



2009 National Survey of Canadians

Final Report

Prepared by Environics for Parks Canada

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Ce rapport est aussi disponible en français sur demande.



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CONTENTS

Executive Summary i

Introduction 1

Awareness and Knowledge of Parks Canada 4

Public Attitudes Regarding Parks Canada and its Roles..... 15

Experience with Parks Canada-Administered Places 26

Parks Canada Communications 45

Conclusions and Recommendations 53

Survey Methodology..... 56

Appendix:

€A. Final survey questionnaire

|

EXECUTIVE SUMMARY

Background

Parks Canada Agency's mandate is to "protect and present nationally significant examples of Canada's natural and cultural heritage, and foster public understanding, appreciation and enjoyment in ways that ensure the ecological and commemorative integrity of these places for present and future generations." To achieve this mandate, Parks Canada manages national parks, national marine conservation areas and national historic sites on behalf of Canadians, directly or indirectly employing more than 38,000 Canadians in more than 460 communities.

Parks Canada conducts public opinion and market research to gauge the success of its efforts in raising awareness and increasing understanding among Canadians, as well as to understand Canadians' views and values regarding conservation and heritage in a broad sense. While much of this research is directed at specific locations and initiatives, Parks Canada has conducted broader-focused national opinion surveys of the Canadian general public, in 2002 and again in 2005.

Parks Canada identified the need to conduct the next wave of national public opinion survey, to update some of the data collected in previous waves, and establish new benchmarks in priority areas. The survey was designed to measure:

- Public awareness, understanding and knowledge of Parks Canada and its mandate;
- Public use of national protected heritage areas;
- Canadians' attitudes toward the natural environment and Canadian history and cultural heritage;
- Public support for, and personal commitment to, the natural environment, cultural heritage and Parks Canada's work in these areas;
- Canadians' perceptions of Parks Canada's success in meeting its objectives; and
- Canadians' attitudes toward whether they feel a personal connection to protected areas.

The survey was conducted by the Environics Research Group and consisted of telephone interviews conducted March 2 to March 30, 2009, with 3,779 Canadians 18 years of age and older. The margin of error for a sample of 3,779 is +/- 1.6 percentage points, 19 times in 20. The margin of error is greater for results pertaining to subgroups of the total sample. A more detailed

description of the methodology used to conduct this survey is presented at the back of this report, along with a copy of the questionnaire (see Appendix A).

Key findings

The following summarizes key findings from the research.

AWARENESS AND KNOWLEDGE OF PARKS CANADA

- Overall awareness of Parks Canada is very high: About eight in ten (79%) Canadians are aware of the agency. This represents a substantial increase from the level of awareness observed in the 2007 Parks Canada Brand Research study (66%). Awareness of Parks Canada is lower among residents of Quebec and among immigrants to Canada (especially recent ones).
- Those aware of Parks Canada most often think of the agency’s role as operating and maintaining parks, with more than six in ten citing this role. The other key element of Parks Canada’s mandate cited in a top-of-mind manner is “protection,” with one-quarter of Canadians saying the agency “protects the natural environment”, while an equal number note that the agency “protects parks”.
- Most Canadians feel that Parks Canada-administered places are created to *protect* these areas or sites, particularly from damage caused by human activities. In terms of **national parks**, six in ten Canadians believe that these parks are created mainly to protect natural wilderness areas threatened by human development. In terms of **national historic sites**, Canadians once again feel that the key element of Parks Canada’s role is protection, with more than four in ten Canadians (45%) believing that these sites are created mainly to protect historical buildings, artefacts and places from damage and loss.
- While Canadians are aware that Parks Canada encompasses multiple roles, the agency’s role in ensuring the preservation of its places so that Canadians can enjoy them into the future is seen as Parks Canada’s primary emphasis. In terms of both national parks and national historic sites, Canadians are most likely to indicate that Parks Canada currently places “a lot” of emphasis on ensuring these places are available for present and future generations. Canadians generally believe that this should be Parks Canada’s priority in the future, as well.
- Awareness of Parks Canada’s beaver logo appears to be declining among Canadians. Overall, only 15 percent of Canadians name the beaver as the “symbol or corporate logo”

of Parks Canada. This continues the decline in awareness of this symbol that has been observed since 1997.

PUBLIC ATTITUDES REGARDING PARKS CANADA AND ITS ROLES

- Canadians continue to assign the highest level of responsibility for the protection of natural areas and historic places to government. While a large majority of Canadians feel that all aspects of civil society assessed (governments, communities and individuals, NGOs and private industry) have at least some responsibility, about three-quarters of Canadians believe that the federal and provincial/territorial governments have a lot of responsibility in this area.
- Canadians clearly believe that their tax dollars would best be used to ensure the parks and sites already in existence remain in good condition, rather than creating new protected places or creating educational programs or opportunities for Canadians to experience Parks Canada-administered places.
- The idea of Parks Canada partnering with the private sector raises no strong alarm among Canadians. Overall, support for Parks Canada partnering with the private sector is very strong and very consistent in all areas assessed, including protection/preservation, enhancing public awareness, developing educational programs, enhancing visitor experiences and developing special programs. About eight in ten Canadians support private-sector partnerships in each of these areas. Support for private-sector partnerships is slightly *lower* among those who have a stronger connection to Parks Canada and its places.
- It appears that Canadians feel national parks and national historic sites are very important, even if they do not necessarily feel a strong *personal* connection to them. Agreement is very high with the statements “national parks/sites are meant to be enjoyed by future generations as much as by people today” and “every Canadian should visit a national park/site at least once in their lifetime”, while agreement is somewhat lower with the statements “national parks/sites are a source of pride for me as a Canadian” and “I would miss national parks a lot if they were gone”.

EXPERIENCE WITH PARKS CANADA-ADMINISTERED PLACES

- The vast majority of adult Canadians have taken the opportunity to visit a **national park**; well over eight in ten Canadians claim to have visited a national park at some point in

their life (an increase of four points from 2005). Western Canadians are particularly likely to have ever visited a national park.

- Most Canadians who have visited a national park have done so in the recent past, with almost six in ten reporting their last visit was in 2007 or later.
- There remains significant confusion among Canadians regarding which parks are, in fact, national parks: only half of those who report having visited a national park in 2007 or later actually name an existing national park as the one they visited, with Banff and Jasper national parks most frequently mentioned.
- Those who have not visited a national park in 2007 or later most commonly cite lack of time as the main reason. Distance and cost issues are also mentioned by smaller proportions.
- The large majority of Canadians foresee a visit to a national park in the near future, with three-quarters indicating that they will definitely or likely visit a national park in the next two years. (Of course, the confusion noted earlier over which parks are national parks means that some Canadians who intend to visit a national park in the future may be thinking of some other type of park). Albertans are particularly likely to have definite plans to visit a national park.
- National parks are clearly an important part of the lives of many Canadians: just over half of Canadians indicate they have a national park that is a “special favourite” to them. The regional pattern of responses is similar to that seen for past visits to national parks, with Albertans most likely and Quebecers least likely to indicate that they have a special favourite national park.
- Confusion over which parks are, in fact, national parks is also apparent when it comes to Canadians’ “special favourite” parks: only about half of those who indicate that they have a special favourite national park (or about three in ten Canadians overall) actually name an existing national park as that favourite. Banff and Jasper are most commonly mentioned as special favourite parks. The aesthetic beauty of the park is most commonly cited as the reason it is a special favourite.
- While the large majority of adult Canadians have visited a **national historic site** in the past, the three-quarters of Canadians who report having visited a national historic site at some point in their life is lower than the proportion seen for national parks. However, it is virtually identical to the proportion recorded in 2005. Atlantic Canadians are most likely to report ever having visited a national historic site.

- Canadians are less likely to indicate having visited national historic sites recently compared to national parks: just over four in ten report their last visit to a site was in 2007 or later.
- There remains a great deal of confusion as to what sites are national historic sites: just under four in ten among those who report visiting a national historic site in 2007 or later name either a Parks Canada-administered site (25%) or a national historic site administered by another body (13%). Thus, fewer than one in ten Canadians report having visited an actual Parks Canada-administered national historic site in 2007 or later.
- Those who have not visited a national historic site in 2007 or later most commonly mention lack of time as the reason, with distance, lack of interest and lack of awareness mentioned much less frequently.
- Most Canadians foresee a visit to a national historic site in the near future, although they are less likely to foresee such a visit compared with one to a national park. Overall, just over two-thirds of Canadians report that they will definitely or likely visit a national historic site in the next two years. (Of course, confusion regarding which sites are national historic site means that some Canadians who intend to visit a national historic site in the future may be thinking of some other type of site.) Residents of the North are particularly likely to foresee a future visit to a national historic site.
- Canadians are much less likely to indicate that they have a special favourite national historic site than a national park, with just over one-third of Canadians indicating they have a national historic site that is a special favourite to them. Atlantic Canadians, Ontarians and British Columbians are most likely to indicate that they have a special favourite national historic site.
- As was the case for national parks, the majority of the places named as special favourites were not, in fact, national historic sites: less than four in ten among those who indicate that they have a special favourite national historic site named a Parks Canada-administered site (26%) or a national historic site administered by another organization (11%). Thus, only one in ten Canadians name a Parks Canada-administered national historic site as a special favourite to them. Most cite the historical significance of the site as the reason it is a special favourite, with the educational nature of the site or its aesthetic beauty mentioned less frequently.
- Not surprisingly, given that they only came into existence recently, awareness of **national marine conservation areas** is much lower than of national parks or national historic sites. Overall, about three in ten Canadians report having heard of these areas. Awareness is

markedly higher in British Columbia (49%) than in any other region. (However, the apparent confusion between these areas and other types of marine parks or protected areas makes it difficult to properly assess awareness.)

- In total, only one in ten among those who had heard of national marine conservation areas (or 3% of all Canadians) could name at least one national marine conservation area unprompted. Saguenay-St. Lawrence was the most commonly named such area, with two percent of all Canadians able to name it. Less than two percent of all Canadians report ever having visited a national marine conservation area.

PARKS CANADA COMMUNICATIONS

- Canadians are somewhat less likely than in 2005 to report having seen or heard anything on the subject of Parks Canada-administered places in the past year. Overall, just under half of Canadians report having heard (or read or seen) a lot or some regarding Parks Canada over the past year. Canadians are more likely to report having seen or heard something on the subject of national parks than on the subject of national historic sites.
- Traditional media dominate among the sources mentioned for the information recalled. About half saw the information in a television program or documentary, with newspaper articles or ads and magazine articles or ads mentioned less frequently.
- The information recalled was not particularly salient, as more than one-third of Canadians cannot recall what specifically they saw or heard. Among those who can recall the subject of the information they heard or saw, a variety of types of information are reported, with travel or tourism-related information about visiting parks or sites mentioned most often (by just over one in ten).
- Canadians generally have a high level of interest in additional information regarding national parks or historic sites, with more than eight in ten Canadians very or somewhat interested in learning more about national parks and/or national historic sites. Three general types of information are of the greatest interest: information on what sites are available and their locations, information on the historical or cultural significance of sites, and information on the educational features or activities offered by sites.
- The perceived utility of eight different communications channels were assessed among those interested in additional information. All channels assessed were seen as at least somewhat useful by three-quarters or more of Canadians, with the exception of social media Internet sources such as YouTube and Facebook. The most useful channels were television programs or documentaries and the Parks Canada website. It should be noted,

however, that Canadians under the age of 30 are much more likely than are older Canadians to feel that social media channels are very useful.

INTRODUCTION

Parks Canada Agency's mandate is to "protect and present nationally significant examples of Canada's natural and cultural heritage, and foster public understanding, appreciation and enjoyment in ways that ensure the ecological and commemorative integrity of these places for present and future generations." To achieve this mandate, Parks Canada manages national parks, national marine conservation areas and national historic sites on behalf of Canadians, directly or indirectly employing more than 38,000 Canadians in more than 460 communities. In addition, Parks Canada provides support for the protection of the commemorative integrity of national historic sites owned and managed by third parties. The heritage places administered by Parks Canada are visited more than 21 million times annually.

In addition to this activity, Parks Canada also designs and implements programs related to Canada's built heritage. It takes the lead role for developing policy and implementing the Historic Places Initiative (a collaborative effort with the provinces and territories related to Canada's built heritage and its conservation), as well as contributing to international heritage conservation through its leadership and participation in international conventions, programs, agencies and agreements (including the World Heritage Committee, whose meeting in Quebec City in 2008 was hosted by Parks Canada).

While Parks Canada is well established and well-regarded by citizens and visitors alike, it faces major challenges in achieving its mandate in the early 21st century. Chief among these challenges is the changing profile of the Canadian population (the core target market), which is becoming older, more urban and more ethnically diverse (all trends that have recently been highlighted in the 2006 census). Each of these trends has contributed in some measure to reduced visits to national parks and historic sites (e.g., visits to national historic sites decreased by 22% over the 2002 – 2007 period).

Parks Canada has developed a Program Activity Architecture (PAA) to support and structure its efforts to meet its mandate. The current PAA (approved by Treasury Board on May 31, 2007) encompasses five distinct Activities, all designed to support a key strategic outcome: "Canadians have a strong sense of connection, through meaningful experiences, to their national parks, national historic sites and national marine conservation areas and these protected places are enjoyed in ways that leave them unimpaired for present and future generations."

Program Activity 3 (Public Appreciation and Understanding) is particularly relevant to the research reported here. As the name of this Activity implies, the expected result has two components: appreciation of the significance of heritage places administered by Parks Canada,

and understanding of the importance of protecting and presenting heritage places administered by Parks Canada. This Program Activity is targeted at Canadians in general (but with a particular emphasis on youth and urban audiences), and is aimed at reaching Canadians at home, at leisure, at school and in the community in order to increase understanding, appreciation, support and engagement toward natural and historic heritage.

Parks Canada conducts public opinion and market research to gauge the success of its efforts in raising awareness and increasing understanding among Canadians, as well as to understand Canadians' views and values regarding conservation and heritage in a broad sense. While much of this research is directed at specific locations and initiatives, Parks Canada has conducted broader-focused national opinion surveys of the Canadian general public, in 2002 and again in 2005.

The results of these studies have proved valuable in informing communications with the public and in the development of Parks Canada policies. It revealed some positive insights, including the finding that between 2002 and 2005, public knowledge of Parks Canada increased slightly, along with support for tax dollars to support the Agency's mandate. Over the same period, however, Canadians' awareness of national parks and historic sites declined, along with reported visits. These findings aptly reflect some of the challenges facing the Agency.

Parks Canada identified the need to conduct the next wave of national public opinion survey, to update some of the data collected in previous waves, and establish new benchmarks in priority areas defined in the PAA. More specifically, the content objectives of the 2009 survey were to measure:

- Public awareness, understanding and knowledge of Parks Canada and its mandate;
- Public use of national protected heritage areas;
- Canadians' attitudes toward the natural environment and Canadian history and cultural heritage;
- Public support for, and personal commitment to, the natural environment, cultural heritage and Parks Canada's work in these areas;
- Canadians' perceptions of Parks Canada's success in meeting its objectives; and
- Canadians' attitudes toward whether they feel a personal connection to protected areas.

This report begins with an executive summary outlining key findings and conclusions, followed by a detailed analysis of the survey data. Appended to this report are copies of the interview guide used in the cognitive interview pre-test of the questionnaire, the debrief memo reporting the

findings of the cognitive interviews, and the final survey questionnaire. Unless otherwise noted, all results are expressed as a percentage. The designation “North” in text, tables and graphics refers to Nunavut, Northwest Territories and Yukon.

AWARENESS AND KNOWLEDGE OF PARKS CANADA

The 2009 National Survey of Canadians assessed a number of elements related to Canadians' awareness and knowledge of Parks Canada generally and of its mandates, both in terms of national parks and national historic sites. Respondents were asked their perceptions regarding the amount of emphasis Parks Canada currently places on various aspects of its mandate in relation to national parks and national historic sites, as well as how much importance Parks Canada *should* place on these aspects.

Awareness of Parks Canada

Eight in ten Canadians have heard of Parks Canada, up substantially from the level recorded in 2007. Native-born Canadians are more likely to be aware of the agency than are immigrants. Across the country, Quebecers have the lowest level of awareness.

Previous research has shown that Parks Canada has relatively poor “name recognition”. That is, although Canadians can readily name national parks or national historic sites, they are often unaware that Parks Canada is the federal government agency responsible for these places. Although name recognition, in this sense, is not critical in terms of Parks Canada's ability to meet its mandate, it is clearly beneficial that Canadians have some level of knowledge of Parks Canada and what the agency does.

Thus, respondents to the 2009 National Survey of Canadians were asked whether they had ever heard of Parks Canada, which was described as “a federal government agency”. Overall awareness of Parks Canada is very high: about eight in ten (79%) are aware of the agency. This represents a substantial increase from the level of awareness observed in a 2007 study conducted on behalf of Parks Canada¹, where only 66% of Canadians had heard of Parks Canada.

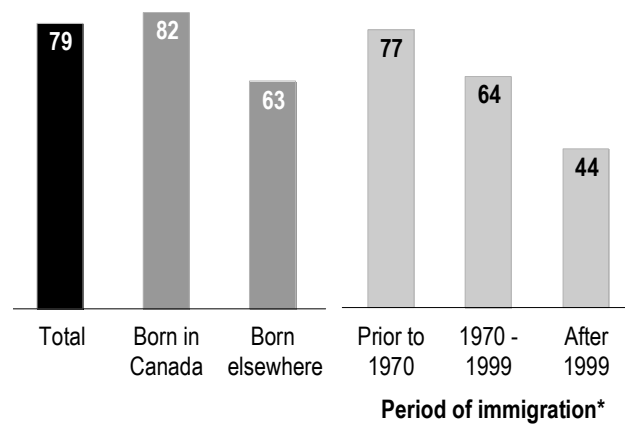
Immigrants to Canada are much less likely to indicate awareness of Parks Canada (63%) than are native-born Canadians (82%). The longer immigrants have lived in Canada, the closer their level of awareness of Parks Canada to the native-born population. Immigrants from outside the Americas and Europe (47%) are much less likely to be aware of Parks Canada than are immigrants from these regions (74%). The reader should note that region of origin and period of immigration are somewhat confounded, with more recent immigrants more likely to come from Asia and Africa, relative to immigrants who came to Canada in the more distant past.

