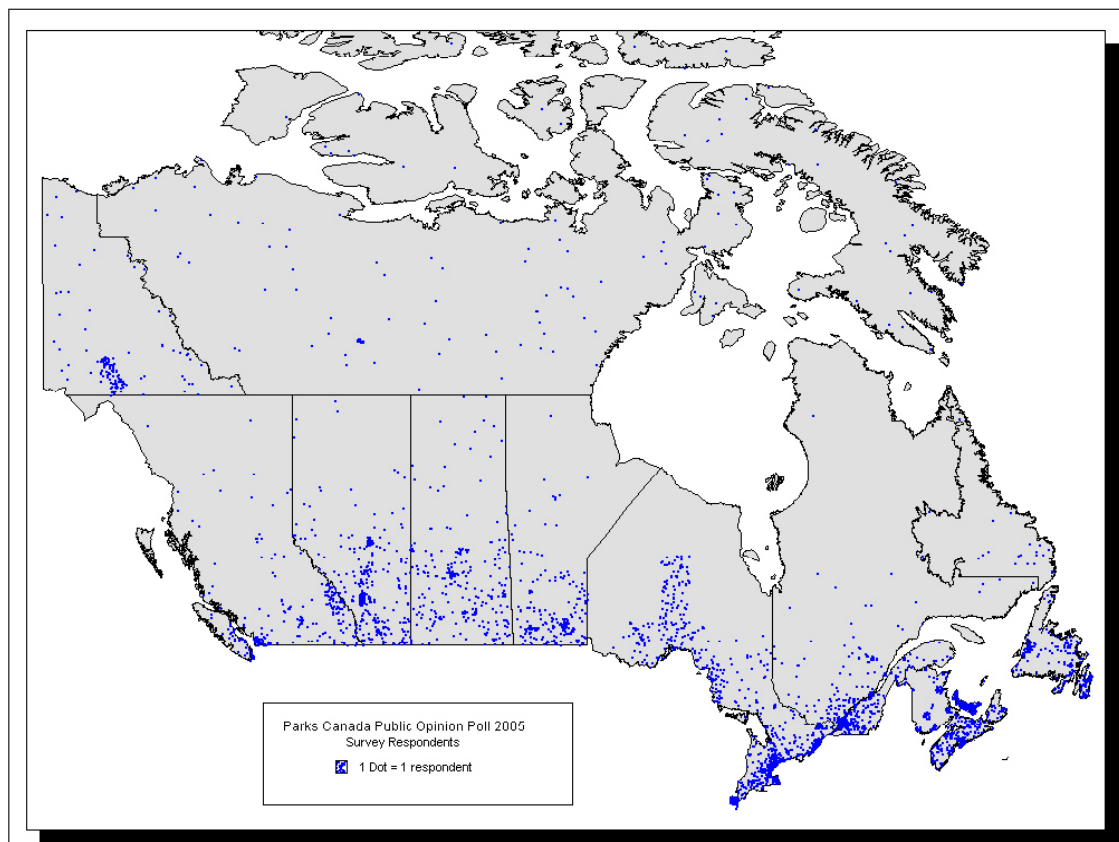




CANADIAN PERCEPTIONS OF PARKS CANADA 2005

Release I - National Findings



June 2006



Parks
Canada

Parcs
Canada

Canada

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Chapter 1: Introduction and Method

In this very first chapter of the report on the Parks Canada public opinion poll conducted in 2005, we review the background of the poll, its purpose and objectives, as well as the method used to gather the data.

The information in this chapter is presented under the following headings:

- 1.1 Background
- 1.2 Purpose
- 1.3 Objectives
- 1.4 Contents
- 1.5 Margin of Error
- 1.6 Releases
- 1.7 Method
 - 1.7.1 Consultations
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 - 1.7.3 Assistance
 - 1.7.4 Weighting
 - 1.7.5 Sample
 - 1.7.6 Assignment of Questions
 - 1.7.7 Response Rate
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1.1 Background

Parks Canada conducted its first national poll of Canadians in 2002¹. The results of the survey provided a comprehensive overview of Canadians' perceptions of Parks Canada, and established benchmarks for the ongoing tracking of public opinion about Parks Canada. After a span of three years, it was decided to follow the previous poll with a second one.

1.2 Purpose

The purpose of Parks Canada's second public opinion poll, conducted in 2005, remained the same as in 2002: to better understand a key audience, the Canadian public, in order to help staff in developing communications and marketing programs aimed at Canadians and help management in developing plans and broad-range policy for the agency.

1.3 Objectives

The objectives of the research project were to measure the following:

- awareness and knowledge of Parks Canada and its mandates;
- visits to national parks and national historic sites;
- support for, and personal commitment to, the natural environment, cultural heritage and Parks Canada's work in these areas; and
- attitudes toward the natural environment and Canadian history and cultural heritage.

¹ Canadians' Perceptions of Parks Canada: National Public Opinion Research, August 2002, Environics, GPC International and Parks Canada.

1.4 Contents

The report presents the findings from the national public opinion poll conducted by telephone in March and April 2005 with over 6,000 Canadians randomly selected across the country.

Over half of the questions provided some kind of scale for the answer, such as a scale of agreement (strongly agree, somewhat agree, somewhat disagree, strongly disagree). In almost all these cases, we focussed on the top level responses, the "top boxes", in order to obtain enough variation in the response rates to facilitate analysis.

To simplify the presentation of the findings, we have included many figures, all of which depict the number of respondents in percentages unless otherwise stated.

1.5 Margin of Error

With over 6,000 respondents, the results are considered accurate to within 2.25 percent, and could be replicated 19 times out of 20.

1.6 Releases

Due to the extensive amount of data collected in the survey, four releases of the report are planned:

- Release I: the findings at the national level
- Release II: significant differences based on demographics
- Release III: regional summaries
- Release IV: significant differences based on visitation and selected questions.

An appendix containing the questions and corresponding data tables is available as a separate document, and includes the survey instrument.

1.7 Method

1.7.1 Consultations

A series of consultations about internal needs and types of subjects to address in the poll were held in November and December 2004 with staff from the following groups:

- the Québec service center and Field Units
- Corporate Communications
- the National Parks Directorate
- the National Historic Sites Directorate
- the External Relations Branch
- Strategy and Plans, as well as Human Resources
- the Social Science community throughout the regions.

1.7.2 Survey Execution

The survey was conducted by telephone from March 4th to April 20th, 2005 and 6,086 interviews were completed. The average length of time to complete an interview was 21.5 minutes. Respondents were asked if they wished to complete the survey in English or in French.

The questionnaire contained a total of 47 questions as well as 8 questions about respondent demographics. Each respondent was asked a sub-set of the questions, that is fewer than 55 (see 1.7.6 Assignment of Questions below).

1.7.3 Assistance

Environics International assisted with the questionnaire design, conducted the fieldwork, collected the data through their computer-assisted telephone system, tabulated the data and produced

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both detailed and summary frequency reports. As well, they weighted the data (with help from Cheryl Watts of Bristol Group) and provided an SPSS file with all the records.

The report of the findings was written by Andrée Chartier from the Market Research Unit at National Office with guidance from Solange Dion and comments from Alexandre Germain, both of the Québec Service Center; Sean Murphy also of the Market Research Unit contributed suggestions as did Garth Horne from the Atlantic Service Center. Invaluable support was provided by Beckie Paul; thank you very much! All errors and omissions are strictly those of Andrée Chartier.

1.7.4 Weighting

Three sets of weights were developed and are available in the SPSS file. The first set applies at the national level and adjusts age, gender and regional distributions to those of the 2001 census for all the records within each province or within any sub-samples. Similar adjustments are available for regions to allow comparisons between provinces, and at the sub-provincial level, for comparisons among sub-samples.

1.7.5 Sample

The answers from 6,080 respondents form the basis of the report. A total of 6,086 interviews were successfully completed; however, a few records were lost due to lack of postal code, age or gender.

Roughly 2,350 of the respondents were randomly sampled across the country, with another 150 or so added for Northern Canada; this was the "core" sample paid by National Office.

An additional 3,550 respondents were added to selected areas and paid by the field; these were the "over-samples". All over-samples were randomly obtained within their prescribed geographical boundaries. Four over-samples of 250 respondents each were added around specific national parks:

- St Lawrence Islands
- Pukaskwa
- Point Pelee
- Yoho and Kootenay.

The other 11 over-samples related to urban or larger geographical areas:

- 250 added to each of the four Atlantic provinces
- 200 for the greater metropolitan area of Montréal, and 200 for the rest of the province of Québec
- 200 for the greater metropolitan area of Toronto
- 250 each to Manitoba and Saskatchewan
- 250 to Southern Alberta
- 200 to Northern Canada.

1.7.6 Assignment of Questions

All respondents were asked 15 questions; an additional 10 were dependent on a positive answer in a previous question in order to be asked. These included questions about Parks Canada itself as well as those specific to visitation. At the end of the survey, another eight questions were also addressed to all respondents about their demographics.

There were six questions related to nature, wilderness or national parks and these were put to half of the sample plus all of the park over-samples. Specifically, these questions targeted half of the national core sample plus half of the geographically-based over-samples, as well as the four field over-samples around the parks, for a total of roughly 3,525 respondents (1,250, 1,275 and 1,000 respectively).

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There were an additional six questions related to history, historic places or national historic sites and these were targeted to the other half of the sample. Specifically, this group consisted of the other half of the core sample plus the other half of the geographic over-samples and one of the over-samples around the parks, Point Pelee, for a total of 2,775 (1,250, 1,275 and 250).

Not all questions asked in the survey were included in the national report. The exclusions consist of three sets of questions:

- four questions about the establishment of a new national park targeted to the 400 Manitoba respondents only
- seven questions about the value of national parks asked of 1,300 of the nature / national parks respondents if they had answered yes to a question about making a contribution to the conservation of national parks
- two questions about recreational activities addressed to all respondents, and requested by the Western and Northern Service Center.

1.7.7 Response Rate

66,597 telephone calls were made, of which 7,883 were ineligible; of the 58,714 eligible calls, 6,086 interviews were completed, for a response rate of 10%. Response rates have been falling in the research industry over many years and the rate found here, although low, is common for a survey questionnaire of this length.

Besides the 6,086 completes, the rest of the 58,714 calls were arrayed as follows:

- | | |
|--|--------|
| • No answers to call | 21,507 |
| • Refusals | 25,087 |
| • Interview started but questionnaire incomplete | 6,034. |

The 7,883 ineligible calls were divided as follows:

- | | |
|--------------------------------|-------|
| • Language barriers | 2,112 |
| • Business lines | 2,750 |
| • Fax machines and modem lines | 2,957 |
| • Duplicates | 64. |

1.8 Contact

For further information, please contact:

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Chapter 2: Executive Summary

In the Executive Summary, we present the major findings from the survey and then review the highlights for each chapter.

- 2.1 Major Findings
- 2.2 Highlights from Chapter 3: Awareness and Knowledge
- 2.3 Highlights from Chapter 4: Visits to National Heritage Areas
- 2.4 Highlights from Chapter 5: Support in Terms of Funding and Trust
- 2.5 Highlights from Chapter 6: Attitudes, Values and Beliefs

2.1 Major Findings

In sum, Canadians in 2005 had slightly more knowledge of Parks Canada than they did in the national poll of 2002² and gave more support to the use of their tax dollars for Parks Canada mandates. On the other hand, awareness of national parks and national historic sites declined in 2005 relative to 2002, and estimates of the number of Canadian visitors to these two national heritage areas for the year 2004, based on a new set of questions, were lower than the estimates made previously.

With regard to the knowledge mentioned above, on the one hand, more respondents identified credible threats for national historic sites in 2005 relative to 2002, and more visitors were able to name a national park or a national historic site administered by Parks Canada as the one last visited. On the other hand, more respondents named a function related to the environment in response to 'What does Parks Canada do?' in 2005 versus 2002, and fewer respondents were able to identify the beaver as the corporate logo relative to 1997³.

In terms of mandates, support rose for all mandates, most especially for increasing use and enjoyment of both national parks and national historic sites. This brought increasing use and enjoyment to the same level as that for educating the public and placed both in second rank behind maintaining existing heritage areas.

Over half of Canadians had some awareness of national parks, while half had awareness of Parks Canada, and fewer than half did so for national historic sites. Relative to 2002, awareness in 2005 stayed the same for Parks Canada, and fell for national parks and national historic sites.

The estimate of national parks visitors for the year 2004 dropped to 17% of adult Canadians, lower than the estimate made for the year 2001. Due to a different set of questions in the 2005 poll, the figures are not comparable between the two surveys. For national historic sites, the 2004 estimate of visitors dropped to 6% of adult Canadians.

17% of respondents described themselves as "frequent" visitors of national parks, while only 8% described themselves as "frequent" visitors to national historic sites.

When we turn to attitudes, values and beliefs, respondents preferred statements that talked about:

- protection of nature,
- enjoyment by future generations as well as people today,
- passing on nature to children and grandchildren,
- provision of outdoor recreation,

² Canadians' Perceptions of Parks Canada: National Public Opinion Research, August 2002, Environics, GPC International and Parks Canada.

³ National Parks Report of Findings from a syndicated study September 1997, Angus Reid Group.

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and, to a lesser degree:

- visiting (should visit, want to visit),
- passing stories on to future generations
- protection of historic places / preservation of history, and
- opportunities for learning.

Out of seven choices, the most popular expressions for describing both national parks and national historic sites were:

- good value
- memorable
- authentic.

The term 'fun' was also very popular for national parks but was among the least popular for national historic sites.

2.2 Highlights from Chapter 3: Awareness and Knowledge

Awareness of Parks Canada and its national heritage areas varied, being the highest for 'national parks', followed by 'Parks Canada', then 'national historic sites'. Awareness for 'historic canals and waterways' and 'national marine conservation areas' was much lower. Relative to 2002, awareness in 2005 fell for 'national parks' and 'national historic sites'.

Most of those respondents with awareness of Parks Canada exhibited some knowledge through the subjects they provided, when asked what they had heard or discussed. The most cited subjects were either a mandate of Parks Canada, such as conservation or protection, or an issue facing Parks Canada, such as the 2004 strike or the deterioration of facilities. This question was not asked in 2002.

Between 2002 and 2005, the responses to 'What does Parks Canada do?' shifted, with fewer in 2005 related to parks functions and more related to the environment. As previously noted, it appears that the environment was more top of mind in the 2005 poll than it was in 2002. Functions related to cultural heritage or historic sites were mentioned by only 13% of the respondents, with all other functions related either to parks or to the environment.

The majority of respondents provided knowledgeable answers when asked about threats, more so for national historic sites than for national parks. A total of 70% gave credible threats for national historic sites while only 56% of the respondents mentioned credible threats for national parks due to the inclusion of 'pollution' by a larger number in the latter case relative to the former.

Since 2002, some changes were seen in the threats identified: 'lack of financial resources' increased for both national parks and for national historic sites, more so for the latter than the former. 'Overuse of parks' decreased in the case of national parks and the 'don't knows' decreased for national historic sites.

The confusion between national parks and other parks continued although it declined somewhat from 2002: 56% of those reporting a visit to a national park in 2004 actually named one as the last one they visited, 7% more than did so for 2001. As well, the percentage who could not answer decreased.

45% of those reporting a visit to a national historic site in 2004 actually named such a site as the last one they visited, similarly to respondents in the 2002 poll. However, more named a national historic site administered by Parks Canada in the 2005 poll while fewer named one administered by another party.

The new beaver logo was identified by fewer respondents in the 2005 poll than by respondents to a syndicated poll conducted in 1997; the figures were 19% vs 27% respectively.

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'National parks', 'Parks Canada' and 'national historic sites' scored higher in awareness than did 'World Heritage Sites'. On the other hand, 'World Heritage Sites' scored higher than did 'national marine conservation areas' and 'historic canals and waterways'. Few respondents could actually name one of Canada's World Heritage Sites.

2.3 Highlights from Chapter 4: Visits to National Heritage Areas

When we compared the number of visitors to national parks to visitors to national historic sites, small differences emerged in two cases: a few more respondents reported visiting a national park as a child or youth than did for national historic sites, and reported visits in the respondent's lifetime were a little lower for national historic sites than for national parks.

In contrast, when we turn to more recent visitors than those above, such as those reported for 2004, the difference between visitors to national parks and those to national historic sites was much greater, at 10% points. When we look at the respondents who described themselves as "frequent" visitors, the spread between the numbers for national parks and national historic sites was 9%.

When we review the demographics of our visitors, two big differences emerged:

- region: many more respondents from the Atlantic visited national historic sites than their population numbers warranted, while many more from Alberta visited national parks
- age: the largest number of visitors to national historic sites came from the age group 40 to 54, followed by those from 25 to 39, while a different scenario emerged among visitors to national parks: the largest numbers of visitors came equally from both groups, that is those aged 25 to 39 and 40 to 54.

When we turn to education, we get a similar message for our two groups of visitors, that is visitors to national parks and to national historic sites:

- population data from Statistic Canada tell us that 50% of adult Canadians had an educational level up to and including high school, with the other 50% having completed college or at least some university
- visitors to either heritage area split between the lower educational group (up to high school) and the two higher ones (college and university) in the proportions of 20% and 80%, with closer to a 15%-85% split for visitors to national historic sites.

We get the same message for the two groups when we look at income:

- again, population data tell us that over 50% of adult Canadians had household income of less than \$40,000 per year; when we look at visitors to either national parks or national historic sites, only roughly 25% came from the group with household income of less than \$40,000
- the largest numbers came from the other two groups, those with \$75,000 and above, roughly 38% of visitors, and the group between \$40,000 and \$75,000, at around 36%.

2.4 Highlights from Chapter 5: Support in Terms of Funding and Trust

Respondents gave a higher priority to maintaining existing national heritage areas than to completing the system of parks or increasing the number of national historic sites. In the middle ground lay the mandates for educating the public and increasing use and enjoyment. In comparing the findings from 2005 to those of 2002, we see two changes: support rose for all mandates, and support rose the most for increasing the use and enjoyment of parks or sites.

The rankings given to the mandates associated with national historic sites were similar to those given in the case of national parks, except for an average 10% point differential in the numbers.

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Respondents had a lot more trust in Parks Canada and non-profit conservation groups than they did in the federal or provincial governments as stewards of Canada's natural and cultural heritage. And, when alternated with the Government of Canada, Parks Canada was selected significantly more often (followed closely by conservation groups) as the organization or group most trusted to provide accurate information about the status of Canada's national parks and historic sites.

2.5 Highlights from Chapter 6: Attitudes, Values and Beliefs

Respondents were asked if they agreed or disagreed with a list of statements about nature. Based on the percentages of those "strongly" agreeing, respondents preferred those statements that talked about:

- protecting some aspect of nature;
 - passing on nature to their children and grandchildren;
- and, to a lesser degree:
- passing on stories about nature to future generations.

When we turn to statements about Canada's history, there were similarities; respondents preferred those which focussed on the importance of:

- stories and passing these on to future generations; and
- protecting historic places.

Respondents were also given a list of statements about the importance of national parks. They preferred those that mentioned:

- enjoyment by future generations as much as by people today;
 - the provision of opportunities for outdoor recreation;
- and, to a lesser degree:
- visiting (should visit at least once, want to visit park of choice);
 - the provision of opportunities for learning.

For national historic sites, they preferred those that mentioned:

- visiting (should visit at least once);
 - preservation of history;
- and, to a lesser extent:
- opportunities to learn.

The most popular expressions for describing both national heritage places were:

- good value;
- memorable; and
- authentic.

The term "fun" was also very popular for describing national parks, with "relevant to you" falling in the middle, and "unique" and "easy to get to" being the least frequently chosen. For national historic sites, the four latter expressions all fell together at the other end of the scale, with "relevant to you" falling last.

Most respondents gave the bulk of the responsibility for nature and wilderness, and for historic places, to the federal and provincial governments. Fewer gave 'a lot' of responsibility to individuals and to other parties.

A large minority of Canadian households reported having considered employment with Parks Canada, almost 3 in 10. However, when we compare this result with two previous polls, we see even more interest in employment with Parks Canada from First Nations and Aboriginal Peoples.

Chapter 3: Awareness and Knowledge

In this chapter, we look at the amount of awareness Canadians had of Parks Canada and its protected heritage areas, as well as their knowledge of Parks Canada and its mandates.

The information is presented under the following headings:

- 3.1 Highlights
- 3.2 Awareness
- 3.3 Knowledge of Parks Canada and Mandates
 - 3.3.1 Subject Heard, Read, Seen or Talked About
 - 3.3.2 Functions of Parks Canada
 - 3.3.3 Threats to National Heritage Areas
 - 3.3.4 Name of Last National Park Visited
 - 3.3.5 Name of Last National Historic Site Visited
 - 3.3.6 Logo of Parks Canada
 - 3.3.7 World Heritage Sites.

3.1 Highlights

Roughly half of Canadians had some awareness of national historic sites, Parks Canada and national parks, with the percentage of respondents increasing from 46% to 59%. Relative to 2002⁴, awareness in 2005 stayed the same for Parks Canada, and fell for national parks and national historic sites.

With regard to knowledge, it appears that Canadians in 2005 had gained slightly more knowledge of Parks Canada and its work since the public opinion poll of 2002, on balance. On the one hand, more respondents identified credible threats for national historic sites, and more visitors were able to name a national park or a national historic site administered by Parks Canada as the last one they visited. On the other hand, more respondents named a function related to the environment in response to What does Parks Canada do? and fewer respondents were able to identify the beaver as the corporate logo (relative to 1997⁵).

Interestingly, pollution was quoted by the largest number of respondents as the greatest threat to national parks, as it was in 2002, and, as noted above, environmental functions increased in response to What does Parks Canada do?. It appears that pollution remained prominent, and the environment became more prominent, in the minds of Canadians in 2005 compared to 2002.

We will now briefly review the highlights for each of the sections of Chapter 3 individually.

Awareness of Parks Canada and its heritage areas varied, being the highest for 'national parks', followed by 'Parks Canada', then 'national historic sites'. Awareness for 'historic canals and waterways' and 'national marine conservation areas' was much lower. Relative to 2002, awareness in 2005 fell for 'national parks' and 'national historic sites'.

Most of those respondents with awareness of Parks Canada exhibited some knowledge through the subjects they provided, when asked what they had heard or discussed. The most cited

⁴ Canadians' Perceptions of Parks Canada: National Public Opinion Research, August 2002, Environics, GPC International and Parks Canada.

⁵ National Parks Report of Findings from a syndicated study September 1997, Angus Reid Group.

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subjects were either a mandate of Parks Canada, such as conservation or protection, or an issue facing Parks Canada, such as the 2004 strike or the deterioration of facilities. This question was not asked in 2002.

