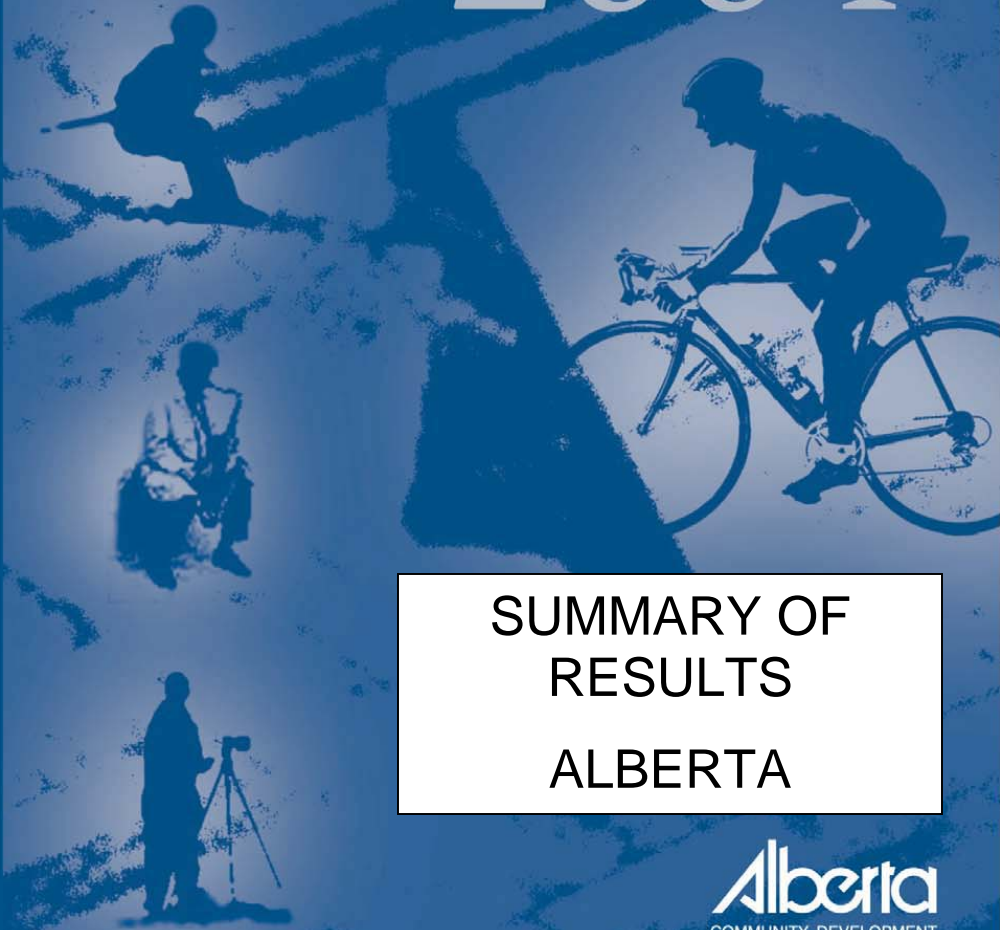


# Alberta Recreation Survey 2004



SUMMARY OF  
RESULTS  
ALBERTA

**Alberta**  
COMMUNITY DEVELOPMENT

## Acknowledgements

The *2004 Alberta Recreation Survey* was a co-operative project between



For more information on the survey, please contact

Alberta Community Development  
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To call toll free anywhere in Alberta, dial 310-0000.

**Alberta Recreation Survey, 2004  
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# Alberta Recreation Survey, 2004

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## INTRODUCTION & METHODOLOGY

The 2004 Alberta Recreation Survey is a co-operative effort between Alberta Community Development, and the cities of Calgary, Edmonton and Lethbridge. Alberta Community Development was responsible for the coordination and design of the study and the analysis of the resulting data. The goal of the survey is to determine participation patterns of Albertans and the factors that influence their recreation activity choices. It is the seventh survey since 1981. The information gathered is used to identify recreation trends and preferences, forecast future demands, and aid the recreation field in targeting and marketing services. This report provides descriptive data (frequencies and percentages) from the survey.

The survey instrument consists of four sections. The first investigates household and respondent participation in a variety of social, creative, cultural, outdoor and sports activities. The second section inquires about respondents' three favourite activities, an activity they would like to start, and their involvement as a volunteer. Section three asks the respondents' opinions on a number of recreation and parks activities and services. The final section requests demographic information about respondents and their households.

A random sample of 10,000 Alberta households was selected from a computer-generated list. The sampling unit was the individual household. Respondents from each household were selected on the basis of which member 18 years or older would celebrate their next birthday. The sampling technique provided a representative sample of Alberta households.

The data were collected between May 7 and June 30, 2004. Surveys were mailed to the household sample on May 7, 2004. One week after the first wave mail out a postcard reminder was sent to those households that had not responded. On May 21, 2004 another survey package was mailed to those households that had still not responded. June 30 was the final due date for returned surveys.

