

Albertans' attitudes towards a new park establishment in Alberta

October 2016





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Background

The Yellowstone to Yukon Conservation Initiative (Y2Y) is a joint Canada-U.S. not-for-profit organization that connects and protects habitat from Yellowstone to Yukon so people and nature can thrive. They are the only organization dedicated to securing the long-term ecological health of this entire region.

There are many conservation initiatives underway in this vast region. **One such initiative is to look at the establishment of a park or protected area in the area known as “The Bighorn”.** This area is made up of many uses, including industrial (coal, logging), parks, wilderness areas and crown land. It’s an extremely important area for many reasons; habitat for grizzly bears and other large mammals and it is also part of the headwaters for the North Saskatchewan River – Edmonton’s main drinking water supply.

Y2Y contracted NRG Research Group and the Praxis Group to undertake a poll to gauge opinions and attitudes toward the establishment of a park in this area. Although Y2Y has no actual jurisdiction for park establishment, the information is being gathered to help decision-makers understand how the various options might play out.

Method

The target population for the poll consisted of residents in the rural areas and communities to the east of the proposed park, as well as Metropolitan Edmonton. Due to the vastly different population sizes in these two segments, a stratified random telephone sample was used to ensure adequate representation of the rural areas and communities to the west of Edmonton. A random sample telephone survey of landlines and cell phones was used. A telephone survey was used because it provides the most complete coverage of the study area and can provide a robust and representative sample (unlike a panel survey).

The sample size for metro-Edmonton was 400 and the sample size for the rural areas and communities west of Edmonton was 200. The margin of error associated with the Edmonton sample is +/-4.8%, 19 times out of 20, while the rural sample is +/-8% 19 times out of 20. Most of the analysis has been conducted by comparing the two segments, since combining them would result in the rural areas and communities having no impact on the analysis. For brevity in the report we refer to Metropolitan Edmonton as ‘Edmonton’ and the rural communities and areas between Edmonton and the Bighorn as ‘rural communities’.

Results were weighted by gender and age to the represent the actual population proportions within each study region.



Core Objective

- **Measure the level of support for a new park establishment in the Bighorn**

Additional Objectives

- Gather public opinions regarding the importance and value of setting aside land for parks and/or wilderness protection;
- Gather opinions regarding preferred uses and non-uses for this new park;
- Establish awareness of resource protection in relation to water quality, in particular as a source of drinking water for Edmonton and area;
- Establish awareness of the issues within the study area, such as industrial, agricultural and forestry uses which could adversely impact habitat and water quality;
- Identify motivations to support conservation/protection (if not already there);
- Establish perceived benefits and concerns; identification of friction points (e.g. ATV use)



Summary of Findings

There is strong support for establishing a park in the Bighorn. **Over eighty percent (83%) of Edmonton residents and 68% of those living in communities and rural areas near the Bighorn support establishment of a park.**

Over half of respondents from both regions identified protection of wildlife and conservation as the most important benefits of park establishment. Tourism and economic growth were seen as important by 42% of Edmonton residents and 29% of those in the rural communities.

Survey participants were also asked to identify any concerns with park establishment in the Bighorn. By far the largest concern is with a park causing increased activity and stress on wildlife and the environment (63% Edmonton, 28% rural communities). While this is a general concern this of course depends on the nature of the park. The single biggest concern expressed by nearby residents is increased levels of OHV use, expressed by 17% of respondents in communities near the Bighorn. Notably 14% of respondents in the nearby communities also expressed concern that a park might limit their access by imposing too many restrictions.

Several scenarios were presented to respondents in terms of their vision for establishing a park in the Bighorn. The most popular scenario is to establish a park with a focus on protecting sensitive habitat while allowing for non-mechanized recreation in other areas of the park (79% Edmonton and 68% rural communities). The two least popular scenarios include leaving the area as is (23% Edmonton, 30% rural communities) and restricting all human activity (17% both regions). It is worth noting that over 50% of those living in the communities near the park 'strongly oppose' restricting all human activity (compared to 25% in Edmonton).

Existing use and awareness is highly dependent on proximity. Eighty percent of those living in the rural communities near the Bighorn are aware of the area, compared with 36% of Edmonton residents. Levels of use are also much higher for residents of the rural communities with two thirds having conducted some form of recreational activity in the area. By contrast, 22% of Edmonton respondents have visited the area. The main activities in the area are hiking (48% Edmonton, 40% rural communities) and camping (47% Edmonton, 35% rural communities). Hunting and fishing are also very popular activities with those visiting the area with 21% of Edmonton visitors and 29% of rural community visitors taking part in these activities. OHV use accounts for 22% of the activity by those who have visited the area from one of the nearby communities. One in ten Edmonton visitors to the Bighorn indicated they took part in OHV use.



Cluster analysis was used to identify how groups of respondents conformed together around like behaviours and attitudes in relation to the Bighorn. Five clusters were identified. The largest cluster accounting for 40% of respondents are strong advocates of environmental protection of the area. They accept human activity as long as it does not impact the environment. They are also opposed to commercial use. They are major supporters of the park, with 9 in 10 advocating in favour of its establishment. The second largest cluster accounting for 25%, is similar in terms of the importance of environmental sustainability and opposing commercial use, but support mechanized recreation and fewer restrictions on activities. This group also has a 9 in 10 support in favour of the park. The third cluster, also accounting for 25%, are more open to commercial activity and all forms of recreation, however they do value to the need to protect the environment from the consequences of these activities. This group has a slightly lower preference for park establishment at 8 in 10. The fourth cluster account for 5% of respondents and are highly in favour of commercial activity and virtually no restrictions on use. They also have the lowest support for the establishment of a park at 7 in 10. A fifth group consisting of undecided and ambivalent respondents accounts for 4% (92% do not know if they support a park).

Questions were asked in relation to values held by respondents in association with use and management of public lands, not specific to the Bighorn. In both regions there is a strong level of belief that maintaining environmental quality takes precedence over commercial use and activities which can impact wildlife and water quality.

Survey participants were also asked questions in relation to the areas water resource. Almost 7 in 10 Edmonton respondents indicated an awareness of where their drinking water comes from with most able to specifically identify the North Saskatchewan River. By contrast a much smaller percentage were able to identify activities in the Bighorn which could impact water quality and habitat. Only 15% of Edmonton respondents and 25% percent of rural respondents could identify. It is interesting to note that residents of nearby communities identified the activity with the biggest impact as OHVs.

Respondents were also asked about their awareness of the Yellowstone to Yukon Conservation Initiative. Seventeen percent of Edmonton residents and 20% of rural residents had heard of Y2Y, although when asked to identify what Y2Y is, Edmontonians were more accurate in their understanding of the conservation initiative.

