

POLL EMBARGOED UNTIL APRIL 25TH, 6 AM PST

Protecting BC's Wild Salmon

25th April 2018



MAINSTREET RESEARCH



METHODOLOGY

The analysis in this report is based on a survey conducted between April 12th, 2018 and April 15th, 2018, among a sample of 1496 adults, 18 years of age or older, living in the province of British Columbia. The survey was conducted using live agents using Computer Assisted Dialing. Respondents were interviewed on both landlines and cellular phones. The survey is weighted to represent the voting population of British Columbia.

This survey was conducted by Mainstreet Research and was sponsored by Wild First.

The sampling frame for the survey was derived from both a national telephone directory compiled by Mainstreet Research from various commercially available sources and random digit dialing. The survey that dialed from the directory was conducted as a stratified dial of the City of Vancouver, the Vancouver suburbs, Vancouver Island, and the rest of British Columbia. In the case of random digit dials, respondents were asked the additional question of what region of the country they resided in. In each case, respondents were dialed at random.

The margin of error for the first survey is +/- 2.53% and is accurate 19 times out of 20.

(full methodology appears at the end of this report)

ABOUT MAINSTREET

With 20 years of political experience in all three levels of government, President and CEO Quito Maggi is a respected commentator on international public affairs.

Differentiated by its large sample sizes, Mainstreet Research has provided accurate snapshots of public opinion, having predicted a majority NDP government in Alberta, and was the only polling firm to correctly predict a Liberal majority government in the 2015 federal election. Mainstreet also accurately predicted the Miami & New York City Mayoral elections in November 2017, and the Alabama special election in 2017. Mainstreet Research is a member of the World Association for Public Opinion Research and meets international and Canadian publication standards.

CONTACT INFORMATION

In Ottawa:

Quito Maggi, President
quito@mainstreetresearch.ca

In Toronto:

Dr. Joseph Angolano, Vice President
joseph@mainstreetresearch.ca

Find us online at:

www.mainstreetresearch.ca
twitter.com/MainStResearch
facebook.com/mainstreetresearch

Federal and provincial governments get failing grades on protecting BC wild salmon: poll of British Columbians

VANCOUVER: April 25, 2018 – New public opinion research shows that British Columbians overwhelmingly support greater protection of wild salmon populations by government. A new survey by Mainstreet Research shows that BC residents think both the federal and provincial governments are not doing a good job of protecting BC's wild salmon population, and they expect better.

“The importance of protecting wild salmon in BC cannot be over stated. Over 90% of BC residents think it is at least somewhat important with almost two thirds considering it very important (61%)”, said Quito Maggi, President and CEO of Mainstreet Research. “Our findings show that wild salmon protection is an issue that transcends party lines.”

Among party supporters, 99% of Green Party of Canada voters said that wild salmon protection is important – the highest among federal party supporters. The same is true among provincial parties, where 94% of BC Green supporters say that protecting wild salmon is important.

“Just 20% think the Trudeau government is doing at least a good job at protecting wild salmon, including just 5% who think they are doing a very good job,” continued Maggi. “The Horgan government scores marginally better - 21% of respondents saying it is at least doing at least a good job, with 4% who feel that the BC government is doing a very good job on the issue.”

“Although pipelines have been dominating the headlines, these findings clearly show that wild salmon protection resonates more strongly with British Columbians as an issue that governments need to address,” said Tavish Campbell from the Wild First campaign – a coalition of mainstream business, academic, Indigenous and environmental leaders pressing for a science-based and orderly transition to sustainable methods of aquaculture.

“The research shows that there is a strong public sentiment that it's time for both levels of government to put partisanship and special interests aside and address the root causes of declining and unpredictable salmon returns,” Campbell continued. “We need to prioritize the issues that matter most to British Columbians, and protecting our salmon takes the prize among environmental concerns in this province.”

The Mainstreet Research survey asked respondents to rate relative priority areas of concern. These findings are part of a larger survey commissioned by Wild First that looks at provincial and federal issues. Additional findings from the survey will be released in the days ahead.

About Wild First

Wild First is a campaign powered by concerned Canadians, business leaders, scientists, and allies who understand that the current salmon farming practices are putting the health of our coastal ecosystem at grave risk.

Wild First is calling for government, industry, and the scientific community to come together and transition West Coast salmon farming to sustainable closed containment aquaculture by 2025. Doing so will protect threatened salmon runs from the pollution and disease transfer of current open net pens, and will preserve wild salmon as a keystone species that supports the wider and vitally important Pacific marine aquatic ecosystem.

Executive Summary

Protecting wild salmon is clearly an important issue to British Columbians. Nine-in-ten view this issue as either very important (61%), important (20%), or somewhat important (10%). Just 2% said the issue was not at all important, with a further 5% saying they were neutral, and another 2% being unsure. Unsurprisingly, vast majorities across all demographic groups and political persuasions attach importance to protecting wild salmon. That said, women are more likely than men to say this issue is very important (65% to 57%). Additionally, federal and provincial supporters of the Greens and New Democrats are more likely than their counterparts to say protecting wild salmon is very important.

Respondents are more likely to say the federal government is doing a poor job rather than a good job of protecting wild salmon. Overall, 38% say the government is doing a poor (19%) or very poor (19%) job in this space, while 20% feel the government is doing a good job, with just 5% describing it as very good. Just over one-in-four (27%) say the federal government is doing neither a good job or a poor job, while an additional 17% weren't sure. Even among federal Liberals, just 26% say the government is doing a good job, slightly more than the 23% who feel they're doing a poor job. Resistance to the government's performance is particularly robust among supporters of the NDP and Greens. Among federal New Democrats, nearly half (49%) say the government is doing a poor job. Among federal supporters of the Green Party, nearly two-in-three (63%) say the government is doing a poor job, including 36% who describe it as very poor.

Respondents are similarly unenthusiastic about the provincial government's performance in protecting wild salmon. Overall, 21% say the province is doing a very good (4%) or good (17%) job of protecting wild salmon, while 32% feel the government is doing a poor (18%) or very poor (14%) job. An additional 36% describe the government's performance as neither good nor poor, while 16% were unsure. Those under the age of 35 are slightly more likely than those older to feel the province is doing at least a good job in this space. Provincial New Democrats are split, with 27% feeling the government is doing a good job, and 29% a poor job of protecting wild salmon. By a margin of 47%-10%, provincial Green Party supporters feel the government is doing a poor job rather than a good job in this space.

Any analysis of the voter intentions in this survey must be viewed through the lens of the timing of the fielding. It is important to note that the entire fielding was done during the height of the latest dispute over the Kinder Morgan pipeline expansion. At the federal level, the Conservatives hold a strong lead and we see a significant change from Mainstreet's last snapshot of federal voting intentions in British Columbia in January 2018. The Conservatives stand at 36%, compared to 22% for the Liberals, 18% for the NDP, and 11% for the Green Party. A further 2% would vote for another



