

NCC
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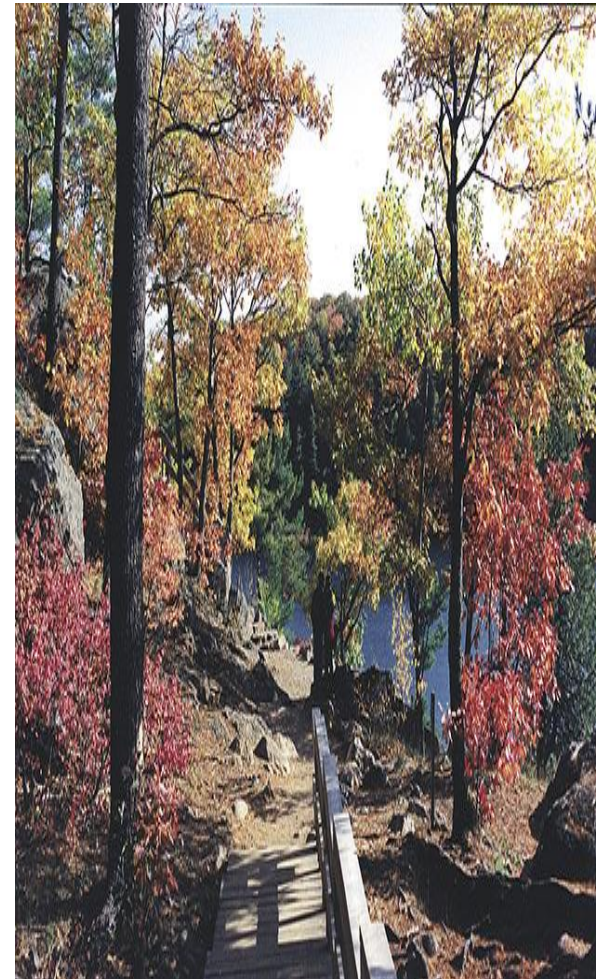
National Capital Commission
Gatineau Park Visitor and Economic Impact Study
Final Report

March 2017

ENVIRONICS
RESEARCH

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Background and Objectives

- The National Capital Commission (NCC) is responsible for planning and developing the use of federal lands, maintaining heritage sites, and, managing and conserving natural assets. One of its key responsibilities is managing the conservation and recreational use of Gatineau Park.
- The NCC commissioned this Gatineau Park Visitor and Economic Impact Study to find out more about:
 - The number of people who visit and use Gatineau Park
 - The economic impact of Gatineau Park on the local and provincial economies
 - User satisfaction with Park visits
 - Awareness and perceptions of the NCC's role in relation to the Park
 - Visitor logistics and activities undertaken
 - The profile of Park visitors

Methodology

- The study was undertaken over three interviewing seasons, covering September 2015 to August 2016 (fall 2015, winter 2016, and spring/summer 2016). Three data collection methodologies were employed:
 - Onsite recruitment interviews (approximately 1,500 per season);
 - Follow-up online survey of Gatineau Park visitors (target minimum of 500 interviews per season, for a grand total of 1,761 interviews, of which 252 were not residents of the National Capital Region (NCR)); and
 - Telephone surveys of local residents (approximately 500 per season).
- In this report results are expressed as percentages unless otherwise noted. Results may not add to 100% due to rounding or multiple responses. Net results cited in the text may not exactly match individual results shown in the charts due to rounding.
- The economic impact analysis was undertaken by Nordicity, a leading policy, strategy, and economic analysis consultancy.

Attendance

- It is estimated that over 600,000 people visited Gatineau Park from September 2015 to August 2016, and that they made more than 2.6 million visits during that time.

Economic Impact

- Expenditures related to visiting Gatineau Park from September 2015 to August 2016 amounted to approximately \$184 million. The majority of this spending was at restaurants, on sports and recreational equipment or services, and shopping (groceries, gasoline, etc.). Local residents accounted for about two-thirds of the total spending.
- Overall Gross Domestic Product (GDP) impact is estimated to be \$241.5 million for the full year (September 2015 to August 2016). One third of that GDP was generated in the city of Gatineau (33%) and one-quarter was in the city of Ottawa (27%), with the remainder generated elsewhere in Quebec (14%), Ontario (10%), and other provinces (16%).
- Gatineau Park is estimated to have created employment of 4,728 Full -Time Equivalent (FTE) jobs.

Satisfaction with the Gatineau Park Experience

- Nearly all visitors are at least generally satisfied with their trip to Gatineau Park (98%), including seven in ten who are very satisfied; nine in ten (92%) are very likely to recommend visiting Gatineau Park to their family and friends.

The NCC and Gatineau Park

- Six in ten correctly identify the NCC (more often by initials than by its full name) as the agency responsible for the Park.
- Most Gatineau Park visitors think both recreation and conservation are important roles (82%) but among those who choose only one, recreation is the much more valued role (15% compared to 3% for conservation). Nine in ten users think the NCC is doing a good or excellent job of protecting the Park.

Visiting and Activities

- Most visitors come to the Park for physical exercise.* Hiking is the most popular activity in fall and spring/summer, while cross-country skiing is most popular during the winter. Those who cross-country ski also report a much higher incidence of participation than is the case for any other activity, no matter what the season.
- Interest in recreation activities* is much greater in the fall than at other times of the year, especially those related to observing and photographing the colours.
- Saturdays and Sundays are the most popular days of the week for Park visits. Visitors typically spend between one and four hours per visit.
- The locations visited vary from season to season. In the fall, visitors are most likely to visit the Lookouts, pathways and trails, and Pink Lake. The most visited locations in winter are Camp Fortune and the Chelsea Parkway sector. The most visited spots in spring/summer are Pink Lake, the Lookouts, and Meech Lake.

*“Physical exercise” refers to hiking or walking, biking/cycling, mountain biking, swimming, rock climbing, cross-country skiing, downhill skiing, snow shoeing, and snow biking. “Recreation activities” include: Fall Rhapsody (seeing the fall colours), visiting Mackenzie King Estate, photography, observing nature, picnicking, bird watching, driving around, etc.



Park Attendance

Park Attendance

Over 600,000 people visited Gatineau park from September 2015 to August 2016, for a total of more than 2.6 million visits

Estimated visitors per season

	Fall	Winter	Spring/ Summer	Total (less double count)*
Number of visitors – Local residents	334,250	227,290	347,620	464,200
Number of visitors – Tourists	68,460	33,965	86,905	142,400
Number of visitors – Total	402,710	261,255	434,525	606,600

* The seasonal estimates cannot be summed for an annual total because many individuals visit the Park at different times throughout the year. Instead, an annual estimate has been calculated that avoids double-counting.

Estimated number of visits

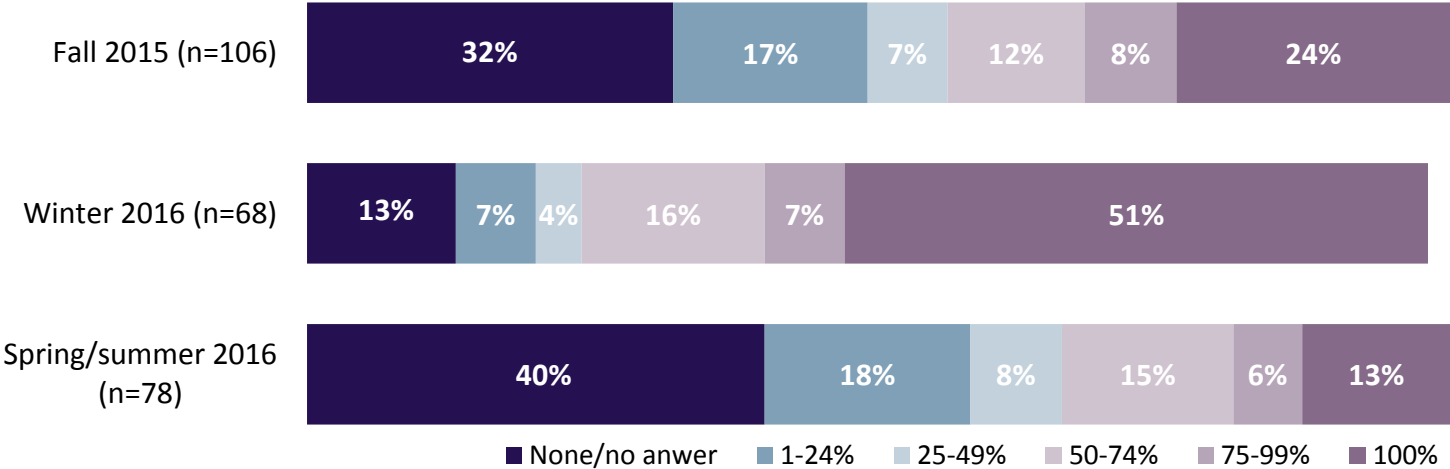
	Fall	Winter	Spring/ Summer	Total
Median number of visits* - Residents	2	3	3	
Median number of visits* - Tourists	1	2.2	1	
Number of visits - Residents	668,500	681,870	1,042,860	2,393,230
Number of visits -Tourists	68,460	74,725	121,665	264,850
Number of visits– Total	736,960	756,595	1,164,525	2,658,080

* Per person

Impact of the Park on Decision to visit Canada's Capital Region (CCR)

- For half of non-residents who visited Gatineau Park, their park visit accounted for at least half of their decision to visit Canada's Capital Region

Extent to which visiting Park was factor in decision to visit CCR

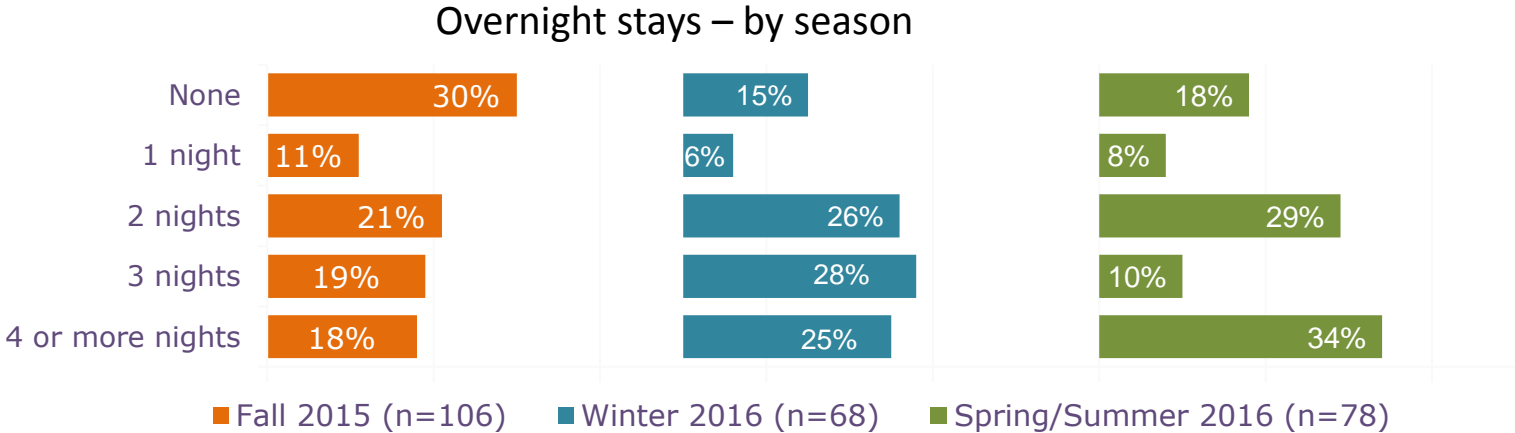


- The Park is a significant draw for tourists, especially those who come in the winter.
- In total (all seasons) half of visitors (49%) say visiting Gatineau Park accounted for at least half of their decision to visit the Region. This proportion varies from 34% in the spring/summer to 44% in the fall to 74% in the winter.

