

PUBLIC SURVEY RESULTS – 2014

INTRODUCTION

In August – September 2014, Trend Research was contracted to conduct telephone interviews with residents across Alberta to assess their knowledge of conservation organizations, their participation in outdoor recreational activities and their perceptions of various conservation issues affecting the province. A total of 1,200 telephone interviews were completed with Albertans within four geographic regions; 300 Urban North (Edmonton), 300 Urban South (Calgary), 300 Rural North; and 300 Rural South. All interviews were with Albertans age 18+.

The results of this survey have been compared to a similar survey conducted by Leger Market Research in 2008.

METHODOLOGY

A total of 1,200 telephone interviews were completed by Trend Research between August 5th and September 19th, 2014 with randomly selected Albertans aged 18+. The telephone surveys were split geographically into 300 in the Urban North (Edmonton Census Metropolitan Area (CMA) as defined by Statistics Canada), 300 in the Urban South (Calgary CMA), 300 Rural North (north of Highway 16 excluding Grande Prairie and Ft. McMurray) and 300 Rural South (south of Highway 16, excluding Red Deer, Lethbridge and Medicine Hat). Within each geographic area 150 women and 150 men were surveyed.

Trend Research purchased a random, representative sample of phone numbers for the survey, and included cell phone numbers as 25% of the sample. All interviews were conducted from Trend Research's Edmonton call centre. All interviews were supervised and monitored and the survey was registered with the Marketing Research & Intelligence Association (MRIA) to ensure best practices were being adhered to.

All interviewers were trained on the specific survey questions and a pretest of 30 interviews was conducted prior to commencing the full survey.

Statistical Reliability

Overall results, at a sample size of 1,200, are accurate to within ± 2.8 percentage points, 19 times out of 20 (Canadian Advertising Research Foundation, Media Research Standards Procedures, 1984).

Regional results, at a sample size of 300 in each Edmonton CMA, Calgary CMA, northern rural Alberta, and southern rural Alberta, are accurate to within ± 5.7 percentage points, 19 times out of 20 (Canadian Advertising Research Foundation, Media Research Standards Procedures, 1984).

Sex biased results, at a sample size of 150 are accurate to within ± 8.0 percentage points, 19 times out of 20 (Canadian Advertising Research Foundation, Media Research Standards Procedures, 1984).

RESULTS

Question 1. Please name as many active conservation organizations as you can, that operate in Alberta.

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n= 1200	
ACA	4	7	4	2	4	2	4	0	27	2.25
AFGA	12	13	9	4	21	7	10	1	77	6.42
AHEIA	0	0	0	0	1	0	1	0	2	0.17
ATA	0	0	0	0	0	0	2	0	2	0.17
APOS	0	0	0	0	0	0	0	0	0	0.00
NA	2	0	2	0	1	2	0	1	8	0.67
PF	0	0	0	0	6	0	0	1	7	0.58
TUC	0	0	2	0	2	0	5	2	11	0.92
WSFA	1	0	0	0	1	0	0	0	2	0.17
DUC	45	37	35	32	55	47	45	36	332	27.67
HFT	0	0	1	0	0	0	0	0	1	0.08
NCC	2	3	5	1	6	6	9	10	42	3.50
WEF	2	0	1	0	1	1	2	0	7	0.58
WWS	0	0	0	0	0	0	0	0	0	0.00
WWF	5	6	5	11	6	6	18	13	70	5.83
Other	16	18	18	19	14	24	14	13	136	11.33
Could Name No Group	76	80	84	86	62	63	76	89	616	51.33

(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, NA – Nature Alberta, PF – Pheasants Forever, TUC – Trout Unlimited Canada, WSFA – Wild Sheep Foundation, Alberta, DUC – Ducks Unlimited Canada, HFT – Hunting For Tomorrow, NCC – Nature Conservancy Canada, WEF – Wild Elk Federation, WWS – Willmore Wilderness Society, WWF – World Wildlife Fund)

RESULTS: Unaided (no mention of name) recognition for ACA was 2.25% of respondents which compares to 2% in 2008. Half of respondents could not name an active conservation group in Alberta, which is the same result as in 2008.

