

PUBLIC SUPPORT FOR ONTARIO'S GROWTH PLAN GOALS AND POLICIES

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MEDIA BACKGROUNDER

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environmental
defence



Possibility grows here.

The Growth Plan receives a high level of support from Ontarians (79 per cent), who value all of the benefits of the plan, especially its goals to protect farmland and sensitive natural areas and to maximize the use of existing infrastructure before building new ones.

In addition to supporting the Growth Plan, Ontarians broadly support an array of complimentary policies to direct growth to already built-up areas and require developers to build a mix of housing options.

OVERALL:

- Ontario's Growth Plan has the support of eight in ten Ontarians surveyed (79 per cent), including half (49 per cent) who completely support and 29 per cent who somewhat support the plan.
- Nine in ten (88 per cent) agree that local government should direct new growth to developed areas and 84 per cent believe government should offer incentives to attract redevelopment.
- Seven in ten (73 per cent) believe developers are building too many large single-family homes in suburban areas, and need to build a greater range and mix of housing options closer to public transit and amenities.
- Half (48 per cent) strongly support new mid-rise residential density developments and an addition third (36 per cent) somewhat support such development.

METHODOLOGY

A total of 813 interviews were conducted by interactive voice response (IVR) on November 10, 2016.

A sample of this size can be considered accurate to within +/-3.44 percentage points, 19 times out of 20.

The breakdown of the sample plan appears below:

REGION	CENSUS SUBDIVISIONS	SAMPLE SIZE (n=)
Peel	Brampton, Caledon, Mississauga	122
Halton	Burlington, Halton Hills, Milton, Oakville	76
York	Aurora, East Gwillimbury, Georgina, King, Markham, Newmarket, Richmond Hill, Scugog, Vaughan, Whitchurch-Stouffville	111
Toronto	Toronto	171
Durham	Ajax, Brock, Oshawa, Pickering, Uxbridge, Whitby	86
Hamilton	Hamilton	79
Waterloo	Cambridge, Kitchener, Waterloo, Guelph	84
Simcoe	Barrie, Innisfill, Springwater	84
	TOTAL	813

Screening: All respondents are screened to be 18 years of age or older.

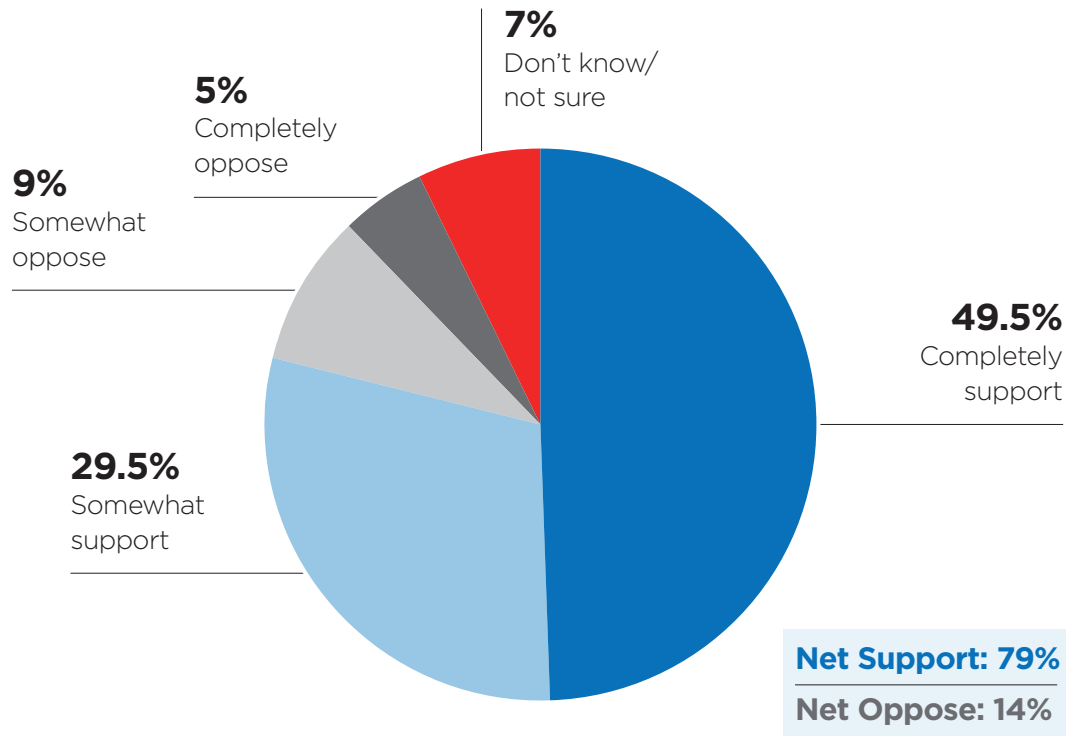
Weighting: Results are weighed by region to be proportionately representative of population in the region as well as by gender and age.

