

First Nations Fisheries Council

Public perception audit

November 10, 2010



FIRST NATIONS
FISHERIES COUNCIL

PR Associates
11/3/2010

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1.0 Introduction

BC fisheries have undergone dramatic changes over the past century. Most of these changes have eroded First Nation's participation in fisheries, particularly as commercial and recreational demand for resources has increased. Despite the promise that treaty negotiations would deal with the outstanding fisheries issues, this has not been the case, and Canadian courts continue to play the most significant role in motivating the development of federal fisheries policies. Currently the Department of Fisheries and Oceans manages fisheries based one-third on policy, one-third influenced by politics and one-third through risk communication.

The First Nations Fisheries Council was established in 2007 to implement the First Nations Fisheries Action Plan—an agenda for action in the Pacific fishery for all First Nations in British Columbia. The First Nations Fisheries Action Plan's vision includes all First Nations in British Columbia working together to address issues in the fishery which are of common concern and to enhance the well-being of communities. The plan calls for maintaining healthy aquatic ecosystems and species and restoring them as necessary while sharing management responsibility based on ownership of territories and the inherent rights of First Nations. The Council works with governments and stakeholders to ensure recognition and respect of First Nation's title and rights and to improve the conservation and management of the resource.

One of the items identified as a priority for the BC First Nations Fisheries Council is to develop a communication and media strategy to promote, and increase public awareness of Aboriginal rights and title and how this relates to fisheries. PR Associates was contracted to develop a communications and media relations campaign to help increase the general public's knowledge about the traditional and cultural importance of fisheries for First Nations and thereby influence public policy in regard to First Nations rights and title. As part of this campaign a public perception audit was conducted to establish a baseline understanding of the general public's knowledge and perception of First Nations Fisheries rights in BC. The primary objectives of the survey included:

- To measure public opinion regarding First Nations role in fisheries management within traditional territories and more broadly;
- To gauge perceptions of what is considered acceptable rights to, and use of, fisheries resources by First Nations; and,
- To measure knowledge of First Nations rights, responsibilities and actions regarding the maintenance and improvement of fisheries within Traditional Territories.

The public perception audit was conducted in September of 2010.

This following report summarizes the audit's findings and provides recommendations for the First Nations Fisheries Council's consideration.

2.0 Methodology

PR Associates utilized the experience and expertise of NRG Research group to conduct this audit. NRG Research group was selected based on their experience and perspective in dealing with perception audits and conducting stakeholder interviews.

For the development of this survey, a multi-phase methodology was constructed.

Preparation Phase 1

The preparation phase involved identifying and outlining the parameters of the audit program. During this phase of activity, the First Nation Fisheries Council's objectives and priorities, in relation to the audit, were established, interviewees were identified and prioritized and the questionnaire was prepared.

Implementation Phase 2

NRG Research Group conducted telephone interviews for the First Nations Fisheries survey between October 4 and October 17, 2010 with 507 residents of British Columbia. The survey instrument (Appendix B), was developed by PR Associates and NRG Research Group with input from the First Nations Fisheries Council. Results for all respondents contained in this report carry an overall maximum margin of error of $\pm 4.9\%$ at the 95% level of confidence.

The survey was conducted among residents aged 18 years or older using a random digital dial (RDD) sample source. Quotas were set to ensure that respondents represented the overall population base of the Province. Smaller coastal areas were oversampled (100 extra respondents) to ensure a clear picture of perceptions within this region. To account for over-sampling, the results are weighted to reflect the population by age, gender and urban/rural location according to the Census. The tables below detail the weighting.

Census Population Distribution

	Male, 18-34	Male, 35-54	Male, 55+	Female, 18-34	Female, 35-54	Female, 55+
Large Urban	8.8%	12.1%	9.0%	9.1%	12.9%	10.5%
Small Urban/Rural - Non Coastal	3.2%	4.9%	4.5%	3.2%	5.1%	4.8%
Small Urban/Rural - Coastal	1.2%	2.2%	2.3%	1.2%	2.4%	2.5%

Raw Survey Completes Distribution

	Male, 18-34	Male, 35-54	Male, 55+	Female, 18-34	Female, 35-54	Female, 55+
Large Urban	36	52	35	33	51	45
Small Urban/Rural - Non Coastal	5	19	25	4	24	26
Small Urban/Rural - Coastal	15	26	33	9	32	37

Weights

	Male, 18-34	Male, 35-54	Male, 55+	Female, 18-34	Female, 35-54	Female, 55+
Large Urban	1.24	1.18	1.30	1.40	1.28	1.18
Small Urban/Rural - Non Coastal	3.24	1.33	0.93	3.93	1.08	0.94
Small Urban/Rural - Coastal	0.44	0.43	0.35	0.68	0.51	0.34

Evaluation Phase 3

This report represents the final step in the audit process. It encompasses a compilation of the survey data and analysis of the findings.

3.0 Perception Audit Findings

The following findings are based on interviews conducted with the random sampling groups. The interviews followed a 15 topic questionnaire developed by PR Associates and NRG Research, with approval from the First Nations Fisheries Council.

The findings of the perception audit are as follows:

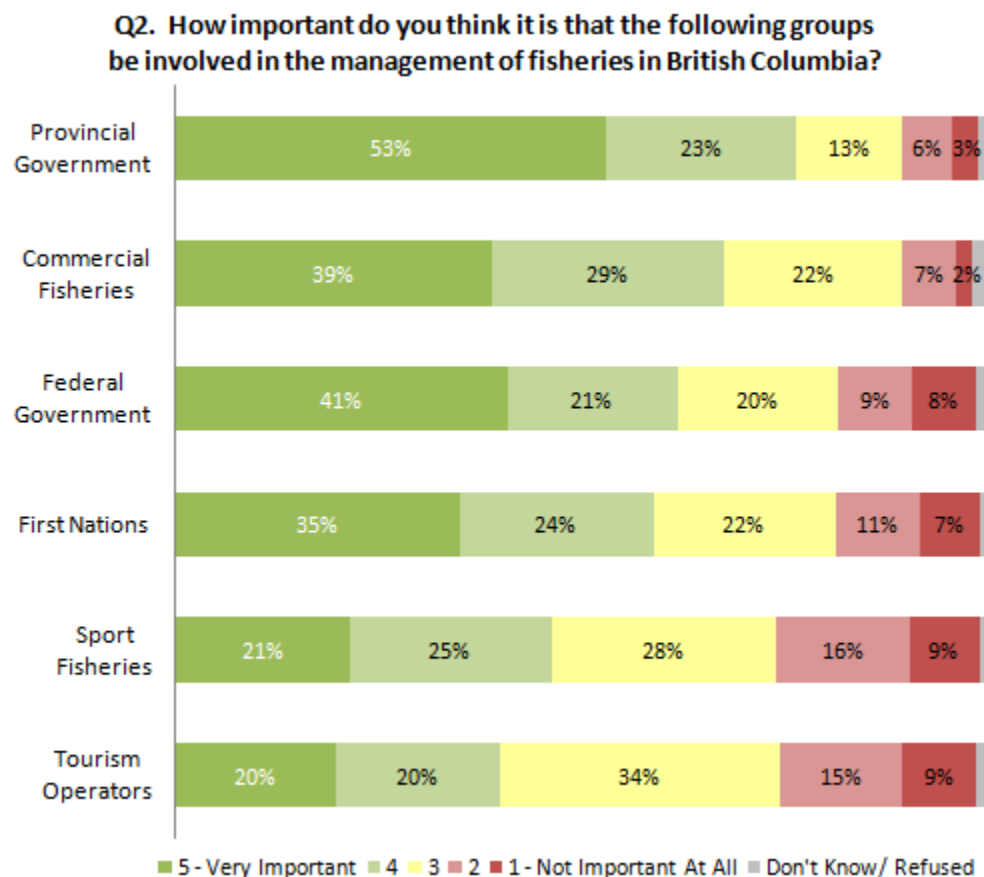
3.1 How important do you think that the following groups be involved in the management of fisheries in British Columbia?

The respondents were asked to rank the importance of involvement of the following groups:

- Provincial Government
- Commercial Fisheries
- Federal Government
- First Nations
- Sport Fisheries
- Tourism Operators

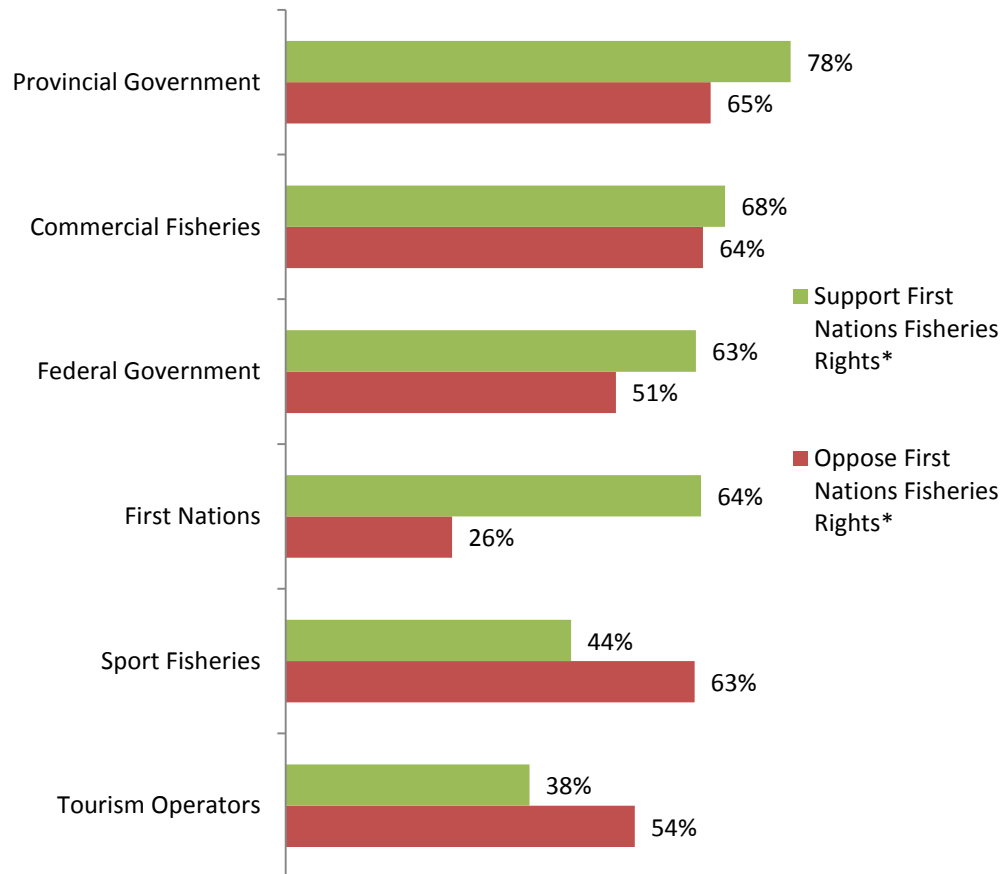
Of these groups, the Provincial Government and commercial fisheries are considered the two most important groups involved in fisheries management, with 76% of respondents believing the Provincial Government's involvement to be important, and 68% believing commercial fisheries important. In comparison, First Nations received 59%, ranking slightly below the Federal Government (62%), but above sport fisheries (46%) and tourism operators (40%).

