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Parks Canada Awareness Tracking Study 2018-2019

Final Report

Prepared for Parks Canada Agency

Supplier name: EKOS Research Associates

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Canada

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March 2019

This public opinion research report presents the results of a telephone survey conducted by EKOS Research Associates on behalf of Parks Canada Agency. The research study was conducted with 8,061 adult Canadians between May 30, 2018 and March 16, 2019 (roughly 2,000 cases per month once per quarter).

Cette publication est aussi disponible en français sous le titre : Enquête de suivi sur la notoriété de Parcs Canada 2018-2019.

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EXECUTIVE SUMMARY

Parks Canada Agency (PCA) protects and presents nationally significant examples of Canada's natural and cultural heritage, and fosters public understanding, appreciation, and enjoyment to ensure the ecological and commemorative integrity of these places for present and future generations. Canada's National Parks, National Historic Sites, and National Marine Conservation Areas attract over 20 million Canadians and international visitors annually.

PCA employs the Awareness Tracking Survey to measure and track, on an on-going basis, to understand the short term success of its proactive communications efforts on Canadians' awareness and understanding of the Agency and the places it administers.

The survey instrument used in 2019 is consistent with previous iterations of the survey. The bilingual telephone survey involved a randomly-selected sample of Canadians 18 years of age and older. The sample included all provinces and territories, with oversamples in Montreal, Toronto, and Vancouver. Each survey wave has an associated margin of error of up to plus or minus 2.2 %, 19 times out of 20. The overall sample includes 8,061 completed interviews. Following are sample details for each wave of the survey:

- Wave 1 – May 30–June 22, 2018 – 2,036 completed interviews, including 1,608 reached on a landline and 428 reached on a cell phone;
- Wave 2 – September 6-24, 2018 – 2,007 completed interviews, including 1,657 reached on a landline and 350 reached on a cell phone;
- Wave 3 – November 27–December 13, 2018 – 2,011 completed interviews, including 1,628 reached on a landline and 383 reached on a cell phone.
- Wave 4 – March 1-16, 2019 – 2,007 completed interviews, including 1,670 reached on a landline and 337 reached on a cell phone.

Findings

Awareness of Parks Canada

Awareness of Parks Canada is strong in 2018-2019, and has increased sharply from 2017-18.

- 33% recalled Parks Canada (unaided) as the organization that operates officially designated national parks and historic sites in Canada; ranging from 30% in June and December to a peak of 35% in September. This represents a considerable increase from 24% in 2017-2018.
 - Unaided recall is highest in Alberta and Atlantic Canada (40% and 37%, respectively), and lowest in Ontario (27%).

- With prompting, overall awareness of Parks Canada is quite ubiquitous at 86%, with only 14% who cannot name or recognize it. Overall awareness also seems to have climbed, in this case somewhat, from 2017-2018 when it was 82%. Results are also consistent across the year.
 - Overall awareness is highest in Alberta at 94%, although British Columbia and Atlantic Canada are close behind at 91%.
- Recall of the Parks Canada logo (recognizing the beaver as the symbol used) is roughly on par with unaided recall at 33%.
 - Recognition is higher in Atlantic Canada (49%) and Alberta (44%), and lowest in Ontario (25%).

Recall of Messaging

- In terms of recalling hearing, reading or seeing anything about “Parks Canada”, and/or “National Parks of Canada”, recall also ranges between 29% to 31%; from as high as 36% for “Parks Canada” in September, to as low as 23% in March 2019. Content for “National Historic Sites of Canada” is similarly recalled by 29%, and is roughly consistent across the year.
 - As with awareness, recall of specific news stories is highest in Alberta and the Atlantic, and generally lower in Ontario.
- Television ranks as the most successful medium for reaching Canadians with information about Parks Canada, with 22% for programs or documentaries (highest in December 2018 and March 2019 at 25%), and 20% for commercials (highest in June 2018 at 23%).
 - Social media is also reported as a significant source (12%), although marginally less so in the winter.
 - These rates are in line with previous measures taken earlier in 2018, which had dropped from 2017.
- Popular themes recalled in Parks Canada content relate to:
 - park attractions and features (11%; more often in June at 16%)
 - travel and tourism (9%; more often in June 2018 at 13%);
 - historical sites (9%); and,
 - nature and wildlife information (8%).

Support for Parks Canada’s Mandate

Canadians are strong supporters of Parks Canada’s mandate.

- 88% of Canadians support or completely support, which is remarkably consistent throughout the year. Support seems to have risen, fairly significantly, however, from 81% in 2017-2018.
 - Support is also largely consistent across regions, ranging from 84% in Alberta in June through the 80’s and low 90’s, but peaking at 93% in Atlantic Canada in September.

Specific Themes

- Parks Canada congers a wide variety of positive images for Canadians including images of nature and wilderness (19%), beautiful and scenic landscapes (14%), as well as camping/RVs, conservation and protection of the environment, and organized, well-kept spaces (8% in each case).
- Sizable proportions of Canadians feel they are familiar with specific Parks Canada conservation activities, including efforts to protect species at risk (according to 54% of respondents), followed by long term tracking of the health of plants and animals in national parks (47%), and use of controlled fires to rejuvenate forests (44%).
 - Familiarity with scientific research on environment in national parks, actions to protect water and land, collaborations with Indigenous peoples, public engagement and monitoring of impacts of climate change also range between 35% and 39%.
 - Familiarity is generally higher in Alberta and Atlantic Canada, and lowest in Quebec.
- Results also suggest there is a strong public appetite for learning more about the agency, with 56% interested in learning more about science and conservation activities Parks Canada does.
 - Interest is fairly consistent across Canada.

The contract value for the POR project is \$135,571.75 (including HST).

Supplier Name: EKOS Research Associates

PWGSC Contract Number: EP363–140002/004/CY

Contract Award Date: April 20, 2018

To obtain more information on this study, please contact Parks Canada Agency at: information@pc.gc.ca

I hereby certify as Senior Officer of EKOS Research Associates Inc. that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada 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 by: Susan Galley (Vice President)

March 2019

SOMMAIRE

L'Agence Parcs Canada (APC) protège et présente des exemples d'importance nationale du patrimoine naturel et culturel du Canada et favorise la compréhension, l'appréciation et le plaisir du public afin d'assurer l'intégrité écologique et commémorative de ces lieux pour les générations actuelles et futures. Les parcs nationaux, lieux historiques nationaux et aires marines nationales de conservation attirent plus de 20 millions de visiteurs canadiens et étrangers chaque année.

L'APC utilise l'Enquête de suivi de la notoriété pour mesurer, suivre, de façon continue, et comprendre le succès à court terme de ses efforts de communications proactives sur la notoriété et la compréhension de l'Agence et des lieux qu'elle administre.

L'instrument de sondage utilisé en 2019 est conforme aux itérations antérieures du sondage. Le sondage téléphonique bilingue comportait un échantillon aléatoire de Canadiens âgés de 18 ans et plus. L'échantillon incluait tous les territoires et provinces, avec des suréchantillons à Montréal, Toronto et Vancouver. Chaque vague du sondage avait une marge d'erreur respective de plus ou moins 2,2 %, 19 fois sur 20. L'échantillon global compte 8 061 entrevues réalisées. Voici les détails de l'échantillon pour chaque vague du sondage :

- Vague 1 – 30 mai au 22 juin 2018 – 2 036 entrevues réalisées, y compris 1 608 répondants joints sur un téléphone de ligne terrestre, et 428 joints sur un téléphone cellulaire;
- Vague 2 – 6 au 24 septembre 2018 – 2 007 entrevues réalisées, y compris 1 657 répondants joints sur un téléphone de ligne terrestre, et 350 joints sur un téléphone cellulaire;
- Vague 3 – 27 novembre au 13 décembre 2018 – 2 011 entrevues réalisées, y compris 1 628 répondants joints sur un téléphone de ligne terrestre, et 383 joints sur un téléphone cellulaire;
- Vague 4 – 1^{er} au 16 mars 2019 – 2 007 entrevues réalisées, y compris 1 670 répondants joints sur un téléphone de ligne terrestre, et 337 joints sur un téléphone cellulaire.

Constatations

Notoriété de Parcs Canada

La notoriété de Parcs Canada est forte en 2018-2019, et a augmenté considérablement par rapport à 2017-2018.

- Trente-trois pour cent (33 %) des répondants se sont souvenus (sans aide) de Parcs Canada en tant qu'organisme qui gère les parcs et les lieux historiques nationaux désignés officiellement au Canada, allant de 30 % en juin et décembre, pour atteindre un sommet de 35%, en septembre, ce qui représente une augmentation considérable par rapport à 24 % en 2017-2018.

- Le rappel non assisté est le plus élevé en Alberta et au Canada atlantique (40 % and 37 %, respectivement), et le plus faible en Ontario (27 %).
- La notoriété générale assistée de Parcs Canada est très omniprésente, à 86 %, où seulement 14% des répondants ne pouvant nommer l'Agence ou la reconnaître. La notoriété générale semble également avoir augmenté, dans ce cas quelque peu, par rapport à 2017-2018, qui était à 82 %. Les résultats sont également constants tout au long de l'année.
 - La notoriété générale est la plus grande en Alberta, à 94 %, bien que la Colombie-Britannique et le Canada Atlantique suivent de près, à 91%.
- La mémorisation du logo de Parcs Canada (reconnaissant le castor en tant que symbole utilisé) est, en gros, similaire au rappel spontané, à 33 %.
 - La reconnaissance est plus élevée au Canada atlantique (49 %) et en Alberta (44 %), et la plus faible en Ontario (25 %).

