

**Alberta Conservation
Association (ACA)**

Public Opinion Survey

Analysis of Findings

October 2011



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EXECUTIVE SUMMARY

Unaided Awareness

Two percent (2%) of Albertans are able to name **Alberta Conservation Association** as an active conservation organization on an unaided basis.

Albertans most frequently recall Ducks Unlimited Canada (25%), followed by Greenpeace (8%) and World Wildlife Fund (6%) as top-of-mind active conservation organizations that operate in Alberta. Other organizations are mentioned by 3% or fewer respondents.

Aided Awareness

Awareness of **Alberta Conservation Association** increases from 2% on an unaided basis to **45% awareness** when aided. This makes ACA the second most recognized conservation organization of the nine presented.

Aided awareness is highest for Alberta Fish and Game Association (80%), at a little less than twice the proportion of awareness of the next highest organization (ACA at 45%).

A range of 22% to 30% of respondents are aware, on an aided basis, of:

- ✓ Trout Unlimited Canada (30%);
- ✓ Alberta Hunter Education Instructors Association (31%);
- ✓ Alberta Trappers Association (29%); and
- ✓ Alberta Professional Outfitters Society (22%).

Fewer Alberta residents are aware (aided) of the Federation of Alberta Naturalists (14%), the Foundation for North American Wild Sheep (8%) and Pheasants Forever (8%).

Perceptions of Conservation Organizations

Ducks Unlimited Canada garners the highest performance ratings in terms of their conservation work, with the great majority (82%) of those aware of the organization providing good (4,5,6,7) ratings, including more than half (52%) who provide very good (6,7) ratings.

Two thirds (67%) of respondents aware of the Alberta Hunter Education Instructors Association believe it is doing well (4,5,6,7 ratings) in terms of its conservation work, with almost four-in-ten (37%) providing top-box (6,7) ratings. Two-thirds (67%) of those aware believe that the World Wildlife Federation is doing well (4,5,6,7 ratings) in terms of its conservation work, with equal proportions providing moderate (4,5) and top-box (6,7) ratings.

Half to two-thirds (a range of 49% to 65%) 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 (65%);
- ✓ Foundation for North American Wild Sheep (64%);
- ✓ Alberta Fish and Game Association (62%);
- ✓ **Alberta Conservation Association (61%);**
- ✓ Trout Unlimited Canada (57%); and
- ✓ Federation of Alberta Naturalists (49%).

Forty-three percent (43%) provide good (4,5,6,7) ratings for Alberta Trappers Association, with fifteen percent (15%) providing very good (6,7) ratings. Forty-two percent (42%) provide good (4,5,6,7) ratings for Alberta Professional Outfitters Society, with one-in-ten providing very good (6,7) ratings (11%).

Perceptions of Biggest Conservation Issues

When given a choice of four wildlife conservation issues and asked to pick one which they believe is the biggest issue in Alberta at this time, Albertans most frequently select loss of native wildlife habitat (60%), followed by wildlife diseases (11%), over hunting (11%) and lack of wildlife research (9%).

When given a choice of four fish conservation issues and asked to pick one which they believe is the biggest issue in Alberta at this time, over half (56%) 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 (18%), over fishing (10%) and lack of fisheries research (7%).

Support for Outdoor Activities

Eight-in-ten or more Albertans support (4,5,6,7 ratings), with approximately half or more strongly supporting (6,7 ratings), the following outdoor activities:

- ✓ Hiking (93% support, including 76% strongly support),
- ✓ Nature photography (89% support, including 73% strongly support),
- ✓ Canoeing (88% support, including 67% strongly support),
- ✓ Bird watching (86% support, including 65% strongly support),
- ✓ Horseback riding (85% support, including 58% strongly support),
- ✓ Berry picking (85% support, including 57% strongly support),
- ✓ Dog walking (85% support, including 64% strongly support), and
- ✓ Catch & release fishing (82% support, including 55% strongly support).

Three-in-ten or fewer Albertans strongly support (6,7 ratings) the following outdoor activities:

- ✓ Catch & keep fishing (70% support, including 29% strongly support),
- ✓ Plant collection (66% support, including 29% strongly support),
- ✓ Motorized watercraft use (65% support, including 27% strongly support),
- ✓ Game bird hunting (52% support, including 24% strongly support),
- ✓ Big game hunting (50% support, including 25% strongly support),
- ✓ Off-highway vehicle use (49% support, including 19% strongly support), and
- ✓ Trapping (42% support, including 16% strongly support).

Participation in Outdoor Activities

Almost three-quarters (72%) of respondents indicate participating in hiking in the past 12 months, followed by nature photography (52%), bird watching (47%), berry picking (45%), fishing (33%), canoeing (25%), plant collection (14%), hunting (13%), and trapping (1%).

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. Respondents most frequently mention loss or change of interest (34%) as the number one reason for not participating in hunting in the past 12 months, followed by lack of time (21%), that they do not believe in or like or support hunting (14%), age (12%), regulations (6%), they no longer own guns or don't have or like guns (6%), health (4%), no or expired license or struggle to get license (4%), and issues with accessibility to the location (4%).

Albertans most frequently mention lack of time (35%) as the number one reason for not participating in fishing in the past 12 months, followed by loss of interest (27%), age (7%), no equipment/boat (5%), issues with location or accessibility (5%), health (4%) and regulations (4%).

Options to Improve Hunting/Fishing Experience

Almost seven-in-ten (69%) Alberta hunters and fishers provide likely (4,5,6,7) ratings including approximately four-in-ten (43%) very likely (6,7 rating) to have better hunting/fishing experience if provided with more opportunities near their home, followed by more areas with reduced vehicle access (63% likely, including 24% very likely), lower cost licenses or tags (58% likely, including 32% very likely), longer seasons (57% likely, including 30% very likely) and higher bag limits (40% likely, including 15% very likely).

1 BACKGROUND

In October 2011, Leger Marketing Alberta was contracted to conduct telephone interviews with residents across Alberta to assess perceptions of various conservation issues affecting the province. This study follows similar studies which were conducted in May 2008 and September 2009. A total of 1,202 telephone interviews were completed with Albertans within four geographic regions, including the Edmonton CMA, the Calgary CMA, northern rural Alberta, and 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

2.1 SAMPLING PLAN

A total of 1,202 telephone interviews were completed between September 28th and October 8th, 2011 with randomly selected Albertans within four geographic regions, including:

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

2.2 QUESTIONNAIRE DESIGN

The version of the questionnaire used for this study has been slightly refined. Leger Marketing worked in conjunction with the Alberta Conservation Association to create the original questionnaire in May 2008 as well as make revisions to the 2011 questionnaire. Changes are as follows:

- ✓ The specification of activities occurring on provincial crown land or lakes/streams was removed from questions 4 & 7, and
- ✓ The activity of “botanical collection” is now referred to as “plant collection” in questions 4 and 7.

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 2010 estimates provided by Statistics Canada.

2.4 ANALYSIS OVER TIME

Studies on this topic have been conducted for Alberta Conservation Association by Leger Marketing on three occasions (May 2008, September 2009, and October 2011). Using the combined data, meaningful differences in responses over time are highlighted throughout this report.

The study conducted in September of 2009 was a smaller scale Omnibus study conducted with Albertans in all regions of the province. It consisted of three questions, which represent a subset of the larger surveys:

- ✓ Question 1: measuring the unaided awareness of various active conservation organizations in Alberta,
- ✓ Question 2: measuring the aided awareness of the Alberta Conservation Association, and
- ✓ Question 4: measuring the support for four outdoor activities (catch and release fishing, catch and keep fishing, game bird hunting, and big game hunting).

2.5 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 1,202, are accurate to within ± 2.8 percentage points, 19 times out of 20.

Regional results, at a sample size of 300-301 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 C.

2.6 INTERPRETATION OF SCALES

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

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

For the purpose of analysis and discussion the various numerical ratings have been 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 ORGANIZATIONS

3.1 AWARENESS OF ACTIVE CONSERVATION ORGANIZATIONS 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.

One-quarter (25%) recall Ducks Unlimited Canada. Eight percent (8%) of respondents mention Greenpeace and six percent (6%) mention the World Wildlife Fund. Other organizations are mentioned by 3% or fewer respondents.

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

More than half (58%) 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>	May 2008 (n=1,200)	Sept 2009 (n=900)	Oct 2011 (n=1,202)
Aware of Any	50%	47%	42%
Ducks Unlimited Canada (DUC)	28%	27%	25%
Greenpeace	16%	9%	8%
World Wildlife Fund (WWF)	9%	10%	6%
Alberta Fish and Game Association (AFGA)	4%	4%	3%
Alberta Conservation Association (ACA)	2%	1%	2%
Alberta Fish and Wildlife	-	3%	1%
Parks Canada	-	1%	1%
Canadian Wildlife / Conservation / Federation / Fund	1%	-	1%
Nature Conservancy of Canada (NCC)	1%	1%	1%
Trout Unlimited Canada (TUC)	2%	1%	1%
Sierra Club / Foundation	5%	2%	1%
Alberta Hunter Education Instructors Association (AHEIA)	-	*	1%
Pembina Institute	2%	-	1%
Pheasants Forever (PF)	-	*	1%
Wild Elk Federation (WEF)	-	1%	1%
Foundation for North American Wild Sheep (FNAWS)	-	-	1%
Wilmore Wilderness Society (WWS)	-	*	1%
Other	16%	23%	8%
None/Don't know	50%	53%	58%

*Less than 1% of respondents

Changes Over Time

Although unaided awareness of the Alberta Conservation Association (ACA) has remained consistent over time, unaided awareness of active conservation organizations in Alberta has decreased over time (42% Oct 2011, 47% Sept 2009, 50% May 2008).

Sub-segment Analysis

Region

While unaided awareness of Ducks Unlimited Canada is the highest of all the active conservation organizations that operate in Alberta among all respondents, it is particularly high among respondents from the rural south of Alberta (35% vs. 27% in Edmonton, 21% in Calgary, and 23% in the rural north). Rural southern respondents also demonstrate a higher unaided awareness of Fish and Wildlife than other regions (8% vs. 0% in Edmonton, 1% in Calgary, and 2% in the rural North). On the other hand, unaided awareness of Greenpeace is lowest among respondents from the rural south of Alberta when compared with other regions (2% vs. 11% in Edmonton, 7% in Calgary, and 6% in the rural north).

Gender

A higher proportion of male (48%) than female (35%) respondents can name active conservation organizations that operate in Alberta. In particular, a higher proportion of males than females mention Ducks Unlimited Canada (DUC) on an unaided basis (29% males vs. 21% females).

Age

While unaided awareness of Ducks Unlimited Canada is the highest of all the active conservation organizations that operate in Alberta among all respondents, it is particularly high among younger and middle-aged respondents (aged 26 to 64) when compared with older Albertans (29% 26-35 years, 28% 36-50 years, 31% 51-64 years vs. 14% 65+ years). A lower proportion of those aged 65 years or older (31%) can name any active conservation organizations operating in Alberta when unaided than 26 to 64 years olds (42% 26-35 years, 45% 36-50 years, 48% 51-64 years).

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 (88%) 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 (45%) when aided.

Aided awareness is highest for Alberta Fish and Game Association (80%), slightly less than twice the proportion of awareness of the next highest organization (ACA at 45%).

A range of 22% to 30% of respondents are aware, on an aided basis, of:

- ✓ Trout Unlimited Canada (30%);
- ✓ Alberta Hunter Education Instructors Association (31%);
- ✓ Alberta Trappers Association (29%);
- ✓ Alberta Professional Outfitters Society (22%).

Fewer respondents are aware of the Federation of Alberta Naturalists (14%), the Foundation for North American Wild Sheep (8%) and Pheasants Forever (8%).

Twelve percent (12%) 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>	May 2008 (n=1,200)	Sept 2009 (n=900)	Oct 2011 (n=1,202)
Aware of Any	92%	-	88%
Alberta Fish and Game Association (AFGA)	85%	-	80%
Alberta Conservation Association (ACA)	41%	25%	45%
Trout Unlimited Canada (TUC)	32%	-	30%
Alberta Hunter Education Instructors Association (AHEIA)	29%	-	31%
Alberta Trappers Association (ATA)	29%	-	29%
Alberta Professional Outfitters Society (APOS)	24%	-	22%
Federation of Alberta Naturalists (FAN)	17%	-	14%
Foundation for North American Wild Sheep (FNAWS)	8%	-	8%
Pheasants Forever (PF)	5%	-	8%
Not Aware of Any	9%	-	12%

Changes Over Time

Aided awareness of active conservation organizations in Alberta has decreased since May 2008 (88% in October 2011, 92% in May 2008). While aided awareness of the Alberta Conservation Association has increased since September 2009, it remains consistent with the results of May 2008 (45% in October 2011, 25% in September 2009, 41% in May 2008).

Sub-segment Analysis

Region

Aided awareness of all active conservation organizations mentioned is higher among rural respondents compared to urban respondents with the exclusion of the Federation of Alberta Naturalists (FAN) and Trout Unlimited Canada (TUC). Notably, a higher proportion of rural (51%) than urban (43%) respondents are aware of the Alberta Conservation Association when aided.

Respondents in the rural south of Alberta had higher awareness of the Alberta Trappers Association (ATA) (48%) and the Foundation for North American Wild Sheep (FNAWS) (18%) when compared those in the rural north (25% ATA, 9% FNAWS).

Although aided awareness is highest for Alberta Fish and Game Association among all regions, it is lower for Calgary respondents when compared to the other regions (71% vs. 83% in Edmonton, 88% in the rural north, 93% in the rural south).

There is higher awareness for Trout Unlimited Canada (TUC) in the southern regions of Alberta when compared with the northern (37% Calgary, 39% in the rural south vs. 22% Edmonton, 22% in the rural north).

Age

When aided, a higher proportion of those respondents aged 36 years of age or older are aware of active conservation organizations that operate in Alberta than respondents aged 26 to 35 (89% 36-50 years, 95% 51-64 years, 93% 65 years or older vs. 79% 26-35 years).

When aided, older Albertans (aged 51 and older) have a higher awareness than younger Albertans of the following Alberta conservation organizations:

- Alberta Fish and Game Association (AFGA) (90% 51-64 years, 92% 65+ years vs. 68% 18-25 years, 70% 26-35 years, 81% 36-50 years),
- Alberta Professional Outfitters Society (APOS) (35% 51-64 years, 34% 65+ years vs. 11% 18-25 years, 11% 26-35 years, 20% 36-50 years), and
- the Federation of Alberta Naturalists (FAN) (21% 51-64 years, 22% 65+ years vs. 7% 18-25 years, 6% 26-35 years, 13% 36-50 years).

Aided awareness of Trout Unlimited Canada (TUC) is higher among Albertans aged 51 to 64 (40%) and lower among Albertans aged 18 to 25 (17%).

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 (82%) of those who have heard of them providing good (4,5,6,7) ratings, including more than half (52%) who provide very good (6,7) ratings.

Two thirds (67%) of respondents aware of the Alberta Hunter Education Instructors Association believe it is doing well (4,5,6,7 ratings) in terms of its conservation work, with almost four-in-ten (37%) providing top-box (6,7) ratings. Two-thirds (67%) of those aware believe that the World Wildlife Federation is doing well (4,5,6,7 ratings) in terms of its conservation work, with equal proportions providing moderate (4,5) and top-box (6,7) ratings.

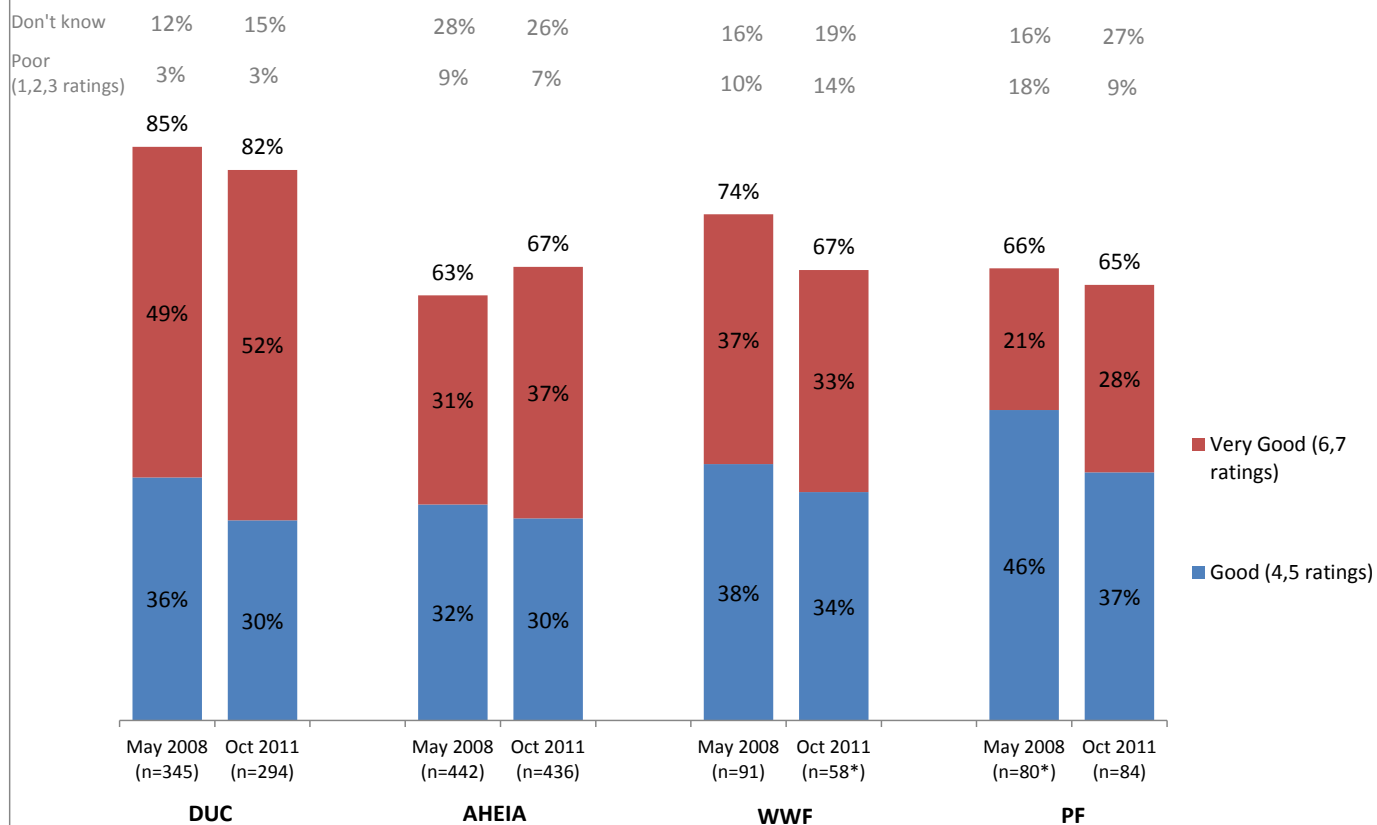
Half to two-thirds (a range of 49% to 65%) of respondents aware of the following organizations provide good (4,5,6,7) ratings, with responses tending towards more moderate (4,5) than top-box (6,7) ratings, on the conservation work of:

- ✓ Pheasants Forever (65%);
- ✓ Foundation for North American Wild Sheep (64%);
- ✓ Alberta Fish and Game Association (62%);
- ✓ **Alberta Conservation Association (61%);**
- ✓ Trout Unlimited Canada (57%); and
- ✓ Federation of Alberta Naturalists (49%).

Forty-three percent (43%) provide good (4,5,6,7) ratings for Alberta Trappers Association, with fifteen percent (15%) providing very good (6,7) ratings. Forty-two percent (42%) provide good (4,5,6,7) ratings for Alberta Professional Outfitters Society, with one-in-ten providing very good (6,7) ratings (11%).

Fig. 1: Perceptions of Quality of Conservation Work among Conservation Organizations Active in Alberta (Q.3)

(Scale: 1=Poor, 4=Good, 7=Excellent)



*Caution when interpreting data due to small sample

Fig. 1: Perceptions of Quality of Conservation Work among Conservation Organizations Active in Alberta (Q.3) Cont'd
(Scale: 1=Poor, 4=Good, 7=Excellent)

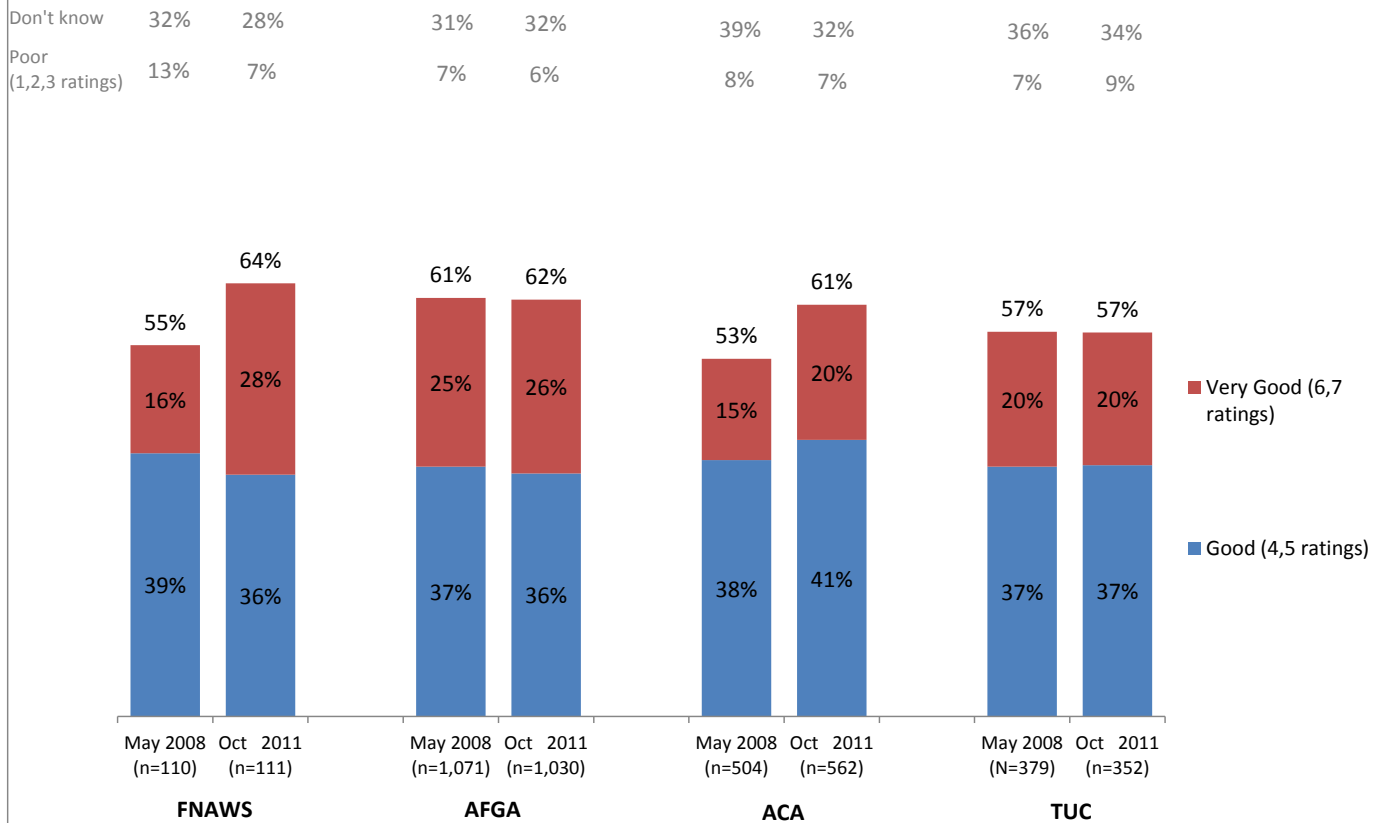
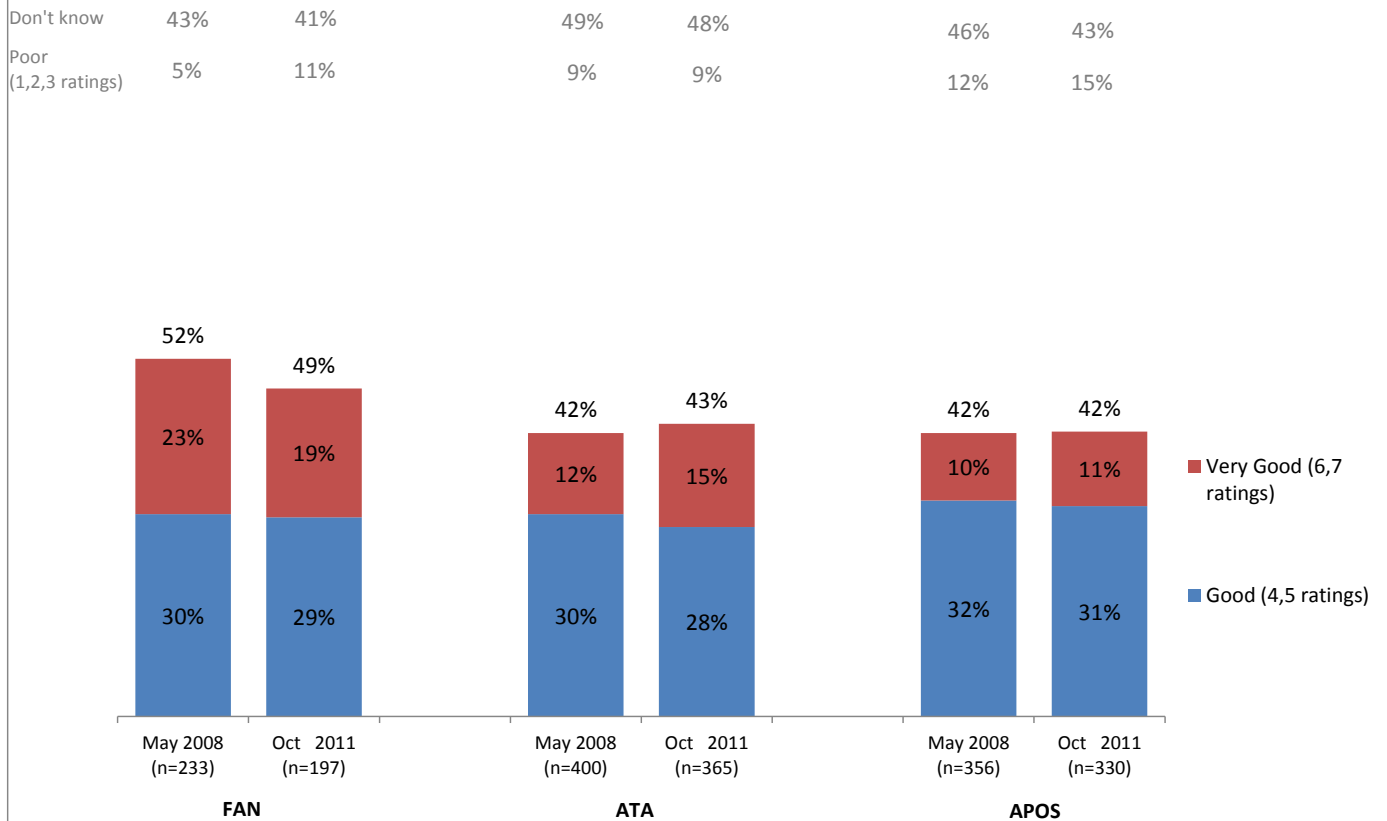


Fig. 1: Perceptions of Quality of Conservation Work among Conservation Organizations Active in Alberta (Q.3) Cont'd
(Scale: 1=Poor, 4=Good, 7=Excellent)



Changes Over Time

A higher proportion of Albertans aware of the Alberta Conservation Association provided good (4,5,6,7) and very good (6,7) ratings of the organization in October 2011 (61% good, 20% very good) when compared with May 2008 (53% good, 15% very good).

Sub-segment Analysis

Region

Rural respondents tend to provide higher proportions of good (4,5,6,7) and/or very good (6,7) ratings in terms of conservation work done by active conservation organizations in Alberta, when compared with urban respondents. Specifically, ratings are higher in rural areas for:

- Alberta Conservation Association (rural: 27% very good vs. urban: 17% very good),
- Alberta Fish and Game Association (rural: 68% good, 36% very good vs. urban: 60% good, 22% very good),
- Alberta Trappers Association (rural: 56% good, 23% very good vs. urban: 37% good, 12% very good), and
- Trout Unlimited Canada (rural: 68% good vs. urban: 53% good).

A higher proportion of respondents in the rural south of Alberta aware of Pheasants Forever provide very good (6,7) ratings in terms of the conservation work done by the organization when compared with respondents from Calgary and the rural north of Alberta (61% in the rural south vs. 16% in Calgary, 10% in the rural north).

A higher proportion of Edmontonians than Calgarians who are aware of Ducks Unlimited Canada Forever provide good (4,5,6,7) and very good (6,7) ratings in terms of the conservation work done by the organization (Edmonton: 90% good, 60% very good vs. Calgary: 70% good, 39% very good).

Gender

Male respondents tend to provide higher proportions of good (4,5,6,7) and/or very good (6,7) ratings in terms of conservation work done by active conservation organizations in Alberta, when compared with female respondents. Specifically, ratings are higher for:

- Alberta Fish and Game Association (males: 70% good vs. females: 53% good),
- Alberta Trappers Association (males: 51% good, 19% very good vs. females: 32% good, 9% very good), and
- Ducks Unlimited Canada (males: 88% good, 59% very good vs. females: 72% good, 41% very good).

On the other hand, a lower proportion of male than female respondents aware of the World Wildlife Fund provide very good (6,7) ratings in terms of the conservation work done by the organization (14% males vs. 64% females).

Age

ACA

Among respondents aware of the Alberta Conservation Association, a higher proportion of respondents aged 36 to 64 years (66%) gave the organization good ratings in terms of its conservation work (4,5,6,7) when compared with those respondents aged 65 years or older (51%).

AFGA

Among respondents aware of the Alberta Fish and Game Association, a higher proportion of respondents aged 51 years of older believe it is doing very well (6,7 ratings) in terms of its conservation work when compared with younger Albertans (aged 26-35) (29% 51-64 years, 36% 65+ years vs. 24% 26-35 years).

