

THE VANCOUVER ISLAND WILDERNESS PRESERVATION MOVEMENT STUDY

QUESTIONNAIRE FOR SIERRA CLUB OF WESTERN CANADA MEMBERS

PLEASE NOTE THAT THE SIERRA CLUB IS REFERRED TO AS THE "SCWC" THROUGHOUT THE QUESTIONNAIRE IN ORDER TO CONSERVE SPACE.

I would like to take this opportunity to thank you for your willingness to participate in this study.

I wish to remind you that your identity will remain completely confidential, and the answers you provide will remain anonymous.

If you feel uncomfortable with any question you need not answer it.

Your participation is purely voluntary.

A report summarizing the results will be presented to the Sierra Club. The report will contain summary statistics (e.g., averages and percentages of group members' responses to various questions) but the results will be presented in a manner that will prevent the identification of individual participants.

INSTRUCTIONS

DO NOT WRITE YOUR NAME ON THIS QUESTIONNAIRE.

1. IF YOU HAVE PREVIOUSLY COMPLETED THIS QUESTIONNAIRE AS A MEMBER OF ANOTHER ORGANIZATION, then please indicate that this by providing the name of the other organization in the space provided in Part B of the enclosed consent form (see reverse side of the enclosed letter).

Then please mail the consent form (only) in the self-addressed envelope. Please recycle the unused questionnaire.

IF YOU HAVE NOT PREVIOUSLY COMPLETED THIS QUESTIONNAIRE AS A MEMBER OF ANOTHER ORGANIZATION, then, please read over and fill out Part A of the consent form (see reverse side of the enclosed letter), insert and seal it in the small blank envelope, and place the small blank envelope inside the business reply envelope.

2. This questionnaire is not designed to be a test of your knowledge, but rather to provide important scientific information. To ensure the quality of the results, I urge you to answer the questions as completely as possible. If you want to add more information about any question please feel free to do so. Many of the questions require you to place a check mark or circle a letter (or number) beside the applicable response category. Some questions require that you answer yes or no. For these questions simply circle YES or NO.
3. The questionnaire is printed on BOTH sides of the paper - please be careful not to skip any pages.
4. When you have completed the questionnaire, please return it in the large self-addressed business reply envelope. You do not need to attach postage.
5. If you have any problems, questions, or comments, please call 721-4103. [Please leave your first name, your number, and a brief message on the answering machine and someone will return your call as soon as possible.]

This questionnaire has been printed on recycled paper.

**Questions about Forestry, the Environment and Wilderness Preservation**

1. Compared with other aspects of your life (e.g. your job, your hobbies), how important is wilderness preservation to you? (Circle one of the following.)

- a. Most important
- b. Very important
- c. Fairly important
- d. Not very important

Why (or why isn't) wilderness preservation important to you? (Please describe your views in a few sentences.)

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2. What would you say about the use of clear-cutting as a forestry method?

- a. It is used too widely.
- b. Its level of use is just right.
- c. It is not used widely enough.

3. What percentage of British Columbia do you believe should be protected as wilderness? (Please write a percentage from 0% to 100% in the space provided)

I believe \_\_\_\_\_ % of British Columbia should be protected as wilderness.

4. Do you actively encourage friends, family, or coworkers to participate in helping to protect the environment? (Circle yes or no.)

- a. yes
- b. no

5. Do you think of yourself as being a member of the wilderness preservation movement? (Please circle the response that best describes how you personally feel about yourself regarding the wilderness preservation movement.)

- a. I identify myself very strongly as a member of the wilderness preservation movement.
- b. I identify myself somewhat as a member of the wilderness preservation movement.
- c. I do not think of myself at all as a member of the wilderness preservation movement, nor do I oppose the wilderness preservation movement.
- d. I oppose the wilderness preservation movement.

6. Thinking about your friends, family, and coworkers - how strongly do you think they identify you as a member of the wilderness preservation movement? (Circle one of the following.)

- a. Other people identify me very strongly as a member of the wilderness preservation movement.
- b. Other people identify me somewhat as a member of the wilderness preservation movement.
- c. Other people do not think of me as a member of the wilderness preservation movement.
- d. Other people think I oppose the wilderness preservation movement.

7. Did you agree with the decision to turn half of the Carmanah Valley into a park? (Circle one of the following.)

- a. I strongly agreed with the decision
- b. I agreed with the decision
- c. I disagreed with the decision
- d. I strongly disagreed with the decision
- e. I am undecided

Please write a few sentences below to explain why you agreed, disagreed, or are undecided.

