

---

# Public Opinion Research: Evaluating the Provincial Budget's Allocation to the Ministry of the Environment

---

## Summary Report

*Prepared for:*

Environmental Commissioner of Ontario

**August 2006**



[www.cra.ca](http://www.cra.ca)

1-888-414-1336

# Table of Contents

## Page

Introduction .....	1
Methodology.....	1
Detailed Analysis.....	3
Appendices	
Appendix A: Tabular Results	
Appendix B: Study Questionnaire	
Appendix C: Table Interpretation Guide	

## Introduction

Corporate Research Associates Inc. (CRA) is pleased to present the following public opinion research results to the Environmental Commissioner of Ontario. This study sought to understand residents' perceptions of what portion of the provincial budget is allocated to the environment, assess the appropriateness of the actual allocation, and explore what residents of Ontario think the ideal allocation should be.

## Methodology

The questionnaire for this study was designed by Corporate Research Associates Inc., in consultation with the Commissioner.

The sample for this study was drawn using systematic sampling procedures from a list of randomly-selected households compiled from listed telephone numbers in the Province of Ontario, drawn from a database that is updated quarterly. The stratified random sample was designed to complete interviews with a sample of 300 adult residents, 18 years of age and older, across the Province of Ontario. Final results were weighted by age, gender, and region according to Statistics Canada's 2001 Census figures to ensure overall results are representative of the population as a whole. A sample of this size drawn from the adult population of Ontario would be expected to provide results accurate to within plus or minus 5.7 percentage points, 19 times in 20.

The survey was conducted by telephone from August 1 to August 10, 2006 from Corporate Research Associates' data collection facilities in Halifax. All interviewing was conducted by fully-trained and supervised interviewers and a minimum of 10 per cent of all completed interviews were subsequently verified.

Among all eligible respondents contacted, the rate of interview completion was 19 per cent. Completion rate is calculated as the number of cooperative contacts (497) divided by the total of eligible numbers attempted (2,562). The average length of time to complete an interview was 4 minutes.

The final disposition of all telephone numbers called is shown below in the Marketing Research and Intelligence Association's (MRIA) Standard Record of Contact Format.



<b>Total Numbers Attempted</b>	<b>3091</b>
Disconnected Number / Not In Service	378
Fax/Modem	45
Cell Phone/Pager	2
Non Residential Number	58
Blocked Number	44
Duplicate	2
<b>B. Eligible Numbers</b>	<b>2562</b>
Busy	29
Answering Machine	424
No Answer	213
Call Back	219
Illness, Incapable	33
Language Problem	85
Qualified Not Available	103
<b>C. Total Asked</b>	<b>1456</b>
Refusal	945
Mid Terminate	11
Never Call List	3
<b>D. Co-operative Contacts</b>	<b>497</b>
DNQ - Term at Q2 - Refused Age	14
DNQ - Term at Q3 – Fed, Prov, or Enviro Worker	66
Quota Full Age	112
Quota Full Gender	4
Complete	301
<b>Response Rate</b>	<b>19.40%</b>
<b>Average Interview Length</b>	<b>4:09</b>



## Detailed Analysis

- Virtually all adult residents of Ontario have some level of interest in environmental issues. Indeed, four in ten residents are very interested in such issues. Just one in ten residents are not interested in environmental issues. Interest is high across all population subgroups. (Table 4)

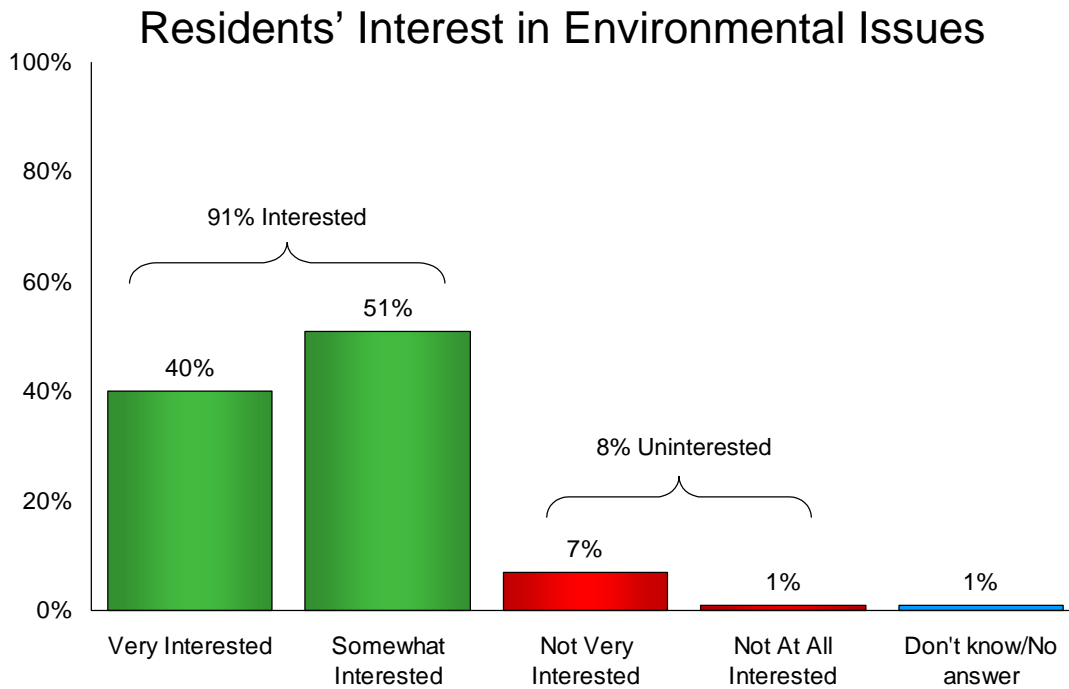


Table 4



- On average, residents think 12 per cent of the Ontario provincial government’s budget is currently allocated to the provincial Ministry of the Environment. There is little difference in this perception among those very interested in the environment, those somewhat interested, and those not interested in environmental issues. (Table 5: “Don’t knows” excluded)
- Notably, 42 per cent of all residents are unable to provide a definite response when queried about the environmental budget allocation (i.e., don’t know/no answer). Among those providing a definite response, just 7 per cent think the allocation is 1 per cent or less.

