



LACOMBE COUNTY

2012 Environmental Perceptions Survey Final Report

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Banister
Research & Consulting Inc.

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SUMMARY OF FINDINGS

Banister Research & Consulting Inc. conducted a telephone survey of 400 Lacombe County residents regarding perceptions and opinions on the current and future state of environmental management in the County. This survey provides a measurement of the opinions and perceptions held by citizens regarding the Lacombe County Environmental Services Department. Key findings of the 2012 Environmental Perceptions Survey included:

Quality of Life

The majority of respondents (97%) provided a high rating of quality of life in Lacombe County (31% “excellent”, 44% “very good” and 22% “very good”).

Thirty-six percent (36%) of residents stated that the availability and maintenance of infrastructure and roads was a significant factor contributing to a high quality of life in Lacombe County, followed by a quiet, rural lifestyle or country living (20%), and centralized location and proximity to other centres (18%).

Poor road maintenance and poor quality of roads (22%), managing development (19%), keeping taxes low (10%) and the growth and development around lakes (9%) were frequently mentioned issues respondents felt Lacombe County is presently facing. Similar topics were perceived to be the issues respondents felt Lacombe County will encounter in 10 years, including road maintenance and upgrades (19%), growth and expansion (17%) and managing development (16%).

Environmental Issues Facing Lacombe County

The most common environmental issues that Lacombe County is currently facing, as reported by respondents, are water quality (36%), air quality (17%) and waste generation and disposal of agricultural and household waste (17%).

Almost two-thirds of respondents (62%) mentioned water quality as their greatest concern, followed by fertile and healthy soils (58%) and waste generation and disposal of agricultural and household waste (58%).

A majority of respondents were concerned to some degree (rating 3, 4 or 5 out of 5) about the environment (83%). Reasons for this concern included a general concern for the future (11%), concerned, but happy with the current state (11%) and the pollution and damage caused by the industrial sector (10%).

Respondents less concerned (rating 1 or 2) about the environment stated there is nothing to worry about as everything is fine (31%) and that it is not a big deal and there is too much hype about the topic (17%).

Environmental Behaviours and Activities

Over half of respondents (53%) have participated in at least one (1) environmental activity or behaviour in the past 12 months. A large majority (85%) of respondents stated they have controlled their weeds on their property in accordance with the Weed Control Act, while 74% have diverted waste from landfill by recycling inorganic materials and 70% have diverted waste from a landfill by recycling or composting organic materials. Over half (58%) of respondents have followed beneficial management practices when applying or storing pesticides on property, 57% have undertaken regular maintenance on water wells and 49% have obtained information on an environmental topic or issue in the past 12 months. Fewer respondents have followed beneficial management practices when applying manure on property (42%) or have taken part in a restoration project on private or public land (21%) in the past 12 months.

When asked how often they participated in these activities, respondents most frequently participated in diverting waste from landfill by recycling inorganic materials (86%) and diverting waste from a landfill by recycling or composting organic materials (82%) on a monthly basis at minimum. Over half (56%) of respondents have obtained information on an environmental topic or issue while only 21% have taken part in a restoration project on private or public land at least once a month.

An increase in awareness and knowledge of the topic (13%), followed by having always participated (12%) and being influenced by a spouse or family (10%) were reasons for starting in activities to reduce their impact on the environment.

Two-thirds (67%) of respondents stated there was no factors that prevented them from doing more to reduce their impact on the environment, while 10% stated financial obstacles, 7% stated the availability and access to facilities and 4% each mentioned time constraints and age or health issues as barriers.

Over half (54%) of respondents mentioned there was nothing more Lacombe County could do to alleviate barriers that would allow them to do more to help them reduce the impact on the environment. Suggestions to help alleviate these barriers included bringing facilities closer or having a recycling centre at the landfill (13%), improving existing facilities to accept more materials, extending operation hours and improving costs (9%), and providing recycling bins and pick-up service (5%).

Respondents were asked to rate their level of agreement with a series of statements. Statements that garnered high agreement ratings (rating 4 or 5 out of 5) in relation to participation in environmental activities and behaviours, included:

- I feel personally responsible to do the right thing for the environment (89%);
- I benefit personally from the activities and behaviours I participate in (71%); and
- I feel that if most other people are participating in the activities and behaviours, I should too (55%).

High agreement ratings related to statements regarding environmental regulations in Alberta included:

- The aim of environmental regulation in Alberta should be to improve rather than to merely maintain the status of the environment (77%);
- Environmental regulation will restrict the growth of Alberta's economy (24%); and
- Fewer environmental restrictions and regulations are required for Alberta's future (23%).

Awareness of Environmental Initiatives

A large proportion of respondents were aware of the Alberta Weed Control Act (81%). Almost half of respondents (45%) were aware of the Lacombe County Strategic Plan, while 41% each were aware of the Alberta Provincial Government Land-use Framework and beneficial management practices for agriculture production in Alberta. One-third (34%) of respondents were aware of the Alberta Provincial Government Water for Life Strategy.

Respondents that were aware of these environmental initiatives were asked to rate their effectiveness. Initiatives that garnered a high effective rating (rating 4 or 5 out of 5) included:

- The Alberta Weed Control Act (44%);
- Beneficial management practices for agriculture production in Alberta (42%);
- Lacombe County Strategic Plan (41%);
- The Alberta Provincial Government - Water for Life Strategy (23%); and
- The Alberta Provincial Government - Land-use Framework (20%);

Communications

Lacombe County (52%) was rated as the most credible source for information regarding environmental topics, followed closely by family members and friends (50%). Other mentions included local schools (35%), local environmental organizations (35%), the Provincial Government (32%), and local newspapers (30%). Less than one-third each mentioned national environmental organizations (27%), local TV news (24%), the Federal Government (21%) and corporations or businesses (20%) were credible sources for information related to environmental topics.

When asked to rate the effectiveness of a series of methods that the County could use to communicate with resident regarding environmental issues, high effective ratings (rating 4 or 5 out of 5) were provided for the following:

- Direct mail to home (66%);
- Local community newspaper (44%);
- Word of mouth/friends/relatives (41%);
- Local radio (37%);
- Inserts with County utility bill (32%);
- Brochures or flyers in County facilities (28%);
- County websites: www.lacombecounty.com (28%);
- Red Deer Advocate (26%);
- Attend County Council Meetings (16%);
- Lacombe County Facebook page (9%); and
- Lacombe County Twitter feed (4%).

Future Efforts Regarding Environmental Stewardship

Overall, satisfaction with the County's efforts regarding environmental stewardship was high, as almost half (47%) of respondents provided a high satisfaction rating (4 or 5 out of 5), with 37% providing a neutral rating of "3" and 11% provided a dissatisfied rating (1 or 2 out of 5).

Respondents most frequently stated managing and protecting water sources (18%) was the single most important thing Lacombe County could do to protect the environment over the next 10 years. Other mentions include protecting land from development (14%) and enforcing stricter rules and regulations (9%).

1.0 STUDY BACKGROUND

In 2012, Lacombe County Environmental Services contracted Banister Research and Consulting Inc. to conduct the Environmental Services Perceptions Survey. A total of 400 surveys were completed by telephone using a questionnaire designed by Banister Research in close consultation with the client.

The primary purpose of this research was to provide the Lacombe County Environmental Services with a baseline measurement of residents' perceptions and opinions on the current and future state of environmental management in the County. Project objectives included:

1. To provide an understanding of resident opinions on the positive and negative impacts on the environment resulting from human activity.
2. To gain perspective on the degree to which residents agree that the County, through its environmental resource management, ensures the integrity of the environment.
3. To serve as a basis to appraise implications of provincial initiatives such as the "Water for Life Program" and will support the County in future decision making.

This report outlines the results for the 2012 Environmental Perceptions Survey. Respondent opinions may take into consideration not only their own experiences but also their perceptions or what they may have seen, heard or read about in terms of the areas investigated.

2.0 METHODOLOGY

All components of the project were designed and executed in close consultation with Lacombe County (the client). A detailed description of each task of the project is outlined in the remainder of this section.

2.1 Project Initiation and Questionnaire Review

At the outset of the project, all background information relevant to the study was identified and subsequently reviewed by Banister Research. The consulting team familiarized itself with the objectives of the client ensuring a full understanding of the issues and concerns to be addressed in the 2012 survey. The result of this task was an agreement on the research methodology, a detailed work plan and project initiation. Banister Research then critically review the initial draft of the survey designed by the client and submitted a revised version for review and approval. A copy of the final questionnaire is provided in Appendix B.

2.2 Survey Population and Data Collection

Banister Research completed a total of 400 telephone interviews with Lacombe County citizens 18 years of age or older and were the head of the household. Telephone interviews were conducted from March 12th to 24th, 2012. Results provide a margin of error no greater than $\pm 4.9\%$ at the 95% confidence level or 19 times out of 20.

It is important that when considering the survey findings, the reader should note that the sample error tolerances associated with the size of sample sub-groups vary. The following table outlines the margin of error for various sample sizes, at the 95% confidence level for a binomial distribution with a 50:50 ratio and based on a population of 10,000 or more.

<u>Sample Size</u>	<u>Estimated Sampling Error</u>
500	$\pm 4.5\%$
400	$\pm 5.0\%$
300	$\pm 5.8\%$
200	$\pm 7.1\%$
150	$\pm 8.2\%$
100	$\pm 10.0\%$
50	$\pm 14.1\%$

The sampling strategy involved randomly dialing phone numbers from the most recent telephone directory for the Lacombe County. Quotas were established to ensure equal proportions of male and female respondents and by division representation. The following outlines the number of surveys completed in each division:

Division Population	% of Total Population	# of Interviews Completed
Division 1	13%	51
Division 2	16%	65
Division 3	16%	65
Division 4	16%	66
Division 5	16%	62
Division 6	12%	46
Division 7	11%	45

To randomly select respondents at the household level, the adult having the next birthday was interviewed. To maximize the representativeness of the sample, a maximum of ten call back attempts were made to each listing prior to excluding it from the final sample. Busy numbers were scheduled for a call back every fifteen minutes. Where there was an answering machine, fax or no answer, the call back was scheduled at a different time period on the following day. The first attempts to reach each listing were made during the evening or on weekends. Subsequent attempts were made at a different time on the following day.

The table below presents the results of the final call attempts. Using the call summary standard established by the Market Research and Intelligence Association, there was a 57% response rate and 34% refusal rate. It is important to note that the calculation used for both response and refusal rates is a conservative estimate and does not necessarily measure respondent interest in the subject area.

Summary of Final Call Attempts	
Call Classification:	Number of Calls:
Completed Interviews	400
Busy/No answer/Answering machine/Respondents unavailable	335
Refusals	701
Fax/Modem/Business	103
Not-In-Service/Wrong number	68
Terminated/Language barrier	144
Total	1751

At the outset of the fieldwork, all interviewers and supervisors were given a thorough step by step briefing, explaining everything required for the successful completion of an interview. To ensure quality, at least 10% of each interviewer's work was monitored by a supervisor on an on-going basis.

The questionnaire was programmed into Banister Research's Computer Assisted Telephone Interviewing System (CATI). Using this system, data collection and data entry were simultaneous, as data were entered into a computer file while the interview was being conducted. Furthermore, the CATI system allowed interviewers to directly enter verbatim responses to open-ended questions. Throughout the process, Banister Research maintained respondent confidentiality.

2.3 Data Analysis and Project Documentation

While data was being collected, Banister Research provided either a written or verbal progress report to the client. Upon completion of the data collection, a top-line report of the findings for closed-ended questions was provided to Lacombe County.

After the interviews were completed and verified, the lead consultant reviewed the list of different responses to each open-ended or verbatim question and then a code list was established. To ensure consistency of interpretation, the same team of coders was assigned to this project from start to finish. The coding supervisor verified at least 10% of each coder's work. Once the responses were fully coded and entered onto the data file, computer programs were written to check the data for quality and consistency.

Data analysis included cross-tabulation, whereby the frequency and percentage distribution of the results for each question were broken down based on respondent characteristics and responses (e.g., overall satisfaction, demographics, etc.). Statistical analysis included a Z-test to determine if there were significant differences in responses between respondent subgroups. Results were reported as statistically significant at the 95% confidence level.

As with any survey of the general population, not all populations can be reached. The homeless, residents of hospitals, long-term care facilities and prisons, and households without a residential phone line are not represented in the survey sample. A profile of the characteristics of respondents is provided in Section 3.7 of this report.

2.4 Municipal Comparison

Where applicable and appropriate, findings from a number of other “comparable” communities have been included. These Alberta municipalities included:

- Sturgeon County;
- Parkland County;
- Mountain View County;
- Red Deer County; and
- City of Leduc.

The findings from resident surveys conducted in each of the communities were examined. In the instance in which Banister Research did not conduct the research, efforts were made to secure the survey findings. All comparative findings presented in this report are intended to provide some context for Lacombe County when considering the findings from their own resident survey. These results are provided in Appendix A.



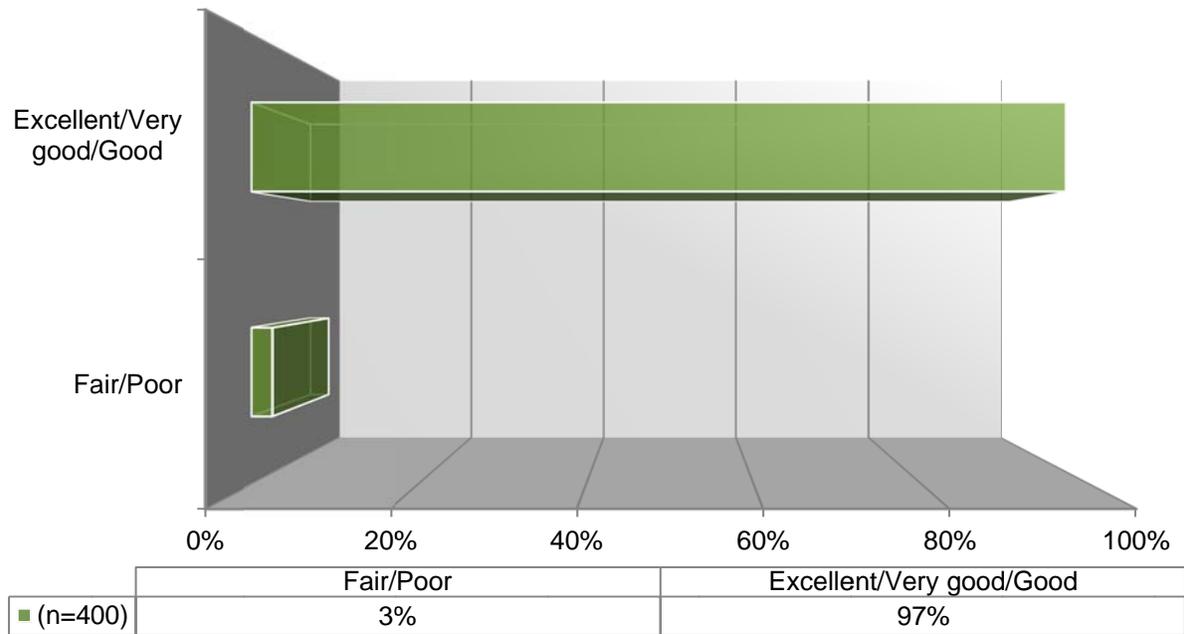
3.0 STUDY FINDINGS

Results of the study are presented as they relate to the specific topic areas addressed by the survey. It is important to note that respondent perceptions with environmental topics and specific County services may take into consideration not only their own experiences but also their perceptions or what they may have seen, heard or read about in terms of the topic investigated. The reader should note, when reading the report that the term significant refers to “statistical significance”, and is not to be interpreted as an indicator of order or magnitude. Where the sample size of respondents to the telephone survey was 400, any change greater than $\pm 4.9\%$ is considered statistically significant, and preceded by the words “significant” or “significantly”.