Nearly nine-in-ten residents (87%) support First Nations rights to fisheries and aquatic resources (Question 4). Fisheries rights supporters are more likely to believe that First nations involvement is important (64%) than those who oppose fisheries rights. Those who oppose First Nations fisheries rights within their traditional territories are more likely to think Sport Fisheries and Tourism Operators involvement is important (63% vs. 44%, and 54% vs. 38%, respectively) than First Nations fisheries rights supporters. Those who oppose First Nations fisheries rights think First Nations are least important to be involved in fisheries management relative to all other organizations.



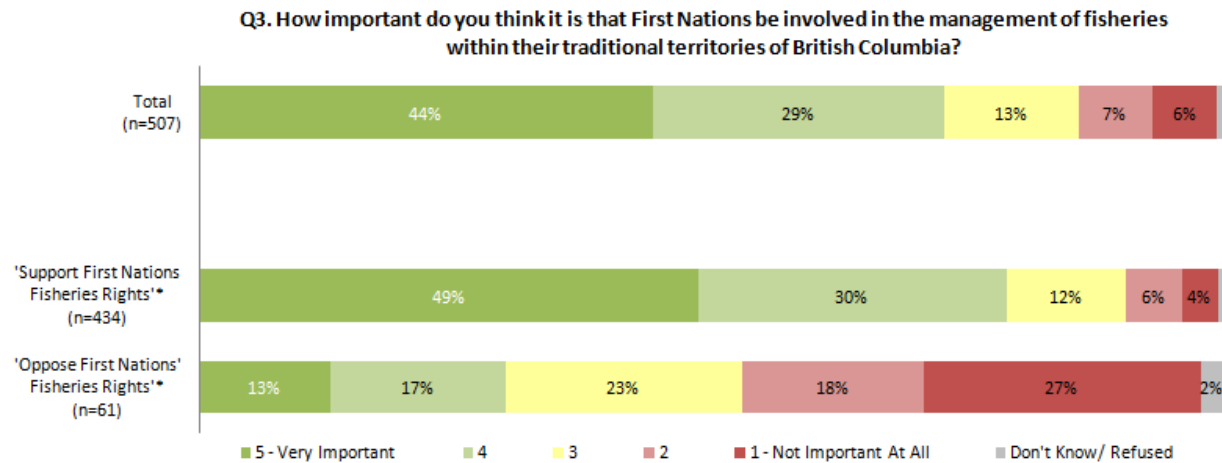
Q2. How important do you think it is that the following groups be involved in the management of fisheries in British Columbia?

% Top Box (4 or 5)



3.2 How important do you think it is that First Nations be involved in the management of fisheries within their traditional territories of British Columbia?

When asked this question, the majority of the respondents in the survey felt it was important that First Nations be involved in the management of fisheries within their traditional territories. 73% of all respondents felt it was ‘very important’ or ‘important’ for First Nations to be involved, while only 6% felt it was ‘not important at all’. Those who support First Nation fisheries rights within traditional territories (Question 4) are more likely to give First Nations more importance in fisheries management than those who oppose First Nations rights.

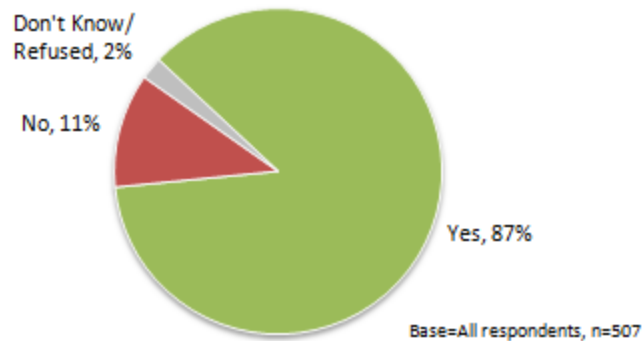


3.3 Do you think First Nations in BC should have the right to use fish and other aquatic resources within their traditional territories for food, social and ceremonial purposes?

Respondents overwhelmingly support the rights of First Nations to use fish and other aquatic resources within their traditional territories. Nearly nine-in-ten residents (87%) support the use of aquatic resources for food, social and ceremonial use.

Younger residents are more likely than their older counterparts to support First Nations rights to aquatic resources in traditional territories. In fact, those under 34 years of age are more likely to agree that First Nations should have these rights to these aquatic resources than those over 55 (91% vs. 83%). Those over 55 years of age are twice as likely to disagree with First Nations rights to aquatic resources than those under 34 (15% vs. 7%).

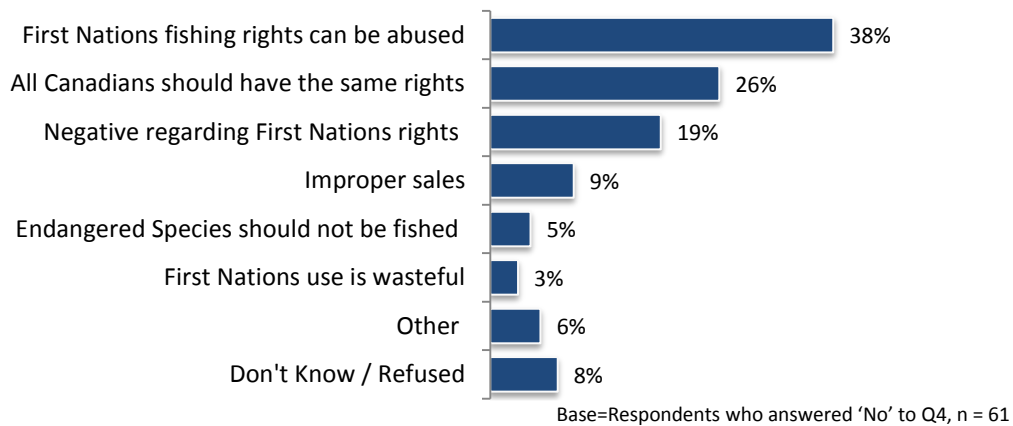
Q4. Do you think First Nations in BC should have the right to use fish and other aquatic resources within their traditional territories for food, social and ceremonial purposes?



3.4 Why don't you think First Nations should have this right?

Of the 11% of respondents that answered First Nations should not have the right to use fish and aquatic resources for food, social and ceremonial purposes, three reasons made up the majority of the responses (83%). The foremost reason (38%) was that First Nations fishing rights can be abused, followed by the opinion that all Canadians should have the same rights, and lastly a general negativity towards First Nations fishing rights.

Q5. Why don't you think First Nations should have this right?
(Multiple Response)

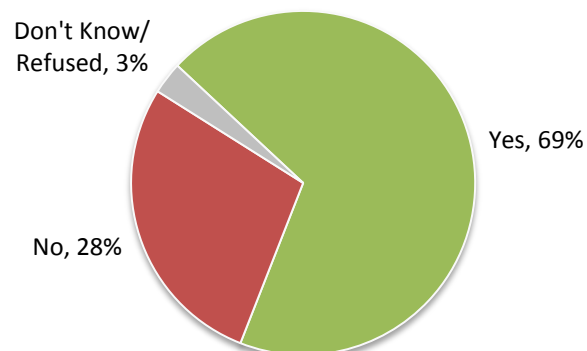


3.5 Assuming it is within the limits of conservation and sustainability, should First Nations in BC have the right to sell fish and other aquatic resources within their traditional territories for economic benefit?

Of those who support First Nations rights to use aquatic resources within their traditional territories (Question 4), nearly seven-in-ten (69%) think First Nations should be able to use these resources for economic benefit. As with support for use of aquatic resources for food, social and ceremonial purposes, support for the economic use decreases with the age of the respondent. Nearly nine-in-ten (85%) of 18-34 year olds support this compared to 69% of 35 -54 year olds and only 55% of those 55 years old or older.

Females are also more likely than males to think First Nations should be able to use aquatic resources for economic benefits (75% vs. 63%).

Q6. Assuming it is within the limits of conservation and sustainability, should First Nations in BC have the right to sell fish and other aquatic resources within their traditional territories for economic benefit?

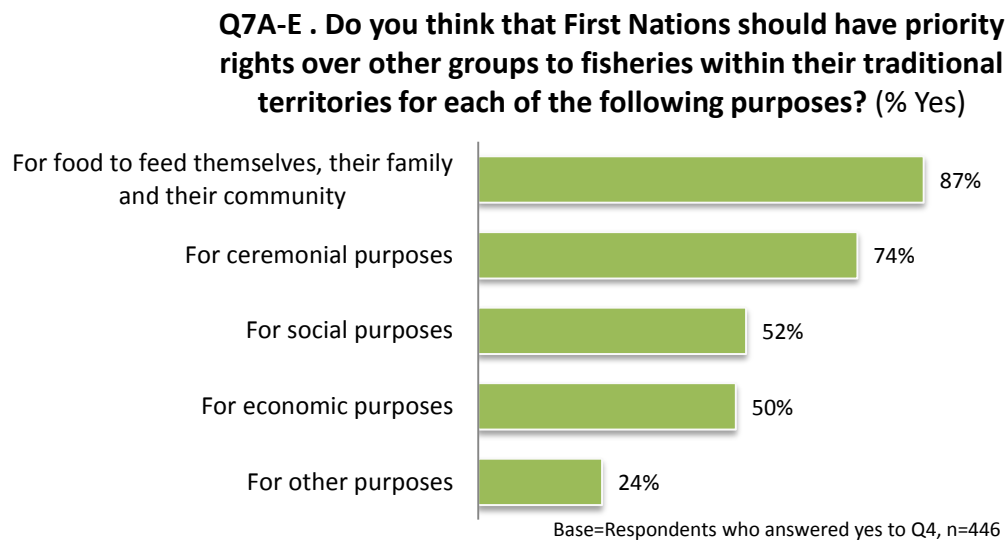


Base=Respondents who answered yes to Q4, n=446

3.6 Do you think that First Nations should have priority rights over other groups to fisheries within their traditional territories for each of the following purposes?

