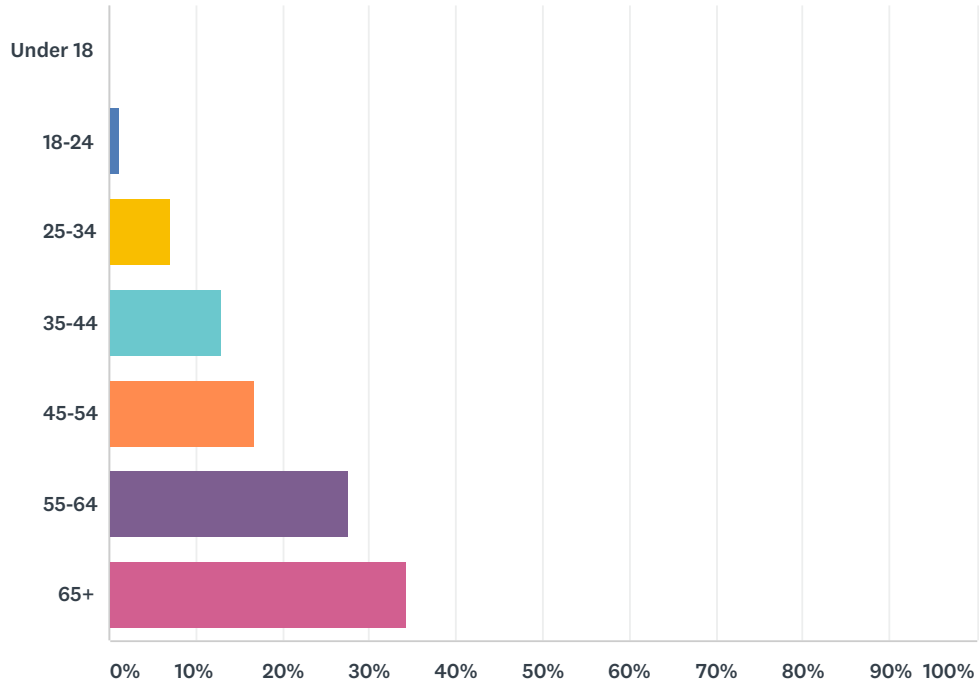


## Q1 Which age group are you in?

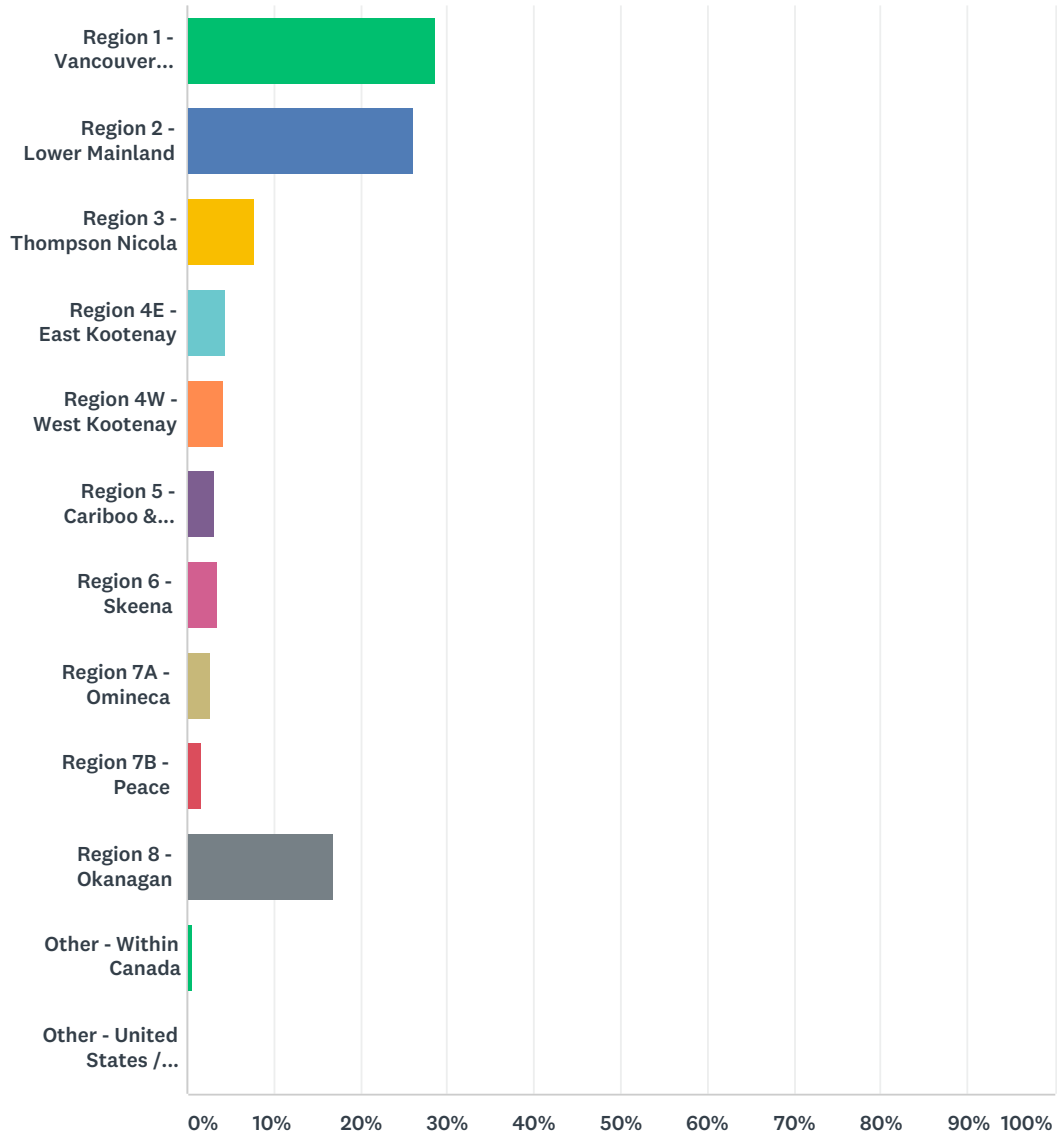
Answered: 2,228 Skipped: 11



ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-24	1.35%	30
25-34	7.05%	157
35-44	13.02%	290
45-54	16.65%	371
55-64	27.65%	616
65+	34.29%	764
<b>TOTAL</b>		<b>2,228</b>

## Q2 Which region do you reside in?

Answered: 2,226 Skipped: 13



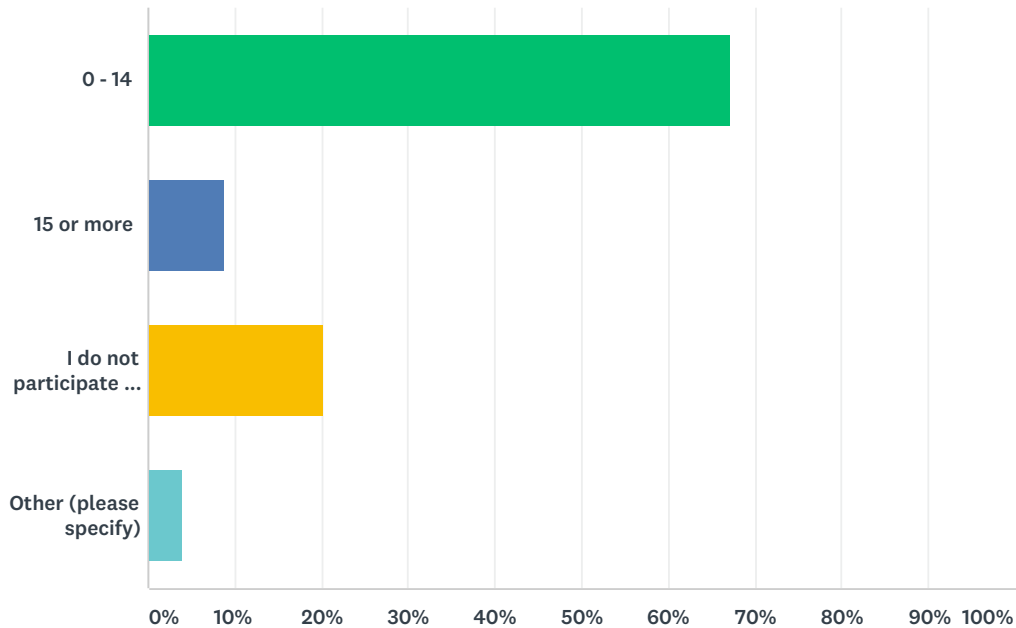
ANSWER CHOICES	RESPONSES	
Region 1 - Vancouver Island	28.71%	639
Region 2 - Lower Mainland	26.24%	584
Region 3 - Thompson Nicola	7.77%	173
Region 4E - East Kootenay	4.45%	99
Region 4W - West Kootenay	4.13%	92
Region 5 - Cariboo & Chilcotin	3.14%	70
Region 6 - Skeena	3.46%	77
Region 7A - Omineca	2.79%	62

## Member Satisfaction Survey

Region 7B - Peace	1.57%	35
Region 8 - Okanagan	16.98%	378
Other - Within Canada	0.67%	15
Other - United States / International	0.09%	2
TOTAL		2,226

### Q3 How many days per year do you participate in conservation stewardship activities (ex. restoration projects, planting native species, environmental cleanup, fish or wildlife relocation, etc)?

