

Public Preferences for Watershed Stewardship

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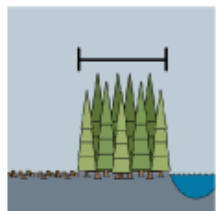
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WATERSHED FUTURES
INITIATIVE

How much do BC residents support salmon watershed stewardship?

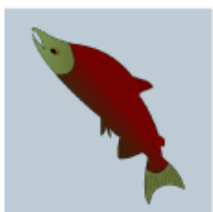




**Prohibited logging
distance from
salmon-bearing rivers
and streams**



Prohibited new land use



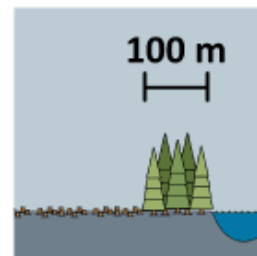
**Target for salmon
population numbers
within 20 years**



**Increase in provincial
income tax per year**

Land Use Plan 1

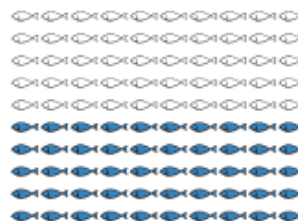
100 metres



No new mines



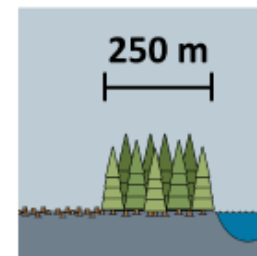
**DOING
BADLY**
(50% of a
fully healthy
population size)



