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TECHNICAL APPENDIXES

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Decima Research

A. SURVEY OVERVIEW

Decima Research is pleased to present to Pollution Probe, the results for a study designed to meet the following objectives:

- o To assess perceptions of environmental problems in and around Lake Ontario.
- o To determine the extent to which residents around Lake Ontario feel that environmental problems affect them personally.
- o To examine awareness and attitudes toward possible solutions to environmental problems.

Senior Research Consultant and principal investigator for this study was Tim Woolstencroft who was assisted in the various phases of research and analysis by Anne Kilpatrick.

1. Sample Selection

The population consists of all Canadian and U.S. residents living within a 20 km distance around Lake Ontario. Male and female respondents were selected in a different proportion than the general population, on a 50/50 sex quota. A total of 600 interviews were completed, 300 in Canada and 300 in the United States.

Effective survey research must be based on a sample truly representative of the universe of interest. A multi-stage sampling technique was employed to gather the data for this study. The essential feature of this procedure is that individual respondents are predetermined by the selection procedure itself. That predetermination is made by careful examination of a series of controlled choices.

The sampling technique produced a systematic random sample with probability of selection disproportionate to size at the lakeside level. The first step in the sampling procedure was the division of the lakeside perimeter by country and then into strata or "regions," i.e., In Canada: East of Metropolitan Toronto, Bay of Quinte, Metropolitan Toronto, Hamilton, and West of Metropolitan Toronto. In the United States: Cayuga, Jefferson, Rochester, Niagara, Orleans, Oswego, and Wayne (Table A).

Table A

SAMPLE STRATA

	PERCENTAGE OF POPULATION %	PPS <u>N</u>	DPS <u>N</u>	WEIGHTS	WEIGHTED N
REGIONS	<i>"</i>				
Canada					
East of Metro Toronto Bay of Quinte Metro Toronto Hamilton West of Metro Toronto Total <u>United States</u>	15 2 51 12 20 100%	45 6 153 36 60 300	15 102 51 112 20 300	1.940 0.039 1.920 0.205 1.950	29 4 98 23 39 193
Cayuga Jefferson Rochester Niagara Orleans Oswego Wayne Total	1 6 59 14 3 7 8	3 18 177 42 9 21 14	4 12 110 30 9 121 14	1.00 1.00 1.00 1.00 1.00 0.115 1.00	4 12 110 15 9 14 14
IOTAL	100%	300	300		193

Table A presents the percentages of the total population of residents 18 years and over represented in both Canada and the United States within each region, followed by the proportionate number of cases in each region (PPS). The third column presents the disproportionate sample actually completed (DPS) followed by the weights used in each region. The fifth column represents the number of cases in each strata after the weighting was applied.

Within each of these regions, a sampling procedure was employed which is based upon mapping the linkage between the geographic location of individual telephone exchanges and Statistics Canada's fundamental building block for the census -- the enumeration area (EA).

Telephone companies divide their service regions into smaller areas served by a single switching centre. Within each switching centre area, all telephone numbers begin with the same two digits. We refer to these mutually exclusive exchange areas as NNXs (NNX representing the first three digits of a telephone number). Using census data, together with maps showing the geographic boundaries of NNXs, it is possible to determine exact population figures for each NNX and determine the appropriate number of respondents to be surveyed in each NNX.

Primary sampling units (groups of NNXs) and secondary sampling units (individual NNXs) were selected on the basis of probability proportionate to population size. Telephone numbers were then generated using a computerized random number generation program employing random start and fixed interval methods.

2. Pretest

In order to refine the questionnaire, a pretest was conducted. Interviews were conducted by experienced interviewers and the Research Analyst monitored these interviews while they were in progress. The Field Supervisor and

Research Analyst held a debriefing session to discuss the questionnaire with the interviewers. Based on the pretest results, a few minor changes were made to the questionnaire which facilitated the field portion of the study. The client was informed of the pretest results and approved the changes.

3. Field Procedures

The questionnaires were printed, consecutively numbered, and assembled into field packs of 3 interviews -- 2 males and 1 female or 2 females and 1 male. This procedure ensured that the 50/50 sex quota would be met by preselecting males and females before the interviewing began.

The interviews took place between August 26 and September 3, 1989. Weekday interviewing was conducted between the hours of 5:30 and 10:00 p.m. Weekend interviewing was conducted between the hours of 10:00 a.m. and 5:00 p.m. The questionnaire contained 53 questions and took approximately 21 minutes to complete. Fifteen percent (15%) of all interviews were monitored while in progress for procedure and content from an extension monitor. All interviews were carefully edited as soon as they were completed to ensure that no questions were omitted and that skip-patterns were followed correctly.

Experienced telephone interviewers were used to collect the data. A briefing was held by the Field Supervisor and the Research Analyst was present to answer questions or clarify procedures. The Field Supervisor first read the questionnaire to the interviewers, thereby ensuring that pronunciation would be correct and uniform, and second, interviewer-respondent role-playing was used to illustrate skip and rotation patterns. The interviewers then had an opportunity to ask questions.

On the first evening in the field, the Research Analyst listened to the interviewers on an extension monitor. The monitor prevents the interviewer and respondent from knowing they are being listened to. This ensured that the

skip and rotation patterns were followed correctly and that there were no questions causing interviewers any particular difficulty. When an error was caught, the interviewer was briefed again and the respondent was called back in order to correct the questionnaire.

All work was edited by the Senior Field Supervisor, checked for completeness, quality, and skip-pattern adherence. Then 15% of each interviewer's work was verified; that is, respondents were contacted by telephone and were asked to verify that the interview actually took place. Respondents were also asked to answer a few questions from the questionnaire in order to check the accuracy of the data collected.

4. Coding

The questionnaires were coded and the data were entered by experienced Decima personnel. The following standard procedures were followed:

- o An initial briefing;
- o Supervision of trained staff; and
- o Verification of 15% of each coder's work.

Using the first 25% of completed questionnaires in each stratum, codes were constructed for the open-end questions by sorting and writing out the responses into independent categories. The Research Analyst checked all categories for completeness and consistency.

