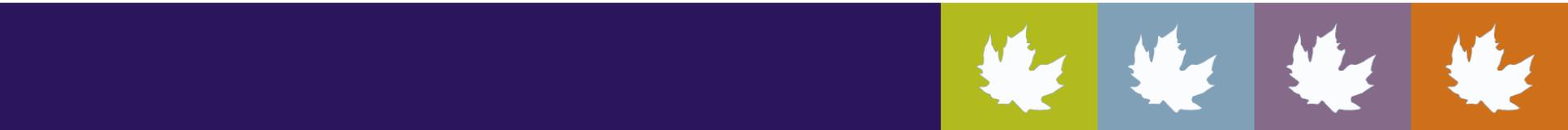




Greenbelt Grantee Study



Jan. 7, 2015

Findings

- Findings from this survey of 520 Ontarians shows that clear majorities favour locally grown foods, agreeing that:
 - *Buying local foods helps the local economy* (96%, with 61% strongly agreeing)
 - *To be healthy, a person's diet should include some foods that are fresh and in season* (94%, with 61% strongly agreeing)
 - *Wherever possible, I prefer to buy local food grown or raised in Ontario* (89%, with 49% strongly agreeing). Even immigrants agree *Locally produced food is of superior quality to that which is imported* (74%).
- A clear majority not only agree (91%), but strongly agree (53%) that the Ontario Government should actively support Ontario food initiatives for publicly funded institutions.
- When asked how much they expect long term care facilities spend on food per day, a median amount of \$25.00 per day is offered, and a mean of \$50.15. Only 17 percent believe less than \$15 per day is spent, with just 4.6% estimating it is \$8.00 or less, close to the actual amount of \$7.87 per day.
- Fully 4 in 5 Ontarians (83%) say that the actual amount of \$7.87 spent per day per resident is lower than expected, with more than half (58%) saying it is much lower than expected. Only 4 percent say it is more than expected, while 12 percent say it is about what they expected. Given this, 85 percent of Ontarians believe the Ontario Government should consider increasing the amount spent on food in Long-Term Care homes, including 45 percent who strongly agree.

Findings

- The vast majority of Ontarians not only agree that serving food that is tasty and nutritious should be a high priority in Long-Term Care homes (97%), but strongly agree (71%).
- Ontarians are more likely to agree that menus at Long-Term Care facilities should always or as often as possible include local food (79%), religiously appropriate food (58%), and culturally/ethnically appropriate foods (56%). Fewer agree that organic food should always/as often as possible be made available (41%), with a similar proportion saying it is nice to have but not necessary (39%).

Opportunities:

- Those who are most surprised how much lower the actual amount spent per resident per day on food in Long-Term Care facilities quickly become strong proponents of encouraging the government to increase funding and increase the proportion of food served that comes from local sources. Increasing awareness of the funding gap and the potential impact it has on the health and quality of life of residents will build stronger support for increased funding.

This is particularly the case among older Ontarians (aged 50-64 and 65+) who not only express greater concern for food quality in Long-Term Care facilities, but also see more readily that buying local supports the local economy.

- Support for increased funding in Long-Term Care facilities cuts across most demographic groups – including by household income – with little difference, especially once the gap in what is spent and their expectations is revealed. This suggests support for enhanced funding is viewed in terms of what is fair and right for residents, not what can be afforded.
- Build awareness around the fact that in an increasingly culturally pluralistic society like Ontario, those being cared for in Long-Term Care facilities should have access to religiously appropriate and culturally/ethnically appropriate foods. The fact that these can be sourced in Ontario, and will be more nutritious and tasty will foster even greater support. The benefits of luxury offerings or organic foods may require greater effort to build support for.

Methodology



Methodology:

Results for this study were collected using Environics' national online omnibus, surveying Ontarians aged 18+.

A total of 520 interviews were completed between December 16-22, 2014.

