

MKMA-Province Wide Survey

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December 23, 2008

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Executive Summary

Located in northeastern BC, the Muskwa-Kechika Management Area (M-KMA) represents a unique and innovative management system in which land is designated for varying levels of protection, conservation, and use. The Muskwa-Kechika Advisory Board commissioned NRG Research Group to conduct a follow up to the 2006 survey of British Columbians in order to establish an understanding of where the public currently stands in terms of awareness, knowledge, and perceptions of the M-KMA. Ultimately, this research will help guide the Advisory Board's efforts in increasing the public's awareness and knowledge of the area.

Two surveys were created, one for residents of the Muskwa-Kechika area and one for the residents of British Columbia as a whole.

Awareness and Familiarity with the M-KMA

Among residents in and around the M-KMA

Overall awareness among residents who live in and around the M-KMA continues to be high at 70%. Among those who are aware of the M-KMA, 62% feel they are familiar with the area. Although the majority claims to be familiar with the M-KMA, 38% were not able to cite anything specific about the area, which is also consistent with 2006. The top of mind awareness of the details regarding the M-KMA continues to be that it is an area protected from industries/development and a park/conservation area.

Among British Columbians

The overall awareness of the M-KMA among British Columbians as a whole continues to be much lower than for residents living in and around the M-KMA area. Consistent with the 2006 findings, 12% of British Columbians say they have heard of the M-KMA. Similar to the respondents living in and around the M-KMA, about one-third could not recall anything specific about the details of the M-KMA.

Impression of the M-KMA

Among residents in and around the M-KMA

Overall, the impression of the M-KMA among residents in and around the M-KMA is positive, with 69% of residents feeling favourable toward the area, which is a six-point decrease from 2006. However, unfavourable impressions also experienced a decrease of five-points from 2006.

When asked about the most positive aspect of the M-KMA, 31% mentioned its protection of wildlife areas and wildlife, which is an increase of 11-points from 2006. On the other hand, 62% of residents who had heard of the M-KMA had no negative associations that they could think of when asked, which is an increase of 10-points since 2006. The top negative association that was made is "opening the area to industry/resource development" (14%).

The majority (70%) of residents agrees with the statement "the M-KMA has local, national, and global significance"; however, this is an 18-point drop when compared to 2006. The majority of residents also agree with the other two statements made about the role of the M-KMA:

- 60% agree that the M-KMA will set a world standard for environmental sustainability and economic stability; however, this is a 18-point drop from 2006.

- Overall, 66% agree that the M-KMA will create a positive climate for long-term investments in British Columbia; this is a seven-point drop from 2006. Disagreement with this statement also decreased by seven-points to 14% currently.

The vast majority of area residents (88%) feel that having an area like the M-KMA is important to British Columbia as a whole. Although this represents a five-point drop in overall importance since 2006, it is evident that respondents still feel the M-KMA is important to British Columbia. The top reason cited for believing the M-KMA is important to British Columbia is: "The need to protect the natural environment" (34%). Among the eight percent of area residents who do not feel the M-KMA is important to BC, their number one reason is "Government interference" (18%), which has seen an increase of 11-points when compared to 2006. Fewer residents feel that "British Columbians do not know enough/care about what goes on in the North", as this has experienced a decrease from 24% in 2006 to 15% in 2008.

Area residents were asked about how important they believe the M-KMA is to certain sub-groups. Eighty-two percent of residents in and around the area feel it is most important to themselves. Almost three-quarters believe the M-KMA is important to First Nations groups and local businesses. A smaller proportion (two-thirds), believes the M-KMA is important to the rest of Canada.

One-half of area residents agree that land in the M-KMA is being appropriately managed; however, this is a drop of 19-points since 2006. Only 12% of residents disagreed that the land was appropriately managed in the M-KMA area, which has also dropped since 2006, but by only five-points. The number one reason cited for feeling that land was not appropriately managed, by 28%, was "too much development" (ex. Oil, Gas, Logging), which has doubled in mentions since 2006.

Awareness and Impact of the M-KMA Activities

Among residents in and around the M-KMA

Area residents who are aware of the M-KMA were prompted for their awareness of various facts of the M-KMA. Their awareness levels are similar to what was recorded in 2006.

- 66% are aware of the fact that "The M-KMA was established to protect wilderness, wildlife, and ecosystems while allowing resource development and use."
- 60% are aware "The M-KMA is a partnership of land and resource users, conservationists, First Nations and government."
- 50% are aware "The M-KMA is the largest wilderness area in the Rocky Mountains."
- 34% are aware "The M-KMA includes 25% parks and protected areas where resource extraction is prohibited, and 75% that is open for resource development but where high environmental standards will be enforced to maintain the integrity of the management area."

After hearing these facts, residents were asked whether their impression of the M-KMA improved or worsened. Similar to 2006, over half indicated the impact of these messages was positive. The two statements that had the most positive impact were:

- "The M-KMA was established to protect wilderness, wildlife, and ecosystems while allowing resource development and use" (61%).
- "The M-KMA is the largest wilderness area in the Rocky Mountains" (58%).

The other two activities had slightly less of a positive impact:

- “The M-KMA includes 25% parks and protected areas where resource extraction is prohibited, and 75% that is open for resource development but where high environmental standards will be enforced to maintain the integrity of the management area” (54%).
- “The M-KMA is a partnership of land and resource users, conservationists, First Nations and government” (51%).

The majority of area residents continue to see the M-KMA as having a positive impact on economy, business, environment, quality of life and outdoor recreation activities, although to a lesser degree compared to 2006, as follows:

- “The environment” received the highest positive rating at 77% (down 11-pts from '06)
- “Outdoor recreation opportunities” got a positive rating of 76% (down 9-pts from '06)
- “The quality of life for those living in and around the M-KMA” was felt to be positive by 72% (down 8-pts from '06)
- “Local Business” was 64% (down 6-pts from '06)
- “British Columbia’s economy” received a rating of 62% (down 12-pts from '06).

Among British Columbians

Among those British Columbians who are aware of the M-KMA, their awareness of various facts of the M-KMA is much lower than among residents living in the area. However, this is consistent to the results from 2006. Awareness of the facts are:

- “The M-KMA was established to protect wilderness, wildlife, and ecosystems while allowing resource development and use” (43%).
- “The M-KMA is a partnership of land and resource users, conservationists, First Nations, and government” (39%).
- “The M-KMA includes 25% parks and protected areas and 75% that is open for resource development” (29%).
- “The M-KMA is the largest wilderness area in the Rocky Mountains” (27%).

Similar to the 2006 study, British Columbians are less likely to be positively impacted by these facts than those living in and around the M-KMA. The message that received the most positive reaction from British Columbians is “The M-KMA was established to protect wilderness, wildlife, and ecosystems while allowing resource development and use” with 52% stating this makes them feel positively toward the M-KMA. The remaining three facts had slightly less impact:

- “The M-KMA includes 25% parks and protected areas and 75% that is open for resource development” (48%).
- “The M-KMA is the largest wilderness area in the Rocky Mountains” (45%).
- “The M-KMA is a partnership of land and resource users, conservationists, First Nations, and government” (43%).

Communication and Information Needs

Consistent with the 2006 findings, newspapers (33%) and word of mouth (29%) are the most common sources of M-KMA information to area residents. However, similar to the 2006 study, direct mail (26%) continues to be the preferred medium for receiving M-KMA information, followed by the Internet and newspapers.

The information that residents are interested in hearing about is varied and there is no one specific topic that overshadows another. Topics of interest ranged from: “information about future development plans” to “Protection for the environment/land” to “extraction of resources”, each mentioned by six to eight percent of area residents. Others simply want general or any kind of information.

In summary, over the past two years, general awareness of the M-KMA and awareness of various facts regarding the area have not changed among British Columbians and even among those who live in and around the M-KMA area.

However, some perceptions among those living in and around the Muskwa-Kechika area have changed. Specifically, the most positive aspect of M-KMA is the protection of wildlife areas and wildlife and this has increased in mentions by 11-points since 2006. Additionally, more area residents who are aware of M-KMA are unable to cite a negative association with the area (10-pt increase).

On the negative side, among those who feel M-KMA is not being appropriately managed, the main reason for feeling this way is the belief that there is too much development in the area which has doubled in mentions since 2006. Another reason, “the government only looking out for their best interests” increased five-fold from 2% to 10%. Perhaps this is why the top information requests are for information regarding future development plans, protection for the environment/land and extraction of resources.

Introduction

Background and Objectives

The Muskwa-Kechika Advisory Board (M-KAB) was established in 1998 to provide advice to the provincial government on natural resource management in the Muskwa-Kechika Management Area (M-KMA). In addition to its advisory role, M-KAB is also tasked with increasing awareness and support for the M-KMA. The M-KAB has developed a comprehensive Communication Plan and has implemented components of this plan to meet this objective at the local level and provincial level, with a goal of eventually expanding to the national and international levels.

In January 2006, a public survey was conducted to establish baseline measures for levels of awareness and understanding of M-KMA. This study comprised of two phases; an in-depth questionnaire administered to residents of northern communities in proximity of the M-KMA and a shorter questionnaire administered province-wide. M-KAB has conducted a follow-up study to determine how much public perception and knowledge has changed.

Specifically, the objectives of this research were to measure shifts in the following areas:

- ✓ Public awareness and familiarity of the M-KMA and source of information
- ✓ Public impression of M-KMA and reasons for having favourable or unfavourable impressions
- ✓ Public perception of the role and activities within M-KMA
- ✓ Public perception of how well the M-KMA land is managed and if negative, reasons why
- ✓ Public knowledge of M-KMA facts and the impact of these facts on overall impression
- ✓ Perceived importance of M-KMA to various populations (i.e. northern communities, British Columbians, Canadians, etc)
- ✓ Types of information of most interest to the public and the preferred methods of receiving this information
- ✓ The impact of the M-KMA on various groups (i.e. BC's economy, local businesses, etc.)

Results have been analyzed by region (those living in and around the M-KMA vs. British Columbia as a whole) in order to understand how awareness, knowledge, and perceptions of the M-KMA differed between the two areas.

Methodology

Two surveys were conducted, one with adults living in and around the M-KMA and one with adults in British Columbia.

Telephone Survey of Residents Living In and Around the M-KMA

A total of 600 telephone interviews were conducted with a random sample of adults aged 18 and older living in and around the M-KMA. The sample was stratified by Land and Resource Management Plan Area (LRMP) to ensure that the smaller areas had a minimum sample of 100 for analysis.

The sample of residents was drawn by postal code to ensure that we sought the opinion of those living in and around the M-KMA. Respondents' residency was further validated at the beginning of the survey by asking respondents to identify their local community and/or postal code. To ensure randomness within households, respondents were selected by asking for the adult aged 18 or older who most recently "had a birthday".

All interviews were conducted from NRG's call centre between November 5th and 19th, 2008.

At the analysis stage, the data was weighted by LRMP, age and gender to ensure the total results are representative of the adult population living in and around the M-KMA.

With all sample surveys, results are subject to margins of error. With a total sample of 600, the maximum margin of error is +/-4% at the 95% level of confidence. The regional sub-samples are smaller and therefore will have a larger margin of error as indicated in the following table:

Region (Land and Resource Management Plan Area)	2006 Sample	2008 Sample	Maximum Margin of Error (19 times out of 20)
Mackenzie	120	97	±9.8%
Fort Nelson	100	102	±9.8%
Fort St. John	380	401	±4.9%
Total	600	600	±4.0%

When comparing results from two different samples, margins of error increase by approximately 40%. For example, when comparing results between the 2006 and 2008 surveys, both with samples of 600, all results that differ by more than 6% would be considered statistically significant. Any differences of 6% or less may or may not be statistically significant depending on the level of consensus of the responses.

Throughout the report, where there are statistical differences in results by year or by sub-samples, we have made note of such.

Telephone Survey of Residents in British Columbia

For the second phase of the research, a total of 800 telephone interviews were conducted with a random sample of British Columbians aged 18 and older. To ensure randomness within households, respondents were selected by asking for the adult aged 18 or older who most recently “had a birthday”.

The sample of residents was drawn population proportionate by region. At the analysis stage, the data was weighted by age and gender to ensure the total results are representative of the adult population of British Columbians.

With all sample surveys, results are subject to margins of error. With a total sample of 800, the maximum margin of error is +/-3.5% at the 95% level of confidence. The regional sub-samples are smaller and therefore will have a larger margin of error as indicated in the following table:

Region	2006 Sample	2008 Sample	Maximum Margin of Error (19 times out of 20)
Lower Mainland	500	409	±4.9%
Interior/North/South	200	241	±6.3%
Vancouver Island	100	152	±7.9%
Total	800	802	±3.5%

When comparing between the 2006 and 2008 surveys, both with samples of 800, all results that differ by more than 5% would be considered statistically significant. Any differences of 5% or less may or may not be statistically significant depending on the level of consensus of the responses.

Throughout the report, where there are statistical differences in results by year or by sub-samples, we have made note of such.

