

# BC Forest Professionals: 2016 Public Opinion

Prepared for



# Methodology

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**Timing:** November 25 – 28, 2016.

**Sample:** 1008 British Columbia residents 18 years of age or older.

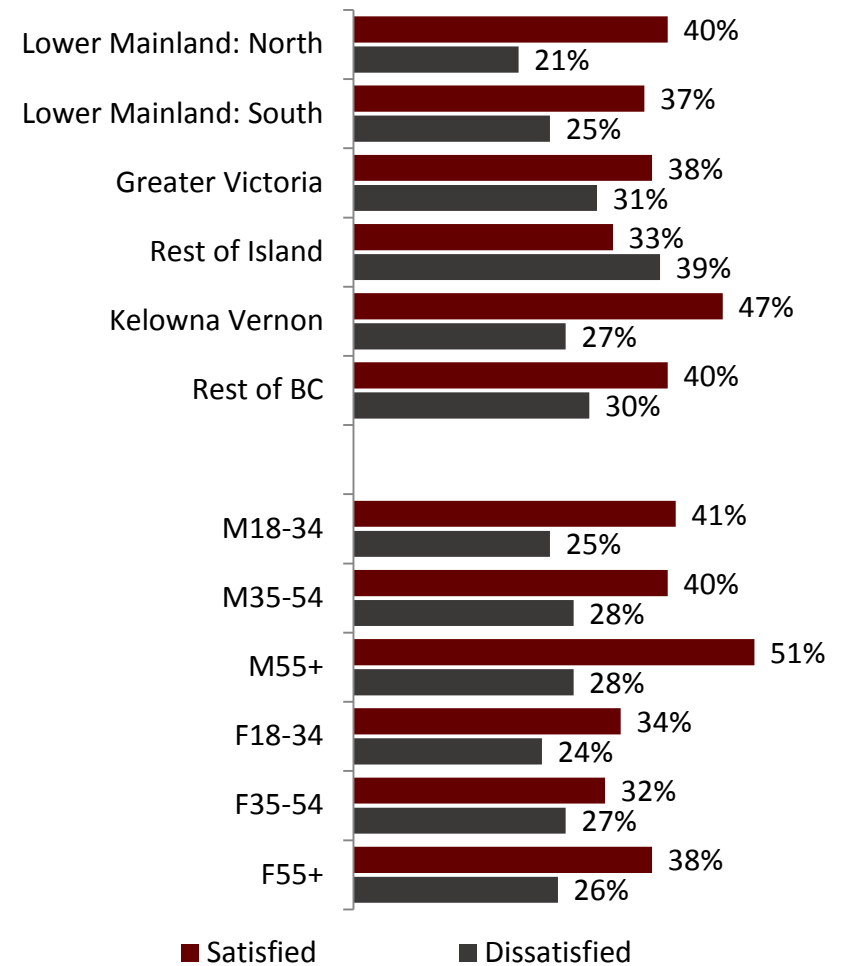
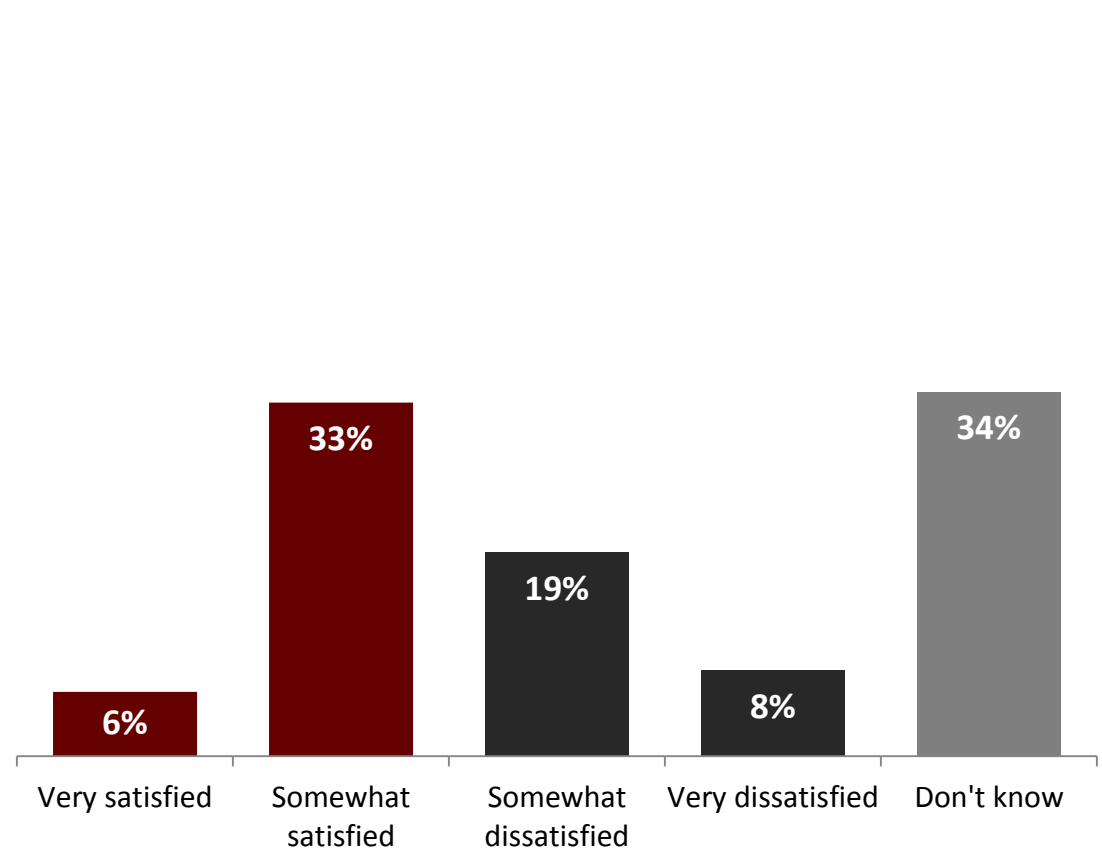
**Data collection:** Randomly selected members of an online panel were invited to complete the survey. [Research Now](#) was the panel supplier for this survey.

