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Canada

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Parks Canada Corporate Symbol Tracking Study 2025

Methods Report

Prepared for Parks Canada Agency

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This report presents the methodological details for the *Parks Canada Corporate Symbol Tracking Study 2025* conducted by Advanis on behalf of the Parks Canada Agency. The study involved one question added to three probability-based omnibus surveys between September 2025 and March 2026 administered to members of the Canadian public aged 18 or older.

Ce rapport est aussi disponible en français sous le titre : *Étude de suivi du symbole corporatif de Parcs Canada 2025*

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Executive Summary

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 telephone numbers. A question about Parks Canada's corporate symbol was added to three different waves during the 2025-26 fiscal year (in September, December and March).

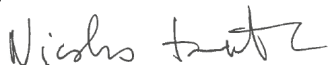
A total of 3,010 Canadians answered the survey question over the three waves. The data for each of the 3 surveys was weighted based on geographic region, gender and age using 2021 Canadian Population Census data. The total cost of the study was \$5,691.26 including taxes.

Political Neutrality Statement and Contact Information

I hereby certify as a 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 contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.

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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.

Parks Canada undertakes tracking studies to understand the short- and longer-term success of its proactive efforts on Canadians' awareness and understanding of the Agency and the work it does, and to measure corporate performance indicators. Tracking surveys employ a standard set of questions for comparability over time.

All government departments employ the Canada wordmark as part of federal identity. Parks Canada, as an Agency, has a companion symbol or identifier - the beaver sitting on a log. While it has undergone design changes over time, the symbol is used in many public facing ways including in communications, web and digital content, on interpretation panels, on publications, merchandise, annual passes, road signs, and on staff uniforms.

Parks Canada's additional corporate symbol serves as a visual representation of the federal organization and its mission. Public recognition of Parks Canada's corporate symbol serves as one means in a broader toolbox to provide insight into public awareness and connection to the organization's mandate and work, help shape its presence in promotional and educational content, and to protect its identity from misuse by others. Parks Canada has tracked recognition consistently since 2022; this study is continuation of the work and will inform longitudinal patterns in recognition.

2. Methodology

Parks Canada employed an omnibus survey (probability-based, online), conducted at regular intervals, that reached a nationally representative sample of 1,000 Canadians aged 18 years and older. The online omnibus employed here aligned with the methodological approach of the organization's current tracking surveys (probability-based, standalone online surveys using telephone to web recruitment). The omnibus also occurred regularly which would support collection of data in a similar time frame to current tracking surveys. Typically, the study is completed in four waves each year. However, due to the General Election held on April 28th 2025, the June wave was not completed.

This study was completed in three waves, and in both English and French. For each wave, the omnibus employed a probability-based sample of 1,000 Canadian adults aged 18 or older drawn from the general population:

Wave 1: September 2 to 15, 2025


Wave 2: November 19 to December 15, 2025

Wave 3: February 10 to March 4, 2026

2.1 Survey Design

Unlike telephone surveys, online platforms are visual mediums. This means that a corporate symbol could be shown to participants rather than asking for top of mind recall. While Parks Canada employs the Government of Canada identifier (i.e., Canada wordmark), it has its own unique identifier (a beaver), which is used extensively on its information platforms (e.g., social media, website, apps), promotional material (e.g., visitor guides, advertising campaigns, newsletters), merchandise, entry fees (e.g., Discovery Passes, receipts), and signage (e.g., highway signs, wayfinding, entry signs).

A single question was employed on each of the 3 omnibus waves. The question was designed by Parks Canada and supplied to Advanis who added it to existing omnibus instruments ensuring all required standards for public opinion research in the Government of Canada were met (e.g., notification regarding privacy, voluntary participation, options for participation by those with disabilities, web accessibility standards). Advanis conducted pre-tests of the complete omnibus survey and made any necessary internal adjustments to the survey. As the instrument is an omnibus, Parks Canada did not receive the results of the pre-test for review but was able to see the programmed questions prior to launch.

	<p>Which Canadian organization does this corporate logo belong to?</p> <ul style="list-style-type: none">1 - Parks Canada2 - Ontario Parks3 - Roots4 - Beaver Lumber5 - Scouts Canada6 - Hudson Bay's Company7 - Beaver Tails Pastry99 - Do not know
<p>The options were shown in a random order, except for the "Do not know" level (which was always shown last).</p>	

The Parks Canada question was one of many questions on the omnibus. It should be noted that not all questions were shown to respondents, depending on their profile and responses. However, all were shown the Parks Canada question. The number of questions in the omnibus survey varies. In general, it takes 5 to 8 minutes to complete and contains 30 to 50 questions.

