

# **ACA Public Survey**

## **Analysis of Findings**

**June 2008**



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## EXECUTIVE SUMMARY

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### *Unaided Awareness*

**Two percent** (2%) of Albertans recollect **Alberta Conservation Association** on an unaided basis.

Albertans most frequently recall Ducks Unlimited Canada (28%), followed by Greenpeace (16%) and World Wildlife Fund (9%) as top-of-mind active conservation organizations that operate in Alberta. Other organizations are mentioned by 5% or fewer respondents.

### *Aided Awareness*

Awareness of **Alberta Conservation Association** increases from 2% on an unaided basis to **41% awareness** when aided (the second most recognized conservation organization listed).

Aided awareness is highest for Alberta Fish and Game Association (85%), at more than twice the proportion of awareness of the next highest organization (ACA at 41%).

One-quarter to one-third (a range of 24% to 32%) are aware, on an aided basis, of:

- ✓ Trout Unlimited Canada (32%);
- ✓ Alberta Trappers Association (29%);
- ✓ Alberta Hunter Education Instructors Association (29%); and
- ✓ Alberta Professional Outfitters Society (24%).

Fewer Alberta residents are aware (aided) of the Federation of Alberta Naturalists (17%), the Foundation for North American Wild Sheep (8%) and Pheasants Forever (5%).

### *Perceptions of Conservation Organizations*

Ducks Unlimited Canada garners the highest performance ratings in terms of their conservation work, with the great majority of those aware of the organization (85%) providing good (4,5,6,7) ratings, including half (49%) who provide very good (6,7) ratings.

Three-quarters (74%) of those aware believe the World Wildlife Federation, and 63% believe that the Alberta Hunter Education Instructors Association, are doing well (4,5,6,7 ratings) in terms of their conservation work, with equal proportions providing moderate (4,5 ratings) and top-box (6,7) ratings.

Half to two-thirds (a range of 52% to 66%) of those aware provide good (4,5,6,7) ratings, with responses tending towards more moderate (4,5) than top-box (6,7) ratings, on the conservation work of:

- ✓ Pheasants Forever (66%);
- ✓ Alberta Fish and Game Association (61%);
- ✓ Trout Unlimited Canada (57%);
- ✓ Foundation for North American Wild Sheep (55%);
- ✓ **Alberta Conservation Association (53%);** and
- ✓ Federation of Alberta Naturalists (52%).

Forty-two percent (42%) of those aware provide good (4,5,6,7) ratings for each Alberta Trappers Association and Alberta Professional Outfitters Society, with one-in-ten providing very good (6,7) ratings (10% and 12%, respectively).

#### *Perceptions of Biggest Conservation Issues*

When given a choice of four wildlife conservation issues and asked to pick one which they believed is the biggest issue in Alberta at this time, Albertans most frequently select loss of native wildlife (59%), followed by wildlife diseases (16%), over hunting (11%) and lack of wildlife research (8%).

When given a choice of four fish conservation issues and asked to pick one which they believed is the biggest issue in Alberta at this time, two-thirds (65%) of Albertans believe pollution of lakes, and rivers is currently the biggest issue affecting fish conservation in Alberta, followed by reduced stream flows due to over allocation of water (17%), over fishing (8%) and lack of fisheries research (6%).

#### *Support for Outdoor Activities*

Approximately half or more Albertans strongly support the following outdoor activities on provincial crown land or lakes/streams:

- ✓ Nature photography (92% support, including 74% strongly support),
- ✓ Hiking (93% support, including 72% strongly support),
- ✓ Bird watching (90% support, including 72% strongly support),
- ✓ Canoeing (88% support, including 66% strongly support),
- ✓ Catch & release fishing (82% support, including 52% strongly support),
- ✓ Berry picking (84% support, including 50% strongly support),
- ✓ Dog walking (81% support, including 49% strongly support), and
- ✓ Horseback riding (86% support, including 48% strongly support).

One-quarter or fewer Albertans strongly support the following outdoor activities on provincial crown land or lakes/streams:

- ✓ Botanical collection (61% support, including 25% strongly support),
- ✓ Catch & keep fishing (66% support, including 23% strongly support),
- ✓ Game bird hunting (50% support, including 18% strongly support),
- ✓ Big game hunting (47% support, including 18% strongly support),
- ✓ Motorized watercraft use (56% support, including 16% strongly support),
- ✓ Trapping (41% support, including 13% strongly support), and
- ✓ Off-highway vehicle use (40% support, including 13% strongly support).

#### *Participation in Outdoor Activities*

Two-thirds (65%) of Albertans participated in hiking in the past 12 months, followed by nature photography (42%), bird watching (39%), fishing (26%), berry picking (22%), canoeing (19%), hunting (9%), botanical collection (5%), and trapping (2%).

### *Participation in Hunting/Fishing*

Respondents who mention having participated in hunting in the past but not as recent as in the past 12 months, were asked to give reasons for not having participated in hunting recently. Albertans most frequently mention loss or change of interest/habit/lifestyle (29%) as the number one reason for not participating in hunting in the past 12 months, followed by lack of time (18%), age (9%), do not believe in or like or support hunting (6%), quit/retired (5%), health (4%), and regulations (4%).

Albertans most frequently mention lack of time (33%) as the number one reason for not participating in fishing in the past 12 months, followed by loss of interest (25%), age (5%), no equipment/boat (5%), lack of enjoyment/desire (4%) and health (4%).

### *Options to Improve Hunting/Fishing Experience*

Two-thirds (67%) of Alberta hunters/fishers indicate they are likely, including 36% who are very likely, to have a better hunting/fishing experience if provided with areas with reduced vehicle access, followed by more opportunities near their home (65% likely, including 32% very likely), lower cost licenses or tags (57% likely, including 32% very likely), longer seasons (62% likely, including 24% very likely) and higher bag limits (42% likely, including 15% very likely).

## 1 BACKGROUND

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In May 2008, Leger Marketing was contracted to conduct telephone interviews with residents across Alberta to assess perceptions of various conservation issues affecting the province. A total of 1,200 telephone interviews were completed with Albertans within four geographic regions, including:

- ✓ 300 interviews in Edmonton CMA;
- ✓ 300 interviews in Calgary CMA;
- ✓ 300 interviews in northern rural Alberta; and
- ✓ 300 interviews in southern rural Alberta.

Specific objectives of the research were to:

- ✓ Assess awareness of active conservation organizations that operate in Alberta;
- ✓ Measure perceptions of the performance of the conservation organizations that operate in Alberta;
- ✓ Measure support for, and participation in, various outdoor activities;
- ✓ Determine perceptions of the biggest issues facing conservation in Alberta; and
- ✓ Gauge potential to increase public participation in certain outdoor activities.

## **2 METHODOLOGY**

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### **2.1 Sampling Plan**

A total of 1,200 telephone interviews were completed between May 7<sup>th</sup> and 14<sup>th</sup>, 2008 with randomly selected Albertans within four geographic regions, including:

- ✓ 300 interviews in Edmonton CMA;
- ✓ 300 interviews in Calgary CMA;
- ✓ 300 interviews in northern rural Alberta; and
- ✓ 300 interviews in southern rural Alberta.

### **2.2 Questionnaire Design**

Leger Marketing worked in conjunction with the Alberta Conservation Association to create the questionnaire.

A copy of the questionnaire is provided in Appendix A.

### **2.3 Analysis by Subsegments of the Population**

To evaluate differences or similarities in responses between subsets of the population, the results for each question have been analyzed by:

- ✓ Region (Edmonton CMA, Calgary CMA, rural north, and rural south);
- ✓ Gender; and
- ✓ Age.

Meaningful differences in responses from these sub-segments of the population are highlighted throughout the report

Results are weighted by gender and age according to 2007 estimates provided by Statistics Canada.

**2.4 Statistical Reliability**

For a given sample size, it is possible to set what are called “confidence bounds” or limits around an observed percentage and assert that such limits are correct 95 percent of the time (for example). These confidence limits are valuable indicators of the reliability of observed results. When interpreting data, confidence bounds should always be kept in mind because these limits can vary dramatically depending on the sample size.

Overall results, at a sample size of 1,200, are accurate to within ±2.8 percentage points, 19 times out of 20.

Regional results, at a sample size of 300 in each Edmonton CMA, Calgary CMA, northern rural Alberta, and southern rural Alberta, are accurate to within ±5.7 percentage points, 19 times out of 20.

A table of confidence bounds is included in Appendix B.

