

NATIONAL CAPITAL COMMISSION
COMMISSION DE LA CAPITALE NATIONALE

No.	2017-A28
To	Board of Directors
Date	2017-09-12

For INFORMATION

Subject/Title

2016-17 National Capital Commission Public Awareness Survey Results

Summary

- Unaided and aided awareness of the NCC remains high at close to 9 in 10
- Most have either positive or “neutral” views of the organization, or do not know enough to say – these latter groups (37%) provide an opportunity for NCC outreach
- Almost all residents agree the NCC has a role to play in making the Capital an inspiring reflection of Canada and Canadians
- Awareness of NCC media coverage reached a new high in this survey
- Awareness of NCC consultations is also significantly higher
- Negative responses obtained in November/December had for the most part rebounded by February

Risk Summary

Not applicable

Recommendation

Not applicable

Submitted by:

Jayne Hinchliff-Milne,
Name

Signature

1. Strategic Priorities

Current public opinion across Canada's Capital Region will continue to be used to inform NCC's engagement strategy.

As with all surveys conducted by the NCC, it also provides information with respect to the achievement of NCC's mandate, e.g., pride in Canada's Capital Region, as well as Capital stewardship and protection and Capital planning outcomes.

2. Authority

NCC Research and Evaluation Policy 2013

3. Context

In 2014-15, the NCC Board of Directors and CEO identified a priority of being able to assess, monitor and report on public and stakeholder opinions in order to ensure strong alignment of its plans, projects and relationships. The last public awareness survey for the National Capital Region was completed in Fall 2014.

As a result of a competitive process, Environics Research Group was awarded the contract to conduct the 2016 study to measure current public opinion across Canada's Capital Region (CCR) and to compare survey results with previous years. In order to ensure that results were not biased by media attention regarding the future location of the Ottawa Hospital, the telephone survey, comprising 1,539 residents of CCR, was conducted during two waves: November 28 to December 19, 2016 (789) and February 6 to 19, 2017 (750). The margin of error for a sample of 1,539 is $\pm 2.5\%$ at the 95% confidence level.

The specific research objectives were varied including residents' awareness of the NCC and its mandate, public attitudes about the NCC's responsibilities and performance, and residents' views on what the NCC's priorities should be over the next few years. To the extent possible, how these opinions differed by province and neighborhood were also captured.

This information will assist with and complement NCC's efforts towards proactive communications and increasing awareness of stakeholders on not only what the NCC does, but more importantly, how stakeholders can work with the NCC and contribute to building their Capital, for all Canadians.

4. Options Analysis (Survey Results)

Awareness and familiarity with the NCC:

- The NCC remains most widely recognized for the Rideau Canal Skateway (55% compared to 52% in 2014), followed by Gatineau Park (47% versus 45% in

2014), the Greenbelt (46% versus 40% in 2014) and the parkways (46% versus 39% in 2014).

- Over half of residents (55% up from 29% in 2014) are now able to identify the NCC unaided when read a description of its mandate.
- Total awareness of the NCC (aided and unaided) is consistent with previous years, with nine in ten residents (89%) expressing some level of awareness of the organization.

Four in ten CCR residents (40%) familiar with the NCC are aware that opportunities for public consultation exist, notably higher than in previous years (26% in 2014). Active participation in consultations remains low but continues to slowly trend upwards, with 11% (7% in 2014) saying they had ever gone to some type of session or provided input to the NCC.

Impressions and assessment of performance:

- Overall impressions of the NCC are similar to 2014, with just over six in ten reporting a positive (62%) view of the organization (66% in 2014). Three in ten (29%) report a neutral impression (26% in 2014), while the proportion expressing a negative impression remains small at 9% in 2016 (7% in 2014).
- Consistent with 2014, six in ten residents positively assess the NCC's performance on developing federal government property (62%) and on planning land use (59%).
- Forty-five percent (45%) give the NCC a good or excellent rating for balancing its plans and developments for the region with those of local municipalities (up from 40% in 2014).
- The same as in 2014, close to eight in ten (78%) say the NCC is doing a good job at safeguarding physical assets of national significance.
- Seven in ten (72%) say the NCC is doing an excellent or good job at protecting the environment when asked this new question in 2016.
- Majorities of residents familiar with the NCC continue to agree to some extent that they trust the NCC to make good decisions (73%), that NCC shares their values (72%) and that NCC is well-managed (62%). While decreases were noted in the November/December 2016 period, impressions had increased significantly by February 2017 surpassing the 2014 results.
- When it comes to whether the NCC does a good job of consulting and informing the public on its plans and programs, now over half agree (56% up from 48% in 2014), which is consistent with more awareness of consultation opportunities.

As in 2014 (96%), almost all residents agree (94%) that the NCC has a role to play in making the Capital an inspiring reflection of Canada and Canadians.

5. Financial Details

Not applicable

6. Opportunities and Expected Results

Those who know the NCC are generally positive, with a only a few having negative opinions. The opportunity exists to increase awareness of those who don't know the NCC – 37% of Canada's Capital Region residents.

7. Risks and Mitigation Measures

Not applicable

8. Consultations and Communications

The results have been fully shared with the Executive Management Committee and PCA Branch.

9. Next Steps

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

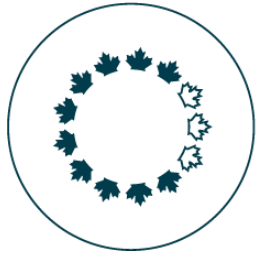
10. List of Appendices

Appendix A: 2016-17 National Capital Region Public Awareness Survey - June 2017 - Final Report

11. Authors of the Submission

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NCC
CCN

National Capital Commission
2016/17 Public Awareness Survey
Final Report

June 2017

ENVIRONICS
RESEARCH

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Executive summary

This research confirms 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. Half of CCR residents and a strong majority of those who feel they know enough to say, see the NCC in a favourable light. While there is a very small proportion with negative impressions, about a third of residents do not feel informed enough to form an impression, and another small proportion have so-so impressions. These latter two groups represent areas of opportunity for NCC outreach and communication efforts. Majorities continue to give the NCC good marks on development of federal government property and planning federal land use in the region, and assessments of the NCC balancing of activities with the needs of local municipalities have improved somewhat compared to 2014. Close to eight in ten say the NCC is generally doing a good job in safeguarding assets of national significance, and seven in ten think it is protecting the environment. More are becoming aware of consultation opportunities, and active participation in consultation slowly continues to trend upward. In November/December, news about the Ottawa Hospital location boosted awareness of media coverage, but left a more negative impression of the NCC; this recovered in February, however, when those reporting media recall were left with higher than usual favorable impressions. Majorities continue to agree the NCC shares their values and trust it to make good decisions, and more people than in 2014 agree it does a good job of consulting and informing the public regarding its plans/programs. As in 2014, 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 (55%), followed by Gatineau Park (47%), the Greenbelt (46%) and the parkways (46%).
- Over half of residents 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 than among Quebec residents.
- 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 six in ten residents expressing some degree of familiarity. Overall familiarity is highest on the Ontario side.

...Continued

Executive summary continued

Awareness of recent communications activity or media

- There has been a notable increase since 2014 in the proportion of CCR residents who recall seeing or hearing something about the NCC in the media or through word-of-mouth – driven by the atypically high levels in November/December. The dominant story at that time was the Ottawa Hospital relocation, mentioned by more than six in ten in November and December, compared to only one-quarter that mentioned this in February. The second most mentioned item was LeBreton Flats, cited by just under two in ten, with notably more mentioning this in February than in November/December.
- Media coverage overall remains more likely to leave a favourable impression of the NCC than an unfavourable one, however, there has been a decrease in the proportion saying their impression from the recent story was neutral, and an increase in those saying they were left with an unfavourable impression. The proportion with a negative impression in November/December was much higher than in prior surveys, whereas in February, negative impressions were below the norm.
- Four in ten CCR residents who express familiarity with the NCC are aware that opportunities for public consultation exist, notably higher than in previous years. Active participation in consultations remains low but continues to slowly trend upwards, with 11% 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, and it is also recognized for planning/managing local development.
- The majority of residents positively assess the NCC's performance developing federal government property and on planning land use, and there is more recognition than in previous years for its balancing and coordinating of plans with local municipalities. As in 2014, close to eight in ten say the NCC is doing a good job at safeguarding physical assets of national significance, and most of the rest feel it is doing a fair job; in a new question, seven in ten feel the NCC is doing either an excellent or good job at protecting the environment.
- When asked what priorities the NCC should focus on for the next three to five years, the most mentioned is a focus on one of its core mandates: preserving and maintaining the green spaces and heritage sites (such as Gatineau Park) over which it has control. Two in ten mention development of federal land, including LeBreton Flats.

...Continued

Impressions and assessment of performance (continued)

- 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, now over half agree, which is consistent with more awareness of consultation opportunities.
- Almost all residents agree (and half agree strongly) that the NCC has a role to play in making the Capital an inspiring reflection of Canada and Canadians.
- CCR residents' overall impression of the NCC remains generally similar to previous years: six in ten who are at least marginally familiar with the organization report a very or somewhat positive opinion of it. This translates to half of the region's population, or three-quarters of those who feel they know enough about the NCC to say.
- Consistent with previous waves of research, the most common reason given for a positive impression of the NCC, by four 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 (7%) are that they disagree with its decisions or that they feel it is poorly managed; similar reasons are given by the minority (8%) who think the NCC is doing a "so-so" job.

Geodemographic Analysis

- Mapping of survey responses by neighbourhoods indicates that there is a mix of responses throughout the region, rather than obvious geographical clusters of more or less positive response. Nonetheless, some areas have higher proportions of positive, so-so or negative impressions.
 - Positive impression are found in a range of neighbourhoods, including Chelsea, Aylmer, Vanier, Orleans, Osgoode and Cumberland;
 - So-so impressions are more evident in areas such as Arnprior and Rockcliffe Park; and
 - Negative impressions are found in a range of neighbourhoods, including Navan and Carp.

Objectives

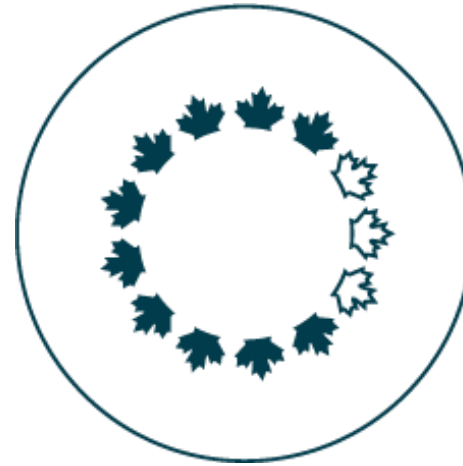
The National Capital Commission (NCC) is the Crown Corporation responsible for the planning, development, animation and promotion of Canada's Capital. The NCC conducts regular public awareness research in support of its mandate, to gain a better understanding of the perceptions and attitudes of the residents of Canada's Capital region (CCR).

The purpose of the 2016-17 Public Awareness Survey was to measure current public opinion across Canada's Capital Region and to compare with previous years. Specifically, the research assessed:

- Residents' awareness of the NCC and its mandate;
- Public attitudes about the NCC's responsibilities and performance to date;
- How opinions have changed over past years, based on comparisons with the previous waves of research as appropriate;
- How awareness and attitudes differ across relevant segments of the community (e.g., by province, demographic characteristics); and
- Residents' views on what the NCC's priorities should be over the next few years.

Methodology overview

- This report presents the results of a telephone survey conducted with 1,539 residents of Canada's Capital Region, during two field periods: November 28 to December 19, 2016 (789) and February 6 to 19, 2017 (750). The margin of error (MOE) for a sample of 1,539 is $\pm 2.5\%$ at the 95% confidence level.
- The sample was stratified by province to achieve a minimum of 900 interviews with residents of the Ontario part of the Capital Region (MOE plus or minus 3.2%), and 600 with residents of the Quebec part (MOE plus or minus 4.0%).
- The interviews included 600 by cell phone (approximately 40%).
- The data was statistically weighted by location, age and gender to ensure the final sample accurately reflects the region's adult population according to the Census.
- In this report, results are expressed as percentages unless otherwise noted. Results may not add to 100% due to rounding or multiple responses.
- All results are based on the entire sample of residents unless otherwise noted. Separate results are provided for the November/December 2016 and February 2017 periods only where the differences are statistically significant.



NCC
CCN

Awareness of and familiarity with the NCC

Unaided awareness of NCC responsibilities

Unaided awareness of NCC responsibilities remains highest for the Skateway, followed by Gatineau Park

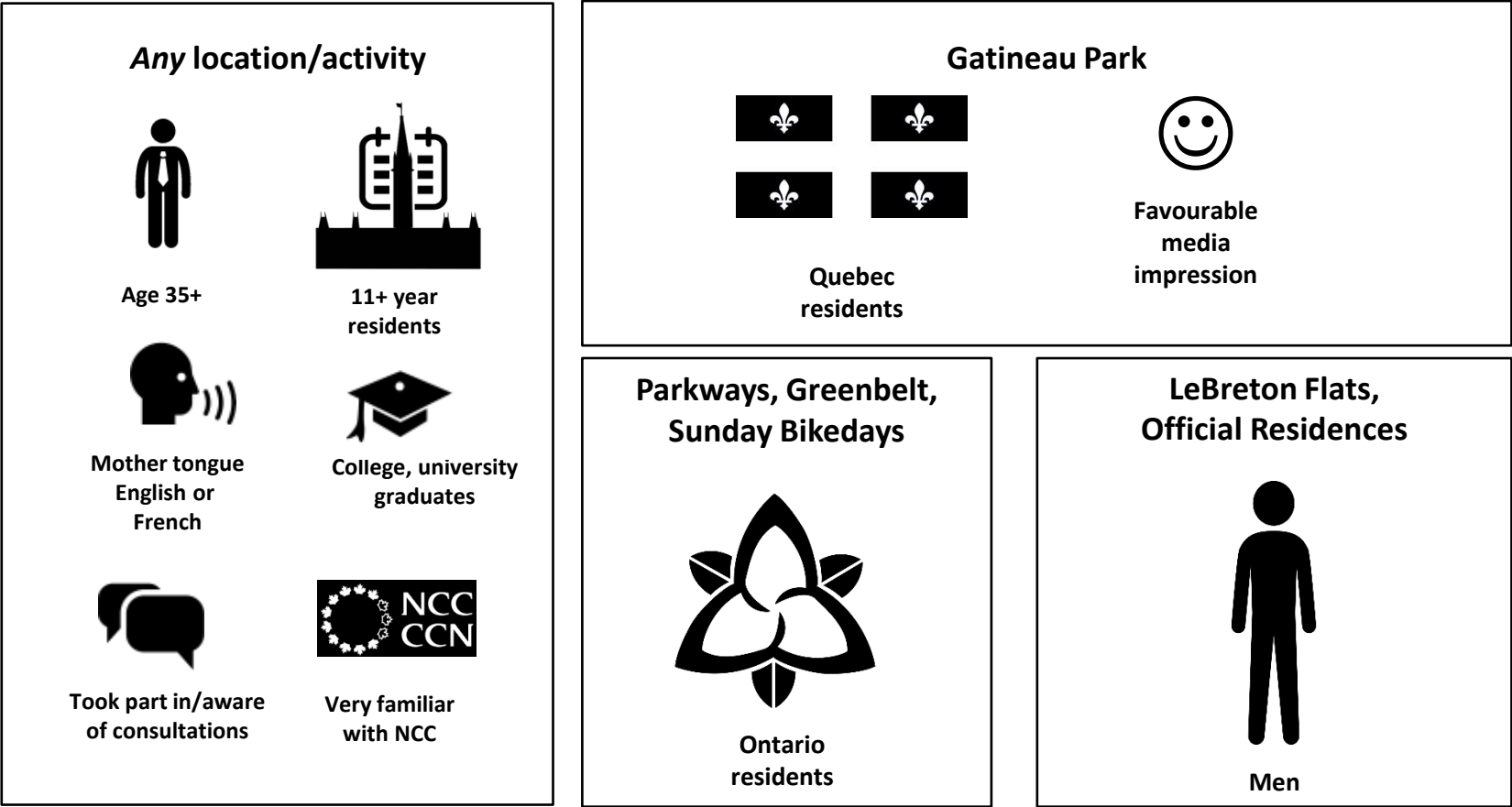
	2014	2016/17
Rideau Canal Skateway	52%	55%
Gatineau Park	45%	47%
The Greenbelt	40%	46%
Parkways	39%	46%
Winterlude	42%	45%
Sunday Bikedays	36%	39%
Recreational pathways	37%	38%
LeBreton Flats	37%	35%
Official residences	23%	30%
Confederation Boulevard	25%	29%
Canada Day	26%	28%

- 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.
- Many still think the NCC is responsible for Winterlude (45%) and Canada Day (28%).
- Responses were generally similar in the two interviewing periods of this year's research.

Q1-11 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:

Unaided awareness of NCC responsibilities

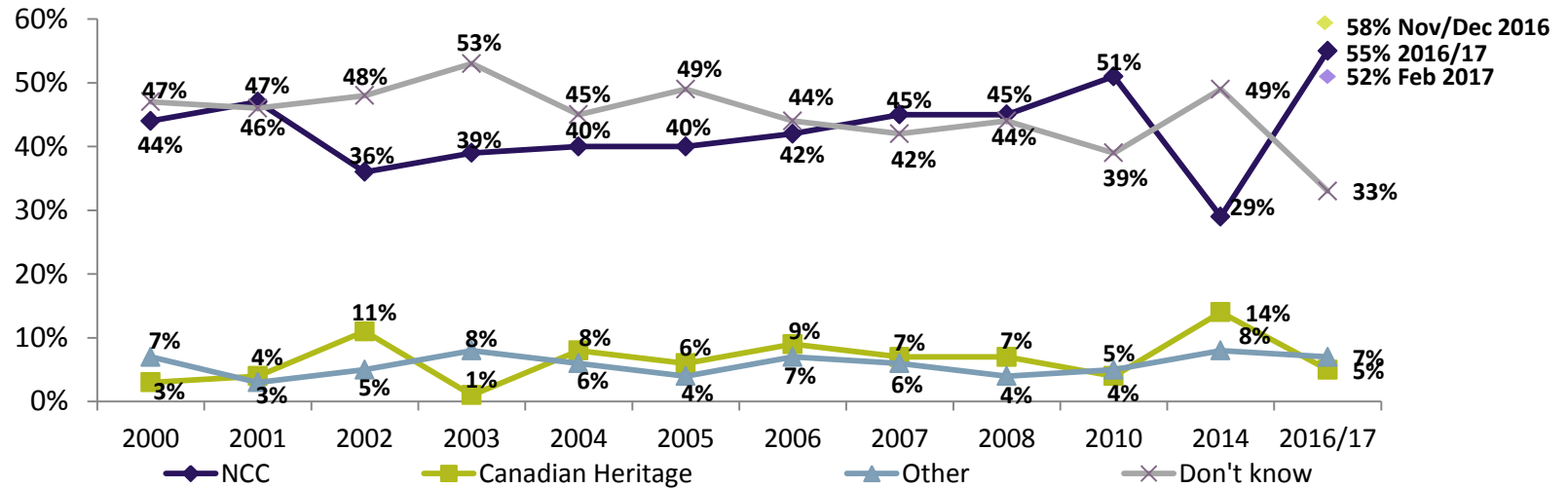
Citing the NCC as being responsible for specific amenities is higher among the following groups



Q1-11 Can you to 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:

Unaided awareness of NCC by mandate

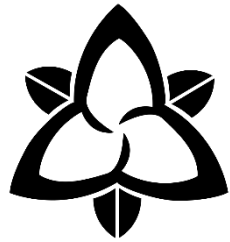
Unaided mentions of the NCC are at a new high when residents are read the current mandate



- Residents were read the mandate of the NCC and asked to name the organization responsible for these activities.
- Awareness is now at the highest level since tracking began in 2000, with 55% recognizing the NCC's areas of responsibility.
- Very few incorrectly named Canadian Heritage or another organization for this mandate.

