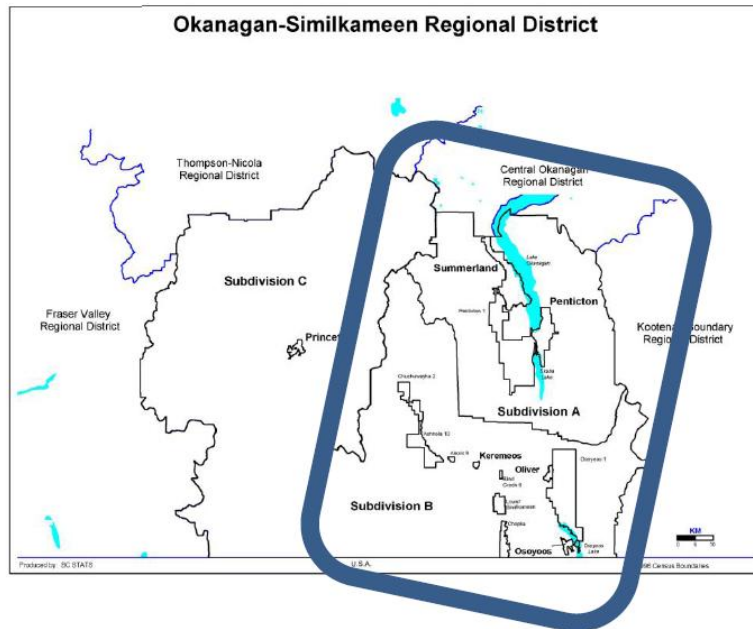




WESTERN CANADA
**WILDERNESS
COMMITTEE**

Local Support for a National Park in the Southern Okanagan-Similkameen

Public Opinion Study



Topline Report

June 2, 2010



MCALLISTER
opinion research

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A. METHODOLOGY

The results of this report are based on a telephone survey of 405 randomly selected adults aged 18+, living in the Southern Okanagan-Similkameen region of British Columbia. A random sample of 405 would yield a margin of error $\pm 4.8\%$, 19 times out of 20.

All interviews were fielded from May 26 to May 31, 2010.

The sample was drawn by generating a random list of phone numbers of residential telephone exchanges within Regional District 07, Subdivision A and B including the municipalities of Summerland, Penticton, Naramata, Okanagan Falls, Tulameen, Cawston, Kaleden, Hedley, Keremeos, Osoyoos, Oliver and First Nations communities. The sample is weighted by age and gender according to the 2006 census numbers for areas sampled.

This study was conducted by McAllister Opinion Research, a professional opinion research firm based in Vancouver. McAllister is a member of ESOMAR the international professional market and opinion research organization and abides by the ESOMAR code of ethical and professional standards.



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NOTES:

- Percentages are rounded to the nearest whole number. Totals reflect summation of decimals in the terms so the numbers may round up or down.

B. SURVEY RESULTS

Q1. When you think about the various issues affecting the South Okanagan – Similkameen region today, what ONE issue CONCERNS you the most? [UNAIDED. ONE MENTION. ONE RESPONSE]

	%
Environment / Conservation issues	17
Water Shortage/Quality	14
Economy / Jobs	12
Lack of affordable housing	7
Over development / growth	5
Taxes / HST	4
Healthcare	4
Farms / Food	3
Municipal Issues/Mayor	3
Too much regulation / government	2
Schools	2
Proposed National Park	2
Transportation / Roads / Transit	2
Too many people / overpopulation	1
Politicians / Government	1
Cost of living / prices	1
Other (specify)	4
NOTHING	5
Don't know/Refused	11

Q2. Please tell me whether you **AGREE** or **DISAGREE** with each of the following statements:

a. We have protected TOO MUCH land in the South Okanagan already

	%
TOTAL AGREE	29
Strongly Agree	12
Somewhat Agree	17
Somewhat Disagree	25
Strongly Disagree	38
TOTAL DISAGREE	63
DK/NA	9

b. It is important to protect the natural ecosystem, plant and wildlife species in the South Okanagan in order to maintain our quality of life here.

	%
TOTAL AGREE	95
Strongly Agree	72
Somewhat Agree	23
Somewhat Disagree	2
Strongly Disagree	1
TOTAL DISAGREE	3
DK/NA	2

Q3. Parks Canada is currently studying a PROPOSAL to create a new Canadian national park in the southern portion of the Okanagan-Similkameen region. This national park would help protect the waters, wildlife and natural systems of this area from population and development pressures. *Before today, have you heard about this proposal?*

	%¹
Yes	67
No	25
I think so / Possibly / A bit	6
DK/NA	1

¹ Percentages are rounded to the nearest whole number. Totals reflect summation of decimals in the terms so the numbers may round up or down.

