

**A STUDY OF
COLUMBIA RIVER VALLEY RESIDENTS
ATTITUDES TOWARD
CANADA'S NATIONAL PARKS
1993**

- FINAL -



PREPARED FOR: Canadian Parks Service
Western Region

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PREFACE

The **findings** presented in this report represent the results of a 1993 Angus Reid Group survey, conducted under the management of the Canadian Parks Service, Western Region. The findings reflect the views of a representative sample of 820 residents of the Columbia River Valley, B.C., based on their personal opinions and perceptions. **As** you review this report, should you have any questions on the data or interpretation of the findings please contact Strategic Information Division, Western Region at (403) 292-4743.

A series of detailed data tables are also available under separate cover.

EXECUTIVE SUMMARY

The Canadian public views Canada's national parks as an important part of the country's heritage. Most Canadians view the national parks system primarily as a protector of natural resources, not a promoter of recreation opportunities. This distinction is quite important; most Canadians view protection and preservation of ecologically significant areas as the primary purpose of the national **parks** system, with the provision of educational opportunities or recreational opportunities viewed as a secondary or tertiary responsibility. This is particularly true among those living in the Columbia River Valley.

This belief in the Canadian Parks Service (CPS) as a major force in the preservation of Canada's natural resources influences the attitudes of Canadians towards **specific** policy initiatives. For instance, managing the impact of visitors and minimizing damage to the natural environment is **seen as** a greater priority than **attracting** more visitors to the parks system or providing better services.

Within the Columbia River Valley, residents place a greater value than other Canadians do on the protection of the environment within the park boundaries. They are less concerned with setting up new national parks or with recreational opportunities. (However, about one-quarter of the Columbia River Valley residents see a need for more campgrounds and cross country ski trails - twice the national average.)

Overall, residents of the Columbia River Valley would like the CPS to concentrate on the management of visitor impacts. This is a greater concern to Columbia River Valley residents than for other Canadians who may not have to deal with impacts such as traffic, costs and environmental damage in **national** parks on a regular basis.

In general, Canadians and the residents of the Columbia River Valley are somewhat split on the issue of whether the Canadian parks system **still** has capacity for further development. This is not surprising, given the vast differences in the levels of development between **national** parks across the system. Nearly half of all **Canadians** feel the national park system is at or near full capacity with regard to development. The perception that national parks are at or near capacity increases with closer proximity to parks.

One of the important strengths the Canadian Parks Service can utilize in communicating with the public, across Canada and in the Columbia River Valley, is the high credibility assigned to the Canadian Parks Service and national parks staff as sources of information on environmental matters. In fact, Canadians assign more credibility to CPS statements on the environment than they do to scientists, academics, environmental groups, the media, or Provincial and Federal Departments of the Environment. This is a particularly important **finding**, since it indicates that any statements made by the **Canadian Parks Service** with regard to the environmental impact of development **will** be taken more seriously than statements made by other stakeholders.

Despite the fact that one out of three Canadians and nearly half of the residents of the Columbia River Valley have had a positive experience in a national park that has changed their behaviour, values or attitudes toward the environment (such as appreciating the natural resources or its beauty, or the need to save or preserve the environment), there is no direct correlation between environmental behaviour (such as recycling, buying environmentally friendly products or avoiding products with excessive packaging) and park usage. Nevertheless, the national parks system has great symbolic value to **Canadians** as a measure of the country's environmental commitment.

The **Canadian Parks Service** is strongly associated with the promotion of environmental responsibility and of Canada's heritage. Almost all Canadians, including residents of Columbia River Valley, support the establishment of more operational autonomy by the Canadian Parks Service, in terms of establishing a trust fund or foundation which would accept public money on behalf of the Canadian Parks Service and retaining the money paid as entry fees for park operations, rather than having this money going toward general government revenues. For the Canadian Parks Service to respond to the challenges of preserving and protecting the environment within park boundaries, and live up to some of the **expectations** about creating new parks or preserving the environment bordering an existing park, it will be necessary to enlist the voluntary support and participation of the Canadian public in efforts CPS is making. Voluntary public participation can be encouraged through mechanisms such as donation boxes and trust funds, and by clearly indicating that any revenues the park takes in will be used within the park system. Given the importance which some segments attach to preserving, protecting, and enhancing the environment through the Canadian parks system, generating additional revenues directly from the public could prove quite successful.

Columbia River Valley residents support the revenue generating concepts overall, with a greater emphasis on the voluntary mechanisms rather than the items such as a toll or business profits.

RESEARCH HIGHLIGHTS

The research highlights outlined below are organized into six sub-sections, following the structure of the main report: national park usage and awareness, views on national park management, views on development in national parks, perceptions of communication from CPS, details about the respondents, and a description of the attitudinal segments which emerged from the analysis.

National Park Usage and Awareness

1. There is almost universal awareness, on an aided basis, of Banff National Park and Jasper National Park (92 % to 94 %), with Banff being mentioned on an unaided basis by one-third of Canadians (35 %). Clearly, Banff is the one park most Canadians think of when they think of the Canadian Parks Service.
 - **Three-quarters** of Columbia River Valley residents mention Banff unaided, 58 % mention Yoho, 45 % mention Jasper, 43 % mention Kootenay and 42 % mention Glacier.
2. Almost one out of three **Canadians** have visited a national park in the past year (31 %), while nearly **all** residents of Columbia River Valley have visited a national park. Most Columbia River Valley residents visit a park at least four times a year, and most visit Banff or Yoho.
3. One out of three Canadians and over half of the Columbia River Valley residents say that they have had a positive experience in a **national** park that has changed their behaviour, values or attitudes towards the environment. Among those people who have had such an experience, most mention that the experience made them appreciate the **natural** resources and its beauty, or think about saving or preserving the environment, or respect the fragility of the environment.

Views On National Park Management

4. *Canadians* overwhelmingly view the number one priority of the Canadian Parks Service as preserving and protecting the natural environment within existing national park boundaries. The second priority is creating new national parks to protect ecologically **significant** areas. Providing recreational or education opportunities are rated lower on the list of priorities. This holds true in the Columbia River Valley as well.

5. **The Canadian Parks Service** is seen to be performing well on the most important priority (preserving the environment within parks), however on two other important dimensions (creating new parks and working with groups on environmental issues) the percentage of Canadians saying that the Canadian Parks Service is doing a good or excellent job is fairly low (25 % to 30 %). These two dimensions represent areas of perceived weaknesses, while providing recreation for visitors is **rated** quite highly although it is not as important a priority.
 - Columbia River Valley residents agree with Canadians overall, with the exceptions that they give higher marks to CPS efforts on providing learning opportunities about environmental issues, and lower marks on their efforts to work with other organizations and government on environmental issues.

6. Canadians favour limiting access where necessary to protect the environment, and believe that the CPS should be more involved in protecting areas near national parks when activities in those areas threaten the parks natural resources (92 % and 93 % agreement). Furthermore, they believe that the CPS should limit further development that may threaten the natural resources in the parks (88%). The desire for the CPS to produce action on these fronts is driven by the fact that people believe the national parks are an important part of Canada's heritage and identity, and that the CPS should encourage more environmental responsibility.
 - While over half of Columbia River Valley residents feel the CPS should encourage more environmental responsibility and be more involved in protecting areas near the parks when development threatens the parks, these sentiments are lower than seen for the population overall. This may be driven by the fact these residents are more likely to feel the CPS is doing **fine** and development has been controlled carefully.

7. In terms of setting priorities for the CPS, nationally the number one priority is to identify and report future threats to the parks followed by promoting the benefits of environmental protection. However, in the Columbia River Valley the number one priority is the management of visitor impacts followed by the maintenance of high standards of service and facilities.

8. With respect to revenue generation methods, **Canadians** overwhelmingly support money paid as entry fees being used for National Park operations rather than going toward general government revenues (95 %). Furthermore, there is strong support for setting up a foundation or trust fund to accept donations (81%) and establishing donation boxes to encourage the public to support the Canadian Parks Service (72 %). Other revenue generation options which received fairly high levels of support were charging a \$1 toll for pass through traffic (75 %), or **charging** higher user fees or camping fees to support the services provided. Charging seniors full adult entry fees or reducing services or privatizing out some services are less acceptable options, and they generate significant amounts of opposition among some Canadians.
 - Columbia River Valley residents were less supportive of most of the ideas, with the exception of the trust fund. The \$1 toll was more of a concern to them, probably due to their heavy usage of the highway. The question concerning the toll did not suggest any exceptions for residents or heavy users.

9. Revenue generation options which generate the most positive response include setting up a foundation or trust fund (**+75**; calculated by subtracting the percentage of Canadians who would not support the idea from the percentage who would support the idea, in this case 81% support the idea, 6% do not - netting **+75**), a \$1 pass through toll (**+59**), donation boxes (**+57**), and recovering more profits from businesses within the parks (**+50**).
 - Columbia River Valley residents equally support the trust fund (**+75**) but were less positive about the donation box (**+46**), the \$1 toll (**+20**) and recovering **more** profits (**+35**).
 - Options which have significant levels of support but would encounter some opposition include charging hiking fees on high cost trails (**+30** overall and + 10 in the Columbia River Valley) and privatizing facilities (**+30** overall and **+4** in the Columbia River Valley). Revenue generation options which would generate

opposition include selling publications at cost (+ 3), charging seniors full price admission (-6 overall and -27 in the Columbia River Valley), and closing facilities or campgrounds (-17 overall and -14 in the Columbia River Valley). Selling publications at cost was not popular overall (+3) but was more popular in the Columbia River Valley (+ 18).

Views on **Development** in National Parks

10. Almost half of Canadians (47%) believe that the national parks system in general is at full capacity (12%) or near (35%) full capacity in terms of development. Residents of the Columbia River Valley are more likely to feel parks **are** at or near full capacity than are other Canadians. And in terms of the development in the townsites of both Banff and Jasper, only one out of five Canadians (19%) believes that development in the Town of Banff is too high, but that proportion rises to 38 % among BC and Alberta residents and to 53% among Columbia River Valley residents. A similar pattern exists for Jasper, with 7% of Canadians believing development is too high, but 11% of BC and Alberta residents and 20% of Columbia River Valley residents believing development is too high in the townsite.
11. Activities or services viewed by Canadians as inappropriate for national parks include golf courses (51% say that they should not be in a national park or there are currently too many), and airstrips for small planes (48 %), (only 4 % feel there is any need for additional airstrips or golf courses. Hotels and gift stores also generate negative reaction in terms of appropriateness (40 % inappropriate each) as do downhill ski areas (34 %). Columbia River Valley residents feel similar about these issues. Areas which Canadians would like to see of include **learning** centres and roadside pull-offs. Columbia River Valley residents in particular would like more roadside pull-offs probably due to their inconvenience when tourists slow down traffic for animal/scenery viewing.

Communication From CPS About National Parks

12. Two main sources of information about national parks are used when planning a trip: Provincial Tourism Office (22 %) and friends and family (21%). People in the Columbia River Valley are more likely to turn to the CPS **office** than those in other parts of Canada.
13. Just over one-third of Canadians (36%) recall seeing an ad, poster or publication for the National Parks. This increases to 56% in the Columbia River Valley.

14. Over half of Canadians and Columbia River Valley residents believe what the Canadian **Parks Service** has to say about the environment most of the time. For residents of the Columbia River Valley **staff** in the national parks are also seen as very credible on environmental issues (**50%**), well ahead of scientists and professors (35 %), magazines (27 %), environmental groups (22 %), provincial departments responsible for the environment (22 %), or the Federal Department of the Environment (22 %). The credibility advantage enjoyed by the **Canadian Parks Service** relative to other **organizations** or groups is more pronounced in the Columbia River Valley than in the rest of Canada. Columbia River Valley residents are also highly **sceptical** of the other information sources.

About the Respondent

15. The most important activities for Canadians when visiting a national park are stopping at roadside pull-offs to view scenery & wildlife (**96%**), experiencing easily accessible nature (93 %), learning about the environment (92 %), hiking on a trail (92 %), visiting cultural historical sites (**91%**), obtaining information at visitor **centres** (90 %), and camping (85%). These are equally important to Columbia River Valley residents.
16. Columbia River Valley residents differ slightly from the general population. They have less formal education and have more household members.

Attitudinal Segments

17. Based upon multivariate analysis of 104 variables including information on park usage, trip behaviour, attitudes toward park management and CPS priorities as well as revenue generation options, the level of park development and importance of park facilities, a total of five distinct attitudinal segments emerged. These five segments are the Concerned **Enthusiasts** (**33%** of the population, 47% of the Columbia River Valley residents), **the Education Advocates** (**29%** of the population, 18 % of the Columbia River Valley residents), the **Uninformed** (**24%** of the population, 5 % Columbia River Valley residents), **Pragmatic Preservationists** (**9%** of the population, 21% of Columbia River Valley residents), and the **Recreation Boosters** (**4%** of the population, 8 % of Columbia River Valley residents).
18. **Concerned Enthusiasts are very** committed to preserving the integrity of Canada's natural environment and enhancing it by creating new parks. They are enthusiastic about the Canadian Parks Service, but they are disappointed in the perceived inability of the CPS to create new parks or to emphasize natural resources protection strongly enough. They

are adamantly opposed to golf courses and most types of development in national parks, since they believe that the park system is close to capacity. They are the most educated of all the segments, and they believe that CPS does not provide enough environmental education. They would support recovering more money from local businesses within national parks and a \$1 dollar toll for passing through, and they would even support closing down campsites and reducing services rather than compromising the natural resources if **funds** are insufficient to manage them effectively. They represent nearly half of the Columbia River Valley residents.

19. **Education Advocates are very** supportive of the Canadian Parks Service, but whereas the **Concerned Enthusiasts** want more dramatic action on protecting and enhancing Canada's natural resources, **Education Advocates are** more interested in activities which educate the Canadian public and promote the CPS mandate or persuade the public to support the CPS. Perhaps because this segment is more likely to have children than other segments, and more likely to travel with children, they enjoy park services such as movies and presentations and they want to pass along environmental education which (they view **as** a strong component of the CPS) to their children. Their main complaint with the CPS is that not enough environmental education is provided. Although they view protection of the natural resources as more important than development or economic progress, they are more likely than **Concerned Enthusiasts** to feel that there is still some room for development in National Parks. They are also very supportive of revenue generation alternatives such as establishing a trust fund, setting up donation boxes, or charging tolls for people passing through the **parks**. They account for 18 % of Columbia River Valley residents.
20. The **Uninformed** segment is much more likely than any other segment to feel they do not have enough information to make environmental decisions. This feeling of lacking information extends to their attitudes toward CPS, and stems partially from the fact that they are the least educated of any of the segments. It is not surprising therefore that their views are less clearly defined, although they do **not** support establishing a trust fund or relying upon donations. They do, however, support other user fee revenue generation methods such as hiker fees and selling publications at cost. They tend to be more **traditional** travellers, going to places they have been before and using their motor association for information needs. Perhaps because they feel less informed than other Canadians, they believe that the CPS should promote environmental education more than they currently do. Only **5%** of Columbia River Valley residents are Uninformed.

21. **Pragmatic Preservationists** seek to balance their desire for high levels of service and accessible recreation opportunities with their desire for preservation and protection of natural **resources**. Because they see a need to balance these interests, they favour user pay schemes and privatization of services in order to provide sufficient revenue for CPS to deliver high service and environmental protection at the time. They side with the **Concerned Enthusiasts** on the issue of no golf courses, however they do see some room for development and they have a great deal of **confidence** in what scientists, government departments and CPS staff say. Nevertheless, they are less likely than any of the segments to believe that science and technology will be able to solve most of the environmental damage in the future. Perhaps because they have little faith in the ability of science and technology to reverse some of the damage caused to the environment, they side with its preservation rather than its promotion for recreational activities. This segment is more often found in the Columbia River Valley than in the Canadian population overall (9 % of the population and 21% of Columbia River Valley residents).

22. Despite the fact that Recreation **Boosters are the** smallest of the five segments, this is an important group which has a disproportionately high impact upon the national parks and the Four Mountain Parks. These people are primarily concerned with recreation, and they strongly believe in the economic development of recreation resources, including national parks (particularly if they involve golf, skiing, hotels or shopping). **They firmly believe that there is still** room for development within national parks, and they attach less importance to environmental issues than any other segment. Furthermore, they are often against any infringement on business activities (ie. recovering a greater percentage of business profits, limiting development in townsites, or having business meet certain environmental regulations). **They** do believe that science will be able to solve any environmental problems which have been caused, which may explain why they do not personally participate in environmentally friendly practices as often as the other segments. In many respects, they do **not** believe that there is an environmental problem, and they are a small minority in this regard. Because they are concentrated in British Columbia and Alberta, and given their predisposition to taking advantage of recreational opportunities, these people account for a much higher number of trips to **national** parks than most other segments. Although they are small in number, they are likely to return frequently to national parks, and they are **likely** to place greater demands on the CPS (in terms of services, facilities, etc.) than any other segment. Eight percent of Columbia River Valley residents are Recreation Boosters.

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SECTION ONE: INTRODUCTION

1.1 BACKGROUND

The Canadian **Parks** Service, Western Region, commissioned Angus Reid Group to conduct a public opinion survey examining Canadians attitudes and behaviour towards Canada's national parks. As part of a broader strategic review undertaken by the Canadian Parks Service, Western Region, the survey was intended to highlight public reaction to several proposed initiatives and provide a benchmark of opinion against which reactions to changes in service or operation can be measured in the future. A booster sample of residents of the Columbia River Valley in British Columbia was added to the study in order to evaluate the opinions of those living closest to Yoho and Banff National Parks.

This report focuses on residents of the Columbia River Valley (defined as those living in the Valley including residents of Banff, Golden and Field) and begins with an executive summary of the results, followed by a review of the detailed findings. Computer tabulations of all data are bound under **separate** cover, as is the final report on the Canadian population and a supplementary report examining the booster sample for the Edmonton/Elk Island area in Alberta. A copy of the telephone survey and the mail-out self-completed survey are appended to this **report**.

1.2 METHODOLOGY

The methodology for this project, explained in greater detail in the planning report bound under separate cover and the technical appendices, can be outlined briefly as follows:

- Two major phases of research were conducted, a telephone survey to recruit respondents and gather incidence information and a self-completed questionnaire which was mailed to **all** qualified participants.

- A total of 3,719 telephone interviews were conducted throughout Canada in March and April 1993, recruiting 2,403 Canadians who agreed to complete a **mailback** survey. The distribution broke down as follows: British Columbia - 800; Alberta - 801; Manitoba/Saskatchewan - 85; Ontario - 362; Quebec - 263; Atlantic - 2.

- A self-completed questionnaire was mailed to all 2,403 contacts and a total of 1,365 completed responses were received in May 1993 (a 57 % overall response rate, B.C. 56 %, Alberta 60 %, Manitoba 60 %, Saskatchewan 63 %, Ontario 51 %, Quebec 45 %, Atlantic 58 %.)

- Within the Columbia River Valley a total of 820 telephone surveys were completed, with 442 **mailback** surveys returned for a return rate of 54 % .

The data presented in this report was computer weighted by the incidence of park users and non-users in the region. A further level of weighting was applied to ensure that the sample initially contacted in the telephone screener matched the **profile** of completed returns demographically. For a more detailed explanation of the technical aspects of the methodology, please refer to the appendix section of this report.

1.3 USE OF THE TABLES

The tables presented in this report are percentaged vertically, that is, the number in the table is the percent of the column heading. For example, on the table **on Page 5**, Awareness of Four Mountain Parks,' 88% of Total Canada is aware of Banff, while 99% of those living in the Western Region (Alberta & B.C. residents) are **aware** of Banff.

Several symbols have been used to highlight key numbers:

- If a number is bold - it is statistically higher than the total (or average) for that question.
- If a number is double underlined - it is statistically lower than the total (or average) for that section.

**AWARENESS OF NATIONAL, PARKS
(Unaided Mentions)**

	FIRST MENTION*			TOTAL MENTIONS**		
	Total (2403) %	BC/ AB (1601)	Columbia River Valley (820)	Total (2403) %	BC/ AB (1601)	Columbia River Valley (820)
Banff	35	53	40	55	78	77
Jasper	8	18	5	28	57	45
Forillon	4	*	*	7	*	*
Yoho	*	1	26	6	16	58
Point Pelee	2	*	*	6	1	<u>1</u>
Fundy	2	*	*	5	1	*
Waterton	1	3	3	5	19	17
LaMauricie	*	*	*	4	*	*
Glacier	1	1	7	4	10	42
Wood Buffalo	1	1	*	4	9	4
Kootenay	1	1	14	4	7	43
Riding Mountain	1	*	*	4	3	3
Prince Albert	1	*	*	3	2	2
Cape Breton Highlands	1	*	*	3	1	1
Pacific Rim	1	*	*	3	7	6
Elk Island	*	1	*	3	8	2
Kejimikujik	1	*	*	3	*	1
Gross Mome	1	*	*	2	1	1
Kluane	*	1	*	1	3	3
Mount Revelstoke	*	*	1	2	4	14
Algonquin (Prov.)	10	2	*	17	<u>5</u>	<u>1</u>
Other Provincial	14	10	<u>1</u>	32	29	<u>8</u>
None/Don't Know	11	<u>5</u>	<u>2</u>	11	5	<u>2</u>

When thinking about National Park, what is the first National Park that comes to mind?

* Sum of the First Mention and results of "Which other National Parks come to mind?"

Note: In all tables, the unweighted sample size appears in () for each column.

SECTION TWO: OVERVIEW OF CANADIAN NATIONAL PARK USAGE

2.1 AWARENESS OF NATIONAL PARKS

When asked to name national parks in Canada, (on an unaided basis) residents of Columbia River Valley are most likely to mention Banff National Park first (40%) and in total over three quarters (77%) mention **Banff** at least once in the top three or four mentions. The second most well known park in this area is Yoho (26% first mention, 58 % total mentions), followed by Jasper, Kootenay , and Glacier.

Awareness of the Four Mountain **Parks** is nearly 100 % in the Columbia River Valley. Whereas awareness of **Banff and Jasper** is fairly universal on an aided basis throughout the country (99 % in western region and 86 % in other provinces), awareness of Kootenay and Yoho is more regionally skewed. For instance, 88% of Columbia River Valley residents can recall Kootenay as compared to only 64% of B.C./Alberta residents and approximately one-third of the rest of the country.

AWARENESS OF FOUR MOUNTAIN PARKS (Aided & Unaided Mentions)

	TOTAL CANADA (2403) %	BC/AB* (1601) %	COLUMBIA RIVER VALLEY (820) %
Banff	88	99	99
Jasper	87	97	98
Kootenay	38	64	88
Yoho	33	69	93

* Alberta and B.C. Residents

2.2 OVERVIEW OF USAGE BY ORIGIN

Looking within each province to **determine** the proportion of adults who visited a national park shows a significantly higher propensity for Western Canadians to visit a park than residents of any other province. Over **three-quarters** of the residents of Columbia River Valley visited a national park in the past year.