¹ 2007 Parks Canada Brand Research study. The reader should note that the sequencing and content of questions differed between this study and the National Survey.

Awareness of Parks Canada

March 2009

By country of origin and period of immigration



Although variations in awareness of Parks Canada across the country are generally fairly small, awareness of Parks Canada is significantly lower in Quebec (69%) than in other regions of the country. Among the key CMAs of interest in this study (Montreal, Toronto, Calgary and Vancouver), awareness of Parks Canada is lower in Montreal (66%) than in any of the others. Generally, Canadians living outside CMAs are more likely to be aware of Parks Canada (82%) than are those living within CMAs (74%). Awareness of Parks Canada also varies with age, with 18-29 year olds (66%) showing much lower awareness than other age groups. Finally, men are somewhat more likely to indicate awareness of Parks Canada (81%) than are women (76%)

Unaided awareness of Parks Canada's mandate

Most Canadians aware of Parks Canada believe that Parks Canada's role is to operate and maintain parks, followed by protecting parks and the natural environment. Quebecers are most likely to emphasize the protection role.

Parks Canada's mandate is expressed as follows: "On behalf of the people of Canada, we protect and present nationally significant examples of Canada's natural and cultural heritage and foster public understanding, appreciation and enjoyment in ways that ensure their ecological and commemorative integrity for present and future generations." This mandate encompasses a number of elements, chief among them being the concepts of "protection" and "presentation" and "fostering public understanding, appreciation and enjoyment". The 2009 National Survey of Canadians contained a number of questions designed to assess Canadians' awareness and understanding of Parks Canada's mandate.

When asked (in an open-ended manner), “To the best of your knowledge, what does Parks Canada do?” those aware of Parks Canada most often think of the agency’s role in operating and maintaining parks (the “presenting” element of Parks Canada’s mandate). More than six in ten (63%) cite this role. The other key element of Parks Canada’s mandate cited in a top-of-mind manner by those aware of Parks Canada is “protection.” One-quarter of Canadians who have heard of Parks Canada say the agency “protects the natural environment (24%), while an equal number note that the agency “protects parks”. No other response is given by more than seven percent. These findings are generally similar to those seen in 2005, although the balance of responses in 2009 are shifted more towards operating and maintaining parks (was 54% in 2005) and away from protection (38% mentioned protecting the natural environment in 2005 and 31% mentioned protecting parks).

There are interesting regional variations in top-of-mind perceptions of Parks Canada’s role. Operating/protecting parks is more commonly mentioned in western Canada, as are wildlife conservation and establishing new parks, while the “protection” element (both of the natural environment and of parks in particular) is particularly likely to be mentioned in Quebec.

Unaided awareness of Parks Canada mandate

March 2009 By region

	CANADA	Atlantic	Quebec	Ontario	Manitoba/ Saskatchewan	Alberta	British Columbia	North
Operates/maintains parks	63	54	44	67	74	71	76	53
Protects natural environment	24	24	35	21	23	24	15	18
Protects parks	24	20	41	16	21	25	24	15
Offers recreation opportunities (camping etc)	7	6	8	8	8	2	8	2
Wildlife conservation/preservation	7	6	4	7	5	12	7	11
Establishes/designates new parks	6	6	6	7	6	2	10	8
Protects cultural heritage/Canadian history/places	5	7	8	5	1	2	4	13
Operates historic sites	5	7	8	4	4	4	3	10
Provides opportunities to learn about natural environment	4	7	3	4	3	4	4	2
Restores natural environments	4	5	5	4	1	3	2	13
Other	15	20	11	17	18	11	15	12
Never heard of parks Canada	*	*	1	*	-	-	-	-
DK/NA	7	10	7	8	5	6	7	11

* Less than 0.5 percent

Subsample: Those who have heard of Parks Canada (n=3,088)

Awareness of the purpose of national parks/historic sites

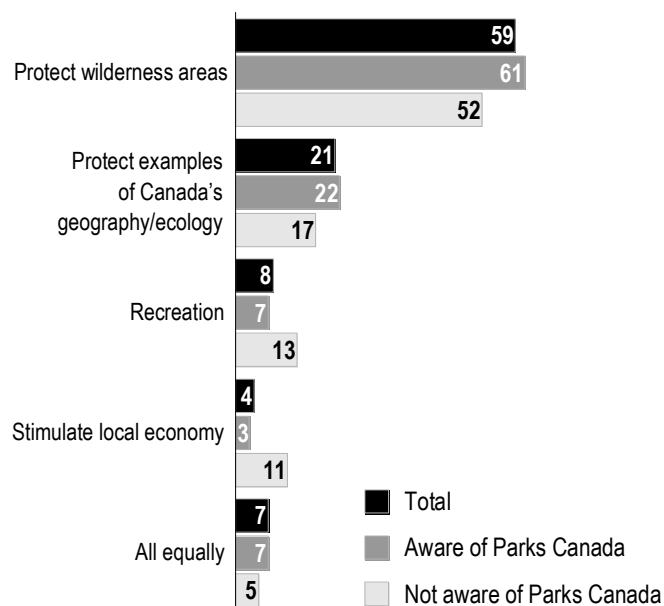
Canadians are most likely to cite protection of treasured resources (wilderness or historic buildings) from human development, damage or loss as the main reason why national parks and national historic sites are created.

In addition to assessing Canadians’ top-of-mind perceptions of Parks Canada’s role, the 2009 National Survey of Canadians also assessed specific knowledge of the reasons for the creation of national parks and national historic sites. More specifically, all respondents (whether or not they had heard of Parks Canada) were asked to indicate which of four stated reasons for the creation of national parks (or national historic sites) is the *most* important.

Most Canadians feel that Parks Canada-administered places are created to *protect* these areas or sites, particularly from damage caused by human activities. In terms of **national parks**, six in ten Canadians (59%) believe that these parks are created mainly **to protect natural wilderness areas threatened by human development**. One in five (21%) believe the most important reason for the creation of national parks is **to protect important examples of Canada’s geography or ecology**. (This wording is, in fact, closest to Parks Canada’s actual rationale for the creation of national parks.) The other two options presented (**to provide opportunities for recreation** and **to stimulate local economic development and jobs**) were each mentioned by under one in ten (8% and 4% respectively).

Most important reason for creation of national parks

March 2009 By awareness of Parks Canada

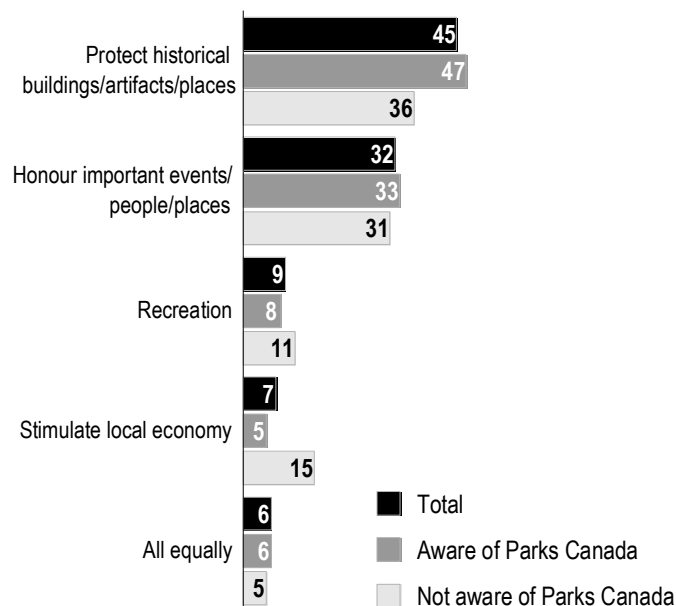


Protection of wilderness areas against the threat posed by human development is the dominant response among all identified subgroups. Those aware of Parks Canada are more likely to focus on protection as the reason for the creation of new national parks, while those unaware of Parks Canada are relatively more likely to mention recreational opportunities or economic development (although only about one in ten mention either of the two).

In terms of **national historic sites**, Canadians once again feel that the key element of Parks Canada’s role is protection. More than four in ten Canadians (45%) believe that these sites are created mainly **to protect historical buildings, artifacts and places from damage and loss**. On the other hand, one-third (32%) believe the most important reason for the creation of national historic sites is **to honour important events, people and places in Canada’s history**. (This wording is, in fact, closest to Parks Canada’s actual rationale for the creation of national historic sites.) The other two options presented (**to provide opportunities for recreation and to stimulate local economic development and jobs**) were again mentioned by under one in ten (9% and 6% respectively).

Most important reason for creation of national historic sites

March 2009 By awareness of Parks Canada



Protection of historical buildings, artifacts and places against damage or loss is the most common response among most subgroups. However, northern Canada is an exception: there, six in ten (60%) believe the most important reason for the creation of national historic sites is to honour

important events people and places in Canada's history. As was the case for national parks, those unaware of Parks Canada are somewhat more likely to feel that the primary reason for the creation of national historic sites is to stimulate local economic development or to provide recreational opportunities.

Perceptions of Parks Canada's priorities in managing national parks/historic sites

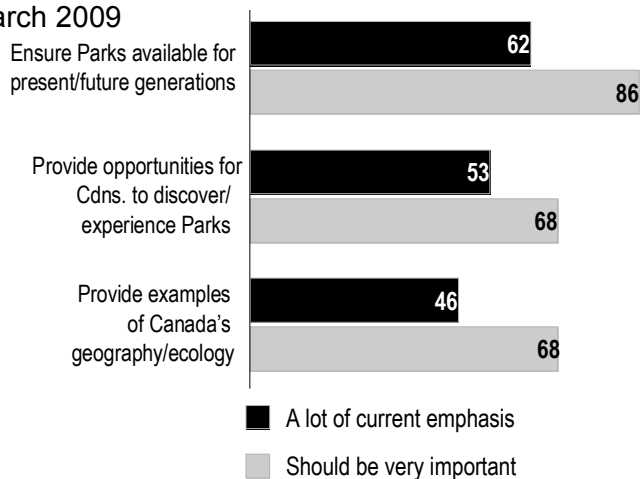
Among the three aspects of Parks Canada's management of national parks/historic sites assessed, Canadians believe Parks Canada places (and should place) the most emphasis on ensuring these places are available for present and future generations.

As the final element of the 2009 National Survey of Canadians' assessment of public understanding of Parks Canada's role, respondents (whether or not they were aware of Parks Canada prior to the survey) were asked how much emphasis they believed Parks Canada *currently* places on various aspects of its management of national parks and national historic sites. In addition, respondents were asked how important each of these elements *should* be.

While Canadians are aware that Parks Canada encompasses multiple roles in its management of national parks and national historic sites, the agency's role in ensuring the preservation of these places so that Canadians can enjoy them into the future is seen as the primary concern. In terms of **national parks**, at least 85 percent of Canadians believe that Parks Canada places "a lot" or "some" emphasis on all three elements assessed, but they are most likely to indicate that Parks Canada places "a lot" of emphasis on **ensuring these places are available for present and future generations** (62%). About half of Canadians (53%) indicate that Parks Canada places a lot of emphasis on **providing opportunities for Canadians to discover and experience national parks**, while just under half (46%) believe that the agency places a lot of emphasis on **providing important examples of Canada's geography and ecology**.

Parks Canada priorities in managing national parks

March 2009



In terms of the **importance** Parks Canada *should* attach to these three aspects, virtually all Canadians (97% or more) believe each should be at least somewhat important. Canadians are most likely to indicate that **ensuring these places are available for present and future generations** should be very important to Parks Canada (87%). Two-thirds (68%) of Canadians believe that the other two elements (**providing opportunities for Canadians to discover and experience national parks** and **providing important examples of Canada’s geography and ecology**) should be very important to Parks Canada.

There are relatively few consistent subgroup differences in perceptions of Parks Canada’s current emphasis in its management of national parks. Those with higher levels of education are more likely to believe that Parks Canada places a lot of emphasis on all three aspects assessed, as are those in the 30-59 age group. Quebecers (but generally *not* Montreal residents) are less likely to feel that Parks Canada places a lot of emphasis in these areas. Finally, those aware of Parks Canada or who have recently visited Parks Canada places or who have a PCA-administered place that is a special favourite to them are more likely than others to indicate that Parks Canada places a lot of emphasis on all three areas.

There are also few consistent subgroup differences in terms of perceptions of how *important* these roles *should be* to Parks Canada. As was the case with current emphasis, those aware of Parks Canada or who have recently visited PC-administered places, or who have one that is a special favourite to them are generally more likely than others to indicate that Parks Canada should consider each of these aspects to be *very important*. Canadians under the age of 30 (63%) are less likely than those 30 and older (69%) to believe that **providing important examples of Canada’s geography and ecology** should be very important. Those with at least a college education (69%)

are also more likely than those with no more than high school graduation (64%) to feel this way. Similarly, among the four CMAs that are a particular focus of this study, residents of Toronto (75%) are more likely than are residents of the other three CMAs (average of 65%) to feel this aspect is very important. Finally, those immigrants who came to Canada prior to 1970 are also particularly likely (76%) to feel that this aspect is very important, as are those who came to Canada from Europe (73%).

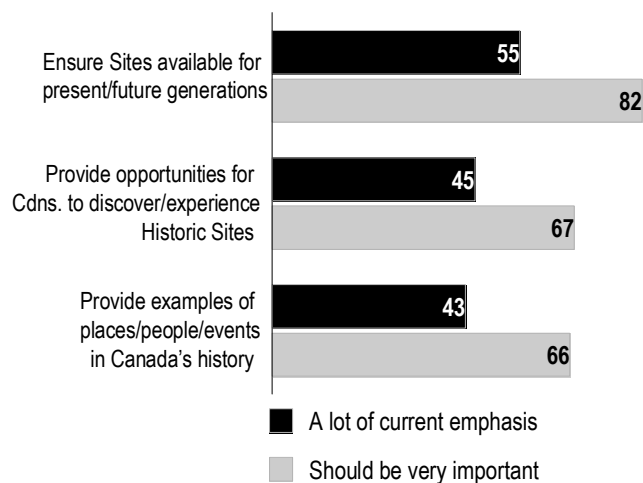
Women (71%) are somewhat more likely than men (66%) to feel that **providing opportunities for Canadians to discover and experience national parks** should be very important to Parks Canada in its management of these parks. Similarly, those living in the Toronto and Vancouver CMAs (71%) are more likely than those living in Montreal or Calgary (64%) to feel this aspect is very important. Although there is no difference between native-born Canadians and immigrants in terms of the perceived importance of this aspect, those immigrants who came to Canada from the Americas or Europe are more likely to rate this aspect as very important for Parks Canada (71%) than are those who came to Canada from elsewhere (59%).

Perceptions that **ensuring these places are available for future generations** should be very important for Parks Canada generally rise with education levels, reaching 91% among university graduates. Those in the 30-59 age group are more likely to feel that this aspect should be very important (88%) than are those outside this group (84%). On the other hand, Quebecers are less likely to rate this aspect as very important (76%) than are other Canadians (89%). Immigrants to Canada are somewhat more likely to rate this aspect as very important (89%) than are native-born Canadians (86%) and, among immigrants, those who arrived in Canada prior to 2000 are more likely to rate this aspect as very important (91%) than those who arrived in 2000 or later (82%).

In terms of Parks Canada's management of **national historic sites**, at least 87 percent of Canadians believe that Parks Canada places "a lot" or "some" emphasis on all three elements assessed. As was the case with national parks, Canadians are most likely to indicate that Parks Canada places "a lot" of emphasis on **ensuring these places are available for present and future generations** (55%). Just under half of Canadians (45%) indicate that Parks Canada places a lot of emphasis on **providing opportunities for Canadians to discover and experience national historic sites**, while a similar number (43%) believe that the agency places a lot of emphasis on **providing important examples of places, people and events in Canada's history**.

Parks Canada priorities in managing national historic sites

March 2009



In terms of the **importance** Parks Canada *should* attach to these three aspects, virtually all Canadians (97% or more) believe each should be at least somewhat important (as they did for national parks). Canadians are most likely to indicate that **ensuring these places are available for present and future generations** should be very important to Parks Canada (82%). As was the case for national parks, two-thirds of Canadians believe that the other two elements (**providing opportunities for Canadians to discover and experience national historic sites** and **providing important examples of places, people and events in Canada's history**) should be very important to Parks Canada.

There are few consistent subgroup differences in perceptions of Parks Canada's current emphasis in its management of national historic sites. Those aware of Parks Canada or who have recently visited Parks Canada places or who have a PC-administered place that is a special favourite to them are more likely than others to indicate that Parks Canada places a lot of emphasis on all three areas. Regionally, Quebecers are *generally* less likely than are those living in other regions to feel Parks Canada places a lot of emphasis on these areas. Also, residents of Calgary are particularly likely to feel that Parks Canada places a lot of emphasis on **ensuring these places are available for present and future generations** (64%, compared to no more than 52% in the other three key CMAs).

There are also few consistent subgroup differences in terms of perceptions of how *important* these roles *should be* to Parks Canada, in terms of national historic sites. As was the case with current emphasis, those aware of Parks Canada or who have recently visited a PC-administered place or who have one that is a special favourite to them are more likely than others to indicate that Parks

Canada should consider each of these aspects to be *very* important. On the other hand, Quebecers are *less* likely to feel this way than are other Canadians for all three aspects. Women (68%) are more likely than men (64%) to believe that **providing important examples of places, people and events in Canada’s history** should be very important, while those with at least high school graduation (67%) are more likely than those with less education (57%) to feel this way.