Of those who support First Nations rights to use aquatic resources within their traditional territories (Question 4), the support for priority rights is highest for food and ceremonial purposes (87% and 74% respectively). Just over half (52%) support priority rights for social purposes and only 50% support priority rights for economic purposes. Only a quarter (24%) support priority rights for 'other' purposes.

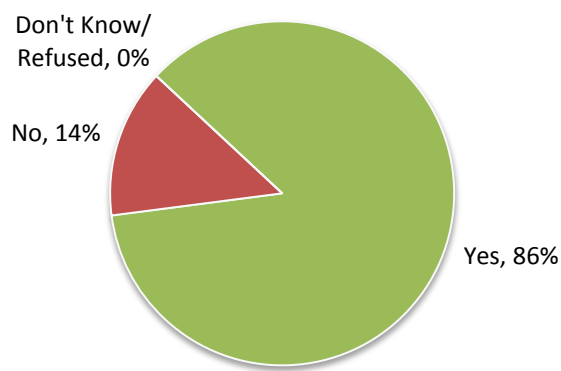
As with the previous question, age plays a factor in the support for priority rights. There is a negative relationship between a higher age and support for priority rights for economic purposes.



3.7 Are you aware that First Nations have a legal right to use fish and other aquatic resources located within their traditional territories for food, social and ceremonial purposes?

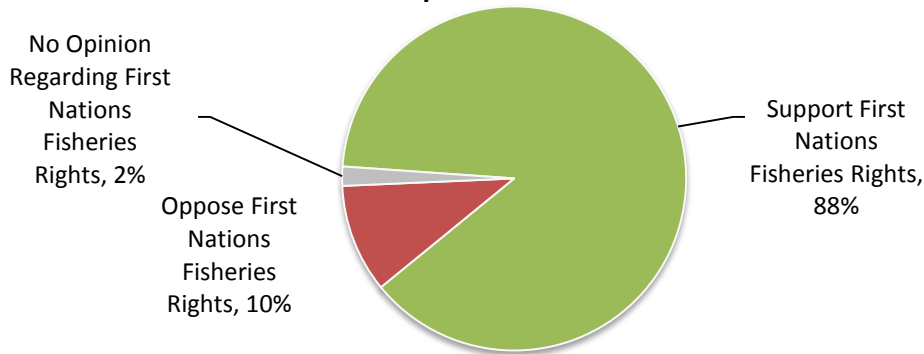
Of the total number of respondents 86% are aware of the First Nations fishing rights on traditional territories. Of that 86%, when asked if they supported those rights (Question 4), only 10% do not support First Nations having those rights.

Q8. Are you aware that First Nations have a legal right to use fish and other aquatic resources located within their traditional territories for food, social and ceremonial purposes?



Base=All Respondents, n=507.

**Support vs. opposition of First Nations fisheries rights
among those aware of First Nations legal rights to
aquatic resources**



Base=Respondents who answered 'Yes' to Q8, n=440.

3.8 How strongly do you agree or disagree with the following statements?

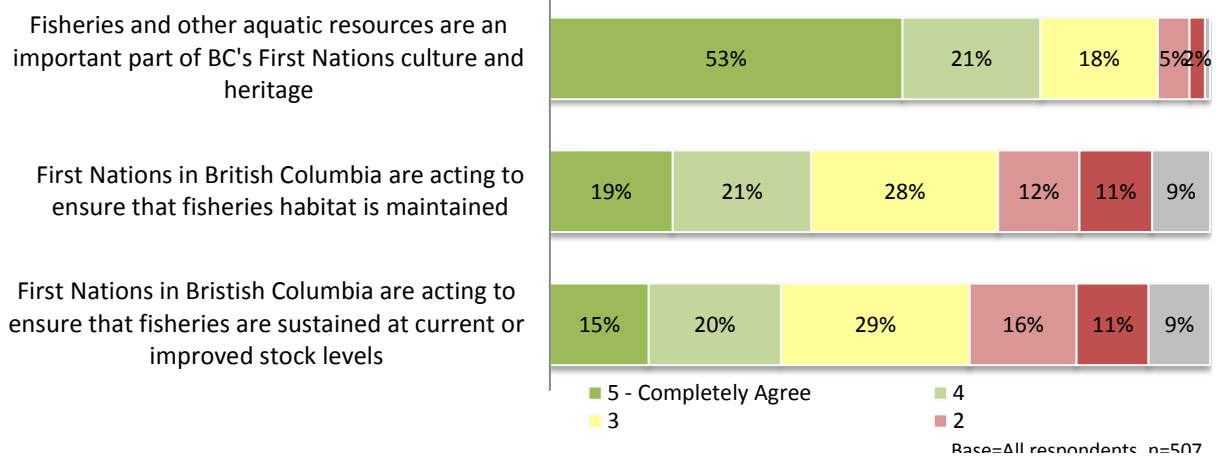
All respondents were asked to agree or disagree with the following three statements:

- Fisheries and other aquatic resources are an important part of BC's First Nations culture and heritage.
- First Nations in British Columbia are acting to ensure that fisheries habitat is maintained.
- First Nations in British Columbia are acting to ensure that fisheries are sustained at current or improved stock levels.

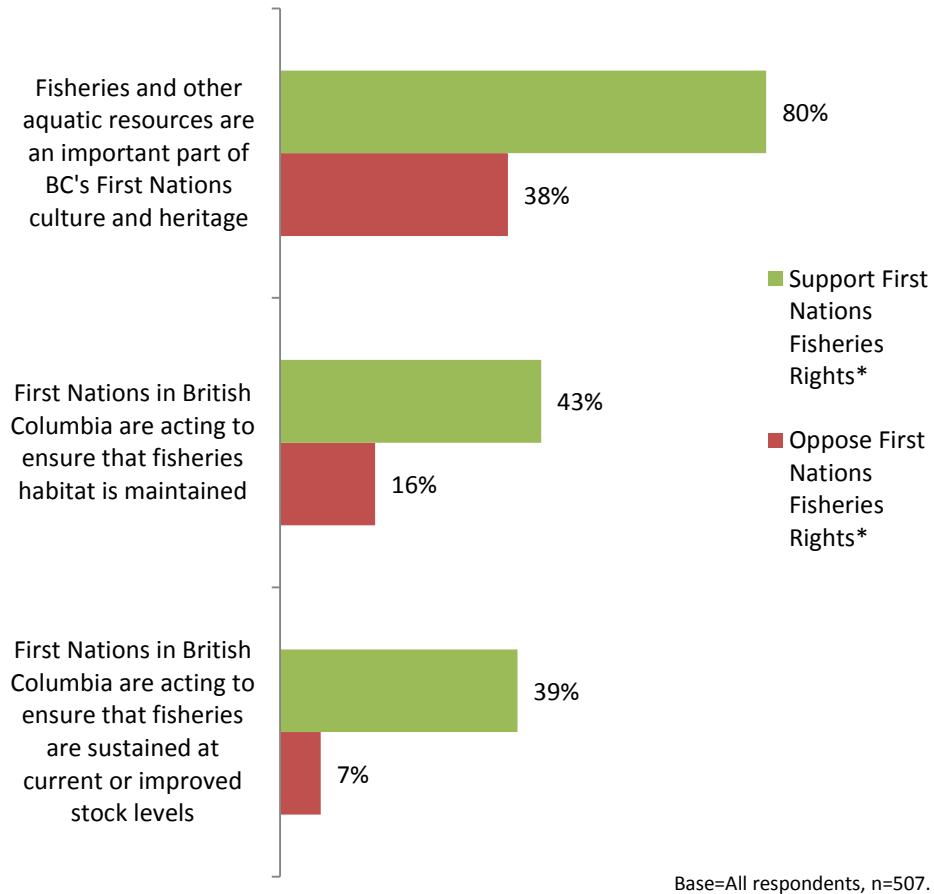
Nearly three quarters (74%) of all respondents agree that fisheries and aquatic resources have a cultural significance to First Nations. However, less than half of the respondents (40%) believe that First Nations are acting to ensure the fisheries habitat is maintained. Even fewer of the respondents (35%) believe that First Nations are acting to sustain or improve current stock levels.

Respondents who believe that First Nations should have fishing rights within traditional territories (Question 4), were more than twice as likely to agree fisheries are an important part of First Nations culture than those who do not (59% vs. 21%), almost three times as likely to think habitat is being maintained (43% vs. 16%), and almost six times as likely to think stock is being maintained or improved (39% vs. 7%).

Q9A-C. How strongly do you agree or disagree with the following statements?



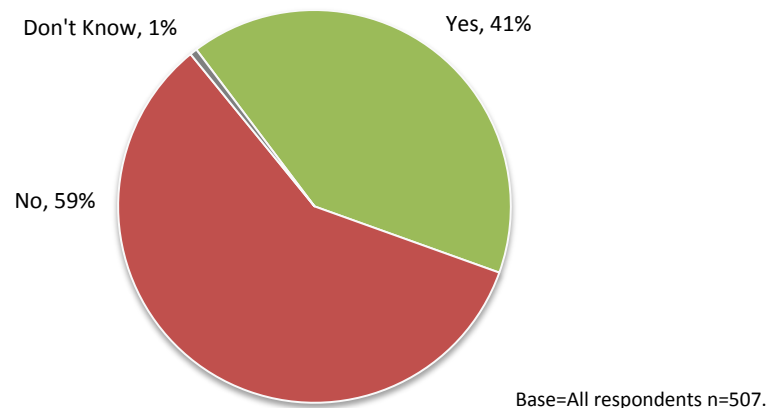
Q9A-C. How strongly do you agree or disagree with the following statements?
 % Top Box (4 or 5)



3.9 Several First Nations communities in BC have developed and are implementing fisheries management programs and projects in their areas. Prior to tonight, were you aware that First Nations have such programs or projects?

