

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/J Overlap formulae used. * small base

	Total	REGION					HOUSEHOLD INCOME			HOUSEHOLD	
		GTA	Central	Eastern	Southwest	North	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J
Base: All respondents	846	287	220	137	137	64	171	244	431	200	646
Weighted	846	298	214	132	137	64*	180	245	421	226	620
Very serious	341 40%	117 39% C	86 40% C	36 27%	76 55% ABC	26 41%	106 59% H	122 50% H	113 27%	87 39%	254 41%
Somewhat serious	394 47%	146 49% D	100 47%	71 54% D	50 37%	26 40%	61 34%	91 37%	242 58% FG	109 48%	285 46%
Not very serious	95 11%	33 11%	24 11%	20 15% D	9 7%	9 14%	8 5%	30 12% F	57 14% F	28 12%	67 11%
Not at all serious	16 2%	2 1%	3 1%	5 4% A	2 2%	3 5% A	4 2%	3 1%	9 2%	2 1%	14 2%
Summary											
Top2Box (Very/ Somewhat serious)	735 87%	263 88%	186 87%	107 81%	126 92% CE	52 81%	168 93% H	212 87%	355 84%	196 87%	539 87%
Low2Box (Not very/ Not at all serious)	111 13%	35 12%	27 13%	25 19% D	11 8%	12 19% D	13 7%	32 13%	66 16% F	30 13%	81 13%

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?

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	Total	REGION					HOUSEHOLD INCOME			HOUSEHOLD	
		GTA	Central	Eastern	Southwest	North	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J
Base: All respondents	846	287	220	137	137	64	171	244	431	200	646
Weighted	846	298	214	132	137	64*	180	245	421	226	620
A severe crisis	210 25%	83 28% C	46 21%	21 16%	43 32% BC	17 27%	63 35% H	76 31% H	71 17%	55 24%	155 25%
Somewhat of a crisis	483 57%	167 56%	131 62%	76 58%	75 55%	33 51%	101 56%	125 51%	258 61% G	135 59%	349 56%
Really not a crisis at all	152 18%	48 16%	36 17%	35 26% AD	19 14%	14 22%	17 9%	44 18% F	92 22% F	37 16%	115 19%

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

	Total	REGION					HOUSEHOLD INCOME			HOUSEHOLD	
		GTA	Central	Eastern	Southwest	North	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J
Base: All respondents	846	287	220	137	137	64	171	244	431	200	646
Weighted	846	298	214	132	137	64*	180	245	421	226	620
Very high	306 36%	106 36%	75 35%	39 30%	61 44% C	25 39%	90 50% H	98 40% H	118 28%	68 30%	238 38% I
Somewhat high	432 51%	157 53%	110 51%	70 53%	63 46%	32 49%	74 41%	116 47%	242 57% FG	134 59% J	298 48%
Somewhat low	90 11%	33 11%	25 12%	16 12%	11 8%	5 8%	12 7%	28 12%	50 12%	22 10%	68 11%
Not really at all	17 2%	2 1%	4 2%	6 5% A	3 2%	2 3%	4 2%	2 1%	11 3%	2 1%	15 2%
Summary											
Top2Box (Very/Somewhat high)	739 87%	263 88%	185 86%	109 83%	123 90%	57 89%	164 91%	214 87%	360 86%	202 89%	536 87%
Low2Box (Somewhat low/Not at all)	107 13%	35 12%	29 14%	23 17%	14 10%	7 11%	16 9%	31 13%	61 14%	24 11%	83 13%

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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	Total	REGION					HOUSEHOLD INCOME			HOUSEHOLD	
		GTA	Central	Eastern	Southwest	North	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J
Base: All respondents	846	287	220	137	137	64	171	244	431	200	646
Weighted	846	298	214	132	137	64*	180	245	421	226	620
Very supportive	412 49%	145 49%	90 42%	54 41%	80 58% BC	42 65% ABC	105 58% H	121 49%	186 44%	109 48%	303 49%
Somewhat supportive	356 42%	125 42%	98 46% E	65 50% DE	48 35%	19 30%	69 38%	105 43%	182 43%	98 43%	258 42%
Not really supportive	56 7%	21 7%	21 10% D	7 6%	4 3%	2 4%	4 2%	14 6%	38 9% F	15 7%	41 7%
Not at all supportive	23 3%	7 2%	4 2%	5 4%	6 4%	1 2%	3 1%	5 2%	15 4%	4 2%	19 3%
Summary											
Top2Box (Very/ Somewhat supportive)	767 91%	270 91%	188 88%	119 90%	127 93%	61 94%	174 96% H	225 92%	368 87%	207 91%	560 90%
Low2Box (Not really/ Not at all supportive)	79 9%	28 9%	25 12%	13 10%	10 7%	4 6%	6 4%	19 8%	53 13% F	19 9%	59 10%

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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		REGION					HOUSEHOLD INCOME			HOUSEHOLD	
	Total	GTA	Central	Eastern	Southwest	North	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
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Base: All respondents	846	287	220	137	137	64	171	244	431	200	646
Weighted	846	298	214	132	137	64*	180	245	421	226	620
More likely	595 70%	211 71%	148 69%	88 66%	102 75%	46 71%	135 75%	164 67%	296 70%	156 69%	440 71%
Less likely	36 4%	15 5%	4 2%	11 9% BD	3 2%	4 6%	10 6%	9 4%	17 4%	11 5%	25 4%
Neither more nor less	214 25%	72 24%	62 29%	33 25%	32 24%	15 24%	35 20%	71 29% F	108 26%	59 26%	155 25%