\$100

Land Use Plan 2

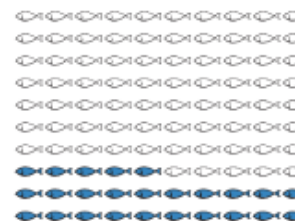
250 metres



**No new urban
expansion**

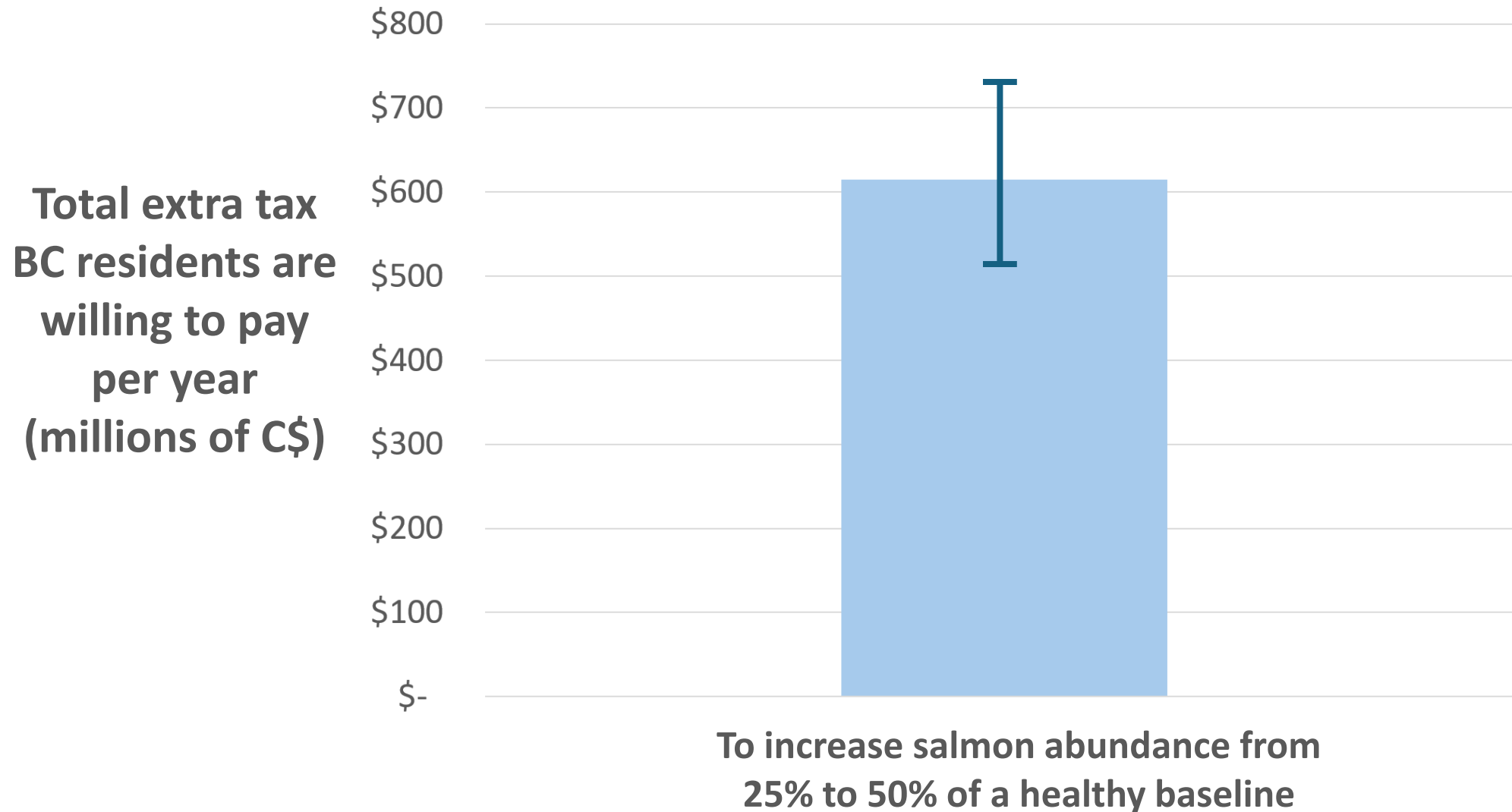


**IN SERIOUS
TROUBLE**
(25% of a
fully healthy
