A Values Profile for a Healthy, Sustainable Corner Brook Community

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We now live in a world where urbanization has become the norm. Approximately half the world now lives in cities (O'brien, 2008). In recent years for a province like Newfoundland and Labrador which has relied heavily on one industry, the fishery, this statistic holds a lot of meaning. For well over a century there has been a continuing movement from Newfoundland to other parts of Canada and the US. Between 1971 and 1998 alone, net out-migration amounted to 20% of the province's population. This exodus has become a significant part of Newfoundland culture (Bowering Delisle, 2008). Communities have declining populations because families can no longer afford to live in their communities. For places like Corner Brook though citizens do not feel the urge to move to bigger urban centers like St. John's or places on the main land. The purpose of this paper is to outline values which may be keeping Corner Brook residents from uprooting their families to move to bigger urban centers such as St. John's, in order to be able to support their families, get experience in their fields or to just acquire a job like so many other people around the province.

Introduction

Defining Community

In den Otter and Beckley's, *This is Paradise,* community is defined as: "a place (geographical element), in which people with some degree of shared identity and norms(values element),interact within a common institutional framework (organizational element)."

This could have been a good definition of community for the people of Corner Brook years ago when the mill was running at its peak. But with the world turning digital and the need for paper diminishing, the mill cannot be relied on to bring income to families as it used to be. Right now the mill is the third major employer for the city, behind health care and education, with the government coming in a close fourth (Labor Force by Industry, 2011). Health care, education and government jobs seem to be more transient and less reliable than employment from the mill. These fields seem to attract a more ethnically and professionally diverse population who is more transient and less attached to the old values associated with the paper mill. Most people come to Corner Brook to work in those industries to gain experience in order to go somewhere else where they are better suited or to make more money. This also poses a problem for keeping people in Corner Brook nowadays because the younger generations of people coming out of the university or local colleges in the area choose to go away in order to gain experience or to simply get a job. The purpose of this paper is to try and find some of the values that shape the attitudes of the citizens of Corner Brook toward the environment, how these values have changed over time (2002-2010) and why there is hope for the community not only to survive but also to flourish.

Defining Values

The term 'values' has been used broadly to refer to ones interests, pleasures, likes, preferences, duties, moral obligations, desires, wants, goals, needs, aversions and attractions, and many other kinds of selected orientations (Williams, 1979, p.16). Values are standards that are to a large extent derived, learned, and internalized from society and its institutions. These standards guide the development of a socially defined sense of self as a competent and moral member of society (Rokeach, M., 1979, p.6).

Michael Lockwood in his article *Integrated value theory for natural areas*, defines values as noncompensatory preferences. A noncompensatory preference is a term meaning that a reduction in quantity or quality of the entity cannot be compensated for by a change in another entity (Lockwood, 1997, p. 85). Functional values can be defined as the purely technical contributions one entity might make to the existence of another entity in a particular state (Lockwood, 1997, p.84). While people are willing to substitute one inessential preference for another, essential social and biological functions like being near nature or live in a safe environment are priceless (Lockwood, 1997, p.85). This paper will use the term values in the following acceptance: the people's preferences including noncompensatory preferences for the environmental and social amenities and attractions provided by the community to make it better than another.

The Humber River Basin Project

This paper is part of a research project that will be conducted during the summer of 2011 called the Humber River Basin (HRB) Values Project. The pilot project was only conducted within the city of Corner Brook and will be broadened to include the whole Humber Valley region and eventually the whole province to find why smaller communities found within the region are not being affected by the lack of job opportunities and poor economies.

The project will be based on issues being faced by decision makers concerning the sustainability of the Humber River Basin and the environments found within it. The HRB hopes that by identifying common priorities across provincial, federal and university fields, a proposed action plan will be coordinated in order to address key issues associated with land-use planning more specifically economic development and sustainability (Strickland, 2011). The Humber Basin area hopes to take advantage of the recent development of land-use in the area which will hopefully provide new opportunities to develop the local economy. This development will allow the province of Newfoundland and Labrador to look at economic prospects in such areas as business, tourism, recreation, cultural industries, and other areas. The HRB project hopes to bridge the gap between economics and ecology by responding to the government's industrial strategy whereby it will increase research and development by promoting expansion of goods and services and employment in the area (Strickland, 2011). To be sustainable means to meet the needs of the present while not compromising the abilities of future generations to meet their own needs, so the management of both natural and human resources is of major importance. The HRB Project hopes to work with both individuals and institutions as much as possible to ensure as much assessment as possible in the province (Strickland, 2011).

It is a human values study which will be used to provide background information on public values, perceptions and attitudes toward natural resource and environmental issues in the HRB. A mixed method approach will be used, comparing data collected through Statistics

Canada, the Newfoundland and Labrador Statistics Agency, the town of Corner Brook and a report done up by Michael den Otter and Thomas Beckley called *'This is Paradise': Community Sustainability Indicators for the Western Newfoundland Model Forest.* This information will be used along with the data collected from the HRB survey (Fig. 38) to compare how values have changed or stayed the same for citizens of Corner Brook. The survey is an adapted version of the World Values Survey, using only questions deemed relevant for the HRB region. The World Values Survey (WVS) is a global network of social scientists who have surveyed the basic values and beliefs of the people in more than 80 societies, on all six inhabited continents. The World Values Survey is a worldwide investigation of sociocultural and political change. It is conducted by a network of social scientist at top universities around the world (WVS, 2011). The concepts used were sustainable use of natural resources, sustainable development of the communities and stewardship of the environment. The questions were designed to allow one to understand what the respondent's values are.

Corner Brook

The city of Corner Brook is the biggest community on the west coast of Newfoundland, and is the main service line for the coastal regions. Corner Brook is known for its breath taking scenery with an abundance of outdoor activities which can be enjoyed by people of all ages. Corner Brook is an aging community, where the average age is 43.6 years, with the population below the average declining and the population above it increasing between 2001 and 2006 (Community Profile, 2006). The city is heavily dependent upon a dying industry, the Corner Brook Pulp and Paper mill. The mill currently employs 700 people (Kruger, 2011), but last year employers agreed to take a 10% pay cut to help the company cut costs and keep operating and 15 employees were laid off (foresttalk.com, 2010). Corner Brook is also heavily dependent upon its three post secondary schools, Academy Canada, College of the North Atlantic, and Memorial University, Grenfell Campus which combined have a total of approximately 2,700 students, faculty and staff (Corner Brook – Room to grow as a "College Town", 2011).

The population of Corner Brook is declining from 21,893 people in 1996 to almost 2000 people less, with only 20,083 residents calling Corner Brook home in 2006 (Community Profile, 2006). This population decrease was most likely due to the lack of job stability on the west coast. Many of the young families in Corner Brook have had to leave to be able to support themselves, and be able to raise their family properly. This should change in the next few years though with a large amount of people in the Corner Brook area retiring. This along with the opening of the Churchill Falls hydro will hopefully allow the younger generation to be able to come back knowing that they will be able to support their families.

With population declining in Corner Brook, one would think that there would not be a need for housing in the area; however this is not the case. Corner Brook's population has declined almost 8% between 1996 and 2006 while the total dwellings have increased by almost the same percentage (Statistics Canada, Population and Dwelling Counts, 1996, 2006). The prices on housing have gone up about 14% between 2009 and 2010 and more than double that amount from 2008 and 2010 where prices went up a whopping 31% (Hurley, August 10, 2010).

Corner Brook is currently facing a shortage of rental places within the Corner Brook community. This is especially hard on students looking to go to school here in the community and would rather not live on campus. In 2009 the residential vacancy rates were at or near

historical lows throughout all of Newfoundland and Labrador, decreasing from a high in 1997 of 15.4% to just 1% in 2009 (Economy 2010, 2010). Corner Brook (0.4%) had the lowest vacancy rate in the province followed by St. John's (0.9%) and Gander (1.6%) (Economy 2010, 2010). The lack of vacancy may be due to Newfoundland and Labrador boasting the lowest rental fees in Canada, but that may change as the average monthly rent for a two-bedroom apartment in Newfoundland and Labrador was $634 in 2009, up from $596 the year before (Economy 2010, 2010). Improved market conditions should only push rent up further in the next few years. Now that the university is expanding, and a new crop of people coming in to fill the void of people retiring in the next few years, the vacancy rate might get even lower which would coincide with rent getting higher.

What do the people of Corner Brook value when it comes to their community and the surrounding environment?