Of all the respondents, only 41% are aware of some type of First Nations fisheries management project in British Columbia. Rural residents were more likely to be aware of First Nation fisheries management projects than urban residents (49% vs. 36%).

Q11. Several first Nations communities in BC have developed and are implementing fisheries management programs and projects in their areas. Prior to tonight, were you aware that First Nations have such programs or projects?



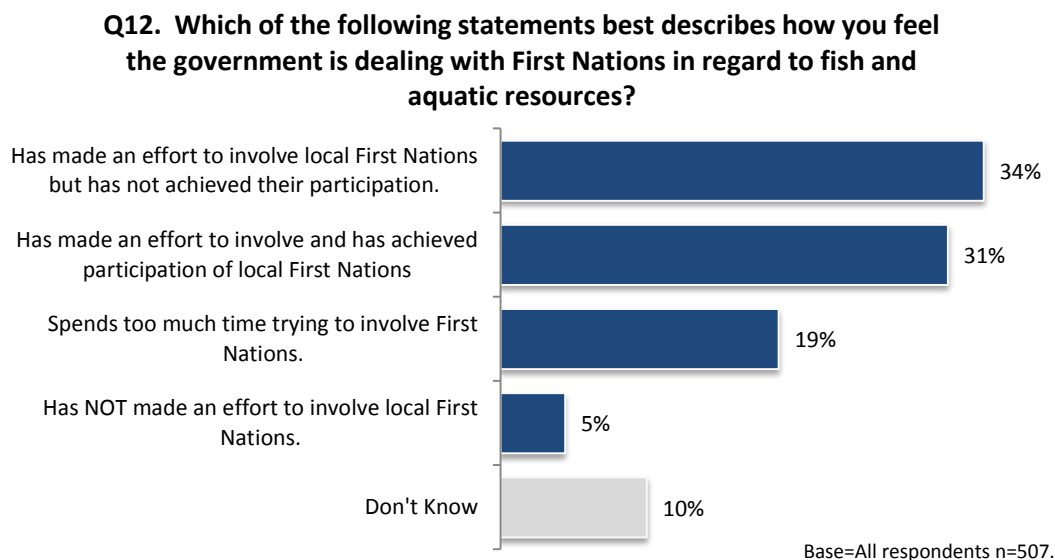
3.10 Which of the following statements best describes how you feel the government is dealing with First Nations in regard to fish and aquatic resources?

All respondents were asked to associate their opinion with one of the following statements:

- The government has made an effort to involve local First Nations but has not achieved their participation.
- The government has made an effort to involve local First Nations and has achieved their participation.
- The government spends too much time trying to involve First Nations.
- The government has not made an effort to involve local First Nations.
- I don't know

A total 65% of all the respondents feel that the government has made an effort to involve local First Nations regarding fisheries. However, only 31% of all the respondents felt the government was successful in achieving participation with First Nations.

One-in-five (19%) respondents feel the government is spending too much time trying to involve First Nations in the process. Only 5% believe the government has done nothing at all, while 10% of all participants did not have enough knowledge about the government's efforts to involve First Nations to accurately answer the question.



3.11 How do you feel about the following options that First Nations may employ when there is a concern about a government decision that might affect their rights?

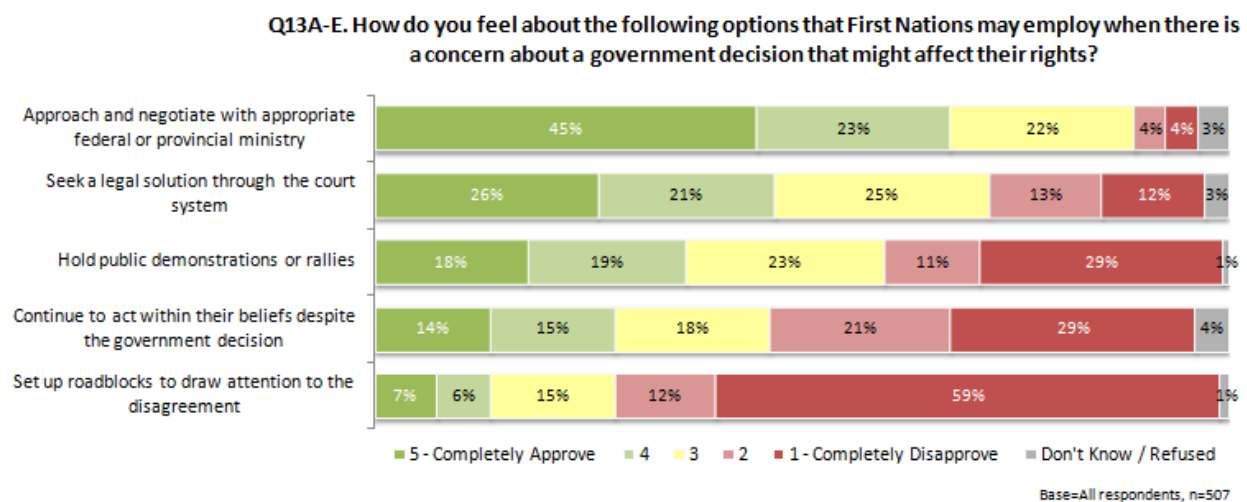
Respondents were asked to rank their approval, between 'completely approve' and 'completely disapprove', on the following options:

- First Nations approach and negotiate with the appropriate federal or provincial ministry.
- First Nations seek a legal solution through the court system.
- First Nations hold public demonstrations or rallies.
- First Nations continue to act within their beliefs despite the government decision.
- First Nations set up road blocks to draw attention to the disagreement.

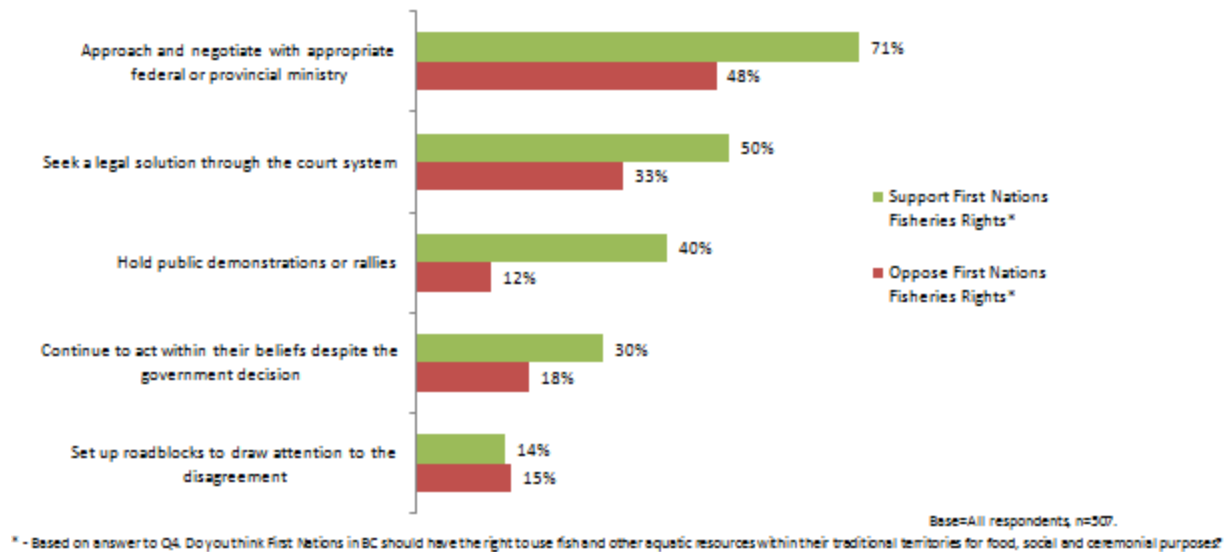
Of all the possible scenarios, respondents supported direct dealings with the appropriate federal or provincial ministries the most (68%). Use of the legal system was also well supported with nearly half (47%) of all respondents approving of that course of action.

Nearly three quarters of all respondents (71%) disapprove of the use of road blocks, with 59% 'completely disapproving' of that course of action. Half of all respondents disapproved of First Nations continuing to act within their beliefs despite government decisions, while rallies and demonstrations also received some negative feedback, with 40% disapproving of that strategy (but also a 37% approval).

With the exception of road blocks, First Nations fisheries rights supporters are more likely than opposers to approve of all approaches.



Q13A-E. How do you feel about the following options that First Nations may employ when there is a concern about a government decision that might affect their rights?
 % Top Box (4 or 5)



3.12 Demographics

Demographics of those who participated in the survey have been broken down into the following categories:

- Education
- Income
- Age
- Gender

Education

In the education category, the highest support for First Nations fishing rights comes from those who are College or University graduates (34%); however those with a College or University education were also one of the largest demographics to disagree with First Nation Fishing rights, falling in second behind those with High School or less (29%). This results in some tendency for those with some college or university as well as graduates to approve of First Nation fisheries rights.

Income

Income appears to play a limited factor into the opinion of the respondents. Only in the category of \$75,000 to under \$100,000 was there a distinct tendency to approve of First Nation fishing rights.

	Approve of First Nation Fishing Rights (n=442)	Disapprove of First Nation Fishing Rights (n=58)	TOTAL (n=507)
Education			
High School or Less	20%	29%	21%
Vocational/Trade School	10%	12%	10%
Some College/University	23%	14%	22%
College/University Graduate	34%	23%	33%
Graduate Degree/Some Graduate Work	13%	21%	14%
Refuse	<1%	2%	<1%
	Approve of First Nation Fishing Rights (n=442)	Disapprove of First Nation Fishing Rights (n=58)	TOTAL (n=507)
Income			
Under \$35,000	20%	15%	20%
\$35,000-Under \$55,000	13%	10%	12%
\$55,000-Under \$75,000	16%	23%	17%
\$75,000-Under \$100,000	18%	8%	17%
\$100,000 or more	20%	29%	21%
Refuse	13%	16%	13%

Age

Age plays a key role in the approval or disapproval of First Nations fishing rights. Those respondents based in the 18-34 demographic were more likely to approve of First Nations Fishing rights compared to those in the 55+ group. Similarly, those in the 55+ group had a higher percentage of respondents disapprove than those in the 18-34 grouping.

