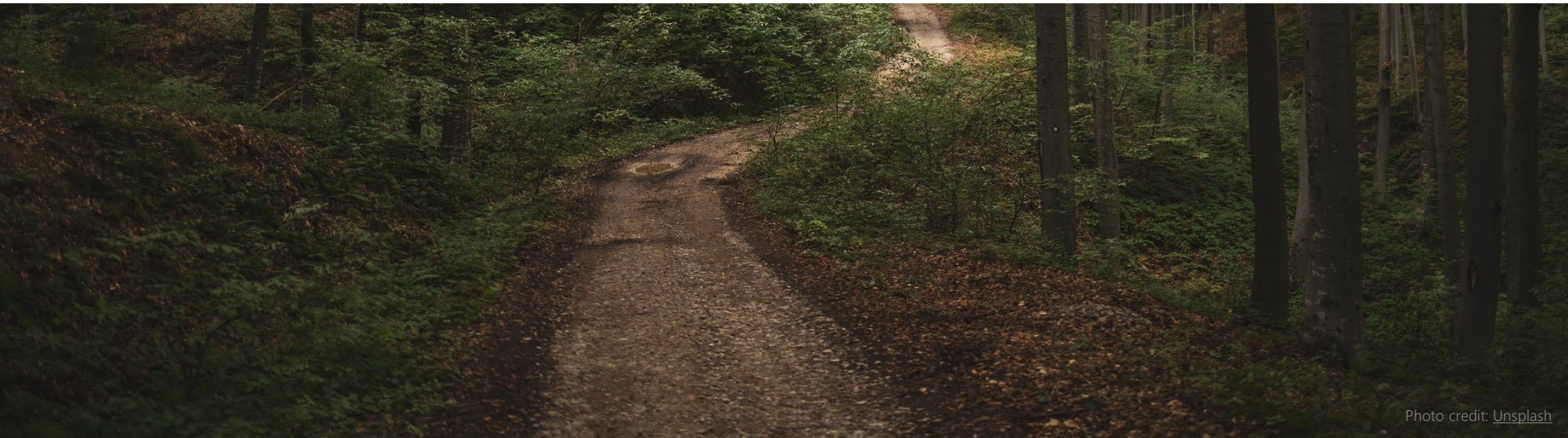


Metro Vancouver Regional Parks Visitor Survey 2024

A SURVEY OF PARK VISITORS

November 2024



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Background

Metro Vancouver is a federation of 21 municipalities, one electoral area, and one treaty first nation. Metro Vancouver currently operates 23 regional parks, 2 ecological conservancy areas, 2 regional park reserves and 5 regional greenways on approximately 13,824 hectares of land. The information collected during the Regional Parks Visitor Survey will inform planning and delivery of the regional parks service.

Metro Vancouver requested an update to the 2013 and 2019 Visitor Surveys that answers the following:

- Measure overall satisfaction with the regional park/greenway and its amenities and services,
- How visitors commonly use regional parks/greenways,
- Determine how visitors travel to regional parks/greenways and how long they stay,
- Determine the impact of time spent in regional parks/greenways on visitor well-being,
- Measure how safe visitors feel at regional parks/greenways,
- Gather suggestions for potential park and amenity improvements,
- Develop a demographic profile of visitors; and,
- Track key findings against the 2019 and 2013 studies.

Methodology

The study was conducted at 24 regional parks and greenways identified by Metro Vancouver. Twenty-three of the 24 parks and greenways were sampled in 2019, and one is new to this study. Justason Market Intelligence (JMI) created a schedule broadly reflecting the sampling methodology used in 2013 and 2019. Each park/greenway was:

- Surveyed a minimum of four times over a three-month period (June, July, and August 2024).
- Surveyed at least once in each of the three months.
- Visited on two weekend days (including holidays) and two weekdays.
- Surveyed in six-hour shifts, including two 8am–2pm shifts and two 2–8pm shifts (a minimum of one each during weekdays and weekend days).

The study allocated one interviewer per shift among one-to-seven sites within each park / greenway identified by JMI and Metro Vancouver. Site were pre-randomized, anticipating that the interviewer would rotate to the next site at approximately two-hour intervals. Sites and site visit duration were adjusted based on visitor traffic.

The interviewer approached visitors, focusing on those leaving the park or greenway. Participants who agreed to take part were provided with an information card detailing the authority under which their information would be collected and outlining the purpose of the study. The interviewer then began the personal interview, entering their responses on their tablet. Data were uploaded to a server and removed from the device once a stable online connection was made. Those who declined to participate were thanked for their time and were not engaged further.

Charts and tables may not sum due to rounding or multiple mentions.

Sampling and Weighting

This study collected a total of 2,648 completed surveys from 104 six-hour shifts at 24 parks and greenways in Metro Vancouver during June, July, and August 2024. All parks and greenways had four interviewing shifts, with the following exceptions:

- Aldergrove – 5 shifts
- Campbell Valley – 6 shifts
- ʔéxətəm – 5 shifts
- Kanaka Creek – 5 shifts
- Pitt River Greenway – 5 shifts
- Pacific Spirit – 5 shifts
- Tynehead – 5 shifts

The table on the right displays the complete interviews (including a small number of self-completed surveys) at each park / greenway and the margin of error at the 95% confidence level.

The combined regional park results were weighted to reflect the number of visitors who visited those parks in June, July, and August 2023 and the distribution of weekend day and weekday visitors according to visitor count data provided by Metro Vancouver.

The results for individual parks were weighted to match the distribution of weekend day and weekday visitor counts.