Section One: M-KMA and Area Results

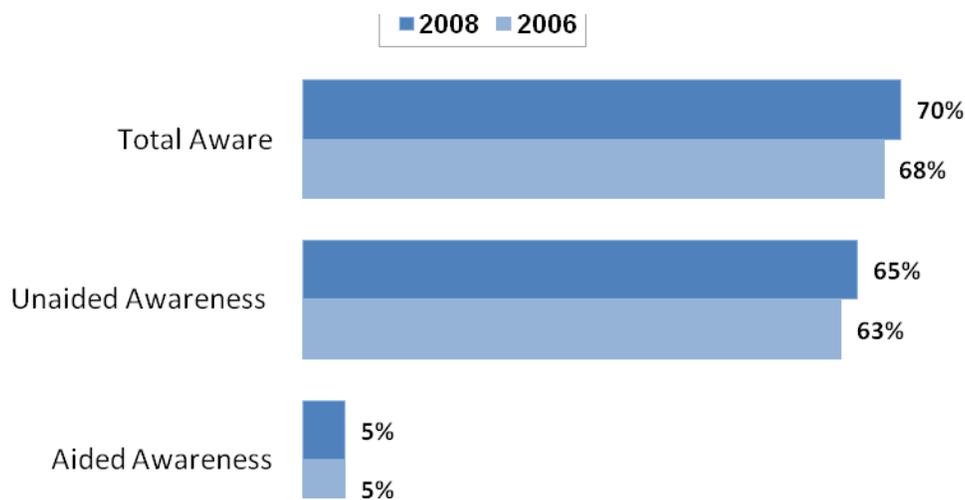
Awareness and Familiarity of the M-KMA

A total of 70% of residents living in the Muskwa-Kechika area have previously heard of the Muskwa-Kechika Management Area (M-KMA). Sixty-five percent of residents recalled hearing about the M-KMA on an unprompted basis, while five percent were able to recall the M-KMA after being read a description of it. Compared to the results from 2006, awareness has remained constant.

Overall Awareness of the M-KMA

"Have you heard of the Muskwa-Kechika Management Area, also known as the M-KMA?"

"Based on this description, have you heard of the M-KMA prior to today?"



Base: All respondents (n=600)

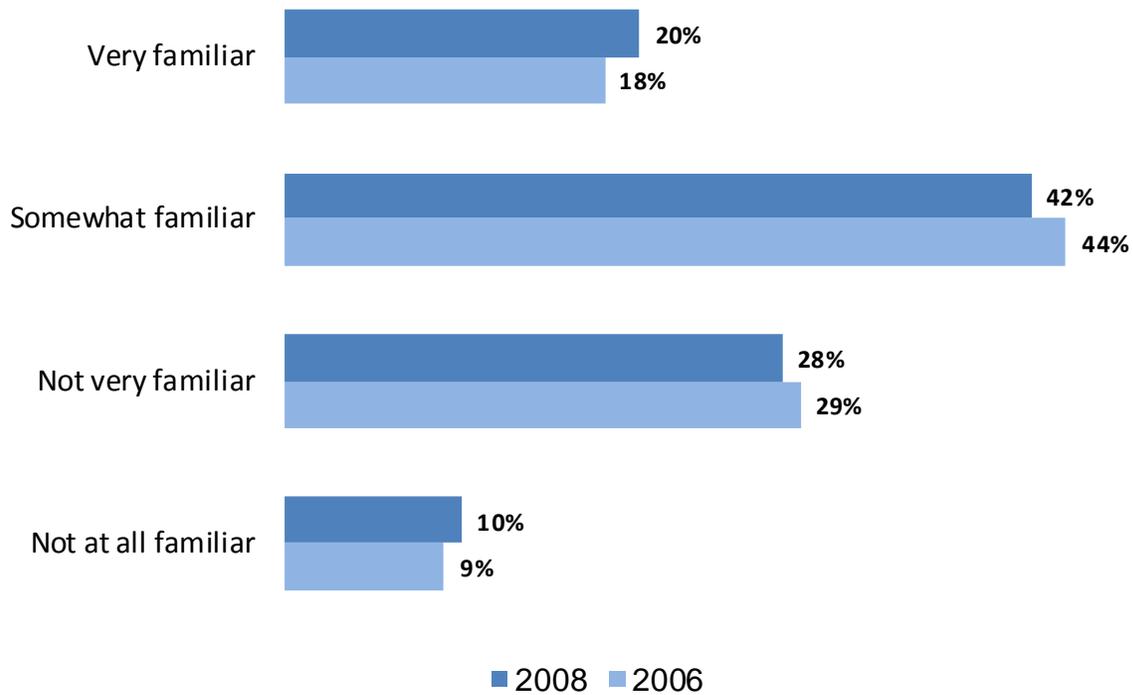
Those who were more likely to recall (unaided) the M-KMA fit the following demographic characteristics:

- Men (69%) significantly more than women (60%);
- Residents in Fort Nelson LRMP (77%) significantly more than those living in Mackenzie LRMP (58%) or Fort St John LRMP (63%);
- Those aged 35-54 (68%) and 55+ (73%) significantly more than those who are 18-34 (54%) years old;
- Have lived in the area for more than 20 years (77%) significantly more than those who lived in the area for 5-20 years (68%) or less than 5 years (29%);
- Those who completed college/university (69%) or had some college/university (72%) were significantly more likely than those who had high school or less (59%);
- Household income \$60,000 to <\$90,000 (75%) were significantly more likely than those who earned <\$60,000 (60%).

Familiarity with the M-KMA

Consistent with the 2006 findings, 62% of the residents who are aware of the M-KMA claim they are familiar with the area and 38% are unfamiliar with the area. Although 62% of residents claim to be familiar with the M-KMA, only 20% feel they are “very familiar” while 42% are just “somewhat familiar.” Similarly, 28% of residents are “not very familiar” and 10% are “not at all familiar” with the M-KMA.

“Overall, would you say you are very familiar, somewhat familiar, not very familiar, or not at all familiar with the M-KMA?”



Base: Respondents who have heard of the M-KMA (2008=417; 2006=418)

Respondents who are most likely to be familiar with the M-KMA are:

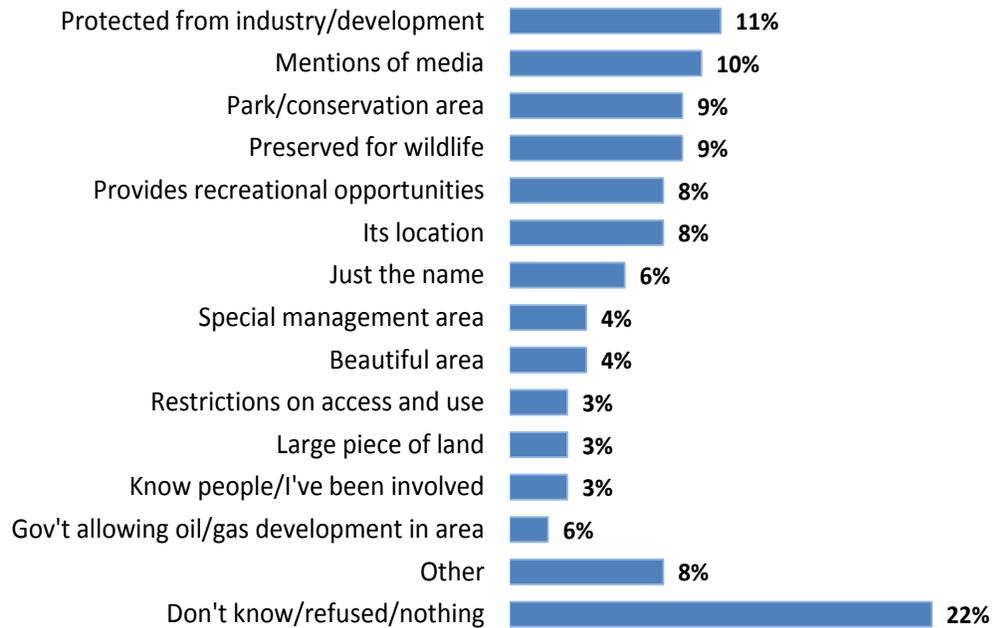
- Residents of Fort Nelson (75%) significantly more than Fort St. John (63%) significantly more than Mackenzie (37%);
- 35-54 year olds (72%) significantly more than those aged 55+ (60%) significantly more than those aged 18-34 (47%).

Top of Mind Mentions

Overall, 38% of residents who are aware of M-KMA answered “don’t know”, “nothing”, “just the name”, and “general media mentions” when asked to give examples of anything they had read, heard or seen about the area which is consistent to the 42% who answered the same in 2006.

Of those who could give an example, the top mention was that the “area is protected from industries/development” at 11% which is similar to the 12% recorded in 2006. Rounding out the top four mentions is “Park/conservation area”, preserved for wildlife” and “provides recreational opportunities, each mentioned by eight to nine percent. However, compared to 2006, mentions of “Park/conservation area” have dropped by 5-points.

“What do you specifically recall reading, seeing, or hearing about the M-KMA?”



Note: Only major mentions are shown. Multiple answers allowed.

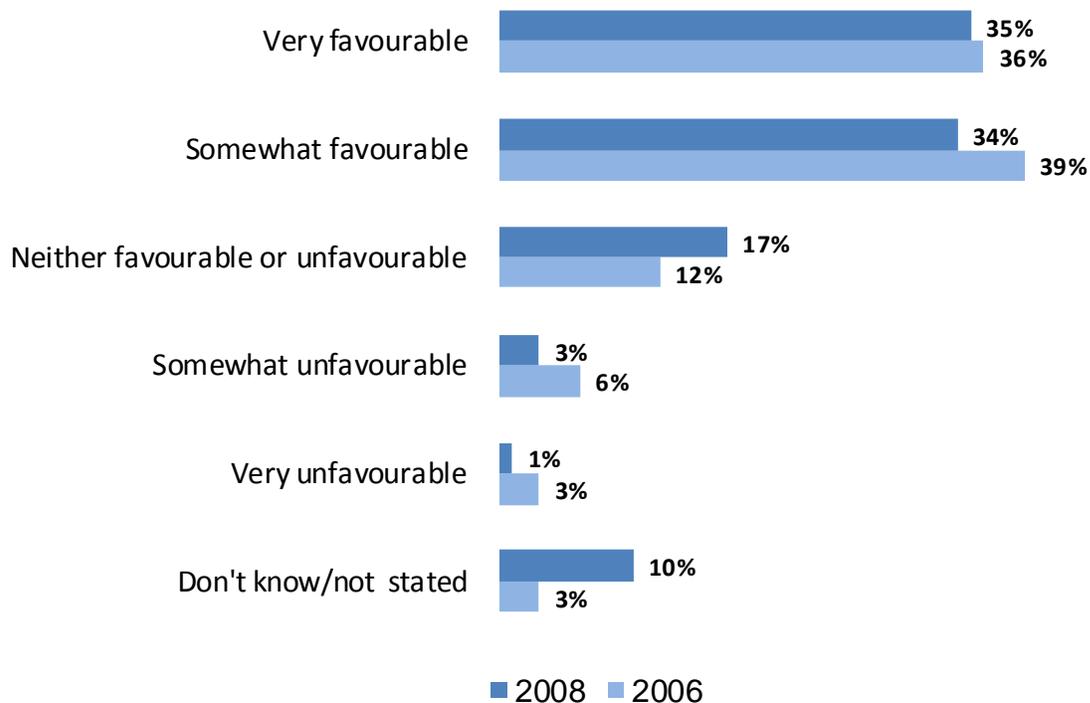
Base: Respondents who have heard of the M-KMA (n=417)

Impressions of the M-KMA

Overall, the impression of the M-KMA was generally positive, with 69% of residents living in the Muskwa-Kechika area feeling favourable toward the area. Specifically, 35% feel “very favourable” and 34% feel “somewhat favourable” toward the M-KMA. The majority of the remainder of residents were “neither favourable nor unfavourable” (17%) or didn’t know (10%) while negative impressions were limited to just four percent.

When comparing the current data to 2006, there has been a six-point decrease in overall favourability and a five-point decrease in unfavourable ratings. These decreases have resulted in the corresponding increase in “Neither favourable nor unfavourable” and “don’t know’ responses.

“Overall, would you say you have a favourable or unfavourable impression of the M-KMA?”



Base: Respondents who have heard of the M-KMA (2008=417; 2006=418)

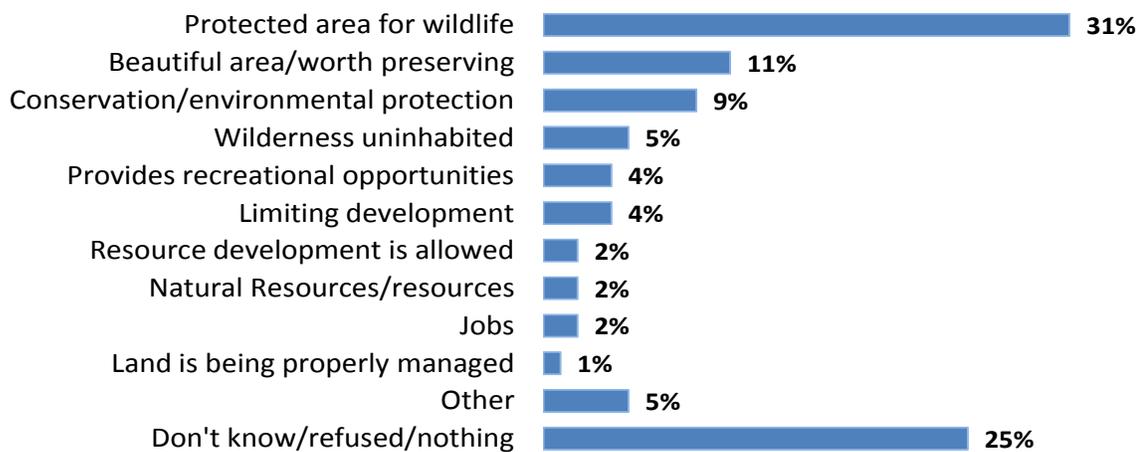
Residents who are more likely to feel positively toward the M-KMA are those who:

- Are familiar with the M-KMA (83%) significantly more than those who are unfamiliar (46%).