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8. Below are listed some different values that Canadians have expressed regarding the importance of forests. How would you rank these values?

Place a 1 next to the most important value, place a 2 next to the second most important, a 3 next to the third most important, and so on down to 6 for the least important value.

- \_\_\_ A place for recreation and relaxation
- \_\_\_ A source of economic wealth and jobs
- \_\_\_ As a habitat for a variety of animal and plant life
- \_\_\_ Balancing the global ecosystem
- \_\_\_ Protection of Canada's water, air, and soil
- \_\_\_ Wilderness preservation

9. In your opinion, what are the most important environmental problems facing the country?

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10. How do you feel about the present N.D.P. provincial government's actions with regard to forestry policy. (Circle one of the following.)
- a. the government is doing a very good job.
  - b. the government is doing a good job.
  - c. the government is doing a poor job.
  - d. the government is doing a very poor job.
11. How do you feel about the previous Social Credit provincial government's actions with regard to forestry policy. (Circle one of the following.)
- a. the government did a very good job.
  - b. the government did a good job.
  - c. the government did a poor job.
  - d. the government did a very poor job.
12. I would like to know how you feel about different kinds of protests which might be used to get the government to change its policies ... (Please place a check mark under the column that best reflects your opinion.)

|   | Often justified | Sometimes justified | Never justified | Don't know |
|---|-----------------|---------------------|-----------------|------------|
| a. What about strikes? Do you think they are ...  |                 |                     |                 |            |
| b. What about boycotts? Do you think they are ...   |                 |                     |                 |            |
| c. What about legal and peaceful demonstrations, like marches, rallies, and picketing? Do you think they are ...  |                 |                     |                 |            |
| d. What about illegal but peaceful demonstrations, like sit-ins? Do you think they are ...  |                 |                     |                 |            |
| e. What about direct actions such as blockades of logging roads? Do you think they are ...  |                 |                     |                 |            |
| f. And finally, what about violent demonstrations including actions such as fighting with the police and destroying property? Do you think they are ... |                 |                     |                 |            |

#### Involvement in environmental organizations

13. Approximately how long have you been a member of the SCWC? (Please write the approximate number of years you have been a member below.)
- \_\_\_\_\_
14. Please indicate which of the following statements best describes your level of involvement with the SCWC. (Circle one of the following.)
- a. I pay dues but do not participate in any other way.
  - b. I participate in some SCWC activities such as attending meetings or outings.

15. Why did you join the SCWC? (Please answer by providing a few sentences below.)

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16. What do you find rewarding about being a member of the SCWC? (Please answer by writing a few sentences below.)

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17. About how many people from the SCWC do you know? (For example, count all the people whom you know that you could hold a casual conversation with.)

Please specify approximate number of SCWC members you know. \_\_\_\_\_

Of these people, how many are:

Close friends? \_\_\_\_\_ How many of these are women? \_\_\_\_\_

Acquaintances? \_\_\_\_\_ How many of these are women? \_\_\_\_\_

Coworkers? \_\_\_\_\_ How many of these are women? \_\_\_\_\_

Family members who live in your household? \_\_\_\_\_ How many of these are women? \_\_\_\_\_

Other relatives? \_\_\_\_\_ How many of these are women? \_\_\_\_\_

Other? \_\_\_\_\_ (please specify type of relationship below.) How many of these are women? \_\_\_\_\_

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18. About how often do you talk with someone about wilderness preservation and other environmental issues? (This could be with the same person, or with different people.) (Circle one of the following.)

- a. Every day
- b. At least once a week.
- c. At least once a month.
- d. Several times a year.
- e. Once a year or less often.
- f. Never.