Methodology

This paper will use both subjective and objective indicators to draw conclusions on the values brought forward. Objective indicators are information which is collected from data sets, such as, 'Community Profiles' found within Statistics Canada(den Otter and Beckley, 2002) or 'Community Accounts', found within the government of Newfoundland and Labrador web site (den Otter and Beckley, 2002). The subjective indicators, which are formed from a community self assessment, will be taken from the HRB survey. Den Otter and Beckley's *This is Paradise* can be used for both subjective and objective indicators to compare data from 2002 with data currently collected.

The survey used for this paper was constructed by the HRB team using questions found within the World Values Survey. It was originally planned that Corner Brook would be broken up into twenty-one neighborhoods, with each neighborhood having so many interviewees to get a realistic outcome to meet the views of the population. This had to be scrapped after running into problems with the ethics board over different areas of the survey. The main problem the board had, was the use of high school students to help conduct the surveys. Legal restraints could not allow Grenfell or HRB staff to accompany a student outside of high school hours, which was the only time students were accessible. Due to time constraints it was decided to have surveys conducted at common local areas, like the mall and a local church with hopes that we could still get an accurate comparison of surveys conducted and the total population.

The survey itself ran into some minor problems to be adjusted for the major project to be done in the summer by the HRB. Many people had a hard time sitting through much of the survey, for it was too long. The surveys were taking anywhere between five and twenty minutes, leaving a lot of people frustrated and just wanting the survey to be done. This could have lead to inaccurate answers due to people answering without thinking about their answers and just saying something for the sake of getting the survey over with. This had been a problem from the start in this survey, with HRB members having to change the survey around a number of times to try and make it shorter while still using the survey answer questions about the values of the citizens of Corner Brook towards the environment.

A number of the questions asked from the survey were found to be too vague by many of the people interviewed. The first three questions on the survey about recreation, acting

sustainably and living sustainably, people had a hard time answering. For things like hunting, biking and fishing many of the interviewees had done them before but not on a regular basis or had done them in their past, but had to give them up for certain reasons. It was recommended by most people interviewed to make the questions more generalized by either giving the questions a time line like "In the past five years have you ever participated in the following:..."

The HRB pilot survey cannot be used as a good comparison for the rest of Corner Brook though due to the differences from those interviewed and the total population. Many of the people interviewed in this survey were either students or people under the age of thirty five which is well off the total average age for Corner Brook which is forty four (Community Profile, 2006). This unfortunately could have lead to inaccuracies throughout the survey. Today's youth have lost touch with a lot of the traditions found within many aging communities throughout the province. These are traditions like those found in question 3 of the survey (Fig. 5 and 6). Many young people today, no longer see the environment as a source of food but more as a recreational site for them to do things like snowmobile and go for hikes (Hood, Martin, Mclaren and Jackson 2011).

This survey was conducted throughout the month of March at three different locations, the Corner Brook Plaza, a local church, and at Grenfell Campus. All together there were 64 people interviewed for the survey with 23 being male and 40 being female, and one survey being invalid.

Values that will be looked at in this paper will be stability, generosity, life satisfaction, caring for the environment, traditional way of life, and an out-going community. These values were picked to represent indicators that hypothetically show what is keeping the people of Corner Brook in their community. These values will be tested against the survey results.

Stability

A big thing for anybody in any community would be to have some stability. Whether it is having a stable income, being able to make time for family and work or family and leisure, or work and leisure, people need to have stability in their lives. In question eleven of the survey people were asked to indicate which descriptions best suited them. One of the descriptions was a person who liked to live in secure surroundings. Forty-eight people out of the sixty-four surveyed, or seventy-five percent, said that they would like to live in a secure surrounding (Fig. 21).

The net migration in 2006 for Corner Brook and surrounding areas was 0.2% or 45 individuals, compared to the province which was -0.6% or -3,015 individuals in 2006 (Community Accounts, 2011). To find out this data the Newfoundland and Labrador Statistics Agency used what is called the residual method whereby subtracting the current population from the previous year and removing any births or deaths that would affect the overall population. The remaining people are what make up the net migration.

In Corner Brook and surrounding areas approximately 13% of the population migrated between 2001 and 2006, whereas the percentage for the whole province is 14% (Community Accounts, 2011). It was found in the HRB survey that 25 of 64 people interviewed had only been in the province for five years or less most likely because they were students or because they had moved here for employment. Most of the migration that is happening in Corner Brook is most

likely from young people having to leave in order to pay off student debts or to gain experience in their fields (Canadian Policy Research networks, 2008). Often times those who migrate away from Corner Brook for experience or to pay off their student loan come back as soon as they can (den Otter and Beckley, 2002).

Having stable employment is a very important aspect to someone's life. Most people want to settle down in an area where they are able to support themselves and their families. Corner Brook is very well off in this category scoring better than the provincial average in all employment categories. In 2006, there was a 0.8% 5-year change in employment, which is up from 1994 numbers where there was a -7.3% 5-year change in employment (Community Accounts, 2011). The overall employment rate for Corner Brook and the surrounding area in 2005 for people between the ages of 18 – 64 was 78% which is higher than the provincial average for the same period which was 76.7% (Community Accounts, 2011). The unemployment rate for Corner Brook and the surrounding area for citizens between the ages of 18 and 64 was 14.4%, which is down from the provincial unemployment rate of 18.5% (Community Profile, 2011). With over 75 percent of women being employed in health care, health care is the leading occupation for females in Corner Brook while 93 percent of men employed in Corner Brook work in construction or a related area (Community Accounts, 2011). Construction is booming right now in Corner Brook with the new City Hall and the Grenfell Campus Observatory at Grenfell campus set to open sometime in 2011 (Kean, 2010, August 30 and City Hall, 2011). Even more jobs will be created with the new hospital set to be open and running by 2017 both in construction, with the building of it, and in healthcare once it is opened (Kean, 2011, April 21). All this employment could explain the low unemployment rate in Corner Brook right now (Community Accounts, 2011).

Not only does a family need stable employment to be able to survive in a community but they also need stable family ties. When asked what the most important thing in their life was out of the 64 people surveyed in the HRB survey 62 thought family was very important (Fig. 9). In 1996, Corner Brook had a median household income of just a little over $36,500 (den Otter and Beckley, 2002). As a comparison in the HRB survey the median household income was said to be between 40,000 and 60,000 dollars (Fig. 38). The median for the amount of people in Corner Brook who make an income, ages 15 and up 16,080 with 7,570 being male and 8,510 being female. The median income for people aged 15 and up is $21,057 after taxes but shows the major difference between genders with males making over $10,000 more than females, with males making $27,494 after taxes and females $16,984 after taxes (Community Profile, 2011). This however, is not only a problem found in the community of Corner Brook, but a female discrimination issue found throughout Canada. In 2007, then premiere Danny Williams made an election promise whereby young couples would be given 1000 dollars for every child born in an effort to combat a sagging birth rate and outmigration sapping the province (Budget: It's a Bouncing Baby Bonus, 2008)

Generosity

Newfoundlanders and Labradorians have always had a great reputation for their generosity (Roach, 2003, p.4). This was best seen on September 11, 2001 after the twin towers were bombed in New York and 6000 people were rerouted to Gander, and those affected by the

disaster will probably never forget the hospitality they were met with (Roach, 2003, p.4). The province is world renowned for the hospitality of its citizens and is a major reason why people love to live here so much. In the HRB survey, when asked which characteristic is most comparable to them, approximately 97 percent of the people compared themselves to someone who is helpful (Fig. 21). Nearly 70 percent said that they were in some kind of voluntary organization (Fig. 3) and over 90 percent said if they have the chance to buy locally they would (Fig. 7). The significance of supporting local businesses is to preserve local character, creates jobs, and brings money into the local economy among other things (Why Support Locally Owned Businesses, 2011). Forty-nine of the sixty-four people interviewed said they had been to the local farmers market (Fig. 3). By supporting locally owned businesses you are also able to cut back on your global foot print (Why Support Locally Owned Businesses, 2011).

Corner Brook is also a very tight knit community, when there is a calling for a need for volunteers there is usually never a problem rounding people up. The East Coast Music Awards or ECMA's in 2009 and the Canada Winter games in 1999 were two examples shown by the people of Corner Brook of how they can come together as a community to help support good causes.

Life satisfaction

Many people today find it hard to settle down for one reason or another. Whether it is the lack of employment opportunity, lack of income security, or just needing a change of scenery people find it hard to stay in one place for too long. To the other extreme often times people would love nothing else than to settle down because they are starting a family, have found permanent employment or just because the community fits their life style.

