



Canadian Online Omni August 2 - August 8, 2011

Ontario Quarries Study 3

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3	2_2. [Are highly regulated and inspected regularly] Based on what you know, please indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with the following statements about quarries in Ontario:
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8	2_7. [Is a business that I do not support because they are often reckless and irresponsible] Based on what you know, please indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with the following statements about quarries in Ontario:
9	2. [Top2Box (Agree) Summary] Based on what you know, please indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with the following statements about quarries in Ontario:
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11	3. Do you think a certifying program like this is a very good, somewhat good, somewhat bad or very bad idea?
12	4. If you knew a quarry/aggregate site was 'certified' would you be much more likely, somewhat more likely or have no impact on your position to support one in your municipality or region?
13	5. Knowing this too, do you think a certificate program like this is a very good, somewhat good, somewhat bad or very bad idea?
14	6. And, would you be very much more likely, somewhat more likely or have no impact on your position to support one in your municipality or region?

1. Sand, stone and gravel that are essential to build the infrastructure we need - like roads and public buildings are mined from quarries and referred to as 'aggregates'. Is there a quarry in your municipality or region where you live or have property like a cottage?

		IS A BUSINESS THAT I DO NOT SUPPORT BECAUSE THEY ARE OFTEN		Q4			Q6		
		Agree	Disagree	Much more likely to support	Somewhat more likely to support	Has no impact	Much more likely to support	Somewhat more likely to support	Has no impact
	Total	A	B	C	D	E	F	G	H
Base: All respondents	855	303	552	212	368	275	173	381	301
Weighted	855	316	539	192*	333	331	152*	376	326
Yes	310	91	218	84	112	114	62	136	112
	36%	29%	40%	44%	34%	34%	41%	36%	34%
No		A							
	278	114	164	71	107	100	60	108	110
	33%	36%	31%	37%	32%	30%	40%	29%	34%
Don't know									
	267	111	156	37	114	117	30	133	104
	31%	35%	29%	19%	34%	35%	19%	35%	32%
					C	C		F	

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

2_1. [Are well managed by the companies that run them] Based on what you know, please indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with the following statements about quarries in Ontario:

		IS A BUSINESS THAT I DO NOT SUPPORT BECAUSE THEY ARE OFTEN		Q4			Q6		
	Total	Agree	Disagree	Much more likely to support	Somewhat more likely to support	Has no impact	Much more likely to support	Somewhat more likely to support	Has no impact
		A	B	C	D	E	F	G	H
Base: All respondents	855	303	552	212	368	275	173	381	301
Weighted	855	316	539	192*	333	331	152*	376	326
Are well managed by the companies that run them									
Very much agree	95	22	73	40	36	19	40	34	21
	11%	7%	13%	21%	11%	6%	26%	9%	6%
				DE			GH		
Somewhat agree	522	167	355	100	195	228	71	233	218
	61%	53%	66%	52%	58%	69%	47%	62%	67%
			A			C		F	F
Somewhat disagree	194	107	88	47	85	62	37	91	67
	23%	34%	16%	25%	26%	19%	24%	24%	21%
		B							
Very much disagree	43	19	24	5	17	21	4	18	20
	5%	6%	4%	3%	5%	6%	3%	5%	6%
Summary									
Top2Box (Agree)	617	190	428	139	230	248	111	267	239
	72%	60%	79%	73%	69%	75%	73%	71%	73%
			A						
Low2Box (Disagree)	238	126	111	52	102	83	41	109	87
	28%	40%	21%	27%	31%	25%	27%	29%	27%
		B							

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

2_2. [Are highly regulated and inspected regularly] Based on what you know, please indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with the following statements about quarries in Ontario:

		IS A BUSINESS THAT I DO NOT SUPPORT BECAUSE THEY ARE OFTEN		Q4			Q6		
	Total	Agree	Disagree	Much more likely to support	Somewhat more likely to support	Has no impact	Much more likely to support	Somewhat more likely to support	Has no impact
		A	B	C	D	E	F	G	H
Base: All respondents	855	303	552	212	368	275	173	381	301
Weighted	855	316	539	192*	333	331	152*	376	326
Are highly regulated and inspected regularly									
Very much agree	106	29	77	44	36	26	37	40	29
	12%	9%	14%	23%	11%	8%	24%	11%	9%
				DE			GH		
Somewhat agree	496	178	318	79	191	226	68	220	209
	58%	56%	59%	41%	57%	68%	44%	58%	64%
					C	C		F	F
Somewhat disagree	210	91	118	62	94	54	44	100	66
	25%	29%	22%	32%	28%	16%	29%	27%	20%
				E	E				
Very much disagree	43	17	26	7	11	25	4	17	23
	5%	5%	5%	3%	3%	8%	2%	4%	7%
Summary									
Top2Box (Agree)	602	207	395	123	227	252	105	260	238
	70%	66%	73%	64%	68%	76%	69%	69%	73%
Low2Box (Disagree)	253	109	144	68	105	79	48	116	88
	30%	34%	27%	36%	32%	24%	31%	31%	27%