Women (69%) are also somewhat more likely than men (64%) to feel that **providing opportunities for Canadians to discover and experience national historic sites** should be very important to Parks Canada in its management of national historic sites. Similarly, native-born Canadians are more likely to feel this aspect should be very important (68%) than are those who have immigrated to Canada (62%). Among immigrants, those from the Americas are somewhat more likely to believe that this aspect should be very important to Parks Canada (71%) than those from other areas of the globe (59%).

Perceptions that **ensuring these places are available for future generations** should be very important for Parks Canada rise with education level, reaching 85% among university graduates. On the other hand, Quebecers (72%) are joined by those living in the North (70%) as those least likely to rate this aspect as very important.

Awareness of the Parks Canada logo

Fewer than one in five Canadians can identify the beaver as the corporate symbol of Parks Canada, below levels observed in 1997 and 2005. Awareness of the logo is much higher in the Prairies, northern Canada and Atlantic Canada than in Ontario, Quebec or BC.

A beaver has been featured on the logo of Parks Canada for over 35 years. This logo appears prominently on signage associated with national parks and national historic sites, as well as on Parks Canada publications and the Parks Canada web site. The images below show that logo as originally designed in the 1970s (at left), along with the current version of the logo.



The 2009 National Survey of Canadians assessed awareness of the beaver as the corporate symbol of Parks Canada.

Awareness of the beaver logo appears to be declining among Canadians. Overall, one in five among those aware of Parks Canada (or 15% of all Canadians) name the beaver when asked what is the “symbol or corporate logo” of Parks Canada. This continues the decline in awareness of this symbol that has been observed since 1997, when more than one-quarter of Canadians could name the beaver as Parks Canada’s corporate symbol.

Awareness of Parks Canada symbol/logo

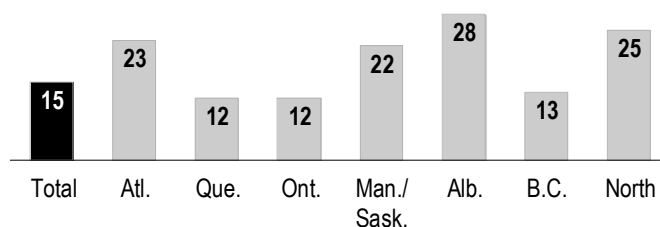
March 2009

	1997	2005	2009
Beaver	27	19	15
Maple leaf	5	2	3
Other animal or fauna	5	6	5
Other flora or plant	5	8	7
Other	3	3	2
DK/NA	55	61	68

Awareness of the beaver as Parks Canada’s corporate symbol varies markedly by region. Residents of Alberta, the North, the Atlantic region and Manitoba/Saskatchewan all show relatively high awareness of the beaver (22-28%), while awareness is much lower in Ontario, Quebec and British Columbia (12-13%).

Awareness of Parks Canada symbol/logo

March 2009 % mentioning beaver By region



Other demographic groups most likely to be aware of the beaver as Parks Canada’s corporate symbol include men (18%, compared to 13% among women) and native-born Canadians (17%, compared to 7% among immigrants). Not surprisingly, those who have visited a national park or national historic site in 2007 or later (32%) and those who have a special favourite Park or Site (27%) are particularly likely to be familiar with the beaver as Parks Canada’s logo.

PUBLIC ATTITUDES REGARDING PARKS CANADA AND ITS ROLES

One of the major purposes of the 2009 National Survey of Canadians was to assess public attitudes towards Parks Canada and its various roles. The survey assessed public attitudes on a number of levels, examining perceptions of the overall level of responsibility various parts of society should have for the protection of natural areas and conservation of historic places, attitudes towards funding and financial support for Parks Canada and its activities and personal connectedness to national parks and national historic sites.

Responsibility for the protection/conservation of natural areas and historic places

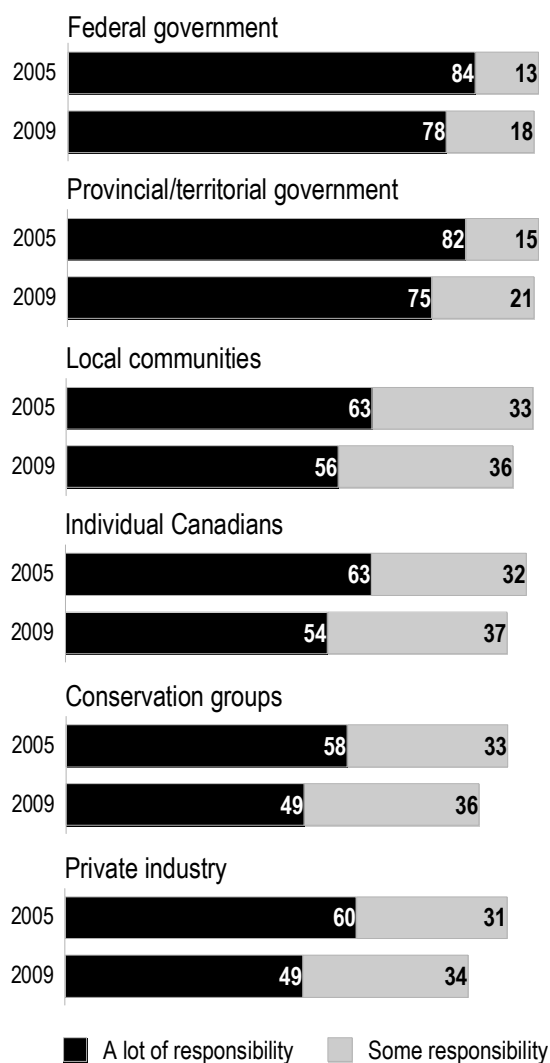
Canadians believe that federal and provincial/territorial governments have the greatest responsibility for protection of natural areas and historic places, followed by local communities, individual Canadians, conservation groups and private industry.

The 2009 National Survey of Canadians assessed Canadians' perceptions regarding the level of responsibility various components of civil society should have for the protection of natural areas and the conservation of historic places. The survey examined six groups: federal government, provincial/territorial government, private industry, local communities, not-for-profit groups and individual Canadians.

Canadians continue to assign the highest level of responsibility for the protection of natural areas and historic places to government. In terms of “**the protection of natural areas and wilderness**”, a large majority of Canadians feel that all six of the groups assessed have at least some responsibility. However, the highest level of responsibility is assigned to the **federal and provincial/territorial governments**: about three-quarters of Canadians believe that the federal (77%) and provincial/territorial (75%) have a lot of responsibility for the protection of natural areas in this country. More than half of Canadians believe that **local communities** (56%) and **individual Canadians** (54%) have a lot of responsibility in this area, while about half feel that **not-for-profit environment and wildlife conservation groups** (49%) and **private industry** (49%) have a lot of responsibility.

The same question was asked on the 2005 Canadian Perceptions of Parks Canada survey. Although the *pattern* of responses is identical (with the highest level of responsibility assigned to government and the lowest to NGOs and private industry), Canadians in 2005 were more likely than in the current survey to indicate that all six groups should have *a lot* of responsibility, rather than only *some* responsibility.

Responsibility for the protection of natural areas/wilderness 2005 - 2009



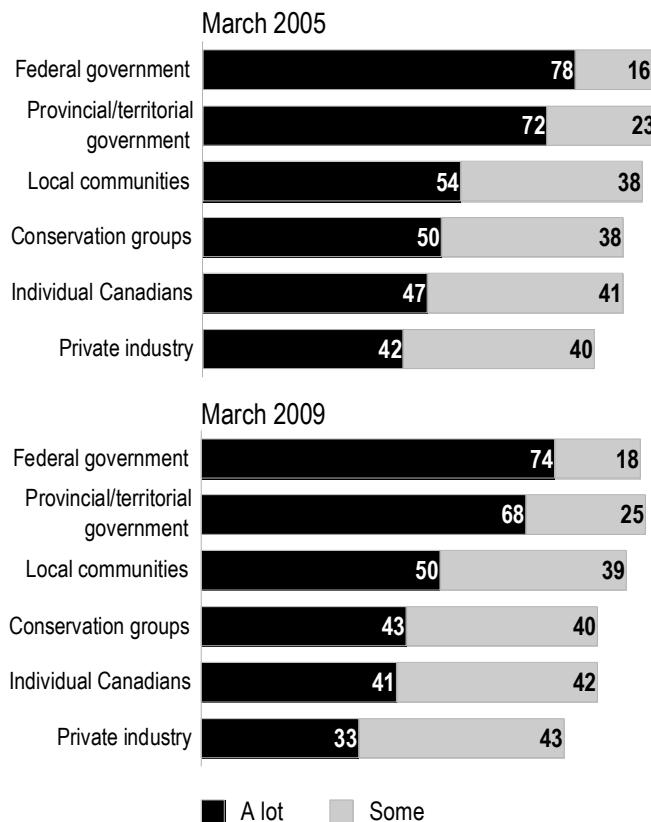
There are very few noteworthy subgroup differences in perceptions on this issue. Quebecers are *generally* more likely than are other Canadians to feel that each of the six groups assessed bears a lot of responsibility for the protection of natural areas and wilderness (although this is not the case for local communities).

In terms of “**the conservation of the country’s historic places**”, Canadians’ views are fairly similar to those seen for the protection of natural areas and wilderness. A strong majority of Canadians feel that all six of the groups assessed have at least some responsibility. However, Canadians are generally *less* likely to feel that these six groups bear a lot of responsibility than is the case for the protection of natural areas. The highest level of responsibility is again assigned to

the **federal** and **provincial/territorial governments**; however, Canadians are more likely to indicate that the federal government has a lot of responsibility for the conservation of historic places (74%) than they are to say this about the provincial/territorial government (68%). Half of Canadians believe that **local communities** (50%) have a lot of responsibility in this area and more than four in ten say the same about **not-for-profit environment and wildlife conservation groups** (43%) and **individual Canadians** (41%). Only one-third of Canadians feel that **private industry** (33%) has a lot of responsibility in this area; one-quarter of Canadians believe private industry has little (16%) or no (7%) responsibility for the conservation of Canada’s historic places.

Responsibility for the protection of historic places

2005 - 2009



The same question was asked on the 2005 Canadian Perceptions of Parks Canada survey. As was the case for responsibility for protection of natural area, the *pattern* of responses is very similar to that seen in 2005, but Canadians in 2005 were more likely than in the current survey to indicate that all six groups should have *a lot* of responsibility, rather than only *some* responsibility.

As was the case for protection of natural areas, there are very few subgroup differences in perceptions of the level of responsibility each of the six groups assessed have in terms of conservation of Canada’s historic places. However, there are some regional variations. British Columbians are *less* likely than other Canadians to believe that private industry should have a lot or some responsibility for the conservation of historic places. Conversely, Quebecers are *more* likely than other Canadians to believe that both NGOs and individual Canadians have a lot of responsibility in this area.

Support for use of tax dollars to fund Parks Canada activities

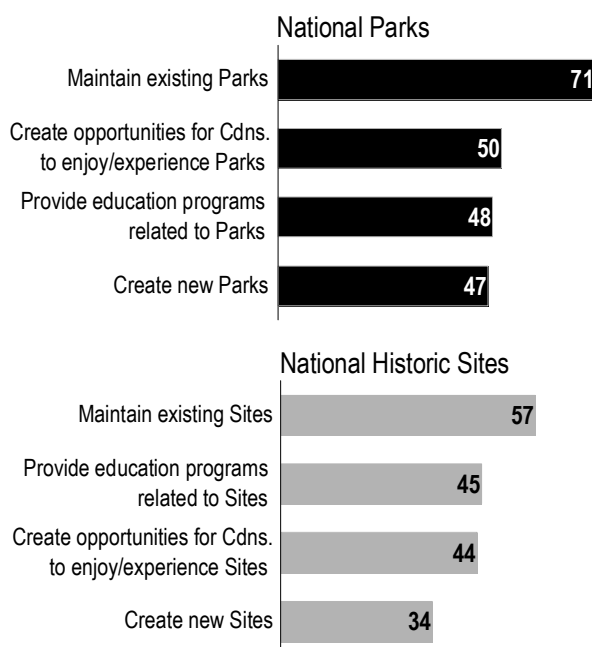
Canadians most support the use of their tax dollars by the federal government to maintain existing national parks and national historic sites. Creation of new parks or sites is seen as a much lower priority.

The 2009 National Survey asked Canadians whether they support the use of their tax dollars by the federal government in support of four specific Parks Canada roles. The questions were asked for both national parks and national historic sites.

Canadians clearly believe that their tax dollars would best be used to ensure the parks and sites already in existence remain in good condition.

Support for the use of federal tax dollars for PC-administered places

March 2009 % strongly support



In terms of national parks, support is highest for using tax dollars to **maintain existing national parks**: more than nine in ten Canadians strongly (71%) or somewhat support (24%) using tax dollars for this purpose. Support for each of the other three functions assessed is quite similar, albeit somewhat lower than for maintaining existing parks. More than nine in ten support using tax dollars to **create opportunities for Canadians to enjoy and experience national parks** and to **provide education programs related to national parks**; however, *strong* support for each standing at about 50 percent, some twenty points lower than strong support for using tax dollars to maintain existing parks. Just under nine in ten support the use of tax dollars to **create new national parks**, with just under half strongly supporting this use of tax dollars.

Opinions are generally similar when the same functions are assessed for national historic sites, although overall support is marginally lower in each case. Again, support is highest for the use of tax dollars to **maintain existing national historic sites**, with more than nine in ten strongly (57%) or somewhat (36%) supporting the use of tax dollars in this manner. It is interesting to note that the level of strong support for the use of tax dollars to maintain national historic sites is markedly lower than comparable figure for national parks. Nine in ten also support the use of federal tax dollars to **provide education programs related to national historic sites** and to **create opportunities for Canadians to enjoy and experience national historic sites**, with about 45 percent strongly supporting. As was the case with national parks, support is lowest for the use of tax dollars to **create new national historic sites**. Although more than eight in ten Canadians support the use of tax dollars for this purpose, only one-third (34%) strongly support this use of federal taxes.

The 2005 Canadian Perceptions of Parks Canada survey also asked Canadians about their level of support for the use of federal tax dollars for various Parks Canada functions. However, only one of the four functions regarding national parks was worded exactly the same in that survey – “maintain existing national parks”. Findings from the current survey are virtually identical to those seen in 2005 (when 69 percent strongly supported and 26 percent somewhat supported using tax dollars for this purpose). In the case of national historic sites, two functions were worded identically (or comparably) – “maintain existing national historic sites” and “increase the number of national historic sites (comparable to the wording “create new national historic sites” in the current survey). Again, findings are virtually identical to those seen in 2005.

In terms of national parks, there are relatively few consistent subgroup differences across the four Parks Canada functions assessed. Regionally, Quebecers are consistently more likely to oppose the use of tax dollars for all four, while British Columbians and Albertans are generally most likely to support using tax dollars in each case. Those who are aware of Parks Canada, have

visited a Parks Canada-administered place (park or site) or who have a special favourite park or site are more likely to strongly support the use of federal tax dollars for each of the four functions assessed. Those who have graduated from university are also generally more likely to strongly support the use of tax dollars for these purposes.

In terms of national historic sites, Quebecers are again generally more likely to oppose the use of federal tax dollars for all four purposes assessed. As was the case for national parks, university graduates are more likely to strongly support the use of tax dollars for all four purposes. Those who are aware of Parks Canada, have visited a Parks Canada-administered place (park or site) or who have a special favourite park or site are also generally more likely to strongly support the use of federal tax dollars for each of the four purposes assessed.

Support for partnerships with the private sector

Canadians largely support Parks Canada partnering with the private sector in order to help preserve and present national parks and national historic sites. Those more familiar with the agency and its places are less likely to support private-sector involvement.

The 2009 National Survey of Canadians assessed Canadians' support for partnerships with the private sector to further the agency's goals. Support for partnerships to aid Parks Canada in carrying out six different functions was assessed.

Clearly, this type of partnership with the private sector raises no strong alarm among Canadians. Overall, support for Parks Canada partnering with the private sector is very strong and very consistent in all areas assessed. About eight in ten Canadians support private-sector partnerships in each of the six areas.

Support Parks Canada ‘partnering’ with private sector companies

March 2009

	Total	Awareness of Parks Canada	
		Yes	No
To strengthen Canadians’ awareness of national parks and national historic sites	83	82	85
To support the protection of buildings and artifacts in historic sites	82	82	85
To develop education programs	82	81	87
To support the protection of park ecosystems	81	80	84
To support special events connected to national parks and national historic sites	81	80	83
To enhance visitor services and activities	78	77	83
Did not answer “support” to any item	6	7	4

Among subgroups, the most noteworthy difference is between those who are aware of Parks Canada (or who have experienced Parks Canada-administered places) and those who are not aware of the agency or have not experienced the places it administers. Generally, those who are aware of the agency (or have experienced national parks or national historic sites) are *less* likely to support private-sector partnerships. Although the difference is generally small, it is consistent across all six areas assessed.

Support is generally consistent across *demographic* subgroups, although Canadians living in British Columbia and the North are somewhat less likely than those in other regions to support private sector partnerships for these purposes, as are university graduates. Conversely, Canadians under the age of 30 are somewhat *more* likely to support private-sector partnerships.

Attitudes towards national parks and national historic sites

Canadians feel that both national parks and national historic sites are very important and should be preserved for future generations, whether or not they have a strong personal connection to them.