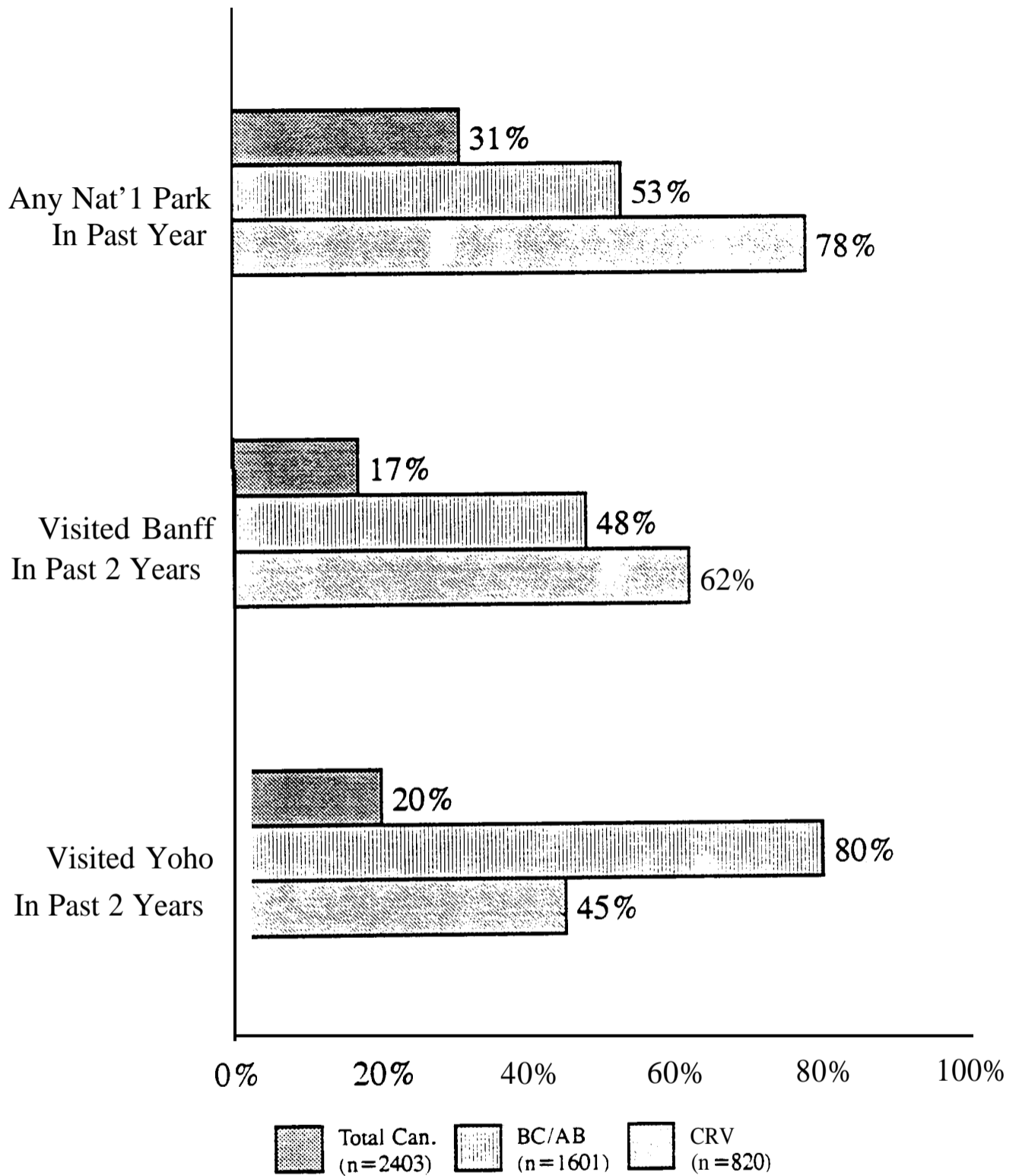
ANNUAL NATIONAL PARK USAGE BY PROVINCE OF ORIGIN

	National	BC/ AB	Columbia River Valley
	(2403) %	(1601) %	(820) %
Users	31	53	78
Non-users	69	47	<u>22</u>
# of annual visits among users			
One	37	28	<u>10</u>
Two	23	26	<u>12</u>
Three	13	16	13
Four plus	24	30	64

Not only have the majority of Columbia River Valley residents visited a national park (predominately a nearby park - 62 % visited **Banff** and 45 % visited Yoho), they also tend to visit the parks quite **frequently**. Two-thirds visit a park at least four times a year.

VISITATION TO NATIONAL PARKS

By Area of Origin



(n=442)

Source: Angus Reid Group, Inc.
Canadian Parks Service CRV, 1993

While more Columbia River Valley residents have visited **Banff** than Yoho Park, (either ever, or in the past two years), the parks are nearly equal as the park visited most often. In the Columbia River Valley, 28 % of the residents state Banff as the park they visit most often, while another 26 % state Yoho as the park they visit most. Kootenay is the park used the most by 18 % of the Columbia River Valley.

VISITATION BY NATIONAL PARKS

COLUMBIA RIVER VALLEY

	EVER VISITED		VISITED PAST 2 YEARS		VISIT MOST OFTEN	
	Total (2403)	Columbia River Valley (820)	Total (2403)	Columbia River Valley (820)	Total (2403)	Columbia River Valley (820)
Banff	37	74	17	62	12	28
Yoho	3	50	2	45	*	26
Kootenay	2	35	1	30	*	18
Jasper	20	34	8	18	4	3
Glacier	2	26	1	24	*	6
Waterton	2	7	1	4	1	2
Mount Revelstoke	*	5	*	5	*	1
Prince Albert	1	1	1	*	1	*
Riding Mountain	2	1	1	*	1	*
Wood Buffalo	*	*	*	*	*	*
Algonquin (Provincial Park)	11	<u>1</u>	5	<u>*</u>	3	*
Other Provincial Parks	21	4	12	2	6	<u>*</u>

2.3 VISITOR EXPERIENCES IN NATIONAL PARKS

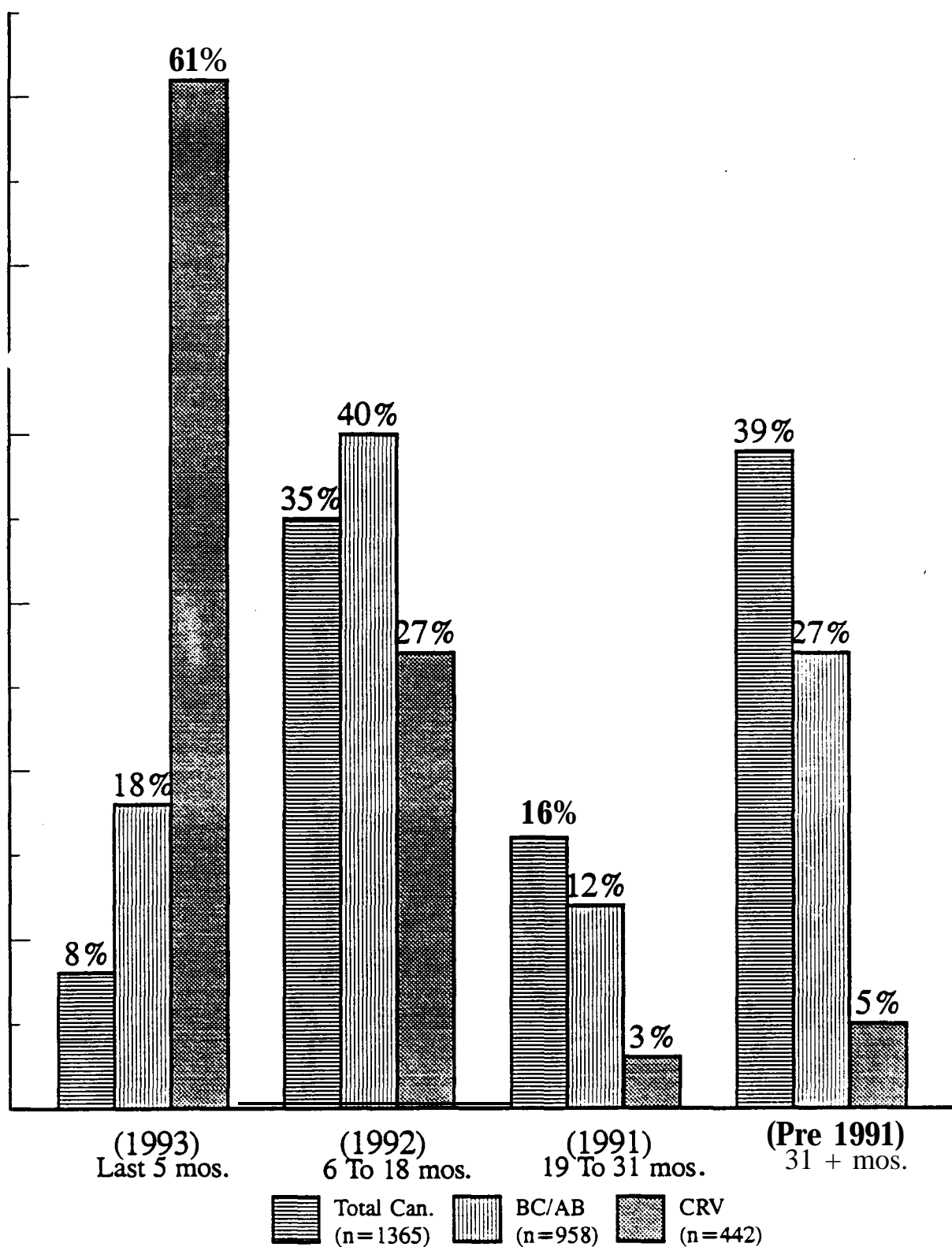
One-third of the Canadian population has had something in their experience in national parks that has changed their behaviour, values or attitudes toward the environment. This increases to nearly 50% among residents of Western Canada and the Columbia River Valley.

- This change is identified as a heightened appreciation of the natural resources and its beauty, the importance of saving or preserving the environment, and respecting how fragile the environment is.
- Residents of B.C., Alberta and the Columbia River Valley are more likely than other Canadians to have had such an experience.
- While residents of Columbia River Valley are more likely to have had an experience that has changed their behaviour, fewer state that change as having an effect on saving the environment.

IMPACT OF PARK EXPERIENCES

	TOTAL	ORIGIN	
Had an Experience that changed Env. Behaviour		BC/AB	Columbia River Valley
	(1365) (%)	(958) (%)	(442) (%)
Yes	33	46	48
Appreciate the natural resources/it's beauty	28	26	<u>21</u>
Save/Preserve the environment	28	26	<u>17</u>
Respect how fragile it is	20	<u>15</u>	18
Keep clean/trash	15	17	16
See/save the wildlife	11	13	13
Restrict development	5	5	4

DATE AND SEASON OF LAST NATIONAL PARK VISIT



Source: Angus Reid Group, Inc.
Canadian Parks Service, 1993

Over 40% of all Canadians visited a park in the past two years. This increases to over 50 % in Western Canada and nearly 90% in the Columbia River Valley. The majority (61%) of Columbia River Valley residents visited during Winter or Spring 1993.

- **Party** composition for Canadians overall is typically two adults travelling without children (59%). Less than one-third travel with children and 41% travel with friends or family. Columbia River Valley residents **are** more likely to visit the parks alone or with children and less likely to be with friends or family.

Time spent in the park is evenly distributed with approximately one-quarter spending only a few hours, a third spending the day, less than a quarter spending two days and the remaining quarter spending three or more days.

- Columbia River Valley residents **are** more likely to spend only a few hours at the park. Only 18 % spend time there overnight, compared to 44 % of B.C./Alberta resident and 43 % of the population overall.

TRIP DETAIL

	TOTAL	ORIGIN	
Season/Year of last visit		BC/AB	Columbia River Valley
	(1192) (%)	(897) (%)	(433) (%)
Winter/Spring 1993	8	18	61
Fall 1992	3	8	6
Spring/Summer 1992	31	31	21
Pre 1992	58	43	11
Time Spent in Park			
Few Hours	27	31	60
One Day	30	25	22
Two Days	19	22	10
3+ Days	24	22	8
Party Composition			
Alone	5	7	12
Spouse/Partner	59	59	60
Friends/Family	41	37	29
Children	30	31	37

SECTION THREE: CANADIAN PUBLIC VIEWS ON NATIONAL PARK MANAGEMENT

3.1 OVERVIEW

Priorities

Canadians overwhelmingly support the mandate that the leading priority for the Canadian Parks Service is to **preserve and protect the natural environment within the existing national park boundaries**. Forty-three percent of the Canadian population, and 63% of Columbia River Valley residents, rate that as the number one priority of the Parks Service.

- Creating new national parks to protect ecologically significant areas and providing recreational opportunities are the second and third priorities seen by Canadians. However they are rated as the most important by only 12 -13% of the population, significantly behind preservation, with even less support in the Columbia River Valley.
- Most Canadians feel the Parks Service is doing a satisfactory job across the mandates with the exception of setting up new parks where only 26% feel the Parks Service is doing a good or excellent job.

Comparing specific priorities of the Western Region strategic plan shows emphasis on protecting the environment over research, facilities or service.

- Columbia River Valley residents differ somewhat from the Canadian population overall, placing their greatest importance on managing the impact of visitors on national parks to ensure protection of the parks, maintaining high standards of services and facilities and promoting the benefits of environmental protection through informing the public.
- Identifying and responding to future threats to park resources within and outside the park boundaries is slightly less important to Columbia River Valley residents.

The most widely supported park management initiative is that “the money paid as entry fees into the park should be used for national park operations and maintenance instead of going toward general federal government revenues.” Not only did 84% of the population strongly support that idea, 87% of Columbia River Valley residents commented in writing.

Revenue

Two of the most popular options to generate revenue for the Parks Service are based on voluntary donations. Setting up a foundation or trust fund to accept donations and setting up donation boxes generate **strong** acceptability and little or no resistance across Canada. However 20% of Columbia River Valley residents object to donation boxes.

- Overall, Columbia River Valley residents found greater opposition than other Canadians to most of the revenue generating concepts.
- Having highway **traffic** which is passing through national parks but not stopping to use any of the park's services or facilities pay a \$ 1 .00 toll each time to help the CPS maintain the highway, was supported by three-quarters of the population but only by half of the Columbia River Valley residents. Rejection of the idea in the Columbia River Valley was twice that of other Canadians, at 36%. However no detail, **was** given concerning resident passes.
- Charging seniors the regular adult entry fee and closing or reducing services as a cost cutting measure are the least acceptable options for Canadians. Nearly half of the respondents from the Columbia River Valley reject those ideas.

Within the campgrounds, one-third of Canadians are not clear whether or not they feel the campgrounds should be self sufficient or depend on some tax support. In the Columbia River Valley, forty-six percent would like all costs recovered and 26% would support tax dollars being added. Among those with an opinion, nearly 63% in the Columbia River Valley support cost recovery.

- Cost recovery options which were the most popular in the Columbia River Valley were either to close sections of the **campgrounds** not being used or to charge higher camping fees.

CANADIAN PARKS SERVICE PRIORITIES

- Rankings of Importance -

RANK ORDER BY % #1 RANK	TOTAL	ORIGIN		% RANKING AS MOST IMPORTANT		
	(1365)	BC/ AB (958)	Columbia River Valley (442)	Total (1365)	BC/AB (958)	Columbia River Valley (442)
Preserving/protecting environment within park boundaries	1	1	1	43	58	63
Set up new parks to protect ecologically significant areas	2	2	2	13	17	9
Provide recreational opportunities for visitors	3	3	3	12	5	7
Work with organizations/gov't on environmental issues	4	5	4	8	3	4
Provide learning opportunities about environment issues	5	4	5	5	4	3
Work w/gov't on tourism issues	6	6	6	4	1	3

3.2 CPS PRIORITIES

The attitudes ranking the level of priority for the various roles of the Canadian Parks Services are generally consistent across the country. Nearly unanimous is the feeling that the most important role for the CPS is the protection of the environment within the park boundaries. This is extremely strong in the Columbia River Valley, where 63 % of the respondents rate it as the most important priority.

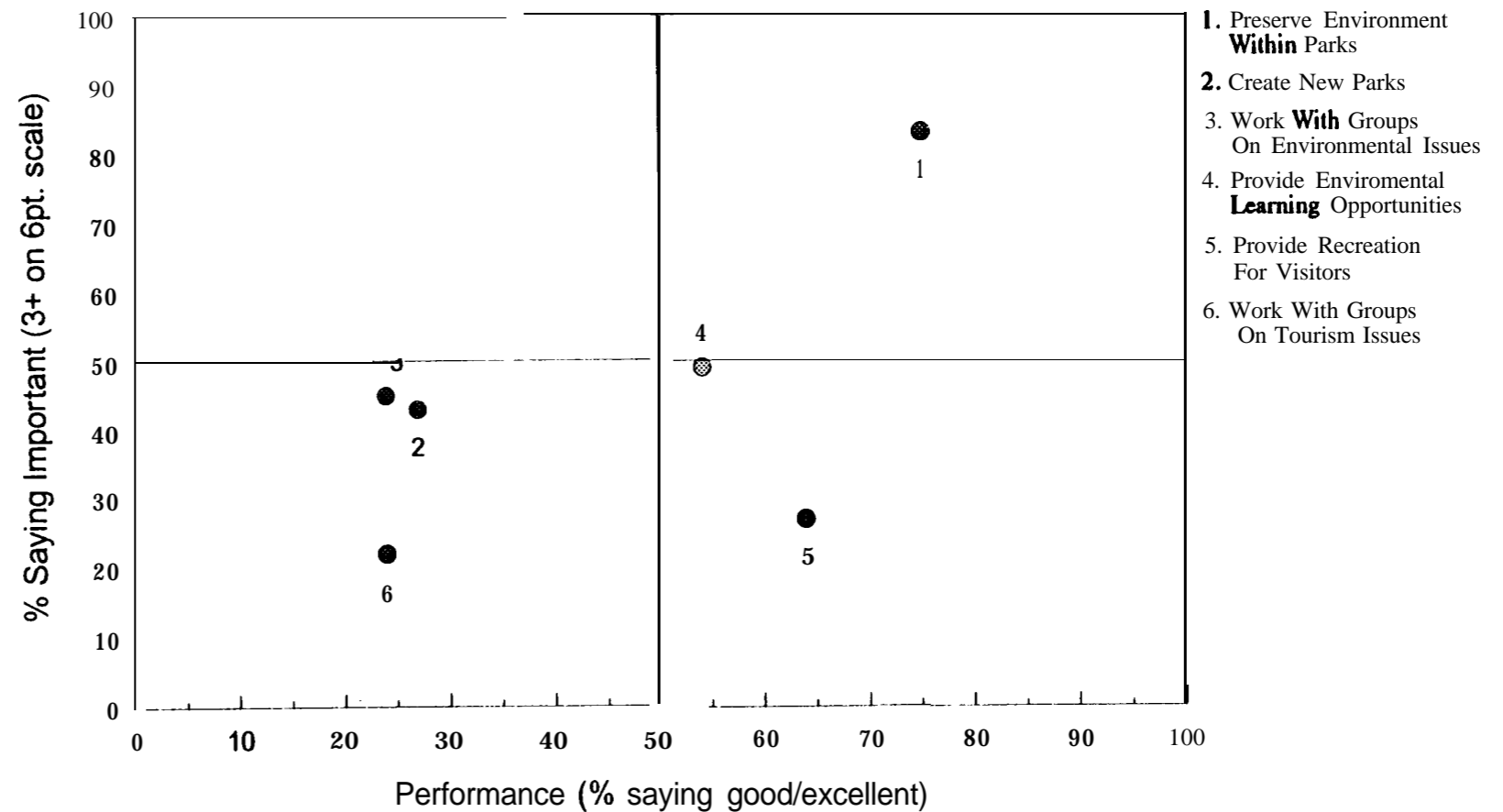
Westerners feel setting up new parks should be the second priority, however, the level of its importance is significantly below that of protecting existing parks. Working with various organizations and levels of the government on either the environment, or tourism, are the least important priorities.

- Residents of the Columbia River Valley are less interested in new parks and recreational opportunities than residents of other areas.

CPS PERFORMANCE ON KEY INITIATIVES

	TOTAL	ORIGIN	
% good/excellent	(1365)	BC/AB (958)	Columbia River Valley (442)
Preserving/protect environment within parks boundaries	65	72	75
Provide recreational opportunities for visitors	64	66	64
Provide learning opportunities about environmental issues	44	49	54
Work with organizations/gov't on environmental issues	31	23	<u>24</u>
Work w/gov't on tourism issues	28	25	24
Set up new parks to protect ecologically significant areas	26	22	27

COLUMBIA RIVER VALLEY RESIDENTS IMPORTANCE. VERSUS PERFORMANCE On CPS Priorities



Source: Angus Reid Group, Inc.
Canadian Parks Service CRV, 1993

(n=442)

3.3 HOW WELL IS THE CPS PERCEIVED TO BE MEETING ITS MANDATE?

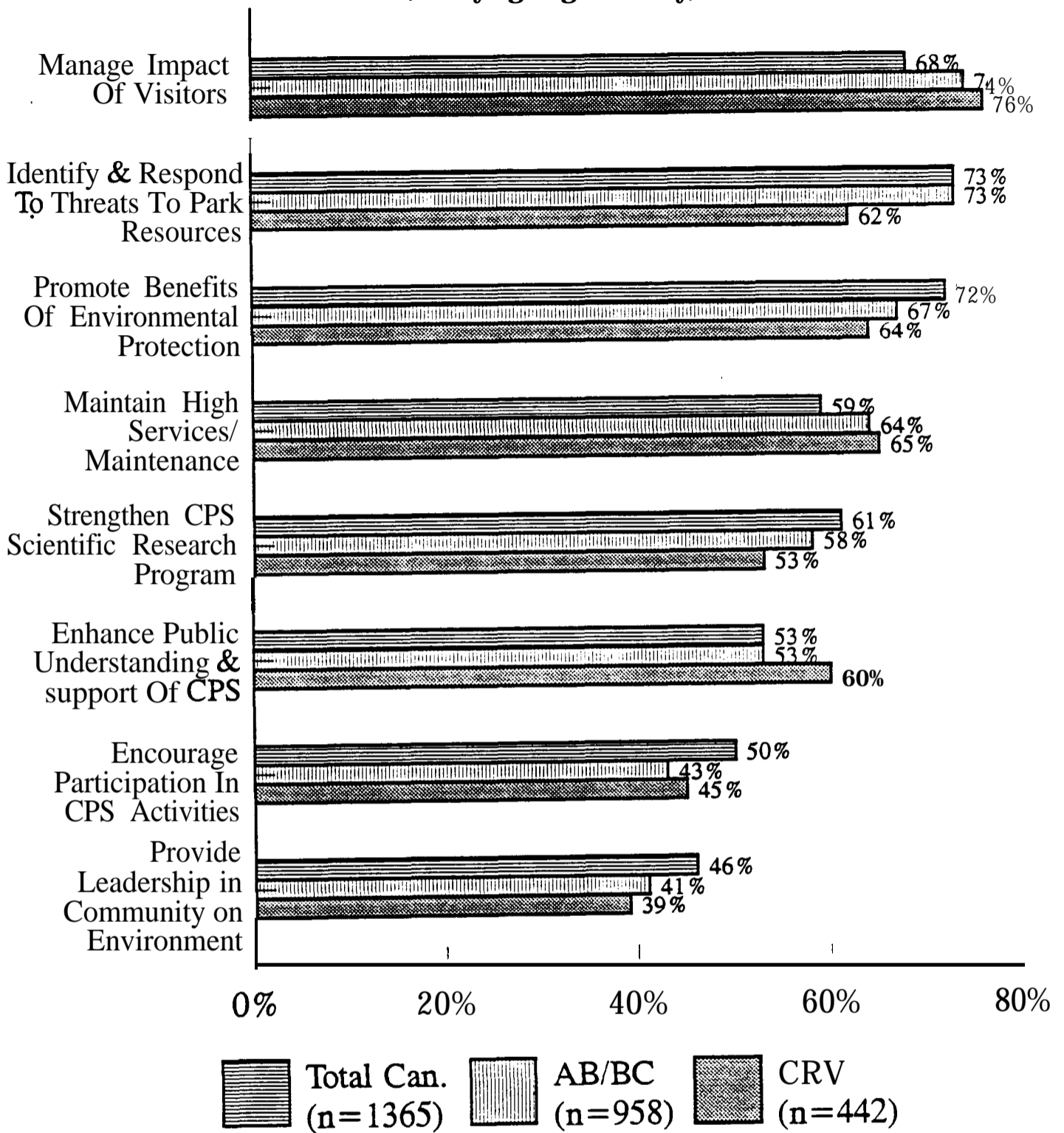
The majority of Canadians feel the Parks Service is doing a good to excellent job of protecting existing parks and providing recreational facilities. In general, Westerners and Columbia River Valley residents are more supportive of CPS efforts when it comes to current initiatives, however, they are less likely to rate the CPS as highly as Easterners do on issues dealing with cooperative efforts and expansion or creation of new parks (which they rate as a higher priority than Easterners).

The CPS is rated well by Columbia River Valley residents, on its performance for the most important initiative: protecting the environment in the existing parks. Looking at the importance vs. performance graph for CPS initiatives by Columbia River Valley residents, the upper right hand box indicates this strength, where satisfaction with CPS performance is high, as is the importance of that initiative. The lower right hand box shows where the CPS is also performing well on the less important area of providing recreation opportunities. The upper left hand box illustrates perceived weaknesses such as creating new parks and working with other groups on environmental issues; on these dimensions the residents of Columbia River Valley feel the CPS delivery is equal to its importance. (The lower left hand box shows areas of less importance to the visitor and areas where CPS is not performing strongly).

.

PERCEIVED WESTERN REGION STRATEGIC PLAN PRIORITIES

Among Western Respondents & Other Canadians
(% Saying High Priority)



Source: Angus Reid Group, Inc.
Canadian Parks Service CRV, 1993

3.4 WESTERN REGION STRATEGIC PLAN/OBJECTIVES

Of the eight Western Region Strategic Plan objectives tested, identifying future threats to park resources, promoting the benefits of environmental protection and managing the impact of visitors are seen as having the highest levels of priority by Canadians overall. Western Canadians and Columbia River Valley residents place higher priority on managing visitor impact than do Eastern Canadians.

