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Parks Canada Tracking Study – Pilot

Executive Summary

Prepared for Parks Canada Agency

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This report presents the methodological details for the *Parks Canada Tracking Study Pilot* conducted by Advanis on behalf of the Parks Canada Agency. The study involved questions added to two probability-based omnibus surveys (September and December 2022) administered to members of the Canadian public aged 18 or older.

Ce rapport est aussi disponible en français sous le titre : *Sondage pilote de suivi de Parcs Canada*

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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.

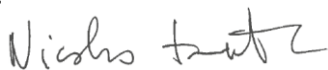
The study used Advanis' proprietary online omnibus, a probability-based tool administered to a nationally representative sample of 1,000 adult Canadians 18 years of age and older. The omnibus employs Advanis' proprietary interactive voice response system to conduct random digit dialing to cell phone numbers. A question about Parks Canada's corporate symbol was added to each of the September and December waves. The September wave occurred between September 7 and September 30, 2022, and the December wave occurred on November 28 and December 19, 2022.

A total of 1,032 and 1,136 Canadians answered the Parks Canada question of the September and December omnibus surveys respectively. Response rates were 26% and 21% percent respectively, and the margin of error was +/- 3.1% (19 times out of 20, at a 95 percent confidence interval) for the September wave, and +/- 2.9% (19 times out of 20, at a 95 percent confidence interval) for the December wave. The data was weighted to the general population (age, gender, region) using the 2021 Canadian Population Census. The total cost of the study was \$4,350, including taxes.

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