

# Focus Group Summary and Findings

Environment and Economy Research

September 26, 2018

**Advice to Cabinet**



**STRATCOM**  
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# Methods

## Qualitative Focus Group Research

- Stratcom and McAllister Research conducted qualitative research on British Columbians' opinions towards a wide range of issues related to the environment, the economy and energy policies.
- The research was explorative and entailed broad discussions of: life in British Columbia; visions of positive and negative futures for BC; goals that should guide government decision making; policy approaches around the environment, the economy and energy policies; varying ways forward for government.
- While 24 focus groups can provide strategic guidance, data generated from these groups do not constitute a statistically reliable sample for projection onto the full population.



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# Schedule and Locations

Group #	Date, Time	Location	Additional Specs
1	Aug 7, 6pm	Vancouver	North of the Fraser
2	Aug 7, 8pm	Vancouver	North of the Fraser
3	Aug 8, 6pm	Vancouver	South of the Fraser
4	Aug 8, 8pm	Vancouver	South of the Fraser
5	Aug 9, 6pm	Kamloops	Under 40 yrs
6	Aug 9, 8pm	Kamloops	Kamloops and region
7	Aug 13, 6pm	Victoria	Under 40 yrs
8	Aug 13, 8pm	Victoria	Victoria and region
9	Aug 14, 6pm	Nanaimo	Nanaimo and region
10	Aug 14, 8pm	Nanaimo	Nanaimo and region
11	Aug 15, 6pm	Prince George	Prince George
12	Aug 15, 8pm	Prince George	Prince George



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# Schedule and Locations

Group #	Date, Time	Location	Additional Specs
13	Aug 16, 6pm	Online focus group	Northern BC, excluding Prince George
14	Aug 16, 6pm	Online focus group	Kootenays region
15	Aug 16, 8pm	Online focus group	Small towns throughout BC
16	Aug 16, 8pm	Online focus group	Concerned about Climate Change
17	Sept 12, 6pm	Vancouver	North of the Fraser
18	Sept 12, 8pm	Vancouver	South of the Fraser
19	Sept 13, 6pm	Kamloops	Kamloops and region
20	Sept 13, 8pm	Kamloops	Kamloops and region
21	Sept 18, 6pm	Vancouver	Punjabi speakers, GTA
22	Sept 18, 8pm	Vancouver	Punjabi speakers, GTA
23	Sept 19, 6pm	Vancouver	Mandarin speakers, GTA
24	Sept 19, 8pm	Vancouver	Mandarin speakers, GTA



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Page 05 to/à Page 98

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