### Perceived Percentage of Provincial Budget Allocated To Environment (Residents Providing Definite Response, n=176)

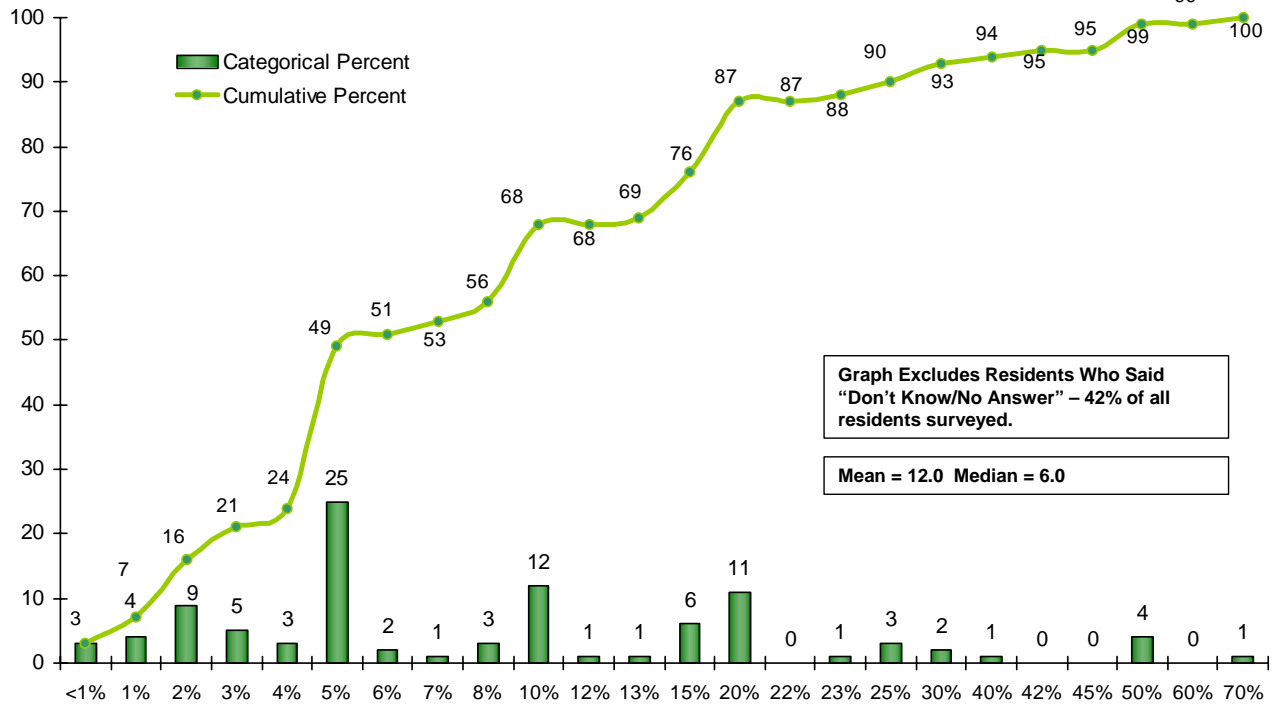


Table 5 – Don't Knows Excluded



- The actual allocation to the Ministry of the Environment is 0.36 per cent of the provincial budget. Given residents' tendency to greatly overestimate the amount allocated to the ministry, it then reasonably follows that, when informed of the actual allocation, the majority think it is too low. Specifically, 81 per cent think 0.36 per cent is too low. (Table 6)
- Residents with less than a high school education and those not interested in environmental issues are the least likely to think 0.36 per cent is too low.

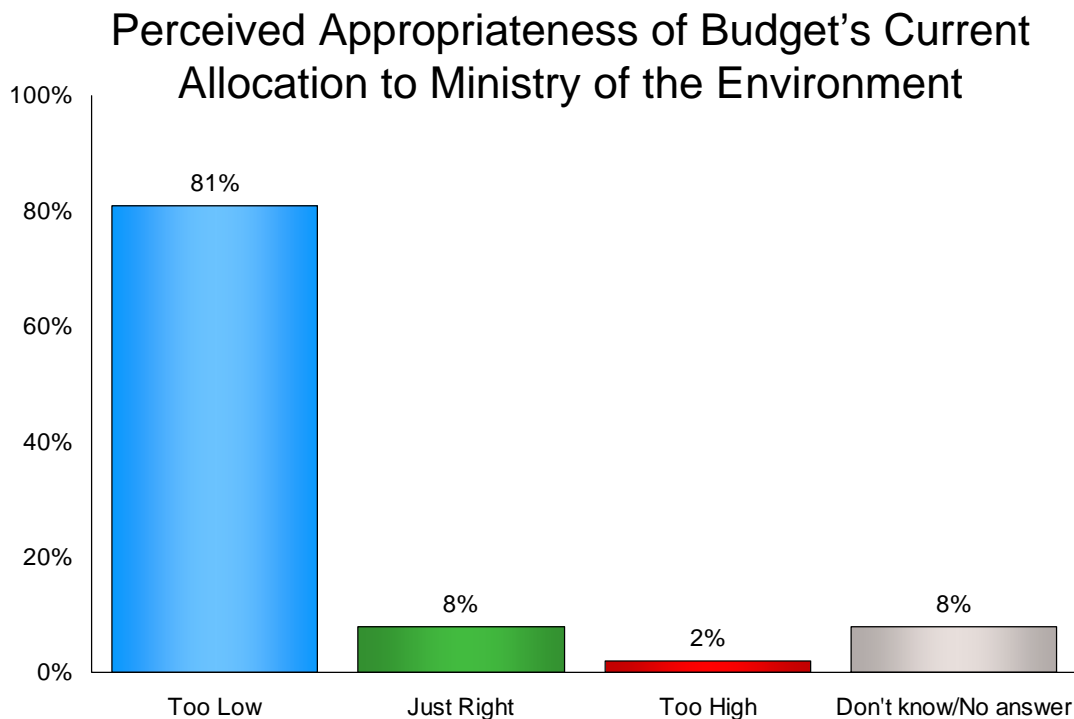


Table 6



- With the understanding that changing spending in one government area will cause an increase or decrease in spending in other government areas, residents were asked to specify what per cent of the Ontario government’s annual budget should be allotted to the Ministry of the Environment. Results reveal that the amount residents think should be allotted to the environment closely matches the amount they thought was already allotted to the environment. (Table 7)
- Just one-quarter of residents were unable to offer a definite response (i.e., don’t know/no answer). Among those offering a suggestion, the average ideal allocation is 12 per cent. The median allocation is 5 per cent. (Table 7: “Don’t knows” excluded)

### Perceived vs. Ideal Allocation of Provincial Budget to Ministry of the Environment (Residents Providing Definite Response)

