

STANLEY PARK

Canadians Reject Any Changes to Stanley Park's Name

Two-in-five respondents believe Canada has "gone too far" in accommodating to Aboriginal peoples.

[VANCOUVER – Jul. 7, 2010] – Most Canadians oppose the recent proposal to either amend or change the name of Vancouver's Stanley Park, a new Angus Reid Public Opinion poll has found.

Last week, a hereditary chief from the Squamish First Nation suggested changing the name of Vancouver's Stanley Park to Xwayxway (pronounced kwhy-kway).

Stanley Park opened in 1888 and is named after Lord Stanley, who at the time served as Canada's Governor General. Xwayxway was the name of an Aboriginal village located inside what is now Stanley Park.

In the online survey of a representative national sample of 1,009 Canadian adults, 61 per cent of respondents think the park should retain its current name.

About one-in-four (23%) would rename the park as Stanley Park - Xwayxway, and six per cent would change the park's name to Xwayxway.

Ontarians (74%) and British Columbians (73%) have the highest level of opposition to any name change.

In British Columbia, the names of specific areas have been changed recently to showcase Aboriginal culture and history. The Strait of Georgia was renamed Salish Sea, and the Queen Charlotte Islands were

KEY FINDINGS

- **61% of Canadians and 73% of British Columbians think Stanley Park should keep its current name**
- **43% think Canada has gone too far in accommodating to Aboriginal peoples**
- **43% agree on previous name changes in BC (Salish Sea and Haida Gwaii); 44% disagree**

Full topline results are at the end of this release.

From July 5 to July 6, 2010, Angus Reid Public Opinion conducted an online survey among 1,009 randomly selected Canadian adults who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.1%, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

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renamed Haida Gwaii. Canadians are split when assessing these two cases, with 43 per cent agreeing with the name changes, and 44 per cent disagreeing.

Albertans (58%) and British Columbians (50%) are more likely to disagree with the Salish Sea and Haida Gwaii name changes.

Two-in-five Canadians (43%) believe Canada has gone too far in accommodating to Aboriginal peoples, while 31 per cent think the situation has been handled correctly, and 18 per cent say more should be done.

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Stanley Park

In British Columbia, the names of specific areas have been changed recently to showcase Aboriginal culture and history. The Strait of Georgia was renamed Salish Sea, and the Queen Charlotte Islands were renamed Haida Gwaii. Overall, do you agree or disagree with these name changes?

	Region						
	National	BC	AB	MB/SK	ON	PQ	ATL
Agree	43%	39%	34%	44%	42%	52%	38%
Disagree	44%	50%	58%	48%	46%	32%	43%
Not sure	13%	11%	7%	8%	12%	16%	19%

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Last week, a hereditary chief from the Squamish First Nation suggested changing the name of Vancouver's Stanley Park to Xwayxway (pronounced kwhy-kway). Stanley Park opened in 1888 and is named after Lord Stanley, who at the time served as Canada's Governor General. Xwayxway was the name of an Aboriginal village located inside what is now Stanley Park. Thinking about this, which one of these options would you prefer?

	Region						
	National	BC	AB	MB/SK	ON	PQ	ATL
Keeping the name Stanley Park	61%	73%	66%	54%	74%	52%	59%
Renaming the park as Stanley Park - Xwayxway	23%	15%	27%	17%	18%	23%	20%
Changing the park's name to Xwayxway	6%	9%	5%	1%	4%	9%	2%
Not sure	10%	2%	2%	29%	4%	16%	20%

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Overall, do you think Canada has gone too far, has been about right, or has not gone far enough in accommodating to Aboriginal peoples?

	Region						
	National	BC	AB	MB/SK	ON	PQ	ATL
Too far	43%	50%	53%	59%	37%	36%	53%
About right	31%	28%	32%	29%	31%	34%	24%
Not far enough	18%	19%	11%	13%	21%	20%	13%
Not sure	9%	3%	4%	0%	11%	10%	11%

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Angus Reid Public Opinion is a practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995

Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Public Opinion polls are conducted using the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.

Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election. More information on our electoral record can be found at:

<http://www.visioncritical.com/record-of-accuracy>

More information on the way Angus Reid conducts public opinion research can be found at <http://www.visioncritical.com/what-we-do/practices/angus-reid-public-opinion/>

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**For more information, please contact
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:
<http://www.visioncritical.com/category/global-opinions-and-trends>**

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