Q23 To what extent was visiting Gatineau Park a factor in your decision to visit Canada's Capital Region? Would you say that it accounted for 100% of your decision, 0% of your decision, or somewhere in between? (Base: Visitors to CCR)

Overnight Stays

- Eight in ten non-resident park visitors spent at least one night away from home, the average number of nights is 3.6



- Eight in ten visitors to Canada’s Capital Region (78% throughout the year) report spending one or more nights in total away from home on the trip that included their visit to Gatineau Park. This proportion was smaller among fall visitors (70%).
- The average number of nights for the year is 3.6: it is somewhat higher among spring/summer visitors (4.9) and among visitors from outside Ontario and Quebec and those aged 55 or older.

Q20 How many nights in total did you spend away from home on the trip that included your visit to Gatineau Park on RECRUIT DATE?
Base: Visitors to CCR

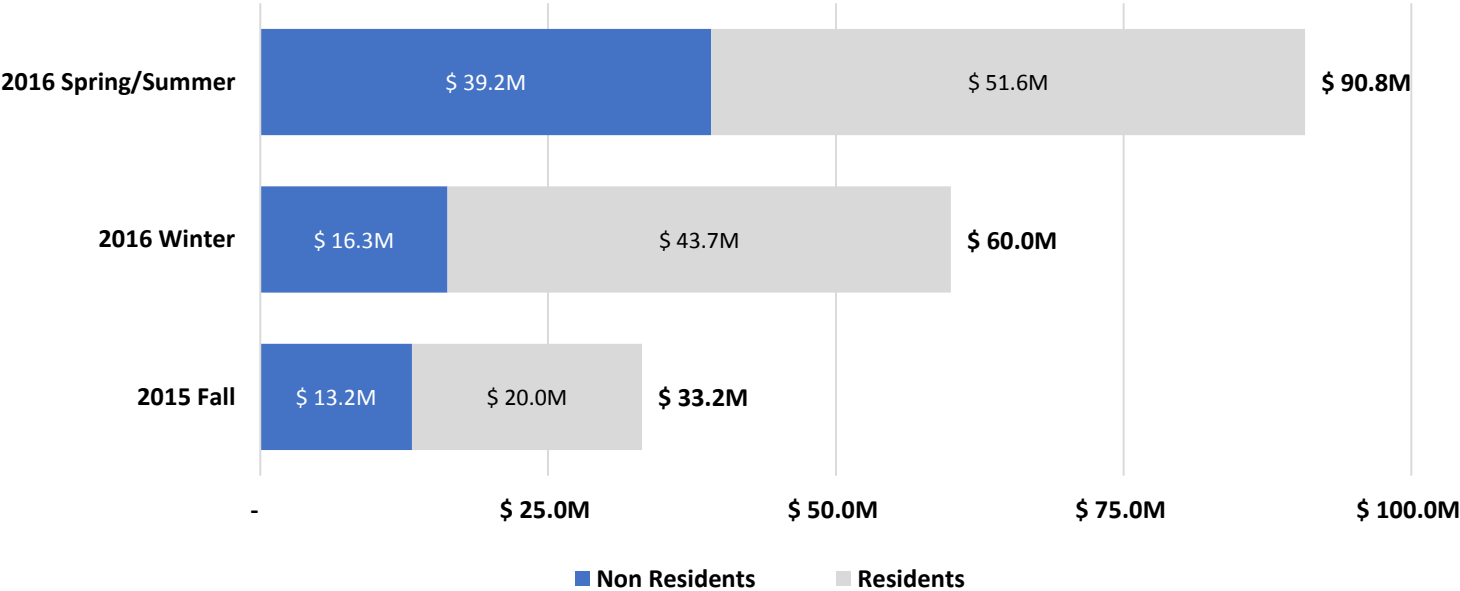


Economic Impact Analysis

By Nordicity

Park Visit-Related Expenditures

- Activities by Gatineau park visitors generated \$184M in annual expenditures, with the highest proportion in summer



- Gatineau Park visit-related spending was \$184 million between September 2015 and August 2016.
- The highest proportion of expenditures (\$90.8M) was incurred in spring/summer (2016); \$60M was spent in winter 2016, and \$33.2M in fall 2015.

Distribution of Expenditures

- Local residents spent \$115.4M on Gatineau Park visit-related expenditures (2/3); non-residents spent \$68.6M (1/3)

Distribution of *local resident* visitor expenditures

Expenditure location	Total		2015 Fall		2016 Winter		2016 Summer	
Gatineau + MRC*	\$ 77.9M	67.5%	\$ 12.7M	63.7%	\$ 31.2M	71.4%	\$ 33.9M	65.7%
Ottawa	\$ 37.5M	32.5%	\$ 7.3M	36.3%	\$ 12.5M	28.6%	\$ 17.7M	34.3%
Total within NCR	\$ 115.4M	100.0%	\$ 20.0M	100.0%	\$ 43.7M	100.0%	\$ 51.6M	100.0%

Distribution of *non-resident* visitor expenditures

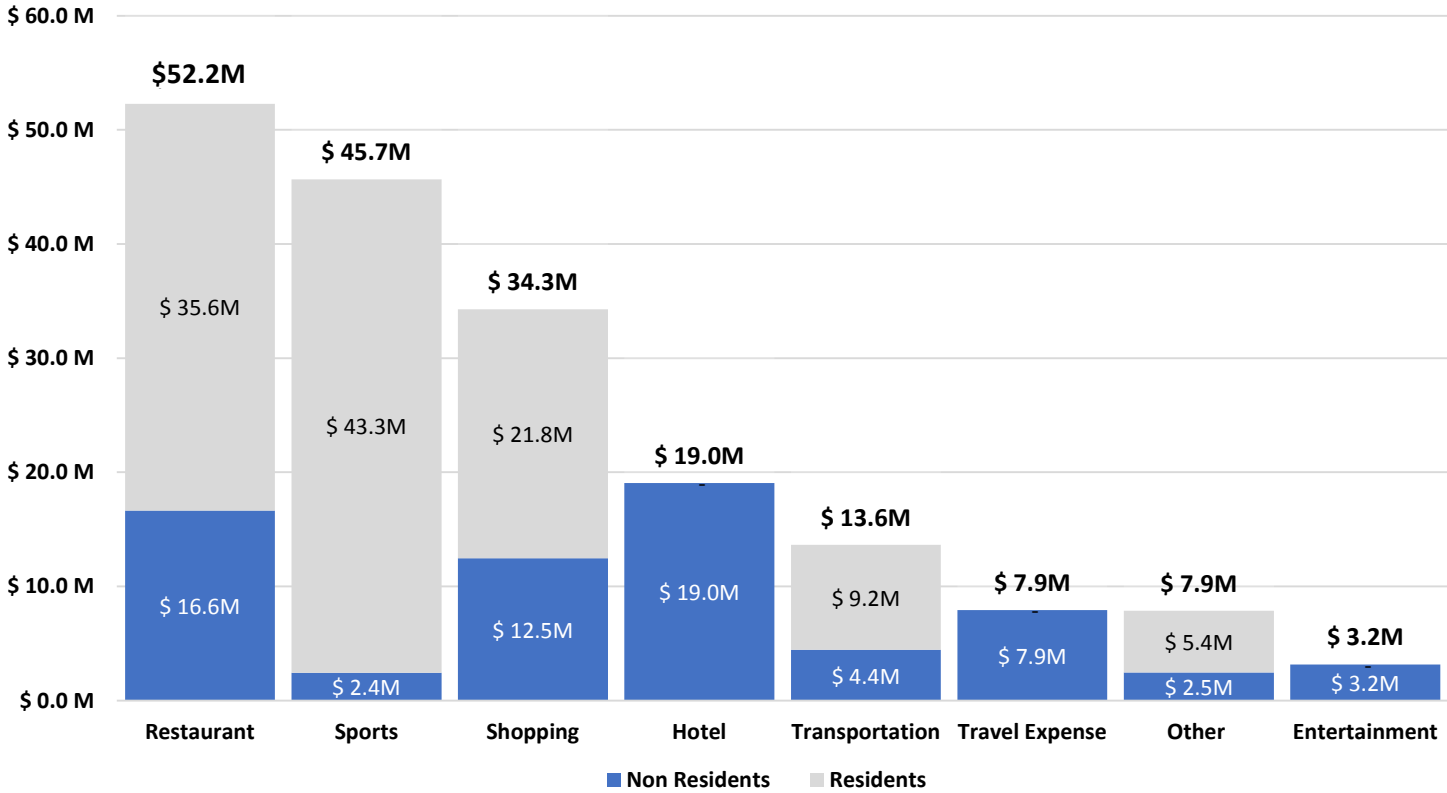
Expenditure location	Total		2015 Fall		2016 Winter		2016 Summer	
Gatineau + MRC*	\$24.7M	35.9%	\$4.0M	30.3%	\$7.8M	48.0%	\$12.9M	32.9%
Ottawa	\$26.8M	39.1%	\$6.3M	48.0%	\$5.6M	34.3%	\$14.9M	38.0%
Total within NCR	\$51.5M	75.0%	\$10.3M	78.2%	\$13.4M	82.3%	\$27.8M	70.9%
Quebec	\$7.6M	11.0%	\$1.3M	9.9%	\$1.6M	9.7%	\$4.7M	12.0%
Ontario	\$6.9M	10.1%	\$1.1M	8.2%	\$0.9M	5.6%	\$4.9M	12.6%
Other	\$2.6M	3.9%	\$0.5M	3.6%	\$0.4M	2.4%	\$1.8M	4.5%
Total	\$ 68.6M	100.0%	\$ 13.2M	100.0%	\$ 16.3M	100.0%	\$ 39.2M	100.0%

* MRC: *Municipalité régionale des Collines-de-l'Outaouais* includes the municipalities of Cantley, Chelsea, L'Ange-Gardien, La Pêche

Expenditure Categories

- Over 70 percent of Park visitor spending was on restaurants (food), sports and recreation equipment, and shopping (groceries, gas)

All seasons (full year) visitor expenditures by activities



Expenditure Categories

- In most seasons, restaurants and shopping (groceries, gas, etc.) are top expenditures
 - Of the \$33.2M spent by Park visitors in the fall season, restaurant expenditures were the leading category (at 28.6%), followed by sports and recreational equipment (26.2%), and shopping (groceries, etc., 15.4%).
 - Of the \$60M spent in the winter season, sports and recreation expenditures were the top category (at 34.1%), followed by restaurants (27.4%), and shopping (18.2%).
 - Of the \$90.8M spent in the spring/summer season restaurants (29.1%) and shopping (20.1%) were the leading categories, followed by sports and recreation equipment (18.2%).
 - Camping, rental, and, winter accommodation expenditures total approximately \$1.15M for the year.

Expenditures: Locals and Non-Residents

- Higher per non-resident spending is driven by hotel, travel, and entertainment expenditures
 - On average, visitors (resident and non-resident combined) spent \$167 during the time of their visit to Gatineau Park.
 - Non-residents (17%) spent approximately \$362
 - Residents (83%) of the Capital region spent approximately \$127
 - Higher average expenditures by non-residents were driven by hotel, travel, and entertainment expenditures, which sum to \$159. These three categories represent 68 percent of the \$235 difference between residents' and non-residents' average expenditures.
 - Non-residents also spent relatively more on restaurants, shopping, and transportation (e.g. transit)
 - Residents spent relatively more on sports and recreation equipment

- GDP impact of Gatineau Park is \$241.5M; the employment impact is estimated at 4,728 full time equivalent (FTE) jobs
 - The overall Gross Domestic Product impact is estimated to be \$241.5M over the period September 2015 to August 2016. Of this, 60% was generated in the NCR.
 - The overall employment impact is 4,728 Full Time Equivalent jobs.
 - This study used the well-established and widely recognized “Input-Output Multiplier” based methodology to generate estimates of economic impact (GDP and Employment). The model used is based on Statistics Canada's Interprovincial I-O model. This methodology has been extensively tested and its results are widely accepted, by municipal, regional and provincial jurisdictions across Canada.
 - The results for Gatineau Park generated by this model correspond with those for parks in other jurisdictions – notwithstanding that each park has its own unique characteristics.
 - The overall average spending per Gatineau Park visitor (across all seasons) was \$167. This compares to \$178 for Grand Teton, \$204 for Glacier Bay, and \$142 for Virgin Islands National Park.