Regional park/greenway	Completes	Margin of error
Aldergrove	107	±9.5
təmtəmix*tən/Belcarra	127	±8.7
Boundary Bay	176	±7.4
Brae Island	105	±9.6
Brunette Fraser Greenway	52	±13.6
Burnaby Lake	108	±9.4
Campbell Valley	114	±9.2
Capilano River	159	±7.8
ʔéxətəm	107	±9.5
Crippen	102	±9.7
Deas Island	118	±9.0
Delta South Surrey Greenway	29	±18.2
Delta Nature Reserve	56	±13.1
Derby Reach	102	±9.7
Grouse Mountain	135	±8.4
Iona Beach	165	±7.6
Kanaka Creek	113	±9.2
Lynn Headwaters	129	±8.6
Minnehada	129	±8.6
Pacific Spirit	172	±7.5
Pitt River Greenway	105	±9.6
Seymour River Greenway	36	±16.3
Surrey Bend	85	±10.6
Tynehead	117	±9.1
Total	2,648	±1.9

Foreword

The methodology in the 2024 study differs meaningfully from the 2019 and 2013 studies in several notable ways:

- Nearly all (96%) surveys were interviewer-led. In past studies surveys were self-completed with pencil and paper.
- Rotating exits approximately every two hours during a shift was a new addition. Previously, interviewers remained at one exit per shift.
- The combined regional park results are weighted to reflect close estimates of the number of visitors visiting each park or greenway in June, July, and August 2024 according to visitor count data provided by Metro Vancouver. In addition, individual parks are weighted to match the distribution of weekend day and weekday visitor counts. The 2013 and 2019 results were not weighted.

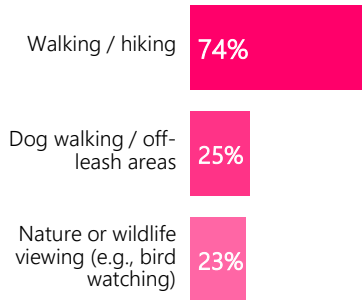
Due to the differences in methodology and the sample sizes for individual parks, differences between the 2024 and past studies should be viewed with caution.

A grayscale photograph of a park. In the foreground, there are several tall, thin trees with sparse foliage. A path or walkway leads from the bottom center towards a building in the background. The building has a prominent arched entrance. The overall scene is a natural, wooded area.

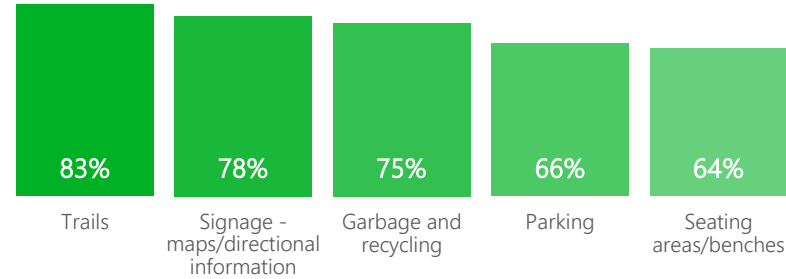
Regional Parks System Detailed Findings

Dashboard: Regional Parks System

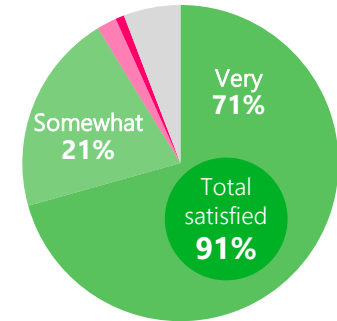
Top 3 common activities



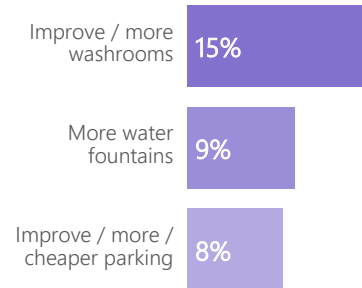
Satisfaction: Top 5 facilities and amenities



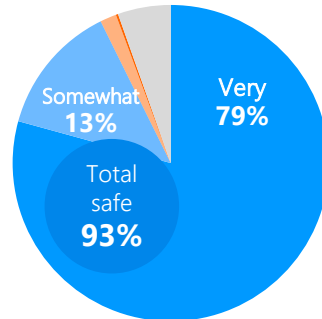
Satisfaction with the park



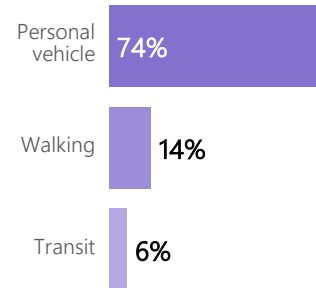
Desired improvements



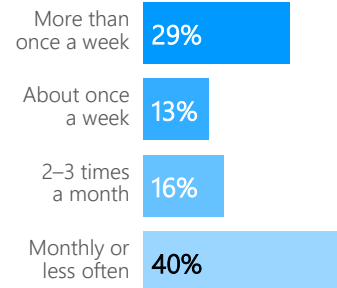
Park safety



Top travel modes



Visit frequency



REGIONAL PARKS SYSTEM: COMMON PARK ACTIVITIES

MAIN ACTIVITY

- Walking or hiking: 74% commonly visit regional parks for walking or hiking.

OTHER COMMON ACTIVITIES

- Dog walking or off-leash areas: 25%
- Nature or wildlife viewing: 23%
- Picnicking: 20%
- Jogging or running: 18%
- Cycling: 15%
- Outdoor swimming & beach activities: 13%

DIFFERENCES

Women are more likely than men to commonly visit for the following:

- Dog walking (28% vs 21%)
- Nature viewing (26% vs 19%)
- Outdoor swimming / beach activities (16% vs 10%)

Strenuous activities such as **jogging** and **informal field sports** are more common as age decreases.