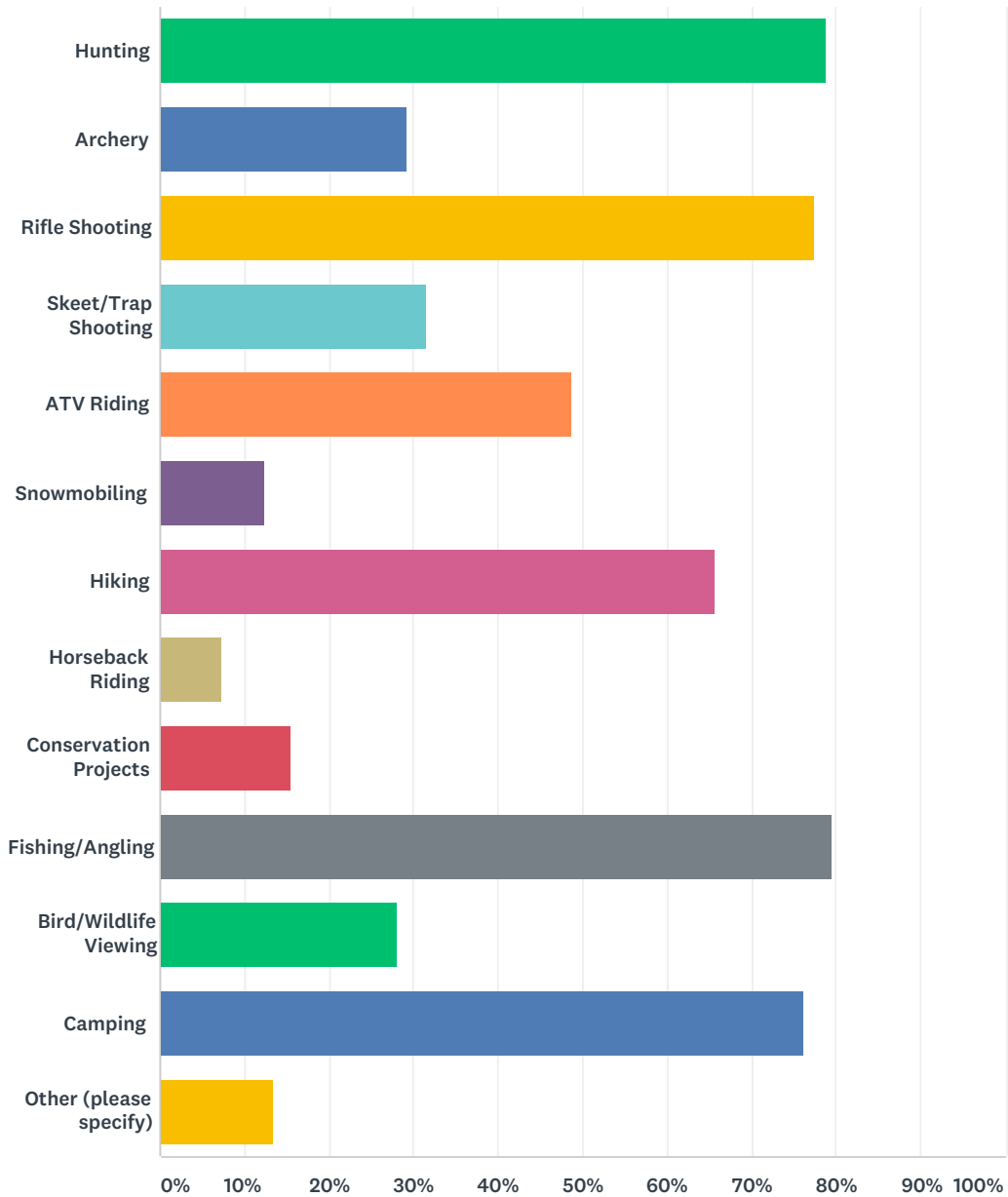
Answered: 2,226 Skipped: 13



ANSWER CHOICES	RESPONSES	
0 - 14	67.07%	1,493
15 or more	8.76%	195
I do not participate in conservation stewardship activities	20.22%	450
Other (please specify)	3.95%	88
<b>TOTAL</b>		<b>2,226</b>

Q4 Which of the following outdoors activities do you participate in? (Please choose all that apply to you).

Answered: 2,234 Skipped: 5



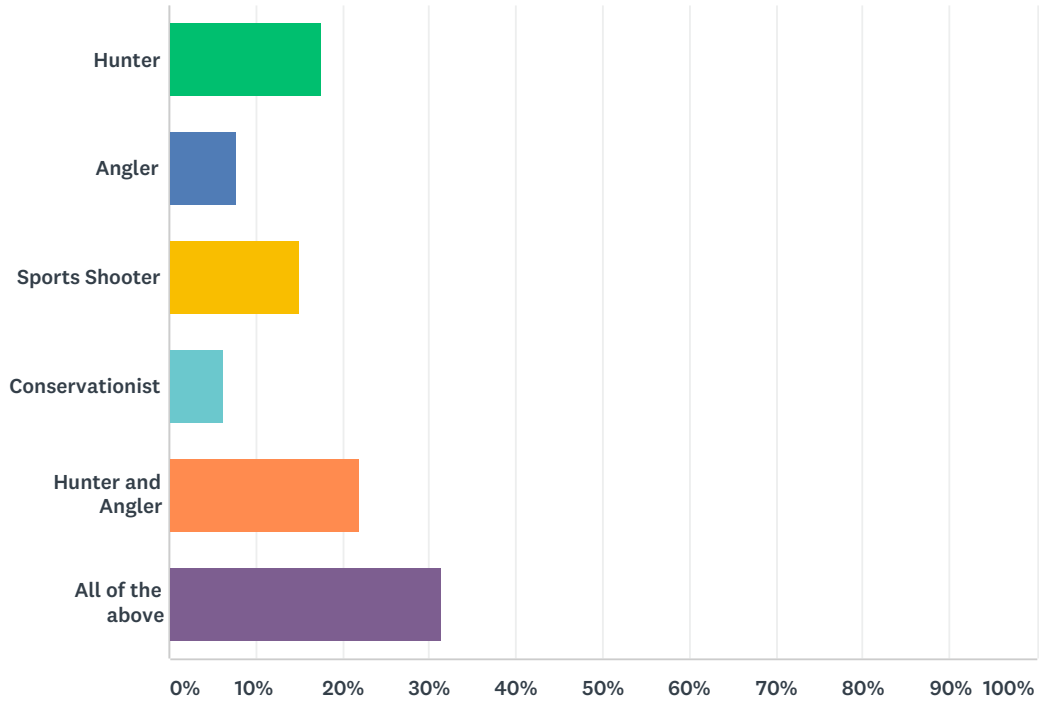
ANSWER CHOICES	RESPONSES	
Hunting	78.96%	1,764
Archery	29.23%	653
Rifle Shooting	77.44%	1,730
Skeet/Trap Shooting	31.69%	708
ATV Riding	48.70%	1,088

