

**1. When you think about the amount of trees Ontario loses every year due to various reasons including urbanization, infestation, fire and climate change, how serious do you think the problem is:**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	846	440	406	146	329	371	74	268	389	115
Weighted	846	406	440	236	336	274	86*	331	276	153
Very serious	341 40%	134 33%	207 47% A	90 38%	132 39%	119 43%	42 49% I	145 44% I	110 40% I	43 28%
Somewhat serious	394 47%	182 45%	213 48%	114 48%	156 46%	125 45%	36 42%	150 45%	128 46%	81 53%
Not very serious	95 11%	77 19% B	18 4%	27 11%	42 12%	27 10%	6 7%	32 10%	31 11%	27 17% G
Not at all serious	16 2%	13 3% B	2 1%	5 2%	7 2%	4 1%	1 1%	4 1%	7 3%	3 2%
Summary										
Top2Box (Very/ Somewhat serious)	735 87%	316 78%	419 95% A	204 87%	287 86%	244 89%	79 91%	295 89% I	238 86%	124 81%
Low2Box (Not very/ Not at all serious)	111 13%	91 22% B	20 5%	32 13%	49 14%	30 11%	7 9%	36 11%	38 14%	29 19% G

**2. When you think about the amount of trees Ontario has lost over the past decade due to various reasons including urbanization, infestation, fire and climate change, how much of a collective impact do you think this has had on Ontario's ecosystem/biosphere? Has it created a severe crisis, somewhat of a crisis, or really not a crisis at all for Ontario's ecosystem/biosphere?**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	846	440	406	146	329	371	74	268	389	115
Weighted	846	406	440	236	336	274	86*	331	276	153
A severe crisis	210 25%	83 20%	127 29% A	54 23%	92 27%	65 24%	21 24%	88 27%	73 26%	29 19%
Somewhat of a crisis	483 57%	220 54%	263 60%	147 62%	180 54%	157 57%	54 62%	184 56%	156 57%	90 58%
Really not a crisis at all	152 18%	103 25% B	49 11%	36 15%	65 19%	52 19%	12 14%	59 18%	47 17%	35 23%

**3. When the ecosystem/biosphere in Ontario loses trees - over 10,000 hectares of forested land has been lost in the past 10 years due to urbanization alone - efforts are made to renew the loss. But whereas a decade ago Ontario renewal was taking place by planting 20 million trees a year on rural, private lands in the province, in 2007 only 2 million trees were planted mainly due to lack of funding - particularly from non - government agencies. Given all of the many competing environmental issues confronting the province, how much of a priority should we put on increasing our collective efforts to plant more trees on rural and private lands in Ontario? Should it be a very high priority, a somewhat high priority, a somewhat low priority, not really a priority at all?**

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	846	440	406	146	329	371	74	268	389	115
Weighted	846	406	440	236	336	274	86*	331	276	153
Very high	306 36%	131 32%	175 40% A	66 28%	131 39% C	110 40% C	37 43%	124 38%	100 36%	45 30%
Somewhat high	432 51%	202 50%	230 52%	139 59% DE	162 48%	130 48%	43 50%	166 50%	144 52%	80 52%
Somewhat low	90 11%	59 15% B	31 7%	24 10%	36 11%	31 11%	6 6%	34 10%	27 10%	24 16%
Not really at all	17 2%	14 4% B	3 1%	7 3%	7 2%	3 1%	1 1%	7 2%	5 2%	4 2%
Summary										
Top2Box (Very/Somewhat high)	739 87%	333 82%	405 92% A	205 87%	293 87%	240 88%	80 93%	290 88%	243 88%	125 82%
Low2Box (Somewhat low/Not at all)	107 13%	73 18% B	34 8%	31 13%	43 13%	34 12%	6 7%	41 12%	32 12%	28 18%

4. Currently retail and service outlets across the province are charging consumers 5 cents for every plastic bag they take from the store. The money collected by the outlet can go to wherever the outlet decides: for example, Loblaws plans to give \$1 million a year over three years to the World Wildlife Fund - Canada. Metro Foods is donating \$2 million toward an environmental stewardship program in schools in Ontario and Quebec for the 2009/10 school year and Sobeys Ontario is funding grants of up to \$20,000 to support Earth Day Canada projects. Or they can just keep it. Given all the places an organization could donate its 5 cent bag fee if it wanted to (including social, health and environmental causes), how supportive would you be if an outlet decided to designate Trees Ontario - a not for profit organization that plants trees in Ontario on rural and private lands - as the recipient of its collected amount? Would you be very supportive, somewhat supportive, not really supportive or not at all supportive?

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		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	846	440	406	146	329	371	74	268	389	115
Weighted	846	406	440	236	336	274	86*	331	276	153
Very supportive	412 49%	193 47%	219 50%	108 46%	172 51%	132 48%	37 43%	154 47%	155 56% GI	65 43%
Somewhat supportive	356 42%	158 39%	197 45%	104 44%	135 40%	117 43%	46 53% H	147 45% H	99 36%	64 42%
Not really supportive	56 7%	36 9% B	19 4%	17 7%	19 6%	19 7%	3 4%	18 6%	15 6%	19 12% GH
Not at all supportive	23 3%	20 5% B	4 1%	6 3%	10 3%	7 2%	0 -	11 3%	7 2%	5 4%
Summary										
Top2Box (Very/ Somewhat supportive)	767 91%	351 86%	417 95% A	212 90%	306 91%	249 91%	83 96% I	302 91%	253 92% I	129 84%
Low2Box (Not really/ Not at all supportive)	79 9%	56 14% B	23 5%	24 10%	29 9%	25 9%	3 4%	29 9%	22 8%	24 16% FH

5. If you heard that an organization was contributing to Trees Ontario - a not for profit organization that is dedicated to planting trees in Ontario on rural and private lands for the benefit of the eco system/biosphere - how would it affect your view of their reputation and contribution to the community?

**Would it make you more likely, less likely or neither more nor less likely to think better of them?**

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		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
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Base: All respondents	846	440	406	146	329	371	74	268	389	115
Weighted	846	406	440	236	336	274	86*	331	276	153
More likely	595 70%	285 70%	310 71%	160 68%	230 68%	205 75%	56 65%	231 70%	202 73%	107 70%
Less likely	36 4%	17 4%	19 4%	15 6%	13 4%	9 3%	6 7%	16 5%	11 4%	3 2%
Neither more nor less	214 25%	104 26%	111 25%	61 26%	93 28%	60 22%	24 28%	84 25%	64 23%	43 28%