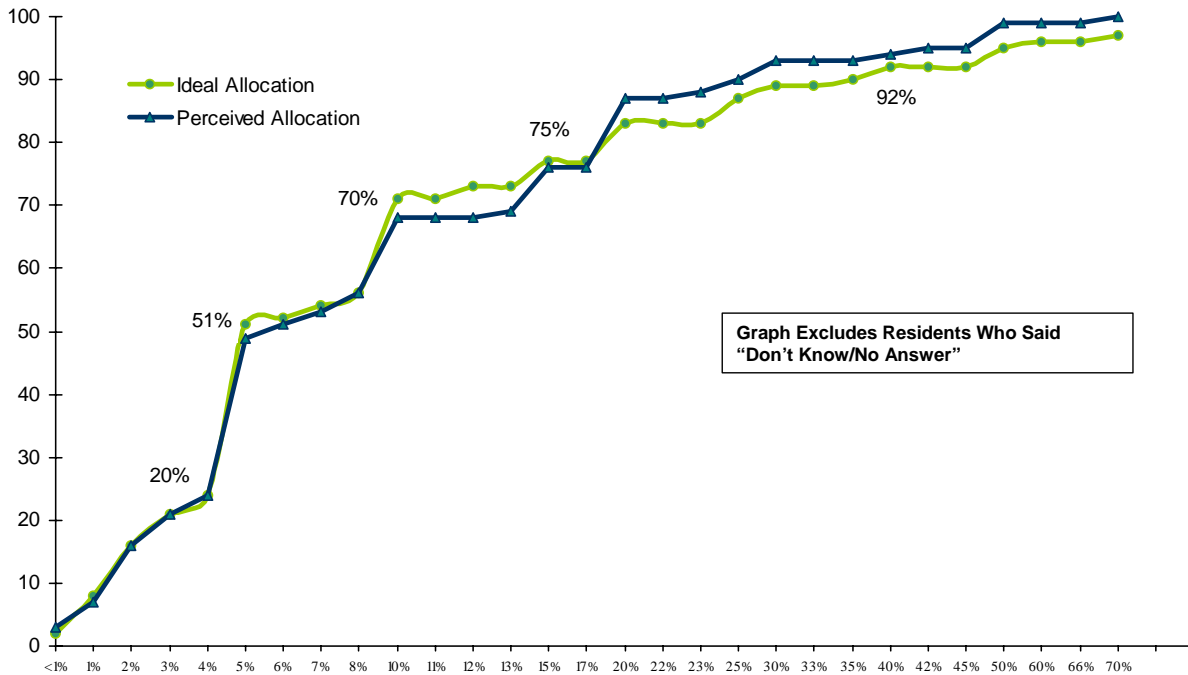


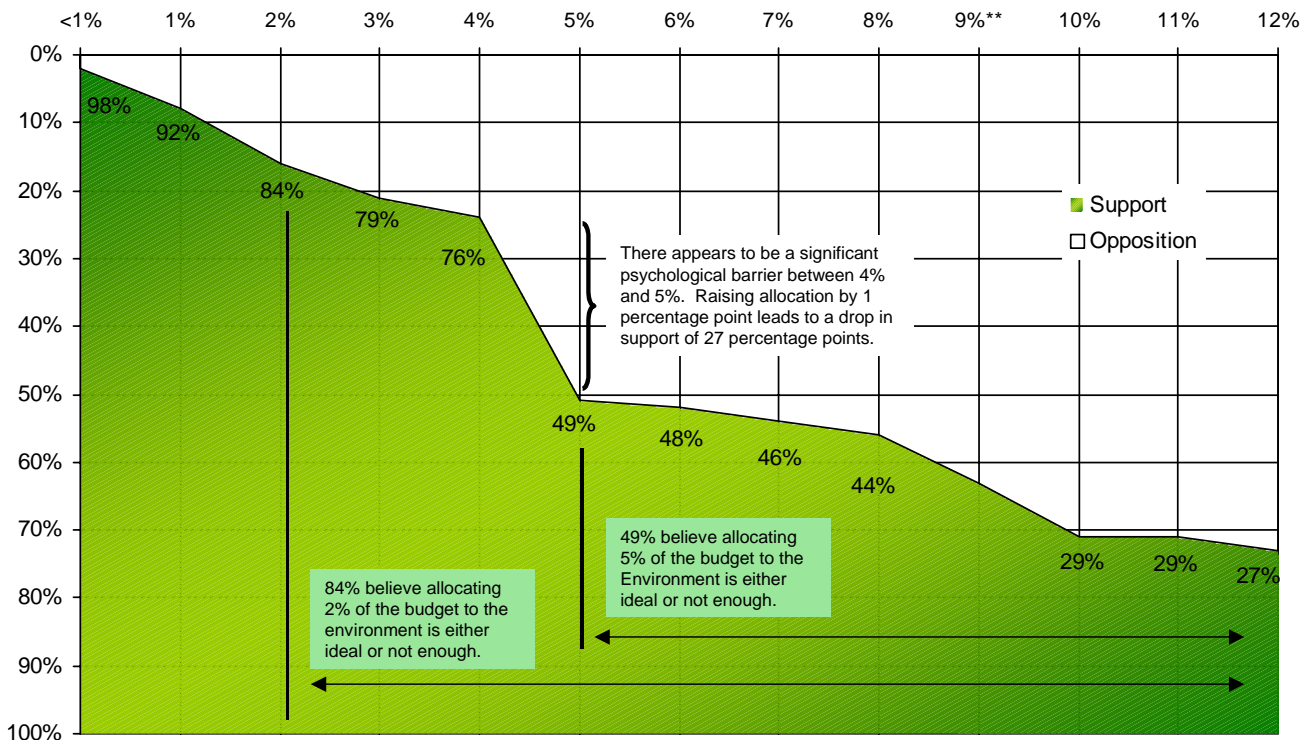
Table 5 and Table 7 – Don’t Knows Excluded





- The following graph illustrates the level of public support one might expect at various levels of budget allocation. Once again please note, residents were asked to suggest an ideal allotment to the Ministry of the Environment with the understanding that changing spending in one government area will cause an increase or decrease in spending in other government areas. Examples of specific areas that may increase or decrease were not provided to respondents.
- Support for doubling the amount currently allotted to the Ministry of the Environment is strong. The vast majority of residents (i.e., 92%) believe allocating at least 1 per cent of the provincial budget to the Ministry of the Environment is either ideal or not enough. Indeed, public support for funding increases is strong at 2 and 3 per cent as well.
- There is a notable drop in support between the 4 and 5 per cent allocation levels. That is, while three-quarters of adults in Ontario think allotting 4 per cent is either ideal or not enough, just one-half share a similar view at 5 per cent.

### Suggested Ideal Allotment of Budget To Ministry of the Environment (Residents Providing Definite Response, n=216)



\*\*Support at 9% imputed. No residents suggested 9% was ideal.

Table 7 – Don't Knows Excluded



# **Appendix A: Tabular Results**

**ENVIRONMENT COMMISSIONER OF ONTARIO**  
**2006 ENVIRONMENTAL AWARENESS STUDY**

**TABLE GENDER:**

Gender: (By observation)

	OVERALL %	GENDER		AGE			EDUCATION				INCOME			REGION			INTEREST		
		M	F	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.	L.T. \$50K	\$50- <\$99.9K	\$100K+	Northern Ontario	Toronto	Southern Ontario	Very	Somewhat	Not very/ Not at all
Male	48	100	0	39	53	50	44	45	62	48	39	53	69	44	56	40	53	42	58
Female	52	0	100	61	47	50	56	55	38	52	61	47	31	56	44	60	47	58	42
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>301</b>	<b>144</b>	<b>157</b>	<b>89</b>	<b>124</b>	<b>88</b>	<b>32</b>	<b>79</b>	<b>22</b>	<b>151</b>	<b>116</b>	<b>96</b>	<b>51</b>	<b>87</b>	<b>121</b>	<b>94</b>	<b>120</b>	<b>155</b>	<b>24</b>
UNWEIGHTED SAMPLE SIZE (#)	301	143	158	61	140	100	36	83	21	143	119	90	51	100	91	110	126	153	20

**TABLE AGE:**

Before we begin, can you tell me in which of the following age categories you fall? Are you 18 to 34, 35 to 54, or are you 55 or older?

	OVERALL %	GENDER		AGE			EDUCATION				INCOME			REGION			INTEREST		
		M	F	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.	L.T. \$50K	\$50- <\$99.9K	\$100K+	Northern Ontario	Toronto	Southern Ontario	Very	Somewhat	Not very/ Not at all
18-34	30	24	34	100	0	0	18	27	31	34	32	41	15	24	30	34	20	34	50
35-54	41	45	38	0	100	0	27	36	61	43	28	42	72	46	41	37	44	42	24
55 or older	29	30	28	0	0	100	56	37	9	22	40	17	13	30	29	29	35	25	25
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>301</b>	<b>144</b>	<b>157</b>	<b>89</b>	<b>124</b>	<b>88</b>	<b>32</b>	<b>79</b>	<b>22</b>	<b>151</b>	<b>116</b>	<b>96</b>	<b>51</b>	<b>87</b>	<b>121</b>	<b>94</b>	<b>120</b>	<b>155</b>	<b>24</b>
UNWEIGHTED SAMPLE SIZE (#)	301	143	158	61	140	100	36	83	21	143	119	90	51	100	91	110	126	153	20

# ENVIRONMENT COMMISSIONER OF ONTARIO

## 2006 ENVIRONMENTAL AWARENESS STUDY

**TABLE 3:**

**Do you presently work for either the federal or provincial government, or do you work in a job in the environmental sector?**

	OVERALL %	GENDER		AGE			EDUCATION				INCOME			REGION			INTEREST		
		M	F	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.	L.T. \$50K	\$50- <\$99.9K	\$100K+	Northern Ontario	Toronto	Southern Ontario	Very	Somewhat	Not very/ Not at all
No, do not work in those areas	100	100	99	100	99	100	100	100	95	100	100	100	100	100	99	100	99	100	100
Don't know/No answer/Unsure	0	0	1	0	1	0	0	0	5	0	0	0	0	0	1	0	1	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>301</b>	<b>144</b>	<b>157</b>	<b>89</b>	<b>124</b>	<b>88</b>	<b>32</b>	<b>79</b>	<b>22</b>	<b>151</b>	<b>116</b>	<b>96</b>	<b>51</b>	<b>87</b>	<b>121</b>	<b>94</b>	<b>120</b>	<b>155</b>	<b>24</b>
UNWEIGHTED SAMPLE SIZE (#)	301	143	158	61	140	100	36	83	21	143	119	90	51	100	91	110	126	153	20

**TABLE 4:**

**To begin, please tell me about your level of interest in environmental issues? Are you very interested, somewhat interested, not very interested, or are you not at all interested?**