# Alberta Recreation Survey, 2004

## Summary of Results

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Questionnaires were received from 3,217 households, or 32.2% of the sample. The proportions of the total responses received from the sponsoring municipalities were: 28 % from Calgary, 28.2% from Edmonton, and 30.2% from Lethbridge.

For more information about the survey results contact:

Alberta Community Development  
Sport and Recreation Branch  
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#### **Note on Reading Data Tables**

The data tables present the number of respondents and associated percentage of the sample who answered each of the survey questions. For all tables, the percentages are calculated using the total sample of 3,217 as the base. In some cases, percentages have been rounded to one decimal and may not add exactly to 100.

The number of respondents is shown in the columns heading by 'n'.

Several questions on the questionnaire allowed respondents to provide additional responses under the category "Other, please specify". These tables are identified within the summary. However, the summary of additional responses is limited to the leading, or most frequently reported, responses. Full details on all of the responses provided to these questions, are presented in the Technical Appendix Report that is a separate document.

# Alberta Recreation Survey, 2004

## Summary of Results

### Alberta

## 1.0 PARTICIPATION

**Q1a.** Please indicate the **NUMBER OF PEOPLE** in **your household** who took part in each of the following leisure or recreational activities during the **PAST 12 MONTHS**. In the last column, please indicate whether **YOU** personally took part in that activity.

<b>EXERCISE ORIENTED</b>					
Activity	Participating Households		Participating Respondents		Participating Household Members
	Number	%	Number	%	Number
Walking for Pleasure	2,993	93.0	2,907	90.4	6,701
Bicycling	1,802	56.0	1,451	45.1	3,984
Swimming (in pools)	1,741	54.1	1,373	42.7	3,974
Golf (other than mini-golf)	1,446	44.9	1,177	36.6	2,548
Aerobics/Fitness/Aquasize/Yoga	1,411	43.9	1,080	33.6	2,153
Weight Training	1,161	36.1	888	27.6	1,811
Jogging/Running	1,146	35.6	849	26.4	1,854
Swimming (e.g. in lakes, rivers, ponds)	1,048	32.6	902	28.0	2,613
Ice Skating (not hockey)	951	29.6	688	21.4	2,064
In-line Skating	671	20.9	361	11.2	1,188
Badminton	432	13.4	245	7.6	806
Tennis	360	11.2	275	8.5	687
Skateboarding	333	10.4	52	1.6	486
Wall Climbing	305	9.5	119	3.7	487
Table Tennis	296	9.2	243	7.6	582
Track and Field	268	8.3	50	1.6	414
Gymnastics	225	7.0	41	1.3	315
Martial Arts (e.g. judo, karate)	210	6.5	96	3.0	285
Squash	173	5.4	112	3.5	248
Racquetball	132	4.1	79	2.5	208
BMX Racing	47	1.5	16	0.5	68

**Alberta Recreation Survey, 2004**  
**Summary of Results**  
**Alberta**

<b>CREATIVE/CULTURAL</b>					
Activity	Participating Households		Participating Respondents		Participating Household Members
	<u>Number</u>	<u>%</u>	<u>Number</u>	<u>%</u>	<u>Number</u>
Doing a craft or hobby (e.g. photography, woodworking, sewing)	2,053	63.8	1,808	56.2	3,669
Attending a sports event as a spectator	1,929	60.0	1,782	55.4	4,400
Attending a fair or festival	1,824	56.7	1,751	54.4	4,472
Attending live theatre (not movies)	1,669	51.9	1,538	47.8	3,311
Visiting a museum, art gallery	1,639	50.9	1,532	47.6	3,484
Taking part in the arts (e.g. drama, music, drawing, writing)	990	30.8	691	21.5	1,745
Dancing (e.g. social, folk, ballet, jazz)	947	29.4	763	23.7	1,743

<b>SOCIAL/PASSIVE</b>					
Activity	Participating Households		Participating Respondents		Participating Household Members
	<u>Number</u>	<u>%</u>	<u>Number</u>	<u>%</u>	<u>Number</u>
Gardening	2,321	72.1	2,105	65.4	4,111
Playing video, computer or electronic games	1,704	53.0	1,187	36.9	3,614
Attending educational courses	1,392	43.3	1,126	35.0	2,353
Picnicking (within a city)	1,221	38.0	1,163	36.2	3,161
Picnicking (in the countryside)	1,201	37.3	1,169	36.3	3,071
Bowling/Lawn Bowling	768	23.9	635	19.7	1,656
Playing bingo, casinos	752	23.4	651	20.2	1,191

