

February 2025

Financing Conservation on Private Land in the Capital Region: Survey Findings



COASTAL DOUGLAS-FIR
& ASSOCIATED ECOSYSTEMS
CONSERVATION PARTNERSHIP



MUSTEL GROUP
MARKET RESEARCH

➤ Introduction and Methodology

Introduction

Mustel Group was commissioned by the Coastal Douglas-Fir Conservation Partnership (CDFCP) to conduct a survey among residents of the Capital Regional District (CRD). The primary purpose the research is to gauge the level of interest for the establishment of a conservation fund that would enable not-for-profit organizations, First Nations and local governments to undertake conservation actions on private property.

The survey was designed to measure the following:

- What residents value most about living in the region,
- concerns about environmental impacts from climate change,
- level of support landowners should receive for conservation activities, environmental restoration, as well as cultural preservation,
- to what extent certain groups should bear the responsibility of the protection of the natural environment on private lands,
- awareness of organizations involved in conservation, and
- support for the creation of a publicly funded conservation fund as well as preferred method and level of contribution to this fund.

The findings from this survey will be used by the CDFCP to inform others on what residents of the CRD value about living in the region, who they feel is responsible for protecting the environment on private land, and to what extent they support the creation of a publicly funded conservation fund.

Methodology

- To achieve the objectives of this research, and to ensure a representative sample could be achieved, a hybrid survey methodology was employed, which included an online survey and a random telephone survey.
- A disproportionate sampling method was used, targeting a minimum of 50 completed surveys in the four main areas to allow for meaningful statistical comparison between them.
- The **online survey** was conducted using Mustel Group's own research panel, *Giving Opinions*, supplemented by trusted panel partners, Asking Canadians (Sago) and Dynata.
- The **telephone survey** was conducted from Mustel Group's research facility in Vancouver. A combination of randomly generated cell phone numbers and publicly listed landlines were used to ensure broad coverage of the population, and targeted sample was used to include feedback from those living in rural areas and First Nations reserves.

➤ Introduction and Methodology

Methodology (cont'd)

- Up to 6 calls were made to each phone record in an effort to reduce non-response bias.
- A total of 1,056 surveys were completed with residents of the CRD, 18 years of age and over, including 278 from the telephone survey and 778 from the online survey. Overall, 74 survey respondents identified as Indigenous.
- The final sample is a robust, representative sample of the region. Minimal weighting was applied to the sample to match 2021 Canada census stats on the basis of age, gender, and region to bring the total sample into proper proportion based on relative populations.
- Slide 5 shows the percentage of completes by area, gender, and age, compared with population statistics.
- The margin of error on a sample size of 1,056 is ± 3 percentage points, 19 times out of 20. Please note that margin of error applies to random probability samples only and therefore is provided strictly as a guide.
- *Giving Opinions* is a proprietary research panel owned and maintained by Mustel Group. All Giving Opinions panelists have been recruited via a random probability sampling method.
- Sago and Dynata are national panels, maintained to be representative of the Canadian population and provide high quality data (cont'd).
- Panelists are recruited by a double opt-in method from large databases of reputable channels (e.g., major brands/retailers/reward programs/not for profits, etc.) using industry standards of panel quality assurance, validation, verification and best practices for panel management. Panelists receive point system rewards for participation in surveys.
- In addition to the general population survey, CDFCP promoted an open link survey to their members, and through their social media accounts. A total of 274 surveys were completed by those accessing the open link.
- Throughout this report, results from both the general population survey and the open link survey will be shown. However, the analysis will focus on the results of the general population survey with occasional references to the open link survey for comparison purposes.
- The survey was conducted from January 7 to February 3, 2025.
- The questionnaire used is appended.

➤ Survey Completes by Population Statistics

	<u>Total Population</u> (221,778) %	<u>Survey Completes</u> (642) %
Core Municipalities	63	61
Saanich, District municipality (DM)	28	21
Victoria, City (CY)	23	28
Oak Bay, District municipality (DM)	4	3
Esquimalt, District municipality (DM)	4	5
View Royal, Town (T)	3	3
New Songhees 1A, Indian reserve (IRI)	<1	<1
Esquimalt, Indian reserve (IRI)	<1	<1

	<u>Total Population</u> (38,260) %	<u>Survey Completes</u> (147) %
Saanich Peninsula	11	14
Central Saanich, District municipality (DM)	4	7
Sidney, Town (T)	3	4
North Saanich, District municipality (DM)	3	3
East Saanich 2, Indian reserve (IRI)	<1	<1
South Saanich 1, Indian reserve (IRI)	<1	<1
Cole Bay 3, Indian reserve (IRI)	<1	-
Union Bay 4, Indian reserve (IRI)	<1	<1

	<u>Total Population</u> (75,943) %	<u>Survey Completes</u> (192) %
West Shore	22	18
Langford, City (CY)	11	7
Colwood, City (CY)	4	4
Metchosin, District municipality (DM)	1	2
Highlands, District municipality (DM)	<1	1
Sooke, District municipality (DM)	4	4
Juan de Fuca (Part 1), Regional district electoral area (RDA)	1	<1
Juan de Fuca (Part 2), Regional district electoral area (RDA)	<1	<1
T'Sou-ke, Indian reserve (IRI)	<1	-
Becher Bay 1, Indian reserve (IRI)	<1	-
Gordon River 2, Indian reserve (IRI)	<1	-

	<u>Total Population</u> (15,536) %	<u>Survey Completes</u> (75) %
Gulf Islands	4	7
Salt Spring Island, Regional district electoral area (RDA)	3	4
Southern Gulf Islands, Regional district electoral area (RDA)	2	3

➤ Key Takeaways

- Among the aspects of life residents value most about living in the region, **climate/weather, wilderness/wilderness area/natural beauty** rank highest.
- **Residents have at least some degree of concern for all the environmental issues tested.** One-half or more express concern for 6 of the 8 issues, with wildfire being the one of greatest concern, especially for those living on the Gulf Islands and rural areas of the West Shore.
- **The majority believe landowners should receive some degree of support for all restoration and conservation efforts,** especially when it comes to the restoration of streams to provide habitat for salmon and other species.
- While most feel that all groups have some responsibility for protecting the natural environment on private lands, about **two-thirds feel that private landowners, local government, and provincial government should bear a higher degree of responsibility.**
- There is **broad based support for the creation of a publicly funded conservation fund** that would financially support projects on private land, with seven-in-ten expressing support.
- Among the proposed contribution methods, **property value tax had the highest level of support,** with more than one-half expressing support for this mode.
- Among those who support the creation of a conservation fund, **more than one-half are willing to contribute \$15 or more** on an annual basis, with the **average contribution amount being \$24.59.**

➤ Summary of Findings

What Residents Value Most About Living in the CRD

- The weather, wilderness and natural beauty are among the aspects about living in the region that residents value most, mentioned by more than four-in-ten each (48% and 43%, respectively).
- Other common mentions, noted by approximately one-third each include:
 - Geographic location,
 - Clean environment, including clean air and water,
 - Community, and
 - lakes, rivers, and fresh water

Concern for Climate Change Impacts in the Region

- Among the various environmental and conservation related issues rated, Wildfire is the issue of greatest concern overall (3.8), and Loss of access for Indigenous Peoples to harvest species of cultural value is the issue of least concern (3).
- Women are more likely to be concerned about any issue than men, as are residents 35 year of age and older compared to younger residents.

Level of Support Landowners Should Receive for Restoration and Conservation Efforts on Private Lands

- In terms of the support residents feel that landowners should receive for various restoration and conservation actions, Restoration of streams to provide habitat for salmon and other species is the action residents feel deserves the greatest support (4.3) and Offering access for Indigenous Peoples to undertake cultural activities, the least (3.5).
- At least one-half of residents feel that at least some support should be provided to landowners for all proposed actions.

Responsibility to Protect the Natural Environment on Private Land

- While most residents believe that all groups should share some responsibility for protecting the natural environment, about two-thirds feel that private landowners, local government, and provincial government should bear the most responsibility.

Top of Mind Conservation Organizations

- Overall, the Nature Conservancy of Canada, and Capital Regional District are the topmost mentions (42% each), followed by Islands Trust Conservancy, Garry Oak Ecosystem Recovery Team, and Nature Trust of BC, each mentioned by roughly one-quarter (27% and 24%, respectively).

➤ Summary of Findings

Support for Publicly Funded Conservation Fund

- Overall, the majority support the creation of a publicly funded conservation fund to some extent (71% probably/definitely), including more than one-quarter who “definitely” would support (28%).
- Support for this initiative is strong across the region, with no statistical differences in overall level of support by area.
- On average, strength of support is highest among those living in the Gulf Islands (36% definitely would).
- Strength of support also tends to be higher among renters vs owners (33% strong support vs 25% among owners) and Indigenous residents (41% versus 27% among others).
- Overall support is somewhat higher among 18-54s versus their older counterparts (total support, 45, 79% among 18-34s, 76% among 35-54s, and 62% among 55+).
- Just 15% would not support this initiative, and roughly the same number could not answer the question (14%).

Preferred Method of Contribution to Fund

- Property Value Tax had the highest level of support, with more than one-half expressing support for this method (53%), followed by Property Transfer Tax at 43%, and Parcel Tax at 37%. These support levels were relatively consistent across the region.

- Men are somewhat more likely than women to support Property Transfer Tax and Parcel Transfer Tax as a contribution mode.
- Residents 35-54 are the most likely to support Property Transfer Tax and those 18-54 are more likely to support Parcel Tax than residents 55+.

