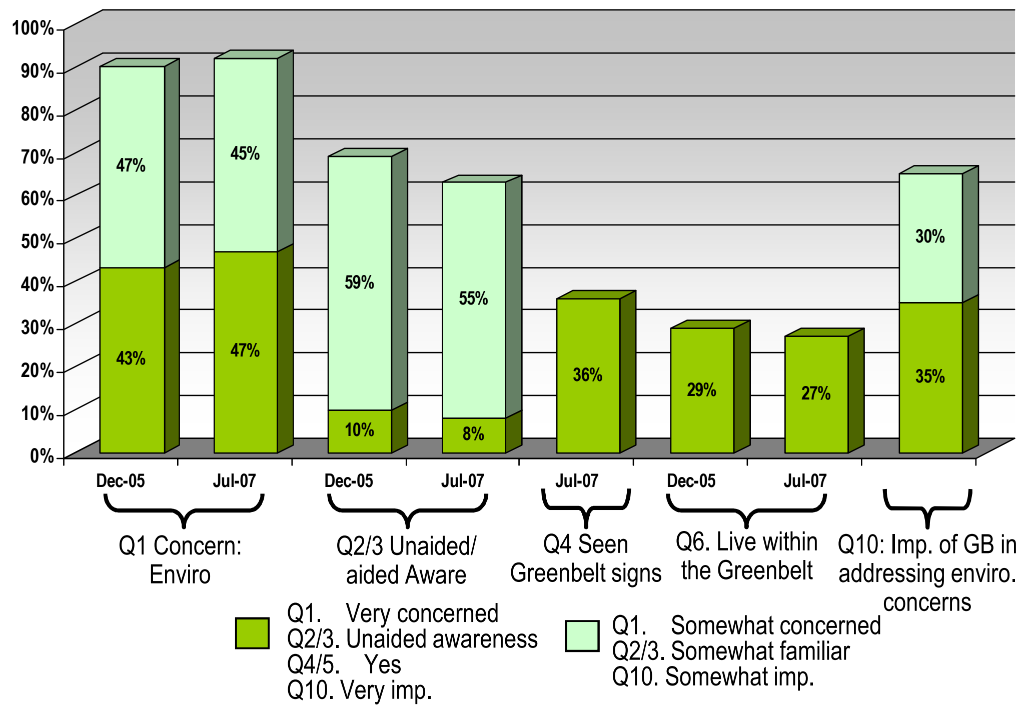
Greenbelt Foundation
2007 Awareness Research

Summary prepared by:

ENVIRONICS
RESEARCH GROUP

Management Summary – July 2007

Summary of Findings



Q8. Main Goals

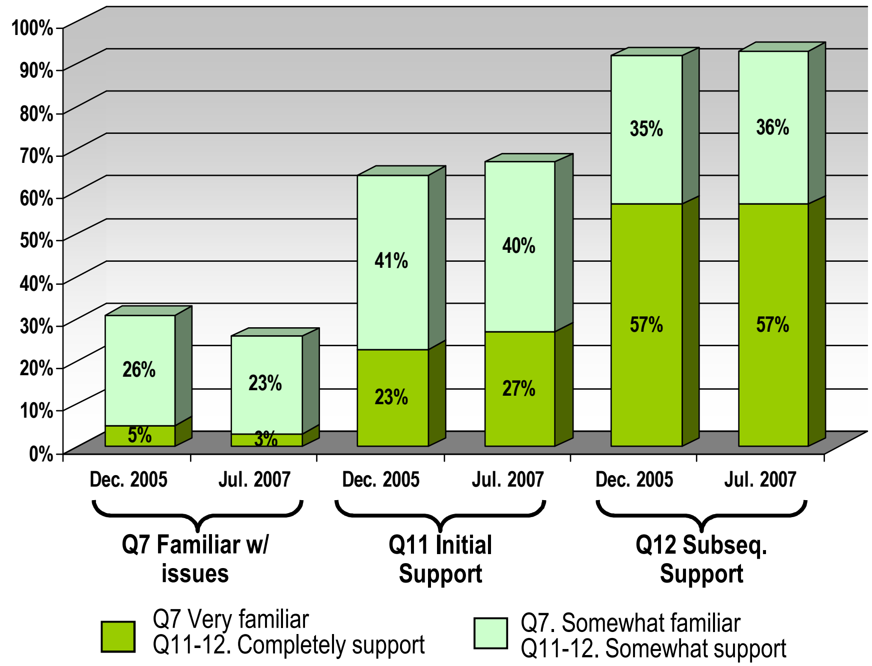
	Dec 2005	Jul 2007
Limit/control development/urb. sprawl	14%	14%
Preserve/protect the environment	6%	12%
Protect greenspace/Greenbelt	6%	8%
Protect farmland from urban sprawl	13%	6%
Preserve/protect water	13%	5%
Preserve/protect trees/forests	2%	5%
To clean the air/maintain air quality	1%	5%
Protect wildlife habitats/wetlands	18%	4%
Protect natural areas/keep in natural state	2%	4%
Preserve/protect the land	2%	4%
Other	15%	14%
Nothing	1%	1%
Don't know	46%	52%

Q9. Drawbacks

	Dec 2005	Jul 2007
Unfair consequences to land owners	2%	4%
Unfair consequences to farmers	2%	3%
Limits development opportunities	8%	3%
Will increase taxes/price of housing	2%	2%
Does not go far enough	2%	2%
Bad for developers/big business	0%	1%
Other	6%	7%
Nothing	9%	12%
Don't know	63%	67%

- Q1: Slightly more in 2007 than in 2005 are very concerned about the state of the natural environment in Ontario (47% vs. 43%).
- Q2/3. Unaided awareness of the Greenbelt has dipped slightly from 10% to 8%. Total aided and unaided awareness has decreased from 69% to 63%.
- Q4. 36% have seen the Greenbelt signs on major highways.
- Q6. 27% say they live within the Greenbelt, down from 27%.
- Q10. 65% say the Greenbelt is very important (35%) or somewhat (30%) important in addressing their environmental concerns.
- Q8. Top goals/benefits of the Greenbelt are to limit urban sprawl (14%), preserve the environment (12%), protect greenspace (8%), and protect farmlands (6%). More are unable to answer (52% - up sig.).
- Q9. 12% see no drawbacks of the Greenbelt, while 67% could not think of any, both up from 2005. A few mention unfair consequences to land owners (4%) and farmers (3%), while 3% mention limitations on development opportunities.

Summary of Findings



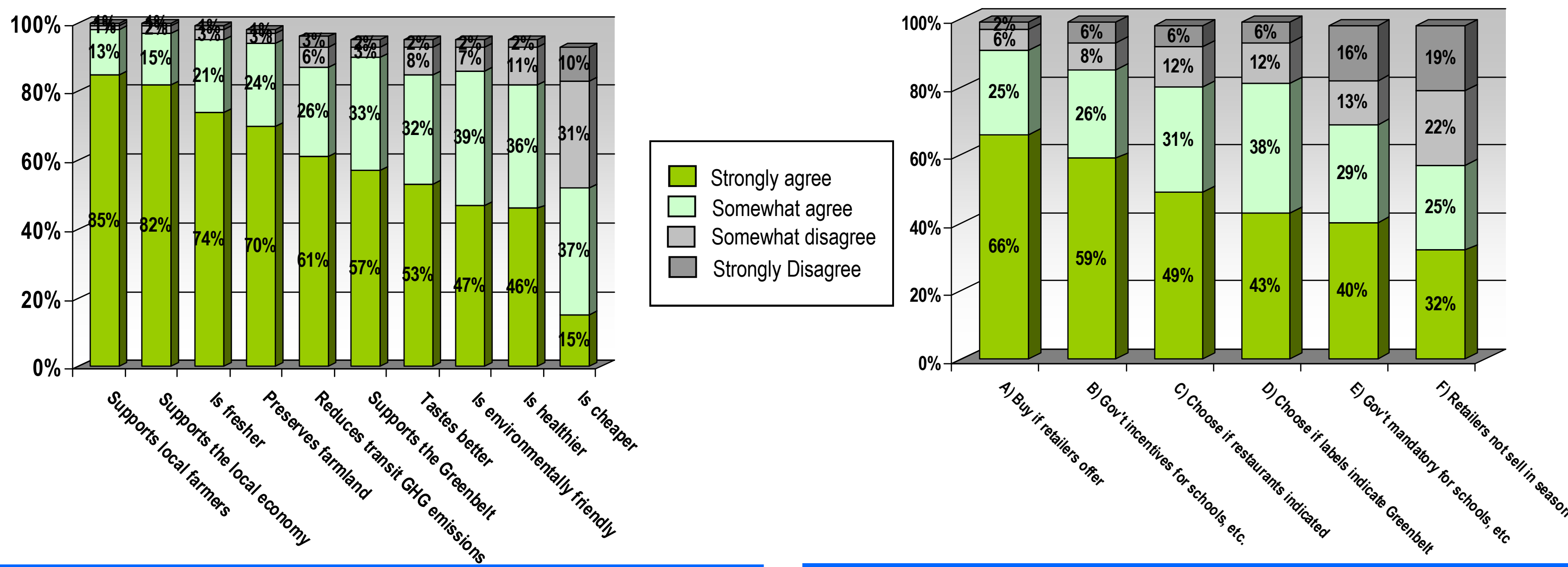
- Q7. 26% are very (3%) or somewhat (23%) familiar with the issues surrounding the Greenbelt, down from 2005.
- Q11. Initial support of the Greenbelt is higher, with 27% completely, and 40% somewhat supporting it. Only 7% oppose, with 27% unable to answer.
- Q12. Based on the description, support jumps dramatically with a majority (57%) completely supporting and 36% somewhat supporting it. Both unchanged from 2005.
- As seen in 2005, after hearing the statement, 50% of those who said they somewhat supported the Greenbelt changed their answer to complete support, while 33% who somewhat opposed it, changed to somewhat supporting it
- Q14. Up significantly from 2005, 39% say the most important benefit of the Greenbelt is protecting the natural water system, followed by preserving agricultural lands (20%) and protecting wildlife habitats (17%).

Q12. Subsequent Support / **Q11. Initial Support**

	Total	Completely support	Somewhat support	Somewhat oppose	Completely oppose	Don't know
%	100	27	40	4	3	27
Completely support	57	84	50	23	12	49
Somewhat support	36	14	48	33	16	41
Somewhat oppose	4	1	1	40	28	3
Strongly oppose	2	0	0	5	44	1
Don't know	2	1	1	0	0	6

Q14. Benefits of the Greenbelt	Dec 2005	Jul 2007	Male	Female	18-29	30-49	50+
Protecting the natural water systems	28%	39%	40%	38%	42%	39%	39%
Preserving agricultural lands	21%	20%	17%	24%	10%	19%	24%
Protecting wildlife habitats	21%	17%	16%	18%	31%	21%	10%
Limiting urban sprawl	14%	10%	13%	7%	7%	9%	12%
The creation of a single, continuous beltway of protected green space	11%	9%	9%	9%	6%	9%	10%
Providing recreation and tourism opport.	4%	1%	2%	1%	1%	1%	1%
Don't know	4%	3%	3%	3%	3%	3%	4%

Summary of Findings



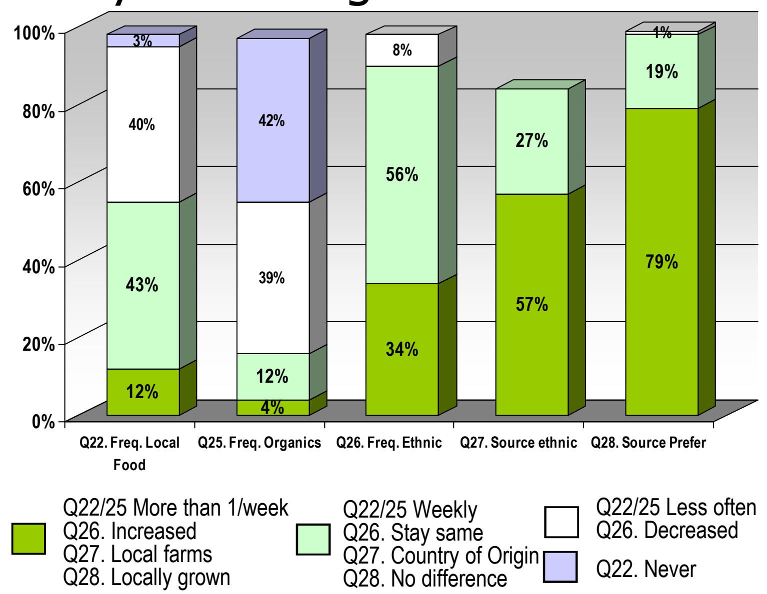
Q30: Locally Grown food:

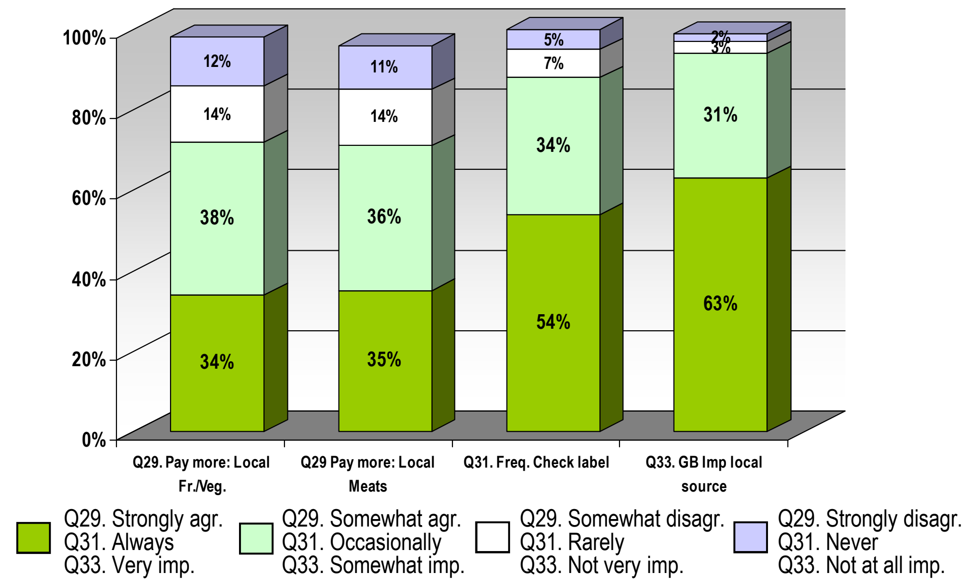
- Strongest agreement that locally grown food supports local farmers (85%), supports the local economy (82%), is fresher (74%), and preserves farmland (70%).
- Significant disagreement exists only in terms of local food being cheaper (41% disagree).

Q36: To Encourage Sale of Locally Grown Food:

- 66% strongly agree they would buy more if retailers offered them, while 49% would if restaurants indicated locally-grown foods in menus.
- 59% strongly agree there should be incentives for schools, hospitals, etc. to use locally grown foods, but only 40% strongly agree to making it mandatory for a certain proportion of food to be locally sourced.
- 41% oppose rules that would prevent retailers from selling imported food when locally grown and raised foods are in season.

Summary of Findings





- Q22/25: 55% buy locally-grown food at least once a week, while 16% buy organic food once a week. 42% never buy organics.
- Q28. More say their consumption of ethnic food is increasing (34%) than decreasing (8%).
- Q27. 57% prefer that ethnic foods come from local farms, while 27% prefer they come from the countries of origin
- Q28. 79% prefer to buy locally grown fruits, vegetables and meats. Only 1% prefer imported.

- Q29: 72% agree that they would be willing to pay more for locally grown fruits/vegetables, while 71% would pay more for locally raised meat.
- 54% say they always check source of origin labels, while 34% occasionally do. Just 5% never do.
- Q33. 94% strongly agree (63%) or somewhat agree (31%) that the Greenbelt is important for ensuring we have a local source of food.

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Objectives

Objectives:

- The objective of the 2007 wave of this study was to track the awareness and engagement with the Greenbelt since the last fielding in December, 2005.
- In addition, questions to support a special theme on locally-grown food issues were developed.

Methodology

Methodology:

- A total of 1,000 interviews were conducted by telephone between June 18-July 3, 2007. A sample of this size can be considered accurate to within +/-3.1 percentage points, 19 times out of 20. A stratified sampling was employed with quotas set for each municipality. The breakdown of the sample plan appears below:

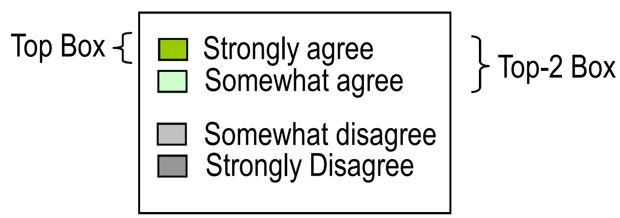
Count	Total	Urban	Rural
Toronto	200	200	0
Durham	60	48	12
York	90	72	18
Dufferin	40	32	8
Peel	70	56	14
Halton	50	40	10
Waterloo	50	41	9
Wellington	50	40	10
Brant	40	31	9
Hamilton	60	49	11
Niagara	50	40	10
Northumberland	35	16	19
Kawartha	35	28	7
Peterborough	40	30	10
Simcoe	50	34	16
Grey	40	18	22
Bruce	40	5	35
	1000	780	220

Reporting & Analysis

Reporting Framework:

- Results in this report are analyzed by unweighted data, highlighting key differences by respondent demographics and awareness of the Greenbelt.
- Consistently, for multi-item scales using 4-point agreement scales, few top 2-box differences (e.g. strongly agree + somewhat agree) were seen across most categories of respondents.

  To help the Friends of the Greenbelt Foundation better understand where support and interest is strongest, this report focuses on the differences among the <u>top-box</u> respondents (e.g. strongly agree). Users should remember that total agreement would include the second-box respondents as well.



- In most charts the "Don't Knows" are suppressed, unless they account for more than 10% of responses

Demographic Profiles:

	Greenbelt July 2007	Greenbelt Dec 2005	Typical Ont. Sample
Gender:			
Male	50%	50%	48%
Female	505	50%	52%
Age:			
18-29	14%	10%	20%
30-49	36%	35%	38%
50+	47%	52%	42%
Marital:			
Single	20%	18%	21%
Married/tog.	60%	61%	59%
Widowed	8%	10%	7%
Sep./Div.	10%	10%	9%
Children:			
None	67%	67%	64%
One	13%	11%	12%
Two	12%	14%	13%
Three+	6%	8%	8%

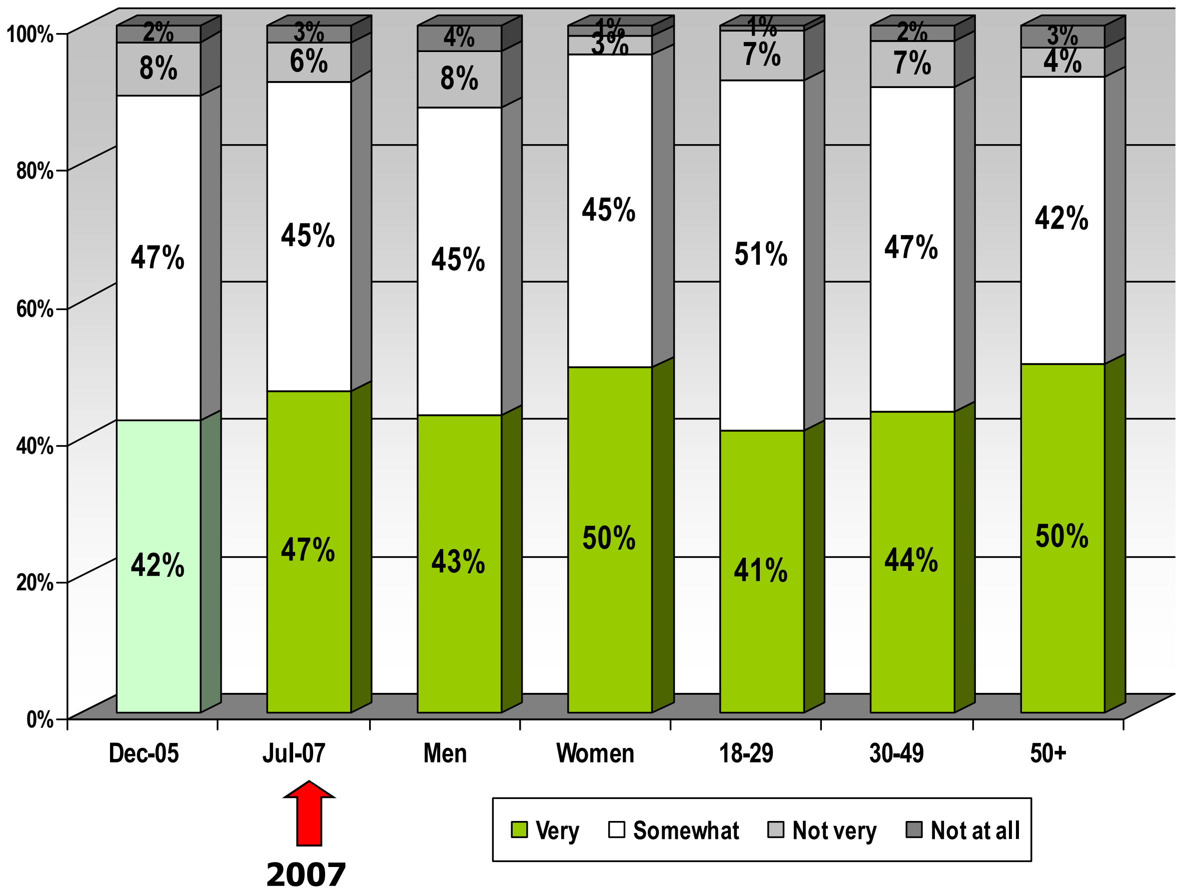
	Greenbelt Wave I	Greenbelt Dec 2005	Typical Ont. Sample
Education:			
HS/less	26%	27%	39%
College/voc.	29%	27%	28%
University	29%	27%	29%
Post-Grad	15%	17%	+
HH Income:			
<$40,000	27%	27%	28%
$40-$60k	17%	18%	15%
$60-$80k	16%	12%	16%
$80k+	28%	29%	19%
Refused	14%	14%	11%
Tenure:			
Own	74%	76%	65%
Rent	23%	22%	34%
Born in:			
Ontario	64%	64%	N/A
Oth. Prov.	11%	10%	N/A
Outside Cda	24%	25%	N/a

Comparable Statistics Canada data was not easily available for comparing these demographic patterns. Instead, the Greenbelt sample is compared to that of a typical Ontario-wide omnibus (which weights to StatsCan data). As in prior waves, the Greenbelt sample differs from a typical Ontario-wide sample in that:

- Respondents are somewhat older, and fewer have children.
- Their education and household incomes are higher
- More own rather than rent their residences.

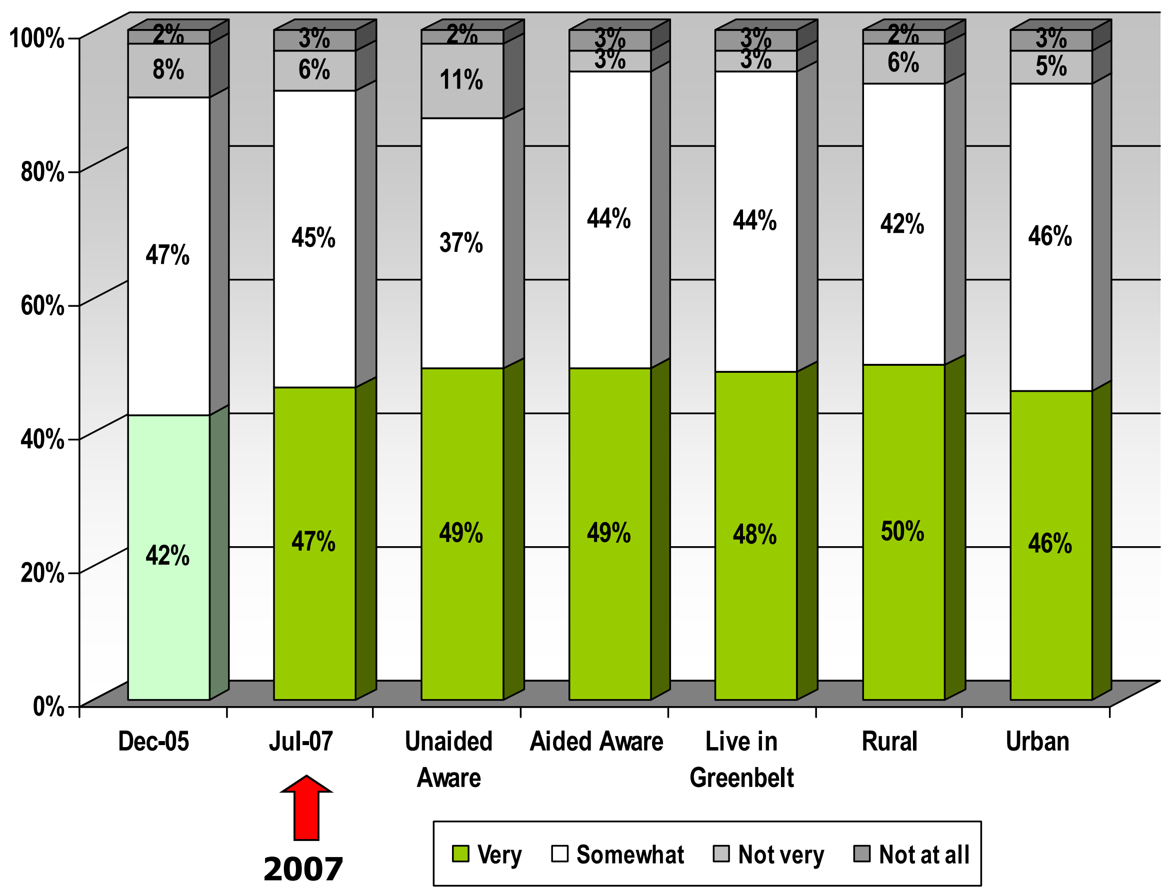
Summary Findings

Q1. How concerned are you with the state of the natural environment in Ontario?