Positive Associations Made with the M-KMA

Thirty-one percent of residents living in the Muskwa-Kechika area believe that the most positive aspect of the M-KMA is its protection of wildlife areas and wildlife, which is an increase of 11-points from 2006. The top mention from 2006, “Conservation/environmental protection” dropped significantly from 29% in 2006 to 9% in the 2008 results. Two other significant changes from 2006 include mentions of “beautiful area or an area worth preserving” which has almost doubled since 2006 (6% to 11%) and those who could not cite a positive association (up eight-points from 17% in 2006).

“What’s the most POSITIVE thing that comes to mind when you think about the M-KMA?”



Base: Respondents who have heard of the M-KMA (n=417)

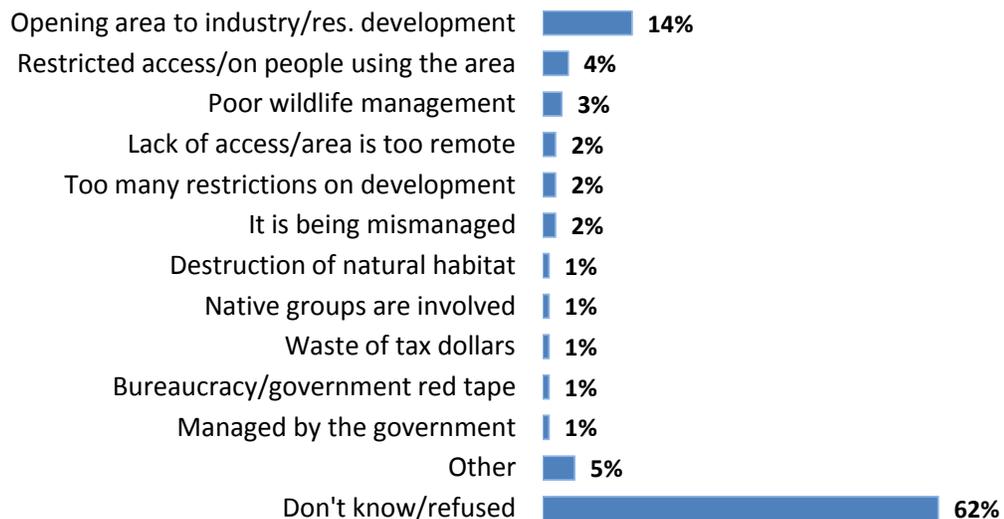
Those who are more likely to not be able to cite a positive association with the M-KMA include:

- Residents in Mackenzie LRMP (37%) significantly more than Fort St. John LRMP residents (23%) and Fort Nelson LRMP residents (17%).
- Residents aged 18-34 years old (35%) are significantly more likely when compared to those aged 35-54 (18%) and 55+ (22%).
- Residents unfamiliar (42%) with the M-KMA when compared to those who are familiar (13%).

Negative Associations Made with the M-KMA

Sixty-two percent of residents in the Muskwa-Kechika area who had heard of the M-KMA had no negative associations that they could think of when asked, which is up 10-points from 2006. The top mention for negative associations was “Opening the area to industry/resource development” (14%), which was also the top mention in 2006. No other associations were cited by more than five percent of residents.

“What’s the most NEGATIVE thing that comes to mind when you think about the M-KMA?”



Base: Respondents who have heard of the M-KMA (n=417)

Residents who are more likely to not have a negative association with the M-KMA include:

- Residents in Mackenzie LRMP (72%) significantly more than Fort St. John LRMP residents (62%) and Fort Nelson LRMP residents (54%).
- Residents aged 18-34 years old (77%) are significantly more likely when compared to those aged 35-54 (55%) and 55+ (59%).

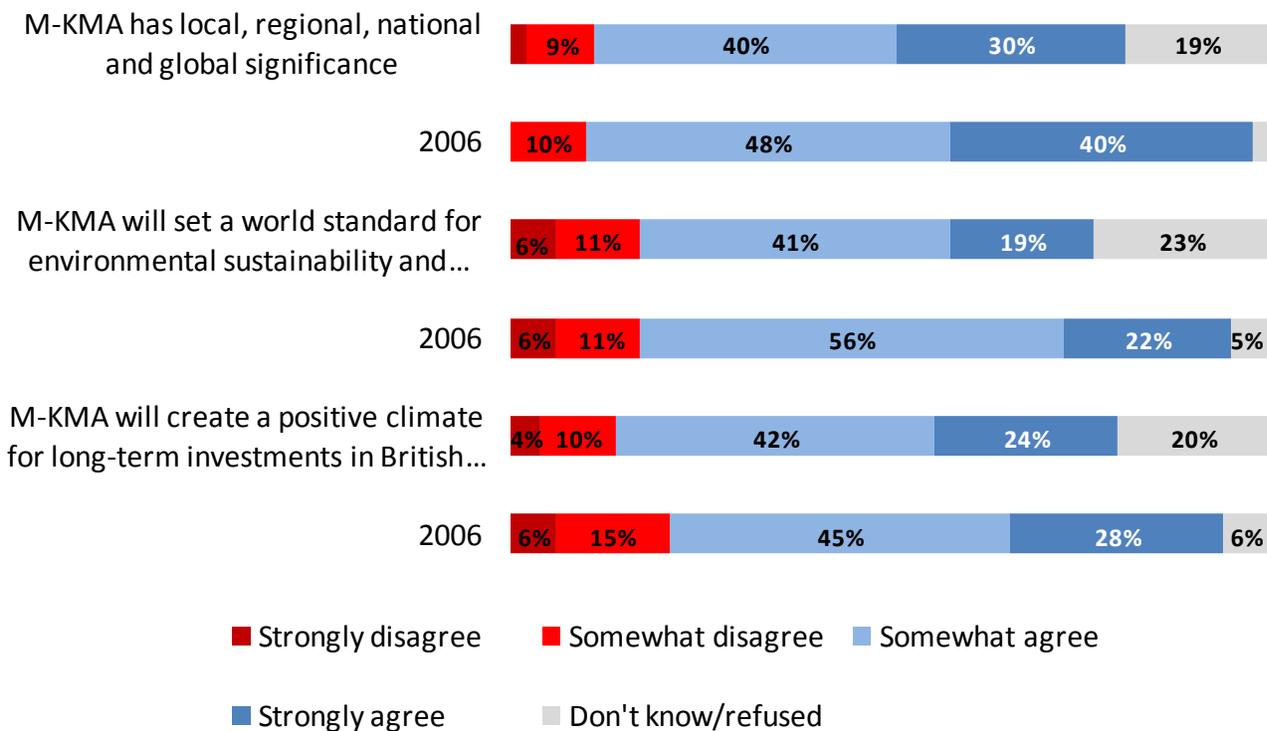
Attitudes Toward the Role of the M-KMA

Although a large proportion (70%) of residents living in the Muskwa-Kechika area agrees with the statement “The M-KMA has local, regional, national, and global significance”, this is an 18-point drop when compared to the 2006 results. Disagreement with the statement remains unchanged at 11% but those who could not answer increased by 17-points.

The majority of residents also agree with the other two statements that were made:

- 60% agree that the “M-KMA will set a world standard for environmental sustainability and economic stability” (19% strongly agree and 41% somewhat agree). Compared to the 2006 results, the overall agreement for this statement has dropped by 18-points.
- Overall, 66% agree that the “M-KMA will create a positive climate for long-term investments in British Columbia” (24% strongly agree and 42% somewhat agree). Agreement with this statement has experienced a seven-point drop since the 2006 survey.

“I’m going to read out a list of statements about the M-KMA and would like you to tell me if you agree or disagree with each.”



Base: All respondents (n=600)

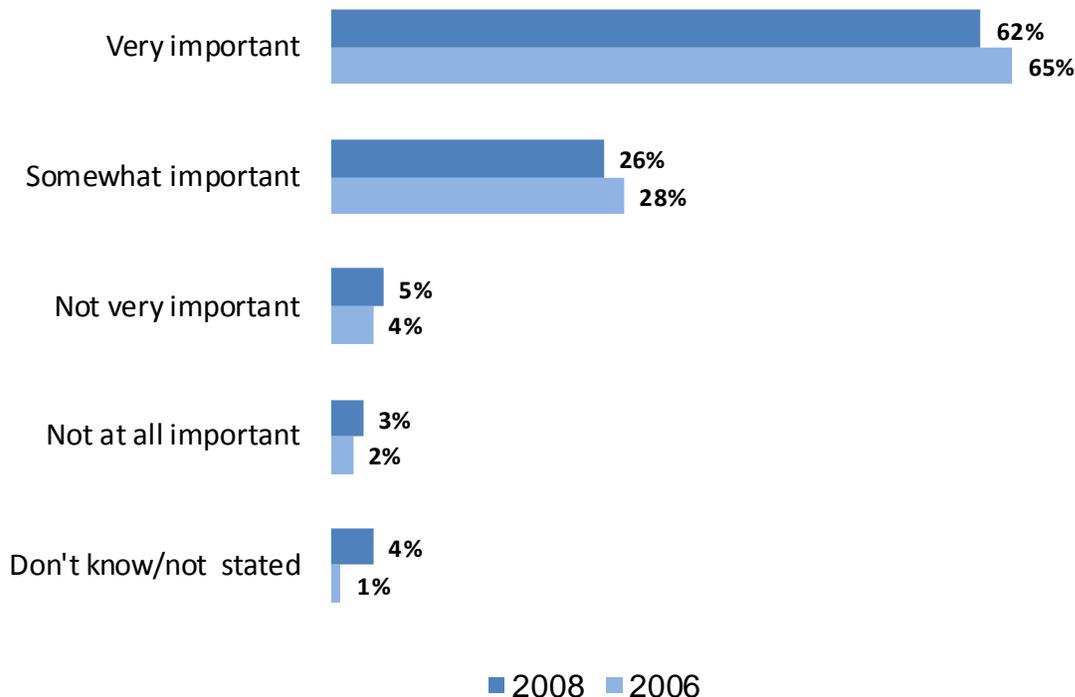
Similar to the 2006 findings, residents were more likely to agree with the statements if they had a favourable impression of the M-KMA:

- The residents who felt favourable toward the M-KMA (73%) agreed significantly more with the statement “M-KMA will set a world standard for environmental sustainability and economic stability” than those who felt unfavourable (25%).
- 85% of those who felt favourable toward the M-KMA agreed significantly more with the statement “the M-KMA has local, national, and global significance” than those who felt unfavourable (55%).
- Of the residents who felt favourable toward the M-KMA, 75% agreed with the statement “the M-KMA will create a positive climate for long-term investments in British Columbia” which was significantly more than those who felt unfavourably (39%) towards the M-KMA.

Attitudes Towards the Role of the M-KMA

Neighbouring residents (88%) overwhelmingly feel that having an area like the M-KMA is important to British Columbia as a whole. Specifically, 62% percent feel it is “very important” while 26% feel it is “somewhat important.” When compared to the 2006 results, there has been a five-point drop in overall importance. Although this number has dropped, it is evident that residents still feel the M-KMA is important to British Columbia.

“Overall, how important would you say that having an area like the M-KMA is to British Columbia as a whole?”



Base: All respondents (n=600)

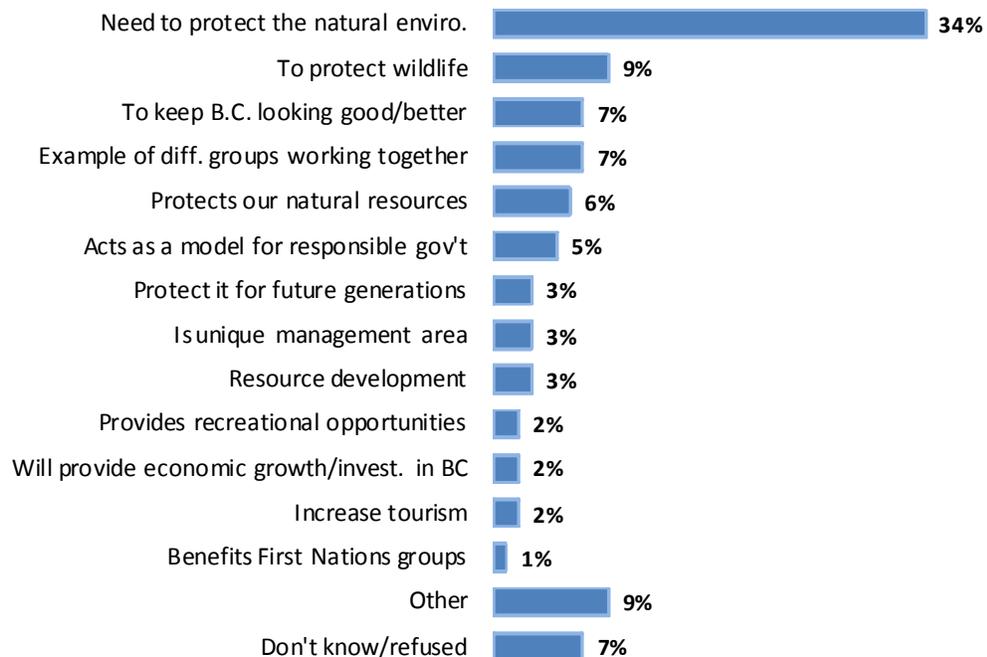
Residents with the following characteristics are more likely to feel the M-KMA is important to British Columbia if they fit the following characteristics:

- Women (92%) significantly more likely than men (85%);
- If they had a favourable impression (97%) of the M-KMA compared to those who had an unfavourable impression (74%).

Reasons Why the M-KMA is Important to British Columbia

A large proportion of residents (88%) believe that having an area like the M-KMA is important to British Columbia as a whole. “The need to protect the natural environment” (34%), is the top reason mentioned by those who believe it is important which is consistent with the 2006 study. When comparing other reasons given against 2006, there are several significant changes; “To protect wildlife” has dropped by six-points while “To keep BC looking good/make BC better” and “Example of different groups working together” have both increased by five-points since 2006.