Amount Residents Willing to Contribute on an Annual Basis

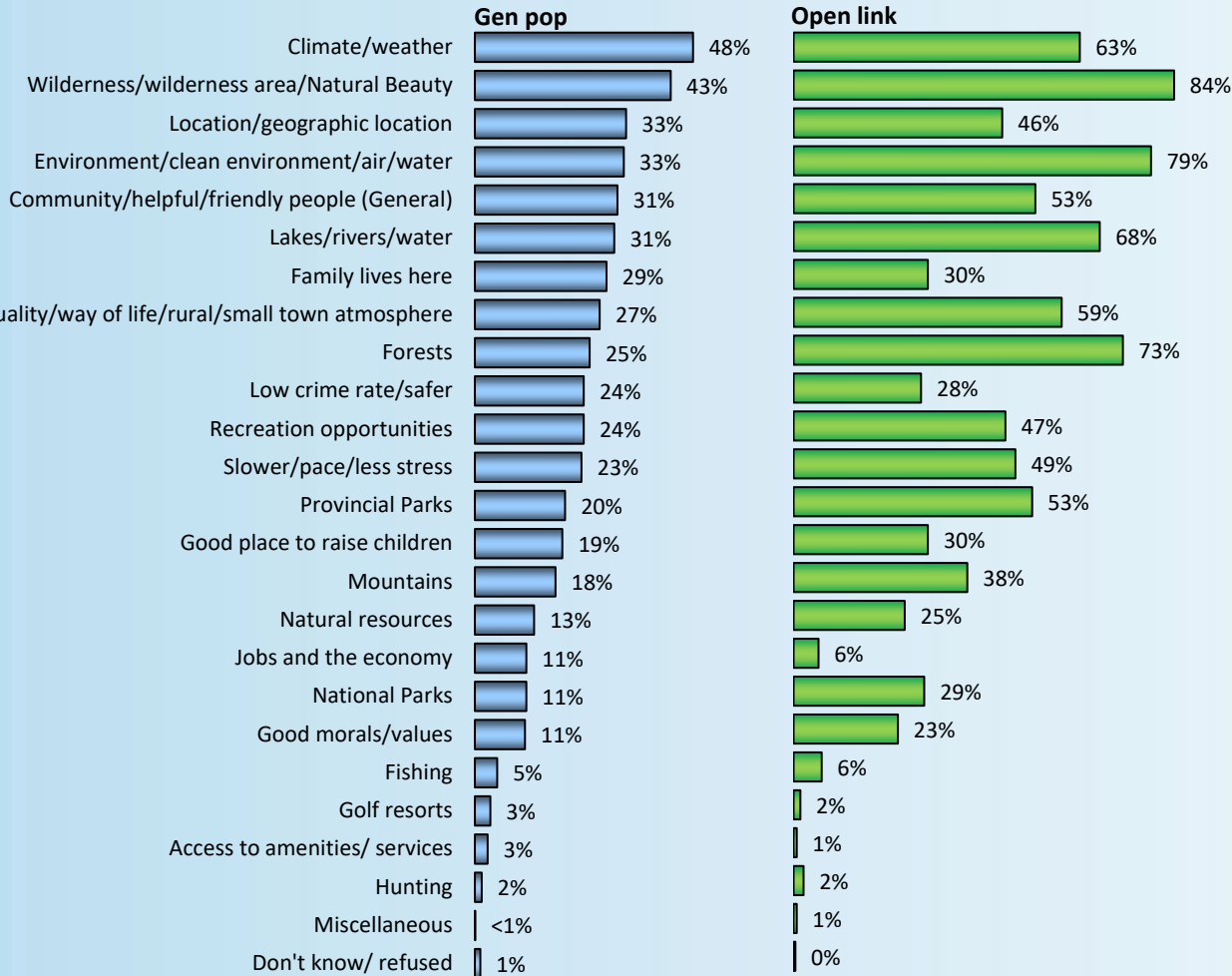
- Among those who support the creation of a conservation fund, more than one-half (59%) are willing to contribute \$15 or more on an annual basis, including one-in-five willing to contribute between \$25 to 49 per year (20%), and one-quarter willing to contribute more than \$50 per year (25%).
- A further 16% would contribute between \$5 and \$14.99, and 17% would contribute up to \$4.99.



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Detailed Findings

➤ What Residents Value Most About Living In The Region

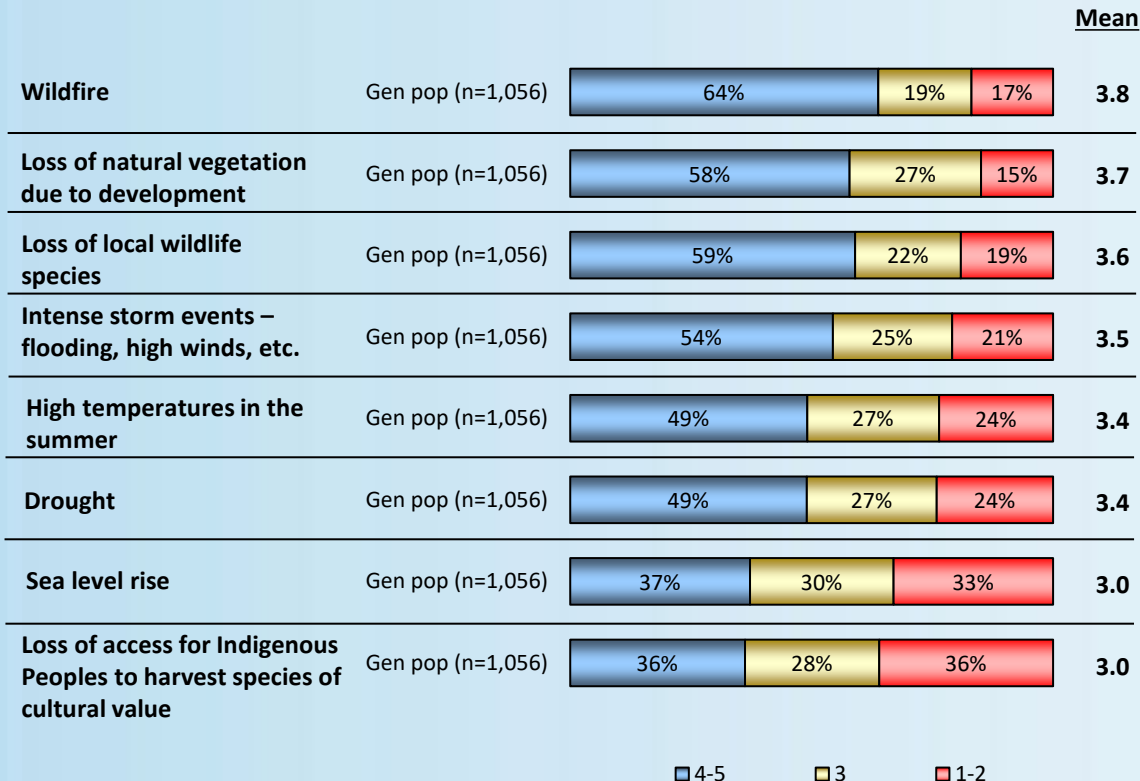


- The weather, wilderness and natural beauty are among the top aspects about living in the region that residents value most, mentioned by more than four-in-ten each (48% and 43%, respectively).
- Other common mentions, noted by approximately one-third each include:
 - Geographic location,
 - Clean environment, including clean air and water,
 - Community, and
 - lakes, rivers, and fresh water
- Resident of the Gulf Islands and rural areas of the West Shore tend to value wilderness the most (58% and 66%, respectively), whereas those in the Core area value weather most (52%).

Base: Total Gen pop (n=1,056), Open link (n=274)

Q.1) What do you value most about living in the region?

➤ Level of Concern for Environmental Issues



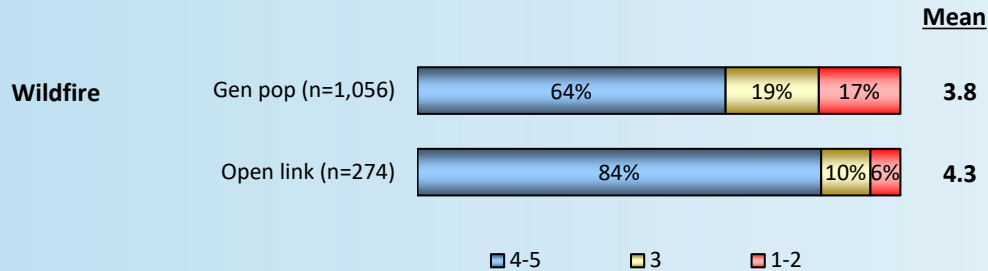
Scale: 1-5 where 1='not concerned at all', 5= 'very concerned'

Base: Total

Q.2a-h) On a scale of 1 to 5, where 1 is 'not concerned at all' and 5 is 'very concerned', how do you rate your concern around the following issues?

- Residents were asked to rate their level of concern for several environmental and conservation related issues using a scale from 1 to 5 where 1 is 'not concerned at all' and 5 is 'very concerned'.
- Average ratings range from 3 to 3.8 out of 5, with Wildfire being the issue of greatest concern overall (3.8), and Loss of access for Indigenous Peoples to harvest species of cultural value being the issue of least concern (3).

➤ Level of Concern for Environmental Issues



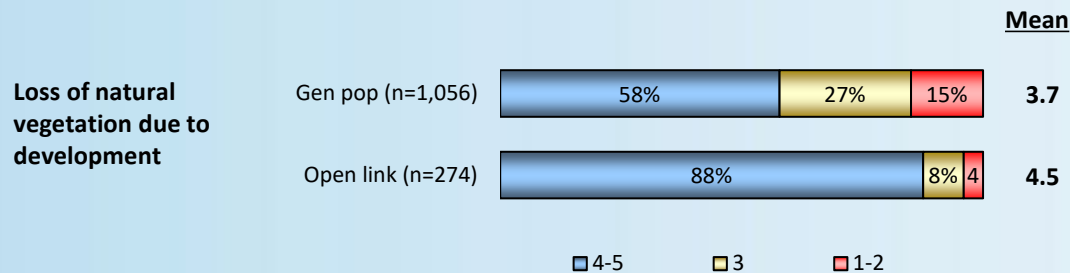
Scale: 1-5 where 1='not concerned at all', 5= 'very concerned'

- Overall, nearly two-thirds are concerned about wildfires (64% 4 or 5), including one-third who are "very" concerned (37%), with the average level of concern being 3.8 out of 5.
- Residents 55 years and over tend to be somewhat more concerned about this issue than those under 55 (42% "very" concerned compared with 34% and 32% among 18-34s and 35-54s, respectively), as are women compared with men (45% versus 28% "very" concerned).
- On average, concern is highest among those living in rural areas of the West Shore and the Gulf Islands (77% and 76% versus 61-68% in other parts of the region).

Base: Total

Q.2a-h) On a scale of 1 to 5, where 1 is 'not concerned at all' and 5 is 'very concerned', how do you rate your concern around the following issues? Wildfire

➤ Level of Concern for Environmental Issues



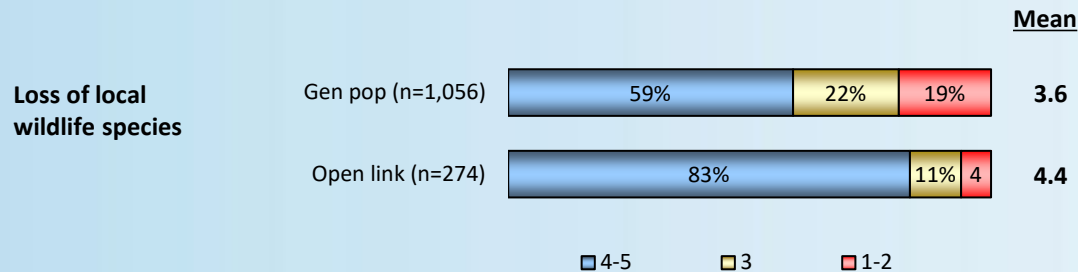
Scale: 1-5 where 1='not concerned at all', 5= 'very concerned'

- When it comes to loss of natural habitat due to development, more than one-half are concerned, with 58% expressing at least some degree of concern (4 or 5), including nearly one-third who are “very” concerned (30%), with the average level of concern being 3.7 out of 5.
- Women are more likely than men to be concerned about loss of natural habitat due to development (65% versus 51% of men).
- While the majority have some degree of concern about this issue, those living on the Gulf Islands and in the rural parts of the West Shore are more likely to be less concerned (28% and 25% not concerned, respectively) than those living in other parts of the CRD.

