



BC
WATERSHED
SECURITY
COALITION

WATERSHED SECURITY

in British Columbia

*Surge in public concern over freshwater issues
and support for strong action*

Results of Public Opinion Survey

Autumn 2024

Research Methodology

Survey fielded by Mario Canseco of ResearchCo.
Design and analysis by McAllister Opinion Research.

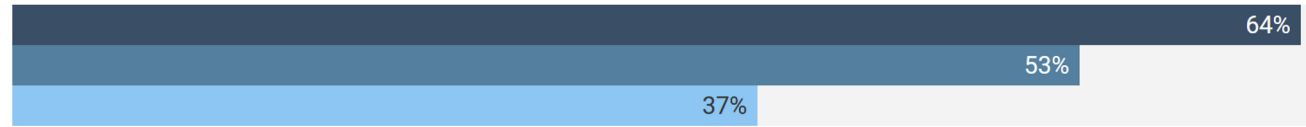
- Results are based on an online survey of n=1,200 English-speaking B.C. residents aged 18 years or older, fielded from September 13 to 18, 2024, inclusive. The online survey platform was programmed for both mobile and desktop responses.
- Bayesian credibility interval is approximately $\pm 2.9\%$ at a 95% confidence level.
- Data was weighted by the latest census estimates for region, gender, age, and education. Two-way randomized split sampling was used for language testing and to manage respondent burden.

Since 2018, public concerns over fresh water in British Columbia have surged.

% of British Columbians "Extremely" or "Quite" concerned about...

