



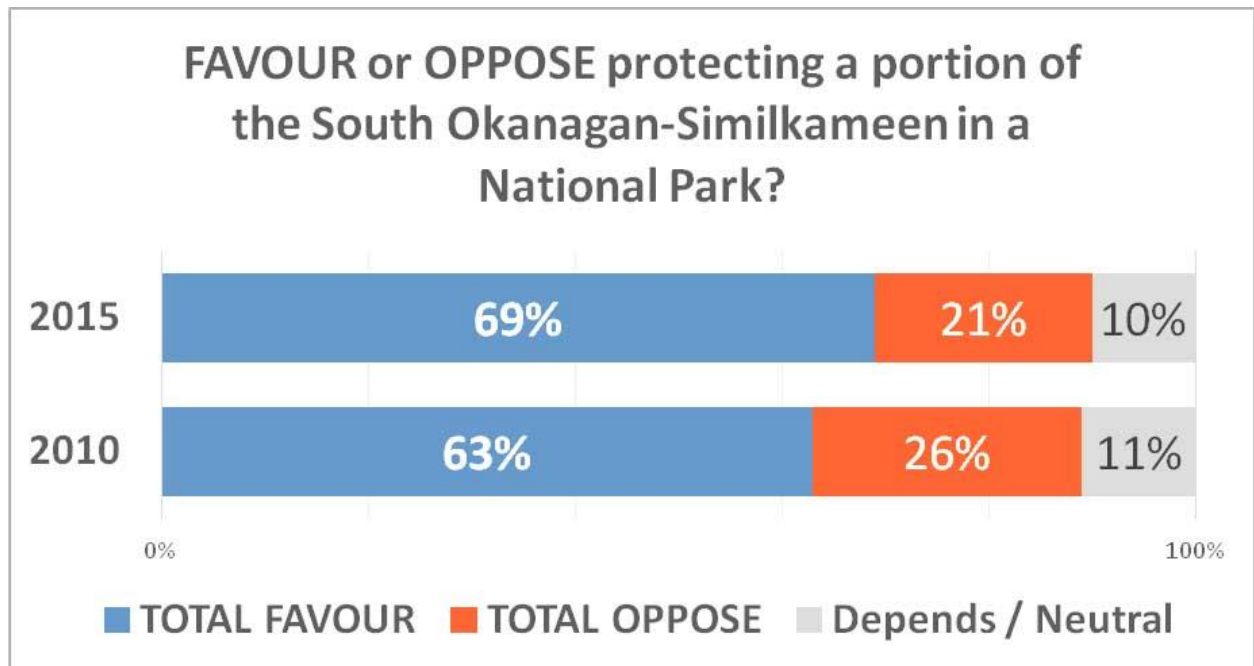
Public Opinion Study: Support for a National Park in the South Okanagan-Similkameen 2015

Executive Summary

During the week of March 9 – 13th, 2015, McAllister Opinion Research¹ conducted a random digit dial public opinion poll, consisting of 501 telephone interviews in the South Okanagan Similkameen region. The area surveyed includes the provincial ridings of Boundary-Similkameen and Penticton, as well as the Regional District of the South Okanagan-Similkameen (RDOS). A random sample of 501 telephone interviews within the population surveyed would yield a margin of error of $\pm 4.4\%$ nineteen times out of twenty, or $\pm 3.7\%$ nine times out of ten.

Results:

- **Majority support for a national park in South Okanagan-Similkameen has increased significantly over the past five years.** As of March 2015, residents of the RDOS are now **3:1 in support of a National Park** in the South Okanagan Similkameen (69% favour /21% oppose), up from just over 2:1 in 2010 (63% in support / 26% opposed) in 2010.



- **Two-of-three of MLA Linda Larson’s constituents support the Park.** Today, in the provincial riding of Boundary-Similkameen, two of three (65%) residents support the national park, while just over a quarter (27%) oppose it. About one in ten (9%) are neutral.

¹ McAllister Opinion Research is an accredited member of ESOMAR, the international professional organization for opinion research.

