

NATIONAL CAPITAL COMMISSION  
COMMISSION DE LA CAPITALE NATIONALE

<b>No.</b>	2018-A04
<b>To</b>	Board of Directors
<b>Date</b>	2018-11-22

**For** INFORMATION

### Subject/Title

2018 National Survey on NCC Awareness and Impressions of Canada's Capital Region

### Summary

Two thirds of Canadians have a positive view of Canada's Capital Region (CCR) and a strong majority (90%) agree that "Canada's Capital region is an important national symbol", while eight in ten (80%) agree that Canada's Capital Region is a source of pride for them. Approximately three in ten Canadians (29%) have some awareness of the NCC, including 7% with unaided awareness and 22% with aided awareness.

Nearly all Canadians (95%) say it is very important or somewhat important to ensure green spaces in CCR are protected for current and future generations, while a vast majority say it is very important or somewhat important to ensure that federal lands and buildings are in keeping with the role and significance of a national capital (90%), to ensure that the residences for Canada's official leaders are properly maintained (82%), and to ensure that federal lands in Canada's Capital Region serve as appropriate settings for state events and ceremonies (82%).

### Risk Summary

Not applicable

### Recommendation

Not applicable

#### Submitted by:

Jayne Hinchliff-Milne, Director of Audit, Research, Evaluation and Ethics (AREE) and Chief Audit Executive (CAE)

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Signature

## 1. Strategic Priorities

Under the Partner and Stakeholder Relationships initiative, this survey 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 2017-18 to 2019-20 as approved by EMC on May 24, 2017

## 3. Context

As a result of a competitive process, Nanos Research was awarded the contract to conduct the 2018 national survey of Canadians to measure progress against baseline data obtained from the 2015 survey to inform strategic communications, image and branding.

The specific research objectives for the study were as follows:

- What are the current impressions of Canada's Capital Region?
- How do Canadians describe Canada's Capital Region?
- Do Canadians feel they should have a say in the plans of Canada's Capital Region?
- What relative importance do Canadians place on activities undertaken to make the Capital a source of national pride?
- What is the awareness (unaided and aided) of the NCC and its mandate?

A random telephone survey of Canadians across Canada, 18 years of age or older, was conducted by between July 25<sup>th</sup> to August 12<sup>th</sup>, 2018 yielding a margin of error of  $\pm 2.2$  percentage points, 19 times out of 20.

## 4. Options Analysis

Not applicable

## 5. Financial Details

The cost of the survey was \$40,463 including taxes.

## 6. Results

### Impressions of Canada's Capital Region (CCR)

- Consistent with 2015, Ottawa/the City of Ottawa (17%) is the top of mind response for Canadians when thinking of Canada's Capital Region.

- Consistent with 2015 results, close to two in three Canadians (65%) have a very positive view (34%, up from 27% in 2015) or somewhat positive view (31%, down from 38% in 2015) of Canada's Capital Region.
- Consistent with 2015 results, nine in ten Canadians (90%) strongly agree (59%) or somewhat agree (31%) with the statement "Canada's Capital region is an important national symbol".
- Consistent with 2015 results, eight in ten Canadians (80% versus 79% in 2015) strongly agree (39% versus 35% in 2015) or somewhat agree (41% versus 44% in 2015) that "Canada's Capital Region is a source of pride for me".
- Consistent with 2015 results, close to three in four Canadians (72% compared to 74% in 2015) strongly agree (31% compared to 33% in 2015) or somewhat agree (41% consistent with 2015) that they should have a say in the future plans of Canada's Capital Region.

#### **Awareness of NCC**

- Overall awareness of NCC is similar to 2015 as nearly three in ten Canadians (29% compared to 35% in 2015), have some overall awareness of NCC whether unaided (7% versus 9% in 2015) or aided (22% versus 16% in 2015), while 71 per cent have no awareness.
- New in 2018 – over nine in ten Canadians (94%) do not recall any public consultations that were undertaken by the NCC, and among those that do recall, eight in ten say they don't know what they were about or didn't answer (81%).

#### **Importance of activities in Canada's Capital Region**

- Consistent with 2015, over nine in ten Canadians (96%) say the protection of parks and green spaces is very (81%) or somewhat important (15%).
- Approximately eight in ten Canadians (82% compared to 79% in 2015) say it is very (44% versus 39% in 2015) or somewhat important (38% versus 40% in 2015) to ensure that the residences for Canada's official leaders are properly maintained
- Consistent with 2015, nine in ten Canadians (90%) say ensuring that federal lands and buildings are in keeping with the role and significance of a national capital is very (51% versus 54% in 2015) or somewhat important (39% versus 37% in 2015).
- Consistent with 2015, just over eight in ten Canadians (82%) say it is very (42% versus 39% in 2015) or somewhat important (40% versus 43% in 2015) to ensure that federal lands in Canada's Capital Region serve as appropriate settings for state events and ceremonies.

- Consistent with 2015, almost nine in ten Canadians (89% versus 91% in 2015) say it is very important (59% versus 65% in 2015) or somewhat important (30% versus 26% in 2015) for Canada's Capital to have a distinct and internationally recognized identity.
- Consistent with 2015, more than nine in ten Canadians (91% versus 90% in 2015) feel that the NCC should be placing a great deal (51% versus 48% in 2015) or some (40% versus 42% in 2015) emphasis on planning for the long-term future of CCR.
- New in 2018 - Asked what the NCC can do to foster a more inclusive and meaningful relationship with Indigenous Peoples, Canadians most frequently mention include them in planning/decision making/consultation (27%).

## **7. Risks and Mitigation Measures**

Not applicable

## **8. Consultations and Communications**

The results have been fully 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 - 2018-A04 - 2018 National Survey on NCC Awareness and Impressions of CCR - Final Report

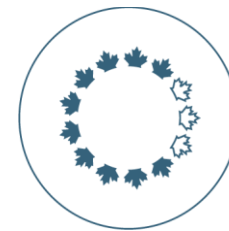
## **11. Authors of the Submission**

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Kirsten Stansel, Research and Evaluation Project Leader

# 2018 National Survey on NCC Awareness and Impressions of Canada's Capital Region


Final Report

October 2018



NCC  
CCN

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# Summary

- **What comes to mind when thinking of Canada's Capital Region** - Ottawa/the City of Ottawa (17%) is the top of mind response for Canadians when thinking of Canada's Capital Region (CCR).
- **Impressions of CCR** - Close to two in three Canadians have a very (34%) or somewhat positive (31%) view of Canada's Capital Region.
- **CCR as an important national symbol** - Nine in ten Canadians strongly agree (59%) or somewhat agree (31%) with the statement "Canada's Capital Region is an important national symbol".
- **Having a say in future plans of CCR** - Close to three in four Canadians strongly agree (31%) or somewhat agree (41%) that they should have a say in the future plans of Canada's Capital Region.
- **CCR as a source of pride** - Eight in ten Canadians strongly agree (39%) or somewhat agree (41%) that "Canada's Capital Region is a source of pride for me".
- **Importance of protecting parks and green spaces** - Over nine in ten Canadians say protection of parks and green spaces is very (81%) or somewhat important (15%).
- **Importance of federal lands and buildings being in keeping with role of capital** - Nine in ten Canadians say ensuring that federal lands and buildings are in keeping with the role and significance of a national capital is very (51%) or somewhat important (39%).
- **Importance of ensuring official residences are maintained** - More than eight in ten Canadians say it is very (44%) or somewhat important (38%) to ensure that the residences for Canada's official leaders are properly maintained.
- **Importance of ensuring federal lands and buildings serve as appropriate settings for state events** - Just over eight in ten Canadians say it is very (42%) or somewhat important (40%) to ensure that federal lands in Canada's Capital Region serve as appropriate settings for state events and ceremonies.
- **Importance of Canada's Capital having a distinct identity** - Almost nine in ten Canadians say it is very important (59%) or somewhat important (30%) for Canada's Capital to have a distinct and internationally recognized identity.
- **Awareness of NCC** - Nearly three in ten Canadians have some overall awareness of NCC, whether unaided (seven per cent) or aided (22%), while 71 per cent have no awareness.

# Summary

- **Recall of public consultations by NCC** - Over nine in ten Canadians (94%) do not recall any public consultations that were undertaken by the NCC, and among those that recall, eight in ten say they don't know what they were about or didn't answer (81%).
- **Emphasis on long-term planning for CCR** - More than nine in ten Canadians feel that the NCC should be placing a great deal (51%) or some (40%) emphasis on planning for the long-term future of CCR.
- **Fostering a more inclusive relationship with Indigenous Peoples** - Asked what the NCC can do to foster a more inclusive and meaningful relationship with Indigenous Peoples, Canadians most frequently mention include them in planning/decision making/consultation (27%).





# Study Objectives

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 2018 National Survey on NCC Awareness and Impressions of Canada's Capital Region (CCR) was to measure progress against baseline data obtained from the 2015 survey to inform strategic communications, image and branding.

The specific research objectives for the study are as follows:

- What are the current impressions of Canada's Capital Region?
- How do Canadians describe Canada's Capital Region?
- Do Canadians feel they should have a say in the plans of Canada's Capital Region?
- What relative importance do Canadians place on the activities undertaken to make the Capital a source of national pride?
- What is the awareness (unaided and aided) of the NCC and its mandate?



# Methodology

Nanos conducted an Random Digit Dialed dual frame (land- and cell-lines) random telephone survey of 2,000 Canadians, 18 years of age or older, between July 25<sup>th</sup> to August 12<sup>th</sup>, 2018. Participants were randomly recruited by telephone using live agents and administered a survey. The sample is geographically stratified to be representative of Canada.

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

The margin of error for a random survey of 2,000 Canadians is  $\pm 2.2$  percentage points, 19 times out of 20.

The research was commissioned by the National Capital Commission (NCC) and was conducted by Nanos Research.

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

Previous Wave: Environics conducted a random telephone survey of 2,017 Canadians, May 7<sup>th</sup> to 21<sup>st</sup>, 2015. The margin of error for a random survey of 2,017 Canadians is  $\pm 2.2$  percentage points, 19 times out of 20.



# 1.0 Impressions of Canada's Capital Region



# Ottawa is top of mind when thinking of CCR

Top Responses	2015 (n=2,017)	2018 (n=2,000)
Ottawa/the City of Ottawa	18%	17%
Parliament buildings /Parliament Hill	24%	15%
Government/federal government/politics	22%	8%
Beautiful city/place	8%	5%
Nation's Capital/Capital of Canada	5%	3%
I have never been there / too far	2%	2%
I live there / have family and friends that live there	2%	2%
Crooks / corruption / wasted money	2%	2%
Great/nice city (general)	6%	2%
Toronto / the City of Toronto	1%	2%
Big/busy city	4%	2%

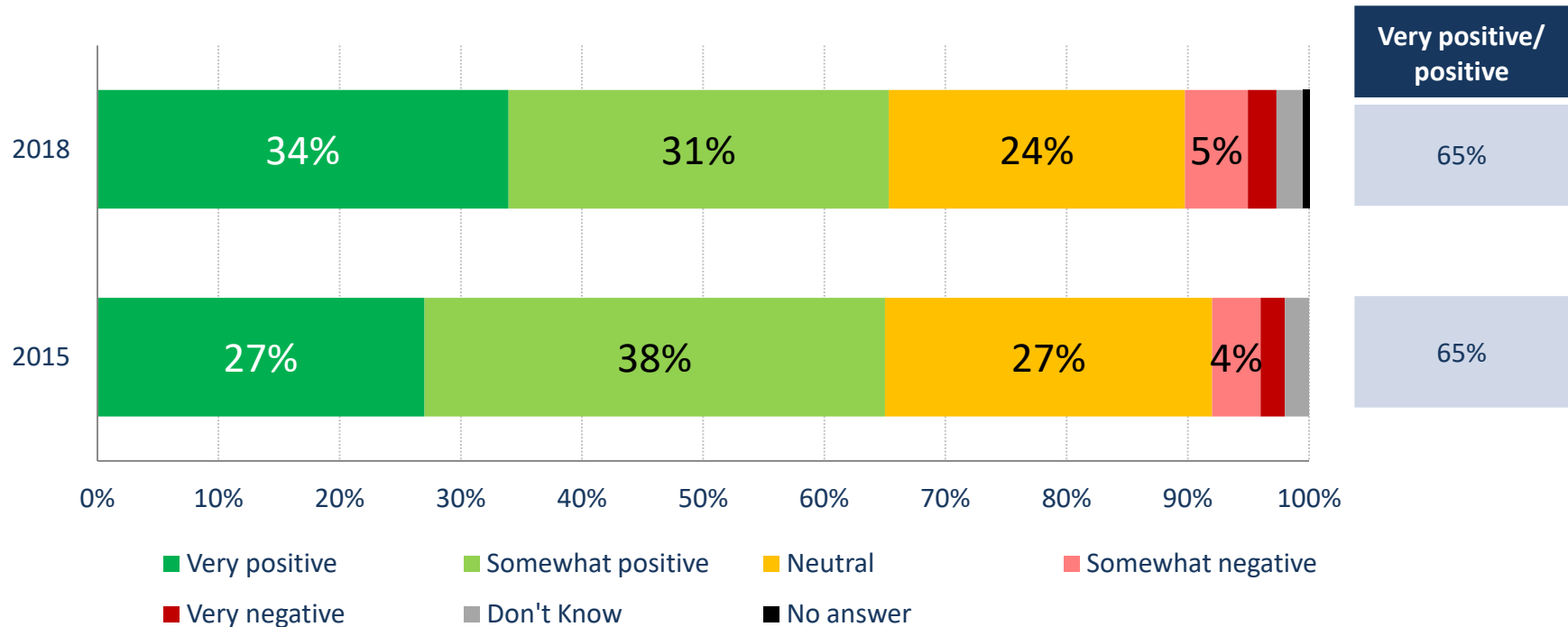
Asked what comes to mind when they think about Canada's Capital Region, Canadians most frequently mentioned Ottawa/City of Ottawa (17%), followed by Parliament building/Parliament Hill (15%, down from 24% in 2015), Government/federal government/politics (eight per cent, down from 22% in 2015), and beautiful city/place (five per cent, eight per cent in 2015). There were no significant demographic differences.