2018 2021 2024

Fresh water scarcity



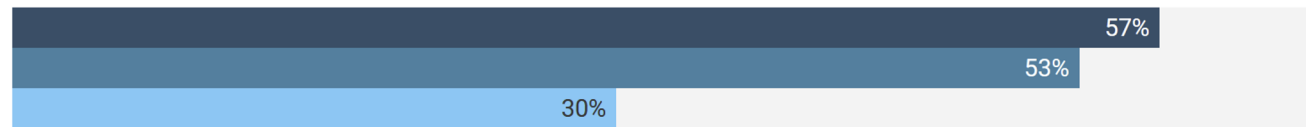
Pollution of drinking water sources



Pollution of lakes, rivers, & streams

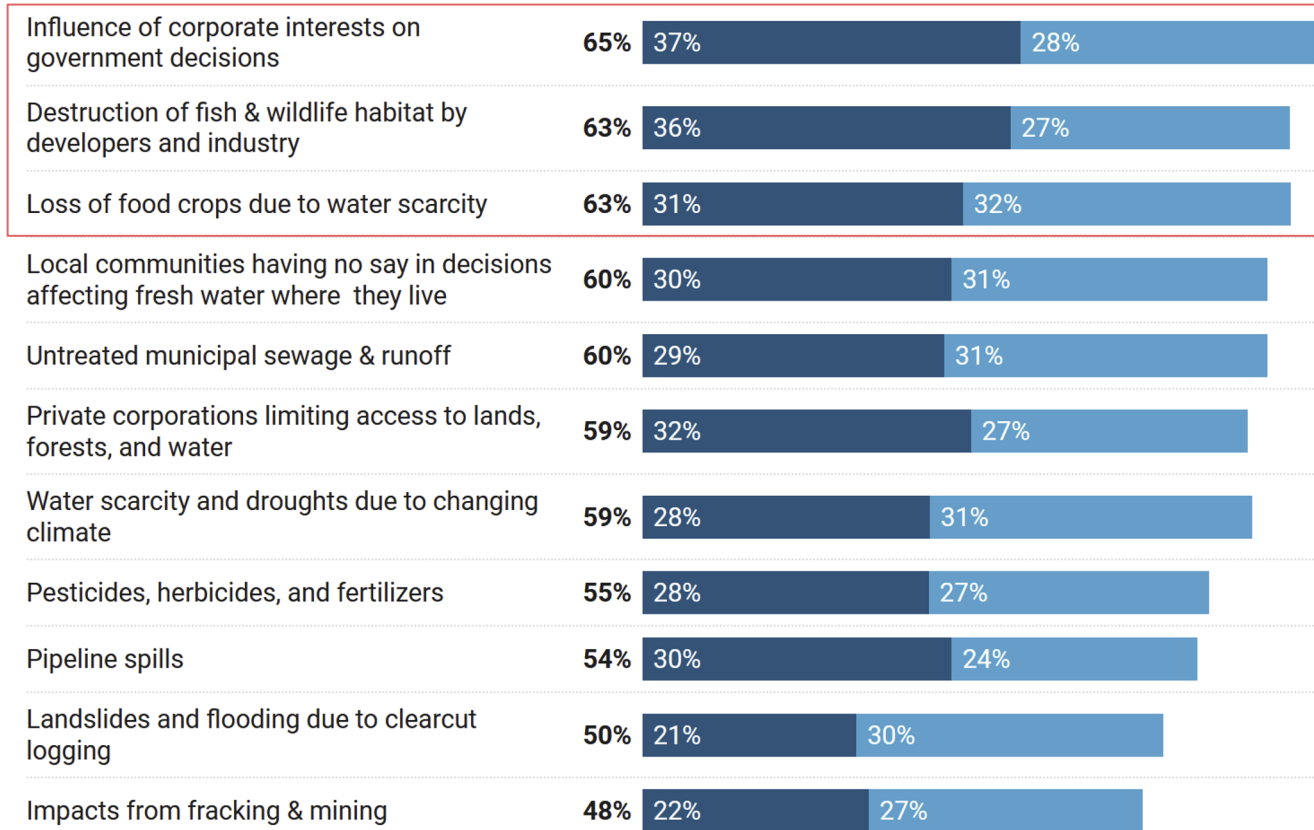


Watershed disasters (e.g., floods, landslides)



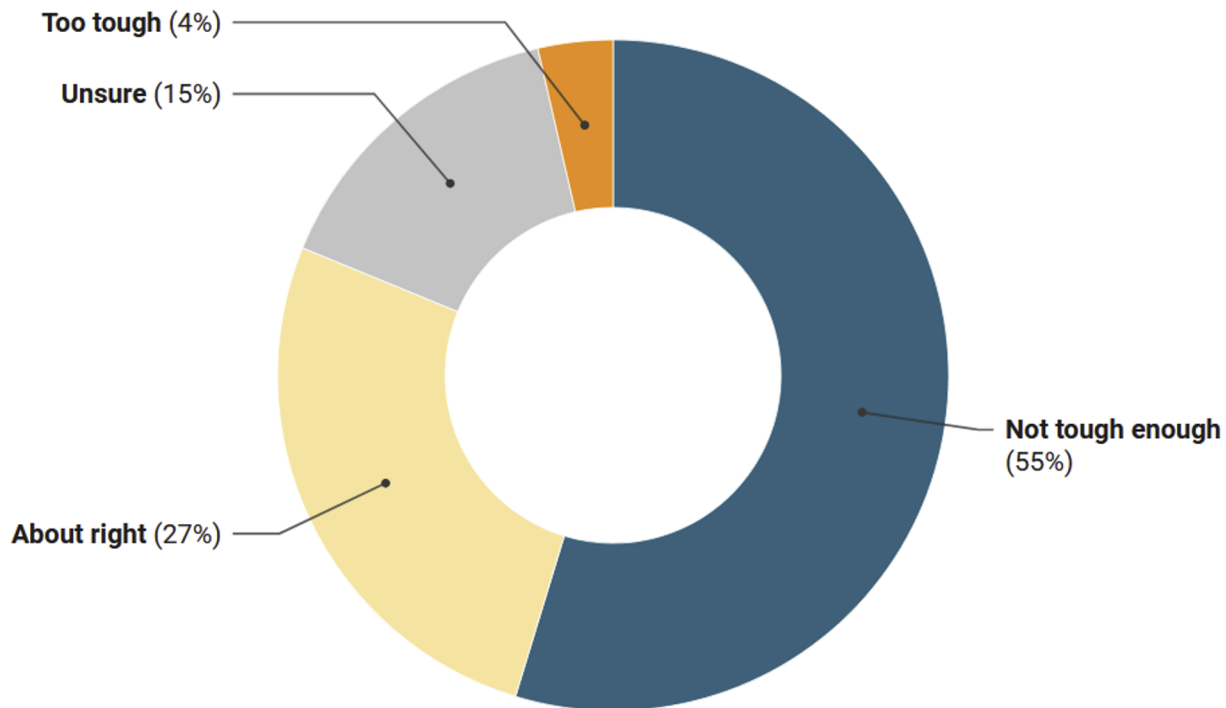
Corporate influence, destruction of fish & wildlife habitat, and loss of food crops seen as top threats to BC watersheds.