Between 2002 and 2005, the responses to What does Parks Canada do? shifted, with fewer in 2005 related to parks functions and more related to the environment. As previously noted, it appears that the environment was more top of mind in the 2005 poll than it was in 2002. Functions related to cultural heritage or historic sites were mentioned by only 13% of the respondents, with all other functions related either to parks or to the environment.

The majority of respondents provided knowledgeable answers when asked about threats, more so for national historic sites than for national parks. A total of 70% gave credible threats for national historic sites while only 56% of the respondents mentioned credible threats for national parks due to the inclusion of 'pollution' by a larger number in the latter case relative to the former.

Relative to 2002, some changes were seen in the threats identified: 'lack of financial resources' increased for both national parks and for national historic sites, more so for the latter than the former. 'Overuse of parks' decreased in the case of national parks and the 'don't knows' decreased for national historic sites.

The confusion between national parks and other parks continued although it declined somewhat from 2002: 56% of those reporting a visit to a national park in 2004 actually named one as the last one they visited, 7% more than did so for 2001. As well, the percentage who could not answer decreased.

45% of those reporting a visit to a national historic site in 2004 actually named such a site as the last one they visited, similarly to respondents in the 2002 poll. However, more named a national historic site administered by Parks Canada in the 2005 poll while fewer named one administered by another party. 39% named another site altogether.

The beaver logo was identified by fewer respondents in the 2005 poll than by respondents to a syndicated poll conducted in 1997; the figures were 19% vs 27% respectively.

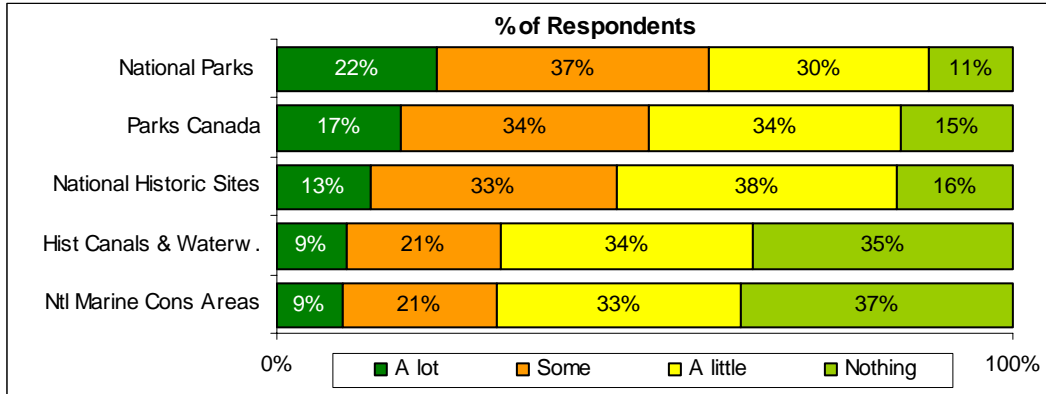
'National parks', 'Parks Canada' and 'national historic sites' scored higher in awareness than did 'World Heritage Sites'. On the other hand, 'World Heritage Sites' scored higher than did 'national marine conservation areas' and 'historic canals and waterways'. Few respondents could actually name one of Canada's World Heritage Sites.

3.2 Awareness

In this first section of the report, we examine the data resulting from:

Question 9A: "Before today, how much have you heard, read, seen or talked about the following in the last year: "

Figure 3.2.1 Amount Heard, Read, Seen, Talked about in Last Year n=6080

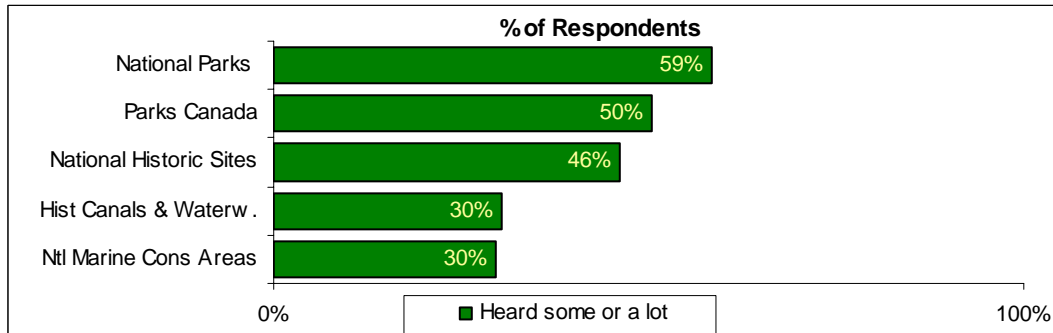


In Figure 3.2.1 above, we see the responses for all the options presented in the survey.

However, in 2002, awareness was defined by having heard, read, seen, etc, at least "some" or "a lot" about the above-listed expressions, ie awareness excluded "a little" or "nothing". Using this same definition in 2005, we find that:

Over half of Canadians had some awareness of 'national parks' in the last year, half had heard of 'Parks Canada' and a few less than half had heard about 'national historic sites'. Awareness of 'national marine conservation areas' and 'historic canals and waterways' was much lower.

Figure 3.2.2 Awareness in 2005 n=6080



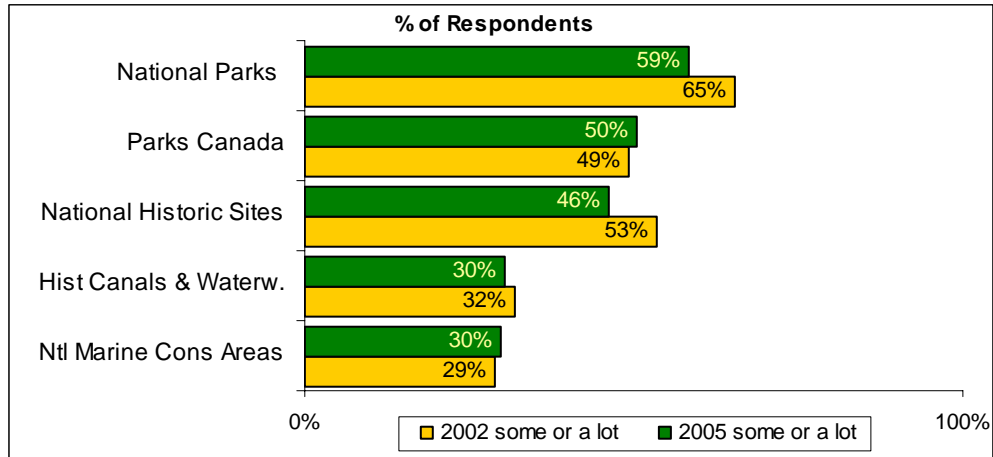
In Figure 3.2.2 above, we see that more respondents had awareness (had heard "some" or "a lot") of national parks (59%) than of Parks Canada (50%), while national historic sites fell in third place at 46%. A large gap then fell between the percentages of respondents having heard something about the first three expressions and the last two, relatively new responsibilities for Parks Canada: historic canals and waterways, and national marine conservation areas.

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In Figure 3.2.3 below, we contrast awareness from the polls of 2005 and 2002. Using plus or minus 2% as the margin of error, we find that:

Relative to 2002, awareness in 2005 stayed the same for 'Parks Canada', 'historic canals and waterways' and 'national marine conservation areas', and fell for 'national parks' and 'national historic sites'.

Figure 3.2.3 Awareness in 2005 (n=6080) vs 2002 (n=5202)



In 2002, the two most well-known expressions were 'national parks' and 'national historic sites'. This changed in 2005 to 'national parks' and 'Parks Canada', with awareness of national parks and national historic sites decreasing by virtually the same amount: -6 and -7 percentage points respectively.

3.3 Knowledge of Parks Canada and Mandates

In this section of the report, we explore various open-ended questions in the poll to see how much Canadians know about Parks Canada and the work we do.

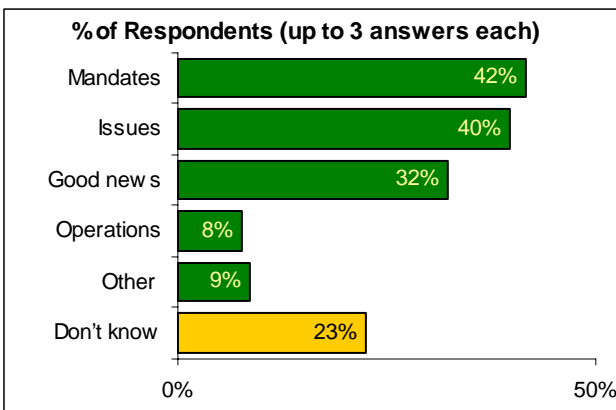
3.3.1 Subject Heard, Read, Seen or Talked About

In section 3.2, we discussed awareness of various Parks Canada expressions. Half of the respondents were aware of Parks Canada, that is had heard, read, seen, etc, "some" or "a lot" about it. This same group of respondents were then asked what subjects they had discussed.

Most of those respondents with awareness of Parks Canada exhibited some knowledge of the organization through the subjects they remembered. The most cited subjects were either a mandate of Parks Canada such as conservation or protection, or an issue facing Parks Canada such as the 2004 strike or the deterioration of facilities.

Question 10A: "Could you tell me what subjects or topics concerning Parks Canada were discussed."

Figure 3.3.1 Subjects concerning Parks Canada n=3061



Of the group selected to respond, 23% could not supply an answer. The remaining 2,370 respondents were allowed up to three answers each, and produced a total of almost 4,000 responses. These were divided into categories and Figure 3.3.1 shows the percent shares for each category.

One of the two largest numbers of answers concerned the mandates of Parks Canada; in descending order, these were:

conservation, preservation, protection, protection of the environment, research, education, reports, and the creation of new parks, of marine conservation areas and of historic sites.

A similarly large percentage of answers related to an issue facing Parks Canada; respondents named, in descending order, the 2004 strike, the deterioration of facilities, natural disasters, lack of funding, shortage of staff, human threats to parks, resource extraction and fee increases.

A third of those questioned mentioned general good news: travel, tourism and visits, the name of a protected area, media stories about parks or sites, flora, fauna or wildlife in general.

Fewer than 10% of those asked talked about operational issues: public safety, access, hours, camping, firearms, operation and closures.

3.3.2 Functions of Parks Canada

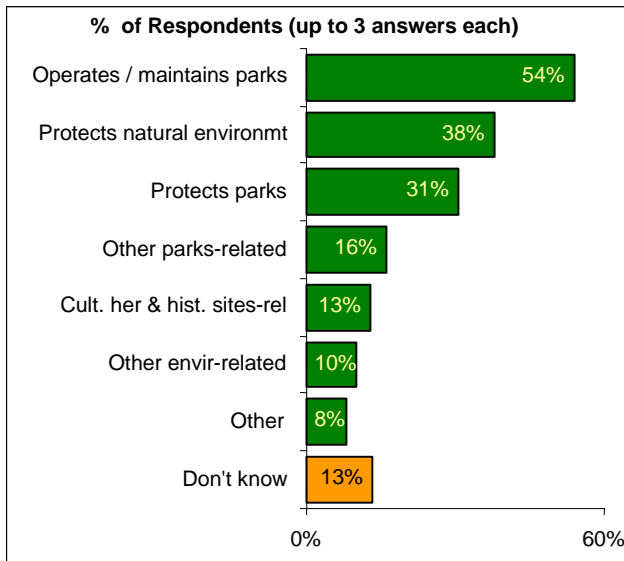
Between 2002 and 2005, the responses to What does Parks Canada do? shifted, with fewer in 2005 related to parks functions and more related to the environment. It appears that the environment was more top of mind in the 2005 poll than it was in 2002.

All respondents were asked:

Question 11A: "To the best of your knowledge, what does Parks Canada do?"

In 2005, 13% of respondents did not know or had never heard of Parks Canada. The remaining 5,290 provided over 10,000 answers (they were allowed up to three each). Figure 3.3.2 shows the share for each category of answer.

Figure 3.3.2 Functions of Parks Canada in 2005 n=6080



Almost all of the categories dealt with either parks-related mandates or environment-related ones. The favourite, cited by 54% of the respondents, was the operation or maintenance of parks. This was followed by the protection of the natural environment, at 38% and the protection of parks, at 31%.

Functions related to cultural heritage or historic sites were only mentioned by only 13% of the respondents.

It appears that the name 'Parks Canada' inspires functions mostly related to parks; the total of parks-related responses was just over 100%. The environment also figures prominently, with almost 50% of the respondents providing such an answer.

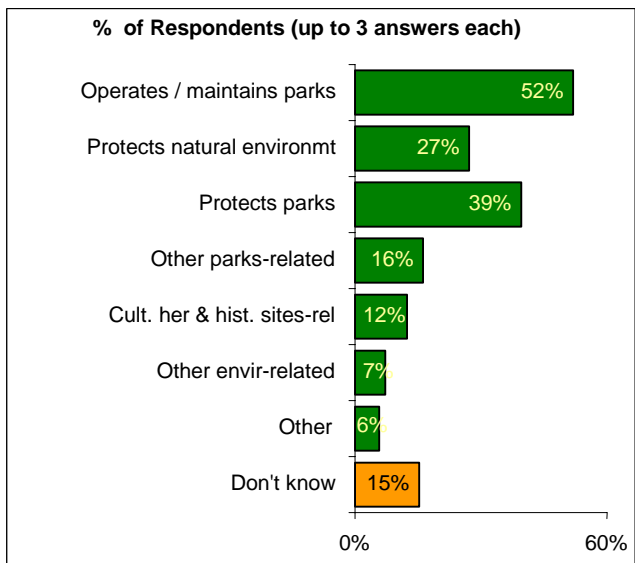
Figure 3.3.3 Functions of Parks Canada in 2002 n=5202

When we review the responses provided in 2002, we see one major change, illustrated in Figure 3.3.3.

In the 2002 poll, the most popular response was also the operation or maintenance of parks, at 52%. However, the second most popular answer was the protection of parks. The protection of the environment fell in third place, the reverse of the responses in 2005.

The total for the parks-related answers was 91% while the total for the environment-related ones was only just 34%, the major difference to 2005.

The percent of respondents who had never heard of Parks Canada or could not provide an answer was 15% in 2002.

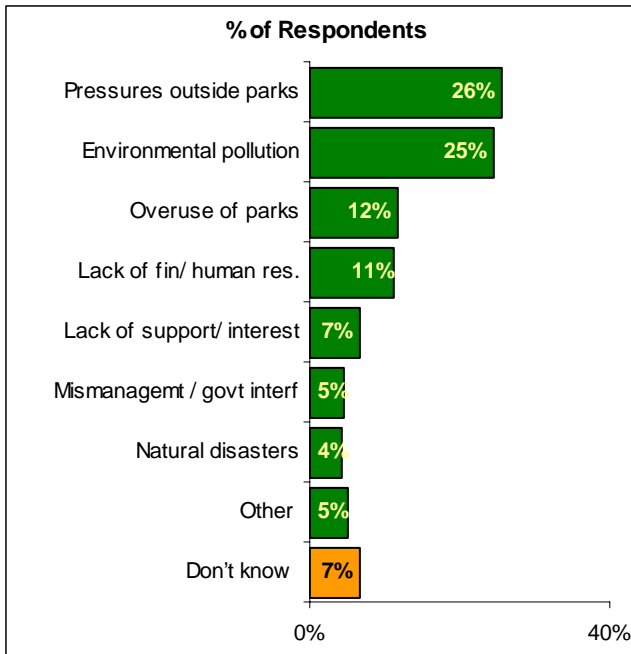


3.3.3 Threats to National Heritage Areas

The majority of respondents provided knowledgeable answers when asked about threats, more so for national historic sites than for national parks. A total of 70% gave creditable threats for national historic sites while only 56% of the respondents mentioned creditable threats for national parks due to the inclusion of 'pollution' by a larger number in the latter case relative to the former.

Question 20B: "What do you think is the greatest threat to national parks in Canada today?"

Figure 3.3.4 Threat to National Parks n=3180



A range of answers was given by respondents for the greatest threat to national parks, shown in Figure 3.3.4. Two answers were provided by roughly a quarter of the respondents: external pressures such as population encroachment, resource extraction and industry, and environmental pollution. The next two answers were given by roughly 12%, half the number of respondents for the first two: overuse of the parks including human and commercial activity and lack of financial and human resources. All other responses fell below 10%, including Don't Know.

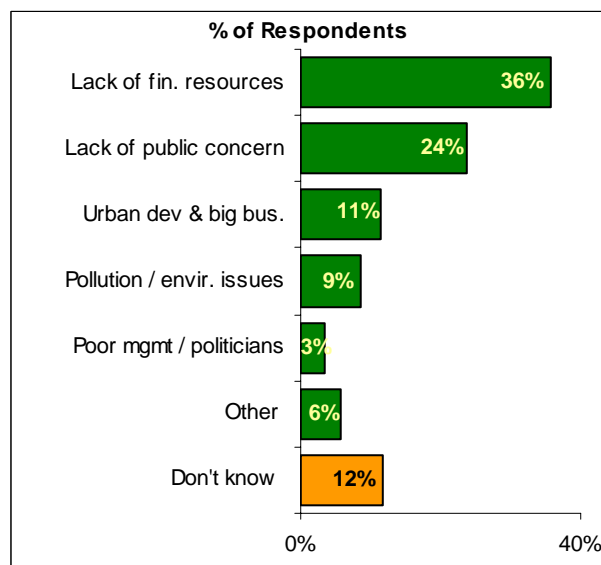
The threat of 'pollution' is more related to the environment than to national parks. The other four of the first five threats listed (minus 'pollution') relate more specifically to national parks, and add up to 56%. This total indicates that a small majority of those polled had some knowledge of the challenges Canada faces in its national parks.

Question 39C: "What do you think is the greatest threat to national historic sites in Canada today?"

Figure 3.3.5 Threat to National Historic Sites n=2991

A somewhat smaller range of answers was given by respondents for the greatest threat to national historic sites. Shown in Figure 3.3.5, one answer stood out, lack of financial resources, provided by over a third of the respondents. In the second-most popular response, lack of public concern, we amalgamated similar answers; in descending order, these were: lack of interest, awareness or understanding, no upkeep/ neglect, vandalism, not a government priority, not enough employees and lack of legal protection.

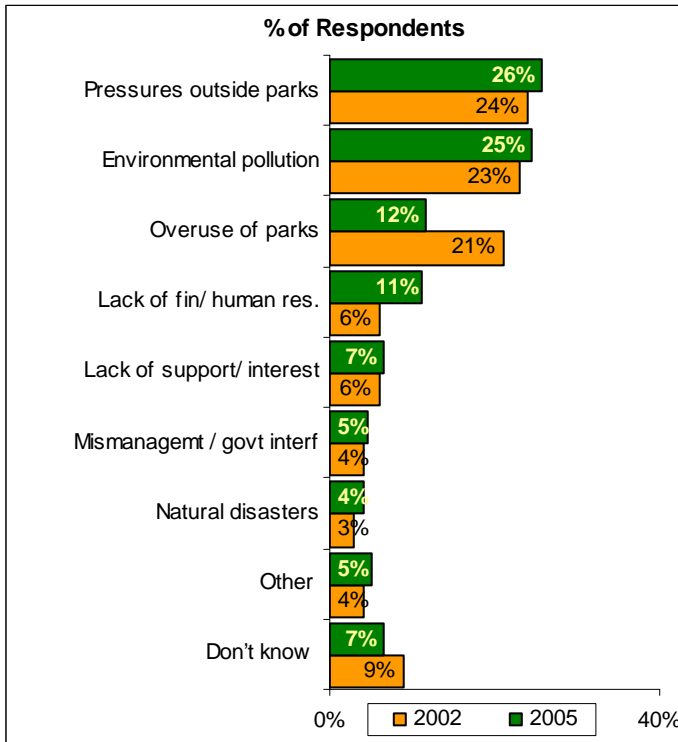
When we add the first three responses, all creditable answers, and discount 'pollution' as above, the total indicates that 70% of those polled had some knowledge of the challenges Canada faces with its national historic sites, with most of these summarized by lack of attention.



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Relative to 2002, some changes were seen in the threats: 'lack of financial resources' increased for both national parks and national historic sites, more so for the latter than the former. 'Overuse of parks' decreased in the case of national parks and the 'don't know's' decreased for national historic sites.

Figure 3.3.6 Threat to NP - 2005 (n=3180) vs 2002 (n=5202)



When we compare the findings from 2005 to the 2002 poll, we find two threats to national parks where the number of responses changed by 5% or more, shown in Figure 3.3.6:

- The overuse of parks, including human activity, dropped almost in half, going from 21% to 12%, while
- the lack of financial resources almost doubled in size, going from 6% to 11% of the responses.

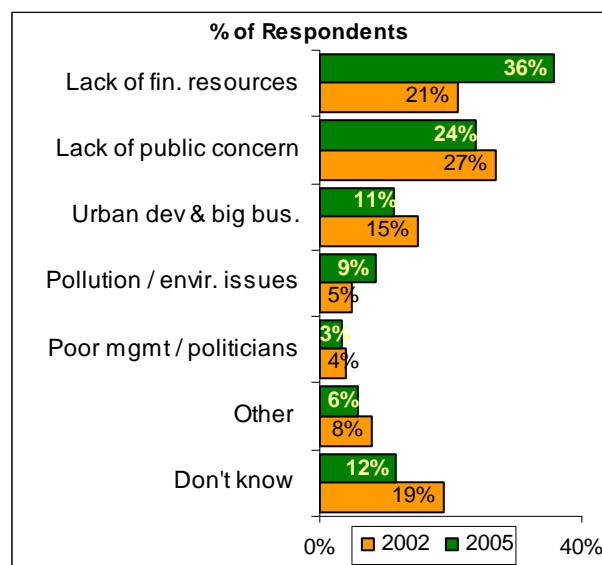
Otherwise, the percentages of respondents were very similar from 2002 to 2005.

Figure 3.3.7 Threat to NHS - 2005 (n=2991) vs 2002 (n=5202)

When we turn to threats to national historic sites, there were also two with changes of 5% or more between 2005 and 2002:

- lack of financial resources rose significantly, from 21% to 36%
- interestingly, fewer respondents gave the answer 'don't know' in 2005 than in 2002.

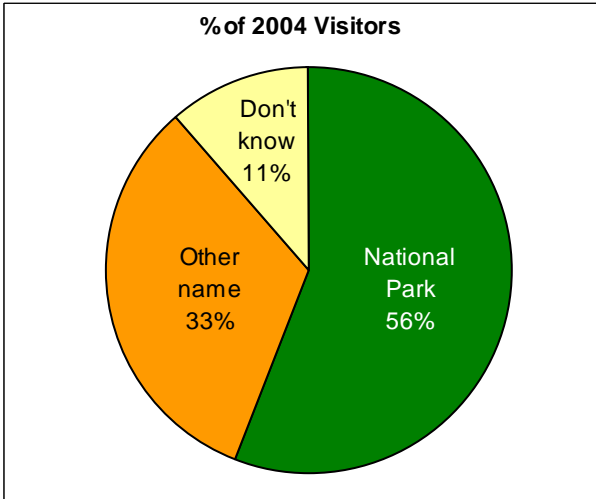
Even when we take into account a small decrease in lack of public concern, the total for the elements related to lack of interest (the first two responses shown in Fig. 3.3.7) still grew by over 10%.