- The greatest concerns for Columbia River Valley residents is the management of visitor impacts, the maintenance of service and facilities and promoting the benefits of environmental protection.
- Columbia River Valley residents are less concerned than other Canadians are on community leadership or the need to encourage support in CPS programs.

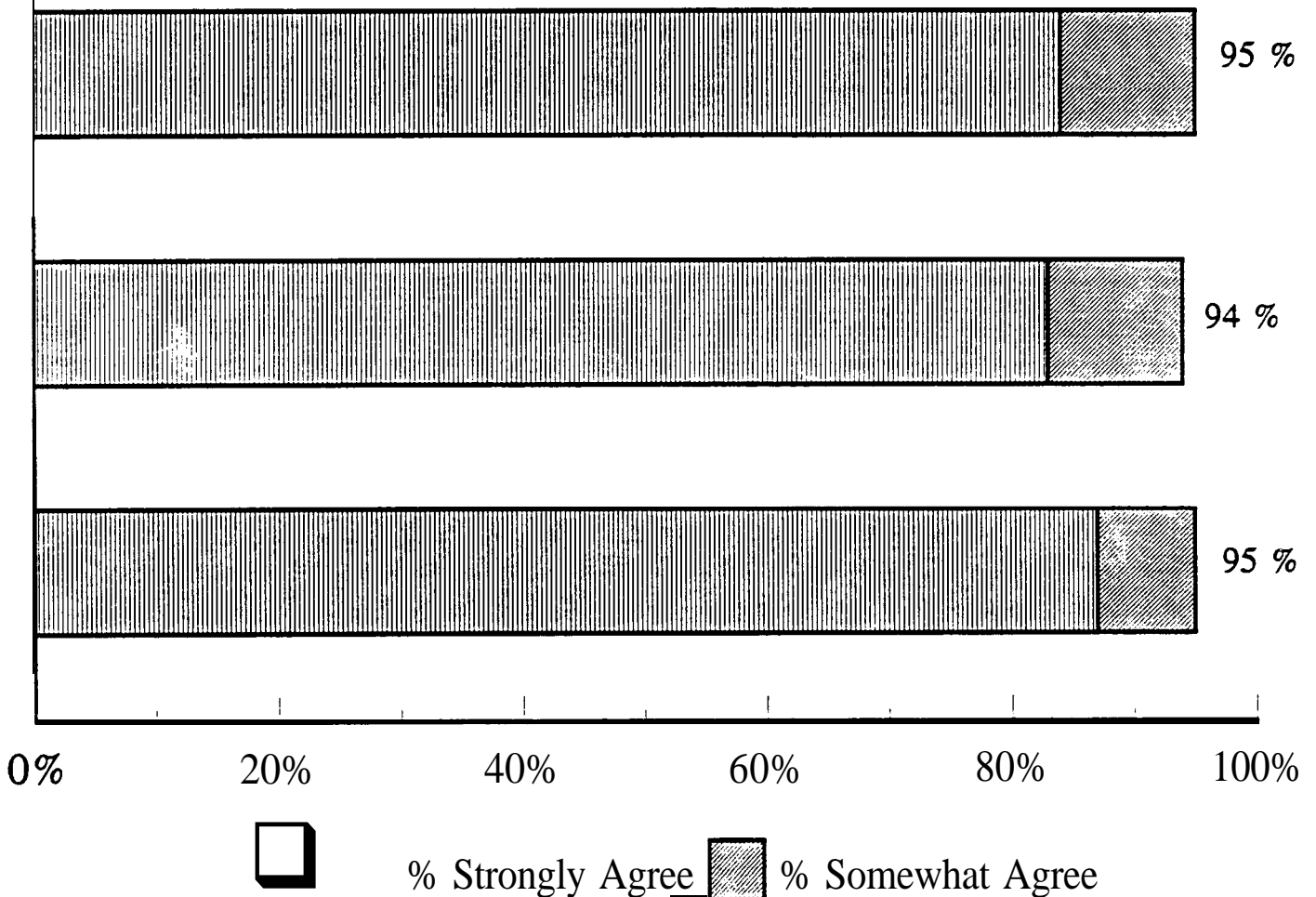
PRIORITY OF WESTERN REGION STRATEGIC PLAN OBJECTIVE#3

% high priority Rank order	TOTAL (2403)		ORIGIN			
	%	Rank	BC/ AB (958)		Columbia River Valley (442)	
			%	Rank	%	Rank
Identify & report future threats to parks	73	1	73	2	<u>62</u>	4
Promote benefits of environmental protection	72	2	67	3	<u>64</u>	3
Manage visitor impact	68	3	74	1	76	1
Scientific research	61	4	58	5	<u>53</u>	6
Maintain high standards service/facilities	59	5	64	4	65	2
Public understanding/ support of CPS	53	6	53	6	60	5
Encourage support in CPS programs	50	7	43	7	<u>45</u>	7
Community leadership	46	5	41	8	<u>39</u>	8

ATTITUDES TOWARD CANADA'S NATIONAL PARKS

(% Agreeing with Statements About CPS Revenue)

Money paid as entry fees into the park should be used for National Park operations and maintenance instead of going toward general government revenues

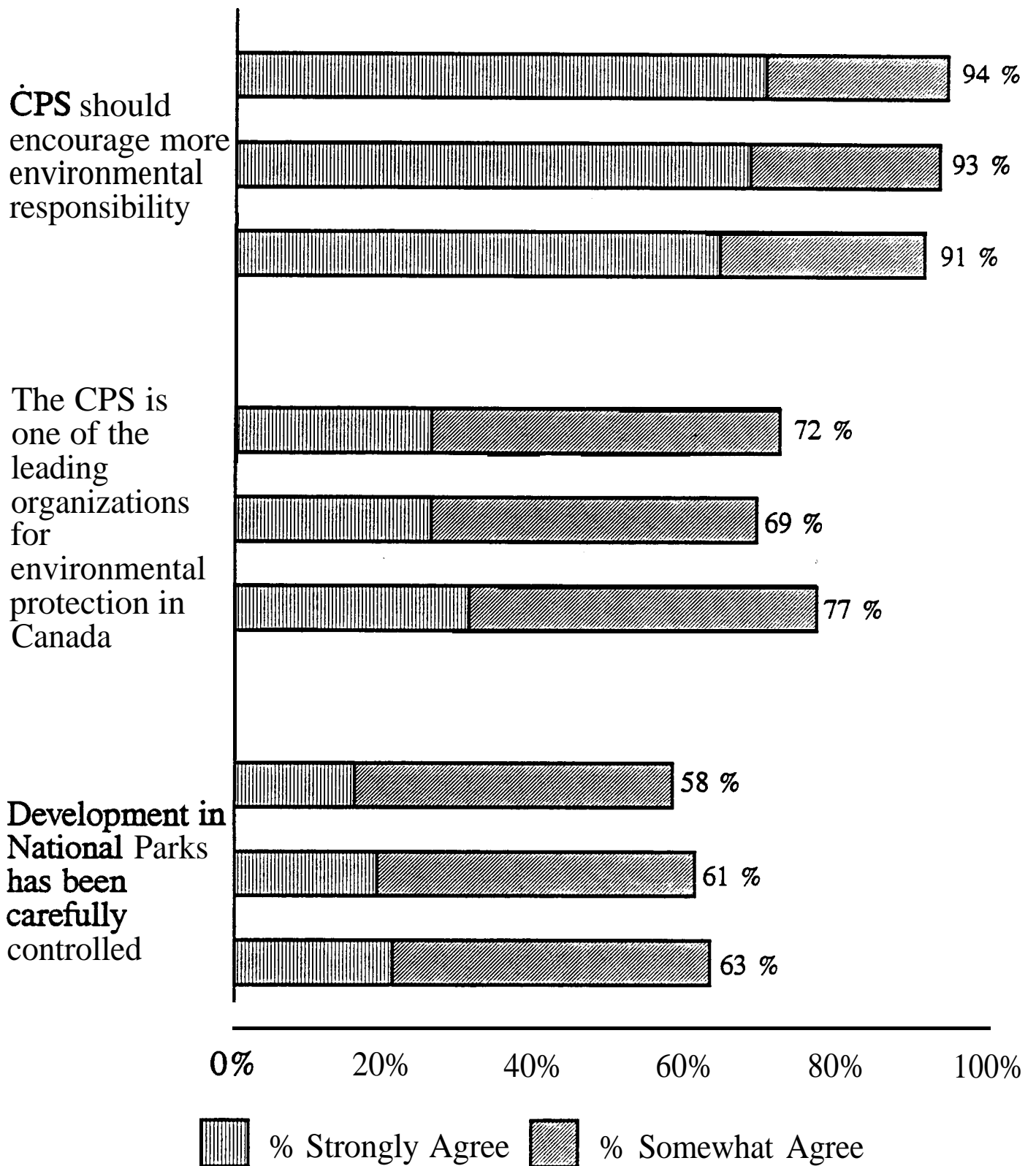


Source: Angus Reid Group, Inc.
Canadian Parks Service CRV, 1993

Bar 1: Total Canada (n=1365)
Bar 2: Western Canada (n=958)
Bar 3: CRV (n=442)

ATTITUDES TOWARD CANADA'S NATIONAL PARKS

(% Agreeing with Statements About CPS Mandate)

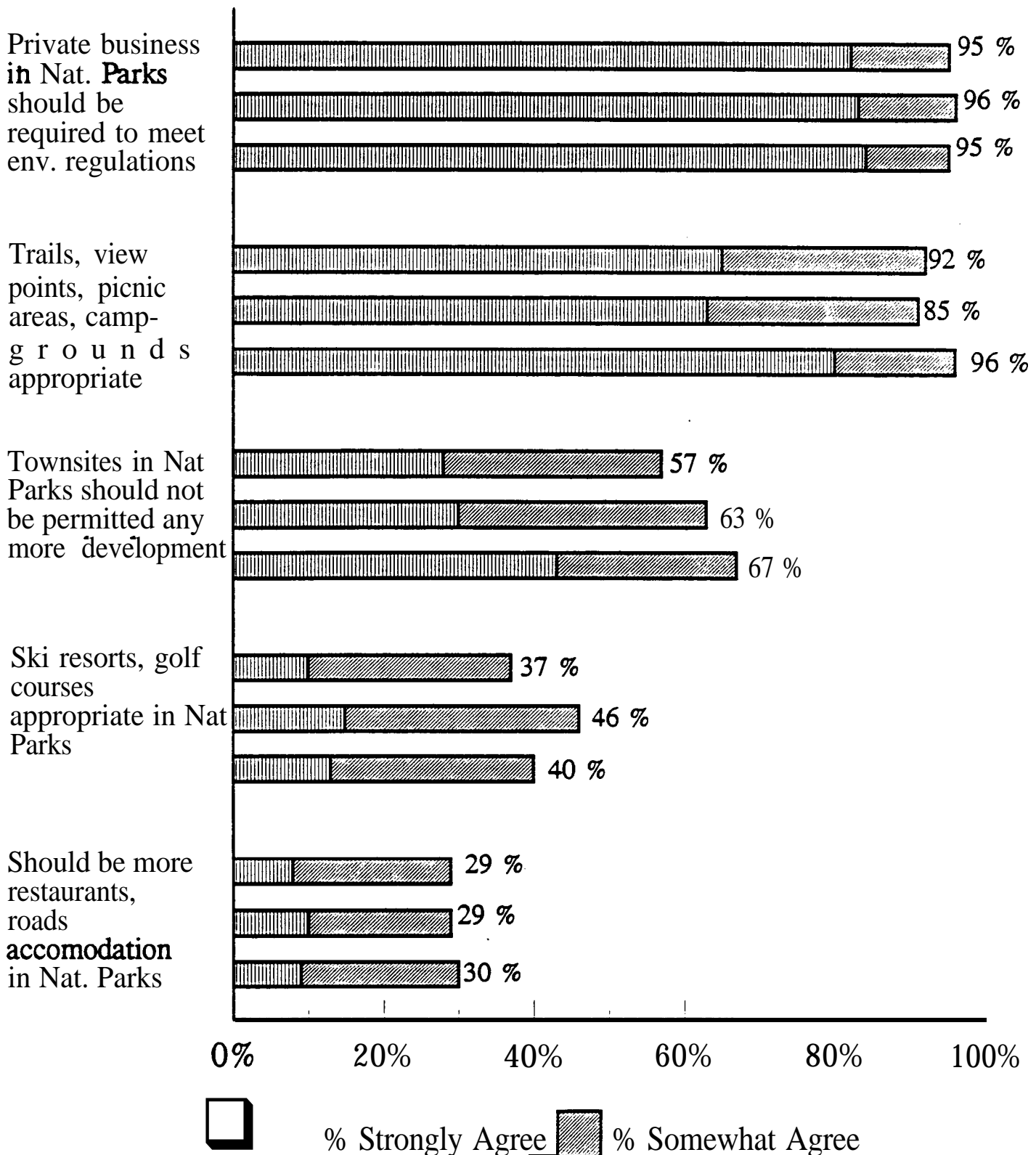


Source: Angus Reid Group, Inc.
Canadian Parks Service CRV, 1993

Bar 1: Total Canada (n=1365)
Bar 2: Western Canada (n=958)
Bar 3: CRV (n=442)

ATTITUDES TOWARD CANADA'S NATIONAL PARKS

(% Agreeing w/ Statements About CPS Facilities)

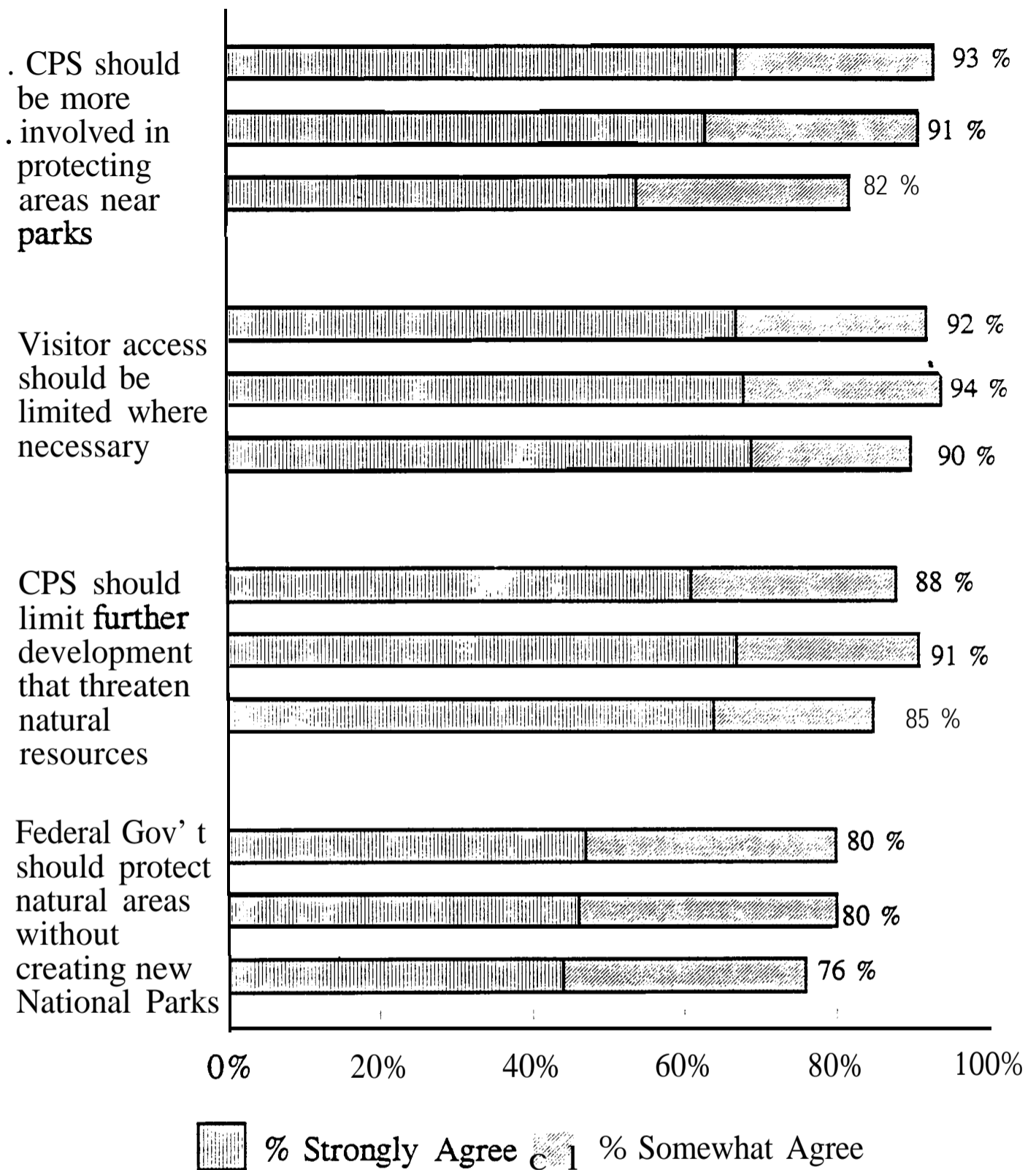


Source: Angus Reid Group, Inc.
Canadian Parks Service CRV, 1993

Bar 1: Total Canada (n= 1365)
Bar 2: Western Canada (n=958)
Bar 3: CRV (n=442)

ATTITUDES TOWARD CANADA'S NATIONAL PARKS

(% Agreeing w/ Statements About CPS Fauna/Flora)



Source: Angus Reid Group, Inc.
Canadian Parks Service CRV, 1993

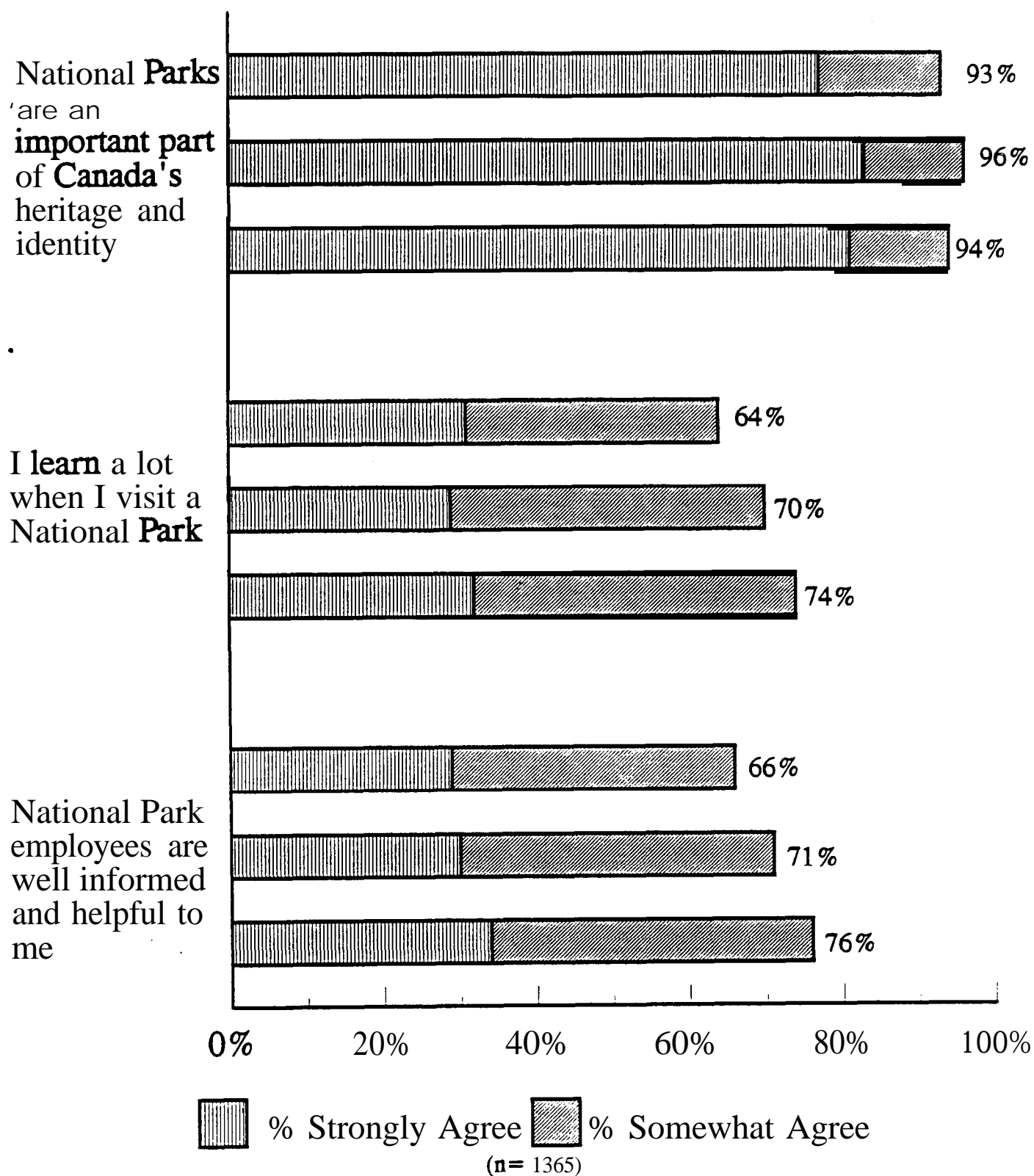
Bar 1: Total Canada (n=1365)
Bar 2: Western Canada (n=958)
Bar 3: CRV (n=442)

Almost all Columbia River Valley residents agree that:

- Money paid as entry fees should be used for park operations and not go toward general revenues (95 %).
- National parks are an important part of Canada’s heritage and identity (94%).
- The CPS should encourage more environmental responsibility (91 %).
- Visitor access should be limited where necessary to protect the environment (90 %).
- The CPS should limit further development that threatens natural resources in the parks (85 %).
- The CPS should be more involved in protecting **areas** near **national** parks (82%).

ATTITUDES TOWARD CANADA'S NATIONAL PARKS

(% Agreeing with Statements About CPS Benefits)



Source: Angus Reid Group, Inc.
Canadian Parks Service CRV, 1993

Bar 1: Total Canada (n=1365)
Bar 2: Western Canada (n=958)
Bar 3: CRV (n=442)

CPS ISSUES

	TOTAL	ORIGIN	
		BC/AB (958)	Columbia River Valley (442)
% Strongly agree	(1365)		
\$ for parks operations not general revenues	84	87	87
National parks are an important part of Cdn heritage/identity	77	83	81
CPS should encourage more environmental responsibility	70	68	<u>64</u>
CPS should be more involved in protecting areas near parks when it threatens parks	67	63	<u>54</u>
Visitor access limited where necessary to protect nature	67	68	69
CPS should limit development threatening natural resources	61	67	64
Federal Gov't should protect natural areas without creating new parks	47	46	44
I learn a lot when visiting parks	31	29	32
Park employees informed/ helpful	29	30	34
CPS leading organization for environmental protection	26	26	31
Development in parks has been carefully controlled	16	19	21

Issues faced by CPS were met with various degrees of enthusiasm across the regions of origin.