**Weighting:** Final results were weighted to reflect the most recent Canadian census statistics for age, gender, and regions of British Columbia.

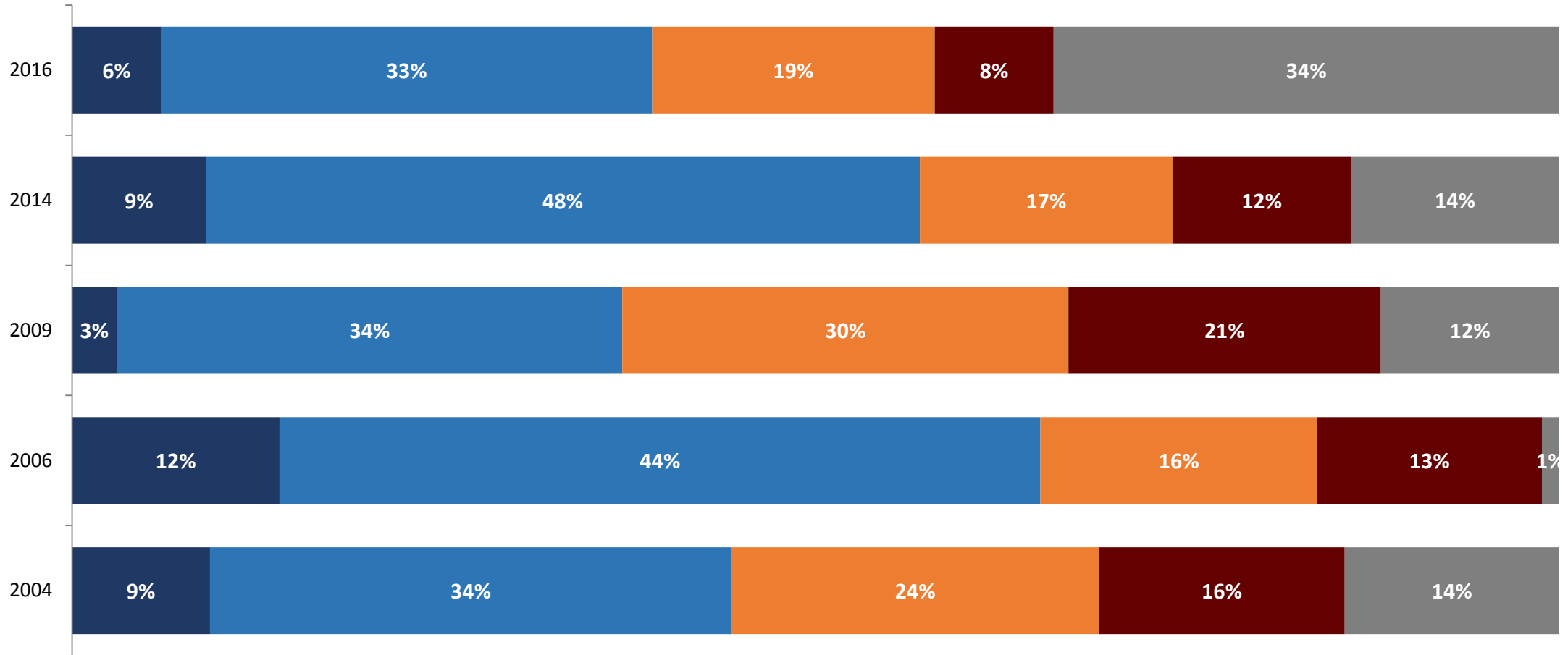
**Margin of error:** The Marketing Research and Intelligence Association (MRIA) prohibits statements about margins of sampling error or population estimates with regard to most online panels.

- A random probability sample of n= 1000 has a margin of error of +/- 3.1% (95% confidence).
- Subsamples will have greater margins of error.

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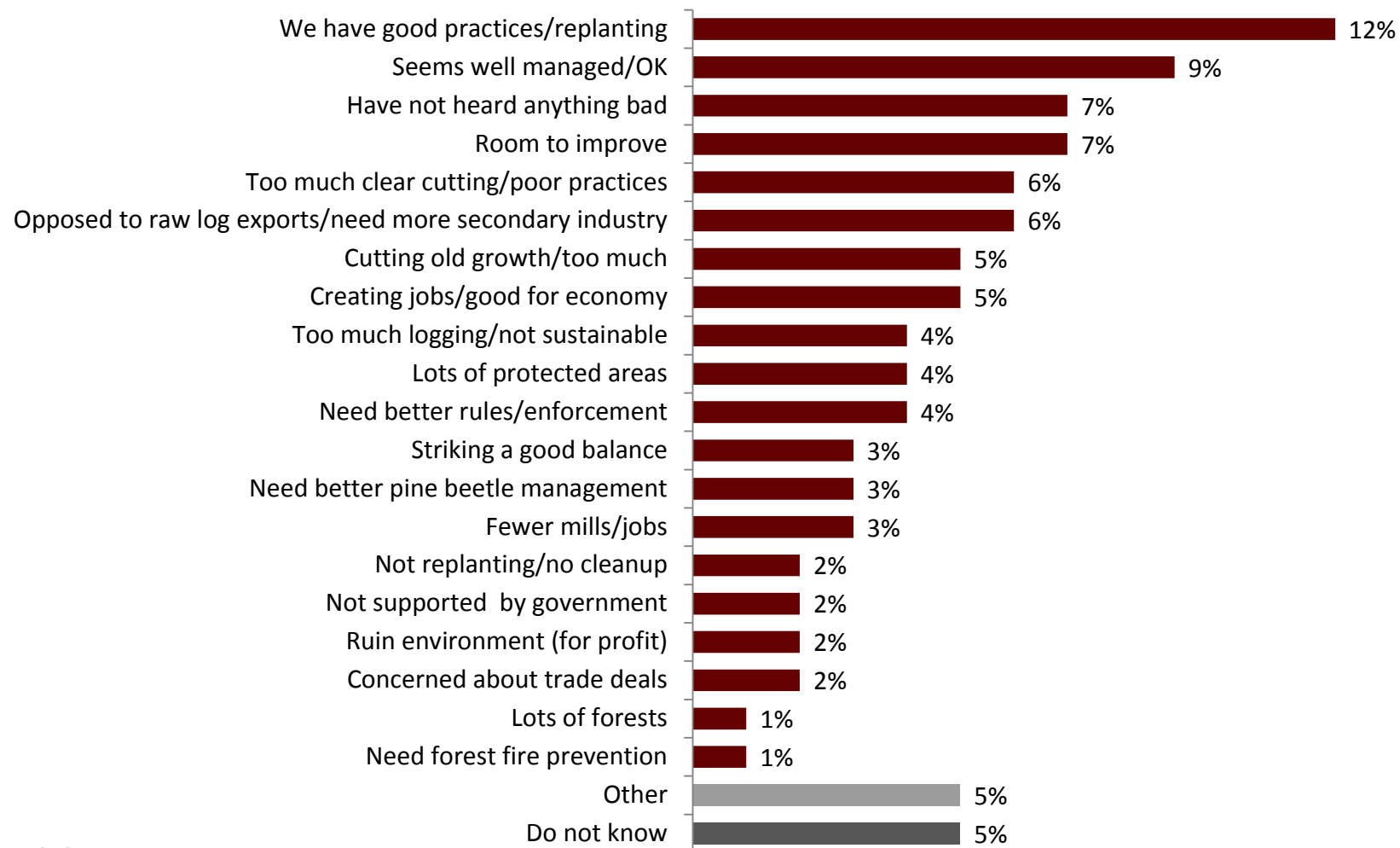
# Word cloud: Why do you say that?

