



Citizen Survey Report



December 2019

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Methodology and Logistics

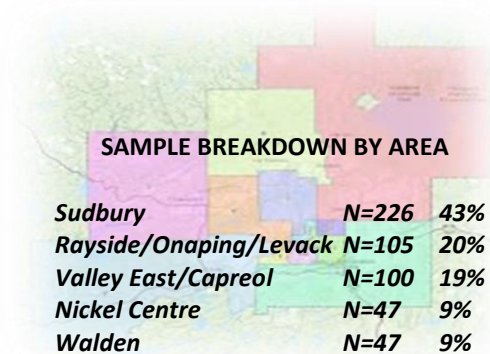
Background & Overview

The following represents the findings from a December 2019 public opinion telephone survey of N=525 City of Greater Sudbury residents (18 years of age or older) conducted by Oraclepoll Research Limited for the City of Greater Sudbury's EarthCare Sudbury program. The purpose of the research was to gather opinions from residents on environmental issues in the community.

In 2009, Oraclepoll conducted a baseline poll for the EarthCare Sudbury program. The questionnaire used in this current survey has been amended from the previous wave, although there are certain key indicators that have remained consistent. When and where possible, results from the 2009 survey are referenced in this report.

Study Sample

A dual sample frame random database (RDD) was used for the sample frame. It was inclusive of landline and cellular telephone numbers. The sample was stratified to ensure that there was an equal distribution across the City and in each of its communities. Screening questions ensured respondents were 18 years of age or older and residents of each area.



Survey Method

All surveys were conducted by telephone using live operators at the Oraclepoll call center facility using computer-assisted techniques of telephone interviewing (CATI) and random number selection (RDD). Twenty percent of interviews were monitored and the management of Oraclepoll Research Limited supervised 100%.

Logistics

Surveys were completed between the days of December 2nd and December 8th, 2019. Initial calls were made between the hours of 6:00 p.m. and 9:00 p.m. Subsequent call-backs of no-answers and busy numbers were made on a (staggered) daily rotating basis up to five times (from 10:00 a.m. to 9:00 p.m.) until contact was made. In addition, telephone interview appointments were attempted with those respondents unable to complete the survey at the time of contact.

Confidence

The margin of error for the N=525 sample is $\pm 4.3\%$ 19/20 times. Error rates vary and are larger for geographic and demographic sub-samples of the survey population.

Reporting

This report includes an executive summary of the findings from the survey. A separate Excel report contains the results by each question and a crosstabulation of the findings by region and demographic categories.

Top of Mind Environmental Issues

The first question asked all N=525 respondents in an open-ended, unaided probe about what environmental issue they considered to be the most important one facing the community.

Q1. "What environmental issue do you feel is the most important one facing the community of Greater Sudbury at this time?"

<i>Climate change / extreme weather events</i>	<i>48%</i>
<i>Water quality / condition of lakes / groundwater</i>	<i>18%</i>
<i>Unsure</i>	<i>8%</i>
<i>Need to recycle / compost / use less waste</i>	<i>7%</i>
<i>Air quality</i>	<i>5%</i>
<i>Pollution (in general)</i>	<i>4%</i>
<i>None</i>	<i>3%</i>
<i>Too many vehicles / idling / pollution</i>	<i>3%</i>
<i>Re-greening</i>	<i>1%</i>
<i>Roads / road salt / water runoff</i>	<i>1%</i>
<i>Mining industry pollution</i>	<i>1%</i>

