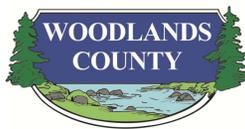


Woodlands County Census Analysis 2025

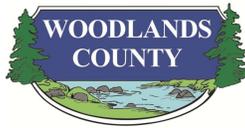
September 2025





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1 Executive Summary

Woodlands County continues to evolve, shaped by its dynamic communities, unique geographic makeup, and shifting demographic trends. Understanding the attitudes, habits, and aspirations of its residents is crucial for effective planning and investment. The following executive summary provides an overview of population characteristics, community engagement, and key trends that influence local services, arts, culture, and recreational opportunities. These insights are designed to guide decision-makers, stakeholders, and community members as they work together to strengthen Woodlands County's future.

1.1 Snapshot of Woodlands County

- **Population:** Woodlands County has 5,254 residents. Area populations range from 486 in Anselmo to 1,261 in Whitecourt East. Other communities like Blue Ridge, Fort Assiniboine/Timeu, Whitecourt Central, and Whitecourt West fall between those numbers.
- **Residency:** About 60% of residents have lived in the region for over 10 years. More than 25% have moved in within the last decade.
- **Trends:** The overall population has dipped slightly between 2016 and 2021. The number of people over 60 is rising, while younger age groups are shrinking. This could affect future demand for services.

1.2 Community Services & Recreation

- Community halls and event spaces are used by around 63% of residents. In some rural areas, use is especially high—79% in Goose Lake/Freeman and 73% in Anselmo—while Whitecourt Central and West see more non-users.
- Performing arts venues aren't as popular, with 74% saying they don't use them.
- Trails and outdoor sports fields get moderate use: about 40% don't use trails, while 41% use sports fields (more common in urban areas).
- Roughly half of residents don't go to fitness centres or gyms. Swimming pools are mostly used in urban locations (almost 60% of households), and arenas like hockey/skating rinks are used by about 42% overall.
- About 28% take part in urban-run programs, but most do not.
- Overall, 57% of households use some recreational facility, but this varies a lot by area.

1.3 Where Residents Go

- **Shopping for groceries:** 79% choose Whitecourt, 16% go to Barrhead, and about 5% travel to Edmonton. In certain areas, Barrhead is the main choice.
- **For recreation:** Most (69%) visit Whitecourt, with notable numbers also choosing Edmonton (16%) or Barrhead (14%).



- For healthcare: 69% use Whitecourt, but in Fort Assiniboine/Timeu and Goose Lake/Freeman, Barrhead is preferred.
- Other shopping: 58% head to Whitecourt, 28% to Edmonton, and 13% to Barrhead.
- Urban-run programs: Whitecourt is by far the main provider (78%).

1.4 Community Perspectives

- About 68% feel Woodlands County is a good place to invest; 27% are unsure, and 5% disagree.
- Support for exploring Small Modular Reactor projects sits at 45%; 36% are unsure, while 19% are opposed. Support is strongest in Whitecourt West and East.

1.5 Arts & Culture

- Attending performing arts events: 39% never go, 37% rarely, 18% occasionally, and only about 6% are frequent attendees.
- Funding for a performing arts centre: 56% support user fees, while 20% oppose and 24% are unsure.
- Just over a third (34%) say they're not likely to attend a new Whitecourt Performing Arts Centre, while only 9% are very likely to go.
- Preferred funding: 47% prefer no County contribution; 34% support both operating and building funding; the rest are split.
- Half see arts and culture centres as separate from recreation; about a third consider them recreational spaces.
- On investment priorities, 41% want no additional arts/culture funding, 31% want investment in rural community venues, and the rest favour programs or direct support for groups.

1.6 Fire and Other Services

- Performing Arts Centre Funding: Nearly half of households (47%) prefer no County contribution, while about a third (34%) support the County helping with operating and building costs. Preferences vary by region.
- Arts, Culture & Events Centres: More than half (51%) see these centres as separate from recreation facilities, and 41% don't want more investment in arts and culture. Rural areas are more likely to support community halls and event spaces.
- Service Priorities and Fire Funding: Road maintenance and snow removal are top priorities (48%), followed by fire and emergency services (13%) and broadband (9%). Most households (69%) want fire call-out costs covered by County taxes. Opinions are mixed about funding for Town of Whitecourt fire services, with differences by region.



1.7 Census Interpretation & Methods

Many questions included “prefer not to answer,” and completion of the census questionnaire declined toward the end; dropout was not random. All results presented use inverse-probability weighting based on baseline household characteristics so later-question estimates better represent the original census group. This results in shifts of 5% to 10% from the raw results if non-responses were simply excluded. The general trend was for those who do not use services to no answer the questions. As a result, the raw data frequently overstates the use of services.

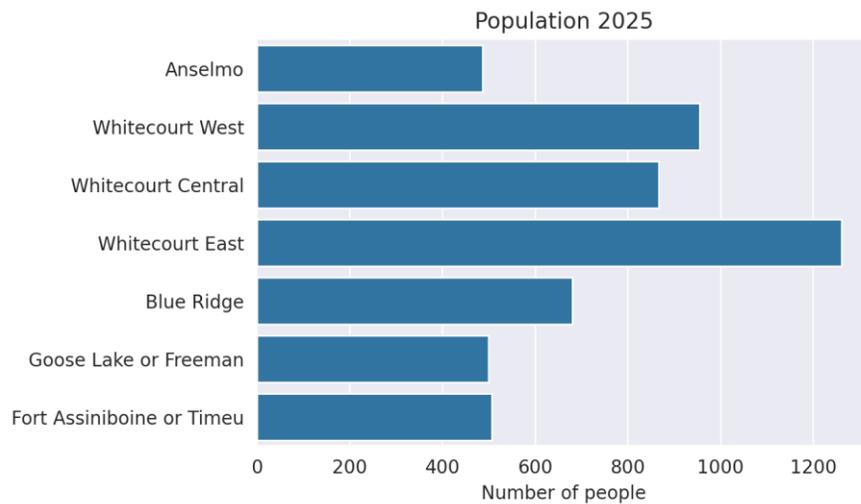


2 Overview of Woodlands County

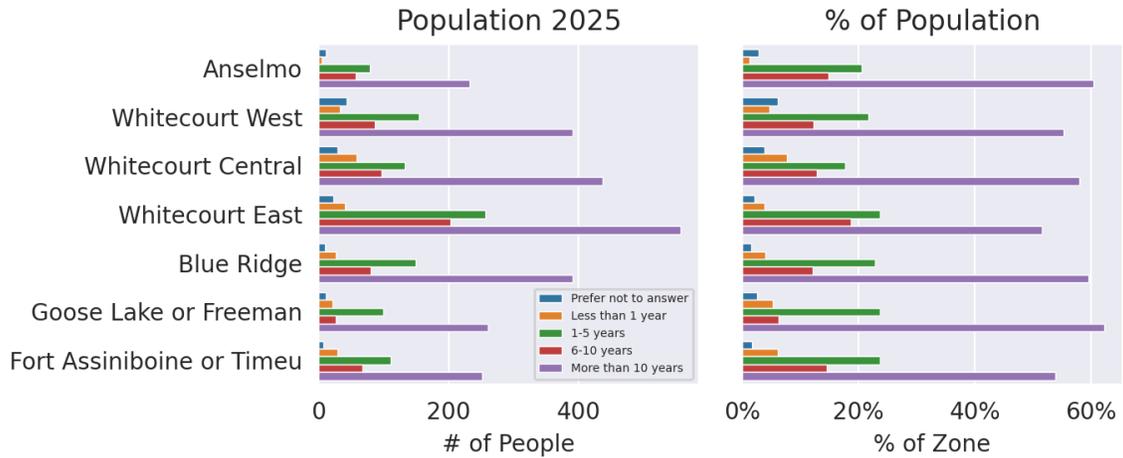
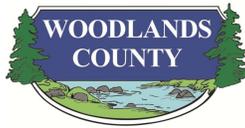
This section provides an overview of Woodlands County, beginning with a demographic overview and recent trends that shape the community. Drawing on census data and survey responses, it explores population shifts, and implications for local services. Subsequent analysis addresses how survey methodology and response patterns influence the interpretation of results, offering important context for understanding resident perspectives and priorities.

2.1 Demographic Profile

The total population in the Woodlands County is 5,254 people across 1,934 households. The census enumerated 4,894 people in 1,806 households. Population figures across Woodlands zones show a range of sizes, from 486 residents in Anselmo and 499 in Goose Lake or Freeman, to 1,261 in Whitecourt East, which is the most populous. Other areas such as Blue Ridge, Fort Assiniboine/Timeu, Whitecourt Central, and Whitecourt West fall between these extremes, with populations of 680, 506, 867, and 955 respectively.

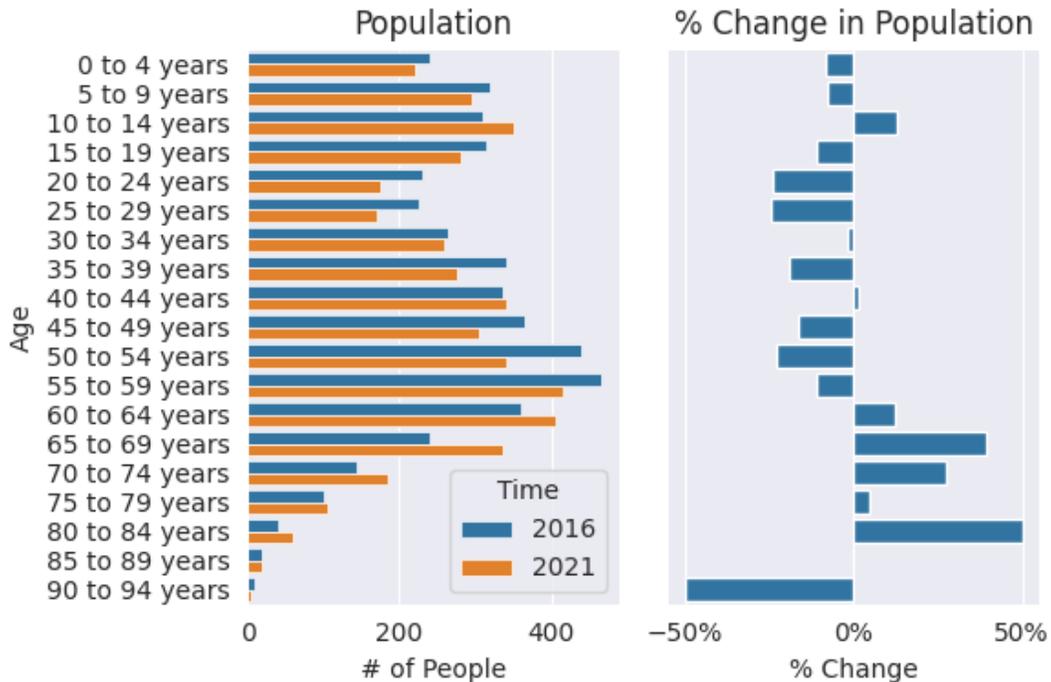


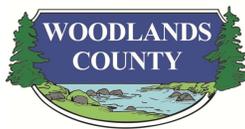
Across all of Woodlands County, almost 60% of the population has lived in the region for more than 10 years. However, over 25% of the residents have arrived within the last 10 years.



2.2 Growth Trends

Based upon the 2016 and 2021 national census, the total population of Woodlands County fell slightly. However, when looking at the distribution of ages, there are much more pronounced trends. There is a noticeable increase in the population over 60, and generally a decrease in those in lower age groups. If these trends continue, it could result in shifting demands for services and resources from its residents.





3 Analysis

3.1 Interpretation of Survey Results

Many questions in the survey included a ‘prefer not to answer’ option, and completion rates noticeably declined toward the end, as seen in the unweighted total counts. To accurately assess actual community resource usage, it is necessary to adjust for unanswered and ‘prefer not to answer’ responses, since simply excluding these can introduce significant biases. The corrections are based on identifying the most likely household characteristics for each respondent—such as household type and size, ages, and region.

3.2 Analysis

In the survey, fewer people tended to answer the later questions than the earlier ones. Importantly, who dropped out was not random — the likelihood of finishing depended on people’s background characteristics collected at the start. This means that simply reporting the raw results from later questions would misrepresent the views of the whole group.

To address this, we used a statistical adjustment method. This approach estimates, for each respondent, how likely they were to answer a particular question based on their background characteristics. If someone belonged to a group that was less likely to respond, their answer is given greater weight, representing others in similar situations who did not complete the survey. Conversely, answers from groups with a higher completion rate are weighted less. The results presented in this report show the outcome after adjusting for differences in dropout rates, making the responses more representative of the complete census group.

This process helps ensure our conclusions are not distorted by participant attrition and that the survey findings more accurately reflect the County as a whole.

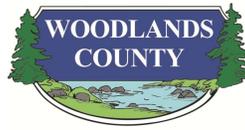
In general, households that tended not to use services were identified as less likely to complete questions related to recreation and community services. This is particularly true for smaller and single-person households. As a result, using the raw census data results for analysis would over-represent the use of these items.

3.3 Interpreting the Maps

The maps show for each response group together nearby households and shade them according to survey answers. There are two types of maps used:

3.3.1 Service Use Maps (Yes/No)

These maps show the share of households in each area that reported Yes to a particular question. Stronger colours mean a higher share of households in that area answered yes to the question. These maps help identify broad geographic patterns in service use for example. These maps can be identified by the scale bar on the right of each map.



3.3.2 Most Common Response Maps (for Categorical Questions)

These maps show the most common response to a categorical question within each area. This approach is used not only for “destination” questions (e.g., Which town do you go to for groceries?), but also for any question where households choose among multiple categories.

Each response category is given a colour, and the hexagon is shaded with whichever category was most common locally. These maps highlight how preferences or choices differ across the municipality.

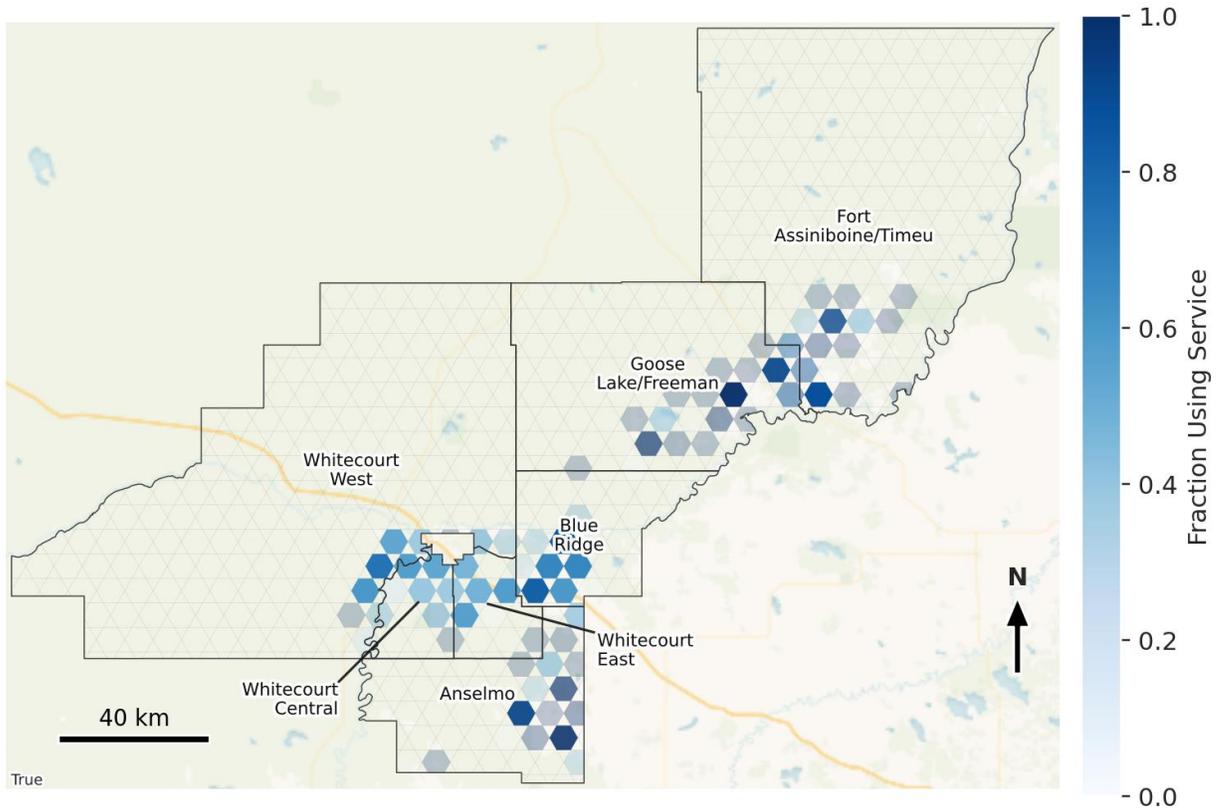


4 Recreation and Community Services Use

This section examines household usage of various recreational and community facilities, including community halls, event spaces, performing arts venues, trails, sports fields, fitness centers, swimming pools, arenas, and urban-run programs. All statistics presented are weighted by inverse-probability methods to adjust for partial survey responses, ensuring representative insights into service use across Woodlands County.