Q12 (2016/17) 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.
 (2014) There is an organization in Canada's Capital Region which is responsible for planning and developing the use of federal lands and preserving heritage buildings. Can you tell me the name of this organization?
 (Previous years) There is an organization in Canada's Capital Region which is responsible for federal land use planning and development, preserving heritage buildings, staging events and festivities, and promoting Canada's Capital to Canadians. Can you tell me the name of this organization?

Naming the NCC as being responsible for the current mandate description is higher among these groups



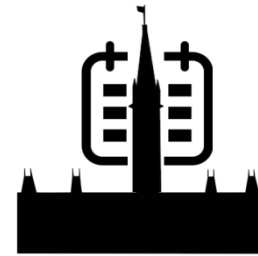
Ontario residents



University graduates



Age 35+

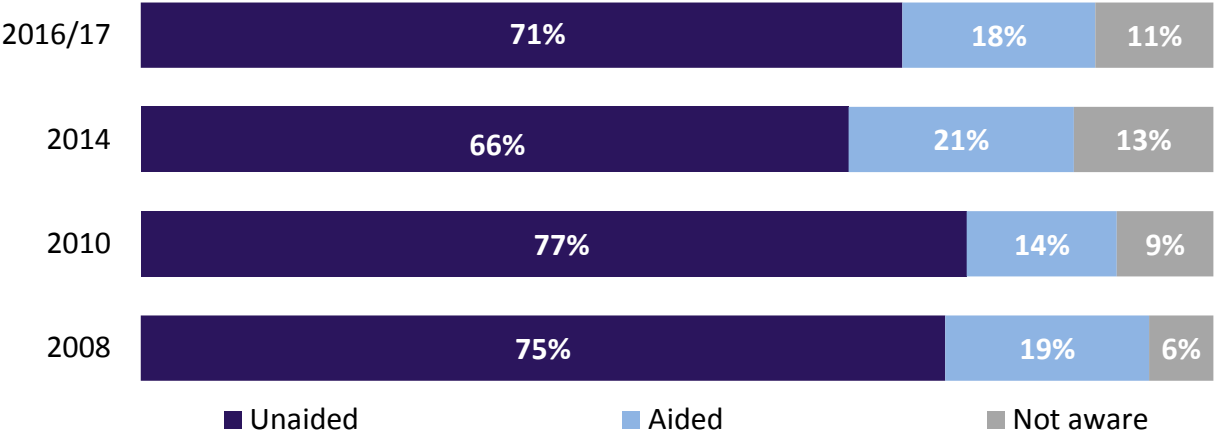


11+ year residents

Q12 (2016/17) 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.
(2014) There is an organization in Canada's Capital Region which is responsible for planning and developing the use of federal lands and preserving heritage buildings. Can you tell me the name of this organization?
(Previous years) There is an organization in Canada's Capital Region which is responsible for federal land use planning and development, preserving heritage buildings, staging events and festivities, and promoting Canada's Capital to Canadians. Can you tell me the name of this organization?

Total awareness of the NCC

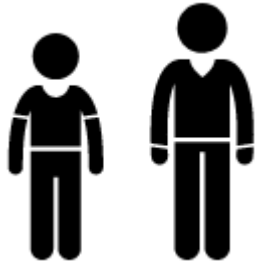
Unaided awareness of the NCC has increased since 2014; overall awareness is similar to previous years



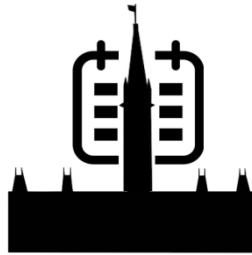
- Respondents who were unable to identify the NCC based on the description of its mandate (n=682) were informed that the National Capital Commission is the organization responsible, and then asked if they recall hearing about it.
- In all, 76% of those who were unable to identify the NCC on the basis of its mandate (or 37% of the total sample) recall it when prompted.
- When combined with those who displayed unaided awareness (i.e., they named the NCC as responsible for at least one actual amenity, or in response to its mandate), a total of 89% of CCR residents are aware of the NCC (similar to 87% in 2014).
- The proportion of those aware overall is statistically similar between the November/December and February waves.

Q1-11 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: In 2016/17 and 2014, naming NCC as being responsible for Winterlude or Canada Day was not counted in determining unaided awareness)
Q12 (2016/17) 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.
Q13 (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?

Not being aware of the NCC is higher among these groups



Age
<35



< 10 year
residents



High school
or less

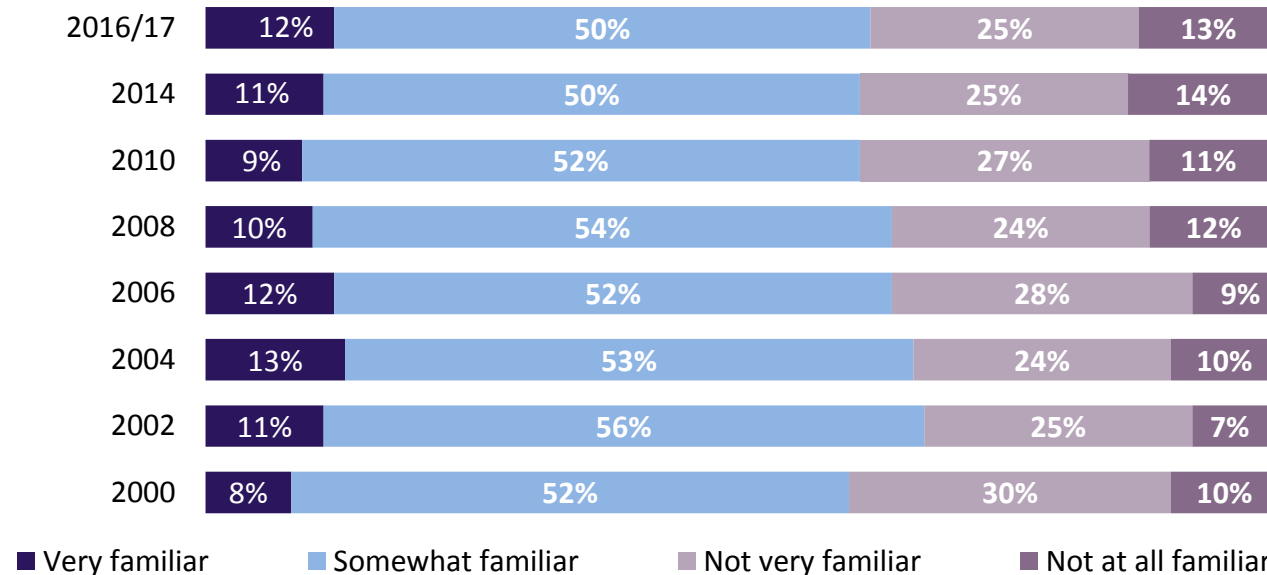


Allophones

- Q1-11 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: In 2016/17 and 2014, naming NCC as being responsible for Winterlude or Canada Day was not counted in determining unaided awareness)
- Q12 (2016/17) 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.
- Q13 (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?

Familiarity with the NCC (among those aware of the NCC)

Level of stated familiarity with the NCC remains consistent with previous years



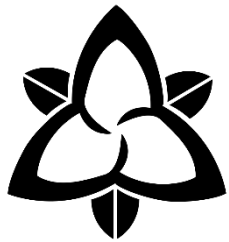
- CCR residents aware of the NCC were asked how familiar they are with the NCC's various roles and responsibilities.
- Similar to previous surveys, around six in ten residents are very (12%) or somewhat familiar (50%) with the NCC's roles and responsibilities; four in ten are not very (25%) or not at all familiar (13%).
- These results are statistically unchanged from 2014, and also similar in the 2016 and 2017 interviewing periods.
- Familiarity remains higher among those with unaided awareness of the NCC.

SUBSAMPLE: Those who have heard of the NCC (2016/17: N=1,376)

Q14 How familiar are you with the National Capital Commission in terms of its role and responsibilities? Would you say you are...

Familiarity with the NCC (among those aware of the NCC)

Familiarity with the NCC is higher among these groups



**Ontario
residents**



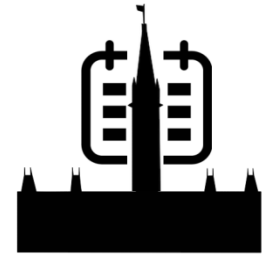
**Higher education
levels**



**Age
35+**

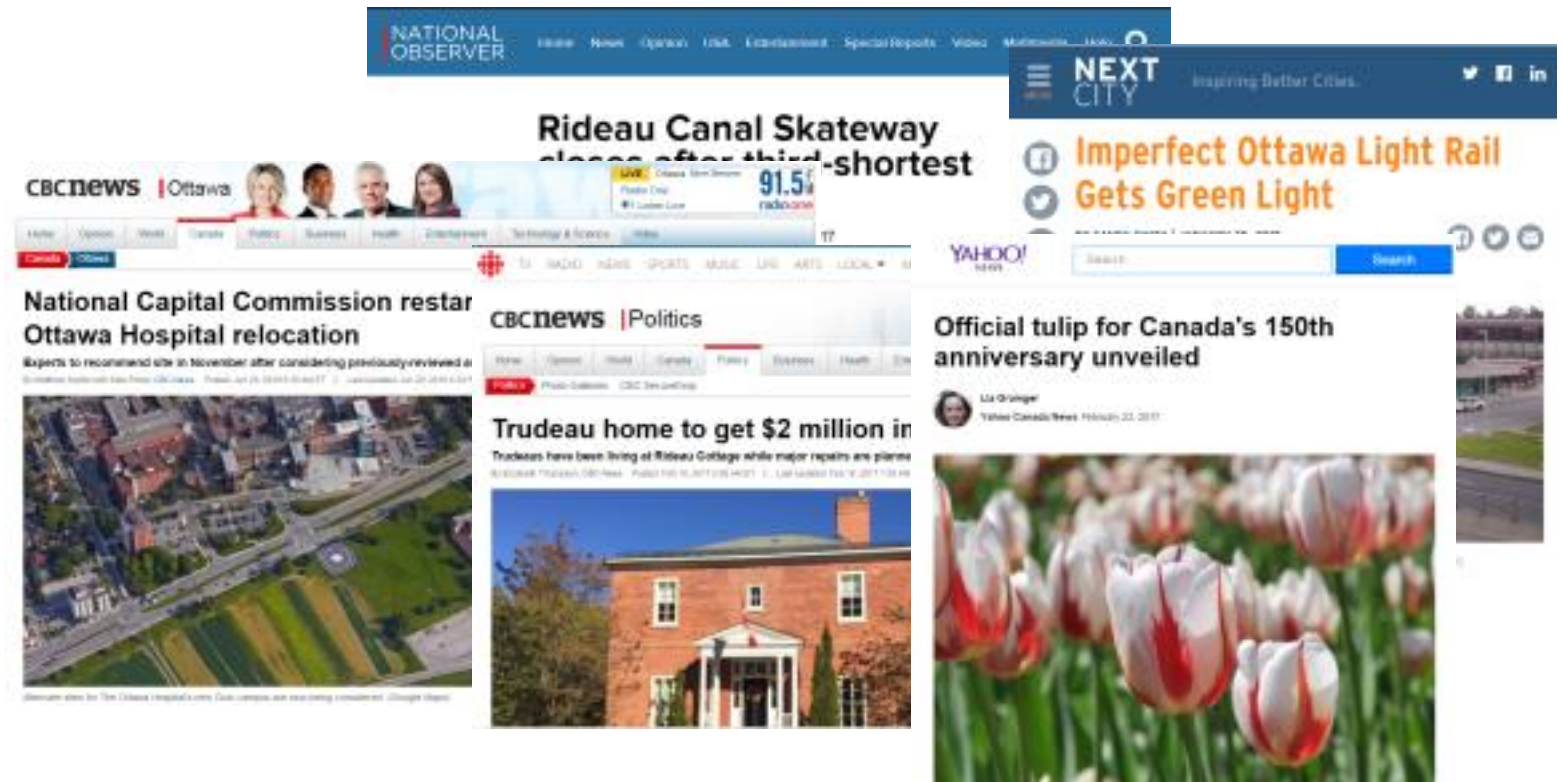


**Anglophones
Francophones**



**Longer-term
residents**

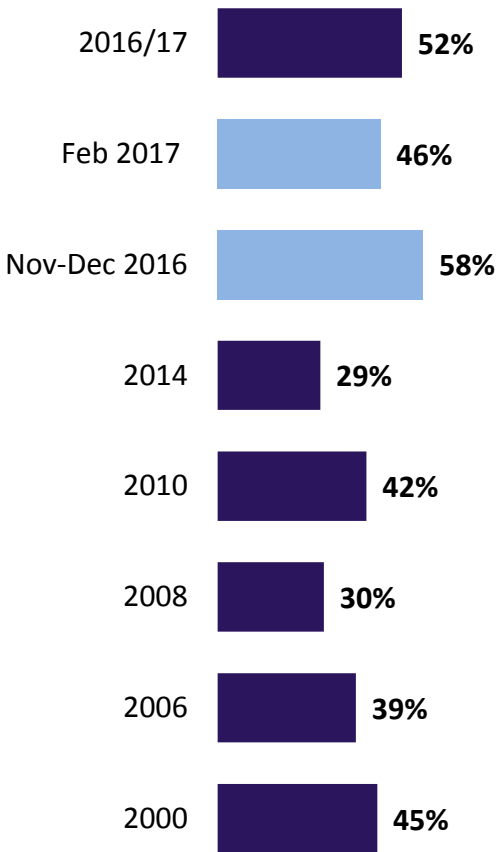
Q14 How familiar are you with the National Capital Commission in terms of its role and responsibilities? Would you say you are...



Media coverage and outreach

Awareness of recent NCC media coverage

Half of residents are aware of recent NCC media coverage; higher than in 2014

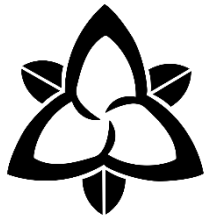


- Half of Capital region residents who are at least marginally familiar with the NCC say they have recently heard or seen something about the Commission, via the media or word-of-mouth.
- This is the highest proportion reported since tracking began.
- The proportion reporting this is statistically higher in the November/ December interviewing period (58%) than in February (46%).
- As in previous years, the greater the level of familiarity with the NCC, the greater the likelihood that someone will have heard something about the NCC in the media (75% of those claiming to be very familiar, down to 32% of those who are not familiar).
- This is also higher among those with unaided awareness of the NCC (56%) than those with aided awareness (24%).

SUBSAMPLE: Those with at least marginal familiarity with the NCC (2016/17: N=1,215)
Q27 Have you seen, read or heard anything lately in the media or through word of mouth about the NCC?

Awareness of recent NCC media coverage

Being aware of any recent NCC media coverage is higher among these groups



Ontario
residents



Anglophones



Age
35+



University
graduates

SUBSAMPLE: Those with at least marginal familiarity with the NCC

Q27 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

The Ottawa Hospital issue dominates media coverage recall in 2016/17

	2014 (n=344)	2016/17 (n=611)
Ottawa Hospital issue	0%	46%
LeBreton Flats development	17%	18%
Winterlude	3%	8%
Land use/buying/selling/developing	14%	8%
Official residences	0%	7%
Rideau Canal Skateway	2%	5%
Celebrations for 150th anniversary	0%	4%
Governance	11%	3%
Transitway on parkway/light rail	13%	3%
Recall ad medium	3%	2%
Activities/events sponsored by the NCC	3%	2%
Gatineau Park	10%	2%
Bike paths	3%	2%
Roads/highways	0%	2%
Other mentions (1% or fewer each)	17%	11%
Don't know	11%	6%

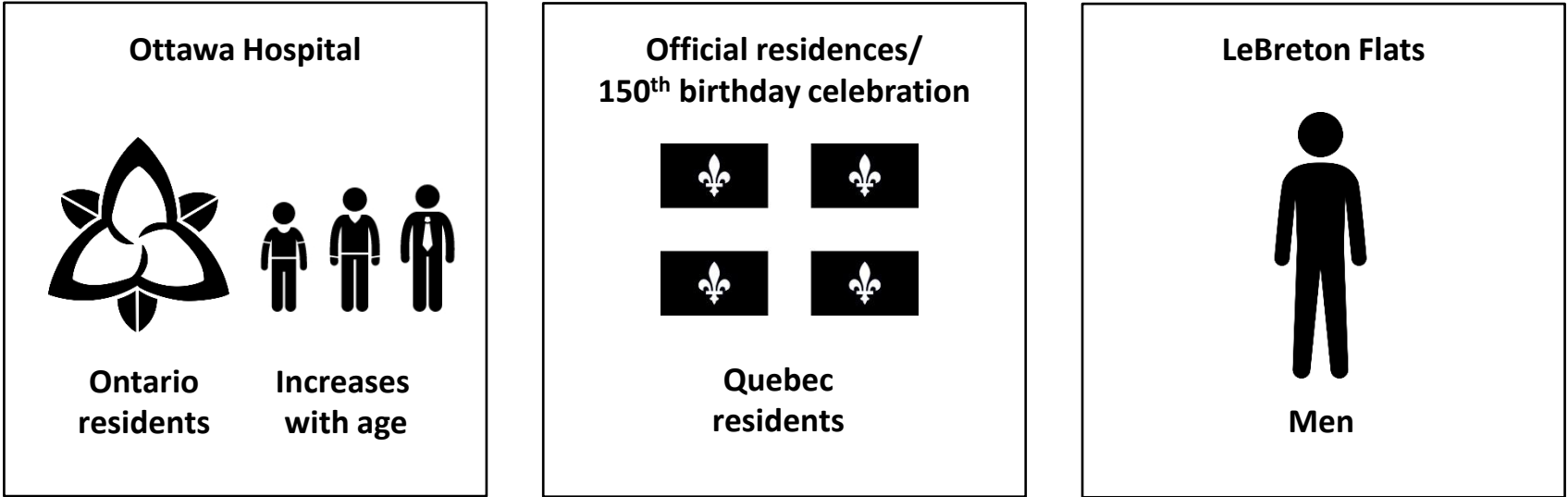
- Residents who said they heard or saw something about the NCC were asked the subject of the news they heard.
- The main story capturing the public's attention was the Ottawa Hospital issue, mentioned by close to half (over six in ten in November/December, when Tunney's Pasture was announced as the site, compared to one-quarter in February).
- The second most mentioned item was LeBreton Flats, cited by just under two in ten, with notably more mentioning this in February than in November/December.
- A range of other items each received fewer than one in ten mentions including Winterlude (two in ten mentioned this in February).
- Higher mentions of the Ottawa Hospital coverage are linked to unaided awareness of the NCC.

