



# Albertans' Values and Attitudes toward Recreation and Wilderness

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FINAL REPORT

The Canadian Parks and Wilderness Society (CPAWS) Northern and Southern Alberta Chapters commissioned this study to be completed by The Praxis Group™

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## HIGHLIGHTS

A random sample telephone survey of Albertans was fielded April 27th through May 5th, 2015. The survey ran an average of 14.3 minutes in length and there were 1,300 completed interviews.

The margin of error associated with a sample of this size is +/- 2.71%, 19 times out of 20. The sample was designed to allow for analysis by Land Use Framework (LUF) regions.

Most Albertans participate in some form of outdoor recreation (76%). Those who participate in outdoor recreation are more likely to support land being set aside for wilderness and less likely to support wilderness areas being used for consumptive purposes than those who do not participate in outdoor recreation.

The most frequent outdoor recreational activities tend to occur close to home. As such, the extent and type of activities are related to supply and opportunity. Cycling for example is a frequent activity among those living in Calgary, whereas fishing, hunting and off-highway vehicle (OHV) use are the most popular activities among those living in northern areas away from large cities. Similarly, those living closest to national parks tend to visit the parks most often. Proximity to parks and protected areas is an important driver in use.

The choice of activities and the frequency of participation are influenced by age, education, gender and income. For example, walking for pleasure, golf and gardening are more popular among those over 65 years of age, while downhill skiing and cycling are less popular in this age group. Those with lower education and income participate less in outdoor recreation than those with higher education and income. Men are more likely than women to participate in team sports, fishing, powerboating and hunting.

Most Albertans who participate in outdoor recreation travel outside the city or town where they live at least once a year (88%). Almost half travel to an outdoor recreation destination between 1 and 14 days in a year.

Most Alberta campers (77%) choose designated campgrounds over random camping. Those camping in designated campgrounds do so mainly because of a preference for amenities and services as well as convenience and access. Those choosing random camping do so because of low cost and a preference to get away from crowds and noise.

The vast majority of Albertans (90%) prefer to recreate outdoors with family or friends. Recreating in areas where there are no other people present appeals to a smaller percentage of Albertans (21%) than recreating in areas where there are people present (44%). There is also a preference for recreating outdoors near home (44%). A majority of Albertans (67%) have a preference for non-motorized outdoor recreation.



The vast majority of Albertans feel it is important (88.4%) to set aside land for protection of wilderness.

Ninety-four percent of Albertans agree that wilderness areas are important because they help to preserve plant and animal species. There is also strong support for the contribution wilderness areas have to better local, national, and global air and water quality (92%) and the intrinsic value of just having wilderness even if not used (83%).

Almost one-third of Albertans indicated there is insufficient supply of places for non-motorized water recreation and 29% feel there is inadequate supply of RV and towable camping places.

Places for on-land motorized recreation such as OHVs had the highest percentage of respondents indicating an over-supply 33%, although 25% felt there was not enough supply.

Albertans are most disturbed when recreating outdoors by seeing garbage left behind, mechanized recreation use such as ATVs, dirt bikes and OHVs, noise from other users, such as parties, loud music and drinking, and seeing damage and or disrespect to the area caused by users.

Most Albertans support the need to fund recreational development on Crown Land. However, most also feel this funding should come from operators, associations and individual users, rather than general taxation.

Non-motorized recreation on Crown Lands is substantially favoured over both industrial development and motorized recreation. In turn, wildlife protection on Crown Lands is favoured over non-motorized recreation placing this at the top of the priority list.

## STUDY BACKGROUND

The Canadian Parks and Wilderness Society Southern and Northern Alberta Chapters (CPAWS) contracted the Praxis Group™ (Praxis) to undertake a survey of Albertans to better understand the public’s behaviour, attitudes and opinions related to outdoor recreation and use of public lands. The survey instrument was developed jointly by CPAWS and Praxis and reviewed by selected stakeholders in government, academia, non-profit organizations and industry.

The survey instrument was pre-tested on April 26, 2015 with a sample of 30 Albertans. The survey tested at 24 minutes in length which is much longer than desirable for a telephone survey. Adjustments were made to bring the survey closer to 15 minutes in length.

A literature review was beyond the scope of the study. In this regard the current report represents the findings of the survey, but does not offer comparisons to extant research. Several questions in the survey are similar to those used in the National Survey on Recreation and the Environment (USDA National Forest Service) and Alberta Recreation Survey (Alberta Culture and Tourism).

## METHODS AND SCOPE

The study was designed to be representative of the Alberta adult population, with the ability to break down results according to the province’s seven Land Use Framework (LUF) regions. Due to the vastly different population sizes in the province’s LUF regions, a stratified sample design was used.

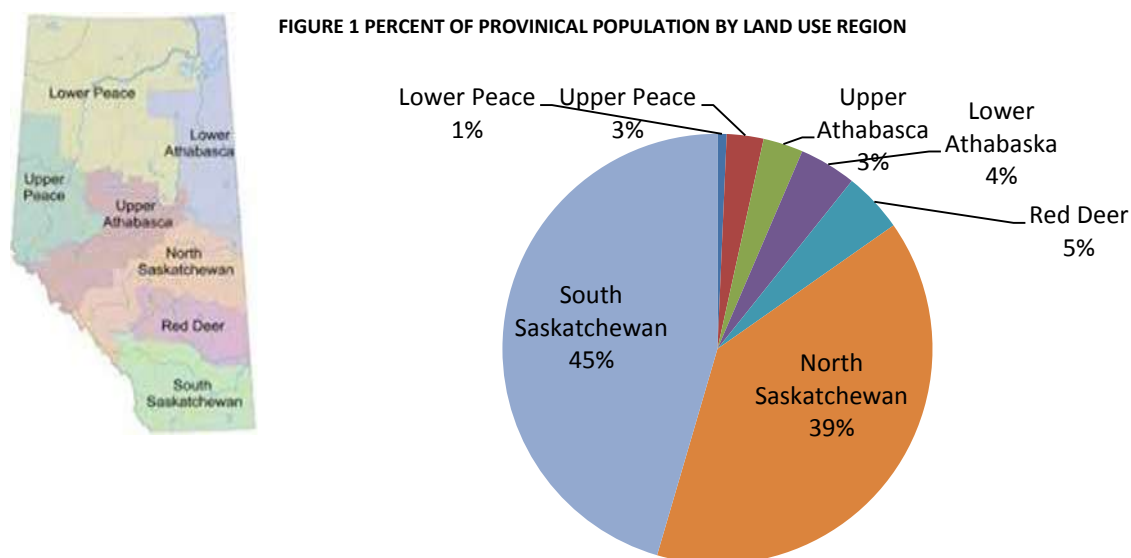


TABLE 1 SAMPLE PLAN

Sample Plan	Sample Size	Margin of Error	Confidence
Lower Peace	100	+/-9.8%	95%
Upper Peace	100	+/-9.8%	95%
Upper Athabasca	100	+/-9.8%	95%
Lower Athabasca	100	+/-9.8%	95%
Red Deer	100	+/-9.8%	95%
North Saskatchewan	400	+/-4.89%	95%
South Saskatchewan	400	+/-4.89%	95%
<b>Total</b>	<b>1300</b>	<b>+/-2.71</b>	<b>95%</b>

Within each of the LUF regions, the sample was drawn randomly. Respondents included in the survey were over the age of 18. Views expressed were those of the respondent, not the household.

The survey was fielded April 27th through May 5th, 2015. The survey ran an average of 14.3 minutes in length and there were 1,300 completed interviews.

## WEIGHTING

Use of a stratified design ensures that the smallest segments have sufficient data for analysis. However, rolling up results to the provincial level based on this sampling approach would result in an over-representation of the smaller regions in relation to their actual size. For this reason, results are weighted to the respective LUF region.

Weighting can also be used to adjust for bias in the sample when certain demographic groups are over or under represented. As is commonly the case with telephone surveys, the sample was under-represented in the 18 to 24 age group and over-represented in the 45 and older age groups. Weights were applied to adjust for these differences. The source for population age statistics was the [Annual population estimates by age group and sex at July 1, provincial perspective](#) – Alberta, Statistics Canada, 2012. Gender weighting was not required as the sample closely resembled actual population proportions.

Note that for statistical analysis comparing demographics and regions (ANOVA, Chi Square, MANOVA etc.) unweighted data were used.

## DEMOGRAPHICS

Demographic characteristics were included in the survey, including age, gender, income level, education and location by LUF region. Responses to questions are examined in relation to demographic variables throughout the report and statistically significant differences are noted.

For statistical comparison purposes a location variable was created to allow for comparison of population centres. Three categories were created; a 'metro' category consisting of Edmonton and Calgary, a 'city' category consisting of the remaining 16 urban locations in Alberta with an official city designation (plus Fort McMurray) and a third category consisting of villages, towns, hamlets, rural and all other areas.

## STATISTICAL SIGNIFICANCE

Statistically significant differences between how demographic groups respond to quantitative questions have been identified. The term 'significant' when used in statistics does not imply importance or magnitude, as is the more common meaning. Rather, a statistically significant difference means the values between the groups are different from one another, and not as a result of chance (or error).

For all statistical analysis, differences are determined to be statistically significant at 0.05.

## VERBATIM COMMENTS AND OPEN-ENDED QUESTIONS

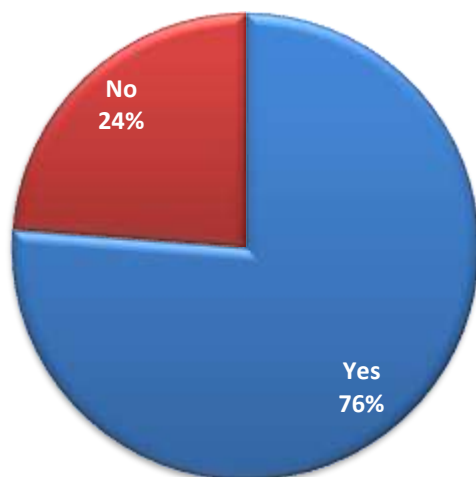
Verbatim responses to open-ended (unaided) questions have been recoded to allow a summary of the key themes. Recoding qualitative data in this way invariably results in a loss of detail; however, it is the only way to derive meaning from a question with hundreds of comments.

## PATTERNS OF RECREATIONAL USE

### PARTICIPATION IN OUTDOOR RECREATION

The survey opened with a series of questions related to outdoor recreation participation. Seventy-six percent of Albertans indicated they took part in an outdoor recreation activity in Alberta during the past year.

**FIGURE 2 DURING THE PAST YEAR, DID YOU PARTICIPATE IN ANY OUTDOOR RECREATION ACTIVITIES IN ALBERTA, SUCH AS USING TRAILS, PARKS, OR OPEN SPACE TO HIKE, BIKE, OR PARTICIPATE IN SOME OTHER TYPE OF OUTDOOR RECREATION ACTIVITY? (N=1300)**



When comparing the views of those who participate in outdoor recreation and those who do not, there are a number of differences.

Those who participate in outdoor recreation rate the importance of ‘setting aside land in Alberta to be left as wilderness where human activities are minimal’ higher than those who do not participate in outdoor recreation (mean importance 4.42<sup>1</sup> for outdoor recreation participants compared with mean of 4.19).

Those who participate in outdoor recreation are also less likely to agree that wilderness areas are important for ‘use of their natural resources’ (mean agreement 3.67 compared with 3.95).

*Those who participate in outdoor recreation are more likely to support land being set aside for wilderness and less likely to support wilderness areas being used for consumptive purposes than those who do not participate in outdoor recreation*

There were no statistically significant differences in outdoor recreation participation/non-participation by gender or by whether a person lived in a metro, urban or non-urban area.

Participation in outdoor recreation differs by LUF region, age, income and education as shown in Tables 2 through 5 in this report.

<sup>1</sup> A 5-point Likert scale was used, 1 not at all important to 5 very important. See Appendix A for the survey instrument.



The three northern LUF regions have the highest percentage of respondents indicating they took part in outdoor recreation in the past year. The lowest percentage was in the North Saskatchewan LUF region.

**TABLE 2 OUTDOOR RECREATION PARTICIPATION BY LUF REGION**

<b>LUF Region</b>	<b>Participate in Outdoor Recreation</b>
North Saskatchewan	65%
Lower Peace	68%
Red Deer	74%
South Saskatchewan	75%
Upper Athabasca	78%
Upper Peace	78%
Lower Athabasca	85%

Respondents 65 years of age and older have the lowest participation in outdoor recreation activities, while those aged 25 to 44 show the highest levels of participation.

**TABLE 3 OUTDOOR RECREATION PARTICIPATION BY AGE**

<b>Age Category</b>	<b>Participate in Outdoor Recreation</b>
18 to 24	76%
25 to 34	84%
35 to 44	86%
45 to 54	78%
55 to 64	74%
65 or older	53%

Adult Albertans with higher levels of education are more likely to take part in outdoor recreation than those with high school education.

**TABLE 4 OUTDOOR RECREATION PARTICIPATION BY EDUCATION**

<b>Education</b>	<b>Participate in Outdoor Recreation</b>
High school (includes some high school)	56%
Some post-secondary	73%
College or technical school graduation	77%
University undergraduate degree	79%
Post graduate degree (Masters, Phd, MD)	82%

*Adult Albertans with lower income and lower education participate less in outdoor recreation.*

Respondents with an annual household income of under \$50,000 were least likely to participate in outdoor recreation.