**Alberta Recreation Survey, 2004**  
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<b>TEAM SPORTS</b>					
Activity	Participating Households		Participating Respondents		Participating Household Members
	<u>Number</u>	<u>%</u>	<u>Number</u>	<u>%</u>	<u>Number</u>
Soccer	620	19.3	243	7.6	1,066
Basketball	582	18.1	282	8.8	1,036
Softball/Baseball	554	17.2	353	11.0	906
Ice Hockey	544	16.9	287	8.9	812
Volleyball	436	13.6	196	6.1	677
Curling	422	13.1	325	10.1	618
Football	249	7.7	120	3.7	380
Rugby	86	2.7	30	0.9	105
Ringette	32	1.0	12	0.4	42

<b>NON-MECHANIZED OUTDOOR</b>					
Activity	Participating Households		Participating Respondents		Participating Household Members
	<u>Number</u>	<u>%</u>	<u>Number</u>	<u>%</u>	<u>Number</u>
Overnight Camping	1,456	45.3	1,309	40.7	3,575
Day Hiking	1,152	35.8	1,070	33.3	2,663
Birdwatching	575	17.9	538	16.7	1,085
Mountain Biking (off-road)	527	16.4	400	12.4	944
Horseback Riding/Trail Riding	350	10.9	232	7.2	657
Mountain Climbing	317	9.9	264	8.2	627
Overnight Backpacking	232	7.2	173	5.4	412
Orienteering	62	1.9	45	1.4	93



**Alberta Recreation Survey, 2004**  
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<b>FISH/HUNT</b>					
Activity	Participating Households		Participating Respondents		Participating Household Members
	<u>Number</u>	<u>%</u>	<u>Number</u>	<u>%</u>	<u>Number</u>
Fishing	943	29.3	723	22.5	1,791
Hunting	265	8.2	193	6.0	383
Shooting (trap/skeet/target)	200	6.2	145	4.5	307
Archery	157	4.9	89	2.8	229

<b>MECHANIZED OUTDOOR</b>					
Activity	Participating Households		Participating Respondents		Participating Household Members
	<u>Number</u>	<u>%</u>	<u>Number</u>	<u>%</u>	<u>Number</u>
ATV/Off-road Vehicles	373	11.6	303	9.4	742
Snowmobiling	241	7.5	162	5.0	442
Motorized Trail Biking (e.g. dirt biking)	163	5.1	117	3.6	295
Moto-cross	33	1.0	20	0.6	45

<b>SNOW SPORTS</b>					
Activity	Participating Households		Participating Respondents		Participating Household Members
	<u>Number</u>	<u>%</u>	<u>Number</u>	<u>%</u>	<u>Number</u>
Tobogganing/Sledding	795	24.7	513	15.9	1,979
Downhill Skiing	724	22.5	505	15.7	1,469
Snowboarding	427	13.3	137	4.3	657
Cross-country Skiing	355	11.0	299	9.3	629

## Alberta Recreation Survey, 2004 Summary of Results Alberta

<b>WATER SPORTS</b>					
Activity	Participating Households		Participating Respondents		Participating Household Members
	Number	%	Number	%	Number
Motor Boating	629	19.6	574	17.8	1,564
Canoeing	431	13.4	363	11.3	866
Water Skiing	359	11.2	243	7.6	712
River Rafting	207	6.4	167	5.2	397
Sailing	112	3.5	92	2.9	199
Sailboarding/Windsurfing	33	1.0	29	0.9	47

### Most Frequently Reported Other Household Activities

Activity	Participating Households Other Activity 1		Participating Households Other Activity 2	
	n	%	n	%
Attending concerts	20	0.6	2	0.1
Reading	17	0.5	3	0.1
Playing cards	13	0.4	2	0.1
Snow-shoeing	13	0.4		
Ultimate frisbee	8	0.2	1	0.0
Travelling	7	0.2	2	0.1
Volunteering	7	0.2		
Attending trade shows	6	0.2		
Motorcycling	5	0.2		
Scuba diving	5	0.2		
Shopping	5	0.2	1	0.0
Street hockey	5	0.2	1	0.0

**Alberta Recreation Survey, 2004**  
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## 2.0 WALKING

**Q1b.** **Walking for pleasure** is an important recreational activity. This question breaks down this activity into several types of walking. Please answer this question according to the instructions given in question 1a.

Activity	Participating Households		Participating Respondents		Participating Household Members
	Number	%	Number	%	Number
Walking as transportation to work and elsewhere	1,362	42.3	1,164	36.2	2,580
Walking a pet	1,128	35.1	1,038	32.3	2,472
Walking on trails	2,219	69.0	2,132	66.3	4,923
Walking on streets	2,692	83.7	2,612	81.2	6,057

### Most Frequently Reported Other Walking Activities

Activity	Participating Households Other Walking 1		Participating Households Other Walking 2	
	n	%	n	%
Walking in the malls	50	1.6	1	0.0
Walking in parks	38	1.2	2	0.1
Walking on treadmill	30	0.9	1	0.0
Walking in the country	19	0.6		
Walking for fitness	17	0.5		
Walking in the coulees	8	0.2		
Walking on golf course	8	0.2	1	0.0
Power walking	8	0.2		
Walking at work	8	0.2		
Walking on pathways	6	0.2		

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### 3.0 CYCLING

**Q1c.** **Cycling** is a popular recreational activity. This question breaks down this activity into several types of cycling. Please answer this question according to the instructions given in question 1a.