**2.5 Interpretation of Scales**

Throughout the questionnaire, seven-point scales are used by respondents to rate their perceptions in:

- ✓ **Perception:** 1 = Very poor; 4 = Good; and 7 = Excellent
- ✓ **Support:** 1 = Do not support at all; 4 = Support; and 7 = Completely support
- ✓ **Likely:** 1 = Not at all likely; 4 = Likely; and 7 = Very likely

For the purpose of analysis and discussion, the various numerical ratings are consolidated, where appropriate, into three groups:

Rating on the scale of “1” to “7”	Interpretive Level
6,7	These respondents express <i>top-box</i> positive responses.
4,5	These respondents are <i>mid-range</i> , or provide a moderately positive response.
1,2,3	These respondents provide <i>negative</i> responses.



### 3 CONSERVATION ASSOCIATIONS

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#### 3.1 Awareness of Active Conservation Association in Alberta

##### 3.1.1 Unaided Awareness

Respondents were asked to list as many active conservation organizations that operate in Alberta as they can recall, on a top-of-mind (unaided) basis.

More than one-quarter (28%) recall Ducks Unlimited Canada. Sixteen percent (16%) of respondents mention Greenpeace and 9% mention the World Wildlife Fund. Other organizations are mentioned by 5% or fewer respondents.

**Two percent** (2%) of respondents recollect **Alberta Conservation Association** on an unaided basis.

Half (50%) are unable to provide a response.

**Table 1: Unaided Awareness of Active Conservation Organizations that Operate in Alberta (Q.1)**

*-Multiple Mentions-*

<i>All respondents</i>	<b>(n=1200)</b>
Ducks Unlimited Canada (DUC)	28%
Greenpeace	16%
World Wildlife Fund (WWF)	9%
Sierra Club / Foundation	5%
Alberta Fish and Game Association (AFGA)	4%
Trout Unlimited Canada (TUC)	2%
<b>Alberta Conservation Association (ACA)</b>	<b>2%</b>
Pembina Institute	2%
Nature Conservancy of Canada (NCC)	1%
Alberta Forestry / Wilderness	1%
Alberta Wildlife	1%
Canadian Wildlife / Conservation / Federation / Fund	1%
Other	14%
Don't know	50%

3.1.2 Aided Awareness

Respondents were then read a list of conservation organizations that are active in Alberta and asked if they are aware (aided) of each organization.

The great majority (92%) indicate awareness of at least one of these organizations.

Awareness of **Alberta Conservation Association** increases from 2% (Table 1) on an unaided basis, to the second most recognized conservation organization listed at **41% awareness** when aided.

Aided awareness is highest for Alberta Fish and Game Association (85%), at more than twice the proportion of awareness of the next highest organization (ACA at 41%).

One-quarter to one-third (a range of 24% to 32%) are aware, on an aided basis, of:

- ✓ Trout Unlimited Canada (32%);
- ✓ Alberta Trappers Association (29%);
- ✓ Alberta Hunter Education Instructors Association (29%); and
- ✓ Alberta Professional Outfitters Society (24%).

Fewer respondents are aware of the Federation of Alberta Naturalists (17%), the Foundation for North American Wild Sheep (8%) and Pheasants Forever (5%).

Nine percent (9%) of respondents are not aware of any of the organizations listed.

**Table 2: Aided Awareness of Conservation Organizations (Q.2)**  
*-Multiple Mentions-*

<i>All respondents</i>	<b>(n=1200)</b>
<b>Aware Any</b>	<b>92%</b>
Alberta Fish and Game Association (AFGA)	85%
<b>Alberta Conservation Association (ACA)</b>	<b>41%</b>
Trout Unlimited Canada (TUC)	32%
Alberta Trappers Association (ATA)	29%
Alberta Hunter Education Instructors Association (AHEIA)	29%
Alberta Professional Outfitters Society (APOS)	24%
Federation of Alberta Naturalists (FAN)	17%
Foundation for North American Wild Sheep (FNAWS)	8%
Pheasants Forever (PF)	5%
<b>Aware None</b>	<b>9%</b>

### 3.2 Perceptions of Active Conservation Organizations in Alberta

Respondents who are aware of the various conservation organizations active in Alberta were asked to rate how well each conservation association performs in their conservation work on a scale of one to seven, with one meaning *very poor*, four meaning *good*, and seven meaning *excellent*.

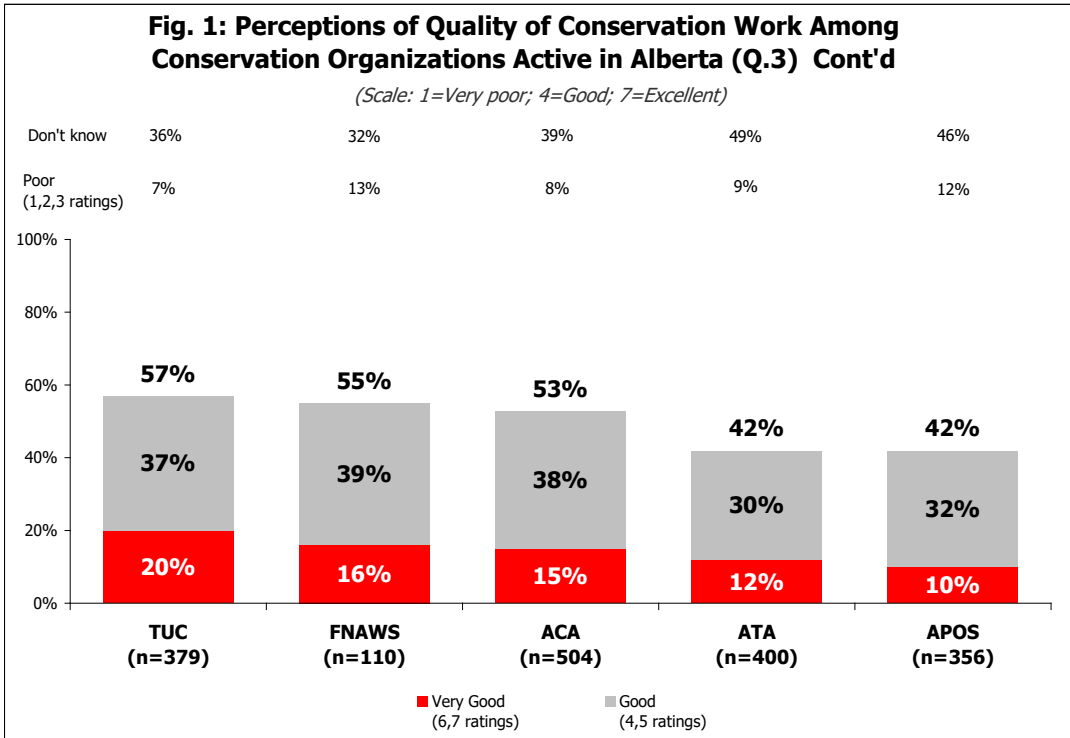
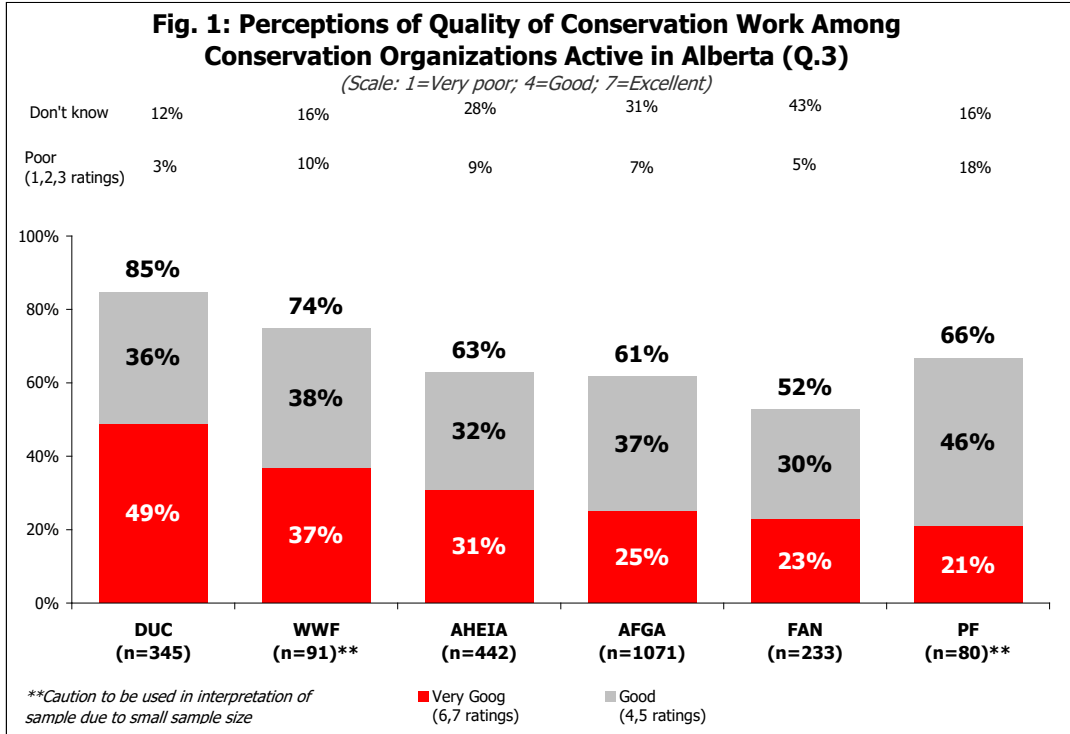
Ducks Unlimited Canada garners the highest performance ratings, with the great majority (85%) of those who have heard of them providing good (4,5,6,7) ratings, including half (49%) who provide very good (6,7) ratings.