Residents with a household income of \$150,000 or more are most likely to say they commonly **walk their dog** (35% vs 20-23% among lower income groups).

	2024	2019	2013
Walking / hiking	74%	85%	82%
Dog walking / off-leash areas	25%	39%	**
Nature or wildlife viewing (e.g., bird watching)	23%	33%	37%
Picnicking	20%	18%	21%
Jogging / running	18%	25%	29%
Cycling	15%	28%	31%
Outdoor swimming & beach activities	13%	17%	19%
Visit a nature house, visitor centre, or attend park program	4%	**	**
Non-motorized boating (e.g. canoes, kayaks, sculls)	4%	8%	6%
Informal field sports (e.g. frisbee, bocce, playing catch)	2%	6%	4%
Commute to work, school, etc.	2%	**	**
Stewardship projects like planting, invasive plant removal, monitoring	1%	3%	**
Camping	1%	8%	**
Fishing	1%	3%	7%
Horseback riding	1%	2%	3%
Other	5%	**	10%

3a. Which of the following activities do you commonly do at this park/greenway? CHECK ALL THAT APPLY. / Base: Total.

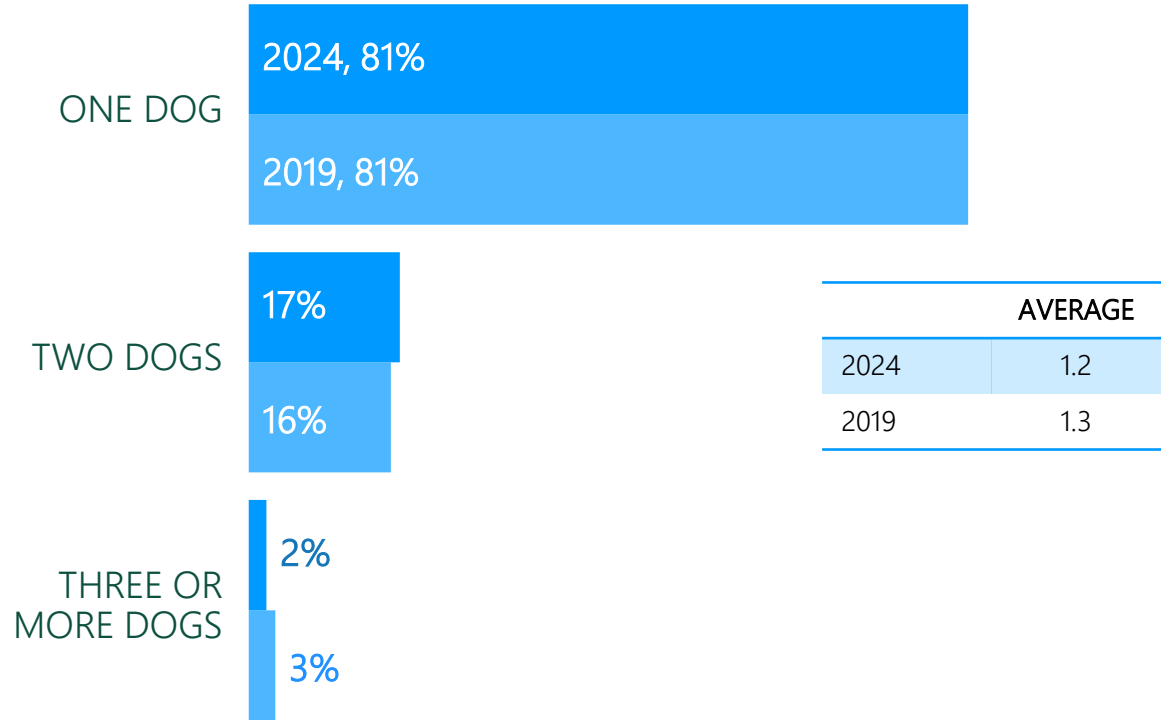
**Category excluded.

REGIONAL PARKS SYSTEM: NUMBER OF DOGS

Among dog owners visiting the regional parks in summer 2024:

- A majority bring one dog: 81%;
- 17% bring two dogs; and
- 2% bring three or more dogs.

This is consistent with the 2019 findings.



3b. How many dogs did you personally bring with you today? Base: Brought dogs (n=629).
2019 base: Dog walkers (n=418).

REGIONAL PARKS SYSTEM: SATISFACTION WITH FACILITIES AND AMENITIES

AVERAGE SATISFACTION RATING

In summer 2024 most facilities and services evaluated receive satisfaction ratings of at least 4.0 on the five-point satisfaction scale:

- Trails: 4.6
- Signage: maps, directional: 4.3
- Garbage and recycling: 4.2
- Waterfront, beaches: 4.2
- Picnic areas, grassy areas: 4.1
- Parking: 4.1
- Signage: interpretive, educational: 4.0
- Seating areas, benches: 4.0

Services receiving moderate satisfaction ratings from visitors evaluating them:

- Washrooms: 3.9
- Visitor centres: 3.9
- Bike racks: 3.5
- Water fountains: 3.4

Overall, these ratings are consistent or marginally higher than the 2019 findings.

Satisfaction scale:

- 5.0 = “very satisfied”
- 4.0 = “somewhat satisfied”
- 3.0 = “neither”
- 2.0 = “somewhat dissatisfied”
- 1.0 = “very dissatisfied”

Visitors who respond “unsure” are excluded from the mean (i.e., average) calculation.

