



**FOREST ISSUES
SURVEY**

Presented To COFI On October 23, 2000

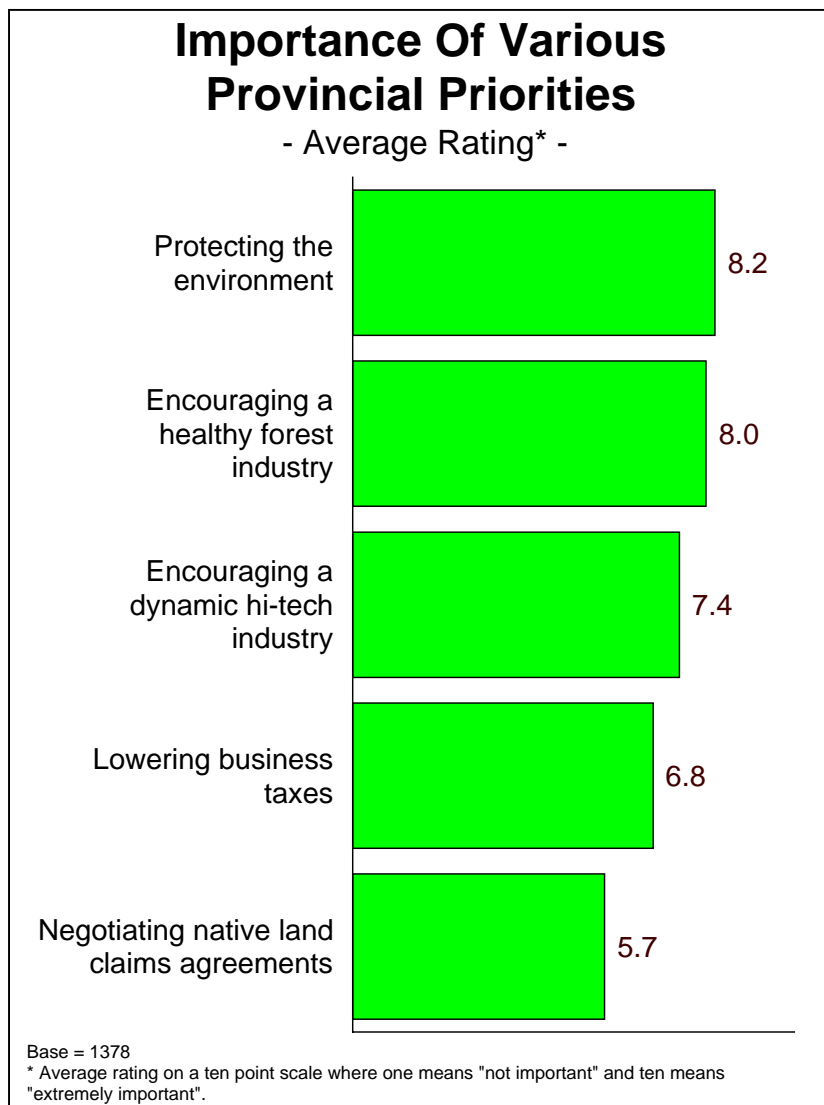
If you have any questions, please contact **Julie Winram**

(01-025)

600 East Tower, City Square, 555 West 12th Avenue, Vancouver, BC V5Z 3X7
Tel: (604) 664-2400 Fax: (604) 664-2456
email: findings@marktrend.com