Three-quarters (74%) of respondents believe the World Wildlife Federation, and 63% believe that the Alberta Hunter Education Instructors Association, are doing well (4,5,6,7 ratings) in terms of their conservation work, with equal proportions providing moderate (4,5 ratings) and top-box (6,7) ratings.

Half to two-thirds (a range of 52% to 66%) of respondents aware of the following organizations provide good (4,5,6,7) ratings, with responses tending towards more moderate (4,5) than top-box (6,7) ratings, on the conservation work of:

- ✓ Pheasants Forever (66%);
- ✓ Alberta Fish and Game Association (61%);
- ✓ Trout Unlimited Canada (57%);
- ✓ Foundation for North American Wild Sheep (55%);
- ✓ **Alberta Conservation Association (53%);** and
- ✓ Federation of Alberta Naturalists (52%).

Forty-two percent (42%) provide good (4,5,6,7) ratings for each Alberta Trappers Association and Alberta Professional Outfitters Society, with one-in-ten providing very good (6,7) ratings (10% and 12%, respectively).



## 4 PERCEPTION OF BIGGEST CONSERVATION ISSUES

### 4.1 Perception of Biggest Current Wildlife Conservation Issue

Respondents were given a choice of four wildlife conservation issues and asked to pick the one which they believe is the biggest issue in Alberta at this time. The biggest issue chosen by Albertans is loss of native wildlife (59%), followed by wildlife diseases (16%), over hunting (11%) and lack of wildlife research (8%). Seven percent (7%) of respondents are not aware of any current wildlife conservation issues in Alberta.

When comparing the results between urban areas, no significant differences are found between Edmonton and Calgary for any of the issues listed. Similarly, when comparing the results for rural areas, no significant differences are noted between the North and the South (Table 3).

**Table 3: Perception of Biggest Issue Currently Affecting Wildlife Conservation in Alberta (Q.5)**

<i>All respondents</i>	<b>Total (n=1200)</b>	<b>Edmonton (n=300)</b>	<b>Calgary (n=300)</b>	<b>North (n=300)</b>	<b>South (n=300)</b>
Loss of native wildlife	59%	58%	64%	45%	52%
Wildlife diseases	16%	15%	13%	24%	22%
Over hunting	11%	11%	11%	12%	9%
Lack of wildlife research	8%	9%	6%	10%	7%
Don't know	7%	7%	6%	9%	11%

There are significant differences on some key issues when comparing the combined urban results to those of rural areas (Table 4). Higher proportions of urban respondents (62%) believe loss of native wildlife is a key issue currently affecting wildlife conservation in Alberta compared to rural respondents (48%). Conversely, a higher proportion of rural respondents (23%) believe wildlife diseases is an important issue currently affecting wildlife conservation in Alberta compared to urban respondents (14%).

Higher proportions of rural respondents (10%) are not aware of any current wildlife conservation issues in Alberta than urban respondents (6%).

**Table 4: Perception of Biggest Issue Currently Affecting Wildlife Conservation in Alberta (Q.5)**

<i>All respondents</i>	<b>Total (n=1200)</b>	<b>Urban (n=600)</b>	<b>Rural (n=600)</b>
Loss of native wildlife	59%	62%↑	48%↓
Wildlife diseases	16%	14%↓	23%↑
Over hunting	11%	11%	11%
Lack of wildlife research	8%	7%	9%
Don't know	7%	6%↓	10%↑

#### 4.2 Perception of Biggest Current Fish Conservation Issue

Albertans were given a choice of four fish conservation issues and asked to pick one which they believed is the biggest issue in Alberta at this time. Two-thirds (65%) of Albertans believe pollution of lakes and rivers is currently the biggest issue affecting fish conservation in Alberta, followed by reduced stream flows due to over allocation of water (17%), over fishing (8%) and lack of fisheries research (6%). Five percent (5%) of respondents are not aware of any current fish conservation issues in Alberta.

When comparing the results between urban areas, no significant differences are found between Edmonton and Calgary for any of the issues listed. Similarly, when comparing the results for rural areas, no significant differences are noted between the North and the South (Table 5).

In addition, there were no significant differences noted between the results for urban and rural respondents (Table 6).

**Table 5: Perception of Biggest Issue Currently Affecting Fish Conservation in Alberta (Q.6)**

<i>All respondents</i>	<b>Total (n=1200)</b>	<b>Edmonton (n=300)</b>	<b>Calgary (n=300)</b>	<b>North (n=300)</b>	<b>South (n=300)</b>
Pollution of lakes and rivers	65%	66%	65%	65%	63%
Reduced stream flows due to over allocation of water	17%	16%	20%	13%	17%
Over fishing	8%	8%	6%	12%	7%
Lack of fisheries research	6%	6%	5%	5%	6%
Don't know	5%	4%	4%	6%	7%

**Table 6: Perception of Biggest Issue Currently Affecting Fish Conservation in Alberta  
(Q.6)**

<i>All respondents</i>	<b>Total (n=1200)</b>	<b>Urban (n=600)</b>	<b>Rural (n=600)</b>
Pollution of lakes, and rivers	65%	65%	64%
Reduced stream flows due to over allocation of water	17%	18%	14%
Over fishing	8%	7%	10%
Lack of fisheries research	6%	6%	5%
Don't know	5%	4%	6%

## 5 OUTDOOR ACTIVITIES ON PROVINCIAL CROWN LAND OR LAKES/STREAMS

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### 5.1 Support for Outdoor Activities

Respondents were given a list of possible outdoor activities on provincial crown land or lakes/streams and asked to rate their level of support for each of those activities.

