

We invite you to take approximately 5 to 7 minutes of your time to fill out this questionnaire online. Your participation will enable us to better understand the profile of users of the Véloroute des Bleuets, thus better meeting the needs of cyclists.

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## 1 - Are you \*

- Male
- Female
- Other

## 2 - What age group do you belong to? \*

- Under 18 → Survey finished
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and over

### 0.01 - First name & last name

### 0.02 - Phone number (for the purpose of participation in the contest only)

## 3 - Where do you live? \*

- Abitibi-Témiscamingue
- Bas-St-Laurent
- Cantons-de-l'Est
- Centre-du-Québec
- Charlevoix
- Chaudière-Appalaches
- Côte-Nord
- Gaspésie-Îles-de-la-Madeleine
- Lanaudière
- Laurentides
- Laval
- Mauricie
- Montérégie
- Montréal
- Nord-du-Québec
- Outaouais
- Québec (Capitale Nationale)
- Saguenay-Lac-Saint-Jean
- Other Canadian province

- United States
- Other country

#### **4 - How did you organize your trip?**

- Cycling Guide Bike Expérience - Saguenay-Lac-St-Jean
- Véloroute des Bleuets website
- Travel agency

#### **5 - Did this bike trip include at least one night away from home?**

- yes
- no

#### **6 - On your overnight trip, how many nights were you away from home?**

#### **7 - During your trip, did you use a luggage shuttle service?**

- Yes
- No

#### **8 - When you were out cycling, did you use our interactive maps on the Ondago mobile app?**

- Yes
- No

#### **9 - During your trip to the Véloroute des Bleuets, in what kind of accommodation did you stay? State the number of nights you stayed in each kind of accommodation (several answers possible).**

- Campground
- Hotel / Motel
- Bed & Breakfast
- Cottage / Condo
- With family or friends
- In a private vacation home
- Other, please specify:

#### **10 - Indicate the number of nights in a partner accommodation of the Véloroute des Bleuets**

#### **11 - Indicate the number of nights in a "Bienvenue Cyclistes" certified accommodation**

#### **12 - At the time of your most recent day or overnight trip that included cycling on the Véloroute des Bleuets, what type of**

## **cyclist were you?**

- Competitive cyclist: you use your bike to get in shape and want to cycle at a certain level
- Touring cyclist: your bike is your primary means of transportation when on vacation
- Recreational cyclist: you use your bike for pleasure trips alone or with family

## **13 - Was this the first time you had ever used the Véloroute des Bleuets?**

- yes
- No

## **14 - What was your main motivation visiting the Lac-Saint-Jean area?**

- The Véloroute des Bleuets
- Visiting family and friends
- Tourist attractions, such as the Zoo in Saint-Félicien
- I live in the Lac-Saint-Jean region
- Other

## **15 - During your trip, what kind of things did you do?**

- Visiting a museum, historical site, interpretation centre, etc.
- Visiting a zoo, theme park, attraction, etc.
- Hiking
- Swimming
- Wildlife and plant observation
- PYOP (Pick-Your-Own Produce)
- Mountain biking
- Cultural activity: concert, art gallery, theatre, etc.
- Attending a sports or cultural event
- Visiting nature park
- Shopping
- Going to a spa / wellness centre
- Attending a business meeting / conference
- Visiting local farms
- Golf
- Hunting and fishing
- ATV / QUAD
- Kayaking / canoeing, etc.
- Horseback riding
- Extreme sports: climbing, parachuting, diving, etc.
- Other

## **16 - Did you travel alone or with other people?**

- Alone
- Other people

**17 - Number of adults including yourself:**

**18 - Number of minors (i.e., under 18):**

**19 - How many kilometers in total did you ride on the Véloroute des Bleuets during your most recent day or overnight trip?**

- Less than 5 km
- 5 et 10 km
- 10 et 20 km
- 20 et 30 km
- 30 et 50 km
- 50 et 100 km
- 100 et 150 km
- 150 et 250 km
- More than 250 km

**20 - Which way did you do?**

- Loop around the lake
- Linear route

**21 - What was your departure city?**

**22 - What was the city of your arrival?**

**23 - On this day or overnight trip, where /what did you mostly choose to eat?**

- At fast-food restaurants
- At casual restaurants serving typical, local dishes
- At fine dining restaurants serving gourmet cuisine
- Food from grocery / convenience stores
- Food from home
- Autre (precise)

**24 - CYCLING ON THE VÉLOROUTE DES BLEUETS - COSTS**

During your most recent day or overnight trip, how much (in Canadian dollars) did you and the members of your group spend on the following aspects of your trip.

**24.1 - Accommodation (hotel, campground, B&B, etc.) :**

Amount rounded to the

Please enter the amount rounded to the nearest dollar without the \$ sign.Ex: For an expense of \$ 24.42, you simply enter 25.