## Member Satisfaction Survey

Snowmobiling	12.26%	274
Hiking	65.76%	1,469
Horseback Riding	7.39%	165
Conservation Projects	15.44%	345
Fishing/Angling	79.41%	1,774
Bird/Wildlife Viewing	28.11%	628
Camping	76.10%	1,700
Other (please specify)	13.47%	301
Total Respondents: 2,234		

## Q5 Which of the following describes you most?

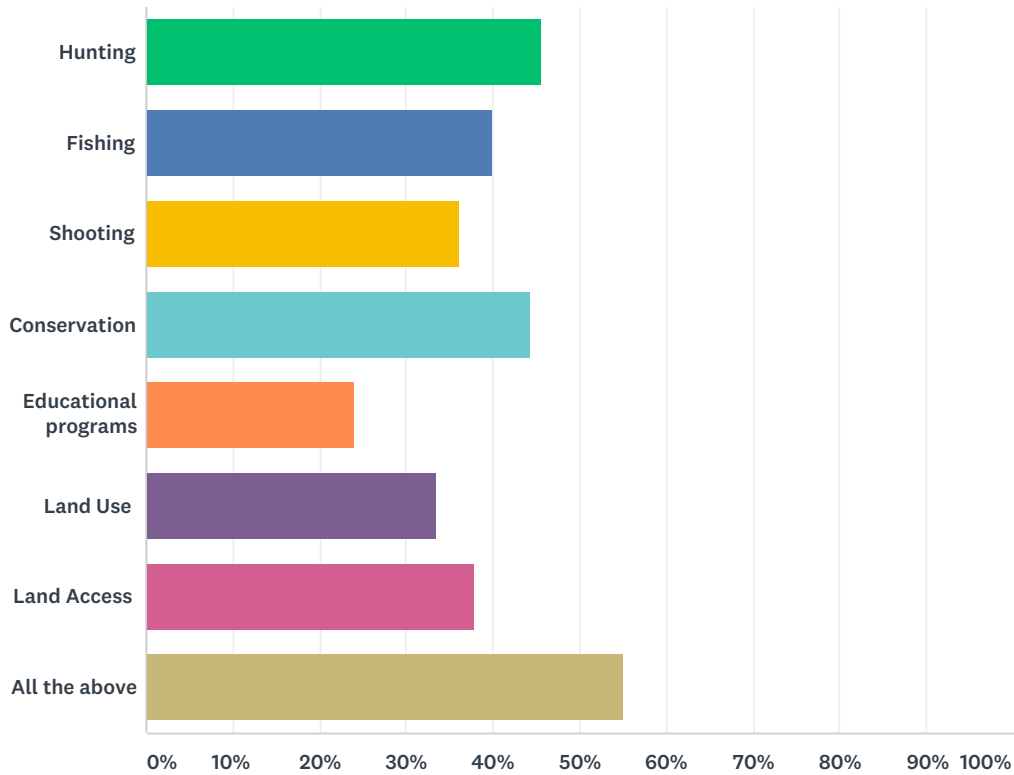
Answered: 2,221 Skipped: 18



ANSWER CHOICES	RESPONSES	
Hunter	17.60%	391
Angler	7.79%	173
Sports Shooter	15.13%	336
Conservationist	6.21%	138
Hunter and Angler	21.97%	488
All of the above	31.29%	695
<b>TOTAL</b>		<b>2,221</b>

Q6 Which of the following BCWF advocacy issues are most important to you? (Please choose all that apply to you).