2.2 Sampling and Administration

The target audience for Advanis' omnibus surveys was Canadians, across all provinces and territories, who were 18 years and older. Anyone under the age of 18, anyone who did not live in Canada, and anyone working for a market research firm or other disqualified organization were filtered out.

The omnibus is proprietary to Advanis, including the approach, sample size, and standardized demographic questions. Advanis uses its proprietary interactive voice response (IVR) system to

conduct random digit dialling to cell phone numbers. When an individual answers their phone, the introductory message indicates that it is TellCityHall calling to get their feedback on a variety of topics, including mention of any specific topics, when relevant. Those who would like to participate in (consent to) a survey are informed that they will receive a text message with a link to the survey. Shortly thereafter, the respondent receives a text message with a link to a web survey that is mobile-optimized. Reminder text messages are sent three days after the initial invitation and up to three are sent. Respondents can opt out of participating at any time by replying “STOP” to the text message. The overall regional omnibus sampling and details by wave are summarized below.

Table 1: Geographic targets - omnibus

Province/Region	Target	Proportion	Margin of error
Atlantic provinces	67	6.7%	+/-12.0%
Quebec	230	23%	+/-6.5%
Ontario	386	38.6%	+/-5.0%
Prairies (MB/SK)	64	6.4%	+/-12.3%
Alberta	111	11.1%	+/-9.3%
British Columbia	139	13.9%	+/-8.3%
North	3	0.3%	+/-56.6%
Total	1,000	100%	+/-3.1%

Table 2 – Wave details

	Wave 1 Sept 2025	Wave 2 Nov/Dec 2025	Wave 3 Feb/March 2026
Data collection period	Sept 2-15, 2025	Nov 19-Dec 15, 2025	Feb 10 – Mar 4, 2026
National target	1,000	1,000	1,000
Invited	4,302	3,909	3,783
Screened out	46	33	40
Completed	1,004	1,006	1,000
Response rate	23.3%	25.7%	26.4%
Margin of error (national)	+/-3.1%	+/-3.1%	+/-3.1%

Inclusive participation is a requirement of public opinion research contracted by the Government of Canada. Online surveys are programmed for example to adapt to mobile devices, limit large tables of scaled questions, support screen readers, and support use of tab-key functions to navigate screens. Alternative formats (e.g., interviews) are also available if requested. The measures Advanis puts in place addressed the needs of participants who may have had challenges, as no one requested additional support.

2.3 Weighting and Data Cleaning

Survey results were weighted by three variables - region, gender and age – using the 2021 Canadian Population Census.

All demographic and derived variables used in the analysis and/or weighting were included in the dataset. The question was crossed with themed categories to provide insight into the results. The themed categories across the waves included region, age, home life (kids at home), immigration status (born in Canada/Born outside Canada), and urbanity (urban/rural).

2.4 Quality Control

Advanis employs a number of quality control measures to ensure success across the entire life cycle of the project. These measures are detailed below.

Survey Programming: Advanis utilizes technology to maximize quality control in survey programming. Having developed a proprietary survey engine tool, Advanis professionals are able to design and program a survey in a browser-based environment, eliminating the need to involve a programmer who is less familiar with the survey subject matter. Below are the steps followed to ensure the quality of the survey.

- The survey was thoroughly pre-tested by Advanis' project team members, as well as by non-team members (non-team members provide "fresh eyes").

Web Methodology: All Advanis web surveys are hosted internally by Advanis, and employ a rigorous and stringent set of data collection control mechanisms to ensure the highest quality for the data collected, including:

- Respondents have a unique access code to ensure that only that participant can complete the online survey.
- Web surveys are implemented using Advanis' proprietary software (which is designed to handle complicated survey formats).
- Advanis administered a detailed internal test and an external pretest to ensure that the survey instrument was working as planned.

Data Handling and Reporting: For the data collected, Advanis develops rules to check the validity of the data. These rules include items such as:

- Time taken to complete the survey
- Checking for verbatims that are gibberish or don't make sense
- And, of course, rigorous checks are completed to ensure the data is accurate and error-free according to the questionnaire logic (skip patterns).

Advanis staff have used the SPSS Statistics Software for over 20 years and are very proficient users of the software. All data cleaning performed on projects are outlined in syntax files with intermediate data files saved throughout the process. This ensures that the original raw data file is never overwritten, and that if an error is discovered in the code, they can quickly and easily rerun

the syntax to produce a new data file. Individuals developing code incorporate internal checks in their code (e.g., crosstabs) to ensure the syntax had the desired effect. In addition, all syntax is reviewed by another team member or technical specialist for accuracy.

