



**Media Release**  
**April 17, 2013**

## **Polling suggests wild salmon protection is a winning platform in BC**

**(Vancouver, BC)** A poll conducted by Oraclepoll Research Limited suggests that candidates in the provincial election should take the issue of protecting wild salmon from salmon feedlots seriously.

The poll, which interviewed 1000 British Columbia citizens between March 21<sup>st</sup> and March 28<sup>th</sup> and has a margin of error of +/-3.1 %, found that over 70 percent of those surveyed were more likely to vote for a candidate that supports the protection of wild salmon. It was also found that 70 percent thought it was important to remove salmon farms from salmon migration routes.

When asked if they would be more willing to vote for a candidate that supported the protection of wild salmon, over 59 percent who self identified as Liberal supporters said they would, and 56 percent of those identified as NDP supporters and over 78 percent who were identified as Green Party said they would.

The same voters were asked how important it was to have a candidate that thought that salmon farms needed to be removed from wild salmon routes. Voters who identified as Liberal polled at almost 60 percent, NDP supporters at 68 percent and Green Party supporters at over 90 percent.

Alexandra Morton, co-founder of Salmon are Sacred ([salmonaresacred.org](http://salmonaresacred.org)) stated, "Wild salmon have been dying of politics for decades, now it would seem politicians need wild salmon to get elected. All parties are showing interest in the issue. The Green Party is clearly interested in removing salmon feedlots and NDP environment critic, Rob Fleming, told CBC Radio Victoria (March 23) that the NDP would initiate a review of the issue including looking at banning open net fish farms along key salmon migration routes. Also in March, the B.C. government announced a freeze on new net-pen salmon farms near the Discovery Islands."

Ms. Morton concluded, "All of these activities are a good start. It's time to give wild salmon some relief."

The wild salmon populations in British Columbia are dwindling. While there are other factors, studies reveal a direct correlation between the introduction of salmon farms and the decline of wild salmon. This is an impact that can be easily reduced.

Wild salmon feed over 190 British Columbia wildlife species. Wild salmon is worth about \$2 billion in revenue from wilderness tourism and fishing. Salmon farm tenures are provincial and can be terminated if it is in the public interest.

**For a more in depth look at the polling results please see the charts below:**

**S1. How important is the issue of "protecting wild salmon" to you as a voter when it will come to making your decision to vote for a Party's candidate in the upcoming BC Election? Please use a scale from one not at all to five very important.**

	<b>Percent</b>
Not at all important	2.1
Not important	5.7
Neither important nor unimportant	12.9
Important	26.4
Very important	50.7
Don't know	2.1
<b>Total</b>	<b>100.0</b>

**S2. In the upcoming BC Election, are you more willing to vote for a politician that supports protecting wild salmon, less likely or will it have no impact?**

	Percent
More willing	59.3
Less willing	5.7
No impact	35.0
Total	100.0

**S3. Please rate your level of agreement with the following statement using a scale from one strongly disagree to five strongly agree "We need to remove salmon farms from wild salmon migration routes"?**

	Percent
Strongly disagree	3.6
Disagree	5.7
Neither agree nor disagree	14.3
Agree	15.7
Strongly agree	54.3
Don't know	6.4
Total	100.0

**S4. Does the announcement on March 22 by the BC Liberals not to allow new salmon fish farms in the Discovery Islands make you more likely to support Premier Clark's Liberal government, less likely to support it or will it have no effect in your decision?**

	Percent
More willing	22.1
Less willing	5.0
No impact	72.9
Total	100.0

The poll findings suggest that candidates that are serious about winning should be looking at removing salmon farms from wild salmon migration routes.

-30-

**For more information contact:**

Alexandra Morton, Co-founder, Salmon are Sacred  
[alexandramorton5@gmail.com](mailto:alexandramorton5@gmail.com), 250-974-7086

Paul Seccaspina, CEO Oraclepoll Research  
[paul@oraclepoll.com](mailto:paul@oraclepoll.com) or 1-800-494-4199 or 416-986-7937 (cell)

*Founded in 1995, Oraclepoll Research Limited provides multilingual and full market public opinion polling, market research, program evaluation and consulting services.*

*Oraclepoll provides quantitative and qualitative research that includes project design, data collection and reporting using telephone surveys (with our multilingual call centre staff), online surveys, focus groups (on-site and online), mail surveys, personal interviews, mall intercept and exit surveys.*