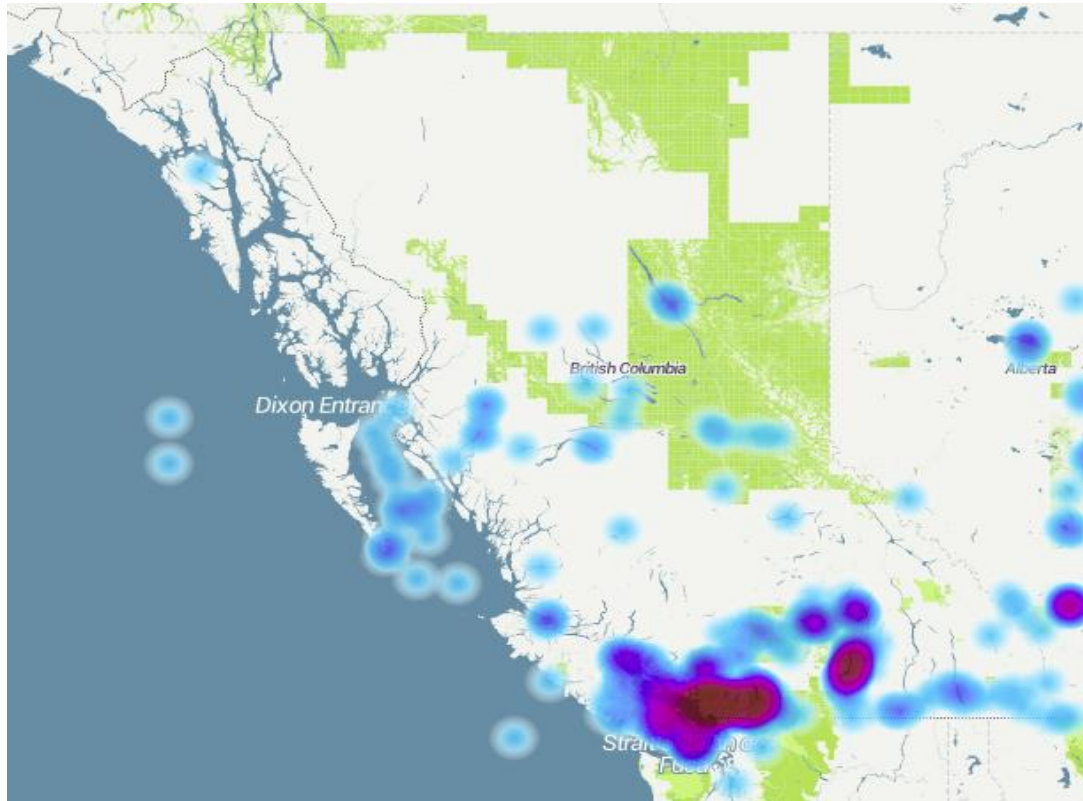


Freshwater Insights BC 2013



A Survey of British Columbian Attitudes on Fresh Water
Conducted May 2013

FINAL RESULTS
Report Released February 2014



Funded by:



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STUDY METHODOLOGY

This survey is based on online and mobile web survey interviews from across BC with 1,017 British Columbians aged 18 and over. Respondents were recruited from web panels and contacted by email invitation May 25-29, 2013.

The sample of n=1,017 was weighted by split, gender and age within region. A weighted random sample of n=1,017 respondents would be considered accurate to within plus or minus 3.1% 19 times out of 20.

Data was cleaned for fraudulent respondents using techniques to flag for speeders, incompletes, straight-liners and other behaviours that could affect data quality. Verbatims were meticulously coded using Google Refine as well as whole-person reference for each data record to account for sequence of response context.

The sample of n=1,017 was weighted by gender and age within region. Regional sample proportions and weighting effects are shown below.