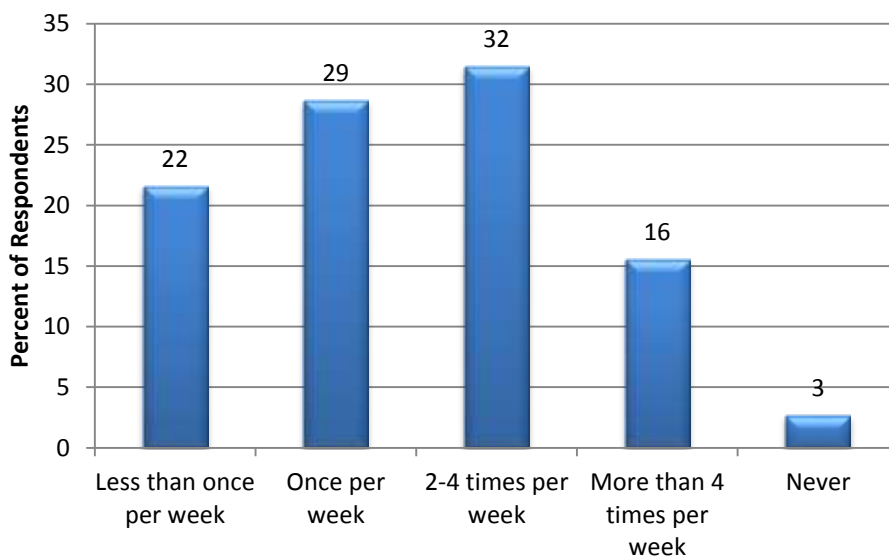
TABLE 5 OUTDOOR RECREATION PARTICIPATION BY INCOME

Income	Participate in Outdoor Recreation
Under \$50,000	46%
\$50,000 to less than \$75,000	73%
\$75,000 to less than \$100,000	77%
\$100,000 to less than \$125,000	84%
\$125,000 to \$150,000	82%
More than \$150,000	83%

### OUTDOOR RECREATION IN PROXIMITY TO RESIDENCE

For those who indicated they have participated in outdoor recreation within the past year, two questions were asked to determine the frequency of where this activity occurs in relation to their residence. Almost one-third (32%) of respondents indicated they participate in outdoor recreation two to four times a week within the city or town where they live.

FIGURE 3 DURING THE PAST YEAR, ON AVERAGE HOW OFTEN DID YOU RECREATE OUTDOORS WITHIN THE CITY OR TOWN WHERE YOU LIVE? (N=953)



*Among those who take part in outdoor recreation, almost half participate in activities at least twice a week.*

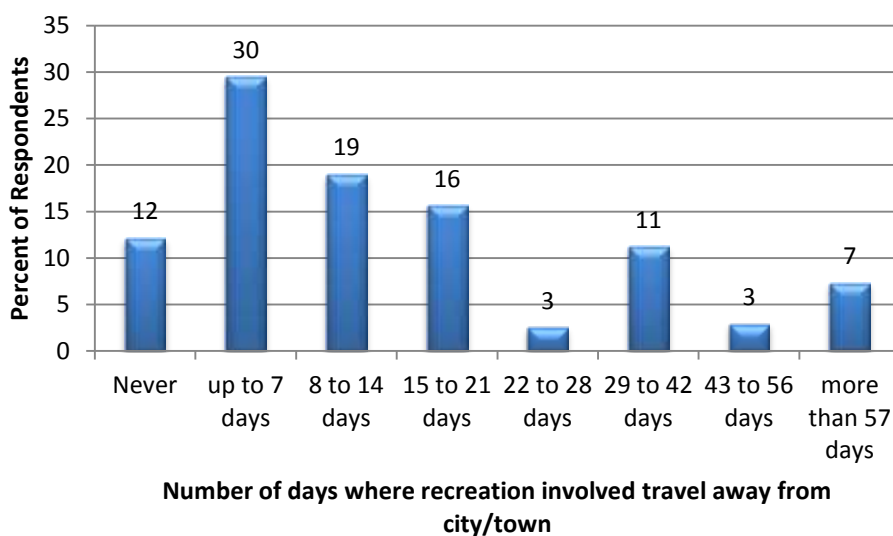
The only demographic breakdown showing statistically significant differences in participation levels was by metro/city/non-urban. Although statistically significant, there is very little that can be derived from the differences since there is no clear pattern.

**TABLE 6 FREQUENCY OF OUTDOOR RECREATION NEAR HOME**

<b>Participation in Outdoor Recreation Near Home</b>	<b>Rural/ Town/Village</b>	<b>City</b>	<b>Metro (Edm, Cgy)</b>
Less than once per week	21%	20%	24%
Once per week	30%	<b>35%</b>	28%
2-4 times per week	24%	30%	30%
More than 4 times per week	<b>17%</b>	13%	<b>17%</b>
Never	9%	2%	2%

Figure 4 shows the frequency of outdoor recreation activity which involves travel away from home. Almost half of those who recreate outdoors indicated they travelled to participate in recreation between one and 14 days in the past year. There were no statistically significant differences in recreation involving travel by any of the demographic measures.

**FIGURE 4 DURING THE PAST YEAR, APPROXIMATELY HOW MANY DAYS IN TOTAL DID YOU RECREATE OUTDOORS WHERE YOU TRAVELLED TO A DESTINATION AWAY FROM THE TOWN OR CITY WHERE YOU LIVE? (N=938)**



## RECREATION ACTIVITIES AND PREFERENCES

Survey participants were asked to identify the outdoor recreation activities they take part in during the winter/spring and summer/fall. These questions were asked unaided (activity choices not given). A respondent could identify as many activities as they wanted and any activity they considered to be an outdoor activity qualified.

Only demographic differences which are statistically significant are shown in the following tables. In all cases the Chi Square statistical test was used to determine the difference at a 0.05 level.

## WINTER AND SPRING ACTIVITIES

The most popular winter activities in Alberta include walking or hiking on trails, walking for pleasure and exercise, resort-based skiing or snowboarding, bicycling, cross country skiing, snowshoeing and ice skating.

**TABLE 7 WHAT ARE THE OUTDOOR RECREATIONAL ACTIVITIES THAT YOU PERSONALLY TAKE PART IN DURING THE WINTER AND SPRING? (N=958)**

<b>Winter and Spring Outdoor Activities</b>	<b>Percent Participation</b>
Walking or hiking on trails	38%
Walking for pleasure or exercise	36%
Downhill skiing or snowboarding	27%
Bicycling	19%
Cross country skiing	14%
Snowshoeing	11%
Ice skating outdoors	10%
Sledding/tubing	9%
Nothing/None	9%
Camping	6%
Fishing	6%
Snowmobiling	6%
Ice fishing	5%
Jogging/Running outdoors	5%
Off-road motorcycling or off highway vehicle use (ATV, OHV)	4%
Other (Specify)	4%
Outdoor team sports	3%
Hockey	3%

Note: the above table is based on weighted data.

Statistically significant differences occur among a number of the activities based on the demographics measured in the survey. Snowmobiling and ATV use are substantially more popular in rural areas, towns and villages than they are in Edmonton and Calgary.

**TABLE 8 WINTER/SPRING ACTIVITIES BY LOCATION**

<b>Activity</b>	<b>Rural/ Town/Village</b>	<b>City</b>	<b>Metro (Edm., Cgy.)</b>
Hiking on trails	31%	36%	40%
Walking for pleasure or exercise	27%	36%	37%
Downhill skiing or snowboarding	23%	23%	29%
Bicycling	12%	23%	20%
Cross country skiing	16%	15%	13%
Snowshoeing	9%	9%	12%
Ice skating outdoors	9%	10%	10%
Snowmobiling	<b>15%</b>	<b>12%</b>	2%
Sledding/tubing	13%	7%	8%
Off-road motorcycling or off highway vehicle use (ATV, OHV)	<b>10%</b>	<b>7%</b>	2%
Ice fishing	9%	7%	3%

Fishing	8%	7%	5%
Camping	8%	6%	6%
Jogging/Running outdoors	3%	6%	5%

Females have a significantly higher rate of participation in ‘walking for pleasure and exercise’ than males. Males have higher rates of participation in snowmobiling, fishing, ice fishing and hockey than females. Several activities, such as downhill skiing, cross country skiing ice skating and camping have more equal participation by gender.

TABLE 9 WINTER/SPRING ACTIVITIES BY GENDER

Activity	Male	Female
Hiking on trails	35%	40%
Walking for pleasure or exercise	24%	45%
Skiing or snowboarding at a ski area	24%	29%
Bicycling	16%	20%
Cross country skiing	15%	14%
Snowshoeing	9%	13%
Ice skating outdoors	10%	11%
Sledding/tubing	6%	11%
Camping	8%	6%
Snowmobiling	8%	4%
Fishing	9%	3%
Ice fishing	9%	2%
Jogging/Running outdoors	2%	7%
Off-road motorcycling or OHV use	5%	4%
Hockey	6%	1%

Several activities show differences in participation level by age. Most notable are the decline in downhill skiing/snowboarding and bicycling in the over 65 age category, and the greater participation in walking for pleasure within this same age group. Ice skating and sledding are most popular in the 25 to 44 age range, likely as these activities are carried out by families with young children.

TABLE 10 WINTER/SPRING ACTIVITIES BY AGE

Activity	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Walking for pleasure or exercise	40%	35%	30%	36%	38%	43%
Hiking on trails	35%	39%	45%	40%	33%	28%
Skiing or snowboarding at a ski area	31%	31%	39%	27%	16%	7%
Bicycling	18%	20%	19%	22%	18%	10%
Cross country skiing	23%	15%	14%	13%	14%	8%
Snowshoeing	13%	11%	13%	9%	10%	10%
Ice skating outdoors	6%	16%	15%	9%	4%	3%
Sledding/tubing	<1%	18%	14%	7%	4%	1%
Camping	<1%	8%	8%	8%	7%	3%
Fishing	8%	10%	3%	6%	5%	3%

Snowmobiling	5%	8%	7%	7%	2%	5%
Ice fishing	1%	2%	6%	8%	8%	3%
Jogging/Running outdoors	2%	6%	9%	5%	3%	<1%
Off-road motorcycling or OHV use	1%	3%	4%	6%	4%	5%
Hockey	6%	2%	6%	3%	1%	1%

There are statistically significant differences in winter recreation activities across the seven LUF regions. Walking and hiking and downhill skiing/snowboarding are most prevalent among residents within Red Deer and South Saskatchewan. Snowmobiling is a significant activity in the four northern LUF regions while OHV use is a significant activity in Lower and Upper Athabasca as well as Lower Peace. Ice fishing is a main winter/spring activity of those living in Lower and Upper Athabasca.

TABLE 11 WINTER/SPRING ACTIVITIES BY LUF REGION

Activity	Lower Peace	Lower Athabasca	Upper Peace	Upper Athabasca	North Saskatchewan	Red Deer	South Saskatchewan
Hiking on trails	17%	27%	28%	34%	33%	41%	42%
Walking for pleasure or exercise	33%	36%	24%	22%	34%	35%	33%
Skiing or snowboarding at a ski area	17%	20%	17%	13%	19%	37%	33%
Snowmobiling	17%	16%	24%	25%	8%	4%	2%
Bicycling	<1%	18%	17%	3%	19%	15%	20%
Cross country skiing	<1%	9%	17%	13%	17%	4%	14%
Snowshoeing	<1%	16%	3%	13%	8%	7%	18%
Off-road motorcycling or OHV use	17%	16%	3%	13%	4%	4%	3%
Sledding/tubing	<1%	9%	10%	9%	13%	11%	6%
Ice fishing	<1%	21%	3%	13%	5%	9%	3%
Ice skating outdoors	<1%	9%	<1%	3%	13%	13%	10%

*Proximity plays a role in activities other than walking and hiking. Snowmobiling, OHV and ATV use and ice fishing are popular among those living in more rural areas and in the north. Downhill skiing is popular among those living closest to ski resorts.*

## SUMMER AND FALL ACTIVITIES

Hiking, bicycling, camping and walking top the list of summer and fall activities for Albertans.

**TABLE 12. WHAT ARE THE OUTDOOR RECREATIONAL ACTIVITIES THAT YOU PERSONALLY TAKE PART IN DURING THE SUMMER AND FALL? (N=958)**

Summer and Fall Outdoor Activities	Percent Participation
Hiking on trails	54%
Bicycling	40%
Camping	34%
Walking for pleasure or exercise	32%
Fishing	17%
Swimming outdoors	13%
Outdoor team sports	10%
Golf	9%
Canoeing	8%
Jogging/Running outdoors	7%
Power boating	6%
Off-road motorcycling or off highway vehicle use (ATV, OHV)	6%
Hunting	5%
Mountain biking	5%
Sailing	4%
Kayaking	3%
Water skiing/Wakeboarding	3%
Horseback riding	3%

Hiking and camping are popular activities regardless of where people live in Alberta. Bicycling and walking for pleasure or exercise are also popular activities throughout the province, but most popular in urban areas. Fishing ranks third in popularity among those living outside of cities and metropolitan areas. OHV use is substantially more popular in rural areas, towns, villages and cities, than in Edmonton and Calgary.

**TABLE 13 SUMMER/FALL ACTIVITIES BY LOCATION**

Activity	Rural/ Town/Village	City	Metro (Edm, Cgy)
Hiking on trails	48%	42%	<b>58%</b>
Camping	<b>45%</b>	36%	30%
Bicycling	25%	<b>40%</b>	<b>44%</b>
Walking for pleasure or exercise	25%	<b>36%</b>	<b>34%</b>
Fishing	<b>36%</b>	21%	11%
Swimming outdoors	19%	15%	16%
Off-road motorcycling or OHV use	16%	14%	2%
Power boating	14%	12%	3%
Golf	13%	7%	9%
Canoeing	12%	9%	7%
Outdoor team sports	8%	7%	11%
Hunting	13%	9%	2%
Jogging/Running outdoors	5%	7%	8%
Mountain biking	7%	4%	5%
Water skiing/Wakeboarding	4%	6%	3%
Kayaking	2%	4%	4%
Horseback riding	5%	1%	3%

Differences exist in summer and fall activities by gender. Females show higher participation levels in walking for pleasure and exercise as well as bicycling, although both are also popular among males. Males show higher levels of participation in outdoor team sports, fishing, powerboating and hunting.