Extremely concerned Quite concerned



Majority of British Columbians view Province as "not tough enough" in protecting fresh water from industrial polluters.

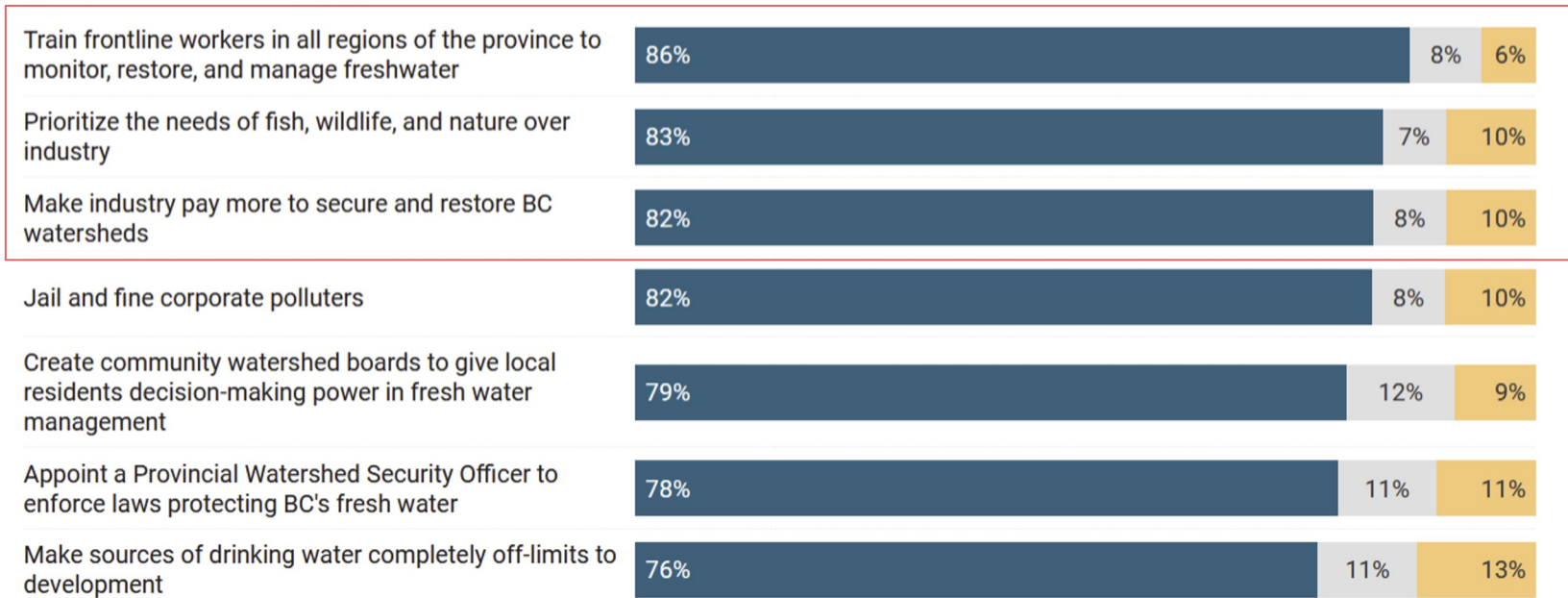
How would you rate the BC government's enforcement of laws protecting our fresh water and watersheds from industrial polluters? Is the BC provincial government...?



British Columbians want decisive action on fresh water; more frontline workers, prioritization of fish & wildlife, make industry pay more.

