

# Local Community Support for a National Park in the South Okanagan-Similkameen 2015

## *A Public Opinion Study*



Photo: Graham Osborne

**Fielded by Telephone March 9-13, 2015**



Commissioned by:

**South Okanagan-Similkameen National Park Network**

S33A C2 RR1, Kaleden, BC, V0H 1K0

(250) 497-6869

e-mail: [threegates@telus.net](mailto:threegates@telus.net)

[www.sosnationalpark.wordpress.com](http://www.sosnationalpark.wordpress.com)



## SURVEY METHODOLOGY

Survey results are based on a professional random digit dial telephone survey of 501 BC residents aged 18 years or older, fielded March 9-13, 2015, inclusive.

The survey was conducted within the proposed 2015 boundaries for two provincial ridings of interest: Boundary Similkameen and Penticton. A third breakout was also calculated to align the 2015 results with 2010 tracking data from Subdivisions A - G in Regional District 7, Okanagan Similkameen.

The following table describes the sample size in each region, as well as the associated margin of error for a single parameter.

Riding	Sample number	Margin of Error @95% Confidence	Margin of Error @90% Confidence
<b>Boundary Similkameen</b>	251	±6.2%	±5.2%
<b>Penticton</b>	250	±6.2%	±5.2%
<b>Okanagan-Similkameen Regional District 7 - Areas A-G, and excluding H</b>	367	±5.1%	±4.3%
<b>Total Sample</b>	501	±4.4%	±3.7%

Respondents were recruited from an MRIA Gold Seal accredited call centre, with a total of 501 interviews.

Weighting was applied to the data according to BC Statistics 2014 figures on region, age and gender.

The notation \* indicates a percentage greater than zero but less than 0.05.

McAllister is an accredited member of ESOMAR, the international professional body for public opinion research and market intelligence.



## CORE QUESTIONNAIRE

**Q1. If a BC PROVINCIAL election were held today, which of the following political parties would you be most inclined to support?**

	Boundary-Similkameen Constituency (PED05)*	Penticton Constituency (PED47)*
The BC Liberal Party	36% (46.3%)	31% (45.8%)
The BC NDP	30% (39.3%)	26% (40.3%)
The BC Conservative Party	15% (N/A)	17% (9.2%)
The BC Green Party	14% (8.7%)	22% (N/A)
Some other party	5% (5.6%)	4% (4.6%)

\*2013 BC Provincial Electoral District (PED) results in brackets.

**Q2. 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?**

Awareness of national park proposal	Boundary-Similkameen Constituency (PED05)	Penticton Constituency (PED47)	Reg District S. Okanagan Similkameen <u>2015</u>
Yes [DEFINITE]	67%	60%	72%
No [DEFINITE]	27%	37%	23%
May have [POSSIBLY]	5%	3%	4%
DK/NA / Not sure	1%	1%	1%

\*2013 BC Provincial Electoral District (PED) results in brackets.

Comparison of awareness 2010 vs. 2015	Reg District S. Okanagan Similkameen <u>2010</u>	Reg District S. Okanagan Similkameen <u>2015</u>
Yes [DEFINITE]	68%	72%
No [DEFINITE]	25%	23%
May have [POSSIBLY]	6%	4%
DK/NA / Not sure	1%	1%

**Q3. 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?**

Support/opposition for the national park	Boundary-Similkameen Constituency (PED05)	Penticton Constituency (PED47)	Reg District S. Okanagan Similkameen 2015
<b>TOTAL FAVOUR</b>	<b>65%</b>	<b>76%</b>	<b>69%</b>
Strongly Favour	41%	48%	41%
Somewhat Favour	24%	28%	28%
Somewhat Oppose	8%	5%	6%
Strongly Oppose	19%	9%	15%
<b>TOTAL OPPOSE</b>	<b>27%</b>	<b>14%</b>	<b>21%</b>
Depends / Neutral	9%	10%	10%

Comparison of support 2010 vs. 2015	Reg District S. Okanagan Similkameen 2010	Reg District S. Okanagan Similkameen 2015
<b>TOTAL FAVOUR</b>	<b>63%</b>	<b>69%</b>
Strongly Favour	43%	41%
Somewhat Favour	20%	28%
Somewhat Oppose	8%	6%
Strongly Oppose	18%	15%
<b>TOTAL OPPOSE</b>	<b>26%</b>	<b>21%</b>
Depends / Neutral	11%	10%

Support for national park by Provincial Party Preference	The BC Liberal Party	The BC NDP	The BC Conservative Party	The BC Green Party	Some other party
<b>TOTAL FAVOUR</b>	<b>71%</b>	<b>71%</b>	<b>69%</b>	<b>84%</b>	<b>27%</b>
Strongly favour	46%	50%	45%	53%	0%
Somewhat favour	25%	21%	24%	31%	27%
Somewhat oppose	6%	9%	9%	2%	14%
Strongly oppose	20%	9%	10%	12%	21%
<b>TOTAL OPPOSE</b>	<b>26%</b>	<b>17%</b>	<b>19%</b>	<b>14%</b>	<b>35%</b>
Depends / Neutral	4%	11%	12%	2%	39%

