

Bella Coola Community Forest Survey

Conducted on behalf of the Bella Coola Community Forest Ltd.

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Project Overview

Bella Coola Community Forest Ltd. engaged Innovative Research Group to conduct a benchmarking survey to explore Bella Coola residents' views of the management of the community forest in the Bella Coola Valley.

This survey covers topics about general attitudes about forestry, residents' level of awareness and impression of the Bella Coola Community Forest, and perceptions towards logging old-growth forests.

Note: Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

Key Takeaways

- 1. Nearly half (45%) have a favourable impression of the Bella Coola Community Forest Company.**
 - Resource Enthusiasts and Forestry Compromisers are most likely to have a favourable impression of the Company.
 - Top reasons include job creation and due to personal involvement with the Company.
 - The strongest driver of favourability is those who approve the way that the Company logs in an environmentally responsible way.
- 2. The Bella Coola Community Forest receives the highest approval rates on the following key performance metrics. About half say they *strongly approve* these areas.**
 - Enabling public access to the forests in the Valley
 - Supporting community organizations and events
 - Creating local jobs
- 3. Approval of the way old growth forests are managed in the Valley increases significantly after learning the policies in place to protect old growth forests.**
 - Significantly more residents approve than disapprove the management.
 - The increase is observed across the board, including Forestry Skeptics.

Survey Methodology

This survey was conducted by telephone among 127 randomly-selected residents of the Bella Coola Valley, 18 years or older, between November 3rd and 20th, 2021.

The telephone sample includes listed landlines and cell numbers which use a local cell exchange. This sampling method is complemented by referral sampling, also known as snowball sampling, to increase the representativeness of the sample that would otherwise not be captured in the sample frame. The final sample includes both landline and cell phone respondents on roughly an 85%/15% split.

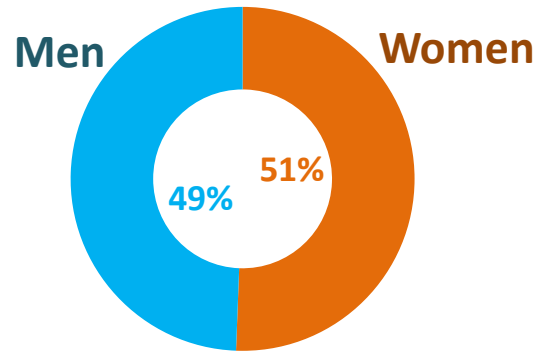
The sample has been weighted to n=120 by age and gender using the latest available Census data to reflect the actual demographic composition of the population.

The margin of error for a sample of n=120 is approximately +9.04%.

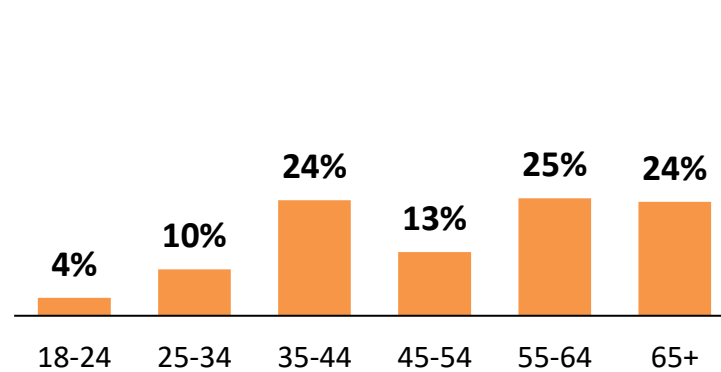
	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Age-Gender				
Male 18-44	17	13.4%	22	18.0%
Male 45-64	32	25.2%	23	19.2%
Male 65+	15	11.8%	15	12.1%
Female 18-44	12	9.4%	24	19.9%
Female 45-64	28	22.0%	23	18.9%
Female 65+	23	18.1%	14	11.8%

Demographics

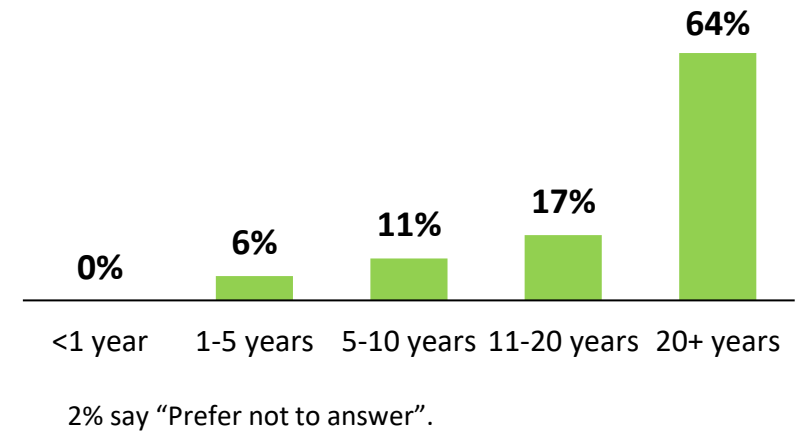
Gender



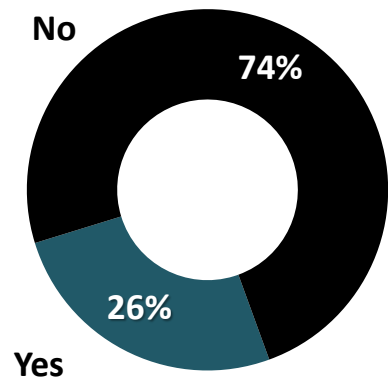
Age



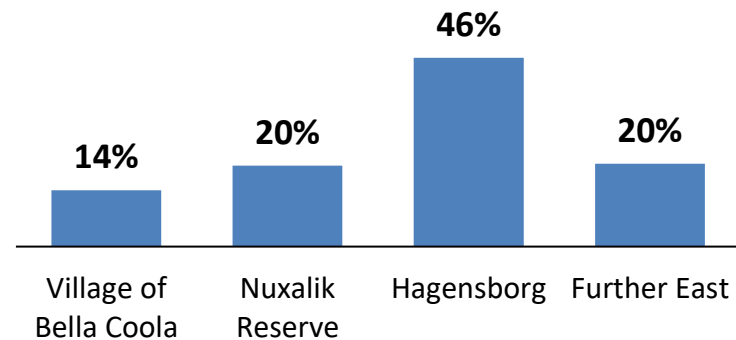
Length of Residency



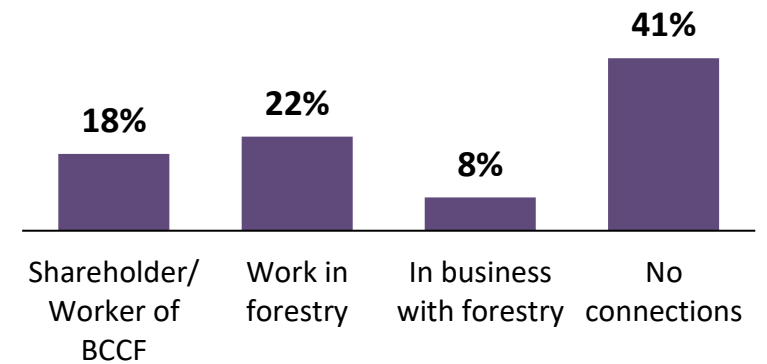
Indigenous



Region



Relationship with Forestry



14% say "Prefer not to answer".

Community Context

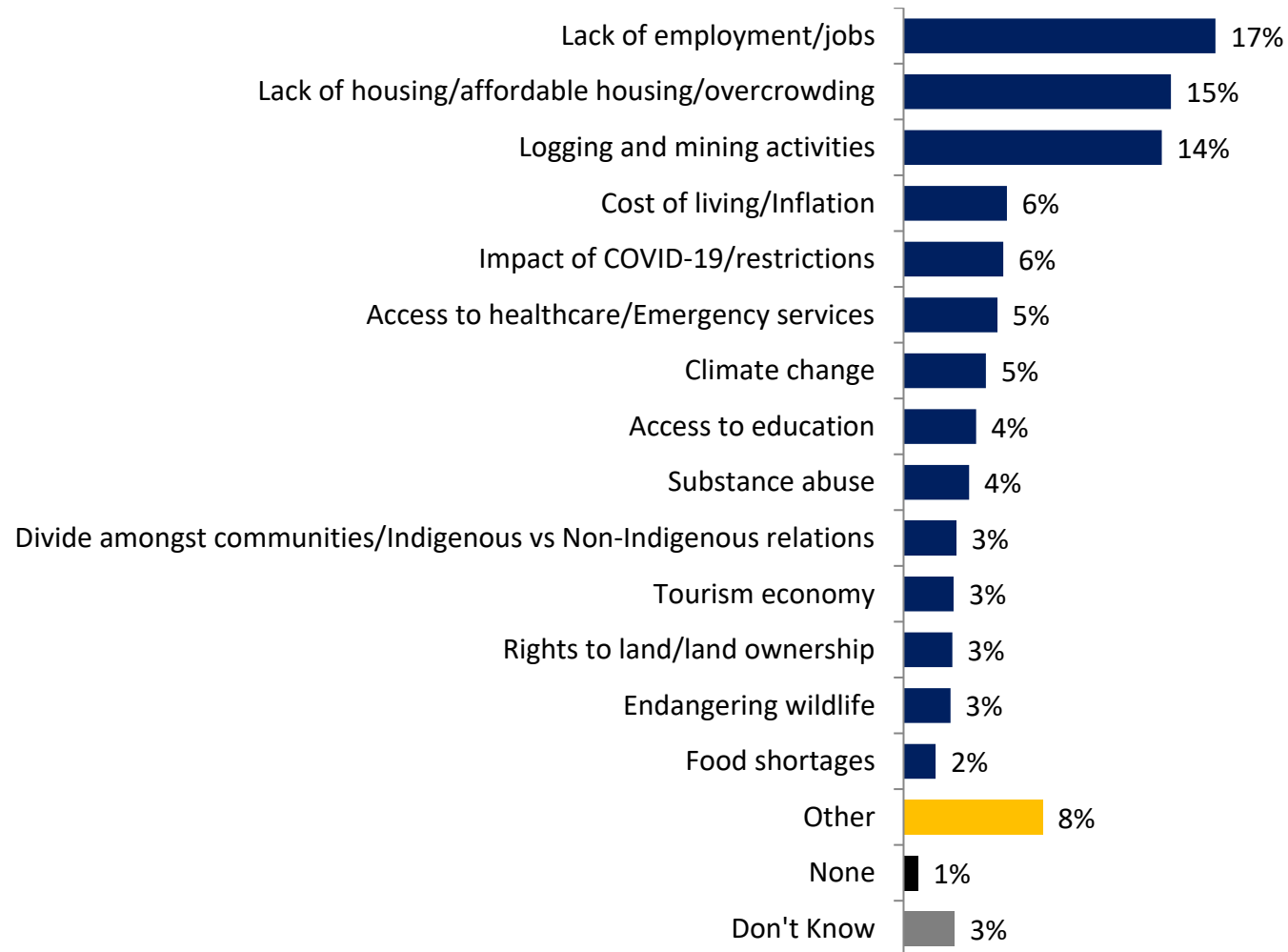


Most Important Issue: Lack of jobs, lack of housing, and logging/mining activities are the top three issues of concern



Before we talk about the community forest, we'd like to get a sense of the broader issues in your community. In your opinion, what is the most important issue facing our community today, the one that concerns you personally the most? [OPEN ENDED]

[asked of all respondents, n=120]



Most Important Issue – Verbatims: Lack of employment and lack of housing are the top two issues that concern respondents the most



Before we talk about the community forest, we'd like to get a sense of the broader issues in your community. In your opinion, what is the most important issue facing our community today, the one that concerns you personally the most? [OPEN ENDED]

[asked of all respondents, n=120]

Top 1 – Lack of employment/jobs

- “I am concerned about employment. I used to do logging and now there is no work.”
- “The lack of jobs. We have so many sawmills in the valley it doesn't really get further enough. What's taken gets exported.”
- “Employment for the younger generation in the Valley is poor. There are no jobs for them here.”
- “Not enough Indigenous people being looked after for employment nor any strategic planning for youth. Lack of consultation.”

Top 2 – Lack of housing/affordable housing/overcrowding

- “I am concerned about affordable housing because there is hardly any and they are too expensive.”
- “I am concerned about lack of housing because a lot of people have to stay with family when they are looking for a place.”
- “More housing and land to purchase to build land on. We need crown land owned by the government. Also, some of the areas logged off can be turned into housing development or service lots.”
- “Housing shortage and road access needs to be paved.”

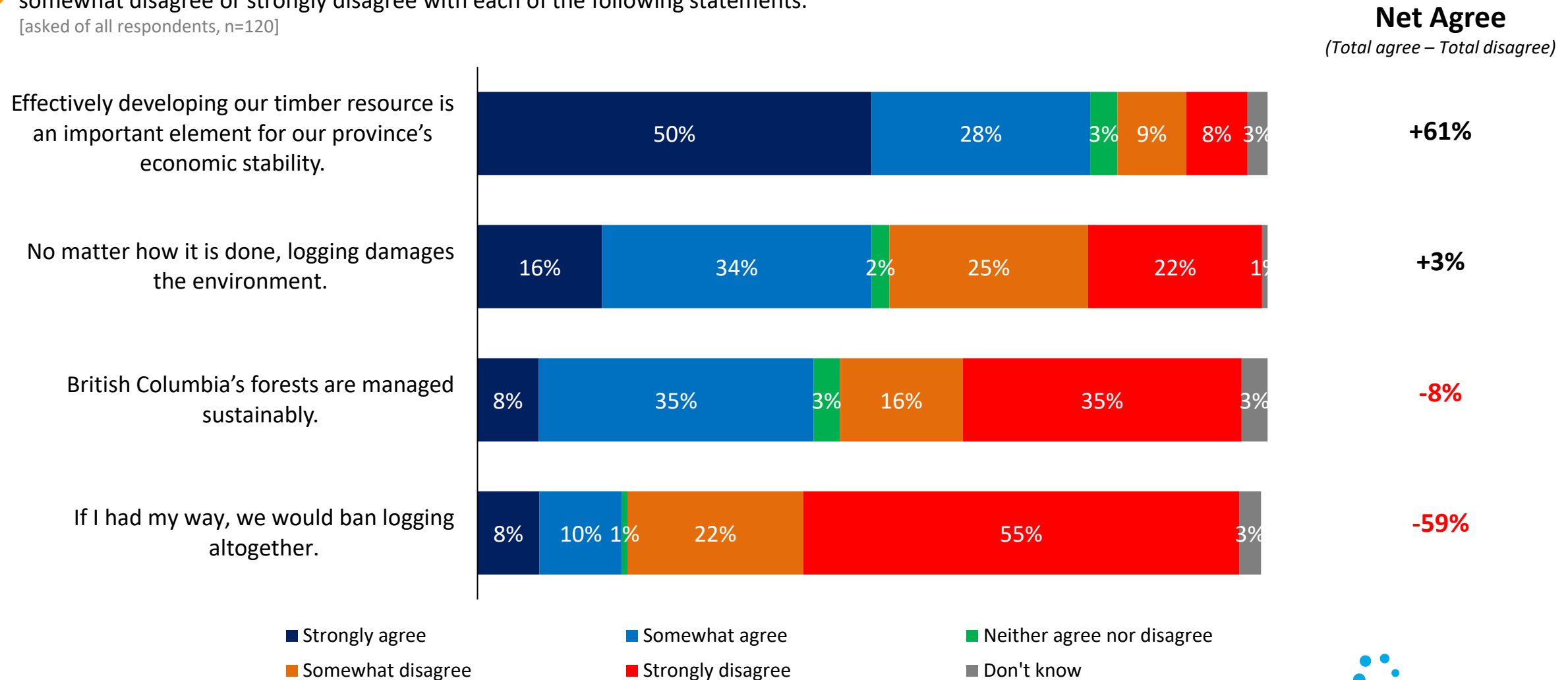
General Attitudes towards Forestry

General Attitudes: Half *strongly agree* effectively developing timber resource is important for the province's economic stability



