

Synovate
1090 West Georgia Street
Suite 1550
Vancouver, BC
V6E 3V7 Canada

Tel 604 664 2400
Fax 604 664 2456
www.synovate.com

Stanley Park Poll

Prepared for Vancouver Park Board

Prepared by Lorraine Macdonald

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Vancouver Board of
Parks and Recreation



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TABLE OF CONTENTS

	Page
Research Objectives and Methodology	2
Highlights	3
Detailed Findings	4
Reforestation Of Damaged Areas	5
Public Access To New Trails	6
Reforestation Of Park Drive	7
Re-establishment Of Historical Tree Ratio.....	8
Use of Fallen Trees	9
Sale of Fallen Trees	10

Appendix:
 Questionnaire

RESEARCH OBJECTIVES AND METHODOLOGY

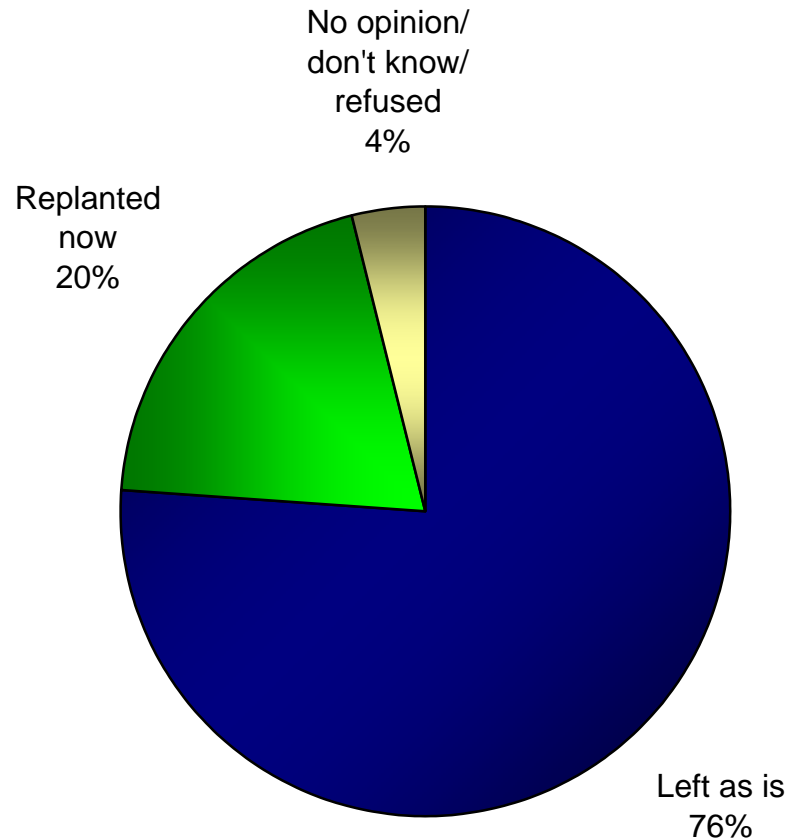
- On December 15th, 2006, a major storm caused severe damage to Stanley Park. Since then, the Park Board has been working on plans for the recovery and restoration of the park. There are many challenges and opportunities along the path to recovery. Decisions will need to be made that will affect those who use the park now and for generations to come. Some of these decisions will be guided by scientific and professional expertise, but some offer opportunities for the public to share their ideas.
- Synovate was retained to conduct a public opinion study of Greater Vancouver residents to gather their opinions about various issues regarding the restoration of Stanley Park.
- The summary results of the study are presented in this report.
- A total of 500 telephone interviews were conducted with residents of Greater Vancouver. Quotas were set by region and gender to ensure the distribution of the final sample is representative of the population of the Lower Mainland.
- Interviewing was conducted from Vancouver between March 13th and 19th, 2007.
- The maximum margin of error for a sample size of 500 is +/-4.4% at the 95% level of confidence. Throughout this report, we have limited our comments to those results that are statistically significant.