4.1 Use of Community Halls and Event Spaces

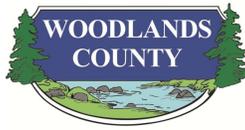
Census Question: Does your household use Community Halls or Event Spaces?



| Zone | No | Yes - Rural locations | Yes - Urban locations |
|------------------------|-----|-----------------------|-----------------------|
| Overall (All Zones) | 37% | 37% | 26% |
| Anselmo | 19% | 73% | 8% |
| Whitecourt West | 46% | 25% | 30% |
| Whitecourt Central | 53% | 19% | 28% |
| Whitecourt East | 50% | 13% | 36% |
| Blue Ridge | 34% | 28% | 38% |
| Goose Lake/Freeman | 9% | 79% | 13% |
| Fort Assiniboine/Timeu | 21% | 66% | 13% |

Legend: No (Yellow), Yes - Rural locations (Blue), Yes - Urban locations (Orange)

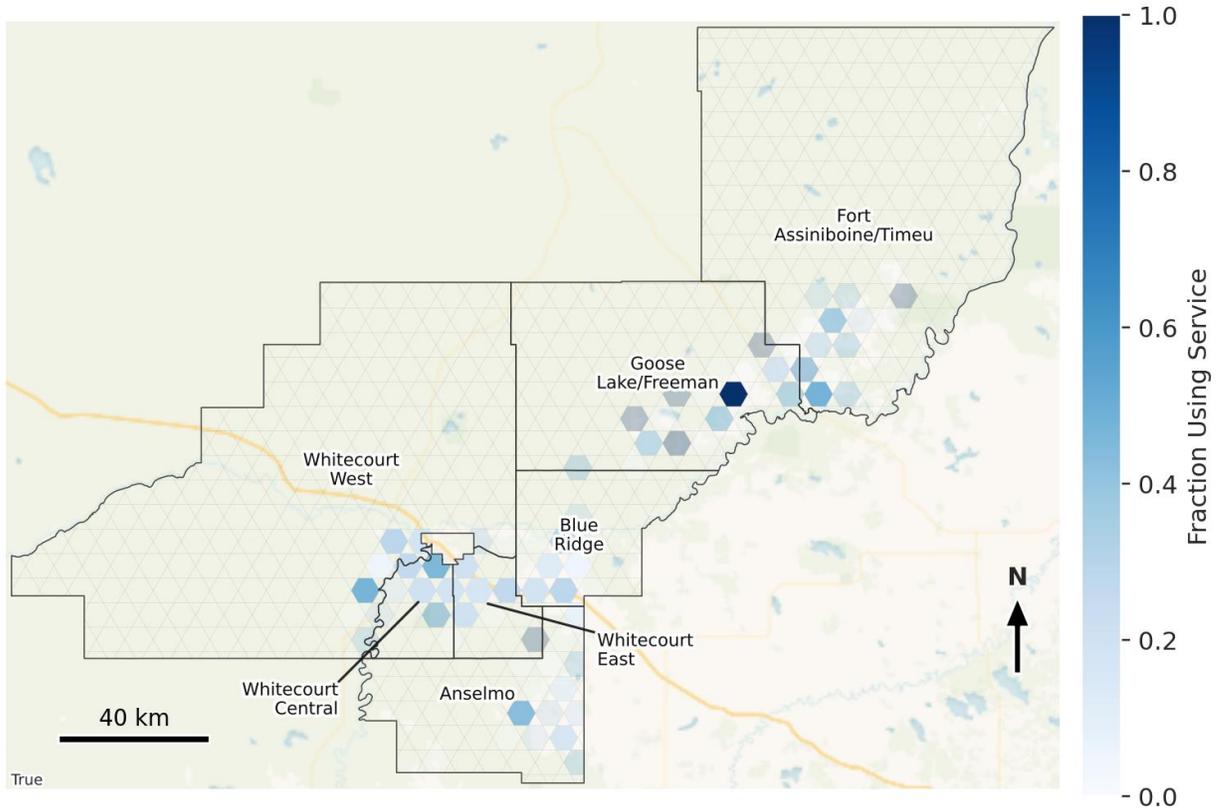
Approximately 63% of households in Woodlands County report using community halls or event spaces, with a weighted share of 37% accessing rural locations and 26% using urban



locations. Usage rates are notably higher in predominantly rural zones such as Goose Lake or Freeman (79% rural use) and Anselmo (73% rural use) compared to more urbanized zones like Whitecourt East, where urban location use reaches 36%. Conversely, Whitecourt Central and Whitecourt West have higher shares of households not using these spaces, at 53% and 46% respectively. These regional differences highlight varied patterns of facility use across the County.

4.2 Use of Performing Arts Venues

Census Question: Does your household use Performing Arts Venues?



| Zone | No | Yes - Rural locations | Yes - Urban locations |
|------------------------|-----|-----------------------|-----------------------|
| Overall (All Zones) | 74% | 7% | 19% |
| Anselmo | 78% | 7% | 14% |
| Whitecourt West | 79% | 0% | 18% |
| Whitecourt Central | 70% | 0% | 27% |
| Whitecourt East | 82% | 0% | 17% |
| Blue Ridge | 82% | 0% | 17% |
| Goose Lake/Freeman | 54% | 29% | 18% |
| Fort Assiniboine/Timeu | 64% | 17% | 19% |

■ No
 ■ Yes - Rural locations
 ■ Yes - Urban locations

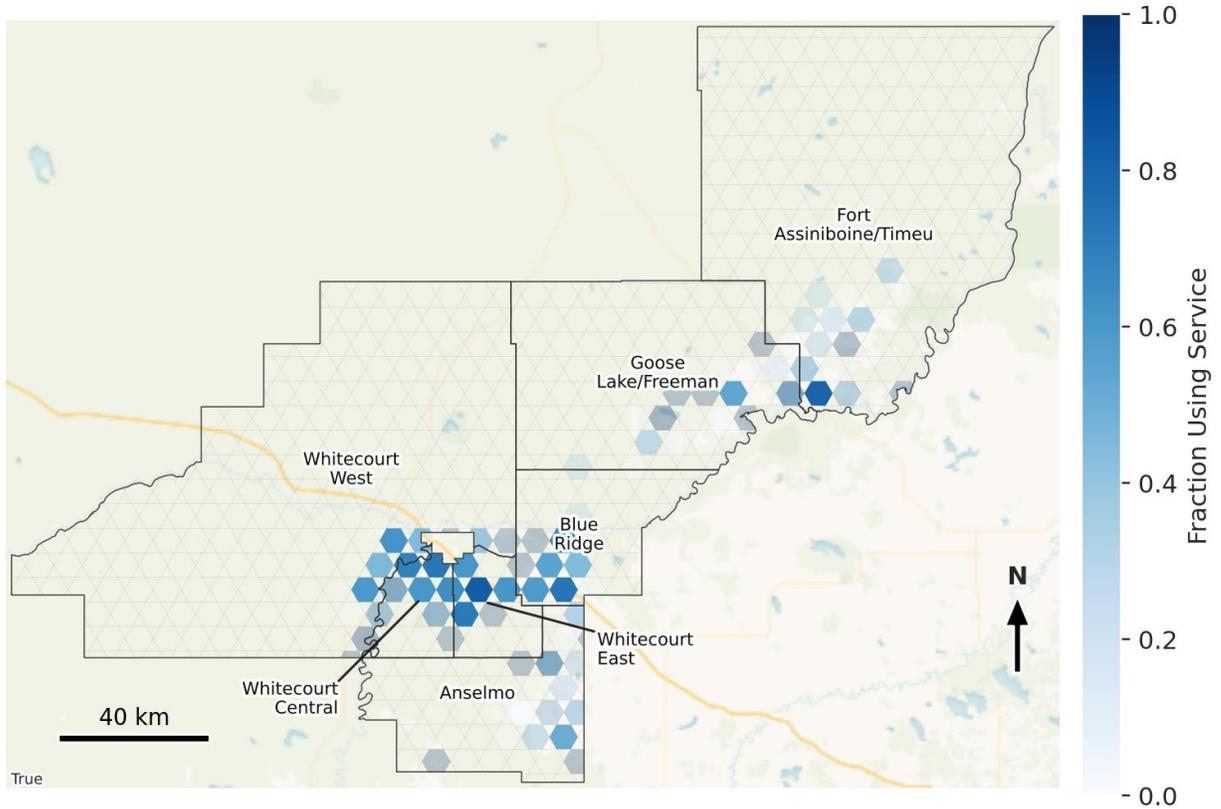
A majority of households in Woodlands County, 74.0% weighted share, do not use performing arts venues. Among those who do, 18.6% attend urban locations while 7.4% use



rural venues. Usage varies by zone, with Goose Lake or Freeman showing notably higher rural venue use at 28.5% compared to less than 7.5% in most other zones. Whitecourt Central records the highest urban venue use at 26.6%, whereas zones such as Anselmo and Whitecourt West report lower urban engagement at approximately 14.1% and 18.4%, respectively.

4.3 Use of Walking and Biking Trails

Census Question: Does your household use Walking/Biking Trails?



| Zone | No | Yes - Rural locations | Yes - Urban locations |
|------------------------|-----|-----------------------|-----------------------|
| Overall (All Zones) | 40% | 28% | 32% |
| Anselmo | 60% | 24% | 16% |
| Whitecourt West | 43% | 16% | 41% |
| Whitecourt Central | 30% | 24% | 46% |
| Whitecourt East | 30% | 24% | 46% |
| Blue Ridge | 37% | 34% | 29% |
| Goose Lake/Freeman | 56% | 36% | 9% |
| Fort Assiniboine/Timeu | 45% | 44% | 11% |

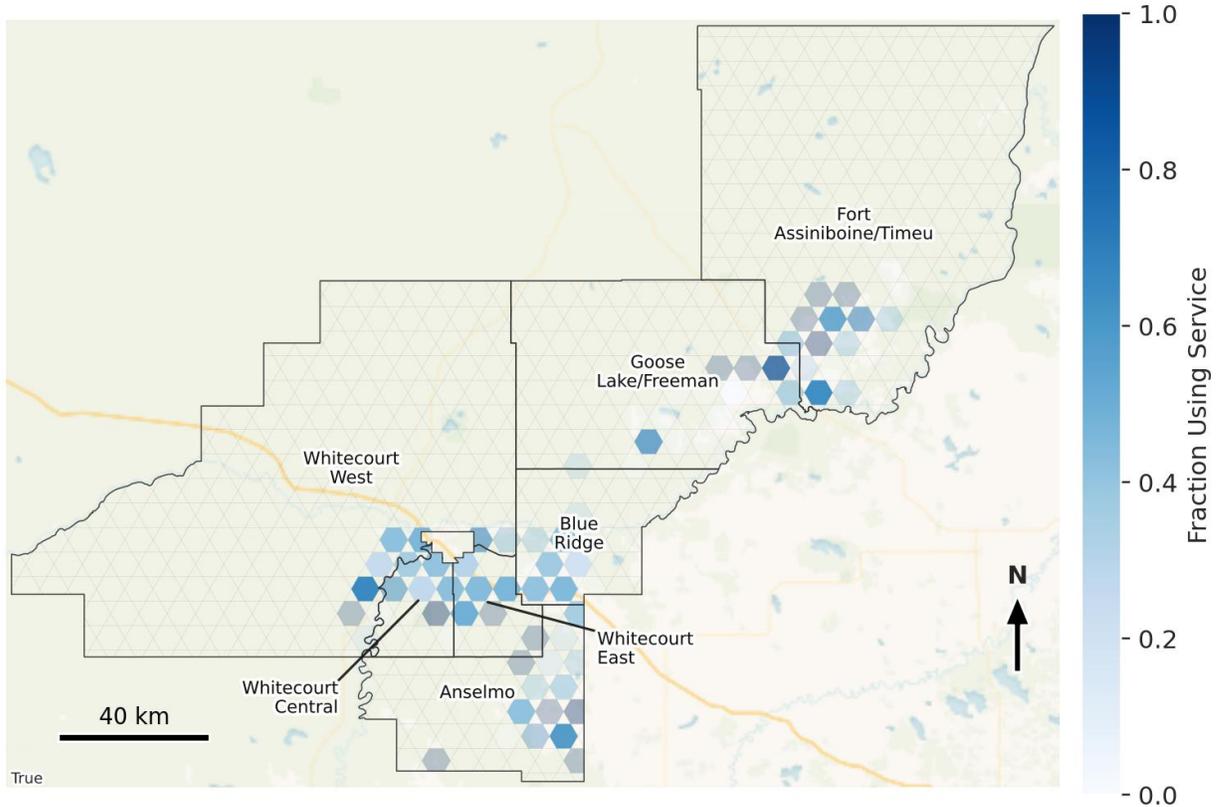
Usage of walking and biking trails among Woodlands County households shows a weighted share with 40.2% not using trails, while 27.97% use trails in rural locations and 31.79% in urban locations. Notable regional differences emerge, with Anselmo reporting the highest



non-use rate at 60.1%, contrasting with Whitecourt Central and East where approximately 46.4% use trails in urban areas. Blue Ridge and Goose Lake/Freeman have comparatively higher rural usage shares, reaching up to 35.8%, indicating varying trail use patterns across zones.

