

# **Salmon Farming Opinion Research Results**

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Commissioned from Synovate Research

By IMPACS – Institute for Media, Policy and Civil Society  
For – Living Oceans Society

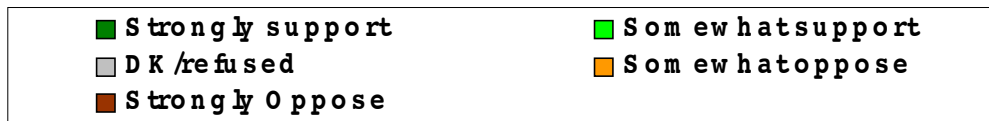
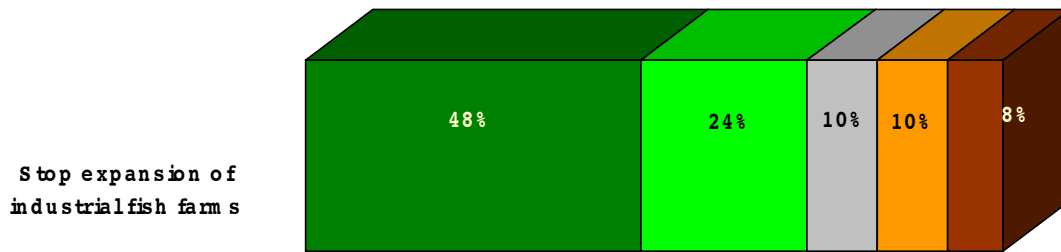
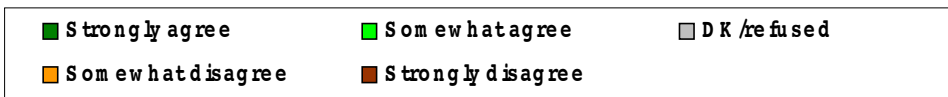
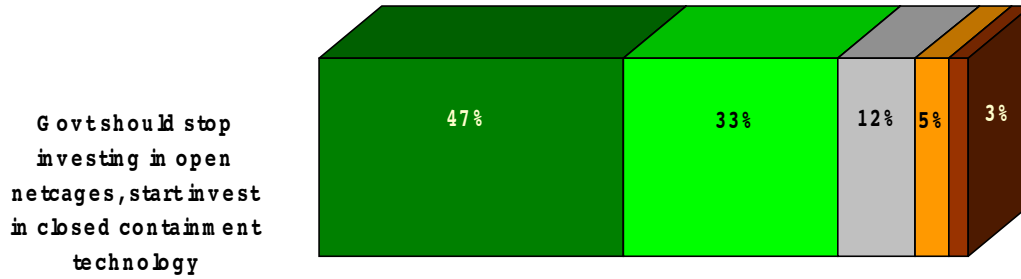
April 2005

Vancouver, BC

**Methodology**

**Questions:**

Findings



Tables

Table 7

Q7. And please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement:  
 "Government should stop subsidizing open net cage salmon farming and instead start investing in closed containment technology that separates farmed salmon from wild salmon and protects the marine environment."  
 "According to the annual reports of the BC Salmon Farmer's Association from 1985-2002, total provincial funding between 1985 and 2004 was \$1.8 million." [Source: The Raincoast Conservation]

	Area						
	Total	GVRD	Non GVRD	FV/ Othr SW	Island Coast	Th/Ok Koot	North Centrl
Unweighted Base: Total	502	250	252	41	89	80	42
Weighted Base: Total	502	260	242	40	86	75	42
Strongly agree	235 47%	113 44%	121 50%	31 78%	46 54%	34 46%	10 24%
Somewhat agree	165 33%	95 36%	70 29%	4 11%	21 24%	20 27%	25 60%
Somewhat disagree	23 5%	11 4%	12 5%	2 4%	3 4%	6 8%	1 2%
Strongly disagree	15 3%	10 4%	5 2%	1 3%	2 2%	2 3%	- -
Don't know	57 11%	26 10%	31 13%	2 5%	12 14%	12 15%	6 14%
Refused	7 1%	4 2%	3 1%	- -	2 2%	1 1%	- -

Table 8

DEMOGRAPHICS:  
 D1. Which of the following describes your age?

	Area						
	Total	GVRD	Non GVRD	FV/ Othr SW	Island Coast	Th/Ok Koot	North Centrl
Unweighted Base: Total	502	250	252	41	89	80	42
Weighted Base: Total	502	260	242	40	86	75	42
18 to 24	60 12%	31 12%	30 12%	5 13%	12 14%	5 7%	7 17%
25 to 34	83 17%	49 19%	35 14%	5 13%	10 11%	12 16%	8 19%
35 to 44	98 20%	54 21%	44 18%	3 8%	13 15%	17 23%	11 26%
45 to 54	98 20%	50 19%	48 20%	9 23%	21 24%	9 12%	8 20%
55 to 64	71 14%	35 13%	36 15%	7 17%	11 13%	15 20%	3 8%
65 or older	86 17%	39 15%	47 19%	11 27%	17 20%	15 20%	4 10%
Refused	5	2	3	-	2	1	-



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	1%	1%	-	2%	1%	-
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**Table 9**

D2. Which of the following categories best describes your educational background?