Base: Total

Q.2a-h) On a scale of 1 to 5, where 1 is 'not concerned at all' and 5 is 'very concerned', how do you rate your concern around the following issues? Loss of natural vegetation due to development

➤ Level of Concern for Environmental Issues



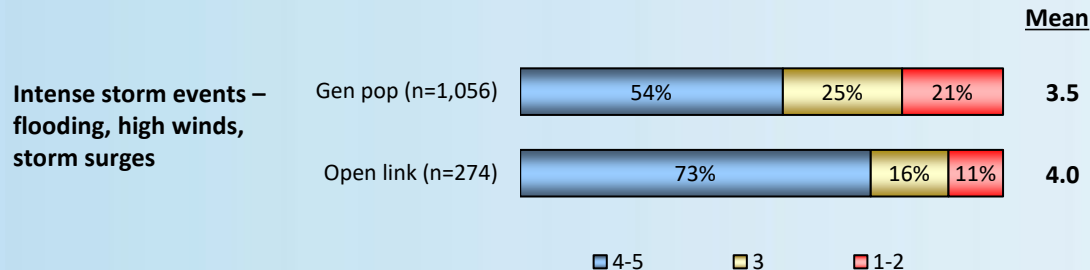
Scale: 1-5 where 1='not concerned at all', 5= 'very concerned'

- Overall, six-in-ten are concerned about the loss of local wildlife species (59% 4 or 5), including about one-third who are “very” concerned (31%), with the average level of concern being 3.6 out of 5.
- Concern for this issue tends to be higher among women (66% compared with 52% of men) and residents 35 years of age and older (62% among those 35+ versus 51% among 18-34s).

Base: Total

Q.2a-h) On a scale of 1 to 5, where 1 is 'not concerned at all' and 5 is 'very concerned', how do you rate your concern around the following issues? Loss of local wildlife species

➤ Level of Concern for Environmental Issues



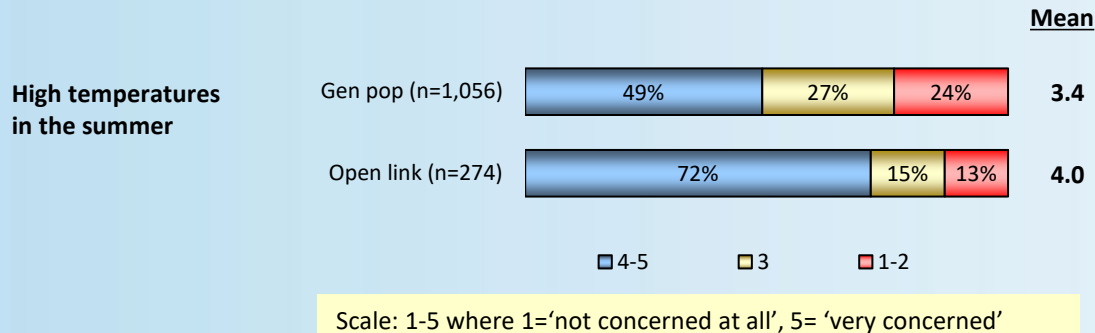
Scale: 1-5 where 1='not concerned at all', 5= 'very concerned'

- In total, about one-half are concerned about intense storm event such as flooding, high winds, and storm surges (54% 4 or 5), including one-quarter who are “very” concerned (25%), with the average level of concern being 3.5 out of 5.
- Those most likely to be concerned about this issue include:
 - women (61% vs 49% of men),
 - homeowners (59% vs 49% of renters),
 - residents 35 years of age and older (57% and 58% among 35-54 and 55+ versus 45% among 18-34s), and
 - residents living in the Saanich Peninsula and rural areas of the West Shore (64% and 73% respectively, compared to 48% and 62% in other parts of the region).

Base: Total

Q.2a-h) On a scale of 1 to 5, where 1 is 'not concerned at all' and 5 is 'very concerned', how do you rate your concern around the following issues? Intense storm events – flooding, high winds, storm surges

➤ Level of Concern for Environmental Issues

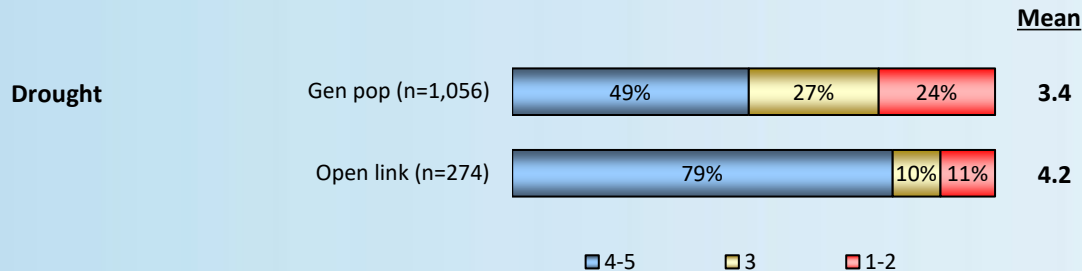


- When it comes to high temperatures in the summer, roughly one-half express concern (49% 4,5), including about one-quarter who are “very” concerned (23%). with the average level of concern being 3.4 out of 5.
- On average, residents of the Gulf Islands are most concerned about this issue, with 60% being somewhat or very concerned about it (4 or 5).
- Women tend to be more concerned than men about this issue (53% vs 45% 4 or 5).

Base: Total

Q.2a-h) On a scale of 1 to 5, where 1 is 'not concerned at all' and 5 is 'very concerned', how do you rate your concern around the following issues? High temperatures in the summer

➤ Level of Concern for Environmental Issues



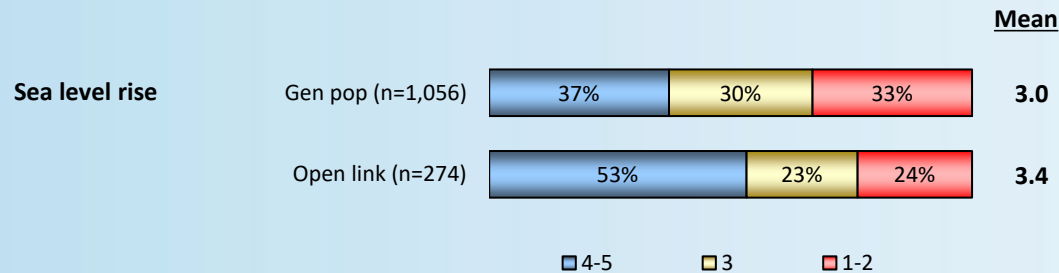
Scale: 1-5 where 1='not concerned at all', 5= 'very concerned'

- In total, about one-half are concerned about drought (49%), including one-quarter who are “very” concerned (25%), with the average level of concern being 3.4 out of 5.
- Concern for this issue tends to be greater among the following groups:
 - those living in the Saanich Peninsula and rural areas of the West Shore (59% and 60% respectively, versus 46-55% in other parts of the region),
 - Women (54% compared with 44% of men), and
 - residents 35 years of age and older (48% of 35-54s and 54% of 55+ versus 40% of 18-34s).

Base: Total

Q.2a-h) On a scale of 1 to 5, where 1 is 'not concerned at all' and 5 is 'very concerned', how do you rate your concern around the following issues? Drought

➤ Level of Concern for Environmental Issues



Scale: 1-5 where 1='not concerned at all', 5= 'very concerned'

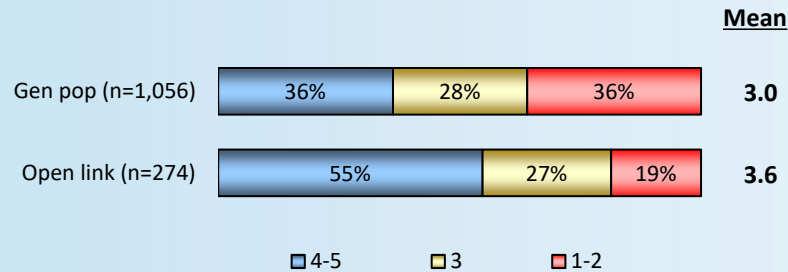
- Just over one-third are concerned about sea level rise (37% 4 or 5), with the average level of concern being 3.0 out of 5.
- Concern for this issue is slightly higher among women than men (44% versus 30% of men).
- On average, concern for this issue is highest among those living in the Saanich Peninsula (43% versus 32-38% elsewhere).

Base: Total

Q.2a-h) On a scale of 1 to 5, where 1 is 'not concerned at all' and 5 is 'very concerned', how do you rate your concern around the following issues? Sea level rise

➤ Level of Concern for Environmental Issues

Loss of access for Indigenous Peoples to harvest species of cultural value



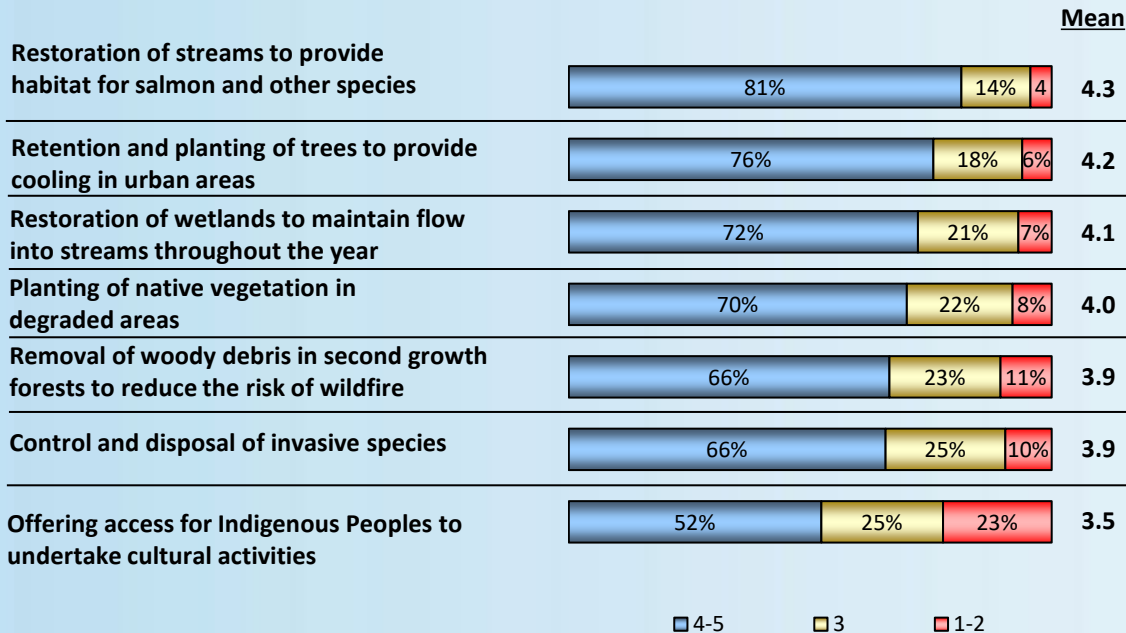
Scale: 1-5 where 1='not concerned at all', 5= 'very concerned'

- Overall concern for this issue is relatively low, with just one-third rating it a 4 or 5 (36%), and only 18% showing great concern (very concerned), with an average rating of 3 out of 5.
- Concern for this issue is higher among:
 - Women (41% compared to 30% of men),
 - Residents under 55 years of age (46% of 18-34s and 38% of 35-54s vs 29% of 55+),
 - Indigenous residents (60% overall concerned compared with 34% among others)

Base: Total

Q.2a-h) On a scale of 1 to 5, where 1 is 'not concerned at all' and 5 is 'very concerned', how do you rate your concern around the following issues? Loss of access for Indigenous Peoples to harvest species of cultural value

➤ Level of Support for Landowners



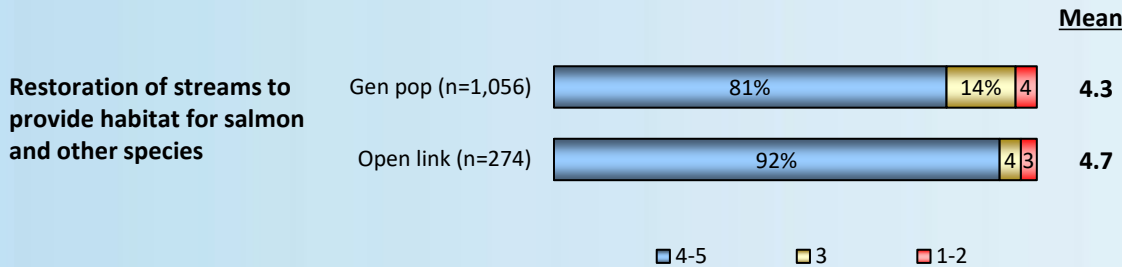
Scale: 1-5 where 1= 'no support', 5= 'strong support'

- Using a 5-point scale with 1 being 'no support' and 5 being 'strong support', residents were asked to rate the level of support landowners should receive for various restoration and conservation actions.
- Average ratings range from 3.5 to 4.3 out of 5, with Restoration of streams to provide habitat for salmon and other species being the action residents feel deserve the greatest support (4.3) and Offering access for Indigenous Peoples to undertake cultural activities, the least (3.5).
- At least one-half of residents feel that some degree of support should be provided to landowners for all proposed actions.