	2024 MEAN	2019 MEAN	2013 MEAN
Trails	4.6	4.5	4.4
Signage: maps, directional information	4.3	4.1	4.0
Garbage and recycling	4.2	4.1	3.9
Waterfront, beaches	4.2	3.7	3.8
Picnic areas, grassy areas	4.1	3.8	3.8
Parking	4.1	4.1	4.2
Signage: interpretive, educational	4.0	3.7	3.7
Seating areas, benches	4.0	4.0	4.0
Washrooms	3.9	4.0	3.8
Visitor centre, nature house	3.9	3.4	3.3
Bike racks	3.5	**	**
Water fountains	3.4	3.4	3.2
4. How satisfied are you with the facilities and services in this park/greenway? / Base: Total.			

**Category excluded.

REGIONAL PARKS SYSTEM: SATISFACTION WITH FACILITIES AND AMENITIES

	VERY SATISFIED	SOMEWHAT SATISFIED	NEITHER	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	NOT SURE	SATISFIED (NET)	DISSATISFIED (NET)
Trails	69%	14%	6%	2%	2%	7%	83%	4%
Signage: maps, directional information	58%	20%	10%	5%	3%	5%	78%	7%
Garbage and recycling	51%	23%	12%	6%	2%	5%	75%	8%
Parking	48%	18%	12%	8%	4%	9%	66%	12%
Picnic areas, grassy areas	43%	18%	16%	5%	2%	15%	61%	8%
Waterfront, beaches	41%	16%	13%	4%	2%	24%	57%	6%
Seating areas, benches	40%	23%	17%	8%	3%	9%	64%	10%
Washrooms	37%	24%	16%	8%	3%	12%	61%	11%
Signage: interpretive, educational	33%	18%	15%	5%	2%	27%	51%	7%
Water fountains	23%	19%	21%	15%	7%	16%	42%	21%
Visitor centre, nature house	17%	9%	15%	2%	2%	56%	26%	3%
Bike racks	14%	10%	25%	5%	3%	44%	23%	7%

4. How satisfied are you with the facilities and services in this park/greenway? / Base: Total.

REGIONAL PARKS SYSTEM: OVERALL SATISFACTION

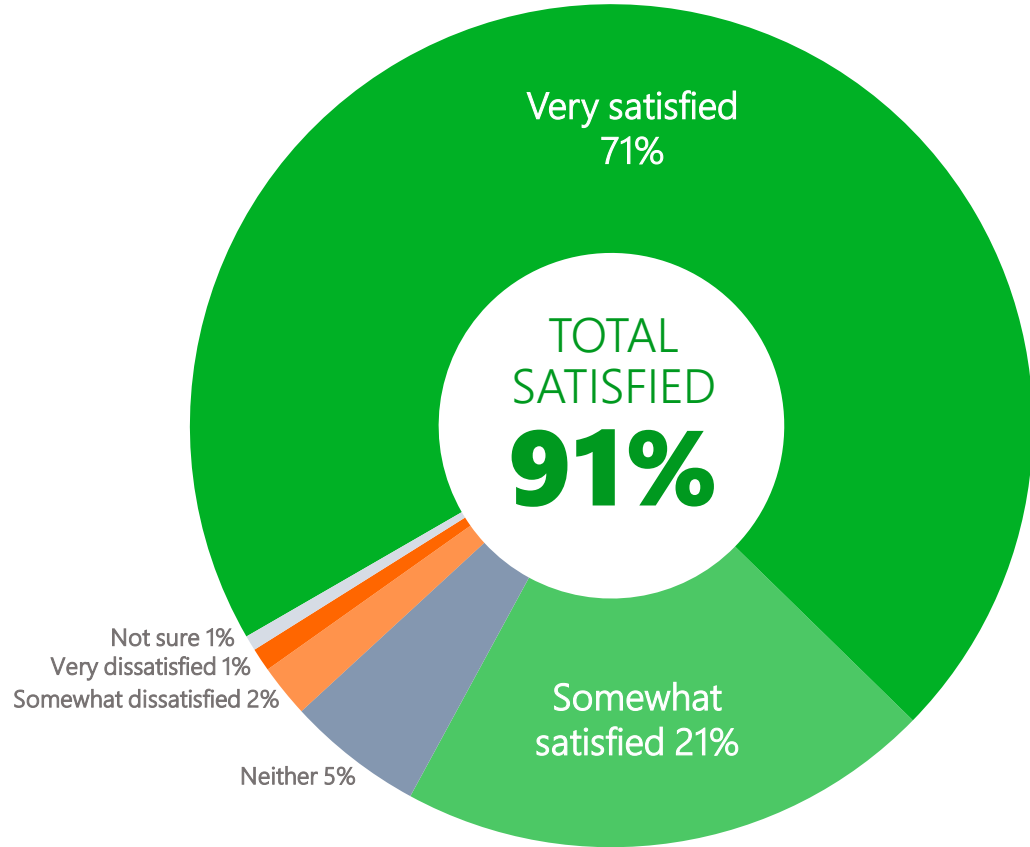
A vast majority of visitors is satisfied with their experience at the park:

- 91% are satisfied, including 71% who are "very" satisfied;
- 3% are dissatisfied; and
- 6% are neither satisfied nor dissatisfied or unsure.

DIFFERENCES

The following subgroups are most likely to be "very" satisfied:

- 60 and older (78% vs 62–70%, younger)
- Visitors born in Canada and visiting from outside Canada (both 74%)
- Have a household income of \$100,000 or higher (77–80% vs 66%–72%, lower income)



5. Overall, are you satisfied or dissatisfied with this visit to this park/greenway? Base: Total.

How Amenities and Services Impact Overall Satisfaction

This survey presented residents a list of 12 services and amenities that are present at regional parks. The map on the next slide plots residents' satisfaction with them and their relative importance to overall satisfaction with the park.