FNAWS

Among respondents aware of the Foundation for North American Wild Sheep, a higher proportion of respondents aged 36-50 believe it is doing very well (6,7 ratings) in terms of its conservation work when compared with Albertans aged 26 to 35 and 65 years or older (47% 36-50 years vs. 6% 26-35 years, 15% 65+ years).

TUC

Among respondents aware of Trout Unlimited Canada, a higher proportion of younger respondents (aged 18-25) believe it is doing well (4,5,6,7 ratings) in terms of its conservation work when compared with middle-aged and older Albertans (aged 26 or older) (87% 18-25 years vs. 46% 26-35 years, 61% 36-50 years, 55% 51-64 years, 52% 65+ years).

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 by a considerable margin is loss of native wildlife habitat (60%), followed by wildlife diseases (11%), over hunting (11%) and lack of wildlife research (9%). Nine percent (9%) of respondents are not aware of any current wildlife conservation issues in Alberta.

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

<i>All respondents</i>	May 2008 (n=1,200)	Oct 2011 (n=1,202)
Loss of native wildlife habitat	59%	60%
Wildlife diseases	16%	11%
Over hunting	11%	11%
Lack of wildlife research	8%	9%
Don't know	7%	9%

Changes Over Time

Fewer respondents think that wildlife diseases are the biggest issue currently affecting wildlife conservation in Alberta when compared with May 2008 (11% October 2011 vs. 16% May 2008).

Sub-segment Analysis

Region

While loss of native wildlife habitat is considered the biggest issue with respect to wildlife conservation in Alberta to the majority Albertans, a higher proportion of urban respondents think this when compared with rural respondents (62% urban vs. 53% rural). On the other hand, a higher proportion of rural respondents feel that wildlife diseases are the biggest issue when compared with urban respondents (16% rural vs. 10% urban).

A higher proportion of respondents in the rural north of Alberta and Calgary believe that over hunting is the biggest issue with respect to wildlife conservation in Alberta when compared with respondents in the rural south of Alberta (16% in rural north, 12% in Calgary vs. 5% in rural south).

Gender

A higher proportion of males than females believe that wildlife diseases are the biggest issue with respect to wildlife conservation in Alberta (15% males vs. 8% females).

Age

While loss of native wildlife habitat is considered the biggest issue with respect to wildlife conservation in Alberta to the majority Albertans, a lower proportion of older respondents (aged 65 or older) think this when compared younger and middle-aged respondents (44% 65+ years vs. 64% 18-25 years, 64% 26-35 years, 61% 36-50 years, 63% 51-64 years).

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. Over half (56%) 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 (18%), overfishing (10%) and lack of fisheries research (7%). Nine percent (9%) of respondents are not aware of any current fish conservation issues in Alberta.

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

<i>All respondents</i>	May 2008 (n=1,200)	Oct 2011 (n=1,202)
Pollution of lakes and rivers	65%	56%
Reduced stream flows due to over allocation of water	17%	18%
Over fishing	8%	10%
Lack of fisheries research	6%	7%
Don't know	5%	9%

Changes Over Time

A lower proportion of respondents think that the pollution of lakes and rivers is currently the biggest issue affecting fish conservation in Alberta than in May 2008 (56% in October 2011 vs. 65% in May 2008).

Sub-segment Analysis

Region

A higher proportion of Edmontonians think that reduced stream flows due to over allocation of water is the biggest issue with respect to fish conservation in Alberta when compared with respondents in the rural north (21% Edmonton vs. 12% in rural north).

A higher proportion of respondents in Calgary and the rural north think that lack of fisheries research is the biggest issue with respect to fish conservation in Alberta when compared to respondents from Edmonton (10% Calgary, 11% in rural north vs. 3% Edmonton).

Gender

While pollution of lakes and rivers is considered the biggest issue with respect to fish conservation in Alberta to the majority Albertans, a higher proportion of females think this when compared with male respondents (63% females vs. 50% males).

On the other hand, a higher proportion of males think that reduced stream flows due to over allocation of water is the biggest issue with respect to fish conservation in Alberta when compared with female respondents (23% males vs. 13% females). Similarly, a higher proportion of male than female respondents think that lack of fisheries research is the biggest issue with respect to fish conservation in Alberta (10% males vs. 5% females).

Age

A higher proportion of middle-aged Albertans (aged 36-64) think that reduced stream flows due to over allocation of water is the biggest issue with respect to fish conservation in Alberta when compared with other age groups (21% 36-50 years, 24% 51-64 years vs. 9% 18-25 years, 14% 65+ years).

5 OUTDOOR ACTIVITIES IN ALBERTA

5.1 SUPPORT FOR OUTDOOR ACTIVITIES IN ALBERTA

Respondents were given a list of possible outdoor activities and asked to rate their level of support for each of those activities.

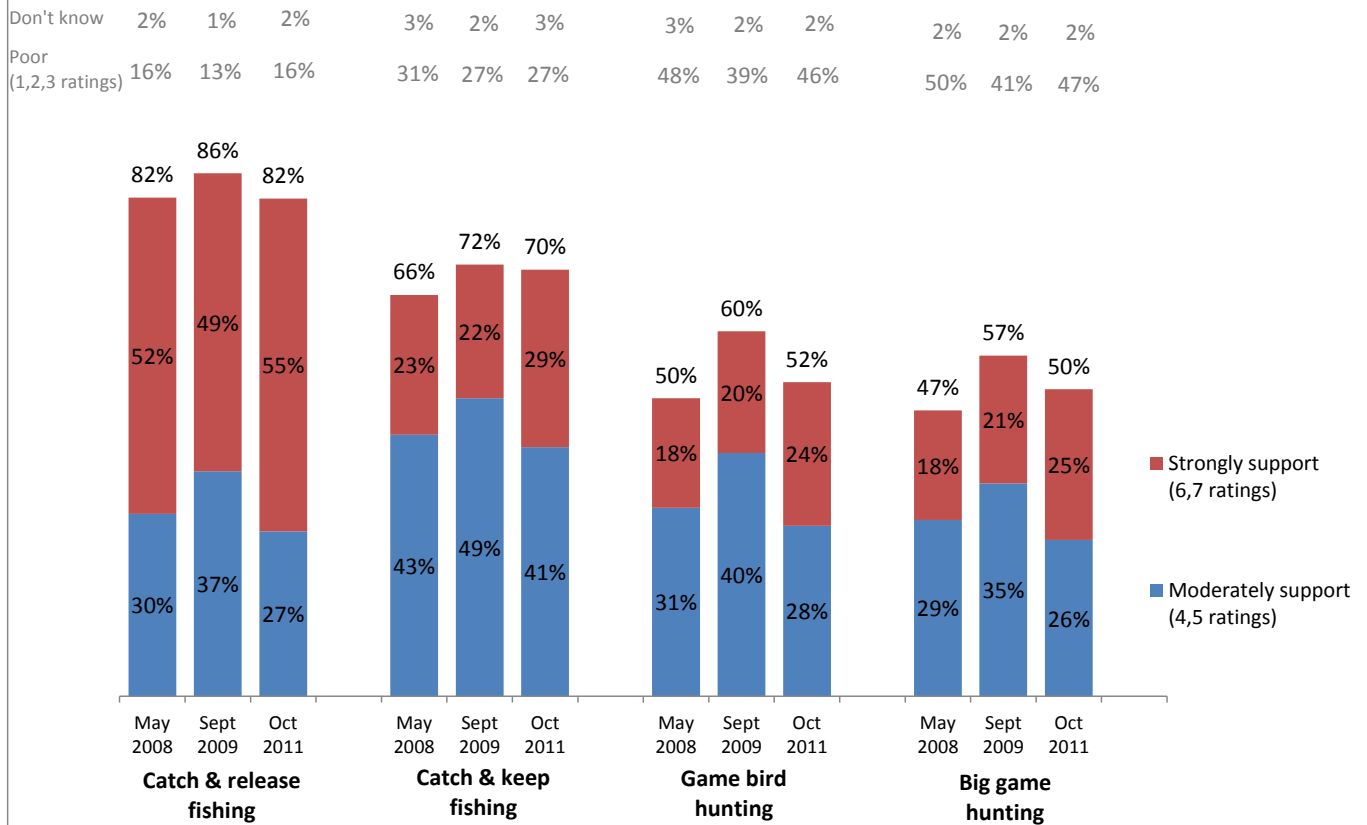
Eight-in-ten or more Albertans support (4,5,6,7 ratings), with approximately half or more strongly supporting (6,7 ratings), the following outdoor activities:

- ✓ Hiking (93% support, including 76% strongly support),
- ✓ Nature photography (89% support, including 73% strongly support),
- ✓ Canoeing (88% support, including 67% strongly support),
- ✓ Bird watching (86% support, including 65% strongly support),
- ✓ Horseback riding (85% support, including 58% strongly support),
- ✓ Berry picking (85% support, including 57% strongly support),
- ✓ Dog walking (85% support, including 64% strongly support), and
- ✓ Catch & release fishing (82% support, including 55% strongly support).

Three-in-ten or fewer Albertans strongly support (6,7 ratings) the following outdoor activities:

- ✓ Catch & keep fishing (70% support, including 29% strongly support),
- ✓ Plant collection (66% support, including 29% strongly support),
- ✓ Motorized watercraft use (65% support, including 27% strongly support),
- ✓ Game bird hunting (52% support, including 24% strongly support),
- ✓ Big game hunting (50% support, including 25% strongly support),
- ✓ Off-highway vehicle use (49% support, including 19% strongly support), and
- ✓ Trapping (42% support, including 16% strongly support).

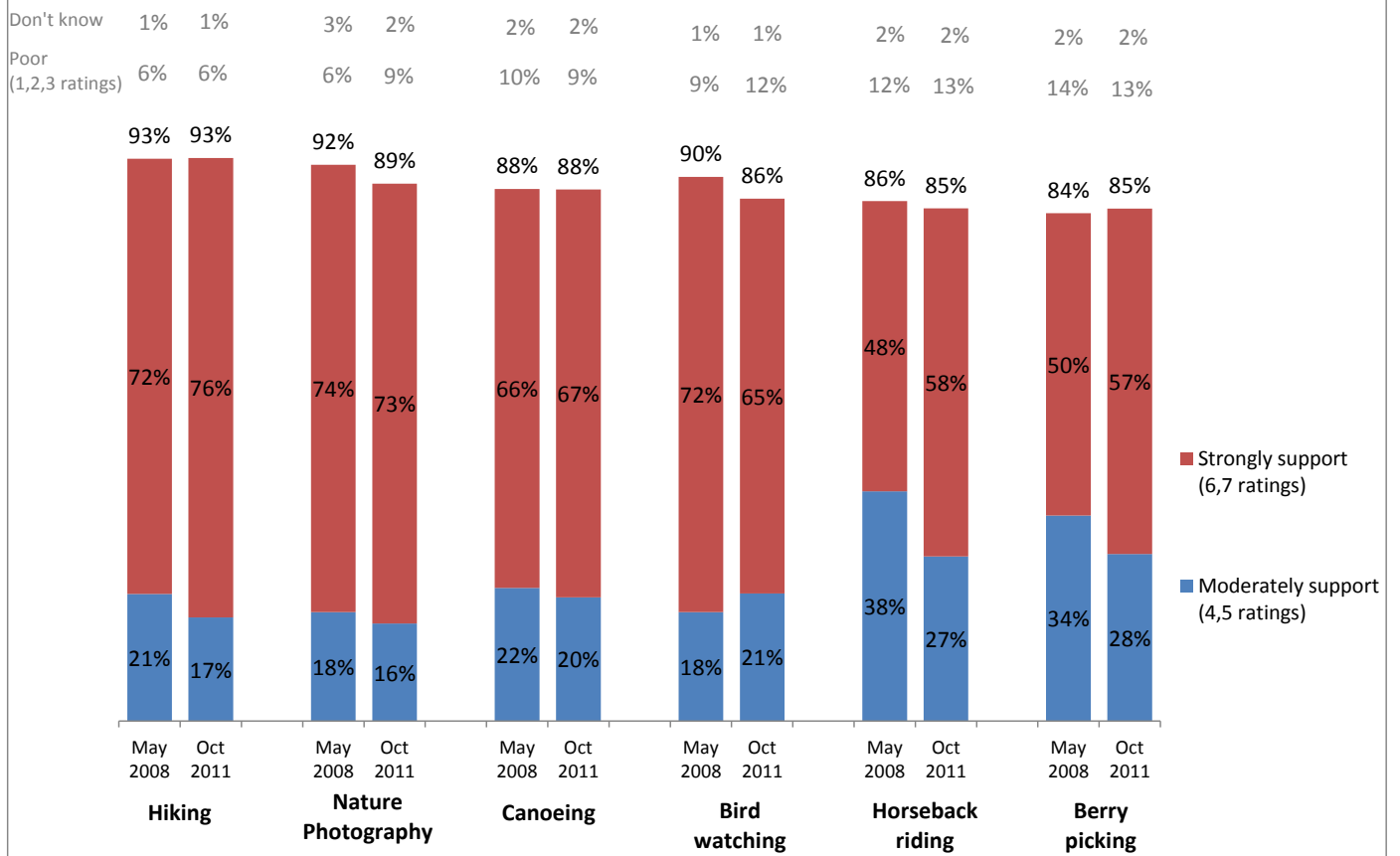
Fig. 2: Level of Support for Activities (Q.4)
(Scale: 1=Do not support, 4=Support, 7=Completely support)



Base: May 2008 (n=1,200), Sept 2009 (n=900), Oct 2011 (n=1,202)

Fig. 2: Level of Support for Activities (Q.4) Cont'd

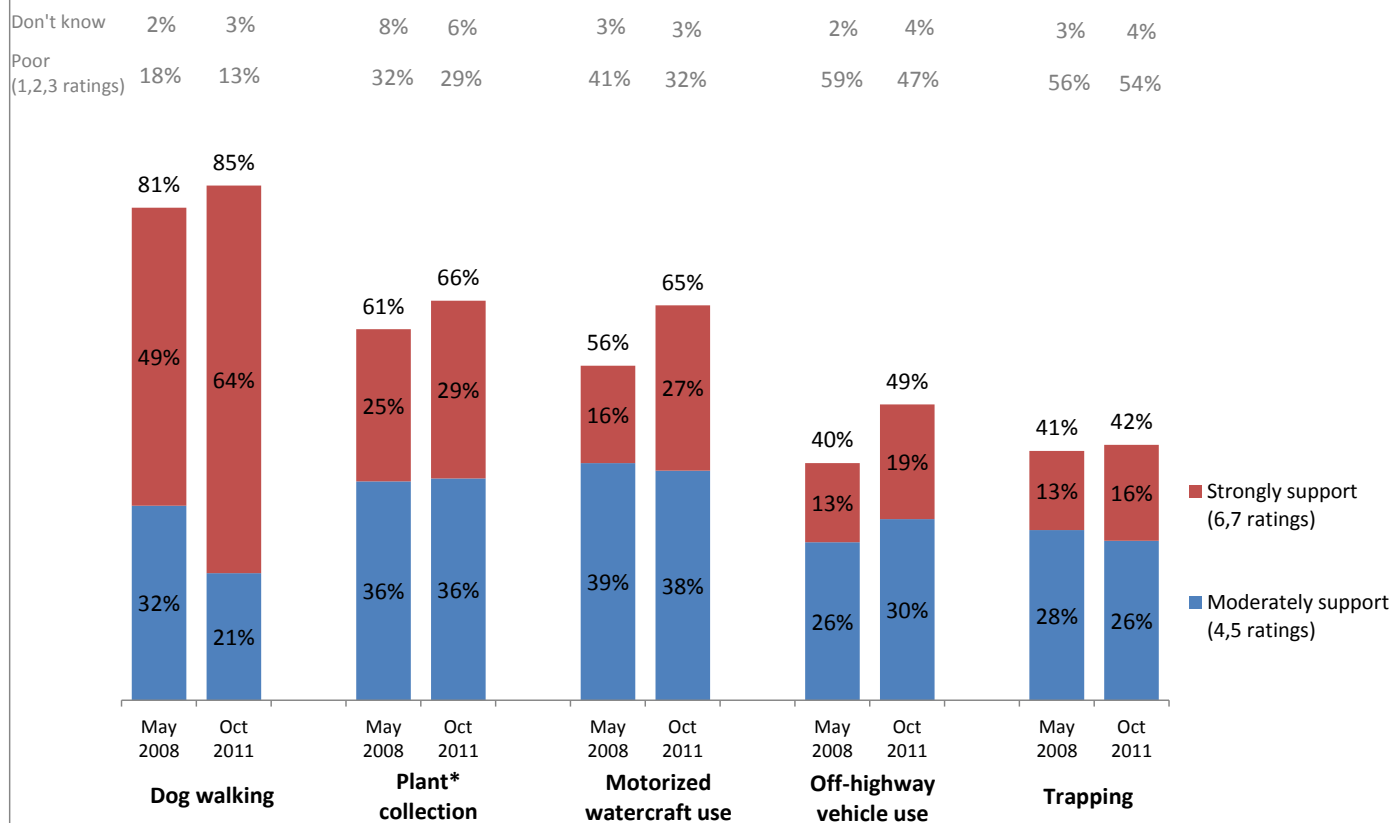
(Scale: 1=Do not support, 4=Support, 7=Completely support)



Base: May 2008 (n=1,200), Oct 2011 (n=1,202)

Fig. 2: Level of Support for Activities (Q.4) Cont'd

(Scale: 1=Do not support, 4=Support, 7=Completely support)



Base: May 2008 (n=1,200), Oct 2011 (n=1,202)

*Wording change from 2008 survey in which it was “Botanical” collection

Changes Over Time

Catch and release fishing, catch and keep fishing, game bird hunting, and big game hunting are the only activities for which support was measured in 2009.

Catch and release fishing

An increased proportion of respondents supported (4,5,6,7 ratings) catch and release fishing in September 2009 (86%) when compared with May 2008 (82%). However, in October 2011 support for this activity has fallen back to what it was in May 2008 (82%).

Catch and keep fishing

An increased proportion of respondents supported (4,5,6,7 ratings) catch and keep fishing in September 2009 (72%) when compared with May 2008 (66%). In October 2011, support for this activity remains high (70%), while strong support (6,7 ratings) has risen since September 2009 (29% strongly support in October 2011 vs. 22% strongly support in September 2009).

Game bird hunting

An increased proportion of respondents supported (4,5,6,7 ratings) game bird hunting in September 2009 (60%) when compared with May 2008 (50%). While support for this activity in 2011 (52%) has fallen back to almost what it was in May 2008 (50%), strong support has risen (24% strongly support in October 2011 vs. 18% strongly support in May 2008 and 20% strongly support in September 2009).

Big game hunting

An increased proportion of respondents supported (4,5,6,7 ratings) big game hunting in September 2009 (57%) when compared with May 2008 (47%). While support for this activity in 2011 (50%) has fallen back to almost what it was in May 2008 (47%), strong support has risen (25% strongly support in October 2011 vs. 18% strongly support in May 2008 and 21% strongly support in September 2009).

A higher proportion of respondents both support (4,5,6,7 ratings) and strongly support (5,6 ratings) the following activities than did in May 2008:

- ✓ Dog walking (85% support, including 64% strongly support in October 2011 vs. 81% support, including 49% strongly support in May 2008),
- ✓ Plant collection (66% support, including 29% strongly support in October 2011 vs. 61% support, including 25% strongly support in May 2008),
- ✓ Motorized watercraft use (65% support, including 27% strongly support in October 2011 vs. 56% support including 16% strongly support in May 2008), and
- ✓ Off-highway vehicle use (49% support, including 19% strongly support in October 2011 vs. 40% support, including 13% strongly support in May 2008).

Although support (4,5,6,7 ratings) for the following activities did not increase among respondents since May 2008, strong support (6,7 ratings) did increase for:

- ✓ Hiking (76% strongly support in October 2011, vs. 72% strongly support in May 2008),
- ✓ Horseback riding (58% strongly support in October 2011 vs. 48% strongly support in May 2008), and
- ✓ Berry picking (57% strongly support in October 2011 vs. 50% strongly support in May 2008).

Support (4,5,6,7 ratings) and strong support (6,7 ratings) among respondents for the following activities is consistent with May 2008 results:

- ✓ Nature photography,
- ✓ Canoeing, and
- ✓ Trapping.

Although support (4,5,6,7 ratings) for bird watching remains consistent among respondents since May 2008, strong support (6,7 ratings) has decreased (65% strongly support in October 2011 vs. 72% strongly support in May 2008).

Sub-segment Analysis

Region

Rural respondents tend to have more support (4,5,6,7 ratings) and/or strong support good (6,7) for activities that have to do with hunting or fishing related activities than do urban respondents. Specifically ratings are higher for:

- Catch and keep fishing (rural: 79% supportive, 42% very supportive vs. urban: 67% supportive, 25% very supportive),
- Trapping (rural: 57% supportive, 25% very supportive vs. urban: 37% supportive, 13% very supportive),
- Motorized watercraft use (rural: 71% supportive, 34% very supportive vs. urban: 63% supportive, 25% very supportive),
- Game bird hunting (rural: 67% supportive, 34% very supportive vs. urban: 47% supportive, 20% very supportive),
- Big game hunting (rural: 73% supportive, 42% very supportive vs. urban: 43% supportive, 19% very supportive), and
- Off-highway vehicle use (rural: 61% supportive, 30% very supportive vs. urban: 45% supportive, 15% very supportive).

On the other hand rural respondents tend to have less support (4,5,6,7 ratings) and/or strong support good (6,7) for other activities not related to hunting or fishing than do urban respondents. Specifically ratings are lower for:

- Hiking (rural: 70% very supportive vs. urban: 78% very supportive),
- Bird watching (rural: 60% very supportive vs. urban: 67% very supportive),
- Canoeing (rural: 61% very supportive vs. urban: 70% very supportive), and
- Dog walking (rural: 80% supportive, 57% very supportive vs. urban: 86% supportive, 66% very supportive).

A higher proportion of northern Albertans (Edmontonians and Albertans in the rural north) are supportive (4,5,6,7 ratings) of plant collection in Alberta than southern Albertans (Calgarians and Albertans in the rural south) (72% Edmonton, 72% in rural north vs. 58% Calgary, 65% in rural south). There is the least strong support (6,7 ratings) for plant collection in Alberta among Calgarians when compared with other regions (19% Calgary vs. 38% Edmonton, 33% in rural north, 31% in rural south).

Gender

Male respondents tend to have more support (4,5,6,7 ratings) and/or strong support (6,7) for activities that have to do with hunting/fishing related activities than do females. Specifically, ratings are higher for:

- Catch and release fishing (males: 59% very supportive vs. females: 50% very supportive),
- Trapping (males: 50% supportive, 23% very supportive vs. females: 34% supportive, 9% very supportive),
- Motorized watercraft use (males: 30% very supportive vs. females: 24% very supportive),
- Game bird hunting (males: 59% supportive, 31% very supportive vs. females: 44% supportive, 16% very supportive),
- Big game hunting (males: 56% supportive, 31% very supportive vs. females: 45% supportive, 18% very supportive), and
- Off-highway vehicle use (males: 22% very supportive vs. females: 16% very supportive).

On the other hand, male respondents tend to have less support (4,5,6,7 ratings) and/or strong support good (6,7) for other activities not related to hunting or fishing than do females. Specifically, ratings are lower for:

- Bird watching (males: 82% supportive, 60% very supportive vs. females: 91% supportive, 71% very supportive),
- Nature photography (males: 86% supportive, 69% very supportive vs. females: 97% supportive, 76% very supportive),
- Horseback riding (males: 82% supportive, 52% very supportive vs. females: 88% supportive, 64% very supportive),
- Dog walking (males: 56% very supportive vs. females: 72% very supportive), and
- Berry picking (males: 81% supportive vs. females: 88% supportive).

Age

Catch and release fishing

A higher proportion of middle-aged respondents (36-64 years) are supportive (4,5,6,7 ratings) of catch and release fishing in Alberta when compared with younger respondents (26-35 years) (89% 36-50 years, 84% 51-64 years vs. 74% 26-35 years).

Hiking

A lower proportion of older Albertans (aged 65 or older) are very supportive (6,7 ratings) of hiking in Alberta when compared with Albertans of younger age groups (65% 65+ years vs. 82% 18-25 years, 76% 26-35 years, 77% 36-50 years, 77% 51-64 years).

Canoeing

A lower proportion of older Albertans (aged 65 or older) are supportive (4,5,6,7 ratings) and very supportive (6,7 ratings) of canoeing in Alberta when compared with Albertans of younger age groups (65+ years: 74% supportive, 46% very supportive vs. 18-25 years: 96% supportive, 75% very supportive, 26-35 years: 88% supportive, 72% very supportive, 36-50 years: 92% supportive, 73% very supportive, 51-64 years: 87% supportive, 65% very supportive).

Nature Photography

A higher proportion of younger Albertans (aged 18-25) are supportive (4,5,6,7 ratings) of nature photography in Alberta when compared with Albertans of older age groups (97% 18-25 years vs. 84% 26-35 years, 89% 36-50 years, 90% 51-64 years, 85% 65+ years).

Motorized watercraft use

A higher proportion of younger and middle-aged Albertans (aged 18-50) are supportive (4,5,6,7 ratings) and very supportive (6,7 ratings) of motorized watercraft use in Alberta when compared with older Albertans (51 years or older) (18-25 years: 79% supportive, 39% very supportive, 26-35 years: 66% supportive, 32% very supportive, 36-50 years: 68% supportive, 29% very supportive vs. 51-64 years: 58% supportive, 29% very supportive, 65+ years: 51% supportive, 19% very supportive).

Horseback riding

A higher proportion of middle-aged Albertans (aged 26-50) are supportive (4,5,6,7 ratings) of horseback riding in Alberta when compared with older Albertans (65 years or older) (86% 26-35 years, 87% 36-50 years vs. 78% 65+ years).

Dog walking

A higher proportion of younger and middle-aged Albertans (aged 18-25 and 36-64) are supportive (4,5,6,7 ratings) of dog walking in Alberta when compared with older Albertans (65 years or older) (91% 18-25 years, 87% 36-50 years, 84% 51-64 years vs. 76% 65+ years). Specifically, a higher proportion of younger Albertans (aged 18-25) are very supportive (6,7 ratings) of dog walking in Alberta when compared with Albertans of older age groups (80% 18-25 years vs. 61% 26-35 years, 64% 36-50 years, 61% 51-64 years, 52% 65+ years).

Off-highway vehicle use

A higher proportion of younger and middle-aged Albertans (aged 18-50) are supportive (4,5,6,7 ratings) of off-highway vehicle use in Alberta when compared with older Albertans (51 years or older) (59% 18-25 years, 57% 26-35 years, 52% 36-50 years vs. 40% 51-64 years, 30% 65+ years).

Plant collection

A higher proportion of younger and middle-aged Albertans (aged 18-25 and 36-50) are supportive (4,5,6,7 ratings) of plant collection in Alberta when compared with older Albertans (51 years or older) (79% 18-25 years, 69% 36-50 years vs. 58% 51-64 years, 59% 65+ years).

5.2 PARTICIPATION IN OUTDOOR ACTIVITIES

Respondents were given a list of potential outdoor activities in Alberta and asked to indicate whether in the past 12 months they have participated in any of those activities. Almost three-quarters (72%) of respondents indicate participating in hiking in the past 12 months, followed by nature photography (52%), bird watching (47%), berry picking (45%), fishing (33%), canoeing (25%), plant collection (14%), hunting (13%), and trapping (1%).

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

-Multiple Mentions-

<i>All respondents</i>	May 2008 (n=1,200)	Oct 2011 (n=1,202)
Hiking	65%	72%
Nature photography	42%	52%
Bird watching	39%	47%
Berry picking	22%	45%
Fishing	26%	33%
Canoeing	19%	25%
Plant* collection	5%	14%
Hunting	9%	13%
Trapping	2%	1%

*Wording change from 2008 survey in which it was “Botanical” collection

Changes Over Time

Self-reported participation in all of the various outdoor activities mentioned has increased since May 2008.

Sub-segment Analysis

Region

Rural respondents tend to have participated in more outdoor activities in the past 12 months than have urban respondents. Specifically, participation is higher for:

- Hunting (23% rural vs. 10% urban),
- Fishing (45% rural vs. 29% urban),
- Bird watching (58% rural vs. 43% urban),
- Trapping (3% rural vs. less than 1% urban), and
- Berry picking (60% rural vs. 41% urban).

Generally, respondents in the rural north have participated in more outdoor activities in the past 12 months than those in the rural south. Specifically, participation is higher for:

- Hunting (32% in rural north vs. 13% in rural south),
- Trapping (6% in rural north vs. less than 1% in rural south), and
- Berry picking (65% in rural north vs. 53% in rural south).

Gender

Male respondents tend to have participated in more outdoor activities in the past 12 months than have female respondents. Specifically, participation is higher for:

- Hunting (21% males vs. 6% females),
- Fishing (43% males vs. 22% females),
- Hiking (77% males vs. 67% females), and
- Canoeing (30% males vs. 21% females).

Age

Hunting

A higher proportion of middle aged respondents (26-50 years) have gone hunting in Alberta in the past 12 months than older Albertans (aged 65 or older) (14% 26-35 years, 15% 36-50 years vs. 7% 65+ years).

Fishing

A lower proportion of older Albertans (65 years or older) have gone fishing in Alberta in the past 12 months than Albertans in younger age groups (19% 65+ years vs. 47% 18-25 years, 36% 26-35 years, 33% 36-50 years, 28% 51-64 years).

Hiking

A lower proportion of older Albertans (65 years or older) have gone hiking in Alberta in the past 12 months than Albertans in younger age groups (43% 65+ years vs. 78% 18-25 years, 78% 26-35 years, 79% 36-50 years, 71% 51-64 years).

Bird Watching

A higher proportion of older Albertans (51 years or older) have gone bird watching in Alberta in the past 12 months than Albertans in younger age groups (59% 51-64 years, 53% 65+ years vs. 34% 18-25 years, 38% 26-35 years, 47% 36-50 years).

Canoeing

A lower proportion of older Albertans (65 years or older) have gone canoeing in Alberta in the past 12 months than Albertans in younger age groups (7% 65+ years vs. 46% 18-25 years, 23% 26-35 years, 30% 36-50 years, 20% 51-64 years).