Region	Weighted Proportion %	Unweighted Cases #	Margin of Error (95% confidence)
BC/Metro Vancouver	100%	1,017	±3.1%
Metro Vancouver	52.6%	605	±4%
Rest of BC	47.4%	412	±4.8%
BC Regions			
Urban Vancouver	35.9%	418	±4.8%
Suburbs / Fraser Valley	22.5%	238	±6.4%
Island / Coast	19.4%	168	±7.6%
Southern Interior	16.9%	146	±8.1%
Northern BC	5.3%	47	±14.3%
TOTAL	100%	1,017	±3.1%

This study was designed by, Angus McAllister, an accredited member of ESOMAR, the international professional organization for market and public opinion research.



RESPONDENT PROFILE

D1. Gender

	%
Male	48
Female	52

D2. Age Category

	%
18-34 years	27
35-54 years	36
55+ years	37

D3. What is the highest level of education that you have completed?

	%
High school	32
College / Vocational training	42
University degree	26

D4. In which country were you born?

	%	Count
CANADA	84	852
UK/AUS/NZ	4	38
USA	2	23
EUROPE	3	30
Northern Europe	1	14
Eastern Europe	1	10
Southern Europe	1	6
CARIBBEAN	1	5
L. AMERICA	0	4
M. EAST / AFRICA	0	1
ASIA	6	61
East Asia / China	4	38
SE Asia	1	13
India / South Asia	1	10
No Answer	0	3

D5. In the long run, where would you prefer to live?

	%
Another country	8
Another region of Canada	11
Another community in this region	13
Where I live now	68

MAIN RESULTS

Q1. How many years in total have you lived in your current community?

	%
Less than 10 years	31
10-19 years	25
20-29 years	16
30+ years	17
All my life	11

Q2. Compared to other places in the world, what makes Canada a great place to live?

UNAIDED.



Recode	%
Freedom	19
Natural Environment / Beauty	14
Tolerant / Accepting	10
Social Programs / Healthcare	9
Climate / Weather	6
Stability / Rule of Law	5
Safety / Security	5
Cultural Diversity	5
Clean air / water	4
Friendly / Caring	3
Peaceful	3
Low Pop Density / Space	2
Born Here / Best Place	2
Jobs / Economy	2
Quality of Life	2
Everything	2
Opportunity / Abundance	1
Home / Family	1
OTHER	2
NOTHING	1
DK/NA	2

Q3. Of all the issues affecting the future of our country, what is most UPSETTING to you?
UNAIDED.



Recode	%
Environment / Natural Resources	15
Jobs / Economy	13
Politicians / Corruption / Ethics	13
Taxes / Government Spending	10
Health Care / Social Programs / Cuts	8
Immigrants / Muslims / Natives	7
Poverty / Inequality	6
Harper / Conservatives	5
Cost of Living / Wages / Inflation	4
Crime / Violence / Drugs	4
Abortion / Gay Marriage / Morality	2
Foreign Policy / USA influence	2
Education	1
War / Terrorism	1
Seniors Issues / Pensions	1
Social / Political Apathy	1
OTHER	3
NOTHING	3
DK/NA	2

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	%
USA / China / Foreign influence on economy	12
Abuse / Selloff / Foreign ownership of natural resources	12
Government / Corruption / Politicians	11
Jobs / Economy	7
Immigration / Minorities /Muslims	7
Environmental degradation	6
Taxes / Spending / Debt	5
Stephen Harper /Rightwing politics	4
Business / Industry / Capitalism	3
Climate / Global warming	3
Oil industry / Tarsands / Pipelines	3
Social programs / Healthcare / Seniors issues	3
War / terrorists	2
Environmentalists / Radicals	2
Divisive / Polarization / Quebec	2
Urban sprawl / Population	1
Cost of Living /Economic inequality	1
DK/NA	10
OTHER	5

Q6. How CONCERNED are you about the following issues, if at all?