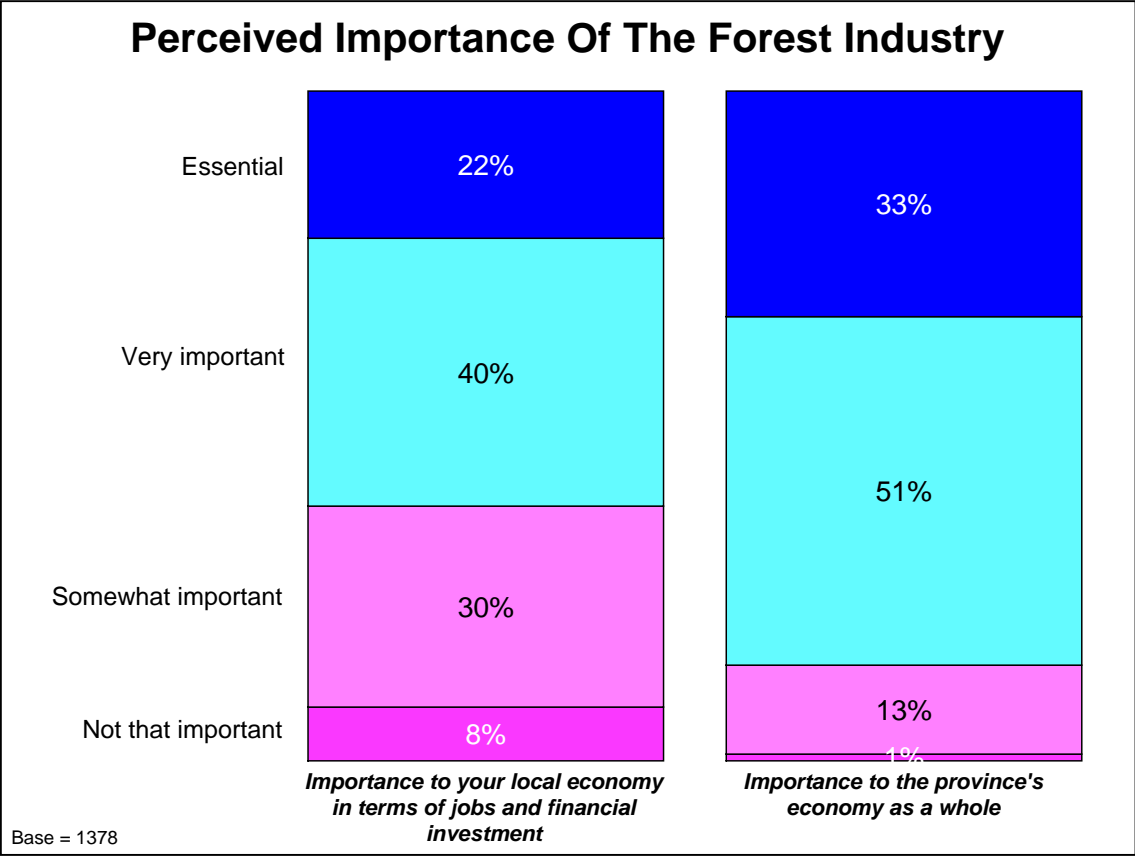
Provincial Priorities

- When asked to consider five different priorities for the province -- protection of the environment and encouraging a healthy forest industry top the list.
- Environmental protection nets an overall average rating of 8.2 out of 10 (on a 10-point scale where one is not important and 10 is extremely important) while a healthy forest industry scores an average of 8.0. Aside from the Lower Mainland where the environment is accorded greater priority, in all other regions of the province, residents place as great or greater priority on a healthy forest industry.
- Residents place relatively less importance on encouraging a dynamic hi-tech industry (7.4 out of 10) and lowering business taxes (6.8). They come close to apathy when it comes to negotiating land claims agreements (5.7).