Nature Photography

A lower proportion of older Albertans (65 years or older) have participated in nature photography in Alberta in the past 12 months than Albertans in younger age groups (37% 65+ years vs. 55% 26-35 years, 58% 36-50 years, 56% 51-64 years).

Berry picking

A higher proportion of middle-aged respondents (aged 36-64) have gone berry picking in the past 12 months than have Albertans in other age groups (49% 36-50 years, 50% 51-64 years vs. 38% 26-35 years, 39% 65+ years).

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=1,057) were asked whether they have ever participated in hunting in the past. Two-in-ten respondents (22%) not participating in hunting in the past 12 month indicate they have participated in 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 in Alberta</i>	May 2008 (n=1,069)	Oct 2011 (n=1,057)
Yes	22%	22%
No	78%	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 (34%) as the number one reason for not participating in hunting in the past 12 months, followed by lack of time (21%), that they do not believe in or like or support hunting (14%), age (12%), regulations (6%), they no longer own guns or don't have or like guns (6%), health (4%), no or expired license or struggle to get license (4%), and issues with accessibility to the location (4%).

All other reasons are mentioned by three percent (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 hunted in the past but have not hunted in the past 12 months in Alberta</i>	May 2008 (n=277)	Oct 2011 (n=255)
Lost interest / Change in interests / habits / lifestyle	29%	34%
Lack of time	18%	21%
Do not believe in / don't like / don't support hunting	6%	14%
Age (e.g. too old)	9%	12%
Regulations	4%	6%
No longer own guns / Don't have / like guns	3%	6%
Health	4%	4%
No license / Expired license / Struggle to get license	3%	4%
Accessibility to the location	2%	4%
Don't know where to go	3%	3%
Don't eat hunted meat / No use for hunted meat	2%	3%
Reduce opportunity to harvest	-	2%
Quit / Retired / Just don't do it anymore	5%	1%
Cost	3%	1%
Unsafe / Dangerous	2%	1%
Lack of training / Hard to get training	1%	1%
Rather watch the animals than kill them	1%	1%
Conservation concerns	-	1%
Don't like seeing animals killed / killing animals	3%	-
Other	17%	-
Don't know	5%	2%

Changes Over Time

Among Albertans, the incidence of participating in hunting in the past has not changed since May 2008. Reasons for not hunting in the last 12 months have not changed significantly since May 2008 among respondents who have hunted but not in the past 12 months.

Sub-segment Analysis

Region

Among respondents who have not hunted in the past 12 months, a higher proportion of rural than urban respondents have hunted in the past (33% rural vs. 19% urban).

Among respondents who have hunted but not in the past 12 months, a higher proportion of urban than rural respondents indicate that they have not hunted in the past 12 months because they have lost interest or their interest/lifestyle has changed (42% urban vs. 19% rural). A higher proportion of urban than rural respondents also indicate that they have not hunted in the past 12 months because they do not believe in or support hunting (17% urban vs. 7% rural).

Gender

Among respondents who have not hunted in the past 12 months, a higher proportion of males than females have hunted in the past (37% males vs. 10% females).

Among respondents who have hunted but not in the past 12 months, a higher proportion of males than females indicate that they have not hunted in the past 12 months due of lack of time (24% males vs. 11% females). On the other hand, a higher proportion of female than male respondents indicate that they have not hunted in the past 12 months because of age restrictions (e.g., too old) (8% male vs. 24% female), no license or difficulty obtaining a license (1% males vs. 12% females), or they don't eat hunted meat (1% males vs. 11% females).

Age

Among respondents who have not hunted in the past 12 months, a higher proportion of older respondents (51 years or older) have hunted in the past when compared with respondents in younger age groups (28% 51-64 years, 33% 65+ years vs. 11% 18-25 years, 20% 26-35 years, 20% 36-50 years).

Among respondents who have hunted but not in the past 12 months, a lower proportion of older respondents (65 years or older) than those in younger age groups indicate that they have not hunted in the last 12 months due to lack of time (3% 65+ years vs. 54% 18-25, 34% 26-35 years, 20% 36-50 years, 19% 51-64 years). On the other hand, a higher proportion of respondents aged 65 and older indicate that they have not hunted in the past 12 months due to age restrictions (e.g., too old) when compared to younger age groups (43% 65+ years vs. 0% 18-25 years, 1% 26-35 years, 3% 36-50 years, 7% 51-64 years).

5.3.2 FISHING PARTICIPATION

Respondents who mention not having participated in fishing in the past 12 months (n=849) were asked whether they have ever participated in fishing in the past. Six in ten respondents (64%) who did not participate in fishing in the past 12 months indicate participating 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>	May 2008 (n=876)	Oct 2011 (n=849)
Yes	63%	64%
No	37%	36%

Respondents who mention having participated in fishing but not in the past 12 months were asked to give reasons for not having participated in fishing recently. Respondents most frequently mention lack of time (35%) as the number one reason for not participating in fishing in the past 12 months, followed by loss of interest (27%), age (7%), no equipment/boat (5%), issues with location or accessibility (5%), health (4%) and regulations (4%).

All other reasons are mentioned by three percent (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 fished in the past but have not fished in the past 12 months in Alberta</i>	May 2008 (n=577)	Oct 2011 (n=537)
Lack of time / Too busy	33%	35%
Lost interest	25%	27%
Age (e.g. too old)	5%	7%
No equipment / boat	5%	5%
Location / Accessibility	3%	5%
Health	4%	4%
Regulations	2%	4%
Do not like or enjoy / Do not desire to fish / Not interested	4%	3%
Reduce opportunity to harvest	3%	3%
Do not have a license/Price of license	2%	3%
Don't know where to go	2%	2%
Cost	1%	2%
Do not like killing animals and fish	1%	2%
Fish stocks are low	2%	1%
Do not like / eat fish	2%	1%
No one to go with	1%	1%
Too much pollution in water / Do not want to consume fish from polluted water	-	1%
Dislike of the catch and release program	-	1%
Weather	2%	*
Occasionally go fishing	2%	-
Other	19%	1%
Don't know	3%	4%

*Less than 1% of respondents

Changes Over Time

Among Albertans, the incidence of participating in fishing in the past has not changed since May 2008. Reasons for not fishing in the last 12 months have not changed significantly since May 2008 among respondents who have fished but not in the past 12 months.

Sub-segment Analysis

Region

Among respondents who have not fished in the past 12 months, a higher proportion of respondents from the rural north of Alberta have fished in the past when compared with Calgarian respondents (72% in rural north vs. 60% Calgary).

Among respondents who have fished but not in the past 12 months, a higher proportion of rural than urban respondents indicate that they have not fished in the last 12 months due to lack of time or because they are too busy (46% rural vs. 32% urban). On the other hand, a lower proportion of rural than urban respondents indicate it is due to loss of interest (19% rural vs. 29% urban).

Gender

Among respondents who have not fished in the past 12 months, a higher proportion of males than females have fished in the past (73% males vs. 57% females).

Age

Among respondents who have not fished in the past 12 months, a higher proportion of middle-aged respondents (26-64 years) have fished in the past when compared with respondents in other age groups (67% 26-35 years, 69% 36-50 years 70% 51-64 years vs. 45% 18-25 years, 57% 65+ years).

Among respondents who have fished but not in the past 12 months, a higher proportion of middle-aged respondents (26-64 years) than older respondents (65 years or older) indicate that they have not fished in the last 12 months due to lack of time (35% 26-35 years, 45% 36-50 years, 38% 51-64 years vs. 17% 65+ years). On the other hand, a higher proportion of respondents aged 65 and older than respondents in younger age groups indicate that they have not fished in the past 12 months due to age restrictions (e.g., too old) (37% 65+ years vs. 0% 18-25 years, 2% 26-35 years, 3% 36-50 years, 2% 51-64 years) or health reasons (13% 65+ years vs. 0% 18-25 years, 2% 26-35 years, 1% 36-50 years, 4% 51-64 years).

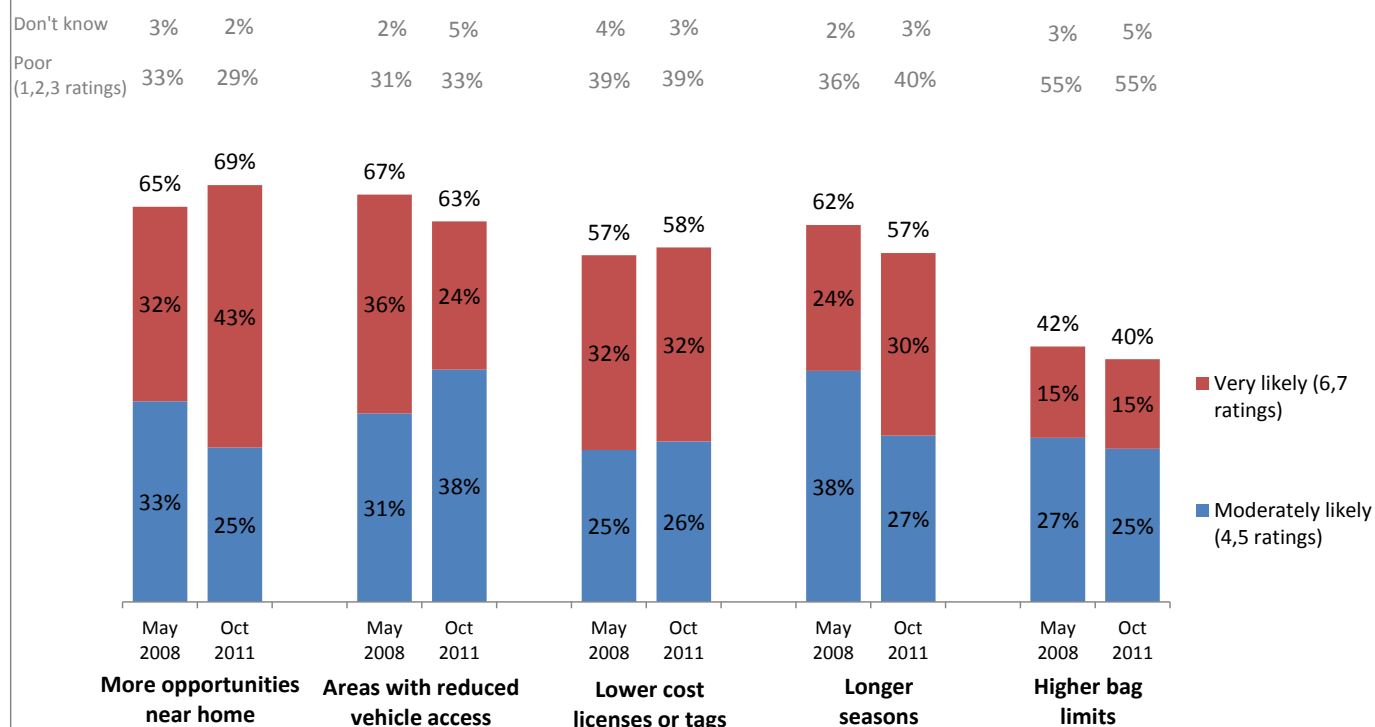
5.3.3 OPTIONS TO IMPROVE HUNTING/FISHING EXPERIENCE

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. Almost seven-in-ten (69%) respondents provide likely (4,5,6,7) ratings including approximately four-in-ten (43%) very likely (6,7 rating) to have better hunting/fishing experience if provided with more opportunities near their home, followed by more areas with reduced vehicle access (63% likely, including 24% very likely), lower cost licenses or tags (58% likely, including 32% very likely), longer seasons (57% likely, including 30% very likely) and higher bag limits (40% likely, including 15% very likely).

Fig. 3: Likelihood of Various Options to Provide Better Hunting/Fishing Experience (Q.10)

(1=Not at all likely, 4=Likely, 7=Very likely)

-Respondents who have gone hunting or fishing in the past 12 months in Alberta-



Base: May 2008 (n=352), Oct 2011 (n=388)

Changes Over Time

An increased proportion of respondents who have gone hunting or fishing in the past 12 months indicate more opportunities near their home (43% vs. 32% in May 2008) and longer seasons (30% vs. 24% in May 2008) would be very likely (6,7 ratings) to provide them with a better hunting or fishing experience when compared with the results of May 2008.

A decreased proportion of respondents who have gone hunting or fishing in the past 12 months indicate that areas with reduced vehicle access (24% vs. 36% in May 2008) would be very likely (6,7 ratings) to provide them with a better hunting or fishing experience when compared with the results of May 2008.

Sub-segment Analysis

Region

Among respondents who have gone hunting or fishing in the past 12 months:

- A higher proportion of rural than urban respondents indicate that lower cost licenses or tags are very likely (6,7 ratings) to provide them with a better hunting or fishing experience (41% rural vs. 27% urban), and
- A higher proportion of those in the rural south indicate that higher bag limits are likely (4,5,6,7 ratings) to improve their hunting or fishing experience when compared with Calgary respondents (50% in rural south vs. 30% in Calgary),
 - A higher proportion of northern Albertans (Albertans in Edmonton and rural north) when compared with Calgarians indicate that higher bag limits are very likely (6,7 ratings) to improve their hunting or fishing experience (20% Edmonton, 22% in rural north vs. 8% in Calgary).

Age

Among respondents who have gone hunting or fishing the past 12 months:

- A higher proportion of younger respondents (18 to 25 years) indicate that lower cost licenses or tags are likely (4,5,6,7 ratings) to provide them with a better hunting or fishing experience when compared with older respondents (36 years or older) (80% 18-25 years vs. 47% 36-50 years, 56% 51-64 years, 51% 65+ years), and
- A higher proportion of younger respondents (18 to 25 years) indicate that longer seasons would improve their hunting or fishing experience when compared with older respondents (51 years or older) (73% 18-25 years vs. 47% 51-64 years, 46% 65+ years).

6 CONCLUSIONS AND OBSERVATIONS

While a substantial proportion of Albertans are aware of the Alberta Conservation Association (ACA), awareness of the organization has not increased significantly since May 2008. Therefore, there still exists an opportunity to increase awareness, particularly top-of-mind awareness. Since awareness of ACA is higher in rural than urban Alberta, public awareness campaigns focused on Albertans in urban areas would have the greatest impact.

Positive public perceptions of ACA's conservation work have increased since May 2008. However, there is still substantial opportunity to increase these perceptions further, especially among those unaware of the ACA. Since rural Albertans tend to have more positive perceptions of conservation work done by ACA, increased visibility of the organization in urban centres may help to increase positive perceptions most dramatically.

Initiatives such as reducing the loss of native wildlife habitat and addressing the pollution of lakes and rivers would be well received by Albertans. Rural Albertans are also concerned with wildlife diseases. Other initiatives may require more public education in order to gain wide-range support.

Albertans are generally very supportive of outdoor activities, particularly hiking, nature photography, and canoeing. Since May 2008, Albertans demonstrate increased support for dog-walking, plant collection, motorized watercraft use, and off-highway vehicle use. Support for various outdoor activities varies substantially between different demographic groups.

Support for outdoor activities surpasses the proportion of Albertans that actually participate in the activities. However, self-reported participation of all the outdoor activities mentioned has increased since May 2008. While gains have been made, there is still potential opportunity for increased participation in these activities.

Those who have participated in hunting tend to have hunted in the past 12 months while those who have fished before tend not to have fished in the past year.

The main reasons for lapsed hunting and fishing participation have to do with loss of interest and lack of time. Current hunters and fishers indicate that have more opportunities to hunt or fish near home or an increase in areas with reduced vehicle access would improve their hunting or fishing experience. Slightly lower proportions indicate that lowered costs and extending seasons would improve their experience.

7 DEMOGRAPHIC PROFILE

Table 12: Demographics (Q.B, 11)

<i>All respondents</i>	May 2008 (n=1,200)	Oct 2011 (n=1,202)
Gender		
Male	50%	51%
Female	50%	49%
Age		
18 – 25 years	16%	15%
26 – 35 years	20%	20%
36 – 50 years	30%	29%
51 – 64 years	20%	22%
65+ years	14%	14%
Region		
Edmonton	38%	36%
Calgary	42%	39%
Rural North	13%	13%
Rural South	8%	12%

APPENDIX A: QUESTIONNAIRE

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. [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. plant collection
- 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]

Loss of native wildlife habitat

Lack of wildlife research

Over hunting
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]

Reduced stream flows due to over allocation of water

Lack of fisheries research

Over fishing

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 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. plant collection

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 (Federal & Provincial)

___ 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: COMPUTER TABLES

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

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Table REGIO.....Sample Region

Table D1.....Gender

Table E1M1.....1) Please name as many active conservation organizations as you can that operate in Alberta?

Table E2.....2) Have you heard of...?

Table E3A.....3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
A) Alberta Conservation Association (ACA) does in terms of their conservation work?

Table E3B.....3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
B) Alberta Fish and Game Association (AFGA) does in terms of their conservation work?

Table E3C.....3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
C) Alberta Hunter Education Instructors Association (AHEIA) does in terms of their conservation work?

Table E3D.....3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
D) Alberta Trappers Association (ATA) does in terms of their conservation work?

Table E3E.....3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
E) Alberta Professional Outfitters Society (APOS) does in terms of their conservation work?

Table E3F.....3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
F) Federation of Alberta Naturalists (FAN) does in terms of their conservation work?

Table E3G.....3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
G) Foundation for North American Wild Sheep (FNAWS) does in terms of their conservation work?

Table E3H.....3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
H)Pheasants Forever (PF) does in terms of their conservation work?

Table E3I.....3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
I)Trout Unlimited Canada (TUC) does in terms of their conservation work?

Table E3J.....3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
J)Ducks Unlimited Canada (DUC) does in terms of their conservation work?

Table E3K.....3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
K)Hunting for Tomorrow (HF) does in terms of their conservation work?

Table E3L.....3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
L)Nature Conservancy of Canada (NCC) does in terms of their conservation work?

Table E3M.....3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
M)Rocky Mountain Elk Foundation (RMEF) does in terms of their conservation work?

Table E3N.....3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
N)Wild Elk Federation (WEF) does in terms of their conservation work?

Table E3O.....3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
O)Wilmore Wilderness Society (WWS) does in terms of their conservation work?

Table E3P.....3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
P)World Wildlife Fund (WWF) does in terms of their conservation work?

Table E4A.....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: A.catch & release fishing

Table E4B.....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: B.catch & keep fishing

Table E4C.....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: C.hiking

Table E4D.....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: D.bird watching

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Table E4E.....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: E.canoeing
Table E4F.....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: F.nature photography
Table E4G.....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: G.trapping
Table E4H.....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: H.motorized watercraft use
Table E4I.....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: I.horseback riding
Table E4J.....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: J.game bird hunting
Table E4K.....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: K.big game hunting
Table E4L.....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: L.dog walking
Table E4M.....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: M.berry picking
Table E4N.....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: N.off-highway vehicle use
Table E4O.....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: O.plant collection
Table E5.....5)	With respect to wildlife conservation which of the following do you believe is the biggest issue in Alberta at this time?
Table E6.....6)	With respect to fish conservation which of the following do you believe is the biggest issue in Alberta at this time?
Table E7A.....7)	In the past 12 months have you participated in any of the following outdoor activities in Alberta? A. hunting
Table E7B.....7)	In the past 12 months have you participated in any of the following outdoor activities in Alberta? B. fishing
Table E7C.....7)	In the past 12 months have you participated in any of the following outdoor activities in Alberta? C. hiking
Table E7D.....7)	In the past 12 months have you participated in any of the following outdoor activities in Alberta? D. bird watching
Table E7E.....7)	In the past 12 months have you participated in any of the following outdoor activities in Alberta? E. canoeing
Table E7F.....7)	In the past 12 months have you participated in any of the following outdoor activities in Alberta? F. nature photography
Table E7G.....7)	In the past 12 months have you participated in any of the following outdoor activities in Alberta? G. trapping
Table E7H.....7)	In the past 12 months have you participated in any of the following outdoor activities in Alberta? H. berry picking
Table E7I.....7)	In the past 12 months have you participated in any of the following outdoor activities in Alberta? I. plant collection
Table E7SUM....7)	In the past 12 months have you participated in any of the following outdoor activities in Alberta?
Table E8A.....8A)	Have you participated in hunting in the past?
Table E8B.....8B)	What are some of the reasons you have not participated in hunting in the past 12 months?
Table E9A.....9A)	Have you participated in fishing in the past?
Table E9B.....9B)	What are some of the reasons you have not participated in fishing in the past 12 months?
Table E10A.....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? A. Lower cost licenses or tags

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Table E10B.....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? B. Higher bag limits

Table E10C.....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? C. More opportunities near my home

Table E10D.....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? D. Longer seasons

Table E10E.....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? E. Areas with reduced vehicle access

Table D2.....11) Please provide your age range:

Table REGIO

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

Sample Region

	URBAN/RURAL		REGION				GENDER		AGE					
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202 100.0%	901 100.0%	301 100.0%	434 100.0%	466 100.0%	160 100.0%	141 100.0%	612 100.0%	590 100.0%	182 100.0%	246 100.0%	349 100.0%	259 100.0%	165 100.0%
UNWEIGHTED BASE	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
Edmonton CMA	434 36.1%	434 48.2%	-	434 100.0%	-	-	-	220 35.9%	215 36.4%	70 38.4%	90 36.6%	121 34.8%	92 35.5%	60 36.6%
Calgary CMA	466 38.8%	466 51.8%	-	-	466 100.0%	-	-	237 38.7%	229 38.9%	70 38.2%	103 42.0%	142 40.8%	96 37.2%	55 33.4%
Rural North	160 13.3%	-	160 53.2%	-	-	160 100.0%	-	83 13.6%	77 13.1%	23 12.5%	28 11.2%	46 13.1%	38 14.6%	26 16.1%
Rural South	141 11.7%	-	141 46.8%	-	-	-	141 100.0%	72 11.8%	69 11.6%	20 10.9%	25 10.3%	40 11.4%	33 12.7%	23 13.9%

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table D1

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

Gender

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton	Calgary	Rural	Rural	Male	Female	18-25	26-35	36-50	51-64	65 +
				CMA	CMA	North	South							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202	901	301	434	466	160	141	612	590	182	246	349	259	165
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED BASE	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
Male	612	457	155	220	237	83	72	612	-	95	129	180	132	75
	50.9%	50.7%	51.5%	50.5%	50.8%	51.8%	51.2%	100.0%		52.3%	52.5%	51.7%	50.9%	45.6%
Female	590	444	146	215	229	77	69	-	590	87	117	169	127	90
	49.1%	49.3%	48.5%	49.5%	49.2%	48.2%	48.8%		100.0%	47.7%	47.5%	48.3%	49.1%	54.4%

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E1M1

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

1) Please name as many active conservation organizations as you can that operate in Alberta?

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton	Calgary	Rural	Rural	Male	Female	18-25	26-35	36-50	51-64	65 +
				CMA	CMA	North	South							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202	901	301	434	466	160	141	612	590	182	246	349	259	165
UNWEIGHTED BASE	100.0% 1202	100.0% 601	100.0% 601	100.0% 300	100.0% 301	100.0% 300	100.0% 301	100.0% 437	100.0% 765	100.0% 59	100.0% 159	100.0% 329	100.0% 359	100.0% 295
DUC - Ducks Unlimited Canada	302 25.1%	215 23.9%	87 28.8%	116 26.8%	99 21.2%	37 23.1%	50 35.3% Ef	180 29.4% I	122 20.7%	31 17.1%	71 28.9% N	98 28.1% N	80 30.6% jN	22 13.6%
Greenpeace	91 7.6%	79 8.8% C	12 3.9%	49 11.2% fg	30 6.5% g	9 5.8% g	2 1.7%	55 8.9%	36 6.1%	16 8.7%	10 4.2%	27 7.7%	24 9.2% k	14 8.5%
WWF - world wildlife Fund	72 6.0%	55 6.1%	17 5.7%	34 7.8%	21 4.4%	6 3.9%	11 7.7%	45 7.4%	27 4.5%	11 6.3%	11 4.6%	25 7.1%	17 6.6%	6 3.9%
AFGA - Alberta Fish and Game Association	39 3.3%	24 2.6%	16 5.2%	16 3.8%	7 1.6%	10 6.5% e	5 3.6%	24 3.9%	15 2.6%	3 1.7%	6 2.3%	17 4.9%	8 3.2%	5 3.2%
ACA - Alberta Conservation Association	28 2.3%	20 2.2%	8 2.6%	9 2.1%	11 2.3%	6 3.9%	1 1.0%	18 2.9%	10 1.7%	4 2.0%	3 1.0%	14 3.9% n	6 2.4%	2 1.1%
Alberta Fish and wildlife / Fish and wildlife	17 1.4%	3 0.3%	14 4.8% B	-	3 0.6%	3 1.8%	11 8.2% EF	9 1.4%	9 1.4%	5 2.5%	4 1.5%	6 1.8%	1 0.6%	1 0.8%
Parks Canada	17 1.4%	13 1.5%	3 1.2%	5 1.2%	8 1.7%	-	3 2.5%	11 1.8%	5 0.9%	-	3 1.4%	7 2.1%	5 1.8%	1 0.7%
Canadian wildlife Conservation/ Federation/Fund	16 1.4%	14 1.5%	3 0.9%	6 1.4%	7 1.6%	1 0.7%	2 1.1%	7 1.2%	9 1.6%	-	-	8 2.3%	5 2.0%	3 1.9%
NCC - Nature Conservancy of Canada	16 1.3%	13 1.5%	3 0.9%	6 1.3%	8 1.7%	1 0.6%	2 1.3%	8 1.3%	8 1.4%	-	3 1.1%	5 1.5%	3 1.0%	5 3.3% m
TUC - Trout Unlimited Canada	15 1.2%	11 1.2%	4 1.4%	3 0.8%	7 1.6%	2 1.3%	2 1.5%	10 1.7%	4 0.7%	-	3 1.4%	5 1.5%	2 0.9%	4 2.2%
Sierra Club/Foundation	9 0.7%	6 0.6%	3 0.9%	1 0.2%	5 1.1%	-	3 1.9%	5 0.8%	4 0.7%	-	4 1.5%	1 0.3%	3 1.1%	1 0.6%
AHEIA - Alberta Hunter Education Instructors Association	8 0.7%	7 0.8%	1 0.5%	-	7 1.5%	1 0.9%	-	5 0.9%	3 0.5%	-	-	5 1.4%	3 1.0%	1 0.5%
Pembina Institute	8 0.7%	7 0.8%	1 0.3%	1 0.3%	6 1.3%	0 0.2%	1 0.4%	7 1.1%	1 0.2%	-	-	4 1.2%	3 1.0%	1 0.7%
PF - Pheasants Forever	8 0.6%	7 0.8%	0 0.2%	1 0.3%	6 1.3%	-	0 0.3%	4 0.7%	3 0.6%	-	0 0.2%	3 0.8%	3 1.1%	2 1.1%
WEF - wild Elk Federation	8 0.6%	6 0.7%	2 0.5%	-	6 1.3%	1 0.6%	1 0.4%	6 1.0%	1 0.2%	-	3 1.3%	2 0.7%	2 0.8%	-

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E1M1
(Continued)

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

1) Please name as many active conservation organizations as you can that operate in Alberta?

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	
FNAWS - Foundation for North American Wild Sheep	6 0.5%	5 0.5%	1 0.4%	1 0.3%	3 0.7%	1 0.6%	0 0.2%	4 0.7%	2 0.3%	-	-	5 1.4%	1 0.5%	-
WWS - wilmore wilderness Society	6 0.5%	2 0.2%	4 1.3% b	1 0.3%	1 0.1%	3 1.9% de	1 0.7%	5 0.8%	1 0.1%	-	3 1.2%	1 0.3%	1 0.5%	1 0.4%
Alberta wildlife	5 0.4%	5 0.6%	-	2 0.5%	3 0.7%	-	-	4 0.7%	1 0.2%	-	3 1.3%	1 0.4%	-	1 0.5%
RMEF - Rocky Mountain Elk Foundation	5 0.4%	3 0.4%	2 0.6%	-	3 0.7%	-	2 1.2%	3 0.5%	2 0.4%	-	1 0.6%	4 1.1%	-	-
FAN - Federation of Alberta Naturalists	4 0.4%	4 0.5%	-	4 0.8%	1 0.1%	-	-	4 0.6%	1 0.1%	4 2.0%	-	-	-	1 0.4%
APOS - Alberta Professional Outfitters Society	4 0.3%	3 0.4%	0 0.1%	-	3 0.7%	0 0.2%	-	2 0.3%	2 0.3%	-	-	4 1.1%	-	-
ATA - Alberta Trappers Association	3 0.2%	2 0.2%	0 0.2%	-	2 0.4%	0 0.2%	0 0.2%	-	3 0.4%	-	-	1 0.4%	0 0.1%	1 0.6%
Alberta Environment	2 0.1%	2 0.2%	-	-	2 0.3%	-	-	2 0.3%	-	-	-	-	2 0.6%	-
HF - Hunting for Tomorrow	1 0.1%	1 0.2%	-	-	1 0.3%	-	-	-	1 0.2%	-	-	1 0.4%	-	-
Alberta Forestry/wilderness	1 0.1%	1 0.1%	0 0.1%	1 0.2%	-	0 0.3%	-	1 0.1%	0 0.1%	-	0 0.2%	-	-	1 0.5%
Other	76 6.3%	54 5.9%	23 7.5%	25 5.6%	29 6.2%	10 6.1%	13 9.1%	44 7.1%	33 5.5%	11 5.8%	7 2.7%	30 8.7% k	18 6.9%	10 6.0%
Don't know	702 58.4%	545 60.5% c	157 52.2%	246 56.7% a	299 64.0% G	95 59.3% G	62 44.1%	318 52.0%	384 65.0% H	119 65.3%	141 57.6%	193 55.4%	134 51.6%	114 69.5% KL

Comparison Groups: BC/DEFG/HI/JKLMN
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 99% level.
Lower case letters indicate significance at the 95% level.

Table E2

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

2) Have you heard of...?