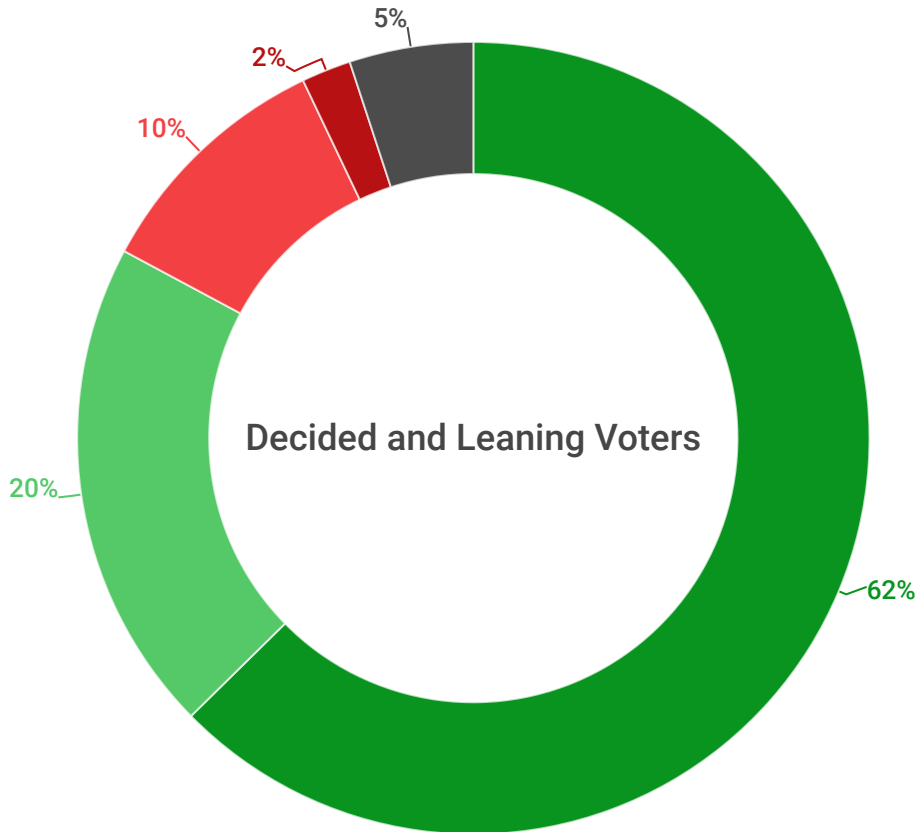
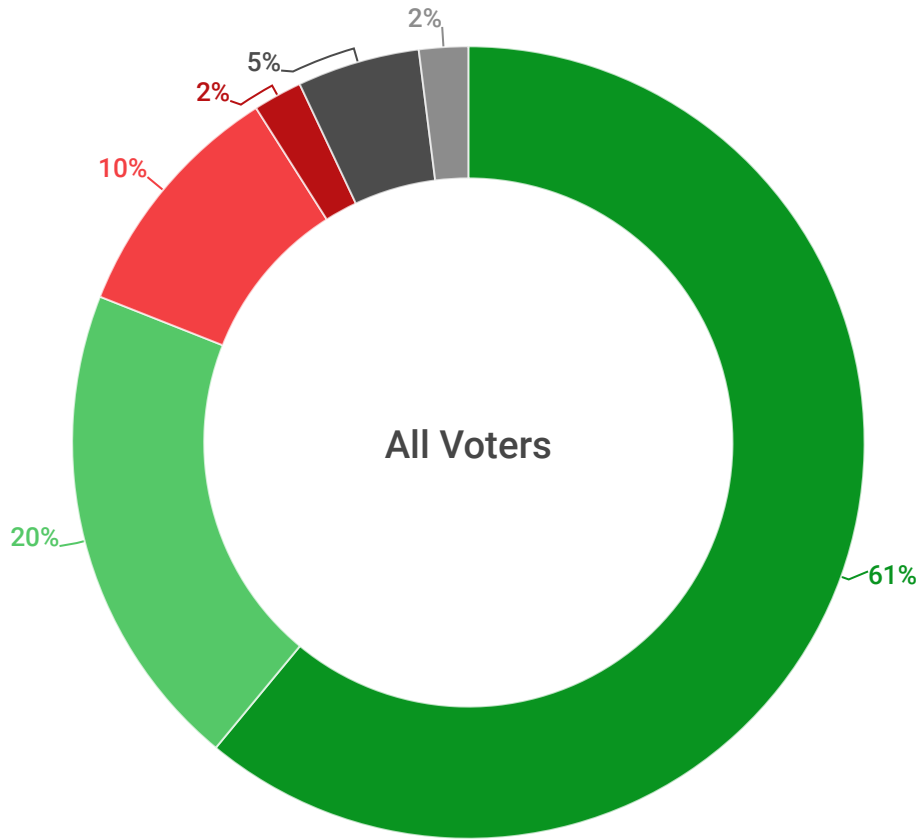
party, while 11% are undecided. There is a large gender gap on the question. Among decided and leaning voters, a majority of men support the Conservatives (50%), while the Liberals are at 23%, the NDP at 14%, with another 9% supporting the Green Party. Conversely, support for the Conservatives, Liberals, and NDP are evenly split (29%, 27%, and 26% respectively), with the Greens significantly higher also (15%).

Support is closely divided in the city of Vancouver among decided and leaning voters, with 31% apiece supporting the Liberals and NDP, 24% supporting the Conservatives, and 13% preferring the Greens. In the city's suburbs, Conservative support jumps to 42%, compared to 29% for the Liberals, 18% for the NDP, and 8% for the Greens. More than one-in-three voters on Vancouver Island would vote Conservative (36%), compared to 22% apiece for the NDP and Greens, and 15% for the Liberals. In the rest of the province, Conservative support (46%) is double that of their nearest rival, the Liberals (23%), followed by the NDP with 16%, and the Greens (13%).

At the provincial level, 37% of decided and leaning respondents would vote for the BC Liberals, while 31% prefer the BC NDP, 17% the BC Green Party, and 12% the BC Conservative Party. Just 2% would support another party, while 5% are undecided.

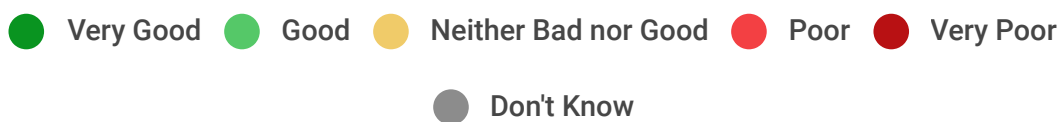
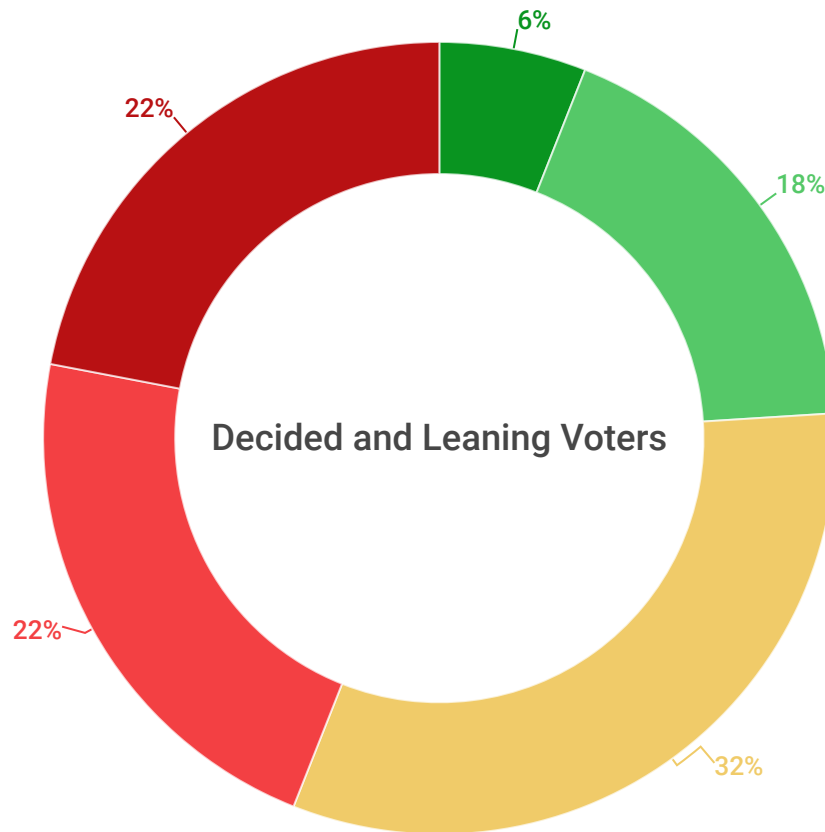
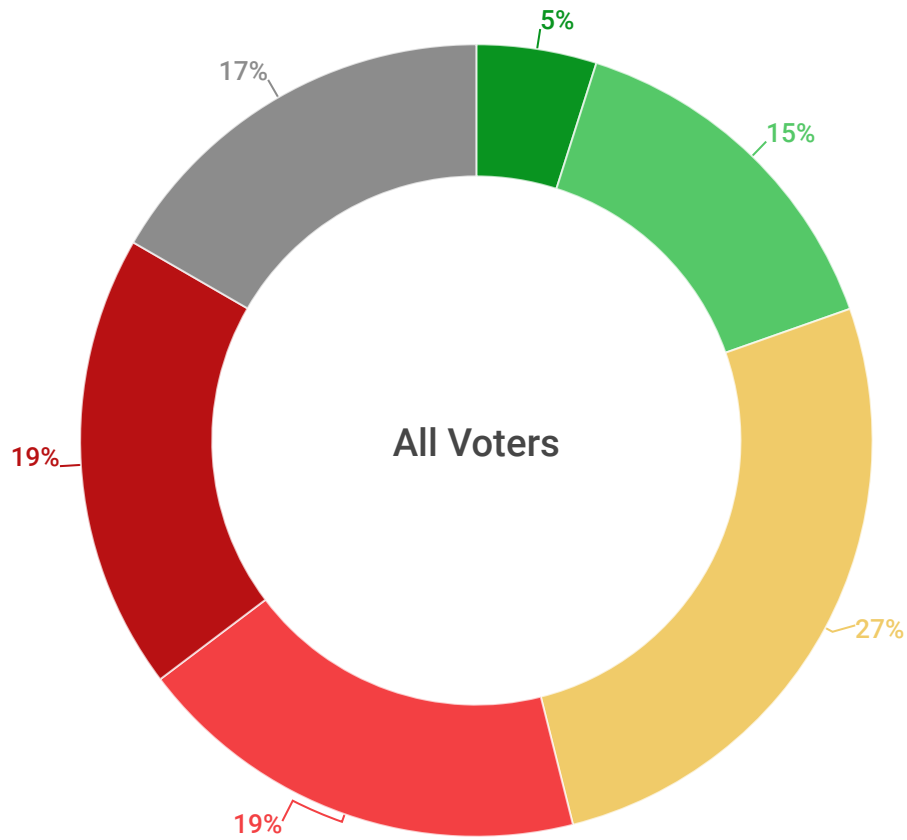
A strong gender gap exists on the question with women (28%) being much less likely than men (47%) to support the BC Liberals. Conversely, men (28%) are less likely than women (38%) to prefer the BC NDP and a significant increase for Green Party exists among women (21%).

In your opinion, how important is it to protect wild salmon in British Columbia?