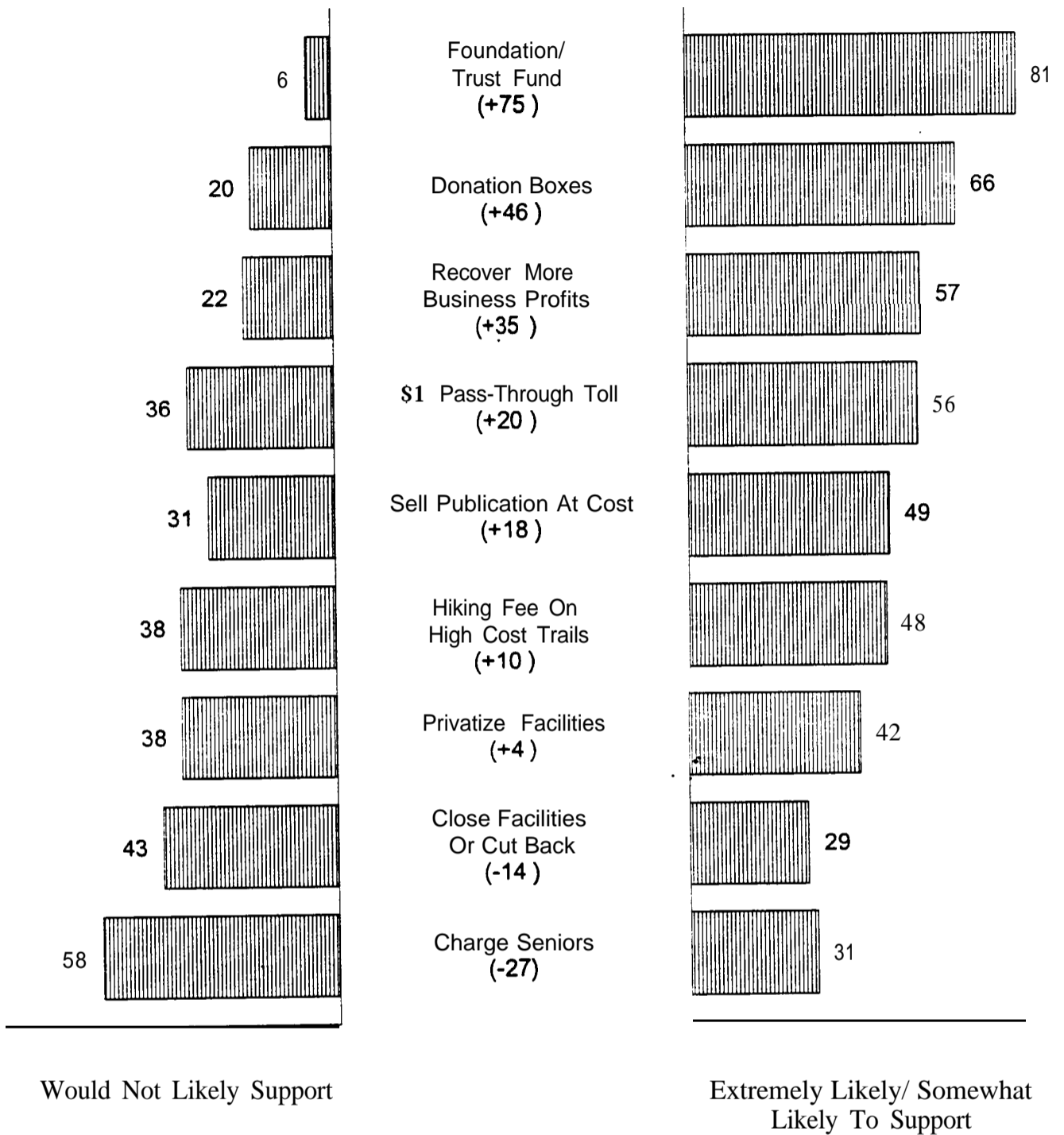
Across all the groups, however, there was overwhelming agreement that the revenue generated at the parks should stay within the parks system and not become a contribution to the General Revenue fund. Most also **agree** the parks are an important part of the Canadian heritage. **The** limiting of access and development in order to protect natural resources are also considered extremely important by over two-thirds of the population and is equally strong in the Columbia River Valley. Of special note is the low percentage of **Canadians** who strongly agree that development in national parks has been carefully controlled (16 %) although this increases to 21% amount Columbia River Valley residents.

There is **not** unanimous agreement on the CPS mandate/strategic issues.

- Westerners and Columbia River Valley residents are more positive on CPS performance on both the broad “big-picture” issues of revenue and heritage and on the park specific issues concerning education and employee service.
- Columbia River Valley residents **differ** from other Western Canadians with less support in the concept of protecting areas near parks when it threatens the park.

CRV RESIDENTS' SUPPORT/OPPOSITION

FOR REVENUE GENERATION OPTIONS



Source: Angus Reid Group, Inc.
 Canadian **Parks** Service CRV, 1993

(n=442)

3.5 REVENUE AND FEES

The one solution to reducing the costs of operating the parks which Canadian respondents found most appealing was setting up a foundation or trust fund. Overall, 48% of Canadians would be extremely likely to support such a fund, while an additional 33 % are somewhat supportive of the idea. There was little rejection of the idea (6%), which is not surprising given this option is voluntary.

- Columbia River Valley residents are equally supportive of the trust fund concept.
- The concept of charging a \$ 1.00 toll for vehicles passing through the parks was supported by three-quarters of Canadians, and was as popular among frequent users of national parks (71 %), users of the Four Mountain Parks (74 %), and Alberta residents (74 %) each of whom would be the most affected by the toll.

This concept was much less popular in the Columbia River Valley, with only 56% approving the idea, and 36% rejecting it.

- Donation boxes are supported by 72 % of the Canadian population, and 66% in the Columbia River Valley followed by recovering a greater percentage of profits from businesses within the parks (64% overall and 57% in the Columbia River Valley), and charging a small fee for hikers (57 % overall and 48 % in the Columbia River Valley).
- Selling publications at cost was slightly more popular in the Columbia River Valley, with 49% support.
- The remaining revenue generators received support from less than half the Columbia River Valley residents. In particular, there is likely to be a fairly high negative reaction to privatizing facilities, closing facilities or cutting back services.

The concept of charging seniors the regular national park entry fee generated the greatest level of opposition. Over half (58 %) in the Columbia River Valley would not or are not likely to support the idea. The level of rejection was consistently high regardless of age group, park usage, or residency.

3.6 COST RECOVERY INITIATIVES

Mixed feelings exist as to whether or not CPS facilities should be operated on a cost recovery basis or supported by tax dollars. Nearly one-third of Canadians do not know how they feel on the subject. Forty percent would like complete cost recovery.

- Among those with an opinion in the Columbia River Valley, 64% feel the costs should be recovered, although no clear suggestions were made on how to do that.
- Columbia River Valley residents are more likely to support a cost recovery system.
- The three most favoured solutions for cost reductions at campgrounds are closing sections of campgrounds not sufficiently used, charging for specific services in the campground such as for the use of firewood or showers & charging campers **higher** fees. The concepts of contracting out the operation and maintenance of campgrounds to private operators, closing campgrounds or relying on private campgrounds outside of the park is supported by less than half of respondents. Residents of Columbia River Valley parallel those sentiments.
- Columbia River Valley respondents are more likely to support charging higher camping fees.

	TOTAL	REGION	
% Strongly agree	(1365)	BC/AB (958)	Columbia River Valley (442)
CPS Should:			
Recover all costs	40	36	46
Support with tax \$	27	18	26
Don't Know	33	46	27
options: Campgrounds (% yes)			
Close sections of campgrounds not sufficiently used	75	75	71
Charge campers for services	69	66	67
Charge higher camping fees	57	46	71
Contract out-private operators and maintenance	43	5	45
Reduce level of services at campgrounds	41	55	42
Close campgrounds			

SECTION FOUR

CANADIAN PUBLIC VIEWS ON DEVELOPMENT IN NATIONAL PARKS

4.1 OVERVIEW

General Development

Canadians are extremely fragmented on their views of development within parks. Slightly over one-third feel there is still room for development in the park system overall, however, that drops to only 28% when they are thinking specifically about the park they most recently visited. Half feel the parks are at or near full capacity levels now.

- Residents of Columbia River Valley are more likely to have an opinion on the subject, with slightly over one-third feeling there is still room to develop their area, the same number feel the area is near capacity, and one-quarter feel the area at full capacity.

The overall image of the Town of Banff is mixed. Half of Canadians are not sure whether development is too high, just right, or too low. One in five (19 %) feel it is too high and 28 % feel it is just right. Compared to other townsites, development levels here is considered the highest of the four townsites in the Western Region.

- This assessment of development in Banff shifts dramatically when Columbia River Valley residents are examined. These respondents are three times more likely to think development is too high. Among Columbia River Valley residents the majority (53 %) feel development in the **townsite** is too high, and almost one-third (34%) feel it is just right.
- This pattern holds true for Jasper as well. Among Columbia River Valley resident, 20% feel the development is too high, compared to only 7% of total respondents who felt development in Jasper was too high. Nearly half (47%) of Columbia River Valley residents feel development in Jasper is just right.

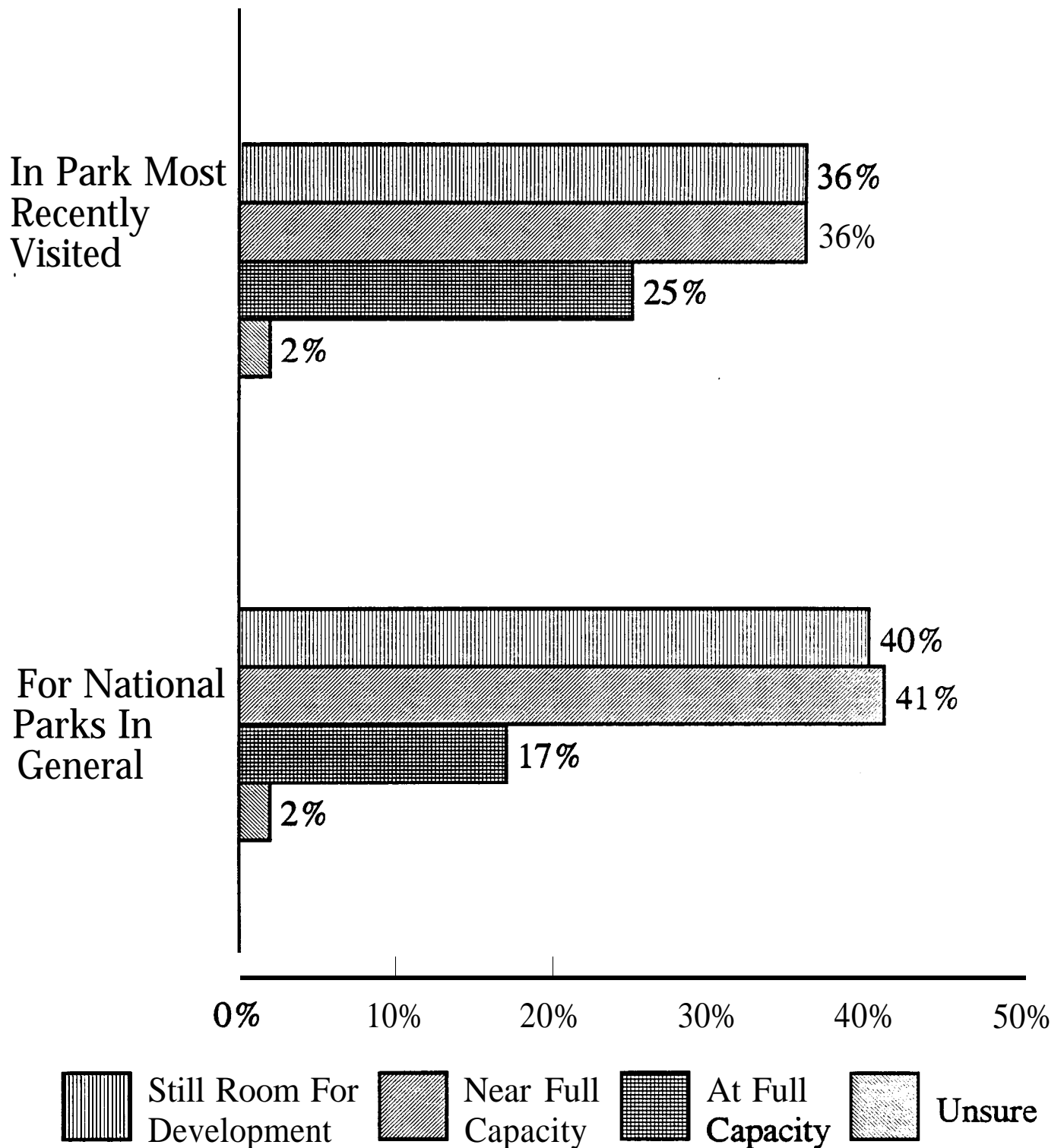
Specific Facility Development

There is nearly unanimous agreement among Canadians that private companies that run businesses within national parks boundaries should be required to meet specific environmental regulations, and that recreational facilities such as trails, viewpoints, picnic areas, day use areas and campgrounds are appropriate in national parks.

- Comparing airstrips, golf courses, ski areas, and hotels, the least acceptable developments are the airstrips and golf courses, each with approximately 43% of the respondents (Canadians and Columbia River Valley residents) feeling they should not be located in a national park at all.

Areas which Columbia River Valley residents feel are both important and need to be enhanced are environmental learning centres, and roadside pull-offs.

COLUMBIA RIVER VALLEY RESIDENTS' PERCEPTIONS OF CAPACITY FOR DEVELOPMENT IN NATIONAL PARKS



Source: Angus Reid Group, Inc.
Canadian Parks Service CRV, 1993

(n=442)

4.2 OVERALL PERCEPTIONS OF CAPACITY FOR DEVELOPMENT

Overall, the more familiar respondents are with a park area, the less likely they are to feel there is still room for development at that park. Half of Canadians (47%) believe the national parks system is at or near full capacity, and that increases to 50% when they think specifically about a park they recently visited.

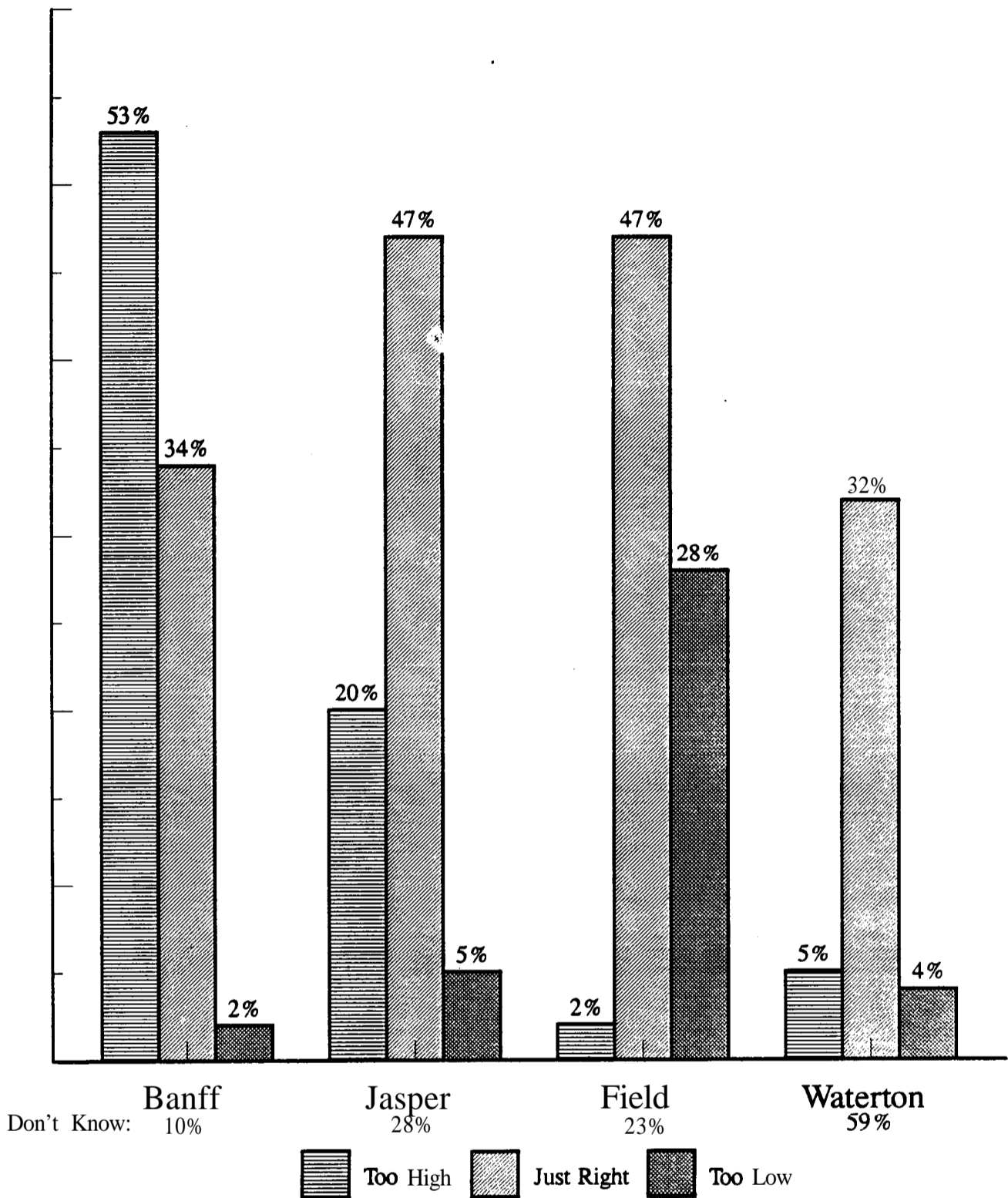
- Residents of the Columbia River Valley are more likely than other Canadians to feel parks in general and the parks closest to them still have room to develop. However, it is important to note that only one-third feel the parks still have room to develop. Over half feel the parks are at or near capacity.

OVERALL PARK DEVELOPMENT

	TOTAL	ORIGIN	
%	(1365)	BC/AB (958)	Columbia River Valley (442)
PARK MOST RECENTLY VISITED			
Still room to develop	28	27	36
Near full capacity	30	37	36
At full capacity	20	25	25
Unsure	22	<u>10</u>	<u>2</u>
PARKS IN GENERAL			
Still room to develop	35	34	40
Near full capacity	35	43	41
At full capacity	12	13	17
Unsure	18	<u>10</u>	<u>2</u>

CRV RESIDENTS

Development In Townsites / Service Centres



Source: Angus Reid Group, Inc.
Canadian Parks Service CRV, 1993

(n=442)

4.3 TOWNSITE DEVELOPMENT PERCEPTION BY RECENT VISITORS

When it comes to specific townsites, such as Banff and Jasper, clearly the overall perception of development being too high is stronger among those who live closest to the towns.

- Comparing **Banff** and Jasper townsites, Banff is more often seen as over developed than Jasper (19 % feel development in Banff is too high, while 7% feel development in Jasper is too high).
- Concern that development is too high in the Town of Banff is three times as strong among residents of the Columbia River Valley compared to Canadian’s impressions of development (53 % of Columbia River Valley residents feel it is over developed compared to 19% of Canadians). The same holds true for Jasper where 21% of Columbia River Valley feel development is too high and only 7% of Canadians feel the same.

TOWNSITE DEVELOPMENTS

% Agree	Total (1365)	BC/AB (598)	Columbia River Valley (442)
Park townsites should not develop further	57%	66%	67%
<u>Banff</u> - Too high	19	38	53
Just right	28	38	34
Too low	2	4	2
Don't know	52	21	10
<u>Jasper</u> - Too high	7	11	20
Just right	27	50	47
Too low	3	7	5
Don't know	63	32	28
<u>Field</u> - Too high	1	1	2
Just right	9	18	47
Too low	4	11	28
Don't know	87	70	23
<u>Water-ton</u>			
Too high	1	1	5
Just right	11	24	32
Too low	2	5	4
Don't know	86	70	59

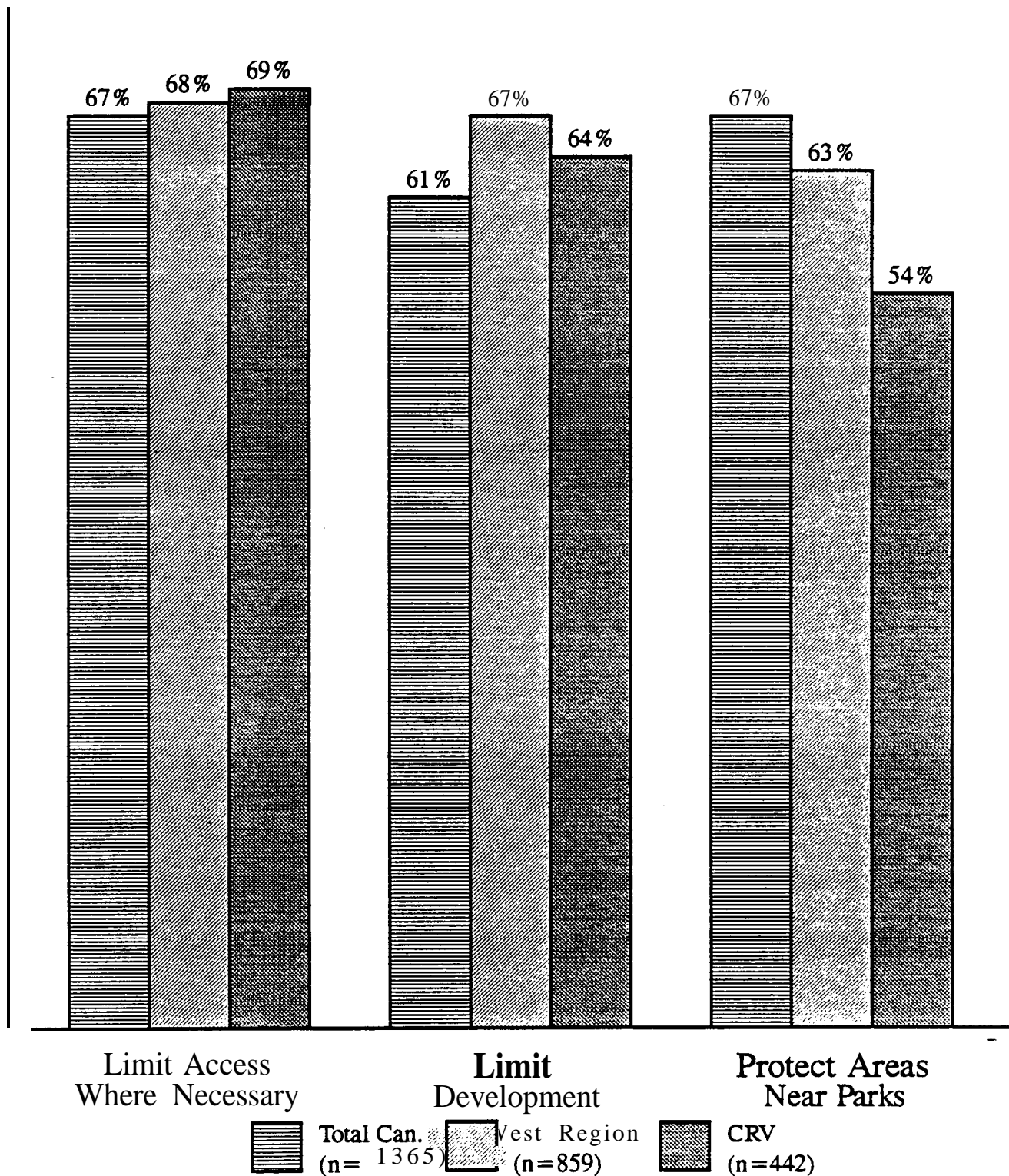
SPECIFIC DEVELOPMENT ISSUES

	TOTAL	ORIGIN	
% Strongly agreeing	(1365)	BC/AB (958)	Columbia River Valley (442)
Private businesses should meet environmental regulations	82	83	84
Trails/viewpoints/picnic areas are appropriate	65	73	80
Park townsites should not develop further	28	30	43
Ski resorts/golf are appropriate in parks	10	15	13
Should be more restaurants/roads/accommodations	8	10	9

ATTITUDES TOWARD CANADA'S NATIONAL PARKS

By Area of Origin

(% Strongly Agreeing With Statements About Development, Protection)



Source: Angus Reid Group, Inc.
Canadian Parks Service CRV, 1993

4.4 SPECIFIC DEVELOPMENT ISSUES

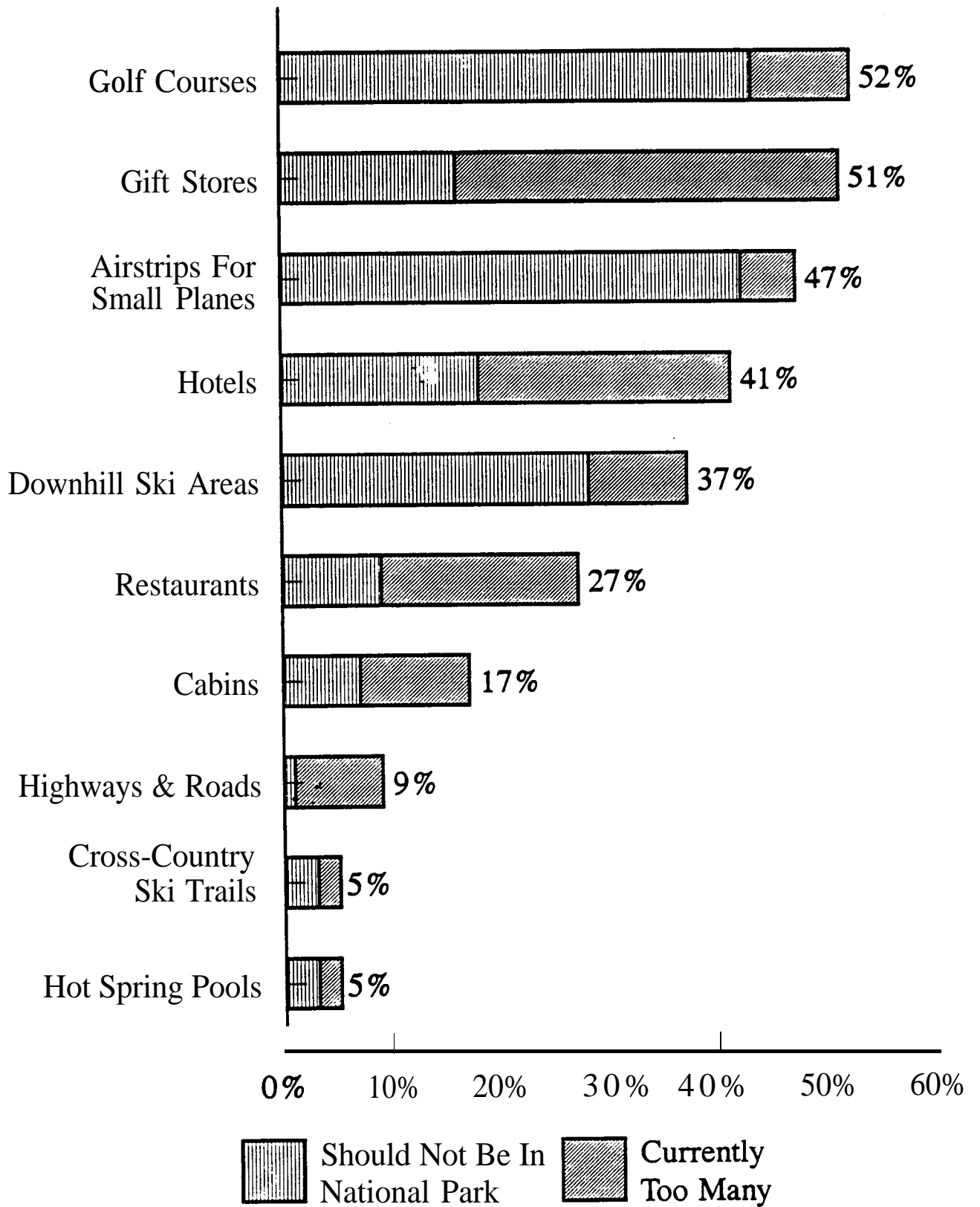
It is quite clear that both park visitors and non-users believe that private businesses located within park boundaries should be required to meet specific environmental regulations. This policy would have nearly universal support across Canada and among Columbia River Valley residents (84 %).

