

Survey conducted October 2010

**Salmon Attitude Research
Province Wide Omnibus Survey Results**

**Commissioned by:
Pacific Salmon Foundation
Fraser Basin Council**



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Fraser Basin Council

➤ Introduction

Motivation: letter from Penner as Environment Minister encouraged PSF/FBC to continue public consultation on the question of whether salmon should be officially designated an icon of BC, and make a recommendation based on results

Omnibus Survey

- 502 telephone interviews with British Columbia adults, 18 years and over
- Margin of error: $\pm 4.4\%$ at 95% confidence level in the most conservative case; 6 percentage point spread required between measures
- Industry-standard, multi-stage random selection techniques employed
- Municipal quotas ensure the population is represented according to its actual distribution
- At tabulation stage, weighting adjustments bring basic characteristics of age, gender and region into their correct known proportions based on Statistics Canada population figures
- Interviewing conducted October 5th to October 15th, 2010

➤ Overview: Polling QUESTIONS

Support for salmon as an official icon

- If British Columbia were to add a fish as one of its provincial symbols, what type of fish is most iconic for the province? (open ended)
- Would you support or oppose all wild pacific salmon together as a provincial symbol for BC? (multiple choice)
- Why do you say that? (open ended)

Perceived state of the salmon

- What would you say is the state of health and well-being of BC's wild pacific salmon? (multiple choice)
- Why do you say that? (open ended)

➤ Overview: Demographic distinctions

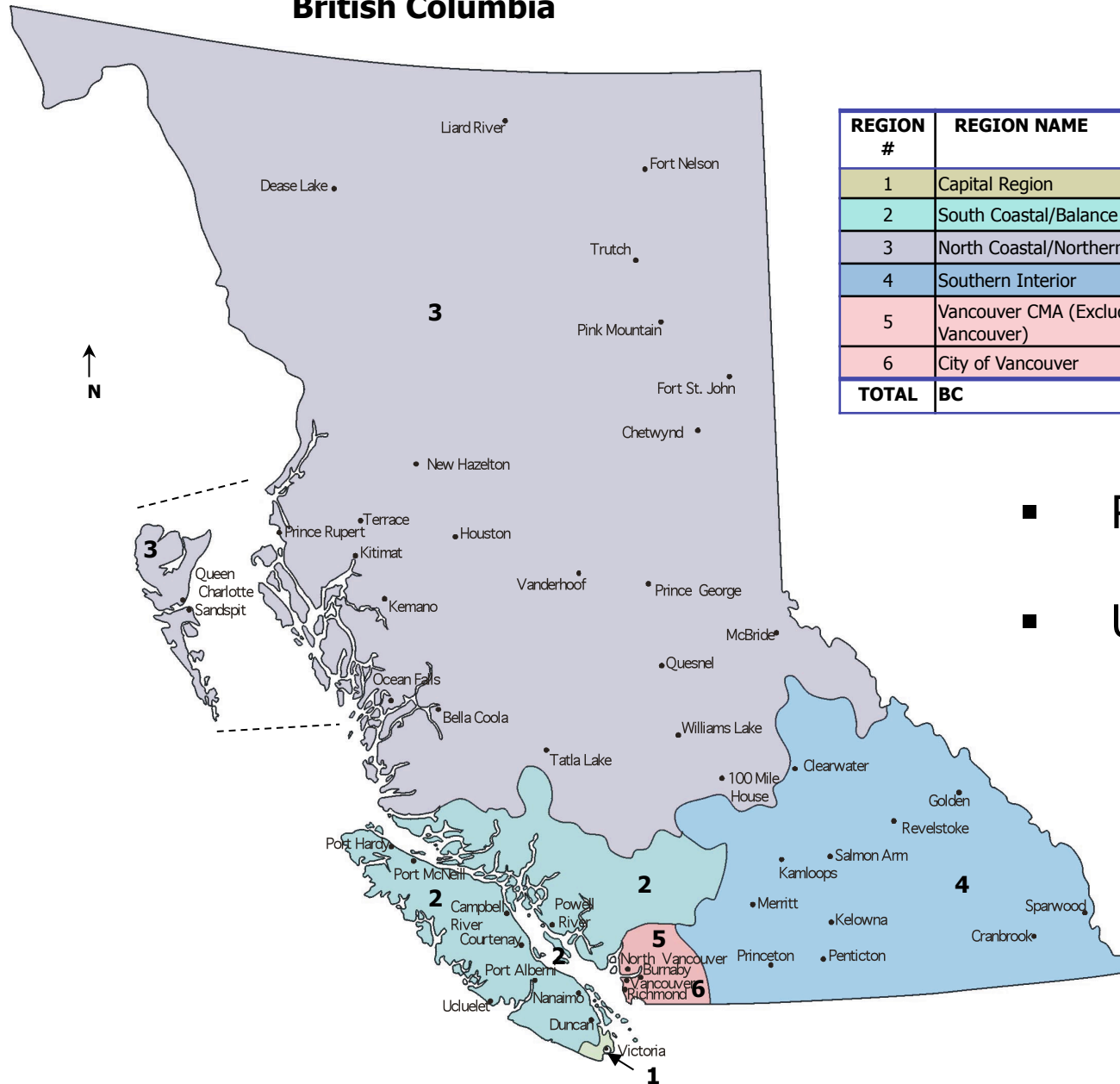
- Gender: male , female
- Age: young=18-34, middle=45-54, senior=55+
- Household: single no kids, couple no kids, family
- Education: High school or less, Post high school
- Household income: under \$60k, \$60k and up
- Employed: yes, no
- Place of birth: BC, Other Ca, US, Europe, Asia, Other
- Parent's place of birth