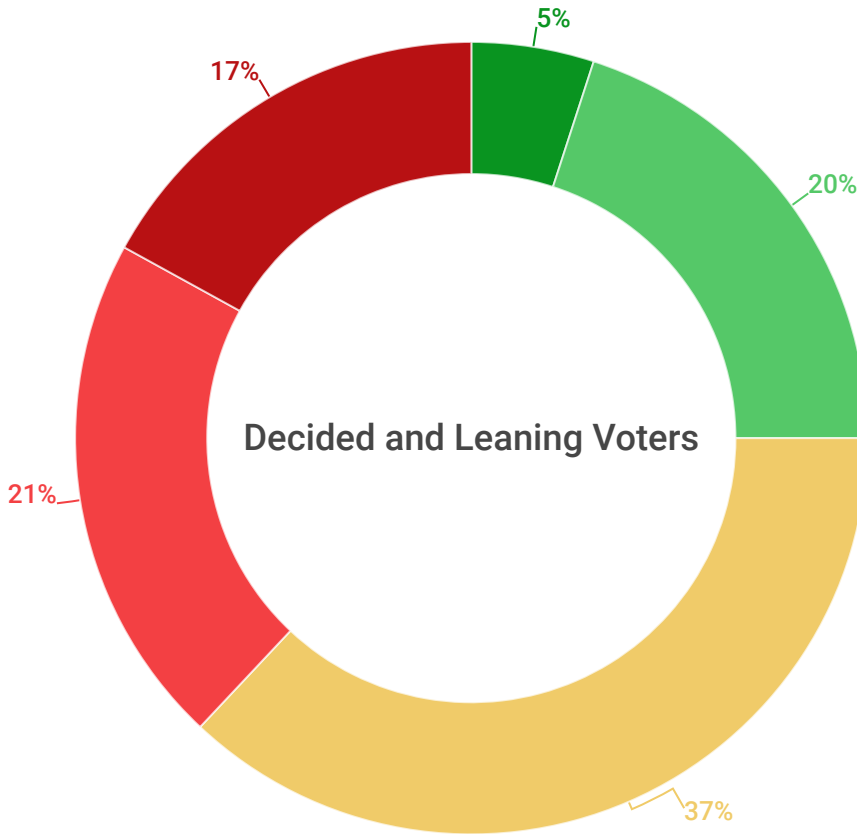
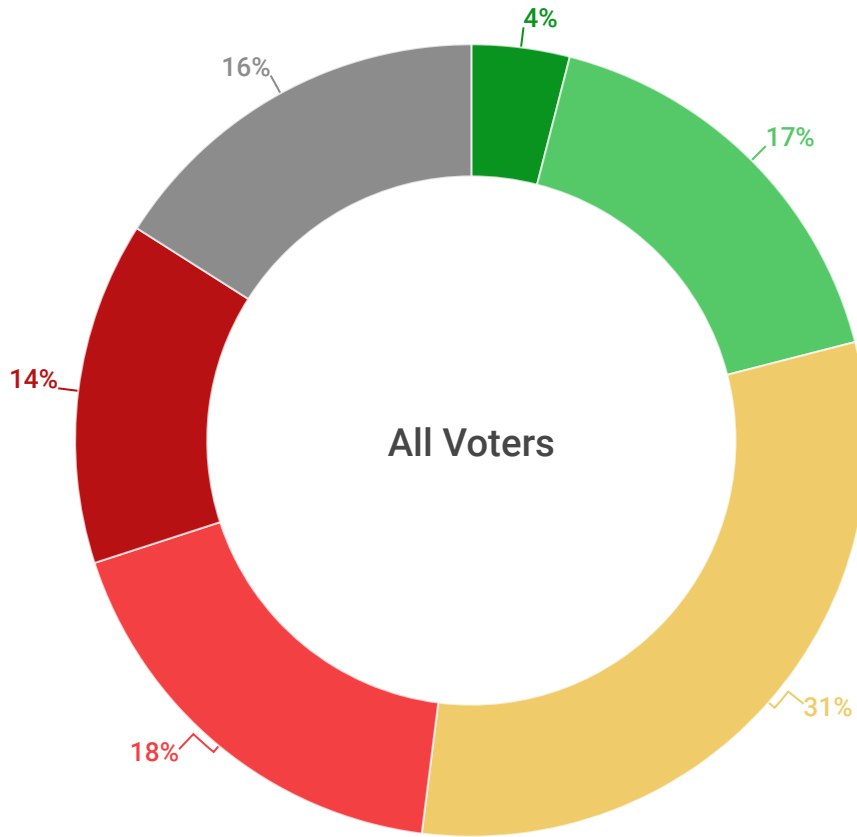


- Very Important
- Important
- Somewhat important
- Not at all important
- Neutral
- Don't Know

How would you rate the job that the federal government does at protecting wild salmon in British Columbia?

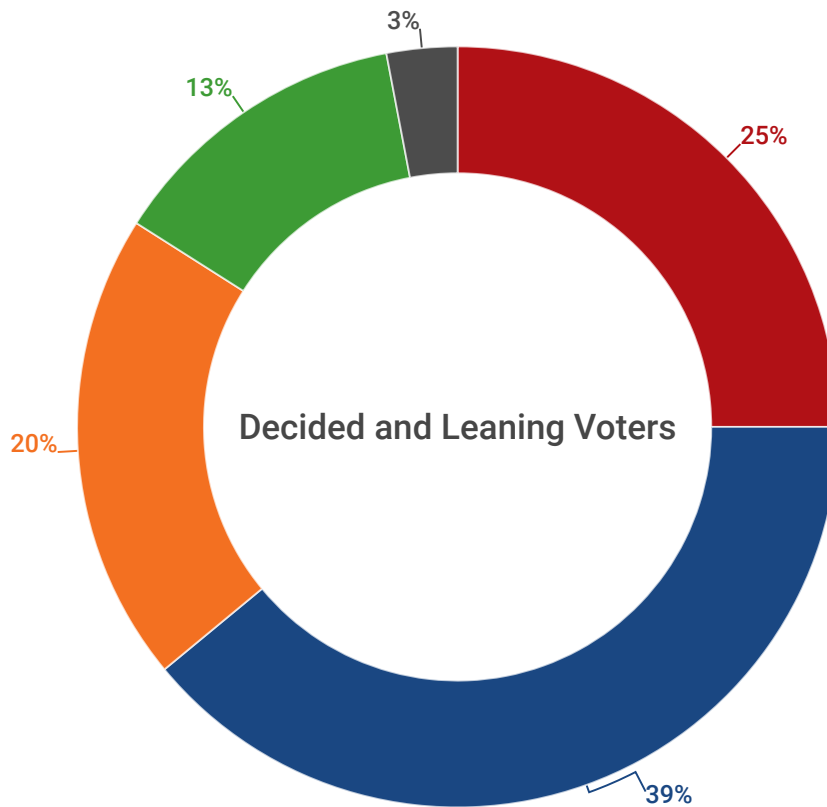
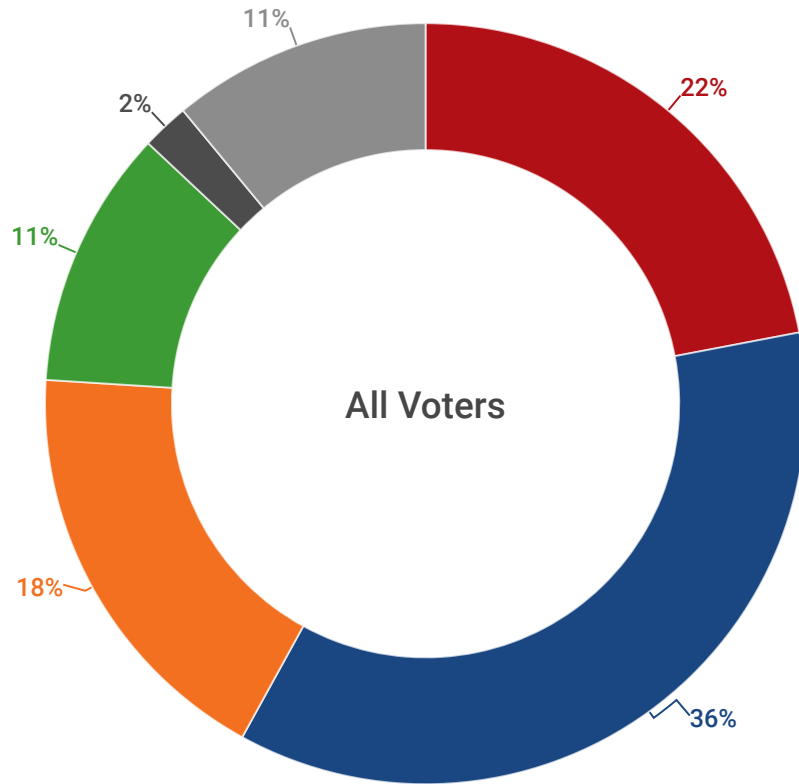


How would you rate the job that the provincial government does at protecting wild salmon in British Columbia?