Activity	Participating Households		Participating Respondents		Participating Household Members
	Number	%	Number	%	Number
Cycling as transportation	715	22.2	499	15.5	1,185
Long distance bicycle touring	126	3.9	90	2.8	177
Cycling on trails	1,237	38.5	1,033	32.1	2,572
Cycling on streets	1,564	48.6	1,249	38.8	3,274
Mountain bike riding on challenging terrain	368	11.4	268	8.3	562

#### Other Cycling Activities

Activity	Participating Households Other Cycling	
	n	%
Stationary exercise bike	32	1.0
BMX racing	7	0.2
Cycling in the country	5	0.2
Biking for therapy	2	0.1
Free-style biking	2	0.1
Cycling on pathways	2	0.1
Cycling on campgrounds	1	0.0
Spinning class	1	0.0
Cycling for pleasure	1	0.0
Cycling on highways	1	0.0
Triathlon	1	0.0
Racing	1	0.0

**Alberta Recreation Survey, 2004**  
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## 4.0 FAVOURITE ACTIVITIES

**Q2a.** Please **LIST** your **three (3)** favourite leisure or recreational activities and indicate how many times you participated in **EACH activity during the PAST 12 MONTHS**.

Most Frequently Mentioned Favourite Activities, ranked by 1 <sup>st</sup> favourite.						
Activity	1 <sup>st</sup> Favourite		2 <sup>nd</sup> Favourite		3 <sup>rd</sup> Favourite	
	n	%	n	%	n	%
Walking	536	16.7	452	14.1	322	10.0
Golf	302	9.4	165	5.1	101	3.1
Camping	214	6.7	128	4.0	119	3.7
Bicycling	131	4.1	238	7.4	194	6.0
Swimming	112	3.5	121	3.8	131	4.1
Jogging/running	101	3.1	56	1.7	42	1.3
Gardening	100	3.1	125	3.9	150	4.7
Reading	85	2.6	48	1.5	66	2.1
Fishing	82	2.5	97	3.0	64	2.0
Ice hockey	80	2.5	34	1.1	17	0.5
Hiking	78	2.4	99	3.1	89	2.8
Downhill skiing	58	1.8	56	1.7	39	1.2
Fitness/gym	50	1.6	51	1.6	55	1.7
Curling	47	1.5	51	1.6	29	0.9
Crafts	44	1.4	59	1.8	54	1.7
Dancing	34	1.1	36	1.1	41	1.3
Weight training	31	1.0	45	1.4	28	0.9
Sewing/needlework/knitting	27	0.8	28	0.9	34	1.1
Soccer	23	0.7	23	0.7	18	0.6
Hunting	22	0.7	35	1.1	18	0.6
Walking a pet	22	0.7	11	0.3	12	0.4
Horseback riding	21	0.7	14	0.4	11	0.3
Attending live theatre	21	0.7	26	0.8	51	1.6

**Alberta Recreation Survey, 2004**  
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## 5.0 REASONS FOR PARTICIPATION

**Q2b.** People have many reasons for taking part in leisure activities. Based on your favourite leisure activity, how **IMPORTANT** are **EACH** of the following reasons to you? (Please circle **ONE** number for **EACH**)

Reason	Not Important		Somewhat Important		Important		Very Important	
	n	%	n	%	n	%	n	%
To compete with others	1,952	60.7	537	16.7	283	8.8	119	3.7
Because I'm good at it	983	30.6	926	28.8	706	21.9	248	7.7
To show others I can do it	1,864	57.9	586	18.2	301	9.4	98	3.0
To improve my skills or knowledge	413	12.8	584	18.2	1,177	36.6	706	21.9
To learn new skills and abilities	460	14.3	584	18.2	1,116	34.7	697	21.7
For a challenge	450	14.0	612	19.0	1,098	34.1	733	22.8
For excitement	460	14.3	600	18.7	1,039	32.3	769	23.9
To keep busy	614	19.1	724	22.5	1,029	32.0	571	17.7
To help community	1,208	37.6	868	27.0	532	16.5	204	6.3
To be creative	985	30.6	759	23.6	697	21.7	383	11.9
For physical health/exercise	142	4.4	253	7.9	882	27.4	1,767	54.9
To be with family	457	14.2	481	15.0	857	26.6	1,082	33.6
To do things with friends	357	11.1	575	17.9	1,121	34.8	897	27.9
To meet new people	786	24.4	902	28.0	842	26.2	370	11.5
To relax	120	3.7	354	11.0	1,233	38.3	1,271	39.5
For pleasure	40	1.2	168	5.2	1,113	34.6	1,692	52.6
To do something different from work	385	12.0	425	13.2	995	30.9	1,042	32.4
To enjoy nature	273	8.5	408	12.7	942	29.3	1,323	41.1
To be alone	1,313	40.8	795	24.7	458	14.2	291	9.0
To be away from my family	2,169	67.4	428	13.3	139	4.3	81	2.5

