

NATIONAL CAPITAL COMMISSION
COMMISSION DE LA CAPITALE NATIONALE

No.	2019-A09
To	Board of Directors

For	INFORMATION	Date	2019-11-21
------------	-------------	-------------	------------

Subject/Title

2019 Public Awareness Survey

Summary

Overall awareness of the NCC remains high among residents of Canada's Capital region (CCR), and more than half recognize the NCC by its mandate. A majority of residents with at least some familiarity have very positive or positive impressions of the NCC, while a small proportion have negative impressions. Among residents with neutral impressions, nearly half say they don't know enough and over a third think the NCC is doing a so-so job. Consistent with the previous wave, a majority of residents continue to give the NCC good marks on development of federal government property, planning federal land use in the region, and assessments of the NCC balancing of activities with the needs of local municipalities. Close to eight in ten say the NCC is generally doing a good job in safeguarding assets of national significance, and nearly seven in ten think it is doing an excellent or good job at protecting the environment, which is consistent with the previous wave.

Awareness of consultation opportunities has decreased since 2016/17 but remains slightly higher than 2014, and active participation in consultation has remained consistent. The LeBreton Flats development dominated mentions of NCC in the media, especially for residents in Ontario. Majorities continue to agree the NCC shares their values and trust it to make good decisions, although fewer people than in 2016/17 agree it does a good job of consulting and informing the public regarding its plans/programs. As in both previous waves, almost all agree the NCC has a role to play in making the Capital an inspiring reflection of Canada and Canadians.

Risk Summary

Not applicable

Recommendation

Not applicable

Submitted by:

Michel Collette, Director of Audit, Research, Evaluation and Ethics (AREE) and Chief Audit Executive (CAE)

Name

Signature

1. Strategic Priorities

Under the Partner and Stakeholder Relationships initiative, this study contributes to the Strategic Priority to *Be a value-added partner to create lasting legacies that serve as sources of pride for Canadians.*

2. Authority

NCC Research and Evaluation Policy 2013

NCC Risk-Based Evaluation and Research Plan for 2018-19 to 2020-21 as approved by EMC on October 24, 2018

3. Context

As identified in the 2018-19 to 2020-21 Evaluation and Research Plan, the NCC conducted a local telephone survey of Ottawa-Gatineau residents to measure progress against baseline data obtained from the 2016-17 and 2014 surveys to inform NCC's engagement strategy, strategic communications, image and branding.

The specific research objectives that were covered by the study included:

- (1) How do awareness and impressions of the NCC differ across different segments of the CCR, including province, municipality, and demographic characteristics?
- (2) What is the awareness (unaided and aided) of the NCC and its mandate?
- (3) What are the overall impressions of CCR residents towards the NCC?
- (4) How do CCR residents feel the NCC is performing in terms of its roles and responsibilities?
- (5) How have opinions changed, if at all, from the previous waves?

4. Options Analysis

Not applicable

5. Financial Details

The cost of the study was \$43,306 including taxes.

6. Results

Awareness of and familiarity with the NCC

- The NCC remains most widely recognized for the Rideau Canal Skateway (53%), followed by Gatineau Park (48%), and the Greenbelt (44%).
- Over half of residents (54%) are now able to identify the NCC when read a description of its mandate. Associating the NCC with this mandate remains somewhat higher among Ontario residents (59%) than among Quebec residents (43%).
- Total awareness of the NCC is consistent with previous years, with nine in ten residents expressing some level of awareness of the organization.
- Familiarity with the named roles and responsibilities of the NCC remains stable, with over six in ten residents saying they are very familiar or somewhat familiar. Overall familiarity remains highest on the Ontario side.

Awareness of recent communications activity or media

- There has been a notable decrease since 2016/17 in the proportion of CCR residents who recall seeing or hearing something about the NCC in the media or through word-of-mouth. The dominant story was LeBreton Flats, mentioned by more than four in ten in residents, especially residents in Ontario.
- Media coverage overall remains more likely to leave a favourable impression (39%) of the NCC than an unfavourable one (25%), and there has been an increase in the proportion saying their impression from the recent story was neutral (35%; 31% in 2016/17), and a decrease in those saying they were left with an unfavourable impression (25%; 30% in 2016/17).
- Over one in three CCR residents who express familiarity with the NCC are aware that opportunities for public consultation exist, lower than 2016/17 (40%), although still higher than in previous years. Active participation in consultations remains low and has marginally decreased from 11 per cent in 2016/17, with nine per cent saying they have ever gone to some type of session or provided input to the NCC.

Impressions and Assessment of performance

- Residents continue to say that the NCC's most important contribution to the region is its role in developing/maintaining green spaces and parks (28%; increased from 22% in 2016/17), and it is also recognized preserving heritage. Developing and maintaining green space and parks is continuing to trend up as the most important contribution the NCC makes to CCR.

- The majority of residents positively assess the NCC's performance developing federal government property, planning land use, and balancing and coordinating of plans with local municipalities, consistent with 2016/17.
- As in 2016/17 and 2014, close to eight in ten say the NCC is doing an excellent or good job at safeguarding physical assets of national significance, and most of the rest feel it is doing a fair job.
- Consistent with 2016/17, nearly seven in ten feel the NCC is doing either an excellent or good job at protecting the environment.
- Consistent with previous waves, when asked what priorities the NCC should focus on for the next three to five years, the most mentioned is preserving and maintaining the green spaces and heritage sites (such as Gatineau Park) (40%). Just over two in ten mention development of federal land, including LeBreton Flats (21%).
- Majorities of residents familiar with the organization continue to agree that they trust the NCC to make good decisions, that it shares their values and that it is well-managed. When it comes to whether the NCC does a good job of consulting and informing the public on its plans and programs, over half continue to agree with this, although this has decreased since 2016/17 (2019: 45% agree; 2016/17: 51% agree).
- Almost all residents strongly agree or agree that the NCC has a role to play in making the Capital an inspiring reflection of Canada and Canadians.
- Overall impressions of the NCC remain generally consistent with previous years: more than six in ten who are at least marginally familiar with the organization report a very or somewhat positive opinion of it.
- Consistent with previous waves of research, the most common reason given for a positive impression of the NCC, by three in ten of those, is that "it does good work." Other commonly mentioned reasons are enjoyment of festivals and events, the parks and green spaces, and feeling the region is well managed.
- The most common reasons given by the small proportion who express a negative opinion of the NCC (nine per cent) are that it has too much power, a lack of consultation, and taking too long to make decisions. The proportion of residents who say the NCC is poorly managed or they disagree with their decisions has significantly declined.

7. Risks and Mitigation Measures

Not applicable

8. Consultations and Communications

The results have been shared with the Executive Management Committee and with the Public and Corporate Affairs Branch.

9. Next Steps

The full report will be posted on the NCC's website.

10. List of Appendices

Appendix 1 – 2019-A09 – 2019 Public Awareness Survey - Final Report – October 15 2019

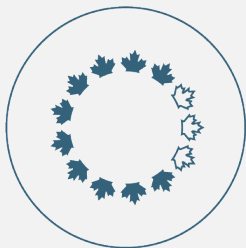
11. Authors of the Submission

Michel Collette, Director AREE and Chief Audit Executive
Kirsten Stansel, Research and Evaluation Project Leader

2019 Public Awareness Survey

National Capital Region Survey | Summary

Conducted by Nanos for the National Capital Commission, July 2019
Submission 2019-1433



NCC
CCN



Eight in ten say the NCC is generally doing a good job in safeguarding assets of national significance

Overall awareness of the NCC remains high among residents of Canada's Capital region (CCR), and more than half recognize the NCC by its mandate. A majority of residents with at least some familiarity with the NCC have very positive or positive impressions on the NCC, while a small proportion have negative impressions. Among residents with neutral impressions, nearly half say they don't know enough and over a third think the NCC is doing a so-so job. Consistent with the previous wave, a majority of residents continue to give the NCC good marks on development of federal government property, planning federal land use in the region, and assessments of the NCC balancing of activities with the needs of local municipalities. Close to eight in ten say the NCC is generally doing a good job in safeguarding assets of national significance, and nearly seven in ten think it is doing an excellent or good job at protecting the environment, which is consistent with the previous wave.

Awareness of consultation opportunities has decreased since 2016/17 but remains slightly higher than 2014, and active participation in consultation has remained consistent. The LeBreton Flats development dominated mentions of NCC in the media, especially for residents in Ontario. Majorities continue to agree the NCC shares their values and trust it to make good decisions, although fewer people than in 2016/17 agree it does a good job of consulting and informing the public regarding its plans/programs. As in both previous waves, almost all agree the NCC has a role to play in making the Capital an inspiring reflection of Canada and Canadians.

The summary below highlights key findings of this research.

Awareness of and familiarity with the NCC

- The NCC remains most widely recognized for the Rideau Canal Skateway (53%), followed by Gatineau Park (48%), and the Greenbelt (44%).
- Over half of residents (54%) are now able to identify the NCC when read a description of its mandate. Associating the NCC with this mandate remains somewhat higher among Ontario residents (59%) than among Quebec residents (43%).
- Total awareness of the NCC is consistent with previous years, with nine in ten residents expressing some level of awareness of the organization.
- Familiarity with the named roles and responsibilities of the NCC remains stable, with over six in ten residents saying they are very familiar or somewhat familiar. Overall familiarity remains highest on the Ontario side.

Nearly seven in ten feel the NCC is doing either an excellent or good job at protecting the environment

Awareness of recent communications activity or media

- There has been a notable decrease since 2016/17 in the proportion of CCR residents who recall seeing or hearing something about the NCC in the media or through word-of-mouth. The dominant story was LeBreton Flats, mentioned by more than four in ten in residents, especially residents in Ontario.
- Media coverage overall remains more likely to leave a favourable impression (39%) of the NCC than an unfavourable one (25%), and there has been an increase in the proportion saying their impression from the recent story was neutral (35%; 31% in 2016/17), and a decrease in those saying they were left with an unfavourable impression (25%; 30% in 2016/17).
- Over one in three CCR residents who express familiarity with the NCC are aware that opportunities for public consultation exist, lower than 2016/17 (40%), although still higher than in previous years. Active participation in consultations remains low and has marginally decreased from 11 per cent in 2016/17, with nine per cent saying they have ever gone to some type of session or provided input to the NCC.

Impressions and assessment of performance

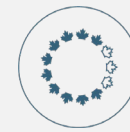
- Residents continue to say that the NCC's most important contribution to the region is its role in developing/maintaining green spaces and parks (28%; increased from 22% in 2016/17), and it is also recognized preserving heritage. Developing and maintaining green space and parks is continuing to trend up as the most important contribution the NCC makes to CCR.
- The majority of residents positively assess the NCC's performance developing federal government property, planning land use, and balancing and coordinating of plans with local municipalities, consistent with 2016/17.
- As in 2016/17 and 2014, close to eight in ten say the NCC is doing an excellent or good job at safeguarding physical assets of national significance, and most of the rest feel it is doing a fair job.
- Consistent with 2016/17, nearly seven in ten feel the NCC is doing either an excellent or good job at protecting the environment.

More than nine in ten residents strongly agree or agree that the NCC has a role to play in making the Capital an inspiring reflection of Canada and Canadians

Impressions and assessment of performance (continued)

- Consistent with previous waves, when asked what priorities the NCC should focus on for the next three to five years, the most mentioned is preserving and maintaining the green spaces and heritage sites (such as Gatineau Park) (40%). Just over two in ten mention development of federal land, including LeBreton Flats (21%).
- Majorities of residents familiar with the organization continue to agree that they trust the NCC to make good decisions, that it shares their values and that it is well-managed. When it comes to whether the NCC does a good job of consulting and informing the public on its plans and programs, over half continue to agree with this, although this has decreased since 2016/17 (2019: 45% agree; 2016/17: 51% agree).
- Almost all residents strongly agree or agree that the NCC has a role to play in making the Capital an inspiring reflection of Canada and Canadians.
- Overall impressions of the NCC remain generally consistent with previous years: more than six in ten who are at least marginally familiar with the organization report a very or somewhat positive opinion of it.
- Consistent with previous waves of research, the most common reason given for a positive impression of the NCC, by three in ten of those, is that “it does good work.” Other commonly mentioned reasons are enjoyment of festivals and events, the parks and green spaces, and feeling the region is well managed.
- The most common reasons given by the small proportion who express a negative opinion of the NCC (nine per cent) are that it has too much power, a lack of consultation, and taking too long to make decisions. The proportion of residents who say the NCC is poorly managed or they disagree with their decisions has significantly declined.

Study Objectives



NCC
CCN

 **NANOS**

The National Capital Commission (NCC) is the Crown Corporation responsible for planning the use and development of federal lands, maintaining heritage sites such as official residences and commemorative sites, and, managing and conserving natural assets, such as, the Greenbelt and Gatineau Park.

The purpose of the 2019 NCC Public Awareness Survey was to measure progress against baseline data obtained from the 2016-16 and 2014 surveys to inform NCC's engagement strategy, strategic communications, image and branding.

The specific research objectives for the study are as follows:

- How does awareness and impressions of the NCC differ across segments of the CCR, including province, municipality, and demographic characteristics?
- What is the awareness (unaided and aided) of the NCC and its mandate?
- What are the overall impressions of CCR residents towards to the NCC?
- How do CCR residents feel the NCC is performing in terms of its roles and responsibilities?
- How have opinions changed, if at all, from the previous waves?

Methodology



NCC
CCN

 **NANOS**

Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey of 1,500 residents of Canada's Capital Region, 18 years of age or older, between June 6th and 19th, 2019. Participants were randomly recruited by telephone using live agents and administered a survey. The sample is geographically stratified to be representative of the Canada's Capital Region. The geography definition for the Capital Region was provided to Nanos Research by the NCC. Respondents were selected from a list of postal codes provided by the NCC.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ± 2.5 percentage points, 19 times out of 20.

The research was commissioned by National Capital Commission and was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

The survey was conducted in Canada's Capital Region in Ottawa and Gatineau, and the areas were divided up into the following zones:

Ontario – Zones	Unweighted n	Weighted n	Quebec – Zones	Unweighted n	Weighted n
Total	n= 900	n=1119	Total	n=600	n=381
West	n=181	n=249	West of Gatineau Park	n=179	n=105
Central	n=187	n=219	East of Gatineau Park	n=90	n=54
South	n=252	n=335	East of Gatineau River	n=279	n=170
East	n=155	n=201	Rural	n=52	n=52
Rural	n=125	n=115			

1.0 Awareness of NCC's roles



NCC
CCN

 **NANOS**



Unaided awareness of NCC responsibilities



NCC
CCN

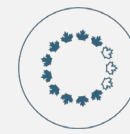
 **NANOS**

% of respondents who mentioned NCC	2019 (n=1500)	2016/17 (n=1500)	2014 (n=1500)
The Rideau Canal Skateway	53%	55%	52%
Gatineau Park	48%	47%	45%
The Greenbelt	44%	46%	40%
Winterlude	44%	45%	42%
Parkways	41%	46%	39%
Sunday Bike days	35%	39%	36%
Recreational pathways	34%	38%	37%
LeBreton Flats	34%	35%	28%
The Official Residences, such as Rideau Hall and the Prime Ministers' Residence	29%	30%	23%
Confederation Boulevard	28%	29%	25%
Canada Day	25%	28%	26%

- Residents were read a list of locations and events around the Capital Region and asked if they could identify the organization responsible for them.
- The NCC remains most recognized for the Rideau Canal Skateway and Gatineau Park.
- Over four in ten also named the NCC as being responsible for the Greenbelt and the Parkways, consistent with previous waves.
- Residents of the Ontario side of CCR are more likely to identify the NCC as responsible for the Greenbelt than residents of the Quebec side (48% Ontario; 30% Quebec), as well as the parkways (45% Ontario; 27% Quebec), and Sunday Bikedays (39% Ontario; 23% Quebec).
- Over four in ten still think the NCC is responsible for Winterlude (44%), while one in four think they are responsible for Canada Day (25%).
- Responses are generally consistent with the previous waves of research in 2016/17 and 2014.
- Men are more likely than women to identify the NCC as the organization responsible for LeBreton Flats (42% men; 26% women), parkways (46% men; 36% women), and the Official Residences (35% men; 24% women).

QUESTIONS 1-11 – Can you tell me the name of the organization you think is responsible for each of the following things or activities in Canada's Capital Region. Starting with: [RANDOMIZE] [Open-ended]

2.0 Recognition and recall of the NCC



NCC
CCN

 **NANOS**

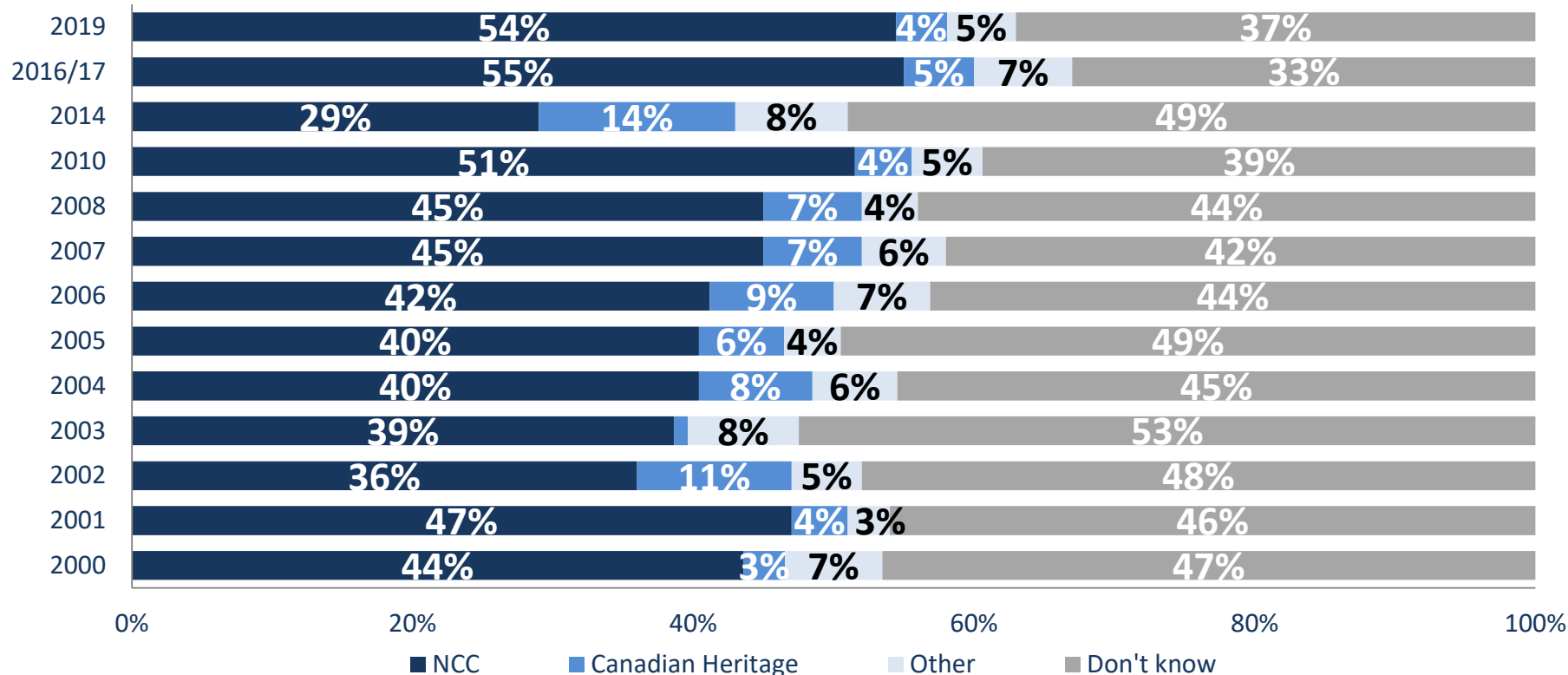


Unaided awareness of the NCC by mandate



NCC
CCN

NANOS



- Residents were read the mandate of the NCC and asked to name the organization responsible for these activities.
- Awareness is consistent with the increased level from 2016/17, with 54% naming the NCC as responsible for the mandate (55% in 2016/17).
- Very few incorrectly named Canadian Heritage or another organization as responsible for the mandate (nine per cent named a different organization).
- Over one in three say they don't know (37%), a marginal increase from the previous wave (33% in 2016/17).