5. Data Processing

The entry and processing of the data were carried out on-site using Decima's Digital PDP 11/44 computer. Decima's interactive software system, designed specifically for survey analysis, has a robust data entry facility, which permits cleaning of the data, including out-of-range values and skip-pattern

errors, as well as other logic errors. The fully cleaned data were then summarized into aggregate tables. Further analysis of the data included crosstabulation tables, measures of association, regression analysis, and factor analysis.

6. Confidence Limits and Validation

The sample of cases produces results which are accurate for the population of the Lake Ontario rim as a whole within ± 4.1 percentage points 95 out of 100 times.

The sample is only representative of residents in Ontario and New York who have direct dialing telephone services. Therefore, Canadians and Americans who are accessible only by a telephone servicing a large number of people, such as senior citizen homes, hospitals, and Indian Reserves, and those who have only radio-telephone service or no telephone service at all, are automatically excluded from the sample. Any further questions the reader has about sampling should be referred to the Research Consultant.

While the most sophisticated procedures have been used to collect and analyse the information presented herein, it must be remembered that surveys are not predictions. They are designed to measure public opinion within identifiable statistical limits of accuracy at specific points in time. This survey is in no way a prediction of opinion or behaviour at any future point in time.

B. INTERVIEW SCHEDULE

A. Are you 18 years of age or older and a Canadian resident?

YES (CONTINUE).....A NO (ASK TO SPEAK TO ELIGIBLE RESPONDENT, IF STILL "NO," THANK AND TERMINATE).....B

B. Have I reached you at your home telephone number? Which is

YES (CONTINUE).....A NO (ASK TO SPEAK TO ELIGIBLE RESPONDENT, IF STILL "NO," THANK AND TERMINATE).....B

 In your opinion, what is the most important problem in your area today -- in other words, the one that concerns you personally the most? (PROBE...ACCEPT ONLY ONE RESPONSE...ANSWER MUST BE AT LEAST TEN WORDS)

ENVIRONMENT/POLLUTION01	(15%)
NUCLEAR WASTE/PLANTS02	(4%)
DRUGS/ALCOHOL03	(13%)
CRIME04	(6%)
SOCIAL/MORAL05	(5%)
TAXES06	(5%)
UNEMPLOYMENT07	(4%)
EDUCATION08	(3%)
ROADS/TRAFFIC09	(8%)
NO PROBLEMS10	(9%)
GOVERNMENT - GENERAL11	(2%)
VIA RAIL12	(1%)
WATER SHORTAGE13	(+)
INFLATION14	(1%)
ECONOMY15	(2%)
HEALTH16	(1%)
HOUSING17	(5%)
OTHER	(7%)
DON'T KNOW19	(10%)

FOR COMPLETE VERBATIM RESPONSES SEE APPENDIX C

- Note 1: Responses may not sum to 100% due to rounding throughout the Technical Appendixes.
 - 2: (+) denotes a percentage value greater than 0 but less than 0.5 throughout the Technical Appendixes.

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As you may know, governments not only have to deal with different kinds of issues, but they also must decide how much priority they will place on these issues. I would like to read to you a list of issues, and please tell me which <u>one</u> you think the government should make as its first priority, then the one that the government should make as its second priority and third priority (READ AND ROTATE LIST)

CANADIAN RESULTS

2. 3. 4.		Q.2 FIRST PRIORITY	Q.3 SECOND PRIORITY	Q.4 THIRD PRIORITY
		CANADIAN	CANADIAN	CANADIAN
	ENSURING THAT THE ECONOMY IS STRONG AND GROWING	(20%)	(17%)	(23%)
	MAINTAINING SOCIAL PROGRAMS	(14%)	(19%)	(14%)
	PROMOTING CO-OPERATION WITH PROVINCES	(2%)	(7%)	(13%)
	REPRESENTING CANADA'S INTERESTS IN THE WORLD	(5%)	(6%)	(13%)
	IMPROVING PROTECTION OF THE ENVIRONMENT	(49%)	(25%)	(13%)
	PROVIDING AN ECONOMIC STRATEGY FOR THE FUTURE	(11%)	(25%)	(18%)
	NO OPINION (VOLUNTEERED)	(0%)	(1%)	(6%)
	END OF ROTATION			

U.S. RESULTS

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2. 3. 4.		Q.2 FIRST PRIORITY	Q.3 SECOND PRIORITY	Q.4 THIRD PRIORITY
		U.S.	U.S.	U.S.
	ENSURING THAT THE ECONOMY IS STRONG AND GROWING	(29%)	(22%)	(19%)
	MAINTAINING SOCIAL PROGRAMS	(14%)	(20%)	(14%)
	STRENGTHENING U.S.DEFENCE FORCES	(7%)	(5%)	(14%)
	REPRESENTING U.S. INTERESTS IN THE WORLD	(7%)	(13%)	(9%)
	IMPROVING PROTECTION OF THE ENVIRONMENT	(35%)	(26%)	(21%)
	PROMOTING BETTER RELATIONS WITH THE SOVIET UNION	(7%)	(13%)	(19%)
,	NO OPINION (VOLUNTEERED)	(2%)	(2%)	(4%)
	END OF ROTATION			

5. In general, how would you describe the quality of the environment in and around Lake Ontario? Would you describe it as excellent, good, only fair, or poor?

POOR	1	(32%)
ONLY FAIR		
GOOD		
EXCELLENT		
NO OPINION (VOLUNTEERED)		

6. I m

In general, how would you describe the quality of the environment in your local area today? Would you describe it as excellent, good, only fair, or poor?

POOR	1(12%)
ONLY FAIR	.2(38%)
G00D	.3(45%)
EXCELLENT	
NO OPINION (VOLUNTEERED)	.5(0%)



7. Do you believe the quality of the environment in your local area is much better, somewhat better, about the same, somewhat worse, or much worse than five years ago?

MUCH WORSE	 (7%)
SOMEWHAT WORSE	 (32%)
ABOUT THE SAME	
SOMEWHAT BETTER	
MUCH BETTER	
NO OPINION (VOLUNTEERED)	

8.A Have you or anyone else in your family gone swimming in Lake Ontario during the past 12 months?