Answered: 2,232 Skipped: 7

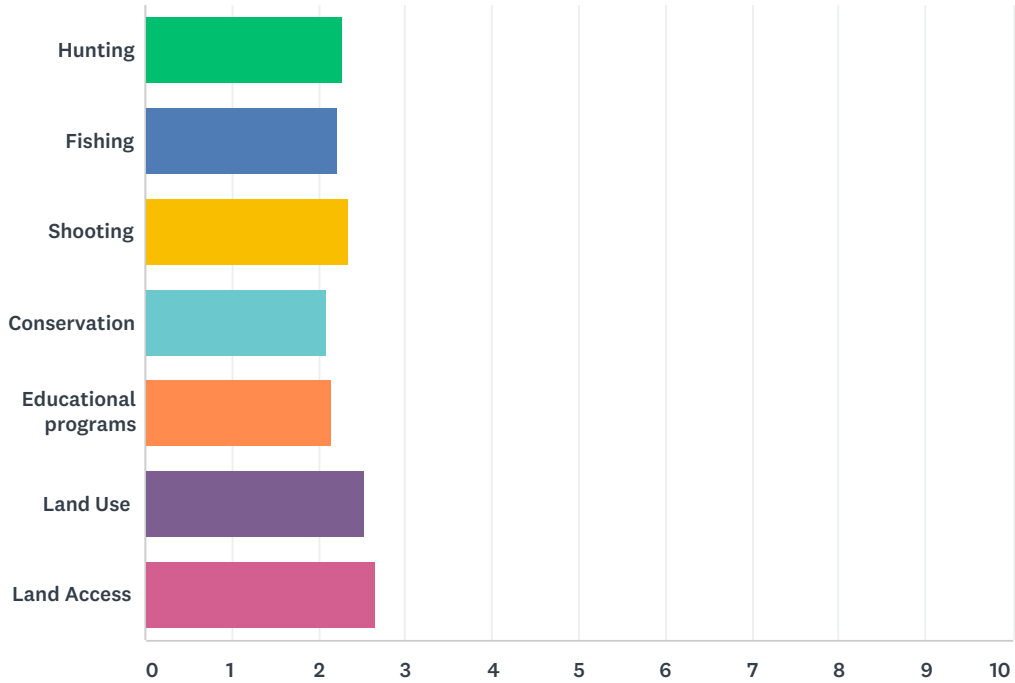


ANSWER CHOICES	RESPONSES	
Hunting	45.65%	1,019
Fishing	39.96%	892
Shooting	36.20%	808
Conservation	44.31%	989
Educational programs	23.97%	535
Land Use	33.42%	746
Land Access	37.81%	844
All the above	55.11%	1,230
Total Respondents: 2,232		



## Q7 How satisfied are you with BCWF advocacy efforts in the following areas:

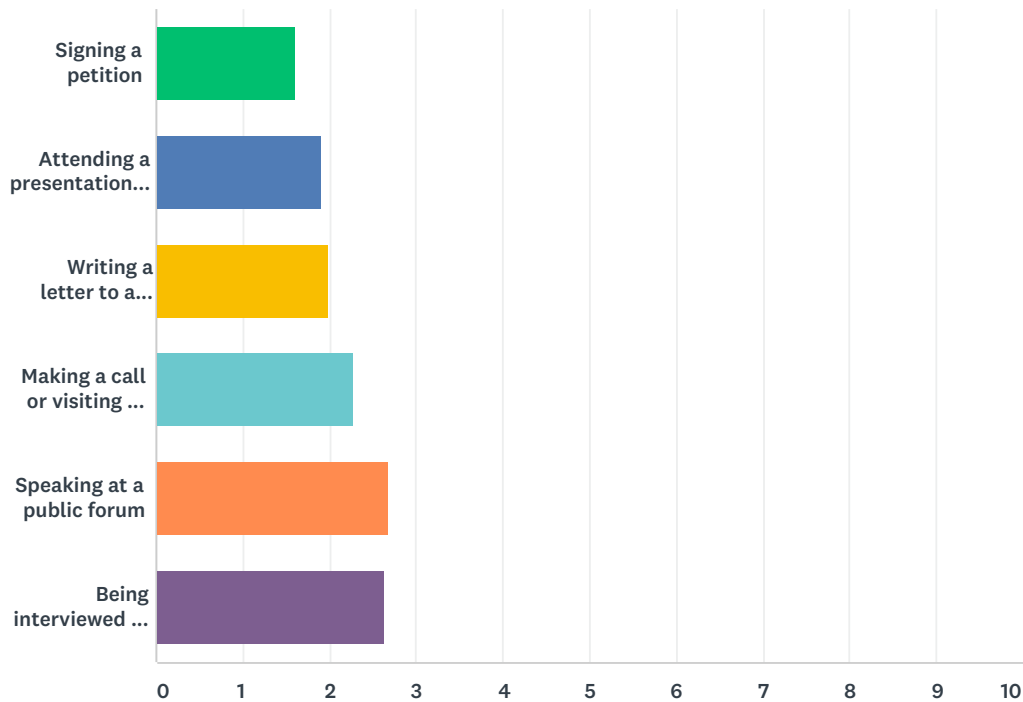
Answered: 2,185 Skipped: 54



	VERY SATISFIED	SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	DISSATISFIED	VERY DISSATISFIED	TOTAL	WEIGHTED AVERAGE
Hunting	18.29% 391	49.20% 1,052	21.94% 469	8.19% 175	2.39% 51	2,138	2.27
Fishing	18.57% 395	49.22% 1,047	25.11% 534	5.69% 121	1.41% 30	2,127	2.22
Shooting	15.10% 315	43.10% 899	34.56% 721	5.70% 119	1.53% 32	2,086	2.35
Conservation	23.20% 488	49.74% 1,046	21.83% 459	4.18% 88	1.05% 22	2,103	2.10
Educational programs	20.19% 418	47.44% 982	29.52% 611	2.22% 46	0.63% 13	2,070	2.16
Land Use	11.38% 236	37.75% 783	38.96% 808	9.50% 197	2.41% 50	2,074	2.54
Land Access	10.71% 222	34.89% 723	36.25% 751	13.95% 289	4.20% 87	2,072	2.66