QUESTION 12 – There is an organization in Canada's Capital Region responsible for planning and developing the use of federal lands, maintaining heritage sites such as official residences and commemorative sites, and, managing and conserving natural assets, such as, Gatineau Park and the Greenbelt. Can you tell me the name of this organization? [OPEN]

Awareness of NCC's mandate remains consistent with 2016/17 wave



NCC
CCN

 **NANOS**

- **Geographic analysis: Among Ontario residents in CCR, those in the Central zone are more likely to name the NCC (68%) than residents of the rural region (48%). Results are consistent across zones in Quebec.**
- CCR residents in Ontario are more likely to name the NCC as the organization responsible for the mandate (59%) than residents in Quebec (43%).
- Men are more likely to name the NCC as responsible for the mandate than women (60% of men; 49% of women).
- Older residents (35 plus) have a higher level of awareness of the NCC as responsible for the mandate (32% of those 18-34, compared to 63% of those 35-54 and 64% of those 55 plus).
- Residents who say they are very familiar or somewhat familiar with the NCC's roles and responsibilities were more likely to name the NCC (85% and 71% mentioned the NCC respectively) than those who are not very familiar or not at all familiar with their role (48% and 26% mentioned the NCC respectively).
- Residents who report having heard about opportunities to provide input into NCC plans and initiatives were more likely to mention the NCC (78%) than those not aware of such opportunities (60% mentioned NCC).
- Residents who have completed university or a post-graduate degree were most likely to mention the NCC (62% and 72% respectively), compared to those who completed college (52% mentioned NCC) or completed high school (30% mentioned NCC).
- Long term residents (41 plus years) were more likely to name the NCC (65%) than residents who have lived in the Capital Region for 11-40 years (54%) or less than 11 years (39%).

	NCC
Ontario (n=900)	58.5%
Quebec (n=600)	42.6%
Male (n=757)	60.0%
Female (n=743)	49.4%
18 to 34 (n=312)	32.3%
35 to 54 (n=572)	63.1%
55 plus (n=616)	63.9%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

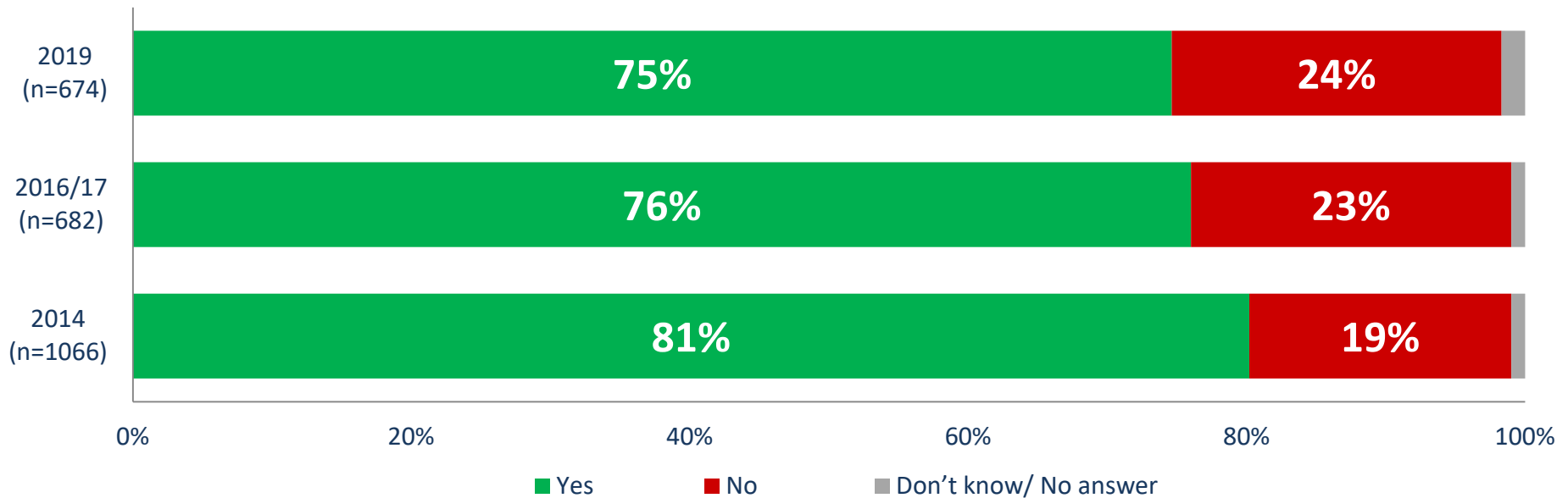
QUESTION 12 – There is an organization in Canada's Capital Region responsible for planning and developing the use of federal lands, maintaining heritage sites such as official residences and commemorative sites, and, managing and conserving natural assets, such as, Gatineau Park and the Greenbelt. Can you tell me the name of this organization?
[OPEN]

Aided awareness of the NCC



NCC
CCN

 **NANOS**

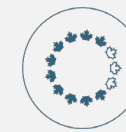


*Percentages equal to or lower than two per cent have been removed for legibility.

- Residents were prompted on the NCC and asked if they recall hearing about it.
- Aided awareness remains consistent with the previous wave (75%; 76% in 2016/17), although it is still lower than the benchmark of 81% in 2014.

QUESTION 13 – (IF NCC NOT MENTIONED AT Q12) The National Capital Commission, also known as the NCC, is actually the organization responsible for these activities. Now that I have mentioned it, do you recall hearing about the National Capital Commission?

Aided awareness of NCC remains consistent; Ontario reports higher awareness than Quebec



NCC
CCN

 **NANOS**

Among those who did not name the NCC as responsible for the mandate in Q12:

- Residents in Ontario report higher aided awareness (79%) than residents in Quebec (65% aware).
- Women report higher aided awareness than men (79% of women; 68% of men).
- Older residents report higher aided awareness (87% of those 55 plus; 79% of those 35-54) than younger residents (63% of those 18-34).
- Residents who have completed a post-graduate degree or completed university have the highest levels of aided awareness (79% and 83% respectively).
- Long term residents (41 plus years) have the highest level of awareness (87%), followed by residents who have lived in the Capital Region for 11-40 years (79%) or less than 11 years (53%).

	Yes	No
Ontario (n=344)	79.4%	19.0%
Quebec (n=330)	64.5%	33.6%
Male (n=301)	68.1%	30.5%
Female (n=373)	79.4%	18.7%
18 to 34 (n=209)	63.4%	34.4%
35 to 54 (n=228)	79.1%	19.5%
55 plus (n=237)	87.2%	11.5%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

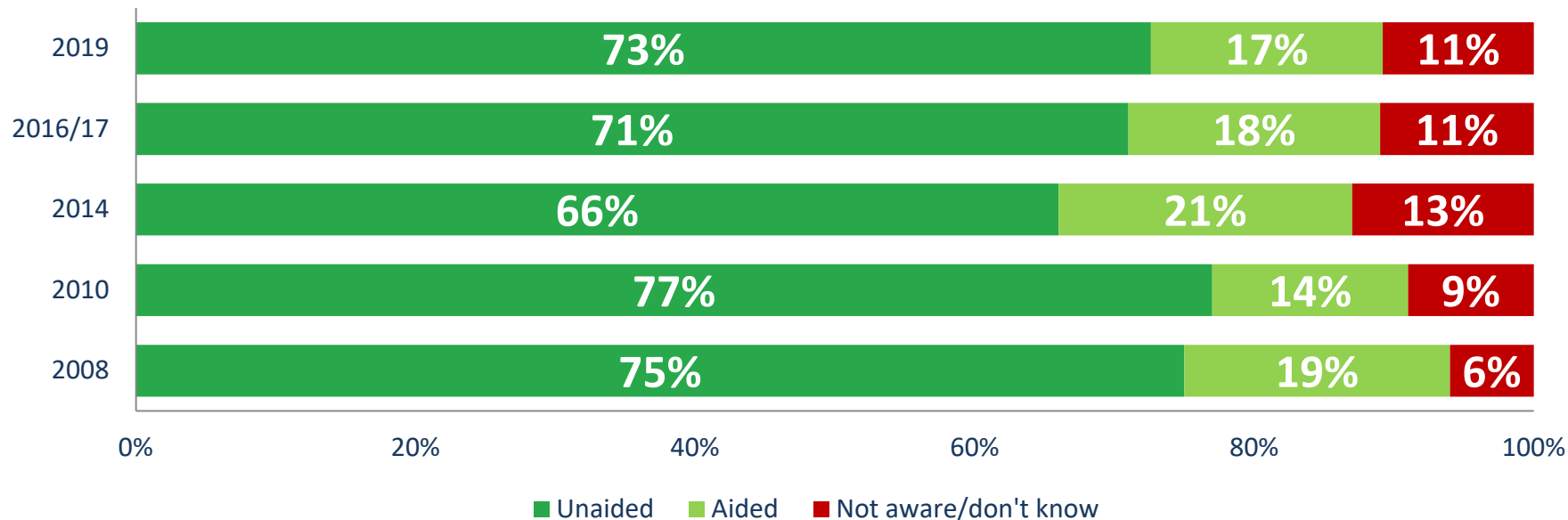
QUESTION 13 – (IF NCC NOT MENTIONED AT Q12) The National Capital Commission, also known as the NCC, is actually the organization responsible for these activities. Now that I have mentioned it, do you recall hearing about the National Capital Commission?

Total awareness of the NCC



NCC
CCN

 **NANOS**



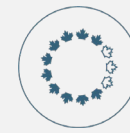
- When combined with those who displayed unaided awareness (they named the NCC as responsible for at least one actual amenity, or in response to its mandate) and aided awareness, a total of 90% of CCR residents report awareness of the NCC (similar to 89% in 2016/17 and a marginal increase from 87% in 2014).
- The proportion of those aware overall is statistically similar between the previous waves.

QUESTIONS 1-11 - Can you tell me the name of the organization you think is responsible for each of the following things or activities in Canada's Capital Region. Starting with: (NOTE: From 2014 onwards, naming NCC as being responsible for Winterlude or Canada Day was not counted in determining unaided awareness)

QUESTION 12 - There is an organization in Canada's Capital Region responsible for planning and developing the use of federal lands, maintaining heritage sites such as official residences and commemorative sites, and managing and conserving natural assets, such as, Gatineau Park and the Greenbelt.

QUESTION 13 – (IF NCC NOT MENTIONED AT Q12) The National Capital Commission, also known as the NCC, is actually the organization responsible for these activities. Now that I have mentioned it, do you recall hearing about the National Capital Commission?

3.0 Familiarity with NCC



NCC
CCN

 **NANOS**

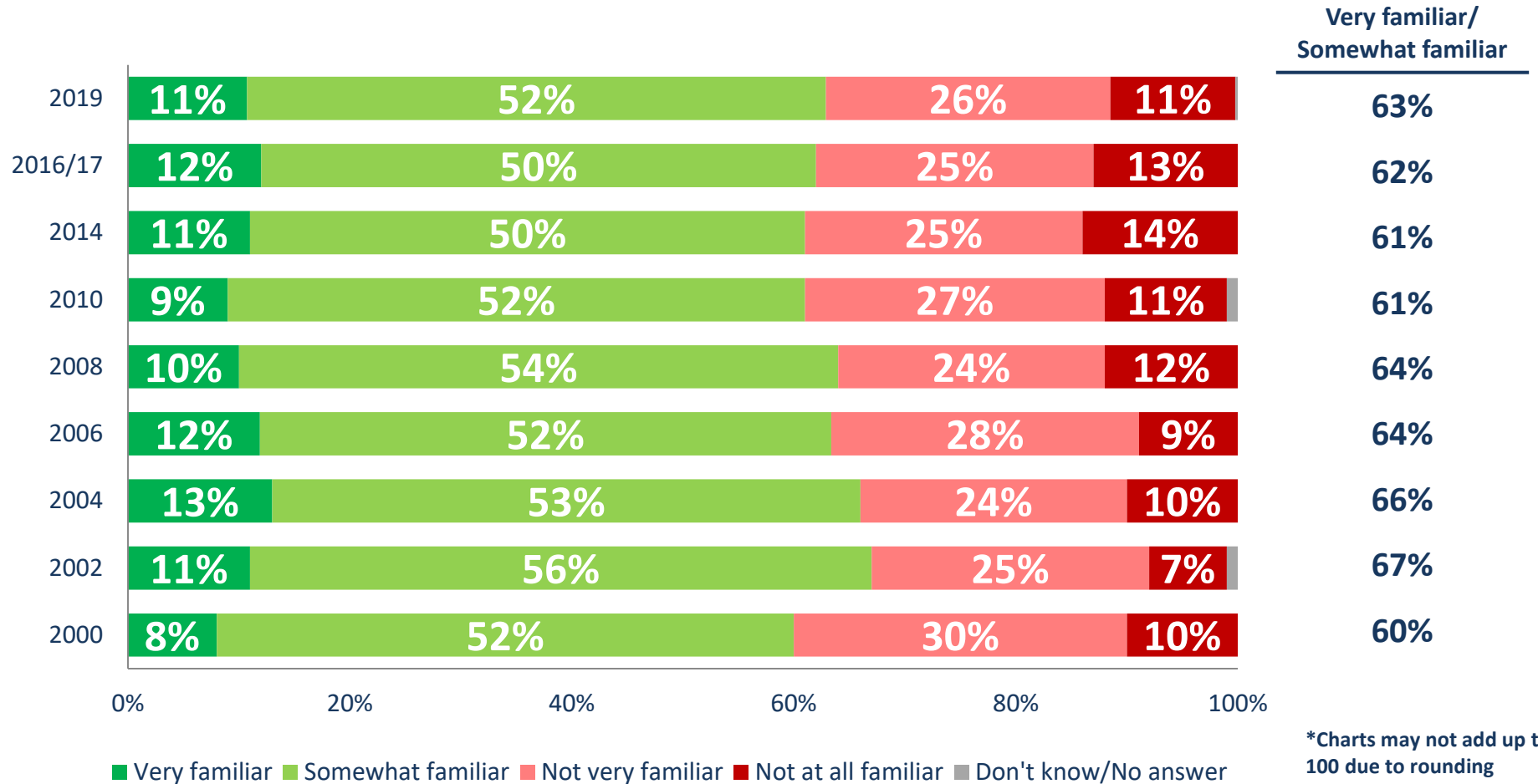


Familiarity with the role and responsibilities of the NCC



NCC
CCN

NANOS



*Charts may not add up to 100 due to rounding

*Percentages equal to or lower than two per cent have been removed for legibility.

QUESTION 14 – [IF AWARE OF THE NCC] How familiar are you with the National Capital Commission in terms of its role and responsibilities? Would you say you are...

Over six in ten NCR residents say they are at least somewhat familiar with the role of the NCC



Among CCR residents who are aware of the NCC:

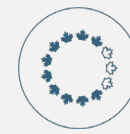
- **Geographic analysis:** CCR Ontario residents in the Central zone are more likely to say they are very familiar (20%) or somewhat familiar (55%) than those in the rural zone (six per cent very familiar; 46% somewhat familiar). Results are consistent across zones in Quebec.
- More than six in ten CCR residents say they are very familiar (11%) or somewhat familiar (52%) with the roles and responsibilities of the NCC. More than one in three say they are not very familiar (26%) or not at all familiar (11%) with the NCC’s role. This is consistent with the previous waves of research.
- CCR residents in Ontario are more likely to say are at least somewhat familiar (11% very familiar; 54% somewhat familiar) with the NCC’s role and responsibilities than residents in Quebec (10% very familiar; 45% somewhat familiar).
- Men are more likely to report being familiar with the NCC’s role (15% very familiar; 56% somewhat familiar) than women (seven per cent very familiar; 49% somewhat familiar).
- Older residents report higher familiarity (55 plus: 13% very familiar, 57% somewhat familiar; 35-54: 13% very familiar, 55% somewhat familiar) than younger residents (18-24: four per cent very familiar; 41% somewhat familiar).
- Residents with a very positive impression of the NCC have a higher level of familiarity (24% very familiar; 61% somewhat familiar) with the NCC’s role and responsibilities than those with a neutral impression (eight per cent very familiar; 51% somewhat familiar) and negative impression (12% very familiar; 62% somewhat familiar).
- Long term residents (41 plus years) are the most likely to say they are very familiar (14%) or somewhat familiar (58%) than those who lived in the Capital Region less than 11 years (seven per cent very familiar; 45% somewhat familiar).

	Very familiar/ somewhat familiar	Not very familiar/ Not at all familiar
Ontario (n=833)	65.2%	34.6%
Quebec (n=498)	55.0%	44.6%
Male (n=669)	70.7%	29.0%
Female (n=662)	55.9%	43.9%
18 to 34 (n=225)	45.5%	54.2%
35 to 54 (n=521)	67.9%	32.1%
55 plus (n=585)	69.4%	30.3%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION 14 – [IF AWARE OF THE NCC] How familiar are you with the National Capital Commission in terms of its role and responsibilities? Would you say you are...

4.0 Impression and performance of the NCC



NCC
CCN

 **NANOS**

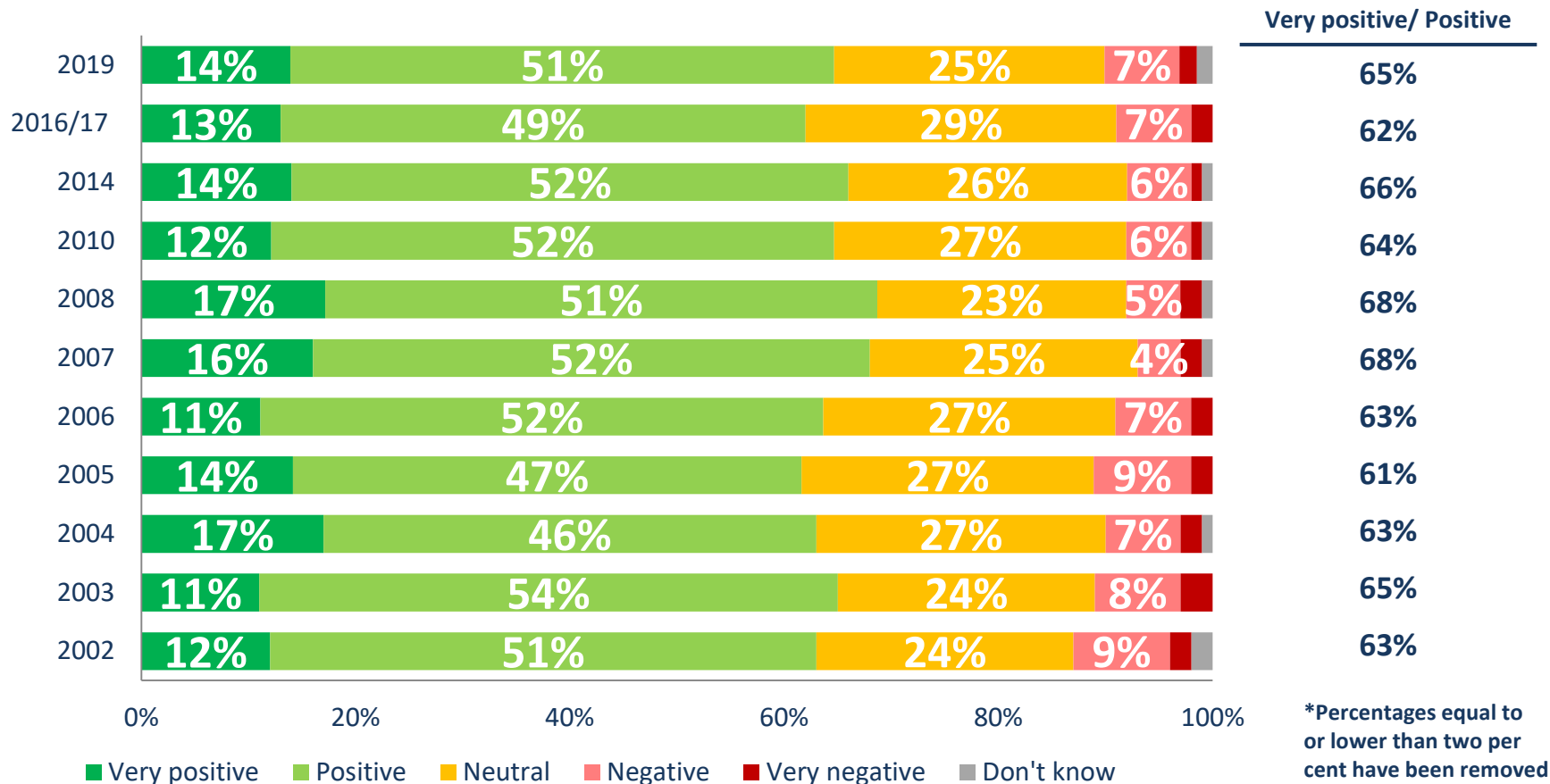


Overall impression of NCC



NCC
CCN

NANOS



- Impressions of the NCC remain consistent with previous waves of research
- Nearly two in three CCR residents have a very positive (14%) or positive (51%) overall impression of the NCC.
- One in four are neutral (25%) and under one in ten have a negative (seven per cent) or very negative (two per cent) impression.

