



Ipsos Reid Public Affairs

Report for:
THE MUSKWA-KECHIKA ADVISORY BOARD

Muskwa-Kechika Management Area Public Survey 2006

Submitted by:
IPSOS REID PUBLIC AFFAIRS
1100 – 1199 West Hastings Street
Vancouver BC V6E 3T5
Phone: 604-257-3200
Fax: 604-688-9568

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MUSKWA-KECHIKA
MANAGEMENT AREA



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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 Ipsos Reid to conduct a survey of British Columbians in order to establish a baseline understanding of where the public currently stand 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.

The research was conducted in two phases. Phase One explored awareness, knowledge, and perceptions of those living in and around the M-KMA. Phase Two involved a shorter survey of British Columbians that was conducted in order to determine awareness and knowledge levels across the province. Unless otherwise stated, the findings below refer to those respondents living in and around the M-KMA.

Awareness and Familiarity with the M-KMA

Among Respondents Living in and around the M-KMA

Awareness of the M-KMA is high among those living in and around the area, with two-thirds (68%) of respondents saying they have heard of the Muskwa-Kechika Management Area. Furthermore, those aware of the M-KMA feel fairly familiar with the area (62% express familiarity). Yet despite this high level of awareness and familiarity, many of these respondents are unable to recall specific details about the M-KMA. When asked what they could recall reading, seeing, or hearing about the M-KMA, 42% are unable to recall any specific details around what the area is, its purpose, etc. Details that respondents are able to recall generally focus on conservation and protection.

Among British Columbians as a Whole

Turning our attention to British Columbia as a whole shows that although many of those respondents living in and around the M-KMA may have heard of the area, awareness is much lower elsewhere in the province. In total, only 13% of all British Columbians say they have heard of the Muskwa-Kechika Management Area (5% unaided awareness, 8% aided awareness). Similar to those living in and around the M-KMA, a large proportion (39%) of those British Columbians who are aware of the M-KMA are unable to recall any specific details of the area.

Impressions of the M-KMA

Encouragingly, overall impressions of the M-KMA are predominately positive, with 75% of those aware of the M-KMA saying they have a favourable impression of the area. Positively, the M-KMA brings to mind images of environmental conservation and wildlife protection (when asked to identify the most positive thing that comes to mind when thinking about the M-KMA, 29% point to "conservation/environmental protection" and 20% like that it is a "protected area for wildlife/wildlife preserve"). Meanwhile, when asked to point to the most negative thing that comes to mind when thinking about the M-KMA, 52% are unable to

think of anything negative to say about the area. Of the negative associations that are made, the most common mention refers to the level of development in the area, with 14% saying “opening the area to industry and resource development (oil, gas, forestry, etc.)”.

Impressions towards the role of the M-KMA are also favourable, with the majority of respondents seeing the M-KMA as playing an important role in many areas.

- ◆ 88% agree “the M-KMA has local, regional, national, and global significance”;
- ◆ 78% agree “the M-KMA will set a world standard for environmental sustainability and economic stability”; and,
- ◆ 73% agree “the M-KMA will create a positive climate for long-term investments in British Columbia”.

Furthermore, the vast majority (93%) of respondents feel that areas like the M-KMA are important to British Columbia as a whole. When asked for specific reasons as to why they feel the M-KMA is important to the province, one-third (33%) of these respondents point to a “need to protect the natural environment”. Related to this, another 15% say the M-KMA is important “to protect wildlife” and 10% say “to protect our natural resources”. On the other hand, the fact that the M-KMA is so far removed from the rest of British Columbia makes some downplay its overall importance to the province. Of the 6% who feel the M-KMA is not important to British Columbia, one-quarter (24%) mention that “British Columbians do not know enough or care about what goes on in Northern BC”.

The importance of the M-KMA to specific sub-groups was also assessed. Overall, respondents feel the M-KMA is important to many different types of people, particularly those located around the area itself. In total, 90% of respondents believe the M-KMA is important to “residents living in and around the M-KMA”. At least eight-in-ten residents also believe the M-KMA is important to “First Nations groups” (85%) and “businesses located in and around the M-KMA” (82%). In comparison, respondents are slightly less likely to feel the M-KMA is important to “the rest of Canada” (71%).

Meanwhile, attitudes towards land management in the M-KMA are complimentary, but cautious. In total, 69% of respondents agree that “land in the M-KMA is being appropriately managed”. However, most say “somewhat agree” (56%) rather than “strongly agree” (13%). Of the 17% of respondents who do not think that land in the M-KMA is being appropriately managed, 14% say this is because there is “too much development, including oil, gas, and logging”. Related to this, another 6% say “not enough is being done to protect the environment” and 4% say “not enough is being done to protect wildlife”.

Awareness and Impact of M-KMA Activities

Among Respondents Living in and around the M-KMA

Prompted awareness of activities within the M-KMA varies. Among respondents previously aware of the M-KMA:

- ◆ 64% say they knew that “the M-KMA is a partnership of land and resource users, conservationists, First Nations, and government” (64%);

- ◆ 63% say they knew that “the M-KMA was established to protect wilderness, wildlife, and ecosystems while allowing resource development and use”;
- ◆ 49% say they knew that “the M-KMA is the largest wilderness area in the Rocky Mountains”; and,
- ◆ 38% say they knew that “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”.

Encouragingly, all four of the above messages help grow positive impressions of the M-KMA. Overall, messages that address concerns about environmental protection and resource development are the most successful at improving perceptions of the area.

- ◆ 64% of all respondents living in and around the M-KMA say they feel more positively towards the area knowing that “the M-KMA was established to protect wilderness, wildlife, and ecosystems while allowing resource development and use”;
- ◆ 63% of all respondents living in and around the M-KMA say they feel more positively towards the area knowing that “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”;
- ◆ 58% of all respondents living in and around the M-KMA say they feel more positively towards the area knowing that “the M-KMA is the largest wilderness area in the Rocky Mountains”; and,
- ◆ 57% of all respondents living in and around the M-KMA say they feel more positively towards the area knowing that “the M-KMA is a partnership of land and resource users, conservationists, First Nations, and government”.

Looking at the impact of the M-KMA on respondents living in and around the area shows that activities within the area are affecting respondents to some degree, with just over half (54%) saying the M-KMA has had an impact on them and their family. Most (36%) say the area has had “somewhat” of an impact; fewer (18%) feel it has had a “great deal” of an impact.

Overall, respondents feel the impacts of the M-KMA are generally positive, particularly when it comes to the environment, recreation, and quality of life.

- ◆ 88% feel the M-KMA has a positive impact on “the environment”;
- ◆ 85% feel the M-KMA has a positive impact on “outdoor recreation opportunities”;
- ◆ 80% feel the M-KMA has a positive impact on “the quality of life for those living in and around the M-KMA”;
- ◆ 74% feel the M-KMA has a positive impact on “British Columbia’s economy”; and,
- ◆ 70% feel the M-KMA has a positive impact on “local businesses”.

Among British Columbians as a Whole

Compared to those respondents living in and around the M-KMA, British Columbians as a whole are less likely to demonstrate prompted awareness of activities in the M-KMA. However, the messages that have been the most successful at sticking with respondents are the same regardless of where respondents live. Among British Columbians previously aware of the M-KMA:

- ◆ 42% say they knew that “the M-KMA was established to protect wilderness, wildlife, and ecosystems while allowing resource development and use”;
- ◆ 39% say they knew that “the M-KMA is a partnership of land and resource users, conservationists, First Nations, and government”;
- ◆ 28% say they knew that “the M-KMA is the largest wilderness area in the Rocky Mountains”; and,
- ◆ 17% say they knew that “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”.

Not only are British Columbians less likely than those respondents living in and around the M-KMA to demonstrate prompted awareness of specific M-KMA activities, but they are also less likely to be swayed by these messages.

- ◆ 50% of all British Columbians say they feel more positively towards the M-KMA knowing that “the M-KMA was established to protect wilderness, wildlife, and ecosystems while allowing resource development and use” (40% “makes no difference”);
- ◆ 47% of all British Columbians say they feel more positively towards the M-KMA knowing that “the M-KMA is the largest wilderness area in the Rocky Mountains” (47% “makes no difference”);
- ◆ 46% of all British Columbians say they feel more positively towards the M-KMA knowing that “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” (38% “makes no difference”); and,
- ◆ 44% of all British Columbians say they feel more positively towards the M-KMA knowing that “the M-KMA is a partnership of land and resource users, conservationists, First Nations, and government” (50% “makes no difference”).

Communication and Information Needs

Overall, the newspaper has been respondents' main source of information about the M-KMA to date, with 47% of those aware of the area saying they learned about the M-KMA via the newspaper. While the newspaper has been respondents' main source of information, this is not their preferred way of learning about the M-KMA. Rather, respondents are most likely to mention direct mail as the medium through which they would prefer to receive information about the area (35%).

Rather than having any one overriding information need, respondents would like to be kept informed on a number of areas regarding the M-KMA. Quite equally, responses gravitated to information related to "protection for the environment and land" (11%), "future development plans" (10%), and "wildlife" (10%).

INTRODUCTION

Objectives

Established in 1998, the Muskwa-Kechika Management Area (M-KMA) is located in northeastern British Columbia and represents a unique and innovative management system in which land is designated for varying levels of protection, conservation, and use. Although the M-KMA has enjoyed some media attention to date, the area has generally received very little attention from the public. One of the Muskwa-Kechika Advisory Board's main objectives is to raise the profile of the M-KMA among British Columbians, with the ultimate goal of increasing the public's awareness regarding the values, objectives, and activities of the area.