Key Findings

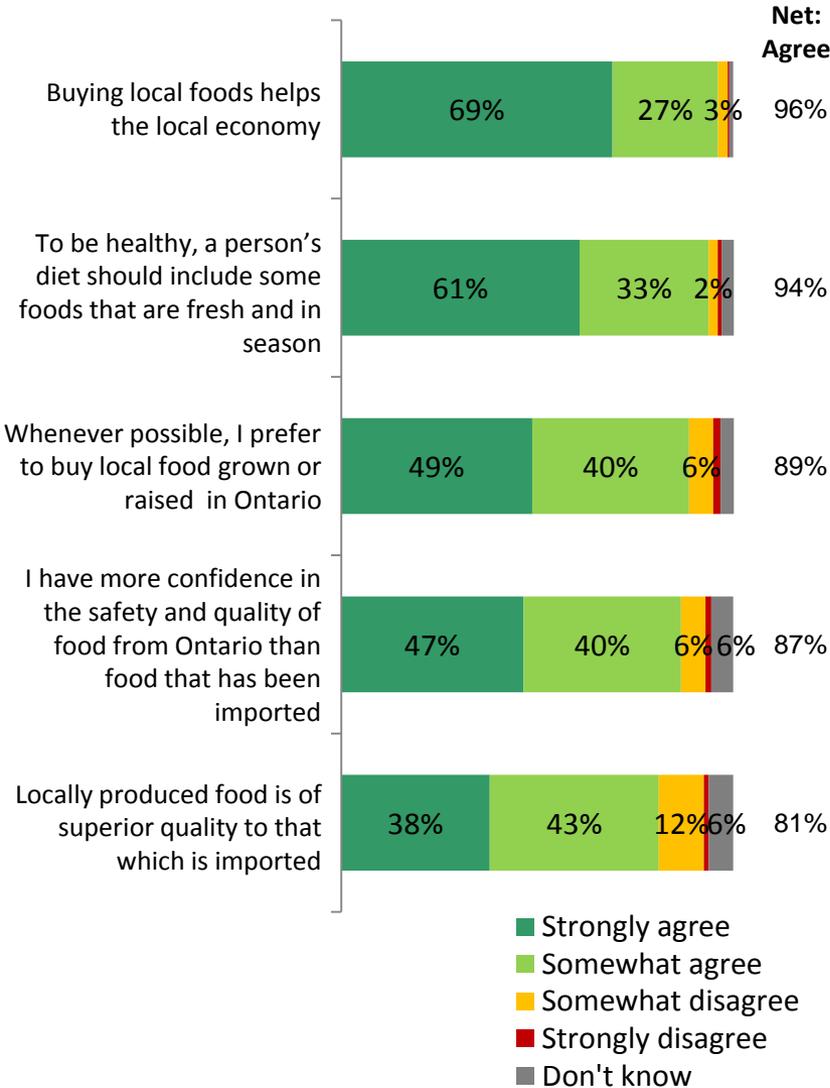


Findings

- A clear majority of Ontarians agree with each statement, particularly *Buying local foods helps the local economy* (96%), *To be healthy, a person's diet should include some foods that are fresh and in season* (94%) and *Whenever possible, I prefer to buy local food grown or raised in Ontario* (89%).