QUESTION 15 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] In general terms, what is your overall impression of the National Capital Commission? Would you say it is:



Impressions of the NCC remain positive

Among CCR residents with at least some familiarity with the NCC:

- **Geographic analysis: In Ontario, residents in the South and East zones of CCR are most likely to have very positive (14% and 17% respectively) or positive (53% and 50% respectively) impressions of the NCC, while residents in the rural zone are the least likely (12% very positive; 39% positive). Results are consistent across zones in Quebec.**
- Quebec CCR residents are more likely to say they have a very positive (14%) or positive (57%) impression of the NCC than CCR residents in Ontario (14% very positive; 49% positive).
- Younger residents are more likely to say they have a neutral (18-34: 32%) impression of the NCC than residents 55 plus (22%).
- Residents who report being very familiar with the NCC's role and responsibilities are more likely to say they have a very positive impression (27%) of the NCC, compared to those who are somewhat familiar with the NCC (14% very positive) and not very familiar (eight per cent very positive).

	Very positive/ Positive	Neutral	Very negative/ Negative
Ontario (n=752)	62.9%	26.6%	9.1%
Quebec (n=430)	71.0%	20.3%	6.9%
Male (n=610)	60.3%	26.1%	12.2%
Female (n=572)	68.8%	24.4%	5.2%
18 to 34 (n=189)	59.5%	32.2%	6.8%
35 to 54 (n=463)	66.9%	24.6%	7.1%
55 plus (n=530)	65.6%	21.8%	11.1%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

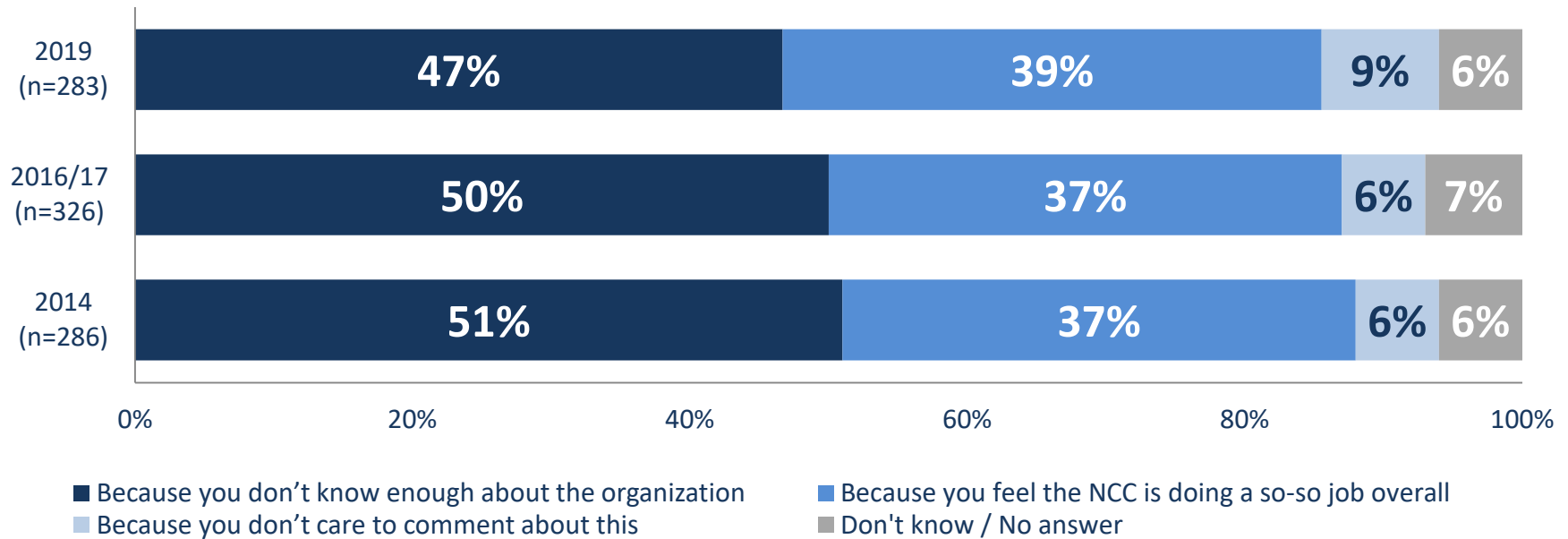
QUESTION 15 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] In general terms, what is your overall impression of the National Capital Commission? Would you say it is:

Reason for neutral impression of the NCC



NCC
CCN

 **NANOS**



- Among those with a neutral impression, the most frequently selected reason for their neutral impression is that they don't know enough about the organization (47%), followed by feeling like the NCC is doing a so-so job overall.
- These results are consistent with the previous waves of research.

QUESTION 16 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] (IF NEUTRAL OVERALL IMPRESSION ONLY) We would like to better understand your overall impression of the National Capital Commission. When you say you are neutral, is that [RANDOMIZE]

Nearly half of NCR residents say they have a neutral impression because they don't know enough about the NCC



NCC
CCN

 **NANOS**

Among CCR residents with at least some familiarity with the NCC:

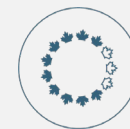
- CCR residents in Ontario are more likely to say they feel the NCC is doing a so-so job overall (41%) than residents in Quebec (29%).
- Women are more likely than men to cite the reason for their neutral impression as not knowing enough about the organization (52% of women; 42% of men).
- Younger CCR residents (18-34) are most likely to say they don't know enough about the organization (60%), compared to older residents (35-54: 49%; 55 plus: 32%).
- Older residents are more likely to say the NCC is doing a so-so job overall (35-54: 40%; 55 plus: 50%) than residents 18-34 (25%).
- Residents who said they are not very familiar with the NCC's role and responsibilities are more likely to say the reason is they don't know enough about the organization (73%) than those who are very familiar with NCC's role (nine per cent).
- Residents who report having seen news related to the NCC lately are more likely to say the reason is feeling the NCC is doing a so-so job (51%) than those have not seen or heard anything about the NCC (33%).

	Don't know enough	NCC doing a so-so job
Ontario (n=201)	45.3%	41.0%
Quebec (n=82)	53.0%	28.7%
Male (n=155)	42.0%	39.2%
Female (n=128)	51.5%	38.5%
18 to 34 (n=63)	60.0%	24.9%
35 to 54 (n=106)	49.3%	40.0%
55 plus (n=114)	32.4%	49.7%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION 16 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] (IF NEUTRAL OVERALL IMPRESSION ONLY) We would like to better understand your overall impression of the National Capital Commission. When you say you are neutral, is that [RANDOMIZE]

Reasons for positive opinion of the NCC



NCC
CCN

 **NANOS**

Top mentions	2019 (n=748)	2016/17 (n=769)	2014 (n=774)
Do good work	34%	42%	59%
Enjoy festivals/ events/ activities	19%	18%	27%
Land use/preservation of green spaces	13%	16%	12%
Enjoy parks/green spaces/gardens	12%	16%	19%
Region looks good/clean	9%	14%	14%
Maintenance	9%	13%	17%
NCC is well managed	7%	17%	4%
Rideau Canal	4%	5%	5%
Focus on heritage	5%	1%	4%
Enjoy Winterlude	3%	3%	4%
Control greenbelt/local land/ development	3%	-	-
Promote the Capital	3%	3%	6%
Enjoy bike paths	2%	3%	5%
Encourages tourism/good for economy	2%	5%	5%
They could do more	2%	3%	-
Other	5%	5%	11%

***Based on multiple mentions**

- Just over one in three residents with at least some familiarity with the NCC and with a very positive or positive impression of the NCC say the reason for their impression is the NCC does good work (34%; 42% in 2016/17), followed by enjoy festivals/events/activities (19%), land use/preservation of green spaces (13%), and enjoy parks/green spaces/gardens (12%).

QUESTION 17 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] In the previous question you said your overall impression of the National Capital Commission was [INSERT from Q15: very positive, positive]. Why do you say that? [OPEN]

Reasons for negative opinion of the NCC



NCC
CCN

 **NANOS**

Top mentions	2019 (n=105)	2016/17 (n=113)	2014 (n=85)
Too much power	15%	14%	16%
Lack of consultation	12%	15%	37%
Take too long to make decisions/slow	12%	-	-
Just another level of government	11%	11%	9%
Disagree with decisions	11%	43%	30%
Could do more	10%	6%	39%
Poorly managed	9%	37%	7%
Too secretive	5%	4%	3%
Spending too much	4%	6%	6%
LeBreton Flats	4%	-	-
Control greenbelt land/ development	3%	16%	15%
No vision/objective	3%	6%	9%
Don't know enough	3%	1%	3%
Not accountable	3%	8%	3%

- Residents with at least some familiarity with the NCC and with a negative or somewhat negative impression of the NCC most often say the reason for their opinion is the NCC is too much power (15%), followed by lack of consultation (12%), just another level of government (11%), disagree with their decisions (11%; 43% in 2016/17), and they could do more (10%).
- The proportion of residents who say the NCC is poorly managed or they disagree with their decisions has significantly declined.

***Based on multiple mentions**

QUESTION 17 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] In the previous question you said your overall impression of the National Capital Commission was [INSERT from Q15: negative or very negative]. Why do you say that? [OPEN]

How to change impressions of NCC



NCC
CCN

 **NANOS**

	2019 (n=623)	2016/17 (n=1009)	2014 (n=804)
Nothing - no improvements necessary	17%	9%	11%
Improve practices/ more proactive (e.g. Faster, better management of land)	17%	9%	16%
Improve communications with public/ be more transparent	15%	15%	13%
Provide more information/advertise/more visible	14%	17%	19%
Involve public in decision-making/consult more	11%	12%	9%
Improve planning/do more (general)	9%	8%	13%
Improve management (e.g. Elected officials, less bureaucracy)	7%	9%	5%
Improve maintenance of parkways, canal etc.	5%	4%	5%
Involve the municipality or city more/ cooperation with the city	4%	7%	8%
More financial responsibility/ efficiency	4%	2%	3%
Create more green spaces/ recreational pathways	2%	4%	3%
Get rid of NCC/disband	1%	1%	1%
Other	6%	2%	1%

***Based on multiple mentions**

- Among CCR residents with some familiarity with the NCC and those with less than a very positive impression or say the NCC is doing a so-so job, most often say the NCC could improve their impression by improving practices/being more proactive (17%) or say nothing – no improvements are necessary (17%). Also mentioned was to improve communication with the public/be more transparent (15%) and provide more information/advertise/more visible (14%).

QUESTION 18 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] (IF 02, 04, OR 05 AT Q15 OR 02 AT Q16) What could the NCC do differently to improve your impression of it? [OPEN]

Most important contribution of the NCC to Canada's Capital Region



NCC
CCN

 **NANOS**

	2019 (n=1182)	2016/17 (n=1215)	2014 (n=1155)
Develop/ maintain green space/parks	28%	22%	21%
Preserving heritage	9%	8%	7%
Plan/manage development	7%	12%	5%
Region beautification	7%	6%	9%
Gatineau Park	6%	6%	5%
Preserve/maintain greenbelt	5%	6%	4%
Activities around region	4%	4%	7%
Promoting tourism	4%	5%	7%
Rideau canal/skating	3%	5%	4%
Bike/recreational pathways	2%	2%	3%
Winterlude	2%	2%	2%
No contribution	2%	1%	1%
Parkways/parkway maintenance	1%	2%	2%
Canada Day activities	1%	1%	1%
LeBreton Flats development	1%	-	-
Festivals (general)	1%	1%	1%
Other	3%	4%	5%
Don't know	15%	12%	14%

- Consistent with previous waves, CCR residents with at least some familiarity with the NCC most often say developing and maintaining parks and green spaces is the most important contribution the NCC makes to the Capital Region (28%).
- Developing and maintaining green space and parks is continuing to trend up as the most important contribution the NCC makes to CCR.
- Preserving heritage (nine per cent), plan/manage development (seven per cent), region beautification (seven per cent), and Gatineau Park (six per cent) were mentioned by just under one in ten residents each – consistent with the previous waves of research.
- Residents of Quebec were more likely to mention Gatineau Park as the most important contribution (17%) than residents of Ontario (three per cent).

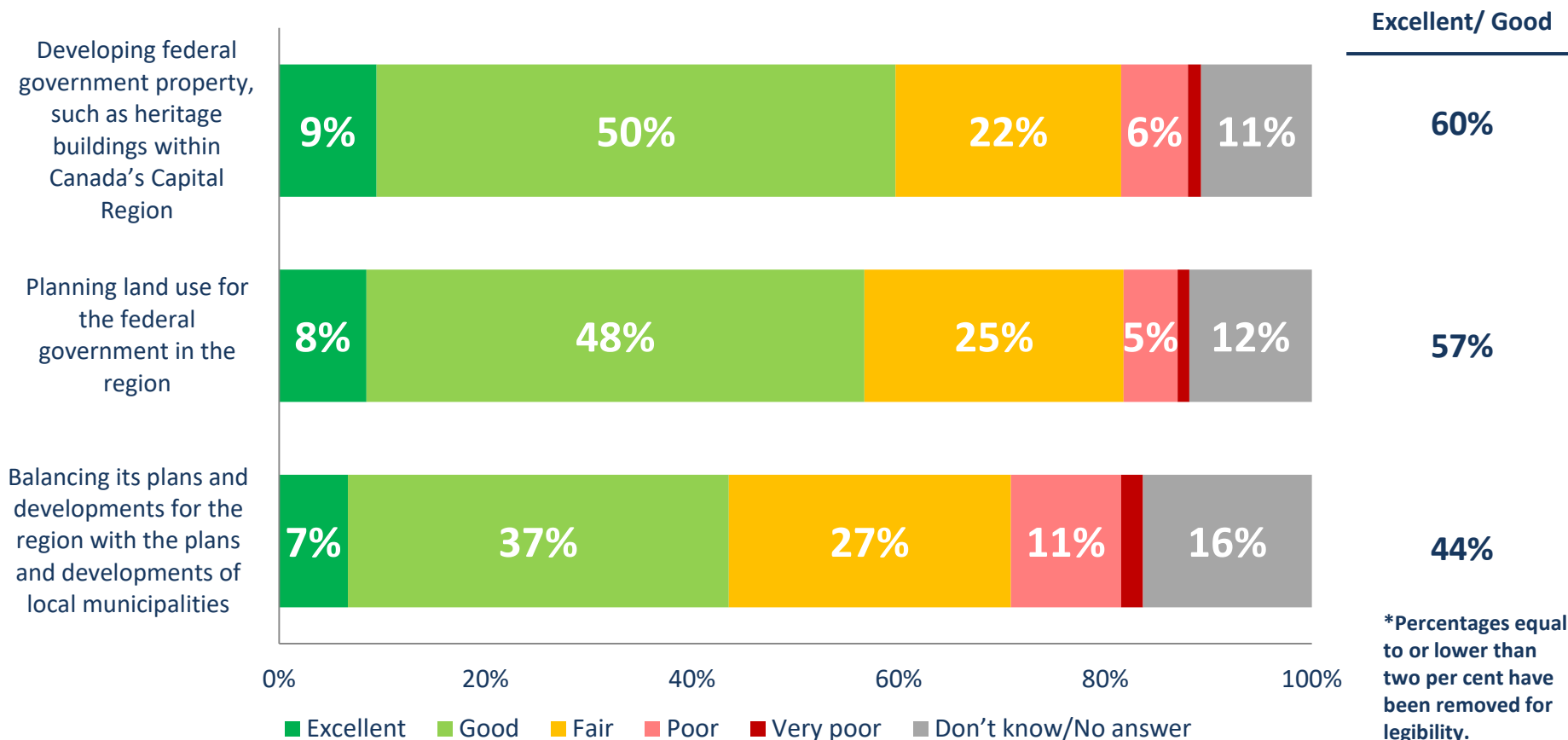
QUESTION 19 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] In your opinion, what is the most important contribution that the NCC is making to Canada's Capital Region? [Open]

Assessment of the NCC's performance on...



NCC
CCN

NANOS



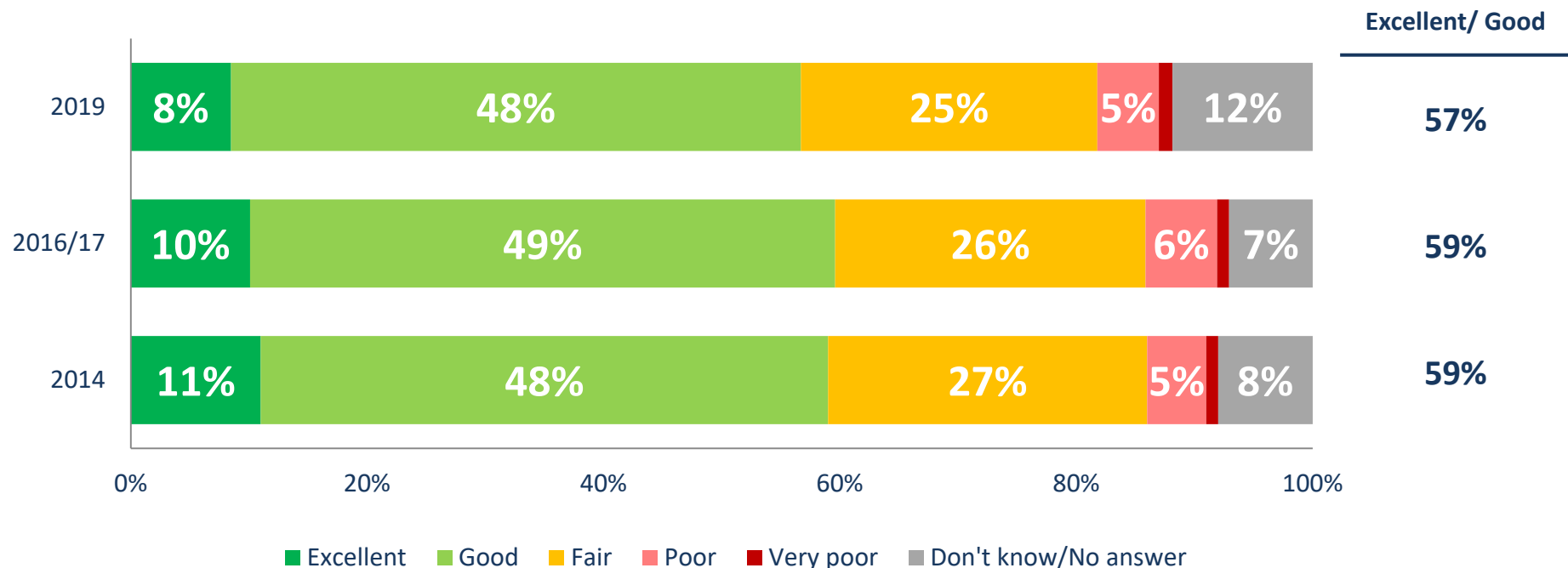
QUESTIONS 20-22 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] The National Capital Commission or NCC is responsible for guiding the use and physical development of federal lands, and coordinating development in design and planning on federal lands so they are appropriate to the role and significance of the Capital. Thinking about this, would you say that the NCC is generally doing an excellent, good, fair, poor or very poor job on each of the following?

Assessment of the NCC's performance on planning land use



NCC
CCN

NANOS



- Just under six in ten residents say the NCC is doing an excellent (nine per cent) or good (48%) job at planning land use for the federal government in the National Capital Region.
- One in four (25%) say the NCC is doing a fair job at this, while fewer than one in ten say a poor (five per cent) or very poor (one per cent) job.
- This is consistent with the previous waves of research.

QUESTION 20 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] The National Capital Commission or NCC is responsible for guiding the use and physical development of federal lands, and coordinating development in design and planning on federal lands so they are appropriate to the role and significance of the Capital. Thinking about this, would you say that the NCC is generally doing an excellent, good, fair, poor or very poor job on each of the following?

Planning land use for the federal government in the region

Rated performance of NCC in planning land use remains consistent with previous waves



NCC
CCN

NANOS

Among CCR residents with at least some familiarity with the NCC:

- **Geographic analysis:** In Ontario, residents in the East zone of CCR are most likely to say the NCC does an excellent (seven per cent) or good (56%) job at this, while residents in the Central zone are the least likely (nine per cent excellent; 33% good).
- **Geographic analysis:** In Quebec, residents in the East of Gatineau River zone and East of Gatineau Park zone of CCR are most likely to say the NCC does an excellent (20% and 21% respectively) or good (58% and 56% respectively) job at this, while residents in the Rural zone are the least likely (five per cent excellent; 64% good).
- CCR residents in Quebec are more likely to say the NCC is doing an excellent (17%) or good job (58%) at planning land use for the federal government in the region than residents in Ontario (six per cent excellent; 46% good).
- Residents with a very positive impression of the NCC are more likely to rate the NCC's performance as excellent (27%) compared to those with a positive impression (eight per cent) and a neutral impression (two per cent).
- Residents who have completed college are most likely to say the NCC does an excellent (10%) or good job (57%) at this, compared to those who have completed university (eight per cent excellent; 50% good) or a post-graduate degree (seven per cent excellent; 40% good).

