



National Survey of Canadians Research Report

Final Report
Quantitative Research Report

Prepared for: Parks Canada

Contract Number: 5P004-170342/001/CY

POR Number: 024-17

Contract Award Date: September 15, 2017

Date of Delivery: May 18, 2018

Contact Information: information@pc.gc.ca

Contract Value: \$208,233.13


Earnscliffe
Strategy Group

CONTENTS

***EXECUTIVE SUMMARY* 1**

***RÉSUMÉ EXÉCUTIF*..... 3**

***INTRODUCTION* 5**

***DETAILED FINDINGS* 6**

***CONCLUSIONS* 25**

***APPENDIX A: SURVEY METHODOLOGY REPORT*..... 26**

***APPENDIX B: SURVEY INSTRUMENT* 33**

EXECUTIVE SUMMARY

Earnscliffe Strategy Group (Earnscliffe) is pleased to present this report to Parks Canada summarizing the results of the 2018 National Survey of Canadians.

Parks Canada 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.

Parks Canada employs a National Survey of Canadians to gauge the success of its efforts in raising awareness and increasing understanding among Canadians, as well as to understand Canadians’ views and values regarding conservation in a broad sense. The survey is also used to evaluate these topics with specific populations: new Canadians and residents of Canada’s largest census metropolitan areas (CMAs) – Montreal, Toronto, Calgary and Vancouver. The results of this research will be used to evaluate Parks Canada’s performance in the key areas outlined above.

In order to achieve all of the research objectives, Earnscliffe conducted a telephone survey of 3,757 Canadians aged 18 and older. The base sample was 2,500 Canadian adults 18 and older and an additional oversample was conducted among 1,250 Canadians living in four CMAs: Montreal, Toronto, Calgary and Vancouver. The oversample was focused on immigrants, targeting 445 in the CMAs mentioned above, along with 805 general population residents split among the four CMAs. Our chosen fieldwork subcontractor for this assignment was Léger due to their strength in quantitative (telephone) data collection.

Interviews were conducted between January 23 and March 17, 2018. The average length of interview was 10 minutes. The margin of error for a telephone sample of 3,757 Canadians is +/-1.6%, at the 95% confidence level.

Overall Observations

- Total awareness of Parks Canada among Canadians is very high at 86%.
 - Total awareness is stronger in Atlantic Canada, Alberta and the North.
- Almost three quarters of those who are aware of Parks Canada (73%) identify the operation and maintenance of parks as the agency’s main activity.
 - One quarter name protecting parks, while another 20% say protecting the natural environment.
- Support for Parks Canada’s mandate is very strong, with 90% of Canadians supporting the mandate overall.
 - Any variations in support are minimal – Support is only slightly softer among those 18-34 (87% say they support it), as well as in the Prairies (87%).
- Canadians believe that the main reason to create National Parks is to protect natural wildlife areas from human development (57%) and the main reason to create National Historic Sites is to protect historical places, buildings and artifacts from damage and loss (43%).
- Canadians are clearly attached to National Parks. Almost all (99%) agree that they are meant to be enjoyed

by future generations as much as people today. Large majorities (96%) agree that knowing National Parks exist is important to them, and that everyone should visit at least once.

- Canadians support National Historic Sites. For example, 91% would miss them if they were gone and almost all agree that National Historic Sites should be enjoyed by future generations as they are by those today (98%).
- Two-thirds (66%) of Canadians claim to have a favourite National Park, while 52% have a favourite National Historic Site.
 - Among those who do name a Parks Canada park, Banff National Park is the most popular.
 - The most popular National Historic Site is the Fortress of Louisbourg.
- Overall, a large majority of Canadians (86%) want to learn more about Parks Canada.
 - Topics of interest include history (16%), wildlife (12%), the location of national parks and historic sites (11%) and recreation opportunities (10%).

The total cost to conduct this research was \$208,233.13 including HST.

Political Neutrality Statement

I hereby certify as a Representative of Earncliffe 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: 

Date: May 18, 2018

Doug Anderson
Principal, Earncliffe

RÉSUMÉ EXÉCUTIF

Earnscliffe Strategy Group (Earnscliffe) est heureux de présenter ce rapport à Parcs Canada. Il fait la synthèse des résultats de l'édition 2018 du sondage national auprès des Canadiens.

Parcs Canada est l'agence fédérale du gouvernement canadien chargée de protéger des exemples représentatifs du patrimoine naturel et culturel du Canada et de favoriser la connaissance et l'appréciation des Canadiens envers les parcs nationaux, les lieux historiques nationaux et les aires marines nationales de conservation de manière à s'assurer qu'ils puissent demeurer intacts pour les générations d'aujourd'hui et de demain.

Parcs Canada a recours à un sondage national auprès des Canadiens pour mesurer le succès des efforts qu'il déploie afin de sensibiliser les Canadiens, d'accroître leur compréhension, et de mieux comprendre leurs points de vue et leurs valeurs à l'égard de la conservation au sens large. Le sondage est également utilisé pour faire l'évaluation de ces questions auprès de populations particulières, notamment les nouveaux Canadiens et les résidents des plus grandes régions métropolitaines de recensement (RMR) du Canada – Montréal, Toronto, Calgary et Vancouver. Les résultats de cette recherche serviront à évaluer le rendement de Parcs Canada dans les secteurs clés décrits ci-dessus.

Pour répondre à ces objectifs de recherche, Earnscliffe a mené un sondage téléphonique auprès de 3 757 Canadiens âgés de 18 ans et plus. L'échantillon de base était composé de 2 500 adultes canadiens de 18 ans et plus, et un échantillon supplémentaire a été généré, regroupant 1 250 Canadiens vivant dans quatre RMR : Montréal, Toronto, Calgary et Vancouver. Le suréchantillon a mis l'accent sur la représentation des immigrants, en ciblant 445 répondants dans les RMR mentionnées ci-dessus, ainsi que 805 résidents de la population générale répartis entre les quatre RMR. Pour le travail de terrain, notre choix de sous-traitance pour ce contrat s'est arrêté sur la société Léger, une firme qui a fait sa grande force de la collecte de données quantitatives (par téléphone).

Les entrevues, d'une durée moyenne de 10 minutes, se sont déroulées entre le 23 janvier et le 17 mars 2018. La marge d'erreur pour l'échantillon téléphonique de 3 757 Canadiens était de +/-1,6 %, à un niveau de confiance de 95 %.

Observations générales

- La notoriété globale de Parcs Canada auprès des Canadiens est très élevée, se situant à 86 %.
 - La notoriété globale est plus marquée dans le Canada Atlantique, en Alberta et dans le Nord.
- Près de trois quarts des répondants qui déclarent connaître Parcs Canada (73 %) indiquent que l'opération et l'entretien des parcs représentent les principales activités de l'agence.
 - Un quart mentionnent la protection des parcs, tandis qu'un autre 20 % spécifient la protection de l'environnement naturel.
- Les Canadiens appuient le mandat de Parcs Canada dans une proportion très élevée, avec 90 % d'entre eux qui le soutiennent dans l'ensemble.
 - Toute variation en matière de soutien est minimale – on peut seulement observer un léger fléchissement de l'appui chez les répondants âgés de 18 à 34 ans (87 % affirment l'appuyer), de

même que dans la région des Prairies (87 %).

- Les Canadiens estiment que la principale raison à l'origine de la création de parcs nationaux est de protéger les régions naturelles et sauvages menacées par l'activité humaine (57 %) et que la principale raison à l'origine de la création de lieux historiques nationaux est de préserver les sites, les bâtiments historiques et les artefacts des risques de pertes ou de dommages (43 %).
- Les Canadiens sont manifestement attachés aux parcs nationaux. De façon presque unanime (99 %), ils conviennent que les générations futures devraient pouvoir profiter des parcs nationaux autant que les générations actuelles. Une vaste majorité de répondants (96 %) considèrent qu'il est important pour eux de connaître l'existence de parcs nationaux et que tout le monde devrait les visiter au moins une fois.
- Les Canadiens soutiennent les sites historiques nationaux. Par exemple, 91 % affirment que ces sites leur manqueraient s'ils n'existaient plus et presque tous (98 %) étaient d'avis que les générations futures devraient pouvoir profiter des sites historiques nationaux autant que les générations actuelles.
- Les deux tiers (66 %) des Canadiens déclarent avoir un parc national favori, tandis que 52 % affirment avoir un site historique national favori.
 - Parmi ceux qui ont précisé quel parc national ils préfèrent, le parc national de Banff s'est avéré le plus populaire.
 - Le site historique national le plus populaire est la Forteresse-de-Louisbourg.
- Dans l'ensemble, une large majorité de Canadiens (86 %) aimeraient en savoir davantage sur Parcs Canada.
 - Les sujets d'intérêts comprennent l'histoire (16 %), la faune (12 %), l'emplacement des parcs et des lieux historiques nationaux (11 %) et les activités récréatives (10 %).

Le montant total dépensé pour effectuer cette recherche s'élève à 208 233,13 \$ (TVH incluse).

Attestation de neutralité politique

En tant que représentant d'Earnscliffe Strategy Group, j'atteste par la présente que les produits livrables se conforment entièrement aux exigences en matière de neutralité politique du gouvernement du Canada exposées dans la Politique sur les communications et l'image de marque et dans la Procédure de planification et d'attribution de marchés de services de recherche sur l'opinion publique. Plus précisément, les produits livrables ne comprennent pas d'information sur les intentions de vote électoral, les préférences quant aux partis politiques, les positions des partis ou l'évaluation de la performance d'un parti politique ou de ses dirigeants.

