Parks Canada Awareness Tracking Study 2017-2018

Final Report
Quantitative Research Report

Prepared for: Parks Canada Agency

Ce rapport est aussi disponible en français.

Earnscliffe

Strategy Group

Quantitative Research Report

Prepared for Parks Canada Agency

Proprietary Warning

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EXECUTIVE SUMMARY

This report presents the results and findings from the 2017-2018 Awareness Tracking Study conducted by Earnscliffe Strategy Group (Earnscliffe) on behalf of Parks Canada Agency.

Telephone interviews were conducted as part of Nielsen's telephone omnibus in June 2017 (n=2,167, between June 1st and 13th, 2017), September 2017 (n=2,173, between September 7th and 18th, 2017), December 2017 (n=2,146, between December 7th and 18th, 2017), and March 2018 (n=2,163, between March 1st to 12th, 2018). Interviews were conducted in the respondent's choice of English or French.

The margin of error for each study wave was ± 2.1%, 19 times out of 20, and the resultant margin of error for the combined tracking period was ± 1.1%, 19 times out of 20.

The study was designed to target a nationally representative sample of 2,000 adult Canadians (aged 18 and over) per study and oversamples (where necessary) to obtain 250 adults each wave from three CMAs – Montreal, Toronto, and Vancouver.

Parks Canada employs the Awareness Tracking Survey to measure and track on an on-going basis awareness of Parks Canada, as well as to understand Canadians' opinions and support of the Agency.

This executive summary outlines the major findings from the 2017-2018 surveys.

Awareness of Parks Canada

Public awareness of Parks Canada and its agency name remained strong over the 2017-2018 tracking period.

- **Unaided awareness has fallen from 25% to 23%.** As a constant, roughly a quarter of Canadians can identify Parks Canada as the agency that operates officially designated national parks and historic sites without prompting.

- **Total awareness (aided plus unaided) remained very high and relatively stable, rising slightly from 82% to 83% - An ultimate rate of awareness throughout the middle quarters of September 2017 and December 2017 reaching 85%.** Aided awareness also rose from 57% to 60%.

- **Awareness was higher in the Atlantic Provinces and in the West, and lower in Quebec.** This trend was mirrored in the Census Metropolitan Areas (CMAs) studied – awareness was lower in Montreal than in Vancouver.

Recall of Recent Messaging

Parks Canada aims to promote its work with Canadians through a variety of channels. Key findings for how Canadians learn about the Agency are presented below:

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- **Television commercials and programing/documentaries remains the most popular source of information about Parks Canada, however that amount is dwindling, starting in June 2017 with an average of 29% and finishing March 2018 with an average of 23% for commercials, and dropping from 23% to 20% for programs. Social media has also fell, from 17% to 11% over the tracking period.**

- **The percentage of Canadians who, when asked, had heard, read, or watched something about Parks Canada declined. In June 2017, 56% reported having heard, read or seen something about Parks Canada. By March 2018, aided recall had fallen to 36%.**

- Canadians remembered a broad range of topics relating to Parks Canada. **Understandably, topics concerning free admission as part of Canada's 150 celebrations have fell from 40% to 13% as the sesquicentennial celebrations across the country wrapped up in December. Travel and Tourism remains stable rising from 8% to 11% in the final 2 quarters.**

Support of Parks Canada

- **Canadians are strong supporters of Parks Canada's mandate – it continues to fluctuate between 83% and 80% of people who completely support or support it.** Opposition remained low (between 2% and 3%) over the 2017-2018 period studied.

Specifics Themes

Parks Canada Places Planned to Visit

Summer 2017
- **Well over half of Canadians (67%) in June 2017 reported that they were very likely or somewhat likely to visit a national park, national historic site, or waterway**, an increase from the previous wave (56% in March 2017).
- Among those who were likely to visit a national park, national historic site or waterway, the most frequently mentioned single location was Banff National Park (11%).

Fall 2017
- **An average of 40% of people were interested in visiting a national park, national historic site, and/or national waterway in fall 2017.** Atlantic regions showed significantly less interest than the rest of Canada with 29% saying very likely or somewhat likely, the average of the remaining regions was at 42% stating very likely or somewhat likely to visit a notional park/historic site/waterway in fall 2017.

Canada's 150th Birthday Celebration

- **Nationally, 70% of Canadians reported very likely or likely to participate in Canada 150 celebrations in their community, and 45% outside their community.** 53% of Canadians said they would watch the event on television.

Knowledge of the term Biodiversity

- **Almost half of Canadians (41%) rated their knowledge of the term Biodiversity as very high or high.** Ages 18-34 rated themselves significantly higher than 35+ with an average of 46% as opposed to 39% from the later.

Attitudes Toward Parks Canada

- **An almost overwhelming 93% of Canadians regarded Parks Canada as an important legacy established by Canadians for current and future generations;** 90% also stating that National Parks are a source of pride as Canadians.

- **The highest level of awareness concerning Parks Canada Conservation Initiatives was efforts to protect species at risk in national parks, this number went from 58% in December 2017 to 52% in March 2018.** Followed by 52% being aware of the tracking of the health of plants and animals in national parks, which also lowered in March 2018 to 43%.

Interest in Science and Conservation Activities

- **46% of participants stated they were either very interested or somewhat interested in learning more about what science and conservation activities Parks Canada does.** A high of 51% in Montreal specifically showed interest.

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Political Neutrality Statement

I hereby certify as a Representative of Earnscliffe Strategy Group that the final deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

Signed: _(signature)_   Date: March 29, 2018

Doug Anderson
Principal, Earnscliffe

Earnscliffe

RÉSUMÉ EXÉCUTIF

Ce rapport présente les résultats et les conclusions qui découlent de l'Enquête de suivi de la notoriété de l'Agence Parcs Canada en 2017-2018 menée par Earnscliffe Strategy Group (Earnscliffe) pour le compte de l'Agence Parcs Canada.

Les entrevues ont été menées à l'aide d'un omnibus téléphonique de Nielsen en juin 2017 (n=2 167 entre le 1er et le 13 juin 2017), en septembre 2017 (n=2 173, entre le 7 et le 18 septembre 2017), en décembre 2017 (n=2 146, entre le 7 et le 18 décembre 2017) et en mars 2018 (n=2 163, entre le 1er et le 12 mars 2018). Les répondants ont été interrogés dans la langue de leur choix, soit en anglais ou en français.

La marge d'erreur pour chaque vague d'étude était de ± 2,1 %, 19 fois sur 20, et la marge d'erreur résultante pour l'ensemble de la période de suivi était de ± 1.1 %, 19 fois sur 20.

L'étude a été conçue pour cibler un échantillon représentatif de 2 000 adultes canadiens (âgés de 18 ans et plus) par enquête et des échantillons supplémentaires (au besoin) afin que chaque vague comprenne 250 adultes provenant de trois RMR – Montréal, Toronto et Vancouver.

Pour Parcs Canada, l'Enquête de suivi de la notoriété sert à mesurer et à suivre la notoriété de l'Agence sur une base continue, et à comprendre les points de vue des Canadiens à son égard de même que l'appui qu'ils lui accordent.

Ce compte rendu sommaire présente les grandes lignes des conclusions tirées des sondages menés en 2017-2018.

Notoriété de Parcs Canada

La notoriété publique de Parcs Canada et du nom de son Agence est restée forte durant la période de suivi de 2017-2018.

- **La notoriété spontanée a chuté de 25 % à 23 %**. Règle générale, environ le quart des Canadiens peuvent reconnaître, sans assistance, que Parcs Canada est l'organisme qui administre les parcs nationaux et les lieux historiques officiellement désignés ainsi.

- **La notoriété totale (assistée et spontanée) est demeurée très élevée et relativement stable, avec une légère hausse de 82 % à 83 % – de même qu'un taux ultime de notoriété tout au long des trimestres de septembre et de décembre 2017 atteignant 85 %**. Il y a aussi eu une remontée de la notoriété assistée de 57 % à 60 %.

- **La notoriété était plus forte dans les provinces de l'Atlantique ainsi que dans l'Ouest, et plus basse au Québec**. Cette tendance s'est reflétée dans les régions métropolitaines de recensement (RMR) observées – la notoriété était plus basse à Montréal qu'à Vancouver.

Rappel des messages récents

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Parcs Canada vise à promouvoir son travail auprès des Canadiens par l'entremise de divers canaux. Les principales conclusions précisant comment les Canadiens apprennent à connaître l'Agence sont présentées ci-dessous :

- **Les publicités télévisées et la diffusion de programmes ou de documentaires demeurent les sources d'information les plus populaires sur Parcs Canada. Toutefois, cette popularité diminue alors que les publicités recueillent une moyenne de 29 % à partir de juin 2017, pour fléchir à 23 % en mars 2018 pendant que les moyennes pour les programmes baissent de 23 % à 20 %. On assiste aussi à une diminution pour les médias sociaux, qui passent de 17 % à 11 % durant la période examinée.**

- **Il y a un déclin du pourcentage de Canadiens qui ont affirmé, lorsqu'interrogés, avoir entendu, lu, ou vu quoi que ce soit sur Parcs Canada. En juin 2017, 56 % ont rapporté avoir entendu, lu ou vu quelque chose au sujet de Parcs Canada. Dans la période jusqu'au mois de mars 2018, le rappel assisté est tombé à 36 %.**

- Les Canadiens se sont souvenus d'une vaste gamme de sujets liés à Parcs Canada. **Pour les sujets liés à la gratuité d'accès aux parcs nationaux dans le cadre des célébrations du 150ᵉ anniversaire du Canada, on a observé, à juste titre, une baisse de 40 % à 13 % alors qu'au pays les commémorations du 150ᵉ anniversaire prenaient fin en décembre. Les voyages et le tourisme sont restés stables, en hausse de 8 % à 11 % dans les deux derniers trimestres.**

Appui à Parcs Canada
- **Les Canadiens sont de fervents défenseurs du mandat de Parcs Canada – le nombre de personnes qui l'appuient ou l'appuient complètement continue de fluctuer entre 83 % et 80 %.** L'opposition est restée faible (entre 2 % et 3 %) durant la période de l'enquête en 2017-2018.