Having **recreational** facilities such as trails, viewpoints and picnic areas is seen as very appropriate in the national park setting (65 % for **Canadians** and 80 A in the Columbia River Valley).

- Ski and golf resorts are slightly more popular with residents of BC and Alberta, as well as by residents of the Columbia River Valley (13 % feel they are appropriate).
- Only a small proportion of Canadians (8%) and 9 % of Columbia River Valley residents agree that there should be more restaurants, **roads** and accommodation in national parks.

There appears to be a difference between the perception of the national parks system's capacity to absorb new development and the perceived capacity of specific parks and townsites to further develop. For example, 35 % of **Canadians** feel that the national park system has the capacity for further development, however only 28% feel that the park they most recently visited still has room to develop. Furthermore, when asked specifically about the development of townsites within national parks, a majority of Canadians believe that no further development should be allowed; this anti-development sentiment increases among Columbia River Valley residents. This suggests that many Canadians would like to see the Canadian Parks Service limit development in townsites and national parks, **rather** than forging ahead with specific development plans in any national park.

CRV RESIDENTS' PERCEIVED INAPPROPRIATENESS OF VARIOUS ACTIVITIES/SERVICES



Source: Angus Reid Group, Inc.
Canadian Parks Service CRV, 1993

(n=442)

4.5 INAPPROPRIATE DEVELOPMENT

The two types of developments which Canadian respondents feel were the least appropriate for national parks are airstrips and golf courses. Approximately half of Canadians as well as residents of the Columbia River Valley believe airstrips and golf courses are inappropriate in national parks.

	TOTAL	ORIGIN	
% Should not be in National Parks	(1365)	BC/AB (958)	Columbia River Valley (442)
Golf Courses	42	39	43
Downhill Skiing	26	21	28
Hotels	25	16	18
Gift Store	15	12	16
Airstrips	43	39	42

4.6 FACILITY REQUIREMENTS

Environmental learning centres show the highest level of demand, with 38% of Canadians and 44% of Columbia River Valley residents feeling there is a need for more of them.

- There is a substantial difference in the level of perceived need between learning centres and visitor reception centres. Only 11% of respondents feel there is a need for more visitor reception centres versus 38% interested in the environmental learning centre concept. Though some CPS visitor reception centres may currently have “learning components” to them, it appears that a centre which focuses specifically on education and learning has a greater appeal.

FACILITIES/SERVICES DESIRED

% Need more of	TOTAL	ORIGIN	
	(1365)	BC/AB (958)	Columbia River Valley (442)
Environmental Education/Learning Centres	38	43	44
Road side pull-offs	29	33	40
Hiking Trails	23	23	24
Hot Spring Pools	21	21	16
Campground	18	28	25
Cabins	14	17	18
Visitor Reception Centres	11	14	15
Cross-country Ski Trails	11	11	23

- Over 40% of Columbia River Valley residents feel there is a need for more environmental learning centres and more road-side pull-offs.
- Columbia River Valley residents are more likely to feel there is need for more campgrounds and cross-country ski trails in national parks than other Canadians.

SECTION FIVE: COMMUNICATION FROM CPS ABOUT NATIONAL PARKS

.5.1 OVERVIEW

When planning a trip to a national park there is no single source visitors look to for information.

- Less than one-quarter of Canadian visitors contact a provincial tourism office, while even fewer (14%) visit or contact a Canadian Parks Service office.
- **Travellers** from the Columbia River Valley are more likely to depend on the advice of friends and family, or visit a CPS office.

Approximately one-third of the Canadian respondents and over half of the Columbia River Valley residents recalled seeing an ad poster or publication for the national parks.

- Television is stated as the major source of advertising **recall** for Canadians overall, followed by magazines and brochures. Although the Parks Service has not recently advertised on television, it is commonly recalled due to either past ads, confusion with non-park environmental programming and/or television ad clutter.

The Canadian Parks Service is perceived to be a more credible source of information on the environment than any other source by both Canadians and Columbia River Valley residents, whether it is the CPS as an organization or CPS staff in the parks.

The credibility of the CPS on environmental issues is greater than scientists, environmental groups, or Provincial or Federal Departments of the Environment.

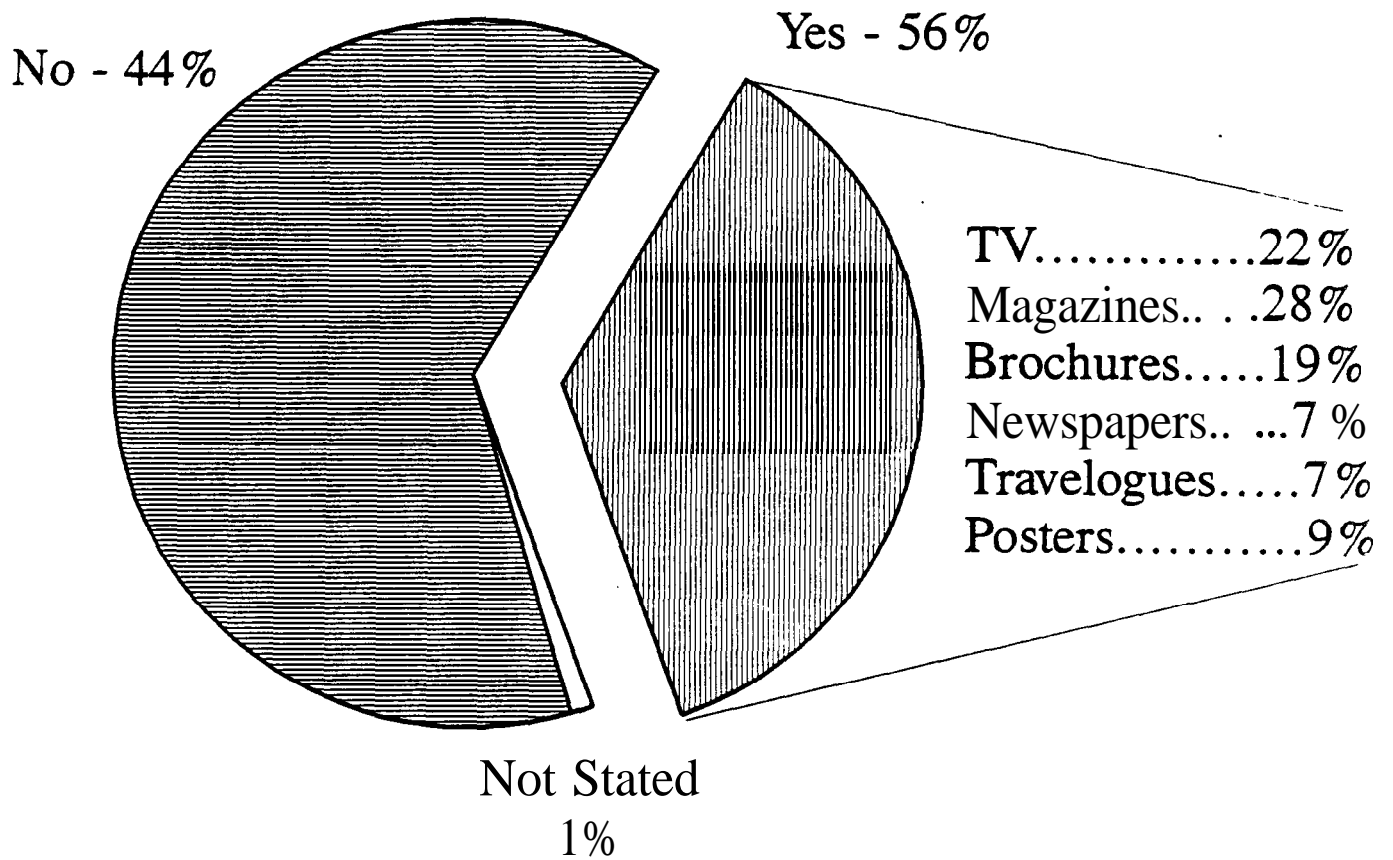
5.2 SOURCES OF INFORMATION

The sources of information used when planning a park trip differ between Canadians overall and Columbia River Valley residents. The two primary sources for Canadians **overall** are the provincial tourism **office** and friends/family. Columbia River Valley residents tend to use friends and family and the CPS **office** as sources of information on national parks.

SOURCES OF INFORMATION

PRIMARY SOURCE OF INFO.	TOTAL	REGION	
		BC/AB (958)	Columbia River Valley (442)
Provincial Tourism Office	22	21	<u>16</u>
Friends/Family	21	28	24
Call/Write to park	17	<u>10</u>	16
Visit CPS office	14	10	19
Motor Association	11	15	<u>4</u>
Info. given at park	7	8	12

CRV RESIDENTS' AWARENESS OF NATIONAL PARK ADVERTISING



Source: Angus Reid Group, Inc.
Canadian Parks Service CRV, 1993

(n=442)

5.3 ADVERTISING AWARENESS

One-third of Canadian respondents had heard or seen information on the parks, with recall increasing in the Columbia River Valley.

- Columbia River Valley residents are **more** likely to recall a CPS ad, however the source is typically magazines. They are less likely to mention television advertising and more likely to mention brochures.

ADVERTISING AWARENESS

	TOTAL	ORIGIN	
% Seen Ad, poster, publication	(1365)	BC/ AB (958)	Columbia River Valley (442)
Yes	36	36	56
Magazines	18	26	28
T.V.	34	<u>29</u>	<u>22</u>
Brochures	14	20	19

5.4 CREDIBILITY OF SOURCES ON ENVIRONMENTAL ISSUES

The Canadian Parks Service and staff with the national parks are the two most believable sources of information on environmental issues.

- The believability of magazines, environment groups, television and provincial departments of the environments, newspapers and the radio decreases in the west.
- BC, Alberta, and Columbia River Valley residents are less likely to have faith in any of the sources delivering information on the environment except for the CPS and staff in the national parks compared to Eastern Canadians.

SOURCE BELIEVABILITY

% believe most of the time	TOTAL	ORIGIN	
	(1365)	BC/AB (958)	Columbia River Valley (442)
Canadian Parks Service	52	55	51
Staff in the National Parks	51	55	50
Scientists/professors	45	41	<u>35</u>
Magazines	40	<u>32</u>	<u>27</u>
Environmental Groups	38	<u>27</u>	<u>22</u>
Television	34	<u>26</u>	<u>23</u>
Provincial Depts. Resp. Environment	34	<u>26</u>	<u>22</u>
Federal Dept. of the Environment	32	<u>25</u>	<u>22</u>
Newspapers	30	<u>19</u>	<u>15</u>
Radio	24	<u>17</u>	<u>16</u>

SECTION SIX: ABOUT THE RESPONDENTS

6.1 OVERVIEW

The most important activities undertaken when visiting a national park are:

	TOTAL	ORIGIN	
		BC/AB (958)	Columbia River Valley (442)
% Very/Somewhat Important	(1365)		
Stopping at a roadside pull-off to view scenery or wildlife	96 %	94 %	96 %
Experiencing easily accessible nature	93 %	94 %	93 %
Learning about the environment	92 %	90 %	91 %
Hiking on a trail	92 %	90 %	89 %
Visiting cultural/historical sites	91 %	91 %	93 %
Obtaining information at visitor centres	90 %	91 %	91 %
Camping	85 %	86 %	88 %

The least important activities to most Canadians are staying at hotels (34%), downhill skiing (35%), gift stores (30%), and golf (18%).

Nearly 60% of Canadians participated in some recycling program in the past year. This drops to 45% in the Columbia River Valley.

- Approximately 40% of Canadians bought products **labelled** “environmentally friendly” or “environmentally safe” even if they cost more and this is similar in the Columbia River Valley.
- Only 16 % of Canadians often support an environmental group or organization. This increases to 22% in the Columbia River Valley.

Columbia River **Valley** residents, more often than other Canadians, tend to be less formally educated and have two adults in the household.

IMPORTANCE OF ACTIVITIES

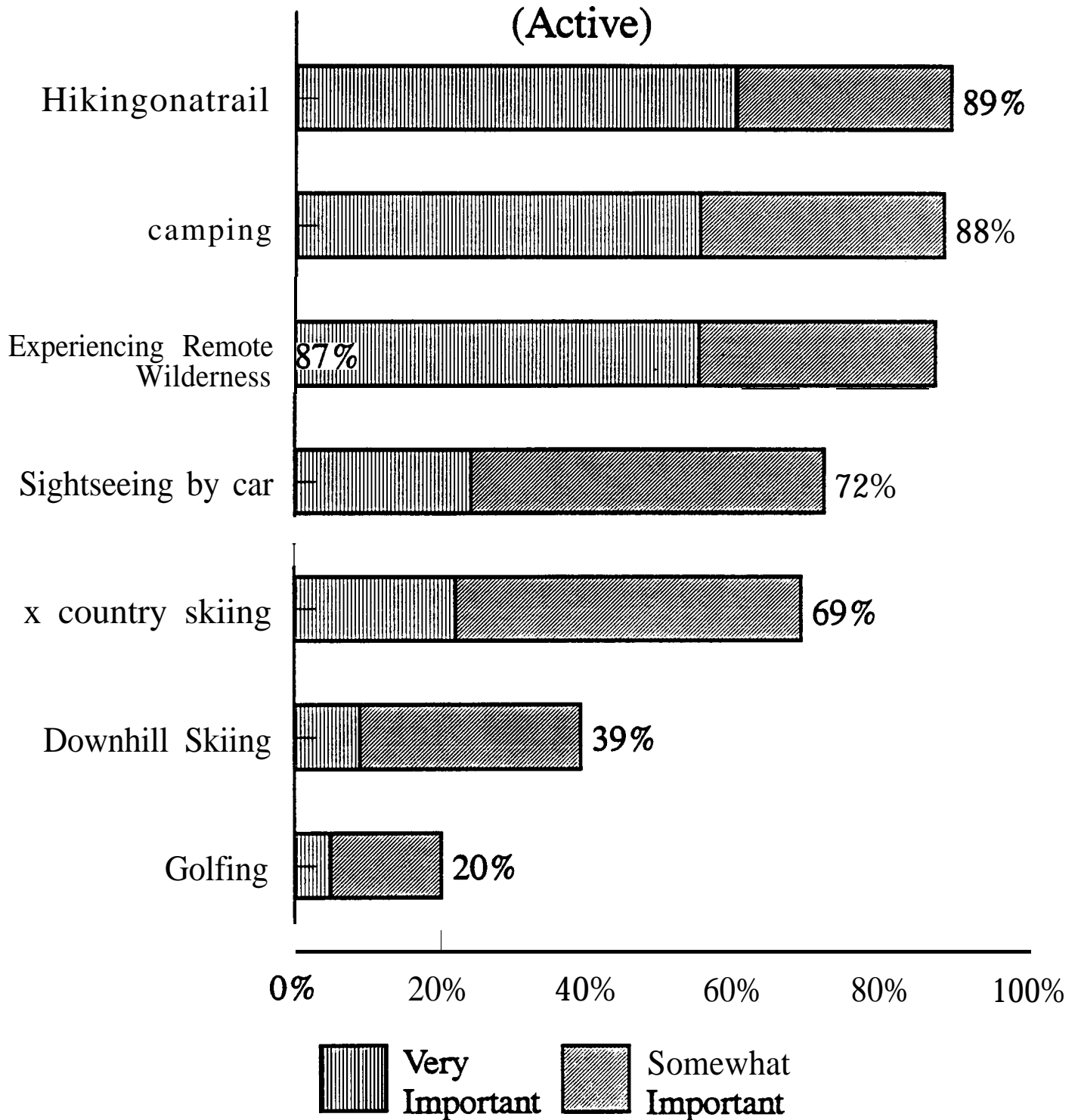
Importance of Activities A "Very Important"	TOTAL	ORIGIN	
	(1365)	BC/AB (958)	Columbia River Valley (442)
Roadside pull offs to view scenery/wildlife	67	66	72
Info at Visitor Centres	64	<u>56</u>	<u>54</u>
Hiking	62	<u>55</u>	60
Easily accessible nature	58	56	57
Learning about environment	55	<u>49</u>	52
Camping	54	54	55
Cultural/historical sites	50	46	48
Remote Wilderness	44	43	55
CPS Presentations	34	31	36
Children's programs	25	26	31
Sightseeing by car	23	24	24
Hot Springs	22	25	34
Staying in a Cabin	20	17	<u>14</u>
CPS Movie/slide show	15	13	19
Cross country skiing	13	13	22
Hotels	9	9	7
Downhill skiing	7	12	9
Gift Stores	7	6	7
Golf	3	6	5

IMPORTANCE TO CRV RESIDENTS

Of Various Activities

When Visiting A National Park

(Active)

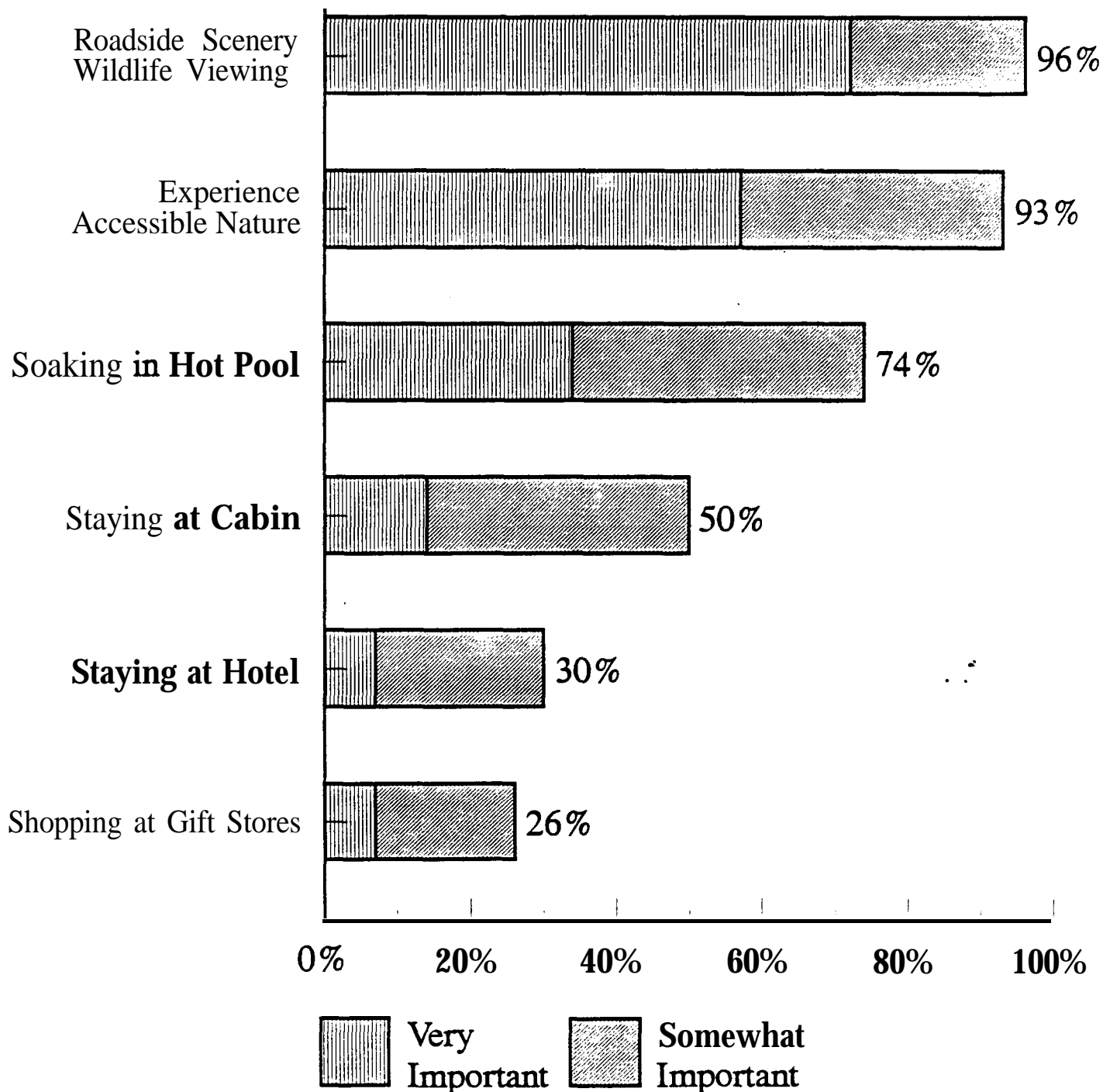


Source: Angus Reid Group, Inc.
Canadian Parks Service CRV, 1993

(n=442)

IMPORTANCE TO CRV RESIDENTS

Of Various Activities When Visiting A National Park (Passive Activities)



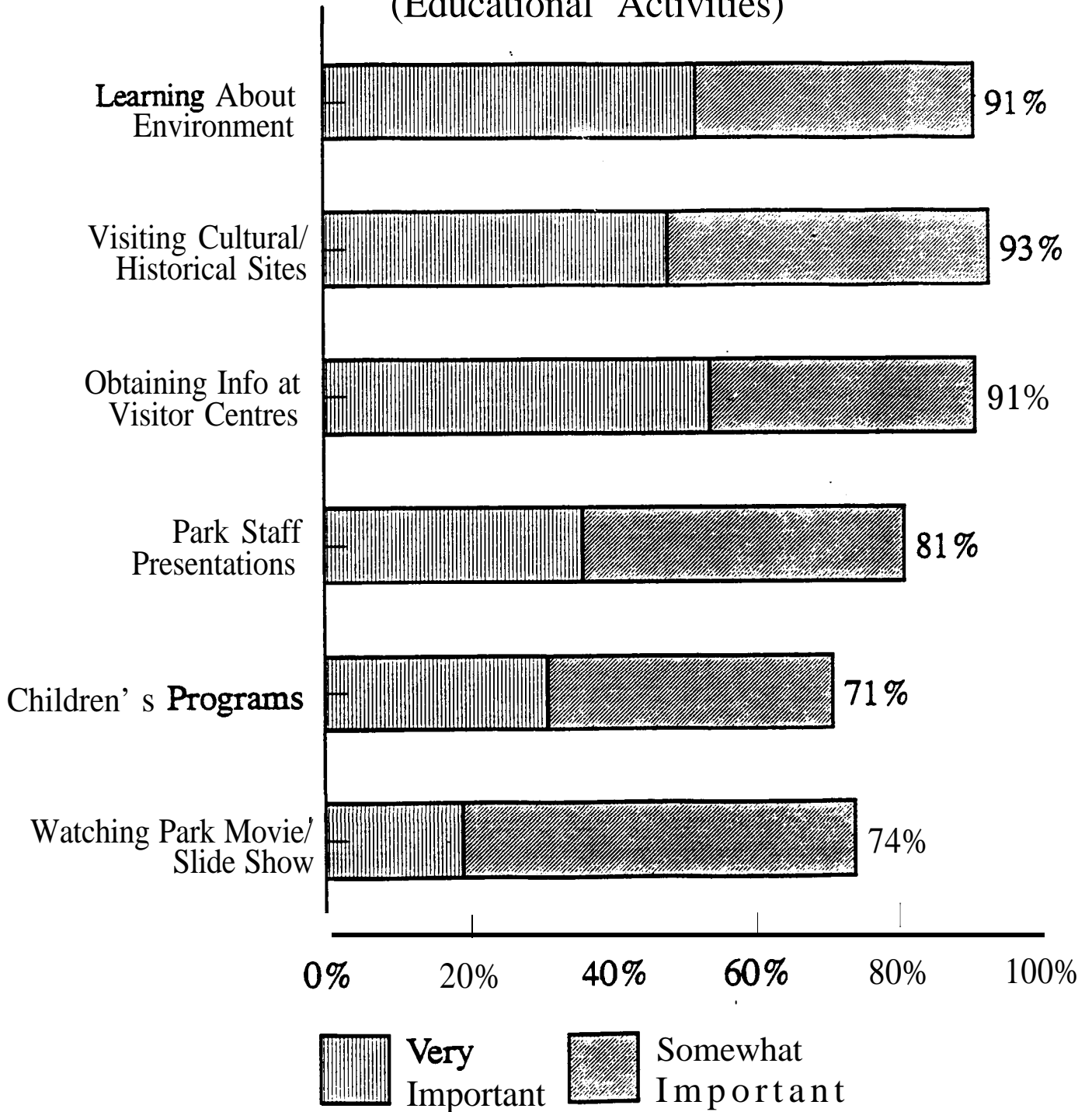
Source: Angus Reid Group, Inc.
Canadian Parks Service CRV, 1993

(n=442)

IMPORTANCE TO CRV RESIDENTS

Of Various Activities

When Visiting A National Park (Educational Activities)



Source: Angus Reid Group, Inc.
Canadian Parks Service CRV, 1993

(n=442)

6.2 IMPORTANCE OF ACTIVITIES

The types of activities visitors participate in while visiting a park can be categorized into three basic areas: active, passive or educational.