Length of Interview: 7 minutes

Incidence rate: 80%

Do you support the Growth Plan?

Support for the Ontario Growth Plan is very high. Eight in ten Ontarians surveyed (79 per cent) support the Ontario Growth Plan, including half (49 per cent) who completely support the initiative.



Key Findings:

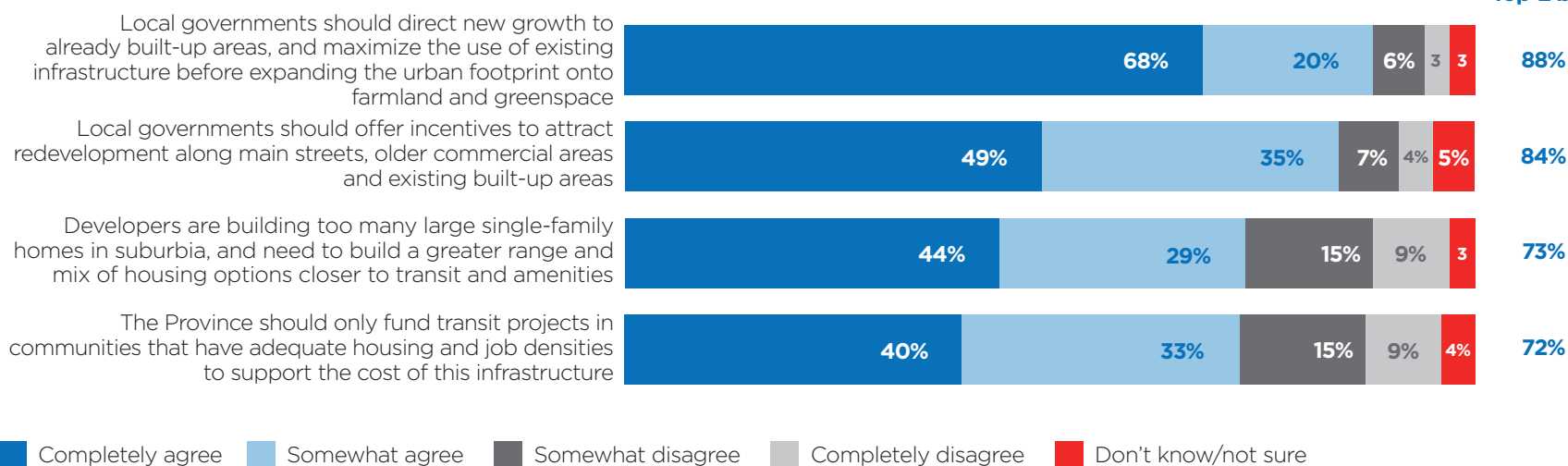
- Eight in ten support the Province's Growth Plan including 49 per cent who completely and 29 per cent who somewhat support the initiative.
- Fourteen percent oppose the initiative, including one in ten (9 per cent) who somewhat oppose and one in twenty (5 per cent) who completely oppose the initiative.
- Seven percent are not sure where they stand on this initiative (7 per cent).