3.3.4 Name of Last National Park Visited

The confusion between national parks of Canada and other parks continued, although it declined somewhat from 2002: 56% of those reporting a visit to a national park in 2004 actually named one as the last one they visited, 7% more than in 2002. As well, the percentage who could not answer decreased.

Figure 3.3.8 Name of National Park n=1891



Question 16A: (if reported visit in 2004)
"What was the name of the last national park you visited?"

In order to be able to compare the findings from 2005 to 2002, where the question focussed on a visit last year, only the answers for respondents who reported visiting a national park in 2004 are reviewed here. Figure 3.3.8 shows that well over half of these respondents named a national park as the last one visited, while a third named a provincial, municipal or other park or entity. The rest, 11%, could not recall the name of the park they visited.

In 2002, only 49% named a national park while 34% named another type of park, and 18% could not answer the question.

The most popular names provided by the respondents in 2005 are shown in Figures 3.3.9 and 3.3.10, with those corresponding to national parks on the left and those corresponding to other parks or entities on the right.

Figure 3.3.9 Most Popular Names of National Parks n= 1891

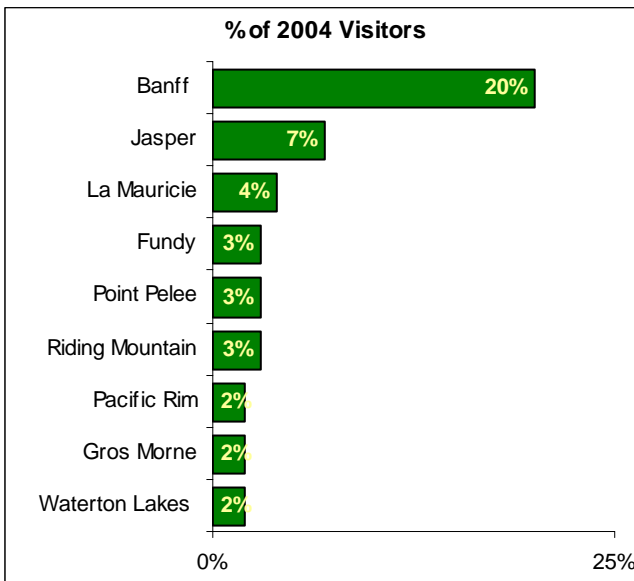
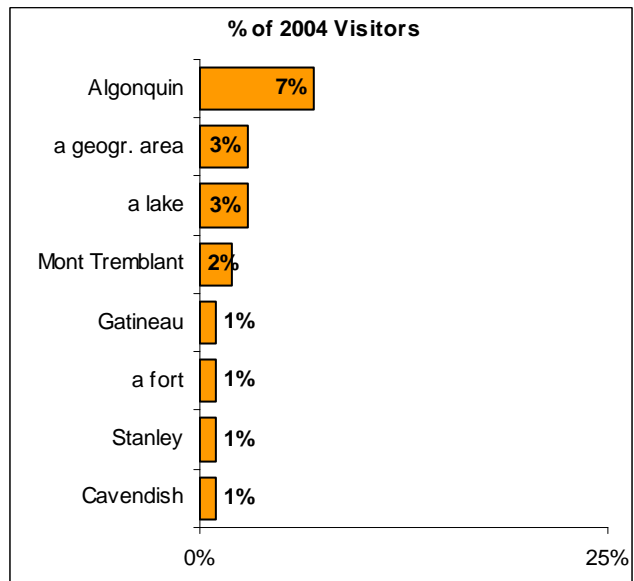


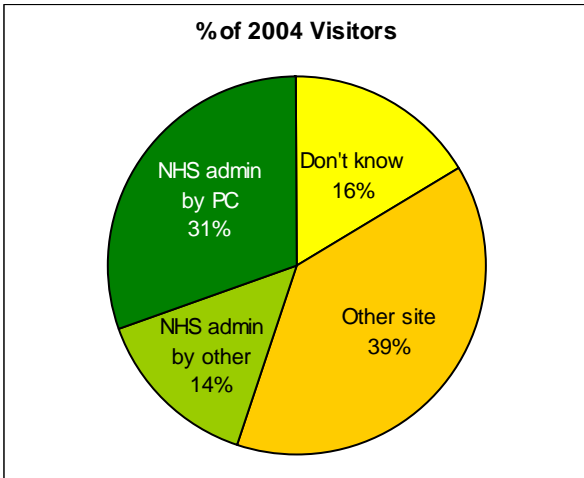
Figure 3.3.10 Most Popular Names of Other Parks/Entities n=1891



3.3.5 Name of Last National Historic Site Visited

45% of those reporting a visit to a national historic site in 2004 actually named such a site as the last one they visited, similarly to respondents in the 2002 poll. However, more named a national historic site administered by Parks Canada in the 2005 poll while fewer named one administered by another party. 39% named another site altogether.

Figure 3.3.11 Name of National Historic Site n=1286



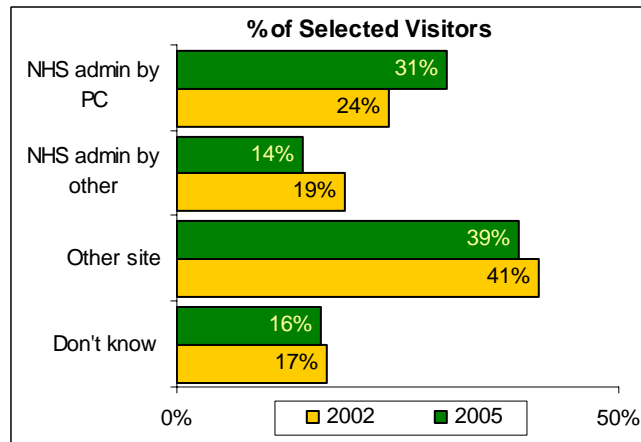
Question 35A: (if reported visit in 2004)
"What was the name of the last national historic site you visited?"

Figure 3.3.11 shows that 31% of those respondents who reported visiting a national historic site in 2004 named a national historic site administered by Parks Canada while another 14% named a national historic site administered by another party, for a total of 45%. Almost 4 in 10 named some other site or entity, showing that the distinction between "national" sites and other types of sites continues to be muddled. And 16% could not recall the name of the site they had visited.

The most frequently named national historic site administered by Parks Canada in 2005 was the Halifax Citadel, at 4% of respondents, followed by the Fortress of Louisbourg, at 3%, and Fort Henry, Fort Langley and Signal Hill at 2%. For national historic sites administered by others, the most frequently named were the Parliament Buildings at 3% and Head-Smashed-in-Buffalo-Jump at 2%.

Figure 3.3.12 Name of NHS - 2005 (n=1286) vs 2002 (n=1719)

We see a shift in the 2005 poll relative to 2002 from names of national historic sites administered by other parties towards names of sites administered by Parks Canada, shown in Figure 3.3.12.



3.3.6 Logo of Parks Canada

The beaver logo was identified by fewer respondents in the 2005 poll than by respondents to a syndicated study conducted in 1997; the figures were 19% vs 27% respectively.

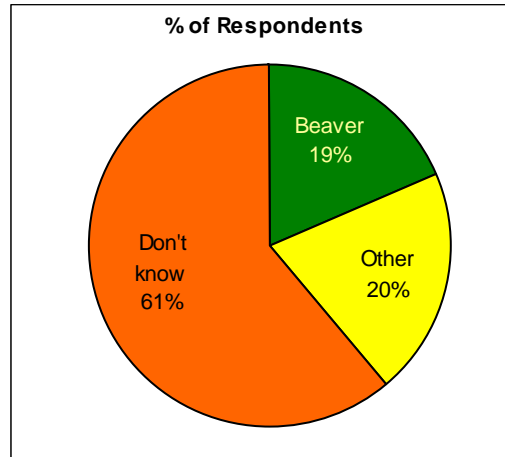
All respondents were asked:

Question 12A: "What is the symbol or corporate logo of Parks Canada?"

Figure 3.3.13 Name of Corporate Logo n=6080

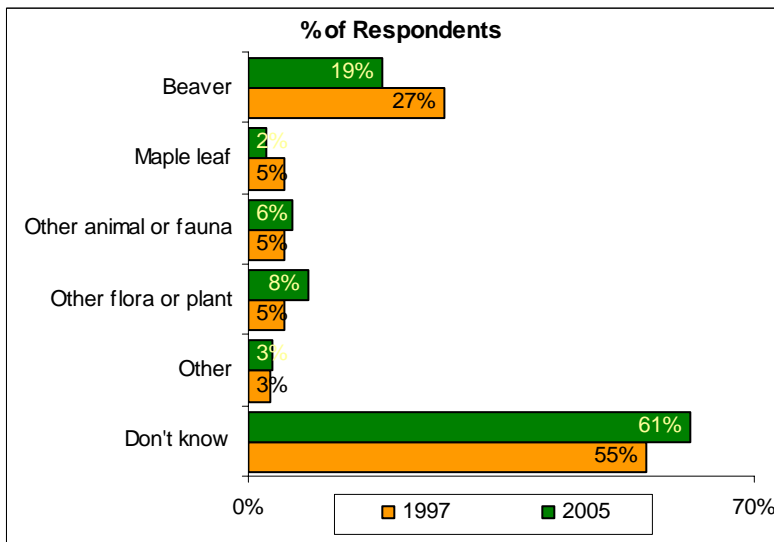
As illustrated in Figure 3.3.13, almost 40% of respondents to the 2005 poll ventured an answer to the question above and half of these were able to name the beaver. This is quite a large number of people correctly answering a tricky question, considering the low profile of Parks Canada in large urban areas where over half of Canadians live.

However, in a 1997 syndicated public opinion poll of 1,500 Canadians in which Parks Canada participated, 27% of respondents correctly identified the beaver (the old beaver-in-triangle logo) as the Parks Canada logo. It appears that knowledge of the beaver symbol has decreased.



The responses from the two surveys are contrasted in Figure 3.3.14 below.

Figure 3.3.14 Logo of Parks Canada - 2005 (n=6080) vs 1997 (n=1500)



During the period 1997 - 2005, Parks Canada stopped using its corporate logo at national office, and then adopted a new beaver. As a result, the respondents from 1997 were recalling a simpler symbol with a prominent beaver, which had been in use roughly 25 years.

In contrast, the respondents in 2005 were attempting to remember a relatively new logo with more elements to it and less familiarity.

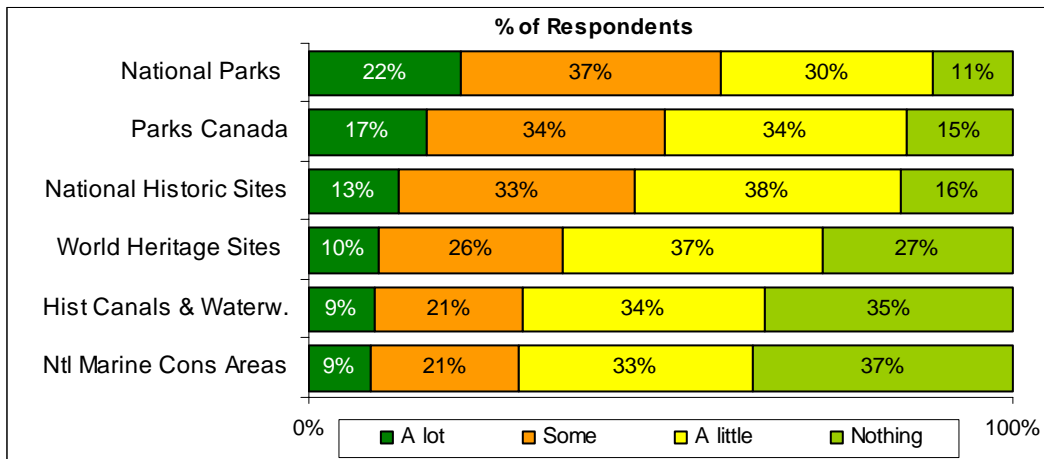
3.3.7 World Heritage Sites

Due to the prestige associated with the term ' World Heritage Sites', two questions were added to the 2005 poll which related to this expression.

'National parks', 'Parks Canada' and 'national historic sites' scored higher in awareness than did 'World Heritage Sites'. On the other hand, 'World Heritage Sites' scored higher than did 'national marine conservation areas' and 'historic canals and waterways'. Few respondents could actually name one of Canada's World Heritage Sites.

In the first two sections of this chapter, we looked at awareness of various expressions related to Parks Canada, based on data from Figure 3.2.1. We reproduce this figure below, in 3.3.15, with the addition of World Heritage Sites.

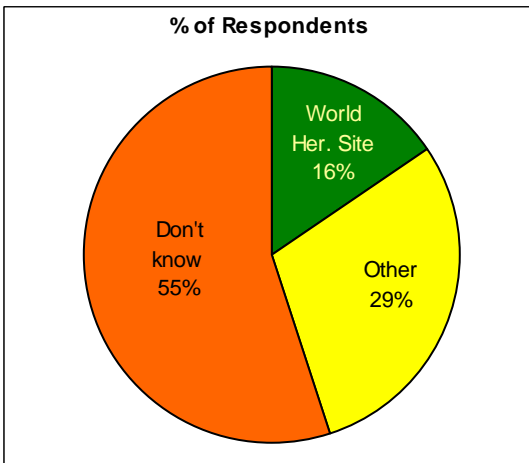
Figure 3.3.15 Amount Heard, Read, Seen or Talked About for World Heritage Sites vs Parks Canada Expressions n=6080



Although World Heritage Sites fared better in awareness than did historic canals and waterways, and national marine conservation areas, when asked to name one, few respondents could supply a correct answer:

Question 41A: " Canada currently has 13 World Heritage Sites. Please name any one of these Canadian sites."

Figure 3.3.16 Name of WHS n=6080



As shown in Figure 3.3.16, fewer than half of all respondents attempted to name a world heritage site and only 16% of all respondents correctly did so, with another 29% naming something else.

All thirteen sites received at least a few mentions and the historic district of Québec led the way, at 6% of respondents, followed distantly by the Rocky Mountains and l'Anse aux Meadows at 2% each.

Chapter 4: Visits to National Heritage Areas

In this chapter, we address the findings from the national poll related to visits to national parks and to national historic sites, as well as to attractions competing with the latter, and look at the demographics of some of our visitors.

The information is presented under the following headings:

- 4.1 Highlights
 - 4.1.1 National Parks
 - 4.1.2 National Historic Sites
 - 4.1.3 National Parks versus National Historic Sites
- 4.2 Visits to National Parks
 - 4.2.1 Visit in Lifetime
 - 4.2.2 Visit as a Child or Youth
 - 4.2.3 Year of Last Visit
 - 4.2.4 Propensity to Visit
 - 4.2.5 Frequency of Visits
- 4.3 Visitors to National Parks and the Canadian Population
 - 4.3.1 Visitors according to Region
 - 4.3.2 Visitors according to Education
 - 4.3.3 Visitors according to Income
 - 4.3.4 Visitors according to Age
- 4.4 Visits to National Historic Sites
 - 4.4.1 Visit in Lifetime
 - 4.4.2 Visit as a Child or Youth
 - 4.4.3 Year of Last Visit
 - 4.4.4 Propensity to Visit
 - 4.4.5 Frequency of Visits
 - 4.4.6 Visits to Related Attractions
- 4.5 Visitors to National Historic Sites and the Canadian Population
 - 4.5.1 Visitors according to Education
 - 4.5.2 Visitors according to Region
 - 4.5.3 Visitors according to Income
 - 4.5.4 Visitors according to Age.

4.1 Highlights

4.1.1 National Parks

More than 80% of respondents reported visiting a national park sometime in their life; of these, more than 70% had visited as a child. With regard to the year of their last visit, the largest number, 38% of visitors, stated that their last visit was in 2004, with the next largest group, 34% of visitors, having visited sometime before 2002.

Based on those respondents who reported visiting in 2004 and named a park from the Parks Canada network, we estimate that at least 17% of adult Canadians visited a national park in 2004. This figure is lower than the one found in the 2002 poll, where a different set of questions was used. Due to the different questions in the two polls, the estimates are not comparable.

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Repeat visitation by the general public has been identified by Parks Canada as the behaviour most supportive of the organization's mandate. 17% of respondents described themselves as "frequent" visitors of national parks, an important group for Parks Canada.

When we look at the demographic characteristics of our national park visitors, we find several interesting facts (note: the survey was restricted to Canadian adults aged 18 and over):

- proximity to a national park as well as its renown appear to have had an effect on our visitors: Albertans led the country relative to their population base in terms of numbers of visitors, while Ontarians and Québécois were under-represented
- education made a difference: despite the fact that roughly half of the Canadian population over 18 years of age had an educational level of high school or less, about 80% of our visitors came from the two other groups, with either a college or a university degree; the university-educated had a much higher propensity to visit than warranted by their share of the Canadian population
- income made a difference as well: far more visitors came from the highest income group (\$75,000 and above) relative to the Canadian population, and far fewer emerged from the lowest income group (less than \$40,000)
- national park visitors came equally from those aged 25 to 39 and those 40 to 54.

4.1.2 National Historic Sites

Roughly 75% of respondents stated visiting a national historic site sometime in their life; of these, almost three-quarters had visited as a child. With regard to the year of their last visit, the largest group, 42%, reported visiting sometime before 2002, while only 28% visited in 2004, representing the next largest group.

Based on the respondents who had both visited in 2004 and named a national historic site administered by Parks Canada as the last one visited, we estimate that roughly 6% of adult Canadians visited one of our national historic sites in 2004. The propensity to visit calculated from the 2002 poll arrived at a higher rate for 2001; again, the two figures are not comparable.

Only 8% of respondents described themselves as "frequent" visitors to national historic sites.

With regard to related tourist attractions, twice as many respondents reported a visit to arts or cultural festivals or events in the last two years than to national historic sites.

We also reviewed several demographic characteristics of our visitors to national historic sites, and found:

- similarly to the case for national parks, over 80% of visitors to national historic sites came from the groups with either a college or a university degree; the university-educated had a much higher propensity to be a visitor to a national historic site than warranted by their share of the Canadian population
- proximity to national historic sites had an effect on visitors; the region affected in this case was the Atlantic, where respondents led the country relative to their population base in terms of visitors
- running in parallel to the case for national parks, income again made a difference: far more visitors came from the highest income group (\$75,000 and above) relative to the Canadian population, and far fewer emerged from the lowest income group (less than \$40,000)
- in terms of age, the largest number of visitors came from, first, those aged 40 to 54, and second, those aged 25 to 39.

4.1.3 National Parks versus National Historic Sites

When we compared the number of visitors to national parks to visitors to national historic sites, small differences emerged in two cases: a few more respondents reported visiting a national park as a child or youth than did for national historic sites, and reported visits in the respondent's lifetime were a little lower for national historic sites than for national parks.

In contrast, when we turn to more recent visitors than those above, such as those reported for 2004, the difference between visitors to national parks and those to national historic sites was much greater, at 10% points. When we look at the respondents who described themselves as "frequent" visitors, the spread between the numbers for national parks and national historic sites was 9%.

When we review the demographics of our visitors, two big differences emerged:

- region: many more respondents from the Atlantic visited national historic sites than their population numbers warranted, while many more from Alberta visited national parks
- age: the largest number of visitors to national historic sites came from the age group 40 to 54, followed by those from 25 to 39, while a different scenario emerged among visitors to national parks: the largest numbers of visitors came equally from both groups, that is those aged 25 to 39 and 40 to 54.

When we turn to education, we get a similar message for our two groups of visitors, that is visitors to national parks and to national historic sites:

- population data from Statistic Canada tell us that 50% of adult Canadians had an educational level up to and including high school, with the other 50% having completed college or at least some university
- visitors to either heritage area split between the lower educational group (up to high school) and the two higher ones (college and university) in the proportions of 20% and 80%, with closer to a 15%-85% split for visitors to national historic sites.

We get the same message for the two groups when we look at income:

- again, population data tell us that over 50% of adult Canadians had household income of less than \$40,000 per year; when we look at visitors to either national parks or national historic sites, only roughly 25% came from the group with household income of less than \$40,000
- the largest numbers came from the other two groups, those with \$75,000 and above, roughly 38% of visitors, and the group between \$40,000 and \$75,000, at around 36%.

Note: the above findings do not address person-visits.

4.2 Visits to National Parks

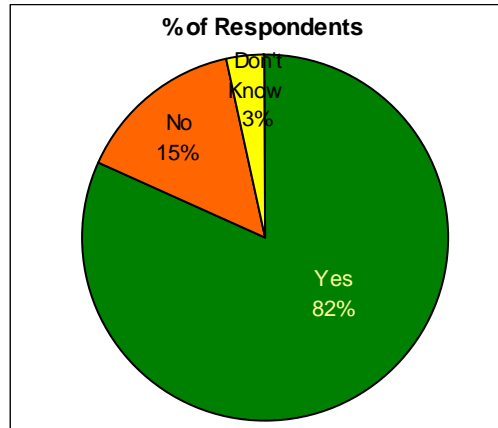
4.2.1 Visit in Lifetime

Figure 4.2.1 Visit in Lifetime to National Park n=6080

A large majority of respondents, 82%, believed that they had visited a national park sometime in their life.

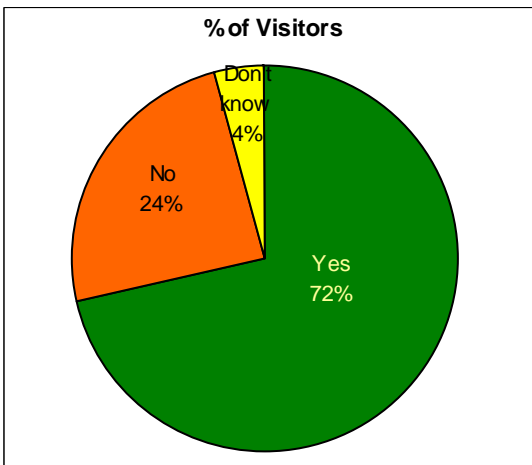
Question 13A: "Have you ever visited a national park?"

Although the numbers shown in Figure 4.2.1 tell us that most respondents visited a national park sometime in their life, we know that confusion between national parks and other parks exists. As we saw in section 3.3.4, only a small majority of the purported visitors from 2004 in fact named an actual national park as the last national park they visited.