Gender

While men and women were represented equally among those who approved of First Nations fisheries rights, women were represented higher than men of those who disapproved of First Nations fisheries rights (62% vs. 38%).

	Approve of First Nation Fishing Rights (n=442)	Disapprove of First Nation Fishing Rights (n=58)	TOTAL (n=507)
Age			
18-34 years	28%	15%	27%
35-54 years	40%	40%	40%
55 years or over	32%	45%	33%
Gender	Approve of First Nation Fishing Rights (n=442)	Disapprove of First Nation Fishing Rights (n=58)	TOTAL (n=507)
Male	50%	38%	48%
Female	50%	62%	52%

4.0 Analysis and Strategy

4.1 Perception of Rights

Among the people of British Columbia, when asked about First Nations Fisheries within traditional territories and within the boundaries of conservation and sustainability:

There is generally very strong support for First Nations rights to fisheries for food, social and ceremonial purposes, with support strongest among younger people.

First Nations involvement in fisheries management on their traditional territories received strong support. Those people who support fisheries rights also tend to support involvement in fisheries management. People who do not support fisheries rights also tend to not support fisheries management.

There is strong support for the right to use fisheries for economic benefit with the greatest support among younger people.

Priority rights to fisheries within traditional territories for food and ceremonial purposes received very strong support. Support drops to half when considered for social and economic purposes.

There is a strong awareness of the legal right to fisheries for food, social and ceremonial purposes, yet there are still 14% of British Columbians unaware of this right. Of those who are aware of this right, 88% support it.

Strategy: People understand that there are special First Nations rights, but they need to be convinced that they are used responsibly. Once people become aware of legal rights, they seem more likely to be supportive. An awareness program would help to explain these rights as they relate to fisheries. Highlight success stories of responsible use, explaining how food and ceremonial use are intertwined and explain to people what social use and economic benefit imply.

4.2 Fisheries Management

Though people believe that when it comes to involvement in fisheries management, the provincial government and commercial fisheries are the most important, First Nations have about the same importance as the Federal government. This is very interesting when considering that the Department of Fisheries and Oceans (DFO) is responsible for the management of all coastal waters. However, those people who oppose First Nations fisheries rights tend to believe that First Nations are not important when it comes to management of fisheries.

People who support First Nations fisheries rights are more likely to agree with positive statements about First Nations involvement in fisheries management. Still, even among those who oppose rights, there are 26% who believe that First Nations should be involved in management.

Strategy: Positive stories of successful management of fisheries and self-policing will help to convince people of responsible use of the resource. This will help to address the misconceptions and perception issues of those people who oppose rights, such as perceived inequality with other Canadians and a fear of the abuse of rights. Positive stories about how current rights are used by communities should help to convince people that fisheries rights and management of the resource is responsibly held in First Nations hands.

People understand that fisheries are an important part of First Nations culture and heritage (74%), however they are much less likely to agree that First Nations have been active and successful in management of the resource. People who believe that First Nations should have fishing rights are much more likely to agree about the cultural significance and with management successes. However, there is room to improve the awareness of management programs.

In general, there is a fairly low awareness of First Nations fisheries management programs (41%), with somewhat higher awareness in rural areas, probably because that is where the programs are usually located.

While almost two-thirds of people believe that government has made an effort to involve First Nations in fisheries management, less than one-third believe that the government has been successful.

When asked about the tactics that First Nations might use when there is concern over a government decision that affects their rights, two-thirds of people support direct dealings with the appropriate ministry and close to half support using the legal system. Support for more radical approaches falls significantly as seven in ten disapprove of roadblocks and half disapprove of continuing to act within their beliefs, defying government decisions. But only four in ten disapprove of holding demonstrations and rallies. People who support First Nations rights are far more likely to support the various methods of negotiation than people who do not support these rights, but they are united in their disapproval of roadblocks.

Strategy: There is an opportunity to use these statistics in three ways. First, it is direct evidence to present to the government ministries of the support for negotiated settlements and agreements and when that fails, to use the legal system to resolve conflicts. Second, this presents an opportunity to work with the appropriate ministries to craft success stories that highlight beneficial cooperation. Even less successful stories, such as the Bamfield abalone hatchery, can be used as examples to discuss what needs to be improved. This process will help to build bridges with the government ministries. And third, generally discourage activists from using roadblocks to address their grievances—it only angers people. It might get on the news, but the positive message is lost in the bad will created.

4.3 Communication Goal

First Nations have certain legal rights to fisheries which they are willing and prepared to use responsibly. To accomplish this, First Nations must be involved in the management of the resource as equal partners to other levels of government, but where First Nation concerns predominate when the resource is within their traditional territory.



Strategy: It can be difficult to shift the perception of existing rights and how they are used responsibly—people tend to hold to their beliefs until confronted by a lot of evidence that may or may not change their mind. They are more likely to adapt their viewpoint if a peer or a trusted expert presents the new idea and backs it up with evidence. Mass media can be used to present and popularize this new idea and could be quite successful for targeting the older, skeptical demographic. Social media could be more effective with younger people or to reach certain niche categories and groups of people, such as sports fisheries. Identifying and targeting influential bloggers can be

helpful with this approach. With either method, crafting success stories with a direct, local connection and making them relevant will help ensure that readers and viewers are confronted with positive information to influence their decisions.

For true, long-term reform of the management of fisheries to include First Nations, then not only the general public needs convincing of its importance, but also government officials within the appropriate Ministries and local MP's and MLA's from affected ridings. They will be motivated by public opinion and the need to appear responsive and reasonable. Their support should be enhanced by targeting them directly with one-on-one meetings combined with local success stories placed in the mass and social media that they are likely to follow. This is an evolving issue, as shown by the Nov. 9 proposition by the DFO for "co-management" of fisheries by First Nations. It seems that Federal officials are prepared to negotiate a management agreement, so it will be up to concerned people such as the Fisheries Council to identify and communicate the terms and conditions that will ensure success.

Appendix 'A'

Slide 1



First Nations Fisheries Survey

Draft: October 22, 2010

Conducted By: NRG Research Group

PREPARE TO BE NOTICED

Slide 2

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Slide 3

Background & Objectives



In September of 2010, NRG Research Group was retained by PR Associates to conduct a public opinion survey. PR Associates, on behalf of the First Nations Fisheries Council, was looking to better understand awareness of, and attitudes towards, First Nations rights and responsibilities regarding fisheries within traditional territories.

The primary objectives of the survey were to:

- Measure public opinion regarding First Nations role in fisheries management within traditional territories and more broadly;
- Gauge perceptions of what is considered acceptable rights to, and use of, fisheries resources by First Nations; and,
- Measure knowledge of First Nations rights, responsibilities and actions regarding the maintenance and improvement of fisheries within Traditional Territories.

PREPARE TO BE NOTICED

3

Slide 4

Methodology



NRG Research Group conducted telephone interviews for the *First Nations Fisheries survey* between October 4 and October 17, 2010 with 507 residents of British Columbia. The survey instrument, available in Appendix 1, was developed by PR Associates and NRG Research Group with input from the First Nations Fisheries Council. Results for all respondents contained in this report carry an overall maximum margin of error of $\pm 4.9\%$ at the 95% level of confidence.

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Small Urban/Rural - Coastal	0.44	0.43	0.35	0.68	0.51	0.34

PREPARE TO BE NOTICED

4

Slide 5



RESULTS

PREPARE TO BE NOTICED

5

Slide 6

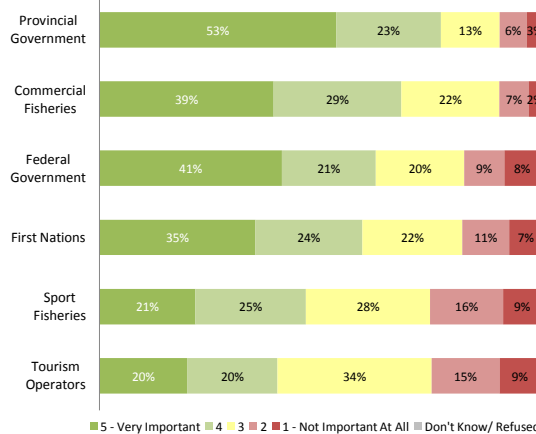
Results

FISHERIES MANAGEMENT

- Provincial Government and Commercial Fisheries are considered the two most important groups to be involved in fisheries management. In fact, over three-in-four BC residents think it is important (4 or 5) that the Provincial Government be involved.
- First Nations are viewed as being less important in fisheries management than the Provincial Government and Commercial Fisheries.
- First Nations are considered as important in fisheries management as the Federal Government, and more important than Sports Fisheries and Tourism Operators.



Q2. How important do you think it is that the following groups be involved in the management of fisheries in British Columbia?



■ 5 - Very Important ■ 4 ■ 3 ■ 2 ■ 1 - Not Important At All ■ Don't Know/Refused

Base: All Respondents (n= 507)

PREPARE TO BE NOTICED

6

Slide 7

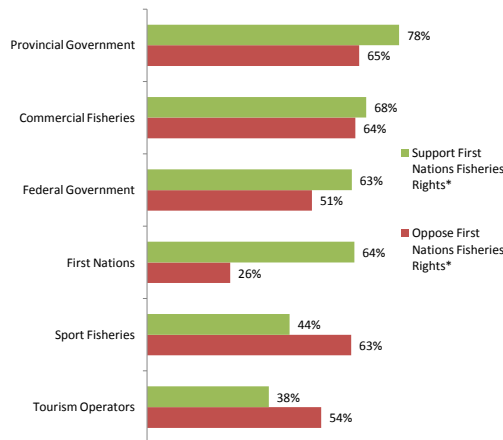
Results

FISHERIES MANAGEMENT

- Nearly nine-in-ten residents (87%) support First Nations rights to fisheries and aquatic resources.
- First Nations fisheries rights supporters are more likely to believe that First Nations involvement is important (64%) than those who oppose First Nations fisheries rights (26%).
- Those who oppose First Nations fisheries rights within their traditional territories are more likely to think Sport Fisheries and Tourism Operators involvement is important (63% vs. 44%, and 54% vs. 38%, respectively) than First Nations fisheries rights supporters.
- Those who oppose First Nations fisheries rights think First Nations are least important to have involved in fisheries management relative to other organizations.