	Excellent/ Good	Fair	Poor/ Very poor
Ontario (n=752)	51.6%	28.5%	7.6%
Quebec (n=430)	74.7%	12.9%	2.0%
Male (n=610)	57.5%	25.2%	8.7%
Female (n=572)	55.9%	25.0%	4.1%
18 to 34 (n=189)	56.3%	25.7%	4.9%
35 to 54 (n=463)	57.7%	23.2%	7.2%
55 plus (n=530)	56.0%	26.5%	6.4%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

QUESTION 20 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] The National Capital Commission or NCC is responsible for guiding the use and physical development of federal lands, and coordinating development in design and planning on federal lands so they are appropriate to the role and significance of the Capital. Thinking about this, would you say that the NCC is generally doing an excellent, good, fair, poor or very poor job on each of the following?

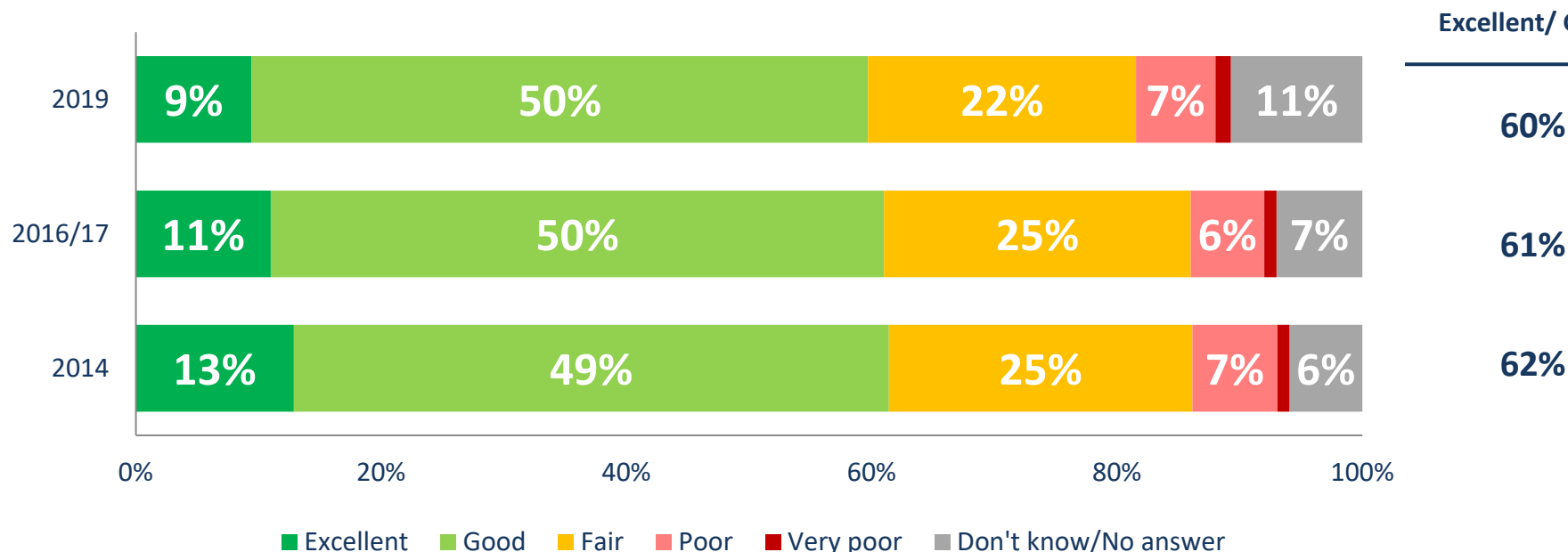
Planning land use for the federal government in the region

Assessment of the NCC's performance on developing federal property



NCC
CCN

NANOS



- Six in ten residents say the NCC is doing an excellent (nine per cent) or good (50%) job at developing federal government property, such as heritage buildings within the Capital Region.
- Over two in ten (22%) say the NCC is doing a fair job at this, while fewer than one in ten say a poor (seven per cent) or very poor (one per cent) job.
- This is consistent with the previous waves of research, although there has been a marginal decline from 2014 in terms of the proportion who rate their performance as excellent.

QUESTION 21 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] The National Capital Commission or NCC is responsible for guiding the use and physical development of federal lands, and coordinating development in design and planning on federal lands so they are appropriate to the role and significance of the Capital. Thinking about this, would you say that the NCC is generally doing an excellent, good, fair, poor or very poor job on each of the following?

Developing federal government property, such as heritage buildings within Canada's Capital Region

Performance rating of NCC developing federal government property is consistent with previous waves



NCC
CCN

 **NANOS**

Among CCR residents with at least some familiarity with the NCC:

- **Geographic analysis:** In Ontario, residents in the East zone of CCR are most likely to say the NCC does an excellent (10%) or good (54%) job at this, while residents in the South zone are the least likely (eight per cent excellent; 43% good). Results are consistent across zones in Quebec.
- CCR residents in Quebec are more likely to say the NCC is doing an excellent (14%) or good job (56%) at developing federal government property, such as heritage buildings within the Capital Region than residents in Ontario (eight per cent excellent; 49% good).
- Residents who completed college were more likely to say the NCC is doing an excellent (12%) or good (52%) job at this than those with a post-graduate degree (eight per cent excellent; 43% good).
- Residents with a very positive impression of the NCC are more likely to say the NCC is doing an excellent job (30%) than those with a positive (nine per cent) or neutral impression (four per cent).

	Excellent/ Good	Fair	Poor/ Very poor
Ontario (n=752)	56.9%	23.3%	9.0%
Quebec (n=430)	69.7%	16.8%	3.4%
Male (n=610)	57.1%	22.6%	10.0%
Female (n=572)	62.2%	21.1%	5.6%
18 to 34 (n=189)	64.1%	17.0%	8.5%
35 to 54 (n=463)	58.1%	24.1%	6.4%
55 plus (n=530)	58.6%	22.6%	8.6%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

QUESTION 21 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] The National Capital Commission or NCC is responsible for guiding the use and physical development of federal lands, and coordinating development in design and planning on federal lands so they are appropriate to the role and significance of the Capital. Thinking about this, would you say that the NCC is generally doing an excellent, good, fair, poor or very poor job on each of the following?

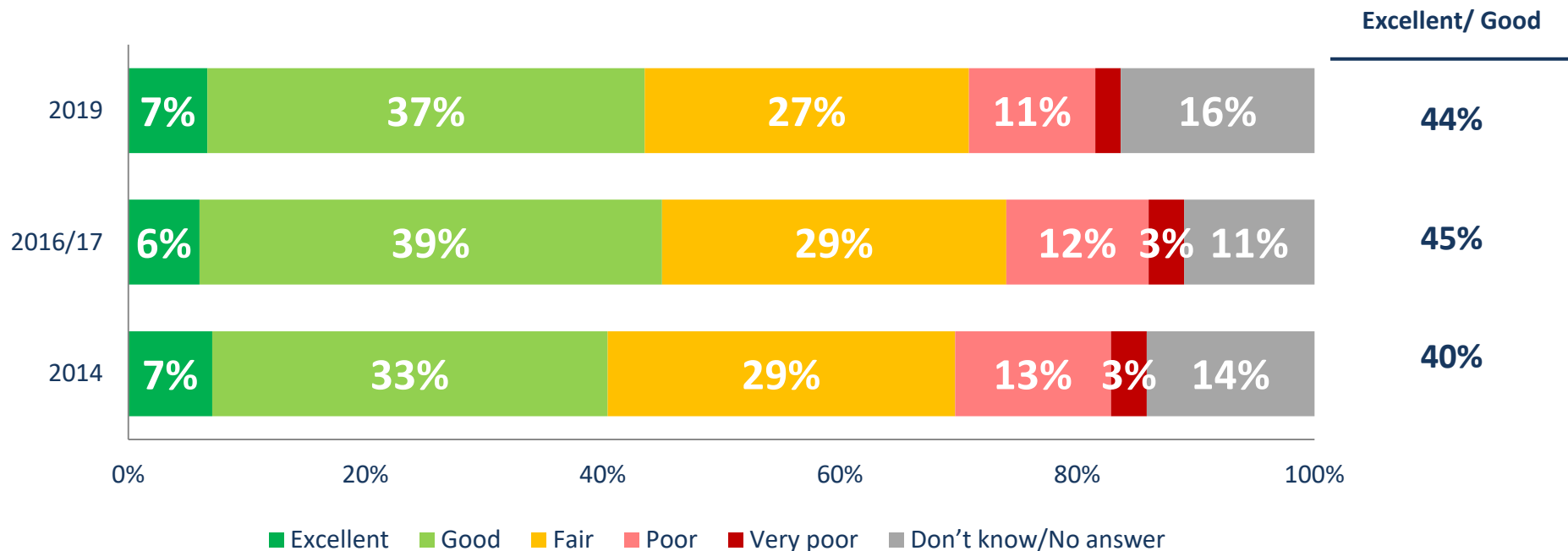
Developing federal government property, such as heritage buildings within Canada's Capital Region

Assessment of the NCC's performance balancing its plans



NCC
CCN

NANOS



- More than four in ten residents say the NCC is doing an excellent (seven per cent) or good (37%) job at balancing its plans and developments for the region with the plans and developments of local municipalities.
- Over one in four (27%) say the NCC is doing a fair job at this, while more than one in ten say a poor (11%) or very poor (two per cent) job.
- This is consistent with the previous waves of research.

QUESTION 22 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] The National Capital Commission or NCC is responsible for guiding the use and physical development of federal lands, and coordinating development in design and planning on federal lands so they are appropriate to the role and significance of the Capital. Thinking about this, would you say that the NCC is generally doing an excellent, good, fair, poor or very poor job on each of the following?

Balancing its plans and developments for the region with the plans and developments of local municipalities

Rating of NCC's performance balancing its plans with local municipalities is consistent with previous waves



NCC
CCN

 **NANOS**

Among CCR residents with at least some familiarity with the NCC:

- **Geographic analysis: In Ontario, residents in the East zone of CCR are most likely to say the NCC does an excellent (eight per cent) or good (39%) job at this, while residents in the Rural zone are the least likely (three per cent excellent; 28% good). Results are consistent across zones in Quebec.**
- CCR residents in Quebec are more likely to say the NCC is doing an excellent (eight per cent) or good job (46%) at balancing its plans and developments for the region with those of local municipalities than residents in Ontario (six per cent excellent; 34% good).
- Residents with a very positive impression of the NCC are more likely to say the NCC is doing an excellent job (22%) than those with a positive (six per cent) or neutral impression (three per cent).
- Residents who have completed college are more likely to say the NCC does an excellent (nine per cent) or good job (41%) at this, than those who have a post-graduate degree (six per cent excellent; 28% good).

	Excellent/ Good	Fair	Poor/ Very poor
Ontario (n=752)	40.6%	28.8%	14.1%
Quebec (n=430)	54.3%	22.2%	8.0%
Male (n=610)	41.3%	29.0%	16.0%
Female (n=572)	45.7%	25.7%	9.7%
18 to 34 (n=189)	48.2%	29.9%	9.8%
35 to 54 (n=463)	41.0%	25.1%	13.8%
55 plus (n=530)	43.2%	27.9%	13.6%

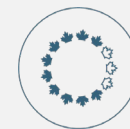
*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

QUESTION – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] The National Capital Commission or NCC is responsible for guiding the use and physical development of federal lands, and coordinating development in design and planning on federal lands so they are appropriate to the role and significance of the Capital. Thinking about this, would you say that the NCC is generally doing an excellent, good, fair, poor or very poor job on each of the following?

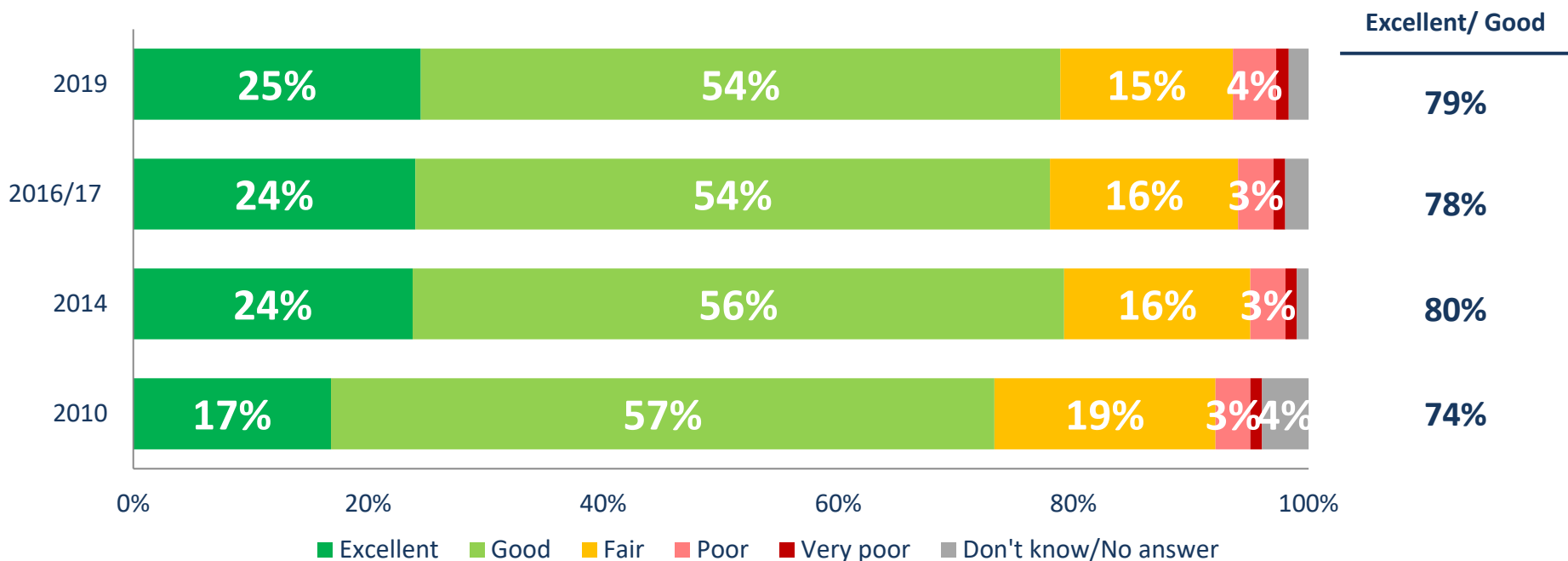
Balancing its plans and developments for the region with the plans and developments of local municipalities

Assessment of the NCC's performance safeguarding physical assets



NCC
CCN

NANOS



- Nearly eight in ten residents say the NCC is doing an excellent (25%) or good (54%) job at safeguarding assets of national significance for which it is responsible.
- Over one in ten (15%) say the NCC is doing a fair job at this, while more than four per cent say a poor job and one per cent say a very poor job.
- This is consistent with the previous waves of research.

QUESTION 23 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] The NCC is responsible for managing, planning and protecting physical assets of national significance such as Gatineau Park, the Greenbelt, recreational pathways, official residences, as well as the natural environment of Canada's Capital Region. Thinking about this, would you say the NCC is generally doing an excellent, good, only fair, poor or very poor job when it comes to safeguarding these assets for?

Majority of residents continue to rate the NCC's performance safeguarding physical assets as excellent or good



NCC
CCN

 **NANOS**

Among CCR residents with at least some familiarity with the NCC:

- **Geographic analysis: In Ontario, residents in the West zone of CCR are most likely to say the NCC does an excellent (24%) or good (57%) job at this, while residents in the Rural zone are the least likely (22% excellent; 50% good). Results are consistent across zones in Quebec.**
- CCR residents in Quebec are more likely to say the NCC is doing an excellent (32%) or good job (53%) at safeguarding physical assets of national significance than residents in Ontario (22% excellent; 55% good).
- Residents with a very positive impression of the NCC are more likely to say the NCC is doing an excellent job (63%) than those with a positive (24 per cent), neutral (12%) or negative impression (four per cent).

	Excellent/ Good	Fair	Poor/ Very poor
Ontario (n=752)	77.0%	16.1%	5.4%
Quebec (n=430)	85.5%	9.5%	2.7%
Male (n=610)	77.7%	15.4%	4.8%
Female (n=572)	80.0%	14.0%	4.7%
18 to 34 (n=189)	80.2%	12.1%	6.0%
35 to 54 (n=463)	80.7%	14.6%	2.8%
55 plus (n=530)	76.4%	16.3%	5.9%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

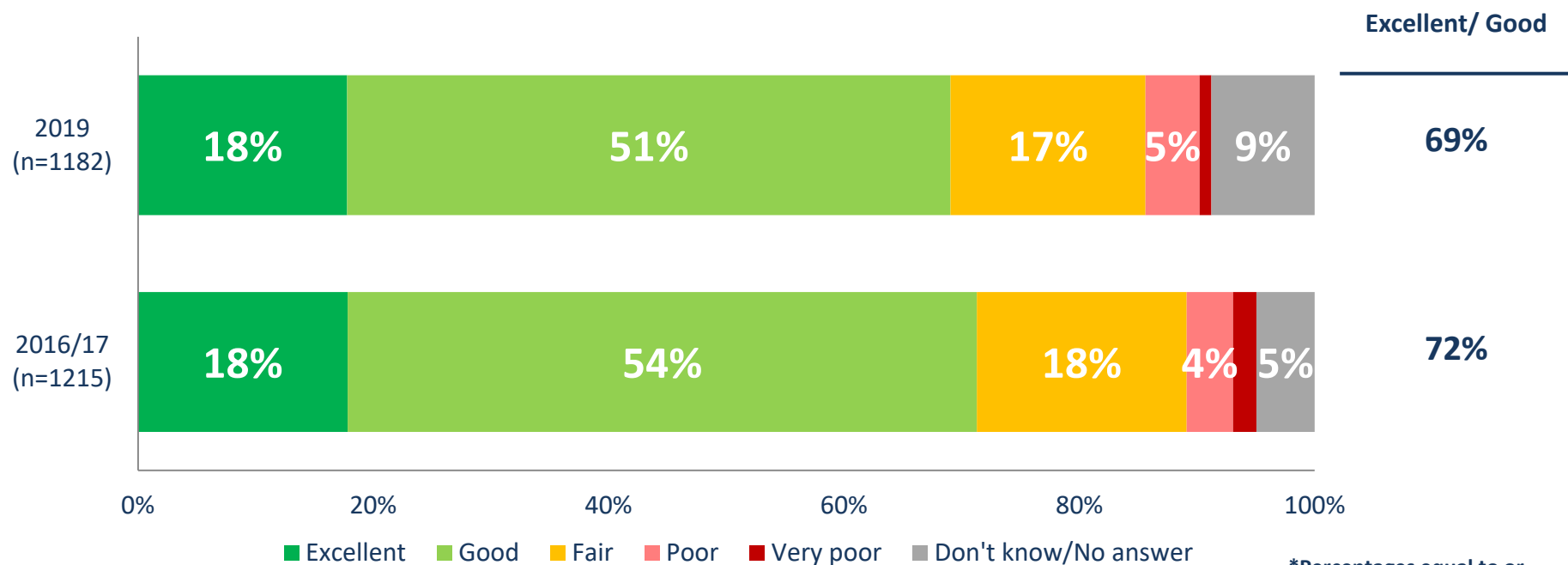
QUESTION 23 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] The NCC is responsible for managing, planning and protecting physical assets of national significance such as Gatineau Park, the Greenbelt, recreational pathways, official residences, as well as the natural environment of Canada's Capital Region. Thinking about this, would you say the NCC is generally doing an excellent, good, only fair, poor or very poor job when it comes to safeguarding these assets for?

Assessment of the NCC's performance on protecting the environment



NCC
CCN

NANOS



*Percentages equal to or lower than two per cent have been removed for legibility.

- Nearly seven in ten CCR residents say the NCC is generally doing an excellent (18%) or good (51%) job at protecting the environment.
- Less than two in ten say the NCC is doing a fair job (17%), while five per cent say they're doing a poor job and one per cent say a very poor job.
- These results are consistent with the previous wave of research.

QUESTION 24 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] Would you say that the NCC is generally doing an excellent, good, only fair, poor, or very poor job when it comes to protecting the environment?