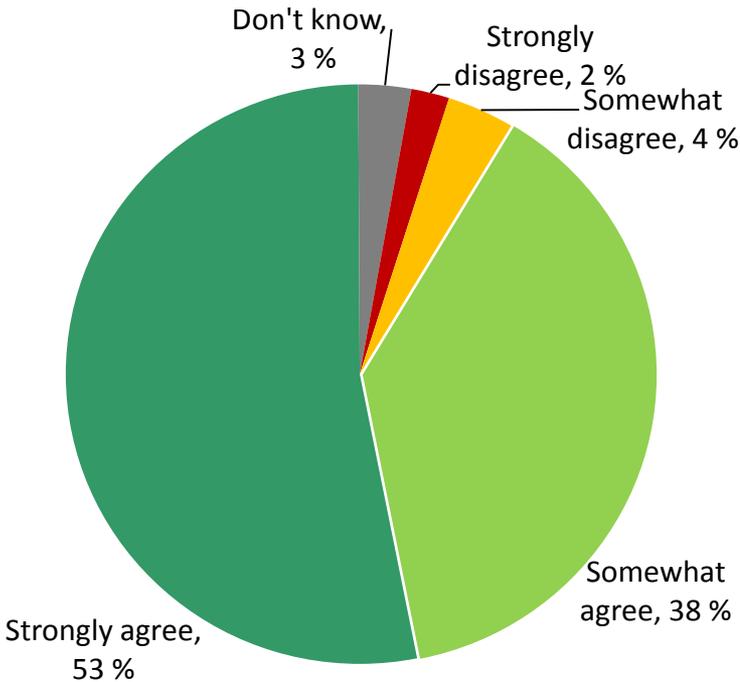
Key Differences

- Those aged 65+ are more likely to agree that *Buying local helps the local economy* (100%), *Whenever possible, I prefer to buy local food* (95%), and *Locally produced food is of superior quality to that which is imported* (88%). Conversely, those under 35 years of age are less likely to agree that *Whenever possible, I prefer to buy local food* (83%).
- Those born in Ontario are more likely than immigrants to agree that *Locally produced food is of superior quality to that which is imported* (84% vs. 74%).
- Those who strongly agree that the Ontario Government should actively support Ontario food initiatives for publicly funded institutions are more likely to agree with each statement, including:
 - Whenever possible I prefer to buy local food* (100%)
 - Buying local food helps the local economy* (100%)
 - To be healthy, a person's diet should include some foods that are fresh and in season* (98%)
 - Locally produced food is of superior quality* (95%)
 - I have more confidence in the safety and quality of food from Ontario than that which has been imported* (94%)



Q1. Please answer the following questions about local food – that is food that is grown or raised in Ontario. Please indicate the extent to which you agree or disagree with each of the following statements

The Ontario Government should actively support Ontario food initiatives for publicly funded institutions such as schools, universities, hospitals and long-term care facilities.



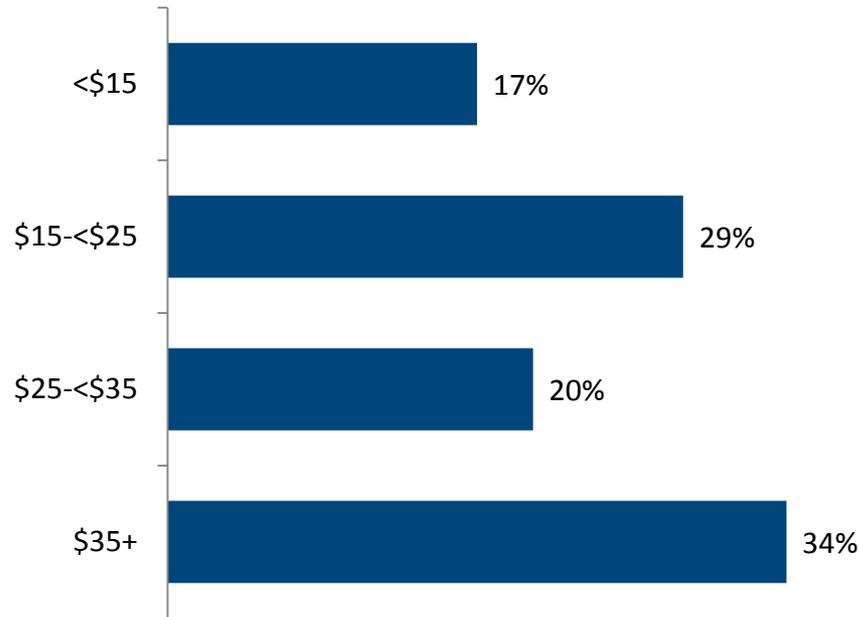
Net: Agree 91%

Findings

- A clear majority not only agree (91%), but strongly agree (53%) that the Ontario Government should actively support Ontario food initiatives for publicly funded institutions. A very small 6 percent disagree.