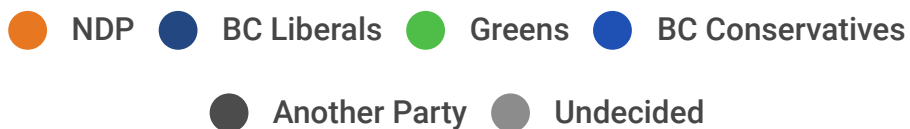
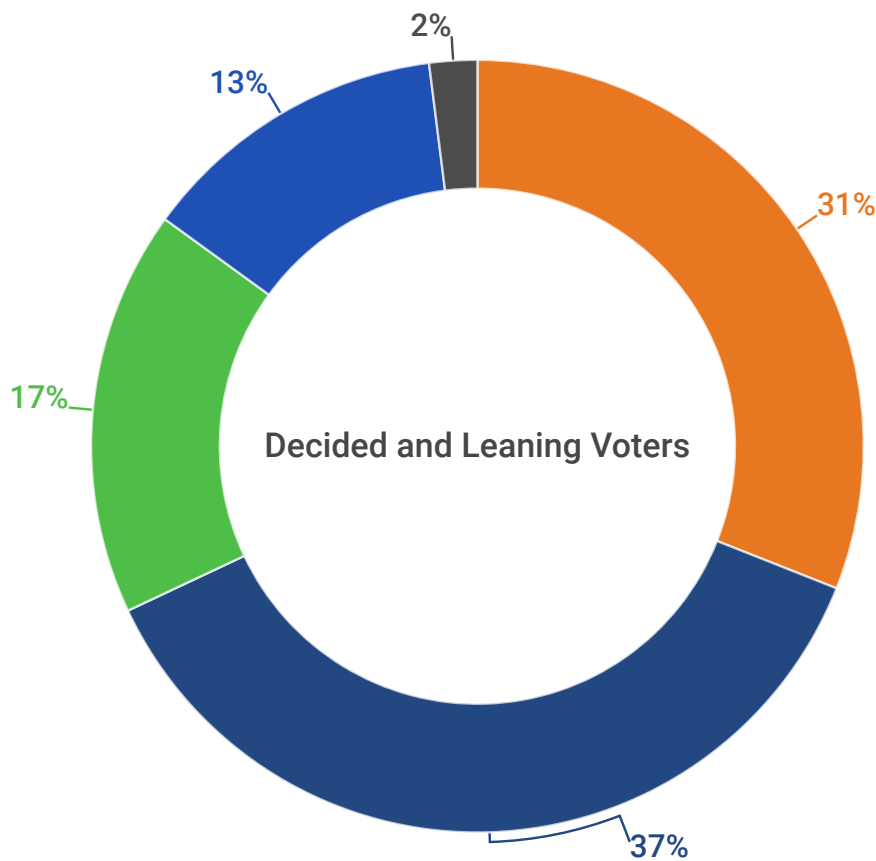
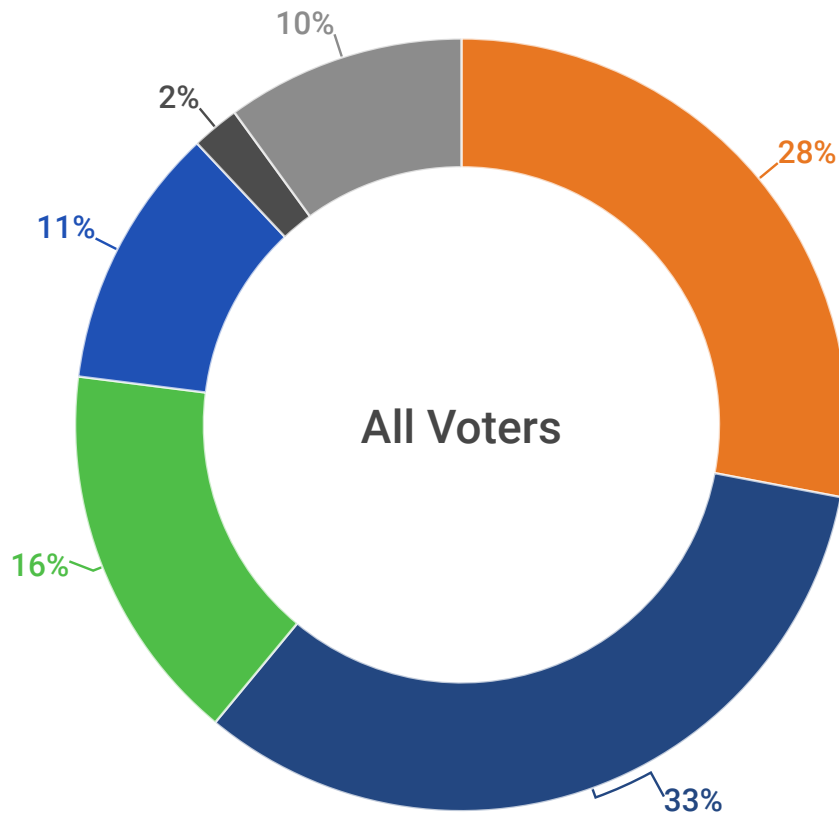
- Very Good
- Good
- Neither Bad nor Good
- Poor
- Very Poor
- Don't Know

If a federal election were held today, how would you vote?



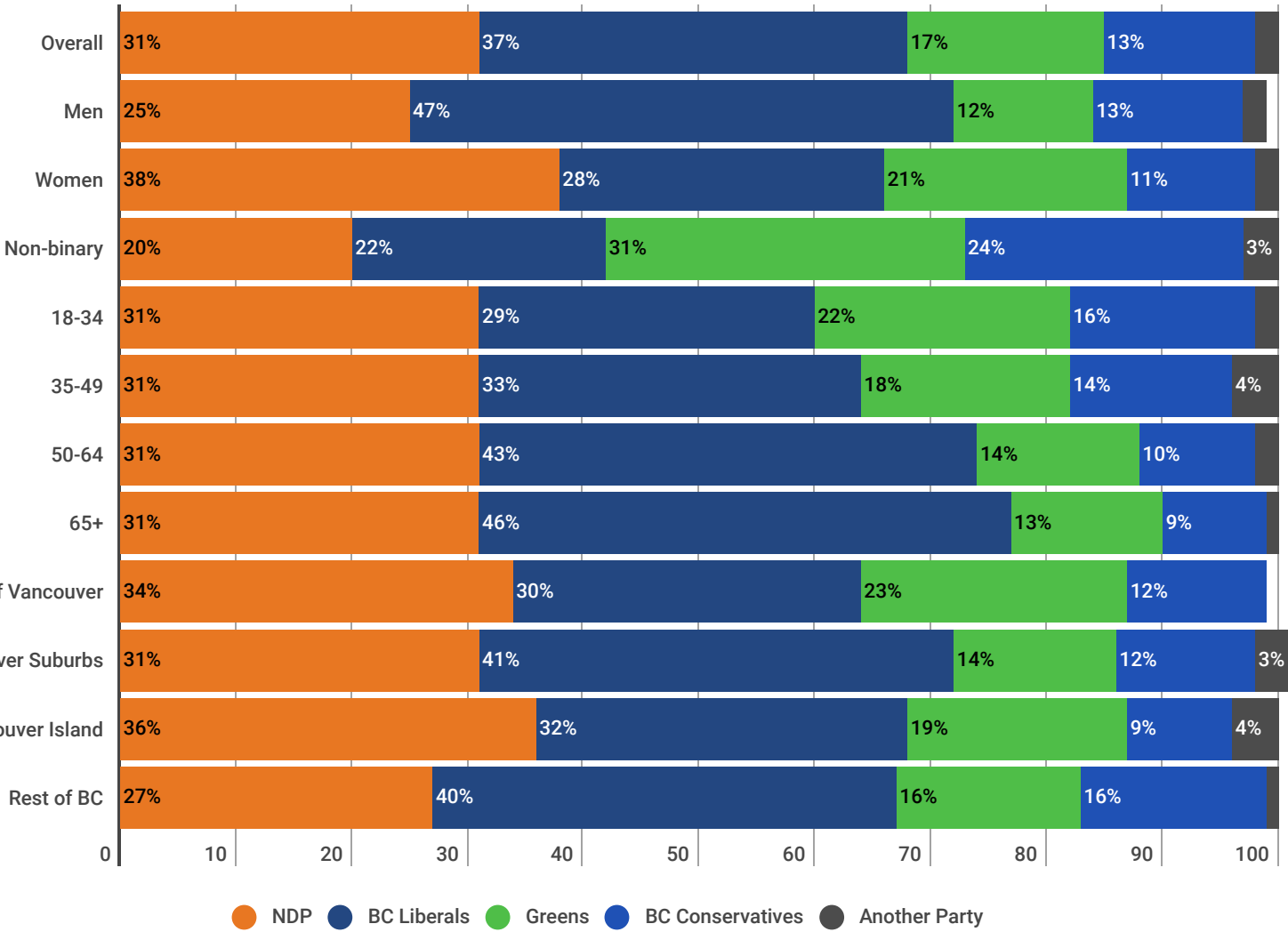
- Liberals
- Conservatives
- New Democratic Party
- Greens
- Another Party
- Undecided

If a provincial election were held today, how would you vote?