Overview: Geographic distinctions

British Columbia



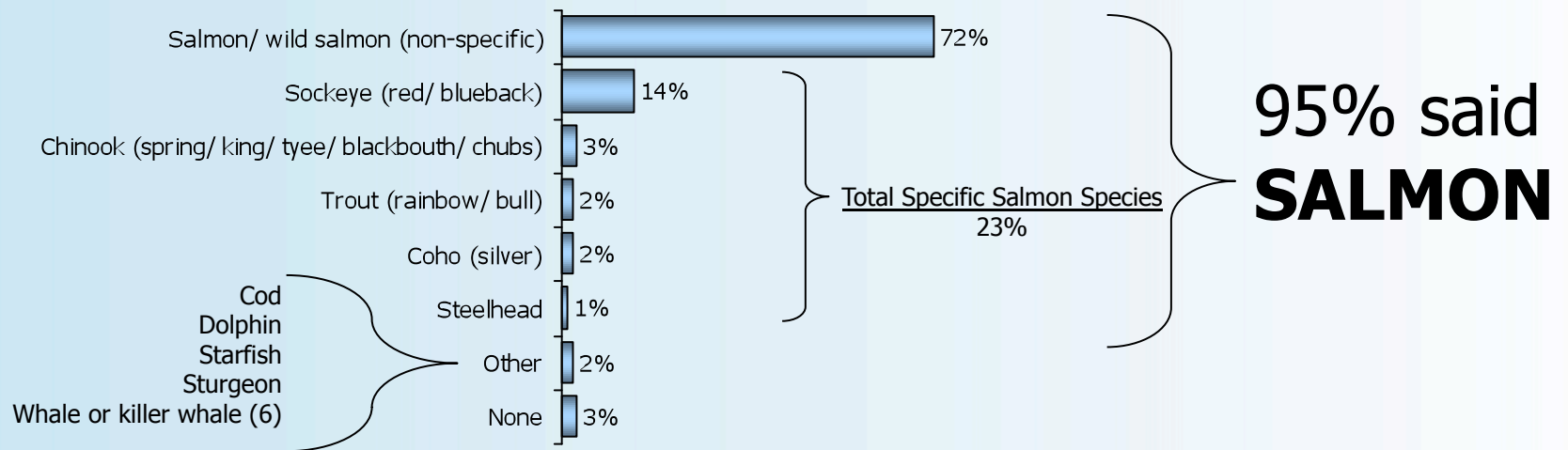
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REGION #	REGION NAME	% OF POPULATION	SAMPLE SIZE (n)
1	Capital Region	8.7%	44
2	South Coastal/Balance Vancouver Island	10.6%	53
3	North Coastal/Northern Interior	7.9%	40
4	Southern Interior	21.4%	107
5	Vancouver CMA (Excluding City of Vancouver)	36.4%	182
6	City of Vancouver	15.0%	75
TOTAL	BC	100%	500