Base: Total Gen pop (n=1,056)

Q.3a-g) On a scale of 1 to 5, where 1 is 'no support' and 5 is 'strong support', how much support do you believe should be provided to landowners for the following actions?

➤ Level of Support for Landowners



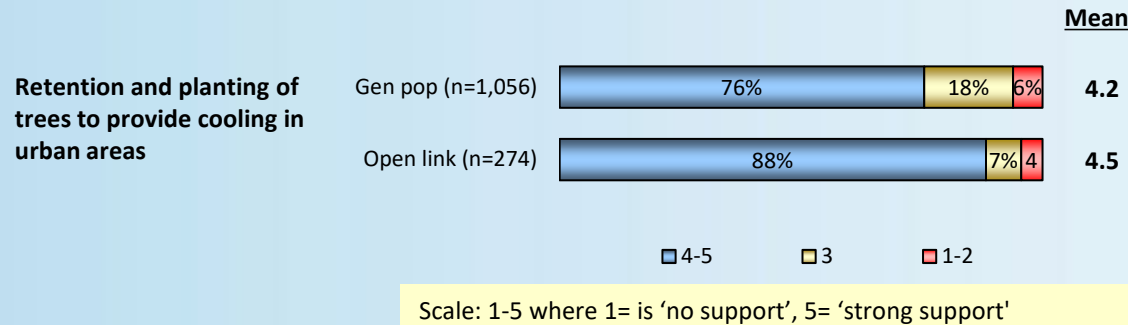
Scale: 1-5 where 1= 'no support', 5= 'strong support'

- Overall, most residents believe that landowners should receive a good degree of support for this measure (81% 4,5), including half who feel it deserves “strong” support (53%), with an average support rating of 4.3 out of 5.
- On average, support for this action is highest in the Core (83%) and lowest in the Gulf Islands (72%).
- Residents most likely to feel this action should receive support include:
 - women (86% vs 77% of men), and
 - those 55 years of age and older (87% vs 76% of 18-34s and 78% of 35-54s).

Base: Total

Q.3a-g) On a scale of 1 to 5, where 1 is 'no support' and 5 is 'strong support', how much support do you believe should be provided to landowners for the following actions? Restoration of streams to provide habitat for salmon and other species

➤ Level of Support for Landowners

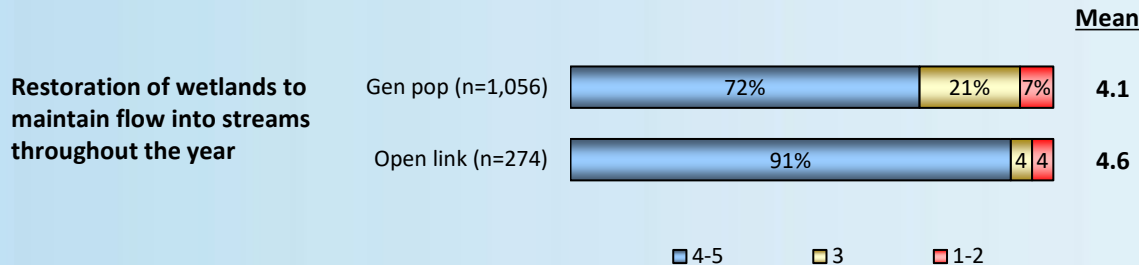


- Overall, the majority – fully three-quarters – believe this deserves a high level of support (76% 4 or 5), including about one-half who feel it should receive “strong” support (49%).
- Those living in the core communities are the most likely to support this measure, on average (79%).
- Residents most likely to believe this action should receive support include:
 - women (81% compared with 71% of men), and
 - those 55+ compared with 18-34s (79% vs 69%, respectively).

Base: Total

Q.3a-g) On a scale of 1 to 5, where 1 is 'no support' and 5 is 'strong support', how much support do you believe should be provided to landowners for the following actions? Restoration of streams to provide habitat for salmon and other species

➤ Level of Support for Landowners



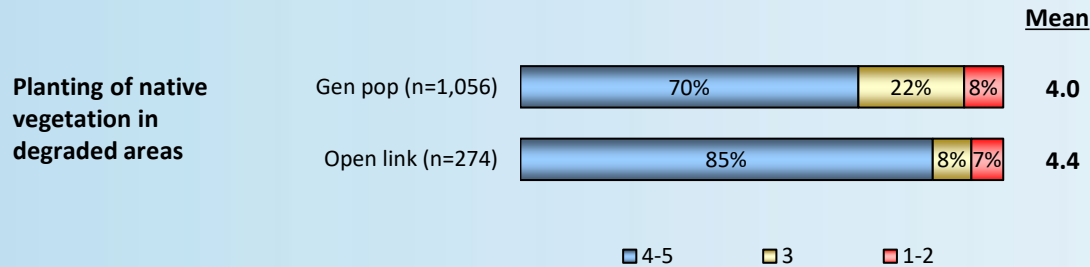
Scale: 1-5 where 1= 'no support', 5= 'strong support'

- In total, more than seven-in-ten feel that owners should get at least some support to assist with restoration of wetlands for the purpose of maintaining flow into streams throughout the year (72% 4 or 5), including four-in-ten who feel this should be strongly supported (42%), with an average support rating of 4.1 out of 5.
- On average, level of support is highest in the Saanich Peninsula (78%), and lowest in the urban areas of the West Shore (65%).
- Residents 35 years of age and older are more likely to feel this action deserves support than younger residents (76% in each of 35-54 and 55+ versus 60% among 18-34s).

Base: Total

Q.3a-g) On a scale of 1 to 5, where 1 is 'no support' and 5 is 'strong support', how much support do you believe should be provided to landowners for the following actions? Restoration of wetlands to maintain flow into streams throughout the year

➤ Level of Support for Landowners



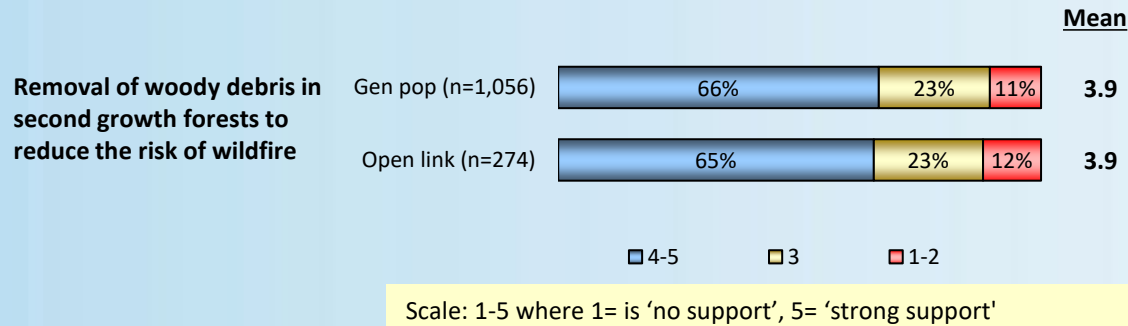
Scale: 1-5 where 1= 'no support', 5= 'strong support'

- Overall, the majority believe that landowners should receive a high degree of support for this (70%), including 40% who feel it deserves “strong” support, with an average support rating of 4 out of 5.
- Women are somewhat more likely than men to feel that landowners should receive support for this measure (74% compared with 66% of men).

Base: Total

Q.3a-g) On a scale of 1 to 5, where 1 is 'no support' and 5 is 'strong support', how much support do you believe should be provided to landowners for the following actions? Planting of native vegetation in degraded areas

➤ Level of Support for Landowners

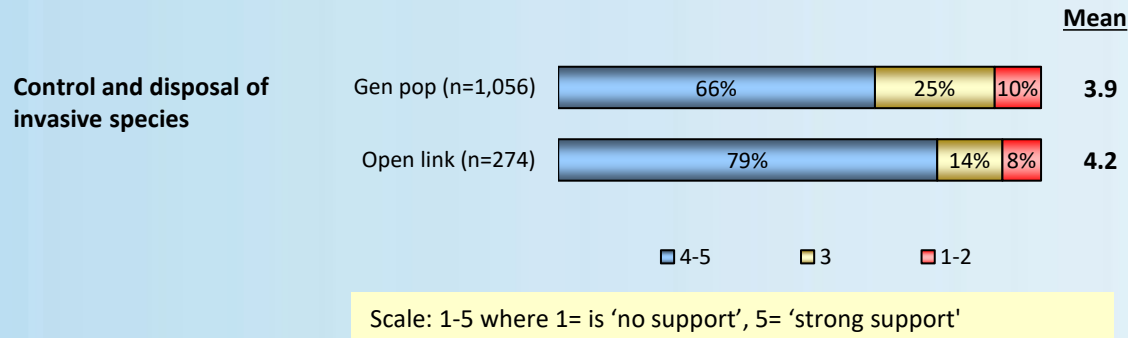


- In total, roughly two-thirds believe landowners should receive support for the removal of woody debris in second growth forests to reduce the risk of wildfire (66% 4 or 5). This includes nearly four-in-ten who believe it should be strongly supported (39%). The average level of support for this activity is 3.9 out of 5.
- By area, those living in the core, the Saanich Peninsula, and the West Shore are the most likely to feel landowners should receive support for this action (68%, 72%, and 64%, respectively, versus 49% among those living on the Gulf Islands).
- Others more likely to feel this action deserves support, include:
 - women (71% vs 61% among men), and
 - residents 35 years of age and older (69% of 35-54s and 70% of 55+ vs 57% of 18-34s).