**TABLE 14 SUMMER/FALL ACTIVITIES BY GENDER**

Activity	Male	Female
Hiking on trails	52%	56%
Bicycling	35%	<b>44%</b>
Camping	35%	33%
Walking for pleasure or exercise	18%	<b>44%</b>
Fishing	<b>26%</b>	10%
Swimming outdoors	14%	19%
Outdoor team sports	<b>15%</b>	6%
Golf	12%	7%
Canoeing	10%	7%
Jogging/Running outdoors	5%	10%
Power boating	9%	4%
Off-road motorcycling or OHV use	8%	5%
Hunting	10%	1%
Mountain biking	7%	3%
Kayaking	5%	2%

Hiking on trails and walking for pleasure or exercise are popular activities among all age groups. Bicycling and camping have lower popularity among those over 65 years of age. Camping, hunting and fishing are also not as popular among those 18 to 24 years of age. Golf is a popular activity among those over 55 years of age. Jogging and running outdoors is popular among those between 25 and 44 and becomes less popular with age.

**TABLE 15 SUMMER/FALL ACTIVITIES BY AGE**

Activity	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Hiking on trails	51%	52%	<b>64%</b>	56%	47%	47%
Bicycling	55%	48%	39%	42%	31%	<b>19%</b>
Walking for pleasure or exercise	35%	26%	30%	33%	36%	<b>41%</b>
Camping	<b>6%</b>	42%	41%	41%	29%	<b>22%</b>
Swimming outdoors	<b>23%</b>	<b>27%</b>	19%	8%	7%	11%
Fishing	<b>4%</b>	20%	19%	22%	19%	11%
Outdoor team sports	37%	8%	14%	4%	3%	2%
Golf	<1%	7%	10%	7%	<b>16%</b>	<b>18%</b>
Canoeing	<b>19%</b>	11%	5%	8%	7%	5%
Power boating	9%	8%	4%	9%	6%	3%
Jogging/Running outdoors	2%	<b>13%</b>	<b>12%</b>	8%	1%	<1%
Off-road motorcycling or OHV use	1%	9%	7%	7%	6%	4%
Hunting	1%	7%	5%	7%	5%	5%
Mountain biking	<1%	4%	<b>10%</b>	5%	3%	2%
Kayaking	6%	<1%	3%	6%	2%	5%
Water skiing/Wakeboarding	5%	5%	4%	4%	1%	<1%
Horseback riding	<1%	2%	3%	3%	5%	4%
Gardening	<1%	<1%	1%	2%	4%	9%
Picnicking	<1%	2%	2%	2%	4%	5%
Visiting parks/play grounds	<1%	5%	5%	2%	1%	1%



Summer and fall activities when viewed by LUF region appear to be influenced by supply (opportunity). South Saskatchewan, which has Calgary as its dominant population centre, shows high levels of participation in bicycling and hiking on trails. This is likely due to the extensive inner city trail network. Fishing is a popular activity in the four northern LUF regions, again likely a function of recreation opportunity. Hunting is popular in Upper and Lower Athabasca but has low participation among Red Deer and South Saskatchewan residents. It is important to note the percentages are relative to the respective LUF region. Therefore, even small percentages in South Saskatchewan and North Saskatchewan yield large absolute numbers of participants when compared with the smaller LUF regions.

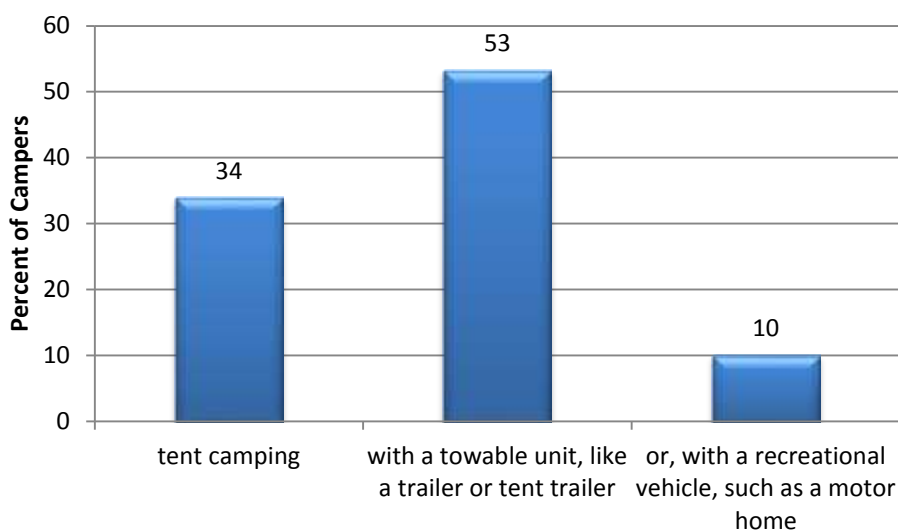
TABLE 16 SUMMER/FALL ACTIVITIES BY LUF REGION

Activity	Lower Peace	Lower Athabasca	Upper Peace	Upper Athabasca	North Saskatchewan	Red Deer	South Saskatchewan
Hiking on trails	33%	43%	41%	50%	42%	54%	<b>63%</b>
Camping	33%	34%	<b>59%</b>	44%	35%	39%	31%
Bicycling	17%	29%	28%	19%	37%	37%	<b>45%</b>
Fishing	<b>33%</b>	<b>38%</b>	<b>31%</b>	<b>56%</b>	21%	20%	10%
Walking for pleasure or exercise	<b>&lt;1%</b>	29%	28%	22%	38%	24%	32%
Off-road motorcycling or OHV use	<b>33%</b>	<b>25%</b>	<b>14%</b>	<b>25%</b>	6%	7%	2%
Swimming outdoors	17%	25%	<b>3%</b>	<b>9%</b>	13%	17%	18%
Hunting	0%	<b>14%</b>	3%	<b>28%</b>	8%	4%	2%
Golf	0%	5%	10%	3%	10%	20%	9%
Outdoor team sports	0%	13%	3%	6%	9%	13%	11%
Power boating	0%	14%	3%	13%	7%	11%	4%
Canoeing	0%	5%	0%	16%	10%	11%	8%
Jogging/Running outdoors	0%	13%	7%	0%	6%	7%	8%

## CAMPING

Respondents who indicated they participated in camping were asked a subset of questions in relation to the type of camping they typically take part in. Towable units are the most common equipment used by Albertans.

FIGURE 5 YOU MENTIONED CAMPING. IS THIS MAINLY ... ? (N=330)



There were statistically significant differences among three of the demographic measures in the survey in terms of camping equipment used; namely, where people live, age and income.

Towable units are the most popular type of camping equipment used in Alberta regardless of where people live. Recreational vehicle use is more popular among campers living in rural areas, towns and villages than those living in cities and metropolitan areas.

**TABLE 17 CAMPING UNIT TYPE BY LOCATION**

<b>Camping Unit Type</b>	<b>Rural/ Town/Village</b>	<b>City</b>	<b>Metro (Edm, Cgy)</b>
tent camping	22%	23%	36%
with a towable unit, like a trailer or tent trailer	54%	65%	54%
or, with a recreational vehicle, such as a motor home	<b>21%</b>	9%	8%

Tent camping is most popular among younger campers and least popular with older campers. Recreational vehicle use is most popular with those over 65 years of age.

**TABLE 18 CAMPING UNIT TYPE BY AGE**

<b>Camping Unit Type</b>	<b>25 to 34</b>	<b>35 to 44</b>	<b>45 to 54</b>	<b>55 to 64</b>	<b>65 or older</b>
tent camping	49%	37%	26%	29%	16%
with a towable unit, like a trailer or tent trailer	33%	58%	64%	55%	60%
or, with a recreational vehicle, such as a motor home	10%	6%	8%	14%	24%

18 to 24 age group excluded due to small N

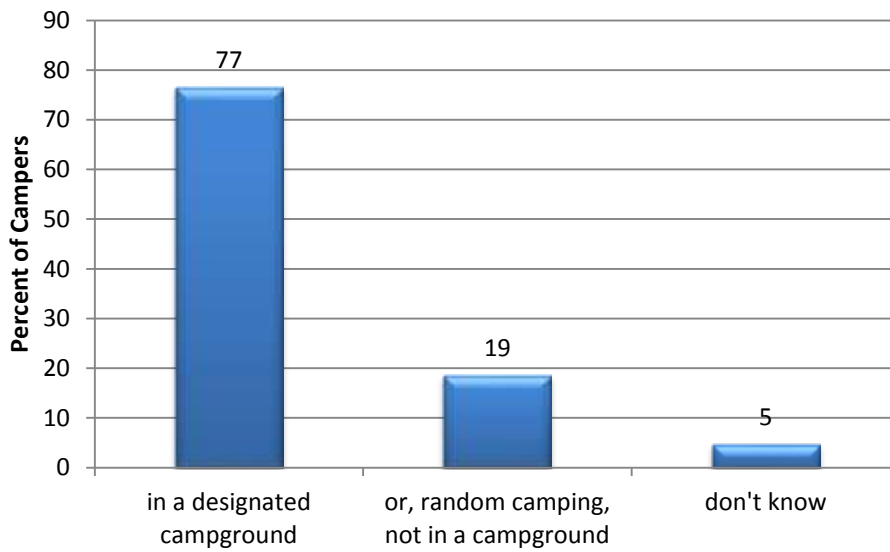
Tent camping is most popular among those with annual household incomes under \$50,000. Camping with a recreational vehicle is also most popular among those with incomes under \$50,000.

**TABLE 19 CAMPING UNIT TYPE BY INCOME**

<b>Camping Unit Type</b>	<b>Under \$50,000</b>	<b>\$50,000 to less than \$75,000</b>	<b>\$75,000 to less than \$100,000</b>	<b>\$100,000 to less than \$125,000</b>	<b>\$125,000 to \$150,000</b>	<b>More than \$150,000</b>
tent camping	65%	36%	28%	31%	34%	39%
with a towable unit, like a trailer or tent trailer	11%	46%	64%	55%	52%	51%
or, with a recreational vehicle, such as a motor home	24%	15%	5%	6%	9%	10%

Most Alberta campers prefer to camp in designated campgrounds rather than random camping (77%).

FIGURE 6 AND WAS MOST OF YOUR CAMPING DONE ... ? (N=330)



Figures 7 and 8 show the differences in camping location by camping equipment type.

FIGURE 7 CAMPING IN A DESIGNATED CAMPGROUND BY EQUIPMENT TYPE (N=253)

### Camping in a designated campground

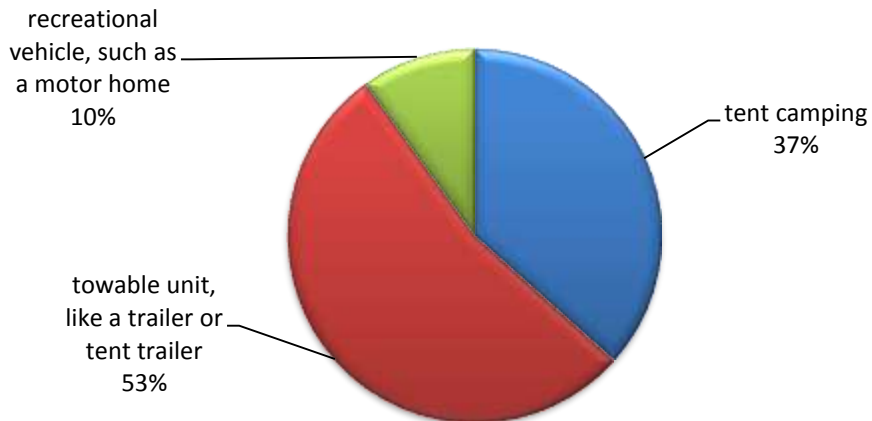
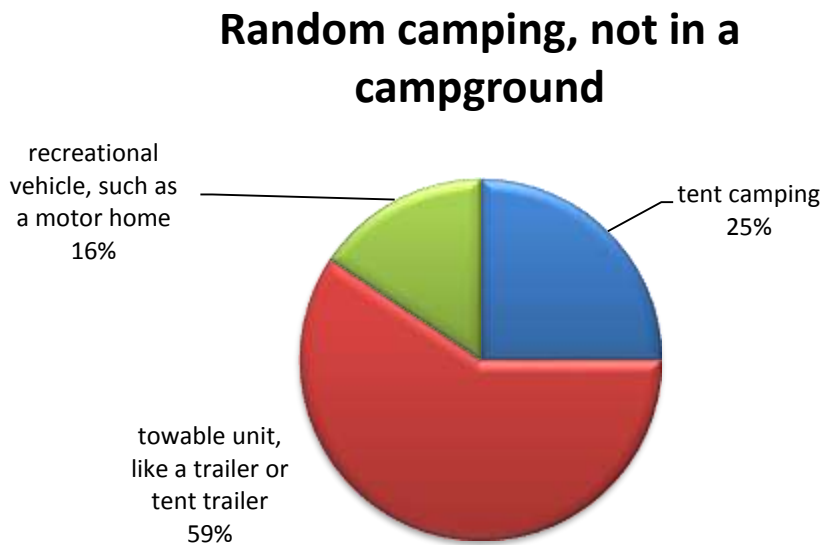


FIGURE 8 RANDOM CAMPING BY EQUIPMENT TYPE (N=62)



Income was the only demographic variable that differed in relation to choice of designated vs non-designated camping. Campers with higher incomes tended more towards designated campgrounds.