Thèmes particuliers

Parcs Canada : lieux de visite prévus

Été 2017
- **En juin 2017, nettement plus de la moitié des Canadiens (67 %) ont indiqué qu'il était très probable ou assez probable qu'ils visitent un parc national, un lieu historique national ou une voie navigable**, une augmentation par rapport à la vague précédente (56 % en mars 2017).

- Parmi ceux qui ont affirmé qu'une visite à un parc national, un lieu historique national ou une voie navigable était probable, le lieu le plus fréquemment cité était le Parc national de Banff (11 %).

Automne 2017
- **À l'automne 2017, une moyenne de 40 % des répondants ont affirmé vouloir visiter un parc national, une voie navigable, ou un lieu historique national**. Dans les régions de l'Atlantique, l'intérêt était nettement moins prononcé que dans le reste du pays; 29 % ont indiqué qu'une visite d'un parc national, d'un lieu historique ou d'une voie navigable était très probable ou assez probable, tandis que dans les régions restantes, ils étaient 42 % à choisir ces mêmes réponses à l'automne 2017.

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Célébrations du 150e anniversaire du Canada

- **À l'échelle nationale, le pourcentage de Canadiens à envisager leur participation aux célébrations du 150e anniversaire du Canada dans leur collectivité était très probable ou probable à 70 %, et à 45 % pour celles à l'extérieur de leur collectivité**. Le pourcentage de Canadiens à affirmer qu'ils regarderaient les festivités à la télévision s'élevait à 53 %.

Connaissance du terme biodiversité

- **Près de la moitié des Canadiens (41 %) ont jugé leur connaissance du terme *biodiversité* comme étant très élevée ou élevée**. Elle était légèrement plus élevée pour la tranche d'âge de 18 à 34 ans que pour celle des 35 ans et plus, avec une moyenne de 46 % comparativement à 39 % pour le second groupe.

Attitudes à l'égard de Parcs Canada

- **Presque unanimement, 93 % des Canadiens considèrent Parcs Canada comme un legs important établi par les Canadiens pour les générations actuelles et futures**; 90 % affirment aussi que les parcs nationaux sont une source de fierté pour les Canadiens.

- **Parmi les initiatives de Parcs Canada en matière de conservation, celle qui était la plus connue est la protection des espèces en péril dans les parcs nationaux. Son pourcentage est passé de 58 % en décembre 2017 à 52 % en mars 2018**. Le suivi de la santé des plantes et des animaux dans les parcs nationaux vient ensuite, avec 52 %, une proportion qui a aussi chuté en mars 2018 pour se situer à 43 %.

Intérêt envers les activités liées à la conservation et la science

- **46 % des participants ont affirmé qu'ils étaient soit très intéressés ou plutôt intéressés à en connaître davantage au sujet des activités de Parcs Canada ayant trait à la conservation et à la science**. Montréal représente un sommet avec 51 % à avoir expressément démontré leur intérêt.

Énoncé de neutralité politique

Par la présente, j'atteste, en ma qualité de représentant pour la société Earnscliffe, que les produits livrables définitifs sont entièrement conformes aux exigences du gouvernement du Canada en matière de neutralité politique, telles que définies dans la politique de communication du gouvernement du Canada et dans la procédure de planification et d'attribution de marchés de services de recherche sur l'opinion publique. Plus particulièrement, les produits livrables ne font aucune mention des intentions de vote électoral, des préférences

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quant aux partis politiques, des positions des partis ou de l'évaluation de la performance d'un parti politique ou de son chef.

Signature _Doug Clark_   Date : 29 mars 2018

Doug Anderson
Partenaire, Earnscliffe

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INTRODUCTION

Earnscliffe Strategy Group (Earnscliffe) is pleased to present this report to Parks Canada Agency (PCA) highlighting the results of 2017-2018 Awareness Tracking Study.

PCA is the federal Agency in the Government of Canada responsible for protecting nationally significant examples of Canada's national and cultural heritage and fostering opportunities for Canadians to learn about and to enjoy Canada's National Parks, National Historic Sites and National Marine Conservation Areas in ways that leave them unimpaired for current and future generations. Canada's National Parks, National Historic Sites, and National Marine Conservation Areas attract over 20 million Canadian and international visitors annually.

PCA employs the Awareness Tracking Survey to measure and track, on an on-going basis, awareness of Parks Canada, as well as to understand Canadians' opinions and support of the Agency.

To meet these objectives, Earnscliffe conducted telephone interviews as part of Nielsen's omnibus surveys in June 2017 (n=2,167, between June 1st and 13th, 2017), September 2017 (n=2,173, between September 7th and 18th, 2017), December 2017 (n=2,146, between December 7th and 18th, 2017), and March 2018 (n=2,163, between March 1st to 12th, 2018). Interviews were conducted in the respondent's choice of English or French.
The margin of error for each study wave was ±2.1%, 19 times out of 20, and the resultant margin of error for the combined tracking period was ±1.1%, 19 times out of 20.

The report begins with an executive summary highlighting the key findings from the research. This is followed by a detailed analysis of the results. Appended to this report are a detailed project methodology (Appendix A), and the English and French questionnaires (Appendix B).

The total cost of the research was $129,770.56 (including HST).

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DETAILED FINDINGS

This report is divided into four sections. Section A discusses the awareness results, including agency name. Recall of messaging about Parks Canada, National Parks and National Historic Sites are detailed in section B. Section C explores Canadians' overall support for Parks Canada's mandate. Lastly, Section D outlines other specific themes, including Canada's 150th celebrations, intention to visit Parks Canada places in summer and fall 2017, and more specifically national parks, attitudes towards Parks Canada, knowledge of term of biodiversity, interest in science and conservation activities Parks Canada does. Where appropriate, results were compared across study waves, regions and select CMAs.

A – Awareness of Parks Canada

The first section of this report focuses on Canadians' awareness of Parks Canada, including the agency name. National and regional results are examined in detail within the chapter.

Awareness of Parks Canada

As shown in **Exhibit A1**, national unaided awareness of Parks Canada was 23% in March, which is a slight decline and the continuation of a consistent trend measured throughout the year.

Exhibit A1 – Unaided Awareness of Agency Name – National Results

Percent Indicating Parks Canada					
	2017-2018 Tracking Average (n = 2,162)	June 2017 (n = 2,167)	September 2017 (n = 2,173)	December 2017 (n = 2,146)	March 2018 (n = 2,163)
Parks Canada	24%	25%	24%	24%	23%

To the best of your knowledge, what is the name of the organization or government department that operates officially designated national parks and national historic sites of Canada?[*]
Base: All respondents

Looking across regions, unaided awareness was higher over the course of the year than the national average in Atlantic Canada, Alberta and B.C. Yearly trends also show that awareness tends to be slightly lower than the national average in Quebec (see **Exhibit A2**).

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[*]Question numbers were not included as they varied by wave.

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Exhibit A2 – Unaided Awareness of Parks Canada – Regional Results

Percent Indicating Parks Canada				
	June 2017 (n = 2,167)	September 2017 (n = 2,173)	December 2017 (n = 2,146)	March 2018 (n = 2,163)
National	**25%**	**24%**	**24%**	**23%**
Atlantic	30%	34%	30%	32%
Quebec	18%	17%	20%	21%
Ontario	25%	23%	22%	20%
Manitoba/Saskatchewan	25%	33%	21%	22%
Alberta	31%	22%	31%	28%
British Columbia	29%	28%	28%	26%

To the best of your knowledge, what is the name of the organization or government department that operates officially designated national parks and national historic sites of Canada?
Base: All respondents

Compared to the beginning of the year, unaided awareness of Parks Canada decreased slightly in Toronto and Vancouver, but in Montreal, it ended at the same level it began the year. Compared to the national average, unaided awareness of Parks Canada remains higher in Vancouver and lower in Montreal and Toronto.

Exhibit A3 – Unaided Awareness of Parks Canada – Results by CMA

Percent Indicating Parks Canada				
	June 2017 (n = 2,167)	September 2017 (n = 2,173)	December 2017 (n = 2,146)	March 2018 (n = 2,163)
National	**25%**	**24%**	**24%**	**23%**
Toronto	24%	23%	19%	22%
Montreal	16%	18%	19%	16%
Vancouver	29%	27%	28%	27%

To the best of your knowledge, what is the name of the organization or government department that operates officially designated national parks and national historic sites of Canada?
Base: All respondents

To capture total awareness of Parks Canada, respondents who did not correctly identify the Agency in the first unaided question were asked directly whether they had ever heard of Parks Canada. Total awareness is calculated by adding unaided awareness (question 1) and aided awareness (question 2).

