



Parks Canada Tracking Study 2022-23

Executive Summary

Prepared for Parks Canada Agency

Supplier name: Advanis

Contract number: 5P047-220011

Contract value: \$66,553.28 (tax included)

Award date: April 26, 2022

Delivery date: March 13, 2023

Registration number: POR 002-22

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information@pc.gc.ca

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This report presents the methodological details for the *Parks Canada Tracking Study 2022-23* conducted by Advanis on behalf of the Parks Canada Agency. The study involved four probability-based online/telephone surveys conducted between June 2022 and March 2023 administered to members of the Canadian public aged 18 or older.

Ce rapport est aussi disponible en français sous le titre : *Étude de suivi de Parcs Canada 2022-23*

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Parks Canada
2nd Floor, (PC-02-E)
30 Victoria Street
Gatineau QC J8X 0B3

Catalogue Number:

R62-557/2023E-PDF

International Standard Book Number (ISBN):

978-0-660-47359-8

Related publications (registration number: POR 002-22):

Catalogue Number: R62-557/2023F-PDF (Methods report, French)

International Standard Book Number: 978-0-660-47360-4 (French)

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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 General Population Random Sample (GPRS). This probability-based tool was administered to a nationally representative sample of 2,000 adult Canadians 18 years of age and older. Questions about Canadians' knowledge and general awareness of the Parks Canada Agency, support of its mandate, leisure travel intentions and critical cross-functional issues to help inform programs and services were asked in four different waves during the 2022-23 fiscal year. The June wave occurred between June 2nd and June 30, 2022, the September wave between September 1st and September 25, 2022, the December wave between December 5th and December 31, 2022, and the final wave between February 8 and March 3, 2023.

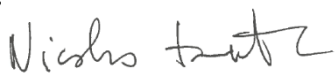
A total of 8,523 people completed the surveys between June 2, 2022, and March 3, 2023. The data was weighted based on geographic region, gender and age using 2021 Canadian Population Census data. The total cost of the study was \$66,553.28, including taxes.

Political Neutrality Statement and Contact Information

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Signature:



Nicolas Toutant,
Vice-President of Research and Evaluation,
Advanis
ntoutant@advanis.net