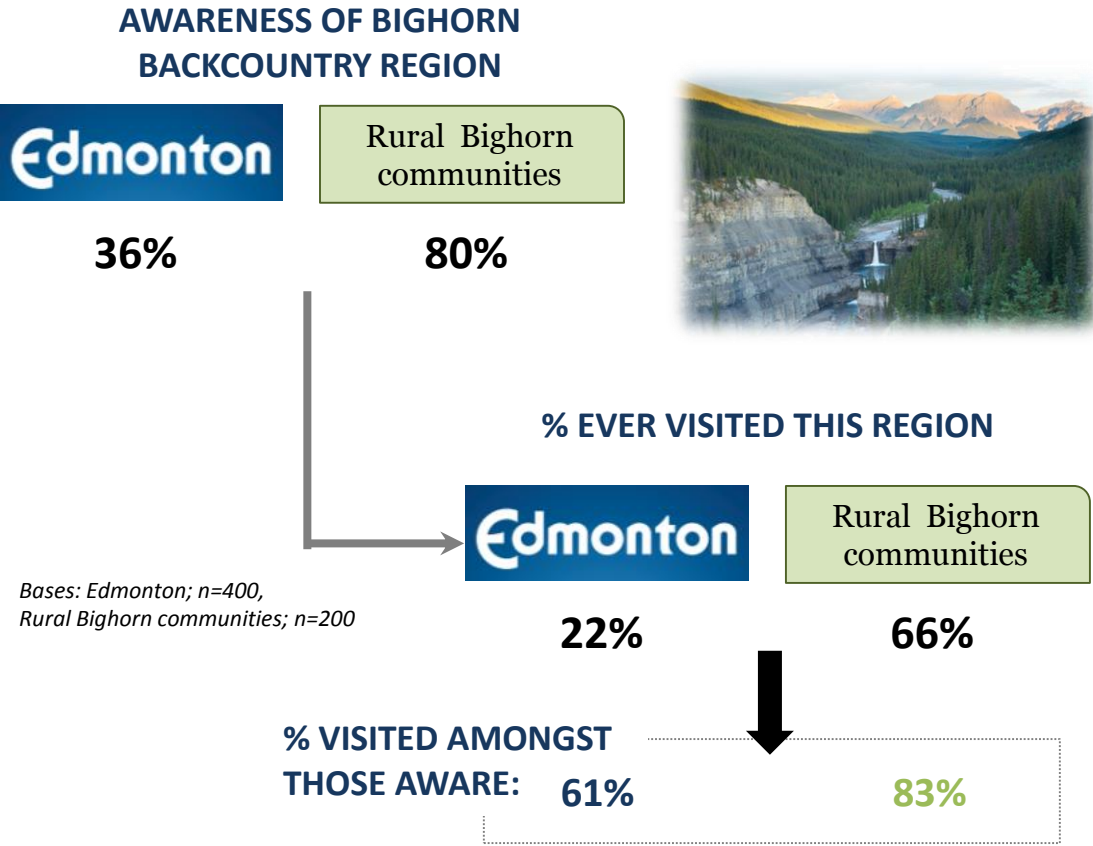


CURRENT LEVELS OF AWARENESS AND KNOWLEDGE OF THE REGION



Unsurprisingly, proximity dictates awareness and visitation

Q. Before today, have you heard of the Bighorn, or the Bighorn Backcountry Region?/ Have you ever visited the Bighorn region?



- In Rural communities, awareness or visitation of the Bighorn doesn't differ by age or gender
- Amongst Edmontonians, awareness and visitation increase with age
 - 23% of those under 35 are aware vs. 55% of those aged 55+
 - 10% of those under 25 have ever visited vs. 34% of those aged 55+
- In Edmonton, awareness and visitation of the Bighorn is stronger amongst males than females
 - 46% of males are aware (vs. 27% females)
 - 29% of males have ever visited (vs. 16% females)



Awareness of the Y2Y conservation initiative is similar regardless of region – though Edmontonians have a higher quality of awareness

Q. Before today, have you heard of the Bighorn, or the Bighorn Backcountry Region?/ Have you ever visited the Bighorn region?

AWARENESS OF YELLOWSTONE TO YUKON CONSERVATION INITIATIVE



17%

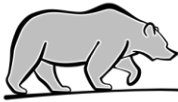
Rural Bighorn communities

20%

Bases: Edmonton; n=400, Rural Bighorn communities; n=200

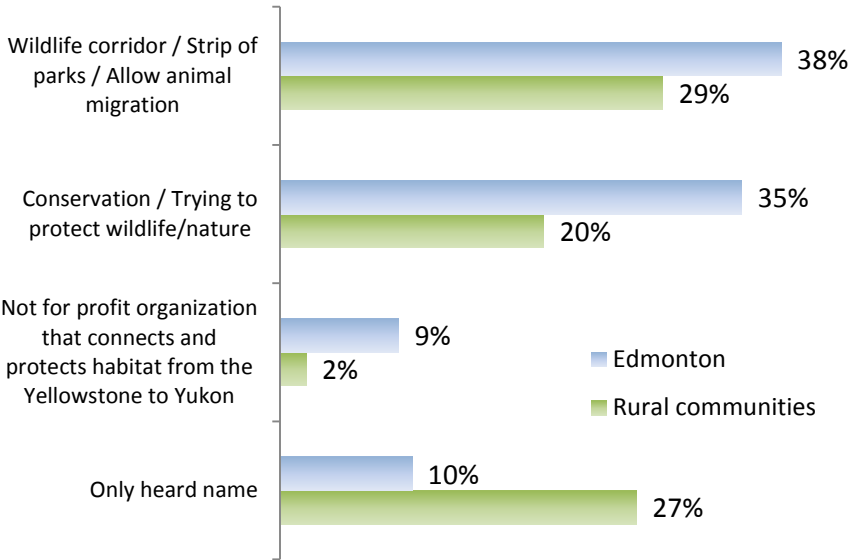
In Edmonton, awareness of Y2Y initiative doesn't differ by any demographic, however in Rural communities awareness does increase with age and income level

- In rural communities 15% of those aged <35 are aware of this initiative – this rises to 23% amongst those aged 55+
- Amongst those in rural communities earning >100K HH income, awareness of Y2Y is 26% - this drops to 10% for those with HH incomes <\$50K



Yellowstone to Yukon
Conservation Initiative

WHAT DOES YELLOWSTONE TO YUKON MEAN TO YOU?



Bases (aware of Y2Y): Edmonton; n=68, Rural Bighorn communities; n=40

Current awareness levels create an opportunity to spread the message within both regions – and improve quality of awareness in rural communities

Over two thirds of Edmontonians are currently knowledgeable about their water source

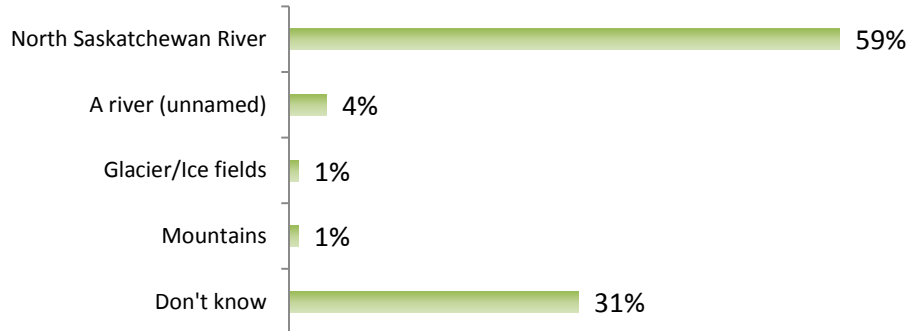
69% of Edmontonians believe they know the source of Edmonton's water



59% correctly identified the North Saskatchewan River as a source of Edmonton's water

Base: Edmonton metro; n=400

SPECIFICALLY WHERE DO EDMONTONIANS BELIEVE THEIR WATER IS SOURCED FROM?



With age comes wisdom – 77% of Edmontonians aged 55+ correctly state the North Saskatchewan river as a source of Edmonton's drinking water.