Now I am going to read you a series of statements about forestry. For each of these statements, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

[asked of all respondents, n=120]

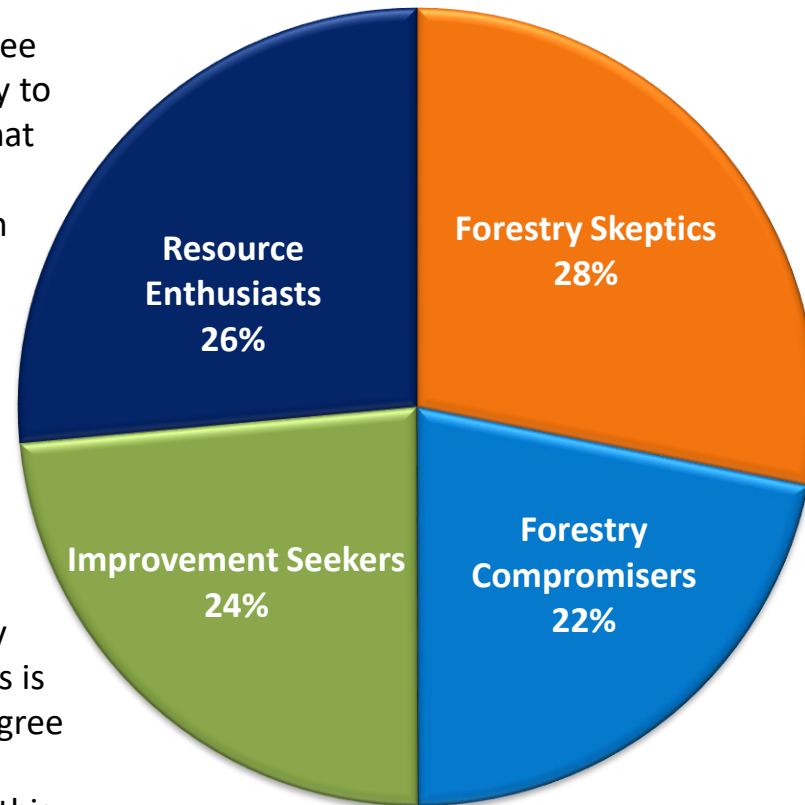


Forestry Attitude Cluster: The segments with Resource Enthusiasts, Improvement Seekers, Skeptics, and Compromisers are evenly split

Based on the respondents' general attitudes towards forestry, we group the respondents who share common attitudes to better understand the motivations and needs of the community in Bella Coola.

Resource Enthusiasts strongly agree developing timber resources is key to economic stability and disagree that all logging is environmentally damaging. They believe forestry in BC is managed sustainably.

Improvement Seekers moderately agree developing timber resources is key to economic stability and disagree that all logging is environmentally damaging. However, almost all of this group believe forestry in BC is NOT being managed sustainably today, even though it could be.



Forestry Skeptics are ambivalent on whether developing timber resources is key to economic stability. Almost all of them feel all logging is environmentally damaging. Most of them disagree that forests in BC are being managed sustainably today.

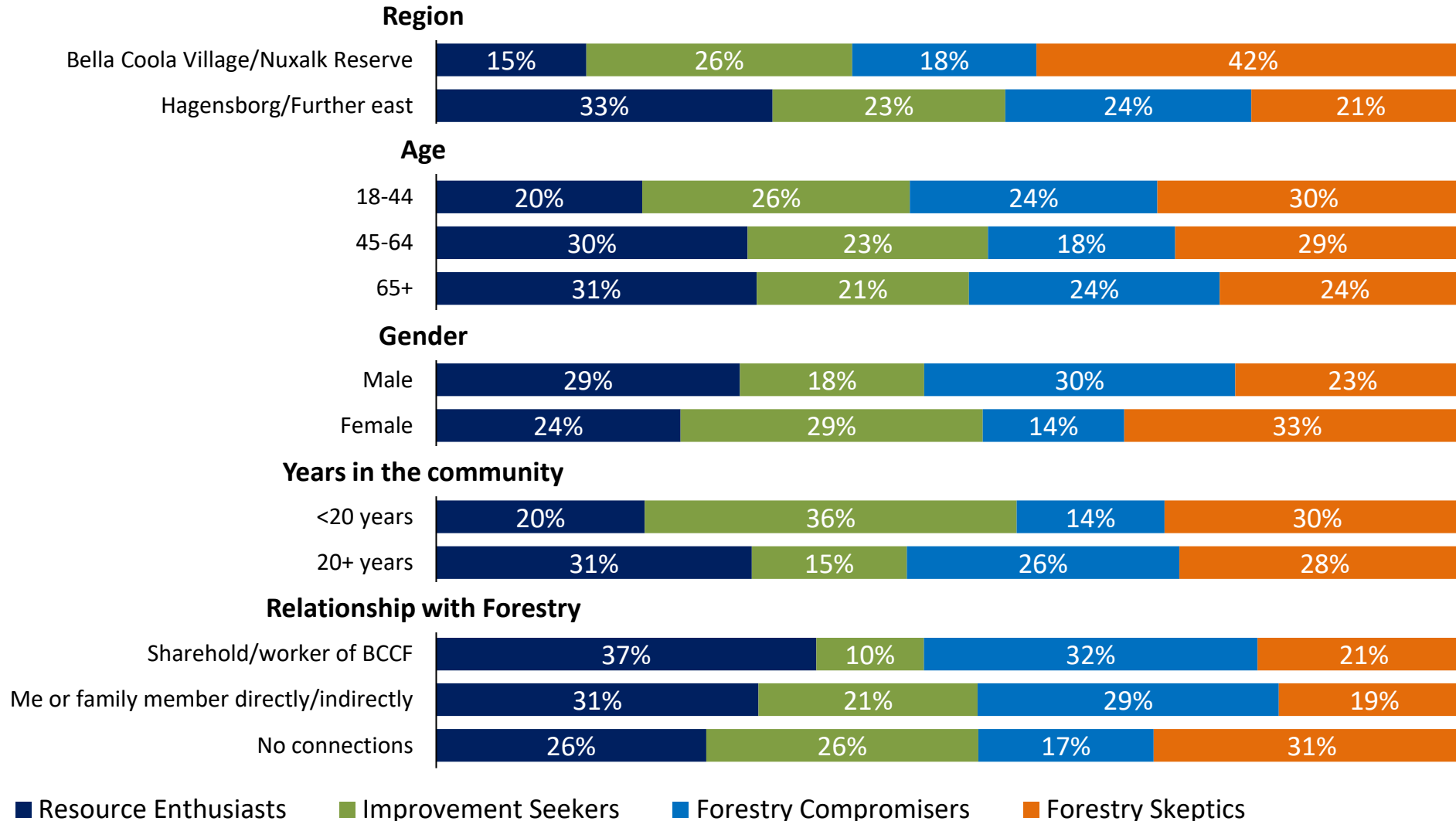
Forestry Compromisers strongly agree that developing resources is key to economic stability, but feel all logging is damaging. They tend to believe forestry is being run sustainably in BC today.

How are the Forestry Attitude Clusters defined?

Net Agree <i>(Total agree – Total disagree)</i>	Overall	Resource Enthusiasts	Improvement Seekers	Forestry Compromisers	Forestry Skeptics
Effectively developing our timber resources is an important element for our province's economic stability	+61%	+96%	+65%	+92%	+2%
No matter how it is done, logging damages the environment	+3%	-97%	-78%	+100%	+89%
British Columbia's forests are managed sustainably	-8%	+86%	-100%	+64%	-76%
If I had my way, we would ban logging altogether	-59%	-90%	-88%	-79%	+10%

Cluster Profiles: Residents in Hagensbor/Further east are more likely to be Resource Enthusiasts than those in Bella Coola Village/ Nuxalk Reserve

Forestry Attitude Cluster by Region, Age, Gender, Years in the community, and Relationship with forestry



Bella Coola Community Forest

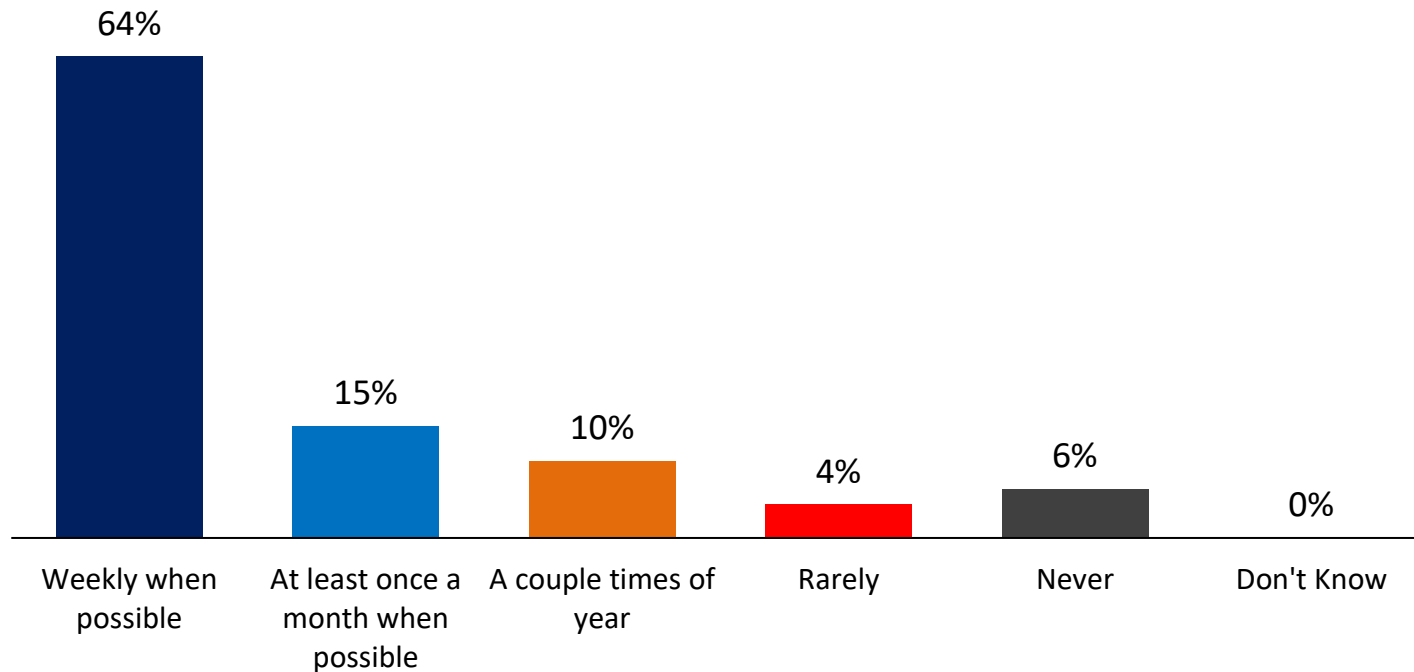
Recreation: Over 6-in-10 (64%) go out into the forests weekly for outdoor activities; highest among those between 18 and 44



As you likely know, some of the land around Bella Coola is currently protected in parks such as Tweedsmuir Provincial park and Conservancies such as Thorsen Creek and Clayton Falls. Lands in the working forest are also accessible for recreation.

How often do you have the opportunity to go out into the forests in Bella Coola for outdoor activities such as hiking, biking, using an ATV or motorbike, or any other outdoor recreation activity?

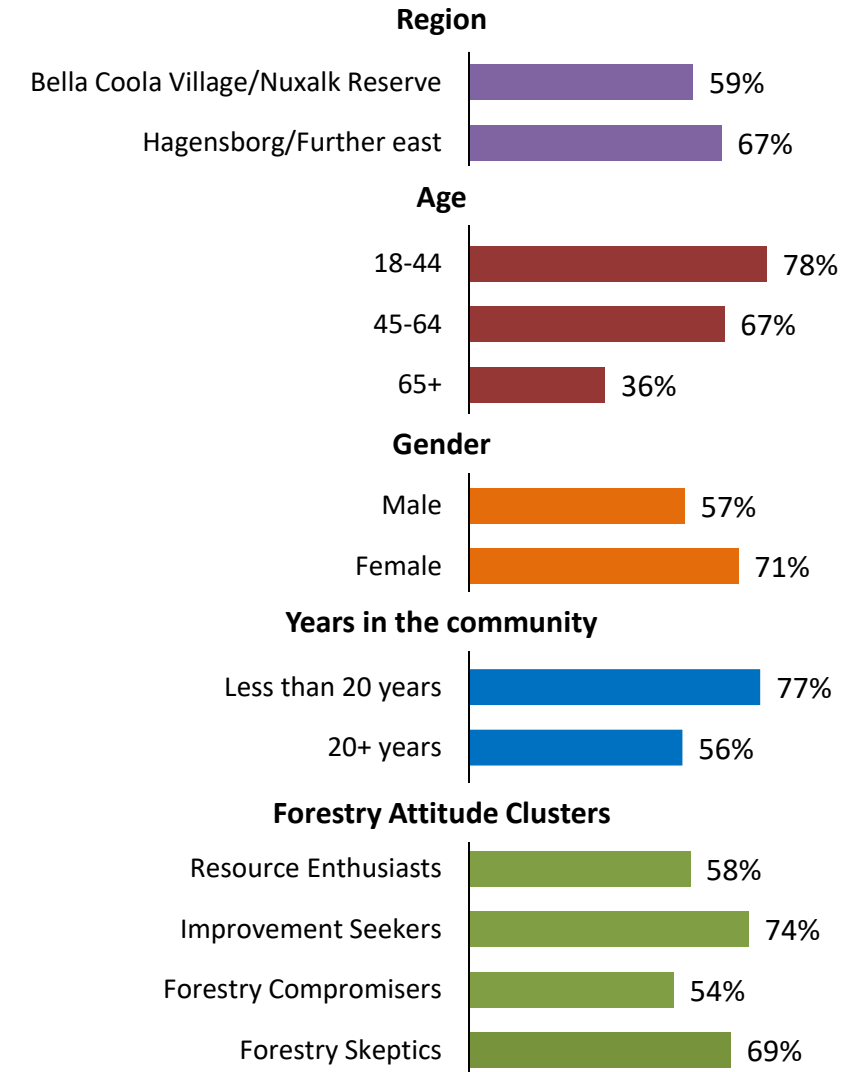
[asked of all respondents; n=120]



Note: 'Refused' (0%) not shown.