**QUESTION 1** – To start off, what comes to mind when you think about Canada's Capital Region? [Open-ended]

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=2,000, accurate 2.2 percentage points plus or minus, 19 times out of 20.

Source: Environics, random telephone survey, May 7<sup>th</sup> to 21<sup>st</sup>, 2015, n=2,017, accurate 2.2 percentage points plus or minus, 19 times out of 20.

# Positive impressions of CCR remain consistent with 2015



**\*Note: Charts may not add up to 100 due to rounding**

When asked their impression of Canada's Capital Region, a majority of Canadians say they have a very positive (34%, up from 27% in 2015) or a somewhat positive (31%, down from 38% in 2015) view of Canada's Capital Region. Twenty-four per cent have a neutral impression of it and less than one in ten have a very negative (two per cent) or somewhat negative (five per cent) view of it.

**QUESTION 2** – In general terms, would you say you have a very positive, somewhat positive, neutral, somewhat negative or very negative impression of Canada's Capital Region?

**2015 Wave:** In general terms, **what is your overall impression** of Canada's Capital Region – is it very positive, somewhat positive, neutral, somewhat negative or very negative?

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=2,000, accurate 2.2 percentage points plus or minus, 19 times out of 20.

Source: Environics, random telephone survey, May 7<sup>th</sup> to 21<sup>st</sup>, 2015, n=2017, accurate 2.2 percentage points plus or minus, 19 times out of 20.

# 65 per cent of Canadians have a positive or somewhat positive impression of CCR

Nearly two in three Canadians say they have a very positive (34%) or a somewhat positive (31%) view of Canada's Capital Region, while 24 per cent have a neutral impression of it and less than one in ten have a very negative (two per cent) or somewhat negative (five per cent) view of it.

Residents of Canada's Capital Region have a higher intensity of positivity with 54 per cent having a very positive impression and 36 per cent having a somewhat positive impression of CCR, while residents of British Columbia (26% very positive; 28% somewhat positive) and residents of the Prairies had a lower intensity (21% very positive; 25% somewhat positive).

Subgroups	Very positive/ Somewhat positive
Atlantic (n=300)	66.9%
Quebec no CCR (n=350)	70.2%
Ontario no CCR (n=350)	73.5%
CCR (n=100)	90.6%
Prairies (n=600)	46.7%
British Columbia (n=300)	53.8%
Male (n=947)	64.0%
Female (n=1053)	66.5%
18 to 34 (n=356)	63.6%
35 to 54 (n=635)	65.9%
55 plus (n=1009)	66.0%

\*Weighted to the true population proportion.

**QUESTION 2** – In general terms, would you say you have a very positive, somewhat positive, neutral, somewhat negative or very negative impression of Canada's Capital Region?

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=2,000, accurate 2.2 percentage points plus or minus, 19 times out of 20.

# Canadians say CCR is a beautiful city and a nice place to visit

Top Responses	2015 (n=1,982)	2018 (n=2,000)
Beautiful city/nice place	14%	10%
Nice place to visit	4%	9%
Politics/government presence	6%	7%
I have never been there/not spent a lot of time there (general)	11%	7%
Pride / nationalism	-	6%
I don't know much/anything about it/unfamiliar	6%	6%
Based on what I have seen / heard (general)	-	5%
Good past experience (e.g. lived there, went to school there)	13%	5%
Feel neutral/no opinion either way	5%	4%
Disapprove of political / government decisions (general)	-	4%
How I feel/what I think (unspecified)	5%	4%

Asked the reason for their view of Canada's Capital Region, Canadians most often said beautiful city/nice place (10%), followed by nice place to visit (nine per cent), politics/government presence (seven per cent), I have never been there/not spent a lot of time there (seven per cent), pride/nationalism (six per cent), and I don't know much/anything about it/unfamiliar (six per cent).

## QUESTION 3 – Why do you say that? [Open-ended]

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=2,000, accurate 2.2 percentage points plus or minus, 19 times out of 20.

Source: Environics, random telephone survey, May 7<sup>th</sup> to 21<sup>st</sup>, 2015, n=1982, accurate 2.2 percentage points plus or minus, 19 times out of 20.



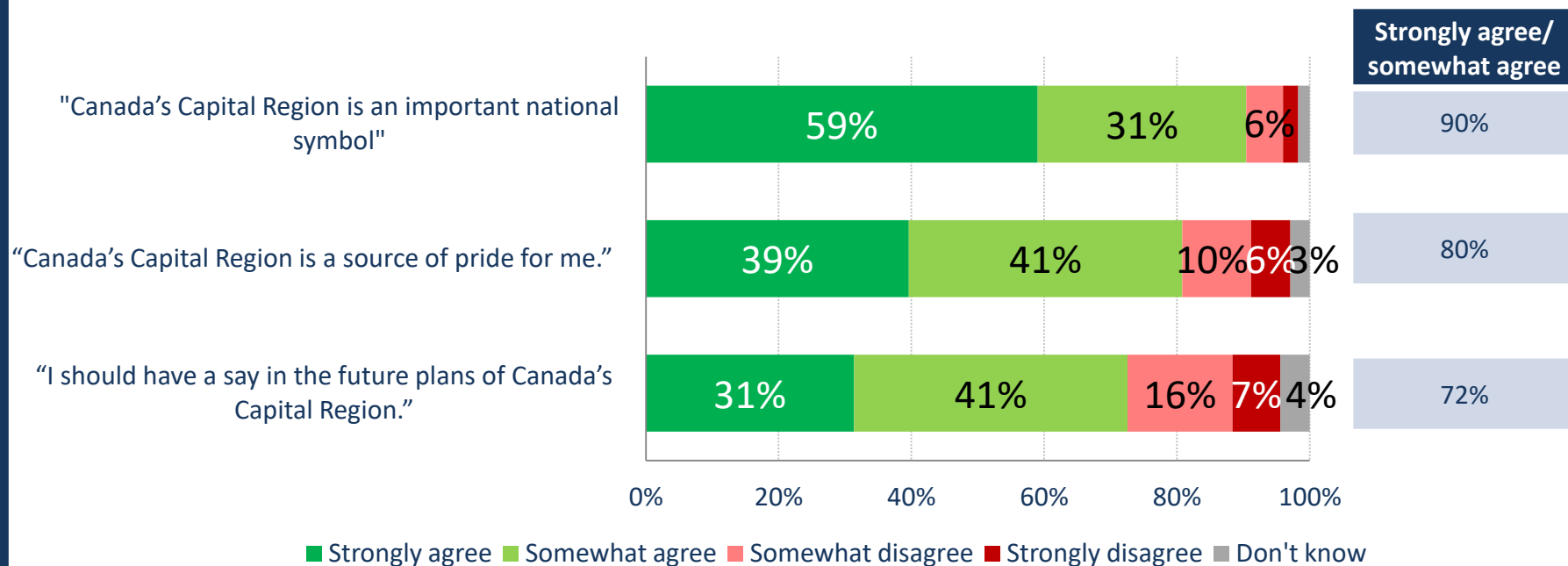
# Less than one in ten Canadians have a negative impression of CCR

Top Responses	Very/ Somewhat positive (n=1250)	Top Responses	Very/ Somewhat negative (n=185)
Beautiful city / nice place	15%	Disapprove of political/government decisions	28%
Nice place to visit	13%	Too much attention /not concerned with the rest of country	18%
Pride / nationalism	9%	Politics / government presence	17%
Good past experience (e.g. lived there, went to school there)	7%	How I feel /what I think (unspecified)	6%
Politics / government presence	7%	Not impressed/could be better	5%
Based on what I have seen / heard (general)	7%	I don't know much / anything about it/ unfamiliar	4%
Clean / well-maintained	5%	Not safe / clean	3%
People are nice / friendly	4%	Nothing of interest to me	3%
How I feel / what I think (unspecified)	3%	Small city / small-town feel	2%

Asked the reason for their view of Canada's Capital Region, those who have a very positive/positive view of the region most frequently say it is because it is a beautiful city/place (15%), a nice place to visit (13%), and pride/nationalism (nine per cent), while those who have a very negative/negative view of Canada's Capital Region most frequently say it is because they disapprove of political/government decisions (28%), that CCR gets too much attention/not concerned with the rest of the country (18%), and politics/government (17%).

## QUESTION 3 – Why do you say that? [Open-ended]

# Canadians agree the most strongly that Canada's Capital Region is an important national symbol



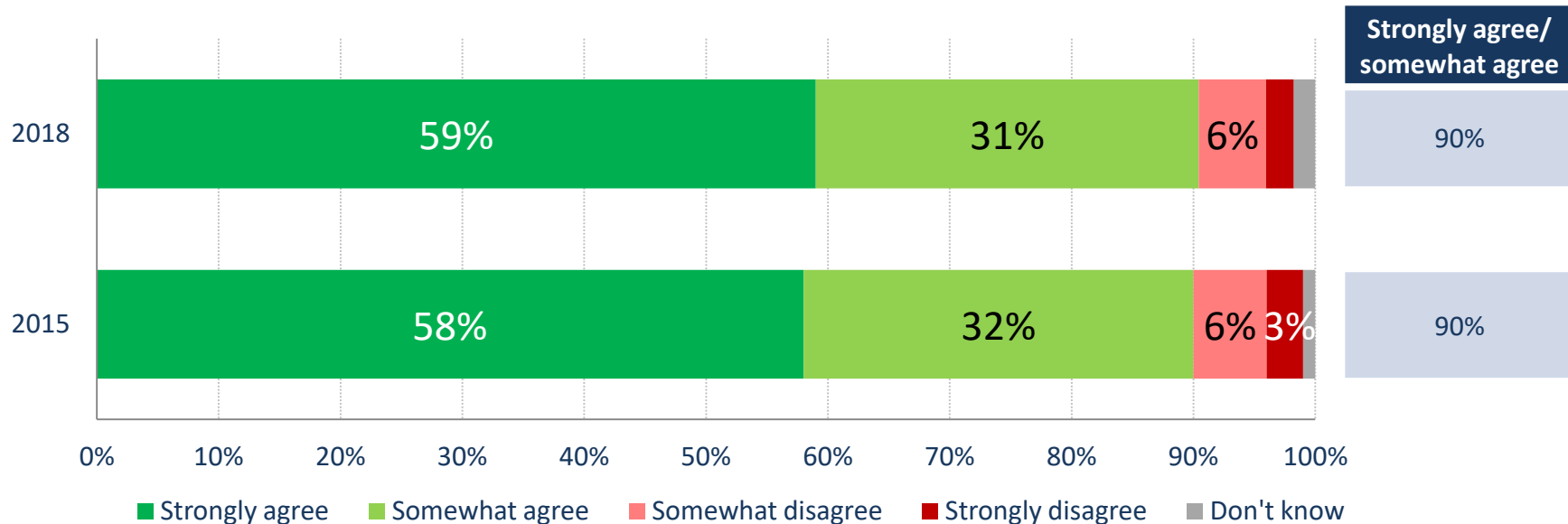
**\*Note: Charts may not add up to 100 due to rounding**

Canadians have a stronger intensity of agreement with the statement "Canada's Capital Region is an important national symbol" (59% strongly agree; 31% somewhat agree), followed by "Canada's Capital Region is a source of pride for me" (39% strongly agree; 41% somewhat agree), and "I should have a say in the future plans of Canada's Capital Region" (31% strongly agree; 41% somewhat agree).

**QUESTIONS 4-6** - Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements: [RANDOMIZE]

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=2,000, accurate 2.2 percentage points plus or minus, 19 times out of 20.

# Impressions of CCR as a national symbol remain consistent with 2015



**\*Note: Charts may not add up to 100 due to rounding**

Nine in ten Canadians strongly agree (59%) or somewhat agree (31%) with the statement “Canada’s Capital region is an important national symbol”, which is consistent with findings from 2015 research (58% strongly agree; 32% somewhat agree in 2015). Less than one in ten strongly disagree (two per cent) or somewhat disagree (six per cent) with this statement. Two per cent are unsure.

**QUESTION 4** - Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements: [RANDOMIZE]

**“Canada’s Capital Region is an important national symbol”**

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=2,000, accurate 2.2 percentage points plus or minus, 19 times out of 20.

Source: Environics, random telephone survey, May 7<sup>th</sup> to 21<sup>st</sup>, 2015, n=2017, accurate 2.2 percentage points plus or minus, 19 times out of 20.