**24.2 - Equipment rental :**

Amount rounded to the

Please enter the amount rounded to the nearest dollar without the \$ sign.Ex: For an expense of \$ 24.42, you simply enter 25.

### **24.3 - Food and drink purchased in restaurants and bars :**

Amount rounded to the

Please enter the amount rounded to the nearest dollar without the \$ sign.Ex: For an expense of \$ 24.42, you simply enter 25.

### **24.4 - Entertainment and activities, such as visiting tourist attractions :**

Amount rounded to the

Please enter the amount rounded to the nearest dollar without the \$ sign.Ex: For an expense of \$ 24.42, you simply enter 25.

### **24.5 - Groceries, drug store and incidental purchases :**

Amount rounded to the

Please enter the amount rounded to the nearest dollar without the \$ sign.Ex: For an expense of \$ 24.42, you simply enter 25.

### **24.6 - Other expenses, such as buying souvenirs or clothes :**

Amount rounded to the

Please enter the amount rounded to the nearest dollar without the \$ sign.Ex: For an expense of \$ 24.42, you simply enter 25.

### **24.7 - Transportation to and from the destination and travel (gas, taxi) associated with the bike trip(s):**

Amount rounded to the

Please enter the amount rounded to the nearest dollar without the \$ sign.Ex: For an expense of \$ 24.42, you simply enter 25.

### **25 - Including yourself, how many people does those costs cover?**

### **26 - How many children under the age of 18 live with you?**

### **27 - When you were last on the Véloroute, did you use one of the 34 rest areas?**

- Yes
- No

### **28 - Did you use a shuttle service (Le Maligneau or Le Péribonka)?**

- Yes
- No

### **29 - How did you heard about the Véloroute?**

- Tourisme Saguenay - Lac-Saint-Jean website
- Route verte's website
- Social media
- Search engine such as Google, Bing, etc.
- Magazine
- Tourist brochure
- Word of mouth
- Bike show

- Newspaper
- Tourist information centers
- TV
- Radio
- Other

### **30 - Would you recommend the Véloroute des Bleuets to family and friends?**

- Yes
- No

### **31 - How likely are you to return to the Véloroute des Bleuets within the next three years?**

- Not at all likely
- Not very likely
- Somewhat likely
- Very likely
- Definitely

### **32 - What is your mother tongue?**

- French
- English
- Other

### **33 - What is the highest level of education you have completed?**

- Elementary
- Secondary
- College / Cegep / Vocational school
- University

### **34 - What is your total annual household income before taxes?**

- Under \$20,000
- \$20,000 - \$35,999
- \$36,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 plus
- I prefer not to answer

#### **35 - SATISFACTION**

On a scale of 1 to 5, where 1 means "Not satisfied" and 5 means "Extremely satisfied," how satisfied were you with the following services for bike route users:

#### **35.1 - Rest areas**

- 1 - Not satisfied
- 2
- 3

- 4
- 5 - Extremely satisfied
- Not applicable

### **35.2 - Safety regulations for users**

- 1 - Not satisfied
- 2
- 3
- 4
- 5 - Extremely satisfied
- Not Applicable

### **35.3 - Overall assessment of the bike trip**

- 1 - Not satisfied
- 2
- 3
- 4
- 5 - Extremely satisfied
- Not Applicable

### **35.4 - Bike path maintenance**

- 1 - Not satisfied
- 2
- 3
- 4
- 5 - Extremely satisfied
- Not Applicable

### **35.5 - Regional hospitality**

- 1 - Not satisfied
- 2
- 3
- 4
- 5 - Extremely satisfied
- Not Applicable

### **35.6 - Interactions with ambassadors / patrol officers**

- 1 - Not satisfied
- 2
- 3
- 4
- 5 - Extremely satisfied
- Not Applicable

### **35.7 - Places to eat**

- 1 - Not satisfied
- 2
- 3
- 4

- 5 - Extremely satisfied
- Not Applicable

### **35.8 - Public washrooms along the routes**

- 1 - Not satisfied
- 2
- 3
- 4
- 5 - Extremely satisfied
- Not Applicable

### **35.9 - Road signs**

- 1 - Not satisfied
- 2
- 3
- 4
- 5 - Extremely satisfied
- Not Applicable

### **35.10 - Parking (ease of access, location, number of spaces)**

- 1 - Not satisfied
- 2
- 3
- 4
- 5 - Extremely satisfied
- Not Applicable

### **36 - Do you have any comments or recommendations regarding the services and the cycling circuit?**

### **37 - Are you interested in receiving the newsletter of the Véloroute des Bleuets (between 4 and 7 per year)?**

- Yes
- No

### **38 - What is your email address?**

Submit