“Why do you say the M-KMA is important to British Columbia as a whole?”

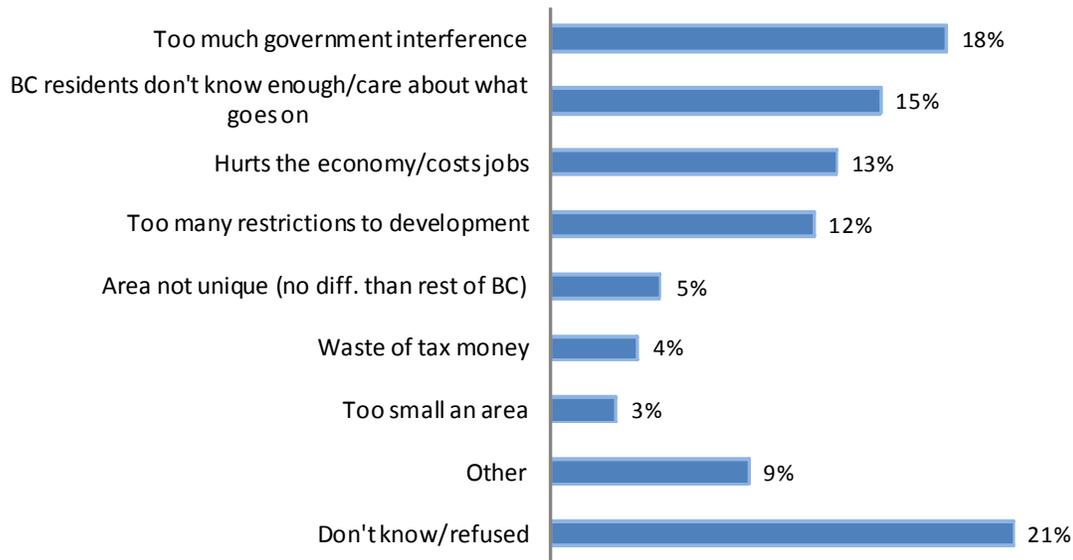


Base: Respondents who say M-KMA is important to British Columbia as a whole (n=533)

Reasons Why the M-KMA is Not Important to British Columbia

Eight percent of residents (n=43) do not feel the M-KMA is important to BC. The main reason why these residents feel this way is: “Too much government interference” (18%), which has seen an increase of 11-points when compared to the 2006 data. On the other hand, the top mention from 2006, “British Columbians do not know enough/care about what goes on in the North”, has experienced a nine-point decrease from 24% in 2006 to 15% in 2008. Other reasons given include; “Hurts the economy/costs jobs” (13%) and “Too many restrictions on development” (12%).

“Why do you say the M-KMA is not important to British Columbia as a whole?”



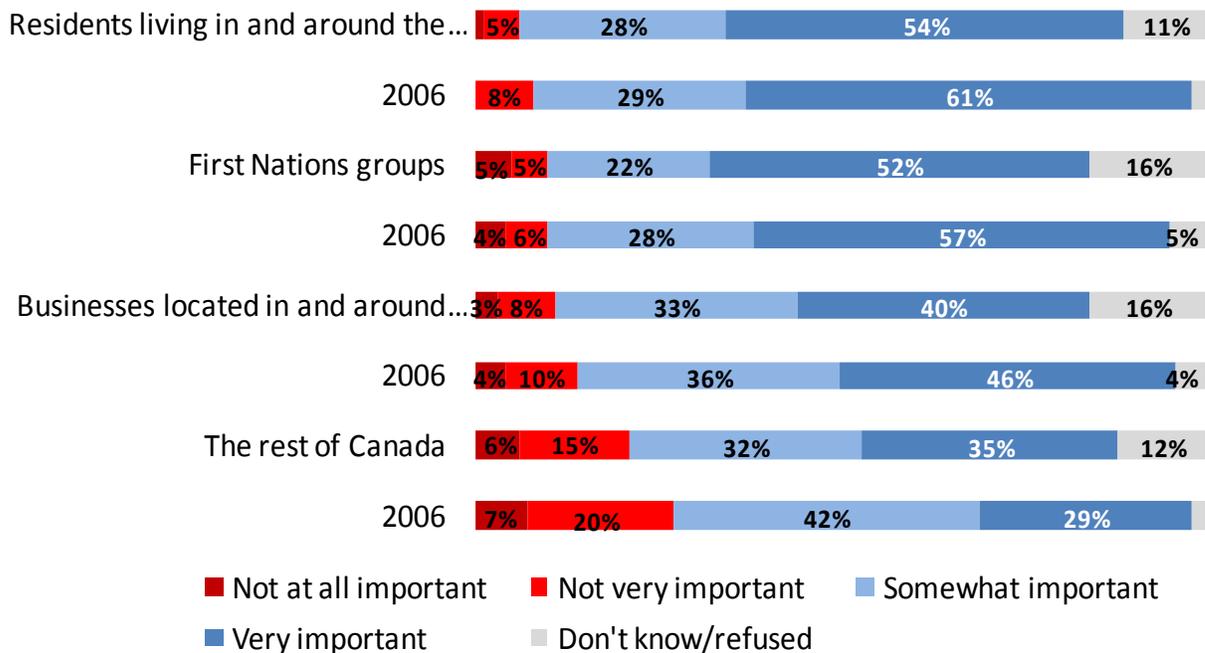
Base: Respondents who say M-KMA is not important to British Columbia as a whole (n=43)

Importance of the M-KMA to Specific Sub-Groups

When asked about the importance of M-KMA to certain sub-groups, perhaps not unexpectedly, residents living in and around the M-KMA rated the area as most important to themselves (82%). About three-quarters of residents believe the M-KMA is important to First Nations Groups (74%) and 73% feel the area is important to local businesses. Sixty-seven percent of neighbouring residents believe that the M-KMA is important to the rest of Canada.

The importance of M-KMA to various sub-groups have decreased overall when comparing the 2006 data to 2008 data (between eight and 11-points). However, the level of importance to the “rest of Canada” has remained constant.

“Overall, how important would you say that having an area like the M-KMA is to...?”



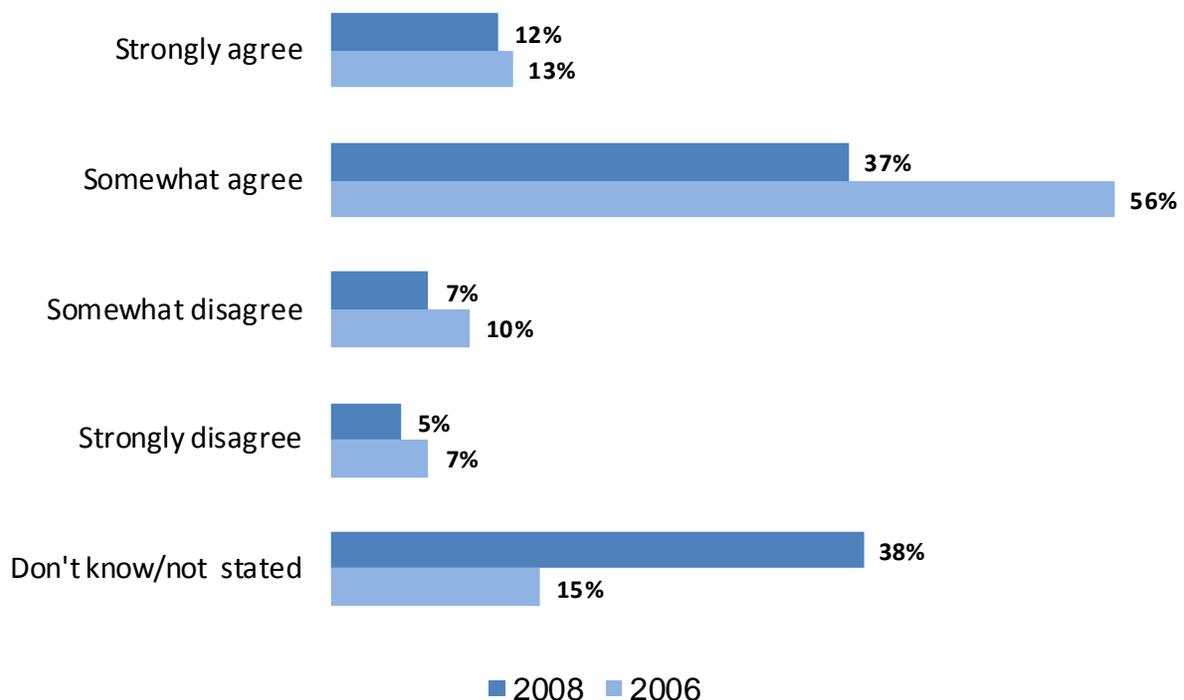
Base: All respondents (n=600)

Attitudes towards Land Management in the M-KMA

Half of the residents (49%) agree that land in the M-KMA is being appropriately managed; however, this is a drop of 20-points since 2006, the majority of which is a drop in “somewhat” agree responses rather than “strongly” agree. On the other hand, 12% disagree with this statement which is also a drop from 2006 but of just 5-points. As a result of these drops, the proportion of residents who said they “don’t know” or could not answer when asked about land management has increased by 23-points since 2006.

“Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement:

Land in the M-KMA is being appropriately managed.”



Base: All respondents (n=600)

Residents who are more likely to agree the land in the M-KMA is being appropriately managed fall into the following characteristics:

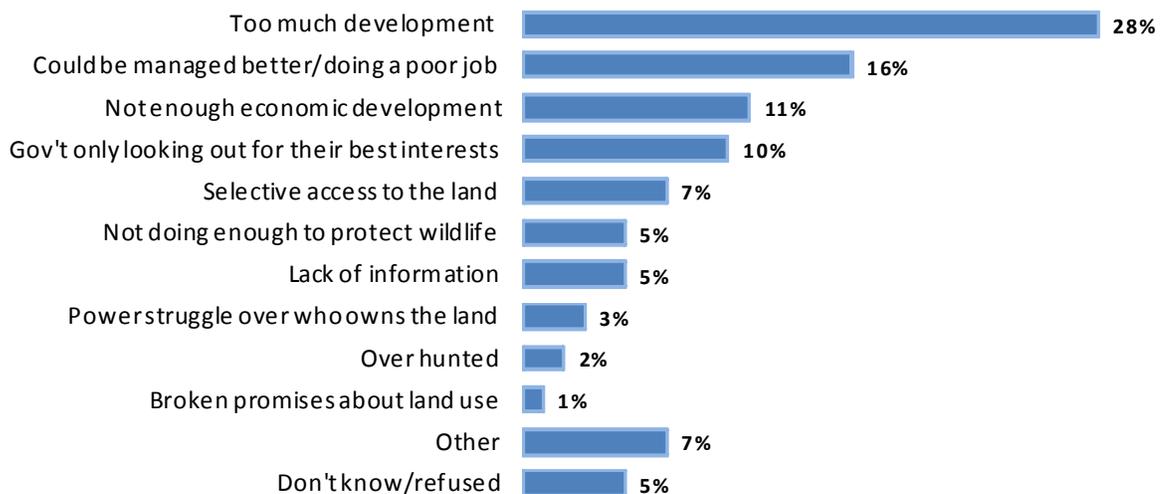
- Are familiar with the M-KMA (64%) significantly more than those who are unfamiliar (40%);
- Have an income between \$60,000 to <\$90,000 (61%) significantly more than those who earn <\$60,000 (49%) or \$90,000+ (53%);
- Residents of Fort Nelson LRMP (61%) significantly more than residents of Fort St. John LRMP (50%) who are significantly more than Mackenzie LRMP residents (37%).

Reasons for Disagreeing that Land in the M-KMA is being Appropriately Managed

Twelve percent of residents (N=72) who disagree that the M-KMA land is being managed appropriately, were asked for the reasons they felt this way. The number one reason cited, by 28% of these residents is “Too much development” (ex. Oil, Gas, Logging). Other reasons cited by at least 10% of residents include; “Could be managed better/doing a poor job” (16%), “Not enough economic development” (11%) and “Government is only looking out for their best interests” (10%).

Since the 2006 study, the percentage of people who disagree that the M-KMA land is being appropriately managed has dropped by five-points. Although there has been a decrease in the overall number of individuals who have concerns regarding the area’s land management, the proportion who could cite a reason for feeling this has increased from 83% in 2006 to 95% currently. Specifically, the proportion of people who feel that there is too much development has doubled since 2006 (from 14% in '06 to 28% in '08). The other significant change from 2006 is the perception that the “Government is only looking out for their best interests” (up 8-points).

“Why do you disagree with the following statement: Land in the M-KMA is being appropriately managed?”



Base: Respondents who say M-KMA is not important to British Columbia as a whole (n=72)

Awareness and Impact of M-KMA Activities

The majority of residents who have heard of the M-KMA previously are aware of the following aspects;

- “The M-KMA was established to protect wilderness, wildlife, and ecosystems while allowing resource development and use” (66%);
- “The M-KMA is a partnership of land and resource users, conservationists, First Nations and government” (60%).