SUBSAMPLE: Those aware of recent NCC media coverage

Q28 What was it about?

Topic of recent NCC media coverage seen/heard

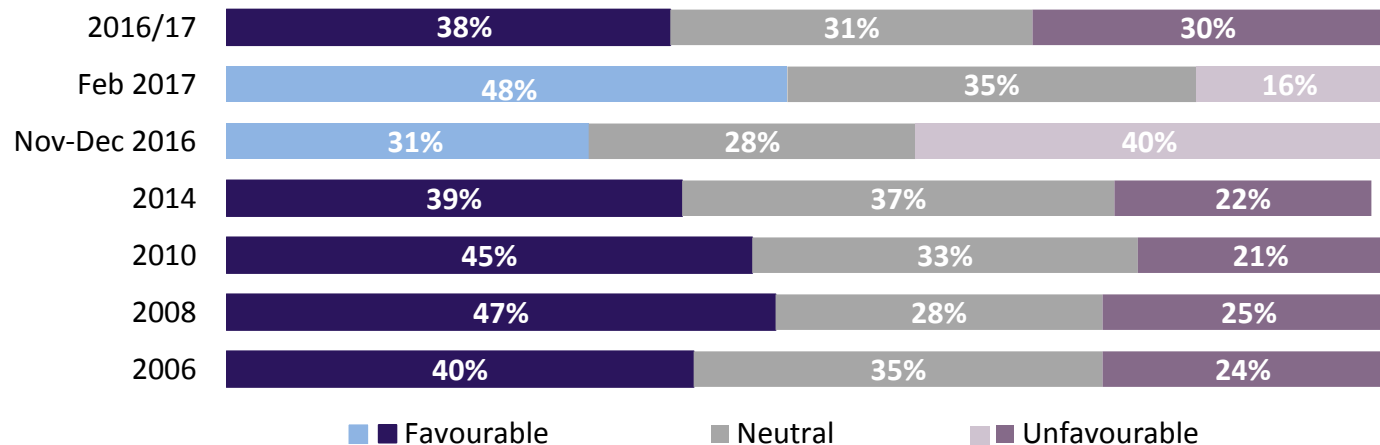
Mentions of specific media topics are higher among these groups



SUBSAMPLE: Those aware of recent NCC media coverage
Q28 What was it about?

Impression left by recent NCC media coverage

Recent NCC media coverage has left a mainly positive or neutral impression overall, with higher negatives in November/December



Note: Due to the exclusion from the chart of “don’t know / no answer” replies, percentages for each year may not add to 100.

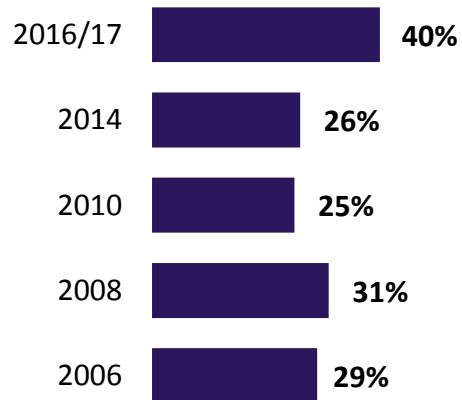
- Just under four in ten (38%, similar to 39% in 2014) who recalled seeing or hearing something recently about the NCC in the media report that the coverage left them with a favourable impression.
- A slightly smaller proportion (31%, down 6% from 2014) say they were left with a neutral impression.
- Three in ten (30% up from 22% in 2014) said the coverage about the NCC left them with a negative view.
- Coverage is more likely to leave Quebec residents with a favourable impression – 56% versus 35% of Ontario residents, who are the most likely to have come away with a negative view (33% versus 14%). Age is also a factor, with those 55 and over being more likely than younger residents to say their impression of the NCC is unfavourable (38%).
- It appears that coverage of the Ottawa Hospital issue contributed to unfavourable impressions of the NCC, during the November/December period.

SUBSAMPLE: Those aware of recent NCC media coverage (N=611)

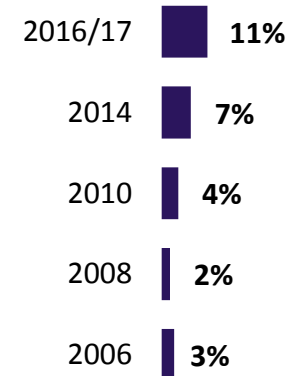
Q29 Did this leave you with a favourable, unfavourable or neutral impression of the NCC?

Awareness and participation in NCC public consultation/information sessions

Four in ten residents have heard of opportunities to provide input to the NCC



One in ten have attended one of these sessions or provided comments



- Residents of CCR were asked whether they have seen, read or heard about any opportunities for the public to provide input into NCC plans and initiatives.
- Four in ten residents familiar with the NCC are aware of such opportunities, notably higher than in previous years; the proportions are similar for the two interviewing periods.
- Active participation in consultations continues to slowly trend upwards, with 11% saying they have gone to some type of session or provided input to the NCC. It should be noted there is no timeline connected to this participation (e.g., in the past 5 or 10 years) so there may be a cumulative effect.

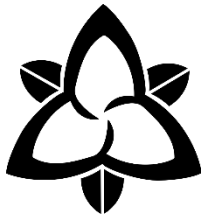
SUBSAMPLE: Those with at least marginal familiarity with the NCC (2016:17: N=1,215)

Q30 Have you ever heard of any opportunities for the public to provide input into NCC plans and initiatives?

Q31 Have you ever attended any of the NCC's public consultation/information sessions or provided input to the NCC?

Awareness and participation in NCC public consultation/information sessions

Groups more likely to be aware of public consultation opportunities



Ontario residents



Anglophones



University graduates



Engaged in social media



Unaided awareness/
more familiar
with NCC

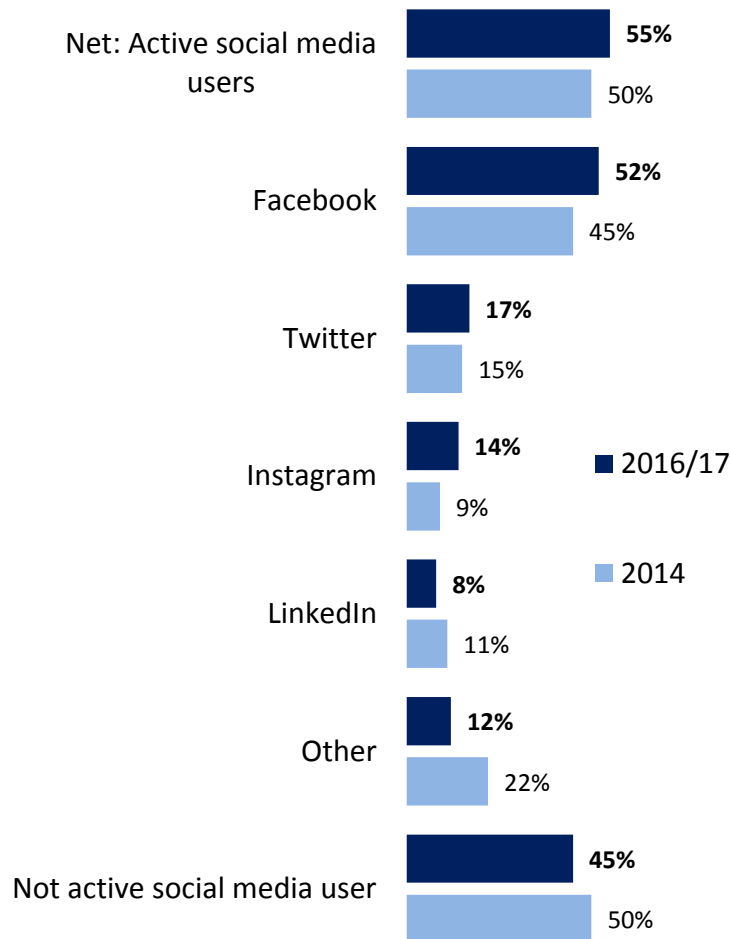
SUBSAMPLE: Those with at least marginal familiarity with the NCC

Q30 Have you ever heard about any opportunities for the public to provide input into NCC plans and initiatives?

Q31 Have you ever attended any of the NCC's public consultation/information sessions or provided input to the NCC?

Social media network use has increased by 5%

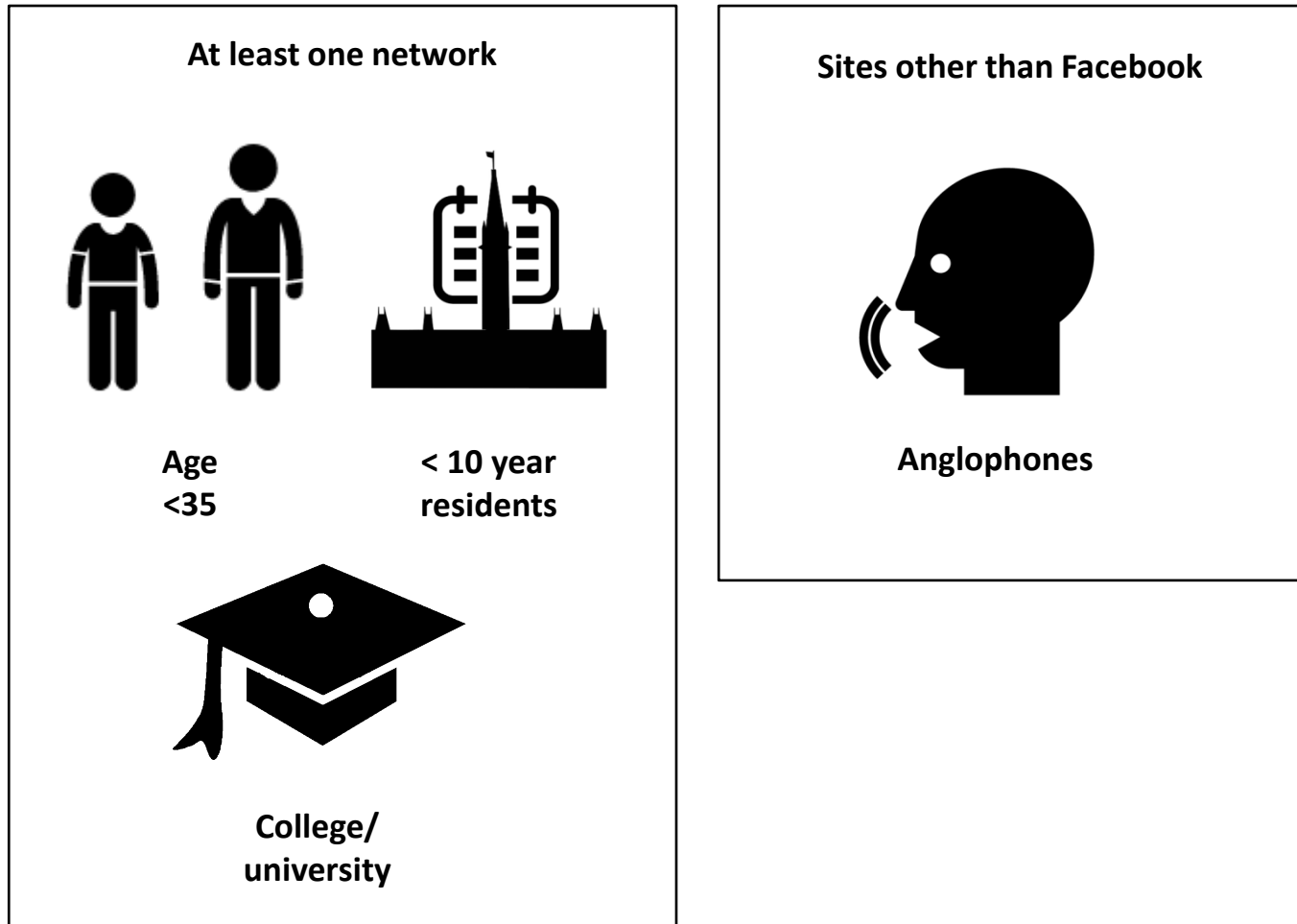
**Just over half of CCR residents actively use some type of social media site;
Facebook is the most mentioned, by a wide margin**



- CCR residents were asked if they are active members of any social media networks.
- Over half of CCR residents are active members of social media networks, with Facebook remaining the most mentioned site by a three to one margin over the next sites, Twitter and Instagram.
- Under one in ten use LinkedIn and fewer than 5% use each of several others, including Snapchat (3%), YouTube (3%) or Google + (2%).
- Twitter use is higher among those who indicate they have taken part in NCC consultations (31%).

Q41 Are you an active member of any social media networks?

Groups most likely to be active members of social media networks



Q41 Are you an active member of any social media networks?



<https://www.flickr.com/photos/ncc-ccn/>

Impression and assessment of performance

Most important contribution of the NCC to CCR

Residents most value the NCC's development and maintenance of parks and green spaces

	2014 (n=1,155)	2016/17 (n=1,215)
Develop/maintain green space/parks	21%	22%
Plan/manage development	5%	12%
Preserving heritage	7%	8%
Region beautification	9%	6%
Gatineau Park	5%	6%
Preserve/maintain greenbelt	4%	6%
Promoting tourism	7%	5%
Rideau canal/skating	4%	5%
Activities around region	7%	4%
Bike/recreational pathways	3%	2%
Winterlude	2%	2%
Parkways/parkway maintenance	2%	2%
Canada Day activities	1%	1%
Festivals (general)	1%	1%
No contribution	1%	1%
Other	5%	4%
Don't know	14%	13%

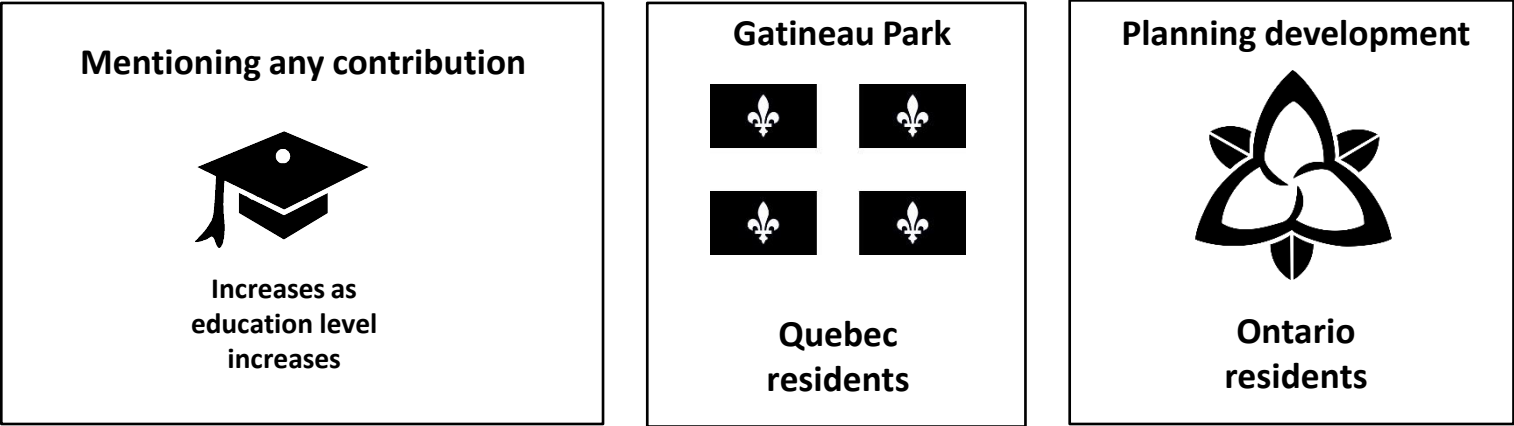
- Everyone with at least marginal familiarity with the organization was asked what in their opinion is the NCC's most important contribution to the Capital region.
- As in 2014, the top answer is stewardship of green spaces and parks, again mentioned by around two in ten (22%).
- Planning/managing development (12%) was mentioned by more than one in ten residents. Under one in ten each mention other individual contributions, including regional beautification (6%), preserving heritage (8%), promoting tourism (5%) and other activities.
- Responses are statistically quite similar for the two interviewing periods, although those interviewed in February were more likely than those that took part in November/December to mention maintaining green spaces and parks.
- While responses generally echo 2014, somewhat more mention planning and managing development (12% versus 5% in 2014).
- Not being able to cite a contribution of the NCC is higher among those with aided (versus unaided) awareness, those with a negative or neutral overall impression of the Commission, and those who are not familiar with it.

SUBSAMPLE: Those with at least marginal familiarity with the NCC

Q20 In your opinion, what is the most important contribution that the NCC is making to Canada's Capital Region?

Most important contribution of the NCC to CCR

Citing the following as being the most important NCC contribution to the region is higher among the following groups



SUBSAMPLE: Those with at least marginal familiarity with the NCC
Q20 In your opinion, what is the most important contribution that the NCC is making to Canada’s Capital Region?