19. Have you ever talked with a park warden or nature guide about wilderness or environmental issues?

- a. yes
- b. no

20. For each organization listed on the left, please check under the applicable columns. Tick as many columns as are applicable. Tick under column 1 if you have never heard of the organization. Tick under column 2 if you have heard of the organization. Tick under column 3 if you know a member of the organization. Tick under column 4 if you have a close friend or relative who belongs to the organization. Tick under column 5 if you are a former member of the organization. Tick under column 6 if you are currently a member of the organization. Tick under column 7 if you are currently an active member of the organization.

| Please refer to the organizations listed below in ticking the applicable columns to the right | I have never heard of this group<br>(1) | I have heard of this group<br>(2) | I know a member of this group<br>(3) | I have a CLOSE friend or relative who belongs to this group<br>(4) | I am a FORMER member of this group<br>(5) | I am currently a member of this group.<br>(6) | I am currently an ACTIVE member of this group<br>(7) |
|---|---|-----------------------------------|--------------------------------------|--|---|---|--|
| Carmanah Forestry Society   |   |                                   |                                      |  |   |   |  |
| Environmental Youth Alliance  |   |                                   |                                      |  |   |   |  |
| Friends of Carmanah and Walbran   |   |                                   |                                      |  |   |   |  |
| Friends of Clayoquot Sound  |   |                                   |                                      |  |   |   |  |
| Friends of the Tsitika  |   |                                   |                                      |  |   |   |  |
| Sierra Club of Western Canada   |   |                                   |                                      |  |   |   |  |
| Western Canada Wilderness Committee   |   |                                   |                                      |  |   |   |  |

21. Besides being a member of the SCWC, are you a member of any groups involved in environmental/wilderness issues not listed above? (Circle yes or no.)

a. yes                      b. no

If yes, please list them.

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Are you an active member?

a. Yes                      b. No

a. Yes                      b. No

a. Yes                      b. No

22. About how often does someone encourage YOU to participate in SCWC activities? (Please circle one of the following.)

- a. At least once a week.
- b. At least once a month.
- c. Several times a year.
- d. Once a year or less often.
- e. Never.

23. About how often do you encourage SOMEONE ELSE to participate in SCWC activities? (Please circle one of the following.)

- a. At least once a week.
- b. At least once a month.
- c. Several times a year.
- d. Once a year or less often.
- e. Never.

24. Was your decision to become a member of the SCWC in response to any of the following: (Place a check mark beside any of the following as they apply to you.)

- a. \_\_\_\_ You read a newspaper or magazine article about the SCWC's activities.
- b. \_\_\_\_ You read a newspaper or magazine article about a wilderness preservation issue (e.g., the Carmanah or Walbran).
- c. \_\_\_\_ You read a flyer produced by the SCWC.
- d. \_\_\_\_ You saw a poster about the SCWC's activities.
- e. \_\_\_\_ You saw a poster about a wilderness preservation issue (e.g., the Carmanah or Walbran).
- f. \_\_\_\_ A friend who belonged to the SCWC asked you to join.
- g. \_\_\_\_ A family member who belonged to the SCWC asked you to join.
- h. \_\_\_\_ A coworker who belonged to the SCWC asked you to join.
- i. \_\_\_\_ An acquaintance who belonged to the SCWC asked you to join.
- j. \_\_\_\_ You received a mailed request from the SCWC to join.
- k. \_\_\_\_ You attended a pro-wilderness preservation rally and decided to join the SCWC.
- l. \_\_\_\_ You heard about the "Carmanah Giant" and decided something had to be done to preserve old growth forests.
- m. \_\_\_\_ You heard about the threat to the Marbled Murrelet's nesting grounds.
- n. \_\_\_\_ Other (please describe below).

25. Have the actions of the SCWC made a difference to wilderness preservation on Vancouver Island? (Circle yes or no.)

- a. \_\_\_\_ no
- b. \_\_\_\_ yes

In a few sentences, briefly describe how:

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26. Have you ever visited:

a. the Carmanah Valley? (Circle yes or no.)

a. yes

b. no

If yes, how many times? \_\_\_\_\_

b. the Walbran Valley? (Circle yes or no.)

a. yes

b. no

If yes, how many times? \_\_\_\_\_

27. Have your actions made a difference to wilderness preservation on Vancouver Island? (Circle yes or no.)

a. no

b. yes

In a few sentences, briefly describe how they have or have not:

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28. Have you ever been approached by the SCWC to participate in an activity? (Circle yes or no.)

a. no

b. yes

If yes, was the most recent request:

a. by phone

b. by mail

c. face to face

d. other (please describe)

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In a few sentences, please describe the activity.

