

June 2008

Tsawwassen First Nation Member Survey



MUSTEL GROUP
MARKET RESEARCH





➤ Executive Overview

The following are highlights from the Tsawwassen First Nation Ratification Survey 2008:

- Market research was completed with 100 Tsawwassen First Nation members to better understand initial barriers to enrolment in the voting process, key reasons for members voting decisions and sources of influence on those decisions.
- Overall, almost 9-in-10 members enrolled to vote; more than half of those who did not enroll encountered problems with enrollment or did not receive enrollment information, one-third disagree with the whole process, while one-in-five disagree with the terms of the treaty.
- Of those enrolled a further 9-in-10 eventually cast a vote, and among those who did not vote (5 members in the survey), two were unable to return the enrollment forms in time, one member believed the voting process to be flawed, another member who was living off-reserve did not feel fully equipped with enough information to vote while the other member decided not to vote as they were not a band member at the time of the vote.
- In all, 83% of those participating in the survey say they voted “yes” to the final agreement, versus 8% voting “no”, with 10% who preferred not to disclose their voting decision.



➤ Executive Overview (cont'd)

- Those voting “yes” most commonly did so because they felt it was the best deal for the band or that it was time to get away from the control of the Department of Indian Affairs and be self-governing. Others also saw it as providing jobs and economic opportunities while securing a good land deal.
- Of the few who voted “no” most expressed concerns that the band was not yet ready for self-governing, needing more experience before managing land and money successfully. Others however felt it was simply a poor deal in which the band would ultimately lose in terms of land, status, entitlement and benefits.
- More than three-quarters of all members made use of the printed information they received regarding the final agreement before making their voting decision, while more than six-in-ten looked for guidance from family members. About half relied on information gathered from Community Meetings, with a further one-third learning from Family Meetings.
- Other notable sources of information include friends, other treaty or band members and the Annual General Meeting. Just 3% report using the web-site.

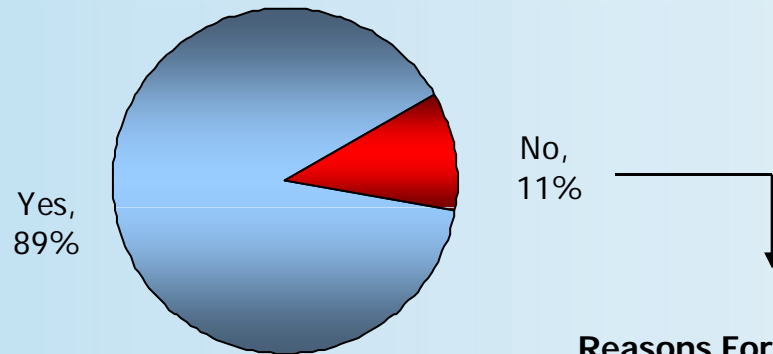


➤ Methodology

- As part of the BC Treaty Commission analysis of the Tsawwassen First Nation Final Agreement ratification vote that took place in July 2007, market research was conducted in an attempt to poll all Tsawwassen First Nation members.
- The primary objective of the research is to better understand the main reasons the Final Agreement was ratified, identifying barriers to enrolment in the voting process, key reasons for members voting decisions and sources of influence on those decisions.
- The member database provided contained 170 telephone contacts and 51 contacts with mailing addresses only. Those 51 members with a mailing address were delivered a paper copy of the survey, with a postage paid envelope included to return their opinions. A total of 100 (98 phone and 2 mail return surveys) were completed.
- Additional steps taken to encourage all members to respond to the survey include making up to 8 calls to contact each member and assuring members of confidentiality and privacy of their responses which are protected by federal legislation (PIPEDA).
- Margin of error on finite sample: +/-7.3% at 95% level of confidence;
- Interviewing was conducted June 4th to 17th, 2008.