Signé: 

Date: 18 mai, 2018

Doug Anderson
Principal, Earnscliffe

INTRODUCTION

Earnscliffe Strategy Group (Earnscliffe) is pleased to present this report to Parks Canada summarizing the results of the 2018 National Survey of Canadians.

Parks Canada 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.

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In order to achieve all of the research objectives, Earnscliffe conducted a telephone survey of 3,757 Canadians aged 18 and older. The base sample was 2,500 Canadian adults 18 and older and an additional oversample was conducted among 1,250 Canadian adults living in four CMAs: Montreal, Toronto, Calgary and Vancouver. The oversample was focused on immigrants, targeting 445 in the CMAs mentioned above, along with 805 general population residents split among the four CMAs. Our chosen fieldwork subcontractor for this assignment was Léger due to their strength in quantitative (telephone) data collection. Founded in 1986, Léger is a Gold Seal Member of MRIA and is an accredited member of CASRO, ESOMAR, and CAN-SPAM. Interviews were conducted via telephone from Léger’s centralized call-centre using state of the art Computer Aided Telephone Interviewing (CATI) system.

Interviews were conducted between January 23 and March 17, 2018. The average length of interview was 10 minutes. The margin of error for a telephone sample of 3,757 Canadians is +/-1.6%, at the 95% confidence level.

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), the English and French questionnaires (Appendix B).

The total cost of the research was \$208,233.13 (including HST).



Doug Anderson, Principal
Earnscliffe Strategy Group

DETAILED FINDINGS

This quantitative report is divided into 4 sections:

- Awareness of Parks Canada;
- Attitudes towards Parks Canada
- Favourite National Parks and National Historic Sites
- Learning about Parks Canada

A - Awareness of Parks Canada

When asked to name the organization or government department that operates officially designated National Parks and National Historic Sites of Canada, over one quarter (27%), were able to correctly name Parks Canada. Parks Canada was the top response among those who offered a name, followed by Canadian National Parks (3%) and the federal government/Government of Canada (3%). Regionally, unaided awareness is highest in Atlantic Canada (33%), Alberta (34%) and the North (40%), followed by the Prairies (30%) and BC (29%). The unaided awareness is lowest in Quebec (24%) and Ontario (23%).

Those respondents who did not identify Parks Canada were asked if they had heard of Parks Canada, described as a federal government agency. Combining those who responded that they have heard of Parks Canada with those who named it initially provides a measure of total awareness. The results of this study show that 86% of Canadians are aware of Parks Canada. Mirroring results for unaided awareness, total awareness is highest in the North (100%), Alberta (96%) and Atlantic Canada (93%), while lower in BC (89%) and the Prairies (89%), and lowest in Ontario (84%), and Quebec (80%).

Exhibit A1 – Unaided Awareness of Parks Canada

Unaided Awareness of Parks Canada	
Parks Canada	27%
Canadian National Parks	3%
Federal government/Government of Canada	3%
Canada Parks	2%
Environment Canada	2%
Heritage Canada	2%
Other	16%
DK/NR	45%

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? Total sample (n=3,757).

Exhibit A2 – Unaided Awareness of Parks Canada by Region

Percent Named Parks Canada by Region							
Total	AC	QC	ON	Prairies	AB	BC	North
27%	33%	24%	23%	30%	34%	29%	40%

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? Total sample (n=3,757).

Exhibit A3 – Total Awareness of Parks Canada by Region

Total Awareness of Parks Canada by Region							
Total	AC	QC	ON	Prairies	AB	BC	North
86%	93%	80%	84%	89%	96%	89%	100%

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?

Total sample (n=3,757).

Parks Canada’s Mandate

The 2018 National Survey of Canadians included a number of questions designed to assess Canadians’ awareness, understanding and support for Parks Canada’s mandate. Those who had heard of Parks Canada were asked to describe, unaided, what they think Parks Canada does. Almost three quarters of Canadians identify the operation and maintenance of parks as what comes to mind when they think about what Parks Canada does. The next most popular responses are protecting parks (25%) and protecting the natural environment (20%). Rounding out the top five are offering recreation opportunities (10%) and operating historic sites (7%). The full list of responses is presented in Exhibit A4.

Exhibit A4 – Unaided Awareness of Parks Canada’s Functions

Unaided Awareness of Parks Canada’s Functions	
Operates/maintains parks	73%
Protects parks	25%
Protects natural environment	20%
Offers recreation opportunities (camping, etc)	10%
Operates historic sites	7%
Establishes/designates new parks	5%
Protects cultural heritage/Canadian history/places	5%
Restores natural environments	5%
Protects wildlife	5%
Provides opportunities to learn about natural environment	4%
Provides opportunities to learn about cultural heritage / Canadian history	2%
Establishes/designates national marine conservation areas	2%
Restores historic places	2%
Promote the parks	2%
Establishes/designates new historic sites	1%

Promote tourism	1%
Protects water / waterways	1%
Provide employment opportunities	1%
Research / Studies / Surveys / etc.	1%
Develop laws / Regulations / Policies / Guidelines	1%
Other	1%
Don't know/No answer	6%

To the best of your knowledge, what does Parks Canada do? Total aware of Parks Canada (n=3,318).

Examining the results by region, the top five functions nationally are ranked in the same order across all regions, though the proportion naming each function varies. For example, over 80% identified the operation and maintenance of parks in Atlantic Canada, while a relatively smaller majority (58%) did so in Quebec. Additional regional variations are as follows:

- **Atlantic Canada:** Operation of historic sites ranks slightly higher (12%) than it does nationally or in other regions.
- **Quebec:** Larger proportions name the protection of parks (33%) and natural environment (32%).
- **Alberta:** Albertans were more likely to mention the operation and maintenance of parks (80%) and the protection of wildlife (8%) compared to those in other regions.
- **British Columbia:** Residents of BC were more likely to name the operation and maintenance of parks (80%). The establishment of new parks is also included in the top five functions in BC.
- **The North:** Residents of the North also include the establishment of new parks among the top five functions.
- **Other regions:** Residents of Ontario and the Prairies’ mentions generally mirrored the national results.

Exhibit A5 – Unaided Awareness of Parks Canada Functions by Region

Atlantic Canada	Quebec	Ontario	Prairies	Alberta	BC	North
Operates/maintains parks (81%)	Operates/maintains parks (58%)	Operates/maintains parks (75%)	Operates/maintains parks (76%)	Operates/maintains parks (80%)	Operates/maintains parks (80%)	Operates/maintains parks (69%)
Protects parks (21%)	Protects parks (33%)	Protects parks (23%)	Protects parks (21%)	Protects parks (25%)	Protects parks (25%)	Protects parks (33%)
Protects natural environment (15%)	Protects natural environment (32%)	Protects natural environment (17%)	Protects natural environment (16%)	Protects natural environment (19%)	Protects natural environment (13%)	Protects natural environment (17%)
Operates historic sites (12%)	Offers recreation opportunities (11%)	Offers recreation opportunities (10%)	Offers recreation opportunities (10%)	Offers recreation opportunities (9%)	Offers recreation opportunities (10%)	Offers recreation opportunities (7%)
Offers recreation opportunities (10%)	Protects cultural heritage/Canadian history/places (8%)	Operates historic sites (7%)	Operates historic sites (8%)	Protects wildlife (8%)	Operates historic sites (6%) & establishes new parks (6%)	Establishes/designates new parks (7%) & operates historic sites (7%)

To the best of your knowledge, what does Parks Canada do?
 Total aware of Parks Canada (n=3,318).

Participants were presented with the following definition of Parks Canada’s mandate:

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.

Canadians overwhelmingly support the mandate of Parks Canada. Almost three-quarters (73%) say they completely support the mandate, with another 17% reporting that they somewhat support it, for a total of 90% support. Support is strong across all regions.

Exhibit A6 – Support for Parks Canada’s Mandate

Support for Parks Canada’s Mandate								
	Total	AC	QC	ON	Prairies	AB	BC	North
Completely support	73%	74%	78%	72%	64%	69%	75%	63%
Somewhat support	17%	18%	12%	18%	23%	22%	15%	28%
Net Support	90%	92%	90%	90%	87%	91%	90%	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, 2 means somewhat oppose, 3 means neither support nor oppose, 4 means somewhat support and 5 means completely support, please tell me how much you oppose or support this mandate.

Total sample (n=3,757).

Reasons to Create National Parks and Historic Sites

Canadians were asked about why national parks are created, and more than half of (57%) believe they are created to protect natural and wilderness areas threatened by humans. Another 20% believe parks are created to protect important examples of Canada’s geography and ecology. Few Canadians believe parks are created to provide opportunities for recreation (7%) and to stimulate local economic development and jobs (4%). Just over 10% think that all of the reasons stated above are important.

When Canadians were asked about historic sites, most believe they are designated to protect historical buildings, artifacts and places from damage and loss (43%). Over a quarter believe historic sites are created to honour important events, people and places in Canada’s history follows next (26%). Few Canadians think historic sites are created to provide opportunities for recreation (11%) and to stimulate local economic development and jobs (6%). Twelve percent believe that all of the reasons stated above are equally important.

