



Ipsos Reid



Islands Trust: Survey on Public Attitudes Towards BC's Gulf Islands

March 2011



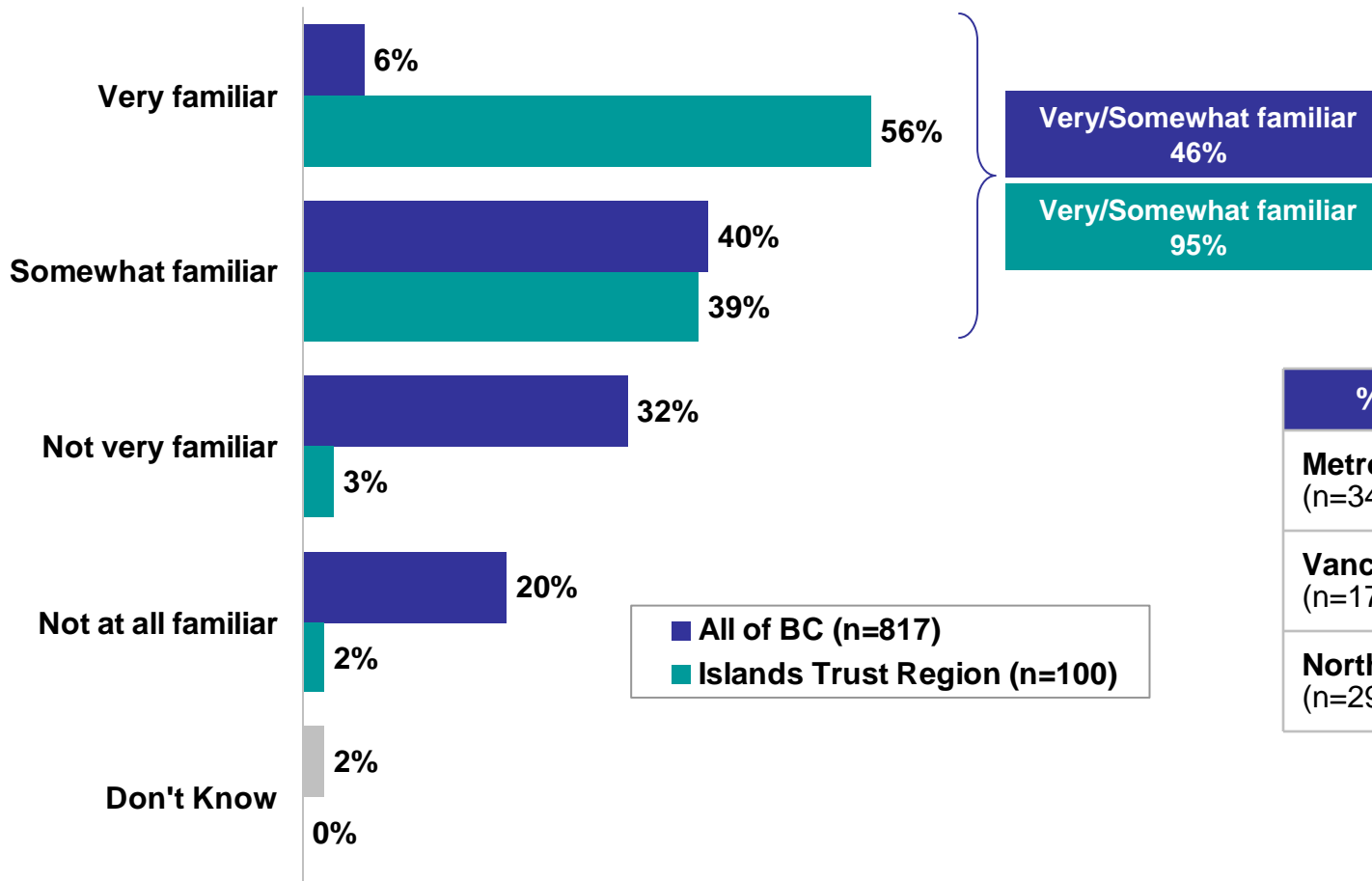


Methodology

- This report presents the findings of two separate surveys with an identical set of questions.
- The first survey is an online omnibus survey of a representative sample of 817 adult British Columbians. This survey was fielded March 1-3, 2011 using Ipsos Reid's internet household panel.
 - These survey results have been weighted to 2006 Census data by age, gender and region.
 - The margin of error for this data is +/-3.5%, 19 times out of 20.
- The second survey is a telephone survey of a representative sample of 100 residents living within the Islands Trust region. This survey was fielded March 1-3, 2011.
 - For this survey, quota sampling was used to ensure representation by age, gender and region.
 - The margin of error for this data is +/-9.8%, 19 times out of 20.
- These questions were also asked in a 2004 telephone omnibus survey. Because of the change in data collection methodology the 2011 and 2004 results are not compared directly in this report.

