



FORT LANGLEY
NATIONAL HISTORIC SITE OF CANADA
2006 TELEPHONE SURVEY
OF
BRITISH COLUMBIA
RESIDENTS
FINAL REPORT



Parks
Canada

Parcs
Canada

Canada

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Executive Summary

Background

Fort Langley National Historic Site of Canada is one of four pilot locations across Canada participating in a "Marketing NHS Initiative". As part of this initiative, a telephone survey was conducted with British Columbia residents to gauge their level of awareness, knowledge, and visitation to Fort Langley NHS. This research will be used to help Fort Langley communicate more effectively with potential visitors.

Research Methodology

A draft set of questions was developed by the Western Northern Service Centre and circulated within Parks Canada for comments and suggestions, prior to finalization. Synovate Canada, an independent research firm, conducted 1002 telephone interviews with British Columbia residents. Five hundred (500) telephone interviews were conducted from February 6 to 12, 2007 and 502 interviews from March 8 to 13, 2007. A total of 1,002 interviews result in findings with a +3.1% margin of error at the 95% confidence level.

Visitation to Historical Attractions and Museums in BC

Visitation to historic attractions and museums in BC is relatively high, since 75% of all BC residents visited

one or the other of these two attraction types in the past five years. Sixty-six percent (66%) visited a historic attraction, which is slightly higher than the 59% who visited museums.

The most frequently given reasons for visiting a historical attraction or museum in BC were: for personal interest; for an educational experience; to entertain visiting friends and family; and the location was convenient. One quarter of BC residents, who visited a historic attraction or museum in the past five years, mentioned that they got site information from their family and friends.

Awareness and Visitation to Fort Langley NHS

Seventy-five percent (75%) of BC residents have heard of or are aware of Fort Langley NHS. People who live closer to Fort Langley have a greater likelihood of being aware, with 92% awareness for Maple Ridge, Pitt Meadows, Tri-Cities area residents within the Greater Vancouver Regional District; and 91% awareness in the Fraser Valley Regional District surrounding the GVRD.

Impressions of Fort Langley NHS tend to be related to history, with 14% reporting that it is a historic site or has some history; 10%

associating it with a museum, containing historical exhibits, enacting the past in period costumes; and 8% viewing it as an old fort. Once again, friends and family is a popular source of information, as 25% of people who are aware of Fort Langley NHS learned about it from friends and family.

Thirty-two percent (32%) of all BC residents have visited Fort Langley NHS as an adult, and 18% visited as a child or youth. Combining all visits, the findings indicate that 41% of all BC residents visited Fort Langley NHS sometime during their life. Adult visitation to Fort Langley NHS tends to be higher with BC residents living closer to the site, with 40% of people living in the Greater Vancouver Regional District having visited, compared to only 22% of people living outside the GVRD.

Comparing the reasons for visiting Fort Langley NHS and visiting other historic attractions or museums in BC indicates that BC residents have similar reasons for visiting these attractions; which are: personal interest, entertaining for visiting friends and family, and having an educational learning experience.

Respondents who had not visited Fort Langley NHS as an adult were asked for reasons why they have not visited. Thirty-seven percent (37%) of these people were not aware of

Fort Langley NHS, 24% mentioned that the site is too far away, and 17% said they did not have time.

Characteristics of Fort Langley NHS Visitors and Non Visitors

BC residents who have visited Fort Langley NHS tend to be older, with over half of these visitors now 55 years of age or older. Past visitors are more likely to live in households consisting of couples with no children at home. The current age of these respondents, their present household composition, along with comments that they provided would indicate that some of these visitations may have occurred several years in the past. Past visitors to Fort Langley NHS have higher levels of education, with almost half of these visitors having some or graduated from university. People who live closer to Fort Langley NHS have a greater likelihood of having visited the site.

People who have never visited Fort Langley NHS and are aware of the site tend to have very similar characteristics to that of British Columbia as a whole. This group of non-visitors however has some differences in characteristics from the visitor group in the following ways. Non-visitors are more likely to be younger, have less education, have lower incomes, and live in households with children compared to the past visitor group.

BC residents who are not aware of Fort Langley tend to be younger, have lower levels of education, have lower incomes, and have lived in Canada for a shorter period of time than the BC population as a whole.

Suggestions for Marketing

Marketing initiatives would differ depending on which group is being targeted. The group of previous visitors may have visited several years in the past and due to their older age, may not have the interest for future visits. Respondent comments indicate that there is a perception that one or two visits is sufficient. Younger past visitors could be targeted with the aim of changing this perception that "once is enough" by introducing them to new programs and activities.

One of the differences between Fort Langley NHS and other historic attractions or museums is that a higher proportion of visitors stated that Fort Langley is an appropriate and fun place for children, than was mentioned for other attractions. This finding, coupled with knowing that non-visitors tend to live in households with children, could be used as a marketing hook. Highlighting Fort Langley as a place to bring children in promotional materials could be used to attract people who have not visited before.

BC residents who are not aware of Fort Langley NHS must first become aware before they can visit. Learning about Fort Langley NHS typically comes from friends and family and "having always known", which may not apply to this group. People tend to associate with others similar to themselves, and therefore this group will have less opportunity to learn from their friends and family. Other sources of information will be required to reach this group, with popular sources being newspapers, the Internet, and travel guides or brochures.

To be cost efficient, marketing to raise awareness is usually localized to specific areas, and target marketing is applied to selected regions of BC that have the greatest potential for returns. Looking at the research results, people who are not aware of Fort Langley and who live in regions with a higher propensity to visit include Vancouver City, Surrey, White Rock, North Delta, Langley, North Central BC, Vancouver Island and the coast. These may be good locations for targeted marketing.

Research results show that people tend to visit for personal interest. It would be beneficial to target people who have an interest in visiting historic attractions or museums. Barkerville in North Central BC was perceived to be a similar attraction to Fort Langley NHS, and a

partnership marketing
arrangement with them could be
advantageous. This region
also showed higher levels of

visitation to BC historic
attractions and museums in the
past five years.

Table of Contents

<i>Executive Summary</i>	<i>iii</i>
<i>Table of Contents</i>	<i>1</i>
<i>Introduction</i>	<i>2</i>
<i>Background</i>	<i>2</i>
<i>Research Methods</i>	<i>2</i>
<i>Visitation to Historical Attractions and Museums in BC</i>	<i>5</i>
<i>Awareness and Visitation to Fort Langley National Historic Site</i>	<i>10</i>
<i>Respondent Characteristics</i>	<i>21</i>
<i>Appendix A: Verbatim Responses to Open-ended Questions</i>	<i>25</i>
<i>Appendix B: Interview Questions</i>	<i>36</i>

Introduction

Background

Fort Langley National Historic Site of Canada is one of four pilot locations across Canada participating in a "Marketing NHS Initiative". This strategy aims to develop a series of best practices to help national historic sites develop and promote unique opportunities that increase Canadians' awareness, appreciation, understanding, and engagement with Canada's history. This initiative will extend Parks Canada's reach to new audiences, thus increasing public interest and their connection with Canada's past.

As part of this initiative, a telephone survey was conducted with British Columbia residents to gauge their level of awareness, knowledge and visitation to Fort Langley NHS. Additional information collected included discovering what attractions BC residents visit, why they visit those particular attractions and how they obtain information about places to visit. Fort Langley NHS plans to use this information to more effectively communicate with potential visitors.

A previously conducted postal code analysis of visitors to Fort Langley NHS showed that

visitors come from all regions of British Columbia, however those who live closer have a higher incidence of visiting. This research will explore the factors that influence people's decision to attend, and whether these factors differ depending on their place of residence.

Research Methods

Questionnaire Development

The Social Science Unit of the Western and Northern Service Centre prepared a draft set of questions, which was circulated to the Fort Langley NHS Marketing Initiative Team, the Social Science Branch at National Office, and within the WNSC Social Science Unit for comments. The WNSC incorporated suggested comments and finalized the questionnaire.

The questionnaire consisted of nine questions and seven demographic questions. Based on skip patterns, some respondents completed the interview sooner, and others continued on to answer more or all of the questions.

Survey Population and Data Collection

Synovate Canada, an independent research firm, conducted 1002 telephone

interviews with a random sample of British Columbia residents. Five hundred (500) telephone interviews were conducted from February 6 to 12, 2007 and 502 interviews from March 8 to 13, 2007. Interviews were conducted from Synovate's Prince George call centre facilities, using a Computer Assisted Telephone Interviewing (CATI) system.

Surveys were conducted over two different time periods to allow for more targeted geographic surveying in Phase II depending on the results of Phase I interviewing. Phase I results indicated that awareness and visitation to Fort Langley NHS was generally high across all regions of British Columbia, and province wide interviewing was continued for Phase II.

Sampling Frame

The surveyed sample matched the gender and regional population distribution of the province. Households were randomly called and the person at home with the next birthday was interviewed. Up to four call attempts were made at each number before retiring that number from the sample frame.

Margin of Error

A total of 1,002 interviews were completed with BC residents. These results have a +3.1% margin of error at the

95% confidence level. In other words, if the same survey were conducted twenty times, the results would be the same, plus or minus 3.1%, in nineteen out of twenty times. Interpretation of data based on sub-samples of 50 or less should be undertaken with caution. In considering sample size, the reader should be aware that the sample error tolerances associated with various sub-sample increases as sample size decreases.