To this end, the Muskwa-Kechika Advisory Board commissioned Ipsos Reid to conduct a public survey to determine where British Columbians currently stand in terms of their overall level of awareness, knowledge, and perceptions of the M-KMA. This study is to serve as a benchmark for tracking over the next 10 to 20 years.

Specifically, the main objectives of the research were to:

- ◆ Determine the level of public awareness (unaided and aided) for the M-KMA;
- ◆ Assess the public's level of familiarity with the M-KMA;
- ◆ Learn what the public has specifically read, seen, or heard about the M-KMA on a top-of-mind basis;
- ◆ Assess the public's perceptions of the M-KMA;
- ◆ Assess public perceptions regarding the role of the M-KMA;
- ◆ Evaluate the importance of the M-KMA to the public;
- ◆ Understand the public's perceptions of land management in the M-KMA;
- ◆ Determine the public's knowledge of specific M-KMA activities and 'facts';
- ◆ Assess what impact, if any, these messages have on impressions of the M-KMA;
- ◆ Understand the perceived impact of the M-KMA;
- ◆ Determine current sources of information about the M-KMA; and,
- ◆ Determine the public's preferred methods of communication and information needs.

Where comparable, 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 vary depending on proximity to the area.

Methodology

A two-phase research methodology was undertaken to accomplish these research objectives.

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

For the first phase of the research, a total of 600 telephone interviews were conducted with a randomly selected sample of adults (aged 18 plus) living in and around the M-KMA. The sample of residents was drawn by postal code to ensure that we sought the opinion only of those living near the M-KMA. Respondents' residency was further validated at the beginning of the survey by asking respondents to identify their local community. To ensure randomness within households, the "birthday method" of selecting respondents was used (i.e., asking to speak to the person in the household who had most recently celebrated a birthday). All interviews were conducted between the dates of January 4 and January 15, 2006.

Overall results are accurate to $\pm 4.0\%$, 19 times out of 20. The following table outlines the sample size and associated margin of error for each of the three regions surveyed:

Neighbourhood	Total Number of Interviews	Overall Margin of Error (19 times out of 20)
Mackenzie LRMP	120	$\pm 8.9\%$
Fort Nelson LRMP	100	$\pm 9.8\%$
Fort St. John LRMP	380	$\pm 5.0\%$
<i>TOTAL</i>	<i>600</i>	<i>$\pm 4.0\%$</i>

The final data were weighted to ensure the age, gender, and regional distribution reflects that of the actual population in the area according to 2001 Census data.

Phase Two: Omnibus Research with British Columbians

For the second phase of the research, a total of 800 adult British Columbians (aged 18 plus) were surveyed via telephone using Ipsos Reid's provincial omnibus vehicle, the *BC Reid Express*. An omnibus is a shared-cost survey, whereby data are collected on a variety of subjects during the same interview. While omnibus surveys enable clients to save money by sharing the vehicle (the survey) going to a common destination (the sample), the individual question results are confidential and available only to the client.

A shorter questionnaire was used for the omnibus research than was undertaken in Phase One. Specifically, a total of seven key questions were fielded on the omnibus; six were taken directly from the Phase One survey, while one was drafted specifically for the omnibus research. By using the same questions in both Phase One and Phase Two, the Muskwa-Kechika Advisory Board is able to understand how awareness, knowledge, and perceptions vary depending on where respondents live.

Overall omnibus results are accurate to $\pm 3.5\%$, 19 times out of 20. The following table outlines the sample size and associated margin of error for each of the three regions surveyed in the omnibus:

Neighbourhood	Total Number of Interviews	Overall Margin of Error (19 times out of 20)
Lower Mainland	500	$\pm 4.4\%$
Interior/North/South	200	$\pm 6.9\%$
Vancouver Island	100	$\pm 9.8\%$
<i>TOTAL</i>	<i>800</i>	<i>$\pm 3.5\%$</i>

The final data were weighted to ensure the age, gender, and regional distribution reflects that of the actual population in the province according to 2001 Census data.

Note on Reporting

The following report has been divided into two sections:

- ◆ Section One contains the results of the survey with individuals living in and around the M-KMA; and,
- ◆ Section Two contains the results of the omnibus research, as well as the comparable results of the survey of individuals living in and around the M-KMA.

By segmenting the report into two sections, the Muskwa-Kechika Advisory Board is essentially provided with two ‘mini-reports’. One report provides a comprehensive overview of awareness, knowledge, and perceptions among those most likely to have direct contact with the M-KMA (i.e., those living in and around the area). The second report provides a summary of how awareness, knowledge, and perceptions look across the province, and compares these results to those of individuals living in and around the M-KMA. An Executive Summary can be found at the beginning of the overall report that summarizes the key findings from both surveys.

SECTION ONE: TELEPHONE SURVEY WITH RESPONDENTS LIVING IN AND AROUND THE M-KMA

Awareness and Familiarity with the M-KMA

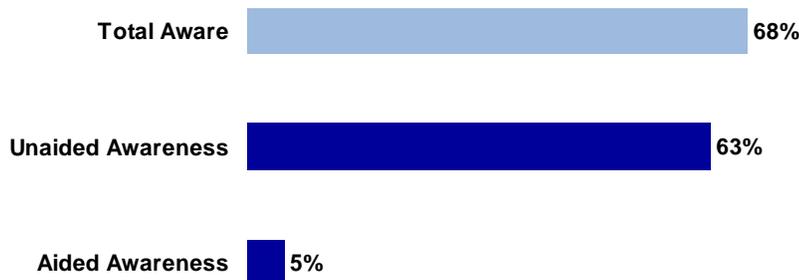
Overall Awareness

Awareness of the M-KMA is high among those living in and around the area.

In total, two-thirds (68%) of respondents living in and around the M-KMA have heard of the Muskwa-Kechika Management Area. Unaided awareness of the area is also quite high, standing at 63%. Another 5% of respondents recall hearing about the M-KMA after being read a description of the area.

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)

Respondents who are the most likely to have heard of the M-KMA fit the following demographic characteristics:

- ◆ Live in the Fort Nelson or Fort St. John LRMPs (78% and 70%, respectively, vs. 54% of those living in the Mackenzie LRMP);
- ◆ Aged 55 or older (75% vs. 62% of 18 to 34 year olds);
- ◆ Have lived in the area for more than 5 years (71% of those who have lived in the area for 6 to 20 years and 78% of those who have lived in the area for more than 20 years vs. 46% of those who have lived in the area for 5 years or less);
- ◆ Have at least some college or university education (70% of those with some college/university education and 77% of those who have graduated from college/university vs. 58% of those with a high school education or less); and,
- ◆ Earn \$90,000 or more (74% vs. 61% of those earning less than \$60,000).

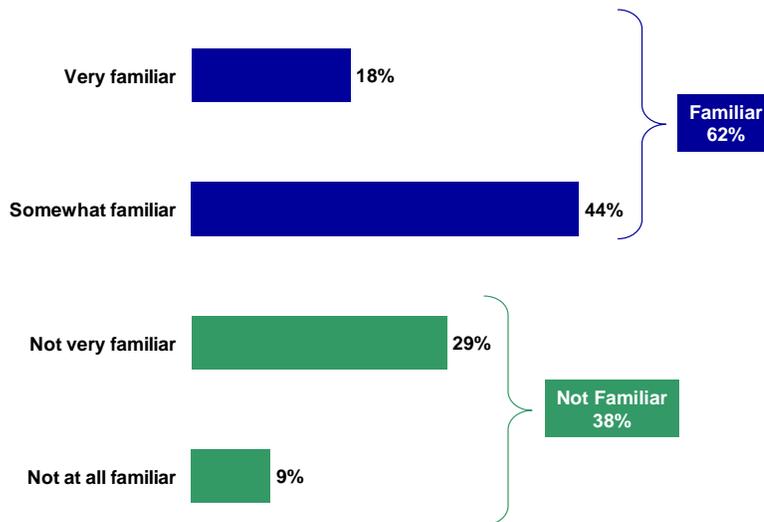
Familiarity with the M-KMA

Respondents who have heard of the M-KMA generally feel fairly familiar with the area.

Of respondents who have heard of the M-KMA, 62% say they are familiar with the area. However, most (44%) feel only “somewhat familiar” with the M-KMA; far fewer (18%) feel “very familiar”. Meanwhile, 38% of those aware of the M-KMA say they are unfamiliar with the area (9% “not at all familiar”, 29% “not very familiar”).

Familiarity 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 M-KMA (n=418)

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

- ◆ Men (68% vs. 56% of women); and,
- ◆ Residents of the Fort Nelson LRMP (73% vs. 61% of those in the Fort St. John LRMP and 54% of those in the Mackenzie LRMP).

Top-of-Mind Knowledge

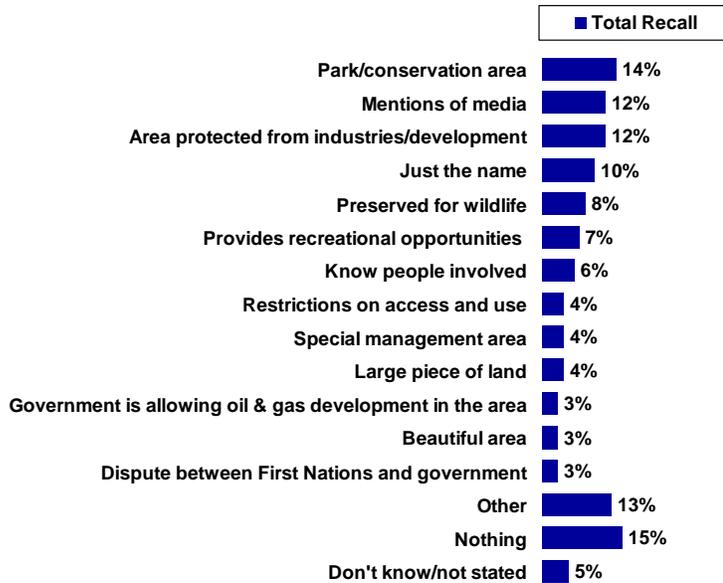
Despite the high level of awareness and familiarity, many are unable to recall specific details about the M-KMA. Details that are recalled focus on general conservation and protection.

