

**KOOTENAY EAST 2009  
OPINION RESEARCH POLL**



**TOPLINE REPORT**

McAllister Opinion Research  
October 30, 2009



**MCALLISTER**  
opinion research

# Kootenay East Opinion Research – Topline Report

## Methodology

This opinion poll was conducted October 17-22, 2009 by telephone among adults 18+ in Kootenay East provincial riding. The poll interviewed a random digit dial sample of n=638. A random sample of 638 has a margin of error of  $\pm 3.9\%$  19 times out of 20.

This poll was conducted for the Canadian Parks and Wilderness Society - BC Chapter, Sierra Club BC, and Wildsight.

McAllister Opinion Research is an accredited member of ESOMAR the international professional organization for market and public opinion research.



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Q1. When you think about the various issues affecting the East Kootenay region today, what ONE issue CONCERNS you the most? UNAIDED. ONE MENTION.

	%
Healthcare	17
Economy / Lack of jobs	16
Environment / Conservation issues	12
Overdevelopment / Growth	9
East Hill Expansion / Cranbrook	8
Infrastructure / Roads	6
Lack of Social Services / Childcare	3
Affordable Housing	3
Too many people / Overpopulation	2
Environmentalists / Backcountry Access	2
Taxes	2
Swine Flu / Pandemics	2
Education	2
Crime	1
Cost of Living	1
Other (specify)	3
NOTHING	9
DK/NA	5

Q2. Generally speaking, would you say you are VERY CONCERNED, SOMEWHAT CONCERNED, NOT VERY CONCERNED or NOT AT ALL CONCERNED about WILDERNESS CONSERVATION issues in the EAST Kootenay?

READ.	
<b>TOTAL CONCERNED</b>	<b>83%</b>
<b>Very concerned</b>	35%
<b>Somewhat concerned</b>	48%
<b>Not very concerned</b>	11%
<b>Not at all concerned</b>	5%
<b>TOTAL NOT CONCERNED</b>	<b>16%</b>
<b>[DO NOT READ] DK/NA</b>	1%

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Q3. Before today, have you ever heard of the proposal to establish a National Park in the SOUTHEASTERN ONE-THIRD of BC’s FLATHEAD RIVER VALLEY to COMPLETE Waterton Lakes National Park?

DO NOT READ.	
Yes	65%
Maybe / i think so	4%
No	31%
[DO NOT READ] DK/NA	0%

Q4. Given what you presently know, please tell me if you would FAVOUR or OPPOSE protecting the SOUTHEASTERN ONE-THIRD of BC’s FLATHEAD RIVER VALLEY as a National Park Wilderness?

PROBE: Would that be STRONGLY or SOMEWHAT?

	TOTAL SAMPLE
<b>TOTAL FAVOUR</b>	<b>60%</b>
Strongly favour	37%
Somewhat favour	23%
[Do not read] depends / neutral	10%
Somewhat oppose	10%
Strongly oppose	20%
<b>TOTAL OPPOSE</b>	<b>30%</b>

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Q5. In your view, how important is it that some areas of south eastern BC be set aside as wildlife sanctuaries in which hunting and heavy industry are off-limits. Would you say that it is...

READ.	TOTAL SAMPLE
<b>TOTAL IMPORTANT</b>	<b>77%</b>
Very important	42%
Somewhat important	35%
Not very important	10%
Not at all important	10%
<b>TOTAL NOT IMPORTANT</b>	<b>20%</b>
<b>[DO NOT READ] DK/NA</b>	<b>3%</b>

Q6. And finally, if a BC PROVINCIAL election was held today which political party would you be most inclined to support? Would it be...[READ AND DO NOT RANDOMIZE LIST]

	ALL VOTERS
The BC Liberal Party	28%
The BC New Democratic Party	21%
The BC Green Party	13%
[DO NOT READ] BC Conservative Party	6%
[DO NOT READ] OTHER PARTY (do not specify)	1%
<b>[DO NOT READ] UNDECIDED / UNSURE</b>	<b>15%</b>
<b>[DO NOT READ] None/Won't vote</b>	<b>10%</b>
<b>[DO NOT READ] Refuse to answer</b>	<b>6%</b>

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Now I would like to finish up by asking one final question for statistical purposes only...  
AGE

	<b>%</b>
<b>18-34</b>	<b>24%</b>
<b>35-44</b>	<b>18%</b>
<b>45-54</b>	<b>22%</b>
<b>55-64</b>	<b>17%</b>
<b>65+</b>	<b>16%</b>
<b>REFUSED</b>	<b>4%</b>

## D2. RECORD GENDER (DO NOT READ)

	<b>%</b>
<b>Male</b>	<b>49</b>
<b>Female</b>	<b>51</b>

Those are all the questions I have for you. Thank you for participating in this study. Have a great evening.

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