



- 3 a) What are the two or three most important issues facing the community in which you have your primary residence? [RECORD FIRST, SECOND AND THIRE MENTIONS]

**Data being summarized**

1 – SPECIFY \_\_\_\_\_  
 ? - DK/NA

- 3 b) Thinking about all the ENVIRONMENTAL issues facing your community today, which ONE causes you the greatest concern?

**Data being summarized**

1 – SPECIFY \_\_\_\_\_  
 ? - DK/NA

Now, I want you to think about trees – all kinds of trees – including those that are on private property and owned by individuals, as well as trees that are publicly owned and found on streets and in parks, or in forests or woodlots

- 4 First of all, please tell me whether, for you personally, the presence or existence of each of the following is very important, somewhat important, not very important, or not at all important ...

a) **the trees that you see in your local community, including those that are on private property and those that are on public property such as streets and parks**

1 - <b>very important</b>	<b>84%</b>
2 - somewhat important	14%
3 - not very important	1%
4 - not at all important	

b) **the woodlots and forests found generally throughout Southern Ontario**  
 [NOTE – if respondent wants definition of Southern Ontario, say it is all the area south of North Bay]

<b>1 - very important</b>	<b>84%</b>
2 - somewhat important	13%
3 - not very important	1%
4 - not at all important	1%
DK/NA	1%

- 5 READ AND ROTATE

- a) Are you very concerned, somewhat concerned, not very concerned or not at all concerned about the condition of the trees in your local community?

1 - Very concerned	33%
2 - Somewhat concerned	36%
3 - Not very concerned	22%
4 - Not at all concerned	8%
DK/NA	1%

5 b) Are you very concerned, somewhat concerned, not very concerned or not at all concerned about the condition of woodlots or forests across Southern Ontario?

1 - Very concerned	43%
2 - Somewhat concerned	41%
3 - Not very concerned	10%
4 - Not at all concerned	3%
DK/NA	3%

6 **Would you say that the presence of healthy trees in your city or town has a .... on your own personal health?**

READ AND ROTATE 1 AND 3

1 - <b>major impact</b>	<b>56%</b>
2 - moderate impact	31%
3 - little or no impact	11%
DK/NA	3%

7 a) What currently is the single greatest threat to trees in the streets, parks and yards of your community or neighbourhood?

**Data being summarized**

1 - SPECIFY \_\_\_\_\_

7 b) What currently is the greatest threat to forests or woodlots in rural areas of Southern Ontario?

**Data being summarized**

1 SPECIFY \_\_\_\_\_

ROTATE Q8 AND Q9

8 In your opinion, is each of the following a very important BENEFIT, a somewhat important benefit, a not very important or not at all important benefit of having trees in your local community....

READ AND ROTATE a) TO d)

8 a) **Trees help improve the air quality**

1 - <b>Very important</b>	<b>87%</b>
2 - Somewhat important	11%
3 - Not very important	
4 - Not at all important	1%
5 - Do not believe statement	
DK/NA	1%

b) **Trees help reduce the effects of climate change**

<b>1 - Very important</b>	<b>60%</b>
2 - Somewhat important	25%
3 - Not very important	4%
4 - Not at all important	2%
5 – Do not believe statement	1%
DK/NA	7%

c) **Trees help with energy conservation by moderating building temperatures**

<b>1 - Very important</b>	<b>57%</b>
2 - Somewhat important	30%
3 - Not very important	5%
4 - Not at all important	3%
5 – Do not believe statement	1%
DK/NA	4%

d) **Trees help water quality**

<b>1 - Very important</b>	<b>61%</b>
2 - Somewhat important	24%
3 - Not very important	5%
4 - Not at all important	1%
5 – Do not believe statement	1%
DK/NA	8%

8 e) Can you think of any other benefits, that we haven't mentioned, of having trees in your local community?

**Data being summarized**

- 1 – SPECIFY \_\_\_\_\_
- 2 – No other benefits

9 In your opinion, is each of the following a very serious DISADVANTAGE, a somewhat serious disadvantage, a not very serious or not at all serious disadvantage to having trees in your local community...