Base: Total

Q.3a-g) On a scale of 1 to 5, where 1 is 'no support' and 5 is 'strong support', how much support do you believe should be provided to landowners for the following actions? Removal of woody debris in second growth forests to reduce the risk of wildfire

➤ Level of Support for Landowners



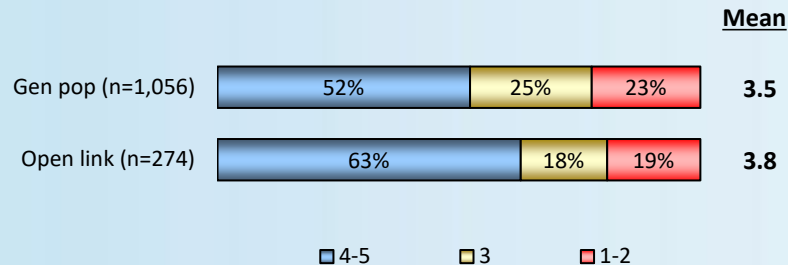
- Overall, roughly two-thirds feel landowners should be provided with a high degree of support for the control and disposal of invasive species (66% 4,5), with an average rating of 3.9 out of 5.
- Those in the Saanich Peninsula and the rural areas of the West Shore are the most likely to feel landowners should receive support for this action, on average (74% and 77% respectively, compared to 56% to 67% in other parts of the CRD).
- Residents 35 years and older tend to believe this measure deserves stronger support (67% and 70% among 35-54 and 55+, respectively versus 57% of those 18-35).
- Owners tended to believe more support is needed for this activity than renters (68% vs 62%).

Base: Total

Q.3a-g) On a scale of 1 to 5, where 1 is 'no support' and 5 is 'strong support', how much support do you believe should be provided to landowners for the following actions? Control and disposal of invasive species

➤ Level of Support for Landowners

Offering access for Indigenous Peoples to undertake cultural activities



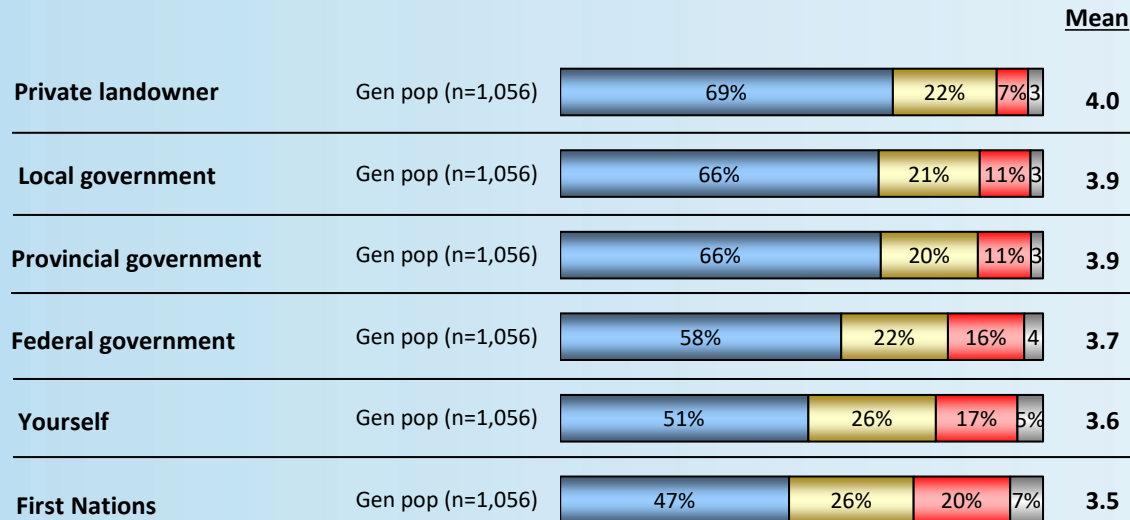
Scale: 1-5 where 1= 'no support', 5= 'strong support'

- In all, roughly one-half believe landowners should receive support for offering access for indigenous people to undertake cultural activities (52% 4 or 5), including nearly one-third who believe this should be strongly supported (32%).
- Groups most likely to feel this action should be supported include:
 - women versus men (56% vs 47%),
 - those under 55 years of age (57% and 58% among 18-34s and 35-54 respectively, vs 46% among 55+).
- Indigenous residents are more likely to feel this action should be strongly supported (45% compared with 30% among others).

Base: Total

Q.3a-g) On a scale of 1 to 5, where 1 is 'no support' and 5 is 'strong support', how much support do you believe should be provided to landowners for the following actions? Offering access for Indigenous Peoples to undertake cultural activities

➤ Responsibility for Protecting the Natural Environment



■ 4-5 ■ 3 ■ 1-2 ■ Don't know/ not sure

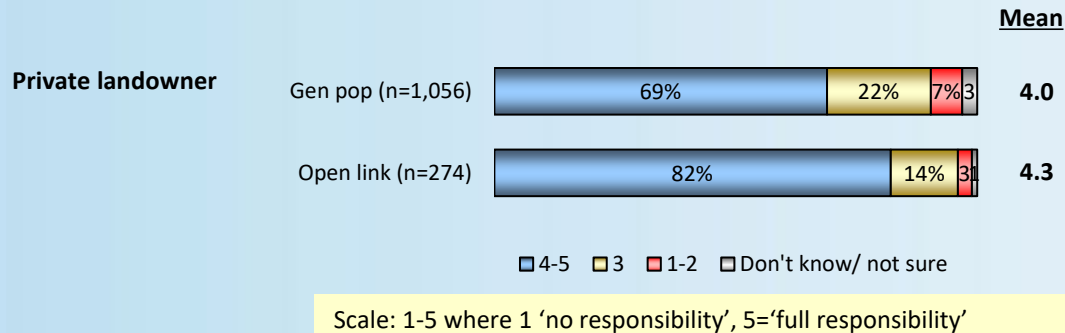
Scale: 1-5 where 1 'no responsibility', 5='full responsibility'

Base: Total

Q.4a-f) On a scale of 1 to 5, where 1 is 'no responsibility' and 5 is 'full responsibility', how much responsibility do you believe the following groups have for the protection of the natural environment on private land?

- Residents were asked to rate the level of responsibility various groups should bear in protecting the natural environment.
- While most residents believe that all groups should share some responsibility for protecting the natural environment, about two-thirds feel that private landowners, local government, and provincial government should bear a higher degree of responsibility.

➤ Responsibility for Protecting the Natural Environment

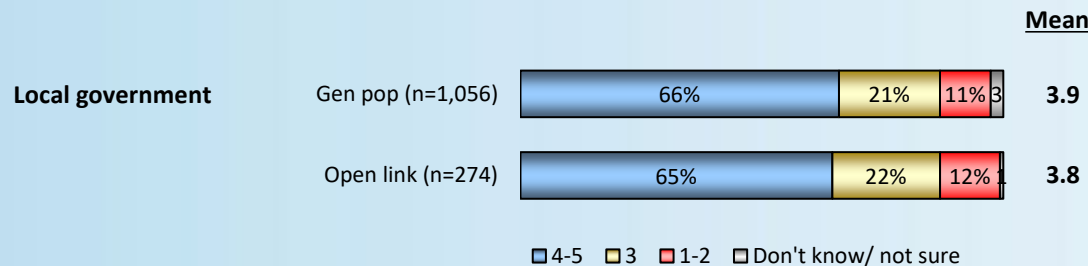


- Overall, about two-thirds feel that private landowners have at least a good degree of responsibility for the protection of natural environment on private land (69%), including more than nearly four-in-ten who feel this group should bear full responsibility (39%), with an average rating of 4 out of 5.
- Those living in the Saanich Peninsula, Gulf Islands, and rural areas of the West Shore are more likely than those living in other areas to feel that private landowners should bear full responsibility for this, with about half feeling this way (48%, 51%, 47%, respectively).
- The following groups are the most likely to feel that private landowners bear full responsibility for the protection of the natural environment on private land:
 - women (42% vs 35% rating of 5), and
 - residents 55+ (47% vs 27% and 34% among 18-34s and 35-54s rating of 5, respectively).
- Those who own their home are also more likely to feel that this responsibility should be largely borne by private landowners (72% vs 64% of renters).

Base: Total

Q.4a-f) On a scale of 1 to 5, where 1 is 'no responsibility' and 5 is 'full responsibility', how much responsibility do you believe the following groups have for the protection of the natural environment on private land? Private landowner

➤ Responsibility for Protecting the Natural Environment



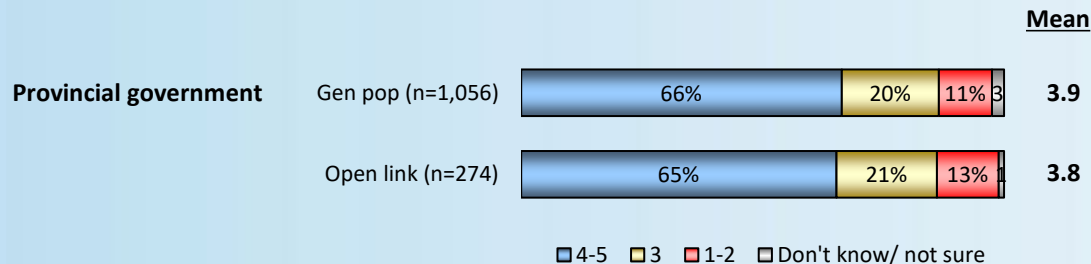
Scale: 1-5 where 1 'no responsibility', 5='full responsibility'

- About two-thirds feel government should bear a high degree of responsibility for the protection of natural environment on private land (66% 4 or 5), with about one-third believing local government should bear full responsibility for this (33%), with an average rating of 3.9 out of 5).
- Women are more likely than men to feel local government should bear responsibility for this (71% versus 61%).
- Younger residents, those 18-34, are somewhat more likely than those 55+ to feel that local government should shoulder the full burden of this (38% vs 29%), as are renters versus owners (42% vs 28%).

Base: Total

Q.4a-f) On a scale of 1 to 5, where 1 is 'no responsibility' and 5 is 'full responsibility', how much responsibility do you believe the following groups have for the protection of the natural environment on private land? Local government

➤ Responsibility for Protecting the Natural Environment



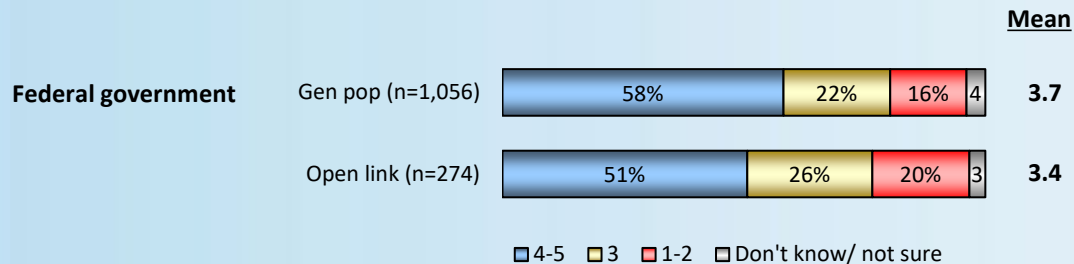
Scale: 1-5 where 1 'no responsibility', 5='full responsibility'

- Overall, roughly two-thirds feel that the provincial government should be responsible for protecting natural environment on private land (66% 4 or 5), with an average rating of 3.9 out of 5.
- Those living in the West Shore and the Core municipalities are the most likely to feel that provincial government should bear responsibility (69% and 65% 4 or 5 respectively versus 51% and 61% among Gulf Island and Saanich Peninsula, respectively), with those in the Core and rural areas of the West Shore the most likely to feel they should shoulder the full weight (35% and 37%, respectively).
- Renters are more likely than owners to feel that the provincial government should bear most of the responsibility for this (72% vs 62%).