TABLE 20 TYPE OF CAMPGROUD BY INCOME

Type of Camping Site Used	Under \$50,000	\$50,000	\$75,000	\$100,000	\$125,000	More than
		to less than \$75,000	to less than \$100,000	to less than \$125,000	to \$150,000	\$150,000
in a designated campground	57%	72%	69%	71%	88%	89%
random camping, not in a campground	32%	25%	30%	16%	7%	10%

Figures 9 and 10 show the reasons why campers choose either a designated campground or random camping.

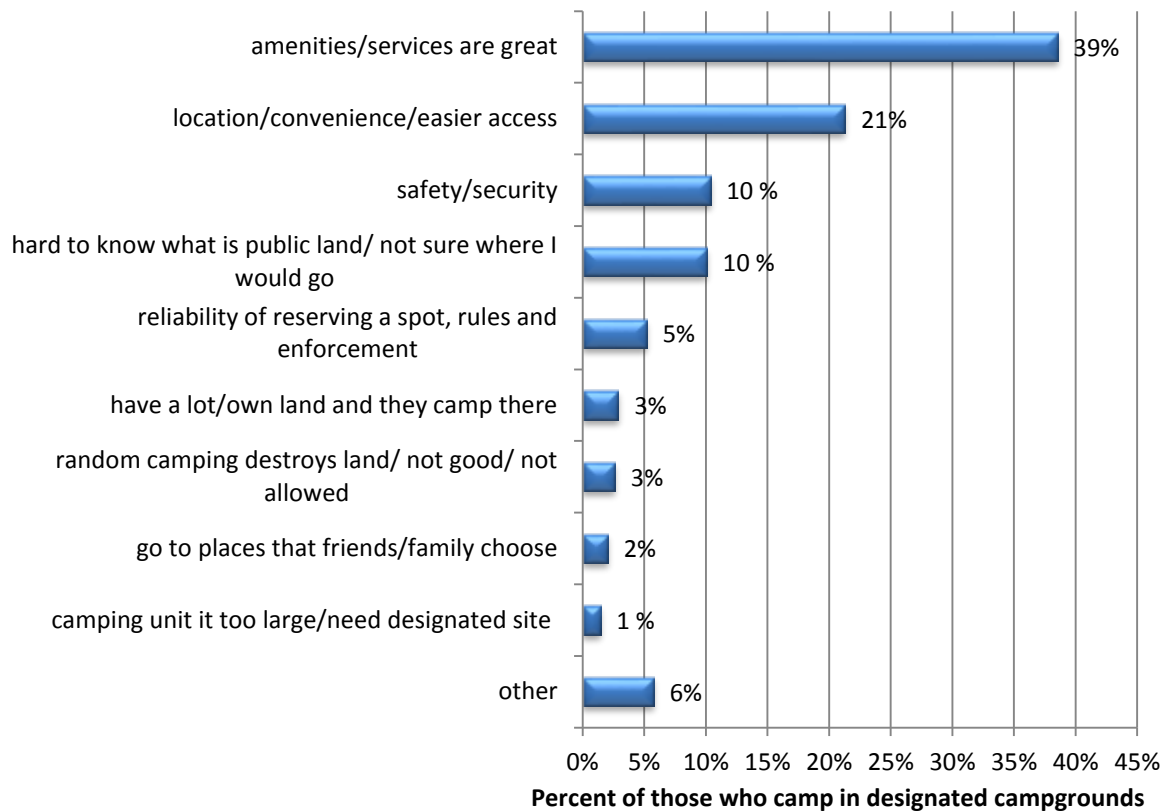
The top reasons for choosing random camping include:

- too expensive at designated campgrounds (29%)
- too crowded/noisy at designated campgrounds (19%)
- hard to get a spot at designated campgrounds, too much planning, booking online (15%)

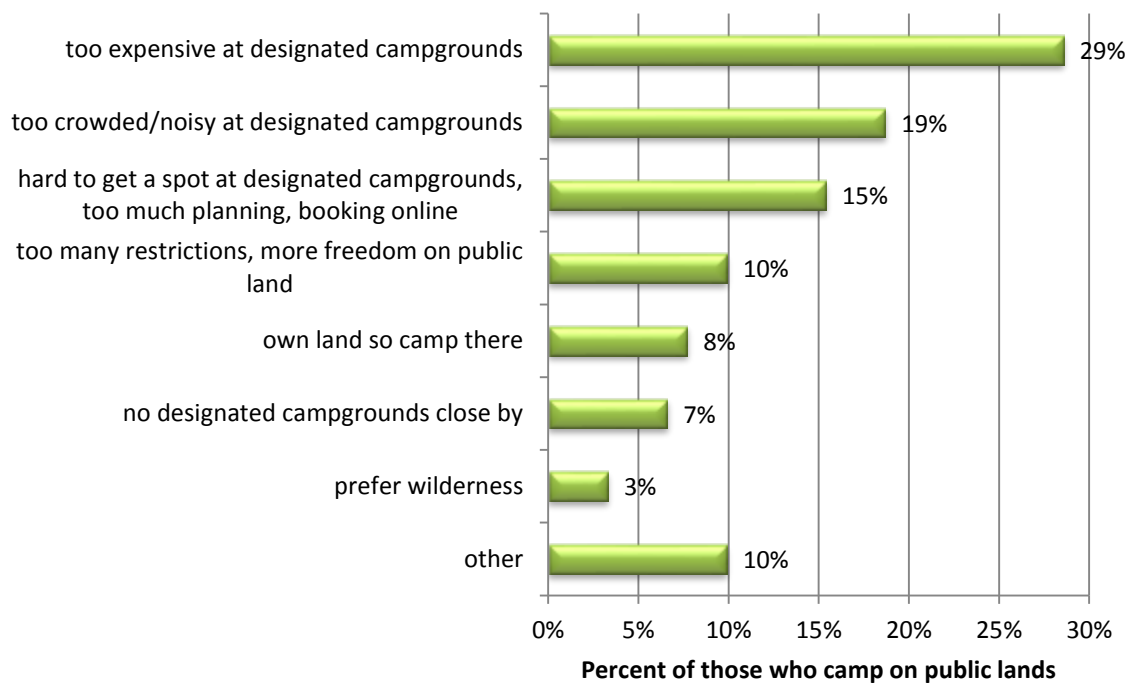
The top reasons for choosing a designated campground include:

- amenities/services (39%)
- location/convenience/easier access (21%)
- safety/security (10%)
- hard to know what is public land/ not sure where I would go (10%)

**FIGURE 9 CAN YOU TELL ME WHY YOU DO MOST OF YOUR CAMPING IN A DESIGNATED CAMPGROUND RATHER THAN ON PUBLIC LAND? (N=254)**



**FIGURE 10 CAN YOU TELL ME WHY YOU DO MOST OF YOUR CAMPING ON PUBLIC LAND RATHER THAN IN A DESIGNATED CAMPGROUND? (OPEN-END) (N=63)**

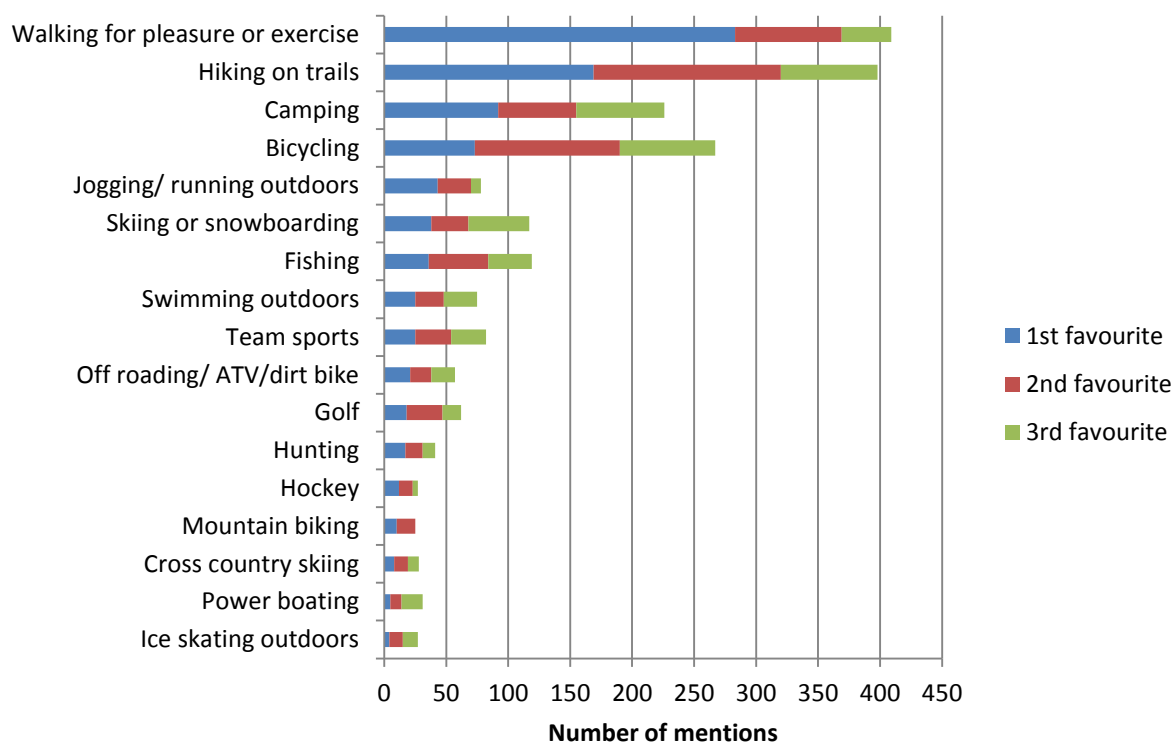


## FAVOURITE ACTIVITIES

Survey participants were asked to identify their favourite outdoor recreation activities, regardless of season. Not surprisingly the top activities in participation are also top in terms of being the favourite activities.

The question was asked as an open-ended question and respondents could provide up to 3 choices. Figure 11 shows the number of times each item was mentioned and is sorted according to the most mentions of the 'first favourite' item.

**FIGURE 11 WHAT WOULD YOU SAY ARE THE TOP THREE OUTDOOR LEISURE OR RECREATIONAL ACTIVITIES THAT YOU PARTICIPATE IN MOST OFTEN, REGARDLESS OF THE SEASON? (N-958)**



The favourite activities based on location are shown in Table 21. Walking and hiking are consistently among the favourite activities, regardless of where people live. Camping and fishing are the next most popular activities in rural areas and towns and villages. Within cities there is little differentiation of activities beyond walking and hiking although camping and fishing are third and fourth respectively. In Edmonton and Calgary bicycling and camping are the next most popular favourite activities after walking and hiking.

**TABLE 21 FAVOURITE ACTIVITY BY LOCATION**

Favourite Activity	Rural/ Town/Village
Walking for pleasure or exercise	24%
Hiking on trails	19%
Camping	16%
Fishing	8%
Off roading/ ATV/dirt bike	4%
Golf	4%
Bicycling	3%
Hunting	3%

<b>Favourite Activity</b>	<b>City</b>
Walking for pleasure or exercise	33%
Hiking on trails	17%
Camping	8%
Fishing	6%
Jogging/ running outdoors	5%
Off roading/ ATV/dirt bike	4%
Hunting	4%
Skiing or snowboarding	4%
Bicycling	4%

<b>Favourite Activity</b>	<b>Metro (Edm, Cgy)</b>
Walking for pleasure or exercise	30%
Hiking on trails	17%
Bicycling	10%
Camping	8%
Jogging/ running outdoors	5%
Skiing or snowboarding	4%
Team sports	4%
Swimming outdoors	4%

The most important difference by gender among favourite activities is walking for pleasure or exercise which ranks first for 41% of females and 19% of males.