Q2. How important do you think it is that the following groups be involved in the management of fisheries in British Columbia?
% Top Box (4 or 5)



* - Based on answer to Q4. Do you think First Nations in BC should have the right to use fish and other aquatic resources within their traditional territories for food, social and ceremonial purposes?

PREPARE TO BE NOTICED

7

Slide 8

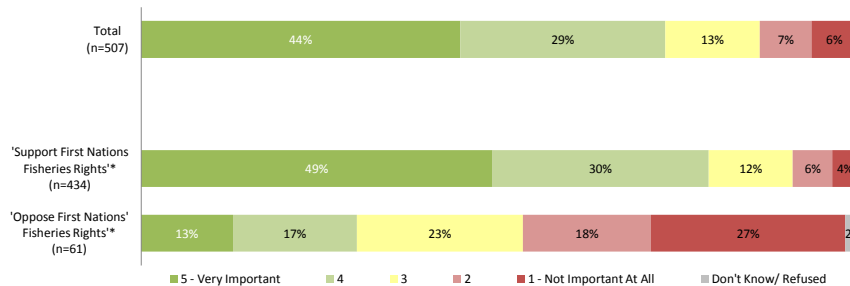
Results

TRADITIONAL TERRITORY FISHERIES MANAGEMENT

- Nearly three quarters (73%) feel it is important that First Nations be involved in the management of fisheries within their traditional territories.
- Those who support First Nations fisheries rights within traditional territories are more likely to think First Nations involvement is important within traditional territories than First Nation fisheries rights opposers.
- First Nation Fisheries rights opposers are more likely than supporters to think First Nations involvement is not important for the management of fisheries within traditional territories.



Q3. How important do you think it is that First Nations be involved in the management of fisheries within their traditional territories of British Columbia?



* - Based on answer to Q4. Do you think First Nations in BC should have the right to use fish and other aquatic resources within their traditional territories for food, social and ceremonial purposes?

PREPARE TO BE NOTICED

8

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Results

FIRST NATIONS RIGHTS TO AQUATIC RESOURCES WITHIN TRADITIONAL TERRITORIES

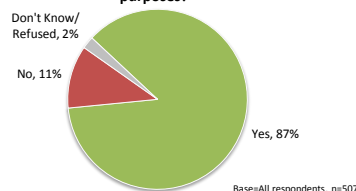
- Nearly nine-in-ten residents (87%) think First Nations should have rights to use the aquatic resources within their traditional territories for food, social and ceremonial purposes.
- Younger residents are more likely than their older counterparts to support First Nation rights to aquatic resources in traditional territories. In fact, those under 34 years of age are more likely to agree that First Nations should have these rights to these aquatic resources than those over 55 (91% vs. 83%). Those over 55 years of age are twice as likely to disagree with First Nations rights to aquatic resources than those under 34 (15% vs. 7 %).

REASONS FOR NOT THINKING FIRST NATIONS SHOULD HAVE FISHERIES RIGHTS

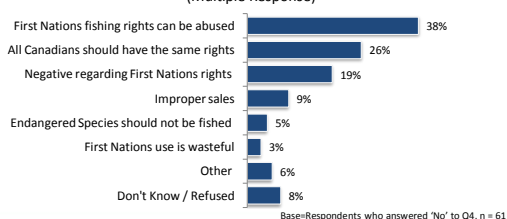
- The top three reasons cited were regarding the abuse of rights, concerns with equality for all Canadians and general negativity towards any type of First Nations rights.



Q4. Do you think First Nations in BC should have the right to use fish and other aquatic resources within their traditional territories for food, social and ceremonial purposes?



Q5. Why don't you think First Nations should have this right? (Multiple Response)



PREPARE TO BE NOTICED

9

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Results

FISHING RIGHTS FOR ECONOMIC BENEFIT

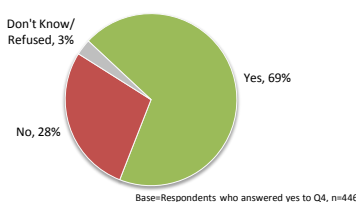
- Of those who support First Nations rights to use aquatic resources within their traditional territories, nearly seven-in-ten (69%) think First Nations should be able to use these resources for economic benefit.
- Females are more likely than males to think First Nations should be able to use aquatic resources for economic benefit (75% vs. 63%).
- Support for First Nations use of aquatic resources decreases with the age of the respondent. Nearly nine-in-ten (85%) of 18-34 year olds support this compared to 69% of 35 -54 year olds and only 55% of those 55 years old or older.

FIRST NATION PRIORITY RIGHTS

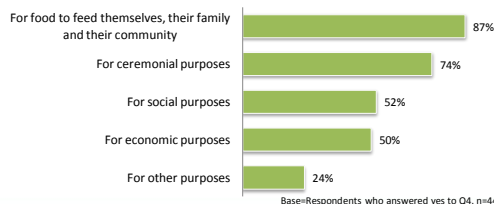
- Of those who support First Nations fisheries rights overall, the support for priority rights is highest for food and ceremonial purposes (87% and 74% respectively).
- Just over half (52%) support priority rights for social and economic purposes.
- Consistent with the previous question, there is a negative relationship between age and support for priority rights for economic purposes
- Just under a quarter (24%) support priority rights for other purposes.



Q6. Assuming it is within the limits of conservation and sustainability, should First Nations in BC have the right to sell fish and other aquatic resources within their traditional territories for economic benefit?



Q7A-E . Do you think that First Nations should have priority rights over other groups to fisheries within their traditional territories for each of the following purposes? (% Yes)



PREPARE TO BE NOTICED

10

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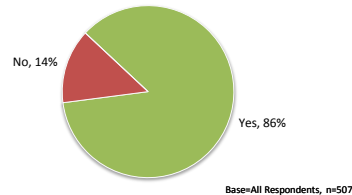
Results

AWARENESS OF FIRST NATIONS FISHING RIGHTS

- Eighty-six percent of respondents are aware of First Nations fishing rights on traditional territories.
- Of those who are aware of First Nations fishing rights, ten percent do not support First Nations having these rights.

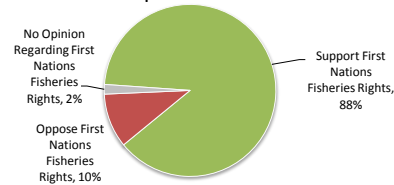


Q8. Are you aware that First Nations have a legal right to use fish and other aquatic resources located within their traditional territories for food, social and ceremonial purposes?



Base=All Respondents, n=507.

Support vs. opposition of First Nations fisheries rights among those aware of First Nations legal rights to aquatic resources



Base=Respondents who answered "Yes" to Q8, n=440.

PREPARE TO BE NOTICED

11

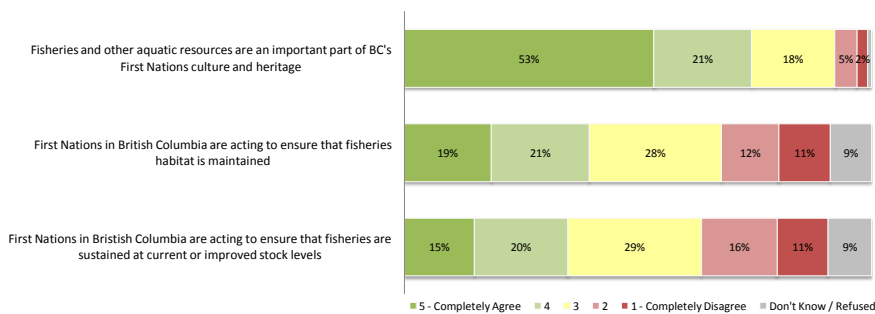
Slide 12

Results

PERCEPTIONS OF FIRST NATIONS RELATIONSHIP WITH AND RESPONSIBILITY FOR FISHERIES

- Nearly three quarters (74%) of respondents agree that fisheries and aquatic resources have cultural importance for First Nations.
- Less than half (40%) agree that First Nations in BC are acting to ensure the habitat and stock levels of fisheries are maintained or improved.
- Those who think First Nations should have fishing rights within traditional territories are more than twice as likely to completely agree fisheries are an important part of First Nations culture than those who do not (59% vs. 21%), almost three times as likely to think habitat is being maintained (43% vs. 16%), and almost six times as likely to think stock is being maintained or improved (39% vs. 7%).

Q9A-C. How strongly do you agree or disagree with the following statements?



Base=All respondents, n=507.

PREPARE TO BE NOTICED

12

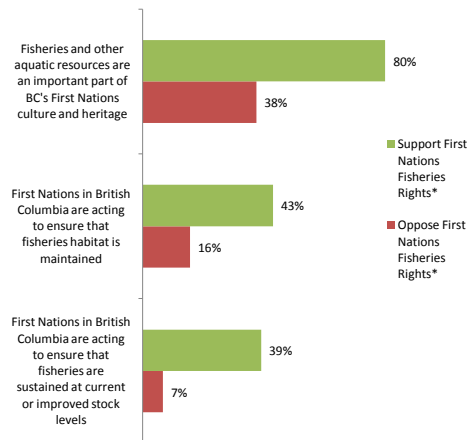
Slide 13

Results

FIRST NATION PRIORITY RIGHTS

- Those who support First Nations fishing rights within traditional territories are more than twice as likely to completely agree fisheries are an important part of First Nations culture than those who oppose them (59% vs. 21%).
- Supporters are almost three times as likely as opposers to think habitat is being maintained by First Nations (43% vs. 16%).
- Supporters of First Nations Fisheries rights are almost six times as likely as opposers to think First Nations are acting to ensure stock levels are being maintained or improved (39% vs. 7%).

Q9A-C. How strongly do you agree or disagree with the following statements?
% Top Box (4 or 5)



* - Based on answer to Q4. Do you think First Nations in BC should have the right to use fish and other aquatic resources within their traditional territories for food, social and ceremonial purposes?
Base=All respondents, n=507.