	OVERALL %	GENDER		AGE			EDUCATION				INCOME			REGION			INTEREST		
		M	F	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.	L.T. \$50K	\$50- <\$99.9K	\$100K+	Northern Ontario	Toronto	Southern Ontario	Very	Somewhat	Not very/ Not at all
Very interested	40	44	36	28	43	48	28	37	40	44	41	41	41	44	38	39	100	0	0
Somewhat interested	51	45	57	59	52	43	53	52	54	50	50	52	50	48	50	57	0	100	0
Not very interested	7	9	4	12	4	5	13	8	5	6	6	7	9	6	11	2	0	0	84
Not at all interested	1	1	2	1	1	2	2	1	0	1	2	0	0	1	1	2	0	0	16
Don't know/No answer	1	1	1	0	1	1	4	1	0	0	1	0	0	1	1	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>301</b>	<b>144</b>	<b>157</b>	<b>89</b>	<b>124</b>	<b>88</b>	<b>32</b>	<b>79</b>	<b>22</b>	<b>151</b>	<b>116</b>	<b>96</b>	<b>51</b>	<b>87</b>	<b>121</b>	<b>94</b>	<b>120</b>	<b>155</b>	<b>24</b>
UNWEIGHTED SAMPLE SIZE (#)	301	143	158	61	140	100	36	83	21	143	119	90	51	100	91	110	126	153	20

# ENVIRONMENT COMMISSIONER OF ONTARIO

## 2006 ENVIRONMENTAL AWARENESS STUDY

**TABLE 5:**

**And what percent of the Ontario provincial government's budget do you think currently is allotted to the provincial Ministry of the Environment?**

	OVERALL %	CUMULATIVE %	GENDER		AGE			EDUCATION				INCOME			REGION			INTEREST		
			M	F	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.	L.T. \$50K	\$50- <\$99.9K	\$100K+	Northern Ontario	Toronto	Southern Ontario	Very	Somewhat	Not very/ Not at all
Less than 1 percent	2	2	3	1	2	2	2	0	1	0	3	1	3	1	2	3	1	4	1	0
1	2	4	1	3	2	4	0	0	0	0	4	0	4	0	0	5	0	0	4	0
2	6	10	9	2	3	8	5	2	4	0	7	6	5	11	6	4	8	10	3	0
3	3	13	6	0	1	5	2	0	3	5	3	2	3	7	6	2	2	0	5	6
4	2	14	3	0	4	2	0	0	0	5	2	0	3	1	0	2	4	2	2	0
5	15	30	24	7	21	16	8	6	8	23	21	10	19	25	15	20	9	16	15	16
6	1	31	2	0	0	2	1	0	3	0	1	0	2	4	0	2	2	1	2	0
7	1	32	2	0	2	1	0	0	0	0	2	0	0	5	0	2	1	1	1	0
8	2	34	2	2	1	2	1	0	2	6	1	1	2	0	3	1	2	4	1	0
10	7	41	7	7	5	7	8	6	8	7	7	7	8	4	9	3	11	9	7	0
12	1	41	1	0	0	1	1	0	0	0	1	1	0	2	1	0	1	0	1	0
13	1	42	0	1	2	0	0	0	2	0	0	2	0	0	0	2	0	0	1	0
15	4	46	2	6	6	5	1	0	3	0	6	3	5	6	2	3	6	2	6	0
20	6	52	4	9	15	4	2	11	8	0	5	7	9	2	7	7	6	4	7	13
22	0	52	1	0	0	0	1	0	1	0	0	0	1	0	1	0	0	1	0	0
23	0	53	1	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0	1	0
25	2	55	0	3	2	1	3	0	3	0	1	1	0	0	2	2	2	0	3	0
30	1	56	1	2	1	1	2	0	2	0	1	1	3	0	5	0	0	3	1	0
40	1	57	2	0	1	1	0	0	2	0	1	1	0	2	0	1	1	1	1	0
42	0	57	1	0	0	0	1	0	1	0	0	0	1	0	1	0	0	1	0	0
45	0	57	0	0	0	1	0	0	0	0	0	1	0	0	0	0	1	1	0	0
50	2	60	3	2	2	2	3	5	2	0	3	3	1	4	1	4	2	2	3	0
60	0	60	0	0	0	0	1	0	1	0	0	1	0	0	1	0	0	0	1	0
70	0	60	1	0	0	0	1	0	0	0	1	0	0	0	0	1	0	1	0	0

**ENVIRONMENT COMMISSIONER OF ONTARIO**  
**2006 ENVIRONMENTAL AWARENESS STUDY**

**TABLE 5:**

And what percent of the Ontario provincial government's budget do you think currently is allotted to the provincial Ministry of the Environment?

(cont.)

	OVERALL %	CUMULATIVE %	GENDER		AGE			EDUCATION				INCOME			REGION			INTEREST		
			M	F	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.	L.T. \$50K	\$50- <\$99.9K	\$100K+	Northern Ontario	Toronto	Southern Ontario	Very	Somewhat	Not very/ Not at all
Don't know/No answer	40	100	26	52	26	37	58	70	44	54	29	53	31	26	38	39	43	39	35	64
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>301</b>	<b>301</b>	<b>144</b>	<b>157</b>	<b>89</b>	<b>124</b>	<b>88</b>	<b>32</b>	<b>79</b>	<b>22</b>	<b>151</b>	<b>116</b>	<b>96</b>	<b>51</b>	<b>87</b>	<b>121</b>	<b>94</b>	<b>120</b>	<b>155</b>	<b>24</b>
UNWEIGHTED SAMPLE SIZE (#)	301	301	143	158	61	140	100	36	83	21	143	119	90	51	100	91	110	126	153	20

# ENVIRONMENT COMMISSIONER OF ONTARIO

## 2006 ENVIRONMENTAL AWARENESS STUDY

TABLE 5: Don't knows excluded

And what percent of the Ontario provincial government's budget do you think currently is allotted to the provincial Ministry of the Environment?

	OVERALL %	CUMULATIVE %	GENDER		AGE			EDUCATION				INCOME			REGION			INTEREST		
			M	F	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.	L.T. \$50K	\$50-\$99.9K	\$100K+	Northern Ontario	Toronto	Southern Ontario	Very	Somewhat	Not very/Not at all
Less than 1 percent	3	3	4	2	3	2	4	0	2	0	4	1	4	2	3	4	1	6	1	0
1	4	7	1	7	3	6	0	0	0	0	6	0	6	0	0	9	0	0	7	0
2	9	16	13	5	4	13	11	8	8	0	10	12	8	15	10	6	13	16	5	0
3	5	21	8	1	2	8	4	0	6	11	5	4	4	9	10	3	3	0	7	18
4	3	24	4	1	5	3	0	0	0	12	3	0	4	2	0	3	6	3	3	0
5	25	49	32	16	29	25	20	20	14	49	30	22	27	33	25	33	15	26	23	45
6	2	51	3	1	0	3	3	0	5	0	1	0	3	5	0	3	3	1	3	0
7	1	53	3	0	3	1	0	0	0	0	2	0	0	7	0	3	1	1	2	0
8	3	56	3	4	2	4	3	0	3	13	1	1	3	0	5	2	3	6	1	0
10	12	68	9	15	7	12	20	20	15	15	10	16	11	5	15	5	19	16	10	0
12	1	68	1	0	0	1	2	0	0	0	1	1	0	2	1	0	1	0	2	0
13	1	69	0	3	3	0	0	0	4	0	0	4	0	0	0	3	0	0	2	0
15	6	76	2	12	8	7	2	0	6	0	8	7	7	8	4	5	11	4	9	0
20	11	87	5	19	20	6	4	36	15	0	6	16	13	3	11	11	10	7	11	37
22	0	87	1	0	0	0	2	0	2	0	0	0	1	0	1	0	0	1	0	0
23	1	88	1	0	2	0	0	0	0	0	0	0	2	0	0	0	2	0	1	0
25	3	90	0	7	3	1	6	0	6	0	2	3	0	0	3	3	3	0	5	0
30	2	93	1	4	2	2	4	0	4	0	2	1	4	0	8	0	0	4	1	0
40	1	94	2	0	2	1	0	0	3	0	1	2	0	3	0	2	2	2	1	0
42	0	95	1	0	0	0	2	0	2	0	0	0	1	0	1	0	0	1	0	0
45	0	95	0	1	0	1	0	0	0	0	1	1	0	0	0	0	1	1	0	0
50	4	99	4	3	3	3	7	16	4	0	4	6	1	5	1	6	4	4	5	0
60	0	99	0	1	0	0	2	0	2	0	0	1	0	0	1	0	0	0	1	0

\*\*\*Excludes respondents who said Don't know/No answer.

