

Methodology



Method

Canadian online survey via Leger's LEO panel, with $n=1,001$ BC residents aged 18+.

When

In field from September 12 - 14, 2025, inclusive.

Margin of error

For comparison purposes, a probability sample of $n=1,001$ yields a margin of error no greater than $\pm 3.1\%$, (19 times out of 20).

Weighting

Incidence weighting was completed by gender, age, region, education, and language, based on Statistics Canada data.

2

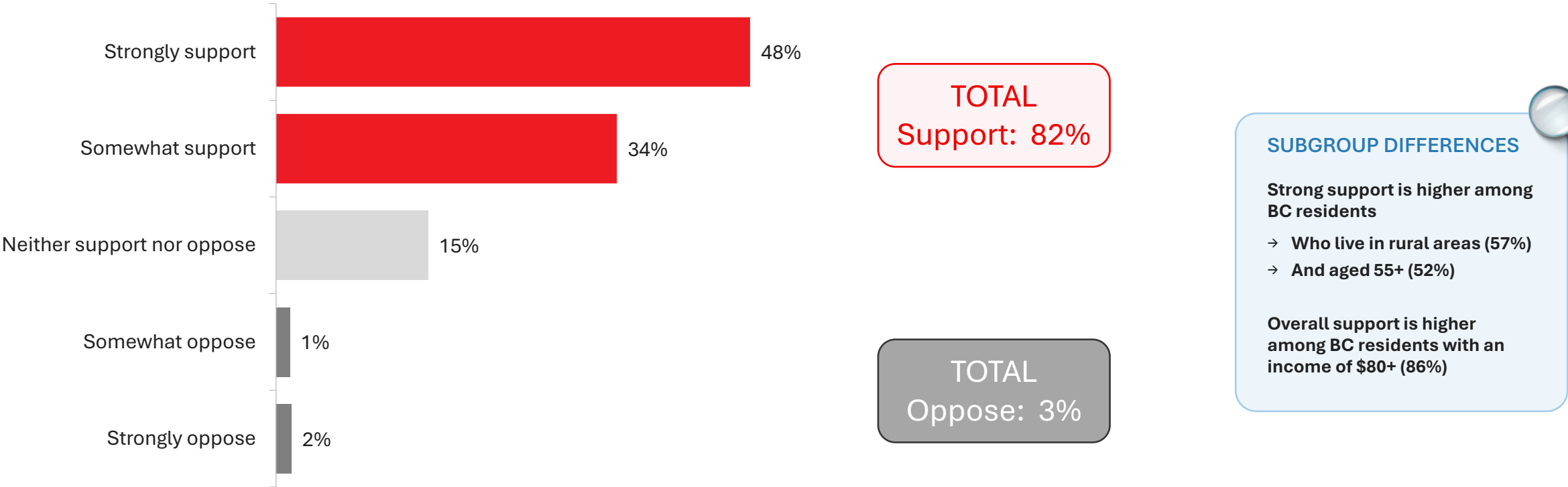
Detailed Results



Support for Government Investment in Rebuilding Wild Pacific Salmon Populations

Support for government investment in rebuilding wild Pacific salmon populations is widespread, with more than 4 in 5 BC residents in favour and nearly half expressing strong support. Overall support is highest among higher-income households (\$80K+), while rural residents and those aged 55+ are more likely to strongly support it.

“Government investment in rebuilding wild Pacific salmon populations”





Data-driven intelligence for a changing world.

leger360.com