- Up slightly from 2005, almost half of Ontarians (47% in 2007 vs. 42% in 2005) say they are very concerned about the state of the natural environment in Ontario. A further 45 percent say they are somewhat concerned.
- As in 2005, women are more likely than men to say they are very concerned (47% vs. 43%), although the latter increased from 38% in 2005
- Similarly, those aged 50 years or more (50%) are more likely than either those 30-49 (44%), or those 18-29 (41%) to be very concerned. The latter are up from 32% in 2005
- Those with post-graduate education (58%) are more likely to be very concerned than those with high school or less (42%)
- Regionally, those in Toronto (56%) are more likely to say they are very concerned while those in Waterloo-Wellington (39%) are less likely.

Q1. How concerned are you with the state of the natural environment in Ontario? (continued)



- Very few differences exit between those who have unaided (49% very concerned) or aided awareness (49%), or who live in the Greenbelt (49%) or rural areas (50%).
- Differences are more pronounced among those who initially support the Greenbelt (61% very concerned) and those who see the Greenbelt as a very important source of food (59%)

Q2. What about the environment are you concerned about?

– All Respondents, multiple responses

	Jul. 2007	Men	Women	18-29	30-49	50+
Air pollution/car emissions	42	42	41	36	36	48
Water pollution/quality	24	23	25	17	22	27
Global warming/climate change/GHG	23	21	25	30	29	18
Pollution (General)	19	20	18	22	22	16
Garbage/not enough recycling/comp.	17	13	20	13	21	14
Natural resources/preservation	12	11	12	16	11	11
Wildlife/habitat	7	5	8	9	6	7
Urban sprawl	7	7	8	6	8	7
Deforestation	5	4	6	6	4	6
Lack of human commitment	5	4	6	9	3	5
Extreme weather conditions	4	4	4	4	4	4
Other	30	30	31	24	35	29
Nothing	2	3	1	2	1	3
DK/NA	4	4	5	7	4	4

Note: sums to more than 100% due to more than one answer being accepted

- Air pollution and car emissions emerge as the issue that central Ontarians are most concerned about, mentioned by 42 percent of respondents.
- Water pollution (24%) and global warming, climate change and greenhouse gas emissions (23%) are the next most frequently mentioned concerns.
- While older central Ontarians are more likely to cite air pollution and car emissions (48%) and water pollution (27%), younger respondents are more likely to mention global warming, climate change and greenhouse gas emissions (30%). Those aged 30-49 are more likely to cite garbage and recycling (21%).
- Those with higher levels of education are more likely to cite the top three issues.

Q2. What about the environment are you concerned about?

– All Respondents, multiple responses

	Jul. 2007	Unaided Aware	Aided Aware	Live in Greenbelt	Rural	Urban
Air pollution/car emissions	42	51	44	42	37	43
Water pollution/quality	24	31	25	21	22	25
Global warming/climate change/GHG	23	24	22	27	23	23
Pollution (General)	19	17	18	20	13	21
Garbage/not enough recycling/comp.	17	25	16	17	14	17
Natural resources/preservation	12	20	11	12	12	12
Wildlife/habitat	7	4	8	7	6	7
Urban sprawl	7	20	7	6	7	7
Deforestation	5	4	6	5	7	4
Lack of human commitment	5	2	5	5	8	4
Extreme weather conditions	4	5	4	5	4	4
Other	30	38	31	31	30	30
Nothing	2	2	2	3	2	2
DK/NA	4	5	3	3	4	4

Note: sums to more than 100% due to more than one answer being accepted

- Those who have unaided awareness of the Greenbelt are more likely to cite air pollution and car emissions (51%) and water pollution (31%) as being the environmental issues they are most concerned with.
- Those who say they live in the Greenbelt are more likely to cite global warming, climate change and greenhouse gas emissions (27%).
- Those in Toronto are more likely to cite air pollution and car emissions (49%), those in Simcoe-Peterborough-Northumberland-Kawarthas are more likely to cite water pollution and water quality, while those in Grey-Bruce are more likely to cite global warming, climate change and greenhouse gas emissions (30%).

Q2b. What programs, initiatives or government acts have you heard of, if any, that will protect the natural environment in rural or agricultural spaces of land in Ontario? – All Respondents, multiple responses

	Dec 2005	Jul 2007	Male	Female	<30	30-49	50+
Greenbelt/Greenbelt Plan	10%	8%	9%	7%	6%	7%	10%
Recycling/composting	2%	4%	4%	5%	7%	6%	2%
Energy conservation/alt. energy	0%	4%	3%	5%	5%	6%	3%
Drive Clean/Reduce car emiss.	2%	3%	3%	2%	3%	3%	3%
Close coal plants/swtich to nuclear	2%	3%	4%	2%	1%	1%	4%
Kyoto Accord	5%	2%	2%	3%	6%	2%	2%
Greenspace initiatives	0%	2%	2%	2%	1%	2%	2%
Preserve Oak Ridges Morraine	8%	2%	2%	2%	1%	2%	3%
Initiatives to clean air/air pollution	0%	2%	2%	2%	1%	1%	3%
Initatives to protect trees/forests	1%	1%	2%	2%	1%	1%	2%
Other	23%	21%	18%	25%	19%	21%	22%
Don't know	59%	63%	62%	64%	65%	64%	61%

Note: sums to more than 100% due to more than one answer being accepted

2007

- Slightly fewer central Ontarians spontaneously remembered the Greenbelt in 2007 than after the advertising campaign in December 2005 (8% vs. 10%).
- Four percent mentioned recycling and composting, while a further four percent mentioned energy conservation and alternative energy programs. In 2005, the Oak Ridges Moraine was mentioned by 8 percent, but in 2007 it was mentioned by only 2 percent.
- More than six-in-ten (63%) were unable to answer, up from 52 percent in 2005.
- Older respondents (10%), post-grads (17%), and high income earners (14% earning $80k+), were all more likely to mention the Greenbelt.

Q2b. What programs, initiatives or government acts have you heard of, if any, that will protect the natural environment in rural or agricultural spaces of land in Ontario? (continued) – All Respondents, multiple responses

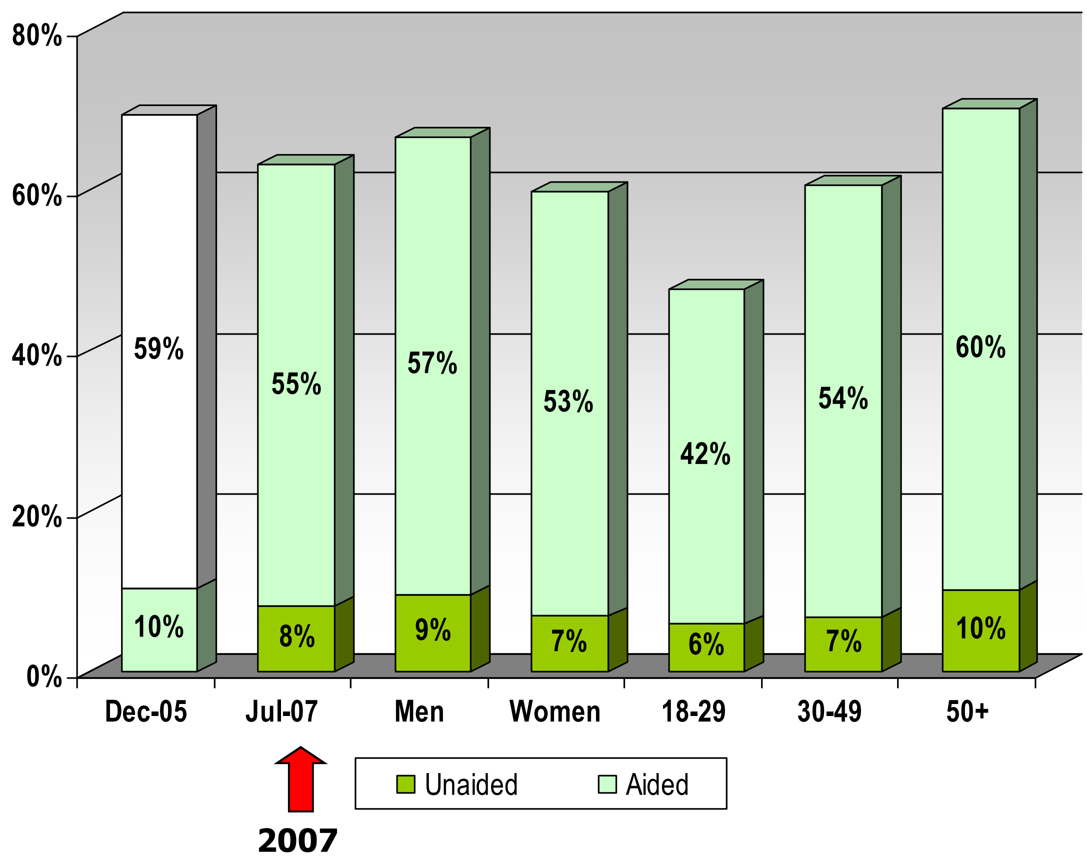
	Dec 2005	Jul 2007	Unaided Aware	Aided Aware	Live in Greenbelt	Rural	Urban
Greenbelt/Greenbelt Plan	10%	8%	100%	0%	8%	9%	8%
Recycling/composting	2%	4%	6%	4%	6%	3%	5%
Energy conservation/alt. energy	0%	4%	1%	5%	5%	3%	5%
Drive Clean/Reduce car emiss.	2%	3%	0%	3%	4%	1%	4%
Close coal plants/swtich to nuclear	2%	3%	1%	3%	3%	4%	2%
Kyoto Accord	5%	2%	1%	2%	2%	3%	2%
Greenspace initiatives	0%	2%	1%	3%	3%	1%	2%
Preserve Oak Ridges Morraine	8%	2%	1%	2%	2%	2%	2%
Initiatives to clean air/air pollution	0%	2%	2%	2%	2%	2%	2%
Initatives to protect trees/forests	1%	1%	2%	2%	2%	1%	2%
Other	23%	21%	37%	24%	29%	20%	21%
Don't know	59%	63%	0%	66%	55%	65%	62%

Note: sums to more than 100% due to more than one answer being accepted

2007

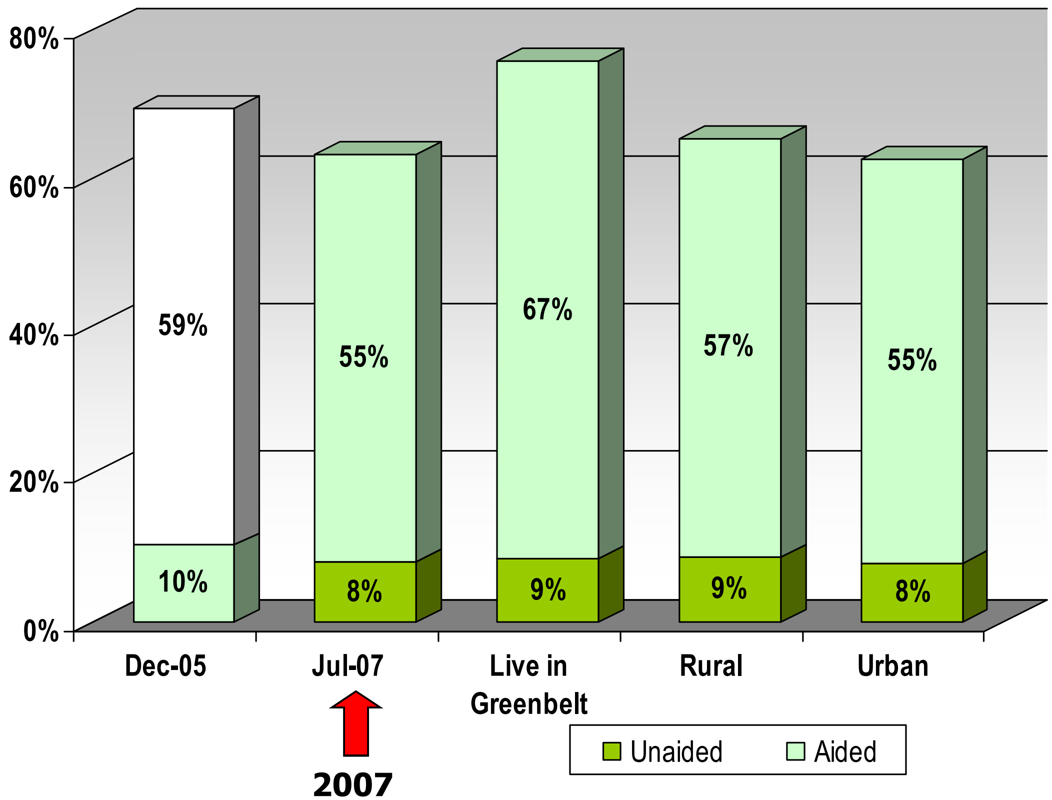
- Awareness of the Greenbelt is highest in Hamilton/Niagara/Brantford (11%), and lowest in Grey-Bruce (1%).
- Those who claim to live in the Greenbelt (8%) and those who live in rural areas (9%) are no more likely to mention it unaided.
- Those who say they are familiar with the issues surrounding the Greenbelt are twice as likely (17%) to mention it unaided.

Q3. Before today, have you ever heard of the Greenbelt, the Greenbelt Plan, or the Greenbelt Act in Ontario?



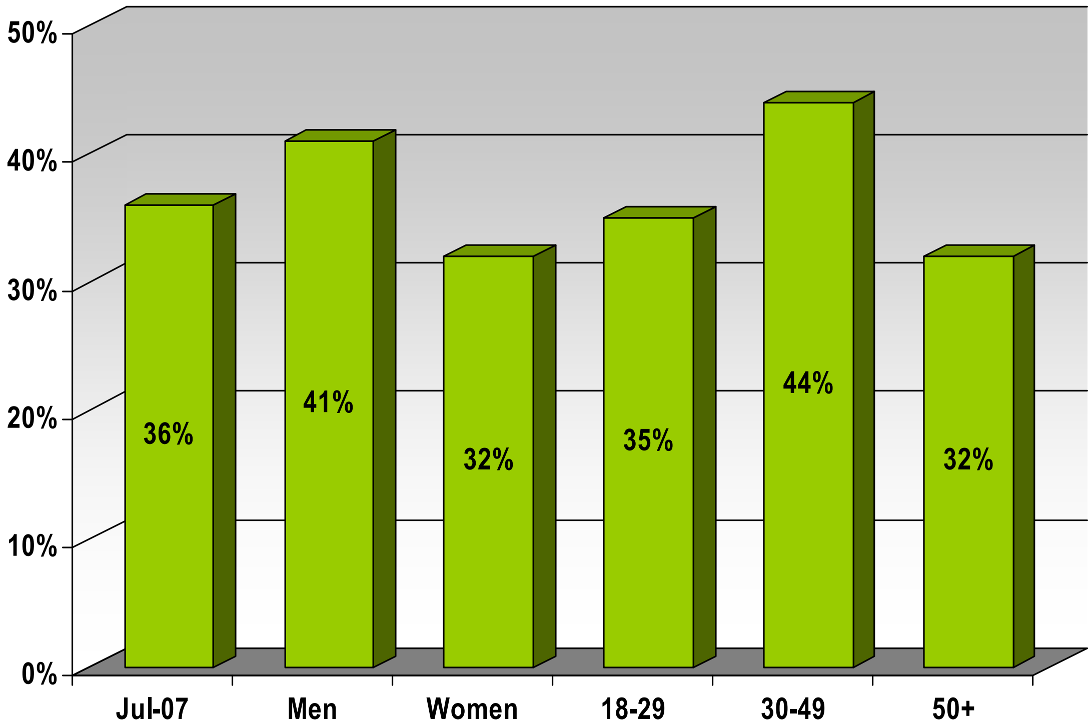
- Excluding those who had unaided awareness, three-in-five (60%), said they have heard of the Greenbelt before, unchanged from 59 percent in 2005.
- Total aided and unaided awareness dropped from 69 percent in December 2005 to 63 percent in July 2007.
- Total awareness is higher among men than women (66% aided/unaided vs. 60%), and those aged 50+ years than those aged 18-29 (70% aided/unaided vs. 48%). Awareness is correlated to education, with 77% of those with post-graduate degrees being aware compared to 54% of those with high school education or less.
- These patterns and correlations are consistent with data seen in 2005.

Q3. Before today, have you ever heard of the Greenbelt, the Greenbelt Plan, or the Greenbelt Act in Ontario? (Continued)



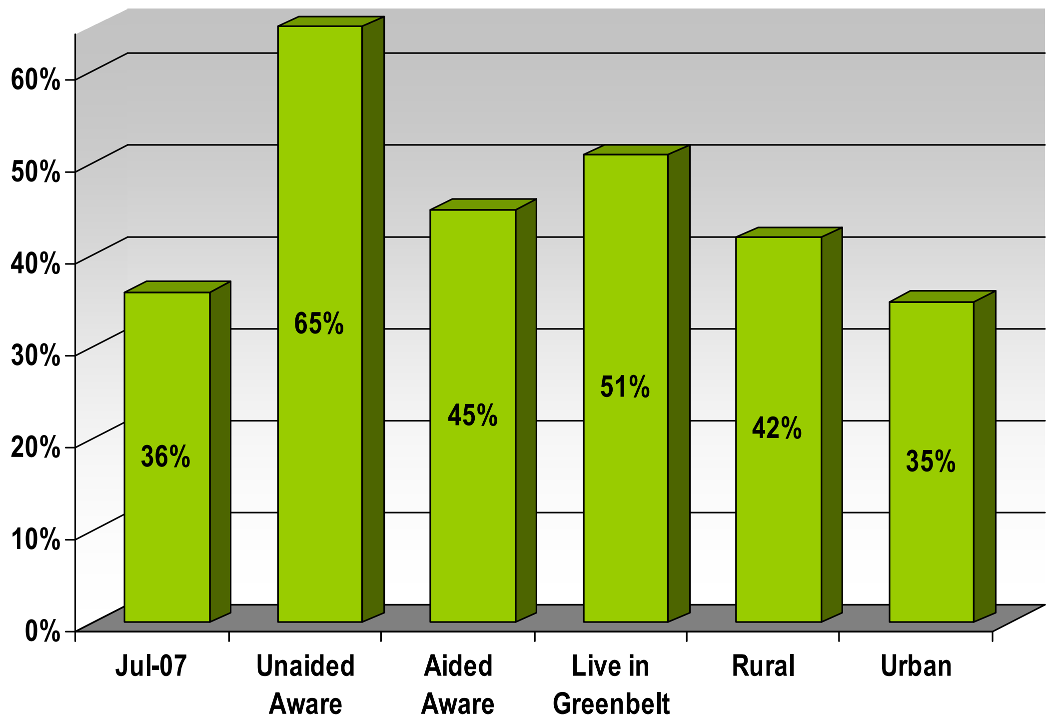
- Three-quarters (76%) of those who say they live in the Greenbelt say they have unaided or aided awareness of it, down from 88 percent in December of 2005.
- Regionally, those in Hamilton-Niagara-Brantford are the most likely to have aided or unaided awareness of the Greenbelt (72%). Only 55% of those in Grey-Bruce have aided or unaided awareness.

Q4. Have you seen signs for the Greenbelt on major highways?



- More than one-third of central Ontarians claim that they have seen the signs for the Greenbelt on major highways.
- Men are more likely than women to say they have seen the signs (41% vs. 32%).
- Middle-aged respondents (30-49 years of age) are the most likely age group to have seen the signs (44%). These are the most likely to be working full time and commuting daily on these highways.
- Post-grads (43%) and those with household incomes of $80k+ (49%) are more likely to have seen the signs.

Q4. Have you seen signs for the Greenbelt on major highways? (Continued)



- Those with unaided awareness of the Greenbelt are twice as likely to have seen the road signs (65% vs. 36%).
- Half of those who say they live in the Greenbelt (51%) and 42% of those who live in rural areas say they have seen the signs as well.
- Reflecting the regional placement of the signs, 45 percent of those in Hamilton-Niagara-Brantford and 44 percent of those in Simco-Peterboroug-Northumberland-Kawarthas say they have seen the signs. Conversely, only 18 percent of those in Grey-Bruce, and 23 percent of those in Waterloo-Wellington have seen them.

Q5. What other Greenbelt projects/activities are you aware of?

– All Respondents, multiple responses

	Jul. 2007	Men	Women	18-29	30-49	50+
Oak Ridge's Moraine	6	8	4	1	8	6
Protect/restrict land use/residential	5	5	4	3	4	6
Green belt initiatives (unspec.)	4	3	2	1	2	3
Green space initatives	3	2	3	1	1	4
Niagara Escarpment	2	2	1	1	2	2
Saving wildlife/habitats/wetlands	2	2	2	1	1	2
Planting trees/reforestation	2	2	1	1	1	2
Other	14	14	14	8	10	18
None	38	38	38	48	43	32
Don't Know	34	31	37	37	34	34

Note: sums to more than 100% due to more than one answer being accepted

- When asked what other Greenbelt projects/activities they were aware of, more than one third (38%) said 'none', while a further 34 percent couldn't answer.
- Only 15 percent of younger respondents aged 18-29 could provide a specific answer, compared to 34 percent of those aged 50+. Almost half of those with post-graduate education (47%) could name specific initiatives, compared to a quarter (27%) of those with high school or less.
- Among the 28 percent who did provide responses, the Oak Ridges Moraine was mentioned by 6%, followed by rules to protect or restrict land use or residential intensification (5%).

Q5. What other Greenbelt projects/activities are you aware of?

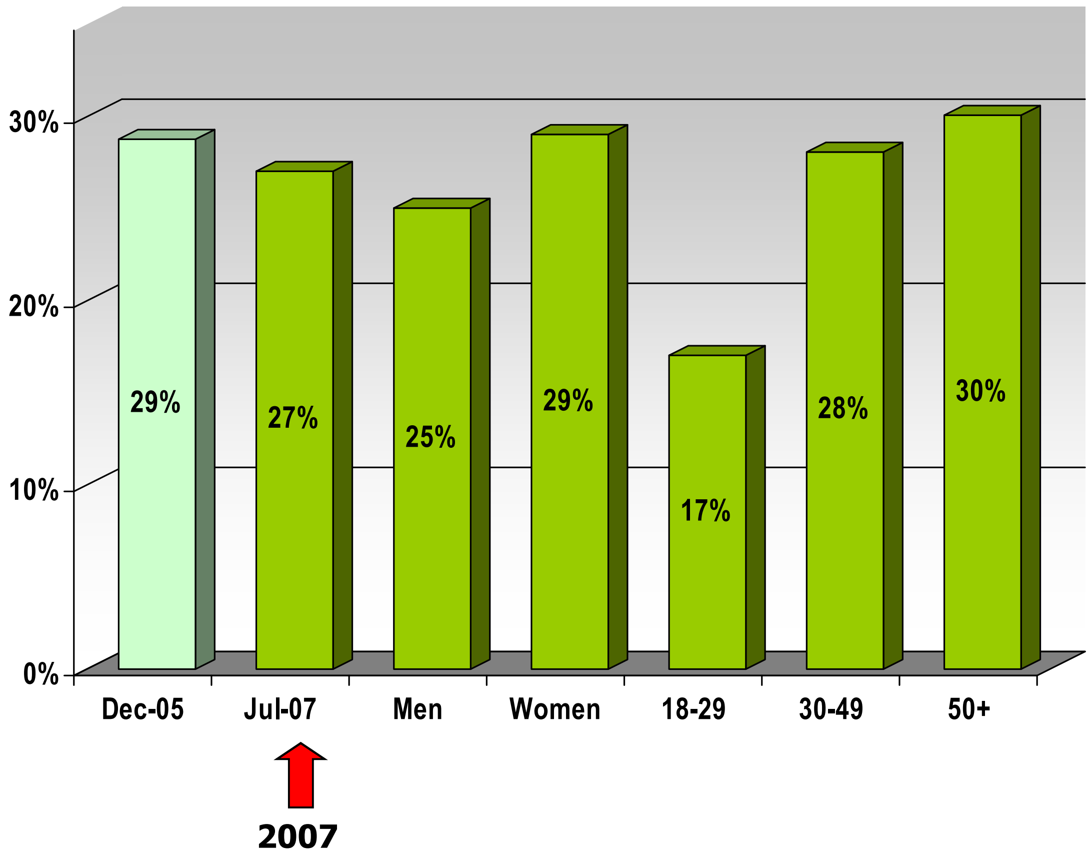
– All Respondents, multiple responses

	Jul. 2007	Unaided Aware	Aided Aware	Live in Greenbelt	Rural	Urban
Oak Ridge's Moraine	6	11	8	6	7	6
Protect/restrict land use/residential	5	9	6	6	4	5
Green belt initiatives (unspec.)	4	2	4	3	4	2
Green space initatives	3	5	3	2	3	2
Niagara Escarpment	2	4	2	1	2	2
Saving wildlife/habitats/wetlands	2	4	2	2	2	2
Planting trees/reforestation	2	0	3	4	1	2
Other	14	25	17	18	16	13
None	38	32	31	37	42	37
Don't Know	34	21	32	31	26	36

Note: sums to more than 100% due to more than one answer being accepted

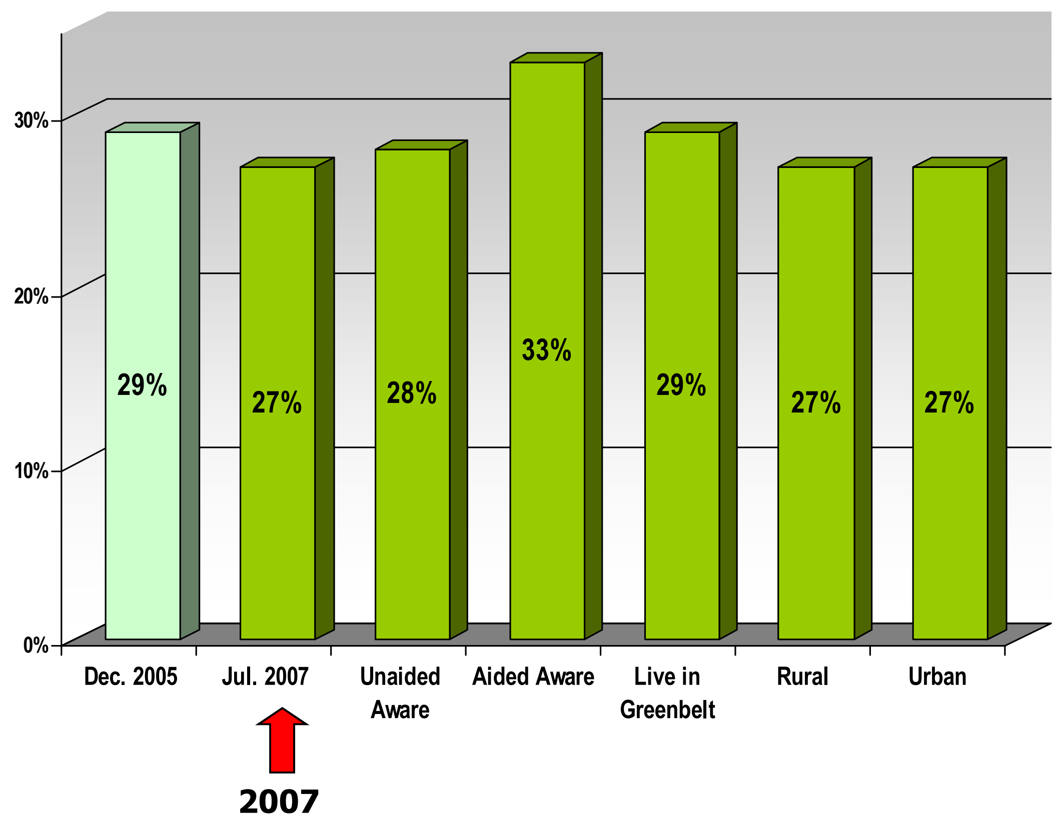
- Awareness of specific Greenbelt initiatives is higher among those with unaided awareness (47% could name something), and those living in rural areas (32%). However, few specific measures stand out.
- Regionally, only 22 percent of those in Waterloo-Wellington could name anything specific, compared to 31 percent in York-Durham. Residents of York-Durham were much more aware of the Oak Ridges Moraine (13%).