HIGHLIGHTS

- Of the six issues tested, the greatest support was for selling the left over fallen trees (after other uses) and using the funds to ensure the long term restoration and protection of the park's forest (85% agree). There was less agreement to using the fallen trees to build new buildings or attractions in the park, although 66% still agreed with this concept.
- The vast majority (78%) also support the idea of allowing human assistance in order to re-establish the historical ratio of one-third each of hemlocks, cedars and Douglas fir trees in the replanting program.
- Similarly, 76% of residents support the idea that some of the damaged forest be left as is to regenerate on its own and be used as a demonstration project for educational purposes.
- The two areas where opinions are split are on the issue of creating more public access to new trails and the restoration of Park Drive. On the issue of providing public access to the new trails that must be created in order to gain access to fix the damaged areas, 48% feel these trails should be improved for hikers and bikers while 45% feel they should be replanted to restrict access and 7% are undecided. As for Park Drive, 53% feel at least some of the views should be retained while 45% feel the priority should be the long term reforestation of the area and just 2% are undecided. After applying the margins of error, the conclusion is that there is no consensus one way or the other on either of these two issues.

Detailed Findings

Reforestation Of Damaged Areas

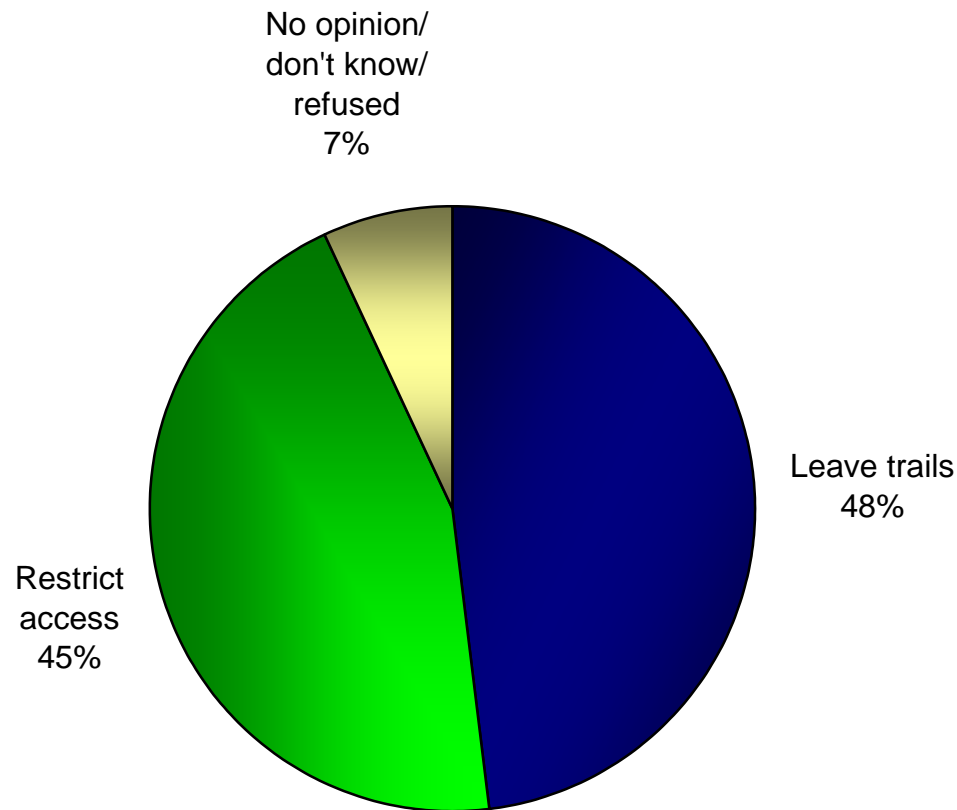


n=500

- Three-quarters of residents support the idea that some of the damaged forest be left as is to regenerate on its own and be used as a demonstration project for educational purposes. One in five oppose the idea and believe that all areas should be replanted now while 4% are undecided.
- This viewpoint is consistent across the various regions of the Lower Mainland and across the various demographic sub-groups.

- Stanley Park is 391 hectares of which 243 hectares are forested areas. While there is damage throughout the park, eight areas totaling approximately 45 hectares were severely damaged. There have been some suggestions that a small area of the damaged forest be left as is to regenerate on its own and be used as a demonstration project for educational purposes. Do you feel that some of the damaged areas be left as is or should all areas be replanted now?