To ensure the success of the Province's Growth Plan, please indicate how strongly you agree or disagree with each of the following:

Ontarians broadly agree with four key policies that support the achievement of Growth Plan goals:

- Nearly nine in ten (88 per cent) completely agree (68 per cent) or somewhat agree (20 per cent) that **new growth should be directed to developed areas**.
- Eighty-four percent completely agree (49 per cent) or somewhat agree (35 per cent) that **local government should offer incentives to attract redevelopment**.
- Three-quarters (73 per cent) completely agree (44 per cent) or somewhat agree (29 per cent) that **developers are building too many single-family homes** in suburbia and need to build greater mix and range of housing options closer to public transit and amenities.
- Seven in ten (72 per cent) agree that **Ontario should only fund public transit projects in communities that have adequate housing and job densities**.

Top-2 box



To ensure the success of the Province’s Growth Plan, please indicate how strongly you agree or disagree with each of the following:

Simcoe residents are more likely to *completely agree* that new growth should be directed to developed areas (91 per cent) and that local governments should offer incentives to attract redevelopment (63 per cent).

Key Findings:

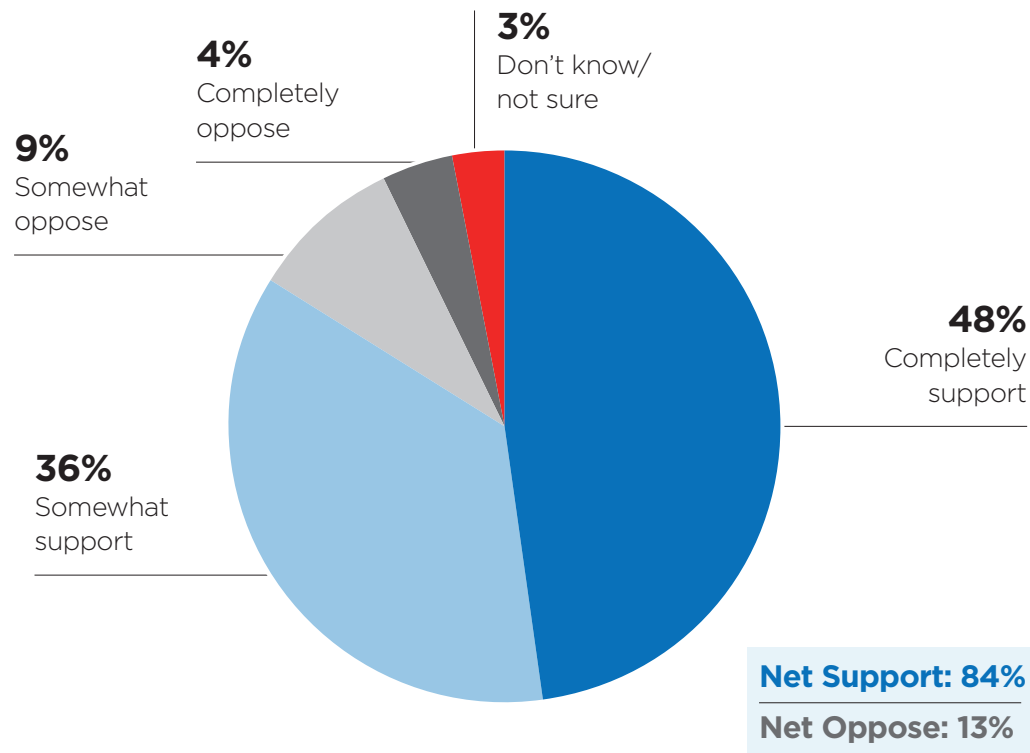
- Those in Waterloo are more likely to completely agree that the new growth should be directed to developed areas (84 per cent).
- Half of those in Toronto (50 per cent) and Hamilton (52 per cent) completely agree that developers are building too many single-family homes in suburbia and need to build a greater range and mix of housing options closer to public transit and amenities.
- Those aged 50-64 are more likely to completely agree with directing new growth to developed areas (74 per cent vs. 68 per cent overall); those aged 65+ are more likely to completely agree with only funding public transit projects in communities with adequate housing and job densities (47 per cent vs. 40 per cent overall).