➤ Enrolled to Vote on Tsawwassen Final Agreement



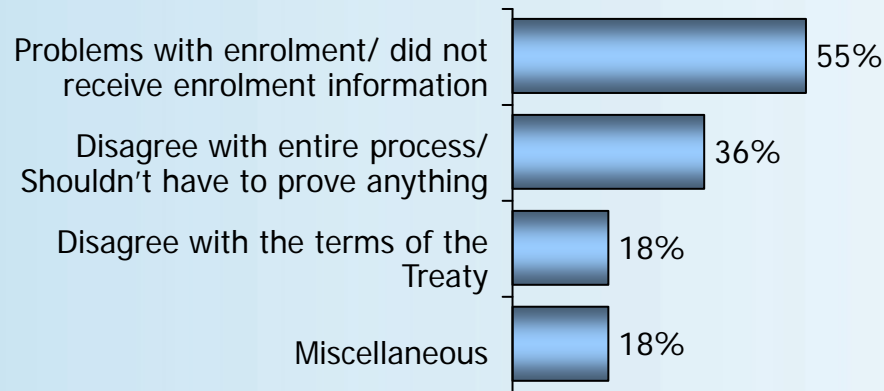
Base: Total (n=100)

Q.1) Did you enrol to vote on the Tsawwassen final agreement through the eligibility and enrolment process?

Q.2) Why did you choose not to enrol?

- Approximately 9-in-10 band members enrolled to vote on the Tsawwassen First Nation Final Agreement, through the eligibility and enrolment process.

Reasons For Choosing Not to Enrol



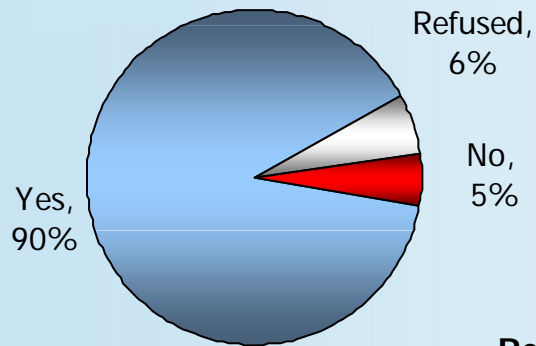
Base: Total did not enrol (n=11)*

* Interpret with caution, low base size.

- Of the 11% of members who did not enrol, most did not as they encountered problems with enrolment, or that they disagreed with the entire process.
- About 1-in-5 disagreed with the terms of the Treaty, while others chose to remain neutral or missed enrolment as they live or work outside of the area.



➤ Voted on Tsawwassen Final Agreement

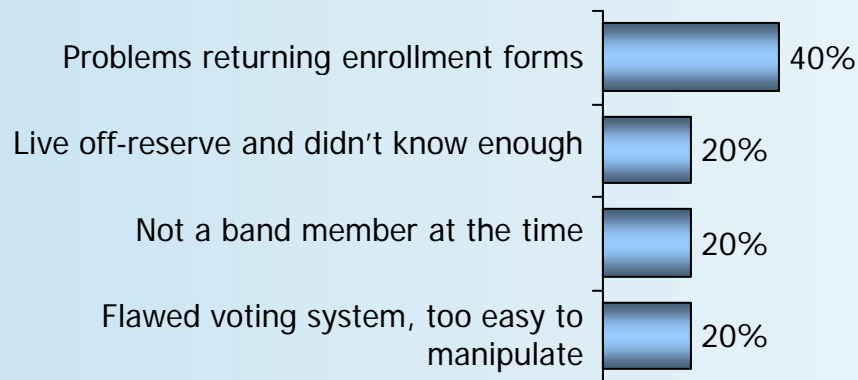


- Of those who had enrolled to vote, 9-in-10 actually did vote.

Base: Total enrolled (n=89)

Q.3) Did you vote on the Tsawwassen final agreement?
Q.4) Why did you choose not to vote?

