



Summary of WaterWealth Project Survey Results

10 April 2013

The WaterWealth team surveyed a total of 370 Fraser Valley residents in and around Chilliwack by way of face-to-face intercept in malls, schools and on the street, as well as on-line. The surveys were completed over two weeks from March 9 through March 22, 2013.

Q1. How many generations in your family have lived in the Fraser Valley?

Self only 44%, Parents 16%, Grandparents 21%, Great 11%, Time immemorial 4%, Other 4%

Q2. When you think of the best things about living in our region of the world, what comes to mind?

UNAIDED	Recoded
Natural features: mountains, rivers, lakes	66%
Culture and Community	24%
Family	6%

Q3. How do you describe the overall condition of fresh water lakes, rivers and streams in this region?

	Excellent	Very Good	OK	Poor	Terrible
25 years ago	22%	44%	31%	3%	0%
Today	6%	19%	56%	19%	0%
25 years from now	6%	19%	9%	53%	12%

Q4. How much do the following matter to you as reasons to protect our fresh water lakes, rivers and streams in this region?

	A great deal	A Fair Amount	Somewhat	Not Much	Not at all
Ensuring the best drinking water quality	92%	6%	1%	0	0
Maintaining the habitat of birds, fish and wildlife	85%	13%	0	2%	0
Ensuring the overall health & well being of the people who live here	84%	13%	1%	1%	0
Opportunities for outdoor recreation	61%	22%	14%	1%	1%
Respecting indigenous cultural heritage	59%	21%	9%	7%	4%
Maintaining property values	24%	32%	33%	8%	3%

Q5. How concerned are you about each of the following?

	Very concerned	Somewhat concerned	Not at all concerned	Not familiar/ Unsure
Destruction of habitat for eagles, fish, and other wildlife	85%	10%	2%	3%
Disappearance of wild salmon	81%	14%	2%	3%
Pollution from intensive agricultural operations	68%	23%		9%
Transportation of heavy crude oil (ie, Kinder Morgan Transmountain pipeline)	60%	28%	8%	3%
Privatization of water and water distribution systems	59%	23%	3%	15%
Impacts of gravel mining on our watersheds	54%	25%	9%	12%
Large scale water withdrawal by bottled water companies (like Nestle)	53%	31%	9%	7%
Chlorination of drinking water	53%	28%	19%	
First Nations rights and title	51%	28%	18%	3%
Damming of rivers and streams	49%	37%	9%	5%
Urban sprawl	39%	42%	14%	5%
Impacts of logging on our watersheds	38%	41%	3%	18%
Health of the local economy	31%	50%	16%	3%
Extreme weather events like flooding and drought	26%	53%	21%	0%

Q7. Which of the following statements is closer to your point of view?

94% I support 100% local control of fresh water, where regular citizens would have the power to say yes or no to decisions affecting their home waters	6% Additional local control over fresh water is not necessary. Fresh water is adequately regulated by local, provincail and federal officials.
66% Governments follow, not lead. To truly protect our fresh water individual citizens need to step up.	34% to truly solve environmental problems, governments and experts need to take the lead.
93% Protecting the health of our land, water and natural ecosystems should be a priority, even at the risk of slowing down economic growth.	7% Economic growth should be a priority, even if the health of our land, water and natural ecosystems suffer to some extent.
21% During times of water scarcity, the needs of the economy should come FIRST, even if nature has to suffer	79% During times of water scarcity, the needs of NATURE should come FIRST, even if the economy has to suffer
16% Most people around here DO NOT CARE about protecting nature and the environment	84% Most people around here actually DO CARE about protecting nature and the environment