

# Jumbo Valley Conservation 2008

*A Telephone Survey of the Kootenays*

*Kootenay East – Nelson Creston – Columbia Revelstoke*



## **BACKGROUND**

**October 23, 2008**



## METHODOLOGY

This research is based on RDD telephone surveys of 910 British Columbians residing in the provincial electoral districts of Columbia – Revelstoke, Nelson – Creston and Kootenay-East. The Nelson-Creston and Columbia-Revelstoke surveys were fielded between the dates of October 18<sup>th</sup> and 22<sup>th</sup>, 2008. Weighting is calculated using 2001 Census information published by BC Stats. Information for these BC electoral districts riding has been calculated by summing data for the census dissemination areas which constitute the provincial electoral district. Age and gender have been used as weighting variables. These surveys have been merged with data from a survey of 301 residents from the provincial riding of Kootenay-East conducted during September 4<sup>th</sup> through 14<sup>th</sup>, 2008. Weight and unweighted counts appear in the tables below.

Total	Unweighted Sample	Weighted Sample	Unweighted Margin of Error*
<b>TOTAL</b>	910	910	+/- 3.2 %

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

## Interpretative Notes

- Unless otherwise stated, all numbers are percentages
- Due to rounding not all percentages will add up to 100%
- All numbers are rounded up to the nearest percent
- DK/NA denotes Don't Know / No Answer

## RESEARCH RESULTS

A developer has recently proposed to build a luxury ski resort community at Jumbo Creek in the Kootenay's Purcell Mountains. In your view, should the...

%	All Regions	Columbia Revelstoke	Nelson Creston	Kootenay East
Ski resort development at Jumbo Creek be allowed to PROCEED	19	18	19	20
Or should the Jumbo Valley be kept WILD	63	66	64	61
<i>DEPENDS / NEUTRAL</i>	7	7	7	6
<i>DK/NA</i>	11	8	10	12

\*

## DEMOGRAPHICS

D1. Age

	%
18-34	30
35-54	38
55+	32

D2. Gender

	%
Male	50
Female	50