

# Visitor Satisfaction Survey 2023

## Methods Report

Prepared for Parks Canada

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October 2023

This report presents the methodological details for the Visitor Satisfaction Survey 2023 conducted by Advanis on behalf of the Parks Canada Agency. The probability-based, online survey was administered between September 7 and October 1<sup>st</sup>, 2023 to 1,001 members of the Canadian public aged 18 or older who had visited a national park or national historic site/waterway during the summer of 2023.

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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 2023 operating season. Results will be used for performance measurement.

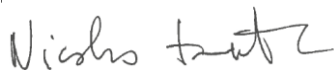
The study employed a probability-based, online survey administered to a national sample of adult Canadians 18 years of age and older who had visited a national park or national historic site/waterway during the summer of 2023. The survey, which took approximately 5 minutes to complete, was conducted from September 7 to October 1<sup>st</sup>, 2023, 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 1,001 Canadians completed the survey, with a response rate of 35.9 % 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 \$77,506.70 including taxes.

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