3.1 Quality of Life in Lacombe County

To begin the interview, respondents were asked to rate their overall quality of life in Lacombe County. As illustrated in Figure 1, on the following page, the majority of respondents (97%) provided a positive rating for the quality of life in Lacombe County (31% “excellent”, 44% “very good” and 22% “very good”).

Figure 1: Overall Quality of Life in Lacombe County



Respondent subgroups significantly *more likely* to rate the quality of life in Lacombe County as excellent, very good or good included:

- ◆ Respondents that were satisfied with the County's efforts regarding environmental stewardship (79% versus 59% of those that were dissatisfied).

As shown in Table 1, over one-third of respondents (36%) perceived that the availability and maintenance of infrastructure and roads was a significant factor contributing to a high quality of life in Lacombe County. This was followed by a quiet and rural lifestyle or country living (20%), and centralized location and proximity to other centres (18%).

Table 1: Factors Contributing to a High Quality of Life in Lacombe County

	Percent of Respondents* (n=400)
Good roads/infrastructure/maintenance	36%
Country/rural lifestyle/isolated/quiet	20%
Centralized location/proximity	18%
Friendly people	11%
Education system	10%
Access to amenities/services (in general)	9%
Employment/business opportunities/Economy	8%
Good community/general surroundings	8%
Lower taxes	8%
County services available	7%
Council/governing body	7%
Clean/healthy environment (ex. less pollution)	6%
Scenic/beautiful area	5%
Recreational opportunities available	5%
Agriculture industry	5%
Safe/low crime rate	4%
Access to natural resources (ex. hills, mountains)	4%
Emergency services	4%
Prosperous/wealthy county/good tax base	4%
Other mentions (3% or less per mention)	34%
Don't know/Not stated	10%

*Multiple mentions

Table 2, below, outlines the comments expressed by respondents based on all, or total, mentions made when respondents were asked what issues Lacombe County is currently facing. Poor road maintenance and poor quality of roads (22%), managing development (19%) and keeping taxes low (10%) were the top 3 issues respondents felt Lacombe County is currently facing.

Table 2: Issues Presently Facing Lacombe County

	Percent of Respondents* (n=400)
Roads (maintenance, upgrading, safety)	22%
Managing development (subdivisions, acreages, industry)/Conflicts between groups	19%
Taxes/keeping taxes low/value received	10%
Growth/development around lakes	9%
Population growth/expansion	8%
Protect farmland (sustainability, availability)	7%
Land use management	5%
School/education concerns (closures, availability, costs)	5%
Water (quality, quantity)	5%
Infrastructure	4%
Environmental concerns (degradation, protection)	4%
Budget spending/funding	3%
Urban sprawl/annexation	3%
Council (need better representation, have issues with)	3%
Oil and gas industry concerns/conflicts/build relations	3%
Increased traffic	3%
Other mentions (2% or less per mention)	38%
None	1%
Don't know/Not stated	24%

*Multiple mentions

When asked what issues Lacombe County would face in the next 10 years, respondents most frequently stated road maintenance and upgrades (19%), growth and expansion (17%) and managing development (16%). Table 3, below, shows responses in depth.

Table 3: Issues Facing Lacombe County in 10 Years

	Percent of Respondents* (n=400)
Roads (maintenance, upgrading, safety)	19%
Population growth/expansion	17%
Managing development (subdivisions, acreages, industry)/Conflicts between groups	16%
Taxes/keeping taxes low/value received	10%
Water (quality/quantity)	9%
School/education concerns (closures, availability, costs)	8%
Environmental concerns (degradation, protection)	8%
Protect farmland (sustainability, availability)	8%
Infrastructure	7%
Urban sprawl/annexation	7%
Growth/development around lakes	6%
Land use management	5%
Maintaining amenities/services offered	5%
Oil/gas industry concerns/conflicts/build relations	4%
Increased traffic	4%
Budget spending/funding	3%
Emergency/healthcare services	3%
Air quality	3%
Other mentions (2% or less per mention)	29%
None	2%
Don't know/Not stated	23%

*Multiple mentions

3.2 Environmental Concerns

The most common environmental issues that Lacombe County is currently facing, as reported by respondents, are water quality (36%), air quality (17%) and waste generation and disposal of agricultural and household waste (17%). Refer to Table 4, below, for a complete list of responses.

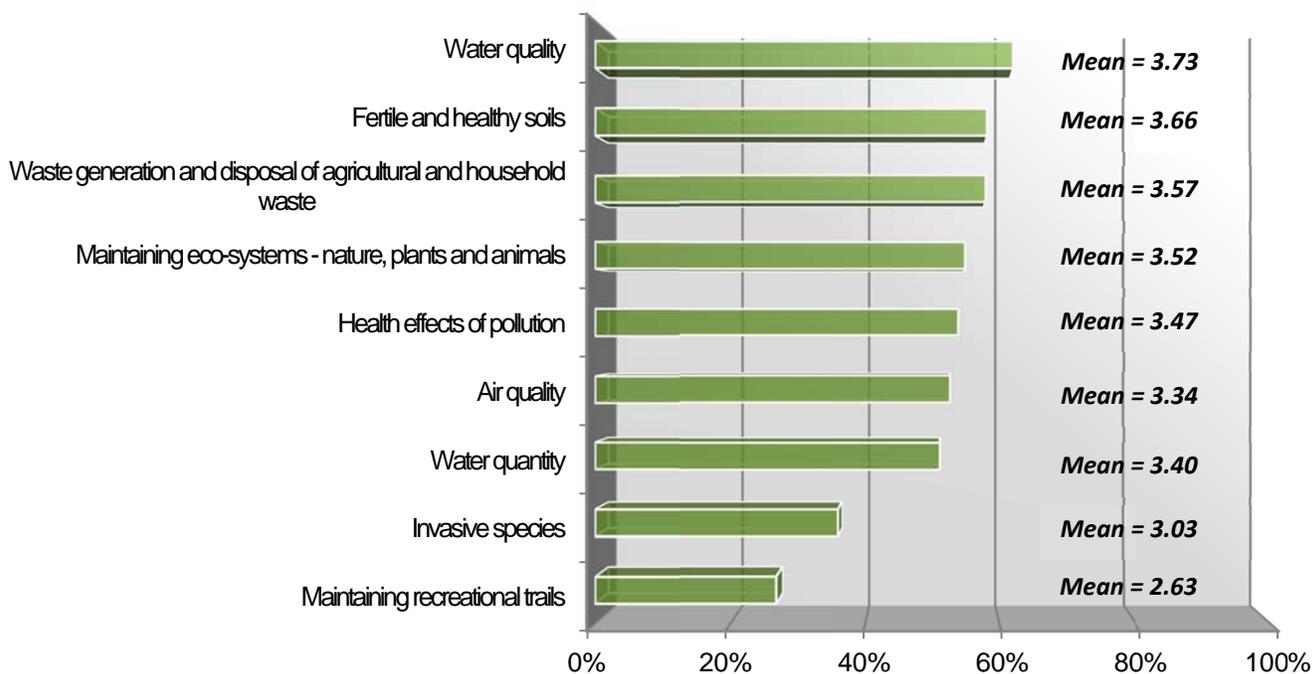
Table 4: Environmental Issues Presently Facing Lacombe County

	Percent of Respondents*			
	Total (n=400)	First (n=400)	Second (n=208)	Third (n=109)
Water quality	36%	20%	21%	17%
Air quality	17%	7%	12%	14%
Waste generation and disposal of agricultural and household waste	17%	7%	13%	11%
Development/land use (farmland, acreages, lakes, commercial)	15%	10%	7%	6%
Water quantity	14%	3%	16%	8%
Effects of industrial/commercial impact (oil and gas, livestock, farming)	14%	8%	9%	5%
Maintaining eco-systems - nature, plants and animals	13%	7%	6%	10%
Health effects of pollution	9%	4%	4%	10%
Fertile and healthy soils	7%	3%	2%	9%
Weed control	3%	1%	3%	2%
Lack of recycling/reuse facilities	2%	2%	<1%	--
Water source management	2%	1%	1%	1%
Power line/gas line development	2%	<1%	1%	2%
Manure use/disposal	1%	1%	<1%	1%
Flooding/water drainage	1%	<1%	1%	1%
Invasive species	1%	1%	1%	1%
Maintaining recreational trails	1%	<1%	<1%	1%
Chemical/pesticide usage	1%	<1%	--	2%
Pollution (in general)	1%	1%	<1%	--
Sewage management	1%	1%	<1%	--
Other mentions (less than 1% per mention)	1%	1%	<1%	--
Don't know/Not stated	24%	24%	--	--

*Multiple mentions

When asked to rate the level of concern with environmental issues in Lacombe County, almost two-thirds of respondents (62%) mentioned water quality as their greatest issue of concern, followed by fertile and healthy soils (58%) and waste generation and disposal of agricultural and household waste (58%). Refer to Figure 2 and Table 5 for a detailed summary.

Figure 2: Level of Concern with Environmental Issues in Lacombe County



	Maintaining recreational trails	Invasive species	Water quantity	Air quality	Health effects of pollution	Maintaining eco-systems - nature, plants and animals	Waste generation and disposal of agricultural and household waste	Fertile and healthy soils	Water quality
■ (n=400)	27%	36%	51%	53%	54%	55%	58%	58%	62%

BASE: Respondents that provided a rating of "4 or 5 out of 5"

Table 5: Summary of Environmental Issues Ratings of Concern

	Percent of Respondents (n=400)						
	Very Concerned (5)	(4)	(3)	(2)	Not at all Concerned (1)	Don't know/ Not stated	MEAN
Water quality	43%	20%	17%	10%	11%	1%	3.73
Fertile and healthy soils	38%	21%	20%	11%	10%	2%	3.66
Waste generation and disposal of agricultural and household waste	29%	29%	20%	10%	11%	2%	3.57
Maintaining eco-systems - nature, plants and animals	29%	26%	23%	11%	10%	1%	3.52
Health effects of pollution	30%	24%	21%	12%	12%	1%	3.47
Water quantity	32%	20%	21%	10%	17%	1%	3.40
Air quality	29%	24%	17%	13%	18%	1%	3.34
Invasive species	17%	19%	23%	16%	17%	8%	3.03
Maintaining recreational trails	7%	20%	24%	20%	25%	5%	2.63

Respondent subgroups significantly more likely to **be concerned with health effects of pollution** included:

- ◆ Respondents that reside in Divisions 3 and 7 (62% to 65% versus 39% to 41% of those in Divisions 5 and 6);
- ◆ Female respondents (59% versus 48 % of male respondents);
- ◆ Respondents that were concerned about the environment (63% versus 10% of those that were not);
- ◆ Respondents with a college education (60% versus 47% of those with a high school education);
- ◆ Respondents aged 45 to 64 years old (59% versus 46% of those aged 65 years and older); and
- ◆ Respondents with internet access at home (57% versus 40% of those without).

Respondent subgroups significantly more likely to **be concerned with water quality** included:

- ◆ Respondents that were concerned about the environment (72% versus 16% of those that were not); and
- ◆ Respondents with a college and university education (65% to 75% versus 53% of those with a high school education).

Respondent subgroups significantly more likely to **be concerned with maintaining recreational trails** included:

- ◆ Respondents that reside in Divisions 3 or 6 (31% to 39% versus 15% of those in Division 2);
- ◆ Respondents that had lived in the County for 20 years or less (34% versus 23% of those that had lived in the County for more than 20 years); and
- ◆ Respondents that were concerned about the environment (30% versus 14% of those that were not).

Respondent subgroups significantly more likely to **be concerned with maintaining eco-systems** included:

- ◆ Respondents that were concerned about the environment (63% versus 17% of those that were not);
- ◆ Respondents aged 45 to 64 years old (59% versus 48% of those aged 65 years and older);
- ◆ Respondents without seniors in the household (59% versus 48% of those with); and
- ◆ Respondents employed full or part time (63% versus 48% to 49% of those self-employed agricultural producers or unemployed).

Respondent subgroups significantly more likely to **be concerned with water quantity** included:

- ◆ Respondents that reside in Division 1 (61% versus 40% of those in Division 2);
- ◆ Respondents that were concerned about the environment (59% versus 14% of those that were not);
- ◆ Respondents with a university education (60% versus 44% of those with a high school education); and
- ◆ Respondents aged 45 to 64 years old (57% versus 45% of those aged 65 years and older).

Respondent subgroups significantly more likely to **be concerned with air quality** included:

- ◆ Respondents that were concerned about the environment (62% versus 10% of those that were not);
- ◆ Respondents with a college or university education (57% to 60% versus 45% of those with a high school education); and
- ◆ Respondents employed full or part time (58% versus 44% of those unemployed).

Respondent subgroups significantly more likely to **be concerned with fertile and healthy soils** included:

- ◆ Respondents that rated the quality of life in the County as good, fair or poor (68% versus 55% of those rated it as excellent or very good);
- ◆ Respondents that were concerned about the environment (66% versus 24% of those that were not);
- ◆ Respondents with a college or university education (62% to 65% versus 51% of those with a high school education); and
- ◆ Respondents aged 45 to 64 years old (62% versus 51% of those aged 65 years and older).

Respondent subgroups significantly more likely to **be concerned with waste generation and disposal of agricultural and household waste** included:

- ◆ Respondents that reside in Divisions 1, 4 or 7 (61% to 71% versus 42% of those in Division 5);
- ◆ Respondents that were concerned about the environment (66% versus 21% of those that were not);
- ◆ Respondents with a college or university education (61% to 68% versus 50% of those with a high school education); and
- ◆ Respondents employed full or part time (68% versus 47% of those self-employed agricultural producers).

Respondent subgroups significantly more likely to **be concerned with invasive species** included:

- ◆ Respondents that were concerned about the environment (41% versus 14% of those that were not); and
- ◆ Respondents with a college or university education (41% to 42% versus 28% of those with a high school education).

Other environmental issues respondents were concerned about are listed in Table 6.

