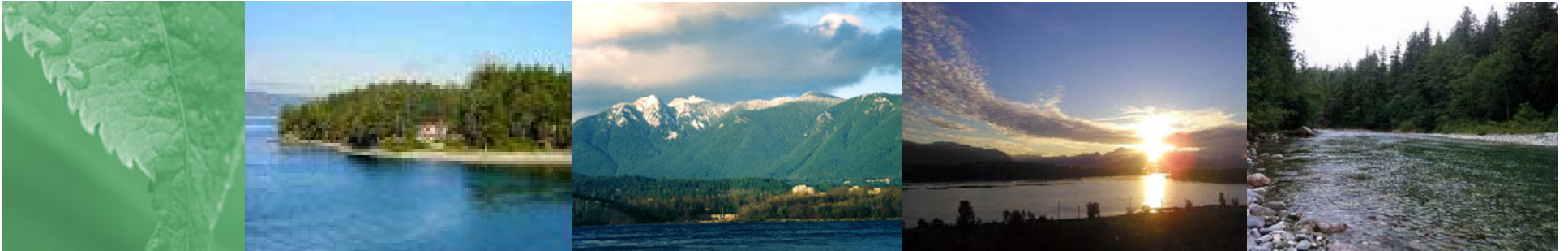




Ipsos Reid



Islands Trust
Public Attitudes Towards
BC's Gulf Islands

December 2004



Methodology

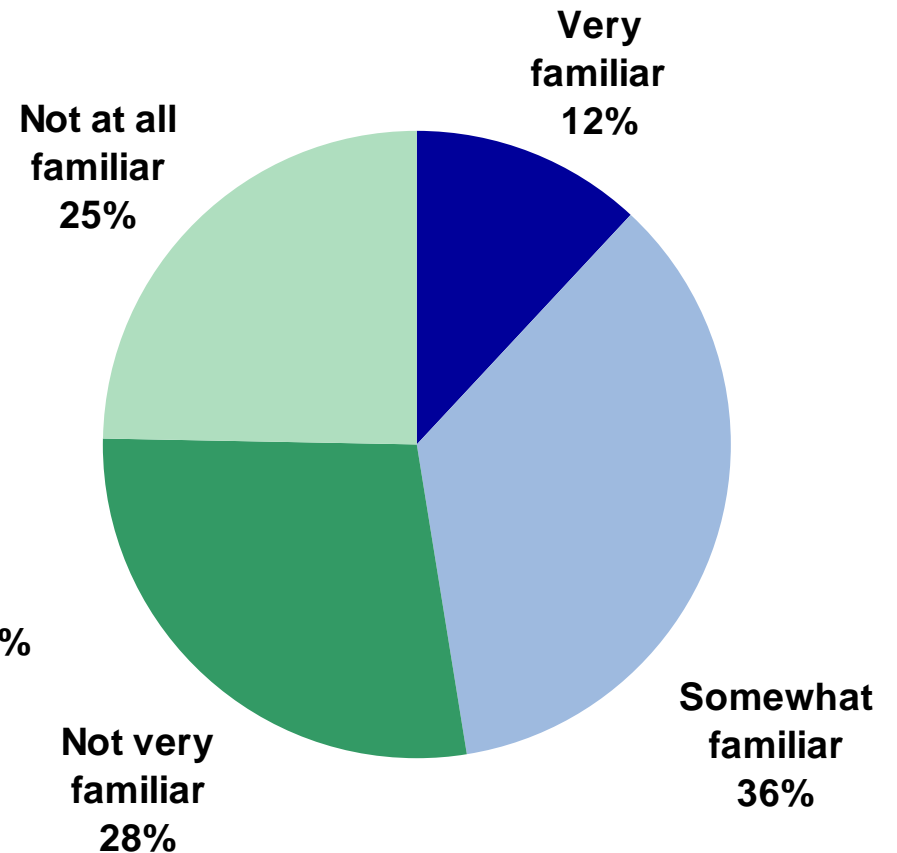
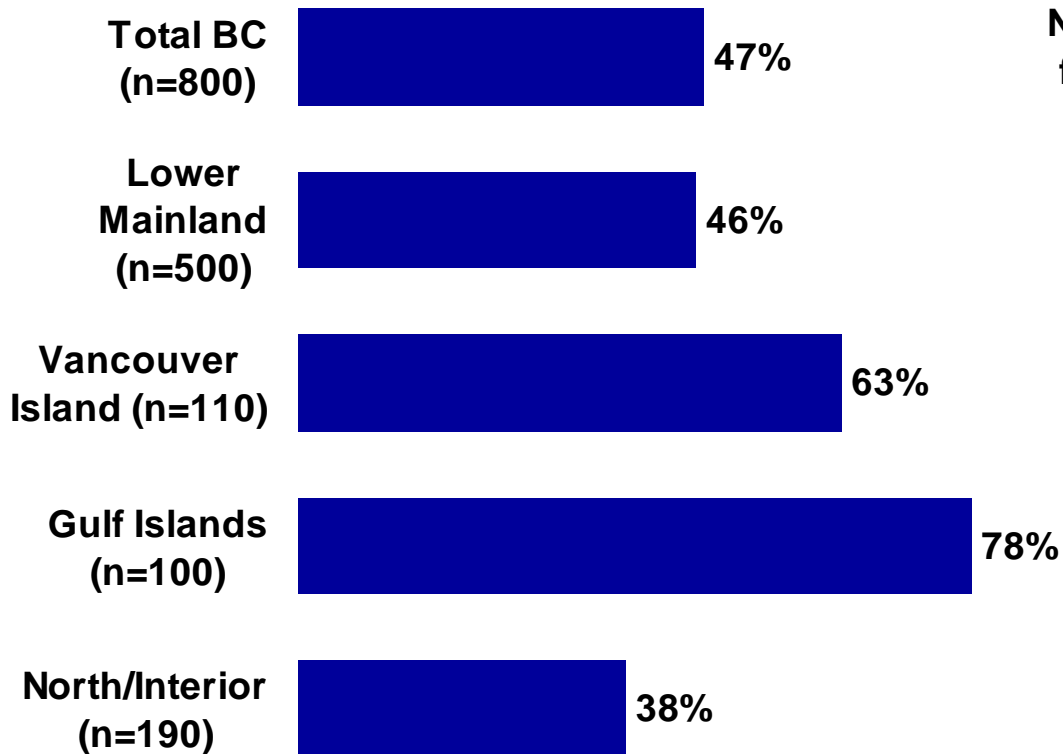
- ◆ A series of questions added to the *BC Reid Express* provincial omnibus survey for December, 2004.
- ◆ Fieldwork conducted December 7 to 14, 2004 by telephone.
- ◆ Survey results weighted to 2001 census data by age and gender within region.
- ◆ RDD dialling, random selection of respondents at the household level.
- ◆ Margin of error $\pm 3.5\%$, 19 times out of 20 on the total sample (n=800). Larger margins of error apply within sub-samples.