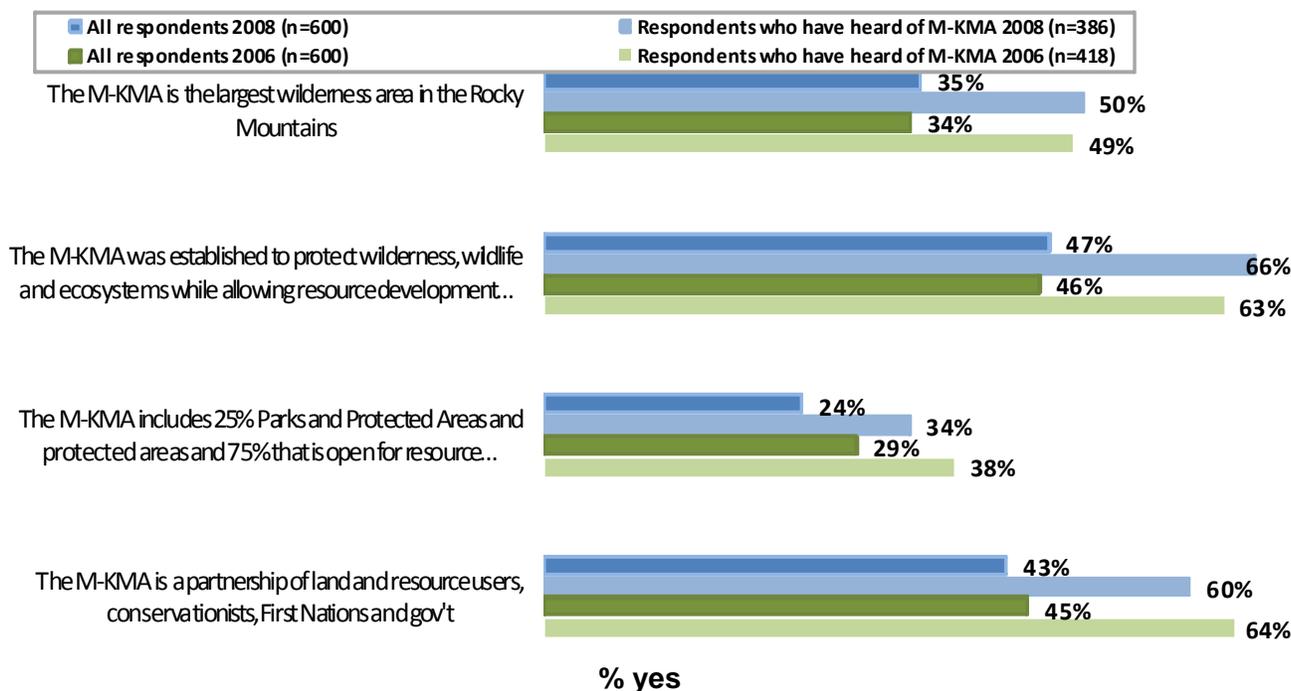
The two aspects which have lower awareness are;

- “The M-KMA is the largest wilderness area in the Rocky Mountains” at 50%; and
- “The M-KMA includes 25% parks and protected areas where resource extraction is prohibited, and 75% that is open for resource development but where high environmental standards will be enforced to maintain the integrity of the management area” (34%).

These findings are comparable to those recorded in 2006.

When looking at the results of all residents in the Muska-Kechika area, the awareness levels drop quite drastically. Similar to the 2006 survey, less than half of all residents in the area are aware of any of the aforementioned statements.

“Before today, did you know that...?”



- Generally speaking, the older the resident and the longer they have lived in the area, the more likely they are to be aware of these of these facts.
- Those living in Fort Nelson LRMP also tend to have a higher awareness of these details of the M-KMA, as do those who have higher household incomes.

Impact of Messaging on Impressions of the M-KMA

A series of statements regarding the M-KMA activities were read to residents. After hearing the statements, residents were asked whether their impression of the M-KMA improved or worsened. Over half of the residents agreed that the impact of these messages was positive. The two statements that received the highest positive ratings were:

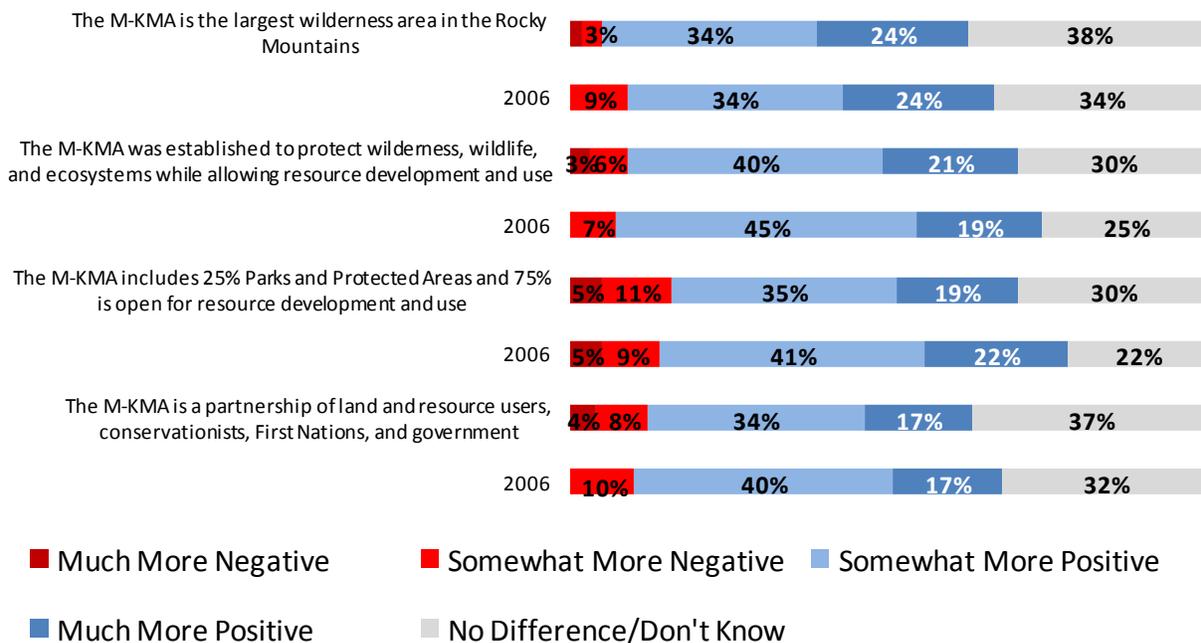
- “The M-KMA was established to protect wilderness, wildlife, and ecosystems while allowing resource development and use” with a positive rating of 61%.
- “The M-KMA is the largest wilderness area in the Rocky Mountains” with a 58% positive response.

The other two statements received slightly lower scores:

- “The M-KMA includes 25% parks and protected areas where resource extraction is prohibited, and 75% that is open for resource development but where high environmental standards will be enforced to maintain the integrity of the management area” with a 54% positive rating.
- “The M-KMA is a partnership of land and resource users, conservationists, First Nations and government” at 51% positive.

When looking at the positive ratings of all four statements, a greater number of residents consistently gave the rating “somewhat more positive” than “much more positive.” Over one-quarter of residents claimed the statements did not make any difference on their overall impression of the M-KMA. All results are consistent with the data from the survey done in 2006.

“And what impact does knowing this have on your overall impression of the M-KMA?”



Base: All respondents (n=600)

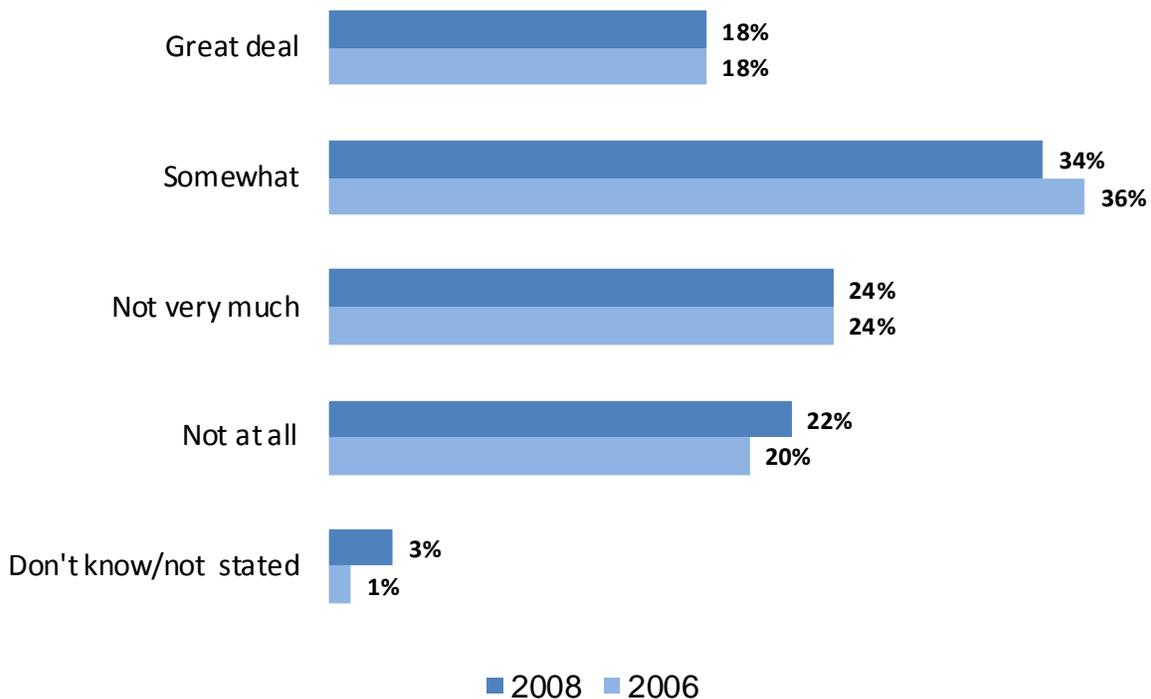
- Generally speaking, women were more likely to have been positively impacted by these statements.

Personal Impact of M-KMA Activities

When asked how much the activities within the M-KMA affect area residents and their families, just over half (51%) feel they have some sort of impact. Of those who believe the activities have an impact on them, 34% believe it has somewhat of an affect and 18% believe they are affected a great deal. Almost all of the remaining residents (46%) feel they are not impacted at all or very much by the activities within the M-KMA.

These results are consistent to those recorded in 2006.

“Generally speaking, would you say that the activities within the M-KMA affect you and your family is a great deal, somewhat, not very much, or not at all?”



Base: All respondents (n=600)

Residents who are significantly more likely to feel the activities impact them are:

- Those who are familiar (60%) with the M-KMA compared to those who are unfamiliar (42%).
- Those between the ages of 35-54 (58%) significantly more than those aged 18-34 (49%) and 55+ (44%).
- Fort Nelson LRMP (63%) residents significantly more than residents in Mackenzie LRMP (48%) or Fort St John LRMP (49%).

Impact of M-KMA in Other Areas

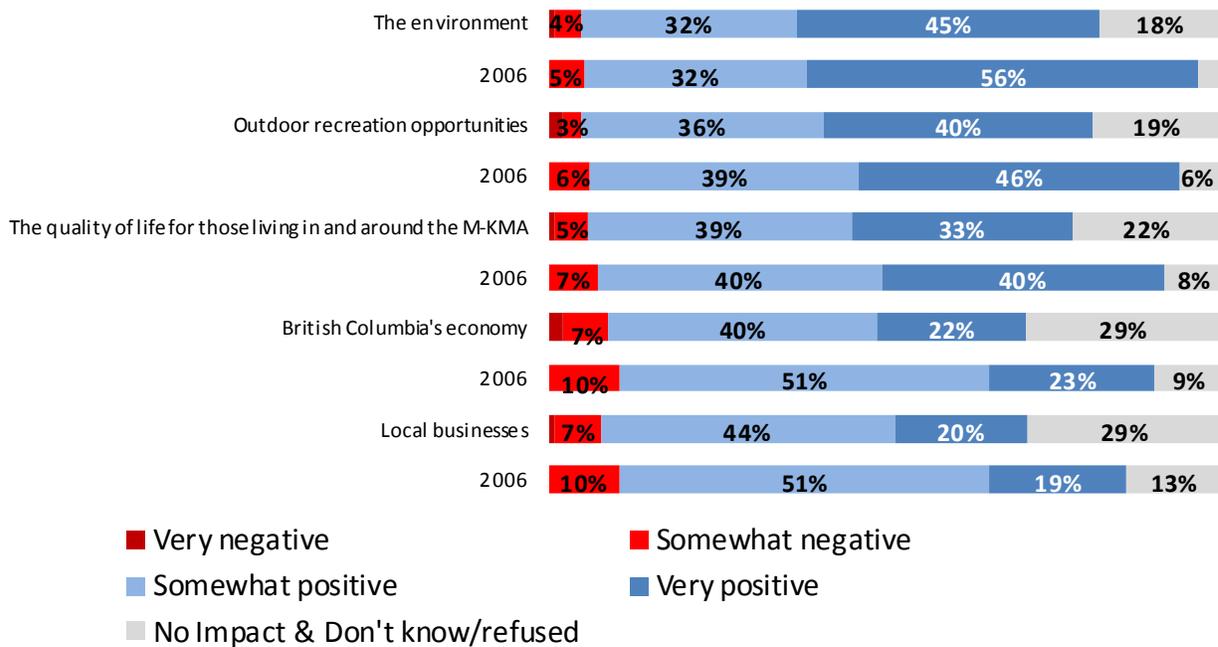
Residents were asked about the impact of the M-KMA on the economy, local businesses, the environment, quality of life for residents in the area and outdoor recreation opportunities. The majority of residents see the M-KMA as having a positive impact on all of these areas. The top three aspects have fallen out in the same order as they did in the 2006 study, but the positive response has dropped throughout while the proportion of those who said no impact or were unable to answer increased:

- “The environment” received the highest positive rating at 77% ‘08 (down 11-points from ‘06)
- “Outdoor recreation opportunities” received a positive rating of 76% (down 9-points from ‘06)
- “The quality of life for those living in and around the M-KMA” was felt to be positive by 72% (down 8-points from ‘06)

In 2006 “Local business” and “British Columbia’s economy” received the lowest positive ratings, which is consistent with this year’s findings but one’s drop is twice that of the other.