# Nine in ten Canadians agree or somewhat agree CCR is an important national symbol

A majority of Canadians strongly agree (59%) or somewhat agree (31%) with the statement “Canada’s Capital region is an important national symbol”. Less than one in ten strongly disagree (two per cent) or somewhat disagree (six per cent) with this statement. Two per cent are unsure.

Residents of the Prairies (52% strongly agree; 32% somewhat agree) and British Columbia (49% strongly agree; 37% somewhat agree) gave lower intensities of importance to this, compared to residents of the CCR (77% strongly agree; 17% somewhat agree), Quebec (52% strongly agree; 41% somewhat agree), Ontario (68% strongly agree; 25% somewhat agree), and Atlantic Canada (61% strongly agree; 29% somewhat agree).

Subgroups	Strongly agree/ Somewhat agree
Atlantic (n=300)	90.9%
Quebec no CCR (n=350)	93.3%
Ontario no CCR (n=350)	92.8%
CCR (n=100)	93.3%
Prairies (n=600)	84.0%
British Columbia (n=300)	85.4%
Male (n=947)	88.5%
Female (n=1053)	91.7%
18 to 34 (n=356)	92.5%
35 to 54 (n=635)	89.4%
55 plus (n=1009)	89.0%

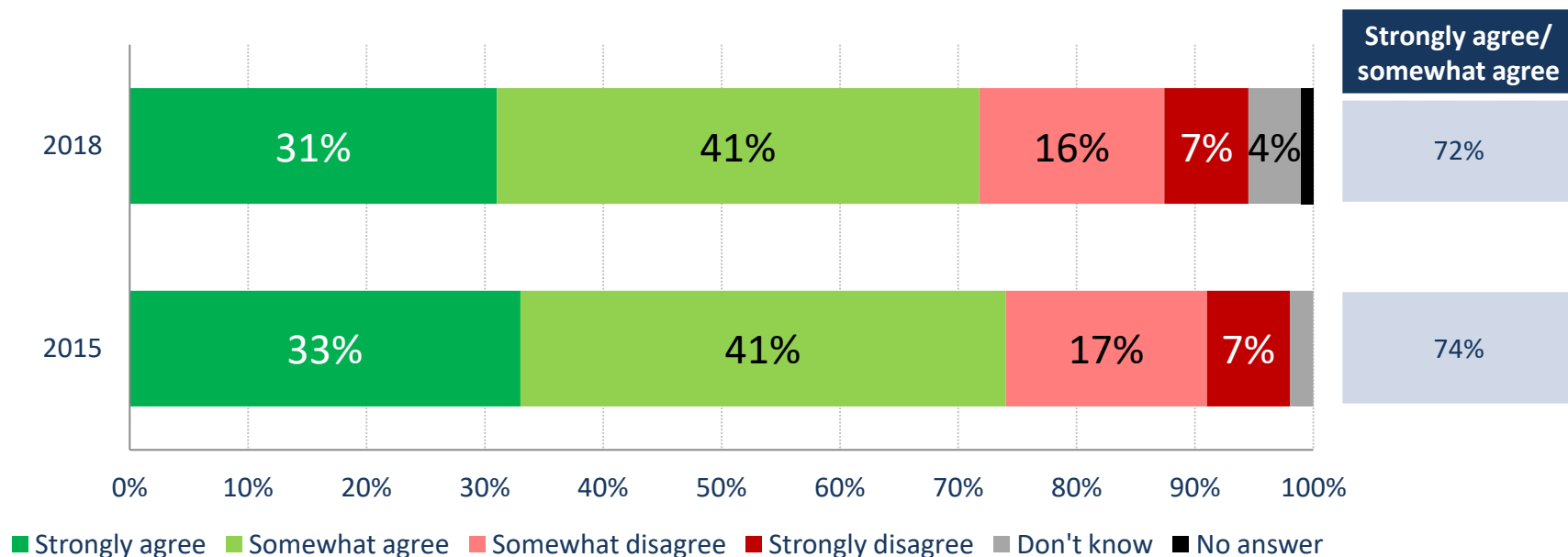
\*Weighted to the true population proportion.

**QUESTION 4** - Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements: [RANDOMIZE]

**“Canada’s Capital Region is an important national symbol”**

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=2,000, accurate 2.2 percentage points plus or minus, 19 times out of 20.

# Agreement with having a say in the future plans of CCR remains consistent with 2015



**\*Note: Charts may not add up to 100 due to rounding**

Consistent with research done in 2015, a majority of Canadians strongly agree (31%; 33% in 2015) or somewhat agree (41% - same as in 2015) with the statement “I should have a say in the future plans of Canada’s Capital Region”. One in three strongly disagree (seven per cent) or somewhat disagree (16%) with this statement. Four per cent are unsure.

**QUESTION 5** - Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements: [RANDOMIZE]

**“I should have a say in the future plans of Canada’s Capital Region.”**

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=2,000, accurate 2.2 percentage points plus or minus, 19 times out of 20.

Source: Environics, random telephone survey, May 7<sup>th</sup> to 21<sup>st</sup>, 2015, n=2017, accurate 2.2 percentage points plus or minus, 19 times out of 20.

# 72 per cent of Canadians agree or somewhat agree they should have a say in the future plans of CCR

More than seven in ten Canadians strongly agree (31%) or somewhat agree (41%) with the statement “I should have a say in the future plans of Canada’s Capital Region”, while one in three strongly disagree (seven per cent) or somewhat disagree (16%) with this statement. Four per cent are unsure.

Residents of Quebec had a lower intensity of agreement (26% strongly agree; 34% somewhat agree) while residents of Ontario (33% strongly agree; 45% somewhat agree) and Canada’s Capital Region residents have a higher intensity of agreement (52% strongly agree; 35% somewhat agree).

Younger Canadians (18-34) are more likely to strongly (33%) or somewhat agree (46%) with the statement than Canadians age 55 plus (28% strongly agree; 40% somewhat agree).

Subgroups	Strongly agree/ Somewhat agree
Atlantic (n=300)	68.2%
Quebec no CCR (n=350)	60.0%
Ontario no CCR (n=350)	78.5%
CCR (n=100)	86.4%
Prairies (n=600)	72.2%
British Columbia (n=300)	70.5%
Male (n=947)	69.2%
Female (n=1053)	74.2%
18 to 34 (n=356)	78.1%
35 to 54 (n=635)	70.8%
55 plus (n=1009)	68.1%

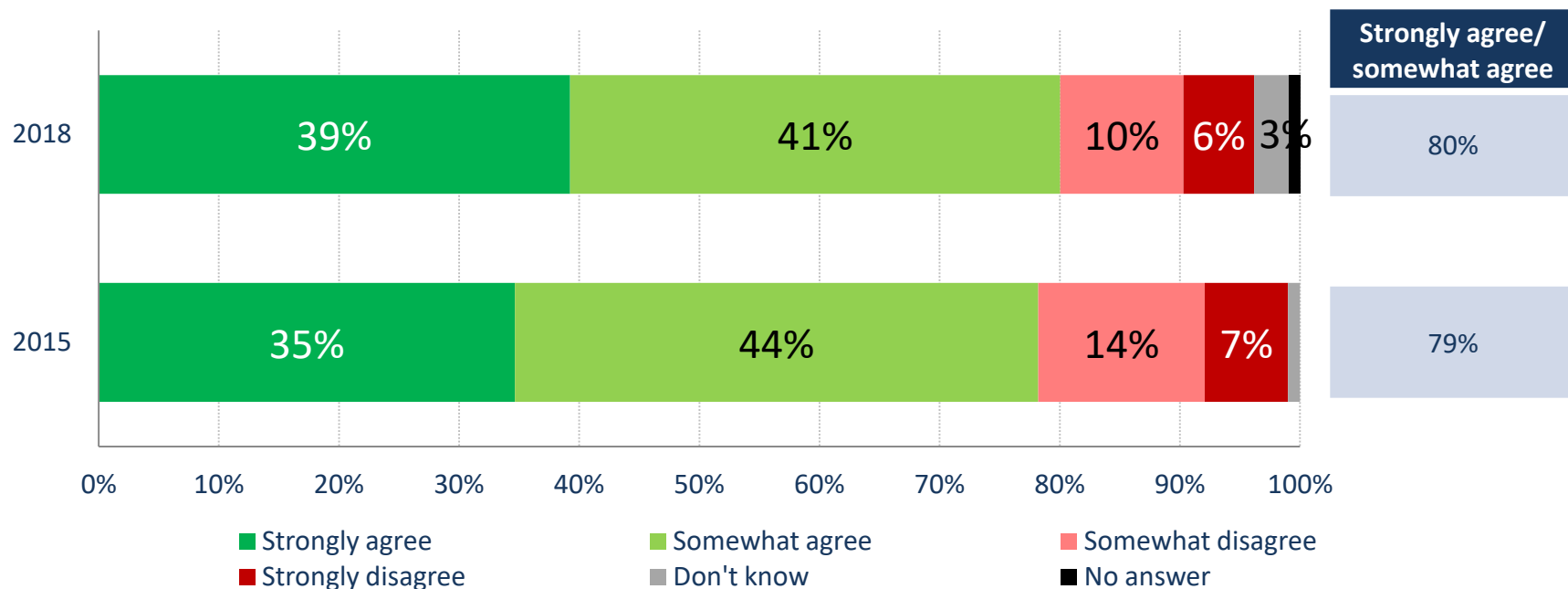
\*Weighted to the true population proportion.

**QUESTION 5** - Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements: [RANDOMIZE]

**“I should have a say in the future plans of Canada’s Capital Region.”**

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=2,000, accurate 2.2 percentage points plus or minus, 19 times out of 20.

# Impressions of CCR as a source of pride remain consistent with 2015



**\*Note: Charts may not add up to 100 due to rounding**

Eight in ten Canadians strongly agree (39%) or somewhat agree (41%) with the statement “Canada’s Capital Region is a source of pride for me”, while less than two in ten say they strongly disagree (six per cent) or somewhat disagree (10 per cent) with this statement. Three per cent are unsure. This is consistent with the 2015 wave of research (35% strongly agree; 44% somewhat agree in 2015).

**QUESTION 6** - Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements: [RANDOMIZE]

**“Canada’s Capital Region is a source of pride for me.”**

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=2,000, accurate 2.2 percentage points plus or minus, 19 times out of 20.

Source: Environics, random telephone survey, May 7<sup>th</sup> to 21<sup>st</sup>, 2015, n=2017, accurate 2.2 percentage points plus or minus, 19 times out of 20.



# Eight in ten Canadians agree or somewhat agree CCR is a source of pride for them

Eight in ten Canadians strongly agree (39%) or somewhat agree (41%) with the statement “Canada’s Capital Region is a source of pride for me”, while less than two in ten say they strongly disagree (six per cent) or somewhat disagree (10 per cent) with this statement. Three per cent are unsure. This is consistent with the 2015 wave of research.

Residents of Ontario (48% strongly agree; 40% somewhat agree) and the CCR (51% strongly agree; 36% somewhat agree) had higher intensities of agreement with the statement, while residents of the Prairies (30% strongly agree; 41% somewhat agree) and British Columbia (29% strongly agree; 42% somewhat agree) had lower intensities of agreement.

Subgroups	Strongly agree/ Somewhat agree
Atlantic (n=300)	79.8%
Quebec no CCR (n=350)	79.0%
Ontario no CCR (n=350)	88.3%
CCR (n=100)	87.2%
Prairies (n=600)	70.8%
British Columbia (n=300)	71.4%
Male (n=947)	76.3%
Female (n=1053)	83.6%
18 to 34 (n=356)	79.3%
35 to 54 (n=635)	79.2%
55 plus (n=1009)	81.3%

\*Weighted to the true population proportion.

**QUESTION 6** - Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements: [RANDOMIZE]

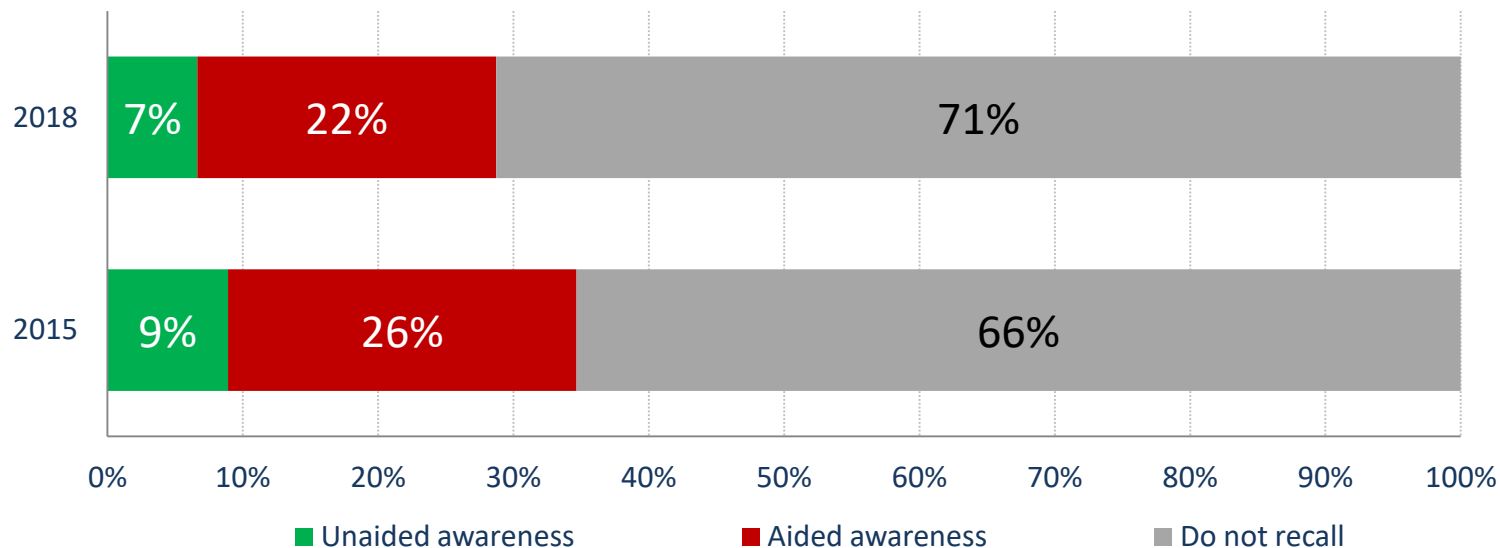
**“Canada’s Capital Region is a source of pride for me.”**

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=2,000, accurate 2.2 percentage points plus or minus, 19 times out of 20.