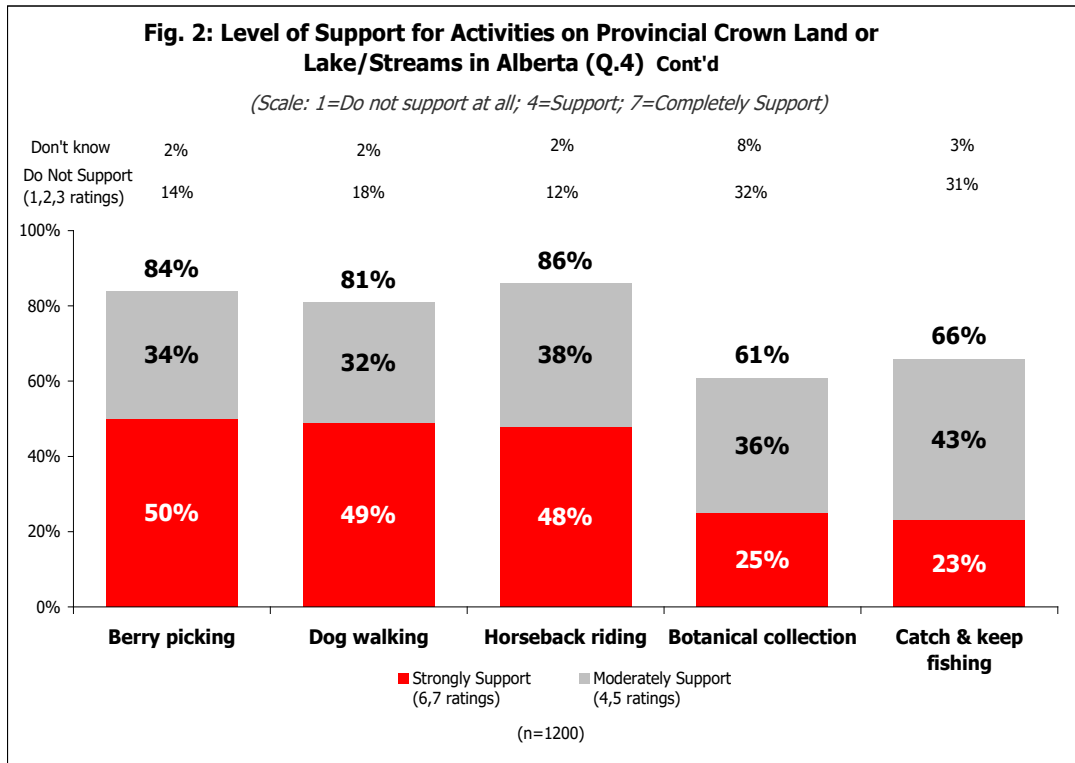
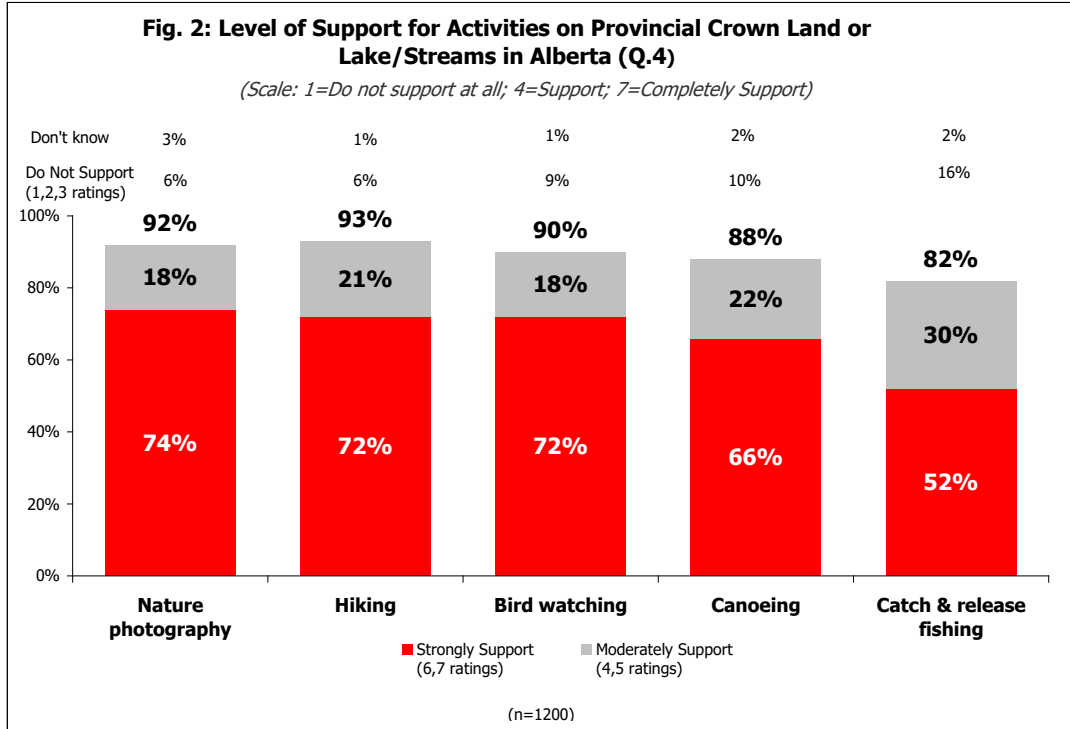
Approximately half or more of the Albertans strongly support (6,7 ratings) the following outdoor activities on provincial crown land or lakes/streams:

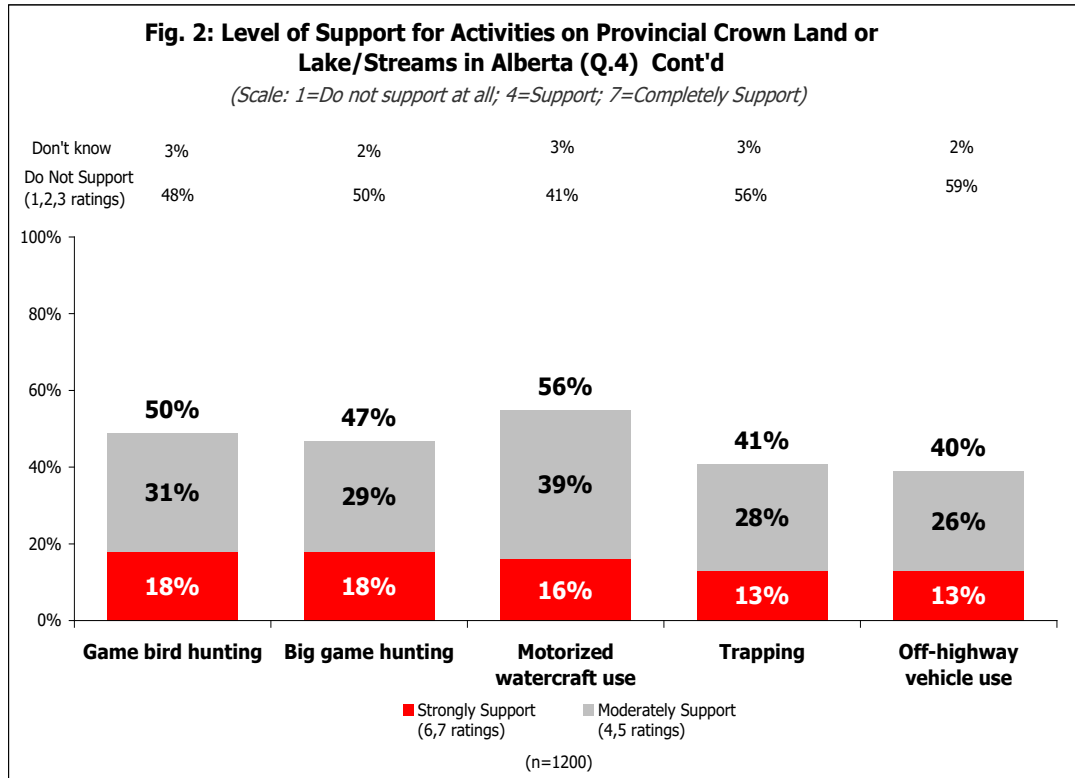
- ✓ Nature photography (92% support, including 74% strongly support),
- ✓ Hiking (93% support, including 72% strongly support),
- ✓ Bird watching (90% support, including 72% strongly support),
- ✓ Canoeing (88% support, including 66% strongly support),
- ✓ Catch & release fishing (82% support, including 52% strongly support),
- ✓ Berry picking (84% support, including 50% strongly support),
- ✓ Dog walking (81% support, including 49% strongly support), and
- ✓ Horseback riding (86% support, including 48% strongly support).

One-quarter or fewer Albertans strongly support (6,7 ratings) the following outdoor activities on provincial crown land or lakes/streams:

- ✓ Botanical collection (61% support, including 25% strongly support),
- ✓ Catch & keep fishing (66% support, including 23% strongly support),
- ✓ Game bird hunting (50% support, including 18% strongly support),
- ✓ Big game hunting (47% support, including 18% strongly support),
- ✓ Motorized watercraft use (56% support, including 16% strongly support),
- ✓ Trapping (41% support, including 13% strongly support), and
- ✓ Off-highway vehicle use (40% support, including 13% strongly support).







## 5.2 Participation in Outdoor Activities

Respondents were given a list of potential outdoor activities on provincial crown lands or lakes/streams in Alberta and asked to indicate whether in the past 12 months they have participated in any of those activities. Two-thirds (65%) of respondents indicate participating in hiking in the past 12 months, followed by nature photography (42%), bird watching (39%), fishing (26%), berry picking (22%), canoeing (19%), hunting (9%), botanical collection (5%), and trapping (2%).

**Table 7: Incidence of Participation in Various Outdoor Activities (Q.7)**

*-Multiple Mentions-*

<i>All respondents</i>	<b>(n=1200)</b>
Hiking	65%
Nature photography	42%
Bird watching	39%
Fishing	26%
Berry picking	22%
Canoeing	19%
Hunting	9%
Botanical collection	5%
Trapping	2%

### 5.3 Participation in Hunting / Fishing

#### 5.3.1 Hunting Participation

Respondents who mention not having participated in hunting in the past 12 months (n=1,069) were asked whether they have ever participated in hunting in the past. Two-in-ten respondents (22%) indicate participating in hunting sometime during the past.

**Table 8: Incidence of Participating in Hunting in the Past (Q.8a)**

<i>Respondents who have not hunted in the past 12 months on provincial crown lands in Alberta</i>	<b>(n=1069)</b>
Yes	22%
No	78%

Respondents who mention having participated in hunting in the past, but not as recent as in the past 12 months, were asked to give reasons for not having participated in hunting recently. Respondents most frequently mention loss or change of interest/habit/lifestyle (29%) as the number one reason for not participating in hunting in the past 12 months, followed by lack of time (18%), age (9%), do not believe in or like or support hunting (6%), quit/retired (5%), health (4%), and regulations (4%).

All other reasons are mentioned by 3% or fewer respondents.