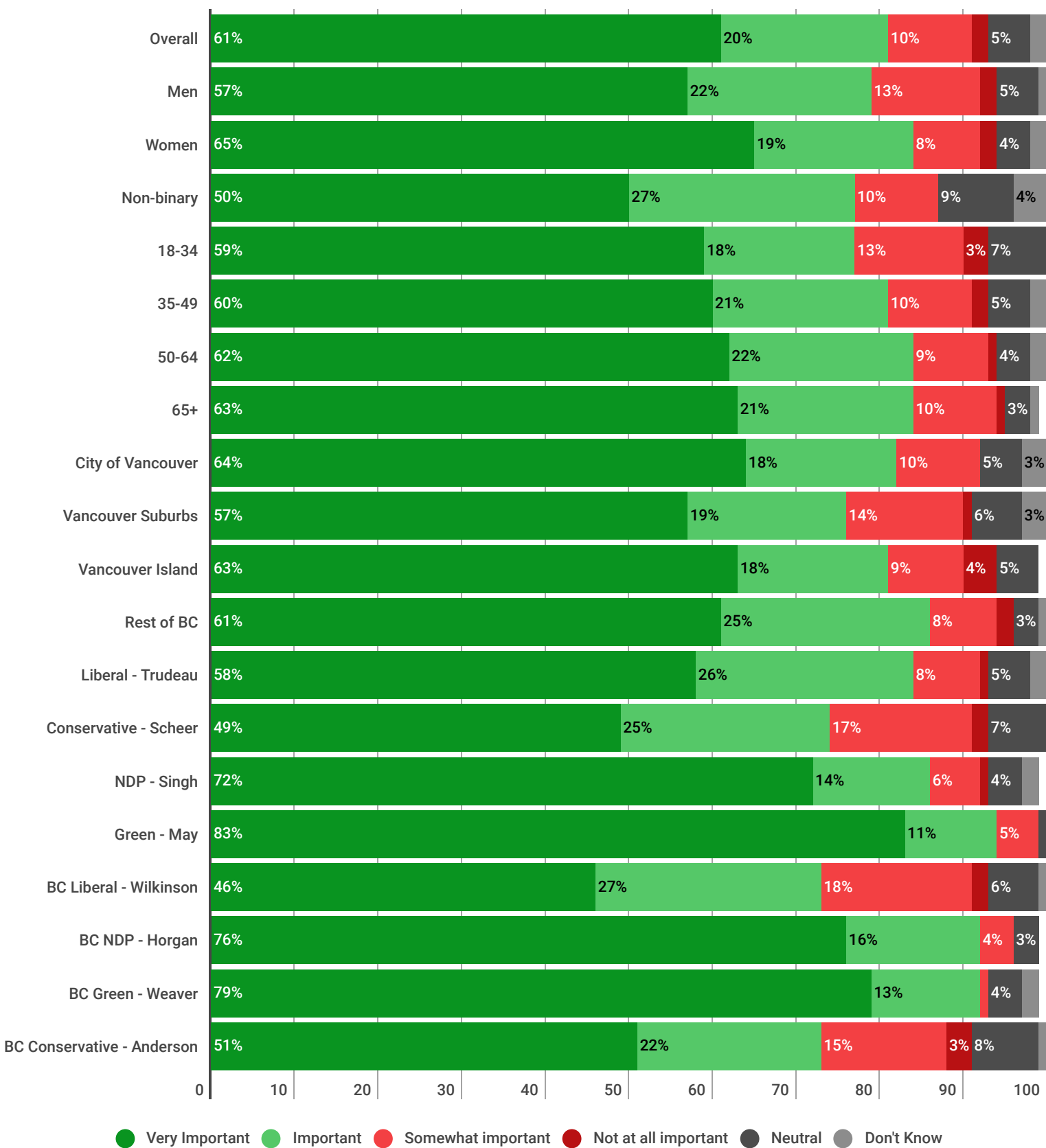
If a provincial election were held today, for which party would you vote?

(demographic breakouts)



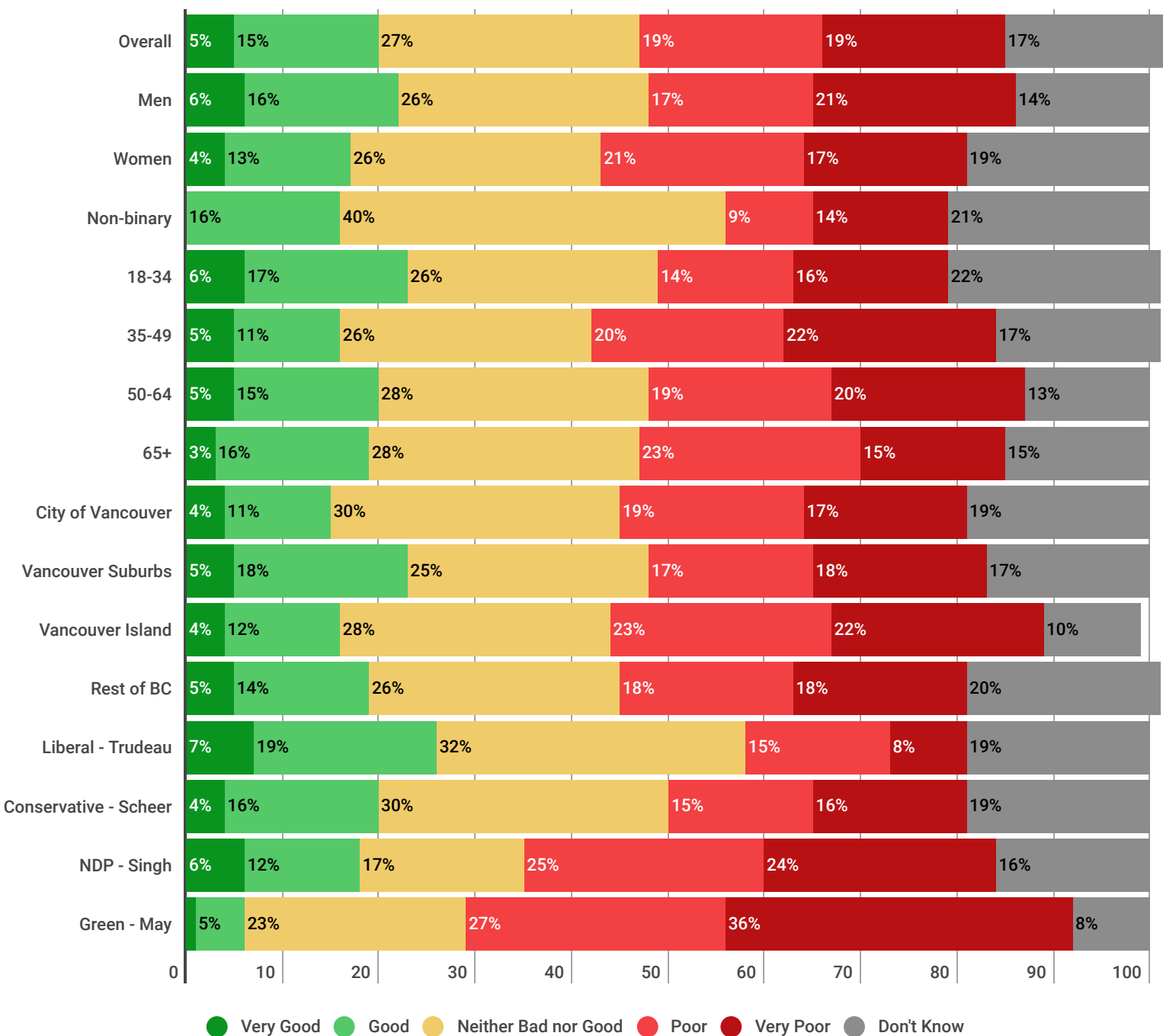
In your opinion, how important is it to protect wild salmon in British Columbia?

(demographic and party breakouts)