population size)

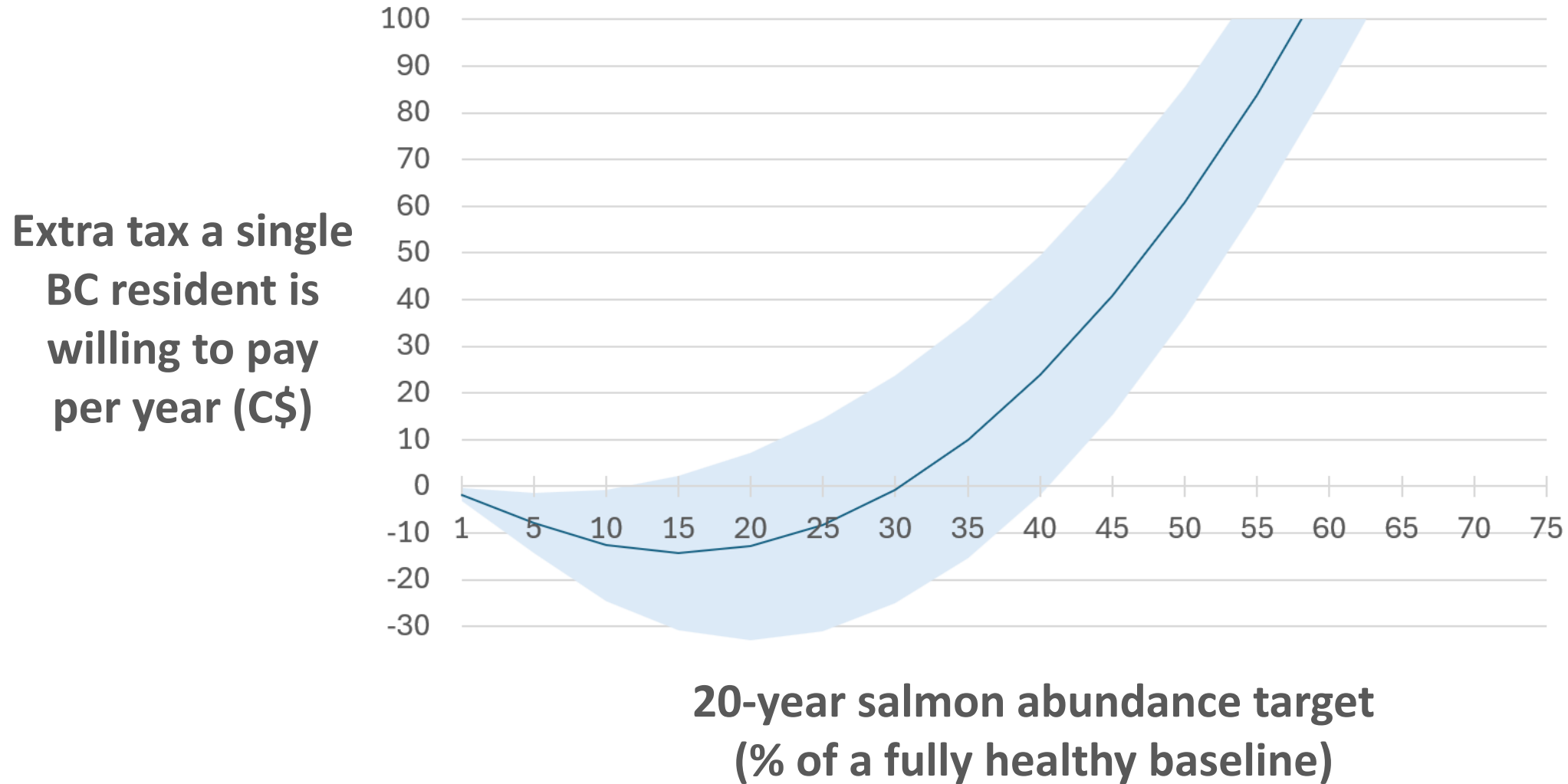


\$1

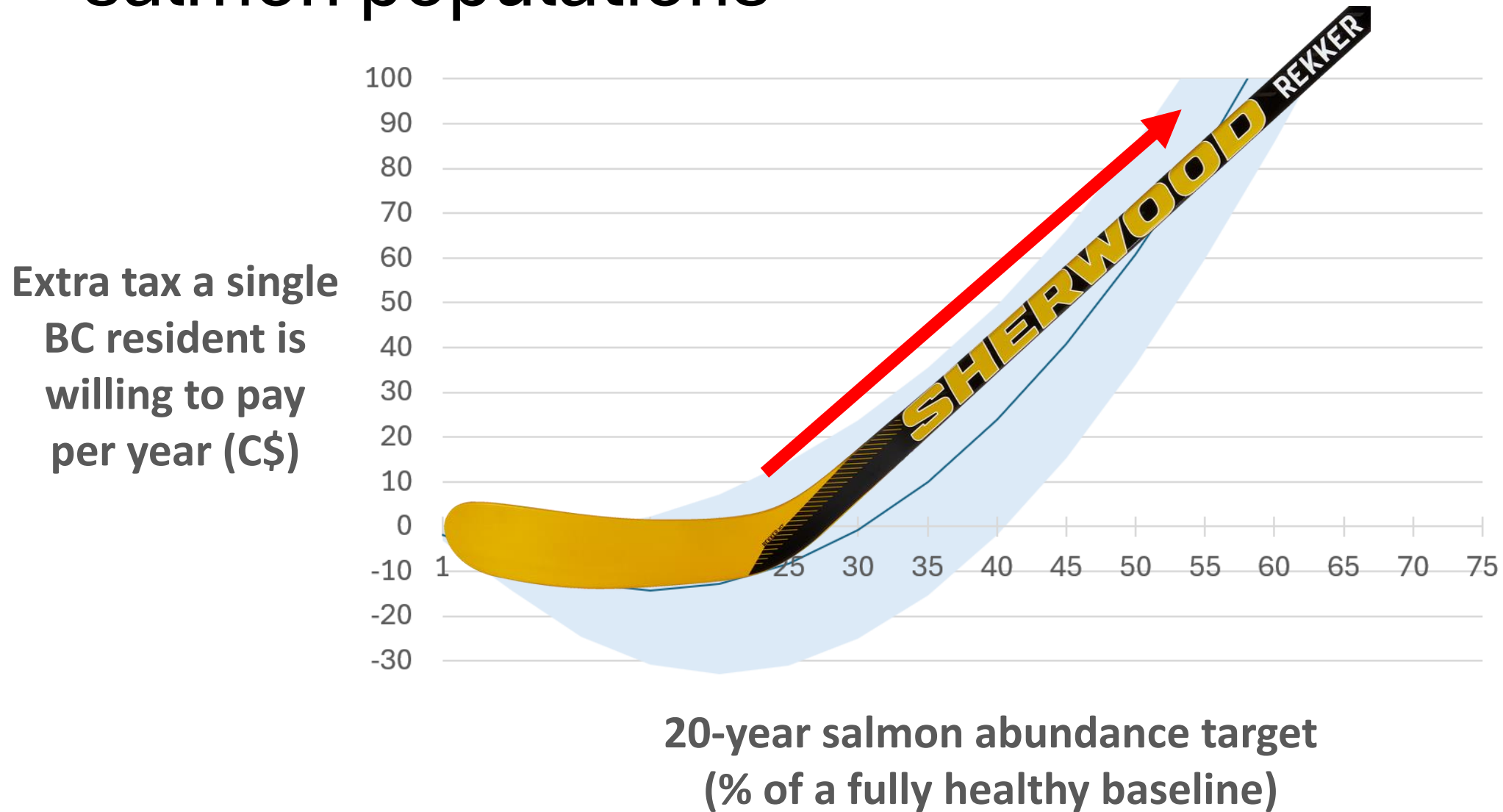
BC residents are willing to pay more tax for more salmon and bigger buffers



