Albertans are into the outdoors & want more wilderness protected.

Here are some key facts from the first survey to measure Albertans’ outdoor recreation activities and their values toward wilderness.

The survey shows that most Albertans pursue a lifestyle rich in outdoor recreation, and they want governments to protect more protected wilderness areas where human activities are minimal.

94% of all adult Albertans believe that wilderness areas are important because they help to preserve plant & animal species.

98% of all adult Albertans want protection of water to take precedence over industrial development.

86% prefer non-motorized recreation methods over motorized recreation (90% of all adults believe motorcycles have no place in wilderness areas).

90% prefer to recreate with family or friends.

83% are wilderness protectors and would be willing to take personal risks to preserve wilderness for future generations, or to benefit humans.

Almost one-third of adult Albertans believe there are not enough places for non-motorized water recreation in the province.

29% feel there are not enough places to camp.

86% would like to see more wilderness protected.

AS ALBERTANS’ OUTDOOR RECREATION ACTIVITIES INCREASE, WE NEED TO ENSURE that we don’t lose our wilderness to death, and that Albertans remain healthy for future, wildlife, water and for our children and grandchildren.

All of us—individuals, governments, municipalities, big and small towns—have a responsibility to see our wilderness sustained. Help ensure the sustainable recreation lifestyle that you have so much more.

View the survey and learn what easy steps you can take to protect our wilderness at www.cpaws-aoschtoberland.org.

This report was commissioned by the Canadian Parks and Wilderness Society-Alberta and Northern Rockies chapter and printed by CNW Group. The opinions and conclusions expressed are those of the authors and do not necessarily represent those of the sponsors. For more information, please visit www.cpaws-aoschtoberland.org.

We wish to acknowledge the traditional territories of the Blackfoot, Stoney Nakoda, Tsuut’ina, Kainai, Siksika, Chinook, Blood and Tsuut’ina First Nations and other Indigenous peoples who have lived on this land since time immemorial. The current structure of the organization is a product of the many people involved in this project. We thank them for their support. The survey was conducted by First Research from May 5 to May 11, 2013.

Almost one-third of adult Albertans believe there are not enough places for non-motorized water recreation in the province.

Almost one-third of adult Albertans believe there are not enough places for non-motorized water recreation in the province.