Sample Breakdown ▶▶

Those who say "Weekly when possible"

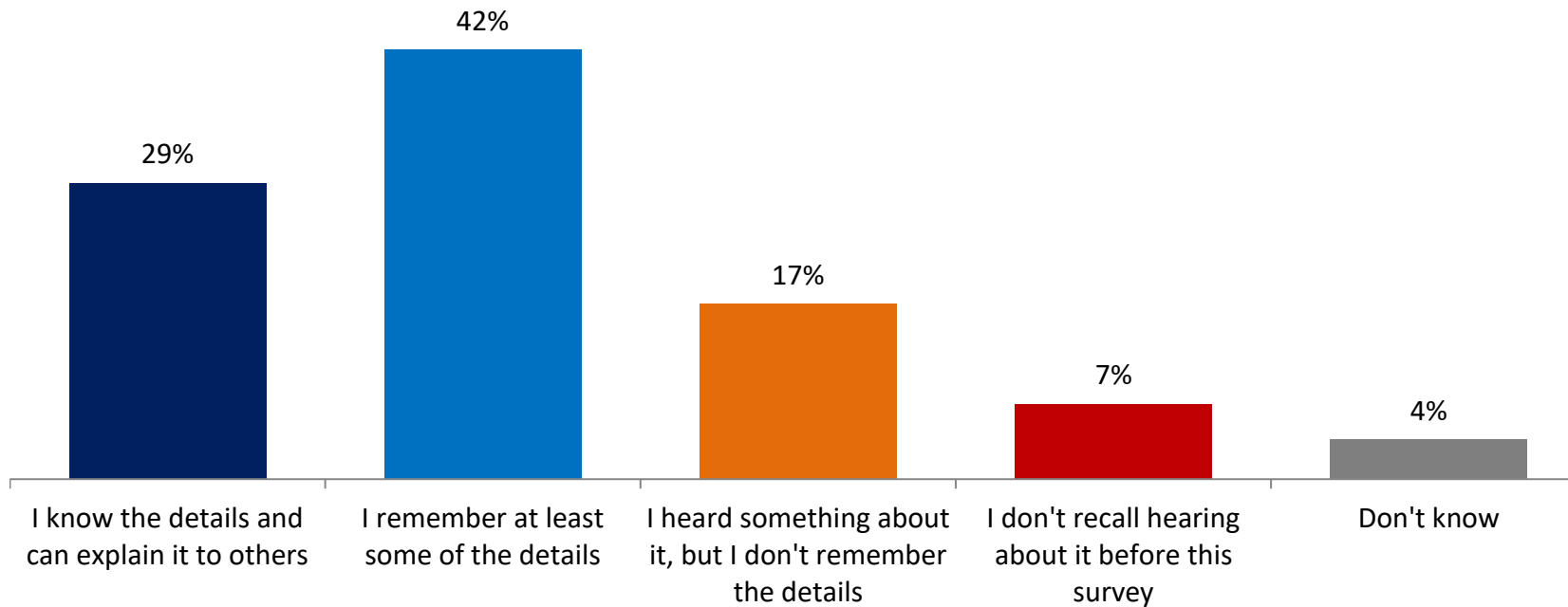


BCCF Awareness: 3-in-10 (29%) know details of the BCCF organizational structure; lowest among residents in Village/Nuxalk Reserve (22%)



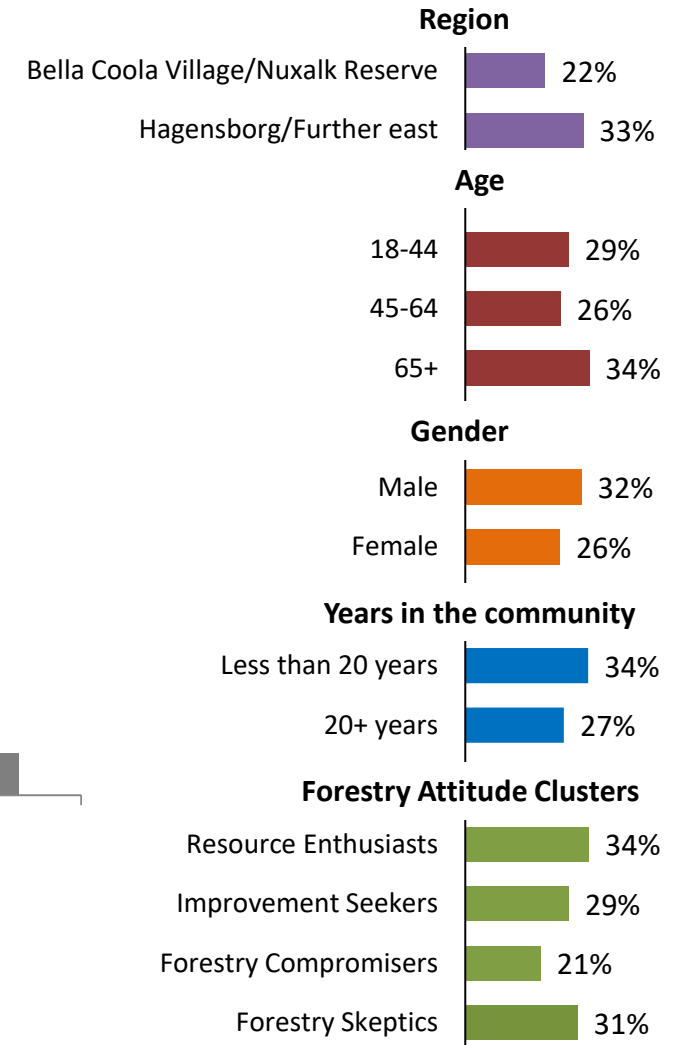
As you may have heard, the Bella Coola Community Forest is a provincial forest tenure held by a local non-profit society called the Bella Coola Resource Society and operated by a locally owned company called Bella Coola Community Forest Ltd. How familiar would you say you are with the Bella Coola Community Forest organizational structure?

[asked of all respondents, n=120]



Sample Breakdown ▶▶

Those who say "know the details"



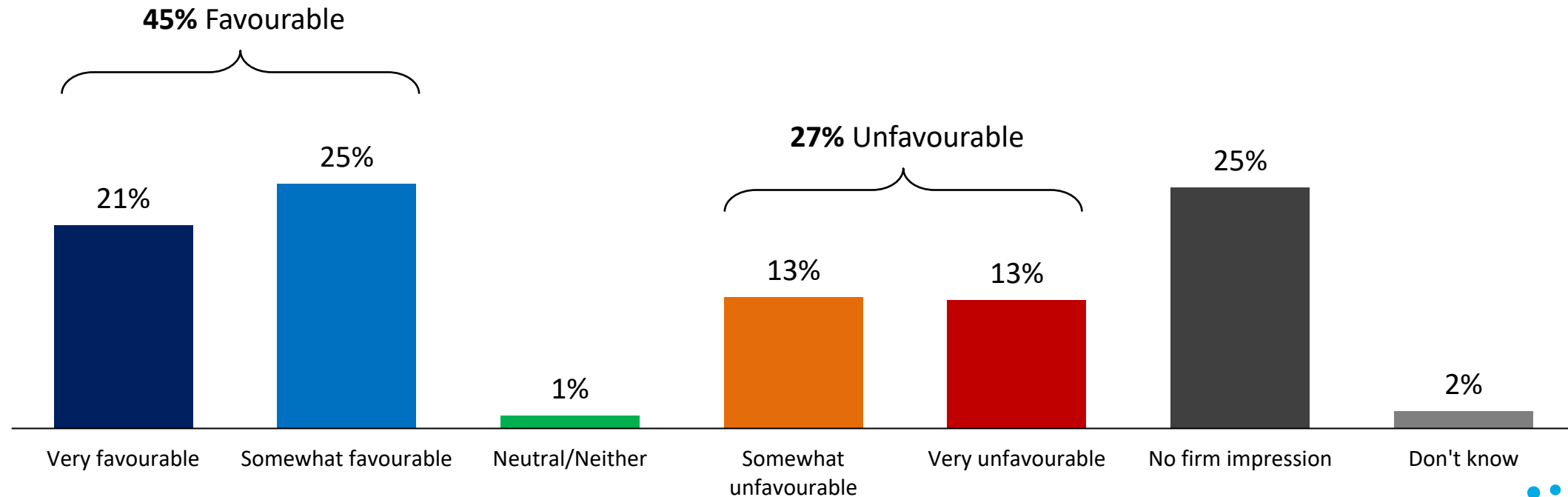
Note: 'Refused' (1%) not shown.

BCCF Reputation: 45% have a favourable impression of the BCCF; a quarter (25%) have no firm impression



From what you have read, seen, or heard about the Bella Coola Community Forest company, please tell me if you have a very favourable, somewhat favourable, somewhat unfavourable, or very unfavourable impression of that organization or would you say you haven't really heard enough about it to have a firm impression?

[asked of all respondents; n=120]



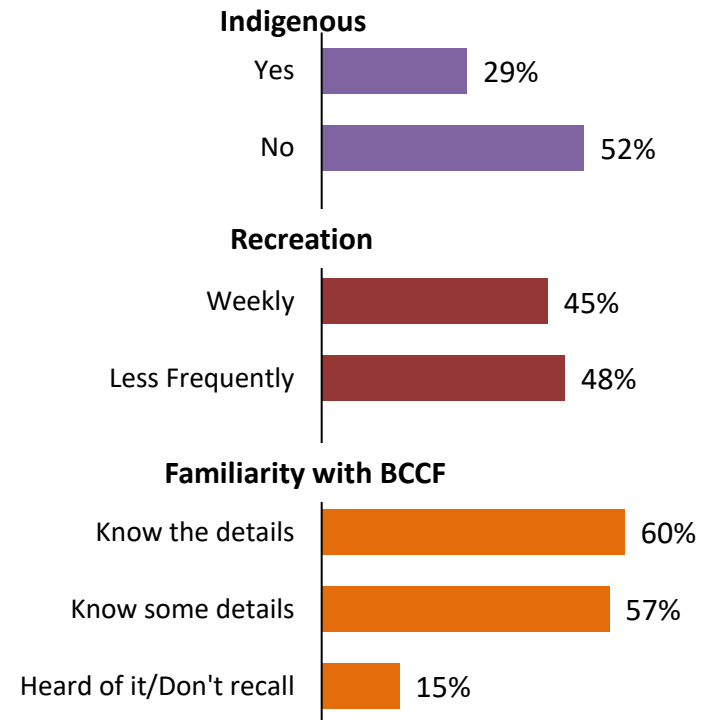
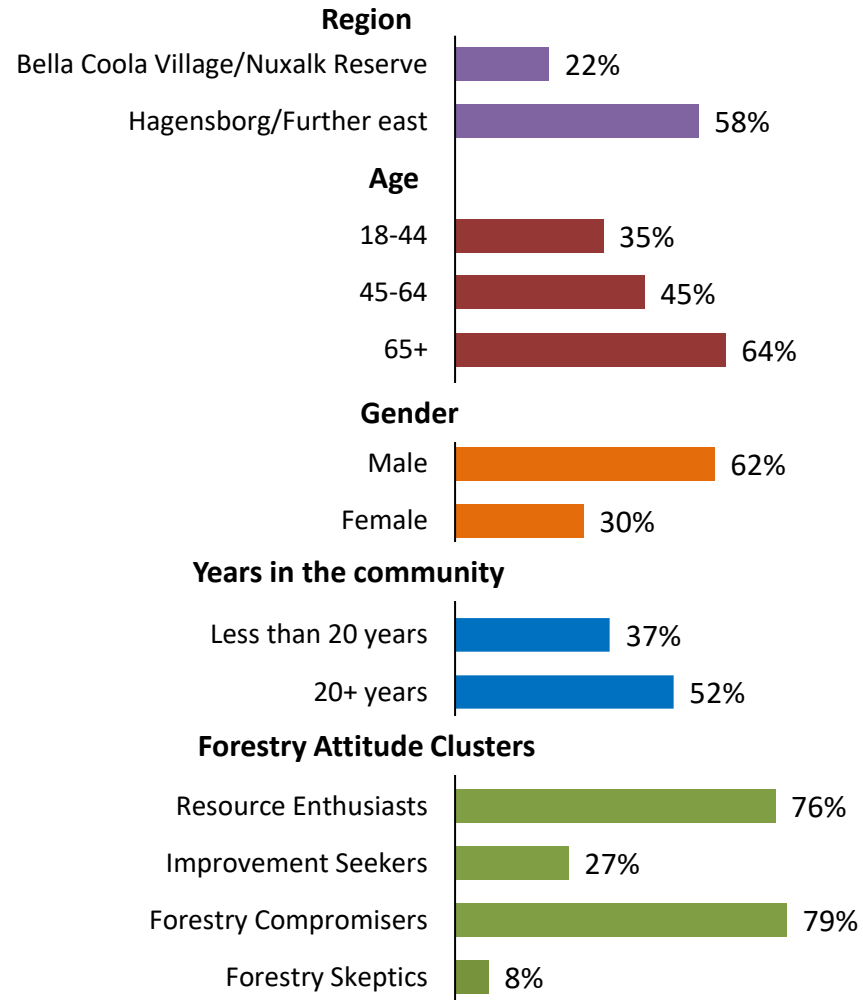
BCCF Reputation: Over 7-in-10 of forestry compromisers (79%) and resource enthusiasts (76%) have a favourable impression of BCCF



From what you have read, seen, or heard about the Bella Coola Community Forest company, please tell me if you have a very favourable, somewhat favourable, somewhat unfavourable, or very unfavourable impression of that organization or would you say you haven't really heard enough about it to have a firm impression?

[asked of all respondents; n=120]

% of those who say "Favourable"
(Overall 45%)



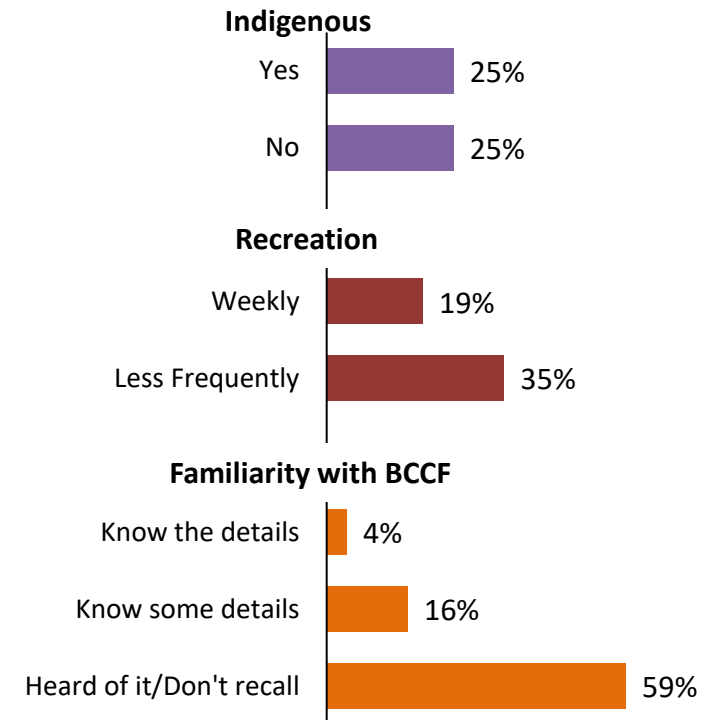
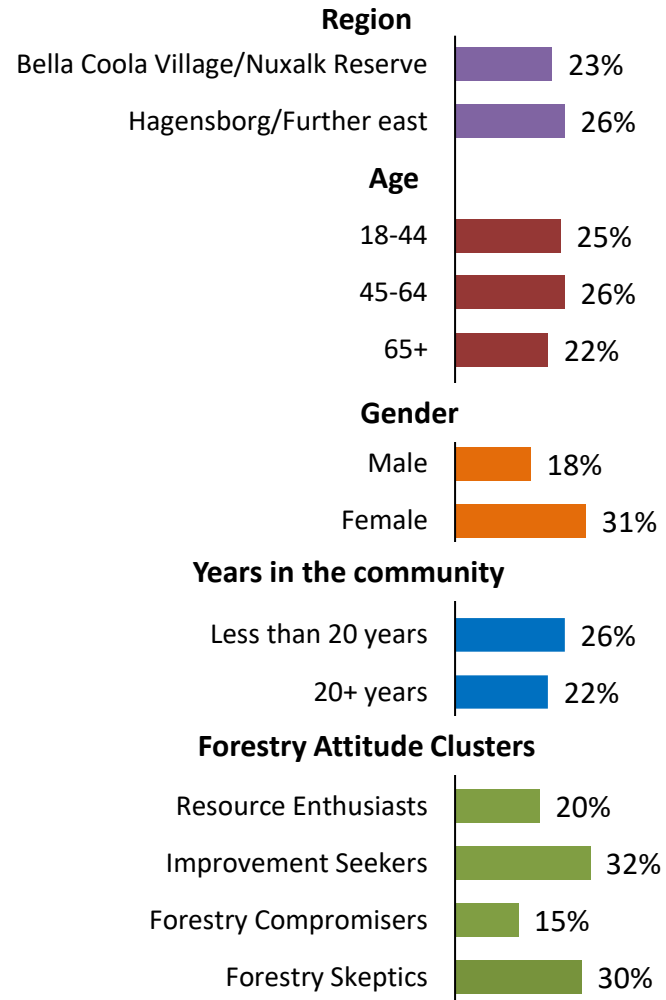
BCCF Reputation: 6-in-10 of those who know little about BCCF are most likely to say they don't have a firm impression of BCCF



From what you have read, seen, or heard about the Bella Coola Community Forest company, please tell me if you have a very favourable, somewhat favourable, somewhat unfavourable, or very unfavourable impression of that organization or would you say you haven't really heard enough about it to have a firm impression?