4.4 Use of Outdoor Sports Fields

Census Question: Does your household use Outdoor Sports Fields?



| Zone | No | Yes - Rural locations | Yes - Urban locations |
|------------------------|-----|-----------------------|-----------------------|
| Overall (All Zones) | 59% | 15% | 26% |
| Anselmo | 42% | 37% | 20% |
| Whitecourt West | 62% | 8% | 29% |
| Whitecourt Central | 61% | 9% | 30% |
| Whitecourt East | 56% | 9% | 40% |
| Blue Ridge | 65% | 9% | 26% |
| Goose Lake/Freeman | 71% | 16% | 13% |
| Fort Assiniboine/Timeu | 47% | 46% | 6% |

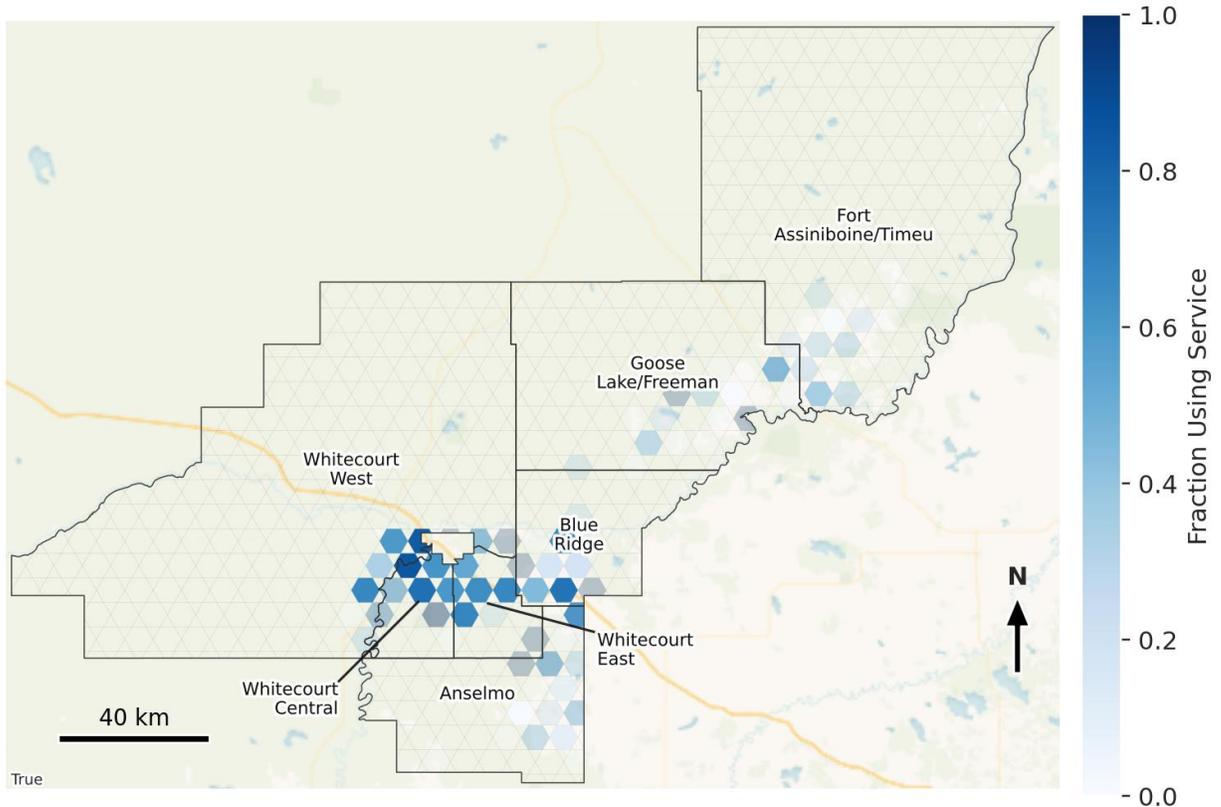
The weighted share of households using Outdoor Sports Fields in Woodlands County is 41.0%, divided between 15.5% in rural locations and 26.0% in urban locations. Notable regional differences emerge, with Fort Assiniboine or Timeu showing the highest rural usage at 46.4%, contrasting sharply with Whitecourt East where urban usage predominates at



40.4% and rural use is only 3.9%. Anselmo exhibits a more balanced pattern, with a higher rural use share (37.5%) than other zones except Fort Assiniboine, reflecting varied engagement across the county's rural and urban areas.

4.5 Use of Fitness Centers and Gyms

Census Question: Does your household use Fitness centers/gyms?



| Zone | No | Yes - Rural locations | Yes - Urban locations |
|------------------------|-------|-----------------------|-----------------------|
| Overall (All Zones) | 52% | 8% | 40% |
| Anselmo | 70% | 37.5% | 28% |
| Whitecourt West | 41% | 7% | 52% |
| Whitecourt Central | 32% | 16.5% | 51% |
| Whitecourt East | 38% | 9% | 54% |
| Blue Ridge | 56% | 3% | 41% |
| Goose Lake/Freeman | 75.4% | 6% | 18% |
| Fort Assiniboine/Timeu | 77.5% | 13% | 10% |

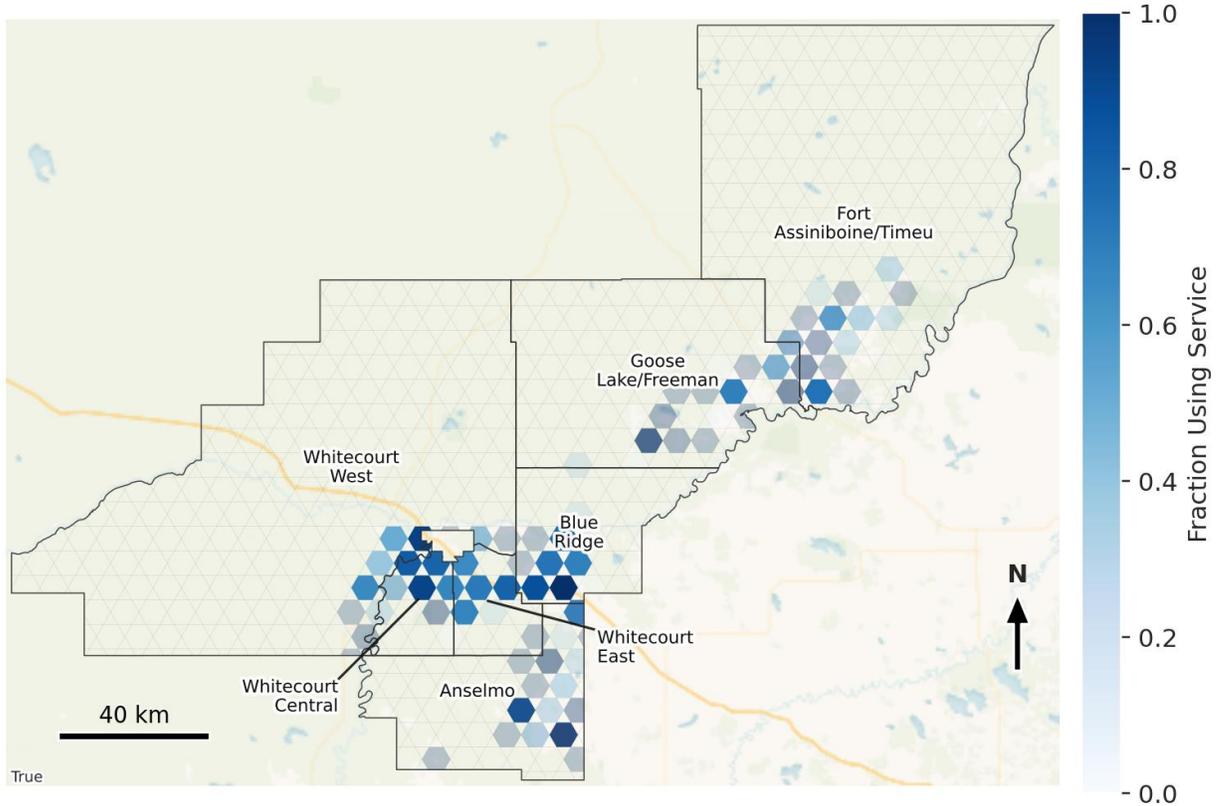
Just over half of households (51.8%) in Woodlands County do not use fitness centers or gyms, while 8.3% access facilities in rural locations and 39.9% use urban-based centers. Usage varies notably by zone: Whitecourt East and Whitecourt West exhibit the highest urban location use at 53.9% and 52.4%, respectively, whereas Fort Assiniboine or Timeu and Goose Lake or Freeman report higher shares of non-users, at 77.5% and 75.4%. Rural use peaks in Whitecourt Central at 16.5%, contrasting with lower rural usage in Anselmo



(2.1%). These patterns highlight distinct regional differences in fitness center utilization within the County.

4.6 Use of Swimming Pools

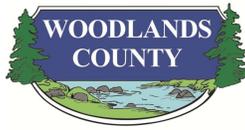
Census Question: Does your household use Swimming Pools?



| | | | |
|------------------------|-----|-----|-----|
| Overall (All Zones) | 29% | 11% | 60% |
| Anselmo | 24% | 6% | 70% |
| Whitecourt West | 38% | 8% | 54% |
| Whitecourt Central | 21% | 15% | 65% |
| Whitecourt East | 25% | 9% | 65% |
| Blue Ridge | 29% | 5% | 66% |
| Goose Lake/Freeman | 39% | 10% | 51% |
| Fort Assiniboine/Timeu | 27% | 29% | 44% |

■ No
 ■ Yes - Rural locations
 ■ Yes - Urban locations

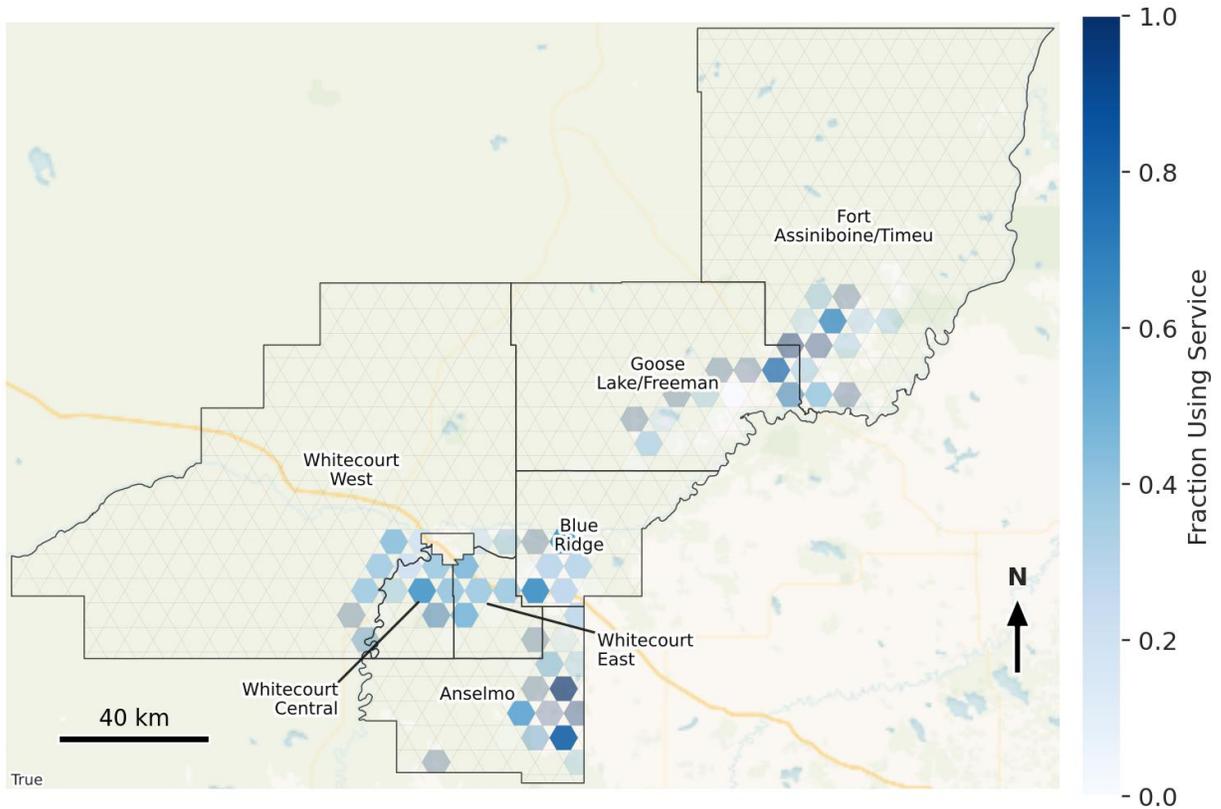
The weighted share of households using swimming pools in Woodlands County is 59.8% at urban locations, 11.2% at rural locations, with 29.0% not using swimming pools. Usage varies by zone, with Anselmo showing the highest urban location use at 69.6%, while Fort Assiniboine or Timeu has the highest rural location use at 28.5%. Goose Lake or Freeman reports the highest share of households not using pools at 39.2%. These regional



differences highlight varying patterns of swimming pool accessibility or preference across the county's zones.

4.7 Use of Arenas for Hockey and Skating

Census Question: Does your household use Arenas? (hockey/skating)



| | | | |
|------------------------|-----|-----|-----|
| Overall (All Zones) | 58% | 16% | 26% |
| Anselmo | 38% | 50% | 13% |
| Whitecourt West | 69% | | 27% |
| Whitecourt Central | 60% | 7% | 33% |
| Whitecourt East | 55% | 6% | 38% |
| Blue Ridge | 62% | 8% | 30% |
| Goose Lake/Freeman | 60% | 26% | 14% |
| Fort Assiniboine/Timeu | 55% | 38% | 8% |

■ No
 ■ Yes - Rural locations
 ■ Yes - Urban Locations

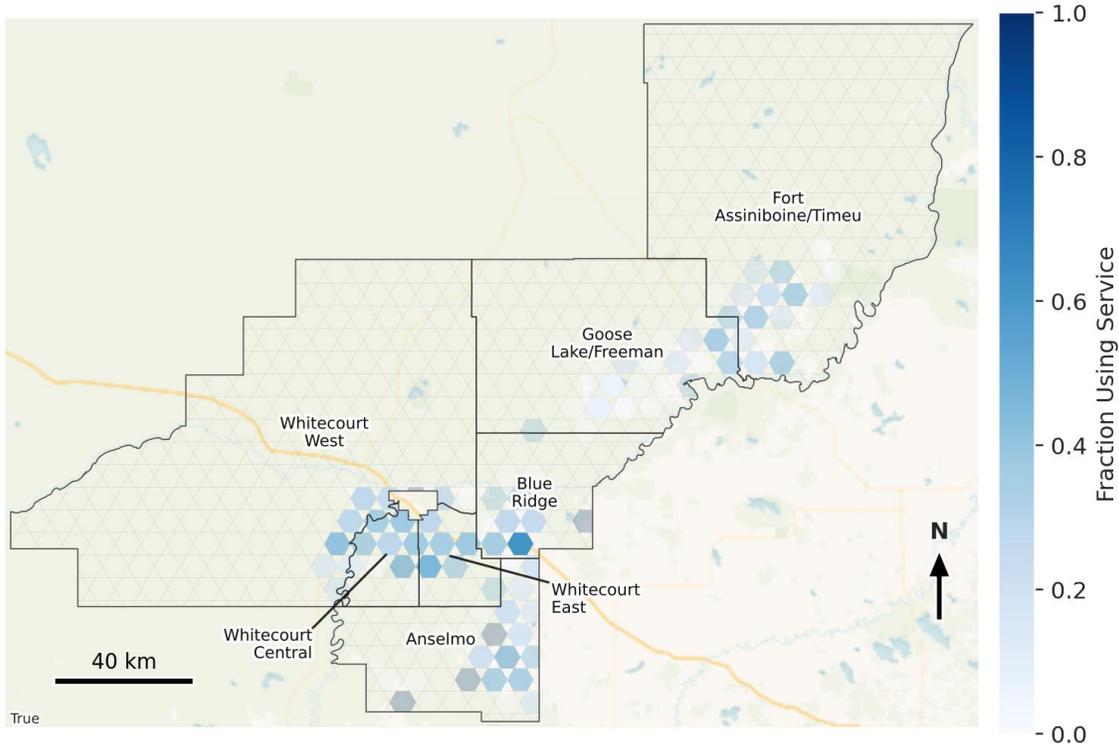
The weighted share of households in Woodlands County that use arenas for hockey or skating is 41.7%, with 16.0% using facilities in rural locations and 25.8% in urban locations. Notable regional differences show higher rural usage in Anselmo (49.7%) and Fort Assiniboine or Timeu (37.7%), contrasting with predominantly urban use in Whitecourt East (38.3%), Whitecourt Central (33.2%), and Whitecourt West (26.7%). Lower overall usage is



evident in Whitecourt West where 69.2% of households report not using arenas. These patterns reflect varied access or preferences across zones.

4.8 Use of Urban-Run Recreational Programs

Census Question: Does your household participate in urban-run recreational programs (e.g., hockey, swimming lessons, youth activities)?



