



Parks Parcs
Canada Canada

Visitor Satisfaction Survey 2022

Methods Report

Prepared for Parks Canada

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information@pc.gc.ca

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Canada 

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This report presents the methodological details for the Visitor Satisfaction Survey 2022 conducted by Advanis on behalf of the Parks Canada Agency. The probability-based, online survey was administered between September 2 and September 22, 2022 to 1,019 members of the Canadian public aged 18 or older who had visited a national park or national historic site/waterway during the summer of 2022.

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Parks Canada
2nd Floor (PC-02-E)
30 Victoria St.
Gatineau, Québec J8X 0B3

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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 Parks Canada Visitor Satisfaction Survey aimed to gather feedback from Canadians about their experiences and satisfaction with operations during their visit to national parks and/or national historic sites or waterways during the 2022 operating season. Results will be used for performance measurement.

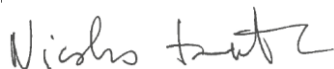
The study employed a probability-based, online survey administered to a national sample of adult Canadians 18 years of age and older who had visited a national park or national historic site/waterway during the summer of 2022. The survey, which took approximately 4 and a half minutes to complete, was conducted from September 2 to September 22, 2022, using a multi-stage approach (phone to web recruitment). The data was weighted to the type of location visited (national park, national historic site/waterway) and the geographic region of the visit, using actual visitation volumes by region provided by Parks Canada.

A total of 1,019 Canadians completed the survey, with a response rate of 31.6 % and a margin of error of +/- 3.1 % at the national scale (19 times out of 20, at a 95 % confidence interval). The total cost of the study was \$46,369.42 including taxes.

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Nicolas Toutant
Vice President, Research and Evaluation
Advanis
nicolas.toutant@advanis.ca