with your visit to Gatineau Park today. Are you very satisfied, generally satisfied, not very satisfied, or not at all satisfied?

- Very satisfied 01
- Generally satisfied 02
- Not very satisfied 03
- Not at all satisfied 04
- Don't know / no answer 99

8a. IF VERY OR GENERALLY SATISFIED AT Q.8: What **ONE** thing that made the biggest difference in you feeling satisfied with your visit to Gatineau Park today?

RECORD _____

9. IF OTHER THAN VERY OR GENERALLY SATISFIED AT Q.8: Why were you not more satisfied with your visit to the Park today?

RECORD _____

11. Please tell me the extent to which you agree or disagree with the following statements, using a scale from 1 to 10, where 1 is strongly disagree and 10 is strongly agree.

	Strongly disagree							Strongly Agree			DK/NA
	1	2	3	4	5	6	7	8	9	10	
ASK VISITORS TO THE REGION ONLY											99
My trip to Gatineau Park enriched my visit to the Capital											99
Gatineau Park is one of the elements that make Canada's Capital Region unique											99
Visiting Gatineau Park increases my sense of pride about my Capital											99
Visiting Gatineau Park enriches my appreciation for nature and conservation											99

Moving on...

12. How many times have you or will you visit Gatineau Park during THE SUMMER SEASON, that is April through August?

RECORD # _____ ACCEPT AN ESTIMATE BUT NOT A RANGE

15. How do you typically plan your visit to Gatineau Park? **DO NOT READ**

I am very familiar with Gatineau Park	01
I rely on regional tourist offices (kiosks, guides)	02
Capital InfoCentre in Ottawa	03
I have a map of Gatineau Park	04
I consult the NCC website for information on "what's on"	05
I drive first to the Gatineau Park visitor centre for orientation	06
I obtain information from websites	07
I obtain information from social media, such as Facebook, Twitter, or YouTube	08
I obtain information from Guide Gatineau and other similar websites	09
Not sure / no answer	99

16. As far as you know or have heard, what is the main purpose or mandate of Gatineau Park?

DO NOT READ – SELECT ALL THAT APPLY

Conservation / Conservation Park / Protecting nature / wildlife / habitat	01
Recreation / place for activities	02
Education	03
Cultural / historical	04
Other, please specify _____	
Not sure / no answer	99

Please indicate the extent to which you would support or oppose the following statements regarding the management of Gatineau Park.

	Strongly Support	Support	Oppose	Strongly Oppose	Not sure / no answer
17. Having to change my own behaviour in the park in order to protect its ecosystems	01	02	03	04	99
18. Restricting access to fragile areas of the Park	01	02	03	04	99
19. More park users being required to pay a fee in order to fund conservation and service improvements					

22. And finally, in which of the following age categories do you belong?

- 18 to 24 years old 01
- 25 to 34 years old 02
- 35 to 44 years old 03
- 45 to 54 years old 04
- 55 to 64 years old 05
- 65 and older 06
- No response/refused 99

Closing

This completes the survey. On behalf of the National Capital Commission, thank you very much for your participation.

Sondage auprès des visiteurs du parc de la Gatineau - ÉTÉ 2011

Questionnaire

RECRUTEMENT ET OBSERVATIONS

Interviewer _____

Date : 2011/___/___
(mois/jour)

Heure : ___ : ___

Lieu de l'entrevue

- | | |
|--|-------------------------|
| 1. P11 (\$) | 6. Centre des visiteurs |
| 2. Lac Pink | 7. Chutes de Luskville |
| 3. Belvédère Champlain | |
| 4. Mont King | |
| 5. Lac Philippe (plage Breton/plage Parent) (\$) | |

Bonjour, je suis ____ et je travaille pour Environics, une société de recherche sur l'opinion publique. Nous menons aujourd'hui un bref sondage auprès de Canadiens visitant le parc de la Gatineau. Dans le cadre de cette étude, nous aimerions vous poser quelques questions. Le sondage dure seulement quelques minutes. Vos réponses serviront à améliorer la gestion du parc.

A. **DEMANDER À TOUS (INCLUANT LES REFUS)** : Nous essayons de tracer un portrait du tourisme dans le parc de la Gatineau; pourriez-vous (seulement) me dire si vous êtes un(e) visiteur(se) de la région de la capitale du Canada - c'est-à-dire, avez-vous parcouru plus de 80 km (50 miles) pour vous rendre dans la région de la capitale?

Oui - Visiteur(se)	01
Non - résident de la RCC	02
Refus/SO	99

EN CAS DE REFUS, TERMINER L'INTERVIEW : Merci!