IF "NO" TO Q8.A, ASK:

8.B Would you be willing to swim in Lake Ontario?

YES	2	.(17%)
NO		
NO OPINION (VOLUNTEERED)		

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9. Does your drinking water come from Lake Ontario?

_____ IF "YES" TO Q9, ASK: _____ Do you filter your drinking water or drink it straight 10. out of the tap? (ACCEPT ONLY ONE RESPONSE) FILTER DRINKING WATER.....(15%) DRINK STRAIGHT FROM THE TAP......(84%) * SKIP TO Q12 IF "NO" TO Q9, ASK: 11. What is the source of your drinking water? (ACCEPT ONLY ONE RESPONSE)

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12. Have you or has any member of your family eaten fish caught in Lake Ontario during the past 12 months? IF "NO" TO Q12, ASK: 13. Would you be willing to eat fish caught in Lake Ontario? 14. Could you name some of the specific type of environmental problems which affect the areas in and around Lake Ontario? (PROBE...ACCEPT UP TO THREE RESPONSES) POLLUTION:

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15. What do you believe is the greatest environmental problem threatening the area in and around Lake Ontario? (PROBE...ACCEPT ONLY <u>ONE</u> RESPONSE...ANSWER MUST BE AT LEAST <u>TEN</u> WORDS)

TOXIC CHEMICALS IN LAKE	
SEWAGE IN LAKE	
WATER POLLUTION - GENERAL	
ACID RAIN	
AIR POLLUTION	
INDUSTRIAL WASTE - GENERAL	
NUCLEAR WASTE/PLANTS	
LITTERING	
AIR/WATER POLLUTION	
DEAD FISH	
LACK OF TREES	
NO PROBLEM	
OTHER	
DON'T KNOW	
NO RESPONSE	

FOR COMPLETE VERBATIM RESPONSES SEE APPENDIX C

16. Are you aware of fish consumption guidelines published by the government, often called fish advisories, which indicate the type and amount of fish safe to eat during certain time periods?

YES	••••••	 .(52%)
NO	• • • • • • • • • • • • • • • • • • • •	 .(48%)
NO OPINION	(VOLUNTEERED)	 .(0%)

17. In general, do you believe environmental problems pose...no health risks at all, very few health risks, some health risks, or many health risks to people?

MANY HEALTH	RISKS
SOME HEALTH	RISKS
VERY FEW HE	ALTH RISKS
NO HEALTH R	ISKS AT ALL4(1%)
NO OPINION	(VOLUNTEERED)5(2%)

In general, when people talk about environmental issues, they talk about a lot of different topics including the health risks caused by certain environmental problems. I'm going to name some of these issues, and I would like to know how much of a health risk you personally feel is associated with these things, by giving me a number between 1 and 10, where "1" means that you believe that there is no health risk at all and where "10" means you think that there is a critical health risk associated with that environmental issue. (READ AND ROTATE Q18 TO Q24) The first one is...where would you place yourself on this scale?

NO HEALTH RISK AT ALL

18.

19.

20.

21.

22.

23.

CRITICAL HEALTH RISK 1 2 3 4 5 6 7 8 9 10 RATING 1 TO 10 Pollution of Lake Ontario water due to the industrial disposal of chemical waste in the lake. 7.77 Pollution of the water due to seepage of chemicals from landfill and storage sites around Lake Ontario. 7.44 Air pollution caused when industry releases toxic chemicals into the air. 7.56 Pollution of the water, caused by chemical pesticides and fertilizers sprayed on food crops which wash into Lake Ontario. .6.88 Transportation of dangerous wastes or chemicals through your area. 5.66 Eating fish caught in Lake Ontario. 5.98

24. Global damage to the earth's ozone layer due to industrial and consumer products such as aerosol cans. 7.60

END OF ROTATION

25. How much do you believe residents living along Lake Ontario are suffering health effects caused by environmental problems in and around the Lake...not at all, not very much, a fair amount, or a great deal?

		A GREAT DEAL (GO TO Q26)1 A FAIR AMOUNT (GO TO Q26)2 NOT VERY MUCH (GO TO Q26)3 NOT AT ALL (SKIP TO Q27)4* NO OPINION (VOLUNTEERED)5	(13%) (43%) (37%) (4%) (3%)
		A GREAT DEAL," "A FAIR AMOUNT," OR "NOT VERY MUCH," TO ASK:	
	26.	Over the next five years, do you believe the health effects of environmental problems in and around Lake	
		Ontario will decrease a lot, decrease a little, neither increase or decrease, increase a little, or increase a lot?	
		Ontario will decrease a lot, decrease a little, neither increase or decrease, increase a little, or increase a	(24%)
		Ontario will decrease a lot, decrease a little, neither increase or decrease, increase a little, or increase a lot? INCREASE A LOT1 INCREASE A LITTLE2	(36%)
·		Ontario will decrease a lot, decrease a little, neither increase or decrease, increase a little, or increase a lot? INCREASE A LOT1 INCREASE A LITTLE2 NEITHER INCREASE OR DECREASE3	(36%) (16%)
·		Ontario will decrease a lot, decrease a little, neither increase or decrease, increase a little, or increase a lot? INCREASE A LOT1 INCREASE A LITTLE2 NEITHER INCREASE OR DECREASE3 DECREASE A LITTLE4	(36%) (16%) (21%)
		Ontario will decrease a lot, decrease a little, neither increase or decrease, increase a little, or increase a lot? INCREASE A LOT1 INCREASE A LITTLE2 NEITHER INCREASE OR DECREASE3	(36%) (16%)

27. Do you believe that government actions in dealing with environmental problems in and around Lake Ontario have been excellent, good, only fair, poor?