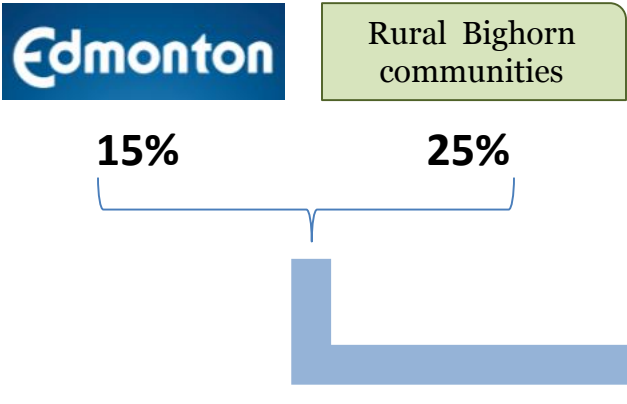
Amongst those aged <35, this drops to 44% (a further 54% of this age group don't know the source)

There is an opportunity to educate Edmontonians with regard to their water source – particularly the younger demographic



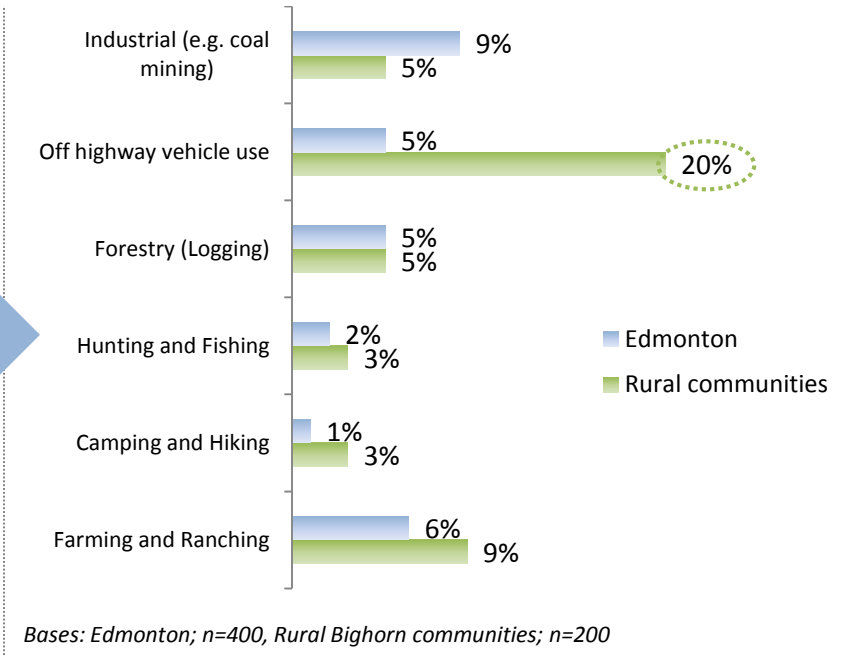
Awareness of adverse activities is slightly higher in rural communities – here this stems predominantly from OHV usage

AWARENESS OF ACTIVITIES IN PROPOSED PARK AREA THAT MAY ADVERSELY AFFECT HABITAT AND WATER QUALITY?



Bases: Edmonton; n=400, Rural Bighorn communities; n=200

WHAT ACTIVITIES ARE YOU AWARE OF?



Bases: Edmonton; n=400, Rural Bighorn communities; n=200

OHV's are more likely to be on the radar for those in Rural communities

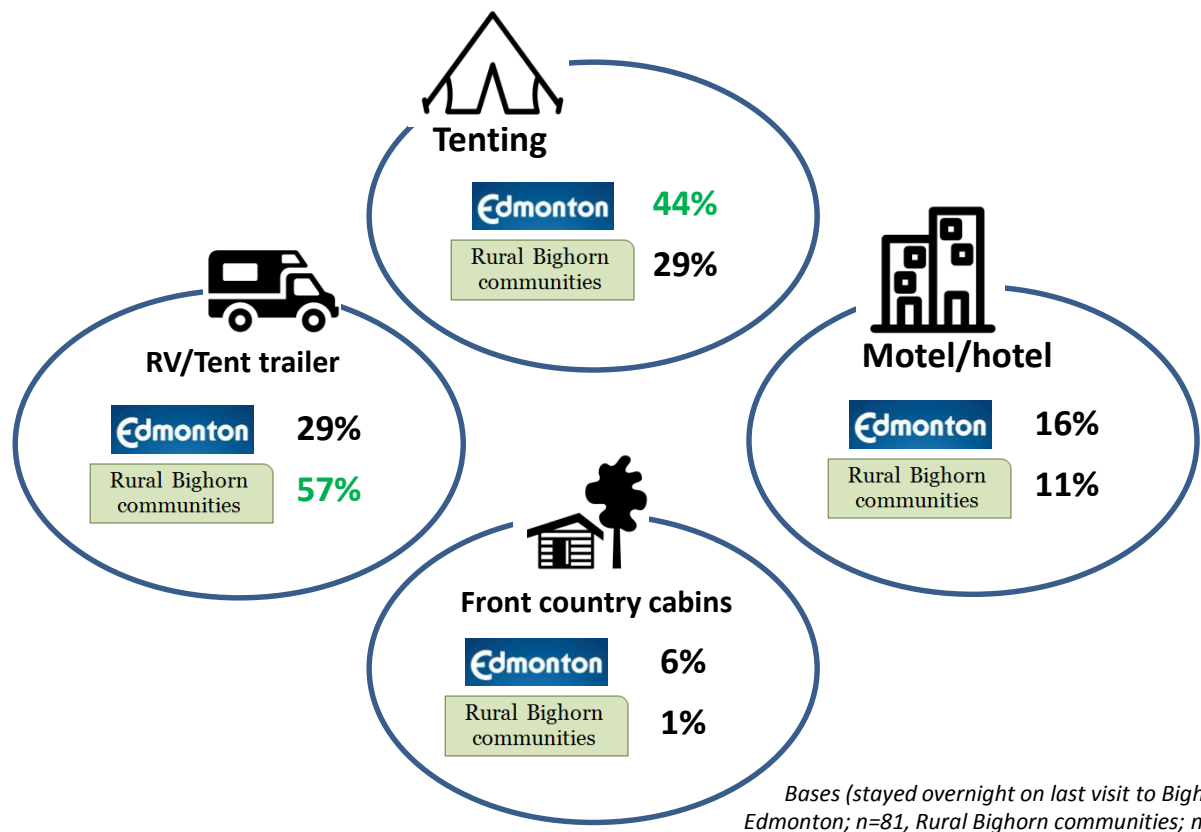


CURRENT INTERACTION WITH THE REGION



When over-nighting in Bighorn, Edmontonians tend to favour tenting while those from rural communities are more inclined to stay in RVs