Statistical Analysis

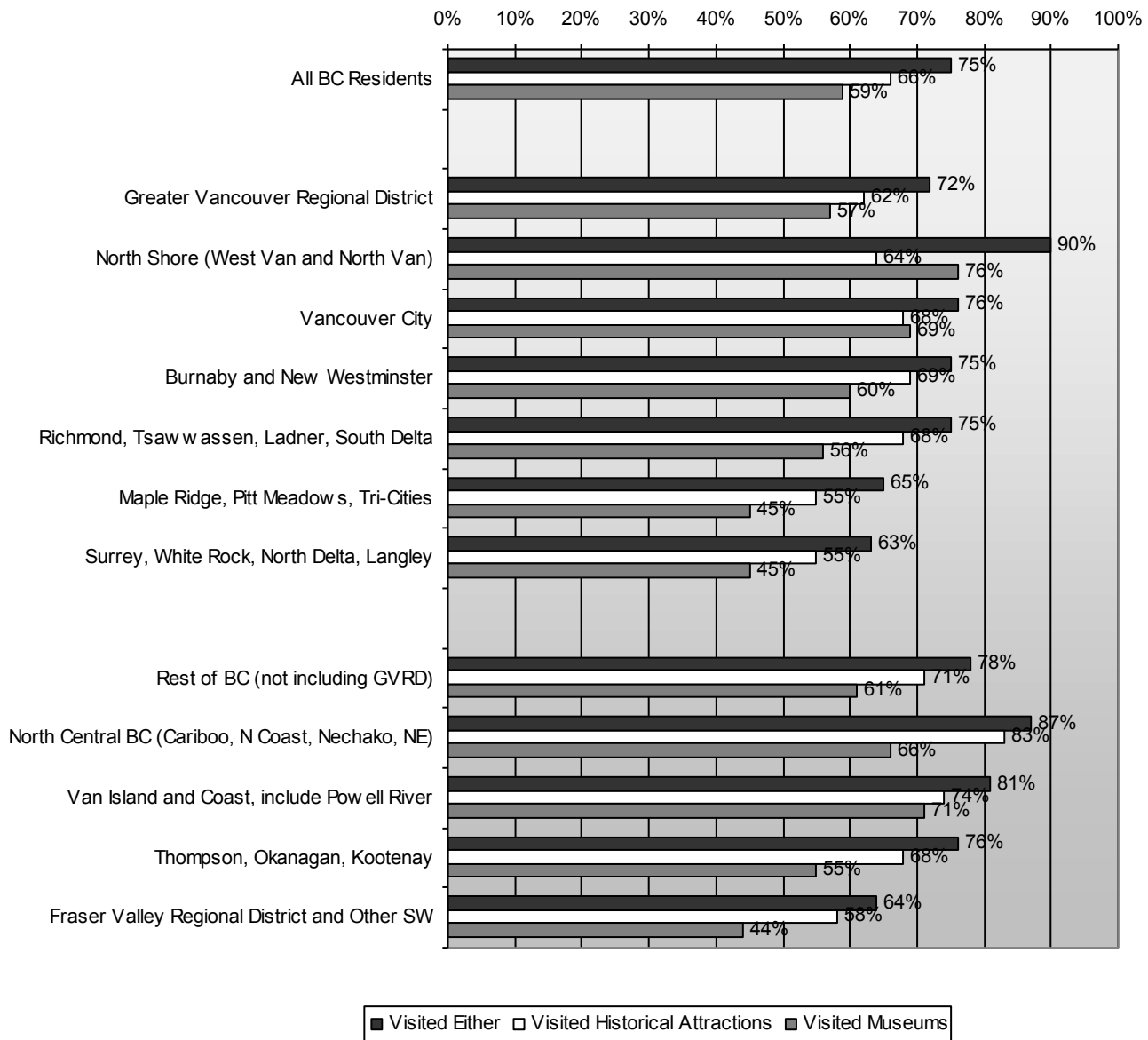
Synovate Canada performed the statistical analysis and weighted the telephone survey results by age to the population, using Statistics Canada data. Examination of the two datasets from the two different surveying time periods showed fairly similar findings and the two datasets were combined into one for data analysis and reporting. Data analysis included cross tabulations to produce detailed tables

The report was written by the Social Science Unit of Parks Canada's Western and Northern Service Centre.

Visitation to Historical Attractions and Museums in BC

Figure 1: Visitation to Historic Attractions and Museums in BC in Past Five Years

Visitation by Place of Residence



n=1002

Maple Ridge, Pitt Meadows, Tri-Cities - includes Tri-Cities of Coquitlam, Port Coquitlam, Port Moody, Anmore and Belcarra

North Central BC - includes the Cariboo and three northern regions of North Coast, Nechako and Northern Vancouver Island and Coast - Vancouver Island and the coastline from Powell River to Ocean Falls
Thompson, Okanagan, Kootenay - east of Hope to the Alberta border and north to the Cariboo
Fraser Valley Regional District and Other South West - includes area outlying the GVRD, east to Hope
north to Lillooet

Visitation to historic attractions and museums in BC is relatively high, since 75% of all BC residents visited one or the other of these two attraction types in the past five years. Sixty-six percent (66%) of BC residents visited a historic attraction, which is slightly higher than the 59% who visited museums. With the exception of the North Shore, all other regions of BC reported higher levels of visitation to historic attractions than to museums.

People who live outside the Greater Vancouver Regional District are more inclined to visit either historic attractions or museums (78%), compared to 72% for GVRD residents. Regions where residents have a highest level of visitation include the North Shore; the north central region of BC; and Vancouver Island and coast, including Powell River.

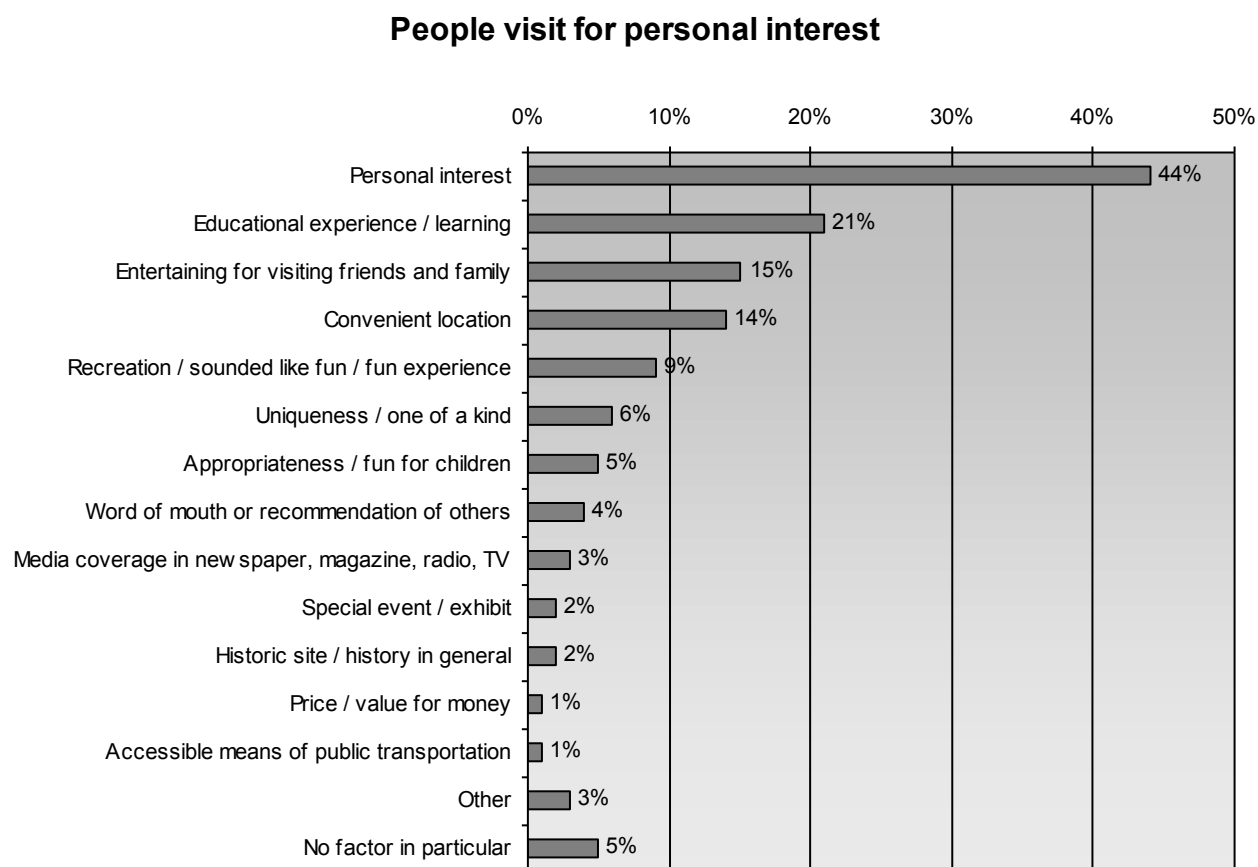
The following significant differences were noted in the survey results:

- Those aged 35-44 were more likely to visit either historic attractions or

museums compared to people over 65 years of age.

- People with some or graduated from university had higher visitation levels than those with high school or less.
- People with household incomes of \$65,000 or more were more likely to visit compared to those with incomes less than \$45,000.
- BC residents who were aware of Ft Langley NHS had higher visitation than those not aware.
- Families were more inclined to visit historic attractions than single people, however there were no significant difference for visitation to museums.

Figure 2: Reasons for BC Residents to Visit Historic Attractions or Museums



n=748

Note: multiple responses, total greater than 100 percent

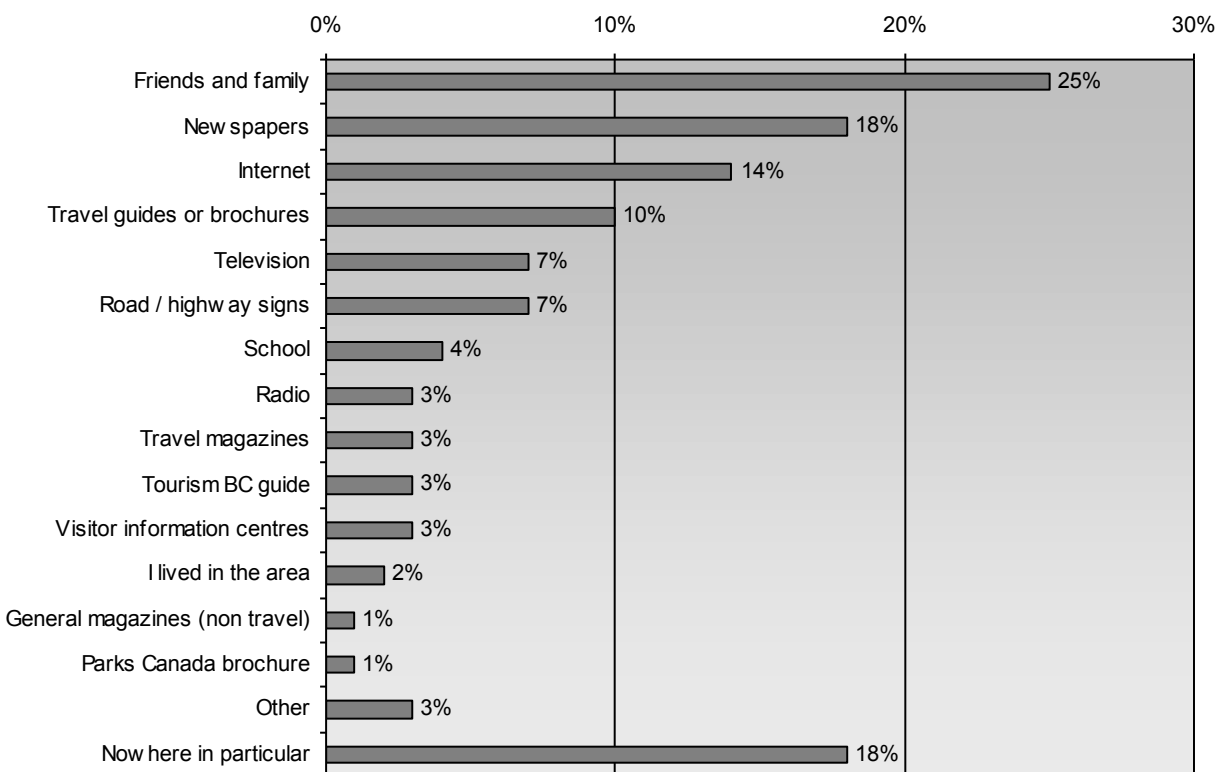
Based on unaided responses

For respondents who had visited a historical attraction or museum in BC in the past five years, the most frequently mentioned factors that they considered when deciding to visit a historic

attraction or museum were: for personal interest; for an educational experience; to entertain visiting friends and family; and the location was convenient.