4.2.2 Visit as a Child or Youth

Figure 4.2.2 Visit as a Child or Youth n=4976



Of the almost 5,000 respondents reporting a visit to a national park sometime in their life, 72% stated that they had visited as a child or youth.

Question 15A: "Did you ever visit a national park as a child or youth?"

The 72% of 4,976 visitors in Figure 4.2.2 translates into 58% of all respondents who indicated experiencing national parks as a child or youth.

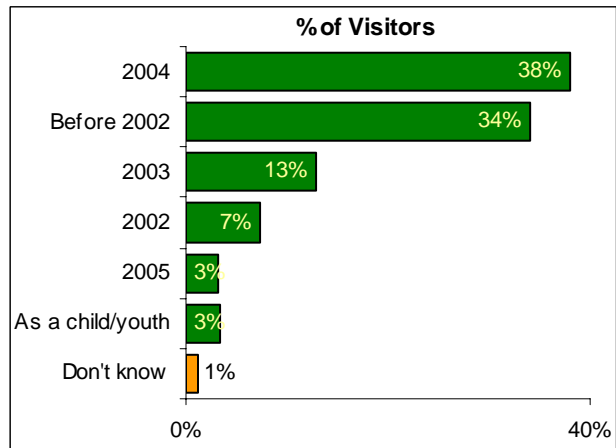
4.2.3 Year of Last Visit

Of those reporting a visit, the largest number indicated having visited a national park in 2004, followed closely by those visiting before 2002.

Question 14A: "When did you last visit a national park?"

The survey was conducted in early 2005. As shown in Figure 4.2.3, the largest numbers visited in 2004 and sometime in the past, as an adult before 2002. Adding the percentages for the years 2002 to 2005 gives us recent visitation in the order of 60% of visitors (and 50% of respondents).

Figure 4.2.3 Year of Last Visit to NP n=4976



4.2.4 Propensity to Visit

Based on those respondents who reported visiting in 2004 and named a national park as the last one visited, we estimate that at least 17% of adult Canadians visited a national park in 2004.

In section 3.3.4 of this report, we looked at the name respondents supplied for the last national park they had visited. For those respondents reporting a visit in 2004, 57% named a national park; the rest could not remember or named another type of park. When we identified those respondents who had visited in 2004 and named a national park from the Parks Canada network, we found that they represented 17% of all respondents. As a result, we estimate that at least 17% of adult Canadians visited a national park in 2004; the figure is an approximation, based as it is on respondents recalling a visit to a national park in their lifetime, a visit in 2004 AND the name of the last national park visited.

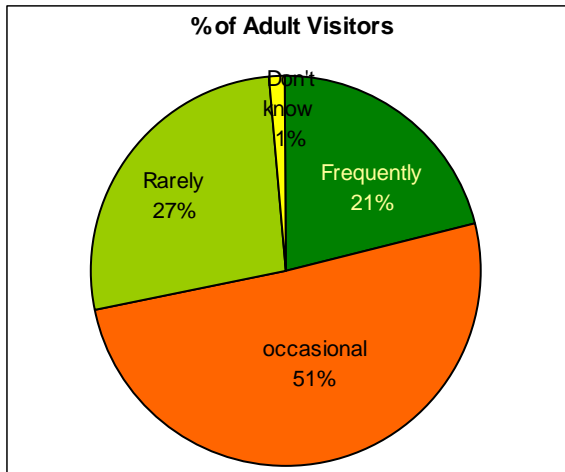
In 2002, the estimation of propensity to visit was based on a different set of questions: "Have you visited a national park in Canada in the past year?" If yes or maybe, "Which national park did you last visit?" The resultant number was 23% of adult Canadians. The figures found in 2002 and in 2005 are not comparable.

4.2.5 Frequency of Visits

The largest group of adult visitors (51%) described their visits to national parks as occasional, roughly twice as many as described it as either rare or frequent.

Question 17A: "During your adult life, have you visited national parks frequently, occasionally, or rarely?"

Figure 4.2.4 Frequency of Visits to National Parks n=4751



When asked to describe the frequency of their visits, half of the adult visitors chose the answer "occasionally." This was followed by over a quarter who selected "rarely" and by roughly 1 in 5 who chose "frequently" (percentages are presented in Figure 4.2.4). Expressed as a percentage of all 6,000+ respondents, frequent visitors represented 17% of the total sample.

During 2004, Parks Canada undertook to define those behaviours by Canadians that could be described as "supportive". The field staff involved in the exercise indicated that repeat (or frequent) visitation was the most supportive of all behaviours. In the 2005 poll, among the groups analyzed for differences in their response rates, the frequent visitor to national parks was among those with the greatest support for nature and for national parks. Interestingly, the frequent visitor of national historic sites was not far behind.

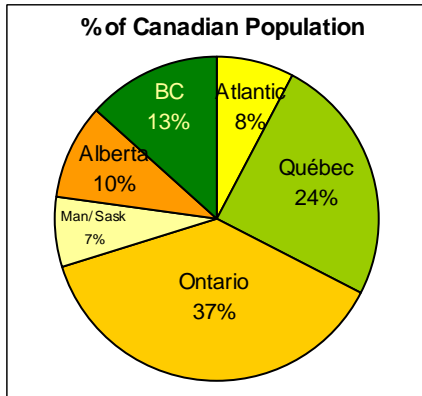
4.3 Visitors to National Parks and the Canadian Population

In sections 4.2.1 to 4.2.5, we examined visits to national parks. We now review several demographic characteristics of some of these visitors, to discover any links to visitation. We start with region, and follow with education, income and age.

4.3.1 Visitors According to Region

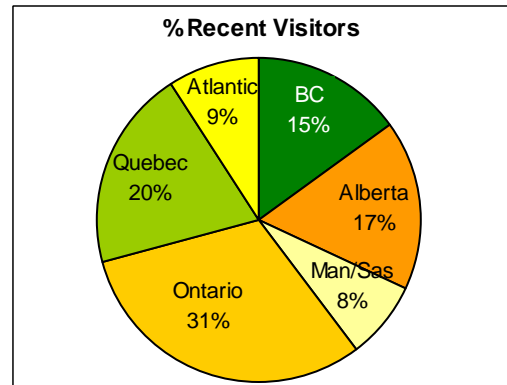
When we look at our visitors according to the region in which they resided, we see large differences between the distribution of our visitors and that of the Canadian population.

Fig. 4.3.1 Region According to 2001 Census



Using the 2001 Census figures, where we have all Canadians 18 years of age and over by region, we see that Ontario and Québec accounted for just over 60% of the population, while Alberta and British Columbia represented less than 25% (shown in Figure 4.3.1).

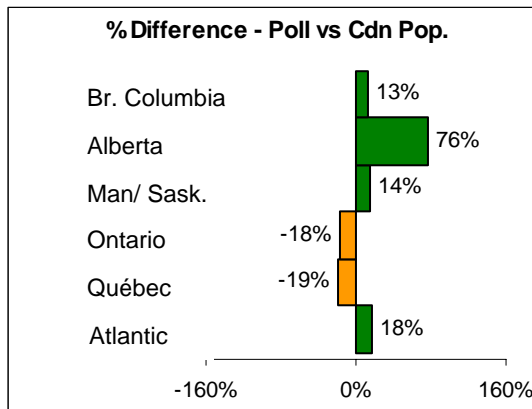
Fig. 4.3.2 Region of Recent Visitors n=3056



Over 2,600 respondents reported a visit to a national park between 2003 and 2005. We define these respondents as 'recent visitors' ⁶.

Looking at recent visitors, shown in Figure 4.3.2, we see that the two largest proportions came from Ontario and Québec, accounting for slightly over 50%. The next two largest segments came from Alberta and British Columbia, accounting for another 32%. The Atlantic and Manitoba / Saskatchewan represented less than 10% each of recent visitors.

Fig. 4.3.3 Region Data - Recent Vis. vs Cdn Pop.



To simplify the comparison between our visitors and the Canadian population, we created Figure 4.3.3, in which we contrast the region of our recent visitors to the data for the Canadian population from Statistics Canada ⁷.

We see many differences; the largest one related to Alberta. The differences indicated that there were more visitors than expected based on population except for Ontario and Québec, where the opposite occurred.

⁶ see Technical note on next page.

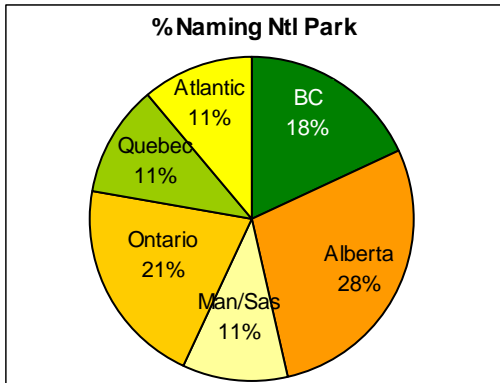
⁷ see Technical note on next page.

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Because Ontario and Québec hold the two largest populations in Canada, under-representation in visitors from these two provinces presents a challenge to Parks Canada.

In the survey, we asked the same group, recent visitors, for the name of the national park they last visited. Only 54% actually named a national park as the last one visited; the rest named a provincial or municipal park, or other entity. The distribution of this smaller pool of "validated" visitors is shown in Figure 4.3.4.

Fig. 4.3.4 Region of Validated Visitors n=1457



When we turn to validated visitors, over 45% of the respondents came from Alberta and British Columbia, while only a third of them were from Ontario and Québec.

In Figure 4.3.4, we see roughly the opposite of what we saw for recent visitors:

	Recent Visitor	Validated Visitor
• BC & Alta	32%	46%
• Ont & Qué	51	32.

The differences between the proportions of recent visitors and of validated visitors by region were large, and the largest occurred for the following:

	Recent Visitor	Validated Visitor	Difference:
• Alberta	17	28	+11
• Ontario	31	21	- 10
• Québec	20	11	- 9.

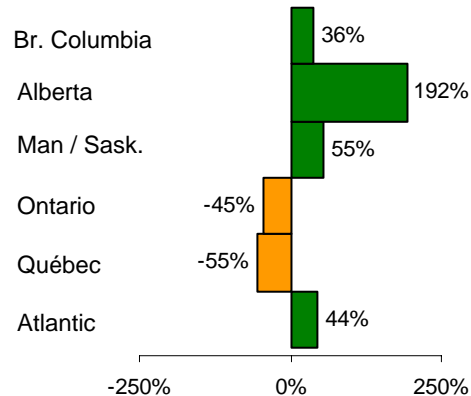
Proximity to a national park, as well as its renown, appears to have had an effect on visitation: Albertans led the country relative to their population base in terms of both recent visitors and validated visitors, followed by the other Western provinces and the Atlantic, while Ontarians and Québécois were under-represented.

Fig. 4.3.5 Region Data - Validated Vis. vs Cdn Pop.

In Figure 4.3.5, we contrast proportions according to region between validated visitors from the poll and all Canadians of 18 years or over from the 2001 Census.

When we compare the proportions by region, we find many more respondents from Alberta followed by those from Manitoba/Saskatchewan, the Atlantic and British Columbia. On the other hand, only roughly half as many validated visitors as their proportions would suggest came from Ontario and Québec.

% Differ. - Validated Vis. vs Cdn Pop.



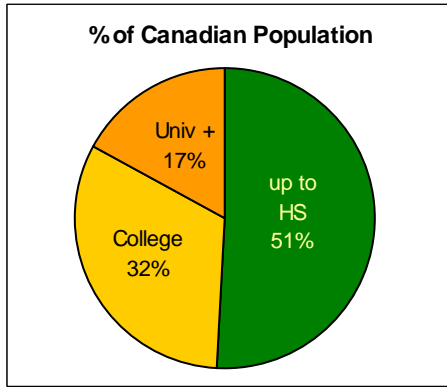
Technical note 6: the poll data were weighted for region using the 2001 Census data; thus the starting point from which recent visitors were drawn, all respondents, is similar to the data shown in Figure 4.3.1.

Technical note 7: for Figures 4.3.3 and 4.3.5, we started with the percentage of visitors for each region, to several decimal places, subtracted the corresponding percentage of the Canadian population, and divided the difference by the percentage of the Canadian population.

4.3.2 Visitors According to Education

The next demographic characteristic we examine is education. Again, we see many large differences between the levels of education reported by our visitors and the levels among the Canadian population.

Fig. 4.3.6 Education According to 2001 Census N=23m



Census data, as shown in Figure 4.3.6, tell us that roughly half of all Canadians 18 years of age and over had a high school education or less, a third had college or some university and fewer than 20% had a university degree or better.

Thus, the two higher educational groups accounted for half of all Canadians 18 years or over in 2001.

Fig. 4.3.7 Education of Recent Visitors n=2673

In Figure 4.3.7, we see the distribution of recent visitors from the poll according to their educational level: the group with up to a high school education has shrunk considerably! The two largest proportions of recent visitors were from the higher levels, accounting for almost 80% of recent visitors. Conversely, respondents with up to a high school certificate accounted for only 21% of recent visitors⁸.

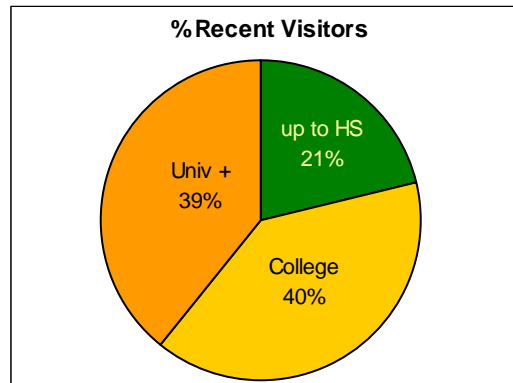
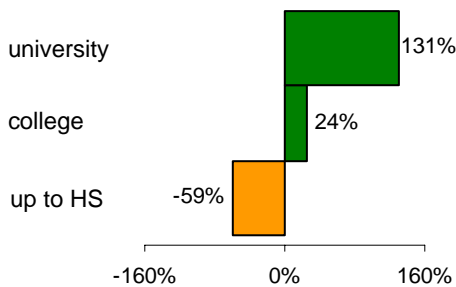


Fig. 4.3.8 Education Data - Recent Vis. vs Cdn Pop.

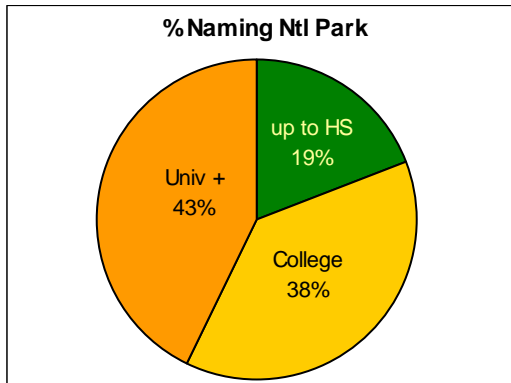
% Differ. - Recent Vis. vs Cdn Pop.



When we compare the percentages related to educational level for the recent visitor to that of the Canadian population in Figure 4.3.8, we see that recent visitors were vastly over-represented among those with a university education, and under-represented among those with a high school education or less.

⁸ see Technical Note on next page.

Fig. 4.3.9 Education of Validated Visitors n=1444



When we look at both our recent and our validated visitors, we have a roughly 80-20 split between the two higher educational groups (college and university) and the lower one (up to high school).

In Figure 4.3.9, we see virtually the same numbers for educational groupings among those naming a national park as the last one visited, and the recent visitor (numbers from Figure 4.3.7):

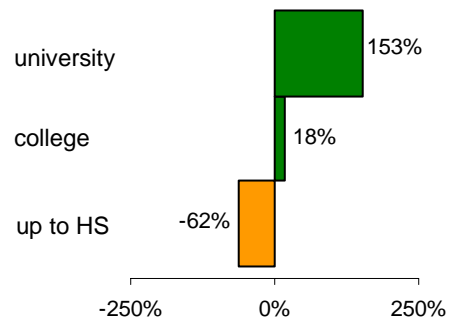
	Recent Vis.	Validated Vis.
• coll & univ.	79%	81%
• up to HS	21	19.

Despite the fact that roughly half of the Canadian population over 18 years of age had an educational level of high school or less, about 80% of both our recent and validated visitors came from the two other groups, with either a college diploma or a university degree. In addition, the university-educated had a much higher propensity to visit, relative to their share of the Canadian population.

Fig. 4.3.10 Education Data - Validated Vis. vs Cdn Pop.

Similarly to the numbers seen in Figure 4.3.8, propensity to visit national parks for validated visitors was much higher among those with a university education, as shown in Figure 4.3.10, relative to their proportion of the population, and much lower among those with a high school diploma or less. College graduates were slightly more inclined to visit, based on their share of the Canadian population.

% Differ. - Validated Vis. vs Cdn Pop.

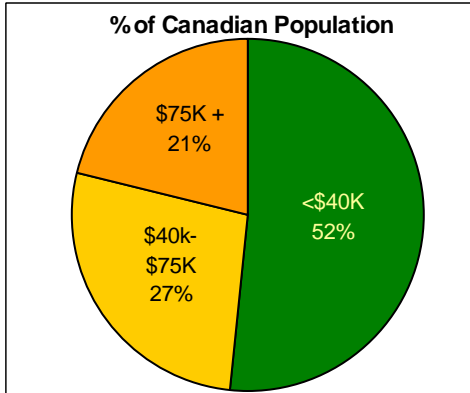


Technical note 8: the poll data were NOT adjusted for education; when we check educational level for all respondents to the 2005 poll, we find differences to the Census data; there were fewer respondents with education up to a high school certificate, and more in the other two groups.

4.3.3 Visitors According to Income

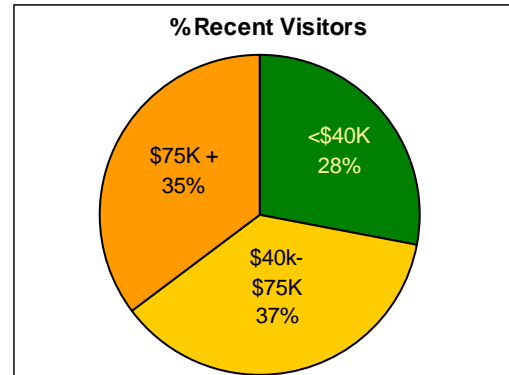
We will now examine our visitors according to the household income they reported in the poll for 2004. There are large differences between the income of our visitors and that of the Canadian population.

Fig. 4.3.11 Income According to Statcan 20% sample



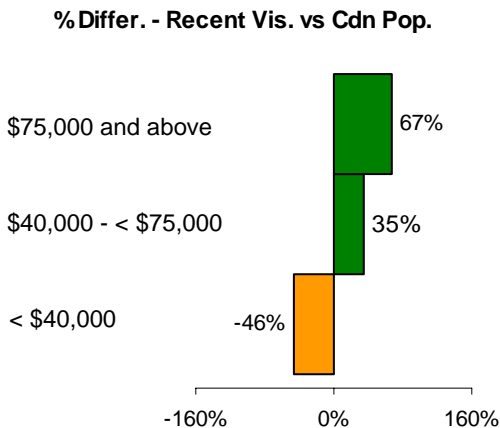
Using the distribution of total income by family type for 2003 from the Income Statistics Division of Statcan, we see that in fact one income category, less than \$40,000 a year, accounted for over 50% of the population (shown in Figure 4.3.11). As a result, the two higher income groups, at \$40,000 and above, contained fewer than 50% of Canadians in 2003.

Fig. 4.3.12 Income of Recent Visitors n=2332



We turn to the poll data and look first at those who reported a recent visit⁹, shown in Figure 4.3.12. We see that the largest number of recent visitors came from the group with household income from \$40,000 up to \$75,000 at 37%, followed closely by those at \$75,000 and above. The group with income up to \$40,000 was in last place, at 28%.

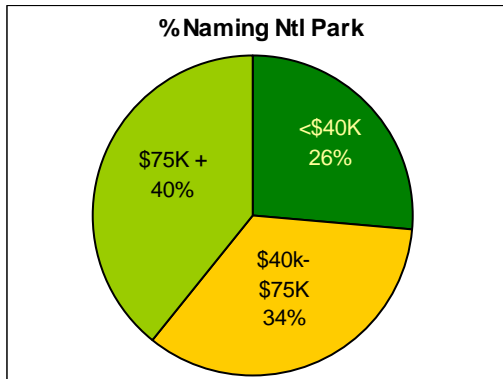
Fig. 4.3.13 Income Data - Recent Vis. vs Cdn Pop.



When we compare the percentages based on household income data for the recent visitor to that of the Canadian population in Figure 4.3.13, we see that recent visitors were over-represented in the two higher income brackets, from \$40,000 to \$75,000 and above. The effect might have been a little less so had we had 2004 income data, but not much less, given recent low wage increases and corresponding inflation rates.

⁹ see Technical note on next page.

Fig. 4.3.14 Income of Validated Visitors n=1282



When we look at validated visitors, we had the largest number in the highest income group, followed by those in the group \$40,000 to \$75,000 per year, and the smallest number in the lowest income group.

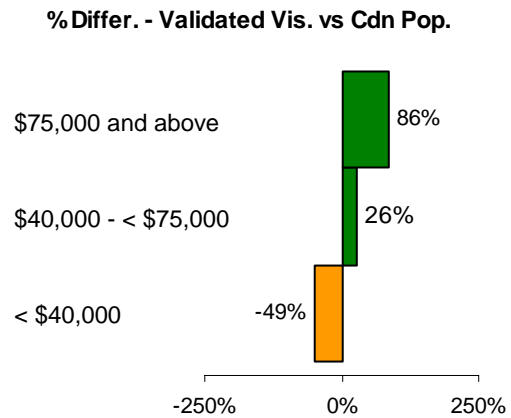
In Figure 4.3.14, we see a shift towards the higher income group, away from the other two, among those naming a national park as the last one visited, relative to the recent visitor (from Figure 4.3.12):

	Recent Vis.	Validated Vis.
• < \$40,000	28%	26%
• \$40K to \$75K	37	34
• \$75,000 +	35	40.

Income made a difference in terms of our visitors relative to the Canadian population: far more came from the highest income group (\$75,000 and above), at 35% for recent visitors and 40% for validated visitors, versus 21% of the population, and far fewer emerged from the lowest income group (less than \$40,000), with 26% and 28% of visitors versus 52% of Canadians.

Fig. 4.3.15 Income Data - Validated Vis. vs Cdn Pop.

When we compare the proportions by income for validated visitors to the Canadian population, in Figure 4.3.15, we find similar differences to those recorded between recent visitors and all Canadians (Figure 4.3.13). Almost twice as many as would be expected, based on their share of the Canadian population, were validated visitors with household income at \$75,000 per year while half as many came from the lowest income group.