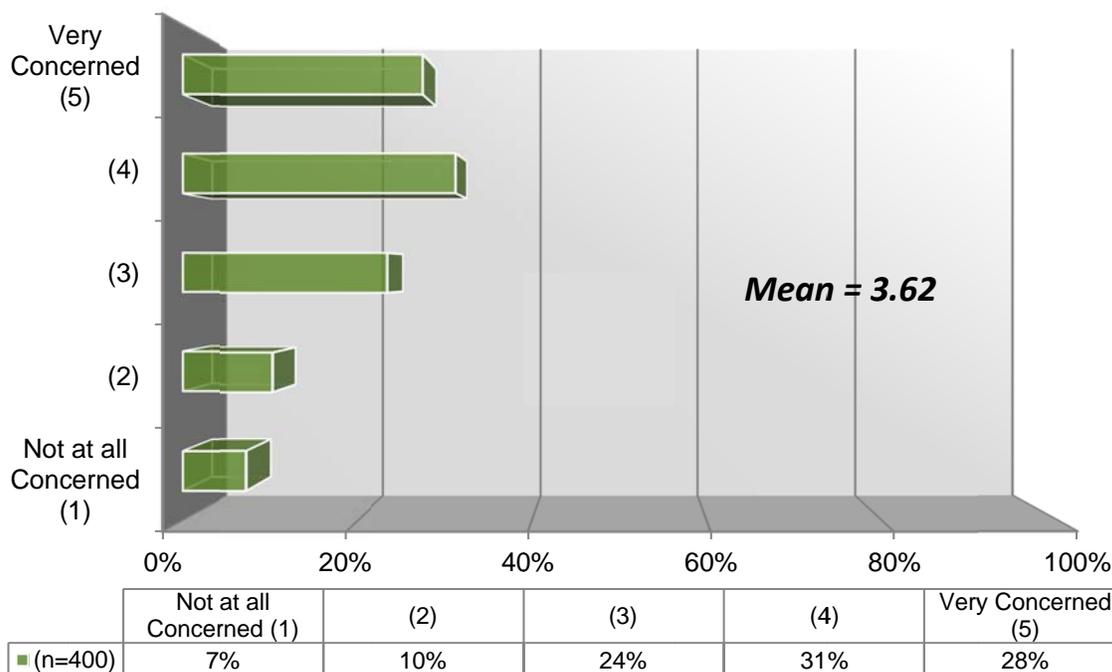
Table 6: Other Environmental Issues of Concern

	Percent of Respondents* (n=400)
Ground contamination from oil industry activities	2%
Loss of forestry	2%
Contamination due to chemical use (ex. herbicides/pesticides)	2%
Construction/development around lakes	2%
Noise pollution	1%
Water contamination from oil industry activities	1%
Pollution from chemical plants	1%
Pipe leakages	1%
Contamination from manure use	1%
Power line construction	1%
Other mentions (less than 1% per mention)	6%
None/No other	84%
Don't know/Not stated	1%

*Multiple mentions

When asked to rate the overall level of concern for the environment, over half (59%) of respondents provided a high rating (rating 4 or 5), while 24% provided a neutral (3) rating and 18% rated their concern for the environment as being low (rating 1 or 2). See Figure 3, below.

Figure 3: Overall Level of Concern for the Environment



*Respondent subgroups significantly more likely to **be concerned for the environment** included:*

- ◆ Respondents that rated the quality of life in the County as good, fair or poor (68% versus 56% of those rated it as excellent or very good);
- ◆ Respondents with a college or university education (65% to 67% versus 49% of those with a high school education);
- ◆ Respondents aged 45 to 64 years old (66% versus 49% of those aged 65 years and older);
- ◆ Respondents without seniors in the household (63% versus 51% of those with); and
- ◆ Respondents employed full or part time (65% versus 52% of those unemployed).

Top reasons for ratings of concern (rating 3, 4 or 5) about the environment included a general concern for the future (11%), being concerned, but happy with the current state (11%) and the pollution and damage caused by the industrial sector (10%). Refer to Table 7, below, for other mentions.

Table 7: Reasons for Concern about the Environment

<i>BASE: Respondents that were concerned (rating 3, 4 or 5) about the environment</i>	Percent of Respondents*
	(n=329)
Concerned for the future	11%
Happy with the way it is/continue to monitor	11%
Pollution/damage from industrial/plants (ex. agriculture, oil fields)	10%
Environment is a life source/Important/need to care about	9%
Could be doing more to improve the environment	6%
Concerned, but not a high priority	5%
Should be concerned about the environment	5%
Want it to be a good place to live/healthy/maintained	4%
Air quality concerns	4%
Water concerns	4%
Population/growth results in more issues (ex. overuse)	4%
Once it's gone, it's gone/Could be too late	3%
Everyone should do their part/responsibility	3%
Loss of trees/forests are disappearing	3%
Are doing what we can	3%
Potential health issues	2%
Chemical use (pesticides, herbicides, fertilizer)	2%
Waste/garbage concerns	2%
Overuse of land	2%
Need a balance	2%
Environment is an issue everywhere	2%
Other mentions (1% or less per mention)	11%
Don't know/Not stated	7%

*Multiple mentions

Top mentions provided by those that were less concerned (rating 1 or 2) about the environment included there is nothing to worry about as everything is fine (31%) and that it is not a big deal and there is too much hype about the topic (17%). Refer to Table 8, below, for all mentions.

Table 8: Reasons for Low Level of Concern about the Environment

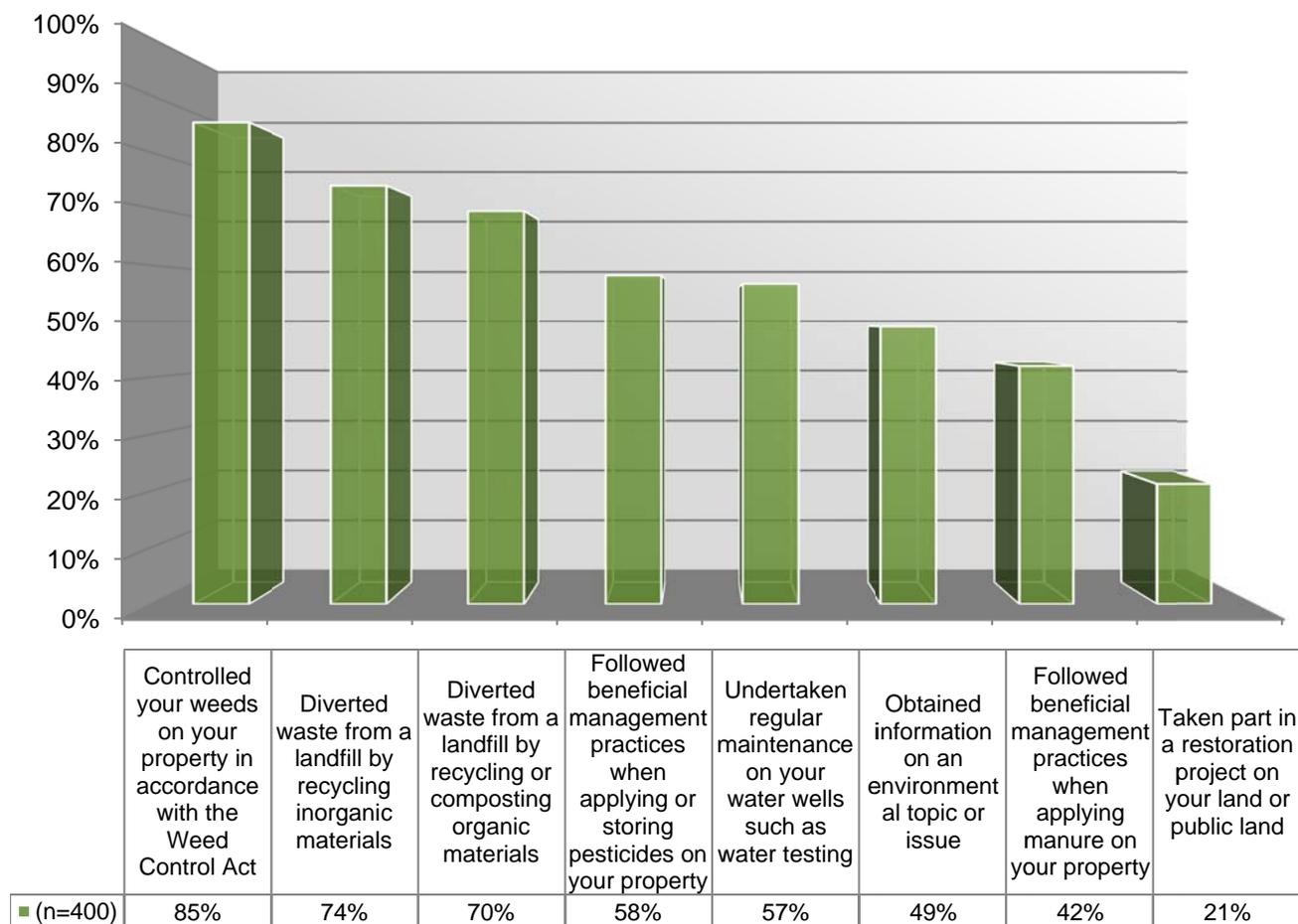
BASE: Respondents that were not concerned (rating 1 or 2) about the environment	Percent of Respondents*
	(n=70)
Too much hype/no big deal	17%
People already care enough/doing enough	10%
No reason to worry/not something to worry about	10%
Going through a normal/natural process	7%
Only have concerns about a few problems	6%
Not much/much more can be done	3%
Government is monitoring it	3%
Environment is improving	1%
More concerned about people than the environment	1%
Have done research on it	1%
No changes have occurred	1%
More of a worldwide program/not affecting us	1%
Nothing to worry about/everything is ok	31%
Don't know/Not stated	16%

*Multiple mentions

3.3 Environmental Behaviours

In the past 12 months, the majority (85%) of respondents stated they have controlled the weeds on their property in accordance with the Weed Control Act, while 74% have diverted waste from landfill by recycling inorganic materials and 70% have diverted waste from a landfill by recycling or composting organic materials. Over half (58%) of respondents have followed beneficial management practices when applying or storing pesticides on property, 57% have undertaken regular maintenance on water wells and 49% have obtained information on an environmental topic or issue in the past 12 months. Fewer respondents have followed beneficial management practices when applying manure on property (42%) or have taken part in a restoration project on private or public land (21%) in the past 12 months. Refer to Figure 4, below.

Figure 4: Behaviours and Activities in the Past 12 Months



BASE: Respondents that provided a “yes” response

Respondent subgroups significantly more likely to **have controlled their weeds on own property in accordance with the Weed Control Act** included:

- ◆ Respondents that reside in Division 3 (94% versus 80% of those in Division 1);
- ◆ Male respondents (90% versus 81% of female respondents);
- ◆ Respondents that rated the quality of life in the County as excellent or very good (88% versus 76% of those rated it as good, fair or poor);
- ◆ Respondents that were aware of at least 1 environmental initiative or act (88% versus 64% of those that were not aware at all); and
- ◆ Respondents self-employed agricultural producers (93% versus 74% to 83% of those self-employed outside the agricultural field or unemployed).

Respondent subgroups significantly more likely to **have undertaken regular maintenance on your water wells** included:

- ◆ Respondents that reside in Divisions 4 or 7 (65% to 67% versus 48% of those in Division 3);
- ◆ Respondents that had lived in the County for 20 years or less (66% versus 52% of those that had lived in the County for more than 20 years); and
- ◆ Respondents that were concerned about the environment (59% versus 46% of those that were not).

Respondent subgroups significantly more likely to **have diverted waste from a landfill by recycling inorganic materials** included:

- ◆ Respondents that reside in Divisions 2 or 6 (83% to 85% versus 65% of those in Division 1);
- ◆ Respondents that were concerned about the environment (77% versus 60% of those that were not);
- ◆ Respondents aged 45 to 64 years old (80% versus 63% of those aged 65 years and older);
- ◆ Respondents without seniors in the household (80% versus 64% of those with);
- ◆ Respondents self-employed agricultural producers (80% versus 68% of those unemployed); and
- ◆ Respondents with internet access at home (77% versus 61% of those without).



Respondent subgroups significantly more likely to **have diverted waste from a landfill by recycling or composting organic materials** included:

- ◆ Respondents that were concerned about the environment (73% versus 56% of those that were not);
- ◆ Respondents with a college education (78% versus 61% of those with a high school education);
- ◆ Respondents aged 45 to 64 years old (75% versus 59% of those aged 65 years and older);
- ◆ Respondents without seniors in the household (75% versus 60% of those with);
- ◆ Respondents employed full or part time or self-employed agricultural producers (74% to 79% versus 61% of those unemployed); and
- ◆ Respondents with internet access at home (74% versus 53% of those without).

Respondent subgroups significantly more likely to **have followed beneficial management practices when applying manure on own property** included:

- ◆ Respondents that reside in Division 5 (53% versus 33% of those in Division 1);
- ◆ Respondents that rated the quality of life in the County as excellent or very good (45% versus 32% of those rated it as good, fair or poor);
- ◆ Respondents under 65 years old (47% to 48% versus 31% of those aged 65 years and older);
- ◆ Respondents without seniors in the household (48% versus 31% of those with);
- ◆ Respondents self-employed agricultural producers (66% versus 26% to 43% of those employed full or part time, self-employed outside the agricultural field or unemployed); and
- ◆ Respondents with internet access at home (45% versus 29% of those without).

Respondent subgroups significantly more likely to **have followed beneficial management practices when applying or storing pesticides on own property** included:

- ◆ Respondents that reside in Divisions 4, 5 or 6 (61% to 71% versus 40% of those in Division 7);
- ◆ Respondents that rated the quality of life in the County as excellent or very good (62% versus 48% of those rated it as good, fair or poor);
- ◆ Respondents that were concerned about the environment (61% versus 46% of those that were not);
- ◆ Respondents self-employed agricultural producers (75% versus 48% to 56% of those employed full or part time or unemployed); and
- ◆ Respondents with internet access at home (61% versus 47% of those without).