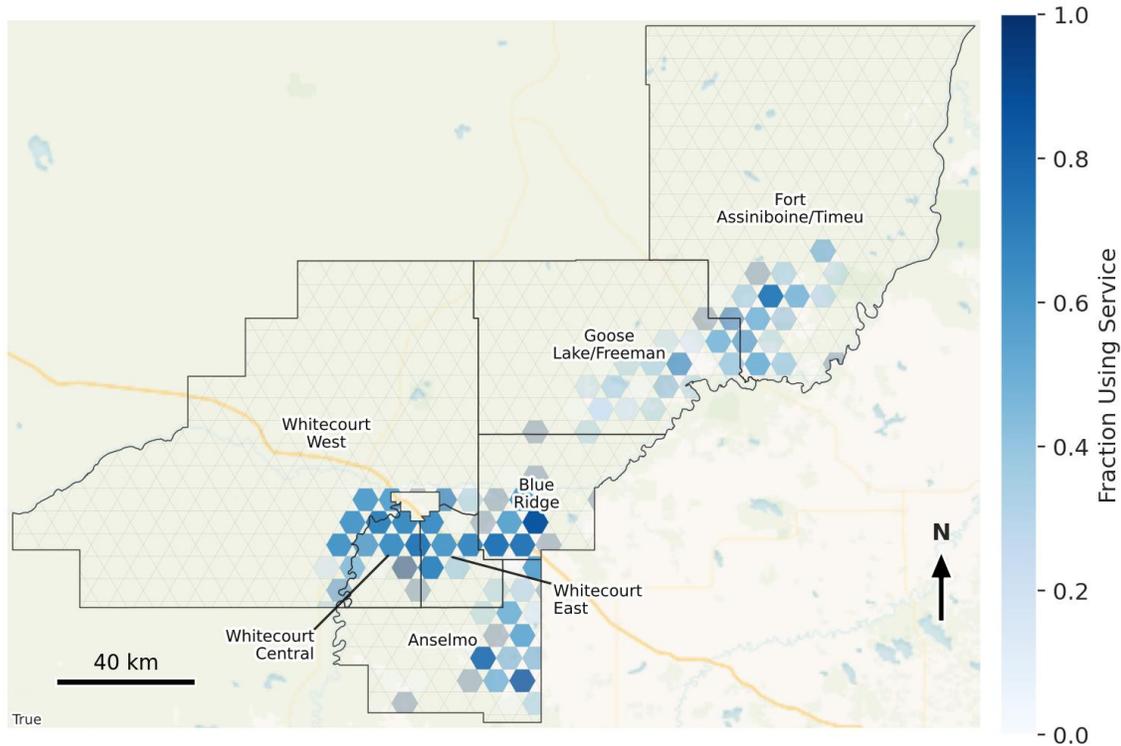
| | | | |
|------------------------|-----|--|-----|
| Overall (All Zones) | 72% | | 28% |
| Anselmo | 74% | | 26% |
| Whitecourt West | 74% | | 26% |
| Whitecourt Central | 66% | | 34% |
| Whitecourt East | 62% | | 38% |
| Blue Ridge | 74% | | 26% |
| Goose Lake/Freeman | 85% | | 15% |
| Fort Assiniboine/Timeu | 79% | | 21% |

■ No ■ Yes

The weighted share of households participating in urban-run recreational programs in Woodlands County is 28%, with the majority (72%) not engaged in these activities. Participation rates vary by zone, with Whitecourt East showing the highest involvement at 38%, followed by Whitecourt Central at 34%. Rural zones such as Goose Lake or Freeman exhibit notably lower participation, at approximately 15%, indicating regional disparities between more urban-adjacent and remote areas. These differences reflect varied engagement with urban-based recreation options across the county's geographic zones.

4.9 Use of Recreational Facilities

Census Question: Does your household use Recreational Facilities?



| | | |
|------------------------|-----|-----|
| Overall (All Zones) | 43% | 57% |
| Anselmo | 52% | 48% |
| Whitecourt West | 41% | 59% |
| Whitecourt Central | 36% | 64% |
| Whitecourt East | 37% | 63% |
| Blue Ridge | 38% | 62% |
| Goose Lake/Freeman | 64% | 36% |
| Fort Assiniboine/Timeu | 48% | 52% |

■ No ■ Yes

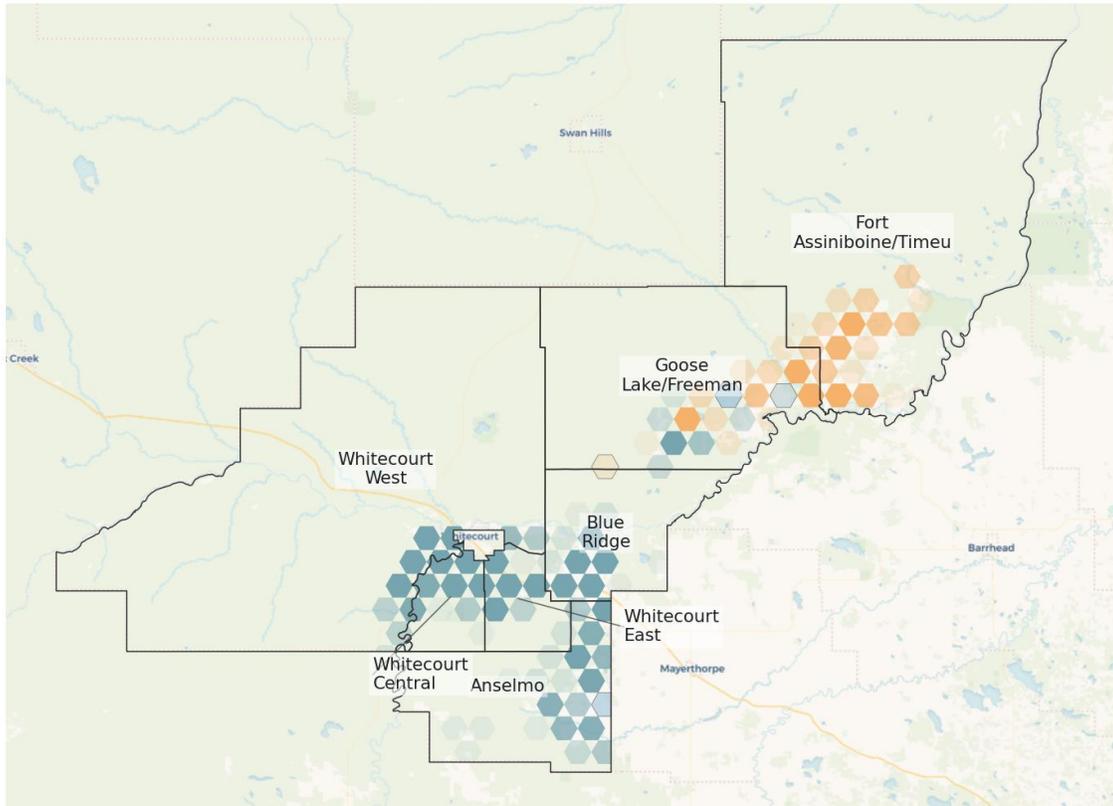
A majority of households in Woodlands County report using recreational facilities, with a weighted share of 56.8% overall. Usage varies by zone, with the highest engagement in Blue Ridge (62.4%) and Whitecourt East (63.3%), while Goose Lake or Freeman shows significantly lower usage at 36.2%. Anselmo also reports below-average participation (47.9%). These differences highlight spatial variation in recreational facility use across the county, suggesting distinct patterns between more urban-adjacent areas and more rural or remote zones.

5 Destinations

This section examines the primary destination towns used by households in Woodlands County for groceries, recreation, healthcare, and shopping, as well as participation locations for urban-run recreational programs. Terminology such as specific service categories is clarified within the questions. All reported statistics are weighted by inverse-probability to account for partial survey responses, ensuring representation of the surveyed population.

5.1 Primary Destination for Grocery Shopping

Census Question: Which town does your household most often visit for GROCERIES?



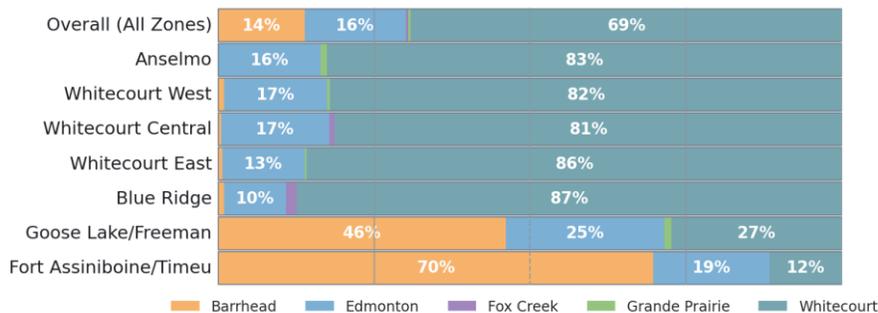
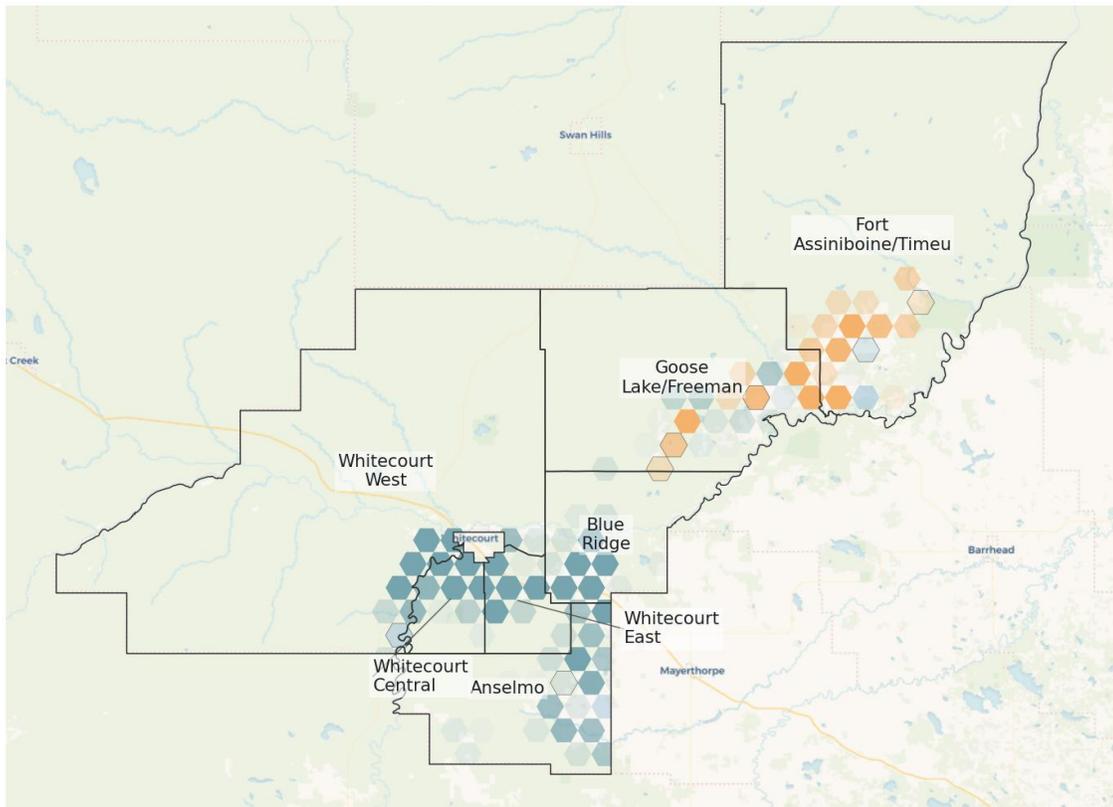
| | | | | |
|------------------------|--|--|---|--|
| Overall (All Zones) | 16% | 5% | 79% | |
| Anselmo | 5% | | 94% | |
| Whitecourt West | | | 96% | |
| Whitecourt Central | 5% | | 95% | |
| Whitecourt East | | | 97% | |
| Blue Ridge | | | 97% | |
| Goose Lake/Freeman | 57% | 11% | 31% | |
| Fort Assiniboine/Timeu | 78% | 11% | 11% | |
| | ■ Barrhead | ■ Edmonton | ■ Whitecourt | |



Most households in Woodlands County report Whitecourt as their primary grocery destination, with a weighted share of 79%. Barrhead is chosen by 16%, while Edmonton accounts for about 5%. Notably, households in Fort Assiniboine or Timeu and Goose Lake or Freeman zones show a higher tendency to shop in Barrhead, with shares of 78% and 57%, respectively, contrasting sharply with over 93% visiting Whitecourt in Anselmo and more than 96% in Whitecourt’s zones. These regional differences reflect varied shopping patterns within the county.

5.2 Primary Destination for Recreation Visits

Census Question: Which town does your household most often visit for RECREATION?

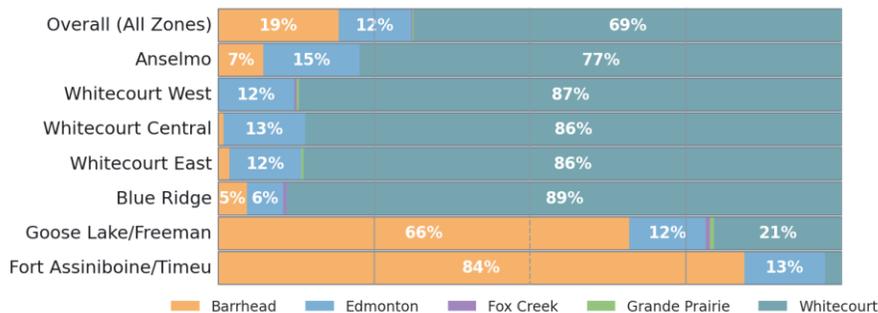
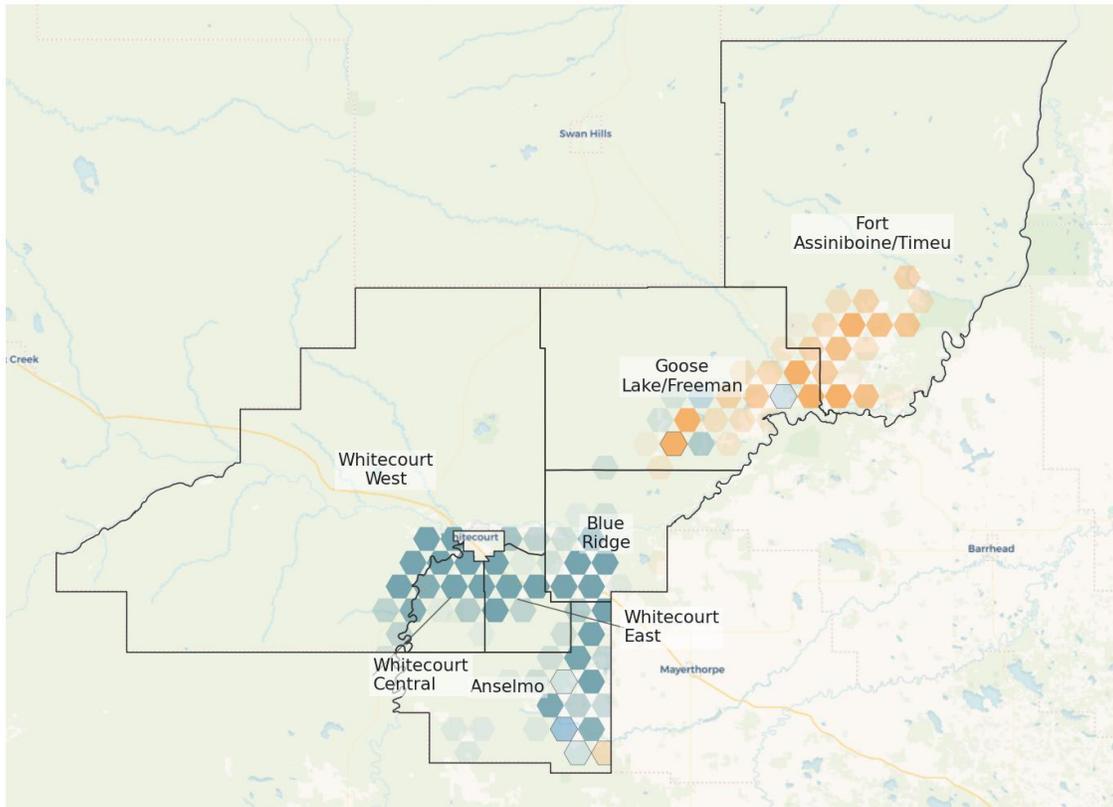




Households in Woodlands County predominantly visit Whitecourt for recreation, with a weighted share of approximately 69.2%, followed by Edmonton at 16.2% and Barrhead at 13.9%. Usage patterns vary by zone: Anselmo and Whitecourt East show the strongest preference for Whitecourt (82.5% and 85.8%, respectively), while residents in Fort Assiniboine or Timeu and Goose Lake or Freeman more frequently visit Barrhead (69.7% and 46.1% respectively) for recreational purposes. Visits to Fox Creek and Grande Prairie for recreation are minimal across all zones. These results highlight a clear regional preference for Whitecourt as the recreational hub within the county.

