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Parks Canada Awareness Tracking Study 2019-2020

Executive Summary

Prepared for Parks Canada Agency

Supplier: EKOS RESEARCH ASSOCIATES INC.

Contract Number: 5P004-190084/001/CY

Contract Value: \$130,521.10

Award Date: May 13, 2019

Delivery Date: March 31, 2020

Registration Number: POR 009-19

For more information on this report, please contact Parks Canada Agency at information@pc.gc.ca or call 1-888-773-8888

Ce rapport est aussi disponible en français

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Date: March 31, 2020

This public opinion research report presents the methodology used for four surveys conducted with roughly 8,000 Canadians, by telephone or online. The surveys were conducted by EKOS Research Associates Inc. on behalf of Parks Canada in June 2019 and March 2020.

Cette publication est aussi disponible en français sous le titre : Enquête de suivi sur la notoriété de Parcs Canada 2019-2020.

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EXECUTIVE SUMMARY

A. BACKGROUND AND OBJECTIVES

Parks Canada Agency (PCA) protects and presents nationally significant examples of Canada's natural and cultural heritage and fosters public understanding, appreciation and enjoyment to ensure the ecological and commemorative integrity of these places for present and future generations.

PCA has conducted awareness tracking annually on a quarterly basis since 2010 using a standardized set of questions, except where interruptions occurred due to unforeseen circumstances. The purpose is to understand the short-term success of its proactive communications efforts on Canadians' awareness and understanding of the Agency and the places it administers.

B. METHODOLOGY

Four national, bilingual surveys were conducted with roughly 2,000 cases completed in each one with Canadians who are 18 years of age or older: two were conducted in June 2019 and two in March 2020. In each time period one survey of 2,000, was completed by telephone, using Random Digit Dial (RDD). One was conducted using the *Probit* panel; a randomly selected panel of Canadian households, which is therefore considered to be a probability survey. From this panel source, roughly 500 of the 2,000 cases collected in each time period were completed by telephone, and 1,500 were collected online. This allowed for comparison of mode of completion between the different surveys.

The study compared the approach to the administration and survey items, as well as results from each sample, across the two methods of administration for the purposes of understanding mode effect and the need for possible adjustments applied to the online results, given the need for tracking of results since 2010.

Each sample included cases from all provinces and across the territories. In addition to a minimum number of cases to be completed with residents in each region, a minimum number of completed cases was also established for each of the three largest Census Metropolitan Areas (CMAs) in each of the two surveys: Toronto (roughly 250 in each), Montreal (roughly 250 in each) and Vancouver (125-150 in each).

C. CONTRACT VALUE

The contract value for the POR project is \$130,521.10 (including HST).

Supplier Name: EKOS Research Associates

PWGSC Contract Number: P004-190084/001/CY

Contract Award Date: May 13, 2019

To obtain more information on this study, please contact Parks Canada Agency at:
information@pc.gc.ca

D. POLITICAL NEUTRALITY CERTIFICATION

I hereby certify as Senior Officer of EKOS Research Associates Inc. that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research.

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

Signed by:



Susan Galley (Vice President)

March 2020