Q. When you last visited the Bighorn, which of the following best describes your accommodation?

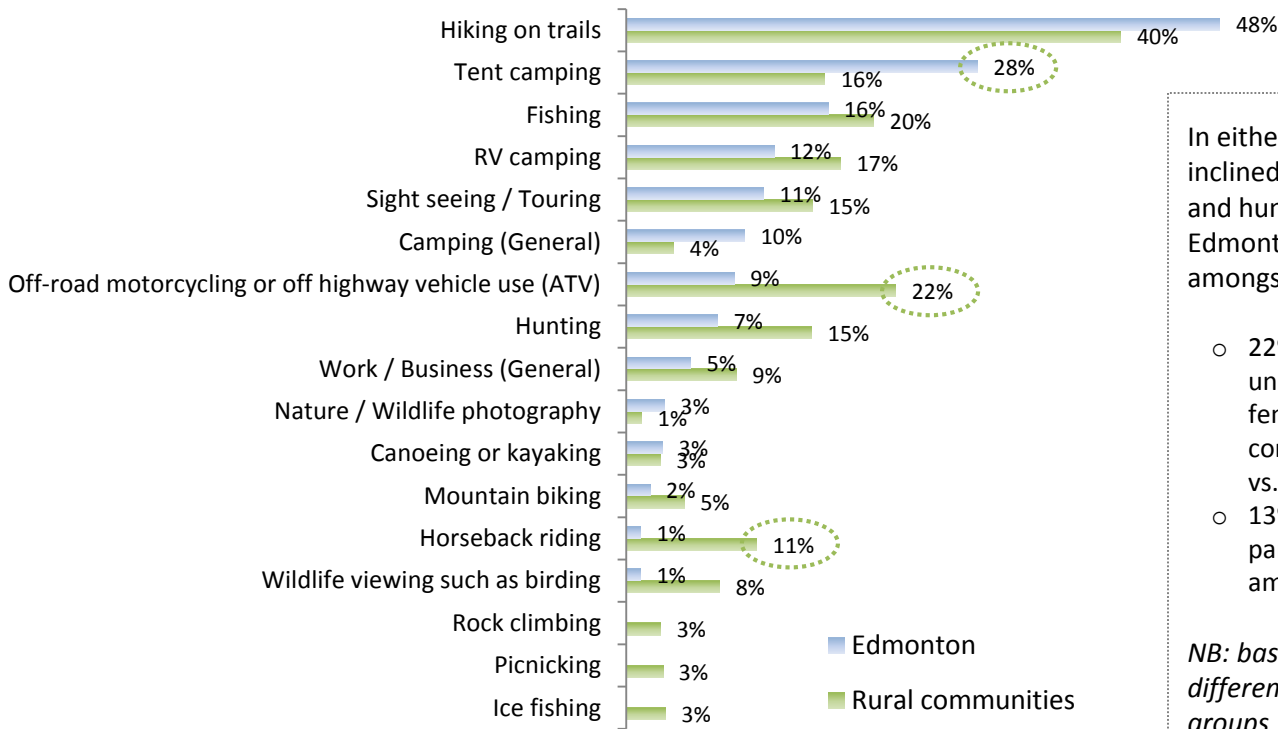


- Female Edmontonians are more inclined to stay in motels/hotels (28% vs. 10% males) and front country cabins (14% vs. 2% males)
 - Male Edmontonians are more inclined to stay in tents (56% vs. 21% females)
- NB: bases too low to investigate differences by other demographic groups*



For the most part non mechanised activities are the norm – however OHV usage is higher amongst those in rural communities

Q. When you visited the Bighorn region, what where the principal activities you undertook?



In either region, males are more inclined to be undertaking fishing and hunting. Amongst those in Edmonton, OHV usage is higher amongst males.

- 22% of male Edmontonians undertook fishing vs. 6% for females - 32% of males in rural communities undertook fishing vs. 5% for females
- 13% of male Edmontonians partook in ATV usage vs. 3% amongst females

NB: bases too low to investigate differences by other demographic groups

Bases (ever visited Bighorn region): Edmonton; n=90, Rural; n=127



Camping is more popular amongst Edmontonians – hunting/fishing is a little more common amongst rural communities

Q. When you visited the Bighorn region, what where the principal activities you undertook?

| Activity groups | Edmonton | Rural Bighorn communities |
|--|----------|---------------------------|
| Net camping (tent/RV etc) | 47% | 35% |
| Net hunting/fishing | 21% | 29% |
| Net water specific activities (fishing/canoeing/rafting etc) | 19% | 24% |
| Net nature/sightseeing (wildlife viewing/birding/picnicking/enjoying nature) | 18% | 24% |
| Net winter activities (ice fishing, skiing) | 3% | 4% |

Bases (ever visited Bighorn region): Edmonton; n=90, Rural; n=127



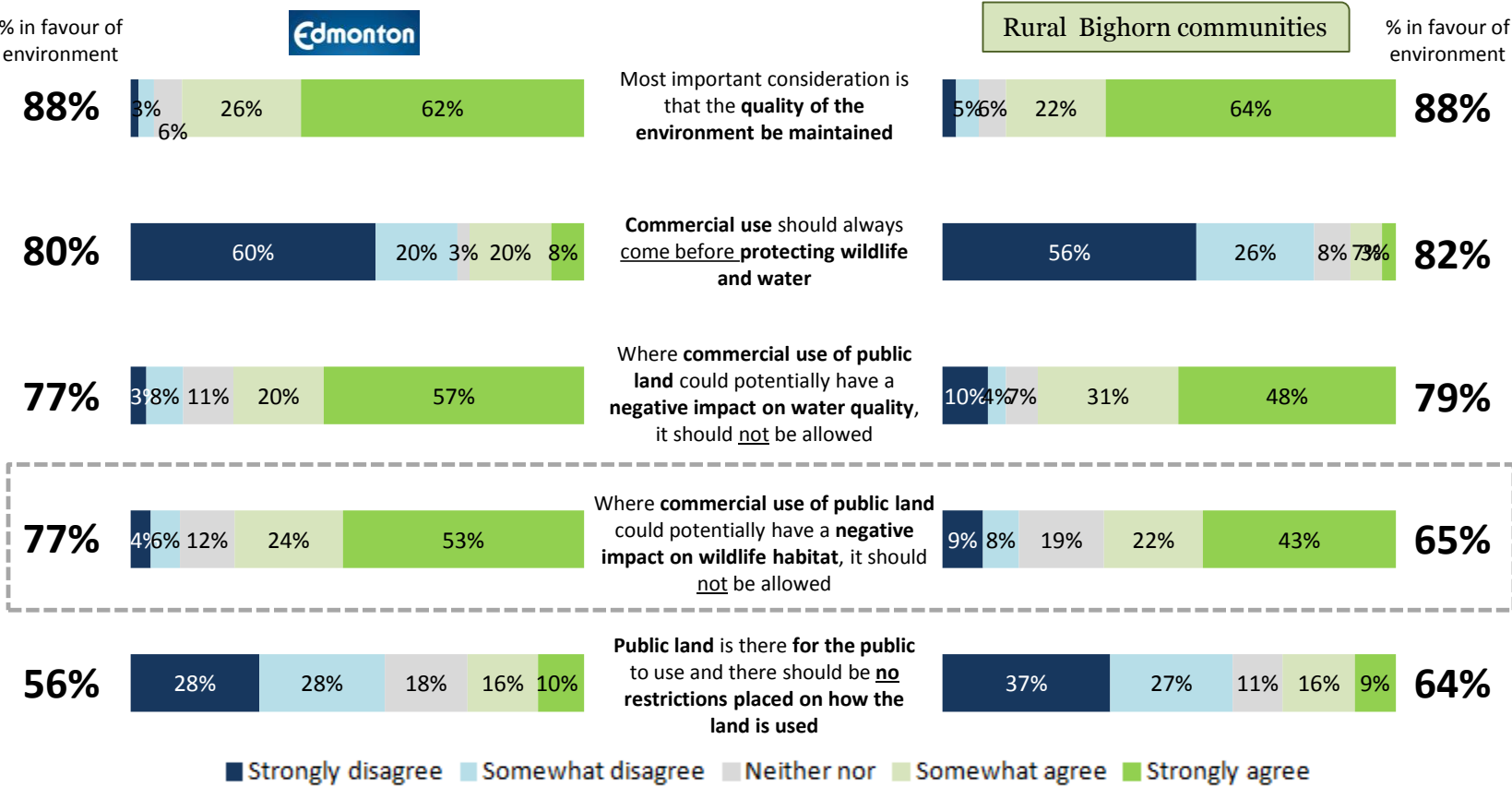


OPINIONS AND ATTITUDES TOWARD PARK ESTABLISHMENT



Relative to those in rural communities, Edmontonians are not as open to commercial use of public land when wildlife habitats are at risk