Respondent subgroups significantly more likely to **have obtained information on an environmental topic or issue included:**

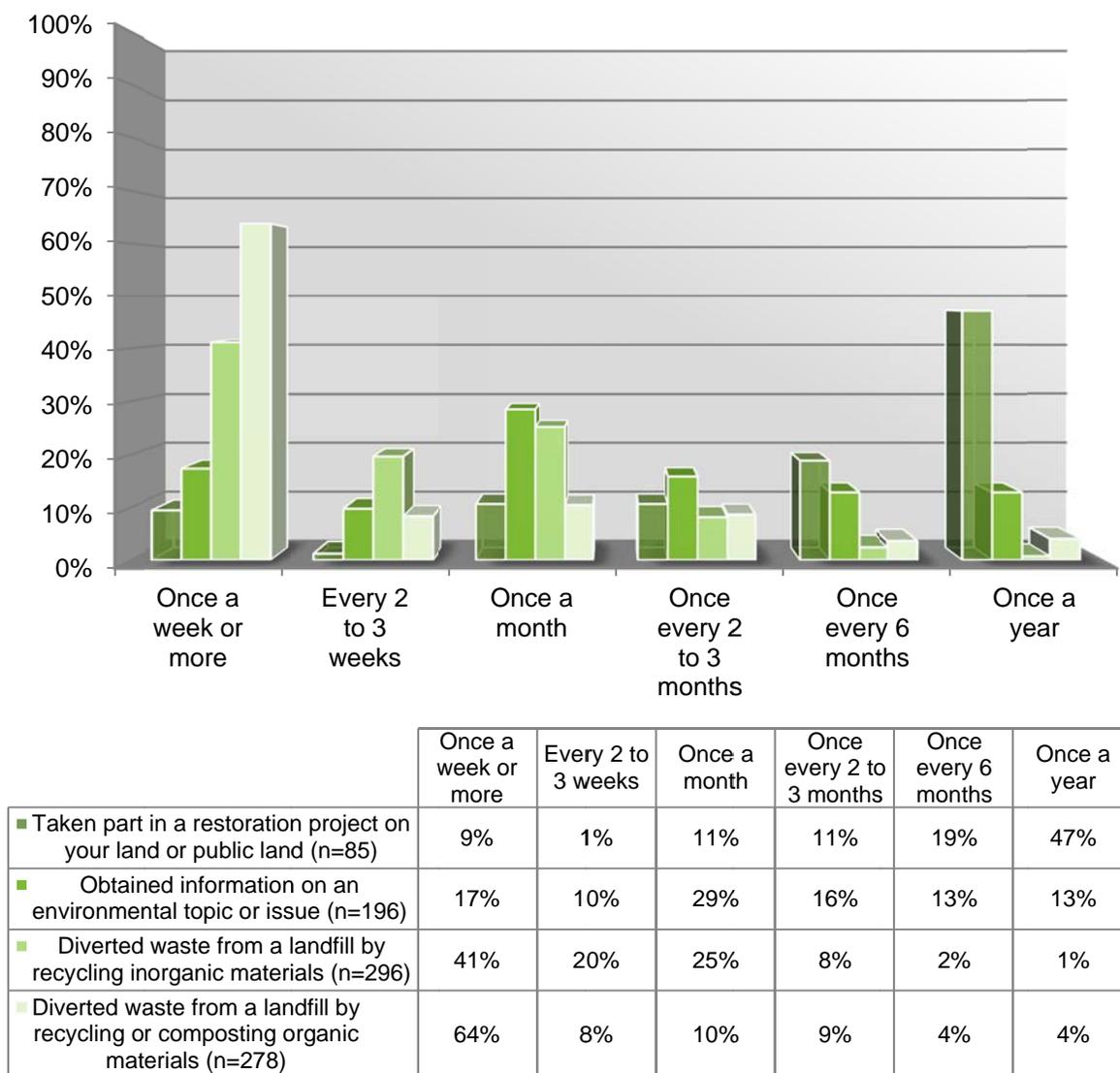
- ◆ Respondents that reside in Division 4 (56% versus 37% of those in Division 1);
- ◆ Respondents that were concerned about the environment (54% versus 29% of those that were not);
- ◆ Respondents with a university education (68% versus 39% to 50% of those with a college or high school education);
- ◆ Respondents aged 45 to 64 years old (58% versus 36% of those aged 65 years and older);
- ◆ Respondents without seniors in the household (55% versus 39% of those with);
- ◆ Respondents employed full or part time or self-employed agricultural producers (57% to 58% versus 37% of those unemployed); and
- ◆ Respondents with internet access at home (53% versus 30% of those without).

Respondent subgroups significantly more likely to **have taken part in a restoration project on their private or public land included:**

- ◆ Respondents that rated the quality of life in the County as excellent or very good (24% versus 13% of those rated it as good, fair or poor); and
- ◆ Respondents aware of at least 1 environmental initiative or act (23% versus 9% of those that were not aware at all).

Respondents that participated in a variety of environmental activities in the past 12 months were asked to state how often they did so. Eighty-six (86%) percent have diverted waste from landfill by recycling inorganic materials, while 82% have diverted waste from a landfill by recycling or composting organic materials once a month or more. Over half (56%) of respondents have obtained information on an environmental topic or issue while only 21% have taken part in a restoration project on private or public land at least once a month in the past 12 months. Refer to Figure 5, below.

Figure 5: Frequency of Behaviours and Activities in the Past 12 Months



BASE: Respondents that participated in the mentioned activities in the past 12 months

Respondent subgroups significantly more likely to **have diverted waste from a landfill by recycling inorganic materials at least once a month** included:

- ◆ Respondents self-employed outside the agricultural field (97% versus 81% of those self-employed agricultural producers); and
- ◆ Respondents with internet access at home (88% versus 74% of those without).

Respondent subgroups significantly more likely to **have diverted waste from a landfill by recycling or composting organic materials at least once a month** included:

- ◆ Respondents aged 45 to 64 years old (85% versus 70% of those under 45 years and old).

Respondent subgroups significantly more likely to **have obtained information on an environmental topic or issue at least once a month** included:

- ◆ Respondents with a university education (69% versus 47% of those with a college education); and
- ◆ Respondents aged 45 to 64 years old (% versus % of those aged 65 years and older).

Other activities or behaviours that respondents participated in to reduce the impact on the environment include limiting driving or driving fuel efficient vehicles (6%), conserving electricity use (4%), water use (4%) and using high efficiency appliances and light bulbs (4%). Refer to Table 9 for other mentions.

Table 9: Other Activities or Behaviours to Reduce the Impact on the Environment

	Percent of Respondents* (n=400)
Limit driving/drive hybrids/carpool/walk	6%
Electricity conservation (ex. turn off lights, unplug electronics)	4%
Water conservation	4%
High efficiency appliances/light bulbs	4%
Appropriate farming/agricultural practices (ex. rotational grazing)	3%
Limited/no herbicides/pesticides/fertilizers	3%
Planting trees	3%
Cleaning up waste (ex. garbage)	3%
Growing own food/having a garden	2%
Zero tillage	1%
Purchasing items with less packaging/local products/organic foods	1%
Hang clothes to dry	1%
Not burning anything (garbage)	1%
Heavy/increased insulation	1%
Wood burning stove/burning for heat	1%
Keep thermostat low	1%
Involved with environmental groups/organizations/projects	1%
Not using land for agricultural purposes	1%
Solar power	1%
Use less natural gas	1%
Save rain water	1%
Other mentions (less than 1% per mention)	5%
No other	65%
Don't know/Not stated	4%

*Multiple mentions

Respondents were asked to explain why they started to participate in activities to reduce their impact on the environment. Most respondents stated it was a result of increased awareness and knowledge of the topic (13%), followed by having always participated (12%) and being influenced by spouse or family (10%). See Table 10, below, for other mentions.

Table 10: Reasons for Starting Activities or Behaviours to Reduce the Impact on the Environment

	Percent of Respondents* (n=400)
Awareness/knowledge from media/schools	13%
Have always done it/habit	12%
Spouse/family influence	10%
Concern for environment/keep it clean, beautiful	9%
Too much garbage/waste/full landfills	7%
Good thing/right thing to do	5%
Cost savings	4%
Doing our part/personal responsibility	4%
Available of facilities/resources (ex. blue box)	3%
Future implications for future generations	3%
Already recycling/contributing to environment	3%
Common sense	2%
Societal influences (word of mouth/friends)	2%
Quality of personal property	2%
Raised on farm/built a farm	1%
Concern for well being of others	1%
Rules and regulations (unspecified)	1%
Wanted to improve current recycling habits	1%
Land contamination	1%
Government incentives/initiatives	1%
Other mentions (less than 1% per mention)	5%
Don't know/Not stated	19%

*Multiple mentions

Respondents were asked to provide any factors that prevented them from doing more to reduce their impact on the environment. Two-thirds (67%) of respondents stated there was no factors that prevented them from doing more to reduce their impact on the environment, while 10% stated financial obstacles, 7% stated the availability and access to facilities and 4% each mentioned time constraints and age or health issues as barriers. See Table 11, below, for all mentions.

Table 11: Factors Preventing From Doing More to Reduce Impact on the Environment

	Percent of Respondents* (n=400)
Financial obstacles	10%
Facility issues (ex. availability, hours of operation)	7%
Time constraints	4%
Age/health	4%
Convenience (sorting, distance)	3%
Lack of knowledge	2%
Laziness	1%
Lifestyle	1%
Understanding the need/responsibility	1%
Better technology	1%
Mobility issues	1%
Restricted drop off items (ex. household waste in town)	<1%
Animals (unspecified)	<1%
Rules and regulations (unspecified)	<1%
No/Nothing else	67%
Don't know/Not stated	3%

*Multiple mentions

Over half (54%) of respondents mentioned there was nothing more Lacombe County could do to alleviate barriers that would allow them to do more to help them reduce their impact on the environment included. Of those that provided comments, bringing facilities closer or having a recycling centre at the landfill (13%), improving existing facilities to accept more materials, extending operation hours and improving costs (9%), and providing recycling bins and pick-up services (5%) were top factors that would help alleviate these barriers. See Table 12, below, for other mentions.

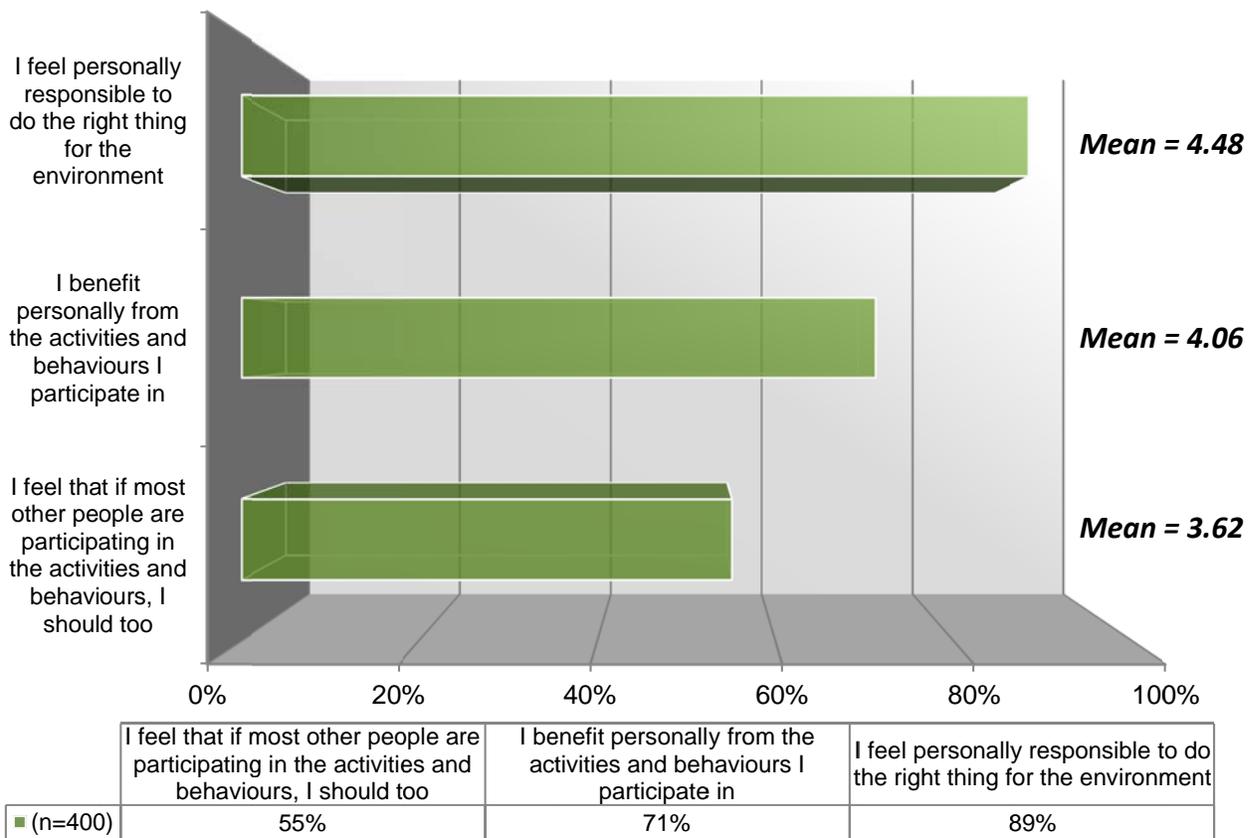
Table 12: Factors that Lacombe County Could Do to Alleviate Barriers from Doing More to Reduce the Impact on the Environment

	Percent of Respondents* (n=400)
Bring facilities closer/have recycling centre at the landfill	13%
Improve current facilities (accept more materials, extend hours of operations, improve prices)	9%
Provide recycling bins (blue boxes)/pick-up service	5%
Education programs/keep residents informed	4%
Help with costs/high taxes	3%
Awareness/promotion/encouragement	3%
Weed control/spray for weeds	3%
Garbage pick-up in the area	2%
Introduce new methods/technologies	2%
Provide tax incentives/benefits	1%
Helping with invasive species	1%
Stricter rules and regulations/enforcement	1%
Maintain roads/ditches	1%
Advertising for recycling	1%
Help with water issues (unspecified)	1%
Other mentions (less than 1% per mention)	2%
No/Nothing else	54%
Don't know/Not stated	6%

*Multiple mentions

Figure 6, below, illustrates that the majority of respondents (89%) agree with the statement “I feel personally responsible to do the right thing for the environment”, followed by “I benefit personally from the activities and behaviours I participate in” (71%) and “I feel that if most other people are participating in the activities and behaviours, I should too” (55%). Table 13 details all ratings.

Figure 6: Agreement with Reasons for Participating in Environmental Activities and Behaviours



BASE: Respondents that provided a rating of “4 or 5 out of 5”

Table 13: Summary of Participation Agreement Ratings

	Percent of Respondents (n=400)						
	Strongly Agree (5)	(4)	(3)	(2)	Strongly Disagree (1)	Don't know/ Not stated	MEAN
I feel personally responsible to do the right thing for the environment	64%	25%	9%	2%	1%	--	4.48
I benefit personally from the activities and behaviours I participate in	42%	30%	21%	4%	3%	2%	4.06
I feel that if most other people are participating in the activities and behaviours, I should too	31%	24%	25%	8%	10%	3%	3.62

Respondent subgroups significantly more likely to agree (4 or 5 out of 5) with the statement “I feel personally responsible to do the right thing for the environment” included:

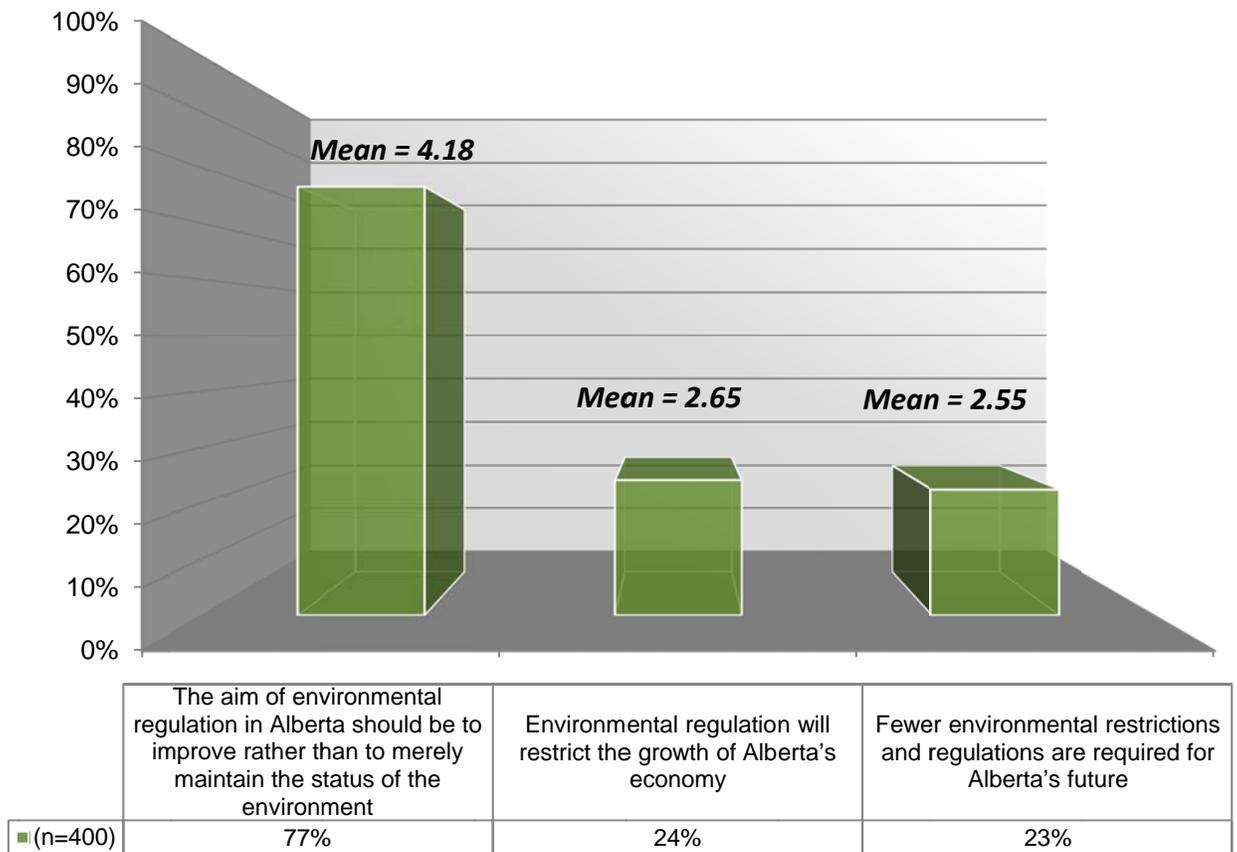
- ◆ Respondents that were concerned about the environment (91% versus 76% of those that were not); and
- ◆ Respondents with a college or university education (91% to 93% versus 84% of those with a high school education).