In interviews conducted by den Otter and Beckley in 2002, they found that in almost every interview conducted people showed concern for the declining population. Most people blamed this on the fact that young people were unable to find work in rural communities. Young people often finish their post secondary training either away or at home and then find they have to leave in order to gain experience; the lack of young people also had to do with the fact that there were fewer births in the region (den Otter and Beckley, 2002, p. 23).

In question 6 of the HRB survey, people were asked to rank if they thought the west coast was getting better or worse. Roughly about 70 percent answered that life was either getting better or staying the same (Fig. 11). Corner Brook is a very good place to settle down, in 2009 Newfoundland was well under the national average when it came to crime, ranking only behind Ontario, New Brunswick and PEI for total crime and ranked second behind PEI for violent crimes (Police Reported Crime indexes, by province and territory, 2011). Corner Brook also boasts some good educational facilities. The Western Newfoundland and Labrador School District controls five elementary schools, two junior high schools and one high school in the Corner Brook area as well as a private school run by the Catholic School Foundation. School buses are accessible to children located too far away to walk and the schools are spaced out around the town. Corner Brook also has three post-secondary campuses (Education, 2011). Corner Brook also offers the opportunity for a healthy lifestyle.

Outgoing Community

Corner Brook is known around the province of Newfoundland and Labrador as being a haven for outdoor enthusiasts. The Corner Brook area has a lot of potential to offer in the way of outdoor activities from down-hill and cross country skiing, snow-shoeing and ice-climbing in the winter to boating, biking and climbing in the summer, there is no shortage of things to do in the outdoors. Roughly 76 percent of the people surveyed in the HRB survey thought of themselves as an adventurous type person (Fig. 21) and almost 88 percent of those interviewed said they loved visiting the forest (Fig. 1). Corner Brook and the surrounding areas have many opportunities to offer those who just love to get in the outdoors. From the Lewis Hills and Blomidon Mountains for the hard core adventurers who may be in search of the deep powder in the winter or the beautiful views year round to Cedar Cove and Bottle Cove for those who just want to get out for a day hike, there is no shortage of nature to be experienced in the area.

For those who are not so much interested in getting out into the wilderness but still enjoy a healthy lifestyle, Corner Brook has a variety of facilities to offer as well. Some of the key assets that enhance quality of life and promote active, healthy lifestyles which can be found around the community include children's playgrounds, a variety of sport fields and outdoor courts, a world class walking trail system, and an array of indoor sport facilities (Parks and Recreation, 2011). Not to mention that Marble Mountain is only a few minutes' drive outside of Corner Brook and there are two cross country ski trails found within close proximity. Corner Brook has also just been granted 2.7 million dollars in federal transit money to provide bike lanes, bus shelters and a transfer station to be built next to the new city hall (Share the Road, 2010, May, 10). A Statistics Canada study found that people who walk or bike to work are more likely to enjoy commuting than those who use motorized transportation (O'brien, 2008, p.291).

In 2005 Newfoundland and Labrador's obesity rate was well over the national average and was the highest of all provinces and territories. (Health – Obesity, 2011). In a pole done by the Canadian Fitness and Lifestyle Research Institute (CFLRI), it was found that youth who are physically active in and outside their school have rated the quality of their lives higher than those who are less active (O'brien, 2008, p. 291-292).

Caring for the Environment

The citizens of Corner Brook are spoiled with the amount of natural beauty they have surrounding them. Between the mountains, forests, ocean and wildlife sometimes it can be like living in a post card and most people want to keep it this way. When asked what they thought was more important, protecting the environment or economic growth 64 percent of those interviewed for the HRB survey said protecting the environment took priority (Fig. 15). Over 75 percent of the people surveyed responded that they would either take a pay cut or a tax increase in order to prevent the degradation of the environment (Fig. 17). According to data collected from the HRB survey, the people interviewed thought that water and the forests are our main natural resources in the area, followed by land and wildlife (Fig. 13 and 14). This was not a surprise seeing how much importance is put upon forestry in the community and a good source of drinking water is vital to any community. Oil was found least important (Figure 13 and 14),

but not because it was not a big part of the community, but more so because there was no oil being drilled or extracted in the area.

In den Otter and Beckley's report, many people didn't think that the mill posed many health risks. Well that was 2002, since then there have been a few reasons to have causes for concern. Environment Canada alleges that a line which was used to transport sodium hydroxide from a tanker to the mill's steam plant failed in October 2007, resulting in the leakage of approximately 7,400 liters of the chemical entering a storm sewer and subsequently flowing into the Humber arm. The strongly alkaline substance used in making paper can alter the pH level water enough to seriously harm or kill fish (Update on Paper Mill Court Case Set Over, 2010). The mill was fined in July of 2010 for $50,000, a small price for the amount of damage that could have been done to the surrounding marine ecosystem (Corner Brook paper mill fined $50,000).

Air quality has been brought to the forefront in the past year due to the Corner Brook Pulp and Paper mill planning to burn tires as an alternative energy source. This was quickly abolished after protests from the local people about their fears of what could happen in the future (Kean, G., 2010 November, 22). Environmental concerns in connection with using tires as an alternative fuel in Pulp and Paper mill boilers include the emission of sulfur oxides, nitrous oxides, chlorine and particulate matter which could contain heavy metals (Pegg, Amoyette et al., 2007, p. 6). Fifty-four of sixty four people interviewed viewed air quality as being a concern in their community.

Water quality was seen as being a concern by over 87 percent of the people interviewed for the HRB survey (Fig. 19). In 2005 there were 232 boil water advisories in 150 communities with more than 42,000 people being affected, and this was just in the first three months (Sabau and Haghiri, 2008, p. 169). The community of Corner Brook is currently in the planning stages of building a water treatment plant, a water storage reservoir, transmission mains and a pumping facility to be located off the Trans Canada Highway west of Exit 5, allowing Corner Brook and surrounding areas to have drinking water for generations to come (Water Treatment Plant, 2011). The construction of the plant has recently been put on hold as bids for the project all came in over budget. The construction comes with a $43 million price tag which is to be cost shared between the city, provincial and federal governments. Once approved, the City has been told that it should only take approximately 18 months to finish the project (Hurley, 2011).

Sewage management was seen as being the most important concern with 59 of 64 people saying it was an environmental concern in the Corner Brook community. The province of Newfoundland and Labrador ranked at the bottom for all provinces in both total waste disposed and total waste diverted (Statistics Canada, 2007, p. 192). Total waste disposal went up between the years 2000-2004. 398,818 tons of waste was disposed of in 2000 compared to 400,048 tons of waste which was disposed of in 2004. This shows at least that the province is trying to make steps in the right direction. The same cannot be said however for total waste diverted where there was a drop off from the year 2000 where total materials diverted was 38,386 tons down to 35,308 tons in 2004 (Statistics Canada, 2007, p. 192).

In May 2005, the City of Corner Brook initiated a Mandatory Curbside Recycling Program in which residents have to separate their recycled materials from the rest of their garbage and place them in blue plastic bags. The benefit of this program is to extend the life of the Wild Cove Landfill while reducing the community's carbon footprint. The city only recycles

material made from paper so there is still a ways to go in this area. Over 89 percent of the people in the HRB survey said that they recycled (Fig. 3).

Traditional Way of Life

A traditional way of life has always been a very important value in the lives of Newfoundlanders and Labradorians. This includes hunting and gathering for food. One would not get this impression however from the HRB survey. The majority of those interviewed said they do not hunt, fish, or snare when it came to recreational activities (Fig. 1). Years ago the residents of this province had no other choice but to rely on these activities for their own personal consumption, it wasn't strange to see someone growing their own food, building their own houses or having to cut wood for fuel (Cadigan, 2009). Nowadays, maybe because of the convenience of grocery stores, smaller households or maybe because everybody's too busy to make time for these activities, they seem to be of less importance. Almost every category in the question about personal consumption answered with not very often or not at all. In fact the only category to have a result where people actually participated was berry picking, and this no doubt, is more for personal enjoyment rather than personal consumption.

A traditional way of life was also seen as being the least important characteristic reported by those surveyed and the same could be said for when they were asked to compare themselves to different personality description. This may be because of the people surveyed however, 67 percent of the people interviewed were under the average age of Corner Brook (Fig. 27), and most of them were well under the average age. It is a sign of the times however, not only for Corner Brook, but for the whole province. The fishery seems to be a dying industry here, and with the lay-offs at the Pulp and Paper mill, it too may be a dying industry in years to come.

Data Analysis

For the data analysis of the HRB survey I used PSAW Statistics 18 (SPSS) to form statistics to find the means, medians and frequencies of the results found. For the objective portion of the paper I referred to information collected from Statistics Canada, the Newfoundland and Labrador statistics agency, and statistics found within the Corner Brook web page along with journals and newspaper articles.