A large proportion of those aware of the M-KMA are unable to recall any specific details of the area. When asked what they could recall reading, seeing, or hearing about the M-KMA, 12% make “general mentions of the media” and another 10% say they recall “just the name”. In addition, another 15% say “nothing” and 5% say “don’t know”. Adding these together indicates that 42% of those aware of the M-KMA are unable to recall any specific details around what the area is, its purpose, etc.

Other details that are recalled about the M-KMA are more specific and descriptive. Of these, respondents are most likely to focus on conservation and protection. For example, 14% say the M-KMA is a “park or conservation area”, 12% say it is an “area that is protected from industries and development”, and 8% say it is “preserved for wildlife”, among others.

Top-of-Mind Knowledge

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



Base: Respondents who have heard of M-KMA (n=418)

Impressions of the M-KMA

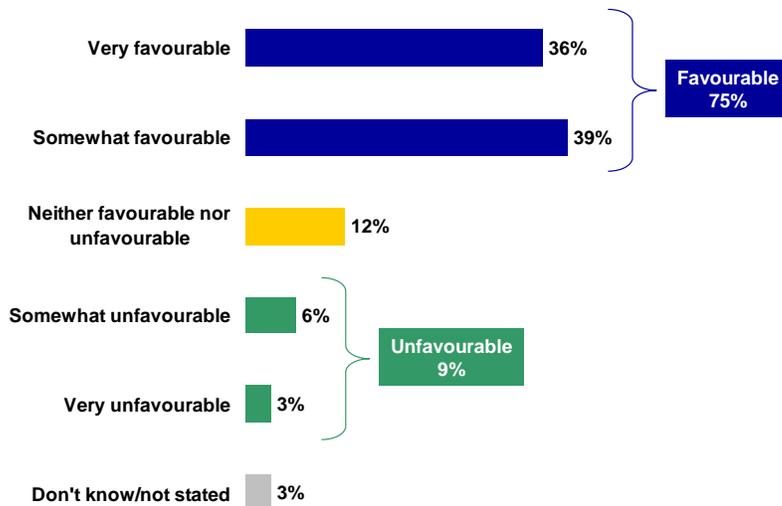
Overall Impression of the M-KMA

Overall impressions of the M-KMA are predominately positive.

Encouragingly, respondents who have heard of the M-KMA generally feel positively towards the area. Overall, three-quarters (75%) say they have a favourable impression of the M-KMA, with 36% saying “very favourable” and 39% saying “somewhat favourable”. Another 12% say they feel “neither favourable nor unfavourable” towards the area. Only 9% express a predominately negative view of the M-KMA, with 3% saying they have a “very unfavourable” impression of the area and 6% saying “somewhat unfavourable”.

Overall Impression of the M-KMA

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



Base: Respondents who have heard of M-KMA (n=418)

Respondents who are the most likely to feel favourably towards the M-KMA include those who:

- ◆ Are between the ages of 18 and 34 (82% vs. 69% of those aged 55 or older); and,
- ◆ Feel familiar with the M-KMA (81% vs. 66% of those who are unfamiliar with the area). Encouragingly, this indicates that people are generally more inclined to feel positively towards the M-KMA once they know what it is, its purpose, etc. Getting information out to the public is an important first step in securing support for the area.

Positive Associations Made With the M-KMA

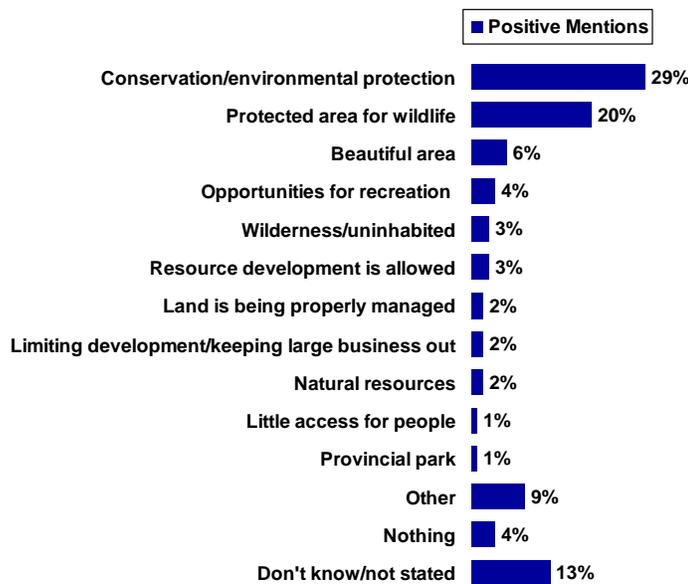
On the positive side, the M-KMA brings to mind images of environmental conservation and wildlife protection.

In the eyes of respondents, the M-KMA’s most positive attributes are its protection of both the environment and wildlife. When asked to point to the most positive thing that comes to mind when thinking about the M-KMA, three-in-ten (29%) of those aware of the area point to “conservation/environmental protection”. Another two-in-ten (20%) like that it is a “protected area for wildlife/wildlife preserve”, while 2% mention “limiting development”. While many respondents like that the area is focused on the protection of the natural environment and wildlife, a small proportion (3%) specifically mention liking that “resource development is allowed”.

Other positive associations are mentioned by fewer respondents (6% or less) and include “beautiful area” (6%), “opportunities for recreation, including hiking, hunting, fishing, etc.” (4%), and “wilderness/uninhabited” (3%), among others.

Positive Associations Made with the M-KMA

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



Base: Respondents who have heard of M-KMA (n=418)

- ◆ While specific positive associations do not significantly vary depending on respondents’ overall impression of the M-KMA, respondents who feel unfavourably towards the area are more likely to say they “don’t know” when asked to identify the most positive thing that comes to mind (23% vs. 8% of those who feel favourably).

Negative Associations Made With the M-KMA

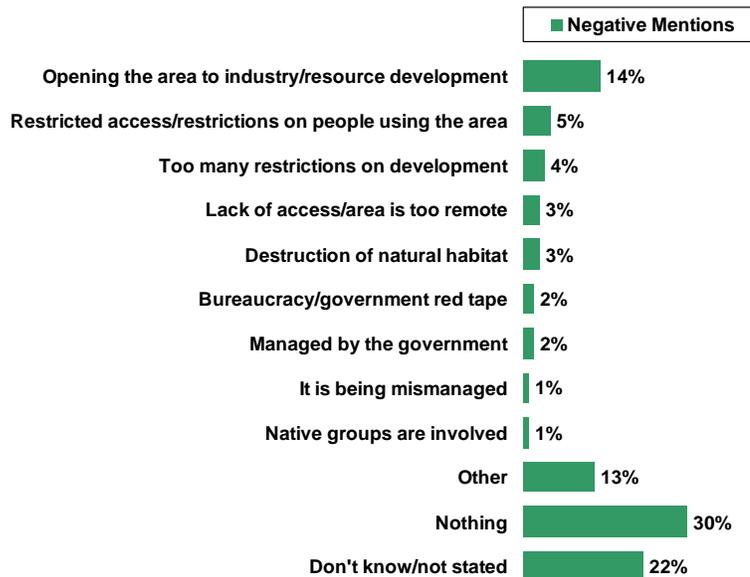
Over half have nothing negative to say about the M-KMA. Overall, negative associations focus on development and land use.

Encouragingly, when asked to point to the most negative thing that comes to mind when thinking about the M-KMA, 52% of respondents who have heard of the M-KMA are unable to think of anything negative to say about the area (30% mention “nothing” and another 22% say “don’t know”).

Of the negative associations that are made, the most common mention refers to the level of development in the area, with 14% saying “opening the area to industry and resource development (oil, gas, forestry, etc.)” and another 3% saying “destruction of natural habitat”. On the other hand, there is a pocket of residents who feel land use in the area is too restricted (5% say “restricted access/restrictions on people using the area” and another 4% say “too many restrictions on development/not enough development”).

Negative Associations Made with the M-KMA

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



Base: Respondents who have heard of M-KMA (n=418)

- ◆ While specific negative associations do not significantly vary depending on respondents’ overall impression of the M-KMA, respondents who feel favourably towards the area are more likely to say “nothing” (34% vs. 11% of those who feel unfavourably) or “don’t know” (21% vs. 7% of those who feel unfavourably) when asked to identify the most negative thing that comes to mind.

Attitudes Towards the Role of the M-KMA

Respondents feel the M-KMA plays an important role in many areas.

