

NORTH CARIBOO multi-centre

Backgrounder

The Multi-Centre Telephone Survey was commissioned by the Communications Working Group on behalf of the Multi-Centre Task Force. Calling took place between Wednesday October 15 and Friday October 17, 2008, with the results received on October 21, 2008. The final sample size was 302 people covering a broad range of demographics, with the result taken from a 53/47, female/male gender split. The survey is accurate within plus or minus 5.5%, 19 times out of 20.

Question 1 – Have you been a resident of Quesnel for the past six months and are 18 years or older?
Simply an identifier to ensure an accurate survey – no statistics.

Question 2 – Are you aware of the proposed Multi-Centre being considered for construction in Quesnel?

	October 2008	December 2007	% point change
Yes	94%	84%	+10%
No	6%	16%	-10%

Question 3 – Do you support the construction of a new Multi-Centre being built in Quesnel?

Yes	46%	51%	-5%
No	31%	21%	+10%
Not Sure	22%	28%	-6%

Question 3a – Why do you not support the new Multi Centre? (Only for respondents who answered No to Question 3)

Note: There were opportunities for respondents to answer multiple times, so percentages do not add up to 100%.

Waste of Money/Pay enough taxes	54%	51%	+3%
Not needed	42%	26%	+16%
Should spend money elsewhere	13%	5%	+8%
Would not use it	12%	12%	N/C
Poor location	7%	17%	-10%

Question 3b - Why are you not sure if you support the new Multi-Centre? (Only for respondents who answered Not Sure to Question 3) Note: There were opportunities for respondents to answer multiple times, so percentages may not add up to 100%.

Need more information	57%	66%	-9%
Depends on costs	24%	22%	+2%

When you combine the answers of those who are either uncertain or not in favour of the project (53% of the total sample), the prevailing sentiments include:

Waste of money/pay enough taxes	31%	22%	+9%
Not needed	25%	13%	+12%
Need more information	24%	38%	-14%
Depends on costs	10%	13%	-3%

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Question 4 – Are you aware of the upcoming referendum regarding the proposed Multi-Centre

Yes	69%	49%	+20%
No	31%	50%	-19%
Don't know	0%	1%	-1%

Question 5 – If the referendum was held tomorrow, do you feel you have the adequate information about the proposed Multi-Centre to make an informed decision?

Yes	58%	32%	+26%
No	42%	68%	-26%

Question 5a – What information do you feel you need in order to make an informed decision? Only for those answering No to Question 5. Note: There were opportunities for respondents to answer multiple times, so all the percentages do not add up to 100%.

Cost to taxpayer	60%	56%	+4%
Total cost	40%	50%	+10%
How it will be used	21%	29%	-8%
Location	13%	39%	-26%
All info/general	8%	10%	-2%

Question 6 – How likely are you to vote in the upcoming Multi-Centre referendum being held in May 2008?

I will definitely vote	50%	43%	+7%
I will probably vote	33%	38%	-5%
I will probably not vote	13%	15%	-2%
I will definitely not vote	4%	4%	N/C

Question 7 – Would you support a tax increase of \$60 per \$100,000 of assessed residential value to borrow up to \$15 million for the construction of the proposed Multi-Centre? (Note, in December 2007 the question was asked as “One consideration for funding the proposed Multi-Centre is an average tax increase of \$100 per year added to residential property taxes. Given this cost, would you support the construction of the new Multi-Centre?”)

Yes	31%	43%	-12%
No	47%	34%	+13%
Not sure	21%	23%	-2%

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