[asked of all respondents; n=120]

% of those who say "No firm impression" (Overall 25%)



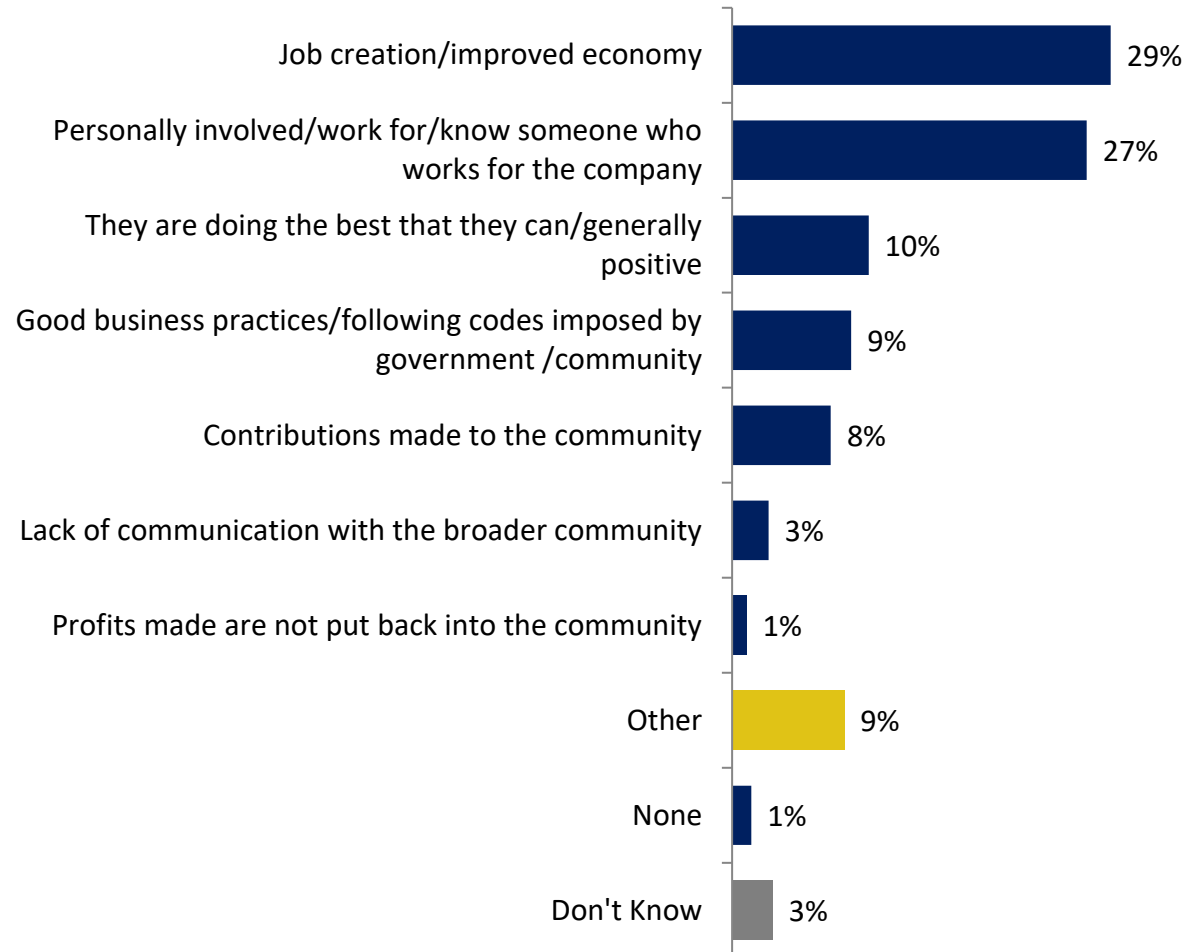
Favourable Reasons: Top favourable reasons are job creation (29%) and due to personal involvement (27%)



Why do you say that? [OPEN ENDED]

[asked of all respondents who are favourable, n=62]

Among those who say they have a favourable impression of the BCCF



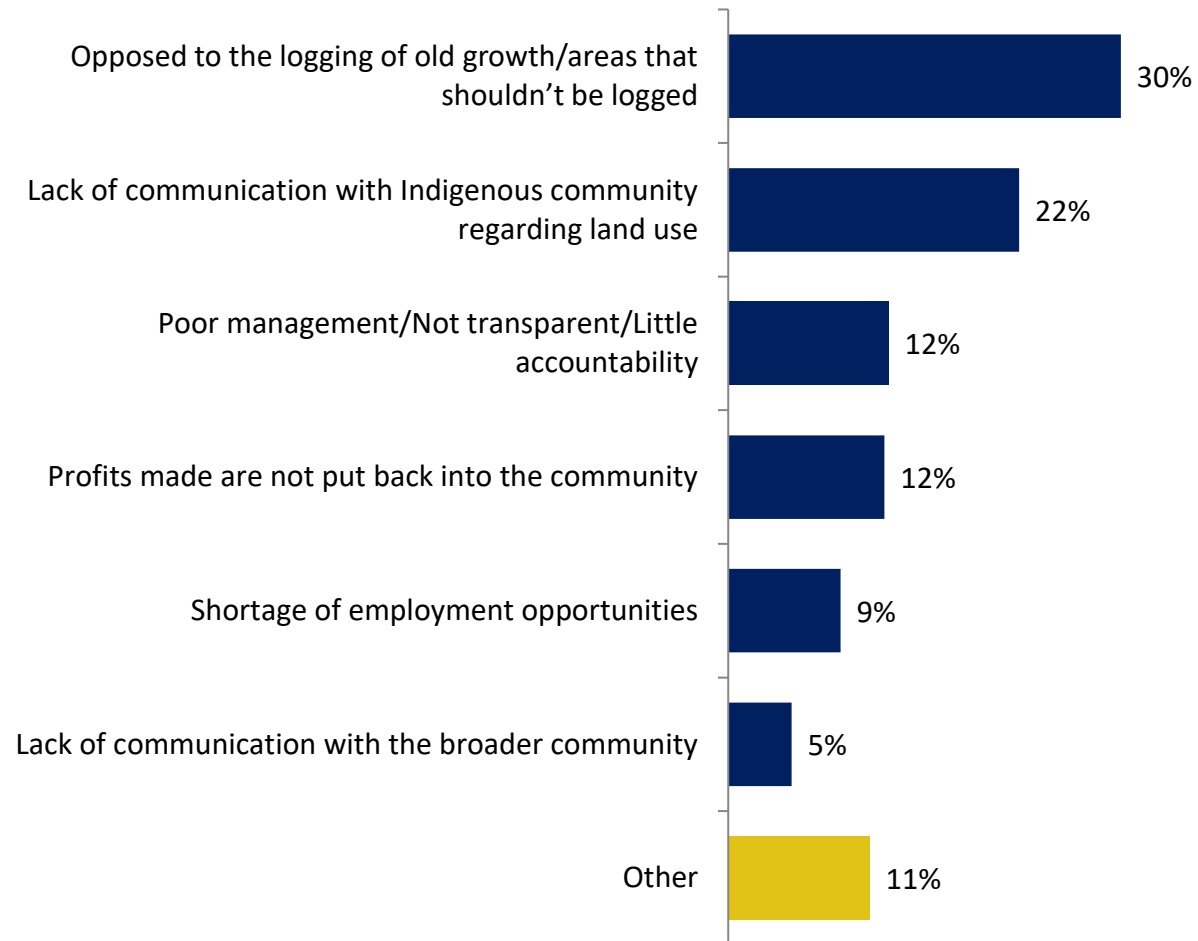
Unfavourable Reasons: Disagreement on logging (30%) and lack of communication with the Indigenous community (22%)



Why do you say that? [OPEN ENDED]

[asked of all respondents who are unfavourable, n=29]

Among those who say they have an unfavourable impression of the BCCF



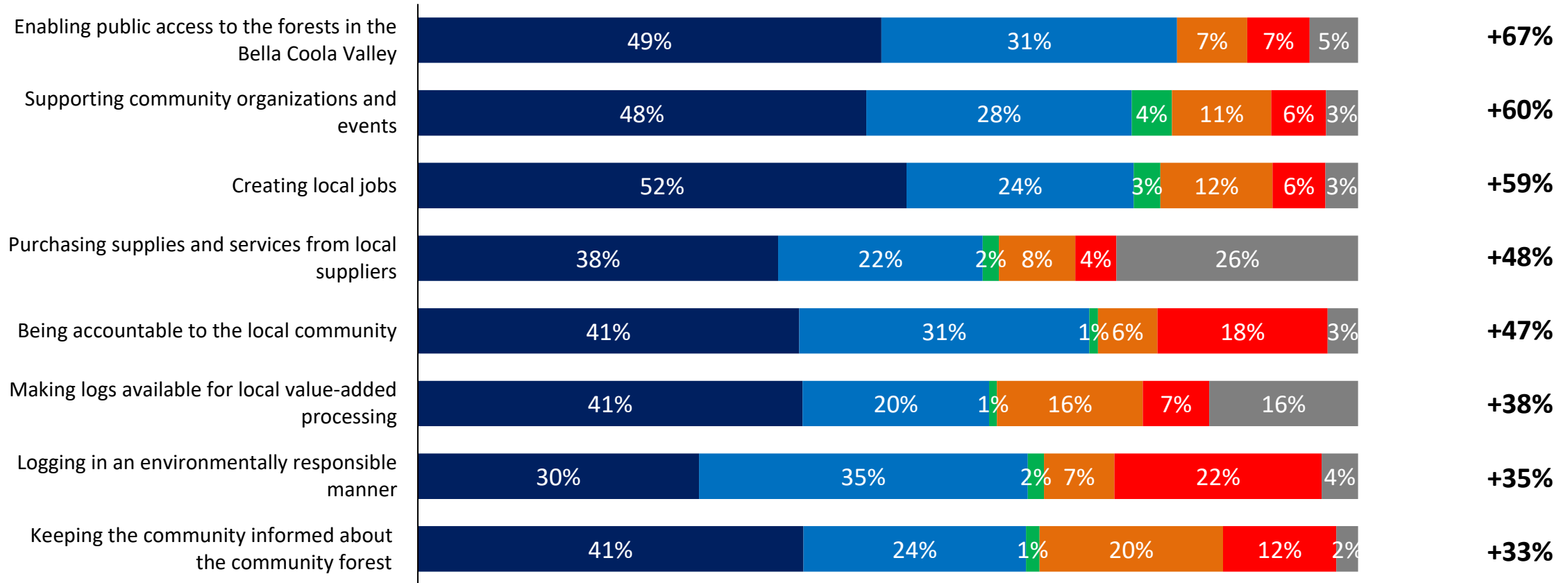
Key Attributes: BCCF receives the highest approval rates on enabling public access, community support and jobs creation



Do you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of the performance of the Bella Coola Community Forest Company when it comes to...

[only asked of those who have an impression of the BCCF, n=88]

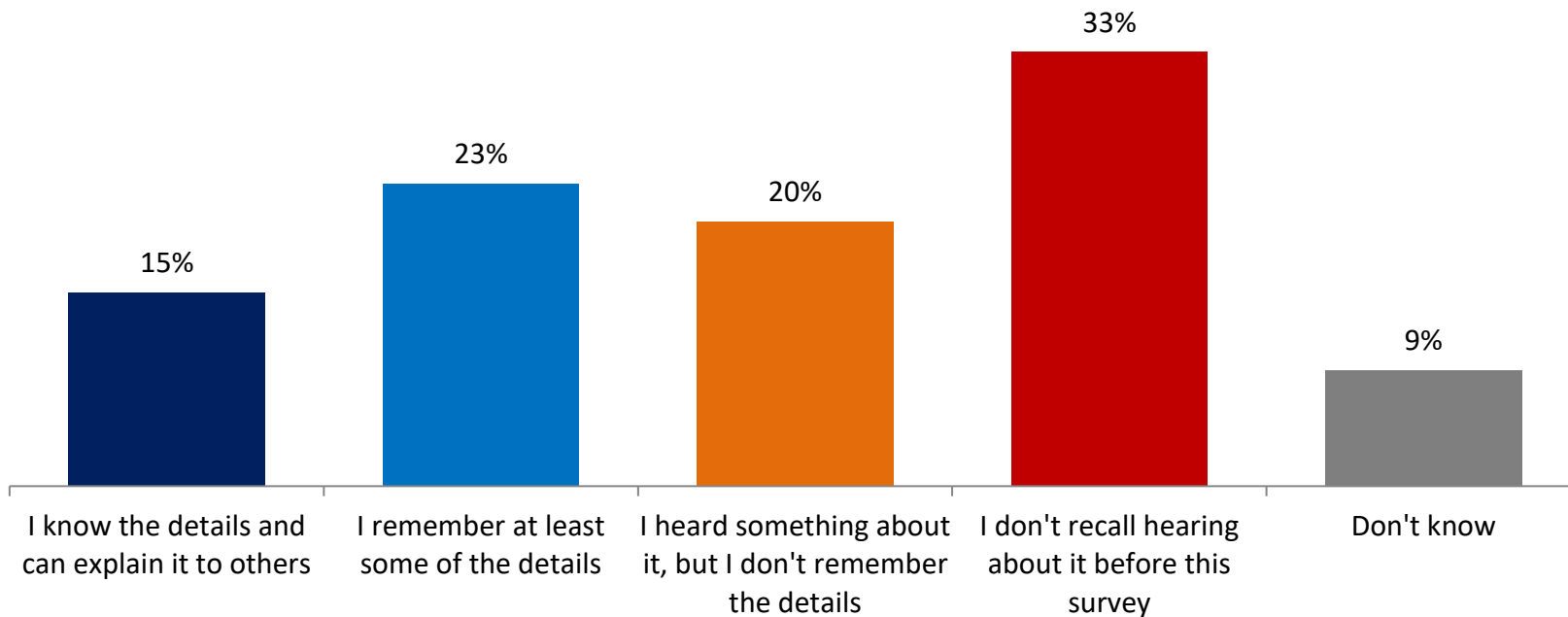
Net Approve
(Total approve – Total disapprove)