POOR1	(32%)
ONLY FAIR2	(52%)
GOOD	(14%)
EXCELLENT4	(+)
NO OPINION (VOLUNTEERED5	(3%)

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in your area?...the federal government. provincial/state government, private industry, local communities, or private individuals themselves? (ACCEPT ONLY ONE RESPONSE) FEDERAL GOVERNMENT.....1 (24%)(35%) (19%)(5%) (9%) (9%) 29. I'm now going to read you two statements and I'd like you to tell me which one best reflects your own point of view. (READ AND ROTATE RESPONSES...ACCEPT ONLY ONE RESPONSE) THE ENVIRONMENTAL PROBLEM IN AND AROUND LAKE ONTARIO IS A CANADIAN PROBLEM AND WE CAN SOLVE IT ON OUR OWN......1 (10%)OR THE ENVIRONMENTAL PROBLEM IN AND AROUND LAKE ONTARIO IS AN INTERNATIONAL PROBLEM THAT CAN ONLY BE SOLVED THROUGH CO-OPERATION BETWEEN THE UNITED STATES AND CANADA.....2 (88%) (2%) 30. Thinking about the environmental problems in and around Lake Ontario, many people say the only way they can be solved is through joint action of the Governments of Canada and the United

Generally speaking, how confident are you that these States. two governments will act together to implement solutions that will solve the environmental problems in and around Lake Would you say you are very confident, somewhat Ontario? confident, not very confident, or not confident at all?

NOT CONFIDENT AT ALL1	(8%)
NOT VERY CONFIDENT2	(32%)
SOMEWHAT CONFIDENT3	(46%)
VERY CONFIDENT4	(13%)
NO OPINION (VOLUNTEERED)5	(1%)

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Who do you think has the primary responsibility for protecting

31. Are you aware that in 1978, the Governments of Canada and the United States agreed to the commitment to achieving "zero discharge," which means eliminating all discharge of the most dangerous toxic chemicals into the Great Lakes.

YES1	(42%)
NO2	
NO OPINION (VOLUNTEERED)3	(+)

32. Some people say that governments have been moving too slowly in implementing the goal of "zero discharge" and have not set timeframes and reduction targets for reaching the objective.

Other people say that governments have been moving at the appropriate pace in implementing the "zero discharge" goal and set targets when necessary.

Thinking of these two points of view, which <u>one</u> best reflects your own. (ACCEPT ONLY <u>ONE</u> RESPONSE)

GOVERNMENTS HAVE BEEN MOVING TOO SLOWLY IN IMPLEMENTING THE	
GOAL OF "ZERO DISCHARGE" AND HAVE NOT SET TIMEFRAMES AND	
REDUCTION TARGETS FOR REACHING THE OBJECTIVE1	(78%)
GOVERNMENTS HAVE BEEN MOVING AT THE APPROPRIATE PACE IN	
IMPLEMENTING THE "ZERO DISCHARGE" GOAL AND SET TARGETS	
WHEN NECESSARY	(16%)
DON'T KNOW (VOLUNTEERED)	(5%)
NO OPINION (VOLUNTEERED)4	(1%)

33. Do you believe a reasonable timeframe for governments to keep this commitment should be within one year, two years, five years, ten years, more than ten years, or gradually over time with no fixed deadline?

IMMEDIATELY (VOLUNTEERED)1	(7%)
ONE YEAR	(9%)
TWO YEARS	(15%)
FIVE YEARS4	(38%)
TEN YEARS5	(15%)
MORE THAN TEN YEARS6	(2%)
GRADUALLY OVER TIME7	(12%)
NO OPINION (VOLUNTEERED)8	(2%)

34. Let's say scientists discovered a toxic chemical which has been discharged into Lake Ontario causing serious birth defects in animals. But, these scientists did not find similar scientific proof that it causes health problems in people. Do you believe that government should immediately ban the chemical, restrict its use, permit continued use but require manufacturers to include warnings on products containing the chemical, or wait to take action until more scientific information is available? (ACCEPT ONLY ONE RESPONSE)

IMMEDIATELY BAN THE CHEMICAL1 RESTRICT ITS USE2	
PERMIT CONTINUED USE BUT REQUIRE MANUFACTURERS TO INCLUDE	(20%)
WARNINGS ON ITS POSSIBLE SIDE EFFECTS TO ITS USERS	(7%)
AVAILABLE	

35. Some people say that there is too much uncertainty and doubt regarding the risks to public health resulting from toxic chemicals. And thus, we cannot afford strong environmental laws to restrict something which may not be a risk at all.

Other people say that we cannot afford any risks of harming public health caused by toxic chemicals even if those risks are not clearly identified and demonstrated.

Thinking of these two points of view, which <u>one</u> best reflects your own. (ACCEPT ONLY ONE RESPONSE)

TOO MUCH UNCERTAINTY AND DOUBT EXISTS, SO WE CANNOT AFFORD TO	
MAKE ENVIRONMENT LAWS TO REGULATE AN UNKNOWN RISK1	(21%)
THE THREAT OF TOXIC CHEMICALS IS TOO GREAT NOT TO IMPLEMENT	
STRONG ENVIRONMENTAL LAWS2	(78%)
NO OPINION (VOLUNTEERED)	(2%)

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- 36. Some people say that companies already have the resources and capacity to stop discharging toxic chemicals into Lake Ontario.
 Other people say that it simply costs too much for companies to stop releasing toxic chemicals into Lake Ontario.
 Thinking of these two points of view, which <u>one</u> best reflects your own. (ACCEPT ONLY <u>ONE</u> RESPONSE)
 COMPANIES HAVE THE RESOURCES TO STOP DISCHARGING

 TOXIC CHEMICALS.
 COSTS TOO MUCH TO STOP RELEASING TOXIC CHEMICALS INTO
 LAKE ONTARIO.
 LAKE ONTARIO.
 (3%)
- 37. There are a variety of possible ways for the government to reduce the amount of chemical wastes being discharged into Lake Ontario.

One way is the government must set the standards for environmental protection. If companies are not able to meet those standards, their operations would be shutdown until they have the capacity to meet those standards.

Another way is the government must offer financial assistance and technological support on an individual basis to encourage companies to stop discharging toxic chemicals into Lake Ontario.