## 2.0 Awareness of NCC



# Overall awareness of NCC is similar to 2015



**\*Note: Charts may not add up to 100 due to rounding**

Canadians were read the mandate of the NCC and asked to name the organization responsible for these activities, with under one in ten (seven per cent) able to name NCC. Those unable to identify the NCC based on the description of its mandate (n=1,857) were told that the NCC is the organization responsible, and then asked if they recall hearing about it. Twenty-four percent of those who were unable to identify the NCC on the basis of its mandate (22% of the total sample) say they recall it when prompted. Total combined unaided and aided awareness of the NCC is 29 percent of Canadians (35% in 2015). Please note the overall awareness is a combination of Q7 (n=2000) and Q8 responses (n=1,857), applied to the total sample (n=2000).<sup>1</sup>

**QUESTION 7** – There is an organization in Canada’s Capital Region 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. Can you tell me the name of this organization? [Open-ended]

**QUESTION 8** – [IF NCC NOT MENTIONED IN Q7] The National Capital Commission, also known as the NCC, is the organization responsible for these activities. Now that I have mentioned it, do you recall or not recall hearing about the National Capital Commission?

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=1,857, accurate 2.3 percentage points plus or minus, 19 times out of 20.

Source: Environics, random telephone survey, May 7<sup>th</sup> to 21<sup>st</sup>, 2015, n=1,837, accurate 2.3 percentage points plus or minus, 19 times out of 20.

<sup>1</sup>The total awareness tabulation combines the aided awareness (Q7) and unaided awareness (Q8) questions, and applies them to the total sample of 2000. Q8 was only asked of a subset (n=1857, those who did not have unaided awareness), and was then calculated to the total sample of 2000 Canadians to determine overall awareness.

# Majority of Canadians cannot name the NCC unaided

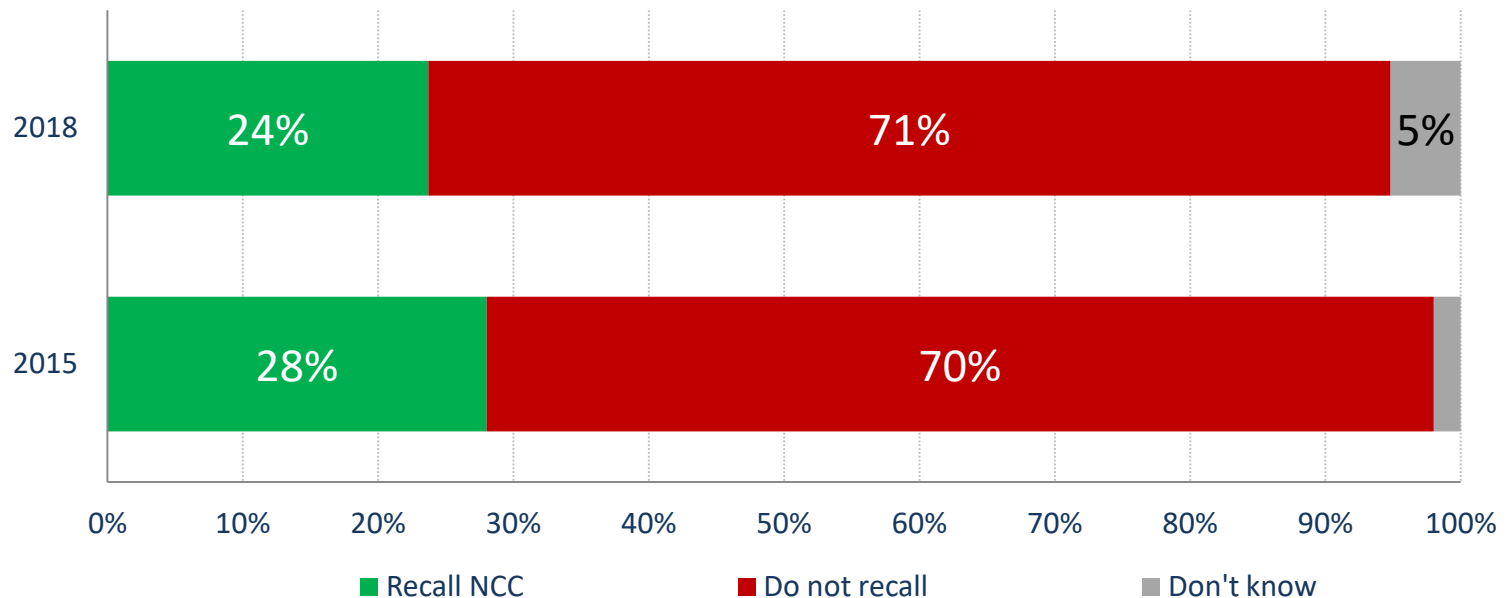
Top Responses	2015 (n=2,017)	2018 (n=2,000)
National Capital Commission/NCC	9%	7%
Parks Canada	1%	2%
Canadian Heritage	1%	1%
Government of Canada/federal government	-	1%
Other	3%	2%
Don't know/No answer	85%	89%

Consistent with 2015 research, less than one in ten Canadians (seven per cent, nine per cent in 2015) mention the NCC when asked to name the organization in Canada's Capital Region 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. Two per cent mention Parks Canada and one per cent mention Heritage Canada and the Government of Canada/federal government, each. Close to nine in ten (89%, up from 85% in 2015) say they don't know or didn't answer. CCR residents had a higher rate of unaided awareness, with 60 per cent naming the NCC, while residents of the Prairies and British Columbia had a lower rate of unaided awareness (three per cent each mentioned the NCC).

**QUESTION 7** – There is an organization in Canada's Capital Region 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. Can you tell me the name of this organization?  
[Open-ended]

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=2,000, accurate 2.2 percentage points plus or minus, 19 times out of 20.  
Source: Environics, random telephone survey, May 7<sup>th</sup> to 21<sup>st</sup>, 2015, n=2,017, accurate 2.2 percentage points plus or minus, 19 times out of 20.

# Aided awareness of the NCC has decreased slightly since 2015



**\*Note: Charts may not add up to 100 due to rounding**

When told that the National Capital Commission, also known as the NCC, is the organization responsible for these activities, less than one in four (24%; 28% in 2015) report they recall hearing about the NCC, while 71 per cent say they do not recall hearing about the NCC. Five per cent are unsure.

**QUESTION 8 – [IF NCC NOT MENTIONED IN Q7]** The National Capital Commission, also known as the NCC, is the organization responsible for these activities. Now that I have mentioned it, do you recall or not recall hearing about the National Capital Commission?

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=1,857, accurate 2.3 percentage points plus or minus, 19 times out of 20.

Source: Environics, random telephone survey, May 7<sup>th</sup> to 21<sup>st</sup>, 2015, n=1,837, accurate 2.3 percentage points plus or minus, 19 times out of 20.

# 24 per cent of Canadians recall the NCC when prompted

Recollection of the NCC is higher in respondents from the CCR (86% report they recall hearing about the NCC), and lower in the Prairies and British Columbia (17 and 16 per cent report they recall hearing about the NCC, respectively).

Canadians 55 years of age and older had a higher recollection of the NCC (30% report they recall) compared to those 35 to 54 years of age (21% report they recall) and 18 to 34 year olds (18% report they recall NCC).

Subgroups	Recall
Atlantic (n=284)	21.6%
Quebec no CCR (n=334)	27.8%
Ontario no CCR (n=327)	25.3%
CCR (n=41)	86.0%
Prairies (n=580)	16.9%
British Columbia (n=291)	16.0%
Male (n=858)	26.4%
Female (n=999)	21.2%
18 to 34 (n=344)	18.5%
35 to 54 (n=592)	20.8%
55 plus (n=921)	30.2%

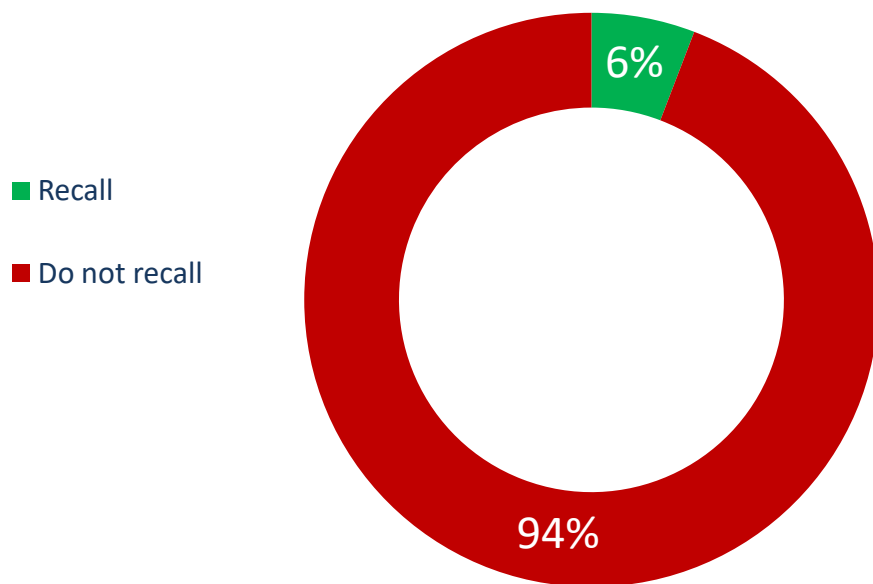
\*Weighted to the true population proportion.

**QUESTION 8** – [IF NCC NOT MENTIONED IN Q7] The National Capital Commission, also known as the NCC, is the organization responsible for these activities. Now that I have mentioned it, do you recall or not recall hearing about the National Capital Commission?

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=1,857, accurate 2.3 percentage points plus or minus, 19 times out of 20.



# Outside of CCR not many Canadians recall NCC public consultations



**\*Note: Charts may not add up to 100 due to rounding**

Subgroups	Recall
Atlantic (n=300)	6.7%
Quebec no CCR (n=350)	5.9%
Ontario no CCR (n=350)	6.1%
CCR (n=100)	28.5%
Prairies (n=600)	2.7%
British Columbia (n=300)	2.2%
Male (n=947)	6.4%
Female (n=1053)	5.3%
18 to 34 (n=356)	1.6%
35 to 54 (n=635)	5.6%
55 plus (n=1009)	9.1%

*\*Weighted to the true population proportion.*

Nine in ten Canadians (94%) say they do not recall public consultations while six per cent say they recall them. Frequency of recalling public consultations that were undertaken by the NCC is higher in respondents from Canada's Capital Region (29% recall) and is lower in the Prairies and British Columbia (three and two per cent recall any public consultations, respectively).

**QUESTION 9** – Can you recall or not recall any public consultations that were undertaken by the NCC? [NEW]

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=2,000, accurate 2.2 percentage points plus or minus, 19 times out of 20.



## 81 per cent of those who recall NCC public consultations are unsure what they were about

	Frequency (n=133)
Gatineau Park Master Plan Review	9%
LeBreton Flats Redevelopment	9%
Plan for Canada's Capital	4%
Ottawa River North Shore Parklands Plan	4%
The Ottawa Hospital Site Review	4%
Ottawa River South Shore Riverfront Park Plan	3%
Responsible Trail Management in Gatineau Park	2%
Nepean Point Redevelopment	1%
Capital Illumination Plan	1%
NCC Initiatives for Canada's 150 <sup>th</sup> Anniversary	1%
Unsure/No answer	81%

Canadians that report recalling the public consultations undertaken by the NCC most frequently say they don't know or didn't answer (81%) when asked what they were about, followed by the Gatineau Park Master Plan Review and LeBreton Flats Redevelopment (nine per cent each), the Plan for Canada's Capital, the Ottawa River North Shore Parklands Plan and the Ottawa Hospital Site Review (four per cent each).