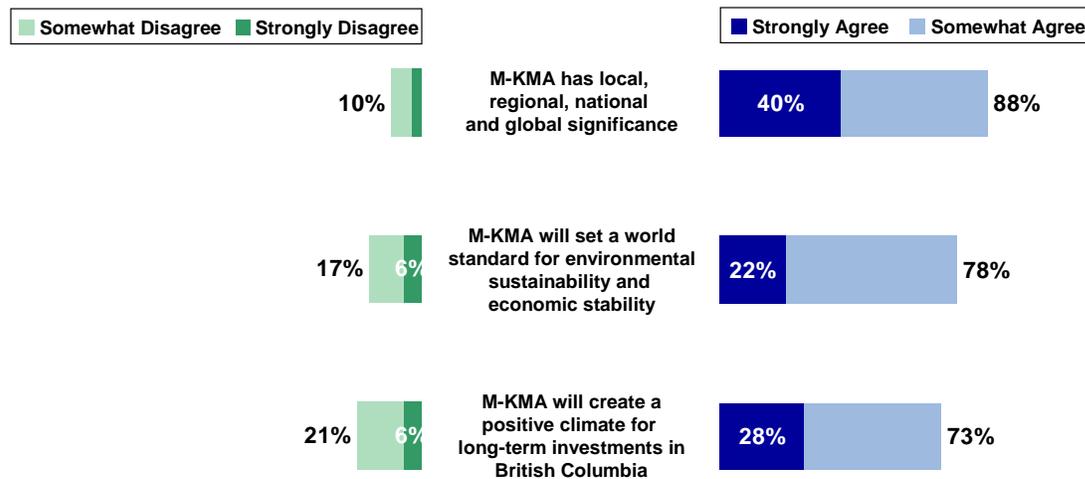
The vast majority (88%) of respondents agree with the statement “the M-KMA has local, regional, national, and global significance” (40% “strongly agree”).

A sizeable majority also agree with the following two statements, although the intensity of agreement is lower than what is shown for the preceding item:

- ◆ “The M-KMA will set a world standard for environmental sustainability and economic stability” (78% agree, 22% “strongly agree”); and,
- ◆ “The M-KMA will create a positive climate for long-term investments in British Columbia” (73% agree, 28% “strongly agree”).

Attitudes Towards the Role of the M-KMA

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



Base: All respondents (n=600)

Respondents who have a favourable impression of the M-KMA are more likely to agree with these statements. Specifically:

- ◆ 94% of those who feel favourably towards the M-KMA agree “the M-KMA has local, regional, national, and global significance” (compared to 77% of those who feel unfavourably);
- ◆ 81% of those who feel favourably towards the M-KMA agree “the M-KMA will set a world standard for environmental sustainability and economic stability” (compared to 54% of those who feel unfavourably); and,
- ◆ 75% of those who feel favourably towards the M-KMA agree “the M-KMA will create a positive climate for long-term investments in British Columbia” (compared to 33% of those who feel unfavourably).

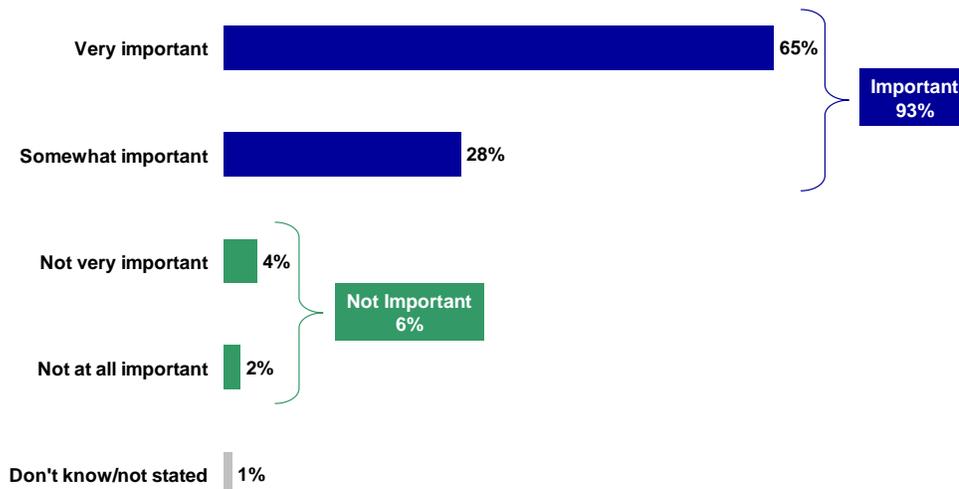
Overall Importance of the M-KMA

Respondents believe that areas like the M-KMA are highly important to British Columbia as a whole.

The vast majority (93%) of respondents feel that areas like the M-KMA are important to British Columbia as a whole. Specifically, many (65%) say these types of areas are “very important”, while another 28% say “somewhat important”. Very few (6%) feel otherwise, with 2% saying “not at all important” and 4% saying “not very important”.

Overall Importance of the M-KMA

“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)

Respondents who are the most likely to say that areas like the M-KMA are important to British Columbia as a whole fit the following characteristics:

- ◆ Between the ages of 18 and 34 (96% vs. 90% of those aged 55 plus);
- ◆ Lived in the area for 5 years or less (98% vs. 92% of those who have lived in the area for more than 5 years);
- ◆ Earn between \$60,000 and \$90,000 (97% vs. 91% of those earning \$90,000 or more); and,
- ◆ Feel favourably towards the M-KMA (97% vs. 84% of those who feel unfavourably).

Reasons Why the M-KMA is Important to British Columbia as a Whole

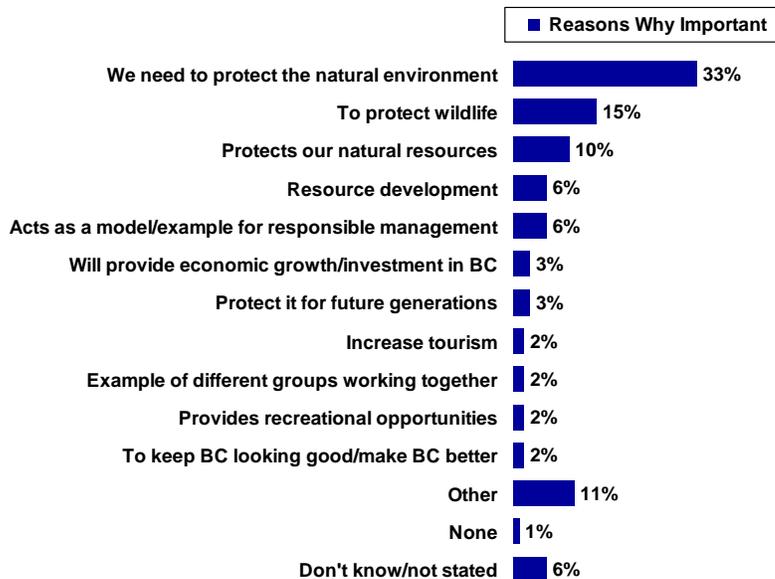
A need to protect the natural environment is driving perceptions of overall importance.

When asked for specific reasons as to why they feel the M-KMA is important to British Columbia as a whole, one-third (33%) of these respondents point to a “need to protect the natural environment”. Related to this, another 15% say the M-KMA is important “to protect wildlife” and 10% say “to protect our natural resources”.

Other reasons as to why the M-KMA is important to British Columbia as a whole include “resource development” (6%) and “acts as a model or example for responsible management” (6%), among others.

Reasons Why the M-KMA is Important to British Columbia as a Whole

“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=555)

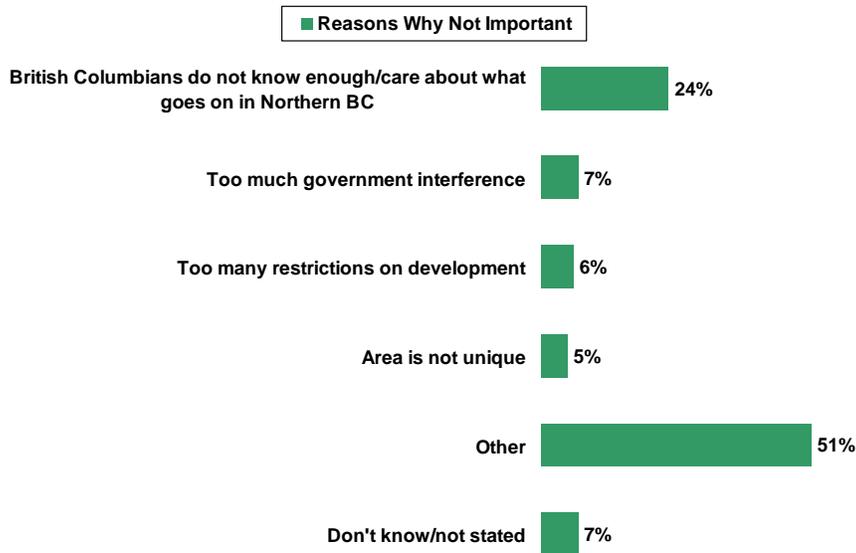
Reasons Why the M-KMA is Not Important to British Columbia as a Whole

On the other hand, the fact that the M-KMA is so far removed from the rest of British Columbia makes some doubt its overall importance to the province.

Very few (6%) respondents feel the M-KMA is not important to British Columbia as a whole. When those who do feel this way were asked the reasons why, one-quarter (24%) mention that “British Columbians do not know enough or care about what goes on in Northern BC”. Other reasons include “too much government interference” (7%), “too many restrictions on development” (6%), and “area is not unique/no different than the rest of British Columbia” (5%).

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

“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=38)*

* Very small base size, interpret with extreme caution.

Importance of the M-KMA to Specific Sub-Groups

Respondents believe the M-KMA is important to many types of people, particularly those located within British Columbia.

The importance of the M-KMA to specific sub-groups was also assessed. Overall, respondents feel the M-KMA is important to all of the groups tested, particularly those located around the area itself.