Residents continue to say NCC is doing an excellent or good job at protecting the environment

Among NCR residents with at least some familiarity with the NCC:

- **Geographic analysis:** In Ontario, residents in the West zone of the NCR are most likely to say the NCC does an excellent (15%) or good (55%) job at this, while residents in the Rural zone are the least likely (14% excellent; 42% good). Results are consistent across zones in Quebec.
- NCR residents in Quebec are more likely to say the NCC is doing an excellent (27%) or good job (52%) at protecting the environment than residents in Ontario (15% excellent; 51% good).
- Residents who say they are very familiar with the NCC's role and responsibilities are more likely to say the NCC is doing an excellent (25%) or good (51%) job at this, compared to those who say they are not very familiar with NCC's role (15% excellent; 45% good).
- Residents with a very positive impression of the NCC are more likely to say the NCC is doing an excellent job (45%) than those with a positive (16 per cent), neutral (10%) or negative impression (seven per cent).

	Excellent/ Good	Fair	Poor/ Very poor
Ontario (n=752)	66.2%	18.0%	6.3%
Quebec (n=430)	79.4%	11.6%	3.1%
Male (n=610)	72.9%	13.8%	6.6%
Female (n=572)	65.3%	19.2%	4.6%
18 to 34 (n=189)	68.6%	18.3%	8.4%
35 to 54 (n=463)	74.0%	14.7%	3.7%
55 plus (n=530)	64.7%	17.3%	5.7%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

QUESTION 24 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] Would you say that the NCC is generally doing an excellent, good, only fair, poor, or very poor job when it comes to protecting the environment?

Priorities for NCC focus over the next three to five years



NCC
CCN

 **NANOS**

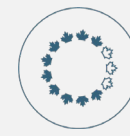
Top Mentions	2019 (n=1010)	2016/17 (n=1215)	2014 (n=1155)
Preserve / maintain green-spaces and heritage sites (e.g. Gatineau Park)	40%	39%	30%
Responsible development of federal land (e.g. LeBreton)	21%	20%	11%
Preserve/ maintain green-spaces and heritage sites - official residences	11%	12%	2%
Keep up good work/maintain status quo	5%	6%	8%
Create more green spaces/recreational pathways	5%	3%	5%
Improve maintenance of parkways/Rideau Canal/public places	4%	8%	13%
Improve pathways/trails (e.g. bike paths)	4%	5%	5%
Involve municipalities more/cooperation	3%	6%	7%
Improve planning/do more (general)	3%	6%	14%
Create more family/cultural activities	3%	-	-
Improve transportation/transit integration	2%	4%	6%
Improve communication with the public / be more transparent	2%	2%	2%
Improve practices/better land management	2%	3%	11%

***Based on multiple mentions**

- Among CCR residents with at least some familiarity with the NCC, the most mentioned priorities for the NCC to focus on are to preserve/ maintain green spaces/ heritage sites such as Gatineau Park (41%), followed by responsible development of federal land (21%), and preserve/maintain green spaces and heritage sites - official residences (11%).
- Residents in Quebec are more likely to mention preserve/maintain green spaces like Gatineau Park (48%) than Ontario residents (38%), while Ontario residents were more likely to mention responsible land development (24%; eight per cent of Quebec residents).

QUESTION 25 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] In your opinion, what priorities should the NCC focus on over the next three to five years? [Open]

5.0 Awareness of recent communications and coverage



NCC
CCN

 **NANOS**

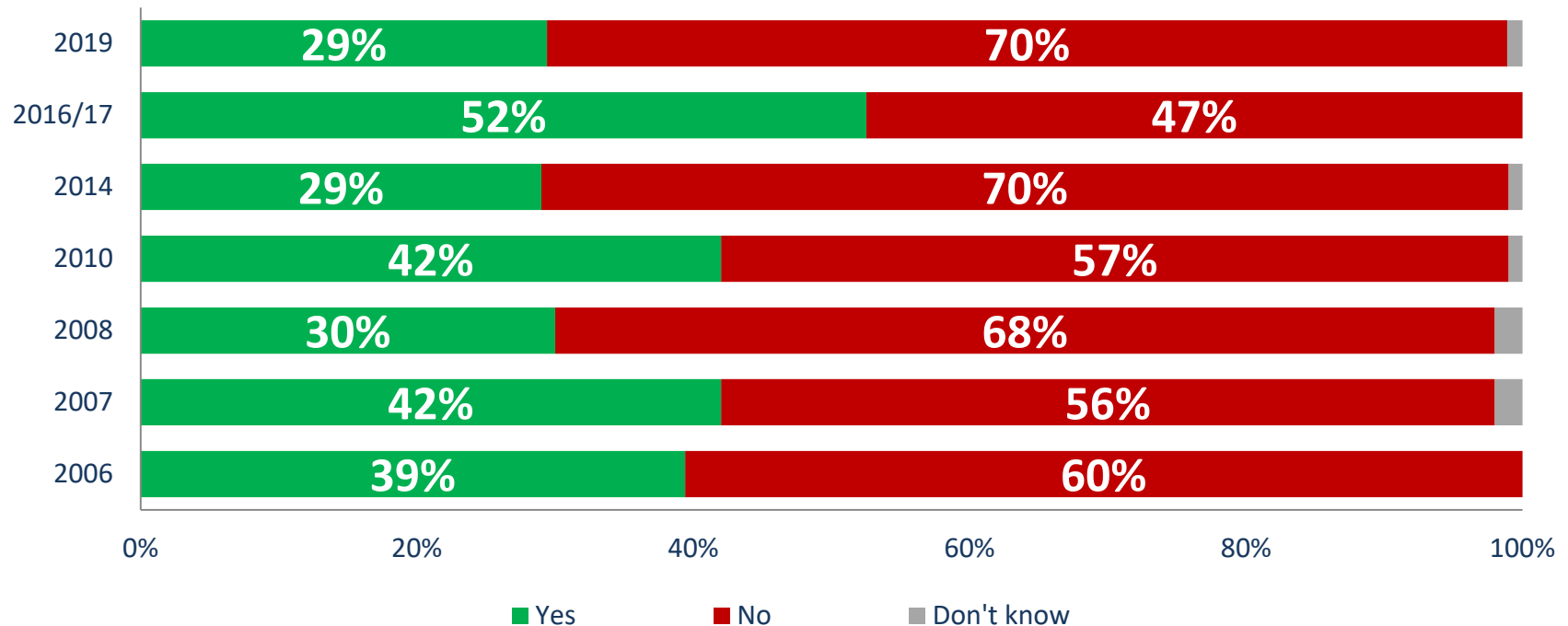


Awareness of recent NCC media coverage



NCC
CCN

NANOS



- More than one in four CCR residents report they have seen, read or heard something about the NCC in the media lately, which is significantly down from 2016/17 (52%), but consistent with 2014 (29%).
- Seven in ten (70%) report they have not seen, heard or read anything about the NCC in the media.

QUESTION 26 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] Have you seen, read or heard anything lately in the media or through word of mouth about the NCC?

Residents reporting having seen or heard anything about the NCC lately has decreased from 2016/17



NCC
CCN

 **NANOS**

Among CCR residents with at least some familiarity with the NCC:

- **Geographic analysis: In Ontario, residents in the Central (41%) and Rural (38%) zones most often report having heard, read or seen something about the NCC. In Quebec, residents of the Rural zone (34%) were most likely to report this.**
- CCR residents with unaided awareness of the NCC are more likely to report they have seen, read or heard something in the media or through word of mouth about the NCC (31%) than those with aided awareness (21% report having seen, read or heard something).
- Residents who say they are very familiar with the NCC’s role and responsibilities are more likely to report they have heard, read or seen something about the NCC (48%) than those who are not very familiar with the NCC’s role (15% report having seen, read or heard something).
- Residents with a very positive impression of the NCC are more likely to report they have heard, read or seen something about the NCC (37%).
- Those who report having heard of opportunities to provide input into NCC plans and initiatives (41%) are more likely to report having heard, read or seen something about the NCC, compared to those have not heard of such opportunities (23%).

	Yes	No
Ontario (n=752)	30.8%	68.1%
Quebec (n=430)	24.5%	74.6%
Male (n=610)	32.0%	66.7%
Female (n=572)	26.9%	72.2%
18 to 34 (n=189)	25.7%	73.7%
35 to 54 (n=463)	31.1%	67.8%
55 plus (n=530)	30.0%	68.7%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION 26 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] Have you seen, read or heard anything lately in the media or through word of mouth about the NCC?

Topic of recent NCC media coverage seen/heard/read



NCC
CCN

 **NANOS**

Top mentions	2019 (n=317)	2016/17 (n=611)	2014 (n=344)
LeBreton Flats development	41%	18%	17%
NCC news/events (non-specific)	10%	-	-
Leadership - Chairman, CEO	10%	1%	3%
Gatineau Park	8%	2%	10%
Urban/Project development	7%	-	-
Chateau Laurier	4%	-	-
Official residences/PM residence	4%	7%	-
Transitway on parkway/light rail	4%	3%	13%
Land use/buying/selling/developing	3%	8%	14%
Sunday biking/bike paths	3%	2%	3%
Rideau Canal Skateway	2%	5%	2%
Other mentions (1% or less)	14%	10%	16%

- The most mentioned topics that CCR residents report seeing, reading or hearing in relation to the NCC are the LeBreton Flats development (41%, 18% in 2016/17), followed by NCC news/events (non-specific)(10%), leadership – Chairman, CEO (10%), and Gatineau Park (eight per cent).
- Ontario residents were more likely to mention having heard about the LeBreton Flats development (45%) than Quebec residents (23%).
- Men more often mention hearing about LeBreton Flats (50%) than women (31%).

***Based on multiple mentions**

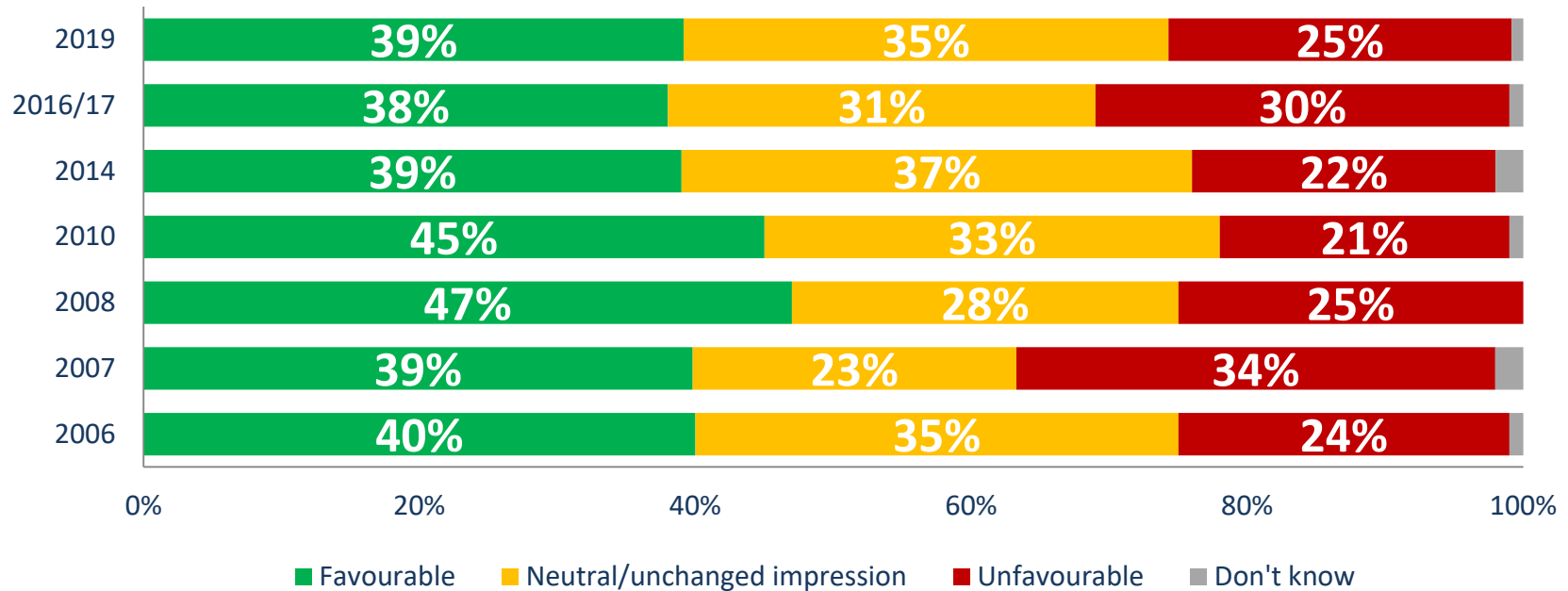
QUESTION 27 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] [ONLY THOSE WHO HAVE SEEN, READ OR HEARD ABOUT THE NCC LATELY] What was it about? [Open]

Impression left by recent NCC media coverage



NCC
CCN

NANOS



- Just under four in ten (39%) CCR residents who report having seen, read or heard about the NCC in the media say it left them with a favourable impression of the NCC, while more than one in three (35%) say this left them with a neutral or unchanged impression and one in four (25%) say their impression was unfavourable.
- Overall this is consistent with the 2016/17 and 2014 waves of research, except for a marginal decrease in those left with an unfavourable impression (25% in 2019; 30% in 2016/17)

QUESTION 28 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] [ONLY THOSE WHO HAVE SEEN, READ OR HEARD ABOUT THE NCC LATELY] Did this leave you with a favourable, unfavourable or neutral impression of the NCC?

Residents most often say coverage left them with favourable or unchanged impression of the NCC



NCC
CCN

 **NANOS**

Among CCR residents with at least some familiarity with the NCC and who have heard, seen or read something about the NCC lately:

- CCR residents in Quebec are more likely to say the media coverage they saw left with a favourable impression of the NCC (54%) than residents in Ontario (36%). Ontario residents were more likely to say the coverage left with them with an unfavourable impression (27%; 14% of Quebec residents).
- Older residents were more likely to say the coverage left with an unfavourable impression of the NCC (35-54: 28%; 55 plus: 26%) than younger residents (18-34: 17%) who were most likely to be left with an unchanged or neutral impression.

	Favourable	Unfavourable	Neutral/ Unchanged
Ontario (n=238)	35.9%	27.2%	36.4%
Quebec (n=106)	53.6%	14.4%	29.4%
Male (n=196)	36.4%	27.2%	35.7%
Female (n=148)	42.3%	22.2%	34.5%
18 to 34 (n=48)	40.1%	16.9%	42.0%
35 to 54 (n=145)	35.3%	27.6%	37.1%
55 plus (n=157)	42.4%	26.3%	29.7%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

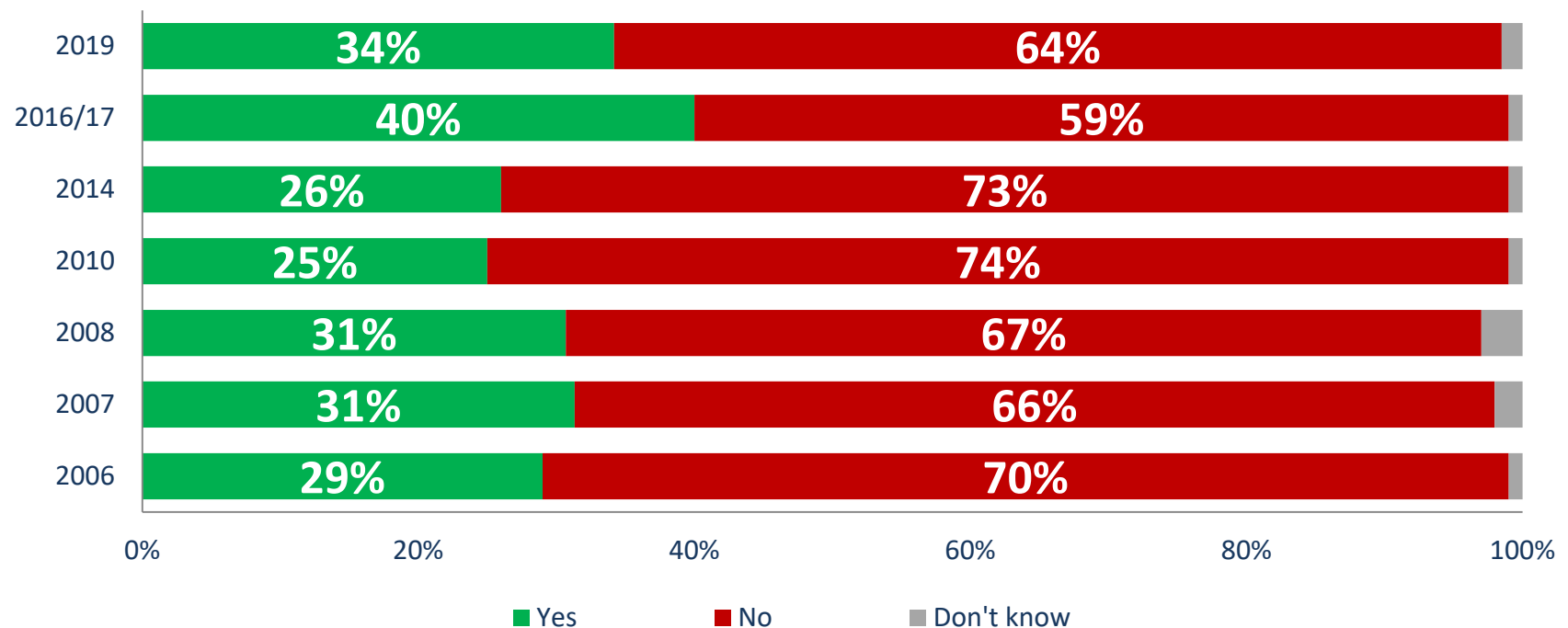
QUESTION 28 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] [ONLY THOSE WHO HAVE SEEN, READ OR HEARD ABOUT THE NCC LATELY] Did this leave you with a favourable, unfavourable or neutral impression of the NCC?

Awareness of the opportunity to provide inputs



NCC
CCN

NANOS



- Just over one in three (34%) CCR residents report having heard about opportunities for the public to provide input into NCC plans and initiatives, while nearly two in three (64%) report they have not heard about such opportunities.
- This is a decrease from the 2016/17 wave (40% reported having heard of opportunities) but remains higher than other previous waves of research.

QUESTION 29 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] Have you ever heard about any opportunities for the public to provide input into NCC plans and initiatives?

One in three residents report having heard about opportunities to provide input to the NCC



NCC
CCN

 **NANOS**

Among CCR residents with at least some familiarity with the NCC:

- **Geographic analysis: In Ontario, residents in the Central (45%) zone are more likely to report having heard of opportunities to provide input, while residents in the Rural zone (32%) and East zone (31%) are less likely to report the same.**
- **Geographic analysis: In Quebec, residents in the Rural (38%) zone are more likely to report having heard of opportunities to provide input, while residents in the zone East of Gatineau River (20%) are less likely to report the same.**
- Older residents were more likely to report having heard about opportunities to provide input into NCC plans initiatives (35-54: 36%; 55 plus: 39%) than younger residents (18-34: 23%).
- Residents who say they are very familiar with the NCC's role and responsibilities are more likely to report they have heard of such opportunities (59%) than those who are somewhat familiar (37%) or not very familiar (19%).
- Residents with a very positive impression of the NCC are more likely to report they have heard of opportunities to provide input to the NCC (44%), compared to those with a neutral (28%) or negative impression (29% report they have heard of opportunities).
- Residents who report having heard, read or seen anything about the NCC recently are more likely to report having heard of such opportunities (48%) than those who have not (28%).
- Long time residents (41 plus years) are more likely to report having heard of such opportunities (39%) than residents of less than 11 years (27% report having heard of such opportunities).