There are various ways in which BC could update its approach to protecting and managing fresh water. What do you think about the following...?

Support Unsure Oppose



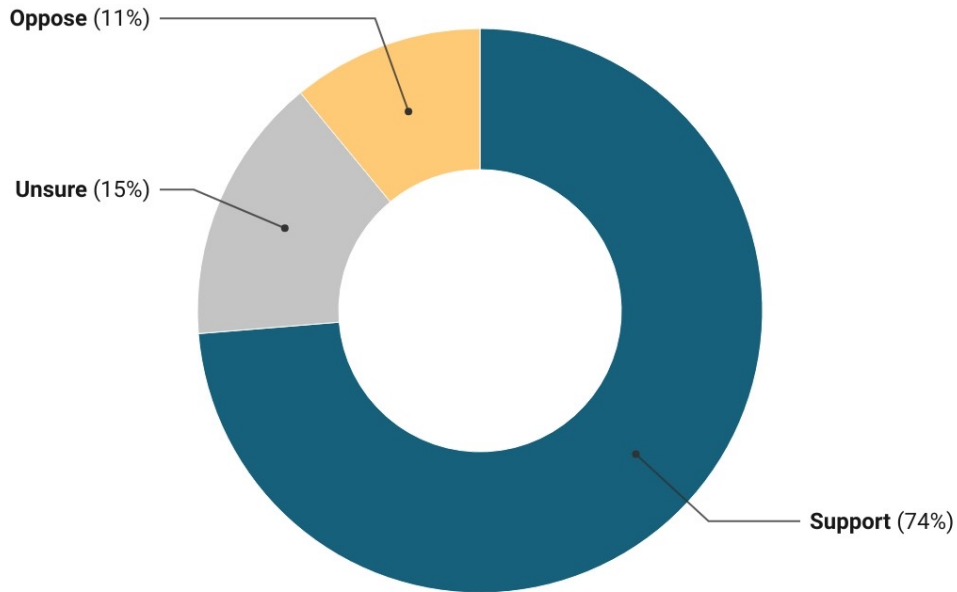
There is growing awareness among survey respondents that a major water crisis could affect them directly.

How concerned are you about the potential for a major water crisis in your community in the next few years? Percent saying...



Three in four British Columbians support the creation of local watershed boards as a means of giving people more say over their watersheds and fresh water sources.

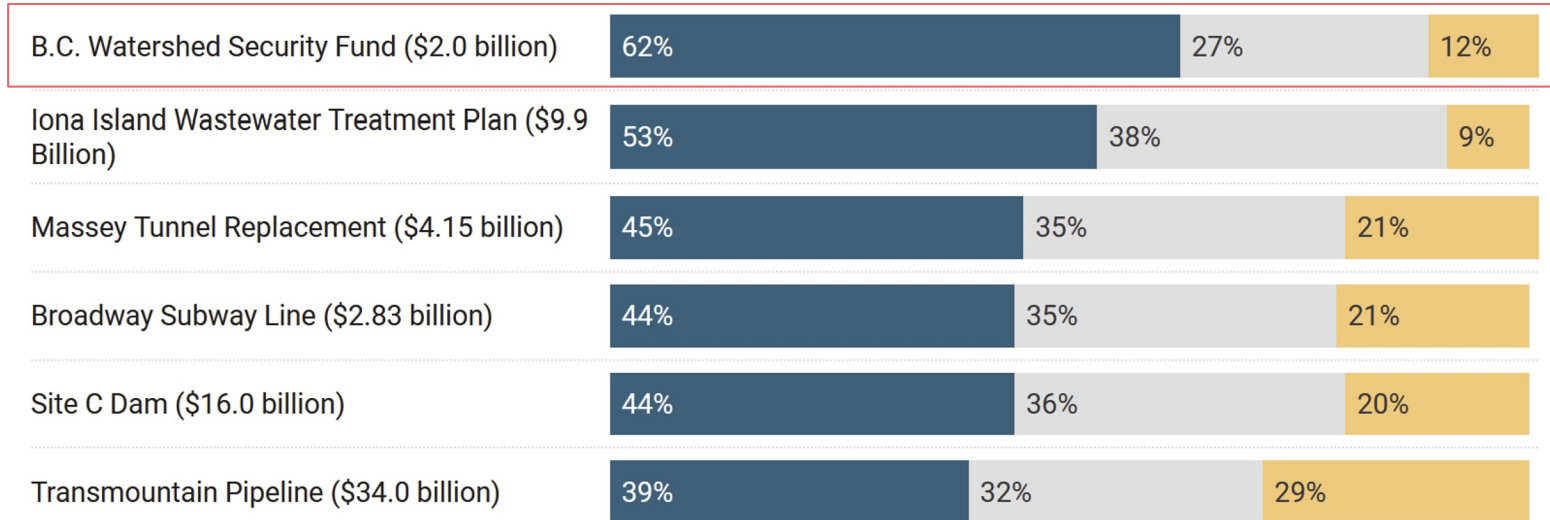
On balance, would you SUPPORT or OPPOSE creating community watershed boards in every region in B.C. as a means of giving local people more say in decisions over their watersheds and fresh water sources?