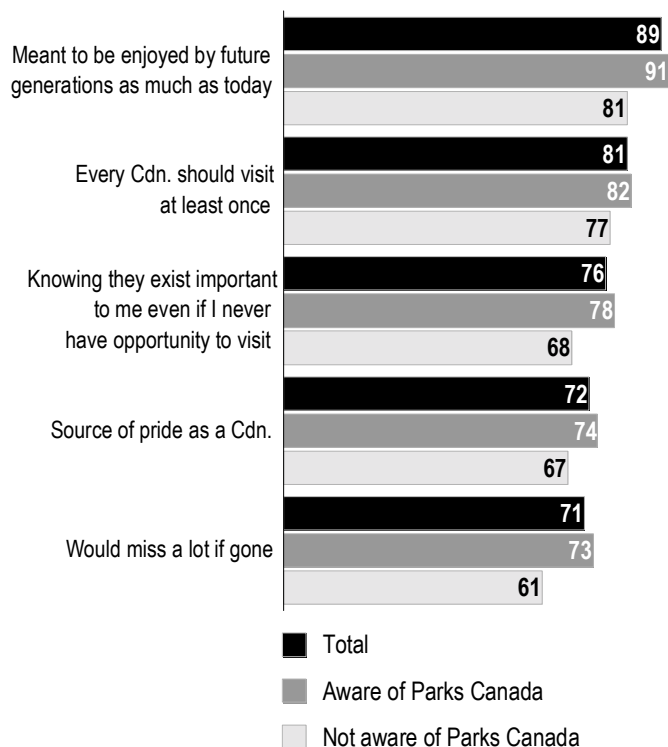
In addition to assessing Canadians’ attitudes towards Parks Canada, the 2009 National Survey of Canadians also assessed attitudes towards national parks and national historic sites. The intention of the assessment is to evaluate the extent to which Canadians feel national parks and national historic sites are personally important and the extent to which they feel a personal connection to these places. The assessment was carried out by eliciting respondents’ level of agreement with a series of statements about national parks and national historic sites. These questions were asked of all respondents (regardless of whether or not they had ever visited a national park or national

historic site). The statements used are based on a subset of the series used in the 2005 Canadian Perceptions of Parks Canada survey; however, some statements have been revised and some new statements added. Comparisons to 2005 data are highlighted where appropriate.

Overall, it appears that Canadians feel national parks and national historic sites are very important, even if they do not necessarily feel a strong *personal* connection to them. In terms of **national parks**, overall agreement is high with all five statements, with more than nine in ten Canadians agreeing at least somewhat with each statement. Agreement is highest for the statement **national parks are meant to be enjoyed by future generations as much as by people today**, with nine in ten (89%) *strongly* agreeing. Eight in ten (81%) Canadians strongly agree that **every Canadian should visit a national park at least once in their lifetime**, while three-quarters of Canadians (76%) strongly agree that **knowing national parks exist is important to me, even if I never have the opportunity to visit them**.² About seven in ten Canadians strongly agree that **national parks are a source of pride for me as a Canadian**³ (72%) and **I would miss national parks a lot if they were gone** (71%).

Attitudes toward national parks

March 2009 % Strongly agree



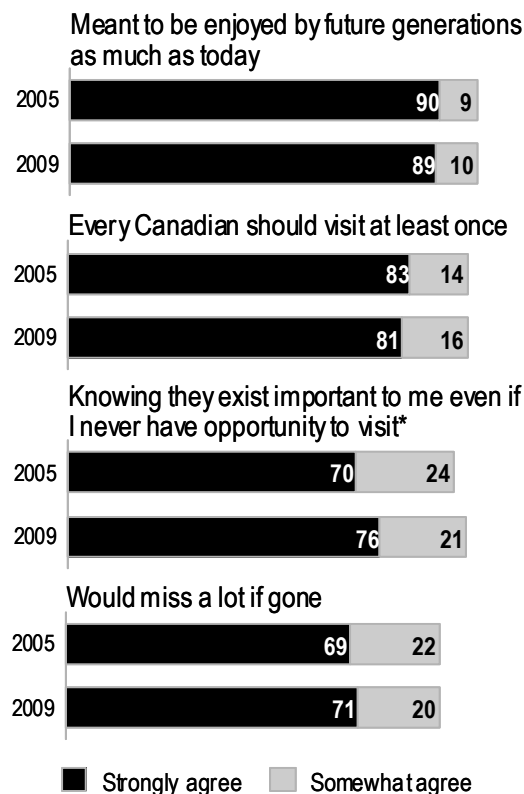
² Revision of the 2005 statement “knowing that national parks exist is important to me, even if no one visits them.”

³ This statement was not used in the 2005 survey.

For all statements, strong agreement is higher among those who are aware of Parks Canada, who have visited a national park or national historic site in 2007 or later, or who have a special favourite park or site. Regionally, Quebecers are least likely to express strong agreement to all statements (but are no more likely than those from other regions to disagree). In addition, strong agreement is generally higher among 30-59 year-olds than among those older or younger and is higher among university graduates than those with less education.

For those statements that were used in 2005, the levels of agreement observed in the current survey are virtually identical to those seen four years ago. Agreement with the statement **knowing national parks exist is important to me, even if I never have the opportunity to visit them** is somewhat higher than that seen for the version of the statement used in the 2005 survey (which was more strongly worded).

Attitudes toward national parks 2005-2009

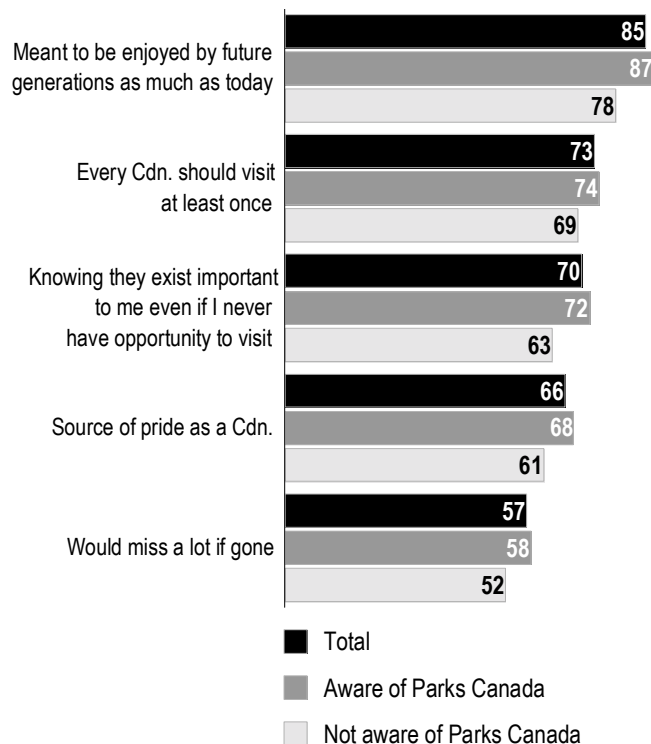


* Wording changed in 2009 survey

As was the case with national parks, overall agreement is high with all five statements in terms of **national historic sites**, with some nine in ten Canadians or more agreeing at least somewhat with each statement. Agreement is highest for the statement **national historic sites are meant to be enjoyed by future generations as much as by people today**, with more than eight in ten (85%) *strongly* agreeing. About seven in ten Canadians strongly agree that **every Canadian should visit a national historic site at least once in their lifetime** (73%) and **knowing national parks exist is important to me, even if I never have the opportunity to visit them** (70%). Two-thirds of Canadians (66%) strongly agree that **national historic sites are a source of pride for me as a Canadian**. The level of strong agreement is lowest for **I would miss national historic sites a lot if they were gone** (57%). As was noted for national parks, the two statements that most emphasize a *personal* connection elicit the lowest level of strong agreement. Again, this seems to indicate that Canadians feel national historic sites are important, whether or not they feel a strong personal connection to them.

Attitudes toward national historic sites

March 2009 % strongly agree



As was the case for national parks, strong agreement with all statements is higher among those who are aware of Parks Canada, who have visited a national park or national historic site in 2007 or later, or who have a special favourite park or site. Regional differences are less consistent than for national parks, although Quebecers are among the least likely to express strong agreement (but are no more likely than those from other regions to disagree), while Atlantic Canadians are among the **most** likely to strongly agree. Other demographic differences are less consistent, as well; however, strong agreement is generally higher among older Canadians.

Only two of the statements used in the current survey also appeared on the 2005 survey questionnaire. Strong agreement that **every Canadian should visit a national historic site at least once in their lifetime** is down seven points from the figure observed in 2005 (although the overall level of agreement is similar, while strong agreement that **I would miss national historic sites a lot if they were gone** has risen 10 points since 2005 and the overall level of agreement (strongly + somewhat) is up 9 points. It is something of a mystery why the levels of agreement on these statements have changed while those for national parks remained the same

EXPERIENCE WITH PARKS CANADA-ADMINISTERED PLACES

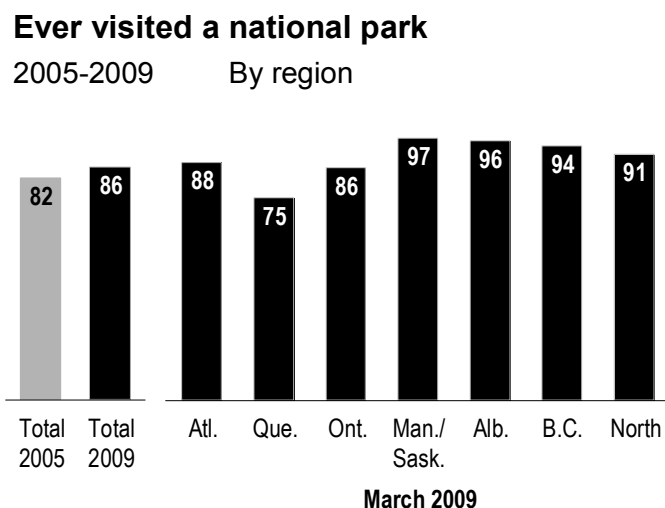
The 2009 National Survey of Canadians examined visitation of Parks Canada-administered places, with a particular focus on national parks and national historic sites. Awareness and visitation of National Marine Conservation Areas was also briefly assessed. The assessment focused on the year of last visit and the specific place visited. Reasons for *not* visiting a national park or national historic site were also assessed, as were future visit intentions.

National park visitation

Well over eight in ten Canadians report having visited a national park in their lifetime, with just under half of this group most recently visiting in 2008 or 2009. However, only half of those who claim to have visited a national park name an actual national park as the one last visited.

Ever visited a national park. The 2009 National Survey of Canadians asked a number of questions related to visits to national parks. First of all, respondents were asked if they had *ever* visited a national park.

The vast majority of adult Canadians have taken the opportunity to visit a national park; in total, over eight in ten Canadians (86%) report having visited a national park at some point in their life. This represents an increase of four points from the figure recorded in 2005 (in the Canadian Perceptions of Parks Canada survey).



As noted in past surveys, there are regional differences in reported visits to national parks. Western Canadians are significantly more likely than those in the east to report having visited a national park. Well over nine in ten (95%) of those from western Canada report having visited a national park, compared to only 83 percent of those from the eastern part of the country.

(Canadians from the North [91%] lie between these two figures.) Reported visits are lowest in Quebec, where only three-quarters (75%) report having ever visited a national park.

In addition to regional differences, there are other demographic differences in national park visitation. Canadians under the age of 30 are somewhat less likely to report having visited a national park (82%) than are Canadians 30 and older (88%). The likelihood of having visited a national park rises with education, with more than nine in ten (92%) among those with university graduation reporting a visit to a national park, compared with about two-thirds (65%) among those with less than high school graduation.

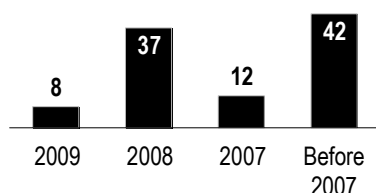
Immigrants to Canada are somewhat less likely to report having visited a national park (82%) than are native-born Canadians (87%), but the difference is not dramatic. Not surprisingly, the longer immigrants have lived in Canada, the more likely they are to report having visited a national park. This may partially explain the fact that immigrants from Asia, Africa and the Far East are less likely to report visits to national parks than are immigrants from the Americas and Europe, as European immigrants tend to have been in Canada longer.

Year of last visit. Respondents to the 2009 National Survey of Canadians who reported having visited a national park at some point were asked in what year they last visited a national park. (The reader should note at this point that data collection for this survey took place in March 2009.)

Most Canadians who have visited a national park have done so in the recent past: almost six in ten (57%) report their last visit was in 2007 or later, compared with four in ten (42%) who report their last visit was prior to 2007. Just under one in ten (8%) report their last visit was in the first three months of 2009, while almost four in ten (37%) report their last visit was in 2008. Only about one in ten (12%) report their last visit was in 2007. This low figure for 2007 probably reflects a primacy effect, whereby more recent visits are easier to recall and to precisely specify in terms of timing. It is interesting to note that the proportion reporting their last visit was in the last full year prior to data collection (37% visiting in 2008) is virtually identical to the comparable proportion from the 2005 survey (38% visiting in 2004).

Year of last visit to national park

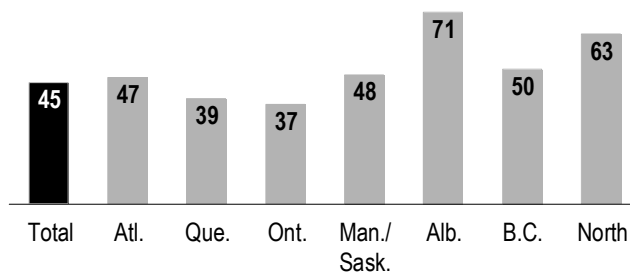
March 2009



More recent visits (2008 or 2009) are much more likely to be reported by Albertans (72%) than by residents of any other region. Conversely, Ontarians and Quebecers (average of 37%) are *least* likely to report their last visit was in 2008 or 2009. Not surprisingly, younger visitors are more likely than older ones to report their last visit was a recent one. While there is no strong difference between native-born Canadians and immigrants in terms of year of last visit, national park visitors who immigrated to Canada more recently tend (not surprisingly) to report their last visit to a national park was a more recent one.

Year of last visit to national park

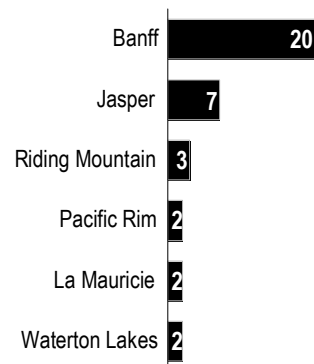
March 2009 % visited in 2008/2009



National park last visited. As noted in the 2005 Canadian Perceptions of Parks Canada survey, there is significant confusion among Canadians regarding which parks are, in fact, national parks. In that survey only 56 percent of those who reported visiting a national park actually named a national park when asked which park they visited. This confusion still exists. In fact, in the 2009 National Survey of Canadians, only half (51%) of those who report having visited a national park in 2007 or later actually name a national park as the one they visited. As was the case in 2005, Banff National Park (named by 20% of those who report having visited a national park since 2007) and Jasper National Park (named by 7%) are the most frequently mentioned national parks.

Name of last national park visited

March 2009 Top mentions



Fully one-quarter (25%) name a provincial or municipal park (most notably Algonquin Park, named by 9%), while just under one in ten (8%) name a national historic site (whether administered by Parks Canada or not). Fifteen percent cannot recall the name of the last national park they visited.

Those who have not visited a national park since 2006 generally cite a lack of time or the distance as reasons. Three-quarters of Canadians indicate that they will definitely or likely visit a national park in the next two years.

Reasons for not visiting a national park. Respondents to the 2009 National Survey of Canadians who did not report having visited a national park in 2007 or later were asked why they have not visited a national park (or not visited more recently, if they visited prior to 2007). “Lack of time” dominates the responses, mentioned by fully one-third (33%) of those who have not visited a national park since 2006. The next-most common response (“too far away”) is mentioned by only 15 percent. Cost issues (too expensive or no money available for a trip) are mentioned by one in ten.

Reasons for not visiting national parks

March 2009 Top mentions



There are interesting regional differences in reasons for not having visited a national park recently. Not surprisingly, those living in Canada’s North (75%) are much more likely than other Canadians (15%) to say that national parks are too far away. Residents of the Atlantic region (19%) and, to a lesser extent, Albertans (15%) are particularly likely to cite factors related to cost. Quebecers (10%) are more than twice as likely as those in other regions (4%) to cite lack of awareness of national parks and are also most likely (along with British Columbians) to cite a lack of interest (10%) as the reason for not visiting.

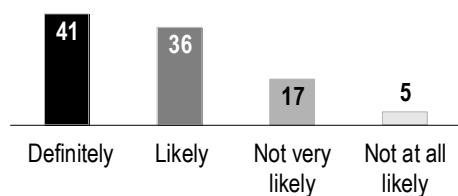
Aside from regional differences, there are some other subgroup differences of note. Men are more likely than women to cite lack of time (40% vs. 28%) and distance (18% vs. 13%), while women are somewhat more likely than men to cite cost factors (12% vs. 8%). Those 60 years of age and older are predictably less likely than younger Canadians to cite a lack of time (19% vs. 39%) but are more likely to cite age itself as a reason (21% vs. 2%).

Immigrants are more likely than native-born Canadians to cite a lack of time (38% vs. 30%), but are *less* likely to cite a lack of interest (3% vs. 7%). Among immigrants, those whose region of origin is somewhere other than Europe are much more likely to cite a lack of time (Asia, Africa, Far East – 54%; Americas – 43%) than are those of European origin (24%). This probably explains the difference seen by period of immigration: those who arrived in Canada in 1970 or later are much more likely to cite a lack of time (48%) than are those who arrived prior to 1970 (26%).

Likelihood of future visit. All Canadians (regardless of whether or not they had visited national parks in the past) were asked how likely they are to visit a national park in the next two years. The large majority of Canadians foresee a visit to a national park in the near future. Three-quarters of Canadians report that they will definitely (41%) or likely (36%) visit a national park in the next two years. It is important to note, however, that the confusion noted earlier over which parks are national parks means that some Canadians who intend to visit a national park in the future may be thinking of some other type of park.