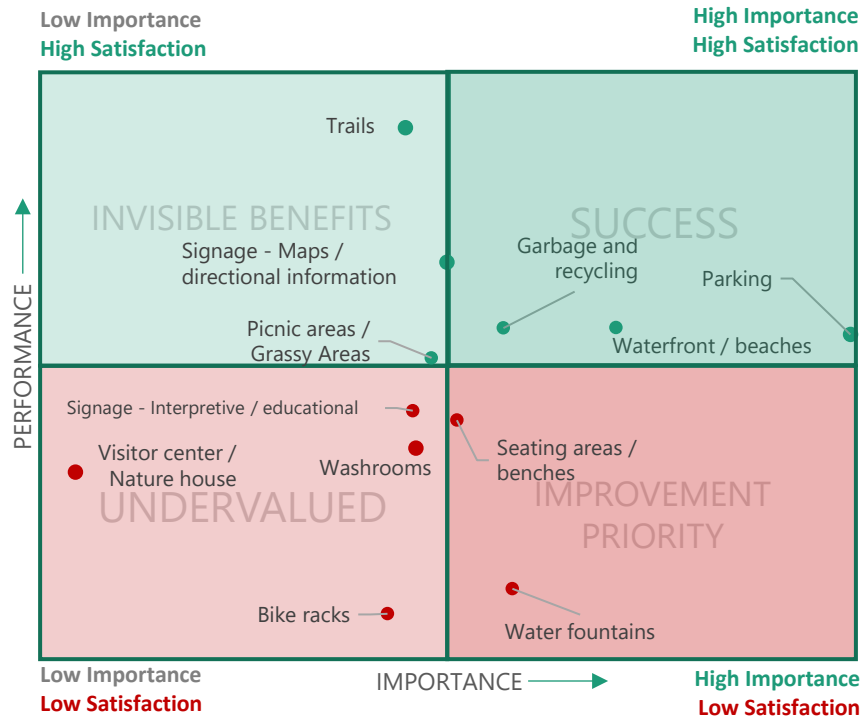
- The top-left quadrant (light green shading) represents relatively high satisfaction and lower importance.
- The top-right quadrant (slightly darker green shading) represents relatively high satisfaction and higher importance.
- The bottom left quadrant (light red shading) represents areas of relatively lower satisfaction and importance.
- The bottom right quadrant (slightly darker red shading) represents areas or relatively lower satisfaction and higher importance.

Notes:

- This action grid does not show why visitors went to the park.
- These findings are relative: This study focuses on key elements of the park and greenway experience. Satisfaction with those, and the parks overall, are typically high. The services and amenities in light red are not performing poorly; they are merely lower than some that are performing exceptionally well.
- The findings only apply to parks that offer the service or amenity (e.g., parks without waterfront areas are not included in that category).



Map: How Amenities and Services Impact Overall Satisfaction



Q4/Q5. Performance on services and amenities against overall satisfaction (% very satisfied)

Trails is the top performing category and has a meaningful impact on overall satisfaction and is important to maintain. This also applies to *signage – maps / directional information*. The cluster of categories in the middle of the map reflect impactful areas that are relatively solid performers and have some room for improvement.

- *Picnic areas / grassy areas*
- *Signage – interpretive / educational*
- *Seating areas / benches*
- *Washrooms*

The following categories have similar levels of satisfaction, but improvements may yield

marginally more benefit due to their higher importance:

- *Parking*
- *Waterfront / beaches*

Water fountains stand out as the amenity most firmly situated in the bottom right quadrant, indicating its relatively high importance and low satisfaction. Improvement here would be among the most impactful.

The areas with the combination of lowest performance and satisfaction are *visitor centre / nature house* and *bike racks*. The combination makes it less beneficial to improve these areas when the goal is to increase overall satisfaction among visitors.

REGIONAL PARKS SYSTEM: PARK IMPROVEMENT SUGGESTIONS

TOP SUGGESTIONS

- The most common (15%) area park visitors would like to see improved is related to *washroom* facilities. *Improve* (9%) through additional cleaning, functions, and stocking sanitary products, or just having *more* (6%) of them.
- More water fountains: 9%
- Parking: 8%, including *improve* (3%) in general or fixing potholes or paving, adding *more* parking (2%), or making parking *cheaper or free* (2%).

OTHER SUGGESTIONS

- Improve signage: 6%, including *educational* and *maps*.
- More benches: 6%
- More garbage / recycling bins: 4%
- More bins for dog waste and emphasis on cleaning up after them: 3%
- More tables: 3%
- More shade: 3%

There were a wide range of other suggestions (1–2%) that are typically park-specific.

SUGGESTIONS	
NET: Washrooms	15%
<i>Improve washrooms (general)</i>	9%
<i>More washrooms</i>	6%
Water fountains	9%
NET: Parking	8%
<i>Improve parking (general)</i>	3%
<i>More parking</i>	2%
<i>Cheaper parking</i>	2%
Improve signage	6%
More benches	6%
Garbage / recycling	4%
Trail improvements	4%
Dog behaviour / cleanliness	3%
More tables / picnic area	3%
Shade / trees / covered areas	3%
Dog areas / off-leash areas	2%
Concessions / coffee	2%
Waterfront improvements / access / swimming	2%
Kids play area/improvements	1%
Dog fountain / water for dogs	1%
More greenery	1%
Bike racks	1%
Fire pit / BBQ	1%
Enforce rules / more rules	1%
Accessibility improvements	1%
Other	7%
None / not sure	31%