Figure 3: Sources of Information Used in Last Visit

Most frequently used source of information is friends and family



n=748

Note: multiple responses, total greater than 100 percent

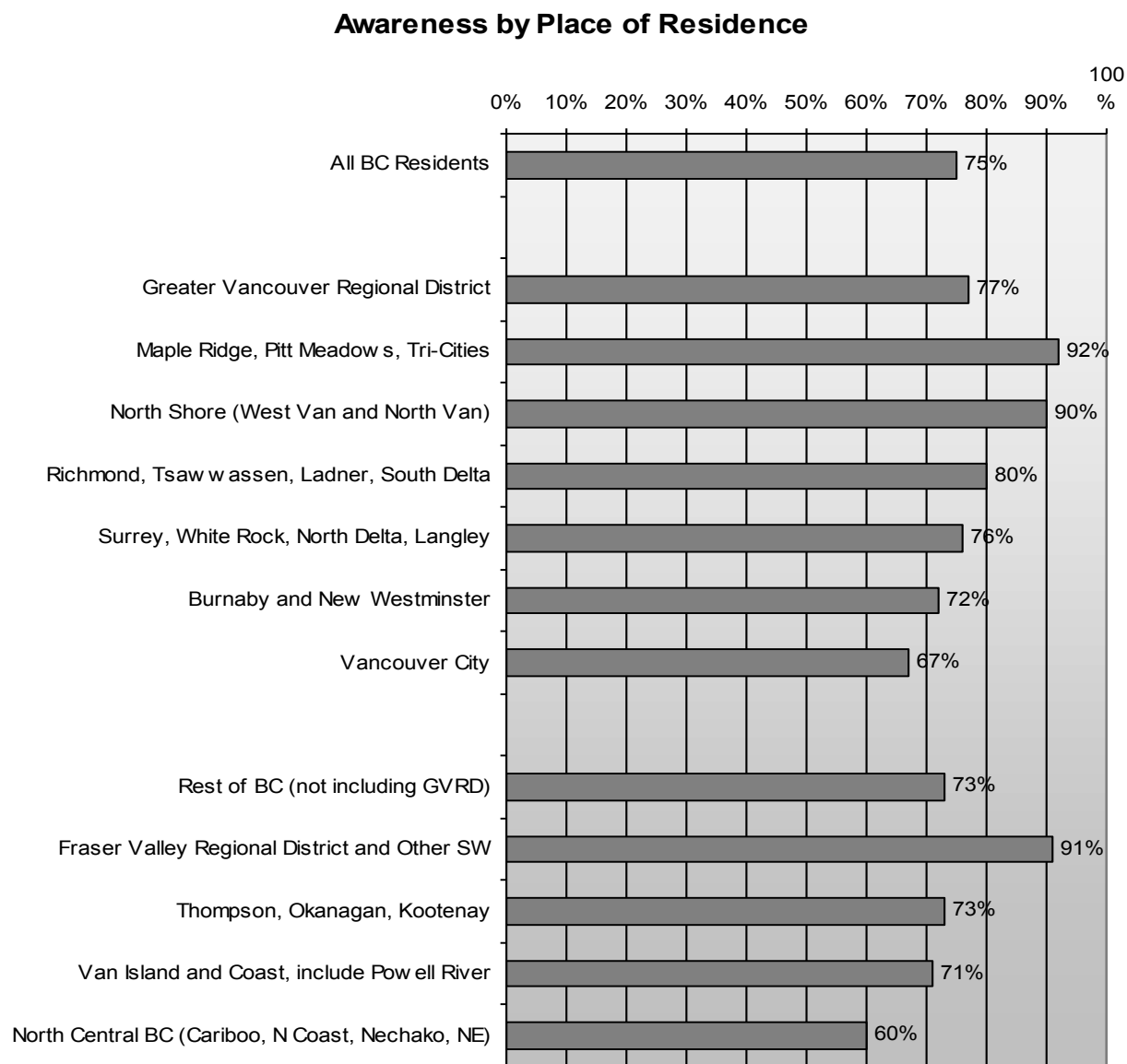
Based on unaided responses

The most frequently given source of information for the last historic attraction or museum that BC residents visited in the past five years was from their family and

friends, mentioned by a quarter of respondents. Other popular sources included newspapers, the Internet, and travel guides or brochures.

Awareness and Visitation to Fort Langley National Historic Site

Figure 4: Awareness of Fort Langley National Historic Site



n=1002

Maple Ridge, Pitt Meadows, Tri-Cities - includes Tri-Cities of Coquitlam, Port Coquitlam, Port Moody, Anmore and Belcarra
Fraser Valley Regional District and Other South West - includes area outlying the GVRD, east to Hope and north to Lillooet
Thompson, Okanagan, Kootenay - east of Hope to the Alberta border and north to the Cariboo
Vancouver Island and Coast - Vancouver Island and the coastline from Powell River to Ocean Falls
North Central BC - includes the Cariboo and three northern regions of North Coast, Nechako and Northeast

Seventy-five percent (75%) of BC residents have heard of or are aware of Fort Langley National Historic Site.

People who live closer to Fort Langley have a greater likelihood of being aware, with 92% awareness in the Maple Ridge, Pitt Meadows, Tri-Cities area within the Greater Vancouver Regional District and 91% awareness in the Fraser Valley Regional District just outside the GVRD.

Residents of the North Shore (West Vancouver and North Vancouver) also showed high levels of awareness at 90%. Respondents from the North Shore had previously indicated higher levels of visitation to historic attractions and museums.

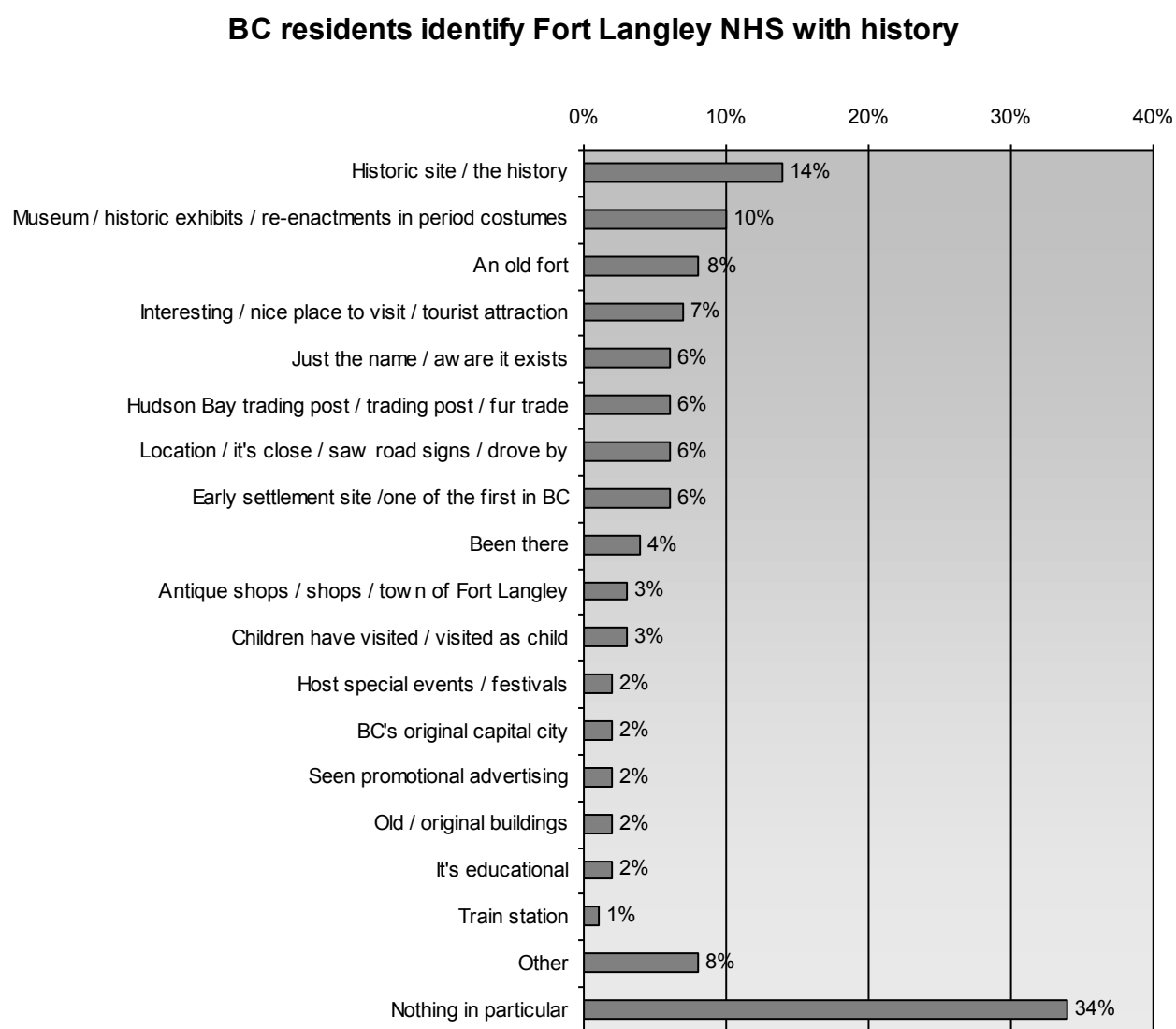
The following significant differences were noted regarding awareness of Fort Langley NHS:

- BC residents who are 45 years of age or older (84%) were more likely to be

aware than people between the ages of 18 to 34 (61%).

- People with household incomes of \$65,000 or more were more likely to be aware compared to those with incomes less than \$25,000.
- BC residents who had visited a historic attraction or museum in the past five years were more likely to be aware (78%) compared to those who had not visited (67%).
- Newer Canadians or people who lived in Canada for less than 10 years (43%) showed lower levels of awareness compared to people who lived in Canada for 10 years or longer (77%).

Figure 5: What BC Residents Have Seen, Read, or Heard about Fort Langley NHS



n=752

Note: multiple responses, total greater than 100 percent

Based on unaided responses

Detailed verbatim responses are in Appendix A at the end of this report.