Key Differences

- Because large proportions of the population agree, there are few significant differences by sub-group. Those even more likely to agree include:
 - Those with incomes less than \$50,000 per year more than those with incomes over \$100,000 (95% vs. 86%)
 - Those who strongly agree that the Ontario Government should consider increasing the amount spent on food in LTC homes (95%)



Mean: \$50.15

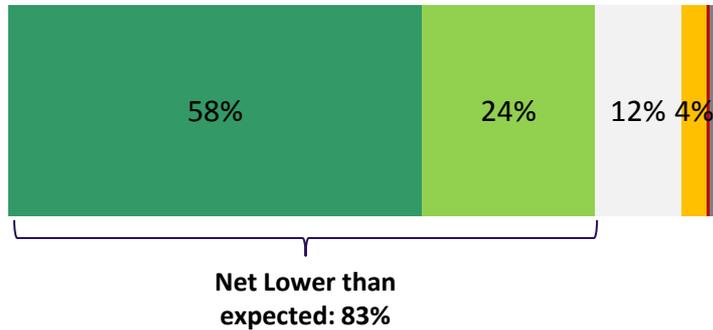
Median: \$25.00

Findings

- When asked how much they expect long term care facilities spend on food per day, a median amount of \$25.00 per day is offered, and a mean of \$50.15.
- Fully one-third expect that \$35 or more per day is spent. Only 17 percent believe less than \$15 per day is spent, with just 4.6% estimating it is \$8.00 or less, close to the actual amount of \$7.87 per day.

Key Differences

- While median amounts vary insignificantly by subgroups, mean differences are more pronounced:
 - Those under 35 estimate more is spent per day than those 65+ (\$65.49 vs. \$32.20)
 - Those born in Ontario estimate more is spent per day than those born in other provinces (\$56.07 vs. \$31.59)
 - Those who strongly agree that the Ontario Government should increase the amount spent on food in LTC facilities estimate higher than average (\$60.08)



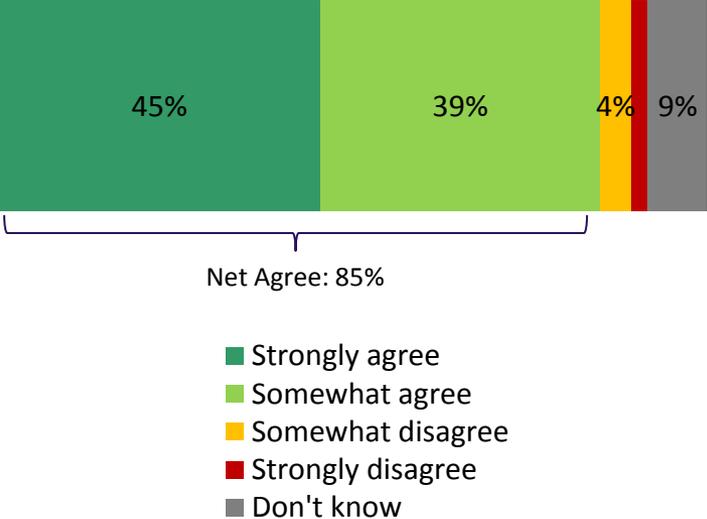
- Much lower than expected
- Somewhat lower than expected
- About what you expected
- Somewhat higher than expected
- Much higher than expected
- Don't know

Findings

- Fully 4 in 5 Ontarians (83%) say that the actual amount of \$7.87 spent per day per resident is lower than expected, with more than half (58%) saying it is much lower than expected. Only 4 percent say it is more than expected, while 12 percent say it is about what they expected.