The results shown in **Exhibit A4** reveal that overall awareness has evolved slightly for the 2017-18 tracking period, although total awareness measured in March 2018 is identical to what was measured in June 2017. In each wave, between 23% and 25% of Canadians were aware of Parks Canada on an unaided basis, while roughly six in ten were aware when prompted (between 57% and 61%). In total, 84% of Canadians were aware of Parks Canada over the tracking period, with the peaks measured at 85% during both the September 2017 and December 2017 waves.

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Exhibit A4 – Total Awareness of Parks Canada – National Results

Percent Aware of Parks Canada on an Unaided or Aided Basis				
	June 2017 (n = 2,167)	September 2017 (n = 2,173)	December 2017 (n = 2,146)	March 2018 (n = 2,163)
National Unaided Awareness of PCA	25%	24%	24%	23%
National Aided Awareness of PCA	57%	61%	61%	60%
Total Awareness	82%	85%	85%	83%

To the best of your knowledge, what is the name of the organization or government department that operates officially designated national parks and national historic sites of Canada?
Have you ever heard of Parks Canada, which is a federal government agency?
Base: All respondents

Canadians in Atlantic Canada and the West reported higher awareness, aided or unaided, of Parks Canada. Ontario's awareness followed the national average closely, while awareness in Quebec was lower over the tracking period (see **Exhibit A5**). Every region saw some fluctuation during the course of the year and the peak quarters were not common across the regions.

Exhibit A5 – Total Awareness of Parks Canada – Results by Region

Percent Indicating Parks Canada				
	June 2017 (n = 2,167)	September 2017 (n = 2,173)	December 2017 (n = 2,146)	March 2018 (n = 2,163)
National	82%	85%	85%	83%
Atlantic	94%	91%	90%	92%
Quebec	74%	78%	78%	75%
Ontario	81%	84%	84%	82%
Manitoba/Saskatchewan	86%	94%	82%	86%
Alberta	88%	88%	95%	88%
British Columbia	86%	88%	86%	89%

To the best of your knowledge, what is the name of the organization or government department that operates officially designated national parks and national historic sites of Canada?
Have you ever heard of Parks Canada, which is a federal government agency?
Base: All respondents

Mirroring the unaided awareness results, Vancouver continues to have the highest total awareness among CMAs, but awareness in Toronto ended higher than it started the year (see **Exhibit A6**). The total awareness fluctuated in Montreal and despite peaking in September 2017, it ended the year lower than it began.

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Exhibit A6 – Total Awareness of Parks Canada – Results by CMA

	Percent Indicating Parks Canada			
	June 2017 (n = 2,167)	September 2017 (n = 2,173)	December 2017 (n = 2,146)	March 2018 (n = 2,163)
National	**82%**	**85%**	**85%**	**83%**
Toronto	77%	82%	78%	81%
Montreal	70%	74%	72%	69%
Vancouver	83%	87%	83%	88%

To the best of your knowledge, what is the name of the organization or government department that operates officially designated national parks and national historic sites of Canada?
Have you ever heard of Parks Canada, which is a federal government agency?
Base: All respondents

B - Recent Messaging

Recall of Recent Messaging

Recall of recent messaging about Parks Canada, National Parks and National Historic Sites has dramatically increased to the highest levels since tracking began in February 2012. There is a seasonal pattern – typically, the highest awareness levels are in September and June, while awareness is lowest in March. The greatest increases are with recall of advertising about Parks Canada and National Parks in June and September (see **Exhibit B1**).

Exhibit B1 – Aided Recall of Recent Messaging – National Results

	Percent Said Yes				
	2017-2018 Tracking Average (n = 2,162)	June 2017 (n = 2,167)	September 2017 (n = 2,173)	December 2017 (n = 2,146)	March 2018 (n = 2,163)
Parks Canada	47%	56%	55%	42%	36%
National Parks of Canada	48%	54%	55%	44%	40%
National Historic Sites of Canada	40%	45%	45%	38%	33%

In the past three months, have you heard, read, or watched anything about the following…?
Base: All respondents

More than half of Canadians (53%) had heard, read or watched something about Parks Canada, National Parks or National Historic Sites in the past three months. As was found last year, Alberta residents are most likely to have recalled anything from any of the three brands and now Atlantic Canadians have an equally high proportion (66%) with some recall. As was the case last year, all other regions are close to the national average (see **Exhibit B2**).

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Exhibit B2 – Aided Recall of Recent Messaging – Results by Region

	Parks Canada				National Parks of Canada				National Historic Sites of Canada				At least one
	Jun-17	Sep-17	Dec-17	Mar-18	Jun-17	Sep-17	Dec-17	Mar-18	Jun-17	Sep-17	Dec-17	Mar-18	Mar-18
Total	**56%**	**55%**	**42%**	**36%**	**54%**	**55%**	**44%**	**40%**	**45%**	**45%**	**38%**	**33%**	**53%**
Atlantic	65%	68%	49%	46%	61%	64%	49%	44%	63%	61%	47%	51%	66%
Quebec	47%	51%	39%	32%	52%	54%	41%	40%	43%	44%	40%	32%	51%
Ontario	56%	52%	41%	35%	54%	51%	44%	38%	42%	42%	37%	28%	49%
Manitoba/ Saskatchewan	59%	63%	35%	35%	60%	60%	37%	35%	48%	48%	36%	33%	48%
Alberta	62%	66%	54%	47%	52%	66%	49%	54%	47%	49%	41%	36%	66%
British Columbia	58%	54%	33%	34%	52%	51%	45%	36%	44%	39%	33%	33%	51%

Sources of Information

Undoubtedly related changes in PCA advertising activity, among the increased proportion who recall seeing or hearing something related to PCA in the past three months, the total proportion mentioning having seen a TV commercial about PCA or a park or site was relatively stable most of the year, but fell off in March 2018, to end at 23%.

The data in **Exhibit B3** also shows that recall from social media declined from a peak of 17% in June 2017 to 11% in December and March 2018 respectively, but this nevertheless represents a much higher figure than the 5% measured in June 2016, suggesting social media now plays a more significant role in communicating the PCA brand. Recall from most other platforms, including newspapers, magazines, and radio followed a pattern of peaking in September 2017 and ending the year at a low-point.

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Exhibit B3 – Sources of Information – National Results

	Percent Said Yes				
	2017-2018 Tracking Average (n =1,366)	June 2017 (n = 1,522)	September 2017 (n = 1,519)	December 2017 (n = 1,261)	March 2018 (n = 1,162)
TV commercial	27%	29%	28%	28%	23%
TV program/documentary	22%	23%	27%	18%	20%
Other Website	17%	21%	18%	13%	14%
Social media (Facebook, Youtube, Myspace, Twitter)	14%	17%	15%	11%	11%
Newspaper article	16%	18%	21%	15%	10%
At national parks/ Historic sites	6%	4%	8%	5%	6%
Parks Website	5%	4%	5%	5%	6%
Radio	11%	15%	15%	9%	6%
Word of mouth/friends/family	6%	8%	6%	5%	5%
Magazine article	5%	7%	6%	4%	4%
Brochure pamphlets (not received in the mail)	4%	4%	5%	3%	3%
Direct mail/Promotional flyer	4%	7%	3%	2%	3%
At museums/other parks/sites	2%	1%	3%	2%	2%
Street displays(Skywalk Toronto, Parliament)	2%	1%	2%	2%	2%
Travel/tourism guides	1%	1%	2%	-	2%

Where specifically do you recall hearing, watching or reading something about Parks Canada, National Parks or National Historic Sites?
Base: Those who recalled hearing/reading/watching something in past three months

Throughout most of the year, recall of free park admission as part of Canada's 150th anniversary was, by far, the most frequently recalled message, but that recall steadily declined from quarter to quarter, returning to the level measured in December 2016 (see **Exhibit B4**).