Base: Total

Q.4a-f) On a scale of 1 to 5, where 1 is 'no responsibility' and 5 is 'full responsibility', how much responsibility do you believe the following groups have for the protection of the natural environment on private land? Provincial government

➤ Responsibility for Protecting the Natural Environment



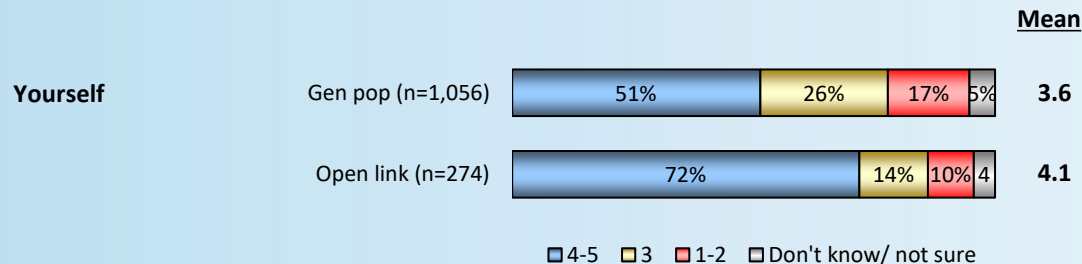
Scale: 1-5 where 1 'no responsibility', 5='full responsibility'

- Just over half feel that the federal government should shoulder most of the responsibility for the protection of the natural environment on private land (58%), including close to one-third who feel they should bear full responsibility (31%).
- Those in the core municipalities and the West Shore are slightly more likely than those in other areas to feel that the federal government should play a big role in protect natural environment on private land (61% and 57% 4 or 5 respectively versus 38% among Gulf Island and 50% among Saanich Peninsula residents).
- Residents 18-54 years of age are somewhat more likely than those 55+ to feel that the federal government should shoulder most of the responsibility for this (63% and 62% vs 53% among 55+), with more than one-third of those under 55 feeling that the feds be entirely responsible for protecting the natural environment on private lands (36%).
- Indigenous residents are somewhat more likely to feel that the federal government should bear full responsibility for this, with one-half feeling this way (50%), compared to just 30% of other residents, as do renters compared with owners (38% versus 28%).

Base: Total

Q.4a-f) On a scale of 1 to 5, where 1 is 'no responsibility' and 5 is 'full responsibility', how much responsibility do you believe the following groups have for the protection of the natural environment on private land? Federal government

➤ Responsibility for Protecting the Natural Environment



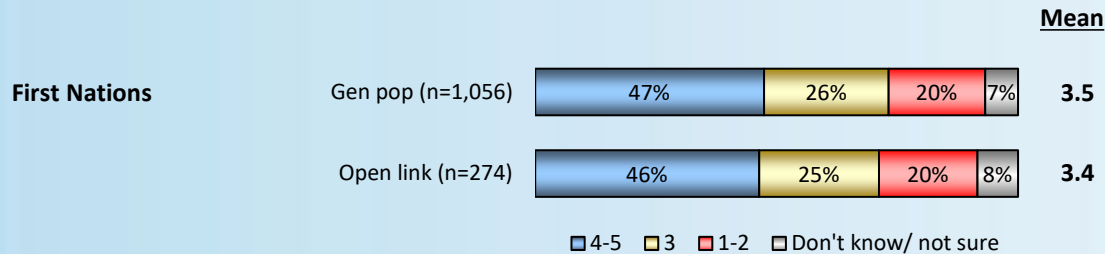
Scale: 1-5 where 1 'no responsibility', 5='full responsibility'

- About half feel that a good degree of responsibility for this should fall to themselves (51% 4 or 5), with roughly one-quarter feeling they should bear full responsibility for this (27%), with an average rating of 3.6 out of 5.
- Those living in the Saanich Peninsula, Gulf Islands, and rural areas of the West Shore are more likely than those living in other areas to feel that they should bear full responsibility for this, with more than one-third feeling this way (37%, 39%, 39%, respectively).
- Older residents, those 55+, are more likely than their younger counterparts to feel that they should bear full responsibility for this (34% vs 23% among 18-34 and 21% among 35-54), as do owners compared with renters (30% compared to 24% among renters).

Base: Total

Q.4a-f) On a scale of 1 to 5, where 1 is 'no responsibility' and 5 is 'full responsibility', how much responsibility do you believe the following groups have for the protection of the natural environment on private land? Yourself

➤ Responsibility for Protecting the Natural Environment



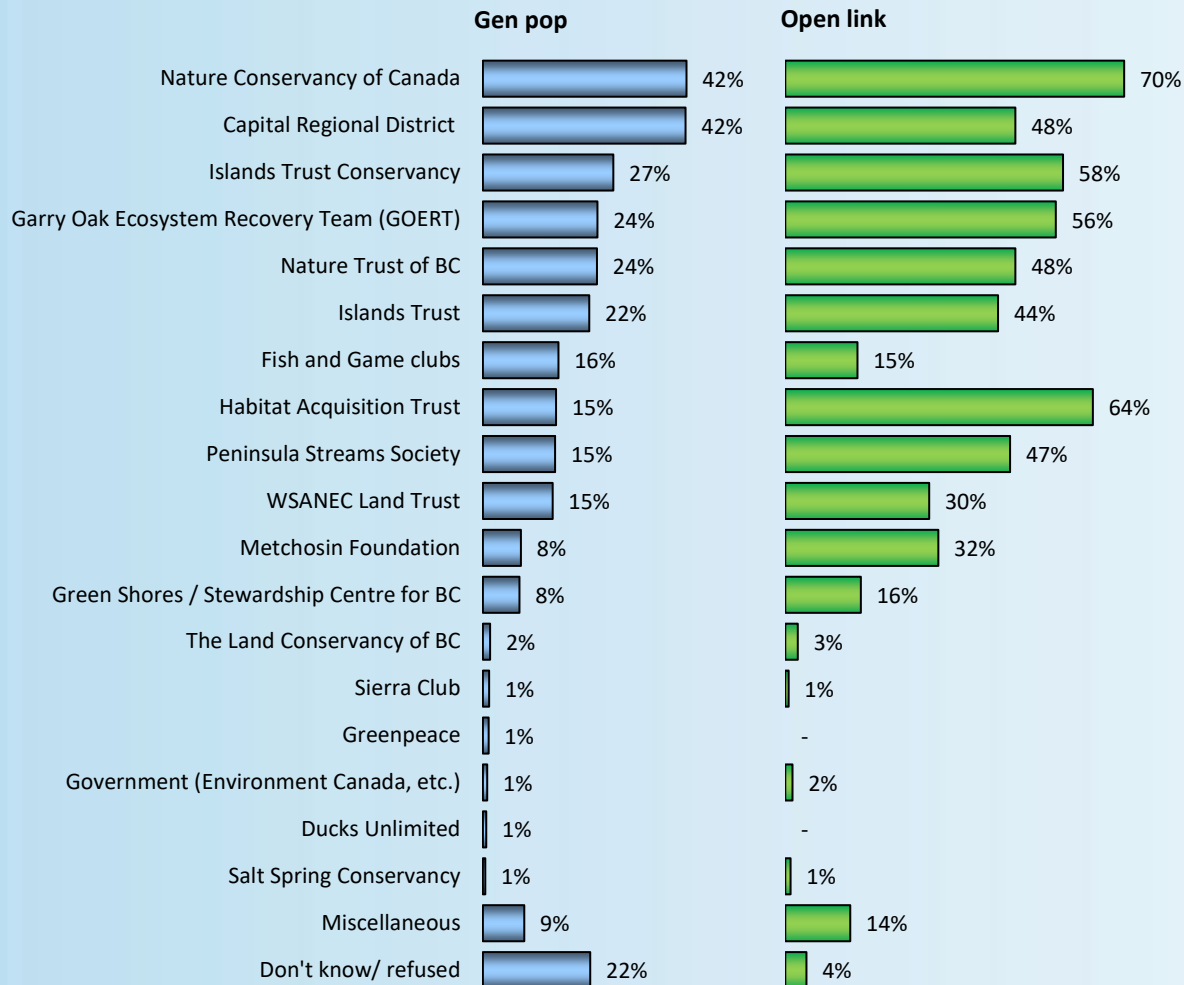
Scale: 1-5 where 1 'no responsibility', 5='full responsibility'

- Overall, just under one-half feel that First Nations should bear a good degree of responsibility (47% 4 or 5), including roughly one-quarter who feel this group should bear full responsibility (24%), with an average rating of 3.5 out of 5.
- Women are somewhat more likely than men to feel that First Nations should bear responsibility for the protection of the natural environment on private lands (51% vs 44% 4 or 5).

Base: Total

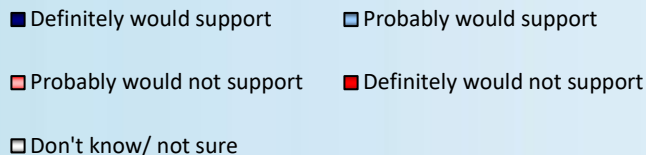
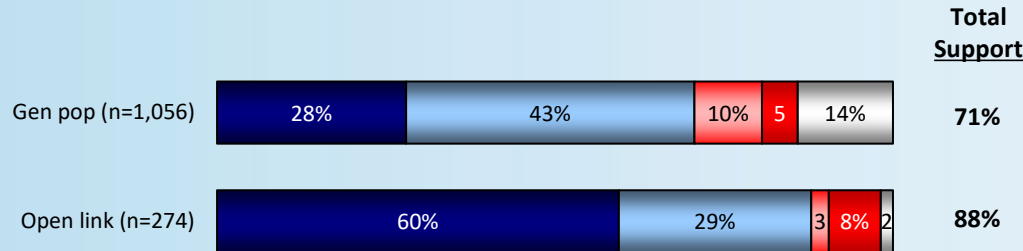
Q.4a-f) On a scale of 1 to 5, where 1 is 'no responsibility' and 5 is 'full responsibility', how much responsibility do you believe the following groups have for the protection of the natural environment on private land? First Nations

➤ Awareness of Conservation Organizations



- Residents were asked to name organizations involved in conservation efforts in the region.
- Overall, the Nature Conservancy of Canada, and Capital Regional District are the topmost mentions (42% each), followed by Islands Trust Conservancy, Garry Oak Ecosystem Recovery Team, and Nature Trust of BC, each mentioned by roughly one-quarter (27% and 24%, respectively).
- Broadly speaking, older residents, those 55+, are more likely to recall any organization.
- Overall, unaided recollection (phone) was much lower than aided (online).