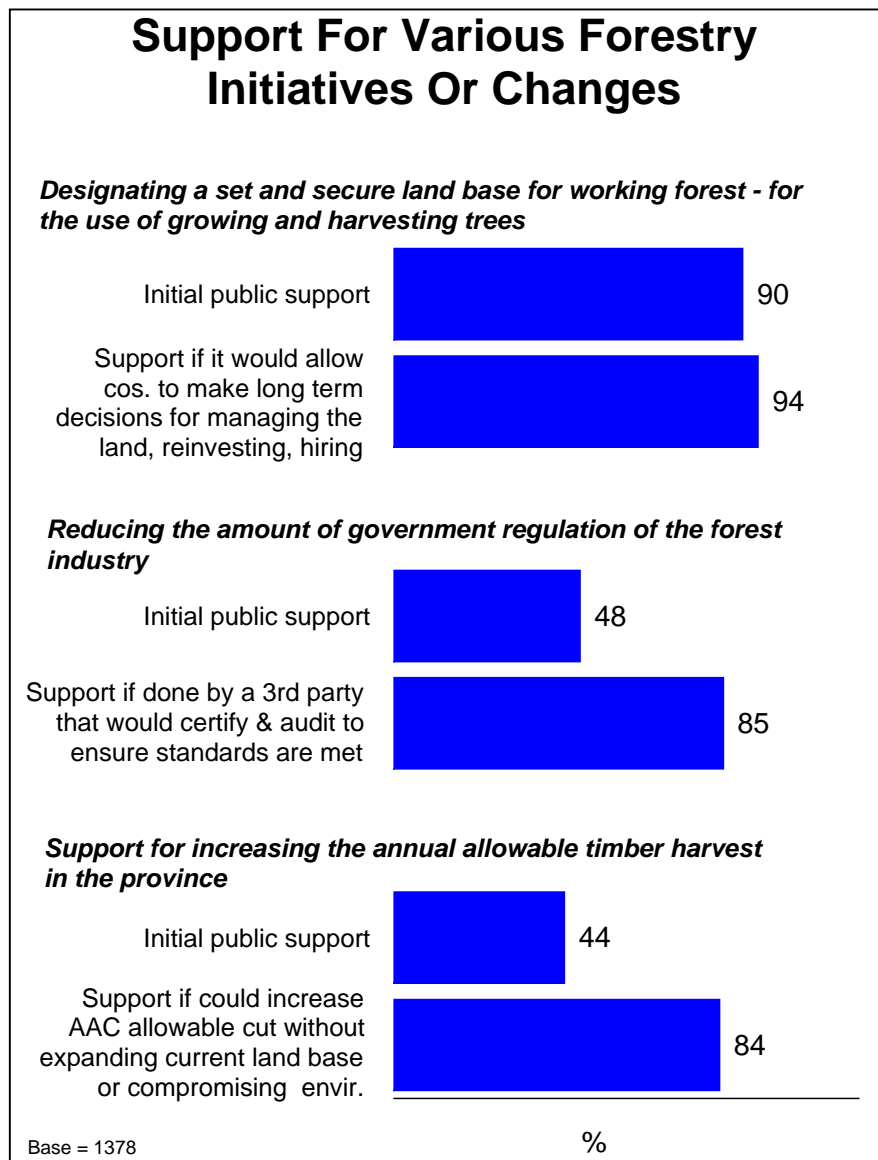
Perceived Importance Of The Forest Industry

- BC residents widely agree that the forest industry is important to their local economy and to the province's economy as a whole.
- Still, there are regional variations in just how important the industry is. For the typical resident in the forestry regions of the Cariboo/Prince George and Prince Rupert, the industry is regarded as essential to their local economy. In comparison, the industry is typically considered very important to residents living in the Nelson/Kamloops and Island/Coastal regions. While residents of the Lower Mainland believe their economy is the least reliant on the forest industry, they do acknowledge that the industry's contribution is substantial to the province's economy as a whole.