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Did you participate? (Circle yes or no.)

a. no

b. yes



29. Have you ever contributed to/participated in actions designed to help preserve wilderness on Vancouver Island? Would you be willing to participate in such actions in the future? See the list provided below and place a check mark in column 1 for each activity you have (in the past) participated in, and a check mark in column 2 for each activity you would be willing (in the future) to participate in.

| ACTIVITIES  | I have participated in this activity in the past.<br>(1) | I would be willing to participate in this activity in the future.<br>(2) |
|---|--|--|
| a. Be a member of the SCWC.   |  |  |
| b. Donate money to a wilderness preservation or other environmental organization.   |  |  |
| c. Write a letter to a government official regarding a wilderness preservation issue (such as preservation of the Carmanah or Walbran). |  |  |
| d. Write a letter to a newspaper about wilderness preservation (or forestry related issues).  |  |  |
| e. Write a letter to a logging company about a forestry (or wilderness) issue.  |  |  |
| f. Write a letter to another organization regarding a wilderness preservation issue.  |  |  |
| g. Sign a petition to preserve a wilderness area.   |  |  |
| h. Participate in trail building.   |  |  |
| i. Attend a community meeting about wilderness preservation and/or forestry.  |  |  |
| j. Attend a rally or protest demonstration on the lawns of the legislature to support wilderness preservation.                          |  |  |
| k. Participate in an information campaign for the general public about wilderness preservation.   |  |  |
| l. Advertise in the media to promote wilderness preservation.   |  |  |
| m. Make a presentation to a public body about wilderness preservation and/or forestry-related issues.                                   |  |  |
| o. Give a lecture on wilderness preservation and/or logging practices to a school group or voluntary organization.                      |  |  |
| p. Participate in a press release/conference (regarding wilderness preservation and forestry-related issues).                           |  |  |
| q. Serve as a representative on an advisory board formed around wilderness preservation or forestry-related issues.                     |  |  |
| r. Purchase a book, t-shirt, poster, mug or other merchandise from an environmental organization.                                       |  |  |
| s. OTHER ACTIVITIES (please describe in the boxes below and check off the columns to the right as they apply to you.)                   |  |  |
|   |  |  |
|   |  |  |
|   |  |  |



31. I would like to ask you about some kinds of clubs, organizations or groups that people may join. Please indicate whether or not you are NOW a member of each, and if you are a member, indicate whether you are very active, fairly active or inactive.

Please place a check mark under the applicable columns for each organization listed below.

| TYPE OF ORGANIZATION   | NO, I am NOT<br>a member of<br>this type of<br>group | I am an<br>INACTIVE<br>member of<br>this type of<br>group | I am a FAIRLY<br>ACTIVE<br>member of<br>this type of<br>group | I am a VERY<br>ACTIVE<br>member of<br>this type of<br>group |
|--|--|---|---|---|
| 1. Business, professional, or occupational associations other than labour unions |  |   |   |   |
| 2. Labour unions   |  |   |   |   |
| 3. Religious or church-related organizations                                     |  |   |   |   |
| 4. Charitable organizations, such as the United Way or Cancer Society            |  |   |   |   |
| 5. Credit unions or co-ops   |  |   |   |   |
| 6. Ethnic clubs or organizations   |  |   |   |   |
| 7. Fraternal or service organizations, such as the Rotary Club.                  |  |   |   |   |
| 8. Public interest group, such as a consumer group.                              |  |   |   |   |
| 9. Neighbourhood organizations, such as a ratepayers association.                |  |   |   |   |
| 10. Education or school-related organizations, such as a Parent Teachers group.  |  |   |   |   |
| 11. Political organizations, such as a party association.                        |  |   |   |   |
| 12. Entertainment and social groups such as card clubs or dance groups.          |  |   |   |   |
| 13. Sport or fitness groups such as a softball or exercise group.                |  |   |   |   |
| 14. Youth groups such as boy scouts/girl guides.                                 |  |   |   |   |
| 15. Volunteer organizations, such as hospital auxiliary groups.                  |  |   |   |   |
| 16. Hobby groups, such as a photography or gardening club.                       |  |   |   |   |
| 17. Regimental or veterans organizations, such as the Canadian Legion.           |  |   |   |   |
| 18 Women's organizations.  |  |   |   |   |
| 19. Self-Help groups   |  |   |   |   |

20. Other types of groups or organizations (please describe below)

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Questions about Business, Politics, Government, and Public Policy

32. Below is a list of some goals which are frequently thought of as being important to society. For you personally, how would you rank these goals? Place a 1 next to the most important goal, place a 2 next to the second most important, a 3 next to the third most important, and so on down to 13 for the least important goal.