Q6. As far as you are aware, do you live in a community within the Greenbelt?



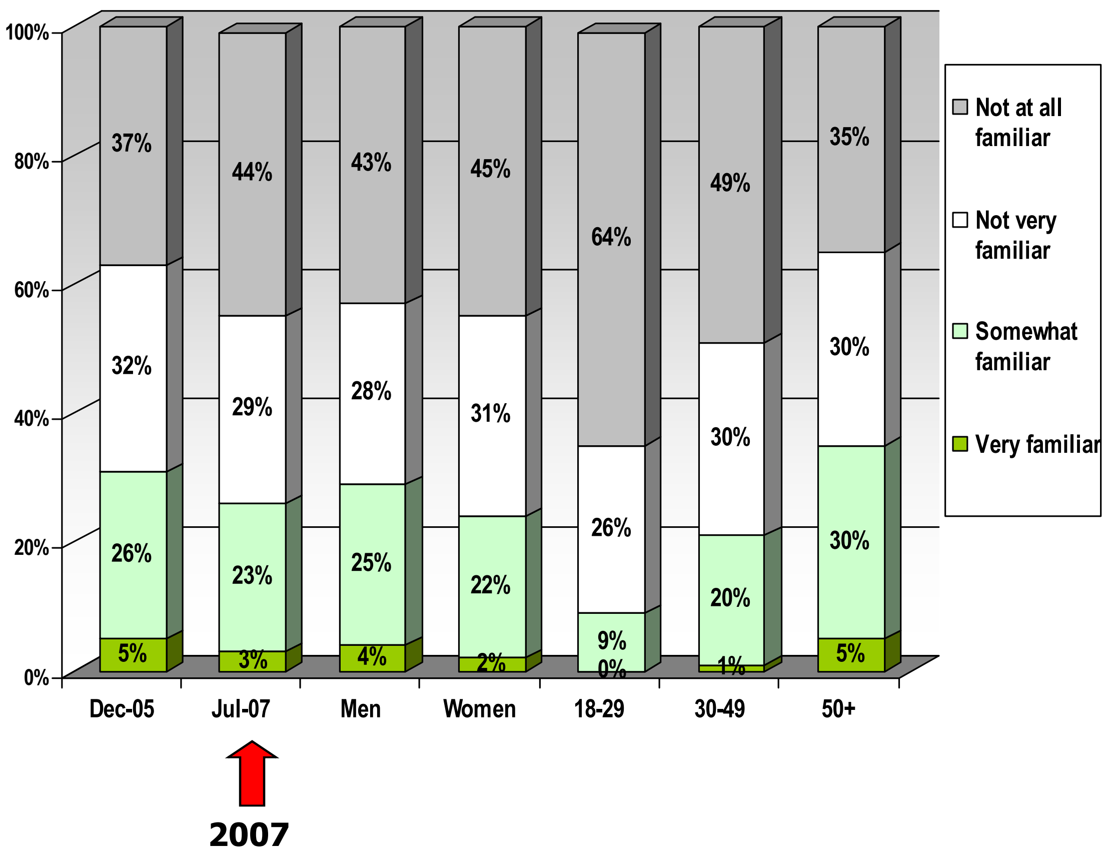
- Slightly lower than the 29% recorded in 2005, 27 percent of respondents say they live in a community within the Greenbelt.
- Women are more likely than men to say they live in the Greenbelt (29% vs. 25%), a reversal of the pattern seen in 2005.
- Similarly, those aged 50 years or more are much more likely than those aged 18-29 to say they live within the Greenbelt (30% vs. 17%).
- The correlation seen with income in December of 2005 does not exist in 2007.

Q6. As far as you are aware, do you live in a community within the Greenbelt? (continued)



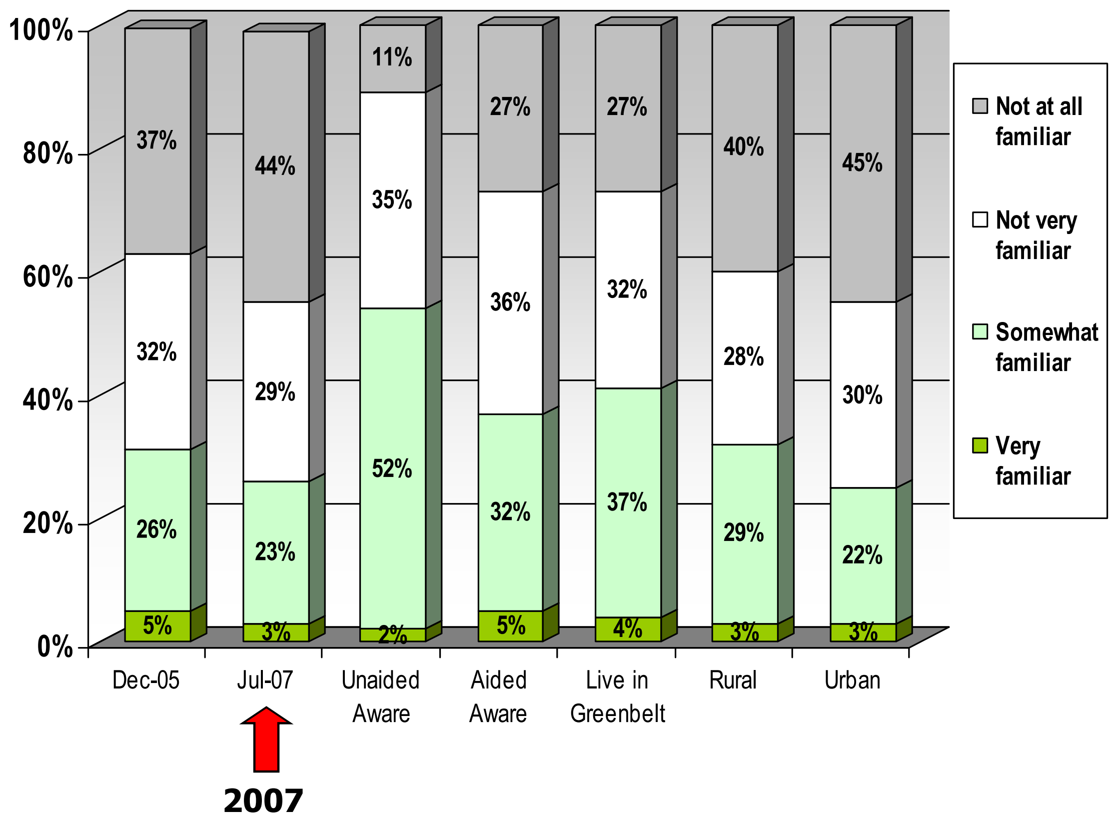
- Those with aided awareness (33%) are more likely to say they live in a community within the Greenbelt. This is lower than the 39 percent who claimed this in 2005. In 2005, those living in rural areas and those with unaided awareness were more likely to say they lived within the Greebelt, but both of these groups are at the average for 2007.
- Regionally, those in Hamilton-Niagara-Brant (44% - unchanged) and Dufferin-Halton-Peel (34%, down from 42%) are more likely to say they live within the the Greenbelt. Those in Grey-Bruce (14%, unchanged) and Toronto (14%, unchanged) are less likely to believe they live within the Greenbelt.

Q7. How familiar would you say you are with the issues and objectives of the Greenbelt?



- One-quarter (26%) say they are very (3%) or somewhat (23%) familiar with the issues and objectives of the Greenbelt. This is down from the 31 percent who reported familiarity in December of 2005, but consistent with the 24 percent who felt this way in September 2005.
- As before, men claim higher familiarity with the issues and objectives than women (29% vs. 23%). Those aged 18-29 are much less likely than those aged 50+ to be familiar with the issues and objectives (9% vs. 35%).
- Those with post-graduate education are more likely to be familiar (39%).

Q7. How familiar would you say you are with the issues and objectives of the Greenbelt? (continued)



- Those with unaided awareness of the Greenbelt are much more likely than average to say they are very (3% - down from 19%) or somewhat (52%, up from 47%) familiar with the issues and objectives of the Greenbelt.
- Those with aided awareness are more likely to be very (5%) or somewhat (32%) familiar as well. Those who say they live in the Greenbelt are also more likely to be very (4%) or somewhat (37%) familiar. Both are similar to data captured in 2005.

Q8. As far as you are aware, what are the main goals or benefits of the Greenbelt?

	Dec 2005	Jul 2007	Male	Female	18-29	30-49	50+
Limit/control development/urb. sprawl	14%	14%	18%	10%	6%	16%	15%
Preserve/protect the environment	6%	12%	9%	14%	13%	10%	12%
Protect greenspace/Greenbelt	6%	8%	9%	7%	4%	8%	10%
Protect farmland from urban sprawl	13%	6%	6%	6%	2%	5%	8%
Preserve/protect water	13%	5%	6%	4%	1%	3%	9%
Preserve/protect trees/forests	2%	5%	5%	4%	3%	4%	6%
To clean the air/maintain air quality	1%	5%	5%	4%	2%	3%	6%
Protect wildlife habitats/wetlands	18%	4%	4%	4%	3%	5%	4%
Protect natural areas/keep in natural state	2%	4%	5%	3%	4%	4%	5%
Preserve/protect the land	2%	4%	6%	3%	2%	6%	4%
Other	15%	14%	13%	15%	6%	11%	17%
Nothing	1%	1%	2%	1%	1%	1%	2%
Don't know	46%	52%	48%	56%	67%	57%	45%

Note: sums to more than 100% due to more than one answer being accepted

2007

- With low overall awareness it is not surprising that half (52%, up from 46%) of central Ontarians are unable to mention specific benefits or goals of the Greenbelt.
- Those aged 18-29 years are much more likely to be unable to specify any goals or benefits (67%), compared to just 45% of those aged 50+ as in 2005.
- The most frequently mentioned benefit or goal was to 'limit or control development and urban sprawl', mentioned by 14 percent. The percentage is unchanged from 2005, but the relative ranking is higher due to 'protect wildlife/habitats' dropping from 18 percent to 4 percent.
- 'Preserving/protecting the environment (12%, up from 6%), protecting greenspace/the Greenbelt (8%)', 'preserving forests/trees (5%)' , and 'preserving/protecting water (13%, down from 5%)' were other top mentions.

Q8. As far as you are aware, what are the main goals or benefits of the Greenbelt? (continued)

	Dec 2005	Jul 2007	Unaided Aware	Aided Aware	Live in Greenbelt	Rural	Urban
Limit/control development/urb. sprawl	14%	14%	38%	19%	15%	19%	13%
Preserve/protect the environment	6%	12%	21%	13%	16%	9%	12%
Protect greenspace/Greenbelt	6%	8%	14%	11%	10%	8%	8%
Protect farmland from urban sprawl	13%	6%	22%	7%	10%	9%	5%
Preserve/protect water	13%	5%	12%	7%	4%	5%	6%
Preserve/protect trees/forests	2%	5%	6%	6%	7%	6%	4%
To clean the air/maintain air quality	1%	5%	7%	6%	7%	1%	6%
Protect wildlife habitats/wetlands	18%	4%	9%	6%	4%	3%	5%
Protect natural areas/keep in natural	2%	4%	9%	6%	3%	4%	4%
Preserve/protect the land	2%	4%	9%	6%	4%	4%	4%
Other	15%	14%	0%	2%	3%	3%	2%
Nothing	1%	1%	0%	2%	2%	1%	1%
Don't know	46%	52%	14%	38%	42%	48%	54%

Note: sums to more than 100% due to more than one answer being accepted

2007

- As in 2005, those with unaided awareness of the Greenbelt are far more likely to be able to name specific benefits and goals. 38 percent cite limiting or controlling development and urban sprawl, 21 percent cite protecting the environment, 14 percent cite protecting greenspace and the Greenbelt, and 12 percent cite protecting waterways.
- Those with aided awareness and those living in the Greenbelt are more likely to cite individual goals and benefits in roughly the same order as the overall population.
- Rural respondents are more likely to cite 'protecting farmlands' as a benefit (22%).

Q9. As far as you are concerned, what are the potential drawbacks of the Greenbelt Act?

	Dec 2005	Jul 2007	Male	Female	18-29	30-49	50+
Unfair consequences to land owners	2%	4%	1%	3%	1%	4%	4%
Unfair consequences to farmers	2%	3%	0%	3%	0%	3%	5%
Limits development opportunities	8%	3%	3%	2%	3%	3%	3%
Will increase taxes/price of housing	2%	2%	1%	2%	1%	3%	2%
Does not go far enough	2%	2%	1%	2%	1%	1%	3%
Bad for developers/big business	0%	1%	2%	2%	2%	1%	1%
Other	6%	7%	9%	6%	8%	12%	14%
Nothing	9%	12%	15%	9%	6%	12%	14%
Don't know	63%	67%	61%	73%	77%	69%	63%

Note: sums to more than 100% due to more than one answer being accepted

2007

- When asked what they think the potential drawbacks of the Greenbelt Act are, 67 percent could not mention any, up from 63 percent in 2005. As was the case then, more said there were 'none' (12%) than any other specific mention.
- The most frequently cited drawbacks cited are that it produced unfair consequences to land owners (4%), that it is unfair to farmers (3%), and that it limits development opportunities (3%).
- Due to the low incidence of specific mentions, few significant differences are apparent by demographic groups, although 77% of those aged 18-29 are unable to give an answer compared to 63% of those aged 50 years or more. The same pattern was seen in 2005.

Q9. As far as you are concerned, what are the potential drawbacks of the Greenbelt Act? (continued)

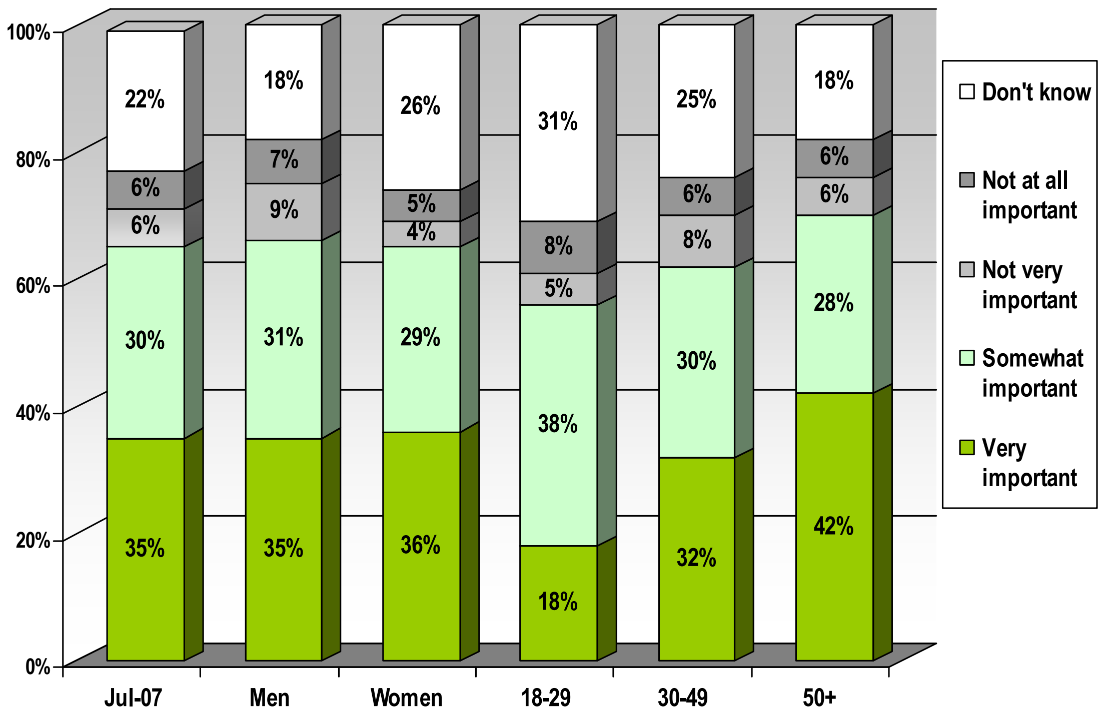
	Dec 2005	Jul 2007	Unaided Aware	Aided Aware	Live in Greenbelt	Rural	Urban
Unfair consequences to land owners	2%	4%	12%	4%	4%	6%	3%
Unfair consequences to farmers	2%	3%	12%	4%	4%	9%	2%
Limits development opportunities	8%	3%	7%	4%	4%	5%	2%
Will increase taxes/price of housing	2%	2%	4%	3%	3%	2%	2%
Does not go far enough	2%	2%	5%	2%	2%	2%	2%
Bad for developers/big business	0%	1%	4%	2%	2%	0%	2%
Other	6%	7%	12%	9%	10%	8%	7%
Nothing	9%	12%	20%	17%	15%	13%	12%
Don't know	63%	67%	32%	57%	58%	57%	70%

Note: sums to more than 100% due to more than one answer being accepted

2007

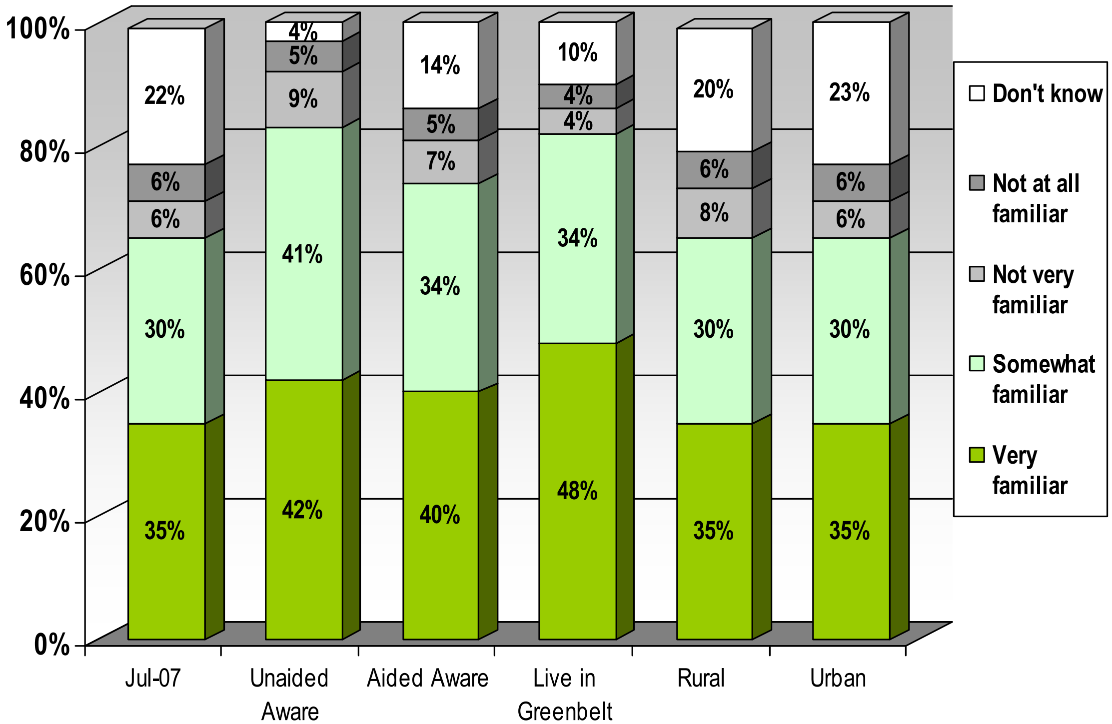
- Those with unaided awareness of the Greenbelt are much morel likely to identify potential drawbacks of the Greenbelt. Fully 12% say it is unfair to land owners, and 12% say it is unfair to land owners.
- Rural residents are more likely to say it is unfair to farmers (9%).

Q10. How important is the Greenbelt in addressing the concerns you have about the environment?



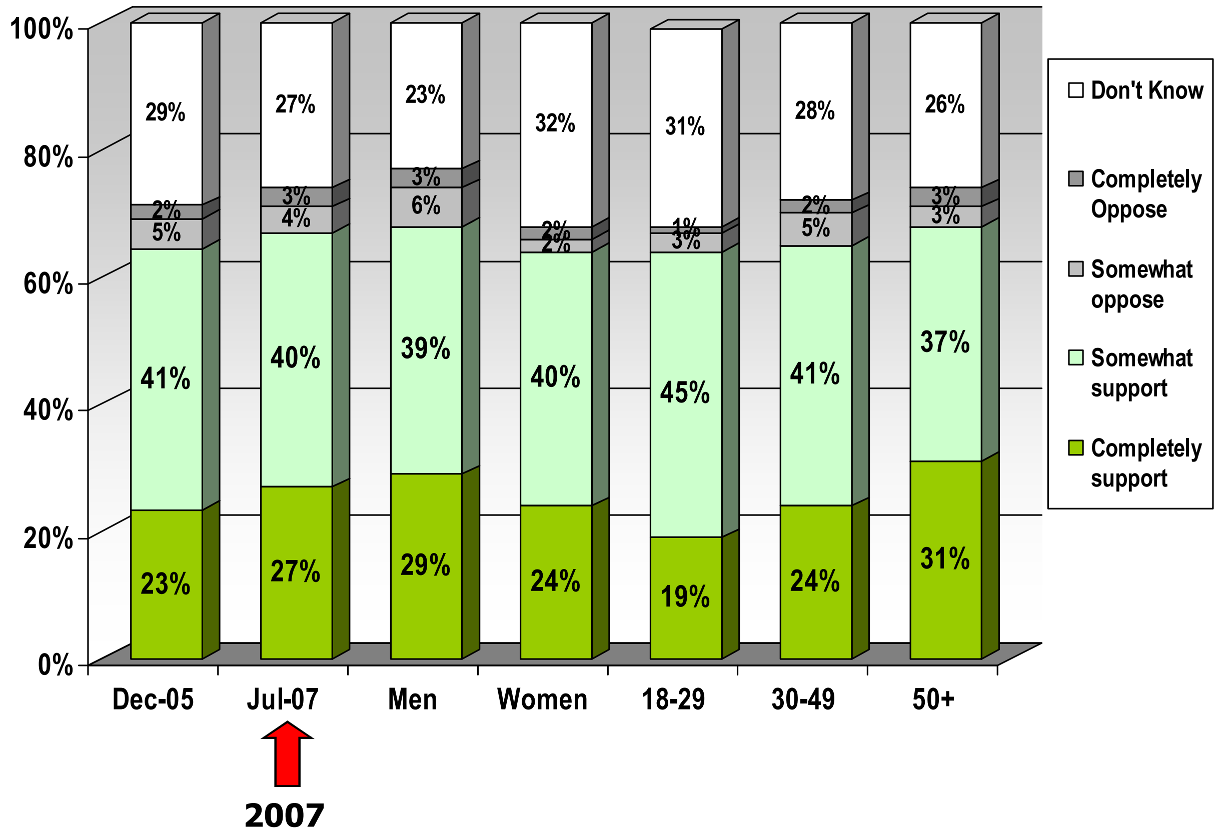
- One-in-three (35%) say the Greenbelt is very important in addressing the concerns they have about the environment. A further 30 percent say it is somewhat important. Only 12 percent say it is not very (6%) or not at all (6%) important. Almost a quarter (22%) could not answer the question.
- Only 18 percent of those aged 18-29 say it is very important in addressing their concerns compared to 42 percent of those aged 50+.