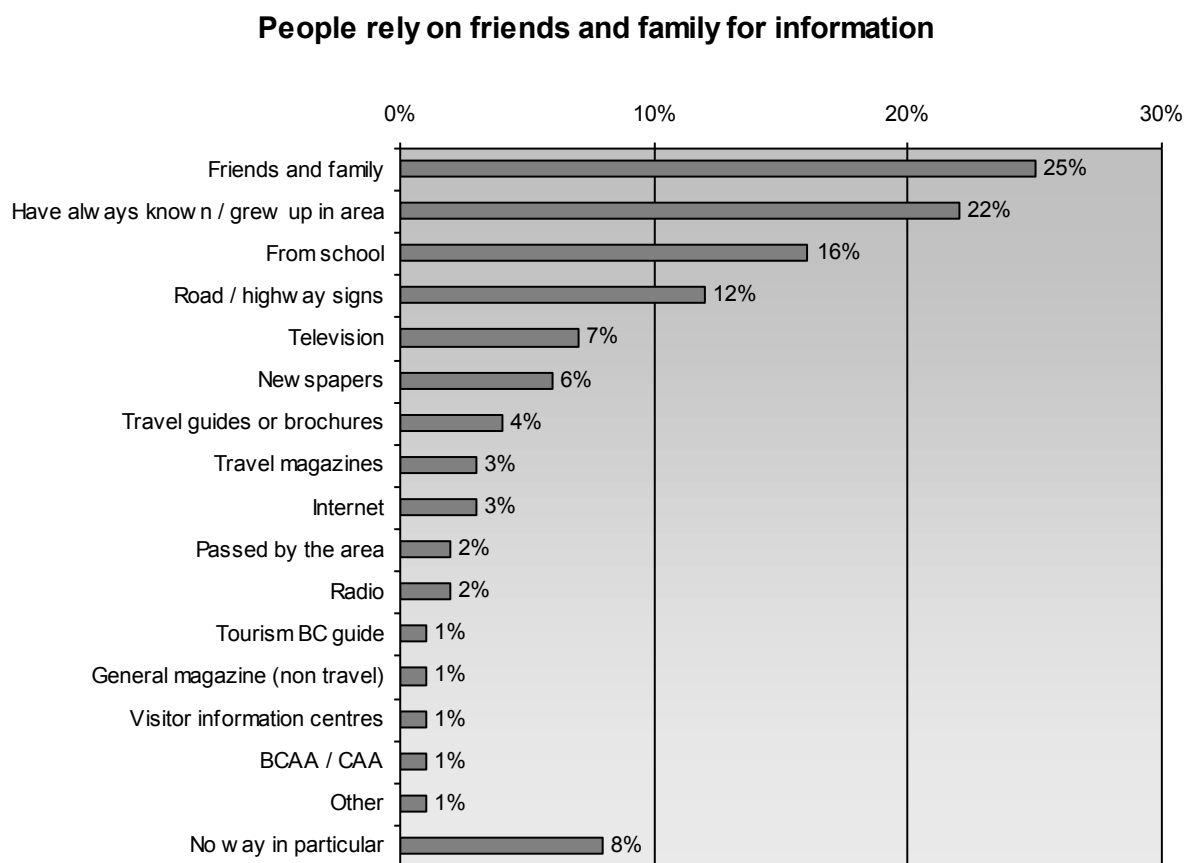
Impressions about Fort Langley NHS seems to be around history, with 14% reporting that it is a historic site or has some history; 10%

associating it with a museum, containing historical exhibits, enacting the past in period costumes, and 8% viewing it as an old fort.

*Some respondents confused Fort
Langley NHS with the town of
Fort Langley, as 3% mentioned*

*the shops in the town and 1%
identified the train station.*

Figure 6: How People Learn About Fort Langley NHS



n=752

Note: multiple responses, total greater than 100 percent

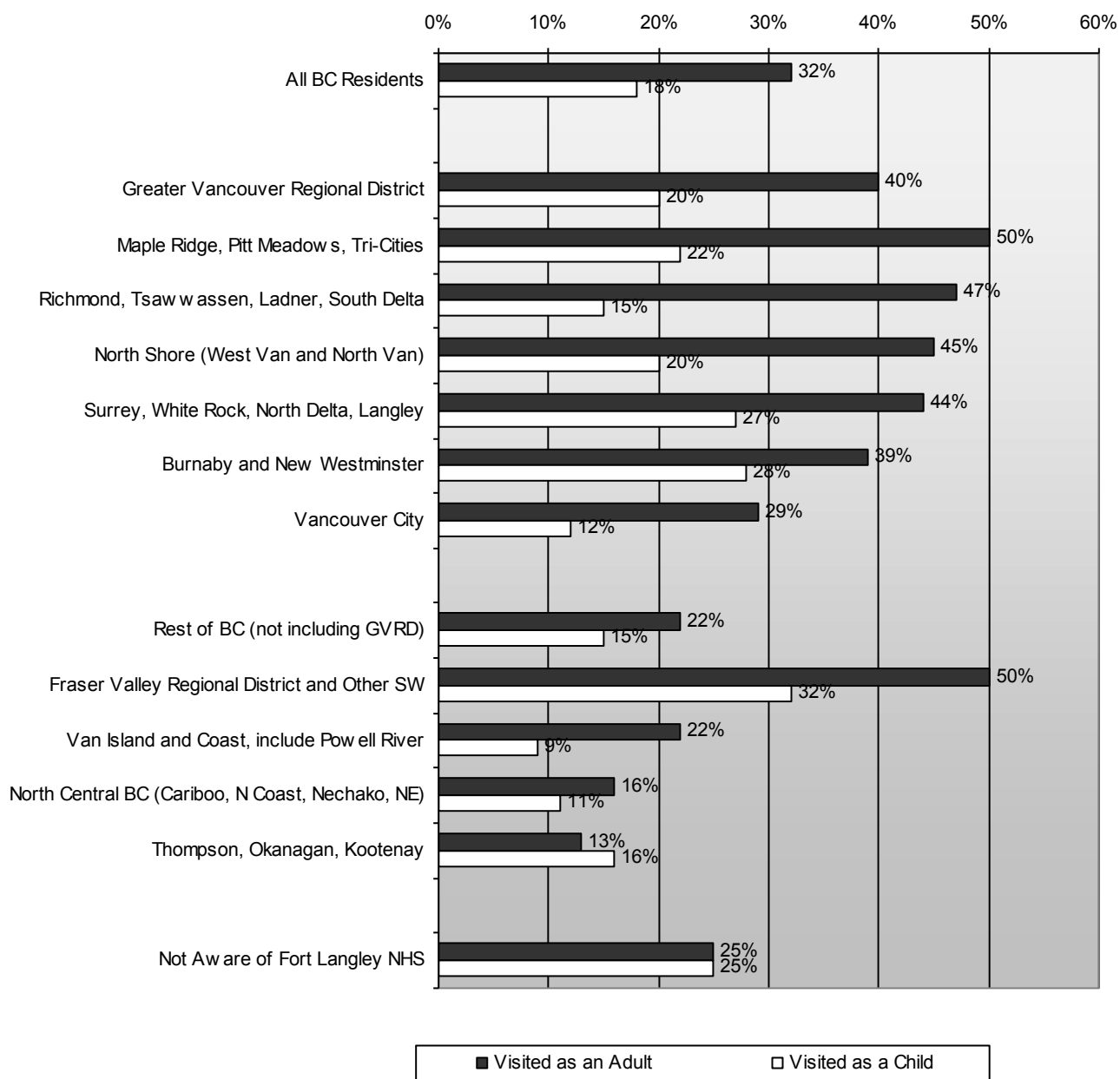
Based on unaided responses

One-quarter of BC residents learned about Fort Langley NHS from their family and friends,

and 22% had always known about the site.

Figure 7: Visitation to Fort Langley National Historic Site

Visitation by Place of Residence



n=1002

Maple Ridge, Pitt Meadows, Tri-Cities - includes Tri-Cities of Coquitlam, Port Coquitlam, Port Moody, Anmore and Belcarra

Fraser Valley Regional District and Other South West - includes area outlying the GVRD, east to Hope and north to Lillooet

Vancouver Island and Coast - Vancouver Island and the coastline from Powell River to Ocean Falls

North Central BC - includes the Cariboo and three northern regions of North Coast, Nechako and Northeast
Thompson, Okanagan, Kootenay - east of Hope to the Alberta border and north to the Cariboo

Thirty-two percent (32%) of all BC residents have visited Fort Langley NHS as an adult, and 18% visited as a child or youth. Combining all visits, the findings show that 41% of all BC residents visited Fort Langley NHS sometime during their life.

Adult visitation to Fort Langley NHS tends to be higher with BC residents living closer to the site, with 40% of Greater Vancouver Regional District residents having visited, compared to only 22% for people living outside the GVRD. Adult visitation is generally high for all areas within the GVRD, with the exception of Vancouver City. Outside the GVRD, visitation is highest for Fraser Valley Regional District residents, which is the area surrounding the GVRD.

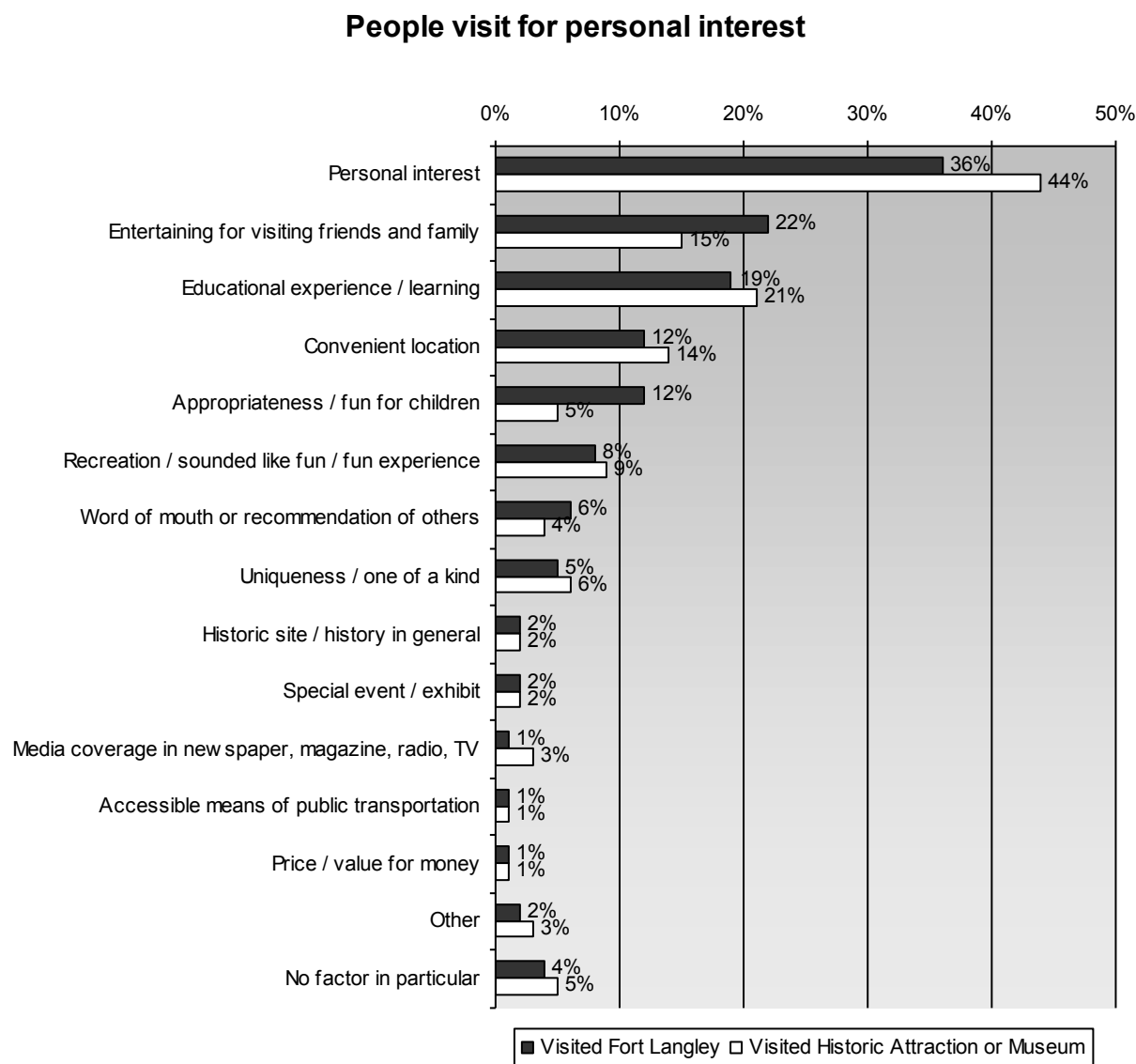
Respondents who were more likely to have visited Fort Langley NHS as a child or youth tend to live in Burnaby, New Westminster, Surrey, White Rock, North Delta, Langley, and the Fraser Valley Regional District. It should be cautioned that results for childhood visitation be interpreted with care due to general mobility, because BC residents may be currently

