



# Alberta Recreation Survey



**NORTH SASKATCHEWAN  
WATERSHED ALLIANCE  
EDUCATIONAL FORUM  
SEPTEMBER 25, 2014**



# Session Objectives



- **ARS Background**
- **ARS results related to fishing**
- **Explore fishing through the survey years**
- **Look at other fishing related information**
- **Who use survey results and how**



# Alberta Recreation Survey



- Series of surveys conducted every 4 years since 1981
- Longest activity-based survey in Canada
- Cooperative effort between GoA and the Cities of Calgary, Edmonton, and Lethbridge



# ARS Purpose



- To determine recreational participation patterns of Albertans
- To determine the factors which influence their recreation activity choices
- To assess trends on a longitudinal basis
- To aid the recreation field in targeting and marketing its services
- To support implementation of Active Alberta Policy



# Areas Surveyed



- Participation of household members and respondents.
- Favorite activities and reasons for participation.
- Desired activities and barriers to participation.
- Volunteer participation.
- Benefits of recreation and parks
- Opinions on activities/services in municipal parks
- Socio-economic and demographic information



# How Was the Survey Done?



- Mail-out survey to 10,000 randomly selected Alberta households
- Stratified by Edmonton, Calgary and Lethbridge
- Option to complete the survey online
- Conducted between October 29, 2013 and January 17, 2014
- Person in the household over 18 years of age who celebrate next birthday
- Survey similar to ones used in previous survey years



# Considerations



- Responses from all over the province
- Higher proportion of older residents
- More males (52%) than females (44.9%)
- Availability of opportunities
- Seasonal vs available year round
- Skills needed
- Disposal income



# All Activities



## Activity

1. Walking for pleasure
2. Fair/festival/cultural event
3. Gardening
4. Sports event as a spectator
5. Doing a craft or creative hobby
6. Visiting a museum, art gallery
7. Playing video/computer/electronic games
8. Bicycling
9. Attending live theatre
10. Aerobics/fitness....
  
22. **Fishing**

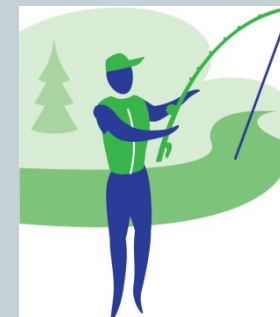
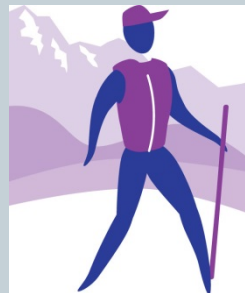
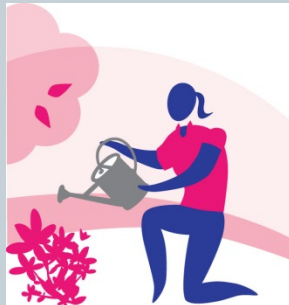




# Outdoor Activities



## Top 5 Outdoor Activities (by % of Households Participating)





# Fishing in Alberta



	<b>Households %</b>	<b>Respondents %</b>
Alberta	26.3	20.0
Edmonton	21.1	16.0
Calgary	24.8	18.4
Lethbridge	31.9	24.3



# Who goes fishing?



Males	Females
<b>68.9%</b>	<b>31.1%</b>

Age		
	Males %	Females %
18 – 25 years	0.4	3.4
26 – 35 years	3.8	10.9
36 – 45 years	9.9	21.0
46 – 55 years	29.3	<b>26.9</b>
56 – 65 years	<b>34.6</b>	25.2
66 – 75 years	15.6	10.1
76+ years	6.5	2.5



# Who goes fishing?



## Education

	Males %	Females %
Elementary/Junior or Senior High	19.0	21.5
Technical/Vocational Program	23.5	8.3
College	15.3	25.6
University	<b>41.8</b>	<b>44.6</b>
Other	0.4	-



# Who goes fishing?



<b>Household Type</b>		
	<b>Males</b> %	<b>Females</b> %
Couple with no children	<b>36.6</b>	<b>28.8</b>
Couple with children	<b>44.7</b>	<b>46.6</b>
Single person	<b>8.9</b>	<b>13.6</b>
Single parent family	<b>0.8</b>	<b>2.5</b>
Two or more unrelated single adults	<b>0.8</b>	<b>0.8</b>
Two or more related adults	<b>7.3</b>	<b>6.8</b>
Other	<b>0.8</b>	<b>0.9</b>



# Who goes fishing?



## Income

	Males %	Females %
< \$10,000	0.9	0.9
\$10,000 - \$30,000	6.5	6.6
\$30,001 - \$50,000	9.1	7.5
\$50,001 - \$70,000	10.8	13.2
\$70,001 - \$90,000	9.5	16.0
\$90,001 - \$110,000	12.9	10.4
\$110,001 - \$130,000	10.8	6.6
\$130,001 or more	<b>39.7</b>	<b>38.7</b>