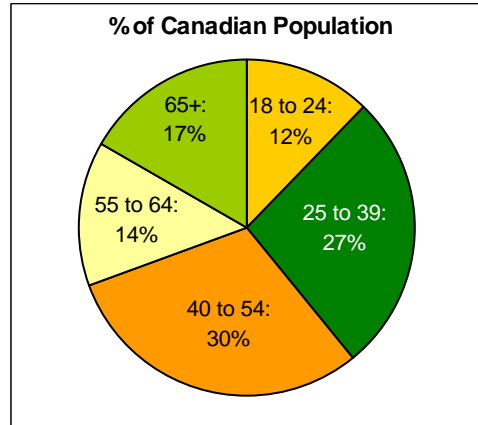


Technical note 9: the poll data were NOT adjusted for income; when we check household income for all respondents in the 2005 poll, we find there were far fewer respondents with income less than \$40,000 and more in the other two income groups than the proportions in the Statcan 2003 data.

4.3.4 Visitors According to Age

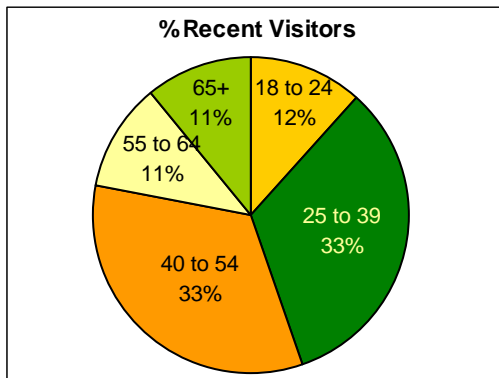
We conclude our review of demographic characteristics with age. The differences according to age between visitors to national parks and the Canadian population were relatively small.

Fig. 4.3.16 Age According to Statcan N=23m



We start with the most recent estimates of the population from Statistics Canada, dated 1 July 2005. The age data have been grouped into categories, shown in the pie chart 4.3.16 on the right. As we can see, the two groups 25 to 39 and 40 to 54, account for a bit more than half, that is 57%, of the population 18 years of age and over.

Fig. 4.3.17 Age of Recent Visitors n=2656



We find two-thirds of our recent visitors in two age groups, those 25 to 39 and those 40 to 54.

The other three age groups collectively accounted for only 34% of recent visitors¹⁰, indicating that our adult market appears to lie within the groups from 25 to 54 years of age (shown in Figure 4.3.17).

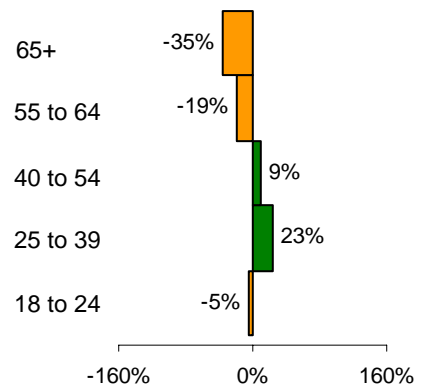
Fig. 4.3.18 Age Data - Recent Vis. vs Cdn Pop.

In Figure 4.3.18, we contrast the age categories for our recent visitors to the data for the Canadian population from Statcan.

As we see, there were two differences over 20%: proportionately more recent visitors were in the age category 25 to 39 than in the Canadian population and, conversely, fewer recent visitors were from the eldest age group.

For marketing purposes, this tells us that our national park experience was more attractive to those 25 to 39 years old, the second largest age segment, and less attractive to those 65+.

% Differ. - Recent Vis. vs Cdn Pop.



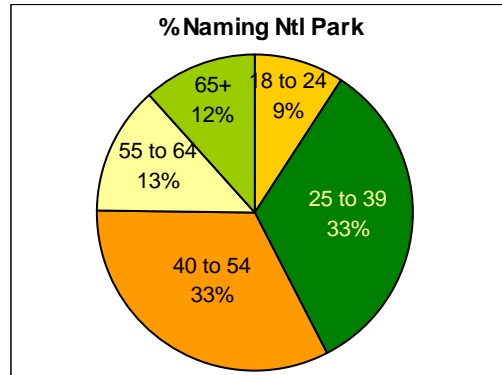
¹⁰ see Technical note on next page.

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Not to be forgotten, the age group 40 to 54 years old was the largest age segment in the Canadian population (from Figure 4.3.16) and was tied with the 25 to 39 year olds in terms of volume of recent visitors (evident in Figure 4.3.17).

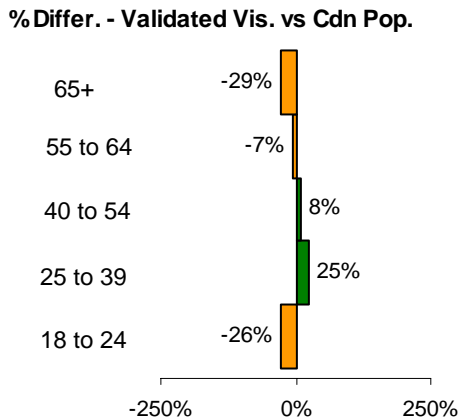
In sum, the data tell us our adult visitors to national parks came equally from those aged 25 to 39 and those 40 to 54, and the first group is over-represented relative to the Canadian population.

Fig. 4.3.19 Age of Validated Visitors n=1457



When we turn to validated visitors, shown in Figure 4.3.19, we find that the proportions for the two age groups from 25 to 54 stayed the same as those for recent visitors. There were a few small differences in the other proportions.

Fig. 4.3.20 Age Data - Validated Vis. vs Cdn Pop.



In Figure 4.3.20, we compare the percentages related to age categories for the validated visitors to the Statcan data for the Canadian population. In this case, we see similar results to those in Figure 4.3.18: more of those naming a national park were in the age category 25 to 39, while fewer were in the age group 65+. In addition, fewer were in the group 18 to 24.

We also conducted a fifth test, based on gender. The differences between national park visitors and the Canadian population were very small, with males slightly more present than their proportion in the population and females correspondingly under-represented.

Technical note 10: the poll data were adjusted to reflect the age of the Canadian population using the 2001 Census data. Thus, the starting point from which recent visitors were drawn, all respondents, is similar to the data shown in Figure 4.3.16.

4.4 Visits to National Historic Sites

4.4.1 Visit in Lifetime

Three-quarters of respondents reported visiting a national historic site sometime in their life.

Question 32A: "Have you ever visited a national historic site?"

The number visiting a national historic site (shown in Figure 4.4.1) was somewhat lower than reported visits to a national park.

As noted in section 3.3.4, confusion between protected heritage places and other such places exists. Of those who reported a visit to a national historic site in 2004, only 45% actually named one (administered by Parks Canada or by other) as the last national historic site they visited.

Figure 4.4.1 Visit in Lifetime to NHS n=6080

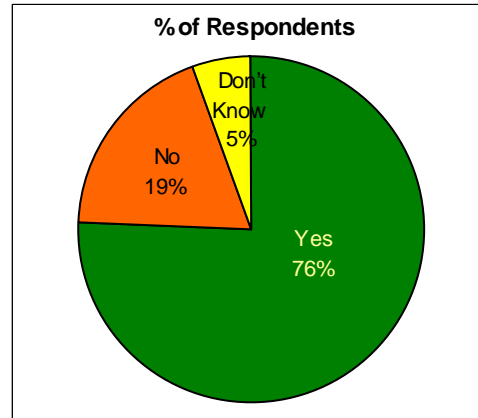
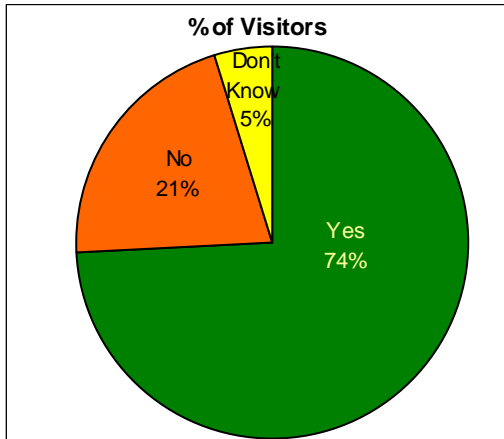


Figure 4.4.2 Visit as Child or Youth n=4586



4.4.2 Visit as Child or Youth

Of the almost 4,600 respondents reporting a visit to a national historic site, almost three-quarters of them reported visiting as a child or youth, a few more than did so for national parks.

Question 43A: "Did you ever visit a national historic site as a child or youth?"

The numbers are presented in Figure 4.4.2, with visitation to a national historic site as a child being very similar if not a little higher than visits to national parks. However, this 74% of 4,586 visitors translates into 56% of respondents, a little less than the percentage found for national parks.

4.4.3 Year of Last Visit

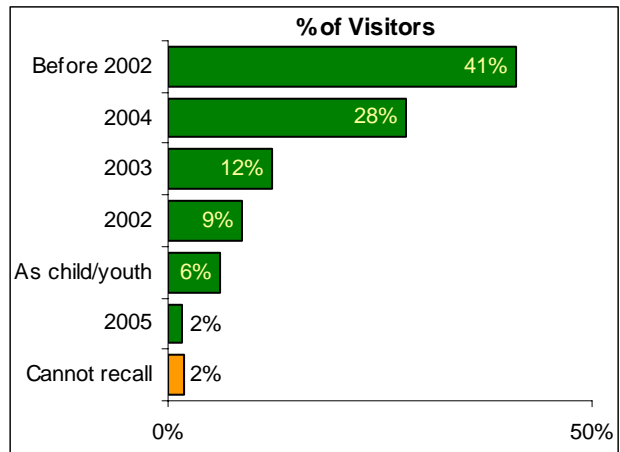
The largest number of visitors to national historic sites selected 'before 2002' as the year of their last visit, with far fewer choosing the year 2004.

Question 33A: "When did you last visit a national historic site?"

For national parks, the largest numbers ascribed the year of their last visit to 2004, followed closely by the years before 2002; for national historic sites, the years before 2002 were the most popular, followed distantly by the year 2004 (shown in Figure 4.4.3).

Visitation over the period 2002 to 2005, at approximately 50%, is less than that reported for national parks. From these numbers, it appears that, on average, the last visit to a national historic site was a longer time ago than the last visit to a national park.

Figure 4.4.3 Year of Last Visit to NHS n=4586



4.4.4 Estimate of Actual Visits

Based on the respondents who had both visited in 2004 and named a national historic site administered by Parks Canada as the last one visited, we estimate that roughly 6% of adult Canadians visited one of our national historic sites in 2004.

In section 3.3.5 of this report, we reviewed the name respondents had provided for the last national historic site they had visited; for respondents reporting a visit in 2004, 31% named a national historic site administered by Parks Canada. Another 14% named a national historic site administered by another party, while the rest named another site or could not remember.

When we identified only those respondents who both visited in 2004 and named a national historic site administered by Parks Canada, we found that they represented 6% of all respondents. As a result, we estimate that approximately 6% of adult Canadians visited a national historic site administered by Parks Canada in 2004.

In 2002, a different set of questions was used to calculate this number (8%) and, as a result, the two sets of estimates are not comparable.

4.4.5 Frequency of Visits

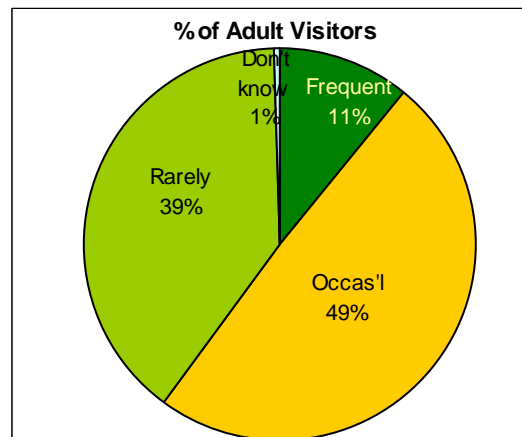
Roughly half of adult visitors described their visitation to national historic sites as occasional, followed by almost 40% who termed their visits as rare; few described their visits as frequent.

Question 36A: "During your adult life, have you visited national historic sites: frequently, occasionally, or rarely?"

Figure 4.4.4 Frequency of Visits to NHS n=4222

When asked to describe the frequency of their visits, the largest group of respondents who visited a national historic site as an adult, 49%, selected the term "occasionally." The next largest group chose "rarely", almost 40%. Those describing their visitation as "frequently" were a small percentage of adult visitors, only 11%.

The latter group becomes 8% of all respondents.

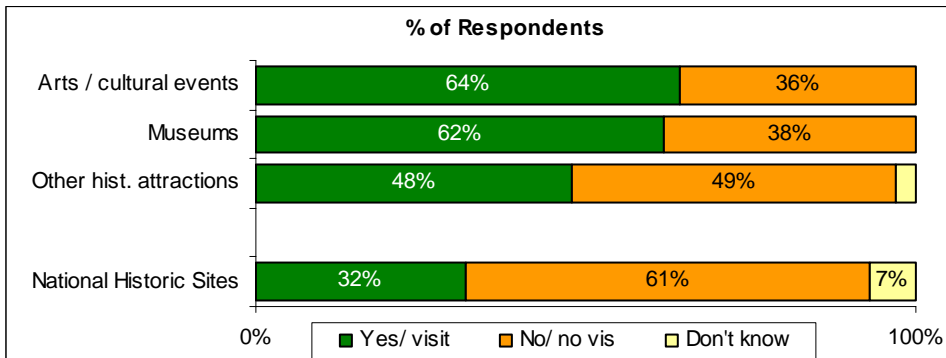


4.4.6 Visits to Related Attractions

It appears that national historic sites were less popular than local arts and cultural festivals and events, museums and other historical attractions, based on reported visits for the last two years.

- Question 44A:** "Have you visited any of the following in your local area in the past two years?"
- arts or cultural festivals and events;
 - museums;
 - other historical attractions or places besides national historic sites."

Figure 4.4.5 Visits to Related Attractions¹¹ n=6080



All respondents were asked whether they had attended three distinct attractions in the last two years. Almost two-thirds indicated that they had visited arts or cultural festivals or events, or museums in their local area. There appears to be considerable enthusiasm for these attractions, which are often located in city centres and thus readily accessible. Roughly half of the respondents agreed that they had been to historical attractions or places besides national historic sites.

When we calculate the proportion of respondents who visited a national historic site between 2003 and 2005, shown in Figure 4.4.5 above, it appears that more respondents visited the three categories of related attractions than visited national historic sites in the last two years.

¹¹ in Figure 4.4.5, the "yes" category for national historic sites corresponds to the percentage of respondents who reported visiting in either 2003, 2004 or 2005; the "no" category corresponds to the percentage of respondents who reported visiting in another year or who had never visited at all. The "don't know's" is the sum of those who did not know if they had ever visited a national historic site at all (Q32) or had visited but did not know the year of their last visit (Q33).

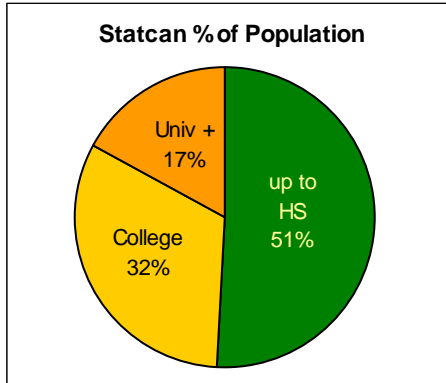
4.5 Visitors to National Historic Sites and the Canadian Population

In sections 4.4.1 to 4.4.6, we examined visits to national historic sites. We now turn to several demographic characteristics of these visitors, starting with education.

4.5.1 Visitors According to Education

The first demographic characteristic we examine is education. We review our visitors according to the level they reported in the poll, and contrast it with the levels among the Canadian population, and find large differences between the two.

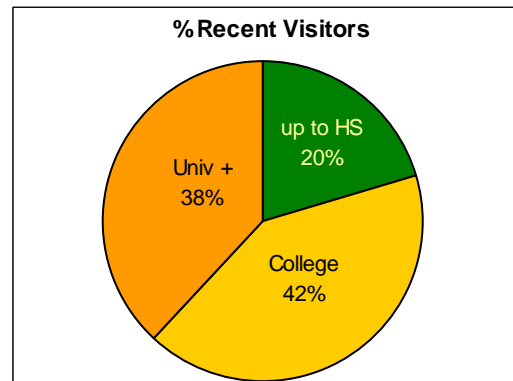
Fig. 4.5.1 Education According to 2001 Census N=23m



Census data, as shown in Figure 4.5.1, tell us that roughly half of all Canadians 18 years of age and over had a high school education or less, a third had college or some university and fewer than 20% had a university degree or better.

Thus, the two higher educational groups accounted for only half of all Canadians 18 years or over in 2001.

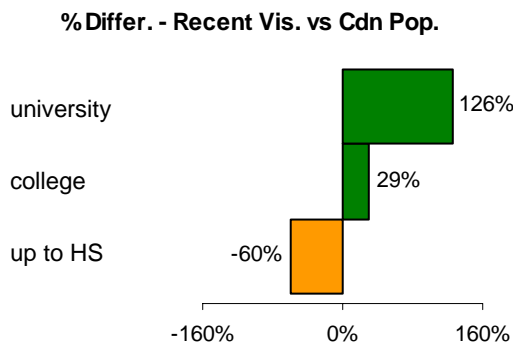
Fig. 4.5.2 Education of Recent Visitors n=1924



Over 1,900 respondents reported a visit to a national historic site between 2003 and 2005.

In Figure 4.5.2, we show the distribution of these recent visitors according to their educational level¹². The two largest proportions of these visitors were from the higher levels, accounting for 80% of recent visitors. Conversely, respondents with up to a high school certificate accounted for only 20% of recent visitors.

Fig. 4.5.3 Education Data - Recent Vis. vs Cdn Pop.

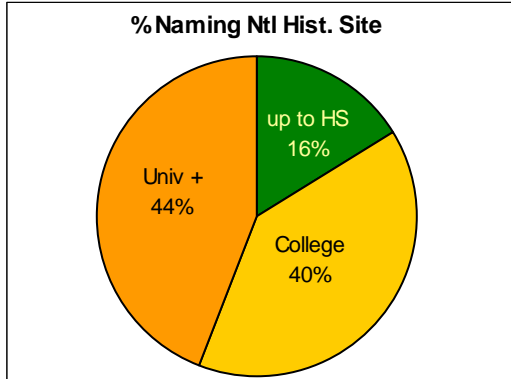


When we compare the distribution of educational levels between the recent visitor of national historic sites and the Canadian population¹³ in Figure 4.5.3, we see that recent visitors were vastly over-represented among those with a university education, and under-represented among those with a high school education or less.

¹² See Technical Note on next page.

¹³ See Technical Note on next page.

Fig. 4.5.4 Education of Validated Vis. n=846



When we focus on visitors able to name a national historic site, we have a roughly 85-15 split between the two higher educational groups (college and university) and the lower one (up to high school).

In Figure 4.5.4, we see a slight shift in the numbers towards educational groupings above the high school level among validated visitors:

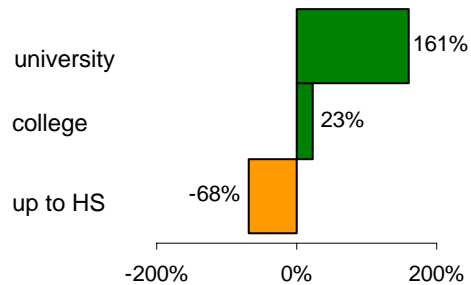
	Recent Vis.	Validated Vis.
• coll & univ.	80%	84%
• up to HS	20	16.

Despite the fact that roughly half of the Canadian population had an educational level of high school or less, 80% of recent visitors and almost 85% of validated visitors came from the groups with either a college or a university degree. The university-educated had a much higher propensity to be a visitor than warranted by their share of the Canadian population.

Fig. 4.5.5 Education Data - Validated Vis. vs Cdn Pop.

Similarly to the numbers in Figure 4.5.3, propensity to visit based on education was much higher for those with a university education, as shown in Figure 4.5.5, and much lower among those with a high school diploma or less. College graduates were slightly more inclined to visit, based on their share of the Canadian population.

%Differ. - Validated Vis. vs Cdn Pop.



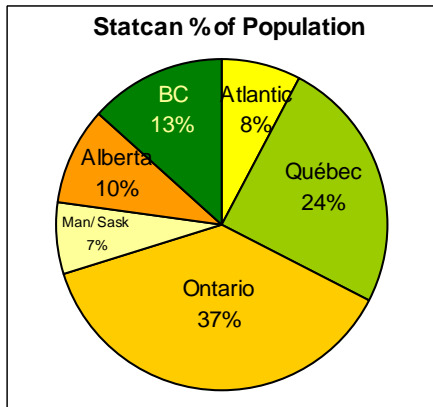
Technical note 12: the poll data were NOT adjusted for education; when we check educational level for all respondents to the 2005 poll, we find differences to the Census data; there were fewer respondents with education up to a high school certificate, and more in the other two groups.

Technical note 13: in Figures 4.5.3 and 4.5.5, we started with the percentage of visitors for each educational group, to several decimal places, subtracted the corresponding percentage of the Canadian population (from Statcan), and divided the difference by the percentage of the Canadian population.

4.5.2 Visitors According to Region

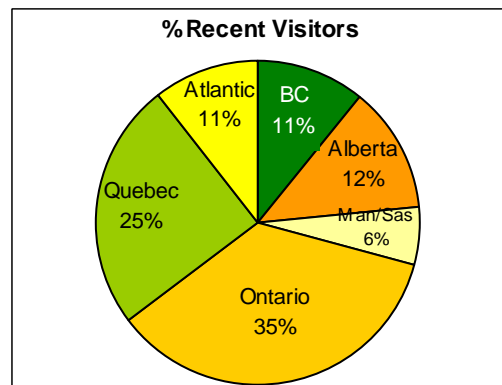
We now examine our national historic site visitors according to the region in which they resided. Here again we see several differences between the distribution of our visitors and that of the Canadian population but these are far smaller than was the case for visitors to national parks.

Fig. 4.5.6 Region According to 2001 Census N=23m



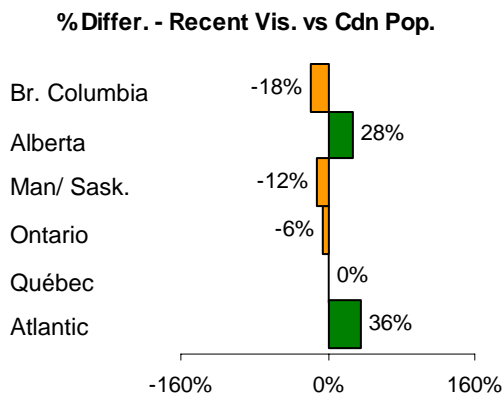
Based on the 2001 Census figures, where we have all Canadians 18 years of age and over by region, we see that Ontario and Québec accounted for just over 60% of the population whereas, at the other end of the scale, the Atlantic and Manitoba / Saskatchewan represented only 15% (shown in Figure 4.5.6).