**Table 9: Reasons for Not Having Participated in Hunting in Past 12 months (Q.8b)**

*-Multiple Mentions-*

<i>Respondents who have not participated in hunting</i>	<b>(n=277)</b>
Lost interest / Change in interests / habits / lifestyle	29%
Lack of time	18%
Age (e.g. too old)	9%
Do not believe in / don't like / don't support	6%
Quit / Retired / Just don't do it anymore	5%
Health	4%
Regulations	4%
No licence / Expired licence / Struggle to get licence	3%
No longer own guns / Don't have / like guns	3%
Don't know where to go	3%
Don't like seeing animals killed / killing animals	3%
Cost	3%

**Table 9 Cont: Reasons for Not Having Participated in Hunting in Past 12 months (Q.8b)**

*-Multiple Mentions-*

<i>Respondents who have not participated in hunting</i>	<b>(n=277)</b>
Have hunted, but not on Crown lands	2%
Accessibility to the location	2%
Never hunted / Not a hunter	2%
Unsafe / Dangerous	2%
Don't eat hunted meat / No use for hunted meat	2%
Relocation	1%
Not a good hunter	1%
Lack of training / Hard to get training	1%
Weather conditions	1%
Rather watch them than kill them	1%
Other	12%
Don't know	5%

### 5.3.2 Fishing Participation

Respondents who mention not having participated in fishing in the past 12 months (n=876) were asked whether they have ever participated in fishing in the past. Six in ten respondents (63%) indicate participating in fishing in the past.

**Table 10: Incidence of Participating in Fishing in the Past (Q.9a)**

<i>Respondents who have not fished in the past 12 months in lakes/streams in Alberta</i>	<b>(n=876)</b>
Yes	63%
No	37%

Respondents who mention having participated in fishing in the past, but not as recent as in the past 12 months, were asked to give reasons for not having participated in fishing recently. Respondents most frequently mention lack of time (33%) as the number one reason for not participating in fishing in the past 12 months, followed by loss of interest (25%), age (5%), no equipment/boat (5%), lack of enjoyment/desire (4%) and health (4%).

All other reasons are mentioned by 3% or fewer respondents.

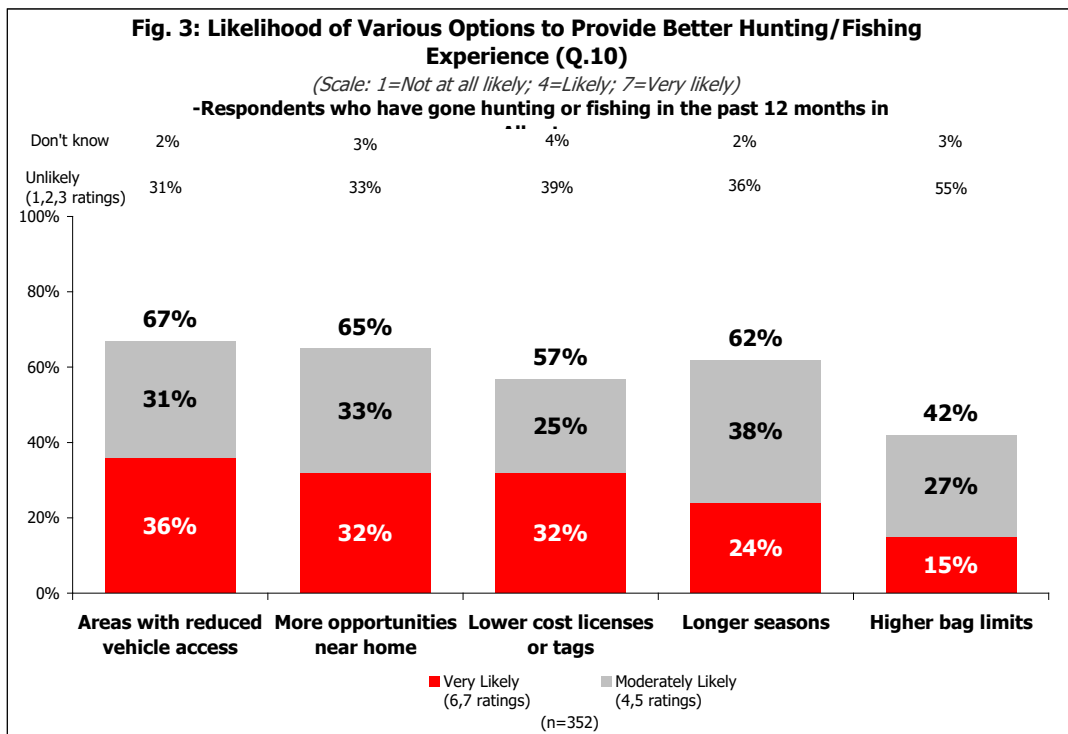
**Table 11: Reasons for Not Having Participated in Fishing in Past 12 months (Q.9b)**

*-Multiple Mentions-*

<i>Respondents who have not participated in fishing</i>	<b>(n=557)</b>
Lack of time / Too busy	33%
Lost interest	25%
Age (e.g. too old)	5%
No equipment / boat	5%
Do not like or enjoy / Do not desire to fish / Not interested	4%
Health	4%
Location / Accessibility	3%
Reduce opportunity to harvest	3%
Do not have a licence	2%
Fish stocks are low	2%
Weather	2%
Do not like / eat fish	2%
Don't know where to go	2%
Occasionally go fishing	2%
Relocation	2%
Cost	1%
Too slow and boring	1%
Do not like killing animals and fish	1%
Change of life / lifestyle	1%
Not a fisherman	1%
No need to fish	1%
No good place to fish	1%
Lack of opportunity	1%
No one to go with	1%
Other	14%
Don't know	3%

### 5.3.3 Options to Improve Hunting/Fishing Experience

Respondents who participated in hunting and fishing in the past 12 months were given a list of possible options and asked how likely these options are to provide them with a better hunting/fishing experience. Two-thirds (67%) of respondents mention they are likely (4,5,6,7 rating) including 36% very likely (6,7 rating) to have better hunting/fishing experience if provided with areas with reduced vehicle access, followed by more opportunities near their home (65% likely, including 32% very likely), lower cost licenses or tags (57% likely, including 32% very likely), longer seasons (62% likely, including 24% very likely) and higher bag limits (42% likely, including 15% very likely).



## 6 SUBSEGMENT ANALYSIS

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### *Region*

A lower proportion of Calgary CMA residents (3%) are aware of AFGA on an unaided basis than those in rural north (8%) and south (7%).

A lower proportion of Edmonton CMA residents (4%) are aware of AFGA on an unaided basis, compared to those in rural north (8%).

A higher proportion of those in Calgary CMA (11%), than those in rural north and south (6% each), are aware of World Wildlife Fund.

Compared to those in rural north (9%) and south (5%), a higher proportion of Edmonton (22%) and Calgary (16%) CMA residents mention Greenpeace.

A lower proportion of those in rural north (2%) are aware of Sierra Club or Foundation than those in Edmonton (5%) and Calgary (7%) CMA.

A lower proportion of those in rural south (2%) are aware of Sierra Club or Foundation than those in Calgary CMA (7%).

Aided awareness of active conservation organizations in Alberta tends to be higher among those in rural north and south than those in Edmonton and Calgary CMA. Specifically, awareness is higher for:

- ✓ AFGA among those in rural north (91%) and south (92%) than those in Calgary CMA (81%);
- ✓ AFGA among those in rural south (92%) than those in Edmonton CMA (86%);
- ✓ AHEIA among those in rural north (50%) and south (49%) than those in Calgary (20%) and Edmonton CMA (27%);
- ✓ ATA among those in rural north (50%) and south (29%) than those in Calgary CMA (20%);
- ✓ ATA among those in rural north (50%) than those in Edmonton CMA (32%);
- ✓ APOS among those in rural north (34%) and south (31%) than those in Calgary (22%) and Edmonton CMA (23%);
- ✓ FNAWS among those in rural south (13%) than those in Edmonton CMA (6%);
- ✓ PF among those in rural north (6%) and south (14%) than those in Edmonton CMA (1%);
- ✓ PF among those in rural south (14%) than those in Calgary CMA (6%); and
- ✓ TUC among those in rural south (42%) than those in Edmonton CMA (22%).

Compared to those in rural south (29%) a higher proportion of those in rural north (50%) are aware of ATA.

A higher proportion of those in Edmonton CMA (32%) are aware of ATA than those in Calgary CMA (20%).

Compared to those in rural north, a higher proportion of those in rural south are aware of PF (14% south vs. 6% north) and TUC (42% south vs. 18% north).

A lower proportion of those in rural north (18%) are aware of TUC than those in Calgary CMA (42%).

Rural north and south respondents tend to provide higher proportions of good (4,5,6,7) and/or very good (6,7) ratings in terms of the conservation work done by active conservation organizations in Alberta, compared to those in Edmonton and Calgary CMA. Specifically, ratings are higher for:

- ✓ ACA (rural north: 22% very good vs. Edmonton CMA: 11% very good);
- ✓ AFGA (rural north: 70% good; and rural south: 68% good, including 35% very good vs. Calgary CMA: 57% good, including 26% very good); and
- ✓ ATA (rural north: 53% good vs. Calgary CMA: 34%).