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton	Calgary	Rural	Rural	Male	Female	18-25	26-35	36-50	51-64	65 +
				CMA	CMA	North	South							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202	901	301	434	466	160	141	612	590	182	246	349	259	165
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED BASE	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
Alberta Conservation Association (ACA)	541	387	154	196	191	82	72	284	257	82	108	144	124	83
	45.0%	43.0%	51.1% b	45.2%	40.9%	51.3% e	51.0%	46.4%	43.6%	45.2%	43.8%	41.4%	47.7%	50.3% l
Alberta Fish and Game Association (AFGA)	963	691	272	359	331	142	130	502	461	125	171	281	234	151
	80.1%	76.7%	90.3% B	82.7% E	71.0%	88.4% E	92.6% DE	82.0%	78.1%	68.4%	69.8%	80.5% k	90.0% JKL	91.8% JKL
Alberta Hunter Education Instructors Association (AHEIA)	373	226	147	119	107	82	65	228	145	57	60	105	98	52
	31.0%	25.1%	48.8% B	27.3%	23.0%	51.1% DE	46.1% DE	37.3% I	24.5%	31.2%	24.4%	30.2%	37.8% k	31.9%
Alberta Trappers Association (ATA)	351	238	113	102	136	78	35	215	136	50	74	92	82	53
	29.2%	26.4%	37.4% B	23.5%	29.1%	48.4% DEG	24.9%	35.1% I	23.1%	27.3%	30.0%	26.3%	31.6%	32.5%
Alberta Professional Outfitters Society (APOS)	263	170	93	84	86	53	41	166	97	20	26	71	90	56
	21.9%	18.9%	30.9% B	19.3%	18.5%	32.7% DE	28.8% e	27.2% I	16.4%	11.1%	10.7%	20.3% k	34.6% JKL	34.1% JKL
Federation of Alberta Naturalists (FAN)	166	126	40	50	75	23	16	87	79	13	15	46	55	36
	13.8%	13.9%	13.3%	11.6%	16.1%	14.6%	11.7%	14.1%	13.4%	7.2%	6.2%	13.2% k	21.1% JKL	22.0% JKL
Foundation for North American Wild Sheep (FNAWS)	98	56	42	28	29	29	12	70	28	7	15	31	27	18
	8.1%	6.3%	13.8% B	6.4%	6.1%	18.2% DEg	8.9%	11.4% I	4.8%	3.9%	6.3%	8.8%	10.4%	10.8%
Pheasants Forever (PF)	93	50	42	15	35	18	25	69	24	21	13	30	17	11
	7.7%	5.6%	14.0% B	3.5%	7.6% d	10.9% D	17.5% DEF	11.2% I	4.1%	11.6%	5.3%	8.7%	6.5%	6.7%
Trout Unlimited Canada (TUC)	357	267	90	94	173	36	54	211	146	31	77	96	104	51
	29.7%	29.7%	29.9%	21.6%	37.2% DF	22.4%	38.5% DF	34.5% I	24.8%	16.8%	31.3% j	27.4%	39.9% JLn	30.9% j
ANY OF THE ABOVE	1051	770	282	377	393	148	134	543	508	146	195	311	246	153
	87.5%	85.5%	93.5% B	86.7%	84.3%	92.3% dE	94.9% DE	88.8%	86.1%	80.2%	79.2%	89.1% k	94.9% jKl	92.8% jK
NONE OF THE ABOVE	151	131	19	58	73	12	7	69	82	36	51	38	13	12
	12.5%	14.5% C	6.5%	13.3% FG	15.7% FG	7.7%	5.1%	11.2%	13.9%	19.8% mn	20.8% lMN	10.9% m	5.1%	7.2%

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E3A

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:

A) Alberta Conservation Association (ACA) does in terms of their conservation work?

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	541	387	154	196	191	82	72	284	257	82	108	144	124	83
UNWEIGHTED BASE	562	267	295	138	129	143	152	195	367	26	63	149	173	151
1 - Very Poor	8 1.5%	6 1.6%	2 1.0%	1 0.7%	5 2.6%	0 0.3%	1 1.9%	4 1.5%	4 1.4%	-	0 0.4%	1 1.0%	5 3.6%	2 1.8%
2	15 2.7%	14 3.6% C	1 0.4%	10 5.2% f	4 2.0%	1 0.8%	-	11 3.8%	4 1.6%	4 4.4%	6 5.7%	3 2.4%	1 0.5%	1 0.9%
3	18 3.2%	14 3.5%	4 2.5%	7 3.6%	7 3.5%	2 3.0%	1 2.0%	8 2.9%	9 3.6%	-	2 1.7%	3 2.0%	7 5.6%	6 7.2% I
4 - Good	103 19.0%	77 19.9%	26 16.7%	45 22.7%	32 17.0%	15 18.3%	11 14.8%	52 18.3%	51 19.7%	18 22.2%	14 13.3%	31 21.4% n	30 23.9% N	9 11.4%
5	119 21.9%	87 22.4%	32 20.6%	47 23.7%	40 21.1%	20 24.9%	11 15.7%	73 25.7%	46 17.7%	11 13.6%	36 33.1%	28 19.3%	29 23.2%	15 18.3%
6	75 13.9%	47 12.2%	28 18.1%	20 10.1%	27 14.4%	14 16.6%	14 19.9%	42 14.6%	34 13.1%	16 19.2%	10 9.1%	27 18.6% n	15 12.0%	8 9.6%
7 - Excellent	34 6.3%	20 5.2%	14 9.1%	10 5.2%	10 5.2%	8 10.2%	6 7.7%	21 7.3%	13 5.2%	6 7.4%	2 1.4%	9 6.2%	8 6.5%	9 11.4% K
Don't know	171 31.5%	122 31.5%	49 31.6%	56 28.7%	66 34.4%	21 25.9%	27 38.1%	74 26.0%	97 37.7% h	27 33.3%	38 35.2%	42 29.1%	31 24.8%	33 39.3% m
(1,2,3)	40 7.4%	34 8.8%	6 4.0%	19 9.5%	15 8.1%	3 4.1%	3 3.8%	23 8.2%	17 6.6%	4 4.4%	8 7.9%	8 5.4%	12 9.7%	8 10.0%
(4,5,6,7)	330 61.1%	231 59.7%	99 64.5%	121 61.8%	110 57.6%	58 70.0%	42 58.1%	187 65.9%	143 55.8%	51 62.3%	61 56.9%	95 65.5% n	81 65.5% n	42 50.7%
(4,5)	221 40.9%	164 42.3%	57 37.3%	91 46.4%	73 38.0%	35 43.2%	22 30.5%	125 44.0%	96 37.4%	29 35.7%	50 46.4%	59 40.8%	58 47.1% N	25 29.7%
(6,7)	109 20.2%	67 17.4%	42 27.2% b	30 15.4%	37 19.5%	22 26.8%	20 27.6%	62 21.9%	47 18.3%	22 26.6%	11 10.5%	36 24.8% k	23 18.5%	17 21.0%
MEAN	4.8	4.7	5.1 B	4.6	4.8	5.1 d	5.1 d	4.8	4.8	5.0	4.6	4.9	4.7	4.9

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E3B

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:

B) Alberta Fish and Game Association (AFGA) does in terms of their conservation work?

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	963	691	272	359	331	142	130	502	461	125	171	281	234	151
UNWEIGHTED BASE	1030	487	543	260	227	269	274	380	650	40	117	274	326	272
1 - Very Poor	17 1.8%	14 2.0%	3 1.2%	10 2.9%	3 1.0%	2 1.6%	1 0.8%	8 1.6%	9 1.9%	3 2.4%	0 0.3%	5 1.7%	5 2.0%	4 2.7%
2	12 1.2%	8 1.2%	3 1.2%	2 0.6%	6 1.8%	3 2.2%	0 0.2%	6 1.1%	6 1.3%	-	-	6 2.2%	5 2.1%	1 0.3%
3	29 3.0%	17 2.4%	12 4.5%	10 2.7%	7 2.1%	7 5.1%	5 3.8%	10 2.1%	18 4.0%	3 2.4%	6 3.3%	2 0.7%	12 5.3% L	6 3.8% I
4 - Good	125 13.0%	95 13.8%	30 11.1%	40 11.1%	55 16.7% g	19 13.1%	12 9.0%	72 14.3%	54 11.6%	26 20.5%	11 6.4%	41 14.5%	32 13.9%	16 10.4%
5	221 23.0%	165 23.9%	56 20.7%	91 25.3% f	74 22.3%	23 16.3%	33 25.4%	143 28.5% I	78 16.9%	28 22.6%	68 39.6% jLMN	50 17.9%	51 21.8%	24 15.7%
6	139 14.5%	92 13.3%	47 17.3%	47 13.1%	45 13.6%	28 19.7%	19 14.7%	87 17.3%	52 11.4%	14 11.1%	17 10.1%	39 13.9%	35 14.9%	34 22.7% Klm
7 - Excellent	109 11.3%	59 8.5%	50 18.4% B	31 8.6%	28 8.5%	27 19.1% DE	23 17.7% de	51 10.1%	58 12.7%	18 14.5%	9 5.3%	27 9.8%	34 14.3% k	21 13.7% k
Don't know	311 32.3%	241 34.9% C	70 25.6%	128 35.7% F	113 34.1% f	33 23.0%	37 28.4%	125 24.9%	186 40.3% H	33 26.3%	60 35.1%	110 39.3% M	60 25.8%	46 30.6%
(1,2,3)	57 5.9%	38 5.6%	19 6.9%	22 6.2%	16 4.8%	12 8.8%	6 4.8%	24 4.8%	33 7.2%	6 4.9%	6 3.6%	13 4.6%	22 9.3% I	10 6.8%
(4,5,6,7)	595 61.8%	411 59.5%	184 67.5% b	209 58.1%	202 61.0%	97 68.2% d	87 66.8%	352 70.3% I	242 52.5%	86 68.8%	105 61.3%	158 56.1%	152 64.9%	94 62.5%
(4,5)	346 36.0%	260 37.6%	86 31.8%	131 36.4%	129 39.0%	42 29.4%	45 34.4%	215 42.9% I	131 28.5%	54 43.2% n	79 46.0% lN	91 32.4%	83 35.6% n	39 26.1%
(6,7)	248 25.8%	151 21.8%	97 35.7% B	78 21.7%	73 22.0%	55 38.8% DE	42 32.4%	137 27.4%	111 24.0%	32 25.6%	26 15.4%	67 23.7%	68 29.2% K	55 36.4% KL
MEAN	5.1	5.0	5.3 b	5.0	5.0	5.3	5.4 de	5.1	5.1	5.1	5.1	5.1	5.1	5.3

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
C) Alberta Hunter Education Instructors Association (AHEIA) does in terms of their conservation work?

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton	Calgary	Rural	Rural	Male	Female	18-25	26-35	36-50	51-64	65 +
				CMA	CMA	North	South							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	373 100.0%	226 100.0%	147 100.0%	119 100.0%	107 100.0%	82 100.0%	65 100.0%	228 100.0%	145 100.0%	57 100.0%	60 100.0%	105 100.0%	98 100.0%	52 100.0%
UNWEIGHTED BASE	436	151	285	82	69	141	144	182	254	19	46	120	153	98
1 - Very Poor	5 1.4%	4 1.6%	2 1.2%	-	4 3.3%	1 1.5%	0 0.7%	4 1.8%	1 0.8%	-	-	2 2.3%	3 2.7%	0 0.5%
2	6 1.6%	4 1.7%	2 1.5%	4 3.3%	-	2 2.1%	0 0.7%	2 1.0%	4 2.6%	3 5.4%	-	1 0.9%	0 0.5%	2 3.0%
3	14 3.7%	10 4.5%	4 2.5%	3 2.6%	7 6.6%	3 4.1%	0 0.4%	9 4.0%	5 3.3%	4 7.0%	-	4 3.9%	5 5.0%	1 1.5%
4 - Good	49 13.2%	30 13.1%	19 13.2%	17 14.2%	13 11.9%	13 15.7%	7 10.1%	31 13.5%	18 12.5%	12 21.5%	7 11.0%	12 11.1%	13 13.0%	6 11.0%
5	63 16.8%	34 15.2%	28 19.3%	13 10.7%	22 20.2%	12 15.2%	16 24.4%	41 17.8%	22 15.2%	13 23.5%	4 6.9%	19 18.4%	16 16.0%	10 19.0%
6	72 19.3%	40 17.7%	32 21.9%	25 21.2%	15 13.8%	19 22.7%	14 20.8%	49 21.4%	23 16.1%	4 6.2%	14 23.6%	27 25.1%	22 22.1%	6 11.9%
7 - Excellent	67 17.9%	39 17.0%	28 19.3%	19 16.4%	19 17.8%	15 18.8%	13 19.9%	39 17.2%	27 19.0%	13 22.3%	14 22.9%	15 13.8%	14 14.3%	12 22.4%
Don't know	97 26.1%	66 29.2%	31 21.2%	38 31.7%	28 26.5%	16 19.8%	15 23.0%	53 23.2%	44 30.6%	8 14.2%	21 35.6%	26 24.4%	26 26.4%	16 30.7%
(1,2,3)	25 6.8%	18 7.8%	8 5.1%	7 5.9%	11 9.9%	6 7.7%	1 1.9%	16 6.8%	10 6.6%	7 12.4%	-	7 7.1%	8 8.2%	3 5.0%
(4,5,6,7)	251 67.2%	142 63.0%	108 73.6%	74 62.5%	68 63.6%	59 72.4%	49 75.1%	160 70.0%	91 62.8%	42 73.4%	39 64.4%	72 68.5%	64 65.4%	34 64.3%
(4,5)	112 29.9%	64 28.3%	48 32.5%	30 24.9%	34 32.0%	25 30.9%	22 34.5%	72 31.4%	40 27.7%	26 44.9%	11 17.9%	31 29.5%	28 29.0%	16 30.1%
(6,7)	139 37.2%	78 34.7%	60 41.1%	45 37.6%	34 31.6%	34 41.5%	26 40.6%	88 38.6%	51 35.1%	16 28.5%	28 46.5%	41 39.0%	36 36.3%	18 34.3%
MEAN	5.3	5.3	5.4	5.4	5.1	5.3	5.6	5.3	5.3	5.0	5.9	5.3	5.2	5.5

Comparison Groups: BC/DEFG/HI/JKLMN
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 99% level.
Lower case letters indicate significance at the 95% level.

3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
 D) Alberta Trappers Association (ATA) does in terms of their conservation work?

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	
TOTAL ANSWERING	351 100.0%	238 100.0%	113 100.0%	102 100.0%	136 100.0%	78 100.0%	35 100.0%	215 100.0%	136 100.0%	50 100.0%	74 100.0%	92 100.0%	82 100.0%	53 100.0%
UNWEIGHTED BASE	365	154	211	71	83	130	81	165	200	19	45	88	112	101
1 - Very Poor	12 3.4%	10 4.2%	2 1.7%	4 3.9%	6 4.4%	1 1.7%	1 1.7%	4 2.0%	8 5.6%	3 6.1%	-	4 4.2%	4 5.3%	1 1.1%
2	8 2.4%	6 2.4%	2 2.2%	2 1.7%	4 3.0%	2 2.9%	0 0.7%	4 2.0%	4 2.9%	-	2 2.5%	2 2.2%	3 3.3%	2 3.3%
3	12 3.3%	7 3.1%	4 3.9%	1 1.2%	6 4.5%	4 5.0%	1 1.5%	9 4.2%	3 2.0%	-	3 4.3%	3 3.0%	5 5.5%	1 2.4%
4 - Good	60 17.2%	41 17.2%	20 17.3%	19 18.8%	22 15.9%	14 17.5%	6 16.8%	46 21.5% i	14 10.4%	18 35.8% n	8 10.7%	16 17.1%	13 15.9%	6 10.9%
5	38 10.9%	20 8.5%	18 15.9%	11 10.8%	9 6.7%	12 15.1%	6 17.7%	21 9.7%	17 12.8%	3 6.4%	9 12.8%	11 12.0%	6 7.7%	8 15.3%
6	33 9.4%	23 9.8%	10 8.5%	10 10.0%	13 9.7%	7 9.5%	2 6.5%	28 13.2% I	5 3.4%	4 8.0%	8 10.2%	6 6.5%	11 13.6%	4 8.2%
7 - Excellent	21 5.9%	5 2.0%	16 14.1% B	2 1.6%	3 2.2%	13 16.1% DE	3 9.7% de	13 6.2%	7 5.3%	6 12.0%	4 5.3%	6 6.3%	3 3.5%	2 3.9%
Don't know	167 47.6%	126 52.9% C	41 36.3%	53 52.0% f	73 53.6% F	25 32.1%	16 45.6%	88 41.2%	79 57.7% h	16 31.6%	40 54.2%	45 48.7%	37 45.3%	29 55.0%
(1,2,3)	32 9.1%	23 9.7%	9 7.8%	7 6.8%	16 11.8%	7 9.6%	1 3.8%	18 8.2%	14 10.4%	3 6.1%	5 6.8%	9 9.3%	12 14.1%	4 6.8%
(4,5,6,7)	152 43.3%	89 37.4%	63 55.9% B	42 41.2%	47 34.5%	45 58.3% E	18 50.6%	109 50.6% I	43 31.9%	31 62.2%	29 39.1%	39 42.0%	33 40.6%	20 38.2%
(4,5)	98 28.1%	61 25.6%	37 33.2%	30 29.6%	31 22.6%	25 32.7%	12 34.5%	67 31.2%	32 23.1%	21 42.2%	17 23.5%	27 29.1%	19 23.6%	14 26.2%
(6,7)	54 15.3%	28 11.8%	26 22.7% b	12 11.7%	16 11.9%	20 25.6% de	6 16.2%	42 19.4% i	12 8.7%	10 20.0%	11 15.5%	12 12.9%	14 17.0%	6 12.0%
MEAN	4.6	4.3	5.0 b	4.4	4.2	5.0 e	5.0	4.7	4.3	4.6	4.9	4.5	4.3	4.7

Comparison Groups: BC/DEFG/HI/JKLMN
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 99% level.
 Lower case letters indicate significance at the 95% level.

Table E3E

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
 E) Alberta Professional Outfitters Society (APOS) does in terms of their conservation work?

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton	Calgary	Rural	Rural	Male	Female	18-25	26-35	36-50	51-64	65 +
				CMA	CMA	North	South							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	263 100.0%	170 100.0%	93 100.0%	84 100.0%	86 100.0%	53 100.0%	41 100.0%	166 100.0%	97 100.0%	20 100.0%	26 100.0%	71 100.0%	90 100.0%	56 100.0%
UNWEIGHTED BASE	330	129	201	64	65	98	103	155	175	6	18	74	128	104
1 - Very Poor	10 3.8%	8 4.5%	2 2.5%	3 3.2%	5 5.7%	1 2.4%	1 2.6%	8 5.1%	1 1.5%	-	-	2 2.7%	6 6.7%	2 3.6%
2	6 2.2%	2 0.9%	4 4.4%	-	2 1.8%	3 5.2%	1 3.4%	5 2.8%	1 1.1%	-	-	1 1.9%	3 3.5%	1 2.1%
3	23 8.6%	18 10.8%	4 4.5%	6 7.7%	12 13.9%	3 5.0%	2 3.7%	19 11.2%	4 4.1%	4 19.8%	6 23.6%	1 1.9%	9 9.8%	2 4.0%
4 - Good	31 11.7%	15 8.7%	16 17.1%	8 9.8%	7 7.6%	11 21.8%	5 11.1%	17 10.5%	13 13.7%	2 12.2%	1 5.3%	12 16.7%	12 13.4%	3 5.4%
5	51 19.5%	33 19.7%	18 19.2%	17 20.0%	17 19.3%	11 20.3%	7 17.7%	33 20.1%	18 18.5%	7 34.9%	3 13.1%	15 20.8%	16 18.2%	10 17.3%
6	16 6.0%	11 6.2%	5 5.5%	3 3.9%	7 8.6%	2 3.8%	3 7.6%	11 6.6%	5 4.8%	-	1 5.4%	6 8.0%	3 3.5%	6 9.8%
7 - Excellent	13 5.1%	8 4.7%	5 5.8%	4 4.3%	4 5.0%	3 5.6%	2 6.0%	7 3.9%	7 7.0%	-	0 1.8%	5 7.6%	3 3.2%	5 8.2%
Don't know	114 43.3%	76 44.5%	38 41.1%	43 51.0%	33 38.1%	19 35.8%	19 47.8%	66 39.8%	48 49.2%	7 33.1%	13 50.9%	29 40.2%	38 41.8%	28 49.7%
(1,2,3)	38 14.5%	28 16.2%	11 11.4%	9 10.9%	18 21.4%	7 12.6%	4 9.8%	32 19.0%	7 6.7%	4 19.8%	6 23.6%	5 6.5%	18 20.0%	5 9.6%
(4,5,6,7)	111 42.2%	67 39.3%	44 47.6%	32 38.0%	35 40.5%	27 51.6%	17 42.4%	68 41.1%	43 44.0%	10 47.1%	7 25.5%	38 53.2%	34 38.3%	23 40.7%
(4,5)	82 31.2%	48 28.4%	34 36.3%	25 29.8%	23 26.9%	22 42.1%	12 28.8%	51 30.6%	31 32.2%	10 47.1%	5 18.4%	27 37.6%	28 31.5%	13 22.7%
(6,7)	29 11.0%	19 10.9%	11 11.3%	7 8.2%	12 13.6%	5 9.4%	6 13.7%	18 10.6%	11 11.8%	-	2 7.1%	11 15.6%	6 6.7%	10 18.0%
MEAN	4.4	4.4	4.5	4.5	4.3	4.3	4.6	4.2	4.8	4.2	4.1	4.8	4.0	4.8

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E3F

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
 F) Federation of Alberta Naturalists (FAN) does in terms of their conservation work?

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	166 100.0%	126 100.0%	40 100.0%	50 100.0%	75 100.0%	23 100.0%	16 100.0%	87 100.0%	79 100.0%	13 100.0%	15 100.0%	46 100.0%	55 100.0%	36 100.0%
UNWEIGHTED BASE	197	100	97	47	53	52	45	74	123	5	14	39	76	63
1 - Very Poor	3 1.8%	2 1.6%	1 2.4%	-	2 2.7%	-	1 5.7%	3 3.5%	-	-	1 6.2%	2 4.4%	-	-
2	3 1.7%	3 2.2%	-	2 4.2%	1 0.9%	-	-	1 1.4%	2 2.0%	-	-	-	2 3.9%	1 1.9%
3	12 7.1%	11 9.0% c	0 1.2%	2 4.1%	9 12.2% fg	0 1.1%	0 1.4%	8 9.3%	4 4.7%	-	2 12.0%	3 7.5%	5 8.2%	2 5.4%
4 - Good	25 14.9%	15 12.0%	10 23.9%	4 7.9%	11 14.8%	6 25.6% d	4 21.6%	11 12.7%	14 17.3%	1 8.1%	0 2.9%	8 16.9%	11 20.7%	4 11.1%
5	24 14.6%	19 15.3%	5 12.2%	7 14.5%	12 15.9%	2 10.6%	2 14.5%	10 11.6%	14 17.9%	4 30.5%	5 34.0%	1 3.0%	11 19.8% L	3 7.5%
6	18 11.1%	13 10.5%	5 12.9%	2 3.4%	12 15.3%	3 12.1%	2 14.1%	10 12.0%	8 10.1%	-	3 20.8%	5 11.3%	5 9.6%	5 13.0%
7 - Excellent	13 8.0%	10 7.9%	3 8.3%	6 12.8%	3 4.6%	3 12.0%	1 3.2%	9 10.1%	4 5.7%	5 35.9%	-	3 7.2%	1 2.6%	4 10.3%
Don't know	68 40.8%	52 41.4%	16 39.0%	27 53.0%	25 33.5%	9 38.7%	6 39.4%	34 39.4%	33 42.3%	3 25.6%	4 24.2%	23 49.5%	19 35.1%	18 50.7%
(1,2,3)	18 10.6%	16 12.8% c	1 3.6%	4 8.3%	12 15.9% f	0 1.1%	1 7.1%	12 14.2%	5 6.7%	-	3 18.2%	5 11.9%	7 12.1%	3 7.3%
(4,5,6,7)	80 48.6%	58 45.8%	23 57.4%	19 38.7%	38 50.6%	14 60.2%	9 53.5%	40 46.4%	40 51.0%	10 74.4%	9 57.6%	18 38.5%	29 52.7%	15 42.0%
(4,5)	49 29.5%	34 27.4%	14 36.1%	11 22.4%	23 30.7%	8 36.1%	6 36.2%	21 24.3%	28 35.2%	5 38.6%	6 36.9%	9 20.0%	22 40.5% ln	7 18.7%
(6,7)	32 19.1%	23 18.4%	8 21.3%	8 16.3%	15 19.8%	6 24.0%	3 17.3%	19 22.1%	12 15.8%	5 35.9%	3 20.8%	9 18.6%	7 12.3%	8 23.3%
MEAN	4.8	4.7	4.9	5.0	4.6	5.1	4.6	4.7	4.8	5.9 m	4.6	4.5	4.5	5.1 m

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E3G

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
 G) Foundation for North American wild Sheep (FNAWS) does in terms of their conservation work?

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	98 100.0%	56 100.0%	42 100.0%	28 100.0%	29 100.0%	29 100.0%	12 100.0%	70 100.0%	28 100.0%	7 100.0%	15 100.0%	31 100.0%	27 100.0%	18 100.0%
UNWEIGHTED BASE	111	42	69	22	20	38	31	56	55	4	8	27	38	34
1 - Very Poor	3 2.9%	2 3.6%	1 1.8%	-	2 7.2%	1 2.6%	-	3 3.7%	0 0.9%	-	-	2 6.7%	-	1 4.2%
2	2 1.9%	1 1.5%	1 2.4%	1 3.0%	-	0 0.9%	1 6.1%	1 2.0%	0 1.7%	-	-	-	1 2.8%	1 6.1%
3	3 2.6%	1 2.2%	1 3.3%	1 4.4%	-	1 4.7%	-	2 3.2%	0 1.3%	-	-	1 4.5%	1 4.5%	-
4 - Good	21 21.5%	11 18.9%	10 25.1%	8 27.7%	3 10.3%	9 31.1%	1 11.2%	16 23.3%	5 17.2%	1 15.0%	10 67.6% LN	1 4.6%	7 27.1% ln	1 4.9%
5	14 14.3%	10 17.6%	4 9.8%	5 16.6%	5 18.6%	2 6.0%	2 18.6%	11 15.2%	3 12.0%	-	0 3.0%	5 17.5%	4 15.6%	4 22.2%
6	17 17.2%	11 19.4%	6 14.2%	4 13.9%	7 24.6%	4 14.3%	2 14.0%	14 19.6%	3 11.1%	2 35.0%	-	9 29.5% n	4 15.4%	1 6.6%
7 - Excellent	11 11.2%	6 9.9%	5 12.9%	4 12.8%	2 7.2%	4 13.4%	1 11.8%	6 9.2%	5 16.2%	1 15.0%	1 6.1%	5 17.3%	2 7.8%	2 8.7%
Don't know	28 28.4%	15 26.9%	13 30.4%	6 21.5%	9 32.1%	8 27.1%	5 38.3%	17 23.9%	11 39.5%	2 35.0%	4 23.4%	6 20.0%	7 26.8%	8 47.2% 1
(1,2,3)	7 7.4%	4 7.3%	3 7.5%	2 7.4%	2 7.2%	2 8.2%	1 6.1%	6 8.8%	1 4.0%	-	-	3 11.1%	2 7.4%	2 10.3%
(4,5,6,7)	63 64.2%	37 65.8%	26 62.0%	20 71.1%	17 60.7%	19 64.8%	7 55.6%	47 67.3%	16 56.5%	5 65.0%	12 76.6%	21 68.8%	18 65.9%	8 42.5%
(4,5)	35 35.8%	21 36.5%	15 34.9%	12 44.3%	8 28.9%	11 37.1%	4 29.9%	27 38.5%	8 29.2%	1 15.0%	11 70.5% 1	7 22.1%	11 42.7%	5 27.2%
(6,7)	28 28.4%	16 29.3%	11 27.1%	7 26.7%	9 31.8%	8 27.7%	3 25.7%	20 28.8%	8 27.3%	4 50.0%	1 6.1%	14 46.7% kn	6 23.2%	3 15.3%
MEAN	4.9	5.0	4.9	4.9	5.0	4.8	5.1	4.8	5.2	5.8	4.3	5.3	4.8	4.7

Comparison Groups: BC/DEFG/HI/JKLMN
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 99% level.
 Lower case letters indicate significance at the 95% level.

Table E3H

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
 H)Pheasants Forever (PF) does in terms of their conservation work?

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	93 100.0%	50 100.0%	42 100.0%	15 100.0%	35 100.0%	18 100.0%	25 100.0%	69 100.0%	24 100.0%	21 100.0%	13 100.0%	30 100.0%	17 100.0%	11 100.0%
UNWEIGHTED BASE	84	30	54	8	22	24	30	53	31	5	10	23	22	24
1 - Very Poor	1 0.5%	-	1 1.2%	-	-	1 2.9%	-	1 0.7%	-	-	-	-	-	1 4.5%
2	2 1.9%	-	2 4.3%	-	-	1 5.6%	1 3.3%	2 2.6%	-	-	-	1 3.3%	-	1 7.3%
3	6 6.0%	5 10.3%	0 0.9%	4 24.2%	2 4.4%	0 2.2%	-	5 7.6%	0 1.6%	4 17.2%	-	0 1.3%	2 9.1%	-
4 - Good	16 17.4%	8 15.1%	8 20.1%	2 12.5%	6 16.2%	4 24.8%	4 16.8%	11 15.9%	5 21.6%	-	4 33.1%	6 20.2%	5 27.8%	1 8.6%
5	18 19.4%	10 20.1%	8 18.6%	3 18.0%	7 20.9%	6 32.1%	2 9.0%	15 21.8%	3 12.5%	-	5 34.9%	5 17.5%	5 31.9%	3 24.3%
6	14 15.1%	5 9.7%	9 21.6%	1 8.1%	4 10.4%	1 7.1%	8 31.9%	10 14.9%	4 15.6%	5 25.0%	1 10.8%	5 15.5%	1 8.6%	1 10.1%
7 - Excellent	12 12.7%	4 8.0%	8 18.3%	2 13.1%	2 5.8%	1 2.9%	7 29.2%	6 8.4%	6 24.9%	5 21.8%	1 7.2%	2 6.7%	2 13.4%	2 16.7%
Don't know	25 27.0%	19 36.9%	6 15.1%	4 24.2%	15 42.3%	4 22.5%	2 9.9%	19 28.1%	6 23.8%	8 36.0%	2 14.0%	11 35.5%	2 9.2%	3 28.5%
(1,2,3)	8 8.5%	5 10.3%	3 6.4%	4 24.2%	2 4.4%	2 10.7%	1 3.3%	7 10.9%	0 1.6%	4 17.2%	-	1 4.5%	2 9.1%	1 11.8%
(4,5,6,7)	60 64.5%	27 52.8%	33 78.5%	8 51.7%	19 53.3%	12 66.8%	21 86.8%	42 61.0%	18 74.6%	10 46.8%	11 86.0%	18 60.0%	14 81.7%	7 59.7%
(4,5)	34 36.8%	18 35.2%	16 38.7%	5 30.5%	13 37.1%	10 56.9%	6 25.7%	26 37.7%	8 34.1%	-	9 67.9%	11 37.7%	10 59.7%	4 32.9%
(6,7)	26 27.8%	9 17.7%	17 39.9%	3 21.2%	6 16.2%	2 10.0%	15 61.1%	16 23.3%	10 40.5%	10 46.8%	2 18.0%	7 22.3%	4 22.0%	3 26.8%
MEAN	5.0	4.8	5.2	4.7	4.9	4.4	5.7	4.9	5.5	5.5	4.9	4.9	4.9	4.9

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E3I

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
 1) Trout Unlimited Canada (TUC) does in terms of their conservation work?