Q10. How important is the Greenbelt in addressing the concerns you have about the environment? (continued)



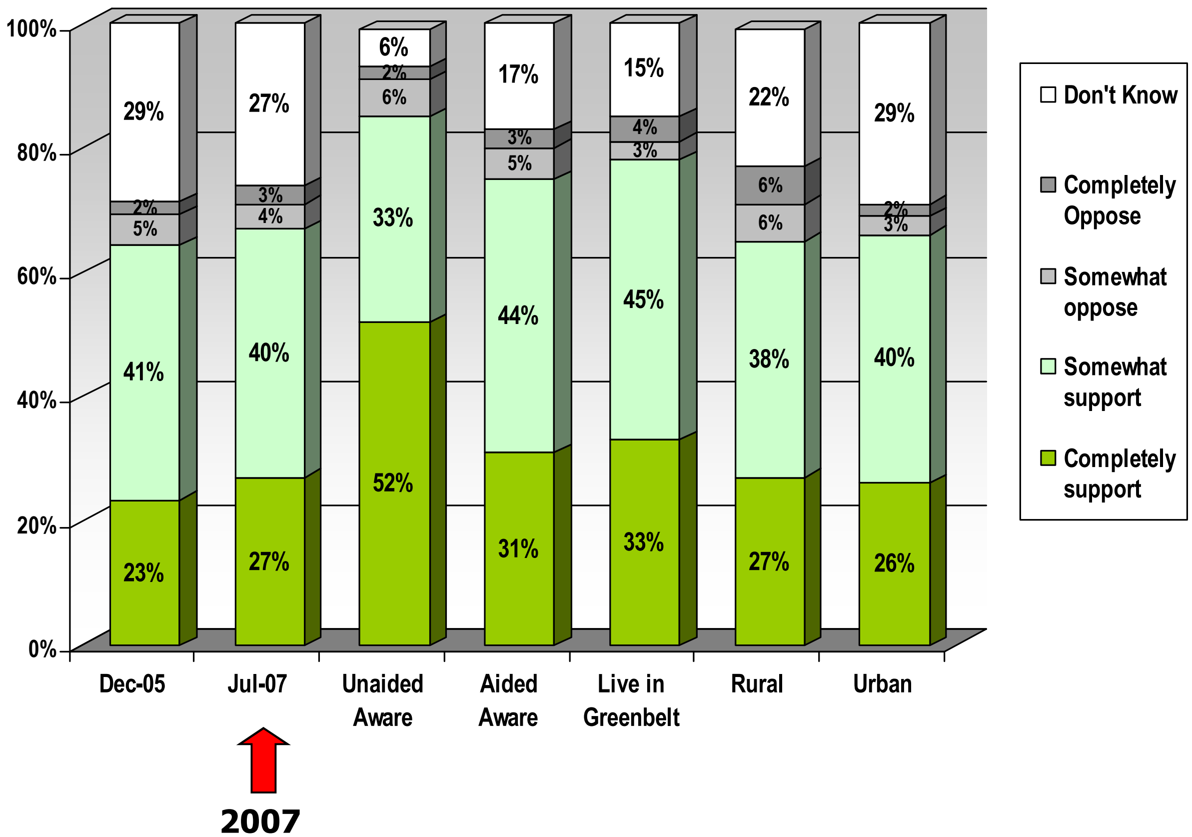
- Those with unaided awareness of the Greenbelt are much more likely than average to say the Greenbelt is very important in addressing their concerns about the environment (42%), as are those who say they live in the Greenbelt (48%).

Q11. Based on what you know of the Greenbelt now, do you completely support, somewhat support, somewhat oppose or completely oppose the Greenbelt?



- Based on what they know now of the Greenbelt, 27 percent completely support it, up from 23 percent in December of 2005 and 17 percent in September of 2005.
- A further 40 percent somewhat support it, similar to the 41 percent in 2005. Total support has increased from 63 percent to 67 percent. A large 27 percent are unable to express an opinion of their support for it, similar to 29 percent in 2005. Only 7 percent are opposed.
- While total support varies little by demographics, older respondents are more likely to say they completely support it (31%) than are younger ones (19%).

Q11. Based on what you know of the Greenbelt now, do you completely support, somewhat support, somewhat oppose or completely oppose the Greenbelt? (Continued)



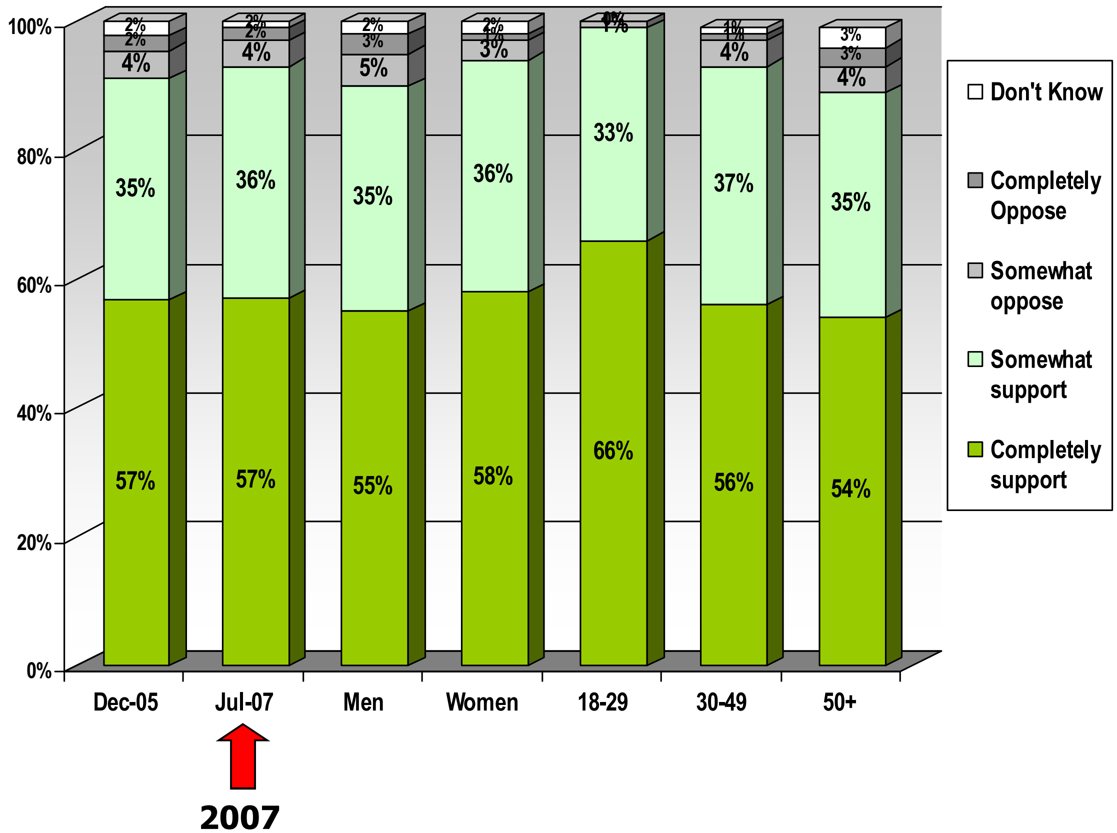
- Those with unaided awareness of the Greenbelt are much more likely than average to say they completely (52%) support or somewhat support (33%) the Greenbelt. Total support among those with unaided awareness is 85 percent, down from 93 percent in 2005.
- Total support is higher for those with aided awareness (75%) and those who live in the Greenbelt (78%).
- Regionally, support is higher in York-Durham (74%) and is lower in Grey-Bruce (60%).

The following pre-amble was read to respondents prior to Q12.

READ: The Greenbelt was created to permanently protect about 1.8 million acres of environmentally sensitive and agricultural land surrounding the Golden Horseshoe stretching from Niagara Falls to as far north as southern Lake Simcoe, and extending almost to Peterborough in the east.

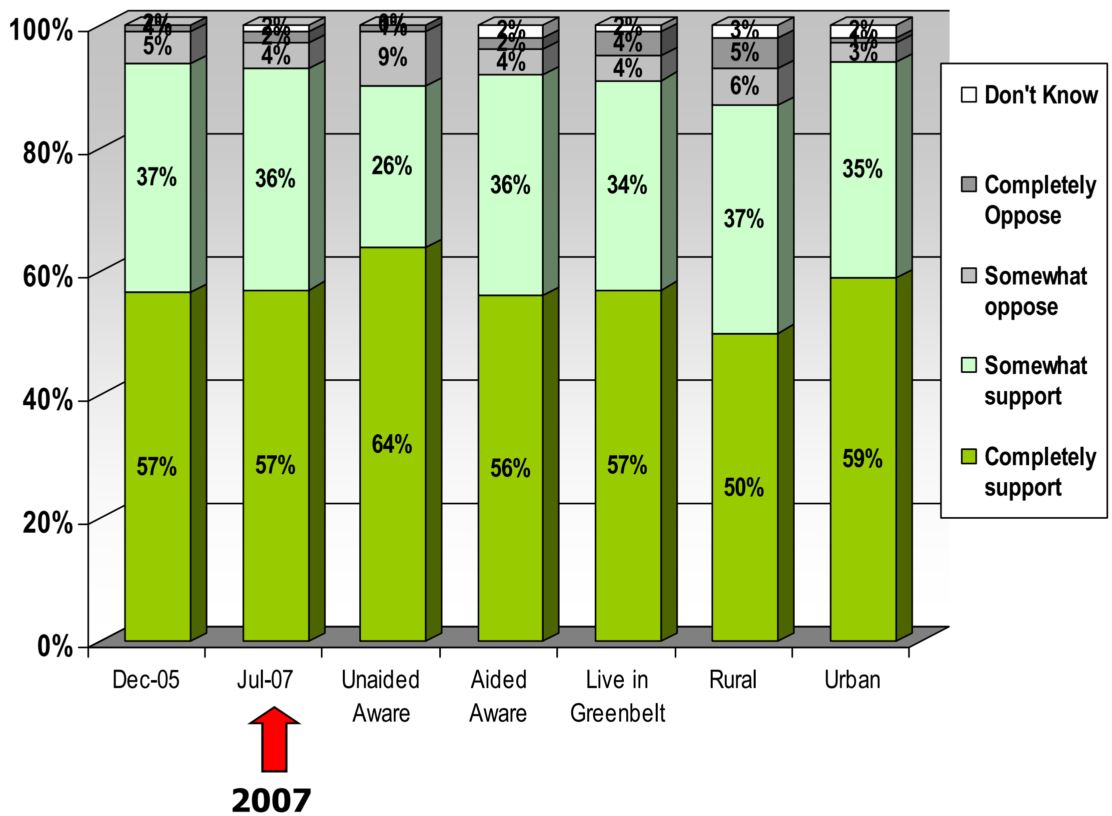
Land within the Greenbelt will be protected from future urban development and sprawl. For urban communities within the Greenbelt Plan, substantial areas have been set aside to enable municipalities to accommodate growth over the long term. Lands will not be expropriated or acquired by the province, but will be protected by planning and conservation methods

Q12. Based on this description, do you completely support, somewhat support, somewhat oppose or completely oppose the Greenbelt?



- Based on the description, support for the Greenbelt jumps dramatically with almost six in ten (57%) now completely supporting it, unchanged from December 2005. A further 36 percent somewhat support it, unchanged from 35 percent in 2005. Only 6 percent oppose it, similar to 7 percent in 2005.
- As in 2005, support is significantly higher across all demographic groups, but is especially pronounced amongst the 18-29 year old group (66% completely support) who previously had difficulty answering or given somewhat supportive responses.

Q12. Based on this description, do you completely support, somewhat support, somewhat oppose or completely oppose the Greenbelt? (Continued)



- With the read description of the Greenbelt, support for it rises across all geographic groups as well, with 64% of those with unaided awareness completely supporting it.
- Those in rural areas are less likely to completely support it (50%, up from 45%), and are more likely to oppose it (11%).
- Support is slightly stronger in York-Durham (61% completely support) and lower in Waterloo-Wellington (54%) and in Simcoe-Peterborough-Northumberland-Kawarthas (54%).

Q12. Based on this description, do you completely support, somewhat support, somewhat oppose or completely oppose the Greenbelt? (Continued)

July 2007

Initial Support

Subsequent Support %	Total	Completely support	Somewhat support	Somewhat oppose	Completely oppose	Don't know
	100	27	40	4	3	27
Completely support	57	84	50	23	12	49
Somewhat support	36	14	48	33	16	41
Somewhat oppose	4	1	1	40	28	3
Strongly oppose	2	0	0	5	44	1
Don't know	2	1	1	0	0	6

Dec. 2005

Initial Support

Subsequent Support %	Total	Completely support	Somewhat support	Somewhat oppose	Completely oppose	Don't know
	100	23	41	5	2	29
Completely support	57	89	53	8	19	47
Somewhat support	35	10	43	46	14	41
Somewhat oppose	4	0	2	35	24	4
Completely oppose	2	0	1	10	38	2
Don't know/no answer	2	0	0	0	5	6

- Among the 27% who completely supported the Greenbelt initially, 84% maintained the same level of support after the statement was read. 14% declined to 'somewhat support'.
- Among the 40% who somewhat supported the Greenbelt initially, 48% maintained the same level of support, but more (50%) actually *increased* their support to 'completely'.
- Among the 4% who somewhat opposed the Greenbelt initially, 40% maintained the same stance afterwards, but more (33% 'somewhat support', 23% 'completely support') *increased* their support.
- Among the very small 3% who completely opposed the Greenbelt, 44% maintained the same stance afterwards but 28% softened to 'somewhat oppose'. Encouragingly, 16% moved to 'somewhat support, while 12% changed to 'completely support.
- Among the large 27% who could not express an opinion initially, 49% changed to 'completely support' and 41% to 'somewhat support' after the statement was read. Only 3% changed to 'somewhat oppose' and 1% to 'completely oppose'. Just 6% remained unable to answer.

Q13. Please indicate whether each of the following goals or benefits of the Greenbelt is very important to you?

% Very Important	Total	Male	Female	18-29	30-49	50+
Preserving agricultural lands	75%	70%	79%	67%	73%	78%
Protecting wildlife habitats	78%	74%	81%	81%	80%	75%
Protecting the natural water systems	92%	91%	93%	93%	90%	93%
Limiting urban sprawl	57%	55%	60%	43%	53%	64%
Providing recreation and tourism opport.	40%	41%	39%	30%	42%	42%
The creation of a single, continuous beltway of protected green space	56%	53%	58%	49%	56%	57%

- A series of six goals or benefits of the Greenbelt were presented to respondents. Vast majorities (>90%) agreed that all were very or somewhat important.
- Nine-in-ten (92%) agree that 'protecting the natural water systems' was very important. 'Protecting wildlife habitats (78%)' and 'Preserving agricultural lands (75%)' were next most important, followed by 'Limiting urban sprawl (57%)', and 'The creation of a single, continuous beltway of protected green space (56%).' By contrast, a relatively small (40%) proportion said 'Providing recreation and tourism opportunities' was very important.
- Women and those aged 50+ are more likely to agree that each of these is very important.

Q13. Please indicate whether each of the following goals or benefits of the Greenbelt is very important to you? (Continued)

% Very Important	Total	Unaided Aware	Aided Aware	Live in Greenbelt	Rural	Urban
Preserving agricultural lands	75%	78%	77%	76%	76%	74%
Protecting wildlife habitats	78%	81%	78%	77%	74%	79%
Protecting the natural water systems	92%	89%	91%	93%	88%	93%
Limiting urban sprawl	57%	70%	61%	59%	60%	57%
Providing recreation and tourism opport.	40%	37%	40%	43%	36%	42%
The creation of a single, continuous beltway of protected green space	56%	56%	56%	58%	50%	57%

- Very little difference is seen between those who live in urban or rural areas, those who live in the Greenbelt, and those with unaided or aided awareness of the Greenbelt.
- Regionally, those in Simcoe-Peterborough-Northumberland-Kawarthas are more likely to agree that 'Limiting urban sprawl (64%)' and 'The creation of a continuous beltway (59%)' is very important. Those in Waterloo-Wellington are more likely to agree that 'Recreation and tourism opportunities (45%) are very important.

Q14. For you personally, which of the following is the most important benefit of the Greenbelt?

	Dec 2005	Jul 2007	Male	Female	18-29	30-49	50+
Protecting the natural water systems	28%	39%	40%	38%	42%	39%	39%
Preserving agricultural lands	21%	20%	17%	24%	10%	19%	24%
Protecting wildlife habitats	21%	17%	16%	18%	31%	21%	10%
Limiting urban sprawl	14%	10%	13%	7%	7%	9%	12%
The creation of a single, continuous beltway of protected green space	11%	9%	9%	9%	6%	9%	10%
Providing recreation and tourism opport.	4%	1%	2%	1%	1%	1%	1%
Don't know	4%	3%	3%	3%	3%	3%	4%

2007

- When asked which is the most important benefit of the Greenbelt, most of the probed mentions had strong support. Four in ten (39%) mentioned 'protecting the natural water system', up significantly from 28 percent in 2005. a further 20 percent cited 'preserving agricultural lands', while 17 percent cited 'protecting wildlife habitats.'
- While 14 percent cite 'limiting urban sprawl, this is down from 10 percent in 2005. More distantly, 11% cited 'creating a single, continuous beltway of protected green space' and 4% said 'providing recreation and tourism opportunities' was most important.

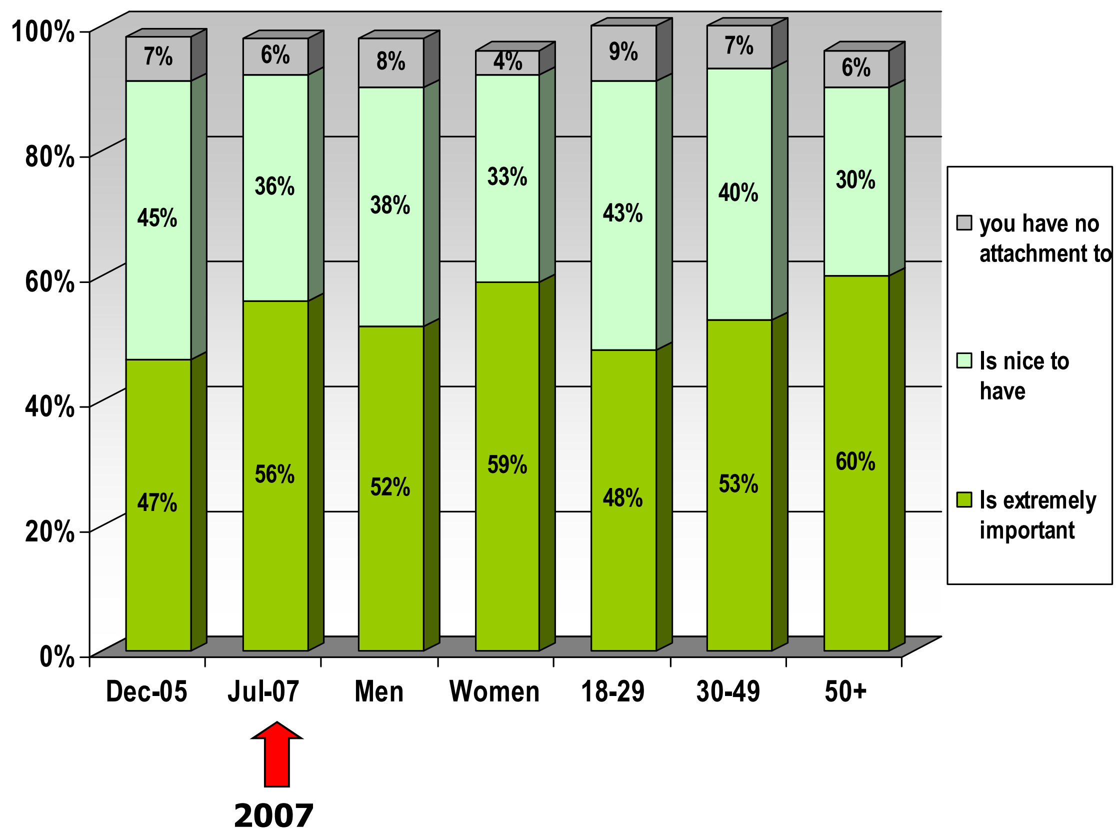
Q14. For you personally, which of the following is the most important benefit of the Greenbelt? (Continued)

	Dec 2005	Jul 2007	Unaided Aware	Aided Aware	Live in Greenbelt	Rural	Urban
Protecting the natural water systems	28%	39%	35%	38%	38%	40%	39%
Preserving agricultural lands	21%	20%	26%	19%	24%	28%	18%
Protecting wildlife habitats	21%	17%	10%	17%	16%	11%	18%
Limiting urban sprawl	14%	10%	15%	11%	12%	9%	11%
The creation of a single, continuous beltway of protected green space	11%	9%	14%	8%	9%	10%	9%
Providing recreation and tourism opport.	4%	1%	-	2%	1%	1%	1%
Don't know	4%	3%	1%	4%	1%	3%	3%

2007

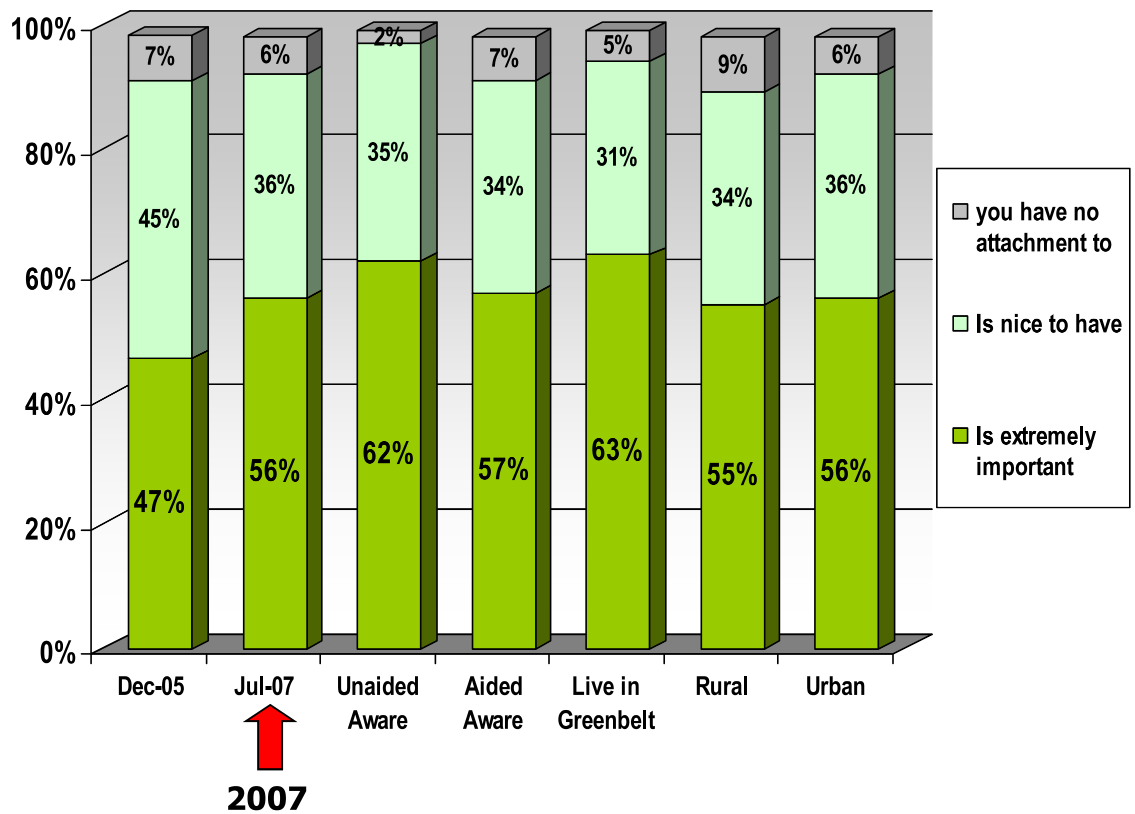
- Those with unaided awareness are more likely to say the most important benefit is 'preserving agricultural lands (26%),' and are less likely to say 'protecting wildlife habitats (10%)'
- Those in rural areas are more likely to say the most important benefit is preserving agricultural lands (28%), unchanged from 2005.
- Regionally, those in Waterloo-Wellington are more likely to cite 'protecting the natural water system (46%).' Those in Grey-Bruce are more likely to cite 'protecting wildlife habitats (24%).'

Q15. Is the Greenbelt something that: i) is extremely important to you personally, ii) is nice to have but not something that is crucial to you and your family, or iii) you really have no attachment to and don't really care much about?



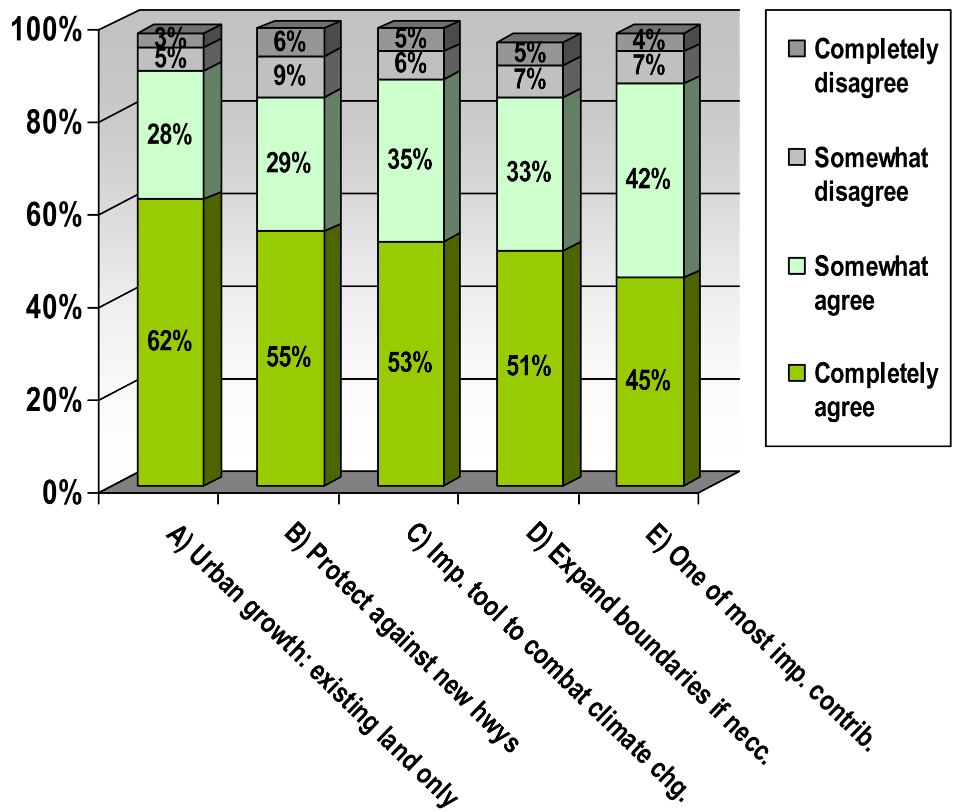
- Up from 47 percent in 2005, 56 percent in 2007 say the Greenbelt is something that is extremely important to them personally. A further 36% say it is nice to have but is not something that is crucial to them and their families. Only 6% say they really have no attachment to it and really don't care much about it.
- Those aged 50 years or more are more likely to say it is something that is extremely important to them, while those aged 18-29 years are less likely (60%, up from 54%, vs. 48%, up from 29%).
- Those with post-grad (61%) education are more likely than those with high school or less (47%) to say it is extremely important to them.