Fig. 4.5.7 Region of Recent Visitors NHS n=1931



We look first at recent visitors (those who claimed visiting between 2003 and 2005) of national historic sites in figure 4.5.7¹⁴. The two largest groups came from the Québec and Ontario regions, accounting for 60% of recent visitors. These regions were followed distantly by Alberta and British Columbia, accounting for only 23%, while the Atlantic and Manitoba / Saskatchewan represented less than 20%.

Fig. 4.5.8 Region Data - Recent Vis vs Cdn Pop.



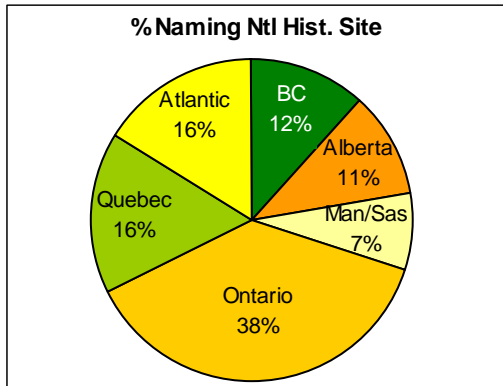
In Figure 4.5.8, we contrast the above proportions according to region for the visitors from the poll and for all Canadians of 18 years or over from the 2001 Census.

We see two differences over 20% points, led by the Atlantic with more visitation than one might expect based on population, followed by Alberta.

¹⁴ see Technical Note on next page.

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Fig. 4.5.9 Region of Validated Visitors n=846



When we turn to validated visitors, Ontario and Québec accounted for 54% of visitors while Atlantic and Manitoba-Saskatchewan represented 23%, as did Alberta and British Columbia, also at 23%.

From Figure 4.5.7 to Figure 4.5.9, we see that there were some significant shifts in terms of region between those claiming to have visited recently, and those who could name the last national historic site they visited:

	Rec. Vis.	Val. Vis.	Difference:
• Québec ¹⁵	25%	16%	- 9%
• Atlantic	11	16	+5.

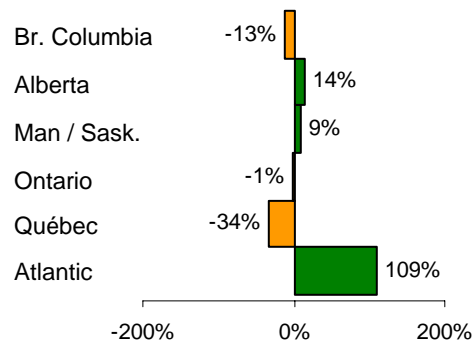
Proximity to a national historic site appears to have had an effect on visitation: Atlantic respondents led the country relative to their population base in terms of both recent visitors and validated visitors.

Fig. 4.5.10 Region Data - Validated Vis. vs Cdn Pop.

When we compare the proportions by region for visitors naming a national historic site to the Canadian population (Figure 4.5.10), we find one large difference: many more validated visitors came from the Atlantic, relative to their proportion of the Canadian population.

On the other hand, fewer respondents from Québec appeared to be validated visitors. However, when we check the actual names given, we see where the confusion originates: many Québécois mentioned 'les plaines d'Abraham', 'le vieux port de Québec', 'le vieux port de Montréal' and 'le vieux Québec', none of which are on the list of national historic sites of Canada but all of which are places of national significance.

% Differ. - Validated Vis. vs Cdn Pop.



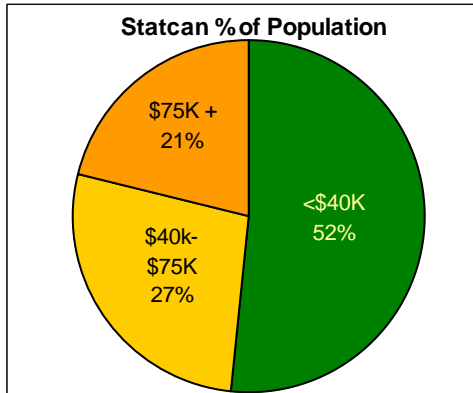
Technical note 14: the poll data were weighted for region using the 2001 Census data. Thus, the starting point from which recent visitors and validated visitors were drawn, all respondents, is similar to the data shown in Figure 4.5.6.

¹⁵ Québec: see last paragraph above.

4.5.3 Visitors According to Income

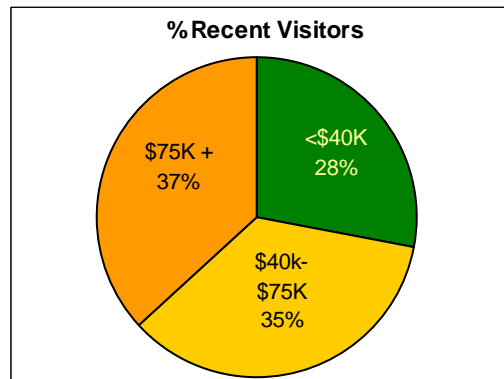
We will now examine our visitors according to the household income they reported in the poll for 2004. There are large differences between the income of visitors in the poll and that of the Canadian population.

Fig. 4.5.11 Income According to Statcan 20% sample



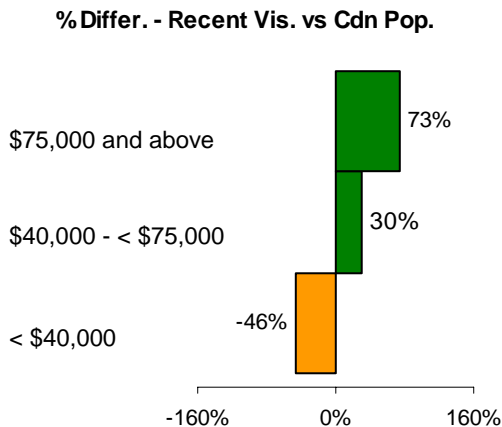
Again based on the distribution of total income by family type for 2003 from the Income Statistics Division of Statcan, we see that in fact one income category, less than \$40,000 a year, accounted for over 50% of the population (shown in Figure 4.5.11).

Fig. 4.5.12 Income of Recent Visitors n=1672



When we turn to the poll data¹⁶ and look at those who reported a recent visit to a national historic site, shown in Figure 4.5.12, we see that only 28% of respondents gave their total household income as less than \$40,000 for 2004. The largest number of recent visitors to national historic sites, 37%, had household income at \$75,000 and above, followed closely by the middle income group.

Fig. 4.5.13 Income Data - Recent Vis vs Cdn Pop.

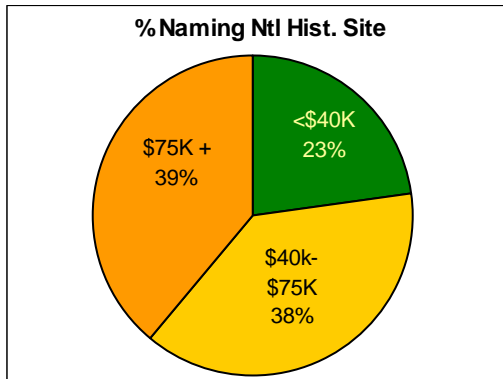


When we compare the household income data for the recent visitor to that of the Canadian population in Figure 4.5.13, we see that recent visitors were over-represented in the two higher income brackets, from \$40,000 to \$75,000 and above.

Those with the greatest propensity to be a visitor had household income falling at \$75,000 and above, relative to their proportion in the Canadian population.

¹⁶ See Technical Note on next page.

Fig. 4.5.14 Income of Validated Visitors n=732



When we look at validated visitors, the largest numbers were in the two highest income groups, with over one-third each, while less than a quarter fell in the lowest income group.

In Figure 4.5.14, we see that the lowest income group lost share while the higher ones gained slightly in terms of validated visitors:

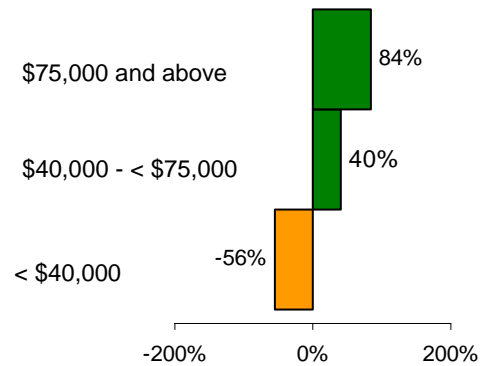
	Recent Vis.	Validated Vis.
• < \$40,000	28%	23%
• \$40K to \$75K	35	38
• \$75,000 +	37	39.

Income again made a difference in terms of our visitors: far more came from the highest income group (\$75,000 and above) relative to the Canadian population, at roughly 38% versus 21%, and far fewer emerged from the lowest income group (less than \$40,000), with roughly 25% of visitors versus 52% of the population.

Fig. 4.5.15 Income Data - Validated Vis. vs Cdn Pop.

% Differ. - Validated Vis. vs Cdn Pop.

When we compare the proportions by income for validated visitors to the Canadian population, in Figure 4.5.15, we find very similar differences to those recorded between recent visitors and all Canadians (Figure 4.5.13). Almost twice as many validated visitors appeared among those with household income over \$75,000 per year than would be expected, based on their share of the Canadian population, and half as many did from the lowest income group.

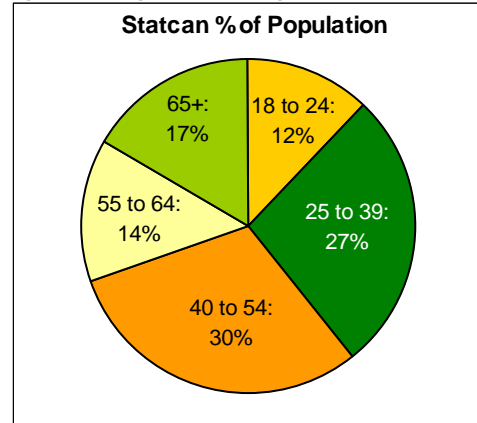


Technical note 16: the poll data were NOT adjusted for income; when we check household income for all respondents to the 2005 poll, we find differences to the Census data. Among those respondents with income less than \$40,000, it appears that many were reluctant to answer the poll and, as a result, the smaller proportion for this group does not reflect the Canadian population.

4.5.4 Visitors According to Age

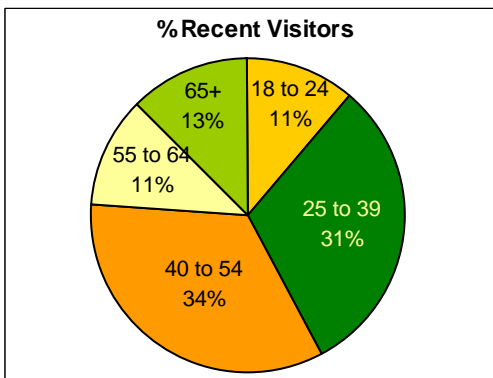
The last demographic characteristic reviewed here is age; the differences between our visitors and the Canadian population based on age are relatively small.

Fig 4.5.16 Age According to Statcan N=23M



As in Section 4.3.1, we look at the most recent estimates of population from Statcan, dated July 2005, (shown in Figure 4.5.16) and find that two groups, 25 to 39 and 40 to 54, account for more than half of all Canadians over 18 years of age.

Fig. 4.5.17 Age of Recent Visitors n=1912

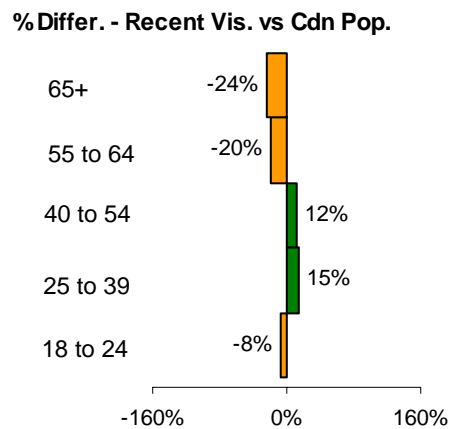


When we review the age groups of our recent visitors, we find two-thirds of them in two groups, those 25 to 39 and 40 to 54. The other three age groups collectively accounted for only 35% of recent visitors, indicating that our adult national historic site market also appears to lie with the groups from 25 to 54 years of age (shown in Figure 4.5.17)¹⁷.

Fig. 4.5.18 Age Data - Recent Vis NHS vs Cdn Pop.

In Figure 4.5.18, we compare the distribution of age for our recent visitors to the data for the Canadian population from Statcan. As we see, there were two differences of 20% points or more: fewer recent visitors were from the two eldest age groups.

For marketing purposes, this may tell us that our national historic site experience was less attractive to those 55 to 64, and 65+.

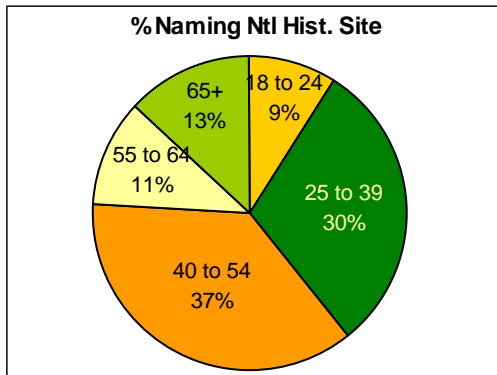


¹⁷ see Technical Note on next page.

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We now turn to those recent visitors able to name a national historic site, whether administered by Parks Canada or another, our validated visitors.

Fig. 4.5.19 Age of Validated Visitors n=845



The group aged 40 to 54 led in terms of share of validated visitors to national historic sites.

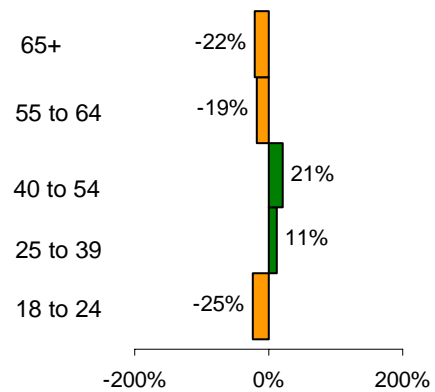
When we compare the recent visitors shown in Figure 4.5.17 to validated visitors in Figure 4.5.19, we see that the share of those from 40 to 54 years of age grew.

Fig. 4.5.20 Age Data - Validated Vis. vs Cdn Pop.

Comparisons to the Canadian population affirm that our adult visitors to national historic sites come from, first, those aged 40 to 54, and second those aged 25 to 39.

In Figure 4.5.20, we compare the age categories for the visitors naming a national historic site to the Statcan data for the Canadian population. In this case, we see four major differences: more of those naming a national historic site were in the age category 40 to 54. On the other hand, fewer were in the youngest age group, and in the two eldest.

% Differ. - Validated Vis. vs Cdn Pop.



The changes between the Figures 4.5.18 and 4.5.20 suggest that fewer respondents from the youngest age group actually did visit a national historic site, while more did so from the middle age group of 40-54.

Technical note 17: the poll data were adjusted to reflect the age of the Canadian population using the 2001 Census data.

Chapter 5: Support in Terms of Funding and Trust

In this chapter, we address the findings related to the funding of national parks and national historic sites, and to trust in Parks Canada.

The information is presented under the following headings:

- 5.1 Highlights
- 5.2 Funding National Parks
 - 5.2.1 Tax Dollars and Priorities
 - 5.2.2 Increase in Government Funding
 - 5.2.3 Personal Contribution to Fund
 - 5.2.4 Involvement in Related Causes
- 5.3 Funding National Historic Sites
 - 5.3.1 Tax Dollars and Priorities
 - 5.3.2 Increase in Government Funding
 - 5.3.3 Involvement in Related Causes
- 5.4 Trust in Parks Canada
 - 5.4.1 Trust as Steward
 - 5.4.2 Trust as Source of Information.

5.1 Highlights

Respondents indicated a higher priority for maintaining the existing national parks than for completing the system of parks; in the middle ground lay the mandates for educating the public and increasing use and enjoyment. In comparing the findings from 2005 to those of 2002, we see two things: support rose for all mandates, and support rose the most for increasing the use and enjoyment of parks.

Very few respondents were opposed to an increase in funding for national parks through an increase in tax dollars, with over half strongly supporting an increase. Over half of respondents were willing to make a contribution to help national parks.

However, in contrast to hypothetical contributions, when asked about current personal donations, respondents indicated that in fact only 25% donated money and fewer still volunteered their time to causes related to the protection of natural areas and wilderness.

Similarly to the rankings seen in the case of national parks, except for a 10% point differential in the numbers, respondents gave a higher priority to maintaining existing national historic sites than for increasing the number of sites; in the middle were the mandates for increasing use and enjoyment and educating the public. When we compare 2005 to 2002, we see that support rose for all mandates and became the same for increasing the use and enjoyment of national historic sites.

A few more respondents were opposed to an increase in funding for national historic sites relative to national parks, and support was softer in comparison. When asked about actual donations, respondents indicated that in fact only 19% donated money and fewer still volunteered their time to causes related to the protection of history and historic places.

Respondents had a lot more trust in Parks Canada and non-profit conservation groups than they did in the federal or provincial governments as stewards of Canada's natural and cultural heritage. And, when alternated with the Government of Canada, Parks Canada was selected significantly more often (followed closely by conservation groups) as the organization or group most trusted to provide accurate information about the status of Canada's national parks and historic sites.

5.2 Funding National Parks

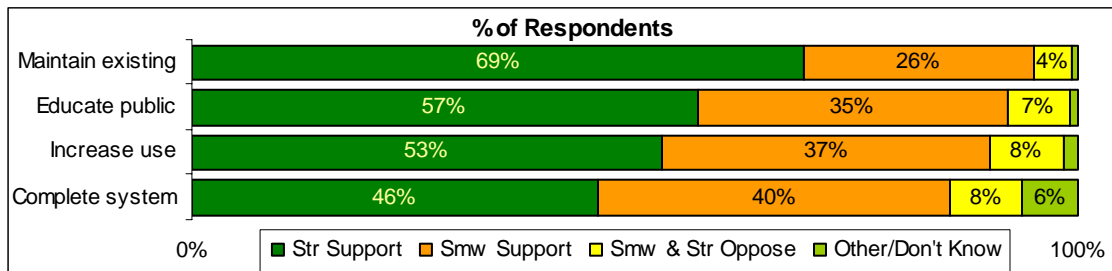
In this section of the report, we examine the results of the poll which related to the use of tax dollars for national parks, the possibility of increased funding, and contributions to causes related to nature.

5.2.1 Tax Dollars and Priorities

Respondents indicated a higher priority for maintaining the existing national parks than for completing the system of parks. In the middle ground lay the mandates for educating the public and increasing use and enjoyment.

Question 6A: "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 (listed in Figure 5.2.1) "

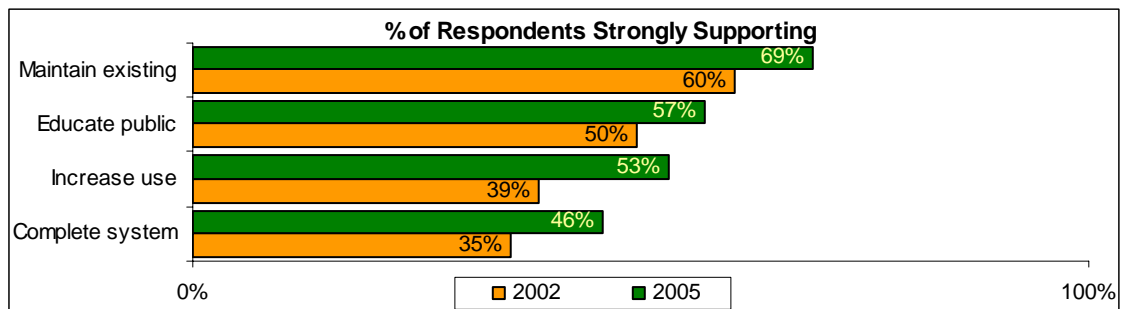
Figure 5.2.1 Use of Tax Dollars for NP n=6080



In Figure 5.2.1, looking at strong support, we see that maintaining the existing national parks was the most important mandate in the eyes of the public. This was followed by two mandates which were virtually tied: educating the public on issues related to the natural environment and increasing the use and enjoyment of the country's national parks. Completing the system of national parks was the last priority in terms of support.

In comparing the findings from 2005 to those of 2002, we see two things: support rose for all mandates, and support became virtually the same for educating the public and increasing the use and enjoyment of parks.

Figure 5.2.2 Use of Tax Dollars for NP - 2005 vs. 2002 n=6080 (2005) n=5202 (2002)



Relative to 2002, support for all the mandates rose in 2005. However, it did not rise equally, as shown in Figure 5.2.2: the smallest increase occurred for educating the public while the largest occurred for increasing use and enjoyment. As a result, it appears that marketing the parks and enhancing the visitor experience has become as important as heritage presentation to the public.

5.2.2 Increase in Government Funding

Question 7B: “Please tell me whether you strongly support, somewhat support, somewhat oppose or strongly oppose increasing government funding for the conservation of natural areas and wilderness in Canada’s national parks.”

Figure 5.2.3 Levels of Support for Incr. Funding n=3180

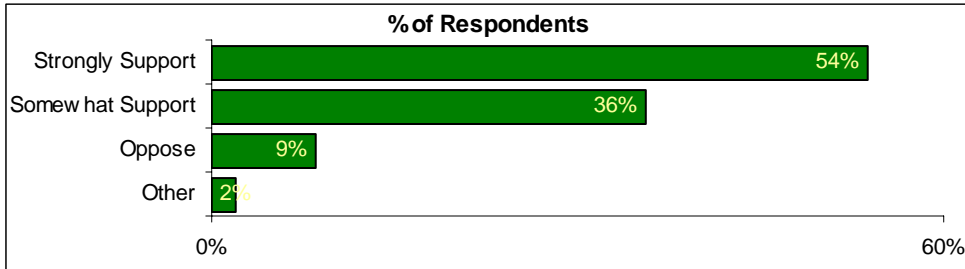


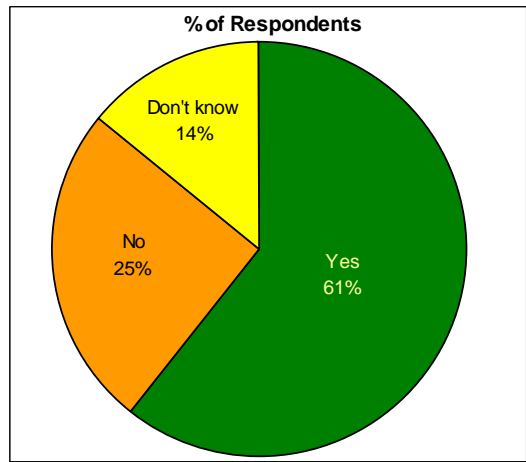
Figure 5.2.3 indicates that very few respondents were opposed to an increase in funding for the conservation of natural areas and wilderness in Canada’s national parks, with over half strongly supporting such an increase.