Q4. Given what you presently know, please tell me if you would **FAVOUR** or **OPPOSE** protecting a portion of the South Okanagan-Similkameen in a National Park? [PROBE: would that be **STRONGLY** or **SOMEWHAT**]

	%
TOTAL FAVOUR	63
Strongly Favour	43
Somewhat Favour	20
Depends/Neutral	4
Somewhat Oppose	8
Strongly Oppose	18
TOTAL OPPOSE	26
DK/NA	7

Q5. IF STRONGLY FAVOUR [Asked of first 50 qualified respondents]: Why do you say that?

For verbatim answers refer to Appendix

Demographics:

Q6. Gender

	%
Male	48
Female	52

Q7. Age²

	%
18-34	17
35-54	29
55+	50
Refuse	4

² These numbers reflect results from the 2006 Census.

C. APPENDIX – VERBATIMS:

Q5. If “Strongly Favour” park -- Why do you say that?

BECAUSE WE SEEM TO HAVE VERY VERY LITTLE PARKS HERE. WE SEEM TO HAVE TOO MANY BUSINESS OPERATION AND VINEYARDS. WE HAVE TOO MUCH TOURISM BECAUSE WE ARE ALWAYS TRYING TO GIVE TO THE TOURISTS AND NOT OUR LOCAL PEOPLE. WE HAVE TOO MANY HOTELS SPECIFIED FOR TOURISTS AND VERY FEW PARKS.
BECAUSE I BELIEVE THE WILDLIFE SHOULD BE PROTECTED AND THE PEOPLE ARE TAKING OVER SO MUCH OF THE LAND AND HABITAT.
BECAUSE I THINK IT IS IMPORTANT TO HAVE AN AREA PROTECTED. THE MORE PROTECTED AREAS THE BETTER.
BECAUSE THERES TOO MUCH POLLUTION AROUND. WE SHOULD PROTECT THE WATER AND TREES AS WELL AS THE ANIMALS AND NATURE. I WOULD LIKE TO SEE LESS POLLUTION AROUND. WE SHOULD STAY AWAY FROM THINGS LIKE BUILDING REACTORS.
BECAUSE ENVIRONMENT IS KEY, ONCE IT IS DESTROYED , IT CANT BE REBUILT AGAIN, WE NEED TO PROTECT IT. AND PROTECT SPECIES AT RISK, RATTLESNAKES, TOADS, GRASSES, QUALITY OF LIFE
BECAUSE I THINK IT IS VERY IMPORTANT FOR PROTECTING OUR ENVIRONMENT, FLORAL FAUNA AND THE WATER SHED. I THINK IT IS A UNIQUE AREA AND THE ONLY ONE OF ITS KIND IN CANADA AND WE SHOULD PROTECT IT. THERE ARE A NUMBER OF ENDANGERED ANIMALS AND BIRDS AND TOADS AND THEY SHOULD BE PROTECTED INCLUDING THE BURROWING OWL.
BECAUSE I THINK IT'S A UNIQUE ECOSYSTEM IN CANADA AND AN IMPORTANT ECOSYSTEM PRESERVE
BECAUSE I THINK THAT IT NEEDS TO BE PROTECTED HERE, AND THERE IS NOT A NATIONAL PARK ANYWHERE AROUND
BECAUSE IF WE DON'T DO IT, WE'RE GOING TO LOSE IT. HOW MUCH WINE AND APPLES DOES THIS WORLD NEED? THAT'S WHAT THEY'RE DOING IS BUYING UP THE LAND AND PUTTING IN WINERIES. WE NEED TO PROTECT THE BEAUTY OF THE LAND HERE. IT'S GORGEOUS!
BECAUSE IT IS A LOT OF THE ECOSYSTEM, THE FAUNA AND FLORA IS DISAPPEARING DRAMATICALLY AND WE NEED TO PROTECT IT.
BECAUSE IT IS IMPORTANT TO SAVE THIS BEAUTIFUL LANDSCAPE
BECAUSE IT IS VERY BEAUTIFUL AND VERY DIVERSE
BECAUSE IT IS WHERE I LIVE, THE COUNTRY WHERE I LIVE, AND I AM BORN AND BROUGHT UP BRITISH COLUMBIAN. MY PROVINCE AND MY COUNTRY
BECAUSE THEY ARE COVERING TOO MUCH LAND WITH TOO MUCH STUFF. TOO MUCH BUILDING AND PROGRESS GOING ON.
BECAUSE THEY NEED TO PROTECT THE ECOSYSTEMS AND THE RARE PLANT AND ANIMALS HERE AND WE NEED TO PLAIN PROTECT WILDERNESS SO THERE IS SOME LEFT
BECAUSE WE ARE IN A VERY UNIQUE ECOSYSTEM, THE ANTELOPE BRUSH ECOSYSTEM IS ONE OF THE FOUR ENDANGERED ECOSYSTEMS IN CANADA, IF WE DONT PROTECT IT IT WILL BE GONE. OUR ECOSYSTEM WILL BE THE GENE POOL FOR WHATEVER COMES NEXT
BECAUSE WE ARE LOOSING OUR WILDLIFE
BECAUSE WE COULD USE A LITTLE PROTECTION IN THE COUNTRY OVERUSED BY QUADS AND MOTORCYCLES AND TOO MANY CATTLE
CANT HAVE ENOUGH NATIONAL PARKS
DON'T LIKE TOO MUCH DEVELOPMENT AND PRESERVE NATURAL WILDLIFE.
I FEEL THAT WE HAVE DESTORY SO MUCH TO OUR GREED THAT WE CANNOT AFFORD TO DESTORY ANYMORE
I THINK IT WOULD BE A GOOD THING, IT WOULD BE GOOD TO HAVE THAT SET ASIDE, I DONT THINK EVERYTHING NEEDS TO BE COMMERCIALIZED OR BUILT UP OR HUNTED ON. AND WE DON'T HAVE A NATIONAL PARK HERE, ITS NOT JUST FOR THE NATIVES OR ANY GROUP, ITS FOR EVERYBODY