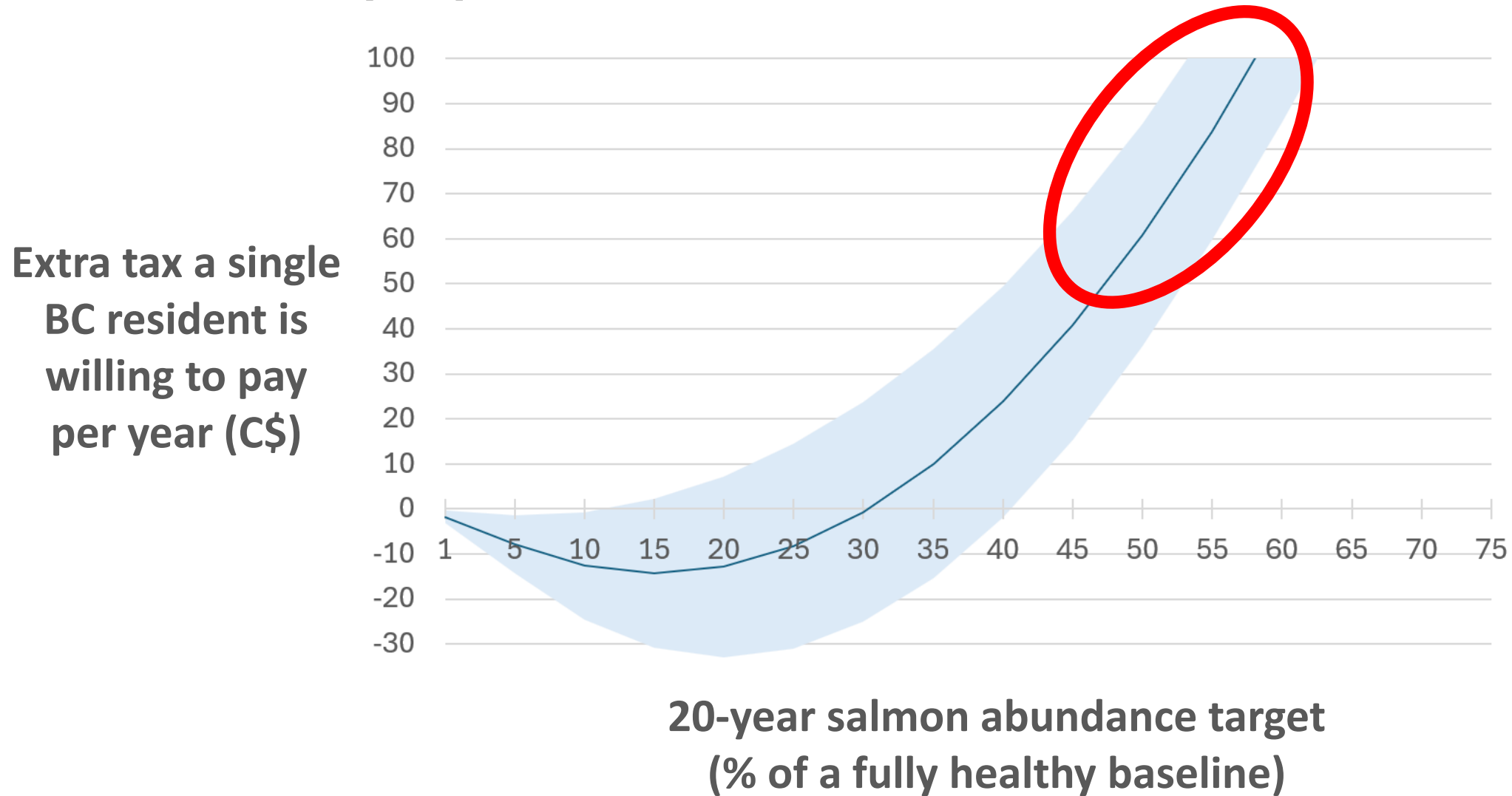
BC residents much prefer VERY healthy salmon populations