Q: Why do you say that?



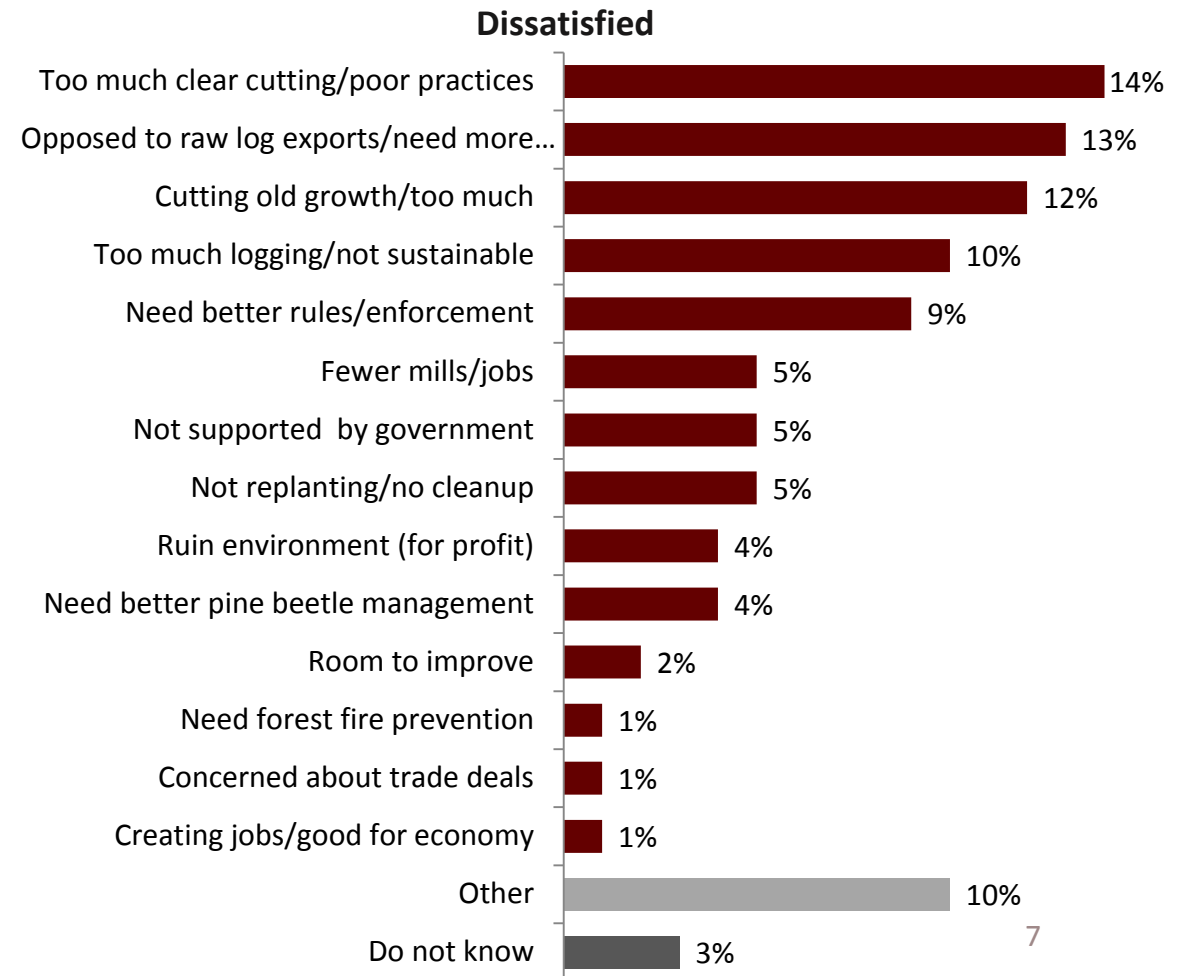
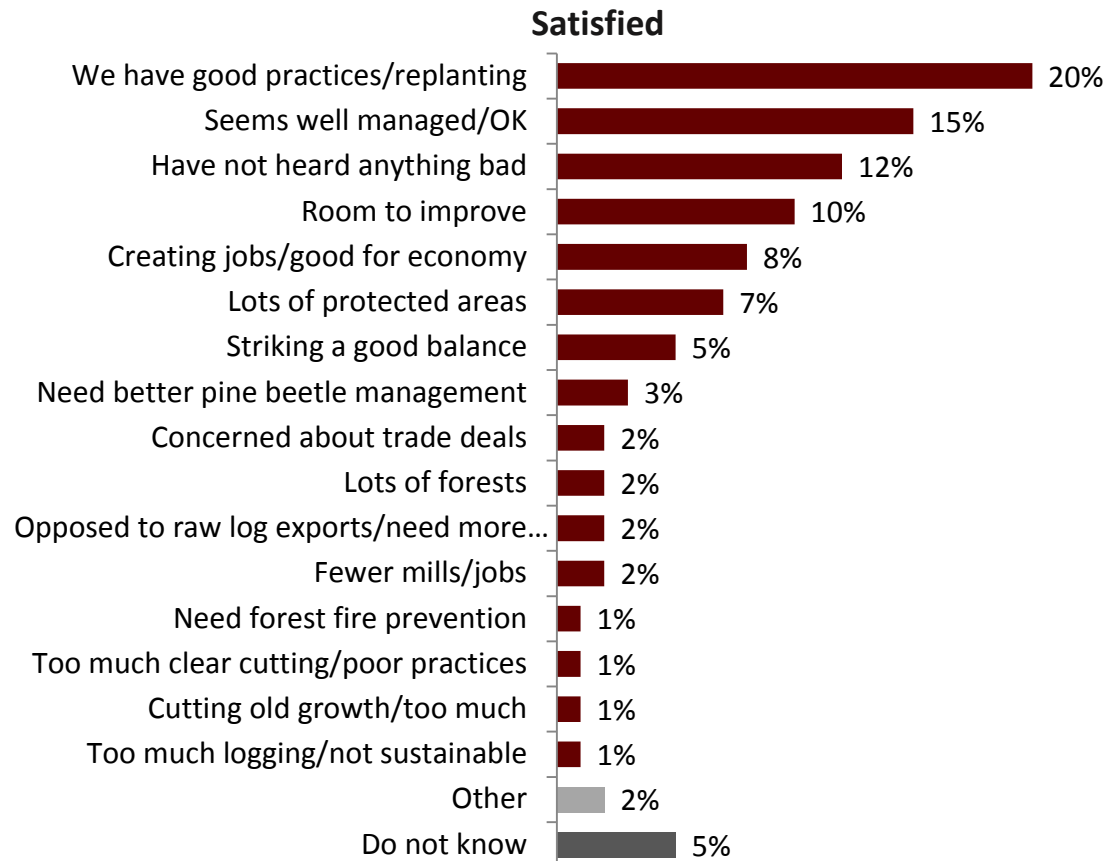
# Q: Coded - Why do you say that?