Familiarity with the Gulf Islands

The next few questions are about British Columbia's Gulf Islands. The Gulf Islands include the islands between Vancouver Island and the mainland. Overall, how familiar would you say you are with BC's Gulf Islands?

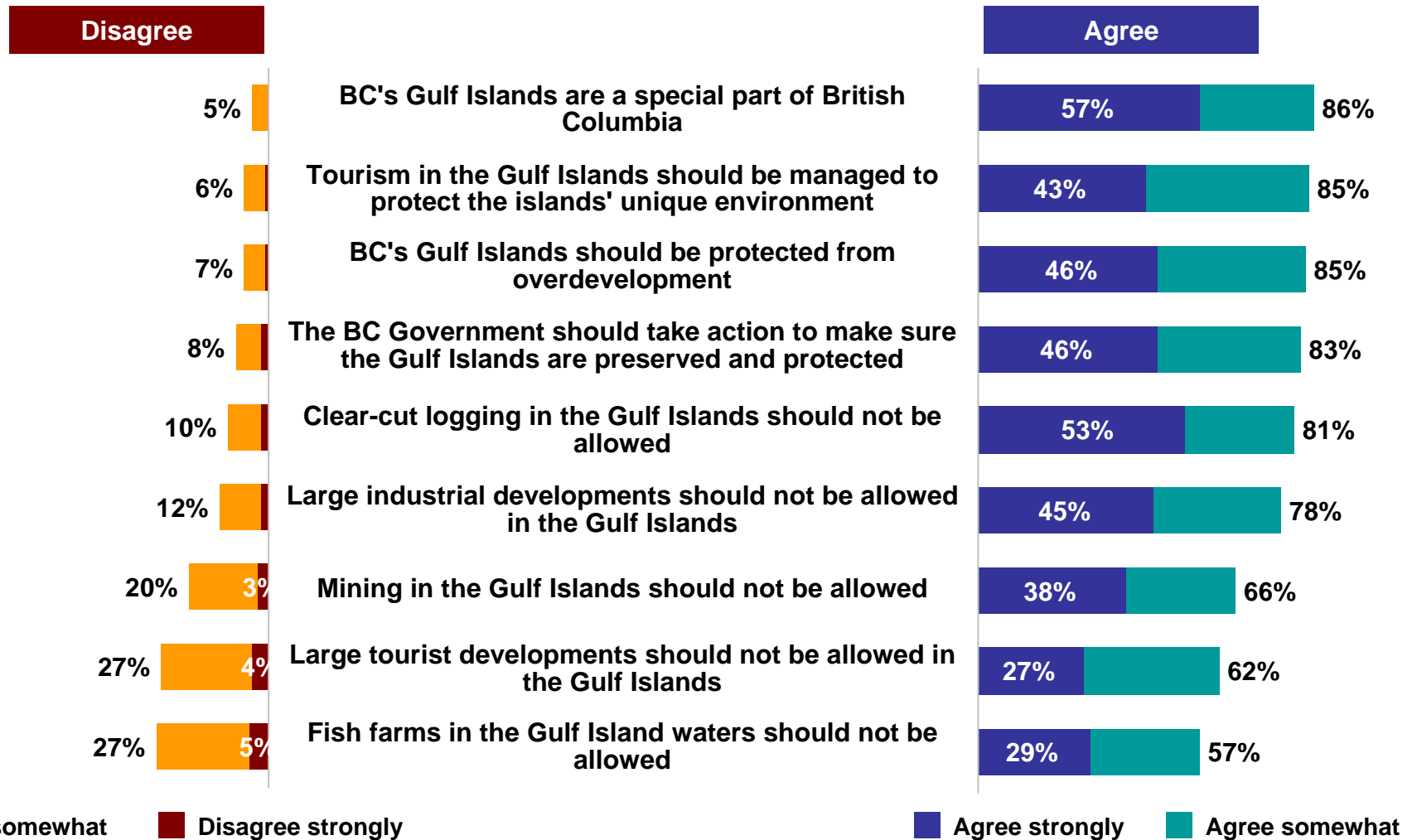


% Familiar: BC Regions	
Metro Vancouver (n=346)	48%
Vancouver Island (n=177)	55%
North / Interior (n=294)	37%



Attitudes Toward BC's Gulf Islands - All of BC

Please indicate whether you agree or disagree with each of the following statements about BC's Gulf Islands.