Exhibit A7 – Main Reasons to Create National Parks

Main Reasons to Create National Parks	
To protect natural and wilderness areas threatened by human development	57%
To protect important examples of Canada's geography and ecology	20%
All mentioned reasons equally important	11%
To provide opportunities for recreation	7%
To stimulate local economic development and jobs	4%
Other	1%
Don't know/No answer	1%

Which one of the following would you say is the most important reason why Canada's National Parks are created?
Total sample (n=3,757).

Exhibit A8 – Main Reasons to Create National Historic Sites

Main Reasons to Create National Historic Sites	
To protect historical buildings, artifacts and places from damage and loss	43%
To honour important events, people and places in Canada's history	26%
All mentioned reasons equally important	12%
To provide opportunities for recreation	11%
To stimulate local economic development and jobs	6%
Other	1%
Don't know/No answer	1%

Which one of the following would you say is the most important reason why Canada's National Historic Sites are created? Total sample (n=3,757).

Awareness of Parks Canada by Target Groups

As shown in Exhibit A9, younger Canadians aged 18-34 are well aware of Parks Canada (76% total awareness), though awareness is higher among older age groups. For example, total awareness among those 45 to 54 is 92%. One-fifth of Canadians 18-34 identify Parks Canada correctly unaided, which is a smaller proportion compared to the other age groups: 35-44 (33%) and 45-54 (33%). Younger Canadians are more likely to name protecting parks as a Parks Canada function (31%) compared to other age groups and the general population. There is strong support for the mandate age categories.

Exhibit A9 – Key Awareness Results by Target Demographics

		National Results	Age Groups			
		Total	18-34	35-44	45-54	55+
Unaided awareness		27%	20%	33%	33%	26%
Total awareness		86%	76%	88%	92%	90%
Unaided awareness of functions (top five)	Operates/maintains parks	73%	68%	75%	73%	76%
	Protects parks	25%	31%	26%	26%	22%
	Protects natural environment	20%	22%	18%	20%	19%
	Recreation opportunities	10%	7%	13%	10%	11%
	Operates historic sites	7%	6%	7%	8%	7%
Support for Mandate (Completely and somewhat)		90%	87%	91%	92%	91%

As shown in Exhibit A10, unaided awareness is higher among those born in Canada (30%) compared to those born elsewhere (17%). Those born in Canada (89%) report the highest levels of awareness. There is little difference between households with children and those without, though unaided awareness is slightly higher among those

with children (30%, compared to 25%). Support for the mandate is once again strong across all demographic categories.

Exhibit A10 - Key Awareness Results by Target Demographics

		National Results	Immigration		Households with children	
		Total	Born in Canada	Born outside Canada	Yes	No
Unaided awareness		27%	30%	17%	30%	25%
Total awareness		86%	89%	76%	86%	86%
Unaided awareness of functions (top five)	Operates/maintains parks	73%	74%	71%	73%	73%
	Protects parks	25%	26%	23%	25%	25%
	Protects natural environment	20%	20%	18%	17%	21%
	Recreation opportunities	10%	10%	12%	11%	10%
	Operates historic sites	7%	7%	6%	7%	7%
Support for Mandate (Completely and somewhat)		90%	90%	89%	89%	90%

B - Attitudes Towards Parks Canada

Canadians are attached to National Parks. Almost all (90%) strongly agree that parks should be enjoyed by future generations as well as by people today. Most Canadians (80%) strongly agree that National Parks are important to them, and that everyone should visit at least once. Over three-quarter (76%) strongly agree that parks are a source of pride for them as Canadians, and that they would miss them if they were gone.

Most Canadians value National Historic Sites. For example, almost two-thirds strongly agree that they would miss them if they were gone (64%) and over 70% feel National Historic Sites are a source of pride. Furthermore, 88% feel strongly that National Historic Sites should be enjoyed by future generations as they are by people today, and large majorities agree that everyone should visit a National Historic Site at some point in their life (77%) and that knowing they exist is important (75%).

Exhibit B1 – Attitudinal Statements on National Parks

Attitudinal Statements on National Parks						
	Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree	DK/NR
National parks are meant to be enjoyed by future generations as much as by people today	90%	8%	-	1%	-	-
Every Canadian should visit a national park at least once in their lifetime	80%	17%	1%	2%	1%	-
Knowing that national parks exist is important to me, even if I never have the opportunity to visit them	80%	16%	-	2%	1%	1%
I would miss national parks a lot if they were gone	76%	18%	1%	3%	1%	1%
National Parks are a source of pride for me as a Canadian	76%	20%	1%	2%	1%	1%

*Thinking about how national parks might be important, please tell me your level of agreement with the following statements. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that:
Total sample (n=3,757).*

Exhibit B2 – Attitudinal Statements on National Historic Sites

Attitudinal Statements on National Historic Sites						
	Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree	DK/NR
National Historic Sites are meant to be enjoyed by future generations as much as by people today	88%	11%	-	1%	-	-
Every Canadian should visit a National Historic Site at least once in their lifetime	77%	19%	1%	2%	1%	1%
Knowing that National Historic Sites exist is important to me, even if I never have the opportunity to visit them	75%	21%	1%	2%	1%	1%
National Historic Sites are a source of pride for me as a Canadian	71%	23%	1%	3%	1%	1%
I would miss National Historic Sites a lot if they were gone	64%	27%	2%	5%	1%	1%

Thinking about how national historic sites might be important, please tell me your level of agreement with the following statements. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that: Total sample (n=3,757).

Attitudes Towards Parks Canada National Parks and National Historic Sites by Region and Target Groups

Canadians across the country have, for the most part, positive attitudes towards Parks Canada. However, there are differences between regions in terms of strong agreement. For example, Atlantic Canadians strongly agree that all Canadians should visit a national park (87%), while just under three quarters (73%) in Quebec feel the same way. Those in Alberta (85%) and BC (84%) are more likely to strongly agree that they would miss national parks if they were gone. While almost all in Quebec (96%) agree that national parks are a source of pride for them as a Canadian, strong agreement is softer (64%) than in other regions.

Overall, agreement with attitudinal statements about National Parks is very strong across all age categories, though Canadians aged 18-34 are less likely to strongly agree.

Those born outside Canada are more likely than those born in Canada to strongly agree that they would miss national parks if they were gone (81% compared to 74%). However, for most other statements opinion varied little between the two groups. Parents are slightly more likely (79%) than those who do not have children (74%) to strongly agree they would miss national parks if they were gone.

Exhibit B3 – Attitudinal Statements on National Parks by Region

		National Results	Region						
		Total	AC	QC	ON	Prairies	AB	BC	North
Attitudinal Statements on National Parks (% Strongly agree)	National parks are meant to be enjoyed by future generations as much as by people today	90%	91%	84%	93%	91%	93%	92%	86%
	Every Canadian should visit a national park at least once in their lifetime	80%	87%	73%	81%	79%	82%	80%	68%
	Knowing that national parks exist is important to me, even if I never have the opportunity to visit them	80%	82%	70%	83%	75%	85%	85%	75%
	I would miss national parks a lot if they were gone	76%	78%	62%	77%	79%	85%	84%	69%
	National Parks are a source of pride for me as a Canadian	76%	82%	64%	79%	74%	82%	80%	69%

*Thinking about how national parks might be important, please tell me your level of agreement with the following statements. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that:
Total sample (n=3,757).*

Exhibit B4 – Attitudinal Statements on National Parks by Target Group

		National Results	Age Groups				Immigration		Households with children	
		Total	18-34	35-44	45-54	55+	Born in Canada	Born outside Canada	Yes	No
Attitudinal Statements on National Parks (% Strongly agree)	National parks are meant to be enjoyed by future generations as much as by people today	90%	88%	93%	92%	90%	91%	90%	92%	90%
	Every Canadian should visit a national park at least once in their lifetime	80%	75%	82%	83%	80%	79%	80%	81%	79%
	Knowing that national parks exist is important to me, even if I never have the opportunity to visit them	80%	75%	82%	82%	81%	79%	82%	81%	80%
	I would miss national parks a lot if they were gone	76%	73%	80%	76%	75%	74%	81%	79%	74%
	National Parks are a source of pride for me as a Canadian	76%	67%	78%	77%	80%	75%	77%	77%	75%

Thinking about how national parks might be important, please tell me your level of agreement with the following statements. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that:
Total sample (n=3,757).

Overall agreement on a range of attitudinal statements about national historic sites is strong across all regions, with some variation when it comes to strong agreement. For example, those in Atlantic Canada are the most likely to strongly agree that all Canadians should visit a national historic site in their lifetime (85%) and that national historic sites are a source of pride for them as a Canadian (78%). Quebeckers are the least likely to strongly agree that they would miss national historic sites if they were gone (51%) while those in Atlantic Canada were the most likely (71%).

Younger Canadians aged 18-34 were less likely than older cohorts to express strong agreement on the attitudinal statements about Parks Canada. For example, 55% strongly agree they would miss them if they were gone, compared to 67% of those 45-54, and 68% of both those 35-44 and 55+. That said, majorities of those aged 18-34 strongly agree with the attitudinal statements that were presented.

Those not born in Canada are more likely to strongly agree that national historic sites are a source of pride for them (74%), compared to those born in Canada (70%). Similarly, 68% of those born outside of Canada strongly agree they would miss national historic sites if they were gone, compared to 63% of those born in Canada.

