

1_1. [Nature and being outdoors is an important element of my family's recreational activities] To what extent do you agree or disagree with the following:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		PRESERVING NATURAL AREAS
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Extremely important
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1012	132	94	57	364	269	96	194	280	382	219	732	457
Weighted	1012	136	107*	66*	388	243	72*	203	284	365	219	727	445
Nature and being outdoors is an important element of my family's recreational activities													
Strongly agree	434	59	46	25	159	106	39	78	141	150	101	301	270
	43%	43.0%	43.0%	38.0%	41.0%	44.0%	54%	38.0%	50.0%	41%	46.0%	41%	61%
Somewhat agree	476	64	48	32	182	120	30	95	123	184	90	357	153
	47%	47.0%	45.0%	48.0%	47.0%	49.0%	42%	47.0%	43.0%	50%	41.0%	49%	34%
Somewhat disagree	86	11	13	9	37	13	3	22	17	29	26	55	19
	8%	8.0%	12.0%	14.0%	9.0%	5.0%	4%	11.0%	6.0%	8%	12.0%	8%	4%
Strongly disagree	16	2	0	0	10	4	0	8	3	2	2	14	4
	2%	1.0%	-	-	3.0%	2.0%	-	4.0%	1.0%	1%	1.0%	2%	1%
Summary													
Top2Box (Agree)	910	122	94	57	341	226	69	173	264	334	191	658	423
	90%	90.0%	88.0%	86.0%	88.0%	93.0%	96%	85.0%	93.0%	91%	87.0%	90%	95%
Low2Box (Disagree)	102	13	13	9	47	17	3	30	19	31	28	69	22
	10%	10.0%	12.0%	14.0%	12.0%	7.0%	4%	15.0%	7.0%	9%	13.0%	10%	5%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_2. [Natural areas are important for my family's well-being] To what extent do you agree or disagree with the following:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		PRESERVING NATURAL AREAS
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Extremely important
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1012	132	94	57	364	269	96	194	280	382	219	732	457
Weighted	1012	136	107*	66*	388	243	72*	203	284	365	219	727	445
Natural areas are important for my family's well-being													
Strongly agree	505	71	56	19	204	115	39	97	147	172	109	362	317
	50%	53.0%	52.0%	29.0%	53.0%	47.0%	54%	48.0%	52.0%	47%	50.0%	50%	71%
Somewhat agree		C	C		C	C	C						
	472	59	42	47	167	123	33	101	129	175	99	341	122
	47%	44.0%	39.0%	71.0%	43.0%	51.0%	46%	50.0%	45.0%	48%	45.0%	47%	27%
Somewhat disagree			ABDEF										
	28	3	9	0	12	4	0	3	6	17	11	17	5
	3%	2.0%	9.0%	-	3.0%	2.0%	-	2.0%	2.0%	5%	5.0%	2%	1%
Strongly disagree			ACDEF										
	7	2	0	0	4	1	0	2	2	2	0	7	1
	1%	2.0%	-	-	1.0%	0	-	1.0%	1.0%	0	-	1%	0
Summary													
Top2Box (Agree)	977	131	98	66	372	239	72	198	276	347	209	704	439
	97%	96.0%	91.0%	100.0%	96.0%	98.0%	100%	97.0%	97.0%	95%	95.0%	97%	99%
Low2Box (Disagree)			B			B	B						
	35	5	9	0	16	4	0	6	8	18	11	24	7
	3%	4.0%	9.0%	-	4.0%	2.0%	-	3.0%	3.0%	5%	5.0%	3%	1%
			CEF										

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_3. [Given the choice, my family and I would prefer to spend our time outdoors, in nature, rather than inside] To what extent do you agree or disagree with the following:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		PRESERVING NATURAL AREAS
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Extremely important
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1012	132	94	57	364	269	96	194	280	382	219	732	457
Weighted	1012	136	107*	66*	388	243	72*	203	284	365	219	727	445
Given the choice, my family and I would prefer to spend our time outdoors, in nature, rather than inside													
Strongly agree	362	45	40	16	141	83	36	60	120	129	78	264	219
	36%	33.0%	38.0%	25.0%	36.0%	34.0%	50%	29.0%	42.0%	35%	36.0%	36%	49%
Somewhat agree							ACDE		G				
	521	75	44	38	199	134	31	113	130	189	108	374	204
	52%	55.0%	41.0%	57.0%	51.0%	55.0%	44%	56.0%	46.0%	52%	49.0%	51%	46%
Somewhat disagree		B				B		H					
	111	12	22	12	40	21	3	22	31	42	30	74	18
	11%	9.0%	21.0%	18.0%	10.0%	9.0%	5%	11.0%	11.0%	11%	14.0%	10%	4%
Strongly disagree			ADEF	EF									
	18	4	1	0	7	5	1	7	3	5	3	14	5
	2%	3.0%	1.0%	-	2.0%	2.0%	1%	4.0%	1.0%	1%	1.0%	2%	1%
Summary													
Top2Box (Agree)	883	120	84	54	341	217	68	173	250	319	186	639	423
	87%	88.0%	78.0%	82.0%	88.0%	89.0%	94%	85.0%	88.0%	87%	85.0%	88%	95%
Low2Box (Disagree)		B			B	B	BC						
	129	16	23	12	47	26	4	30	34	46	33	89	23
	13%	12.0%	22.0%	18.0%	12.0%	11.0%	6%	15.0%	12.0%	13%	15.0%	12%	5%
			ADEF	F									

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base