Economic Impact

- Residents account for 61% of \$241.5M Gatineau Park GDP impact, followed by non-residents (34%); NCC operations contributed 5%

Total GDP impact (all seasons) by geographic area

	Total		Within NCR				Outside NCR				Canada	
			Gatineau + MRC*		Ottawa		Quebec		Ontario			
Residents	\$146.9M	60.9%	\$55.7M	70.4%	\$44.3M	67.1%	\$16.0M	47.5%	\$9.0M	36.4%	\$22.0M	57.9%
Non Residents	\$82.2M	34.0%	\$13.4M	17.0%	\$21.7M	32.9%	\$15.3M	45.4%	\$15.7M	63.6%	\$16.0M	42.1%
NCC Operations	\$12.4M	5.1%	\$10.0M	12.6%	-	-	\$2.4M	7.1%	-	-	-	-
Total	\$241.5M	100%	\$79.1M	100%	\$66.0M	100%	\$33.7M	100%	\$24.7M	100%	\$38.0M	100%

- The total NCR GDP impact is \$145M, including \$79M for Gatineau and \$66M for Ottawa.
- The total GDP impact Canada-wide is \$241.5M.

* MRC: *Municipalité régionale (MRC) des Collines-de-l'Outaouais* includes the municipalities of Cantley, Chelsea, L'Ange-Gardien, La Pêche

Employment Impact

- Overall full-time employment resulting from Gatineau Park expenditures is estimated to be 4,728 FTEs

Total employment impact (all seasons) by geographic area

	Total		Within NCR				Outside NCR				Canada	
			Gatineau + MRC*		Ottawa		Quebec		Ontario			
Residents	2,942	62.2%	1,362	73.8%	1,001	67.3%	202	39.1%	102	26.5%	275	55.5%
Non Residents	1,590	33.6%	315	17.1%	486	32.7%	286	55.4%	283	73.5%	221	44.5%
NCC Operations	196	4.1%	167	9.1%	-	0.0%	29	5.6%	-	0.0%	-	0.0%
Total	4,728	100.0%	1,844	100.0%	1,486	100.0%	516	100.0%	386	100.0%	496	100.0%

- Overall employment resulting from Gatineau Park is estimated to be 4,728 full-time equivalent jobs, including 62% from resident visitors, 34% from non-resident visitors, and 4% from NCC operations.
- Of the 4,728 FTEs, 39% were generated in the city of Gatineau, 31% in the city of Ottawa, 11% in the rest of Quebec, 8% in the rest of Ontario, and 11% in the rest of Canada.

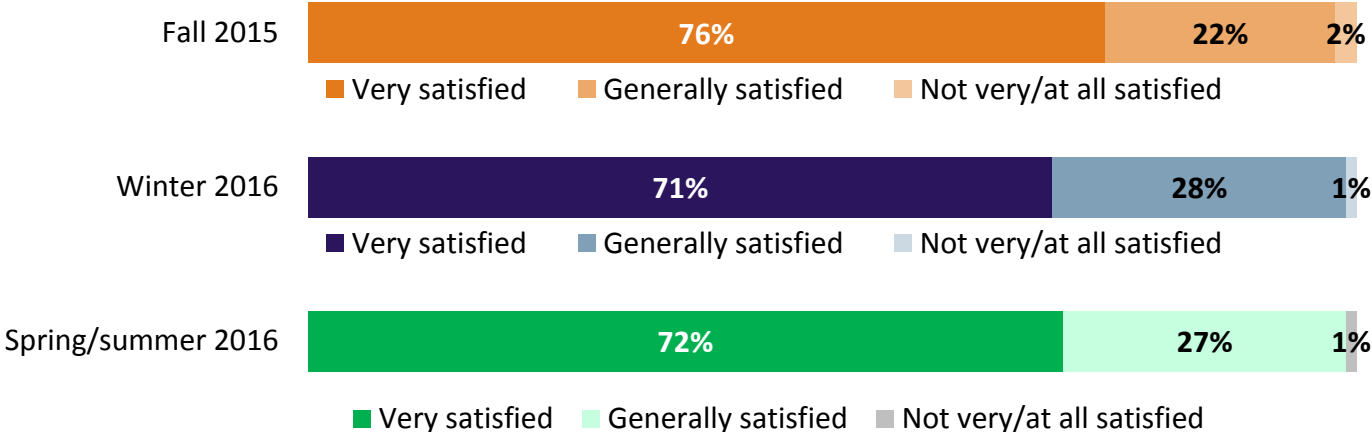
* MRC: *Municipalité régionale des Collines-de-l'Outaouais* includes the municipalities of Cantley, Chelsea, L'Ange-Gardien, La Pêche



Satisfaction with Gatineau Park

Overall Satisfaction with Park Visit

- Nearly all visitors are satisfied with their trip to Gatineau Park and most are enthusiastically so

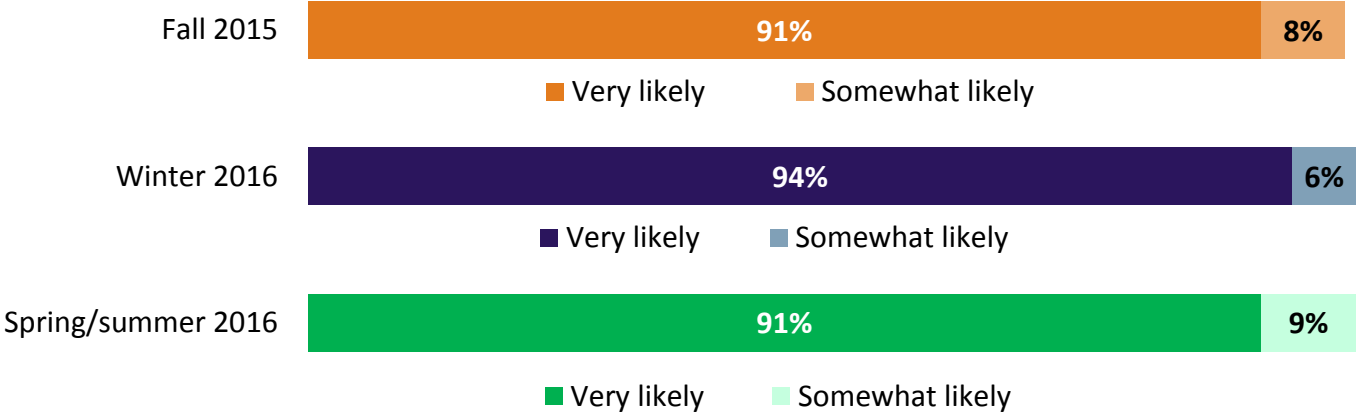


- Nearly all visitors are very (73%) or somewhat (26%) satisfied.
- Park visitors who were not satisfied (2%) most often mentioned reasons related to parking (50% of reasons mentioned by the 2%), issues related to skiing (25% of reasons, including grooming and crowding), and other reasons (25% of reasons).
- Suggestions to enhance visitors’ experience included improved parking, improvements to infrastructure, and improved signs. Six in ten said no improvements were needed.

*Q13 How satisfied are you overall with your visit(s) to Gatineau Park?
BASE: Total sample*

Likelihood of Recommending a Park Visit

- Nearly all visitors are likely to recommend visiting Gatineau Park to their family and friends



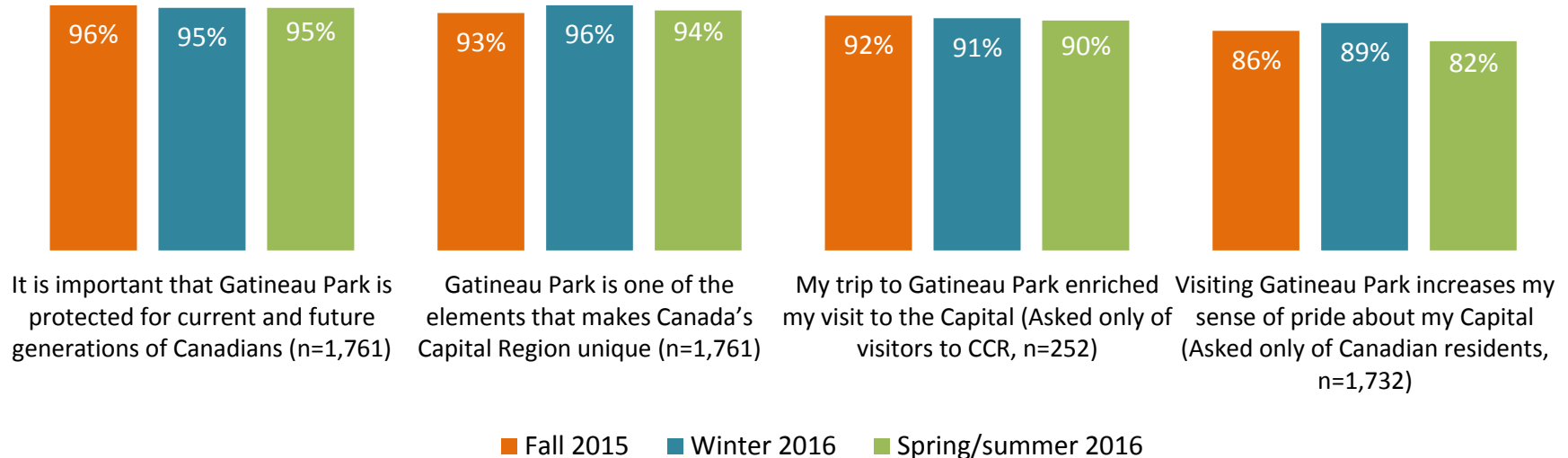
- Another confirmation of the high levels of satisfaction visitors feel about their time in Gatineau Park is reflected in their likelihood of recommending a Park visit to their friends and family.
- Almost all, 92 percent throughout the year, say they are very likely to make such a recommendation and another seven percent say they are somewhat likely to recommend the Park. These findings are quite consistent across all groups, although Quebec residents who live outside the NCR are slightly less enthusiastic.

*Q30 How likely are you to recommend visiting Gatineau Park to your family and friends (IF VISITOR ADD: if they are visiting Canada's Capital region)?
BASE: Total sample*

Assessment of NCC Performance

- Most feel the Park makes the Region unique and increases sense of pride in the National Capital; non-residents say it enriched their visit

Agree with statements



- Agreement is strongest that it is important to protect the Park for current and future generations of Canadians, with close to nine in ten agreeing **strongly** with this.
- Majorities also agree **strongly** that Gatineau Park is one of the elements making Canada's Capital Region unique, and there is also majority strong agreement among visitors to the region that visiting the Park enhanced their visit to the Capital, and among all Park visitors that visiting the Park increases their sense of pride in the Capital.