# Reasons for Participation



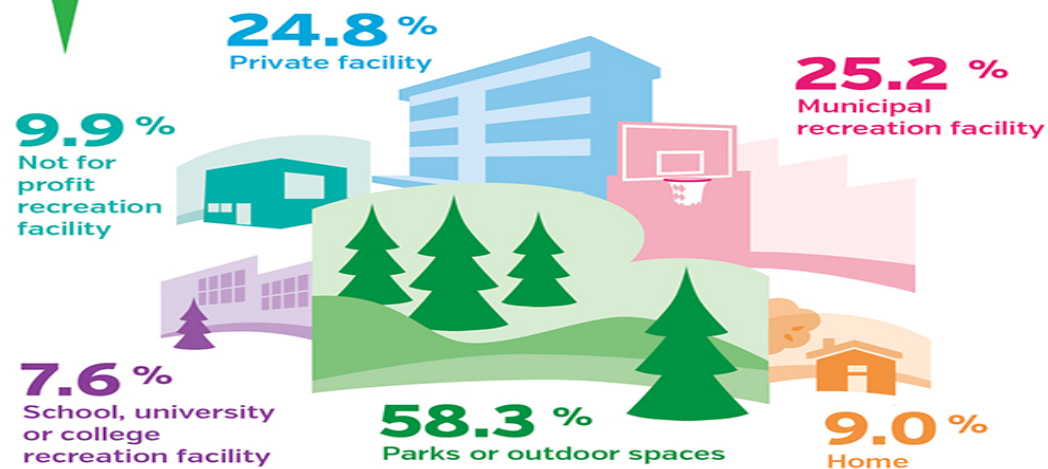
- **For pleasure**
- **To relax**
- **For physical health/exercise**
- To be with friends
- For a challenge
- To enjoy nature
- To improve skills/knowledge
- To be with family
- To do something different from work



# Where Participation Occurred



## Where participation of favourite activities occurred:







# Barriers to Participation



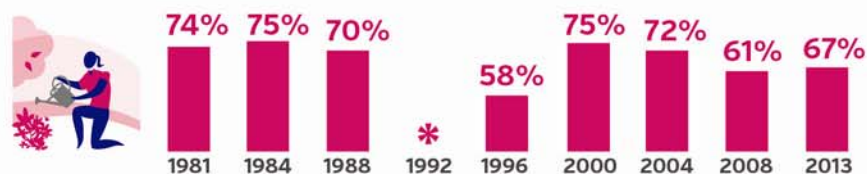
- **Too busy with other activities**
- **Too busy with family**
- **Too busy with work**
- Admission/registration fees
- Facilities are too crowded
- Cost of equipment/material/supplies
- No opportunity near home
- Facilities are poorly kept/maintained
- Don't know where to take part



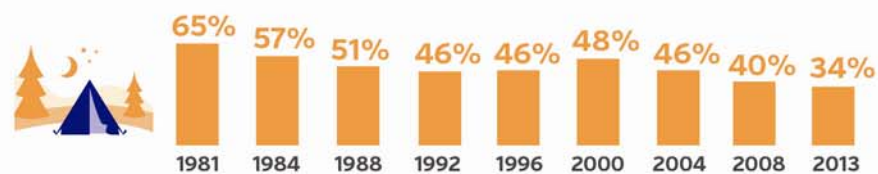
# Outdoor Activities by Household in Alberta



## Gardening



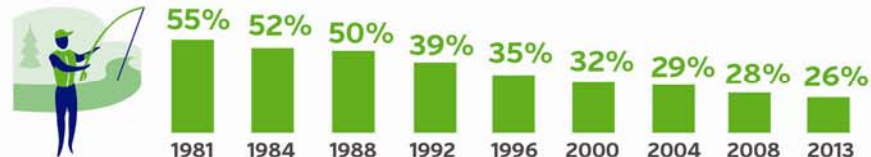
## Overnight Camping



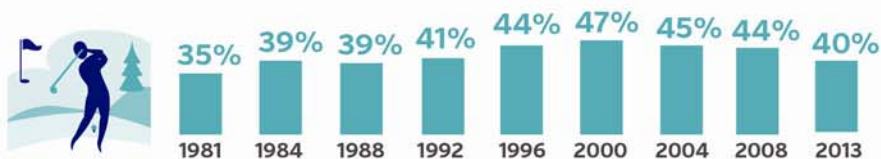
## Day Hiking



## Fishing



## Golf [other than driving range or mini golf]



\*Not included on survey for this year



## Other Sources



### **Survey of Recreational Fishing in Canada 2010**

- Most jurisdictions experienced an increase in active resident anglers

Source: Fisheries and Oceans Canada. *Survey of Recreational Fishing in Canada 2010*

### **Number of Anglers, Alberta**

- Historical five year trends show a steady increase over time for fishing

Data Source: Alberta Environment and Sustainable Resource Development, Alberta Resource Licensing Management System (RELM)



## Other Studies



### Regional Recreational Demand and Satisfaction Survey – Lower Athabasca Region

#### Objectives:

- **Favourite activities** participate in most often;
- **Distance** traveled to participate;
- What respondents **enjoy** about activity;
- **How often** participate;
- **When** most often participate;
- **Who accompanies** them.



# Fishing Profile

## Lower Athabasca Region



- **48% of respondents went fishing**
- **43 years old (average), male**
- **Went with spouse/partner, friends**
- **On average went 16 times**
- **Median length of trip – 1 day**
- **Went in the summer**
- **Average distance traveled – 69 km**
- **Main reasons why they went:**
  - ✓ **It is exciting/enjoyable**
  - ✓ **Fun to get food/fish/meat**



# Ice Fishing Profile

## Lower Athabasca Region



- **28% of respondents went ice fishing**
- **44 years old (average), male**
- **Went with spouse/partner, friends**
- **On average went 12 times**
- **Median length of trip – 1 day**
- **Went in the winter**
- **Average distance traveled – 45 km**
- **Main reasons why they went:**
  - ✓ **It is exciting/enjoyable**
  - ✓ **Fun to get food/fish/meat**



# ARS Uses



## **Information is used by:**

- Provinces
- Municipalities
- Sport and recreation organizations
- Other organizations

## **To:**

- Plan recreation and park services
- Track activity and participation trends
- Benchmark for locally collected data



# More Information



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