## Q8 What is your level of interest in participating in BCWF advocacy campaigns?

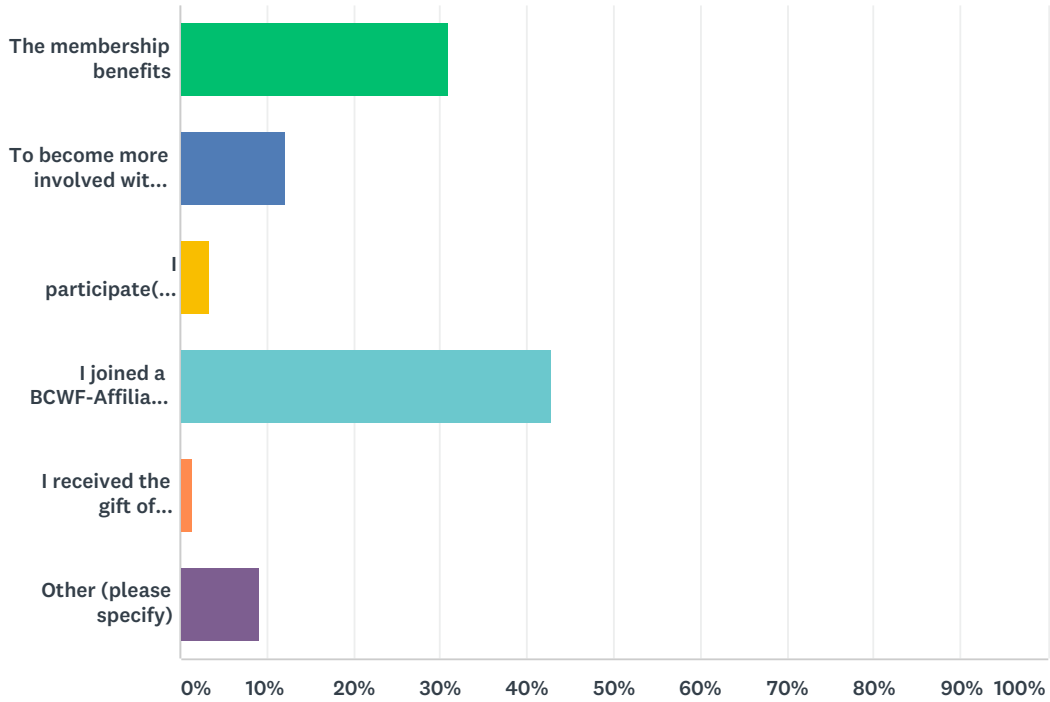
Answered: 2,216 Skipped: 23



	VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED	TOTAL	WEIGHTED AVERAGE
Signing a petition	49.17% 1,072	40.87% 891	9.95% 217	2,180	1.61
Attending a presentation/town hall	28.58% 602	52.99% 1,116	18.42% 388	2,106	1.90
Writing a letter to a Government Official (City Councillor, MP, MLA, etc)	25.86% 548	49.41% 1,047	24.73% 524	2,119	1.99
Making a call or visiting a Government Official (City Councillor, MP, MLA, etc)	14.82% 307	41.26% 855	43.92% 910	2,072	2.29
Speaking at a public forum	5.61% 115	21.17% 434	73.22% 1,501	2,050	2.68
Being interviewed by media	5.80% 119	24.65% 506	69.56% 1,428	2,053	2.64