**Q4. I am going to read a MIX of statements related to the pros and cons of a Canadian national park in the South Okanagan – Similkameen region. As I read each one, please tell me the extent to which you AGREE or DISAGREE. PROBE: Would that be strongly or somewhat (agree/disagree)?**

	TOTAL AGREE	Strongly Agree	Somewhat agree	Somewhat disagree	Strongly disagree	TOTAL DISAGREE	DK/NA
Parks and protected areas are essential to supporting fish and wildlife habitat in BC	<b>90%</b>	71%	19%	5%	3%	<b>7%</b>	3%
It is important to protect plant and wildlife species in the South Okanagan-Similkameen an area which includes the highest concentration of endangered species in the country.	<b>89%</b>	67%	22%	4%	4%	<b>8%</b>	3%
Our MLAs should listen to local regional governments, tourism associations, chambers of commerce, and First Nations - ALL of WHOM are supportive of the national park process	<b>79%</b>	52%	27%	6%	6%	<b>12%</b>	9%
Federal investment and additional tourism from a national park in the South Okanagan would create long-term jobs and stimulate the local economy	<b>63%</b>	24%	39%	16%	12%	<b>27%</b>	10%
A national park in the South Okanagan-Similkameen would cause unnecessary hardship for local landowners, ranchers and farmers	<b>36%</b>	13%	23%	20%	21%	<b>41%</b>	23%
A national park in the South Okanagan would harm quality of life for local residents	<b>32%</b>	12%	20%	21%	39%	<b>61%</b>	8%
Existing BC government protections for endangered species and their habitat are MORE than sufficient; we do NOT need additional federal protection in the South Okanagan-Similkameen	<b>25%</b>	10%	15%	29%	33%	<b>62%</b>	14%
We have protected TOO MUCH land in the region already	<b>15%</b>	5%	10%	40%	36%	<b>76%</b>	9%

**Q5. Do you, or anyone in your IMMEDIATE HOUSEHOLD take part in any of the following activities in the Okanagan-Similkameen?**

	YES	NO	DK/NA
Walking, Hiking, Cycling or Horseback riding	86%	13%	1%
Camping	68%	32%	0%
Nature appreciation, including bird watching	65%	35%	1%
Fishing	51%	49%	0%
The tourism business	25%	73%	2%
Riding ATVs or snowmobiling	23%	77%	1%
Hunting	22%	78%	0%
Running a farm or ranch as a business	13%	87%	0%

Support for national park by profession or household activities	Running a farm or ranch as a business	The tourism business	Hunting	Fishing	Riding ATVs or snowmobiling	Camping	Walking, hiking, cycling or horse back riding	Nature apprec, including bird watching
<b>TOTAL FAVOUR</b>	<b>79%</b>	<b>68%</b>	<b>70%</b>	<b>72%</b>	<b>67%</b>	<b>74%</b>	<b>74%</b>	<b>76%</b>
Strongly favour	44%	45%	42%	43%	47%	51%	48%	49%
Somewhat favour	35%	23%	28%	29%	20%	23%	27%	27%
Somewhat oppose	3%	3%	2%	6%	7%	7%	5%	5%
Strongly oppose	10%	19%	15%	13%	17%	11%	12%	11%
<b>TOTAL OPPOSE</b>	<b>12%</b>	<b>22%</b>	<b>17%</b>	<b>19%</b>	<b>24%</b>	<b>17%</b>	<b>17%</b>	<b>16%</b>
Depends / Neutral	9%	10%	13%	9%	9%	9%	9%	8%

**Q6. And finally, again, can you tell me CONFIRM whether you think that PROTECTING portion of the South Okanagan-Similkameen in a National Park is generally a GOOD IDEA, A BAD IDEA?**

Support for national park at end of the call	BOUNDARY-SIMILKAMEEN CONSTITUENCY (PED05)	PENTICTON CONSTITUENCY (PED47)	REG DISTRICT S. OKANAGAN SIMILKAMEEN 2015
<b>Good idea</b>	<b>64%</b>	<b>79%</b>	<b>70%</b>
Bad idea	26%	12%	19%
Depends	3%	3%	3%
Unsure / neutral	7%	6%	7%
Refuse	1%	1%	1%

*\*2013 BC Provincial Electoral District (PED) results in brackets.*

#### D1. RECORD GENDER

	BOUNDARY-SIMILKAMEEN CONSTITUENCY	PENTICTON CONSTITUENCY	REG DISTRICT S. OKANAGAN SIMILKAMEEN
Male	46%	50%	49%
Female	54%	50%	51%

#### D2. AGE

	BOUNDARY-SIMILKAMEEN CONSTITUENCY	PENTICTON CONSTITUENCY	REG DISTRICT S. OKANAGAN SIMILKAMEEN
18-44	29%	27%	27%
45-64	36%	42%	39%
65+	35%	31%	34%

**Contacts:** For further information on the poll, contact:

Angus McAllister  
 President, McAllister Opinion Research  
 778-999-7506  
[angus@mcallister-research.com](mailto:angus@mcallister-research.com)

Digital copies of complete 8-page report and 4-page Executive Summary are available on-line from: [www.sosnationalpark.wordpress.com](http://www.sosnationalpark.wordpress.com)