The data for each value was chosen because it represented a part of the value which would make was seen as an important aspect of the value. Some of the values talked about could be called psychological preferences, but a lot of them could be considered noncompensatory.

For stability, to have secure surroundings would be considered a noncompensatory preference. There are not many people nowadays who would not want to bring their families into a place they do not feel comfortable. Things like employment and unemployment rates and median household income rates are always looked as being an noncompensatory preference to someone to move into and raise a family in a certain community, but could also be considered intrinsic to someone looking for a certain lifestyle, which is why family was taken from the survey. Information taken concerning males and females (income and employment) were taken for comparison sake, and used to show just how much we still have to come along and where they stand when it comes to employment.

Newfoundlanders have always been known for their generosity. The fact that being helpful was the most popular answer during the question about comparing yourself to a trait was what one would expect. When it comes to buying locally, most people want to help out within their communities as much as possible and are always willing to give back to something they believe in, which would be their community. Newfoundlanders and Labradorians are very proud individuals who believe in their communities and are usually willing to do anything to help each other out. These would be considered intrinsic values to most people but to a Newfoundlander and Labradorian, many would make it noncompensatory.

Life satisfaction is what everybody strives for, and this is what usually sends the younger people away from the area. Very often people have to leave an area and come back in order to obtain this. For cases like Corner Brook, often times it is to gain experience or for the pay, but sometimes people just need a change of scenery or because they have the travel bug. They always seem to come back though, and believing that the west coast is getting better is often the reason for this. The fact that Corner Brook is getting a good name for schooling is a major credit towards this along with crime rates being low and the fact that there is so much to do here. Having the chance to raise your kids in a safe environment where they can get a good education is definitely a noncompensatory value.

Corner Brook is surrounded by natural beauty. It is an outdoorsy person's dream location. The hikes that can be found in and around Corner Brook and surrounding areas can be used by beginners or experts. This is why visiting the forest was a noncompensatory preference for many who live in Corner Brook. For those who are active but don't have time or feel the need to make it into the forests, Corner Brook still has much to offer, from ice skating, to tennis, to a great gym facility, all of which can be found in the recreation section of the Corner Brook website. The city itself is also making it so that it is easier for people to get out, by starting the new bike trails which can be found all over the city. This is a noncompensatory preference not just so that people can be more active and feel safe doing it, but also because it is good for the environment. Obesity also needed to be added in here just for the fact that it is such a major concern for the province.

Caring for the environment is the most important value in the whole paper. The people of Corner Brook, in many ways rely on the environment. Whether it is for recreation, self sustainability, work, or just for the scenery, the last thing anyone from this area would want to see is the environment being damaged in any way. But it is a touchy subject because to a lot of people it could be considered an intrinsic value. It is easy to say one thing but when faced with a good development proposition it would be hard to pass up. It seems Corner Brook is very much community based and as long as it doesn't harm the look of the community and brings something back to the community they would be willing to support it this is why water quality and sewage management were so important for those interviewed . These are two very important aspects that Corner Brook residents think need to be changed. It was good to see the people of Corner Brook rally together to show their disapproval of tire burning by the mill yet they are willing to put up with a horrible recycling program which could help cutting down on garbage that ends up in the dump. But in the end, the residents of Corner Brook hold noncompensatory values towards environmental issues.

A traditional way of life has become an intrinsic value to many people nowadays. It would have been nice to see if the survey had been different if time restraints had not played

such an issue in who was interviewed. Maybe this is why tradition has become such a non issue, just because people no longer have the time to put the energy needed into old traditions?

Overall, the survey shows that people are very much pro-environment in Corner Brook. The university was just awarded Canada's first ever Environmental Policies Master's Program (SWGC, 2011); Corner Brook could very much become a postgraduate educational center. It would allow local students to stay in their home town to finish their schooling while attracting people from all over the world. The Grenfell campus boasts great professors who are actually interested in what they are teaching and are great role models to the students who go there. Ultimately though, Corner Brook has the potential to be a major tourist destination. People would pay big money to see or do what many people in Corner Brook take for granted. Not only will it help boost the economy and create jobs in the area but if done correctly can have minimal effects towards the environment.

Conclusion

In today's world people are getting caught up in the materialistic ways that come with living in the big city. In a big city you have the ability to do almost anything you can think of. The income is better, employment opportunities are a lot greater and you have the ability to do things, that if you lived in a small community you wouldn't be able to do. Most communities in Newfoundland and Labrador, beside St. John's, do not have access to the variety of choices one would have if they lived in a big city.

There are no big malls that have hundreds of multi cultural restaurants, clothing and electronic stores for one to choose from, they don't have the big bands coming in every week-end or even a half decent movie cinema. No, there is none of this found within these communities, but they do have things to offer that cannot be found anywhere else such as access to breathtaking scenery and a laid back atmosphere. With communities like Corner Brook if you're a materialistic person who enjoys the hustle and bustle that comes with a big city, you are probably not going to enjoy Corner Brook. Likewise if you are a person who needs things like high end clothing stores, high end restaurants, martini bars and other places associated with big cities you are probably not going to like Corner Brook.

That is what is so good about Corner Brook; you can live in a city without feeling like you are living in a city. Faces become familiar very quickly and there isn't very often a time that you pass someone and not get some kind of recognition. Everyone who lives here, tends to be environmental in some way or another. I have not met anyone while living here who moved here to live in a city setting, most people move here because they love nature. Corner Brook has the ability to be able to entertain any mind which loves the outdoors. From the extreme outdoor enthusiast who comes here to climb some of the best rock in the world to the Sunday driver who just wants to get away from life for awhile and get lost in the beautiful scenery that can be found anywhere in or around here.

Corner Brook is not a city for someone who loves the rush of the big city, it is the total opposite of what one expects when they think of a typical "city". That is what I love about this community, and personally I hope it never changes.

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Appendices

Figure 1: Frequency table for recreational activities

Fishing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	6	9.4	9.4	9.4
	Sometimes	17	26.6	26.6	35.9
	Not very often	19	29.7	29.7	65.6
	Not at all	22	34.4	34.4	100.0
	Total	64	100.0	100.0	

Boil Up

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	3	4.7	4.7	4.7
	Sometimes	21	32.8	32.8	37.5
	Not very often	24	37.5	37.5	75.0
	Not at all	16	25.0	25.0	100.0
	Total	64	100.0	100.0	

Visit the Forest

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	33	51.6	51.6	51.6
	Sometimes	23	35.9	35.9	87.5
	Not very often	7	10.9	10.9	98.4
	Not at all	1	1.6	1.6	100.0
	Total	64	100.0	100.0	

Snowmobiling

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	7	10.9	10.9	10.9
	Sometimes	14	21.9	21.9	32.8
	Not very often	9	14.1	14.1	46.9
	Not at all	34	53.1	53.1	100.0
	Total	64	100.0	100.0	

ATV

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	5	7.8	7.8	7.8
	Sometimes	11	17.2	17.2	25.0
	Not very often	8	12.5	12.5	37.5
	Not at all	40	62.5	62.5	100.0
	Total	64	100.0	100.0	

Snaring

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	2	3.1	3.1	3.1
	Sometimes	3	4.7	4.7	7.8
	Not very often	5	7.8	7.8	15.6
	Not at all	54	84.4	84.4	100.0
	Total	64	100.0	100.0	

Game Hunting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	6	9.4	9.4	9.4
	Sometimes	5	7.8	7.8	17.2
	Not very often	8	12.5	12.5	29.7
	Not at all	45	70.3	70.3	100.0
	Total	64	100.0	100.0	

Boating

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	7	10.9	10.9	10.9
	Sometimes	33	51.6	51.6	62.5
	Not very often	8	12.5	12.5	75.0
	Not at all	16	25.0	25.0	100.0
	Total	64	100.0	100.0	

Hiking

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	29	45.3	45.3	45.3
	Sometimes	30	46.9	46.9	92.2
	Not very often	4	6.3	6.3	98.4
	Not at all	1	1.6	1.6	100.0
	Total	64	100.0	100.0	

Bird Watching

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	10	15.6	15.6	15.6
	Sometimes	18	28.1	28.1	43.8
	Not very often	11	17.2	17.2	60.9
	Not at all	25	39.1	39.1	100.0
	Total	64	100.0	100.0	

Skiing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	26	40.6	40.6	40.6
	Sometimes	9	14.1	14.1	54.7
	Not very often	10	15.6	15.6	70.3
	Not at all	19	29.7	29.7	100.0
	Total	64	100.0	100.0	