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Exhibit B4 – Information About Parks Canada

	June 2017 (n= 1,522)	September 2017 (n=1,519)	December 2017 (n = 1,519)	March 2018 (n = 1,162)
Net: Outreach and Visitation	**58%**	**56%**	**40%**	**37%**
Free admission as part of Canada's 150th anniversary	40%	35%	20%	13%
Travel/tourism promotion	8%	10%	8%	11%
Anniversary celebrations	14%	9%	8%	6%
Park passes	2%	2%	2%	3%
Improved/more accommodations at parks	**2%**	-	-	-
Net: Creation and Conservation	**10%**	**8%**	**9%**	**10%**
Protecting the environment (general)	5%	3%	4%	6%
Wildlife protection (reintroducing species, culls)	4%	3%	3%	3%
New parks/historic sites opening	-	-	2%	**2%**
Net: Other mentions	**26%**	**33%**	**25%**	**28%**
Park attractions/info	8%	9%	7%	11%
Disaster (fires, avalanche, flooding)	-	8%	3%	=
History/historical sites/Canadian history (unspecified)	4%	-	2%	4%
Nature/wildlife information	3%	6%	4%	3%
DK/NR	18%	17%	29%	27%

Q7. And can you tell me what subjects or topics concerning Parks Canada, National Parks or National Historic Sites you recall hearing, reading or watching something about?
Base: Those who recalled hearing/reading/watching something

C – Opinions and Support of Parks Canada

Support for Parks Canada's Mandate

The proportion who completely support Parks Canada's mandate varied slightly over the tracking period, peaking in September 2017 at 69%, and falling to 64% at the end of the tracking period in March 2018. There was also some shifting between support and neutral response. There is no notable change in opposition, which remains miniscule (see **Exhibit C1**)

Exhibit C1 – Support for Parks Canada's Mandate – National Results

	2017-2018 Tracking Average (n = 2,162)	June 2017 (n = 2,167)	September 2017 (n = 2,173)	December 2017 (n = 2,146)	March 2018 (n = 2,163)
Completely support	67%	68%	69%	65%	64%
Support	14%	13%	14%	14%	16%
Neither	16%	14%	14%	18%	16%
Oppose/Completely Oppose	3%	3%	2%	3%	3%

Parks Canada aims to protect and present Canada's national parks, historic sites and marine conservation areas, and also to promote public understanding, appreciation and enjoyment of these places for present and future generations. On a 5 point scale, where 1 means completely oppose, 3 means neither support nor oppose and 5 means completely support, please tell

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Support for Parks Canada's mandate fluctuated slightly throughout the year, but remains fairly high in all regions and CMAs (see **Exhibit C2**).

Exhibit C2 – Support for Parks Canada's Mandate – Regional and CMA Results

Top 2 Box Percent (completely support or support)				
	June 2017 (n = 2,167)	**September 2017 (n = 2,173)**	**December 2017 (n = 2,146)**	**March 2018 (n = 2,163)**
Total	82%	83%	79%	80%
Atlantic	80%	84%	77%	78%
Quebec	80%	79%	76%	79%
Ontario	82%	84%	80%	81%
MB/SK	77%	73%	73%	70%
Alberta	79%	88%	78%	76%
BC	88%	85%	83%	87%
Toronto	81%	84%	73%	79%
Montreal	81%	83%	81%	81%
Vancouver	90%	85%	89%	91%

Parks Canada aims to protect and present Canada's national parks, historic sites and marine conservation areas, and also to promote public understanding, appreciation and enjoyment of these places for present and future generations. On a 5 point scale, where 1 means completely oppose, 3 means neither support nor oppose and 5 means completely support, please tell me how much you oppose or support this mandate.
Base: All respondents

D – Specific Themes

Canada 150 Celebrations

In June 2017, a total of 70% of Canadians indicated they were likely to participate in a Canada 150 event or activity in the summer in their local community and almost as many (67%) likely to take advantage of the free admission to a national park or national historic site or national waterway. (see **Exhibit D1**).

Exhibit D1 – Likelihood of Participating in Canada 150 Celebrations in Summer 2017

	June 2017 (n = 2,167)
I will attend or participate in an event, activity or initiative in my local community	70%
I will visit a national park, national historic site and/or national waterway, which will have free admission this year	67%
I will attend or participate in an event, activity or initiative outside my local community	46%
I will watch these events on television	53%

How likely are you to take part in the following activities this summer as part of Canada's 150th birthday? For each, please indicate if you are very likely, somewhat likely, neither likely nor unlikely, somewhat unlikely, or very unlikely to take part.
Base: All respondents (n=2,167)

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Parks Canada Places Planned to Visit

For those who are likely to visit a Parks Canada places, they were asked what location they are planning to visit, 38% offered a response relating to Parks Canada. At 11%, Banff was the most popular location. The next most popular choices – Jasper and La Mauricie National Parks – were mentioned by 3% (see **Exhibit D2**).

Exhibit D2 – Parks Canada Places Planned to Visit

Percent Planning to visit Parks Canada Place	
	June 2017 (n = 1,377)
Mentioned Any Parks Canada Place	38%
Banff National Park	11%
Jasper National Park	3%
La Mauricie National Park	3%
Rideau Canal	2%
Waterton Lakes National Park	2%
Fundy National Park	2%
Trent-Severn Waterway	1%
Bruce Peninsula National Park	1%
Halifax Citadel National Historic Site	1%
Point Pelee National Park	1%
Prince Edward Island National Park	1%
Riding Mountain National Park	1%
Fort Langley	1%
Gros Morne National Park	1%
Forillon National Park	1%
Fortress of Louisbourg National Historic Site	1%
Pacific Rim National Park	1%
Other/Unspecified	32%
None	4%
Don't know/ No answer	26%

What national park, national historic site or national waterway are you planning to visit this summer?
Base: Those who are likely to visit a national park, national historic site or national waterway this year (n=1,377)

In September 2017, fully 41% said they were likely to visit a Parks Canada park and/or site in the fall. Regionally, residents of Quebec and Manitoba/Saskatchewan were the most likely to visit. Among the CMAs, Montrealers were most likely to visit (see **Exhibit D3**).

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Exhibit D3 – Visit to PCA places in fall 2017– Results by Region and CMA

Top Two Box Percent	
	September 2017 (n = 2,173)
Total	**41%**
Atlantic	29%
Quebec	48%
Ontario	40%
MB/SK	48%
Alberta	36%
BC	38%
Montreal	46%
Toronto	32%
Vancouver	39%

Q28. How likely are you to visit a Parks Canada national park, national historic site and/or national waterway this fall?
Base: All respondents

Knowledge of the Term Biodiversity

While just 15% of Canadians rated their knowledge of the term biodiversity as very high in September 2017, a total of 41% gave it a top-two box rating. Knowledge was higher than the national rate across all three CMAs and all regions, excluding Quebec and Manitoba/Saskatchewan (See **Exhibit D4**).

Exhibit D4 – Knowledge of Biodivesity – Results by Region and CMA

Top Two Box Percent	
	September 2017 (n = 2,173)
Total	**41%**
Atlantic	40%
Quebec	39%
Ontario	42%
MB/SK	35%
Alberta	42%
BC	47%
Montreal	42%
Toronto	45%
Vancouver	49%

How would you rate your level of knowledge of the term biodiversity?
Base: All respondents

Attitudes Toward Parks Canada

In December 2017, Canadians said they feel very strongly that national parks are an important part of our country's legacy, and strongly agree that parks are a source of pride for them. Well over half also strongly agreed that Parks Canada encourages Canadians to care about the protection of parks. Canadians were less likely to strongly agree

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that Parks Canada inspires youth to participate in conservation, though overall agreement was over 70% (See **Exhibit D5**).

Exhibit D5 – Attitudes Towards Parks Canada

Top 2 Box Percent	
	December 2017 (n=2,146)
National parks are an important legacy established by Canadians for current and future generations	93%
National Parks are a source of pride for me as a Canadian.	90%
Parks Canada encourages Canadians to care about the protection of national parks	89%
Parks Canada inspires youth to participate in conservation activities in their national parks	73%

Please indicate your level of agreement with the following statements. Do you strongly disagree, somewhat disagree, neither disagree nor agree, somewhat agree or strongly agree that:
Base: All respondents (n=2,146)

Awareness of Conservation Initiatives

The December 2017 and March 2018 waves demonstrated that there are encouraging levels of awareness of PCA's conservation initiatives. At least half of Canadians are aware of efforts to protect species at risk in national parks, making this initiative the most broadly known. As of March 2018, each of the other seven conservation initiatives tested found between 33% and 43% claimed awareness (See **Exhibit D6**).

Exhibit D6 – Awareness of Conservation Initiatives

Top 2 Box Percent		
	December 2017 (n=2,146)	March 2018 (n=2,163)
Efforts to protect species at risk in national parks	58%	52%
Long term tracking of the health of plants and animals in national parks	52%	43%
Use of controlled fires to rejuvenate forest habitats	43%	41%
Scientific research on environment in national parks	44%	37%
Public engagement in conservation activities, such as bird counts	39%	34%
Actions to create new protected water and land areas	40%	34%
Monitoring and limiting the impacts of climate change in national parks	40%	33%
Collaboration with Indigenous peoples to protect and manage national parks	36%	33%

Conservation of Canada's national parks and national marine conservation areas involves a number of activities to ensure these places remain healthy. On a 5 point scale, where 1 means very low and 5 means very high, how would you rate your level of awareness of the following activities that occur in these places?
Base: All respondents

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Awareness of Conservation Initiatives

Perhaps even more encouragingly, the March 2018 wave discovered that roughly half of Canadians are interested in learning more about the science and conservation activities Parks Canada does (See **Exhibit D7**).

Exhibit D7 – Interest in Learning about Science and Conservation Initiatives

Top Two Box Percent	
	March 2018 (n = 2,163)
Total	**46%**
Atlantic	44%
Quebec	49%
Ontario	47%
MB/SK	40%
Alberta	41%
BC	50%
Montreal	51%
Toronto	45%
Vancouver	49%

How interested are you in learning more about these science and conservation activities Parks Canada does?
Base: All respondents

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CONCLUSIONS

- **Parks Canada's outreach efforts are helping to maintain its presence among Canadians, in terms of overall awareness of the Parks Canada brand.** Awareness in the last wave of this study (March 2018) was 83%, which lowered slightly from the 85% of the middle quarters, however rising from the initial rate of 82% in the first quarter.