■ Strongly Approve
 ■ Somewhat approve
 ■ Neither approve nor disapprove
■ Somewhat disapprove
 ■ Strongly disapprove
 ■ Don't know/Refused

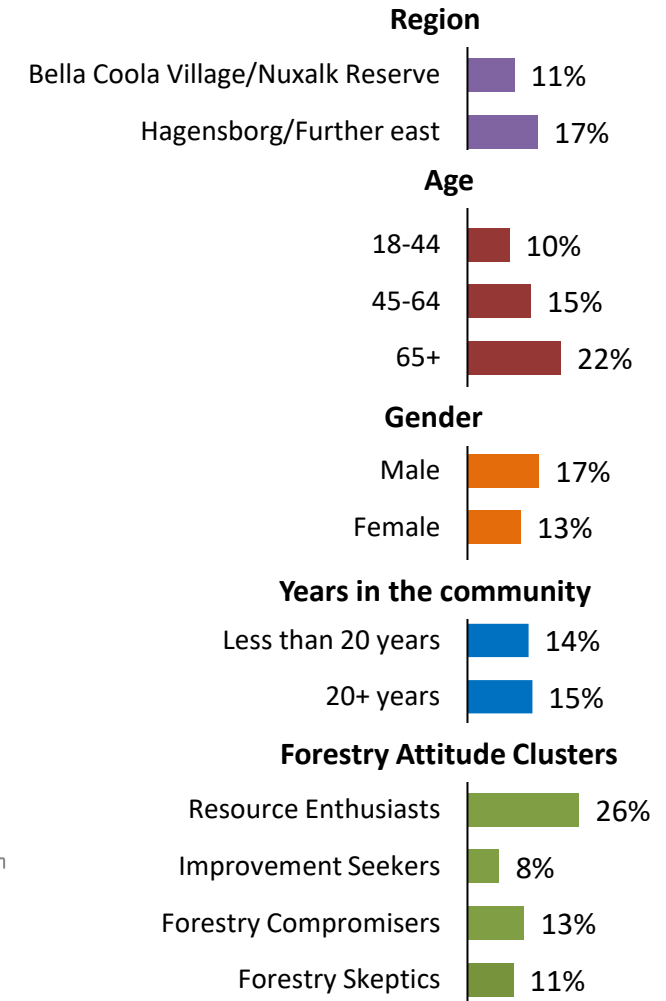
Community Support Awareness: 15% say they know the details; highest among resources enthusiasts (26%)

Q How familiar are you with the BCCFC's community support program that contributes funds regularly to local events, school fundraisers, an education bursary and last year was able to provide \$32,000 to support local community groups struggling to survive during COVID?
[asked of all respondents, n=120]



Sample Breakdown ▶▶

Those who say "Know the details"



Note: 'Refused' (1%) not shown.

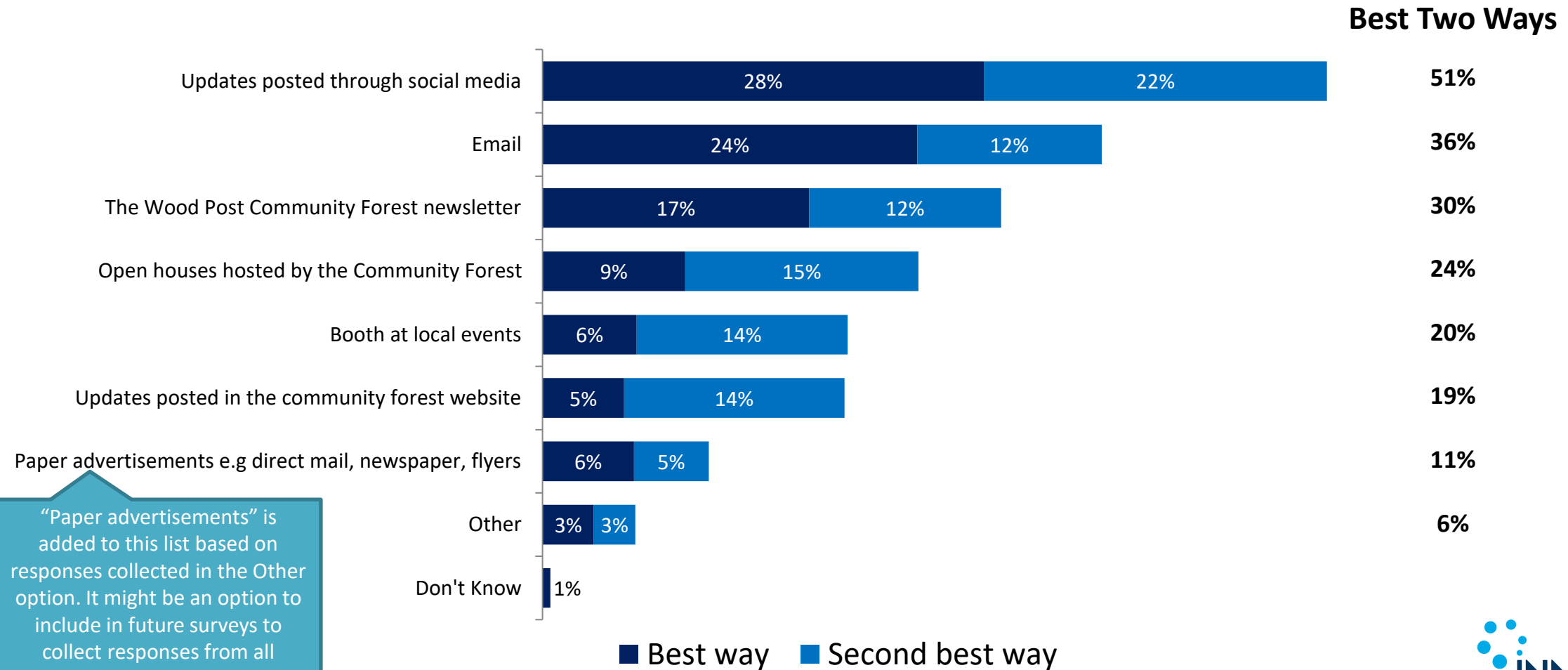
Information Channels: Social media are rated as the best ways to provide information about the community forest



I am going to read you a list of ways the community forest can provide information to you. Please indicate which of those ideas is the best way to provide you with information about the community forest? If you have a different idea, just let me know.

And what would be the next best way to provide you with information about the community forest. If you have a different idea, just let me know.

[asked of all respondents, n=120]



“Paper advertisements” is added to this list based on responses collected in the Other option. It might be an option to include in future surveys to collect responses from all respondents.

Information Channels: Social media are more likely to reach younger residents; The Wood Post is more likely to reach older residents



I am going to read you a list of ways the community forest can provide information to you. Please indicate which of those ideas is the best way to provide you with information about the community forest? If you have a different idea, just let me know.

[asked of all respondents, n=120]

Best Way	Region		Age			Gender		Years in the community		Forestry Attitude Clusters			
	Bella Coola Village/ Nuxalk Reserve	Hagensborg/ Further east	18-44	45-64	65+	Male	Female	Less than 20 years	20+ years	Resource Enthusiasts	Improvement Seekers	Forestry Compromiser	Forestry Skeptics
Social media updates	21%	32%	40%	24%	17%	21%	35%	42%	22%	23%	23%	31%	36%
Email	28%	22%	26%	29%	14%	21%	27%	15%	27%	29%	37%	15%	16%
The Wood Post	12%	20%	10%	13%	35%	21%	13%	4%	25%	17%	12%	27%	15%
Open houses	8%	10%	7%	10%	11%	9%	9%	7%	11%	15%	0%	14%	7%
Updates on website	14%	1%	3%	10%	2%	8%	2%	3%	6%	9%	3%	8%	2%
Booth at local events	3%	8%	8%	4%	6%	6%	6%	14%	2%	4%	14%	5%	2%
Paper ads	8%	5%	0%	10%	9%	8%	4%	8%	5%	3%	8%	0%	12%

Forest Management

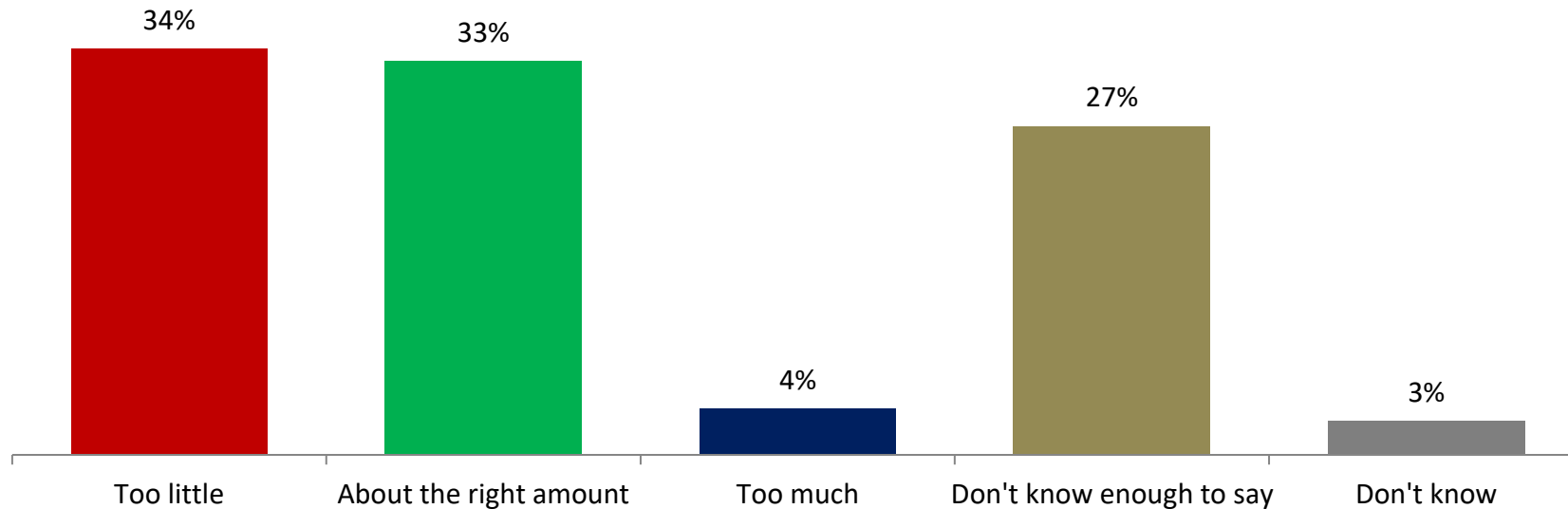


Assessing Forest Protection (Unaided): 1-in-3 (33%) say about the right amount is protected; highest among resource enthusiasts (64%)



[Unaided] Thinking about forested land around Bella Coola, do you feel (ROTATE) too much forest land is protect, not enough forest land is protected (END ROTATION) or do you think about the right amount of forest land is protected or do you not know enough to say?

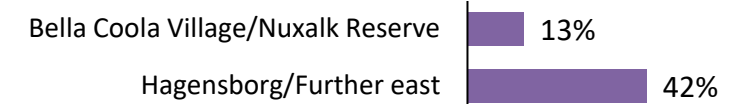
[asked of all respondents, n=120]



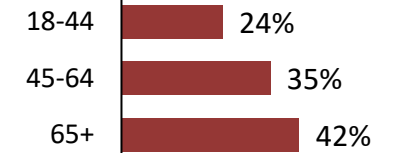
Sample Breakdown ▶▶

Those who say "About right"

Region



Age



Gender



Years in the community



Forestry Attitude Clusters



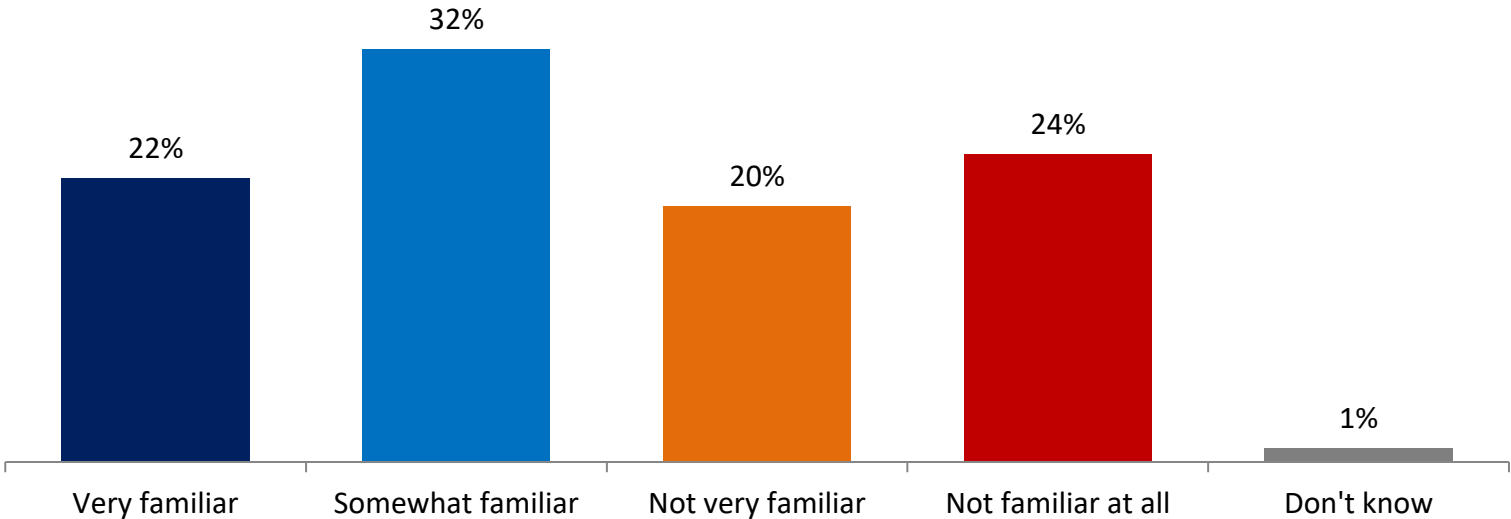
Note: 'Refused' (0%) not shown.

Land Allocation Familiarity: 2-in-10 (22%) are very familiar with the allocation of land; highest among those age 18-44 and skeptics

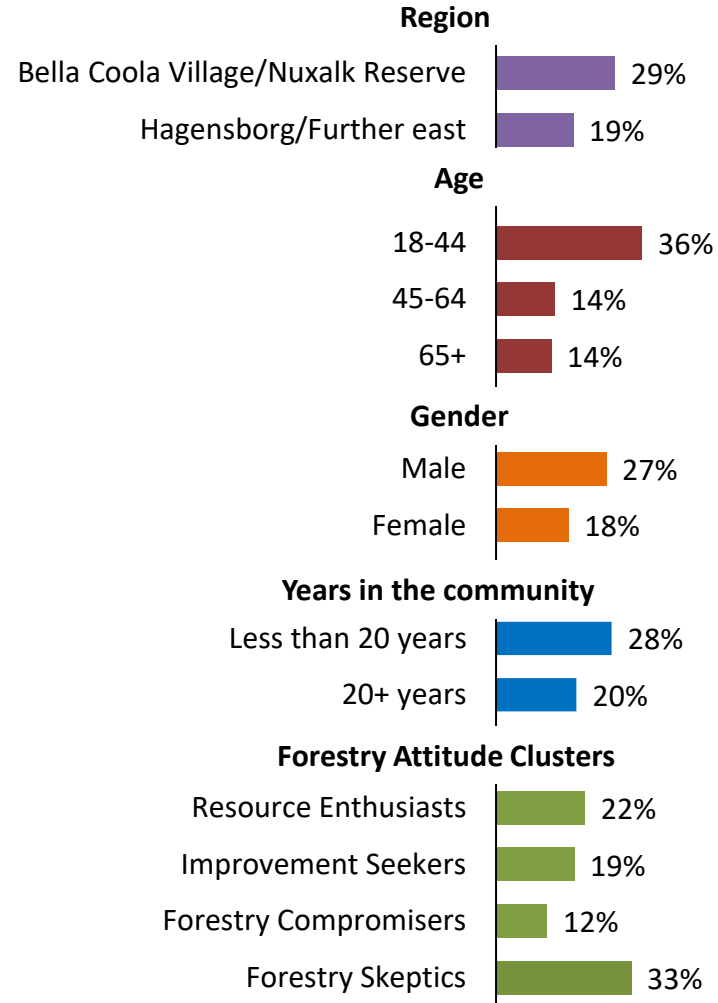
Q Most of the Bella Coola Community Forest license area, 84%, is either non-forested mountain terrain or forests that are inaccessible or not economically viable to harvest. Of the remaining area, half has been set aside as critical forested Wildlife Habitat Areas to protect wildlife such as Grizzlies and mountain goats and the other half is available for logging.