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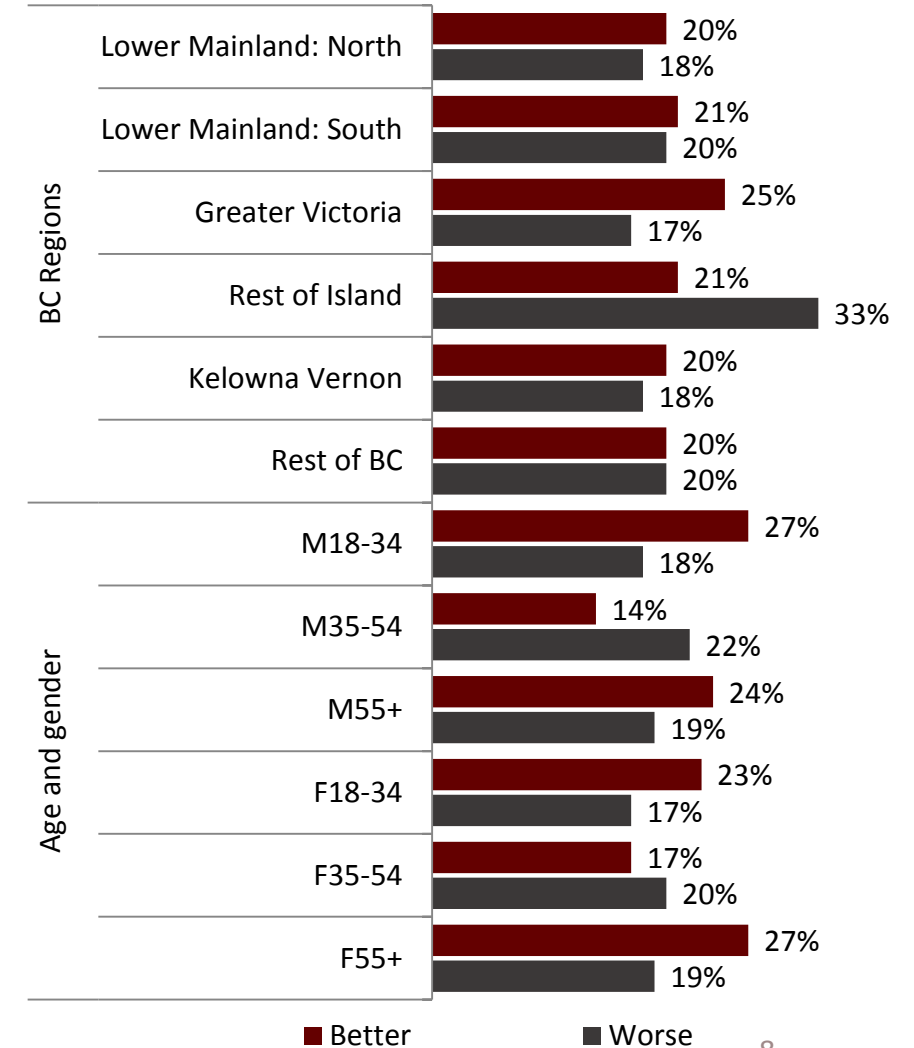
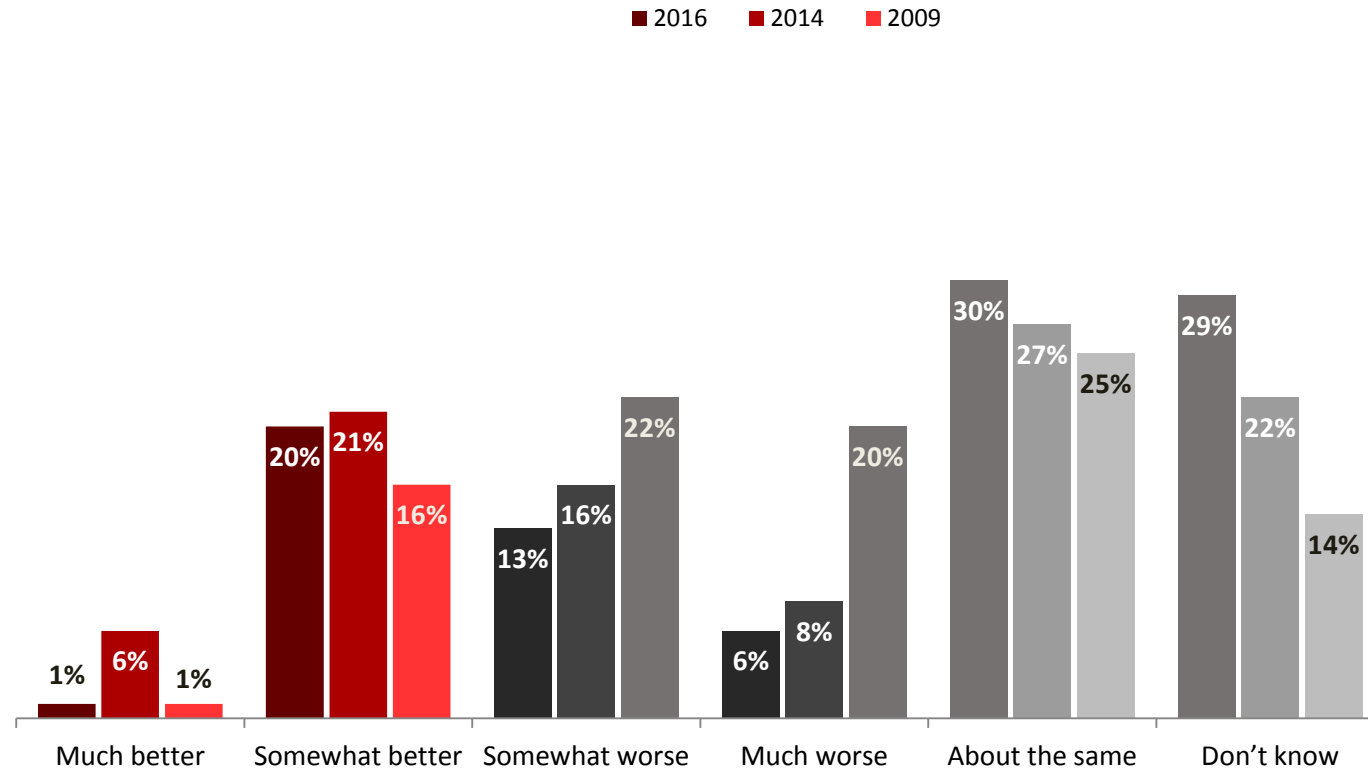