➤ Support for Publicly Funded Conservation Fund

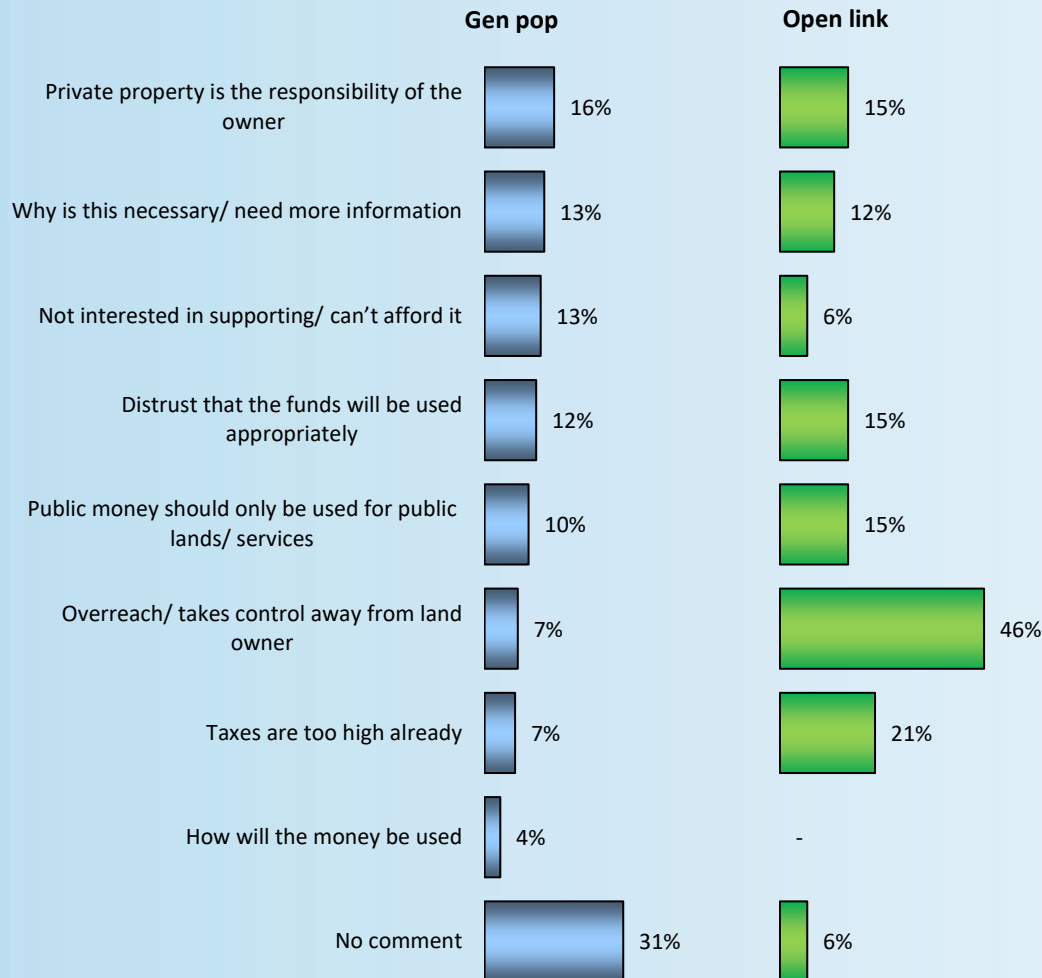


- Overall, the majority support the creation of a publicly funded conservation fund to some extent (71% probably/definitely), including more than one-quarter who “definitely” would support (28%).
- Support for this initiative is strong across the region, with no statistical differences in overall level of support by area.
- On average, strength of support is highest among those living in the Gulf Islands (36% definitely would).
- Strength of support also tends to be higher among renters vs owners (33% strong support vs 25% among owners) and Indigenous residents (41% versus 27% among others).
- Overall support is somewhat higher among 18-54s versus their older counterparts (total support, 4,5, 79% among 18-34s, 76% among 35-54s, and 62% among 55+).
- Just 15% would not support this initiative, and roughly the same number could not answer the question (14% don’t know/not sure).

Base: Total

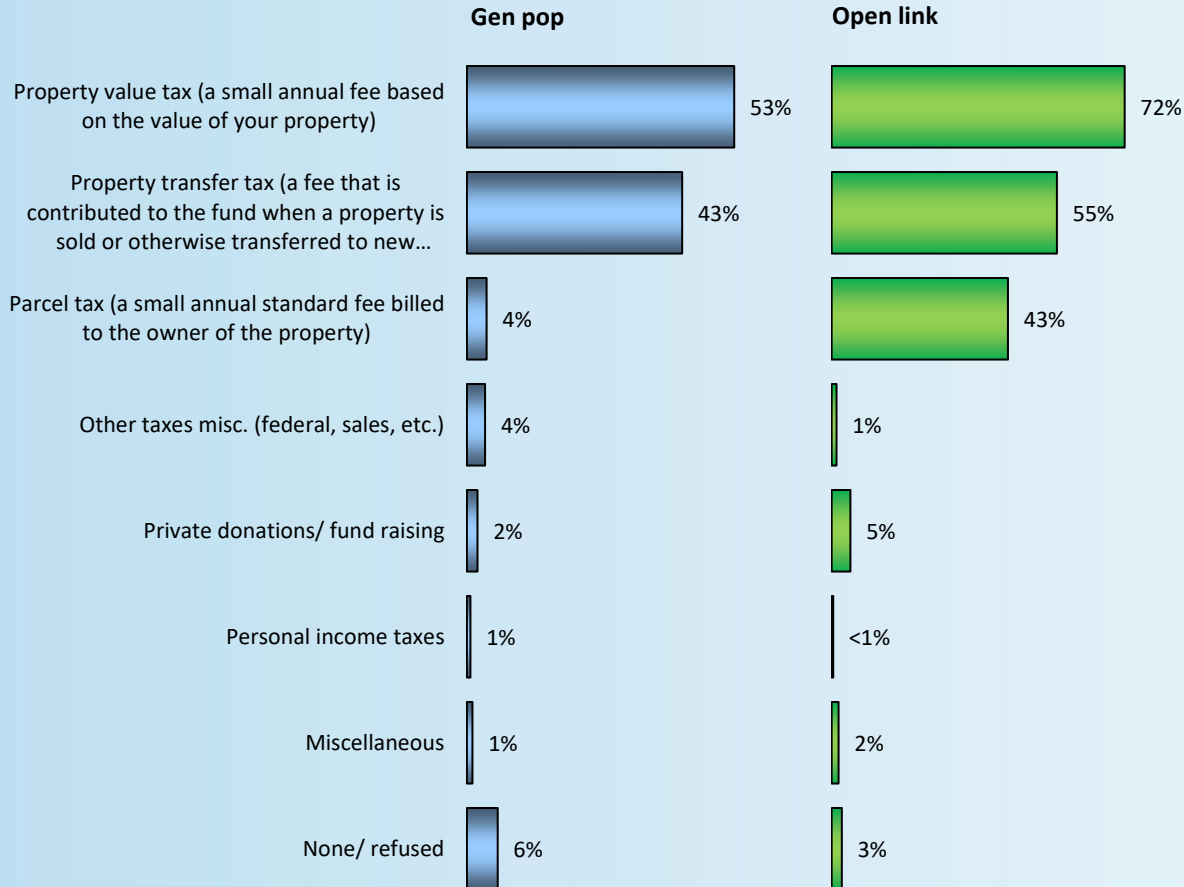
Q.6a) Would you support the creation of a publicly funded conservation fund that would financially support projects on private land that create and enhance natural areas and the ecosystem services they provide?

➤ Reasons for Not Supporting Conservation Fund



- Residents who are unlikely to support or would not support the creation of a publicly funded conservation fund were asked why they felt this way.
- The most common reason for not being in support of this fund is that private property is the responsibility of the owner, mentioned by 16%. Other common mentions include questions about the necessity of such a fund or need more information, no interest in supporting or can't afford to support, and distrust that the funds will be used appropriately, all mentioned by just over one-in-ten.
- Those in the Saanich Peninsula and rural areas of the West Shore are the most likely to feel that private property is the responsibility of the owner (27% and 26% respectively versus 9-17% among all other areas).

➤ Method of Contribution to Conservation Fund

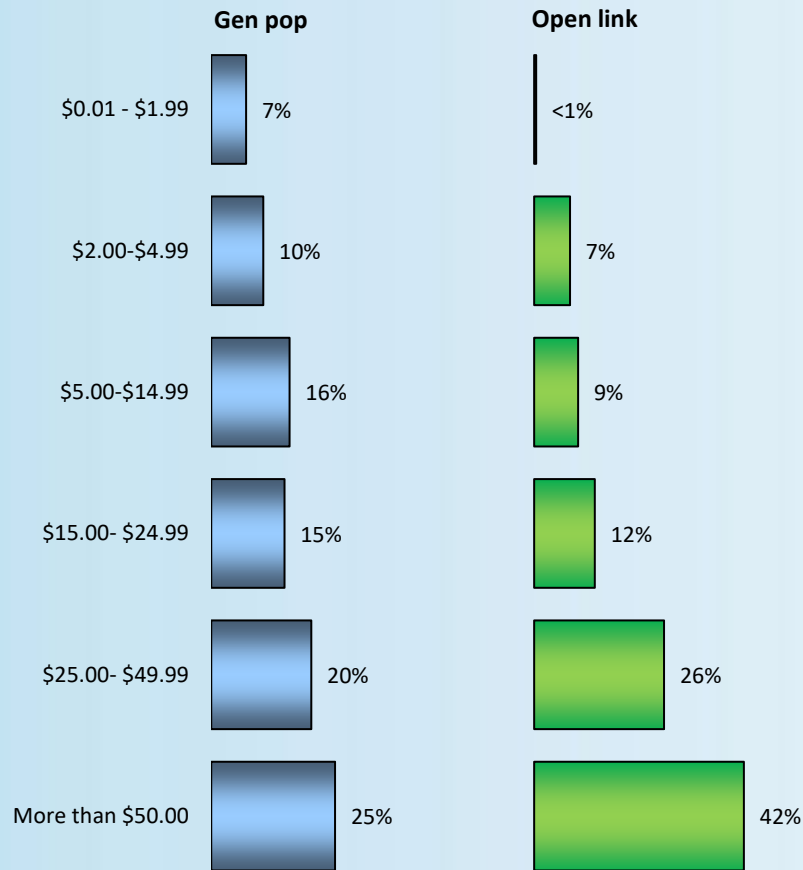


- Residents likely to support a publicly funded conservation fund were presented with list of possible contribution methods and asked which ones they are likely to support.
- Property Value Tax had the highest level of support, with more than one-half expressing support for this method (53%), followed by Property Transfer Tax at 43%, and Parcel Tax at 37%. These support levels were relatively consistent across the region.
- Men are somewhat more likely than women to support Property Transfer Tax and Parcel Tax as a contribution mode.
- Residents 35-54 are the most likely to support Property Transfer Tax and those 18-54 are more likely to support Parcel Tax than residents 55+.
- About one-in-twenty mentioned other taxes and/or donations/fund raising as methods they would support (6%), and the same number are not sure what method they would support (6%).

Base: Total would support creating a conservation fund Gen pop (n=736), Open link (n=241)

Q.7) Which of the following methods of contribution would you support?

➤ Amount Willing to Contribute to Fund on Annual Basis



- Among those who support the creation of a conservation fund, more than one-half are willing to contribute \$15 or more on an annual basis (59%), including one-in-five willing to contribute between \$25 to 49 per year (20%), and one-quarter willing to contribute more than \$50 per year (25%).
- A further 16% would contribute between \$5 and \$14.99, 17% would contribute up to \$4.99, and 8% would not be willing to contribute anything to the fund.
- The average amount residents are willing to contribute annually is \$24.59.
- On average, those living on the Gulf Islands are the most likely to willing to contribute \$50 or more (45%) and those in the Core are the least likely (20%).
- Older residents, those 55 years of age or older are more likely to be willing to contribute more than \$50 than those 18-54 (33% compared to 21% among 35-54s and 17% among 18-34s), as are those who own vs rent.

