



# Recreation Study (National Parks)

## Executive summary

Prepared for Parks Canada Agency

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This report presents the methodological details for the **Recreation Study (National Parks)** conducted by Advanis on behalf of the Parks Canada Agency. The probability-based, online survey was administered between October 24 and December 5, 2022 to 2,211 members of the Canadian public aged 18 or older who had visited at least one national park in Canada in the last ten years.

Ce rapport est aussi disponible en français sous le titre : *Étude récréative (sur les parcs nationaux)*

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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.

Transportation is an important issue in national parks. It influences how people access points of interest and the overall quality of the visitor experience, but it is also linked to conservation. This exploratory study sought to better understand current transportation choices of domestic visitors to Canadian national parks, the role(s) and benefits personal vehicles serve in their experiences, the perceptions and needs of alternative transportation to be viable choices, and potential trade-offs that might motivate or change choices consumers make when it comes to the future of transportation in national parks.

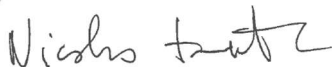
The study employed a probability-based, online survey administered to a national sample of adult Canadians 18 years of age and older who had visited at least one Canadian national park in the last decade. The survey, which took approximately 14.6 minutes to complete, was conducted between October 24, 2022 and December 5, 2022 using a multi-stage approach and random phone to web recruitment. The sample involves visitors (and not the general population) and was drawn based on home base of visitors (i.e. province). The data was not weighted using demographic variables such as age, gender, education because such information at the granular level was not available for national park visitors and Advanis could not measure the level of precision of the region of residence estimates provided by Parks Canada.

A total of 2,211 Canadians completed the survey, with a response rate of 22.2 percent and a margin of error of +/- 2.1 percent at the national scale (19 times out of 20, at a 95 percent confidence interval). The total cost of the study was \$61,873 including taxes.

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