Public Access To New Trails

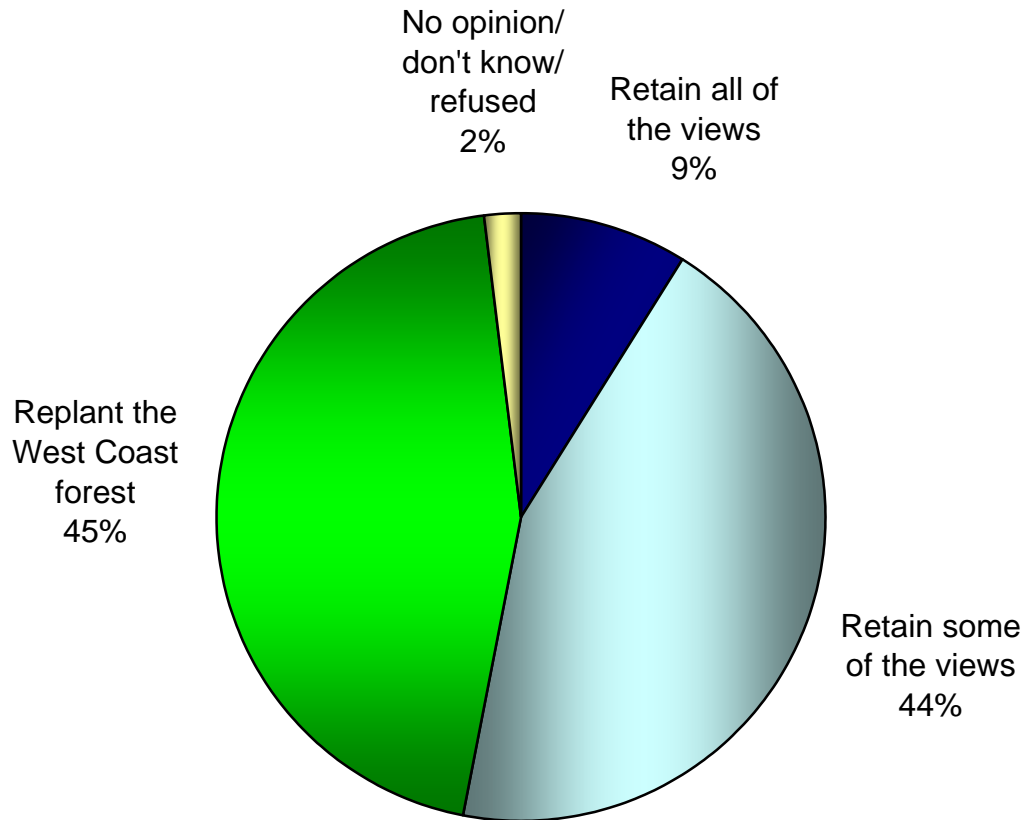


- On the issue of whether or not to provide public access to the new trails that must be created in order to gain access to fix the damaged areas, residents are split in their opinion. Just under one-half (48%) feel these trails should be kept and improved for hikers and bikers while 45% feel they should be replanted to restrict access and 7% are undecided.
- Women are more likely than men to support the idea of providing access to the new trails (54% vs. 42%)

n=500

- As the Park Board stabilizes and cleans up the forest, debris and tree removal will be based on risk assessments in terms of public safety, fire and invasive plant and insect infestation. In order to access the damaged areas, it will be necessary to create some trails to get equipment to these heavily damaged areas. Once the clean up is complete, should these new trails be improved for hikers and bikers or should they be replanted to restrict access?