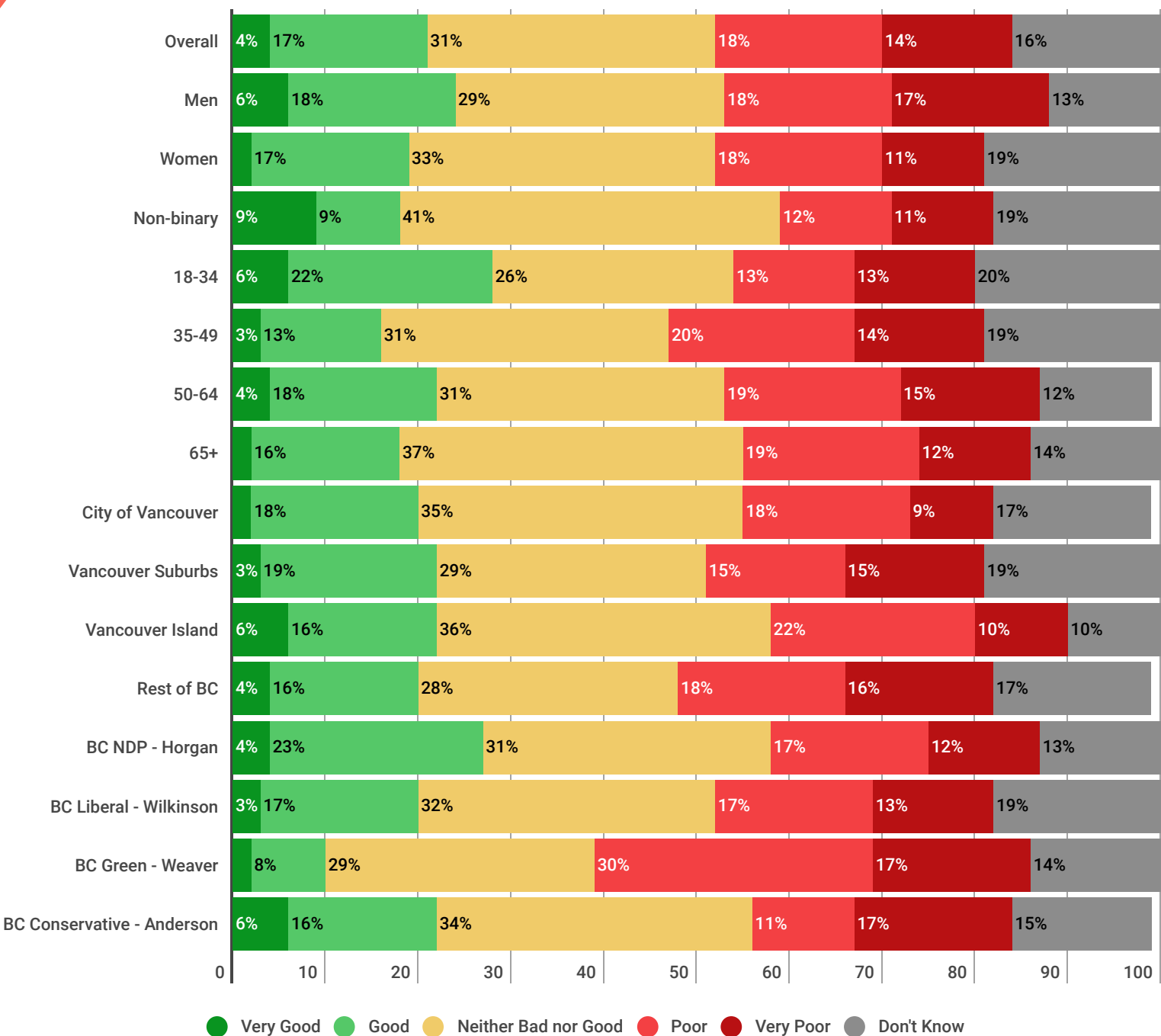
How would rate the job that the federal government does at protecting wild salmon in British Columbia?

(demographic and party breakouts)



How would rate the job that the provincial government does at protecting wild salmon in British Columbia?

(demographic and party breakouts)



Provincial Issue Importance

Respondents were asked to name their most and least important federal and provincial issue respectively. The results were then calculated with a MaxDiff approach to establish a preference ranking for each issue. Issue rankings were calculated for each demographic separately.

Rank	All	Male	Female	18-34	35-49	50-64	65+
1	Jobs and the Economy	Jobs and the Economy	Jobs and the Economy	Housing	Jobs and the Economy	Jobs and the Economy	Jobs and the Economy
2	Healthcare and Health Promotion	Healthcare and Health Promotion	Healthcare and Health Promotion	Jobs and the Economy	Housing	Healthcare and Health Promotion	Healthcare and Health Promotion
3	Housing	Housing	Environmental Protection	Education and Early Child Care	Healthcare and Health Promotion	Environmental Protection	Housing
4	Environmental Protection	Education and Early Child Care	Housing	Environmental Protection	Environmental Protection	Housing	Environmental Protection
5	Education and Early Child Care	Environmental Protection	Education and Early Child Care	Healthcare and Health Promotion	Education and Early Child Care	Education and Early Child Care	Education and Early Child Care
6	Indigenous Reconciliation	Electoral Reform	Opposing Pipeline Expansion	Electoral Reform	Opposing Pipeline Expansion	Indigenous Reconciliation	Indigenous Reconciliation
7	Opposing Pipeline Expansion	Indigenous Reconciliation	Indigenous Reconciliation	Indigenous Reconciliation	Indigenous Reconciliation	Electoral Reform	Electoral Reform
8	Electoral Reform	Opposing Pipeline Expansion	Electoral Reform	Opposing Pipeline Expansion	Electoral Reform	Opposing Pipeline Expansion	Opposing Pipeline Expansion

Rank	All	City of Vancouver	Vancouver Suburbs	Vancouver Island	Rest of BC
1	Jobs and the Economy	Jobs and the Economy	Jobs and the Economy	Jobs and the Economy	Jobs and the Economy
2	Healthcare and Health Promotion	Housing	Healthcare and Health Promotion	Healthcare and Health Promotion	Healthcare and Health Promotion
3	Housing	Education and Early Child Care	Housing	Environmental Protection	Housing
4	Environmental Protection	Environmental Protection	Education and Early Child Care	Housing	Environmental Protection
5	Education and Early Child Care	Healthcare and Health Promotion	Environmental Protection	Education and Early Child Care	Education and Early Child Care
6	Indigenous Reconciliation	Indigenous Reconciliation	Indigenous Reconciliation	Indigenous Reconciliation	Electoral Reform
7	Opposing Pipeline Expansion	Opposing Pipeline Expansion	Electoral Reform	Opposing Pipeline Expansion	Indigenous Reconciliation
8	Electoral Reform	Electoral Reform	Opposing Pipeline Expansion	Electoral Reform	Opposing Pipeline Expansion

Rank	All	BC NDP	BC Liberal	BC Greens	BC Conservatives	Undecided
1	Jobs and the Economy	Healthcare and Health Promotion	Jobs and the Economy	Environmental Protection	Jobs and the Economy	Housing
2	Healthcare and Health Promotion	Housing	Healthcare and Health Promotion	Housing	Housing	Jobs and the Economy
3	Housing	Environmental Protection	Housing	Healthcare and Health Promotion	Healthcare and Health Promotion	Healthcare and Health Promotion
4	Environmental Protection	Jobs and the Economy	Education and Early Child Care	Education and Early Child Care	Education and Early Child Care	Environmental Protection
5	Education and Early Child Care	Education and Early Child Care	Indigenous Reconciliation	Opposing Pipeline Expansion	Environmental Protection	Education and Early Child Care
6	Indigenous Reconciliation	Opposing Pipeline Expansion	Environmental Protection	Jobs and the Economy	Electoral Reform	Electoral Reform
7	Opposing Pipeline Expansion	Indigenous Reconciliation	Electoral Reform	Indigenous Reconciliation	Indigenous Reconciliation	Indigenous Reconciliation
8	Electoral Reform	Electoral Reform	Opposing Pipeline Expansion	Electoral Reform	Opposing Pipeline Expansion	Opposing Pipeline Expansion

Federal Issue Importance

Rank	All	Male	Female	18-34	35-49	50-64	65+
1	Foreign Trade and NAFTA	Foreign Trade and NAFTA	Environmental Protection	Western Economic Development	Foreign Trade and NAFTA	Housing Affordability	Western Economic Development
2	Western Economic Development	Western Economic Development	Foreign Trade and NAFTA	Environmental Protection	Housing Affordability	Infrastructure Investment	Housing Affordability
3	Environmental Protection	Infrastructure Investment	Housing Affordability	Housing Affordability	Environmental Protection	Environmental Protection	Pipeline Expansion and Development
4	Housing Affordability	Pipeline Expansion and Development	Western Economic Development	Infrastructure Investment	Infrastructure Investment	Foreign Trade and NAFTA	Infrastructure Investment
5	Infrastructure Investment	Housing Affordability	Infrastructure Investment	Foreign Trade and NAFTA	Western Economic Development	Western Economic Development	Foreign Trade and NAFTA
6	Indigenous Reconciliation	Indigenous Reconciliation	Indigenous Reconciliation	Indigenous Reconciliation	Indigenous Reconciliation	Indigenous Reconciliation	Environmental Protection
7	Pipeline Expansion and Development	Environmental Protection	Electoral Reform	Electoral Reform	Electoral Reform	Pipeline Expansion and Development	Indigenous Reconciliation
8	Electoral Reform	Electoral Reform	Pipeline Expansion and Development	Cannabis Legalization and Regulation	Pipeline Expansion and Development	Electoral Reform	Electoral Reform
9	Cannabis Legalization and Regulation	Cannabis Legalization and Regulation	Cannabis Legalization and Regulation	Pipeline Expansion and Development	Cannabis Legalization and Regulation	Cannabis Legalization and Regulation	Cannabis Legalization and Regulation

Rank	All	City of Vancouver	Vancouver Suburbs	Vancouver Island	Rest of BC
1	Foreign Trade and NAFTA	Foreign Trade and NAFTA	Infrastructure Investment	Environmental Protection	Foreign Trade and NAFTA
2	Western Economic Development	Housing Affordability	Housing Affordability	Foreign Trade and NAFTA	Western Economic Development
3	Environmental Protection	Infrastructure Investment	Foreign Trade and NAFTA	Western Economic Development	Infrastructure Investment
4	Housing Affordability	Environmental Protection	Western Economic Development	Housing Affordability	Pipeline Expansion and Development
5	Infrastructure Investment	Western Economic Development	Pipeline Expansion and Development	Indigenous Reconciliation	Environmental Protection
6	Indigenous Reconciliation	Indigenous Reconciliation	Indigenous Reconciliation	Infrastructure Investment	Indigenous Reconciliation
7	Pipeline Expansion and Development	Electoral Reform	Environmental Protection	Electoral Reform	Housing Affordability
8	Electoral Reform	Pipeline Expansion and Development	Electoral Reform	Pipeline Expansion and Development	Electoral Reform
9	Cannabis Legalization and Regulation	Cannabis Legalization and Regulation	Cannabis Legalization and Regulation	Cannabis Legalization and Regulation	Cannabis Legalization and Regulation