- **Through part of the 2017-18 tracking, Canadians were continuing the trend measured in the previous year, proving to be much more likely to have heard, read or watched anything about Parks Canada than since tracking began in 2012.** After peaking at the outset of the year, even in the final wave of study, 53% percent of Canadians could recall seeing something about at least one of Parks Canada, National Parks of Canada, and National Historic Sites of Canada.

  — TV continues to be the primary source of information, and the percentage of Canadians who report seeing something about Parks Canada on social media has declined, but represents a much higher figure than the 5% measured in June 2016.

- Following a trend observed previously throughout the 2016-17 tracking, **there are notable regional variations in awareness and recall of messaging from Parks Canada.** Canadians in western provinces and Atlantic Canada tend to be more engaged with Parks Canada, and residents in Quebec tend to be the least engaged.

- **There remains widespread support for Parks Canada's mandate.** Nationally, the vast majority of Canadians support Parks Canada's mandate, and the Agency has very few detractors. If anything, for the early quarters of tracking, the intensity of support was stable, although this tapered somewhat by the close of the year.

- **Canadians were clearly quite broadly interested in participating in Canada's 150th celebrations in summer 2017, including taking advantage of the free admission to national parks, historic sites and heritage places.** Regionally, Quebeckers were the least likely to participate, but proportions in that region were still fairly high.

  — Among those who intended to participate, attending an event in the community or visiting a national park, taking advantage of free admission, were the most likely types of activities.

- **Roughly half of Canadians are aware of Parks Canada's conservation initiatives and about the same proportion say they are interested in learning more about the science and conservation being done by Parks Canada.**

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APPENDIX A: SURVEY METHODOLOGY REPORT

Survey Methodology

Nielsen conducted telephone interviews as part of omnibus surveys in June 2017 (n=2,167, between June 1st and 13th, 2017), September 2017 (n=2,173, between September 7th and 18th, 2017), December 2017 (n=2,146, between December 7th and 18th, 2017), and March 2018 (n=2,163, between March 1st to 12th, 2018). The study was designed to target a nationally representative sample of 2,000 adult Canadians (aged 18 and over) per study and oversamples (where necessary) to obtain 250 adults each wave from three CMAs – Montreal, Toronto, and Vancouver.

Details of the methodology are outlined below.

Questionnaire Design

The study used a survey of eight core questions. On occasion, specific questions were not included in each wave, however, the final questionnaire maintained a consistent measurement of key performance indicators to ensure comparability with previous results.

Sample Design and Selection

The study was designed to target a nationally representative sample of 2,000 adult Canadians (aged 18 and over) per study and oversamples (where necessary) to obtain 250 adults each wave from three CMAs – Montreal, Toronto, and Vancouver.

Both the main sample and the oversample were stratified by gender within each region to allow for meaningful sub-group analysis and to ensure that weighting factors stayed within the acceptable research standards. Additionally, quotas were set to reach Canadians by landline and cell phone, at a ratio of 75% landline interviews to 25% cell phone interviews.

The final sample size was 8,649, distributed fairly evening across the four study waves. The final sample is outlined in detail in the following tables:

Study	General Sample	Margin of Sampling Error
June 2017	2,167	±2.1%
September 2017	2,173	±2.1%
December 2017	2,146	±2.1%
March 2018	2,163	±2.1%

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Province/CMA	June 2017 (n = 2,167)		September 2017 (n = 2,173)		December 2017 (n = 2,146)		March 2018 (n = 2,163)	
	General Sample	Margin of sampling error	General Sample	Margin of sampling error	General Sample	Margin of sampling error	General Sample	Margin of sampling error
Atlantic Canada	206	± 6.8%	206	± 6.8%	201	± 6.9%	206	± 6.8%
Quebec	507	± 4.4%	497	± 4.4%	491	± 4.4%	501	± 4.4%
Montreal CMA	646	± 3.9%	647	± 3.9%	643	± 3.9%	654	± 3.8%
Ontario	207	± 6.8%	208	± 6.8%	207	± 6.8%	203	± 6.9%
Toronto CMA	217	± 6.6%	224	± 6.6%	223	± 6.6%	221	± 6.6%
MB/SK	384	± 5.0%	391	± 5.0%	381	± 5.0%	378	± 5.0%
Alberta	262	± 6.0%	252	± 6.2%	251	± 6.2%	261	± 6.1%
BC	280	± 5.9%	277	± 5.9%	251	± 6.2%	289	± 5.8%
Vancouver CMA	250	± 6.2%	258	± 6.1%	259	± 6.1%	252	± 6.2%

The sample was drawn using SurveySampler technology, which ensures that all residential listings in Canada have an opportunity to be selected for inclusion in the survey. Within the households selected, respondents 18 years or older were screened.

Sample Distribution

A sample of 8,649 drawn from the Canadian population would be expected to provide results accurate to within plus or minus 1.1% percent in 95 out of 100 samples. A complete breakdown of the margin of error can be seen in the sample tables above.

Sample Disposition and Response Rate

A total of 960,107 Canadian households were dialed for this study, of which 9,293 qualified as eligible and completed the survey (adults 18 years and older). The overall response rate achieved for the 2017-2018 study was 1.7%. The following reports on sample disposition and response rate follows MRIA guidelines, which are set up to establish consistency in reporting across the market research industry.

Empirical Calculation for Data Collection	June 2017 (n = 2,167)	September 2017 (n = 2,173)	December 2017 (n = 2,146)	March 2018 (n = 2,163)
Total Numbers Attempted	**349,107**	**318,394**	**151,798**	**140,808**
NIS, fax/modem, business/non-res.	154,162	131,405	63,625	58,521
Unresolved (U)	**144,317**	**133,970**	**62,576**	**59,031**
Busy, no answer, answering machine	144,317	133,970	62,576	59,031
In-scope - Non-responding (IS)	**48,330**	**50,694**	**23,354**	**20,829**
Language problem	1,091	1,085	842	657
Illness, incapable	361	294	299	305
Selected respondent not available	23,660	26,876	3,594	3,753
Household refusal	8,009	8,569	10,891	10,500
Respondent refusal	14,728	13,404	7,247	5,098
Qualified respondent break-off	481	466	481	516

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In-scope - Responding units (R)	2,298	2,325	2,243	2,427
Not qualified	131	152	73	93
Quota full	0	0	24	171
Completed interviews	2,167	2,173	2,146	2,163
Response Rate = R/(U+IS+R)	1.18%	1.24%	2.54%	2.95%

Survey Administration

The telephone survey was conducted with 8,649 respondents in English or French using computer-assisted-telephone-interviewing (CATI) technology, from Nielsen's facilities in Ottawa and Montreal. All interviewing was conducted by fully trained and supervised interviewers, and a minimum of 10% of all completed interviews were independently monitored and validated in real time.

Nielsen informed all survey participants of the general purpose of the research, identified the research supplier, informed participants that their participation in the study was voluntary, and that all information provided would remain confidential. Furthermore, the survey was registered with the National Survey Registration System.

Nielsen used Confirmit's "Horizon" CATI program for data collection. The software provided complete control over entry flow, including skips, valid ranges, and logical error-trapping. The "Horizon" system imported sample directly from databases – no need for re-entry and no entry errors. Moreover, the system automated all scheduling and call-back tasks, ensuring that every appointment was set within project time limitations and that an interviewer was available for every call-back.

Data Analysis

Upon completion of data collection, Nielsen cleaned, coded, and weighted the data. The data was then tabulated according to the analysis plan provided by PCA. Our data analysis procedures are outlined below:

Data Cleaning: Nielsen analysts have considerable experience in cleaning data files, conducting statistical routines, producing tabular output, and weighting data to provide an accurate measure of the population as a whole.

The following are the basic steps taken when cleaning data files:

- Ensure that all coded questions have updated codes and multiple mentions do not have duplicate codes;
- Create all new variables as a result of programming;
- Confirm that all relevant variables are included in the data file;
- Final frequency check (for out-of-range values) and recodes created, including those for outliers;
- Verify that variable names and question numbers match the final version of the questionnaire; and
- Create and verify new variable creations (against source variables) as outlined in the analysis plan and perform spell check on all variables.

In addition to these generic rules, project specific requirements are also taken into account. It is also noteworthy that because the CATI software controls the questionnaire flow and data entry, data are typically quite clean from the outset.

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Coding Procedures: The coding department takes the verbatim responses and creates a numeric code list of common answers. For any open-end answers that are do not fall into pre-coded categories, our head coder, in close conjunction with the consulting team, collapses lists of responses to open-ended variables into categories. A single coder is used to maximize consistency on this task. The rough frequencies obtained from this exercise are used to develop a code list. Once final approval is granted, the code list is annotated with specific examples so that accurate coding is assured.

The annotated code list is provided to our coding team, which attaches codes directly to the electronic coding file. This exercise can also be performed in a two-pass format, by two different coders. The head coder reconciles inconsistencies, guaranteeing consistent and accurate reporting of open-ended responses. In general, Nielsen aims for less than 10% of responses remaining under a 'other specify' code category, creating codes for any mentions that add up to 1% or more of total responses. The resulting data file is exported to the statistical package to quantify the responses for statistical analysis. The generated code lists are submitted to the client for approval and subsequently we use our internal quality assurance lists to verify that all approved codes have been coded correctly.