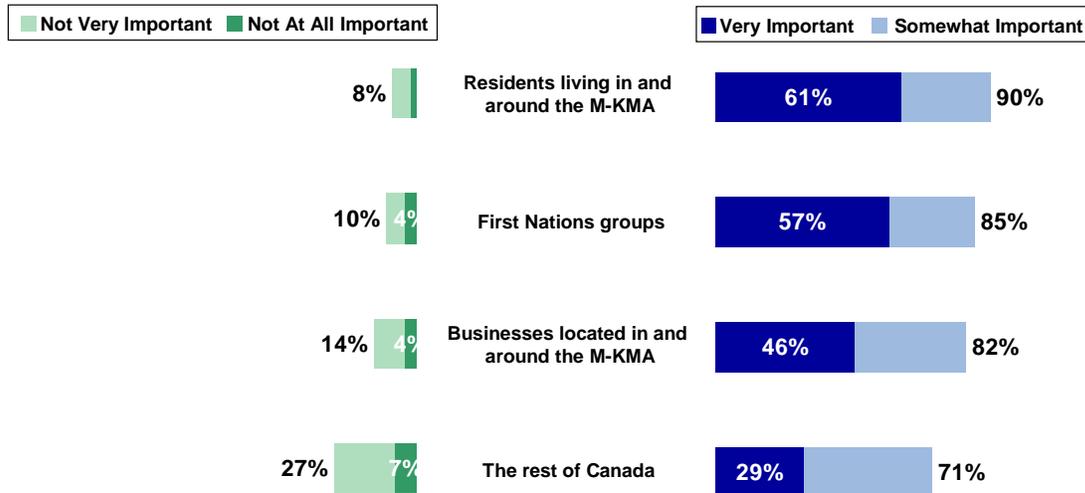
In total, 90% of respondents believe the M-KMA is important to “residents living in and around the M-KMA”. Furthermore, the majority (61%) considers the M-KMA to be “very important” to these individuals.

At least eight-in-ten residents also believe the M-KMA is important to “First Nations groups” (85% overall, 57% “very important”) and “businesses located in and around the M-KMA” (82% overall, 46% “very important”).

In comparison, respondents are less likely to feel the M-KMA is important to “the rest of Canada” (71% overall, 29% “very important”), although this still deemed important by the majority of respondents.

Importance of the M-KMA to Specific Sub-Groups

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



Base: All respondents (n=600)

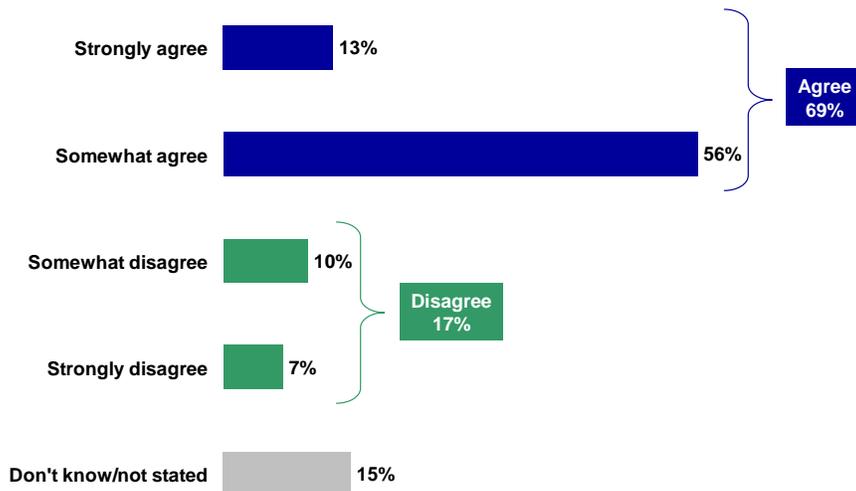
Attitudes Towards Land Management in the M-KMA

Attitudes towards land management in the M-KMA are complimentary, but cautious.

Overall, the majority (69%) of respondents agree that “land in the M-KMA is being appropriately managed”. However, respondents are somewhat cautious in the intensity of their agreement, with most saying “somewhat agree” (56%) versus “strongly agree” (13%). On the negative side, a total of 17% disagree with this statement (7% “strongly disagree”, 10% “somewhat disagree”). Another 15% are unsure, indicating there is a pocket of residents who know very little about how land in the M-KMA is managed.

Attitudes Towards Land Management in the M-KMA

*“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)

Respondents who are the most likely to agree that land in the M-KMA is being appropriately managed fit the following characteristics:

- ◆ Residents of the Fort Nelson LRMP (78% vs. 67% of those in the Mackenzie LRMP and 67% of those in the Fort St. John LRMP);
- ◆ Under the age of 55 (73% of 18 to 34 year olds and 69% of 35 to 54 year olds vs. 59% of those aged 55 plus); and,
- ◆ Feel favourably towards the M-KMA (78% vs. 35% of those who have an unfavourable impression of the area).

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

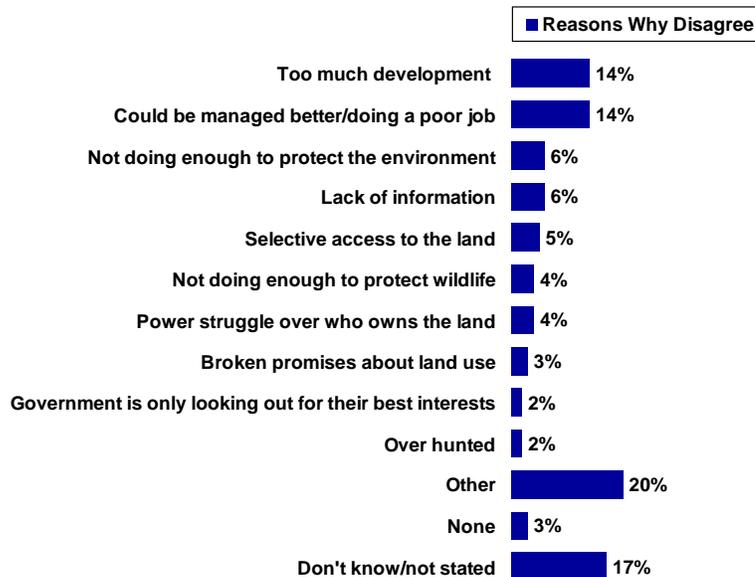
Concerns over development and environmental degradation are detracting from a more positive impression of land management in the M-KMA for some respondents.

Nearly two-in-ten (17%) respondents disagree that land in the M-KMA is being appropriately managed. Why? The primary reason for this negative attitude involves the level of development and its impact on the natural environment. In all, 14% of these respondents say they do not feel land in the M-KMA is being appropriately managed due to “too much development, including oil, gas, and logging”. Another 6% say “not enough is being done to protect the environment” and 4% say “not enough is being done to protect wildlife”.

Some respondents provide a more general explanation as to why they feel land in the M-KMA is not being appropriately managed, with 14% simply saying it “could be managed better/doing a poor job”. Other reasons behind a negative impression of land management in the area are mentioned by fewer respondents (6% or less) and include “lack of information” (6%) and “selective access to the land” (5%), among others.

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

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



Base: Respondents who disagree with 'Land in the M-KMA is being appropriately managed' (n=109)

Awareness and Impact of M-KMA Activities

Awareness of M-KMA Activities

The messages that have been the most successful at sticking with respondents focus on why the area was established and who is involved.

Earlier we saw that two-thirds of all respondents have heard of the M-KMA. Yet when asked on an unprompted basis, many of those aware could not recall any specific details about the area. While respondents' top-of-mind knowledge about the M-KMA is limited, their prompted knowledge of the area scores better. Messages that have been the most successful at sticking with respondents focus on why the area was established and who is involved.

Among respondents previously aware of the M-KMA, nearly two-thirds say they have heard of each of the following prior to the survey:

- ◆ “The M-KMA is a partnership of land and resource users, conservationists, First Nations, and government” (64%); and,
- ◆ “The M-KMA was established to protect wilderness, wildlife, and ecosystems while allowing resource development and use” (63%).

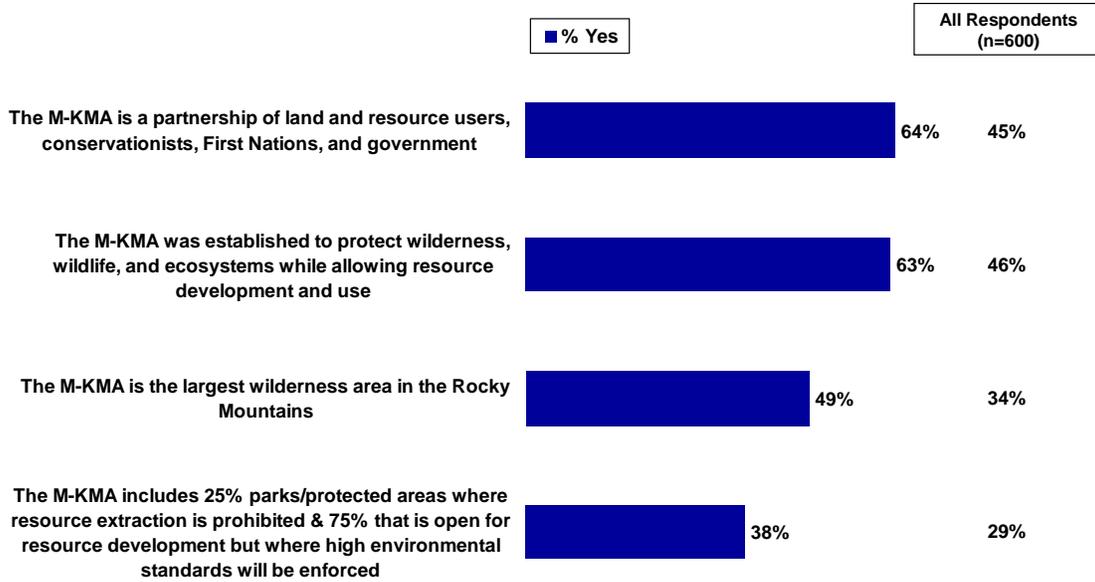
In comparison, the following messages have been less successful at sticking with respondents:

- ◆ “The M-KMA is the largest wilderness area in the Rocky Mountains” (only 49% of those previously aware of the M-KMA say they knew this prior to the survey); 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” (only 38% of those previously aware of the M-KMA say they knew this prior to the survey).