British Columbians back \$2 billion BC Watershed Security Fund by 5-to-1 margin

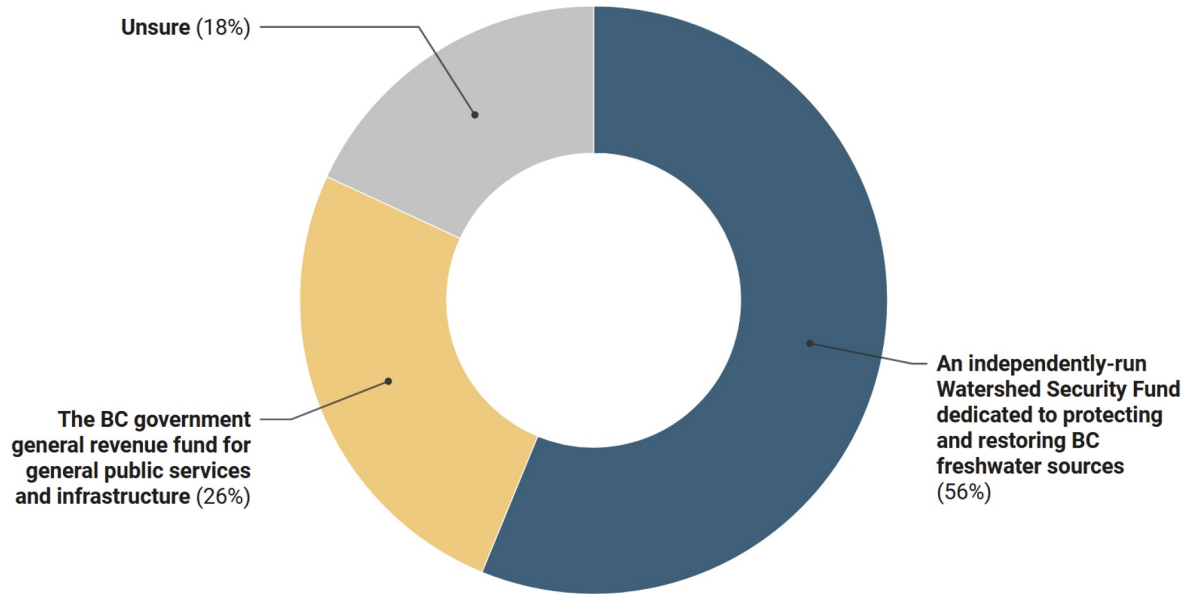
Below is a list of publicly-funded projects and initiatives that have recently been proposed or completed in British Columbia. Please say whether you think each project is a GOOD IDEA or a BAD IDEA.

■ Good idea ■ Unsure ■ Bad idea



Two-to-one majority want industrial water use fees and pollution fines dedicated to BC Watershed Security Fund vs. government general revenue.

In your opinion, where should the BC government invest the fines and water rental fees it collects from industry and industrial polluters?



Awareness of the increasing demand on freshwater supply underscores support for action.

Which of the following statements about BC's direction is closer to your own point of view?

