



Research Factum | British Columbia

Methodology:

Results are based on an online study conducted from September 25 to September 28, 2019, among 842 adults in British Columbia.

The data has been statistically weighted according to Canadian census figures for age, gender and region in British Columbia.

The margin of error—which measures sample variability—is +/- 3.4 percentage points, nineteen times out of twenty.

Sierra Club BC

Do you support or oppose taking action to defend endangered old-growth forests in BC?

- More than nine-in-ten British Columbians (92%) support taking action to defend endangered old-growth forests in BC.
- Support for taking action to defend endangered old-growth forests is high across all regions of the province, including the Fraser Valley (97%), Metro Vancouver (93%), Southern BC (90%), Northern Vancouver Island (87%), Southern Vancouver Island (83%) and Northern BC (also 83%).

As you may know, the BC government promised during the 2017 election campaign that they would take action for old-growth (or ancient) forests, using the Great Bear Rainforest model. This involves:

- More protection for old growth trees.
- Less logging.
- Partnerships with First Nations.
- Support for a more diversified economy.

How important is it to you that the BC government keeps these promises to increase protection of old-growth (or ancient) forests in our province?

- Almost seven-in-ten British Columbians (69%) say this is “very important” to them, while about one-in-four (23%) consider this “moderately important.”

Below are some reasons for people to care about defending old-growth (or ancient) forests. How much does each of these reasons matter to you, personally?

- The reasons for British Columbians to care “a great deal” or “a moderate amount” are “old-growth forests capture and store carbon from the atmosphere, which helps defend our communities from the extreme weather that is caused by climate change” (85%), “old-growth forests give us clean water and help clean the air” (84%), “for the beauty of the landscape” (83%), “old-growth forests protect communities from droughts, flooding and landslides worsened by climate change” (also 83%), “salmon depend on old-growth forests for their spawning habitat” (80%), and “old-growth forests provide excellent places for recreation and tourism” (79%)

Below are some reasons for people to care about defending old-growth (or ancient) forests. How much does each of these reasons matter to you, personally?

- The reasons for British Columbians to care “a great deal” or “a moderate amount” are “many important and rare species depend on old-growth forests” (86%), “given our changing climate, if old-growth trees are logged they will never grow back in the same way” (85%), “because old-growth forests are being logged at a rapid rate and there is very little remaining” (also 85%), “as a legacy for future generations” (also 85%), “old-growth forests are globally rare and important” (also 85%) and “old-growth forests are important for First Nations cultural values” (80%).

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