

Visitor Satisfaction Survey 2024

Methods Report

Prepared for Parks Canada

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October 2024

This report presents the methodological details for the Visitor Satisfaction Survey 2024 conducted by Advanis on behalf of the Parks Canada Agency. The probability-based, online survey was administered between September 4 and October 4, 2024, to 1,047 members of the Canadian public aged 18 or older who had visited a national park or national historic site/waterway during the summer of 2024.

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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 2024 operating season. Results will be used for performance measurement.

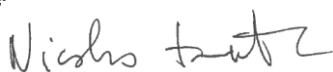
The study employed a probability-based, online survey administered to a national sample of adult Canadians 18 years of age and older who had visited a national park or national historic site/waterway during the summer of 2024. The survey, which took approximately 5 minutes and a half to complete, was conducted from September 4 to October 4, 2024, 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 1,047 Canadians completed the survey, with a response rate of 30.3 % and a margin of error of +/- 3.0 % at the national scale (19 times out of 20, at a 95 % confidence interval). The total cost of the study was \$42,690.22 including taxes.

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