Active

Hiking, camping and experiencing remote wilderness are the most popular of the “active” activities. Over 80 % of Canadians feel these are **somew** hat or very important when visiting a national park.

- Columbia River Valley residents are more likely to feel that experiencing remote wilderness is important.

Overall, cross country skiing is important to more people than downhill skiing, in the Columbia River Valley. This is different in BC and Alberta generally where the two skiing forms have similar levels of importance.

Passive

Both roadside viewing of wildlife and scenery and easily accessible nature are very important to most Canadian’s park experiences.

- This holds true within the Columbia River Valley.

Educational Activities

All types of educational activities are important to at least **two-thirds** of the population. Any efforts made in these areas would be well received.

- Learning about the environment, visiting cultural sites and visitor information **centres axe all critical areas** of importance, although residents of the Columbia River Valley place less importance on the Visitor Information **Centres** than Canadians overall.

6.3 ENVIRONMENTAL PARTICIPATION

Over half the population is participating in a recycling program on a regular basis. However, **this** contrasts dramatically within the Columbia River Valley where only 45 % participate in recycling.

- Columbia River Valley residents are slightly more likely than other Canadians to have supported an environmental group, (22 %).

PARTICIPATION IN “GREEN” ACTIVITIES

	Total	Region	
Participate in "Often"	(1365)	BC/AB (958)	Columbia River Valley (442)
Recycling	62	61	<u>45</u>
Bought Environmentally friendly products	42	45	44
Avoid certain/excessive packaging	40	43	43
Supported Environmental Group	16	16	22



DEMOGRAPHICS

	TOTAL	REGION	
	(1365)	BC/AB (958)	Columbia River Valley (442)
GENDER			
Male	49	46	50
Female	51	54	50
EDUCATION			
High School or Less	44	42	51
Some Post-Secondary	32	31	<u>23</u>
University Degree +	23	27	<u>17</u>
INCOME			
Under \$35,000	36	32	34
\$35,000 - \$49,999	21	21	28
*\$50,000 Plus	31	34	31
HOUSEHOLD COMPOSITION			
<u>Adults</u>			
One adult	20	19	17
Two adults	57	60	73
<u>Children</u>			
None	59	62	55
One+	41	37	45

6.4 DEMOGRAPHICS

The demographics of residents of Columbia River Valley differ slightly from the general population and B.C., Alberta residents. **Compared** to the general population, the Columbia River **Valley** residents are:

- **Less** formally educated (40% have at least some post-secondary versus 55 % of the population **overall**).
- More likely to have two adults in the household.

SECTION SEVEN: RESPONDENTS COMMENTS

At the end of the questionnaire, respondents were asked to express their opinions on three issues: the most important reason for Canada to have national parks, the most important benefit a park experience gives them and other comments/suggestions they have for the CPS. These questions were completed unaided (unprompted).

7.1 WHAT IS THE MOST IMPORTANT REASON FOR CANADA TO **HAVE** NATIONAL PARKS?

The overwhelming answer is to preserve and save Canada's wilderness. Over **40%** of the population stated these are the most important reason Canada should have national parks.

- Residents of the Columbia River Valley show similar responses with **43 %** stating preserving and/or saving Canada's wilderness.

The second most commonly mentioned reason is to save the wilderness and park areas for future generations. This is most important to **16%** of the population. It is followed by the need to save the wildlife, at **10%**.

- Other reasons that were mentioned by less than **10%** included: Canada's heritage (**8%**), saving the land from development (**7%**), enjoying the scenery (**7%**), and tourism (**6%**).

Columbia River Valley residents feel even stronger about saving the areas for future generations (**24 %**); saving the wildlife (**17 %**) and saving from development (**10 %**).

- Other reasons mentioned by less than **10%** of Columbia River Valley residents included: natural beauty (**8 %**), tourism (**7 %**), Canada's heritage (**6 %**), and enjoyment of the scenic routes (**6 %**).



7.2 WHAT IS THE MOST IMPORTANT BENEFIT THAT A NATIONAL PARK EXPERIENCE PROVIDES TO YOU PERSONALLY?

Three areas were **stated** as being the most important benefits: enjoying the scenery, relaxing and enjoying the quiet contemplation, and experiencing nature.

- In the Columbia River **Valley**, **saving the wildlife** becomes more important. They rank the most important benefits as: enjoying the scenery (24 %), **saving** the wildlife (16 %), relaxing and enjoying the quiet contemplation (14 %), and natural beauty (13 %).

7.3 OTHER SUGGESTIONS/CONCERNS FOR THE CPS TO CONSIDER

Columbia River Valley were more likely to have a **final** suggestion for the CPS. While 60 % of the population had a suggestion or comment to add, 73% of Columbia River Valley did. Sixteen percent of Canadians want the CPS to know that they are concerned with the development and commercialization of the parks. This was the concern most often stated, however 8% also added that they want the CPS to **preserve** and save the park wilderness areas. In the Columbia River Valley suggestions are fragmented across many topic areas. Combining several topics show:

38% commented on saving/protecting the environment (ie. save the parks for development/commercialization, logging);

18 % commented on cost/maintenance issues (ie. fees should stay reasonable);

6% commented on tourism or recreation (general **tourism/creative uses**);

5% would like new park areas created.



SECTION EIGHT: ATTITUDINAL SEGMENTATION

8.1 OVERVIEW OF CPS ATTITUDINAL SEGMENTS

The attitudinal segments generated from this data set incorporated 104 variables including information on park usage, trip behaviour, national park management, CPS priorities, park revenue generation, park development, and park facilities. The analysis breaks the population into five distinct segments. Each segment contains respondents similar to each other in their attitudes. There are statistically significant differences between the segments on their attitudes and behaviours.

Concerned Enthusiasts: (33% of the Canadian population, 47% of Columbia River Valley Residents)

Concerned Enthusiasts are very committed to preserving the integrity of Canada's **natural** environment and enhancing it by creating new parks. They are enthusiastic about the **Canadian** Parks Service, but they are disappointed in the perceived inability of the CPS to create new parks or to emphasize natural resources protection strongly enough. They are adamantly opposed to golf courses and most types of development in national parks, since they believe that the Park System is close to capacity. They are the most educated of **all** the segments, and they believe that CPS does not provide enough environmental education. They would support recovering more money from local businesses within national parks and a \$1 dollar toll for passing through, and they would even support closing down campsites and reducing services rather than compromising the integrity of the natural resources if **the** resources are **insufficient** to manage the natural resources effectively. The CPS should consider this segment as an ally because they strongly support the "protection" component of the CPS mandate, and they represent nearly half of Columbia River Valley residents.

Education Advocates: (29% of the Canadian population, 18% of Columbia River Valley Residents)

Education Advocates are very supportive of the Canadian Parks Service, but whereas the *Concerned Enthusiasts* want more dramatic action on protecting and enhancing Canada's natural resources, *Education Advocates* are more interested in activities which educate the Canadian public and promote the CPS mandate or persuade the public to support the CPS. Perhaps because this segment is more likely to have children than other segments, and more likely to travel with children, they enjoy parks services such as movies and presentations and they want to pass along the environmental education which they view as a strong component of the CPS to their children. Their main complaint with the CPS is that not enough environmental education is provided. This segment is another CPS ally, which supports of the education component of the CPS mandate.

Although they view protection of the natural resources as more important than development or economic progress, they are more likely than *Concerned Enthusiasts* to feel that there is still some room for development in national parks. They are also very supportive of revenue generation alternatives such as establishing a trust fund, setting up donation boxes, or charging tolls for people passing through the parks. In the Columbia River Valley, 18 % of residents are *Education Advocates*.

Uninformed: (24% of the Canadian population, 5% of Columbia River Valley residents)

The *Uninformed* segment are much more likely than any other segment to feel they do not have enough information to make environmental decisions. This feeling of lacking information extends to their attitudes toward CPS, and stems partially from the fact that they are the least educated of any of the segments. It is not surprising therefore that their views are less clearly defined, although they do not support establishing a trust fund or relying upon donations. They do, however, support other user fee revenue generation methods such as hiker fees and selling publications at cost. They tend to be more traditional travellers, going to places they have been before and using their motor association for information needs. Perhaps because they feel less informed than other Canadians, they believe that the CPS should promote environmental education more than they currently do. The CPS should not ignore this segment, based on their size and the opportunity to educate them. This is the smallest segment in the Columbia River Valley.

Pragmatic Preservationists: (9% of the Canadian population, 21% of Columbia River Valley Residents)

Pragmatic Preservationists seek to balance their desire for high levels of service and accessible recreation opportunities with their desire for preservation and protection of natural resources. Because they see a need to balance these interests, they favour user pay schemes and privatization of services in order to provide sufficient revenue for CPS to deliver high service and environmental protection at the same time. They side with the *Concerned Enthusiasts* on the issue of no golf courses, however they do see some room for development and they have a great deal of confidence in what scientists, government departments and CPS staff say. Nevertheless, they are less likely than any of the segments to believe that science and technology will be able to solve most of the environmental damage in the future. Perhaps because they have little faith in the ability of science and technology to reverse some of the damage caused to the environment, they side with preservation rather than its promotion for recreational activities. This segment is the second largest segment in the Columbia River Valley.

Recreation Boosters: (4% of the Canadian population, 8% of Columbia River Valley Residents)

Despite the fact that *Recreation Boosters are the* smallest of the five segments, this is an important group which has a disproportionately high impact upon the national parks and the Four Mountain Parks than many other segments. These people **are** primarily concerned with recreation, and they strongly believe in the economic development of recreation resources, including national parks, (particularly if they involve golf, skiing or shopping). They **firmly** believe that there is still room for development within national parks, and they attach less importance to environmental issues than any other segment. Furthermore, they are often against any infringement on business activities (ie. recovering a greater percentage of business profits, limiting development in townsites, or having business meet certain environmental regulations). They do believe that science will be able to solve any environmental problems which have been caused, which may explain why they do not personally participate in environmentally friendly practices as often as the other segments. In many respects, they do **not** believe that there is an environmental problem, and they are a small minority in this regard. Because they are concentrated in British Columbia and Alberta, and given their predisposition to taking advantage of recreational opportunities, these people account for a much higher number of trips to national parks than most other segments. Although they are small in numbers, they are likely to return frequently to national parks, and they are likely to place greater demands on the CPS (in terms of services, facilities, etc.) than any other segment. The CPS should use care to keep the views of this segment in perspective due to their small size.

8.2 SEGMENT'S NATIONAL PARK USAGE BY ORIGIN

The distribution of the segments across the provinces varies considerably. In the Columbia River Valley, **Concerned Enthusiasts** account for the largest share of the population (47%). In contrast to other regions, the Pragmatic Preservationists are the second largest segment in the Columbia River Valley. Education Advocates are only slightly smaller, accounting for 18 % of the areas' residents.

SEGMENT DISTRIBUTION BY PROVINCE

SEGMENTS	TOTAL	REGION	
		BC/AB (958)	Columbia River Valley (442)
	(1365)		
Concerned Enthusiasts	33	33	47
Education Advocates	29	26	18
Uninformed	24	23	5
Pragmatic Preservationists	9	11	21
Recreation Boosters	4	8	8



APPENDIX

- 1. Telephone Screener**
 - 2. Cover Letter**
 - 3. English Mailback Questionnaire**
 - 4. French Mailback Questionnaire**
 - 5. Weighting**
 - 6. Segmentation**
-

TELEPHONE SCREENER



*Suite 1100, 605 Fifth Avenue SW, Calgary, Alberta RP 3H5
Phone (403) 237-0066 Fax (403) 294-1535*

Dear Survey Participant,

Thank you for agreeing to complete this questionnaire about National Parks in Canada which is being conducted by the Angus Reid Group on behalf of the Canadian Parks Service (formerly known as Parks Canada). The results obtained from this study will be used by the Canadian Park Service to make important decisions about the future of our National Parks.

We think that you will **find** the survey easy to understand and interesting. It should only take about 30 minutes to complete. Please make sure you complete all questions by checking the appropriate boxes or writing in the space provided as neatly as possible.

There are no right or wrong answers. Just answer as honestly and as thoroughly as possible. The Angus Reid Group has taken several steps to ensure that your answers are kept confidential.

1. All responses are grouped together before being analyzed so no information is reviewed for any one individual;
2. Angus Reid Group under **no** circumstances allows the information to be used for any kind of marketing or mail promotion.


In Canada, surveys administered by the Federal Government are strictly controlled by the Access to Information and Privacy Acts. All of your answers **will** be treated in accordance with these Acts. Completion of this questionnaire is voluntary but your involvement would be most appreciated.

A summary of the results will be available later this year and can be obtained by writing to the Access to Information Coordinator, Environment Canada, Ottawa, **Ontario K1A 0H3** (quote registration number **ENV/CTS-015-05672**) or by telephoning the Canadian Parks Service office at (403) **292-4401**.

Please fill this questionnaire out now and return it in the enclosed envelope. Returning it promptly is very important. No stamp is required as postage is prepaid.

If you return this questionnaire within one week of receiving it, you will receive a beautiful Canadian Parks Service print suitable for framing!

Thank you for participating in this survey!


Bruce Cameron
Executive Vice-President



Suite 1100, 605 Fifth Avenue SW. Calgary, Alberta T2P 3H5
Phone (403) 237-0066 Fax (403) 294-1535

Le 20 avril 1993

Monsieur/Madame,

Nous vous remercions d'avoir accepté de participer au present sondage **sur les parcs** nationaux du Canada, lequel est mené par le Groupe Angus Reid pour le compte du Service canadien des parcs (anciennement Parcs Canada). **Les résultats de l'étude permettront** au Service canadien des parcs de prendre d'importantes décisions quant à l'avenir de nos parcs nationaux.

Nous croyons que vous **trouverez le** sondage **intéressant** et facile à comprendre. Vous **n'aurez** besoin que de 30 minutes environ pour remplir le questionnaire. Veuillez vous assurer que vous **avez répondu** à toutes les questions en cochant la cases **appropriées** ou en **écrivant** la riponse dans l'**espace** founi à cet effet aussi **lisiblement** que possible.

Il n'y a pas de bonne ou de **mauvaise** riponse. **Vous répondez aussi honnêtement** et aussi minutieusement que possible. Le Groupe Angus Reid a **pris** toutes les **mesures nécessaires afin** de garantir que vos **réponses** seront **gardées** dans la plus **stricte** confiance.

1. **Toutes les réponses** seront **regroupées** avant **d'être analysées**; aucune information individuelle ne sera étudiée;
2. Le Groupe Angus Reid ne donne **jamais** accbs à l'information à des **fins** de mise en **marché** ou de promotion.

Au Canada, les sondages **effectués** par le gouvernement federal sont **strictement contrôlés** par les lois sur l'**Accès à l'information** et à la vie **privée**. Toutes vos **réponses** seront **donc traitées conformément à ces lois**. Votre participation **est volontaire mais votre** collaboration **serait** des plus **appréciées**.

Un sommaire des **résultats sera** offert plus tard cette **année**. Vous **pourrez l'obtenir** en **écrivant** au **Coordinateur de l'Accès à l'information**, Environnement Canada, Ottawa (Ontario) K1A 0H3 (**numéro d'enregistrement ENV/CPS-015-05672**) ou en **téléphonant** au bureau du Service **canadien des parcs** au (403) 292-440 1.

Veuillez **remplir le** present questionnaire dts que vous **le recevez** et **nous le retourner dans l'enveloppe** ci-jointe. **Il est** important que **nous le recevions** dans les plus **brefs délais**. Il n'at pas **nécessaire d'affranchir** l'enveloppe.

Si vous nous retourner le questionnaire dans la semaine où vous l'avez reçu, nous vous ferons parvenir une magnifique affiche du Service canadien des parcs que vous **pourrez ensuite faire encadrer!**

Nous vous remercions de votre participation à ce sondage!

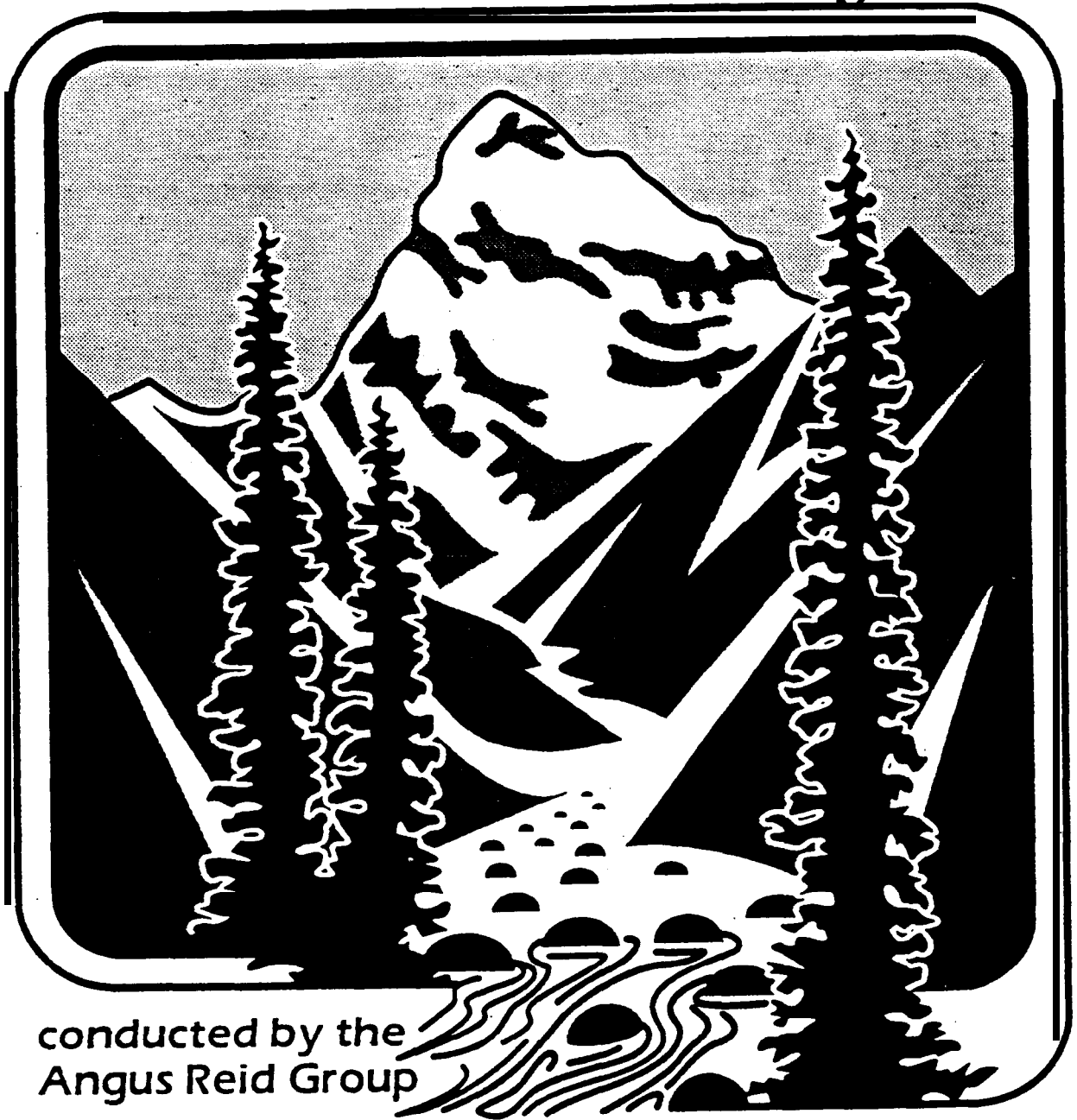
Le Vice-président adjoint

Bruce Cameron

Groupe Angus Reid
Calgary (Alberta)

**ENGLISH MAILBACK
QUESTIONNAIRE**

1994 Canadian National Parks Survey



conducted by the
Angus Reid Group

CANADA'S NATIONAL PARKS

Map

WESTERN REGION

- British Columbia**
 1. Gwaii Haanas (South Moresby)
 2. Pacific Rim
 3. Mount Revelstoke
 4. Glacier
 5. Yoho

Alberta

7. Jasper
 8. Banff
 9. Waterton lakes
 10. Elk Island
 11. Wood Buffalo (NWT&AB)

PRAIRIE & NORTHERN REGION

- Northwest Territories**
 11. Wood Buffalo (NWT&AB)
 12. Wahanni
13. Auyuittuq
14. Ellesmere Island
 35. Aulavik

Yukon Territory

- 15. Ivvavik (Northern Yukon)**
 16. Kluane

Saskatchewan

17. Grasslands
 18. Prince Albert

Manitoba

19. Riding Mountain

ONTARIO

20. Pukaskwa
 21. Georgian Bay Islands
 22. Bruce Peninsula
 23. Point Pelee
 24.51. Lawrence Islands

QUEBEC REGION

25. La Mauricie
 26. Forillon
 27. Mingan Archipelago

ATLANTIC REGION

- New Brunswick**
 28. Kouchibouguac
 29. Fundy

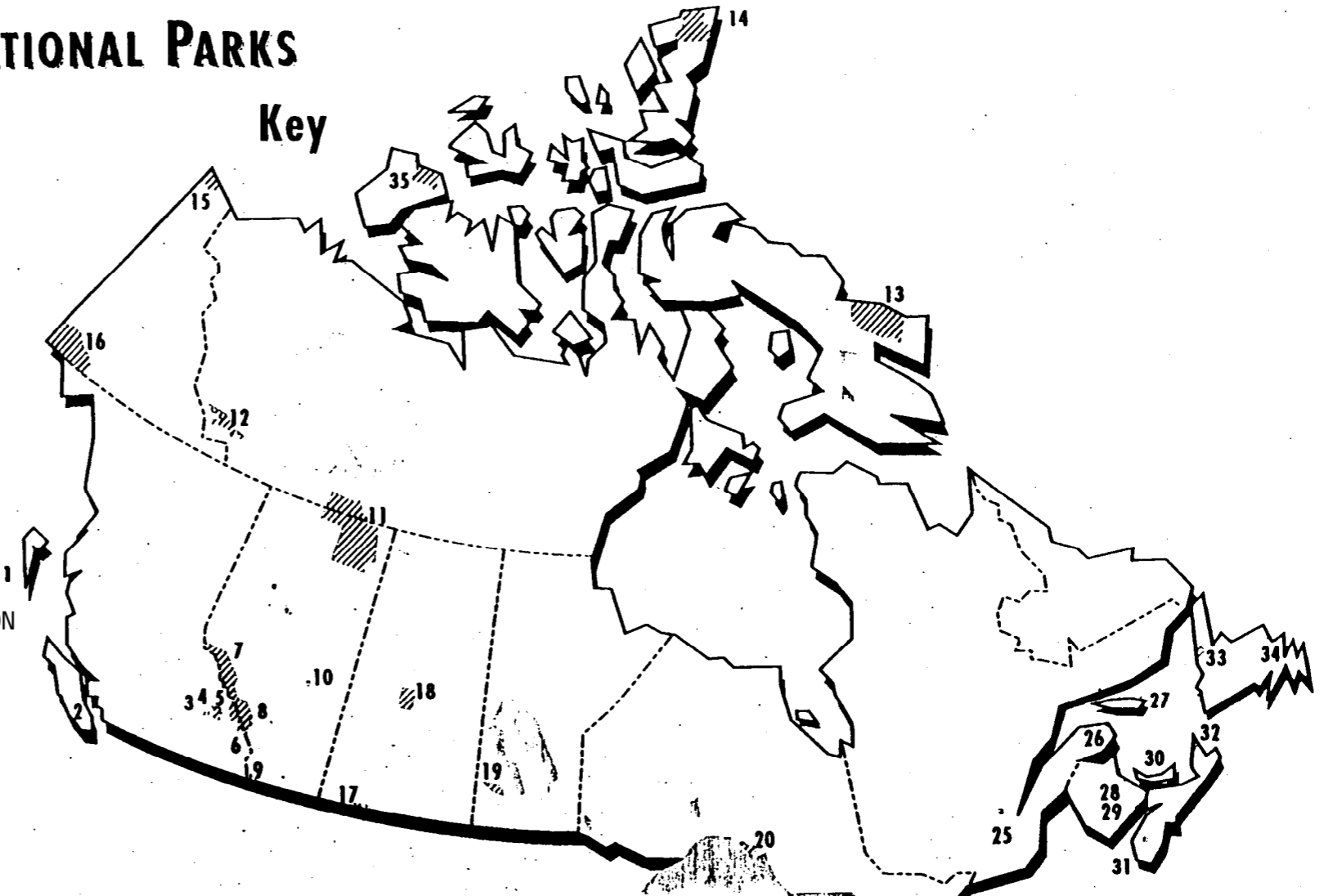
- Price Edward Island
 30. Prince Edward Island

Nova Scotia

31. Kejimikujik
 32. Cape Breton Highlands

Newfoundland

33. Gros Morne
 34. Terra Nova



If you have **never** visited a Canadian National Park, **please skip this** section and go to section B on page 3.