# ENVIRONMENT COMMISSIONER OF ONTARIO

## 2006 ENVIRONMENTAL AWARENESS STUDY

**TABLE 5: Don't knows excluded**

And what percent of the Ontario provincial government's budget do you think currently is allotted to the provincial Ministry of the Environment?

(cont.)

	OVERALL %	CUMULATIVE %	GENDER		AGE			EDUCATION				INCOME			REGION			INTEREST		
			M	F	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.	L.T. \$50K	\$50- <\$99.9K	\$100K+	Northern Ontario	Toronto	Southern Ontario	Very	Somewhat	Not very/ Not at all
70	1	100	1	0	0	0	3	0	0	0	1	0	0	0	0	2	0	2	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>182</b>	<b>182</b>	<b>106</b>	<b>76</b>	<b>66</b>	<b>79</b>	<b>37</b>	<b>10</b>	<b>44</b>	<b>10</b>	<b>107</b>	<b>54</b>	<b>66</b>	<b>38</b>	<b>54</b>	<b>74</b>	<b>54</b>	<b>73</b>	<b>100</b>	<b>9</b>
UNWEIGHTED SAMPLE SIZE (#)	176	176	103	73	44	89	43	10	46	10	99	54	60	37	62	53	61	76	93	7
MEAN	12.0	12.0	10.3	14.3	12.4	9.6	16.2	18.3	15.5	5.8	10.5	14.7	10.0	9.5	12.2	11.5	12.4	11.8	12.3	10.2
MEDIAN	6.0	6.0	5.0	10.0	8.0	5.0	10.0	20.0	10.0	5.0	5.0	10.0	5.0	5.0	8.0	5.0	10.0	5.0	7.0	5.0
MODE	5.0	5.0	5.0	20.0	5.0	5.0	5.0	20.0	10.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	10.0	5.0	5.0	5.0

\*\*\*Excludes respondents who said Don't know/No answer.

**TABLE 6:**

Currently, 0.36 percent, or approximately one-third of one percent of the Ontario government's annual budget goes to the Ministry of the Environment. All things considered, do you think this amount is too low, just right, or too high?

	OVERALL %	GENDER		AGE			EDUCATION				INCOME			REGION			INTEREST		
		M	F	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.	L.T. \$50K	\$50- <\$99.9K	\$100K+	Northern Ontario	Toronto	Southern Ontario	Very	Somewhat	Not very/ Not at all
Too low	81	78	85	87	84	72	49	90	67	85	79	91	85	82	77	87	85	84	55
Just right	8	9	7	9	5	11	12	6	5	9	7	7	6	9	9	5	8	6	22
Too high	2	2	3	0	3	4	17	1	0	0	4	0	2	2	3	2	0	2	15
Don't know/No answer	8	11	5	4	8	13	22	2	28	6	10	2	7	7	12	5	7	8	8
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>301</b>	<b>144</b>	<b>157</b>	<b>89</b>	<b>124</b>	<b>88</b>	<b>32</b>	<b>79</b>	<b>22</b>	<b>151</b>	<b>116</b>	<b>96</b>	<b>51</b>	<b>87</b>	<b>121</b>	<b>94</b>	<b>120</b>	<b>155</b>	<b>24</b>
UNWEIGHTED SAMPLE SIZE (#)	301	143	158	61	140	100	36	83	21	143	119	90	51	100	91	110	126	153	20



# ENVIRONMENT COMMISSIONER OF ONTARIO

## 2006 ENVIRONMENTAL AWARENESS STUDY

TABLE 7:

With the understanding that changing spending in one government area will cause an increase or decrease in spending in other government areas, what percent of the Ontario government's annual budget do you think ideally should be the allotted to the Ministry of the Environment?

	OVERALL %	CUMULATIVE %	GENDER		AGE			EDUCATION				INCOME			REGION			INTEREST		
			M	F	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.	L.T. \$50K	\$50- <\$99.9K	\$100K+	Northern Ontario	Toronto	Southern Ontario	Very	Somewhat	Not very/ Not at all
Less than 1 percent	1	1	2	1	0	2	2	0	1	0	2	1	1	3	1	0	3	2	0	3
1	4	5	8	1	7	2	4	5	4	0	5	2	8	4	0	6	6	3	5	5
2	6	12	8	5	7	9	2	0	1	5	10	4	11	7	6	9	4	5	9	0
3	3	15	5	2	3	3	4	0	2	5	4	2	4	8	1	2	7	4	3	3
4	2	17	4	1	3	1	3	2	4	0	2	3	1	3	2	2	2	3	2	0
5	20	37	21	19	18	26	13	8	17	35	21	11	26	29	18	19	22	17	22	21
6	1	38	1	0	0	1	2	0	2	0	1	1	1	0	1	0	2	1	1	0
7	1	39	3	0	2	1	1	0	0	0	3	1	1	4	0	3	1	1	2	0
8	2	41	1	2	2	1	1	2	2	0	0	1	1	0	0	3	2	1	2	0
10	11	52	10	12	16	10	8	5	17	9	10	17	8	11	12	11	9	13	8	16
11	0	52	0	1	1	0	0	0	0	0	1	1	0	0	0	0	1	0	1	0
12	1	53	1	0	2	1	0	0	0	0	2	2	0	0	0	2	1	1	1	0
15	3	56	1	5	6	2	1	2	3	6	3	1	7	0	4	3	3	2	4	0
17	0	56	1	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0	1	0
20	4	60	2	5	4	1	7	2	7	0	3	2	6	0	7	2	3	4	3	5
25	3	63	4	2	2	3	4	2	4	0	3	5	3	0	5	4	1	6	1	0
30	2	65	3	1	1	3	1	0	4	0	1	2	2	2	3	1	2	3	1	0
33	0	65	1	0	0	1	0	0	1	0	0	1	0	0	1	0	0	0	1	0
35	0	66	0	0	0	1	0	0	0	0	0	1	0	0	0	0	1	1	0	0
40	2	67	0	3	1	2	1	5	4	0	1	2	2	0	5	0	1	2	2	0
50	2	70	1	3	1	3	2	7	1	0	2	2	3	0	2	3	2	3	1	5
60	0	70	0	0	0	1	0	0	0	0	0	1	0	0	0	0	1	1	0	0
66	0	70	0	0	0	0	1	2	0	0	0	0	0	0	1	0	0	0	1	0

**ENVIRONMENT COMMISSIONER OF ONTARIO**  
**2006 ENVIRONMENTAL AWARENESS STUDY**

**TABLE 7:**

With the understanding that changing spending in one government area will cause an increase or decrease in spending in other government areas, what percent of the Ontario government's annual budget do you think ideally should be the allotted to the Ministry of the Environment?

(cont.)