For the purposes of this project, the coding team was provided with lists of National Parks and National Historic Sites administered by Parks Canada. The destination coding scheme was designed to differentiate between these places, and other mentions. The coding team also referred to the coding scheme for PCA's tracking study in order to ensure consistency where relevant.

Weighting: At the conclusion of the data collection and cleaning, Nielsen weighted the data by region, age and gender to reflect the actual proportions found in the population. This ensured the findings from the research could be extrapolated to the entire population with accuracy. Nielsen uses a standard procedure for calculating weighting factors, based on established methodological standards and extensive experience in sample weighting over hundreds of projects (including many for the Government of Canada).

This procedure involves calculating the actual population within each segment and the true proportion of the sample that would fall into each segment if the survey were conducted on strictly a random basis. Into this number is divided the actual segment sub-sample to produce a weighting factor that is then used to "weight" the data for that segment. While there are various ways of accomplishing this task, this procedure is the most straightforward and effective.

Data Analysis: Nielsen prepared analysis that included key banner breaks outlined by the analysis plan provided by PCA. Once the survey data had been collected and cleaned, Nielsen ran a series of data tables that provided results for all questions in the survey, both overall and broken down by selected "banners." This permitted the comparison of results from various sub-group segments of interest; statistical significance testing was shown between all banner points in the data tables. The analysis plan included banners for basic segments including age, gender, region, and community. Additional breaks were added for immigrant status and origin, awareness of Parks Canada, and other key segments defined by the PCA analysis plan.

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APPENDIX B: QUESTIONNAIRES

Core Questionnaire

Q1. To the best of your knowledge, what is the name of the organization or government department that operates officially designated national parks and national historic sites of Canada?

À votre connaissance, quel est le nom de l'organisme ou du ministère gouvernemental qui exploite officiellement les parcs nationaux et les lieux historiques nationaux du Canada désignés ?
[NE LISEZ PAS LES CHOIX DE RÉPONSES – CODEZ UNE SEULE RÉPONSE.]

    01 – Parks Canada
    02 – Canada Parks
    03 – Canadian National Parks
    04 – Parks department
    05 – Federal government/Government of Canada
    06 – Provincial government
    07 – Environment Canada
    08 – Didn't know there were national parks
    09 – Didn't know there were national historic sites
    98 – Other (SPECIFY_____)
    99 – Don't know/No answer

    01 – Parcs Canada
    02 – Canada Parcs
    03 – Parcs nationaux canadiens
    04 – Service des parcs
    05 – Gouvernement fédéral/Gouvernement du Canada
    06 – Gouvernement provincial
    07 – Environnement Canada
    08 – Ne savait pas qu'il y avait des parcs nationaux
    09 – Ne savait pas qu'il y avait des lieux historiques nationaux
    98 – Autre (PRÉCISEZ :_____)
    99 – Ne sait pas/Pas de réponse

[IF Q5 = 01 (PARKS CANADA), SKIP Q6]

Q2. Have you ever heard of Parks Canada, which is a federal government agency?

Avez-vous déjà entendu parler de Parcs Canada, qui est une agence du gouvernement fédéral ?

    01 – Yes, had heard of
    02 – No, had not heard of

99 – Don't know/No answer

01 – Oui, en a entendu parler
02 – Non, n'en a pas entendu parler
99 – Ne sait pas/pas de réponse

Q3. In the past three months, have you heard, read, or watched anything about the following?

Au cours des trois derniers mois, avez-vous entendu, lu ou vu quelque chose au sujet de ce qui suit?

[Keep 7a first; read and rotate 7b and 7c – repeat scale as required]

a. Parks Canada [ALWAYS FIRST]
b. National Parks of Canada
c. National Historic Sites of Canada

01 – Yes
02 – No
99 – Don't know/No answer

a. Parcs Canada [ALWAYS FIRST]
b. Parcs nationaux du Canada
c. Lieux historiques nationaux du Canada

01 – Oui
02 – Non
99 – Ne sait pas/pas de réponse

[IF YES TO ANY AT Q7, ASK Q8 / IF Q7 = 02 (No) OR 99 (DN/NA), SKIP Q8]

Q4. Where specifically do you recall hearing, watching or reading something about Parks Canada, National Parks or National Historic Sites? [DO NOT READ – CODE ALL THAT APPLY]

Où vous souvenez-vous précisément d'avoir entendu, lu ou vu quelque chose au sujet de Parcs Canada, des parcs nationaux ou des lieux historiques nationaux?
[NE LISEZ PAS LES CHOIX DE RÉPONSES - CODER TOUTES LES RÉPONSES QUI S'APPLIQUENT]

****   FOR THIS QUESTION WE ARE LOOKING FOR MEDIA RELATED ANSWERS
****   PROBE FURTHER IF MENTION MAGAZINE, NEWPAPER, TV, MAILING INFORMATION (WHERE, ABOUT WHAT?)

01 – Parks Canada website (www.pc.gc.ca, www.pccamping.ca)
02 – Parks Canada newsletter
03 – Magazine article (PROBE FOR SPECIFICS)
04 – Newspaper article (PROBE FOR SPECIFICS)

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05 – TV program/documentary (PROBE FOR SPECIFICS)
06 – Movie theatres or cinemas
07 – From friends/family members
08 – Events/concerts
09 – Trade Shows
10 – Street displays/vignettes (Skywalk Toronto, Parliamant Hill, etc.)
11 – Mailing information/direct mail/door to door advertising (PROBE FOR SPECIFICS)
12 – Social media (Facebook, Youtube, Myspace, Twitter)
13 – Other websites
14 – Radio
15 – At museums
16 – Brochures/pamphlets
17 – Travel/tourism guides
98 – Other (SPECIFY _____)
99 – Don't know/No answer

01 – Site Web de Parcs Canada (www.pc.gc.ca, www.pccamping.ca)
02 – Bulletin d'information de Parcs Canada
03 – Article dans une revue ou un magazine (SONDEZ POUR UNE RÉPONSE PRÉCISE)
04 – Article dans le journal (SONDEZ POUR UNE RÉPONSE PRÉCISE)
05 – Émission/documentaire à la télévision (SONDEZ POUR UNE RÉPONSE PRÉCISE)
06 – Au cinéma
07 – Des amis ou des membres de la famille
08 – Événements / concerts
09 – Expositions / foires commerciales

10 – Panneaux/Vignettes dans la rue (skywalk de Toronto, colline parlementaire, etc.)
11 – Information par la poste/publipostage/publicité porte à porte (SONDEZ POUR UNE RÉPONSE PRÉCISE)
12 – Médias sociaux (Facebook, Youtube, Myspace, Twitter)
13 – Autres sites Web
14 – Radio
15 – Aux musées
16 – Brochures/dépliants
17 – Guides de voyage/touristiques
98 – Autre (PRÉCISER _____)
99 – Ne sait pas/pas de réponse

Q5.   Parks Canada aims to protect and present Canada's national parks, historic sites and marine conservation areas, and also to promote public understanding, appreciation and enjoyment of these places for present and future generations.

On a 5 point scale, where one means completely oppose, 3 means neither support nor oppose and 5 means completely support, please tell me how much you oppose or support this mandate. [CODE ONE RESPONSE]

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Le mandat de Parcs Canada est de protéger et de présenter les parcs nationaux, les lieux historiques et les aires marines de conservation du Canada, ainsi que de favoriser la connaissance, l'appréciation et l'utilisation de ces lieux par le public, qu'il s'agisse des générations actuelles ou des générations futures.

Sur une échelle de 5 points, où 1 signifie que vous vous opposez totalement, 3 signifie que vous n'êtes ni pour ni contre et 5 signifie que vous appuyez totalement, veuillez indiquer dans quelle mesure vous vous opposez à ce mandat ou vous l'appuyez. [NOTER UNE RÉPONSE]

01 – Completely oppose
02 –
03 – Neither support nor oppose
04 –
05 – Completely support
VOLUNTEERED
99 – DK/NA

01 – S'oppose totalement
02 –
03 – Ni pour, ni contre
04 –
05 – Appuie totalement
NON SUGGÉRÉ
99 – Ne sait pas

RESPONDENT PROFILE QUESTIONS ASKED IN PREVIOUS AWARENESS TRACKING OMNIBUS SURVEY FOR REFERENCE:

Qa-Gender / *Genre*

Qb-Postal Codes-origin / *Codes postaux-provenance*

Qc-Education / *Éducation*

Qd-Age / *Âge*

Qe-Marital Status / *Statut civique*

Qf-Household / *Ménage*

Qg-Children living in household (<18) / *Enfants vivant dans le ménage (<18)*

Qh-Employment Status / *Statut d'emploi*

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Qi-Do you have access to the internet at work, at home, at both or neither? / *Avez-vous accès à Internet au travail, à la maison, aux deux endroits ou ni l'un ni l'autre?*

Qj-What was your total household income for 2015? / *Quel était votre total revenu du ménage en 2014?*

Qk-Language / *Langue*

Ql – Which of the following best describes you? [CODE ONLY ONE] / *Quel énoncé vous décrit le mieux? [CODER UNE RÉPONSE]*