Rank	All	Liberals	PCs	NDP	Greens	Undecided
1	Foreign Trade and NAFTA	Infrastructure Investment	Pipeline Expansion and Development	Environmental Protection	Environmental Protection	Housing Affordability
2	Western Economic Development	Foreign Trade and NAFTA	Western Economic Development	Housing Affordability	Housing Affordability	Infrastructure Investment
3	Environmental Protection	Housing Affordability	Foreign Trade and NAFTA	Indigenous Reconciliation	Electoral Reform	Environmental Protection
4	Housing Affordability	Environmental Protection	Infrastructure Investment	Infrastructure Investment	Infrastructure Investment	Western Economic Development
5	Infrastructure Investment	Western Economic Development	Housing Affordability	Foreign Trade and NAFTA	Western Economic Development	Foreign Trade and NAFTA
6	Indigenous Reconciliation	Pipeline Expansion and Development	Indigenous Reconciliation	Western Economic Development	Indigenous Reconciliation	Indigenous Reconciliation
7	Pipeline Expansion and Development	Indigenous Reconciliation	Electoral Reform	Electoral Reform	Cannabis Legalization and Regulation	Electoral Reform
8	Electoral Reform	Electoral Reform	Environmental Protection	Cannabis Legalization and Regulation	Foreign Trade and NAFTA	Pipeline Expansion and Development
9	Cannabis Legalization and Regulation	Cannabis Legalization and Regulation	Cannabis Legalization and Regulation	Pipeline Expansion and Development	Pipeline Expansion and Development	Cannabis Legalization and Regulation

Breakouts

If a federal election were held today, for which party would you vote?

(all voters)

	Overall	Men	Women	Non-binary	18-34	35-49	50-64	65+	City of Vancouver	Vancouver Suburbs	Vancouver Island	Rest of BC
Liberal - Trudeau	22%	21%	24%	9%	19%	19%	25%	28%	30%	26%	14%	18%
Conservative - Scheer	36%	47%	25%	23%	31%	37%	38%	36%	23%	37%	33%	42%
NDP - Singh	18%	12%	24%	8%	28%	18%	12%	13%	31%	16%	19%	13%
Green - May	11%	8%	13%	35%	12%	10%	13%	10%	12%	6%	21%	10%
Another Party	2%	2%	2%	5%	-	3%	3%	2%	1%	3%	1%	2%
Undecided	11%	9%	12%	21%	10%	13%	10%	11%	4%	11%	13%	14%
Unweighted frequency	1496	766	701	29	121	298	540	537	190	506	300	500
Weighted frequency	1496	693	771	31	402	397	407	290	255	533	264	444

(leaning voters - with true undecided)

	Overall	Male	Female	Non-binary	18-34	35-49	50-64	65+	City of Vancouver	Vancouver Suburbs	Vancouver Island	Rest of BC
Liberal - Trudeau	24%	22%	26%	13%	22%	21%	26%	28%	31%	28%	14%	22%
Conservative - Scheer	37%	48%	28%	23%	31%	40%	40%	39%	24%	40%	35%	44%
NDP - Singh	20%	14%	25%	10%	30%	19%	13%	14%	31%	17%	21%	15%
Green - May	12%	9%	15%	46%	13%	11%	14%	12%	13%	8%	21%	12%
Another Party	3%	4%	2%	5%	2%	4%	3%	2%	1%	3%	4%	3%
Undecided	4%	3%	5%	3%	2%	5%	4%	4%	2%	5%	4%	4%
Unweighted frequency	1496	766	701	29	121	298	540	537	190	506	300	500
Weighted frequency	1496	693	771	31	402	397	407	290	255	533	264	444

(decided and leaning voters)

	Overall	Men	Women	Non-binary	18-34	35-49	50-64	65+	City of Vancouver	Vancouver Suburbs	Vancouver Island	Rest of BC
Liberal - Trudeau	25%	23%	27%	13%	23%	22%	27%	30%	31%	29%	15%	23%
Conservative - Scheer	39%	50%	29%	24%	32%	42%	42%	41%	24%	42%	36%	46%
NDP - Singh	20%	14%	26%	11%	31%	20%	13%	15%	31%	18%	22%	16%
Green - May	13%	9%	15%	47%	13%	12%	15%	12%	13%	8%	22%	13%
Another Party	3%	4%	2%	5%	2%	4%	3%	3%	1%	3%	4%	3%
Unweighted Frequency	1435	741	666	28	119	281	519	516	184	480	294	477
Weighted Frequency	1438	672	736	30	394	376	391	277	251	509	254	425

If a provincial election were held today, for which party would you vote? (all voters)

	Overall	Men	Women	Non-binary	18-34	35-49	50-64	65+	City of Vancouver	Vancouver Suburbs	Vancouver Island	Rest of BC
BC Liberal - Wilkinson	33%	44%	24%	18%	24%	29%	40%	42%	28%	35%	30%	36%
BC NDP - Horgan	28%	23%	34%	12%	27%	28%	29%	30%	33%	27%	35%	24%
BC Green - Weaver	16%	11%	19%	26%	21%	17%	13%	12%	22%	12%	19%	15%
BC Conservative - Anderson	11%	13%	10%	21%	15%	12%	9%	7%	12%	10%	9%	15%
Another Party	2%	2%	1%	3%	2%	2%	2%	1%	-	2%	3%	1%
Undecided	10%	7%	12%	20%	11%	11%	8%	8%	6%	14%	5%	9%
Unweighted Frequency	1496	766	701	29	121	298	540	537	190	506	300	500
Weighted Frequency	1496	693	771	31	402	397	407	290	255	533	264	444

(leaning voters - with true undecided)

	Overall	Men	Women	Non-binary	18-34	35-49	50-64	65+	City of Vancouver	Vancouver Suburbs	Vancouver Island	Rest of BC
BC Liberal - Wilkinson	35%	46%	26%	20%	27%	31%	42%	44%	29%	38%	31%	38%
BC NDP - Horgan	30%	24%	35%	18%	30%	30%	30%	30%	33%	29%	35%	26%
BC Green - Weaver	16%	12%	20%	28%	21%	17%	13%	13%	22%	13%	19%	15%
BC Conservative - Anderson	12%	13%	11%	21%	15%	13%	10%	9%	12%	11%	9%	15%
Another Party	2%	2%	2%	3%	2%	3%	2%	1%	-	3%	3%	1%
Undecided	5%	3%	6%	10%	6%	6%	3%	4%	4%	6%	3%	4%
Unweighted Frequency	1495	765	701	29	121	297	540	537	190	505	300	500
Weighted Frequency	1495	692	771	31	402	396	407	290	255	532	264	444

(decided and leaning voters)

	Overall	Men	Women	Non-binary	18-34	35-49	50-64	65+	City of Vancouver	Vancouver Suburbs	Vancouver Island	Rest of BC
BC Liberal - Wilkinson	37%	47%	28%	22%	29%	33%	43%	46%	30%	41%	32%	40%
BC NDP - Horgan	31%	25%	38%	20%	31%	31%	31%	31%	34%	31%	36%	27%
BC Green - Weaver	17%	12%	21%	31%	22%	18%	14%	13%	23%	14%	19%	16%
BC Conservative - Anderson	13%	13%	11%	24%	16%	14%	10%	9%	12%	12%	9%	16%
Another Party	2%	2%	2%	3%	2%	4%	2%	1%	-	3%	4%	1%
Unweighted Frequency	1435	742	668	25	115	278	524	518	182	476	297	480
Weighted Frequency	1426	674	724	28	379	373	394	279	245	498	257	426

In your opinion, how important is it to protect wild salmon in British Columbia?

	Overall	Men	Women	Non-binary	18-34	35-49	50-64	65+	City of Vancouver	Vancouver Suburbs	Vancouver Island	Rest of BC
Very Important	61%	57%	65%	50%	59%	60%	62%	63%	64%	57%	63%	61%
Important	20%	22%	19%	27%	18%	21%	22%	21%	18%	19%	18%	25%
Somewhat important	10%	13%	8%	10%	13%	10%	9%	10%	10%	14%	9%	8%
Not at all important	2%	2%	2%	-	3%	2%	1%	1%	-	1%	4%	2%
Neutral	5%	5%	4%	9%	7%	5%	4%	3%	5%	6%	5%	3%
Don't Know	2%	1%	2%	4%	1%	2%	2%	1%	3%	3%	-	1%
Unweighted Frequency	1496	766	701	29	121	298	540	537	190	506	300	500
Weighted Frequency	1496	693	771	31	402	397	407	290	255	533	264	444

	Liberal - Trudeau	Conservative - Scheer	NDP - Singh	Green - May	BC NDP - Horgan	BC Liberal - Wilkinson	BC Green - Weaver	BC Conservative - Anderson
Very Important	58%	49%	72%	83%	76%	46%	79%	51%
Important	26%	25%	14%	11%	16%	27%	13%	22%
Somewhat important	8%	17%	6%	5%	4%	18%	1%	15%
Not at all important	1%	2%	1%	-	-	2%	-	3%
Neutral	5%	7%	4%	1%	3%	6%	4%	8%
Don't Know	2%	1%	2%	-	-	2%	2%	1%
Unweighted Frequency	363	567	206	164	418	567	206	152
Weighted Frequency	334	532	269	167	424	497	237	168

How would rate the job that the federal government does at protecting wild salmon in British Columbia?

