

Attitudes Towards Conservation of the
Flathead River Valley
KOOTENAY REGION 2008

Topline Report



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November 2008

Submitted to:

Sierra Club of BC and Wildsight



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METHODOLOGY

The findings reported in this research brief are based a random RDD (random digit dial) telephone survey of 910 Kootenay residents residing in the BC provincial electoral districts of Columbia River–Revelstoke, Nelson–Creston and East Kootenay.

REGION	Unweighted Sample	Weighted Sample	Unweighted Margin of Error*
TOTAL INTERVIEWS	910	910	Total sample +/- 3.2 %
Columbia River-Revelstoke	306	227	Subsample +/- 5.6 %
Nelson-Creston	303	301	Subsample +/- 5.6 %
East Kootenay	301	382	Subsample +/- 5.6 %

**MER calculated for 95% confidence level (19 times out of 20).*

Note: Totals and subtotals may not add up to 100 percent due to rounding of decimals.

McAllister Opinion Research, a full service independent opinion research agency based in Vancouver, conducted this research study. McAllister is an accredited member of **ESOMAR**, the international association for public opinion research professionals, and abides by the ICC/ESOMAR International Code of Marketing and Social Research Practice.

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RESEARCH RESULTS

CONCERN ABOUT CONSERVATION ISSUES IN THE KOOTENAYS

AGREE (%)	ALL REGIONS	Columbia-River Revelstoke	Nelson - Creston	East Kootenay
Spending time in nature is one of my favourite activities.	92	95	92	90
Recreational fishing is IMPORTANT to my way of life.	60	61	62	58
Recreational hunting is IMPORTANT to my way of life.	34	32	33	36

Please tell me if you AGREE or DISAGREE with the following statements.

AWARENESS OF PROPOSAL TO ESTABLISH A NATIONAL PARK IN THE FLATHEAD RIVER VALLEY

AWARENESS OF PROPOSAL FOR NATIONAL PARK IN FLATHEAD RIVER VALLEY (%)	All REGIONS	Columbia-River Revelstoke	Nelson Creston	East Kootenay
Yes	42	36	36	50
Maybe / Might	5	5	6	4
No	53	59	58	46
DK/NA	1	-	1	-

Before today, have you ever heard of the proposal to establish a national park in the LOWER ONE THIRD of the FLATHEAD RIVER VALLEY in the southeastern corner of BC?

SUPPORT FOR A NATIONAL PARK IN THE FLATHEAD RIVER VALLEY

SUPPORT FOR NATIONAL PARK IN THE FLATHEAD RIVER VALLEY (%)	ALL REGIONS	Columbia-River Revelstoke	Nelson Creston	East Kootenay
TOTAL FAVOUR	73	75	79	67
Strongly favour	50	53	56	44
Somewhat favour	23	23	23	23
Somewhat oppose	6	6	4	9
Strongly oppose	9	8	6	13
TOTAL OPPOSE	16	13	10	22
<i>Depends / Neutral</i>	5	5	5	6
<i>DK/NA</i>	6	6	6	5

Given what you presently know, please tell me if you would FAVOUR or OPPOSE protecting the LOWER ONE THIRD of Flathead River Valley as a NATIONAL PARK. Would that be STRONGLY or SOMEWHAT?

NOTE: Values may not

DEMOGRAPHICS

D1. Age

18-34	30
35-34	38
55+	32

D2. Gender

Male	50
Female	50

D3. Region

Columbia - Revelstoke	25
Nelson - Creston	33
Kootenay East	42

CONTACT INFORMATION:

Angus McAllister, President
 McAllister Opinion Research
www.mcallister-research.com

PHONE: 778 999.7506 (mobile)
 604.601.2111 (office)

EMAIL: angus@mcallister-research.com