Question 2. Have you heard of the following conservation groups? (group was mentioned if not identified in Question 1)

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total Q. 2	Total Q.1	% Total 1+2
											n=1200
ACA	92	76	74	70	98	91	65	77	643	27	55.83
AFGA	131	127	124	125	122	137	123	125	1014	77	90.92
AHEIA	79	71	45	32	79	75	34	23	438	2	36.67
ATA	102	96	56	44	67	49	42	30	486	2	40.67
APOS	60	40	38	29	58	50	38	29	342	0	28.50
NA	25	28	9	7	28	22	10	4	133	8	11.75
PF	98	101	92	88	85	97	91	103	755	7	63.50
TUC	28	6	12	7	25	12	12	6	108	11	9.92
WSFA	27	20	46	35	47	41	83	52	351	2	29.42
DUC	29	19	30	42	28	35	23	29	235	332	47.25
HFT	56	62	61	63	61	62	69	69	503	1	42.00
NCC	26	22	18	19	37	16	10	15	163	42	17.08
WEF	22	12	14	9	30	21	14	9	131	7	11.50
WWS	54	49	30	25	46	26	22	13	265	0	22.08
WWF	121	112	122	111	118	114	116	114	928	70	83.16

RESULTS: Total recognition of ACA (unaided plus aided) was 56% of respondents compared to 43% in 2008.

Question 3. 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 for the following activities.

Question 3A. Catch and release fishing

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150	1200	
Do not support at all 1	21	16	9	12	18	15	15	15	121	10.08
2	3	6	6	2	3	5	0	4	29	2.42
3	7	8	6	5	4	2	2	11	45	3.75
Support 4	18	19	16	23	16	18	16	23	149	12.42
5	23	18	19	21	16	27	20	18	162	13.50
6	23	14	23	14	24	13	21	17	149	12.42
Completely support 7	55	66	69	71	67	68	73	61	530	44.17

RESULTS:83% of respondents “support” (4,5,6,7) catch and release fishing compared to 82% in 2008.

Question 3B. Catch and keep fishing

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150	1200	
Do not support at all 1	12	4	17	16	17	17	16	16	115	9.58
2	2	8	4	5	10	6	11	4	50	4.17
3	12	6	15	13	12	11	15	13	97	8.08
Support 4	29	32	31	39	25	43	20	49	268	22.33
5	20	21	32	26	19	25	29	26	198	16.50
6	15	21	21	11	16	11	16	17	128	10.67
Completely support 7	57	56	29	36	50	32	37	22	319	26.58

RESULTS: 76% of respondents “support” (4,5,6,7) catch and keep fishing compared to 66% in 2008.

Question 3C. Hiking

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150	1200	
Do not support at all 1	6	5	11	4	4	5	6	2	43	3.58
2	1	1	6	0	4	1	3	2	18	1.50
3	0	3	7	2	4	4	5	2	27	2.25
Support 4	16	5	11	10	9	14	16	16	97	8.08
5	14	19	14	15	18	11	20	10	121	10.08
6	22	16	15	14	19	13	18	15	132	11.00
Completely support 7	87	99	86	105	92	102	82	103	756	63.00

RESULTS: 92% of respondents “support” (4,5,6,7) hiking compared to 93% in 2008.

Question 3D. Bird watching

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150	1200	
Do not support at all 1	16	5	16	5	17	7	14	4	84	7.00
2	0	2	4	2	5	1	8	4	26	2.17
3	3	0	4	4	6	2	8	5	32	2.67
Support 4	11	17	14	11	15	14	25	6	113	9.42
5	22	15	12	10	10	11	17	10	107	8.92
6	11	12	8	9	14	12	26	7	99	8.25
Completely support 7	86	98	93	109	83	101	52	113	735	61.25

RESULTS: 88% of respondents “support” (4,5,6,7) bird watching compared to 90% in 2008.