Base: Total would support creating a conservation fund Gen pop (n=736), Open link (n=241)

Q.8) How much would you be willing to contribute to a conservation fund on an annual basis using one of these methods?



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Demographics

➤ Demographic Profile

	<u>Total Unweighted</u> (1,056) %	<u>Total Weighted</u> (1,056) %
Gender		
Man	47	48
Woman	52	50
Non-binary/gender diverse	2	2
Other		
Age		
18-34 years	17	25
35-44 years	15	16
45-54 years	14	15
55-64 years	17	17
65-74 years	21	16
75 or older	16	12
Prefer not to say	<1	<1
Area		
Core Municipalities	61	63
West Shore	18	22
Saanich Peninsula	14	11
Gulf Islands	7	4

► Demographic Profile

	<u>Gen pop</u> (1,056) %	<u>Open link</u> (274) %
Gender		
Man	48	31
Woman	50	61
Non-binary/gender diverse	2	2
Other	-	<1
Prefer not to say	-	7
Age		
18-34 years	25	4
35-44 years	16	6
45-54 years	15	7
55-64 years	17	16
65-74 years	16	64
75 or older	12	7
Prefer not to say	<1	4

	<u>Gen pop</u> (1,056) %	<u>Open link</u> (274) %
Home Tenure		
Own	62	84
Rent	36	13
Other	3	3
Full-time resident in the area		
Yes	99	96
No	1	4
Identify as Indigenous		
Yes	8	2
No	92	94
Prefer not to say	1	4

► Demographic Profile

	<u>Gen pop</u> (1,056) %	<u>Open link</u> (274) %
Core Municipalities	63	36
Saanich	28	17
Victoria	23	11
Esquimalt	5	2
Oak Bay	3	4
View Royal	3	2
Esquimalt First Nation	<1	<2
New Songhees 1A	<1	<1
Saanich Peninsula	11	10
Central Saanich	5	4
Sidney	3	4
North Saanich	3	3
Union Bay 4/ Tseycum First Nation	<1	<1
East Saanich 2/ Tsawout First Nation	<1	-
South Saanich 1/ Tsartlip First Nation	<1	-

	<u>Gen pop</u> (1,056) %	<u>Open link</u> (274) %
West Shore	22	36
Urban	16	8
Langford	10	4
Colwood	5	2
Highlands	1	2
Rural	6	28
Metchosin	2	24
Sooke	4	3
Juan de Fuca (Part 1)	<1	1
Juan de Fuca (Part 2)	<1	-
Becher Bay 1/ Sc'Tanew First Nation	-	<1
Gulf Islands	4	11
Salt Spring Island	3	7
Southern Gulf Islands (Galiano, Mayne, North and South Pender Islands, Saturna, Piers)	2	4
Live outside of the CRD	-	7



MUSTEL GROUP
MARKET RESEARCH

Questionnaire



-Financing Conservation on Private Land in the Capital Region

ONLY PURPOSE TO BE INCLUDED IN SURVEY INTRODUCTION

The Purpose

The purpose of this survey is to gauge the level of community interest for the establishment of a conservation fund that would enable not-for-profit organisations, First Nations and local governments to undertake conservation actions on private property. This funding would assist in supporting community priorities for the maintenance and restoration of forests, wetlands, streams, grasslands and the marine foreshore on private land, thus providing communities with resilience to climate change.

Background Information

The natural areas in the Capital Region have supported Indigenous Peoples for millennia and remain one of the main reasons people want to live here. However, half of the region is now in private ownership and what happens on these lands has a huge influence on the health of the environment and the well-being of the people who live here.

In the last few years, the region has experienced intense storm events with increasing frequency, leading to flooding, storm surges and power disruptions. High temperatures and extended drought in summers have impacted agriculture, wildlife and people's health. Tree dieback is visible along roads and in the forest, impacting iconic and culturally significant species such as western redcedar. In 2024, a wildfire started in a regional park near Sooke, resulting in recreation closures, impacts to health due to smoke and posed a threat to clean drinking water. The Canadian Centre for Policy Alternatives (CCPA) found that the damage caused by extreme weather events in BC in 2021 such as heat waves, floods and wildfires cost the province between \$10.6 and \$17.1 billion. It's been shown that proactive planning and expenditure in the long run saves money.

The community acknowledged the importance of the natural environment to their well-being when they indicated support for the establishment of a Parks Acquisition Fund in 2000. We are currently exploring the feasibility of establishing a similar fund in the Capital Regional District, only this time focused on private land. These funds could be sourced publicly through the collection of a small tax or levy, which is then distributed annually to local projects through a rigorous application and selection process that ensures the best use of public money to support community priorities. If established, this conservation fund would allow investment in projects that help mitigate climate change impacts, such as restoring riparian areas and wetlands, which pay back over the long term by reducing costs associated with emergency response and recovery from flooding, drought, and fires.

Conservation funds have proven to be successful in several jurisdictions in BC (Columbia Valley, West Kootenay, South Okanagan and North Okanagan), investing in projects that maintain and restore natural areas and the ecosystem services they provide.



A small financial contribution can go a long way. For example, if the approximately 185,000 residential properties in the region contributed \$5 a year, it would generate \$925,000 that could be invested in conservation projects on private land.

The following survey will help the Coastal Douglas-fir Conservation Partnership (CDFCP) understand the communities' priorities in relation to the maintenance and restoration of natural areas and how you think these works should be financed. The survey information collected will be shared with local government and First Nations elected and hereditary officials in the Capital Region to guide them in their decision making.

1. What do you value most about living in the region?

[TELEPHONE: DO NOT READ LIST]

[ALLOW MULTIPLE MENTIONS] [PROBE & CLARIFY]

- A. Climate/weather
- B. Community/helpful/friendly people (General)
- C. Environment/clean environment/air/water
- D. Family lives here
- E. Forests
- F. Golf resorts
- G. Good morals/values
- H. Good place to raise children
- I. Hunting
- J. Fishing
- K. Jobs and the economy
- L. Low crime rate/safer
- M. Location/geographic location
- N. Lakes/rivers/water
- O. Mountains
- P. National Parks
- Q. Natural resources
- R. Provincial Parks
- S. Quality/way of life/rural/small town atmosphere
- T. Recreation opportunities, such as skiing, hiking, canoeing and camping
- U. Slower/pace/less stress
- V. Wilderness/wilderness area/Natural Beauty
- W. Other [RECORD VERBATIM]
- X. DON'T KNOW / REFUSED



2. On a scale of 1 to 5, where 1 is 'not concerned at all' and 5 is 'very concerned', how do you rate your concern around the following issues?
 - Loss of natural vegetation due to development
 - High temperatures in the summer
 - Wildfire
 - Intense storm events – flooding, high winds, storm surges
 - Drought
 - Sea level rise
 - Loss of local wildlife species
 - Loss of access for Indigenous Peoples to harvest species of cultural value

3. On a scale of 1 to 5, where 1 is 'no support' and 5 is 'strong support', how much support do you believe should be provided to landowners for the following actions?
 - Restoration of wetlands to maintain flow into streams throughout the year
 - Removal of woody debris in second growth forests to reduce the risk of wildfire
 - Restoration of streams to provide habitat for salmon and other species
 - Retention and planting of trees to provide cooling in urban areas
 - Control and disposal of invasive species
 - Planting of native vegetation in degraded areas
 - Offering access for Indigenous Peoples to undertake cultural activities.

4. On a scale of 1 to 5, where 1 is 'no responsibility' and 5 is 'full responsibility', how much responsibility do you believe the following groups have for the protection of the natural environment on private land? **INCLUDE "DON'T KNOW" IN SCALE**
 - Private landowner
 - Yourself
 - Local government
 - First Nations
 - Provincial government
 - Federal government



5. When you think of conservation efforts in the region, what organizations come to mind?

TELEPHONE: DO NOT READ LIST

[ALLOW MULTIPLE MENTIONS] [PROBE & CLARIFY]

- A. Habitat Acquisition Trust
 - B. WSANEC Land Trust
 - C. Islands Trust
 - D. Islands Trust Conservancy
 - E. Peninsula Streams Society
 - F. Green Shores / Stewardship Centre for BC
 - G. Metchosin Foundation
 - H. Garry Oak Ecosystem Recovery Team (GOERT)
 - I. Fish and Game clubs
 - J. Nature Conservancy of Canada
 - K. Nature Trust of BC
 - L. Capital Regional District
 - M. Other: _____ [RECORD VERBATIM]
 - N. DON'T KNOW / REFUSED
6. Would you support the creation of a publicly funded conservation fund that would financially support projects on private land that create and enhance natural areas and the ecosystem services they provide?
- Definitely would support
 - Probably would support
 - Probably would not support - **ASK 6a THEN GO TO DEMOS**
 - Definitely would not support - **ASK 6a THEN GO TO DEMOS**
 - Don't know / not sure

6a. Why are you not in support of creating a publicly funded conservation fund for this purpose?

[Terminate call once they have responded]

7. Which of the following methods of contribution would you support?

[choose as many as you like]

- Property value tax (a small annual fee based on the value of your property)
- Parcel tax (a small annual standard fee billed to the owner of the property)
- Property transfer tax (a fee that is contributed to the fund when a property is sold or otherwise transferred to new owner(s))
- Other – specify: [record response]



8. How much would you be willing to contribute to a conservation fund on an annual basis using one of these methods?

[Note: we are not asking for donations at this time, nor will we follow up with a request for a financial donation]

- \$0.01 - \$1.99
- \$2.00-\$4.99
- \$5.00-\$14.99
- \$15.00- \$24.99
- \$25.00- \$49.99
- More than \$50.00
- None

Demographic Questions

9. In which of the following communities do you reside?
- A. Becher Bay 1/ Sc'ianew First Nation
 - B. Central Saanich
 - C. Cole Bay 3/ Pauquachin First Nation
 - D. Colwood
 - E. East Saanich 2/ Tsawout First Nation
 - F. Esquimalt
 - G. Esquimalt (IRI)
 - H. Gordon River 2/ Pacheedaht First Nation
 - I. Highlands
 - J. Juan de Fuca (Part 1), Regional district electoral area
 - K. Juan de Fuca (Part 2), Regional district electoral area
 - L. Langford
 - M. Metchosin
 - N. New Songhees 1A
 - O. North Saanich
 - P. Oak Bay
 - Q. Saanich
 - R. Saltspring Island
 - S. Sidney
 - T. Sooke
 - U. South Saanich 1/Tsartlip First Nation
 - V. Southern Gulf Islands, Regional district (Galiano, Mayne, North and South Pender Islands, Saturna, Piers)
 - W. T'Sou-ke
 - X. Union Bay 4/ Tseycum First Nation
 - Y. Victoria
 - Z. View Royal
 - AA. Other:



10. Which age group do you belong to?

- A. Under 18
- B. 18-24 years
- C. 25-34 years
- D. 35-44 years
- E. 45-54 years
- F. 55-64 years
- G. 65 or older
- H. Prefer not to say

11. How do you describe your gender identity?

Woman

Man

Non-binary/gender diverse

I identify as:

Prefer Not to Say

12. Do you own your own home or rent?

- I own my home
- I rent
- Other:

13. Are you a full-time resident in the area?

- Yes
- No [ask where full time residence is located]

14. Do you identify as Indigenous?

- Yes
- No
- Prefer not to say