Mémorisation des messages

- Pour ce qui est de se souvenir d'avoir entendu, lu ou vu quelque chose au sujet de « Parcs Canada » et/ou des « parcs nationaux du Canada », la mémorisation varie également entre 29 % et 31 %; allant d'un niveau élevé de 36 % pour « Parcs Canada » en septembre à un bas niveau de 23 % en mars 2019. Le contenu concernant les « lieux historiques nationaux du Canada » est mémorisé à un même niveau par 29% des répondants, et est plus ou moins constant tout au long de l'année.
 - Comme pour la notoriété, la mémorisation de nouvelles spécifiques est plus élevée en Alberta et au Canada atlantique, et généralement plus faible en Ontario.
- La télévision se classe comme le moyen le plus efficace pour atteindre les Canadiens avec de l'information sur Parcs Canada, avec 22 % pour les émissions ou les documentaires (pourcentage les plus élevés en décembre 2018, et en mars 2019, à 25 %), et 20 % pour les publicités télévisées (pourcentage le plus élevé en juin 2018, à 23 %).
 - Les médias sociaux sont également signalés en tant que source importante (12%), bien que légèrement moins en hiver.
 - Ces taux sont comparables aux mesures antérieures prises plus tôt en 2018, qui avaient diminué par rapport à 2017.
- Les thèmes populaires ayant du contenu de Parcs Canada et dont les répondants se souvenaient ont trait :
 - aux attractions et aux caractéristiques des parcs (11 %; plus souvent en juin, à 16 %);
 - aux voyages et au tourisme (9 %; plus souvent en juin 2018, à 13 %);
 - aux lieux historiques (9 %);
 - à l'information sur la nature et la faune (8 %).

Appui pour le mandat de Parcs Canada

Les Canadiens appuient fortement le mandat de Parcs Canada.

- À raison d'un pourcentage de 88 %, les Canadiens appuient, ou appuient entièrement, ce qui est remarquablement constant tout au long de l'année. Cependant, le soutien semble avoir augmenté de façon assez marquée par comparaison à 81 % en 2017-2018.
 - L'appui est également largement constant d'une région à l'autre, allant de 84 % en Alberta en juin, dans les 80 % et les débuts des 90 %, mais atteignant un sommet de 93% au Canada atlantique en septembre.

Thèmes particuliers

- Parcs Canada évoque une grande variété d'images positives pour les Canadiens, notamment des images de la nature et du milieu sauvage (19 %), de beaux paysages pittoresques (14 %), ainsi que de terrains de camping/VR, de conservation et protection de l'environnement, et d'espaces organisés et bien entretenus (8 % chacun).
- Des pourcentages appréciables de Canadiens estiment que certaines activités de conservation particulières de Parcs Canada leur sont familières, y compris les efforts déployés pour protéger les espèces en péril (selon 54 % des répondants) et, en second lieu, le suivi à long terme de la santé des plantes et des animaux dans les parcs nationaux (47 %), ainsi que l'utilisation de feux contrôlés pour régénérer les habitats forestiers (44 %).
 - La recherche scientifique sur l'environnement dans les parcs nationaux, les mesures prises pour protéger de nouvelles aires marines et terrestres, les collaborations avec les peuples autochtones, la participation du public et la surveillance et la limitation des impacts du changement climatique sur les parcs nationaux varient également entre 35 % et 39 %.
 - La connaissance est généralement plus élevée en Alberta et au Canada atlantique, et plus faible au Québec.
- Les résultats suggèrent également à entendre que le public désire fortement en apprendre davantage au sujet de l'Agence, 56 % des répondants étant intéressés à en apprendre davantage au sujet des activités scientifiques et de conservation menées par Parcs Canada.
 - L'intérêt est relativement constant partout au Canada.

La valeur du contrat pour ce projet de recherche sur l'opinion publique (ROP) est de 135 571,75 \$ (TVH incluse).

Nom du fournisseur : ASSOCIÉS DE RECHERCHE EKOS

Numéro de contrat de TPSGC : EP363-140002/004/CY

Date d'octroi du contrat : 20 avril 2018

Pour obtenir plus de renseignements au sujet de la présente étude, veuillez communiquer avec l'Agence Parcs Canada à : information@pc.gc.ca

J'atteste par la présente, à titre de cadre supérieur des Associés de recherche EKOS Inc., que les produits livrables sont parfaitement conformes aux exigences du gouvernement du Canada en matière de neutralité politique, prévues dans la Politique de communication du gouvernement du Canada et la Procédure de planification et d'attribution de marchés de services de recherche sur l'opinion publique.

En particulier, ces produits livrables ne renferment 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

Signature : Susan Galley (vice-présidente)

Mars 2019

1. INTRODUCTION

Parks Canada Agency (PCA) protects and presents nationally significant examples of Canada's natural and cultural heritage, and fosters public understanding, appreciation, and enjoyment to ensure the ecological and commemorative integrity of these places for present and future generations. Canada's National Parks, National Historic Sites, and National Marine Conservation Areas attract over 20 million Canadians and international visitors annually.

PCA employs the Awareness Tracking Survey to measure and track, on an on-going basis, to understand the short term success of its proactive communications efforts on Canadians' awareness and understanding of the Agency and the places it administers.

To meet these objectives, EKOS Research conducted telephone interviews in June 2018 (n=2,036, May 30 – June 22, 2018), September 2018 (n=2,007, September 6 – 24, 2018), December 2018 (n=2,011, November 27 – December 13, 2018), and March 2019 (n=2,007, March 1 – 16, 2019). The margin of error for each study was +/-2.2 %, at a .05 confidence interval.

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

2. SURVEY RESULTS

2.1 CORE QUESTIONS

a) Unaided Awareness of Parks Canada

Results suggest moderate – and relatively stable – unaided awareness of Parks Canada. Respondents were asked, unaided, if they could name the agency responsible for operating officially-designated national parks and national historic sites in Canada. Recall of Parks Canada is 33% and is fairly consistent across the year, ranging from 30% in June and December 2018, to 35% in September 2018, but dipping back to 33% in March 2019. In each case, a handful of respondents responded with some variation of Parks Canada’s name, such as ‘National Parks’, ‘Canadian National Parks’, or “Canada Parks”.

- Regionally, residents of Alberta and Atlantic Canada are more likely to identify the agency as Parks Canada (40% and 37%, respectively), while residents of Ontario, and in particular Toronto are the least likely to do so (27 and 25%, respectively). This pattern is largely consistent across the year, although there is less of a differentiation in recall by region in December, as shown in Table 1.

Table 1: Unaided Awareness of “Parks Canada” by Region and CMA

Unaided Awareness	Overall	June 2018	September 2018	December 2018	March 2019
<i>n</i> =	8061	2036	2007	2011	2007
National	33%	30%	35%	30%	33%
Atlantic	37%	39%	38%	34%	38%
Quebec	29%	28%	31%	29%	30%
Ontario	27%	25%	30%	26%	30%
Manitoba/Saskatchewan	34%	29%	42%	33%	35%
Alberta	40%	41%	49%	32%	38%
British Columbia	36%	33%	40%	39%	36%
Montreal	29%	26%	28%	31%	31%
Toronto	25%	23%	26%	21%	29%
Vancouver	36%	36%	37%	38%	36%

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

b) Total Awareness of Parks Canada

Those respondents who could not name Parks Canada unaided were prompted with the name Parks Canada and asked if they had heard of the organization. Combining those who identified the agency without prompting (i.e., unaided as presented in Section A), as well as those who are able to confirm that they have heard of Parks Canada, 86% Canadians recognize Parks Canada. This pattern is consistent across the four waves, as shown in Table 2. The remaining 14% of Canadians are not aware of Parks Canada, either through prompted or unprompted recall.

Table 2: Total Awareness of Parks Canada

Awareness	Overall	June 2018	September 2018	December 2018	March 2019
<i>n</i> =	8061	2036	2007	2011	2007
Total	86%	88%	86%	87%	86%
Unaided	32%	30%	35%	30%	33%
Unaware	14%	12%	14%	13%	14%

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? [IF INCORRECT: Have you ever heard of Parks Canada, which is a federal government agency?

Base: All respondents

- Regionally, overall awareness is highest in Alberta (94%), followed by Atlantic Canada and British Columbia, and in the Vancouver CMA in particular (91% in each). It is lowest in Ontario (85%) and Quebec (80%), and in particular in the Montreal (79%) and Toronto (80%).
- These patterns are largely consistent across the year, with some slight variations such as a slightly lower overall awareness level recorded in BC in September as shown in Table 3. Awareness is also higher in Quebec (and in Montreal specifically) in June.

Table 3: Total Awareness of “Parks Canada” by Region and CMA

Total Awareness	Overall	June 2018	September 2018	December 2018	March 2019
<i>n</i> =	8061	2036	2007	2011	2007
National	86%	88%	86%	87%	86%
Atlantic	91%	92%	93%	91%	90%
Quebec	80%	84%	80%	80%	79%
Ontario	85%	86%	85%	87%	86%
Manitoba/Saskatchewan	90%	91%	92%	89%	91%
Alberta	94%	96%	92%	96%	93%
British Columbia	91%	91%	88%	93%	90%
Montreal	79%	84%	79%	77%	78%
Toronto	80%	80%	79%	82%	82%
Vancouver	91%	92%	88%	93%	90%

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 awareness)

Base: All respondents

c) Aided Recall of Recent Messaging

Respondents were asked whether they had heard anything about Parks Canada or its constituent elements (i.e., national parks and national historic sites) within the past three months, with similar levels of recall across the three. About one in three recall hearing something about Parks Canada (29%), National Parks of Canada's (31%) and/or Canada's national historic sites. Recall is highest for each of the three in September (36% for Parks Canada, 35% for National Parks of Canada and 31% for National Historic Sites). In each case, this is a few percentage points higher than found in June (see Table 4). Recall dips considerably in December, particularly for Parks Canada, and drops marginally again in March 2019.