Question 3E. Canoeing

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150	1200	
Do not support at all 1	9	8	18	9	14	11	10	4	83	6.92
2	3	3	3	3	3	3	2	2	22	1.83
3	4	1	10	2	3	3	10	3	36	3.00
Support 4	14	14	11	9	11	13	18	16	106	8.83
5	17	16	6	13	12	15	25	17	121	10.08
6	18	19	24	13	25	16	21	19	155	12.92
Completely support 7	83	86	77	99	80	67	60	89	641	53.42

RESULTS: 85% of respondents “support” (4,5,6,7) canoeing compared to 88% in 2008.

Question 3F. Nature photography

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150	1200	
Do not support at all 1	9	3	16	5	9	6	9	3	60	5.00
2	1	2	2	4	3	1	2	2	17	1.42
3	1	0	5	11	3	0	5	2	27	2.25
Support 4	15	14	9	10	10	12	13	5	88	7.33
5	12	8	9	8	12	10	16	10	85	7.08
6	14	12	12	8	17	10	24	13	110	9.17
Completely support 7	96	110	94	111	92	107	79	114	803	66.92

RESULTS: 91% of respondents “support” (4,5,6,7) nature photography compared to 92% in 2008.

Question 3G. Trapping

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150	1200	
Do not support at all 1	25	30	45	50	37	44	54	73	358	29.83
2	13	11	11	18	13	13	16	15	110	9.17
3	6	8	28	20	12	12	12	13	111	9.25
Support 4	20	25	26	26	25	25	24	24	195	16.25
5	25	23	25	12	19	21	12	11	148	12.33
6	18	22	5	7	12	8	10	3	85	7.08
Completely support 7	41	25	15	15	26	20	19	8	169	14.08

RESULTS: 50% of respondents “support” (4,5,6,7) trapping compared to 41% in 2008.

Question 3H. Motorized watercraft use

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150	1200	
Do not support at all 1	17	10	19	22	15	16	20	14	133	11.08
2	4	10	10	11	9	6	15	13	78	6.50
3	6	12	16	16	12	11	17	21	111	9.25
Support 4	38	37	36	37	29	33	32	38	280	23.33
5	33	29	22	28	29	35	35	33	244	20.33
6	10	15	14	10	16	20	7	10	102	8.50
Completely support 7	40	36	32	26	37	25	24	20	240	20.00

RESULTS: 72% of respondents “support” (4,5,6,7) motorized watercraft use compared to 56% in 2008.

Question 3I. Horseback riding

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150	1200	
Do not support at all 1	7	6	12	5	9	10	13	9	71	5.92
2	4	2	5	4	3	0	7	0	25	2.08
3	5	2	5	4	5	3	6	7	37	3.08
Support 4	17	14	23	19	14	8	12	22	129	10.75
5	19	20	19	11	24	18	25	18	154	12.83
6	19	18	14	15	15	19	21	14	135	11.25
Completely support 7	77	87	71	92	78	91	66	80	642	53.50

RESULTS: 88% of respondents “support” (4,5,6,7) horseback riding compared to 86% in 2008.

Question 3J. Gamebird hunting

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150	1200	
Do not support at all 1	15	31	42	39	27	37	30	53	274	22.83
2	8	9	9	12	10	7	22	18	95	7.92
3	15	8	14	14	7	14	11	16	99	8.25
Support 4	23	28	30	34	26	34	24	23	222	18.50
5	26	24	18	22	18	21	24	17	170	14.17
6	16	14	9	9	18	14	12	10	102	8.50
Completely support 7	45	34	24	16	43	18	27	12	219	18.25

RESULTS: 59% of respondents “support” (4,5,6,7) gamebird hunting compared to 50% in 2008.

Question 3K. Big game hunting

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150	1200	
Do not support at all 1	20	22	40	46	22	30	35	67	282	23.50
2	6	11	14	17	13	2	23	12	98	8.17
3	9	9	15	9	8	17	13	14	94	7.83
Support 4	15	18	27	23	19	27	23	25	177	14.75
5	19	18	18	22	22	21	13	17	150	12.50
6	19	20	8	9	15	16	17	5	109	9.08
Completely support 7	60	49	27	23	49	34	24	10	276	23.00

RESULTS: 59% of respondents “support” (4,5,6,7) big game hunting compared to 47% in 2008.