- \_\_\_\_\_ Maintaining a high rate of economic growth
- \_\_\_\_\_ Making sure that this country has strong defence forces
- \_\_\_\_\_ Seeing that people have more say in how things get decided at work and in their communities
- \_\_\_\_\_ Trying to make our cities and countryside more beautiful
- \_\_\_\_\_ Maintaining order in the nation
- \_\_\_\_\_ Giving people more say in governmental decisions
- \_\_\_\_\_ Fighting rising prices
- \_\_\_\_\_ Protecting freedom of speech
- \_\_\_\_\_ Maintaining a stable economy
- \_\_\_\_\_ Progress toward a less impersonal, more humane society
- \_\_\_\_\_ The fight against crime
- \_\_\_\_\_ Progress towards a society where ideas count more than money
- \_\_\_\_\_ Protecting nature from being spoiled and polluted

33. How much confidence do you have in the people running major companies? (Circle one of the following.)

- a. a great deal of confidence
- b. only some confidence
- c. hardly any confidence

34. How much confidence do you have in the people running banks and financial institutions? (Circle one of the following.)

- a. a great deal of confidence
- b. only some confidence
- c. hardly any confidence

35. Should the government: (Circle one of the following.)

- a. do something to reduce income differences between rich and poor, or
- b. should it not concern itself with income differences?

36. What do you think about government spending on improving and protecting the environment? Are we spending: (Circle one of the following.)
- a. too much money
  - b. too little money
  - c. about the right amount
37. What do you think about government spending on health care? Are we spending: (Circle one of the following.)
- a. too much money
  - b. too little money
  - c. about the right amount
38. What do you think about government spending on education? Are we spending: (Circle one of the following.)
- a. too much money
  - b. too little money
  - c. about the right amount
39. Did you vote in the last Provincial election? (Circle yes or no.)
- a. yes
  - b. no
- If yes, which party did you vote for? (Circle one of the following.)
- a. The Social Credit Party
  - b. The Progressive Conservatives
  - c. The Liberal Party
  - d. The New Democratic Party
  - e. The Green Party
  - f. Other (please name) \_\_\_\_\_
40. Did you vote in the last Federal election? (Circle yes or no.)
- a. yes
  - b. no
- If yes, which party did you vote for? (Circle one of the following.)
- a. The Progressive Conservatives
  - b. The Liberal Party
  - c. The New Democratic Party
  - d. The Reform Party
  - e. The Green Party
  - f. Other (please name) \_\_\_\_\_
41. Do you consider yourself: (Circle one of the following.)
- a. upper class
  - b. upper middle class
  - c. lower middle class
  - d. working class
  - e. other (please provide a brief description).

42. What country were you born in? \_\_\_\_\_ (Country)

43. While most people in Canada think of themselves as Canadians, what would you say is the main ethnic background (or nationality) of your ancestors? (Please circle the number corresponding to the applicable category or if "other" write in your ethnic background on the line below.)

|    |               |    |              |
|----|---------------|----|--------------|
| 1  | Australian    | 16 | American     |
| 2  | English       | 17 | Netherlands  |
| 3  | Irish         | 18 | Polish       |
| 4  | Scottish      | 19 | Russian      |
| 5  | Welsh         | 20 | Scandinavian |
| 6  | Chinese       | 21 | Slovak       |
| 7  | Czech         | 22 | Ukrainian    |
| 8  | Finnish       | 23 | West Indian  |
| 9  | French        | 24 | African      |
| 10 | German        | 25 | Korean       |
| 11 | Hungarian     | 26 | Vietnamese   |
| 12 | Italian       | 27 | East Indian  |
| 13 | Japanese      | 28 | Pakistani    |
| 14 | Jewish        | 29 | Portuguese   |
| 15 | Native Indian | 30 | Spanish      |
|    |               | 31 | Greek        |

32 Other (please write in) \_\_\_\_\_

44. Do you have any religious affiliation? (Circle yes or no.)

a. no                      b. yes

If yes, please name \_\_\_\_\_

If yes, how often do you attend your church, synagogue or temple? (Circle one of the following.)