	Area						
	Total	GVRD	Non GVRD	FV/ Othr SW	Island Coast	Th/OK Koot	North Centrl
Unweighted Base: Total	502	250	252	41	89	80	42
Weighted Base: Total	502	260	242	40	86	75	42
High school (or less)	142	61	81	8	32	24	17
	28%	23%	33%	21%	37%	32%	40%
Vocational/technical/college	136	74	62	14	17	20	10
	27%	28%	26%	36%	20%	27%	24%
Some university	71	36	35	7	12	10	6
	14%	14%	14%	18%	14%	13%	16%
Graduated university	149	88	62	10	23	20	9
	30%	34%	25%	25%	27%	27%	21%
Refused	5	2	3	-	2	1	-
	1%	1%	1%	-	2%	1%	-

**Table 10**

D3. Which of the following best describes your total annual household income before taxes?

	Area						
	Total	GVRD	Non GVRD	FV/ Othr SW	Island Coast	Th/OK Koot	North Centrl
Unweighted Base: Total	502	250	252	41	89	80	42
Weighted Base: Total	502	260	242	40	86	75	42
Less than \$25,000	70	30	39	4	19	13	3
	14%	12%	16%	10%	23%	17%	8%
\$25,000 to less than \$45,000	83	32	50	8	20	17	5
	16%	12%	21%	19%	24%	23%	11%
\$45,000 to less than \$65,000	110	59	51	13	18	16	4
	22%	23%	21%	32%	21%	21%	11%
\$65,000 to less than \$100,000	90	40	50	7	11	16	16
	18%	15%	21%	17%	13%	21%	39%
\$100,000 or more	40	32	8	3	3	2	1
	8%	12%	3%	7%	3%	3%	2%
Don't know	24	16	9	-	2	3	3
	5%	6%	4%	-	3%	4%	8%
Refused	86	51	35	6	12	8	9
	17%	20%	14%	15%	14%	11%	22%



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Table 11

D4. Which of the following best describes your current household composition?

	Area									
	Total	GVRD	Non GVRD	FVI	Island Coast	Th/OK Koot	North Centrl			
Unweighted Base: Total	502	250	252	41	89	80	42			
Weighted Base: Total	502	280	242	40	86	75	42			
Single with no children	118	69	48	5	30	8	5			
	23%	27%	20%	13%	35%	11%	12%			
A couple with no children	131	56	76	13	20	26	16			
	26%	21%	31%	33%	23%	35%	39%			
A family with children (includes single parent households)	200	111	89	16	25	31	16			
	40%	43%	37%	41%	30%	41%	39%			
Other	43	20	23	5	7	8	3			
	9%	8%	10%	13%	8%	11%	8%			
Refused	9	3	6	-	4	1	1			
	2%	1%	2%	-	5%	1%	2%			

Table 12

D5. Gender:

	Area									
	Total	GVRD	Non GVRD	FVI	Island Coast	Th/OK Koot	North Centrl			
Unweighted Base: Total	502	250	252	41	89	80	42			
Weighted Base: Total	502	280	242	40	86	75	42			
Male	243	125	118	20	43	37	19			
	48%	48%	49%	50%	50%	49%	45%			
Female	259	135	124	20	43	38	23			
	52%	52%	51%	50%	50%	51%	55%			



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Table 13

D6. Region:

	Total	Area							Th/OK	North
		GVRD	Non GVRD	FV/ Othr SW	Island Coast	Th/OK	North Centrl			
Unweighted Base: Total	502	250	252	41	89	80	42	80	42	
Weighted Base: Total	502	280	242	40	86	75	42	75	42	
Vancouver	66	66	-	-	-	-	-	-	-	
North Shore	22	22	-	-	-	-	-	-	-	
Burnaby/New West	39	39	-	-	-	-	-	-	-	
E.Maple Ridge (Coq/Tri-Cities/Maple Ridge/Port Moody)	40	40	-	-	-	-	-	-	-	
Richmond/Tsawwassen/Ladner/S. Delta	26	26	-	-	-	-	-	-	-	
Surrey/White Rock/North Delta	52	52	-	-	-	-	-	-	-	
Langley/E. to Aldergrove	15	15	-	-	-	-	-	-	-	
Fraser Valley	40	40	40	100%	-	-	-	-	-	
Capital Region District	38	38	38	100%	38	-	-	-	-	
Rest of the Island & Coast	48	48	48	-	48	-	-	-	-	
Thompson/Okanagan	58	58	58	-	58	58	-	58	-	
Kootenay	17	17	17	-	17	17	-	17	-	
Cariboo	24	24	24	-	24	24	-	24	-	
North Coast	5%	10%	10%	-	10%	10%	-	10%	57%	
Nechako	4	4	4	-	4	4	-	4	17%	
Northeast	7	7	7	-	7	7	-	7	9%	
	1%	3%	3%	-	3%	3%	-	3%	18%	