How familiar were you with this allocation of the land within the Community Forest before this call?

[asked of all respondents, n=120]



Sample Breakdown ▶▶
Those who say "Very Familiar"



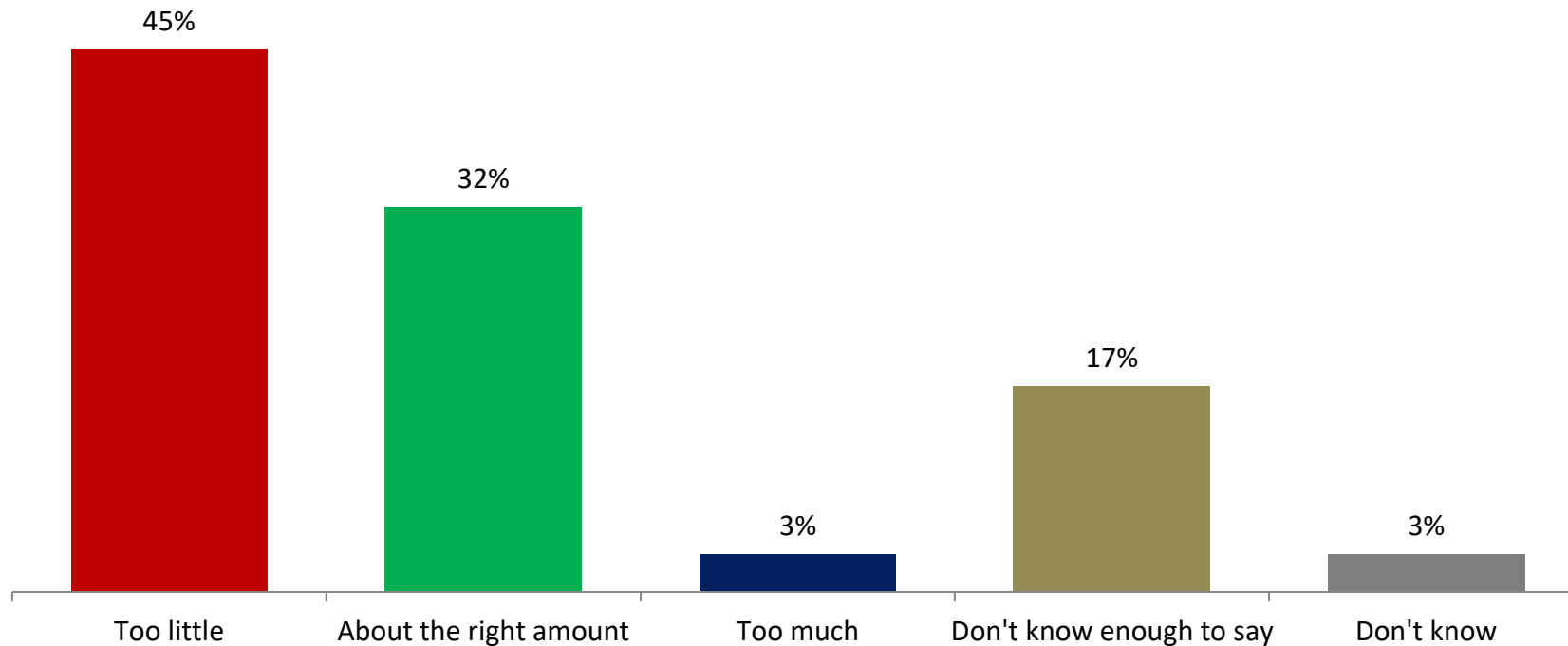
Note: 'Refused' (1%) not shown.

Assessing Forest Protection (Aided): 1-in-3 (32%) still say the amount of protection is about right after learning the fact



[Aided] In fact, 9% has been set aside as critical Wildlife Habitat Areas to protect wildlife such as Grizzlies and mountain goats and 7% is available for logging. When you hear this, does that seem like (ROTATE) too much of the community forest is being protected, too little of the community forest is being protected (END ROTATION) or does it seem like the right amount?

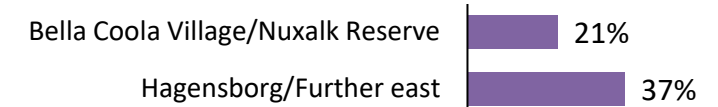
[asked of all respondents, n=120]



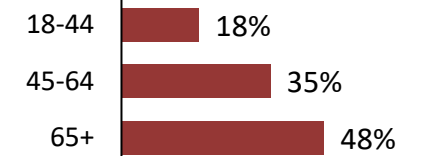
Sample Breakdown ▶▶

Those who say "About right"

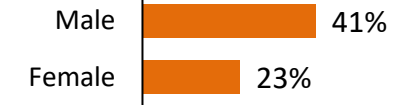
Region



Age



Gender



Years in the community



Forestry Attitude Clusters



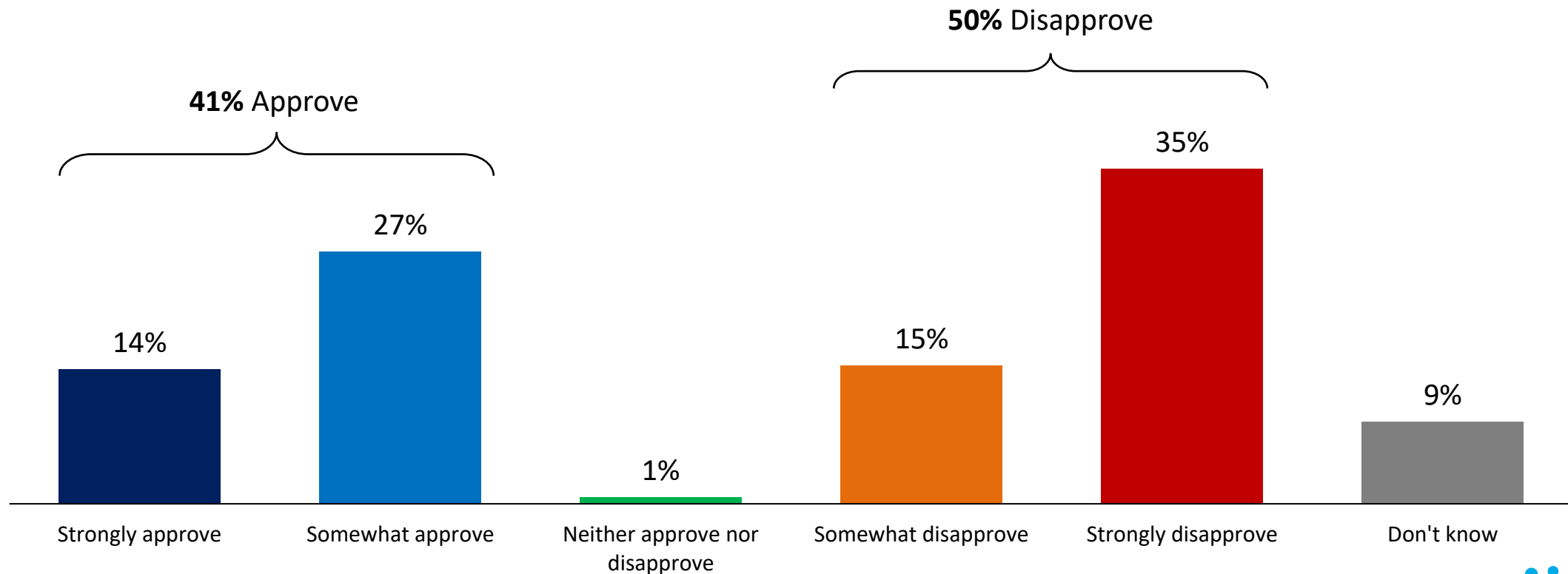
Note: 'Refused' (0%) not shown.

Approve Old Growth Management (Unaided): Half (50%) disapprove the way old growth forests are being managed; 35% with strong intensity



[Unaided] One issue in the news is logging old growth forests. Here in Bella Coola, the majority of forests in the valley are mature and old growth forests. Do you approve or disapprove of the way old growth forests are being managed in the Bella Coola Valley?

[asked of all respondents; n=120]



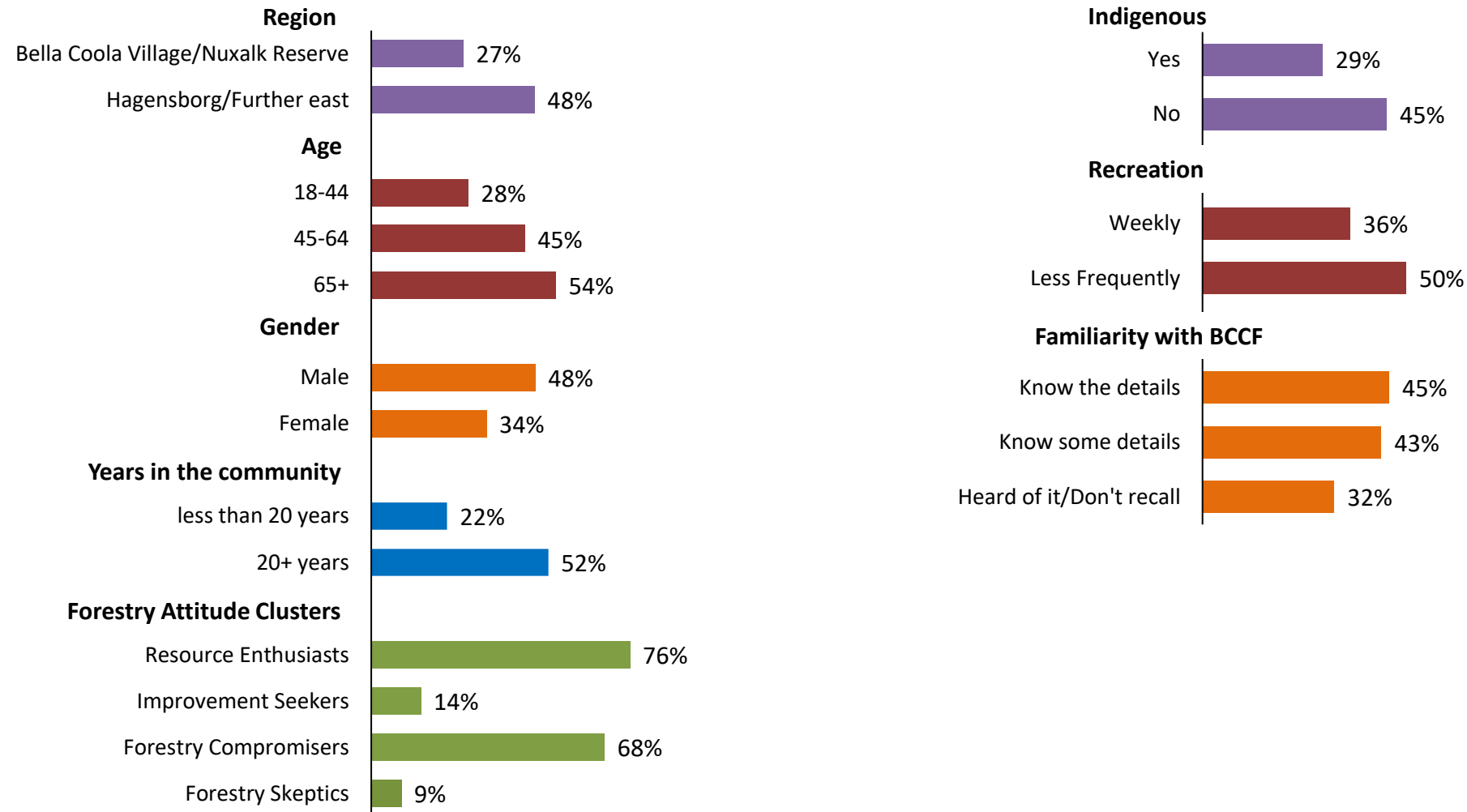
Approve Old Growth Management (Unaided): Almost 8-in-10 (76%) resource enthusiasts approve the management



[Unaided] One issue in the news is logging old growth forests. Here in Bella Coola, the majority of forests in the valley are mature and old growth forests. Do you approve or disapprove of the way old growth forests are being managed in the Bella Coola Valley?

[asked of all respondents; n=120]

% of those who say "Approve"

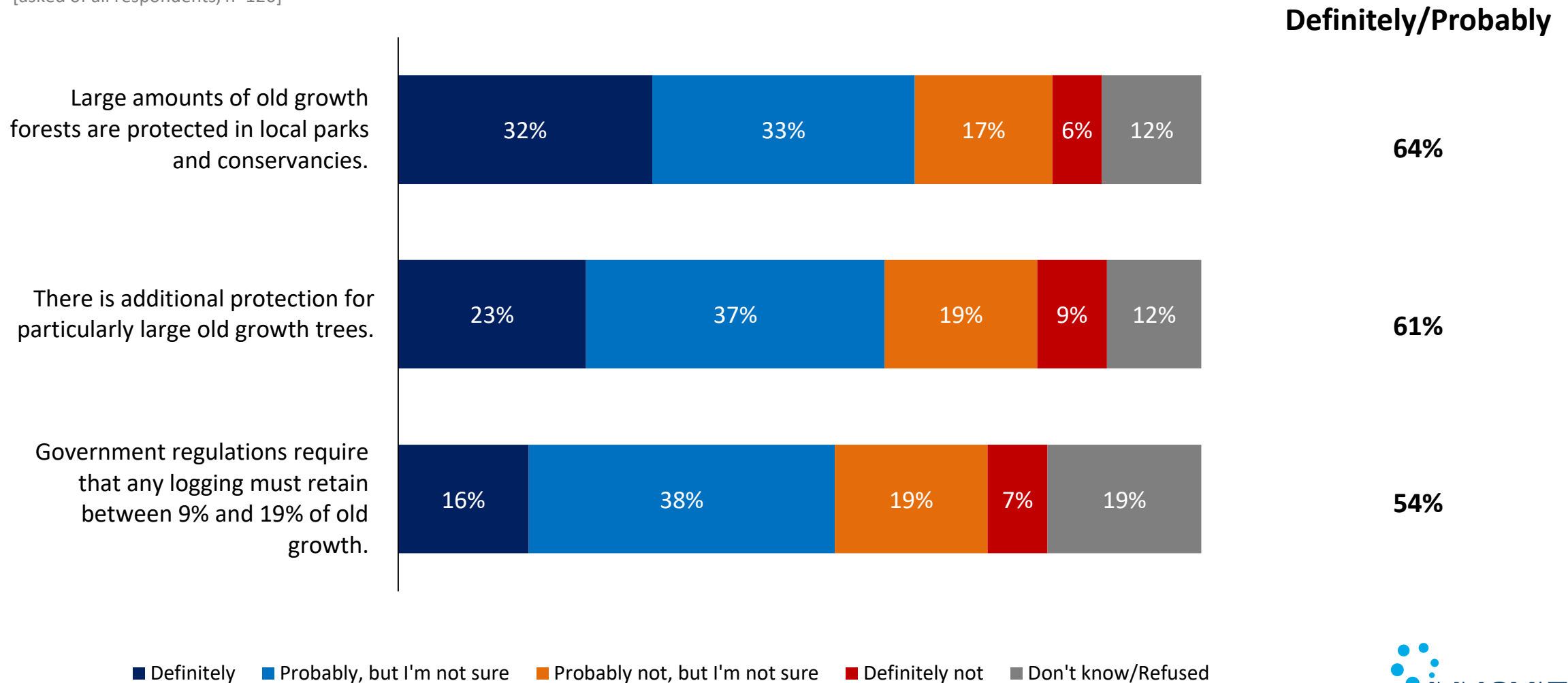


Old Growth Policies: Majority think either of these three policies are definitely or probably in place here in Bella Coola



I'm going to read you a few policies that are used to manage old growth in some places. For each of them, please indicate if you think that policy is in place or not in place here in Bella Coola.