Table 4: Aided Recall of Recent Messaging

Message	Overall	June 2018	September 2018	December 2018	March 2019
<i>n</i> =	8061	2036	2007	2011	2007
Parks Canada	29%	33%	36%	25%	23%
National Parks of Canada	31%	34%	35%	27%	27%
National Historic Sites if Canada	29%	29%	31%	29%	27%

In the past three months, have you heard, read, or watched anything about the following? (% saying "Yes")

Base: All respondents

- Residents of Alberta and Atlantic Canada are more likely to recall hearing news about Parks Canada (42% and 37%, respectively), as shown in Table 5a. Albertans are also more likely to recall National Parks of Canada (41%) (Table 5b). Recall is highest in Atlantic Canada when it comes to National Historic Sites (38%), particularly in September (43%) and December (42%), as presented in Table 5c.
- Those who reside in Montreal or Toronto have comparatively lower levels of recall (23%) of Parks Canada, although higher in September (30% and 29%, respectively) compared with other waves (Table 5a). Recall of National Historic Sites is lower in Toronto (24%), but also in Vancouver (23%), although this is not the case in December when 30% and 31% recalled National Historic Sites of Canada (Table 5c).

Table 5a: Aided Recall of Parks Canada in Recent Messaging by Region and CMA

Total Awareness	Overall	June 2018	September 2018	December 2018	March 2019
<i>n</i> =	8061	2036	2007	2011	2007
National	29%	33%	36%	25%	23%
Atlantic	37%	44%	45%	32%	29%
Quebec	27%	29%	35%	23%	21%
Ontario	25%	29%	32%	20%	20%
Manitoba/Saskatchewan	28%	33%	36%	26%	17%
Alberta	42%	47%	48%	36%	36%
British Columbia	29%	31%	36%	29%	25%
Montreal	23%	24%	30%	19%	19%

Total Awareness	Overall	June 2018	September 2018	December 2018	March 2019
<i>n</i> =	8061	2036	2007	2011	2007
Toronto	23%	25%	29%	19%	19%
Vancouver	29%	27%	34%	32%	22%

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

Base: All respondents

Table 5b: Aided Recall of National Parks of Canada in Recent Messaging by Region and CMA

Total Awareness	Overall	June 2018	September 2018	December 2018	March 2019
<i>n</i> =	8061	2036	2007	2011	2007
National	31%	34%	35%	27%	27%
Atlantic	33%	35%	37%	32%	29%
Quebec	32%	36%	37%	26%	26%
Ontario	28%	31%	32%	25%	22%
Manitoba/Saskatchewan	30%	34%	39%	24%	26%
Alberta	41%	40%	46%	36%	41%
British Columbia	29%	33%	29%	28%	29%
Montreal	27%	27%	34%	24%	23%
Toronto	27%	28%	32%	26%	22%
Vancouver	28%	30%	28%	27%	27%

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

Base: All respondents

Table 5c: Aided Recall of National Historic Sites of Canada in Recent Messaging by Region and CMA

Total Awareness	Overall	June 2018	September 2018	December 2018	March 2019
<i>n</i> =	8061	2036	2007	2011	2007
National	29%	29%	31%	29%	28%
Atlantic	38%	37%	43%	42%	30%
Quebec	29%	29%	32%	24%	31%
Ontario	28%	28%	29%	29%	25%
Manitoba/Saskatchewan	32%	33%	30%	36%	30%
Alberta	29%	30%	34%	25%	27%
British Columbia	25%	21%	22%	31%	27%
Montreal	27%	26%	28%	24%	30%
Toronto	24%	23%	23%	30%	20%
Vancouver	23%	21%	22%	31%	21%

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

Base: All respondents

d) Source of Information

Those respondents who had read, heard, or seen something about Parks Canada, national parks, or national historic sites were asked where they had heard this news. Television ranks as the most popular medium, either through a television program or documentary (22%), or through a commercial (20%). A program or documentary was indicated as a key source of information more often in December and March (25% in each cases) than it was in June or September (19% and 20%). A television commercial was the source of information most often in June (23%) and in March 2019 (21%). The next most popular source of information, according to 12% of Canadians, is social media, which is a fairly consistent source over the year, although slightly lower in December (10%). The same proportion also received information through a newspaper article (12%, ranging from 11% to 14%, with the highest cited in September). Other websites are also a source for 11%, although somewhat less so in December (9%). Other sources and more details about patterns of sources used can be found in Table 6. It should be noted that the Parks Canada website is a source of information for 5% of Canadians.

Table 6: Source of Information

Source	Overall	June 2018	September 2018	December 2018	March 2019
<i>n</i> =	3887	1030	1100	884	873
TV program/documentary	22%	19%	20%	25%	25%
TV commercial	20%	23%	18%	19%	21%
Social media (Facebook, YouTube, Myspace, Twitter, Instagram)	12%	12%	12%	10%	13%
Other websites	11%	12%	11%	9%	10%
Newspaper article	12%	11%	14%	12%	11%
Radio	7%	7%	6%	7%	7%
At National Parks/National Historic Sites	9%	6%	13%	9%	7%
Magazine article	5%	6%	4%	6%	6%
From friends/family members/word of mouth	4%	3%	5%	4%	5%
Parks Canada website (www.pc.gc.ca, www.pccamping.ca)	5%	5%	5%	5%	3%
Brochures/pamphlets	3%	4%	4%	3%	2%
At museums/other parks/sites	3%	2%	6%	1%	2%
Travel/tourism guides	2%	2%	2%	2%	2%
Other	4%	4%	2%	6%	4%
Don't know/No answer	5%	4%	5%	6%	5%

Where specifically do you recall hearing, watching, or reading something about Parks Canada, National Parks or National Historic Sites? (Items with 2% or more shown).

Base: Those who recalled Parks Canada, national parks, or national historic sites

- There are relatively limited regional variations in most sources used for information, with the exception of somewhat greater reliance on television commercials in Manitoba and Saskatchewan (25%), and on television programs and documentaries in Alberta (28%), British Columbia (28%) and in Atlantic Canada (27%).
- Television programs and documentaries are much less likely to be a source of information in Quebec, and in the Montreal CMA (8% in each).
- Social media is marginally more prominent in Manitoba and Saskatchewan (16%), and in the Atlantic (15%).

e) Specific Elements Recalled

Those respondents who had read, heard, or seen something about Parks Canada, national parks, or national historic sites were asked to describe the subjects or topics they recall being covered. Responses were varied and did not focus on any one element. One in ten recalled hearing about park features, history or regulations (11%), although this is driven by a high proportion in June (16%, which then drops to 9% to 10% in subsequent waves). Travel and tourism promotions were also recalled by 9%, again with the highest proportion in June (13%, dropping to 5% to 10% thereafter). Nature and wildlife information were recalled by 8% and fewer pointed to other specific elements, with some variation from iteration to iteration of the survey, as shown in Table 7.

Table 7: Specific Elements Recalled

Element	Overall	June 2018	September 2018	December 2018	March 2019
<i>n</i> =	3887	1030	1100	884	873
Park features/histories/regulations	11%	16%	9%	9%	10%
Travel/tourism promotion	9%	13%	10%	5%	9%
Historical sites features/histories/regulations	9%	9%	10%	10%	7%
Nature/wildlife information	8%	7%	8%	8%	7%
Location/site name only	6%	7%	5%	8%	4%
Protecting the environment (general)	5%	4%	6%	6%	6%
Wildlife protection (reintroducing species, culls)	5%	3%	4%	6%	6%
Campsites/accommodations information	5%	6%	5%	4%	6%
Recreational outdoor activities available at parks	5%	4%	6%	4%	4%
Disasters (fires, avalanche, flooding)	4%	3%	7%	2%	2%
Park/site maintenance/management	4%	5%	2%	2%	6%
History/historical sites/Canadian history (unspecified)	3%	2%	2%	4%	6%
Free admission/access to sites for Canada's 150th anniversary	3%	5%	3%	5%	2%

Element	Overall	June 2018	September 2018	December 2018	March 2019
<i>n</i> =	3887	1030	1100	884	873
Funding issues/structure, fees/tax allocations	2%	2%	2%	1%	3%
New parks/historic sites opening (e.g. Sable Island, Rouge Park)	2%	2%	1%	2%	2%
New activities at historic sites/parks	1%	0%	0%	2%	3%
Education/outreach (general)	1%	0%	2%	0%	1%
Hunting/fishing	1%	--	0%	1%	2%
Planning a trip/reservations/bookings	1%	2%	1%	1%	1%
Construction/improvements to existing sites/parks	1%	0%	2%	3%	0%
Concerns about overcrowding in parks	1%	0%	3%	2%	1%
Public safety	1%	0%	2%	2%	1%
Other	3%	3%	1%	3%	4%
Don't know/No answer	24%	24%	25%	23%	23%

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? (Items with 2% or more shown)

Base: Those who recalled Parks Canada, national parks, or national historic sites

- Although there are no large regional differences in elements recalled, residents of the Atlantic are somewhat more likely to focus on the features and histories of parks (14%). This is mostly driven by results from March 2019 when 22% of those in the Atlantic focused on features of parks. See Table 8 for details.
- Quebec is somewhat more focused on travel and tourism (12%; even more so in June when it was cited by 19%).
- Alberta residents are more likely than others across the country to recall nature and wilderness themes (12%; more prominent in June at 16% and September at 12%).

Table 8: Top Elements Recalled by Region and CMA

Total recall	Parks features/ histories	Travel / tourism promotion	Historical sites / features	Nature / Wildlife Information
<i>n</i> =	3887	3887	3887	3887
National	11%	9%	9%	8%
Atlantic	14%	6%	11%	4%
Quebec	9%	12%	9%	7%
Ontario	12%	10%	11%	7%
Manitoba/Saskatchewan	13%	10%	9%	8%
Alberta	9%	8%	3%	12%
British Columbia	10%	6%	9%	8%
Montreal	7%	12%	11%	7%
Toronto	11%	7%	9%	6%

Total recall	Parks features/ histories	Travel / tourism promotion	Historical sites / features	Nature / Wildlife Information
n=	3887	3887	3887	3887
Vancouver	9%	5%	7%	7%

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? (Items with 2% or more shown)

Base: Those who recalled Parks Canada, national parks, or national historic sites across cumulative (i.e., overall) sample

f) Support for Parks Canada's Mandate

Results highlight broad support for Parks Canada's mandate. When presented with a brief description of the agency's responsibilities, the vast majority of respondents (88%) expressed support. This level of support is also very consistent throughout the year as shown in Table 9. Only 8% neither support nor oppose Parks Canada's mandate, and only 2% are opposed to the agency's directive.