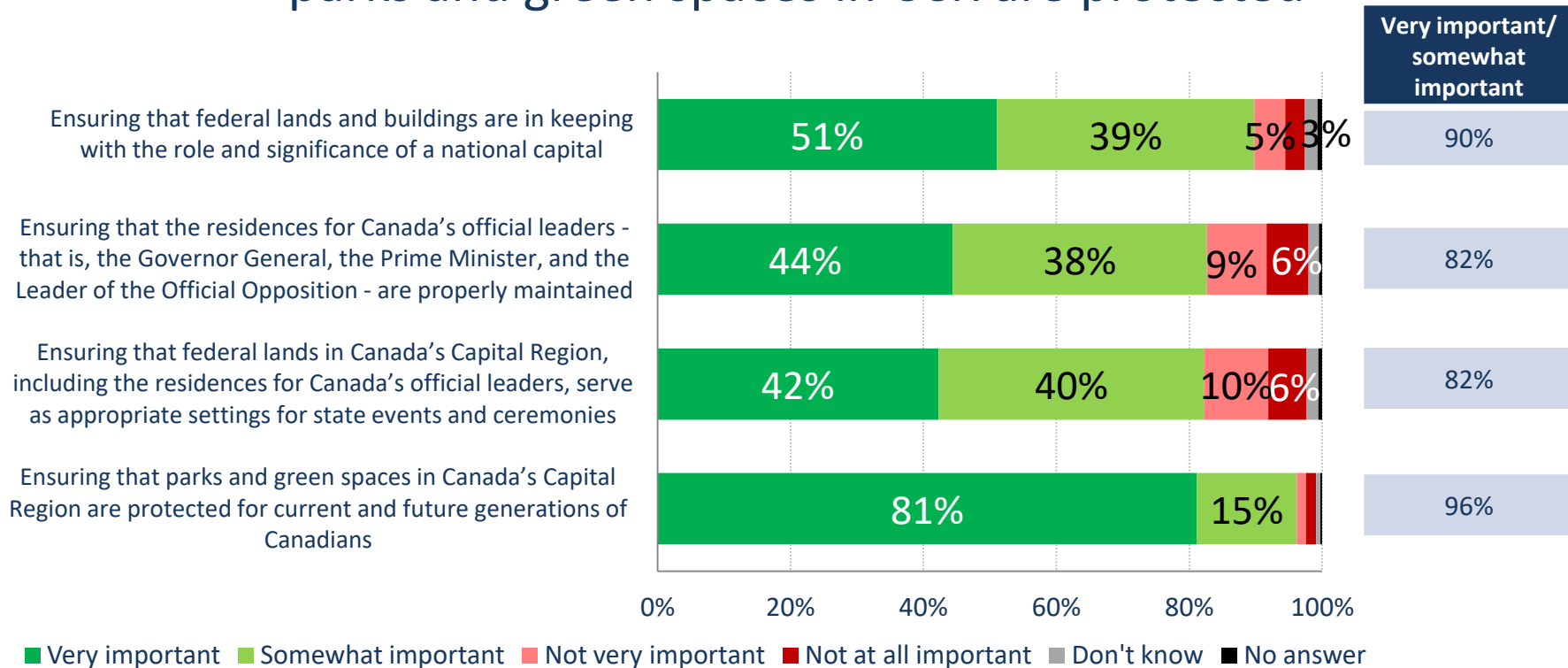
### QUESTION 10 – [IF RECALL] What were they about? [Open-ended] [NEW]

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=133, accurate 8.6 percentage points plus or minus, 19 times out of 20.

## 3.0 Importance of NCC's mandated responsibilities



# Canadians give the highest intensity of importance to NCC ensuring parks and green spaces in CCR are protected



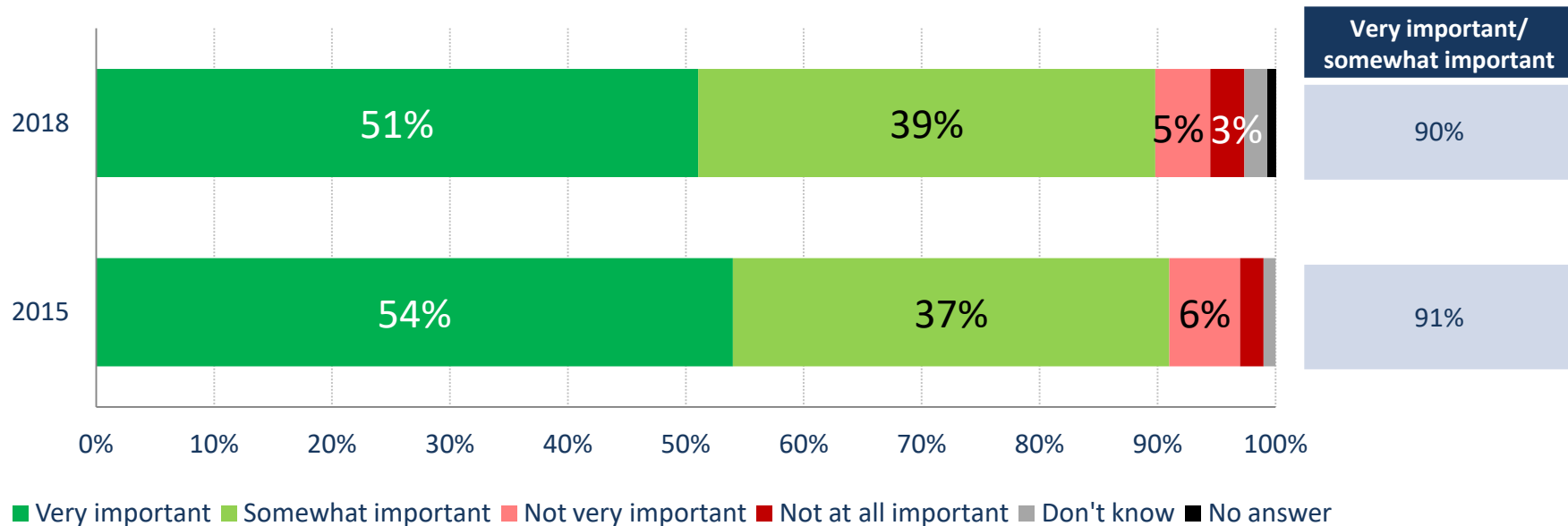
**\*Note: Charts may not add up to 100 due to rounding**

Ensuring parks and green spaces in CCR are protected for the future was given a higher intensity of importance by Canadians (81% very important, 15% somewhat important), followed by ensuring federal lands and buildings are in keeping with the role of a national capital (51% very important; 39% somewhat important), ensuring residences for official leader are properly maintained (44% very important, 38% somewhat important), and ensuring residences for Canada's official leaders serve as appropriate settings for state events (42% very important; 40% somewhat important).

**QUESTIONS 11-14** - There are a number of activities undertaken to make Canada's Capital Region a greater source of pride for Canadians. Please tell me how important you consider each of the following. [RANDOMIZE]

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=2,000, accurate 2.2 percentage points plus or minus, 19 times out of 20.

# Importance of ensuring federal lands and buildings are in keeping with the role of a national capital is consistent with 2015



**\*Note: Charts may not add up to 100 due to rounding**

Consistent with research from 2015, a majority of Canadians believe it is very important (51%; 54% in 2015) or somewhat important (39%; 37% in 2015) to ensure that federal lands and building are in keeping with the role and significance of a national capital. Three per cent say it is not at all important and five per cent say it is not very important. Two per cent are unsure.

**QUESTION 11** - There are a number of activities undertaken to make Canada's Capital Region a greater source of pride for Canadians. Please tell me how important you consider each of the following. [RANDOMIZE]

## Ensuring that federal lands and buildings are in keeping with the role and significance of a national capital

Source: Nanos Research, RDD dual frame random telephone survey July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=2,000, accurate 2.2 percentage points plus or minus, 19 times out of 20.

Source: Environics, random telephone survey, May 7<sup>th</sup> to 21<sup>st</sup>, 2015, n=2,017, accurate 2.2 percentage points plus or minus, 19 times out of 20.

# Majority of Canadians say ensuring federal lands and buildings remain in keeping with the role of a national capital is important

A majority of Canadians say it is very important (51%) or somewhat important (39%) to ensure that federal lands and building are in keeping with the role and significance of a national capital, while three per cent say it is not at all important and five per cent say it is not very important. Two per cent are unsure.

Residents of Ontario outside of CCR, and residents of Canada's Capital Region had higher intensities of importance with more than nine in ten saying this is very important (58% each) or somewhat important (36% and 35% respectively).

Subgroups	Very important/ Somewhat important
Atlantic (n=300)	89.0%
Quebec no CCR (n=350)	85.9%
Ontario no CCR (n=350)	93.8%
CCR (n=100)	92.4%
Prairies (n=600)	88.1%
British Columbia (n=300)	88.0%
Male (n=947)	88.8%
Female (n=1053)	90.8%
18 to 34 (n=356)	90.4%
35 to 54 (n=635)	89.5%
55 plus (n=1009)	89.6%

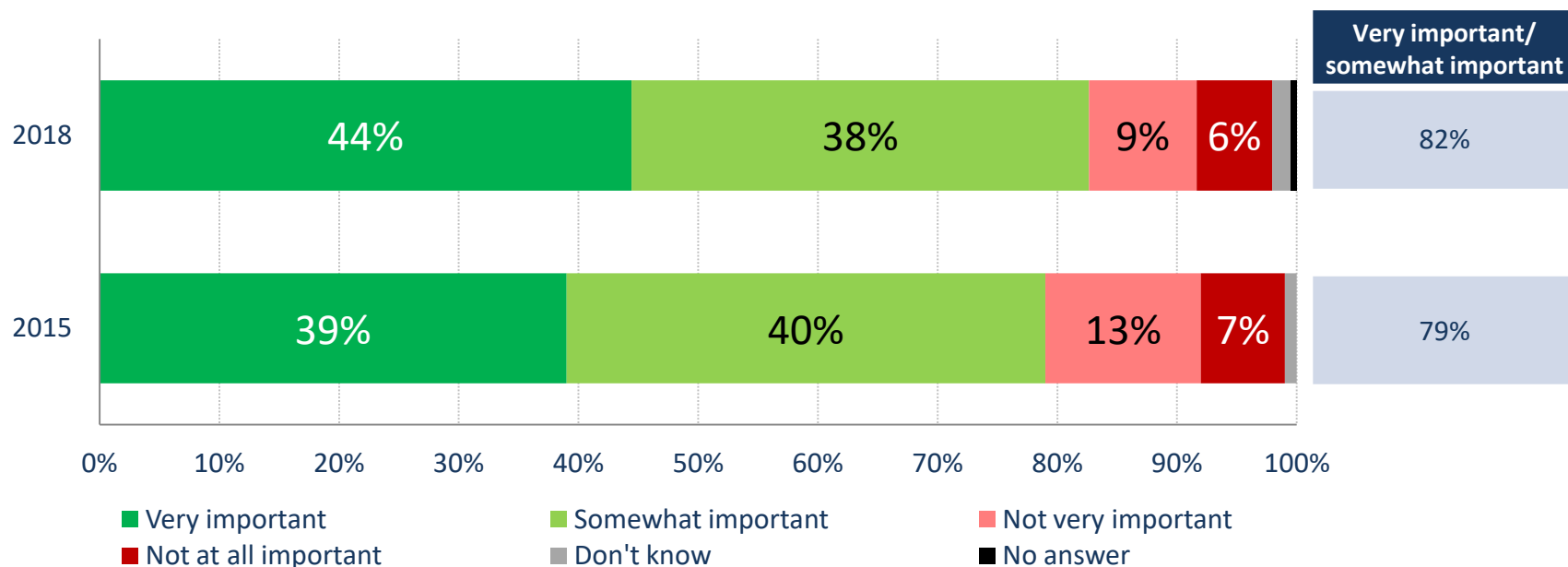
\*Weighted to the true population proportion.

**QUESTION 11** - There are a number of activities undertaken to make Canada's Capital Region a greater source of pride for Canadians. Please tell me how important you consider each of the following. [RANDOMIZE]

**Ensuring that federal lands and buildings are in keeping with the role and significance of a national capital**

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=2,000, accurate 2.2 percentage points plus or minus, 19 times out of 20.

# Importance of maintaining residences for Canada's official leaders has increased since 2015



**\*Note: Charts may not add up to 100 due to rounding**

Over eight in ten Canadians say it is very important (44%, up from 39% in 2015) or somewhat important (38%, 40% in 2015), to ensure that the residences for Canada's official leaders are properly maintained. Over one in ten say it is not at all important (six per cent) or somewhat not important (nine per cent). Two per cent are unsure.

**QUESTION 12** - There are a number of activities undertaken to make Canada's Capital Region a greater source of pride for Canadians. Please tell me how important you consider each of the following. [RANDOMIZE]

**Ensuring that the residences for Canada's official leaders - that is, the Governor General, the Prime Minister, and the Leader of the Official Opposition - are properly maintained**

**2015 wave:** Ensuring that **accommodations** for Canada's official leaders - that is, the Governor General, the Prime Minister, and the Official Leader of the Opposition - are **well** maintained



# A majority of Canadians say ensuring proper maintenance of residences for Canada's official leaders is important

Over eight in ten Canadians say it is very important (44%) or somewhat important (38%), while over one in ten say it is not at all important (six per cent) or somewhat not important (nine per cent) to ensure that the residences for Canada's official leaders are properly maintained. Two per cent are unsure.

Residents of the CCR (50% very important; 39% somewhat important) and Ontario (50% very important; 36% somewhat important) gave higher intensities of importance to this, while residents of the Prairies (38% very important; 40% somewhat important) and Quebec (41% very important; 37% somewhat important) gave lower intensities of importance.

