

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

Proportions/Means: Columns Tested (5% risk level) - A/B Overlap formulae used. * small base

		REGION	
	Total	Rest of Ontario	North
		A	B
Base: All respondents	846	782	64
Weighted	846	782	64*
Very serious	341 40%	314 40%	26 41%
Somewhat serious	394 47%	368 47%	26 40%
Not very serious	95 11%	86 11%	9 14%
Not at all serious	16 2%	13 2%	3 5%
Summary			
Top2Box (Very/ Somewhat serious)	735 87%	683 87%	52 81%
Low2Box (Not very/ Not at all serious)	111 13%	99 13%	12 19%

2. When you think about the amount of trees Ontario has lost over the past decade due to various reasons including urbanization, infestation, fire, logging 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 Overlap formulae used. * small base

		REGION	
	Total	Rest of Ontario	North
		A	B
Base: All respondents	846	782	64
Weighted	846	782	64*
A severe crisis	210 25%	193 25%	17 27%
Somewhat of a crisis	483 57%	451 58%	33 51%
Really not a crisis at all	152 18%	138 18%	14 22%

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 Overlap formulae used. * small base

		REGION	
	Total	Rest of Ontario	North
		A	B
Base: All respondents	846	782	64
Weighted	846	782	64*
Very high	306 36%	281 36%	25 39%
Somewhat high	433 51%	401 51%	32 49%
Somewhat low	90 11%	85 11%	5 8%
Not really at all	17 2%	15 2%	2 3%
Summary			
Top2Box (Very/Somewhat high)	739 87%	682 87%	57 89%
Low2Box (Somewhat low/Not at all)	107 13%	100 13%	7 11%

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?

Proportions/Mean: Columns Tested (5% risk level) - A/B Overlap formulae used. * small base

	Total	REGION	
		Rest of Ontario	North
		A	B
Base: All respondents	846	782	64
Weighted	846	782	64*
Very supportive	412 49%	370 47%	42 65% A
Somewhat supportive	356 42%	337 43%	19 30%
Not really supportive	56 7%	53 7%	2 4%
Not at all supportive	23 3%	22 3%	1 2%
Summary			
Top2Box (Very/ Somewhat supportive)	767 91%	707 90%	61 94%
Low2Box (Not really/ Not at all supportive)	79 9%	75 10%	4 6%

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?

Proportions/Mean: Columns Tested (5% risk level) - A/B Overlap formulae used. * small base

		REGION	
	Total	Rest of Ontario	North
		A	B
Base: All respondents	846	782	64
Weighted	846	782	64*
More likely	595 70%	549 70%	45 71%
Less likely	36 4%	33 4%	4 6%
Neither more nor less	215 25%	199 26%	15 24%