However, a higher proportion of rural north (14%) and south (12%) respondents provide poor (1,2,3) ratings in terms of the conservation work done by FAN, than those in Calgary CMA (2%).

Respondents were asked to rate their level of support with various outdoor activities on a scale of one to seven, with one meaning do not support at all, four meaning support and seven meaning completely support. The results are as follows:

#### *Catch and release fishing*

A lower proportion of those in rural north (76%) support (4,5,6,7 ratings) catch and release fishing than those in Calgary CMA (85%). In addition, a lower proportion of those in rural north (43%) strongly support (6,7 ratings) catch and release fishing, compared to those in other regions (52% in Edmonton CMA; 54% in Calgary CMA; and 56% in rural south).

#### *Catch and keep fishing*

A higher proportion of those in rural north support (4,5,6,7 ratings) and strongly support (6,7 ratings) catch and keep fishing than those in Calgary CMA (rural north: 73% support, including 30% strongly support vs. Calgary CMA: 64% support, including 21% strongly support).

#### *Hiking*

A higher proportion of Edmonton CMA residents (76%) strongly support (6,7 ratings) hiking than those in rural north and south (66% each).

#### *Bird watching*

Compared to those in other regions, a higher proportion of Edmonton CMA residents strongly support (6,7 ratings) bird watching (78% in Edmonton vs. 68% in Calgary; 68% in rural north; and 69% in rural south).



### *Trapping*

Compared to those in other regions, residents of Calgary CMA tend to provide lower levels of support (35% in Calgary vs. 57% in rural north and 47% in rural south) and strong support (7% in Calgary, vs. 14% in Edmonton, 24% in rural north, and 20% in rural south) for trapping.

Those in rural north provide higher levels of support (4,5,6,7 ratings) for trapping than those in other regions (57% in rural north vs. 40% in Edmonton, 35% in Calgary, and 47% in rural south).

Higher proportions of those in rural north (24%) and south (20%) strongly support (6,7 ratings) trapping, compared to those in Edmonton (14%) and Calgary (7%) CMA.

### *Motorized watercraft use*

A higher proportion of those in rural north (64%) support (4,5,6,7 ratings) the use of motorized watercraft than those in Edmonton and Calgary CMA (54% each). In addition, a higher proportion of rural north residents (20%) strongly support (6,7 ratings) motorized watercraft use than those in Calgary CMA (13%).

A higher proportion of those in rural south (24%) strongly support (6,7 ratings) use of motorized watercraft than those in Edmonton (16%) and Calgary (13%) CMA.

### *Horseback riding*

Compared to residents of Edmonton (47%) and Calgary (44%) CMA, a higher proportion of those in rural north (57%) and south (56%) strongly support (6,7 ratings) horseback riding.

### *Game bird hunting*

Higher proportions of those in rural north and south support (4,5,6,7 ratings) and strongly support (6,7 ratings) game bird hunting, compared to residents of Edmonton and Calgary CMA (rural north: 65% support including 28% strongly support; and rural south: 62% support, including 26% strongly support vs. Edmonton: 50% support, including 17% strongly support; and Calgary 42% support, including 15% strongly support).

### *Big game hunting*

Compared to residents of Edmonton and Calgary CMA, higher proportions of those in rural north and south support (4,5,6,7 ratings) and strongly support (6,7 ratings) big hunting (rural north: 65% support including 34% strongly support; and rural south: 60% support, including 29% strongly support vs. Edmonton: 48% support, including 17% strongly support; and Calgary 39% support, including 13% strongly support).

A higher proportion of Edmonton CMA residents (48%) support (4,5,6,7 ratings) big game hunting than those in Calgary CMA (39%).

### *Berry picking*

A higher proportion of those in rural north (91%) support (4,5,6,7 ratings) berry picking than those in Edmonton (85%) and Calgary (81%) CMA.

A higher proportion of those in rural north (62%) strongly support (6,7 ratings) berry picking than those in rural south (51%).

A lower proportion of those in Calgary CMA strongly support (6,7 ratings) berry picking than those in other regions (42% in Calgary vs. 55% in Edmonton, 62% in rural north, and 51% in rural south).

### *Off-highway vehicle use*

A lower proportion of Calgary CMA residents support (4,5,6,7 ratings) and strongly support (6,7 ratings) off-highway vehicle use than those in other regions (Calgary: 32% support, including 7% strongly support vs. Edmonton: 40% support, including 16% strongly support; rural north: 59% support, including 23% strongly support; and rural south 47% support, including 16% strongly support).

A higher proportion of those in rural north support (4,5,6,7 ratings) off-highway vehicle use than those in other regions (59% in rural north vs. 40% in Edmonton, 32% in Calgary, and 47% in rural south).

### *Botanical collection*

A higher proportion of Edmonton CMA residents strongly support (6,7 ratings) botanical collection than those in other regions (32% in Edmonton vs. 19% in Calgary, 24% in rural north, and 21% in rural south). Additionally, a higher proportion of those in Edmonton (67%) than Calgary CMA (53%) residents support (4,5,6,7 ratings) botanical collection.

### *Biggest conservation issues*

Compared to Edmonton (58%) and Calgary (64%) CMA residents, a lower proportion of those in rural north (45%) believe the biggest wildlife conservation issue in Alberta at this time is loss of native wildlife habitat.

Additionally, a higher proportion of those in Calgary CMA (64%) than those in rural south (52%) believe the biggest issue is loss of native wildlife habitat.

A lower proportion of Calgary CMA residents (13%) believe the biggest issue is wildlife diseases, compared to those in rural north (24%) and south (22%).

Compared to those in rural north (24%), a lower proportion of Edmonton CMA residents (15%) believe the biggest issue is wildlife disease

With respect to fish conservation, a higher proportion of those in Calgary CMA (20%) than those in rural north (13%) believe that the biggest issue in Alberta at this time is the reduction of stream flows due to over allocation of water, while a higher proportion of those in rural north (12%) believe that over fishing is the biggest issues, compared to those in Calgary CMA (6%).

Compared to those in other regions, in the past 12 months a higher proportion of those in rural north have participated in:

- ✓ Hunting (24% in rural north vs. 7% in Edmonton CMA, 5% in Calgary CMA, and 15% in rural south);
- ✓ Fishing (40% in rural north vs. 26% in Edmonton CMA, 21% in Calgary CMA, and 31% in rural south); and
- ✓ Berry picking (41% in rural north vs. 25% in Edmonton CMA, 12% in Calgary CMA, and 26% in rural south).

In the past 12 months, a higher proportion of those in rural south, than those in Calgary CMA, have participated in:

- ✓ Hunting (15% in rural south vs. 5% in Calgary CMA);
- ✓ Fishing (31% in rural south vs. 21% in Calgary CMA);
- ✓ Trapping (3% in rural south vs. less than 1% in Calgary CMA);
- ✓ Berry picking (26% in rural south vs. 12% in Calgary CMA); and
- ✓ Botanical collection (8% in south north vs. 4% in Calgary CMA).

A higher proportion of those in rural south (15%), than those in Edmonton CMA (7%), have participated in hunting in the past 12 months.

A higher proportion of Calgary CMA residents (71%) have gone hiking in the past 12 months than those in rural north (56%).

Higher proportions of Calgarians also participated in nature photography in the past 12 months, compared to those in other regions (48% in Calgary CMA vs. 38% in Edmonton CMA, 36% rural north, and 38% rural south).

In the past 12 months, a lower proportion of Calgary than Edmonton CMA residents participated in berry picking (12% in Calgary vs. 25% in Edmonton).

Higher proportions of those in rural north (37%) and south (32%) have participated in hunting in the past but not in the last 12 months, compared to those in Edmonton (21%) and Calgary (18%) CMA.

When asked why they have not hunted in the past 12 months, a higher proportion of residents in Edmonton (32%) and Calgary (35%) CMA mention loss of interest or change of habits, compared to those in rural north (14%).

A lower proportion of lapsed fishing participation among Edmonton CMA residents (25%) is due to lack of time, compared to those in rural north (42%) and south (43%).

A higher proportion of those in Calgary CMA (30%) who have been fishing have not done so in the past 12 months due to losing interest, compared to those in rural north (16%).

Compared to those in Edmonton CMA (59%), a higher proportion of Calgary CMA residents (78%) who have participated in hunting or fishing but not within the past 12 months provide likely (4,5,6,7) ratings that having areas with reduced vehicle access would provide a better hunting or fishing experience.