Respondent subgroups significantly more likely to agree (4 or 5 out of 5) with the statement “I benefit personally from the activities and behaviours I participate in” included:

- ◆ Respondents that reside in Division 3 (80% versus 62% of those in Division 7);
- ◆ Respondents that were concerned about the environment (76% versus 51% of those that were not);
- ◆ Respondents aware of at least 1 environmental initiative or act (73% versus 57% of those that were not aware at all);
- ◆ Respondents with a college or university education (77% to 78% versus 63% of those with a high school education); and
- ◆ Respondents aged 45 to 64 years old (76% versus 59% of those aged 45 years and younger).

Over three-quarters of respondents (77%) agree with the statement “the aim of environmental regulation in Alberta should be to improve rather than to merely maintain the status of the environment”. Respondents less frequently agreed with other statements including “environmental regulation will restrict the growth of Alberta’s economy” (24%) and “fewer environmental restrictions and regulations are required for Alberta’s future” (23%). Refer to Figure 7 and Table 14 details all ratings.

Figure 7: Agreement with Environmental Regulations in Alberta



BASE: Respondents that provided a rating of “4 or 5 out of 5”

Table 14: Summary of Environmental Regulation Agreement Ratings

	Percent of Respondents (n=400)						
	Strongly Agree (5)	(4)	(3)	(2)	Strongly Disagree (1)	Don't know/ Not stated	MEAN
The aim of environmental regulation in Alberta should be to improve rather than to merely maintain the status of the environment	46%	31%	19%	2%	2%	1%	4.18
Environmental regulation will restrict the growth of Alberta's economy	9%	16%	29%	23%	22%	3%	2.65
Fewer environmental restrictions and regulations are required for Alberta's future	10%	12%	26%	24%	27%	1%	2.55

Respondent subgroups significantly more likely to **agree (4 or 5 out of 5)** with the statement **“The aim of environmental regulation in Alberta should be to improve rather than to merely maintain the status of the environment”** included:

- ◆ Respondents that reside in Division 3 (88% versus 72% to 73% of those in Division 2, 4 or 5);
- ◆ Respondents that were concerned about the environment (82% versus 51% of those that were not); and
- ◆ Respondents employed full or part time (81% versus 67% of those self-employed agricultural producers).

Respondent subgroups significantly more likely to **agree (4 or 5 out of 5)** with the statement **“Environmental regulation will restrict the growth of Alberta's economy”** included:

- ◆ Respondents that reside in Division 2 (32% versus 17% of those in Division 3).

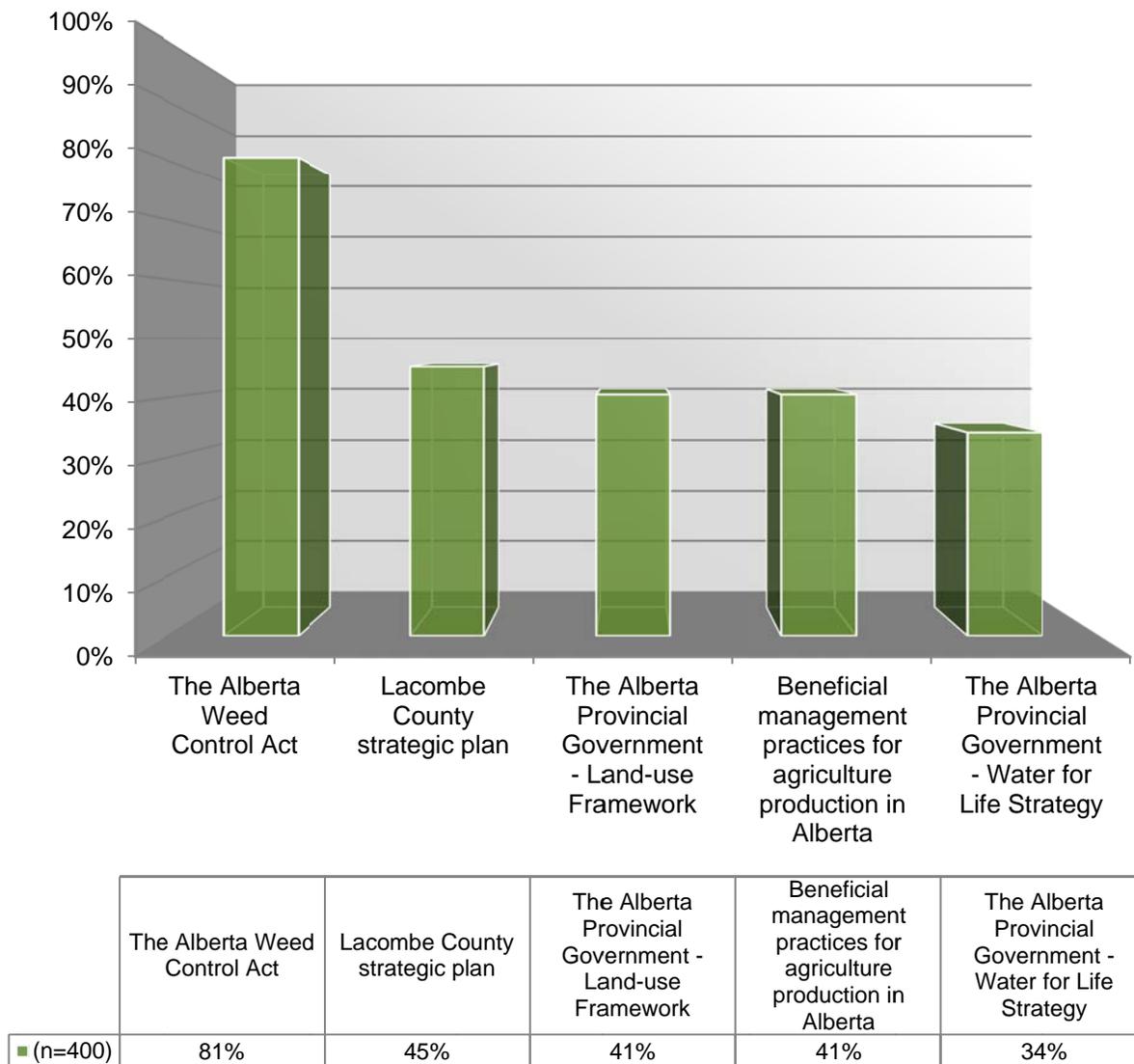
Respondent subgroups significantly more likely to **agree (4 or 5 out of 5)** with the statement **“Fewer environmental restrictions and regulations are required for Alberta's future”** included:

- ◆ Respondents that had lived in the County for more than 20 years (26% versus 15% of those that had lived in the County for 20 years or less); and
- ◆ Respondents self-employed outside the agricultural field or self-employed agricultural producers (30% versus 16% of those employed full or part time).

3.4 Awareness of Environmental Initiatives and Acts

Respondents were next asked if they were aware of a number of environmental initiatives and acts. The majority of respondents were aware of the Alberta Weed Control Act (81%). Almost half of respondents (45%) were aware of the Lacombe County Strategic Plan, 41% each were aware of the Alberta Provincial Government Land-use Framework and beneficial management practices for agriculture production in Alberta. One-third (34%) of respondents were aware of the Alberta Provincial Government Water for Life Strategy. See Figure 8 for further details.

Figure 8: Awareness of Environmental Initiatives and Acts



BASE: Respondents that provided a “yes” response

Respondent subgroups significantly more likely to **be aware of the Alberta Provincial Government - Water for Life Strategy** included:

- ◆ Respondents that reside in Division 2 (42% versus 24% of those in Division 1);
- ◆ Respondents with a university education (49% versus 28% to 34% of those with a college or high school education);
- ◆ Respondents aged 45 years and older (37% versus 11% of those under 45 years old);
- ◆ Respondents without children in the household (37% versus 24% of those with);
- ◆ Respondents self-employed agricultural producers (42% versus 28% of those employed full or part time); and
- ◆ Respondents with internet access at home (37% versus 22% of those without).

Respondent subgroups significantly more likely to **be aware of the Alberta Provincial Government - Land-use Framework** included:

- ◆ Respondents that reside in Division 5 (53% versus 28% of those in Division 1);
- ◆ Male respondents (47% versus 34% of female respondents);
- ◆ Respondents that had lived in the County for more than 20 years (46% versus 31% of those that had lived in the County for 20 years or less);
- ◆ Respondents that rated the quality of life in the County as excellent or very good (44% versus 30% of those rated it as good, fair or poor);
- ◆ Respondents with a university education (61% versus 35% to 37% of those with a college or high school education);
- ◆ Respondents aged 45 years and older (41% to 45% versus 23% of those under 45 years old);
- ◆ Respondents without children in the household (43% versus 31% of those with);
- ◆ Respondents self-employed agricultural producers (57% versus 29% to 38% of those employed full or part time or unemployed); and
- ◆ Respondents with internet access at home (44% versus 26% of those without).

Respondent subgroups significantly more likely to **be aware of the Alberta Weed Control Act** included:

- ◆ Respondents that were concerned about the environment (82% versus 71% of those that were not);
- ◆ Respondents without children in the household (83% versus 73% of those with); and
- ◆ Respondents self-employed agricultural producers (93% versus 70% to 78% of those employed full or part time, self-employed outside the agricultural field or unemployed).

Respondent subgroups significantly more likely to **be aware of the Lacombe County Strategic plan** included:

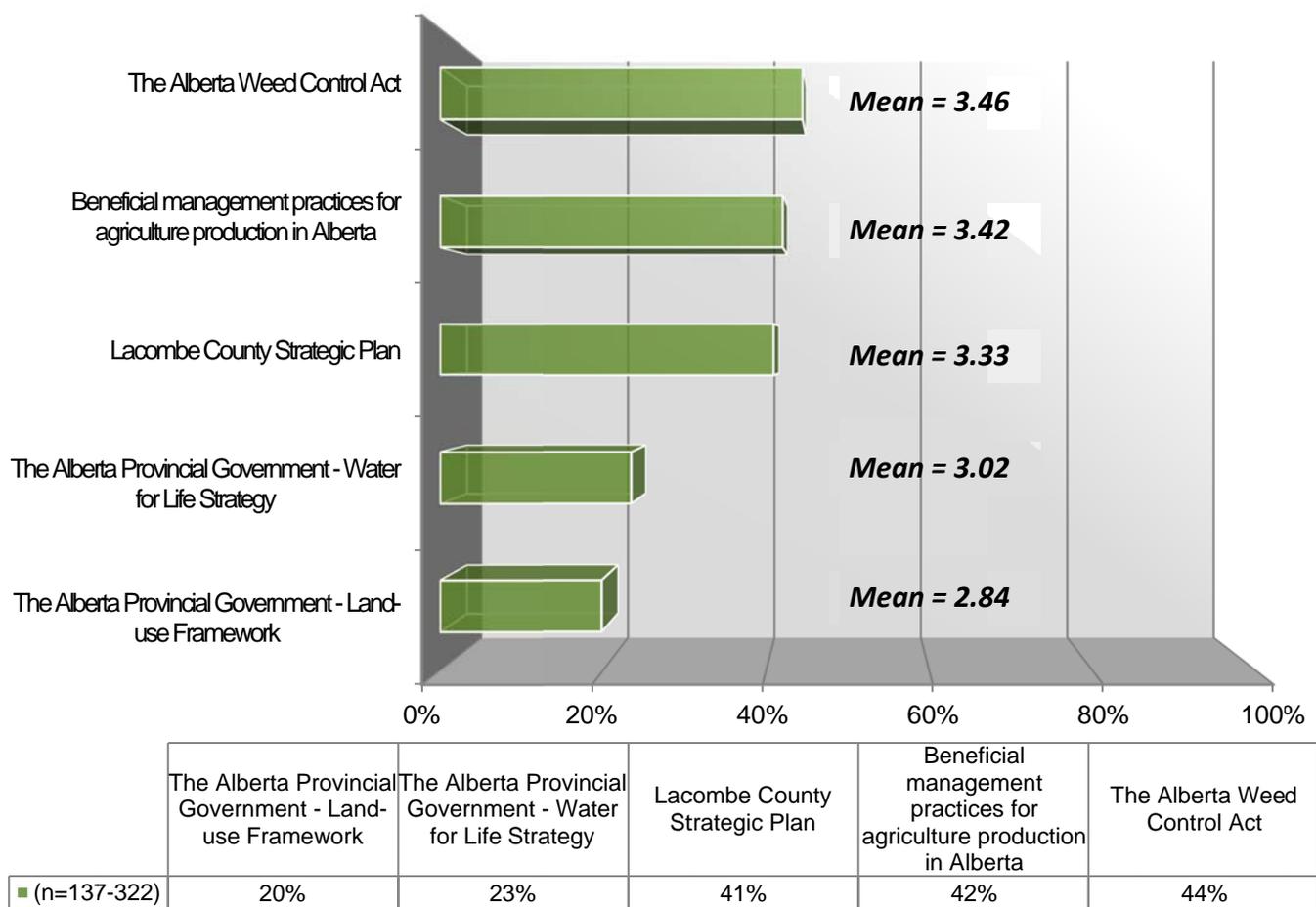
- ◆ Respondents that reside in Division 4 (53% versus 33% of those in Division 1);
- ◆ Respondents that rated the quality of life in the County as excellent or very good (49% versus 32% of those rated it as good, fair or poor);
- ◆ Respondents that were concerned about the environment (48% versus 32% of those that were not);
- ◆ Respondents that were satisfied with the County's efforts regarding environmental stewardship (50% versus 21% of those that were dissatisfied);
- ◆ Respondents with a university education (69% versus 39% to 41% of those with a college or high school education);
- ◆ Respondents self-employed agricultural producers (57% versus 39% to 43% of those employed full or part time or unemployed); and
- ◆ Respondents with internet access at home (48% versus 34% of those without).