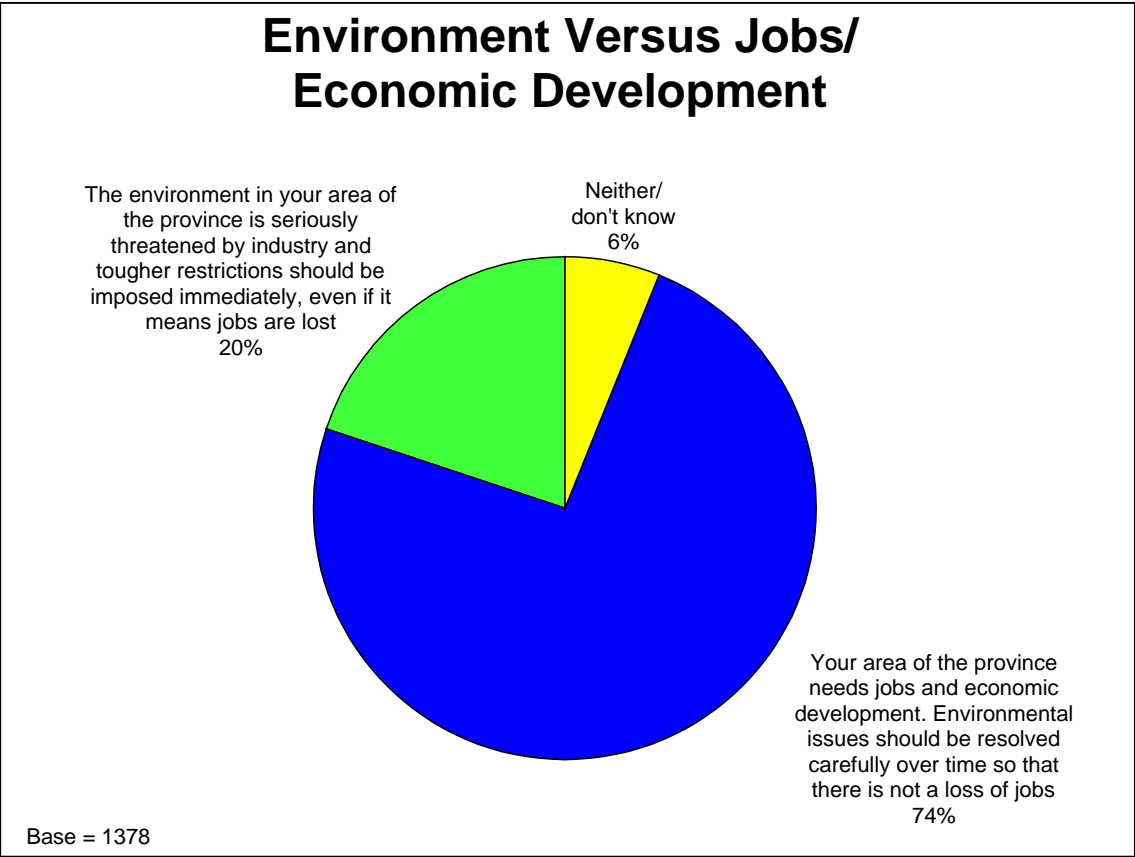
Public Support For Various Forestry Initiatives/Changes

- Nine in ten British Columbians widely support designating a secure land base for a working forest. This support increases to 94% once residents are informed that this would allow companies to make long-term decisions when it comes to managing the land, reinvesting in their industry and hiring people.
- While the public expresses less support when first asked about reducing government regulation (48%), their approval broadens considerably (to 85%) once they are informed that this could be done by changing to a certification system whereby a third party would certify and audit companies to ensure environmental standards are being met.
- Similarly, while not quite half of BC residents support increasing the annual allowable cut (when first asked), approval reaches a very clear majority of 84% once assured that this could be done without expanding the land base currently used for forestry and while maintaining environmental standards.



The Environment Versus Jobs/Economic Development

➤ British Columbians are not willing to sacrifice jobs and economic development for tougher environmental restrictions. By more than a three to one margin, residents would prefer to see environmental issues resolved carefully over time, rather than see tougher restrictions imposed immediately, if this would result in a loss of jobs.



Responding To Efforts To Encourage Foreign Boycotts

➤ British Columbians want to see the government, the forestry industry and communities working together to combat efforts aimed at encourage foreign governments and companies to boycott BC forest products. By a three to one margin, residents would prefer to see a coordinated effort to combat such tactics. This preference is voiced by a wide majority of residents in all regions of the province.