# Reasons for satisfaction or dissatisfaction

Q: Why do you say that? BY All things considered, would you say you are satisfied or dissatisfied with the quality of forest resources management in BC today?

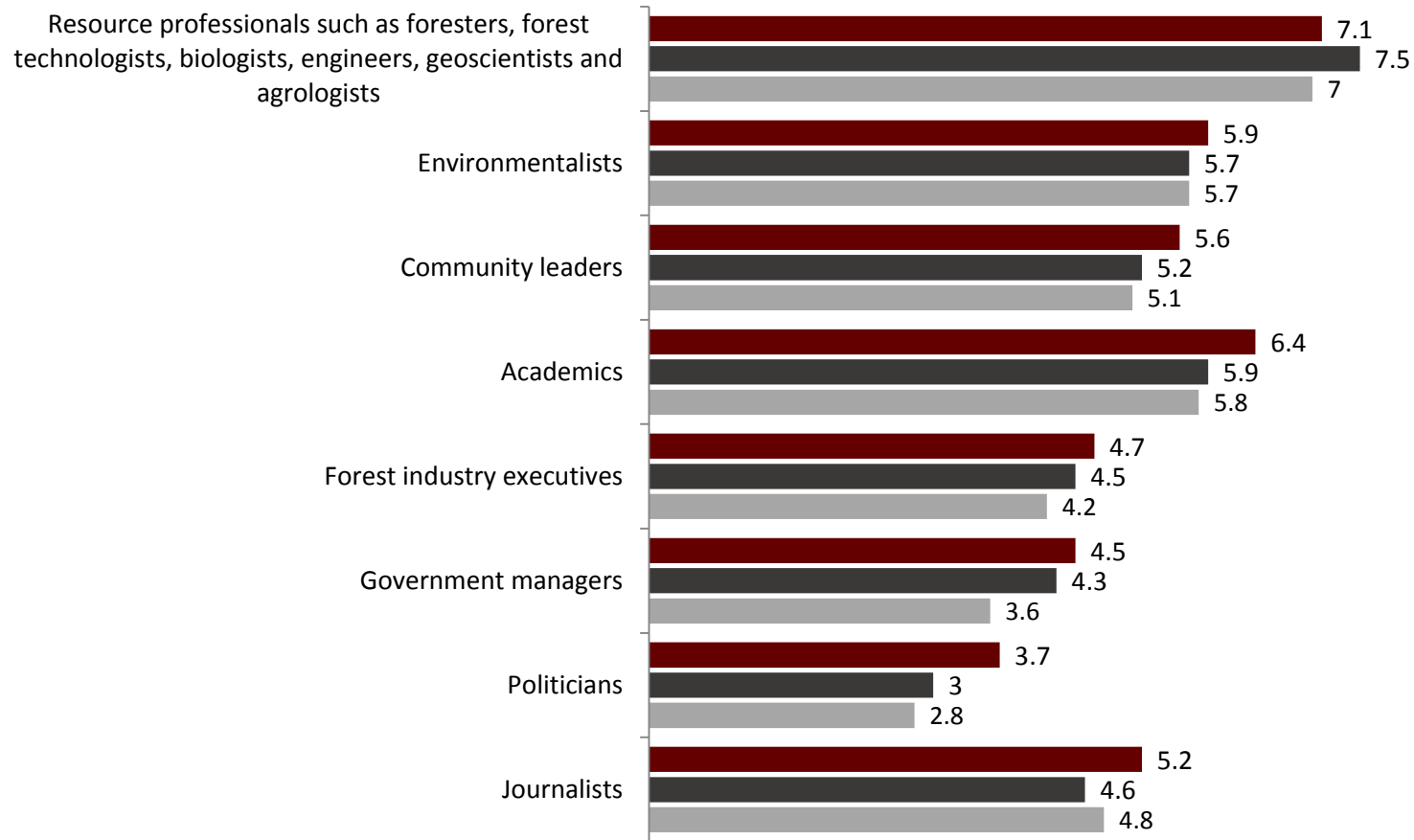


# Q: Compared to five years ago, is the quality of forest resources management in BC better or worse or about the same?



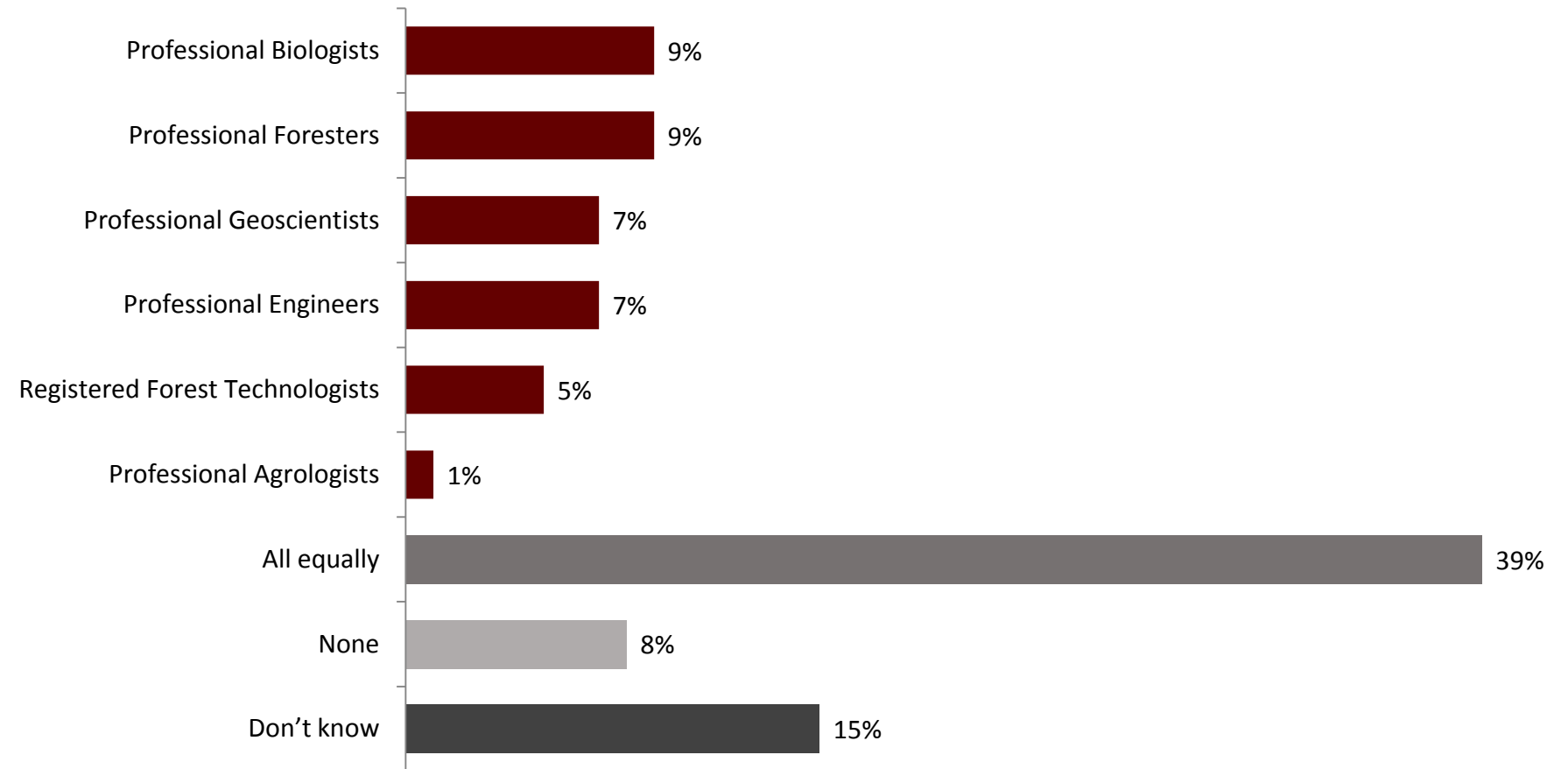