Reforestation Of Park Drive

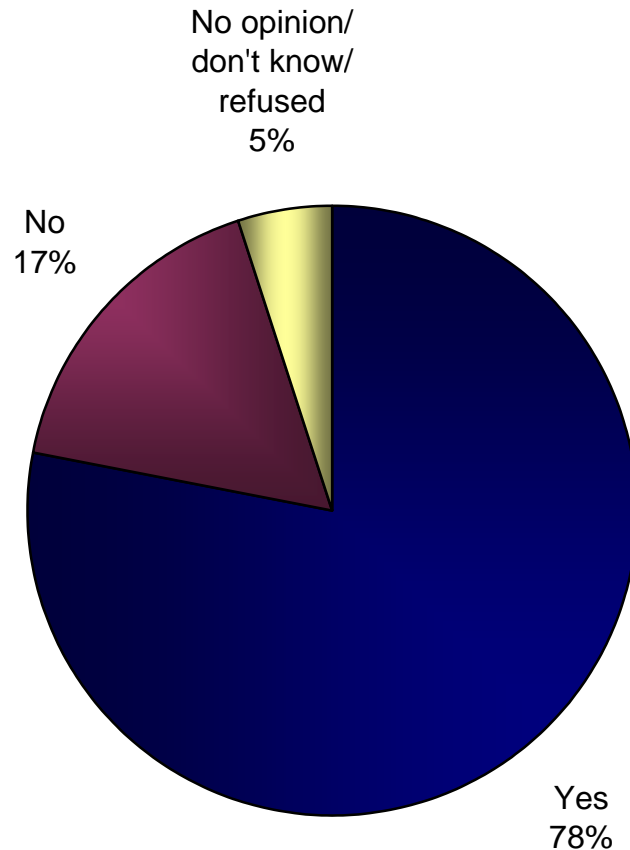


n=500

- Just over one-half of residents feel at least some of the new ocean views on Park Drive that were created by downed trees should be retained, including about one in ten who feel all of the new views should be retained. Conversely, 45% feel the priority should be replanting the West Coast forest and just 2% are undecided.
- Interestingly, the younger the resident, the more likely they are to support the viewpoint of replanting the West Coast forest (from 57% among those 18-34 down to 38% among those aged 55 and older). Those who have visited Stanley Park at least once in the last 12 months are also more likely to support replanting the West Coast forest (48% vs. 35% among those who have not visited Stanley Park in the past 12 months).

- One of the most heavily damaged areas is the water side of Park Drive in the Prospect Point area. The downed trees have created extensive new ocean viewpoints where once there was dense West Coast forest. Reforestation plans for this area will have an impact on these views. Should the Park Board's reforestation plans include retaining all of the new views, some of the new views or should the priority be the long term reforestation of this area?

Re-establishment Of Historical Tree Ratio

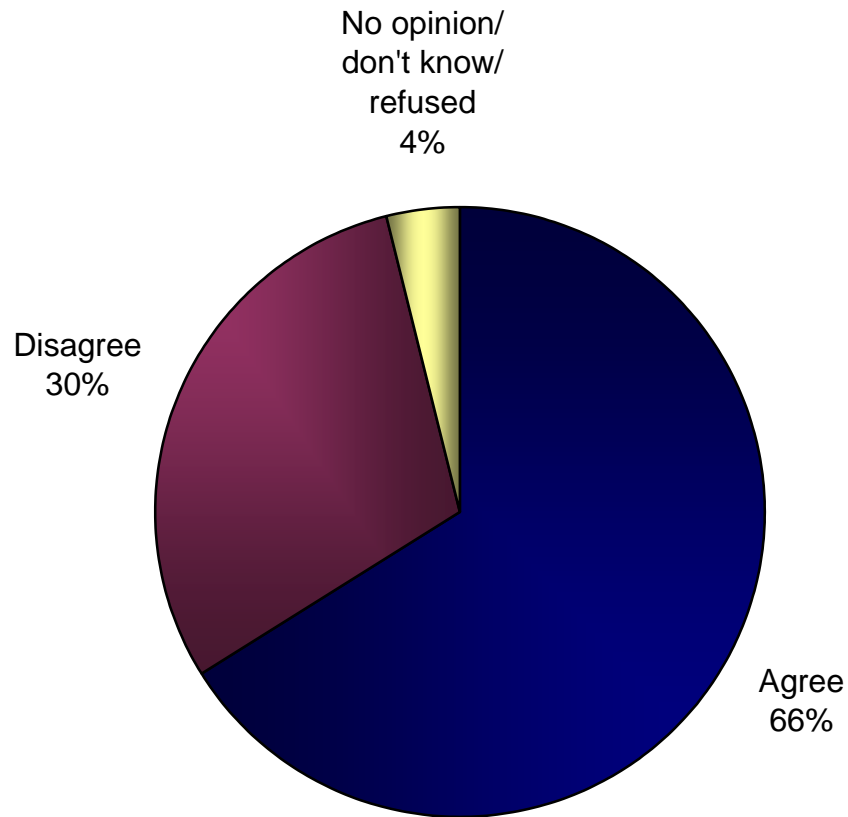


n=500

- The vast majority (78%) of residents support the idea of allowing human assistance in order to re-establish the historical ratio of one-third each of hemlocks, cedars and Douglas fir trees in the replanting program. Less than one in five residents do not agree with this while 5% are undecided.
- Residents under the age of 45 are more likely to disagree with allowing human assistance to re-establish the historical tree ratio (22% oppose vs. 14% among those aged 45 and older).

4. The Stanley Park forest of today is very different than what it was in 1850. The forest then was mostly hemlock, cedar and Douglas fir trees in equal proportions, about one-third each. Logging in the late 1800s changed the proportion of trees. Today, hemlocks make up approximately two thirds of the forest. Hemlocks grow and spread their seeds quickly. They are much shorter-lived and are more prone to blowing down. Fir and cedar will not naturally reseed themselves in the current conditions of the park without human assistance. Should the restoration project attempt to re-establish the historical ratio of one-third each of hemlocks, cedars and Douglas fir trees in the replanting program, which will require more human assistance over a longer period of time?