- **Three-of-four of MLA Dan Ashton’s constituents support the Park.** Today, in the provincial riding of Penticton, three out of four (76%) residents support the national park, while just 14 per cent oppose it. One in ten (10%) are neutral.
- **Strong majority support for the national park across all provincial political parties:**

Party Preference	Favour Park	Oppose Park
BC Liberals	71%	25%
BC Conservatives	69%	19%
BC NDP	71%	18%
BC Green Party	84%	14%

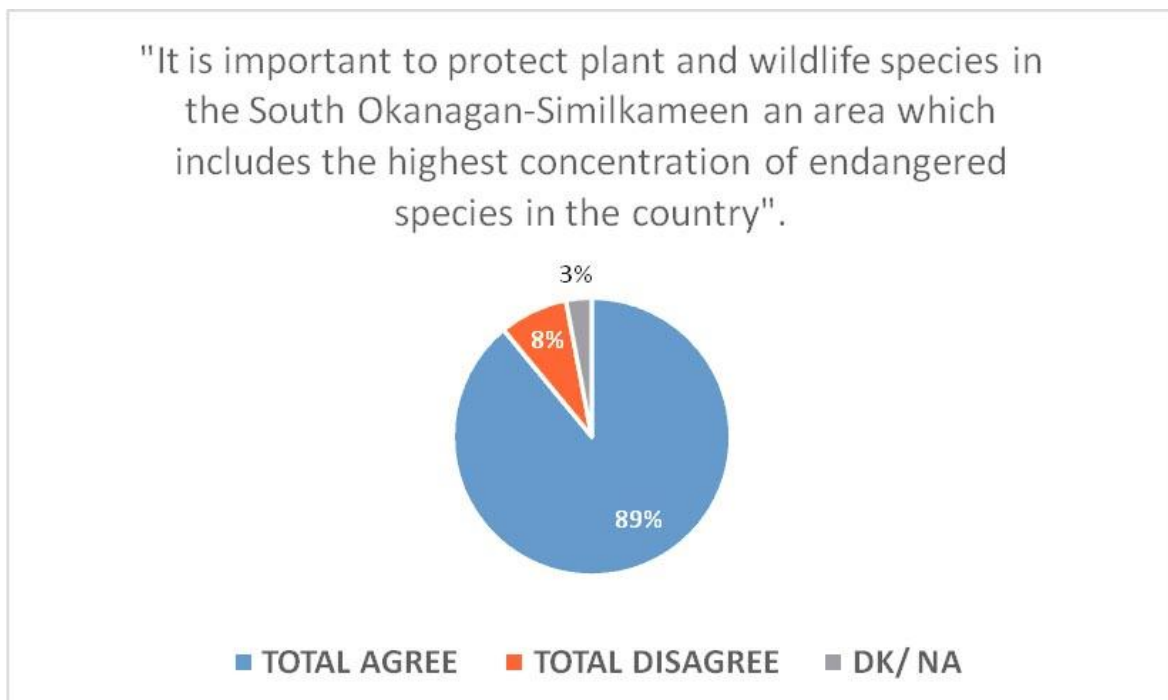
- **Majority of hunters and other recreationalists support for park.** Various activity groups were asked about their position on the park. All activity groups supported the national park by very large margins. Perhaps surprisingly, support from ranching and farming families was the highest (6:1). Equally surprising was the strong support of local hunting families (4:1), and also the off-road vehicle operators at 3:1 in favour of the national park.

HOUSEHOLD ACTIVITIES	Attitude toward National Park		
	Favour %	Oppose %	Neutral
Running a farm or ranch as a business	79%	12%	9%
The tourism business	68%	22%	10%
Hunting	70%	17%	13%
Fishing	72%	19%	9%
Riding ATVs or snowmobiling	67%	24%	9%
Camping	74%	17%	9%
Walking, hiking, cycling or horseback riding	74%	17%	9%
Nature appreciation, including bird watching	76%	16%	8%

- **Local MLA stance seen as inconsistent with position of local leaders.** Nearly eight out of ten (79%) residents say that local MLAs should be following the lead of local business and local governments who are supportive of the national park process.



- **Endangered species are viewed as a priority responsibility.** Nine out of ten (89%) local residents across the region agree that the protection of endangered species is an important priority.



Contacts:

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Digital copies of complete 8-page McAllister survey and the 4-page Executive Summary are available on-line from: www.sosnationalpark.wordpress.com