[Q4.0] Please indicate how much you trust the following groups when it comes to information regarding BC's forest resources. On a 10-point scale where 1 means not at all and 10 means completely, how much do you trust the following:



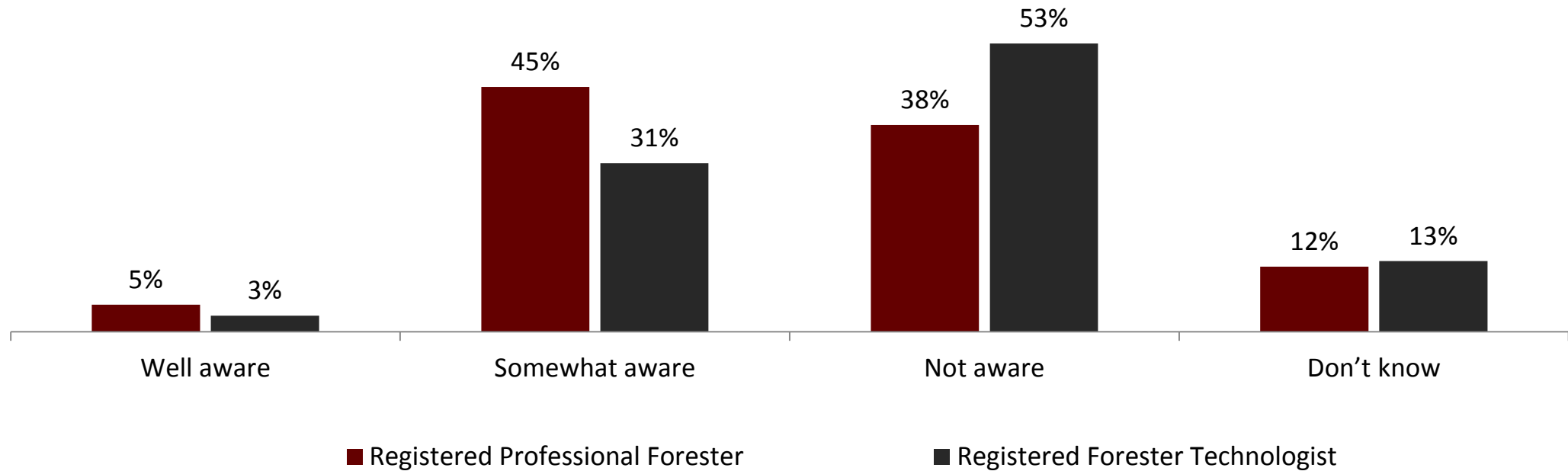
## Q: Of the resource professionals listed below, which do you trust most?