Q. Please indicate your level of agreement with regard to public land in Alberta:



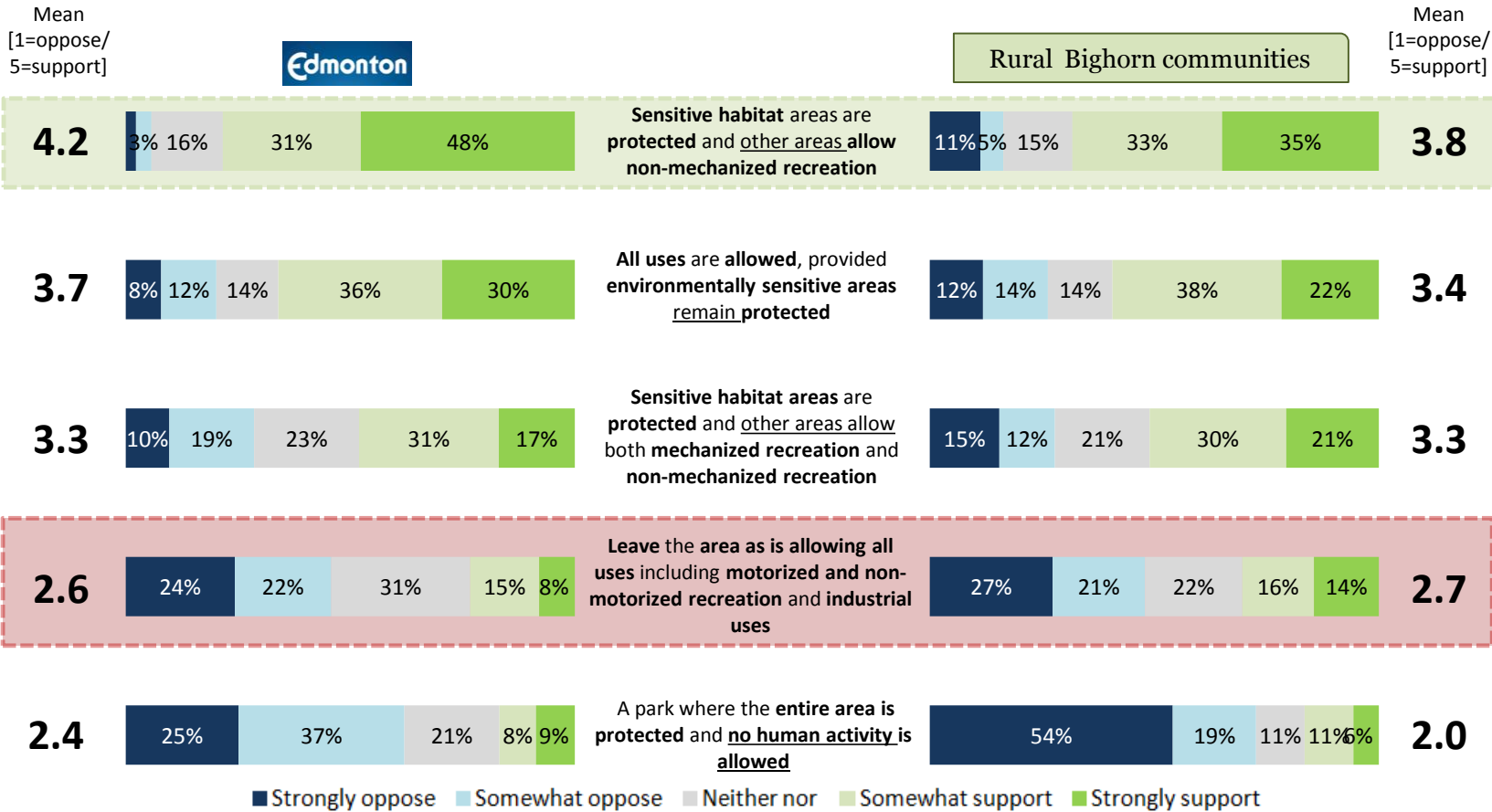
In either region there is a consensus that environmental quality needs to be maintained – however there is a clear spectrum of belief around public land restrictions

Bases: Edmonton; n=400, Rural Bighorn communities; n=200



Regardless of region, support is strongest for a park with protected sensitive habitat areas and other areas allowing non-mechanized recreation – cutting off all human activity faces the strongest opposition

Q. In relation to establishing a new park in the Bighorn region, please indicate your level of support with each of the following:



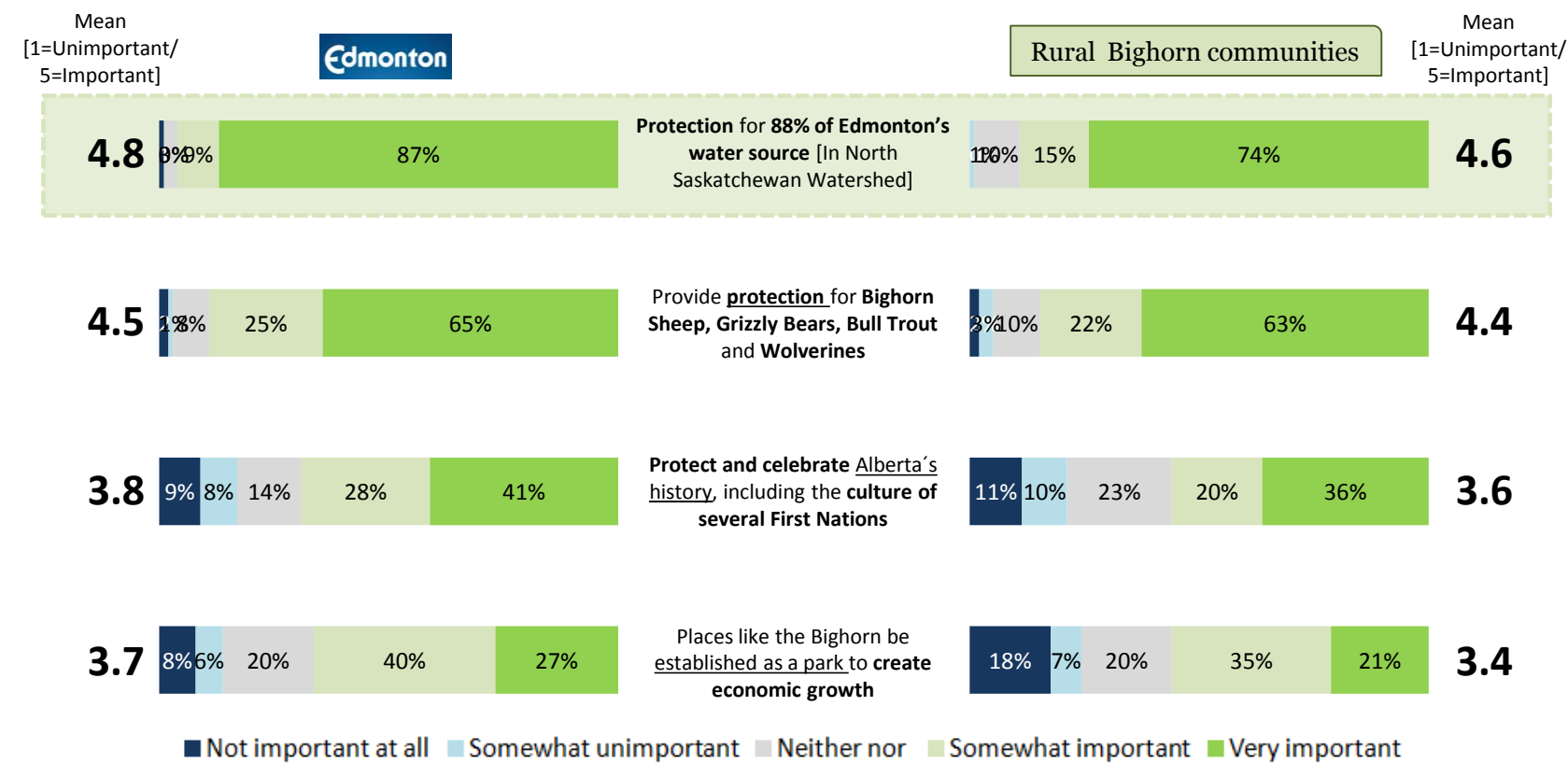
The proposed park needs to allow some degree of human activity – however this needs to be managed in a way that still allows for protection of sensitive areas

Bases: Edmonton; n=400, Rural Bighorn communities; n=200



When looking at the reasons for establishing a park, irrespective of region, protection for Edmonton's water source and wildlife holds greatest importance


Q. Importance of some other factors in relation to the proposed park...




Bases: Edmonton; n=400, Rural Bighorn communities; n=200

Protection for Edmonton's water source and native wildlife are two key areas that should be clearly communicated in relation to the proposed park

Bases: Edmonton; n=400, Rural Bighorn communities; n=200



**SO, WITH ALL THIS IN MIND, DO
EDMONTONIANS AND THOSE IN
NEARBY RURAL COMMUNITIES
SUPPORT THE CREATION OF THE
PARK?**



Support for the park is stronger in Edmonton - region aside, females, the under 35s and lower household income earners are the strongest in favour

IN FAVOUR OF CREATING A PARK IN THE BIGHORN REGION?