Majorities feel the NCC does an excellent or good job in developing and planning federal land use, and just under half feel it is doing well dealing with the municipalities

Developing federal government property



Planning land use for the federal government in the region



Balancing plans / developments with local municipalities



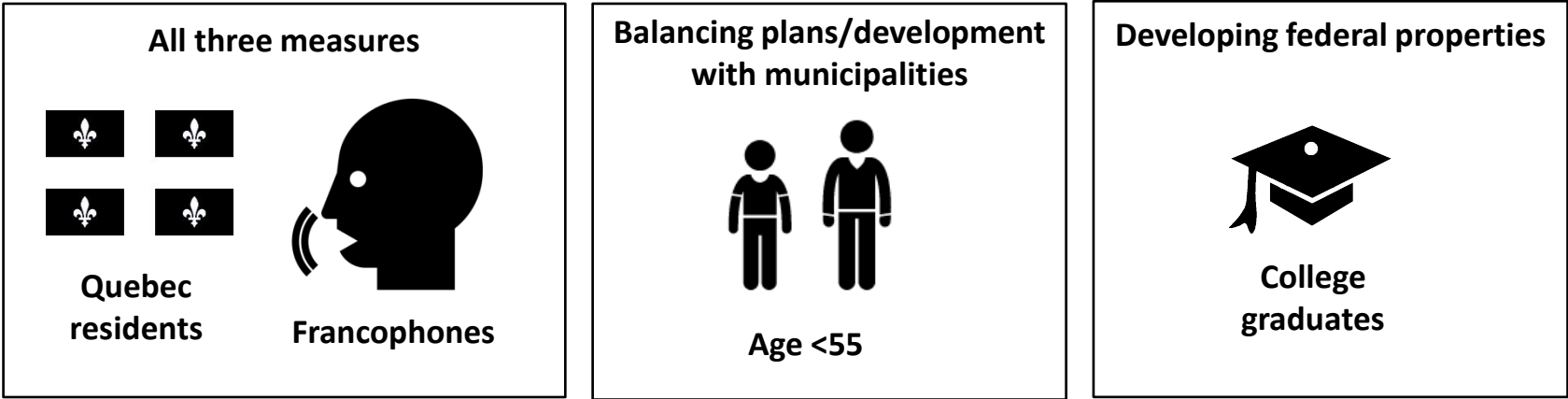
■ Excellent ■ Good ■ Fair ■ Poor/very poor ■ Don't know/no answer

- Echoing 2014's results, around six in ten say the NCC is doing a good or excellent job developing federal government property such as heritage buildings, and planning land use for the federal government in the region.
- Balancing its plans and developments for the region with those of local municipalities received good or excellent ratings from 45% of residents (up from 40% in 2014).
- Results are similar for the two interviewing periods in this wave.

SUBSAMPLE: Those with at least marginal familiarity with the NCC (N=1,155)

Q21-23 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?

Groups with the highest proportion saying NCC is doing at least a good job on these responsibilities



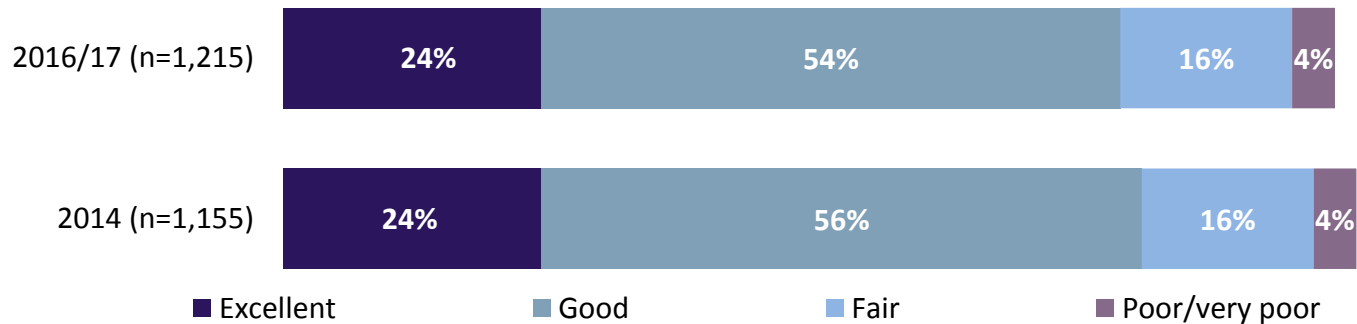
Those with a positive impression of the organization in general and those who have heard favourable media are more likely than others to feel the NCC is doing well with any of these three activities.

SUBSAMPLE: Those with at least marginal familiarity with the NCC

Q21-23 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 NCC performance on safeguarding physical assets

Close to eight in ten say the NCC is generally doing an excellent or good job in safeguarding assets of national significance

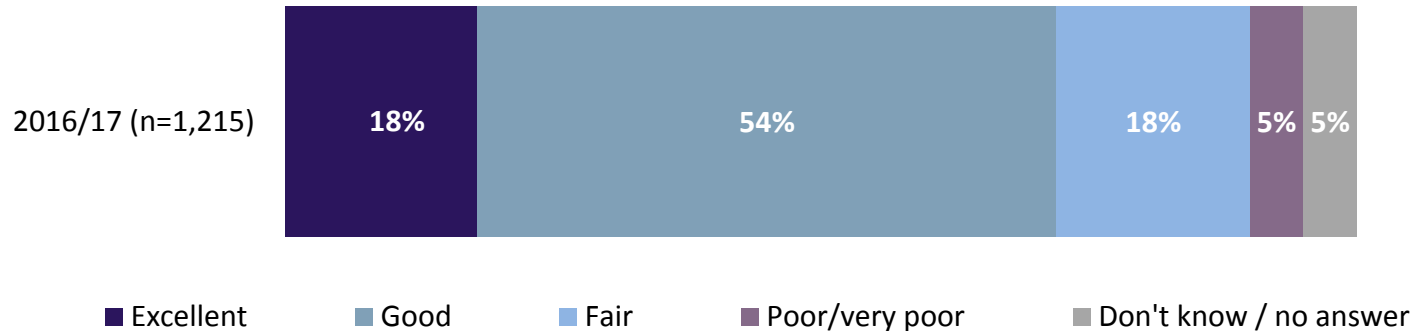


- Residents were asked to rate the NCC's performance on safeguarding physical assets of national significance, such as Gatineau Park, the Greenbelt, recreational pathways and official residences, as well as the natural environment of Canada's Capital Region.
- As in 2014, about eight in ten (78%) feel it is doing either an excellent or good job at this, and most of the rest feel it is doing a fair job. Results are similar in the two interviewing periods of this wave.
- Rating the NCC as doing at least a good job at safeguarding assets is the majority view by province and across subgroups. Unlike 2014 there is no notable difference by age or length of tenure in the region, but feeling this is the case is somewhat higher among the following:
 - Quebec residents (87% versus 76% of Ontarians) and Francophones (87% versus 75% of Anglophones and 67% of Allophones)
 - Women (82% versus 75% of men)
 - Those with a positive overall impression of the NCC (91% versus 57% of others)

SUBSAMPLE: Those with at least marginal familiarity with the NCC

Q24 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?

Seven in ten say the NCC is generally doing an excellent or good job in protecting the environment



- A new question in 2016/17 asked residents to rate the NCC's performance on protecting the environment. Seven in ten (72%) feel it is doing either an excellent or good job at this, and most of the rest feel it is doing a fair job. The results are very similar by interviewing period.
- Saying the NCC does at least a good job is the majority view across the region and most subgroups, but is somewhat higher among the following:
 - Quebec residents (86% versus 67% of Ontarians) and Francophones (82% versus 67% of Anglophones and 65% of Allophones)
 - Those age 35 to 54 (76%)
 - Those with a positive overall impression of the NCC (80% versus 57% of others).
- Results are similar for the two interviewing periods in this wave.

SUBSAMPLE: Those with at least marginal familiarity with the NCC

Q25 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?

Net agreement with statements about the NCC

Similar to 2014, over 7 in 10 residents trust the NCC to make good decisions, and believe it shares their values; greater proportions now agree it is well managed, and does a good job of consulting and informing the public

	2014 (n=1,155)	Nov/Dec 2016 (n=638)	Feb 2017 (n=577)	2016/17 (n=1,215)
I trust the National Capital Commission to make good decisions	76%	70%	77%	73%
The NCC shares the values of people like me	73%	68%	76%	72%
The NCC is well managed	59%	58%	67%	62%
NCC does a good job of consulting/informing public re plans/programs	48%	55%	57%	56%

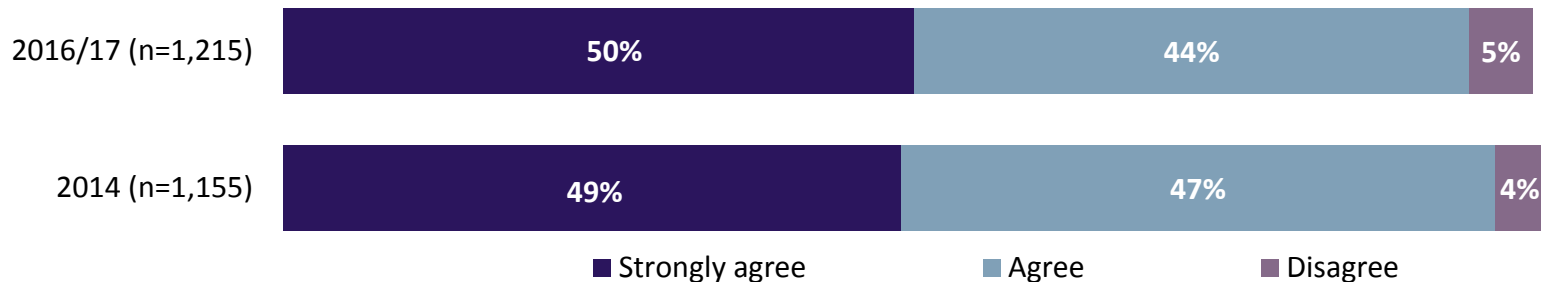
- Residents familiar with the NCC were asked to indicate their agreement with four statements about the organization.
- Close to three-quarters (73%) agree to some extent that they trust the NCC to make good decisions, and a similar proportion agree that the NCC shares their values.
- Just over six in ten agree that the NCC is well-managed (17% do not know enough about this to say).
- Over half of residents agree (56% up from 48% in 2014) that the NCC does a good job of consulting and informing the public on its plans and programs, which is consistent with more awareness of consultation opportunities.
- Trusting the NCC to make good decisions and the belief that it shares values were lower in November/December (70% and 68%, respectively) than in 2014 (76% and 73%), but had recovered by February (77% and 76%). Other results are similar for the two interviewing periods in this wave.
- Quebec residents are more likely than Ontario residents to agree to some extent with all four statements.

SUBSAMPLE: Those with at least marginal familiarity with the NCC (2016/17: N=1,215)

Q33-36 How familiar are you with the National Capital Commission in terms of its role and responsibilities? Would you say you are...

Agreement that “the NCC has a role to play in making the Capital an inspiring reflection of Canada and Canadians”

Almost all residents agree that the NCC has a role to play in making the Capital an inspiring reflection of Canada and Canadians; half strongly agree



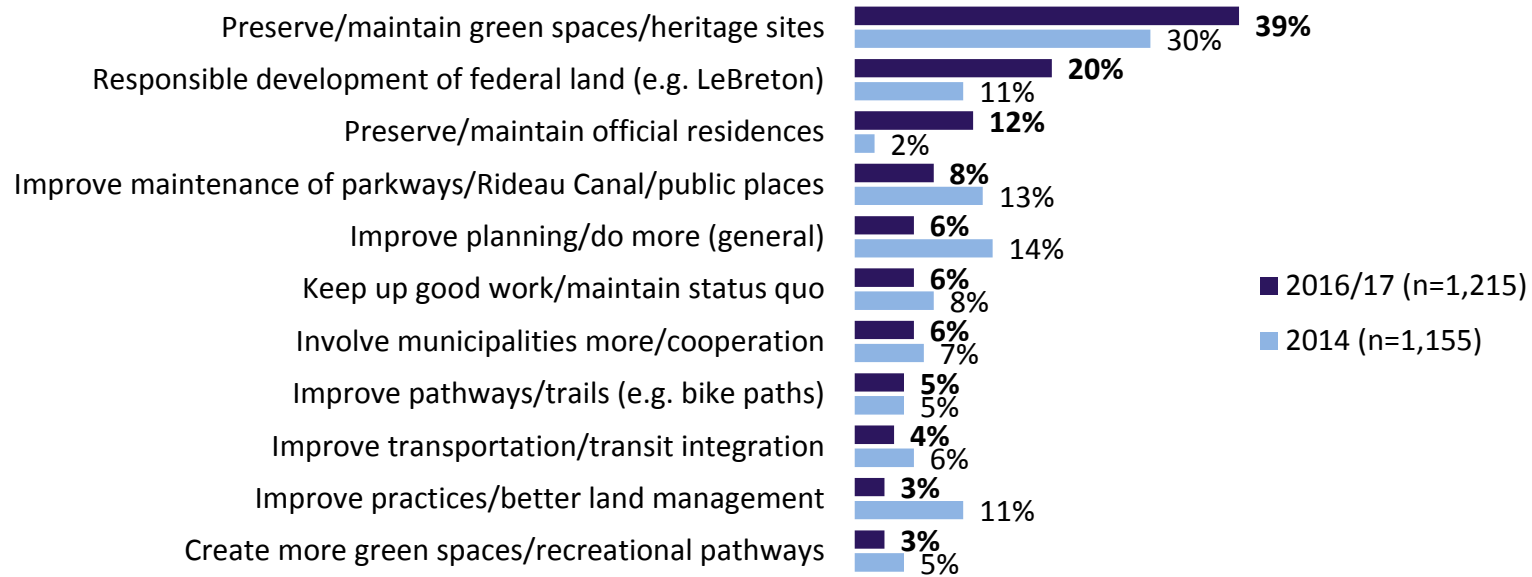
- Almost all (94%, comparable to 95% in 2014) local residents agree the NCC has a role to play in making the Capital an inspiring reflection of Canada and Canadians, and half strongly agree . Only 5% disagree to some extent.
- Results are similar for the two interviewing periods in this wave.
- Strong agreement is higher among those with a university education (54% versus 40% with high school or less).
- Those active in social media are more likely to agree strongly (54%, versus 45% not active), as are those with unaided recall of the NCC (52%, versus 39% with aided recall).
- Strong agreement remains linked to being positive about the NCC overall and to being very familiar with the organization.

SUBSAMPLE: Those with at least marginal familiarity with the NCC

Q38 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.

Priorities for NCC focus over the next three to five years (5% or more responses)

Residents want NCC to prioritize preservation/maintenance of green spaces, heritage sites and residences and development of federal land



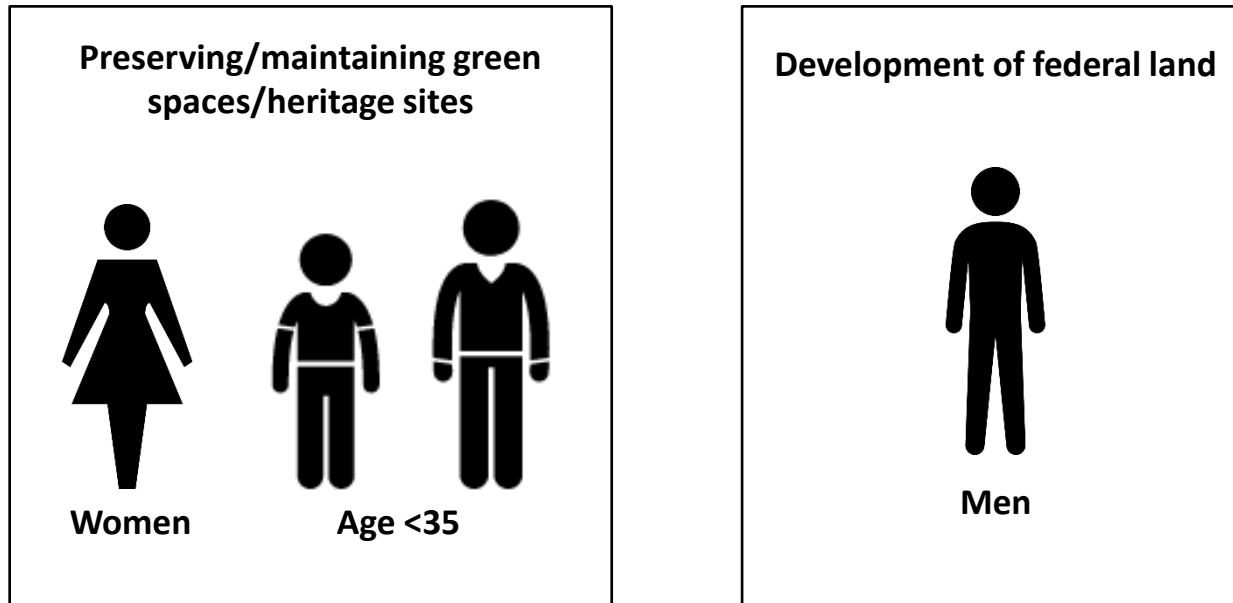
- CCR residents were asked to indicate what, in their opinion, should be the NCC's priorities over the next three to five years.
- The main response, given by four in ten (39% up from 30% in 2014), is that the NCC should focus on one of its core mandates: preserving and maintaining the green spaces and heritage sites (such as Gatineau Park) over which it has control.
- Two in ten (20% up from 11% in 2014) mention development of federal land, including LeBreton Flats.
- Around one in ten or fewer make other mentions, including a focus on maintenance of official residences (12% up from 2% in 2014) or the parkways, the Rideau Canal, and other public places.
- Results are quite consistent in the two interviewing periods of this wave.

SUBSAMPLE: Those with at least marginal familiarity with the NCC

Q26 In your opinion, what priorities should the NCC focus on over the next three to five years?