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	357 100.0%	267 100.0%	90 100.0%	94 100.0%	173 100.0%	36 100.0%	54 100.0%	211 100.0%	146 100.0%	31 100.0%	77 100.0%	96 100.0%	104 100.0%	51 100.0%
UNWEIGHTED BASE	352	189	163	69	120	58	105	157	195	9	49	81	126	87
1 - Very Poor	8 2.3%	6 2.2%	2 2.5%	-	6 3.4%	1 2.8%	1 2.3%	2 0.9%	6 4.2%	-	3 3.6%	2 2.5%	2 1.9%	1 1.9%
2	8 2.1%	7 2.7%	0 0.5%	7 7.6% g	-	0 0.7%	0 0.4%	6 3.0%	1 0.9%	-	4 5.7%	2 2.0%	1 1.1%	0 0.5%
3	16 4.5%	15 5.7% c	1 1.0%	3 3.2%	12 7.1% g	1 1.9%	0 0.4%	11 5.4%	5 3.4%	4 13.1%	5 7.1%	1 1.5%	2 1.7%	4 7.1%
4 - Good	39 10.8%	26 9.8%	12 13.8%	10 10.5%	16 9.4%	7 19.3%	6 10.2%	24 11.4%	15 10.0%	-	7 9.7%	12 12.6%	14 14.0%	5 9.0%
5	94 26.4%	66 24.7%	28 31.6%	22 23.9%	44 25.1%	11 30.8%	17 32.1%	61 28.8%	34 23.1%	18 58.7% mn	18 23.3%	26 26.7%	23 22.1%	10 20.0%
6	29 8.2%	21 7.8%	8 9.3%	5 5.0%	16 9.4%	4 12.5%	4 7.2%	18 8.7%	11 7.5%	-	4 5.8%	11 11.7%	9 9.1%	4 8.5%
7 - Excellent	41 11.5%	29 10.8%	12 13.4%	7 7.4%	22 12.6% F	0 0.9%	12 21.7% dF	26 12.2%	15 10.5%	9 28.2%	5 6.9%	10 10.2%	10 9.8%	7 14.2%
Don't know	122 34.2%	97 36.3%	25 27.8%	40 42.4%	57 33.0%	11 31.1%	14 25.6%	63 29.8%	59 40.5%	-	29 38.0%	31 32.9%	42 40.3%	20 38.8%
(1,2,3)	32 8.9%	28 10.6%	4 4.0%	10 10.8%	18 10.5%	2 5.4%	2 3.1%	19 9.2%	12 8.5%	4 13.1%	13 16.3%	6 5.9%	5 4.7%	5 9.5%
(4,5,6,7)	203 56.9%	142 53.1%	61 68.2% b	44 46.8%	98 56.5%	23 63.5%	39 71.2% d	129 61.0%	75 51.0%	27 86.9% KLMN	35 45.7%	58 61.2%	57 55.0%	26 51.7%
(4,5)	133 37.2%	92 34.5%	41 45.4%	32 34.4%	60 34.5%	18 50.1%	23 42.3%	85 40.1%	48 33.0%	18 58.7%	25 33.0%	38 39.3%	37 36.1%	15 29.0%
(6,7)	70 19.7%	50 18.7%	21 22.8%	12 12.4%	38 22.0%	5 13.4%	16 28.9%	44 20.9%	26 18.0%	9 28.2%	10 12.7%	21 21.8%	20 18.9%	12 22.7%
MEAN	4.9	4.9	5.1	4.7	5.0	4.7	5.4 d	5.0	4.9	5.3	4.4	5.0	5.0	5.1

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E3J

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
 J) Ducks Unlimited Canada (DUC) does in terms of their conservation work?

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	298 100.0%	213 100.0%	85 100.0%	116 100.0%	97 100.0%	37 100.0%	48 100.0%	176 100.0%	123 100.0%	31 100.0%	71 100.0%	94 100.0%	80 100.0%	22 100.0%
UNWEIGHTED BASE	294	136	158	68	68	69	89	119	175	9	44	91	111	39
1 - Very Poor	2 0.6%	1 0.5%	1 0.8%	-	1 1.0%	0 0.7%	0 1.0%	-	2 1.4%	-	0 0.7%	-	1 1.2%	0 1.2%
2	4 1.3%	3 1.2%	1 1.4%	1 1.0%	1 1.4%	1 1.6%	1 1.3%	2 0.9%	2 1.8%	-	-	1 1.5%	2 2.2%	1 3.0%
3	4 1.4%	4 1.9%	0 0.3%	-	4 4.2%	0 0.7%	-	4 2.3%	0 0.2%	-	3 4.5%	-	-	1 5.2%
4 - Good	28 9.5%	23 10.7%	5 6.3%	13 11.5%	9 9.7%	3 6.9%	3 5.9%	21 11.8%	7 6.0%	4 11.7%	7 9.4%	10 10.2%	8 9.8%	0 1.9%
5	60 20.2%	42 19.6%	19 21.8%	21 17.9%	21 21.6%	10 25.9%	9 18.7%	30 17.0%	30 24.8%	3 10.8%	8 11.8%	25 26.9%	20 25.3%	3 13.7%
6	77 25.8%	49 22.9%	28 33.0%	36 31.0% e	13 13.2%	11 30.7% e	17 34.8% e	50 28.6%	27 21.7%	16 51.8%	12 16.4%	24 25.5%	17 21.7%	8 35.2%
7 - Excellent	78 26.1%	59 27.6%	19 22.5%	34 29.3%	25 25.5%	9 25.2%	10 20.4%	54 30.8%	24 19.4%	-	30 42.8%	21 21.9%	22 27.5%	5 22.2%
Don't know	45 15.2%	33 15.7%	12 13.8%	11 9.3%	23 23.4% df	3 8.5%	9 17.9%	15 8.5%	30 24.7% H	8 25.7%	10 14.5%	13 14.0%	10 12.3%	4 17.6%
(1,2,3)	10 3.3%	8 3.6%	2 2.6%	1 1.0%	6 6.6%	1 2.9%	1 2.3%	6 3.2%	4 3.4%	-	4 5.1%	1 1.5%	3 3.4%	2 9.4%
(4,5,6,7)	243 81.6%	172 80.7%	71 83.6%	104 89.7% e	68 70.0%	33 88.6% e	38 79.8%	155 88.3% I	88 71.9%	23 74.3%	57 80.4%	80 84.5%	68 84.3%	16 73.0%
(4,5)	89 29.7%	65 30.3%	24 28.1%	34 29.4%	30 31.3%	12 32.8%	12 24.6%	51 28.9%	38 30.8%	7 22.5%	15 21.1%	35 37.0% n	28 35.1% n	3 15.6%
(6,7)	155 51.9%	108 50.5%	47 55.5%	70 60.2% e	38 38.7%	21 55.8%	27 55.2%	105 59.4% i	50 41.1%	16 51.8%	42 59.2%	45 47.5%	40 49.2%	12 57.4%
MEAN	5.7	5.7	5.7	5.8	5.5	5.7	5.8	5.8	5.6	5.5	5.9	5.6	5.6	5.6

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E3K

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
 K)Hunting for Tomorrow (HF) does in terms of their conservation work?

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1 100.0%	1 100.0%	-	-	1 100.0%	-	-	-	1 100.0%	-	-	1 100.0%	-	-
UNWEIGHTED BASE	1	1	-	-	1	-	-	-	1	-	-	1	-	-
3	1 100.0%	1 100.0%	-	-	1 100.0%	-	-	-	1 100.0%	-	-	1 100.0%	-	-
(1,2,3)	1 100.0%	1 100.0%	-	-	1 100.0%	-	-	-	1 100.0%	-	-	1 100.0%	-	-
MEAN	3.0	3.0	-	-	3.0	-	-	-	3.0	-	-	3.0	-	-

Comparison Groups: BC/DEFG/HI/JKLMN
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 99% level.
 Lower case letters indicate significance at the 95% level.

Table E3L

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
 L) Nature Conservancy of Canada (NCC) does in terms of their conservation work?

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	16 100.0%	13 100.0%	3 100.0%	6 100.0%	8 100.0%	1 100.0%	2 100.0%	8 100.0%	8 100.0%	-	3 100.0%	5 100.0%	3 100.0%	5 100.0%
UNWEIGHTED BASE	17	12	5	6	6	1	4	8	9	-	2	4	3	8
4 - Good	3 18.2%	3 22.0%	-	-	3 38.0%	-	-	2 20.0%	1 16.6%	-	-	1 26.9%	2 57.6%	-
5	2 13.9%	2 16.8%	-	2 39.7%	-	-	-	1 10.9%	1 16.7%	-	-	1 27.1%	-	1 15.2%
6	4 22.6%	2 12.8%	2 70.2% b	1 14.8%	1 11.3%	1 100.0% DE	1 53.5%	4 47.4%	-	-	1 34.1%	1 19.1%	-	2 31.1%
7 - Excellent	7 43.5%	6 48.5%	1 19.1%	3 45.5%	4 50.7%	-	1 29.9%	2 21.7%	5 63.3%	-	2 65.9%	1 26.9%	1 42.4%	3 48.4%
Don't know	0 1.8%	-	0 10.6%	-	-	-	0 16.6%	-	0 3.5%	-	-	-	-	0 5.3%
(4,5,6,7)	16 98.2%	13 100.0%	2 89.4%	6 100.0%	8 100.0%	1 100.0%	1 83.4%	8 100.0%	8 96.5%	-	3 100.0%	5 100.0%	3 100.0%	5 94.7%
(4,5)	5 32.1%	5 38.7%	-	2 39.7%	3 38.0%	-	-	2 30.9%	3 33.2%	-	-	3 54.0%	2 57.6%	1 15.2%
(6,7)	11 66.1%	8 61.3%	2 89.4%	3 60.3%	5 62.0%	1 100.0% d	1 83.4%	5 69.1%	5 63.3%	-	3 100.0% 1	2 46.0%	1 42.4%	4 79.5%
MEAN	5.9	5.9	6.2	6.1	5.7	6.0	6.4	5.7	6.1	-	6.7	5.5	5.3	6.4

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E3M

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
 M) Rocky Mountain Elk Foundation (RMEF) does in terms of their conservation work?

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	5 100.0%	3 100.0%	2 100.0%	-	3 100.0%	-	2 100.0%	3 100.0%	2 100.0%	-	1 100.0%	4 100.0%	-	-
UNWEIGHTED BASE	5	2	3	-	2	-	3	2	3	-	2	3	-	-
5	2 36.2%	1 40.6%	0 27.2%	-	1 40.6%	-	0 27.2%	- 86.4%	2	-	0 32.9%	1 37.4%	-	-
6	1 18.3%	-	1 55.6%	-	-	-	1 55.6%	1 31.5%	-	-	1 67.1%	-	-	-
7 - Excellent	2 45.5%	2 59.4%	0 17.2%	-	2 59.4%	-	0 17.2%	2 68.5%	0 13.6%	-	-	2 62.6%	-	-
(4,5,6,7)	5 100.0%	3 100.0%	2 100.0%	-	3 100.0%	-	2 100.0%	3 100.0%	2 100.0%	-	1 100.0%	4 100.0%	-	-
(4,5)	2 36.2%	1 40.6%	0 27.2%	-	1 40.6%	-	0 27.2%	- 86.4%	2	-	0 32.9%	1 37.4%	-	-
(6,7)	3 63.8%	2 59.4%	1 72.8%	-	2 59.4%	-	1 72.8%	3 100.0%	0 13.6%	-	1 67.1%	2 62.6%	-	-
MEAN	6.1	6.2	5.9	-	6.2	-	5.9	6.7	5.3	-	5.7	6.3	-	-

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E3N

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
 N) Wild Elk Federation (WEF) does in terms of their conservation work?

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	
TOTAL ANSWERING	4 100.0%	3 100.0%	2 100.0%	-	3 100.0%	1 100.0%	1 100.0%	3 100.0%	1 100.0%	-	-	2 100.0%	2 100.0%	-
UNWEIGHTED BASE	4	2	2	-	2	1	1	3	1	-	-	2	2	-
4 - Good	3 65.9%	3 100.0%	-	-	3 100.0%	-	-	2 50.3%	1 100.0%	-	-	1 58.5%	2 74.5%	-
6	1 11.8%	-	1 34.6%	-	-	-	1 100.0%	1 17.2%	-	-	-	-	1 25.5%	-
7 - Excellent	1 22.3%	-	1 65.4%	-	-	1 100.0%	-	1 32.5%	-	-	-	1 41.5%	-	-
(4,5,6,7)	4 100.0%	3 100.0%	2 100.0%	-	3 100.0%	1 100.0%	1 100.0%	3 100.0%	1 100.0%	-	-	2 100.0%	2 100.0%	-
(4,5)	3 65.9%	3 100.0%	-	-	3 100.0%	-	-	2 50.3%	1 100.0%	-	-	1 58.5%	2 74.5%	-
(6,7)	2 34.1%	-	2 100.0%	-	-	1 100.0%	1 100.0%	2 49.7%	-	-	-	1 41.5%	1 25.5%	-
MEAN	4.9	4.0	6.7 b	-	4.0	7.0	6.0	5.3	4.0	-	-	5.2	4.5	-

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E30

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
 O) Wilmore Wilderness Society (WWS) does in terms of their conservation work?

		URBAN/RURAL		REGION				GENDER		AGE					
		TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING		6 100.0%	2 100.0%	4 100.0%	1 100.0%	1 100.0%	3 100.0%	1 100.0%	5 100.0%	1 100.0%	-	3 100.0%	1 100.0%	1 100.0%	1 100.0%
UNWEIGHTED BASE		5	2	3	1	1	2	1	4	1	-	2	1	1	1
3		1 16.8%	-	1 24.9%	-	-	1 32.7%	-	1 19.1%	-	-	-	1 100.0%	-	-
7 - Excellent		3 55.3%	1 63.7%	2 51.3%	1 100.0%	-	2 67.3%	-	3 62.7%	-	-	2 68.4%	-	1 100.0%	-
Don't know		2 27.8%	1 36.3%	1 23.8%	-	1 100.0%	-	1 100.0%	1 18.2%	1 100.0% H	-	1 31.6%	-	-	1 100.0%
(1,2,3)		1 16.8%	-	1 24.9%	-	-	1 32.7%	-	1 19.1%	-	-	-	1 100.0%	-	-
(4,5,6,7)		3 55.3%	1 63.7%	2 51.3%	1 100.0%	-	2 67.3%	-	3 62.7%	-	-	2 68.4%	-	1 100.0%	-
(6,7)		3 55.3%	1 63.7%	2 51.3%	1 100.0%	-	2 67.3%	-	3 62.7%	-	-	2 68.4%	-	1 100.0%	-
MEAN		6.1	7.0	5.7	7.0	-	5.7	-	6.1	-	-	7.0	3.0	7.0	

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E3P

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

3) Using a one to seven scale where ONE means VERY POOR, FOUR means GOOD and SEVEN means EXCELLENT, please rate how well:
 P)world wildlife Fund (WWF) does in terms of their conservation work?

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	63	46	17	27	19	6	11	40	24	11	7	22	16	6
UNWEIGHTED BASE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
1 - Very Poor	4	4	0	2	2	0	0	4	0	-	-	-	4	0
	7.0%	8.6%	2.8%	9.0%	8.0%	4.0%	2.2%	10.0%	2.1%	-	-	-	26.4%	4.0%
2	2	2	-	-	2	-	-	2	-	-	-	2	-	-
	3.2%	4.4%			10.7%			5.2%				9.4%		
3	2	2	0	1	1	0	-	1	1	-	-	0	1	1
	3.6%	4.1%	2.2%	4.5%	3.6%	6.1%		3.1%	4.5%			1.7%	7.7%	10.9%
4 - Good	11	7	4	6	2	2	1	10	1	6	1	2	1	1
	17.4%	15.9%	21.3%	20.4%	9.6%	39.3%	10.8%	24.7%	5.1%	53.5%	13.4%	8.6%	7.5%	13.8%
5	10	8	2	5	3	1	1	7	3	-	2	6	2	0
	16.5%	17.8%	12.8%	19.6%	15.3%	19.9%	8.7%	18.3%	13.5%		35.4%	28.2%	9.7%	4.0%
6	15	13	1	9	4	0	1	6	9	-	-	8	5	2
	23.1%	28.9%	7.3%	34.8%	20.5%	5.2%	8.6%	14.1%	38.0%			34.4%	30.5%	35.7%
7 - Excellent	6	4	2	2	2	1	1	-	6	-	0	4	1	1
	9.8%	9.5%	10.8%	8.5%	10.9%	17.4%	6.9%		26.3%		6.5%	17.7%	7.7%	10.9%
Don't know	12	5	7	1	4	1	7	10	3	5	3	-	2	1
	19.4%	10.7%	42.8%	3.1%	21.5%	8.0%	62.8%	24.6%	10.6%	46.5%	44.7%		10.5%	20.7%
(1,2,3)	9	8	1	4	4	1	0	7	2	-	-	2	5	1
	13.9%	17.1%	5.1%	13.5%	22.3%	10.2%	2.2%	18.3%	6.6%			11.1%	34.1%	14.9%
(4,5,6,7)	42	33	9	23	11	5	4	23	20	6	4	19	9	4
	66.7%	72.1%	52.2%	83.4%	56.2%	81.8%	35.1%	57.1%	82.9%	53.5%	55.3%	88.9%	55.4%	64.4%
(4,5)	21	16	6	11	5	4	2	17	4	6	3	8	3	1
	33.8%	33.8%	34.0%	40.1%	24.9%	59.2%	19.5%	43.0%	18.5%	53.5%	48.7%	36.8%	17.2%	17.7%
(6,7)	21	18	3	12	6	1	2	6	15	-	0	11	6	3
	32.9%	38.4%	18.1%	43.3%	31.4%	22.6%	15.5%	14.1%	64.3%		6.5%	52.0%	38.2%	46.6%
MEAN	4.8	4.7	4.9	4.9	4.5	4.7	5.1	4.0	5.8	4.0	5.0	5.3	4.1	5.1

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E4A

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

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: A.catch & release fishing

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202	901	301	434	466	160	141	612	590	182	246	349	259	165
UNWEIGHTED BASE	1202	601	601	300	301	300	301	437	765	100.0% 59	100.0% 159	100.0% 329	100.0% 359	100.0% 295
1 - Do not support at all	108 9.0%	82 9.1%	27 8.8%	37 8.5%	45 9.5%	16 10.1%	10 7.3%	46 7.5%	62 10.5%	17 9.5%	27 10.8%	21 5.9%	24 9.3%	20 11.9% j
2	26 2.1%	19 2.1%	7 2.3%	13 3.0%	6 1.2%	3 2.2%	3 2.4%	12 2.0%	13 2.3%	9 5.0%	3 1.3%	5 1.5%	6 2.3%	2 1.4%
3	59 4.9%	48 5.4%	11 3.6%	19 4.4%	29 6.3%	6 3.6%	5 3.5%	35 5.7%	25 4.2%	7 3.7%	27 11.2% jLMn	11 3.0%	8 3.3%	6 3.7%
4 - Support	148 12.3%	109 12.1%	38 12.6%	58 13.3%	52 11.1%	24 14.9%	14 10.1%	61 9.9%	87 14.7%	16 9.0%	28 11.4%	61 17.4% M	23 8.8%	20 12.1%
5	178 14.8%	139 15.5%	39 12.9%	63 14.5%	76 16.4%	22 13.6%	17 12.1%	91 14.8%	88 14.8%	23 12.3%	33 13.5%	49 13.9%	42 16.3%	32 19.2%
6	175 14.6%	127 14.1%	49 16.1%	57 13.1%	70 15.0%	20 12.5%	28 20.2%	94 15.3%	81 13.8%	21 11.3%	24 9.8%	62 17.9% k	46 17.9% k	22 13.4%
7 - Completely support	483 40.2%	356 39.5%	126 42.0%	171 39.3%	185 39.8%	66 41.5%	60 42.6%	267 43.6%	216 36.5%	83 45.3%	97 39.3%	139 39.8%	106 40.8%	59 35.6%
Don't Know	25 2.1%	20 2.3%	5 1.7%	17 3.8% e	4 0.8%	3 1.7%	2 1.7%	7 1.1%	19 3.2% h	7 3.9%	7 2.8%	2 0.6%	4 1.4%	5 2.9%
(1,2,3)	193 16.1%	149 16.5%	44 14.7%	69 16.0%	79 17.0%	26 15.9%	19 13.2%	93 15.2%	100 17.0%	33 18.2%	57 23.3% L	36 10.4%	38 14.8%	28 16.9% l
(4,5,6,7)	984 81.8%	732 81.2%	252 83.6%	348 80.2%	383 82.2%	132 82.4%	120 85.1%	512 83.7%	471 79.9%	142 77.9%	182 74.0%	311 89.0% KN	217 83.8% k	132 80.2%
(4,5)	326 27.1%	249 27.6%	77 25.6%	121 27.8%	128 27.4%	46 28.5%	31 22.2%	151 24.7%	174 29.6%	39 21.3%	61 24.9%	109 31.3%	65 25.1%	51 31.2%
(6,7)	658 54.7%	483 53.6%	175 58.1%	228 52.4%	255 54.7%	87 53.9%	88 62.8%	361 59.0% i	297 50.3%	103 56.6%	121 49.1%	201 57.7%	152 58.7% n	81 48.9%
MEAN	5.3	5.3	5.4	5.3	5.3	5.3	5.5	5.5 i	5.2	5.3	5.1	5.5	5.4	5.1

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E4B

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

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: B.catch & keep fishing

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202	901	301	434	466	160	141	612	590	182	246	349	259	165
UNWEIGHTED BASE	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
1 - Do not support at all	141 11.7%	115 12.7%	26 8.8%	54 12.4%	61 13.0%	14 8.5%	13 9.1%	64 10.5%	77 13.0%	17 9.4%	30 12.4%	36 10.2%	35 13.3%	24 14.3%
2	63 5.3%	51 5.6%	13 4.2%	25 5.8%	25 5.5%	7 4.6%	5 3.7%	32 5.2%	32 5.4%	10 5.3%	6 2.3%	25 7.2% k	16 6.0%	7 4.2%
3	123 10.2%	104 11.5% c	19 6.4%	43 9.8%	61 13.1% fg	11 7.1%	8 5.6%	73 12.0%	50 8.4%	23 12.8%	36 14.5% m	27 7.6%	19 7.4%	18 11.2%
4 - Support	277 23.0%	213 23.7%	63 21.0%	88 20.2%	126 27.0%	34 21.0%	29 20.9%	144 23.6%	132 22.4%	46 25.0%	56 22.8%	94 26.8% mn	50 19.4%	31 18.9%
5	216 18.0%	167 18.5%	49 16.4%	76 17.5%	90 19.4%	25 15.6%	24 17.2%	99 16.2%	117 19.8%	31 16.7%	29 11.8%	67 19.3%	59 22.7% k	30 18.2%
6	128 10.6%	80 8.8%	48 15.9% B	49 11.3%	30 6.5%	25 15.5% E	23 16.5% E	73 11.9%	55 9.3%	13 7.3%	27 10.8%	40 11.6%	30 11.7%	17 10.4%
7 - Completely support	223 18.6%	145 16.1%	79 26.1% B	82 18.9%	63 13.5%	43 26.7% E	36 25.4% E	118 19.3%	105 17.9%	37 20.1%	58 23.5%	57 16.3%	43 16.5%	29 17.8%
Don't Know	31 2.6%	27 3.0%	4 1.3%	18 4.0% f	10 2.1%	2 1.0%	2 1.6%	9 1.5%	22 3.7% h	6 3.3%	5 2.0%	3 1.0%	8 2.9%	8 5.0% L
(1,2,3)	328 27.3%	269 29.9% c	58 19.4%	122 28.1% g	147 31.6% FG	32 20.2%	26 18.5%	169 27.6%	158 26.9%	50 27.6%	72 29.2%	87 25.1%	69 26.8%	49 29.7%
(4,5,6,7)	843 70.2%	604 67.1%	239 79.4% B	295 67.9%	309 66.3%	126 78.8% dE	113 80.0% dE	434 70.9%	409 69.4%	126 69.1%	169 68.9%	258 74.0% n	182 70.3%	107 65.3%
(4,5)	492 41.0%	380 42.2%	112 37.3%	164 37.7%	216 46.4% f	59 36.6%	54 38.1%	243 39.8%	249 42.2%	76 41.7%	85 34.6%	161 46.1% kn	109 42.1%	61 37.1%
(6,7)	351 29.2%	224 24.9%	127 42.0% B	131 30.2% e	93 20.0%	68 42.2% dE	59 41.8% dE	190 31.1%	160 27.2%	50 27.4%	84 34.3%	97 27.9%	73 28.2%	46 28.2%
MEAN	4.4	4.2	4.9 B	4.4	4.1	4.9 dE	4.9 dE	4.4	4.4	4.4	4.5	4.4	4.4	4.3

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E4C

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

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: C.hiking

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton	Calgary	Rural	Rural	Male	Female	18-25	26-35	36-50	51-64	65 +
				CMA	CMA	North	South							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202	901	301	434	466	160	141	612	590	182	246	349	259	165
UNWEIGHTED BASE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
1 - Do not support at all	36 3.0%	26 2.9%	10 3.3%	17 4.0%	9 1.9%	5 3.4%	5 3.3%	22 3.7%	14 2.3%	-	10 3.9%	8 2.2%	9 3.3%	10 6.3% l
2	14 1.1%	10 1.1%	4 1.2%	3 0.8%	7 1.5%	2 1.5%	1 0.9%	9 1.5%	5 0.8%	5 2.8%	0 0.2%	1 0.4%	4 1.4%	3 2.0%
3	20 1.6%	15 1.7%	5 1.5%	7 1.7%	7 1.6%	2 1.3%	3 1.8%	13 2.1%	6 1.1%	-	4 1.8%	6 1.9%	5 2.1%	3 2.1%
4 - Support	94 7.8%	59 6.5%	35 11.7% b	35 8.0%	24 5.2%	23 14.2% dE	12 8.8%	52 8.4%	42 7.1%	12 6.8%	24 9.8%	28 8.2%	16 6.0%	13 8.0%
5	112 9.3%	78 8.7%	34 11.2%	34 7.9%	44 9.5%	18 11.4%	15 10.9%	62 10.1%	50 8.5%	12 6.6%	15 6.2%	33 9.4%	26 10.1%	26 15.6% jkl
6	143 11.9%	108 12.0%	35 11.6%	58 13.4%	50 10.7%	21 13.2%	14 9.9%	81 13.2%	62 10.5%	15 8.2%	23 9.6%	42 11.9%	36 13.8%	27 16.7%
7 - Completely support	770 64.1%	593 65.8%	177 58.8%	271 62.4%	322 69.1% F	86 53.9%	91 64.3%	368 60.1%	402 68.2% h	135 73.9% N	164 66.6% N	229 65.5% N	164 63.1% N	79 48.2%
Don't Know	13 1.1%	11 1.2%	2 0.7%	8 1.9% g	3 0.6%	2 1.1%	0 0.2%	5 0.8%	8 1.4%	3 1.7%	5 2.0%	2 0.5%	1 0.2%	2 1.2%
(1,2,3)	70 5.8%	51 5.7%	18 6.1%	28 6.5%	23 5.0%	10 6.2%	8 6.0%	45 7.3%	25 4.3%	5 2.8%	14 5.8%	16 4.5%	18 6.8%	17 10.3% jl
(4,5,6,7)	1119 93.1%	838 93.1%	281 93.2%	398 91.6%	440 94.4%	149 92.8%	132 93.8%	562 91.9%	557 94.4%	174 95.5%	226 92.2%	332 95.0% N	241 93.0%	146 88.5%
(4,5)	206 17.1%	137 15.2%	69 22.8% b	69 15.9%	68 14.6%	41 25.6% dE	28 19.7%	114 18.6%	92 15.7%	25 13.4%	39 16.0%	61 17.6%	42 16.2%	39 23.6% m
(6,7)	913 76.0%	701 77.9% c	212 70.4%	329 75.7%	372 79.8% F	108 67.1%	104 74.1%	449 73.4%	464 78.7%	150 82.1% N	187 76.2% n	270 77.4% N	199 76.8% N	107 64.9%
MEAN	6.1	6.2	6.0	6.1	6.3 F	5.9	6.1	6.0	6.3 h	6.4 N	6.2 n	6.2 N	6.1 N	5.7