living in a different part of the province as an adult than where they lived and visited as a child.

The following significant differences were noted for BC residents who visited Fort Langley NHS as an adult:

- About half of the people who were 55 years of age or older had previously visited Fort Langley NHS compared to 11% for those who were 34 years old or younger.
- Forty percent (40%) of households consisting of couples without children have visited, while only 27% of single households and 27% of households with children having visited previously.
- The chances of visiting Fort Langley NHS increases as people's length of residence in Canada increases, with visitation by 32% of BC residents who have lived in Canada for 10 years or more compared to 16% for those who lived in Canada for less than 10 years.

Figure 8: Reasons for BC Residents to Visit Fort Langley NHS



n=318 for Fort Langley Visitation

n=748 for visitation to historic attraction or museum

Note: multiple responses, total greater than 100 percent

Based on unaided responses

Comparing the reasons given for visiting Fort Langley NHS and reasons given for visiting BC historic attractions or museums in general shows the

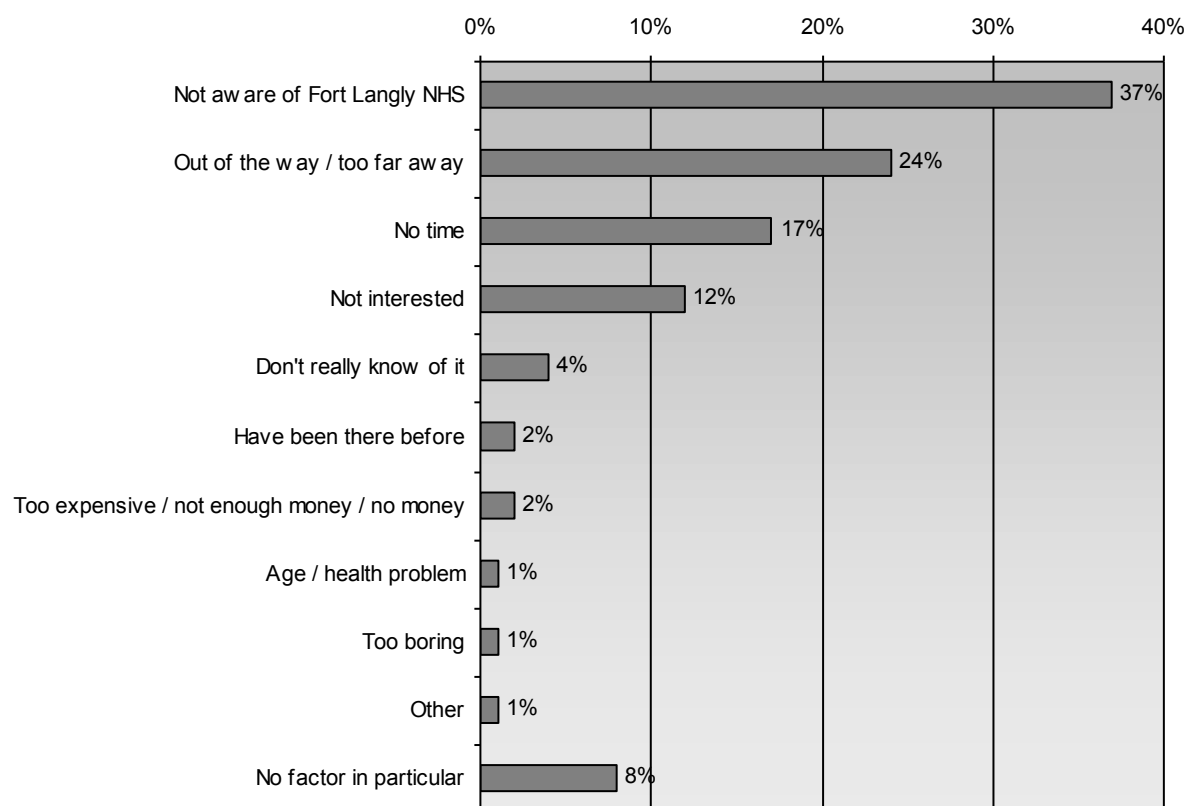
same three factors with the most frequent mentions. These are for personal interest, entertaining for visiting friends and family, and having

*an educational learning
experience. Twelve percent
(12%) of visitors to Fort
Langley NHS thought that the
site was appropriate and fun*

*for children, while only 5% of
visitors to other historic
attractions or museums
expressed this view.*

Figure 9: Why BC Residents have not Visited Fort Langley NHS as an Adult

Lack of awareness and location are primary reasons for not visiting



n=681

Note: multiple responses, total greater than 100 percent

Based on unaided responses

People who had not visited Fort Langley NHS as an adult were asked what had prevented them from visiting. The most frequently mentioned reasons were that they were not aware

of the Fort, given by 37% of people who had never visited and that the location was out of the way or too far away (24%).

Respondent Characteristics

Table 1: Respondent Characteristics by Awareness and Visitation or Non Visitation to Fort Langley NHS

Characteristics	Total BC Respondents (n=1002)	Respondents Who Visited as Adult (n=318)	Respondents Not Visited as Adult (n=432)	Respondents Not Aware (n=250)
Gender:				
Male	49%	46%	50%	52%
Female	51%	54%	50%	48%
Age:				
18 - 24	12%	3%	13%	22%
25 - 34	17%	7%	20%	22%
35 - 44	19%	17%	18%	22%
45 - 54	20%	20%	22%	15%
55 - 64	15%	24%	12%	9%
65 or older	17%	27%	15%	9%
Education:				
HS or less	27%	20%	30%	32%
Voc/Col/Tec	28%	30%	26%	27%
Some/Grad	45%	49%	44%	40%
University				
Income:				
Less \$25,000	14%	10%	13%	20%
\$25,000 - less	17%	14%	19%	19%
\$45,000	17%	17%	16%	20%
\$45,000 - less	19%	22%	20%	12%
\$65,000	14%	15%	14%	10%
\$65,000 - less	20%	23%	18%	18%
\$100,000				
\$100,000 or more				
DK/Refused				
Family Composition:				
Single, no children	25%	21%	27%	27%
Couple, no children	27%	34%	25%	22%
Family with children	40%	34%	44%	43%
	8%	11%	4%	8%

<i>Other/Refused</i>				
Years in Canada:				
<i>Less 10 years</i>	6%	3%	3%	15%
<i>10 or more years</i>	90%	91%	91%	82%
<i>DK/Refused</i>	4%	6%	6%	3%

Note: 2 respondents did not indicate awareness or visitation to Fort Langley NHS

Table 1 (continued): Respondent Characteristics by Awareness and Visitation or Non Visitation to Fort Langley NHS

Characteristics	Total BC Respondents (n=1002)	Respondents Who Visited as Adult (n=318)	Respondents Not Visited as Adult (n=432)	Respondents Not Aware (n=250)
Place of Residence:	52%	66%	43%	49%
GVRD	14%	13%	12%	19%
Vancouver City	4%	6%	4%	2%
North Shore	7%	8%	5%	7%
Burnaby, New	7%	11%	7%	2%
Westminster	6%	8%	4%	4%
Maple R, Pitt M, Tri-Cities	14%	20%	11%	14%
Rhmd, Tsa, Lad, S Delta	48%	34%	56%	51%
Surrey, WR, N	8%	12%	7%	3%
Delta, Lang	17%	12%	20%	20%
	15%	6%	21%	16%
	7%	4%	8%	12%
Non GVRD				
Fraser Val RD, Other SW				
Vancouver Island, Coast				
Thompson, OK, Kootenay				
North Central BC				

Note: 2 respondents did not indicate awareness or visitation to Fort Langley NHS

GVRD: - Greater Vancouver Regional District

North Shore - includes West Vancouver and North Vancouver

Maple Ridge, Pitt Meadows, Tri-Cities - includes Tri-Cities of Coquitlam, Port Coquitlam, Port Moody, Anmore and Belcarra

Richmond, Tsawwassen, Ladner, South Delta

Surrey, White Rock, North Delta, Langley

Non GVRD - rest of BC, not including GVRD

Fraser Valley Regional District and Other South West - includes area outlying the GVRD, east to Hope and north to Lillooet

Vancouver Island and Coast - includes Vancouver Island and the coastline from Powell River to Ocean Falls

Thompson, Okanagan, Kootenay - east of Hope to the Alberta border and north to the Cariboo

North Central BC - includes the Cariboo and three northern regions of North Coast, Nechako and Northeast

Appendix A: Verbatim Responses to Open-ended Questions

"What are some of the things you've seen, read or heard about Fort Langley NHS?"