INSCRIRE SEULEMENT, NE PAS DEMANDER - INSCRIRE POUR LES REFUS ET LES PARTICIPANTS :

B. Sexe :
Femme 01 Homme 02

C. Langue de l'entrevue
Anglais 01 Français 02

DEMANDER À TOUS

D. Êtes-vous un(e) Canadien(ne)?

Oui	01
Non	02

SI NON, REMERCIER ET TERMINER :

Ce sondage est destiné aux Canadiens visitant le parc; merci de votre intérêt.

DEMANDER À TOUS

1. Où demeurez-vous?

SI Canada (y compris résidents locaux), DEMANDER : Quel est le nom de votre ville? INSCRIRE LA VILLE _____	Si extérieur du Canada : remercier et terminer.
---	--

2. Quel est votre code postal?

____ - ____ - ____

Refus 99

Les questions suivantes porteront sur votre visite du parc de la Gatineau aujourd'hui...

3. Quel est le but principal de votre visite au parc de la Gatineau aujourd'hui?

4. Faites-vous d'autres activités dans le parc de la Gatineau au cours de la SAISON ESTIVALE, c'est-à-dire d'avril à août?

ACTIVITÉS - NE PAS LIRE	QUESTION 3 : ACTIVITÉ PRINCIPALE AUJOURD'HUI SÉLECTIONNER UNE SEULE RÉPONSE	QUESTION 4 : AUTRES ACTIVITÉS SÉLECTIONNER TOUT CE QUI S'APPLIQUE
Natation/plages	01	01
Pique-nique	02	02
Vélo : route	03	03
Vélo de montagne	04	04
Randonnée pédestre ou marche	05	05
Visites guidées	06	06
Promenade en auto	07	07
Kayak/canoë	08	08
Observation de la nature	09	09
Camping (incluant le canoë-camping, refuge & yourte)	10	10
Visite du domaine Mackenzie-King	11	11
Visite des cavernes	12	12
Activités équestres	13	13
Géocachette	14	14
Course d'orientation	15	15
escalade		
Pêche		
Autre, veuillez préciser :	_____	_____

SI VÉLO DE MONTAGNE OU RANDONNÉE PÉDESTRE/MARCHE À Q.3 OU Q.4, DEMANDER QUESTIONS 4a à 4d - AUTRES PASSENT À Q.4e

4a. Dans quelle mesure diriez-vous que vous connaissez le réseau de SENTIERS du parc de la Gatineau? Diriez-vous que vous le connaissez très bien, plutôt bien, pas très bien ou pas du tout?

Connais très bien	01
Connais plutôt bien	02
Ne connais pas très bien	03
Ne connais pas du tout	04

NON SUGGÉRÉ

Ne sais pas/pas de réponse	99
----------------------------	----

4b. Êtes-vous en mesure de facilement vous orienter dans le réseau de sentiers?

NE PAS LIRE - UN CODE SEULEMENT

Oui	01
Non	02
Ça dépend/parfois	03
Ne sais pas/pas de réponse	99

4c. (Si non ou ça dépend/parfois à Q4.b – AUTRES PASSENT À Q.4d) Y a-t-il des choses en particulier qui font qu'il vous est difficile de vous orienter dans le réseau de sentiers?

NE PAS LIRE - CODER TOUT CE QUI S'APPLIQUE

Panneaux manquants	01
Cartes manquantes	02
Panneaux peu clairs	03
Problèmes avec les cartes	04
Passage d'un sentier à l'autre	05
Besoins/besoin de plus de repères/de panneaux/de cartes	06
Autre	88
Ne sais pas/pas de réponse	99

4d. Êtes-vous déjà sorti(e) du réseau officiel de sentiers pour marcher/faire de la randonnée pédestre ou pour faire du vélo durant l'été?

Oui	01
Non	02
Incertain(e)/pas de réponse	99

DEMANDER À TOUS

4e. Appuieriez-vous une option qui vous permettrait de laisser votre auto dans une aire de stationnement à l'extérieur du parc de la Gatineau et vous demanderait d'utiliser une navette d'autobus pour vous rendre aux sentiers, aux plages ou aux aires de pique-nique, ou vous y opposeriez-vous?

Appuierais fortement	01
Appuierais	02
M'opposerais	03
M'opposerais fortement	04
Ne sais pas/pas de réponse	99

Passons à d'autres questions...

5. Environ combien de temps passerez-vous au parc de la Gatineau aujourd'hui?

INSCRIRE NOMBRE D'HEURES __ __

OU

SI MOINS D'UNE HEURE, INSCRIRE NOMBRE DE MINUTES __ __

6. Visitez-vous d'autres endroits dans le parc de la Gatineau aujourd'hui?

Centre des visiteurs 01

Domaine Mackenzie-King 02

Lac Pink

Belvédères

Mont King

Camping lac Philippe

Autre, veuillez préciser _____

Non/aucun? 06

Incertain(e)/pas de réponse 99

7. Avec qui êtes-vous venu(e) au parc aujourd'hui?

Seul(e) 01

Avec mon/ma partenaire 02

Avec ma famille 03

Avec des ami(e)s 04

Avec un groupe organisé 05

Préfère ne pas répondre/pas de réponse 99

8. Dans quelle mesure êtes-vous satisfait(e) dans l'ensemble de votre visite au parc de la Gatineau aujourd'hui?

Êtes-vous très satisfait(e), généralement satisfait(e), pas très satisfait(e) ou pas du tout satisfait(e)?