Table 9: Support for Parks Canada Mandate

Rating	Overall	June 2018	September 2018	December 2018	March 2019
n=	8061	2036	2007	2011	2007
Oppose (1 – 2)	2%	2%	2%	1%	2%
Neither (3)	8%	8%	8%	8%	9%
Support (4 – 5)	88%	89%	89%	87%	87%

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. Please tell me how much you oppose or support this mandate?

Base: All respondents

- Support for Parks Canada's mandate is also very consistent across the country, ranging between 85% and 90% as shown in Table 10. Even within individual waves support does not drop below 84% (Alberta in June), although it is as high as 93% among Atlantic Canadians in September.

Table 10: Support for Parks Canada Mandate by Region and CMA

Total Support (4 – 5)	Overall	June 2018	September 2018	December 2018	March 2019
n=	8061	2036	2007	2011	2007
National	88%	89%	89%	87%	87%
Atlantic	88%	90%	93%	85%	86%
Quebec	87%	88%	87%	88%	85%
Ontario	89%	90%	90%	87%	90%
Manitoba/Saskatchewan	86%	89%	87%	87%	82%
Alberta	85%	84%	89%	84%	85%
British Columbia	90%	93%	88%	92%	87%

Total Support (4 – 5)	Overall	June 2018	September 2018	December 2018	March 2019
n=	8061	2036	2007	2011	2007
Montreal	87%	87%	87%	90%	85%
Toronto	89%	90%	89%	87%	89%
Vancouver	90%	95%	87%	92%	88%

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. Please tell me how much you oppose or support this mandate? % Support (4-5)

Base: All respondents

2.2 SPECIFIC QUESTIONS

a) Recall of Parks Canada Logo

In the December 2018 and March 2019 iterations, those respondents who are familiar with Parks Canada were asked, unprompted, whether they could name the symbol that represents Parks Canada. Results highlight a considerable degree of uncertainty, with nearly half of respondents (46%) saying they “don’t know”. One-third (33%), however, correctly identified the symbol as a beaver, with a slightly higher proportion (35% found in March). Table 11 provides more detail.

Table 11: Recall of Parks Canada Logo

Parks Logo	Overall	December 2018	March 2019
n=	3522	1755	1767
Beaver	33%	32%	35%
Maple leaf	5%	5%	5%
Trees/Forest/Tree line	5%	5%	4%
Other flora or plant	4%	4%	4%
Other animal or fauna	4%	4%	4%
Other	2%	2%	3%
Don't know/No answer	46%	48%	45%

What is the symbol or corporate logo of Parks Canada? Items with 2% or more shown

Base: Those who are familiar with Parks Canada

- Residents of Atlantic Canada (49%) and Alberta (44%) were comparatively more likely to know that Parks Canada uses the beaver in its logo, which is largely consistent across the two waves of the survey. Residents of Ontario (25%), particularly in Toronto (22%) are least likely to do so. More detail can be found in Table 12.

Table 12: Recognition of the Beaver Logo by Region and CMA

Beaver Symbol	Overall	December 2018	March 2019
<i>n</i> =	3522	1755	1767
National	33%	32%	35%
Atlantic	49%	49%	50%
Quebec	37%	37%	37%
Ontario	25%	23%	28%
Manitoba/Saskatchewan	28%	31%	28%
Alberta	44%	42%	46%
British Columbia	32%	30%	34%
Montreal	36%	36%	36%
Toronto	22%	19%	25%
Vancouver	32%	29%	33%

What is the symbol or corporate logo of Parks Canada? % indicating beaver logo

Base: Those who are familiar with Parks Canada

b) Top-of-Mind Impressions of Parks Canada

In December 2018 and March 2019, those respondents who are familiar with Parks Canada were asked, unprompted, how they would describe Parks Canada to a friend. Virtually all respondents described some form of positive imagery. Although themes were varied, two stand out. One in five (19%) used images related to nature and the wilderness, and other 14% spoke of parks as beautiful and scenic. Table 13 provides more detail.

Table 13: Top-of-Mind Impressions of Parks Canada

Impressions	Overall	December 2018	March 2019
<i>n</i> =	3522	1755	1767
Nature, wilderness, the great outdoors	19%	20%	18%
Beautiful landscapes, scenic	14%	14%	13%
Camping, RV accommodations, cottages	8%	8%	8%
Conservation/Protection of the environment/national parks	8%	9%	7%
Well-kept/Maintained/Organized	8%	8%	8%
Organization that takes care of parks (no government mention)	8%	8%	7%
Government agency	6%	5%	7%
Conservation/protection of natural resources, caretakers of land/water/nature	5%	4%	7%
Enjoyable, enjoy with family/friends	5%	5%	5%
Heritage/History, historical sites, preserves natural history	5%	4%	5%
Holiday/Vacation destination	4%	3%	5%
Physical activities at parks (e.g., skiing, hiking)	4%	3%	4%
Animals/Wildlife	3%	3%	4%
Specific national parks/sites/places	3%	3%	3%
Vast/Large/Expansive	3%	3%	3%
Amazing/Majestic/Awesome/Spectacular	%	4%	3%
Lakes/Waterways/Rivers/Beaches (including water activities)	3%	3%	2%
Conservation/Protection of wildlife/animals/species	2%	2%	2%
Parks/National parks (general mention)	4%	2%	5%
Peaceful, relaxing	2%	2%	3%
Accessibility	2%	2%	2%
Important/Valuable/Necessary	2%	2%	2%
Provides good services	2%	2%	3%
Treasure that needs to be preserved for future generations, so we can continue to enjoy	1%	--	2%
Other	3%	3%	3%
Don't know/No answer	15%	14%	15%

When you think about Parks Canada, what are the words you would use to describe Parks Canada to a friend? Items with 2% or more shown

Base: Those who are familiar with Parks Canada

2.3 FAMILIARITY WITH PARK CONSERVATION ACTIVITIES

In June and September, respondents were presented with a list of eight of Parks Canada’s specific conservation activities and asked to rate the extent to which they are familiar with each one. Results suggest that most Canadians are familiar with the agency’s conservation efforts, although awareness is more limited when it comes to its science and engagement activities. Half of respondents said they are highly familiar with Parks Canada’s efforts to protect at-risk species (54%; slightly higher in June at 57% than in September at 52%). Slightly fewer (47%) are familiar with activities related to long-term tracking of plant and animal health, which is consistent between the two waves. Familiarity with Parks Canada’s use of controlled fires to rejuvenate forest habitats is also fairly high at 44%, although marginally higher in June (46%) than in September (42%). About the same proportion (39%) said they are familiar with its scientific research, which is consistent between June and September. Roughly one-third expressed a high degree of familiarity with the agency’s actions to create new protected water and land areas (37%), its collaboration with Indigenous peoples, its public engagement in conservation activities, and its efforts to monitor the effects of climate change (35% in each case, again consistent across the two survey waves).

Table 14: Familiarity with Parks Conservation Activities

Conservation Activity	Overall	June 2018 % High interest (4 – 5)	September 2018 % High interest (4 – 5)
<i>n=</i>	4043	2036	2007
Efforts to protect species at risk in national parks	54%	57%	52%
Long term tracking of the health of plants and animals in national parks	47%	48%	46%
Use of controlled fires to rejuvenate forest habitats	44%	46%	42%
Scientific research on environment in national parks	39%	39%	38%
Actions to create new protected water and land areas	37%	38%	35%
Collaboration with Indigenous peoples to protect and manage national parks	35%	36%	35%
Public engagement in conservation activities	35%	36%	34%
Monitoring and limiting the impacts of climate change in national parks	35%	36%	33%

How would you rate your level of awareness of the following activities that occur in these places? % High interest (4 or 5 on a 5 point scale)

Base: All respondents

- As shown in Table 145, regionally, familiarity with efforts to protect species at risk is highest among residents of Alberta (64%) and Atlantic Canada (59%), and lowest in Quebec (49%).
- Long term tracking is slightly more likely to be familiar to those living in Ontario (51%), and least likely in Quebec (41%)
- Familiarity with Parks Canada’s use of controlled fires is highest in Alberta (61%), and to a lesser extent in the Atlantic (42%), and lowest in Quebec (31%).

- Familiarity with scientific research on environment is fairly consistent across regions, but lower in Quebec (35%; where 40% rate their familiarity as low).
- Residents of British Columbia are more apt to indicate familiarity with actions to protect water and land (44%), which is also lowest in Quebec (29%).
- Collaboration with Indigenous peoples is similarly highest in British Columbia (42%) and lowest in Quebec (29%).
- Familiarity with monitoring and limiting the impacts of climate change in national parks is largely consistent across regions.

Table 15: Familiarity with Parks Conservation Activities by Region

Conservation Activity	Atlantic	Quebec	Ontario	MB/SK	Alberta	BC
<i>n</i> =	419	986	1336	388	422	444
Efforts to protect species at risk in national parks	59%	49%	55%	52%	64%	55%
Long term tracking of the health of plants and animals in national parks	48%	41%	51%	44%	51%	46%
Use of controlled fires to rejuvenate forest habitats	42%	31%	46%	45%	61%	49%
Scientific research on environment in national parks	39%	35%	40%	36%	42%	39%
Actions to create new protected water and land areas	41%	29%	40%	31%	36%	44%
Collaboration with Indigenous peoples to protect and manage national parks	39%	29%	38%	31%	33%	42%
Public engagement in conservation activities	38%	26%	39%	30%	38%	38%
Monitoring and limiting the impacts of climate change in national parks	38%	31%	36%	31%	33%	38%

How would you rate your level of awareness of the following activities that occur in these places? % High interest (4 or 5 on a 5 point scale)

Base: All respondents

a) Interest in Learning About Parks Canada's Science and Conservation Activities

In June and September, respondents were asked about their interest in learning more about Parks Canada's science and conservation activities. Overall, 56% indicated an interest in learning more about the agency's science and conservation pursuits, ranging from 54% in June to 58% in September. Three in ten (29%) indicated a moderate interest, and just 15% said they have limited interest in learning about Parks Canada conservation activities.