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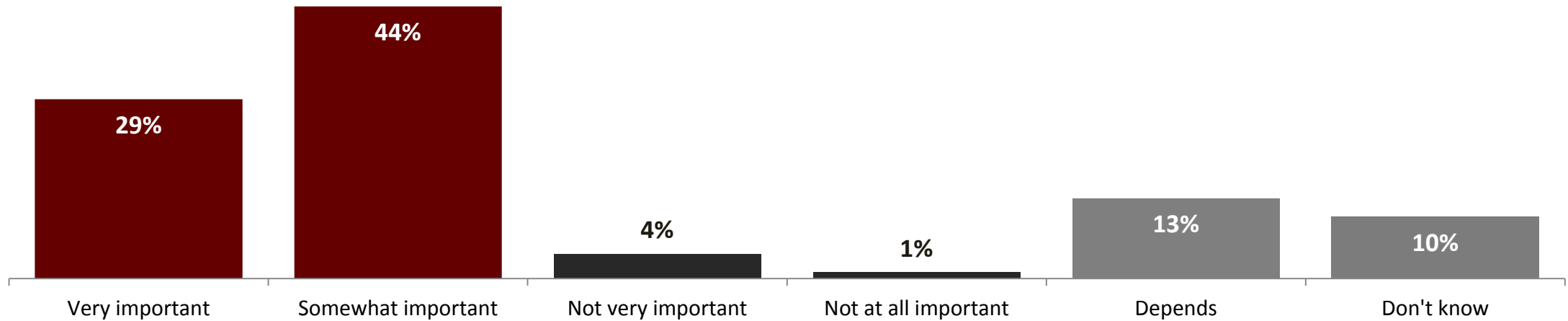
## Q: How would you describe your level knowledge of what a...[RPF / RFT]...is?

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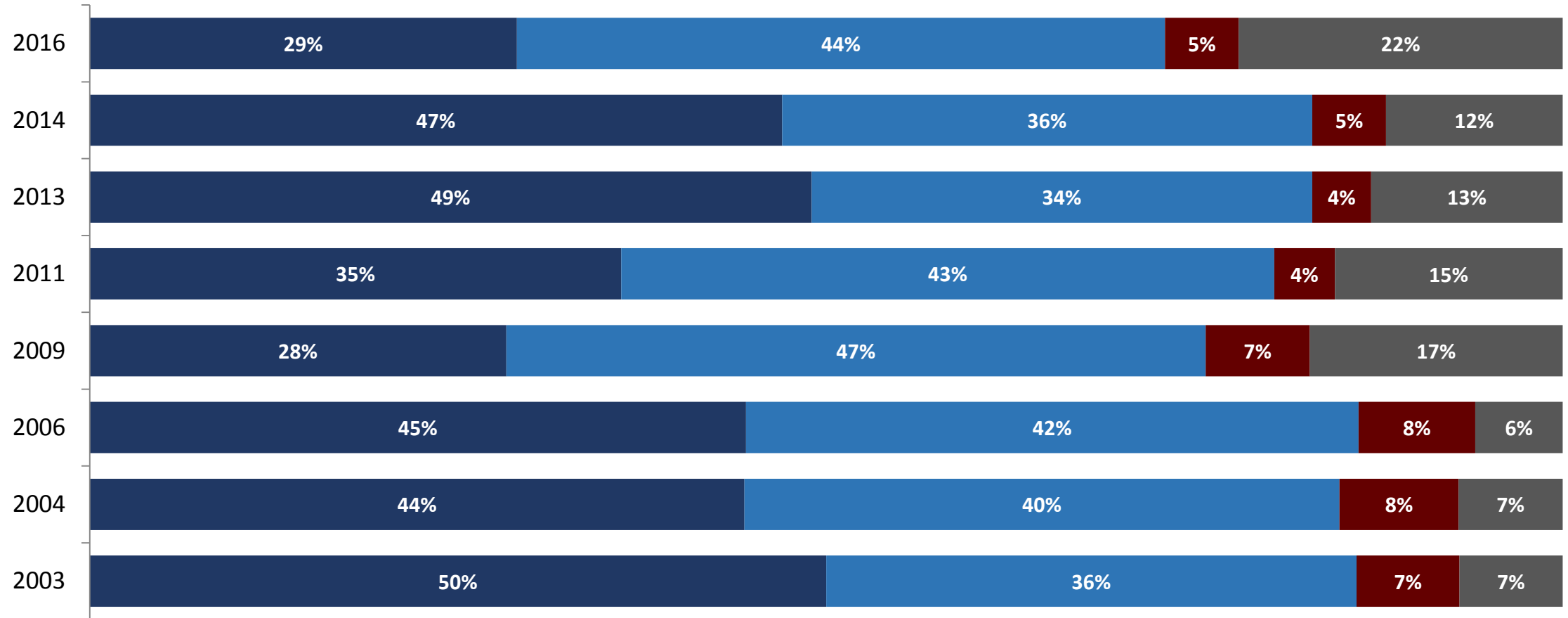


**Q:** Thinking about the management of BC's forest resources, do you think it is very important, somewhat important, not very important or not at all important to have the practice of forestry restricted to professional foresters and registered forest technologists?