Comments from visitors to Fort Langley NHS as an adult

- It is old farming equipment.
- It had a lot to do with the native people. It was a trading post on the Fraser River.
- Seen all the artefacts in the different buildings. I took visitors from Norway to visit it as well.
- These were trading posts. They were owned by the Hudson Bay Company. They still have original buildings. We can tour it.
- Heard that it is one of the first settlement sites in BC.
- The history of the place, BC's first capital.
- I have been there a couple times I don't recall reading about it.
- There's a ferry going over to the other side, plus an antique shop.
- First settlement on the Fraser River.
- I have participated with children's field trips and I have done the night tour. I was a friend of the blacksmith that worked at the Langley site who passed away and worked at my site as well.
- It's a beautiful area. I hope we don't lose it, looked in their general store.
- Part of the fur trade, a great place for kids to see what the life was like at that time.
- It was the first capital of BC.
- I've heard that it is very educational and important part of our history.
- Been there, I saw it in a pamphlet I got at the ferries, it's very educational, it has a lot of history.
- The festival, camping.
- I have heard that it is a good place to go, especially if you are studying history.
- Went on a field trip there so we saw it all.
- Its old.
- They have different events throughout the year and they have people in different costumes.
- Just traveling there.
- Been there. Saw displays in buildings, costumes.
- Have visited it before and have read everything available there.
- I have been there. It's been a while but I remember seeing the actual fort if that means anything. And they have cannons there and my kids love to climb on them.
- It is nice place, historical.
- I like the old town itself and the historic site itself. The workshop, store, crops (produce) and the fortifications.
- I know that they have a special celebration in August, and it is well done, and gives a good glimpse of what life was like when the fort was first established, and getting started.
- Family members, been to functions there, and musicals.
- That it was the first provincial capital and a fur trading port.
- The natives and their heritage. A lot of historical information about the fort. What the natives traded and historical backgrounds.
- Been there, there is a lot of history, very educational, they also have a winery
- I have been there, it is an historic thing.
- The black smith display.
- That it's very educational and has a lot of history.
- They got the fort out there.
- It is one of our historic sites and we are lucky we still have it there. I hope they don't tear it down. It is part of our heritage.
- All the historic things about it. Have taken my kids and grand kids.
- Only what I've seen in ads and road signs.
- A lot of history involved with it.

- Seen it. Fortress surrounding, antiques, one of the first settlements.
- A friend who is a volunteer there wears a costume there.
- I have been there. I have known it for years.
- I just knew about name nothing else.
- Was the first settlement in BC, where they made lot of fur trades, a lot of history and very educational.
- Attended it, field trip with the school-very interesting. I don't recall anything specific.
- Family, historic, location.
- It's historic; we saw old buildings and an old fire station. We saw it in a magazine that was advertising it and saw the location on an old road map.
- It was the first settlement.
- I have been there 30 years ago, I could not remember now.
- Very interesting place to visit, important part of history and its fun.
- Blacksmith's shop.
- It shows the background about BC and tells us where and when BC started from.
- I've been there, its really neat. It shows the past, it's historic. It's quiet and peaceful.
- I went there once long time ago (10 years back). I don't know much.
- The fort is there, they have tours, they traded with the Indians.
- It was a site of the first administrative centre in the BC.
- Stores-antique articles.
- It is used to be a significant trading fort.
- It was used as a trading post by the Hudson Bay Company. .
- I read a little bit about it. I've visited it a few times. I've read about it being original and about why it was built.
- It has historical value.
- Was a trading post first established, became the capital for a while, exhibits how people lived, and events.
- Historically.
- Full of history-very educational and interesting.
- I know the history of it.
- It's a museum with activities and I have been to the fort.
- I know it's the original capital.
- Been there lots of times, museum is old and original.
- That the tour was excellent they provided provincial and national history, I also heard the kids would be interested in going it would be easy to understand, it was interactive.
- We visit there all the time, people are dressed in period costumes, the fort is done up like olden times. We like the shops. The older ways of living were interesting.
- Its historic importance to region.
- They have special days there and special events.
- Historic place. Period costumes, little town close by.
- The original trading site of BC, the birth place of BC.
- It is very interesting, old fashioned, neat shops, close by.
- Its is a fort setup. Some pioneers / soldiers used to live there.
- It is the first site that England people landed here. There is a old fort there.
- I have been there 10 years ago. It was place of first settling.
- It was a fort built in the 19th century but don't recall more than that because it has been a long time since I visited it.
- My aunt is involved in historical society of Langley & from time to time I been to that place.
- Seen ad on TV, heard it is a nice place to visit with family, tourist mags have info on it; nice buildings, trading center (Hudson's Bay), we enjoyed the re-enactments of events.
- I like the man making the barrel, and the way the people dress up, it was very authentic, and reasonably priced.
- I have been there for four or five times.
- They have a blockhouse showing how the things were in the olden days i.e. prior to 1900.
- I have been there and have seen old farm equipment.
- Fort itself, people dressed up as in the period for the fort.
- I have heard about the trading that used to take place at the fort Langley national historic site years ago.

- It's showing how the things were done in the pioneer days
- It is a small place. The wall is not high.
- There is a fort there.
- Older style, old community attracting a lot of tourists. Sell lot of antiques. It used to be the capital of BC.
- It was a first capital of the BC. It was rebuilt in 1958.
- Pioneer village.
- It is the oldest fort in BC. It was the capital at one time.
- An old fort there.
- It shows what people did in the pioneer days.
- The train station, arts community.
- Many old items, stores.
- I have been to the Hudson Bay fort.
- A nice old town, water there for irrigation,, read brief history about fort, lovely scenery, very nice community, told there is nothing there for the people who live there, they must go outside of the area. They need more entertainment facilities for people who reside there. The fort is very educational.
- It tells something to protect our historical place.
- It is an old fort that replicates the trading post.
- I saw the historic buildings, a nice village there. I am thinking of starting a cafe there.
- The exhibits that go back 100 years and show something about history.
- It is a site where the settlers took charge of BC.
- It is a coalmine.
- Particularly the fort itself & its on the river & number of restaurants there, it's like a picnic for me. And it's convenient for me to meet my daughter-in-law there because I live in Chilliwack & she lives in Vancouver.
- It was involved in the fur trade and Hudson Bay Company.
- The first capital of BC before Victoria.
- We've been there a few times and it's a family must see. The tour has the guides to see us through.
- I heard that it is very good.
- Local information in Fort Langley, while in location read about the monument.
- When we visited the site with our children, we were given pieces of gold in memory of when people came to search for gold there in Langley.
- How they used to make things in the old days.
- People are in costumes and they do demonstrations.
- Old fort, they build it to protect people.
- It was part of the Hudson Bay Co & they traded with native Indians & it was there before Victoria & before New Westminster.
- There is a theatre, old building.
- I remember the railway station there.
- It's on the river and was part of Hudson's Bay Co. First trading place in BC.
- It was an old trading fort and it's a nice place to visit.
- I lived there for ten years and it is a great place. I hope it never gets too big.
- It was a trading post of Hudson Bay. We saw the fur trade, they had equipment for bails of fur & how it was traded for goods i.e. pots & pans it was also their general store.
- It has some nice shops there & a coffee shop we always like to visit & is part of our history.
- We visit it when I was a kid in school and it was close to home, also represented aboriginal people in BC.
- Canadian fort, high cranberries growing, educational.
- Nothing in particular.
- I saw something celebrated at the site.
- Older buildings I've visited there& they kept Main Street appearance intact, so young people see its history.
- Been there a long-time, historic pass.
- The one that has big guns looking over the sea. They have military equipment over.
- The pioneer displays that they put on.
- I looked at some of the buildings& went & looked at some of the antiques there. We had lunch in the park. It was very interesting.
- My daughter and husband said it was very enjoyable.
- It was the first fort established by the white man in BC.
- I used to live in Langley. So I've seen the fort and the inside.

- Original forts in BC, shows how things were when they were forts.
- It's similar to Fort Steel. You can go & experience the history & actively involve yourself in the events.
- Read about it in the times newspaper and heard some of the interesting historical facts about it.
- It's really neat it has all the old things in there and it's a nice place to spend time there.
- Love the flowerbed.
- Seen the community shops and historical fort, been down the river.
- I was there once and I can't recall anything, long time ago.
- I've been, all the relics & artefacts.
- The pioneer representations.
- It's museum. Saw it back in the 1940s.
- Is a fort, has presentation about the site.
- Same as Victoria museum, well known for tourists.
- That it is close to the ocean.
- It's very historic site for BC history.
- I saw it all because I have visited the place.
- It's just a fort.
- It was the British protector.
- There is the blacksmith and it is interesting.
- It has the fort and you can walk around, museum.
- Nothing in particular.
- Well I have there.
- I took the class for a field trip there.
- We went down there just to see Fort Langley.
- I've in the fort, for a long time.
- I take my students to visit.
- I read their advertisement. I know their location and timings.
- It's a fort & I read about it long time ago that it was used as a trading post in the olden days.
- It was the original fort in BC.
- I believe there was a battle there with Indians and that is why there is a fortress there; the area was also a trading place for fish, fur, meat and clothing.
- The little heritage village; it has some great educational tours you can take kids to.
- I heard about the celebrations on Canada day, i.e. special events that would occur, there. I heard about this on the radio.
- I grew up knowing about it, I taught history.
- The old fort and general store. They had demonstrations a little bit about things they did in the old days.
- My daughter told me about this and I went there 18 years ago.
- Origin of the city & history, development starting from a port. Very unique & cultural.
- I have been there 4 or 5 times & saw how things were done during gold rush times.
- I have been there & saw all the old history about Hudson Bay.
- We live in Langley, as a teacher we have it in the curriculum for grade 4.
- I have been to the Fort Langley national historic site. It is one of the first settlements and trading fort.
- I visited at the Fort Langley national historic site. I saw the wooden framed buildings. I saw people in period costumes.
- It's a reproduction of an old fort.
- There are a lot of antique stores and nice restaurants to visit.
- Just know where it is and I visited once.
- Saw the signs on the highway.
- Lots of people visit it.
- Mainly it's just antique shops & old time flavour of the area.
- First capital of BC.
- Visited the whole site, so seen pretty much everything. Was on an elementary school tour.
- Important part of BC's history; great place to take visitors to learn about BC's past, and also children to have an appreciation of where we came from.
- The fort is there.
- Can't remember, but been there.
- It's the oldest fort in BC. Used in the fur trade. Built by the Hudson's Bay Company. Staffed by volunteers who wear period type costumes.
- I remember that it's a fort.
- It was very interesting and looked like an old fort. Was a long time ago when I visited so I don't remember much.
- New subdivision on the river. I've used it for a movie location.