Likelihood of visiting national parks in next two years

March 2009



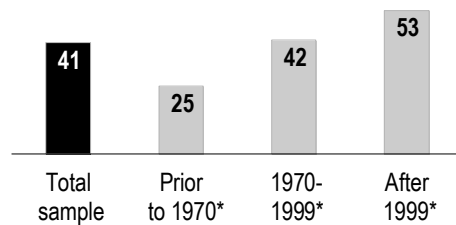
Regionally, Albertans are most likely to indicate that they will definitely visit a national park in the next two years (68%, rising to 77% among residents of Calgary). As with past visits, those living in western Canada are generally more likely than are those living in the east to indicate they will definitely or likely visit a national park in the near future. Ontarians are the least likely to report an intention to visit a national park in the near future, with about three in ten reporting that this is not very (22%) or not at all (7%) likely.

Not surprisingly, older Canadians are the least likely to report future likelihood of visiting a national park. Conversely, future intention rises with education, with 47 percent of university graduates indicating they will definitely visit a national park in the next two years, versus only 22 percent among those with less than high school graduation. Also, past behaviour is a good predictor of future intentions: seven in ten among those who have visited a national park since 2006 (71%) indicate they will definitely visit one in the next two years, as will 68 percent of those who visited a Parks Canada-administered national historic site.

Although there is no difference between immigrants and native-born Canadians in terms of future intention to visit a national park, there is a difference by period of immigration. Intention to visit rises as time in Canada decreases, with those who arrived in Canada after 1999 more than twice as likely to indicate that they will definitely visit a national park in the next two years (53%) as those who arrived prior to 1970 (25%). What is even more interesting is that this difference is *not* related to region of origin (although it may be partially related to age).

**Likelihood of visiting national parks
in next two years (among immigrants)**

March 2009 % Definitely By period of immigration



* subsample: immigrants

National parks that are personal favourites

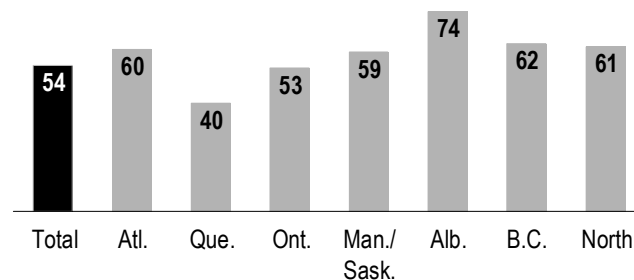
Just over half of Canadians report having a national park that is a special favourite for them, although only about half of this group name an actual national park (most often Banff) as their favourite. The beauty of the park is most often cited as the reason a given park is a favourite.

The 2009 National Survey of Canadians asked all respondents (regardless of whether they had ever visited a national park) if they had a national park that they considered a “special favourite” (“because of experiences you have had or other connections that are meaningful to you.”)

Clearly, national parks are an important part of the lives of many Canadians. Overall, just over half of Canadians (54%) indicate they have a national park that is a special favourite to them. It is not too surprising that, regionally, the pattern of responses is similar to that seen for past visits to national parks. Albertans are most likely (74%) and Quebecers least likely (40%) to indicate that they have a special favourite national park.

Identify a national park as a special favourite

March 2009 By region



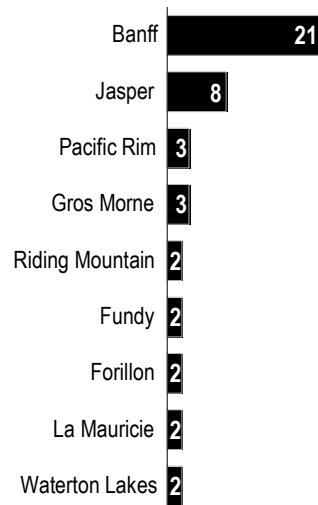
The likelihood of having a special favourite national park rises with age (reaching 59 percent among those 60 and older) and education (reaching 60 percent among those who have graduated university). Although immigrants are no more or less likely than native-born Canadians to have a special favourite national park, the likelihood of immigrants having such a favourite park increases with time spent in Canada. Also, it is not surprising to note that those who have actually visited a national park in 2007 or later are significantly more likely to have a special favourite national park (72%), although almost half (47%) of those who have *not* visited an actual national park or Parks Canada-administered national historic site in the past three years still indicate they have a special favourite national park.

Respondents who indicated that they had a special favourite national park were asked the name of that park. As was the case with the last national park visited, many of the places mentioned were

not, in fact, national parks. Overall, only 55% of those who indicate that they have a special favourite national park actually named an existing national park as that favourite. About one-quarter (23%) named a provincial or municipal park (Algonquin Park alone was mentioned by 11%), while five percent mentioned national historic sites. One in ten were unable to name a specific park.

Name of favourite national park

March 2009 Top mentions



As was the case for last national park visited, Banff (21%) and Jasper (8%) were the most frequently-mentioned national parks. Favourite national parks tend to be located in the same region as the individual. Banff had the broadest appeal, with about one in ten or more mentioning it in every region except the North. In fact, Banff was the most frequently-mentioned park in all regions except the Atlantic region (Fundy and Gros Morne were more frequently mentioned) and the North (Waterton Lakes was more frequently mentioned).

When those who have a special favourite national park are asked what makes that park special, the aesthetic beauty of the park is most commonly cited, with more than one-third (36%) mentioning this factor. An additional one in ten (11%) cite the untouched nature of the park, with an equal number citing the wildlife (10%). More personal connections are also noted: 11 percent cite fond memories, while an equal number (10%) mention past visits with family or friends.

Reason park is special

March 2009

	CANADA
Environmental aesthetics (various)	36
Fond memories/I grew up there	11
Closer to nature/untouched	11
Wildlife (various)	10
Traveling with family/friends	10
Easily accessible/location/proximity	10
Recreational activities	10
Historical monuments/significance/importance	8
Coastline/beaches/lakes	7
Enjoyable/good experience (general)	7
Diversity of ecosystem/landscape	7
Camping	6
Well-maintained/clean/protected	5
Hiking/trails	5
Visited often	4
Unique/distinctly Canadian	3
Relaxing/quiet/meditation	3
Special event occurred (various)	3
Other	9
DK/NA	2

* Less than 0.5 percent

Subsample: Those who indicated they have a favourite park (n=2,198)

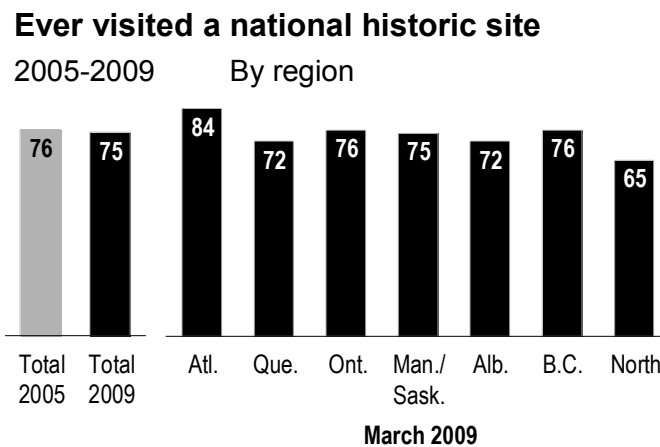
National historic site visitation

Three-quarters of Canadians report having ever visited a national historic site, with three in ten having last visited in 2008 or 2009. One-quarter of those who visited a national historic site since 2006 name a site administered by Parks Canada.

Ever visited a national historic site. The 2009 National Survey of Canadians asked a similar set of questions regarding national historic sites to the set on national parks. Respondents were first asked if they had *ever* visited a national historic site.

While the large majority of adult Canadians have visited a national historic site in the past, they are less likely to report having visited a site, compared with a national park. In total, three-quarters of Canadians (75%) report having visited a national historic site at some point in their

life. This is virtually identical to the proportion recorded in the 2005 Canadian Perceptions of Parks Canada survey.



Compared to national parks, there are fewer noteworthy regional differences in reported visits to national historic sites. Atlantic Canadians are most likely to report ever having visited a national historic site (84%), with reported visits in the other regions falling in the 72-76 percent range. (The North is the exception: only 65% of residents of the territories report having visited a national historic site.)

As was the case for national parks, Canadians under the age of 30 are somewhat less likely to report having visited a national historic site (67%) than are Canadians 30 and older (77%). The likelihood of having visited a national historic site rises with education, with more than eight in ten (83%) among those who have graduated from university reporting a visit to a national historic site, compared with six in ten (59%) among those with less than high school graduation.

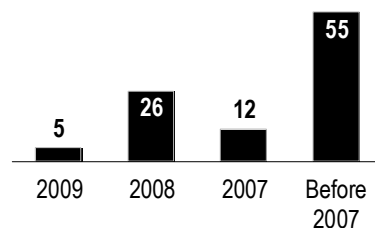
Immigrants to Canada are no more or less likely than native-born Canadians to report having visited a national historic site. As was seen for national parks, the longer immigrants have lived in Canada, the more likely they are to report having visited a national historic site. Again, this is likely part of the explanation of why immigrants from Asia, Africa and the Far East are less likely to report visits to national historic sites (50%) than are immigrants from the Americas and Europe (74%).

Year of last visit. Respondents to the 2009 National Survey of Canadians who reported having visited a national historic site at some point were asked in what year they last visited. (The reader is again reminded that data collection for this survey took place in March 2009.)

Not only do fewer Canadians report having visited a national historic site compared with a national park, but those who have visited tend to report their last visit was further in the past. Among those who have ever visited a national historic site, just over four in ten (43%) report their last visit was in 2007 or later, compared with 55 percent who report their last visit was prior to 2007. One in twenty (5%) report their last visit was in the first three months of 2009, while one-quarter (26%) report their last visit was in 2008. About one in ten (12%) report their last visit was in 2007. As was noted for national parks, the low figure for 2007 probably reflects the fact that more recent visits are easier to recall (in terms of specific timing). As was the case for national parks, the proportion reporting their last visit was in the last full year prior to data collection (26% in 2008) is very similar to the comparable proportion from the 2005 survey (28% in 2004).

Year of last visit to national historic site

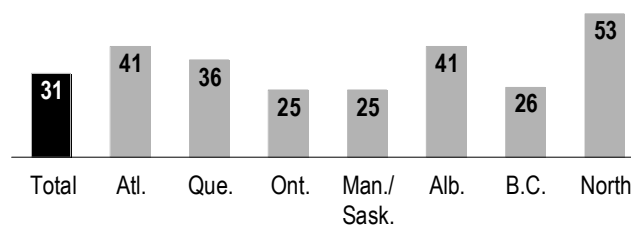
March 2009



More recent visits (2008 or 2009) are more likely to be reported by residents of the North (53%), Atlantic Canada (41%), Alberta (41%) and Quebec (36%), than by residents of Ontario (25%), Manitoba/Saskatchewan (25%) and British Columbia (26%). As was the case for national parks, it is not surprising to note that younger visitors to national historic sites are more likely than older ones to report their last visit was a recent one. There is no difference between native-born Canadians and immigrants in terms of year of last visit; however, as was the case for national parks, visitors who immigrated to Canada more recently tend to report their last visit to a national historic site was in 2008/09.

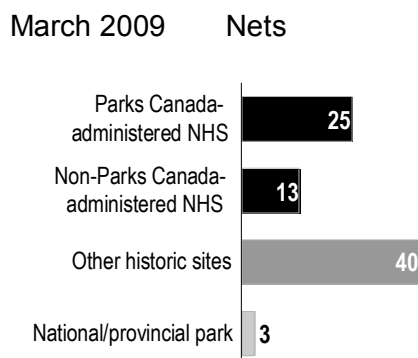
Year of last visit to national historic site

2008/2009 By region March 2009



National historic site last visited. The Canadian Perceptions of Parks Canada survey (2005) reported that fewer than half of Canadians who reported visiting a national historic site named an actual national historic site and only three in ten names a Parks Canada-administered site. There is still a great deal of confusion as to what sites are national historic sites: just under four in ten among those who report visiting a national historic site in 2007 or later name either a Parks Canada-administered site (25%) or a national historic site administered by another body (13%). (Thus, fewer than one in ten Canadians [8%] report having visited an actual Parks Canada-administered national historic site in 2007 or later.) Another four in ten (40%) name some other type of historic site. One in five (19%) cannot name the national historic site they last visited. No Parks Canada-administered site was named by more than 3% (Fortress of Louisbourg) of those who visited a site. The most frequently-mentioned sites are the Plains of Abraham (8%) and the Parliament Buildings (7%).

Name of last national historic site visited



Those who have not visited a national historic site since 2006 most commonly cite a lack of time as the reason. Two-thirds of Canadians indicate that they will definitely or likely visit a national historic site in the next two years.

Reasons for not visiting a National Historic Site. Respondents to the 2009 National Survey of Canadians who did not report having visited a national historic site since 2006 were asked why they have not visited (or not visited more recently, if they visited prior to 2007). Findings are very similar to those seen for national parks, with “lack of time” by far the most commonly-mentioned reason (36%). Other reasons mentioned by about one in ten include distance (“too far away” - 10%), lack of interest (9%) and lack of awareness (9%). Cost issues (too expensive or no money available for the visit) are mentioned by seven percent.

As was the case with national parks, there are interesting regional differences in reasons for not having visited a national historic site recently. Not surprisingly, those living in the North (40%)

are much more likely than other Canadians (9%) to say that national historic sites are too far away. Quebecers are more likely than residents of any other region to cite lack of time (44%, versus an average of 33% in the other regions). Residents of the Atlantic region (12%) and, to a lesser extent, Quebecers (9%) are particularly likely to cite factors related to cost as a reason for not visiting.

Reasons for not visiting national historic sites

Top mentions March 2009



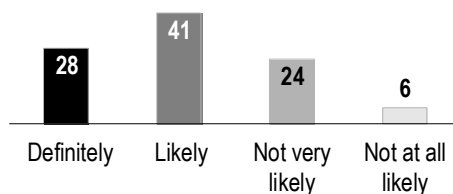
In addition to the regional differences, men are more likely than women to cite lack of time (40% vs. 32%). Those 60 years of age and older are predictably less likely than younger Canadians to cite a lack of time (24% vs. 40%) but are more likely to cite age itself as a reason (12% vs. 1%).

As was the case for national parks, immigrants are more likely than native-born Canadians to cite a lack of time (39% vs. 33%) or lack of awareness (12% vs. 6%); however, immigrants are *less* likely to cite distance (5% vs. 9%) or cost (2% vs. 6%). Among immigrants, those whose region of origin is somewhere other than Europe or the Americas are more likely to cite a lack of time (49%) than are those who come from Europe or the Americas (37%). In addition, those who arrived in Canada in 1970 or later are more likely to cite a lack of time (47%) than are those who arrived prior to 1970 (31%).

Likelihood of future visit. All respondents (regardless of whether or not they had visited a national historic site in the past) were asked how likely they are to visit one in the next two years. Most foresee a visit in the near future (albeit somewhat fewer than foresee a future visit to a national park). Just over two-thirds of Canadians report that they will definitely (28%) or likely (41%) visit a national historic site in the next two years. However, as noted for national parks, confusion regarding which sites are national historic sites means that some Canadians who intend to visit a national historic site in the future may be thinking of some other type of site.

Likelihood of visiting national historic site in next two years

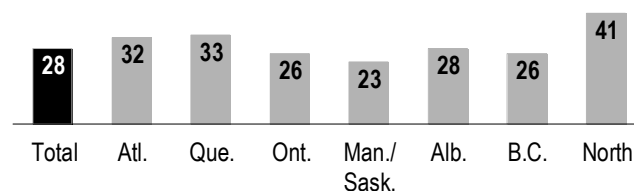
March 2009



Regionally, residents of northern Canada (41%), followed by Quebecers (33%) and Atlantic Canadians (32%) are more likely to indicate that they will definitely visit a national historic site in the next two years than are other Canadians (average of 26%).

Likelihood of visiting national historic site in next two years

March 2009 % Definitely By region



As was the case for national parks, Canadians 60 and older are the least likely to report future likelihood of visiting a national historic site. Conversely, future intention is higher among the better-educated, with three in ten among those with more than a high school education (30%) indicating they will definitely visit a national historic site in the next two years, versus only 22 percent among those with high school graduation or less. As was the case for national parks, past visits are a good predictor of future visits, with 55 percent of those who have visited a national historic site since 2006 indicating that they will definitely visit one in the next two years. It is

interesting to note that, although those who visited a national park since 2006 are somewhat more likely than the average Canadian to report they will definitely visit a national historic site in the next two years, the effect is not particularly strong.

There is no difference between immigrants and native-born Canadians in terms of future intention to visit a national historic site, but there is a difference by period of immigration. As was the case for national parks, intention to visit a national historic site rises as time in Canada decreases, with those who arrived in Canada after 1999 twice as likely to indicate that they will definitely visit a national historic site in the next two years (41%) as those who arrived prior to 1970 (21%). As was noted for national parks, this difference is *not* related to region of origin.

National historic sites that are personal favourites

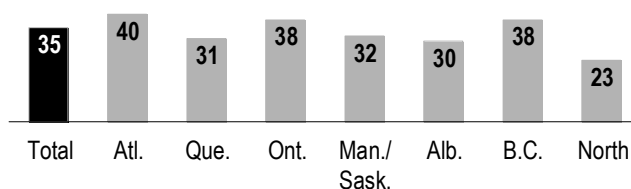
Just over one-third of Canadians have a national historic site that is a special favourite for them, although fewer than four in ten among this group name an actual national historic site. The historical significance of the site is most often cited as the reason.

The 2009 National Survey of Canadians asked all respondents (regardless of whether they had ever visited a national historic site) if they had a national historic site that they considered a “special favourite” (“because of experiences you have had or other connections that are meaningful to you.”)