7. What facilities or services, if any, would you like improved in this park/greenway? Base: Total.

AGREEMENT: STATEMENTS ABOUT REGIONAL PARKS SYSTEM

At least nine-in-ten park visitors agree with the following statements:

- *It is important to protect the natural environment of this park/greenway*
 - 93% agree; including 86% “strongly”
- *This park/greenway improves my mood and sense of wellbeing*
 - 93% agree; including 82% “strongly”
- *This park/greenway is welcoming for all residents and visitors*
 - 90% agree; including 75% “strongly”

DIFFERENCES

The following subgroups are least likely to feel the park/greenway is **welcoming to all residents and visitors**:

- Those with a physical disability (57% vs 76%, no disability)
- Visitors with a household income of under \$50,000 (64% vs 71–78%, higher income)

	STRONGLY AGREE	SOMEWHAT AGREE	NEITHER	SOMEWHAT DISAGREE	STRONGLY DISAGREE	NOT SURE	AGREE (NET)	DISAGREE (NET)
It is important to protect the natural environment of this park/greenway	86%	7%	3%	0%	2%	2%	93%	2%
This park/greenway improves my mood and sense of wellbeing	82%	11%	3%	1%	2%	1%	93%	2%
This park/greenway is welcoming for all residents and visitors	75%	15%	4%	2%	2%	2%	90%	4%
8. Do you agree or disagree with the following statements: / Base: Total.								

REGIONAL PARKS SYSTEM: REASONS FOR VISITING

Visitors were presented with five reasons why they might have visited this park or greenway.

The most common reason is to appreciate nature (74%) followed by:

- Experience solitude / relax, 63%
- Easy to access from home / work, 60%

These are followed at some distance by:

- For adventure / challenge, 38%
- The facilities and services are not available at other parks, 29%

DIFFERENCES

The following subgroups are most likely to say they visit to **appreciate nature**:

- Ages 16–24 (81% vs 72–73%, older)
- Women (77% vs 70%, men)

The following subgroups are most likely to say they visit because the **location is easy to access**:

- 60 and older (72% vs 52–58%, younger)
- Visitors who walked to the park (78% vs 35–58%, other transportation modes)
- Brought children (61% vs 51%, did not bring children)

The following subgroups are most likely to say they visit because the **facilities and services are not available elsewhere**:

- 60 and older, 49% vs:
 - 40–59, 41%
 - 16–39, 21–29%
- Visitors who drove to the park (41% vs 25–35%, other transportation modes)

Visitors aged 16–39 are more likely than those 40 and older to visit for **adventure or challenge** (36–40% vs 20–27%).

	2024	2019	2013
To appreciate nature	74%	72%	**
Experience solitude / relax	63%	59%	52%
Location is easy to access from home / work	60%	47%	76%
For adventure / challenge	38%	32%	20%
The facilities and services (i.e., trails, views, beach) are not available at other parks / greenways	29%	**	**
9. Why do you visit this park/greenway? / Base: Total.			

**Category excluded.

REGIONAL PARKS SYSTEM: TRAVEL MODE

Three-quarters (74%) of park visitors traveled via personal vehicle. This is followed at some distance by:

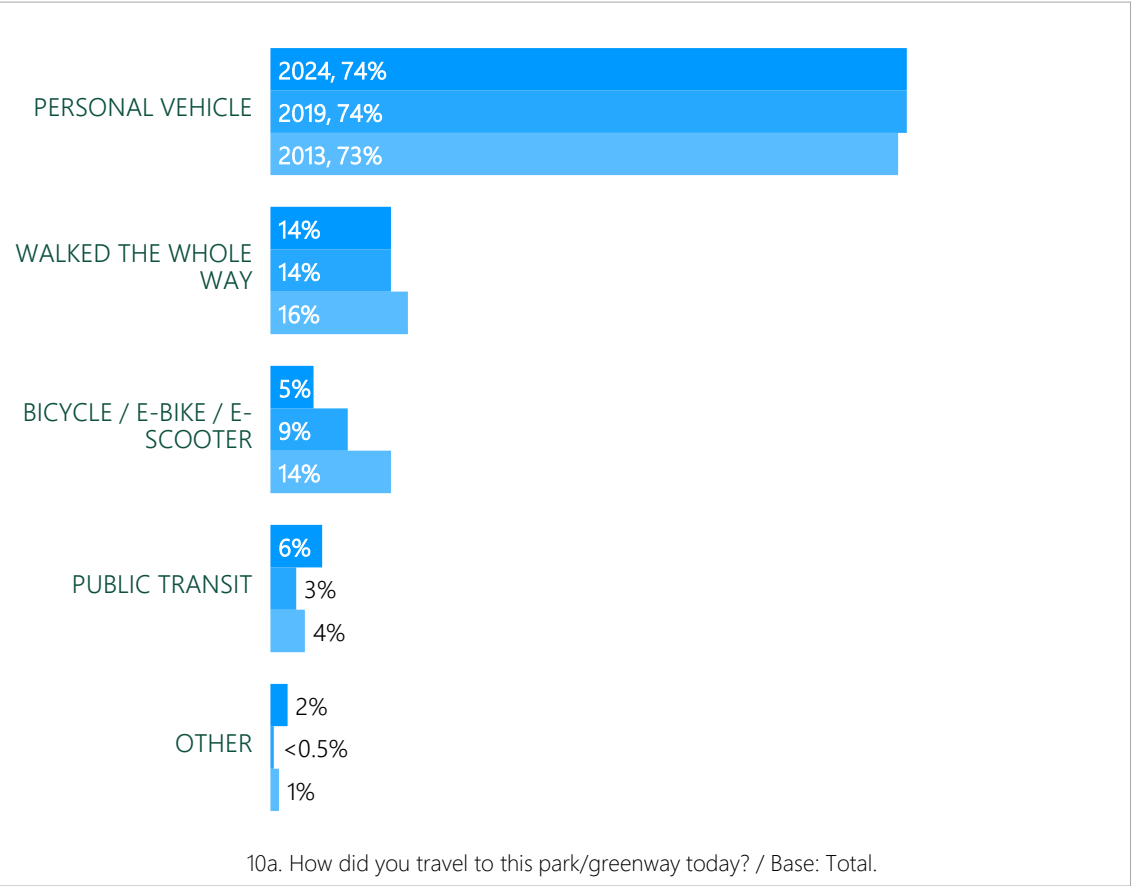
- Walking, 14%
- Public transit, 5%
- Cycling, 5%
- Other, 2%