5.3 Primary Destination for Healthcare Services

Census Question: Which town does your household most often visit for HEALTHCARE?

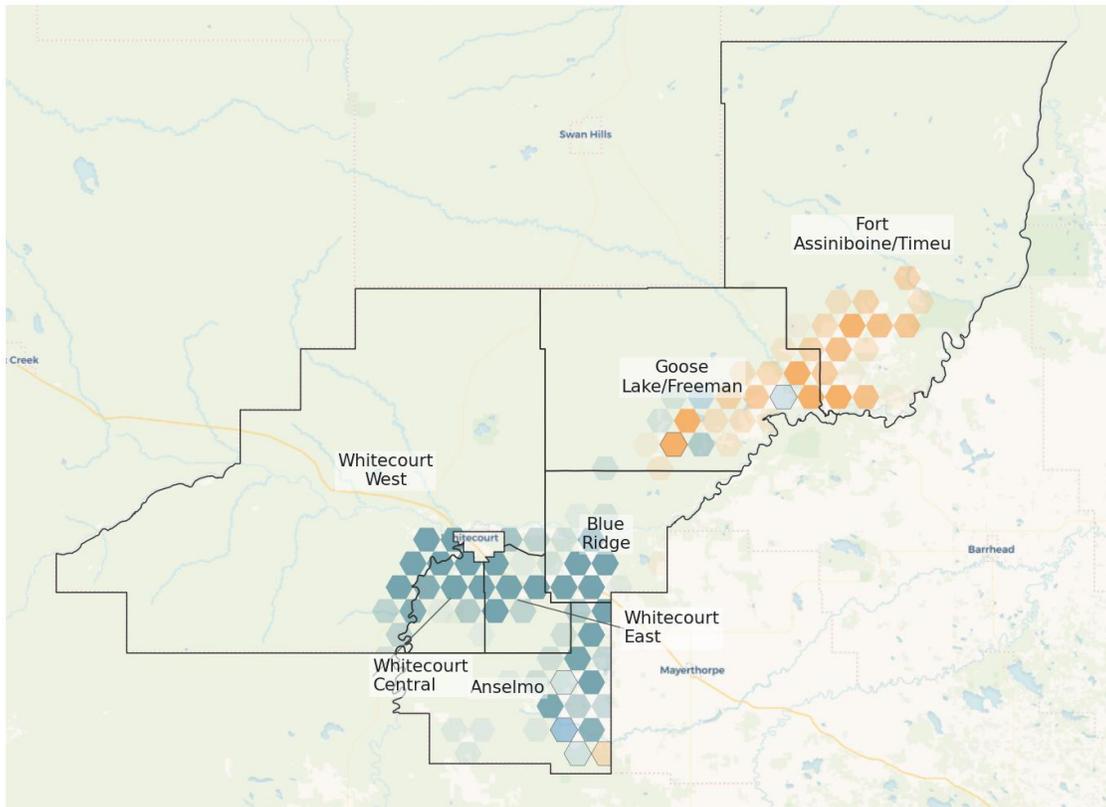




Households in Woodlands County most often visit Whitecourt for healthcare services, with a weighted share of 68.7% overall. Barrhead is notably the primary healthcare destination for residents in Fort Assiniboine or Timeu and Goose Lake or Freeman zones, with shares of 84.3% and 65.9%, respectively. Visits to other towns like Fox Creek and Grande Prairie are minimal across all zones.

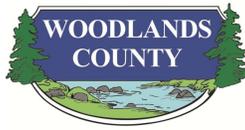
5.4 Primary Destination for Shopping

Census Question: Which town does your household most often visit for SHOPPING?



| | | | | |
|------------------------|----------|----------|----------------|------------|
| Overall (All Zones) | 13% | 28% | | 58% |
| Anselmo | | 24% | | 74% |
| Whitecourt West | | 28% | | 72% |
| Whitecourt Central | | 30% | | 69% |
| Whitecourt East | | 30% | | 70% |
| Blue Ridge | | 28% | | 71% |
| Goose Lake/Freeman | 48% | | 26% | 25% |
| Fort Assiniboine/Timeu | | 63% | | 28% |
| | | | | 9% |
| | Barrhead | Edmonton | Grande Prairie | Whitecourt |

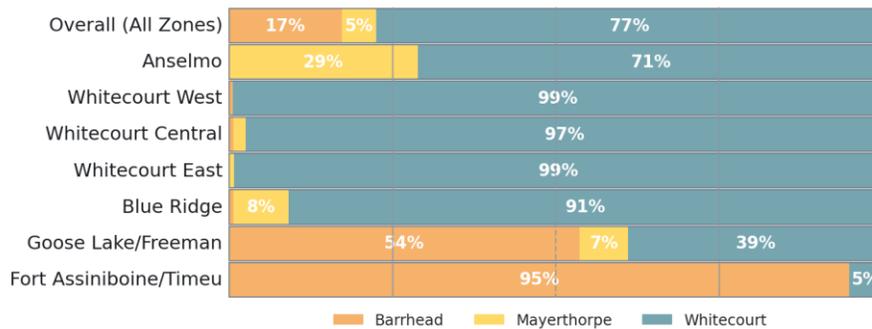
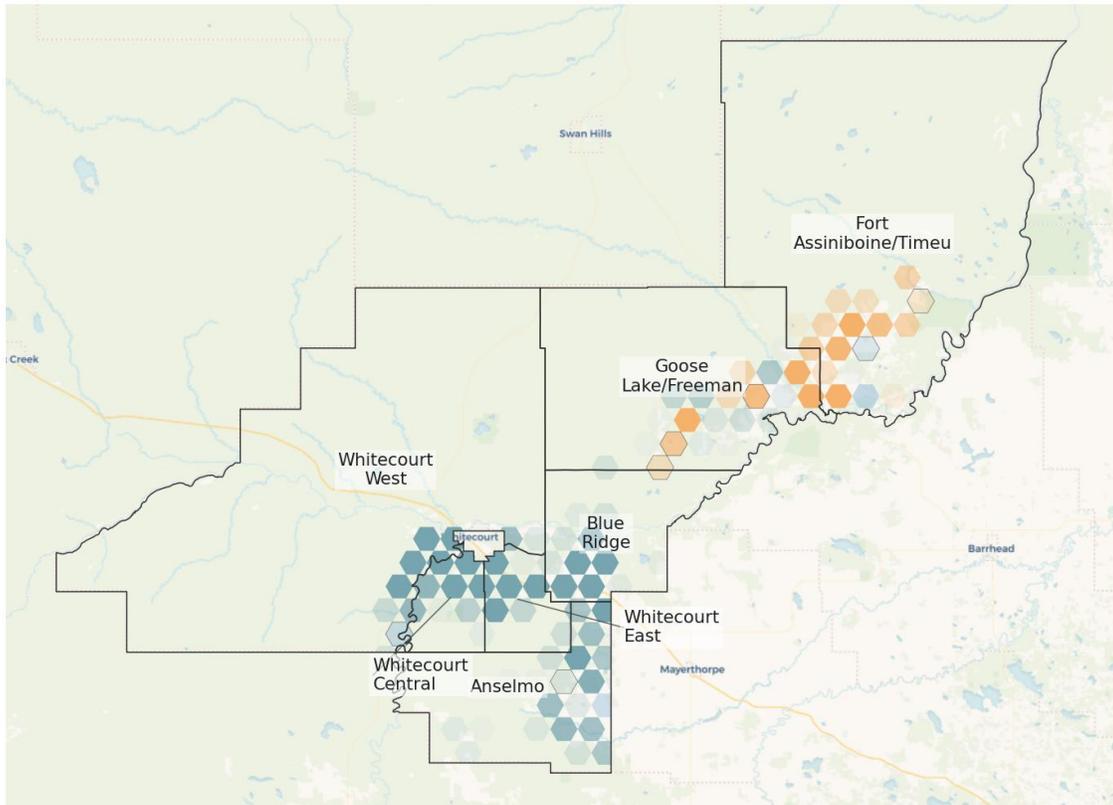
The majority of households in Woodlands County most often visit Whitecourt for shopping, with a weighted share of 58.4%, followed by Edmonton at 28.0% and Barrhead at 13.3%. This pattern is consistent across Whitecourt zones, where over 69% of households favor



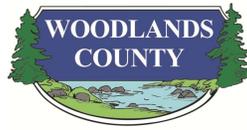
Whitecourt for shopping, whereas households in Fort Assiniboine or Timeu and Goose Lake or Freeman show a strong preference for Barrhead (63.3% and 48.4%, respectively). Visits to Grande Prairie for shopping are minimal across all zones. These regional distinctions highlight varied local shopping behaviors within the municipal district.

5.5 Participation in Urban-Run Recreational Programs

Census Question: Where does your household participate in urban-run recreational programs?



Participation in urban-run recreational programs among Woodlands County households shows a weighted share of 77.5% using Whitecourt facilities, followed by 17.3% in Barrhead and 5.2% in Mayerthorpe. Zone-level differences are notable: Fort Assiniboine or Timeu households primarily use Barrhead programs (94.9%), while Whitecourt West and



Whitecourt East demonstrate near-exclusive participation in Whitecourt (over 99%). Anselmo shows more diverse use, with 29% in Mayerthorpe and 71% in Whitecourt. Overall, Whitecourt forms the dominant urban center for recreational program participation across the municipality.

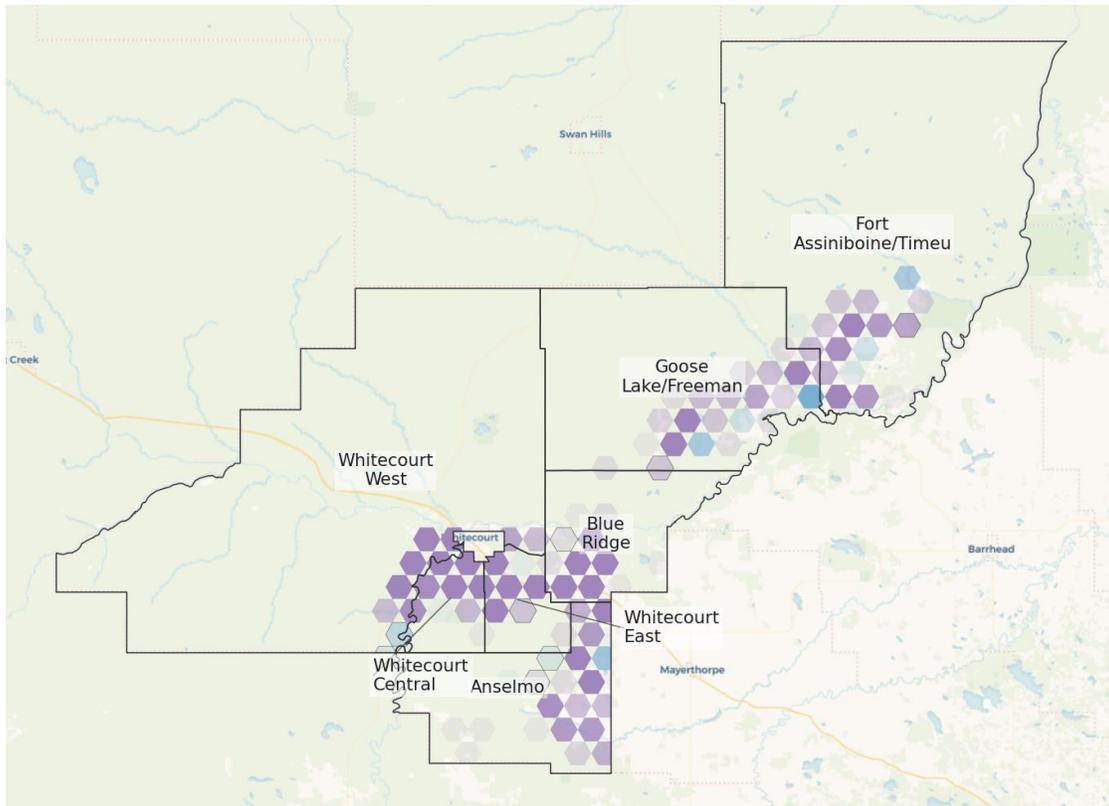


6 Economic Development

The Economic Development section examines community perspectives on investment attractiveness within Woodlands County, including support for exploring a Small Modular Reactor (SMR) project. “Yes – Rural locations” responses indicate service use in non-urban areas. All statistics presented are weighted by inverse-probability to account for partial survey responses, ensuring balanced representation of the surveyed population.

6.1 Perceptions of Woodlands County as Investment Location

Census Question: Is Woodlands County a good place to invest?



| Zone | No | Unsure | Yes |
|------------------------|----|--------|-----|
| Overall (All Zones) | 5% | 27% | 68% |
| Anselmo | | 28% | 71% |
| Whitecourt West | 6% | 29% | 65% |
| Whitecourt Central | 6% | 26% | 68% |
| Whitecourt East | 6% | 28% | 66% |
| Blue Ridge | | 20% | 76% |
| Goose Lake/Freeman | 6% | 33% | 61% |
| Fort Assiniboine/Timeu | 5% | 28% | 66% |

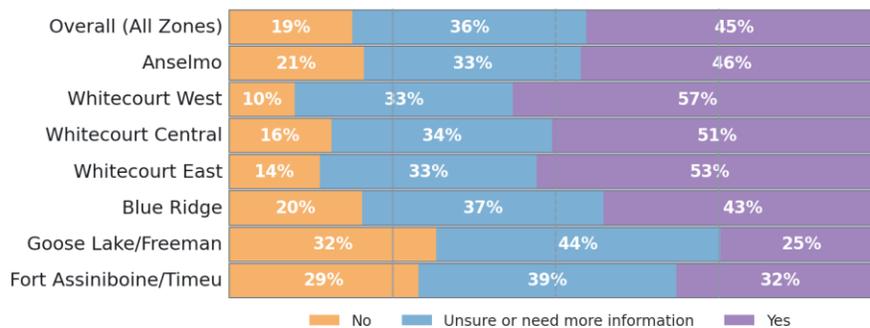
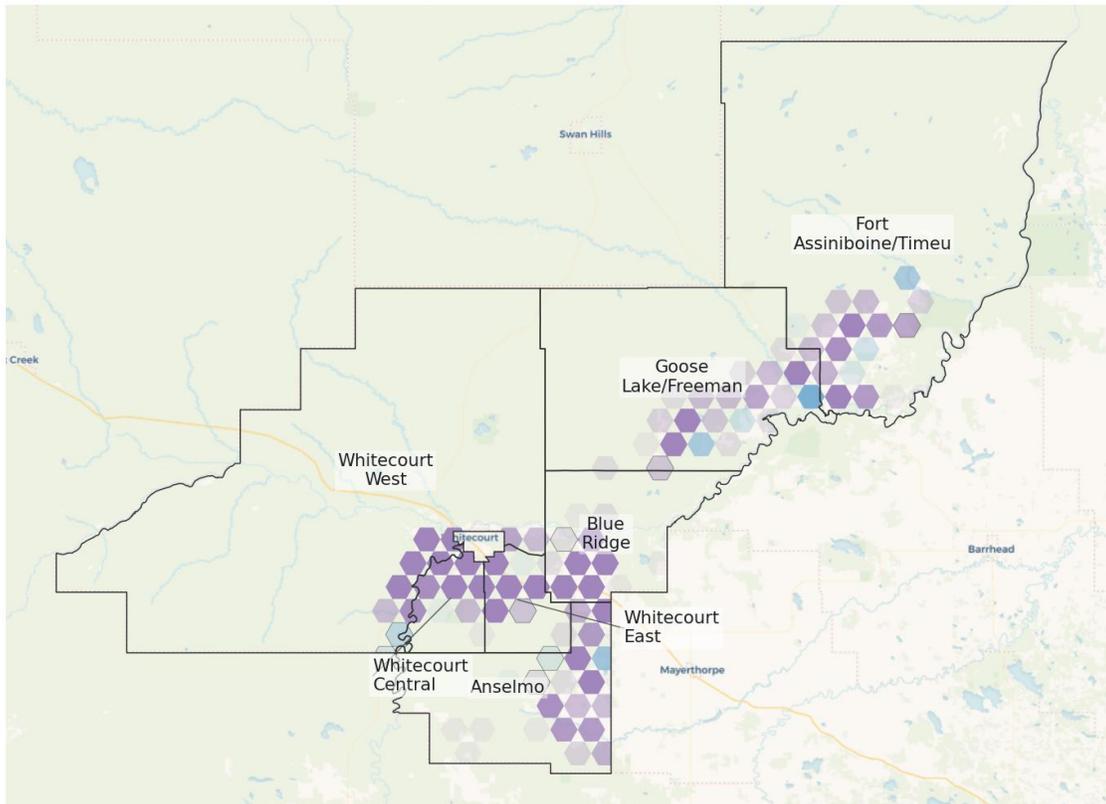
Woodlands County is viewed as a good place to invest by a weighted 67.5% of households, while 27.4% remain unsure and 5.1% disagree. The highest positive perception appears in



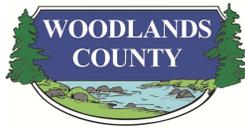
Blue Ridge at 76.4%, contrasting with Goose Lake or Freeman where only 61.0% respond favorably. Other zones such as Anselmo and Whitecourt Central also show strong investor confidence, exceeding 67%. These regional variations highlight differing levels of investment optimism within the County. Overall, a significant majority of households express positive sentiment regarding investment prospects.