	Overall	Men	Women	Non-binary	18-34	35-49	50-64	65+	City of Vancouver	Vancouver Suburbs	Vancouver Island	Rest of BC
Very Good	5%	6%	4%	-	6%	5%	5%	3%	4%	5%	4%	5%
Good	15%	16%	13%	16%	17%	11%	15%	16%	11%	18%	12%	14%
Neither Good nor Poor	27%	26%	26%	40%	26%	26%	28%	28%	30%	25%	28%	26%
Poor	19%	17%	21%	9%	14%	20%	19%	23%	19%	17%	23%	18%
Very Poor	19%	21%	17%	14%	16%	22%	20%	15%	17%	18%	22%	18%
Don't Know	17%	14%	19%	21%	22%	17%	13%	15%	19%	17%	10%	20%
Unweighted Frequency	1496	766	701	29	121	298	540	537	190	506	300	500
Weighted Frequency	1496	693	771	31	402	397	407	290	255	533	264	444

	Liberal - Trudeau	Conservative - Scheer	NDP - Singh	Green - May	BC NDP - Horgan	BC Liberal - Wilkinson	BC Green - Weaver	BC Conservative - Anderson
Very Good	7%	4%	6%	1%	1%	7%	4%	5%
Good	19%	16%	12%	5%	14%	18%	7%	14%
Neither Good nor Poor	32%	30%	17%	23%	25%	29%	17%	35%
Poor	15%	15%	25%	27%	26%	15%	24%	11%
Very Poor	8%	16%	24%	36%	21%	11%	34%	17%
Don't Know	19%	19%	16%	8%	13%	20%	14%	18%
Unweighted Frequency	363	567	206	164	418	567	206	152
Weighted Frequency	334	532	269	167	424	497	237	168

How would rate the job that the provincial government does at protecting wild salmon in British Columbia?

	Overall	Men	Women	Non-binary	18-34	35-49	50-64	65+	City of Vancouver	Vancouver Suburbs	Vancouver Island	Rest of BC
Very Good	4%	6%	2%	9%	6%	3%	4%	2%	2%	3%	6%	4%
Good	17%	18%	17%	9%	22%	13%	18%	16%	18%	19%	16%	16%
Neither Good nor Poor	31%	29%	33%	41%	26%	31%	31%	37%	35%	29%	36%	28%
Poor	18%	18%	18%	12%	13%	20%	19%	19%	18%	15%	22%	18%
Very Poor	14%	17%	11%	11%	13%	14%	15%	12%	9%	15%	10%	16%
Don't Know	16%	13%	19%	19%	20%	19%	12%	14%	17%	19%	10%	17%
Unweighted Frequency	1496	766	701	29	121	298	540	537	190	506	300	500
Weighted Frequency	1496	693	771	31	402	397	407	290	255	533	264	444

	Liberal - Trudeau	Conservative - Scheer	NDP - Singh	Green - May	BC Liberal - Wilkinson	BC NDP - Horgan	BC Green - Weaver	BC Conservative - Anderson
Very Good	5%	2%	5%	2%	3%	4%	2%	6%
Good	20%	16%	21%	14%	17%	23%	8%	16%
Neither Good nor Poor	36%	32%	25%	33%	32%	31%	29%	34%
Poor	15%	16%	23%	25%	17%	17%	30%	11%
Very Poor	9%	16%	11%	18%	13%	12%	17%	17%
Don't Know	15%	19%	16%	8%	19%	13%	14%	15%
Unweighted Frequency	363	567	206	164	567	418	206	152
Weighted Frequency	334	532	269	167	497	424	237	168



MAINSTREET RESEARCH

QUESTIONNAIRE

If a federal election were held today, for which party would you vote?

(first four responses randomized)

The Liberal Party of Canada led by Justin Trudeau

The Conservative Party of Canada led by Andrew Scheer

The New Democratic Party led by Jagmeet Singh

The Green Party of Canada led by Elizabeth May

Another Party

Undecided

And which party are you leaning towards? (only asked of respondents who indicated that they were undecided in the previous question)

(first four responses randomized)

The Liberal Party of Canada led by Justin Trudeau

The Conservative Party of Canada led by Andrew Scheer

The New Democratic Party led by Jagmeet Singh

The Green Party of Canada led by Elizabeth May

Another Party

Undecided

If a provincial election were held today, for which party would you vote?

(first four responses randomized)

The BC NDP led by John Horgan

The BC Liberals led by Andrew Wilkinson

The BC Greens led by Andrew Weaver

The BC Conservatives led by Scott Anderson

Another Party

Undecided

And which party are you leaning towards? (only asked of respondents who indicated that they were undecided in the previous question)

(first four responses randomized)

The BC NDP led by John Horgan

The BC Liberals led by Andrew Wilkinson

The BC Greens led by Andrew Weaver

The BC Conservatives led by Scott Anderson

Another Party

Undecided

Thinking about the issues presently facing British Columbia, which one do you feel is the most important, in other words, what should be the TOP priority for the provincial government?

(first eight responses randomized)

Jobs and the economy

Healthcare and health promotion

Education and early childcare

Environmental protection

Housing affordability

Opposing pipeline expansion

Electoral reform

Indigenous reconciliation

Something Else [Open answer]

Thinking about the issues presently facing British Columbia, which one do you feel is the most important, in other words, what should be the LOWEST priority for the provincial government?

(first eight responses randomized)

Jobs and the economy

Healthcare and health promotion

Education and early childcare

Environmental protection

Housing affordability

Opposing pipeline expansion

Electoral reform

Indigenous reconciliation

Something Else [Open answer]

QUESTIONNAIRE (continued)

Now, thinking about the issues presently facing Canada, which ONE do you feel is the most important, in other words, what should be the TOP priority for the federal government?

(first nine responses randomized)

- Infrastructure investment
- Pipeline expansion and development
- Western economic development
- Environmental protection
- Housing affordability
- Foreign trade and investment including NAFTA
- Cannabis legalization and regulation
- Electoral reform
- Indigenous reconciliation
- Something Else [Open answer]

And again, thinking about the issues presently facing Canada, which ONE do you feel is the least important, in other words, what should be the LOWEST priority for the federal government?

(first nine responses randomized)

- Infrastructure investment
- Pipeline expansion and development
- Western economic development
- Environmental protection
- Housing affordability
- Foreign trade and investment including NAFTA
- Cannabis legalization and regulation
- Electoral reform
- Indigenous reconciliation
- Something Else [Open answer]

In your opinion, how important is it to protect wild salmon in British Columbia?

- Very important
- Important
- Somewhat Important
- Neutral
- Not at all important
- Don't know

How would you rate the job that the federal government does at protecting wild salmon in British Columbia?

- Very Good
- Good
- Neither good nor poor
- Poor
- Very poor
- Don't know

How would you rate the job that the provincial government does at protecting wild salmon in British Columbia?

- Very Good
- Good
- Neither good nor poor
- Poor
- Very poor
- Don't know

What is your gender?

- Male
- Female
- Non-binary

What is your age group?

- Under 18 years of age
- 18 to 34 years of age
- 35 to 49 years of age
- 50 to 64 years of age
- 65 years of age or older

Methodology

The analysis in this report is based on a survey conducted between April 12th, 2018 and April 15th, 2018, among a sample of 1496 adults, 18 years of age or older, living in the province of British Columbia. The survey was conducted using live interviewers using Computer Assisted Dialing. Respondents were interviewed on both landlines and cellular phones. The survey is intended to represent the voting population of British Columbia.

This survey was conducted by Mainstreet Research and was sponsored by Wild First.

The sampling frame for the survey was derived from both a national telephone directory compiled by Mainstreet Research from various commercially available sources and random digit dialing. The survey that dialed from the directory was conducted as a stratified dial of the City of Vancouver, Vancouver suburbs, Vancouver Island, and the rest of British Columbia. In the case of random digit dials, respondents were asked the additional question of what region of the country they resided in. In each case, respondents were dialed at random.

At least two attempts were made to complete an interview at every sampled telephone number. In the case of the first survey, the calls were staggered over times of day and four days to maximize the chances of making contact with a potential respondent. In the case of the first survey, the calls were staggered over times of day and four days to maximize the chances of making contact with a potential respondent. The previous statement also applies to the second and third part of this survey, only the fourth part, a test sample was conducted over just three days. Interviewing was also spread as evenly as possible across the field period.

The questionnaire used in this survey is available in this report and online at www.mainstreetresearch.ca. Questions are asked as they appear in the release document. If a question is asked of a subset of the sample a descriptive note is added in parenthesis preceding the question. The questions in this report are part of a larger survey sponsored by WildFirst.ca of which the results will be released in the coming days and weeks.

The sample of the survey was weighted by population parameters from the Canada 2016 Census for adults 18 years of age or older in Canada. The population parameters used for weighting are age, gender, and region.

The margin of error for the first poll is +/- 2.53% at the 95% confidence level. Margins of error are higher in each subsample.

Totals may not add up 100% due to rounding.

In addition to sampling error, one should bear in mind that the wording of questions and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls. Moreover, all sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.