	Very concerned	Somewhat	Not concerned	Unsure
Water pollution	64	29	6	1
Loss of birds, fish & wildlife	59	35	6	1
Toxic chemicals	58	34	6	3
Loss of wilderness	54	37	8	1
Air pollution	52	41	6	1
Natural resource depletion	49	39	10	3
Loss of farmland	40	43	14	4
Loss of wetlands	39	42	12	7
Climate change	38	40	19	3
Oil pipelines	33	35	25	7
Nuclear power plants	29	30	33	7
Burning of fossil fuels	27	47	19	7
Oil sands	24	42	27	8
Salmon farming	22	39	31	7
Biotechnology	15	34	35	16
Consumerism	14	37	41	8

Q7a. Please ZOOM in on a local body of fresh water that MATTERS to you, then MARK your favourite spot with the blue pin.



Q7b. Why does this place MATTER to you?

For a live interactive map with detail, go to: bit.ly/15nb4xg



Q8. How would you rate the overall condition of lakes, rivers and streams in your community...?

	TOTAL POSITIVE	Excellent	Good	OK	Poor	Terrible	TOTAL NEGATIVE
25 years ago	84	48	36	13	2	0	2
Today	44	5	39	43	10	1	11
25 years from now	21	5	16	31	30	18	48

Q9. In your view, what are the most serious THREATS to fresh water in your region?



	%
Pollution / Chemicals	39
Industry / Toxic Waste	8
Oil industry / Fracking / Pipelines	7
Overdevelopment / Population	6
Forestry / Deforestation	4
Over-use / Overconsumption	3
Garbage / Littering	3
Politicians / Policy / People	3
Sewage / Human Waste	3
Global Warming / Climate Change	2
No Threats	2
Agricultural Runoff / Chemicals	2
Urban Runoff / Household Chemicals	2
Boating / Recreation	2
Mining	1
Acid Rain / Acidification	1
OTHER	5
DK/ NA	7

Q10. Please name the primary source of your community's drinking water.



	%
TOTAL NAMED BODY OF WATER	37
Specific Lake / River / Watershed	13
Capilano reservoir / watershed	8
Aquifer / Groundwater	7
Sooke Reservoir	3
Coquitlam Lake / Reservoir	3
Specific Reservoir / Dam	2
Fraser River	1
Okanagan Lake	1
Lake / River / Watershed	7
Reservoir / Dam	4
Mountain Runoff / Snow melt	4
Tap / City Water	4
Bottled Water	1
DO NOT KNOW SOURCE	43

Q11. In your view, how IMPORTANT is the quality and abundance of fresh water in your region to the following...?

	TOTAL HIGH	Vitally	Highly	Moderately	Slightly	Not important	TOTAL LOW
Health & well-being of people	95	72	23	4	*	*	*
Habitat for birds, fish & animals	88	60	28	10	2	0	2
Food & agriculture	90	52	38	9	1	0	1
Way of life	75	33	42	21	3	1	4
Peace & relaxation	72	33	39	23	4	1	4
Tourism & recreation	69	29	40	25	5	1	7
Jobs & economic prosperity	71	28	43	26	3	0	4
Power generation	61	26	35	28	7	4	11
Property values	51	20	31	34	10	5	15

Q12. Please say if you AGREE or DISAGREE with the statements below.

	TOTAL AGREE	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	TOTAL DISAGREE
No matter the ideology of government, the state of the economy, or the laws of the day, we will always need water.	96	82	14	4	1		1
Fresh water is a public resource and nobody should be able to own it.	90	69	21	7	2	1	2
Fresh water is our most precious resource.	93	68	25	6	1	0	1
Fresh clean water is a legacy to pass on to our children	92	62	31	6	1	1	1
Canada is not doing enough to protect its natural wealth of fresh water.	66	27	39	27	6	2	7
I always drink filtered or bottled water, never water directly from the tap.	25	11	14	17	30	27	58
Recognition of First Nations rights and title would result in greater protection for fresh water.	23	7	16	40	19	17	37
A company that pays for its water, should be able to do whatever it wants with that water.	8	2	6	18	31	43	74

Q13. In your opinion, how much of a THREAT do each of the following pose to fresh water in Canada?