Parents of children (80%) feel slightly more strongly that every Canadian should visit a national historic site than those who do not have children (76%). Over three quarters (78%) strongly agree that knowing national historic sites exist is important to them, compared to 74% of those who do not have children. Otherwise, views are similar between the two groups.

Exhibit B5 – Attitudinal Statements on National Historic Sites by Region

		National Results	Region						
		Total	AC	QC	ON	Prairies	AB	BC	North
Attitudinal Statements on National Historic Sites (% Strongly agree)	National Historic Sites are meant to be enjoyed by future generations as much as by people today	88%	90%	81%	90%	86%	89%	89%	82%
	Every Canadian should visit a National Historic Site at least once in their lifetime	77%	85%	72%	80%	72%	77%	76%	64%
	Knowing that National Historic Sites exist is important to me, even if I never have the opportunity to visit them	75%	78%	64%	79%	73%	78%	80%	69%
	National Historic Sites are a source of pride for me as a Canadian	71%	78%	61%	76%	67%	75%	69%	54%
	I would miss National Historic Sites a lot if they were gone	64%	71%	51%	68%	63%	67%	70%	56%

Thinking about how national historic sites might be important, please tell me your level of agreement with the following statements. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that: Total sample (n=3,757).

Exhibit B6 – Attitudinal Statements on National Historic Sites by Target Group

		National Results	Age Groups				Immigration		Households with children	
		Total	18-34	35-44	45-54	55+	Born in Canada	Born outside Canada	Yes	No
Attitudinal Statements on National Historic Sites (% Strongly agree)	National Historic Sites are meant to be enjoyed by future generations as much as by people today	88%	85%	90%	89%	87%	87%	88%	90%	87%
	Every Canadian should visit a National Historic Site at least once in their lifetime	77%	74%	81%	77%	78%	76%	79%	80%	76%
	Knowing that National Historic Sites exist is important to me, even if I never have the opportunity to visit them	75%	71%	78%	77%	76%	74%	78%	78%	74%
	National Historic Sites are a source of pride for me as a Canadian	71%	61%	72%	73%	76%	70%	74%	72%	71%
	I would miss National Historic Sites a lot if they were gone	64%	55%	68%	67%	68%	63%	68%	65%	64%

Thinking about how national historic sites might be important, please tell me your level of agreement with the following statements. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that: Total sample (n=3,757).

C - Favourite National Parks and National Historic Sites

Favourite National Parks

Canadians were asked if they have a favourite national park, due to experiences or other connections that they made have had. Overall, 66% of Canadians indicated that they do. When asked to name the parks, it should be noted that not all gave an answer that actually represents a Parks Canada operated park. Of the two thirds who have a favourite, 57% named a Parks Canada park, while 34% named a park that is not operated by Parks Canada.

Exhibit C1 shows the list of national parks mentioned. Banff National Park tops the list at 25%, followed by Jasper National Park in a distant second at 7% and La Mauricie National Park at 4%.

Exhibit C1 – Favourite National Park

Favourite National Park	
Banff NP	25%
Jasper NP	7%
La Mauricie NP	4%
Fundy NP	2%
Gros Morne NP	2%
Pacific Rim NP Reserve	2%
Forillon NP	1%
Waterton Lakes NP	1%
Riding Mountain NP	1%
Bruce Peninsula NP	1%
Prince Albert NP	1%
Kejimikujik NP	1%
Prince Edward Island NP	1%
Pointe Pelee NP	1%
Elk Island NP	1%
Cape Breton Highland NP	1%

What is the name of this national park?

Have a favourite national park (n=2,541).

Exhibit C2 notes some important regional distinctions when it comes to favourite national parks:

- **Atlantic Canada:** Residents of Atlantic Canada have four East Coast national parks in their top five.
- **Quebec:** Residents of Quebec name a park located in that province, La Mauricie National Park, as their favourite Parks Canada place. Two other parks in Quebec, Forillon and Saguenay St. Lawrence Marine Park, are in the top five. Banff and Jasper are both included, but are less popular than among Canadians overall.
- **Ontario:** Ontarians’ choices mirror the national results, with the exception of Bruce Peninsula National Park (4%), which ranks second.
- **Prairies:** Banff tops the rankings in the Prairies, while Riding National Park (18%) and Prince Albert National Park (8%) come out ahead of Jasper (6%).
- **Alberta:** Banff (57%) and Jasper (22%) are by far the favourites in Alberta, though Waterton Lakes National Park (6%), Elk Island National Park (2%) and Gros Morne (1%) are also mentioned.

- **British Columbia:** Residents of British Columbia are more likely to name a park in Alberta (Banff or Jasper) as their favourite, rather than a park in their home province, though Pacific Rim National Park Reserve is close behind at 10%. Waterton Lakes (in Alberta) and Yoho National Park (in BC) round out the top five.
- **The North:** Kluane National Park (20%) and Banff National Park (21%) are the favourite parks among Canadians in this region (20%).

Exhibit C2 – Favourite National Parks by Region

Atlantic Canada	Quebec	Ontario	Prairies	Alberta	BC	North
Fundy National Park (19%)	La Mauricie National Park (17%)	Banff National Park (21%)	Banff National Park (35%)	Banff National Park (57%)	Banff National Park (34%)	Banff National Park (21%)
Gros Morne National Park (16%)	Banff National Park (8%)	Bruce Peninsula National Park (4%)	Riding Mountain National Park (18%)	Jasper National Park (22%)	Jasper National Park (13%)	Kluane National Park (20%)
Banff National Park (11%)	Forillon National Park (7%)	Jasper National Park (2%)	Prince Albert National Park (8%)	Waterton Lakes National Park (6%)	Pacific Rim National Park Reserve (10%)	Gros Morne National Park (7%)
Cape Breton National Park (7%)	Jasper National Park (2%)	Gros Morne National Park (2%)	Jasper National Park (6%)	Elk Island National Park (2%)	Waterton Lakes National Park (2%)	Nahanni National Park (5%)
Kejimikujik National Park (7%)	Saguenay St. Lawrence Marine Park (2%)	Point Pelee National Park (2%)	Waterton Lakes National Park (3%)	Gros Morne National Park (1%)	Yoho National Park (1%)	Jasper National Park (5%)

*What is the name of this National Park?
Have a favourite national park (n=2,541).*

Favourite National Historic Sites

As with national parks, Canadians were asked if they have a national historic site that is their favourite due to experiences or connections they may have had there. Over half (52%) of Canadians indicate that they do. Among the 52% who report having a favourite national historic site, just 24% name a national historic site administered by Parks Canada. Almost two-thirds (61%) name a historic site that Parks Canada does not administer. Exhibit C3 shows the list of national historic sites mentioned. The Fortress of Louisbourg NHS tops the list with 5%. The Fortifications of Quebec NHS and the Halifax Citadel NHS make up the top three.

Exhibit C3 – Favourite National Historic site

Favourite National Historic Site	
Fortress of Louisbourg NHS	5%
Fortifications of Quebec NHS	2%
Halifax Citadel NHS	2%
Fort Langley NHS	2%
Fort Chambly NHS	2%
Batoche NHS	1%
Rideau Canal NHS	1%
Fort George NHS	1%
Lower Fort Garry NHS	1%
Signal Hill NHS	1%
Fort Rodd Hill and Fisgard Lighthouse NHS	1%
L'Anse aux Meadows NHS	1%
Fort Lennox NHS	1%
Forges du Saint-Maurice NHS	1%

What is the name of this national historic site?

Have a favourite national historic site (n=2,005).

Exhibit C4 shows the ranking of favourite national historic sites by province. Important regional differences include:

- **Atlantic Canada:** Overall familiarity with national historic sites appears to be higher in Atlantic Canada, with 50% identifying a national historic site administered by Parks Canada as their favourite. The Fortress of Louisbourg is more popular in the region than it is nationally or compared to other regions, as is the Halifax Citadel. Each of the top five national historic sites mentioned are in Atlantic Canada.
- **Quebec:** Fort Chambly tops the list of favourite national historic sites. Four of the top five national historic sites mentioned are in Quebec.
- **Ontario:** The proportion of individuals in Ontario who named a Parks Canada national historic site is lower in Ontario (17%) than most other regions. The few who named a Parks Canada national historic site named the Fortress of Louisbourg, followed by Fort George, and the Rideau Canal. A very small percentage named the Halifax Citadel and the Fortifications of Quebec.
- **Prairies:** The most popular national historic sites in the Prairies are for the most part located in Manitoba or Saskatchewan. Lower Fort Garry, Batoche and the Forks are more popular in the Prairies than in any other region.
- **Alberta:** Albertans were the least likely to name a Parks Canada national historic site (14%), and the most popular national historic site, the Fortress of Louisbourg, was picked by only 3%.
- **British Columbia:** The top two national historic sites – Fort Langley (11%) and Fort Rodd Hill and Fisgard Lighthouse (5%) are in BC and are more popular there than anywhere else in the country.
- **The North:** The top three national historic sites are S.S Klondike (13%), Fortress of Louisbourg (8%) and Dawson Historical Complex (7%).