Key Differences

- With strong majorities feeling the amount is less than expected, there are few significant differences by sub-group. Those more likely than average to agree include:
 - Those who estimate the actual amount spent per day per resident is \$15-<\$25 (90%), \$25-<\$35 (91%) or \$35+ (87%)
 - Those who strongly agree the Ontario Government should consider increasing the amount spent on food in Long-Term Care homes (93%).
- Those who estimate the actual amount spent per resident per day is less than \$15 per day are more likely to agree the actual amount is about what they expected (33%) or higher than expected (12%).

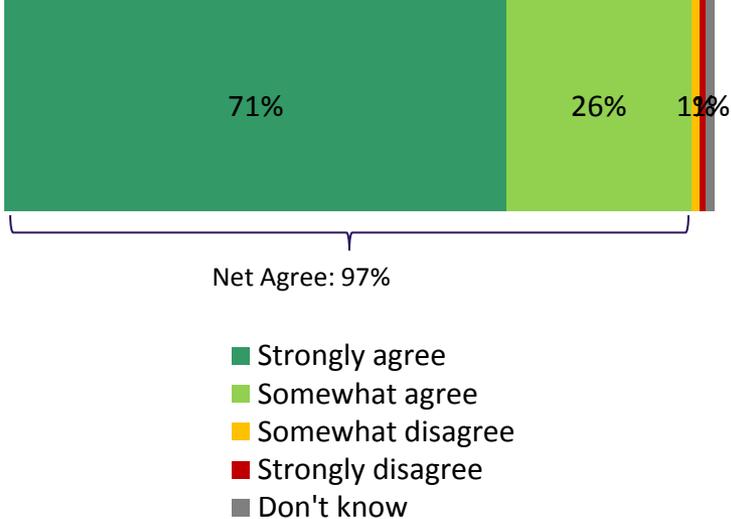


Findings

- Fully 85 percent of Ontarians believe the Ontario Government should consider increasing the amount spent on food in Long-Term Care homes, including 45 percent who strongly agree. Only 7 percent disagree.

Key Differences

- Those more likely to agree that the Ontario Government should increase the amount spent on Long-Term Care facilities include those aged 50-64 (90%) and those who strongly agree that the Ontario Government should actively support Ontario food initiatives for publicly funded institutions (89%).