- “Local Business” is seen as positive by 64% (down 6-points from ‘06).
- “British Columbia’s economy” received positive ratings from 62% but this is a 12-point drop from ‘06.

“Based on anything you might have seen, read or heard, would you say that the M-KMA has a positive impact, negative impact or no impact on...?”



Base: All respondents (n=600)

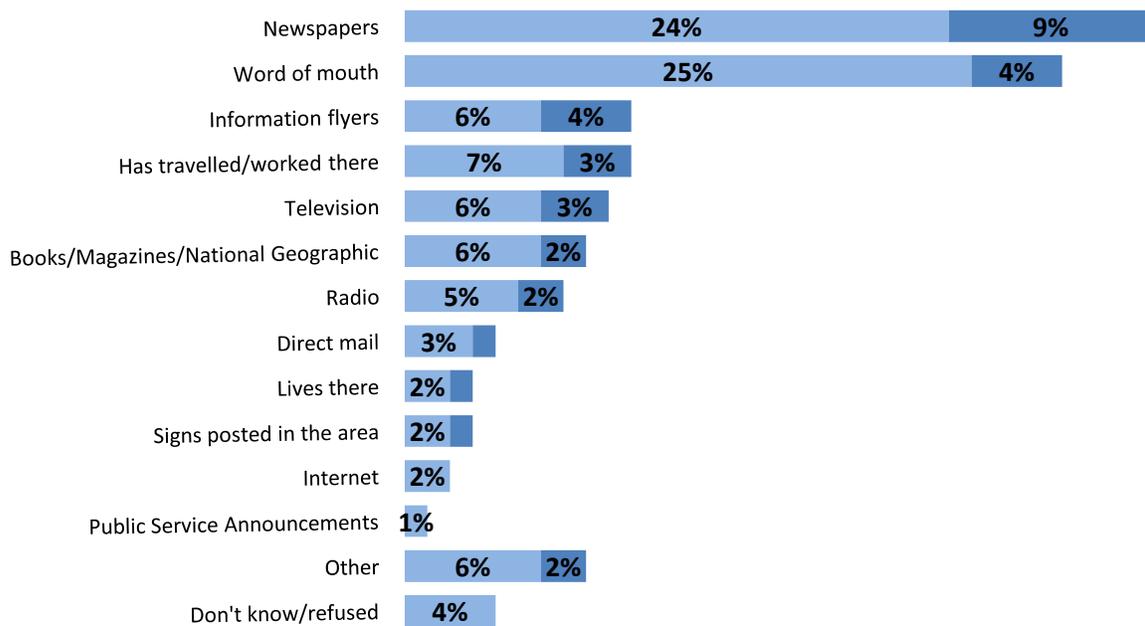
Respondents who are familiar with the M-KMA are significantly more likely to believe the M-KMA has had a positive impact on all of the attributes tested than those are unfamiliar.

Communication and Information Needs

Newspapers and word of mouth are the two most common sources of information about the M-KMA. This is consistent with the overall 2006 findings when newspapers was cited by 47% and word of mouth by 32%.

"What has been your main source of information about the M-KMA?"

"Where else have you heard about the M-KMA?"



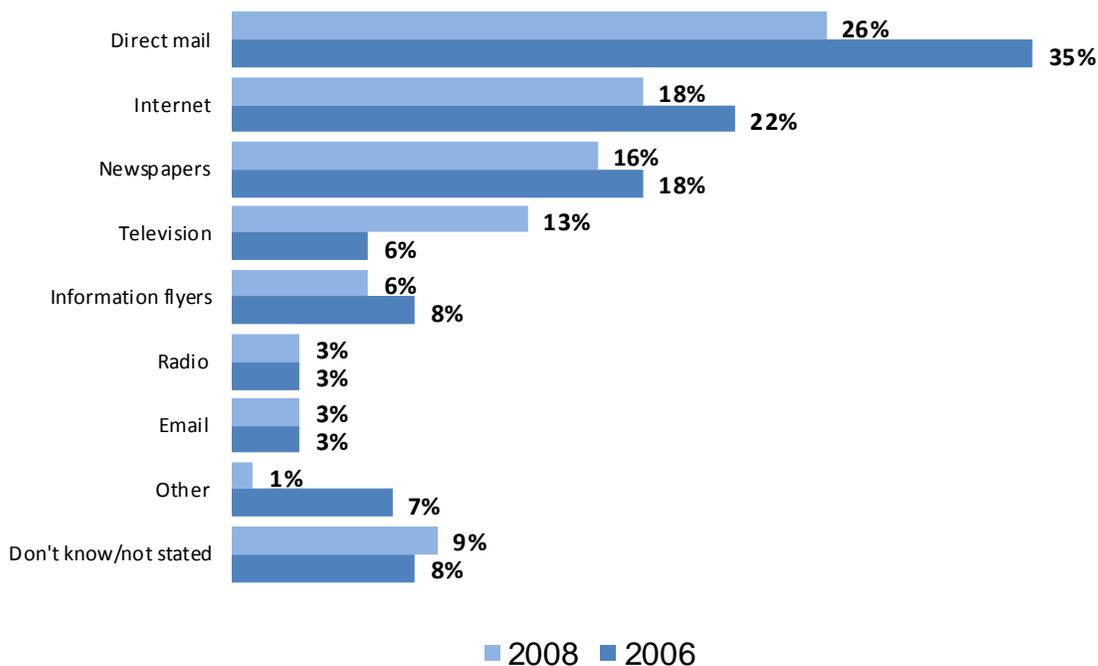
Base: All respondents who have heard of the M-KMA (n=417)

Preferred Way of Receiving Information

Similar to the 2006 study, direct mail (26%) continues to be the preferred medium that respondents would like to receive information regarding the M-KMA, followed by the Internet (18%) and newspapers (16%). This is interesting to note, as people stated they currently primarily learn about the M-KMA through newspapers.

Other methods include television (13%), which has more than doubled in preference since 2006, information flyers (6%), radio (3%) and email (3%).

“And, thinking about your own preferences, how would you most like to receive information about the M-KMA?”



Base: All respondents (n=600)

Information Needs

Respondents were able to give feedback on what type of information they would be most interested in knowing about the M-KMA. The topics that respondents were interested in hearing about were varied and there was no particular topic that people were increasingly interested in learning about.

The top two informational requests include “information about future development plans” (8%) and information regarding the “Protection for the environment/land” at 7% and information regarding the “extraction of resources” (6%). Other requests were more general in nature; “Any kind of information” 7% and “General information” 6%.

Section Two: Provincial Results

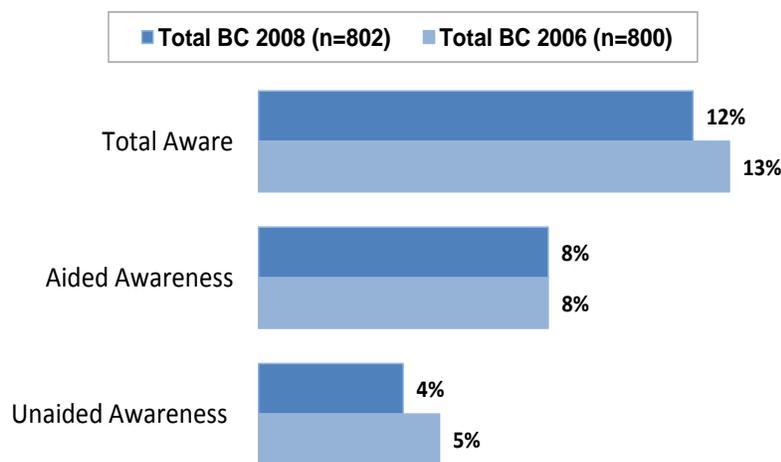
Awareness of the M-KMA

In total, 12% of British Columbians are aware of the Muskwa-Kechika Management Area (M-KMA), which is consistent with the 2006 findings. Unaided awareness is four percent and aided awareness (after being read a description) is double at eight percent.

British Columbians as a whole have a significantly lower awareness of the M-KMA, when compared to those living in and around the area of the M-KMA (70%).

“Have you heard of the Muskwa-Kachika Management Area, also known as the M-KMA?”

“Based on this description, have you heard of the M-KMA prior to today?”



Base: All Respondents

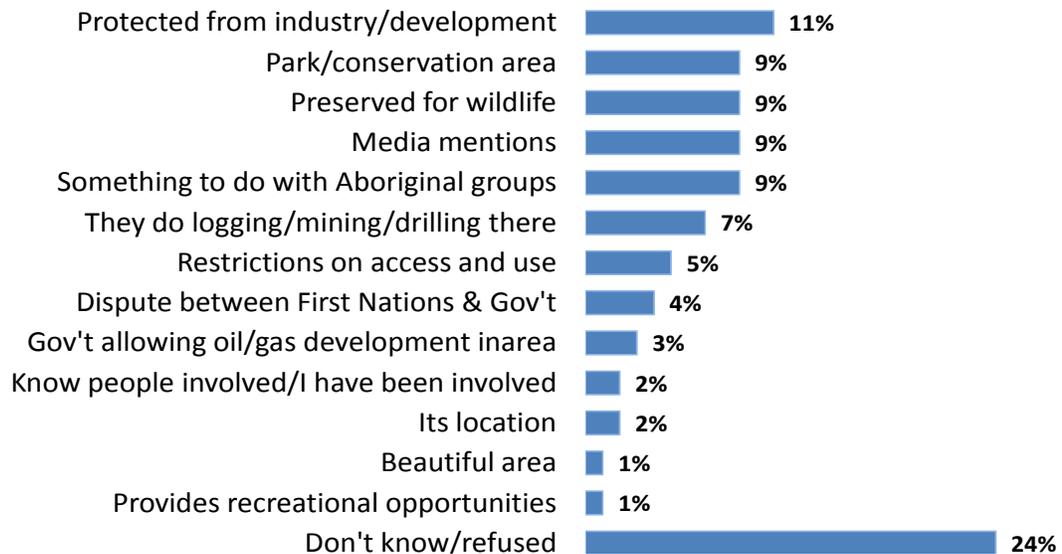
Those who have higher awareness of the M-KMA include:

- Residents of the Interior (17%) were significantly more likely to be aware than those who live in the Lower Mainland (7%).
- Residents who generally oppose (23%) the M-KMA were significantly more likely to be aware than those who generally support it (11%).

Top of Mind Knowledge

Those who are aware of the M-KMA were asked what they recalled hearing, seeing or reading about the area. Recall was low, which is similar to the findings of those who live around the M-KMA. Another similarity found with those living around the M-KMA was that the top mention is “area protected from industries/development” (11%). This is followed by “park/conservation area” and “preserved for wildlife”, both mentioned by about one in ten. One-quarter of British Columbians who are aware of the area were unable to give an answer to this question and another nine percent said they had heard the M-KMA mentioned in the media but did not know anything further. Two new associations emerged this year that were not mentioned in 2006; “the area has something to do with Aboriginal groups” and “they do logging/mining/drilling there”.

“What do you specifically recall reading, seeing, or hearing about the M-KMA?”



Base: Respondents who have heard of M-KMA (n=110)

Awareness and Impact of M-KMA Activities

Awareness of the M-KMA Activities

Among those British Columbians who are aware of the M-KMA, they were prompted for their awareness about various facts regarding the area. Mirroring the 2006 results, less than half were aware of any of the facts. The two messages that had the highest awareness levels were:

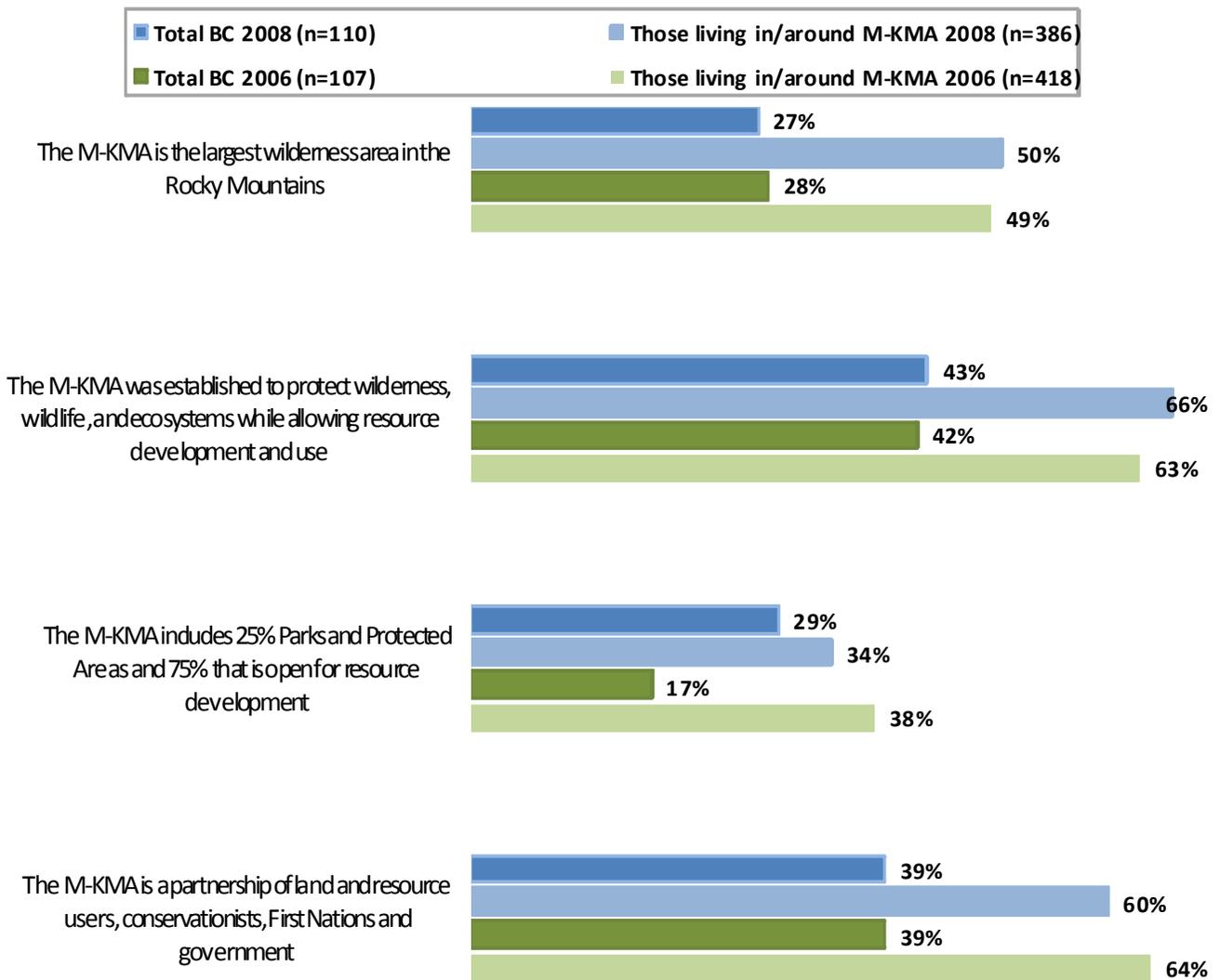
- “The M-KMA was established to protect wilderness, wildlife, and ecosystems while allowing resource development and use” at 43%; and
- “The M-KMA is a partnership of land and resource users, conservationists, First Nations, and government” at 39%.