	Yes	No
Ontario (n=752)	35.9%	62.2%
Quebec (n=430)	28.1%	71.6%
Male (n=610)	35.2%	64.0%
Female (n=572)	33.2%	64.6%
18 to 34 (n=189)	22.8%	75.9%
35 to 54 (n=463)	36.0%	62.7%
55 plus (n=530)	39.1%	59.0%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

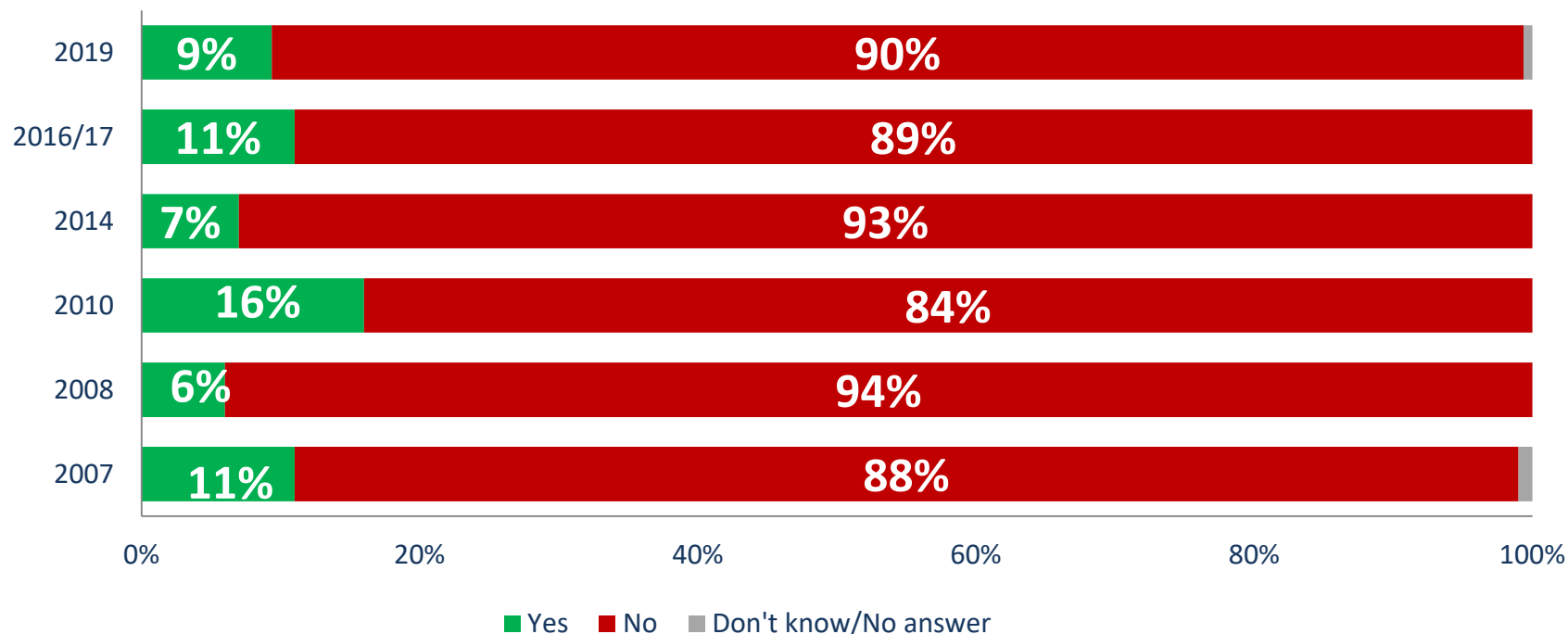
QUESTION 29 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] Have you ever heard about any opportunities for the public to provide input into NCC plans and initiatives?

Participation in NCC public consultation/information sessions



NCC
CCN

 **NANOS**



- Under one in ten (nine per cent) of CCR residents report they have attended the NCC's public consultation/information sessions or provided input to the NCC, while 90 per cent report they have never done so.
- This is consistent with recent waves of the research, but remains lower than the high of 16 per cent who reported attending NCC sessions/providing input in 2010.

QUESTION 30 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] Have you ever attended any of the NCC's public consultation/information sessions or provided input to the NCC?

Nearly one in ten residents report they have attended an NCC public consultation or provided input



Among CCR residents with at least some familiarity with the NCC:

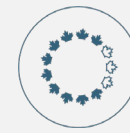
- **Geographic analysis:** In Ontario, residents in the Central (15%) zone are more likely to report having attended an NCC public consultation or provided input to the NCC, while residents of the Rural zone are less likely to report having attended (three per cent).
- **Geographic analysis:** Quebec residents in the zone East of Gatineau Park are the most likely to report having attended a public consultation or provided input (21%), while residents in the zone East of Gatineau River (five per cent) are the least likely to report having attended.
- Residents who say they are very familiar with the NCC’s role and responsibilities are more likely to report they have attended an NCC public consultation or information session or provided input to the NCC (27%) than those who are somewhat familiar (nine per cent) or not very familiar (two per cent).
- Among those who report they have heard of opportunities for the public to provide input to the NCC, 22 per cent report they have done so.
- Residents with a post-graduate degree are more likely to report having attended a public consultation or provided input to the NCC (41%), while those who completed high school are less likely (23%).

	Yes	No
Ontario (n=752)	9.6%	89.7%
Quebec (n=430)	8.7%	91.1%
Male (n=610)	10.0%	89.3%
Female (n=572)	8.7%	90.7%
18 to 34 (n=189)	4.7%	95.3%
35 to 54 (n=463)	9.9%	89.2%
55 plus (n=530)	11.6%	87.7%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION 30 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] Have you ever attended any of the NCC’s public consultation/information sessions or provided input to the NCC?

6.0 Reputation of the NCC



NCC
CCN

 **NANOS**

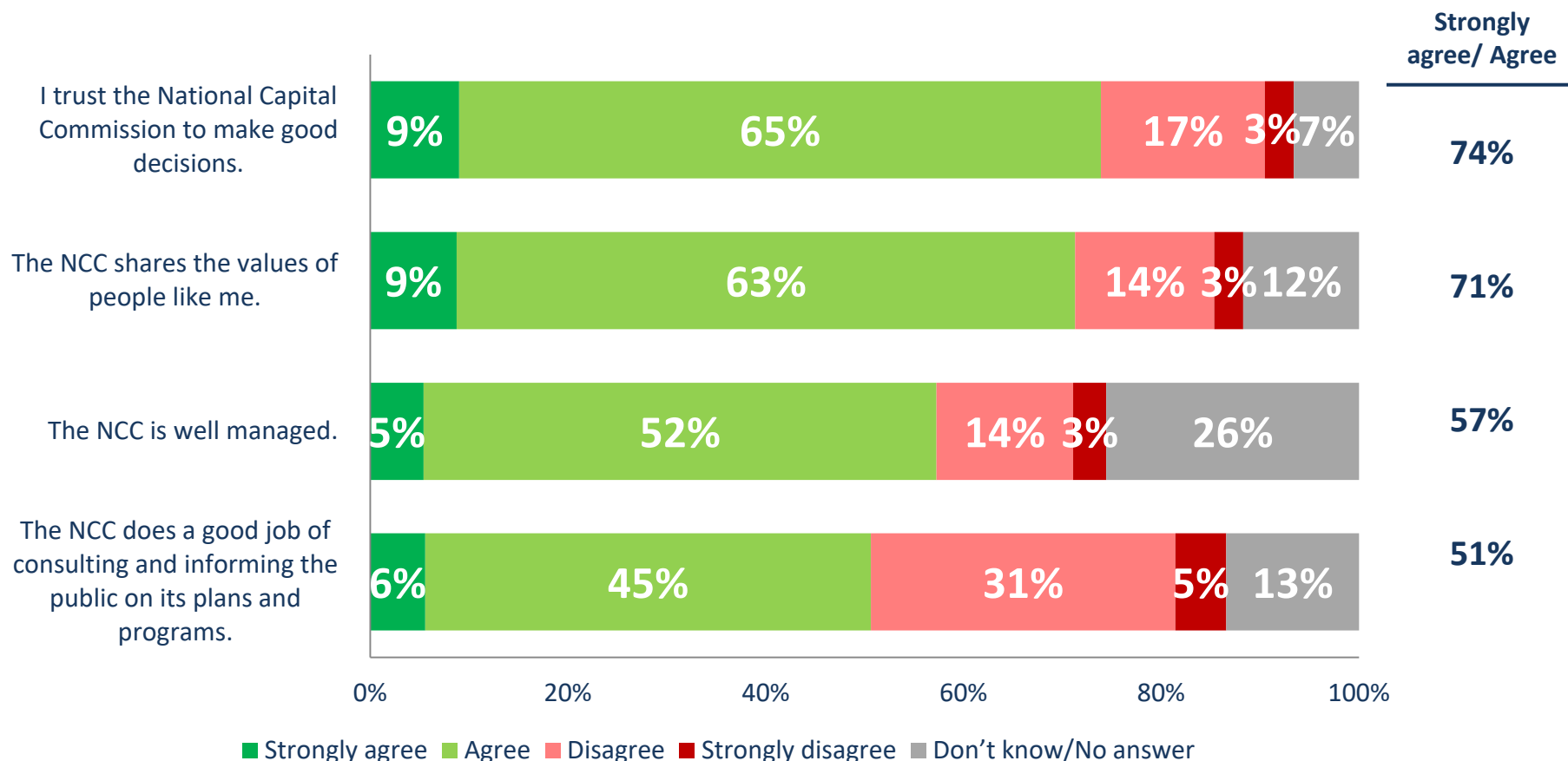


Agreement with statement about NCC



NCC
CCN

NANOS



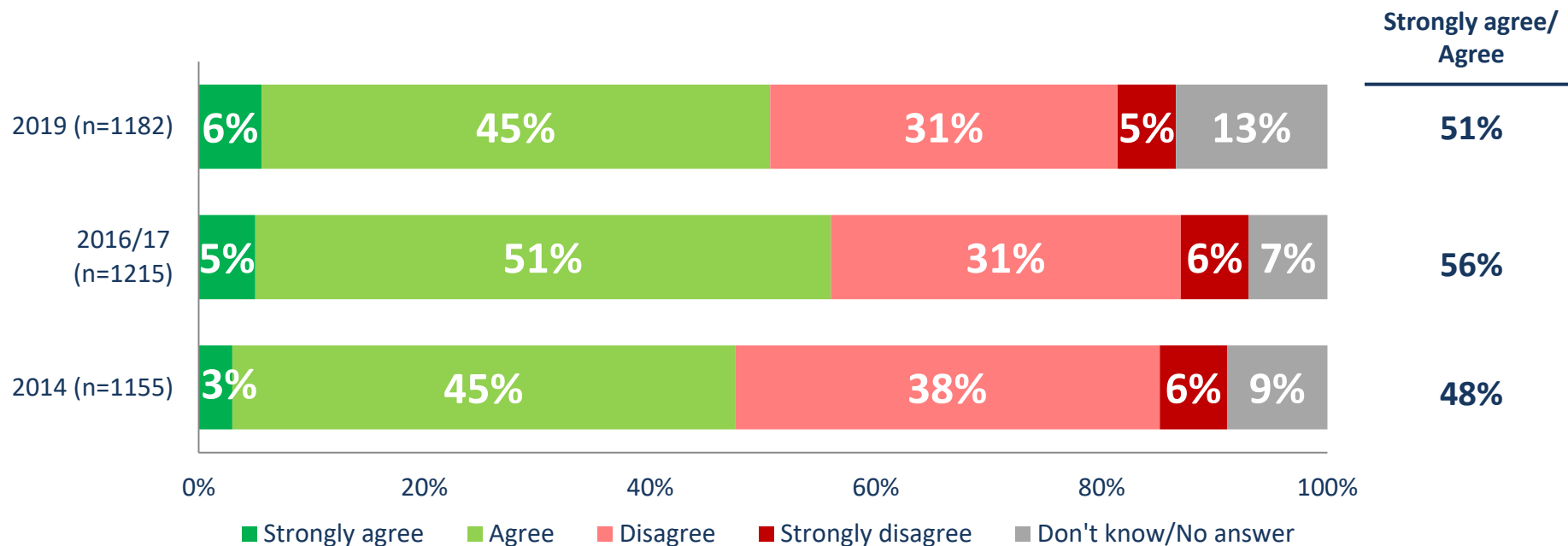
QUESTIONS 31-34 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] Please tell me if you strongly agree, agree, disagree or strongly disagree with each of the following statements:

Public consultation and information



NCC
CCN

NANOS



- Just over one in two CCR residents strongly agree (six per cent) or agree (45%) that the NCC does a good job of consulting and informing the public on its plans and programs.
- More than one in three disagree (31%) or strongly disagree (five per cent) with this, while 13 per cent say they don't know.
- The percentage of residents who agree has decreased since 2016/17 (51% agree to 45%), while the proportion who say they don't know has increased (seven per cent to 13%).

QUESTION 31 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] Please tell me if you strongly agree, agree, disagree or strongly disagree with each of the following statements:

The NCC does a good job of consulting and informing the public on its plans and programs.

A majority of residents strongly agree or agree the NCC does a good job of consulting and informing the public



NCC
CCN

 **NANOS**

Among CCR residents with at least some familiarity with the NCC:

- **Geographic analysis: Ontario residents in the West zone are most likely to strongly agree (eight per cent) or agree (44%) with this, while residents in the Rural zone are the least likely (four per cent strongly agree; 30% agree). Results are consistent across zones in Quebec.**
- Residents who say they are very familiar with the NCC’s role and responsibilities are more likely to report they strongly agree (12%) or agree (46%) with this than those who are not very familiar with NCC’s role (four per cent strongly agree; 41% agree).
- Residents with a very positive impression of the NCC are more likely to strongly agree (15%) or agree (51%) with this than those with a neutral (three per cent strongly agree; 41% agree) or negative impression (17% agree).
- Residents who report they have heard of opportunities for the public to provide input to the NCC are more likely to strongly agree (11%) or agree (58%) with this than those who report they haven’t (three per cent strongly agree; 38% agree).

	Strongly agree/ Agree	Strongly disagree/ Disagree
Ontario (n=752)	49.0%	37.1%
Quebec (n=430)	56.5%	32.0%
Male (n=610)	49.2%	38.6%
Female (n=572)	51.9%	33.3%
18 to 34 (n=189)	48.3%	38.7%
35 to 54 (n=463)	50.7%	34.6%
55 plus (n=530)	52.0%	35.6%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

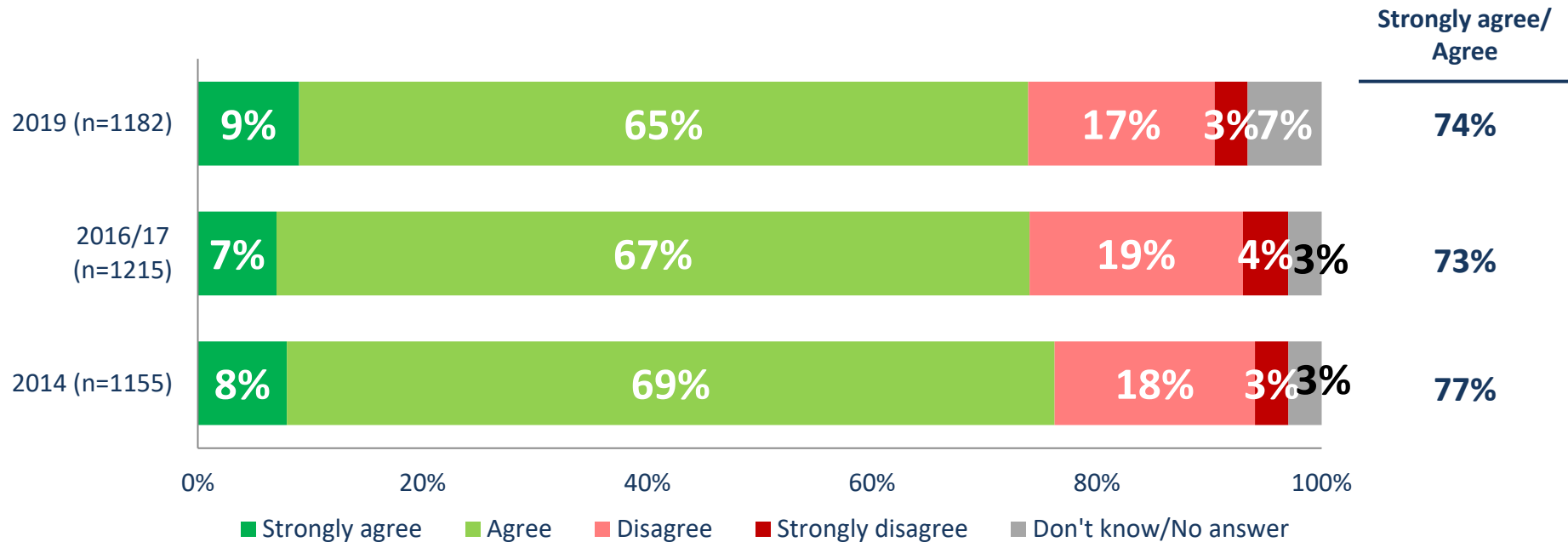
QUESTION 31 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] Please tell me if you strongly agree, agree, disagree or strongly disagree with each of the following statements:
The NCC does a good job of consulting and informing the public on its plans and programs.

Trust in NCC to make good decisions



NCC
CCN

 **NANOS**



- More than seven in ten CCR residents strongly agree (nine per cent) or agree (65%) that they trust the NCC to make good decisions.
- Two in ten residents disagree (17%) or strongly disagree (three per cent) with this, and seven per cent say they don't know.
- This is consistent with the previous waves of research.

QUESTION 32 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] Please tell me if you strongly agree, agree, disagree or strongly disagree with each of the following statements:

I trust the National Capital Commission to make good decisions.

Consistent with previous waves, over three in four residents strongly agree or agree they trust the NCC to make good decisions

Among CCR residents with at least some familiarity with the NCC:

- **Geographic analysis:** Ontario residents in the East zone are most likely to strongly agree (12%) or agree (68%) with this, while residents in the Rural zone are the least likely (nine per cent strongly agree; 48% agree). Results are consistent across zones in Quebec.
- Residents between 18 and 34 years of age were more likely to strongly agree (15%) or agree (69%) that they trust the NCC to make good decisions than residents 55 plus (seven per cent strongly agree; 60% agree).
- Residents with a very positive impression of the NCC are more likely to strongly agree (25%) or agree (69%) with this than those with a neutral (five per cent strongly agree; 53% agree) or negative impression (19% agree).

	Strongly agree/ Agree	Strongly disagree/ Disagree
Ontario (n=752)	72.1%	20.9%
Quebec (n=430)	80.1%	14.3%
Male (n=610)	71.5%	23.2%
Female (n=572)	76.2%	15.9%
18 to 34 (n=189)	83.0%	11.4%
35 to 54 (n=463)	75.7%	16.8%
55 plus (n=530)	66.8%	26.7%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

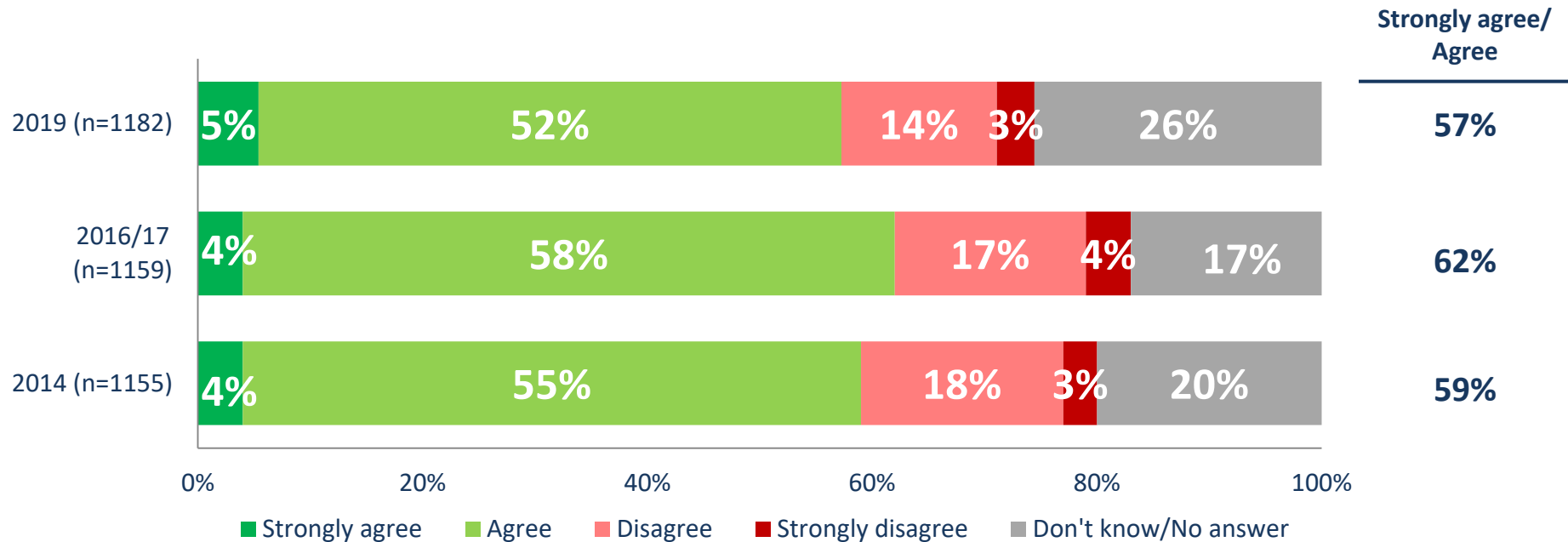
QUESTION 32 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] Please tell me if you strongly agree, agree, disagree or strongly disagree with each of the following statements:
I trust the National Capital Commission to make good decisions.

Management of NCC



NCC
CCN

NANOS

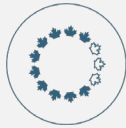


- Nearly six in ten CCR residents strongly agree (five per cent) or agree (52%) that the NCC is well managed.
- Nearly two in ten disagree (14%) or strongly disagree (three per cent) with this, while 26 per cent say they don't know.
- The percentage of residents who agree has marginally decreased since 2016/17 (58% agree to 52%), while the proportion who say they don't know has increased (17% to 26%).