READ AND ROTATE a) TO c)

a) **Trees produce pollen, which affects people with asthma and allergies**

1 - Very serious	11%
<b>2 - Somewhat serious</b>	<b>35%</b>
<b>3 - Not very serious</b>	<b>32%</b>
<b>4 - Not at all serious</b>	<b>20%</b>
5 Do not believe statement	
DK/NA	2%

**b) It costs money to look after trees**

1 - Very serious	7%
2 - Somewhat serious	20%
<b>3 - Not very serious</b>	<b>34%</b>
<b>4 - Not at all serious</b>	<b>36%</b>
<b>5 Do not believe statement</b>	<b>1%</b>
DK/NA	2%

**c) Trees can be a hazard to people and property, e.g. from falling branches**

1 - Very serious	5%
2 - Somewhat serious	18%
<b>3 - Not very serious</b>	<b>37%</b>
<b>4 - Not at all serious</b>	<b>39%</b>
<b>5 Do not believe statement</b>	<b>1%</b>
DK/NA	

d) Can you think of any other disadvantages, that we haven't mentioned, of having trees in your local community?

**Data being summarized**

- 1 – SPECIFY \_\_\_\_\_
- 2 – No other disadvantages

10 From what you have seen, read or heard, would you say that the protection and maintenance of trees and forests in your community is.....

READ

1 – Excellent	16%
2 – Good	46%
3 – Fair	27%
4 – Poor	9%
DK/NA	2%

11 Now I would like to ask you about who should pay the costs of maintaining and enhancing the trees IN YOUR CITY OR TOWN. Should this be paid for MAINLY by ...

READ AND ROTATE

1 – the private sector, that is by fundraising among private companies, non-government organizations and individuals	11%
2 – the public sector, that is, through government grants and taxpayer dollars	70%
3 – both	14%
4 – neither	
5 – other SPECIFY	2%
DK/NA	2%

12 **From what you have seen and heard, should each of the following should spend more, less or the same as now, on maintaining and enhancing the trees IN YOUR CITY OR TOWN?**

READ AND ROTATE

12 a) **your local municipal government**

<b>1 – More</b>	<b>41%</b>
2 – Less	2%
3 – Same	48%
4 – Depends	1%
DK/NA	8%

b) **the Ontario government**

<b>1 – More</b>	<b>47%</b>
2 – Less	2%
3 – Same	40%
4 – Depends	1%
DK/NA	10%

c) **the federal government**

<b>1 – More</b>	<b>43%</b>
2 – Less	3%
3 – Same	43%
4 – Depends	1%
DK/NA	11%

d) **the private sector, including businesses and environmental organizations**

1 – More	48%
2 – Less	3%
3 – Same	38%
4 – Depends	1%
DK/NA	9%

13 Within the past five years, has your household spent money on each of the following...

READ AND ROTATE

13 a) maintaining or preserving the trees that are already on the property where you live or on property that you own or manage?

1 – yes, money has been spent	58%
2 – no, money has not been spent	36%
3 – landlord or other person	4%
4 – Other SPECIFY	1%

b) planting new trees on property that you own or manage?

1 – yes, money has been spent	45%
2 – no, money has not been spent	50%
3 – landlord or other person	4%
4 – Other SPECIFY	1%
DK/NA	1%

14 Which level of government, if any, should have the PRIMARY responsibility for each of the following...

READ AND ROTATE

a) **Funding research on the impact of trees on climate change**

READ AND ROTATE 1 TO 4

1 – <b>Municipal government</b>	<b>8%</b>
2 – <b>Provincial government</b>	<b>18%</b>
3 – <b>Federal government</b>	<b>56%</b>
4 - No government	4%
5 – Combination	10%
6 - Other (SPECIFY)	
DK/NA	4%

b) Public education about the benefits of trees in regard to climate changes

1 – Municipal government	3%
2 – Provincial government	30%
3 – Federal government	33%
4 - No government	20%
5 – Combination	9%
6 - Other (SPECIFY)	
DK/NA	5%

c) Making tree management policies that address the issue of climate change

1 – Municipal government	13%
2 – Provincial government	24%
3 – Federal government	47%
4 - No government	3%
5 – Combination	7%
6 - Other (SPECIFY)	
DK/NA	6%

- 15 Thinking about ways in which the Ontario government could help prevent the unreasonable cutting of trees, which ONE of the following approaches do you MOST support?