These top two facts also emerged on top in 2006 and among those who live in and around the M-KMA. The facts that are less likely to be recognized by British Columbians are:

- “The M-KMA includes 25% parks and protected areas and 75% that is open for resource development” was recognized by 29% of respondents.
- “The M-KMA is the largest wilderness area in the Rocky Mountains” had the lowest recognition at 27%.

The overall awareness of these facts is much lower than the awareness among residents living in the M-KMA area which is consistent with 2006.

"Before today, did you know that...?"



Base: Respondents who have heard of M-KMA

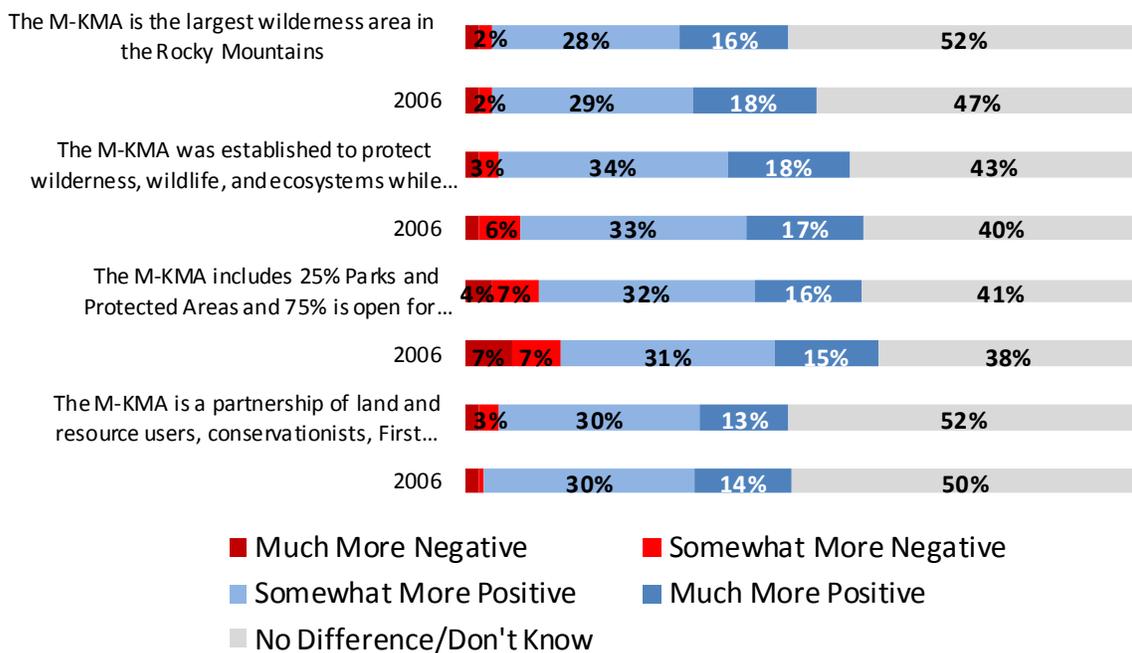
Impact of the messaging of M-KMA Activities

All residents were asked, after every fact that was read, if the information they just heard had any impact on their overall impression of the M-KMA. Similar to the 2006 study, more than forty percent of residents indicated that each of the facts made them feel more positively towards the M-KMA.

The two messages that received the most positive reactions from British Columbians were “The M-KMA was established to protect wilderness, wildlife, and ecosystems while allowing resource development and use” (52%) and “The M-KMA includes 25% parks and protected areas and 75% that is open for resource development” (48%). However, this second statement also received the highest negative impact. The other two statements received slightly less positive reaction as more residents indicated the statements had no impact of their perception of M-KMA:

- “The M-KMA is the largest wilderness area in the Rocky Mountains” at 45%;
- “The M-KMA is a partnership of land and resource users, conservationists, First Nations, and government” receiving the least support with 43%.

“And what impact does knowing this have on your overall impression of the M-KMA?”

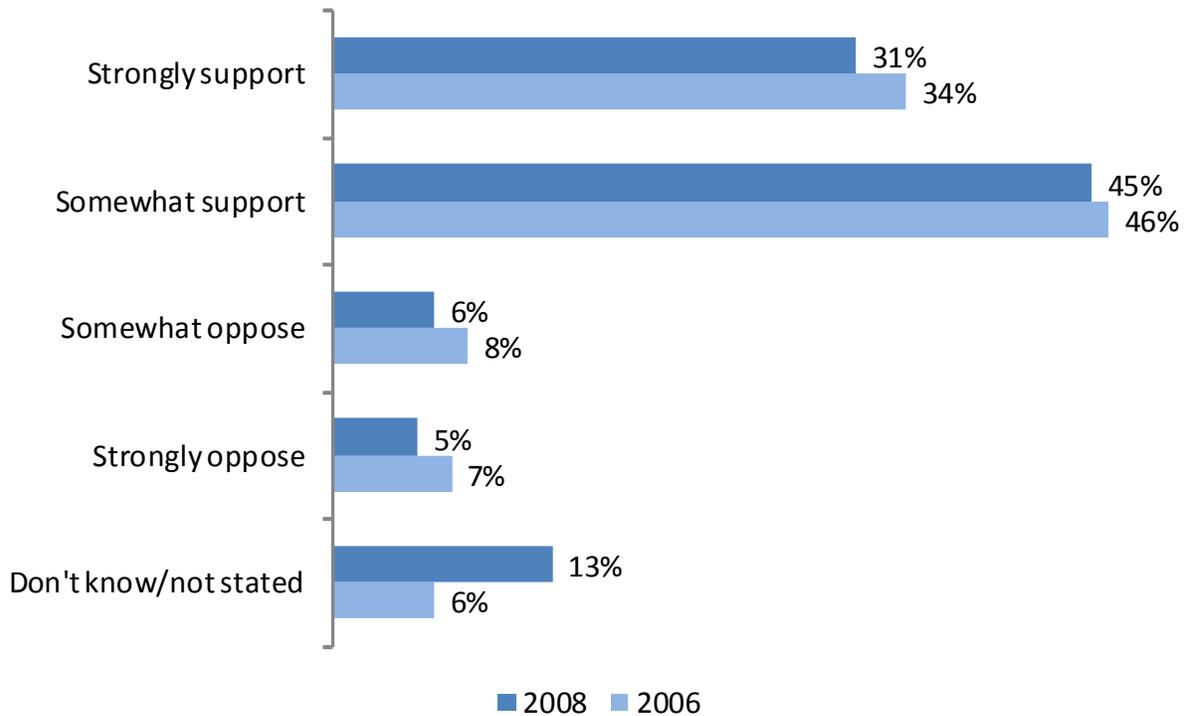


Base: All respondents (n=802)

Level of Support for Establishing Management Areas similar to the M-KMA

Just over three-quarters (76%) of British Columbians support the BC government in establishing similar areas to the M-KMA around the province, which is in line with the results from the 2006 study. Of those who support the idea, 31% strongly support and 45% somewhat support the idea. Among the remaining residents, 11% oppose the idea while 13% are undecided.

“Overall, do you generally support or oppose the BC government establishing these types of management areas across the province?”



Base: All respondents (n=802)

Muskwa-Kechika Area Demographics (n=600)	
Years living in Muskwa-Kechika	
5 or less	21%
6 to 10	11%
11 to 20	20%
21 to 30	18%
31 to 40	17%
40+	10%
Gender	
Male	52%
Female	48%
Age	
18-24	8%
25-34	25%
35-44	24%
45-54	19%
55-64	14%
65+	10%
Highest Level of Schooling	
Grade school/some high school	13%
Completed high school	31%
Post secondary technical school	9%
Some university/college	14%
Completed college diploma	13%
Completed university degree /Masters or PhD	17%
Household Income	
Under \$30 000	8%
\$30 000 to \$60 000	17%
\$60 000 to \$90 000	19%
\$90 000+	35%

Provincial Demographics (n=802)	
Region From Sample	
Lower Mainland	52%
Fraser Valley	6%
Thompson Okanagan	11%
Kootenays	5%
North	7%
Van Island/Coast	19%
Gender	
Male	48%
Female	52%
Age	
18-24	10%
25-34	17%
35-44	18%
45-54	21%
55-64	17%
65+	17%

M-KMA Northern Communities Survey
Questionnaire – FINAL

Hello, this is _____ calling from NRG Research Group, a professional public opinion research firm. We are not selling anything. Today we're talking to a random sample of British Columbians about some important issues in the province. Please be assured that this survey is completely confidential.

[IF NECESSARY, ADD: The survey will take about 10 minutes to complete.]

[INTERVIEWER NOTE: If inconvenient timing, schedule a call back.]

May I please speak with the person in your household 18 years of age or older who most recently had a birthday? Is that you?

Yes **[CONTINUE]**

Don't know **[ASK AGAIN, IF STILL DK/REF THEN THANK AND TERMINATE]**

No

May I speak to that person? **[READ INTRODUCTION]**

S1. First of all, does anyone in your household work for any of the following types of organizations?
[READ AND RANDOMIZE LIST]

Advertising or public relations

Media, including radio, TV, newspapers, or magazines

Marketing research

Your local or regional government

[DO NOT READ] None

IF 'NONE' IN QS1, CONTINUE. OTHERWISE THANK AND TERMINATE.

S2. Which of the following communities or areas do you live in? Please stop me when I reach your area. **[READ LIST]**

If necessary, READ probe: Do you live near one of these communities?

Fort St John

Taylor

Chetwynd

Hudson's Hope

Buick Creek

Upper Halfway

Wonowon

Pink Mountain

Charlie Lake

Prophet River/Halfway River/Blueberry River/Doig River

Mackenzie

Fort Ware, also known as Kwadacha

Tsay Keh Village

Germansen Landing

Manson Creek

Dease Lake

Fort Nelson
 Lower Post
 Dena Tha
 Toad River
 Muncho Lake
 Summit Lake
 Coal River
 Other [specify]

S3. In order to know how to classify your responses, can you please provide me with your postal code?
[DO NOT READ LIST] [IF NECESSARY ADD: I assure you that this information will remain completely confidential. We only use it for classification purposes.]

Other (specify)

[IF MENTION A COMMUNITY IN QS2 AND FSA IS V0J, V0C, OR V1J, CONTINUE.]
[IF MENTION A COMMUNITY IN QS2 AND FSA IS NOT V0J, V0C, OR V1J, CONTINUE.]
[IF 'OTHER/DK/REF' IN QS2 AND FSA IS 'VOC' OR 'VIJ', CONTINUE.]
[IF 'OTHER/DK/REF' IN QS2 AND FSA IS 'VOJ', THANK AND TERMINATE.]
[IF 'OTHER/DK/REF' IN QS2 AND 'OTHER/DK/REF' IN QS3 THANK AND TERMINATE.]
QUOTAS ARE TO BE BASED ON QS2 IF POSSIBLE. ONLY USE QS3 TO DETERMINE THE QUOTAS IF Q2 IS 'OTHER/DK/REF'.

S4. RECORD GENDER [DO NOT ASK]

Male
 Female

AWARENESS OF THE M-KMA

First, a couple of general questions...

1. Have you heard of the Muskwa-Kechika (musk-quah-ke-chee-kah) Management Area, also known as the M-KMA?

Yes
 No

IF 'YES' IN Q1, ASK Q2. OTHERWISE SKIP TO Q3.

2. What do you specifically recall reading, seeing, or hearing about the M-KMA? **[RECORD 1ST MENTION]** Anything else? **[RECORD 1 MORE MENTION]**

READ INTRODUCTION TO Q3 TO ALL RESPONDENTS

3. Just to give you a little information, the M-KMA is an area of land in north-eastern BC that is home to wilderness, wildlife, and rich in natural resources. The M-KMA has been designated for varying levels of protection, conservation, and use including resource development, economic development, research, backcountry recreation, and Alaska Highway travel.