Q15. Is the Greenbelt something that i) is extremely important to you personally, ii) is nice to have but not something that is crucial to you and your family, or iii) you really have no attachment to and don't really care much about?



- Those with unaided awareness (62%, up from 53%) and those living in the Greenbelt (63%, up from 56%) are more likely to say they Greenbelt is something that is extremely important to them.

Q16. Please indicate whether you completely agree, somewhat agree, somewhat disagree or completely disagree with each of the following…



- Nine-in-ten (90%) central Ontarians agree that urban growth can be accommodated by making more efficient use of existing lands than allowing encroachment on the Greenbelt. Although total support is the same (88% in 2005), a greater proportion completely agree now than in 2005 (62% vs. 54%).
- Almost as many (84%) agree that lands covered by the Greenbelt should be protected from the expansion or construction of new roads and highways.
- Fully 88 percent agree that the Greenbelt is an important tool in combating climate change.
- 84 percent agree that if necessary, the boundaries of the Greenbelt should be expanded to protect more farmland.
- Unchanged from 2005, 87 percent central Ontarians completely agree (45%) or somewhat agree (42%) that the Greenbelt is one of the most important contributions of our generation to the future of Ontario.

A) Urban growth can be accommodated by making more efficient use of existing urban lands rather than allowing them to encroach on the
B) The lands covered by the Greenbelt should be protected from the expansion or construction of new roads and highways.
C) By preserving greenspace and discouraging urban sprawl development patterns, the Greenbelt is an important tool in Ontario's efforts tc
D) If necessary to protect more farmland, the Greenbelt boundaries should be expanded.
E) The Greenbelt is one of the most important contributions of our generation to the future of Ontario.

Q16. Please indicate whether you completely agree with each of the following…

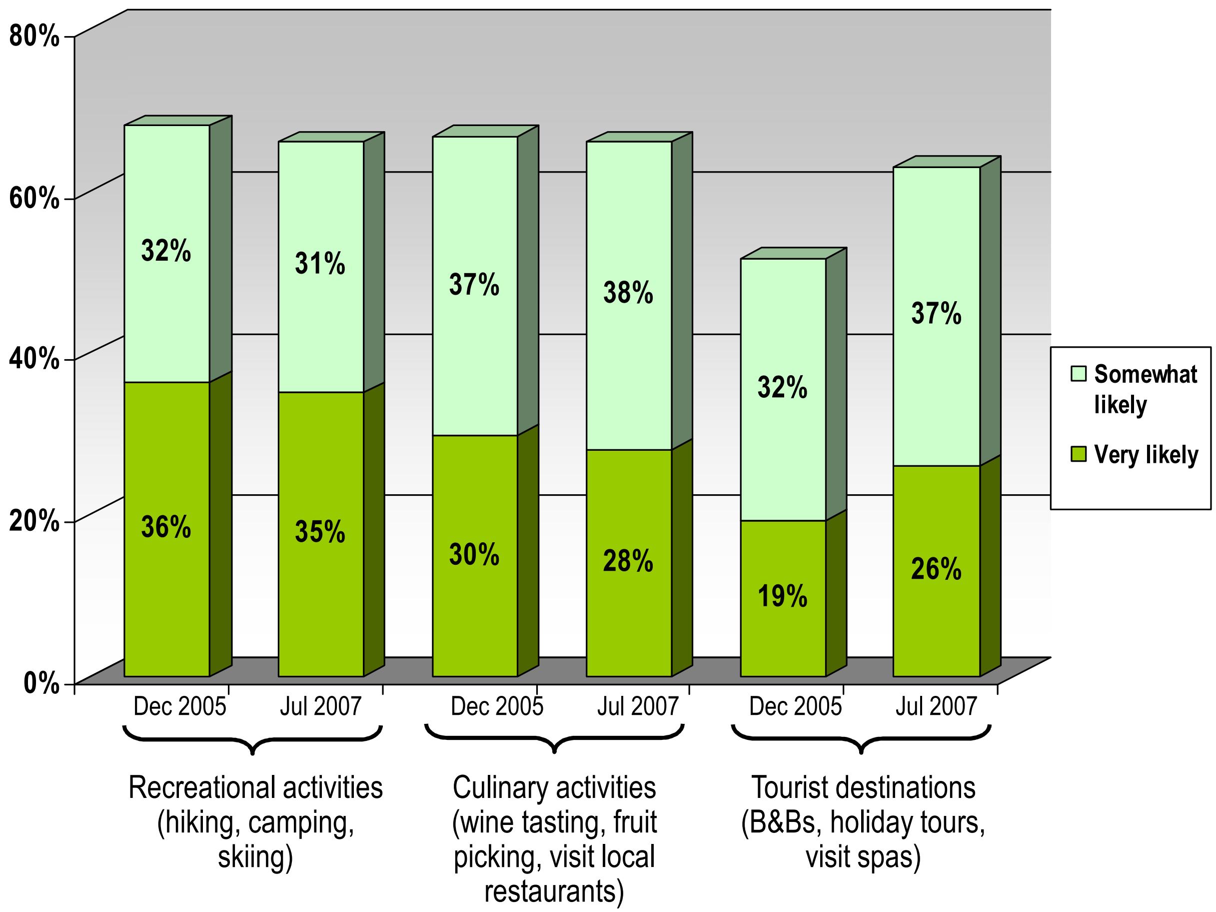
	Total	Male	Female	<30	30-49	50+
A) Urban growth: existing land only	62%	62%	62%	60%	58%	65%
B) Protect against new hwys	55%	50%	60%	63%	52%	55%
C) Imp. tool to combat climate chg.	53%	49%	57%	51%	51%	55%
D) Expand boundaries if necc.	51%	48%	54%	50%	49%	53%
E) One of most imp. contrib.	45%	42%	49%	29%	42%	52%

	Total	Unaidec Aware	Aided Aware	Live in Greenbelt	Rural	Urban
A) Urban growth: existing land only	62%	69%	66%	62%	54%	64%
B) Protect against new hwys	55%	46%	58%	56%	47%	57%
C) Imp. tool to combat climate chg.	53%	46%	56%	59%	42%	56%
D) Expand boundaries if necc.	51%	49%	53%	55%	53%	51%
E) One of most imp. contrib.	45%	42%	46%	55%	43%	46%

- Women are more likely than men to agree that the Greebelt should be protected from the expansion or construction of new highways (60% vs. 50%), and are more likely to see the Greenbelt as an effective tool for combating climate change (56% vs. 46%).
- Older respondents aged 50+ are more likely to agree that the Greenbelt is one of the most important contributions to the future of Ontario, whereas those under 30 are less likely (52% vs. 29%). Those with unaided awareness are more likely to agree that urban growth can be accommodated by making more efficient use of existing lands, rather than allowing encroachment on the Greenbelt.
- Those in Simcoe-Peterborough-Northumberland-Kawarthas are more likely to completely agree with each of these measures.

A) Urban growth can be accommodated by making more efficient use of existing urban lands rather than allowing them to encroach on the
B) The lands covered by the Greenbelt should be protected from the expansion or construction of new roads and highways.
C) By preserving greenspace and discouraging urban sprawl development patterns, the Greenbelt is an important tool in Ontario's efforts tc
D) If necessary to protect more farmland, the Greenbelt boundaries should be expanded.
E) The Greenbelt is one of the most important contributions of our generation to the future of Ontario.

Q17. How likely would you be to visit the Greenbelt to participate in the following types of activities…



- Unchanged from 2005, two-thirds (66%) of central Ontarians are very (35%) or somewhat likely (31%) to say they would visit the Greenbelt to participate in recreational activities like hiking, camping or skiing. Women (68%), post-grads (69%), those with children (78%), and those who live in the Greenbelt (71%) are more likely to say they will.
- Also unchanged, 65% are very (28%) or somewhat likely (38%) to say they would visit the Greenbelt to participate in culinary activities like wine tasting, fruit picking, or visiting local restaurants. Those more likely include women (72%), those earning $80,000 or more (76%), those living in the Greenbelt (73%), and those who see it as an important source of food (73%).
- Just under two-thirds (63%), up from 51 percent in 2005, are very (26%), or somewhat likely (37%) to say they would visit the Greenbelt for tourist destinations like bed and breakfasts, holiday tours or spas. Those more likely include 30-49 year olds (71%), those earning $60-$80,000 (69%), and those living in the Greenbelt (72%).

Q18/19. Please indicate whether you have visited each of the following in the past 12 months, or plan to visit each in the next 12 months

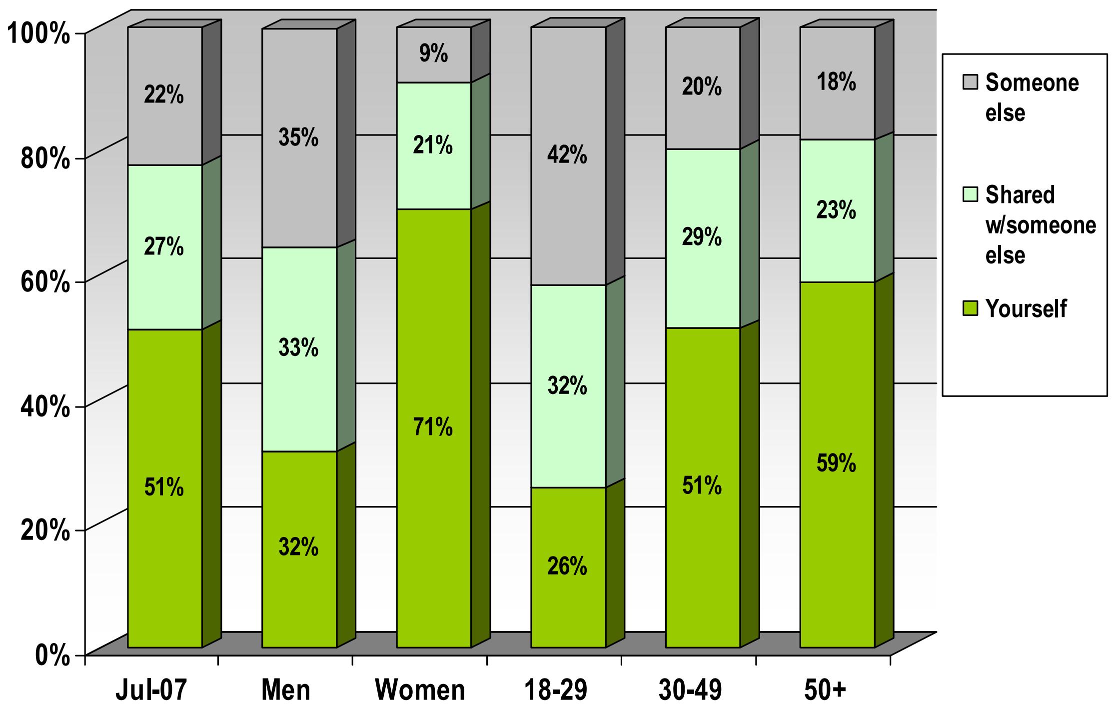
	Visited in Past 12 Months	Plan to Visit in Next 12 Months
a) The Hills of the Headwater	11	16
b) The Oak Ridge's Moraine	27	27
c) The Bruce Trail	31	42
d) The Niagara Escarpment	58	64
e) The Rouge Park	13	17
None	28	28

- Of all the destinations measured, Central Ontarians are more likely to have visited the Niagara Escarpment in the past 12 months (58%). Almost two-thirds (64%) say they plan to visit in the coming 12 months.
- Almost one-third (31%) say they visited the Bruce Trail in the past 12 months, with 42 percent saying they intend to visit in the next 12 months.
- The Oak Ridges Moraine was visited by a quarter of respondents (27%), with a similar proportion (27%) indicating they plan to visit in the next 12 months. Those with kids are more likely to have visited (17%).
- Smaller proportions say they visited the Rouge Park (13%) or the Hills of the Headwater (11%), or plan to visit them in the next 12 months (17% and 16% respectively).
- Visiting each of these destinations is correlated with which region respondents live in.
- Only a quarter (28%) haven't visited any of the destinations in the past 12 months or don't plan to in the next 12 months (24%).
- Higher income and higher educated respondents, as well as those who live in the Greenbelt, are more likely to say they have visited each of these.

Food Topics

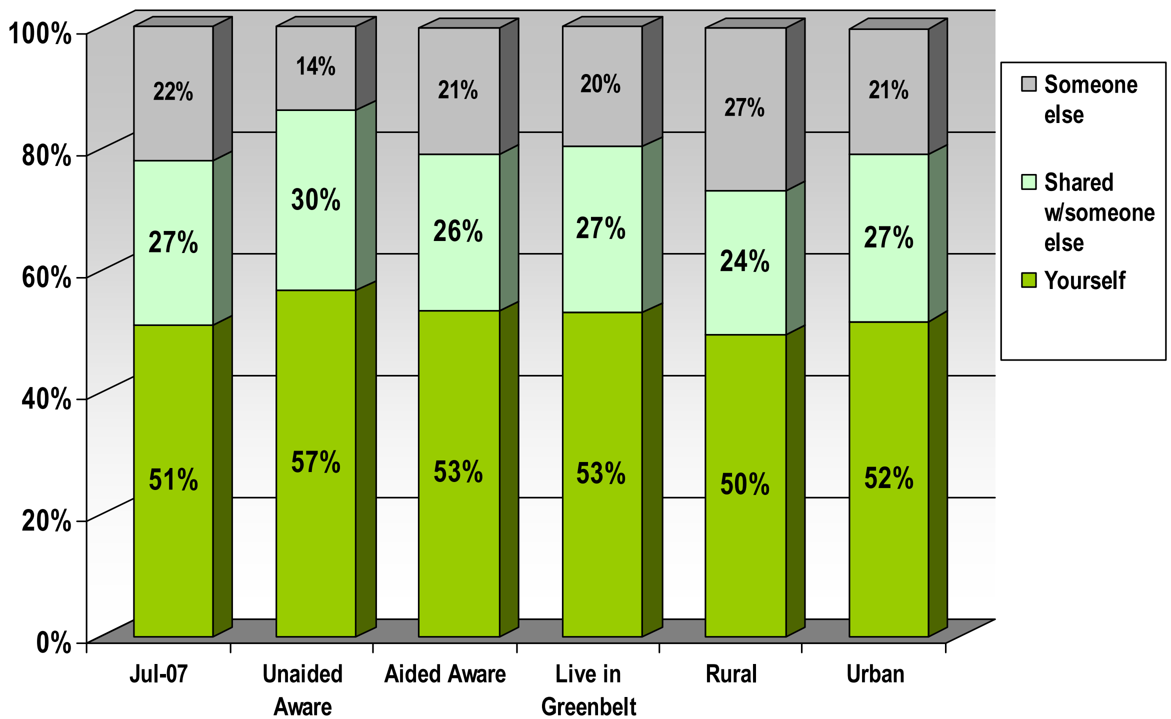
All questions in this section, apart from the first, were asked only of those who either do most of the shopping themselves, or share the responsibility equally with someone else in the household. Those who rely entirely on someone else to do the shopping were excluded from the section.

Q20) Who in your household is responsible for most of the food shopping? Is it…



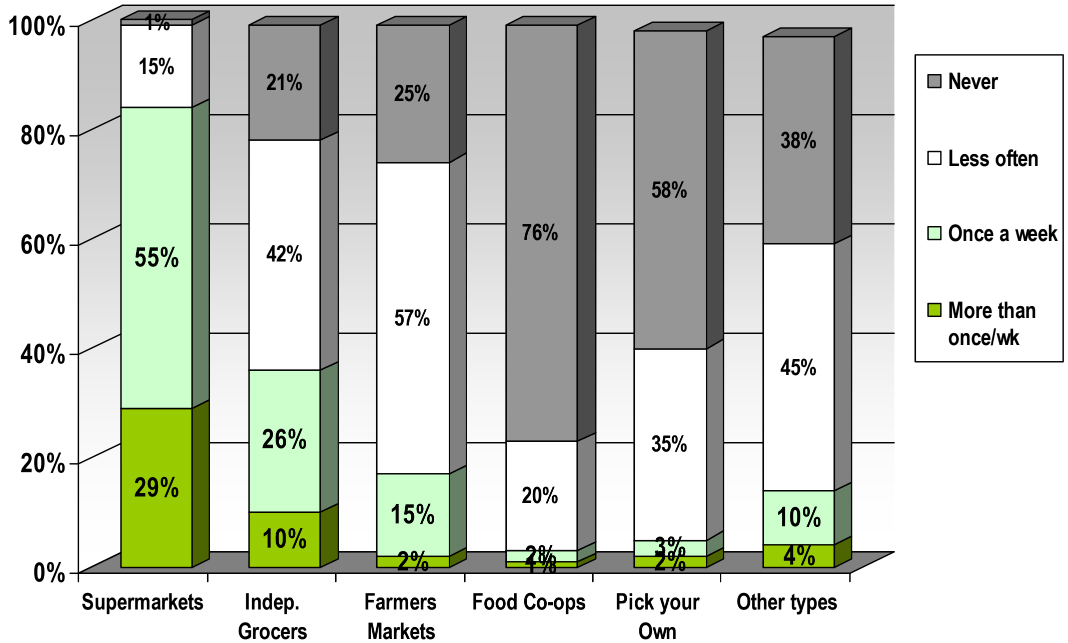
- When asked who in their household is responsible for most of the food shopping, half (51%) said they are themselves. A further quarter (27%) say shopping is shared equally with someone else in the household, while 22 percent say it is done mostly by someone else.
- Women are far more likely than men to say they are solely responsible (71% vs. 32%). Those aged 18-29 are far more likely to say it is done primarily by someone else (42%).
- Post-grads are more likely to say it is shared equally (33%).

Q20) Who in your household is responsible for most of the food shopping? Is it…



- Few differences in shopping patterns are seen by awareness or geography.
- Those who have unaided awareness of the Greenbelt are more likely to say they do the shopping themselves.

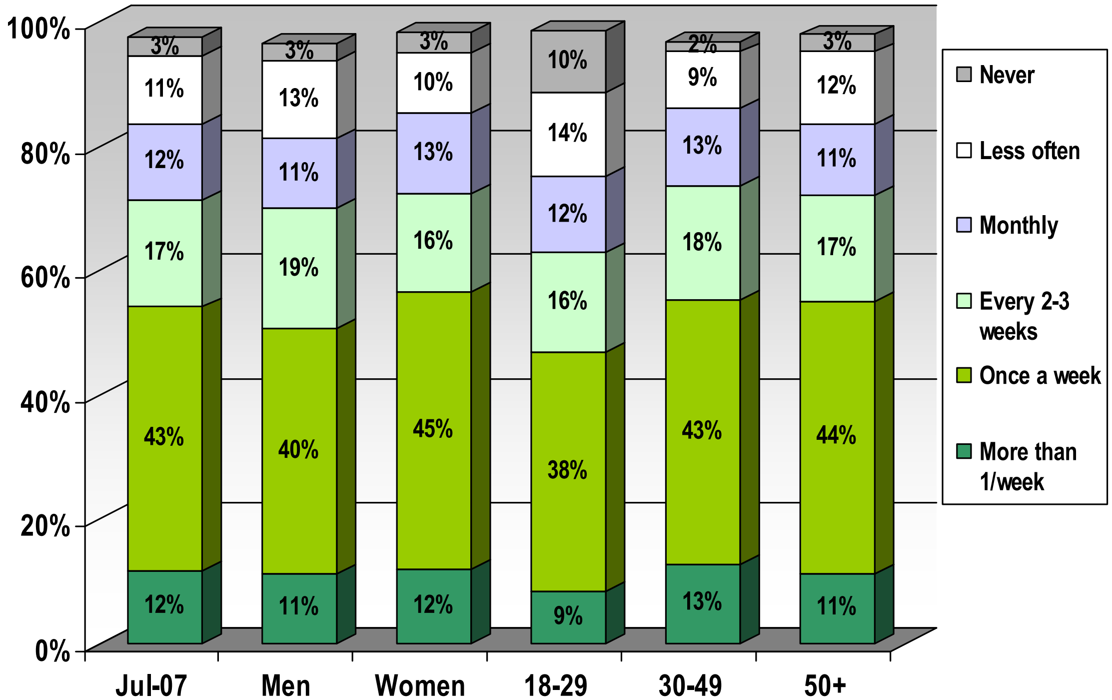
Q21) How often do you shop at each of the following…?



	a) Super-markets	b) Independent Grocers	c) Farmer's Markets	d) Food co-op or buying club	e) Pick your own gardens or fields	f) Other types of food stores*
More than once a week	29	10	2	<1	2	4
About once a week	55	26	15	2	3	10
Once every 2 to 3 weeks	9	16	11	2	4	10
Monthly	5	16	20	8	8	16
Less often than monthly	<1	10	26	10	23	19
Never	1	21	25	76	58	38
Don't know	<1	2	<1	2	2	2

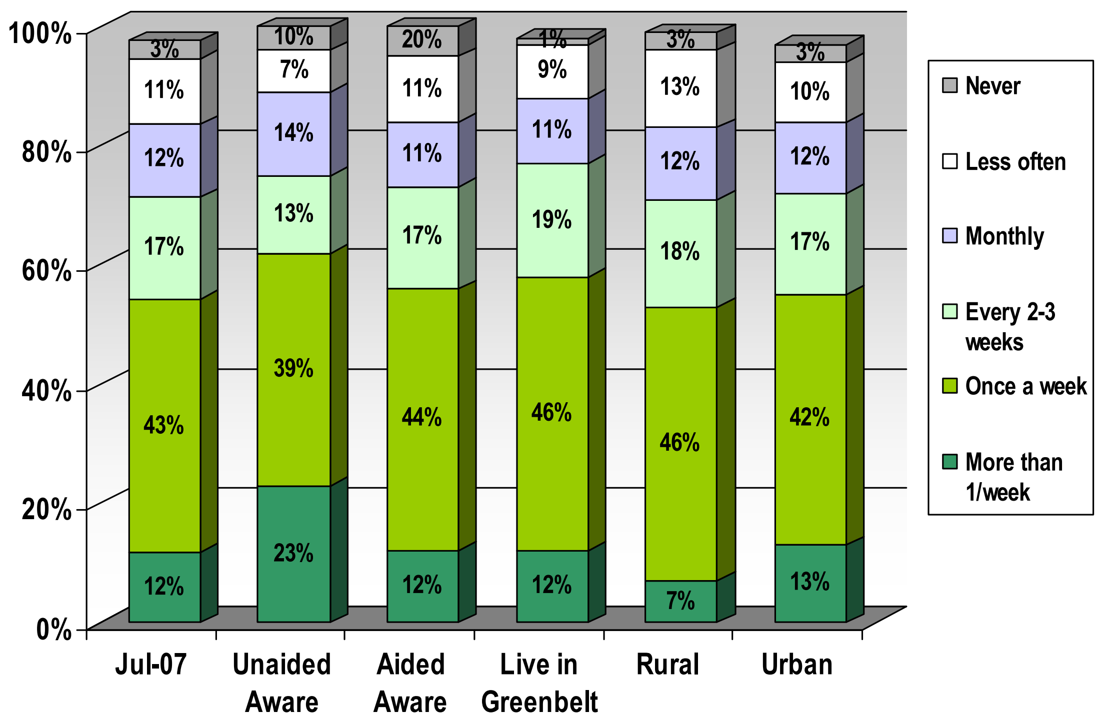
- Of the different food stores motioned, respondents are far more likely to say the shop at least weekly (84%) at supermarkets. More than a quarter (29%) say they shop at supermarkets more than once a week, while half (55%) say they shop there at least once a week.
- Independent grocers are shopped at by one third (36%) who shop there once a week (26%) or more often (10%). A further 42 percent shop there at least periodically.
- Just 17 percent shop weekly at farmers' markets, but a further 57 percent shop there at least periodically.
- Three quarters say they never shop at food co-ops, but 23 percent say they shop there at least periodically.
- Four-in-ten (40%) shop at least periodically at pick-your-own gardens or fields.
- 14 percent shop at least weekly at other types of stores

Q22) How often do you buy locally grown fruits, vegetables, or meats? Do you buy them…



- Locally grown fruits, vegetables or meats are bought more than once a week by 12 percent of respondents, and at least once a week by a further 43 percent. Only 3 percent say they never buy them.
- Women (57%) are more likely than men (51%) to say they buy them at least weekly.
- Post grads (62%) are more likely than those with high school or less (50%) to buy them at least once a week.

Q22) How often do you buy locally grown fruits, vegetables, or meats? Do you buy them…



- Those with unaided awareness of the Greenbelt (62%) and those who live in the Greenbelt (58%) are more likely to say they buy locally grown fruits, vegetables or meats at least weekly.
- Regionally, those in Toronto (60%) are the most likely to say they buy them at least weekly.

Q23) Why do you never buy locally-grown fruits, vegetables or meats?

FILTER: Never buy

	2007
Not offered at grocery	29
Not convenient	21
Don't know/care if it is	12
Too expensive	8
Get at	8
Don't know	25

- Those who say they never buy locally-grown fruits, vegetables or meats were asked why not. Only n=24 respondents answered this question, making the results statistically insignificant.
- However, the comments they gave provide qualitative, directional insights. Most frequently mentioned was that locally-grown fruits, vegetables and meats are not available at their grocery stores. This was mentioned by 7 respondents (29%).
- A further five (21%) said it was not convenient to.

Q24) At which of the following types of stores do you usually buy locally-grown fruits, vegetables, or meats?

