



CANADIANS AND THE PROTECTION OF THE BOREAL FOREST

POLL RESULTS BACKGROUNDER

A national telephone survey of 1,000 Canadians was conducted by McAllister Opinion Research for the Canadian Boreal Initiative to provide insight on the opinion of Canadian voters towards Boreal Forest protection. The poll explores the concerns of Canadians for the protection of the Boreal Forest and the political relevance of the latter.

The poll reveals that while 67% of voters support recent actions by the federal and territorial governments to protect the Nahanni and other areas of the Northwest Territories, 91% of Canadians say they want governments to do more to protect Canada's Boreal Forest. What makes these results politically significant is that this opinion is shared across all party lines. Therefore, the poll shows a general Canadian consensus of opinion when it comes to the protection of the Boreal Forest.

The poll also reveals that:

- **95%** of Canadians believe Canada's Boreal Forest ecosystems are a national treasure.
- **Two-in-three** Canadians strongly agree or somewhat agree that Canada's international reputation on forest/wilderness conservation is something to be proud of.
- Almost **nine-in-ten** Canadians (87%) are concerned by the threats posed by industrial development, regardless of their voting intentions..
- **Seven-in-ten (69%)** don't buy the argument that threats like forest fires and pests like the pine beetle make protection of the Boreal pointless.
- Canadians think that **67%** of Canada's remaining Boreal Forest should be set aside and permanently protected from industrial activities like logging or mining.
- **91%** of Canadians say they want more of Canada's Boreal Forest protected.
- **One-in-four** Canadians have a positive view on the performance of Canada's current federal government when it comes to protecting the environment.
- **67%** of Canadians say the government announcement on the protection of a large area in the NWT had a positive impact on their overall view of the current government. This is true for 77% of the Canadians that say they intend to vote for Conservative Party and 66% for Liberal Party.
- Even when considering recent large announcements, **9 in 10 Canadians** still want more of the Boreal protected.

- **73%** of the people interviewed said they will definitely be voting in the next Canadian federal election. Canadians who are definite voters would be most inclined to vote for: the Conservative Party (37%), the Liberal Party (31%), the NDP (12%), the Green Party (12%) and the Bloc Quebecois (7%).

The Canadian Boreal Forest

Canada's Boreal Forest spans across our country from British Columbia to Newfoundland and is one of the largest intact forest and wetland ecosystems remaining in the world – home to millions of Canada's birds, animals and fish, and a major reservoir of fresh water.

The survey's methodology

The research was conducted by McAllister Opinion Research. It is based on a national random digit dial telephone survey of 1007 Canadians aged 18 years and older. The survey was performed in English and French from April 29 to May 9, 2008 inclusive. The sample is weighed using age, gender and regional population data from the 2006 Census. A random sample of this size yields a +/-3.1% margin of error, 19 times out of 20.