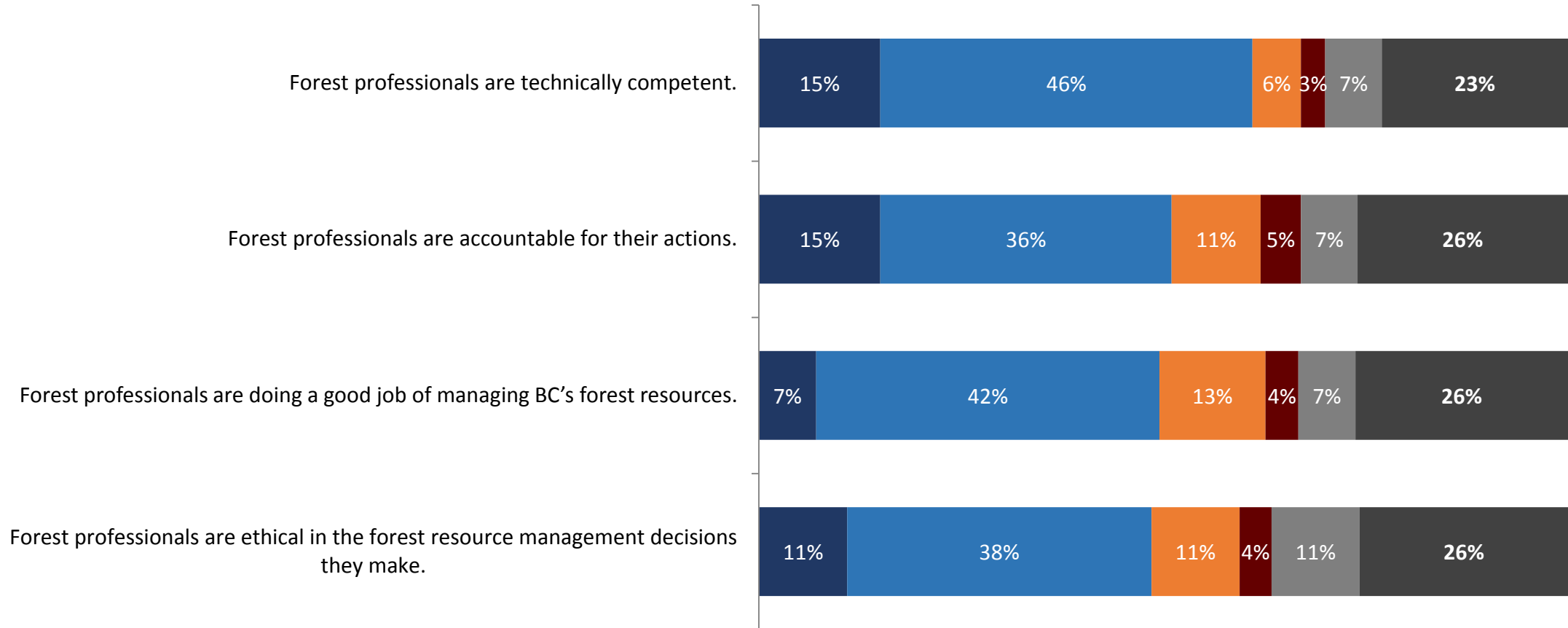
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**Q:** Thinking about the management of BC's forest resources, do you think it is very important, somewhat important, not very important or not at all important to have the practice of forestry restricted to professional foresters and registered forest technologists?

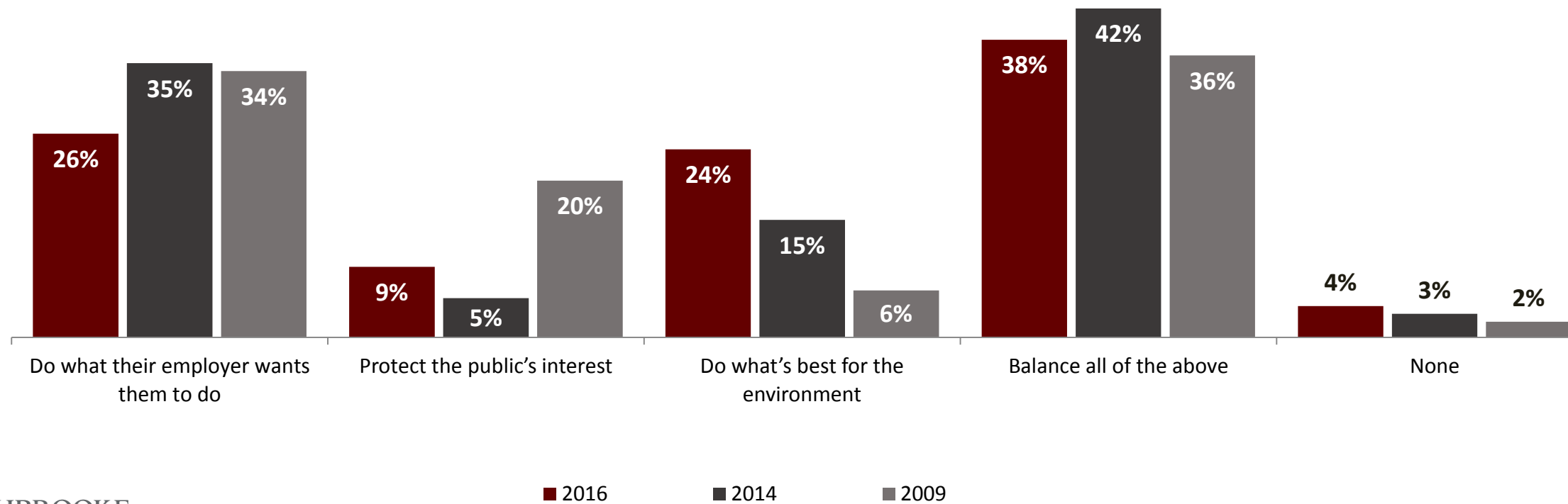


**Q: Next, please indicate whether you agree or disagree with each of the following statements.**



**Q: When faced with a conflict between interests, which of the following do you believe forest professionals would choose?**

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