Respondent subgroups significantly more likely to **be aware of the beneficial management practices for agriculture production in Alberta** included:

- ◆ Respondents that reside in Division 5 (52% versus 33% of those in Division 4);
- ◆ Respondents that rated the quality of life in the County as excellent or very good (45% versus 26% of those rated it as good, fair or poor);
- ◆ Respondents without children in the household (44% versus 29% of those with);
- ◆ Respondents self-employed agricultural producers (57% versus 35% of those employed full or part time or unemployed); and
- ◆ Respondents with internet access at home (44% versus 28% of those without).

Respondents were next asked how effective each of these environmental initiatives and acts are. Forty-four (44%) of respondents rated the Alberta Weed Control Act as effective, followed by the beneficial management practices for agriculture production in Alberta (42%) and the Lacombe County Strategic Plan (41%). The Water for Life Strategy and Land-use Framework from the Alberta Provincial Government both garnered the lowest ratings of effectiveness (23% and 20%, respectively). See Figure 9, below and Table 15, on the following page for more details.

Figure 9: Level of Effectiveness of Environmental Initiatives and Acts



BASE: Respondents that provided a rating of "4 or 5 out of 5"

Table 15: Summary of Environmental Initiatives Effectiveness Ratings

	Percent of Respondents (n=400)						
	Very Effective (5)	(4)	(3)	(2)	Not at all Effective (1)	Don't know/ Not stated	MEAN
Beneficial management practices for agriculture production in Alberta (n=162)	8%	34%	46%	6%	1%	6%	3.46
Lacombe County Strategic Plan (n=181)	6%	35%	37%	3%	4%	16%	3.42
The Alberta Weed Control Act (n=322)	10%	34%	31%	9%	8%	8%	3.33
The Alberta Provincial Government - Water for Life Strategy (n=137)	3%	20%	50%	9%	8%	10%	3.02
The Alberta Provincial Government - Land-use Framework (n=162)	3%	17%	43%	18%	10%	9%	2.84

Respondent subgroups significantly more likely to **rate the Alberta Provincial Government - Water for Life Strategy as effective (4 or 5 out of 5)** included:

- ◆ Respondents with a high school education (30% versus 11% of those with a university education).

Respondent subgroups significantly more likely to **rate the Alberta Provincial Government - Land-use Framework as effective (4 or 5 out of 5)** included:

- ◆ Respondents with a high school education (28% versus 11% of those with a university education).

Respondent subgroups significantly more likely to **rate the Alberta Weed Control Act as effective (4 or 5 out of 5)** included:

- ◆ Respondents that reside in Division 3 (60% versus 34% to 40% of those in Division 1, 2 or 6);
- ◆ Male respondents (50% versus 39% of female respondents); and
- ◆ Respondents that were satisfied with the County's efforts regarding environmental stewardship (50% versus 12% of those that were dissatisfied).

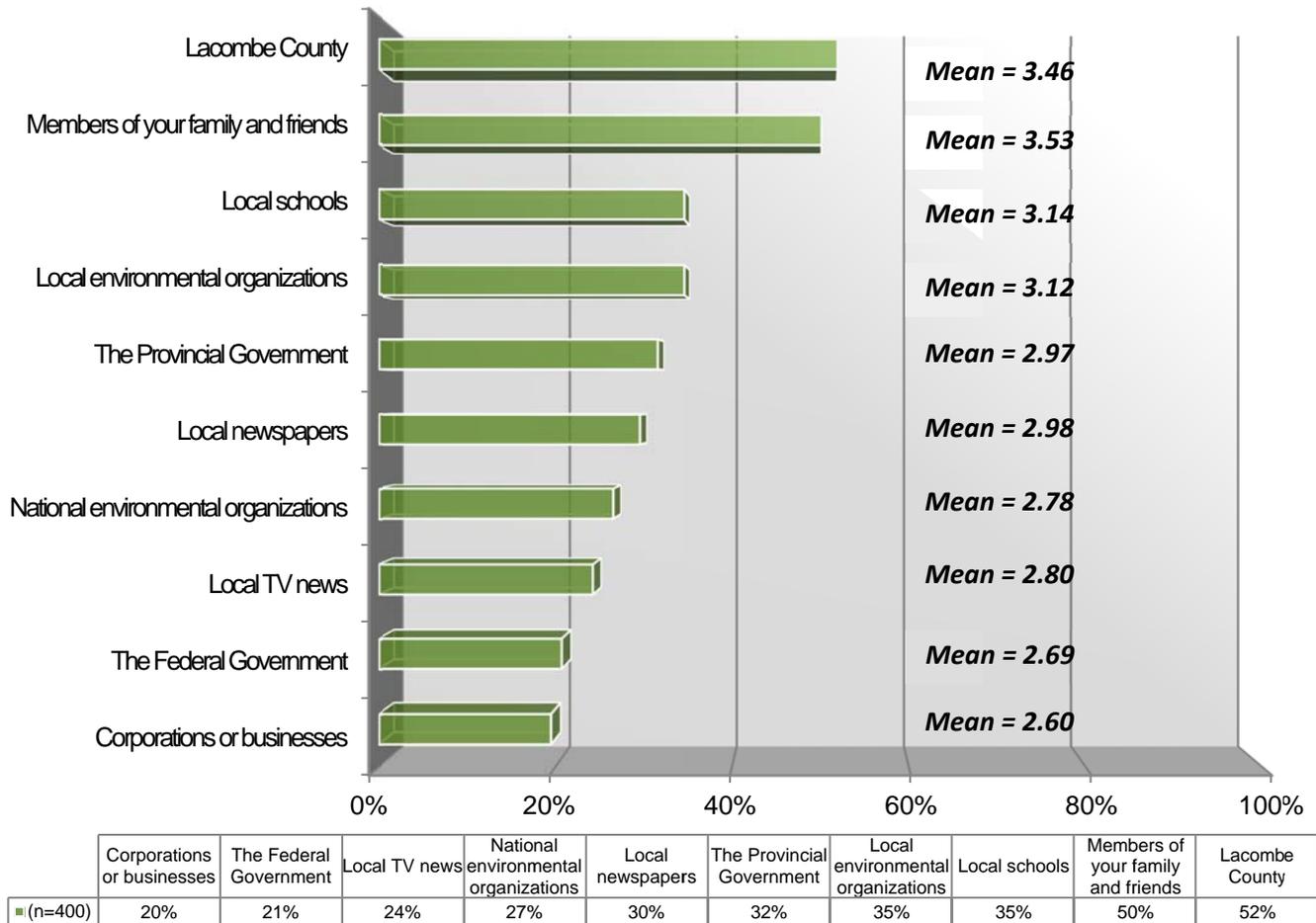
Respondent subgroups significantly more likely to **rate the Lacombe County Strategic Plan as effective (4 or 5 out of 5)** included:

- ◆ Respondents that rated the quality of life in the County as excellent or very good (45% versus 25% of those rated it as good, fair or poor); and
- ◆ Respondents without children in the household (45% versus 26% of those with).

3.5 Communications

Next, respondents were asked to rate the level of credibility of a number of sources for information regarding environmental topics. Lacombe County (52%) was the top rated source for information, followed closely by family members and friends (50%). Other sources included local schools (35%), local environmental organizations (35%), the Provincial Government (32%), and local newspapers (30%). Less than one-third each mentioned national environmental organizations (27%), local TV news (24%), the Federal Government (21%) and corporations or businesses (20%) were credible sources for information related to environmental topics. See Figure 10 and Table 16 for a further breakdown of results.

Figure 10: Level of Credibility of Source for Information Regarding Environmental Topics



BASE: Respondents that provided a rating of "4 or 5 out of 5"

Table 16: Summary of Source Credibility Ratings

	Percent of Respondents (n=400)						
	Very Credible (5)	(4)	(3)	(2)	Not at all Credible (1)	Don't know/ Not stated	MEAN
Members of your family and friends	14%	36%	37%	9%	2%	3%	3.53
Lacombe County	11%	41%	31%	13%	3%	2%	3.46
Local schools	8%	27%	27%	14%	9%	16%	3.14
Local environmental organizations	7%	28%	35%	13%	9%	8%	3.12
Local newspapers	7%	23%	40%	18%	10%	3%	2.98
The Provincial Government	5%	27%	36%	18%	11%	4%	2.97
Local TV news	7%	18%	33%	21%	14%	9%	2.80
National environmental organizations	6%	20%	31%	15%	19%	9%	2.78
The Federal Government	3%	18%	36%	22%	16%	6%	2.69
Corporations or businesses	4%	16%	31%	27%	17%	6%	2.60

Respondent subgroups significantly more likely to **rate national environmental organizations as a credible (4 or 5 out of 5) source for information:**

- ◆ Respondents that reside in Divisions 1, 2 or 4 (31% to 36% versus 13% to 15% of those in Division 5 or 7);
- ◆ Female respondents (34% versus 19% of male respondents);
- ◆ Respondents that were concerned about the environment (30% versus 11% of those that were not);
- ◆ Respondents with a college or university education (31% to 40% versus 16% of those with a high school education);
- ◆ Respondents under 45 years old (41% versus 23% to 26% of those aged 45 years and older); and
- ◆ Respondents self-employed outside the agricultural field (39% versus 18% of those self-employed agricultural producers).

Respondent subgroups significantly more likely to **rate the Provincial Government as a credible (4 or 5 out of 5) source for information:**

- ◆ Respondents that were satisfied with the County's efforts regarding environmental stewardship (36% versus 7% of those that were dissatisfied).

Respondent subgroups significantly more likely to **rate the Federal Government as a credible (4 or 5 out of 5) source for information:**

- ◆ Respondents that reside in Divisions 1, 3 or 4 (25% to 29% versus 7% of those in Division 7).

Respondent subgroups significantly more likely to **rate Lacombe County as a credible (4 or 5 out of 5) source for information:**

- ◆ Respondents that rated the quality of life in the County as excellent or very good (57% versus 36% of those rated it as good, fair or poor);
- ◆ Respondents that were satisfied with the County's efforts regarding environmental stewardship (58% versus 7% of those that were dissatisfied); and
- ◆ Respondents with a college education (56% versus 42% of those with a university education).

Respondent subgroups significantly more likely to **rate local environmental organizations as a credible (4 or 5 out of 5) source for information:**

- ◆ Respondents that were concerned about the environment (38% versus 20% of those that were not);
- ◆ Respondents with a university education (49% versus 27% of those with a high school education);
- ◆ Respondents under 45 years old (48% versus 29% of those aged 65 years and older);
- ◆ Respondents without seniors in the household (38% versus 28% of those with); and
- ◆ Respondents self-employed outside the agricultural field (50% versus 32% of those self-employed agricultural producers or unemployed).

Respondent subgroups significantly more likely to **rate local schools as a credible (4 or 5 out of 5) source for information:**

- ◆ Respondents that reside in Division 4 (53% versus 26% to 33% of those in Division 1, 2 or 3); and
- ◆ Respondents that were concerned about the environment (38% versus 20% of those that were not).

Respondent subgroups significantly more likely to **rate family members and friends as a credible (4 or 5 out of 5) source for information:**

- ◆ Respondents without children in the household (54% versus 38% of those with); and
- ◆ Respondents without internet access at home (66% versus 46% of those with).

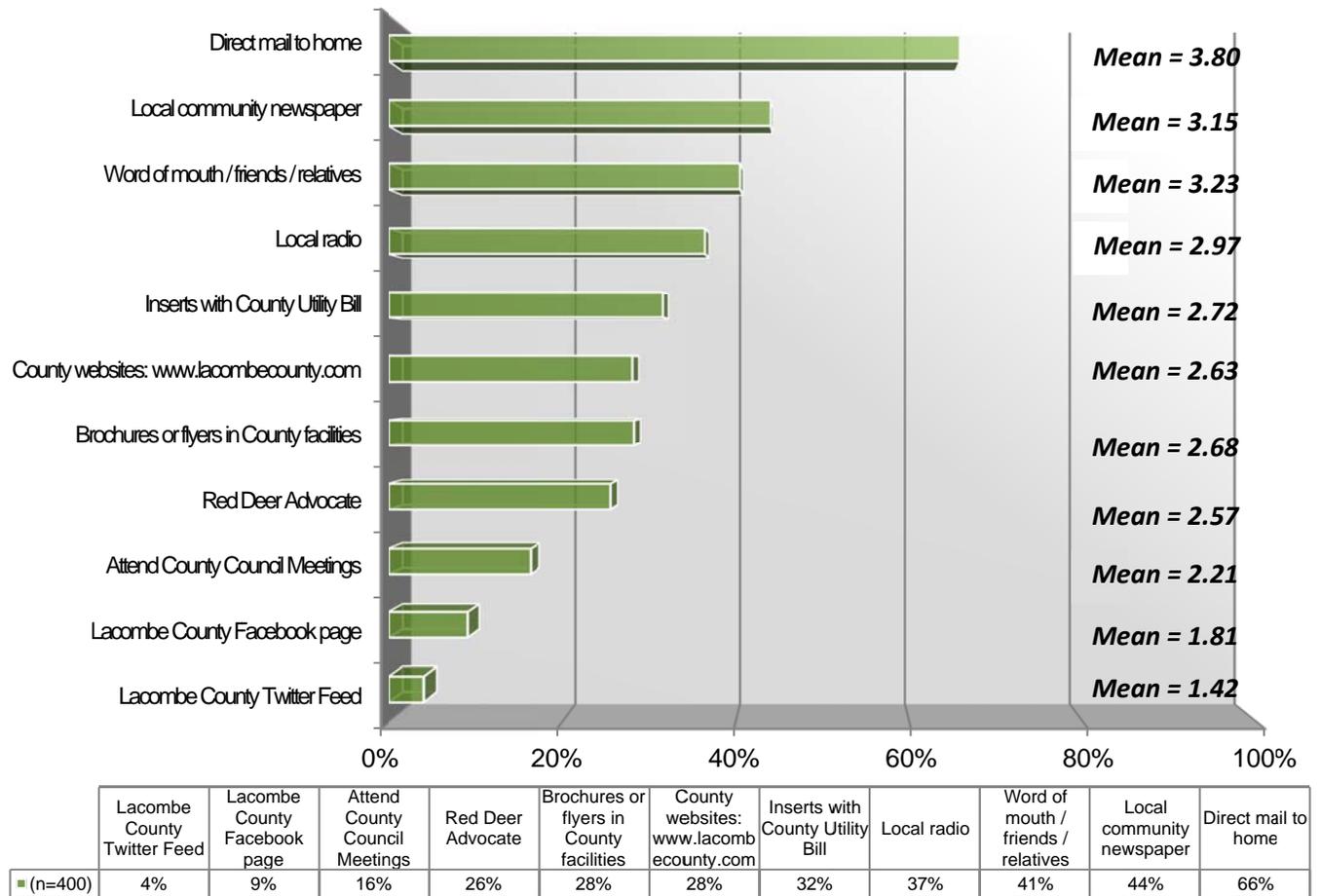
Respondent subgroups significantly more likely to **rate the local newspapers as a credible (4 or 5 out of 5) source for information:**

- ◆ Respondents aware of at least 1 environmental initiative or act (32% versus 14% of those that were not aware at all); and
- ◆ Respondents with a high school education (36% versus 24% of those with a college education).