Thinking of these two points of view, which <u>one</u> best reflects your own. (ACCEPT ONLY ONE RESPONSE)

COMPANIES MUST ADHERE TO GOVERNMENTS' ENVIRONMENTAL STANDARDS	
OTHERWISE SHUTDOWN1	(40%)
COMPANIES MUST HAVE ACCESS TO FINANCIAL ASSISTANCE AND	
TECHNOLOGICAL SUPPORT2	(53%)
BOTH (VOLUNTEERED)	(5%)
NO OPINION (VOLUNTEERED)4	(2%)

38. Let's say that governments planned to take further steps to protect the environment in and around Lake Ontario by providing money to industry to help them use new pollution-reducing machinery and equipment. If these steps required an increase in your taxes, would you support or oppose this approach?

SUPPORT (SK	(IP TO Q40)1*	(68%)
OPPOSE (GO	TO Q39)2	(31%)
NO OPINION	(VOLUNTEERED)3	(1%)

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IF ANSWERED "OPPOSE" TO Q38, ASK: If government increases its spending on environmental 39. protection without raising taxes but by decreasing its spending in other areas, would you approve of this method, disapprove of this method, or do you believe government is already spending enough on environmental problems? (ACCEPT ONLY ONE RESPONSE) APPROVE OF THIS METHOD.....1 (63%) DISAPPROVE OF THIS METHOD.....2 (18%) BELIEVE GOVERNMENT IS ALREADY SPENDING ENOUGH ON (16%) NO OPINION (VOLUNTEERED)......4 (3%)

40. As you may know, one important source of toxic chemicals in and around Lake Ontario is the use of pesticides and fertilizers on farms. Chemical pesticides and fertilizers are used on farms to grow more fruits and vegetables, but they eventually end up in rivers and lakes as toxic chemicals. But, there are other farming methods -- frequently referred to as "organic farming" -- which do not require chemical pesticides and fertilizers and therefore do not create any chemical pollutants. Do you believe that government should help farmers adopt "organic farming" methods if they are proven to be as efficient as current practices?

YES1	(95%)
NO2	
NO OPINION (VOLUNTEERED)3	(1%)

41. Let's say the government decided to order a particular industry to stop discharging toxic chemicals into Lake Ontario. For an industry to comply with this government order, it would need to purchase new machinery and equipment which could require an increase in the prices of their products to consumers. If new pollution control equipment required higher consumer prices, would you support or oppose this approach?

SUPPORT1	(86%)
OPPOSE2	(12%)
NO OPINION (VOLUNTEERED)3	(2%)

42. If you knew that a company was discharging toxic chemicals into Lake Ontario above currently allowed limits, would you be willing to boycott its products?

YES1	(90%)
NO2	(9%)
NO OPINION (VOLUNTEERED)3	(2%)

43. Do you believe that governments have a responsibility to inform the public which companies are discharging toxic wastes above acceptable standards so that people can decide what they want to do?

YES1	(97%)
NO2	(2%)
NO OPINION (VOLUNTEERED)3	(1%)

Now, I have some final questions for statistical purposes...

44. What is your age, please? (IF RESPONDENT REFUSES, OFFER TO READ CATEGORIES AND HAVE HIM/HER TELL YOU WHICH CATEGORY HE/SHE FALLS INTO)

18-19 YEARS01	(2%)
20-24 YEARS	(11%)
25-29 YEARS	(14%)
30-34 YEARS04	(14%)
35-39 YEARS	(12%)
40-44 YEARS	(11%)
45-49 YEARS07	(9%)
50-54 YEARS	(6%)
55-59 YEARS	(4%)
60-64 YEARS10	(7%)
65 YEARS OR OLDER11	(12%)

45. Have I reached you at your permanent residence or at your summer home?

PERMANENT RESIDENCE1	(97%)
SUMMER HOME2	(4%)

46.A Are you currently attending school, college, or university as a full-time student? YES (SKIP TO PREAMBLE BEFORE Q47).....6* (7%) NO (GO TO Q46.B).....A IF "NO" TO Q46.A, ASK: _____ 46.B What is the highest level of schooling/education that you have completed? PUBLIC/ELEMENTARY SCHOOL (GRADE 1-8).....1 (1%) (12%)(29%) (11%)(11%) GRADUATED UNIVERSITY......7 (28%) In the last two years have you... 47. helped circulate a petition in order to influence the outcome of a public issue? NO.....1 (79%) YES.....2 (21%) NO OPINION (VOLUNTEERED).....3 (1%) 48. contributed money to a political party or cause? (IF "YES," ASK: How often...seldom, sometimes, or often?) (63%) (13%) (16%) (8%) NO OPINION (VOLUNTEERED).....5 (1%)

49. When you are talking about public issues with someone else and your viewpoints differ, how often do you persuade the other person to accept your point of view...very often, often, seldom, or very seldom?

VERY OFTEN1	(9%)
OFTEN2	(35%)
SELDOM	(34%)
VERY SELDOM4	
NO OPINION (VOLUNTEERED)5	(1%)

50. During the past two or three years have you belonged to any group which, at least some of the time, is involved with social or public issues? (IF "YES," ASK: How many groups?)

NO	••••••	(69%)
YES: ONE	2	(18%)
YES: TWO		(8%)
YES: THREE.		(3%)
YES: FOUR C	OR MORE	(1%)
NO OPINION (VOLUNTEERED)6	(1%)

Would your annual <u>household</u> income from all sources before taxes be ...under \$40,000 or \$40,000 or more per year?

Under \$40,000 (GO TO Q51.A).....A \$40,000 or more (SKIP TO Q51.B).....B*

51.A Is that...(READ LIST)

\$10,000 - \$14,99 \$15,000 - \$19,99 \$20,000 - \$24,99 \$25,000 - \$29,99 \$30,000 - \$34,99	9902 9903 9904 9905 9906 9907	(3%) (5%) (6%) (8%) (10%) (7%) (11%)
	9907 9908	(11%) (8%)