5.2.3 Personal Contribution to Fund

Over half of respondents were willing to make a contribution to help national parks, similarly to the number above who strongly supported increased government funding.

Question 21X: “Research suggests that current funding is not sufficient to maintain the national parks. As a result, the natural areas and visitor services in the parks may deteriorate. If a non-profit fund was created to raise additional money to help the national parks, would you be willing to make a contribution?”

Figure 5.2.4 Contribution to Fund for Ntl Parks n=1581



In Figure 5.2.4, we see a much larger amount of uncertainty, 14%, than that displayed in other findings. It appears that a sizable number of people had questions about making a personal contribution to help national parks. On the other hand, 61% seemed comfortable with doing so.

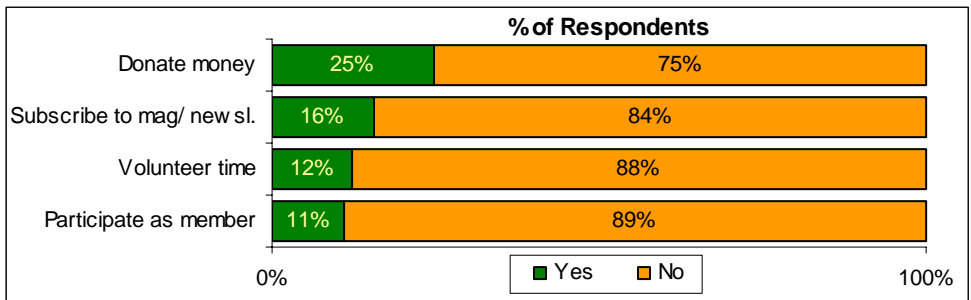
5.2.4 Involvement in Related Causes

In contrast to hypothetical contributions, when asked about current donations, respondents indicated that in fact only 25% donated money and fewer still volunteered their time to causes related to the protection of natural areas and wilderness.

Question 45B: “Are you involved in any organization or cause related to the protection of natural areas and wilderness in terms of:

- a. Volunteering your time
- b. Donating money
- c. Participating as a member
- d. Subscribing to a magazine or newsletter.”

Figure 5.2.5 Contributions to Nature and Wilderness Causes n=3180



Actions speak louder than words: a quarter of respondents indicated actually giving money to causes related to nature, while fewer still gave their time or participated in other ways. This is in contrast to the 61% who indicated that they would be willing to make a contribution to a fund to help national parks, in section 5.2.3.

5.3 Funding National Historic Sites

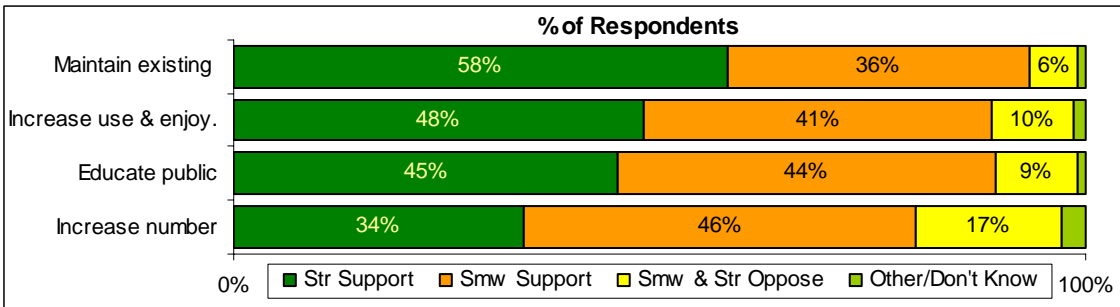
In this section, we look at the findings that related to the use of the public's tax dollars for national historic sites, increased government funding and causes related to history and historic places.

5.3.1 Tax Dollars and Priorities

Similarly to the rankings seen in the case of national parks, except for a 10% point differential in the numbers, respondents gave a higher priority to maintaining existing national historic sites than for increasing the number of sites. In the middle were the mandates for increasing use and enjoyment and educating the public.

Question 6A: "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 (listed in Figure 5.3.1)."

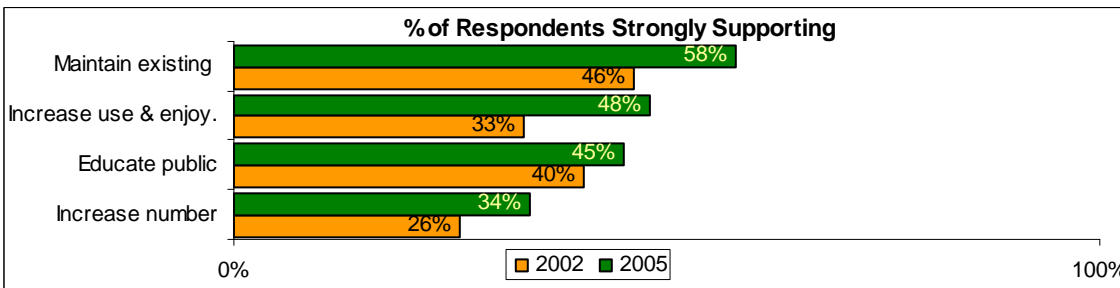
Figure 5.3.1 Use of Tax Dollars for National Historic Sites n=6080



When we focus on "strongly support" in Figure 5.3.1, we see that more respondents endorsed maintaining the current national historic sites than supported the other three mandates, especially increasing the number of sites. The middle two mandates were rated very similarly, with increasing use and enjoyment slightly ahead of educating the public.

In comparing the findings from 2005 to those of 2002, we see two major changes: support rose for all mandates and the ranking for increasing use and enjoyment jumped to second place, up with educating the public.

Figure 5.3.2 Use of Tax Dollars - 2005 vs 2002 n=6080 (2005) n=5202 (2002)



As we see in Figure 5.3.2, support in 2005 for all four mandates rose considerably relative to 2002. It rose the most for increasing use and enjoyment, thereby moving it into second place, along with educating the public. Similarly to the case for national parks, it appears that marketing the sites and enhancing the visitor experience has become as important to the public as heritage presentation.

5.3.2 Increase in Government Funding

Question 8C: “Please tell me whether you strongly support, somewhat support, somewhat oppose or strongly oppose increasing government funding for the conservation of Canada’s national historic sites?”

Figure 5.3.3 Levels of Support for Incr. Funding n=2991

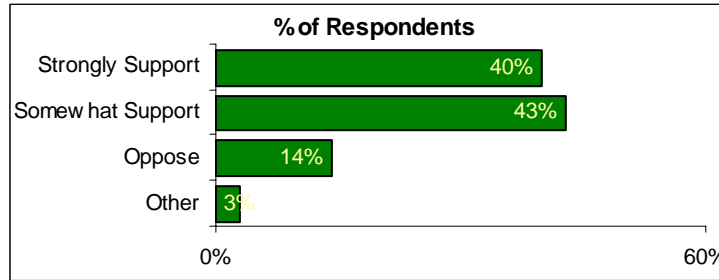


Figure 5.3.3 indicates that a few more respondents were opposed to an increase in funding for national historic sites relative to national parks. As well, support was soft in comparison, with four in ten strongly supporting such an increase and a few more somewhat supporting it.

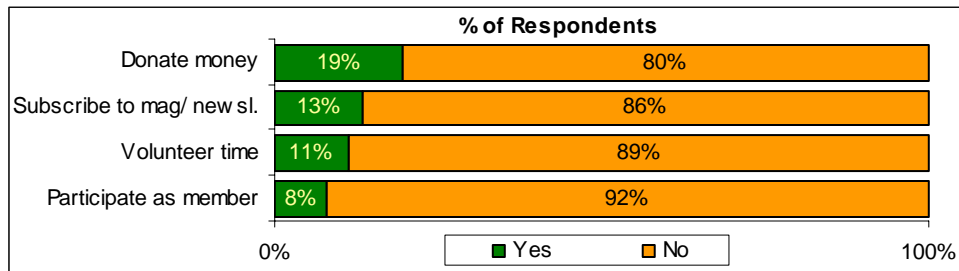
5.3.3 Involvement in Related Causes

Although over 80% of respondents more or less supported increased government funding for the conservation of Canada’s national historic sites, few in fact personally donated their money or time to such causes.

Question 46C: “Are you involved in any organization or cause related to history or the conservation of historic places in terms of:

- a. Volunteering your time
- b. Donating money
- c. Participating as a member
- d. Subscribing to a magazine or newsletter.”

Figure 5.3.4 Contributions to Causes related to History / Historic Places n=2991



Fewer than 20% of respondents indicated actually giving money to causes related to history or historic places, while fewer still gave their time or participated in other ways, as illustrated in Figure 5.3.4.

5.4 Trust in Parks Canada

There were two questions in the poll related to trust in Parks Canada as:

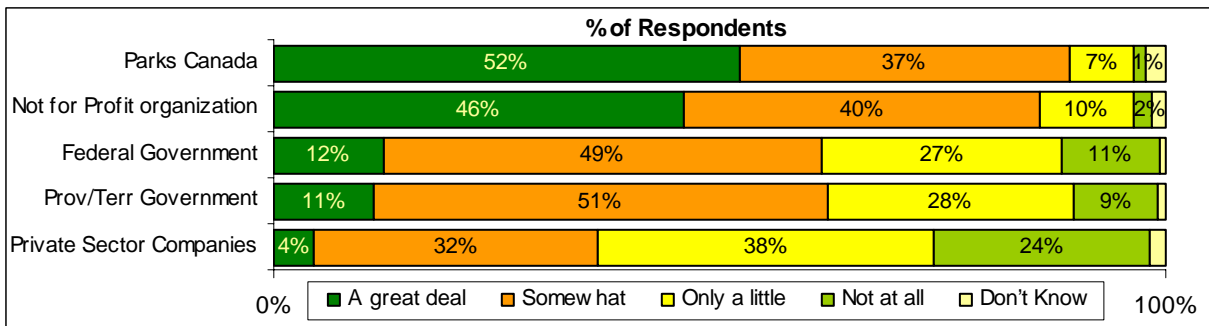
- steward of Canada's natural and cultural heritage and
- a source of information on Canada's national parks and historic sites.

5.4.1 Trust as Steward

Respondents had a great deal more trust in Parks Canada and non-profit organizations than they did in the federal or provincial governments as steward of Canada's natural and cultural heritage.

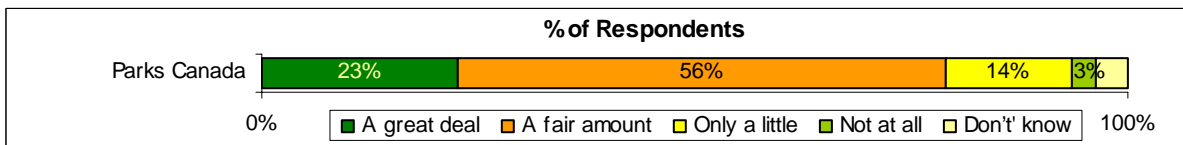
Question 5A: "How much do you trust each of the following as a protector or steward of Canada's natural and cultural heritage?"

Figure 5.4.1 Amount of Trust as Steward 2005 n=6080



In Figure 5.4.1, we see that half of the respondents had a large amount of trust in Parks Canada as a steward of natural and cultural heritage, while a few less felt the same way about non-profit organizations. On the other hand, only 12% of the respondents had about the same level of trust in the federal or provincial governments, with even fewer trusting the private sector.

Figure 5.4.2 Amount of Trust as Steward 2002 n=5202



In 2002, a similar question was asked about the amount of trust as protector or steward of Canada's natural and cultural heritage. However, it offered Parks Canada as the sole option, with no other organizations listed. The results were less than half (23%) of what they were in 2005 for trust "a great deal", as shown in figure 5.4.2. It appears that, in the context of other options such as those used in 2005, Parks Canada (and non-profit organizations) compare much more favourably than governments or the private sector.

5.4.2 Trust as Source of Information

When alternated with the Government of Canada, Parks Canada was selected more often as the organization or group most trusted to provide accurate information about the status of Canada's national parks and historic sites.

Question 40A: "Which one of the following would you most trust to provide you with accurate information about the status of Canada's national parks and historic sites?"

Figure 5.4.3 Most Trustworthy Source of Information - incl. Parks Canada n=2961

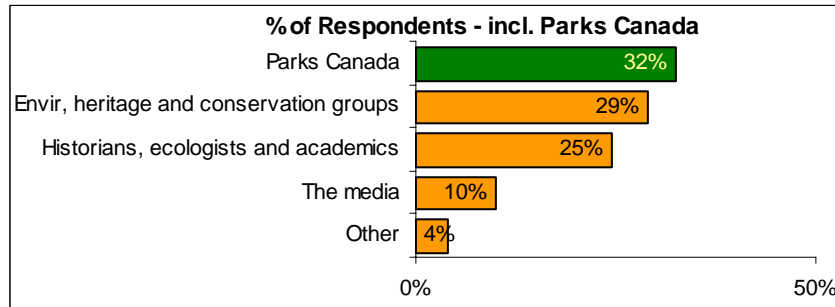
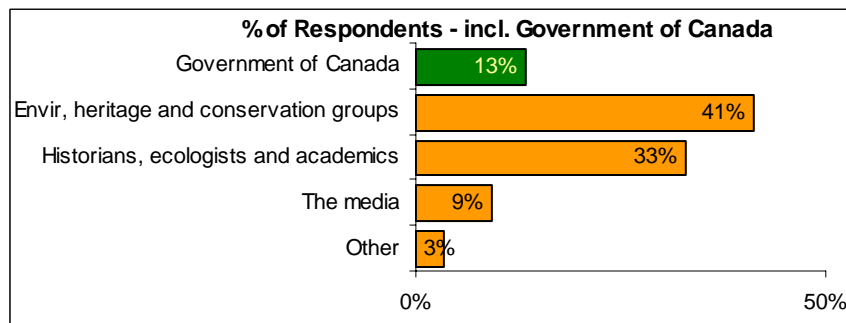


Figure 5.4.4 Most Trustworthy Source of Information - Incl. Gov't of Canada n=3001



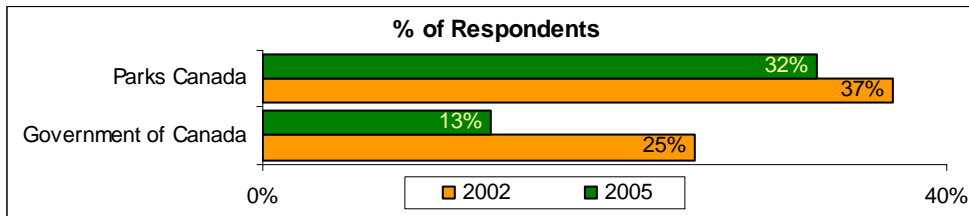
Respondents were given four options for most trusted source of information; three options remained the same for all respondents. The fourth option was Parks Canada in half the cases and, in the other half, it was the Government of Canada. We see in Figures 5.4.3 and 5.4.4 that far more respondents selected Parks Canada than selected Government of Canada. The rankings were quite a bit different: when Parks Canada was included, environmental, wildlife and heritage conservation groups ranked a close second, followed by historians, ecologists and other academics, whereas when the Government of Canada was an option, the conservation groups ranked first, followed by academics, with the government a distant third. The media was poorly regarded in both cases.

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A similar question was asked in 2002, and Parks Canada was viewed more favourably than the Government of Canada at that time as well.

In both 2002 and 2005, trust in Parks Canada was significantly higher than trust in the Government of Canada as the organization or group expected to provide accurate information.

Figure 5.4.5 Trust in Parks Canada and Gov't of Canada 2005 vs. 2002
n=2961 PC & n= 3001 GOC 2005 n= 2668 PC & n=2534 GOC 2002



The figures are lower in 2005 relative to 2002 for both Parks Canada and Government of Canada because of different terms used in the questionnaire. In 2005, we used "environmental, wildlife and heritage conservation groups" while in 2002, we used "non-governmental organizations". The former attracted more respondents than did the latter phrasing, therefore we see the lower percentages for the "Parks Canada" and "Government of Canada" options in 2005. However, the drop in response levels was considerably greater for the Government of Canada, at 12% points, than it was for Parks Canada, at 5% points.

Chapter 6: Attitudes, Values, and Beliefs

In this chapter, we look at the attitudes, values, and beliefs of respondents with regard to the following subjects: nature; national parks; history; historic places; and national historic sites.

The information is presented under the following headings:

- 6.1 Highlights
 - 6.1.1 Nature and National Parks
 - 6.1.2 History and National Historic Sites
 - 6.1.3 Employment with Parks Canada
- 6.2 Nature and National Parks
 - 6.2.1 Attitudes towards Nature
 - 6.2.2 Values and Beliefs about National Parks
 - 6.2.3 Impressions of National Parks
 - 6.2.4 Responsibility for Nature
- 6.3 History and National Historic Sites
 - 6.3.1 Attitudes towards History
 - 6.3.2 Values and Beliefs about National Historic Sites
 - 6.3.3 Impressions of National Historic Sites
 - 6.3.4 Responsibility for Historic Places
- 6.4 Employment with Parks Canada.

6.1 Highlights

6.1.1 Nature and National Parks

Respondents were asked if they agreed or disagreed with a list of statements about nature. Based on the percentages who strongly agreed, respondents preferred those statements that talked about:

- protecting some aspect of nature;
 - passing on nature to their children and grandchildren;
- and, to a lesser degree,
- passing on stories about nature to future generations.

Respondents were also given a list of statements about the importance of national parks. They preferred those that mentioned:

- enjoyment by future generations as much as by people today, and
- the provision of opportunities for outdoor recreation.

To a slightly lesser degree, they liked:

- visiting: should visit at least once / want to visit national park of choice in future, and
- the provision of opportunities for learning.

The most popular expressions for describing national parks were:

- good value;
- memorable;
- authentic; and
- fun.

The term “relevant to you” fell in the middle, while “unique” and “easy to get to” were the least frequently chosen.

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Most respondents gave the bulk of the responsibility for nature and wilderness to the federal and provincial governments. Fewer gave 'a lot' of responsibility to individuals and to other parties.

6.1.2 History and National Historic Sites

A list of statements about Canada's history was read to respondents and they were asked if they agreed or disagreed with them. Based on the percentages of those "strongly" agreeing, respondents preferred the statements which focussed on the importance of:

- stories and passing these on to future generations; and
- protecting historic places,

rather than statements about the importance of history to themselves.

Respondents were also given statements about national historic sites; they preferred those that mentioned:

- visiting (should visit at least once);
- preservation of history;

and, to a lesser extent,

- opportunities to learn.

The most popular expressions for describing national historic sites were:

- good value;
- authentic; and
- memorable.

The other phrases fell to the other end of the range: "easy to get to," "unique," "fun," with "relevant to you" falling last.

Most respondents gave the bulk of the responsibility for the conservation of the country's historic places to the federal government, followed closely by the provincial governments; fewer gave responsibility to individual Canadians. The least amount went to private industry.

6.1.3 Employment with Parks Canada

A large minority of Canadian households reported having considered employment with Parks Canada, almost 3 in 10. However, when we compare this result with two previous polls, we see even more interest in employment with Parks Canada from First Nations and Aboriginal Peoples.

6.2 Nature and National Parks

In this section of the report, we examine the findings from the questions related to:

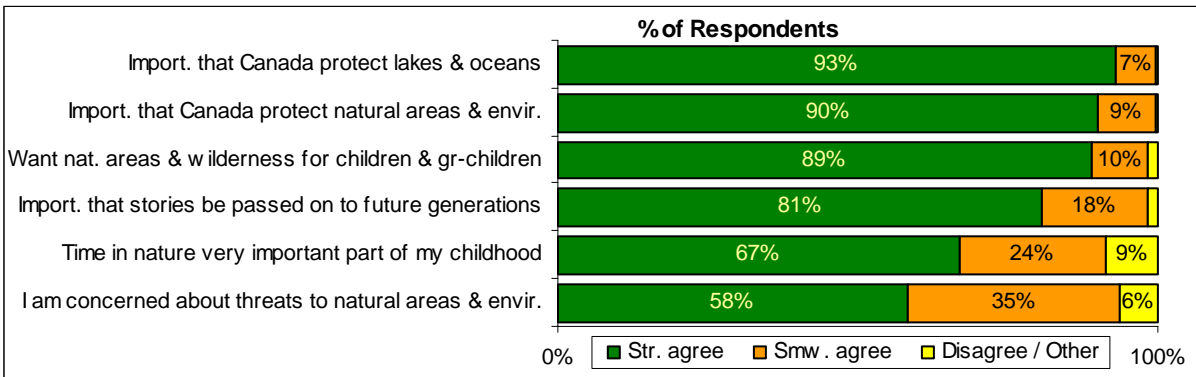
- attitudes and feelings towards natural areas and wilderness, and responsibility for their protection;
- values and beliefs about national parks, as well as impressions of national parks.

6.2.1 Attitudes towards Nature

When given a list of statements about natural areas and wilderness, respondents preferred those relating to protecting some aspect of nature and to passing on nature to their children or grand-children. Passing on stories about nature to future generations rated highly as well, but in second place.

Question 1A: *“For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.”*

Figure 6.2.1 Agreement with Statements about Nature n=6080



When looking at the series of six statements about nature and wilderness, almost all respondents strongly agreed with the three statements regarding protection and future generations (as shown in Figure 6.2.1). The exact statements were:

- It is important that Canada protect its lakes and oceans.
- It is important that Canada protect its natural areas and environment.
- I want natural areas and wilderness to be available to my children and grandchildren.

Another large group of respondents, 81%, strongly agreed with a fourth statement, placing it in a close second:

- It is important that the stories of Canada’s natural areas, wildlife and environment be passed on to future generations.

Two statements rated much less highly:

- I consider the time I spent in natural or wilderness areas a very important part of my childhood.
- I am currently concerned about threats to Canada’s natural areas and environment.