Climbing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	5	7.8	7.8	7.8
	Sometimes	13	20.3	20.3	28.1
	Not very often	13	20.3	20.3	48.4
	Not at all	33	51.6	51.6	100.0
	Total	64	100.0	100.0	

Figure 2: Descriptive statistics for recreational activities

1 = Frequently 4 = Not at all

	N	Minimum	Maximum	Mean	Std. Deviation
Fishing	64	1.00	4.00	2.8906	.99391
Boil Up	64	1.00	4.00	2.8281	.86474
Visit the Forest	64	1.00	4.00	1.6250	.74536
Snowmobiling	64	1.00	4.00	3.0938	1.09427
ATV	64	1.00	4.00	3.2969	1.01855
Snaring	64	1.00	4.00	3.7344	.69561
Hunting	64	1.00	4.00	3.4375	.99003
Boating	64	1.00	4.00	2.5156	.99191
Hiking	64	1.00	4.00	1.6406	.67535
Bird Watching	64	1.00	4.00	2.7969	1.12940
Skiing	64	1.00	4.00	2.3437	1.28753
Climbing	64	1.00	4.00	3.1563	1.01134

Figure 3: Frequency table for sustainable activities

Tree Planting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	3	4.7	4.7	4.7
	Sometimes	8	12.5	12.5	17.2
	Not very often	15	23.4	23.4	40.6
	Not at all	38	59.4	59.4	100.0
	Total	64	100.0	100.0	

Recycling

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	57	89.1	89.1	89.1
	Sometimes	7	10.9	10.9	100.0
	Total	64	100.0	100.0	

Composting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	24	37.5	37.5	37.5
	Sometimes	14	21.9	21.9	59.4
	Not very often	7	10.9	10.9	70.3
	Not at all	19	29.7	29.7	100.0
	Total	64	100.0	100.0	

Buying Local

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	30	46.9	46.9	46.9
	Sometimes	28	43.8	43.8	90.6
	Not very often	6	9.4	9.4	100.0
	Total	64	100.0	100.0	

Farmers Markets

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	19	29.7	29.7	29.7
	Sometimes	30	46.9	46.9	76.6
	Not very often	9	14.1	14.1	90.6
	Not at all	6	9.4	9.4	100.0
	Total	64	100.0	100.0	

Sunday Shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	15	23.4	23.4	23.4
	Sometimes	30	46.9	46.9	70.3
	Not very often	15	23.4	23.4	93.8
	Not at all	4	6.3	6.3	100.0
	Total	64	100.0	100.0	

Carpooling

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	8	12.5	12.5	12.5
	Sometimes	19	29.7	29.7	42.2
	Not very often	19	29.7	29.7	71.9
	Not at all	18	28.1	28.1	100.0
	Total	64	100.0	100.0	

Biking

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	10	15.6	15.6	15.6
	Sometimes	23	35.9	35.9	51.6
	Not very often	11	17.2	17.2	68.8
	Not at all	20	31.3	31.3	100.0
	Total	64	100.0	100.0	

Volunteering

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	15	23.4	23.4	23.4
	Sometimes	29	45.3	45.3	68.8
	Not very often	14	21.9	21.9	90.6
	Not at all	6	9.4	9.4	100.0
	Total	64	100.0	100.0	

Figure 4: Descriptive statistics for sustainable activities

1= Frequently 4 = Not at all

	N	Minimum	Maximum	Mean	Std. Deviation
Tree Planting	64	1.00	4.00	3.3750	.88192
Recycling	64	1.00	2.00	1.1094	.31458
Composting	64	1.00	4.00	2.3281	1.26057
Buying Local	64	1.00	3.00	1.6250	.65465
Farmers Markets	64	1.00	4.00	2.0313	.90797
Sunday Shopping	64	1.00	4.00	2.1250	.84515
Carpooling	64	1.00	4.00	2.7344	1.01171
Biking	64	1.00	4.00	2.6406	1.08916
Volunteering	64	1.00	4.00	2.1719	.90070

Figure 5: Frequency table for personal consumption

Grow Food

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	8	12.5	12.5	12.5
	Sometimes	11	17.2	17.2	29.7
	Not very often	12	18.8	18.8	48.4
	Not at all	33	51.6	51.6	100.0
	Total	64	100.0	100.0	

Preserve Food

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	12	18.8	18.8	18.8
	Sometimes	18	28.1	28.1	46.9
	Not very often	9	14.1	14.1	60.9
	Not at all	25	39.1	39.1	100.0
	Total	64	100.0	100.0	

Raise Food

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sometimes	1	1.6	1.6	1.6
	Not very often	3	4.7	4.7	6.3
	Not at all	60	93.8	93.8	100.0
	Total	64	100.0	100.0	

Berry Picking

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	11	17.2	17.2	17.2
	Sometimes	25	39.1	39.1	56.3
	Not very often	17	26.6	26.6	82.8
	Not at all	11	17.2	17.2	100.0
	Total	64	100.0	100.0	

Fishing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	4	6.3	6.3	6.3
	Sometimes	22	34.4	34.4	40.6
	Not very often	11	17.2	17.2	57.8
	Not at all	27	42.2	42.2	100.0
	Total	64	100.0	100.0	

Cut wood for fuel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	9	14.1	14.3	14.3
	Sometimes	3	4.7	4.8	19.0
	Not very often	7	10.9	11.1	30.2
	Not at all	44	68.8	69.8	100.0
	Total	63	98.4	100.0	
Missing	System	1	1.6		
Total		64	100.0		

Cut wood for lumber

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	4	6.3	6.3	6.3
	Sometimes	2	3.1	3.1	9.4
	Not very often	10	15.6	15.6	25.0
	Not at all	48	75	75	100
	Total	64	100.0	100.0	

Build own house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	7	10.9	10.9	10.9
	Sometimes	10	15.6	15.6	26.6
	Not very often	7	10.9	10.9	37.5
	Not at all	40	62.5	62.5	100.0
	Total	64	100.0	100.0	

Bake

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	7	10.9	10.9	10.9
	Sometimes	17	26.6	26.6	37.5
	Not very often	11	17.2	17.2	54.7
	Not at all	29	45.3	45.3	100.0
	Total	64	100.0	100.0	

Hunting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	6	9.4	9.4	9.4
	Sometimes	7	10.9	10.9	20.3
	Not very often	8	12.5	12.5	32.8
	Not at all	43	67.2	67.2	100.0
	Total	64	100.0	100.0	

Figure 6: Descriptive statistics for personal consumption

1 = Frequently 4 = Not at all

	N	Minimum	Maximum	Mean	Std. Deviation
Grow food	64	1.00	4.00	3.0938	1.09427
Preserve food	64	1.00	4.00	2.7344	1.17165
Grow food	64	2.00	4.00	3.9219	.32390
Berry picking	64	1.00	4.00	2.4375	.97386
Fishing	64	1.00	4.00	2.9531	1.01465
Cutting wood for fuel	63	1.00	4.00	3.3651	1.09694
Cutting wood for lumber	64	1.00	4.00	4.2188	5.11912
Build their own house	64	1.00	4.00	3.2500	1.08379
Bake	64	1.00	4.00	2.9688	1.08333
Hunt	64	1.00	4.00	3.3750	1.01575

Figure 7: Frequency Table for Paying extra for Food

Locally grown Food

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	28	43.8	43.8	43.8
	Agree	31	48.4	48.4	92.2
	Disagree	4	6.3	6.3	98.4
	Strongly disagree	1	1.6	1.6	100.0
	Total	64	100.0	100.0	

Organic Food

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	34	53.1	53.1	53.1
	Agree	26	40.6	40.6	93.8
	Disagree	4	6.3	6.3	100.0

Figure 8: Descriptive statistics for paying extra for food

1 = Strongly agree 4 = Strongly Disagree

	N	Minimum	Maximum	Mean	Std. Deviation
Locally grown food	64	1.00	4.00	1.6563	.67185
Organic Food	64	1.00	3.00	1.5313	.61641
Valid N (listwise)	64				

Figure 9: Frequency Table for Importance to your life

Family

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	62	96.9	96.9	96.9
	Somewhat important	2	3.1	3.1	100.0
	Total	64	100.0	100.0	

Friends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	55	85.9	85.9	85.9
	Somewhat important	9	14.1	14.1	100.0
	Total	64	100.0	100.0	

Leisure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	45	70.3	70.3	70.3
	Somewhat important	17	26.6	26.6	96.9
	not very important	2	3.1	3.1	100.0
	Total	64	100.0	100.0	