Exhibit C4 – Favourite National Historic Sites by Region

Atlantic Canada	Quebec	Ontario	Prairies	Alberta	BC	North
Fortress of Louisbourg NHS (13%)	Fort Chambly NHS (7%)	Fortress of Louisbourg NHS (5%)	Lower Fort Garry NHS (14%)	Fortress of Louisbourg NHS (3%)	Fort Langley NHS (11%)	S.S Klondike NHS (13%)
Halifax Citadel NHS (11%)	Fortifications of Quebec NHS (5%)	Fort George NHS (2%)	Batoche NHS (7%)	L'Anse aux Meadows NHS (2%)	Fort Rodd Hill and Fisgard Lighthouse NHS (5%)	Fortress of Louisbourg NHS (8%)
Signal Hill NHS (11%)	Fortress of Louisbourg NHS (3%)	Rideau Canal NHS (2%)	The Forks NHS (6%)	Cave and Basin NHS (1%)	Fortress of Louisbourg NHS (3%)	Dawson Historical Complex NHS (7%)
Grand-Pré NHS (3%)	Forges du Saint-Maurice NHS (2%)	Halifax Citadel NHS (1%)	Halifax Citadel NHS (2%)	Signal Hill NHS (1%)	Halifax Citadel NHS (3%)	Batoche NHS (3%)
Province House NHS (2%)	Fort Lennox NHS (2%)	Fortifications of Quebec NHS (1%)	Motherwell Homestead NHS (2%)	Bar U Ranch NHS (1%)	Gulf of Georgia Cannery NHS (1%)	Fort St. James NHS (2%)

What is the name of this National Historic Site?
 Have a favourite national historic site (n=2,005).

D - Learning about Parks Canada

Canadians are interested in learning more about Canada’s national parks and historic sites. Over a third (36%) are very interested, while another 50% are somewhat interested.

Among those interested, topics related to history (16%) top the list of subjects that Canadians would be interested in learning more about. There is also interest in wildlife (12%) and the location of national parks and historic sites (11%). Recreation opportunities (10%) and Learning about/history of the parks (9%) round out the top five.

Exhibit D1 – Interest in Learning More About Canada’s National Parks or National Historic Sites

Interest in Learning More About Canada’s National Parks or National Historic Sites	
Very interested	36%
Somewhat interested	50%
Not very interested	9%
Not at all interested	5%
DK/NR	1%

How interested would you be in learning more about Canada’s National Parks or National Historic Sites? Would you be very, somewhat, not very or not at all interested?

Total sample (n=3,757).

Exhibit D2 –Topics of Interest

Parks Canada Topics of Interest	
History (unspecified)	16%
Wildlife	12%
Location of national parks and historical sites	11%
Recreation opportunities (camping, hiking, etc.)	10%
Learning about/History of the park	9%
Conservation	7%
Learning about/History of the sites	6%
Historical sites (unspecified)	6%
Nature	6%
Location of national parks	5%
Vacation ideas	5%
General information	5%
National parks (unspecified)	4%
Accessibility	4%
Location of historical sites	3%
Ecology	3%
Events	3%
Behind the scenes	2%
Geography	2%
History of Canada	2%
Amenities / Services	2%
Other	13%
DK/NR	9%

What would you be most interested in learning more about?

Interested in learning more about Canada’s National Parks and Historic Sites (n=3,188).

CONCLUSIONS

The 2018 National Survey of Canadians resulted in several key findings with strategic implications for Parks Canada.

The vast majority of Canadians (86%) are aware of Parks Canada. That said, awareness is slightly lower among the younger cohort (18-34) and those born outside Canada, with both groups' total awareness at 76%. There is room for inroads among these groups to boost awareness. Canadians are also well aware (73%) that Parks Canada is responsible for the operation and protection of Parks and the natural environment. However, fewer mention functions related to recreation, national historic sites and education when asked to identify what they think Parks Canada does. Expanding Canadians' understanding of Parks Canada's functions outside of the operation and maintenance of parks presents another opportunity for Parks Canada to educate the public about activities that may be of interest to them.

Support for Parks Canada's mandate is very strong across all target groups and regions. The strong support for the mandate should be helpful when it comes to future Parks Canada initiatives, particularly those related to preservation and conservation. Protecting natural areas from human development and protecting important examples of Canada's geography and ecology are the main reasons to create parks, according to Canadians. Similarly, protecting historical buildings, artifacts and places as well as honouring important events, people and places in Canada's history are the main reasons for creating national historic sites.

Canadians are largely supportive and proud of the country's national parks. There is a strong sense (90% strongly agree) that our national parks are meant to be enjoyed by future generations as they are by those today. Most feel that every Canadian should visit a national park at some point in their lifetime. Large majorities would miss national parks if they were gone, and strongly agree that national parks are a source of pride for them as Canadians.

Most Canadians value National Historic Sites. They strongly agree (88%) that they should be preserved for future generations to enjoy. They believe all Canadians should visit national historic sites, and that knowing they are there is important to them.

The enthusiasm for both national parks and historic sites should be considered within the context of Canadians' ability to correctly identify national parks and historic sites that are operated by Parks Canada. Majorities in both cases say they have a favourite national park or historic site, but among the two-thirds who report having a favourite park, over half name a Parks Canada park. Canadians are less likely to name a national historic site operated by Parks Canada. Of the 52% who say they have a favourite, almost a quarter name a site operated by Parks Canada.

There is certainly opportunity for Parks Canada to address gaps in Canadians' knowledge of certain aspects of the Agency's work – 86% are very or somewhat interested in learning more. Encouragingly, the topics of greatest interest include history, wildlife and the location of parks and historic sites. Efforts to raise public's learning about conservation and history at Parks Canada could help increase knowledge around national parks and national historic sites.

APPENDIX A: SURVEY METHODOLOGY REPORT

Survey Methodology

Earncliffe Strategy Group’s overall approach for this study was to conduct a telephone survey using an overlapping sampling approach. A detailed discussion of the approach used to complete this research is presented below.

Questionnaire Design

The questionnaire for this study was provided by Parks Canada to Earncliffe. We reviewed the questionnaire and made edits as necessary. The survey was offered to respondents in both English and French and completed based on their preferences.

Sample Design and Selection

In order to achieve all of the research objectives, Earncliffe conducted a telephone survey of 3,757 Canadians aged 18 and older. The base sample was 2,500 Canadian adults 18 and older and an additional oversample was conducted among 1,250 Canadians living in four CMAs: Montreal, Toronto, Calgary and Vancouver. The oversample was focused on immigrants, targeting 445 in the CMAs mentioned above, along with 805 general population residents split among the four CMAs. Our chosen fieldwork subcontractor for this assignment was Léger due to their strength in quantitative (telephone) data collection.

The sampling plan for the study was agreed upon by Earncliffe and Parks Canada, and the sample was drawn by Léger based on Earncliffe’s instructions.

An overlapping sampling approach was used for the telephone survey. In this approach, the cell phone sample is not screened for dual landline and cell users. A respondent is included in the sample as long as he/she uses a cell phone even though they may or may not have a landline. While the overlapping sampling method does not explicitly screen dual user households, it naturally reaches both cell phone only residents and those living in households with both cellphone and landline. Using this method, we estimated that the 3,750 interviews would be comprised of the natural distribution of landline only (LLO) households, cellphone only households (CPO) and households that have both a landline and a cellphone. The table below shows the Statistics Canada estimates for each of these segments, the expected number of interviews for each of these segments and the proportion of the survey sample that would constitute using the overlapping method.

Segment	Actual Proportion*	Expected n	Expected % of Sample
Landline only (LLO)	15.0%	563	15.0%
Cellphone only (CPO)	27.5%	1,031	27.5%
Households with both	57.5%	2,156	57.5%
TOTAL	100%	3,750	100%

*SOURCE: Statistics Canada, *2015 Survey of Household Spending*

When using the overlapping method, the mix of dual and CPO does not always turn out to be exact. In the end, we conducted 1,871 of the 3,757 interviews via cell phone (including 1019 specifically screened as CPO) and 1886 via landline (including 413 screened LLO).

The sample was targeted to the region and immigration quotas outlined below. In addition to setting quotas, we weighted the data by age, region, gender, and immigration status as outlined below to reflect the actual proportions found in the population. Surveys completed in the oversample areas were weighted so that they can be used for comparative results to the national sample.

Data Collection

The telephone survey was conducted in English and French from January 23, 2018 to March 17, 2018. The survey was undertaken by Leger’s telephone data collection operation headquartered in Montreal, Québec.