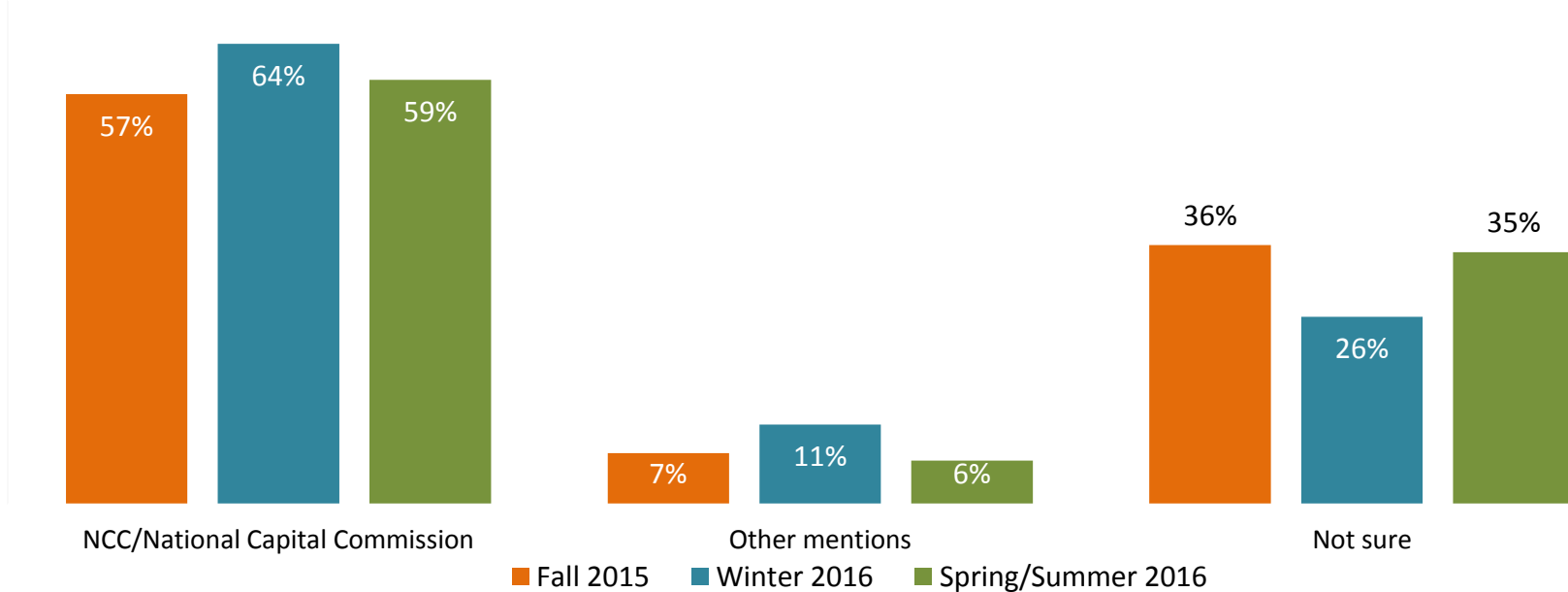
Q24 To what extent do you agree or disagree with the following statements?



The NCC and Gatineau Park

Awareness of NCC

- Six in ten correctly identify the NCC as the agency responsible for the Park, by name or by initials

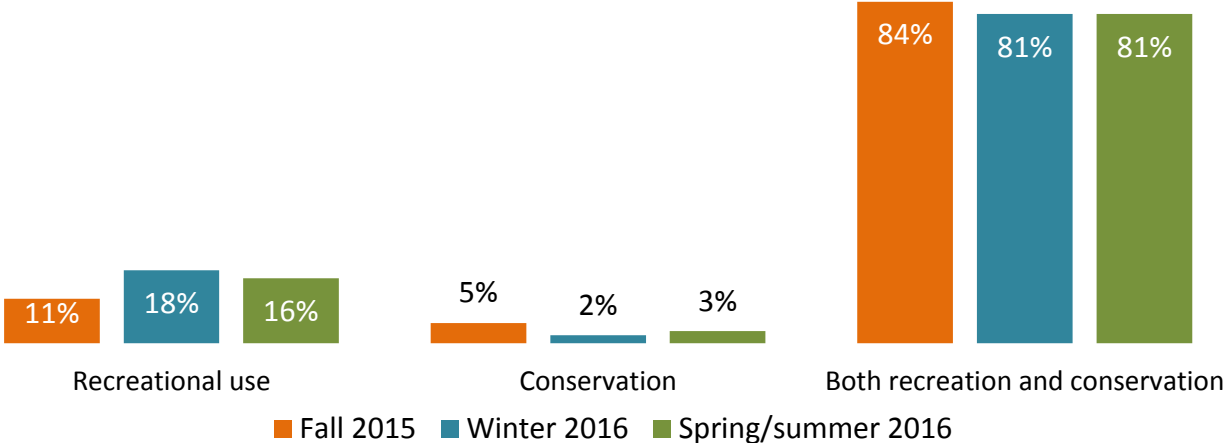


- When Gatineau Park visitors were asked in an open-ended question if they could name the agency responsible for managing Gatineau Park, six in ten correctly name either the NCC (35% for the year) or the National Capital Commission (25%).
- A total of eight percent offer a different response, and one-third (32%) say they do not know who is responsible for the Park.

*Q26 Do you know the name of the agency responsible for managing Gatineau Park?
BASE: Total sample*

Most Important Role for Gatineau Park

- Most visitors think both recreation and conservation are important roles, but among those who choose one, recreation is more valued

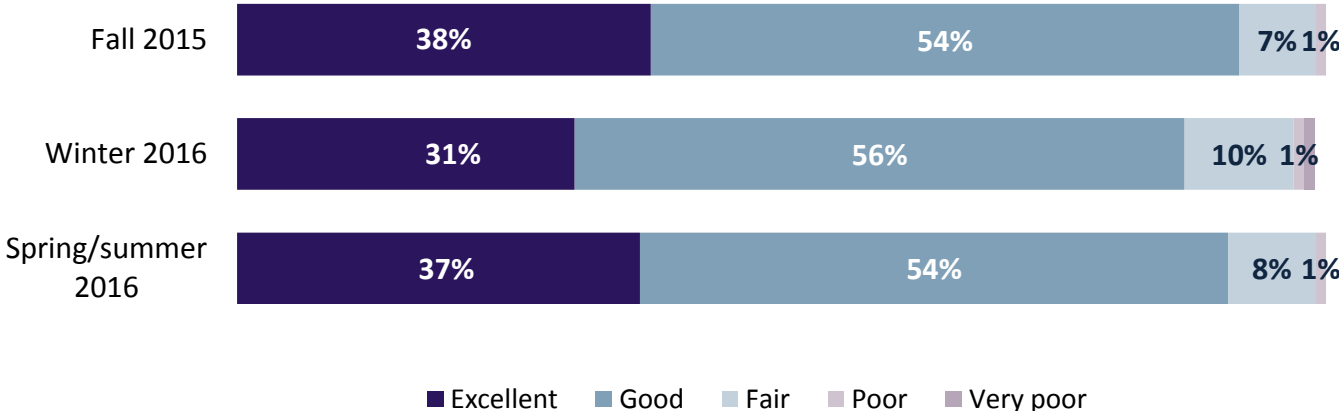


- When asked to prioritize the two primary roles of Gatineau Park, almost all (82% throughout the year) say recreation and conservation are equally important.
- Fifteen percent say recreation is most important, and just 3 percent say conservation is more important than recreation. A preference for recreation over conservation is slightly greater among winter and spring/summer visitors than among fall visitors.

Q25 Which role of Gatineau Park is most important to you?
 BASE: Total sample

NCC Efforts to Protect the Park

- Nine in ten users think the NCC is doing an excellent or good job of protecting Gatineau Park for current and future generations



- Almost all Park visitors believe the NCC does an excellent (35% throughout the year) or good (55%) job of protecting Gatineau Park for current and future generations. Winter visitors were slightly less likely than fall and spring/summer visitors to give a top rating of excellent.

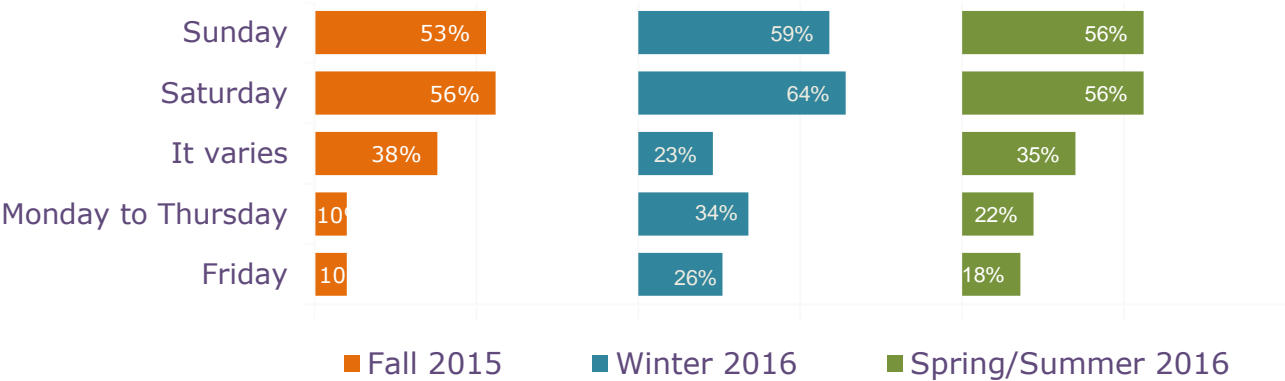
*Q27 How good a job do you think the NCC is doing at protecting Gatineau Park for current and future generations of Canadians?
BASE: Total sample*



Visiting Gatineau Park

Day of Visit

- Saturdays and Sundays are the most popular days of the week for Park visits

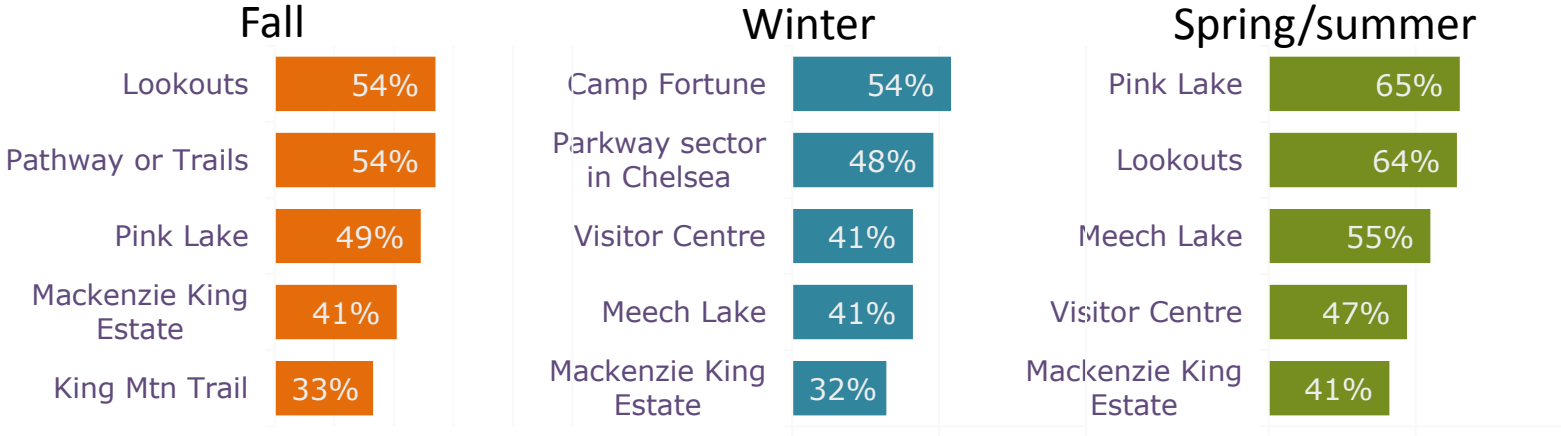


- Saturdays (59% throughout the year) and Sundays (57%) are the most popular days of the week for Park visits.
- Most visitors report spending between one and four hours in the Park (76% throughout the year). Full day visits are less common in the fall, and are more frequent among visitors from outside the Capital region.