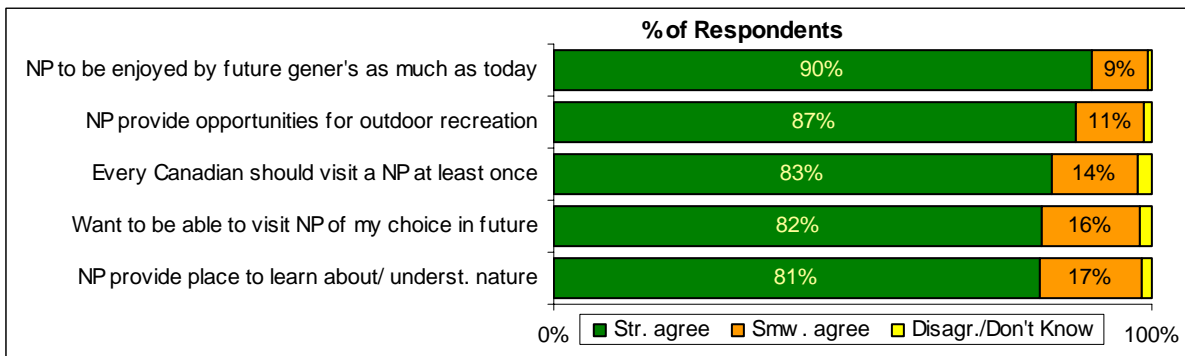
6.2.2 Values and Beliefs about National Parks

Among the statements about the importance of national parks, respondents preferred first those which mentioned enjoying national parks and outdoor recreation, and secondly those which mentioned visits and learning.

Question 19B: "Thinking about why national parks might be important to you, please tell me your level of agreement with the following statements."

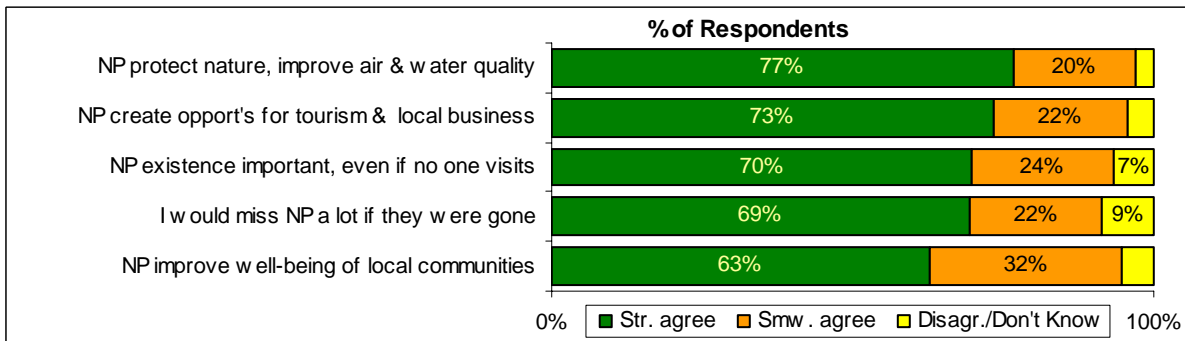
Ten statements about the importance of national parks were read to respondents. The percentages of respondents who strongly agreed with the statements fell into several groupings, as shown in Figures 6.2.2 and 6.2.3.

Figure 6.2.2 Agreement with Statements about National Parks - top five n=3180



More than 80% of respondents strongly agreed with five of the statements (see Figure 6.2.2). These were divided into two distinct groupings, with a small difference between them. The largest percentages of respondents agreed with the statements about future generations and recreation. The next grouping of respondents (still over 80%) strongly agreed with statements about visiting and learning.

Figure 6.2.3 Agreement with Statements about National Parks - bottom five n=3180



In Figure 6.2.3, the percentages of those strongly agreeing dropped off, with the first grouping concerned with the protection of nature (wildlife and habitat) and tourism, the second focussed on the existence of national parks without visitation and on missing them if they were gone. The least popular statement addressed the well-being of local communities.

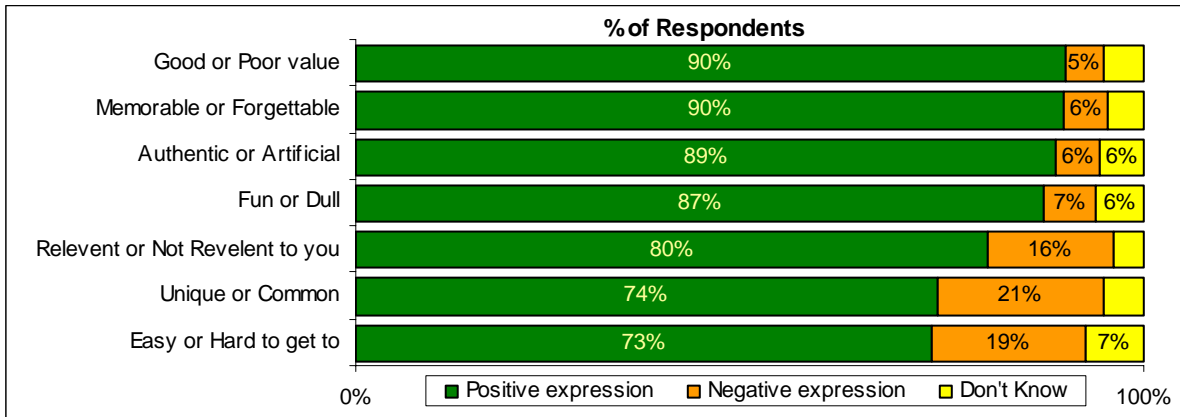
6.2.3 Impressions of National Parks

Regardless of whether they had visited or not, respondents were asked to describe their impression of national parks.

The most popular terms for describing national parks were: 'good value', 'memorable', 'authentic', and 'fun'. The term 'relevant to you' fell in the middle, while 'unique' and 'easy to get to' were the least frequently chosen.

Question 18B: “I will read you a list, and for each pair of words in the list, I would like to know which one word most fits with your impression of Canada’s national parks.”

Figure 6.2.4 Impressions based on Choice of Expression n=3180



The majority selected a positive phrase in all the cases, a flattering assessment of national parks.

As shown in Figure 6.2.4, the largest number of respondents selected the descriptors related to

- good value,
- good memories,
- authenticity, and
- fun

to describe national parks.

The disposition of the responses tells us that the relevance of national parks to the average respondent was less apparent than the qualities listed above, such as good value and memorable.

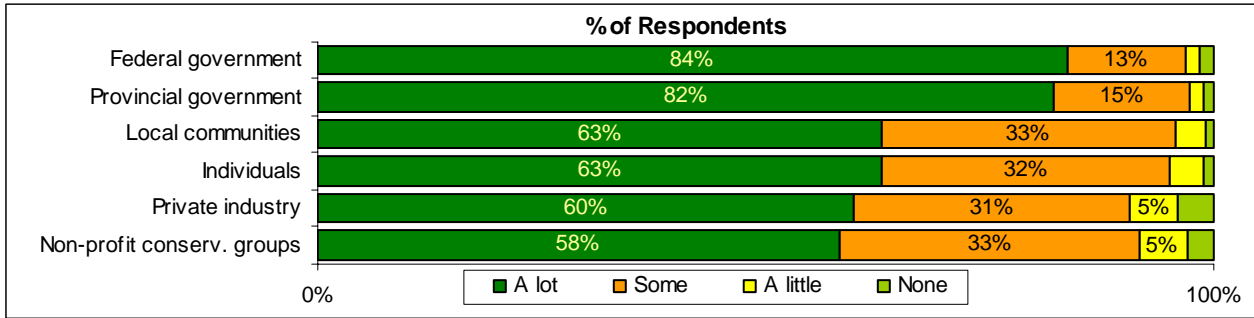
At the low end, enthusiasm was less apparent for the descriptors 'unique' and 'easy to get to'. This is not surprising, given the confusion respondents showed in distinguishing between national parks and other parks; the uniqueness of national parks was apparently in question in the minds of Canadians. As for access, this lower rating may have reflected the fact that many Canadians live in large urban areas and would have faced a roughly two- or three-hour drive to reach their nearest national park.

6.2.4 Responsibility for Nature

Most respondents gave the bulk of the responsibility for nature and wilderness to the federal and provincial governments; fewer gave responsibility to individual Canadians.

Question 2A: "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?"

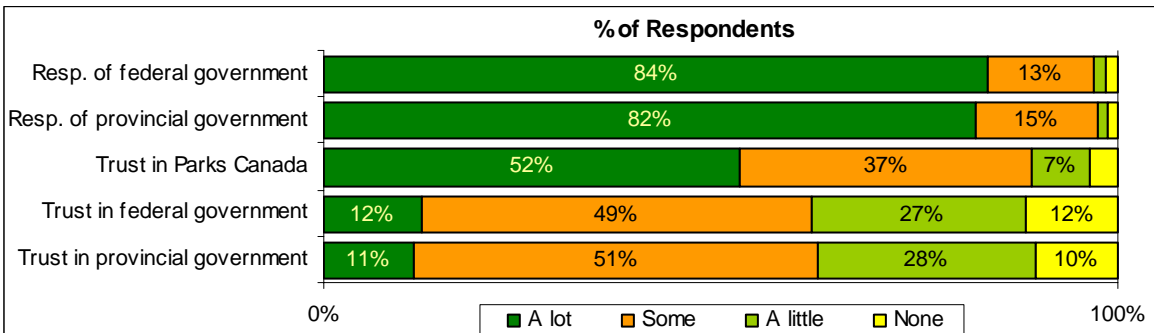
Figure 6.2.5 Amount of Responsibility n=3180



Over 80% of respondents gave "a lot" of responsibility to the federal and provincial governments, shown in Figure 6.2.5. A small majority of respondents gave "a lot" of responsibility to the other suggested parties, with local communities and individuals slightly ahead of private industry and non-profit environment and wildlife conservation groups.

The levels of responsibility given to the federal and provincial governments for nature far outweighed corresponding levels of trust.

Figure 6.2.6 Contrast between Amounts of Responsibility and Trust



When contrasted with the level of trust felt by respondents, the high levels of responsibility given to the federal and provincial governments for nature are an interesting finding; figure 6.2.6 shows the considerable differences. Despite the fact that Parks Canada is a federal agency, we fare relatively well in terms of trust (see section 5.4 for the complete findings on levels of trust). However, the lack of confidence coupled with high expectations may lead to dissatisfaction with government institutions on the part of Canadians, and could spill over to Parks Canada.

6.3 History and National Historic Sites

Similar to Section 6.2, we will look at the questions related to:

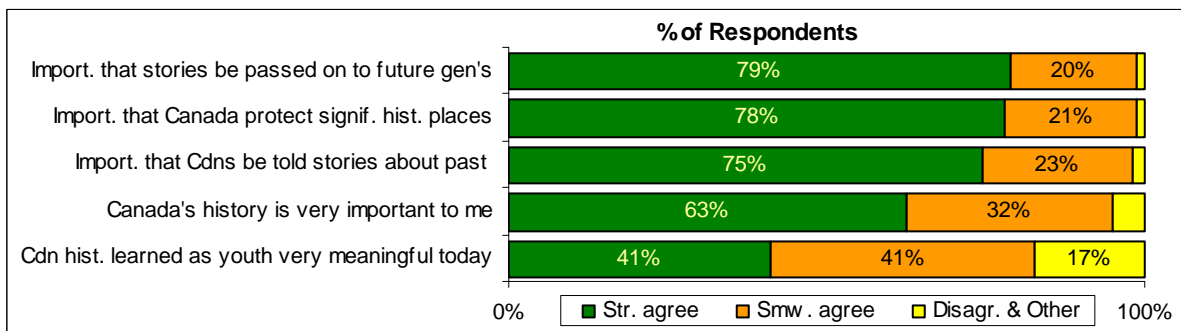
- attitudes and feelings towards Canada's history;
- responsibility for the conservation of the country's historic places;
- values and beliefs about national historic sites; and
- impressions of national historic sites.

6.3.1 Attitudes towards History

When given a list of statements about Canada's history, respondents preferred those which focussed on the importance of stories and passing these on to future generations, and of protecting historic places, rather than on the importance of history to themselves.

Question 3A: "Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements:"

Figure 6.3.1 Agreement with Statements about History n=6080



Five statements about history were provided to respondents. Slightly over three-quarters strongly agreed with three statements (as shown in Figure 6.3.1); the exact wording was:

- It is important that the stories of Canada's history be passed on to future generations.
- It is important that Canada protect its significant historic places.
- It is important that Canadians be told important stories about the country's past.

The next statement, with which roughly two-thirds strongly agreed, concerned the importance of history to the respondents:

- Canada's history is very important to me.

A drop was then registered in the numbers who strongly agreed to the last statement:

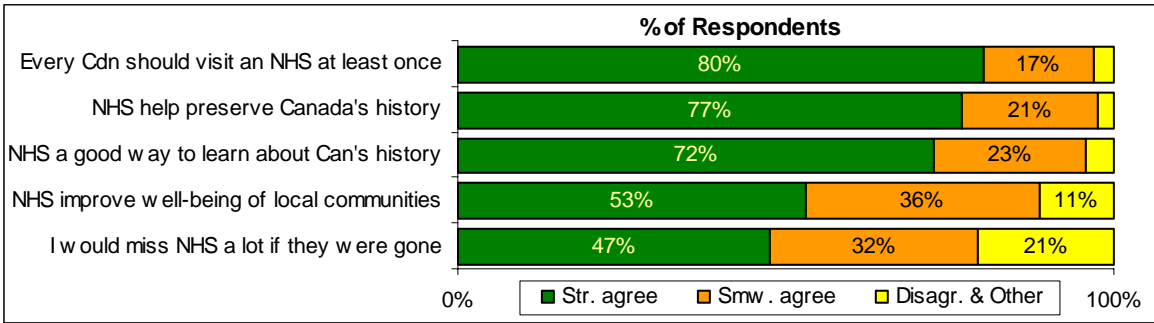
- The Canadian history that I learned as a youth is very meaningful to me today.

6.3.2 Values and Beliefs about National Historic Sites

Among the statements about the importance of national historic sites, respondents preferred those that mentioned visits and preservation, followed by learning.

Question 38C: "Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements."

Figure 6.3.2 Agreement with Statements about National Historic Sites n=2991



Five statements were read to respondents about the importance of national historic sites. The percentages of respondents who strongly agreed with the statements fell into three groupings (as is shown in Figure 6.3.2).

Roughly 80% of respondents strongly agreed with two of the five statements:

- Every Canadian should visit a national historic site at least once in their lifetime.
- Having national historic sites is one way that Canada helps to preserve its history.

The next statement, with almost three-quarters of respondents strongly agreeing, concerned learning:

- Canada's national historic sites are a good way to learn about Canada's history.

Approximately half of the respondents strongly agreed with the last two statements:

- Having national historic sites improves the well-being of local communities.
- I would miss national historic sites a lot if they were gone.

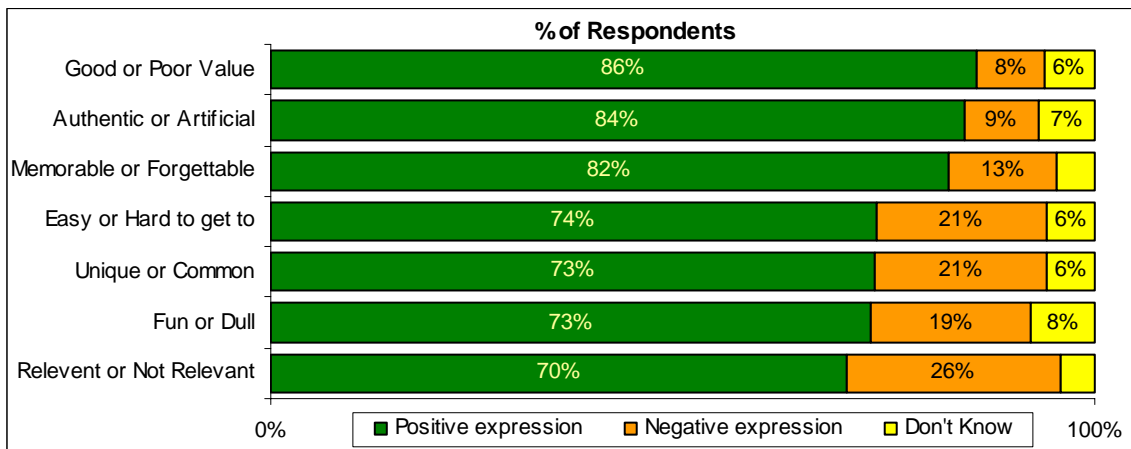
6.3.3 Impressions of National Historic Sites

Regardless of whether they had visited or not, respondents were asked to describe their impression of national historic sites.

The most popular terms for describing national historic sites were 'good value', 'authentic', and 'memorable'. The other terms fell to the other end of the range: 'easy to get to', 'unique', 'fun', with the term 'relevant to you' falling last.

Question 37C: *“Historic sites in Canada consist of buildings, forts or other locations in which events of historical significance have taken place. I will read you a list, and for each pair of words in the list, I would like to know which one word most fits with your impression of Canada’s national historic sites.”*

Figure 6.3.3 Impressions based on Choice of Expression n=2991



The majority of respondents selected a positive expression in all the cases (in a range of 70% to 86%). As shown in Figure 6.3.3, the largest number of respondents selected the descriptors relating to:

- good value,
- authenticity, and
- good memories

to describe national historic sites.

On the other hand, enthusiasm was less for the descriptors

- easy to get to,
- unique,
- fun, and
- relevant to you.

This is not surprising for 'unique', given the confusion respondents showed in distinguishing between national historic sites and other sites.

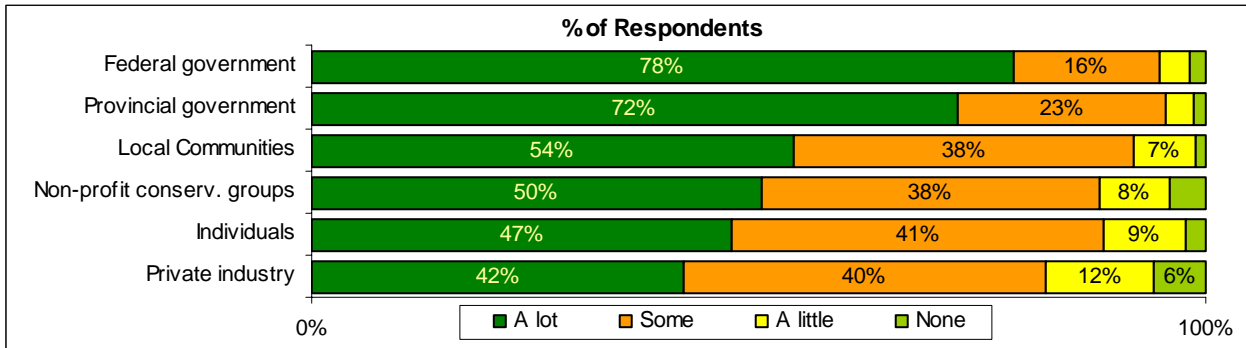
The largest difference between descriptors of national parks versus national historic sites occurred for the word 'fun'. This lower rating may point to a reason for declining attendance at our historic sites: the fun quotient may be too low. The next biggest difference between national park and national historic site descriptors was seen for 'relevant to you', which placed last for national historic sites.

6.3.4 Responsibility for Historic Places

Most respondents gave the bulk of the responsibility for the conservation of the country's historic places to the federal government, followed closely by their provincial government; fewer gave responsibility to individual Canadians. The least amount went to private industry.

Question 4C: "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?"

Figure 6.3.4 Amount of Responsibility n=2991



In terms of responsibility for historic places, a different pattern emerges relative to that for nature, (as shown in Figure 6.3.4), with a wider range. Almost four out of five respondents gave "a lot" of responsibility to the federal government; somewhat fewer respondents gave the provincial government the same level of responsibility. Roughly half the respondents gave "a lot" of responsibility to three of the other suggested parties: local communities, non-profit organizations, and individuals. Private industry was given a lot of responsibility by the lowest percentage of respondents, roughly 4 in 10.

As noted in section 6.2.4 of the report, these high levels of responsibility for the federal and provincial governments starkly contrast with the low levels of trust given to the same bodies.

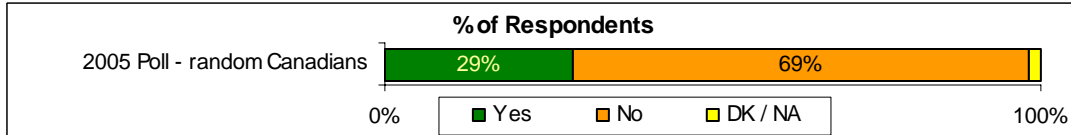
6.4 Employment with Parks Canada

A large minority of Canadian households reported having considered employment with Parks Canada, 3 in 10. However, when we compare this result with two previous polls, we see even more interest in employment with Parks Canada from First Nations and Aboriginal Peoples.

All respondents in the 2005 poll were asked the following:

Question 55: "Have you or anyone else in your family ever thought of Parks Canada as a source of employment or a place to work?"

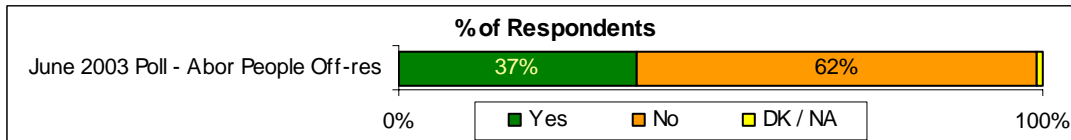
Figure 6.4.1 Employment with Parks Canada - Canadian Households n=6080



As shown in figure 6.4.1 a surprisingly large percentage of Canadians (almost 30%) report that they or someone in their family have thought of Parks Canada as a source of employment.

Question: "Have you ever thought of Parks Canada as a possible source of employment?"

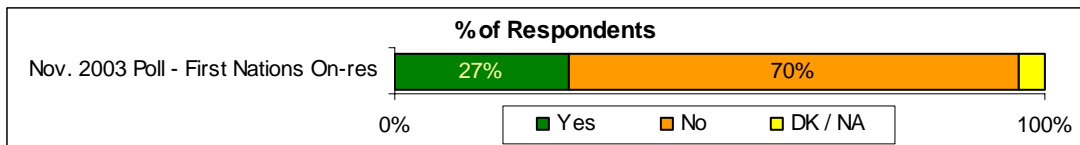
Figure 6.4.2 Employment with Parks Canada - Aboriginal Peoples Off-reserve n=1205



In 2003, Parks Canada participated in two surveys restricted to Aboriginal Peoples¹⁸ and First Nations¹⁹. Questions about employment with Parks Canada for yourself were included in these two surveys and the results are shown in Figures 6.4.2 and 6.4.3. Given the narrower scope of the question presented to First Nations and Aboriginal Peoples (employment for self vs employment for anyone in family) and the similar percentages, it appears that Aboriginal Peoples and First Nations were more interested in employment with Parks Canada than the average Canadian, especially Aboriginal Peoples off-reserve.

Question: "Have you ever thought of Parks Canada as a possible source of employment for yourself?"

Figure 6.4.3 Employment with Parks Canada - First Nations On-reserve n=1606



¹⁸ Findings of the 2003 Pilot Survey of Aboriginal People Living Off-reserve, Nov. 2003, EKOS Research Associates for Communication Canada.

¹⁹ INAC First Nations Survey, Nov. 2003, EKOS Research Associates for INAC.