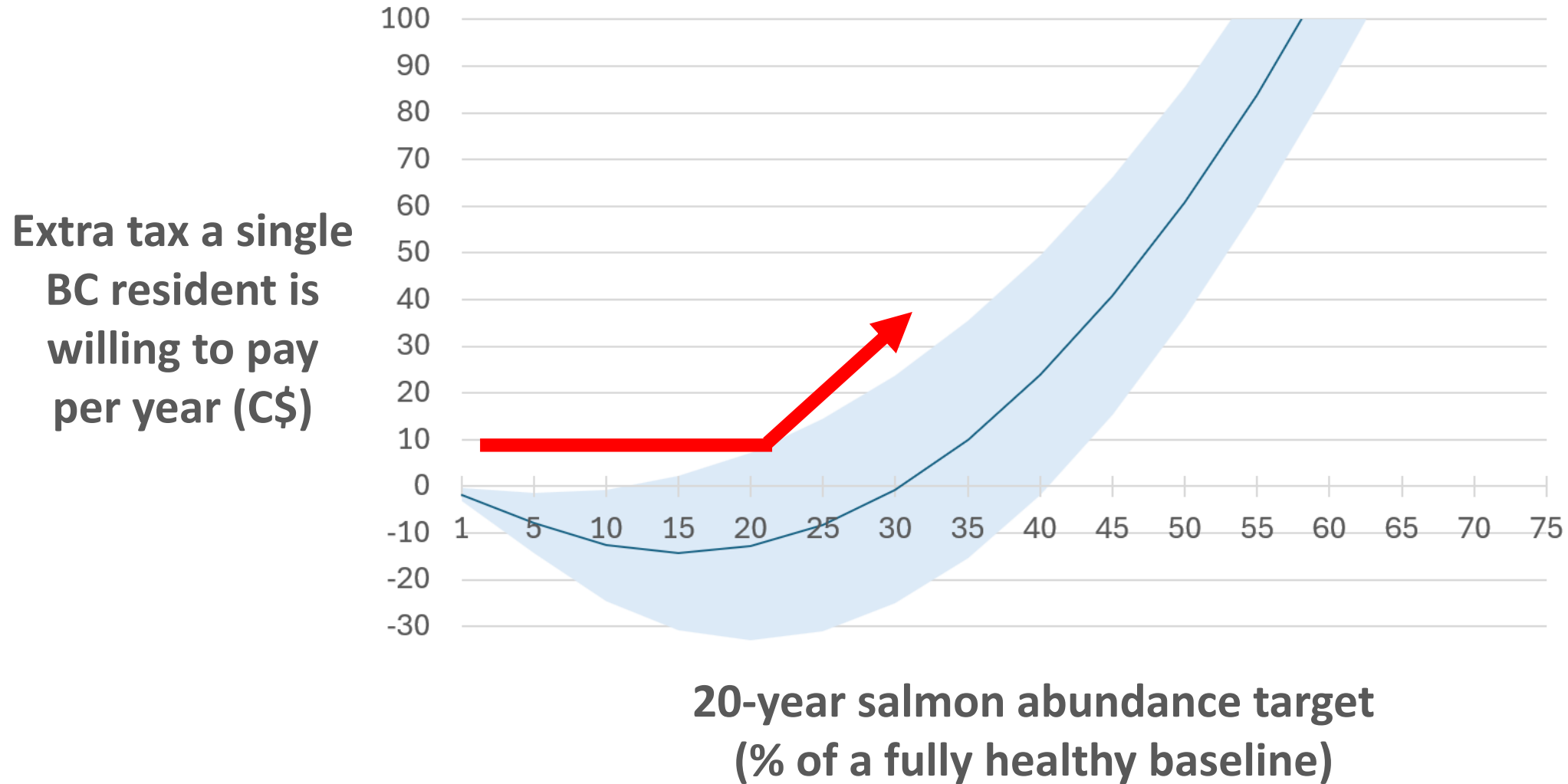
BC residents much prefer VERY healthy salmon populations