Reasons For Choosing Not to Vote



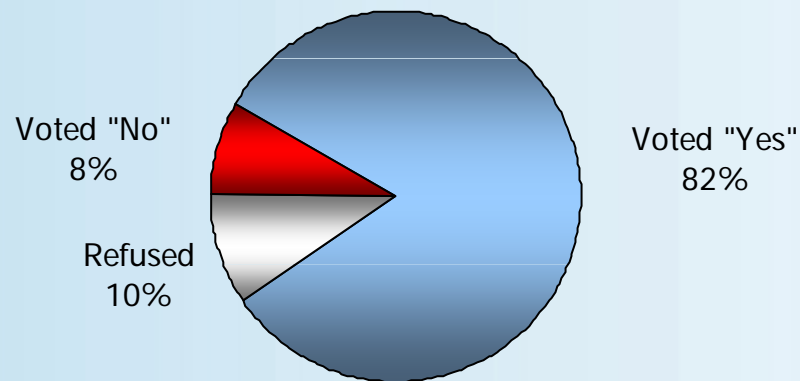
- Of the five members who did not vote, two were unable to return the enrollment forms in time, one felt ill-equipped with the necessary information to vote, another did not vote as they were not a band member at the time of the vote and one other who believes the voting system is flawed and too easily manipulated.

Base: Total did not vote (n=5)*

* Interpret with caution, low base size.



➤ Final Agreement Vote



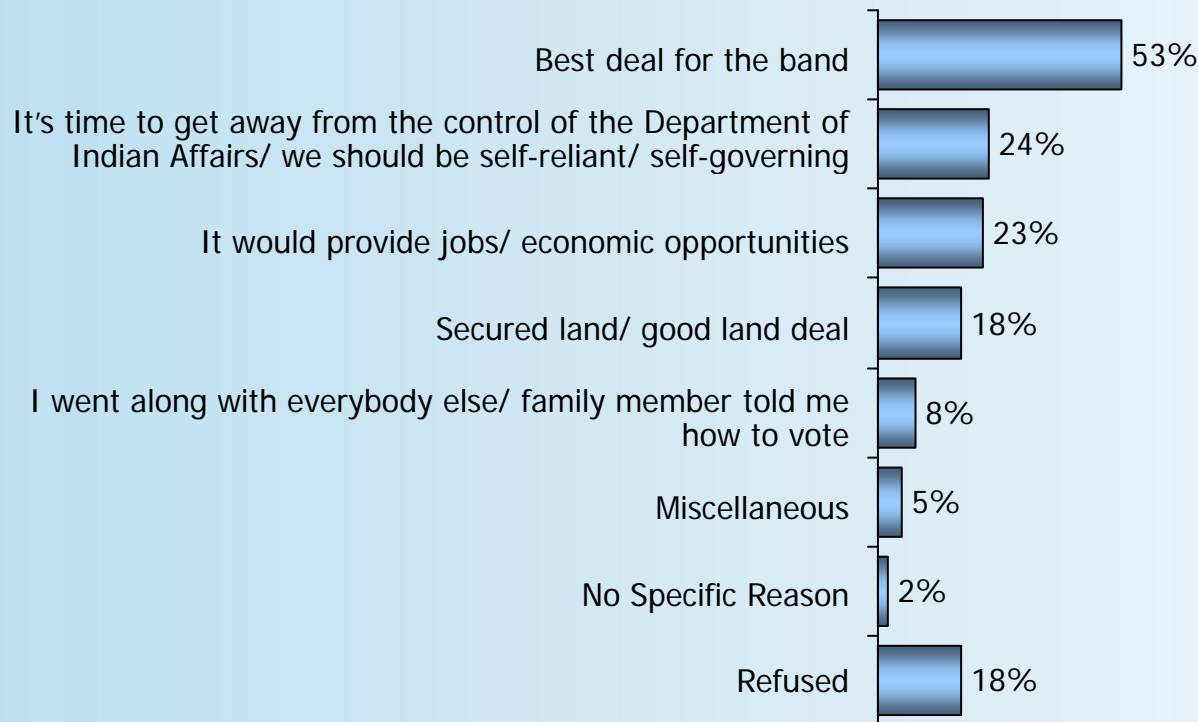
- Overall, more than eight-in-ten members say they voted "yes" to the final agreement, while less than one-in-ten voted against and a further 10% preferred not to disclose the direction of their vote.