6.2 Support for Small Modular Reactor Project Exploration

Census Question: Our community has been identified as a potential site for a Small Modular Reactor (SMR). Would you support further exploration of a Small Modular Reactor project in our region?



The weighted share of households supporting further exploration of a Small Modular Reactor (SMR) project in Woodlands County is 45%, with 36% unsure or needing more



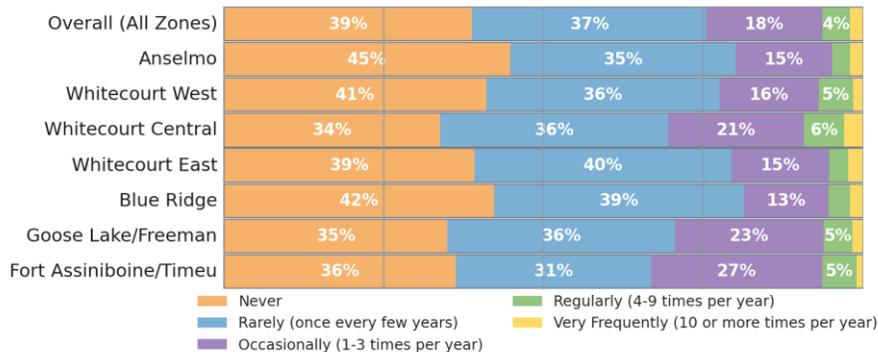
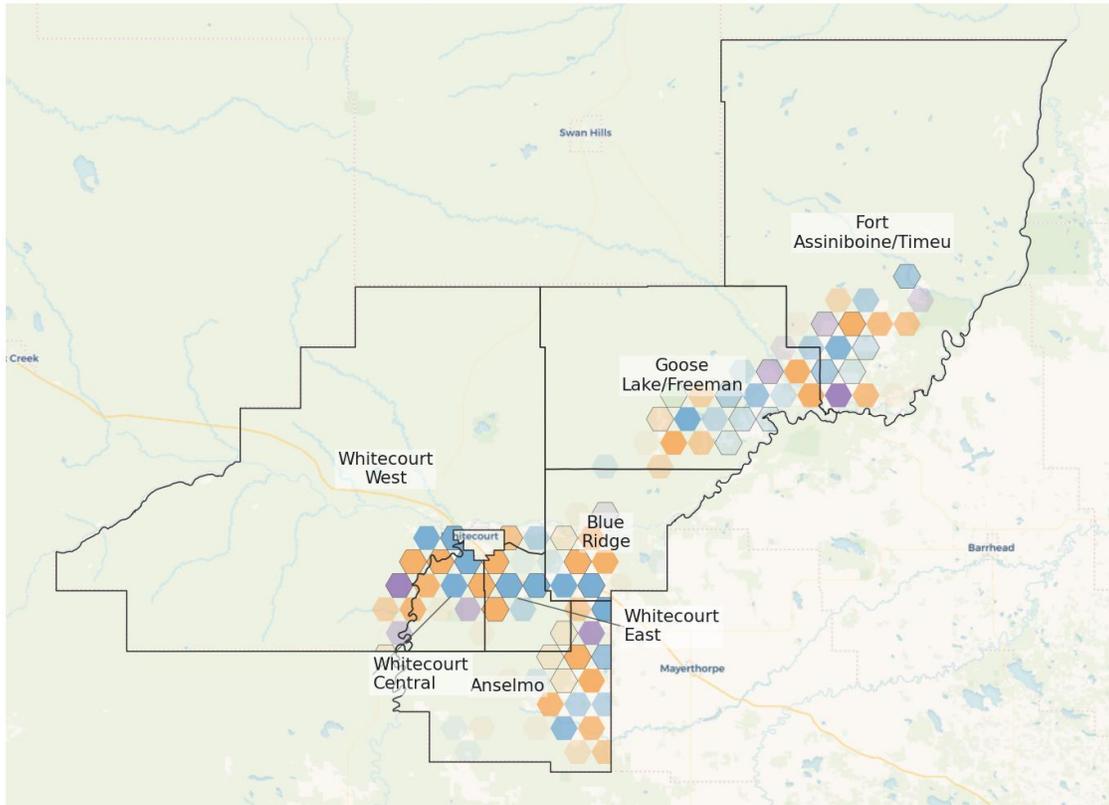
information, and 19% opposed. Support is strongest in Whitecourt West (57%) and Whitecourt East (53%), while lower support is noted in more rural areas like Goose Lake or Freeman (25%) and Fort Assiniboine or Timeu (32%). Opposition is highest in Goose Lake or Freeman at 32%, contrasting with Whitecourt West's lower 10%. These regional differences suggest varied perspectives between more urban-adjacent zones and rural locations within the county.

7 Arts and Culture

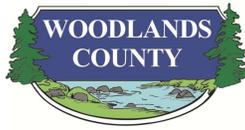
This section explores community engagement with performing arts and attitudes toward funding structures, including user fees and tax contributions. Questions also address perceptions of arts and culture facilities relative to recreational amenities and investment priorities. All data presented are weighted by inverse-probability methods to account for partial survey responses.

7.1 Frequency of Attendance at Performing Arts Events

Census Question: How often do you or your immediate family attend performing arts events?



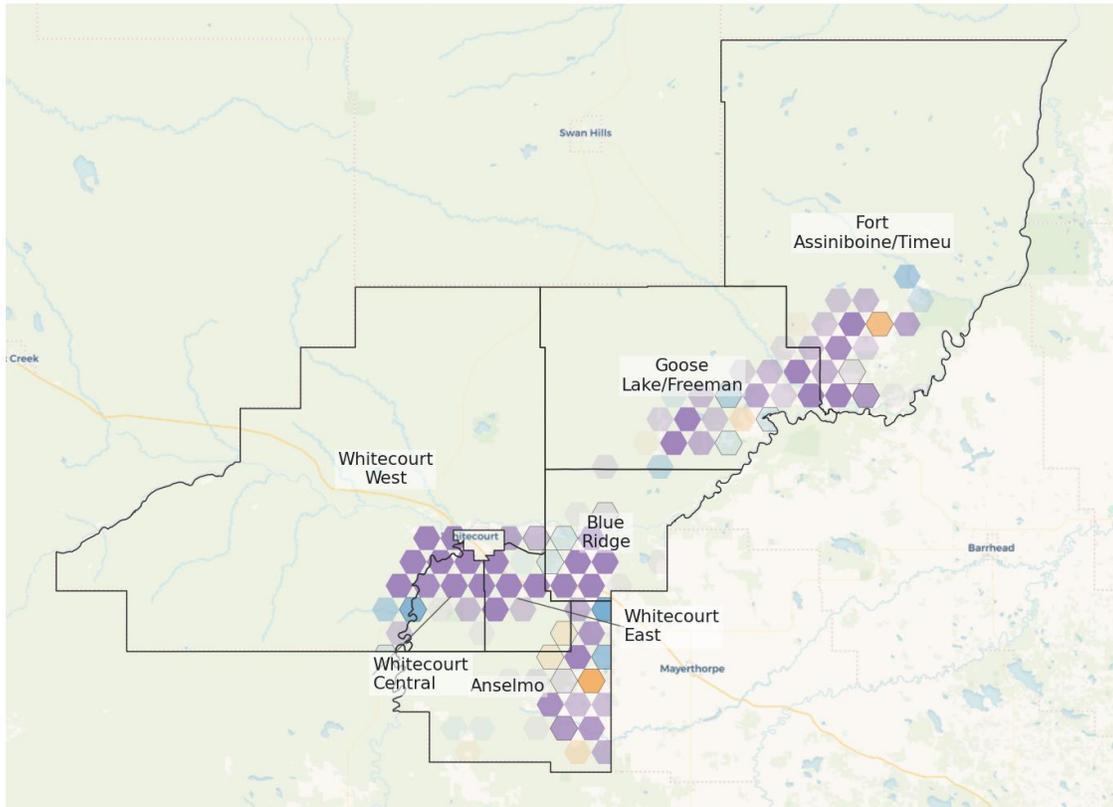
Attendance at performing arts events in Woodlands County shows that 39% of households never attend, while 37% attend rarely, and 18% occasionally (1–3 times per year). Regular attendance (4–9 times per year) accounts for about 4%, with very frequent attendance (10+ times per year) near 2%. Among zones, Anselmo and Blue Ridge have higher shares of households that never attend (45% and 42%), whereas Whitecourt Central and Goose Lake or Freeman report greater occasional attendance (21% and 23%). Fort Assiniboine or Timeau leads in occasional attendance at 27%, reflecting some variation across the region. The



results highlight how single binary questions of use and non-use of facilities can miss the varied rates utilization.

7.2 Support for User Fees to Fund Performing Arts Centre

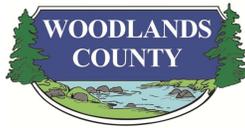
Census Question: Would you support user fees for rural residents instead of tax-based contributions to fund the performing arts centre?



| | | | |
|-------------------------|-----|-----|-----|
| Overall (All Zones) | 20% | 24% | 56% |
| Anselmo | 20% | 21% | 59% |
| Whitecourt West | 23% | 26% | 51% |
| Whitecourt Central | 25% | 22% | 53% |
| Whitecourt East | 18% | 24% | 57% |
| Blue Ridge | 16% | 22% | 63% |
| Goose Lake/Freeman | 16% | 23% | 61% |
| Fort Assiniboine/Timeau | 20% | 27% | 53% |

■ No
 ■ Unsure
 ■ Yes

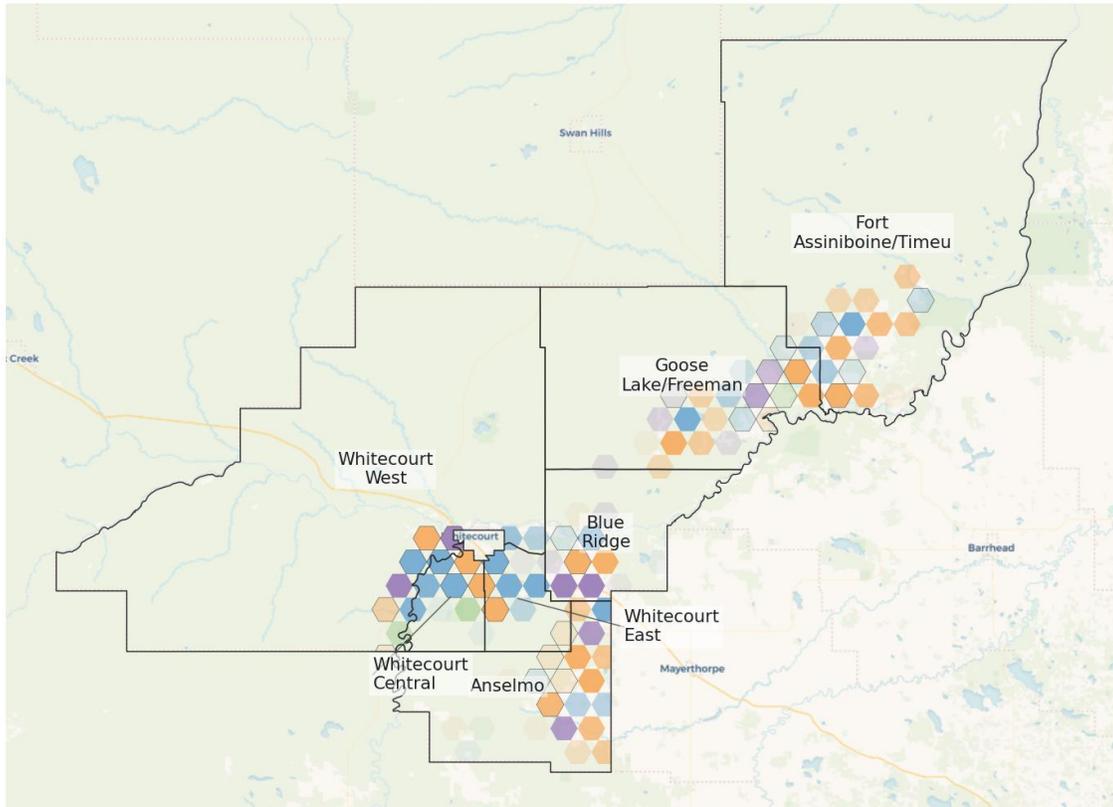
A majority of households (56.4%) in Woodlands County support user fees for rural residents instead of tax-based contributions to fund the performing arts centre, while 19.8% oppose this and 23.8% remain unsure. Support is notably higher in Blue Ridge (62.7%) and Goose Lake or Freeman (61.0%) compared to Whitecourt West (50.8%) and Whitecourt Central (52.7%). Opposition is slightly more pronounced in Whitecourt Central (24.9%) and



Whitecourt West (23.3%) zones. These findings highlight regional variation in attitudes toward funding mechanisms for the arts facility.