READ AND ROTATE - CHOOSE ONE OF THE FOLLOWING

1 - <b>government legislation that restricts the cutting of trees</b>	<b>38%</b>
2 - public information and education on the need to save trees	31%
3 - financial incentives, such as grants or tax credits, that encourage owners to save trees	21%
4 - no need to save trees	
5 - none of the above	
6 - all of the above	3%
7 - Other	3%
DK/NA	2%

READ AND ROTATE Q16 and Q17

- 16 Do you strongly support, somewhat support, somewhat oppose or strongly oppose the passing of local bylaws that would restrict the cutting of trees on PRIVATE property in your city or town ...

1 - strongly support	35%
2 - somewhat support	35%
3 - somewhat oppose	14%
4 - strongly oppose	12%
DK/NA	3%

- 17 Do you strongly support, somewhat support, somewhat oppose or strongly oppose the passing of local bylaws that would restrict the cutting of forests or woodlots on PRIVATE property in RURAL areas of Southern Ontario

1 - strongly support	38%
2 - somewhat support	33%
3 - somewhat oppose	12%
4 - strongly oppose	12%
DK/NA	4%

- 18 Thinking about all the ways in which someone can do something to help the environment, which ONE of the following are you MOST likely to do ...

READ AND ROTATE

1 - give money to tree-planting projects	17%
2 - buy energy-efficient appliances	44%
3 - reduce the amount of driving that you do	28%
4 - All of the above	5%
4 - Other (SPECIFY)	3%
DK/NA	3%



19 Keeping in mind the cost to the taxpayer and the fact that Southern Ontario now has 80% less forest than it had at the beginning of the 19th century, would you say that governments should be spending ..

READ AND ROTATE 1 AND 2

1 – <b>more on replacing forests in Southern Ontario</b>	<b>80%</b>
2 – less on replacing forests in Southern Ontario	1%
3 – the same as now on replacing forests in Southern Ontario	15%

20 Are you likely or not likely to use each of the following sources of information on trees and forests ...

READ AND ROTATE a) TO g)

a) brochures or self-help manuals

1 – Likely to use	55%
2 – Not likely to use	43%
3 – depends	
DK/NA	1%

b) websites or e-mail

1 – Likely to use	49%
2 – Not likely to use	50%
3 – depends	
DK/NA	1%

c) private consultants or experts

1 – Likely to use	25%
2 – Not likely to use	73%
3 – depends	1%
DK/NA	2%

d) government offices

1 – Likely to use	31%
2 – Not likely to use	67%
3 – depends	
DK/NA	1%

e) newspapers or magazines

1 – Likely to use	77%
2 – Not likely to use	22%
3 – depends	
DK/NA	

f) television programs

1 – Likely to use	76%
2 – Not likely to use	23%
3 – depends	
DK/NA	

g) family and friends

1 – Likely to use	69%
2 – Not likely to use	29%
3 – depends	1%
DK/NA	1%

20 h) Is there any other source of information on trees and forests that you have already consulted or are likely to consult?

**Data being summarized**

1 – SPECIFY _____	
2 – No other sources of information	

21 Considering both the cost to the taxpayer and the fact that growing trees benefits the environment for all of society, do you think that rural private landowners should be compensated for taking land out of agriculture production in order to grow more trees?

1 – Yes	64%
2 – No	29%
DK/NA	7%

22 Do you believe logging or the harvesting of trees can be done in an environmentally-friendly way that does not reduce the ecological value of a forest?

1 – Yes	83%
2 – No	11%
DK/NA	5%

**DEMOGRAPHIC QUESTIONS**

23 a) Thinking about how you spend your recreational time, do you regularly, that is, once a month or more often, visit any treed or other natural areas WITHIN the city where you live?