QUESTION 33 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] Please tell me if you strongly agree, agree, disagree or strongly disagree with each of the following statements:

The NCC is well managed.

A majority of residents strongly agree or agree the NCC is well managed, a slight decrease from the previous wave



NCC
CCN

 **NANOS**

Among CCR residents with at least some familiarity with the NCC:

- CCR residents in Quebec are more likely to strongly agree (five per cent) or agree (61%) that the NCC is well managed than Ontario residents (six per cent strongly agree; 49% agree).
- Residents who say they are very familiar with the NCC’s role and responsibilities are more likely to report they strongly agree (seven per cent) or agree (56%) with this than those who are not very familiar with NCC’s role (four per cent strongly agree; 49% agree).
- Residents with a very positive impression of the NCC are more likely to strongly agree (19%) or agree (59%) with this than those with a neutral (one per cent strongly agree; 39% agree) or negative impression (17% agree).

	Strongly agree/ Agree	Strongly disagree/ Disagree
Ontario (n=752)	54.6%	19.0%
Quebec (n=430)	66.6%	10.8%
Male (n=610)	59.6%	21.3%
Female (n=572)	54.9%	13.2%
18 to 34 (n=189)	62.4%	12.5%
35 to 54 (n=463)	57.4%	17.0%
55 plus (n=530)	54.1%	20.1%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

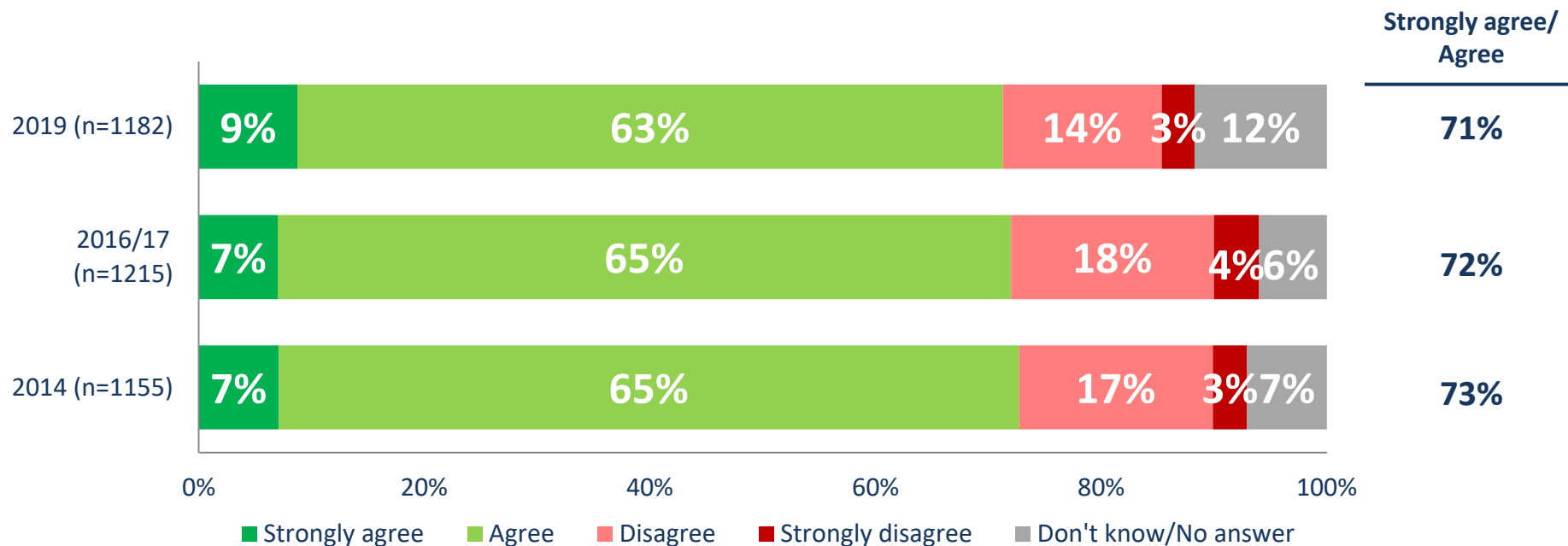
QUESTION 33 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] Please tell me if you strongly agree, agree, disagree or strongly disagree with each of the following statements:
The NCC is well managed.

NCC sharing my values



NCC
CCN

NANOS



- More than seven in ten CCR residents strongly agree (nine per cent) or agree (63%) that the NCC shares the values of people like them.
- Fewer than two in ten residents disagree (14%) or strongly disagree (three per cent) with this, and 12 per cent say they don't know.
- This is consistent with the previous waves of research.

QUESTION 34 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] Please tell me if you strongly agree, agree, disagree or strongly disagree with each of the following statements:

The NCC shares the values of people like me.

Consistent with previous waves, more than seven in ten residents strongly agree or agree the NCC shares their values

Among CCR residents with at least some familiarity with the NCC:

- Residents between 18 and 34 years of age were more likely to strongly agree (15%) or agree (65%) that the NCC shares the values of people like them than residents 55 plus (five per cent strongly agree; 60% agree).
- Residents with a very positive impression of the NCC are more likely to strongly agree (27%) or agree (66%) with this than those with a neutral (two per cent strongly agree; 50% agree) or negative impression (two per cent strongly agree; 19% agree).
- Newer residents (11 years or less) are more likely to strongly agree (17%) or agree (64%) with this than long term residents (41 plus years)(seven per cent strongly agree; 59% agree).

	Strongly agree/ Agree	Strongly disagree/ Disagree
Ontario (n=752)	69.8%	18.4%
Quebec (n=430)	76.4%	12.1%
Male (n=610)	69.8%	21.8%
Female (n=572)	72.7%	12.3%
18 to 34 (n=189)	79.6%	9.0%
35 to 54 (n=463)	72.1%	16.0%
55 plus (n=530)	65.6%	22.6%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION 34 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] Please tell me if you strongly agree, agree, disagree or strongly disagree with each of the following statements:
The NCC shares the values of people like me.

7.0 Role of the NCC in national pride



NCC
CCN

 **NANOS**

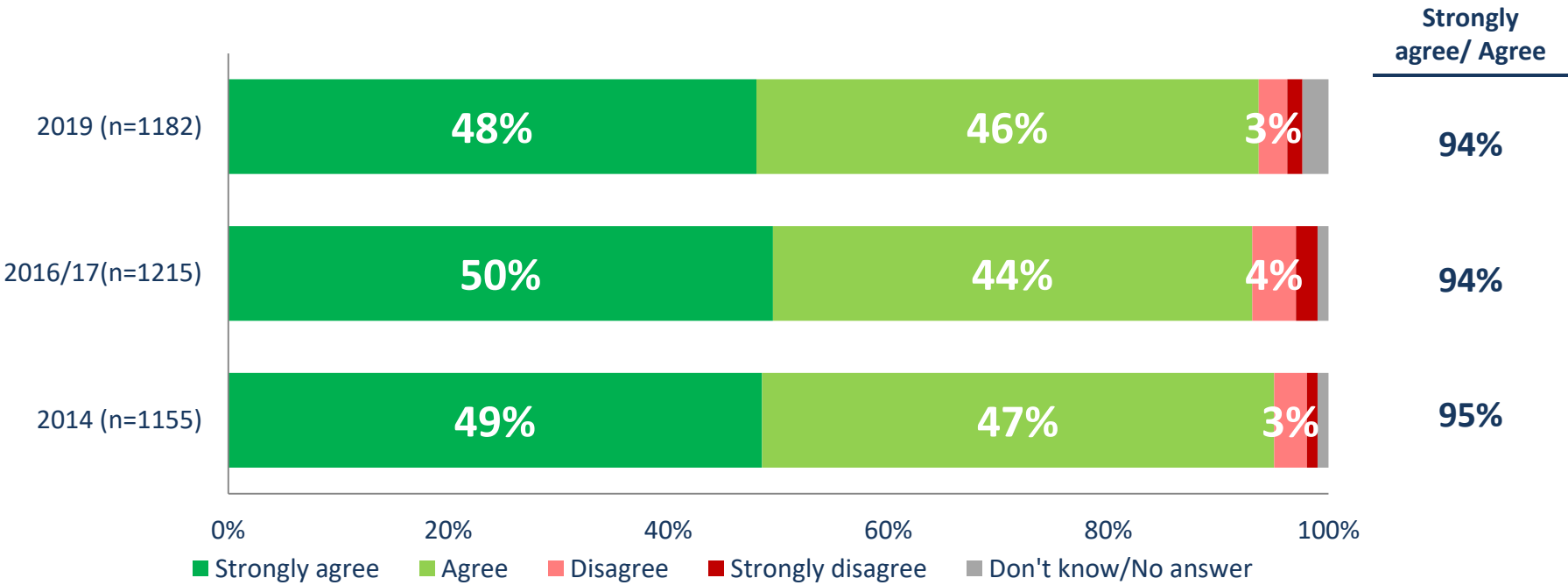


NCC 's role in making the Capital an inspiring reflection of Canada and Canadians



NCC
CCN

 **NANOS**



- More than nine in ten CCR residents strongly agree (48%) or agree (46%) that the NCC has a role to play in making the Capital an inspiring reflections of Canada and Canadians.
- Three per cent disagree, one per cent strongly disagree, and two per cent say they don't know.
- This is consistent with the previous waves of research.

QUESTION 35 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] Please tell me if you strongly agree, agree, disagree or strongly disagree with the following statement.
The NCC has a role to play in making the Capital an inspiring reflection of Canada and Canadians.

The vast majority of residents continue to strongly agree or agree that the NCC has a role to play in making the Capital an inspiring place



NCC
CCN



Among CCR residents with at least some familiarity with the NCC:

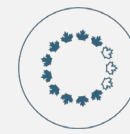
- CCR residents in Ontario are more likely to strongly agree (51%) that the NCC has a role to play in making the Capital an inspiring reflection of Canada and Canadians than Quebec residents (38% strongly agree).
- Residents with a very positive impression of the NCC are more likely to strongly agree (74%) or agree (26%) with this than those with a negative impression (33% strongly agree; 40% agree).

	Strongly agree/ Agree	Strongly disagree/ Disagree
Ontario (n=752)	94.6%	3.4%
Quebec (n=430)	90.2%	5.9%
Male (n=610)	92.2%	5.7%
Female (n=572)	95.0%	2.4%
18 to 34 (n=189)	96.3%	1.4%
35 to 54 (n=463)	94.1%	4.0%
55 plus (n=530)	91.6%	5.3%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION 35 – [IF HAS AT LEAST SOME FAMILIARITY WITH NCC] Please tell me if you strongly agree, agree, disagree or strongly disagree with the following statement.
The NCC has a role to play in making the Capital an inspiring reflection of Canada and Canadians.

8.0 Mapping awareness and impressions



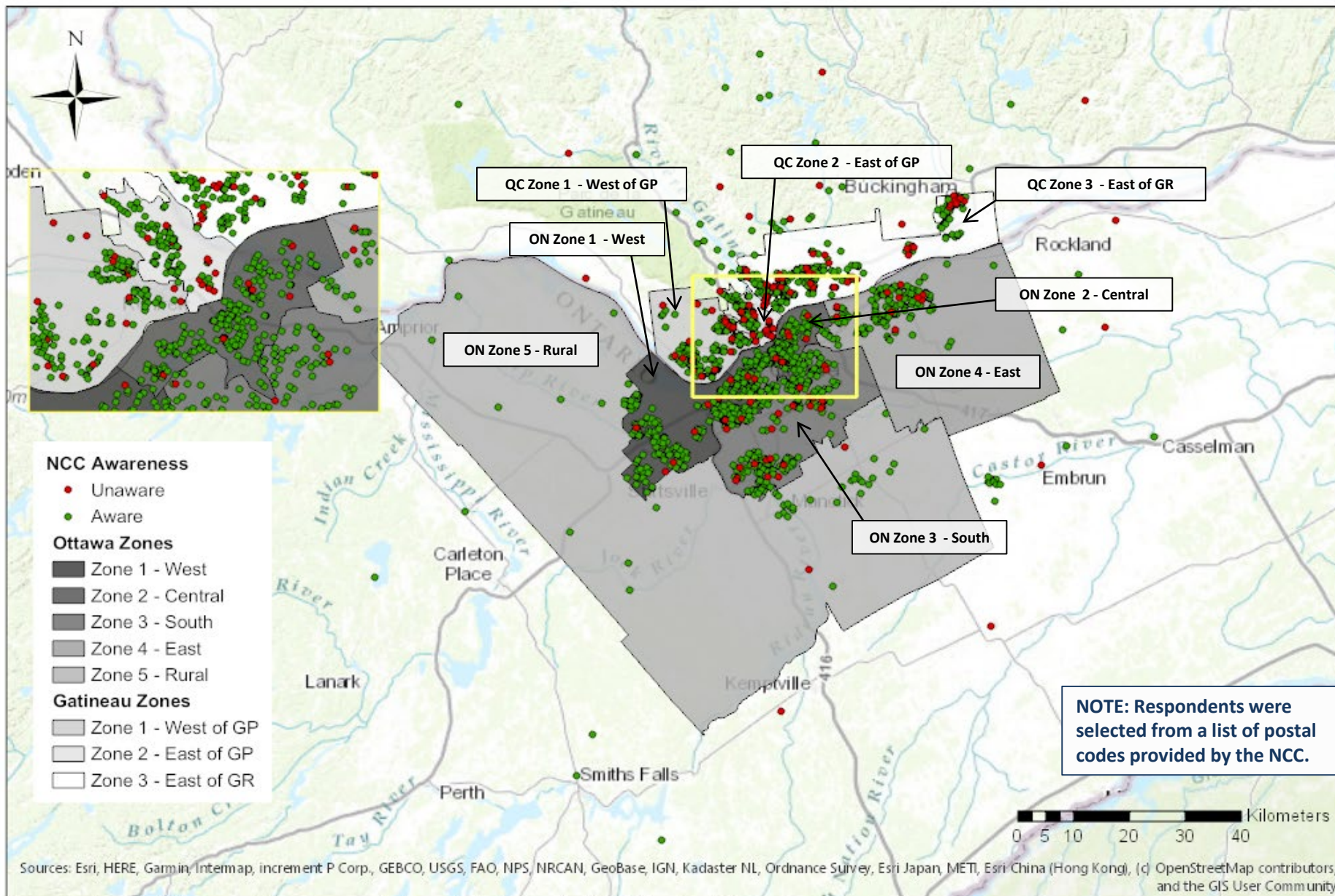
NCC
CCN

 **NANOS**





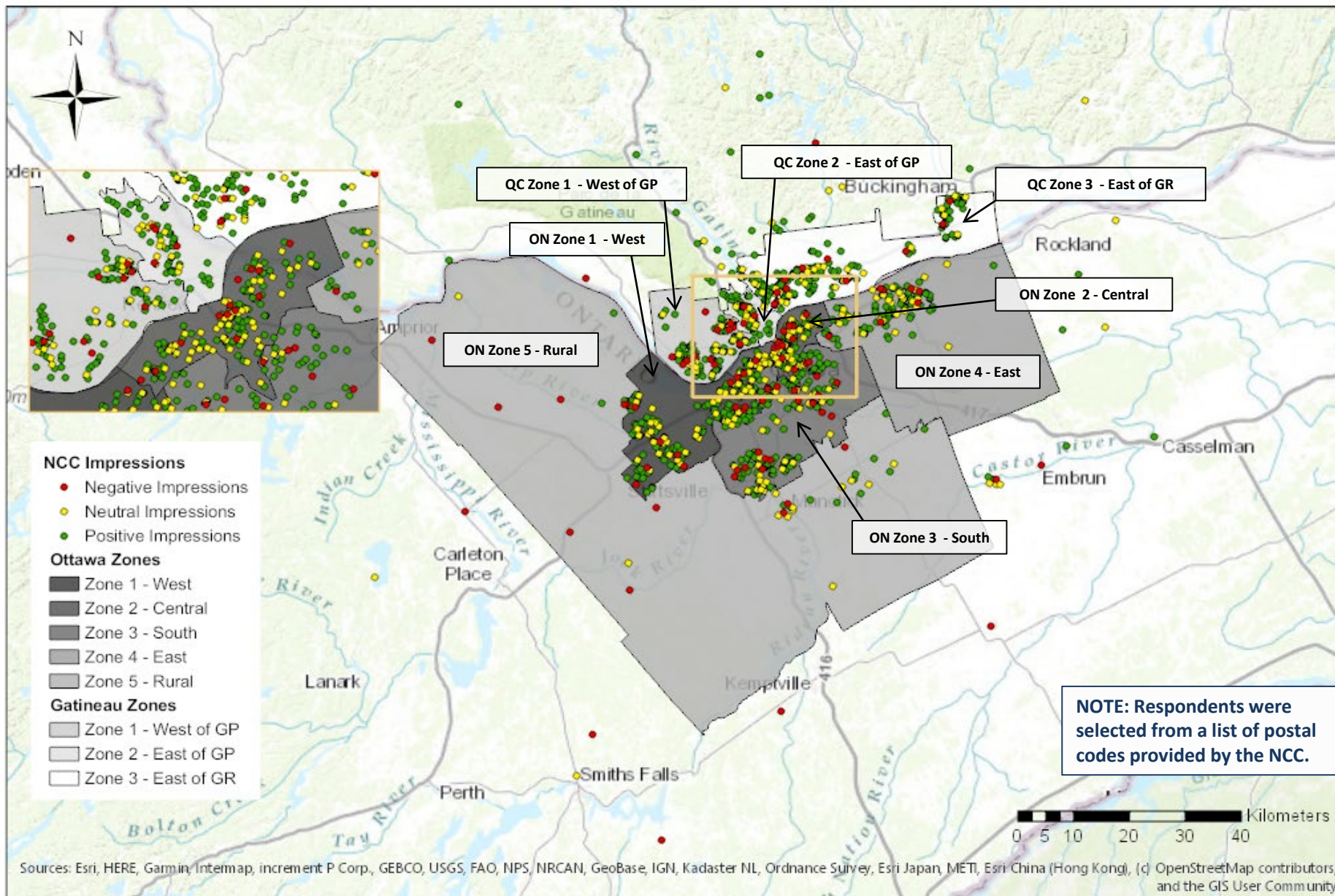
National Capital Commission 2019 - Awareness of NCC by Postal Code