Sample Distribution

Quotas were used to help ensure that, prior to any additional weighting, minimum numbers of completed surveys by immigration status and region were achieved. This quota distribution was designed to allow for subsets of the data to be analyzed. Quotas were established as follows:

SAMPLE QUOTA STRUCTURE

Region	Base total	Born outside Canada %	Born outside Canada	Born in Canada	Boost total	Boost Born outside Canada	Boost Born in Canada
Total	2500		279	491	1250	445	805
Toronto	300	46.1%	138	162	320	148	172
Montreal	250	23.4%	58	192	250	58	192
Vancouver	155	40.8%	63	92	345	141	204
Calgary	65	29.4%	19	46	335	98	237
ON (w/o Toronto)	400						
QC (w/o Montreal)	275						
BC (w/o Vancouver)	145						
AB (w/o Calgary)	135						
NF	80						
PE	35						
NS	100						
NB	100						
MB	150						
SK	150						
YT	55						
NT	55						
NU	50						
Total	2500		279	491	1250	445	805

Quality Controls

Leger’s data collection quality control process is concretely based on the following elements:

- Assigning every project a project leader who is ultimately responsible for the quality of the final product, thereby strengthening the sense of internal responsibility;
- Ensuring that the client’s objectives precisely correlate with the final questionnaire, strictly ensuring that all targeted dimensions are unequivocally included in the guide;
- Individually examining the formulation of every question beforehand to ensure simplicity of expression, clear syntax and a precise notion of the field covered;
- Looking for contamination effects beforehand, that is ensuring that the location of a question in the questionnaire does not have an undue effect on the following answers (this is generally done by providing information indirectly to the participants, thereby rendering the sampling unrepresentative);
- A strict comparison of the computerized version of the questionnaire with the reference questionnaire approved by the client;
- Checking the programmed jumps in the computerized system before the pre-test;
- Holding a pre-test to ensure the questions are easily understood, to check the concepts, and to look for any possible ambiguities or logical jumps in the questions, etc. The pre-test is preferably held in the presence of the client (audio monitoring) and interviewers are debriefed afterwards so all dimensions can be explored;
- Using the best interviewers, from our Elite network, for the pre-test, since their thousands of hours of field experience enable them to quickly discern any questions that are badly written, ambiguous, unclear or too general. No one is better suited to detect anomalies at this stage where they can still be easily corrected;
- In-depth training of interviewers so they understand the context of every study and the meaning of every question;
- Insistence on open or semi-open questions, in order to specify the type of answer expected and to avoid vague and general answers as much as possible;
- Heavy monitoring by the supervisors to facilitate the detection of any problematic questions. This involves being attentive to the interviewers’ thoughts and concerns and encouraging them to voice them, even after the pre-test;
- Constant audio monitoring of the survey, along with simultaneous monitoring of the information entered into the computer. This allows the supervisor to control the quality of the interview and the correct correlation between the information supplied and the codes entered;
- Using software that does not allow input errors or unexpected jumps, etc. The logical validation is therefore carried out beforehand and not after the fact;
- Constant rigour throughout the process, but particularly at the beginning insofar as the comprehensibility of the questions is concerned. Even if the pre-test has already taken place, the complexity and length of the questionnaires means that some questions might have to be modified to ensure they are more easily understood (without modifying the sense). These modifications are always carried out in complete agreement with the client;
- Open questions are coded according to an initial sampling of answers in the file and by the creation of codes that are submitted to the client for approval.

- The interviewers’ performance is monitored on a daily basis using the Command Center software which enables corrections to be carried out quickly.

Data Cleaning

Leger’s interviewers are trained to ensure that each response is high quality. Therefore, no data cleaning is done at the end of the data collection.

Coding procedures

Leger’s coders follow a standard procedure of re-coding semi-open-end questions and creating new codes as needed. The coders follow a few basic rules:

- They create codes based on a 1% rule, meaning additional codes are created once the frequency of a similar set of responses reaches 1% of the total sample. For example, for a question with 1000 responses, coders will create codes only if there are a minimum of 10 similar responses (1% of the total).
- Coders also ensure that the “other” category is at less than 15% of the total when they have completed the coding.

Results

FINAL DISPOSITIONS

The telephone survey achieved a response rate of 2.96% for the landline portion and 3.41% for the cell phone portion.

TELEPHONE SURVEY DISPOSITIONS

	Landline	Cell Phone
Total Numbers Attempted	85,738	120,262
Invalid	19,408	63,699
NIS, fax/modem, business/non-res.	789	322
Unresolved (U)		
Busy	724	2,809
No answer, answering machine	35,950	35,958
In-scope - Non-responding (IS)		
Household refusal	17,189	11,113
Respondent refusal	3,392	669
Language problem	1,444	586
Illness, incapable	537	92
Selected respondent not available	4,257	3,092
Qualified respondent break-off	108	3
In-scope - Responding units (R)		

Language disqualify		
No one 18+	54	48
Other disqualify		
Completed interviews	1,886	1,871
Response Rate = R/(U+IS+R)	2.96%	3.41%

Actual Sample Structure*

Region Combined	Total Combined	Born outside Canada %	Born outside Canada	Born in Canada
Toronto	620	46.1%	286	334
Montreal	500	23.4%	116	383
Vancouver	500	40.8%	201	296
Calgary	400	29.4%	117	282
ON (w/o Toronto)	400	13.5%	54	345
QC (w/o Montreal)	275	7.6%	21	254
BC (w/o Vancouver)	145	17.9%	26	119
AB (w/o Calgary)	135	11.8%	16	119
NF	81	7.4%	6	75
PE	39	7.7%	3	36
NS	100	10%	10	90
NB	100	8%	8	92
MB	151	17.2%	26	125
SK	151	8.6%	13	138
YT	55	20%	11	44
NT	55	9.1%	5	50
NU	50	6%	3	46
Total	3,757	24.5%	922	2828

*Note that the number of respondents born outside Canada combined with those born in Canada is equal to 3750. The final sample size (n=3757) includes 7 respondents who answered Don't know/No response to Q16 (Were you born in Canada or in another country?).

Data Analysis

Upon completion of data collection, Leger cleaned, coded and weighted the data. Banner tables were created based on the analysis plan provided by Parks Canada to compare results between segments of the target audiences (immigrants, parents of children over 16) and by geographic location (province, territories), among others. Statistically significant differences were denoted by the use of blue and red text, as well as bold font to demonstrate significance at the 95% threshold.

NON-RESPONSE BIAS ANALYSIS

Any survey that is conducted is potentially subject to bias or error. The possibility of non-response bias exists within the current sample. In particular, this survey would not include members of the population who do not have access to a telephone or who are not capable of responding to a survey in either English or French. In addition, some groups within the population are systemically less likely to answer surveys.

As is typically the case for general population telephone surveys, older individuals are easier to reach, so the survey overrepresented those age 55+ and underrepresented those aged 18-34 (this was corrected with age weighting).

Weighting

The final data were weighted based on 2016 Census information. Weighting was applied based on region, age, immigration status and gender statistics to help ensure that the final dataset was in proportion to the Canadian population aged 18 and older. The table below outlines the characteristics of the sample, comparing the unweighted and weighted sample within each subgroup.

SAMPLE PROFILE: UNWEIGHTED VERSUS WEIGHTED DISTRIBUTIONS

Region	Telephone		
	Unweighted Sample	Weighted Sample	MOE
Atlantic	320	247	5.48%
Quebec	775	861	3.52%
Ontario	1020	1,442	3.07%
Prairies	302	247	5.62%
Alberta	535	448	4.24%
British Columbia	645	501	3.86%
The North	160	13	7.74%

CMA	Telephone		
	Unweighted Sample	Weighted Sample	MOE
Montreal	500	437	4.38%
Toronto	620	639	3.94%
Calgary	400	150	4.90%
Vancouver	500	265	4.38%

Age	Telephone	
	Unweighted Sample	Weighted Sample

18-34	688	1030
35-44	560	608
45-54	731	673
55+	1,778	1,445

Gender	Telephone	
	Unweighted Sample	Weighted Sample
Male	1,890	1,826
Female	1,867	1,931

Immigration	Telephone		
	Unweighted Sample	Weighted Sample	MOE
Born in Canada	2,828	2,870	1.84%
Born outside Canada	922	881	3.23%
Prefer not to answer	7	6	-

Parent	Telephone	
	Unweighted Sample	Weighted Sample
Children under 16	968	1054
No children under 16	2,778	2695
Prefer not to answer	11	8

MARGIN OF ERROR

The margin of error for the representative national sample is +/-1.6% at the 95% confidence level.

SURVEY DURATION

The mean survey duration was 10 minutes.

APPENDIX B: SURVEY INSTRUMENT

Questionnaires

English

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

[IF ASKED:] The survey will take about xx minutes to complete

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

IF ASKED: The registration system has been created by the Canadian survey research industry to allow the public to verify that a survey is legitimate, get information about the survey industry or register a complaint. The registration systems toll-free telephone number is 1-800-555-5555.

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

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

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

ASK: Would you prefer to be interviewed in English or French?/Préférez-vous répondre en français ou en anglais?

Awareness

- 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 [DO NOT READ – CODE ONE ONLY]

- 01 - Parks Canada [SKIP TO Q3]
- 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

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

BASE: NOT Q1 = 01

- 01 – Yes, had heard of
- 02 – No, had not heard of [SKIP TO Q4]
- 99 – Don't know/No answer [SKIP TO Q4]

3. To the best of your knowledge, what does Parks Canada do? PROBE: Anything else?

BASE: Q1 = 01 OR Q2 = 01 [DO NOT READ – CODE UP TO THREE RESPONSES]

- 01 – Operates/maintains parks
- 02 – Protects parks
- 03 – Establishes/designates new parks
- 04 – Protects natural environment
- 05 – Provides opportunities to learn about natural environment
- 06 – Operates historic sites
- 07 – Establishes/designates new historic sites
- 08 – Protects cultural heritage/Canadian history/places
- 09 – Provides opportunities to learn about cultural heritage / Canadian history
- 10 – Offers recreation opportunities (camping, etc)
- 11 – Establishes/designates national marine conservation areas
- 12 – Restores natural environments
- 13 – Restores historic places
- 14 - Plaques
- 98 – Other (SPECIFY _____)
- 99 – Don't know/No answer

4. 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, 2 means somewhat oppose, 3 means neither support nor oppose, 4 means somewhat support and 5 means completely support, please tell me how much you oppose or support this mandate.