**Alberta Recreation Survey, 2004**  
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## 6.0 NEW ACTIVITIES

**Q3a.** Is there any leisure or recreational activity that you **DO NOT take part in now**, but you **WOULD LIKE to start** doing regularly? (Please check **ONE** box only)

Desire a new activity	Number	% of Respondents
Yes	1,314	40.8
No	1,627	50.6
No Response	276	8.6
<i>Total</i>	<i>3,217</i>	<i>100.0</i>

**3b.** Please specify which leisure or recreational activity you would **MOST LIKE TO START**. (Name **ONE** activity only)

### Most Frequently Reported Desired Activities

New activity to start	Number of comments	% of comments
Gym/fitness/aerobics/aquasize	124	3.9
Swimming	113	3.5
Golf	101	3.1
Bicycling	59	1.8
Yoga	55	1.7
Canoeing/kayaking	46	1.4
Dancing	40	1.2
Hiking	38	1.2
Running/jogging	37	1.2
Downhill skiing	36	1.1
Curling	36	1.1
Martial arts	35	1.1
Weight training	31	1.0
Camping	28	0.9
Tennis	27	0.8
Walking	26	0.8
Cross-country skiing	22	0.7
Fishing	20	0.6
Sailing	20	0.6
Horseback riding	19	0.6
Ice hockey	19	0.6

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## 7.0 BARRIERS TO STARTING NEW ACTIVITIES

**Q3c.** People have many reasons for **NOT** taking part in a leisure or recreational activity. Based on the activity you listed in question 3b, how **IMPORTANT** are **EACH** of the following reasons for not starting this activity? (Please circle **ONE** number for **EACH**)

Reason	Not Important		Somewhat Important		Important		Very Important	
	n	%	n	%	n	%	n	%
Admission fees or other charges for facilities and programs	405	12.6	345	10.7	413	12.8	477	14.8
The cost (rental or purchase) of equipment, material and supplies	443	13.8	311	9.7	417	13.0	452	14.1
The recreational facilities or areas are overcrowded	444	13.8	422	13.1	431	13.4	305	9.5
The recreational facilities or areas are poorly kept or maintained	630	19.6	356	11.1	357	11.1	226	7.0
I don't know where I can take part in this activity	870	27.0	334	10.4	204	6.3	160	5.0
There is no opportunity near my home	788	24.5	288	9.0	265	8.2	226	7.0
The cost of transportation	888	27.6	305	9.5	200	6.2	194	6.0
Lack of transportation	1,136	35.3	201	6.2	105	3.3	120	3.7
Too busy with family	544	16.9	334	10.4	385	12.0	312	9.7
Too busy with work	482	15.0	302	9.4	446	13.9	353	11.0
I don't have the physical abilities	1,063	33.0	260	8.1	161	5.0	113	3.5
I am physically unable to take part	1,247	38.8	141	4.4	104	3.2	96	3.0
I am not at ease in social situations	1,175	36.5	245	7.6	88	2.7	45	1.4
The recreational facilities are not physically convenient to use	979	30.4	307	9.5	150	4.7	118	3.7



**Alberta Recreation Survey, 2004**  
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**8.0 AWARENESS OF THE LIVE OUTSIDE THE BOX CAMPAIGN**

**Q4a.** In 2003, the province launched the Live Outside the Box campaign. Are you aware of this campaign?

Aware of campaign	Number	% of Respondents
Yes	284	8.8
No	2,860	88.9
No Response	73	2.3
<i>Total</i>	<i>3,217</i>	<i>100.0</i>

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**9.0 VOLUNTEERISM**

**Q5a.** Have you done volunteer work connected with culture, recreation, sports or parks in the **PAST 12 MONTHS**? (Please check **ONE** only)

Volunteered	Number of Respondents	% of Respondents
Yes	1,321	41.1
No	1,841	57.2
No Response	55	1.7
<i>Total</i>	<i>3,217</i>	<i>100.0</i>

**Q5b.** With what kind of group did you work as a volunteer? (Please check **ALL** boxes that apply)

Group	Number of Respondents	% of Respondents
Conservation, parks, ecology	133	4.1
Community league or association	456	14.2
Youth group (e.g. Scouts, Guides, Cadets)	198	6.2
School	471	14.6
Church	573	17.8
Cultural group	189	5.9
Service club	250	7.8
Local sport team or club	447	13.9
Recreation or parks board	53	1.6
Special sport/recreation event (e.g. tournaments, regional games)	319	9.9
Other	239	7.4

## Alberta Recreation Survey, 2004 Summary of Results Alberta

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### Most Frequently Reported Other Volunteer Work