    01-I am a Canadian Citizen, born in Canada
    02-I immigrated to Canada
    Not suggested
    98-Don't Know
    99-Refused

    01-Je suis un(e) citoyen(ne) canadien(ne) né(e) au Canada
    02-J'ai immigré au Canada
    Non suggéré
    98-Ne sais pas
    99-Refus

Question Ql is a required close ended question concerning immigration status in the respondent profile questions for the purpose of PCA communications. **However, the following categories may change to accommodate needs and analysis.**

Additional Questions

June 2017

Q7. **How likely are you to take part in the following activities this summer as part of Canada's 150th birthday? For each, please indicate if you are very likely, somewhat likely, neither likely nor unlikely, somewhat unlikely, or very unlikely to take part.**
    [CODE ONE RESPONSE]   **[NO RANDOM ROTATION]**

    a) I will attend or participate in an event, activity or initiative in my local community
       [within 40 km of respondent's home]

    b) I will attend or participate in an event, activity or initiative outside my local community
       [more than 40 km distance away from home]

    c) I will visit a Parks Canada national park, national historic site and/or national
       waterway, which will have free admission this year

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d) I will watch these events on television

01 – Very unlikely	01 – *Très improbable*
02 – Somewhat unlikely	02 – *Plutôt improbable*
03 – Neither likely nor unlikely	03 – *Ni probable ni improbable*
04 – Somewhat likely	04 – *Plutôt probable*
05 – Very likely	05 – *Très probable*
VOLUNTEERED	*VOLONTAIRE*
99 – DK/NA	99 – *NSP/SO*

Dans quelle mesure est-il probable que vous participiez aux items suivants reliés au 150ième anniversaire du Canada cet été? Pour chacun, veuillez indiquer si c'est très probable, plutôt probable, ni probable ni improbable, plutôt improbable, très improbable que vous y participiez. [NOTER UNE RÉPONSE] *[AUCUNE ROTATION ALÉATOIRE}*

   a) *Je vais participer à un événement, une activité ou une initiative dans ma communauté locale [dans un rayon de 40 km du domicile du répondant]*

   b) *Je vais participer à un événement, une activité ou une initiative à l'extérieur de ma communauté locale [dans un rayon de plus de 40 km du domicile]*

   c) *Je vais visiter un parc national, un lieu historique national et/ou une voie navigable nationale, dont l'entrée sera gratuite cette année*

   d) *Je vais regarder ces événements à la télévision*

[IF 04 or 05 (very likely or somewhat likely) to 'c', ASK Q8]

Q8.   What national park, national historic site or national waterway are you planning to visit this summer?
[DO NOT READ – CODE FIRST RESPONSE ONLY]

Quel parc national, lieu historique national ou voie navigable nationale prévoyez-vous visiter cet été? [NE PAS LIRE – CODER la première réponse]

Code individual PCA places	Code individual PCA places
150 – Other / non PCA places	*150 – Autre / autres lieux*
199 – Do not know/ not sure	*199 - Ne sait pas/pas de réponse*

(See Appendix for list of PCA places)

September 2017

Q7.   How likely are you to visit a Parks Canada national park, national historic site and/or national waterway this Fall?

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01 – Very unlikely
02 – Somewhat unlikely
03 – Neither likely nor unlikely
04 – Somewhat likely
05 – Very likely
VOLUNTEERED
99 – DK/NA

Dans quelle mesure est-il probable que vous visitiez un parc national, un lieu historique national et/ou une voie navigable nationale cet automne?

01 – Très improbable
02 – Plutôt improbable
03 – Ni probable ni improbable
04 – Plutôt probable
05 – Très probable
VOLONTAIRE
99 – NSP/SO

Q8. **The term *biodiversity* is commonly used to describe the variety of life on earth. For example, it refers to the numbers and variety of plants and animals living on land or in fresh water. On a 5 point scale, where one means very low and 5 means very high, how would you rate your level of knowledge of the term biodiversity?**

01 – Very low
02 –
03 –
04 –
05 – Very high
VOLUNTEERED
99 – DK/NA

Le terme biodiversité est généralement utilisé pour décrire la variété de la vie sur terre. Par exemple, ce terme fait référence aux nombres et à la variété de plantes et d'animaux vivant sur la terre ou dans l'eau. Sur une échelle de 5 points, où 1 signifie très bas et 5 signifie très élevé, comment évalueriez-vous votre niveau de connaissance du terme biodiversité?

01 – Très bas
02 –
03 –
04 –
05 – Très élevé
VOLUNTAIRE
99 – NSP/SO

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Q7. Please indicate your level of agreement with the following statements. Do you strongly disagree, somewhat disagree, neither disagree nor agree, somewhat agree or strongly agree that:

1) National Parks are a source of pride for me as a Canadian
2) Parks Canada encourages Canadians to care about the protection of national parks
3) Parks Canada inspires youth to participate in conservation activities in their national parks
4) National parks are an important legacy established by Canadians for current and future generations

Veuillez indiquer dans quelle mesure vous êtes en accord avec les énoncés suivants. Êtes-vous fortement en désaccord, plutôt en désaccord, ni en désaccord/ni d'accord, plutôt d'accord ou fortement d'accord que :

1) *Les parcs nationaux sont une source de fierté pour moi, en tant que Canadien(ne)*
2) *Parcs Canada encourage les Canadiens(nes) à avoir à cœur la protection des parcs nationaux*
3) *Parcs Canada inspire les jeunes à participer aux activités de conservation dans leurs parcs nationaux*
4) *Les parcs nationaux sont un héritage important légué par les Canadiens(nes) pour les générations actuelles et futures*

01 – Strongly disagree	*01 – Fortement en désaccord*
02 – Somewhat disagree	*02 – Plutôt en désaccord*
03 – Neither disagree nor agree	*03 – Ni en désaccord/ni d'accord*
04 – Somewhat agree	*04 – Plutôt d'accord*
05 – Strongly agree	*05 – Fortement d'accord*
VOLUNTEERED	*NON SUGGÉRÉ*
99 – DK/NA	99 – Ne sais pas/Pas de réponse

Q8. Conservation of Canada's national parks and national marine conservation areas involves a number of activities to ensure these places remain healthy.

On a 5 point scale, where 1 means very low and 5 means very high, how would you rate your level of awareness of the following activities that occur in these places?

[READ AND ROTATE]

a. Efforts to protect species at risk in national parks
b. Collaboration with Indigenous peoples to protect and manage national parks
c. Long term tracking of the health of plants and animals in national parks (such as tagging turtles, monitoring salmon, butterflies or birds)
d. Use of controlled fires to rejuvenate forest habitats
e. Actions to create new protected water and land areas
f. Monitoring and limiting the impacts of climate change in national parks
g. Scientific research on environment in national parks

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h. Public engagement in conservation activities, such as bird counts

La conservation des parcs nationaux et des aires marines nationales de conservation requiert de nombreuses activités de conservation pour faire en sorte de préserver la santé de ces endroits.

Sur une échelle de 5 points, où 1 signifie très faible et 5 signifie très élevé, veuillez indiquer votre niveau de connaissance des activités suivantes qui ont lieu dans ces endroits.

[READ AND ROTATE]

a. *Efforts pour protéger les espèces en péril dans les parcs nationaux*
b. *Collaboration avec les peuples autochtones pour protéger et gérer les parcs nationaux*
c. *Suivi à long terme de la santé des plantes et des animaux dans les parcs nationaux (comme le marquage de tortues, la surveillance des saumons, des papillons ou des oiseaux)*
d. *Recours à des feux contrôlés pour régénérer les habitats forestiers*
e. *Mesures pour créer de nouvelles aires terrestres et marines protégées*
f. *Surveillance et limitation des impacts du changement climatique dans les parcs nationaux*
g. *Recherche scientifique sur l'environnement dans les parcs nationaux*
h. *Participation du public dans des activités de conservation, comme le dénombrement des oiseaux*

01 – Very low	*01 – Très faible*
02 –	*02 –*
03 –	*03 –*
04 –	*04 –*
05 – Very high	*05 – Très élevé*
VOLUNTEERED	*NON SUGGÉRÉ*
99 – DK/NA	99 – Ne sais pas/Pas de réponse

March 2018

Q7. **Conservation of Canada's national parks and national marine conservation areas involves a number of activities to ensure these places remain healthy.**

On a 5 point scale, where 1 means very low and 5 means very high, how would you rate your level of awareness of the following activities that occur in these places?

[READ AND ROTATE]

i. **Efforts to protect species at risk in national parks**
j. **Collaboration with Indigenous peoples to protect and manage national parks**
k. **Long term tracking of the health of plants and animals in national parks (such as tagging turtles, monitoring salmon, butterflies or birds)**
l. **Use of controlled fires to rejuvenate forest habitats**
m. **Actions to create new protected water and land areas**
n. **Monitoring and limiting the impacts of climate change in national parks**
o. **Scientific research on environment in national parks**

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p. Public engagement in conservation activities, such as bird counts

La conservation des parcs nationaux et des aires marines nationales de conservation requiert de nombreuses activités de conservation pour faire en sorte de préserver la santé de ces endroits.