### ***Gender***

A higher proportion of males than females:

- ✓ Are aware of Sierra Club / Foundation on an unaided basis (8% males vs. 3% females);
- ✓ Are aware of AHEIA on an aided basis (33% males vs. 24% females);
- ✓ Are aware of ATA on an aided basis (34% males vs. 25% females);
- ✓ Are aware of APOS on an aided basis (28% males vs. 21% females);
- ✓ Are aware of TUC on an aided basis (36% males vs. 27% females);
- ✓ Provide good (4,5,6,7) ratings for AFGA in terms of their conservation work (66% males vs. 57% females);
- ✓ Provide good (4,5,6,7) and very good (6,7) ratings for ATA in terms of their conservation work (males: 48% good, including 16% very good vs. females: 35% good, including 7% very good);
- ✓ Strongly support (6,7 ratings) catch and release fishing (56% males vs. 48% females);
- ✓ Strongly support (6,7 ratings) canoeing (69% males vs. 63% females);
- ✓ Support (4,5,6,7 ratings) and strongly support (6,7 ratings) trapping (males: 49% support, including 18% strongly support vs. females: 32% support, including 7% strongly support);
- ✓ Support (4,5,6,7 ratings) and strongly support (6,7 ratings) motorized watercraft use (males: 60% support, including 20% strongly support vs. females: 52% support, including 12% strongly support);
- ✓ Support (4,5,6,7 ratings) and strongly support (6,7 ratings) game bird hunting (males: 58% support, including 26% strongly support vs. females: 41% support, including 11% strongly support);
- ✓ Support (4,5,6,7 ratings) and strongly support (6,7 ratings) big game hunting (males: 52% support, including 25% strongly support vs. females: 42% support, including 11% strongly support);
- ✓ Support (4,5,6,7 ratings) botanical collection (64% males vs. 57% females);
- ✓ Believe the biggest issue in Alberta at this time, with respect to wildlife conservation is lack of wildlife research (10% males vs. 5% females);
- ✓ Believe the biggest issue in Alberta at this time, with respect to fish conservation is reduced stream flows due to over allocation of water (20% males vs. 15% females);
- ✓ Believe the biggest issue in Alberta at this time, with respect to fish conservation is lack of fisheries research (8% males vs. 3% females);
- ✓ Have participated in hunting in the past (37% males vs. 9% females);
- ✓ Have participated in fishing in the past (71% males vs. 57% females);

- ✓ Provide likely (4,5,6,7) or very likely (6,7) ratings that more opportunities to hunt/fish near their home would improve the quality of their experience (males: 69% likely, including 37% very likely vs. females: 56% likely, including 20% very likely);
- ✓ Provide very likely (6,7) ratings that longer seasons would improve the quality of their experience (28% very likely males vs. 16% very likely females); and
- ✓ Provide very likely (6,7) ratings that areas with reduced vehicle access would improve the quality of their experience (43% very likely males vs. 23% very likely females).

A higher proportion of females than males:

- ✓ Are aware of FAN on an aided basis (22% females vs. 13% males);
- ✓ Support (4,5,6,7 ratings) and strongly support (6,7 ratings) dog walking (females: 84% support, including 53% strongly support vs. males: 77% support, including 45% strongly support); and
- ✓ Believe the biggest issue in Alberta at this time, with respect to fish conservation is pollution of lakes and rivers (72% females vs. 58% males).

### *Age*

A lower proportion of those 65 years and over (17%) recall DUC on an unaided basis, compared to those who are 26 to 64 years of age (a range of 29% to 33%).

In general, respondents who are over 50 years of age are more aware (aided) of active conservation associations in Alberta.

A higher proportion of respondents who are 18 to 25 years of age (76%) provide a good (4,5,6,7) rating for AFGA in terms of their conservation work, compared to those 26 to 64 years of age (a range of 56% to 62%).

Seniors (65 years and over) tend to express lower levels of support for outdoor activities than younger respondents.

A higher proportion of 18 to 25 year olds (38%) strongly support (6,7 ratings) catch and keep fishing, compared to most other age categories (a range of 14% to 28%).

Support (4,5,6,7 ratings) and strong support (6,7 ratings) for motorized watercraft use and off-highway vehicle use tends to be higher among younger (18 to 35 year olds) respondents than for those over 36 years of age.

A lower proportion of seniors (47% for those 65 years and over) agree that the biggest issue in Alberta at this time with respect to wildlife conservation is a loss of native wildlife, compared to those 26 to 64 years of age (a range of 60% to 64%).

Those who are 65 years and older tend to exhibit lower participation in the various outdoor activities than those in younger age categories.

A lower proportion of respondents 26 to 35 years of age (13%) participated in hunting at some point in the past, compared to those in older age categories (a range of 25% to 27%).

Compared to those 65 years of age and older (54%) higher proportions of 36 to 64 year olds (a range of 65% to 66%) participated in fishing at some point in the past.

## 7 CONCLUSIONS AND OBSERVATIONS

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While a substantial proportion of Albertans are aware of Alberta Conservation Association (ACA), opportunity exists to increase awareness, particularly top-of-mind awareness. Public awareness campaigns may help to increase awareness of ACA.

There is also opportunity to increase positive public perceptions of ACA's conservation work, especially among the 39% who are not aware of ACA.

Albertans will relate positively to conservation initiatives towards reducing the loss of native wildlife (particularly among those living in urban centres) and addressing pollution in lakes and rivers. A substantial proportion of rural residents also demonstrate sensitivity to wildlife disease. Other initiatives may require more public education in order to gain wide-ranged support.

Support for outdoor activities is generally high, although strong support is relatively lower for botanical collection, catch & keep fishing, game bird hunting, big game hunting, motorized watercraft use, trapping, and off-highway vehicle use than for other activities, and vary substantially between different demographic groups.

Support for outdoor activities extends more broadly than among those who personally participate in the activities in the past 12 months. This may reflect substantial levels of infrequent participation and potential opportunity for growth in those types of activities.

Those who have participated in hunting tend to have hunted in the past 12 months. By contrast, those who have participated in fishing at some point, tend not to have fished within the last 12 months.

Primarily, reasons for lapsed hunting and fishing participation tend to centre around those activities not being a priority, reflected in the higher proportions indicating that increasing areas with reduced vehicle access and having more opportunities to participate in hunting or fishing near their home would likely provide them with a better hunting or fishing experience; However, as comparable proportions of those who participate in hunting or fishing mention the options of lowering costs and extending seasons would improve their hunting or fishing experience. These two options may be more practicable and would achieve similar results.

## 8 DEMOGRAPHIC PROFILE

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Table 12: Demographics (Q.B, 11)

<i>All respondents</i>	<b>(n=1200)</b>
<b>Gender</b>	
Male	50%
Female	50%
<b>Age</b>	
18 – 25 years	16%
26 – 35 years	20%
36 – 50 years	30%
51 – 64 years	20%
65+ years	14%
<b>Region</b>	
Edmonton	38%
Calgary	42%
Rural North	13%
Rural South	8%



## **Appendix A: Questionnaire**

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## ACA PUBLIC SURVEY

Hello, my name is \_\_\_\_\_. I am calling you from Leger Marketing and we are conducting a survey to determine Albertans' feelings about various conservation issues affecting our province. We are not selling or promoting anything and all results will be kept completely confidential.

The survey will take about 7 to 8 minutes. May I speak with someone in your household who is 18 years of age or older and able to participate at this time?

- 1 RESPONDENT ABLE TO COMPLETE SURVEY: CONTINUE
- 2 NOT AVAILABLE: ARRANGE CALLBACK

### CONTACT INFORMATION IF REQUESTED:

Please contact Erfan Tabarsi of Leger Marketing if you have any questions about the survey, at 423-0708 in Edmonton, or 1-877-344-0444 toll-free.

A. Are you currently employed by any type of conservation organization?

- 1 Yes TERMINATE
- 2 No CONTINUE

B. Record Gender

- 1 Male
- 2 Female

1) Please name as many active conservation organizations as you can that operate in Alberta?  
[DO NOT READ, CHECK ALL THAT APPLY]

ACA – Alberta Conservation Association  
AFGA – Alberta Fish and Game Association  
AHEIA – Alberta Hunter Education Instructors Association  
ATA – Alberta Trappers Association  
APOS – Alberta Professional Outfitters Society  
FAN – Federation of Alberta Naturalists  
FNAWS – Foundation for North American Wild Sheep  
PF – Pheasants Forever  
TUC – Trout Unlimited Canada  
DUC – Ducks Unlimited Canada  
HF – Hunting for Tomorrow  
NCC – Nature Conservancy of Canada  
RMEF – Rocky Mountain Elk Foundation  
WEF – Wild Elk Federation  
WWS – Wilmore Wilderness Society  
WWF – World Wildlife Fund  
OTHER (Please specify)

2) Have you heard of... [RANDOMIZE & READ]

A) Alberta Conservation Association (ACA)? [ASK IF NOT MENTIONED IN Q1]

1 Yes

2 No

DO NOT READ

F5 Don't know

B) Alberta Fish and Game Association (AFGA)? [ASK IF NOT MENTIONED IN Q1]

C) Alberta Hunter Education Instructors Association (AHEIA)? [ASK IF NOT MENTIONED IN Q1]