Group	Number of Respondents	% of Respondents
Health association, society, organization, etc.	37	1.2
Seniors club, centre	35	1.1
Hospital	21	0.7
Charity	9	0.3
Live theatre	8	0.2
Inner city meals program/Meals on Wheels	8	0.2
Museum	8	0.2
Police	7	0.2
YMCA	7	0.2
Professional association	7	0.2

### **Q5c.** What job did you do as a volunteer? (Please check **ALL** boxes that apply)

Job	Number of Respondents	% of Respondents
Executive (e.g. President, Secretary)	349	10.8
Committee member	507	15.8
Coach, manager or instructor	310	9.6
Volunteer worker	1,352	42.0
Other	79	2.5
No Response	620	19.3
<i>Total</i>	<i>3,217</i>	<i>100.0</i>

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**Q5d.** How many hours in an average week did you spend doing volunteer work during the **PAST 12 MONTHS?** (Please check **ONE** box only)

Time	Number of Respondents	% of Respondents
1 – 5 hours	969	30.1
6 – 10 hours	281	8.7
11 – 15 hours	131	4.1
More than 15 hours	305	9.5
No Response	1,531	47.6
<i>Total</i>	<i>3,217</i>	<i>100.0</i>

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**10.0 BENEFITS OF RECREATION AND PARKS**

**Q6.** Recreation and parks can provide benefits to communities. Below are a few benefits that some Albertans feel they receive from having recreation in their community. For each benefit, please rate **how important** you think they are.

Benefit	Not Important		Somewhat Important		Important		Very Important	
	n	%	n	%	n	%	n	%
Recreation and parks facilities and services improve quality of life	37	1.2	164	5.1	987	30.7	1,919	59.7
Recreation provides opportunities for children and youth to take part in a variety of activities	39	1.2	106	3.3	885	27.5	2,072	64.4
Recreation provides opportunities for families to spend time together	21	0.7	145	4.5	897	27.9	2,042	63.5
Recreation creates partnerships and renews community spirit	88	2.7	557	17.3	1,250	38.9	1,164	36.2
Recreation provides opportunities for people to contribute to their communities in many ways	115	3.6	676	21.0	1,253	38.9	1,022	31.8
Recreation and parks contribute to the economy of a community	189	5.9	736	22.9	1,112	34.6	1,017	31.6
Parks and open spaces preserve Alberta's landscapes, plants and animals	40	1.2	165	5.1	782	24.3	2,110	65.6

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**Q7a.** On the average, Albertans pay about \$116.00 per person per year on taxes for municipal recreation and parks services. The amount you actually pay may be more or less, but \$116.00 is the average. Do you feel that your recreation and park services are worth \$116.00 per person?

Opinion on value of parks	Number of Respondents	% of Respondents
Amount is too low	318	9.9
Amount is reasonable	2,492	77.5
Amount is too high	279	8.7
No Response	128	4.0
<i>Total</i>	3,217	100.0

**Q7b.** If you think the amount is too high, how much would you allocate per person per year?

Amount (\$)	Number of Respondents	% of Respondents
\$0	18	0.6
\$10	1	0.0
\$20	5	0.2
\$25	5	0.2
\$30	2	0.1
\$40	1	0.0
\$45	1	0.0
\$50	62	1.9
\$58	2	0.1
\$60	7	0.2
\$65	1	0.0
\$70	3	0.1
\$75	35	1.1
\$80	11	0.3
\$85	2	0.1
\$87	1	0.0
\$90	7	0.2
\$92	1	0.0
\$95	3	0.1
\$100	26	0.8
No Response	3,023	94.0
<i>Total</i>	3,217	100.0

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**Q7c.** How should recreation services and public parks be supported?

Source of funds	Number of Respondents	% of Respondents
Mainly through taxes	692	21.5
Mainly through fees for users	286	8.9
Through a combination of taxes and user fees	2,102	65.3
Other	103	3.2

*(Note: multiple responses allowed)*

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**11.0 VISITING ALBERTA PROVINCIAL PARKS**

**Q8a.** Did you visit an **Alberta Provincial Park** in the last 12 months? Provincial parks are managed by the provincial government and **NOT** managed by municipal or federal agencies.

Visited a Provincial Park	Number of Respondents	% of Respondents
Yes	1,918	59.6
No	1,074	33.4
Don't Know	147	4.6
No Response	78	2.4
<i>Total</i>	<i>3,217</i>	<i>100.0</i>

**Q8b.** Which **Alberta Provincial Parks** did you visit?

Top 10 Most Reported Parks Visited	Number of References	% of References
Kananaskis Country	666	19.7
Park Lake	178	5.3
Writing-On-Stone	155	4.6
Fish Creek	123	3.6
Dinosaur	114	3.4
Little Bow	84	2.5
Cypress Hills	83	2.5
Beauvais Lake	73	2.2
Police Outpost	51	1.5
Pigeon Lake	44	1.3



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**Q8c.** Which of the following services/information sources did you use for planning your trips to Alberta Provincial Parks? (Please check **ALL** boxes that apply)