- a. once a week
- b. 2 or 3 times a month
- c. once a month
- d. a few times a year or less
- e. never

**45. Personal Network:** I am interested in whether you know people in certain lines of work in the Greater Victoria Area. If you know anyone in a certain type of work who is an acquaintance (rather than a close friend or relative) tick under "acquaintance"; if you know someone in a certain type of work who is a close friend, tick under "close friend"; if you know someone in a certain type of work who is a relative, tick under "relative". If any of the acquaintances, close friends, or relatives in a given occupation you know also belong to the SCWC, tick under "SCWC MEMBER". As in the example below, you may tick off more than one box per line. For example:

| TYPE OF JOB  | TYPE OF RELATIONSHIP |              |          |             |
|--|----------------------|--------------|----------|-------------|
| Do you know anyone in the following types of work? | ACQUAINTANCE         | CLOSE FRIEND | RELATIVE | SCWC MEMBER |
| Example 1: secretary ...                           | X                    | X            |          |             |
| Example 2: teacher ...                             | X                    | X            |          | X           |

Example 1, would indicate that you know at least one acquaintance and one close friend who are secretaries, but you do not know any relatives or SCWC members who are secretaries.

Example 2, would indicate that you know an acquaintance who is a teacher, a close friend who is a teacher, and at least one of these people is also a SCWC member.

Now please complete for the following:

| TYPE OF JOB  | TYPE OF RELATIONSHIP |              |          |             |
|--|----------------------|--------------|----------|-------------|
| Do you know anyone in the following types of work?                           | ACQUAINTANCE         | CLOSE FRIEND | RELATIVE | SCWC MEMBER |
| business owners (outside your own company)...                                |                      |              |          |             |
| business managers who run an establishment (other than your own company) ... |                      |              |          |             |
| lawyers ...  |                      |              |          |             |
| doctors ...  |                      |              |          |             |
| engineers ...  |                      |              |          |             |
| university or college professors ...   |                      |              |          |             |
| primary or secondary school teachers ...                                     |                      |              |          |             |
| professional writers ...   |                      |              |          |             |
| supervisors ...  |                      |              |          |             |
| bankers ...  |                      |              |          |             |
| truck drivers  |                      |              |          |             |
| secretaries ...  |                      |              |          |             |
| accountants ...  |                      |              |          |             |
| bus drivers ...  |                      |              |          |             |

QUESTION 45 CONTINUED ON NEXT PAGE

## QUESTION 45 CONTINUED

| TYPE OF JOB  | TYPE OF RELATIONSHIP |              |          |             |
|--|----------------------|--------------|----------|-------------|
| Do you know anyone in the following types of work? | ACQUAINTANCE         | CLOSE FRIEND | RELATIVE | SCWC MEMBER |
| gardeners/landscapers                              |                      |              |          |             |
| auto mechanics                                     |                      |              |          |             |
| plumbers ...                                       |                      |              |          |             |
| waiter/waitress                                    |                      |              |          |             |
| police officers ...                                |                      |              |          |             |
| loggers ...  |                      |              |          |             |
| mill workers ...                                   |                      |              |          |             |
| retail sales clerks ...                            |                      |              |          |             |
| ministers, priests, or rabbis ...                  |                      |              |          |             |
| economists/financial specialists ...               |                      |              |          |             |
| computer/electronics technicians ...               |                      |              |          |             |
| biologists ...                                     |                      |              |          |             |
| pharmacists ...                                    |                      |              |          |             |
| chemists ...                                       |                      |              |          |             |
| social researchers ...                             |                      |              |          |             |
| professional painters or sculptors (artists) ...   |                      |              |          |             |
| professional writers ...                           |                      |              |          |             |
| architects ...                                     |                      |              |          |             |
| social workers ...                                 |                      |              |          |             |
| nurses ...   |                      |              |          |             |
| physiotherapists ...                               |                      |              |          |             |
| fishermen/fishermen ...                            |                      |              |          |             |
| municipal politicians ...                          |                      |              |          |             |
| provincial politicians ...                         |                      |              |          |             |
| federal politicians ...                            |                      |              |          |             |
| university or college students ...                 |                      |              |          |             |
| high school students ...                           |                      |              |          |             |



46. Do you know anyone who works in the following industries in the Greater Victoria Area: (Please answer this question in the same manner as the previous question.)