Q4 When do you typically visit the Park? MULTIPLE RESPONSES PERMITTED Base: Those who have previously visited Gatineau Park
 Q12 How long was your stay in the Park that included this visit? Base: Total Sample

Locations Visited

- The locations visited vary by season

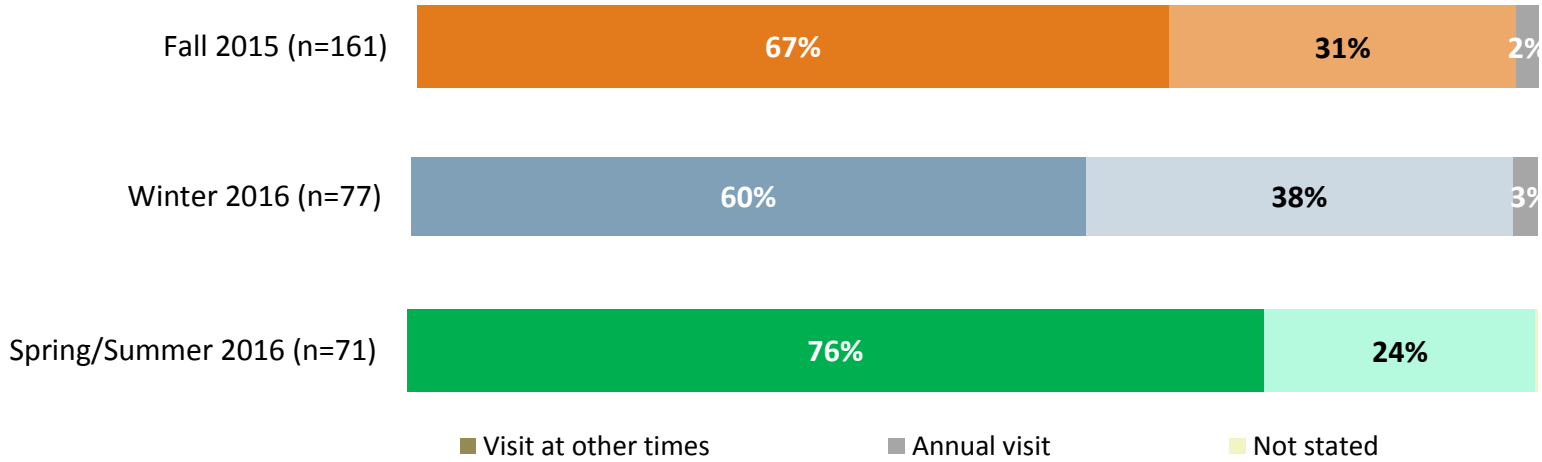


- The most consistently visited site is the Mackenzie King Estate (37% yearly), although winter visits are slightly lower (32%). Four in ten (40%) go to the Visitor Centre, and stops there are more frequent in the spring/summer than in the fall.
- In the fall, visitors are most likely to visit the Lookouts, pathways and trails, and Pink Lake. The most visited locations in winter are Camp Fortune and the Chelsea Parkway sector. The most visited spots in spring/summer are Pink Lake, the Lookouts, and Meech Lake.

Q7 Which of the following locations in Gatineau Park did you, or will you, visit this season? MULTIPLE RESPONSES PERMITTED
 BASE: All respondents

Previous visits

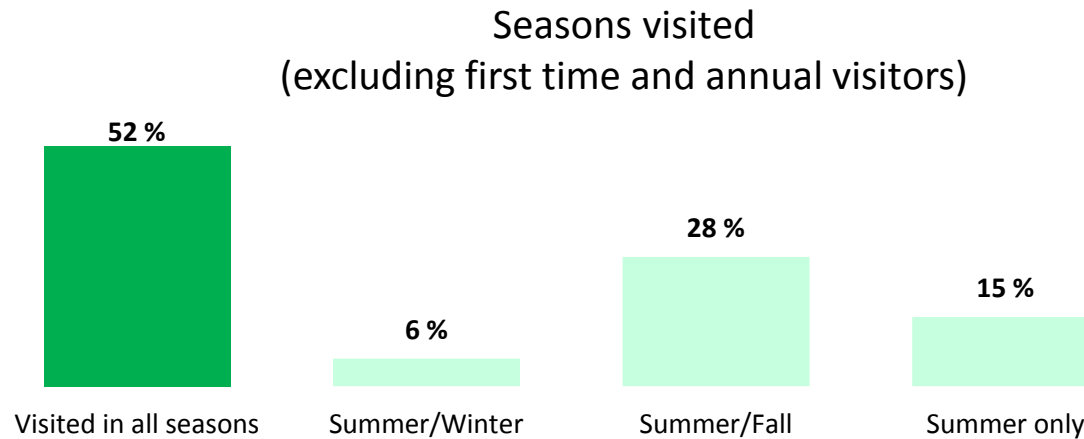
- Most Park visitors throughout the year (89%) had been to the Park before
- The vast majority of visitors (89%) have been to the Park before. The proportion of first time visitors is lowest in winter (5%), also the season with the lowest proportion of non-resident visitors.
- Among those who report visiting only one time in the season they were interviewed, more than six in ten indicate visiting at other times of the year.



Q1 Was this your first time visiting Gatineau Park? Base: Total Sample
Q3 Do you also visit Gatineau Park at other times of the year, or is this your annual visit? Base: Those who visited only once during season

Seasons Visited

- Half of summer visitors report visiting the Park in all seasons, six in ten non-resident visitors only visit in summer



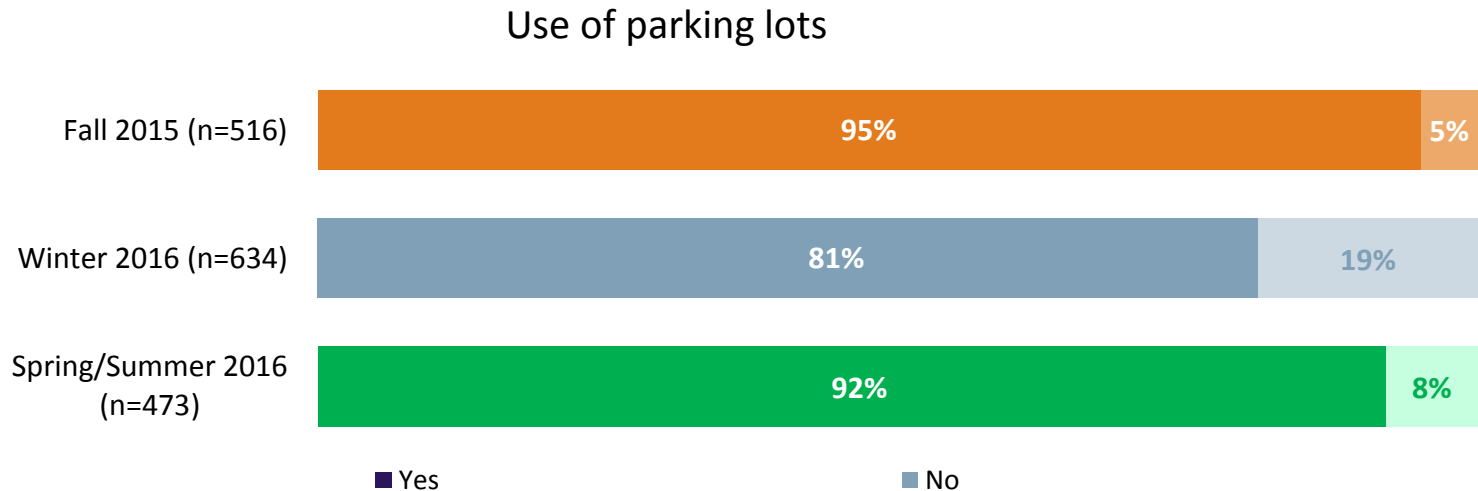
- Half of summer visitors report visiting the Park in all seasons (52%); just under three in ten visit in both summer and fall and fewer than two in ten report only summer visits.
- Among visitors from outside the NCR, six in ten (64%) say their visits have been only in the summer. Out of town visitors report also coming in the fall (18%) or winter (18%).

Q3AB Did you also visit Gatineau Park during the following time periods?

Base: SPRING/SUMMER Not first time or annual visitor (n=458)

Transportation and Parking

- Almost all visitors to Gatineau Park use a car, and most use a parking lot
- In all seasons, almost all visitors come to the Park by car. In the spring/summer, over one in ten ride a bike. There is virtually no use of public transit, and given the distance from the downtown core, almost no use of taxis or alternatives like Uber.
- Most who drive to the Park used a parking lot.



Q10 How did you get to the Park on this visit? Base: Total Sample

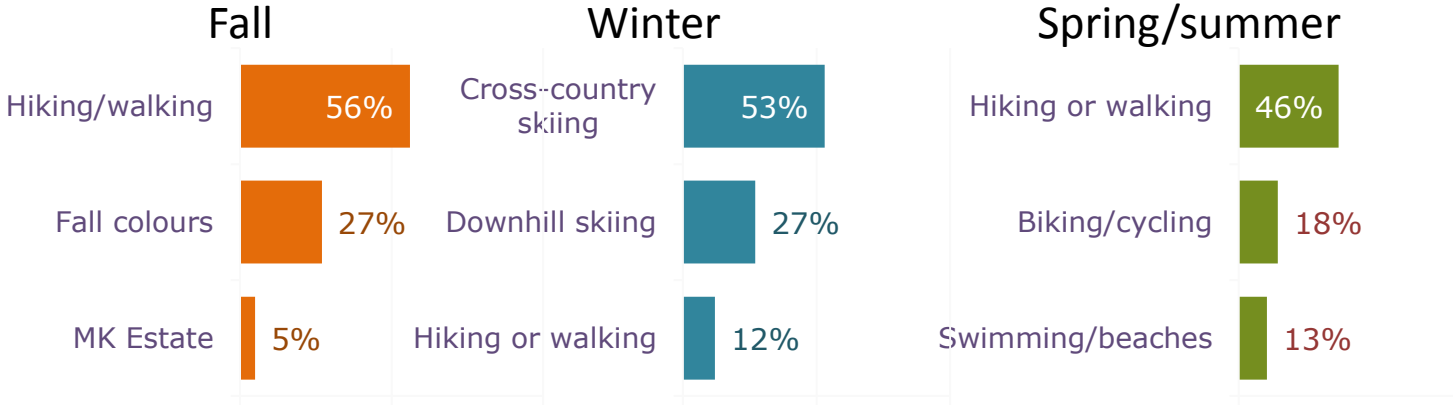
Q11 Did you use one of the Park's parking lots on RECRUIT DATE? Base: Those who came to the Park by private vehicle/car



Activities in Gatineau Park

Main purpose of Park visit – By Season

- Visitors come to the Park for a range of physical and recreational activities



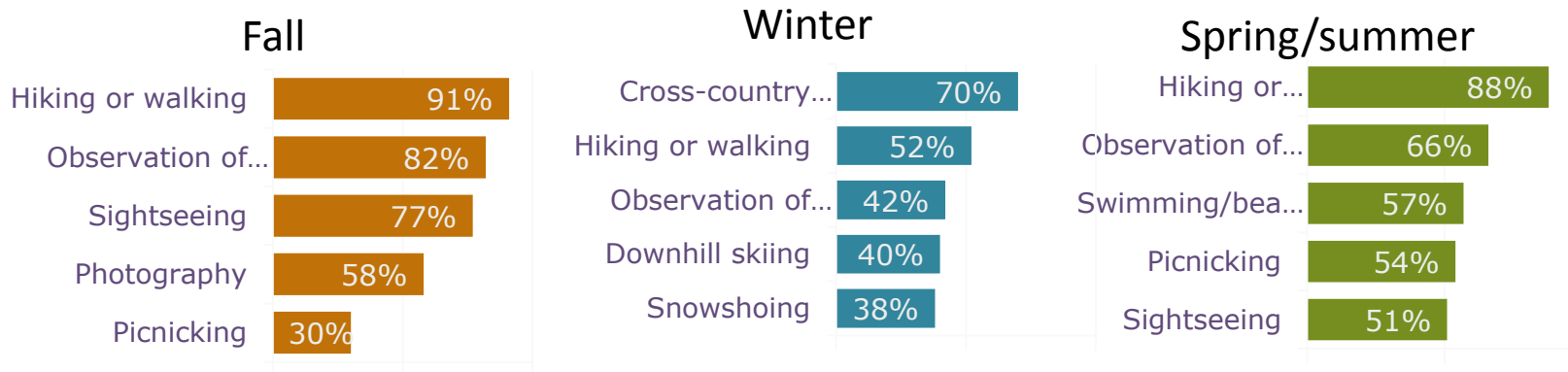
- Fall is the most popular time for recreational activities,* particularly related to seeing the fall colours.
- Winter visitors come almost exclusively for physical activities,* primarily cross-country skiing, followed by downhill skiing.
- Summer visitors are mostly motivated by physical activities, but recreational activities are a greater motivation for visitors from outside the NCR.