- Read about it re; some special events at the site.
- First legislature, old European fort, aboriginal property.
- I know it was supposed to be the capital at one time. It was used as a stopping post for people that came up and down the river and it was also a trading post.
- Historic site that's all I know.
- Native history & early settlement history.
- It is a rebuilt replica of the trading post.
- It's historic and you can see diff things from the past in there.
- Been to the old fort, Queen Elizabeth was there many years ago.
- Located in Fort Langley.
- Ft. Langley is familiar to me even before going to see - the village is an antique and historical -- it's original in historical ways.
- It's a historic site.
- It was kind of the beginning of BC and it is a beautiful community and an attraction.
- I was there in Sept. last year. We saw the whole program there.
- It was in the fur trade at one time it was the capital of BC, I don't know.
- I've been there, lived there. Know it was the capital of BC.
- Walked through the fort & learned about the BC history.
- It's a unique place to visit.
- I'm not sure if I have the right information but I have been to the historic site lots. I took kids from school on a tour and it's was a good, it was just interesting how people used to live back then its nice to know about are history and how we used to live back then.
- I visited there with my relatives who came to visit from Italy & it's a very good place to visit.
- There is the stockade and the main house and the blacksmith. In the summer time there is an actual blacksmith and he actually makes nails out of metal rods and there are ladies dressed in period costumes.
- I went around the fort - e.g. blacksmith great hall.
- That it's a historical site.
- I know they do demonstrations of items that were available back in the old days and the have demonstrations for school children and classes when they visit.
- It was interesting to visit & see it in person.
- There's a small boat that crosses the river and old buildings.
- I did a photo on it and always tell people to go. It is quite authentic. The employees there they do a good job.
- We visited the place & saw how things were done in the old days
- I like history - the city itself is attractive setting - the ambiance & peaceful - peaceful place & natural environment - slow paced and not overly crowded.
- The blacksmith and the houses, the native arts display.
- We used to have dinner there. I have friends living there.
- It's a native trading post years ago and a fort and a place where native Canadians live.
- They do demos there. There is good parking.
- They have blacksmithing and other period pieces going on.
- It has historic buildings.
- One of the 1st capitals in BC.
- Used a lot in movies due to historic location.
- About the history of how it got there and people who dress up in the character of the old times.
- I think its good they show how they used to make barrels and in the summer they have a blacksmith shop. You can watch them heat and form metal which is really neat to me.
- I know that it portrays a lot of history, it's a good location nice close for us to go visit.
- That it is owned or was owned by the Hudson Bay Company.
- It's the oldest place in BC.
- I go there; it was the Hudson's Bay fort around the 1860s.
- There's guidebooks and info in shops in the plaza.
- It was one of the very early settlements. Reproduce original, something like this.
- We've driven by it, and we saw the road and thought it would be interesting.
- I have actually been there. Not heard of anything about it.

- They show the culture back in the old days and they do presentations as well.
- I used to live in Langley.
- That it was the 1st establishment on the Fraser River on the west coast.
- It started everything in BC. Where the first community was.
- It is an old place, historical site.
- I think it is a fort.
- That it was a fort many years ago.
- Replica of the fort, how they lived. It's astounding.
- I was there long time ago. I saw some pictures.
- Fort is in second location; town is like a time warp.
- I know the general story behind the fort.
- It's a Parks Canada site, its a period costumes, its accessible.
- Someone told me that it's interesting.
- Fort Langley was first settlement in BC. The politicians signed the paper on Fort Langley and it's now in Victoria. Fort Langley was the capital and now is Victoria.
- It's very interesting.
- Just gone in to visit.
- I liked all the old stores and all the antiques.
- That it was a Hudson Bay Company post.
- I've heard about the ferry near there.
- There is Métis involvement there.
- Live there, remember lots of activities for children to do, displays, and stories, informative.
- I have seen Fort Langley national historic site and I remember seeing traditional costumes about how people lived during fur trading times.
- I have visited the Fort Langley national historical site. I saw the blacksmith.
- I have seen some of the historical buildings there.
- It's a fort. It was part of BC. That started the beginning of British Columbia.
- There was a place there that I ate at and it is a very nice fort to visit.
- I don't recall too much, it was 20 years ago that I visited.
- Major trading settlement on river.
- How people used to make barrels & hang fish to dry because they didn't have fridges.
- Can't remember, aware it there.
- The antique shops, it's quaint.
- Been to there and seen it.
- It was a Hudson Bay fort.
- I have seen the fort. I was a bus driver for school children, barrel making, the old fur trade center, the house where the governor lived.
- It's an old fort but it's been 20 years since I have been and don't remember much.
- Just some historical facts.
- Toured it a number of times.
- I have read most things about it and have visited it several times.
- I've been there. It is excellent.
- About the beginnings of BC.
- I hear it was a Hudson's Bay post at one time.
- It was a fort many yrs ago.
- Temporarily the capital city.
- I have been to the winery and gift shop. I go there every month and take all of my visitors there; it is a very interesting way to learn of the history.
- Well it was a good display.
- I have lived here for years and have not been to the fort for several years, but enjoyed the site.
- Studied it in history because I like history and have read books on it.
- I enjoyed the old fashioned displays; I always enjoy going there.
- They had Xmas carols during Xmas time at each building.
- I have taken the kids there and lots of history to see there for them and older people, it is an interesting way to see it.
- Antique store, I did not pay attention to much else to remember.
- I went as a child and liked the blacksmith and life back then as shown. I liked the period costumes.
- It's been a few years since I've been there, we got to see how it was back in the old days it was a good historical attraction, I went there with my husband and we had a good time, it was interesting.
- I've seen local artists there; they were selling their stuff from the tables. I didn't specifically go there to go buy stuff but I did buy some stuff.
- I've seen the fort gift shop, and walked the scenic route along the Ave.

- About three years ago we went and we got to pan for gold and walked along the fort, well we did everything that they have to do there so in other words it was a good experience and the kids loved it.
- Been there and walked through it.
- I haven't been inside but I was working around the building the site I was working was close by.

Comments from people who have not visited Fort Langley NHS as an adult

- I just know my children visited there as a field trip, that is all.
- I haven't seen or heard anything.
- I have heard that it is beautiful.
- There are old houses and buildings there.
- Well to be honest not a whole lot. I've never actually visited it but I've heard its one of the oldest settlements certainly in the lower mainland.
- That it is a nice place, but I have not been there myself.
- Just that it's very worthwhile in seeing. Word of mouth type thing.
- My children went on a field trip at school and told me about it, never been there.
- That is was a bastion of the first white arrivals in BC against the Indians.
- Heard from my children that they have great demonstration on the go, and that they had a great time there.
- You see signs posted throughout Fort Langley. I've seen promotional ads.
- I only recognize the name. I don't know much about it.
- Very little, just see it on the map. I think it is a national park.
- Just heard about it recently, don't know much about it.
- I know only the name of it, nothing else.
- That is a little historic site related to Fraser River. There is an old community there from 100 years ago.
- I just have heard that it's an historical site, that is it.
- Old fort, built along time ago.
- I went there with the school on a field trip; I enjoyed learning about the history.
- That it is an old fort.
- I never been there myself. All I know is that it is an old fort.
- I know the name and not very much about it, I've never been there.
- Historic, and nice to visit, very educational for the kids.
- I have been to the Fort Langley national historic site. I go shopping to the Fort Langley national historic site.
- My daughter went there last year. I don't know much.
- Really old town and first establishment before Vancouver.
- School teachers love to take students there, as the teachers want to visit that place.
- Just heard its there-never been there.
- I have driven by it, and I have not been there.
- Nothing special.
- Their buildings are old, and full of history.
- It's an historic site.
- Heard it's a good place to have a day out with the family- very educational and lots of history.
- There is a golf community there.
- That it goes back to the beginnings of British Columbia history.
- All I know is from the road sign pointing out where it is on the highway.
- It is a nice and old city worth visiting. It reminds me of my native place Punjab.
- That it is a really nice place to visit with a lot of interesting things to see, although I have not heard or read anything new about it lately.
- There is a campsite near that place.
- Can't recall anything because it was long time ago.
- I know that it is a fort.
- The first guy came, and settled down there, something like that. It's an old city.
- Just an historic site, I saw some images of the train station there.
- I have seen road signs.
- I just heard it's a good place to visit.
- I just heard about it generally--nothing more.
- It tells us to keep the simple life.

- It has something to do with the colonial times.
- Just the name.
- It is about the first-comers to BC or something like that.
- I heard it is nice. I heard that there is a lot of development in the area. My friends live out there.
- I lived in Maple Ridge, and had been there. Maybe a casino there. I am not sure.
- It was an Indian settlement years ago.
- It has a unique place in British Columbia history, I think.
- Its one of the first city in BC & its court houses had some particular trials in them & was the part of gold rush times.
- I just saw it when I drove through Fort Langley.
- I just know that it exists.
- The history of it.
- I just know of it. Nothing specific.
- That it's an historic site.
- Its worth seeing, historically, and attractions that are there are worth seeing.
- Just read that it's historical & interesting.
- Do you know I was there on 1960 and I don't remember it anymore cause it was a very long time ago.
- I understand they put on special programs on holidays & good place to visit.
- Saw a sign for it driving to the freeway.
- The thing that sticks in my mind is a restored army barracks.
- I have heard about it from my brother who lives in Langley.
- Can't recall anything, 10 years back.
- Just heard about it from friends & signs.
- Someone build it to do with a fur trade.
- There are some Indian and totem poles.
- We used to live there & knew of it.
- Doing speech by Member of Parliament on the site.
- They had it in the Beautiful BC Magazine.
- I heard that it was interesting- lots of history.
- Interesting to visit & saw article in magazine if in area we would drop in. Interesting to see a part of BC history.
- Just saw the signs on the highway.
- It's a showcase of our history.
- I worked on a survey that had questions about Fort Langley national historic site.
- Only aware never been there.
- Buildings, big house, fact it was never a battle site, cooperate packed salmon in barrels.
- Just the name.
- One of the first trading posts.
- Friends have mention it to us, but never been there.
- Just that it is there, have not been there.
- The originally planned capital for BC, military site. Considered making it a capital, but they used New Westminster instead.
- It's a good place & good tourist attraction.
- I've been there with my grandfather, but I don't remember much about it.
- I just heard the name.
- It's in Langley.
- Driven through it but never went.
- Its part of our province.
- Other than the fort itself, I just know its there.
- I visited it about 25 years ago.
- Nothing just heard of the name.
- We drove by it, and I have not been inside it.
- Just the sign and where it is.
- Only heard, & driven by it.
- There was more settlement in Fort Langley than other parts of BC.
- I saw something on the BCTV channel. It discussed Fort Langley and talked about the displays there.
- Its got railroads & old hard wear stores. It's really nice.
- It's an old army barracks.
- Just know where it is no nothing about it.
- Nothing. I've just gone by it.
- Learned it in school decades ago.
- Worthwhile & authentic & interesting.
- Not much, I heard of it but I've never been there.
- It has something to do with gold mining.
- Not very interested.
- Just on the freeway signs.
- They had a TV ad and I seen the highway sign.
- Understand what Fort Langley is all about.