## Q9 What motivates you to be a member with the BC Wildlife Federation?

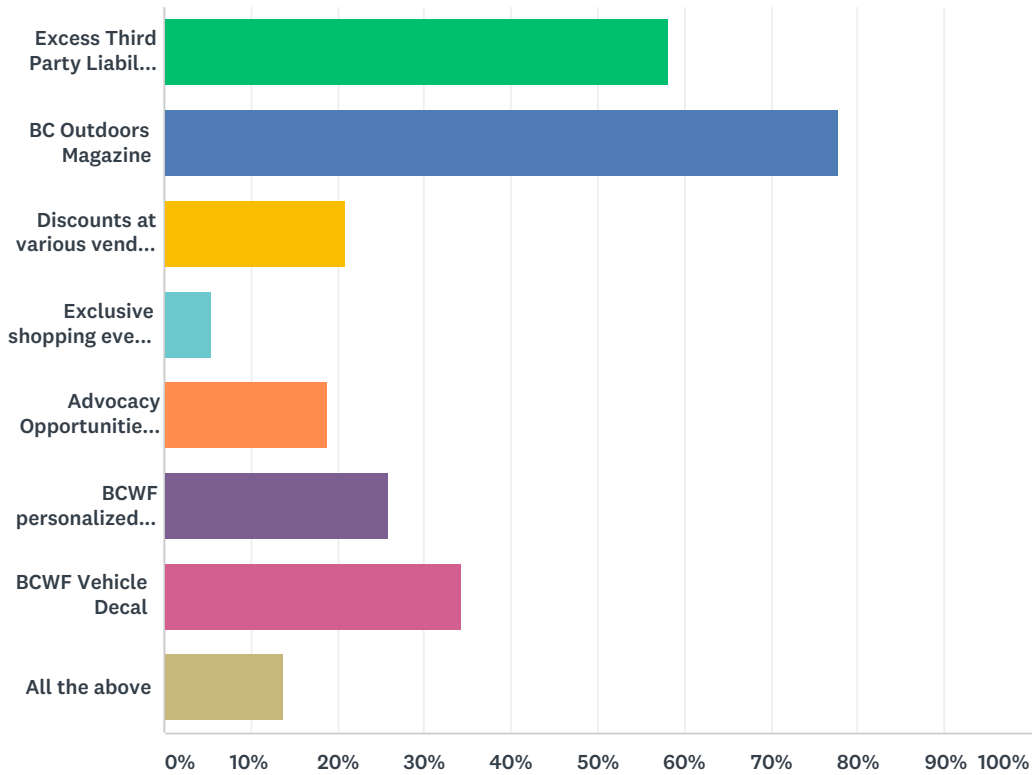
Answered: 2,219 Skipped: 20



ANSWER CHOICES	RESPONSES	
The membership benefits	31.00%	688
To become more involved with conservation projects	12.03%	267
I participate(d) in a BCWF program (i.e.: Outdoor Passport, BOW, Fishing Forever, etc)	3.29%	73
I joined a BCWF-Affiliated Club	42.90%	952
I received the gift of membership	1.49%	33
Other (please specify)	9.28%	206
<b>TOTAL</b>		<b>2,219</b>

### Q10 Which of the following BCWF membership benefits do you actively use?(Please choose all that apply to you).

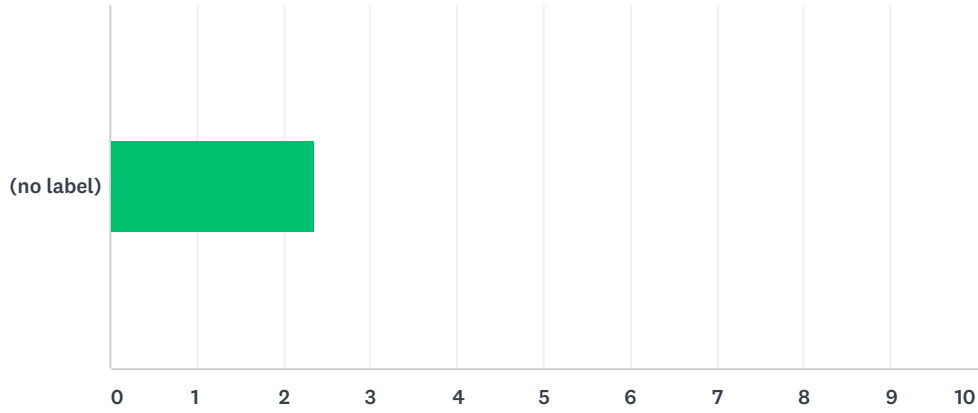
Answered: 2,172 Skipped: 67



ANSWER CHOICES	RESPONSES	
Excess Third Party Liability Insurance	58.20%	1,264
BC Outdoors Magazine	77.76%	1,689
Discounts at various vendors through BCWF Affinity Partners	20.86%	453
Exclusive shopping events for BCWF merchandise	5.52%	120
Advocacy Opportunities and Communications	18.78%	408
BCWF personalized Membership Card	25.87%	562
BCWF Vehicle Decal	34.25%	744
All the above	13.90%	302
Total Respondents: 2,172		