Use Of Fallen Trees

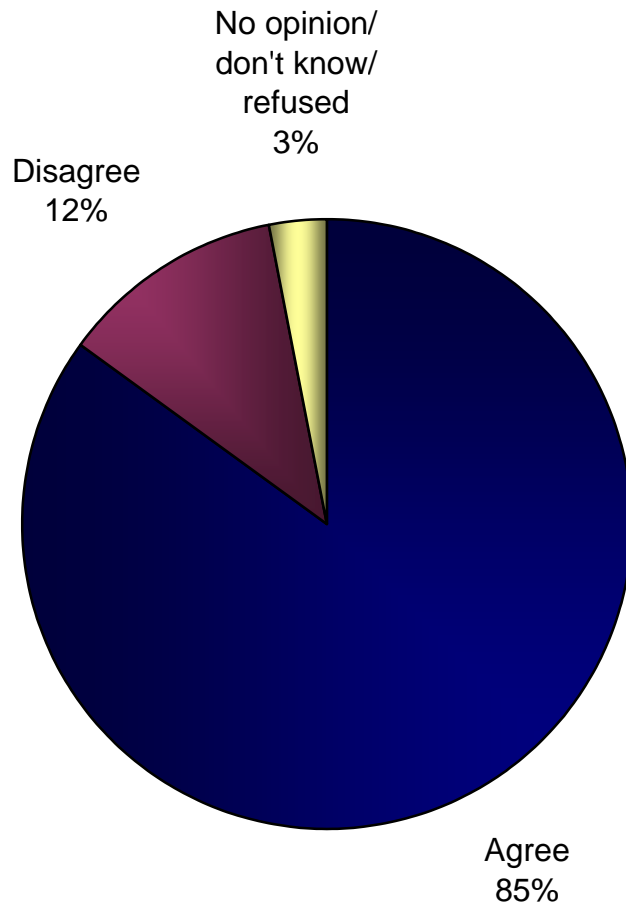


- Two-thirds of residents support the idea of using some of the fallen trees to build new buildings or attractions in the park. Three in ten disagree with this idea while 4% are undecided.
- This viewpoint is consistent across the various regions of the Lower Mainland and across the various demographic sub-groups.

n=500

5. Thousands of trees were downed by the storm. Some of the fallen trees will be left on the forest floor for environmental and biological benefits. Some may be used for special purposes such as by First Nations or for the Olympics. There have been some suggestions to use some of the fallen trees to build new buildings or attractions in the park. Do you agree or disagree with this?

Sale Of Fallen Trees



n=500

- Of the six issues tested, the greatest consensus was for selling the left over fallen trees (after other uses) and using the funds to ensure the long term restoration and protection of the park's forest (85% agree). Just one in ten disagreed with this concept and 3% are undecided.
- This viewpoint is fairly consistent across the various regions of the Lower Mainland and across the various demographic sub-groups.

6. There have also been some suggestions that the fallen trees that are left over be sold and these funds used to ensure the long term restoration and protection of the park's forest. Do you agree or disagree with this?

Demographics

Base 500
%

Gender

Male 47

Female 53

Age

18-24 4

25-34 10

35-44 25

45-54 25

55-64 18

65+ 18

Refused 1

Children Under 19 Years In Household

Yes 39

No 61

City/Municipality Lived In

Vancouver 27

North Shore 8

Burnaby/New Westminster 13

Tri-Cities (Coquitlam/Port Moody/Port Coquitlam/Anmore/Belcarra)/Maple Ridge/Pitt Meadows 14

Richmond/Tsawwassen/Ladner 11

Surry/White Rock/North Delta 22

11 Langley 6

Demographics (continued)

Base	500
	<u>%</u>

Length Of Residence In Lower Mainland

10 years or less	17
11 – 20 years	18
21 – 30 years	16
31 – 40 years	23
41+	26
<i>Average number of years</i>	<i>31.4</i>

Last Stanley Park Visit

Within past 3 months (since Dec 15 th storm)	32
4 – 6 months ago	21
7 – 12 months ago	21
More than 1 year ago, but within last 5 years	17
Over 5 years ago	9
Never been to Stanley Park	-

Appendix

STANLEY PARK POLL
Regional Residents Poll
March 7, 2007

Hello, this is _____ calling from Synovate, a professional public opinion company. We are conducting an important public poll today about Stanley Park. May I please speak to the person in your household who is 18 years or older and who had the most recent birthday?