- Good shopping, historical interests.
- It is first capital of BC. It is very historic site.
- It's just whatever's on TV. They just say come and look at it.
- The oldest settlement in BC.
- I've only heard about the bridge that is maybe going to Fort Langley. I've heard from Langley residents that there is a protest against this bridge, as they don't want any traffic coming to Fort Langley. They (the residents) seem to want to protect their heritage site and their rural lifestyle.
- It's a fort in Fort Langley.
- I have not heard much about it.
- I've heard that it is the first museum established in BC. I think it was established in the late 1800s
- I just know that it is an historic site. I know that settlers were there and there was a lot of trading because it is on the river, in the eighteen hundreds. There used to be an article in the Langley newspaper about it. They would print little bits of information about the history of the site but they don't put it in the paper anymore.
- Just heard the name.
- I just know it is there & I have not read or heard anything about it.
- It is a national park in Fort Langley. They offer tours in English and French. There is a fort also where people can live.
- It is not original capital of BC, first settlement, something like that.
- I've heard that it's there in Langley (from our friends that live in Langley). But we don't go there, because we have to cross the bridge. We prefer Stanley Park because we like to be by the water and take our dog with us.
- I just heard about Fort Langley national historical site. I haven't heard anything specific.
- It is an interesting building.
- They do re-enactments of battles - also it's a reconstruction of buildings. Christmas time it's nicely lit up & a little boutique there, pioneer setting. Typical tourist attraction.
- I learned about the history of it in school and then just being on site looking at the show room models.
- Through work on the Albion ferry - the signs around the area is all I have noticed.
- Where it is good school field trip.
- The special events they have there.
- Just the name.
- Historical place to visit.
- They have a cranberry festival, and antiques.
- Shows you how Langley came about and how the ferry system was born.
- It's in Langley.
- I read about it somewhere.
- Fall festival, new housing developments, and its really old town.
- Nothing that I can remember.
- We passed by it and one day we may go.
- History of the fort - original fur trading trails.
- It's just across the Albion ferry from me and driven by it many times. It's the first settlement in BC. It's also the first place my wife's family got off the train when they immigrated here back in the day.
- Just seen pictures.
- It was an old RCMP fort.
- I saw a sign on the highway so I know where it is.
- It's the original landing spot of something; they've got people in costumes taking you on a tour.
- Just driven by.
- Nothing, only heard of the name.
- People dress in old costumes. It's old and made of wood.
- I went to it when I was in elementary school years ago on a field trip. I saw forts and people dressed in the way they used to dress a long time ago.
- They had exhibition 2 years ago on pioneer life how it used to be.
- Heard that it is very interesting.
- We went there, as a field trip in elementary so I don't really remember much about but it was a positive experience.
- Saw the signs.
- Just that there is one.
- Don't really know what it is just seen the sign.
- That it's a national historic site.
- Just it's a quaint little town.
- Old fort or something.
- I've seen a program on TV.
- I read an article about Fort Langley. I have driven by it.
- Nothing really.

- The information about the beginning of the new world.
- First fort in BC. Saw some pics very beautiful.
- I've just of it. Nothing more.
- My son was there last week they do a school project, they teach kids about how people live there long time ago.
- Place for BC's first legislature.
- I don't remember much except it's east of where I live and easy to get to.
- It was a good place to go.
- It was the original fort set up in Langley by the British colonists.
- It has soap making displays. It has many displays.
- I heard from my parents that visited the Fort Langley national site that there were demonstrations like ironworks.
- It is quaint area to visit.
- I believe it is one of the sites where the Hudson Bay Company people first settled in BC.
- Not really much I know its there.
- They have a pow-wow.
- A bit about history, re-enactments and things like that.
- Saw articles in a magazine. It was interesting.
- It has a lot to do with the pioneers; it is one of the early settlements in the Lower Mainland and is associated with the use of the nearby Fraser River and the fort at Langley.
- You can go out and dress up.
- I know of the place, that's all. I really didn't know it was a major attraction.
- I just heard it existed.
- That there is a fort there.
- Set up by people who explored Fraser River.
- I just drive by.
- I heard that it is one of the early forts in that area. I believe the RCMP was stationed there at one time.
- Never been to it, but people seem interested.
- Information from flyers.
- Just heard about it.
- I heard that the fort national historic site had re-enactments in the summer. I heard it is a national/international historic attraction.
- I have seen period costumes and historic buildings.
- I have just heard the name.
- It was a major part of trade and commerce in early times in our province.
- The old fort with wooden walls.
- I have just heard about it.
- In the newspaper.
- I know it is use to be a major historic site where steam paddle wheelers use to take people like the fur traders up to the Fort Langley national historic site years ago.
- Seen it on TV but don't recall a lot.
- I just know that there is a place like that.
- Saw something in a magazine, I think.
- Just that its there.
- It is very old. I believe it is almost as old as BC.
- A good place to visit.
- I heard that it was based on what the town (Fort Langley) use to look like.
- Its in Langley, it's a fort.
- I think there are some old buildings
- We scoured it in elementary school. The Hudson's Bay trading company.
- I've just heard about it but don't know any details.
- Hudson's Bay trading post.
- It's a reconstructed fort.
- Historically important as far as the Hudson Bay Co. is concerned.
- Nothing in particular I just heard the name.
- I visited it when I was young. Did the tour and found the candy was the most exciting thing.
- I have seen a road sign.
- Old fort, they do some re-enactments, military.
- Almost nothing just the name.
- It is where about 100 years back they built it.
- Just heard of it, we are new to BC.
- Just that it is a nice place to go.
- I just heard that it is a famous place for the kids to take to.
- I just know it exists there.
- It is an old military base and military museum.
- Just that it is a nice place.
- Can't remember what I know, just where it is.

- I was there as a child and do not remember much, but would like to go back to refresh myself on the fort.
- I first visited it years ago with a group - about 30 yrs ago - it was a school trip. It was organized through school of course. Since then I haven't heard anything.
- Its history and it's a nice place to go and visit. I read that it was there and to visit.
- Read different articles about it, can't remember specifically about it. Just that it's a historic site.
- Anything I heard is positive, not much.
- I remember going as a child and have not been interested in going again, it was with school.
- I just know it is there.
- It's an old fort.

Appendix B: Interview Questions

Fort Langley National Historic Site Parks Canada and National Historic Sites Telephone Survey Questions for BC Residents BC Omnibus + Regional Booster

- 1a. Have you visited a museum in BC in the past five years?*
1b. Have you visited an historical attraction or site in BC in the past five years?

01 Yes
02 No [SKIP PATTERN: IF NO OR DK/NA TO BOTH, GO TO Q 4]
99 DK/NA

2. Thinking about the last museum or historic attraction that you visited, what factors made you decide to visit? [DO NOT READ, CHECK ALL THAT APPLY]
- 01 price / value for money
 - 02 media coverage in newspaper, magazine, radio, TV
 - 03 word of mouth or recommendation of others
 - 04 appropriateness / fun for children
 - 05 entertaining for visiting friends and family
 - 06 personal interest
 - 07 recreation / sounded like fun / fun experience
 - 08 information in the Internet
 - 09 educational experience / learning
 - 10 uniqueness / one of a kind
 - 11 convenient location
 - 12 accessible means of public transportation
 - 97. No factor in particular
 - 98 Other (please specify) _____
3. Where did you get information about the last museum or historic attraction that you visited? [DO NOT READ. CHECK ALL THAT APPLY]
- 01 friends and family
 - 02 newspapers
 - 03 television
 - 04 radio
 - 05 road / highway signs
 - 06 Internet
 - 07 travel guides or brochures
 - 08 travel magazines
 - 09 general magazines (non travel)
 - 10 visitor information centres
 - 11 Tourism BC guide
 - 12 Parks Canada brochure
 - 13 BCAA/CAA

97. Nowhere in particular

98 Other (please specify) _____

4. Have you ever heard of Fort Langley National Historic Site?

01 Yes [GO TO Q 5]

02 No [SKIP TO DEMOGRAPHICS]

99 DK/NA [SKIP TO DEMOGRAPHICS]

5. What are some of the things you've seen, read or heard about Fort Langley National Historic Site?

[INTERVIEWER: RECORD VERBATIM] OK.

6. How did you learn about Fort Langley National Historic Site?

[DO NOT READ. CHECK ALL THAT APPLY]

01 have always known about it / grew up in the area / already knew

02 from school

03 friends and family

04 newspapers

05 television

06 radio

07 road / highway signs

08 Internet

09 travel guides or brochures

10 travel magazines

11 general magazines (non travel)

12 visitor information centres

13 Tourism BC guide

14 Parks Canada brochure

15 BCAA/CAA

97. No way in particular

98 Other (please specify) _____

7 Did you ever visit Fort Langley National Historic Site as a child or youth?

01 Yes

02 No

99 DK/NA

8 Have you visited Fort Langley National Historic Site as an adult?

01 Yes [GO TO Q 9a]

02 No [GO TO Q 9b]

99 DK/NA [SKIP TO DEMOGRAPHICS]

9a [IF YES TO Q 8, ASK:] What factors made you decide to visit the Fort as an adult?
[DO NOT READ, CHECK ALL THAT APPLY]

- 01 price / value for money
- 02 media coverage in newspaper, magazine, radio, TV
- 03 word of mouth or recommendation of others
- 04 appropriateness / fun for children
- 05 entertaining for visiting friends and family
- 06 personal interest
- 07 recreation / sounded like fun / fun experience
- 08 information in the Internet
- 09 educational experience / learning
- 10 uniqueness / one of a kind
- 11 convenient location
- 12 accessible means of public transportation
- 98 Other (please specify) _____
- 97. No factor in particular

9b [IF NO TO Q 8, ASK:] What factors have kept you from visiting the Fort as an adult?
[DO NOT READ, CHECK ALL THAT APPLY]

- 01 don't really know of it
- 02 not interested
- 03 have been there before
- 04 no time
- 05 not enough to do
- 06 out of the way/too far away
- 07 too boring
- 08 too expensive / not enough money / no money
- 98 Other (please specify) _____
- 97. No factor in particular

Demographics

Lastly, just a few questions for classification purposes only.

D1. Which of the following describes your age? READ

1. 18 to 24
2. 25 to 34
3. 35 to 44
4. 45 to 54
5. 55 to 64
6. 65+

D2. Which of the following categories best describes your educational background...? READ

1. High school or less
2. Vocational/technical/college
3. Some university
4. Graduated university

D3. Which of the following best describes your total annual household income before taxes...? READ

1. Less than \$25000
2. \$25000 to less than \$45000
3. \$45000 to less than \$65000
4. \$65000 to less than \$100000
5. \$100000 or more

D4. Which of the following best describes your current household composition...? READ

1. Single with no children
2. Couple with no children
3. Family with children (includes single parent household)
4. Other

D5. INDICATE GENDER

1. Male
2. Female

D6. INDICATE REGION

	500 BC-Wide <u>Sample</u>
Vancouver	68
North Shore	21
Burnaby/New West	32
Tri-Cities (including Coquitlam, Port Coquitlam Port Moody/Anmore/Belcarra), Maple Ridge and Pitt Meadows	35
Richmond/Tsawwassen/Ladner/S. Delta	27
Surrey/White Rock/North Delta	53
Langley/E. to Aldergrove	14
TOTAL GVRD	250
Fraser Valley	40
Capital Region District	42
Rest of the Island & Coast	47
Thompson/Okanagan	60
Kootenay	19
Cariboo	21
NorthCoast	8
Nechacko	5
Northeast	8
TOTAL REST OF PROVINCE	250

Add-On Demos

D7. Approximately how many years have you lived in Canada?

_____ CODE ABSOLUTE. IF LESS THAN 1, ENTER 0

D8. CITY OR TOWN – THIS WILL BE DERIVED FROM LISTINGS (NO NEED TO ASK)