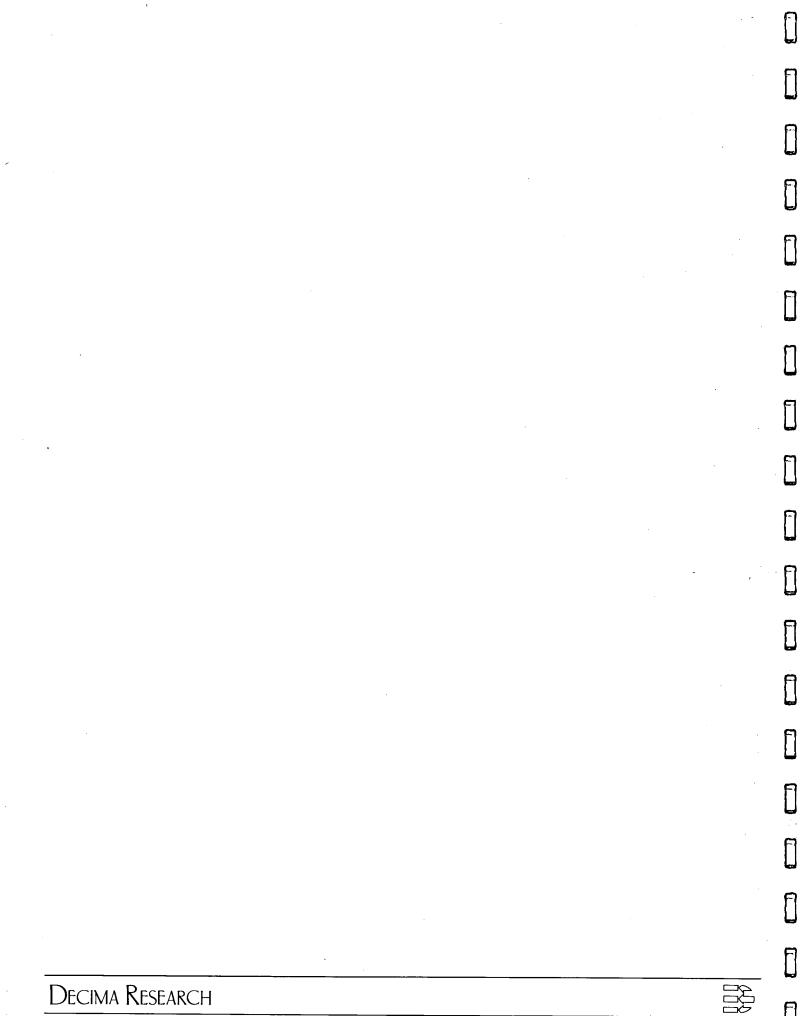
* SKIP TO Q52

53

51.B Is that ...(READ LIST)

52.	Sex. (BY OBSERVATION)	MALE1 FEMALE2	(50%) (50%)
		\$75,000 AND OVER16	(8%)
		\$70,000 - \$74,99915	(2%)
		\$65,000 - \$69,99914	(2%)
		\$60,000 - \$64,99913	(5%)
		\$55,000 - \$59,99912	(5%)
		\$50,000 - \$54,9991 1	(4%)
		\$45,000 - \$49,99910	(7%)
		\$40,000 - \$44,99909	(8%)

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C. VERBATIM RESPONSES

Question 1

In your opinion, what is the most important problem in your area today -- in other words, the one that concerns you personally the most?

- 01. Environment/Pollution -- Community clean up of Columbia Mills that's gone out of business. Toxic waste has been left behind. / Environmental issues. / Environment. The lack of a good public transportation system. Contributes to air pollution in Rochester. / Industrial distribution. So many around our area putting dangerous chemicals into the air. - 7 Environment. Too much chemical dumping by municipal and federal government in our lakes. / Pollution. There is a lot in my area and the future effects on people's health are hard to predict. / Environment. A lot of factories around this area are contributing to air pollution. / People now finding out they are living on top of an old chemical dump in Forest Glenn which may not be good for their health. / Environment. The companies that dump oil and chemicals into the ocean. / Sea Coast Too close to our area and is highly polluting. / Littering Chemicals. garbage on streets. / Environment. Animal waste from farms draining into Lake Consecon. / Environment. Lake pollution through seepage of chemical waste into our water. / Environment. Industry polluting, not paying enough attention to protecting environment. For example, what is being dumped into water. / Pollution of lakes. Industrial waste, sprays on crops and fields dumping wastes. / Environmental issue. Quality of water is bad, especially drinking water. / Government legislation and pollution is more predominant. One government has allowed Free Trade in return to get away from import taxes. / Environmental thinks, like proposed peer hunt and licensed open season. / Environmental pollution like water pollution.
- 02. Nuclear Waste/Plants -- The dumping of nuclear waste. / Nuclear plants. Nine Mile plant had a spill about nine years ago and we were not told. I wonder how many spills or leaks occur and we're not told. / Nuclear plant. Reactive waste probably will be placed in a dump within our area. / There is too much nuclear waste in our country. / Radioactive waste from the nine mile plant is a big problem. / Nuclear waste coming from the three new plants that are being built. / Pollution. Nuclear waste. / Toxic waste dump. They've been arguing about. They picked ten different sites and one of them is here. / Nuclear plant waste. All the waste will come downstream toward us. / Nuclear power plants. Concerned about leaks into air and water. / Nuclear poisoning. Nuclear contamination of Lake Ontario from the discharge of polluted water from the nearby nuclear power plants. / Nuclear plants. There is a spill about nine miles from there I live. / Nuclear plants outside Oswego. Creates pollution and waste of whatever kind. / Nine mile, the atomic plant near here, is having That's dangerous. / Nuclear waste dumps. / The safety problems. development of nuclear power plants.