Turning our attention to respondents as a whole (includes those previously aware and those previously unaware of the M-KMA) shows that less of half of all respondents report hearing these statements prior to the survey.

Awareness of M-KMA Activities

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



Base: Respondents who have heard of M-KMA (n=418)

- ◆ Among those aware of the M-KMA, previous knowledge of these statements varies by age, with respondents aged 35 or older the most likely to say they have heard all of these messages prior to the survey.

Impact of Messaging on Impressions of the M-KMA

All of the messages tested have a positive impact on impressions of the M-KMA. Messages that address concerns about environmental protection and resource development are the most successful.

The impact of these information messages on respondents' overall impression of the M-KMA is favourable. Overall, the messages that are the most successful in generating positive impressions of the M-KMA are those that explain how environmental protection is balanced with resource development in the area, with nearly two-thirds of all respondents saying these statements make them feel more positively towards the area.

- ◆ “The M-KMA was established to protect wilderness, wildlife, and ecosystems while allowing resource development and use” (64% of all respondents say this has a positive impact); 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” (63% positive impact).

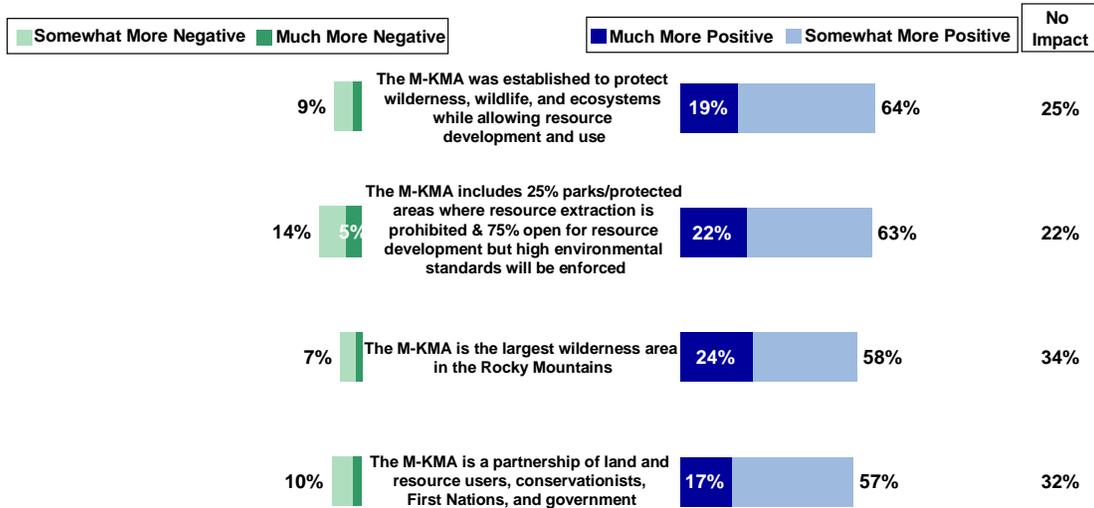
While the above two messages have the greatest positive impact overall, respondents in both instances are much more inclined to say “somewhat more positive” rather than “much more positive”. Furthermore, there is also a relatively large proportion (roughly one-quarter) who says these statements “make no difference” on their overall impression of the M-KMA.

In comparison to the above, the following two messages are slightly less successful at generating positive impressions of the M-KMA, although still have an overall positive effect. While very few respondents indicate these messages negatively impact their impressions of the area, roughly one-third say these “makes no difference”.

- ◆ “The M-KMA is the largest wilderness area in the Rocky Mountains” (58% positive impact); and,
- ◆ “The M-KMA is a partnership of land and resource users, conservationists, First Nations, and government” (57% positive impact).

Impact of Messaging on Impressions of the M-KMA

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



Base: All respondents (n=600)

These messages are the most effective on respondents who already feel favourably towards the M-KMA. Changing the opinions of those who feel unfavourably will be more of a challenge and might require a different approach – not only are these messages less likely to have a positive impact on this group’s impressions, but they might also have the unintended effect of generating an even more negative view.

- ◆ While the message “the M-KMA was established to protect wilderness, wildlife, and ecosystems while allowing resource development and use” has a positive impact on 67% of those who feel favourably towards the area, this drops to only 38% among those who hold an unfavourable impression. Furthermore, one-quarter (25%) of unfavourable respondents say this statement has a negative impact on their overall impression of the area.
- ◆ While the message “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” has a positive impact on 65% of those who feel favourably towards the area, this drops to only 38% among those who hold an unfavourable impression. Once again, one-quarter (24%) of unfavourable respondents say this statement has a negative impact on their overall impression of the area.

- ◆ While the message “the M-KMA is the largest wilderness area in the Rocky Mountains” has a positive impact on 65% of those who feel favourably towards the area, this drops to only 38% among those who hold an unfavourable impression. Furthermore, one-quarter (24%) of unfavourable respondents say this statement has a negative impact on their overall impression of the area.
- ◆ While the message “the M-KMA is a partnership of land and resource users, conservationists, First Nations, and government” has a positive impact on 63% of those who feel favourably towards the area, this drops to only 38% among those who hold an unfavourable impression. Furthermore, 38% of unfavourable respondents say this statement has a negative impact on their overall impression of the area.

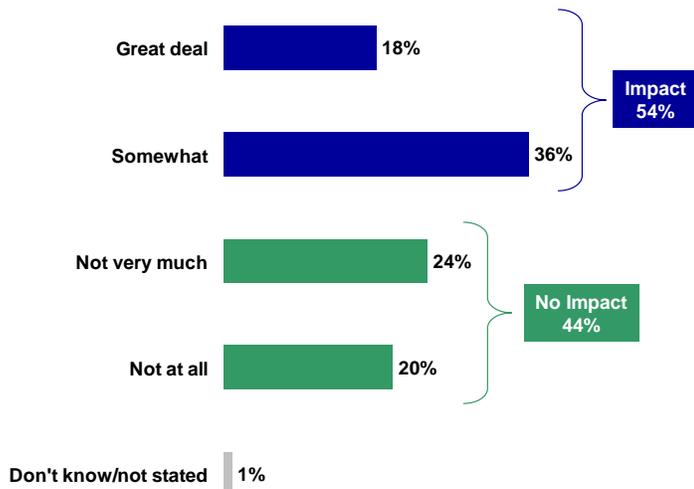
Personal Impact of M-KMA Activities

Activities within the M-KMA are affecting respondents to some degree.

Just over half (54%) of respondents feel the M-KMA has had an impact on them and their family. Most (36%) say the area has had “somewhat” of an impact; fewer (18%) feel it has had a “great deal” of an impact. Meanwhile, a large minority (44%) have not personally noticed any impact of the M-KMA, with 20% saying “not at all” and 24% saying “not very much”.

Personal Impact of M-KMA Activities

“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?”



Base: All respondents (n=600)

- ◆ Middle-aged respondents are the most likely to have noticed an impact of the M-KMA on them and their families (57% of respondents between the ages of 35 and 54 say the activities within the M-KMA have had an affect on them and their families, compared to 47% of those aged 55 plus).

Impact of the M-KMA in Other Areas

Respondents feel the impacts of the M-KMA are generally positive, particularly when it comes to the environment, recreation, and quality of life.

Overall, respondents see the M-KMA as having a positive impact on all of the areas tested in the research.

Respondents are most likely to say the M-KMA has a positive impact on the environment, recreation, and quality of life. This is true both overall and in intensity.

- ◆ 88% feel the M-KMA has a positive impact on “the environment” (56% “very positive”);
- ◆ 85% feel the M-KMA has a positive impact on “outdoor recreation opportunities” (46% “very positive”); and,
- ◆ 80% feel the M-KMA has a positive impact on “the quality of life for those living in and around the M-KMA” (40% “very positive”).

In comparison, slightly fewer respondents feel the M-KMA has a positive impact on the economy and local businesses. Nonetheless, at least seven-in-ten respondents feel the M-KMA has a positive impact in these areas.

- ◆ 74% feel the M-KMA has a positive impact on “British Columbia’s economy” (23% “very positive”); and,
- ◆ 70% feel the M-KMA has a positive impact on “local businesses” (19% “very positive”).

Impact of the M-KMA on Other Areas

“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)

The perceived impact of the M-KMA varies by age, length of residency, and overall impression of the area. Respondents who are generally the most likely to feel the M-KMA has a positive impact on these areas include those who:

- ◆ Are between the ages of 18 and 34;
- ◆ Have lived in the area for 5 years or less; and,
- ◆ Have an overall favourable impression of the M-KMA.