Top box score (Completely agree)	TOTAL	Peel	Halton	York	Toronto	Durham	Hamilton	Waterloo	Simcoe
<i>n=</i>	813	122	76	111	171	86	79	84	84
Local governments should direct new growth to already built-up areas, and maximize the use of existing infrastructure before expanding the urban footprint onto farmland and greenspace	68%	66%	63%	63%	64%	73%	72%	84%	91%
Local governments should offer incentives to attract redevelopment along main streets, older commercial areas and existing built-up areas	49%	54%	47%	35%	46%	57%	58%	48%	63%
Developers are building too many large single-family homes in suburbia, and need to build a greater range and mix of housing options closer to transit and amenities	44%	41%	34%	42%	50%	33%	52%	36%	46%
The Province should only fund transit projects in communities that have adequate housing and job densities to support the cost of this infrastructure	40%	40%	36%	36%	45%	31%	43%	33%	35%

■ Significantly higher than Total ■ Significantly lower than Total

Please indicate the extent to which you would support or oppose new ‘gentle’ or mid-rise residential density on main streets if it improved quality of public transit, attracted shops and amenities and added new parks and greenspace.

84 per cent of Ontarians would support ‘gentle’ or mid-rise residential density development on main streets if it meant improved public transit quality and more shops, amenities, parks and greenspace.



Key Findings:

- A strong majority support new mid-rise residential density developments, including half (48 per cent) who completely support and about a third (36 per cent) who somewhat support such development.
- One in ten would somewhat oppose this type of development; four percent completely oppose it.
- Three percent are unsure on this topic.

Please indicate the extent to which you would support or oppose new ‘gentle’ or mid-rise residential density on main streets if it improved quality of public transit, attracted shops and amenities and added new parks and greenspace.

Key Findings:

- Simcoe residents are more likely to somewhat support mid-rise residential density development on main streets (52 per cent vs. 36 per cent overall) despite the fact that complete support is not as strong (41 per cent vs. 48 per cent overall); over nine in ten support this overall (93 per cent vs. 84 per cent overall).
- Hamilton residents are more likely to completely support mid-rise residential density development (54 per cent vs. 48 per cent overall).
- Halton residents are less likely to support (74 per cent vs. 84 per cent overall) and more likely to oppose this proposal (22 per cent vs. 13 per cent overall).
- Women are more likely than men to support this residential density development (87 per cent vs. 81 per cent overall); Men are slightly more likely than women to oppose densifying (16 per cent vs. 10 per cent overall).
- Those who support Ontario’s Growth Plan are more likely to completely support new residential density development (53 per cent vs. 48 per cent overall).

	TOTAL	Peel	Halton	York	Toronto	Durham	Hamilton	Waterloo	Simcoe
<i>n=</i>	813	122	76	111	171	86	79	84	84
TOP 2 BOX	84%	85%	74%	76%	85%	84%	83%	90%	93%
Completely support	48%	48%	25%	45%	54%	50%	54%	44%	41%
Somewhat support	36%	37%	49%	31%	32%	34%	29%	46%	52%
Somewhat oppose	9%	6%	15%	11%	9%	7%	10%	4%	3%
Completely oppose	4%	6%	7%	7%	3%	8%	-	3%	2%
BOTTOM 2 BOX	13%	12%	22%	18%	12%	15%	10%	7%	4%
Don't know/not sure	3%	3%	4%	6%	2%	1%	7%	3%	3%

■ Significantly higher than Total ■ Significantly lower than Total