DIFFERENCES

Visitors aged 16–24 are most likely to travel via walking or public transit, while visitors aged 40 and older are most likely to use a personal vehicle.

NUMBER OF PEOPLE IN VEHICLE	2024	2019
ONE	34%	40%
TWO	37%	35%
THREE	11%	9%
FOUR OR MORE	17%	11%
NOT STATED	1%	7%
MEAN	2.3	1.9

10b. How many people, including yourself, came with you in the vehicle today? / Base: Traveled in personal vehicle (n=1,977).
2019 base: Traveled in personal vehicle (n=917).



REGIONAL PARKS SYSTEM: FEELING SAFE

A vast majority of park visitors feel safe during their visit to the park or greenway.

Safe: 93%; including 79% "very" safe.

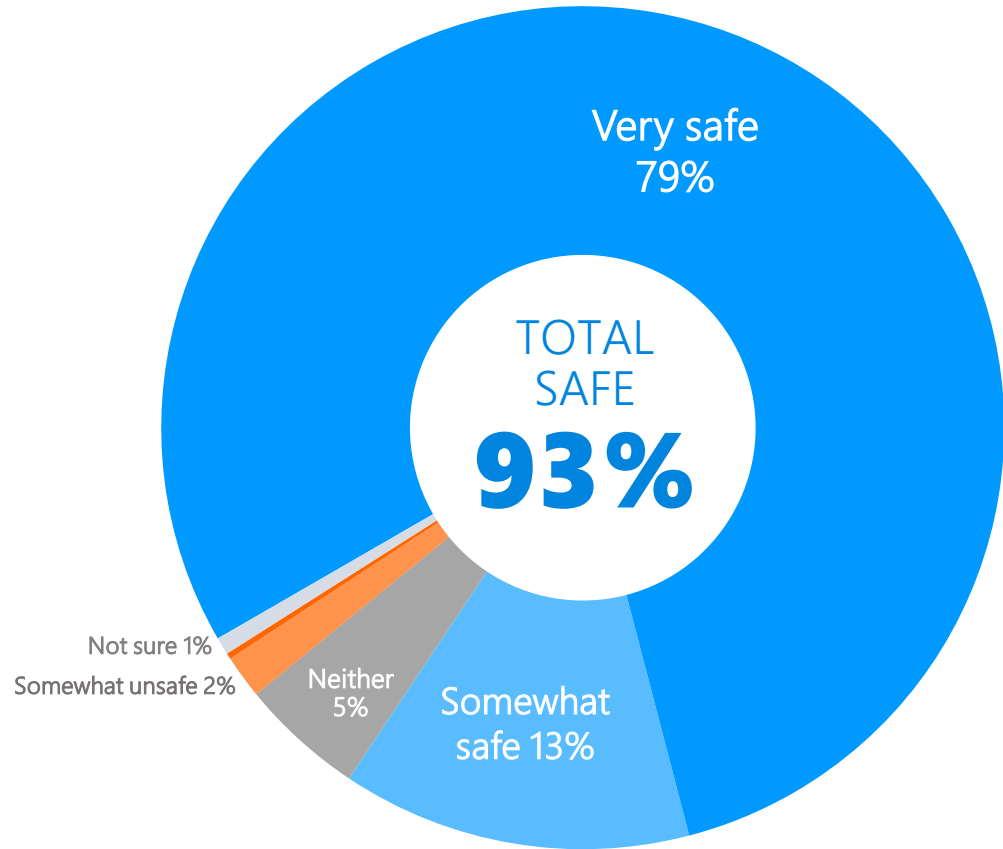
Unsafe: 2%.

Among the very few visitors who felt unsafe, the most common reasons were related to *crime* (including police presence), *wildlife* (bears, other animals, insects) followed at some distance by *being alone*, *cyclists*, and *dogs that are off-leash*.

DIFFERENCES

The following subgroups are most likely to feel "very" safe:

- Men (84% vs 75%, women)
- 60 and older (85% vs 70–79%, younger)
- Those without a physical disability (62% vs 80%, have physical disability)



11. Did you feel safe or unsafe during your visit to this park/greenway? Is that very or somewhat? Base: Total.

REGIONAL PARKS SYSTEM: VISITATION FREQUENCY

42% of visitors say they visit the park or green way **at least weekly**, including three-in-ten (29%) more than **once per week**.

27% say they visit **one-to-three times per month**, including 16% **several times per month**.

Three-in-ten (29%) visit less than **once per month**.

3% are unsure.