* “Physical activities” refers to hiking or walking, biking/cycling, mountain biking, swimming, rock climbing, cross-country skiing, downhill skiing, snow shoeing, and snow biking. “Recreation activities” include: Fall Rhapsody (seeing the fall colours), Visiting Mackenzie King Estate, Photography, observing nature, picnicking, bird watching, driving around, etc.

Q5 What was the main purpose of your visit to Gatineau Park on RECRUIT DATE?
 BASE: Total sample

All Activities in the Park – By season

- Hiking and observing nature are the most popular activities in summer and fall; in winter, cross-country skiing is most popular



- Hiking and walking, and observing nature are the most popular activities in the fall.
- Cross-country skiing is the top reported activity in winter, almost twice as popular as downhill skiing.
- Hiking/walking, and observation of nature are the most popular spring and summer activities, along with swimming, picnicking, and sightseeing.
- Four percent of surveyed park visitors mentioned camping as one of their fall activities, as did 12% in winter, and 12% in spring/summer.

Q6A Have you done, or plan to do, any of these activities in Gatineau Park in this season, including on RECRUIT DATE?

BASE: Total sample



Profile of Park Visitors

Profile of Gatineau Park Visitors

- The majority of Park visitors are from the Capital Region, who come with their partner or family; the profile of winter visitors differs from other seasons
- Visitors to Gatineau Park are predominantly residents of the National Capital Region.
- From fall 2015 to the end of summer 2016, 17 percent of visitors travelled more than 80 kilometers to get to the Park.
- Canadian tourists from outside of the NCR were more likely to visit the Park in fall (17% of visitors) and spring/summer (20% of visitors), than in winter (12%).
- Relatively few visitors (3%-5%) brought a dog to the Park.

Appendix: Questionnaires

**NCC Gatineau Park – Follow-Up Survey of Users
ONLINE Questionnaire**

LANGUAGE OF INTERVIEW FROM RECRUITMENT SCREENER

INTRODUCTION

Welcome to this survey about your recent Gatineau Park experience in Canada's Capital Region (CCR). The survey will take about 15 minutes of your time.

Your individual responses will be kept absolutely confidential; results will be reported in aggregate form only. Your specific information will never be given to anyone outside of Environics Research, and we absolutely promise never to try to sell you anything. We very much appreciate your participation.

A. Where do you live?

LOCAL (within 80 km of Canada's Capital Region)	VISITOR (more than 80 km away from Canada's Capital Region)	
OTTAWA	MONTREAL	06
RUSSELL	OTHER QUEBEC (specify)	87
CARLETON PLACE		
GATINEAU	TORONTO	07
CHELSEA	OTHER ONTARIO (specify)	86
LAPÉCHE		
OTHER Community in Canada's Capital Region (CCR) WITHIN 80 KM (specify)	ATLANTIC PROVINCES	08
_____ 88	WESTERN PROVINCES	09
	U.S.A.	10
	MEXICO	11
	CENTRAL AMERICA	12
	SOUTH AMERICA	13
	AFRICA	14
	ASIA	15
	EUROPE	16
	AUSTRALIA	17

[NEW]

1. We spoke to you on RECRUIT DATE. Was this your first time visiting Gatineau Park?

- 01 – Yes SKIP TO Q5 (CODE AS ONE VISIT IN Q2)
02 – No

[2011 GATINEAU PARK VISITOR STUDY]

2. IF NO AT Q1: Including RECRUIT DATE, how many times have you, or will you, visit Gatineau Park during the [FALL/WINTER/SPRING-SUMMER] season, that is, (months)?

RECORD # _____ TIMES ACTUALLY VISITED

RECORD # _____ TIMES INTEND TO VISIT (weather permitting)

[2011 GATINEAU PARK VISITOR STUDY]

3. ASK IF 1 @ Q2: Do you also visit Gatineau Park at other times of the year, or is this your annual visit?

- 01 – Visit at other times of year
02 – Annual visit

SPRING/SUMMER ONLY

3B. ASK IF >1 @ Q2 OR 01 AT Q3: Did you visit Gatineau Park during the following time periods?

- a) Fall season (September and October 2015)
b) Winter season (November 2015 through March 2016)

- 01 – Yes
02 – No

[NEW]

4. ASK IF NO @ Q1: When do you typically visit the Park? Please select ANY that apply

- 01 – Monday through Thursdays
02 – Fridays
03 – Saturdays
04 – Sundays
05 – It varies (SINGLE REPOSE)

ASK ALL

[2011 GATINEAU PARK VISITOR STUDY]

5. What was the main purpose of your visit to Gatineau Park on RECRUIT DATE?
 Please select ONE
 RANDOMIZE – LEAVE OTHER LAST

FALL:

- 01 – Fall colours / Fall Rhapsody
- 02 – Observing nature
- 03 – Visiting Mackenzie King Estate
- 04 – Visiting Wakefield Mill
- 05 – Visiting Camp Fortune
- 06 – Hiking or walking
- 07 – Mountain biking
- 08 – Rock climbing
- 09 – Camping
- 10 – Biking / cycling
- 11 – Picnic
- 12 – Photography
- 13 – Bird watching
- 14 – Kayaking/canoeing/boating/stand-up paddle boarding
- 98 – Other park-related activity (Please specify) _____

WINTER:

- 01 – Cross country skiing
- 02 – Downhill skiing
- 03 – Snowshoeing
- 04 – Hiking or walking
- 05 – Guided tours
- 06 – Sightseeing/driving around
- 07 – Observing nature
- 08 – Overnight stay: cabin, yurt, 4 season tent or camping
- 09 – Photography
- 10 – Bird watching
- 11 – Snow Biking (Fatbike)
- 98 – Other park-related activity (Please specify) _____

SPRING/SUMMER:

- 01 – Swimming/beaches
- 02 – Observing nature
- 03 – Visiting Mackenzie King Estate
- 04 – Visiting Wakefield Mill
- 05 – Visiting caves
- 06 – Hiking or walking
- 07 – Mountain biking
- 08 – Rock climbing
- 09 – Camping (including canoe camping, cabin or yurt)
- 10 – Biking / cycling
- 11 – Picnic
- 12 – Photography
- 13 – Bird watching
- 14 – Kayaking/canoeing/boating/stand-up paddle boarding
- 15 – Fishing
- 16 – Sightseeing/driving around
- 98 – Other park-related activity (Please specify) _____

[NEW]

ASK ALL

- 6A. Have you done, or plan to do, any of these activities in Gatineau Park in [SEASON], including on RECRUIT DATE...
 RANDOMIZE- LEAVE OTHER LAST

FALL

Activity		Yes	No
Hiking or walking	SHOW If NOT 06 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Observation of nature	SHOW If NOT 02 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Road biking/cycling		<input type="checkbox"/>	<input type="checkbox"/>
Picnicking	SHOW If NOT 11 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Photography	SHOW If NOT 12 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Mountain biking	SHOW If NOT 07 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Sightseeing (e.g. Fall Rhapsody)	SHOW If NOT 01 OR 02 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Rock climbing	SHOW If NOT 08 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Bird watching	SHOW If NOT 13 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Guided tours		<input type="checkbox"/>	<input type="checkbox"/>
Camping	SHOW If NOT 09 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Kayaking/canoeing/boating/stand-up paddle boards	SHOW If NOT 14 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Other park-related activity (Please specify) _____		<input type="checkbox"/>	<input type="checkbox"/>

WINTER

Activity	Yes	No
Cross country skiing SHOW If NOT 01 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Downhill skiing @Q5 SHOW If NOT 02 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Snowshoeing @Q5 SHOW If NOT 03 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Hiking or walking SHOW If NOT 04 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Guided tours SHOW If NOT 05 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Sightseeing/driving around SHOW If NOT 06 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Observation of nature SHOW If NOT 07 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Overnight stay: cabin, yurt , 4 season tent or camping SHOW If NOT 08 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Photography SHOW If NOT 09 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Bird watching SHOW If NOT 10 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Snow Biking (Fatbike) SHOW If NOT 11 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Other park-related activity (Please specify) _____	<input type="checkbox"/>	<input type="checkbox"/>

SPRING/SUMMER

Activity	Yes	No
Swimming/beaches SHOW If NOT 01 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Observing nature SHOW If NOT 02 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Visiting Mackenzie King Estate SHOW If NOT 03 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Visiting Wakefield Mill SHOW If NOT 04 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Visiting caves SHOW If NOT 05 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Hiking or walking SHOW If NOT 06 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Mountain biking SHOW If NOT 07 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Rock climbing SHOW If NOT 08 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Camping SHOW If NOT 09 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Biking / cycling SHOW If NOT 10 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Picnic SHOW If NOT 11 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Photography SHOW If NOT 12 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Birdwatching SHOW If NOT 13 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Kayaking/canoeing/boating/stand-up paddle boarding SHOW If NOT 14 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Fishing SHOW If NOT 15 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Sightseeing/driving around SHOW If NOT 16 @Q5	<input type="checkbox"/>	<input type="checkbox"/>
Other park-related activity (Please specify) _____	<input type="checkbox"/>	<input type="checkbox"/>

6B Please let us know how many times you have done (or plan to do) each of these activities in [SEASON]

- a) inside Gatineau Park
- b) outside of Gatineau Park (If you did not do/plan to do an activity outside of Gatineau Park this SEASON, leave blank)

(If not sure of the number of times, please give an estimate)

SHOW SELECTED ACTIVITY FROM Q5 PLUS ANY YES AT Q6A

Activity	For Fall 2015 please indicate...	
	A # Times done or planned for inside of Gatineau Park	B # Times done or planned for outside of Gatineau Park
Hiking or walking	_____	_____
Observation of nature	_____	_____
Road biking/cycling	_____	_____
Picnicking	_____	_____
Photography	_____	_____
Mountain biking	_____	_____
Sightseeing (e.g. Fall Rhapsody)	_____	_____
Rock climbing	_____	_____
Bird watching	_____	_____
Guided tours	_____	_____
Camping	_____	_____
Kayaking/canoeing/boating/stand-up paddle boards	_____	_____
Other park-related activity	_____	_____

Activity	For Winter 2015-2016 please indicate...	
	A # Times done or planned for inside of Gatineau Park	B # Times done or planned for outside of Gatineau Park
Cross country skiing	_____	_____
Downhill skiing	_____	_____
Snowshoeing	_____	_____
Hiking or walking	_____	_____
Guided tours	_____	_____
Sightseeing/driving around	_____	_____
Observation of nature	_____	_____
Overnight stay: cabin, yurt, 4 season tent and camping	_____	_____
Photography	_____	_____
Bird watching	_____	_____
Snow Biking (Fatbike)	_____	_____
Other park-related activity	_____	_____

Activity	For Spring/Summer 2016 please indicate...	
	A # Times done or planned for inside of Gatineau Park	B # Times done or planned for <i>outside</i> of Gatineau Park
Swimming/beaches	_____	_____
Observing nature	_____	_____
Visiting Mackenzie King Estate	_____	_____
Visiting Wakefield Mill	_____	_____
Visiting caves	_____	_____
Hiking or walking	_____	_____
Mountain biking	_____	_____
Rock climbing	_____	_____
Camping	_____	_____
Biking / cycling	_____	_____
Picnic	_____	_____
Photography	_____	_____
Birdwatching	_____	_____
Kayaking/canoeing/boating/stand-up paddle boarding	_____	_____
Fishing	_____	_____
Other park-related activity	_____	_____