	Jul 2007	Male	Female	18-29	30-49	50+
Supermarkets	65%	65%	65%	62%	66%	64%
Farmers' markets	42%	36%	46%	40%	46%	41%
Independent grocers	32%	35%	29%	26%	32%	33%
Pick your own gardens/fields	17%	12%	20%	25%	15%	17%
Food coop or buying clubs	4%	4%	4%	6%	5%	3%
Fruit/vegetable stands	3%	2%	3%	1%	3%	2%
Other	3%	2%	4%	3%	2%	2%
Don't know	1%	1%	1%	4%	1%	1%

Note: sums to more than 100% due to more than one answer being accepted

- Two-thirds (65%) of those who buy locally-grown foods say they buy them supermarkets. A further 42 percent buy them from farmers' markets, while 32 percent buy them from independent grocers.
- Women are more likely to buy them from farmers' markets (46%). Younger respondents aged 18-29 are more likely to buy them from pick-your-own fields and gardens (25%).
- Post-grads are more likely to buy them from farmers markets (45%).

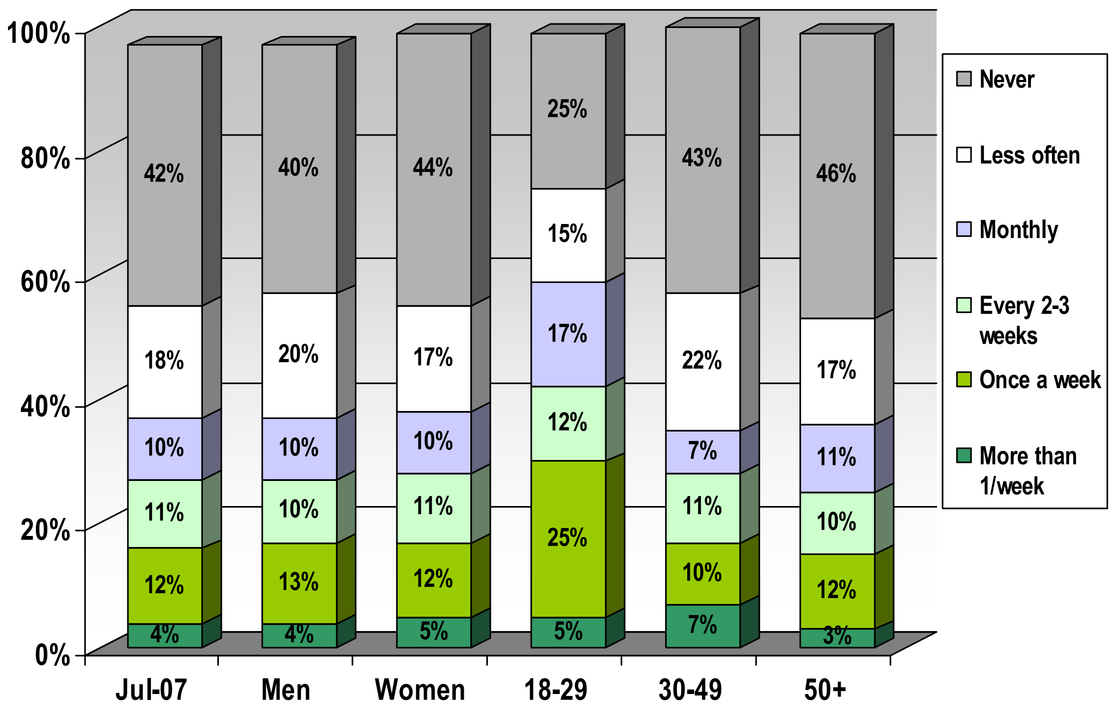
Q24) At which of the following types of stores do you usually buy locally-grown fruits, vegetables, or meats?

	Jul 2007	Unaided Aware	Aided Aware	Live in Greenbelt	Rural	Urban
Supermarkets	65%	61%	64%	66%	57%	67%
Farmers' markets	42%	46%	45%	41%	42%	42%
Independent grocers	32%	37%	30%	32%	30%	32%
Pick your own gardens/fields	17%	19%	18%	23%	22%	15%
Food coop or buying clubs	4%	5%	4%	6%	3%	4%
Fruit/vegetable stands	3%	4%	2%	3%	8%	1%
Other	3%	4%	3%	2%	2%	1%
Don't know	1%	0%	0%	1%	1%	1%

Note: sums to more than 100% due to more than one answer being accepted

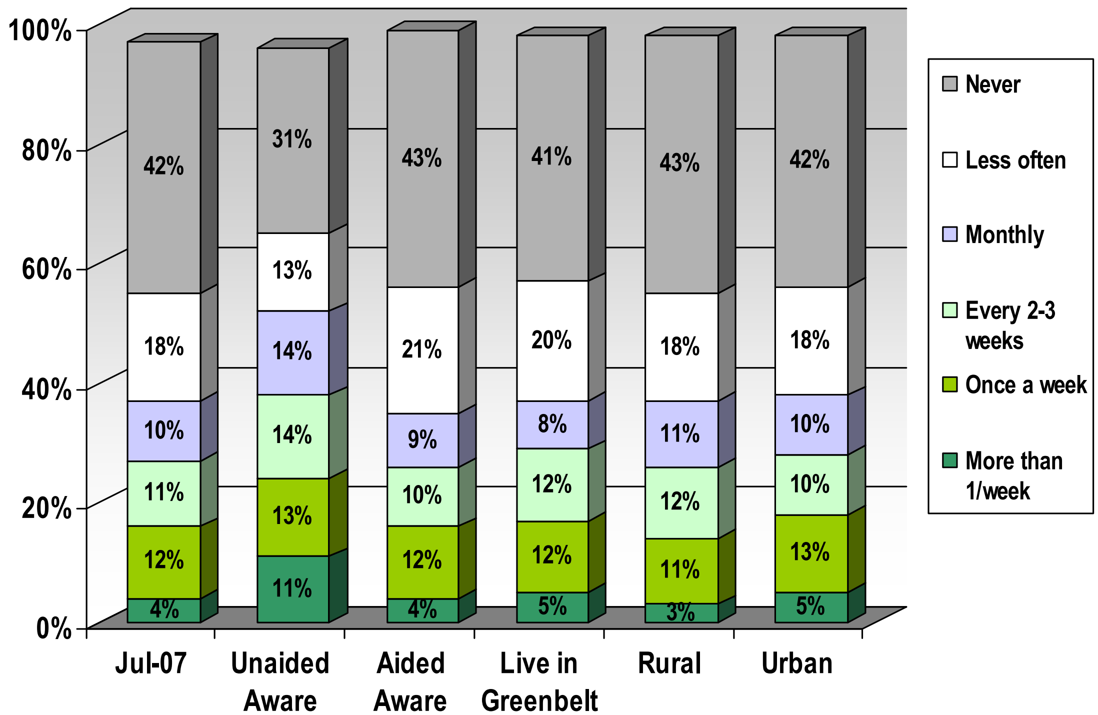
- Those with unaided awareness of the Greenbelt are more likely to get locally-grown fruits, vegetables or meats from farmers' markets (46%) and independent grocers (37%).
- Regionally, those in Hamilton-Niagara-Branford (50%), and those in Dufferin-Peel-Halton (48%) are more likely to buy them from farmers' markets.
- Those in Toronto (39%), and Grey-Bruce (40%) are more likely to say they buy them from independent grocers.

Q25) How often do you buy organic food? Do you buy it…



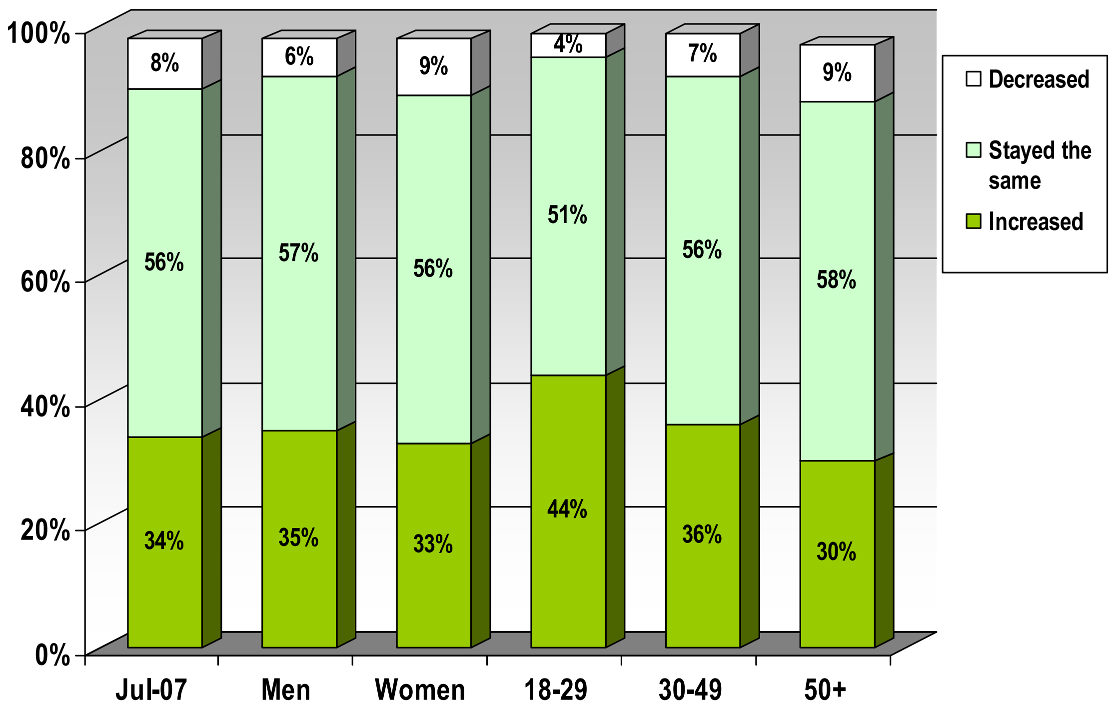
- Only 16 percent of central Ontarians say they buy organic food more than once a week (4%) or at least once a week (12%). Four-in-ten (39%) buy organic food at least occasionally, but a similar proportion (42%) say they never do.
- Younger respondents are more likely to say they buy organics at least weekly (30%).
- Post-grads (27%) and those earning $80k+ (25%) are more likely to buy them weekly as well. Those with high school education or less are more likely to say they never do (58%).

Q25) How often do you buy organic food? Do you buy it…



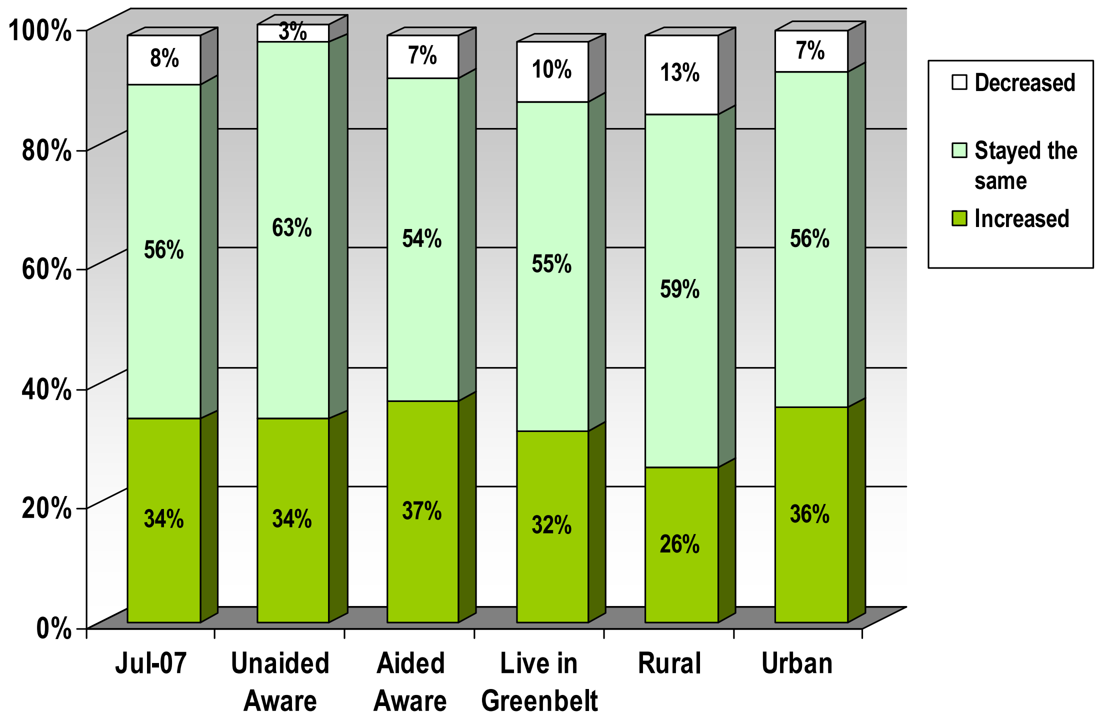
- Those with unaided awareness of the Greenbelt (24%) are more likely to say they buy organic foods at least weekly.
- Those in Waterloo-Wellington (24%) and in Dufferin-Peel-Halton (21%) are more likely to buy them at least weekly.

Q26) Over the past five years has your consumption of ethnic or multicultural foods increased, stayed the same or decreased?



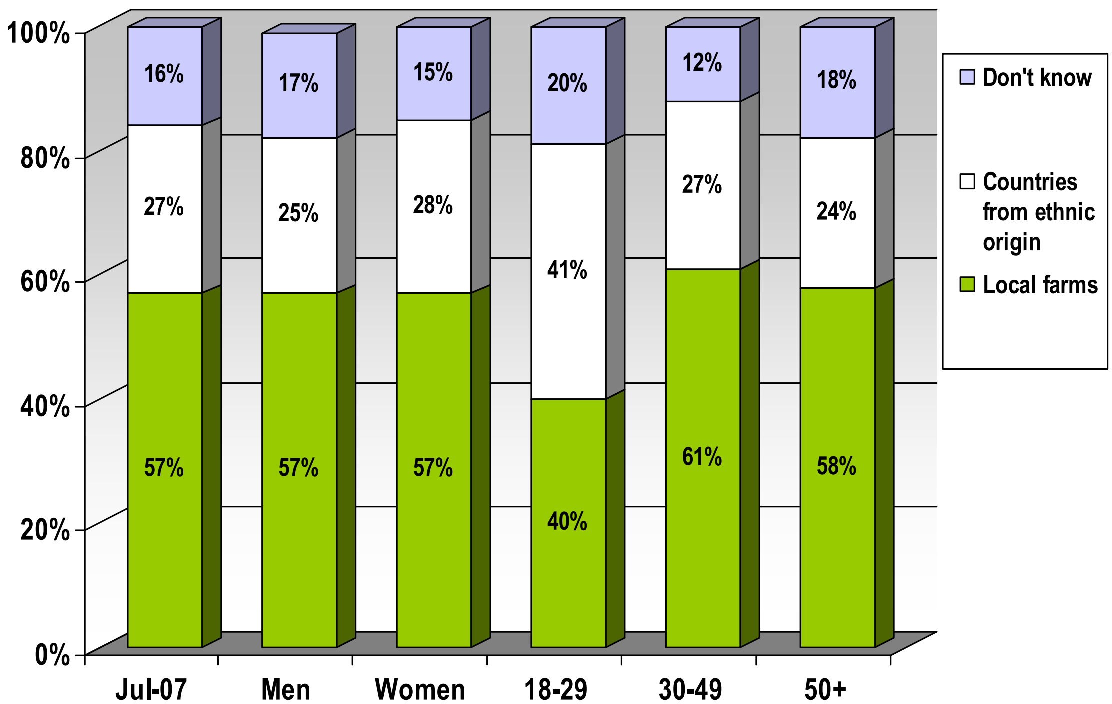
- One-third (34%) of central Ontarians say their consumption of ethnic or multicultural foods has increased over the past five years. A further 56 percent say it has stayed the same, while only 8 percent say it has decreased.
- Those aged 18-29 are more likely to say their consumption of ethnic or multicultural foods has increased (44%).
- Half of post-grads (50%) and 45 percent of those earning $80k+ say their consumption has increased.
- Immigrants to Canada are only somewhat more likely than average to say their consumption of ethnic or multicultural foods has increased over the past five years (37%).

Q26) Over the past five years has your consumption of ethnic or multicultural foods increased, stayed the same or decreased?



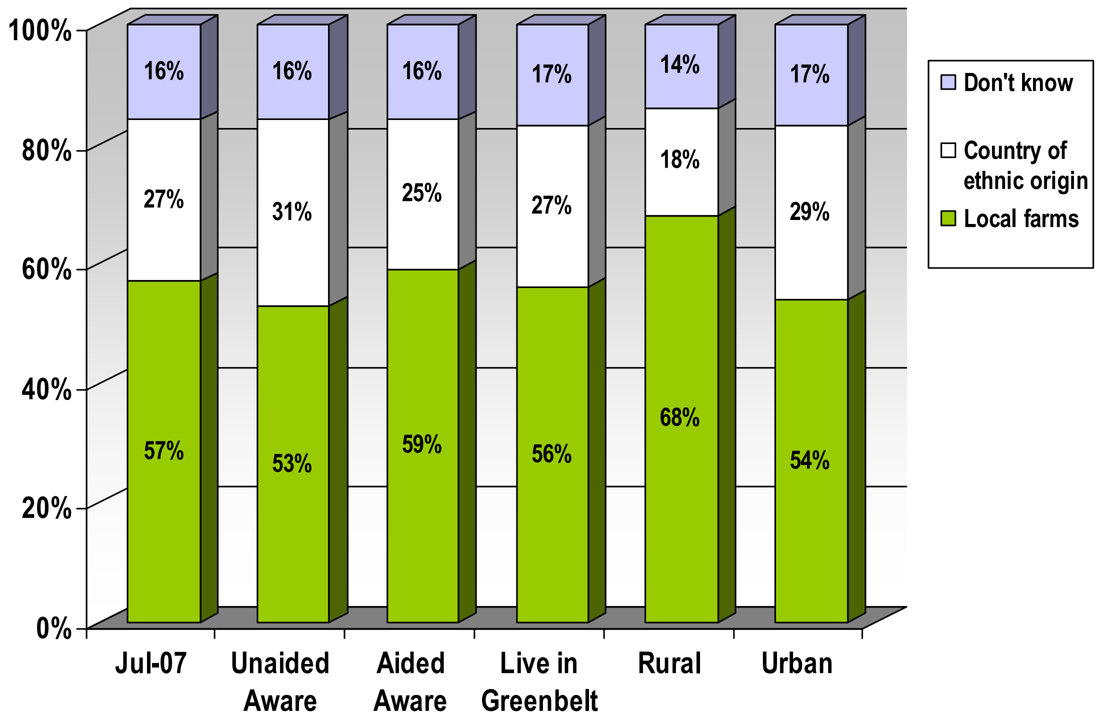
- While those living in rural areas are less likely to say their consumption of ethnic or multicultural foods has increased (26%), few other differences are seen by geography.
- Regionally, those in Toronto (46%) are the most likely to say their consumption increased, whereas those in Grey-Bruce (21%) are least likely.

Q27) Thinking of any ethnic or multicultural foods that you buy, do you prefer that they come mostly from local farms or the countries from which the ethnic groups originate?



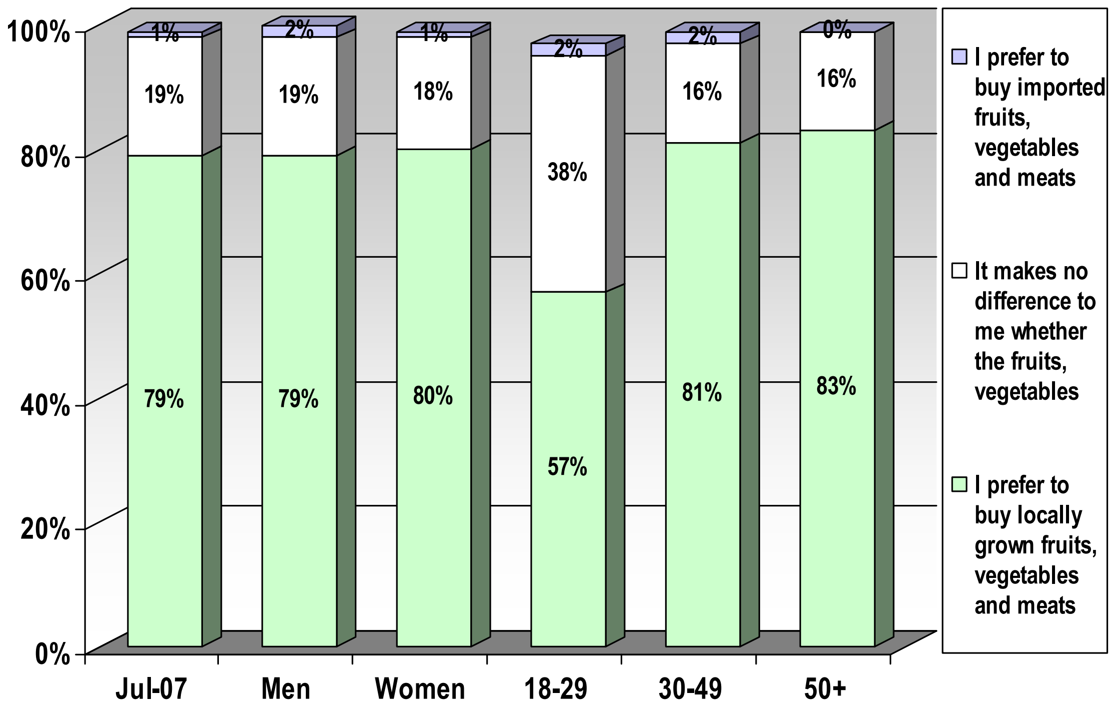
- A majority (57%) of respondents would prefer that ethnic or multicultural foods come from local farms. Only a quarter (27%) would prefer that they come from the countries from which the ethnic minorities originate.
- Those aged 18-29 are more likely to say they prefer that the ethnic or multicultural foods come from the countries where the ethnic groups originate (41%).
- Immigrants to Canada are more likely to prefer that the foods come from countries where the ethnic groups originate (36%).

Q27) Thinking of any ethnic or multicultural foods that you buy, do you prefer that they come mostly from local farms or the countries from which the ethnic groups originate?



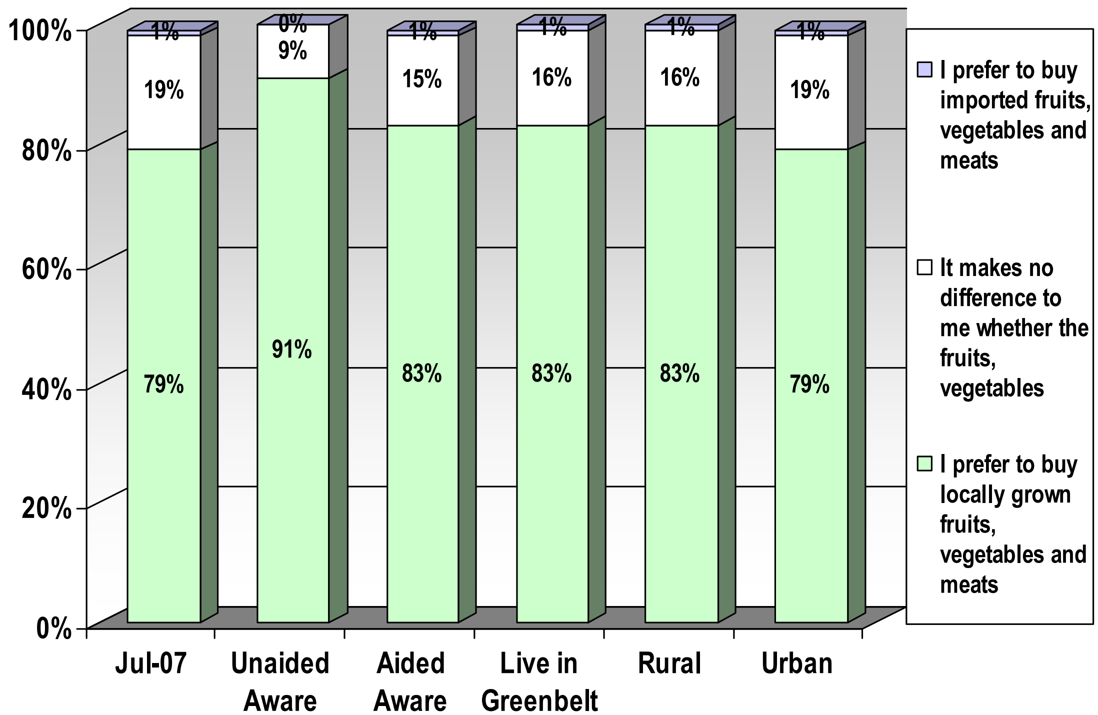
- Regionally, those who live in rural areas are more likely to say they prefer that the ethnic or multicultural foods they buy come from local farms 68%).
- Those in Grey-Bruce (75%) and in Hamilton-Niagara-Brantford (65%) are more likely to say they would prefer these foods to come from local farms.
- Those from Toronto (43%) are much more likely to say they would prefer that these foods come from the countries in which the ethnic groups originate.

Q28) Which of the following statements do you agree with most?