Table 16: Interest in Learning About Parks Canada's Science and Conservation Activities

Interest Level	Overall	June 2018	September 2018
<i>n</i> =	4042	2036	2007
Low (1 – 2)	15%	16%	14%

Interest Level	Overall	June 2018	September 2018
<i>n</i> =	4042	2036	2007
Moderate (3)	29%	29%	28%
High (4 – 5)	56%	54%	58%
Don't know	1%	1%	1%

How interested are you in learning more about these science and conservation activities Parks Canada does? Would you be...?

Base: All respondents

- Interest is fairly similar across the country, although marginally higher in Montreal (61%), which is driven by a higher level of interest expressed by Montrealers in June (63%) as shown in Table 17. In September it is residents of British Columbia (and Vancouver) who expressed the greatest interest (67%), followed by Atlantic Canadians (65%). It was those residing in Manitoba and Saskatchewan who were least likely to express an interest in learning more (50%) in September.

Table 17: Interest in Learning about Parks Canada's Science & Conservation Activities *by Region and CMA*

High Interest	Overall	June 2018	September 2018
<i>n</i> =	4043	2036	2007
National	56%	54%	58%
Atlantic	60%	56%	65%
Quebec	58%	57%	59%
Ontario	55%	55%	56%
Manitoba/Saskatchewan	51%	52%	50%
Alberta	52%	49%	55%
British Columbia	59%	55%	67%
Montreal	61%	63%	59%
Toronto	55%	51%	58%
Vancouver	60%	53%	67%

APPENDIX A

DETAILED METHODOLOGY

APPENDIX A: DETAILED METHODOLOGY

The survey instrument used in 2019 is consistent with previous iterations of the survey, and consists of core questions, plus four demographic indicators. On occasion, specific questions were included in each wave; however, the final questionnaire maintained a consistent measurement of key performance indicators to ensure comparability with previous results. The length of the interview was six minutes.

Respondents to the telephone survey were 18 years of age and older, and were randomly selected. The sample included all provinces and territories, and the survey was administered in English and French. The survey sample relied on a random digit dial method of sampling households from a wider sample frame of listed and unlisted landlines in Canada and is therefore considered to be a probability sample that is representative of the wider universe (exclusive of households with only cell phones). The study was designed to target a nationally representative sample of 2,000 adult Canadians (aged 18 and over) per survey wave and oversamples (where necessary) to statistically analyse the results by three census metropolitan areas - Montreal, Toronto, and Vancouver. Each survey wave has an associated margin of error of up to plus or minus 2.2 %, at a .05 confidence interval (i.e., 19 times out of 20). Following are sample details for each wave of the survey:

- Wave 1 – May 30–June 22, 2018 – 2,036 completed interviews, including 1,608 reached on a landline and 428 reached on a cell phone;
- Wave 2 – September 6-24, 2018 – 2,007 completed interviews, including 1,657 reached on a landline and 350 reached on a cell phone;
- Wave 3 – November 27–December 13, 2018 – 2,011 completed interviews, including 1,628 reached on a landline and 383 reached on a cell phone.
- Wave 4 – March 1-15, 2019 – 2,007 completed interviews, including 1,670 reached on a landline and 337 reached on a cell phone.

The regional distributions of the samples are as follows:

--	June 2018		September 2018		December 2018		March 2019	
	Total	Margin of error	Total	Margin of error	Total	Margin of error	Total	Margin of error
British Columbia & Yukon	242	6.3%	202	6.9%	287	5.8%	298	5.7%
Alberta & Northwest Territories	216	6.7%	206	6.8%	208	6.8%	250	6.2%
Manitoba & Saskatchewan	194	7.1%	194	7.1%	135	8.4%	142	8.2%
Ontario	671	3.8%	665	3.8%	720	3.7%	657	3.8%
Quebec & Nunavut	489	4.4%	497	4.4%	498	4.4%	515	4.3%
Atlantic	201	6.9%	218	6.7%	138	8.3%	139	8.3%
Missing	23	--	25	--	25	--	6	--
Montreal CMA	254	6.2%	251	6.2%	263	6.0%	252	6.2%
Toronto CMA	234	6.4%	251	6.2%	276	5.9%	256	6.1%
Vancouver CMA	125	8.8%	152	8.0%	162	7.7%	154	7.9%
Total	2,036	2.2%	2,007	2.2%	2,011	2.2%	2,007	2.2%

Prior to beginning the full fieldwork, the study objectives and sampling of the survey, as well as the meaning and intent of specific items in the interview were thoroughly covered in training sessions with the full complement of interviewers who worked on the study. Test or practice interviews were conducted to familiarize interviewers with the questions, categories, flow and skip logic.

Survey supervisors continuously monitored interviewing during the data collection process, using a dual audio and visual monitoring system. A portion of interviews from each survey interviewer were monitored to ensure consistency of questionnaire administration and interviewing techniques.

The landline sample for this study was derived from Survey Sample Software. If this person was under 18, we asked to speak to another member of the household who was 18 years or older. Eight call-backs (nine total calls) were made to each selected household in the original sample before retiring a case and substituting another household. Follow-up calls were made on subsequent days, at varying time periods to maximize the potential for reaching a given respondent and appointments were taken at the convenience of the respondent. All individuals were given the choice of conducting the interview in either official language.

The survey was registered with the National Survey Registration System. Survey data collection adhered to Government of Canada standard for public opinion research. EKOS informed respondents of their rights under the *Privacy Act* and the *Access to Information Act*, and ensured that those rights were protected throughout the research process. This included: informing respondents of the purpose of the research; identifying both the sponsoring department and the

research supplier; informing respondents that their participation in the study is voluntary, and that the information provided would be administered according to the requirements of the *Privacy Act*.

Once the survey data was collected, the database was reviewed for data quality. Coding was also completed (starting after the first 300 cases and completed a few days following the end of the survey collection period). Survey results were weighted based on Statistics Canada data according to age, gender, and region to ensure the sample was representative of the general public aged 18 years and older.

Data tables were created to isolate results for major subgroups to be used in the analysis (e.g., results for each region, for the three key CMAs, age segment, gender, as well as among households with children under 18, those born outside of Canada, and among those aware and not aware of Parks Canada).

Response Rates¹

The response rate for the landline sample per wave are as follows:

	June 2018 (n=2,036)	September 2018 (n=2,007)	December 2018 (n=2,011)	March 2019 (n=2,007)
Total Sample	# of people	# of people	# of people	# of people
Valid and invalid sample attempted	42,636	52,769	34,805	26,840

	June 2018 (n=2,036)	September 2018 (n=2,007)	December 2018 (n=2,011)	March 2019 (n=2,007)
Out of Scope	# of people	# of people	# of people	# of people
Invalid number, blocked by Bell, fax/modem, duplicate	9,231	10,744	12,881	10,506

	June 2018 (n=2,036)	September 2018 (n=2,007)	December 2018 (n=2,011)	March 2019 (n=2,007)
Unresolved (U)	# of people	# of people	# of people	# of people
Busy, no answer answering machine	28,140	34,223	15,243	7,803

	June 2018 (n=2,036)	September 2018 (n=2,007)	December 2018 (n=2,011)	March 2019 (n=2,007)
In-Scope- non responding (IS)	# of people	# of people	# of people	# of people
Language Problem	393	444	535	476
Refusal	3,119	5,524	4,117	5,909
Qualified respondent break-off	102	12	163	97
Total	3,614	6,053	4,815	6,482

	June 2018 (n=2,036)	September 2018 (n=2,007)	December 2018 (n=2,011)	March 2019 (n=2,007)
In-scope – Responding Units (R)	# of people	# of people	# of people	# of people
Completed interviews	1,608	1,657	1,793	1,862
Ineligible, quota filled	43	92	73	187
Total	1,651	1,749	1,866	2,049

	June 2018 (n=2,036)	September 2018 (n=2,007)	December 2018 (n=2,011)	March 2019 (n=2,007)
Unresolved (U)	# of people	# of people	# of people	# of people
Response Rate = R/(U+IS+R)	4.9%	4.2%	8.5%	12.5%

The response rate for the cell phone sample per wave are as follows:

¹ Response rates are calculated using the formula developed by the Marketing Research Intelligence Agency in conjunction with the Government of Canada. <http://mria-arim.ca/about-mria/standards/response-rate-calculation-formula>

	June 2018 (n=2,036)	September 2018 (n=2,007)	December 2018 (n=2,011)	March 2019 (n=2,007)
Total Sample	# of people	# of people	# of people	# of people
Valid and invalid sample attempted	13,280	15,000	5,507	8,852

	June 2018 (n=2,036)	September 2018 (n=2,007)	December 2018 (n=2,011)	March 2019 (n=2,007)
Out of Scope	# of people	# of people	# of people	# of people
Invalid number, blocked by Bell, fax/modem, duplicate	2,509	1,777	1,952	1,028

	June 2018 (n=2,036)	September 2018 (n=2,007)	December 2018 (n=2,011)	March 2019 (n=2,007)
Unresolved (U)	# of people	# of people	# of people	# of people
Busy, no answer answering machine	8,788	11,795	2,874	6,911

	June 2018 (n=2,036)	September 2018 (n=2,007)	December 2018 (n=2,011)	March 2019 (n=2,007)
In-Scope- non responding (IS)	# of people	# of people	# of people	# of people
Language Problem	44	35	29	30
Refusal	1,468	1,005	389	696
Qualified respondent break-off	26	12	35	18
Total	1,538	1,052	453	744

	June 2018 (n=2,036)	September 2018 (n=2,007)	December 2018 (n=2,011)	March 2019 (n=2,007)
In-scope – Responding Units (R)	# of people	# of people	# of people	# of people
Completed interviews	428	350	218	145
Ineligible, quota filled	17	26	10	24
Total	445	376	228	169

	June 2018 (n=2,036)	September 2018 (n=2,007)	December 2018 (n=2,011)	March 2019 (n=2,007)
Unresolved (U)	# of people	# of people	# of people	# of people
Response Rate = R/(U+IS+R)	4.1%	2.8%	6.4%	2.2%

The response rate for the telephone survey is calculated by dividing the cooperative call-backs (i.e., those who completed the study, those who we spoke to but were ineligible, and the quota filled) by the functional sample. The functional sample is the sample remaining after numbers not in service, business and fax numbers, duplicate numbers and numbers blocked by the phone company are removed.