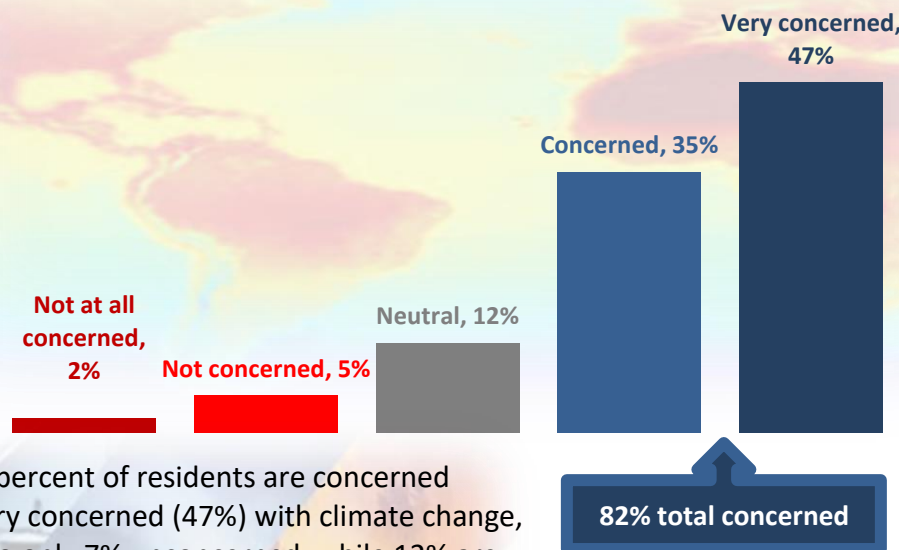
Climate change and its effects including extreme weather were most named by almost half of respondents or 48% as the most important local environmental issues. This compares to only 2% that named it as a top of mind issue in 2009. More than three-quarters of 18-34 year old's (76%) referenced climate change, followed by 49% of 35-54 year olds, 35% of 55-64 year old's and a lesser 21% of residents 65+.

Issues related to water quality came in second at 18% and included concerns over drinking water, groundwater and the conditions of lakes and waterways in the community, while third most mentioned was waste and the need to conserve, compost and recycle. Other mentions related to air quality by 5%, pollution in general by 4% and the impact of vehicles by 3%, while 1% named each of road related issues, the mining industry and re-greening.

Climate Change

Two questions were then specifically asked about climate change. The first rated overall concern and the second probed about the link between climate change and extreme weather.

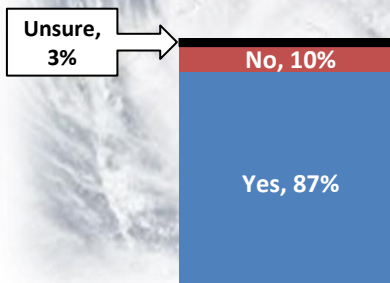
Q2. "How concerned are you with climate change? Please respond using a scale from one not at all concerned to five very concerned."



Eighty-two percent of residents are concerned (35%) or very concerned (47%) with climate change, compared to only 7% unconcerned, while 12% are neutral or neither concerned nor unconcerned. Concern over climate change is highest in the core community of Sudbury (88%) and lowest in Walden (73%). Younger residents 18-34 (86%) and 35-54 (83%) also expressed higher concern in relation to those 55-64 (75%) and 65+ (67%).

Results are even stronger on the issue of climate change and extreme weather events. Eighty-seven percent are of the opinion there is a link between the two, while only 10% do not and 3% are unsure. Results were strongest in Sudbury (93%), among 18-34-year old's (93%) and \$100,000+ earners (91%).

Q3. "Do you think there is a link between climate change and extreme weather events in the area including the increased frequency of major storms?"

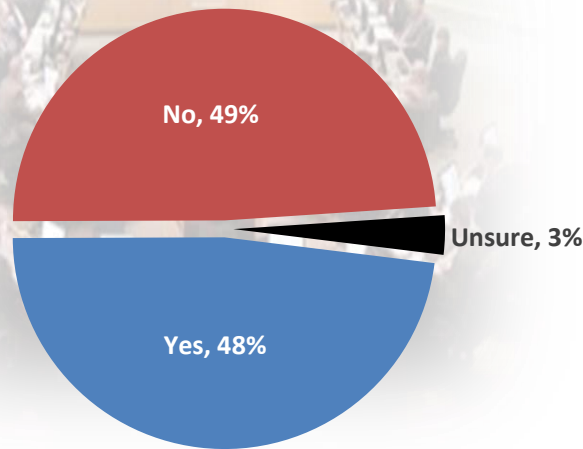


City Council

A series of questions were then asked related to the climate emergency declaration by Greater Sudbury City Council.

Q4. “Were you aware that in May of this year, City of Greater Sudbury Councilors voted unanimously to declare a climate emergency?”

Awareness of the decision was first assessed.