IF NOT AVAILABLE, ARRANGE CALLBACK.

If necessary, read: The survey should take no more than 7-8 minutes.

D1. INDICATE GENDER:

	<u>QUOTA</u>
1. Male	245
2. Female	255

D2. Before we begin, can you tell me which city or municipality you live in?

	<u>QUOTA</u>
1. Vancouver City	135
2. North Shore	40
3. Burnaby/New Westminster	63
4. Tri-Cities (Coquitlam/Port Moody/Port Coquitlam/ Anmore/Belcarra) /Maple Ridge/Pitt Meadows	70
5. Richmond/Tsawwassen/Ladner	53
6. Surrey/White Rock/North Delta	111
7. Langley	28

As you are probably aware, the December 15th storm caused severe damage to Stanley Park. Since then, the Park Board has been working on plans for the recovery and restoration of the park. There are many challenges and opportunities along the path to recovery. Decisions will need to be made that will affect those who use the park now and for generations to come. Some of these decisions will be guided by scientific and professional expertise, but some offer opportunities for the public to share their ideas and that is the purpose of this survey.

There are 6 issues that we will be discussing in this survey. I will briefly describe each issue and then ask for your opinion. If you need me to re-read any description at any time during this interview, please let me know.

Here is the first issue.

1. Stanley Park is 391 hectares of which 243 hectares are forested areas. While there is damage throughout the park, eight areas totaling approximately 45 hectares were severely damaged. There have been some suggestions that a small area of the damaged forest be left as is to regenerate on its own and be used as a demonstration project for educational purposes.

Do you feel that some of the damaged areas be left as is or should all areas be replanted now?

1. Left as is
 2. Replanted now
 2. No opinion
2. As the Park Board stabilizes and cleans up the forest, debris and tree removal will be based on risk assessments in terms of public safety, fire and invasive plant and insect infestation. In order to access the damaged areas, it will be necessary to create some trails to get equipment to these heavily damaged areas. Once the clean up is complete, should these new trails be improved for hikers and bikers or should they be replanted to restrict access?
 1. Leave trails
 2. Restrict access
 3. No opinion
3. One of the most heavily damaged areas is the water side of Park Drive in the Prospect Point area. The downed trees have created extensive new ocean viewpoints where once there was dense West Coast forest. Reforestation plans for this area will have an impact on these views. Should the Park Board's reforestation plans include retaining all of the new views, some of the new views or should the priority be the long term reforestation of this area?
 1. Retain all of the views
 2. Retain some of the views
 3. Replant the West Coast forest
 4. No opinion

4. The Stanley Park forest of today is very different than what it was in 1850. The forest then was mostly hemlock, cedar and Douglas fir trees in equal proportions, about one-third each. Logging in the late 1800s changed the proportion of trees. Today, hemlocks make up approximately two thirds of the forest.

Hemlocks grow and spread their seeds quickly. They are much shorter-lived and are more prone to blowing down. Fir and cedar will not naturally reseed themselves in the current conditions of the park without human assistance.

Should the restoration project attempt to re-establish the historical ratio of one-third each of hemlocks, cedars and Douglas fir trees in the replanting program, which will require more human assistance over a longer period of time?

1. Yes
2. No
3. Don't know/No opinion

5. Thousands of trees were downed by the storm. Some of the fallen trees will be left on the forest floor for environmental and biological benefits. Some may be used for special purposes such as by First Nations or for the Olympics.

There have been some suggestions to use some of the fallen trees to build new buildings or attractions in the park. Do you agree or disagree with this?

1. Agree
2. Disagree
3. No opinion

6. There have also been some suggestions that the fallen trees that are left over be sold and these funds used to ensure the long term restoration and protection of the park's forest.

Do you agree or disagree with this?

1. Agree
2. Disagree
3. No opinion

Finally, I have just a few more questions for classification purposes.

D3. When did you last visit Stanley Park? **READ LIST IF NECESSARY**

1. Within the past 3 months (since Dec 15th storm)
2. 4-6 months ago
3. 7 to 12 months ago
4. More than 1 year ago, but within the last 5 years
5. Over 5 years ago
6. Never been to Stanley Park

D4. How long have you lived in the Lower Mainland?

____ years

D5. Are there any children under the age of 19 living in your household?

1. Yes
2. No

D6. And finally, which of the following describes your age? **READ**

1. 18 to 24
2. 25 to 34
3. 35 to 44
4. 45 to 54
5. 55 to 64
6. 65+

Those are all the questions I have. Thank you very much for your time.