[2011 GATINEAU PARK VISITOR STUDY]

7. Which of the following locations in Gatineau Park did you, or will you, visit this season?

Please select ANY that apply

FALL

- 01 – Visitor Centre
- 02 – Pink Lake
- 03 – Mackenzie King Estate
- 04 – Lookouts (Huron, Champlain, etc.)
- 05 – King Mountain/Trail Mountain Trail
- 06 – Luskville Falls
- 07 – Meech Lake
- 08 – Philippe Lake
- 09 – Camp Fortune
- 10 – Meech Creek Valley
- 11 – Wakefield Mill
- 12 – Pathways or Trails
- 98 – Other, please specify: _____

WINTER

- 01 – Visitor Centre
- 02 – Mackenzie King Estate (P6)
- 03 – Relais Plein air (P2)
- 04 – South Entrance (P3)
- 05 – Asticou (P1)
- 06 – Kingsmere Sector (P5, P7)
- 07 – Parkway Sector in Chelsea (P8, P9, P10)
- 08 – Meech Lake (P11, P12, P13)
- 09 – Philippe Lake (P17, P19)
- 10 – Camp Fortune
- 11 – Meech Creek Valley (P15, P16)
- 12 – Wakefield Mill
- 98 – Other, please specify: _____

SPRING / SUMMER

- 01 – Visitor Centre
- 02 – Mackenzie King Estate (P6)
- 03 – Pink Lake
- 04 – Lookouts
- 05 – King Mountain
- 06 – Meech Lake (P11, P12, P13)
- 07 – Philippe Lake (P17, P19)
- 98 – Other, please specify: _____

[NEW]

FALL: ASK IF 01 AT Q7 / WINTER, SPRING-SUMMER ASK ALL

8. Do you think the Visitor Centre is ideally located?

- 01 – Yes – SKIP TO Q9
- 02 – No
- 03 – Not aware of Visitor Centre – SKIP TO Q9

FALL ALL SKIP TO Q9

WINTER/PRING/SUMMER ONLY

8B. What makes you say the Visitor Centre is not ideally located?

- 01 – It is/was difficult to find
- 02 – It is not centrally located
- 03 – It is too far from the places I visit
- 98 – Other, please specify: _____

ASK ALL

[2011 GATINEAU PARK VISITOR STUDY]

9. Who came with you to the Park on RECRUIT DATE?
Please select ONE

- 01 - I was there alone
- 02 - My partner/spouse
- 03 - My family (partner/spouse plus kids and/or other relatives)
- 04 - Friend(s)
- 05 - An organized group

[NEW]

10. How did you get to the Park on RECRUIT DATE?
Please select ONE

- 01 - Private vehicle/car
- 02 - Bicycle
- 03 - Public transit
- 04 - Tour bus
- 05 - On foot
- 06 - Taxi/Uber
- 97 - Other

WINTER ONLY

- 07 - On skis
- 08 - On snowshoes

[NEW]

IF 01 AT Q10 ASK Q11

11. Did you use one of the Park's parking lots on RECRUIT DATE?
Please select ONE

- 01 - Yes
- 02 - No

ASK ALL

[NEW]

12. How long was your stay in the Park that included RECRUIT DATE?
Please select ONE

- 01 - Less than one hour
- 02 - Between one and four hours
- 03 - Five hours/full day
- 04 - Two to three days
- 05 - More than three days

[2011 GATINEAU PARK VISITOR STUDY]

13. How satisfied are you overall with your visit(s) to Gatineau Park?
Please select ONE

- 01 - Very satisfied
- 02 - Generally satisfied
- 03 - Not very satisfied
- 04 - Not at all satisfied

[2011 GATINEAU PARK VISITOR STUDY]

14. IF 03 OR 04 AT Q13: Why were you not more satisfied with your visit(s) to the Park?

ASK ALL

[NEW]

15. Please describe anything that was lacking that might have enhanced your Park experience.

- 02 - Nothing lacking/no improvement needed

Economic Impact

SHOW: Gatineau Park has an economic impact on Canada's Capital Region, in addition to having environmental and cultural value. The next few questions are about spending related to Gatineau Park, so that its overall economic impact can be calculated. Please respond to these questions to the best of your ability.

For the following questions, please think about the amount you spent in SEASON of this year.

[NEW]

16. Did you pay for any of the following while inside Gatineau Park this SEASON? Please select ANY that apply

FALL

- 01 - Tent camping site
- 02 - Cabin rental
- 03 - Yurt or four-season tent rental
- 04 - Firewood
- 05 - Beach access/parking
- 06 - Mackenzie King Estate access/parking
- 07 - Pathway/trail access/parking
- 08 - Equipment rental e.g. canoe, kayak, bike, etc.
- 09 - Food or beverages purchased in the Park (e.g. at campground store)
- 98 - Other services in the Park - Please specify _____
- 99 - None of the above - SINGLE MENTION - SKIP TO Q18

WINTER

- 01 - Winter camping site
- 02 - Cabin rental
- 03 - Yurt or four-season tent rental
- 04 - Water and Baggage Delivery Services
- 05 - Cross-country skiing pass
- 06 - Snowshoeing pass
- 07 - Snow Biking pass
- 08 - Downhill skiing lift pass
- 09 - Equipment rental e.g. skis, snowshoes etc.
- 10 - Food or beverages purchased in the Park
- 98 - Other services in the Park - Please specify _____
- 99 - None of the above - SINGLE MENTION - SKIP TO Q18

SPRING/SUMMER

- 01 - Camping site
- 02 - Cabin rental
- 03 - Yurt or four-season tent rental
- 04 - Water and Baggage Delivery Services
- 05 - Equipment rental e.g. canoes, kayaks etc.
- 06 - Food or beverages purchased in the Park
- 98 - Other services in the Park - Please specify _____
- 99 - None of the above - SINGLE MENTION - SKIP TO Q18

[NEW]

ASK IF 01-98 AT Q16

17. Approximately how much did you spend on (IF ONE AT 16 - this item) (IF MORE THAN ONE AT 16 these items) in total while in Gatineau Park this SEASON?

RECORD \$ _____

[NEW]

- 18A. Did you spend anything this SEASON in Canada's Capital Region (CCR) (including any related equipment) for the activity(ies) shown below?

SHOW UP TO THREE MOST CITED ACTIVITIES FROM Q6

	Activity	Yes	No
1	Activity 1	<input type="checkbox"/>	<input type="checkbox"/>
2	Activity 2	<input type="checkbox"/>	<input type="checkbox"/>
3	Activity 3	<input type="checkbox"/>	<input type="checkbox"/>

[NEW]

ASK IF ANY YES TO 18A

- 18B. IF VISITOR: Thinking about the trip that brought you to Gatineau Park this SEASON...

SHOW TO ALL: Please indicate how much you spent this SEASON in Canada's Capital Region (CCR) (including any related equipment) for the activity(ies) shown below, and, of each amount, please indicate the approximate split in your spending between the Quebec and Ontario sides of the region.

(Please approximate if not sure of the exact amount).

If you did not spend anything in one of the locations, please enter 0% for that location and 100% for the other location.

SHOW ANY YES AT Q18A

	Activity	If any spending in SEASON in CCR, please indicate...		
		Amount spent	% spent on Gatineau/Quebec side of CCR	% spent on Ottawa/Ontario side of CCR
1	Activity 1	\$ _____	_____ %	_____ %
2	Activity 2	\$ _____	_____ %	_____ %
3	Activity 3	\$ _____	_____ %	_____ %

[A TO H - NEW]

19A-1. IF CCR RESIDENT: Thinking about your use of Gatineau Park this SEASON, please indicate if you spent money on each the following items in Canada's Capital Region.

		Spent money on this in SEASON related to Gatineau Park	
		Yes	No
C	Food and beverages in localities adjacent to the Park as a result of your Park visit(s)	<input type="checkbox"/>	<input type="checkbox"/>
D	Shopping, including groceries, gasoline etc. related to Gatineau Park	<input type="checkbox"/>	<input type="checkbox"/>
F	Sports / recreational equipment or services (e.g. tune up, rentals, WINTER ONLY: season or day pass for cross-country skiing, or snow-shoeing, etc.) specifically for use in Gatineau Park	<input type="checkbox"/>	<input type="checkbox"/>
H	Transportation expenses (vehicle rental, parking, public transit, taxis) related to Gatineau Park	<input type="checkbox"/>	<input type="checkbox"/>
I	Other (clothing, souvenirs, etc.) related to Gatineau Park	<input type="checkbox"/>	<input type="checkbox"/>

[A TO H - NEW]

ASK IF ANY YES TO 19A-1

19A-2. IF CCR RESIDENT: Thinking about your use of Gatineau Park this SEASON, please indicate approximately how much you spent on each the following items in Canada's Capital Region and, of each amount, the approximate split in your spending between the Quebec and Ontario sides of the region (proportions should add to 100%).

SHOW YES ITEMS FROM 19A-1

		Amount spent in SEASON	% spent on Gatineau/ Quebec side of CCR	% spent on Ottawa/ Ontario side of CCR
C	Food and beverages in localities adjacent to the Park as a result of your Park visit(s)	\$ _____	_____ %	_____ %
D	Shopping, including groceries, gasoline etc. related to Gatineau Park	\$ _____	_____ %	_____ %
F	Sports / recreational equipment or services (e.g. tune up, rentals, WINTER ONLY: season or day pass for cross-country skiing, or snow-shoeing, etc.) specifically for use in Gatineau Park	\$ _____	_____ %	_____ %
H	Transportation expenses (vehicle rental, parking, public transit, taxis) related to Gatineau Park	\$ _____	_____ %	_____ %
I	Other (clothing, souvenirs, etc.) related to Gatineau Park	\$ _____	_____ %	_____ %

IF CCR RESIDENT SKIP TO Q24

[A TO H - NEW]

19B-1. IF VISITOR: Thinking about the trip that brought you to Gatineau Park this SEASON, please indicate if you and your travel party spent any money on each the following items.

		Spent money on this in SEASON re Gatineau Park trip	
		Yes	No
A	Hotel or other accommodation	<input type="checkbox"/>	<input type="checkbox"/>
B	Food and beverages - restaurants	<input type="checkbox"/>	<input type="checkbox"/>
D	Shopping, including groceries, gasoline etc.	<input type="checkbox"/>	<input type="checkbox"/>
E	Entertainment, recreation, the Arts, shows, etc.	<input type="checkbox"/>	<input type="checkbox"/>
F	Sports / recreational equipment or services (e.g. tune up, rentals, WINTER ONLY: season or day pass for cross-country skiing, or snow-shoeing, etc.) specifically for use in Gatineau Park	<input type="checkbox"/>	<input type="checkbox"/>
G	Airfare /bus fare /train fare to Canada's Capital Region	<input type="checkbox"/>	<input type="checkbox"/>
H	Transportation expenses (vehicle rental, parking, public transit, taxis)	<input type="checkbox"/>	<input type="checkbox"/>
I	Other (clothing, souvenirs, etc.)	<input type="checkbox"/>	<input type="checkbox"/>

ASK IF ANY YES TO 19B-1

19B-2. IF VISITOR: Thinking about the trip that brought you to Gatineau Park this SEASON, please indicate approximately how much you and your travel party spent on each the following items, and the approximate proportions spent in the locations shown (proportions should add to 100%).