	OVERALL %	CUMULATIVE %	GENDER		AGE			EDUCATION				INCOME			REGION			INTEREST		
			M	F	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.	L.T. \$50K	\$50- -\$99.9K	\$100K+	Northern Ontario	Toronto	Southern Ontario	Very	Somewhat	Not very/ Not at all
70	1	71	0	1	1	1	0	0	2	0	0	1	1	0	0	0	2	1	0	0
Same as at present time/No change	2	73	4	1	1	3	3	5	0	0	3	1	2	4	2	2	2	1	3	3
Don't know/No answer	27	100	21	33	17	25	41	51	24	40	21	36	13	27	28	30	22	26	25	39
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>301</b>	<b>301</b>	<b>144</b>	<b>157</b>	<b>89</b>	<b>124</b>	<b>88</b>	<b>32</b>	<b>79</b>	<b>22</b>	<b>151</b>	<b>116</b>	<b>96</b>	<b>51</b>	<b>87</b>	<b>121</b>	<b>94</b>	<b>120</b>	<b>155</b>	<b>24</b>
UNWEIGHTED SAMPLE SIZE (#)	301	301	143	158	61	140	100	36	83	21	143	119	90	51	100	91	110	126	153	20

# ENVIRONMENT COMMISSIONER OF ONTARIO

## 2006 ENVIRONMENTAL AWARENESS STUDY

**TABLE 7: Don't knows excluded**

With the understanding that changing spending in one government area will cause an increase or decrease in spending in other government areas, what percent of the Ontario government's annual budget do you think ideally should be the allotted to the Ministry of the Environment?

	OVERALL %	CUMULATIVE %	GENDER		AGE			EDUCATION				INCOME			REGION			INTEREST		
			M	F	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.	L.T. \$50K	\$50- \$99.9K	\$100K+	Northern Ontario	Toronto	Southern Ontario	Very	Somewhat	Not very/ Not at all
Less than 1 percent	2	2	2	1	0	2	3	0	1	0	2	1	1	4	1	0	4	2	1	5
1	6	8	9	2	9	3	7	9	5	0	7	4	9	5	0	9	7	3	7	8
2	9	16	11	7	9	12	4	0	2	9	13	6	13	9	8	13	5	7	12	0
3	5	21	6	3	3	4	7	0	2	9	5	3	4	11	1	3	9	5	4	5
4	3	24	5	1	3	1	5	5	5	0	2	5	1	3	3	3	3	4	2	0
5	27	51	27	28	22	34	22	17	23	58	27	17	30	39	25	27	29	23	29	34
6	1	52	1	1	0	1	3	0	2	0	1	2	1	0	1	0	2	2	1	0
7	2	54	3	0	3	1	1	0	0	0	3	1	1	5	0	4	1	1	2	0
8	2	56	1	4	3	2	2	5	3	0	1	1	1	0	0	4	2	1	3	0
10	15	71	13	17	19	13	13	10	23	14	13	26	9	15	17	16	12	18	11	26
11	1	71	0	1	2	0	0	0	0	0	1	2	0	0	0	0	2	0	1	0
12	1	73	2	1	3	1	0	0	0	0	2	4	0	0	0	2	1	1	2	0
15	4	77	2	7	8	3	1	5	3	10	4	2	9	0	5	4	4	3	6	0
17	1	77	1	0	2	0	0	0	0	0	0	0	1	0	0	0	2	0	1	0
20	5	83	3	7	5	2	12	5	10	0	4	3	6	0	10	3	4	6	4	9
25	4	87	5	3	3	3	7	5	5	0	4	8	3	0	6	5	1	8	2	0
30	2	89	3	1	2	4	1	0	5	0	2	3	2	3	4	1	3	4	2	0
33	0	89	1	0	0	1	0	0	1	0	0	1	0	0	1	0	0	0	1	0
35	0	90	0	1	0	1	0	0	0	0	0	1	0	0	0	0	1	1	0	0
40	2	92	0	5	2	3	1	10	5	0	1	4	2	0	7	0	1	3	2	0
50	3	95	2	5	2	4	4	15	1	0	3	3	3	0	3	4	2	4	2	8
60	0	96	0	1	0	1	0	0	0	0	1	1	0	0	0	0	1	1	0	0
66	0	96	0	1	0	0	1	5	0	0	0	0	0	0	1	0	0	0	1	0

\*\*\*Excludes respondents who said Don't know/No answer.

# ENVIRONMENT COMMISSIONER OF ONTARIO

## 2006 ENVIRONMENTAL AWARENESS STUDY

**TABLE 7: Don't knows excluded**

With the understanding that changing spending in one government area will cause an increase or decrease in spending in other government areas, what percent of the Ontario government's annual budget do you think ideally should be the allotted to the Ministry of the Environment?

(cont.)

	OVERALL %	CUMULATIVE %	GENDER		AGE			EDUCATION				INCOME			REGION			INTEREST		
			M	F	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.	L.T. \$50K	\$50- <\$99.9K	\$100K+	Northern Ontario	Toronto	Southern Ontario	Very	Somewhat	Not very/ Not at all
70	1	97	0	2	2	1	0	0	2	0	1	2	1	0	0	0	3	1	1	0
Same as at present time/No change	3	100	5	1	2	3	4	9	0	0	4	2	2	5	3	3	3	1	4	5
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>220</b>	<b>220</b>	<b>114</b>	<b>106</b>	<b>74</b>	<b>94</b>	<b>52</b>	<b>16</b>	<b>59</b>	<b>13</b>	<b>120</b>	<b>74</b>	<b>83</b>	<b>37</b>	<b>63</b>	<b>84</b>	<b>73</b>	<b>89</b>	<b>116</b>	<b>15</b>
UNWEIGHTED SAMPLE SIZE (#)	218	218	113	105	50	107	61	18	62	12	114	76	78	38	72	61	85	95	111	12
MEAN	11.6	11.6	8.6	14.8	10.9	11.9	12.2	22.3	13.8	6.2	9.7	14.4	10.6	5.7	15.2	9.5	11.1	13.7	10.1	10.8
MEDIAN	5.0	5.0	5.0	10.0	8.0	5.0	6.0	10.0	10.0	5.0	5.0	10.0	5.0	5.0	10.0	5.0	5.0	8.0	5.0	5.0
MODE	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	10.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0

\*\*\*Excludes respondents who said Don't know/No answer.

**ENVIRONMENT COMMISSIONER OF ONTARIO**  
**2006 ENVIRONMENTAL AWARENESS STUDY**

**TABLE 8:**

**What is the highest level of education you have completed?**

	OVERALL %	GENDER		AGE			EDUCATION				INCOME			REGION			INTEREST		
		M	F	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.	L.T. \$50K	\$50- <\$99.9K	\$100K+	Northern Ontario	Toronto	Southern Ontario	Very	Somewhat	Not very/ Not at all
Elementary school (Grades 1-8)	3	3	3	1	1	9	31	0	0	0	7	0	0	5	1	4	2	4	3
Some high school	7	6	8	5	6	11	69	0	0	0	13	3	2	10	5	8	6	7	18
Graduated high school/vocational	26	24	28	24	23	33	0	100	0	0	35	24	8	33	19	29	24	26	31
Some community/technical college	3	3	3	3	5	1	0	0	40	0	2	3	5	5	1	3	1	4	5
Graduate community/technical college	22	21	22	29	18	19	0	0	0	43	17	32	20	17	22	25	20	24	18
Some university	4	6	3	5	6	1	0	0	60	0	3	3	9	2	8	1	6	4	0
Graduated university	29	30	28	29	35	19	0	0	0	57	20	27	53	24	38	21	35	25	22
Other	5	5	5	4	6	5	0	0	0	0	2	8	3	3	5	8	6	5	3
Refused	1	1	1	0	1	1	0	0	0	0	1	0	0	0	1	1	0	1	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>301</b>	<b>144</b>	<b>157</b>	<b>89</b>	<b>124</b>	<b>88</b>	<b>32</b>	<b>79</b>	<b>22</b>	<b>151</b>	<b>116</b>	<b>96</b>	<b>51</b>	<b>87</b>	<b>121</b>	<b>94</b>	<b>120</b>	<b>155</b>	<b>24</b>
UNWEIGHTED SAMPLE SIZE (#)	301	143	158	61	140	100	36	83	21	143	119	90	51	100	91	110	126	153	20

**ENVIRONMENT COMMISSIONER OF ONTARIO**  
**2006 ENVIRONMENTAL AWARENESS STUDY**

**TABLE 9:**

And which of the following broad income categories best describes your total household income before taxes in 2005? Would it be less than \$25,000, at least \$25,000 but less than \$50,000, at least \$50,000 but less than \$75,000, at least \$75,000 but less than \$100,000, at least \$100,000 but less than \$125,000, or \$125,000 or more?

