

Salmon Poll Results Summary

Methodology Details

From April 19 to April 20, 2011, Angus Reid Public Opinion conducted an online survey among 806 randomly selected British Columbia adults who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.5%. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of British Columbia. Discrepancies in or between totals are due to rounding.

Survey Results

1. People sometimes cite “the environment” as a concern. Would you say you are personally concerned about the following environmental problems?

Pollution of drinking water	65%
Pollution of rivers, lakes and reservoirs	72%
Contamination of soil and water by toxic waste	68%
Maintenance of the supply of fresh water for household needs	60%
Air pollution	66%
The loss of rainforests	57%
Extinction of plant and animal species	59%
Global warming or climate change	57%
Depletion of fish stocks	66%
Deforestation, the clearance of naturally occurring forests	60%
None of these	5%

2. On the subject of protection of salmon habitat in British Columbia, do you agree or disagree with each one of the following statements? {*Strongly agree; Moderately agree; Moderately disagree, Strongly Disagree; Not sure*}

	Agree	Disagree	Not sure
Economic growth and development should not come at the expense of wild salmon habitat	86%	8%	6%
I would pay higher taxes if that was what was necessary to protect wild salmon habitat	52%	41%	7%
The federal government should maintain its “No Net Loss” policy for the protection of fish habitat, even if it means less economic growth and development	69%	14%	17%
Laws meant to protect salmon habitat should be more strictly enforced	89%	5%	6%

3. When it comes to maintaining and restoring local salmon runs in British Columbia, do you agree or disagree each one of the following statements? {*Strongly agree; Moderately agree; Moderately disagree; Strongly Disagree; Not sure*}

	Agree	Disagree	Not sure
The quality of my life would decrease if wild salmon runs continued to decline or disappear	51%	38%	11%
The extinction of small salmon runs is acceptable as a trade-off to maintain the commercial fishing industry's current practices	12%	77%	11%
It would be better to have a large number of healthy, smaller salmon runs than a few very large commercially valuable salmon runs	60%	18%	23%
The government should be allowed to let small, endangered salmon runs go extinct	8%	82%	10%
Wild salmon are as culturally important to the people of British Columbia as the French language is to the people of Quebec	70%	21%	9%

4. Overall, how concerned are you about each one of the following threats to wild salmon runs? {*Very concerned; Moderately concerned; Not too concerned; Not concerned at all; Not sure*}

	Concerned	Not concerned	Not sure
Habitat destruction	84%	11%	5%
Pollution	86%	10%	3%
Overfishing	83%	12%	5%
Salmon farms	64%	28%	8%
Hatcheries	47%	43%	10%
Water shortages	68%	26%	6%
Climate change	65%	30%	5%

5. All things considered, do you feel that your own community enjoys the following benefits from the local salmon population?

Commercial benefits	38%
Attracts tourism	51%
Supports healthy environment	52%
Recreation	46%
Enhances beauty of region	40%
Enhances community involvement	31%
None of these	22%

Detailed poll results can be found at <http://www.watershed-watch.org>