Question 3L. Dog walking

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150	1200	
Do not support at all 1	16	7	14	3	13	5	12	7	77	6.42
2	1	2	5	2	3	2	4	1	20	1.67
3	7	0	4	5	5	2	5	5	33	2.75
Support 4	18	12	9	14	17	17	23	23	133	11.08
5	14	17	15	13	16	22	24	12	133	11.08
6	13	7	23	13	12	15	14	6	103	8.58
Completely support 7	76	102	77	100	82	84	68	95	684	57.00

RESULTS: 88% of respondents “support” (4,5,6,7) dog walking compared to 81% in 2008.

Question 3M. Berry picking

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150	1200	
Do not support at all 1	5	0	16	5	9	7	15	5	62	5.17
2	4	1	2	0	6	1	3	3	20	1.67
3	5	1	6	2	6	1	8	5	34	2.83
Support 4	18	17	15	11	17	17	31	19	145	12.08
5	15	7	16	10	17	10	26	27	128	10.67
6	14	16	19	19	19	16	25	15	143	11.92
Completely support 7	87	108	75	103	74	97	42	74	660	55.00

RESULTS: 90% of respondents “support” (4,5,6,7) berry picking compared to 84% in 2008.

Question 3N. Off-highway vehicle use

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150	1200	
Do not support at all 1	30	25	41	46	31	33	38	50	294	24.50
2	11	11	19	11	13	18	26	17	126	10.50
3	11	10	14	17	18	19	24	19	132	11.00
Support 4	30	32	31	38	26	29	22	31	239	19.92
5	17	35	17	15	16	19	17	16	152	12.67
6	13	9	11	5	11	12	11	7	79	6.58
Completely support 7	38	27	14	15	33	17	11	7	162	13.50

RESULTS: 53% of respondents “support” (4,5,6,7) of-highway vehicle use compared to 40% in 2008.

Question 30. Plant collection

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150	1200	
Do not support at all 1	20	14	24	16	21	22	30	23	170	14.17
2	3	10	7	5	11	5	10	8	59	4.92
3	19	12	14	9	9	8	15	13	99	8.25
Support 4	24	23	36	36	36	32	31	35	253	21.08
5	29	17	21	25	23	20	19	30	184	15.33
6	16	21	13	10	16	15	11	7	109	9.08
Completely support 7	33	46	27	40	26	38	26	32	268	22.33

RESULTS: 68% of respondents “support” (4,5,6,7) plant collection compared to 61% in 2008.

Question 4. With respect to wildlife conservation which of the following do you believe is the biggest issue in Alberta at this time?

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150	1200	
Loss of native wildlife habitat	72	85	88	90	79	88	73	99	674	56.17
Lack of wildlife research	11	10	14	11	14	16	14	11	101	8.42
Over hunting	16	20	19	14	15	12	19	20	135	11.25
Wildlife diseases	30	21	17	17	31	24	20	8	168	14.00
Don't Know	21	14	12	18	11	20	14	12	122	10.17

RESULTS: 56% of respondents ranked loss of native wildlife habitat as the biggest issue compared to 59% 2008.

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

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150	1200	
Reduced stream flows due to over allocation	25	16	22	8	21	17	16	16	141	11.75
Lack of fisheries research	10	8	7	7	17	10	20	3	82	6.83
Over fishing	26	17	19	10	22	13	22	7	136	11.33
Pollution of lakes and rivers	81	107	95	113	79	93	79	116	763	63.58
Don't Know	8	2	7	12	11	17	13	8	78	6.50

RESULTS: 64% of respondents ranked pollution of lakes and rivers as the biggest issue compared to 65% 2008.

Question 6. In the last 12 months have you participated in any of the following outdoor activities in Alberta:

Question 6A. Hunting

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150	1200	
Yes	45	20	19	6	42	10	15	2	159	13.25
No	105	130	131	144	108	140	135	148	1041	86.75

RESULTS: 13% of respondents indicated they had participated in hunting in the last 12 months, compared to 9% in 2008.

Question 6B. Fishing

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150	1200	
Yes	85	56	49	40	71	41	46	14	402	33.50
No	65	94	101	110	79	109	104	136	798	66.50

RESULTS: 34% of respondents indicated they had participated in fishing in the last 12 months, compared to 26% in 2008.