	TOTAL THREAT	Major Threat	Moderate Threat	Minor Threat	Not a Threat	TOTAL NO THREAT
Untreated municipal sewage & runoff	92	63	30	7	1	8
Contamination by industry, for instance, shale gas fracking operations	92	62	31	6	1	8
Destruction of wetlands	90	55	35	9	1	10
Transport of oil and bitumen across multiple watersheds by pipeline	86	55	30	12	3	14
Poorly-managed urban development	89	47	42	10	1	11
Bulk export to foreign countries	82	44	38	13	5	18
Toxic algae blooms	83	43	40	15	2	17
Phosphates in detergents & soaps	86	41	44	13	2	14
Climate change	75	34	41	20	5	25
Disruption of flows by large-scale hydroelectric dams	76	27	49	19	5	24
Bulk use by industrial agriculture	76	25	51	21	3	24
Bulk consumption by private commercial enterprises, for instance, bottled water plants	76	24	52	18	6	24
Overconsumption by households	71	21	50	25	4	29

Q14. How **CONCERNED** are you about the impact of water issues in your region on the following...?

	TOTAL CONCERNED	Very concerned	Quite concerned	Not so concerned	Not concerned	TOTAL NOT CONCERNED
Drinking water	91	67	24	8	1	9
Human health	88	57	31	10	2	12
Health of fish, bird & animal populations	87	51	37	12	1	12
Food & agriculture	83	40	43	16	1	17
Agriculture	80	35	45	18	2	20
Taxpayer burden	57	22	35	34	10	43
Jobs & economic prosperity	60	18	43	34	6	40
Swimming beaches	56	16	41	38	6	44
Recreation & tourism	43	9	34	47	9	57

Q15. Sustainability has been defined as taking care of the planet and its natural resources in a way that DOES NOT compromise the ability of future generations to meet their needs. Would you say that the CURRENT water use in your region of the country is sustainable?

	%
Yes	38
No	19
Depends	24
Unsure	18

Q16. If nothing is done to improve the management of water resources in your region of Canada, how serious a problem do you think it will be in 10 years...?

	%
Very serious	24
Somewhat serious	52
TOTAL SERIOUS	76
Not so serious	13
Not serious at all	2
TOTAL NOT SERIOUS	15
Unsure	9

Q17. To the best of your knowledge, are current rules governing water use in your community ENOUGH or NOT ENOUGH to ensure the future sustainability of fresh water resources?

	%
Enough	28
Not Enough	42
Unsure	30

Q18. There are various ways in which governments could update the rules for protecting and managing fresh water. Please say how much would you FAVOUR or OPPOSE each of the following proposals?

	TOTAL FAVOUR	Strongly favour	Somewhat favour	Somewhat oppose	Strongly oppose	TOTAL OPPOSE	Unsure
Require ANY business that damages or pollutes a watershed to pay into a local freshwater protection fund	86	77	19	3	0	3	1
Ensure that the protection of nature and natural ecosystems are always a top priority	87	55	34	6	2	9	3
Set strict province-wide rules and standards for water protection and management	89	49	38	10	1	11	2
Use science to inform decision-making, and ensure that the public has access to the data	94	48	44	3	1	4	4
Require that decision-makers involve the public at the community level in water licencing decisions	92	47	44	4	1	6	4
Provide communities with access to the scientific expertise, data and resources they need to make informed decisions	89	46	43	6	2	7	4
Require the active monitoring and reporting of all water use by industry and municipalities	87	45	43	8	2	10	3
Charge a fee for industrial water use	76	34	42	15	5	20	5
Charge a modest fee for household water use to encourage conservation	38	7	32	30	26	55	6

Q19. Which of these statements about the managing of the USE OF WATER during shortages do you most AGREE with?

	%
Protecting the health of natural ecosystems and the food chain should be given priority, even at the risk of slowing down economic growth	84
ECONOMIC development should be given priority, even if plants, fish and wildlife suffer to some extent	9
Balance / Both	4
DK/NA	3

Q20. Please say if you AGREE or DISAGREE with the statements below.