Information Source	Number of Respondents	% of Respondents
Internet/world wide web	677	21.0
Advertising (e.g. newspapers, magazines)	377	11.7
Recommendations from others	1,013	31.5
Travel information centres/kiosks	554	17.2
Alberta Motor Association	580	18.0
Radio/television	183	5.7
Personal experience or previous visit	1,606	49.9
Travel counsellors/agents	28	0.9
Campground guide/directories	558	17.3
Road maps	814	25.3
Other	94	2.9

*(Note: multiple responses allowed)*

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## 12.0 BARRIERS TO VISITING ALBERTA PROVINCIAL PARKS

**Q8d.** The following is a list of reasons why you might not have visited an **Alberta Provincial Park** during the last 12 months. For each one, please indicate how important each is in your decision not to visit an Alberta Provincial Park during the past 12 months. (Please circle **ONE** number for **EACH**)

Reason	Not Important		Somewhat Important		Important		Very Important	
	n	%	n	%	n	%	n	%
Lack of time (e.g. family responsibilities or work commitments)	474	14.7	411	12.8	695	21.6	641	19.9
Not interested in outdoor recreation activities or parks	1,602	49.8	335	10.4	137	4.3	67	2.1
Parks are too crowded	917	28.5	688	21.4	407	12.7	166	5.2
Poor health	1,616	50.2	255	7.9	175	5.4	172	5.3
Noisy or rowdy activities of other people	1,000	31.1	562	17.5	367	11.4	253	7.9
Age	1,572	48.9	308	9.6	207	6.4	144	4.5
Prefer National Parks (e.g. Banff or Jasper National Park)	1,116	34.7	455	14.1	404	12.6	219	6.8
Prefer municipal parks (e.g. neighbourhood or city park)	1,086	33.8	519	16.1	406	12.6	182	5.7
Prefer private parks/campgrounds	1,444	44.9	379	11.8	227	7.1	105	3.3
Prefer camping in undeveloped areas	1,388	43.1	343	10.7	238	7.4	197	6.1
Fear of crime, safety and security	1,382	43.0	359	11.2	226	7.0	215	6.7
Lack of information	1,097	34.1	474	14.7	379	11.8	198	6.2
Unaware of opportunities in parks	967	30.1	489	15.2	495	15.4	192	6.0
Parks are too far away	1,048	32.6	584	18.2	372	11.6	180	5.6
Costs of camping are too high	856	26.6	526	16.4	443	13.8	386	12.0
Transportation and equipment costs are too much	903	28.1	541	16.8	428	13.3	307	9.5
Too many restrictive regulations	1,217	37.8	541	16.8	262	8.1	136	4.2
Private sector operation of provincial parks campgrounds	1,177	36.6	527	16.4	263	8.2	177	5.5
Facilities are poorly kept or maintained	973	30.2	554	17.2	397	12.3	229	7.1
Lack of interpretative programs or facilities	1,281	39.8	511	15.9	256	8.0	83	2.6
Lack of RV campsites	1,566	48.7	302	9.4	173	5.4	104	3.2
Lack of handicapped accessible facilities	1,739	54.1	197	6.1	120	3.7	79	2.5
Lack of things to do	1,468	45.6	405	12.6	189	5.9	69	2.1

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### 13.0 ACTIVITIES AND SERVICES IN PROVINCIAL PARKS

**Q9a.** In your opinion, should the following activities or services be allowed in **provincial parks?** (Please circle **ONE** number for **EACH**)

Activities and Services	Yes		No		No Opinion	
	n	%	n	%	n	%
<b><u>Accommodation Facilities:</u></b>						
Private cottages	818	25.4	1,799	55.9	417	13.0
Primitive rental cabins	1,808	56.2	799	24.8	409	12.7
Hostels or dormitories	1,405	43.7	1,169	36.3	436	13.6
Hotels or motels	1,132	35.2	1,554	48.3	345	10.7
Resorts	1,041	32.4	1,541	47.9	417	13.0
<b><u>Sport and Recreation Facilities:</u></b>						
Courts (e.g. tennis, volleyball, basketball)	2,055	63.9	582	18.1	382	11.9
Playing fields (e.g. baseball, soccer)	2,104	65.4	575	17.9	334	10.4
Golf courses	1,546	48.1	1,098	34.1	392	12.2
Downhill ski areas	1,729	53.7	823	25.6	464	14.4
Cross-country ski trails	2,417	75.1	284	8.8	349	10.8
<b><u>Service Facilities:</u></b>						
Grocery stores and laundromats	2,281	70.9	557	17.3	233	7.2
Restaurants or lounges	1,754	54.5	1,023	31.8	268	8.3
Gas stations	2,071	64.4	739	23.0	248	7.7
<b><u>Outdoor Activities:</u></b>						
Hunting	489	15.2	2,204	68.5	336	10.4
Snowmobiling	945	29.4	1,705	53.0	378	11.8
Horse rentals	2,252	70.0	446	13.9	341	10.6
Motorized off-road vehicles (e.g. quads)	648	20.1	2,060	64.0	320	9.9
Mountain biking	2,264	70.4	492	15.3	291	9.0