If you live in a National Park **townsite** such as **Banff**, Jasper, Field or Waterton, please answer the following questions **referring** to the last time you used the park for recreational **purposes**.

SECTION A: Park Experiences

When you answer these questions, please consider the National Park you most recently visited. If you are not sure if the park was a National Park, please refer to the map on the opposite page which shows only National Parks.

1. The National Park you visited most recently is _____.
(park name)

*If you recently visited several National Parks in one trip, please write the name of **the** park in which you spent the most time.*

2. The most recent date you visited this National Park is: _____ / _____
(month) (year)

3. With whom did you travel on this trip? (check all that apply)

- Alone
- With a spouse or partner
- With child[ren]
- With friends or other family.
- Organized group/club/etc
- Business associate/colleague

4. On this trip, how much time did you spend visiting the National Park?

- A few hours
- One day
- Two days
- Three to five days
- More than five days

Please go to section C

SECTION B: For Non-Visitors Only

5. Please tell us why you have never visited a National Park in Canada (even though you may support National Parks)? (check all that apply)

- There are no National Parks close to where I live
- I do not know what I can do at National Parks
- I cannot afford to travel to a National Park
- I have no interest in National Parks
- Other _____

5. How likely are you to visit a National Park in the next year (April 1993 to April 1994)?

- Very likely
- Somewhat likely
- Not very likely
- Not likely-at all

Please continue with **question 7a and complete the entire** questionnaire.

SECTION C: Communication (everyone)

Sa. If you were planning to visit a National Park which you have never visited, what would be your primary source of information to plan this visit? would be your second source? (check only one in each column)

	PRIMARY SOURCE	SECONDARY SOURCE
A travel agent	<input type="checkbox"/>	<input type="checkbox"/>
Calling or writing directly to that park	<input type="checkbox"/>	<input type="checkbox"/>
Visiting or calling a Canadian Parks Service regional office	<input type="checkbox"/>	<input type="checkbox"/>
A tour company	<input type="checkbox"/>	<input type="checkbox"/>
Friends or family	<input type="checkbox"/>	<input type="checkbox"/>
Motor association	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor or wilderness group.....	<input type="checkbox"/>	<input type="checkbox"/>
A Provincial Tourism Office	<input type="checkbox"/>	<input type="checkbox"/>
The information given to you when you arrived at that National Park	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>

7b. When you answered the previous question, did you have any particular National Park in mind?

Yes (If yes, which park or general location)

No

8. In the past year, have you seen any advertisements, posters or publications that have provided you with information about National Parks?

Yes (If yes, please describe nature of this information)

No

9. Is there anything about your experiences in National Parks that has changed your behaviour, values or attitudes towards the environment?

Yes (please describe)

No

Have not visited a park

10a. Many different groups and organizations are speaking out on environmental issues. Read the list of groups below and indicate by checking the appropriate box how much you believe of what each says about the environment?

	NONE	A LITTLE	SOME	MOST	DON'T K N O W
Scientists/professors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Federal Department of the Environment . .	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Canadian Parks Service	a	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff in National Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provincial departments responsible for the environment and/or parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10b. How much do you believe when each of the following communication media are reporting on environmental issues?

	NONE	A LITTLE	SOME	MOST	DON'T KNOW
Television	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



SECTION D: National Park Management

11. The following items each describe different issues the Canadian Parks Service must address. Please check how strongly you agree or disagree with each statement.

	STRONGLY DISAGREE	SOMEWHAT DISAGREE	NEITHER AGREE OR DISAGREE	SOMEWHAT AGREE	STRONGLY AGREE
MANDATE					
The Canadian Parks Service is one of the leading organizations for environmental protection in Canada.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Canadian Parks Service should encourage the public to become more environmentally responsible.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Development in National Parks has been carefully controlled.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BENEFITS					
National Parks are an important part of Canada's heritage and identity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I learn a lot when I visit a National Park.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National Park employees are well informed and helpful to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
REVENUE					
Money paid as entry fees into the park should be used for National Park operations and maintenance instead of going toward general federal government revenues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	STRONGLY DISAGREE	SOMEWHAT DISAGREE	NEITHER AGREE OR DISAGREE	SOMEWHAT AGREE	STRONGLY AGREE
FAUNA/FLORA					
The Canadian Parks Service should be more involved in protecting areas near its parks when activities in those areas threaten the park's natural resources.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In some cases, the federal government should protect nationally significant natural areas without creating National Parks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Canadian Parks Service should limit further development in the National Parks that threaten the natural resources.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When necessary to protect plant and animal species in a National Parks, visitor access into some areas should be limited.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FACILITIES					
Recreational facilities such as ski resorts and golf courses are appropriate in National Parks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There should be more restaurants, roads and accommodation facilities for National Park visitors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Townsites located within National Parks (e.g. Banff, Jasper) should not be permitted to expand or develop beyond, their current levels.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Private companies that run businesses within National Park boundaries should be required to meet specific environmental regulations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreational facilities such as trails, viewpoints, picnic areas, day use areas and campgrounds are appropriate in National Parks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. After reviewing the following statements, indicate what you believe should be the Canadian Parks Service's most important priorities. Please rank the following statements from 1 (most important) to 6 (least important). In other words, write a "1" next to the statement you think is most important, a "2" next to the second most important statement and so on. If you feel that an option should not be considered at all, mark the space with an X.

- Working with various organizations and levels of government on environmental issues
- Creating new National Parks to protect ecologically significant areas
- Providing recreation opportunities for visitors
- Preserving and protecting the natural environment within existing National Park boundaries
- Working with various organizations and levels of government on tourism issues
- Providing learning opportunities for visitors about environmental issues

13. Overall, how would you rate the Canadian Parks Service's performance? Please remember that your opinions are based on your own experiences and upon what you have seen or heard about any of the following:

	VERY POOR	POOR	FAIR	GOOD	EXCELLENT	DON'T KNOW
Working with various organizations and levels of government on environmental issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creating new National Parks to protect ecologically significant areas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing recreation opportunities for visitors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preserving and protecting the natural environment within existing National Park boundaries.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working with various organizations and levels of government on tourism issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing learning opportunities for visitors about environmental issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. The Canadian Parks Service has a number of objectives that will help to achieve its mandate. Of those listed below, please rate the priority you feel should be given to each objective as a low, medium, or high priority for the Canadian Parks Service. You can also indicate if you feel the objective should not be a priority for the Canadian Parks Service.

	NOT A PRIORITY	LOW PRIORITY	MEDIUM PRIORITY	HIGH PRIORITY	DON'T KNOW
Provide visible leadership in the community on environmental values.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promote the benefits of environmental protection and inform the public how it can help.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strengthen the Canadian Parks Service scientific research program to ensure protection of National Parks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Identify and respond to future threats to parks resources both within and outside of National Park boundaries.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Manage the impact of visitors on National Parks to ensure protection of the parks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintain high standards of service; facility maintenance and visitor experiences provided by the Canadian Parks Service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhance public understanding and support of the Canadian Parks Service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage individuals and organizations to support and participate in Canadian Parks Service activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. As you know, it takes money to operate the National Park system. Much of that financing currently comes from general taxes funded through your federal income tax. However, there are other ways to help pay for National Parks. For each suggestion listed on the next page, please check how likely you would be to support the idea.

How likely would you be to support...

WOULD NOT SUPPORT NOT LIKELY TO SUPPORT MAY OR MAY NOT SUPPORT SOMEWHAT LIKELY TO SUPPORT EXTREMELY LIKELY TO SUPPORT

The Canadian Parks Service should recover a larger percentage of profits from privately owned gift stores, restaurants and hotels located within National Parks.

Highway traffic which is "passing through" National Parks, but not stopping to use any of the park's services or facilities should be charged a \$1.00 toll each time to help the Canadian Parks Service maintain the highways.

Campgrounds and possibly other park facilities should be managed by other groups or companies under various agreements with the Canadian Parks Service to reduce costs.

Hikers who use trails requiring high maintenance such as very popular ones used for day hikes, should pay a small fee to use the trail.

Donation boxes should be set up to accept donations of money to be used within National Parks.

Seniors should be required to pay the regular National Park adult entry fee (seniors currently do not pay fees at park entry gates).

The Canadian Parks Service should close facilities or reduce services as a cost cutting measure if this does not pose a threat to public safety in National Parks.

The Canadian Parks Service should establish a foundation or a trust fund to receive gifts or donations.

The Canadian Parks Service should sell its publications at cost (e.g. information brochures, park maps) instead of giving them away for free.

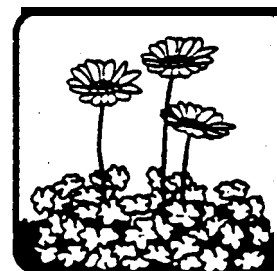
16a. Campgrounds are one of the many facilities and services that the Canadian Parks Service offers to visitors in National Parks. The cost of operating these campgrounds often exceeds the fees charged. Also, many campgrounds currently require extensive improvements. In order to become more cost-effective, a number of options or combination of options could be undertaken. For the list of options below, please check “yes” if you feel that the option should be considered and “no” if you feel that the option should not be considered.

	YES	NO
Charge campers higher camping fees	<input type="checkbox"/>	<input type="checkbox"/>
Charge campers for specific services in the campground such as the use of firewood or the use of showers	<input type="checkbox"/>	<input type="checkbox"/>
Close sections of campgrounds that are not sufficiently used	<input type="checkbox"/>	<input type="checkbox"/>
Close campgrounds within National Parks and rely on private campground operations outside of the parks	<input type="checkbox"/>	<input type="checkbox"/>
Reduce the level of service at campgrounds (e.g. gravel roads instead of paved roads, fewer washrooms per campground).....	<input type="checkbox"/>	<input type="checkbox"/>
Contract out the operation and maintenance of campgrounds to private operators	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>

16b. Do you feel the Canadian Parks Service should manage facilities such as campgrounds, swimming pools and boat docks to recover all costs of building and operating the facilities (using some of the options in question 16a) or should these facilities continue to be supported by tax dollars?

- Recover all costs
- Support with tax dollars
- Don't know

Please provide any comments you may have on this issue.



SECTION E: Development in the National Parks

Some people feel that tourism development within Canada's National Parks has reached full capacity and that the natural environment will be negatively affected if development continues. Others feel that National Parks have a lot of room for further tourism development.

17a. How would you rate the National Park you visited most recently with regards to development? (mark only one)

- Still room to develop
- Near full capacity
- At full capacity

17b. How would you rate National Parks in general with regards to development? (mark only one)

- Still room to develop
- Near full capacity
- At full capacity

18. There are a number of activities you can do within National Parks. For the list below, how important is each when visiting a National Park.

	NOT AT ALL IMPORTANT	NOT VERY IMPORTANT	SOMEWHAT IMPORTANT	VERY IMPORTANT
Obtaining information at visitor centres.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golfing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downhill skiing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cross country skiing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stopping at a roadside pull-off to view scenery or wildlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soaking in a hot springs pool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning about the environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hiking on a trail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Camping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staying at a cabin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staying at a hotel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping at gift stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	NOT AT ALL IMPORTANT	NOT VERY IMPORTANT	SOMEWHAT IMPORTANT	VERY IMPORTANT
Watching a park movie or slide show	<input type="checkbox"/>	<input type="checkbox"/>	a	a
Experiencing easily accessible nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Experiencing remote wilderness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sightseeing by car	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attending programs for children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attending a presentation by National Park staff such as a guided hike or campfire talk ..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visiting cultural/historic sites . . .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. Privately and publicly owned facilities are located within National Parks. For each facility listed below, please indicate if you feel that there are not enough, the right amount, too many, or that they should not be part of a National Park at all.

	NOT ENOUGH OF THEM	RIGHT AMOUNT	TOO MANY OF THEM	SHOULD NOT BE IN A NATIONAL PARK
Visitor reception/information centres	<input type="checkbox"/>	a	<input type="checkbox"/>	a
Golf courses	<input type="checkbox"/>	a	<input type="checkbox"/>	a
Downhill ski areas	<input type="checkbox"/>	a	<input type="checkbox"/>	a
Cross country skiing trails	<input type="checkbox"/>	a	a	a
Road side pull-offs	<input type="checkbox"/>	a	a	a
Hot springs pools	<input type="checkbox"/>	a	a	a
Hiking trails	<input type="checkbox"/>	a	a	a
Campgrounds	<input type="checkbox"/>	a	a	a
Cabins	<input type="checkbox"/>	a	a	a
Hotels	<input type="checkbox"/>	a	a	a
Gift stores	<input type="checkbox"/>	a	a	a
Restaurants	<input type="checkbox"/>	a	a	a
Airstrips for small aircraft	<input type="checkbox"/>	a	a	a
Highways and roads	<input type="checkbox"/>	a	a	<input type="checkbox"/>
Parking lots	<input type="checkbox"/>	a	a	a
Environmental education/learning centres . .	<input type="checkbox"/>	a	a	a
Other (specify) _____	<input type="checkbox"/>	a	a	a

20. There are a number of townsites located within National Parks such as Banff or Jasper. For those townsites which you have visited, do you feel the level of development of this townsite is:

	TOO HIGH	JUST RIGHT	TOO LOW	DO NOT KNOW
Banff	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jasper	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Field	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Waterton	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SECTION F: ABOUT YOURSELF

Finally, a few questions about yourself.

21. How strongly do you agree or disagree with the following general statements on the environment?

	STRONGLY DISAGREE	SOMEWHAT DISAGREE	NEITHER AGREE OR DISAGREE	SOMEWHAT AGREE	STRONGLY AGREE
Protecting the natural environment is more important than creating economic growth and employment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We are in serious danger of destroying the world environment in the very near future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Science and technology will be able to solve most environmental damage in the future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel personally helpless to have much of an impact on a problem as large as the environment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel I have enough knowledge to make well-informed decisions on environmental issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

22. How strongly do you agree or disagree with the following general statements describing how people feel about vacation pleasure travel?

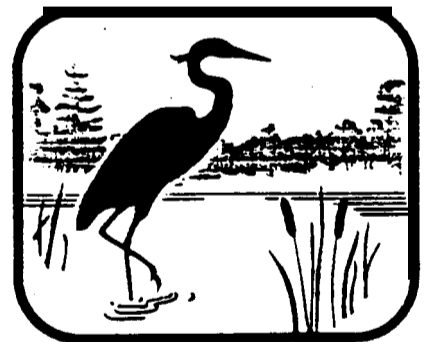
	STRONGLY DISAGREE	SOMEWHAT DISAGREE	NEITHER AGREE OR DISAGREE	SOMEWHAT AGREE	STRONGLY AGREE
I usually choose vacation places where I have been before.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In any one year, I would rather take a number of short vacation trips instead of one long vacation trip.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I enjoy making my own arrangements for vacations trips.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are places that I will not go to now because they have been "taken over" by tourists.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expenditures made by tourists and visitors are important to the economic well-being of my community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23. In the past year, how often have you . . .

	NEVER	SELDOM	SOMETIMES	OFTEN
Participated in a recycling program?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bought products labeled "environmentally friendly" or "environmentally safe", even if they cost more?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Avoided certain types of packaging or products with a lot of packaging?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supported an environmental group or organization?...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

24. What category does your age fall into?

- 18 to 24 years
- 25 to 34 years
- 35 to 44 years
- 45 to 54 years
- 55 to 64 years
- 65 years or older



25. Gender:

- Female
- Male

SECTION G: The Last Word

26. In considering all of the benefits that National Parks provide, please describe the gne most important benefit that a National Park experience provides you personally. This could be anything from a specific activity to a general feeling.

27. Now, think about what National Parks provide Canada as a nation, now and for the future. Please list the gne most important reason for Canada to have National Parks.

28. Is there anything else you would like to tell us about National Parks? Do you have any suggestions or concerns?



Thank you for taking the time and effort to complete this questionnaire. Your participation is greatly appreciated!



PRINTED ON RECYCLED PAPER
VERSION 2

**FRENCH MAILBACK
QUESTIONNAIRE**

Questionnaire sur les parcs nationaux du Canada



étude menée par le
Groupe Angus Reid

PARCS NATIONAUX DU CANADA

Repères

RÉGION DE L'OUEST

Colombie-Britannique

- 1. Gwaii Haanas (Moresby-sud)
- 2. Pacific Rim
- 3. Mont-Revelstoke
- 4. Glaciers
- 5. Yoho
- 6. Koolenoy

Alberta

- 7. Jasper
- 8. Banff
- 9. Lacs-Waterton
- 10. Elk Island
- 11. Wood Buffalo (I.X-0. et Alb.)

RÉGION DES PRAIRIES ET DU NORD

Territoires du Nord-Ouest

- 11. Wood Buffalo (I.-N.-O. et Alb.)
- 12. Nahanni
- 13. Auyuittuk
- 14. Île-d'Ellesmere
- 15. Aulavik

Territoire du Yukon

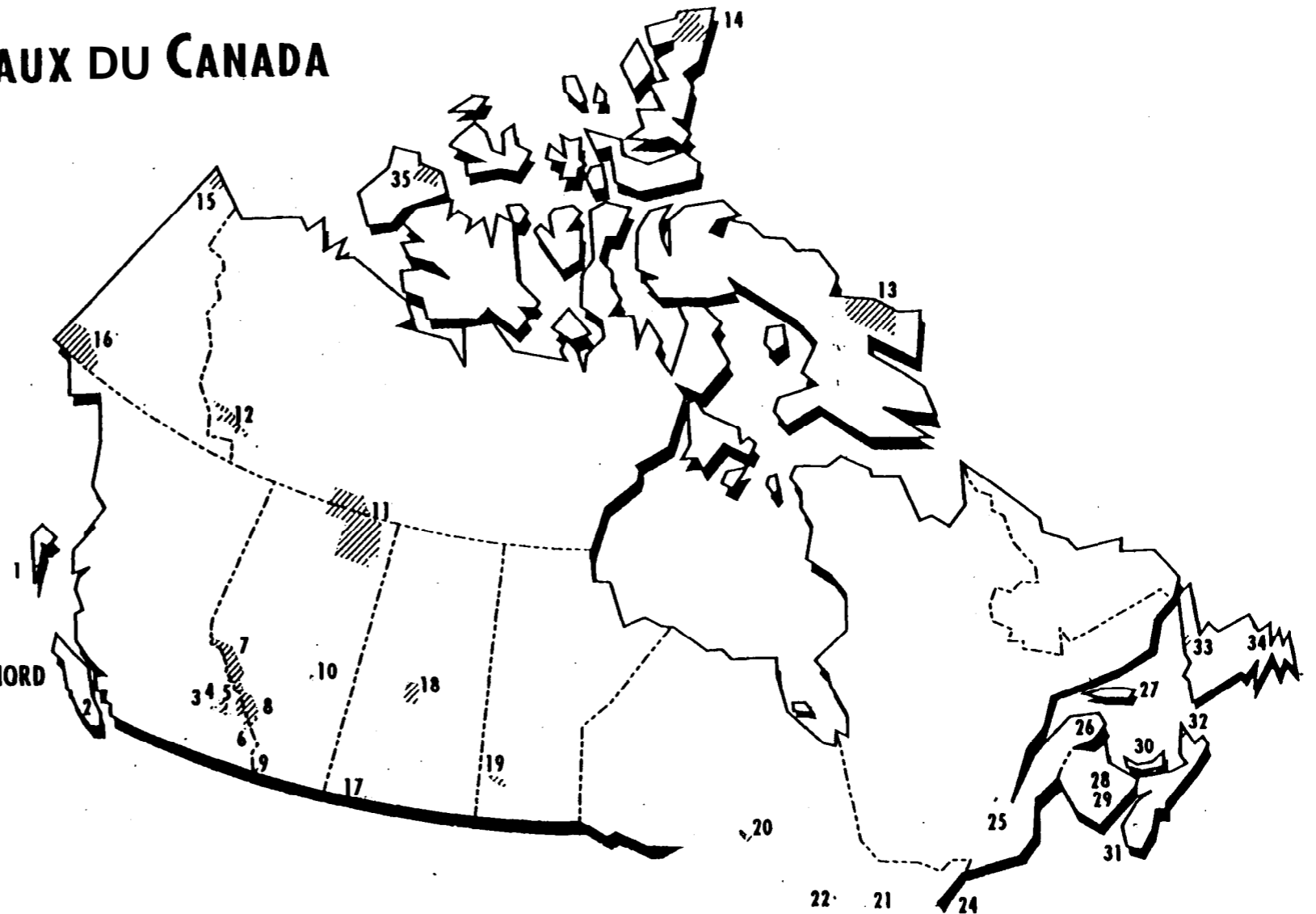
- 15. Ivvavik (nord du Yukon)
- 16. Klouane

Saskatchewan

- 17. des Prairies
- 18. Prince-Albert

Manitoba

- 19. Mont-Riding



ONTARIO

- 20. Pukaskwa
- 21. Îles-de-la-Baie-Georgienne
- 22. Péninsule-Bruce
- 23. Point Pelée
- 24. Îles-du-Saint-Laurent

RÉGION DU QUÉBEC

- 25. La Mauricie
- 26. Forillon
- 27. Archipel-de-Mingan

RÉGION DE L'ATLANTIQUE

- Nouveau-Brunswick
- 28. Kouthibouguac
- 29. Fundy

Île-du-Prince-Édouard

- 30. Île-du-Prince-Édouard

Nouvelle-Écosse

- 31. Kejimikujik
- 32. Hautes-Terres-du-Cap-Breton

Terre-Neuve

- 33. Gros-Morne
- 34. Terra Nova

Si vous n'avez jamais visité un parc national canadien, veuillez sauter cette section, et passer à la section B à la page 3.