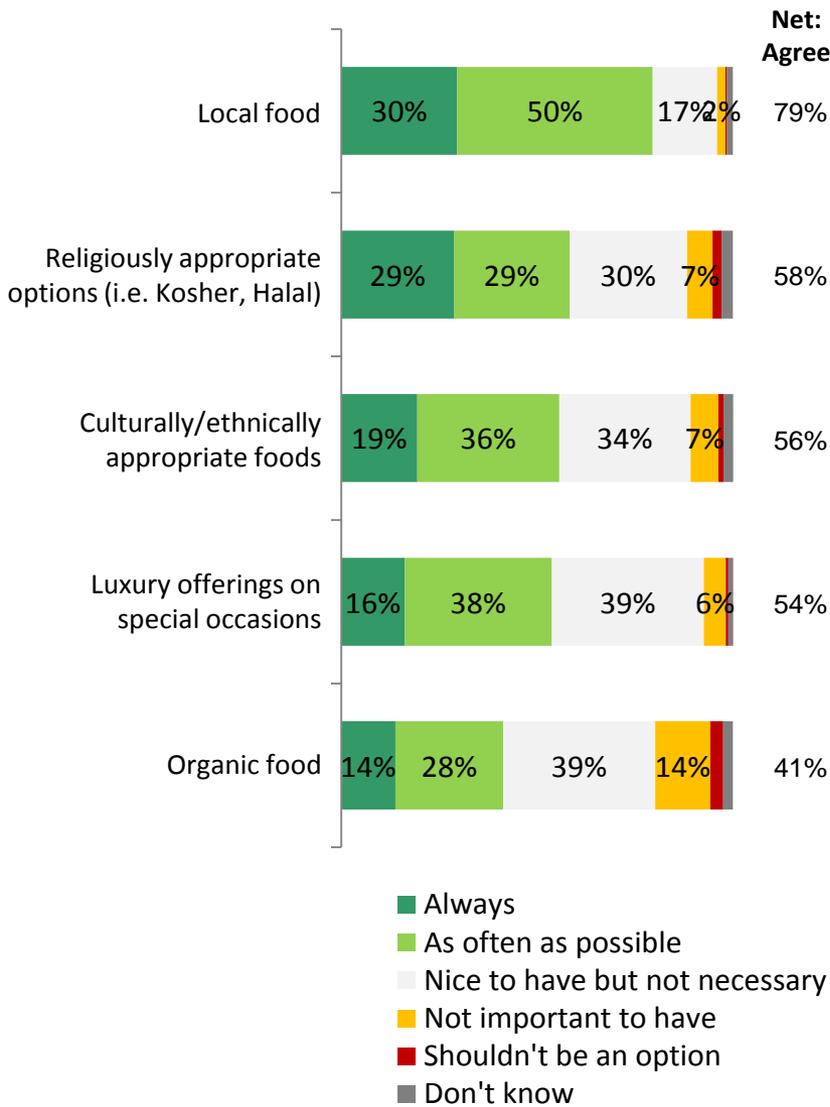


Findings

- The vast majority of Ontarians not only agree that serving food that is tasty and nutritious should be a high priority in Long-Term Care homes (97%), but a clear majority strongly agree (71%).

Key Differences

- Those more likely to strongly agree include:
 - Those aged 50-64 (84%) or 65+ (78%) more than those under 35 (62%) or 35-49 (64%)
 - Those with high school or lower education (77%) or college education (79%) more than university grads (61%) or post-grads (60%).
 - Those who strongly agree the Ontario Government should actively support Ontario food initiatives for publicly funded institutions (84%) and those who strongly agree the amount spent per person per day in Long-Term Care facilities should increase (91%).
- There is no difference in the proportion strongly agreeing among those with incomes below \$50,000 (71%) versus those with incomes over \$100,000 (71%).



Findings

- Ontarians are more likely to agree that menus at Long-Term Care facilities should always or as often as possible include local food (79%), religiously appropriate food (58%), and culturally/ethnically appropriate foods (56%).
- Fewer agree that organic food should always/as often as possible be made available (41%), with a similar proportion saying it is nice to have but not necessary (39%).

Key Differences

- Women are more likely than men to agree that local food (83% vs. 76%), religiously appropriate food (65% vs. 52%), and culturally/ethnically appropriate foods (61% vs. 50%) should always/as often as possible be made available.
- Those aged 50-64 (87%) or 65+ (87%) are more likely to agree local food should be served than those aged 35 or less (71%) or 35-49 (77%). However, those aged 35 or less (55%) or 35-49 (44%) are more likely than those aged 50-64 (33%) or 65+ (27%) to agree that organic food should be served. Those under 35 are also more likely to agree that religiously appropriate food should be served (68%).

Continued...

Key Differences (continued)

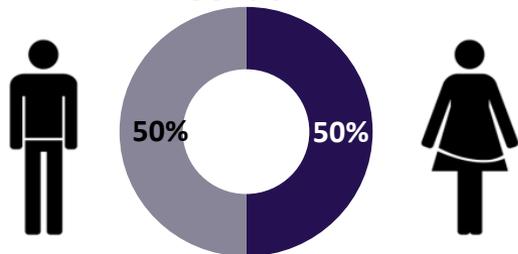
- Post-Grads are more likely to agree that culturally/ethnically appropriate foods should be made available (69%), while those with college education are more likely to agree that local food should be made available (84%).
- Those who strongly agree that the Ontario Government should actively support Ontario food initiatives for publicly funded institutions such as schools, universities and long-term care facilities are more likely to agree that each should be made available always or as often as possible, including:
 - Local food (93%)
 - Luxury offerings on special occasions (66%)
 - Culturally/ethnically appropriate foods (65%)
 - Religiously appropriate options (63%)
 - Organic food (51%)
- Similarly, those who strongly agree that the amount spent per resident per day in Long-Term Care facilities should increase are more likely to agree that each should be made available including:
 - Local food (87%)
 - Luxury offerings on special occasions (69%)
 - Religiously appropriate options (66%)
 - Culturally/ethnically appropriate foods (65%)
 - Organic food (51%)

