

Public Attitudes towards the Economy and Environmental Conservation in Northern Ontario – Spring 2010



Public Opinion Research Findings

March 12, 2010



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the international professional body for opinion and market research.*

METHODOLOGY

The findings in this report are based on a telephone survey of a random sample of 387 Northern Ontario residents aged 18+. The survey was fielded from March 5th to March 9th, 2010. Weighting is applied according to region, gender and age data from the 2006 census.

A random sample of 387 Northern Ontario residents would yield a margin of error of **±4.9%, 19 times out of 20.**

The Northern Ontario residents surveyed for this project reside in Ontario districts north of the French River, including Nipissing, but excluding Parry Sound District. Specifically, these include the Census Divisions of Algoma , Cochrane, Kenora, Manitoulin, Nipissing, Rainy River, Sudbury, Greater Sudbury Division, Thunder Bay and Timiskaming.

This research was conducted by McAllister Opinion Research, a professional opinion research firm. The research contact for this study is Angus McAllister, who can be reached at: 778.999.7506 or angus@mcallister-research.com.

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This research was commissioned by the IVEY foundation.

Notes

1. Due to rounding, not all percentages will add up to exactly 100%

* denotes a percentage less than 1%

Research Results

Q1. Please say if you **AGREE** or **DISAGREE** with the following statements. [*PROMPT: Would that be strongly or somewhat?*]

- a. Protection of natural ecosystems like forests, lakes and rivers should take place first, before governments give large industrial projects approval to proceed.

	LIB	CONS	NDP	GRN	UNDECIDED VOTERS	Overall ¹
TOTAL AGREE	87%	82%	96%	88%	81%	86%
Strongly Agree	48%	44%	61%	68%	52%	50%
Somewhat Agree	39%	38%	35%	20%	29%	36%
Somewhat Disagree	12%	8%	3%	6%	14%	9%
Strongly Disagree	1%	7%	0%	6%	1%	2%
TOTAL DISAGREE	13%	15%	3%	12%	15%	11%
DK/NA	0%	2%	1%	0%	5%	3%

¹ **OVERALL** numbers include decided voters as well as undecided voters, non-voters and those who refused to indicate their party preference.

b. Unemployment will RISE because the Ontario government is placing too much emphasis on environmental protection.

	LIB	CONS	NDP	GRN	UNDECIDED VOTERS	OVERALL ²
TOTAL AGREE	39%	46%	43%	24%	26%	33%
Strongly Agree	7%	16%	16%	15%	10%	10%
Somewhat Agree	32%	30%	27%	9%	16%	23%
Somewhat Disagree	35%	27%	28%	41%	40%	34%
Strongly Disagree	13%	18%	21%	27%	21%	21%
TOTAL DISAGREE	48%	45%	49%	68%	61%	55%
DK/NA	13%	9%	9%	8%	12%	12%

² **OVERALL** numbers include decided voters as well as undecided voters, non-voters and those who refused to indicate their party preference.

- c. The Ontario government should put LESS emphasis on environmental protection in our region.

	LIB	CONS	NDP	GRN	UNDECIDED VOTERS	OVERALL ³
TOTAL AGREE	27%	38%	24%	3%	26%	26%
Strongly Agree	8%	5%	12%	0%	6%	8%
Somewhat Agree	19%	33%	12%	3%	20%	18%
Somewhat Disagree	42%	37%	29%	23%	31%	33%
Strongly Disagree	30%	23%	44%	74%	43%	39%
TOTAL DISAGREE	72%	60%	73%	97%	74%	72%
DK/NA	2%	1%	2%	0%	0%	3%

³ **OVERALL** numbers include decided voters as well as undecided voters, non-voters and those who refused to indicate their party preference.

d. Q2. To ensure the best long-term economic and social outcomes, would you rather see the people responsible for managing our forests answer to...? *[Options Rotated]*

	LIB	CONS	NDP	GRN	UNDECIDED VOTERS	OVERALL ⁴
Forest companies	17%	30%	7%	5%	7%	12%
Local communities	78%	67%	82%	84%	87%	78%
DK/NA	5%	3%	11%	11%	6%	10%

⁴ **OVERALL** numbers include decided voters as well as undecided voters, non-voters and those who refused to indicate their party preference.

Q3. If an Ontario provincial election were held today, which political party would you be most likely to support? Would that be the Ontario...

	ALL RESPONDENTS	DECIDED VOTERS
	%	%
NDP	21%	36%
Liberal Party	17%	30%
Conservative Party	11%	19%
Green Party	6%	11%
Other Party	2%	3%
Or are you NOT a VOTER in provincial elections?	6%	--
Undecided / Unsure	18%	--
Other Answer	1%	--
Refuse	18%	--

Q4. And finally, for statistical reasons only, please tell me...

- a. In which year where you born?
- b. (If refused) Could you tell me then which of the following categories is the best fit...

Age Categories	%
18-34 years	28%
35-54 years	40%
55+ years	32%
Refuse	1%

Q5. Gender

	%
Male	48
Female	52