Priorities for NCC focus over the next three to five years

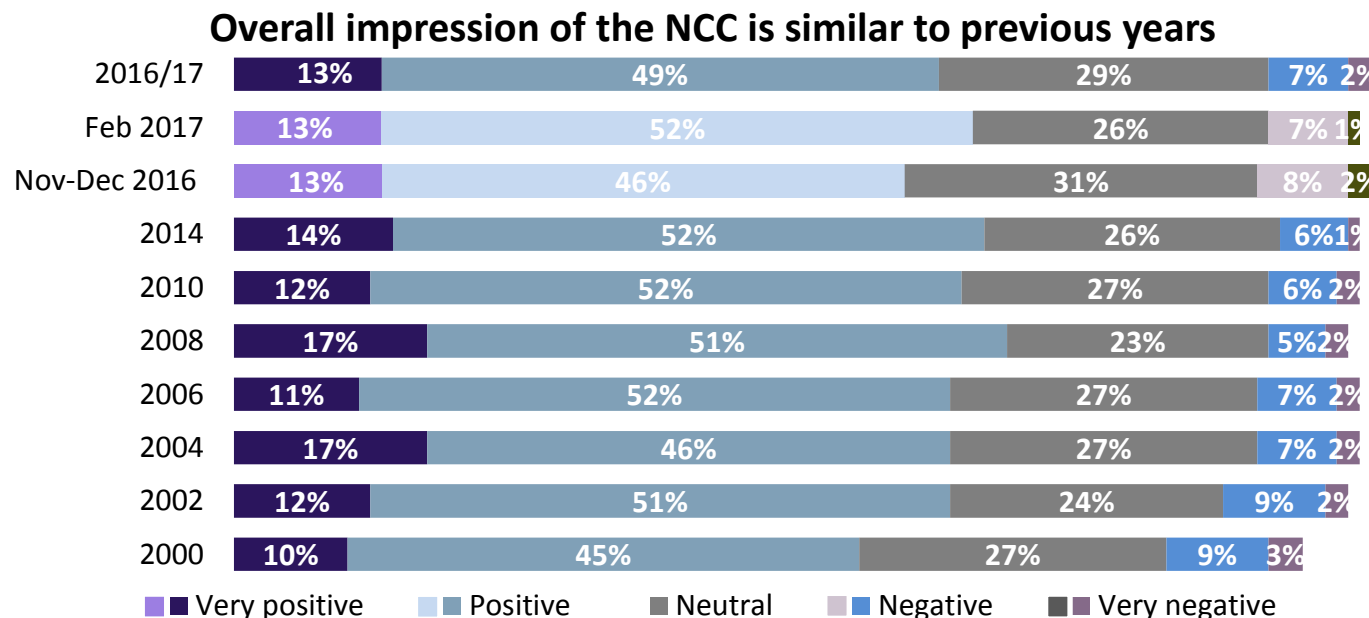
Mentions of specific priorities are higher among these groups



SUBSAMPLE: Those with at least marginal familiarity with the NCC

Q26 In your opinion, what priorities should the NCC focus on over the next three to five years?

Overall impression of the NCC (among those with at least some familiarity)

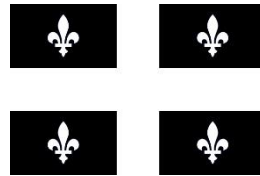


- Residents of CCR declaring some degree of familiarity with the NCC were asked for their perceptions of the organization.
- Overall impressions are generally similar to 2014, with just over six in ten reporting a very or generally positive (62% down from 66% in 2014) view of the organization.
- Three in ten report a neutral impression (29% up from 26% in 2014), while the proportion expressing a negative impression remains small (9%, up from 7% in 2014).
- Those interviewed in February are somewhat more positive than those interviewed in November/December with only 7% having a negative view of the NCC.
- Those very familiar with the NCC are the most likely to feel positively about it (71%) and those less familiar are least likely to be positive (53%) and more likely to be neutral (39%).

SUBSAMPLE: Those with at least marginal familiarity with the NCC (2016/17: N=1,215)

Q16 In general terms, what is your overall impression of the National Capital Commission? Would you say it is:

Being positive about the NCC is higher among these groups



Quebec
residents

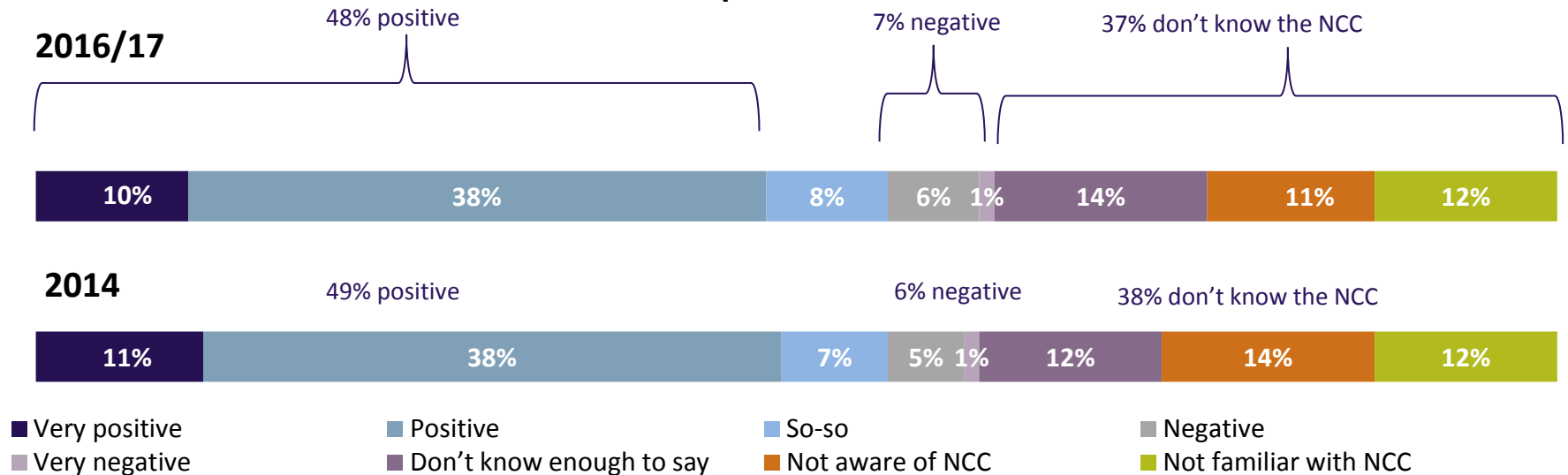


Women

Q1-11 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:

Summary: Resident impressions of the NCC

Resident impressions of the NCC



- The graphs above summarize the questions in the survey about resident awareness, familiarity and opinions about the NCC and about one-half have a positive impression (48%, unchanged from 49% in 2014).
- Just under one in ten (8%, consistent with 7% in 2014)) are “neutral” (think the NCC is doing a “so-so” job) and a similarly low proportion (7%, comparable to 6% in 2014) have a negative impression.
- The rest are not aware of or are not at all familiar with the NCC, or state that they do not know enough about the organization to say one way or the other (37% combined, compared to 38% in 2014).
- Put another way, among residents who are familiar with the NCC, three-quarters are very (16%) or somewhat (60%) positive.
- The results are generally similar in the two interviewing periods of this year’s research.

Q16 In general terms, what is your overall impression of the National Capital Commission? Would you say it is:

Q17. (IF NEUTRAL AT Q16) We would like to better understand your overall impression of the National Capital Commission. When you say you are neutral, is that: Because you don't know enough about the organization? Because you feel the NCC is doing a so-so job overall? OR Because you don't care to comment about this?

Reasons for being positive about the NCC

Of the **48%** positive about the NCC, most feel the organization does good work

	2014 (n=774)	2016/17 (n=769)
Do good work	59%	42%
Festivals/ events/ activities	27%	18%
Well managed	4%	17%
Parks/green spaces/gardens	19%	16%
Land use	12%	16%
Region looks good/clean	14%	14%
Maintenance	17%	13%
Enjoy Rideau Canal	5%	5%
Encourages tourism	5%	5%
Promote the Capital	6%	3%
Enjoy bike paths	5%	3%
Enjoy Winterlude	4%	3%
Enjoy Canada Day	2%	2%
Enjoy Tulip Festival	1%	1%
Focus on heritage	4%	1%
Other	11%	13%
Don't know	1%	2%

- Residents of CCR who said they have a positive impression of the NCC (n=769) were asked to indicate why this is the case.
- Four in ten (42%) make a general mention about the organization doing good work.
- Just under two in ten (18%) mention enjoying festivals, events or other activities – things not necessarily within NCC's current mandate.
- Around one in six (17%) say it is well managed (up from 4% in 2014), and a similar proportion mentions enjoying the parks or green spaces (16%), or make a general mention about land use (16%).
- Fourteen percent mention that the region looks good or is clean (14%), and a similar proportion makes a mention of maintenance (13%).
- Mentions in the two interviewing periods are quite similar.

SUBSAMPLE: Those with at least marginal familiarity with the NCC who are positive about it. N=769

Q18 In the previous question you said your overall impression of the National Capital Commission was [INSERT from Q16: very positive, positive, negative or very negative]. Why do you say that?

Reasons for being negative about the NCC

Among the 7% with a negative view, this is most often due to disagreeing with its decisions and having concerns about its management

	2014 (n=85)	2016/17 (n=113)
Disagree with decisions	30%	43%
Poorly managed	7%	37%
Control greenbelt land/ development	15%	16%
Lack of consultation	37%	15%
Too much power	16%	14%
Just another level of government	9%	11%
Not accountable	3%	8%
Could do more	39%	6%
No vision	9%	6%
Spending too much	6%	6%
Too secretive	3%	4%
Do not meet their mandate	6%	3%
Unfairly treat landowners/ expropriation	2%	2%
Don't know enough	3%	1%
Other	4%	7%

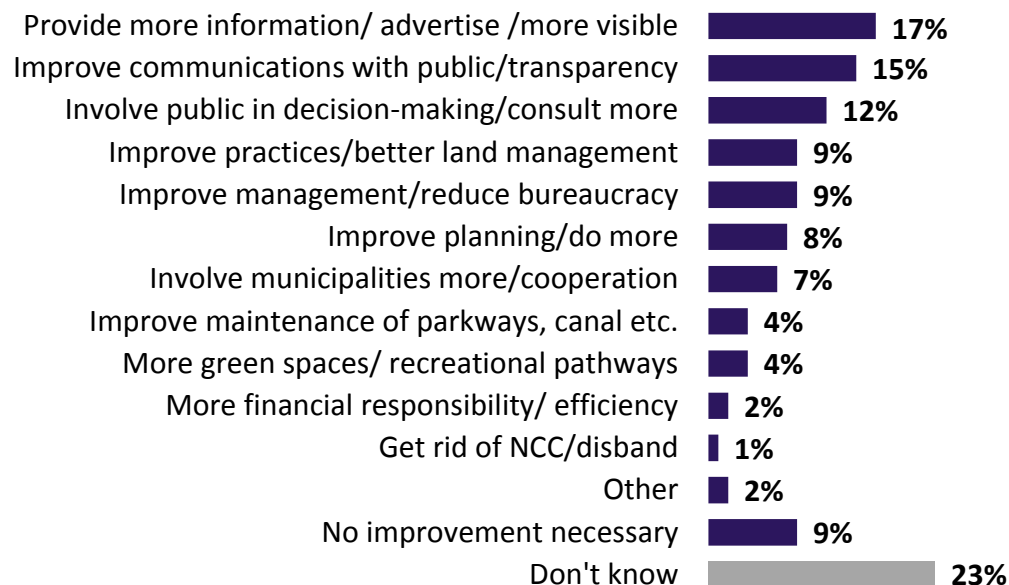
- The small proportion of residents of CCR who said they have a overall negative impression of the NCC (n=113) were asked to indicate why this is the case.
- The most common reasons are that that they disagree with NCC decisions or that they feel it is poorly managed.
- Around one in six have issues with greenbelt or land development, and a similar proportion are concerned about lack of consultation or that the NCC has too much power.
- One in ten say it is just another level of government.
- There are fewer mentions of a lack of consultation in 2016/17 (15% down from 37% in 2014).
- Reasons for being negative about the NCC are generally similar for the two interviewing periods, although those taking part in November/December are somewhat more likely to mention disagreement with decisions, while those interviewed in February more often mention the greenbelt and development.

SUBSAMPLE: Those with at least marginal familiarity with the NCC who are negative about it.

Q18 In the previous question you said your overall impression of the National Capital Commission was [INSERT from Q16: very positive, positive, negative or very negative]. Why do you say that?

What the NCC could do differently to improve impressions (among those less than very satisfied)

Suggestions to improve impressions include being more proactive in communications and involving the public more



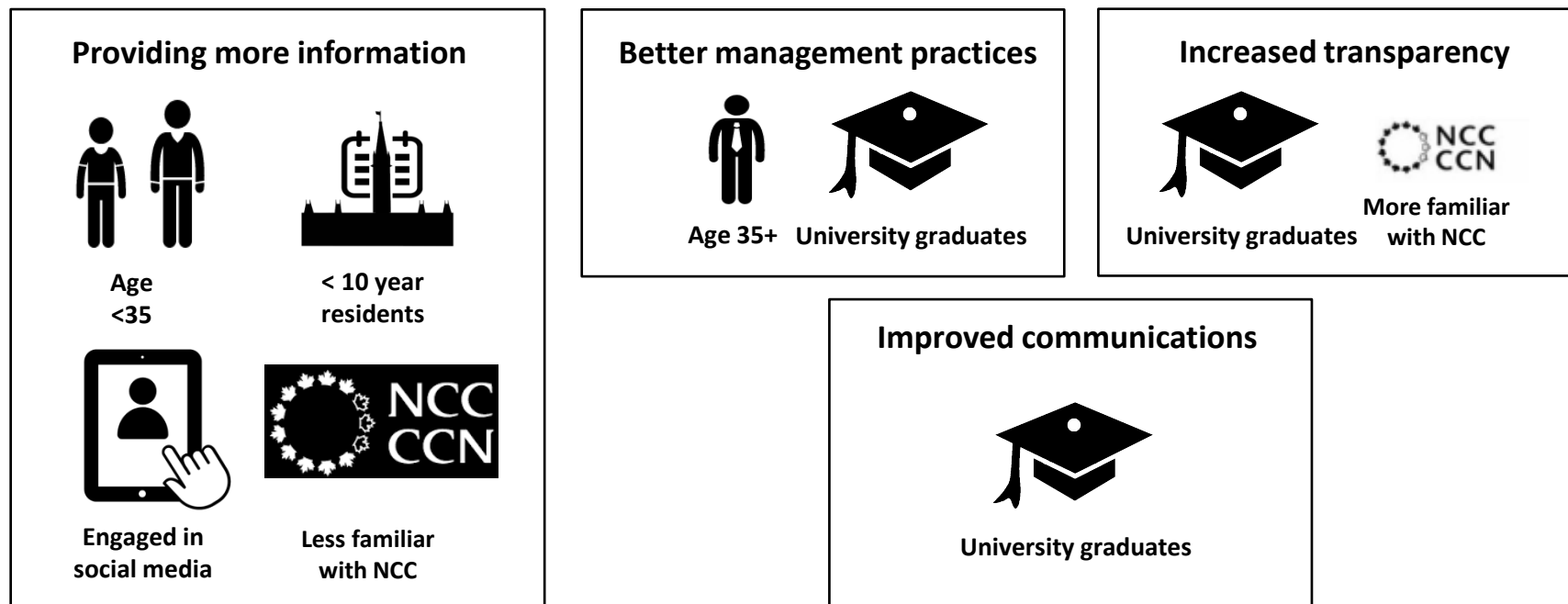
- Those who indicated they were other than very positive (n=1,009) were asked what the NCC could do differently to improve their impression.
- As in 2014, comments generally centre around doing more, doing it better, and being more vocal about activities and accomplishments this year. Somewhat fewer mention improved planning.
- Just under two in ten say the NCC should provide more information or be more visible, and a similar proportion say they should improve their communications with the public/be more transparent in their dealings.
- Comments are quite similar across the two interviewing periods in this wave.

SUBSAMPLE: Those less than very satisfied with the NCC.

Q19 What could the NCC do differently to improve your impression of it?

What the NCC could do differently to improve impressions (among those less than very satisfied)

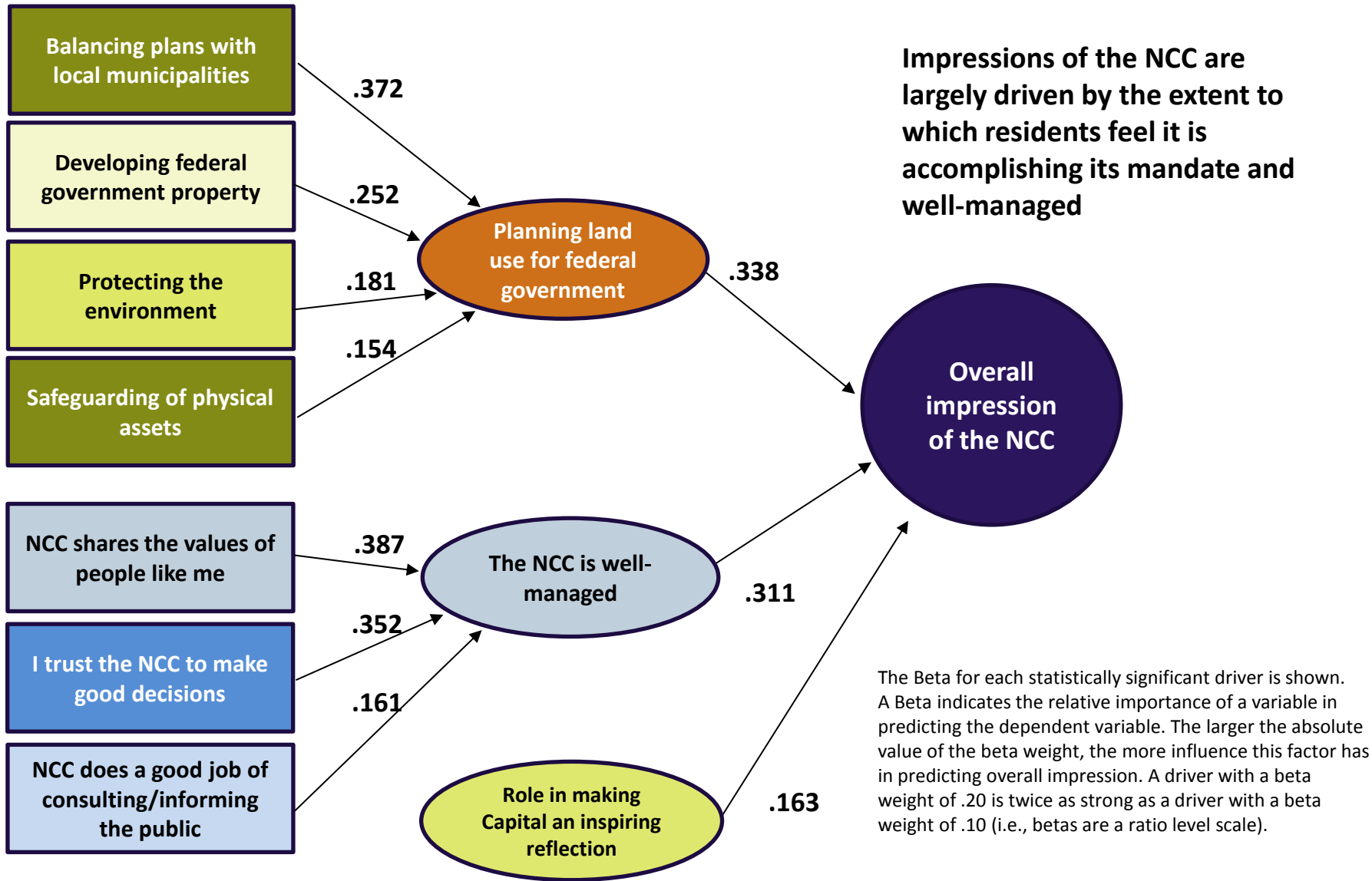
Citing the following things the NCC could do better is higher among these groups



SUBSAMPLE: Those less than very satisfied with the NCC.