D) Alberta Trappers Association (ATA)? [ASK IF NOT MENTIONED IN Q1]

E) Alberta Professional Outfitters Society (APOS)? [ASK IF NOT MENTIONED IN Q1]

F) Federation of Alberta Naturalists (FAN)? [ASK IF NOT MENTIONED IN Q1]

G) Foundation for North American Wild Sheep (FNAWS)? [ASK IF NOT MENTIONED IN Q1]

H) Pheasants Forever (PF)? [ASK IF NOT MENTIONED IN Q1]

I) Trout Unlimited Canada (TUC)? [ASK IF NOT MENTIONED IN Q1]

3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well [Name of organization where Q2 = 1 or mentioned in Q1] does in terms of their conservation work? [RANDOMIZE & READ] [REPEAT FOR ALL ORGANIZATIONS FOR WHICH Q2 = 1 or mentioned in Q1]

A) Alberta Conservation Association (ACA)? [ASK IF Q2A = 1 or Mentioned in Q1]

1 - Very Poor

2

3

4 - Good

5

6

7 - Excellent

[DO NOT READ]

Don't know

B) Alberta Fish and Game Association (AFGA)? [ASK IF Q2B = 1 or Mentioned in Q1]

C) Alberta Hunter Education Instructors Association (AHEIA)? [ASK IF Q2C = 1 or Mentioned in Q1]

D) Alberta Trappers Association (ATA)? [ASK IF Q2D = 1 or Mentioned in Q1 or Mentioned in Q1]

E) Alberta Professional Outfitters Society (APOS)? [ASK IF Q2E = 1 or Mentioned in Q1]

F) Federation of Alberta Naturalists (FAN)? [ASK IF Q2F = 1 or Mentioned in Q1]

G) Foundation for North American Wild Sheep (FNAWS)? [ASK IF Q2G = 1 or Mentioned in Q1]

H) Pheasants Forever (PF)? [ASK IF Q2H = 1 or Mentioned in Q1]

I) Trout Unlimited Canada (TUC)? [ASK IF Q2I = 1 or Mentioned in Q1]

J) Ducks Unlimited Canada (DUC)? [ASK ONLY IF MENTIONED IN Q1]

K) Hunting for Tomorrow (HF)? [ASK ONLY IF MENTIONED IN Q1]

- L) Nature Conservancy of Canada (NCC)? [ASK ONLY IF MENTIONED IN Q1]
- M) Rocky Mountain Elk Foundation (RMEF)? [ASK ONLY IF MENTIONED IN Q1]
- N) Wild Elk Federation (WEF)? [ASK ONLY IF MENTIONED IN Q1]
- O) Wilmore Wilderness Society (WWS)? [ASK ONLY IF MENTIONED IN Q1]
- P) World Wildlife Fund (WWF)? [ASK ONLY IF MENTIONED IN Q1]

4) Using a one to seven scale where ONE means DO NOT SUPPORT AT ALL, FOUR means SUPPORT, and SEVEN means COMPLETELY SUPPORT, rate your level of support of the following activities if they occur on provincial crown land or lakes/streams. [Pat answer to provincial crown land] [RANDOMIZE & READ]

A. catch & release fishing [Pat Response]

1 - Do not support at all

2

3

4 - Support

5

6

7 - Completely support

[DO NOT READ]

Don't Know

B. catch & keep fishing [Pat Response]

C. hiking

D. bird watching

E. canoeing

F. nature photography

G. trapping

H. motorized watercraft use

I. horseback riding

J. game bird hunting

K. big game hunting

L. dog walking

M. berry picking

N. off-highway vehicle use

O. botanical collection [Define]

5) With respect to wildlife conservation which of the following do you believe is the biggest issue in Alberta at this time? [SELECT ONE ANSWER ONLY]

1. Loss of native wildlife habitat

2. Lack of wildlife research

3. Over hunting

4. Wildlife diseases

F5 Don't Know

6) With respect to fish conservation which of the following do you believe is the biggest issue in Alberta at this time? [SELECT ONE ANSWER ONLY]

1. Reduced stream flows due to over allocation of water
2. Lack of fisheries research
3. Over fishing
4. Pollution of lakes, and rivers
- F5 Don't Know

7) In the past 12 months have you participated in any of the following outdoor activities on provincial crown lands or lakes/streams in Alberta. [RANDOMIZE & READ]]

A. hunting

- 1 Yes
  - 2 No
- DO NOT READ
- F5 Don't know

B. fishing

C. hiking

D. bird watching

E. canoeing

F. nature photography

G. trapping

H. berry picking

I. botanical collection [Define]

8A) Have you participated in hunting in the past? [ASK IF Q7A = 2]

- 1 Yes
  - 2 No
- DO NOT READ
- F5 Don't know

8B) What are some of the reasons you have not participated in hunting in the past 12 months?

[ASK if Q8A = 1]

[DO NOT READ, CHECK ALL THAT APPLY]

Lack of time

Cost

Reduce opportunity to harvest

Don't know where to go

Regulations

Lost interest

Age (e.g. too old)

Health

Other [Please Specify]

9A) Have you participated in fishing in the past? [ASK IF Q7B = 2]

1 Yes

2 No

DO NOT READ

F5 Don't know

9B) What are some of the reasons you have not participate in fishing in the past 12 months?

[ASK if Q9A = 1]

[DO NOT READ, CHECK ALL THAT APPLY]

Lack of time

Cost

Reduce opportunity to harvest

Don't know where to go

Regulations

Lost interest

Age (e.g. too old)

Health

Other [Please Specify]

10) Using a one to seven scale where ONE means NOT AT ALL LIKELY, FOUR means LIKELY, and SEVEN means VERY LIKELY please rate how likely the following options are to provide you with a better hunting/fishing experience? [Ask if Q7A = 1 or Q7B = 1]

A. Lower cost licenses or tags

1 - NOT AT ALL LIKELY

2

3

4 - LIKELY

5

6

7 - VERY LIKELY

[DO NOT READ] Don't Know

B. Higher bag limits;

C. More opportunities near my home;

D. Longer seasons;

E. Areas with reduced vehicle access.

11) Please provide your age range:

18-25

26-35

36-50

51-64

65+

## **Appendix B: Statistical Tolerances**

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## STATISTICAL TOLERANCES

### Probability Level: 95% confidence interval (19 times out of 20)

Range of error is:

With a sample size of	Where percentage shown is													50%
	2% or 98%	4% or 96%	6% or 94%	8% or 92%	10% or 90%	12% or 88%	15% or 85%	20% or 80%	25% or 75%	30% or 70%	35% or 65%	40% or 60%	45% or 55%	
100		3.8	4.7	5.3	5.9	6.4	7.0	7.8	8.5	9.0	9.3	9.6	9.8	9.8
150		3.1	3.8	4.3	4.8	5.2	5.7	6.4	6.9	7.3	7.6	7.8	8.0	8.0
200		2.7	3.3	3.8	4.2	4.5	4.9	5.5	6.0	6.4	6.6	6.8	6.9	6.9
250	1.7	2.4	2.9	3.4	3.7	4.0	4.4	5.0	5.4	5.7	5.9	6.1	6.2	6.2
300	1.6	2.2	2.7	3.1	3.4	3.7	4.0	4.5	4.9	5.2	5.4	5.5	5.6	5.7
400	1.4	1.9	2.3	2.7	2.9	3.2	3.5	3.9	4.2	4.5	4.7	4.8	4.9	4.9
500	1.2	1.7	2.1	2.4	2.6	2.8	3.1	3.5	3.8	4.0	4.2	4.3	4.4	4.4
600	1.1	1.6	1.9	2.2	2.4	2.6	2.9	3.2	3.5	3.7	3.8	3.9	4.0	4.0
800	.97	1.4	1.6	1.9	2.1	2.3	2.5	2.8	3.0	3.2	3.3	3.3	3.4	3.5
1,000	.87	1.2	1.5	1.7	1.9	2.0	2.2	2.5	2.7	2.8	3.0	3.0	3.1	3.1
1,200	.79	1.1	1.3	1.5	1.7	1.8	2.0	2.3	2.5	2.6	2.7	2.8	2.8	2.8
1,500	.71	1.0	1.2	1.4	1.5	1.6	1.8	2.0	2.2	2.3	2.4	2.5	2.5	2.5
2,000	.61	.86	1.0	1.2	1.3	1.4	1.6	1.7	1.9	2.0	2.1	2.1	2.2	2.2
3,000	.47	.70	.81	.98	1.1	1.1	1.3	1.4	1.6	1.6	1.7	1.7	1.8	1.8

How to read: If sample is 500 then 4% could be plus or minus 1.7% 19 times out of 20  
 Canadian Advertising Research Foundation, [Media Research Standards Procedures](#), 1984.