	OVERALL %	GENDER		AGE			EDUCATION				INCOME			REGION			INTEREST		
		M	F	18- 34	35- 54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.	L.T. \$50K	\$50- <\$99.9K	\$100K+	Northern Ontario	Toronto	Southern Ontario	Very	Somewhat	Not very/ Not at all
Less than \$25,000	18	11	25	22	9	27	43	27	14	10	48	0	0	20	13	24	20	16	26
At least \$25,000 but less than \$50,000	20	20	20	19	17	26	31	24	9	18	52	0	0	20	17	24	19	22	13
At least \$50,000, but less than \$75,000	19	22	16	25	19	13	8	17	22	21	0	60	0	19	21	17	20	19	16
At least \$75,000, but less than \$100,000	13	13	12	18	13	6	0	11	6	17	0	40	0	12	14	12	13	13	10
At least \$100,000, but less than \$125,000	9	12	6	9	15	2	0	4	21	13	0	0	54	7	11	9	8	11	5
\$125,000 or more	8	12	4	0	15	5	4	1	10	11	0	0	46	5	12	6	9	6	13
Refused	11	9	14	5	10	19	12	12	12	9	0	0	0	16	11	7	11	12	9
Don't know/No answer	2	1	2	1	2	2	2	2	5	0	0	0	0	3	1	1	0	2	8
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>301</b>	<b>144</b>	<b>157</b>	<b>89</b>	<b>124</b>	<b>88</b>	<b>32</b>	<b>79</b>	<b>22</b>	<b>151</b>	<b>116</b>	<b>96</b>	<b>51</b>	<b>87</b>	<b>121</b>	<b>94</b>	<b>120</b>	<b>155</b>	<b>24</b>
UNWEIGHTED SAMPLE SIZE (#)	301	143	158	61	140	100	36	83	21	143	119	90	51	100	91	110	126	153	20

# **Appendix B: Study Questionnaire**

- o Interviewer must read all instructions for each part of this questionnaire.
- o Interviewer must record all responses clearly and verbatim where required.
- o Interviewer must avoid paraphrasing or rewording responses.

**RECORD FOLLOWING INFORMATION:**

Respondent's Name: \_\_\_\_\_

Telephone #: \_\_\_\_\_

CRA ID: \_\_\_\_\_

Hello, my name is \_\_\_\_\_ and I work with Corporate Research Associates, a public opinion research company. Today we are conducting a very brief, important survey of Ontario residents on environment issues. We would like to speak with a male or female 18 years of age or older in your household.

**ARRANGE CALLBACK IF NECESSARY**

1. Gender

**BY OBSERVATION**

- 1 Male
- 2 Female

2. Before we begin, can you tell me in which of the following age categories you fall? Are you 18 to 34, 35 to 54, or are you 55 or older?

**CODE ONE ONLY**

- 1 18-34
- 2 35-54
- 3 55 or older
- 7 Refused

**THANK AND TERMINATE**



3. Do you presently work for either the federal or provincial government, or do you work in a job in the environmental sector?

**DO NOT READ RESPONSES – CODE AS MANY AS APPLY – PROBE FOR SPECIFIC “YES” RESPONSE(S)**

- 1 Yes, Provincial Government
- 2 Yes, Federal Government
- 3 Yes, environmental sector
- 4 No, do not work in those areas
- 8 Don't know/No answer

***THANK, TERMINATE, AND RECORD SPECIFIC RESPONSE IF CODES 1, 2, AND/OR 3 IN Q.3 – CONTINUE IF RESPONDENT IS “UNSURE” IF S/HE WORKS IN ENVIRONMENTAL SECTOR***

4. To begin, please tell me about your level of interest in environmental issues? Are you very interested, somewhat interested, not very interested, or are you not at all interested?

**READ RESPONSES IN ORDER – CODE ONE ONLY**

- 1 Very interested
- 2 Somewhat interested
- 3 Not very interested, or are you
- 4 Not at all interested

**VOLUNTEERED**

- 8 Don't know/No answer

5. And what percent of the Ontario provincial government's budget do you think currently is allotted to the provincial Ministry of the Environment?

**RECORD ACTUAL PERCENTAGE – PROBE TO AVOID ACCEPTING A RANGE**

**RECORD PERCENTAGE:** \_\_\_\_\_ %

- 997 Less than 1 percent
- 998 Don't know/No answer

6. Currently, 0.36 percent, or approximately one-third of one percent of the Ontario government's annual budget goes to the Ministry of the Environment. All things considered, do you think this amount is too low, just right, or too high?

**READ RESPONSES IN ORDER – CODE ONE ONLY**

- 1 Too low  
2 Just right, or  
3 Too high

**VOLUNTEERED**

- 8 Don't know/No answer

7. With the understanding that changing spending in one government area will cause an increase or decrease in spending in other government areas, what percent of the Ontario government's annual budget do you think ideally should be the allotted to the Ministry of the Environment?

**RECORD ACTUAL PERCENTAGE – PROBE TO AVOID ACCEPTING A RANGE**

**RECORD PERCENTAGE:** \_\_\_\_\_ %

- 996 Same as at present time/No change  
997 Less than 1 percent  
998 Don't know/No answer

**DEMOGRAPHICS:** Finally, I would like a little information about yourself that will help us analyse the results of this survey.

8. What is the highest level of education you have completed?

**DO NOT READ RESPONSES—CODE ONE ONLY**

- 01 Elementary school (Grades 1-8)  
02 Some high school  
03 Graduated high school/vocational  
04 Some community/technical college  
05 Graduate community/technical college  
06 Some university  
07 Graduated university  
08 Refused  
09 Other (**SPECIFY:** \_\_\_\_\_)



9. And which of the following broad income categories best describes your total household income before taxes in 2005? Would it be less than \$25,000, at least \$25,000, but less than \$50,000, at least \$50,000, but less than \$75,000, at least \$75,000, but less than \$100,000, at least \$100,000, but less than \$125,000, or would it be \$125,000 or more?

**READ RESPONSES IN ORDER—CODE ONE ONLY**

- 1 Less than \$25,000
- 2 At least \$25,000, but less than \$50,000
- 3 At least \$50,000, but less than \$75,000
- 4 At least \$75,000, but less than \$100,000
- 5 At least \$100,000, but less than \$125,000, or would it be
- 6 \$125,000 or more

**VOLUNTEERED**

- 7 Refused
- 8 Don't know/No answer

And finally, one last question...