Canadians are much less likely to indicate that they have a special favourite national historic site than a national park. Overall, just over one-third of Canadians (35%) indicate they have a national historic site that is a special favourite to them. The pattern of responses by region is fairly similar to that seen for past visits to national historic sites: Atlantic Canadians (40%), Ontarians (38%) and British Columbians (38%) are most likely to indicate that they have a special favourite national historic site (the average in other regions is 29%).

Name national historic site as a special favourite

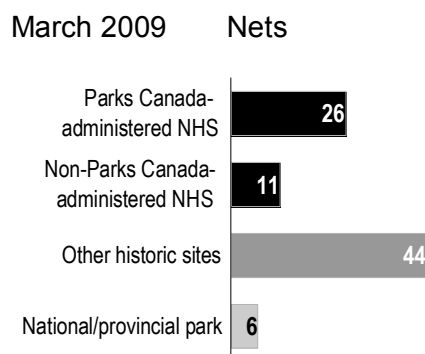
March 2009 By region



As was the case with national parks, the likelihood of having a special favourite national historic site rises with age (reaching 43 percent among those 60 and older) and income (reaching 39 percent among those who have graduated university). Immigrants are no more or less likely than native-born Canadians to have a special favourite national historic site; however, the immigrants who came to Canada prior to 1970 are more likely to have a special favourite national historic site (46%) than are those who came after this time (30%). It is not surprising to note that those who have actually visited a national historic site in 2007 or later are significantly more likely to have a site that is a special favourite (53%), although one-third (32%) of those who have *not* visited an actual national park or Parks Canada-administered national historic site in the past three years still indicate they have a special favourite national historic site.

Respondents who indicated that they had a special favourite national historic site were asked the name of that site. As was the case for national parks, the majority of the places named were not, in fact, national historic sites. Overall, less than four in ten among those who indicate that they have a special favourite national historic site named a Parks Canada-administered site (26%) or a national historic site administered by another organization (11%). Thus, only one in ten Canadians (9%) name a Parks Canada-administered national historic site as a special favourite to them. More than four in ten (44%) names other types of historic sites, while six percent named national or provincial parks. More than one in ten (13%) were unable to give the name of their special favourite site.

Name of favourite national historic site



As was the case for last national historic site visited, the Fortress of Louisbourg (7%) was the most frequently-mentioned site administered by Parks Canada, followed by Fort Henry (4%). Among national historic sites administered by other organizations, the Parliament Buildings (6%) were most frequently mentioned. The Plains of Abraham (7%) and the Old Port of Quebec (4%) were most frequently mentioned among the non-national historic sites named. As was the case for national parks, Canadians tend to name as a special favourite national historic site one that is

located in their region. The Fortress of Louisbourg is the NHS that has the broadest appeal, with at least three percent in all regions except BC and the North mentioning this site as a special favourite.

When those who have a special favourite national historic site are asked what makes that particular site special to them, most (45%) mention the historical significance of the site. The educational nature of the site is mentioned by just over one in ten (12%), as is the aesthetic beauty of the site (11%). More personal connections are also mentioned, but in smaller proportions: 10 percent cite fond memories, while six percent cite past visits with family or friends.

Reason national historic site is special

March 2009

	CANADA
Historical significance/importance/qualities	45
Educational/informative/interesting	12
Aesthetics/beauty/unique	11
Fond memories/I grew up there	10
Accurate/realistic depiction/well-preserved	9
Natural environment preserved/scenery	8
Traveling with family/friends	6
Location/accessible	6
Related to someone involved/ancestry	5
Visited often	3
Other	12
None/nothing	*
DK/NA	4

* Less than 0.5 percent

Subsample: Those who indicated they have a favourite historic site (n=1,452)

National marine conservation area awareness and visitation

Fewer than one in twenty Canadians can name a national marine conservation area. Less than two percent of Canadians report having ever visited one of the three national marine conservation areas in existence.

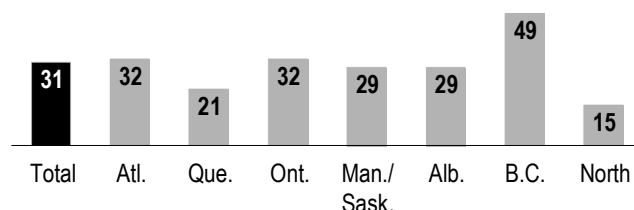
Parks Canada has established three national marine conservation areas (Fathom Five National Marine Park of Canada and Lake Superior National Marine Conservation Area of Canada, both in Ontario, and Saguenay-St. Lawrence Marine Park, in Quebec). National marine conservation

areas are the most recent addition to Parks Canada’s network of protected places, having been established under the National Marine Conservation Areas Act (2002). Given the short period of time that these areas have been established, the 2009 National Survey only assessed awareness of these areas and whether respondents had ever visited one.

Awareness. Not surprisingly, awareness of national marine conservation areas is much lower than of national parks or national historic sites. Overall, about three in ten Canadians (31%) report having heard of Canada’s national marine conservation areas. Awareness is markedly higher in British Columbia (49%) than in any other region. Awareness is lowest in the North (15%) and in Quebec (21%), while awareness in Ontario (site of two of the three national marine conservation areas in Canada) stands at 32 percent. Thus, awareness of national marine conservation areas is no higher (and is sometimes lower) in regions where these areas are located. This likely reflects the fact that national marine conservation areas are new and have not been heavily promoted. The high awareness in British Columbia probably reflects confusion with other marine parks or areas.

Aware of national marine conservation areas

March 2009 By region



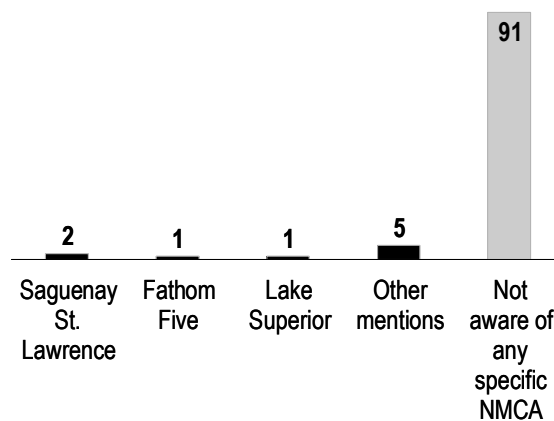
Reported awareness of national marine conservation areas increases with age and education level. Although there is no difference in awareness between native-born Canadians and immigrants to this country, awareness among immigrants rises as time lived in Canada increases. Finally, those aware of Parks Canada (34%), those who have visited a national park or national historic site in 2007 or more recently (39%) and those who have a national park or national historic site that is a special favourite for them (42%) are all more likely to be aware of national marine conservation areas than the average Canadian.

Those respondents to the 2009 National Survey who reported having heard of national marine conservation areas were told that there are three such areas in Canada and were asked if they could name any of them. Few were able to do so, suggesting that many who claim to be aware of these areas are, in fact, thinking of another type of park or area. In total, only one in ten (9%) of those who had heard of national marine conservation areas (or 3% of all Canadians) could name at least one national marine conservation area unprompted. Most are either unable to name any

area (91% of Canadians) or name some other type of park or marine area (five percent of all Canadians). The most frequently-mentioned national marine conservation area is Saguenay-St. Lawrence, named by eight percent of those aware of such areas (or two percent of all Canadians). The other two national marine conservation areas were each named by about one percent of all Canadians. British Columbians, who (as mentioned earlier) are much more likely than other Canadians to report awareness of national marine conservation areas, are *less* likely than the average Canadian to be able to correctly name such an area. This supports the conclusion that the high awareness of national marine conservation areas in British Columbia reflects confusion with other marine parks or areas.

Recall of national marine conservation areas

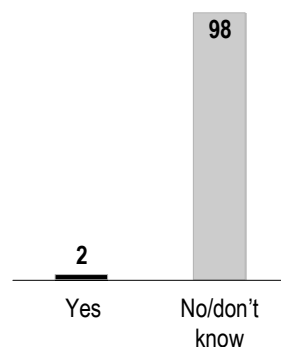
March 2009



Visitation. Those respondents to the 2009 National Survey of Canadians who reported awareness of national marine conservation areas *and* who could name one or more of the three such areas that currently exist were asked if they had ever visited one of these areas. Six in ten (60%) report that they have visited one or more of these areas in the past. This amounts to less than two percent of all Canadians.

Ever visited a national marine conservation area

March 2009



PARKS CANADA COMMUNICATIONS

Program Activity 3 (Public Appreciation and Understanding) of Parks Canada's Program Activity Architecture aims to reach Canadians and increase their understanding, appreciation, support and engagement towards natural and historic heritage. As noted in the agency's Corporate Plan (2008/09 – 2012/13), Parks Canada intends to accomplish this goal by "collaborating with audiences and strategic partners within formal, informal and non-formal learning contexts." Parks Canada will use a diversity of carefully targeted outreach education approaches, such as the Parks Canada Web site, broadcasting and new media, integration into urban venues and introduction of content into school curricula to help build a "connection to place" that it considers essential to achieving its mandate.

The 2009 National Survey of Canadians assessed the effectiveness of Parks Canada's recent (past-year) communications efforts, as well as assessing interest in learning more about Canada's national parks and national historic sites and the perceived utility of different methods of informing Canadians about Parks Canada and its programs and services.

Amount heard about Parks Canada and its places (past year)

About half of Canadians report having heard, read or seen a lot or something about Parks Canada or national parks in the past year. Fewer recall having heard anything about national historic sites. Likelihood of hearing something about parks and sites has declined since 2005.

Respondents to the 2009 National Survey of Canadians were asked how much they had heard, read or seen about each of Parks Canada, national parks and national historic sites in the past year. These questions were asked in the 2005 Canadian Perceptions of Parks Canada survey, as well as the 2002 National Poll.

Canadians are somewhat less likely to report having seen or heard anything on the subject of Parks Canada or its places, relative to 2005. Overall, just under half of Canadians report having heard (or read or seen) a lot (15%) or some (32%) regarding Parks Canada over the past year, while a small majority of Canadians report having heard only a little (36%) or nothing at all (17%). Results are similar in terms of the amount heard on the subject of national parks: about half report having heard a lot (14%) or some (35%). Canadians are least likely to report having heard about national historic sites: only four in ten report having heard a lot (10%) or some (30%) on this subject, with one in four (39%) having heard only a little and one in five (21%) nothing at all.

Recall hearing about Parks Canada in past year

2005-2009

March 2009



The proportion of Canadians who report having heard some or a lot about Parks Canada has remained fairly stable since the 2005 survey, while the proportion having heard some or a lot about national parks and national historic sites has declined.

There are relatively few subgroups differences in the amount heard about Parks Canada or its places. Albertans are more likely than other Canadians to recall having heard some or a lot about Parks Canada and national parks (but not national historic sites). Women are somewhat more likely than men to report hearing some or a lot about Parks Canada, as well as both parks and sites. Not surprisingly, those who are aware of Parks Canada, who have visited a park or site since 2006 or who have a special favourite park or site are more likely to report hearing a lot about Parks Canada and its parks and sites in the past year.

Sources and types of information about national parks and national historic sites recalled

About half of Canadians who recall seeing or hearing anything about national parks or national historic sites in the past year saw this information on television. Tourism-related information and information on environmental protection efforts are most commonly recalled.

Those who recalled hearing, reading or seeing at least some information regarding national parks or national historic sites were asked where they heard or saw the information they recalled and the subjects or topics regarding national parks or sites they recalled hearing about.

Source of information. Traditional media dominate the sources mentioned. About half (48%) saw the information in a television program or documentary. Other commonly-mentioned sources included newspaper articles or ads (27%) and magazine articles or ads (20%).

Source of information regarding national parks/historic sites

March 2009

	CANADA	Atl.	QC	ON	MB/SK	AB	BC	North
TV program/documentary	48	60	41	49	50	52	49	32
Newspaper article/advertisement	27	21	26	27	17	30	31	35
Magazine article/advertisement	20	16	20	20	19	19	24	8
From friends/family members	9	6	11	7	7	9	10	2
Internet/Google (unspecified)	7	6	4	9	9	3	9	1
Parks Canada website	7	4	14	4	3	5	5	9
On site at location (various)	5	3	2	5	9	9	8	1
Pamphlets/brochures	5	7	4	6	17	*	5	2
Radio	5	5	3	7	3	5	4	14
Parks Canada newsletter	3	2	9	1	1	1	*	-
Tourism office/information centre (various)	3	5	2	3	4	4	2	-
Other website	5	4	3	5	8	6	6	13
Other	15	15	10	17	11	14	16	40
DK/NA	7	5	6	8	5	9	6	11

* Less than 0.5 percent

Subsample: Those who heard "some" or "a lot" about national parks or national historic sites in the last year (n=2,190)

The Internet was also mentioned, with seven percent specifically referring to the Parks Canada website and a similar proportion mentioning the Internet in a more general manner. Just under one in ten (9%) mentioned hearing about national parks or national historic sites from family or friends.

There are a number of regional variations in Canadians' sources of information about national parks and national historic sites. Atlantic Canadians are among the most likely to recall seeing information on television (60%), while Quebecers are more likely than the average Canadian to mention Parks Canada-specific sources, such as the Parks Canada website (14%) or Parks Canada newsletters (9%, versus 1% in other regions). Those living in Manitoba and Saskatchewan are

particularly likely to mention pamphlets or brochures (17%, versus 5% in other regions). Canadians living in the North are among those most likely to mention radio (14%, versus 5% in other regions) and posters or billboards (19%, versus 2% in other regions).

Age also has an effect on reported source of information. Older Canadians (60 and over) are relatively more likely to mention newspapers and magazines, while younger Canadians (under the age of 30) are relatively more likely to mention the Internet (but *not* the Parks Canada website).

Type of information. More than one-third of Canadians who recall seeing or hearing something about national parks or national historic sites in the past year (37%) cannot recall what specifically they saw or heard. Among those who can recall the subject of the information they heard or saw, no one type of information dominates. Just over one in ten recall travel or tourism-related information about visiting parks or sites (14%) or information about efforts to protect the environment (11%).

Type of information recalled regarding national parks/historic sites

March 2009

	CANADA
Travel, tourism or visitation related	14
Efforts to protect the environment	11
Educational efforts about history/historic sites	8
Wildlife concerns	7
Educational efforts about natural environments/parks	5
Recreational activities/development (various)	4
Creation of new parks (e.g. in Nunavut or Labrador)	3
Funding issues/budget	3
Environmental restoration efforts in national parks	3
Other	31
DK/NA	37

Subsample: Those who heard “some” or “a lot” about national parks or national historic sites in the last year (n=2,190)

Others recalled information of an educational nature, either related to history and historic sites (8%) or the natural environment or parks (5%). Seven percent recall information related to wildlife concerns.

There are relatively few noteworthy subgroup differences in the types of information recalled. Regionally, Quebecers are particularly likely to recall information related to efforts to protect the environment (19%), while Albertans are particularly likely to mention wildlife concerns (21%).

Interest in learning more about national parks or national historic sites

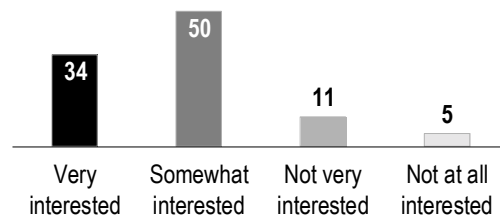
More than eight in ten Canadians express interest in learning more about national parks and/or national historic sites. Information about the number and locations of sites, their historical/cultural significance and their educational features/activities are of greatest interest.

In order to help Parks Canada better understand Canadians’ future information needs regarding national parks and national historic sites, the 2009 National Survey of Canadians assessed Canadians’ interest in learning more about these places, as well as the specific types of information desired and how best to communicate that information.

Interest in additional information. Canadians generally have a high level of interest in additional information regarding national parks or historic sites: the vast majority of Canadians are very (34%) or somewhat (50%) interested in learning more about national parks and/or national historic sites, with only one in twenty (5%) not at all interested in learning more.

Interest in learning more about national parks or national historic sites

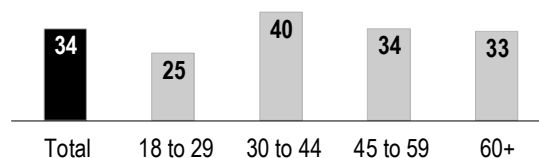
March 2009



There are few noteworthy regional differences in interest in learning more about national parks or national historic sites, with the exception of a somewhat lower level of interest in Quebec (where one in four are not very or not at all interested). Interest is higher among women (37% very interested) than men (30%) and increases with education level. There is also a strong difference by age, with interest strongest among those 30-44 years of age (40% very interested) and weakest among those under 30 (25% very interested).

Very interested in learning more about national parks or national historic sites

March 2009 By age



Those at least somewhat interested in learning more about national parks or national historic sites were asked what, specifically, they would be most interested in learning more about. Three general types of information are of the greatest interest. Fully one-quarter of those interested in learning more (25%) would like information on what sites are available and their locations. One in five (21%) are most interested in the historical or cultural significance of sites, while a similar proportion (18%) would like more information on the educational features or activities offered by sites.

Topics of greatest interest regarding national parks or national historic sites

March 2009

	CANADA
What sites are available/locations of sites	25
History/significance/importance/culture of sites	21
What activities/features/education do sites offer	18
Wildlife/ecology/geography of parks	13
Information regarding historic sites (various)	12
Information regarding national parks (general)	11
Preservation/maintenance/future goals	6
General information (unspecified)	5
Hiking/trails/camping/outdoors activity information	4
Proposals/development of new sites/process involved	2
Information regarding a specific historic sites/event/culture (various)	2
Information regarding a specific region/park (various)	2
Other	5
None/nothing	1
DK/NA	8

Subsample: Those who are very interested or somewhat interested in learning more about national parks or national historic sites (n=3,204)

Preferred ways of learning more about national parks/historic sites

Those interested in additional information about national parks and/or national historic sites would prefer to receive this information through television programs or documentaries or through the Parks Canada website.