DIFFERENCES

The following subgroups are most likely to visit **more than once per week**:

- 60 and older, 44% vs:
 - 40–59, 31%
 - 16–39, 17%
- Visitors who did not bring children (32% vs 10%, brought children)

	2024	2019	2013
More than once a week	29%	41%	42%
About once a week	13%	15%	15%
2–3 times a month	16%	12%	13%
About once a month	11%	10%	8%
About once every two months	8%	7%	6%
Less often	21%	15%	16%
Not sure	3%	**	**

13. How frequently do you visit this park/greenway? / Base: Total.

**Category excluded.

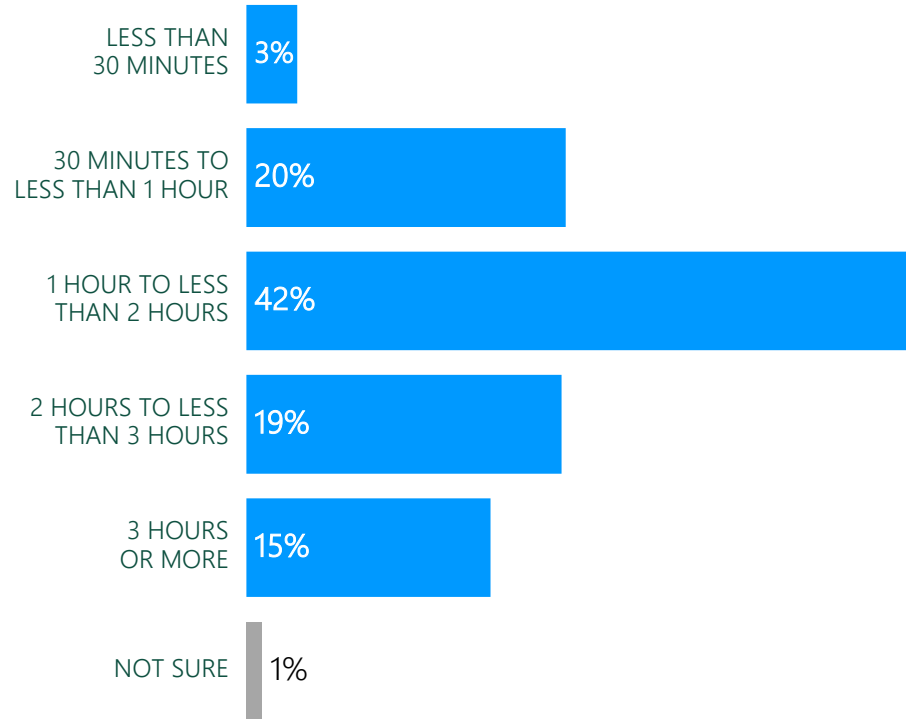
REGIONAL PARKS SYSTEM: VISIT DURATION

Visitors typically spent at least one hour during their visits to parks and greenways.

- Three hours or more, 15%
- Two hours to less than 3 hours, 19%
- One hour to less than 2 hours, 42%
- Less than one hour, 23%

DIFFERENCES

Residents who brought children are most likely to visit for **three hours or more** (36% vs 11%, no children).



14. How long did you stay at this park/greenway today? / Base: Total.

A grayscale photograph of a park. In the foreground, there are several tall, thin trees with sparse foliage. A path leads from the bottom center towards a building in the background. The building has a prominent arched entrance on the left side. The overall scene is a natural, wooded area with a man-made structure in the distance.

Demographics: Regional Park System

Profile / 1

Demographic profile:

- Total sample

Municipality	Total
Abbotsford	2%
Anmore	<1%
Belcarra	<1%
Bowen Island	2%
Burnaby	7%
Chilliwack	1%
Coquitlam	5%
Delta	6%
Langley (City and Township)	11%
Maple Ridge	3%
New Westminster	2%
North Vancouver (City and District)	7%
Pitt Meadows	1%
Port Coquitlam	1%
Port Moody	1%
Richmond	4%
Surrey (including Cloverdale)	10%
Tsawwassen First Nation	<1%
Vancouver	28%
West Vancouver	2%
White Rock	1%
University of British Columbia (UBC) / University Endowment Lands (UEL)	2%
Other	5%

Profile / 2

Demographic profile:

- Total sample

*Age ranges displayed in previous studies:

- Under 24 years
- 25 to 40 years
- 41 to 60 years
- Over 60 years

Gender	2024	2019	2013
Man	44%	48%	45%
Woman	52%	44%	50%
Non-binary	1%	2%	-
Not stated	2%	7%	5%
Age*			
Under 25 years	10%	2%	2%
25 to 39 years	30%	20%	20%
40 to 59 years	35%	38%	37%
60 years and older	25%	25%	10%
Prefer not to say	<1%	16%	25%
Brought children			
Yes (NET)	16%		
0–4 years	8%		
5–9 years	7%		
10–14 years	5%		
15–19 years	4%		
No	84%		

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Demographic profile:

- Total sample

Live in Canada	Total
Born here	51%
Less than 5 years	8%
5 to less than 10 years	8%
10 to less than 20 years	9%
20 years or more	20%
Live outside of Canada	4%
Mobility issues or physical disability	
Yes	3%
No / not stated	97%
Household income*	
Less than \$50,000	17%
\$50,000 to less than \$80,000	20%
\$80,000 to less than \$100,000	21%
\$100,000 to less than \$150,000	20%
\$100,000 or more	22%

*Rebased to exclude "prefer not to say".

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Demographic profile:

- Total sample

Ethnic background	Total
White / Caucasian	62%
Chinese	11%
South Asian (Pakistani, Sri Lankan, etc.)	6%
Filipino	5%
Latin American	4%
Southeast Asian (Vietnamese, Cambodian, Laotian, Thai, etc.)	2%
West Asian (Iranian, Afghan, etc.)	2%
Korean	2%
Black / African / Caribbean	1%
Japanese	1%
Arab (Lebanon, Saudi Arabia, etc.)	<1%
Other	5%
Prefer not to answer	3%
First Nations, Métis or Inuk	
Yes	2%
No	98%