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E4D

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

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: D.bird watching

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202	901	301	434	466	160	141	612	590	182	246	349	259	165
UNWEIGHTED BASE	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
1 - Do not support at all	76 6.3%	58 6.5%	18 5.8%	33 7.5%	26 5.5%	11 6.7%	7 4.8%	51 8.4% i	25 4.2%	7 3.9%	23 9.5%	19 5.5%	12 4.8%	14 8.5%
2	36 3.0%	25 2.8%	11 3.5%	8 1.9%	17 3.7%	8 5.1%	3 1.8%	28 4.6% i	8 1.3%	8 4.4%	11 4.5%	7 2.0%	6 2.2%	4 2.5%
3	36 3.0%	22 2.5%	14 4.5%	11 2.4%	12 2.5%	7 4.6%	6 4.4%	23 3.8%	13 2.2%	8 4.5%	7 2.7%	11 3.1%	6 2.1%	5 2.8%
4 - Support	117 9.8%	80 8.9%	38 12.5%	45 10.3%	35 7.5%	20 12.7%	17 12.2%	60 9.7%	58 9.8%	21 11.7%	18 7.3%	39 11.1%	25 9.8%	14 8.6%
5	136 11.3%	98 10.9%	38 12.7%	39 9.0%	59 12.6%	22 13.5%	17 11.9%	71 11.6%	65 11.0%	13 7.4%	38 15.6%	43 12.4%	23 9.0%	18 10.9%
6	121 10.1%	93 10.4%	28 9.2%	42 9.7%	51 11.0%	13 8.2%	15 10.4%	63 10.3%	58 9.9%	23 12.7%	14 5.8%	42 11.9% k	24 9.1%	18 11.2%
7 - Completely support	664 55.2%	511 56.8%	152 50.6%	251 57.7% f	261 55.9%	77 48.0%	76 53.6%	306 50.0%	358 60.6% H	101 55.4%	129 52.7%	187 53.4%	161 62.0% ln	86 52.2%
Don't know	15 1.3%	12 1.3%	3 1.1%	6 1.4%	6 1.3%	2 1.2%	1 0.9%	9 1.5%	6 1.0%	-	4 1.8%	2 0.5%	3 1.1%	6 3.4% l
(1,2,3)	148 12.3%	106 11.8%	42 13.9%	52 11.9%	54 11.7%	26 16.4%	16 11.0%	103 16.8% I	45 7.7%	23 12.9%	41 16.8% m	37 10.6%	24 9.1%	23 13.8%
(4,5,6,7)	1039 86.4%	782 86.9%	256 85.1%	377 86.7%	406 87.0%	132 82.4%	124 88.1%	500 81.6%	539 91.3% H	159 87.1%	200 81.4%	310 88.9%	233 89.8% kn	136 82.9%
(4,5)	254 21.1%	178 19.7%	76 25.2%	84 19.3%	94 20.2%	42 26.2%	34 24.1%	131 21.4%	123 20.8%	35 19.1%	56 22.9%	82 23.5%	49 18.7%	32 19.4%
(6,7)	785 65.3%	605 67.1% c	180 59.9%	293 67.4% f	312 66.9% f	90 56.2%	90 64.0%	369 60.3%	416 70.5% H	124 68.1%	144 58.5%	228 65.4%	184 71.1% k	104 63.4%
MEAN	5.7	5.8	5.6	5.8	5.8 f	5.4	5.7	5.5	6.0 H	5.7	5.5	5.7	5.9 kn	5.6

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E4E

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

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: E.canoeing

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202	901	301	434	466	160	141	612	590	182	246	349	259	165
UNWEIGHTED BASE	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
1 - Do not support at all	73 6.1%	52 5.7%	22 7.2%	25 5.7%	27 5.8%	14 8.6%	8 5.5%	40 6.5%	33 5.6%	6 3.3%	13 5.3%	15 4.3%	16 6.1%	23 14.2% JKLM
2	15 1.3%	12 1.3%	3 1.0%	6 1.4%	6 1.3%	1 0.9%	2 1.2%	8 1.3%	7 1.2%	-	2 0.6%	5 1.5%	5 1.9%	3 2.0%
3	28 2.4%	20 2.2%	8 2.8%	10 2.3%	10 2.2%	7 4.1%	2 1.3%	13 2.0%	16 2.7%	1 0.6%	8 3.2%	5 1.6%	7 2.6%	7 4.5%
4 - Support	99 8.3%	64 7.1%	35 11.7% b	36 8.2%	28 6.0%	17 10.4%	19 13.2% e	45 7.4%	54 9.1%	7 3.7%	24 9.8%	28 8.1%	24 9.2%	16 9.8%
5	147 12.2%	103 11.4%	44 14.5%	48 11.1%	55 11.8%	21 13.3%	22 15.9%	85 14.0%	61 10.4%	31 17.1% k	15 6.1%	38 10.8%	33 12.8% k	30 18.0% kl
6	170 14.2%	138 15.3%	32 10.7%	67 15.4%	71 15.3%	17 10.9%	15 10.4%	93 15.2%	77 13.1%	34 18.5%	29 11.7%	54 15.5%	37 14.4%	16 9.9%
7 - Completely support	640 53.3%	489 54.3%	151 50.1%	229 52.8%	260 55.8%	79 49.6%	71 50.7%	315 51.4%	326 55.2%	104 56.8% N	148 60.2% N	199 57.0% N	130 50.2% N	60 36.2%
Don't Know	28 2.4%	22 2.5%	6 2.0%	13 3.0%	9 1.9%	4 2.3%	2 1.7%	13 2.1%	15 2.6%	-	7 3.0%	4 1.1%	7 2.9%	9 5.4% L
(1,2,3)	117 9.7%	84 9.3%	33 11.0%	41 9.4%	43 9.2%	22 13.6%	11 8.0%	61 9.9%	56 9.6%	7 3.9%	22 9.1%	26 7.4%	27 10.6%	34 20.6% JKLM
(4,5,6,7)	1057 87.9%	795 88.2%	262 87.0%	380 87.5%	414 88.8%	135 84.1%	127 90.3%	538 88.0%	518 87.9%	175 96.1% kmN	216 87.8% N	319 91.5% N	225 86.6% N	122 74.0%
(4,5)	246 20.5%	167 18.5%	79 26.2% b	84 19.3%	83 17.8%	38 23.7%	41 29.1% de	131 21.4%	115 19.5%	38 20.8%	39 15.9%	66 19.0%	57 22.0%	46 27.8% kl
(6,7)	811 67.5%	628 69.7% c	183 60.8%	296 68.2%	331 71.0% f	97 60.5%	86 61.2%	408 66.6%	403 68.3%	137 75.3% N	177 71.9% N	253 72.5% N	168 64.6% N	76 46.2%
MEAN	5.8	5.9	5.6	5.8	5.9	5.6	5.7	5.8	5.8	6.1 N	6.0 N	6.0 N	5.7 N	5.0

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E4F

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

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: F.nature photography

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202	901	301	434	466	160	141	612	590	182	246	349	259	165
UNWEIGHTED BASE	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
1 - Do not support at all	63 5.2%	48 5.3%	15 5.0%	24 5.5%	24 5.1%	7 4.6%	8 5.5%	41 6.8%	22 3.7%	2 1.3%	14 5.7%	16 4.6%	17 6.4% j	14 8.3% j
2	12 1.0%	11 1.2%	2 0.5%	6 1.3%	5 1.1%	1 0.6%	1 0.4%	9 1.4%	4 0.6%	-	6 2.5% n	5 1.4%	1 0.5%	0 0.2%
3	35 2.9%	29 3.2%	7 2.2%	13 3.1%	15 3.3%	5 2.9%	2 1.5%	26 4.2% i	9 1.6%	-	14 5.6%	12 3.3%	6 2.5%	4 2.2%
4 - Support	95 7.9%	68 7.6%	27 8.9%	36 8.3%	32 6.9%	16 10.0%	11 7.6%	48 7.8%	47 8.0%	27 15.1%	20 8.0%	19 5.5%	16 6.2%	13 7.7%
5	99 8.2%	70 7.8%	29 9.5%	27 6.2%	43 9.3%	17 10.3%	12 8.6%	55 9.0%	44 7.5%	16 9.0%	21 8.7%	29 8.3%	15 5.6%	18 10.8% m
6	148 12.3%	113 12.6%	34 11.3%	54 12.5%	59 12.7%	18 11.3%	16 11.3%	91 14.9% i	57 9.6%	17 9.2%	20 8.2%	48 13.9%	40 15.5% k	22 13.4%
7 - Completely support	727 60.5%	543 60.3%	184 61.2%	262 60.3%	281 60.3%	94 58.7%	90 63.9%	333 54.3%	394 66.8% H	116 63.7%	144 58.6%	215 61.7%	164 63.1% n	88 53.4%
Don't Know	23 1.9%	19 2.1%	4 1.3%	13 2.9%	6 1.3%	2 1.5%	2 1.2%	10 1.6%	13 2.2%	3 1.7%	7 2.7%	5 1.4%	1 0.3%	7 4.0% M
(1,2,3)	111 9.2%	87 9.7%	23 7.8%	43 9.8%	45 9.6%	13 8.1%	10 7.3%	76 12.4% I	35 5.9%	2 1.3%	34 13.8% j	32 9.3% j	24 9.4% j	18 10.7% j
(4,5,6,7)	1069 88.9%	795 88.2%	274 90.9%	379 87.2%	416 89.2%	145 90.4%	129 91.5%	526 86.0%	542 91.9% h	177 97.0% KlMN	205 83.5%	312 89.3%	234 90.3%	140 85.3%
(4,5)	194 16.1%	139 15.4%	55 18.4%	63 14.5%	75 16.2%	33 20.3%	23 16.3%	103 16.8%	91 15.5%	44 24.1% m	41 16.7%	48 13.8%	31 11.8%	30 18.5% m
(6,7)	875 72.8%	656 72.9%	218 72.5%	316 72.7%	340 73.0%	112 70.1%	106 75.2%	424 69.2%	451 76.4% h	133 72.9%	164 66.8%	264 75.6% n	204 78.5% kN	110 66.8%
MEAN	6.0	6.0	6.0	6.0	6.0	5.9	6.1	5.8	6.2 H	6.2	5.8	6.0	6.0	5.8

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E4G

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

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: G.trapping

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton	Calgary	Rural	Rural	Male	Female	18-25	26-35	36-50	51-64	65 +
				CMA	CMA	North	South							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202	901	301	434	466	160	141	612	590	182	246	349	259	165
UNWEIGHTED BASE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
1 - Do not support at all	392	317	76	163	154	35	40	149	244	55	81	105	89	62
	32.7%	35.2%	25.1%	37.5%	33.0%	22.0%	28.7%	24.3%	41.4%	30.3%	33.1%	30.1%	34.2%	37.8%
		C		F	f				H					
2	130	108	22	48	60	10	11	52	78	17	30	42	29	13
	10.8%	12.0%	7.3%	11.1%	12.8%	6.5%	8.2%	8.4%	13.3%	9.2%	12.2%	12.1%	11.0%	7.6%
		C			f				h					
3	129	105	24	36	69	12	12	83	46	11	32	47	20	18
	10.7%	11.6%	8.0%	8.3%	14.8%	7.4%	8.7%	13.5%	7.8%	6.0%	13.2%	13.5%	7.8%	11.0%
					df			i				jm		
4 - Support	182	125	57	50	75	31	26	94	87	38	27	50	43	23
	15.1%	13.8%	18.9%	11.5%	16.1%	19.3%	18.3%	15.4%	14.8%	20.6%	11.1%	14.3%	16.7%	14.1%
						d								
5	134	94	40	58	36	24	15	75	58	16	24	43	32	19
	11.1%	10.4%	13.2%	13.4%	7.7%	15.1%	10.9%	12.3%	9.9%	8.5%	9.6%	12.5%	12.4%	11.5%
				e		e								
6	77	48	29	27	21	14	15	54	22	10	19	24	13	10
	6.4%	5.3%	9.6%	6.1%	4.5%	8.5%	10.8%	8.9%	3.7%	5.7%	7.9%	6.8%	5.2%	5.8%
			b				e	i						
7 - Completely support	113	65	48	38	27	30	17	83	30	28	23	25	25	12
	9.4%	7.3%	15.9%	8.8%	5.8%	19.0%	12.4%	13.6%	5.1%	15.3%	9.3%	7.3%	9.7%	7.3%
			B			DE	e	I						
Don't Know	46	39	6	14	25	3	3	22	23	8	9	12	8	8
	3.8%	4.3%	2.2%	3.3%	5.3%	2.2%	2.2%	3.6%	4.0%	4.5%	3.6%	3.5%	2.9%	4.9%
(1,2,3)	651	530	122	247	282	58	64	283	369	83	144	194	138	93
	54.2%	58.8%	40.4%	56.9%	60.6%	35.9%	45.5%	46.2%	62.5%	45.5%	58.5%	55.6%	53.1%	56.4%
		C		Fg	FG			H						
(4,5,6,7)	505	332	173	173	159	99	74	307	198	91	93	143	114	64
	42.0%	36.9%	57.4%	39.8%	34.1%	61.9%	52.3%	50.2%	33.6%	50.0%	37.9%	40.9%	44.0%	38.7%
			B			DE	dE	I						
(4,5)	315	219	96	108	111	55	41	169	146	53	51	93	76	42
	26.2%	24.3%	32.0%	24.8%	23.8%	34.5%	29.2%	27.7%	24.7%	29.1%	20.7%	26.8%	29.2%	25.6%
			b			de								
(6,7)	190	113	77	65	48	44	33	138	52	38	42	49	38	22
	15.8%	12.6%	25.4%	15.0%	10.3%	27.5%	23.1%	22.5%	8.8%	20.9%	17.2%	14.1%	14.8%	13.1%
			B			DE	E	I						
MEAN	3.2	3.0	3.8	3.1	2.9	4.0	3.6	3.7	2.7	3.5	3.1	3.2	3.2	3.0
			B			DE	dE	I						

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

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: H.motorized watercraft use

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202 100.0%	901 100.0%	301 100.0%	434 100.0%	466 100.0%	160 100.0%	141 100.0%	612 100.0%	590 100.0%	182 100.0%	246 100.0%	349 100.0%	259 100.0%	165 100.0%
UNWEIGHTED BASE	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
1 - Do not support at all	150 12.5%	120 13.3%	31 10.2%	65 14.9% g	55 11.8%	21 13.4%	9 6.6%	74 12.1%	77 13.0%	21 11.3%	27 10.9%	28 8.2%	34 13.2%	40 24.4% jKLM
2	83 6.9%	68 7.5%	15 5.0%	31 7.2%	36 7.8%	5 3.3%	10 6.9%	35 5.7%	48 8.1%	-	18 7.5%	30 8.7%	23 8.8%	11 6.6%
3	154 12.8%	121 13.4%	34 11.2%	57 13.2%	63 13.6%	19 11.8%	15 10.5%	76 12.5%	78 13.2%	17 9.2%	31 12.8%	43 12.2%	43 16.4%	21 12.8%
4 - Support	230 19.1%	171 19.0%	59 19.5%	71 16.3%	100 21.5%	28 17.2%	31 22.0%	103 16.8%	127 21.5%	36 19.6%	36 14.7%	78 22.3%	49 19.1%	31 18.6%
5	224 18.6%	173 19.2%	51 16.8%	84 19.3%	90 19.2%	21 13.1%	29 20.9%	123 20.1%	101 17.1%	37 20.1%	48 19.5%	60 17.1%	57 21.9% n	23 14.0%
6	102 8.5%	71 7.8%	31 10.4%	32 7.5%	38 8.2%	24 14.7% deg	8 5.4%	57 9.3%	45 7.6%	13 7.1%	26 10.7%	34 9.7%	16 6.2%	13 7.6%
7 - Completely support	225 18.7%	153 17.0%	72 23.9% b	82 18.9%	71 15.2%	37 23.0% e	35 24.9% e	129 21.2%	96 16.2%	59 32.2% MN	52 21.2% mn	67 19.3% mN	29 11.3%	18 10.9%
Don't Know	34 2.8%	25 2.7%	10 3.2%	12 2.7%	13 2.8%	6 3.6%	4 2.7%	15 2.5%	19 3.2%	1 0.6%	7 2.7%	9 2.6%	8 3.1%	8 5.1%
(1,2,3)	387 32.2%	308 34.2% c	79 26.3%	153 35.3% g	155 33.1%	46 28.4%	34 24.0%	185 30.2%	203 34.4%	37 20.5%	77 31.3%	101 29.1%	100 38.4% jI	72 43.8% jKL
(4,5,6,7)	781 64.9%	568 63.1%	212 70.5% b	269 62.0%	299 64.1%	109 68.0%	103 73.3% d	412 67.3%	369 62.5%	144 79.0% MN	162 66.0% N	239 68.4% mN	152 58.4%	84 51.1%
(4,5)	454 37.8%	345 38.3%	109 36.2%	155 35.6%	190 40.7% f	49 30.3%	61 43.0% f	226 36.9%	228 38.7%	72 39.7%	84 34.2%	138 39.4%	106 40.9% n	54 32.6%
(6,7)	327 27.2%	224 24.8%	103 34.3% B	115 26.4%	109 23.4%	60 37.7% dE	43 30.3%	186 30.4% i	141 23.8%	72 39.3% MN	78 31.8% Mn	101 29.0% MN	45 17.5%	30 18.5%
MEAN	4.3	4.2	4.6 B	4.2	4.2	4.6	4.6 de	4.4 i	4.1	4.9 MN	4.4 mN	4.4 MN	3.9 n	3.6

Comparison Groups: BC/DEFG/HI/JKLMN
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 99% level.
Lower case letters indicate significance at the 95% level.

Table E4I

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

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: I.horseback riding

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton	Calgary	Rural	Rural	Male	Female	18-25	26-35	36-50	51-64	65 +
				CMA	CMA	North	South							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202 100.0%	901 100.0%	301 100.0%	434 100.0%	466 100.0%	160 100.0%	141 100.0%	612 100.0%	590 100.0%	182 100.0%	246 100.0%	349 100.0%	259 100.0%	165 100.0%
UNWEIGHTED BASE	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
1 - Do not support at all	92 7.7%	65 7.2%	27 9.0%	36 8.2%	29 6.3%	17 10.6%	10 7.2%	58 9.6%	34 5.7%	10 5.6%	19 7.9%	26 7.4%	21 8.0%	16 9.7%
2	12 1.0%	9 1.0%	3 1.0%	1 0.2%	8 1.7%	2 1.4%	1 0.5%	4 0.6%	8 1.4%	1 0.6%	2 0.7%	3 0.9%	4 1.4%	2 1.3%
3	55 4.6%	40 4.4%	16 5.2%	16 3.7%	24 5.1%	9 5.6%	7 4.8%	33 5.3%	23 3.8%	16 8.9%	7 3.0%	11 3.2%	11 4.3%	9 5.5%
4 - Support	156 13.0%	122 13.6%	34 11.2%	58 13.4%	64 13.8%	19 11.9%	15 10.4%	79 13.0%	76 13.0%	32 17.5%	41 16.8%	39 11.1%	26 9.9%	18 11.2%
5	171 14.3%	129 14.3%	43 14.2%	63 14.5%	66 14.1%	20 12.3%	23 16.4%	107 17.5% i	64 10.9%	17 9.3%	34 13.8%	59 16.8% n	45 17.5% n	16 10.0%
6	191 15.9%	148 16.5%	43 14.3%	82 19.0%	66 14.2%	22 13.9%	21 14.7%	106 17.2%	86 14.6%	32 17.6%	40 16.2%	59 17.0%	36 13.8%	24 14.7%
7 - Completely support	501 41.7%	370 41.1%	130 43.3%	169 38.8%	202 43.3%	68 42.4%	62 44.3%	210 34.3%	291 49.3% H	73 39.9%	97 39.5%	149 42.6%	112 43.3%	70 42.6%
Don't Know	23 2.0%	18 2.0%	5 1.8%	10 2.2%	8 1.8%	3 2.0%	2 1.6%	15 2.5%	8 1.4%	1 0.6%	5 2.0%	4 1.1%	5 1.7%	9 5.2% jLm
(1,2,3)	159 13.2%	113 12.6%	46 15.2%	53 12.1%	61 13.0%	28 17.5%	18 12.6%	95 15.4%	64 10.9%	28 15.1%	29 11.6%	40 11.5%	36 13.7%	27 16.4%
(4,5,6,7)	1020 84.8%	770 85.4%	250 83.0%	372 85.7%	398 85.2%	129 80.5%	121 85.8%	502 82.0%	518 87.7% h	154 84.3%	212 86.4% n	305 87.4% N	219 84.5%	129 78.4%
(4,5)	327 27.2%	251 27.8%	76 25.4%	121 27.9%	130 27.8%	39 24.1%	38 26.8%	187 30.5% i	141 23.8%	49 26.8%	75 30.6%	97 27.8%	71 27.4%	35 21.2%
(6,7)	692 57.6%	519 57.6%	174 57.6%	251 57.8%	268 57.4%	90 56.3%	83 59.0%	315 51.5%	377 63.9% H	105 57.5%	137 55.8%	208 59.6%	148 57.1%	94 57.3%
MEAN	5.4	5.5	5.4	5.4	5.5	5.3	5.5	5.2	5.7 H	5.4	5.4	5.5	5.5	5.4

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E4J

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

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: J.game bird hunting

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202	901	301	434	466	160	141	612	590	182	246	349	259	165
UNWEIGHTED BASE	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
1 - Do not support at all	320 26.6%	262 29.1% C	58 19.1%	127 29.2% F	136 29.1% F	28 17.5%	30 21.0%	121 19.8%	199 33.7% H	53 29.2%	65 26.7%	87 24.8%	67 25.6%	48 29.3%
2	78 6.5%	64 7.2%	13 4.4%	26 6.0%	38 8.2%	7 4.3%	6 4.5%	37 6.1%	40 6.8%	10 5.7%	18 7.4%	19 5.6%	17 6.7%	12 7.6%
3	157 13.1%	130 14.5% c	27 8.9%	56 13.0%	74 15.9% fg	15 9.1%	12 8.6%	79 12.9%	78 13.3%	25 13.9%	34 13.8%	53 15.2%	28 10.6%	17 10.4%
4 - Support	206 17.2%	152 16.9%	54 17.9%	66 15.3%	86 18.4%	27 17.1%	27 18.9%	104 17.1%	102 17.3%	45 24.7%	34 14.0%	59 16.9%	43 16.6%	25 15.1%
5	131 10.9%	86 9.5%	45 14.9% b	46 10.6%	40 8.6%	22 13.8%	23 16.1%	71 11.7%	59 10.0%	7 3.7%	21 8.5%	40 11.5% j	41 15.8% jk	22 13.5% j
6	119 9.9%	73 8.2%	46 15.2% B	41 9.5%	32 6.9%	25 15.7% dE	20 14.5% e	73 12.0%	46 7.7%	20 11.0%	23 9.4%	38 10.8%	21 8.0%	17 10.6%
7 - Completely support	165 13.7%	108 12.0%	56 18.7% B	60 13.7%	49 10.4%	35 21.8% dE	21 15.2%	114 18.6% I	51 8.7%	19 10.3%	41 16.9%	49 14.0%	39 15.0%	17 10.2%
Don't Know	27 2.2%	24 2.6%	3 1.0%	12 2.8%	12 2.5%	1 0.9%	2 1.1%	12 1.9%	15 2.5%	3 1.7%	8 3.4%	4 1.3%	4 1.6%	6 3.4%
(1,2,3)	555 46.1%	457 50.7% C	98 32.4%	209 48.1% Fg	248 53.2% FG	49 30.8%	48 34.1%	237 38.8%	317 53.8% H	89 48.8%	117 47.8%	159 45.5%	111 42.9%	78 47.3%
(4,5,6,7)	621 51.6%	420 46.6%	201 66.6% B	213 49.1%	207 44.3%	110 68.3% DE	91 64.7% DE	363 59.3% I	258 43.7%	90 49.6%	120 48.7%	186 53.2%	144 55.4%	81 49.3%
(4,5)	337 28.0%	238 26.4%	99 32.8%	112 25.9%	126 27.0%	49 30.8%	49 35.0%	176 28.7%	161 27.3%	52 28.4%	55 22.4%	99 28.4%	84 32.4%	47 28.6%
(6,7)	284 23.6%	182 20.2%	102 33.9% B	101 23.2%	81 17.3%	60 37.5% DE	42 29.8% E	187 30.5% I	97 16.4%	39 21.2%	65 26.3%	87 24.8%	60 23.0%	34 20.7%
MEAN	3.7	3.4	4.3 B	3.6	3.3	4.4 DE	4.1 dE	4.1 I	3.2	3.4	3.7	3.7	3.8	3.5

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E4K

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

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: K.big game hunting

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton	Calgary	Rural	Rural	Male	Female	18-25	26-35	36-50	51-64	65 +
				CMA	CMA	North	South							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202	901	301	434	466	160	141	612	590	182	246	349	259	165
UNWEIGHTED BASE	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
1 - Do not support at all	336 28.0%	284 31.6% C	52 17.2%	132 30.3% Fg	153 32.7% Fg	23 14.4%	29 20.5%	132 21.6%	204 34.6% H	53 28.9%	58 23.8%	88 25.2%	82 31.4%	56 33.9% kl
2	121 10.0%	111 12.3% C	10 3.3%	52 11.9% FG	59 12.7% FG	5 2.9%	5 3.7%	66 10.8%	55 9.2%	15 8.0%	23 9.3%	50 14.5% MN	20 7.7%	12 7.6%
3	112 9.3%	96 10.6% C	17 5.5%	41 9.3%	55 11.8% F	8 4.8%	9 6.2%	57 9.3%	55 9.3%	16 9.0%	35 14.4% ln	25 7.0%	25 9.5%	11 6.7%
4 - Support	189 15.7%	144 16.0%	45 14.9%	73 16.8%	71 15.2%	23 14.4%	22 15.4%	91 14.9%	98 16.6%	34 18.7%	21 8.4%	60 17.1% k	48 18.4% k	27 16.2%
5	120 10.0%	70 7.8%	49 16.4% B	30 6.9%	41 8.7%	23 14.4% d	26 18.6% DE	61 10.0%	58 9.9%	17 9.4%	26 10.6%	35 10.1%	24 9.4%	17 10.2%
6	92 7.7%	56 6.3%	36 11.9% b	28 6.5%	28 6.0%	23 14.5% DE	13 8.9%	48 7.9%	44 7.5%	12 6.7%	14 5.9%	35 9.9%	16 6.2%	15 9.2%
7 - Completely support	206 17.1%	116 12.9%	89 29.7% B	68 15.6%	48 10.3%	54 33.4% DE	36 25.5% dE	142 23.2% I	63 10.8%	31 16.9%	61 24.8% ln	51 14.5%	41 15.7%	22 13.6%
Don't Know	26 2.2%	23 2.5%	3 1.1%	11 2.6%	12 2.5%	2 1.2%	2 1.1%	14 2.2%	13 2.1%	4 2.3%	7 2.7%	6 1.8%	4 1.7%	4 2.5%
(1,2,3)	569 47.3%	491 54.5% C	78 26.0%	224 51.6% FG	267 57.2% FG	35 22.1%	43 30.4%	255 41.7%	314 53.2% H	84 46.0%	117 47.5%	163 46.7%	126 48.6%	79 48.2%
(4,5,6,7)	607 50.5%	387 43.0%	219 72.9% B	199 45.9%	188 40.3%	123 76.7% DE	96 68.5% DE	343 56.1% I	264 44.7%	94 51.7%	122 49.8%	180 51.6%	129 49.7%	81 49.3%
(4,5)	309 25.7%	215 23.8%	94 31.3% b	103 23.7%	112 23.9%	46 28.8%	48 34.0% de	153 25.0%	156 26.4%	51 28.1%	47 19.0%	95 27.2%	72 27.8%	44 26.4%
(6,7)	298 24.8%	173 19.2%	125 41.6% B	96 22.1%	76 16.4%	77 47.9% DEg	49 34.4% dE	190 31.1% I	108 18.3%	43 23.6%	75 30.7%	85 24.4%	57 21.8%	38 22.8%
MEAN	3.6	3.3	4.7 B	3.4	3.1	4.9 DEg	4.4 DE	4.0 I	3.2	3.6	3.9	3.6	3.5	3.4

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E4L

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

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: L.dog walking

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton	Calgary	Rural	Rural	Male	Female	18-25	26-35	36-50	51-64	65 +
				CMA	CMA	North	South							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202	901	301	434	466	160	141	612	590	182	246	349	259	165
UNWEIGHTED BASE	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
1 - Do not support at all	78 6.5%	46 5.1%	32 10.6% B	22 5.0%	24 5.1%	15 9.6%	16 11.7% de	43 7.1%	34 5.8%	8 4.3%	18 7.1%	10 2.9%	24 9.3% L	18 10.9% L
2	25 2.1%	17 1.9%	8 2.7%	7 1.6%	10 2.1%	6 3.9%	2 1.4%	19 3.2%	6 0.9%	-	8 3.4%	8 2.2%	3 1.1%	6 3.6%
3	50 4.2%	38 4.2%	12 4.1%	12 2.8%	26 5.5%	6 3.6%	7 4.7%	31 5.1%	19 3.2%	4 2.2%	9 3.8%	19 5.5%	10 3.9%	8 4.6%
4 - Support	124 10.3%	88 9.8%	36 11.9%	38 8.7%	50 10.8%	21 13.2%	15 10.5%	75 12.2%	49 8.4%	15 8.3%	13 5.2%	42 12.2% k	31 11.9% k	23 13.8% k
5	127 10.6%	93 10.4%	34 11.1%	46 10.5%	48 10.2%	17 10.4%	17 11.9%	84 13.7% I	43 7.3%	6 3.0%	42 17.0% J	36 10.3% j	27 10.4% j	17 10.3% j
6	147 12.2%	117 12.9%	30 9.9%	65 14.9%	52 11.1%	15 9.6%	15 10.3%	91 14.9% i	56 9.4%	32 17.4%	29 11.8%	34 9.8%	32 12.2%	20 11.9%
7 - Completely support	620 51.6%	478 53.1%	142 47.1%	229 52.7%	249 53.4%	74 45.9%	68 48.6%	252 41.2%	368 62.4% H	114 62.5% N	122 49.6%	190 54.5% N	127 49.1% n	67 40.4%
Don't Know	31 2.6%	24 2.7%	8 2.5%	16 3.6%	8 1.8%	6 3.8%	1 1.0%	16 2.7%	15 2.6%	4 2.3%	5 2.0%	9 2.5%	5 2.0%	8 4.6%
(1,2,3)	153 12.7%	101 11.2%	52 17.4% b	41 9.5%	59 12.7%	27 17.1% d	25 17.7% d	94 15.4% i	59 10.0%	12 6.5%	35 14.4%	37 10.7%	37 14.3%	31 19.0% JL
(4,5,6,7)	1018 84.7%	776 86.2% c	241 80.1%	378 86.9% f	399 85.5%	127 79.1%	114 81.3%	502 82.0%	516 87.5%	167 91.3% N	205 83.6%	303 86.8% N	217 83.7% n	126 76.4%
(4,5)	251 20.9%	182 20.2%	69 23.1%	84 19.3%	98 21.0%	38 23.6%	32 22.4%	159 25.9% I	93 15.7%	21 11.3%	55 22.2%	78 22.4% j	58 22.4% j	40 24.1% j
(6,7)	767 63.8%	595 66.0% c	172 57.1%	294 67.7% f	301 64.5%	89 55.5%	83 58.9%	343 56.1%	424 71.8% H	146 80.0% kLMN	151 61.4%	225 64.3% N	159 61.3% n	86 52.3%
MEAN	5.7	5.8 C	5.3	5.8 Fg	5.7 f	5.3	5.4	5.4	6.0 H	6.2 mN	5.6	5.8 N	5.5	5.2