Subgroups	Very important/ Somewhat important
Atlantic (n=300)	83.0%
Quebec no CCR (n=350)	77.9%
Ontario no CCR (n=350)	86.5%
CCR (n=100)	89.0%
Prairies (n=600)	77.9%
British Columbia (n=300)	84.7%
Male (n=947)	82.3%
Female (n=1053)	83.0%
18 to 34 (n=356)	80.5%
35 to 54 (n=635)	81.7%
55 plus (n=1009)	85.0%

\*Weighted to the true population proportion.

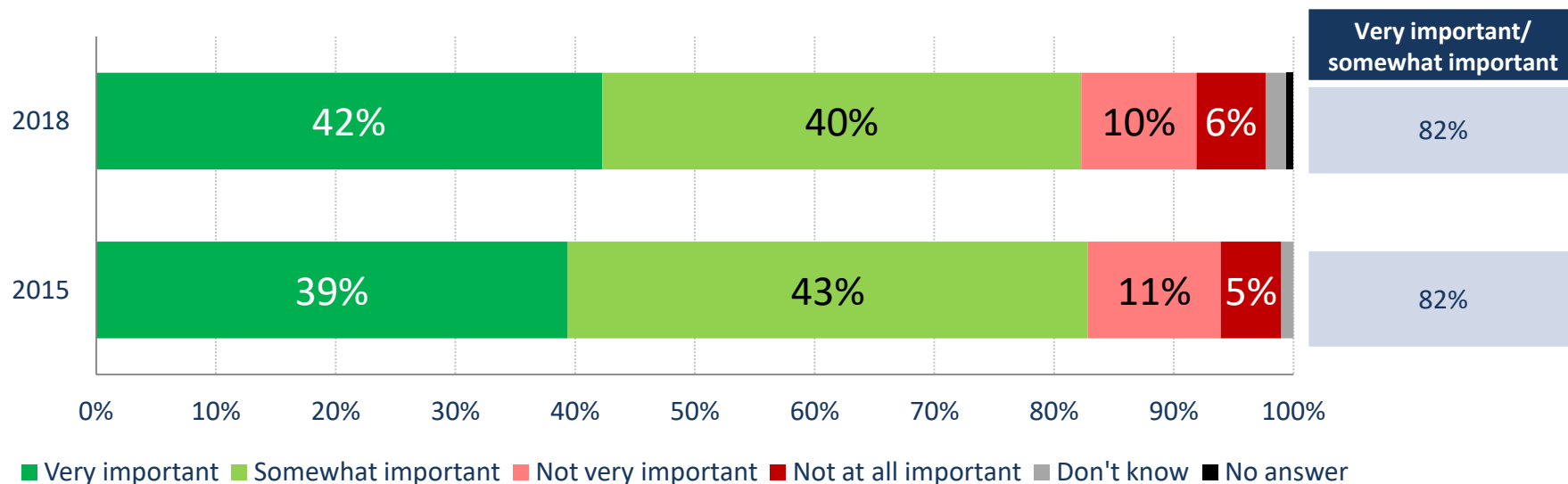
**QUESTION 12** - There are a number of activities undertaken to make Canada's Capital Region a greater source of pride for Canadians. Please tell me how important you consider each of the following. [RANDOMIZE]

**Ensuring that the residences for Canada's official leaders - that is, the Governor General, the Prime Minister, and the Leader of the Official Opposition - are properly maintained**

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=2,000, accurate 2.2 percentage points plus or minus, 19 times out of 20.



# Importance of ensuring federal lands in CCR serve as settings for state events remains consistent with 2015



**\*Note: Charts may not add up to 100 due to rounding**

Consistent with research done in 2015, over eight in ten Canadians say it is very important (42%) or somewhat important (40%) to ensure that federal lands in Canada's Capital Region serve as appropriate settings for state events and ceremonies. Close to two in five say it is not at all important (six per cent) or not very important (10%). Two per cent are unsure.

**QUESTION 13** - There are a number of activities undertaken to make Canada's Capital Region a greater source of pride for Canadians. Please tell me how important you consider each of the following. [RANDOMIZE]

**Ensuring that federal lands in Canada's Capital Region, including the residences for Canada's official leaders, serve as appropriate settings for state events and ceremonies.**

**2015 wave:** Ensuring that federal lands in Canada's Capital Region, including **accommodations** for Canada's official leaders, serve as **inspiring** settings for state events and ceremonies

# A majority of Canadians say ensuring federal lands in CCR serve as settings for state events is important

Most Canadians say it is very important (42%) or somewhat important (40%) to ensure that federal lands in Canada's Capital Region serve as appropriate settings for state events and ceremonies, while close to two in five say it is not at all important (six per cent) or not very important (10%). Two per cent are unsure.

There are no significant differences between regions/provinces, age or gender with regards to the importance of ensuring federal lands in CCR serve as appropriate settings for state events and ceremonies.

Subgroups	Very important/ Somewhat important
Atlantic (n=300)	85.3%
Quebec no CCR (n=350)	79.1%
Ontario no CCR (n=350)	85.0%
CCR (n=100)	81.6%
Prairies (n=600)	77.4%
British Columbia (n=300)	85.8%
Male (n=947)	82.3%
Female (n=1053)	82.2%
18 to 34 (n=356)	81.7%
35 to 54 (n=635)	79.8%
55 plus (n=1009)	84.9%

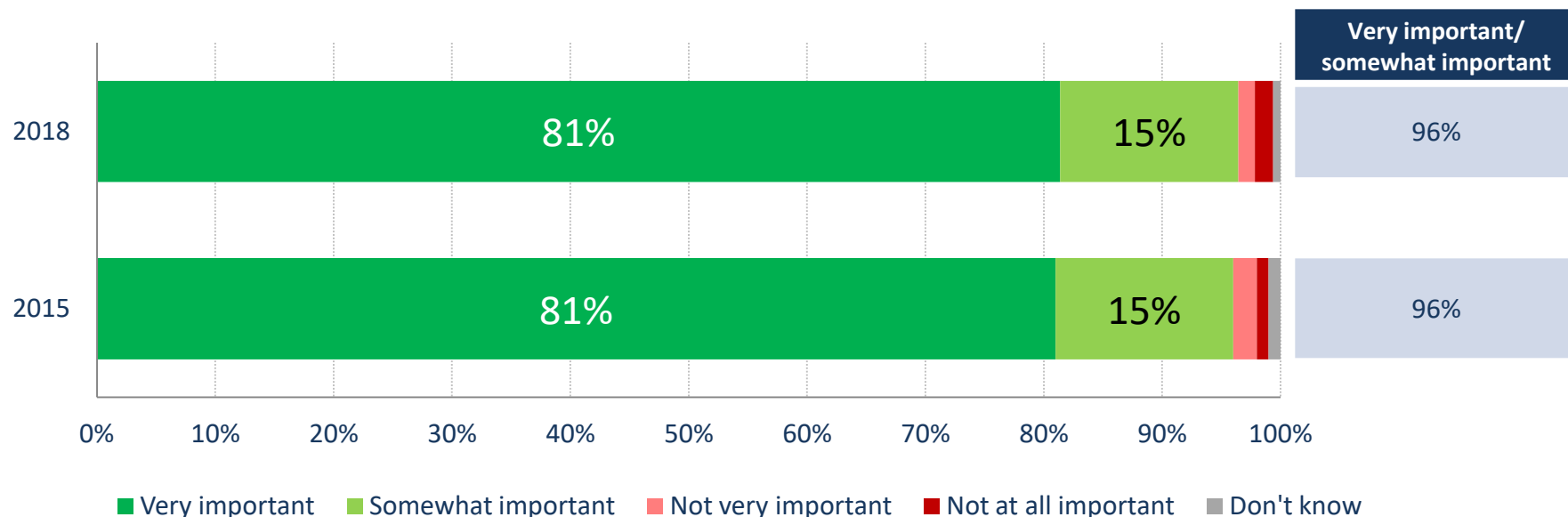
\*Weighted to the true population proportion.

**QUESTION 13** - There are a number of activities undertaken to make Canada's Capital Region a greater source of pride for Canadians. Please tell me how important you consider each of the following. [RANDOMIZE]

**Ensuring that federal lands in Canada's Capital Region, including the residences for Canada's official leaders, serve as appropriate settings for state events and ceremonies.**

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=2,000, accurate 2.2 percentage points plus or minus, 19 times out of 20.

# Importance of NCC ensuring parks and green spaces in CCR are protected is consistent with 2015



**\*Note: Charts may not add up to 100 due to rounding**

Asked how important it is to ensure that parks and green spaces in Canada's Capital Region are protected for current and future generations of Canadians, more than nine in ten say it is very important (81%) or somewhat important (15%). This is consistent with the research done in 2015 (81% very important; 15% somewhat important in 2015 as well). Two per cent say it is not at all important and one per cent say it is not very important. One per cent are unsure.

**QUESTION 14** - There are a number of activities undertaken to make Canada's Capital Region a greater source of pride for Canadians. Please tell me how important you consider each of the following. [RANDOMIZE]

**Ensuring that parks and green spaces in Canada's Capital Region are protected for current and future generations of Canadians**

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=2,000, accurate 2.2 percentage points plus or minus, 19 times out of 20.

Source: Environics, random telephone survey, May 7<sup>th</sup> to 21<sup>st</sup>, 2015, n=2017, accurate 2.2 percentage points plus or minus, 19 times out of 20.

# More than 9 in 10 Canadians say ensuring parks and green spaces in CCR are protected is important

The majority of Canadians say it is very important (81%) or somewhat important (15%) to ensure that parks and green spaces in Canada's Capital Region are protected for current and future generations of Canadians, receiving the highest intensity of importance compared to other activities undertaken to make CCR a greater source of pride for Canadians.

Two per cent say it is not at all important and one per cent say it is not very important. One per cent are unsure.

There are no significant differences between regions/provinces, age or gender with regards to ensuring parks and green spaces in CCR are protected for current and future generations.

Subgroups	Very important/ Somewhat important
Atlantic (n=300)	94.2%
Quebec no CCR (n=350)	95.0%
Ontario no CCR (n=350)	97.7%
CCR (n=100)	97.4%
Prairies (n=600)	94.1%
British Columbia (n=300)	97.5%
Male (n=947)	95.5%
Female (n=1053)	96.8%
18 to 34 (n=356)	98.4%
35 to 54 (n=635)	95.2%
55 plus (n=1009)	95.5%

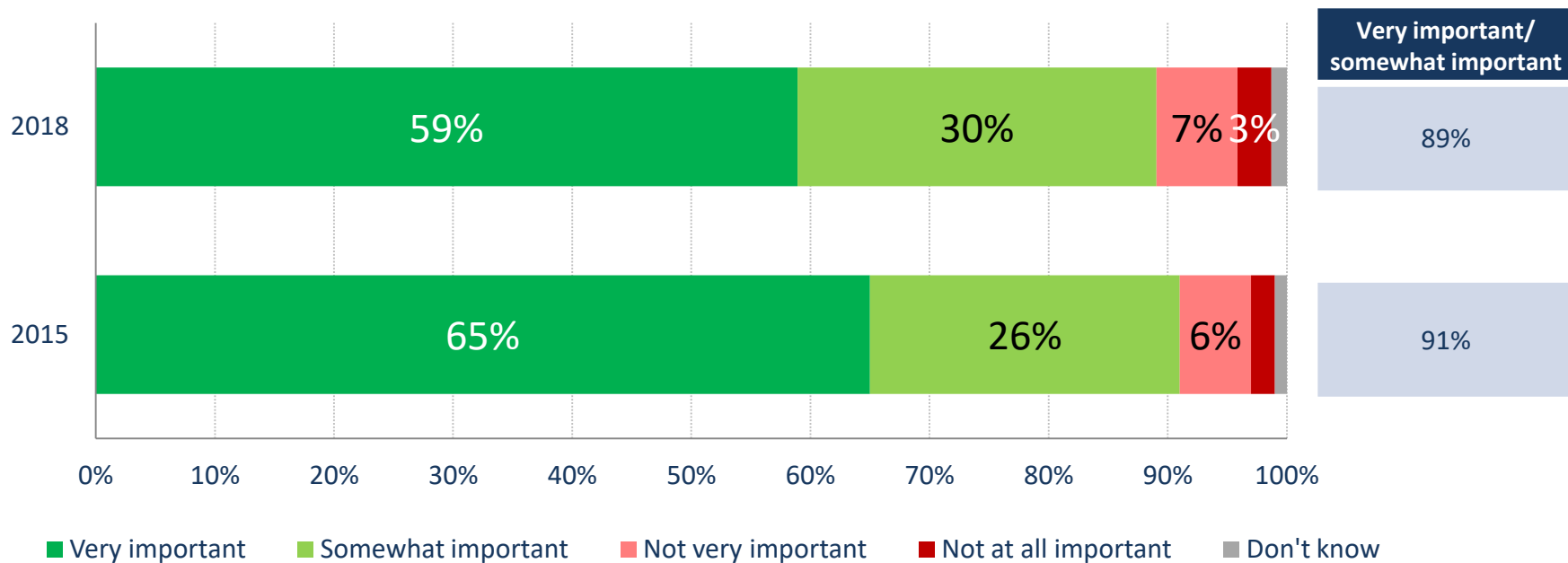
\*Weighted to the true population proportion.