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## 14.0 ACTIVITIES AND SERVICES IN MUNICIPAL PARKS

**Q9b.** In your opinion, should the following activities or services be allowed in **municipal parks and recreation areas**? (Please circle **ONE** number for **EACH**)

Activities and Services	Yes		No		No Opinion	
	n	%	n	%	n	%
<b><u>Accommodation Facilities:</u></b>						
Tents and campgrounds	2,196	68.3	724	22.5	179	5.6
Hostels or dormitories	1,136	35.3	1,533	47.7	374	11.6
<b><u>Sport and Recreation Facilities:</u></b>						
Courts (e.g. tennis, volleyball, basketball)	2,536	78.8	271	8.4	246	7.6
Playing fields (e.g. baseball, soccer)	2,553	79.4	285	8.9	227	7.1
Golf courses	1,834	57.0	913	28.4	317	9.9
Downhill ski areas	1,747	54.3	872	27.1	423	13.1
Cross-country ski trails	2,412	75.0	324	10.1	328	10.2
<b><u>Service Facilities:</u></b>						
Picnic areas	3,001	93.3	49	1.5	64	2.0
Restaurants or snack bars	2,260	70.3	606	18.8	225	7.0
<b><u>Outdoor Activities:</u></b>						
Snowmobiling	717	22.3	1,925	59.8	337	10.5
Horse rentals	1,811	56.3	830	25.8	350	10.9
Motorized off-road vehicles (e.g. quads)	557	17.3	2,121	65.9	311	9.7
Mountain biking	2,061	64.1	641	19.9	292	9.1

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**15.0 DEMOGRAPHIC PROFILE**

**Q10.** What is **your** gender?

Gender	Number of Respondents	% of Respondents
Male	1,600	49.7
Female	1,521	47.3
No Response	96	3.0
<i>Total</i>	<i>3,217</i>	<i>100.0</i>

**Q11.** What year were **you** born?

Age Group (years)	Number of Respondents	% of Respondents
Under 18	3	0.1
18 to 25	192	6.0
26 to 35	429	13.3
36 to 45	560	17.4
46 to 55	716	22.3
56 to 65	514	16.0
66 to 75	355	11.0
76 and over	215	6.7
No Response	233	7.2
<i>Total</i>	<i>3,217</i>	<i>100.0</i>

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**Q12.** What is the **HIGHEST** level of education **YOU** have completed? (Please check **ONE** box only)

Education Level	Number of Respondents	% of Respondents
Elementary, Junior or Senior High School	789	24.5
Technical or vocational program	510	15.9
College	651	20.2
University	1,064	33.1
Other	98	3.0
No Response	105	3.3
<i>Total</i>	<i>3,217</i>	<i>100.0</i>

**Q13a.** In what village, town or city do you live?

City, town of residence	Number of Respondents	% of Respondents
Lethbridge	970	30.2
Edmonton	907	28.2
Calgary	902	28.0
Rest of the Province	438	13.6
<i>Total</i>	<i>3,217</i>	<i>100.0</i>

**Q14.** Which of the following best describes your household? (Please check **ONE** box only)

Household Type	Number of Respondents	% of Respondents
Couple with no children	1,081	33.6
Couple with children	1,074	33.4
Single person	491	15.3
Single parent family	128	4.0
Two or more unrelated adults	105	3.3
Two or more related adults	196	6.1
Other	50	1.6
No Response	92	2.9
<i>Total</i>	<i>3,217</i>	<i>100.0</i>

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**Q15.** How many members of your household are in the following age groups? Please specify the **NUMBER OF PEOPLE** in each **AGE GROUP**. (**REMEMBER** to include yourself)

Age Group (years)	People in Household															
	1		2		3		4		5		6		7		8	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Under 5	219	6.8	80	2.5	1	0.0	2	0.1								
5 to 9	246	7.6	76	2.4	8	0.2										
10 to 14	305	9.5	116	3.6	10	0.3										
15 to 19	311	9.7	119	3.7	19	0.6	2	0.1								
20 to 29	427	13.3	332	10.3	32	1.0	13	0.4	3	0.1	2	0.1	1	0.0	1	0.0
30 to 49	655	20.4	794	24.7	13	0.4			3	0.1						
50 to 64	570	17.7	583	18.1	4	0.1										
65 and over	355	11.0	360	11.2	1	0.0										

**Q16.** In terms of your household financial situation, would you say that you consider yourself to be:

Financial Situation	Number of Respondents	% of Respondents
Experiencing difficulties financially	531	16.5
Living reasonably comfortably	2,126	66.1
Living very comfortably	438	13.6
No Response	122	3.8
<i>Total</i>	3,217	100.0