PREPARE TO BE NOTICED

13

Slide 14

Results

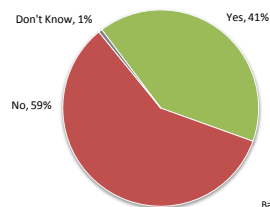
AWARENESS OF FIRST NATIONS FISHERIES MANAGEMENT

- Only four-in-ten (41%) respondents are aware of First Nations fisheries management projects in British Columbia.
- Rural respondents are more likely than their urban counterparts to be aware of First Nations Fisheries management projects (49% vs. 36%).

RELATIONSHIP BETWEEN GOVERNMENT AND FIRST NATIONS REGARDING FISHERIES

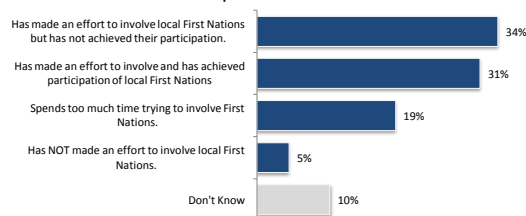
- Sixty-five percent of respondents feel that the government has made an effort to involve local First Nations regarding fisheries. Half (52%) of these feel the government was successful in this effort, half (48%) feel it was not.
- One-in-five (19%) respondents feel the government spends too much time trying to involve First Nations in fisheries related dealings.

Q11. Several first Nations communities in BC have developed and are implementing fisheries management programs and projects in their areas. Prior to tonight, were you aware that First Nations have such programs or projects?



Base=All respondents n=507.

Q12. Which of the following statements best describes how you feel the government is dealing with First Nations in regard to fish and aquatic resources?



Base=All respondents n=507.

PREPARE TO BE NOTICED

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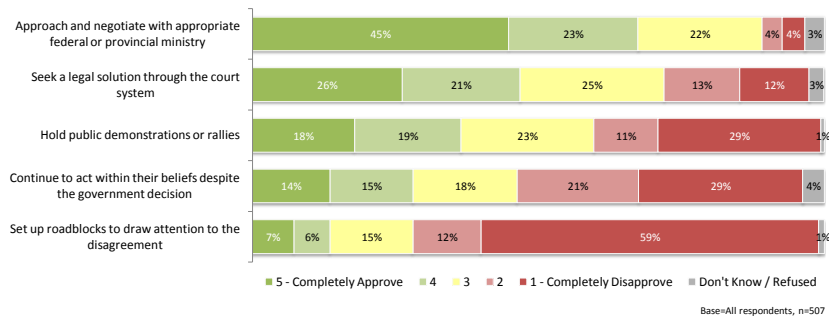
Results



APPROVAL OF POSSIBLE FIRST NATIONS RESPONSES TO FISHERIES RELATED GOVERNMENT DECISIONS

- Two thirds (68%) of respondents support direct dealings with the appropriate ministry.
- Close to half (47%) support using the legal system as a means of responding to concerning government decisions.
- Seven in ten (71%) disapprove of setting up roadblocks to gather attention; only 40% disapprove of holding rallies or demonstrations to achieve the same goal.

Q13A-E. How do you feel about the following options that First Nations may employ when there is a concern about a government decision that might affect their rights?



PREPARE TO BE NOTICED

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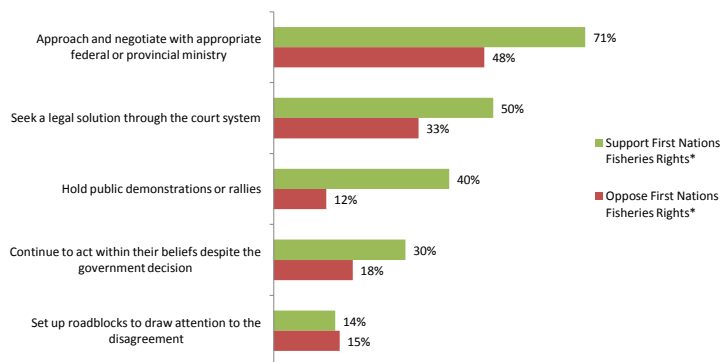
Results



APPROVAL OF POSSIBLE FIRST NATIONS RESPONSES TO FISHERIES RELATED GOVERNMENT DECISIONS

- With the exception of roadblocks, First Nations fisheries rights supporters are more likely than opposers to approve all of the mentioned approaches.

Q13A-E. How do you feel about the following options that First Nations may employ when there is a concern about a government decision that might affect their rights?
% Top Box (4 or 5)



* - Based on answer to Q4. Do you think First Nations in BC should have the right to use fish and other aquatic resources within their traditional territories for food, social and ceremonial purposes?

PREPARE TO BE NOTICED

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Demographics



	Approve of First Nation Fishing Rights (n=442)	Disapprove of First Nation Fishing Rights (n=58)	TOTAL (n=507)
Education			
High School or Less	20%	29%	21%
Vocational/Trade School	10%	12%	10%
Some College/University	23%	14%	22%
College/University Graduate	34%	23%	33%
Graduate Degree/Some Graduate Work	13%	21%	14%
Refuse	<1%	2%	<1%
	Approve of First Nation Fishing Rights (n=442)	Disapprove of First Nation Fishing Rights (n=58)	TOTAL (n=507)
Income			
Under \$35,000	20%	15%	20%
\$35,000-Under \$55,000	13%	10%	12%
\$55,000-Under \$75,000	16%	23%	17%
\$75,000-Under \$100,000	18%	8%	17%
\$100,000 or more	20%	29%	21%
Refuse	13%	16%	13%

Note: 2% of the sample responded Don't Know or Refused to answer Q4 regarding First Nations Fisheries rights.

PREPARE TO BE NOTICED

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Demographics



	Approve of First Nation Fishing Rights (n=442)	Disapprove of First Nation Fishing Rights (n=58)	TOTAL (n=507)
Age			
18-34 years	28%	15%	27%
35-54 years	40%	40%	40%
55 years or over	32%	45%	33%
	Approve of First Nation Fishing Rights (n=442)	Disapprove of First Nation Fishing Rights (n=58)	TOTAL (n=507)
Gender			
Male	50%	38%	48%
Female	50%	62%	52%

Note: 2% of the sample responded Don't Know or Refused to answer Q4 regarding First Nations Fisheries rights.

PREPARE TO BE NOTICED

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Appendix 1 - Questionnaire



Note: Question 1 and Question 10 (outlined here in red) were removed due to concerns with length of survey.

Hi, this is [NAME OF INTERVIEWER] from NRG Research Group - a professional research company in BC. We are conducting a short 5 to 8 minute survey today to learn about the views of residents in your community and across the Province.

IF NEEDED: All of your responses are strictly confidential and anonymous.

[PRE-SCREEN FOR HARD TO REACH AGE/GENDER]

IF NOT AVAILABLE, ARRANGE CALL BACK.

IF NECESSARY RE-INTRODUCE:

WHEN TARGET RESPONDENT IS ON THE LINE

Can I ask you to help us by sharing your views with us today on a few issues? It will take no more than 8 minutes to answer my survey questions, and all of your responses are strictly confidential and anonymous.

IF PERSON WANTS TO KNOW SPONSOR: I can't tell you the sponsor up front because it may affect how you answer the questions, but I'll be happy to tell you who the sponsor is at the end of the survey.

S1. RECORD GENDER

S2. To ensure we have accurate representation of population, into which of the following age groups can I place you? READ

1. 18 to 34
2. 35 to 54
3. 55 +
4. Prefer not to answer - THANK & TERMINATE

Today/tonight we would like to talk about fisheries and fisheries management in British Columbia. For our purposes fisheries is defined as fish and other aquatic resources, such as shellfish and underwater vegetation, located in British Columbia.

1. What is the main issue that comes to mind when thinking about the management of fisheries in British Columbia? RECORD FIRST RESPONSE

2. On a scale of 1 to 5 where 1 is 'Not Important At All' and 5 is 'Very Important', how important do you think it is that the following groups be involved in the management of fisheries in British Columbia? (RANDOMIZE ORDER)

	1 NOT IMPORTANT AT ALL	2	3	4	5 VERY IMPORTANT
a. Federal Government					
b. Provincial Government					
c. First Nations					
d. Commercial Fisheries					
e. Tourism Operators such as fishing lodges or guides					
f. Sport Fisheries such as associations who represent recreational fishing enthusiasts					

READ: For our purposes tonight when we say 'Traditional Territories' we are assuming the traditional territory is defined and agreed upon by First Nations, Federal and Provincial governments.

3. So, on the same scale of 1 to 5, how important do you think it is that First Nations be involved in the management of fisheries within their traditional territories of British Columbia?

1. NOT VERY IMPORTANT AT ALL
- 2.
- 3.
- 4.
5. VERY IMPORTANT

4. Do you think First Nations in BC should have the right to use fish and other aquatic resources within their traditional territories for food, social and ceremonial purposes?

1. YES
2. NO
3. DON'T KNOW

5. ASK IF Q4=NO, Why don't you think First Nations should have this right?

PREPARE TO BE NOTICED

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Appendix 1 - Questionnaire



Note: Question 1 and Question 10 (outlined here in red) were removed due to concerns with length of survey.

6. ASK IF Q4 DOES NOT = NO, Assuming it is within the limits of conservation and sustainability, should First Nations in BC have the right to sell fish and other aquatic resources within their traditional territories for economic benefit? IF REQUIRED: For our purposes tonight, when we say 'Traditional Territories' we are assuming the traditional territory is defined and agreed upon by First Nations, Federal and Provincial governments.

1. YES
2. NO
3. DON'T KNOW

7. IF Q4 DOES NOT = NO, Again assuming it is within the limits of conservation and sustainability, do you think that First Nations should have priority rights over other groups to fisheries within their traditional territories for each of the following purposes? READ

IF REQUIRED: For our purposes tonight, when we say 'Traditional Territories' we are assuming the traditional territory is defined and agreed upon by First Nations, Federal and Provincial governments.

1. For food to feed themselves, their family and their community (YES/NO/DK)
2. For social purposes (YES/NO/DK)
3. For ceremonial purposes (YES/NO/DK)
4. For economic purposes (YES/NO/DK)
5. For other purposes (YES/NO/DK)

8. Are you aware that First Nations have a legal right to use fish and other aquatic resources located within their traditional territories for food, social and ceremonial purposes? IF REQUIRED: For our purposes tonight, when we say 'Traditional Territories' we are assuming the traditional territory is defined and agreed upon by First Nations, Federal and Provincial governments.