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

2_3. [Are careful of their impact on the surrounding community where people live] Based on what you know, please indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with the following statements about quarries in Ontario:

		IS A BUSINESS THAT I DO NOT SUPPORT BECAUSE THEY ARE OFTEN		Q4			Q6		
	Total	Agree	Disagree	Much more likely to support	Somewhat more likely to support	Has no impact	Much more likely to support	Somewhat more likely to support	Has no impact
		A	B	C	D	E	F	G	H
Base: All respondents	855	303	552	212	368	275	173	381	301
Weighted	855	316	539	192*	333	331	152*	376	326
Are careful of their impact on the surrounding community where people live									
Very much agree	104	31	74	44	43	17	43	44	18
	12%	10%	14%	23%	13%	5%	28%	12%	5%
				DE	E		GH		
Somewhat agree	457	155	302	83	177	197	62	206	189
	53%	49%	56%	43%	53%	60%	40%	55%	58%
						C		F	F
Somewhat disagree	236	96	140	59	92	85	44	105	88
	28%	30%	26%	31%	28%	26%	29%	28%	27%
Very much disagree	58	34	23	5	21	31	4	22	32
	7%	11%	4%	3%	6%	9%	3%	6%	10%
		B							
Summary									
Top2Box (Agree)	561	186	375	127	220	214	104	250	207
	66%	59%	70%	66%	66%	65%	69%	66%	63%
			A						
Low2Box (Disagree)	294	130	164	65	113	116	48	126	120
	34%	41%	30%	34%	34%	35%	31%	34%	37%
		B							

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

2_4. [Make sure the impact on the landscape is environmentally safe and sound] Based on what you know, please indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with the following statements about quarries in Ontario:

		IS A BUSINESS THAT I DO NOT SUPPORT BECAUSE THEY ARE OFTEN		Q4			Q6		
	Total	Agree	Disagree	Much more likely to support	Somewhat more likely to support	Has no impact	Much more likely to support	Somewhat more likely to support	Has no impact
		A	B	C	D	E	F	G	H
Base: All respondents	855	303	552	212	368	275	173	381	301
Weighted	855	316	539	192*	333	331	152*	376	326
Make sure the impact on the landscape is environmentally safe and sound									
Very much agree	151	39	112	52	69	30	48	75	28
	18%	12%	21%	27%	21%	9%	31%	20%	9%
Somewhat agree		A	E	E		H	H		
	439	166	273	82	160	197	59	195	185
Somewhat disagree	51%	53%	51%	43%	48%	59%	39%	52%	57%
						C			F
Very much disagree	214	79	135	52	83	79	35	92	87
	25%	25%	25%	27%	25%	24%	23%	24%	27%
Summary	51	32	19	5	21	25	11	15	25
	6%	10%	4%	3%	6%	8%	7%	4%	8%
Top2Box (Agree)		B							
	590	205	385	134	229	227	106	270	214
Low2Box (Disagree)	69%	65%	71%	70%	69%	69%	70%	72%	65%
	265	111	154	57	104	104	46	106	113
	31%	35%	29%	30%	31%	31%	30%	28%	35%

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

2_5. [Create too much noise, truck traffic and damage to the community where they reside] Based on what you know, please indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with the following statements about quarries in Ontario:

		IS A BUSINESS THAT I DO NOT SUPPORT BECAUSE THEY ARE OFTEN		Q4			Q6		
	Total	Agree	Disagree	Much more likely to support	Somewhat more likely to support	Has no impact	Much more likely to support	Somewhat more likely to support	Has no impact
		A	B	C	D	E	F	G	H
Base: All respondents	855	303	552	212	368	275	173	381	301
Weighted	855	316	539	192*	333	331	152*	376	326
Create too much noise, truck traffic and damage to the community where they reside									
Very much agree	113	67	46	26	41	46	23	41	49
	13%	21%	9%	14%	12%	14%	15%	11%	15%
		B							
Somewhat agree	441	212	229	88	209	145	68	237	137
	52%	67%	42%	46%	63%	44%	44%	63%	42%
		B			CE			FH	
Somewhat disagree	260	35	225	67	72	120	53	85	122
	30%	11%	42%	35%	22%	36%	35%	23%	37%
			A	D		D			G
Very much disagree	41	2	39	11	10	20	9	13	19
	5%	1%	7%	6%	3%	6%	6%	3%	6%
			A						
Summary									
Top2Box (Agree)	555	279	275	114	250	191	91	279	186
	65%	88%	51%	59%	75%	58%	59%	74%	57%
		B			CE			FH	
Low2Box (Disagree)	300	37	264	78	83	140	62	98	141
	35%	12%	49%	41%	25%	42%	41%	26%	43%
			A	D		D	G		G

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

2_6. [Are good job and revenue generators for the local communities that host them] Based on what you know, please indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with the following statements about quarries in Ontario:

		IS A BUSINESS THAT I DO NOT SUPPORT BECAUSE THEY ARE OFTEN		Q4			Q6		
	Total	Agree	Disagree	Much more likely to support	Somewhat more likely to support	Has no impact	Much more likely to support	Somewhat more likely to support	Has no impact
		A	B	C	D	E	F	G	H
Base: All respondents	855	303	552	212	368	275	173	381	301
Weighted	855	316	539	192*	333	331	152*	376	326
Are good job and revenue generators for the local communities that host them									
Very much agree	142	29	113	54	50	38	49	56	37
	17%	9%	21%	28%	15%	12%	32%	15%	11%
Somewhat agree			A	DE			GH		
	582	226	356	117	230	235	91	264	227
Somewhat disagree	68%	71%	66%	61%	69%	71%	60%	70%	70%
Very much disagree	114	51	64	20	52	42	13	54	47
	13%	16%	12%	10%	16%	13%	8%	14%	14%
	17	11	6	0	1	16	0	2	15
	2%	3%	1%	-	0	5%	-	0	5%
						CD			G
Summary									
Top2Box (Agree)	724	254	469	172	279	273	140	320	264
	85%	81%	87%	90%	84%	83%	92%	85%	81%
Low2Box (Disagree)							H		
	131	62	70	20	53	58	13	56	62
	15%	19%	13%	10%	16%	17%	8%	15%	19%
									F

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

2_7. [Is a business that I do not support because they are often reckless and irresponsible] Based on what you know, please indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with the following statements about quarries in Ontario:

		IS A BUSINESS THAT I DO NOT SUPPORT BECAUSE THEY ARE OFTEN		Q4			Q6		
		Agree	Disagree	Much more likely to support	Somewhat more likely to support	Has no impact	Much more likely to support	Somewhat more likely to support	Has no impact
	Total	A	B	C	D	E	F	G	H
Base: All respondents	855	303	552	212	368	275	173	381	301
Weighted	855	316	539	192*	333	331	152*	376	326
Is a business that I do not support because they are often reckless and irresponsible									
Very much agree	56	56	0	12	26	18	18	20	18
	7%	18%	-	6%	8%	6%	12%	5%	6%
Somewhat agree		B							
	260	260	0	60	108	92	42	137	81
Somewhat disagree	30%	82%	-	31%	32%	28%	27%	36%	25%
		B						H	
Very much disagree	408	0	408	81	163	164	55	175	177
	48%	-	76%	42%	49%	50%	36%	46%	54%
		A							F
	131	0	131	39	36	57	37	45	49
	15%	-	24%	20%	11%	17%	25%	12%	15%
			A	D			G		
Summary									
Top2Box (Agree)	316	316	0	72	134	110	59	157	100
	37%	100%	-	38%	40%	33%	39%	42%	31%
Low2Box (Disagree)		B							
	539	0	539	120	199	221	93	220	227
	63%	-	100%	62%	60%	67%	61%	58%	69%
			A						

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

2. [Top2Box (Agree) Summary] Based on what you know, please indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with the following statements about quarries in Ontario:

		IS A BUSINESS THAT I DO NOT SUPPORT BECAUSE THEY ARE OFTEN		Q4			Q6		
	Total	Agree	Disagree	Much more likely to support	Somewhat more likely to support	Has no impact	Much more likely to support	Somewhat more likely to support	Has no impact
		A	B	C	D	E	F	G	H
Base: All respondents	855	303	552	212	368	275	173	381	301
Weighted	855	316	539	192*	333	331	152*	376	326
Top2Box (Agree) Summary									
Are good job and revenue generators for the local communities that host them	724	254	469	172	279	273	140	320	264
	85%	81%	87%	90%	84%	83%	92%	85%	81%
							H		
Are well managed by the companies that run them	617	190	428	139	230	248	111	267	239
	72%	60%	79%	73%	69%	75%	73%	71%	73%
			A						
Are highly regulated and inspected regularly	602	207	395	123	227	252	105	260	238
	70%	66%	73%	64%	68%	76%	69%	69%	73%
Make sure the impact on the landscape is environmentally safe and sound	590	205	385	134	229	227	106	270	214
	69%	65%	71%	70%	69%	69%	70%	72%	65%
Are careful of their impact on the surrounding community where people live	561	186	375	127	220	214	104	250	207
	66%	59%	70%	66%	66%	65%	69%	66%	63%
			A						
Create too much noise, truck traffic and damage to the community where they reside	555	279	275	114	250	191	91	279	186
	65%	88%	51%	59%	75%	58%	59%	74%	57%
		B			CE			FH	
Is a business that I do not support because they are often reckless and irresponsible	316	316	0	72	134	110	59	157	100
	37%	100%	-	38%	40%	33%	39%	42%	31%
		B							

2. [Top2Box (Agree) Summary] Based on what you know, please indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with the following statements about quarries in Ontario:

		IS A BUSINESS THAT I DO NOT SUPPORT BECAUSE THEY ARE OFTEN		Q4			Q6		
		Agree	Disagree	Much more likely to support	Somewhat more likely to support	Has no impact	Much more likely to support	Somewhat more likely to support	Has no impact
	Total								

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

2. [Low2Box (Disagree) Summary] Based on what you know, please indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with the following statements about quarries in Ontario:

		IS A BUSINESS THAT I DO NOT SUPPORT BECAUSE THEY ARE OFTEN		Q4			Q6		
	Total	Agree	Disagree	Much more likely to support	Somewhat more likely to support	Has no impact	Much more likely to support	Somewhat more likely to support	Has no impact
		A	B	C	D	E	F	G	H
Base: All respondents	855	303	552	212	368	275	173	381	301
Weighted	855	316	539	192*	333	331	152*	376	326
Low2Box (Disagree) Summary									
Is a business that I do not support because they are often reckless and irresponsible	539	0	539	120	199	221	93	220	227
	63%	-	100%	62%	60%	67%	61%	58%	69%
			A						
Create too much noise, truck traffic and damage to the community where they reside	300	37	264	78	83	140	62	98	141
	35%	12%	49%	41%	25%	42%	41%	26%	43%
			A	D		D	G		G
Are careful of their impact on the surrounding community where people live	294	130	164	65	113	116	48	126	120
	34%	41%	30%	34%	34%	35%	31%	34%	37%
		B							
Make sure the impact on the landscape is environmentally safe and sound	265	111	154	57	104	104	46	106	113
	31%	35%	29%	30%	31%	31%	30%	28%	35%
Are highly regulated and inspected regularly	253	109	144	68	105	79	48	116	88
	30%	34%	27%	36%	32%	24%	31%	31%	27%
Are well managed by the companies that run them	238	126	111	52	102	83	41	109	87
	28%	40%	21%	27%	31%	25%	27%	29%	27%
		B							
Are good job and revenue generators for the local communities that host them	131	62	70	20	53	58	13	56	62
	15%	19%	13%	10%	16%	17%	8%	15%	19%
									F

2. [Low2Box (Disagree) Summary] Based on what you know, please indicate whether you very much agree, somewhat agree, somewhat disagree or very much disagree with the following statements about quarries in Ontario:

		IS A BUSINESS THAT I DO NOT SUPPORT BECAUSE THEY ARE OFTEN		Q4			Q6		
	Total	Agree	Disagree	Much more likely to support	Somewhat more likely to support	Has no impact	Much more likely to support	Somewhat more likely to support	Has no impact