	TOTAL AGREE	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	TOTAL DISAGREE
Subject to strict environmental standards, local communities should have the right to say 'yes' or 'no' to decisions affecting their fresh water.	87	50	36	11	2	0	2
Rights to use water should be decided according to community priorities and values, not just who can afford it.	85	46	39	12	2	1	3
Rights to use water should be decided according to fairness and equity, not just who had first access or first rights of use.	75	36	40	19	3	2	5
Rights to use water should be decided according to priorities for ecosystem health, not just for human use.	75	30	45	21	3	1	4
Adopting STRICTER rules for protecting our fresh water will HARM our economy.	19	8	11	28	34	18	53
Water should be priced so that it is not wasted.	28	7	21	36	20	15	35

Q21. How much CONFIDENCE do you have in each of the following players to act in the PUBLIC INTEREST when it comes to protecting fresh water?

	A LOT/ SOME	A lot	Some	Unsure	A little	None	LESS/ NONE
Conservation groups	72	33	40	2	18	7	26
Local watershed authority	66	18	48	3	25	5	31
Your municipal government	58	16	42	2	29	11	40
Your provincial government	44	8	36	2	33	21	54
First Nations	37	11	26	5	26	31	58
The federal government	37	8	29	2	33	28	61
Your provincial power authority	35	5	30	4	37	23	60
Agri-business	30	4	26	5	39	25	64
Forestry companies	24	5	20	2	37	36	73
Oil & gas companies	11	4	7	3	22	64	86
Mining companies	7	1	6	4	24	65	89

Q22. In your opinion, how much of a **ROLE** should each of the following have in **DECISIONS** affecting the protection of fresh water in **YOUR COMMUNITY**?

	MAJOR/ LEAD	Lead role	Major role	Unsure	Minor role	None	MINOR/ NONE
Your local municipal government	82	31	50	2	15	2	16
Local citizens	73	23	49	2	24	2	25
Your provincial government	80	21	59	2	17	2	19
Canada's federal government	58	20	38	3	33	6	39
Industry	25	5	20	4	43	29	72

Q23. In your opinion, how much of a role should each of the following have in **FUNDING** the monitoring and protection of fresh water in **YOUR COMMUNITY**?

	MAJOR / LEAD	Lead role	Major role	Unsure	Minor role	None	MINOR / NONE
Canada's federal government	76	31	46	2	19	2	22
Your provincial government	87	26	61	2	10	1	11
Your local municipal government	76	24	52	2	21	2	22
Large-scale commercial water users	65	17	48	3	22	10	32

Q24. In your opinion, what proportion of lakes, rivers, and streams in your province should be completely OFF-LIMITS to industrial, commercial, and urban development? Please provide a target percentage between 0 and 100 per cent:

Proportion Off-limits	Response %
0-25	6.6
26-50	12.4
51-75	35.5
76-100	44.8
Mean	64.1
Median	70

Q25. Which of the following statements comes closest to your own view?

	%
Water issues in my region are well-managed; there is no need for hysteria, things will turn out just fine.	51
Water issues in my region are getting worse; unless we change our ways, there will be serious problems.	49

	%
We need to invest in stricter regulation, monitoring and enforcement to protect fresh water.	67
Voluntary action and cooperation with industry would be the most effective approach to protecting water quality.	33

	%
To truly solve environmental problems, governments and experts need to take the lead.	65
Governments follow, not lead; to truly solve environmental problems, individual citizens need to step up.	35

	%
Local watershed authorities should be comprised exclusively of local citizens and experts, selected through a formal jury process.	71
Local watershed authorities should be appointed by political leaders, and comprised of mainly of experts, business and government officials.	29

	Myself %	Family member %
Birding	16	13
Cottaging	18	22
Canoeing/Kayaking	25	27
Fishing	33	41
Camping	50	51
Gardening	54	52
Hiking/walking	78	54

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