**TABLE 22 FAVOURITE ACTIVITY BY GENDER**

<b>Favourite Activity</b>	<b>Male</b>
Hiking on trails	19%
Walking for pleasure or exercise	14%
Camping	11%
Bicycling	10%
Fishing	7%
Team sports	5%
Hunting	4%
Jogging/ running outdoors	4%
Off roading/ ATV/dirt bike	4%

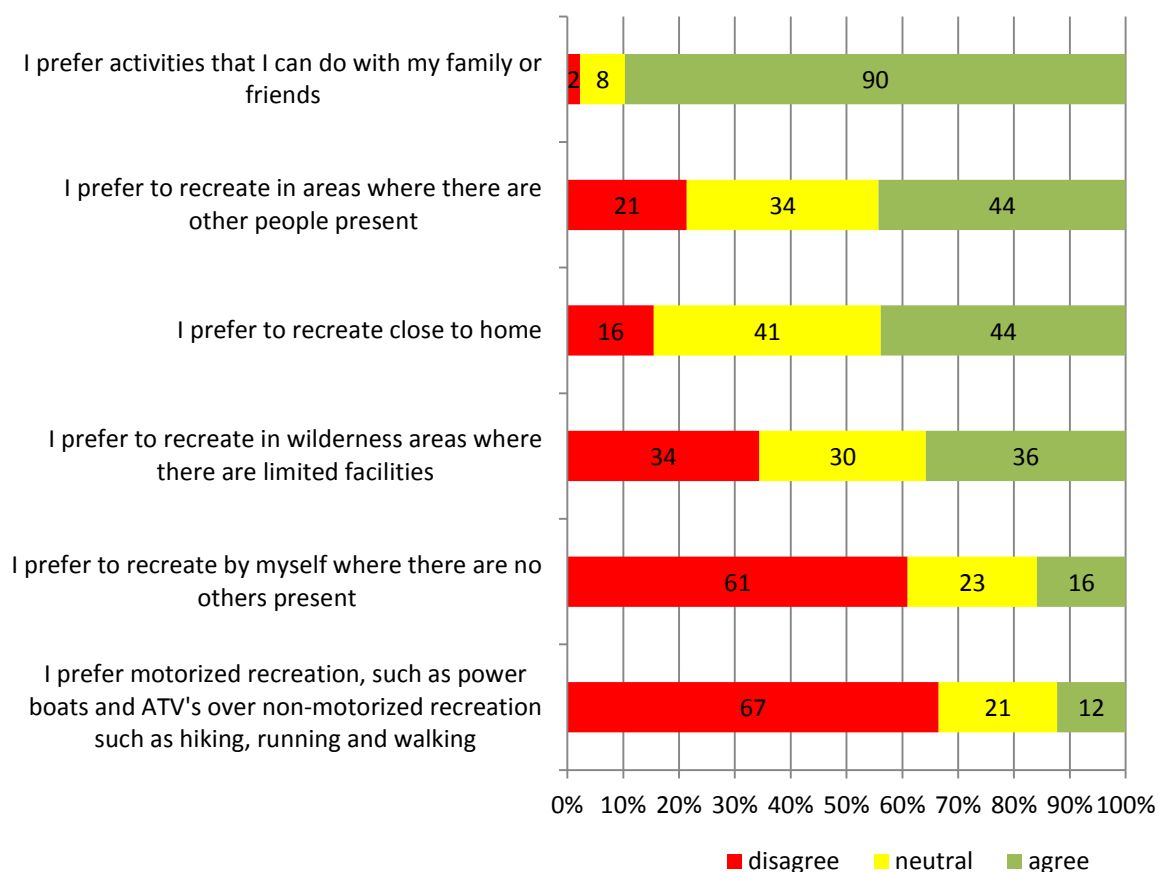
  

<b>Favourite Activity</b>	<b>Female</b>
Walking for pleasure or exercise	41%
Hiking on trails	16%
Camping	8%
Bicycling	6%
Jogging/ running outdoors	5%
Skiing or snowboarding	5%
Swimming outdoors	3%

## RECREATION PREFERENCES

Albertans were asked to rate their level of agreement with six statements pertaining to recreational preferences. The vast majority of Albertans prefer to recreate outdoors with family or friends (90%). Recreating in areas where there are no other people present appeals to a smaller percentage of Albertans (21%) than recreating in areas where there are people present (44%). There is also a preference for recreating outdoors near home (44%). A majority of Albertans (67%) have a preference for non-motorized outdoor recreation.

FIGURE 12 RECREATION PREFERENCES (N=937)



*For most Albertans, outdoor recreation is preferred with family and friends, close to home, where others are present and using non-mechanized means.*

Demographic differences were examined using Analysis of Variance (ANOVA) based on differences in mean scores at a 0.05 level. It is important to keep in mind that 'statistically significant differences' do not always equate to 'meaningful differences'. A statistically significant difference merely implies that the difference between the groups is a valid difference and not due to chance. Only items with statistically significant differences are shown in the tables below.

The scale used was 1 to 5 where 1 was strongly disagree and 5 was strongly agree. Therefore, higher mean scores have a higher level of agreement with the statement. Mean scores are shown within the brackets for the item.



Three statements showed statistically significant differences in means associated with LUF regions. Respondents from South Saskatchewan (3.49) and North Saskatchewan (3.33) have the greatest preference for recreating in areas where there are other people present, whereas those from Upper Athabasca (2.65) have a lower preference for the presence of others. Upper Athabasca respondents also have the greatest preference towards recreating where there are limited facilities present (3.63). South Saskatchewan residents have the lowest preference for areas with limited facilities (2.84). South (1.95) and North Saskatchewan (1.99) residents have the lowest preference for motorized recreation.

**TABLE 23 RECREATIONAL PREFERENCES BY LUF REGION (MEAN SCORES ON 5-POINT SCALE)**

<b>LUF Region</b>	<b>I prefer to recreate in areas where there are other people present</b>	<b>I prefer to recreate in wilderness areas where there are limited facilities</b>	<b>I prefer motorized recreation, such as power boats and ATV's over non-motorized recreation such as hiking, running and walking</b>
Lower Peace	3.16	2.96	2.60
Lower Athabasca	3.19	3.43	2.7
Upper Peace	3.23	3.21	2.36
Upper Athabasca	2.65	3.63	2.53
North Saskatchewan	3.33	3.08	1.99
Red Deer	3.18	3.33	2.24
South Saskatchewan	3.49	2.84	1.95

Edmonton and Calgary residents have greater preference for recreation where there are other people (3.5). They also have a lower preference towards areas with limited facilities (2.88) and towards motorized recreation (1.94). The similarity in this result to that of the LUF regions in the previous table can be attributed to Edmonton and Calgary accounting for most of the population in the North and South Saskatchewan LUF regions.

**TABLE 24 RECREATIONAL PREFERENCES BY LOCATION (MEAN SCORES ON 5-POINT SCALE)**

<b>Metro, Urban, Non-urban</b>	<b>I prefer to recreate in areas where there are other people present</b>	<b>I prefer to recreate in wilderness areas where there are limited facilities</b>	<b>I prefer motorized recreation, such as power boats and ATV's over non-motorized recreation such as hiking, running and walking</b>
rural/ town/village	3.01	3.35	2.27
city	3.25	3.16	2.30
metro (Edm, Cgy)	3.50	2.88	1.94

Respondents with a higher level of education have a lower preference for motorized recreation (1.54).

**TABLE 25 RECREATIONAL PREFERENCES BY EDUCATION**

<b>Education</b>	<b>I prefer motorized recreation, such as power boats and ATV's over non-motorized recreation such as hiking, running and walking</b>
High school (includes some high school)	2.40
Some post-secondary	2.10
College or technical school graduation	2.33
University undergraduate degree	1.78
Post graduate degree (Masters, PhD, MD)	1.54

All items showed statistically significant differences by gender. Males have a greater preference than females towards recreating alone (2.43) and where there are limited facilities (3.31). They also have a greater preference towards motorized recreation (2.26). Females have a greater preference than males toward recreation close to home (3.53), where others are present (3.53) and recreating with family and friends (4.64).

**TABLE 26 RECREATIONAL PREFERENCES BY GENDER (MEAN SCORES ON 5-POINT SCALE)**

<b>Gender</b>	<b>Male</b>	<b>Female</b>
I prefer to recreate by myself where there are no others present	2.43	2.09
I prefer to recreate close to home	3.29	3.53
I prefer activities that I can do with my family or friends	4.42	4.64
I prefer to recreate in areas where there are other people present	3.16	3.53
I prefer to recreate in wilderness areas where there are limited facilities	3.31	2.77
I prefer motorized recreation, such as power boats and ATV's over non-motorized recreation such as hiking, running and walking	2.26	1.90

Recreational preferences were also correlated against camping type and camping location. Table 27 shows that campers who prefer random camping also have a higher preference for camping where there are no others present and where there are limited facilities.

**TABLE 27 PREFERENCES BY CAMPING LOCATION (MEAN SCORES ON 5-POINT SCALE)**

<b>Camping location</b>	<b>in a designated campground</b>	<b>random camping, not in a campground</b>
I prefer to recreate by myself where there are no others present	2.09	2.39
I prefer to recreate in areas where there are other people present	3.50	3.09
I prefer to recreate in wilderness areas where there are limited facilities	2.82	3.77

Table 28 shows that tent campers have a lower preference towards motorized recreation than those with towable units or recreational vehicles.

**TABLE 28 PREFERENCES BY CAMPING UNIT (MEAN SCORES ON 5-POINT SCALE)**

<b>Camping Unit</b>	<b>tent camping</b>	<b>with a towable unit, like a trailer or tent trailer</b>	<b>or, with a recreational vehicle, such as a motor home</b>
I prefer motorized recreation, such as power boats and ATV's over non-motorized recreation such as hiking, running and walking	1.76	2.55	2.56

## RECREATION AREAS VISITED

Albertans were asked how many times in the past year they visited the recreation areas listed in Table 29. The results are consistent with earlier findings that people tend to recreate outdoors closer to home. Over 70% indicated they use community parks and pathways.

TABLE 29 VISITATION TO PARKS AND RECREATION AREAS

Number of Days Visited	Mean Days
A national park	7.2
A provincial park or provincial recreation area	17.2
Community parks or pathways	71.7
Private recreation facility or area	27.6
Crown or public lands not managed as a parks or recreation areas	18.1

The proximity to activity areas appears to play an important role in where people go to recreate. Upper Athabasca and South Saskatchewan regions, with close proximity to the mountain national parks, have the highest visitation to these areas. Similarly, community parks and pathways are abundant in Calgary which may account for nearly 80% of those who recreate visiting these areas. Proximity to Crown Land in the northern LUF regions may account for the higher levels of use of these activity areas.

TABLE 30 VISITATION TO PARKS AND RECREATION AREAS BY LUF REGION (MEAN NUMBER OF DAYS)

LUF Region	A national park	A provincial park or provincial recreation area	Community parks or pathways	Private recreation facility or area	Crown or public lands not managed as parks or recreation areas
Lower Peace	2.1	8.8	38.0	32.0	15.1
Lower Athabasca	4.9	16.7	54.4	37.6	26.1
Upper Peace	3.4	10.7	43.2	26.8	22.7
Upper Athabasca	14.1	13.8	40.2	14.0	38.4
North					
Saskatchewan	3.5	6.4	58.7	16.2	16.1
Red Deer	4.0	10.7	64.3	17.2	16.1
South					
Saskatchewan	9.6	21.0	79.0	32.6	13.0

Two items were statistically different by location. A higher percentage of use of pathways is seen in urban areas and a higher percentage of use of Crown Land is seen by those outside of metro areas (in cities and rural areas, towns and villages).

TABLE 31 VISITATION TO PARKS AND RECREATION AREAS BY LOCATION (MEAN NUMBER OF DAYS)

Metro, Urban, Non-urban	Community parks or pathways	Crown or public lands not managed as parks or recreation areas
rural/ town/village	41.1	20.7
city	64.9	28.1
metro (Edm, Cgy)	73.6	13.0

Females have a higher propensity than males towards using community parks and pathways. Note that there were no statistically significant differences in use by gender in any of the other activity areas.

**TABLE 32 VISITATION TO PARKS AND RECREATION AREAS BY GENDER (MEAN NUMBER OF DAYS)**

<b>Gender</b>	<b>Community parks or pathways</b>
Male	50.7
Female	69.9

By age the most notable difference is among those over age 65 where use levels are much lower than those of other age groups. It is also important to note the much higher percentage participation among those aged 18 to 24 at provincial parks or provincial recreation areas.

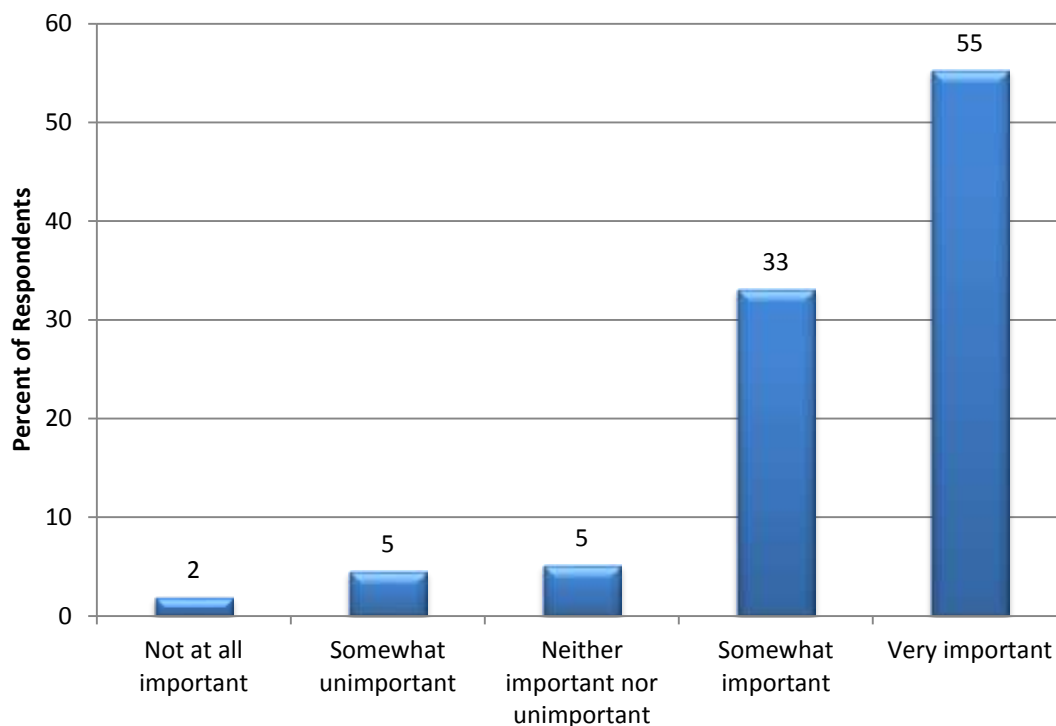
**TABLE 33 VISITATION TO PARKS AND RECREATION AREAS BY AGE (MEAN NUMBER OF DAYS)**

<b>Age Group</b>	<b>A provincial park or provincial recreation area</b>	<b>Community parks or pathways</b>
18 to 24	43.6	69.6
25 to 34	17.2	68.1
35 to 44	10.6	72.0
45 to 54	11.2	63.7
55 to 64	14.2	66.4
65 or older	12.8	35.9

## NATURE AND WILDERNESS VALUES

Albertans were asked how important it is that more land be set aside in Alberta and left as wilderness where human activities are minimal. The vast majority of Albertans feel it is important (88.4%). Only 6.4% of Albertans do not feel it is important to set aside land for protection of wilderness.