Très satisfait(e) 01

Généralement satisfait(e) 02

Pas très satisfait(e) 03

Pas du tout satisfait(e) 04

Ne sais pas/pas de réponse 99

8a. SI TRÈS OU GÉNÉRALEMENT SATISFAIT(E) À Q.8 : Quelle est **LA** chose qui le plus contribué à ce que vous soyez satisfait(e) de votre visite au parc de la Gatineau aujourd'hui ?

INSCRIRE _____

9. SI AUTRE RÉPONSE QUE TRÈS OU GÉNÉRALEMENT SATISFAIT(E) À Q.8 : Pourquoi n'êtes-vous pas plus satisfait(e) de votre visite au parc aujourd'hui?

INSCRIRE _____

11. Veuillez me dire dans quelle mesure vous êtes en accord ou en désaccord avec les énoncés suivants en utilisant une échelle de 1 à 10, où 1 signifie « fortement en désaccord » et où 10 signifie « fortement en accord ».

	Fortement en désaccord							Fortement en accord			NSP/SO
	1	2	3	4	5	6	7	8	9	10	
DEMANDER AUX VISITEURS DE LA RÉGION UNIQUEMENT Ma visite du parc de la Gatineau a enrichi mon séjour dans la capitale											99
Le parc de la Gatineau est l'un des éléments qui font de la région de la capitale du Canada un endroit unique	1	2	3	4	5	6	7	8	9	10	99
Visiter le parc de la Gatineau accroît mon sentiment de fierté à l'endroit de ma capitale	1	2	3	4	5	6	7	8	9	10	99
Visiter le parc de la Gatineau enrichit ma compréhension de la nature et de la conservation	1	2	3	4	5	6	7	8	9	10	99

Passons à d'autres questions...

12. Combien de fois avez-vous visité ou visiteriez-vous le parc de la Gatineau au cours de la SAISON ESTIVALE, c'est-à-dire d'avril à août?
INSCRIRE NOMBRE DE FOIS ____ ACCEPTER UNE ESTIMATION MAIS NON UNE ÉTENDUE
15. De quelle façon planifiez-vous habituellement votre visite au parc de la Gatineau? **NE PAS LIRE**

Je connais très bien le parc de la Gatineau	01
Je me fie aux bureaux de tourisme régionaux (kiosques, guides)	02
Infocentre de la capitale à Ottawa	03
J'ai une carte du parc de la Gatineau	04
Je consulte le site web de la CCN pour avoir de l'information sur « ce qui se passe »	05
Je me rends d'abord en auto au centre des visiteurs du parc de la Gatineau pour que l'on m'oriente	06
J'obtiens des renseignements par l'entremise de sites web	07
J'obtiens des renseignements par l'entremise de médias sociaux tels que Facebook, Twitter ou YouTube	08
J'obtiens des renseignements par l'entremise de Guide Gatineau et d'autres sites web semblables	09
Incertain(e)/pas de réponse	99

16. D'après ce que vous savez ou avez entendu, quel est l'objectif principal ou la mission du parc de la Gatineau?

NE PAS LIRE - SÉLECTIONNER TOUT CE QUI S'APPLIQUE

Conservation/parc de conservation/protection de la nature/de la faune/de l'habitat	01
Loisirs/endroit pour diverses activités	02
Éducation	03
Culture/histoire	04
Autre, veuillez préciser _____	
Incertain(e)/pas de réponse	99

Veillez indiquer dans quelle mesure vous appuieriez ou vous opposeriez aux propositions suivantes, qui portent sur la gestion du parc de la Gatineau.

	Appuierais fortement	Appuierais	M'opposerais	M'opposerais fortement	Incertain(e)/pas de réponse
17. Devoir modifier mon propre comportement dans le parc de façon à protéger son écosystème	01	02	03	04	99
18. Limiter l'accès aux zones fragiles du parc	01	02	03	04	99
19. Exiger que davantage d'utilisateurs du parc paient des droits d'entrée afin de financer des projets de conservation et l'amélioration des services					

22. Enfin, dans lequel des groupes d'âge suivants vous situez-vous?

- 18 à 24 ans 01
- 25 à 34 ans 02
- 35 à 44 ans 03
- 45 à 54 ans 04
- 55 à 64 ans 05
- 65 ans et plus 06
- Pas de réponse/refus 99

Conclusion

Voilà qui termine notre sondage. Au nom de la Commission de la capitale nationale, nous vous remercions de votre participation.