Work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	32	50.0	50.0	50.0
	Somewhat important	25	39.1	39.1	89.1
	not very important	6	9.4	9.4	98.4
	Not at all important	1	1.6	1.6	100.0
	Total	64	100.0	100.0	

Community

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	29	45.3	45.3	45.3
	Somewhat important	32	50.0	50.0	95.3
	not very important	3	4.7	4.7	100.0
	Total	64	100.0	100.0	

Pristine Environment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	48	75.0	75.0	75.0
	Somewhat important	15	23.4	23.4	98.4
	not very important	1	1.6	1.6	100.0
	Total	64	100.0	100.0	

Traditional

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	22	34.4	34.4	34.4
	Somewhat important	24	37.5	37.5	71.9
	not very important	15	23.4	23.4	95.3
	Not at all important	3	4.7	4.7	100.0
	Total	64	100.0	100.0	

Figure 10: Descriptive statistics for Importance in your life

1 = Very important 4 = Not at all important

	N	Minimum	Maximum	Mean	Std. Deviation
Family	64	1.00	2.00	1.0313	.17537
Friends	64	1.00	2.00	1.1406	.35038
Leisure	64	1.00	3.00	1.3281	.53614
Work	64	1.00	4.00	1.6250	.72375
Community	64	1.00	3.00	1.5937	.58333
Pristine Environment	64	1.00	3.00	1.2656	.47949
Traditional	64	1.00	4.00	1.9844	.88178
Valid N (listwise)	64				

Figure 11: Frequency table for life on the west coast

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better	23	35.9	35.9	35.9
	Worse	6	9.4	9.4	45.3
	Staying the same	22	34.4	34.4	79.7
	No opinion	13	20.3	20.3	100.0
	Total	64	100.0	100.0	

Figure 12: Descriptive statistics for life on the west coast

1 = Better 4 = No opinion

	N	Minimum	Maximum	Mean	Std. Deviation
opinion	64	1.00	4.00	2.3906	1.17672
Valid N (listwise)	64				

Figure 13: Frequency Table for Natural Resources

Forests

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	60	93.8	93.8	93.8
	Somewhat important	4	6.3	6.3	100.0
	Total	64	100.0	100.0	

Fisheries

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	53	82.8	82.8	82.8
	Somewhat important	9	14.1	14.1	96.9
	not very important	2	3.1	3.1	100.0
	Total	64	100.0	100.0	

Minerals

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	39	60.9	60.9	60.9
	Somewhat important	19	29.7	29.7	90.6
	not very important	4	6.3	6.3	96.9
	Not at all important	2	3.1	3.1	100.0
	Total	64	100.0	100.0	

Water

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	59	92.2	92.2	92.2
	Somewhat important	5	7.8	7.8	100.0
	Total	64	100.0	100.0	

Land

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	55	85.9	85.9	85.9
	Somewhat important	8	12.5	12.5	98.4
	not very important	1	1.6	1.6	100.0
	Total	64	100.0	100.0	

Oil

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	26	40.6	40.6	40.6
	Somewhat important	26	40.6	40.6	81.3
	not very important	9	14.1	14.1	95.3
	Not at all important	3	4.7	4.7	100.0
	Total	64	100.0	100.0	

Wild Life

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	56	87.5	87.5	87.5
	Somewhat important	8	12.5	12.5	100.0
	Total	64	100.0	100.0	

Figure 14: Descriptive statistics for natural resources

1 = Very Important 4 = Not at all important

	N	Minimum	Maximum	Mean	Std. Deviation
Forests	64	1.00	2.00	1.0625	.24398
Fisheries	64	1.00	3.00	1.2031	.47742
Minerals	64	1.00	4.00	1.5156	.75576
Water	64	1.00	2.00	1.0781	.27049
Land	64	1.00	3.00	1.1563	.40703
Oil	64	1.00	4.00	1.8281	.84618
Wildlife	64	1.00	2.00	1.1250	.33333
Valid N (listwise)	64				

Figure 15: Frequency Table for environment vs. economy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Protect the environment	41	64.1	64.1	64.1
	Economic Growth	16	25.0	25.0	89.1
	Other Answer	7	10.9	10.9	100.0
	Total	64	100.0	100.0	

Figure 16: Descriptive statistics for Environment vs. Economy

1 = protect the environment 2 = Economic Growth 3 = Other

	N	Minimum	Maximum	Mean	Std. Deviation
point of view	64	1.00	3.00	1.4688	.68935
Valid N (listwise)	64				

Figure 17: Frequency Table for preventing environmental Degradation

Part of income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	9	14.1	14.1	14.1
	Agree	39	60.9	60.9	75.0
	Disagree	14	21.9	21.9	96.9
	Strongly disagree	2	3.1	3.1	100.0
	Total	64	100.0	100.0	

Increase taxes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	13	20.3	20.3	20.3
	Agree	37	57.8	57.8	78.1
	Disagree	11	17.2	17.2	95.3
	Strongly disagree	3	4.7	4.7	100.0
	Total	64	100.0	100.0	

Government pays

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	9	14.1	14.1	14.1
	Agree	19	29.7	29.7	43.8
	Disagree	34	53.1	53.1	96.9
	Strongly disagree	2	3.1	3.1	100.0
	Total	64	100.0	100.0	

Figure 18: Descriptive statistics for preventing environmental degradation

1 = Strongly agree 4 = Strongly disagree

	N	Minimum	Maximum	Mean	Std. Deviation
Part of income	64	1.00	4.00	2.1406	.68700
Increase taxes	64	1.00	4.00	2.0625	.75330
Government pays	64	1.00	4.00	2.4531	.77520
Valid N (listwise)	64				

Figure 19: Frequency Table for environmental concerns

Water quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very serious	46	71.9	71.9	71.9
	Somewhat serious	10	15.6	15.6	87.5
	Not very serious	7	10.9	10.9	98.4
	Not serious at all	1	1.6	1.6	100.0
	Total	64	100.0	100.0	

Sewage management

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very serious	50	78.1	78.1	78.1
	Somewhat serious	9	14.1	14.1	92.2
	Not very serious	5	7.8	7.8	100.0
	Total	64	100.0	100.0	

Air quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very serious	38	59.4	59.4	59.4
	Somewhat serious	16	25.0	25.0	84.4
	Not very serious	6	9.4	9.4	93.8
	Not serious at all	4	6.3	6.3	100.0
	Total	64	100.0	100.0	

Soil quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very serious	36	56.3	57.1	57.1
	Somewhat serious	12	18.8	19.0	76.2
	Not very serious	14	21.9	22.2	98.4
	Not serious at all	1	1.6	1.6	100.0
	Total	63	98.4	100.0	
Missing	System	1	1.6		
Total		64	100.0		

Visual Quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very serious	22	34.4	34.4	34.4
	Somewhat serious	20	31.3	31.3	65.6
	Not very serious	12	18.8	18.8	84.4
	Not serious at all	10	15.6	15.6	100.0
	Total	64	100.0	100.0	

Figure 20: Descriptive statistics for Environmental concerns

1 = Very serious 4 = Not serious at all

	N	Minimum	Maximum	Mean	Std. Deviation
Water Quality	64	1.00	4.00	1.4219	.75182
Sewage management	64	1.00	3.00	1.2969	.60892
Air Quality	64	1.00	4.00	1.6250	.89974
Soil Quality	63	1.00	4.00	1.6825	.87668
Visual quality	64	1.00	4.00	2.1563	1.07229
Valid N (listwise)	63				

Figure 21: Frequency Table for personal description

Creative

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Like me	22	34.4	34.4	34.4
	Somewhat like me	38	59.4	59.4	93.8
	Not like me	3	4.7	4.7	98.4
	No opinion	1	1.6	1.6	100.0
	Total	64	100.0	100.0	

Rich

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Like me	1	1.6	1.6	1.6
	Somewhat like me	14	21.9	21.9	23.4
	Not like me	47	73.4	73.4	96.9
	No opinion	2	3.1	3.1	100.0
	Total	64	100.0	100.0	

Secure surroundings

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Like me	24	37.5	37.5	37.5
	Somewhat like me	24	37.5	37.5	75.0
	Not like me	13	20.3	20.3	95.3
	No opinion	3	4.7	4.7	100.0
	Total	64	100.0	100.0	

Spoiled

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Like me	11	17.2	17.2	17.2
	Somewhat like me	22	34.4	34.4	51.6
	Not like me	31	48.4	48.4	100.0
	Total	64	100.0	100.0	