**QUESTION 14** - There are a number of activities undertaken to make Canada's Capital Region a greater source of pride for Canadians. Please tell me how important you consider each of the following. [RANDOMIZE]

**Ensuring that parks and green spaces in Canada's Capital Region are protected for current and future generations of Canadians**

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=2,000, accurate 2.2 percentage points plus or minus, 19 times out of 20.

# Intensity of importance of Canada's Capital having a distinct identity remains consistent with 2015



**\*Note: Charts may not add up to 100 due to rounding**

Almost nine in ten Canadians say it is very important (59%, down from 65% in 2015) or somewhat important (30%, 26% in 2015) important for Canada's Capital to have a distinct and internationally recognized identity. One in ten say it is not at all important (three per cent) or not very important (seven per cent), while one per cent are unsure.

**QUESTION 15** - How important is it for Canada's Capital to have a distinct and internationally recognized identity?

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=2,000, accurate 2.2 percentage points plus or minus, 19 times out of 20.

Source: Environics, random telephone survey, May 7<sup>th</sup> to 21<sup>st</sup>, 2015, n=2,017, accurate 2.2 percentage points plus or minus, 19 times out of 20.

# Almost 9 in 10 Canadians say it is very or somewhat important for Canada's Capital to have a distinct identity

Most Canadians say it is very important (59%) or somewhat important (30%) important for Canada's Capital to have a distinct and internationally recognized identity, while one in ten say it is not at all important (three per cent) or not very important (seven per cent), and one per cent are unsure.

There are no significant differences between regions/provinces, age or gender with regards to the importance of Canada's Capital having a distinct and internationally recognized identity.

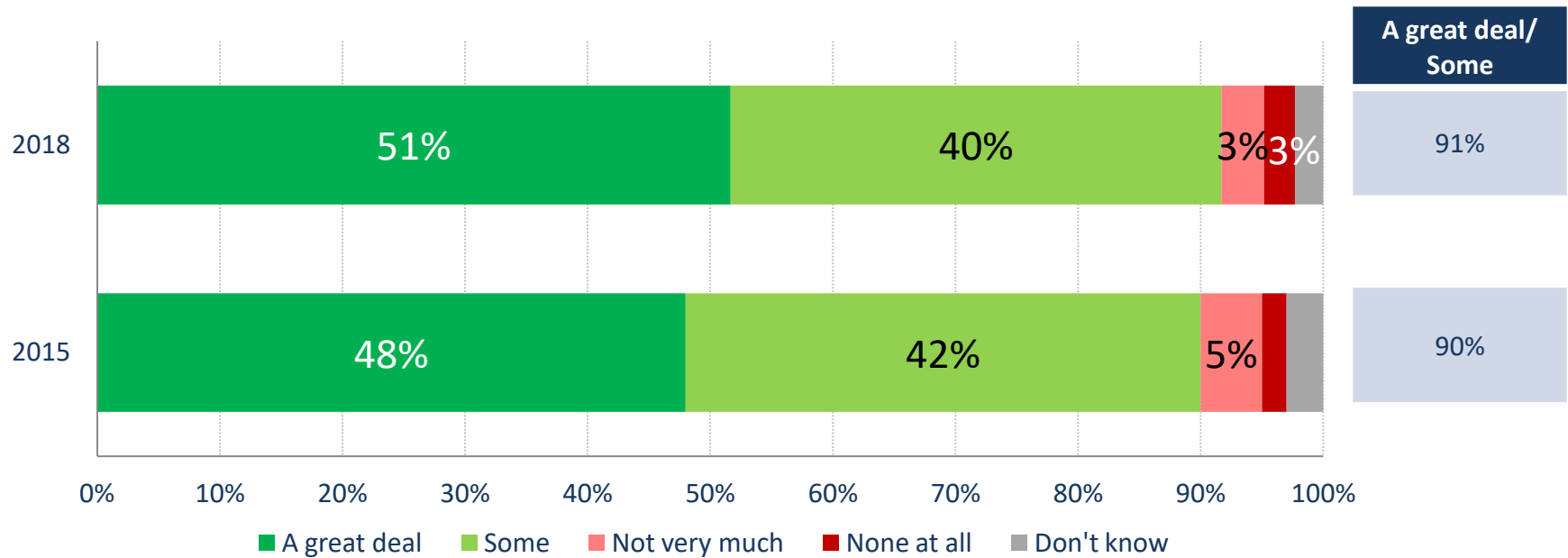
Subgroups	Very important/ Somewhat important
Atlantic (n=300)	89.0%
Quebec no CCR (n=350)	88.0%
Ontario no CCR (n=350)	91.0%
CCR (n=100)	92.5%
Prairies (n=600)	87.4%
British Columbia (n=300)	85.1%
Male (n=947)	88.3%
Female (n=1053)	89.2%
18 to 34 (n=356)	88.4%
35 to 54 (n=635)	88.1%
55 plus (n=1009)	89.6%

\*Weighted to the true population proportion.

**QUESTION 15** - How important is it for Canada's Capital to have a distinct and internationally recognized identity?

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=2,000, accurate 2.2 percentage points plus or minus, 19 times out of 20.

# Most Canadians think NCC should place at least some emphasis on long term planning – consistent with 2015



**\*Note: Charts may not add up to 100 due to rounding**

Asked how much emphasis they think the National Capital Commission should place on planning for the long-term future of Canada's Capital Region, just over half of Canadians (51%) say a great deal, which is consistent with research done in 2015. Two in five (40%) say some emphasis should be put on planning for the long-term future of Canada's Capital Region, while less than one in ten say not very much emphasis (three per cent) or none at all (three per cent). Two per cent are unsure.

**QUESTION 16** - How much emphasis do you think the National Capital Commission should place on planning for the long-term future of Canada's Capital Region? Would you say...?

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=2,000, accurate 2.2 percentage points plus or minus, 19 times out of 20.

Source: Environics, random telephone survey, May 7<sup>th</sup> to 21<sup>st</sup>, 2015, n=2,017, accurate 2.2 percentage points plus or minus, 19 times out of 20.



# A majority of Canadians think the NCC should place a great deal or some emphasis on long term planning for CCR

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=2,000, accurate 2.2 percentage points plus or minus, 19 times out of 20.

More than nine in ten Canadians say they think the National Capital Commission should place a great deal of emphasis (51%) or some emphasis (40%) on planning for the long-term future of CCR, while less than one in ten say not very much emphasis (three per cent) or none at all (three per cent). Two per cent are unsure.

There are no significant differences between regions/provinces, age or gender with regards to placing emphasis on planning for the long-term future of CCR.

Subgroups	A great deal/some
Atlantic (n=300)	89.4%
Quebec no CCR (n=350)	90.9%
Ontario no CCR (n=350)	94.2%
CCR (n=100)	95.3%
Prairies (n=600)	86.9%
British Columbia (n=300)	90.3%
Male (n=947)	90.4%
Female (n=1053)	92.2%
18 to 34 (n=356)	94.7%
35 to 54 (n=635)	90.5%
55 plus (n=1009)	89.6%

\*Weighted to the true population proportion.

**QUESTION 16** - How much emphasis do you think the National Capital Commission should place on planning for the long-term future of Canada's Capital Region? Would you say...?

# Canadians most often say the NCC should include Indigenous Peoples in planning and decision making

	Frequency (n=2000)
Include them in planning/decision making/consultations	27%
Form a relationship/communicate	8%
They are doing just fine/There's nothing more to do	6%
Honor and publicize them as Aboriginal lands/include signs or monuments	5%
Give them their land back/settle land claims	4%
Respect/Reconciliation is needed	4%
All Canadians should be equal/don't need special treatment	3%
Increase awareness and education to the public/recognize Aboriginals more across Canada	3%
Need to help them with education/healthcare/social services/quality of life on reserves	3%
Other	4%
Unsure	22%
No answer	11%

Asked what the NCC can do to foster a more inclusive and meaningful relationship with Indigenous Peoples, Canadians most frequently mention include them in planning/decision making/consultation (27%), followed by form a relationship/communicate (eight per cent), they are doing just fine, there is nothing more to do (six per cent) and honor and publicize them as Aboriginal lands/include signs or monuments (five per cent). Twenty-two per cent are unsure.

CCR residents were more likely to mention include them in planning/decision making (32%), while residents of the Prairies were less likely to mention this (21%).

**QUESTION 17** – Canada's Capital Region is on the traditional lands of the Algonquin Nation. What can the NCC do to foster a more inclusive and meaningful relationship with Indigenous Peoples? [Open-ended] [NEW]

Source: Nanos Research, RDD dual frame random telephone survey, July 25<sup>th</sup> to August 12<sup>th</sup>, 2018, n=2,000, accurate 2.2 percentage points plus or minus, 19 times out of 20.

# Technical Note

Element	Description	Element	Description
Organization who commissioned the research	National Capital Commission	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 all regions of Canada. See tables for full weighting disclosure
Final Sample Size	2000 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Margin of Error	±2.2 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone survey	Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	Seven percent, consistent with industry norms.
Demographics (Captured)	Atlantic Canada, Quebec outside CCR, Ontario outside CCR, CCR, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire (Appendix).
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Content	All questions asked are contained in the report.
Number of Calls	Maximum of five call backs.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Survey Company	Nanos Research
Field Dates	July 25 <sup>th</sup> to August 12 <sup>th</sup> , 2018.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Language of Survey	The survey was conducted in both English and French.		
Standards	This report meets the standards set forth by the MRIA which can be found here: <a href="https://mria-arim.ca/polling">https://mria-arim.ca/polling</a>		

# Appendix - Questionnaire



Client: 2018-1210 NCC Survey  
 Field: Telephone Survey, n=2000 Canadians. Random telephone survey, dual frame land- and cell-line RDD sample with live agents.  
 Accuracy: Margin of error  $\pm 2.2$  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 nine minutes to complete]

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

[IF ASKED: We can still do the survey even if you have never been to Canada's Capital Region]

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

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

1. To start off, what comes to mind when you think about Canada's Capital Region? [TRACKING]  
 [IF ASKED: Canada's Capital Region is the cities of Ottawa, Ontario and Gatineau, Quebec]  
 [OPEN-ENDED]

Please keep in mind that this survey is focused on Canada's Capital Region, that is, the cities of Ottawa, Ontario and Gatineau, Quebec, not on current issues dealing with politics and government.

2. In general terms, would you say you have a very positive, somewhat positive, neutral, somewhat negative or very negative impression of Canada's Capital Region? [TRACKING - Tweaked]  
 Very positive .....1  
 Somewhat positive .....2  
 Neutral .....3  
 Somewhat negative .....4

Very negative .....5  
 Don't know .....77 [Unprompted][ Skip to Q4]  
 No answer .....99 [Unprompted] [Skip to Q4]

3. Why do you say that? [OPEN-ENDED] (REPEAT IF NECESSARY: that your overall impression of Canada's Capital Region was [INSERT from Q2: very positive, somewhat positive, neutral, somewhat negative or very negative]. [TRACKING]

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

[RANDOMIZE 4-6]

4. Canada's Capital Region is an important national symbol" [TRACKING]
5. "I should have a say in the future plans of Canada's Capital Region." [TRACKING]
6. "Canada's Capital Region is a source of pride for me." [TRACKING]
 

Strongly agree .....1  
 Somewhat agree.....2  
 Somewhat disagree .....3  
 Strongly disagree .....4  
 Don't know .....77 [Unprompted]  
 No answer .....99 [Unprompted]
7. There is an organization in Canada's Capital Region 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.
 

Can you tell me the name of this organization? [TRACKING] (OPEN-ENDED)  
 IF National Capital Commission/NCC then SKIP TO Q9 .....1  
 Other (SPECIFY) .....20  
 Don't know .....77  
 No answer .....99
8. (IF NCC NOT MENTIONED AT Q7) The National Capital Commission, also known as the NCC, is the organization responsible for these activities. Now that I have mentioned it, do you recall or not recall hearing about the National Capital Commission? [TRACKING]
 

Recall NCC .....1  
 Do not recall .....2  
 Don't know .....77  
 No answer .....99
9. Can you recall or not recall any public consultations that were undertaken by the NCC? [New]
 

Recall .....1 [GO TO Q10]  
 Do not recall .....2 [SKIP TO Q11]

10. [IF RECALL] What were they about? [Open-ended][New][USE LIST TO CODE - DO NOT PROMPT]

Plan for Canada's Capital .....	1
Gatineau Park Master Plan Review .....	2
Responsible Trail Management in Gatineau Park .....	3
LeBreton Flats Redevelopment .....	4
Nepean Point Redevelopment .....	5
Capital Illumination Plan .....	6
NCC Initiatives for Canada's 150 <sup>th</sup> Anniversary .....	7
Ottawa River South Shore Riverfront Park Plan .....	8
Ottawa River North Shore Parklands Plan .....	9
The Ottawa Hospital Site Review .....	10
Other Please specify: .....	20

There are a number of activities undertaken to make Canada's Capital Region a greater source of pride for Canadians. Please tell me how important you consider each of the following.

