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Visitor Satisfaction Survey 2020

Methods Report

Prepared for Parks Canada

Supplier name: Advanis Inc.

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information@pc.gc.ca

Ce rapport est aussi disponible en français

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This public opinion research report presents the results of an online/telephone survey conducted by Advanis Inc. on behalf of Parks Canada. The research was conducted with 1,056 adult Canadians between September 9th and October 4th, 2020.

Cette publication est aussi disponible en français sous le titre : Sondage 2020 sur la satisfaction des visiteurs – rapport méthodologique.

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1.0 Summary

1.1 Background and Objectives

Parks Canada protects and presents nationally significant examples of Canada's natural and cultural heritage on behalf of the people of Canada, and fosters public understanding, appreciation and enjoyment in ways that ensure the ecological and commemorative integrity of these places for present and future generations. In a typical year, Parks Canada undertakes self-administered onsite paper surveys (randomly sampled visitor parties from mid-May to mid-October) at select parks/sites annually to acquire feedback and measure performance. Parks Canada receives between 10,000 and 20,000 returned surveys annually depending on participating places in a given year.

Due to COVID-19, onsite intercept surveys, in paper or electronic format, were not feasible during the 2020 season. Parks Canada does not maintain a contact database of visitors. Therefore, it has sourced a third party (Advanis) to find people in the general population that had visited a national park or historic site during the designated period of mid-May to September 2020.

The *Parks Canada Visitor Satisfaction Survey* aimed to gather feedback from Canadians about their experiences and satisfaction with operations during their visit to national parks and/or national historic sites or waterways during the summer of 2020. The survey aimed to collect feedback about:

- Overall enjoyment and satisfaction with the national park and/or national historic site experience; and
- Satisfaction with various visit elements, including COVID-19 safety measures; and
- The importance of factors when planning a visit to the national park and/or national historic site; and,
- Importance of national parks/national historic sites during a pandemic.

The probability-based study was conducted, in both English and French, using a two-step approach where respondents were recruited by telephone to participate in an online web survey. To source the sample, questions were added to other studies being conducted by Advanis asking about whether people had visited a national park or national historic site/waterway during the summer of 2020. Overall, 1,056 people completed the survey between September 10th and October 4th, with a response rate of 51.4%, and a margin of error of 3.1% (19 times out of 20 at a 95% confidence interval). The data was weighted based on geographic region, using actual visitation volumes by region provided by Parks Canada. The total cost of this research was \$36,160 (including HST).

1.2 Political Neutrality Requirement

Political neutrality certification

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

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

Signed: 

Nicolas Toutant, Vice-President, Research and Evaluation