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Parks Canada Awareness Tracking Survey 2021-22 Methods Report

Prepared for Parks Canada

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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. In total, this research was conducted with 9,074 adult Canadians between June 1st, 2021, and March 15, 2022.

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Summary

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.

Parks Canada undertakes tracking studies to understand the short-term success of its proactive efforts on Canadians' awareness and understanding of the Agency and to measure corporate performance indicators. Tracking surveys have operated since September 2010 on a quarterly basis using a standard set of questions, except where interruptions occurred (e.g., federal elections).

The *Parks Canada Awareness Tracking Survey 2021-22* aimed to capture the adult Canadian population's knowledge and general awareness of the Parks Canada Agency, the effectiveness of its communication efforts, and critical cross-functional issues to help inform programs/services.

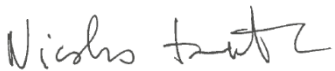
The probability-based study was conducted in 4 survey waves, in both English and French, using a two-step approach where respondents were recruited by telephone to participate in an online web survey. Overall, 9,074 people completed the survey between June 1st, 2021, and March 15, 2022. The data was weighted based on geographic region, gender and age using 2016 Canadian Population Census data. The total cost of this research was \$60,246.92 (tax included).

Political Neutrality Requirement

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
Advanis Inc.