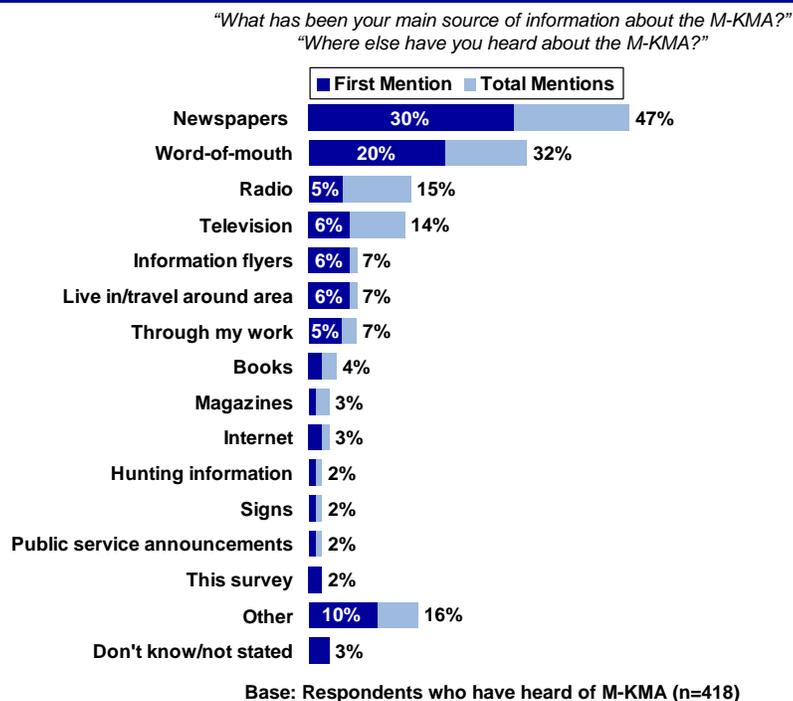
Communication and Information Needs

Sources of Information

Newspapers are the most common source of information about the M-KMA.

Respondents aware of the M-KMA are most likely to have heard of the area through the newspaper (47%). Following the newspaper, the next most common source of information about the M-KMA is word-of-mouth (32%). Other sources of information include the radio (15%) and television (14%), among others.

Sources of Information



Preferred Method of Receiving Information

Direct mail is the best way of informing the public about the M-KMA.

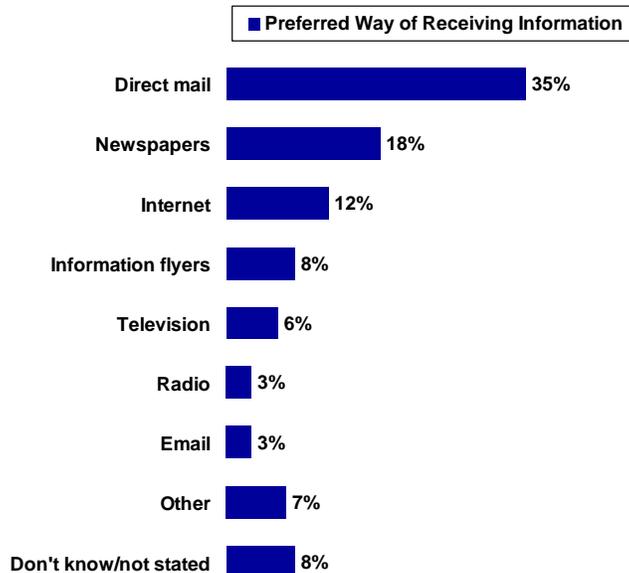
Direct mail is clearly the medium through which respondents would most prefer to receive information about the M-KMA (35%). However, despite this preference for direct mail, this is not how respondents are currently learning about the M-KMA – most (47%) learn about the M-KMA via the newspaper.

Following direct mail, respondents would prefer to receive information about the M-KMA via newspapers (18%) and the Internet (12%).

Other preferred sources of information are mentioned by fewer respondents (8% or less) and include information flyers (8%) and the television (6%).

Preferred Way of Receiving Information

“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 want information about: environmental protection, future development plans, and wildlife.

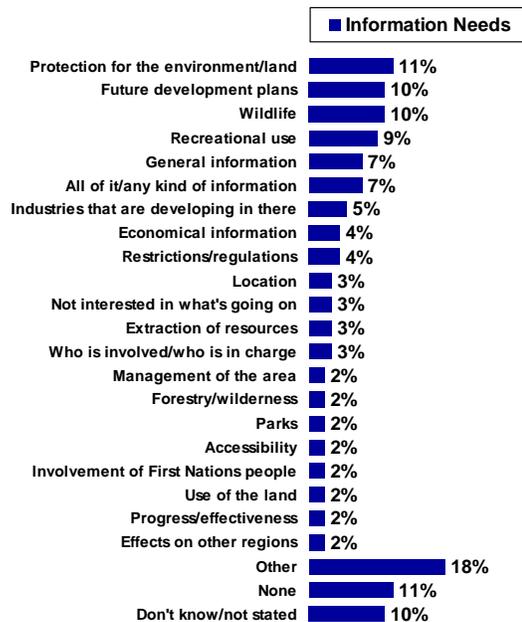
In their own words, respondents described the type of information they are most interested in learning about the M-KMA. Rather than having any one overriding information need, respondents would like to be kept informed on a number of areas. Quite equally, responses gravitated to information related to “protection for the environment and land” (11%), “future development plans” (10%), and “wildlife” (10%).

Other information needs are found among fewer residents and include “recreational use, including hunting, fishing, and camping” (9%), “general information” (7%), “all of it/any kind of information” (7%), and “industries that are developing there” (5%).

An additional 11% of respondents say they do not require any information, and 10% are unsure of the type of information they want about the M-KMA.

Information Needs

“What kinds of information are you most interested in learning about the M-KMA? Anything else?”



Base: All respondents (n=600)

SECTION TWO: OMNIBUS RESEARCH WITH BRITISH COLUMBIANS

Awareness of the M-KMA

Overall Awareness

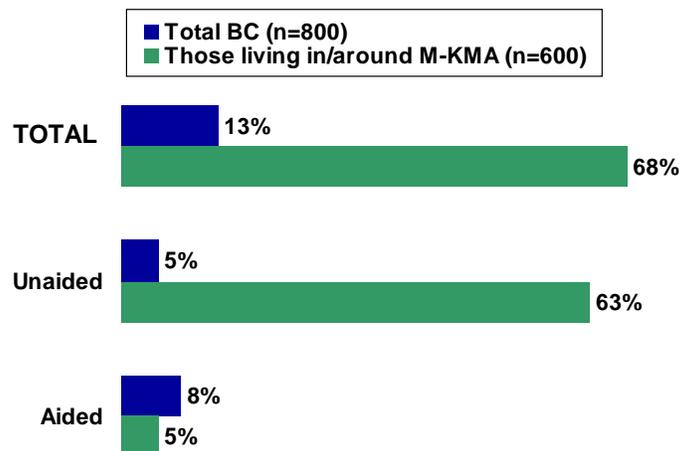
While many of those living in and around the M-KMA have heard of the area, awareness is much lower elsewhere in the province.

In total, only 13% of British Columbians have heard of the Muskwa-Kechika Management Area. Unaided awareness stands at only 5%; another 8% are able to recall hearing of the M-KMA after being read a description of the area.

British Columbians as a whole are much less likely to be aware of the M-KMA than are those respondents living in and around the area (68% overall, 63% unaided awareness and 5% aided awareness).

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



Ipsos Reid Public Affairs

British Columbians who are the most likely to have heard of the M-KMA fit the following demographic characteristics:

- ◆ Live in the Interior of the province (17% vs. 11% of those on the Vancouver Island and 11% of those in the Lower Mainland); and,
- ◆ Aged 35 years or older (14% of those aged 35 to 54 and 16% of those aged 55 plus vs. 8% of those between the ages of 18 and 34).



Top-of-Mind Knowledge

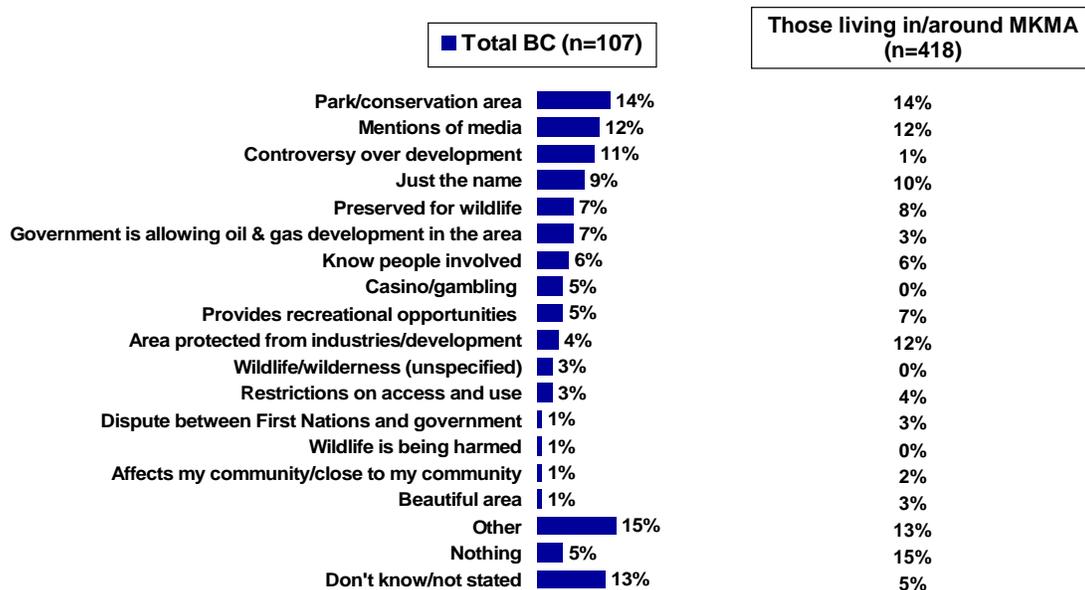
Top-of-mind knowledge about the M-KMA is generally similar regardless of where respondents live.

Similar to the survey of those living in and around the M-KMA, a large proportion of British Columbians aware of the M-KMA are unable to recall any specific details of the area. A total of 39% of British Columbians aware of the M-KMA demonstrate a general lack of knowledge about the area, with 12% making “general mentions of the media”, 9% saying they recall “just the name”, 5% saying “nothing”, and 13% saying “don’t know”. These results are consistent with those of respondents living in and around the M-KMA (42% were unable to articulate any specific knowledge of the area).