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E4M

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

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: M.berry picking

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton	Calgary	Rural	Rural	Male	Female	18-25	26-35	36-50	51-64	65 +
				CMA	CMA	North	South							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202	901	301	434	466	160	141	612	590	182	246	349	259	165
UNWEIGHTED BASE	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
1 - Do not support at all	77 6.4%	59 6.6%	18 6.0%	32 7.4%	27 5.8%	10 6.4%	8 5.5%	49 8.1%	28 4.7%	6 3.3%	20 8.3%	18 5.2%	21 7.9%	12 7.4%
2	23 1.9%	16 1.8%	7 2.2%	2 0.6%	14 3.0%	4 2.4%	3 1.9%	13 2.2%	10 1.7%	-	5 2.0%	8 2.2%	4 1.5%	6 3.8%
3	54 4.5%	41 4.6%	13 4.3%	12 2.8%	29 6.2%	6 4.0%	6 4.6%	38 6.2%	16 2.7%	4 2.2%	16 6.6%	17 4.9%	9 3.4%	8 5.2%
4 - Support	164 13.7%	123 13.6%	42 13.8%	55 12.7%	68 14.5%	17 10.4%	25 17.6%	85 13.9%	79 13.4%	33 17.9%	34 14.0%	43 12.2%	40 15.3%	15 9.2%
5	168 14.0%	130 14.4%	38 12.7%	63 14.4%	67 14.3%	18 11.0%	21 14.6%	83 13.5%	85 14.4%	25 13.9%	41 16.5%	52 15.0%	27 10.3%	23 13.8%
6	146 12.1%	113 12.5%	33 10.9%	57 13.1%	56 12.0%	20 12.2%	13 9.4%	85 13.9%	60 10.2%	12 6.8%	30 12.4%	37 10.6%	41 15.8%	25 15.1%
7 - Completely support	541 45.0%	393 43.7%	148 49.1%	198 45.6%	195 41.8%	84 52.1%	64 45.7%	244 39.9%	297 50.3%	99 54.2%	92 37.5%	165 47.2%	117 45.1%	69 41.7%
Don't Know	28 2.4%	25 2.8%	3 1.1%	15 3.4%	10 2.3%	2 1.4%	1 0.7%	14 2.3%	14 2.4%	3 1.7%	6 2.6%	10 2.8%	2 0.8%	6 3.9%
(1,2,3)	155 12.9%	117 13.0%	37 12.4%	47 10.8%	70 15.1%	21 12.9%	17 12.0%	101 16.4%	54 9.2%	10 5.5%	42 17.0%	43 12.3%	33 12.8%	27 16.3%
(4,5,6,7)	1019 84.8%	758 84.2%	260 86.5%	373 85.8%	386 82.7%	138 85.8%	123 87.3%	497 81.3%	522 88.4%	169 92.8%	198 80.4%	297 85.0%	224 86.4%	131 79.8%
(4,5)	332 27.6%	252 28.0%	80 26.5%	118 27.1%	135 28.9%	34 21.5%	45 32.2%	168 27.4%	164 27.9%	58 31.8%	75 30.5%	95 27.2%	66 25.5%	38 23.0%
(6,7)	687 57.1%	506 56.2%	181 60.0%	255 58.7%	251 53.8%	103 64.3%	78 55.1%	330 53.9%	357 60.5%	111 61.0%	123 49.9%	202 57.7%	158 60.9%	93 56.8%
MEAN	5.5	5.5	5.6	5.6	5.4	5.7	5.5	5.3	5.7	5.8	5.2	5.6	5.5	5.4

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E4N

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

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: N.off-highway vehicle use

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton	Calgary	Rural	Rural	Male	Female	18-25	26-35	36-50	51-64	65 +
				CMA	CMA	North	South							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202	901	301	434	466	160	141	612	590	182	246	349	259	165
UNWEIGHTED BASE	100.0% 1202	100.0% 901	100.0% 301	100.0% 434	100.0% 466	100.0% 160	100.0% 141	100.0% 612	100.0% 590	100.0% 182	100.0% 246	100.0% 349	100.0% 259	100.0% 165
1 - Do not support at all	23.5% 282	25.6% 230	17.2% 52	23.3% 101	27.7% 129	16.7% 27	17.7% 25	21.3% 130	25.8% 152	11.5% 21	15.4% 38	21.3% 74	31.6% 82	40.8% 67
2	11.0% 132	11.9% 108	8.2% 25	12.4% 54	11.5% 54	7.3% 12	9.3% 13	11.9% 73	10.0% 59	11.3% 21	7.1% 17	9.0% 32	15.6% 41	13.4% 22
3	12.9% 155	13.4% 121	11.3% 34	11.4% 49	15.3% 71	10.7% 17	11.9% 17	13.0% 80	12.8% 75	13.9% 25	14.0% 34	14.5% 51	10.5% 27	10.4% 17
4 - Support	15.8% 189	15.8% 142	15.7% 47	14.7% 64	16.8% 78	16.8% 27	14.5% 20	15.2% 93	16.3% 96	10.5% 19	13.7% 34	21.5% 75	15.0% 39	13.6% 22
5	14.0% 169	13.4% 121	15.9% 48	13.9% 60	13.0% 60	13.7% 22	18.3% 26	14.7% 90	13.3% 78	21.2% 39	17.7% 43	13.9% 49	9.7% 25	7.8% 13
6	6.3% 75	4.8% 44	10.6% 32	7.5% 32	2.4% 11	11.7% 19	9.2% 13	7.9% 48	4.6% 27	7.7% 14	8.6% 21	5.5% 19	5.0% 13	4.7% 8
7 - Completely support	12.6% 152	10.5% 95	18.9% 57	11.6% 51	9.4% 44	19.9% 32	17.8% 25	14.2% 87	11.0% 65	19.9% 36	17.1% 42	11.3% 39	10.5% 27	4.3% 7
Don't Know	4.0% 48	4.5% 41	2.3% 7	5.2% 23	3.9% 18	3.1% 5	1.3% 2	1.7% 11	6.3% 37	3.9% 7	6.4% 16	3.0% 11	2.0% 5	5.0% 8
(1,2,3)	47.4% 569	50.9% 459	36.7% 110	47.1% 205	54.5% 254	34.7% 56	38.9% 55	46.2% 283	48.6% 286	36.7% 67	36.5% 90	44.8% 156	57.8% 150	64.6% 106
(4,5,6,7)	48.7% 585	44.5% 401	61.1% 184	47.7% 207	41.6% 194	62.2% 100	59.8% 84	52.1% 319	45.1% 266	59.3% 108	57.1% 140	52.2% 182	40.2% 104	30.4% 50
(4,5)	29.8% 358	29.2% 263	31.6% 95	28.6% 124	29.7% 139	30.5% 49	32.8% 46	30.0% 183	29.6% 175	31.7% 58	31.4% 77	35.4% 124	24.7% 64	21.4% 35
(6,7)	18.9% 227	15.3% 138	29.5% 89	19.1% 83	11.8% 55	31.7% 51	27.0% 38	22.1% 135	15.6% 92	27.6% 50	25.7% 63	16.7% 58	15.5% 40	9.0% 15
MEAN	3.6	3.4	4.1	3.6	3.2	4.2	4.1	3.7	3.4	4.3	4.1	3.6	3.1	2.6

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E40

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

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: O.plant collection

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202	901	301	434	466	160	141	612	590	182	246	349	259	165
UNWEIGHTED BASE	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
1 - Do not support at all	157 13.0%	119 13.2%	38 12.6%	35 8.1%	83 17.9% D	20 12.5%	18 12.6%	80 13.1%	76 12.9%	9 4.7%	26 10.5%	48 13.7% j	45 17.5% j	29 17.8% j
2	73 6.0%	58 6.4%	15 5.0%	31 7.2%	26 5.6%	7 4.1%	8 6.0%	37 6.0%	36 6.0%	18 9.7%	12 5.0%	13 3.6%	21 8.0% j	9 5.6%
3	115 9.5%	89 9.8%	26 8.6%	31 7.1%	58 12.4%	12 7.5%	14 9.9%	63 10.3%	51 8.7%	9 4.7%	36 14.7% j	31 8.8%	26 10.2%	13 7.7%
4 - Support	247 20.5%	194 21.5%	53 17.6%	78 18.0%	116 24.8%	30 18.8%	23 16.4%	129 21.0%	118 20.1%	34 18.8%	55 22.5%	87 24.9% mN	46 17.8%	24 14.8%
5	191 15.9%	134 14.9%	57 19.1%	68 15.7%	66 14.1%	32 19.7%	26 18.4%	100 16.4%	91 15.4%	35 19.4%	43 17.5%	53 15.3%	30 11.7%	29 17.7%
6	101 8.4%	71 7.9%	30 9.9%	49 11.3% E	21 4.6%	20 12.7% E	10 6.8%	51 8.3%	50 8.4%	24 13.0%	11 4.4%	34 9.7%	22 8.3%	11 6.4%
7 - Completely support	251 20.9%	185 20.5%	67 22.1%	116 26.6% E	69 14.8%	33 20.6%	34 23.8% e	124 20.3%	127 21.5%	51 28.0%	48 19.6%	67 19.2%	52 20.0%	33 20.1%
Don't Know	68 5.7%	53 5.9%	15 5.1%	26 6.0%	27 5.8%	7 4.1%	9 6.1%	28 4.5%	40 6.9%	3 1.7%	14 5.9%	17 4.8%	17 6.6% j	16 9.8% jI
(1,2,3)	344 28.6%	265 29.4%	79 26.2%	97 22.4%	167 35.9% DF	39 24.2%	40 28.5%	180 29.5%	163 27.7%	35 19.1%	74 30.1%	91 26.1%	92 35.6% jI	51 31.2% j
(4,5,6,7)	790 65.7%	583 64.7%	207 68.7%	311 71.6% E	272 58.3%	115 71.7% E	92 65.3%	404 66.0%	386 65.5%	144 79.2% kMN	157 64.0%	241 69.1% Mn	150 57.8%	97 59.0%
(4,5)	438 36.5%	328 36.4%	111 36.7%	146 33.7%	181 38.9%	62 38.4%	49 34.8%	229 37.4%	209 35.5%	70 38.2%	98 40.0%	140 40.2% m	77 29.5%	53 32.5%
(6,7)	352 29.3%	255 28.3%	96 32.0%	165 37.9% E	90 19.4%	53 33.3% E	43 30.6% e	175 28.6%	177 30.0%	75 41.0% kn	59 24.0%	101 28.9%	73 28.3%	44 26.5%
MEAN	4.4	4.3	4.5	4.8 E	3.9	4.6 E	4.5 e	4.3	4.4	4.9 Mn	4.3	4.4	4.1	4.2

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E5

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

5) With respect to wildlife conservation which of the following do you believe is the biggest issue in Alberta at this time?

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202 100.0%	901 100.0%	301 100.0%	434 100.0%	466 100.0%	160 100.0%	141 100.0%	612 100.0%	590 100.0%	182 100.0%	246 100.0%	349 100.0%	259 100.0%	165 100.0%
UNWEIGHTED BASE	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
Loss of native wildlife habitat	720 59.9%	560 62.2% c	160 53.2%	276 63.6% F	284 60.9% F	73 45.4%	87 62.0% F	346 56.5%	374 63.5%	116 63.8% N	158 64.3% N	211 60.6% N	163 62.7% N	72 43.8%
Lack of wildlife research	110 9.2%	77 8.6%	33 11.0%	29 6.6%	48 10.4%	20 12.5%	13 9.3%	61 9.9%	49 8.4%	9 5.0%	18 7.4%	35 10.1%	28 10.8%	19 11.7%
Over hunting	128 10.6%	95 10.5%	33 11.0%	41 9.4%	54 11.6% g	26 16.0% dG	7 5.3%	60 9.9%	67 11.4%	29 15.7%	31 12.7%	28 8.1%	18 6.8%	22 13.4% m
wildlife diseases	137 11.4%	88 9.8%	48 16.0% b	47 10.9%	41 8.8%	26 16.1% e	22 15.9%	89 14.5% i	48 8.1%	23 12.7%	16 6.4%	46 13.0% k	29 11.1%	23 14.1% k
Don't Know	107 8.9%	80 8.9%	27 8.9%	42 9.6%	39 8.3%	16 10.1%	11 7.5%	56 9.2%	51 8.6%	5 2.8%	23 9.2%	28 8.1%	22 8.6%	28 17.0% jkl

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E6

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

6) With respect to fish conservation which of the following do you believe is the biggest issue in Alberta at this time?

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton	Calgary	Rural	Rural	Male	Female	18-25	26-35	36-50	51-64	65 +
				CMA	CMA	North	South							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202	901	301	434	466	160	141	612	590	182	246	349	259	165
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED BASE	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
Reduced stream flows due to over allocation of water	218	172	46	90	82	19	26	140	79	17	45	73	61	22
	18.2%	19.1%	15.2%	20.8% f	17.6%	12.1%	18.7%	22.8% I	13.3%	9.1%	18.2%	21.0% Jn	23.6% JN	13.5%
Lack of fisheries research	87	59	28	13	46	17	11	59	28	8	12	31	20	16
	7.2%	6.6%	9.2%	3.0%	9.9% D	10.5% D	7.8%	9.6% i	4.8%	4.1%	5.0%	9.0%	7.6%	9.8%
Over fishing	116	84	33	35	49	20	13	62	54	21	14	30	32	21
	9.7%	9.3%	10.8%	8.1%	10.5%	12.4%	9.0%	10.2%	9.2%	11.3%	5.7%	8.5%	12.2% k	12.6% k
Pollution of lakes, and rivers	677	504	173	258	246	92	80	304	373	129	152	182	124	90
	56.3%	56.0%	57.3%	59.5%	52.7%	57.6%	57.1%	49.6%	63.2% H	70.7% LMn	61.9% m	52.2%	47.7%	54.6%
Don't Know	103	81	22	37	44	12	10	48	56	9	22	33	23	16
	8.6%	9.0%	7.4%	8.6%	9.4%	7.4%	7.4%	7.8%	9.5%	4.8%	9.2%	9.3%	8.9%	9.5%

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E7A

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

7) In the past 12 months have you participated in any of the following outdoor activities in Alberta? A. hunting

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton	Calgary	Rural	Rural	Male	Female	18-25	26-35	36-50	51-64	65 +
				CMA	CMA	North	South							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202	901	301	434	466	160	141	612	590	182	246	349	259	165
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED BASE	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
Yes	160	91	69	53	37	51	18	126	34	32	35	53	29	11
	13.3%	10.1%	22.9% B	12.3%	8.0%	31.8% DEG	12.9%	20.6% I	5.7%	17.7%	14.3% n	15.2% N	11.0%	6.5%
No	1040	809	231	380	429	109	122	485	555	150	210	295	231	154
	86.6%	89.8% C	76.8%	87.5% F	92.0% F	68.2%	86.4% F	79.2%	94.1% H	82.3%	85.7%	84.5%	89.0%	93.5% KL
Don't Know	2	1	1	1	-	-	1	1	1	-	-	1	-	-
	0.1%	0.1%	0.3%	0.2%			0.7%	0.2%	0.1%			0.3%		

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E7B

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

7) In the past 12 months have you participated in any of the following outdoor activities in Alberta? B. fishing

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton	Calgary	Rural	Rural	Male	Female	18-25	26-35	36-50	51-64	65 +
				CMA	CMA	North	South							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202	901	301	434	466	160	141	612	590	182	246	349	259	165
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED BASE	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
Yes	393	258	135	125	133	76	59	261	131	86	87	115	73	31
	32.7%	28.6%	44.8% B	28.8%	28.4%	47.1% DE	42.2% DE	42.7% I	22.3%	47.4% MN	35.5% N	32.9% N	28.2% n	18.8%
No	808	642	166	309	334	85	81	351	458	96	158	234	186	134
	67.3%	71.3% C	55.2%	71.0% FG	71.6% FG	52.9%	57.8%	57.3%	77.6% H	52.6%	64.5%	67.1%	71.8% J	81.2% JKLm
Don't Know	1	1	-	1	-	-	-	-	1	-	-	-	-	-
	0.1%	0.1%		0.2%					0.1%					

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E7C

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

7) In the past 12 months have you participated in any of the following outdoor activities in Alberta? C. hiking

		URBAN/RURAL		REGION				GENDER		AGE					
		TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING		1202 100.0%	901 100.0%	301 100.0%	434 100.0%	466 100.0%	160 100.0%	141 100.0%	612 100.0%	590 100.0%	182 100.0%	246 100.0%	349 100.0%	259 100.0%	165 100.0%
UNWEIGHTED BASE		1202	601	601	300	301	300	301	437	765	59	159	329	359	295
Yes		866 72.1%	653 72.5%	213 70.7%	298 68.6%	355 76.1%	108 67.3%	105 74.6%	469 76.7% I	397 67.3%	143 78.3% N	192 78.2% N	277 79.3% mN	184 71.1% N	70 42.6%
No		335 27.9%	247 27.4%	88 29.3%	135 31.2%	111 23.9%	52 32.7%	36 25.4%	143 23.3%	192 32.6% H	40 21.7%	53 21.8%	72 20.7%	75 28.9% I	94 57.4% JKLM
Don't Know		1 0.1%	1 0.1%	-	1 0.2%	-	-	-	-	1 0.1%	-	-	-	-	-

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E7D

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

7) In the past 12 months have you participated in any of the following outdoor activities in Alberta? D. bird watching

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton	Calgary	Rural	Rural	Male	Female	18-25	26-35	36-50	51-64	65 +
				CMA	CMA	North	South							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202	901	301	434	466	160	141	612	590	182	246	349	259	165
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED BASE	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
Yes	560	384	176	195	189	92	84	295	265	62	93	165	152	88
	46.6%	42.6%	58.4% B	45.0%	40.4%	57.3% dE	59.6% DE	48.1%	45.0%	33.9%	38.1%	47.3%	58.5% JKI	53.4% JK
No	640	515	125	237	278	68	57	317	323	121	152	184	108	76
	53.3%	57.2% C	41.5%	54.6% FG	59.6% FG	42.7%	40.2%	51.9%	54.7%	66.1% MN	61.9% MN	52.6% m	41.5%	46.1%
Don't Know	2	2	0	2	-	-	0	-	2	-	-	0	-	1
	0.2%	0.2%	0.1%	0.4%			0.2%		0.3%			0.1%		0.5%

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E7E

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

7) In the past 12 months have you participated in any of the following outdoor activities in Alberta? E. canoeing

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton	Calgary	Rural	Rural	Male	Female	18-25	26-35	36-50	51-64	65 +
				CMA	CMA	North	South							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202	901	301	434	466	160	141	612	590	182	246	349	259	165
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED BASE	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
Yes	306	229	77	103	126	43	34	182	124	83	56	106	51	11
	25.5%	25.4%	25.6%	23.7%	27.1%	26.8%	24.3%	29.7% I	21.1%	45.5% KLMN	22.8% N	30.3% MN	19.6% N	6.5%
No	892	669	223	331	338	117	106	429	464	99	190	243	207	153
	74.2%	74.3%	74.1%	76.1%	72.6%	73.0%	75.3%	70.0%	78.6% H	54.5%	77.2% J	69.7% J	79.7% JL	93.2% JKLM
Don't Know	3	2	1	1	2	0	1	2	2	-	-	-	2	1
	0.3%	0.3%	0.3%	0.2%	0.3%	0.2%	0.4%	0.3%	0.3%				0.7%	0.4%

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E7F

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

7) In the past 12 months have you participated in any of the following outdoor activities in Alberta? F. nature photography

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton	Calgary	Rural	Rural	Male	Female	18-25	26-35	36-50	51-64	65 +
				CMA	CMA	North	South							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202	901	301	434	466	160	141	612	590	182	246	349	259	165
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED BASE	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
Yes	630	475	155	215	260	79	76	300	330	89	135	201	144	61
	52.4%	52.7%	51.5%	49.6%	55.7%	49.2%	54.0%	49.0%	56.0%	48.6%	55.2% N	57.6% N	55.6% N	37.0%
No	570	424	146	217	207	81	65	311	259	94	110	148	114	104
	47.4%	47.0%	48.5%	50.0%	44.3%	50.8%	46.0%	50.8%	43.9%	51.4%	44.8%	42.4%	44.0%	63.0% KLM
Don't Know	2	2	-	2	-	-	-	1	1	-	-	-	1	-
	0.2%	0.2%		0.5%				0.2%	0.1%				0.5%	

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E7G

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

7) In the past 12 months have you participated in any of the following outdoor activities in Alberta? G. trapping

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	
TOTAL ANSWERING	1202	901	301	434	466	160	141	612	590	182	246	349	259	165
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED BASE	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
Yes	12	2	10	-	2	10	0	11	1	2	2	3	3	1
	1.0%	0.2%	3.4% B		0.3%	6.1% EG	0.2%	1.8%	0.2%	1.3%	0.8%	0.9%	1.3%	0.3%
No	1187	896	291	432	464	151	140	601	586	180	244	344	255	164
	98.7%	99.5% C	96.5%	99.5% F	99.5% F	93.9%	99.6% F	98.2%	99.2%	98.7%	99.2%	98.7%	98.3%	99.5%
Don't Know	4	3	0	2	1	-	0	-	4	-	-	1	1	0
	0.3%	0.4%	0.1%	0.5%	0.2%		0.2%		0.6%			0.4%	0.4%	0.2%

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E7H

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

7) In the past 12 months have you participated in any of the following outdoor activities in Alberta? H. berry picking

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	
TOTAL ANSWERING	1202	901	301	434	466	160	141	612	590	182	246	349	259	165
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED BASE	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
Yes	546	366	180	187	179	105	75	270	276	87	92	172	130	65
	45.4%	40.7%	59.7% B	43.1%	38.3%	65.4% DEg	53.2% E	44.1%	46.8%	47.5%	37.6%	49.3% kn	50.2% kn	39.2%
No	655	534	122	246	288	56	66	342	313	96	153	177	129	100
	54.5%	59.2% C	40.3%	56.7% F	61.7% FG	34.6%	46.8% f	55.9%	53.0%	52.5%	62.4% lm	50.7%	49.8%	60.8% lm
Don't Know	1	1	-	1	-	-	-	-	1	-	-	-	-	-
	0.1%	0.1%		0.2%					0.1%					

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E7I

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

7) In the past 12 months have you participated in any of the following outdoor activities in Alberta? I. plant collection

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	
TOTAL ANSWERING	1202	901	301	434	466	160	141	612	590	182	246	349	259	165
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED BASE	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
Yes	165	119	45	71	49	30	16	85	80	24	40	45	33	23
	13.7%	13.3%	15.1%	16.3%	10.4%	18.4%	11.3%	14.0%	13.5%	13.3%	16.4%	12.8%	12.6%	14.0%
No	1031	776	255	358	418	130	125	522	509	158	201	304	227	141
	85.8%	86.2%	84.8%	82.5%	89.6%	81.3%	88.7%	85.3%	86.3%	86.7%	81.9%	87.1%	87.4%	86.0%
Don't Know	6	5	0	5	-	0	-	4	1	-	4	0	-	-
	0.5%	0.6%	0.1%	1.2%		0.2%		0.7%	0.2%		1.8%	0.1%		

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

7) In the past 12 months have you participated in any of the following outdoor activities in Alberta?

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton	Calgary	Rural	Rural	Male	Female	18-25	26-35	36-50	51-64	65 +
				CMA	CMA	North	South							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202	901	301	434	466	160	141	612	590	182	246	349	259	165
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED BASE	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
Hunting/Fishing	426	271	155	134	137	90	65	291	134	89	93	127	82	34
	35.4%	30.1%	51.3% B	30.8%	29.4%	56.1% DE	45.9% DE	47.6% I	22.8%	48.7% mN	37.8% N	36.5% N	31.7% N	20.8%
hunting	160	91	69	53	37	51	18	126	34	32	35	53	29	11
	13.3%	10.1%	22.9% B	12.3%	8.0%	31.8% DEG	12.9%	20.6% I	5.7%	17.7%	14.3% n	15.2% N	11.0%	6.5%
fishing	393	258	135	125	133	76	59	261	131	86	87	115	73	31
	32.7%	28.6%	44.8% B	28.8%	28.4%	47.1% DE	42.2% DE	42.7% I	22.3%	47.4% MN	35.5% N	32.9% N	28.2% n	18.8%
hiking	866	653	213	298	355	108	105	469	397	143	192	277	184	70
	72.1%	72.5%	70.7%	68.6%	76.1%	67.3%	74.6%	76.7% I	67.3%	78.3% N	78.2% N	79.3% mN	71.1% N	42.6%
bird watching	560	384	176	195	189	92	84	295	265	62	93	165	152	88
	46.6%	42.6%	58.4% B	45.0%	40.4%	57.3% dE	59.6% DE	48.1%	45.0%	33.9%	38.1%	47.3%	58.5% JKI	53.4% JK
canoeing	306	229	77	103	126	43	34	182	124	83	56	106	51	11
	25.5%	25.4%	25.6%	23.7%	27.1%	26.8%	24.3%	29.7% I	21.1%	45.5% KLMN	22.8% N	30.3% MN	19.6% N	6.5%
nature photography	630	475	155	215	260	79	76	300	330	89	135	201	144	61
	52.4%	52.7%	51.5%	49.6%	55.7%	49.2%	54.0%	49.0%	56.0%	48.6%	55.2% N	57.6% N	55.6% N	37.0%
trapping	12	2	10	-	2	10	0	11	1	2	2	3	3	1
	1.0%	0.2%	3.4% B		0.3%	6.1% EG	0.2%	1.8%	0.2%	1.3%	0.8%	0.9%	1.3%	0.3%
berry picking	546	366	180	187	179	105	75	270	276	87	92	172	130	65
	45.4%	40.7%	59.7% B	43.1%	38.3%	65.4% DEg	53.2% E	44.1%	46.8%	47.5%	37.6%	49.3% kn	50.2% kn	39.2%
plant collection	165	119	45	71	49	30	16	85	80	24	40	45	33	23
	13.7%	13.3%	15.1%	16.3%	10.4%	18.4% e	11.3%	14.0%	13.5%	13.3%	16.4%	12.8%	12.6%	14.0%
ANY	1064	785	279	375	410	148	131	556	509	158	229	323	227	127
	88.5%	87.2%	92.6% b	86.4%	87.9%	92.5%	92.8%	90.8%	86.2%	86.6%	93.4% N	92.4% N	87.7% N	77.0%
NONE	138	116	22	59	56	12	10	56	81	24	16	26	32	38
	11.5%	12.8% C	7.4%	13.6%	12.1%	7.5%	7.2%	9.2%	13.8%	13.4%	6.6%	7.6%	12.3%	23.0% KL

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E8A

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

8A) Have you participated in hunting in the past?