1. YES
2. NO

9. On a scale of 1 to 5 where 1 is 'Completely Disagree' and 5 is 'Completely Agree', how strongly do you agree or disagree with the following statements.

	1 COMPLETELY DISAGREE	2	3	4	5 COMPLETELY AGREE
a. Fisheries and other aquatic resources are an important part of BC's First Nations culture and heritage.					
b. First Nations in British Columbia are acting to ensure that fisheries habitat is maintained.					
c. First Nations in British Columbia are acting to					

ensure that fisheries are sustained at current or improved stock levels.

10. ASK IF Q11 = 0 OR = 1 OR 2, What could the First Nations do better to ensure habitat and stock levels are maintained?

11. Several First Nations communities in BC have developed and are implementing fisheries management programs and projects in their areas. These programs are aimed at increasing stocks and maintaining habitat. Prior to tonight, were you aware that First Nations has such programs or projects?

1. YES
2. NO
3. DON'T KNOW / REPUSED

12. Which of the following statements best describes how you feel the government is dealing with First Nations in regard to fish and aquatic resources? (READ)

1. The government has NOT made an effort to involve local First Nations.
2. The government has made an effort to involve local First Nations but has not achieved their participation.
3. The government has made an effort to involve and has achieved participation of local First Nations.
4. The government spends too much time trying to involve First Nations.
5. DON'T KNOW
6. REPUSE

13. On a scale of 1 to 5 where 1 is 'Completely Disapprove' and 5 is 'Completely Approve', how do you feel about the following options that First Nations may employ when there is a concern about a government decision that might affect their rights?

	1 COMPLETELY DISAPPROVE	2	3	4	5 COMPLETELY APPROVE
a. Approach and negotiate with appropriate federal or provincial ministry.					
b. Seek a legal solution through the court system.					
c. Continue to act within their beliefs despite the government decision.					
d. Hold public demonstrations or rallies.					
e. Set up road blocks to draw attention to the disagreement.					

PREPARE TO BE NOTICED

20

Appendix 1 - Questionnaire



READ: Now I just have two last questions which are for statistical purpose.

14. What is the highest grade of school or college that you have completed? (READ)

1. SOME HIGH SCHOOL
2. COMPLETED HIGH SCHOOL
3. SOME VOCATIONAL OR TRADE SCHOOL
4. COMPLETED VOCATIONAL OR TRADE SCHOOL
5. SOME COLLEGE OR UNIVERSITY
6. COMPLETED COLLEGE OR UNIVERSITY DIPLOMA OR DEGREE
7. SOME GRADUATE WORK
8. COMPLETED GRADUATE DEGREE (i.e. MASTERS OR PHD)
9. DON'T KNOW/REFUSE

15. Which of the following categories best describes your annual household income: (READ)

1. Under \$15,000
2. \$15,000 to under \$55,000
3. \$55,000 to under \$75,000
4. \$75,000 to under \$100,000
5. \$100,000 or more
6. DON'T KNOW/REFUSE

That is all of our questions today/tonight. Thank you for taking the time and participating in this survey!

IF PERSON WANTS TO KNOW SPONSOR: The survey sponsor was the BC First Nations Fisheries Council.

PREPARE TO BE NOTICED

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Appendix B

Survey Questionnaire

Hi, this is [NAME OF INTERVIEWER] from NRG Research Group—a professional research company in BC. We are conducting a short 5 to 8 minute survey today to learn about the views of residents in your community and across the Province.

IF NEEDED: All of your responses are strictly confidential and anonymous.

[PRE-SCREEN FOR HARD TO REACH AGE/GENDER]

IF NOT AVAILABLE, ARRANGE CALL BACK.

IF NECESSARY RE-INTRODUCE:

WHEN TARGET RESPONDENT IS ON THE LINE

Can I ask you to help us by sharing your views with us today on a few issues? It will take no more than 8 minutes to answer my survey questions, and all of your responses are strictly confidential and anonymous.

IF PERSON WANTS TO KNOW SPONSOR: I can't tell you the sponsor up front because it may affect how you answer the questions, but I'll be happy to tell you who the sponsor is at the end of the survey.

S1. RECORD GENDER

S2. To ensure we have accurate representation of population, into which of the following age groups can I place you? READ

1. 18 to 34
2. 35 to 54
3. 55 +
4. Prefer not to answer – THANK & TERMINATE

Today/tonight we would like to talk about fisheries and fisheries management in British Columbia. For our purposes fisheries is defined as fish and other aquatic resources, such as shellfish and underwater vegetation, located in British Columbia.

1. **What is the main issue that comes to mind when thinking about the management of fisheries in British Columbia? RECORD FIRST RESPONSE**

2. **On a scale of 1 to 5 where 1 is 'Not Important At All' and 5 is 'Very Important', how important do you think it is that the following groups be involved in the management of fisheries in British Columbia? [RANDOMIZE ORDER]**

	NOT IMPORTANT AT ALL 1	2	3	4	VERY IMPORTANT 5
a. Federal Government					
b. Provincial Government					
c. First Nations					

d. Commercial Fisheries					
e. Tourism Operators such as fishing lodges or guides.					
f. Sport Fisheries such as associations who represent recreational fishing enthusiasts.					

READ: For our purposes tonight, when we say Traditional Territories we are assuming the traditional territory is defined and agreed upon by First Nations, Federal and Provincial governments.

3. So on the same scale of 1 to 5, how important do you think it is that First Nations be involved in the management of fisheries within their traditional territories of British Columbia?

1. NOT VERY IMPORTANT AT ALL
- 2.
- 3.
- 4.
5. VERY IMPORTANT

4. Do you think First Nations in BC should have the right to use fish and other aquatic resources located within their traditional territories for food, social and ceremonial purposes?

1. YES
2. NO
3. DON'T KNOW

5. ASK IF Q4=NO, Why don't you think First Nations should have this right?

6. ASK IF Q4 DOES NOT = NO, Assuming it is within the limits of conservation and sustainability, should First Nations in BC have the right to sell fish and other aquatic resources located within their traditional territories for economic benefit? IF REQUIRED: For our purposes tonight, when we say Traditional Territories we are assuming the traditional territory is defined and agreed upon by First Nations, Federal and Provincial governments.

1. YES
2. NO
3. DON'T KNOW

7. IF Q4 DOES NOT = NO, Again assuming it is within the limits of conservation and sustainability, do you think that First Nations should have priority rights over other groups to fisheries located within their traditional territories for each of the following purposes? READ

IF REQUIRED: For our purposes tonight, when we say Traditional Territories we are assuming the traditional territory is defined and agreed upon by First Nations, Federal and Provincial governments.

1. For food to feed themselves, their family and their community (YES/NO/DK)
2. For social purposes (YES/NO/DK)
3. For ceremonial purposes (YES/NO/DK)
4. For economic purposes (YES/NO/DK)
5. For other purposes (YES/NO/DK)

8. **Are you aware that First Nations have a legal right to use fish and other aquatic resources located within their traditional territories for food, social and ceremonial purposes?** IF

REQUIRED: For our purposes tonight, when we say Traditional Territories we are assuming the traditional territory is defined and agreed upon by First Nations, Federal and Provincial governments.

1. YES
2. NO

9. **On a scale of 1 to 5 where 1 is 'Completely Disagree' and 5 is 'Completely Agree', how strongly do you agree or disagree with the following statements.**

	COMPLETELY DISAGREE 1	2	3	4	COMPLETELY AGREE 5
a. Fisheries and other aquatic resources are an important part of BC's First Nations culture and heritage.					
b. First Nations in British Columbia are acting to ensure that fisheries habitat is maintained.					
c. First Nations in British Columbia are acting to ensure that fisheries are sustained at current or improved stock levels.					

10. **ASK IF Q11 b OR c = 1 OR 2, What could the First Nations do better to ensure habitat and stock levels are maintained?**

11. **Several First Nations communities in BC have developed and are implementing fisheries management programs and projects in their areas. These programs are aimed at increasing**

stocks and maintaining habitat. Prior to tonight, were you aware that First Nations have such programs or projects?

1. YES
2. NO
3. DON'T KNOW / REFUSED

12. Which of the following statements best describes how you feel the government is dealing with First Nations in regard to fish and aquatic resources? [READ]

1. The government has NOT made an effort to involve local First Nations.
2. The government has made an effort to involve local First Nations but has not achieved their participation.
3. The government has made an effort to involve and **has** achieved participation of local First Nations.
4. The government spends too much time trying to involve First Nations.
5. DON'T KNOW
6. REFUSE

13. On a scale of 1 to 5 where 1 is 'Completely Disapprove' and 5 is 'Completely Approve', how do you feel about the following options **that First Nations may employ when there is a concern about a government decision that might affect their rights?**

	COMPLETELY DISAPPROVE 1	2	3	4	COMPLETELY APPROVE 5
a. Approach and negotiate with appropriate federal or provincial ministry					
b. Seek a legal solution through the court system					
c. Continue to act within their beliefs despite the government decision					
d. Hold public demonstrations or rallies					
e. Set up road blocks to draw attention to the disagreement					

READ: Now I just have two last questions which are for statistical purpose.

14. What is the highest grade of school or college that you have completed? [READ]

1. SOME HIGH SCHOOL
2. **COMPLETED** HIGH SCHOOL
3. **SOME** VOCATIONAL OR TRADE SCHOOL
4. **COMPLETED VOCATIONAL OR TRADE SCHOOL**

5. SOME COLLEGE OR UNIVERSITY
6. COMPLETED COLLEGE OR UNIVERSITY DIPLOMA OR DEGREE
7. SOME GRADUATE WORK
8. COMPLETED GRADUATE DEGREE (i.e. MASTERS OR PHD)
9. DON'T KNOW/REFUSE

15. Which of the following categories best describes your annual household income: [READ]

1. Under \$35,000
2. \$35,000 to under \$55,000
3. \$55,000 to under \$75,000
4. \$75,000 to under \$100,000
5. \$100,000 or more
6. DON'T KNOW/REFUSE

That is all of our questions today/tonight. Thank you for taking the time and participating in this survey!

IF PERSON WANTS TO KNOW SPONSOR: The survey sponsor was the BC First Nations Fisheries Council.