| TYPE OF INDUSTRY  | TYPE OF RELATIONSHIP |              |          |             |
|---|----------------------|--------------|----------|-------------|
| Do you know anyone who works in the following industries? | ACQUAINTANCE         | CLOSE FRIEND | RELATIVE | SCWC MEMBER |
| construction ...  |                      |              |          |             |
| fishing ...   |                      |              |          |             |
| manufacturing ...   |                      |              |          |             |
| retail sales (e.g. a department store) ...                |                      |              |          |             |
| transportation ...  |                      |              |          |             |
| a newspaper, magazine, television or radio ...            |                      |              |          |             |
| insurance ...   |                      |              |          |             |
| real estate ...   |                      |              |          |             |
| a hotel, motel, or restaurant ...                         |                      |              |          |             |
| farming ...   |                      |              |          |             |
| a utility (e.g. B.C. Hydro) ...                           |                      |              |          |             |
| a primary or secondary school ...                         |                      |              |          |             |
| a university or college ...                               |                      |              |          |             |
| the federal government...                                 |                      |              |          |             |
| the provincial government                                 |                      |              |          |             |
| local government ...                                      |                      |              |          |             |
| a hospital ...  |                      |              |          |             |
| health related fields (other than in hospital) ...        |                      |              |          |             |
| the forest industry ...                                   |                      |              |          |             |
| a nursing home ...  |                      |              |          |             |
| a library, museum, or art gallery ...                     |                      |              |          |             |
| a religious organization ...                              |                      |              |          |             |
| Tourism related industries not listed above ...           |                      |              |          |             |

### Feelings toward other groups

47. I would like you to think about your feelings about some groups. Below are listed a number of groups. Please indicate how you feel about each group on an imaginary thermometer that runs from 0 to 100 degrees. Ratings between 51 and 100 mean that you feel positive toward the group. 50 means that your feelings are neutral toward the group. Ratings between 0 and 49 mean that you feel negative toward the group. You may use any number from 0 to 100 to indicate how you feel.

For example:

0. How do you feel about Santa Claus? 90

The example above would indicate that you feel very positively toward Santa Claus.

Now please put a number beside each of the following statements to indicate your feelings toward that group.

48. How do you feel about small business? \_\_\_\_\_

49. How do you feel about labour unions? \_\_\_\_\_

50. How do you feel about native peoples? \_\_\_\_\_

51. How do you feel about feminist groups? \_\_\_\_\_

### Questions about your background

52. How old were you on your last birthday? \_\_\_\_\_ (Years.)

53. What is your gender? (Circle one of the following.)

a. Female                      b. Male

54. Do you live in Greater Victoria? (Circle yes or no.)

a. yes                      b. no

If yes (to above), what municipality do you live in? (Write municipality below.)

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If no (to above question), what city, town, or district do you live in? (Write city, town, or district below.)

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55. What is your marital status? (Circle one of the following.)

a. married  
b. living common law with someone  
c. single (never married)  
d. separated  
e. divorced  
f. widowed

56. How many children do you have? \_\_\_\_\_

How many are living at home? \_\_\_\_\_ What are their ages? \_\_\_\_\_

57. What is the highest level of education you have received? (Circle one of the following.)

- a. part of primary school
- b. completed primary school
- c. part of high school
- d. completed high school
- e. some college or university
- f. received a college or technical school certificate

Please specify major or subject: \_\_\_\_\_

- g. received a university bachelor's degree

Please specify major or subject: \_\_\_\_\_

- h. some postgraduate training

Please specify discipline: \_\_\_\_\_

- i. received a postgraduate university degree

Please specify type of degree and discipline: \_\_\_\_\_

- j. other (please state) \_\_\_\_\_

58. Have you ever had taken a course (or other related training) in environmental studies?

- a. yes
- b. no

If yes, please describe below:

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59. What is your occupation? (If you a homemaker or a student please state this. If you are retired, or unemployed please state this and list your former occupation.)

\_\_\_\_\_ (Occupation.)

Please describe your position and the paid work you do in detail

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60. Did you have any special training for your job? (Circle yes or no.)

- a.        yes                      b.        no

If yes, what sort of training?

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61. What does your company (or employer do)?

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62. What industry do you work in? \_\_\_\_\_

63. Do you work full-time or part-time? (Circle one of the following.)

- a.        full-time  
 b.        part-time  
 c.        unemployed  
 d.        other (please specify) \_\_\_\_\_

64. If you are employed, how many hours did you work last week? \_\_\_\_\_

65. Do you work for: (Circle one of the following.)

- a.        a government department or ministry  
 b.        a large company  
 c.        a small business  
 d.        an institution  
 e.        yourself  
 f.        other (please provide a brief description below)

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66. Do you work in the public or private sector? (Circle one of the following.)