Data analysis

For each survey wave, the database was reviewed for data quality and invalid values (e.g., where interviewers backtracked in responses from respondents), cleaning the data prior to analysis. A coding scheme was developed in close consultation with the client in the first survey wave and the same themes were used in subsequent waves unless a significant new theme was found in responses from later waves. Each data file was weighted to the latest Census population figures for age, gender, and region². Data tables were produced for each wave in .csv format, in English and French to be published on the Library and Archives Canada website. These banner tables present overall results as well as results by age group (18-34 vs. 35+), presence of children in the home vs. no children at home, aware of Parks Canada vs. not aware, gender, household income, education, language, and born in Canada/non. Results for geographic areas are presented for Montreal – Toronto – Vancouver, as well as by region: Atlantic, Quebec, Ontario, Manitoba/Saskatchewan, Alberta and British Columbia.

Non-Response Bias

A comparison of the unweighted sample with 2016 Census figures from Statistics Canada suggests that there are some sources of systematic sample bias in the survey, following patterns typically found in most general public surveys. These include the following:

- An underrepresentation of youth under 25 (three to five % versus 12 % in the population) and an overrepresentation of older Canadians (45 to 54 % over 55 compared with 35 % in the population).
- An underrepresentation of households with children under the age of 18 (23 to 26 % compared with 38 % in the population).
- A slight underrepresentation of Canadians born outside of Canada (17 to 18 % versus 25 %).

² Because of forest fires in British Columbia, parts of the province were excluded from the sample in the September wave of the survey. Therefore, weighting was also adjusted for the September data to reduce the concentration of the target population from that province.

Demographic Characteristics of the Sample

Following are the characteristics of individual/households in the sample in terms of gender, age, region using unweighted percentages, as well as having children in the home, or being born in Canada using weighted percentages.

Table 1: Demographic Table

Table 1a: Gender (unweighted)

-	June 2018	September 2018	December 2018	March 2019
n=	2036	2007	2011	2007
Male	44%	44%	48%	47%
Female	55%	55%	52%	53%
Prefer not to say	1%	1%	0%	0%

Table 1b: Age (unweighted)

-	June 2018	September 2018	December 2018	March 2019
n=	2036	2007	2011	2007
18-34	19%	11%	19%	15%
35-44	16%	15%	16%	15%
45-54	20%	19%	17%	18%
55-64	21%	23%	23%	23%
65 up	24%	31%	25%	28%
Prefer Not to Say	0%	1%	1%	1%

Table 1c: Province (unweighted)

-	June 2018	September 2018	December 2018	March 2019
n=	2036	2007	2011	2007
British Columbia	12%	10%	14%	15%
Alberta	11%	10%	10%	12%
Saskatchewan/Manitoba	10%	10%	6%	7%
Ontario	33%	33%	36%	33%
Quebec	24%	25%	25%	25%
Atlantic	10%	11%	7%	7%
Prefer not to say/No answer	1%	1%	1%	1%

Table 1d: Children under the age of 18 currently living in your household (Weighted)

-	June 2018	September 2018	December 2018	March 2019
<i>n</i> =	2036	2007	2011	2007
Yes	25%	28%	23%	26%
No	74%	71%	76%	73%
Prefer not to say/No answer	1%	1%	1%	0%

Table 1e: Which of the following best describes you? (Weighted)

-	June 2018	September 2018	December 2018	March 2019
<i>n</i> =	2036	2007	2011	2007
I am a Canadian Citizen, born in Canada	81%	81%	82%	81%
I immigrated to Canada	18%	19%	17%	18%
No answer	1%	1%	1%	1%

APPENDIX B
QUESTIONNAIRES
(ENGLISH AND FRENCH)

APPENDIX B: Questionnaires

June and September 2018 (English, followed by French)

PINTRO

Good morning/afternoon/evening,

My name is _____ and I am calling from EKOS Research Associates, a public opinion research company. We are conducting a study to find out what people think about some important issues on 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.

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

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

IF ASKED LENGTH: The survey will take about 6 minutes to complete

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

IF ASKED ABOUT REGISTRATION: 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 1-888-602-6742, extension 8728.

Continue	1
Refuse (THANK & TERMINATE)	9

PRIV

This call may be recorded for quality control or training purposes.

QGENDR

With which gender do you identify? (DO NOT READ OPTIONS)

Male	1
Female	2
Prefer to self-identify (specify):	77
Prefer not to say	99

QAGEX

In what year were you born?

NOTE: ANSWER THE FULL YEAR, I.E. 1977 as "1977"

Year :	1
No response	9

QAGEXA

If 2000, confirm if at least 18

Are you at least 18 years of age?

Yes	1
No	2
No response	99

QAGEY

If hesitant

May we place your age into one of the following general age categories?

Under 18	98
18 to 24	1
25 to 34	2
35 to 44	3
45 to 54	4
55 to 64	5
65 or older	6
Prefer not to say	9

QPROV

In which province or territory do you live?

British Columbia	1
Alberta	2
Saskatchewan	3
Manitoba	4
Ontario	5
Quebec	6
Newfoundland and Labrador	7
Nova Scotia	8
New Brunswick	9
Prince Edward Island	10
Nunavut	11
Northwest Territories	12
Yukon	13
Prefer not to say/No answer	14

Q1

Parks Canada skipped past Q2

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?

DO NOT READ RESPONSES – CODE ONE ONLY

Parks Canada	1
Canada Parks	2
Canadian National Parks	3
Parks department	4
Federal government/Government of Canada	5
Provincial government	6
Environment Canada	7
Didn't know there were national parks	8
Didn't know there were national historic sites	9
Other (SPECIFY:)	98
Don't know/No answer	99

Q2

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

Yes, had heard of	1
No, had not heard of	2
Don't know/No answer	9

PQ3 Parks Canada, Q1 or yes, Q2

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

Q3A

Parks Canada	
Yes	1
No	2
Don't know/ No answer	9

Q3B

National Parks of Canada	
Yes	1
No	2
Don't know/ No answer	9

Q3C

National Historic Sites of Canada	
Yes	1
No	2
Don't know/ No answer	9

Q4 [1,23]

Yes, Q3A/B/C

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

Parks Canada website (www.pc.gc.ca, www.pccamping.ca)	1
Parks Canada newsletter	2
Magazine article	3
Newspaper article	4
TV commercial	5
TV program/documentary	6
From friends/family members/word of mouth	7
Events/festivals/concerts	8
Trade Shows	9
Street displays/vignettes (Skywalk Toronto, Parliament Hill, etc.)	10
Mailing information/direct mail/promotional flyer	11
Social media (Facebook, YouTube, Myspace, Twitter, Instagram)	12
Other websites	13
Radio	14
At National Parks/National Historic Sites	15
At museums/other parks/sites	16
Brochures/pamphlets	17
Travel/tourism guides	18
Other (SPECIFY:)	98
Don't know/No answer	99

Q5 [1,3]

Yes, Q3A/B/C

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?

ACCEPT UP TO 3 RESPONSES

Please specify :	98
Don't know/No answer	99

Q6

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.

Completely oppose 1	1
2	2
Neither support nor oppose 3	3
4	4
Completely support 5	5
(VOLUNTEERED) Don't know/ No answer	9

PQ7

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?

Q7A

Efforts to protect species at risk in national parks

Very low 1	1
2	2
3	3
4	4
Very high 5	5
(VOLUNTEERED) Don't know/ No response	9

Q7B

Collaboration with Indigenous peoples to protect and manage national parks

Very low 1	1
2	2
3	3
4	4
Very high 5	5
(VOLUNTEERED) Don't know/ No response	9

Q7C

Long term tracking of the health of plants and animals in national parks (such as tagging turtles, monitoring salmon, butterflies or birds)

Very low 1	1
2	2
3	3
4	4
Very high 5	5
(VOLUNTEERED) Don't know/ No response	9

Q7D

Use of controlled fires to rejuvenate forest habitats

Very low 1	1
2	2
3	3
4	4
Very high 5	5
(VOLUNTEERED) Don't know/ No response	9

Q7E

Actions to create new protected water and land areas

Very low 1	1
2	2

3	3
4	4
Very high 5	5
(VOLUNTEERED) Don't know/ No response	9

Q7F

Monitoring and limiting the impacts of climate change in national parks	
Very low 1	1
2	2
3	3
4	4
Very high 5	5
(VOLUNTEERED) Don't know/ No response	9

Q7G

Scientific research on environment in national parks	
Very low 1	1
2	2
3	3
4	4
Very high 5	5
(VOLUNTEERED) Don't know/ No response	9

Q7H

Public engagement in conservation activities, such as bird counts	
Very low 1	1
2	2
3	3
4	4
Very high 5	5
(VOLUNTEERED) Don't know/ No response	9

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...

