



Recreation Study 2023

Methods Report

Prepared for Parks Canada Agency

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This report presents the methodological details for the **Recreation Study 2023** conducted by Advanis on behalf of the Parks Canada Agency. The probability-based, online survey was administered between November 2 and 29, 2023 to 1,518 members of the Canadian public aged 18 or older who tend to visit parks (e.g., national, provincial parks) when they travel for leisure in Canada.

Ce rapport est aussi disponible en français sous le titre : *Étude récréative 2023*

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Executive Summary

Digital information and devices are important components of travel and are changing how people research, plan, travel and experience a place. As technology continues to shape consumer behaviour, it is inevitable that parks explore how and where to integrate digital technology in visitor servicing, specifically reception and orientation services. This exploratory study sought to better understand how people generally use and want to (or not) use digital technology to inform and support key aspects of visitor reception and orientation in parks and the rationale for their perspectives, specifically as it relates to arrival, at visitor centres, and at campground check-in.

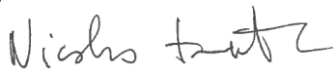
The study employed a probability-based, online survey administered to a national sample of adult Canadians 18 years of age and older who tend to visit parks when they travel for leisure. The survey, which took approximately 12 minutes to complete, was conducted between November 2 and 29, 2023, using a multi-stage approach and random telephone to web recruitment. The sample involved visitors (not the general population) and regional splits were based on third-party sports and leisure participation data. The data was weighted based on population estimates for the region of residence and age of Canadians who visited national or provincial parks in the last year.

A total of 1,518 Canadians completed the survey, with a response rate of 46.97 percent and a margin of error of +/- 2.52 percent at the national scale (19 times out of 20, at a 95 percent confidence interval). The total cost of the study was \$61,562.40 including taxes.

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