**FIGURE 13 HOW IMPORTANT IS IT TO YOU PERSONALLY THAT MORE LAND BE SET ASIDE IN ALBERTA AND LEFT AS WILDERNESS WHERE HUMAN ACTIVITIES ARE MINIMAL? (N=1245)**



The only statistically significant difference by demographics in relation to the importance of setting aside land as wilderness was by gender. Although the difference is not large (mean 4.2 for males and 4.5 for females), it is statistically significant.

*Almost 90% of Albertans feel it is important that more land be set aside in Alberta and left as wilderness where human activities are minimal.*

It should be noted that when data are heavily skewed in one direction, there tends to be fewer (or no) differences among the demographic groups.

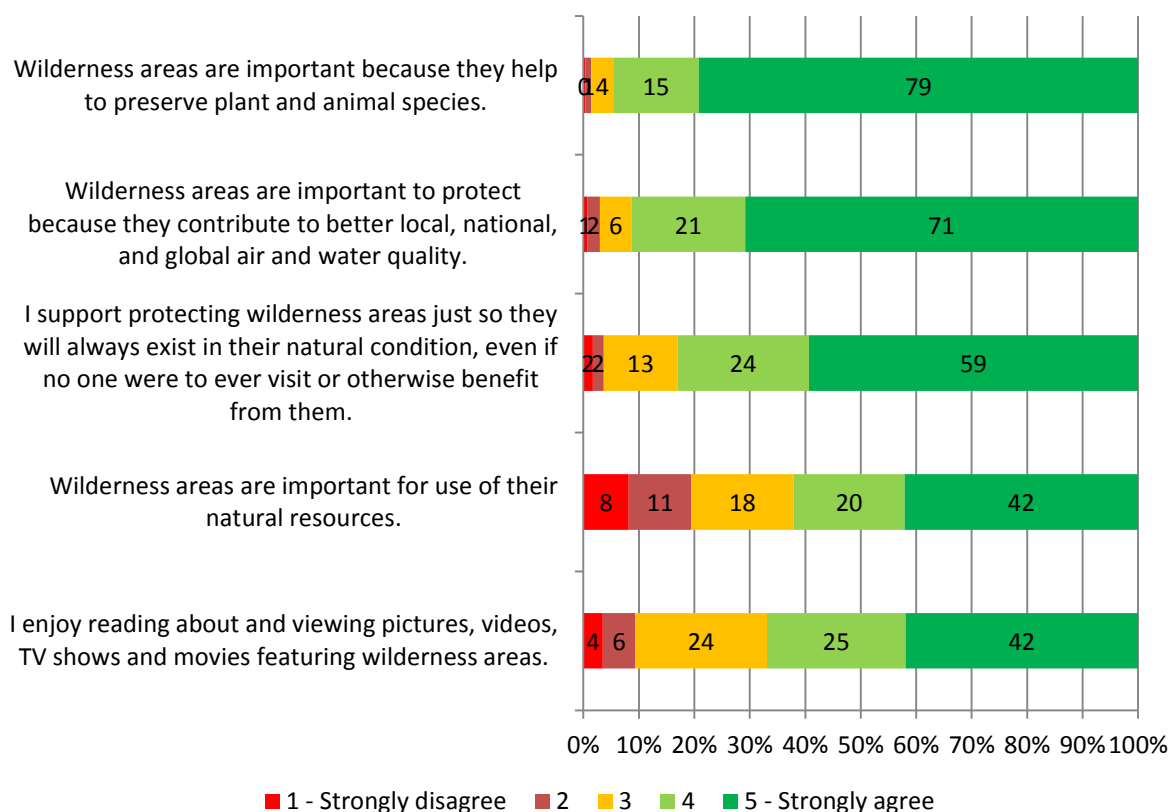
**TABLE 34 IMPORTANCE OF SETTING ASIDE LAND FOR WILDERNESS BY GENDER (MEANS SCORE)**

Gender	Importance of setting aside land in Alberta and left as wilderness where human activities are minimal
Male	4.22
Female	4.46

Ninety-four percent of Albertans agree that wilderness areas are important because they help to preserve plant and animal species. There is also strong support for the positive contribution wilderness areas have to local, national, and global air and water quality (92%) and the intrinsic value of just having wilderness even if not used (83%).

Sixty-two percent of Albertans feel wilderness areas are important for use of their natural resources and 67% enjoy vicarious use of wilderness through pictures, videos and movies.

FIGURE 14 WILDERNESS VALUES (N=1289)



ANOVA was used to determine if there are statistically significant differences in mean scores associated with demographics. With the statements so heavily skewed toward agreement, there are in fact few differences by demographics. One statement differed by LUF region and there were differences by gender. Upper Athabasca and Lower Peace showed lower mean scores for protecting wilderness areas just so they will always exist in their natural condition, even if no one were to ever visit or otherwise benefit from them.

TABLE 35 WILDERNESS VALUES BY LUF REGION (MEAN SCORE)

Wilderness Value Statement by LUF Region	Lower Peace	Lower Athabasca	Upper Peace	Upper Athabasca	North Saskatchewan	Red Deer	South Saskatchewan
I support protecting wilderness areas just so they will always exist in their natural condition, even if no one were to ever visit or otherwise benefit from them.	4.45	4.66	4.62	4.51	4.77	4.72	4.69

Female respondents rated all statements higher than male respondents. Although the differences in mean scores are not large, they are statistically significant.

**TABLE 36 WILDERNESS VALUES BY GENDER (MEAN SCORES)**

<b>Wilderness Value Statement by Gender</b>	<b>Male</b>	<b>Female</b>
I enjoy reading about and viewing pictures, videos, TV shows and movies featuring wilderness areas.	3.92	4.12
Wilderness areas are important to protect because they contribute to better local, national, and global air and water quality.	4.41	4.70
Wilderness areas are important because they help to preserve plant and animal species.	4.53	4.80
I support protecting wilderness areas just so they will always exist in their natural condition, even if no one were to ever visit or otherwise benefit from them.	4.20	4.51
Wilderness areas are important for use of their natural resources.	3.58	3.89

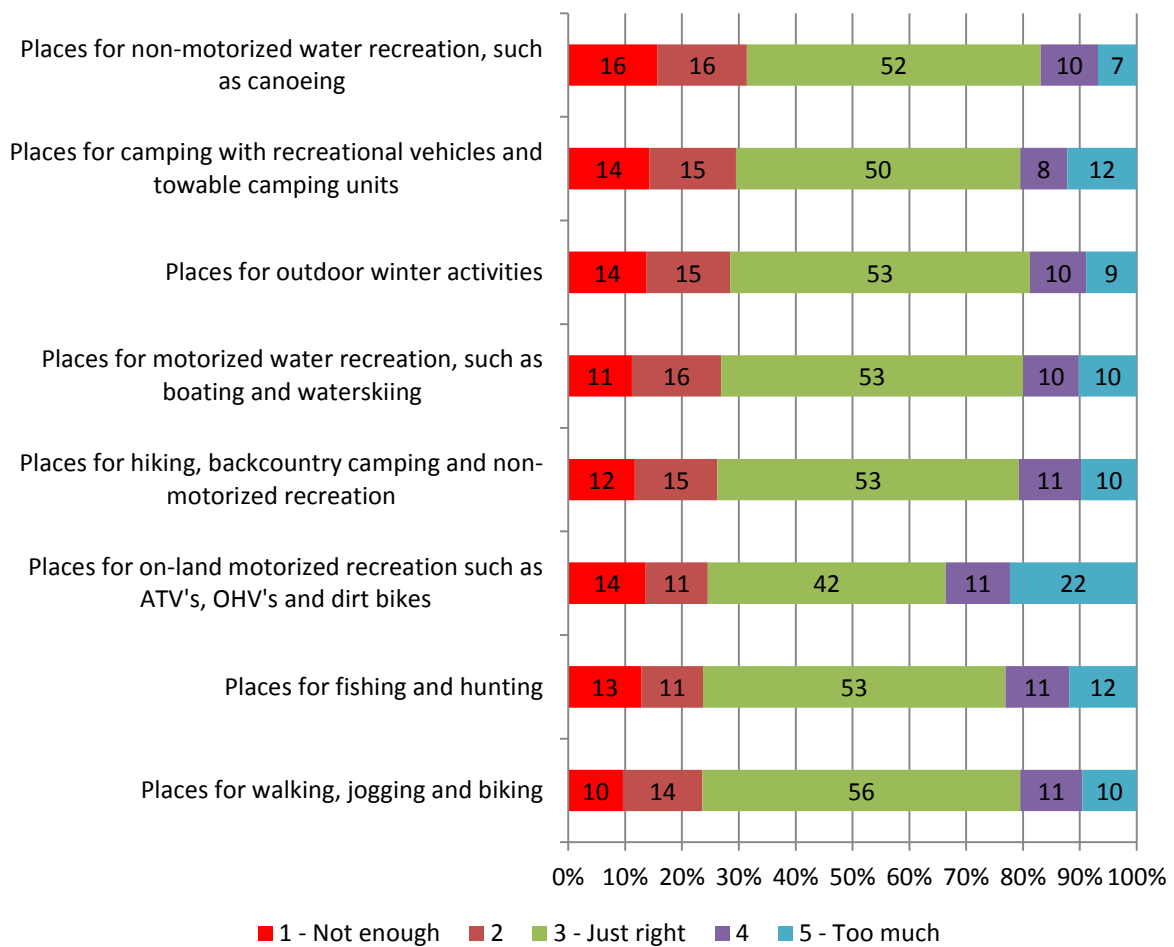


## OPPORTUNITIES SUPPLY

Albertans were asked to rate the sufficiency of opportunities for a variety of outdoor recreation categories. In most cases approximately half of respondents feel there is adequate supply. Places for on-land motorized recreation such as OHVs had the highest percentage of respondent indicating an over-supply 33%, although 25% felt there was not enough supply.

Almost one-third indicated there is insufficient supply of places for non-motorized water recreation and 29% feel there is inadequate supply of RV and towable camping places.

**FIGURE 15 AVAILABILITY OF PLACES FOR OUTDOOR RECREATION (N=1239)**



There were very few differences when comparing the demographics for the questions related to supply. Only two items showed any significant differences; OHV opportunities and non-motorized water based opportunities (tables 37 through 40).

Residents of Lower Peace had a higher propensity to indicate there are not enough places for ATV, OHV's and dirt bikes, while North and South Saskatchewan residents had a greater likelihood of indicating there are too many places for these activities.

**TABLE 37 PLACES FOR ON-LAND MOTORIZED RECREATION SUCH AS ATV'S, OHV'S AND DIRT BIKES BY LUF REGION**

<b>LUF Region</b>	<b>not enough</b>	<b>too much</b>	<b>just right</b>
Lower Peace	<b>35%</b>	20%	45%
Lower Athabasca	19%	25%	57%
Upper Peace	26%	33%	41%
Upper Athabasca	30%	32%	38%
North Saskatchewan	24%	<b>39%</b>	37%
Red Deer	31%	33%	36%
South Saskatchewan	27%	<b>37%</b>	36%

Residents of rural areas, towns and villages had a higher proportion of respondents indicating there are not enough places for OHV, ATV and dirt bike use when compared with those from cities and metropolitan areas within the province.

**TABLE 38 PLACES FOR ON-LAND MOTORIZED RECREATION SUCH AS ATV'S, OHV'S AND DIRT BIKES BY LOCATION**

<b>Location</b>	<b>not enough</b>	<b>too much</b>	<b>just right</b>
Rural/ town/village	<b>31%</b>	29%	40%
City	22%	<b>35%</b>	44%
Metro (Edm, Cgy)	25%	<b>38%</b>	37%

Males are more likely than females to say there are not enough places for OHV, ATV and dirt bike use.

**TABLE 39 PLACES FOR ON-LAND MOTORIZED RECREATION SUCH AS ATV'S, OHV'S AND DIRT BIKES BY GENDER**

<b>Gender</b>	<b>not enough</b>	<b>too much</b>	<b>just right</b>
Male	<b>33%</b>	31%	36%
Female	<b>21%</b>	37%	42%

Residents of South Saskatchewan and Upper Peace are more likely to indicate there are not enough places for motorized water recreation, such as boating and water skiing. Red Deer residents were most likely to indicate there is too much.