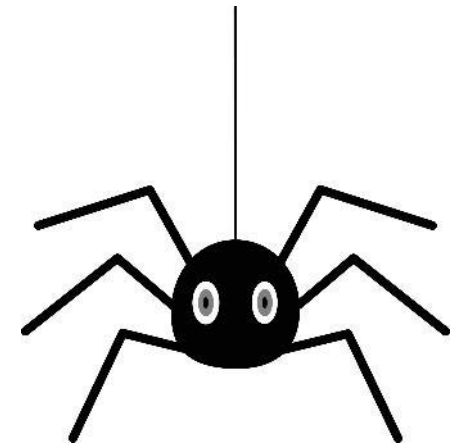
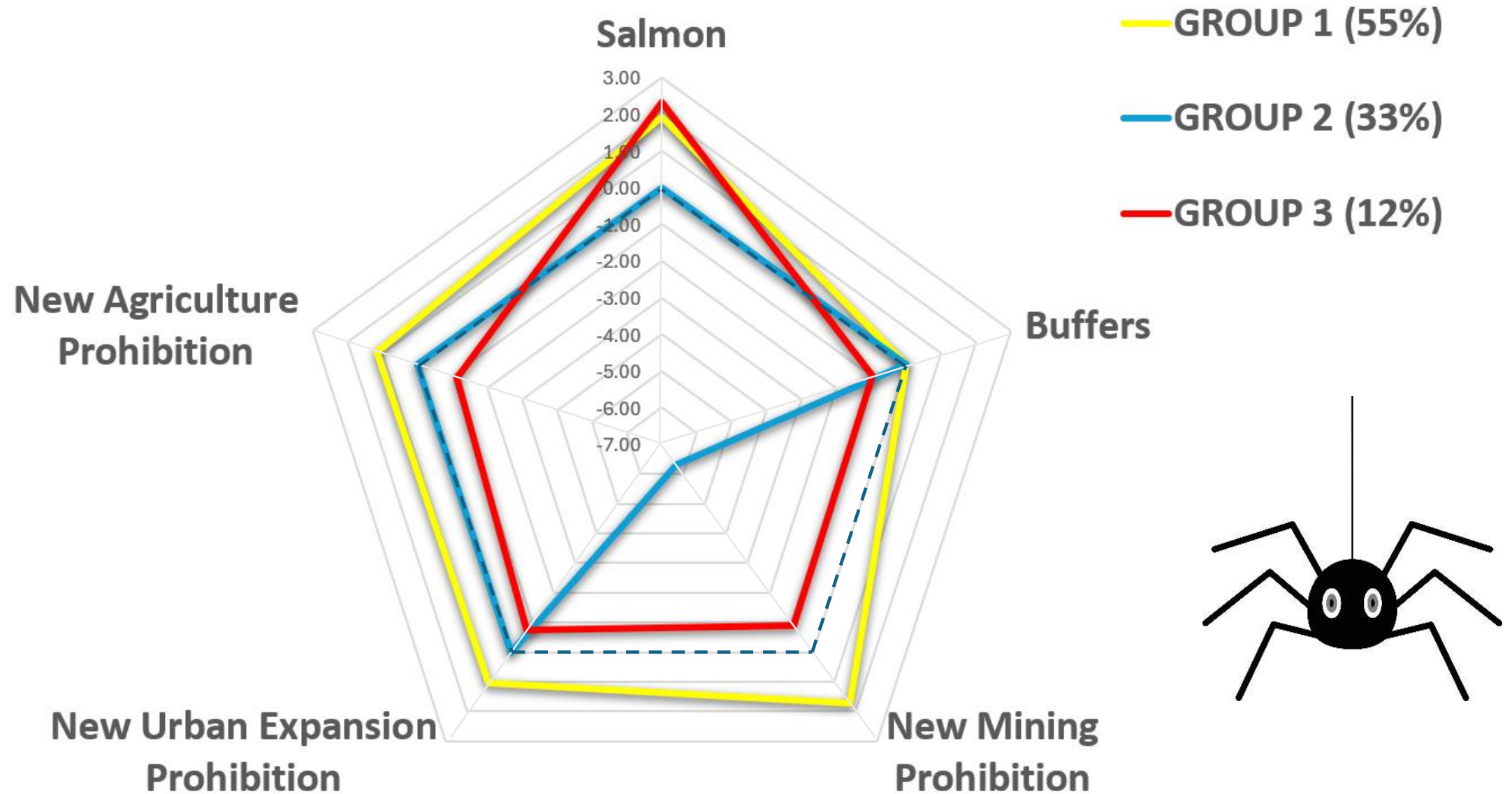
BC residents much prefer VERY healthy salmon populations