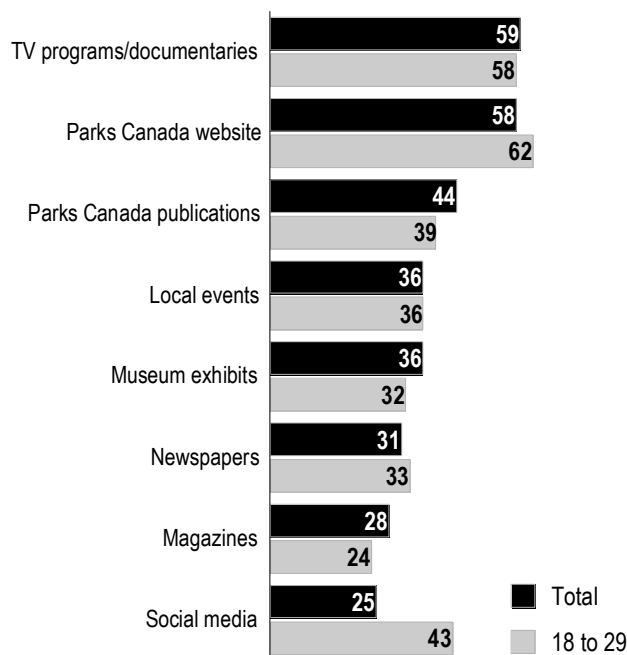
In addition to assessing interest in additional information regarding national parks and national historic sites, respondents to the 2009 National Survey of Canadians who had at least some

interest in learning more about national parks or national historic sites were also asked to assess the perceived utility of a number of different communications channels. The purpose was to provide more specific guidance to Parks Canada as to how best to reach Canadians with the information they need regarding parks and sites. In total, eight different communications channels were assessed.

With one exception, all channels assessed were seen as at least somewhat useful by three-quarters or more of Canadians. (The exception was social media Internet sources such as YouTube and Facebook – only half of those interested in more information feel that this channel would be useful to them.) The most useful channels were television programs or documentaries and the Parks Canada website, with six in ten believing each of these channels would be very useful for them.

Very useful way to receive information from Parks Canada

March 2009 By age



Age has a marked effect on the rankings of most useful channels. Among Canadians in general, social media sources are seen as the least useful of the eight assessed. However, among those under the age of 30, social media sources rank behind only television programs or documentaries and the Parks Canada website in perceived utility. In addition, Canadians 60 and older are particularly likely to find TV programs or documentaries to be very useful (65%), as well as

museum exhibits (41%), magazines (38%) and newspapers (37%). Perceived utility of the Parks Canada website increases with education; however, social media sources are more likely to be seen as very useful among those with *less* than university graduation.

There are regional variations as well. Atlantic Canadians are most likely to feel that TV programs or documentaries would be very useful (69%). Canadians living in the North, on the other hand, are particularly likely to finding local community events to be very useful (62%), as well as museum exhibits (56%) and newspapers (46%).

CONCLUSIONS AND RECOMMENDATIONS

Based on the findings of the 2009 National Survey of Canadians, the following conclusions and recommendations are offered for consideration.

The vast majority of Canadians are aware of Parks Canada and awareness of the agency has increased since 2007. However, the public's understanding of Parks Canada's various mandates remains limited. While most Canadians seem to know that it is Parks Canada's role to operate and maintain national parks, few are currently aware that Parks Canada is responsible for both *presenting* and *protecting* Canada's natural *and* cultural heritage, as well as fostering understanding and appreciation of this heritage. As well, most Canadians see the agency's responsibilities in terms of national parks only and are much less likely to associate it with national historic sites or national marine conservation areas. In addition, while Canadians seem to understand that national parks and historic sites are created to protect these areas (and most endorse this as a federal responsibility), the public does not fully understand the *reason* these areas are designated (as significant examples of Canada's natural and cultural heritage), nor do they understand Parks Canada's role in helping Canadians *connect*, on a personal level, with these places.

This lack of understanding of Parks Canada's diverse mandate is further reflected when Canadians are asked how their tax dollars should best be used in relation to national parks and historic sites. Canadians are more likely to support the use of their tax dollars to maintain existing national parks and historic sites than they are to support tax funding to help Canadians learn about and appreciate these places.

These findings indicate that it is important for Parks Canada to intensify its efforts to inform Canadians about Parks Canada's diverse roles, beyond merely operating and maintaining national parks. Parks Canada could make efforts to inform Canadians that its responsibilities extend to national historic sites and marine conservation areas, and that the agency's focus is on both presenting and protecting Canada's natural and cultural heritage, as well as fostering Canadians' personal connection to this heritage. Notably, Parks Canada will need to explain to Canadians why it is important to expand the system of protected places.

Parks Canada is looking at partnering with the private sector as a way to further its efforts to meet its diverse mandates through partnerships with the private sector. The 2009 National Survey of Canadians reveals that, by and large, Canadians support these types of private-sector relationships in all areas of Parks Canada's mandate. However, caution is advised in moving forward with these partnerships. Although support is widespread, it is noticeably lower among those who

currently have the strongest personal connections to Parks Canada and its places. This underlines the importance of positioning these public/private relationships so as not to alienate or offend the many “fans” of these places that currently exist.

The vast majority of Canadians have enjoyed national parks and/or national historic sites at some point in their lives. Many, however, have not visited these places recently; for a variety of reasons, including increased competition from other forms of recreation, shifting lifestyles and economic factors. In addition, there remains much confusion between Parks Canada-administered places and those managed by other organizations: Half or fewer who indicate having visited a national park or site actually name a Parks Canada-administered site as the one visited. Parks Canada must make efforts to raise awareness among Canadians and its association with the places it administers. This is particularly true of national marine conservation areas which, because they are so new, are the least well-known aspect of Parks Canada’s system of protected places.

Many Canadians report a personal connection to national parks and historic sites that extends beyond their visits. These Canadians feel that these places have a special significance to them, usually because of their great beauty (national parks) or their historical significance (national historic sites). However, many Canadians again confuse Parks Canada-administered places with those managed by other bodies. In addition to the need to more clearly identify in the public mind which places are administered by Parks Canada, more work could be done to understand exactly what it is that makes a place have a special personal significance. This will help Parks Canada better define onsite and outreach messages and programs.

About half of Canadians have heard at least something about Parks Canada in the past year, and the vast majority are interested in receiving additional information about national parks and national historic sites. The names and locations of Parks Canada-administered places and why they are significant top the list of topics of interest. Although television programs/documentaries and the Parks Canada website are most likely to be seen as useful ways of receiving this information, a diversity of channels could be utilized. Also, the importance of social media sources such as YouTube and Facebook should be actively explored and utilized to capture the interest of younger Canadians.

The immigrant population was a key focus of the 2009 National Survey of Canadians. Although immigrants views were often no different than those of other Canadians, there were some differences that should be highlighted. Immigrants are less aware of Parks Canada and of the beaver logo and are somewhat (but not dramatically) less likely to have visited a national park

(but not a national historic site). Immigrants are more likely than native-born Canadians to cite a lack of time as a reason for not having visited a park or site.

SURVEY METHODOLOGY

The results of the survey are based on questions asked to 3,779 Canadians by telephone from March 2 to March 30, 2009. The margin of error for a sample of 3,779 is +/- 1.6 percentage points, 19 times in 20. The margin of error is greater for results pertaining to subgroups of the total sample.

Questionnaire design

Initial design. The questionnaire used for this study was developed by Environics in consultation with Parks Canada. The questionnaire was based in the instrument used in the 2005 Canadian Perceptions of Parks Canada survey, but was extensively revised and updated with new material.

Cognitive interview testing. Cognitive interviews were employed to pre-test a draft of the survey questionnaire. A series of cognitive interviews was conducted over the period February 18 and 19, 2009, to test this draft. In total, 12 cognitive interviews were conducted, 6 in English and 6 in French (assessing the French version of the draft questionnaire). Interviews ranged from 45 minutes to one hour in length. The cognitive interview guide used is shown in Appendix A, while the cognitive interview findings are shown in Appendix B.

Telephone pre-test. After revision of the questionnaire following the cognitive interview process, the final questionnaire was pre-tested by telephone among 18 respondents. Following this pre-test, revisions were made to shorten the questionnaire: some questions were cut while some were asked to a split sample. This final questionnaire used for this study is shown in Appendix C.

Sample selection

The sample design for this study consisted of two major components: a **base sample** designed as a representative sample of 2,500 Canadians 18 years of age and over living in all areas of the country (including the North) and an **oversample** of 1,250 Canadians living in four key Census Metropolitan Areas (CMAs): Montreal, Toronto, Calgary and Vancouver. The oversample had a particular focus on immigrants to Canada: 400 immigrants were specifically targeted, along with 850 general population respondents among these CMAs.

The tables on the following page summarize the base sample and oversample designs:

Base Sampling Plan

Province/Census Metropolitan Area (CMA)	General Sample	Margin of sampling error *	Margin of sampling error (region)
Newfoundland & Labrador	80	± 11.0%	± 5.5%
Prince Edward Island	35	± 16.6%	
Nova Scotia	100	± 9.8%	
New Brunswick	100	± 9.8%	
Quebec (excluding Montreal CMA)	275	± 5.9%	± 4.3%
Montreal CMA	250	± 6.2%	
Ontario (excluding Toronto CMA)	400	± 4.9%	± 3.7%
Toronto CMA	300	± 5.7%	
Manitoba	150	± 8.0%	± 5.7%
Saskatchewan	150	± 8.0%	
Alberta	200	± 6.9%	± 6.9%
British Columbia (excl. Vancouver CMA)	145	± 8.1%	± 5.7%
Vancouver CMA	155	± 7.9%	
Yukon	55	± 13.2%	± 7.8%
Northwest Territories	55	± 13.2%	
Nunavut	50	± 13.9%	
TOTAL	2,500	± 1.9%	

* at the 95% confidence level

Oversample Plan

Group	Base	Oversample ¹	Total	Margin of error ²
Total sample	2,500	1,250	3,750	(+/- 1.6%)
Toronto CMA total - immigrants	(300) (135)	320 (265)	620 (400)	(+/- 3.9%) (+/- 4.9%)
Montreal CMA total - immigrants	(250) (50)	250 (100)	500 (150)	(+/- 4.4%) (+/- 8.0%)
Vancouver CMA total - immigrants	(155) (60)	345 (180)	500 (240)	(+/- 4.4%) (+/- 6.3%)
Calgary CMA total - immigrants	(65) (15)	335 (85)	400 (100)	(+/- 4.9%) (+/- 9.8%)

¹ Oversample of 850 genpop (Toronto – 95; Montreal – 180; Vancouver – 265; Calgary – 310), plus 400 first-generation immigrants distributed over the four CMAs according to population

² Margin of sampling error at the 95% confidence level

Survey administration

Fieldwork was conducted at Environics' central facilities in Toronto and Montreal. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer's work was unobtrusively monitored for quality control in accordance with the standards set out by the Marketing Research and Intelligence Association (MRIA). Numerous calls were made to each listing before classifying it as a "no answer." The average length of time to complete a survey interview was 23 minutes.

Completion results

The final sample for this survey consisted of 3,779 interviews completed among a representative sample of Canadian adults. The effective response rate for the survey is **nine** percent.⁴ This is calculated as the number of responding individuals (completed interviews plus those disqualified because of quotas being filled) (4,658), divided by unresolved numbers (e.g., busy, no answer) (15,391) plus non-responding individuals (e.g., refusals, language barrier, missed callbacks) (33,139) plus responding individuals (4,658) $[R/(U+IS+R)]$. The disposition of all contacts is presented in the table below.

⁴ This response rate calculation is based on a formula developed by MRIA in consultation with the Government of Canada (Public Works and Government Services).

Completion results

	N
Total sample dialed	64,890
UNRESOLVED NUMBERS (U)	15,391
Busy	227
No answer	5,324
Voicemail	9,840
RESOLVED NUMBERS <i>(Total minus Unresolved)</i>	49,499
OUT OF SCOPE <i>(Invalid/non-eligible)</i>	11,684
Non-residential	899
Not-in-service	9,594
Fax/modem	1,191
IN SCOPE NON-RESPONDING (IS)	33,139
Refusals – household	22,309
Refusals – respondent	4,091
Language barrier	1,934
Callback missed/respondent not available	4,615
Break-offs (interview not completed)	190
IN SCOPE RESPONDING (R)	4,658
Disqualified	0
Quota filled	879
Completed	3,779
RESPONSE RATE $[R / (U + IS + R)]$	9%

FINAL SURVEY QUESTIONNAIRE

PARKS CANADA
2009 National Survey of Canadians
FINAL Questionnaire

(Numbers in parentheses after each question statement refer to Draft **(5)** numbering)

Introduction

Good morning/afternoon/evening. My name is _____ and I am calling from Environics Research Group, a public opinion research company. We are conducting a study to find out what people think about some important issues facing Canada's natural environment and historical places. Please be assured that we are not selling or soliciting anything. This survey is registered with the national survey registration system.

IF ASKED: The survey will take about 20 minutes to complete

IF ASKED: I can tell you at the end who sponsored this survey

IF ASKED: The registration system has been created by the Canadian survey research industry to allow the public to verify that a survey is legitimate, get information about the survey industry or register a complaint. The registration systems toll-free telephone number is 1-800-554-9996.

We choose telephone numbers at random and then select one person from each household to be interviewed. To do this, we would like to speak to the person in your household, 18 years of age or older, who has had the most recent birthday. Would that be you?

IF PERSON SELECTED IS NOT AVAILABLE, ARRANGE FOR CALL-BACK

IF PERSON SELECTED IS NOT AVAILABLE OVER INTERVIEW PERIOD, ASK FOR PERSON WITH NEXT MOST RECENT BIRTHDAY

ASK: Would you prefer to be interviewed in English or French?

A. Importance of Canada's Natural and Cultural Resources

I'd like to start out with a few questions about Canada's natural resources and historic places. . . .

SPLIT SAMPLE ON QUESTIONS 2 / 4

2. Please tell me how much responsibility each of the following should have for the protection of natural areas and wilderness: a lot, some, a little, or none? (A2) [\[2005/Q.2B\]](#) READ AND ROTATE

- a. The federal government
- b. Your [provincial/territorial] government
- c. Private industry
- d. Local communities
- e. Not for profit environment and wildlife conservation groups
- f. Individual Canadians

01 – A lot

02 – Some

03 – A little

04 – None

VOLUNTEERED

05 – Depends

99 – DK/NA

4. Please tell me how much responsibility each of the following should have for the conservation of the country's historic places: A lot, some, a little, or none? (A4) [\[2005/Q.4C\]](#)

READ AND ROTATE

- a. The federal government
- b. Your [provincial/territorial] government
- c. Private industry
- d. Local communities
- e. Not for profit heritage conservation groups.
- f. Individual Canadians

01 – A lot

02 – Some

03 – A little

04 – None

VOLUNTEERED

05 – Depends

99 – DK/NA

B. Awareness of Parks Canada, National Parks and National Historic Sites

Moving on to another topic . . .

5. Have you ever heard of Parks Canada, which is a federal government agency? (B1) [\[2007 Branding/Q.6-modified\]](#)

01 – Yes, had heard of
02 – No, had not heard of SKIP TO Q8
99 – Don't know/No answer SKIP TO Q8

6. To the best of your knowledge, what does Parks Canada do? (B2) [\[2005/Q.11A\]](#)
DO NOT READ – CODE UP TO THREE RESPONSES; PROBE: Anything else?