- 03. <u>Drugs/Alcohol</u> -- Drugs in schools. / Drugs. It scares me that people have to rely on drugs these days. You wonder what will happened to our grandchildren if it keep us. / Drugs in schools. / Drug deal corrupting children and destroying their lives. / Drugs. How it is affecting the youth. Lack of knowledge. And they are uneducated. More should be done. / Too many drugs on the street. / Drugs. High school level, too easy to buy and get a hold of it. / Drugs result in more violent crime. / Drinking and Driving. Too many innocent people getting killed by drink drivers. / Drugs. Mountains of material have been uncovered. Cause of crime, ruins neighbourhood, and deteriorate general quality of lives to all. / The underage children are drinking too much and not enough is being done about it. / Alcoholism and drugs. There is a big programme in the U.S. among the teenagers. / Drug abuse. Kids are using drugs in schools, parks and everywhere else. / Drugs. It is a major problem in the U.S. and affects everyone. / Drugs. They're starting to get carried away with them.
- 04. <u>Crime</u> -- Crime and violence. Sometimes I'm afraid to leave the house because of fear of it being broken into. / Crime in the general area of my neighbourhood. / Crime. Break-ins related to drug problems. / Crime. Being afraid of break-ins in own house. / Crime. The general area is unsafe for children because of the danger from bigger kids vandalizing and committing crimes in area. / Crime. Breaking and entering. / The kids in the neighbourhood are dangerous and I am worried about burglary in my home. / Rising violence in Toronto. / Theft. People breaking into residents' homes in my area. Too many lately.
- 05. Social/Moral -- Young people are not responsible enough to the law. / The fact there are a lot of halfway houses in my area and it makes people in my area insecure. / Day care the lack of day care for children in my area. / Breakdown of values in general population. Bad manners. / Human destructiveness. Violence, mental illness, crime, pornography, all are symptoms of broader problem. / Teenagers making noise and breaking glass in park behind my house. / The young kids worsen when they are on their own. You can just notice it is a small area. / More disintegration of the people. They are taking drugs and only looking for pleasure, earning money and not bothering whether it is right or wrong. Churches are also not teaching morals. It has become less important and honesty has become a joke in recent times.
- 06. Taxes -- Taxes are too high and we are paying too much. / Federal Taxes. I have paid a lot of taxes and the GST of 9% is very bad. / Taxes. The taxes are too high. People are being taxed too high. / The general taxes when you buy a house or you go to the stores. It's too much taxes. / Taxes. Overtaxed both personal tax and consumer taxes. / Taxes are too high. / Taxes. They are going up every year. / Taxes are going up and up and up.

- 07. <u>Unemployment</u> -- Not enough jobs. / Employment. / Unemployment. There is a lot in this area and people move to other cities for jobs. / Working conditions in the workplace are bad. A lot of unemployed people in Oswego.
- 08. Education -- Education. A very high dropout rate here. / Education. There are too many children not being properly educated. / Education for children. Just the environment. They are in at schools at the moment. Hope they are getting the education they need. / Overcrowding in the schools, so our children cannot get the education they need. / Good education service. To continue to have courses running at community colleges.
- 09. <u>Roads/Traffic</u> -- Roads in bad condition and need repair. / The engineering of the street. The street grade is not steep enough so that water is not draining properly. / The government should spend more money on roads. / Roads, transportation, too much traffic. / Many cars speed down my street. It concerns me because there are children in the neighbourhood who could get hurt.
- 10. No Problems -- No problem in my area. / Nothing. / None.
- 11. <u>Government -- General</u> -- The local government -- lack of professionalism and there is no harmony within their council. / Government must stop spending. Cuts on social programmes. / Brian Mulroney -- have no confidence in government. He's full of hot air, just a blowhard. / Both governments are running things badly and the cost of goods are skyrocketing.
- 12. <u>VIA Rail</u> -- People in this area may lose VIA Rail. / Noise of trains going by at night, whistle blowing at 3:00 am.
- 13. Water Shortage -- Water in the summer. Our water is rationed. / The expansion of buildings is causing a water shortage. Because it is a small town, they were not prepared for such an influx in buildings being constructed.
- 14. Inflation -- Inflation -- it's too high and many people don't make enough to keep up to it. / Inflation -- cost of things, primarily health care. We have to pay for everything here unless we have a good insurance plan. / Inflation -- it's a national problem, but it also affects my area.
- 15. Economy -- Economic situation -- employment rates are falling. / Not enough public money.
- 16. <u>Health</u> -- Health issues -- AIDS, heart disease, pollution. / AIDS -- I work with someone who has AIDS and I can see how awful it is.

- 17. None -- None.
- 96. Other -- High insurance rates affecting drivers. / Motorcycles -- they race down the street too fast. / Lots of salmon fishermen who are parking on bridges and creating traffic problems. / Affordable housing -- I don't believe there is enough affordable housing available. / Compensation from meat plants -- my back is gone and my nervous system is also damaged. Ι am disabled. There is no adequate compensation. / College students -they're loud and disruptive, don't care about anyone but themselves. / There is just not enough golf courses in the area. / Neighbours -complain about anything. / Depressed property values in the Niagara Falls area. / Building of industry -- no place for animals to go. / Heavy traffic problems due to construction which has been going on for the past two years. / Telemarketers -- people that try to sell things over the phone. / Stocking fish for sport fishing in the area. Osuego River -we're not getting any in this area. / Rapid growth of the area -- lives in concrete poured on everything.

97. Don't Know

99 No Response

Question 15

What do you believe is the greatest environmental problem threatening the area in and around Lake Ontario?

01. Toxic Waste/Chemicals in Lake -- Just the dumping of chemicals from industry into the lake. / Toxic wastes being let into the lake. / Industrial wastes that are being discharged in the lake. / Steam plant --Niagara Mohawk oil plant -- they produce electricity, smoke and industrial waste into the lake. / Dumping nuclear waste into the lake. / Contamination of the waters from major companies around the lakes. / Industrial discharge of waste matter in the lake. / Industries releasing chemicals into the water. / Industrial waste flowing into Lake Ontario from the rivers. / Pollution caused by companies dumping chemical waste into the lake. / Water pollution -- chemical waste from factories. / Abuse of the lake -- people dumping into the lake; they misuse it. / Illegal dumping of toxic waste into our lake. / Fish are being killed by harmful chemicals in the water and in turn, persons who are eating those fish are getting sick. / Chemical waste from industries which is contaminating the water in Lake Ontario and contaminating the fish. / Chemicals in the lake -- they kill the fish and cause air pollution. / Windermere Basin which is a harbour in Hamilton has two feet of sedimentary toxic waste deposits. / Dumping PCBs into Lake Ontario. / Toxins in lake from factories. / Toxic chemicals from industries in the U.S. You kill the life in the lake -plants and fish. / Pollution into water -- chemical waste dumped into the Trent. / Garbage from factories -- they put their garbage directly into the water. / Dumping chemical waste into river by industries. / Pollution from factories -- they give off chemicals that leak into the water. / Industry putting chemicals in lake. / Quality of the water, i.e. chemicals in the water. / Water pollution by chemical disposal. / The factory dumps their wastes in the water. / U.S. industry polluting water. / Toxic industrial waste in water, i.e. smelters in Hamilton area. / The pollution of the waters by the industry -- mercury in the water. / The pollutants that are dumped in the lake are killing the fish. / The dumping of toxic waste into the lake. / Water pollution -- it is the dumping of chemicals and wastes by the industries. / Industrial pollution -- Lake Ontario is the end of five great lakes. Thus it's collecting all the pollution that's coming from all the other lakes. And the pollution is killing fish and all sources of aquatic life. / Water pollution caused by factory dumping on lakeshore. / Water pollution -- major companies are dumping waste into the lake. / Industrial pollution in water. / The companies are dumping chemicals and oil in the lake. / Refuse from industry finds its way into streams and river and that pours into Lake Ontario. / Water polluted by factories. / Industry -- emitting waste into lake. / The dumping of chemical waste into the lake. / Factories dumping chemicals -it should be controlled. / Pollution of the water from fertilizers. / Industrial waste -- the dumping of chemicals in Lake Ontario. / Factories dumping waste into lake. / Chemical pollutants threatens fish and the whole food chain. / PCBs are a big threat to our fish. / Toxic waste -- it will affect the fish which people will eat.