ONLY ASK IF 'NO/DK/REF' IN Q1. IF 'YES' IN Q1, SKIP TO Q5.

Based on this description, have you heard of the M-KMA prior to today?

- Yes
No

IF 'YES' IN Q3, ASK Q4. IF 'NO/DK/REF' IN Q3, SKIP TO INTRODUCTION TO Q10.

4. What do you specifically recall reading, seeing, or hearing about the M-KMA? **[RECORD 1ST MENTION]** Anything else? **[RECORD 1 MORE MENTION]**

IF 'YES' IN Q1 OR 'YES' IN Q3, ASK Q5-Q9. OTHERWISE SKIP TO INTRODUCTION TO Q10.

5. Overall, would you say you are very familiar, somewhat familiar, not very familiar, or not at all familiar with the M-KMA?

- Very familiar
Somewhat familiar
Not very familiar
Not at all familiar

6. What has been your main source of information about the M-KMA? **[DO NOT READ LIST – RECORD 1 MENTION ONLY]** Where else have you heard about the M-KMA? **[DO NOT READ LIST - RECORD 1 MORE MENTION]**

- Television
Newspapers (including newspaper advertisements)
Radio
Public Service Announcements
Direct Mail
Information Flyers
Word of mouth
Internet (include M-KMA website)
Other (SPECIFY)

PERCEPTIONS OF THE M-KMA

7. Overall, would you say you have a favourable or unfavourable impression of the M-KMA? Is that very or somewhat favourable/unfavourable?

- Very favourable
Somewhat favourable
[DO NOT READ] Neither favourable nor unfavourable
Somewhat unfavourable
Very unfavourable

ROTATE Q8 & Q9

8. What's the most POSITIVE thing that comes to mind when you think about the M-KMA? **[ACCEPT 1 MENTION ONLY]**

And...

9. What's the most NEGATIVE thing that comes to mind when you think about the M-KMA? **[ACCEPT 1 MENTION ONLY]**

READ TO ALL

As you may know, the M-KMA is overseen by an Advisory Board that is responsible for making recommendations to the government to ensure the activities in the M-KMA remain consistent with the intent and objectives of the land and resource management plans for the area. The M-KMA was established to maintain wildlife and wilderness values while allowing resource activity, and is intended to establish a world standard for environmental sustainability and economic stability.

I'd now like to talk a little about your perceptions of the M-KMA. [IF HAVE NOT HEARD OF THE M-KMA PRIOR TO TODAY (E.G., 'NO/DK/REF' IN Q3), READ: Even though you may not have heard of the M-KMA prior to today, please answer these questions to the best of your ability based on the description that I just read out.]

10. I'm going to read out a list of statements about the M-KMA and would like you to tell me if you agree or disagree with each. Our scale is strongly agree, somewhat agree, somewhat disagree, or strongly disagree. The first one is **[INSERT ITEM – RANDOMIZE]**? And do you agree or disagree that **[INSERT ITEM – RANDOMIZE]**? **[REPEAT SCALE AS NECESSARY]**

Items

The M-KMA will set a world standard for environmental sustainability and economic stability
 The M-KMA has local, regional, national, and global significance
 The M-KMA will create a positive climate for long-term investments in British Columbia

Scale

Strongly agree
 Somewhat agree
 Somewhat disagree
 Strongly disagree

11. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement: Land in the M-KMA is being appropriately managed.

Strongly agree
 Somewhat agree
 Somewhat disagree
 Strongly disagree

IF 'SOMEWHAT/STRONGLY DISAGREE' IN Q11, ASK Q12. OTHERWISE SKIP TO Q13.

12. Why do you disagree with this statement? **[ACCEPT 1 MENTION]**

ASK ALL**ASK Q13 AND Q14 TOGETHER (I.E., AFTER ASKING ABOUT AN ITEM IN Q13, IMMEDIATELY FOLLOW UP WITH THE APPROPRIATE ITEM IN Q14)**

13. Before today, did you know that **[INSERT ITEM – RANDOMIZE]**? And did you know that **[INSERT ITEM – RANDOMIZE]**?

Items

The M-KMA is the largest wilderness area in the Rocky Mountains

The M-KMA was established to protect wilderness, wildlife, and ecosystems while allowing resource development and use

The M-KMA includes 25% Parks and Protected Areas where resource extraction is prohibited, and 75% that is open for resource development but where high environmental standards will be enforced to maintain the integrity of the management area

The M-KMA is a partnership of land and resource users, conservationists, First Nations, and government

Scale

Yes

No

FOR EACH ITEM IN Q13, FOLLOW IMMEDIATELY WITH CORRESPONDING ITEM IN Q14

14. And what impact does knowing this have on your overall impression of the M-KMA? Would you say it makes you feel much more positive, somewhat more positive, somewhat more negative, much more negative, or would you say it makes no difference to you? **[READ SCALE FOR THE FIRST ITEM. FOR ALL OTHER ITEMS, READ SCALE IF NECESSARY]**

Much more positive

Somewhat more positive

Makes no difference

Somewhat more negative

Much more negative

RECORD RESPONSE FOR EACH ITEM. REPEAT Q13/Q14 FOR EACH ITEM. ONCE READ ALL ITEMS, CONTINUE TO Q15.

PERCEIVED IMPORTANCE OF THE M-KMA

15. Overall, how important would you say that having an area like the M-KMA is to **[INSERT ITEM – RANDOMIZE]**? Would you say very important, somewhat important, not very important, or not at all important? And how important would you say the M-KMA is to **[INSERT ITEM – RANDOMIZE]**? **[REPEAT SCALE AS NECESSARY]**

Items

[ALWAYS ASK FIRST] British Columbia as a whole

First Nations groups

Residents living in and around the M-KMA

Businesses located in and around the M-KMA

The rest of Canada

Scale

Very important
 Somewhat important
 Not very important
 Not at all important

AFTER ASKING Q15A (IMPORTANCE OF THE M-KMA TO BC AS A WHOLE), IMMEDIATELY FOLLOW UP WITH Q16/Q17. THEN CONTINUE ASKING ABOUT REST OF ITEMS IN Q15

IF 'VERY/SOMEWHAT IMPORTANT' IN Q15A, ASK Q16. OTHERWISE SKIP TO Q17.

16. Why do you say the M-KMA is important to British Columbia as a whole? **[ACCEPT 1 MENTION]**

IF 'NOT VERY/NOT AT IMPORTANT' IN Q15A, ASK Q17. OTHERWISE CONTINUE TO NEXT ITEM IN Q15.

17. Why do you say the M-KMA is not important to British Columbia as a whole? **[ACCEPT 1 MENTION]**

PERCEIVED IMPACT OF THE M-KMA

18. Generally speaking, would you say that the activities within the M-KMA affect you and your family a great deal, somewhat, not very much, or not at all?

Great deal
 Somewhat
 Not very much
 Not at all

19. Based on anything you might have seen, read, or heard, would you say that the M-KMA has a positive impact, negative impact, or no impact on **[INSERT ITEM – RANDOMIZE]**? Is that very or somewhat positive/negative? What impact does the M-KMA have on **[INSERT ITEM – RANDOMIZE]**? **[REPEAT SCALE AS NECESSARY]**

Items

British Columbia's economy
 Local businesses
 The environment
 The quality of life for those living in and around the M-KMA
 Outdoor recreation opportunities

Scale

Very positive
 Somewhat positive
 Somewhat negative
 Very negative
 No impact

COMMUNICATION AND INFORMATION NEEDS

20. What kinds of information are you most interested in learning about the M-KMA? Anything else?
[RECORD UP TO 2 MENTIONS]

21. And, thinking about your own preferences, how would you most like to receive information about the M-KMA? **[ACCEPT 1 RESPONSE, DO NOT READ LIST]**

Television
 Newspapers (including newspaper advertisements)
 Radio
 Public Service Announcements
 Direct Mail
 Information Flyers
 Word of mouth
 Internet (include M-KMA website)
 Other (SPECIFY)

DEMOGRAPHICS

Finally, I just want to ask you some questions for statistical purposes.

22. In what year were you born?

[RECORD YEAR - RANGE 1900 TO 1988]

23. How many years have you lived in **[INSERT NAME OF PLACE IN QS2]**? **[IF LESS THAN 1 YEAR ENTER 0]**

[RECORD NUMBER OF YEARS - RANGE 0 TO 100]

24. What is the highest level of schooling that you have obtained? **[READ LIST]**

Grade school or some high school
 Completed high school
 Post secondary technical school
 Some university or college
 Completed college diploma
 Completed university degree
 Post-grad degree (masters or PhD)

25. Which of the following categories best describes your household's income? That is, the total income before taxes of all persons in your household combined? Please stop me when I've reached your category. **[READ LIST]**

Under \$30,000
 \$30,000 to less than \$60,000
 \$60,000 to less than \$90,000
 \$90,000 or more

This completes the survey. Thank you very much for taking the time to provide feedback.

M-KMA PROVINCE WIDE SURVEY

Questionnaire – Oct 30, 2008

Record Region (check quotas):

1. Lower Mainland
2. Fraser Valley
4. Thompson Okanagan
5. Kootenays
6. North
7. Van Island/Coast

Hello, this is _____ calling from NRG Research Group, a professional public opinion research firm. We are not selling anything. Today we're talking to a random sample of British Columbians about some important issues in the province. Please be assured that this survey is completely confidential.

[IF NECESSARY, ADD: The survey will take about 4-5 minutes to complete.]

[INTERVIEWER NOTE: If inconvenient timing, schedule a call back.]

May I please speak with the person in your household 18 years of age or older who most recently had a birthday? Is that you?

Yes **[CONTINUE]**

Don't know **[ASK AGAIN, IF STILL DK/REF THEN THANK AND TERMINATE]**

No

May I speak to that person? **[READ INTRODUCTION]**

S1. First of all, does anyone in your household work for any of the following types of organizations?
[READ AND RANDOMIZE LIST]

Advertising or public relations

Media, including radio, TV, newspapers, or magazines

Marketing research

Your local or regional government

[DO NOT READ] None

IF 'NONE' IN QS1, CONTINUE. OTHERWISE THANK AND TERMINATE.

S2. RECORD GENDER [DO NOT ASK]

Male

Female

S3. To ensure we're speaking with a cross section of British Columbians could you please tell me in what year were you born?

[RECORD YEAR - RANGE 1900 TO 1990]

1. Have you heard of British Columbia's Muskwa-Kechika (musk-quah-ke-chee-kah) Management Area, also known as the M-KMA?

Yes
No

IF 'YES' IN Q1, ASK Q2. OTHERWISE SKIP TO Q3.

2. What do you specifically recall reading, seeing, or hearing about the M-KMA? **[RECORD 1ST MENTION]** Anything else? **[RECORD 1 MORE MENTION]**

READ INTRODUCTION TO Q3 TO ALL RESPONDENTS

3. Just to give you a little information, the M-KMA is an area of land in north-eastern BC that is home to wilderness, wildlife, and rich in natural resources. The M-KMA has been designated for varying levels of protection, conservation, and use including resource development, economic development, research, backcountry recreation, and Alaska Highway travel.

ONLY ASK IF 'NO/DK/REF' IN Q1. IF 'YES' IN Q1, SKIP TO Q5.

Based on this description, have you heard of the M-KMA prior to today?

Yes
No

IF 'YES' IN Q3, ASK Q4. IF 'NO/DK/REF' IN Q3, SKIP TO INTRODUCTION TO Q5.

4. What do you specifically recall reading, seeing, or hearing about the M-KMA? **[RECORD 1ST MENTION]** Anything else? **[RECORD 1 MORE MENTION]**

ASK ALL

ASK Q5 AND Q6 TOGETHER (I.E., AFTER ASKING ABOUT AN ITEM IN Q5, IMMEDIATELY FOLLOW UP WITH THE APPROPRIATE ITEM IN Q6)

5. Before today, did you know that **[INSERT ITEM – RANDOMIZE]**? And did you know that **[INSERT ITEM – RANDOMIZE]**?

Items

The M-KMA is the largest wilderness area in the Rocky Mountains

The M-KMA was established to protect wilderness, wildlife, and ecosystems while allowing resource development and use

The M-KMA includes 25% Parks and Protected Areas where resource extraction is prohibited, and 75% that is open for resource development but where high environmental standards will be enforced to maintain the integrity of the management area

The M-KMA is a partnership of land and resource users, conservationists, First Nations, and government

Scale

Yes
No

FOR EACH ITEM IN Q5, FOLLOW IMMEDIATELY WITH CORRESPONDING ITEM IN Q6

6. And what impact does knowing this have on your overall impression of the M-KMA? Would you say it makes you feel much more positive, somewhat more positive, somewhat more negative, much more negative, or would you say it makes no difference to you? **[READ SCALE FOR THE FIRST ITEM. FOR ALL OTHER ITEMS, READ SCALE IF NECESSARY]**

Much more positive
Somewhat more positive
Makes no difference
Somewhat more negative
Much more negative

RECORD RESPONSE FOR EACH ITEM. REPEAT Q5/Q6 FOR EACH ITEM. ONCE READ ALL ITEMS, CONTINUE TO INTRODUCTION TO Q7.

As you may know, the M-KMA is overseen by an Advisory Board that is responsible for making recommendations to the government to ensure the activities in the M-KMA remain consistent with the intent and objectives of the land and resource management plans for the area. The M-KMA was established to maintain wildlife and wilderness values while allowing resource activity, and is intended to establish a world standard for environmental sustainability and economic stability.

7. Overall, do you generally support or oppose the BC government establishing these types of management areas across the province? Is that strongly or somewhat support/oppose?

Strongly support
Somewhat support
Somewhat oppose
Strongly oppose

This completes the survey. Thank you very much for taking the time to provide feedback.