Sur une échelle de 5 points, où 1 signifie très faible et 5 signifie très élevé, veuillez indiquer votre niveau de connaissance des activités suivantes qui ont lieu dans ces endroits.

[READ AND ROTATE]

i. Efforts pour protéger les espèces en péril dans les parcs nationaux
j. Collaboration avec les peuples autochtones pour protéger et gérer les parcs nationaux
k. Suivi à long terme de la santé des plantes et des animaux dans les parcs nationaux (comme le marquage de tortues, la surveillance des saumons, des papillons ou des oiseaux)
l. Recours à des feux contrôlés pour régénérer les habitats forestiers
m. Mesures pour créer de nouvelles aires terrestres et marines protégées
n. Surveillance et limitation des impacts du changement climatique dans les parcs nationaux
o. Recherche scientifique sur l'environnement dans les parcs nationaux
p. Participation du public dans des activités de conservation, comme le dénombrement des oiseaux

01 – Very low	*01 – Très faible*
02 –	*02 –*
03 –	*03 –*
04 –	*04 –*
05 – Very high	*05 – Très élevé*
VOLUNTEERED	*NON SUGGÉRÉ*
99 – DK/NA	99 – Ne sais pas/Pas de réponse

Q8. On a 5 point scale, where 1 means not at all interested and 5 very interested, how interested are you in learning more about these science and conservation activities Parks Canada does? Would you be…

Sur une échelle de 5 points, où 1 signifie « pas du tout intéressé » et 5 signifie « très intéressé », quel serait votre intérêt à en apprendre plus sur ces activités scientifiques et de conservation que Parcs Canada réalise? Vous seriez…

01 – Not at all interested	*01 – Pas du tout intéressé*
02 –	*02 –*
03 –	*03 –*
04 –	*04 –*
05 – Very interested	*05 – Très intéressé*
VOLUNTEERED	*NON SUGGÉRÉ*
99 – DK/NA	99 – Ne sais pas/Pas de réponse

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Appendix – List of PCA places

Prov	Place (Eng)	Place (FR)
AB	Banff	Banff
AB	Banff Park Museum	Musée-du-Parc-Banff
AB	Bar U Ranch	Ranch-Bar-U
AB	Cave and Basin	Cave and Basin
AB	Elk Island	Elk Island
AB	Jasper	Jasper
AB	Rocky Mountain House	Rocky-Mountain-House
AB	Waterton Lakes	Lacs-Waterton
BC	Chilkoot Trail	Piste-Chilkoot
BC	Fort Langley	Fort-Langley
BC	Fort Rodd Hill/Fisgard Lighthouse	Fort Rodd Hill / Phare-de-Fisgard
BC	Fort St. James	Fort-St. James
BC	Gulf of Georgia Cannery	Gulf of Georgia Cannery
BC	Gwaii Haanas Reserve	Réserve Gwaii Haanas
BC	Kootenay	Kootenay
BC	Mount Rev-Glacier	Mont-Revelstoke et Glaciers
BC	Nan Sdins	Nan Sdins
BC	Pacific Rim Reserve	Réserve Pacific Rim
BC	Rogers Pass	Col-Rogers
BC	Yoho	Yoho
MB	Lower Fort Garry	Lower Fort Garry
MB	Prince of Wales Fort	Fort-Prince-de-Galles
MB	Riding Mountain	Mont-Riding
MB	Riel House	Maison-Riel
MB	St. Andrew's Rectory	Presbytère-St. Andrews
MB	The Forks	La Fourche
MB	Wapusk	Wapusk
MB	York Factory	York Factory
NB	Carleton Martello Tower	Tour-Martello-de-Carleton
NB	Fort Beauséjour /Cumberland	Fort Beauséjour-Fort Cumberland
NB	Fundy	Fundy
NB	Kouchibouguac	Kouchibouguac
NB	Monument-Lefebvre	Monument-Lefebvre
NB	St. Andrews Blockhouse	Blockhaus-de-St. Andrews
NL	Cape Spear	Cap-Spear
NL	Castle Hill	Castle Hill
NL	Gros Morne	Gros-Morne
NL	Hawthorne Cottage	Cottage-Hawthorne
NL	L'Anse aux Meadows	L'Anse aux Meadows
NL	Port au Choix	Port au Choix
NL	Red Bay	Red Bay

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NL	Ryan Premises	éstablissement-Ryan
NL	Signal Hill	Signal Hill
NL	Terra Nova	Terra-Nova
NS	Alexander Graham Bell	Alexander-Graham-Gell
NS	Canso-Grassy Island Fort	Îles Canso / fort-de-l'Île-Grassy
NS	Cape Breton Highlands	Hautes-Terres-du-Cap-Breton
NS	Fort Anne	Fort-Anne
NS	Fort Edward	Fort-Edward
NS	Fortress of Louisbourg	Forteresse-de-Louisbourg
NS	Grand-Pré	Grand-Pré
NS	Halifax Citadel	Citadelle-d'Halifax
NS	Kejimkujik	Kejimkujik
NS	Marconi	Marconi
NS	Port-Royal	Port-Royal
NS	Prince of Wales Tower	Tour-Prince-de-Galles
NS	St. Peters Canal	Canal-de-St.-Peter's
NS	York Redoubt	Redoute-York
NT	Aulavik	Aulavik
NT	Nahanni Reserve	Réserve Nahanni
NT	Tuktut Nogait	Tuktut Nogait
NT	Wood Buffalo	Wood Buffalo
NU	Auyuittuq	Auyuittuq
NU	Sirmilik	Sirmilik
NU	Quttinirpaaq	Quttinirpaaq
ON	Battle of the Windmill	Bataille-du-Moulin-à-Vent
ON	Bellevue House	Villa-Bellevue
ON	Bethune Memorial House	Maison-Commémorative Bethune
ON	Bruce Peninsula	Péninsule-Bruce
ON	Fathom Five Marine Park	Parc marin national Fathom Five
ON	Fort George	Fort-George
ON	Fort Malden	Fort-Malden
ON	Fort St. Joseph	Fort-St. Joseph
ON	Fort Wellington	Fort-Wellington
ON	Georgian Bay Islands	Îles-de-la-Baie-Georgienne
ON	HMCS Haida	NCSM Haida
ON	Laurier House	Maison-Laurier
ON	Point Pelee	Pointe-Pelée
ON	Pukaskwa	Pukaskwa
ON	Queenston Heights	Hauteurs-de-Queenston
ON	Rideau Canal	Canal-Rideau
ON	Sault Ste. Marie Canal	Canal-de-Sault Ste.Marie
ON	Thousand Islands	Mille-Îsles
ON	Trent–Severn Waterway	Voie-Navigable-Trent-Severn
ON	Woodside	Woodside

PE	Green Gables House	Maison Green Gables
PE	Port-la-Joye – Fort Amherst	Port-la-Joye-Fort-Amherst
PE	Prince Edward Island	Île-du-Prince-Édouard
PE	Province House	Province House
QC	Artillery Park	Parc-de-l'Artillerie
QC	Battle of the Châteauguay	Bataille-de-la-Chateâuguay
QC	Battle of the Restigouche	Bataille-de-la-Ristigouche
QC	Carillon Canal	Canal-de-Carillon
QC	Cartier-Brébeuf	Cartier-Brébeuf
QC	Chambly Canal	Canal-de-Chambly
QC	Coteau-du-Lac	Couteau-du-Lac
QC	Forges du Saint-Maurice	Forges-du-Saint-Maurice
QC	Forillon	Forillon
QC	Fort Chambly	Fort-Chambly
QC	Fort Lennox	Fort-Lennox
QC	Fort Témiscamingue	Fort-Témiscamingue
QC	Fortifications of Québec	Fortifications-de-Québec
QC	Grosse Île & Irish Memorial	Grosse-Île-et-le-Mémorial-des-Irlandais
QC	La Mauricie	La Mauricie
QC	Lachine Canal	Canal-de-Lachine
QC	Lévis Forts	Forts-de-Lévis
QC	Louis S. St. Laurent	Louis-S.-St.-Laurent
QC	Manoir Papineau	Manoir-Papineau
QC	Mingan Archipelago Reserve	Réserve de l'Archipel-de-Mingan
QC	Pointe-au-Père Lighthouse	Phare-de-Pointe-au-Père
QC	Saguenay Marine Park	Parc marin du Saguenay-Saint-Laurent
QC	Saint-Ours Canal	Canal-de-Saint-Ours
QC	Sir George-Étienne Cartier	Sir-Geroge-Étienne-Cartier
QC	Sir Wilfrid Laurier	Sir-Wilfrid-Laurier
QC	St-Anne-de-Bellevue Canal	Canal-de-Sainte-Anne-de-Bellevue
QC	The Fur Trade at Lachine	Commerce-de-la-Fourrure-à-Lachine
SK	Batoche	Batoche
SK	Fort Battleford	Fort-Battleford
SK	Fort Walsh	Fort-Walsh
SK	Grasslands	Prairies
SK	Motherwell Homestead	Homestead-Motherwell
SK	Prince Albert	Prince Albert
YK	Ivvavik	Ivvavik
YK	Klondike NHSs	Lieux historiques nationaux du Klondike
YK	Kluane National Park	Kluane
YK	S.S. Klondike	S.S. Klondike

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