BC residents much prefer VERY healthy salmon populations



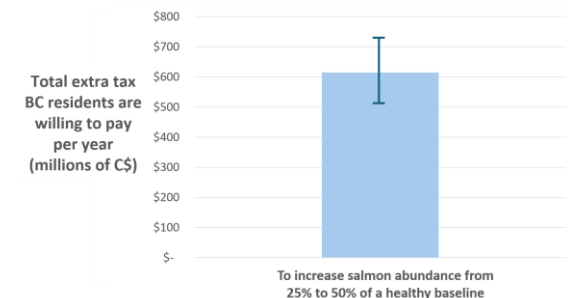
Different groups of BC residents



BC residents support salmon recovery...



They are willing to pay
\$615m per year to
move salmon from
25% to 75% health



BC residents want healthy salmon populations



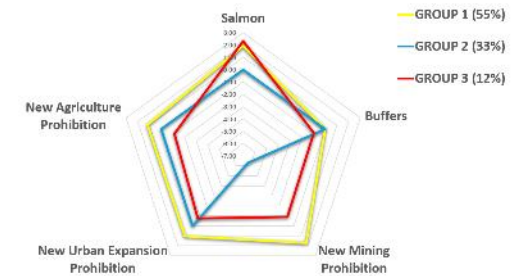
They value healthy
populations much
more than
impoverished
populations



But not everyone feels the same



The social landscape is varied and complex



Understanding people for thriving futures



If we seek enduring watershed futures, we must understand and manage for public priorities

Thank you

Watch out for more coming soon

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WATERSHED FUTURES
INITIATIVE