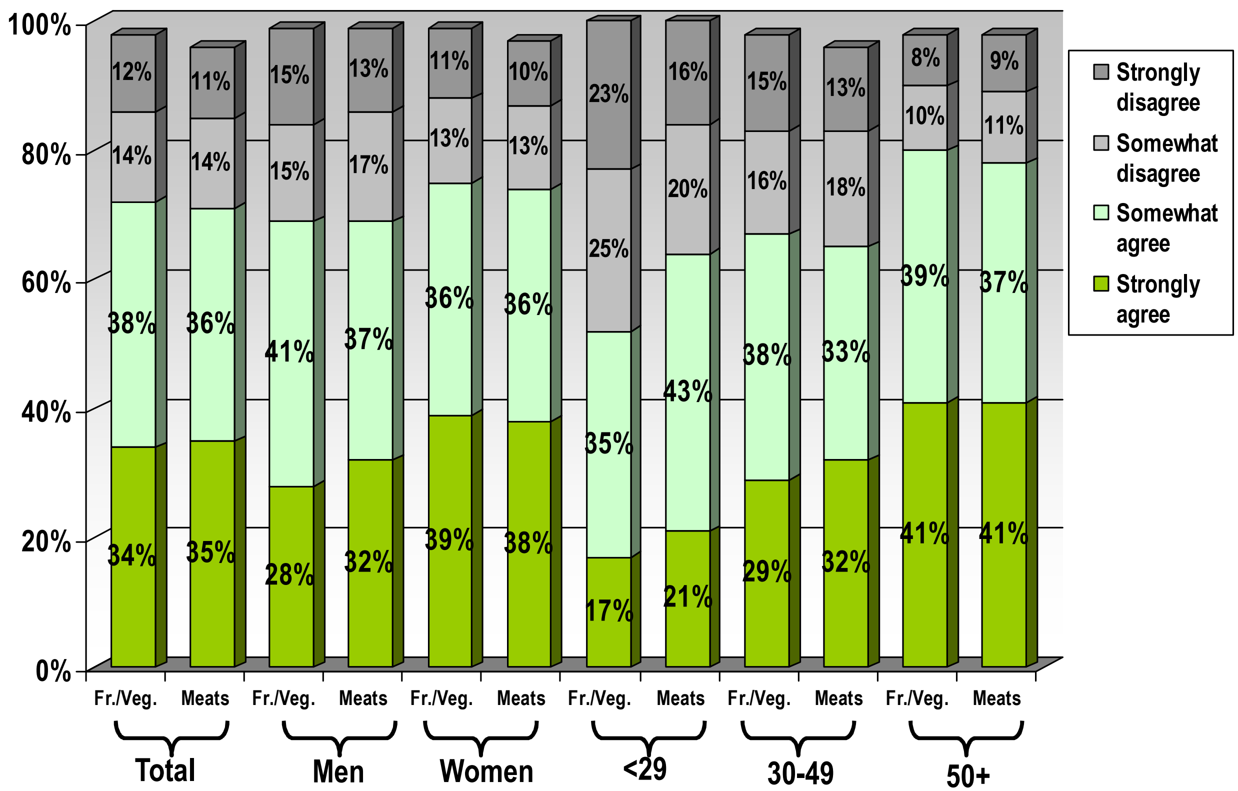
- Eight-in-ten (79%) central Ontarians agree that they prefer to buy locally grown fruits, vegetables and meats. Only 1 percent say they prefer to buy imported fare, while 19 percent say it would make no difference.
- Those aged 18-29 are more likely to say it makes no difference (38%).

Q28) Which of the following statements do you agree with most?



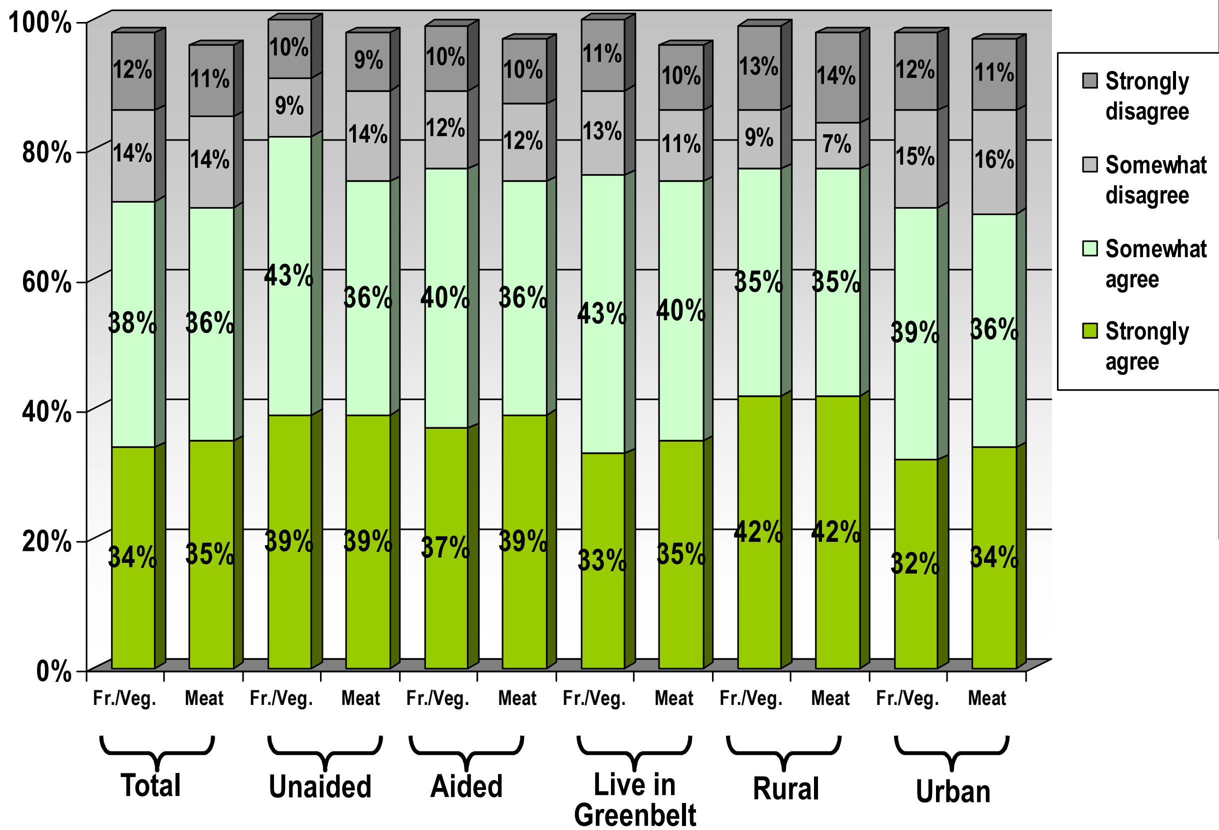
- Those with unaided awareness of the Greenbelt (91%) are even more likely to agree that they prefer to buy locally grown fruits, vegetables and meats.
- Toronto residents are less likely to say they prefer locally-grown fare (70%), with more saying it doesn't matter (28 percent).

Q29) I would be willing to pay more for…that were locally grown or raised



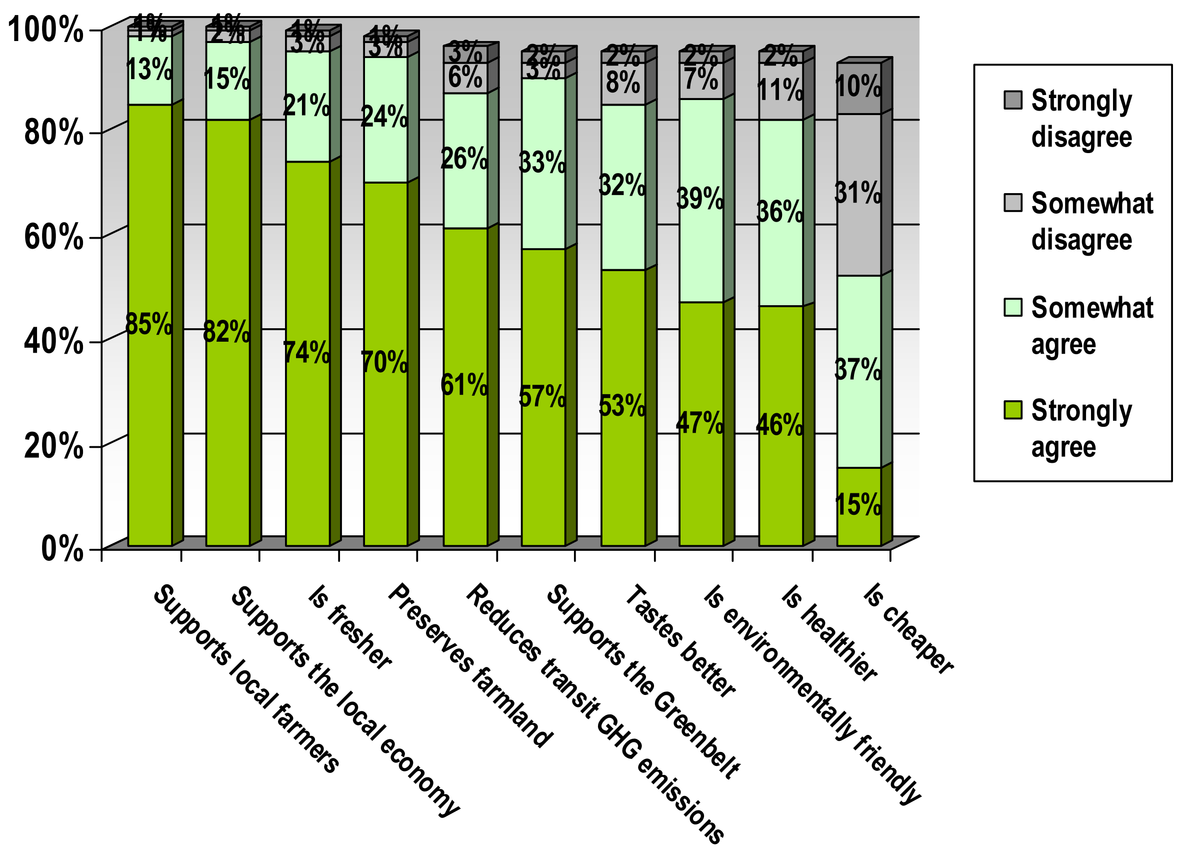
- Three quarters (72%) of central Ontarians strongly agree (34%) or somewhat agree (38%) that they would be willing to pay more for locally grown fruits and vegetables. A similar proportion strongly (35%) or somewhat agree that they would be willing to pay more for locally raised meat.
- Only a small proportion say they would be somewhat (14%) or very unlikely (12%) to pay for locally grown fruits and vegetables, or meats (14% and 11% respectively).
- Women (39% and 38%) are more likely to strongly agree to both, as are those aged 50+ (41%, 41%).
- Those with children at home are less likely to strongly agree with either (26%, 31%)
- There is only a modest correlation with income on this item, with 31/35 percent of those with household incomes below $40,000 agreeing, compared to 38/37 percent of those with incomes above $80,000.

Q29) I would be willing to pay more for…that were locally grown or raised



- Those who live in rural areas are more likely to strongly agree that they would be willing to pay more for locally-grown fruits/vegetables (42%) and meat (42%).
- Regionally, those in Dufferin-Peel-Halton are more likely to strongly agree with both (40%, 40%).
- Those who see the Greenbelt as an important source of food are more likely to strongly agree with both (43%, 45%).

Q30) Please indicate how strongly you agree or disagree that <u>locally grown</u> food…?



- The vast majority strongly agree that locally grown food supports local farmers (82%), supports the local economy (82%), is fresher (74%) and preserves farmland (70%).
- Smaller proportions strongly agree that it is healthier (46%), that it is environmentally friendly (47%), and that it tastes better (53%). Most of the balance somewhat agree, with few disagreeing.
- The only item with significant disagreement is that locally grown food is cheaper. Half (52%) disagree with this statement, compared to only 15 percent who strongly agree and 37 percent who somewhat agree.

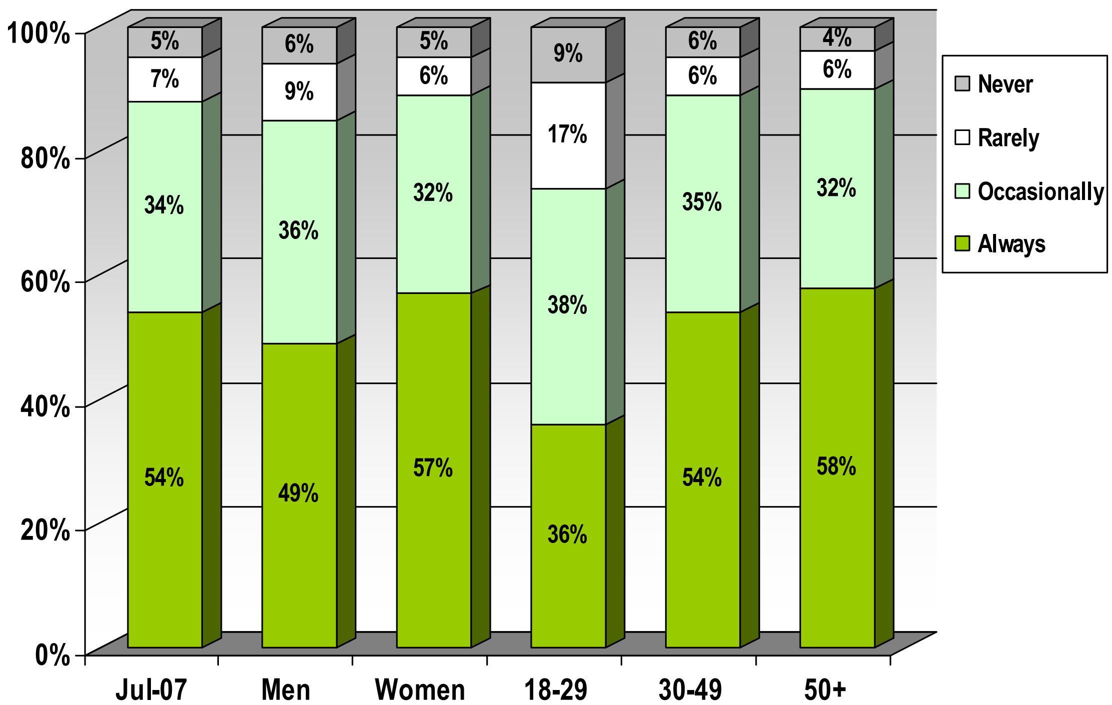
Q30) Please indicate how strongly you agree or disagree that locally grown food…? strongly agree:

	Total	Male	Female	<30	30-49	50+
Supports local farmers	85%	83%	86%	88%	84%	86%
Supports the local economy	82%	80%	83%	79%	84%	81%
Is fresher	74%	70%	77%	74%	71%	76%
Preserves farmland	70%	67%	72%	63%	66%	74%
Reduces GHG transit emissions	61%	58%	63%	48%	59%	65%
Supports the Greenbelt	57%	54%	59%	46%	57%	59%
Tastes better	53%	48%	58%	33%	48%	61%
Is environmentally friendly	47%	43%	49%	38%	41%	52%
Is healthier	46%	40%	51%	28%	43%	53%
Is cheaper	15%	14%	16%	19%	16%	14%

- Women are more likely to strongly agree that locally grown food is fresher (77%) and tastes better (58%).
- Those who live in the Greenbelt are more likely to see that locally grown foods support the Greenbelt (65%). Those in rural areas are more likely to strongly agree that it preserves farmland (75%), is fresher (79%) and tastes better (63%).

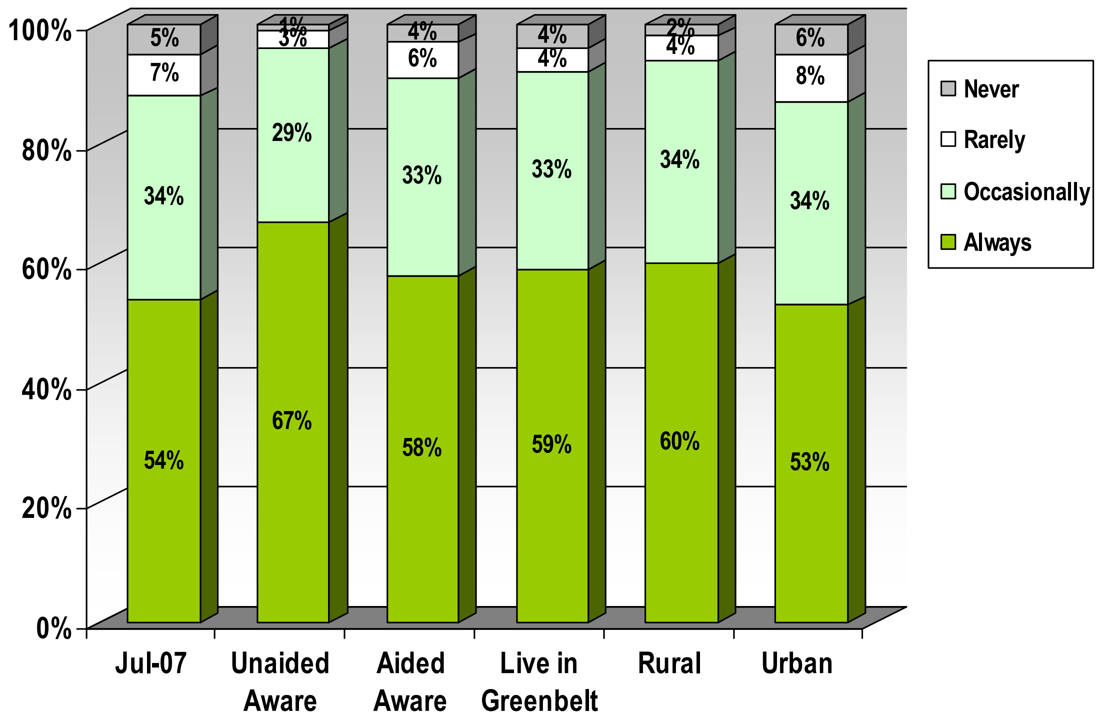
	Total	Unaided Aware	Aided Aware	Live in Greenbelt	Rural	Urban
Supports local farmers	85%	90%	87%	89%	84%	85%
Supports the local economy	82%	89%	83%	86%	86%	81%
Is fresher	74%	80%	76%	76%	79%	73%
Preserves farmland	70%	70%	73%	72%	75%	69%
Reduces GHG transit emissions	61%	61%	65%	67%	65%	60%
Supports the Greenbelt	57%	60%	58%	65%	56%	57%
Tastes better	53%	50%	58%	59%	63%	51%
Is environmentally friendly	47%	43%	48%	46%	50%	46%
Is healthier	46%	40%	47%	51%	53%	45%
Is cheaper	15%	4%	14%	19%	14%	15%

Q31) How often do you check food labels that describe where fruits, vegetables and meats are grown or sourced from?



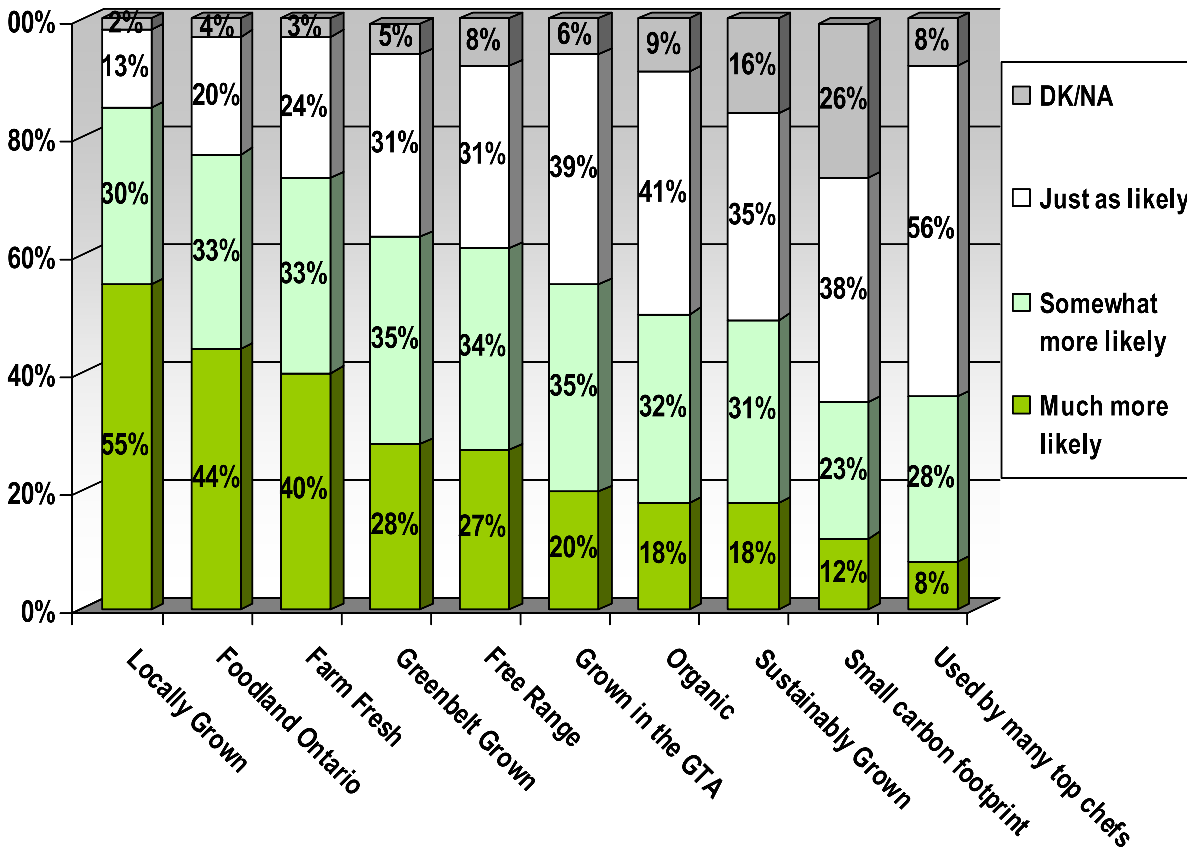
- More than half (54%) of respondents say they always check food labels that describe where fruits, vegetables and meats are sourced from, while 34 percent say they occasionally do. Only 12 percent say they rarely (7%) or never (5%) do.
- Younger respondents aged 18-29 are more likely to say they rarely (17%) or never (9%) check food labels.
- Post-grads (61%) and those earning incomes over $80,000 (62%) are more likely to say they always do.

Q31) How often do you check food labels that describe where fruits, vegetables and meats are grown or sourced from?



- Those with unaided awareness of the Greenbelt (67%) and those who live in rural areas (60%) are more likely to say they always check food labels.
- Regionally, those in Dufferin-Peel-Halton are more likely to always check (59%) while those in Grey-Bruce are less likely (48%).

Q32) Food products can have labels describing where the food originated from, or how it was grown or raised. Please indicate whether each of the following would make you much more likely, somewhat more likely, or just as likely to buy the product.



- Of all the food labels measured, respondents said they were much more likely to buy products with a label saying 'Locally Grown'. More than half (55%) said they would be much more likely to buy the product, while a further 30 percent would be somewhat more likely.
- 'Foodland Ontario (44% much more likely to buy)' and 'Farm Fresh (40%)' would also be popular choices, followed by 'Greenbelt Grown (28%)', and 'Free Range (27%)'. 'Used by many top chefs (8%)' and 'Small carbon footprint (12%)' would be much less impactful.

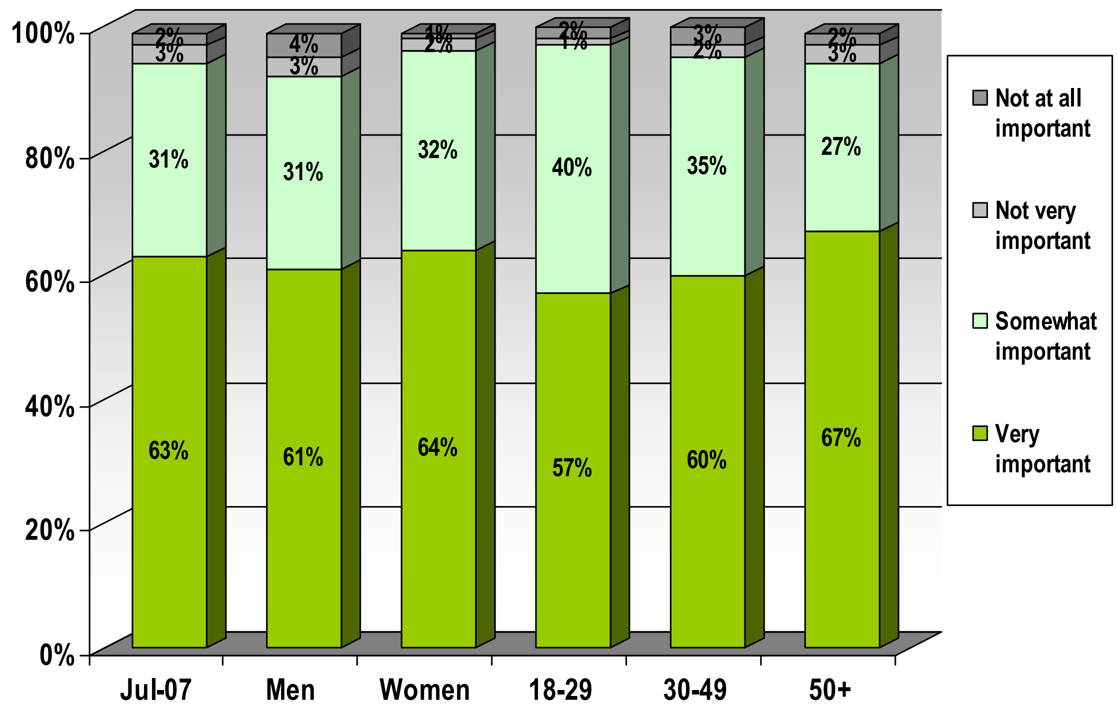
Q32) Food products can have labels describing where the food originated from, or how it was grown or raised. Please indicate whether each of the following would make you much more likely to buy the product.