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1040	809	231	380	429	109	122	485	555	150	210	295	231	154
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED BASE	1057	555	502	272	283	234	268	342	715	47	138	278	317	277
Yes	234	157	76	65	92	41	35	177	57	17	43	59	64	50
	22.5%	19.4%	33.1% B	17.0%	21.6%	37.5% DE	29.1% d	36.5% I	10.2%	11.1%	20.3%	20.1%	27.9% Jl	32.8% JkL
No	807	652	155	316	337	68	86	308	499	133	168	236	166	103
	77.5%	80.6% C	66.9%	83.0% Fg	78.4% F	62.5%	70.9%	63.5%	89.8% H	88.9% MN	79.7% n	79.9% mN	72.1%	67.2%

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E8B

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

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

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	
TOTAL ANSWERING	234	157	76	65	92	41	35	177	57	17	43	59	64	50
UNWEIGHTED BASE	100.0% 255	100.0% 107	100.0% 148	100.0% 48	100.0% 59	100.0% 71	100.0% 77	100.0% 156	100.0% 99	100.0% 6	100.0% 25	100.0% 54	100.0% 80	100.0% 90
Lost interest/ change in interests/ habits/ lifestyle	80 34.4%	66 41.8% C	15 19.3%	29 45.2% F	36 39.3% F	5 13.3%	9 26.1%	64 36.3%	16 28.5%	-	19 44.6%	24 39.8%	24 38.0%	13 26.2%
Lack of time	49 21.0%	30 19.2%	19 24.5%	17 26.2%	13 14.4%	13 30.8% e	6 17.2%	43 24.3% i	6 10.6%	9 53.5% n	14 33.8% n	12 20.1% N	12 18.9% N	2 3.0%
Don't believe in hunting/ don't like hunting/ don't support hunting	32 13.6%	26 16.8% C	5 7.0%	11 16.6%	16 16.9%	2 4.1%	4 10.4%	28 15.6%	4 7.2%	-	12 28.2%	5 7.6%	11 17.8%	4 7.2%
Age (e.g. too old)	28 12.2%	17 10.9%	11 14.7%	8 12.5%	9 9.8%	4 10.7%	7 19.2%	15 8.4%	13 23.8% h	-	0 1.1%	2 3.0%	5 7.1%	22 42.8% KLM
No longer own guns/ don't have guns/ don't like guns	14 5.9%	9 5.5%	5 6.7%	3 4.8%	6 6.0%	3 6.7%	2 6.8%	12 6.8%	2 3.1%	-	5 12.1%	3 5.9%	4 5.5%	2 3.1%
Regulations	14 5.9%	8 5.3%	5 7.1%	5 8.0%	3 3.4%	4 9.6%	1 4.1%	13 7.3%	1 1.5%	-	8 17.6% l	1 1.7%	2 3.1%	3 6.4%
Accessibility to the location	10 4.1%	8 4.9%	2 2.4%	1 1.9%	7 7.1%	1 3.3%	0 1.3%	8 4.6%	2 2.7%	-	0 1.1%	5 9.2%	1 1.9%	2 4.8%
Health	9 3.9%	4 2.6%	5 6.5%	2 2.4%	3 2.8%	3 8.2%	2 4.4%	6 3.5%	3 5.0%	-	0 1.1%	1 1.7%	1 1.8%	6 12.8% LM
No license/ expired license/ struggle to get license	9 3.9%	5 3.1%	4 5.4%	2 2.4%	3 3.6%	3 6.4%	1 4.1%	2 1.2%	7 12.2% H	4 26.4%	2 5.8%	0 0.6%	1 2.3%	0 0.5%
Don't eat hunted meat/ no use for hunted meat	8 3.4%	4 2.7%	4 4.8%	-	4 4.7%	3 6.4%	1 3.0%	2 1.1%	6 10.6% h	3 20.1%	-	2 2.8%	2 2.7%	1 2.5%
Don't know where to go	6 2.6%	6 3.5%	0 0.5%	6 8.6% g	-	-	0 1.1%	6 3.4%	-	-	4 10.2%	-	1 1.9%	0 0.8%
Reduce opportunity to harvest	4 1.6%	1 0.6%	3 3.7%	1 1.4%	-	0 0.9%	2 6.9%	2 1.1%	2 3.3%	-	-	3 4.3%	1 1.4%	0 0.6%
Lack of training/ hard to get training	3 1.4%	3 2.1%	-	-	3 3.6%	-	-	-	3 5.9%	3 20.1%	-	-	-	-
Cost	3 1.4%	-	3 4.3%	-	-	1 1.5%	3 7.6%	3 1.7%	0 0.5%	-	1 2.2%	-	2 2.6%	1 1.4%

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

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

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton	Calgary	Rural	Rural	Male	Female	18-25	26-35	36-50	51-64	65 +
				CMA	CMA	North	South							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unsafe/ dangerous	3 1.4%	2 1.0%	2 2.2%	-	2 1.7%	0 0.6%	1 4.1%	3 1.7%	0 0.4%	-	-	-	3 4.0%	1 1.3%
Conservation concerns	2 1.0%	1 0.5%	1 1.8%	1 1.3%	-	1 2.4%	0 1.1%	2 1.3%	-	-	-	1 1.7%	-	1 2.5%
Never hunted/ not a hunter	2 0.7%	-	2 2.1%	-	-	0 0.9%	1 3.5%	1 0.5%	1 1.2%	-	-	2 2.7%	-	-
would rather watch the animals than kill them	1 0.6%	1 0.5%	1 0.7%	1 1.3%	-	1 1.2%	-	1 0.8%	-	-	-	-	-	1 2.6%
Quit/ retired/ just don't do it anymore	1 0.5%	1 0.8%	-	1 1.9%	-	-	-	1 0.7%	-	-	-	-	1 1.9%	-
Don't know	4 1.5%	1 0.5%	3 3.5%	1 1.3%	-	2 5.9%	0 0.8%	3 1.6%	1 1.2%	-	2 4.8%	1 1.1%	-	1 1.7%

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E9A

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

9A) Have you participated in fishing in the past?

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	808 100.0%	642 100.0%	166 100.0%	309 100.0%	334 100.0%	85 100.0%	81 100.0%	351 100.0%	458 100.0%	96 100.0%	158 100.0%	234 100.0%	186 100.0%	134 100.0%
UNWEIGHTED BASE	849	458	391	227	231	181	210	259	590	31	99	225	259	235
Yes	516 63.8%	401 62.4%	115 69.4%	201 65.1%	200 60.0%	61 72.2% e	54 66.4%	255 72.6% I	262 57.1%	43 45.0%	106 67.0% j	161 68.7% jn	130 69.8% jN	76 56.9%
No	292 36.2%	241 37.6%	51 30.6%	108 34.9%	134 40.0% f	24 27.8%	27 33.6%	96 27.4%	196 42.9% H	53 55.0% klm	52 33.0%	73 31.3%	56 30.2%	58 43.1% lM

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E9B

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

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

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	
TOTAL ANSWERING	516	401	115	201	200	61	54	255	262	43	106	161	130	76
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED BASE	537	283	254	148	135	122	132	189	348	14	64	150	175	134
Lack of time / too busy	182	129	53	72	57	30	23	102	79	11	37	72	50	13
	35.2%	32.2%	45.8% B	36.0%	28.4%	48.5% E	42.7%	40.2%	30.3%	24.5%	34.8% n	44.6% N	38.3% N	16.8%
Lost interest	138	116	22	49	67	8	13	77	61	7	35	39	40	17
	26.7%	29.0% C	18.7%	24.5% F	33.6% F	13.4%	24.8%	30.2%	23.4%	17.0%	32.6%	24.6%	30.8%	21.8%
Age (e.g. too old)	38	30	7	23	7	5	3	14	23	-	2	5	3	28
	7.3%	7.5%	6.4%	11.3%	3.7%	7.7%	5.0%	5.6%	8.9%		1.5%	2.9%	2.3%	37.3% KLM
No fishing equipment/boat	26	22	4	9	13	3	1	18	8	1	11	10	3	1
	5.1%	5.6%	3.4%	4.7%	6.5%	4.4%	2.2%	7.3%	3.0%	2.4%	10.4% mn	6.3%	2.5%	1.2%
Location and accessibility to fishing	25	19	6	11	8	5	1	8	17	6	4	7	7	2
	4.9%	4.8%	5.2%	5.5%	4.0%	8.0%	2.1%	3.0%	6.7%	13.5%	3.6%	4.4%	5.0%	2.5%
Health	20	14	6	6	8	3	3	6	14	-	2	2	5	10
	3.9%	3.5%	5.2%	2.8%	4.2%	4.5%	6.0%	2.5%	5.3%		2.2%	1.4%	4.2%	13.4% KLm
Regulations	19	15	4	6	9	2	2	9	9	3	7	5	2	1
	3.6%	3.7%	3.4%	2.9%	4.4%	3.3%	3.5%	3.7%	3.5%	7.1%	6.8%	3.3%	1.4%	1.4%
Does not have a fishing Licence/ Price of fishing licence	18	12	6	2	9	0	6	5	13	9	4	3	2	-
	3.5%	2.9%	5.5%	1.1%	4.7% f	0.6%	11.1% DeF	2.1%	4.9% h	20.0%	3.9%	2.0%	1.6%	
Do not like or enjoy fishing/do not desire to fish/Not interested	17	15	3	3	11	1	1	10	8	-	6	5	5	2
	3.4%	3.6%	2.5%	1.6%	5.7%	2.3%	2.7%	3.8%	3.0%		5.9%	3.0%	3.6%	2.2%
Reduce opportunity to harvest	16	14	2	5	9	2	-	7	9	4	2	3	7	0
	3.1%	3.4%	1.9%	2.4%	4.4%	3.6%		2.7%	3.5%	9.3%	1.5%	2.0%	5.3% n	0.3%
Don't know where to go	13	12	1	5	6	1	1	5	8	-	-	5	5	3
	2.5%	2.9%	1.1%	2.6%	3.1%	0.8%	1.5%	1.9%	3.0%			3.4%	3.5%	3.7%
Do not like killing animals and fish	9	8	1	3	5	1	1	-	9	-	3	4	1	1
	1.8%	2.0%	1.2%	1.5%	2.4%	0.9%	1.4%		3.6%		2.9%	2.6%	0.6%	1.6%
Cost	8	7	1	5	2	0	1	3	5	-	2	4	2	0
	1.6%	1.8%	1.0%	2.7%	0.9%	0.4%	1.6%	1.2%	2.0%		1.7%	2.6%	1.6%	0.3%
Do not like fish/Do not eat fish	7	6	1	5	1	0	1	4	4	4	0	3	-	0
	1.4%	1.6%	0.9%	2.5%	0.7%	0.4%	1.4%	1.4%	1.5%	8.4%	0.4%	1.9%		0.3%

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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Lower case letters indicate significance at the 95% level.

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

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton	Calgary	Rural	Rural	Male	Female	18-25	26-35	36-50	51-64	65 +
				CMA	CMA	North	South							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Too much pollution in water / Do not want to consume fish from polluted water	7 1.3%	6 1.4%	1 1.1%	3 1.5%	3 1.3%	1 1.6%	0 0.4%	1 0.4%	6 2.3%	3 7.1%	-	1 0.6%	2 1.7%	1 0.9%
No one to go fishing with	4 0.8%	4 0.9%	1 0.5%	2 1.1%	2 0.8%	-	1 1.0%	2 0.7%	3 1.0%	-	-	2 1.1%	0 0.2%	2 3.2%
Fish stocks are low	4 0.8%	4 1.0%	0 0.2%	2 0.8%	2 1.2%	0 0.4%	-	2 0.9%	2 0.7%	-	2 1.5%	-	2 1.2%	1 1.5%
Dislike of the catch and release program	3 0.5%	1 0.2%	2 1.8%	-	1 0.3%	1 2.1%	1 1.4%	2 0.6%	1 0.5%	-	-	1 0.6%	1 0.8%	1 0.9%
No need to fish	2 0.5%	2 0.5%	0 0.3%	-	2 1.0%	-	0 0.5%	2 0.8%	0 0.1%	-	-	2 1.3%	-	0 0.4%
Change of life/lifestyle	2 0.4%	2 0.5%	-	-	2 0.9%	-	-	-	2 0.7%	-	2 1.7%	-	-	-
Too slow and boring	1 0.2%	1 0.2%	-	-	1 0.5%	-	-	-	1 0.4%	-	-	-	1 0.7%	-
The weather	1 0.2%	-	1 0.8%	-	-	1 1.6%	-	-	1 0.4%	-	-	0 0.2%	0 0.2%	0 0.3%
No good place to fish	0 0.1%	-	0 0.3%	-	-	-	0 0.5%	-	0 0.1%	-	-	-	-	0 0.4%
Don't know	20 3.8%	16 4.0%	3 3.0%	6 3.0%	10 5.1%	2 3.4%	1 2.5%	10 4.1%	9 3.5%	-	3 3.2%	11 6.7%	4 2.9%	2 2.1%

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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Lower case letters indicate significance at the 95% level.

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? A. Lower cost licenses or tags

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	426 100.0%	271 100.0%	155 100.0%	134 100.0%	137 100.0%	90 100.0%	65 100.0%	291 100.0%	134 100.0%	89 100.0%	93 100.0%	127 100.0%	82 100.0%	34 100.0%
UNWEIGHTED BASE	388	149	239	76	73	138	101	206	182	29	63	115	115	66
1 - Not at all likely	101 23.7%	68 25.2%	33 21.1%	23 17.3%	45 33.0%	22 24.8%	10 16.0%	70 24.1%	31 22.9%	2 2.8%	26 27.9% j	45 35.1% jn	21 25.9% j	7 19.7% j
2	30 7.1%	21 7.6%	9 6.1%	15 11.5%	5 3.8%	3 3.3%	6 10.1%	22 7.7%	8 5.6%	8 9.4%	3 3.0%	10 7.5%	8 9.9%	1 3.2%
3	33 7.7%	24 8.7%	9 5.9%	12 9.1%	12 8.4%	6 6.9%	3 4.5%	23 7.8%	10 7.4%	7 7.9%	10 11.2%	7 5.8%	5 6.4%	3 7.7%
4 - Likely	61 14.4%	44 16.4%	17 10.9%	21 15.7%	23 17.1%	9 9.6%	8 12.6%	43 14.8%	18 13.4%	8 9.1%	18 19.5%	19 14.9%	12 15.2%	4 10.4%
5	51 12.0%	33 12.2%	18 11.7%	16 11.8%	17 12.6%	8 9.3%	10 14.9%	34 11.6%	17 13.0%	17 19.2%	18 19.0%	8 6.6%	6 6.9%	2 6.7%
6	37 8.7%	15 5.7%	21 13.9% b	6 4.8%	9 6.6%	15 16.8% de	6 9.7%	28 9.7%	9 6.4%	17 19.4% k	1 1.0%	10 8.2%	5 6.0%	3 9.9%
7 - very likely	99 23.2%	56 20.8%	43 27.5%	37 27.3%	20 14.5%	24 26.4%	19 29.1%	61 20.8%	38 28.5%	29 32.2%	17 18.4%	23 17.8%	22 27.3%	8 23.7%
Don't Know	14 3.2%	9 3.3%	5 3.0%	3 2.6%	5 4.0%	3 2.9%	2 3.2%	10 3.4%	4 2.7%	-	-	5 4.1%	2 2.3%	6 18.7% LM
(1,2,3)	164 38.5%	113 41.6%	51 33.1%	51 37.9%	62 45.2%	31 35.0%	20 30.5%	116 39.7%	48 35.9%	18 20.1%	39 42.1%	62 48.4% jn	35 42.2% j	10 30.6%
(4,5,6,7)	248 58.3%	149 55.1%	99 63.9%	80 59.5%	70 50.8%	56 62.1%	43 66.3%	166 56.9%	82 61.4%	71 79.9% LMN	54 57.9%	60 47.4%	46 55.5%	17 50.7%
(4,5)	112 26.4%	78 28.6%	35 22.5%	37 27.5%	41 29.7%	17 18.9%	18 27.5%	77 26.4%	35 26.4%	25 28.3%	36 38.6% n	27 21.5%	18 22.1%	6 17.1%
(6,7)	136 31.9%	72 26.5%	64 41.4% b	43 32.1%	29 21.1%	39 43.2% E	25 38.8% e	89 30.5%	47 35.0%	46 51.6% kl	18 19.3%	33 26.0%	27 33.3%	12 33.7%
MEAN	4.1	3.9	4.4	4.2	3.5	4.4 e	4.5 e	4.0	4.2	5.2 kLm	3.8	3.5	4.0	4.3

Comparison Groups: BC/DEFG/HI/JKLMN
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 99% level.
Lower case letters indicate significance at the 95% level.

Table E10B

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

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? B. Higher bag limits

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	426 100.0%	271 100.0%	155 100.0%	134 100.0%	137 100.0%	90 100.0%	65 100.0%	291 100.0%	134 100.0%	89 100.0%	93 100.0%	127 100.0%	82 100.0%	34 100.0%
UNWEIGHTED BASE	388	149	239	76	73	138	101	206	182	29	63	115	115	66
1 - Not at all likely	149 34.9%	96 35.5%	52 33.8%	45 33.8%	51 37.2%	31 34.6%	21 32.6%	101 34.7%	48 35.4%	21 23.9%	35 37.4%	55 43.5% n	28 34.6%	9 25.2%
2	44 10.4%	31 11.4%	13 8.7%	13 9.7%	18 13.2%	6 7.1%	7 11.0%	35 11.9%	10 7.3%	8 8.7%	8 8.8%	14 11.4%	10 12.7%	4 10.7%
3	40 9.4%	27 9.9%	13 8.4%	12 9.2%	15 10.6%	10 11.1%	3 4.7%	25 8.6%	15 11.1%	10 11.1%	5 5.3%	9 7.4%	13 16.3%	2 6.6%
4 - Likely	61 14.2%	32 11.9%	28 18.3%	16 12.2%	16 11.6%	13 14.2%	16 24.2%	40 13.8%	20 15.2%	10 10.9%	18 18.9%	16 12.7%	10 12.2%	7 20.7%
5	47 10.9%	31 11.3%	16 10.3%	16 11.9%	15 10.7%	6 6.7%	10 15.4%	31 10.5%	16 11.9%	22 24.8% km	2 2.7%	12 9.5%	6 7.0%	4 12.1%
6	16 3.7%	7 2.4%	9 5.9%	5 3.8%	1 1.0%	8 8.5% e	1 2.3%	11 3.9%	4 3.2%	1 1.2%	7 7.4%	3 2.6%	4 4.4%	1 2.2%
7 - Very likely	47 11.1%	30 11.1%	17 10.9%	21 15.8%	9 6.6%	12 13.1%	5 8.0%	35 12.1%	12 8.7%	10 11.4%	15 15.7%	9 7.1%	9 10.6%	5 13.4%
Don't Know	23 5.4%	17 6.4%	6 3.6%	5 3.7%	12 9.1%	4 4.8%	1 2.0%	13 4.6%	10 7.1%	7 7.9%	4 3.9%	7 5.8%	2 2.2%	3 9.1%
(1,2,3)	233 54.7%	154 56.9%	79 50.9%	70 52.6%	84 61.0%	47 52.8%	31 48.2%	160 55.1%	72 53.8%	39 43.7%	48 51.5%	79 62.2% n	52 63.6% n	15 42.5%
(4,5,6,7)	170 39.9%	99 36.7%	70 45.5%	58 43.7%	41 29.9%	38 42.5%	32 49.8% e	117 40.3%	53 39.1%	43 48.3%	41 44.6%	41 32.0%	28 34.1%	17 48.5%
(4,5)	107 25.2%	63 23.2%	44 28.7%	32 24.1%	31 22.3%	19 20.9%	26 39.5% f	71 24.3%	36 27.1%	32 35.8%	20 21.6%	28 22.2%	16 19.1%	11 32.8%
(6,7)	63 14.7%	37 13.5%	26 16.8%	26 19.6% e	10 7.6%	19 21.6% E	7 10.2%	47 16.0%	16 11.9%	11 12.6%	21 23.0%	12 9.7%	12 15.0%	5 15.7%
MEAN	3.1	3.0	3.3	3.3	2.7	3.3	3.2	3.1	3.1	3.6	3.3	2.7	3.0	3.5 1

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table E10C

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

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? C. More opportunities near my home

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	426	271	155	134	137	90	65	291	134	89	93	127	82	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED BASE	388	149	239	76	73	138	101	206	182	29	63	115	115	66
1 - Not at all likely	87	60	26	33	27	18	9	58	29	14	19	32	17	5
	20.4%	22.2%	17.1%	24.9%	19.6%	19.5%	13.7%	20.0%	21.2%	15.4%	20.8%	24.8%	20.7%	14.7%
2	12	7	5	3	5	3	2	11	2	-	4	3	4	2
	2.9%	2.8%	3.2%	2.1%	3.4%	3.7%	2.5%	3.6%	1.4%		3.9%	2.5%	4.4%	6.0%
3	25	17	8	9	8	2	6	17	8	7	6	6	5	1
	5.8%	6.1%	5.3%	6.7%	5.6%	2.1%	9.8%	5.8%	5.9%	7.5%	6.4%	4.7%	6.1%	3.5%
4 - Likely	47	28	19	12	16	10	9	28	18	-	9	21	11	6
	11.0%	10.3%	12.2%	8.8%	11.8%	11.2%	13.5%	9.7%	13.7%		9.8%	16.4%	12.9%	17.5%
5	61	33	28	20	14	23	5	45	16	22	14	10	11	4
	14.4%	12.3%	18.2%	14.7%	10.0%	25.7% EG	7.7%	15.6%	12.0%	25.0%	15.3%	7.5%	13.3%	12.8%
6	47	29	18	13	15	5	13	33	14	19	8	12	7	2
	11.0%	10.6%	11.7%	10.0%	11.2%	6.0%	19.7% F	11.3%	10.4%	21.8% n	8.1%	9.0%	8.4%	4.7%
7 - Very likely	137	89	48	44	45	27	21	91	45	27	30	42	26	12
	32.1%	32.8%	30.9%	32.8%	32.9%	30.3%	31.8%	31.4%	33.7%	30.2%	32.3%	33.2%	31.7%	33.9%
Don't Know	10	8	2	-	8	1	1	8	2	-	3	2	2	2
	2.3%	2.9%	1.4%		5.6%	1.5%	1.3%	2.7%	1.6%		3.4%	1.8%	2.6%	6.8%
(1,2,3)	124	84	40	45	39	23	17	86	38	20	29	41	26	8
	29.1%	31.1%	25.6%	33.7%	28.6%	25.3%	26.0%	29.4%	28.5%	23.0%	31.1%	32.0%	31.2%	24.3%
(4,5,6,7)	292	179	113	89	90	66	47	198	94	68	61	84	54	24
	68.6%	66.0%	73.0%	66.3%	65.8%	73.2%	72.7%	68.0%	69.8%	77.0%	65.5%	66.2%	66.3%	68.9%
(4,5)	108	61	47	31	30	33	14	74	34	22	23	31	22	10
	25.4%	22.6%	30.3%	23.5%	21.7%	36.9% e	21.2%	25.3%	25.7%	25.0%	25.1%	24.0%	26.3%	30.4%
(6,7)	184	118	66	57	60	33	33	124	59	46	38	54	33	13
	43.2%	43.5%	42.6%	42.8%	44.1%	36.3%	51.5%	42.7%	44.2%	52.0%	40.4%	42.2%	40.0%	38.5%
MEAN	4.6	4.6	4.7	4.5	4.6	4.6	4.9	4.6	4.6	5.1	4.5	4.4	4.5	4.7

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

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? D. Longer seasons

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	426 100.0%	271 100.0%	155 100.0%	134 100.0%	137 100.0%	90 100.0%	65 100.0%	291 100.0%	134 100.0%	89 100.0%	93 100.0%	127 100.0%	82 100.0%	34 100.0%
UNWEIGHTED BASE	388	149	239	76	73	138	101	206	182	29	63	115	115	66
1 - Not at all likely	110 25.8%	73 26.8%	37 24.0%	36 26.9%	37 26.7%	23 25.4%	14 22.1%	70 24.0%	40 29.5%	21 23.4%	26 28.5%	34 26.7%	21 25.7%	7 21.0%
2	35 8.2%	22 8.2%	13 8.3%	8 5.9%	14 10.4%	7 8.2%	5 8.5%	25 8.7%	10 7.2%	1 1.2%	7 7.3%	8 6.7%	14 17.5% j	4 12.8% j
3	26 6.0%	9 3.3%	17 10.8% b	5 3.6%	4 3.0%	10 11.2% e	7 10.3%	17 5.7%	9 6.8%	2 2.8%	5 5.7%	9 7.0%	5 6.3%	4 11.6%
4 - Likely	72 16.9%	40 14.9%	31 20.3%	19 14.3%	21 15.5%	19 20.9%	13 19.6%	49 16.9%	23 16.8%	19 21.9%	11 12.2%	25 19.7%	11 13.5%	5 14.4%
5	44 10.4%	31 11.3%	14 8.9%	18 13.5%	13 9.2%	7 7.8%	7 10.5%	35 12.0%	9 7.0%	6 6.9%	7 7.8%	20 15.4%	8 10.2%	3 8.8%
6	44 10.2%	29 10.8%	14 9.3%	11 8.4%	18 13.0%	6 6.4%	9 13.4%	36 12.3%	8 5.7%	20 22.9% ln	8 8.2%	6 5.0%	8 9.7%	1 3.6%
7 - Very likely	84 19.8%	58 21.5%	26 16.8%	34 25.5%	24 17.7%	16 17.7%	10 15.6%	52 17.7%	33 24.4%	19 21.0%	28 29.9% m	21 16.1%	11 13.3%	6 18.8%
Don't Know	11 2.6%	9 3.2%	2 1.4%	3 2.0%	6 4.5%	2 2.4%	-	7 2.6%	3 2.6%	-	0 0.5%	4 3.4%	3 3.8%	3 9.0% k
(1,2,3)	170 40.0%	104 38.3%	67 43.2%	49 36.4%	55 40.1%	40 44.8%	26 40.9%	112 38.5%	58 43.5%	24 27.4%	38 41.4%	51 40.3%	41 49.5% j	16 45.4%
(4,5,6,7)	244 57.4%	159 58.5%	86 55.4%	83 61.6%	76 55.5%	47 52.7%	38 59.1%	172 59.0%	72 53.9%	65 72.6% mn	54 58.1%	72 56.3%	38 46.7%	16 45.6%
(4,5)	116 27.3%	71 26.2%	45 29.3%	37 27.8%	34 24.7%	26 28.7%	19 30.1%	84 29.0%	32 23.8%	26 28.8%	19 20.0%	45 35.1%	19 23.7%	8 23.2%
(6,7)	128 30.1%	88 32.3%	40 26.1%	45 33.9%	42 30.8%	22 24.1%	19 29.0%	87 30.0%	40 30.1%	39 43.8% l	35 38.1%	27 21.1%	19 23.1%	8 22.4%
MEAN	3.9	4.0	3.8	4.1	3.8	3.7	3.9	3.9	3.8	4.4	4.1	3.7	3.5	3.7

Comparison Groups: BC/DEFG/HI/JKLMN
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 99% level.
Lower case letters indicate significance at the 95% level.

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? E. Areas with reduced vehicle access

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	426 100.0%	271 100.0%	155 100.0%	134 100.0%	137 100.0%	90 100.0%	65 100.0%	291 100.0%	134 100.0%	89 100.0%	93 100.0%	127 100.0%	82 100.0%	34 100.0%
UNWEIGHTED BASE	388	149	239	76	73	138	101	206	182	29	63	115	115	66
1 - Not at all likely	90 21.1%	62 23.0%	27 17.7%	31 23.5%	31 22.6%	19 20.7%	9 13.7%	61 21.1%	28 21.1%	16 18.4%	25 27.2%	33 25.8% mn	11 13.9%	4 11.4%
2	18 4.1%	8 2.8%	10 6.5%	4 2.7%	4 2.8%	5 6.0%	5 7.1%	11 3.8%	6 4.7%	6 6.5%	1 1.5%	4 3.3%	5 5.6%	2 4.8%
3	33 7.7%	22 8.2%	11 6.9%	13 9.9%	9 6.6%	8 8.6%	3 4.6%	20 6.9%	13 9.5%	8 8.6%	3 3.6%	12 9.6%	7 7.9%	3 9.5%
4 - Likely	101 23.8%	62 22.9%	39 25.5%	25 18.6%	37 27.1%	19 21.4%	20 31.2%	63 21.5%	39 28.8%	20 22.1%	26 27.7%	30 23.3%	18 22.4%	8 23.4%
5	61 14.4%	31 11.5%	30 19.5%	17 12.5%	14 10.4%	15 16.3%	15 23.9%	48 16.4%	13 9.9%	22 24.2%	11 11.5%	16 12.3%	9 11.2%	4 11.6%
6	32 7.5%	23 8.6%	8 5.4%	12 9.2%	11 8.1%	4 4.8%	4 6.2%	25 8.6%	7 5.1%	5 5.3%	-	9 6.9%	15 18.4% j1	3 9.1%
7 - Very likely	72 16.9%	46 16.9%	26 16.9%	29 21.7%	17 12.3%	18 20.1%	8 12.5%	49 16.9%	23 16.9%	13 14.8%	19 20.8%	19 14.6%	14 16.6%	7 21.2%
Don't Know	19 4.5%	16 6.1%	2 1.6%	3 2.0%	14 10.1% g	2 2.2%	1 0.8%	14 4.7%	5 3.9%	-	7 7.8%	5 4.2%	3 4.1%	3 9.0%
(1,2,3)	140 33.0%	92 34.0%	48 31.1%	48 36.1%	44 32.0%	32 35.3%	16 25.4%	93 31.9%	47 35.3%	30 33.6%	30 32.2%	49 38.6%	22 27.4%	9 25.7%
(4,5,6,7)	266 62.6%	162 59.9%	104 67.3%	83 62.0%	79 57.9%	56 62.6%	48 73.8%	185 63.4%	82 60.8%	59 66.4%	56 60.0%	73 57.2%	56 68.6%	22 65.3%
(4,5)	163 38.2%	93 34.4%	69 44.9%	42 31.1%	51 37.5%	34 37.7%	36 55.0% d	110 37.9%	52 38.8%	41 46.3%	36 39.2%	45 35.6%	28 33.5%	12 35.0%
(6,7)	104 24.4%	69 25.6%	35 22.3%	41 30.9%	28 20.4%	22 24.9%	12 18.7%	74 25.5%	30 22.0%	18 20.1%	19 20.8%	27 21.5%	29 35.0% 1	10 30.4%
MEAN	4.0	4.0	4.1	4.1	3.8	4.0	4.1	4.1	3.9	4.0	3.8	3.8	4.4	4.4

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

Table ED2

LEGER MARKETING ALBERTA - ACA Public Opinion Survey 2011

11) Please provide your age range:

	URBAN/RURAL			REGION				GENDER		AGE				
	TOTAL	Cities	Rural	Edmonton CMA	Calgary CMA	Rural North	Rural South	Male	Female	18-25	26-35	36-50	51-64	65 +
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
TOTAL ANSWERING	1202 100.0%	901 100.0%	301 100.0%	434 100.0%	466 100.0%	160 100.0%	141 100.0%	612 100.0%	590 100.0%	182 100.0%	246 100.0%	349 100.0%	259 100.0%	165 100.0%
UNWEIGHTED BASE	1202	601	601	300	301	300	301	437	765	59	159	329	359	295
18-25	182 15.2%	140 15.5%	43 14.2%	70 16.1%	70 14.9%	23 14.3%	20 14.1%	95 15.6%	87 14.7%	182 100.0%	-	-	-	-
26-35	246 20.4%	193 21.4%	53 17.5%	90 20.7%	103 22.1%	28 17.2%	25 17.9%	129 21.1%	117 19.8%	-	246 100.0%	-	-	-
36-50	349 29.0%	264 29.3%	85 28.3%	121 27.9%	142 30.5%	46 28.4%	40 28.3%	180 29.5%	169 28.6%	-	-	349 100.0%	-	-
51-64	259 21.6%	189 20.9%	71 23.5%	92 21.2%	96 20.7%	38 23.6%	33 23.4%	132 21.6%	127 21.6%	-	-	-	259 100.0%	-
65 +	165 13.7%	115 12.8%	49 16.4%	60 13.9%	55 11.8%	26 16.5%	23 16.3%	75 12.3%	90 15.2%	-	-	-	-	165 100.0%
Refuse	1 0.1%	1 0.1%	-	1 0.2%	-	-	-	-	1 0.1%	-	-	-	-	-

Comparison Groups: BC/DEFG/HI/JKLMN

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 99% level.

Lower case letters indicate significance at the 95% level.

APPENDIX C: TABLE OF CONFIDENCE BOUNDS

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													
	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%	50%
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.