3. Non-Response Bias

Non-response bias occurs when non-responders differ in a meaningful way from respondents and this difference impacts the information gathered. It is difficult to assess the presence of non-response bias since information about why non-responders did not participate is usually not available. That said, one way to gauge the potential impacts of non-response bias is to evaluate if the sample is representative by comparing the respondents' characteristics and gauge if they reflect known population characteristics. Where possible, we can check the distribution of respondents across various demographics (e.g., age and gender) and geographic categories and compare those distributions against known population characteristics. If the variation is fairly small and we have no reason to believe there are other factors impacting respondents' willingness to participate, we can conclude that the likelihood of non-response bias impacting the information gathered in the study is minimal. This is the case with the current study.

Several strategies were employed to increase response rates and reduce the effects of non-response bias. This includes:

- Recruiting respondents by telephone, which achieves a higher response rate compared to email invitations.
- Outpulsing a local phone number (rather than a toll-free number) and the name of the study sponsor, which increases pick-up rates (reducing call screening).
- Systematically setting the next call date and time based on the outcome of the current call, which ensures that each respondent is called methodically across days of the week and times of the day. Especially for respondents that are difficult to reach, this maximizes the likelihood of reaching them.
- Sending an SMS text message to recruits, which assures a seamless transition from the telephone survey to the online survey, as receipt can be confirmed in real time and encourages respondents to complete the survey as soon as the call ends.
- Offering the survey in both official languages to maximize ease of completion.

Appendix: Questionnaires

English Questionnaire

Note: since an omnibus was used, only the content relevant to Parks Canada is included here (i.e., demographics, and Parks Canada's questions)



Which Canadian organization does this corporate logo belong to?

- 1 - Parks Canada
 - 2 - Ontario Parks
 - 3 - Roots
 - 4 - Beaver Lumber
 - 5 - Scouts Canada
 - 6 - Hudson Bay's Company
 - 7 - Beaver Tails Pastry
 - 99 - Do not know
- (Rotate response options 1-7)

What gender do you identify as?

- 1 - Male
- 2 - Female
- 3 - Another

In which province or territory do you live?

- 1 - Alberta
- 2 - British Columbia
- 3 - Manitoba
- 4 - Newfoundland & Labrador
- 5 - New Brunswick
- 7 - Northwest Territories
- 6 - Nova Scotia
- 8 - Nunavut
- 9 - Ontario
- 10 - Prince Edward Island
- 11 - Quebec
- 12 - Saskatchewan
- 13 - Yukon
- 14 - I don't live in Canada

What is your age?

18 - 18 to 29 years 18
19 - 18 to 29 years 19
20 - 18 to 29 years 20
21 - 18 to 29 years 21
22 - 18 to 29 years 22
23 - 18 to 29 years 23
24 - 18 to 29 years 24
25 - 18 to 29 years 25
26 - 18 to 29 years 26
27 - 18 to 29 years 27
28 - 18 to 29 years 28
29 - 18 to 29 years 29
30 - 30 to 39 years 30
31 - 30 to 39 years 31
32 - 30 to 39 years 32
33 - 30 to 39 years 33
34 - 30 to 39 years 34
35 - 30 to 39 years 35
36 - 30 to 39 years 36

37 - 30 to 39 years 37
38 - 30 to 39 years 38
39 - 30 to 39 years 39
40 - 40 to 49 years 40
41 - 40 to 49 years 41
42 - 40 to 49 years 42
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46 - 40 to 49 years 46
47 - 40 to 49 years 47
48 - 40 to 49 years 48
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50 - 50 to 59 years 50
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60 - 60 to 69 years 60
61 - 60 to 69 years 61
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69 - 60 to 69 years 69
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74 - 70 to 79 years 74

75 - 70 to 79 years 75
76 - 70 to 79 years 76
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78 - 70 to 79 years 78
79 - 70 to 79 years 79
80 - 80 to 89 years 80
81 - 80 to 89 years 81
82 - 80 to 89 years 82
83 - 80 to 89 years 83
84 - 80 to 89 years 84
85 - 80 to 89 years 85
86 - 80 to 89 years 86
87 - 80 to 89 years 87
88 - 80 to 89 years 88
89 - 80 to 89 years 89
90 - 90 years or older

Are there any children under 18 living in your household?

- 1 - Yes
- 0 - No
- 8 - Prefer not to answer

Which of the following best describes where you live?