Sixty-six percent (66%) of respondents stated that direct mail to their home would be the most effective (rating 4 or 5 out of 5) method of receiving information regarding environmental issues, followed by local newspapers (44%) and word of mouth, friends and relatives (41%). The Lacombe County Facebook page and Twitter feed received the lowest effectiveness ratings (9% and 4%, respectively). Refer to Figure 11 and Table 17 below for a detailed list of responses.

Figure 11: Level of Effectiveness of Communication Methods



BASE: Respondents that provided a rating of "4 or 5 out of 5"

Table 17: Summary of Communication Methods Effectiveness Ratings

	Percent of Respondents (n=400)						MEAN
	Very Credible (5)	(4)	(3)	(2)	Not at all Credible (1)	Don't know/ Not stated	
Direct mail to home	32%	34%	21%	5%	7%	2%	3.80
Word of mouth / friends / relatives	13%	28%	35%	15%	8%	1%	3.23
Local community newspaper [i.e. [Rimbey Review, Eckville echo, Lacombe Globe]	10%	34%	25%	15%	13%	4%	3.15
Local radio	10%	27%	27%	17%	16%	4%	2.97
Inserts with County Utility Bill	10%	21%	19%	10%	28%	11%	2.72
Brochures or flyers in County facilities	5%	23%	27%	17%	24%	4%	2.68
County websites: www.lacombecounty.com	11%	18%	18%	13%	29%	12%	2.63
Red Deer Advocate	7%	19%	22%	16%	28%	9%	2.57
Attend County Council Meetings	6%	10%	17%	19%	37%	11%	2.21
Lacombe County Facebook page	3%	6%	12%	12%	49%	19%	1.81
Lacombe County Twitter feed	2%	3%	5%	10%	59%	23%	1.42

Respondent subgroups significantly more likely to **rate the local community newspaper as an effective (4 or 5 out of 5) method of communication** included:

- ◆ Respondents that reside in Division 6 (63% versus 31% to 34% of those in Divisions 1 or 3); and
- ◆ Respondents that were satisfied with the County's efforts regarding environmental stewardship (47% versus 27% of those that were dissatisfied).

Respondent subgroups significantly more likely to **rate inserts with County utility bill as an effective (4 or 5 out of 5) method of communication** included:

- ◆ Respondents that reside in Divisions 2 or 4 (36% to 43% versus 20% of those in Division 1);
- ◆ Respondents that had lived in the County for 20 years or less (38% versus 28% of those that had lived in the County for more than 20 years); and
- ◆ Respondents that were satisfied with the County's efforts regarding environmental stewardship (35% versus 11% of those that were dissatisfied).

Respondent subgroups significantly more likely to **rate brochures or flyers in County facilities as an effective (4 or 5 out of 5) method of communication** included:

- ◆ Respondents that had lived in the County for more than 20 years (32% versus 21% of those that had lived in the County for 20 years or less);
- ◆ Respondents that were satisfied with the County's efforts regarding environmental stewardship (30% versus 11% of those that were dissatisfied); and
- ◆ Respondents without internet access at home (38% versus 26% of those with).

Respondent subgroups significantly more likely to **rate direct mail to home as an effective (4 or 5 out of 5) method of communication** included:

- ◆ Respondents that were satisfied with the County's efforts regarding environmental stewardship (68% versus 52% of those that were dissatisfied);
- ◆ Respondents with a university education (74% versus 59% of those with a high school education); and
- ◆ Respondents with children in the household (75% versus 63% of those without).



Respondent subgroups significantly more likely to **rate the Lacombe County website as an effective (4 or 5 out of 5) method of communication** included:

- ◆ Respondents that reside in Division 4 (39% versus 17% to 22% of those in Divisions 1 or 6);
- ◆ Female respondents (33% versus 23% of male respondents);
- ◆ Respondents with a college or university education (35% to 36% versus 17% of those with a high school education);
- ◆ Respondents under 45 years old (48% versus 21% to 29% of those aged 45 years and older);
- ◆ Respondents with children in the household (37% versus 25% of those without);
- ◆ Respondents without seniors in the household (32% versus 22% of those with); and
- ◆ Respondents with internet access at home (33% versus 8% of those without).

Respondent subgroups significantly more likely to **rate the Lacombe County Facebook page as an effective (4 or 5 out of 5) method of communication** included:

- ◆ Respondents with a college education (12% versus 3% of those with a university education).

Respondent subgroups significantly more likely to **rate the Lacombe County Twitter feed as an effective (4 or 5 out of 5) method of communication** included:

- ◆ Male respondents (6% versus 2% of female respondents); and
- ◆ Respondents with a college education (7% versus 2% of those with a high school education).

Respondent subgroups significantly more likely to **rate attendance at County council meetings as an effective (4 or 5 out of 5) method of communication** included:

- ◆ Respondents that were satisfied with the County's efforts regarding environmental stewardship (18% versus 5% of those that were dissatisfied).

Respondent subgroups significantly more likely to rate local radio as an effective (4 or 5 out of 5) method of communication included:

- ◆ Female respondents (42% versus 31% of male respondents);
- ◆ Respondents that were satisfied with the County's efforts regarding environmental stewardship (39% versus 23% of those that were dissatisfied);
- ◆ Respondents aged 45 to 64 years old (41% versus 29% of those aged 65 years and older);
- ◆ Respondents with children in the household (52% versus 32% of those without);
- ◆ Respondents without seniors in the household (41% versus 28% of those with); and
- ◆ Respondents self-employed outside the agricultural field (57% versus 32% to 36% of those employed full or part time, self-employed agricultural producers or unemployed).

Respondent subgroups significantly more likely to rate the Red Deer Advocate as an effective (4 or 5 out of 5) method of communication included:

- ◆ Respondents that had lived in the County for more than 20 years (29% versus 19% of those that had lived in the County for 20 years or less);
- ◆ Respondents that were satisfied with the County's efforts regarding environmental stewardship (28% versus 11% of those that were dissatisfied);
- ◆ Respondents with a college education (30% versus 21% of those with a high school education);
- ◆ Respondents aged 65 years and older (34% versus 16% to 23% of those under 65 years old); and
- ◆ Respondents with seniors in the household (32% versus 22% of those without).

Respondent subgroups significantly more likely to rate word of mouth/friends/relatives as an effective (4 or 5 out of 5) method of communication included:

- ◆ Respondents that reside in Division 4 (52% versus 34% of those in Division 3);
- ◆ Respondents that had lived in the County for more than 20 years (44% versus 34% of those that had lived in the County for 20 years or less); and
- ◆ Respondents self-employed agricultural producers or self-employed outside the agricultural field (48% to 57% versus 32% of those employed full or part time).

Two-thirds (68%) of respondents, when asked if there are other effective ways of getting information, stated there were no other effective ways of communication. Thirty-two percent (32%) of respondents gave suggestions of other ways of getting information from the County that included The County News (13%), email (8%) and telephone calls (6%). Refer to Table 18, below, for all mentions.

Table 18: Other Effective Methods of Communication

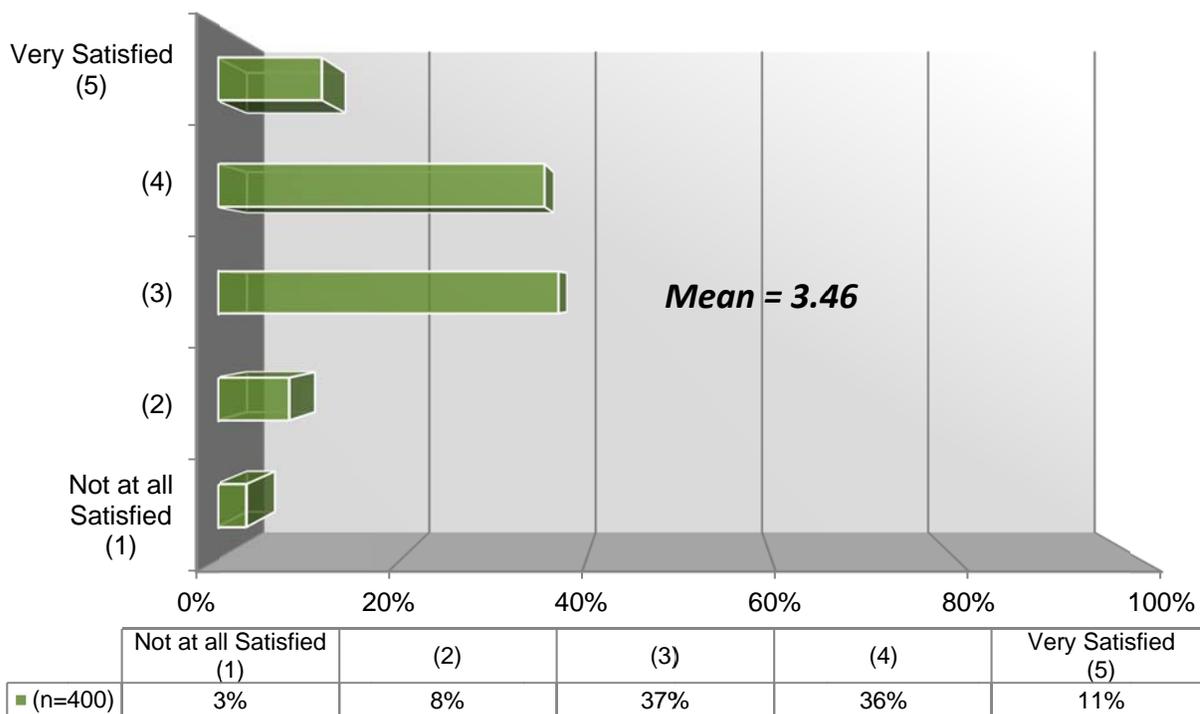
	Percent of Respondents* (n=400)
The County News	13%
Email	8%
Telephone calls	6%
Town meetings/public meetings	2%
From council members (ex. meetings, public appearances)	2%
TV/media	1%
Door-to-door/face-to-face	1%
Flyers/pamphlets	1%
Internet	1%
County office/employees	1%
Publications (ex. scientific papers/results)	<1%
Advocates	<1%
Providing studies to residents	<1%
No/Nothing else	68%
Don't know/Not stated	1%

*Multiple mentions

3.6 Future Efforts Regarding Environmental Stewardship

Overall, satisfaction with the County’s efforts regarding environmental stewardship was high. Almost half (47%) of respondents provided a high satisfaction rating (4 or 5 out of 5), with 37% providing a neutral rating of “3” and 11% providing a dissatisfied rating (1 or 2 out of 5). See Figure 12, below.

Figure 12: Overall Satisfaction with Lacombe County’s Efforts Regarding Environmental Stewardship



Respondent subgroups significantly *more likely* to provide a satisfied (4 or 5 out of 5) rating with Lacombe County’s efforts regarding environmental stewardship included:

- ◆ Respondents that rated the quality of life in the County as excellent or very good (50% versus 36% of those rated it as good, fair or poor); and
- ◆ Respondents aged 65 years and older (54% versus 36% of those under 45 years old).

When asked the single most important thing Lacombe County could do to protect the environment over the next 10 years, respondents more frequently mentioned managing and protecting water sources (18%). Other mentions include protecting land from development (14%) and enforcing stricter rules and regulations (9%). See Table 19, below, for additional comments.

Table 19: Most Important Thing Lacombe County Could Do to Protect the Environment over the Next 10 Years

	Percent of Respondents* (n=400)
Water management/protection/testing (ex. lakes)	18%
Protect land from development	14%
Stricter rules and regulations/following them	9%
More effective waste disposal	5%
Less corporations/monitor industry/oil industry	5%
Weed control	4%
Maintain what they are doing/continue what is being done	4%
Control pesticides/chemicals/manure usage	3%
Stay informed/educated/be more aware of the issues	3%
Educate/keep residents informed	2%
Better planning strategies	2%
Tree planning/maintenance	2%
Improve recycling	2%
Listen to tax payers	2%
Monitor air quality	2%
Other mentions (1% or less per mention)	10%
Don't know/Not stated	27%

*Multiple mentions

3.7 Respondent Characteristics

The following table provides a demographic profile of respondents surveyed.

Table 20: Demographic Profile of Survey Respondents

	Percent of Respondents
	(n=400)
Gender	
Male	50%
Female	50%
Division Representation	
Division 1	13%
Division 2	16%
Division 3	16%
Division 4	16%
Division 5	16%
Division 6	12%
Division 7	11%
Main Spoken Language at Home	
English	97%
Dutch	3%
German	<1%
Preference to Receive Written Communications in Language Other Than English (n=12)	
Yes	--
No	100%
Age Composition	
18 to 24 years	1%
25 to 34 years	3%
35 to 44 years	7%
45 to 54 years	22%
55 to 64 years	31%
65 years and older	35%
Mean age	59.5 years
Composition of age groups within household	
7 years of age and younger	7%

	Percent of Respondents
	(n=400)
8 to 12 years	11%
13 to 18 years	17%
19 to 44 years	28%
45 to 64 years	60%
65 years and over	37%
Total Household Size	
One	14%
Two	52%
Three	10%
Four	13%
Five or more	11%
Mean household size	2.6 people
Number of years residing in Lacombe County	
1 to 5 years	5%
6 to 10 years	5%
11 to 20 years	23%
More than 20 years	67%
Mean years residing in Lacombe County	34.0 years
Education Level	
Less than high school	11%
Graduate high school	30%
Some college, technical or vocational school	10%
Graduated college, technical or vocational school	31%
Some university	2%
Graduated university	16%
Dwelling Type	
Working Farm	56%
Acreage in a subdivision	9%
Acreage, not in a subdivision	26%
In a mobile home village or community	2%
In a hamlet	4%
Employment Status	

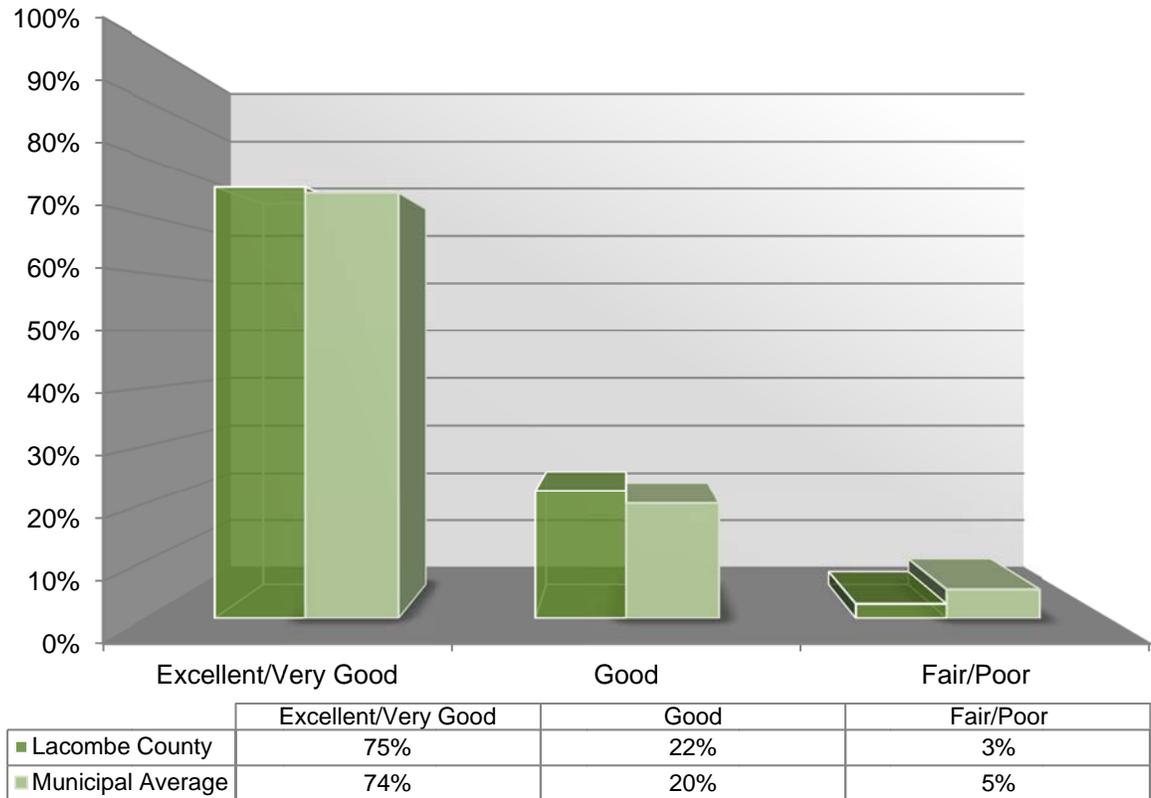
	Percent of Respondents
	(n=400)
Working full time, excluding self-employment (more than 30 hours per week)	24%
Working part time, excluding self-employment (30 hours per week or less)	7%
Self-employed as an agricultural producer working full or part time	23%
Self-employed working full or part time outside of the agriculture field	12%
Homemaker	5%
Student	<1%
Not employed	3%
Retired	26%
Home Ownership	
Own	97%
Rent	2%
Home Internet Access	
Yes	81%
No	19%
Work for Lacombe County	
Yes	1%
No	99%

Appendix A

Municipal Comparison



Table A: Would you say, overall, the quality of life is...?