7.3 Likelihood of Attendance at Whitecourt Performing Arts Centre

Census Question: How likely are you to attend events at the new performing arts centre in the Town of Whitecourt?



| Zone | Not at all likely | Unlikely | Somewhat likely | Very likely |
|------------------------|-------------------|----------|-----------------|-------------|
| Overall (All Zones) | 34% | 31% | 27% | 9% |
| Anselmo | 37% | 27% | 29% | 8% |
| Whitecourt West | 30% | 32% | 28% | 10% |
| Whitecourt Central | 28% | 29% | 28% | 15% |
| Whitecourt East | 26% | 36% | 26% | 12% |
| Blue Ridge | 31% | 24% | 37% | 7% |
| Goose Lake/Freeman | 43% | 30% | 21% | 6% |
| Fort Assiniboine/Timeu | 50% | 33% | 15% | 2% |

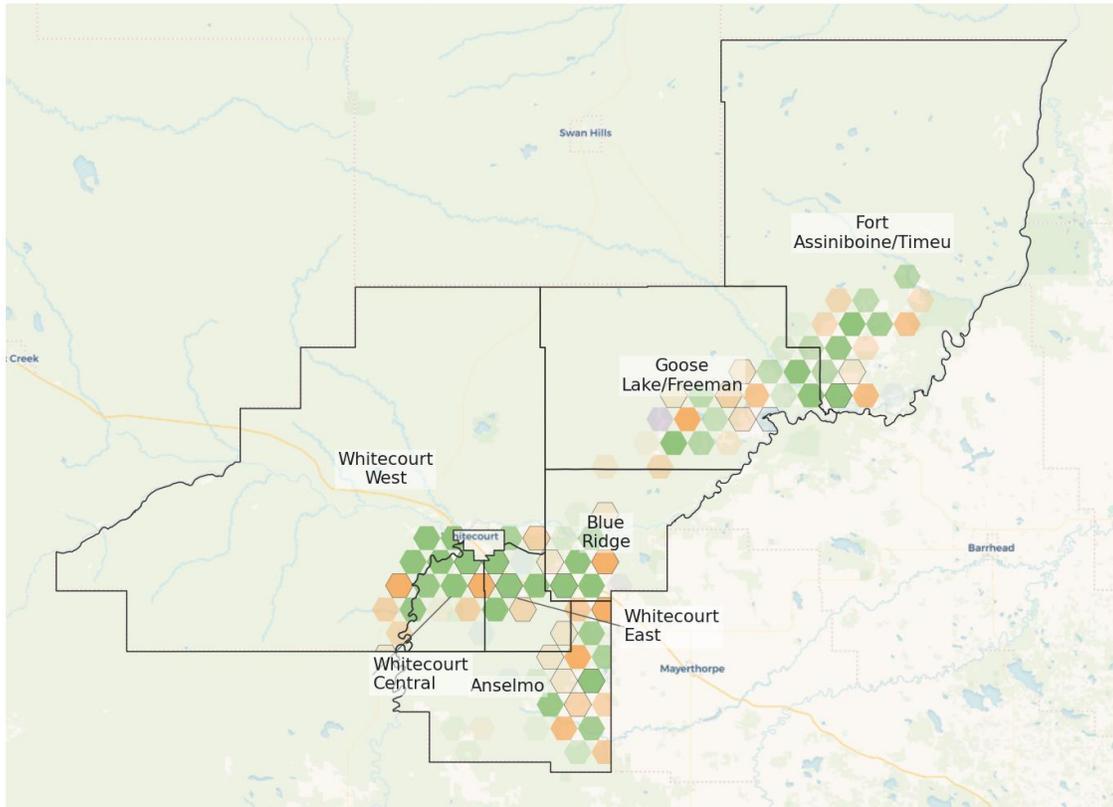
Survey results indicate that 33.6% of households have a not at all likely weighted share of attending events at the new performing arts centre in the Town of Whitecourt, while 9.1% are very likely. Interest varies by zone, with Whitecourt Central showing the highest likelihood to attend at 15.2%, compared to Fort Assiniboine or Timeu where only 1.6% are very likely. The somewhat likely share is strongest in Blue Ridge at 37.3%, contrasting with



lower interest in Fort Assiniboine or Timeu (14.7%). Overall, weighted shares reflect diverse levels of engagement across zones.

7.4 Preferred Funding Structure for Performing Arts Centre

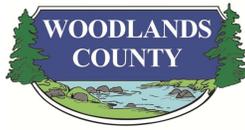
Census Question: If the County contributes funding to the Performing Arts Centre, how should it be structured?



| | | | | |
|------------------------|-----|-----|-----|-----|
| Overall (All Zones) | 34% | 9% | 11% | 47% |
| Anselmo | 32% | 14% | 8% | 46% |
| Whitecourt West | 24% | 9% | 12% | 55% |
| Whitecourt Central | 37% | 6% | 11% | 46% |
| Whitecourt East | 34% | 9% | 13% | 44% |
| Blue Ridge | 39% | 6% | 8% | 46% |
| Goose Lake/Freeman | 35% | 11% | 11% | 44% |
| Fort Assiniboine/Timeu | 35% | 9% | 9% | 46% |

■ A combination of operating costs and building costs
 ■ A contribution to the operating costs only
■ A contribution to the building costs only
 ■ No contribution at all

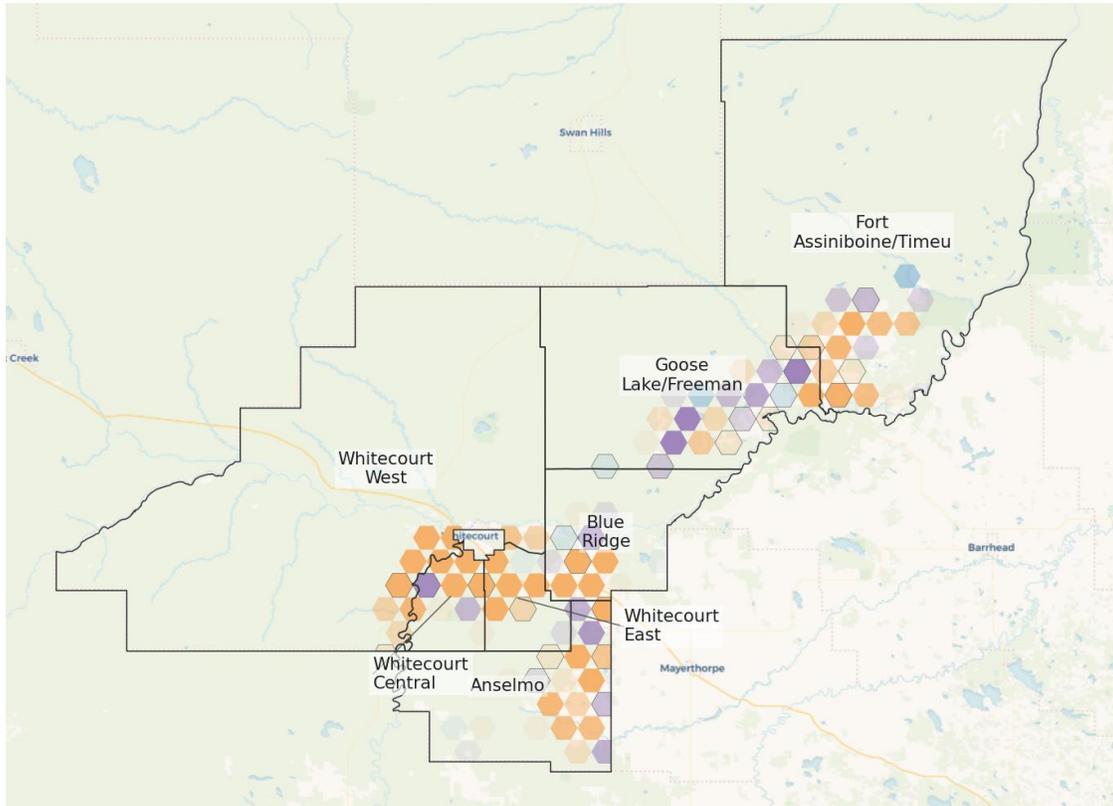
Regarding potential County funding for the Performing Arts Centre, 33.7% of households prefer a combination of operating and building cost contributions, while 46.9% favor no contribution. Smaller shares support contributions to building costs only (8.8%) or operating costs only (10.6%). Regional differences show Blue Ridge has the highest support for combined contributions at 39.0%, whereas Whitecourt West reports the greatest



preference for no contribution at 55.4%. Overall, weighted shares indicate varied views on funding structure across Woodlands County zones.

7.5 Perceived Classification of Arts, Culture & Events Centres

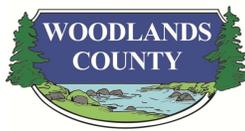
Census Question: In your opinion, should an Arts, Culture & Events Centres be considered a recreational facilities similar to sports fields, arenas, and swimming pools?



| Zone | No, it is a separate category from recreation | Not sure | Yes, it is a type of recreational facility |
|-------------------------|---|----------|--|
| Overall (All Zones) | 51% | 17% | 32% |
| Anselmo | 54% | 14% | 32% |
| Whitecourt West | 58% | 15% | 26% |
| Whitecourt Central | 56% | 9% | 35% |
| Whitecourt East | 52% | 18% | 30% |
| Blue Ridge | 44% | 24% | 32% |
| Goose Lake/Freeman | 37% | 23% | 40% |
| Fort Assiniboine/Timeau | 49% | 17% | 34% |

■ No, it is a separate category from recreation
 ■ Not sure
 ■ Yes, it is a type of recreational facility

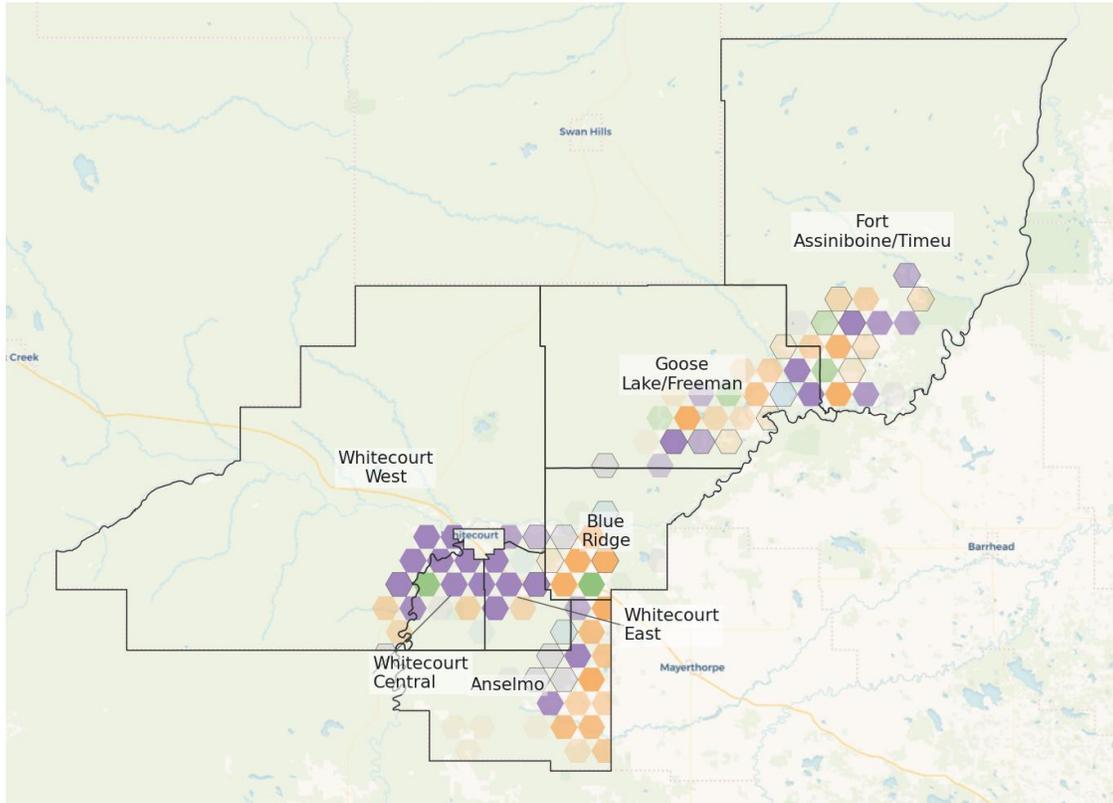
Just over half of households (50.6%) in Woodlands County view Arts, Culture & Events Centres as separate from recreational facilities such as sports fields, arenas, and swimming pools, while 32.2% consider them a type of recreational facility. The remaining 17.2% are unsure. Higher agreement that these centres are recreational is noted in Goose



Lake or Freeman (40.1%), contrasting with lower agreement in Whitecourt West (26.4%) and Anselmo (32.4%). This indicates some regional variation in the perceived categorization of arts and culture venues across the County.

7.6 Priority Areas for Arts and Culture Investment

Census Question: If the County were to invest in Arts and Culture, which of the following would be your priority?



| Zone | Community halls or event spaces in rural areas | Direct funding to arts and culture groups | No additional investment in arts and culture | Support for local arts programs in the County |
|------------------------|--|---|--|---|
| Overall (All Zones) | 31% | 8% | 41% | 20% |
| Anselmo | 54% | 0% | 30% | 12% |
| Whitecourt West | 21% | 10% | 52% | 17% |
| Whitecourt Central | 20% | 10% | 47% | 23% |
| Whitecourt East | 21% | 9% | 51% | 20% |
| Blue Ridge | 44% | 0% | 26% | 24% |
| Goose Lake/Freeman | 38% | 8% | 34% | 19% |
| Fort Assiniboine/Timeu | 39% | 8% | 31% | 22% |

Priorities for potential Arts and Culture investment in Woodlands County show that 40.6% of households prefer no additional investment, while 31.2% prioritize community halls or event spaces in rural areas. Support for local arts programs accounts for 19.9%, and direct funding to arts and culture groups holds 8.3%. Regional differences are notable: Anselmo



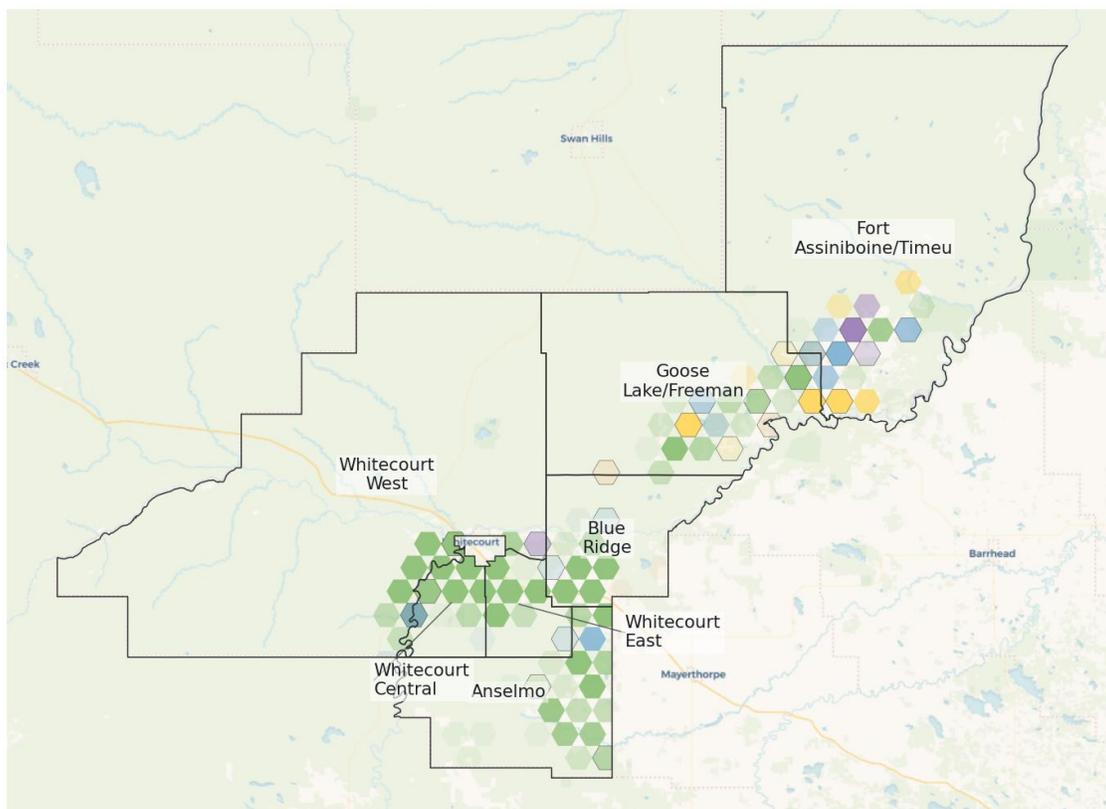
and Blue Ridge show stronger preference for community halls (54.5% and 43.6%, respectively), contrasting with Whitecourt zones where over 46% of households favor no new investment. These variations highlight differing views between more rural and more urban-adjacent areas.