- Regions
- Urban vs Rural based on postal code

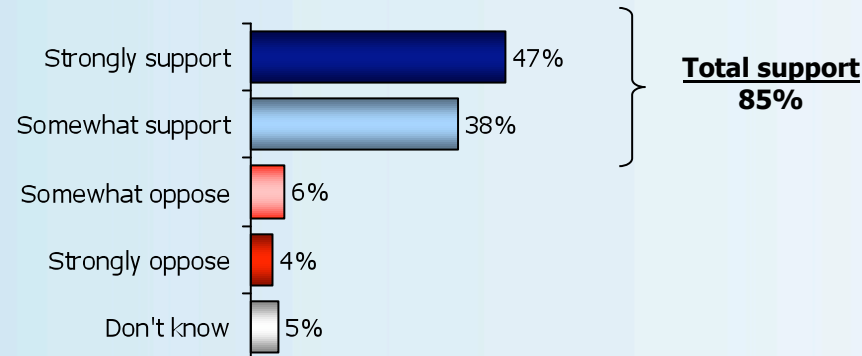
➤ Opinion on Iconic Fish for British Columbia



Base: Total (n=502)

Q.1) In your opinion, if British Columbia were to add a fish as one of its provincial symbols, what type of fish is most iconic for the province?

➤ Support for Salmonid Family as Symbol for British Columbia



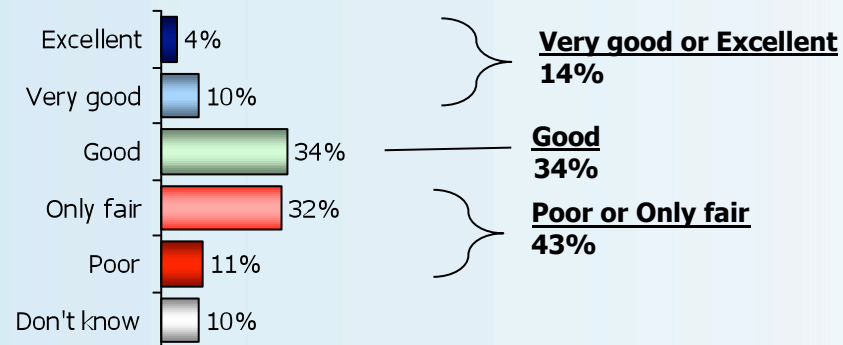
Base: Total (n=502)

Q.2) And would you support or oppose all wild pacific salmon together (including chinook, chum, coho, cutthroat, pink, sockeye and steelhead) as a provincial symbol for BC?

➤ Reasons for Salmonid Family as Provincial Symbol

	Total (478) %
Significance of salmon in BC	40
Economic importance/ job creation/ resource for BC	25
Part of our culture and history	14
Importance of ecology/ reminder to protect the environment	12
Importance to First Nations	6
Importance to tourism and sport fishing	5
Concerns	29
Concerns about choosing one species over another	15
There are other things which could better represent BC	6
Symbols/ icons are not important/ other issues of concern	6
Concerns about impact of fish farms on wild salmon	4
Need for government action or responsibility	1
Thought it already was a BC symbol/ strong association/ big part of BC	25
Love salmon/ it's healthy	11
Miscellaneous reasons	5
No reason	17
<i>Q.3) Why do you say that?</i>	

➤ Opinion on State of Health/Well-Being of BC's Wild Salmon



Base: Total (n=502)

Q.4) Would you say that the state of health and well-being of BC's wild pacific salmon is:

➤ Reasons for Stated Opinion

	Total (454) %
Information source	31
Impression, no particular source	17
Media reports	7
Personal experience/ observations	6
Word of mouth	3
Information Content	49
Awareness of current huge sockeye run	45
Awareness of last/ previous year(s) missing/ low runs	10
This huge sockeye run was not predicted	5
Environmental	50
Need for better conservation/ monitoring	19
There has been an overall decline in the amount of returning salmon	16
Fish farm/ sea lice concerns/ impact on wild salmon stocks	15
Concerns about environmental conditions	14
Improved environmental controls/ methods have had a positive impact	3
Miscellaneous reasons	5
No reason	10
<i>Q.5) Why do you say that?</i>	

➤ Sample Demographics

	Province Wide <u>Oct '10</u> (502) %
Gender	
Male	48
Female	52
Age	
18 – 34	16
35 – 44	19
45 – 54	24
55 – 64	19
65+	22
Region	
Capital Region	9
South Coast/ Balance of Island	10
North Coast/ Interior	7
South Interior	21
Balance of Vancouver CMA	38
City of Vancouver	16