BASE: ALL

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

5. Which one of the following would you say is the most important reason why Canada’s National Parks are created? BASE: ALL

[READ AND ROTATE – CODE ONE ONLY]; can ROTATE Q5 and Q6 if desired

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

6. Which one of the following would you say is the most important reason why Canada’s National Historic Sites are created? BASE: ALL

[READ AND ROTATE – CODE ONE ONLY]

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

Visitation and Impressions

The next set of questions pertain to your experiences with specific national parks and national historic sites.
[ROTATE PARKS and SITES section Qs – i.e., 7 to 9 and 10 to 12]

7. Thinking about how national parks might be important, please tell me your level of agreement with the following statements. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that:

BASE: ALL [READ AND ROTATE]

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

- 01 – Strongly agree
- 02 – Somewhat agree
- 03 – Somewhat disagree
- 04 – Strongly disagree
- [VOLUNTEERED – DO NOT READ]

05 – Neither agree/disagree
99 – DK/NA

8. Is there a national park that is your favourite, because of experiences you have had or other connections that are meaningful to you?

BASE: ALL

01 – Yes [ASK Q9]
02 – No [SKIP TO Q10]
99 – Don't know/No answer [SKIP TO Q10]

9. What is the name of this National Park?

BASE: Q8 = 01

a. Name of Park

SPECIFY – If respondent has more than one favourite park, ask about the most favourite one.

99-DK/NA

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

10. Thinking about how national historic sites might be important, please tell me your level of agreement with the following statements. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that:

BASE: ALL [READ AND ROTATE]

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

01 – Strongly agree
02 – Somewhat agree
03 – Somewhat disagree
04 – Strongly disagree
[VOLUNTEERED – DO NOT READ]
05 – Neither agree/disagree
99 – DK/NA

11. Is there a National Historic Site that is your favourite, because of experiences you have had or other connections that are meaningful to you?

BASE: ALL

01 – Yes [ASK Q12]

- 02 – No [SKIP TO Q13]
- 99 – Don't know/No answer [SKIP TO Q13]

12. What is the name of this National Historic Site?
BASE: Q11 = 01

- a. Name of National Historic Site
SPECIFY – If respondent has more than one favourite site, ask about the most favourite one.

99-DK/NA

Information

13. How interested would you be in learning more about Canada's National Parks or National Historic Sites?
Would you be very, somewhat, not very or not at all interested?
BASE: ALL

- 01 – Very interested [ASK Q14]
- 02 – Somewhat interested [ASK Q14]
- 03 – Not very interested [SKIP TO Q15]
- 04 – Not at all interested [SKIP TO Q15]
- [VOLUNTEERED – DO NOT READ]
- 99 – Don't know/No answer

14. What would you be most interested in learning more about?
[record] [Ex. Wildlife, behind the scenes, vacation ideas, science, conservation, biology, etc.]
[OPEN-ENDED – code up to three responses]

98-Other (specify): _____
99-DK/NA

Respondent Profile

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

15. What year were you born? [FORMAT XXXX]
BASE: ALL

99 – NA/REFUSE

16. Were you born in Canada or in another country?
BASE: ALL [DO NOT READ – CODE ONE ONLY]

- 01 – Canada [SKIP TO Q17]
- 02 – Another country [ASK Q16a & Q16b]

99 – NA/REFUSE [SKIP TO Q17]

16a. In what country were you born?

BASE: Q16=02

99 – NA/REFUSE

16b. And what year did you come to live in Canada? [FORMAT XXXX]

99 – NA/REFUSE

17. Do you have any children under 16 years of age living at home?

BASE: ALL

01 – Yes

02 – No

99 – NA/REFUSE

18. And to better understand how results vary by region, may I have your 6-digit postal code?

BASE: ALL

99 - DK/NA

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

[PROVIDE CONTACT ONLY IF CLIENTS ASK FOR MORE INFORMATION]

Parks Canada can be reached by phone at 1-888-773-8888 phone or by email at information@pc.gc.ca

[RECORD] – Based on interview/sample

19. Province/Territory

01 - British Columbia

02 - Alberta

03 - Saskatchewan

04 - Manitoba

05 - Ontario

06 - Quebec

07 - Newfoundland and Labrador

08 - Nova Scotia

09 - New Brunswick

10 - Prince Edward Island

11 - Nunavut

12 - Northwest Territories

13 - Yukon

20. Additional Over-samples

CODE IF APPLICABLE [TO BE DETERMINED BASED ON SAMPLE DESIGN]

21. Community size

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

22. Gender

- 01 - Male
- 02 – Female

23. Language of interview

- 01 – English
- 02 – French

French

Bonjour/Bonsoir. Je m'appelle _____ et je représente Earnscliffe, une entreprise de recherche sur l'opinion publique. Nous réalisons une étude pour savoir ce que les gens pensent au sujet d'enjeux importants auxquels font face les milieux naturels et les sites historiques du Canada. Soyez assuré que nous ne faisons pas de vente ni de sollicitation. Cette étude a été inscrite dans le système national d'enregistrement des sondages.

[SI ON LE DEMANDE :] : L'étude dure environ xx minutes.

[SI ON LE DEMANDE :] : À la fin de l'entrevue, je pourrai vous dire le nom des commanditaires de l'étude.

SI ON LE DEMANDE : L'industrie de la recherche par sondages au Canada a mis sur pied un système d'enregistrement pour permettre au public de s'informer sur la légitimité des sondages, d'obtenir des renseignements sur l'industrie de la recherche par sondages ou de déposer une plainte. Le numéro sans frais pour joindre un ou une préposée est le 1-800-554-9996.

Nous choisissons les numéros de téléphone au hasard puis nous sélectionnons une personne de chaque foyer pour répondre à l'étude. Pour ce faire, j'aimerais parler à la personne âgée d'au moins 18 ans qui a fêté son anniversaire de naissance le plus récemment. Est-ce vous?

SI LA PERSONNE CONCERNÉE N'EST PAS DISPONIBLE, DEMANDEZ À QUEL MOMENT VOUS POUVEZ RAPPELER.

SI LA PERSONNE CONCERNÉE N'EST PAS DISPONIBLE PENDANT LA PÉRIODE DU SONDAGE, DEMANDEZ À PARLER À L'AVANT-DERNIÈRE PERSONNE À FÊTER SON ANNIVERSAIRE DE NAISSANCE.

DEMANDEZ : Préférez-vous répondre aux questions du sondage en français ou en anglais?/Would you prefer to be interviewed in English or French?

Notoriété

1. À votre connaissance, quel est le nom de l'organisme ou du ministère gouvernemental qui gère officiellement les parcs nationaux et les lieux historiques nationaux du Canada désignés?

BASE: TOUS [NE LISEZ PAS LES CHOIX DE RÉPONSES – CODEZ UNE SEULE RÉPONSE]

- 01 – Parcs Canada [PASSER À LA Q3]
- 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

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

BASE: NON Q1 = 01

- 01 – Oui, en a entendu parler
- 02 – Non, n'en a pas entendu parler [PASSER À LA Q4]
- 99 – Ne sait pas/pas de réponse [PASSER À LA Q4]

3. Au meilleur de vos connaissances, que fait Parcs Canada? SONDER: Autre chose?

BASE: Q1 = 01 OU Q2 = 01 [NE PAS LIRE – NOTER JUSQU'À TROIS RÉPONSES]

- 01 – Gère/opère les parcs
- 02 – Protège les parcs
- 03 – Crée et désigne de nouveaux parcs
- 04 – Protège l'environnement naturel
- 05 – Permet d'en savoir plus sur l'environnement naturel
- 06 – Gère/opère les lieux historiques
- 07 – Crée et désigne de nouveaux lieux historiques
- 08 – Protège le patrimoine culturel et l'histoire du Canada
- 09 – Permet d'en savoir plus sur le patrimoine culturel et l'histoire du Canada
- 10 – Offre des activités récréatives (camping, etc.)
- 11 – Crée et désigne des aires marines nationales de conservation
- 12 – Restaure les environnements naturels
- 13 – Restaure les lieux historiques
- 14 – Plaques commémoratives
- 98 – Autre (PRÉCISER _____)
- 99 – Ne sait pas/pas de réponse

4. Parcs Canada vise à protéger et à mettre en valeur les parcs nationaux, les lieux historiques nationaux et les aires marines nationales de conservation du Canada, en plus de favoriser, chez le public, la connaissance, l'appréciation et la jouissance de ces endroits pour les générations actuelles et futures.

Sur une échelle de 5 points, où 1 signifie que vous vous opposez totalement, 2 signifie que vous vous opposez un peu, 3 signifie que vous êtes ni pour ni contre, 4 signifie que vous appuyez un peu et 5 signifie que vous appuyez totalement, veuillez indiquer dans quelle mesure vous vous opposez à ce mandat ou vous l'appuyez.