- 0 - Urban (city, town, village)
- 1 - Rural (estate lot/acreage, farm, country)

Which of the following best describes you?

- 1 - I was born in Canada
- 2 - I was born outside Canada
- 8 - Prefer not to say

French Questionnaire



À quelle organisation canadienne appartient ce logo corporatif?

- 1 - Parcs Canada
 - 2 - Parcs de l'Ontario
 - 3 - Roots
 - 4 - Castor Bricoleur
 - 5 - Scouts Canada
 - 6 - Compagnie de la Baie d'Hudson
 - 7 - Queues de castor
 - 99 - Je ne sais pas
- (Réponses 1 à 7 présentées de façon aléatoire)

À quel genre vous identifiez-vous?

- 1 - Homme
- 2 - Femme
- 3 - Autre

Dans quelle province ou territoire habitez-vous?

- 1 - Alberta
- 2 - Colombie-Britannique
- 3 - Manitoba
- 4 - Terre-Neuve-et-Labrador
- 5 - Nouveau-Brunswick
- 7 - Territoires du Nord-Ouest
- 6 - Nouvelle-Écosse
- 8 - Nunavut
- 9 - Ontario
- 10 - Île-du-Prince-Édouard
- 11 - Québec
- 12 - Saskatchewan
- 13 - Yukon
- 14 - Je n'habite pas au Canada

Quel âge avez-vous?

18 - 18 à 29 ans 18
19 - 18 à 29 ans 19
20 - 18 à 29 ans 20
21 - 18 à 29 ans 21
22 - 18 à 29 ans 22
23 - 18 à 29 ans 23
24 - 18 à 29 ans 24
25 - 18 à 29 ans 25
26 - 18 à 29 ans 26
27 - 18 à 29 ans 27
28 - 18 à 29 ans 28
29 - 18 à 29 ans 29
30 - 30 à 39 ans 30
31 - 30 à 39 ans 31
32 - 30 à 39 ans 32
33 - 30 à 39 ans 33
34 - 30 à 39 ans 34
35 - 30 à 39 ans 35
36 - 30 à 39 ans 36

37 - 30 à 39 ans 37
38 - 30 à 39 ans 38
39 - 30 à 39 ans 39
40 - 40 à 49 ans 40
41 - 40 à 49 ans 41
42 - 40 à 49 ans 42
43 - 40 à 49 ans 43
44 - 40 à 49 ans 44
45 - 40 à 49 ans 45
46 - 40 à 49 ans 46
47 - 40 à 49 ans 47
48 - 40 à 49 ans 48
49 - 40 à 49 ans 49
50 - 50 à 59 ans 50
51 - 50 à 59 ans 51
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54 - 50 à 59 ans 54
55 - 50 à 59 ans 55

56 - 50 à 59 ans 56
57 - 50 à 59 ans 57
58 - 50 à 59 ans 58
59 - 50 à 59 ans 59
60 - 60 à 69 ans 60
61 - 60 à 69 ans 61
62 - 60 à 69 ans 62
63 - 60 à 69 ans 63
64 - 60 à 69 ans 64
65 - 60 à 69 ans 65
66 - 60 à 69 ans 66
67 - 60 à 69 ans 67
68 - 60 à 69 ans 68
69 - 60 à 69 ans 69
70 - 70 à 79 ans 70
71 - 70 à 79 ans 71
72 - 70 à 79 ans 72
73 - 70 à 79 ans 73
74 - 70 à 79 ans 74

75 - 70 à 79 ans 75
76 - 70 à 79 ans 76
77 - 70 à 79 ans 77
78 - 70 à 79 ans 78
79 - 70 à 79 ans 79
80 - 80 à 89 ans 80
81 - 80 à 89 ans 81
82 - 80 à 89 ans 82
83 - 80 à 89 ans 83
84 - 80 à 89 ans 84
85 - 80 à 89 ans 85
86 - 80 à 89 ans 86
87 - 80 à 89 ans 87
88 - 80 à 89 ans 88
89 - 80 à 89 ans 89
90 - 90 ans ou plus

Y a-t-il des enfants de moins de 18 ans au sein de votre ménage?

1 - Oui

0 - Non

-8 - Je préfère ne pas répondre

Lequel des énoncés suivants décrit le mieux le lieu où vous habitez?

0 - Urbain (ville, village)

1 - Rural (campagne, ferme)

Laquelle des catégories suivantes vous décrit le mieux?

1 - Je suis né(e) au Canada

2 - Je suis né(e) à l'extérieur du Canada

-8 - Je préfère ne pas répondre