1 – yes, visit regularly	68%
2 – yes, visit, but not regularly	20%
3 – never visit	11%
4 – don't know of any such area	
5 – Other SPECIFY	

IF YES TO a)

b) What are your MAIN activities when you get there?

READ IF NECESSARY

- |                         |  |
|-------------------------|--|
| 1 – walking or hiking   | 64%  |
| 2 – jogging             | 2%   |
| 3 – bird watching       | 2%   |
| 4 – cycling             | 5%   |
| 5 – some other activity | 20% (camping, golf, reading, fishing, relaxing, rollerblading, nature watch) |
| 6 – Combination         | 5%   |

ASK ALL

c) Do you regularly, that is, once a month or more often, visit any treed or other natural areas OUTSIDE the city, in the countryside?

- |                                   |     |
|-----------------------------------|-----|
| 1 – yes, visit regularly          | 38% |
| 2 – yes, visit, but not regularly | 36% |
| 3 – never visit                   | 25% |
| 4 – don't know of any such area   |     |
| 5 – Other SPECIFY                 |     |

IF YES TO c)

d) What are your MAIN activities when you get there?

READ IF NECESSARY

- |                       |  |
|-----------------------|--|
| 1 – walking or hiking | 54%  |
| 2 – camping           | 8%   |
| 3 – bird watching     | 6%   |
| 4 – other             | 32% (fishing, swimming, relaxing, picnicking, driving, snowmobiling, etc.) |

IF OPTION 2 OR 3 IN 23a)

24 What are the MAIN one or two reasons you don't more often visit treed or natural areas WITHIN the city where you live?

1 – SPECIFY \_\_\_\_\_

IF OPTION 2 OR 3 IN 23c)

25 What are the MAIN one or two reasons you don't more often visit treed or natural areas OUTSIDE the city where you live, that is, in the countryside?

- |  |     |
|--|-----|
| 1- lack of time                          | 48% |
| 2 – don't want to                        | 14% |
| 3 - no transportation                    | 10% |
| 4 - too old                              | 7%  |
| 5 – trees where I live, no need to visit | 6%  |
| 6 - other                                | 15% |

TELL ALL

And now for some questions about your household.

D1 In what year were you born? (What is your age?)

18 to 24	11%
25 to 34	21%
35 to 44	23%
45 to 54	14%
55 or over	29%
DK/NA	2 %

D2 What is the highest level of education that you have reached?

DO NOT READ - SELECT ONE ONLY

1 - Some elementary (Grades 1-6)	
2 - Completed elementary (Grade 7 or 8)	2%
3 - Some high school (Grades 9-11)	6%
4 - Completed high school (Grades 12 or 13)	16%
5 - Some community college, vocational, trade school	14%
6 - Completed community college, vocational, trade school	22%
7 - Some university	8%
8 - Completed university (Bachelor's Degree)	18%
9 - Post graduate/professional school (Master's Degree, Ph.D., etc.)	13%
10 - No schooling	
DK/NA	2%

D3 a) Do you own or have regular access to a car?

1 – Yes, own	78%
2 – Yes, have regular access	7%
3 – No regular access	14%
DK/NA	1%

D4 Into which of the following categories would you put the total annual income in 2000 of all the members of your household, including yourself, before taxes and deductions?

READ IF NECESSARY

1 - \$10,000 or less	5%
2 - \$10,001 to \$20,000	6%
3 - \$20,001 to \$30,000	11%
4 - \$30,001 to \$40,000	10%
5 - \$40,001 to \$50,000	9%
6 - \$50,001 to \$60,000	10%
7 - \$60,001 to \$70,000	8%
8 - \$70,001 to \$80,000	8%
9 - \$80,001 to \$90,000	3%
10 - \$90,001 to \$100,000	3%
11 - More than \$100,000	11%
DK/NA	16%

D5 DO NOT ASK - RECORD RESPONDENT'S SEX

1 - Male	48%
2 - Female	52%

These are all the questions I have.