83%

Rural Bighorn
communities

68%

Bases: Edmonton; n=400, Rural Bighorn communities; n=200



WHO WILL BE THE STRONGEST ADVOCATES?

- In either region females are more positively disposed to the creation of this park
 - 87% vs. 78% males in Edmonton and 75% vs. 62% in rural communities
- In Edmonton those aged <35 are more strongly in favour
 - 88% of those aged <35 support the park vs. 81% of those aged 35+
- In either region support is weakest amongst those with HH incomes >100K
 - In Edmonton 77% of those earning >100K are in favour (vs. 88% of those earning \$50-100K and 89% of those on HH incomes <\$50K)
 - In rural communities 61% of those earning >100K are in favour (vs. 76% of those earning 50-100K and 69% of those earning <50K)

More work will be needed to create engagement with those in the rural communities – particularly males and those in higher income households





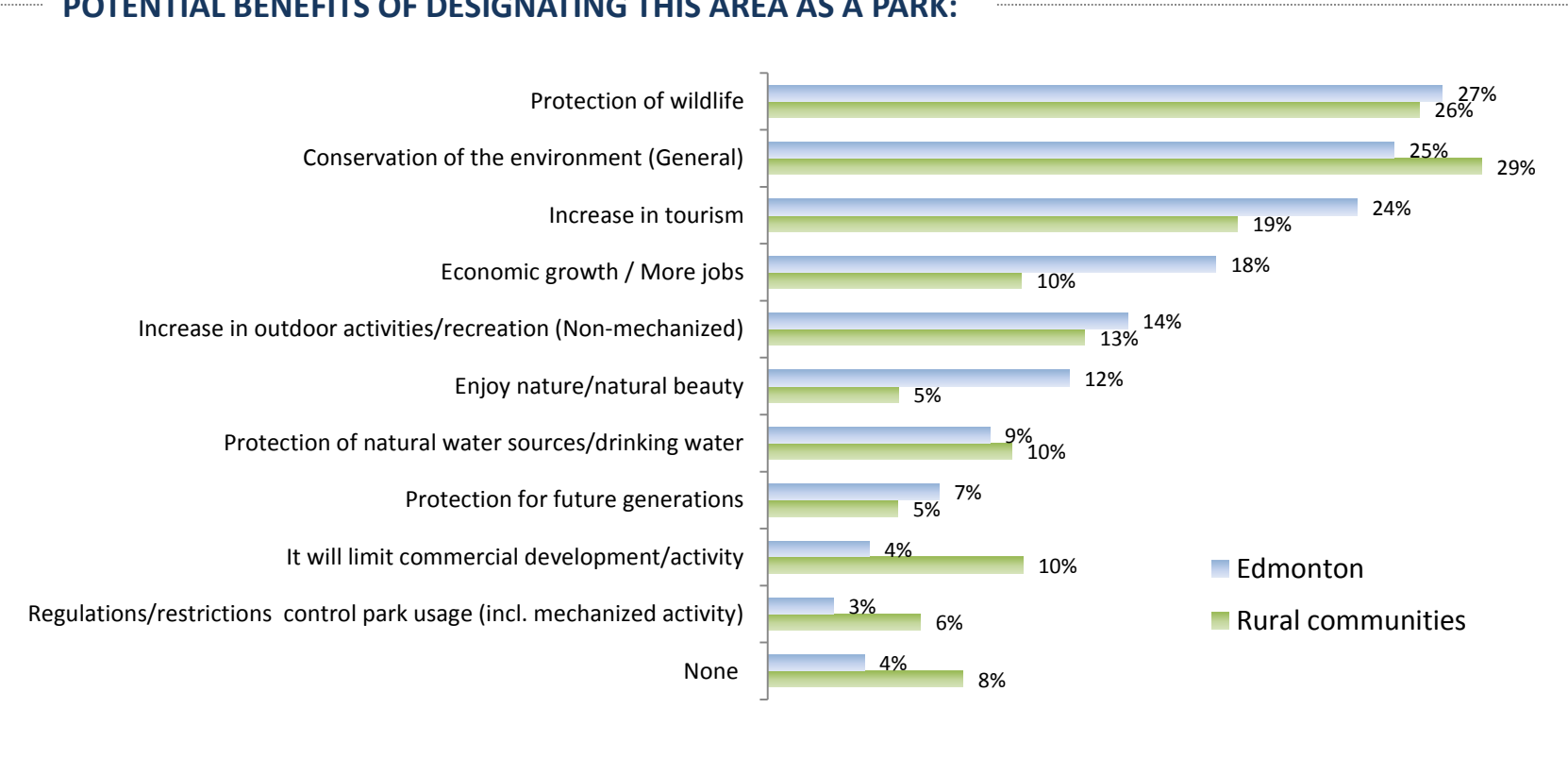
WHAT ARE THE PERCEIVED BENEFITS / CONCERNS WITH THE PARK?



Wildlife protection and conservation are seen as the key benefits this park would offer – followed by tourism

Q. What do you think would be the greatest potential benefits of designating this area as a park?

POTENTIAL BENEFITS OF DESIGNATING THIS AREA AS A PARK:



Bases (excludes refused): Edmonton; n=381, Rural Bighorn communities; n=179

“The preservation of the environment for future generations. So much habitat is disappearing. It is important for the planet to preserve wilderness areas.”

“That it could ensure the environment is protected, provide opportunities for people to learn more about our environment and aboriginal culture.”

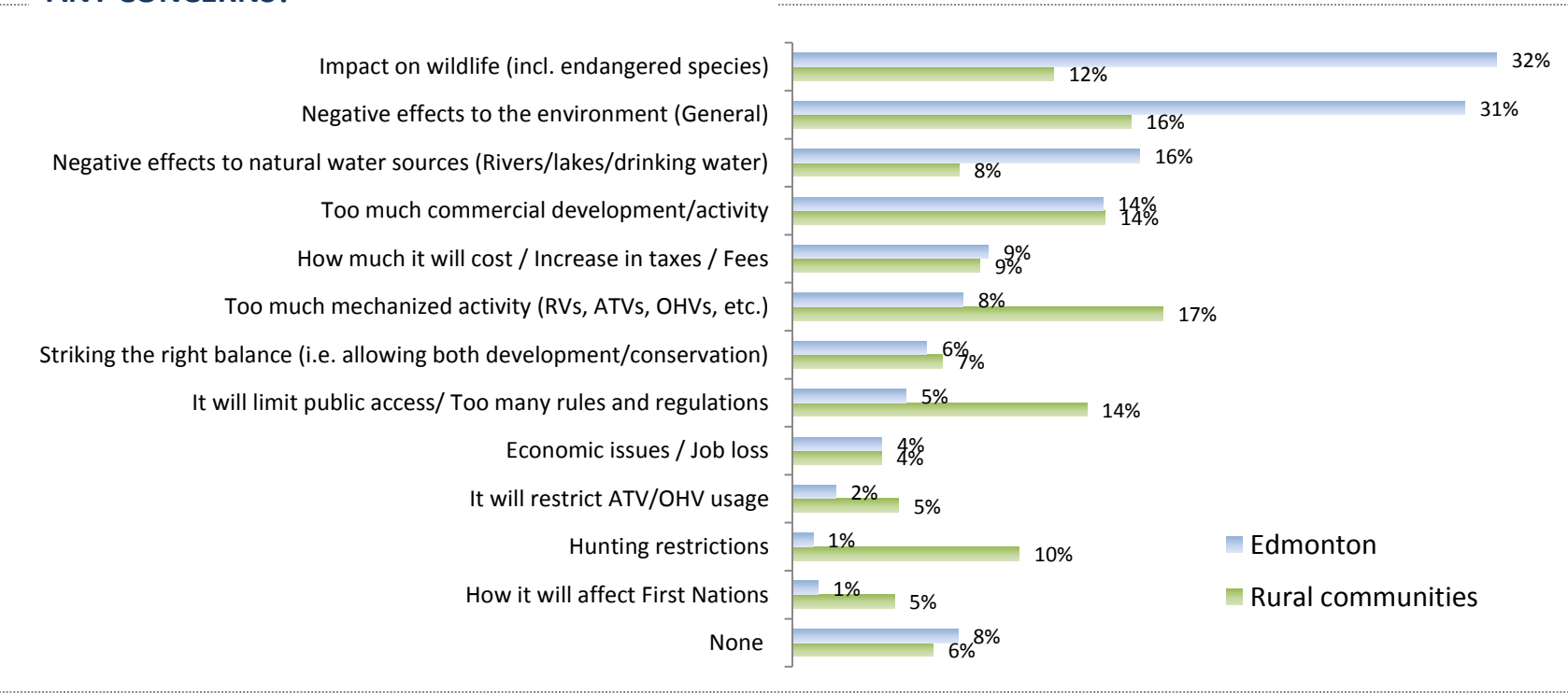
“Protecting wildlife and preserving natural environment for future generations. My general feeling is that there aren't enough protected areas. If it's an area with considerable potential for preserving diverse area with a lot of scenery, that sounds like a good move.”