Base: Total voted on the Tsawwassen final agreement (n=80)

Q.5a) Did you vote yes or no to the Tsawwassen final agreement?



➤ Reasons for Voting “Yes”



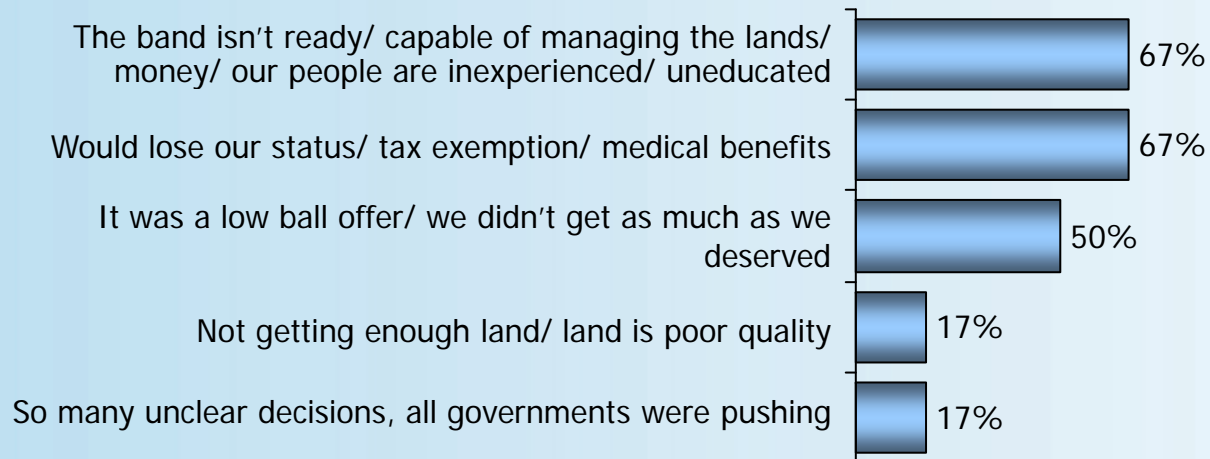
- Those voting “yes” most commonly did so because they felt it was the best deal for the band, that it was a good land deal, providing jobs and other economic opportunities.
- Many also felt that it was time, to leave the control of the Department of Indian Affairs and the opportunity for self-governing.

Base: Total voted yes (n=66)

Q.5b) Why did you choose to vote yes?



➤ Reasons for Voting “No”