Familiarity with the Gulf Islands

I now have a few questions about British Columbia's Gulf Islands. The Gulf Islands include the islands between Vancouver Island and the mainland. Overall, how familiar would you say you are with BC's Gulf Islands?

■ % Very or Somewhat familiar



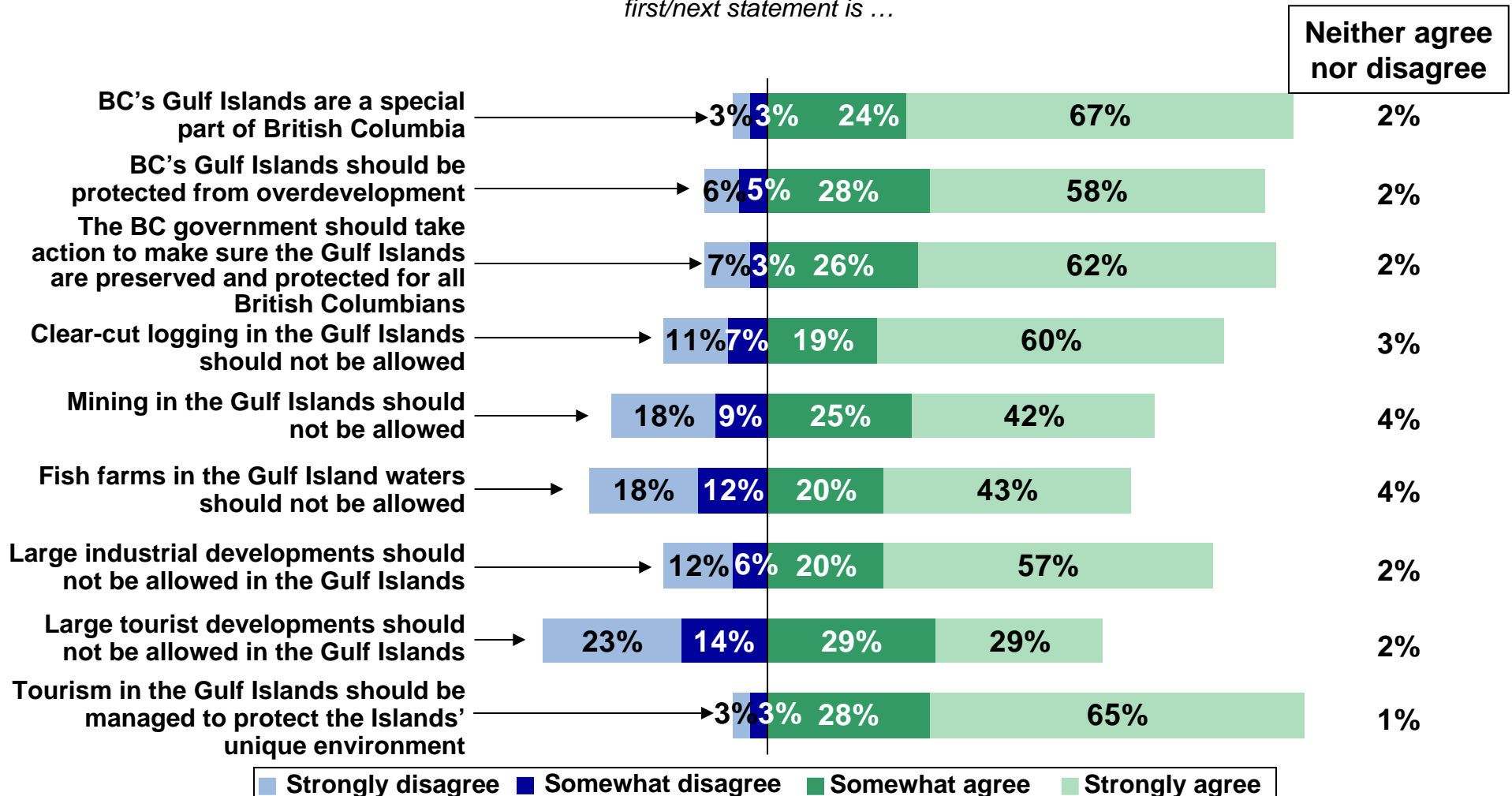
Base = All Respondents (n=800)





Attitudes towards BC's Gulf Islands

Next, I'm going to read you a series of statements. For each statement, please tell me whether you would agree or disagree. The first/next statement is ...



Strongly disagree Somewhat disagree Somewhat agree Strongly agree

Base = All Respondents (n=800)





Attitudes towards Gulf Islands by Region - % who agree with statements -

Next, I'm going to read you a series of statements. For each statement, please tell me whether you would agree or disagree. The first/next statement is ...

	Total (n=800) %	Region			
		Lower Mainland (n=500) %	Island (n=110) %	Gulf Islands (n=100) %	Interior (n=190) %
BC's Gulf Islands are a special part of British Columbia	91	93	94	92	86
BC's Gulf Islands should be protected from overdevelopment	86	86	89	86	84
The BC Government should take action to make sure the Gulf Islands are preserved and protected for all British Columbians	87	90	82	86	85
Clear-cut logging in the Gulf Islands should not be allowed	79	80	85	74	72
Mining in the Gulf Islands should not be allowed	67	67	76	76	60
Fish farms in the Gulf Island waters should not be allowed	63	64	59	78	62
Large industrial developments should not be allowed in the Gulf Islands	77	78	82	83	71
Large tourist developments should not be allowed in the Gulf Islands	58	59	61	70	52
Tourism in the Gulf Islands should be managed to protect the Islands' unique environment	92	93	91	89	91

Base = All Respondents (n=800)