Q19 What could the NCC do differently to improve your impression of it?

Drivers of NCC impression





Geodemographic analysis

Background

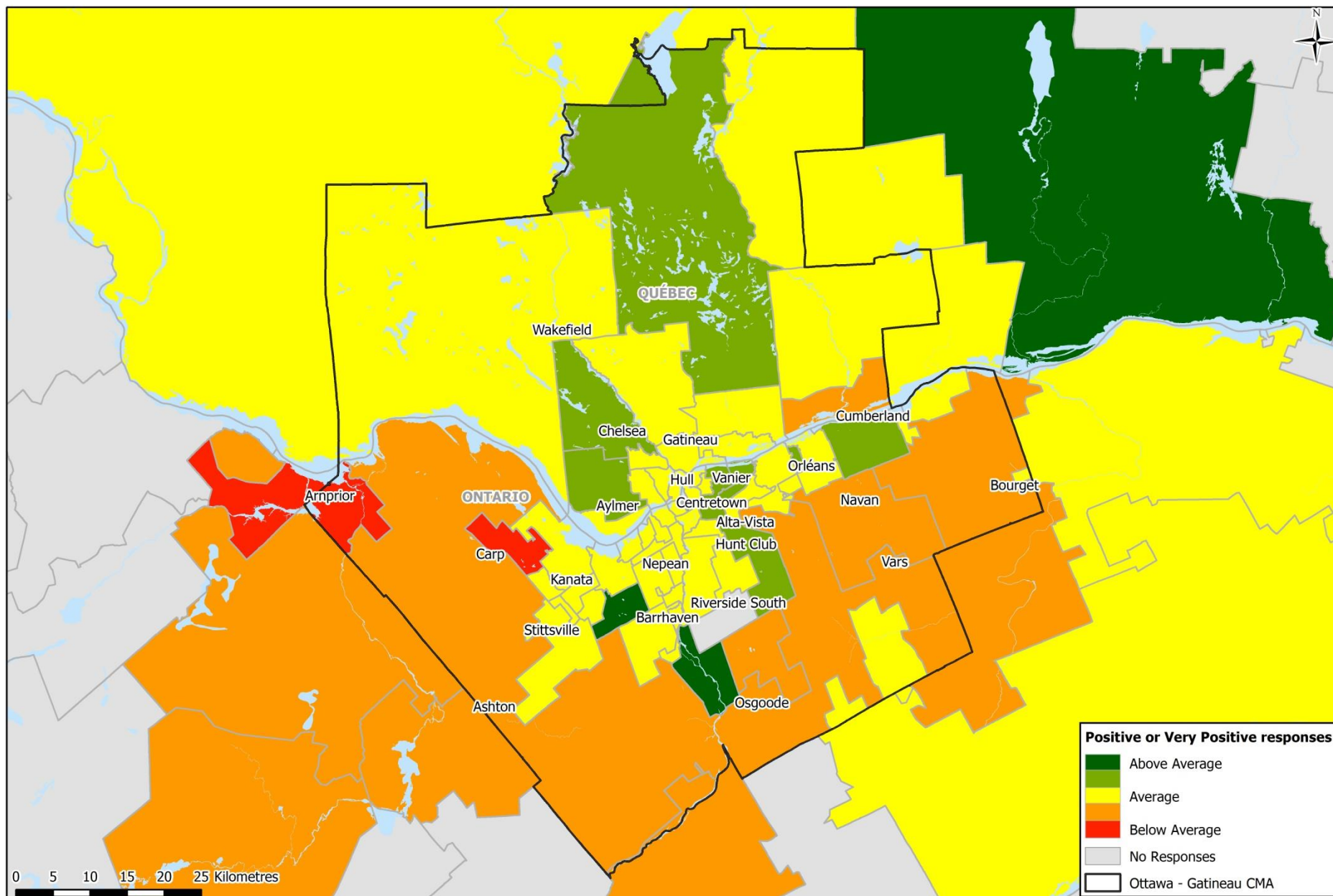
To assess views about the NCC by neighbourhoods within the Capital Region, survey responses were classified into PRIZM social groups. PRIZM is Environics' custom segmentation system that classifies all Canadian neighbourhoods into one of 66 lifestyle segments. These segments are then further organized into 18 social groups based on **socioeconomic status**, **urbanity**, **ethnic presence** and **official language** (English or French).

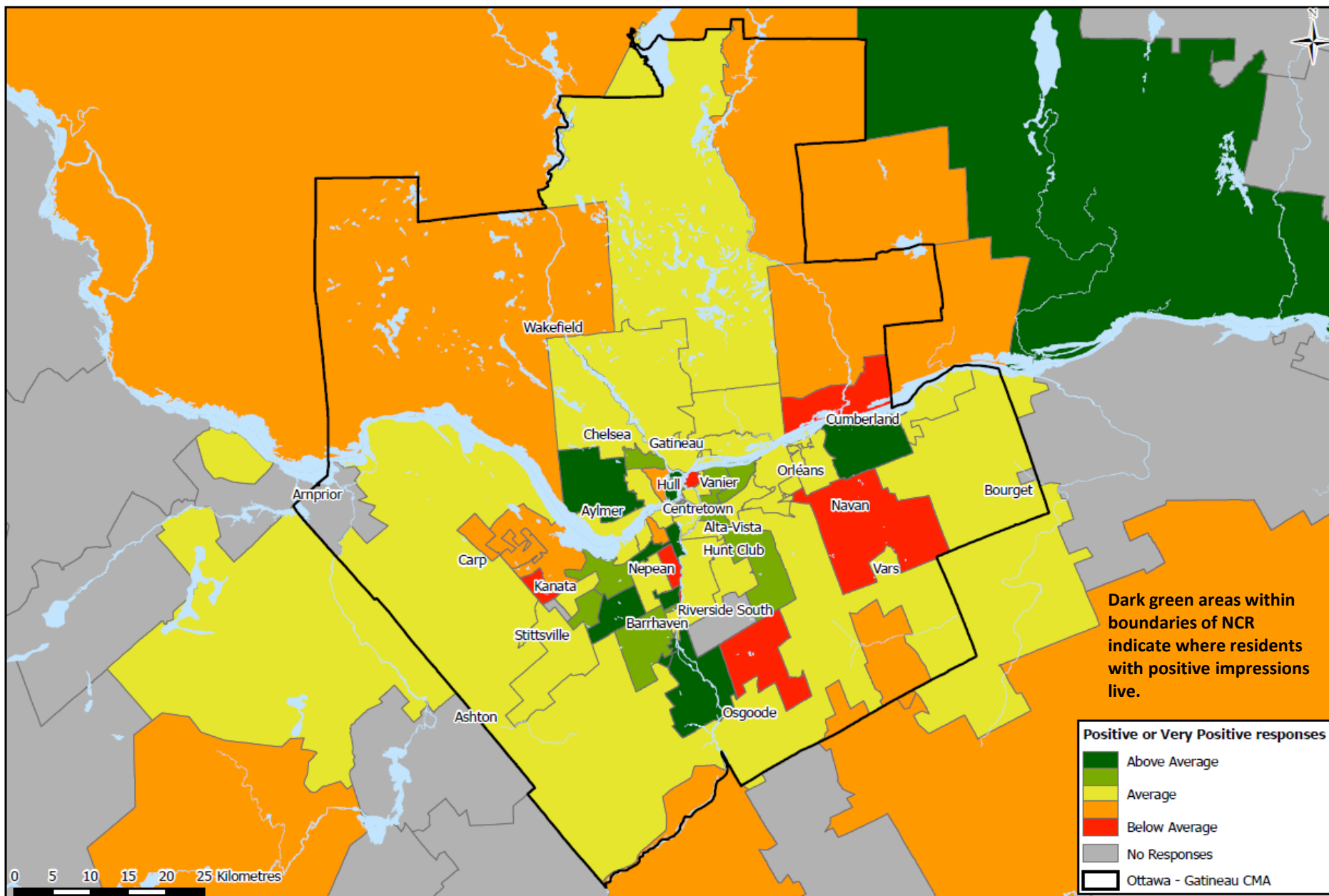
- **Socioeconomic status** is determined using a composite score that attributes including household income, home value (or rent paid), education and relative cost of living.
- **Ethnic presence** is based on a combination of immigration, ethnicity and language data.
- **Official language** is based on a person's knowledge of or ability to speak English, French, both or neither language.
- **Urbanity** is based on population density and proximity to urban markets.

For the following analyses, results from the 2014 and 2016-17 NCC public awareness surveys were combined to allow a more robust analysis. More than 2,500 respondents were PRIZM coded, to enable segmentation and mapping according to their views of the NCC (positive, neutral or negative). A brief summary of the results follows.

The first map uses the PRIZM coded results to highlight areas with higher than average or lower than average proportions of positive impressions of the NCC – with lower than average representing the areas where individuals with neutral or negative impressions are disproportionately located. Following this is a map of the 2014 results, for comparison purposes.

The subsequent pages present an overview of the types of communities found to have different impressions of the NCC (positive, so-so, negative, and don't know enough to say). For the positive and don't know enough to say groups, the samples are large enough that individual PRIZM segments are identified, for the smaller negative and neutral categories, broader social groups are presented.





Positive impressions

Segment

Demographic Characteristics



08 – Boomerang City

Middle-aged & older maintainers
Low cultural diversity
Home owners
Upscale

University educated
White collar/service sector
English official language



04 – Suburban Success

Middle-aged & older maintainers
Low cultural diversity
Home owners
Wealthy

University educated
White collar/service sector
English official language



38 – Grads & Pads

Younger maintainers
Low cultural diversity
Renters
Lower-middle income

University educated
Service sector/white collar
English official language



02 – Urbane Villagers

Middle-aged & older maintainers
Medium cultural diversity
Home owners
Wealthy

University educated
White collar sector
English official language



07 – Nouveaux Riches

Middle-aged & older maintainers
Medium cultural diversity
Home owners
Upscale

University/college educated
Service sector/white collar
French official language







Positive responses came from areas such as Chelsea, Aylmer, Vanier, Orleans, Osgoode and Cumberland.

Q18: WHY DO YOU FEEL THIS WAY ABOUT THE NCC?

- Do good work
- Enjoy festivals/events/activities (non-specific)
- Enjoy parks/green spaces
- Land use/preservation of green space
- Region looks good/clean

So-So impressions

Social Group		Demographic Characteristics	
	U1 – urban elite	Middle-aged & older maintainers Low cultural diversity Home owners Very wealthy	University educated White collar sector English official language
	U3 – urban young	Younger & middle-aged maintainers High cultural diversity Renters Lower- to upper-middle income	University educated White collar/service sector English official language
	U5 – urban older	Older & mature maintainers Low cultural diversity Renters Lower income/downscale	Mixed educations Service sector/white collar French official language
	U6 – urban downscale	Younger maintainers Medium cultural diversity Renters Downscale	High school/No certificate Blue-collar/service sector English official language



The tendency to have a neutral impression was above average in areas such as Arnprior and Rockcliffe Park.

Don't know enough to say

Segment

Demographic Characteristics



42 – home sweet rows

Younger & middle-aged maintainers
High cultural diversity
Home owners & renters
Middle Income

Mixed educations
Service sector/blue collar
Non-official language



09 – satellite burbs

Middle-aged & older maintainers
Low cultural diversity
Home owners
Upscale

Mixed educations
Mixed job type
English official language



18 – management material

Younger maintainers
Medium cultural diversity
Home owners
Upper-middle income

University/college educated
Service sector/white collar
English official language



24 – fresh air families

Middle-aged maintainers
Low cultural diversity
Home owners
Upper-middle income

College/high school/trade
Mixed job type
English official language



67 – Survivre en ville

Younger maintainers
Low cultural diversity
Renters
Low income

Grade 9/high school/trade
Service sector
French official language



These responses came primarily from areas such as Carp, Ashton, Osgoode, Bourget and Vars (see Don't Know Enough to Say map).

Negative impressions

Social Group

Demographic Characteristics



U3 – urban young

Younger & middle-aged maintainers
High cultural diversity
Home owners
Lower- to upper-middle income

University educated
White collar/service sector
English official language



S1 – suburban elite

Middle-aged & older maintainers
Low cultural diversity
Home owners
Wealthy

University/college educated
White collar/service sector
English official language



S2 – suburban younger

Younger & middle-aged maintainers
Medium cultural diversity
Home owners
Upper-middle incomes

Mixed educations
Mixed job types
English official language



S4 – suburban older

Older & mature maintainers
Low cultural diversity
Home owners
Average income

College/high school educated
Mixed job types
English official language



Negative responses came from areas such as Navan and Carp.

Q18: WHY DO YOU FEEL THIS WAY ABOUT THE NCC?

- Disagree with their decisions
- Lack of consultation
- Too much power
- NCC is poorly managed
- They could do more

Geographic dispersion: Impressions of the NCC by postal code

An important finding from this study is that positive, don't know enough to say /so-so, and negative impressions of the National Capital Commission are all found throughout the region. The following maps demonstrate this dispersion of views – each map shows the distribution of an impression across the NCR. The analyses are undertaken at the postal code level and the presence of a coloured dot indicates that the impressions is held by residents in that postal code. The first three maps present the distribution of responses from the current 2016-17 data:

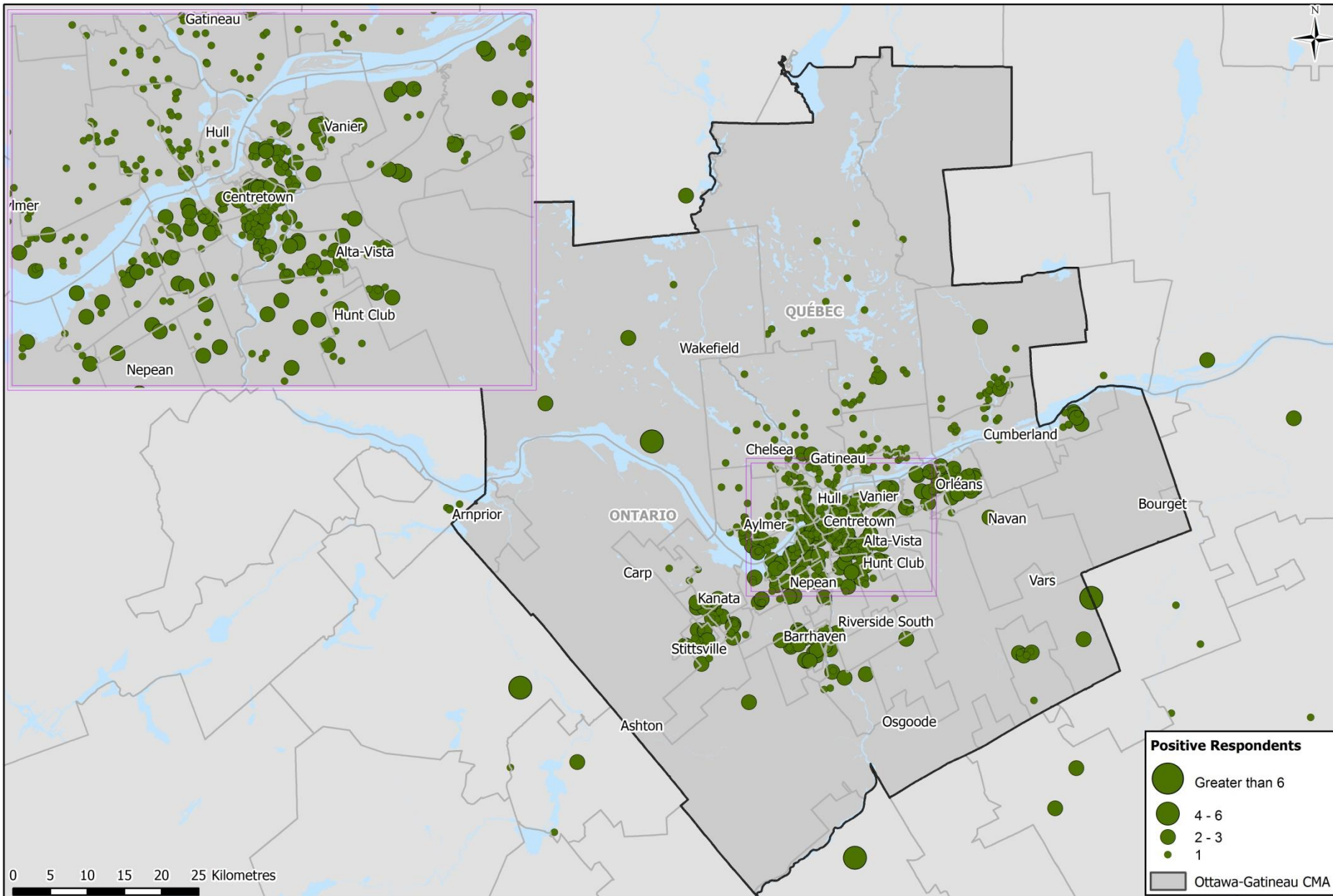
1. Positive impressions (green dots)
2. Don't know enough to say and So-So impressions (orange dots)
3. Negative impressions (red dots)

The fourth map shows the distribution of negative responses from the 2014 data, for comparison purposes.