	Total	Male	Female	<30	30-49	50+
Locally Grown	55%	49%	59%	41%	55%	58%
Foodland Ontario	44%	40%	46%	40%	38%	48%
Farm Fresh	40%	33%	44%	31%	35%	45%
Greenbelt Grown	28%	27%	29%	23%	28%	29%
Free Range	27%	25%	28%	19%	27%	28%
Grown in the GTA	20%	18%	21%	14%	22%	20%
Organic	18%	16%	20%	23%	20%	16%
Sustainably Grown	18%	20%	17%	16%	19%	18%
Small carbon footprint	12%	14%	11%	11%	12%	13%
Used by many top chefs	8%	8%	8%	10%	5%	10%

	Total	Unaided Aware	Aided Aware	Live in Greenbelt	Rural	Urban
Locally Grown	55%	50%	59%	57%	63%	53%
Foodland Ontario	44%	40%	48%	46%	52%	41%
Farm Fresh	40%	24%	41%	44%	51%	37%
Greenbelt Grown	28%	27%	29%	32%	28%	28%
Free Range	27%	24%	28%	27%	29%	26%
Grown in the GTA	20%	20%	22%	25%	15%	22%
Organic	18%	19%	16%	13%	14%	19%
Sustainably Grown	18%	20%	19%	19%	18%	18%
Small carbon footprint	12%	19%	15%	11%	11%	13%
Used by many top chefs	8%	3%	6%	8%	7%	8%

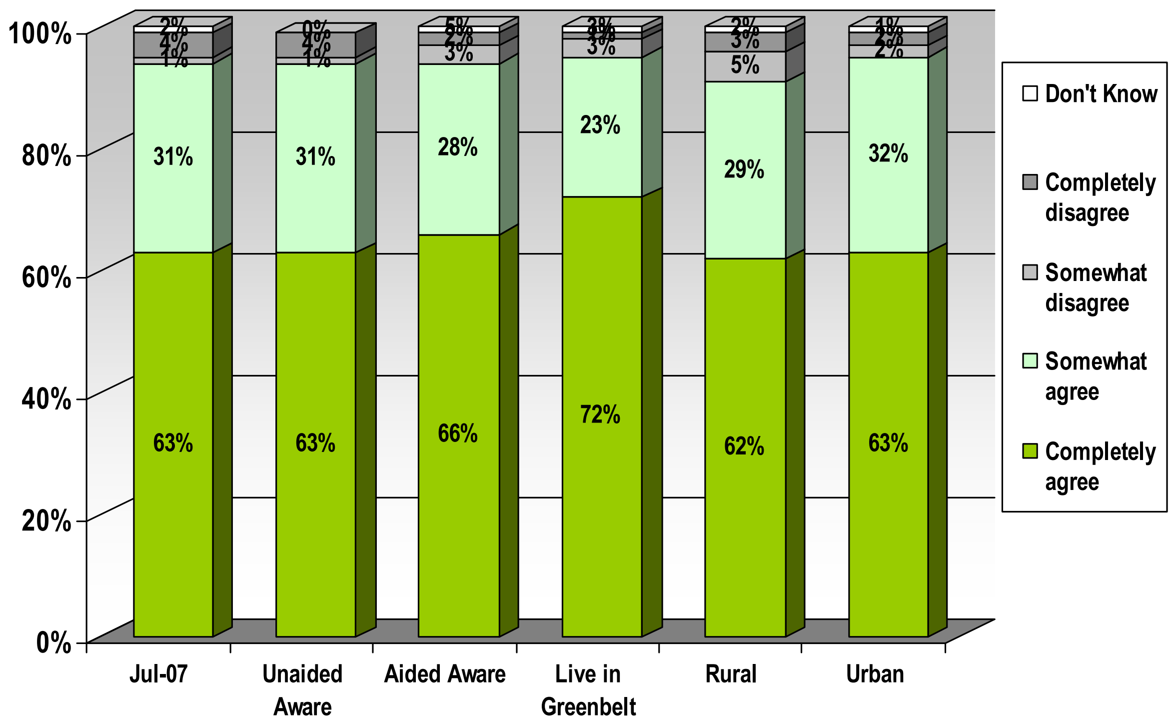
- Women are more likely to say that 'Locally Grown (59%)' and 'Farm Fresh (44%)' would make them much more likely to buy the product.
- Those aged 50+ say they would be much more likely to buy products with labels that say 'Locally Grown (58%)', 'Foodland Ontario (48%)' and 'Farm Fresh (45%)'.
- Those living in the Greenbelt are more likely to say they would be much more likely to buy products with the 'Greenbelt Grown' label (32%). Those who see the Greenbelt as a very important source of food are more likely to say they would be much more likely to buy products with a 'Greenbelt Grown' label (42%)
- Rural respondents are more likely to say they would be much more likely to buy products that have the labels 'Locally Grown (63%), Foodland Ontario (52%)', and 'Farm Fresh (51%)'.

Q33) How important do you think the Greenbelt is for ensuring that we have a local source of food. Is it…?



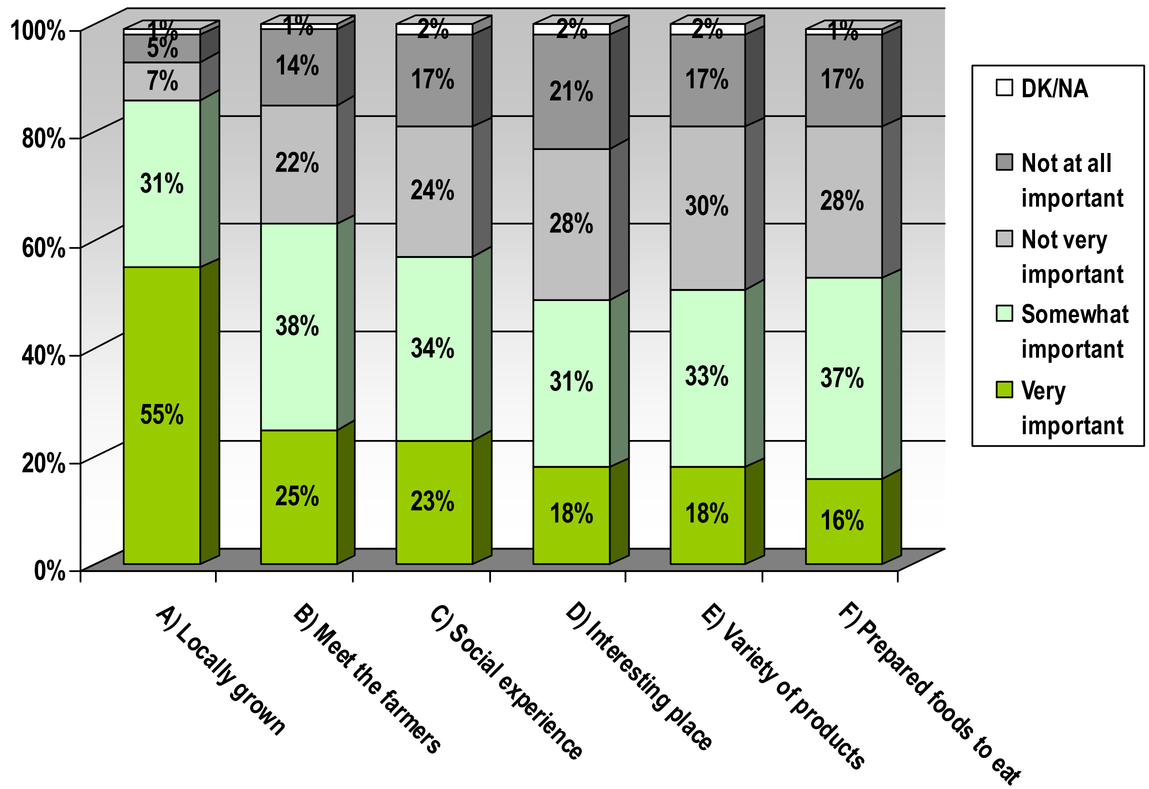
- Nearly two-thirds (63%) say the Greenbelt is very important for ensuring that we have a local source of food. A further 31 percent say it is somewhat important. Only five percent say it is unimportant.
- Support cuts across all demographic lines, but those aged 50 years or more are more likely than those aged 18-29 to say it is very important (67% vs. 57%).

Q33) How important do you think the Greenbelt is for ensuring that we have a local source of food. Is it…?



- Those who live in the Greenbelt are more likely to say it is very important for ensuring that we have a local source of food (72%).
- Those in York-Durham (69%) are more likely to say it is very important, while those in Grey-Bruce (48%) are less likely to.

Q34) Thinking of farmer's markets, please tell me whether each of the following is…to you personally



A) That all the food sold is locally-grown
B) That you get to meet and talk with the farmers
C) That you enjoy the social experience of chatting with neighbours while you shop
D) That it is an interesting place with lively activities such as music and children's events
E) That there are a variety of products including fruits and vegetables not grown in Ontario
F) That prepared foods are available and ready to eat

- More than half (55%) say it is very important to them that at farmers' markets, all of the food sold is locally grown. A further 31 percent say it is somewhat important.
- Getting to meet and talk with the farmers is very important to 25 percent, and somewhat important to 38 percent.
- Similarly, the opportunity to enjoy the social experience of chatting with neighbours is very important to 23 percent, and somewhat important to 34 percent.
- Smaller proportions say it is very important that there are prepared foods available and ready to eat (16%) and that there is a variety of products, including fruits and vegetables not grown in Ontario (18%).

Q34) Thinking of farmer's markets, please tell me whether each of the following is very important to you personally

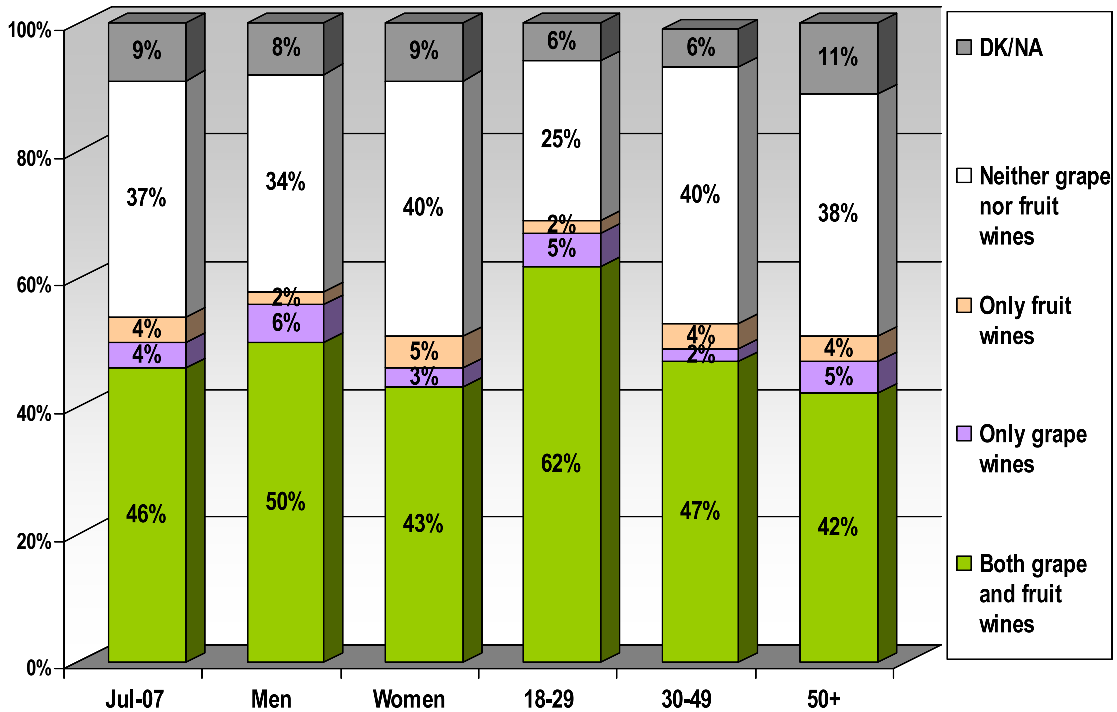
	Total	Male	Female	<30	30-49	50+
A) Locally grown	55%	49%	60%	48%	53%	58%
B) Meet the farmers	25%	21%	27%	15%	23%	28%
C) Social experience	18%	19%	17%	17%	18%	17%
D) Interesting place	16%	21%	14%	21%	17%	15%
E) Variety of products	18%	17%	18%	16%	23%	15%
F) Prepared foods to eat	23%	26%	21%	12%	20%	27%

	Total	Unaided Aware	Aided Aware	Live in Greenbelt	Rural	Urban
A) Locally grown	55%	49%	57%	58%	60%	54%
B) Meet the farmers	25%	19%	26%	25%	31%	23%
C) Social experience	18%	13%	15%	20%	20%	17%
D) Interesting place	16%	9%	17%	19%	16%	17%
E) Variety of products	18%	14%	18%	21%	16%	19%
F) Prepared foods to eat	23%	16%	24%	23%	25%	22%

- Women are more likely to say it is very important to them that all of the food at farmers' markets are locally grown (60%).
- Those aged 18-29 are less likely to say it is very important that all of the food is locally grown (48%), that they get a chance to meet and talk with the farmers (15%), or that there are prepared foods available and ready to eat (12%)

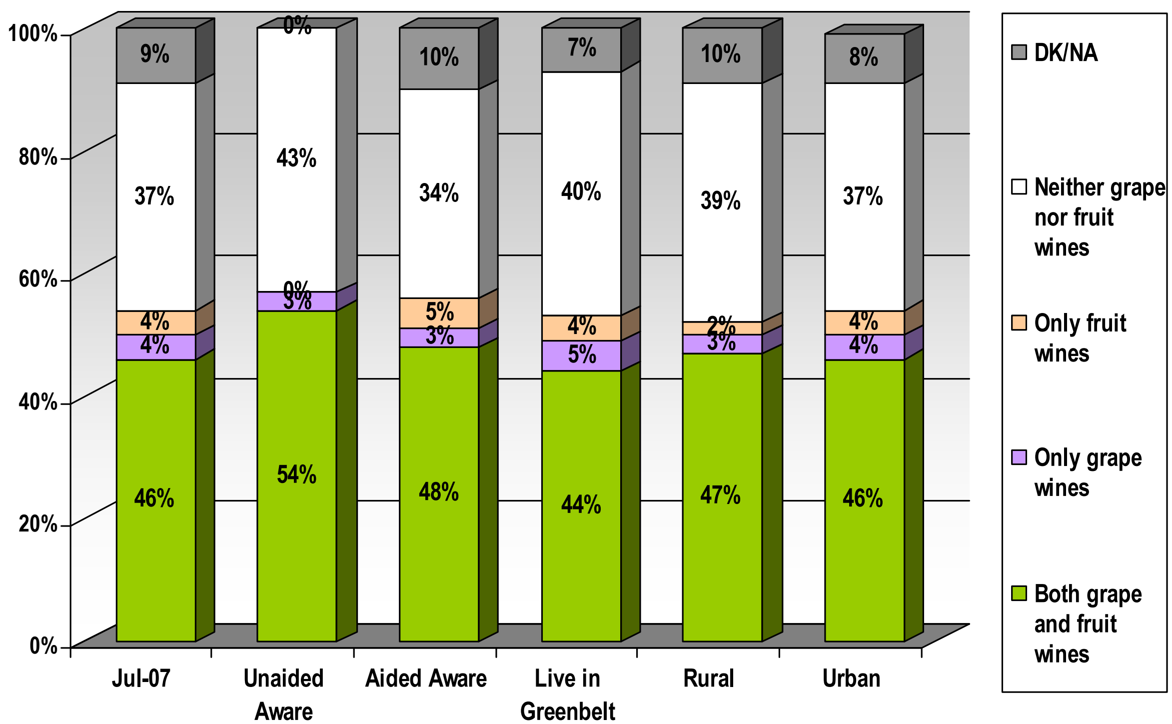
A) That all the food sold is locally-grown
B) That you get to meet and talk with the farmers
C) That you enjoy the social experience of chatting with neighbours while you shop
D) That it is an interesting place with lively activities such as music and children's events
E) That there are a variety of products including fruits and vegetables not grown in Ontario
F) That prepared foods are available and ready to eat

Q35) Currently, wine in Ontario can only be bought from the LCBO, certain grocery stores, and from vineyards themselves. Please indicate whether you think wines made by local farmers using 100% locally-grown grapes or fruits should be allowed to be sold at farmers' markets. Which of the following do you think should be allowed to be sold at farmers' markets…?



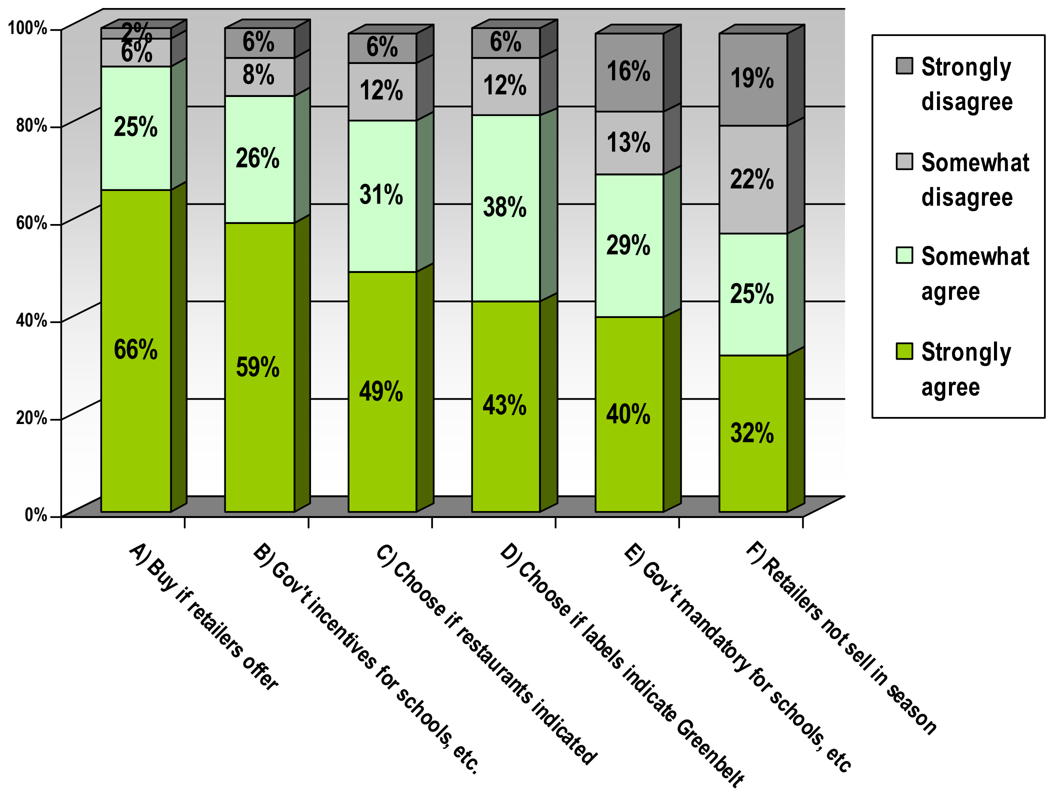
- Almost half of respondents (46%) agree that both grape and fruit wines should be allowed to be sold at farmers' markets. A small 4 percent favoured grape wines, but not fruit wines, and 4 percent favoured fruit wines but not grape wines. Only 37 percent are opposed to either being sold, while 9 percent do not know.
- Those aged 18-29 are much more likely to support the sale of both fruit and grape wines (62%).

Q35) Currently, wine in Ontario can only be bought from the LCBO, certain grocery stores, and from vineyards themselves. Please indicate whether you think wines made by local farmers using 100% locally-grown grapes or fruits should be allowed to be sold at farmers' markets. Which of the following do you think should be allowed to be sold at farmers' markets…?



- Those in York-Durham (54%) and Toronto (50%) are more likely to agree that both fruit and grape wines should be sold at farmers' markets.
- Those in Grey-Bruce (45%) and in Hamilton-Niagara-Brantford (47%) are more likely to oppose the sale of either fruit or grape wines.

Q36) Please indicate whether you [...] with each of the following



A) I would buy more locally grown foods if my retailer offered more of them

B) Governments should provide incentives for schools, hospitals and other public institutions to purchase and serve locally-grown food

C) If restaurants indicated on their menus which items were prepared with locally grown fruits, vegetables and meats, I would be more likely to order those than choose non-locally-grown items

D) I would be more likely to buy locally grown fruits, vegetables and meats if they had a label indicating they were grown in the Greenbelt

E) Governments should make it mandatory for schools, hospitals, and other public institutions to use a minimum percentage of locally-

F) Retailers should not sell imported food when locally grown and raised foods are in-season

- Most central Ontarians (91%) agree strongly (66%) or somewhat (25%) that they would buy more locally-grown foods if their retailers offered them. However, fewer agree strongly (32%) or somewhat (25%) that retailers should not be allowed to sell imported food when locally grown foods are in season.
- A further eight-in-ten (80%) strongly (49%) or somewhat (31%) agree that they would choose locally-grown items if restaurants indicated these in their menus.
- Fully 85 percent strongly (59%) or somewhat agree (26%) that governments should provide incentives for schools, hospitals and other public institutions to purchase and serve locally-grown food. Fewer (69% overall, with 40% strongly agreeing) feel that governments should make it mandatory for these institutions to use a minimum percentage of locally-grown food.
- Eight-in-ten (79%) strongly agree (43%) or somewhat agree (36%) that they would be more likely to choose locally grown foods if they had labels indicating they were grown in the Greenbelt.

Q36) Please indicate whether you strongly agree with each of the following

	Total	Male	Female	<30	30-49	50+
A) Buy if retailers offer	66%	58%	72%	47%	64%	72%
B) Gov't incentives for schoo	59%	51%	64%	57%	55%	62%
C) Choose if restaurants ind	49%	45%	53%	30%	47%	55%
D) Choose if labels indicate	43%	41%	45%	30%	39%	49%
E) Gov't mandatory for scho	40%	37%	42%	35%	40%	41%
F) Retailers not sell in seaso	32%	28%	35%	31%	31%	34%

	Total	Unaided Aware	Aided Aware	Live in Greenbelt	Rural	Urban
A) Buy if retailers offer	66%	63%	68%	72%	75%	64%
B) Gov't incentives for schoo	59%	43%	63%	61%	59%	59%
C) Choose if restaurants indi	49%	43%	52%	53%	58%	47%
D) Choose if labels indicate (	43%	37%	46%	50%	41%	44%
E) Gov't mandatory for schoo	40%	27%	42%	43%	44%	39%
F) Retailers not sell in seaso	32%	26%	36%	38%	40%	30%

- Women are more likely than men (72% vs. 58%), and those 50+ are more likely than those aged 18-29 (72% vs. 47%) to strongly agree that they would be more likely to buy locally grown foods if their retailers offered more of them.
- Those who live in rural areas are more likely to strongly agree that they would buy more locally-grown foods if retailers offered them (75%), and if restaurants indicated them on their menus (58%).
- Those living in the Greenbelt (50%), those aged 50+ (49%), immigrants (48%), and those with household incomes of less than $40,000 (48%) are more likely to strongly agree that they would buy more locally-grown foods if they had a label indicating they were grown in the Greenbelt.

A) I would buy more locally grown foods if my retailer offered more of them
B) Governments should provide incentives for schools, hospitals and other public institutions to purchase and serve locally-grown food
C) If restaurants indicated on their menus which items were prepared with locally grown fruits, vegetables and meats, I would be more likely to order those than choose non-locally-grown items
D) I would be more likely to buy locally grown fruits, vegetables and meats if they had a label indicating they were grown in the Greenbelt
E) Governments should make it mandatory for schools, hospitals, and other public institutions to use a minimum percentage of locally-
F) Retailers should not sell imported food when locally grown and raised foods are in-season

Conclusions

Conclusions:

- With relatively little mass communication from the Friends of the Greenbelt Foundation, one would have expected a drop off in awareness and understanding of the issues of the Greenbelt. While there were minor declines, these are not significant.
- The highway road signs may be helping maintain awareness, ironically among the group of citizens who are part of the problem: better educated, more affluent commuters who travel long distances from their exurban homes to their workplaces.
- Top-of-mind awareness of the goals of the Greenbelt, familiarity with specific projects or activities of the Greenbelt, and familiarity with the broader issues/objectives of the Greenbelt are lower in 2007 than in 2005. On the positive side, fewer are able to cite any specific drawbacks to it.
- While top-of-mind awareness may be lower for the Greenbelt, it is now the most frequently recalled government program aimed at protecting the natural environment in rural or agricultural lands, eclipsing the Oak Ridges Moraine in top of mind awareness.
- When probed, Ontarians have even higher level of support for the Greenbelt now than they did in 2005, and more say it is important to them personally. Majorities feel that the Greenbelt is important in addressing their concerns about the environment. This reflects the growing concern that Ontarians as a whole have for the environment and initiatives to protect it.

Conclusions

Conclusions:

- Furthermore, central Ontarians have strengthened their resolve to protect the lands within the Greenbelt. More are convinced that urban growth can be accommodated through more efficient use of existing urban lands, and feel that it should be protected against encroachment by new highway construction. In fact, majorities agree that the boundaries should be expanded to protect more farmlands if necessary.
- Ontarians are particularly concerned about water issues in this wave of the research. Water pollution/quality ranks second only to air pollution/car emissions as the most important, top-of-mind environmental issue. Higher than any other factor, the vast majority agree that the goal of protecting the natural water system is very important to them. Finally, the proportion saying that protecting the natural water system is the most important benefit of the Greenbelt increased significantly.
- Certain groups (older Ontarians, educated/affluent Ontarians, those in rural areas or near the Greenbelt) are much more concerned about the environment and knowledgeable about the Greenbelt. Younger Ontarians should continue to be targeted since their level of knowledge and concern is consistently lower than older Ontarians, and plain-language communications aimed at Ontarians with lower education and/or immigrants with language difficulties, should be encouraged.

Conclusions

Conclusions:

- The special food themes show that central Ontarians are very concerned about where their foods come from. They have a preference for locally-grown fare, even when buying ethnic foods. Even though they recognize it is not cheaper, most say they would be willing to pay a premium for locally-grown foods, and most recognize that the Greenbelt is important to ensuring that we are able to maintain a source of locally-grown foods.
- Most say they would increase their consumption of locally grown foods if they were more widely available or highlighted in restaurant menus. And while they support government incentives and programs, they are less supportive of setting minimum quotas for government institutions or banning retailers from selling imported foods when local food is in season.
- Since the majority say they always or occasionally read the source of origin labels on the foods they buy, most are interested in a variety of new food labels that could be considered. “Locally Grown”, “Foodland Ontario”, and “Farm Fresh” are the top choices, but “Greenbelt Grown” has support.
- Many enjoy shopping at farmers’ markets, and while many enjoy the social aspects of it and the opportunity to try new products in an interesting setting, what matters most to Ontarians is that the food sold there be locally grown.
- While a bare majority of Ontarians support wines being sold at farmers’ markets, a significant proportion are opposed to the notion.

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