**TABLE 40 PLACES FOR MOTORIZED WATER RECREATION, SUCH AS BOATING AND WATERSKIING**

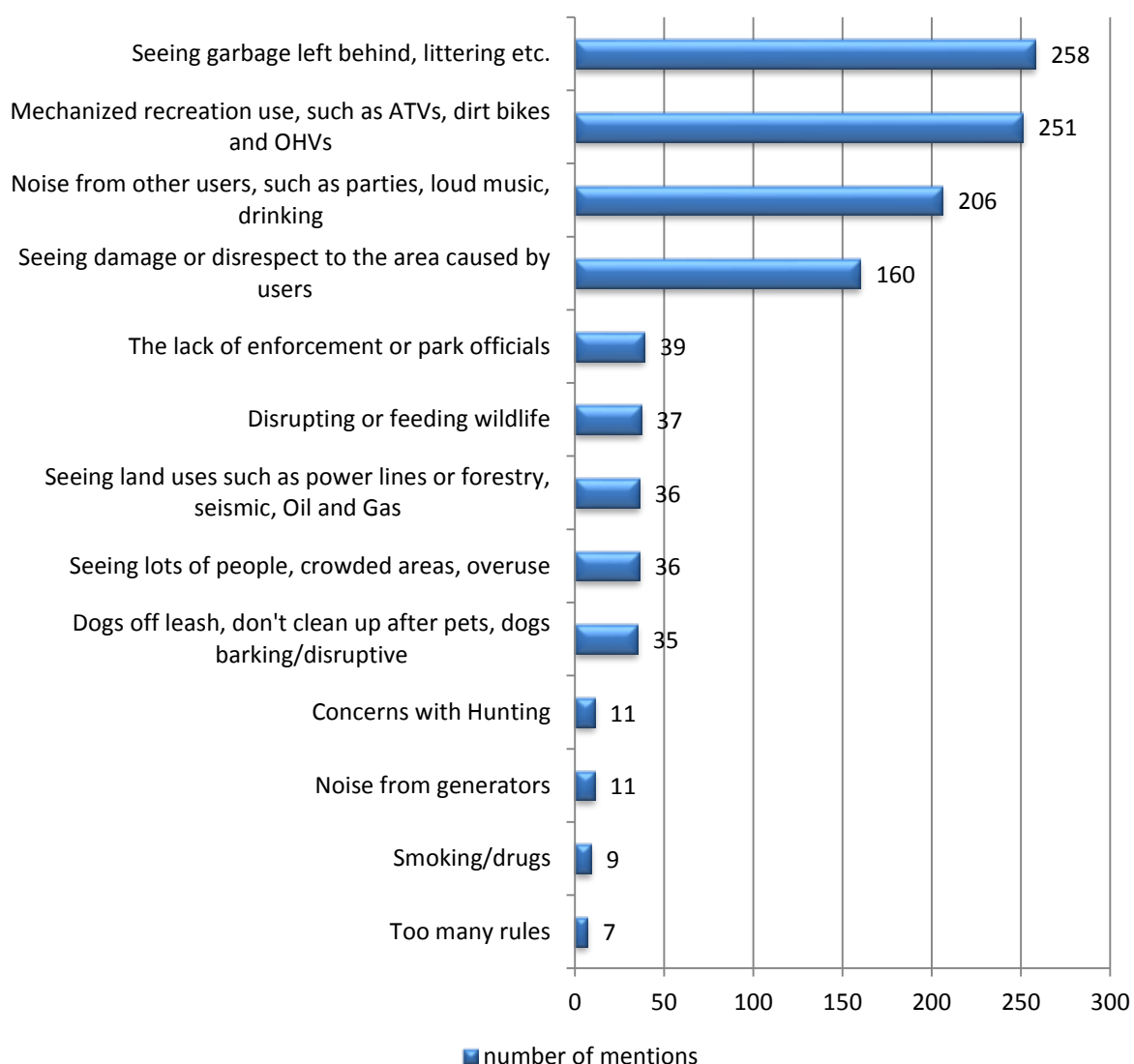
<b>LUF Region</b>	<b>not enough</b>	<b>too much</b>	<b>just right</b>
Lower Peace	22%	23%	56%
Lower Athabasca	23%	25%	52%
Upper Peace	<b>27%</b>	18%	55%
Upper Athabasca	14%	24%	62%
North Saskatchewan	19%	26%	55%
Red Deer	12%	<b>32%</b>	56%
South Saskatchewan	<b>30%</b>	18%	52%

## FACTORS WHICH DETRACT FROM ENJOYMENT OF RECREATIONAL AREAS

An unaided question was asked to determine what, if anything, takes away from the respondent’s recreation experience. The top of mind responses were then coded into thirteen categories. Respondents could identify as many items as they wanted. Figure 16 provides an unweighted sum of the number of times each response was mentioned.

The top four items were mentioned many more times than other items. It is important to keep in mind categories were not provided to the respondent so as not to lead them in any way. The most disturbing items in order are seeing garbage left behind, littering etc., mechanized recreation use, such as ATVs, dirt bikes and OHVs, noise from other users, such as parties, loud music and drinking, and seeing damage and/or disrespect to the area caused by users.

**FIGURE 16 WHEN VISITING PUBLIC PARKS AND RECREATION AREAS ARE SPECIFIC ACTIVITIES, BEHAVIOURS, OR LAND USES THAT YOU HAVE SEEN OR ENCOUNTERED THAT DISTURB YOU OR TAKE AWAY FROM YOUR ENJOYMENT OF THE AREA? (N=774)**

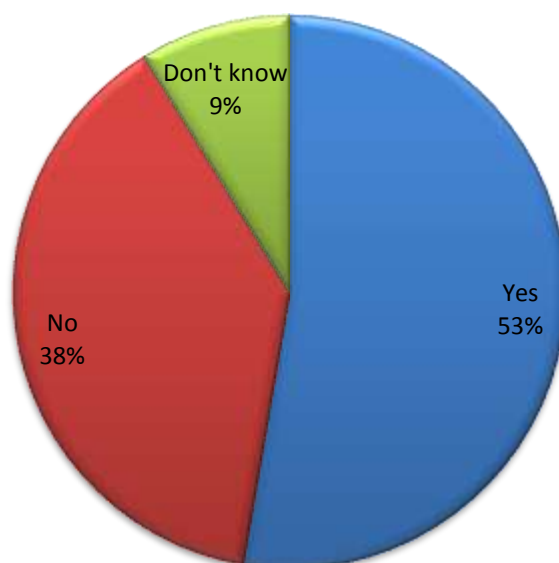


## MANAGEMENT OF CROWN LANDS

More than half of the land in Alberta is Crown Land that is managed for timber, watershed, wildlife, energy and recreation. These lands do not include areas designated as parks and recreation areas or wilderness areas. Survey participants were asked several questions in relation to management of these Crown Lands. Interviewers were allowed to provide a definition of Crown Lands if the respondent asked for clarification.

Most survey respondents support the need to fund recreational development on Crown Land.

**FIGURE 17 THERE IS PRESENTLY NO REVENUE SOURCE FOR MANAGING OR DEVELOPING RECREATION OPPORTUNITIES ON THESE CROWN LANDS. DO YOU THINK RECREATION DEVELOPMENT SUCH AS TRAILS ON CROWN LANDS SHOULD BE FUNDED? N=1257**



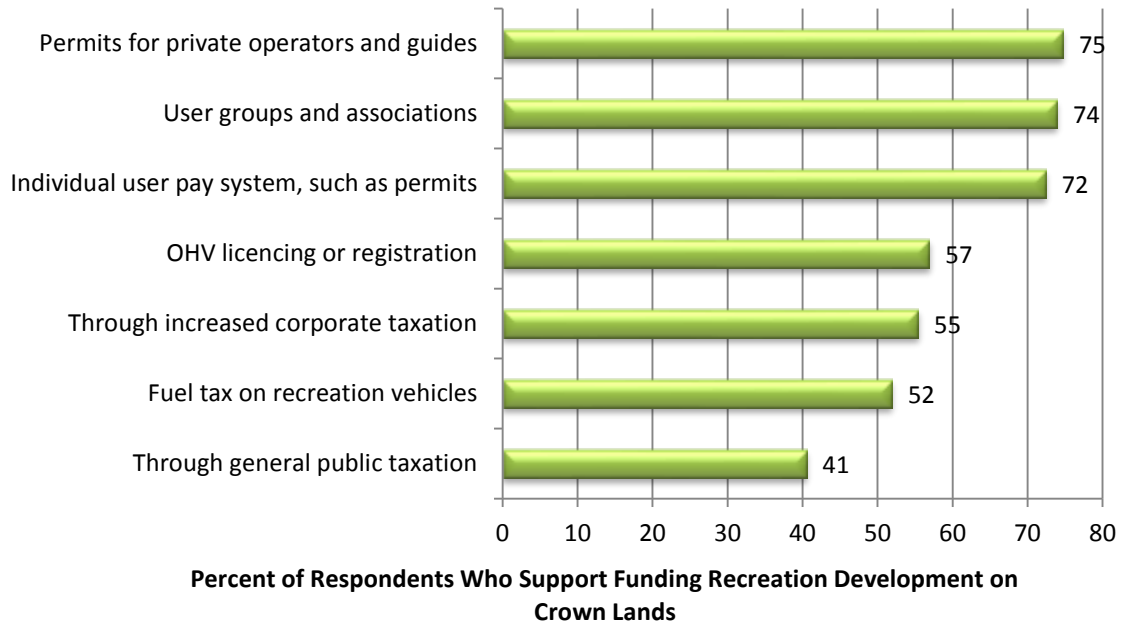
The only demographic variable showing a statistically significant difference in response to the question of funding recreation development on Crown Land is associated with gender. Males are more likely to indicate a preference toward funding recreation development.

**TABLE 41 DO YOU THINK RECREATION DEVELOPMENT SUCH AS TRAILS ON CROWN LANDS SHOULD BE FUNDED?**

Gender	Male	Female
Yes	58%	50%
No	37%	40%
Don't know	5%	11%

Survey participants who indicated funding should be provided (53%, n=693) were asked how this funding should occur. Respondents could choose more than one response and could offer additional means of funding. Permits for private operators and guides, user groups and associations and an individual user pay system were the top choices. General public taxation was the lowest rated item.

**FIGURE 18 HOW DO YOU THINK RECREATION DEVELOPMENT ON CROWN LANDS SUCH AS TRAILS, SHOULD BE FUNDED? (N=693)**



There were no statistically significant differences in the responses by any of the demographics measured in the survey.

## LAND USE CHOICES

Survey participants were asked five sets of choices and in each case asked to choose the one they would take if it had to be one or the other. The order of the choice set was randomized.

Non-motorized recreation on Crown Lands is substantially favoured over both industrial development and motorized recreation. In turn, wildlife protection on Crown Lands is favoured over non-motorized recreation placing this at the top of the priority list. Protection of water was only measured against industrial development and had 98.4% in favour.

**TABLE 42 SOMETIMES ACTIVITIES CONFLICT WITH ONE ANOTHER AND CHOICES HAVE TO BE MADE TO ALLOW ONE ACTIVITY OR THE OTHER IN A PARTICULAR AREA OF CROWN LAND. PLEASE INDICATE WHICH CHOICE YOU WOULD TAKE IF IT HAD TO BE ONE OR THE OTHER OF THE FOLLOWING LAND USES?**

Industrial development	13%
Non-motorized recreation	87%
Non-motorized recreation	86%
Motorized recreation	14%
Wildlife protection	85%
Non-motorized recreation	15%
Industrial development	6%
Wildlife protection	94%
Protection of water	98%
Industrial development	2%

With data so heavily skewed in a particular direction there are few demographic differences.

Lower Peace and Upper Athabasca showed a greater percentage of respondents in favour of industrial development over non-motorized recreation. The vast majority of respondents from all LUF regions favour non-motorized recreation over industrial development.

**TABLE 43 INDUSTRIAL DEVELOPMENT OR NON-MOTORIZED RECREATION BY LUF REGION**

LUF Region	Industrial development	Non-motorized recreation
Lower Peace	28%	72%
Lower Athabasca	16%	84%
Upper Peace	9%	91%
Upper Athabasca	29%	71%
North Saskatchewan	12%	88%
Red Deer	6%	94%
South Saskatchewan	12%	88%

Males were more likely than females to favour industrial development over non-motorized recreation. Nevertheless the vast majority of both males and females favour non-motorized recreation over industrial development.

**TABLE 44 INDUSTRIAL DEVELOPMENT OR NON-MOTORIZED RECREATION BY GENDER**

<b>Gender</b>	<b>Industrial development</b>	<b>Non-motorized recreation</b>
Male	18%	82%
Female	11%	89%

Residents of the South Saskatchewan and North Saskatchewan LUF regions were least in favour of motorized recreation when juxtaposed against non-motorized recreation. Lower Peace and Lower Athabasca were most in favour of motorized recreation in this choice set. In all LUF regions the vast majority favour non-motorized recreation over motorized recreation given the choice.

**TABLE 45 NON-MOTORIZED OR MOTORIZED RECREATION BY LUF REGION**

<b>LUF Region</b>	<b>Non-motorized recreation</b>	<b>Motorized recreation</b>
Lower Peace	78%	<b>22%</b>
Lower Athabasca	71%	<b>29%</b>
Upper Peace	82%	18%
Upper Athabasca	81%	19%
North Saskatchewan	87%	<b>13%</b>
Red Deer	81%	19%
South Saskatchewan	89%	<b>11%</b>

Residents of Calgary and Edmonton showed greater preference towards non-motorized recreation over motorized recreation than all other areas of the province.

**TABLE 46 NON-MOTORIZED OR MOTORIZED RECREATION BY LOCATION**

<b>Location</b>	<b>Non-motorized recreation</b>	<b>Motorized recreation</b>
Rural/ town/village	79%	21%
City	79%	21%
Metro (Edm, Cgy)	90%	10%

Males are more likely than females to favour non-motorized recreation over wildlife protection. Nevertheless, for both males and females the vast majority favour wildlife protection.