11. Ensuring that federal lands and buildings are in keeping with the role and significance of a national capital. [TRACKING]
12. Ensuring that the residences for Canada's official leaders - that is, the Governor General, the Prime Minister, and the Leader of the Official Opposition - are properly maintained. [TRACKING - TWEAKED]
13. Ensuring that federal lands in Canada's Capital Region, including the residences for Canada's official leaders, serve as appropriate settings for state events and ceremonies. [TRACKING - TWEAKED]
14. Ensuring that parks and green spaces in Canada's Capital Region are protected for current and future generations of Canadians [TRACKING]
 

Very important .....	1
Somewhat important .....	2
Not very important .....	3
Not at all important.....	4
Don't know .....	77 [Unprompted]
No answer .....	99 [Unprompted]
15. How important is it for Canada's Capital to have a distinct and internationally recognized identity? [TRACKING]
 

Very important .....	1
Somewhat important .....	2
Not very important .....	3
Not at all important.....	4
Don't know .....	77 [Unsure]
No answer .....	99 [Unprompted]



16. How much emphasis do you think the National Capital Commission should place on planning for the long-term future of Canada's Capital Region? Would you say...?

- A great deal .....1
- Some .....2
- Not very much .....3
- None at all .....4
- Don't know .....77 [Unprompted]
- No answer .....99 [Unprompted]

17. Canada's Capital Region is on the traditional lands of the Algonquin Nation. What can the NCC do to foster a more inclusive and meaningful relationship with Indigenous Peoples? [Open-ended][NEW]

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.

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

- Elementary school .....1
- Some high school .....2
- Completed high school .....3
- Some community college/technical college/CEGEP .....4
- Completed community college/technical college/CEGEP .....5
- Some university .....6
- Completed university .....7
- Post-graduate degree .....8
- No schooling .....9
- No Response/Refused .....99 [Unprompted]

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

- 18 to 24 .....1
- 25 to 34 .....2
- 35 to 44 .....3
- 45 to 54 .....4
- 55 to 64 .....5
- 65 and over .....6
- No Response/Refused .....99 [Unprompted]

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

- Twitter .....1
- Facebook .....2
- Flicker .....3
- Linked In .....4
- You Tube .....5
- My Space .....6
- Google + .....7
- Instagram .....8
- Pinterest .....9
- Other (please specify) .....20

None/No response.....99

21. What is your first language, that is, the language you first learned at home?

CODE ONE ONLY

English .....1

French.....2

Other .....3

No response/Refused .....99

22. 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

23. Gender

Male.....1

Female.....2

24. Language of interview

English .....1

French.....2

## Introduction

Bonjour/ Bonsoir. Mon nom est \_\_\_\_\_ et j'appelle de Nanos Research, une société de recherche sur l'opinion publique. Nous menons aujourd'hui un bref sondage sur la région de la capitale du Canada. Nous vous assurons que nous n'essayons pas de vous vendre quoi que ce soit. Votre participation n'est pas obligatoire et tout ce que vous direz demeurera strictement confidentiel.

Nous choisissons des numéros de téléphone au hasard, et nous sélectionnons ensuite aléatoirement une personne à interviewer. Ainsi, nous aimerions parler à la personne de votre foyer âgée de 18 ans ou plus qui a célébré son anniversaire de naissance le plus récemment. S'agit-il de vous?

[SI ON LE DEMANDE : Répondre au sondage devrait prendre environ neuf minutes de votre temps.]  
 [SI ON LE DEMANDE : Je pourrai vous révéler le nom du commanditaire du sondage à la fin de celui-ci.]  
 [SI ON LE DEMANDE : Vous pouvez répondre au sondage même si vous n'avez jamais visité la région de la capitale du Canada.]

SI LA PERSONNE CHOISIE N'EST PAS DISPONIBLE, PRENDRE UN RENDEZ-VOUS POUR LE RAPPEL.

SI LA PERSONNE CHOISIE N'EST PAS DISPONIBLE DURANT LA PÉRIODE DES ENTREVUES, CHOISISSEZ LA DEUXIÈME PERSONNE DONT L'ANNIVERSAIRE DE NAISSANCE EST LE PLUS RÉCENT.

VEUILLEZ CONFIRMER SI LE RÉPONDANT/LA RÉPONDANTE PRÉFÈRE QUE L'ENTREVUE SE DÉROULE EN ANGLAIS OU EN FRANÇAIS.

A. Est-ce que vous ou quelqu'un de votre ménage ou de votre famille immédiate travaillez dans l'un des secteurs suivants?

- ☐ Société d'études de marché
- ☐ Agence de publicité
- ☐ Télévision, radio, médias

Si « oui » à l'un des emplois ci-dessus – remercier et terminer.

1. Pour commencer, qu'est-ce qui vous vient à l'esprit lorsque vous pensez à la région de la capitale du Canada? [TRACKING] [SI ON LE DEMANDE : la capitale du Canada, c'est-à-dire les villes d'Ottawa, en Ontario, et de Gatineau, au Québec] [OPEN-ENDED]

Veillez garder à l'esprit que le présent sondage porte sur la région de la capitale du Canada, c'est-à-dire les villes d'Ottawa, en Ontario, et de Gatineau, au Québec, et non sur les enjeux actuels concernant la politique et le gouvernement.

2. De manière générale, diriez-vous que vous avez une impression très positive, plutôt positive, neutre, plutôt négative ou très négative de la région de la capitale du Canada? [TRACKING]
  - Très positive .....1
  - Plutôt positive .....2
  - Neutre .....3
  - Plutôt négative .....4
  - Très négative .....5
  - Je ne sais pas.....77 [Unprompted][Skip to Q4]

Pas de réponse .....99 [Unprompted] [Skip to Q4]

3. Pourquoi dites-vous cela? [OPEN-ENDED] (SI NÉCESSAIRE : vous avez répondu que votre impression générale de la région de la capitale du Canada était [INSÉRER la réponse à Q2 : très positive, plutôt positive, neutre, plutôt négative ou très négative]). [TRACKING]

Dites-moi si vous êtes tout à fait d'accord, plutôt d'accord, plutôt en désaccord ou tout à fait en désaccord avec chacun des énoncés suivants :

[RANDOMIZE 4-6]

4. « La région de la capitale du Canada est un symbole important du Canada. » [TRACKING]
5. « Je devrais avoir un mot à dire dans la planification de l'avenir de la région de la capitale du Canada. » [TRACKING]
6. « La région de la capitale du Canada est une source de fierté pour moi. » [TRACKING]
 

Tout à fait d'accord .....	1
Plutôt d'accord .....	2
Plutôt en désaccord .....	3
Tout à fait en désaccord .....	4
Je ne sais pas .....	77 [Unprompted]
Pas de réponse .....	99 [Unprompted]
7. Il existe un organisme dans la région de la capitale du Canada qui est responsable de la planification de l'utilisation et de l'aménagement des terrains fédéraux et de la préservation des sites patrimoniaux comme les résidences officielles et les lieux commémoratifs, en plus d'être chargé de la gestion, et de la conservation des biens naturels, comme la Ceinture de verdure et le parc de la Gatineau.
 

Pourriez-vous me dire le nom de cet organisme? [TRACKING] (OPEN-ENDED)

IF Commission de la capitale nationale/CCN then SKIP TO Q9 .....	1
Autre (veuillez préciser) .....	20
Je ne sais pas .....	77
Pas de réponse .....	99
8. (SI NE MENTIONNE PAS LA CCN À Q7) La Commission de la capitale nationale, aussi connue sous le nom de CCN, est l'organisme responsable de ces activités. Maintenant que je vous l'ai mentionnée, vous souvenez-vous d'avoir entendu parler de la Commission de la capitale nationale? [TRACKING]
 

Oui .....	1
Non .....	2
Je ne sais pas .....	77
Pas de réponse .....	99

9. Vous souvenez-vous avoir entendu parler de consultations publiques menées par la CCN ou non? [New]  
 Se souviens .....1 [GO TO Q10]  
 Ne se souviens pas .....2 [SKIP TO Q11]

10. [IF RECALL] Sur quoi portaient-elles? [Open-ended][New][USE LIST TO CODE - DO NOT PROMPT]

Plan de la capitale du Canada .....	1
Révision du Plan directeur du parc de la Gatineau .....	2
Gestion responsable des sentiers du parc de la Gatineau .....	3
Réaménagement des plaines LeBreton .....	4
Réaménagement de la pointe Nepean .....	5
Plan lumière de la capitale .....	6
Projets de la CCN pour le 150 <sup>e</sup> anniversaire du Canada .....	7
Plan du parc riverain de la berge sud de la rivière des Outaouais .....	8
Plan d'aménagement des terrains riverains situés au nord de la rivière des Outaouais .....	9
Examen des emplacements potentiels de L'Hôpital d'Ottawa .....	10
Autre (veuillez préciser) : .....	20

Plusieurs activités sont menées pour faire de la région de la capitale du Canada une source de fierté encore plus importante pour les Canadiens et les Canadiennes. Dites-moi l'importance que revêt pour vous chacune des activités suivantes.

11. S'assurer que les terrains et édifices fédéraux sont dignes du rôle et de l'importance d'une capitale nationale. [TRACKING]
12. S'assurer que les lieux de résidence des dirigeants officiels du Canada – soit le gouverneur général, le premier ministre et le chef de l'opposition officielle – sont bien entretenus. [TRACKING - TWEAKED]
13. S'assurer que les terrains fédéraux de la région de la capitale nationale, y compris les lieux de résidence des dirigeants officiels du Canada, constituent des cadres appropriés aux activités d'État et aux cérémonies. [TRACKING - TWEAKED]
14. S'assurer que les parcs et espaces verts de la région de la capitale nationale sont protégés pour les générations actuelles et futures de Canadiens et de Canadiennes. [TRACKING]
- |                             |                 |
|-----------------------------|-----------------|
| Très important .....        | 1               |
| Plutôt important .....      | 2               |
| Pas très important .....    | 3               |
| Pas du tout important ..... | 4               |
| Je ne sais pas .....        | 77 [Unprompted] |
| Pas de réponse .....        | 99 [Unprompted] |
15. Dans quelle mesure est-il important que la capitale nationale ait une identité distincte et reconnue à l'échelle internationale? [TRACKING]
- |                             |                 |
|-----------------------------|-----------------|
| Très important .....        | 1               |
| Plutôt important .....      | 2               |
| Pas très important .....    | 3               |
| Pas du tout important ..... | 4               |
| Je ne sais pas .....        | 77 [Unprompted] |
| Pas de réponse .....        | 99 [Unprompted] |

16. Quelle importance la Commission de la capitale nationale devrait-elle accorder à la planification à long terme de l'avenir de la région de la capitale nationale?
- Une grande importance .....1
  - Une certaine importance .....2
  - Peu d'importance .....3
  - Aucune importance.....4
  - Je ne sais pas.....77 [Unprompted]
  - Pas de réponse .....99 [Unprompted]
17. La région de la capitale nationale est située sur les terres traditionnelles de la Nation algonquine. Que peut faire la CCN pour favoriser une relation plus inclusive et significative avec les peuples autochtones? [Open-ended][NEW]

Pour terminer et à des fins strictement statistiques, j'aimerais vous poser quelques questions sur votre ménage et vous-même. Je vous assure que vos réponses demeureront strictement confidentielles.

18. Quel est le niveau de scolarité le plus élevé que vous avez atteint? READ IF NECESSARY - CODE ONE ONLY
- Études primaires.....1
  - Études secondaires en partie.....2
  - Diplôme d'études secondaires.....3
  - Études collégiales, techniques, au cégep en partie .....4
  - Diplôme d'études collégiales/ techniques/DEC .....5
  - Études universitaires en partie .....6
  - Diplôme d'études universitaires .....7
  - Diplôme d'études supérieures.....8
  - Aucune scolarité .....9
  - Pas de réponse/refus .....99 [Unprompted]
19. Dans laquelle des catégories d'âge suivantes vous situez-vous? READ AS NECESSARY - CODE ONE ONLY
- De 18 à 24 ans.....1
  - De 25 à 34 ans.....2
  - De 35 à 44 ans.....3
  - De 45 à 54 ans.....4
  - De 55 à 64 ans.....5
  - 65 ans ou plus.....6
  - Pas de réponse/refus .....99 [Unprompted]
20. Êtes-vous un membre actif de certains réseaux sociaux? Si OUI, lesquels : [DO NOT READ - UNPROMPTED - CODE ALL THAT APPLY]
- Twitter.....1
  - Facebook .....2
  - Flicker.....3
  - Linked In.....4
  - You Tube.....5
  - My Space.....6
  - Google +.....7
  - Instagram.....8
  - Pinterest .....9
  - Autre (veuillez préciser) .....20

Aucun/aucune réponse.....99

21. Quelle est votre langue maternelle, c'est-à-dire la première langue que vous avez apprise à la maison?

CODE ONE ONLY

Anglais .....1  
Français .....2  
Autre .....3  
Pas de réponse/refus .....99

22. Et pour mieux comprendre la façon dont les résultats varient selon la taille des collectivités, puis-je connaître votre code postal de six caractères? IF RESPONDENT REFUSES, ASK FOR FIRST THREE DIGITS ONLY

\_\_\_\_ \_  
99- JE NE SAIS PAS/PAS DE RÉPONSE

RECORD: DO NOT ASK

23. Sexe

Homme .....1  
Femme.....2

24. Langue de l'entrevue

Anglais .....1  
Français .....2