- a. public
- b. private

67. Approximately how many people, besides yourself, are employed at your work place?

(Print number in space provided.) \_\_\_\_\_

68. About how many people, besides yourself, are employed by your company, or institution? (Print number in space provided.)

\_\_\_\_\_

69. How many people are working under you? (Print number in space provided.) \_\_\_\_\_

If there are people working under you, do you supervise their work? (Circle yes or no.)

- a. yes
- b. no

If you supervise others, how much say do you have in their hiring, firing, pay, or promotions? Would you say ... (Circle one of the following.)

- a. no say
- b. some say
- c. a great deal of say

70. Does anyone else supervise your work? (Circle yes or no.)

- a. yes
- b. no

71. How much say do you have in what you, yourself, do in your work? Would you say ... (Circle one of the following.)

- a. no say
- b. some say
- c. a great deal of say

72. How many years have you been doing this kind of work? \_\_\_\_\_

73. Would you say you are: (Circle one of the following.)

- a. a business owner
- b. a manager
- c. a supervisor
- d. an employee in a non-management position
- e. other please specify

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74. Now I would like to ask you something about the things which seem to you personally most important if you are looking for a job. Here are some of the things people usually take into account in relation to their work. Please RANK all of the following by placing a number from 1 to 4 to the left of each response, with 1 being most important, 2 being the second most important, 3 being the third most important, and 4 being the least important to you.

- \_\_\_ A good salary so that you do not have any worries about money.
- \_\_\_ A safe job with no risk of closing down or unemployment.
- \_\_\_ Working with people you like.
- \_\_\_ Doing an important job which gives you a feeling of accomplishment.

75. Below are listed several categories of income. Please circle the category that gives the best estimate of your personal income before taxes.

- |                         |                           |
|-------------------------|---------------------------|
| a. no personal income   | i. \$45,000 to \$54,999   |
| b. under \$5,000        | j. \$55,000 to \$64,999   |
| c. \$5,000 to \$9,999   | k. \$65,000 to \$74,999   |
| d. \$10,000 to \$14,999 | l. \$75,000 to \$84,999   |
| e. \$15,000 to \$19,999 | m. \$85,000 to 94,999     |
| f. \$20,000 to \$24,999 | n. \$95,000 to \$114,999  |
| g. \$25,000 to \$34,999 | o. \$115,000 to \$134,999 |
| h. \$35,000 to \$44,999 | p. \$135,000 and above    |

76. Using the same categories would you please circle the category that gives the best estimate of total household income before taxes.

- |                         |                           |
|-------------------------|---------------------------|
| a. no personal income   | i. \$45,000 to \$54,999   |
| b. under \$5,000        | j. \$55,000 to \$64,999   |
| c. \$5,000 to \$9,999   | k. \$65,000 to \$74,999   |
| d. \$10,000 to \$14,999 | l. \$75,000 to \$84,999   |
| e. \$15,000 to \$19,999 | m. \$85,000 to 94,999     |
| f. \$20,000 to \$24,999 | n. \$95,000 to \$114,999  |
| g. \$25,000 to \$34,999 | o. \$115,000 to \$134,999 |
| h. \$35,000 to \$44,999 | p. \$135,000 and above    |

77. The Sierra Club of Western Canada would like you to answer the following question to help it develop future strategies:

In your opinion, what are currently the most important environmental issues that need to be addressed? (Please write your answer below.)

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78. I would like to conduct a phone interview with a sample of participants who have completed this questionnaire. The questions I will ask will be similar in nature to those above, but will provide a bit more detail and give you a greater opportunity to present your views in your own words.

If you would be willing to participate in such a phone interview please write your first name and telephone number on the spaces provided below.

Your identity, and the information you provide will remain completely anonymous. Also, please note that your participation in this aspect of my research (as with the questionnaire you have just completed) is purely voluntary.

First name (only): \_\_\_\_\_

Phone number: \_\_\_\_\_

What are the best day(s) of the week to call you: \_\_\_\_\_

What is/are the best time(s) to call you: \_\_\_\_\_

Thank you very much for your participation. If you have any additional comments to make about any items on this questionnaire, about wilderness preservation more generally, or about the SCWC please write them below, and on the back of the questionnaire (or add them on a blank piece of note paper).

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**The End! Thank you again for your time and participation.**