Helpful

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Like me	45	70.3	70.3	70.3
	Somewhat like me	17	26.6	26.6	96.9
	Not like me	1	1.6	1.6	98.4
	No opinion	1	1.6	1.6	100.0
	Total	64	100.0	100.0	

Successful

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Like me	12	18.8	18.8	18.8
	Somewhat like me	25	39.1	39.1	57.8
	Not like me	26	40.6	40.6	98.4
	No opinion	1	1.6	1.6	100.0
	Total	64	100.0	100.0	

Adventurous

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Like me	20	31.3	31.3	31.3
	Somewhat like me	29	45.3	45.3	76.6
	Not like me	15	23.4	23.4	100.0
	Total	64	100.0	100.0	

Proper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Like me	13	20.3	20.3	20.3
	Somewhat like me	22	34.4	34.4	54.7
	Not like me	27	42.2	42.2	96.9
	No opinion	2	3.1	3.1	100.0
	Total	64	100.0	100.0	

Environmental

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Like me	38	59.4	59.4	59.4
	Somewhat like me	23	35.9	35.9	95.3
	Not like me	3	4.7	4.7	100.0
	Total	64	100.0	100.0	

Traditional

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Like me	15	23.4	23.4	23.4
	Somewhat like me	23	35.9	35.9	59.4
	Not like me	24	37.5	37.5	96.9
	No opinion	2	3.1	3.1	100.0
	Total	64	100.0	100.0	

Figure 21: Descriptive statistics personal description

1 = like me 3 = Not like me 4 = No opinion

	N	Minimum	Maximum	Mean	Std. Deviation
creative	64	1.00	4.00	1.7344	.62341
rich	64	1.00	4.00	2.7813	.51851
Secure surroundings	64	1.00	4.00	1.9219	.87839
spoiled	64	1.00	3.00	2.3125	.75330
Helpful	64	1.00	4.00	1.3437	.59678
successful	64	1.00	4.00	2.2500	.77664
Adventurous	64	1.00	3.00	1.9219	.74118
Proper	64	1.00	4.00	2.2812	.82556
Environmental	64	1.00	3.00	1.4531	.58905
Traditional	64	1.00	4.00	2.2031	.83912
Valid N (listwise)	64				

Figure 22: Frequency Table for voluntary organizations

Church

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Active member	21	32.8	32.8	32.8
	Inactive member	13	20.3	20.3	53.1
	Don't belong	30	46.9	46.9	100.0
	Total	64	100.0	100.0	

Sports

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Active member	25	39.1	39.1	39.1
	Inactive member	16	25.0	25.0	64.1
	Don't belong	23	35.9	35.9	100.0
	Total	64	100.0	100.0	

Arts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Active member	26	40.6	40.6	40.6
	Inactive member	11	17.2	17.2	57.8
	Don't belong	27	42.2	42.2	100.0
	Total	64	100.0	100.0	

Labor Union

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Active member	16	25.0	25.0	25.0
	Inactive member	13	20.3	20.3	45.3
	Don't belong	35	54.7	54.7	100.0

Church

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Active member	21	32.8	32.8	32.8
	Inactive member	13	20.3	20.3	53.1
	Don't belong	30	46.9	46.9	100.0
	Total	64	100.0	100.0	

Political Party

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Active member	3	4.7	4.7	4.7
	Inactive member	14	21.9	21.9	26.6
	Don't belong	47	73.4	73.4	100.0
	Total	64	100.0	100.0	

Environmental Organization

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Active member	7	10.9	10.9	10.9
	Inactive member	13	20.3	20.3	31.3
	Don't belong	44	68.8	68.8	100.0
	Total	64	100.0	100.0	

Professional Association

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Active member	20	31.3	31.3	31.3
	Inactive member	9	14.1	14.1	45.3
	Don't belong	35	54.7	54.7	100.0
	Total	64	100.0	100.0	

Humanitarian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Active member	16	25.0	25.0	25.0
	Inactive member	13	20.3	20.3	45.3
	Don't belong	35	54.7	54.7	100.0
	Total	64	100.0	100.0	

Figure 23: Descriptive statistics for Voluntary organizations

1 = Active member 3 = Don't belong

	N	Minimum	Maximum	Mean	Std. Deviation
Church	64	1.00	3.00	2.1406	.88850
Sports	64	1.00	3.00	1.9688	.87230
Arts	64	1.00	3.00	2.0156	.91707
Labor Union	64	1.00	3.00	2.2969	.84852
Political Party	64	1.00	3.00	2.6875	.55990
Environmental organization	64	1.00	3.00	2.5781	.68556
Professional Association	64	1.00	3.00	2.2344	.90400
Humanitarian Organization	64	1.00	3.00	2.2969	.84852

Figure 24: Frequency table for genders

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	23	37.5	37.5	37.5
	female	40	62.5	62.5	100.0

Figure 25: Descriptive statistics for genders

1 = Male 2 = Female

	N	Minimum	Maximum	Mean	Std. Deviation
demographics	64	1.00	2.00	1.6719	.56497
Valid N (listwise)	64				

Figure 26: Frequency table for age groups

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-29	25	39.1	39.7	39.7
	30-44	17	26.6	27.0	66.7
	45-59	12	18.8	19.0	85.7
	60+	9	14.1	14.3	100.0
	Total	63	98.4	100.0	
Missing	System	1	1.6		
Total		64	100.0		

Figure 27: Descriptive statistics for age groups

1 = 0 – 14 2 = 15 – 29 3 = 30 – 44 4 = 45 – 59 5 = 60 +

	N	Minimum	Maximum	Mean	Std. Deviation
demographics	63	2.00	5.00	3.0794	1.08214
Valid N (listwise)	63				

Figure 28: Frequency Table for education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school	11	17.2	17.2	17.2
	College	10	15.6	15.6	32.8
	University	43	67.2	67.2	100.0
	Total	64	100.0	100.0	

Figure 29: Descriptive statistics for education

1 = No high school 2 = High school 3 = College/trades 4 = University

	N	Minimum	Maximum	Mean	Std. Deviation
demographics	64	2.00	4.00	3.5000	.77664
Valid N (listwise)	64				

Figure 30: Frequency table for Employment Insurance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	12	18.8	18.8	18.8
	No	52	81.3	81.3	100.0
	Total	64	100.0	100.0	

Figure 31: Descriptive statistics for Employment Insurance

1 = Yes 2 = No

	N	Minimum	Maximum	Mean	Std. Deviation
demographics	64	1.00	2.00	1.8125	.39340
Valid N (listwise)	64				

Figure 32: Frequency table for job fields

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fisheries	1	1.6	1.6	1.6
	Forests	3	4.7	4.7	6.3
	Energy	1	1.6	1.6	7.8
	Tourism	4	6.3	6.3	14.1
	Outdoor recreation	3	4.7	4.7	18.8
	Agriculture	1	1.6	1.6	20.3
	Education	14	21.9	21.9	42.2
	Health care	10	15.6	15.6	57.8
	Other	27	42.2	42.2	100.0
	Total	64	100.0	100.0	

Figure 33: Descriptive statistics for job fields

1 = fisheries 11 = Other

	N	Minimum	Maximum	Mean	Std. Deviation
Job fields	64	1.00	11.00	9.1719	2.52325
Valid N (listwise)	64				

Figure 34: Frequency table for job type

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government or public institution	30	46.9	46.9	46.9
	Private business or industry	28	43.8	43.8	90.6
	Private non-profit organization	2	3.1	3.1	93.8
	Not applicable	4	6.3	6.3	100.0
	Total	64	100.0	100.0	

Figure 35: Descriptive statistics

1 = Government 4 = Not applicable

	N	Minimum	Maximum	Mean	Std. Deviation
demographics	64	1.00	4.00	1.6875	.81406
Valid N (listwise)	64				

Figure 36: Frequency table for income for household

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-20,000	10	15.6	16.4	16.4
	20,000-40,000	6	9.4	9.8	26.2
	40,000-60,000	13	20.3	21.3	47.5
	60,000-80,000	8	12.5	13.1	60.7
	80,000-100,000	12	18.8	19.7	80.3
	>100,000	12	18.8	19.7	100.0
	Total	61	95.3	100.0	
Missing	System	3	4.7		
Total		64	100.0		

Figure 37:Descriptive Statistics

1 = 0-20,000 6 = >100,000

	N	Minimum	Maximum	Mean	Std. Deviation
Income per household	61	1.00	6.00	3.6885	1.73725
Valid N (listwise)	61				

Figure 38: The HRB Survey

- HUMAN VALUES SURVEY ON THE ENVIRONMENT, LAND AND NATURAL RESOURCES IN THE HUMBER RIVER BASIN

- Hello. I am a member of a research team doing a study on environmental values in the Humber River Basin. I am hoping I can take about 20 minutes of your time to ask you a few simple questions. Your input will be treated strictly confidentially and you will not be identified in the study.

