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Parks Canada Tracking Study 2020

Executive Summary

Prepared for Parks Canada

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Ce rapport est aussi disponible en français

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Prepared for Parks Canada Agency

Supplier Name: Narrative Research Inc.

March 2021

This report presents the methodological details for the ***Parks Canada Tracking Study 2020*** conducted by Narrative Research Inc. on behalf of Parks Canada Agency. The survey was administered to 2,105 members of the Canadian general public aged 18 or older between February 16 and March 1, 2021.

Ce rapport est aussi disponible en français sous le titre : Enquête de suivi de Parcs Canada (2020)

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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.

Parks Canada has been doing tracking studies since 2010 using a standard set of questions. Through this longitudinal study, Parks Canada seeks to track the ongoing success of its proactive communications efforts on Canadians' awareness and understanding of the Agency and the places it administers. In addition, the longitudinal study tracks performance indicators used by the Agency.

The study employed a telephone survey and was designed to be administered to a nationally representative sample of 2,000 adult Canadians 18 years of age or older through random digit dialing of both landline and cellular numbers. The survey had four questions (excluding demographic questions) and took approximately 5 minutes to complete, on average. The data was weighted to the general population (age, gender, and region) using the 2016 Canadian Population Census. A total of 2,105 Canadians completed the survey between February 16 and March 1, 2021, yielding a margin of error of 2.1% (19 times out of 20, at a 95 percent confidence interval). The total cost of the study was \$49,871.70, including tax.

Political Neutrality Statement and Contact Information

I hereby certify as a Senior Officer of Narrative Research 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.

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