Those in Edmonton are worried about a negative impact on the environment and wildlife – those in Rural communities are more fragmented in their concerns

Q. What if anything would concern you most about the establishment of a new park in this area of the province?

ANY CONCERNS?



Bases (ex refused): Edmonton; n=354, Rural Bighorn communities; n=177

"I would be concerned if it will be commercialized. I think it should be left natural as much as possible with people camping and hiking. It should be in a natural state as possible."

"I would be concerned about the loss of wildlife habitat. I would hate to see loud ATV's in that area. I believe that if they establish a new park, it would be beneficial in reducing the level of tourism activity in Banff and Jasper, allowing tourists to have another area to explore. The cost of establishing an additional park would have to be carefully weighed given our current economic challenges."



Some key demographic differences with respect to benefits / concerns

POTENTIAL BENEFITS – Demographic Skews

- In **Rural communities**, those **aged <35** are more inclined to see the benefit of **an increase in non mechanised outdoor activities** (24% vs. 9% of those 35+)
- In **Edmonton** those **aged <35** are more inclined to see the benefit in **economic growth** (31% vs. 12% of those aged 35+)
- In either region, **females** are **more inclined to see the benefit in protecting wildlife** (34% vs. 20% males in Edmonton and 30% vs. 22% in rural communities)

POTENTIAL CONCERNS – Demographic Skews

- In **Edmonton**, those **aged <35** are the **most concerned with negative environmental effects** (35%), **impact on wildlife** (46%) and **negative effects to natural water sources** (24%)
- In either region, **females** are **more inclined to be concerned with the impact on wildlife** (41% vs. 23% males in Edmonton and 19% vs. 5% in rural communities) and **negative effects to natural water sources** (20% vs. 12% males in Edmonton and 13% vs. 3% in rural communities)
- **Concern for too much mechanized activity rises with age** in both regions
 - 5% of those under 35 see this as a concern in Edmonton – vs. 12% amongst those aged 55+
 - 15% of those under 35 see this as a concern in rural communities – vs. 24% amongst those aged 55+





SEGMENTING THE MARKET

—

WHAT GROUPS EXIST AND HOW DO THEY FEEL ABOUT PROTECTION vs. USE?

Cluster analysis – how we got here...

- In order to determine groupings within the data, a hierarchical cluster analysis was performed. This was conducted using Ward's method – an approach that maximises the significant differences between clusters.
- As this method can be known to produce small clusters we investigated 3 potential solutions – 3 cluster, 4 cluster and 5 cluster.
- Analysing attitudinal and demographic information between the clusters helped inform the final choice of a 5 cluster solution. Clear differences emerged between the clusters, despite the production of 2 very small clusters.



Cluster 1 – Environmental advocates – anti commercialist/anti impactful human recreation

- The environmental advocates are least open to commercial public land use, where there is a negative environmental impact
- They are open to some human recreation – but want this to be less impactful i.e. non motorized
- This segment has one of the highest levels of support for the proposed park (87% in favour)



Size - 40%

What defines this group/sets them apart from other segments:

- Most likely to agree that restrictions should be placed on public land (77%)
- Most likely to disagree that commercial use of public land should come before protecting wildlife and water (96%)
- Least likely to be supportive of the proposed park allowing for mechanized recreation areas (27%)

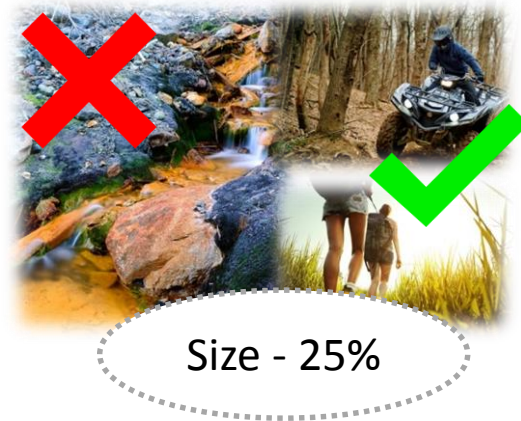
Demographic skews

- Slight female skew (59% vs. 41% male)
- Edmonton Metro skew (70% vs. 30% rural)



Cluster 2 – Sustainable Users - anti impactful commercial activity / human activity advocates

- This group are similar to the environmental advocates in their opinions around negatively impactful commercial use of public land
- Unlike the environmental advocates they are open to fewer land restrictions and the allowance of different forms of human recreation – both motorized and non motorized
- This segment has the highest level of support for the proposed park (88% in favour)



What defines this group/sets them apart from other segments:

- Most likely to agree that all public land uses are allowed provided sensitive areas are protected (80%)
- Most likely to agree that it is important the park protects and celebrates Alberta's history inc first nations (85%)
- Most likely to agree that commercial use of public land shouldn't be allowed when there is a negative impact on wildlife (95%)
- Alongside environmental advocates– most likely to agree that the most important thing in consideration of public land use is ensuring the quality of the environment is maintained for future generations (98%)

Demographic skews

- Slight female skew (59% vs. 41% male)
- Edmonton Metro skew (73% vs. 27% rural)



Cluster 5 – Land use advocates

- This group are more open commercial activity
- They are open to human activities on the land – both motorized and non motorized but do see the value in creating sensitive habitat areas
- This segment has the third highest level of support for the proposed park (78% in favour)



What defines this group/sets them apart from other segments:

- Less likely to agree that commercial use of public land shouldn't be allowed when there is a negative impact on wildlife (42%)

Demographic skews

- Edmonton Metro skew (66% vs. 34% rural)
- Slightly lower household incomes



Cluster 4 –Pro commercial activities

- This group are the most open to negatively impactful commercial activity – and the least open to land restrictions
- They would prefer having little or no restrictions on human activity within the park
- This segment is the least supportive of the proposed park (71% opposed)



Size - 5%

What defines this group/sets them apart from other segments:

- Strongest level of awareness of the Bighorn backcountry (74%) and least supportive of the proposed park (71% opposed)
- Least likely to place importance on the park providing protection for native wildlife (Bighorn Sheep, Grizzlies, Wolverines) (6%), providing protection for and celebrating Alberta's history including first nations (6%) or establishing parks such as Bighorn in the interest of creating economic growth (26%)
- Most likely to be in support of leaving the area as is and allowing for all motorized and non motorized recreation and industrial use (61%)

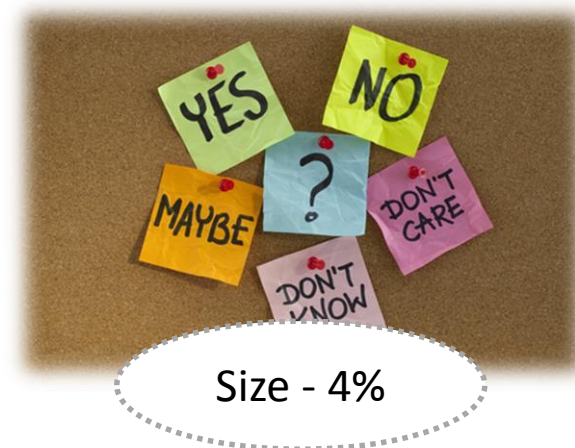
Demographic skews

- Male skew (68% vs. 32% female)



Cluster 3 – Undecided

- This group has opinions – they favour some restrictions on public land but want a minimum degree of allowable human activity (whilst ensuring protection of sensitive areas)
- This segment are undecided about the proposed park – 92% don't know if they are in favour or not



What defines this group/sets them apart from other segments:


- Most likely to see the importance in establishing areas like these as parks to create economic growth (80%)
- Along with pro-commercial segment – least likely to support a park where the entire area is protected and no human activity is allowed
- Most ambivalent towards the proposed park – 92% don't know if they are in favour or not.