Si vous vivez dans une localité située dans un parc national tel que Banff, Jasper, Field ou Waterton, veuillez répondre aux questions suivantes en vous reportant à la dernière fois où vous avez utilisé le parc à des fins récréatives.

SECTION A: Expériences du parc

Lorsque vous répondez à ces questions, veuillez considérer le parc national que vous avez visité le plus récemment. Si vous n'êtes pas certain qu'il s'agissait d'un parc national, veuillez consulter la carte sur la page ci-contre. Seul les parcs nationaux y sont indiqués.

1. Le parc national que vous avez visité le plus récemment est _____
(nom du parc)

Si vous avez récemment visité plusieurs parcs nationaux lors d'un voyage, veuillez écrire le nom du parc où vous avez passé le plus de temps.

2. La date la plus récente où vous avez visité ce parc est : _____ / _____
(mois) (année)
3. Qui vous accompagnait lors de ce voyage? (Cochez toutes les réponses qui s'appliquent)
- Seul
 - Avec un(e) conjoint(e) ou partenaire
 - Avec un/des enfant(s)
 - Avec un(e)/des ami(e)(s) ou d'autres membres de la famille
 - Groupe organisé/club/etc.
 - Partenaire en affaires/collègue
4. Lors de ce voyage, combien de temps avez-vous passé à visiter le parc national?
- Quelques heures
 - Une journée
 - Deux jours
 - Trois à cinq jours
 - Plus de cinq jours

Veuillez passer à la section C

SECTION B: Pour les non-visiteurs seulement

5. Veuillez nous dire pourquoi vous n'avez jamais visité un parc national au Canada (même si vous êtes en faveur des parcs)? (Cochez toutes les réponses qui s'appliquent)
- 11 n'y a pas de parc national près de l'endroit où j'habite
 - Je ne sais pas ce qu'il y a à faire dans les parcs nationaux
 - Je ne peux pas me permettre d'aller dans un parc national
 - Je ne suis pas intéressé aux parcs nationaux
 - Autre _____
6. Dans quelle mesure est-il probable que vous visitiez un parc national au cours de l'année qui vient (avril 1993 à avril 1994)?
- Très probable
 - Peut-être
 - Peu probable
 - Très peu probable

Veillez passer à la question 7A et répondre à toutes les questions.

SECTION C: Communications (tous)

7a. Si vous envisagiez de visiter un parc national où vous n'êtes jamais allé, quelle serait votre première source d'information pour planifier votre visite? Quelle serait votre seconde source? (Ne cochez qu'une seule réponse pour chaque colonne)

	PREMIÈRE SOURCE	SECONDE SOURCE
Un agent de voyage	<input type="checkbox"/>	<input type="checkbox"/>
Appeler ou Ccrire directement au parc	<input type="checkbox"/>	<input type="checkbox"/>
Visiter ou appeler un bureau regional du Service canadien des parcs	<input type="checkbox"/>	<input type="checkbox"/>
Un voyageiste	<input type="checkbox"/>	<input type="checkbox"/>
Ami(e)(s) ou famille	<input type="checkbox"/>	<input type="checkbox"/>
Association de club automobile	<input type="checkbox"/>	<input type="checkbox"/>
Groupe de plein air	<input type="checkbox"/>	<input type="checkbox"/>
Un bureau de tourisme provincial	a	a
L'information qui m'est donnée lorsque j'arrive au parc national	<input type="checkbox"/>	<input type="checkbox"/>
Au tre _____	a	<input type="checkbox"/>

7b. Lorsque vous avez répondu à la question précédente, aviez-vous en tête un parc national particulier?

Oui (Si oui, quel parc ou endroit général)

Non

8. Au cours de l'année dernière, avez-vous vu de la publicité, des affiches ou des publications vous donnant de l'information sur les parcs nationaux?

Oui (Si oui, veuillez décrire la nature de cette information)

Non

9. Y a-t-il quelque chose au sujet de vos expériences dans les parcs nationaux qui a changé votre comportement, vos valeurs ou votre attitude à l'égard de l'environnement?

Oui (veuillez décrire)

Non

N'a pas visité de parc

10a. De nombreux groupes et organismes se prononcent sur des questions liées à l'environnement. Lisez la liste de groupes ci-dessous et indiquez, en cochant la case appropriée, dans quelle mesure vous croyez ce qu'ils disent au sujet de l'environnement.

	RIEN	UN	PEU PARTIE	PW/PART	NE	SAIS PAS
Scientifiques/professeurs	<input type="checkbox"/>	<input type="checkbox"/>	a	a		a
Groupes écologiques	a		a	a	<input type="checkbox"/>	a
Le ministère fédéral de l'Environnement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Le Service canadien des parcs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Le personnel des parcs nationaux	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Les ministères provinciaux responsables de l'environnement et/ou des parcs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10b. Dans quelle mesure croyez-vous les reportages que font chacun des médias suivants sur les questions écologiques?

	RIEN	UN PEU	EN PARTIE	LA PLUPART	NE SAIT PAS
Television	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Radio	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Journaux	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazines	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



SECTION D: Gestion des **parcs** nationaux

11. Les points suivants décrivent les différentes questions que le Service canadien des parcs doit aborder. Veuillez indiquer dans quelle mesure vous êtes d'accord ou en désaccord avec chacun des énoncés.

	ENTIÈREMENT D'ACCORD	PLUTÔT EN DÉSACCORD	NI D'ACCORD NI EN DÉSACCORD	PLUTÔT D'ACCORD	ENTIÈREMENT D'ACCORD
MANDAT					
Le Service canadien des parcs est l'un des organismes de protection de l'environnement les plus importants au Canada.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Le Service canadien des parcs devrait encourager le public à devenir plus responsable envers l'environnement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Les aménagements dans les parcs nationaux ont été soigneusement surveillés.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
AVANTAGES					
Les parcs nationaux sont une partie importante du patrimoine et de l'identité du Canada.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
J'apprends beaucoup lorsque je visite un parc national.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Les employé(e)s des parcs nationaux sont bien informé(e)s et serviables.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
REVENU					
Les sommes recueillies grâce aux droits d'entrée dans les parcs devraient servir à l'exploitation et à l'entretien des parcs nationaux au lieu d'être affectées aux revenus généraux du gouvernement fédéral.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

	ENTIÈREMENT EN DÉSACCORD	PLUTÔT EN DÉSACCORD	NI D'ACCORD OU EN DÉSACCORD	PLUTÔT D'ACCORD	ENTIÈREMENT D'ACCORD
FAUNE/FLORE					
Le Service canadien des parcs devrait jouer un plus grand rôle dans la protection des régions voisines de ses parcs lorsque les activités menées dans ces régions menacent les ressources naturelles du psrc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dans certains cas, le gouvernement fédéral devrait protéger les régions naturelles & importance nationale sans crier de parcs nationaux.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Le Service canadien des parcs devrait restreindre les aménagements qui sont une menace pour les ressources naturelles dans les parcs nationaux.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lorsqu'il est nécessaire de protéger des espèces animales et végétales dans un parc national, l'accès des visiteurs à certaines zones devrait être limité.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INSTALLATIONS					
Les installations récréatives tels les stations de ski et les terrains de golf ont leur place dans les parcs nationaux.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Il devrait y avoir plus de restaurants, de routes et de lieux d'hébergement pour les visiteurs dans les parcs nationaux.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Les localités situées dans les parcs nationaux (ex. : Banff, Jasper) ne devraient pas avoir la permission de s'accroître en dehors des limites actuelles.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Les entreprises privées qui exploitent des commerces à l'intérieur des limites des parcs nationaux devraient être obligées de se soumettre à des règlements environnementaux.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Les installations récréatives tels les pistes, les belvederes, les aires de pique-nique, les aires d'utilisation diurne et les terrains de camping ont leur place dans les parcs nationaux.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Après avoir lu les énoncés suivants, veuillez indiquer quels sont ceux qui devraient figurer parmi les plus importantes priorités du Service canadien des parcs. Veuillez classer les énoncés de 1 (le plus important) à 6 (le moins important). En d'autres mots, insérez «1» à côté de l'énoncé que vous croyez être le plus important, «2» à côté du deuxième énoncé le plus important et ainsi de suite. Si vous croyez qu'une option ne devrait pas être considérée du tout, écrivez un X.

- Travailler en collaboration avec différents organismes et paliers de gouvernement sur les questions environnementales.
- Créer de nouveaux parcs nationaux pour protéger les régions d'importance au plan écologique.
- Procurer des occasions de récréation aux visiteurs.
- Préserver et protéger l'environnement naturel dans les limites des parcs nationaux actuels.
- Travailler en collaboration avec différents organismes ou paliers de gouvernement sur les questions touristiques.
- Procurer aux visiteurs des occasions de se familiariser avec les questions environnementales.

13. Dans l'ensemble, comment évalueriez-vous la performance du Service canadien des parcs? N'oubliez pas que vos opinions sont fondées sur votre propre expérience et sur ce que vous avez vu ou entendu au sujet de ce qui suit :

	TRÈS MAUVAISE	MAUVAISE	PASSABLE	BONNE	EXCELLENTE	NE SAIS PAS
Travailler avec différents organismes et paliers de gouvernement sur les questions environnementales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Créer de nouveaux parcs nationaux pour protéger les régions d'importance au plan écologique	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Procurer des occasions de récréation aux visiteurs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Préserver et protéger l'environnement naturel dans les limites des parcs nationaux actuels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travailler en collaboration avec différents organismes et paliers de gouvernement sur les questions touristiques	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Procurer aux visiteurs des occasions d'apprentissage sur les questions écologiques	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. Le Service canadien des parcs s'est donné certains objectifs pour l'aider à réaliser son mandat. Parmi ceux qui sont énumérés ci-dessous, veuillez évaluer la priorité qui selon vous devrait être accordée à chaque objectif (faible, moyenne ou élevée). Vous pouvez aussi indiquer si à votre avis l'objectif ne devrait pas être une priorité pour le Service canadien des parcs.

	PAS UNE PRIORITÉ	FAIBLE PRIORITÉ	PRIORITÉ MOYENNE	PRIORITÉ ÉLEVÉE	NE SAIS PAS
Fournir un leadership visible dans la collectivité au plan des valeurs écologiques.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promouvoir les avantages de la protection écologique et informer le public sur la manière dont il peut aider.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Améliorer le programme de recherche scientifique du Service canadien des parcs en vue d'assurer la protection des parcs nationaux.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Identifier les dangers représentant une menace éventuelle pour les ressources des parcs tant à l'intérieur qu'à l'extérieur de leurs limites et prendre les mesures qui s'imposent.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gérer l'incidence des visiteurs sur les parcs nationaux pour assurer leur protection.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintenir des normes élevées en ce qui a trait au service, à l'entretien des installations et à l'expérience que retirent les visiteurs des parcs nationaux.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rehausser la compréhension et l'appui du public envers le Service canadien des parcs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourager les particuliers et les organismes à appuyer et à participer aux activités du Service canadien des parcs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. Comme vous le savez, l'exploitation du système des parcs nationaux nécessite un financement quelconque. Une grande partie de ce financement provient actuellement des taxes générales prélevées sur votre impôt. Toutefois, il existe d'autres moyens pour subvenir aux besoins des parcs nationaux. Pour chacune des suggestions énumérées à la page suivante, veuillez indiquer dans quelle mesure vous seriez susceptible d'appuyer l'idée.

Dans quelle mesure appuieriez-vous ce qui suit :

	N' APPUIERAI PAS	PAS SUSCEPTIBLE D' APPUYER	POURRAIT OU NON APPUYER	PLUTÔT SUSCEPTIBLE D' APPUYER	EXTRÊMEMENT SUSCEPTIBLE D' APPUYER
Le Service canadien des parcs devrait recouvrir un plus grand pourcentage des profits provenant des boutiques de cadeaux, restaurants et hôtels de propriété privée situés dans les parcs nationaux.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Les motoristes qui « traversent » les parcs nationaux sans s'y arrêter et qui n'utilisent aucun des services ou des installations du parc , devraient être tenus de payer 1,00 \$ à chaque fois pour aider le Service des parcs canadiens à entretenir les routes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Afin de réduire les coûts, les terrains de camping, et peut-être aussi les autres installations du parc , devraient être gérés par d'autres groupes ou entreprises en vertu de différents accords signés avec le Service canadien des parcs .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Les randonneurs utilisant les sentiers d'excursion diurne qui nécessitent beaucoup d'entretien en raison de leur popularité devraient payer un léger droit d'utilisation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Des boîtes devraient être installées pour accepter les dons d'argent à être utilisés à l'intérieur des parcs .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Les aînés devraient payer le droit d' entrée régulier pour un adulte. (À l' heure actuelle, les aînés sont admis gratuitement.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Le Service canadien des parcs devraient fermer ses installations ou réduire ses services pour réduire ses coûts si cela ne menace pas la sécurité du public dans les parcs nationaux.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Le Service canadien des parcs devrait créer une fondation ou un fond en fiducie pour accepter les cadeaux ou les dons.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Le Service canadien des parcs devrait vendre ses publications (ex. : brochures d'information, cartes du parc) plutôt que de les offrir gratuitement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16a. Les terrains de camping font **partie** des nombreuses installations et services que le Service canadien des **parcs** offre **aux** visiteurs des **parcs** nationaux. Les frais **d'exploitation** de ces terrains de camping sont souvent plus **élevés** que les **tarifs demandés**. De plus, plusieurs terrains de camping **nkessitent** **présentement** des améliorations majeures. Afin d'obtenir un meilleur rapport rendement-coût, plusieurs options ou combinaisons d'options pourraient **être** mises de l'avant. Pour la liste d'options ci-dessous, veuillez cochez «oui» si vous croyez que l'option devrait **être considérée** et «non» si vous croyez que l'option **ne devrait pas être considérée**.

	OUI	NON
Demander des tarifs plus élevés aux campeurs	<input type="checkbox"/>	<input type="checkbox"/>
Tarififier certain s services offerts dans les terrains de camping (ex. : bois à brûler, douches)	<input type="checkbox"/>	<input type="checkbox"/>
Fermer les sections des terrains de camping qui ne sont pas suffisamment utilisées	<input type="checkbox"/>	<input type="checkbox"/>
Réduire le nombre des services offerts dans les terrains de camping (ex. : routes de gravier plutôt que routes revêtues, moins de toilettes par terrain de camping)	<input type="checkbox"/>	<input type="checkbox"/>
Donner à des entreprises privées le mandat d'exploiter et d'entretenir les terrains de camping pour le compte du Service canadien des parcs (en vertu d'ententes contractuelles).....	<input type="checkbox"/>	<input type="checkbox"/>
Autre _____	<input type="checkbox"/>	<input type="checkbox"/>

16b. En general, croyez-vous que le Service canadien des **parcs** devraient **gérer** lui-même les installations **comme** les terrains de camping, les **piscines** et les **quais** de manière à recouvrer **tous** les frais engages pour la construction et l'exploitation de ces installations (en utilisant une **partie** ou toutes les options **énumérées** à la questions. 16 a) ou **devraient-elles** continuer d'être entretenues au moyen des taxes **perçues** par le gouvernement?

- Recouvrer **tous** les frais
- Entretien au moyen des taxes **perçues** par le gouvernement
- Ne sais pas**

Veuillez **nous** faire part de tout commentaire que vous jugez pertinent.



SECTION E: **Développement** dans **les parcs** nationaux

Certains croient que les aménagements touristiques dans les parcs nationaux du Canada ont atteint leur pleine capacité et que l'environnement naturel sera touché de manière négative si le développement se poursuit. D'autres croient que les parcs nationaux peuvent accueillir un plus grand nombre d'installations touristiques.

17a. Comment évalueriez-vous le parc national que vous avez visité le plus récemment en ce qui a trait au développement? (Ne cochez qu'une seule réponse)

- Peut encore être développé
- Approche sa pleine capacité
- Est à sa pleine capacité

17b. Comment évalueriez-vous les parcs nationaux en général en ce qui a trait au développement? (Ne cochez qu'une seule réponse)

- Peut encore être développé
- Approche sa pleine capacité
- Est à sa pleine capacité

18. Il y a plusieurs activités que vous pouvez faire dans les parcs nationaux. Pour la liste ci-dessous, dans quelle mesure chacune des activités suivantes est-elle importante lorsque vous visitez un parc national?

	PAS DU TOUT IMPORTANTE	PAS TRÈS IMPORTANTE	PLUTÔT IMPORTANTE	TRÈS IMPORTANTE
Obtenir de l'information aux centres d'accueil	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ski alpin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ski de fond	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
S'arrêter à une halte routière pour admirer le paysage ou les animaux sauvages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Baignade dans une source thermale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Apprendre au sujet de l'environnement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promenade dans un sentier d'excursion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Camping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loger dans un chalet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loger dans un hôtel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magasiner dans une boutique de cadeaux	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regarder un film ou un diaporama sur le parc	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	PAS DU TOUT IMPORTANTE	PAS TRÈS IMPORTANTE	PLUTÔT IMPORTANTE	TRÈS IMPORTANTE
Avoir un accès facile à la nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Faire l'expérience de l'arrière-pays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visiter en voiture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Assister à des programmes pour enfants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prendre part à une activité organisée par un employé du parc comme une excursion guidée ou une causerie au coin du feu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visiter des sites culturels ou historiques	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Autre (précisez) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. Des installations de propriété publique et privée sont situées dans les parcs nationaux. Pour chacune des installations ci-dessous, veuillez indiquer si vous croyez qu'elles sont insuffisantes, suffisantes, trop nombreuses ou si elles ne devraient pas du tout faire partie d'un parc national.

	INSUFFISANTES	SUFFISANTE	TROP NOMBREUSES	ME DEVRAIT FAIRE PARTIE D'UN PARC
Centre d'accueil des visiteurs/centres d'information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Terrains de golf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stations de ski alpin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pistes de ski de fond	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Haltes routières	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bassins de source d'eau chaude	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	a
Sentiers d'excursion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Terrains de camping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chalets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hôtels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boutiques de cadeaux	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pistes d'atterrissage pour petits avions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Autoroutes et routes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parcs de stationnement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Centres d'éducation/d'apprentissage écologiques....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Autre (précisez) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20. Il y a plusieurs localités situées dans les limites des parcs nationaux tel que Banff ou Jasper. En ce qui a trait aux localités que vous avez visitées, croyez-vous que le niveau de développement de cette localité est :

	TROP ÉLEVÉ	SUFFISANT	TROP MS	NE SAIS PAS
Banff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jasper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Field	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Waterton	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Autre (précisez) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SECTION F: À votre sujet

Enfin, quelques questions à votre sujet.

21. Dans quelle mesure êtes-vous d'accord ou en désaccord avec les énoncés généraux suivants sur l'environnement.

	ENTIÈREMENT EN DÉSACCORD	PLUTÔT EN DÉSACCORD	NI D'ACCORD OU EN DÉSACCORD	PLUTÔT D'ACCORD	ENTIÈREMENT D'ACCORD
Il est plus important de protéger l'environnement que de créer de l'emploi et une économie forte.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nous courons le grave danger de détruire l'environnement dans un avenir très rapproché.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
La science et la technologie nous permettront de réparer la plupart des dommages causés à l'environnement dans les années futures.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Je me sens personnellement impuissant(e) quant à la façon dont je pourrais aider à résoudre un problème aussi vaste que celui de l'environnement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Je crois que j'ai suffisamment de connaissances pour prendre des décisions éclairées en matière de questions écologiques.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

22. Dans quelle mesure êtes-vous d'accord ou en désaccord avec les énoncés généraux suivants qui décrivent ce que les gens pensent des voyages d'agrément.

ENTièrement EN DÉSAccORD PLUTôt EN DÉSAccORD NI D'AccORD OU EN DÉSAccORD PLUTôt ENTièrement D'AccORD ENTièrement D'AccORD

Je choisis habituellement une destination-vacances où je suis déjà allé(e).

Au cours d'une année quelconque, je préfère effectuer plusieurs petits voyages d'agrément plutôt qu'un long voyage d'agrément.

J'aime prendre mes propres arrangements de voyages.

Il y a des endroits où je n'irai pas parce qu'ils ont été «envahis» par les touristes.

Les dépenses faites par les touristes et les visiteurs sont importantes pour le bien-être économique de ma collectivité.

 a

23. Au cours de l'année dernière, avec quelle fréquence avez-vous . . .

JAMAIS RAREMENT PARFOIS SOUVENT

Participé à un programme de recyclage

 a

Acheté des produits étiquetés «écologiques» ou «sûrs pour l'environnement» même s'ils coûtaient plus cher . .

 a. a

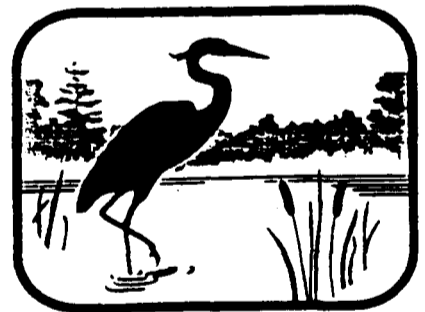
Évité certains types d'emballage ou de produits présentés dans trop d'emballage.

Appuyé un groupe ou un organisme écologique

 a a

24. À quelle catégorie d'âge appartenez-vous?

- 18 à 24 ans
- 25 à 34 ans
- a 35 à 44 ans
- a 45 à 54 ans
- a 55 à 64 ans
- 65 ans et plus



25. Sexe :

- Féminin Masculin

SECTION G: **Le** mot de la fin

26. Lorsque vous **considérez** tous les avantages qui vous sont fournis par les **parcs nationaux**, veuillez **décrire l'avantage le plus important** que l'expérience d'un parc national vous fournit personnellement. Il peut s'agir d'une activité particulière ou d'un sentiment général.

27. À présent, pensez à ce que les **parcs nationaux** représentent pour le Canada en tant que nation, à l'heure actuelle et pour les générations futures. Veuillez indiquer **la raison la plus importante** pour le Canada d'avoir des **parcs nationaux**.

28. Y a-t-il autre chose que vous aimeriez nous dire au sujet des **parcs nationaux**? Avez-vous des suggestions ou des préoccupations à ce sujet?



Nous vous remercions d'avoir pris le temps et fait l'effort de répondre à ce questionnaire. Votre participation est grandement appréciée!



IMPRIMÉ SUR DU PAPIER RECYCLÉ
VERSION 1

WEIGHTING

WEIGHTING

A series of three weights was applied to the data.

Weight One: Assuring telephone survey is representative of the population based on province of origin:

PROVINCE	WEIGHT APPLIED
British Columbia	.3664907
Alberta	.2695682
Saskatchewan	1.9918755
Manitoba	2.2038 113
Ontario	2.4742243
Quebec	2.3469898
Atlantic	2.2014104

Weight Two: Adjust mail-backs for population distribution:

PROVINCE	WEIGHT APPLIED
British Columbia	.3506214
Alberta	.2539409
Saskatchewan	1.7600606
Manitoba	2.1530355
Ontario	2.7353666
Quebec	3.0489501
Atlantic	2.1304600

Weight Three: Adjust the weighted mail-backs for park visitation:

PROVINCE	WEIGHT APPLIED	
	Visitors	Non-visitors
British Columbia	.7912546	1.144116
Alberta	.8734009	1.4292865
Saskatchewan	.6028713	1.2730254
Manitoba	.8173062	1.0859735
Ontario	.741721	1.0859735
Quebec	.809268 1	1.0557194
Atlantic	.7704727	1.213132

SEGMENTATION

SEGMENTATION MODEL (TARGET DYNAMICS)

TARGET DYNAMICS (or holistic segmentation) is Angus Reid Group's unique technique of connecting attitude and behaviour to produce an actionable, viable segmentation of the market. In this exercise for the Canadian Parks Service, a total of 104 scaled, numeric, and hierarchical variables were utilized to produce this market specific segmentation.

To produce the model, variables probing attitudes toward parks, parks policy and management, travel benefits, travel products, and outlook on the environment were combined with variables identifying travel behaviour and demographic components. After factor and correlation matrix analysis was employed, variables were standardized in two ways: firstly, case wise (by respondent) using mean substitution standardization, then sample wise, using Z-score transformation.

These resulting variables were then segmented using a cluster analysis whose algorithm is designed to minimize internal variances while **maximizing** external variances. Multiple scenarios were tested, and run through a minimum of 10 iterations to ensure stabilization of the model. Each scenario was tested on F-scores, and discriminant analysis was used to test predictability.

After the desired scenario was chosen (in this case, a five cluster solution), all data was cross-tabulated by the segments, and names chosen which Angus Reid Group felt best reflected the personalities of each segment, thus no pre-definition was imposed on these segments, instead they defined themselves.