10. What is your postal code? **RECORD, EVEN IF PARTIAL**

\_\_\_\_\_

97 Refused

***THANK YOU FOR YOUR ASSISTANCE AND COOPERATION.***

# **Appendix C: Table Interpretation Guide**

# How To Use The Tables

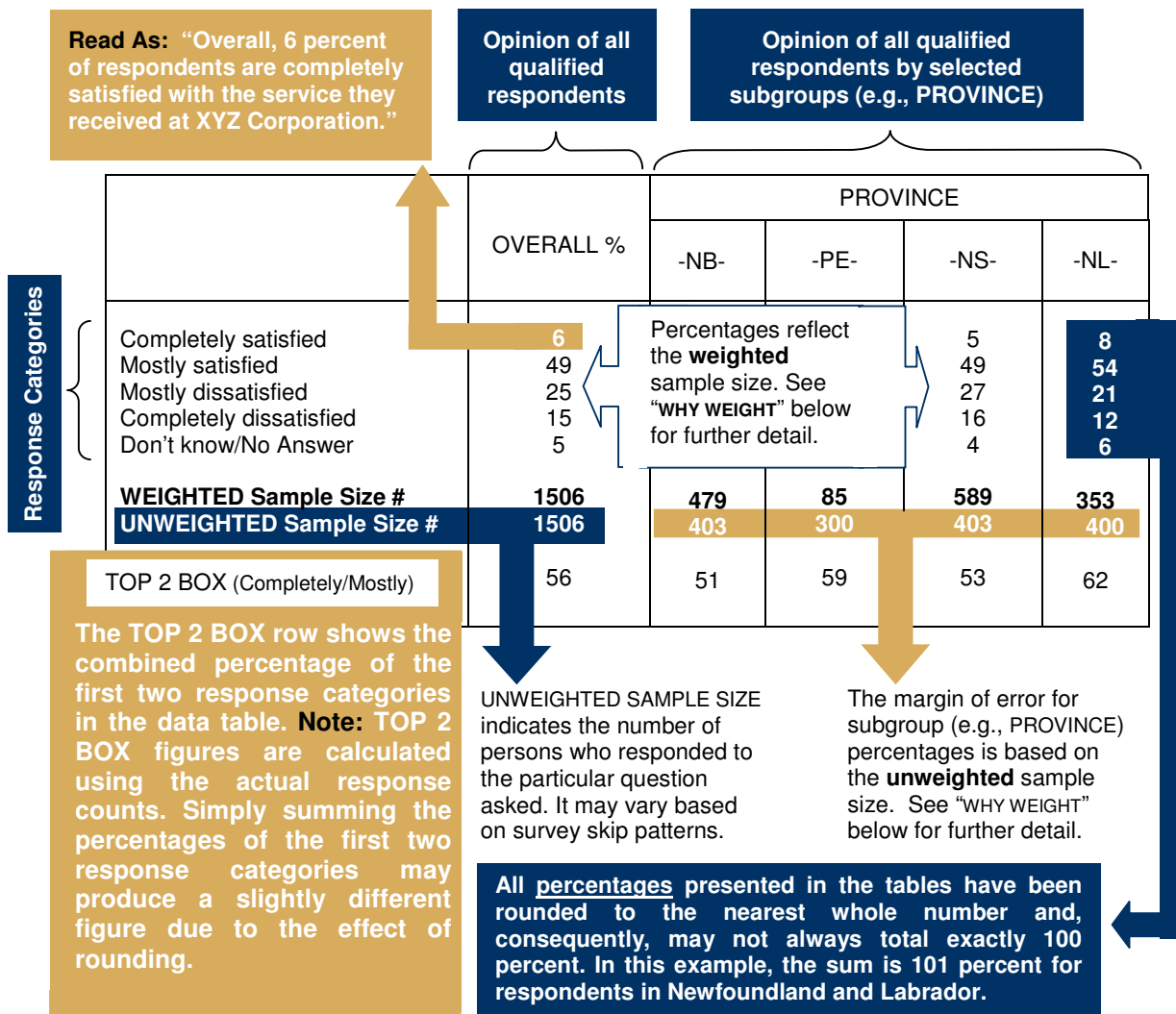
The following section presents a brief overview of how to interpret the various tables included in this report.

## Standard Weighted Tables

For presentation of weighted data, CRA tables adhere to the standard illustrated below. Each table is labeled according to its corresponding question number in the survey (i.e., Question 1 becomes Table 1), and the question wording precedes the data table.

**TABLE 1:**

**Please tell me whether you are completely satisfied, mostly satisfied, mostly dissatisfied, or completely dissatisfied with the service you received at XYZ Corporation?**



## Why Weight?

Data “weighting” is simply a process whereby the sample is calibrated during tabulation of survey results to represent the known composition or distribution of subgroups (e.g., gender, regions, age groups) within the larger population. Weighting is required whenever the sample is not representative of the population on one or more key dimensions. In some instances, the sample is purposefully not representative because certain key dimensions or segments of the population have been deliberately oversampled (or undersampled), which is to say accorded more (or fewer) interviews than the size of the population subgroup would proportionately suggest.

Primarily, CRA weights data in if, in addition to the views of the overall population, one is interested in the opinions of a segment of the population that is small relative to size of the entire population. For example, the preceding table presents data that was collected from the four Atlantic Provinces. Looking at the **weighted** sample size row for Prince Edward Island one can see that just 85 interviews would have been conducted in the province if interviews were conducted in each province in proportion to their share of the Atlantic Canadian population. If, in addition to the overall opinions of Atlantic Canadians, one is interested in the opinions of residents of PEI, the smallish sample size (i.e., 85) would make it more difficult to draw reliable conclusions regarding the provincial residents.

To avoid this, one must “oversample” PEI. In other words, one conducts a disproportionate number of interviews in the province relative to its share of the Atlantic Canadian population. Oversampling ensures sample sizes sufficiently large to draw statistically reliable conclusions about “small” subgroups. However, this over-represents the opinion of the small subgroup (e.g., PEI) when looking at the overall population (e.g., Atlantic Canada).

To adjust for this over-representation, the data is weighted during the tabulation of final results according to the subgroups’ (e.g., NB, PEI, NS, NL) proportion within the population of interest (e.g., Atlantic Canada). The **weighted row** indicates the impact introducing weights has on the sample and represents the proportionate distribution of subgroups. The end results are “overall” opinions reflective of the true composition of the population of interest and subgroup results (e.g., Province) from which one can draw statistically reliable conclusions.

Similarly, the data will be weighted if, by random chance, the number of completed interviews in a subgroup either over or under-represents the subgroup’s known distribution within the general population.

Statistics Canada Census data details the distribution of various demographic subgroups (e.g., gender, region of residence, age, etc.) within the general population. Knowing this subgroup distribution allows CRA to develop samples that are representative of the general population on these key demographic variables. However, if by random chance, the number of completed interviews for a subgroup either over or under-represents the subgroup’s known distribution to the extent that the views of the general population are distorted, then CRA will weight the data to bring the sample in line with Statistics Canada Census distributions.

## Weighted Multiple Mention Tables

### FIRST MENTION & TOTAL MENTIONS

Some interview questions are “open-ended,” meaning respondents can say whatever is on their mind. Such open-ended questions allow respondents to offer multiple responses or reasons for their opinion. These open-ended responses are recorded verbatim and coded (i.e., grouped) into conceptually meaningful categories the when interviewing is completed among all respondents.

Typically, CRA records the first mention (i.e., top of mind or most important factor) separately from the subsequent responses and presents this in a table noted as “First Mention.” The “First Mention” table adheres to the standard table format noted in the preceding section.

To accommodate for the fact that respondents often provide more than one response, CRA also presents all responses in a separate table titled “Total Mentions.” It is important to note that **percentages in a “Total Mentions” table do not sum to 100 percent.** In the example illustrated below, the sample number of respondents is 400. However, since a respondent can offer more than one response to an open-ended question, that respondent may offer two, three, or more responses. For example, the total number of responses to an open-ended question may total 700, while the interview base remains 400 individual respondents. Accordingly, when one calculates total responses as a percentage of the base, the result is greater than 100 percent.

For the presentation of “Total Mentions” data, CRA tables adhere to the standard illustrated below. Each table is labeled according to its corresponding question number in the survey (i.e., Question 2 becomes Table 2), and the question wording precedes the data table.

**TABLE 2: TOTAL MENTIONS**

**In your opinion, what is the most important issue facing country XYZ today? PROBE: And what other important issues are there?**

**Read As:** “Overall, 51 percent of respondents mention health care as one of the most important issues facing country XYZ today.”

**Read As:** “Fifty percent of respondents from households with annual incomes of less than \$35K mention health care as one of the most important issues facing country XYZ today.”

	OVERALL %	INCOME		
		L.T. \$35K	\$35 - \$50K	\$50K+
Health Care	51	50	54	51
Debt	45	52	42	36
Safety	26	22	26	31
Taxes	24	19	41	20
Don't Know	12	13	7	11
<b>WEIGHTED Sample Size #</b>	1504	613	278	457
<b>UNWEIGHTED Sample Size #</b>	1504	624	271	455

**Grouped Responses**

**Number of completed interviews**

The INCOME subgroup may not sum to the full sample size, in this example 1504, due to certain respondents refusing to disclose an income range.

As noted above, due to multiple responses, the category percentages may not sum to 100%, in this example the sum is 149%.