### Q11 Please rate your level of satisfaction with your BCWF membership

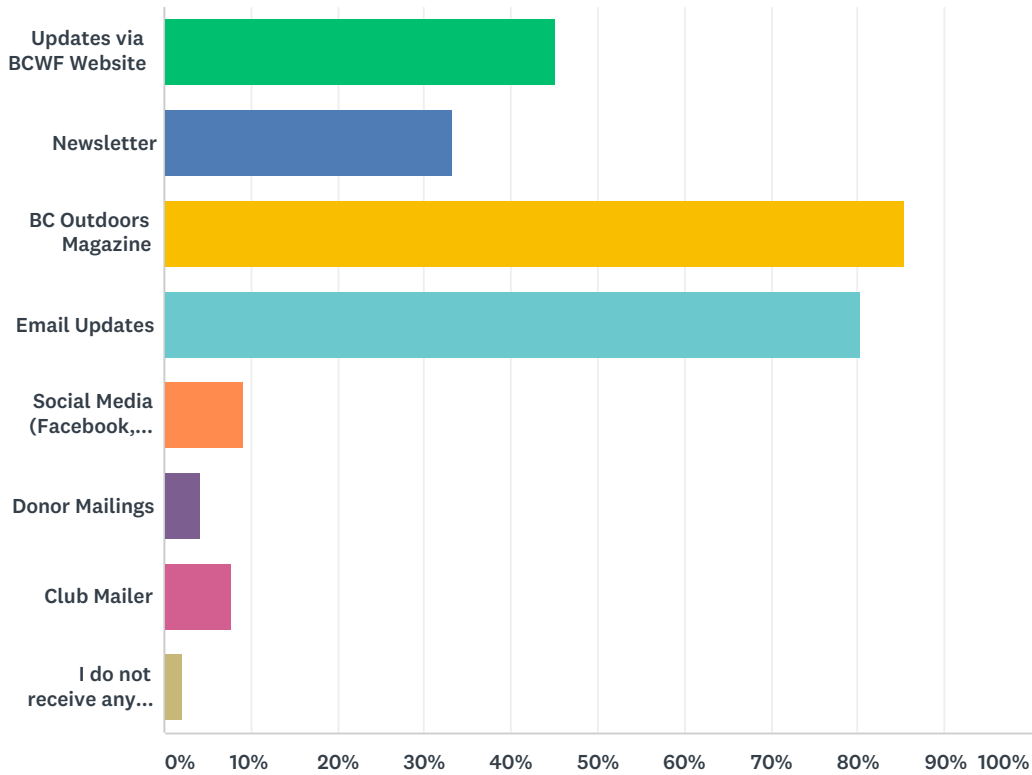
Answered: 2,229 Skipped: 10



	EXCELLENT	VERY GOOD	GOOD	POOR	VERY POOR	TOTAL	WEIGHTED AVERAGE
(no label)	15.25% 340	39.34% 877	39.66% 884	4.80% 107	0.94% 21	2,229	2.37

## Q12 Which BCWF Communications do you currently receive? (Please choose all that apply to you).

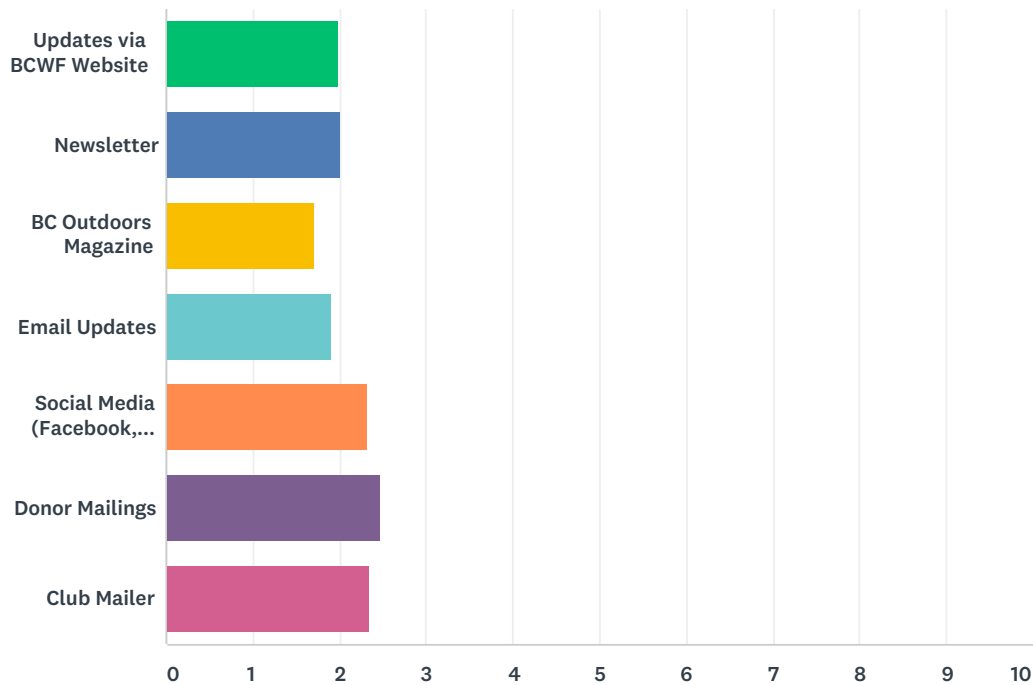
Answered: 2,239 Skipped: 0



ANSWER CHOICES	RESPONSES	
Updates via BCWF Website	45.11%	1,010
Newsletter	33.36%	747
BC Outdoors Magazine	85.31%	1,910
Email Updates	80.44%	1,801
Social Media (Facebook, Twitter, Instagram)	9.25%	207
Donor Mailings	4.29%	96
Club Mailer	7.64%	171
I do not receive any BCWF Communications	2.01%	45
Total Respondents: 2,239		

## Q13 How would you rate the quality of the following BCWF communications?

Answered: 2,239 Skipped: 0



	EXCELLENT	GOOD	FAIR	POOR	VERY POOR	N/A	TOTAL	WEIGHTED AVERAGE
Updates via BCWF Website	18.05% 370	47.95% 983	12.93% 265	1.07% 22	0.59% 12	19.41% 398	2,050	1.98
Newsletter	15.62% 298	46.80% 893	13.10% 250	0.73% 14	0.37% 7	23.38% 446	1,908	2.00
BC Outdoors Magazine	38.04% 830	48.44% 1,057	7.84% 171	1.01% 22	0.32% 7	4.35% 95	2,182	1.72
Email Updates	26.28% 553	54.23% 1,141	12.26% 258	1.95% 41	0.33% 7	4.94% 104	2,104	1.90
Social Media (Facebook, Twitter, Instagram)	5.23% 87	15.02% 250	9.62% 160	1.80% 30	0.78% 13	67.55% 1,124	1,664	2.32
Donor Mailings	3.10% 51	13.60% 224	10.38% 171	1.76% 29	1.09% 18	70.07% 1,154	1,647	2.47
Club Mailer	4.57% 76	17.93% 298	11.19% 186	1.74% 29	0.78% 13	63.78% 1,060	1,662	2.34

## Q14 What would make your BCWF membership experience better?

Answered: 1,286 Skipped: 953



**Q15 If you would like to provide additional feedback, please use the space below:**

Answered: 425 Skipped: 1,814