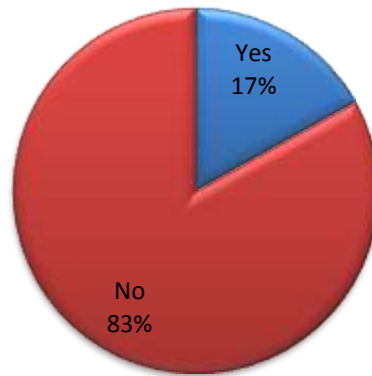
**TABLE 47 WILDLIFE PROTECTION OR NON-MOTORIZED RECREATION BY GENDER**

<b>Gender</b>	<b>Wildlife protection</b>	<b>Non-motorized recreation</b>
Male	80%	21%
Female	87%	13%

## CLUB MEMBERSHIP

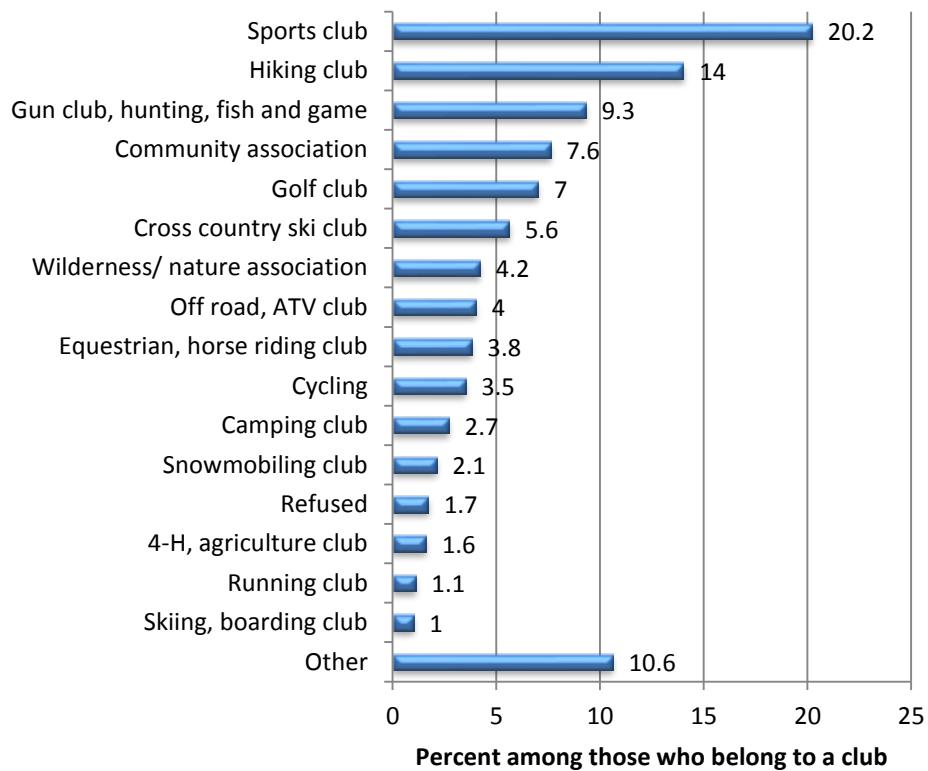
The final question of the survey asked participants if they belong to a recreation group or club with an outdoor recreation focus. Seventeen percent of respondents indicated they belong to such a club (n=221). There were no statistically significant differences in any of the survey variables by whether or not a person belonged to a club or not.

**FIGURE 19 DO YOU BELONG TO A RECREATION GROUP OR CLUB WITH AN OUTDOOR RECREATION FOCUS? (N=221)**



Due to the wide range in the number of responses, the sample within each club type was too small to allow for correlation analysis. Figure 20 shows the range of club types.

**FIGURE 20 WHICH CLUB?**





## APPENDIX A SURVEY INSTRUMENT

## Albertans Attitudes towards Parks and Wilderness

Hello, my name is \_\_\_\_\_ and I'm with The Praxis Group, a research firm. We are conducting a brief survey on behalf of the Canadian Parks and Wilderness Society related to recreation areas in Alberta. The survey will only take about 10 minutes to complete and there are no sales or promotions associated with this study. Your answers will remain anonymous.

Are you able to take the time right now to complete the survey?

IF YES, continue.

IF NO, ask for a suitable time to call back.

IF No, thank and discontinue. Go to end

Before we begin, can I confirm that you are 18 or older?

If not, ask to speak to an adult and repeat from start

### Section 1: Patterns of Recreational Use

Q1a. During the past year, did you participate in any outdoor recreation activities in Alberta, such as using trails, parks, or open space to hike, bike, or participate in some other type of outdoor recreation activity?

1=Yes → go to Q1b

2=No → go to Q4

9 = Don't know/ no answer → go to Q2a

Q1b. During the past year, on average how often did you recreate outdoors within the city or town where you live?

1= Less than once per week

2= Once per week

3= 2-4 times per week

4= More than 4 times per week

8= Never

9= Don't know/ not sure

1c) And during the past year, approximately how many days in total did you recreate outdoors where you travelled to a destination away from the town or city where you live?

[record number of days]

8= Never

9= Don't know/ not sure

go to Q2a

Q2a. What are the outdoor recreational activities that you personally take part in during the winter and spring? (**do not read, choose all that apply**)

- 1 Backcountry skiing
- 2 Bicycling
- 3 Camping→ go to 2d and 2e
- 4 Canoeing
- 5 Cross country skiing
- 6 Downhill skiing
- 7 Fishing
- 8 Gardening/Yard work
- 9 Golf
- 10 Hiking on trails
- 11 Hockey
- 12 Horseback riding
- 13 Hunting
- 14 Ice fishing
- 15 Ice skating outdoors
- 16 Jogging/Running outdoors
- 17 Kayaking
- 18 Mountain biking
- 19 Nothing/None
- 20 Off-road motorcycling or off highway vehicle use (ATV, OHV)
- 21 Photography
- 22 Picnicking/ Barbequing
- 23 Power boating
- 24 Rafting
- 25 Rock climbing
- 26 Sailing
- 27 Skiing or snowboarding
- 28 Sledding/tubing
- 29 Snowmobiling
- 30 Snowshoeing
- 31 Swimming outdoors
- 32 Team sports
- 33 Tennis
- 34 Visiting parks/play grounds
- 35 Walking for pleasure or exercise
- 36 Water skiing/Wakeboarding
- 37 Wildlife viewing such as birding
- 98 N/A
- 99 other

Q2b. And what are the outdoor recreational activities that you personally take part in during the summer and fall? (**do not read, choose all that apply**)

- 1 Backcountry skiing
- 2 Bicycling
- 3 Camping→ go to 2d and 2e
- 4 Canoeing
- 5 Cross country skiing

- 6 Downhill skiing
- 7 Fishing
- 8 Gardening/Yard work
- 9 Golf
- 10 Hiking on trails
- 11 Hockey
- 12 Horseback riding
- 13 Hunting
- 14 Ice fishing
- 15 Ice skating outdoors
- 16 Jogging/Running outdoors
- 17 Kayaking
- 18 Mountain biking
- 19 Nothing/None
- 20 Off-road motorcycling or off highway vehicle use (ATV, OHV)
- 21 Photography
- 22 Picnicking/ Barbequing
- 23 Power boating
- 24 Rafting
- 25 Rock climbing
- 26 Sailing
- 27 Skiing or snowboarding
- 28 Sledding/tubing
- 29 Snowmobiling
- 30 Snowshoeing
- 31 Swimming outdoors
- 32 Team sports
- 33 Tennis
- 34 Visiting parks/play grounds
- 35 Walking for pleasure or exercise
- 36 Water skiing/Wakeboarding
- 37 Wildlife viewing such as birding
- 98 N/A
- 99 other

Q2d. You mentioned camping. Is this mainly ...

- ..... tent camping
  - ..... with a towable unit, like a trailer or tent trailer
  - ..... or with a recreational vehicle, such as a motor home
- 9= Don't know/ not sure

Q2e And was most of your camping done

- ..... in a designated campground → go to 2f\_1
- .... or random camping, not in a campground on public land →go to 2f\_2

Q2f Can you tell me why you do most of you camping .....

2f\_1 ..... in a designated campground rather than on public land?

[record verbatim]

OR

2f\_2 .... on public land rather than in a designated campground?

[record verbatim]

9= Don't know/ not sure

Q3a. What would you say are the top three outdoor leisure or recreational activities that you participate in most often, regardless of the season?

- 1.
- 2.
- 3.

→ go to Q3b

Q3b. Please rate your level of agreement with each the following statements related to the recreation activities you take part in most often, using a scale from 1 to 5 where 1 is strongly disagree and 5 is strongly agree. If you are not sure please indicate 'don't know'.

3b.1 I prefer to recreate by myself where there are no others present

3b.2 I prefer to recreate close to home

3b.3 I prefer activities that I can do with my family or friends

3b.4 I prefer to recreate in areas where there are other people present

3b.5 I prefer to recreate in wilderness areas where there are limited facilities

3b.6 I prefer motorized recreation, such as power boats and ATV's over non-motorized recreation such as hiking, running and walking.

Q3c. In the past year, approximately how many times have you visited each of the following areas:

3c.1 A national park

3c.2 A provincial park or provincial recreation area

3c.3 Community parks or pathways

3c.4 Private recreation facility or area

3c.5 Crown or public lands not managed as a park or recreation area

Q3c\_oth. Did we miss anything in our list of recreational areas that you typically use?

- Yes (please specify) \_\_\_\_\_
- No

## Section 2: Nature and Wilderness Values

Q4. How important is it to you personally that more land be set aside in Alberta and left as wilderness where human activities are minimal?

1. not at all important
2. somewhat unimportant
3. neither important nor unimportant
4. somewhat important
5. very important

9= Don't know/ not sure

Q5. Please rate your level of agreement with the following statements about wilderness using a scale from 1 to 5 where 1 is strongly disagree and 5 is strongly agree. If you are not sure please indicate "do not know".

- 5.1 I enjoy reading about and viewing pictures, videos, TV shows and movies featuring wilderness areas.
- 5.2 Wilderness areas are important to protect because they contribute to better local, national, and global air and water quality.
- 5.3 Wilderness areas are important because they help to preserve plant and animal species
- 5.4 I support protecting wilderness areas just so they will always exist in their natural condition, even if no one were to ever visit or otherwise benefit from them.
- 5.5 Wilderness areas are important for use of their natural resources.

The next few questions are about parks and other public lands that can be used for recreation. When we refer to parks and public lands in this survey we would like you to think about all lands located outside of cities and towns that can be used for recreation.

Q6. Please rate the following statements regarding the availability of recreation and leisure opportunities, from 1 to 5 where 1 is not enough, 3 is just right and 5 too much. If you are not sure, please indicate 'don't know'

- 6.1 Places for hiking, backcountry camping and non-motorized recreation
- 6.2 Places for on-land motorized recreation such as ATV's, OHV's and dirt bikes.
- 6.3 Places for motorized water recreation, such as boating and waterskiing.
- 6.4 Places for non-motorized water recreation, such as canoeing.
- 6.5 Places for fishing and hunting
- 6.6 Places for walking, jogging and biking
- 6.7 Places for camping with recreational vehicles and towable camping units
- 6.8 Places for outdoor winter activities

Q7a. When visiting public parks and recreation areas are specific activities, behaviours, or land uses that you have seen or encountered that disturb you or take away from your enjoyment of the area?

[record verbatim]

or

2 = No → go to Q8a

### Section 3: Management of Crown Lands

More than half of the land in Alberta is Crown land that is managed for timber, watershed, wildlife, energy and recreation. These lands do not include areas designated as parks and recreation areas or wilderness areas. The next few questions refer specifically to these Crown lands.

Q8a. There is presently no revenue source for managing or developing recreation opportunities on these Crown Lands. Do you think recreation development such as trails on Crown Lands should be funded?

Q8a

1 = Yes → go to Q8b

2 = No → go to Q9

9 = Don't know, don't care → go to Q9

Q8b. How do you think recreation development on Crown Lands such as trails, should be funded. Please indicate yes or no for each of the following, or if not sure indicate don't know.

1 = Yes

2 = No

9 = Don't know

1/2/9 Through general public taxation

1/2/9 Through increased corporate taxation

1/2/9 Fuel tax on recreation vehicles

1/2/9 OHV licencing or registration

1/2/9 Individual user pay system, such as permits

1/2/9 User groups and associations

1/2/9 Permits for private operators and guides

Q8b\_oth. Are there others that we did not mention? \_\_\_\_\_

9. Sometimes activities conflict with one another and choices have to be made to allow one activity or the other in a particular area of Crown Land. Please indicate which choice you would take if it had to be one or the other of the following land uses? If not sure, please indicate don't know.

9.1  Industrial development                      or                       non-motorized recreation                       D/K

- |   |    |   |                              |
|---|----|---|------------------------------|
| 9.2 <input type="checkbox"/> Non-motorized          | or | <input type="checkbox"/> Motorized recreation     | <input type="checkbox"/> D/K |
| 9.3 <input type="checkbox"/> Wildlife protection    | or | <input type="checkbox"/> non-motorized recreation | <input type="checkbox"/> D/K |
| 9.4 <input type="checkbox"/> Industrial development | or | <input type="checkbox"/> wildlife protection      | <input type="checkbox"/> D/K |
| 9.5 <input type="checkbox"/> protection of water    | or | <input type="checkbox"/> industrial development   | <input type="checkbox"/> D/K |

#### Section 4 :Demographics and Close

I just have a few more questions. These next questions will help us to classify your responses. All of your responses will remain confidential.

Q10  Which of the following age categories do you fall into?

Q10

- 1 = 18 to 24
- 2 = 25 to 34
- 3 = 35 to 44
- 4 = 45 to 54
- 5 = 55 to 64
- 6 = 65 or older

8 = Refused

Q11  Which of the following best describes your education? Would it be ...

Q11

- 1= High school (includes some high school)
- 2= Some post-secondary
- 3= College or technical school graduation
- 4= University undergraduate degree
- 5= Post graduate degree (Masters, Phd, MD)

8= Refused

Q12  Which of the following best describes your total household before tax income? Would it be ...

Q12

- 1= under \$50,000
- 2= \$50,000 to less than \$75,000
- 3= \$75,000 to less than \$100,000
- 4=\$100,000 to less than \$125,000
- 5=\$125,000 to \$150,000
- 6=More than \$150,000
- 8= Refused

Q13 Do you belong to a recreation group or club with an outdoor recreation focus?

Q13

- 1= Yes → If yes, for which activity (activities) \_\_\_\_\_
- 2= No



Thank you for taking the time to share your views on parks and wilderness areas in Alberta.

Record:

Gender

- Male
- Female

LUF Region

- Lower Peace
- Lower Athabasca
- Upper Peace
- Upper Athabasca
- North Saskatchewan
- Red Deer
- South Saskatchewan

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