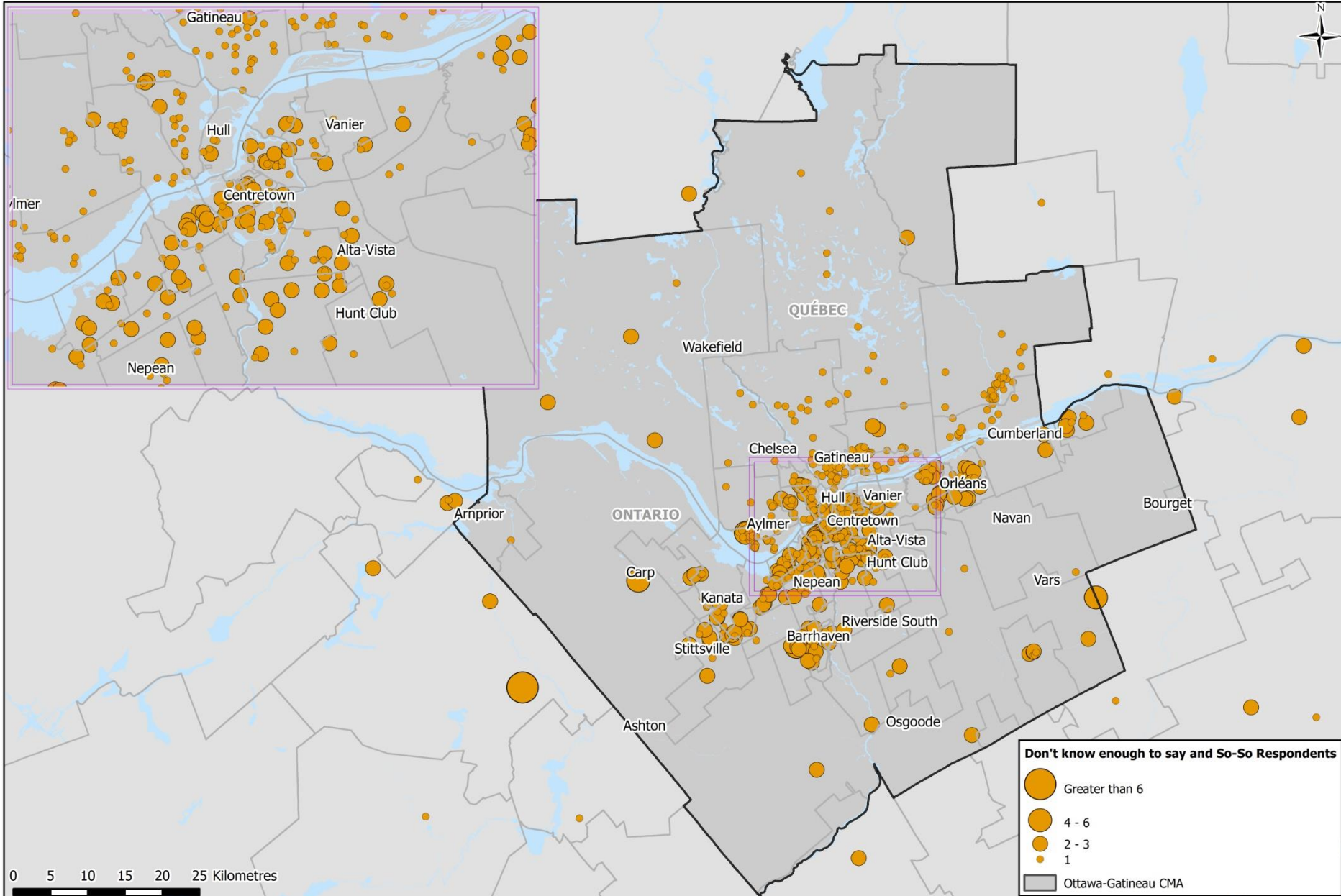
In addition to the colour coding, the size of the dots indicates the frequency of the impression within the specific postal code within the survey data (the map legends provide more detail).

The final map, providing a visual of all impressions (positive, don't know enough to say, negative), demonstrates that all impressions permeate every neighborhood.

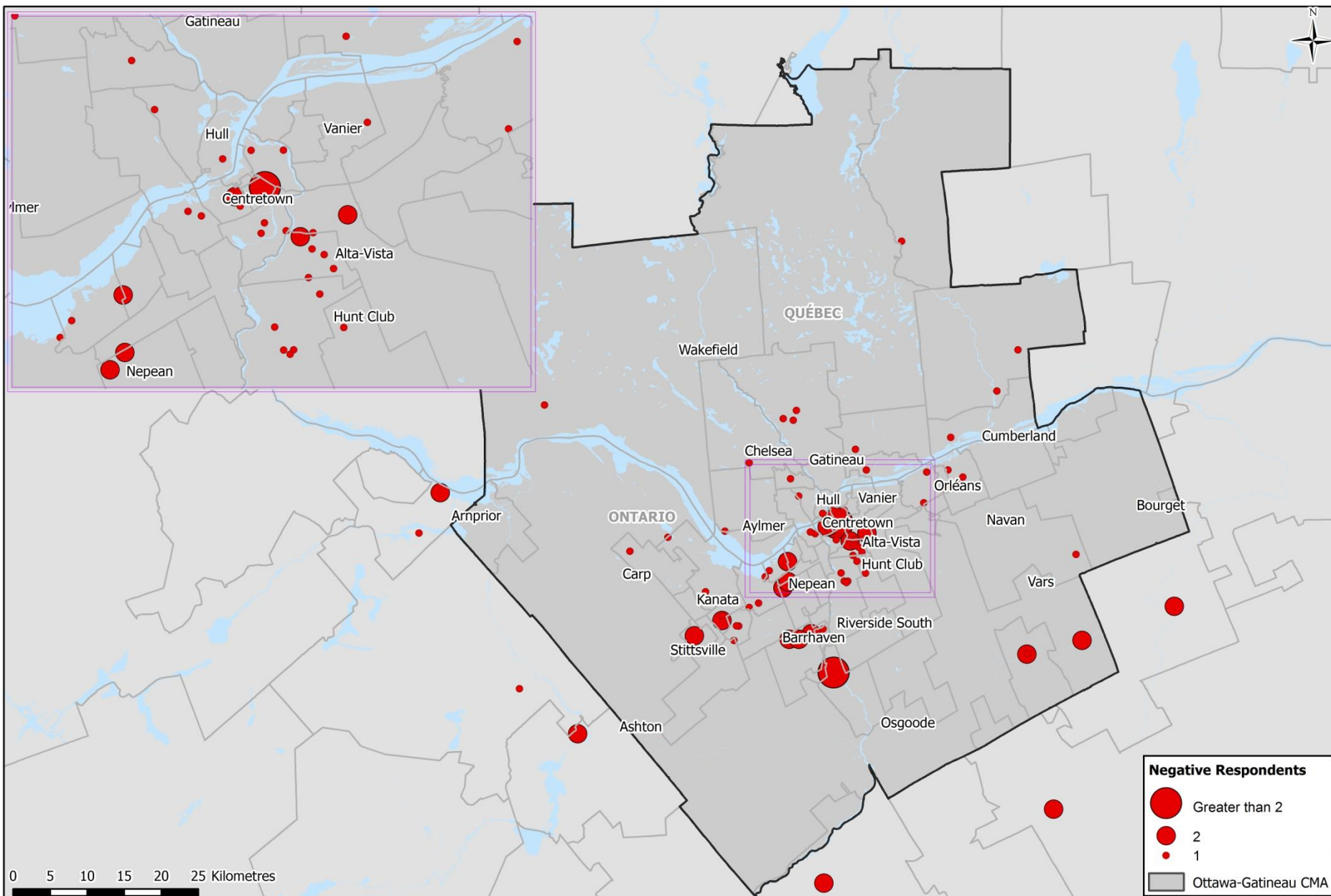
National Capital Commission 2016/2017 Impression of the NCC Positive Respondents - By Postal Code



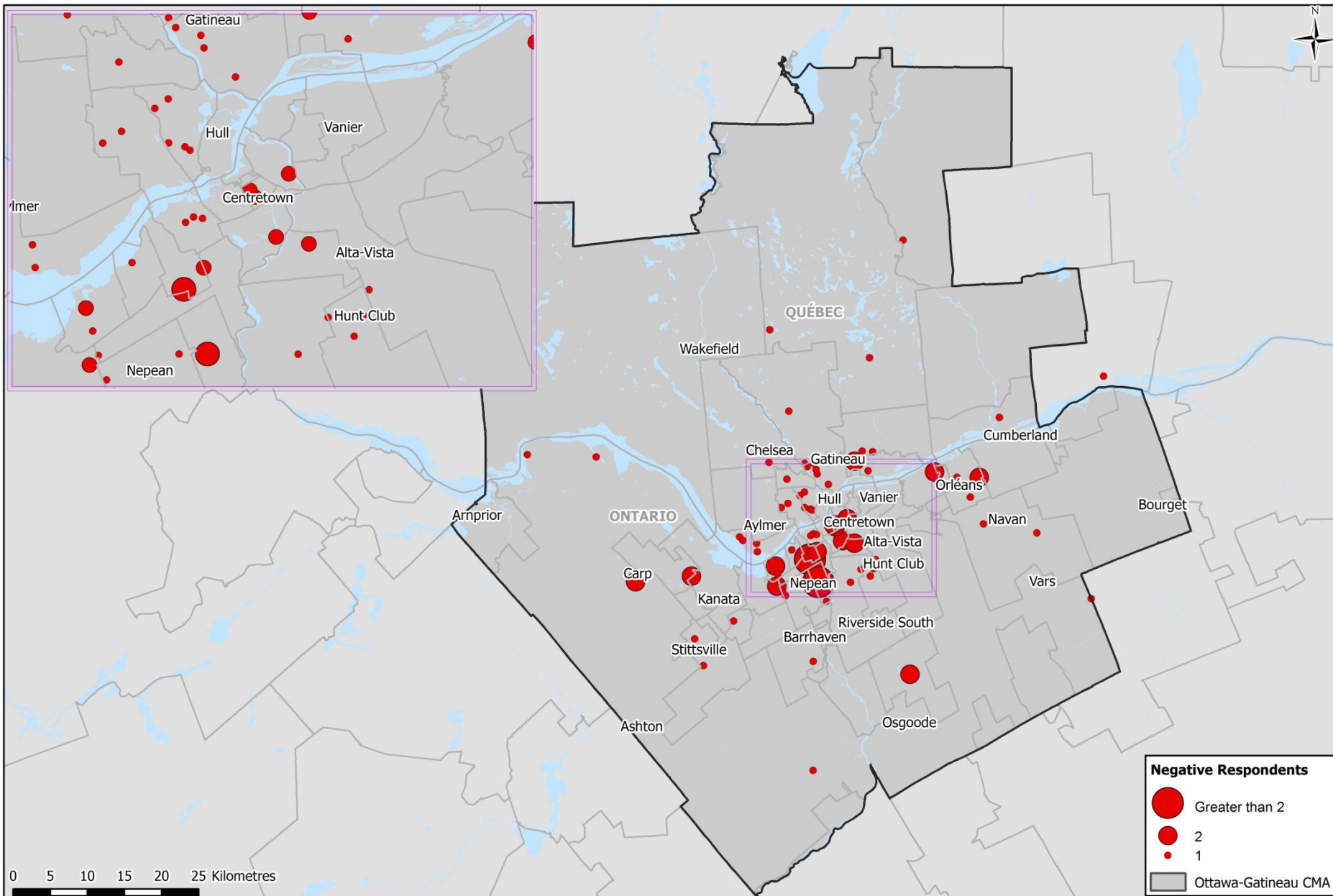
Don't know enough to say and So-So Respondents - By Postal Code



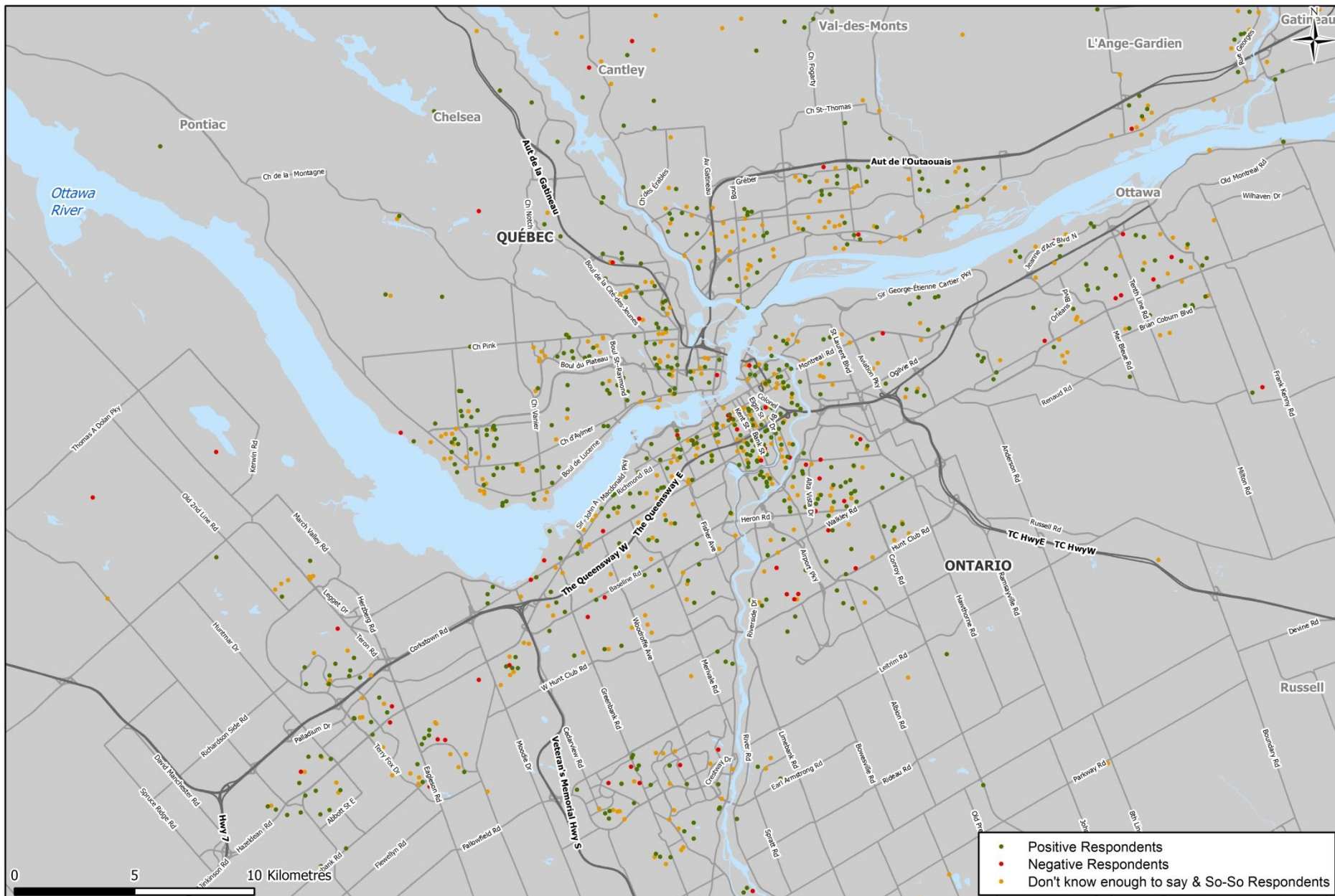
National Capital Commission 2016/2017 Impression of the NCC Negative Respondents - By Postal Code



National Capital Commission 2014 Impression of the NCC Negative Respondents - By Postal Code



National Capital Commission Impression of the NCC National Capital Region - By Postal Code





<https://www.flickr.com/photos/ncc-ccn/>

Conclusions

Conclusions

Overall awareness of the NCC remains high, with close to nine in ten CCR residents aware of the organization (unaided or aided).

Half of residents, and a strong majority of those who feel they know enough to say, see the NCC in a generally favourable light. About a third of residents do not feel well informed enough about the NCC to form an overall impression of the organization and another 8% have So-So impressions. These latter two groups provide an opportunity for NCC outreach and communications efforts.

NCR residents tend to view the NCC's most important contributions to the region mainly in terms of planning and development, as well as the maintenance of parks/green spaces.

Awareness of NCC media coverage has reached a new high in this survey, more so based on the November/December 2016 interviewing than February 2017. There has also been an increase in the proportion of residents aware of the opportunities the NCC provides for public consultation and input.

This research indicates that high profile activities do indeed bring attention to the organization, and also that this can be a double-edged sword. In November and December when the most prominent NCC related story recalled by residents was the Ottawa Hospital location announcement, recall left residents with a negative impression more so than in past surveys. By February, however, media related impressions of the NCC were as positive as they have ever been.

It is also worth noting that while residents' overall impressions of the NCC were marginally lower in the November/December 2016 period than in past surveys, by February, this indicator was significantly higher than November/December. Citizen perceptions that the NCC is well managed, and shares the values of residents were also lower in the November/December period than in the 2014 survey, but these levels also recovered by February.

In order to fully understand resident impressions of the organization, more frequent tracking surveys would be a useful approach, permitting seasonal and event-based variations to be distinguished from broader patterns and trends.

Appendix: Questionnaires

National Capital Commission 2016 Public Awareness Survey Questionnaire

Introduction

Good morning/afternoon/evening. My name is _____ and I am calling from Environics Research Group here in Ottawa. Today we are conducting a brief survey on some important issues in 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.

[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 ASKED: The registration system has been created by the Canadian survey research industry to allow the public to verify that a survey is legitimate, get information about the survey industry or register a complaint. The registration system's toll-free telephone number is 1-888-802-8742, extension 8728].

IF PERSON SELECTED IS NOT AVAILABLE FOR DURATION OF INTERVIEW PERIOD, SELECT NEXT MOST RECENT BIRTHDAY; ARRANGE CALL-BACK IF NECESSARY

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

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

Q1. LeBreton Flats

Q2. Gatineau Park

Q3. Recreational pathways

Q4. The Greenbelt

Q5. Canada Day

Q6. Winterlude

Q7. Parkways

Q8. The Official Residences, such as Rideau Hall and the Prime Ministers' Residence

Q9. The Rideau Canal Skateway

Q10. Confederation Boulevard

Q11. Sunday Bikedays

Environics Research Group

Recognition/Recall of NCC – Unaided and Aided

REVISED

Q12. 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)

01 - National Capital Commission/NCC SKIP TO Q14

77 - Other (SPECIFY)

99 - Don't know/No answer

Q13. (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?