- 02. <u>Sewage in Lake</u> -- Pollution caused by people dumping sewage and companies dumping chemicals. / Pollution, sewer waste and factory waste going back into the environment making it worse. / Sewage coming from residences and industry -- some chemicals are not being screened and analysed as they go into the lake. / Water pollution -- wastes. / Raw sewage dumping in lake. / Water pollution from raw sewage dumping drain off. / I think that the factory sewage entering the lake is the greatest problem. / The pollution in the lake and air -- toxins in the air and the raw sewage in the waters are not being cleaned up and there is already too much pollution.
- 03. Water Pollution -- General -- Water pollution from industries -- things like acid rain. / Water pollution, litter, contaminated waste. / Would have to be that Lake Ontario is the lowest of the lakes and catches pollution from all the others as well as stuff dumped directly into it. / Something is polluting it. The government environmental people do not know what is causing it. / The condition of the water. / Drinking water being polluted. / Water pollution. / Water pollution. / Water pollution -the water is too dirty. / The quality of water is worsening coming out of Lake Ontario and Lake Erie because it's basically accumulating different sources of pollutants. / Pollution -- no one is willing to clean up the place and there are a lot of dead fish on the shore.
- 04. Acid Rain -- Acid rain -- it is killing the fish in the lake. / Acid rain destroys forests, fish and is bad for environment. / Acid rain -- it is killing the sugar maple in this area. / Acid rain -- from what I have read, I think there has to be co-operation between Canada and the United States to clean it up. / Acid rain -- factories and automobiles leak emissions of chemicals that create pollution leading to acid rain. / Acid rain -- it is killing trees and crops and polluting our lakes and drinking water. / Pollution caused by acid rain. / Acid rain. / Acid rain -- if it is a major topic in the media, it must be important. / Acid rain -- we hear so much about it in the news and media. / The overflow of acid rain, e.g. CO2 -- our air is being polluted by the industries. / Acid rain. / Acid rain -- it's time for something to be done; it must be cut back. / Acid rain -- well we're in the fruit belt and it's doing damage to the fruit trees. / Acid rain.
- 05. <u>Air Pollution</u> -- Air quality has gone down. / Pollution smoke from factories. / Air pollution. / Dumping chemicals into the air from big manufacturing plants. / Toxic chemicals in air. / It is becoming too industrialized which makes for a lot of air pollution. / Toxic air emissions from industrial factories in the area. / Pollution -- emissions from smoke stacks, i.e. sulphites. / Air pollution which affects land mass cause a general deterioration of lifestyle. Also fumes from automobiles. / Air pollution -- industrial waste and exhaust fumes in the air. / Industries emitting waste products into the atmosphere which seeps into the lakes. / Air pollution -- factories are burning off all products into the air making the air dirty. / The industrial pollution in the air due to the chemicals creates a smog that must be harmful. / Air pollution from factories.

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- 06. <u>Industrial Waste -- General</u> -- Toxic dumps. / Probably the toxic waste. They have been moving it in trucks over the roads. People don't like it around here. / Chemicals which are dumped or burned in the ground are the greatest environmental problem. / Industrial dumping. / The factories -- I don't know what they release but there is scum in the lake. / Hazardous waste -- it contaminates everything. / Insufficient monitoring of companies that dump toxic wastes. / Industry in general -- the way they eliminate their waste. / Industrial waste -- difficulties in treating industrial waste. / Toxins -- industrial and commercial waste.
- 07. Nuclear Waste/Plants -- Nuclear waste disposal -- the threat of leakage. / Nuclear plants -- the waste they produce. / Nuclear power plants that are being built in our area. / The power plants from nuclear reactors dumping hot water into lake. / Two nuclear power plants five miles away. / The nuclear waste -- they got to contain it better. / Nuclear emissions into Lake Ontario from the nuclear power plants. / Only the nuclear spill that is threatening the area lately. / Nuclear plant in the vicinity which was and is discharging nuclear material into Lake Ontario.
- 08. Littering -- Littering -- it creates dirt and dust in the air. / The fishermen dumping their garbage in the lakes -- see it all the time. / Litter. / People living around the lake throwing garbage out car windows which will eventually get down in the lake. / People generate too much sewage and garbage and live too close to lakes so they create their own messes.
- 09. <u>Air and Water Pollution</u> -- Pollution -- nuclear, chemical and steam plants all contribute to the pollution in the air and water. / Industrial plants polluting the air and water. / Industrial pollution both in the water and in the air. /
- 96. Other -- Seaweed on beaches. / Erosion -- the algae caused by it kills the fish. / Ignorance of people not knowing what they are doing to the environment such as dumping. / Lack of foresight or interest in the evidence that is turned up. Fish turning up with cancer of the face from digging around in the water beds.

97. Don't Know

99. No Response



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