Question 6C. Hiking

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150	1200	
Yes	94	92	86	97	107	99	99	103	777	64.75
No	56	58	64	53	43	51	51	47	423	35.25

RESULTS: 65% of respondents indicated they had participated in hiking in the last 12 months, compared to 65% in 2008.

Question 6D. Bird watching

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150	1200	
Yes	88	99	67	88	90	101	60	89	682	56.83
No	62	51	83	62	60	49	90	61	518	43.17

RESULTS: 57% of respondents indicated they had participated in bird watching in the last 12 months, compared to 42% in 2008.

Question 6E. Canoeing

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150	1200	
Yes	42	27	30	33	42	32	41	28	275	22.92
No	108	123	120	117	108	118	109	122	925	77.08

RESULTS: 23% of respondents indicated they had participated in canoeing in the last 12 months, compared to 19% in 2008.

Question 6F. Nature photography

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150	1200	
Yes	65	78	64	65	82	86	73	86	599	49.92
No	85	72	86	85	68	64	77	64	601	50.08

RESULTS: 50% of respondents indicated they had participated in nature photography in the last 12 months, compared to 42% in 2008.

Question 6G. Trapping

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150	1200	
Yes	8	5	1	0	7	3	3	1	28	2.33
No	142	145	149	150	143	147	147	149	1172	97.67

RESULTS: 2% of respondents indicated they had participated in trapping in the last 12 months, compared to 2% in 2008.

Question 6H. Berry picking

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150	1200	
Yes	91	106	56	69	89	91	46	65	613	51.08
No	59	44	94	81	61	59	104	85	587	48.92

RESULTS: 51% of respondents indicated they had participated in berry picking in the last 12 months, compared to 22% in 2008.

Question 6I. Plant collection

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150	1200	
Yes	22	36	14	28	24	38	14	16	192	16.00
No	128	114	136	122	126	112	136	134	1008	84.00

RESULTS: 16% of respondents indicated they had participated in plant collection in the last 12 months, compared to 5% in 2008.

Question 7A. Have you participated in hunting at any time in the past? (If answered NO to 6A, “Have you participated in hunting in the last 12 months?”)

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=105	n=130	n=131	n=144	n=140	n=140	n=135	n=148	1073	
Yes	69	32	52	29	49	42	62	20	355	33.08
No	36	98	79	115	91	98	73	128	718	66.92

RESULTS: 33% of respondents indicated they had participated in in hunting in the past, compared to 22% in 2008.

Question 7B. What are some of the reasons you have not participated in hunting in the past 12 months?

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
Lack of time	10	6	12	5	14	7	6	5	65	15.12
Cost	0	0	4	1	4	4	2	0	15	3.49
Reduced harvest opportunities	3	1	2	0	2	0	0	0	8	1.86
Don't know where to go	0	0	0	0	1	0	0	0	1	0.23
Regulations	13	3	5	1	6	4	6	0	38	8.84
Lost interest	22	6	18	12	12	16	25	11	122	28.37
Age (e.g. too old)	20	2	11	4	10	9	10	2	68	15.81
Health	4	3	2	4	3	3	8	1	28	6.51
Other	13	12	11	11	11	10	9	8	85	19.77
									430	

RESULTS: Many respondents provided multiple reasons. Lost interest, Lack of time, and Age were the top three reasons; however, many of the “other” category responses could also have been placed in lost interest and lack of time. Cost, reduced harvest opportunities and not knowing where to go, were not significant factors contributing to why individuals who had hunted in the past had not hunted within the past 12 months.

Question 8A. Have you participated in fishing at any time in the past? (If answered NO to 6B, “Have you participated in fishing in the past 12 months?)

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=65	n=94	n=101	n=110	n=79	n=109	n=104	n=136	798	
Yes	55	72	75	77	58	86	81	93	597	74.81
No	10	22	26	33	21	23	23	43	201	25.19

RESULTS: 75% of respondents indicated they had participated in in fishing in the past, compared to 63%% in 2008.

Question 8B. What are some of the reasons you have not participated in fishing in the past 12 months?