- Do you participate in any of the following recreational activities?

• Activity	• Frequently	• Sometimes	• Not very often	• Not at all
• Fishing	• 1	• 2	• 3	• 4
• Boil up	• 1	• 2	• 3	• 4
• Visit the forest	• 1	• 2	• 3	• 4
• Snowmobiling	• 1	• 2	• 3	• 4
• ATV	• 1	• 2	• 3	• 4
• Snaring	• 1	• 2	• 3	• 4
• Game hunting (eg moose)	• 1	• 2	• 3	• 4
• Canoeing (boating, rafting)	• 1	• 2	• 3	• 4
• Hiking	• 1	• 2	• 3	• 4

• Bird watching	• 1	• 2	• 3	• 4
• Skiing	• 1	• 2	• 3	• 4
• Climbing	• 1	• 2	• 3	• 4
• Other	• 1	• 2	• 3	• 4

- How often do you participate in the following type of activities?

• Activity	• Frequently	• Sometimes	• Not very often	• Not at all
• Tree planting	• 1	• 2	• 3	• 4
• Recycling	• 1	• 2	• 3	• 4
• Composting	• 1	• 2	• 3	• 4
• Buying local goods and services	• 1	• 2	• 3	• 4
• Shopping at/going to local farmers markets	• 1	• 2	• 3	• 4
• Shopping on Sundays	• 1	• 2	• 3	• 4
• Carpooling	• 1	• 2	• 3	• 4
• Biking	• 1	• 2	• 3	• 4
• Volunteering	• 1	• 2	• 3	• 4
• Other	• 1	• 2	• 3	• 4

- Do you participate in any of the following activities for personal consumption or use?

• Activity	• Frequently	• Sometimes	• Not very often	• Not at all
Grow your own food	1	2	3	4
Preserve food that is in season	1	2	3	4

Raising poultry or livestock	1	2	3	4
Berry picking	1	2	3	4
Trouting/fishing for personal consumption	1	2	3	4
Domestic harvesting (cutting wood for fuel)	1	2	3	4
Cutting wood for lumber	1	2	3	4
Building your own house, or helping others build their own house	1	2	3	4
Bread making	1	2	3	4
Hunting	1	2	3	4
Other (provide the rank for each activity identified)	1	2	3	4

4. Please indicate how much you agree with the following statements:

Number		Strongly agree	Agree	Disagree	Strongly disagree
1	I would pay slightly more for food that was produced locally (in Newfoundland)	1	2	3	4
2	I would pay slightly more for food that I knew was produced in an environmentally sustainable way	1	2	3	4

5. For each of the following indicate how important it is in your life. Would you say it is (read out and code one answer for each)?

		Very important	Somewhat important	Not very important	Not at all important
1	Family	1	2	3	4
2	Friends	1	2	3	4
3	Leisure time	1	2	3	4
4	Work	1	2	3	4
5	Community	1	2	3	4
6	A pristine environment	1	2	3	4
7	A traditional way of life	1	2	3	4

6. Is life on the west coast of the island as a whole getting better or worse?

Better	Worse	Staying the Same	No Opinion
1	2	3	4

7. The Humber River Basin is blessed with numerous natural resources. Can you please rate these resources according to how important you think they are?

		Very important	Somewhat important	Not very important	Not at all important
1	Forests	1	2	3	4
2	Fisheries	1	2	3	4
3	Minerals	1	2	3	4
4	Water	1	2	3	4
5	Land	1	2	3	4
6	Oil	1	2	3	4
7	Wildlife	1	2	3	4

8. Here are two statements people sometimes make when discussing the environment and economic growth. Which of them comes closer to your own point of view? (Read out and code one answer):

Number	Statement
1	Protecting the environment should be given priority, even if it causes slower economic growth and some loss of jobs.
2	Economic growth and creating jobs should be the top priority, even if the environment suffers to some extent.
3	Other answer (code if volunteered only!).

9. I am going to read out some statements about the environment. For each one, can you tell me whether you strongly agree, agree, disagree or strongly disagree? (Read out and code one answer for each):

Number		Strongly agree	Agree	Disagree	Strongly disagree
1	I would give part of my income if I were certain that the money would be used to prevent environmental degradation.	1	2	3	4
2	I would agree to an increase in taxes if the extra money were used to prevent environmental degradation.	1	2	3	4
3	The Government should reduce environmental degradation, but it should not cost me any money.	1	2	3	4

10. I am going to read out a list of environmental concerns that either currently affect, or may potentially affect the health and wellbeing of communities in the Humber region. Please, tell me how serious you consider each one to be here in your own community. Is it very serious, somewhat serious, not very serious or not serious at all? (Read out and code one answer for each problem):

		Very serious	Somewhat serious	Not very serious	Not serious at all
1	Water quality	1	2	3	4
2	Sewage management	1	2	3	4
3	Air quality	1	2	3	4
4	Soil quality	1	2	3	4
5	Visual quality of the landscape	1	2	3	4
7	Are there other environmental problems you are concerned about?	1	2	3	4

11. Now I will briefly describe some people. Using this card would you please indicate for each description whether that person is very much like you, like you, somewhat like you, not like you, or not at all like you? (Code one answer for each description).

Number	Statement	Like me	Some what like me	Not like me	No Opinion
1	It is important to this person to think up new ideas and be creative; to do things one's own way	1	2	3	4
2	It is important to this person to be rich; to have a lot of money and expensive things.	1	2	3	4
3	Living in secure surroundings is important to this person; to avoid anything that might be dangerous	1	2	3	4
4	It is important to this person to have a good time; to "spoil" oneself.	1	2	3	4
5	It is important to this person to help the people nearby; to care for their well-being.	1	2	3	4
6	Being very successful is important to this person; to have people recognize one's achievements.	1	2	3	4
7	Adventure and taking risks are important to this person; to have an exciting life.	1	2	3	4
8	It is important to this person to always behave properly; to avoid doing anything people would say is wrong.	1	2	3	4
9	Looking after the environment is important to this person; to care for nature.	1	2	3	4
10	Tradition is important to this person; to follow the customs handed down by one's religion or family.	1	2	3	4

12. Now I am going to read a list of voluntary organizations. For each one, could you tell me whether you are an active member, an inactive member or not a member of that type of organization? (Read out and code one answer for each organization):

Number	Statement	Active Member	Inactive Member	Don't belong
1	Church or religious organization	2	1	0
2	Sport or recreational organization	2	1	0
3	Art, music or educational organization	2	1	0
4	Labour Union	2	1	0
5	Political party	2	1	0
6	Environmental organization	2	1	0
7	Professional association	2	1	0
8	Humanitarian or charitable organization	2	1	0
9	Any other (write in):_____	2	1	0

DEMOGRAPHICS

13.
1 Male
2 Female

14.
In which one of the following age groups do you belong?

Age Range	Code
0-14	1
15-29	2
30-44	3
45-59	4
60+	5

15. What is the highest educational level that you have attained? [NOTE: if respondent indicates to be a student, code highest level s/he expects to complete]:

1 No high school
2 High school
3 College or trades
4 University

16. Have you received EI in the past year?

1 Yes
2 No

17. Is your job in any of the following fields?

1. Fisheries
2. Forests
3. Mining
4. Energy
5. Oil and gas
6. Tourism
7. Outdoor recreation
8. Agriculture?
9. Education?
10. Health care?

18. Are you working for the government or a public institution, for private business or industry, or for a private non-profit organization? If you do not work currently, characterize your major work in the past. Do you or did you work for (read out and code one answer):

1. Government or public institution
2. Private business or industry
3. Private non-profit organization

19. Within what range does your approximate annual household income fall, before taxes? (Be sure to emphasize 'household' income)

Range	Code
0-20,000	1
20,000-40,000	2
40,000 – 60,000	3
60,000 – 80,000	4
80,000-100,000	5
>100,000	6

20. How many people are in your household by age group (yourself included)?

Age Range	Code	Number
0-14	1	
15-29	2	
30-44	3	
45-59	4	
60+	5	

21. Would you be interested in participating in the near future in a focus group on the environment, land and natural resources within the Humber River Basin?

1 yes
2 no

22.
How many years have you lived in your community?
Number of years_____

23. (Code how interested the respondent was during the interview):
1 Respondent was very interested
2 Respondent was somewhat interested
3 Respondent was not interested