Compared to 5 other municipalities, the overall quality of life is perceived to be higher by respondents in Lacombe County (97% versus 94%).

Factors that contribute to a high quality of life in Lacombe County as stated by residents include the availability and maintenance of roads and infrastructure, a quiet and rural or county lifestyle and the proximity and centralized location.

Appendix B

Survey Instrument



Lacombe County 2012 Environmental Perceptions Survey

Hello, my name is _____ with Banister Research, a professional research firm. We have been contracted to conduct a survey on behalf of Lacombe County. Your household has been randomly dialed to participate in this study. I would like to assure you that we are not selling or promoting anything and that all your responses will be kept completely anonymous. Your views are very important to the successful completion of this study.

[If they have questions about the study they can be referred to Blayne Petrowicz, Environmental Coordinator , 403-782-8968]

A. For this study, I need to speak to the (ALTERNATE: male/female) in your household who is 18 years of age or older. Is that person available?

- | | |
|--------------------------|--|
| 1. Yes, speaking | CONTINUE |
| 2. Yes, I'll get him/her | REPEAT INTRODUCTION AND CONTINUE |
| 3. Not now | ARRANGE CALLBACK AND RECORD
FIRST NAME OF SELECTED RESPONDENT |

B. RECORD GENDER: WATCH QUOTAS (50/50 split)

1. Male
2. Female

C. To ensure that we have proper geographic representation from across all of Lacombe County could you please tell me your six digit postal code?

____ _ RECORD SIX DIGITS
F5 Don't know/not stated

D. Just to confirm, are you a resident of Lacombe County?

1. Yes
2. No THANK AND END

E. To confirm your County division, could you please tell me in which of the following areas of the County do you reside? WATCH QUOTAS

1. Division 1 (Rob McDermant)
 2. Division 2 (Brenda Knight)
 3. Division 3 (Cliff Soper)
 4. Division 4 (Paula Law)
 5. Division 5 (Ken Wigmore)
 6. Division 6 (Keith Stephenson)
 7. Division 7 (Dana Kreil)
- F5 (Don't know)



F. [IF UNSURE] Can you please tell me the closest intersection?

_____ RECORD VERBATIM

G. This interview will take approximately 12 to 15 minutes. Is this a convenient time for us to talk, or should we call you back?

- 1. Convenient time CONTINUE
- 2. Not convenient time ARRANGE CALLBACK

H. About how long have you lived in Lacombe County?

- 1. Less than six months
- 2. More than six months; specify _____ RECORD NUMBER OF YEARS – GO TO Q.1

I. [If less than six months] Why did you move to Lacombe County?

_____ RECORD VERBATIM – Then Thank and Terminate

QUALITY OF LIFE

1. To begin, how would you rate the quality of life in Lacombe County for you and your family? Would you say, overall, the quality of life is ...? (Read list)

- 1. Excellent
- 2. Very good
- 3. Good
- 4. Fair
- 5. Poor
- F5 (Don't know)

2. In your opinion, what would you say are the three most significant factors contributing to a **high quality** of life in the Lacombe County? (**PROBE**)

- 1. Other - **SPECIFY**
- F5. Don't know/not stated

3. And, what would you say are the three most significant issues presently facing Lacombe County?

_____ RECORD VERBATIM
F5. Don't know/not stated

4. Thinking ahead to 10 years from now, what do you feel will be the three most significant issues facing Lacombe County at that point in time?

_____ RECORD VERBATIM
F5. Don't know/not stated

5. Thinking specifically about environmental issues, what do you feel are the three most significant environmental issues presently facing Lacombe County? [DO NOT READ, PROBE FOR TOP THREE]

1. Heath effects of pollution
 2. Water quality
 3. Maintaining recreational trails
 4. Maintaining eco-systems - nature, plants and animals
 5. Water quantity
 6. Air quality
 7. Fertile and healthy soils
 8. Waste generation and disposal of agricultural and household waste
 9. Invasive species
 10. Other; _____ RECORD VERBATIM
- F5 Don't know/not stated

6. Please rate you level of concern regarding each of the following in Lacombe County, where 1 is not at all concerned and 5 is very concerned. [REPEAT SCALE IF REQUIRED:] [RANDOM ROTATE]

1. Not at all concerned
 - 2.
 - 3.
 - 4.
 5. Very concerned
- F5 Don't know/Not stated
- a. Heath effects of pollution
 - b. Water quality
 - c. Maintaining recreational trails
 - d. Maintaining eco-systems - nature, plants and animals
 - e. Water quantity
 - f. Air quality
 - g. Fertile and healthy soils
 - h. Waste generation and disposal of agricultural and household waste
 - i. Invasive species

6A. Are there any other specific environmental factors that you are concerned about?

1. Yes – specify _____
 2. No
- F5 Don't know

7. Using a scale of 1 to 5 where 1 means not at all concerned and 5 is very concerned, how concerned are you about the environment, overall?

1. Not at all concerned
 - .
 5. Very concerned
- F5 Don't know/Not stated



7A. Why did you provide that rating? [FILTER BY Q.7=1,2 versus Q.7=3,4,5]

_____ RECORD VERBATIM

ENVIRONMENTAL BEHAVIOURS AND ACTIVITIES

8. Now I would like to ask you about your household's activities and behaviours. In the past 12 months has your household...?

1. Yes
2. No
- F5 Don't know

- a. Controlled your weeds on your property in accordance with the Weed Control Act?
- b. Undertaken regular maintenance on your water wells such as water testing?
- c. Diverted waste from a landfill by recycling inorganic materials
- d. Diverted waste from a landfill by recycling or composting organic materials
- e. Followed beneficial management practices when applying manure on your property
- f. Followed beneficial management practices when applying or storing pesticides on your property.
- g. Obtained information on an environmental topic or issue
- h. Taken part in a restoration project on your land or public land

9. [FOR EACH OF Q.8 c,d,g, h = YES, ASK] How often do you [INSERT TEXT FROM BELOW] [READ LIST, SINGLE MENTION]?

1. Once a week or more
2. Every two to three weeks
3. Once a month
4. Once every two to three months
5. Once every six months
6. Once a year
- F5 Don't know

- a. Divert waste from a landfill by recycling inorganic materials
- b. Divert waste from a landfill by recycling or composting organic materials
- c. Obtain information on an environmental topic or issue
- d. Taken part in a restoration project on your land or public land

10. Are there any other activities or behaviours that your household participates in to reduce your impact on the environment?

1. Yes _____ RECORD VERBATIM
2. No
- F5 Don't know



11. Thinking back to when you first began these activities and behaviours, can you remember what prompted you to start reducing your impact on the environment?
_____ RECORD VERBATIM
12. Is there anything preventing you from doing more to reduce your impact on the environment?
1. Yes _____ RECORD VERBATIM
 2. No
 - F5 Don't know
13. Is there anything Lacombe County can do to help alleviate these barriers, allowing your household to do more?
1. Yes _____ RECORD VERBATIM
 2. No
 - F5 Don't know
14. People participate in environmental activities and behaviours for a variety of reasons. Keeping this in mind and using a scale of 1 to 5 where 1 means strongly disagree and 5 means strongly agree, please indicate you level of agreement with the following statements. [ROTATE & READ LIST]
1. Strongly disagree
 - .
 5. Strongly agree
 - F5 Don't know
- a. I feel personally responsible to do the right thing for the environment
 - b. I benefit personally from the activities and behaviours I participate in
 - c. I feel that if most other people are participating in the activities and behaviours, I should too
15. Thinking specifically about environmental regulation across the Province of Alberta and using a scale of 1 to 5 where 1 means strongly disagree and 5 means strongly, please indicate you level of agreement with the following statements? [ROTATE & READ LIST]
1. Strongly disagree
 - .
 5. Strongly agree
 - F5 Don't know
- a. The aim of environmental regulation in Alberta should be to improve rather than to merely maintain the status of the environment
 - b. Environmental regulation will restrict the growth of Alberta's economy
 - c. Fewer environmental restrictions and regulations are required for Alberta's future

16. Please indicate if you are aware of each of the following?
1. Yes
 2. No
 - F5 Don't know
- a. The Alberta Provincial Government - Water for Life Strategy
 - b. The Alberta Provincial Government - Land-use Framework
 - c. The Alberta Weed Control Act
 - d. Lacombe County Strategic plan
 - e. Beneficial management practices for Agriculture production in Alberta

IF NO/DON'T KNOW TO ALL – SKIP TO Q.18

17. [FOR EACH AWARE OF ABOVE, ASK] Using a scale of 1 to 5 where 1 means not at all effective and 5 means very effective, in your opinion, how effective is [INSERT FROM Q.16]?
1. Not at all effective
 - .
 5. Very effective
 - F5. Don't know
- a. The Alberta Provincial Government - Water for Life Strategy
 - b. The Alberta Provincial Government - Land-use Framework
 - c. The Alberta Weed Control Act
 - d. Lacombe County Strategic plan
 - e. Beneficial management practices for Agriculture production in Alberta
18. Rating the credibility of each of the following sources of information regarding the environment, using a scale 1 to 5 where 1 means not at all credible and 5 means very credible, please rate the credibility of each of the following if you were look for information on an environmental topic? [ROTATE AND READ]
1. Not at all credible
 - .
 5. Very credible
 - F5. Don't know
- a. National environmental organizations
 - b. The Provincial Government
 - c. The Federal Government
 - d. Lacombe County
 - e. Local environmental organizations
 - f. Local schools
 - g. Corporations or businesses
 - h. Members of your family and friends
 - i. Local TV news
 - j. Local newspapers



19. And, thinking about ways that Lacombe County can communicate with you as a resident, about ALL types of information, not just regarding environmental issues, please rate the effectiveness of each of the following methods, using a 1 to 5 scale, where 1 means not at all effective and 5 means very effective? [ROTATE AND READ]?

1. Not at all effective

.

5. Very effective

F5. Don't know

1. Local community newspaper [i.e. [Rimbey Review, Eckville echo, Lacombe Globe]
2. inserts with County Utility Bill
3. Brochures or flyers in County facilities
4. Direct mail to home
5. County websites:www.lacombecounty.com
6. Lacombe County Facebook page
7. Lacombe County Twitter feed
8. Attend County Council Meetings
9. Local radio
10. Red Deer Advocate
11. word of mouth / friends / relatives

20. Are there any other ways of getting information to you that would be effective?

1. No other ways

2. Other – Specify

F5 (Don't know)

21. Using a scale of 1 to 5 where one means not at all satisfied and 5 means very satisfied, how satisfied are you with the Lacombe County's efforts with regards to environmental stewardship?

1. Not at all satisfied

.

5. Very satisfied

F5. (Don't know/not stated)

22. What would you say is the single most important thing the Lacombe County could do to protect the environment over the next 10 years?

_____ RECORD VERBATIM



DEMOGRAPHICS

In order for us to better understand the different views and needs of resident, the next few questions allow us to analyze the data into sub-groups. I would like to assure you that nothing will be recorded to link your answers with you or your household.

D1. What is your main language spoken at home?

1. English GO TO Q.D3
2. Other; specify: _____

D2. Would you prefer to receive written communications from the County in this language if it were available?

1. Yes
2. No
- F5 Don't know

D3. What is the highest level of education you have achieved? [READ LIST IF NECESSARY]

1. Less than high school
2. Graduated high school
3. Some college, technical or vocational school
4. Graduated college, technical or vocational school
5. Some university
6. Graduated university
- F5 (Don't know)

D4. What type of residence do you currently live in? Is it...

1. Working Farm
2. Acreage in a subdivision
3. Acreage, not in a subdivision
4. In a mobile home village or community
5. In a Hamlet
- F5 Don't know / Not stated

D5. In what year were you born?

_____ **RECORD YEAR**
F5. (Refused)

D6. Including yourself, how many people in each of the following age groups live in your household? How many are (**Read list. Record actual number**)

1. 7 years of age and younger
2. Between 8 and 12 years old
3. Between 13 and 18 years old
4. Between 19 and 44 years old
5. Between 45 and 64 years old
6. 65 years of age or older
- F5. (Not stated)



D7. What is your current employment status? (**Read list**)

1. Working full time, excluding self-employment (more than 30 hours per week)
2. Working part time, excluding self-employment (30 hours per week or less)
3. Self employed as a agricultural producer working full or part time
4. Self employed working full or part time outside of the agriculture field
5. Homemaker
6. Student
7. Not employed
8. Retired
- F5 (Not stated)

D8. Do you own or rent your home in the County?

1. Own
2. Rent
- F5 (Don't know)

D9. Do you have access to the Internet at home?

1. Yes
2. No
- F5 Don't know

D10. And finally, do you work for the County?

1. Yes
2. No
- F5 (Not stated)

RECRUITING

Lacombe County will be conducting further research in the future, including focus groups and interviews. Would you be interested in participating in follow-up research with Lacombe County?

YES – (CONTINUE WITH SURVEY)

NO – (THANK & END)

NO Response - (END)



Do we have your permission to collect and release your contact information to Lacombe County? Please be ensured that only your contact information will be released in this regard, and none of your responses to this survey will be linked to you in any way.

YES – (CONTINUE WITH SURVEY)

NO – (THANK & END)

NO Response - (END)

Please confirm your first name, telephone number, and email address so we may contact you in the future:

First name _____

Telephone number _____

Email address _____

That's all of the questions I have. Thank you very much for your participation in this study, your feedback is greatly appreciated.