[asked of all respondents, n=120]

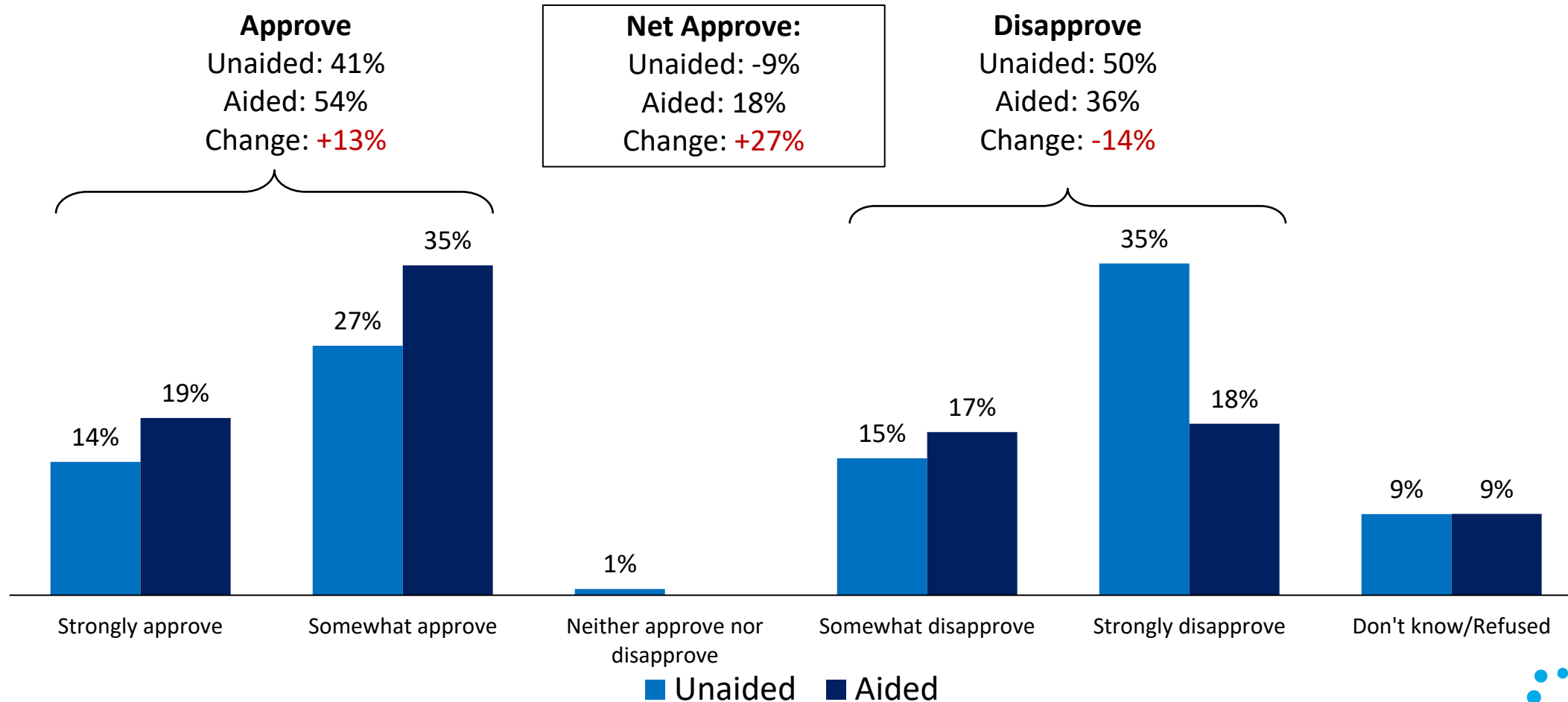


Approve Old Growth Management (Aided): Net approval on old growth management increased by 27% after knowing the three policies



[Aided] In fact, all three policy items are in place to protect old growth forests in the Valley. Now thinking about this, do you approve or disapprove of the way old growth forests are being managed in the Bella Coola Valley?

[asked of all respondents; n=120]



Note: 'Refused' (0%; 2%) not shown.

Results **in red** are significantly different from 0 at a 95% confidence level. Results **in blue** are significantly different from 0 at a 90% confidence level.

Approve Old Growth Management (Unaided vs Aided): The changes in net approve are mostly significant across the board, Skeptics included



[Aided] In fact, all three policy items are in place to protect old growth forests in the Valley. Now thinking about this, do you approve or disapprove of the way old growth forests are being managed in the Bella Coola Valley?

[asked of all respondents; n=120]

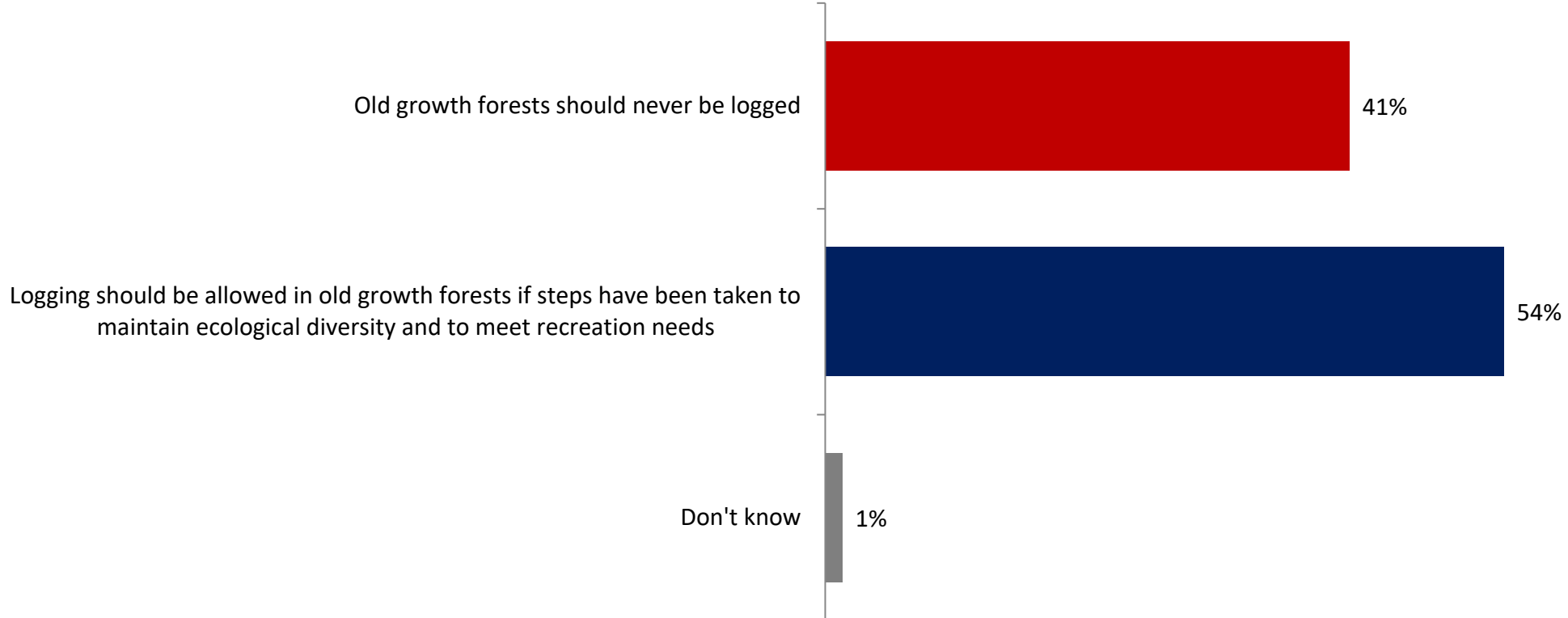
Region	Change in Net Approve
Bella Coola Village/Nuxalk Reserve	+36%
Hagensborg/Further east	+23%
Age	
18-44	+44%
45-64	+16%
65+	+20%
Gender	
Male	+24%
Female	+29%
Years in the community	
<20 years	+24%
20+ years	+27%
Forestry Attitude Clusters	
Resource Enthusiasts	+12%
Improvement Seekers	+25%
Forestry Compromisers	+26%
Forestry Skeptics	+45%

Indigenous	Change in Net Approve
Yes	+41%
No	+23%
Recreation	
Weekly	+26%
Less Frequently	+30%
Familiarity with BCCF	
Know the details	-1%
Know some details	+48%
Heard of it/Don't recall	+26%
Awareness of old-growth policy	
Low	+33%
Medium	+42%
High	-2%

Note: Results in red are significantly different from 0 at a 95% confidence level. Results in blue are significantly different from 0 at a 90% confidence level.

Old Growth Orientation: Majority (54%) believe logging should be allowed in old growth forests if ecological diversity is maintained

Q Which of the following points of view is closest to your own?
[asked of all respondents, n=120]

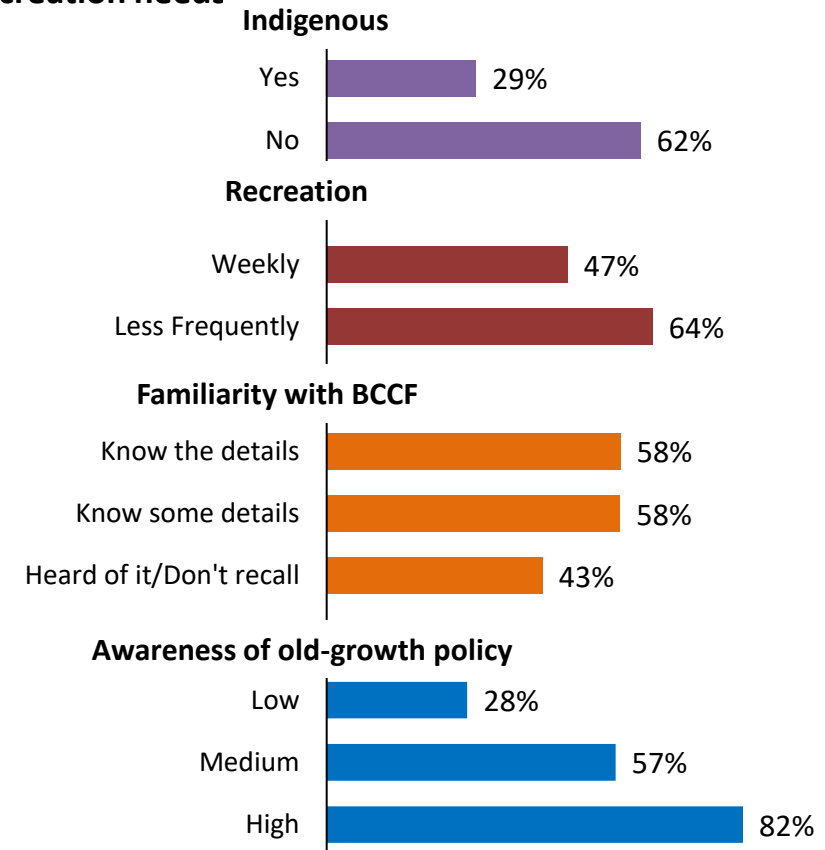
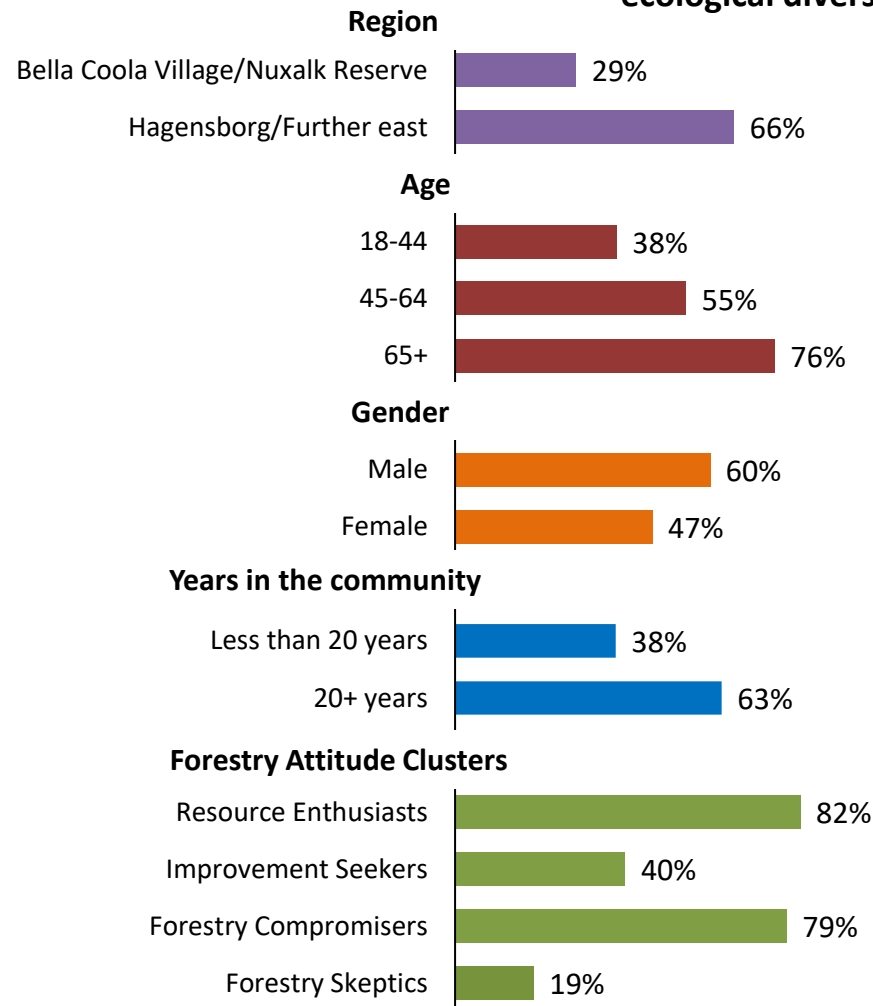


Note: 'It depends' (0%) and 'Refused' (4%) not shown.