01 – Operates/maintains parks
02 – Protects parks
03 – Establishes/designates new parks
04 – Protects natural environment
05 – Provides opportunities to learn about natural environment
06 – Operates historic sites
07 – Establishes/designates new historic sites
08 – Protects cultural heritage/Canadian history/places
09 – Provides opportunities to learn about cultural heritage / Canadian history
10 – Offers recreation opportunities (camping etc)
11 – Establishes/designates national marine conservation areas
12 – Restores natural environments
13 – Restores historic places
14 - Plaques
15 – Never heard of Parks Canada
98 – Other (SPECIFY _____)
99 – Don't know/No answer

7. What is the symbol or corporate logo of Parks Canada? (B3) [\[2005/Q.12A\]](#)
DO NOT READ – CODE ONE ONLY

01 – Beaver
02 – Maple leaf
03 – Other animal or fauna
04 – Other flora or plant
98 – Other (SPECIFY _____)
99 – Don't know/No answer

8. Which one of the following would you say is the most important reason why Canada's National Parks are created? (B5) [NEW]
READ AND ROTATE – CODE ONE ONLY

01 – To protect important examples of Canada's geography and ecology
02 – To protect natural and wilderness areas threatened by human development
03 – To stimulate local economic development and jobs
04 – To provide opportunities for recreation
VOLUNTEERED
05 – All of the above equally important
98 – Other (SPECIFY _____)
99 – Don't know/No answer

9. How much emphasis do you believe Parks Canada places on each of the following in how it currently manages the country's National Parks: a lot, some, a little or none? (B7) [NEW]
READ AND ROTATE

- a. Providing important examples of Canada's geography and ecology
- b. Providing opportunities for Canadians to discover and experience National Parks
- c. Ensuring these places are available for present and future generations

01 – A lot
02 – Some
03 – A little
04 – None
VOLUNTEERED
05 – Depends
99 – Don't know/No answer

10. And how much importance do you believe Parks Canada should place on each of these in terms of how it manages National Parks? Should [READ IN SAME SEQUENCE AS IN Q9] be very important, somewhat important, not very important? (B8) [NEW]

- a. Providing important examples of Canada's geography and ecology
- b. Providing opportunities for Canadians to discover and experience National Parks
- c. Ensuring these places are available for present and future generations

01 – Very important
02 – Somewhat important
03 – Not very important
VOLUNTEERED
04 – Depends
99 – Don't know/No answer

11. Which one of the following would you say is the most important reason why Canada's National Historic Sites are created? (B10) [NEW]
READ AND ROTATE – CODE ONE ONLY

01 – To honour important events, people and places in Canada's history
02 – To protect historical buildings, artifacts and places from damage and loss
03 – To stimulate local economic development and jobs
04 – To provide opportunities for recreation
VOLUNTEERED
05 – All of the above equally important
98 – Other (SPECIFY _____)
99 – Don't know/No answer

12. How much emphasis do you believe Parks Canada places on each of the following in terms of how it currently manages the country's National Historic Sites: a lot, some, a little or none? (B12) [NEW]
READ AND ROTATE

- a. Providing important examples of places, people and events in Canada's history
- b. Providing opportunities for Canadians to discover and experience National Historic Sites
- c. Ensuring these places are available for present and future generations

01 – A lot
02 – Some
03 – A little
04 – None
VOLUNTEERED
05 – Depends
99 – Don't know/No answer

13. And how much importance do you believe Parks Canada should place on each of these in terms of how it manages National Historic Sites? Should [READ IN SAME SEQUENCE AS IN Q12] be very important, somewhat important, or not very important? (B13) [NEW]

- a. Providing important examples of places, people and events in Canada's history
- b. Providing opportunities for Canadians to discover and experience National Historic Sites
- c. Ensuring these places are available for present and future generations

01 – Very important
02 – Somewhat important
03 – Not very important
VOLUNTEERED
04 – Depends
99 – Don't know/No answer

C. Funding and Support for Parks Canada

14. Please tell me whether you strongly support, somewhat support, somewhat oppose or strongly oppose the use of your tax dollars by the federal government for each of the following: (C1) [[Replaces items in 2005/Q.6A](#)]

READ AND ROTATE

- a. Create new National Parks
- b. Maintain existing National Parks
- c. Provide education programs related to National Parks
- d. Create opportunities for Canadians to enjoy and experience National Parks

SPLIT SAMPLE ON QUESTIONS a-d / e-h

- e. Create new National Historic Sites
- f. Maintain existing National Historic Sites
- g. Provide education programs related to National Historic Sites
- h. Create opportunities for Canadians to enjoy and experience National Historic Sites

01 – Strongly support
02 – Somewhat support
03 – Somewhat oppose
04 – Strongly oppose
VOLUNTEERED
05 – Depends
99 – DK/NA

15. Please tell me whether you support or oppose Parks Canada “partnering” with private sector companies in each of the following ways: (C2) [[NEW](#)]

READ IN SEQUENCE

- a. To support the protection of park ecosystems
- b. To support the protection of buildings and artifacts in historic sites
- c. To strengthen Canadians’ awareness of National Parks and National Historic Sites
- d. To enhance visitor services and activities
- e. To develop education programs
- f. To support special events connected to National Parks and National Historic Sites

01 – Support
02 – Oppose
VOLUNTEERED
03 – Depends (e.g. which companies)
99 – Don’t know/No answer

D. National Park Impressions and Visitation

Turning now to your own experiences in Canada's National Parks . . .

16. Have you ever visited a National Park? (D1) [2005/Q.13A]

- 01 – Yes
- 02 – No SKIP TO Q19
- 99 – DK/NA SKIP TO Q19

17. In what year did you last visit a National Park? (Enter year) (D2) [2005/Q.14A with years adjusted]
READ IN SEQUENCE – CODE ONE ONLY – PAUSE AFTER READING EACH RESPONSE

- 01 – 2009
- 02 – 2008
- 03 – 2007
- 04 – Before 2007
- VOLUNTEERED
- 99 – Cannot recall/NA

18. (IF VISITED IN 2009, 2008 OR 2007 IN Q17) What was the name of the last national park you visited? (D3)
SPECIFY – CODING TO BE DONE WITH LIST POST-FIELD

-
- 99 – Cannot recall
 - 96 – No answer

SKIP TO Q20

19. Why have you not visited National Parks [in the past/more recently]? (D5) [2007 BrandingQ.15 – modified]
DO NOT READ – CODE ALL THAT APPLY; PROBE: Anything else?

- 01 Not enough time
- 02 No/little interest
- 03 Too expensive/No money for such things
- 04 Too far away
- 05 Not aware of any
- 06 They are not very good/interesting
- 98 Other (SPECIFY: _____)
- 99 Don't know/No answer

20. How likely are you to visit a National Park somewhere in Canada in the next two years? Would you say you are definitely, likely, not very likely or not at all likely to do so? (D7) [NEW]

- 01 – Definitely
 - 02 – Likely
 - 03 – Not very likely
 - 04 – Not at all likely
 - VOLUNTEERED
 - 05 – Depends
 - 99 – Don't know/No answer
-

21. Thinking about how national parks might be important, please tell me your level of agreement with the following statements. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that: (D8) [2005/Q.19A – slight modification to opening sentence and [d] - selected statements plus new (e)]
READ AND ROTATE

- a. National parks are meant to be enjoyed by future generations as much as by people today [b]
- b. I would miss national parks a lot if they were gone [c]
- c. Every Canadian should visit a national park at least once in their lifetime [d]
- d. Knowing that national parks exist is important to me, even I never have the opportunity to visit them [rev.]
- e. National Parks are a source of pride for me as a Canadian [new]

- 01 – Strongly agree
- 02 – Somewhat agree
- 03 – Somewhat disagree
- 04 – Strongly disagree
- VOLUNTEERED
- 05 – Neither agree/disagree
- 99 – DK/NA

22. Are there any national parks that are your own special favourites, because of experiences you have had or other connections that are meaningful to you? (D9)

- 01 – Yes
 - 02 – No
 - 99 – Don’t know/No answer
- SKIP TO SECTION E
SKIP TO SECTION E

23. (IF YES TO Q22) What is the name of this National Park, and what makes it so special for you? (D10)
[NEW]

a. Name of Park
SPECIFY – IF RESPONDENT HAS MORE THAN ONE FAVOURITE PARK, ASK ABOUT THE MOST FAVOURITE ONE

99 – Don’t know/No answer

b. What makes it special for you?
SPECIFY

99 – Don’t know/No answer

E. National Historic Site Impressions and Visitation

I'd now like to ask about your experiences with National Historic Sites . . .

24. Have you ever visited a National Historic Site? (E1) [\[2005/Q.32A\]](#)

- 01 – Yes
- 02 – No SKIP TO Q27
- 99 – DK/NA SKIP TO Q27

25. In what year did you last visit a National Historic Site? (E2) [\[2005/Q.33A – original categories\]](#)
READ IN SEQUENCE – CODE ONE ONLY – PAUSE AFTER READING EACH RESPONSE

- 01 – 2009
- 02 – 2008
- 03 – 2007
- 04 – Before 2007
- VOLUNTEERED
- 99 – Cannot recall/NA

26. (IF VISITED IN 2009, 2008 OR 2007 IN Q25) What was the name of the last National Historic Site you visited? (E3) [\[2005/Q.35A\]](#)
SPECIFY – CODING TO BE DONE WITH LIST POST-FIELD

-
- 99 – Cannot recall
 - 96 – No answer

SKIP TO Q28

27. Why have you not visited National Historic Sites [in the past/more recently]? (E5) [\[2007 BrandingQ.14 – modified\]](#)

DO NOT READ – CODE ALL THAT APPLY; PROBE: Anything else?

- 01 Not enough time
- 02 No/little interest
- 03 Too expensive/No money for such things
- 04 Too far away
- 05 Not aware of any
- 06 They are not very good/interesting
- 98 Other (SPECIFY: _____)
- 99 Don't know/No answer

28. How likely are you to visit a National Historic Site somewhere in Canada in the next two years? Would you say you are definitely, likely, not very likely or not at all likely to do so? (E7) [\[NEW\]](#)

- 01 – Definitely
 - 02 – Likely
 - 03 – Not very likely
 - 04 – Not at all likely
 - VOLUNTEERED
 - 05 – Depends
 - 99 – Don't know/No answer
-

29. Thinking about how national historic sites might be important, please tell me your level of agreement with the following statements. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that: (E8) [\[2005/Q.38C – slight wording modification to opening sentence - selected statements plus two new\]](#)
READ AND ROTATE

- a. National Historic Sites are meant to be enjoyed by future generations as much as by people today [\[new\]](#)
- b. I would miss National Historic Sites a lot if they were gone [\[d\]](#)
- c. Every Canadian should visit a National Historic Site at least once in their lifetime [\[e\]](#)
- d. Knowing that National Historic Sites exist is important to me, even if I never have the opportunity to visit them [\[new\]](#)
- e. National Historic Sites are a source of pride for me as a Canadian [\[new\]](#)

01 – Strongly agree
02 – Somewhat agree
03 – Somewhat disagree
04 – Strongly disagree
VOLUNTEERED
05 – Neither agree/disagree
99 – DK/NA

30. Are there any National Historic Sites that are your own special favourites, because of experiences you have had or other connections that are meaningful to you? (E9)

01 – Yes
02 – No SKIP TO SECTION F
99 – Don't know/No answer SKIP TO SECTION F

31. (IF YES TO Q30) What is the name of this National Historic Site, and what makes it so special for you? (E10) [\[NEW\]](#)

a. Name of National Historic Site
SPECIFY – IF RESPONDENT HAS MORE THAN ONE FAVOURITE SITE, ASK ABOUT THE MOST FAVOURITE ONE

99 – Don't know/No answer

b. What makes it special for you?
SPECIFY

99 – Don't know/No answer

F. Information Sources

32. Before today, how much have you heard, read, or seen about the following in the last year: a lot, some, a little, nothing? (F1) [\[2005/Q.9A – modified question wording\]](#)
KEEP a. FIRST; READ AND ROTATE b. and c. - REPEAT SCALE AS REQUIRED

- a. Parks Canada
- b. National Parks of Canada
- c. National Historic Sites of Canada

01 – A lot
02 – Some
03 – A little
04 – Nothing
VOLUNTEERED
99 – DK/NA

33. (ASK IF CODE A LOT/SOME IN Q32b OR c, - OTHERS GO TO Q35) Where specifically do you recall hearing or seeing something about National Parks or National Historic Sites? (F2) [\[NEW\]](#)
DO NOT READ – CODE ALL THAT APPLY; PROBE: Anywhere else?

01 – Parks Canada website
02 – Parks Canada newsletter
03 – Magazine article/advertisement
04 – Newspaper article/advertisement
05 – TV program/documentary
06 – From friends/family members
07 – Other website (SPECIFY _____)
98 – Other (SPECIFY _____)
99 – Don't know/No answer

34. And can you tell me what subjects or topics concerning National Parks or National Historic Sites you recall hearing, reading or seeing something about? (F3) [\[2005/Q.10A – modified\]](#)
DO NOT READ – CODE UP TO THREE RESPONSES

01 – Research done by Parks Canada
02 – Efforts to protect the environment
03 – Efforts to protect Canadian historic places/buildings
04 – Educational efforts about natural environments/parks
05 – Educational efforts about history/historic sites
06 – Regular reports issued by Parks Canada
07 – A strike by Parks Canada workers
08 – Creation of new parks (e.g. in Nunavut or Labrador)
09 – Creation of new historic sites
10 – Creation of new marine conservation areas
11 – State/Condition of national parks/national historic sites
12 – Public safety/accidents
13 – Canal-related issues
14 – Specific mention of Parks Canada issues in newspaper articles
15 – Fires in national parks
16 – Environmental restoration efforts in national parks
17 – Fee increases
18 – Avalanches
19 – Travel, tourism or visitation related
20 - Job opportunities
98 – Other (SPECIFY _____)
99 – Don't know/No answer

35. How interested would you be in learning more about Canada's National Parks or National Historic Sites? Would you be very, somewhat, not very or not at all interested? (F4) [NEW]

- 01 – Very interested
- 02 – Somewhat interested
- 03 – Not very interested SKIP TO SECTION G
- 04 – Not at all interested SKIP TO SECTION G
- VOLUNTEERED
- 99 – Don't know/No answer SKIP TO SECTION G

36. (IF VERY/SOMEWHAT INTERESTED IN Q35) What specifically would you be most interested in learning more about? (F5) [NEW]
SPECIFY

99 – Don't know/No answer

37. (IF VERY/SOMEWHAT INTERESTED IN Q35) Would you find each of the following to be very, somewhat, not very or not at all useful as a way to find information or learn more about Parks Canada programs and services? (F6) [NEW]
READ AND ROTATE

- a. The Parks Canada website
- b. Parks Canada publications, such as brochures or travel planners
- c. Magazines
- d. Newspapers
- e. TV programs and documentaries
- f. Local events in your community, such as fairs and festivals
- g. Museum exhibits
- h. Social media sources, such as YouTube and Facebook

- 01 – Very useful
 - 02 – Somewhat useful
 - 03 – Not very useful
 - 04 – Not at all useful
 - VOLUNTEERED
 - 05 - Depends
 - 99 – Don't know/No answer
-

G. National Marine Conservation Areas

Moving now to Canada's National Marine Conservation Areas

38. Have you ever heard of Canada's National Marine Conservation Areas? (G1) [\[NEW\]](#)

- 01 – Yes, have heard of
- 02 – No, have not heard of SKIP TO SECTION H
- 99 – Don't know/No answer SKIP TO SECTION H

39. There are three National Marine Conservation Areas in Canada. Can you name any of them? (G2) [\[NEW\]](#)
DO NOT READ

- 01 – Saguenay St. Lawrence
- 02 – Fathom Five
- 03 – Lake Superior
- 98 – Other (SPECIFY _____) SKIP TO SECTION H
- 99 – No/Don't know/No answer SKIP TO SECTION H

40. Have you ever visited a National Marine Conservation Area? (G3) [\[2005/Q.32A\]](#)

- 01 – Yes
 - 02 – No
 - 99 – DK/NA
-

H. Respondent Profile

To finish up, I would like to ask you a few questions about you and your household for statistical purposes only. Please be assured that your answers will remain completely confidential.

43. What is the highest level of education that you have reached? (K1) [2005/Q.47]
DO NOT READ – CODE ONE ONLY

01 – Some elementary
02 – Completed elementary
03 – Some high school
04 – Completed high school
05 – Community college/ vocational/ trade school/ commercial/ CEGEP
06 – Some university
07 – Completed university
08 – Post-graduate university/professional school
99 – NA/REFUSE

44. In what year were you born? (K2) [2005/Q.48]

99 – NA/REFUSE

45. Were you born in Canada or in another country? (K3) [2005/Q.49 - modified]
DO NOT READ – CODE ONE ONLY

01 – Canada
02 – Another country
99 – NA/REFUSE

- 45a. (IF “ANOTHER COUNTRY” IN Q45) In what country were you born? (NEW) [NEW]

99 – NA/REFUSE

46. (IF “ANOTHER COUNTRY” IN Q45) And what year did you come to live in Canada? (NEW) [NEW]

99 – NA/REFUSE

47. And were your parents born in Canada or in another country? (K4) [2005/Q.50 - modified]
DO NOT READ – CLARIFY FOR BOTH PARENTS

01 – Both parents in Canada
02 – One parent in Canada/one in another country
03 – Both parents in another country
99 – NA/REFUSE

IF RESPONDENT BORN IN ANOTHER COUNTRY (Q45=02), SKIP TO Q48

47a. (IF ONE OR BOTH PARENTS BORN IN ANOTHER COUNTRY IN Q47) In what country [was that parent/were your parents] born? MAY BE NECESSARY TO CODE TWO COUNTRIES (NEW) [NEW]

99 – NA/REFUSE

48. What language do you most frequently speak in your household? (K6) [2005/Q.52 - modified]
DO NOT READ – CODE MORE THAN ONE IF VOLUNTEERED

01 – English
02 – French
98 – Other (DO NOT CODE)
99 – NA/REFUSE

49. Do you have any children under 16 years of age living at home? (K5) [2005/Q.51]

01 – Yes
02 – No
99 – NA/REFUSE

50. For statistical purposes only, we need information about your gross household income. Please tell me which of the following categories applies to your total household income for the year 2008? (K7) [2005/Q.51]
READ – STOP AS SOON AS CODE SELECTED - CODE ONE ONLY

01 – Less than \$40,000
02 – \$40,000 to \$75,000
03 – \$75,000 to \$100,000
04 – More than \$100,000
VOLUNTEERED
99 – Don' t know/REFUSED

51. And to better understand how results vary by region, may I have your 6-digit postal code? (K8) [2005/Q.54]

99 - DK/NA

This completes the survey. In case my supervisor would like to verify that I conducted this interview, may I have your first name? First Name: _____

Thank you very much for your time and assistance. This survey was conducted on behalf of Parks Canada, and is registered under the Federal Access to Information Act.

RECORD

52. Province/Territory (K9)

- 01 - British Columbia
- 02 - Alberta
- 03 - Saskatchewan
- 04 - Manitoba
- 05 - Ontario
- 06 - Quebec
- 07 - Newfoundland and Labrador
- 08 - Nova Scotia
- 09 - New Brunswick
- 10 - Prince Edward Island
- 11 - Nunavut
- 12 - Northwest Territories
- 13 - Yukon

53. Additional Over-samples (K10)

CODE IF APPLICABLE

TO BE DETERMINED BASED ON SAMPLE DESIGN

54. Community size (K11)

- 01 - 1 million plus
- 02 - 100,000 to 1 million
- 03 - 25,000 to 100,000
- 04 - 10,000 to 25,000
- 05 - 5,000 to 10,000
- 06 - Less than 5,000

55. Gender (K12)

- 01 - Male
- 02 - Female

56. Language of interview (K13)

- 01 - English
 - 02 - French
-