SHOW YES ITEMS FROM 19B-1

		Amount spent in SEASON	% spent on Gatineau/ Quebec side of CCR	% spent on Ottawa/ Ontario side of CCR	% spent in Quebec OUTSIDE of CCR	% spent in Ontario OUTSIDE of CCR	% spent in OTHER Provinces
A	Hotel or other accommodation	\$ _____	_____ %	_____ %	_____ %	_____ %	_____ %
B	Food and beverages - restaurants	\$ _____	_____ %	_____ %	_____ %	_____ %	_____ %
D	Shopping, including groceries, gasoline etc.	\$ _____	_____ %	_____ %	_____ %	_____ %	_____ %
E	Entertainment, recreation, the Arts, shows, etc.	\$ _____	_____ %	_____ %	_____ %	_____ %	_____ %
F	Sports / recreational equipment or services (e.g. tune up, rentals, WINTER ONLY: season or day pass for cross-country skiing, or snow-shoeing, etc.) specifically for use in Gatineau Park	\$ _____	_____ %	_____ %	_____ %	_____ %	_____ %
G	Airfare /bus fare /train fare to Canada's Capital Region	\$ _____	_____ %	_____ %	_____ %	_____ %	_____ %
H	Transportation expenses (vehicle rental, parking, public transit, taxis)	\$ _____	_____ %	_____ %	_____ %	_____ %	_____ %
I	Other (clothing, souvenirs, etc.)	\$ _____	_____ %	_____ %	_____ %	_____ %	_____ %

ASK Q20-Q23 TO VISITORS TO THE REGION

[NEW]

20. How many nights in total did you spend away from home on the trip that included your visit to Gatineau Park on RECRUIT DATE?

RECORD # _____
98 – None – IF NONE, SKIP TO Q23

[NEW]

21. How many of these nights were spent in Canada's Capital Region?

Ottawa/Ontario side of CCR	Gatineau/Quebec side of CCR
None	None
Number of nights	Number of nights

IF NUMBER OF NIGHTS IN CCR = ANSWER IN Q20, SKIP TO Q23

22. And how many of these nights were spent in other parts of Ontario or Quebec? [NEW]

Ontario	Quebec
None	None
Number of nights	Number of nights

23. To what extent was visiting Gatineau Park a factor in your decision to visit Canada's Capital Region? Would you say that it accounted for 100% of your decision, 0% of your decision, or somewhere in between?

_____ %

SHOW TO ALL: Now we have a few general questions to ask you related to Gatineau Park.

ASK EVERYONE

a), b), & c) [2011 GATINEAU PARK VISITOR STUDY – SCALE CHANGED]

d) [NEW]

24. To what extent do you agree or disagree with the following statements? SHOW A IF VISITOR; SHOW C IF CCR OR CANADIAN RESIDENT; SHOW OTHERS TO ALL RANDOMIZE – SHOW ONE AT A TIME (CAROUSEL)

	1 – Strongly disagree	2 – Disagree	3 – Agree	4 – Strongly agree	Not sure
a) My trip to Gatineau Park enriched my visit to the Capital					
b) Gatineau Park is one of the elements that makes Canada's Capital Region unique					
c) Visiting Gatineau Park increases my sense of pride about my Capital					
d) It is important that Gatineau Park is protected for current and future generations of Canadians					

[NEW]

25. Which role of Gatineau Park is most important to you?

Please select ONE

- 01 – Recreational use
- 02 – Conservation
- 03 – Both are equally important

[NEW]

26. Do you know the name the agency responsible for managing Gatineau Park?

ENTER NAME OF AGENCY _____
99 – Not sure

SHOW TO ALL: Gatineau Park is managed by the National Capital Commission (NCC).

[NEW]

27. How good a job do you think the NCC is doing at protecting Gatineau Park for current and future generations of Canadians?

- 01 – Excellent
- 02 – Good
- 03 – Fair
- 04 – Poor
- 05 – Very poor

ASK RESIDENTS OF CCR

[NEW]

28. How important would you say Gatineau Park is to your quality of life?

- 01 – Very important
- 02 – Somewhat important
- 03 – Not very important
- 04 – Not at all important

ASK ALL

[NEW]

29. How important would you say Gatineau Park is to Canada's Capital Region overall

- 01 – Very important
- 02 – Somewhat important
- 03 – Not very important
- 04 – Not at all important

[NEW]

30. How likely are you to recommend visiting Gatineau Park to your family and friend (IF VISITOR ADD: if they are visiting Canada's Capital region)?

- 01 – Very likely
- 02 – Somewhat likely
- 03 – Not very likely
- 04 – Not at all likely

[2011 GATINEAU PARK VISITOR STUDY]

ASK ALL

31. (IF FIRST VISIT: How did you) (IF NOT FIRST VISIT: How do you typically) plan your visit to Gatineau Park?

Please select ONE
RANDOMIZE – LEAVE OTHER LAST

- 01 – I am already familiar with the Park
- 02 – Regional tourist offices (kiosks, guides)
- 03 – Capital InfoCentre in Ottawa
- 04 – A map of Gatineau Park
- 05 – NCC website
- 06 – Gatineau Park visitor centre
- 07 – Other websites
- 08 – Social media (e.g. Facebook or Twitter)
- 99 – Other, please specify: _____

WINTER AND SPRING/SUMMER SEASON

31b. (ASK IF NOT 05-NCC WEBSITE AT Q31) Did you visit the National Capital Commission web site (<http://www.ncc-ccn.gc.ca/>) prior to visiting Gatineau Park this season?

- 01 – Yes
- 02 – No
- 99 – Not sure

FALL SEASON ONLY

32. Were you aware there is a free shuttle service for visitors to travel to scenic lookouts during Fall Rhapsody?

- 01 - Yes
- 02 - No

FALL SEASON ONLY

IF NO AT Q32

33. If you had known about the shuttle, would you have used it?

- 01 - Yes
- 02 - No

FALL SEASON ONLY

IF YES AT Q32

34. Did you use this shuttle service?

- 01 - Yes
- 02 - No SKIP TO DEMOGRAPHICS

FALL SEASON ONLY

IF YES AT Q34

35. How satisfied were you with your experience using the shuttle service?

- 01 - Very satisfied
- 02 - Generally satisfied
- 03 - Not very satisfied
- 04 - Not at all satisfied

Demographics

[2011 GATINEAU PARK VISITOR STUDY]

This final section will ask some questions about you, so that we can compare the responses of different groups of people.

36. In which of the following age categories do you belong?

- 01 - 16 to 17 years old
- 02 - 18 to 24 years old
- 03 - 25 to 34 years old
- 04 - 35 to 44 years old
- 05 - 45 to 54 years old
- 06 - 55 to 64 years old
- 07 - 65 and older

37. What was your total annual household income in 2014 before taxes?

- 01 - Under \$40,000
- 02 - \$40,000 - \$59,999
- 03 - \$60,000 - \$79,999
- 04 - \$80,000 - \$119,999
- 05 - \$120,000 and over
- 99 - Prefer not to say

38. IF CANADIAN: What is your postal code?

____ - ____
(ACCEPT FSA)

IF U.S.A: What is your zip code?

Many thanks for taking part in this survey.
Your responses will help to improve Gatineau Park in future years!

DIRECT TO NCC WEB SITE

English <http://www.canadascapital.gc.ca/>

French <http://www.capitaleducapital.gc.ca/>

RECORD

39. **Language of Interview**
English
French

FROM RECRUITMENT SCREENER

40. **Gender**

FROM RECRUITMENT SCREENER

41. **Number of dogs with respondent (including 0)**

**National Capital Commission
Gatineau Park
Attendance Estimate Telephone Survey
Questionnaire**

Introduction and Screener

Good morning/afternoon/evening. My name is _____ and I am calling from Environics Research Group a public opinion research company. Today we are conducting a brief survey about Gatineau Park. It will only take about 3 minutes.

We choose telephone numbers at random and then select one person from each household to be interviewed. To do this, we would like to speak to the person in your household, 16 years or older, who has had the most recent birthday.

[IF ASKED: I can tell you who sponsored this survey at the end]

IF PERSON SELECTED IS NOT AVAILABLE FOR DURATION OF INTERVIEW PERIOD, SELECT NEXT MOST RECENT BIRTHDAY; ARRANGE CALL-BACK IF NECESSARY

CONFIRM WHETHER RESPONDENT WOULD LIKE TO BE INTERVIEWED IN ENGLISH OR FRENCH

1. Did you visit Gatineau Park for any reason during MONTHS IN SEASON this year?

- 01 - Yes
- 02 - No SKIP TO Q.4
- 99 - Don't know/No answer THANK AND TERMINATE

2. How many times did you visit Gatineau Park during MONTHS IN SEASON?

- RECORD NUMBER OF VISITS
- 99 - Don't know/No answer THANK AND TERMINATE

3. What was the main purpose or activity of your most recent visit to Gatineau Park? (DO NOT READ LIST, CHECK ALL THAT APPLY)

FALL

- 01 - Fall colours / Fall Rhapsody
- 02 - Observing nature
- 03 - Visiting Mackenzie King Estate
- 04 - Visiting Wakefield Mill
- 05 - Visiting Camp Fortune
- 06 - Hiking or walking
- 07 - Mountain biking
- 08 - Rock climbing
- 09 - Camping
- 10 - Biking / cycling
- 11 - Picnic
- 12 - Photography
- 13 - Bird watching
- 14 - Kayaking/canoeing/boating/stand-up paddle boarding
- 98 - Other park-related activity (specify) _____

WINTER

- 01 - Cross country skiing
- 02 - Downhill skiing
- 03 - Snowshoeing
- 04 - Hiking or walking
- 05 - Guided tours
- 06 - Sightseeing/driving around
- 07 - Observing nature
- 08 - Overnight stay: cabin, yurt, 4 season tent or camping
- 09 - Photography
- 10 - Bird watching
- 11 - Snow Biking (Fatbike)
- 98 - Other park-related activity (specify) _____

SPRING/SUMMER

- 01 - Swimming/beaches
- 02 - Observing nature
- 03 - Visiting Mackenzie King Estate
- 04 - Visiting Wakefield Mill
- 05 - Visiting caves
- 06 - Hiking or walking
- 07 - Mountain biking
- 08 - Rock climbing
- 09 - Camping (including canoe camping, cabin or yurt)
- 10 - Biking / cycling
- 11 - Picnic
- 12 - Photography
- 13 - Bird watching
- 14 - Kayaking/canoeing/boating/stand-up paddle boarding
- 15 - Fishing
- 16 - Sightseeing/driving around
- 98 - Other park-related activity (specify) _____

ASK ALL

SPRING/SUMMER ONLY

3B. Did you visit Gatineau Park during the following time periods?

- a) Fall season (September and October 2015)
- b) Winter season (November 2015 through March 2016)

- 01 - Yes
- 02 - No

4. Can you tell me the name of the organization you think is responsible for maintaining Gatineau Park? (DO NOT READ LIST, ACCEPT ONE)

- 01 - National Capital Commission/NCC
- 02 - Parks Canada
- 03 - Federal government (general)
- 04 - Government of Quebec
- 05 - Other organization
- 99 - Don't know/No answer

DEMOGRAPHICS

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

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

READ – STOP WHEN CATEGORY REACHED

- 01 - 16 to 17
- 02 - 18 to 24
- 03 - 25 to 34
- 04 - 35 to 44
- 05 - 45 to 54
- 06 - 55 to 64
- 07 - 65 and over
- VOLUNTEERED
- 99 - Don't know/No answer/Refused

6. What is the highest level of education you have completed?

- 01 - Some high school or less
- 02 - High school graduate
- 03 - Some community college/CEGEP
- 04 - Community college/CEGEP graduate
- 05 - Some university
- 06 - University graduate
- 07 - Some post graduate
- 08 - Post graduate
- 99 - Don't know/No answer

7. What is your postal code? RECORD SIX DIGITS

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

RECORD:

8. Gender

- 01 - Male
- 02 - Female

9. Language of interview

- 01 - English
- 02 - French

10. Area with Canada's Capital Region (from sample)

- 01 - Ontario
- 02 - Quebec



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