Resource enthusiasts, Compromisers, and those aware of old-growth policies are more likely to give conditional permission to logging

Q Which of the following points of view is closest to your own?
[asked of all respondents, n=120]

% of those who say "Logging should be allowed in old growth forests if steps have been taken to maintain ecological diversity and to meet recreation needs"

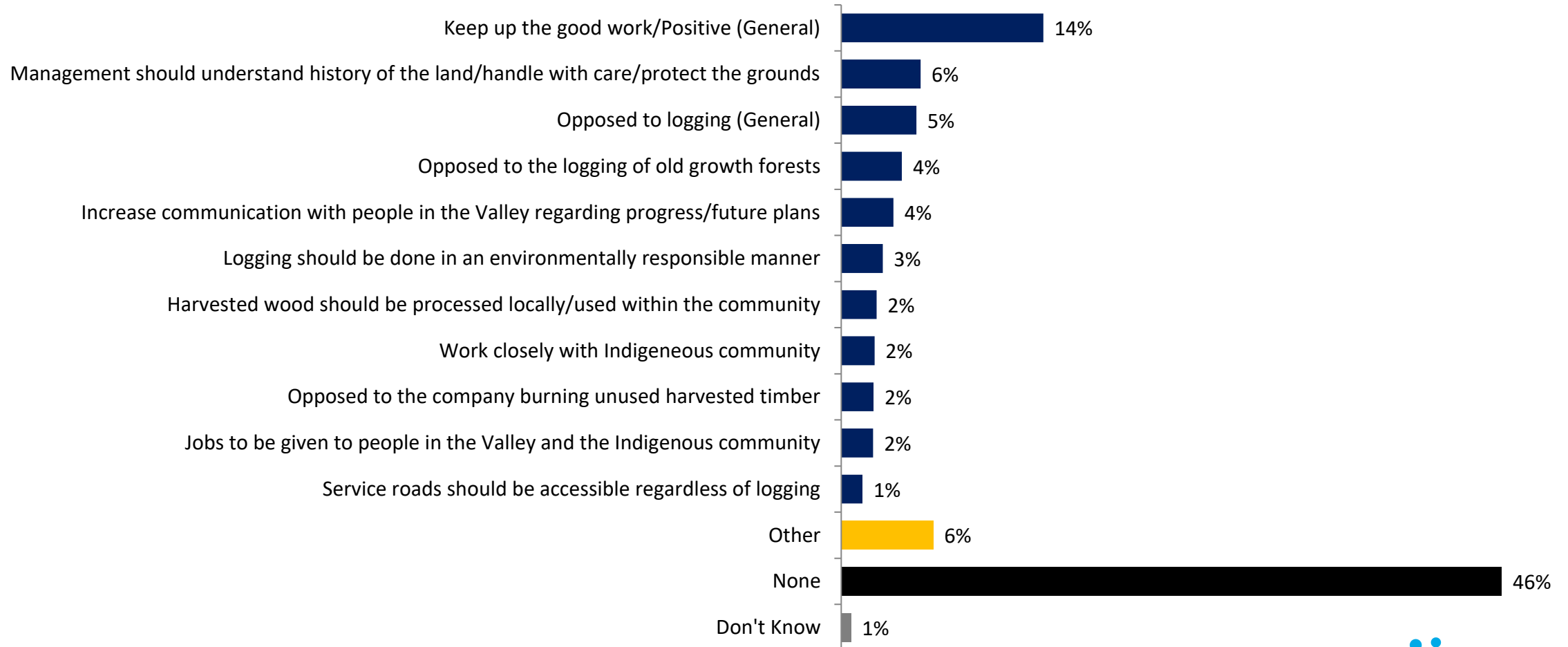


Final Comments: Almost half (46%) have no comments; “Keep up the good work” is the most common comment



Are there any final comments you would like to make to the management of the Community Forest in the Bella Coola Valley? [OPEN ENDED]

[asked of all respondents, n=120]



Final Comments – Verbatims: “Keep up the good job” and “management should understand history of the land” are the top two comments



Are there any final comments you would like to make to the management of the Community Forest in the Bella Coola Valley? [OPEN ENDED]

[asked of all respondents, n=120]

Top 1 – Keep up the good work/Positive (General)

- “Overall, they are doing a good job. They seem to be more transparent. I hope they continue with that, and some people are unhappy with the recent logging.”
- “I think they do a good job and they are community oriented. They give back to the community and they provide much needed employment especially with the Nuxalk community. They hire Indigenous people when they can.”
- “I feel they have done the best with what they had to work with. Just keep up the good work.”
- “Keep up the good work and keep communicating with people.”

Top 2 –Management should understand history of the land/handle with care/protect the grounds

- “The survey is aimed at the current situation it doesn't consider the past. Some of the trees are protected but most of those big trees have already been cut down.”
- “Truth in reconciliation and help the Nuxalk people and protect their land.”
- “Yes, I used to be married to a logger for ten years. I learned a lot of information on how the forest works about trees and how many people think it is to do this or that. When you know how the seasons of trees you get to know the old growth and new growth. You develop a relationship with the land.”

Factor and Regression Analysis

The Benefits of Regression Analysis

The core analysis in the deck to this point reveals insights into two types of descriptive questions:

What? *What* is the level of favourability towards the Bella Coola Community Forest?

Who? *Who* are more likely to have a favourable impression of the Bella Coola Community Forest?

Regression analysis allows us to address **causal** questions:

Why? *Why* some residents have a more favourable impression of the Bella Coola Community Forest than others?

What *drives* favourability?

Which attitudes can we *move* to *increase* favourability?

What is Regression Analysis?

Regressions are a means of determining importance.

- A regression allows us to take all the questions that may explain the key question we are interested in and see which of these is the most important.
- Regressions do this by holding all the likely suspects constant and varying one question at a time to see which questions (explanatory variables) have the greatest impact on the key question (dependent variable).

How Does Factor Analysis Work?

Identifying categories of drivers

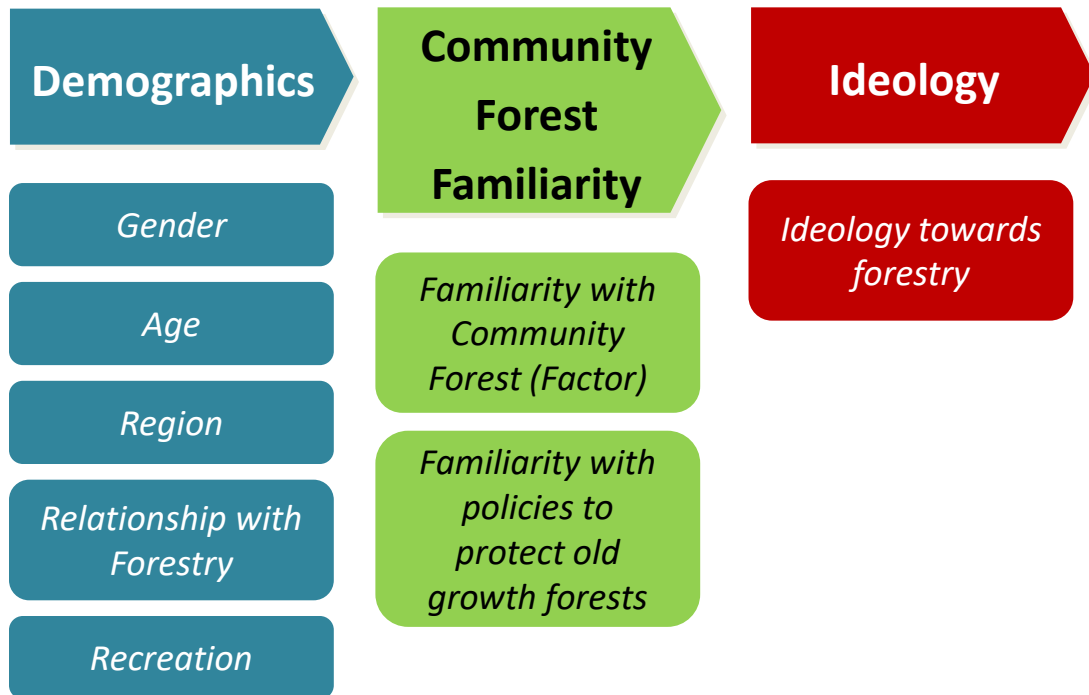
- To determine which variables are important drivers, we first sort them into broad categories (e.g. demographics, attitudes towards forestry, key attributes of the Bella Coola Community Forest, etc.).
- For categories with many similar variables, we reduce the number of variables that will go into the model using **Factor Analysis**

What is Factor Analysis?

- A **Factor Analysis** finds the underlying dimensions of opinion that best explains the pattern of responses on the larger set of questions.
- Factor analysis allows us to find which questions mean similar things to the public. The use of factor analysis allows us to determine what can be grouped together in order to conduct meaningful analysis and reduce multicollinearity between variables.
- We asked **8 performance metrics** about the Bella Coola Community Forest. We found that **2 underlying factors, along with 3 remaining standalone metrics** explain most of the variance in the larger set of questions. We also asked **4 questions about familiarity** with the management of the community forest and the Bella Coola Community Forest. We found that **1 underlying factor and 1 standalone item** that explain most of the variance in the larger set of questions.

Regression Analysis

The regression model controls for **demographics**, **level of familiarity with the community forest** and **ideology towards forestry**.



Key performance attributes of the Bella Coola Community Forest are explanatory variables.



Note: Question wording may be summarized in chart, does not reflect exact text.

Factor Analysis: Based on their responses to key performance metrics and a series of familiarity questions, which metrics mean similar things to the residents?

Community Forest Familiarity

Familiarity with Community Forest

- Familiarity with the Bella Coola Community Forest organizational structure
- Familiarity with the community support programs
- Familiarity with forest land allocation

Standalones

- Familiarity with policies in place to protect old-growth forests

Key Performance

Good governance

- Keeping the community informed about the community forest
- Being accountable to the local community

Public good

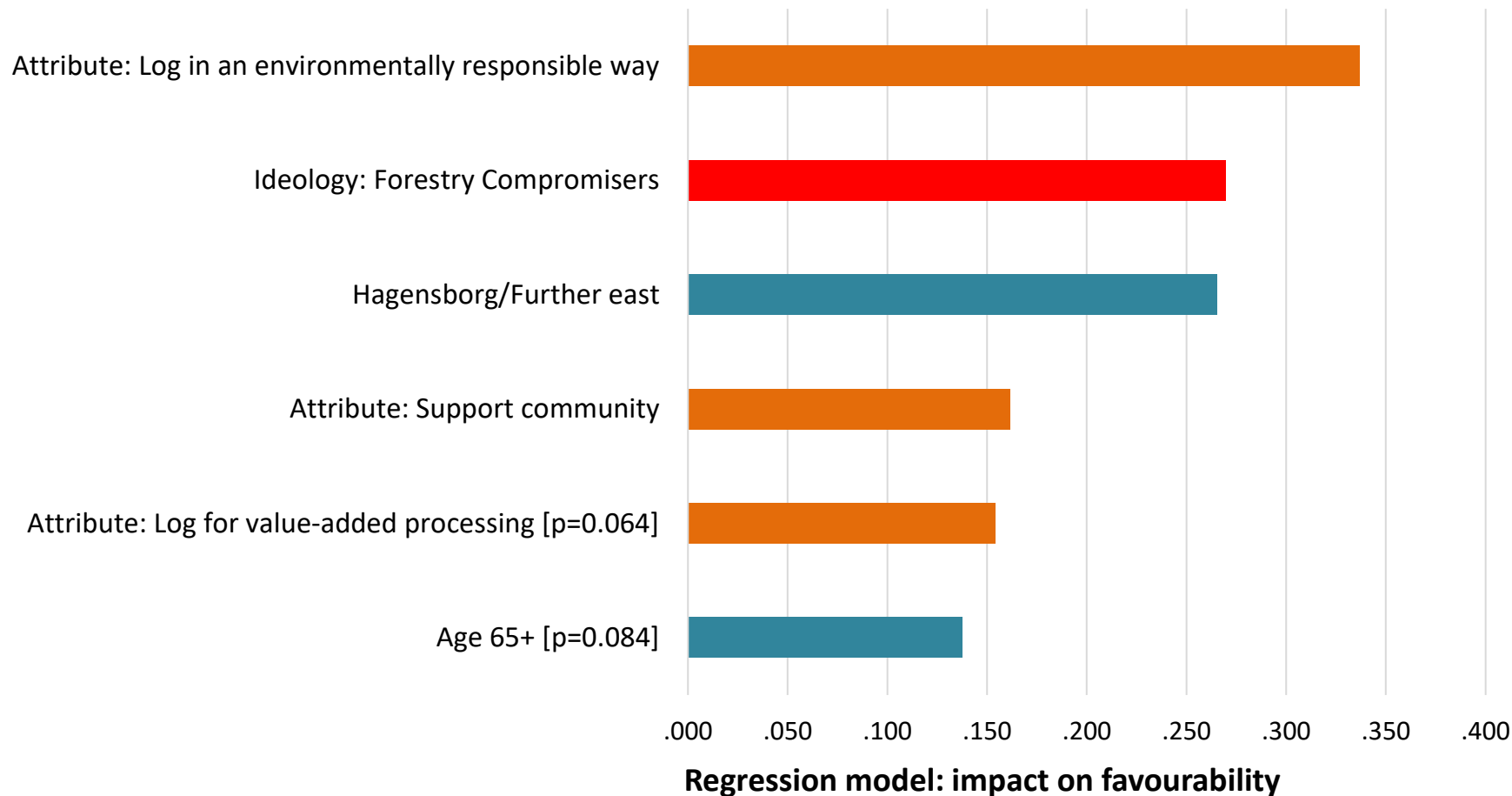
- Enabling public access to the forests in the Bella Coola Valley
- Creating local jobs

Standalones

- Logging in an environmentally responsible manner
- Making logs available for local value-added processing
- Purchasing supplies and services from local suppliers
- Supporting community organizations and events

Regression Analysis: What drives the favourability of the Bella Coola Community Forest?

By far the strongest driver of favourability is those who approve that the Bella Coola Community Forest logs in an environmentally responsible way. The next two biggest drivers are those who live in Hagensborg/Further east and being a Forestry Compromiser. Forestry Compromisers are those who agree that developing resources is key to economic stability and believe forestry is being run sustainably in BC. However, they feel logging damages the environment.



Dependent Variable

Favourability of the Bella Coola Community Forest

Adjusted R² = .767

Note: All drivers significant at a 95% confidence interval unless indicated otherwise.

Summary: Factor and Regression Analysis

Factor Analysis

In this survey, we measure a total of 8 **performance metrics**. We found two underlying metrics. They are *Good governance* and *Public good*.

- *Good governance* covers:
 - keeping the community informed about the community forest
 - being accountable to the local communityThis is to say those who think the Company keeps the community informed are also more likely to feel that it is accountable to the local community
- *Public good* covers:
 - enabling public access to the forests in the Bella Coola Valley
 - creating local jobs
- All other performance metrics are distinct and not closely related to any of the two underlying metrics.

We also measure **familiarity** – how familiar residents are to 4 different topics. We found one underlying concept. It is *Familiarity with Community Forest*.

- It covers familiarity with:
 - The Bella Coola Community Forest organizational structure
 - The community support programs
 - Forest land allocation
- The fourth item is familiarity with the policies that are in place to protect old-growth forests. We find that it is distinct and not closely related to the above underlying concept.

Regression Analysis

We then take the findings of the factor analysis and other important measures, including demographics and ideology, into a regression analysis.

The purpose of this analysis is to understand key drivers of having a more favourable impression of the Bella Coola Community Forest.

The strongest driver of favourability is those who approve that the Bella Coola Community Forest logs in an **environmentally responsible way**.

The next two biggest drivers are those who live in **Hagensborg/Further east** and being a **Forestry Compromiser**. Forestry Compromisers are those who agree that developing resources is key to economic stability and believe forestry is being run sustainably in BC. However, they feel logging damages the environment.



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