Respondent Profile



RESPONDENT PROFILE

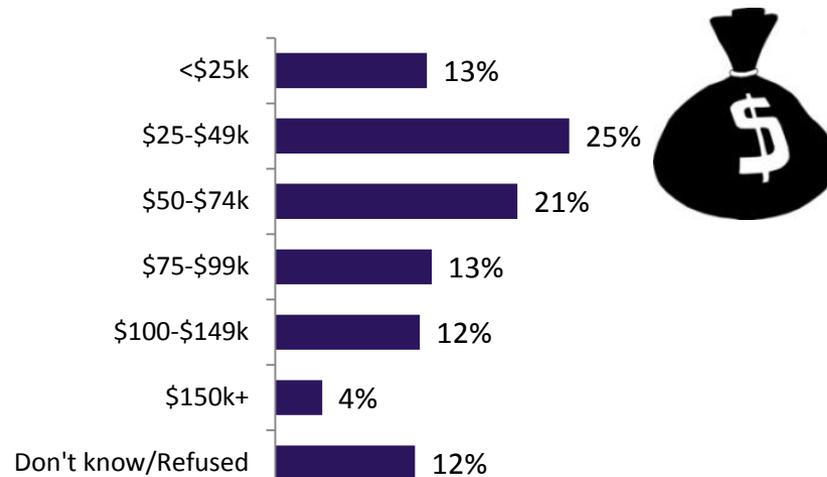
Gender



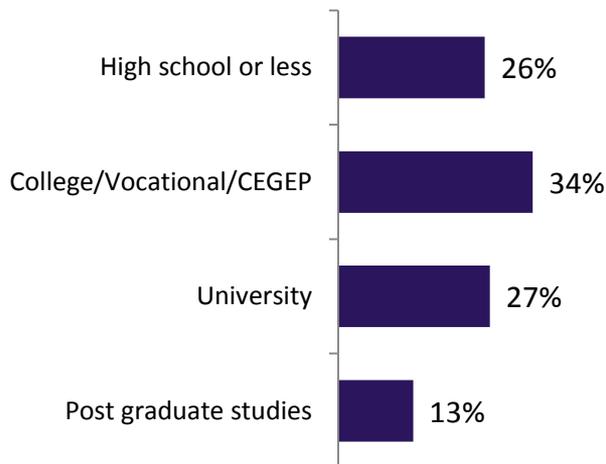
31% have children <18 years of age at home



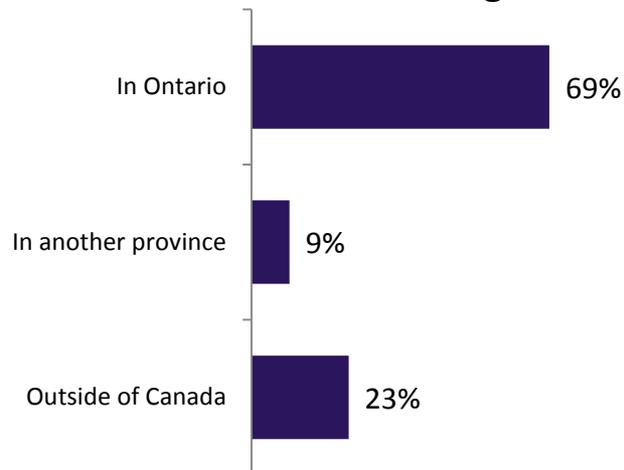
Household Income



Education



Origin





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David MacDonald, MBA, CMRP
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