BASE: TOUS

- 01 – S'oppose totalement
- 02 – S'oppose un peu
- 03 – Ni pour, ni contre
- 04 – Appuie un peu
- 05 – Appuie totalement
- 99 – NSP/PR

5. **Selon vous, laquelle des raisons suivantes est la plus importante raison pour laquelle des parcs nationaux sont créés au Canada?**

BASE: TOUS [LECTURE EN ROTATION – NOTER UNE SEULE RÉPONSE]

- 01 – Pour protéger des exemples représentatifs de la géographie et de l'écologie du Canada
- 02 – Pour protéger les régions naturelles et sauvages menacées par l'activité humaine
- 03 – Pour stimuler le développement économique local et la création d'emplois
- 04 – Pour offrir des possibilités d'activités récréatives
- [RÉPONSE SPONTANÉE – NE PAS LIRE]
- 05 – Toutes les raisons mentionnées sont d'égale importance
- 98 – Autre (PRÉCISER _____)
- 99 – Ne sait pas/pas de réponse

6. **Selon vous, laquelle des raisons suivantes est la plus importante raison pour laquelle des lieux historiques nationaux sont créés au Canada?**

BASE: TOUS [LECTURE EN ROTATION – NOTER UNE SEULE RÉPONSE]

- 01 – Afin d'honorer des événements, des personnages et des endroits importants dans l'histoire du Canada
- 02 – Afin de protéger des édifices, des objets et des lieux à caractère historique contre les dommages et la perte
- 03 – Pour stimuler le développement économique local et la création d'emplois
- 04 – Pour offrir des possibilités d'activités récréatives
- [RÉPONSE SPONTANÉE – NE PAS LIRE]
- 05 – Toutes les raisons mentionnées sont d'égale importance
- 98 – Autre (PRÉCISER _____)
- 99 – Ne sait pas/pas de réponse

Visite et impressions

Les prochaines questions sont reliées à vos expériences dans des parcs nationaux et lieux historiques nationaux spécifiques.

[LECTURE EN ROTATION des questions sur les PARCS et SITES – i.e., 7 à 9 et 10 à 12]

- 7. En pensant à l'importance que les parcs nationaux du Canada pourraient avoir, veuillez me dire dans quelle mesure vous êtes d'accord avec les affirmations suivantes. Êtes-vous fortement d'accord, plutôt d'accord, plutôt en désaccord ou fortement en désaccord que :**

BASE: TOUS

[LECTURE EN ROTATION]

- a. Les générations futures doivent pouvoir profiter des parcs nationaux autant que les générations actuelles
- b. Les parcs nationaux me manqueraient beaucoup s'ils n'existaient plus
- c. Tout Canadien devrait visiter un parc national du Canada au moins une fois dans sa vie
- d. Savoir qu'il y a des parcs nationaux a de l'importance pour moi, et ce, même si je n'ai jamais la possibilité de les visiter
- e. Les parcs nationaux sont source de fierté pour moi, en tant que Canadien(ne)

01 – Fortement d'accord

02 – Plutôt d'accord

03 – Plutôt en désaccord

04 – Fortement en désaccord

[RÉPONSE SPONTANÉE – NE PAS LIRE]

05 – Ni d'accord/ni en désaccord

99 – NSP/PR

- 8. Est-ce qu'il y a un parc national que vous préférez tout particulièrement, en raison des expériences que vous y avez faites ou pour d'autres raisons qui sont importantes pour vous?**

BASE: TOUS

01 –Oui

[POSER Q9]

02 – Non

[PASSER À Q10]

99 – Ne sait pas/Pas de réponse

[PASSER Q10]

- 9. Quel est le nom de ce parc national?**

BASE: Q08 = 01

- a. Nom du parc

[PRÉCISER – SI LE/LA RÉPONDANT(E) A PLUS D'UN PARC PRÉFÉRÉ, POSER LA QUESTION POUR LE PARC QU'IL/ELLE PRÉFÈRE LE PLUS]

99 – Ne sait pas/Pas de réponse

J'aimerais maintenant vous poser des questions sur les expériences que vous avez des lieux historiques nationaux.

10. En pensant à l'importance que les lieux historiques nationaux du Canada pourraient avoir, veuillez me dire dans quelle mesure vous êtes d'accord avec les affirmations suivantes. Êtes-vous fortement d'accord, plutôt d'accord, plutôt en désaccord ou fortement en désaccord que :

BASE: TOUS

[LECTURE EN ROTATION]

- a. Les générations futures doivent pouvoir profiter des lieux historiques nationaux autant que les générations actuelles
- b. Les lieux historiques nationaux me manqueraient beaucoup s'ils n'existaient plus
- c. Tout Canadien devrait visiter un lieu historique national au moins une fois dans sa vie
- d. Savoir qu'il y a des lieux historiques nationaux a de l'importance pour moi, et ce, même si je n'ai jamais la possibilité de les visiter
- e. Les lieux historiques nationaux sont source de fierté pour moi, en tant que Canadien(ne)

01 – Fortement d'accord

02 – Plutôt d'accord

03 – Plutôt en désaccord

04 – Fortement en désaccord

[RÉPONSE SPONTANÉE – NE PAS LIRE]

05 – Ni d'accord/ni en désaccord

99 – NSP/PR

11. Est-ce qu'il y a un lieu historique national que vous préférez tout particulièrement, en raison des expériences que vous y avez faites ou pour d'autres raisons qui sont importantes pour vous?

BASE: TOUS

01 – Oui [POSER Q12]

02 – Non [PASSER À Q13]

99 – Ne sait pas/Pas de réponse [PASSER À Q13]

12. Quel est le nom de ce lieu historique national?

BASE: Q11 = 01

a. Nom du lieu historique national

[PRÉCISER – SI LE/LA RÉPONDANT(E) A PLUS D'UN LIEU PRÉFÉRÉ, POSER LA QUESTION POUR CELUI QU'IL/ELLE PRÉFÈRE LE PLUS]

99 – Ne sait pas/pas de réponse

Information

13. Dans quelle mesure vous intéresserait-il d'en savoir davantage au sujet des parcs nationaux ou des lieux historiques nationaux? Seriez-vous très intéressé, plutôt intéressé, pas beaucoup intéressé ou pas du tout intéressé?

BASE: ALL

01 – Très intéressé [POSER Q14]
02 – Plutôt intéressé [POSER Q14]
03 – Pas beaucoup intéressé [PASSER À Q15]
04 – Pas du tout intéressé [PASSER À Q15]
[RÉPONSE SPONTANÉE – NE PAS LIRE]
99 – Ne sait pas/pas de réponse

14. Qu'est-ce qui vous intéresserait le plus pour en savoir davantage?
[ENREGISTRÉ] [Ex. : nature sauvage, ce qu'il y a de l'autre côté, idées de vacances, sciences, conservation, biologie, etc.]
[OUVERTE – coder jusqu'à trois réponses]

98-Autre (spécifié): _____
99-NSP/NA

Profil du répondant

Avant de terminer, j'aimerais vous poser quelques questions sur vous et votre foyer à des fins statistiques seulement. Soyez assuré(e) que vos réponses demeureront strictement confidentielles.

15. En quelle année êtes-vous né(e)? [FORMAT XXXX]

BASE: TOUS

99 – NA/REFUS

16. Êtes-vous né(e) au Canada ou dans un autre pays?

BASE: TOUS [NE PAS LIRE – NOTER UNE SEULE RÉPONSE]

01 – Canada [ALLER À Q17]
02 – Autre pays [POSER LA Q16a & Q16b]
99 – NA/REFUSE [ALLER À Q17]

- 16a. Dans quel pays êtes-vous né(e)?

BASE : Q16 = 02

99 – NA/REFUS

16b. Et, en quelle année êtes-vous venu(e) vivre au Canada? [FORMAT XXXX]

99 – NA/REFUS

17. Votre foyer compte-t-il des enfants de moins de 16 ans?

BASE: TOUS

01 – Oui
02 – Non
99 – NA/REFUS

18. Et, pour mieux comprendre la distribution des résultats par région, puis-je avoir votre code postal à six caractères?

BASE: TOUS

99 - DK/NA

Je vous remercie de votre temps et de votre collaboration. L'enquête a été réalisée pour le compte de Parcs Canada et elle est enregistrée conformément à la *Loi fédérale sur l'accès à l'information*.

[DONNER UNIQUEMENT LES COORDONNÉES SI LE CLIENT DEMANDE PLUS D'INFORMATION]

Vous pouvez joindre Parcs Canada par téléphone au 1-888-773-8888 ou par courriel à information@pc.gc.ca

[INSCRIRE] – Basé sur les entrevues/échantillons

19. Province/Territoire

01 – Colombie-Britannique
02 – Alberta
03 – Saskatchewan
04 – Manitoba
05 – Ontario
06 – Québec
07 – Terre-Neuve-et-Labrador
08 – Nouvelle-Écosse
09 – Nouveau-Brunswick
10 – Île-du-Prince-Édouard
11 – Nunavut
12 – Territoires du Nord-Ouest
13 – Yukon

20. Suréchantillons additionnels

NOTER SI CELA EST PERTINENT

[À DÉTERMINER À PARTIR DU CONCEPT D'ÉCHANTILLONNAGE]

21. Taille de la collectivité

- 01 – 1 million et plus
- 02 – De 100 000 à 1 million
- 03 – De 25 000 à 100 000
- 04 – De 10 000 à 25 000
- 05 – De 5 000 à 10 000
- 06 – Moins de 5 000

22. Sexe

- 01 - Homme
- 02 – Femme

23. Langue d’entrevue

- 01 – Anglais
- 02 – Français