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I THINK IT WOULD BE GREAT FOR TOURISM TO HAVE A NATIONAL PARK IN THE OKANAGAN. I THINK TOURISM IS VERY IMPORTANT AND VALUABLE TO THE OK. REGION, AND ADDING A NATIONAL PARK WOULD ONLY INCREASE THOSE BENEFITS.
I THINK ITS REALLY IMPORTANT TO HAVE AS MUCH NATURAL SPACE AS WE POSSIBLY CAN. I ALSO THINK THE RANCHING ISSUE IS BAD IN TERMS OF WHAT THE ANIMALS DO TO THE LAND AND WATER
I THINK THERE NEEDS TO BE LAND ENJOYED BY ALL AND NOT JUST A SELECT FEW. ITS A VERY UNIQUE AREA WITH THE FLORA AND DESSERT VEGETATION THATS ARE NOT FOUND ANYWHERE ELSE IN CANADA WHICH IS WHY ITS IMPORTANT TO PRESERVE. THERES ALOT OF US THAT WOULD LIKE TO SEE A NATIONAL PARK.
I THINK WE HAVE DEVELOPED TO MUCH LAND ALREADY. WE NEED OUR OPEN LAND AND RESOURCES PROTECTED.
I THINK WE NEED AN AREA THAT IS LEFT IN A NATURAL STATE, IT WOULD BE NICE TO GO SOMEWHERE AND NOT HAVE IT ALL LOGGED OFF OR MINED, NICE PLACE TO GO AND GET AWAY.
-IMPORTANT
IMPORTANT ASPECT OF THIS AREA.
IMPORTANT TO PROTECT THE ECOSYSTEM AND EVIRONMENT, DEVELOPMENT OCCURRING A LOT AND NEEDS MORE PROTECTION OF THE ENVIRONMENT.
IT IS IMPORTANT THAT WE SAVE THE AREA BEFORE IT IS DIVIDED UP INTO 5 AND 10 ACRE LOTS, SO THAT THE AREA REMAINS OPEN TO EVERYBODY'S USE. I HAVE LIVED HERE FOR 60 YEARS, AND I'VE SEEN SO MUCH CHANGE, AND THEREFORE, I FEEL THAT WE SHOULD SEE A STOP TO THE DEVELOPMENT. THIS DELICATE AREA IS NOT MEANT FOR IT. MORE TRAFFIC WILL BRING MORE INDUSTRY, AND THIS WILL SPOIL THE REGION EVEN MORE. A PARK, WHICH IS A LARGE AREA, WOULD BE A GOOD IDEA.
IT WOULD HELP TO MAINTAIN A BALANCE AND PREVENT A LOT OF UNNECESSARY DEVELOPMENT, FOR ONE THING, I THINK. WE HAVE TO PROTECT A LOT OF THE LAND HERE BECAUSE OF THE ECOSYSTEM. IN THE NOT-TOO-DISTANT FUTURE, THERE IS GOING TO BE A LACK OF WATER IN THE REGION, WHICH IS ANOTHER REASON FOR AVOIDING OVERDEVELOPMENT.
IT WOULD STOP DEVELOPMENT IN AN AREA THAT DOESN'T NEED IT. IT'S BACK TO THE ENVIRONMENT, PRIMARILY WATER, ITS A SEMI-DESERT HERE. WATER WILL BE THE NEXT OIL, WE WILL FIGHT WARS OVER IT.
ITS A PART OF OUR COMMUNITY THAT WE TREASURE AND ITS A PLACE THAT PEOPLE OFTEN LOVE TO VISIT AND LOVE TO STAY, AND FOR ITS NATURAL RESOURCES, AND IF IT WAS TO BE ELIMINATED WE MIGHT AS WELL BE A SUBURB OF TORONTO
ITS VERY IMPRTANT FOR US, WE ARE GETTING OVER DEVELOPED AND ITS NOT GOOD.
MANY SPECIES ARE DISAPPEARING FROM THE AREA.
NATURAL WILDLIFE NEEDS TO BE PROTECTED, THERE WON'T BE ANY LEFT IN THE FUTURE.
NICE TO HAVE ANOTHER PARK.
SO I CAN BREATHE BETTER.
THE PARK NEEDS PROTECTING.
THROUGH THE INFORMATION I RECEIVED IT WAS IMPORTANT TO DO THAT
TO PROTECT THE ECOSYSTEMS DOWN THERE
TO PROTETECT OUR ECOSYSTEMS
TOO MUCH LAND IS PRIVALTY OWNED
WE HAVE TO PROTECT SOMETHING BECAUSE OKANAGAN IS GETTING OVER DEVELOPED. I THINK BECAUSE OF THE WATER SITUATION, THERE ARE TOO MANY BUILDING GOING ON IN PLACES THAT THERE SHOULDNT BE. OVER ON THE SUMMER LAND THEY ARE OVER DEVELOPING WITH THE AMOUNT OF WATER THEY HAVE.
-WE NEED IT
WE NEED MORE PROTECTED LAND. ITS A FRAGILE ENVORONMENT, IF WE DONT PROTECT IT IT COULD DETERIORATE VERY QUICKLY BY OVER USE.