01 - Yes

02 - No SKIP TO Demographics

99 - Don't know / No answer SKIP TO Demographics

Familiarity with NCC

Q14. How familiar are you with the National Capital Commission in terms of its role and responsibilities? Would you say you are:

01 - Very familiar

02 - Somewhat familiar

03 - Not very familiar

04 - Not at all familiar SKIP TO Demographics

VOLUNTEERED

99 - Don't know/No answer SKIP TO Demographics

Impression and Performance

Q16. In general terms, what is your overall impression of the National Capital Commission? Would you say it is:

01 - Very positive SKIP TO Q18

02 - Positive SKIP TO Q18

03 - Neutral GO TO Q17

04 - Negative or SKIP TO Q18

05 - Very negative SKIP TO Q18

VOLUNTEERED

99 - Don't know / No answer SKIP TO Q20

Environics Research Group

Q17. (IF NEUTRAL AT Q16) We would like to better understand your overall impression of the National Capital Commission. When you say you are neutral, is that:

RANDOMIZE 01-03

01 – Because you don't know enough about the organization?

02 – Because you feel the NCC is doing a so-so job overall? QR

03 – Because you don't care to comment about this?

VOLUNTEERED

99 – Don't know / No answer

ASK Q18 IF CODE 01, 02, 04 OR 05 AT Q16 OR CODE 02 AT Q17

Q18. In the previous question you said your overall impression of the National Capital Commission was [INSERT from Q16: very positive, positive, negative or very negative OR from Q17: so-so]. Why do you say that?

(OPEN-ENDED)

Q19. (IF 02, 04, OR 05 AT Q16 OR 02 AT Q17) What could the NCC do differently to improve your impression of it?

(OPEN-ENDED)

Q20. 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?

Q21. Planning land use for the federal government in the region?

Q22. Developing federal government property, such as heritage buildings within Canada's Capital Region?

Q23. Balancing its plans and developments for the region with the plans and developments of local municipalities?

01 – Excellent

02 – Good

03 – Fair

04 – Poor

05 – Very poor

VOLUNTEERED

99 – Don't know/No answer

Environics Research Group

Q24. 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?

01 – Excellent

02 – Good

03 – Fair

04 – Poor

05 – Very poor

VOLUNTEERED

99 – Don't know/No answer

Q25. 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?

01 – Excellent

02 – Good

03 – Fair

04 – Poor

05 – Very poor

VOLUNTEERED

99 – Don't know/No answer

Q26. 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

Q27. Have you seen, read or heard anything lately in the media or through word of mouth about the NCC?

01 – Yes

02 – No

SKIP TO Q30

99 – Don't know / No answer

SKIP TO Q30

Q28. (IF YES TO Q27) What was it about?

(OPEN-ENDED)

Environics Research Group

Q29. (IF YES TO Q27) Did this leave you with a favourable, unfavourable or neutral impression of the NCC?

01 – Favourable?

02 – Unfavourable?

03 – Neutral/unchanged impression?

VOLUNTEERED

99 - Don't know/No Answer

Q30. Have you ever heard about any opportunities for the public to provide input into NCC plans and initiatives?

01 – Yes

02 – No

VOLUNTEERED

99 - Don't know/No answer

Q31. Have you ever attended any of the NCC's public consultation/information sessions or provided input to the NCC?

01 – Yes

02 - No

VOLUNTEERED

99 - Don't know/No answer

Reputation

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

Q33. The NCC does a good job of consulting and informing the public on its plans and programs.

Q34. I trust the National Capital Commission to make good decisions.

Q35. The NCC is well managed.

Q36. The NCC shares the values of people like me.

01 - Strongly agree

02 - Agree

03 – Disagree

04 – Strongly disagree

VOLUNTEERED

99 – Don't know/No answer

Pride

Q38. 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.

01 - Strongly agree

02 - Agree

03 – Disagree

04 – Strongly disagree

VOLUNTEERED

99 – Don't know / No answer

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.

Q39. What is the highest level of education you have completed?

READ IF NECESSARY - CODE ONE ONLY

01 - Elementary school

02 - Some high school

03 - Completed high school

04 - Some community college/technical college/CEGEP

05 - Completed community college/technical college/CEGEP

06 - Some university

07 - Completed university

08 - Post-graduate degree

09 - No schooling

97 - No Response/Refused

Q40. In which of the following age categories can I place you?

READ AS NECESSARY - CODE ONE ONLY

01 - 18 to 24

02 - 25 to 34

03 - 35 to 44

04 - 45 to 54

05 - 55 to 64

06 - 65 and over

97 - No Response/Refused

Q41. Are you an active member of any social media networks? If YES, which ones:

DO NOT READ – CODE ALL THAT APPLY

- 01 - Twitter
- 02 - Facebook
- 03 - Flickr
- 04 - Linked In
- 05 - You Tube
- 06 - My Space
- 07 - Google +
- 08 - Instagram
- 09 - Pinterest
- 77 - Other (please specify)
- 99 - None/No response

Q42. What is your first language, that is, the language you first learned at home?

CODE ONE ONLY

- 01 - English
- 02 - French
- 03 - Other
- 97 - No response/Refused

Q43. How many years have you lived in Canada's Capital Region

00 – Less than 1 year

____|____| years

99 - Don't know / No answer / Refuse

Q44. 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

This completes the survey. In case my supervisor would like to verify that I conducted this interview, may I have your first name?

First Name: _____

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

RECORD:

Q43. Gender

- 01 - Male
- 02 - Female

Q44. Language of interview

- 01 - English
- 02 - French

Q45. Residence

- 01 – Ottawa (Ontario side of Capital Region)
- 02 – Gatineau (Quebec side of Capital Region)

**Commission de la capitale nationale
Sondage 2016 sur les connaissances de la population
Questionnaire**

Introduction

Bonjour/Bonsoir. Je m'appelle _____ et je vous appelle de la part d'Environics Research Group à Ottawa. Nous menons aujourd'hui un bref sondage portant sur certains enjeux importants à la région de la capitale du Canada. Nous vous assurons que nous n'essayons pas de vous vendre quoi qu'il 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 dans chaque foyer. 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.

[SI ON LE DEMANDE : Répondre au sondage devrait prendre environ 12 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 VOUS LE DEMANDE : Ce sondage est inscrit dans le système national d'inscription des sondages. Le système d'inscription a été mis sur pied par l'industrie canadienne de recherche par sondages, afin de permettre au public de vérifier la légitimité d'un sondage, d'obtenir plus de renseignements au sujet de l'industrie des sondages ou de déposer une plainte. Le numéro de téléphone sans frais du système d'inscription est le suivant : 1 888 802-8742, poste 8728.]

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; PRÉVOYEZ UN RAPPEL AU BESOIN

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

Connaissances des rôles – sans aide

J'aimerais que vous me disiez quel est, selon vous, le nom de l'organisme responsable de chacune des choses ou des activités suivantes au sein de la région de la capitale nationale. Commençons par :

FAIRE VARIER L'ORDRE DES QUESTIONS 1 À 11

Q1. Les plaines LeBreton

Q2. Le parc de la Gatineau

Q3. Les sentiers récréatifs

Q4. La Ceinture de verdure

Q5. La fête du Canada

Q6. Le Bal de Neige

Q7. Les promenades panoramiques

Q8. Les résidences officielles, comme la résidence du Gouverneur général (Rideau Hall) et celle du premier ministre du Canada

Q9. La patinoire du canal Rideau

Q10. Le boulevard de la Confédération

Q11. Les vélos-dimanches

Environics Research Group

Reconnaissance/rappel de la CCN – Sans aide et avec aide

Q12. Il existe un organisme au sein de la région de la capitale du Canada qui est responsable de la planification et du développement de l'utilisation des terrains fédéraux et de la préservation des édifices du patrimoine comme les résidences officielles et les lieux commémoratifs, en plus d'être chargé de la gestion, et de la conservation des biens naturels, comme le parc de la Gatineau et la Ceinture de verdure.

Pourriez-vous me dire le nom de cet organisme? (QUESTION OUVERTE)

01 - Commission de la capitale nationale/CCN PASSER À Q14

77 - Autre (veuillez préciser)

99 - Je ne sais pas/pas de réponse

Q13. (SI NE MENTIONNE PAS LA CCN À Q12) La Commission de la capitale nationale, aussi connue sous le nom de CCN, est en fait l'organisme responsable de ces activités. Maintenant que je vous l'ai mentionné, vous souvenez-vous d'avoir entendu parler de la Commission de la capitale nationale?

01 – Oui

02 – Non PASSER AUX données démographiques

99 – Ne sait pas/pas de réponse PASSER AUX données démographiques

Familiarité avec la CCN

Q14. Dans quelle mesure les rôles et les responsabilités de la Commission de la capitale nationale vous sont-ils familiers? Diriez-vous qu'ils vous sont :

01 – Très familiers

02 – Assez familiers

03 – Pas très familiers

04 – Pas du tout familiers PASSER AUX données démographiques

NE PAS LIRE

99 – Ne sait pas/pas de réponse PASSER AUX données démographiques

Impression et rendement

Q16. De manière générale, quelle impression avez-vous de la Commission de la capitale nationale? Diriez-vous que votre impression est...?

- 01 – Très positive PASSER À Q18
 02 – Positive PASSER À Q18
 03 – Neutre PASSER À Q17
 04 – Négative PASSER À Q18
 05 – Très négative PASSER À Q18
 NE PAS LIRE
 99 – Ne sait pas/pas de réponse PASSER À Q20

Q17. (SI « NEUTRE » À Q16) Nous aimerions mieux comprendre votre impression générale de la Commission de la capitale nationale. Lorsque vous dites être neutre, est-ce :

FAIRE VARIER L'ORDRE DES ÉNONCÉS 01 À 03

- 01 – Parce que vous n'en savez pas suffisamment au sujet de l'organisme
 02 – Parce que vous avez l'impression que la CCN fait dans l'ensemble un travail plus ou moins bon
 OU
 03 – Parce que vous n'avez pas envie d'émettre des commentaires à ce sujet
 NE PAS LIRE
 99 – Ne sait pas/pas de réponse

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

Q18. À la question précédente, vous avez répondu que votre impression générale de la Commission de la capitale nationale était [INSÉRER LA RÉPONSE À Q16 : très positive, positive, négative ou très négative OU Q17: plus ou moins bon]. Pourquoi dites-vous cela?

(QUESTION OUVERTE)

Q19. (SI 02, 04, OU 05 À Q16 OU 02 À Q17) Qu'est-ce que la CCN pourrait faire différemment pour améliorer l'impression que vous avez de l'organisme?

(QUESTION OUVERTE)

Q20. Selon vous, quelle est la plus grande contribution de la CCN pour la région de la capitale nationale?

(QUESTION OUVERTE)

Passons à autre chose...La Commission de la capitale nationale, ou CCN, est responsable de guider l'utilisation et l'aménagement physique des terrains fédéraux, ainsi que de coordonner les activités de conception et de planification des terrains fédéraux pour que ceux-ci soient dignes du rôle et de l'importance de la capitale. Pensez à cela; diriez-vous que la CCN fait, en général, un travail excellent, bon, passable, mauvais ou très mauvais en ce qui a trait à chacune des fonctions suivantes?

Q21. Planifier l'utilisation des terrains de la région pour le gouvernement fédéral

Q22. Développer les propriétés du gouvernement fédéral telles que les édifices du patrimoine au sein de la région de la capitale nationale

Q23. Faire concorder ses plans et ses développements pour la région avec les plans et les développements des municipalités locales

- 01 – Excellent
 02 – Bon
 03 – Passable
 04 – Mauvais
 05 – Très mauvais
 NE PAS LIRE
 99 – Ne sait pas/pas de réponse

Q24. La CCN est chargée de l'entretien, de la planification et de la protection des biens physiques d'importance nationale tels que le parc de la Gatineau, la Ceinture de verdure, les sentiers récréatifs, les résidences officielles ainsi que l'environnement naturel de la région de la capitale nationale.

Pensez à cela; diriez-vous que la CCN fait, en général, un travail excellent, bon, passable, mauvais ou très mauvais lorsqu'il est question de protéger ces biens?

- 01 – Excellent
 02 – Bon
 03 – Passable
 04 – Mauvais
 05 – Très mauvais
 NE PAS LIRE
 99 – Ne sait pas/pas de réponse

Q25. Diriez-vous que la CCN fait, en général, un travail excellent, bon, passable, mauvais ou très mauvais lorsqu'il est question de protéger l'environnement?

- 01 – Excellent
 02 – Bon
 03 – Passable
 04 – Mauvais
 05 – Très mauvais
 NE PAS LIRE
 99 – Ne sait pas/pas de réponse

Q26. Selon vous, quelles devraient être les priorités de la CCN au cours des trois à cinq prochaines années?

(QUESTION OUVERTE)

Connaissance des dernières activités de communication/de la couverture

Q27. Avez-vous vu, lu ou entendu quelque chose dernièrement dans les médias ou par le bouche-à-oreille au sujet de la CCN?

01 – Oui

02 – Non PASSER À Q30

99 – Ne sait pas/pas de réponse PASSER À Q30

Q28. (SI « OUI » À Q27) De quoi était-il question?

(QUESTION OUVERTE)

Q29. (SI « OUI » À Q27) En avez-vous tiré une impression favorable, défavorable ou neutre de la CCN?

01 – Favorable

02 – Défavorable

03 – Neutre/inchangée

NE PAS LIRE

99 – Ne sait pas/pas de réponse

Q30. Avez-vous déjà entendu parler de possibilités permettant à la population d'exprimer son opinion quant à la planification et aux initiatives de la CCN?

01 – Oui

02 – Non

NE PAS LIRE

99 – Ne sait pas/pas de réponse

Q31. Avez-vous déjà participé à l'une ou l'autre des séances d'information ou de consultation publique avez-vous déjà fait part de votre opinion à la CCN?

01 – Oui

02 – Non

NE PAS LIRE

99 – Ne sait pas/pas de réponse

Q32. (SI « NON » À Q31) Pourquoi pas?

(QUESTION OUVERTE)

Réputation

Dites-moi si vous êtes fortement en accord, en accord, en désaccord ou fortement en désaccord avec chacun des énoncés suivants :

Q33. La CCN fait un bon travail pour ce qui est de consulter et d'informer la population quant à ses plans et programmes.

Q34. Je crois que la Commission de la capitale nationale est en mesure de prendre de bonnes décisions.

Q35. La CCN est bien gérée.

Q36. La CCN partage les valeurs de gens comme moi.

01 – Fortement en accord

02 – En accord

03 – En désaccord

04 – Fortement en désaccord

NE PAS LIRE

99 – Ne sait pas/pas de réponse

Fierté

Q37. Dans quelle mesure êtes-vous fier(ère) de vivre dans la région de la capitale nationale? Diriez-vous que vous en êtes très fier(ère), assez fier(ère), pas très fier(ère) ou pas du tout fier(ère)?

01 – Très fier(ère)

02 – Assez fier(ère)

03 – Pas très fier(ère)

04 – Pas du tout fier(ère)

NE PAS LIRE

99 – Ne sait pas/pas de réponse

Q38. Dites-moi si vous êtes fortement en accord, en accord, en désaccord ou fortement en désaccord avec l'énoncé suivant. La CCN a un rôle à jouer pour que la capitale devienne le reflet inspirant du Canada et de sa population.

01 – Fortement en accord

02 – En accord

03 – En désaccord

04 – Fortement en désaccord

NE PAS LIRE

99 – Ne sait pas/pas de réponse

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.

Q39. Quel est le niveau de scolarité le plus élevé que vous avez atteint?

LIRE AU BESOIN – INSCRIRE UNE SEULE RÉPONSE

- 01 – Études primaires
- 02 – Études secondaires en partie
- 03 – Diplôme d'études secondaires
- 04 – Études collégiales, techniques, au cégep en partie
- 05 – Diplôme d'études collégiales/techniques/DEC
- 06 – Études universitaires en partie
- 07 – Diplôme d'études universitaires
- 08 – Diplôme d'études supérieures
- 09 – Aucune scolarité
- 97 – Pas de réponse/refus

Q40. Dans laquelle des catégories d'âge suivantes vous situez-vous

LIRE AU BESOIN – INSCRIRE UNE SEULE RÉPONSE

- 01 – De 18 à 24 ans
- 02 – De 25 à 34 ans
- 03 – De 35 à 44 ans
- 04 – De 45 à 54 ans
- 05 – De 55 à 64 ans
- 06 – 65 ans ou plus
- 97 – Pas de réponse/refus

Q41. Êtes-vous un membre actif d'un quelconque réseau social? Si OUI – lesquels :
NE PAS LIRE – INSCRIRE TOUT CE QUI S'APPLIQUE

- 01 – Twitter
- 02 – Facebook
- 03 – Flickr
- 04 – LinkedIn
- 05 – YouTube
- 06 – Myspace
- 07 – Google+
- 08 – Instagram
- 09 – Pinterest
- 77 – Autre (veuillez préciser)
- 00 – Aucun/aucune réponse

Q42. Quelle est votre langue maternelle, c'est-à-dire la première langue que vous avez apprise à la maison?

INSCRIRE UNE SEULE RÉPONSE

- 01 – Anglais
- 02 – Français
- 03 – Autre
- 97 – Pas de réponse/refus

Q43. Depuis combien d'années vivez-vous dans la région de la capitale nationale
00 – Moins d'un an

_____ ans

99 – Ne sait pas/pas de réponse/refus

Q44. Pour mieux comprendre la façon dont les résultats varient selon la taille des collectivités, puis-je connaître votre code postal de six caractères?

SI LE RÉPONDANT/ LA RÉPONDANTE REFUSE, DEMANDER LES TROIS PREMIERS
CARACTÈRES SEULEMENT

____ – NE SAIT PAS/PAS DE RÉPONSE

Voilà qui met fin au sondage. Au cas où mon superviseur voudrait s'assurer que j'ai bel et bien réalisé l'entrevue, pourrais-je connaître votre prénom?

Prénom : _____

Au nom de la Commission de la capitale nationale, je vous remercie de votre participation.

INSCRIRE :

Q43. Sexe

- 01 – Homme
- 02 – Femme

Q44. Langue de l'entrevue

- 01 – Anglais
- 02 – Français

Q45. Résidence

- 01 – Ottawa (rive ontarienne de la région de la capitale nationale)
- 02 – Gatineau (rive québécoise de la région de la capitale nationale)



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