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
Lack of time	21	26	25	20	23	21	35	26	197	45.81
Cost	1	3	5	3	2	2	0	2	18	4.19
Reduced harvest opportunities	2	3	4	4	3	5	8	5	34	7.91
Don't know where to go	1	1	2	2	1	1	0	0	8	1.86
Regulations	8	4	4	5	2	2	2	4	31	7.21
Lost interest	15	13	28	24	18	26	19	36	179	41.63
Age (e.g. too old)	5	10	8	13	5	18	16	8	83	19.30
Health	5	7	6	11	4	7	7	7	54	12.56
Other	7	23	8	19	12	21	6	15	111	25.81
									715	

RESULTS: Many respondents provided multiple reasons. Lack of time, Lost interest, and Age were the top three reasons; however, many of the “other” category responses could also have been placed in lost interest and lack of time. Cost and not knowing where to go were not significant factors contributing to why individuals who had fished in the past had not fished within the past 12 months.

Question 9. Please provide your age range.

	Rural North Male	Rural North Female	Urban North Male	Urban North Female	Rural South Male	Rural South Female	Urban South Male	Urban South Female	Total	%
	n=150	n=150	n=150	n=150	n=150	n=150	n=150	n=150		
18-25	14	25	16	20	19	15	30	17	156	13.00
26-35	38	40	28	30	32	27	19	38	252	21.00
36-50	29	37	48	51	51	57	28	47	348	29.00
51-64	54	30	35	23	32	39	55	32	300	25.00
65+	15	18	22	26	14	12	17	16	140	11.67
Did not answer	0	0	1	0	2	0	1	0	4	0.33

DISCUSSION

The recognition rate of ACA is both a good and bad news story. Unaided recognition is still low and has not changed since 2008; however, aided recognition has increased from 43% to 56% in the same timeframe. When looking at the results of Question 1 only one conservation group had an unaided recognition rate over 10% (DUC at 28%) and only three had recognition of 5% or higher. The fact that 51% of respondents could not name a single active conservation group is a concern for conservation overall.

Catch and release fishing and catch and keep fishing both maintained a high level of support amongst respondents, with catch and keep fishing seeing a significant increase in acceptance between 2008 and 2014. Trapping, gamebird hunting and big game hunting also showed a statistically significant positive trend in support, with big game hunting seeing the biggest increase compared to 2008.

The results from the trapping, fishing and hunting support questions reflect the shifting social values associated with harvest of fish and wildlife and the desire for many people to participate in these activities. Clearly there is a positive trend that ACA should be able to take advantage of to promote our various hunting, fishing and trapping related activities.

Question 6A and 6B again show a positive trend in participation rates in fishing and hunting; however, the participation rates are much greater than would be expected based on license sales. While there is a possibility that some of these individuals are admitting to illegally participating in hunting and fishing, it is more likely that people are counting themselves as “participating” simply by being involved as opposed to actually hunting or fishing. For instance, a mother may take her children fishing at a stocked pond and although she does not fish she may consider herself “participating” in fishing as an activity. This self-association with hunting and fishing is a very positive thing which indicates that people do not have to be fully engaged in the activity to feel they are part of the activity and by extension will have concerns over negative impacts to the activity.

Question 7A shows the on-going trend of a large number of hunters leaving the activity, most blaming a lack of time and/or loss of interest (Question 7B). This result provides an excellent incentive for hunting organizations to determine how and where we can provide new hunting opportunities (to increase interest) and reduce the time required (locations closer to urban centres). There is a similar trend for fishing shown in Question 8A, with 75% of respondents that say they have not fished in the past 12 months having fished in the past. In the case of fishing many more of the “fished in the past” responses may relate to fishing at some time in their childhood, which provides an opportunity for groups such as ACA to cease upon those memories and promote a return to fishing. As with hunting, lack of time/lost interest ranks as the top reasons why people do not fish anymore. This is where increasing stocking of urban ponds could bring a large number of people back to fishing.

Overall the results are fairly positive, with improving trends in aided recognition of ACA, and support for hunting, fishing and trapping. A large number of respondents still do not participate in hunting, fishing or trapping; but there appears to be opportunities to increase participation rates with targeted programs.