Turning our attention to the specific details that British Columbians are able to recall about the M-KMA shows that the top mention is “park or conservation area” (14%). This was also the top mention among those living in and around the area (14%). However, British Columbians as a whole are more likely to mention “controversy over development” (11% vs. 1% of those living in and around the area). Other details that British Columbians are able to recall about the M-KMA include “preserved for wildlife” (7%) and “government is allowing oil and gas development in the area” (7%), among others.

Top-of-Mind Knowledge

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



Base: Respondents who have heard of M-KMA

Awareness and Impact of M-KMA Activities

Awareness of M-KMA Activities

Prompted awareness of activities in the M-KMA is lower among British Columbians as a whole than among those living in and around the area. The messages that have been the most successful at sticking with respondents are the same regardless of where respondents live.

British Columbians' prompted awareness of specific M-KMA 'facts' was also assessed. Overall, less than half of those aware of the M-KMA are able to recall hearing specific messages about the area. British Columbians are most likely to have heard the following two messages prior to the survey:

- ◆ “The M-KMA was established to protect wilderness, wildlife, and ecosystems while allowing resource development and use” (42%); and,
- ◆ “The M-KMA is a partnership of land and resource users, conservationists, First Nations, and government” (39%).

These are also the top two messages recalled by those living in and around the M-KMA, with roughly two-thirds saying they have heard each of the above statements prior to the interview.

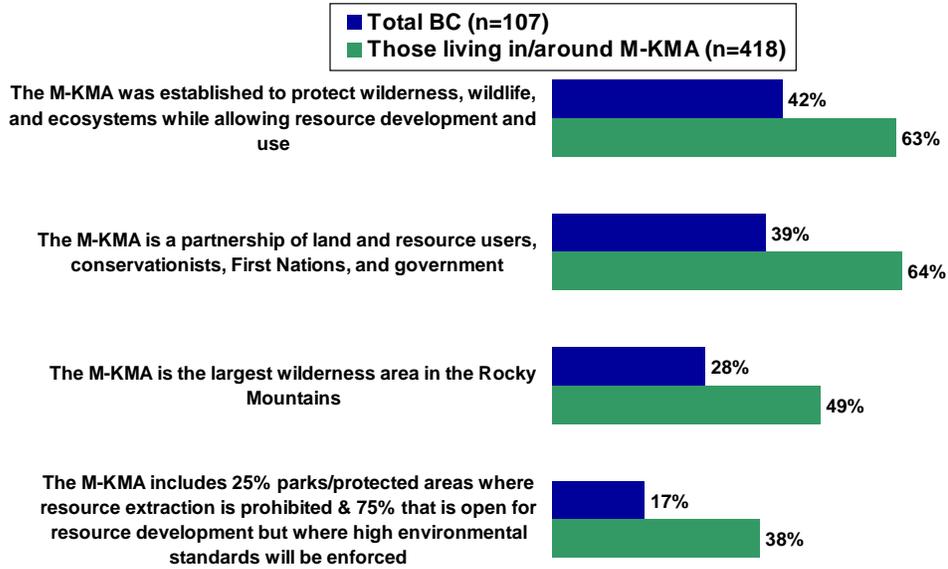
Meanwhile, British Columbians are less likely to recall hearing the following messages:

- ◆ “The M-KMA is the largest wilderness area in the Rocky Mountains” (only 28% of those British Columbians previously aware of the M-KMA say they knew this prior to the survey); 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” (only 17% of those British Columbians previously aware of the M-KMA say they knew this prior to the survey).

Again, British Columbians' prompted awareness of these messages is lower than what is seen among those living in and around the M-KMA.

Awareness of M-KMA Activities

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



Base: Respondents who have heard of M-KMA

- ◆ Generally, respondents living in the Interior are more likely than those living elsewhere in British Columbia to recall hearing these messages prior to the survey.

Impact of Messaging on Impressions of the M-KMA

Overall, British Columbians as a whole are less likely to be swayed by these messages than are those respondents living in and around the M-KMA.

The message that is the most successful at positively impacting British Columbians' impression of the M-KMA is: "the M-KMA was established to protect wilderness, wildlife, and ecosystems while allowing resource development and use", with half (50%) of British Columbians saying this information makes them feel more positively towards the area. Another 40% say it "makes no difference". This was also the most effective message among those living in and around the M-KMA, although it resonated more deeply with these respondents (64% say this information has a positive impact on their impression of the area).

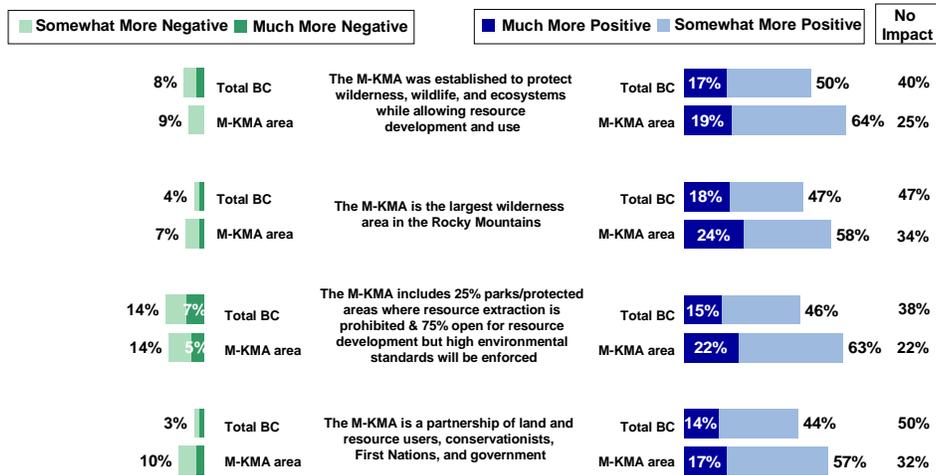
Other messages are slightly less successful at cultivating a positive image of the M-KMA among British Columbians. For example:

- ◆ "The M-KMA is the largest wilderness area in the Rocky Mountains" (47% positive impact, 47% "makes no difference");
- ◆ "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" (46% positive impact, 38% "makes no difference"); and,
- ◆ "The M-KMA is a partnership of land and resource users, conservationists, First Nations, and government" (44% positive impact, 50% "makes no difference").

Again, British Columbians as a whole are less likely to say these messages have a positive impact on their impressions of the M-KMA than are those respondents living in and around the M-KMA.

Impact of Messaging on Impressions of the M-KMA

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



Base: All respondents

British Columbians who are the most likely to feel more positively towards the M-KMA after hearing these messages include:

- ◆ Women; and,
- ◆ Those who generally support the BC government establishing areas like the M-KMA across the province.

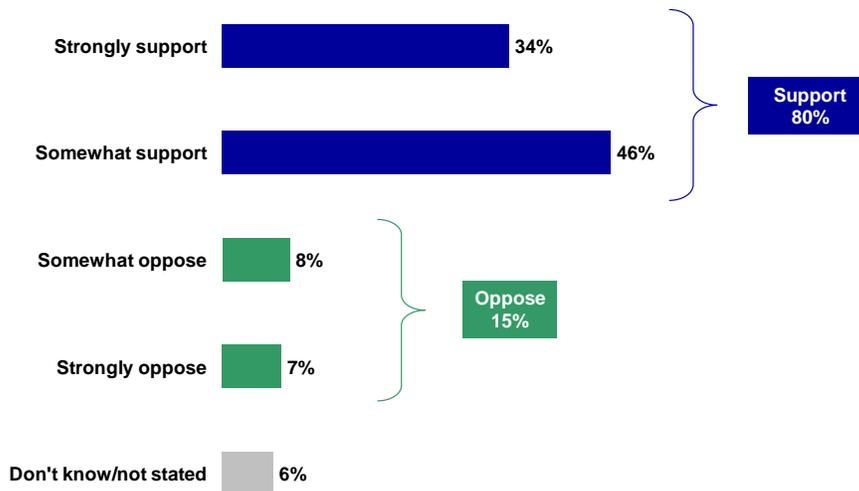
Level of Support for Establishing Management Areas Similar to the M-KMA

Most British Columbians support establishing management areas such as the M-KMA.

In total, eight-in-ten (80%) British Columbians support the BC government establishing areas like the M-KMA across the province. Of this, 34% say “strongly support” and another 46% say “somewhat support”. Only 15% are opposed to establishing these types of areas (7% “strongly oppose”, 8% “somewhat oppose”).

Support for Areas like the M-KMA

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



Base: All British Columbians (n=800)



APPENDIX A – QUESTIONNAIRE

M-KMA Public Survey Questionnaire – FINAL

Hello, this is _____ calling from Ipsos Reid, 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]**

Fort St John
Buick Creek
Upper Halfway
Wonowon
Pink Mountain
Charlie Lake
Mackenzie
Fort Ware, also known as Kwadacha
Tsay Key Village
Germanson's Landing
Fort Nelson





Ipsos Reid Public Affairs

Prophet River
Fort Liard
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.]

[NOTE TO INTERVIEWER: TRY TO GET THE FULL 6-DIGIT POSTAL CODE. IF NECESSARY, WE WILL ACCEPT ONLY THE FIRST 3 DIGITS]

V0J 2C0
V0J 3B0
V0J 1T0
V0C 1R0
V0C 2X0
V0C 1Z0
V0C 1W0
V0C 1W1
V0C 2V0
V0J 2S0
VIJ (specify)
V0C 2R0
V0C 2N0
V0C 2B0
V0C 1H0
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.]

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.

- 10. 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.]



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]**





Ipsos Reid Public Affairs

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.



APPENDIX B – OMNIBUS QUESTIONS

M-KMA Public Survey Omnibus Questions – FINAL

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.

7. 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.

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