WELL, HARD TO SAY, BUT I DON'T LIKE SEEING WILDLIFE AND BIRDS WITHOUT A PLACE TO STAY. THERE ARE SO MANY PEOPLE THAT DON'T GIVE A DAMN ABOUT WILDLIFE/BIRDS, BUT I DEFINATELY CARE ABOUT THEM. WE NEED TO PROTECT PARKS BECAUSE WHERE ARE THE LITTLE KIDS GOING TO GO WHEN THEY GROW UP IF THERE ARE NO PARKS?

WE'VE SEEN WHAT DEVELOPMENT CAN DO TO A SMALL TOWN, WE HAVE CONDOS COMING OUT OF OUR EARS AND THE PRICES ARE TOO MUCH. SOMETIMES TO GET ON THE HIGH WAY IT TAKES 15 MINUTES BECAUSE OF SO MUCH TRAFFIC FROM TOURISTS, AND WHEN THEY LEAVE AFTER THE SUMMER, THE PLACE IS BETTER SO I SAY NO MORE BUILDINGS. THE TOURISTS MAKE THNGS WORSE, ESPECIALLY WITH ALL THE WATER THEY USE AND DAMAGE WITH THE GARBAGE THEY THROW INTO IT. WHEN WE FIRST MOVED HERE THERE WHERE BEAUTIFUL THINGS LIKE GOLF COURSE AND NOW ITS ALL GONE BECAUSE OF CONDOS. THE BIG COMPANIES ARE TAKING OVER.

YOU CANT PROTECT ENOUGH LAND. THERES A PROBLEM WITH RANCHERS AND PEOPLE THINKING THEY CAN GO AND DO WHATEVER THEY WANT. THIS IS A REAL FRAGILE ECOSYSTEM THAT NEEDS PROTECTION

YOU HAVE TO PROTECT THE ENVIRONMENT.