1 Not at all interested	1
2	2
3	3
4	4
5 Very interested	5
(VOLUNTEERED) Don't know/No response	9

DENIM

Now I have a few more questions to be used for statistical purposes only.

QPOSTC

Missing admin postal code

What is the postal code of your permanent residence?

DO NOT READ	
Please specify :	77
Don't know/not sure	98
Prefer not to say	99

QCHILD

Are there any children under the age of 18 currently living in your household?

Yes	1
No	2
Prefer not to say/No answer	9

QGENER

Which of the following best describes you?

I am a Canadian Citizen, born in Canada	1
I immigrated to Canada	2
(VOLUNTEERED) Don't know	8
(VOLUNTEERED) No answer	9

THNK

Thank you very much for taking the time to complete this survey.

PINTRO

Bonjour/Bonsoir,

Je m'appelle _____ et je représente les Associés de recherche EKOS, 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.

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.

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

SI ON LE DEMANDE DURATION: L'étude dure environ 6 minutes.

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

SI ON LE DEMANDE REGISTRATION: 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 1-888-602-6742, extension 8728.

Continuer	1
Refus (REMERCIER ET TERMINER)	9

PRIV

Cet appel peut être enregistré pour contrôle de la qualité ou formation.

QGENDR

À quel sexe vous identifiez-vous? (NE PAS LIRE LA LISTE)

Un homme	1
Une femme	2
Préfère me décrire comme (précisez):	77
Préfère ne pas répondre	99

QAGEX

En quelle année êtes-vous né(e)?

NOTE : INSCRIRE L'ANNÉE AU COMPLET, P. EX., "1977"

Année :	1
Pas de réponse	9

QAGEXA

Si 2000, confirmez si répondant a moins de 18 ans

Avez-vous au moins 18 ans?

Oui	1
Non	2
Pas de réponse	99

QAGEY

Hésitant

Puis-je inscrire votre âge dans l'une des catégories suivantes?

Moins de 18 ans	98
18 à 24	1
25 à 34	2
35 à 44	3
45 à 54	4
55 à 64	5
65 ans et plus	6
Préfère ne pas le dire	9

QPROV

Dans quelle province ou quel territoire habitez-vous?

Colombie-Britannique	1
Alberta	2
Saskatchewan	3
Manitoba	4
Ontario	5
Québec	6
Terre-Neuve-et-Labrador	7
Nouvelle-Écosse	8
Nouveau-Brunswick	9
Île-du-Prince-Édouard	10
Nunavut	11
Territoires du Nord-Ouest	12
Yukon	13
Préfère ne pas le dire/Pas de réponse	14

Q1

Parcs Canada, sauter Q2

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?

NE LISEZ PAS LES CHOIX DE RÉPONSES – CODEZ UNE SEULE RÉPONSE.

Parcs Canada	1
Canada Parcs	2
Parcs nationaux canadiens	3
Service des parcs	4
Gouvernement fédéral/Gouvernement du Canada	5
Gouvernement provincial	6
Environnement Canada	7
Ne savait pas qu'il y avait des parcs nationaux	8
Ne savait pas qu'il y avait des lieux historiques nationaux	9
Autre (PRÉCISEZ:)	98
Ne sait pas/Pas de réponse	99

Q2

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

Oui, en a entendu parler	1
Non, n'en a pas entendu parler	2
Ne sait pas/Pas de réponse	9

PQ3 Parcs Canada, Q1 ou oui, Q2

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

Q3A

Parcs Canada	
Oui	1
Non	2
Ne sait pas/ Pas de réponse	9

Q3B

Parcs nationaux du Canada	
Oui	1
Non	2
Ne sait pas/ Pas de réponse	9

Q3C

Lieux historiques nationaux du Canada	
Oui	1
Non	2
Ne sait pas/ Pas de réponse	9

Q4 [1,23]

Oui, Q3A/B/C

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?

Site Web de Parcs Canada (www.pc.gc.ca, www.pccamping.ca)	1
Bulletin d'information de Parcs Canada	2
Article dans une revue ou un magazine	3
Article dans le journal	4
Publicité à la télévision	5
Émission/documentaire à la télévision	6
Des amis ou de la famille/bouche à oreille	7
Événements / festivals / concerts	8
Expositions / foires commerciales	9
Panneaux/Vignettes dans la rue (skywalk de Toronto, colline parlementaire, etc.)	10
Information par la poste/publipostage/publicité porte à porte	11
Médias sociaux (Facebook, Youtube, Myspace, Twitter, Instagram)	12
Autres sites Web	13
Radio	14
Aux parcs nationaux/lieux historiques nationaux	15
Aux musées/autres parcs/sites	16
Brochures/dépliants	17
Guides de voyage/touristiques	18
Autre (PRÉCISEZ:)	98
Ne sait pas/Pas de réponse	99

Q5 [1,3]

Oui, Q3A/B/C

Et, pouvez-vous me dire quels sont les sujets ou les thèmes relatifs aux parcs nationaux ou aux lieux historiques nationaux à propos desquels vous vous souvenez d'avoir entendu, lu ou vu quelque chose?

ACCEPTER JUSQU'À TROIS RÉPONSES

Veillez précisez :	98
Ne sait pas/Pas de réponse	99

Q6

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.

S'oppose totalement 1	1
2	2
Ni pour, ni contre 3	3
4	4
Appuie totalement 5	5
(NON SUGGÉRÉ) Ne sait pas/ Pas de réponse	9

PQ7

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.

Q7A

Efforts pour protéger les espèces en péril dans les parcs nationaux	
Très faible 1	1
2	2
3	3
4	4
Très élevé 5	5
(NON SUGGÉRÉ) Je ne sais pas/ Pas de réponse	9

Q7B

Collaboration avec les peuples autochtones pour protéger et gérer les parcs nationaux	
Très faible 1	1
2	2
3	3
4	4
Très élevé 5	5
(NON SUGGÉRÉ) Je ne sais pas/ Pas de réponse	9

Q7C

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)

Très faible 1	1
2	2
3	3
4	4
Très élevé 5	5
(NON SUGGÉRÉ) Je ne sais pas/ Pas de réponse	9

Q7D

Recours à des feux contrôlés pour régénérer les habitats forestiers	
Très faible 1	1
2	2
3	3
4	4
Très élevé 5	5
(NON SUGGÉRÉ) Je ne sais pas/ Pas de réponse	9

Q7E

Mesures pour créer de nouvelles aires terrestres et marines protégées	
Très faible 1	1
2	2
3	3
4	4
Très élevé 5	5
(NON SUGGÉRÉ) Je ne sais pas/ Pas de réponse	9

Q7F

Surveillance et limitation des impacts du changement climatique dans les parcs nationaux	
Très faible 1	1
2	2
3	3
4	4
Très élevé 5	5
(NON SUGGÉRÉ) Je ne sais pas/ Pas de réponse	9

Q7G

Recherche scientifique sur l'environnement dans les parcs nationaux	
Très faible 1	1
2	2
3	3
4	4
Très élevé 5	5
(NON SUGGÉRÉ) Je ne sais pas/ Pas de réponse	9

Q7H

Participation du public dans des activités de conservation, comme le dénombrement des oiseaux	
Très faible 1	1
2	2
3	3
4	4
Très élevé 5	5
(NON SUGGÉRÉ) Je ne sais pas/ Pas de réponse	9

Q8

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...

1 Pas du tout intéressé	1
2	2
3	3
4	4
5 Très intéressé	5
(NON SUGGÉRÉ) Je ne sais pas/Pas de réponse	9

DENIM

J'ai maintenant quelques questions qui serviront à des fins de statistiques uniquement.

QPOSTC

Manquant code postal admin

Quel est le code postal de votre résidence permanente?

NE LISEZ PAS

Veillez préciser :

Ne sais pas/n'est pas sûr(e)

Préfère ne pas répondre

77

98

99

QCHILD

Des enfants de 18 ans et moins habitent-ils actuellement dans votre foyer?

Oui

Non

Préfère ne pas dire/pas de réponse

1

2

9

QGENER

Laquelle des catégories suivantes vous décrit le mieux?

Je suis un(e) citoyen(ne) canadien(ne) né(e) au Canada

J'ai immigré au Canada

(NON SUGGÉRÉ) Ne sais pas

(NON SUGGÉRÉ) Pas de réponse

1

2

8

9

THNK

Merci beaucoup d'avoir pris le temps de répondre à notre sondage.

December 2018 and March 2019 (English, followed by French)

PINTRO

Phone Intro

Good morning/afternoon/evening,

My name is _____ and I am calling from EKOS Research Associates, a public opinion research company. We are conducting a study to find out what people think about some important issues on Canada's natural environment and historical places. Please be assured that we are not selling or soliciting anything.

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

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

IF ASKED LENGTH: The survey will take about 6 minutes to complete

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

Continue

1

Refuse (THANK & TERMINATE)

9

PRIV

This call may be recorded for quality control or training purposes.

QGENDR

With which gender do you identify? (DO NOT READ OPTIONS)

Male

1

Female

2

Prefer to self-identify (specify):

77

Prefer not to say

99

QAGEX

In what year were you born?

NOTE: ANSWER THE FULL YEAR, I.E. 1977 as "1977"

Year :

1 >

No response

9

QAGEXA

If 2002, confirm if at least 18

Are you at least 18 years of age?

Yes	1
No	2
No response	99

QAGEY

If hesitant

May we place your age into one of the following general age categories?

Under 18	98
18 to 24	1
25 to 34	2
35 to 44	3
45 to 54	4
55 to 64	5
65 or older	6
Prefer not to say	9

QPROV

In which province or territory do you live?

British Columbia	1
Alberta	2
Saskatchewan	3
Manitoba	4
Ontario	5
Quebec	6
Newfoundland and Labrador	7
Nova Scotia	8
New Brunswick	9
Prince Edward Island	10
Nunavut	11
Northwest Territories	12
Yukon	13
Prefer not to say/No answer	14

Q1

Parks Canada skipped past Q2

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?