Demographic skews

- Older skew (72% aged 55+)
- Female skew (68% vs. 32% male)



QUESTIONNAIRE



ALBERTANS' ATTITUDES TOWARDS NEW PARK ESTABLISHMENT IN ALBERTA

Final

Hello, my name is _____. I'm with the NRG Research Group, a research firm. We are conducting a short survey on behalf of the Yellowstone to Yukon Conservation Initiative to gauge the level of support for creating a new park along the eastern boundary of Banff and Jasper National Park. The survey will only take about 10 minutes to complete and there are no sales or promotions associated with this study.
(if needed Your opinions are important even if you are not familiar with this area or the Yellowstone to Yukon initiative)

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

IF YES, continue

IF NO, ask for a suitable time to call back

IF No, thank and discontinue. Go to end.

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

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

The area being considered for establishing a new park is east of Edmonton adjacent to the Banff and Jasper National Park boundaries. It is known locally as the Bighorn Backcountry, or just The Bighorn. The proposed area is currently a mixture of parks, wilderness designated areas, and Crown Land and is approximately about half the size of Jasper National Park. At present, public opinion is being sought to see what options are most appealing for the future of this area.

To begin, I would like to learn more about your understanding of the area.

Q1. Before today, have you heard of the Bighorn, or the Bighorn Backcountry Region?

Yes

No

Q2. Have you ever visited the Bighorn region?

Yes – Go to Q3

No – Go to Q5

Q3. When you visited the Bighorn region, what were the principal activities you undertook? [Do not read, choose all which apply]

Hiking on trails
Horseback riding
Mountain biking
Off-road motorcycling or off highway vehicle use
Fishing
Power boating
Jet skiing
Canoeing or kayaking
Rafting
Backcountry skiing
Snowmobiling
Snowshoeing
Cross country skiing
Ice fishing
Hunting
Fishing
Wildlife viewing such as birding
RV camping
Tent camping
Picnicking
Rock climbing
Other (specify) _____

Q4. When you last visited the Bighorn, which of the following best describes your accommodation? [Read choices, choose one]

Tenting
RV or Tent Trailer
Backcountry cabins
Front county cabins
Motel or Hotel
Resort
Other (specify) _____
I didn't stay overnight but visited just for the day.



Q6. Please indicate your level of agreement with regard to **public land in Alberta**, where 1 is strongly disagree, 2 is somewhat disagree, 3 is neither agree nor disagree, 4 is somewhat agree and 5 is strongly agree:

6a) where a choice must be made between **commercial use** of public land, such as forestry, mining and so on, commercial use should always come before **protecting wildlife and water**

6b) where **commercial use** of public land could potentially have a negative impact on **wildlife habitat**, it should not be allowed

6c) where **commercial use** of public land could potentially have a negative impact on **water quality**, it should not be allowed

6d) public land is there for the public to use and there should be no restrictions placed on how the land is used

6e) when determining what uses should be allowed on public land, the most important consideration is that the quality of the environment be maintained for future generations

Q7. In relation to establishing a new park in the Bighorn region, please indicate your level of support for each of the following using a scale where 1 is strongly oppose, 2 is somewhat oppose, 3 is neutral, 4 is somewhat support and 5 is strongly support.

7a) A park where the entire area is protected and no human activity is allowed

7b) A park where sensitive habitat areas are protected and other areas allow non-mechanized recreation such as camping, hiking and mountain biking

7c) A park where sensitive habitat areas are protected and other areas allow both mechanized recreation, such as ATV use and non-mechanized recreation

7d) A park where all uses, including motorized and non-motorized recreation and industrial uses are allowed, provided environmentally sensitive areas remain protected

7e) Leave the area as is allowing all uses including motorized and non-motorized recreation and industrial uses.

Q8. [Edmonton metro only] Do you know the source of Edmonton's drinking water? [Do not read]

- o North Saskatchewan River
- o A river (unnamed)
- o A reservoir
- o Other (specify) _____
- o Don't know

Q9. About 88% of Edmonton's drinking water source is located within the proposed park area in the North Saskatchewan Watershed. How important is it to you that Edmonton's water source be protected?

- 1 = Not important at all
- 2 = Somewhat unimportant
- 3 = Neutral
- 4 = Somewhat important
- 5 = Very Important

Q10. The proposed park would provide protection for Bighorn Sheep, Grizzly Bears, Bull Trout and Wolverines. How important is that to you?

- 1 = Not important at all
- 2 = Somewhat unimportant
- 3 = Neutral
- 4 = Somewhat important
- 5 = Very Important

Q11: Are you aware of any activities occurring in the proposed park area that may have an adverse impact on habitat and water quality?

- 1 = Yes → go to Q12
- 2 = No → go to Q13
- 8 = Don't know
- 9 = Refused

Q12: Which activities are you aware of?

- 1 = industrial (e.g. coal mining)
- 2 = off highway vehicle use
- 3 = forestry
- 4 = Other (please specify)

Q13. The proposed park would protect and celebrate Alberta's history, including the culture of several First Nations. How important is that to you?

- 1 = Not important at all
- 2 = Somewhat unimportant
- 3 = Neutral
- 4 = Somewhat important
- 5 = Very Important



Q14. As Alberta faces prolonged economic difficulty, many communities are hoping to create new opportunities through tourism. How important is it to you that places like the Bighorn be established as a park to create economic growth?

- 1 = Not important at all
- 2 = Somewhat unimportant
- 3 = Neutral
- 4 = Somewhat important
- 5 = Very Important

Q15. All things considered, are you in favour of creating a park in the Bighorn region?

- Yes.
- No.
- I don't know.

Q16. What if anything would concern you most about the establishment of a new park in this area of the province?

[record verbatim]

Q17. And what do you think would be the greatest potential benefits of designating this area as a park?

[record verbatim]

Q18a. Prior to today, have you heard of the Yellowstone to Yukon Conservation Initiative?

- Yes Go to Q18b
- No/Not sure

Q18b. What is your understanding of what the Yellowstone to Yukon Initiative is about?

- 1= Not for profit organization that connects and protects habitat from the Yellowstone to Yukon
- 2 = Other (record specific response)

DEMOGRAPHICS AND CLOSE

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

Q19: Which of the following age categories do you fall into?

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

Q20: Which of the following best describes your education? Would it be

- 1 = High school (includes some high school)
- 2 = Some post-secondary
- 3 = College or technical school graduation
- 4 = University graduation
- 8 = Refused

Q21: Which of the following best describes your total household before tax income? Would it be

- 1 = Under \$50, 000
- 2 = \$50,000 to \$100, 000
- 3 = More than \$100,000
- 8 = Refused

Thank you for taking the time to share your views on new park establishment in Alberta.

Record:

Gender

- 1 = Male
- 2 = Female