

SURVEY METHODOLOGY: The polling results are based on a random sample telephone poll of 801 British Columbians conducted in September 2008 for the David Suzuki Foundation by McAllister Opinion Research . A random sample of this size yields a margin of error of $\pm 3.5\%$, 19 times out of 20. *McAllister Opinion Research is an accredited member of ESOMAR, the international professional body for opinion and market research.*

BACKGROUNDER: RESEARCH RESULTS

Please say if you AGREE or DISAGREE with each of the following statements.

a. It is possible to have BOTH a healthy environment and a healthy economy.

	%
TOTAL AGREE	94
Strongly Agree	69
Somewhat Agree	25
Somewhat Disagree	4
Strongly Disagree	1
TOTAL DISAGREE	5
[VOLUNTEERED] DK/NA	1

b. I am MORE worried about ECONOMIC survival than environmental issues.

	%
TOTAL AGREE	44
Strongly Agree	19
Somewhat Agree	25
Somewhat Disagree	23
Strongly Disagree	27
TOTAL DISAGREE	50
[VOLUNTEERED] DK/NA	5

Please tell me if you are very concerned, somewhat concerned, or not very concerned about the following environmental issues in BC.

	TOTAL CONCERNED	Very Concerned	Somewhat Concerned	Not Very Concerned	Not at all Concerned
Climate change	87	50	37	10	2
Health of oceans	89	54	35	10	1

Now, thinking specifically about OCEANS ISSUES IN BC, please say if you would SUPPORT or OPPOSE each of the following marine conservation measures?

	Support	Oppose	Depends ¹	Neutral ²	DK/NA ³
Create more MARINE PROTECTED AREAS in which industrial activities are prohibited	90	7	1	1	2
Increase government funding of MARINE SCIENCE	84	10	1	2	3
Fund more fisheries officers to ENFORCE marine conservation laws	82	12	1	2	3

Q4. In your opinion, what percentage of British Columbia's coastal waters should be set aside as MARINE PROTECTED AREAS, in which industrial activities are prohibited and commercial harvests are strictly regulated? PLEASE GIVE ME A PERCENTAGE BETWEEN ZERO AND 100 PERCENT.

[RECORD AN ANSWER BETWEEN ZERO AND 100. DO NOT PROMPT]

[UNAIDED]	%
AVERAGE	53.72
MEDIAN	50.00
0-9%	2
10-19%	5
20-29%	9
30-39%	7
40-49%	8
50-59%	17
60-69%	9
70-79%	12
80-89%	9
90-100%	9
DK/NA	14

¹ Volunteered Answer

² Volunteered Answer

³ Volunteered Answer

DEMOGRAPHICS

D1. Gender

	%
Female	52
Male	48

D2. Age

	%
18-34	26
35-54	38
55+	33
[VOLUNTEERED] Refused	3

D3. Region

	%
Vancouver CMA	52
Rest of BC	48