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

3. Do you think a certifying program like this is a very good, somewhat good, somewhat bad or very bad idea?

		IS A BUSINESS THAT I DO NOT SUPPORT BECAUSE THEY ARE OFTEN		Q4			Q6		
	Total	Agree	Disagree	Much more likely to support	Somewhat more likely to support	Has no impact	Much more likely to support	Somewhat more likely to support	Has no impact
		A	B	C	D	E	F	G	H
Base: All respondents	855	303	552	212	368	275	173	381	301
Weighted	855	316	539	192*	333	331	152*	376	326
Very good	316	110	206	141	122	53	114	151	52
	37%	35%	38%	74%	37%	16%	75%	40%	16%
				DE	E		GH	H	
Somewhat good	441	183	259	49	190	203	38	206	197
	52%	58%	48%	25%	57%	61%	25%	55%	61%
					C	C		F	F
Somewhat bad	65	10	54	2	15	48	0	17	48
	8%	3%	10%	1%	5%	15%	-	5%	15%
			A			CD			FG
Very bad idea	32	13	20	0	5	27	0	3	30
	4%	4%	4%	-	2%	8%	-	1%	9%
						CD			FG
Summary									
Top2Box (Good)	758	293	465	190	312	256	152	357	249
	89%	93%	86%	99%	94%	77%	100%	95%	76%
				DE	E		GH	H	
Low2Box (Bad)	97	23	74	2	21	75	0	20	77
	11%	7%	14%	1%	6%	23%	-	5%	24%
					C	CD		F	FG

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

4. If you knew a quarry/aggregate site was 'certified 'would you be much more likely, somewhat more likely or have no impact on your position to support one in your municipality or region?

		IS A BUSINESS THAT I DO NOT SUPPORT BECAUSE THEY ARE OFTEN		Q4			Q6		
	Total	Agree	Disagree	Much more likely to support	Somewhat more likely to support	Has no impact	Much more likely to support	Somewhat more likely to support	Has no impact
		A	B	C	D	E	F	G	H
Base: All respondents	855	303	552	212	368	275	173	381	301
Weighted	855	316	539	192*	333	331	152*	376	326
Much more likely to support	192	72	120	192	0	0	130	55	6
	22%	23%	22%	100%	-	-	85%	15%	2%
				DE			GH	H	
Somewhat more likely to support	333	134	199	0	333	0	22	270	41
	39%	42%	37%	-	100%	-	14%	72%	13%
					CE			FH	
Has no impact	331	110	221	0	0	331	1	51	279
	39%	35%	41%	-	-	100%	1%	14%	85%
						CD		F	FG

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

5. Knowing this too, do you think a certificate program like this is a very good, somewhat good, somewhat bad or very bad idea?

		IS A BUSINESS THAT I DO NOT SUPPORT BECAUSE THEY ARE OFTEN		Q4			Q6		
	Total	Agree	Disagree	Much more likely to support	Somewhat more likely to support	Has no impact	Much more likely to support	Somewhat more likely to support	Has no impact
		A	B	C	D	E	F	G	H
Base: All respondents	855	303	552	212	368	275	173	381	301
Weighted	855	316	539	192*	333	331	152*	376	326
Very good	240	83	157	136	78	26	132	88	20
	28%	26%	29%	71%	24%	8%	87%	23%	6%
				DE	E		GH	H	
Somewhat good	478	182	296	54	226	199	20	254	204
	56%	58%	55%	28%	68%	60%	13%	68%	63%
					C	C		F	F
Somewhat bad	97	32	65	0	24	73	1	30	66
	11%	10%	12%	0	7%	22%	0	8%	20%
					C	CD		F	FG
Very bad idea	39	18	21	1	5	33	0	3	36
	5%	6%	4%	1%	1%	10%	-	1%	11%
						CD			FG
Summary									
Top2Box (Good)	719	265	453	190	304	225	152	343	224
	84%	84%	84%	99%	91%	68%	100%	91%	69%
				DE	E		GH	H	
Low2Box (Bad)	136	51	86	2	29	106	1	34	102
	16%	16%	16%	1%	9%	32%	0	9%	31%
					C	CD		F	FG

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

6. And, would you be very much more likely, somewhat more likely or have no impact on your position to support one in your municipality or region?

		IS A BUSINESS THAT I DO NOT SUPPORT BECAUSE THEY ARE OFTEN		Q4			Q6		
	Total	Agree	Disagree	Much more likely to support	Somewhat more likely to support	Has no impact	Much more likely to support	Somewhat more likely to support	Has no impact
		A	B	C	D	E	F	G	H
Base: All respondents	855	303	552	212	368	275	173	381	301
Weighted	855	316	539	192*	333	331	152*	376	326
Much more likely to support	152	59	93	130	22	1	152	0	0
	18%	19%	17%	68%	6%	0	100%	-	-
				DE	E		GH		
Somewhat more likely to support	376	157	220	55	270	51	0	376	0
	44%	50%	41%	29%	81%	15%	-	100%	-
				E	CE			FH	
Has no impact	326	100	227	6	41	279	0	0	326
	38%	32%	42%	3%	12%	84%	-	-	100%
					C	CD			FG

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