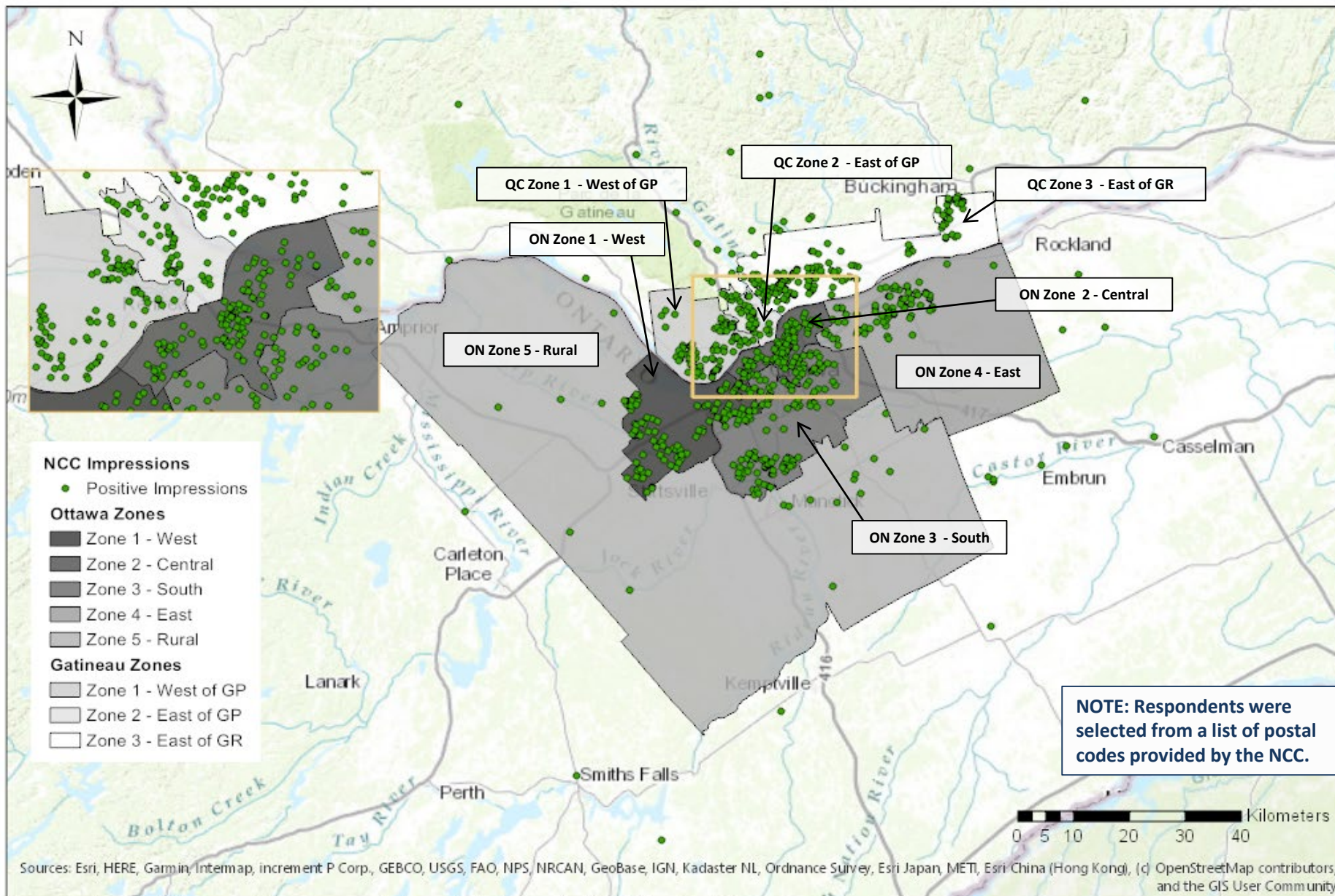
National Capital Commission

2019 - Impressions of NCC by Postal Code



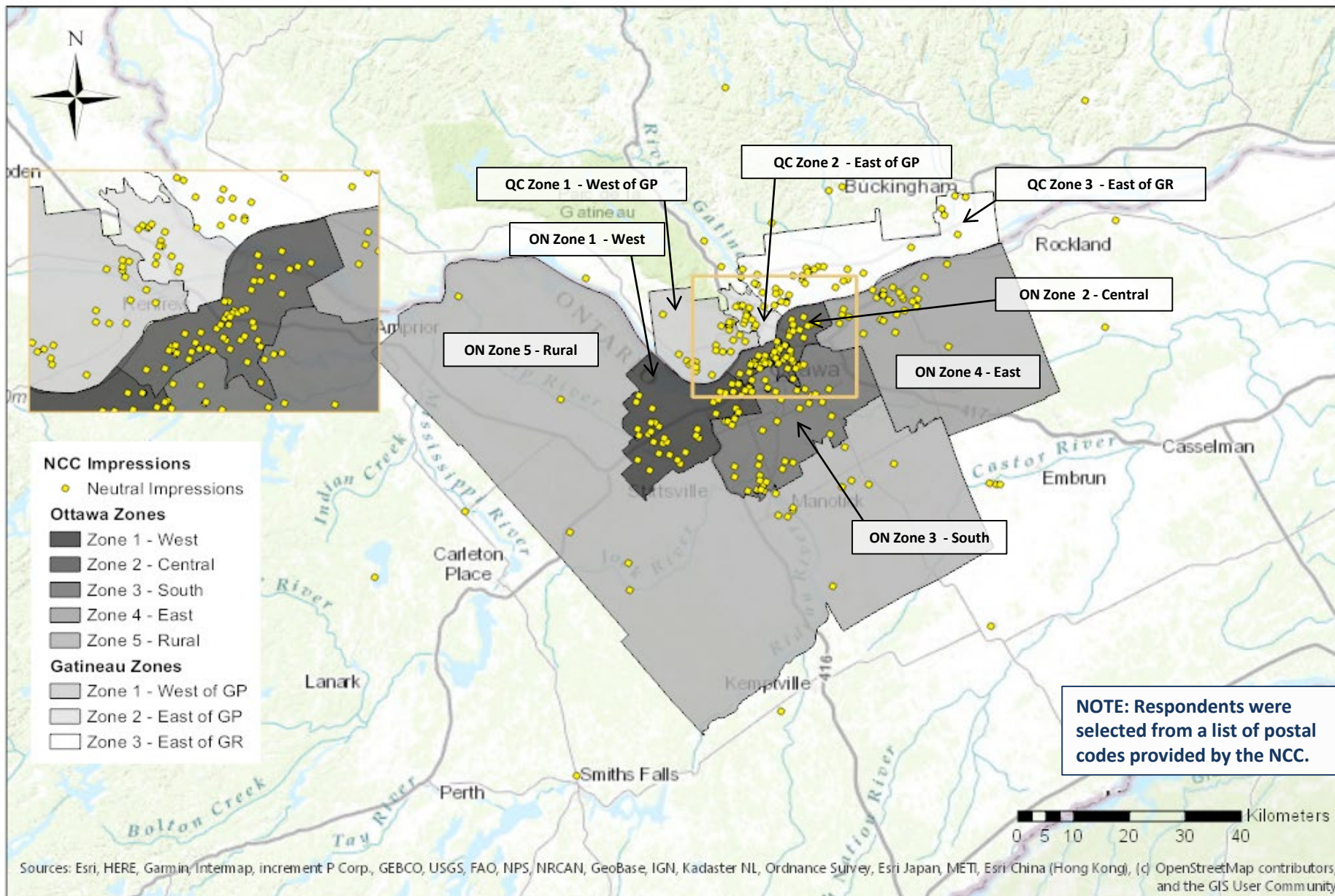


National Capital Commission 2019 - Positive Impressions of NCC by Postal Code



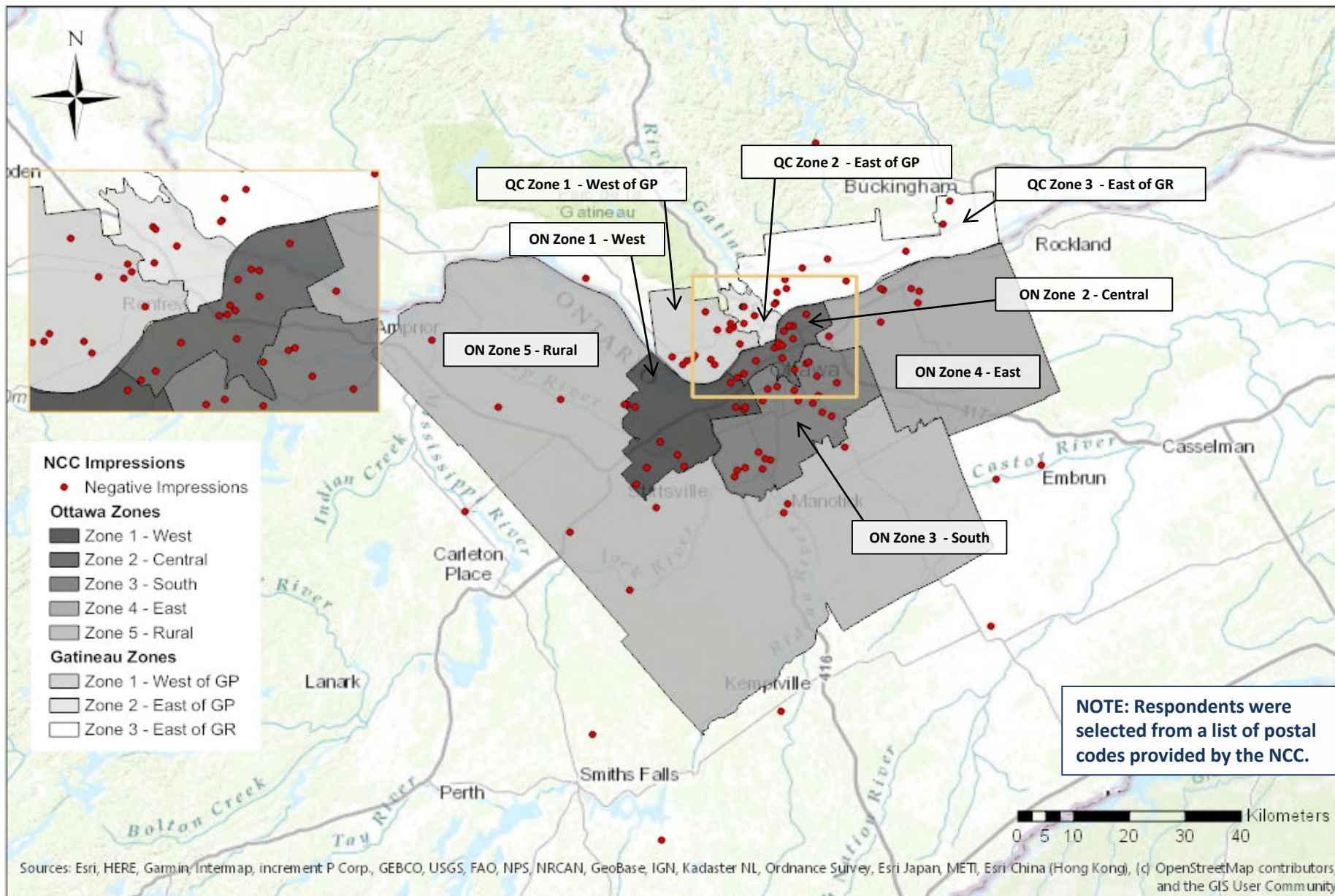


National Capital Commission 2019 - Neutral Impressions of NCC by Postal Code





National Capital Commission 2019 - Negative Impressions of NCC by Postal Code



TECHNICAL NOTE



NCC
CCN

 **NANOS**

Element	Description
Organization who commissioned the research	National Capital Commission
Final Sample Size	1500 residents of the National Capital Region. The geography definition for the Capital Region was provided to Nanos Research by the NCC.
Margin of Error	±2.5 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across the National Capital Region.
Demographics (Captured)	National Capital Region; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Live interviews with live supervision to validate work.
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	June 6 th to 19 th , 2019.
Language of Survey	The survey was conducted in both English and French.
Standards	This report exceeds the standards set forth by CRIC, ESOMAR and AAPOR.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across the National Capital Region. See tables for full weighting disclosure.
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, or in the media prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of the National Capital Region.
Estimated Response Rate	Eight percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	All questions asked are contained in the report.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com .

ABOUT NANOS



NCC
CCN  **NANOS**



As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process.

www.nanos.co



A public relations consultancy for executives and organizations with images to create, issues to manage, relationships to build, and reputations to protect in a digitally disrupted era. We serve senior leaders with PR counsel that is both strategic and social, informed by a deep understanding of analytics, content, communities, media, sustainability and technology. www.signaleadership.com

nanos dimap analytika



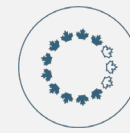
This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion.

www.nanosdimap.com

NANOS RUTHERFORD McKAY & Co.

NRM is an affiliate of Nanos Research and Rutherford McKay Associates. Our service offerings are based on decades of professional experience and extensive research and include public acceptance and engagement, communications audits, and narrative development. www.nrmpublicaffairs.com

QUESTIONNAIRE



NCC
CCN

 **NANOS**



Client: 2019-1433 NCC Survey
Field: Telephone Survey, n=1,500 residents of Canada's Capital Region (n=900 in Ottawa, n=600 in Gatineau). Random telephone survey, dual frame land- and cell-line RDD sample with live agents.
Accuracy: Margin of error ± 2.5 percentage points, 19 times out of 20.

Introduction

Good morning/afternoon/evening. My name is _____ and I am calling from Nanos Research, a public opinion research company. Today we are conducting a brief survey about Canada's Capital Region. Please be assured that we are not selling anything. Your participation is voluntary and completely confidential.

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

[IF ASKED: The survey will take about 12 minutes to complete]

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

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

IF PERSON SELECTED IS NOT AVAILABLE FOR DURATION OF INTERVIEW PERIOD, SELECT NEXT MOST RECENT BIRTHDAY

CONFIRM WHETHER RESPONDENT WOULD LIKE TO BE INTERVIEWED IN ENGLISH OR FRENCH

A. Do you or does anyone in your household or immediate family, work in any of the following?

- ☐ Market research firm
- ☐ Advertising company
- ☐ TV, radio or news media

B. [ONTARIO ONLY] In what municipality/ward do you currently reside? [PROMPT – Read List if Needed]

Orleans	1
Innes	2
Barrhaven	3
Kanata North	4
West Carleton- March	5
Stittsville-Kanata West	6
Bay	7
College	8
Knoxdale – Merivale	9
Gloucester-South gate	10
Beacon Hill-Cyrville	11
Rideau-Vanier	12
Rideau – Rockcliffe	13
Somerset	14
Kitchissippi	15
River	16
Capital	17
Alta Vista	18
Cumberland	19

Osgoode	20
Rideau-Goulbourn	21
Gloucester - South Nepean	22
Kanata South	23
Russell	24
Embrun	25
Unsure/no answer	99

C. [QUEBEC ONLY] In what municipality/ward do you currently reside? [PROMPT – Read List if Needed]

Aylmer District	1
Lucerne	2
Deschênes	3
Plateau	4
Manoir-des-Trembles-Val-Tétreau	5
Orée-du-Parc	6
Parc-de-la-Montagne-Saint-Raymond	7
Hull-Wright	8
Limbour	9
Touraine	10
Pointe-Gatineau	11
Carrefour-de-l'Hôpital	12
Versant	13
Bellevue	14
Lac-Beauchamp	15
Rivière-Blanche	16
Masson-Angers	17
Buckingham	18
Chelsea	19
Val-des-Monts	20
Cantley	21
La Pêche	22
Pontiac	23
Unsure/no answer	99

If "yes" to any of the above occupations - thank & terminate.

Awareness of Roles – Unaided

Can you tell me the name of the organization you think is responsible for each of the following things or activities in Canada's Capital Region. Starting with: [RANDOMIZE 1-11] [Open]

1. LeBreton Flats
2. Gatineau Park
3. Recreational pathways
4. The Greenbelt
5. Canada Day
6. Winterlude
7. Parkways
8. The Official Residences, such as Rideau Hall and the Prime Ministers' Residence
9. The Rideau Canal Skateway
10. Confederation Boulevard

11. Sunday Bikedays

Recognition/Recall of NCC – Unaided and Aided

12. There is an organization in Canada's Capital Region responsible for planning and developing the use of federal lands, maintaining heritage sites such as official residences and commemorative sites, and managing and conserving natural assets, such as, Gatineau Park and the Greenbelt. Can you tell me the name of this organization? (OPEN-ENDED)
- National Capital Commission/NCC 1 [SKIP TO Q14]
 Other (SPECIFY) 20 [Go to Q13]
 Don't know/No answer 99 [Go to Q13]

13. (IF NCC NOT MENTIONED AT Q12) The National Capital Commission, also known as the NCC, is actually the organization responsible for these activities. Now that I have mentioned it, do you recall hearing about the National Capital Commission?
- Yes 1
 No [SKIP TO Q36 - Demographics]
 Don't know / No answer SKIP TO Q36 - Demographics]

Familiarity with NCC

14. How familiar are you with the National Capital Commission in terms of its role and responsibilities? Would you say you are:
- Very familiar 1
 Somewhat familiar 2
 Not very familiar 3
 Not at all familiar 4 [SKIP TO Demographics]
 Don't know/No answer 99[Unprompted][SKIP TO Demographics]

Impression and Performance

15. In general terms, what is your overall impression of the National Capital Commission? Would you say it is:
- Very positive 1 [SKIP TO Q17]
 Positive 2 [SKIP TO Q17]
 Neutral 3 [GO TO Q16]
 Negative 4 [SKIP TO Q17]
 Very negative 5 [SKIP TO Q17]
 Don't know / No answer 99 [SKIP TO Q19][Unprompted]
16. (IF NEUTRAL AT Q15) We would like to better understand your overall impression of the National Capital Commission. When you say you are neutral, is that: [RANDOMIZE]
- Because you don't know enough about the organization? 1 [Skip to Q19]
 Because you feel the NCC is doing a so-so job overall? 2 [Go to Q17]
 Because you don't care to comment about this? 3 [Skip to Q19]
 Don't know / No answer 99 [Unprompted]

ASK Q17 IF CODE 01, 02, 04 OR 05 AT Q15 OR CODE 02 AT Q16

17. In the previous question you said your overall impression of the National Capital Commission was [INSERT from Q15: very positive, positive, negative or very negative / from Q16: the NCC is doing a so-so job overall]. Why do you say that? (OPEN-ENDED)

18. (IF 02, 04, OR 05 AT Q15 OR 02 AT Q16) What could the NCC do differently to improve your impression of it? (OPEN-ENDED)

19. In your opinion, what is the most important contribution that the NCC is making to Canada's Capital Region? (OPEN-ENDED)

Moving on...

The National Capital Commission or NCC is responsible for guiding the use and physical development of federal lands, and coordinating development in design and planning on federal lands so they are appropriate to the role and significance of the Capital. Thinking about this, would you say that the NCC is generally doing an excellent, good, fair, poor or very poor job on each of the following?

20. Planning land use for the federal government in the region?
 21. Developing federal government property, such as heritage buildings within Canada's Capital Region?
 22. Balancing its plans and developments for the region with the plans and developments of local municipalities?
- Excellent 1
 Good 2
 Fair 3
 Poor 4
 Very poor 5
 Don't know/No answer 99 [Unprompted]

23. The NCC is responsible for managing, planning and protecting physical assets of national significance such as Gatineau Park, the Greenbelt, recreational pathways, official residences, as well as the natural environment of Canada's Capital Region. Thinking about this, would you say the NCC is generally doing an excellent, good, only fair, poor or very poor job when it comes to safeguarding these assets for?
- Excellent 1
 Good 2
 Fair 3
 Poor 4
 Very poor 5
 Don't know/No answer 99 [Unprompted]

24. Would you say that the NCC is generally doing an excellent, good, only fair, poor, or very poor job when it comes to protecting the environment?
- Excellent 1
 Good 2
 Fair 3
 Poor 4
 Very poor 5
 Don't know/No answer 99 [Unprompted]

25. In your opinion, what priorities should the NCC focus on over the next three to five years? (OPEN-ENDED)

Awareness of Recent Communications Activity / Coverage

26. Have you seen, read or heard anything lately in the media or through word of mouth about the NCC?
- Yes 1 [Go to Q27]
 No 2 [SKIP TO Q29]
 Don't know / No answer 99 [SKIP TO Q29]

27. (IF YES TO Q26) What was it about? (OPEN-ENDED)

28. (IF YES TO Q26) Did this leave you with a favourable, unfavourable or neutral impression of the NCC?

Favourable.....1
Unfavourable.....2
Neutral/unchanged impression.....3
Don't know/No Answer99 [Unprompted]

29. Have you ever heard about any opportunities for the public to provide input into NCC plans and initiatives?

Yes1
No2
Don't know / No answer.....99

30. Have you ever attended any of the NCC's public consultation/information sessions or provided input to the NCC?

Yes1
No2
Don't know / No answer.....99

Reputation

Please tell me if you strongly agree, agree, disagree or strongly disagree with each of the following statements:

31. The NCC does a good job of consulting and informing the public on its plans and programs.

32. I trust the National Capital Commission to make good decisions.

33. The NCC is well managed.

34. The NCC shares the values of people like me.

Strongly agree1
Agree2
Disagree3
Strongly disagree.....4
Don't know/No answer99 [Unprompted]

Pride

35. Please tell me if you strongly agree, agree, disagree or strongly disagree with the following statement. The NCC has a role to play in making the Capital an inspiring reflection of Canada and Canadians.

Strongly agree1
Agree2
Disagree3
Strongly disagree.....4
Don't know/No answer99 [Unprompted]

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.

36. What is the highest level of education you have completed? READ IF NECESSARY - CODE ONE ONLY

Elementary school1
Some high school2
Completed high school3
Some community college/technical college/CEGEP.....4
Completed community college/technical college/CEGEP5
Some university6
Completed university7
Post-graduate degree8
No schooling9
No Response/Refused99

37. In which of the following age categories can I place you? READ AS NECESSARY - CODE ONE ONLY

18 to 241
25 to 342
35 to 443
45 to 544
55 to 645
65 and over.....6
No Response/Refused99

38. Are you an active member of any social media networks? If YES, which ones: DO NOT READ - CODE ALL THAT APPLY

Twitter1
Facebook2
Flickr3
Linked In4
You Tube5
My Space6
Google +7
Instagram8
Pinterest9
Other (please specify)20
None/No response99

39. What is your first language, that is, the language you first learned at home? CODE ONE ONLY

English1
French2
Other3
No response/Refused99

40. How many years have you lived in Canada's Capital Region?

Less than 1 year.....1

_____ years

Don't know / No answer / Refuse ...99

41. And to better understand how results vary by communities of different sizes, may I have your 6-digit postal code? IF RESPONDENT REFUSES, ASK FOR FIRST THREE DIGITS ONLY

99- DK/NA

RECORD: DO NOT ASK

42. Gender
Male1
Female2
43. Language of interview
English1
French2

On behalf of the National Capital Commission, thank you very much for your participation.