*Base: Total voted no (n=6)**

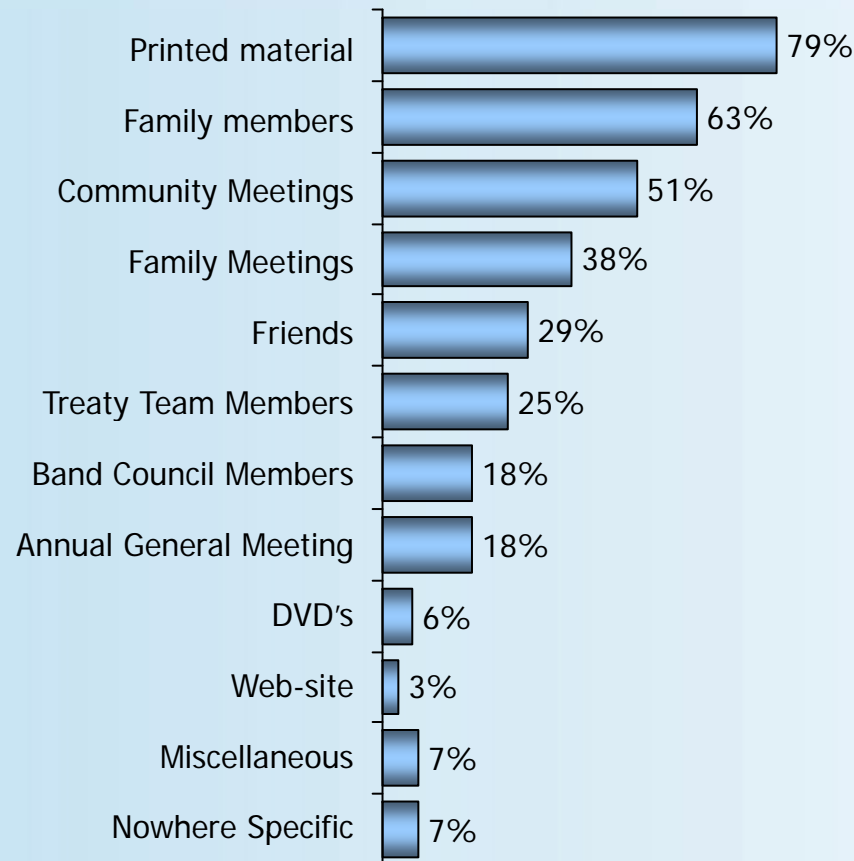
** Interpret with caution, low base size.*

Q.5b) Why did you choose to vote no?

- Of the six members who voted “no” four did so because they felt the band was not yet ready for self-governing, needing more experience before managing land and money successfully.
- Four also expressed concerns that they would lose their status, tax exemption and benefits.
- Three felt it was simply a poor deal, not offering enough overall.
- Finally one member thought it was a poor land deal and another felt things were not clear enough to make a decision, with pressure from all sides.



► Sources of Influence on Voting Decision



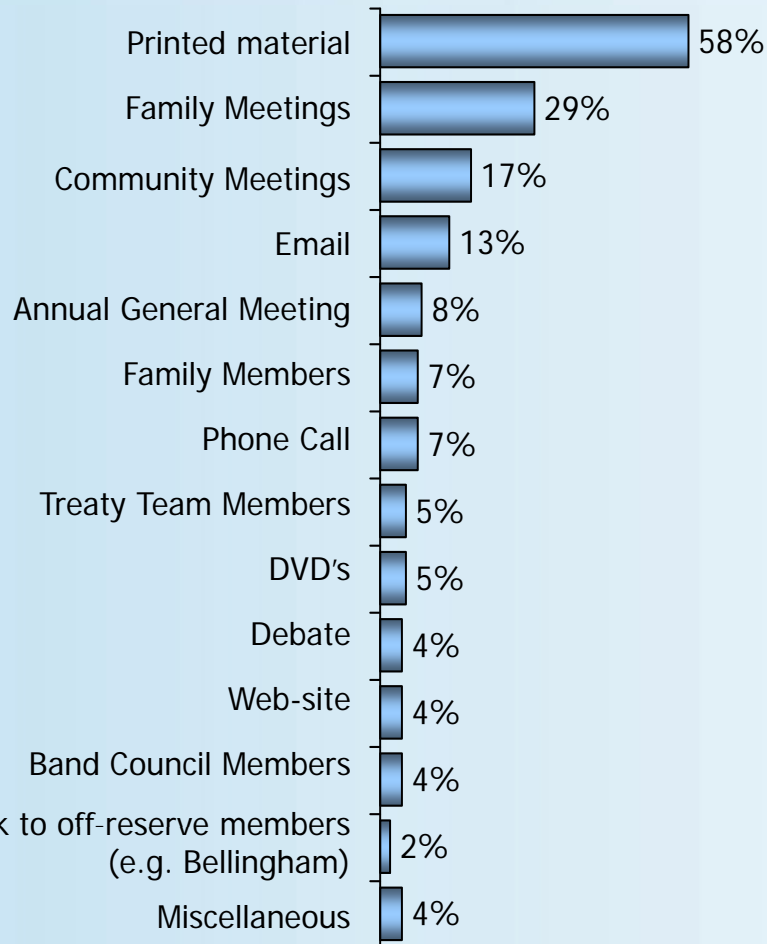
Base: Total (n=100)

Q.6a) Where did you get information that influenced your decision-making?