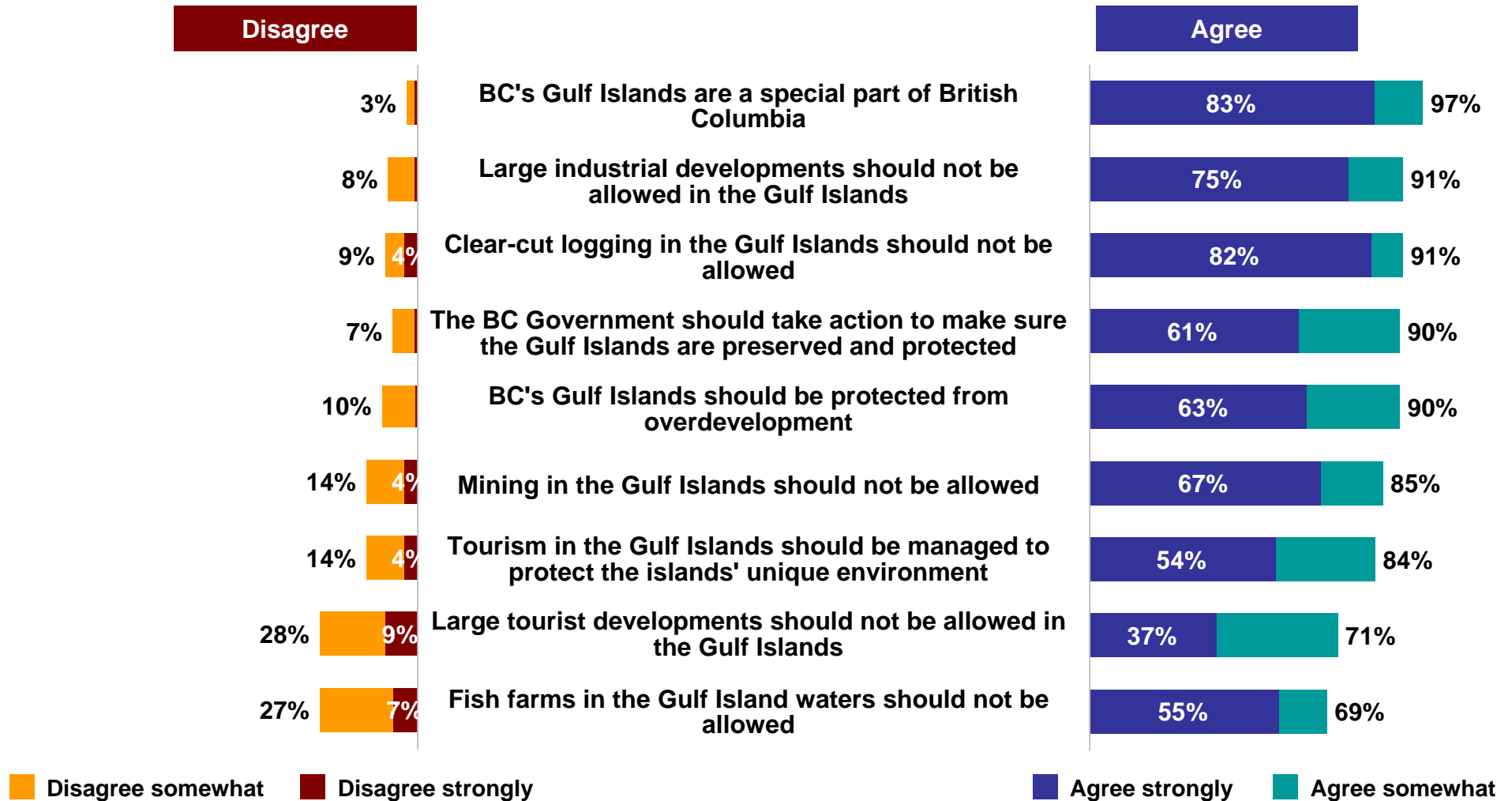


Base: All of BC (n=817)



Attitudes Toward BC's Gulf Islands - Islands Trust Region

Please indicate whether you agree or disagree with each of the following statements about BC's Gulf Islands.



Islands Trust Region (n=100)



Attitudes Towards Gulf Islands by Region - % Agree

Please indicate whether you agree or disagree with each of the following statements about BC's Gulf Islands.

Agreement (strongly or somewhat):	All of BC (n=817)	BC Regions			Islands Trust Region (n=100)
		Metro Vancouver (n=346)	Vancouver Island (n=177)	North / Interior (n=294)	
BC's Gulf Islands are a special part of British Columbia	86%	88%	91%	80%	97%
Tourism in the Gulf Islands should be managed to protect the islands' unique environment	85%	86%	89%	81%	84%
BC's Gulf Islands should be protected from overdevelopment	85%	86%	90%	77%	90%
The BC Government should take action to make sure the Gulf Islands are preserved and protected for all British Columbians	83%	84%	86%	78%	90%
Clear-cut logging in the Gulf Islands should not be allowed	81%	82%	86%	75%	91%
Large industrial developments should not be allowed in the Gulf Islands	78%	79%	84%	71%	91%
Mining in the Gulf Islands should not be allowed	66%	65%	71%	64%	85%
Large tourist developments should not be allowed in the Gulf Islands	62%	62%	67%	58%	71%
Fish farms in the Gulf Island waters should not be allowed	57%	58%	62%	53%	69%