DO NOT READ RESPONSES – CODE ONE ONLY

Parks Canada	1
Canada Parks	2
Canadian National Parks	3
Parks department	4
Federal government/Government of Canada	5
Provincial government	6
Environment Canada	7
Didn't know there were national parks	8
Didn't know there were national historic sites	9
Other (SPECIFY:)	98
Don't know/No answer	99

Q2 No or DK, go to Q8

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

Yes, had heard of	1
No, had not heard of	2
Don't know/No answer	9

Q3

Parks Canada, Q1 OR Yes, Q2

What is the symbol or corporate logo of Parks Canada?

DO NOT READ RESPONSES – CODE ONE ONLY

Beaver	1
Maple leaf	2
Other animal or fauna	3
Other flora or plant	4
Other (SPECIFY:)	98
Don't know/No answer	99

Q4 [1,3]

Parks Canada, Q1 OR Yes, Q2

When you think about Parks Canada, what are the words you would use to describe Parks Canada to a friend?

Response :	98
Don't know/No answer	99

PQ5 Parks Canada, Q1 or Yes, Q2

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

Q5A

Parks Canada	
Yes	1
No	2
Don't know/ No answer	9

Q5B

National Parks of Canada	
Yes	1
No	2
Don't know/ No answer	9

Q5C

National Historic Sites of Canada	
Yes	1
No	2
Don't know/ No answer	9

Q6 [1,23] Yes Q5a/b/c

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	
Parks Canada website (www.pc.gc.ca, www.pccamping.ca)	1
Parks Canada newsletter	2
Magazine article	3
Newspaper article	4
TV commercial	5
TV program/documentary	6
From friends/family members/word of mouth	7
Events/festivals/concerts	8
Trade Shows	9
Street displays/vignettes (Skywalk Toronto, Parliament Hill, etc.)	10
Mailing information/direct mail/promotional flyer	11
Social media (Facebook, YouTube, Twitter, Instagram)	12
Other websites	13
Radio	14
At National Parks/National Historic Sites	15
At museums/other parks/sites	16
Brochures/pamphlets	17
Travel/tourism guides	18
Other (SPECIFY:)	98
Don't know/No answer	99

Q7 [1,3] Yes Q5a/b/c

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?

ACCEPT UP TO 3 RESPONSES

Please specify : 98
Don't know/No answer 99

Q8

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.

Completely oppose 1 1
2 2
Neither support nor oppose 3 3
4 4
Completely support 5 5
(VOLUNTEERED) Don't know/ No answer 9

DENIM

Now I have a few more questions to be used for statistical purposes only.

QPOSTC

What is the postal code of your permanent residence?

DO NOT READ

Please specify : 77
Don't know/not sure 98
Prefer not to say 99

QCHILD

Are there any children under the age of 18 currently living in your household?

Yes 1
No 2
Prefer not to say/No answer 9

QGENER

Which of the following best describes you?

I am a Canadian Citizen, born in Canada 1
I immigrated to Canada 2
(VOLUNTEERED) Don't know 8
(VOLUNTEERED) No answer 9

EDU71

What is the highest level of schooling that you have completed?

Grade 8 or less	1
Some high school	2
High School diploma or equivalent	3
Registered Apprenticeship or other trades certificate or diploma	4
College, CEGEP or other non-university certificate or diploma	5
University certificate or diploma below bachelor's level	6
Bachelor's degree	7
Post graduate degree above bachelor's level	8
Don't know/No response	9

THNK

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 RESPONDENT ASKS FOR MORE INFORMATION) : Parks Canada can be reached by phone at 1-888-773-8888 phone or by email at information@pc.gc.ca

PINTRO

Phone Intro

Bonjour/Bonsoir,

Je m'appelle _____ et je représente les Associés de recherche EKOS, 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.

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.

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

SI ON LE DEMANDE DURATION: L'étude dure environ 6 minutes.

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

Continuer	1
Refus (REMERCIER ET TERMINER)	9

PRIV

Cet appel peut être enregistré pour contrôle de la qualité ou formation.

QGENDR

À quel sexe vous identifiez-vous? (NE PAS LIRE LA LISTE)

Un homme	1
Une femme	2
Préfère me décrire comme (précisez):	77
Préfère ne pas répondre	99

QAGEX

En quelle année êtes-vous né(e)?

NOTE : INSCRIRE L'ANNÉE AU COMPLET, P. EX., "1977"

Année :	1
Pas de réponse	9

QAGEXA

If 2002, confirm if at least 18

Avez-vous au moins 18 ans?

Oui	1
Non	2
Pas de réponse	99

QAGEY

If hesitant

Puis-je inscrire votre âge dans l'une des catégories suivantes?

Moins de 18 ans	98
18 à 24	1
25 à 34	2
35 à 44	3
45 à 54	4
55 à 64	5
65 ans et plus	6
Préfère ne pas le dire	9

QPROV

Dans quelle province ou quel territoire habitez-vous?

Colombie-Britannique	1
Alberta	2
Saskatchewan	3
Manitoba	4
Ontario	5
Québec	6
Terre-Neuve-et-Labrador	7
Nouvelle-Écosse	8
Nouveau-Brunswick	9
Île-du-Prince-Édouard	10
Nunavut	11
Territoires du Nord-Ouest	12
Yukon	13
Préfère ne pas le dire/Pas de réponse	14

Q1

Parcs Canada, sauter Q2

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?

NE LISEZ PAS LES CHOIX DE RÉPONSES – CODEZ UNE SEULE RÉPONSE.

Parcs Canada	1
Canada Parcs	2
Parcs nationaux canadiens	3
Service des parcs	4
Gouvernement fédéral/Gouvernement du Canada	5
Gouvernement provincial	6
Environnement Canada	7
Ne savait pas qu'il y avait des parcs nationaux	8
Ne savait pas qu'il y avait des lieux historiques nationaux	9
Autre (PRÉCISEZ:)	98
Ne sait pas/Pas de réponse	99

Q2 Si non ou DK, aller à Q8

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

Oui, en a entendu parler	1
Non, n'en a pas entendu parler	2
Ne sait pas/Pas de réponse	9

Q3

Parcs Canada, Q1 ou Oui, Q2

Quel est le symbole ou logo de Parcs Canada ?

NE LISEZ PAS LES CHOIX DE RÉPONSES – CODEZ UNE SEULE RÉPONSE.

Castor	1
Feuille d'érable	2
Autre animal ou faune	3
Autre plante ou flore	4
Autre (PRÉCISEZ:)	98
Ne sait pas/Pas de réponse	99

Q4 [1,3]

Parcs Canada, Q1 ou Oui, Q2

Quand vous pensez à Parcs Canada, quels sont les mots que vous utiliseriez pour décrire Parcs Canada à un ami?

Réponse :	98
Ne sait pas/Pas de réponse	99

PQ5 Parcs Canada, Q1 ou Oui, Q2

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

Q5A

Parcs Canada	
Oui	1
Non	2
Ne sait pas/ Pas de réponse	9

Q5B

Parcs nationaux du Canada	
Oui	1
Non	2
Ne sait pas/ Pas de réponse	9

Q5C

Lieux historiques nationaux du Canada	
Oui	1
Non	2
Ne sait pas/ Pas de réponse	9

Q6 [1,23] Oui Q5a/b/c

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 APPLICABLES

Site Web de Parcs Canada (www.pc.gc.ca, www.pccamping.ca)	1
Bulletin d'information de Parcs Canada	2
Article dans une revue ou un magazine	3
Article dans le journal	4
Publicité à la télévision	5
Émission/documentaire à la télévision	6
Des amis ou de la famille/bouche à oreille	7
Événements / festivals / concerts	8
Expositions / foires commerciales	9
Panneaux/Vignettes dans la rue (skywalk de Toronto, colline parlementaire, etc.)	10
Information par la poste/publipostage/publicité porte à porte	11
Médias sociaux (Facebook, Youtube, Twitter, Instagram)	12
Autres sites Web	13
Radio	14
Aux parcs nationaux/lieux historiques nationaux	15
Aux musées/autres parcs/sites	16
Brochures/dépliants	17
Guides de voyage/touristiques	18
Autre (PRÉCISEZ:)	98
Ne sait pas/Pas de réponse	99

Q7 [1,3] Oui, Q5a/b/c

Et, pouvez-vous me dire quels sont les sujets ou les thèmes relatifs aux parcs nationaux ou aux lieux historiques nationaux à propos desquels vous vous souvenez d'avoir entendu, lu ou vu quelque chose?

ACCEPTER JUSQU'À TROIS RÉPONSES

Veillez précisez : 98
Ne sait pas/Pas de réponse 99

Q8

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.

S'oppose totalement 1
2 2
Ni pour, ni contre 3
4 4
Appuie totalement 5
(NON SUGGÉRÉ) Ne sait pas/ Pas de réponse 9

DENIM

J'ai maintenant quelques questions qui serviront à des fins de statistiques uniquement.

QPOSTC

Manquant code postal admin

Quel est le code postal de votre résidence permanente?

NE LISEZ PAS
Veillez préciser : 77
Ne sais pas/n'est pas sûr(e) 98
Préfère ne pas répondre 99

QCHILD

Des enfants de 18 ans et moins habitent-ils actuellement dans votre foyer?

Oui 1
Non 2
Préfère ne pas dire/pas de réponse 9

QGENER

Laquelle des catégories suivantes vous décrit le mieux?

Je suis un(e) citoyen(ne) canadien(ne) né(e) au Canada	1
J'ai immigré au Canada	2
(NON SUGGÉRÉ) Ne sais pas	8
(NON SUGGÉRÉ) Pas de réponse	9

THNK

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 RÉPONDANT DEMANDE PLUS D'INFORMATION) : Vous pouvez joindre Parcs Canada par téléphone au 1-888-773-8888 ou par courriel à information@pc.gc.ca