- Influence on members' voting decision came from various sources, with most members, about 8-in-10, who felt their voting decision was influenced by the printed information they received regarding the final agreement.
- More than 6-in-10 noted the influence of family members on their decision, with about half who found guidance from Community Meetings.
- More than one-third of members found they were influenced by Family Meetings, with about one-quarter who received input from friends or Treaty Team Members.
- About 1-in-5 were influenced by information from Band Council Members or the annual general meeting, while just 3% retrieved information from the website. **10**



➤ Preferred Source of Information on Treaty Implementation



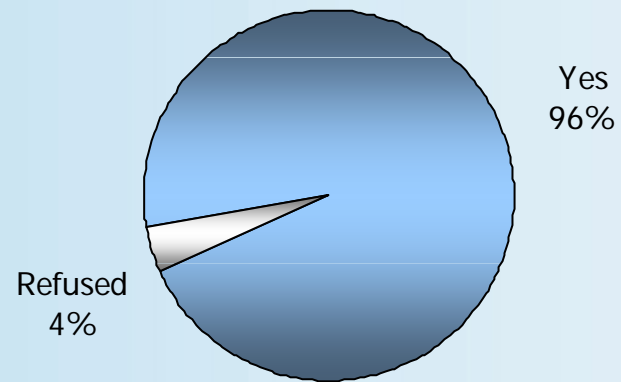
Base: Total (n=100)

Q.6b) What is your preferred way to receive information and learn about Treaty implementation?

- The majority of members, about 6-in-10, express a preference for receiving information regarding Treaty implementation via printed materials.
- The next most common method of communication, cited by less than one-third of members, is via Family Meetings, with less than 1-in-5 who prefer Community Meetings or email.
- Various other forms of communication are each expressed by less than 10% of members.



➤ Listed as a Band Member



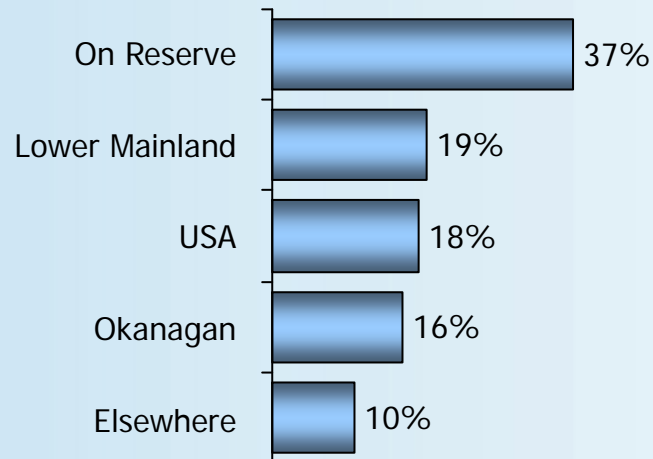
- Almost all participants report that they are currently listed as band members of the Tsawwassen First Nation, with just 4% who prefer not to answer.

Base: Total (n=100)

Q.7) Are you listed as a band member on the Tsawwassen First Nation Indian band list?



➤ Area of Residence



- While just over one-third of participants currently live on the reserve, 1-in-5 live in other parts of the Lower Mainland, a similar proportion live in the United States, 16% in the Okanagan and 10% live elsewhere.

Base: Total (n=100)

Q.8) And do you live...