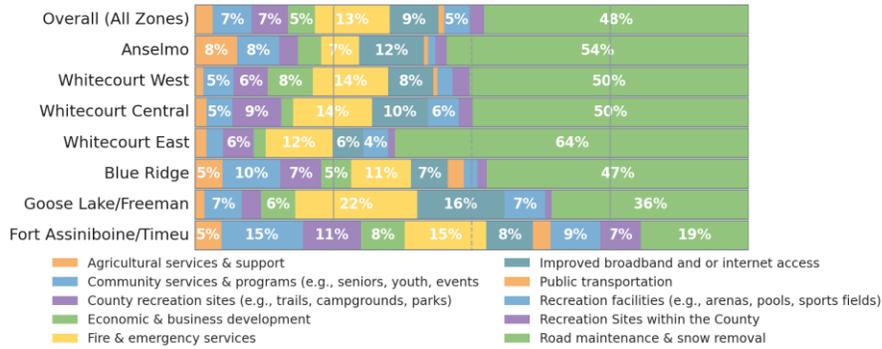
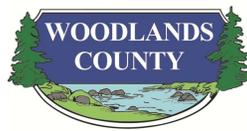
8 Fire and Other Services

This section explores residents' perspectives on fire and related municipal services, including priorities for new or improved offerings. Questions address funding opinions for both rural and Town of Whitecourt fire services, as well as fair allocation of recreation service costs. All reported statistics are weighted by inverse-probability to account for partial survey responses.

8.1 Priority Areas for Investment in Services

Census Question: If the County were to invest in new or improved services, which would you prioritize?



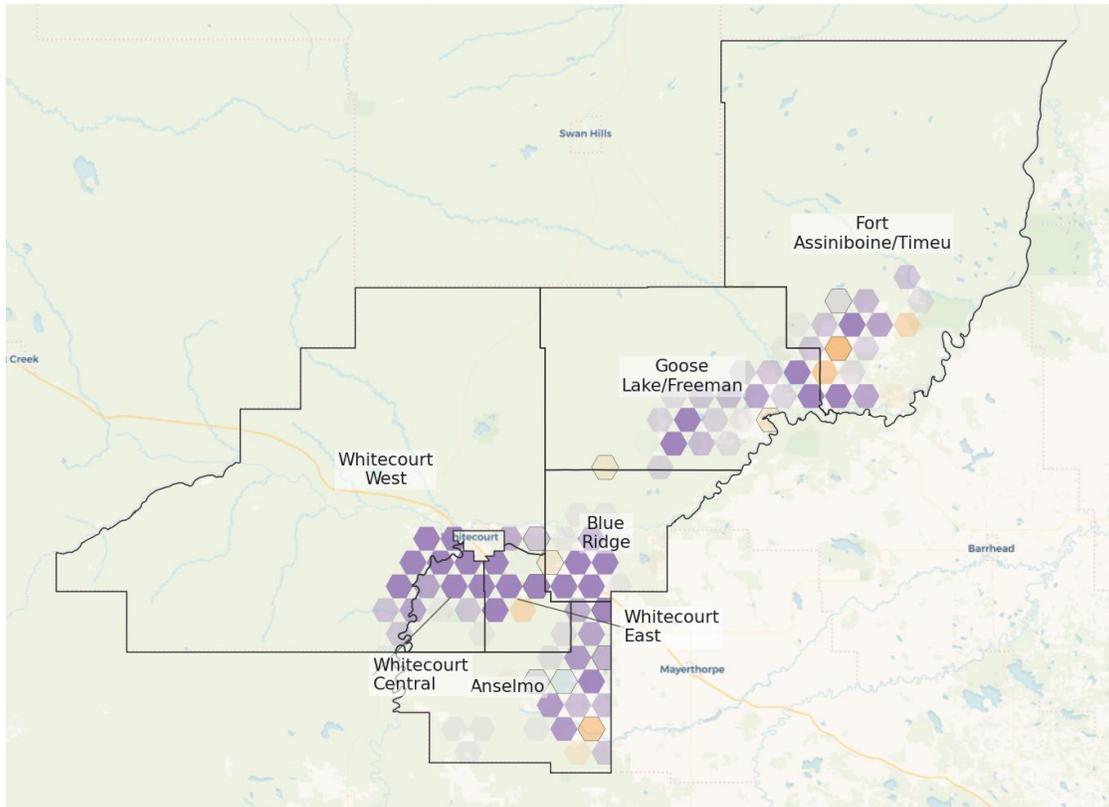


When prioritizing new or improved services, the weighted share of households across Woodlands County predominantly favors road maintenance and snow removal (48%), followed by fire and emergency services (13%) and improved broadband or internet access (9%). Community services and recreation sites also receive notable prioritization but at lower shares. Regional differences are evident: Whitecourt East places greater emphasis on road maintenance (64%), whereas Goose Lake or Freeman allocates relatively more priority to fire services (22%) and broadband access (16%). Fort Assiniboine or Timeu shows higher weighting for community programs and recreation facilities compared to other zones.



8.2 Funding Preferences for Fire Call-Out Costs

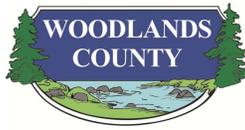
Census Question: Fire services in the County are currently funded through general taxation. Do you believe the cost of fire call-outs should be:



| | | | |
|------------------------|-----|----|-----|
| Overall (All Zones) | 28% | | 69% |
| Anselmo | 24% | | 74% |
| Whitecourt West | 28% | | 68% |
| Whitecourt Central | 22% | 4% | 73% |
| Whitecourt East | 33% | | 64% |
| Blue Ridge | 26% | | 70% |
| Goose Lake/Freeman | 19% | | 77% |
| Fort Assiniboine/Timeu | 36% | | 60% |

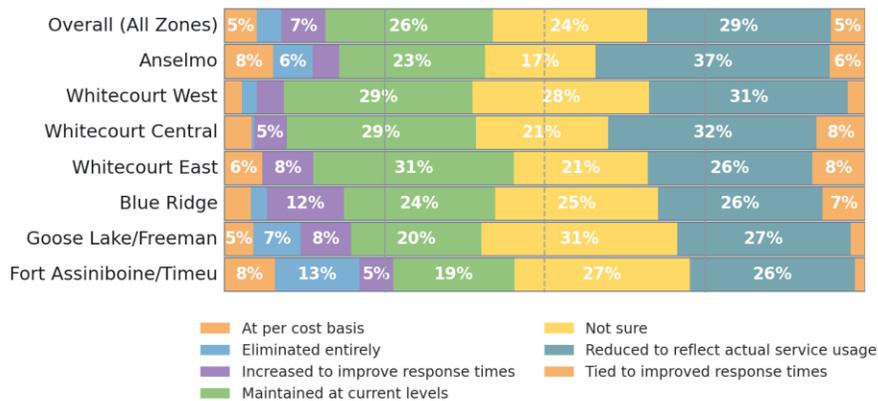
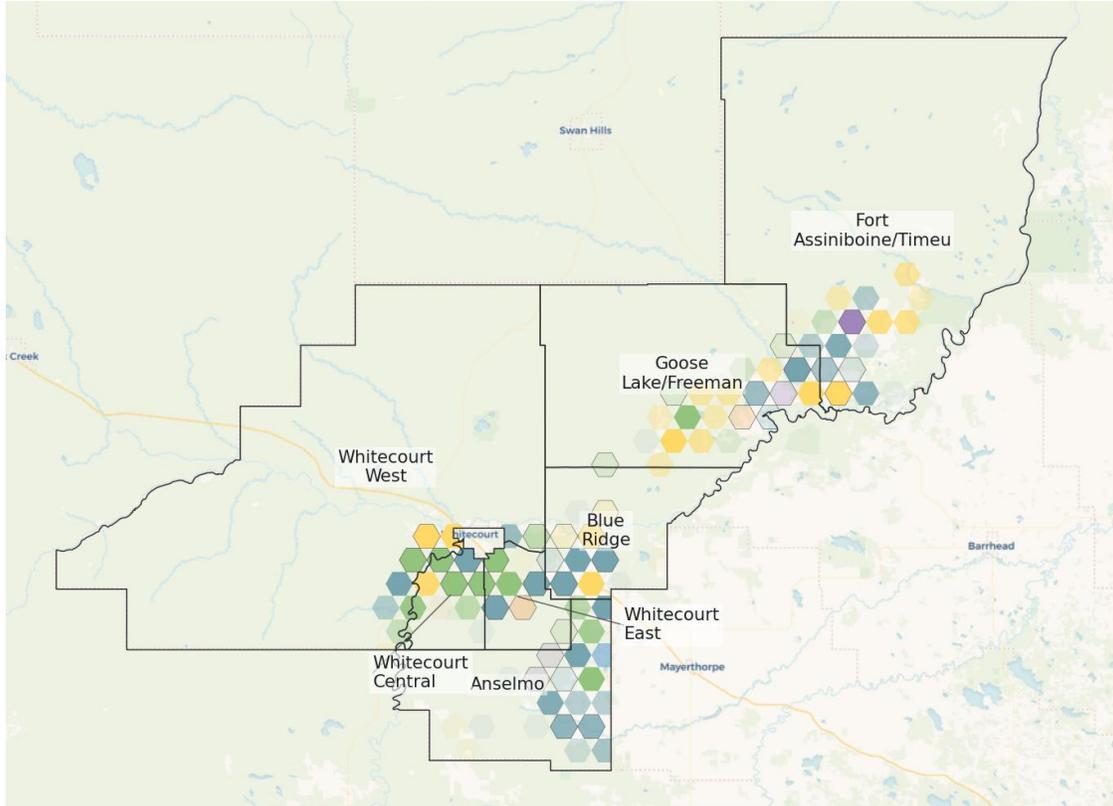
■ A mix of both (landowner pays a portion, County covers the rest)
■ Paid by the individual landowner receiving the service
■ Shared by the entire County through taxation

The majority of households in Woodlands County (69%) prefer fire call-out costs to be shared by the entire County through general taxation. A notable 28% support a mixed funding model where landowners pay a portion and the County covers the remainder, while only about 4% favor individual landowner payment. Regional variations exist, with Goose Lake or Freeman showing the strongest preference for full County taxation support (77%), whereas Fort Assiniboine or Timeu has the highest support for mixed funding (36%). These differences indicate varying perspectives on cost allocation across zones.

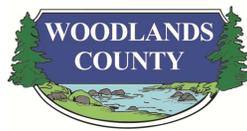


8.3 Opinion on County Funding for Town Fire Services

Census Question: The County currently funds over 50% of the Town of Whitecourt Fire services while also operating its own Rural Fire Halls. Do you believe County funding for town fire services should be:



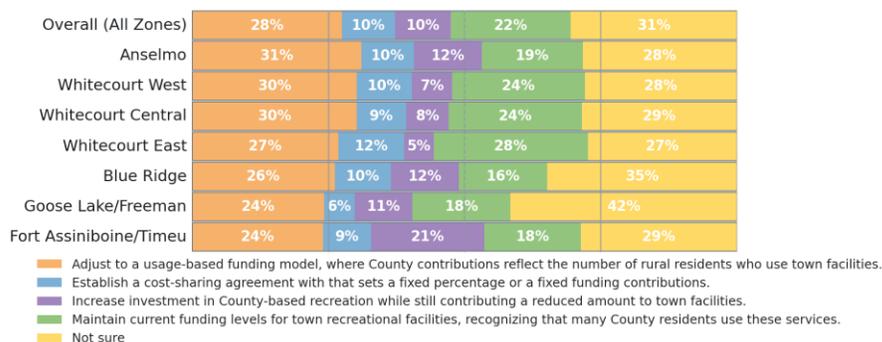
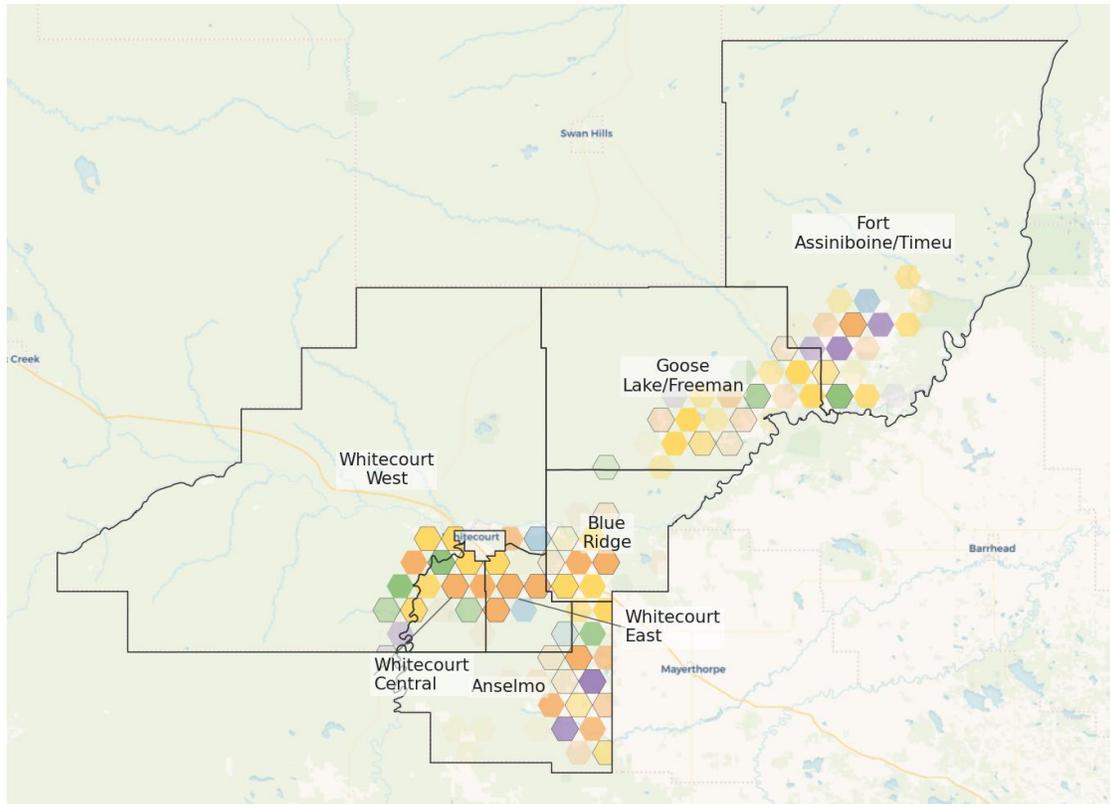
The weighted share of households indicates that 29% favor reducing County funding for Town of Whitecourt fire services to reflect actual service usage, while 26% support maintaining current funding levels. A smaller portion, around 7%, advocate for increased funding to improve response times. Regional variations are evident: Anselmo shows the highest support for reduction (37%) and a lower rate of uncertainty (17%), whereas



Whitecourt West and Whitecourt Central exhibit stronger support for maintaining current funding (around 29-30%) alongside notable uncertainty (20-28%). The data highlight diverse community perspectives on fire service funding across zones.

8.4 Preferred Recreation Funding Allocation Approach

Census Question: Recreation services are legislated as a shared responsibility, but communities differ on how funding should be allocated. What approach does your house believe is most fair for County residents?



Survey results indicate that 27.5% of households favor adjusting funding to a usage-based model reflecting rural residents' actual use of town recreation facilities, while 21.9% support maintaining current funding levels. Approximately 10.2% prefer increasing



investment in County-based services alongside reduced town contributions, and 9.7% opt for a fixed cost-sharing agreement. Notably, Anselmo and Whitecourt West show slightly higher support for usage-based funding (around 30%) compared to Blue Ridge and Goose Lake or Freeman, where uncertainty is more prevalent. The weighted share of households uncertain about the most fair approach reaches over 30% overall.