There is a split with 48% being aware of the motion by Council and 49% unaware, while 3% answered do not know. More homeowners (53% versus renters 33%) were aware, as were Sudbury residents (53%), 55-64-year old's (52%) and earners in the \$75,000-\$99,999 (57%) and \$100,000+ cohorts (82%).

Residents were then read the following statement, after which they were asked if they support the motion and if they think the target is realistic.

“As a result of this declaration, the City is developing a plan to reduce carbon emissions and pollution, to a goal of net zero carbon emissions by 2050.”

Almost eight in ten (79%) said they support the motion, only 13% oppose it and 8% were unsure. Support was lower among those 65+ (66%) and residents of Walden (62%) and Nickel Centre (70%). Fewer males (76%) compared to females (83%) support the motion.

Q5. “Do you support or oppose this motion?”

	Support	79%
	Oppose	13%
	Unsure	8%

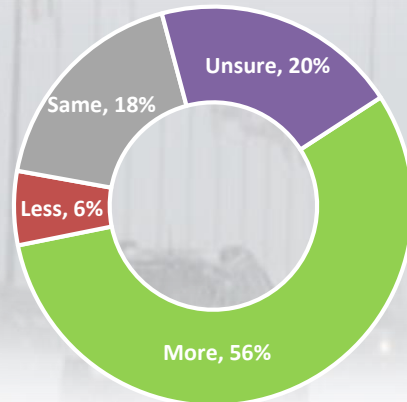
Q6. “Do you think this is a realistic target or goal?”

	Yes	39%
	No	32%
	Unsure	29%

Despite majority support for the motion, only 39% see the target as being realistic, while almost one-third or 32% do not. Nearly three in ten residents or 29% were unsure or did not know if the targets were achievable.

Next, respondents were asked if they felt the City should be doing more to address climate change.

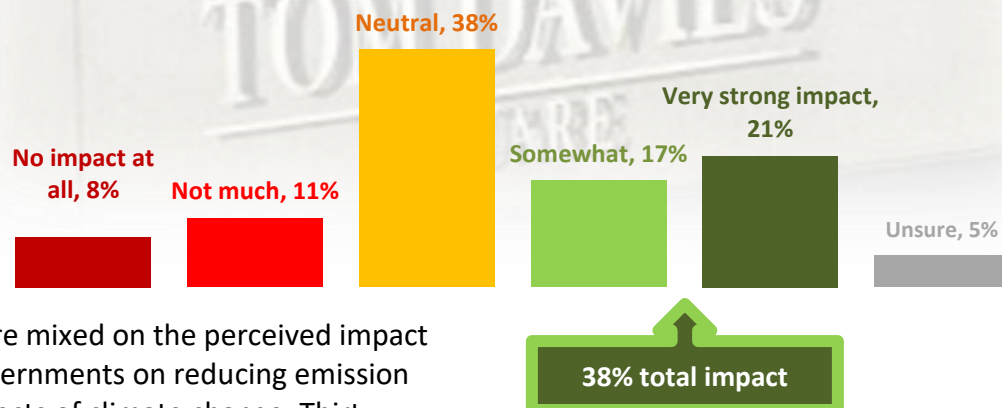
Q7. "Do you think the City of Greater Sudbury should be doing more, less or about the same to address climate change?"



There are 56% of Greater Sudbury residents that feel the City should be doing more to address climate change and 18% said it is doing enough. Only 6% said less and 20% were undecided. Those 35-54 (64%) and 18-34 (61%), earning \$75,000-\$99,999 (66%) and \$100,000+ (61%), residing in Sudbury (63%) had higher responses of more.

They were then probed about how much impact they thought local governments such as the CGS can have in reducing greenhouse gas emissions.

Q8. "In your opinion, how much of an impact can a local government like the CGS have in reducing greenhouse gas emissions and the effects of climate change? Please use a scale from one being no impact at all to five a very strong impact."



Results were mixed on the perceived impact of local governments on reducing emission and the effects of climate change. Thirty-eight percent stated they can have somewhat (17%) or a very strong (21%) impact, 38% held a neutral view and 19% said not much of an impact (11%) or no impact at all (8%). Five percent were unsure.

Respondents were then read a list of six possible actions the City has or may take to reduce greenhouse gas emissions. After each one they were asked if they support or oppose them.



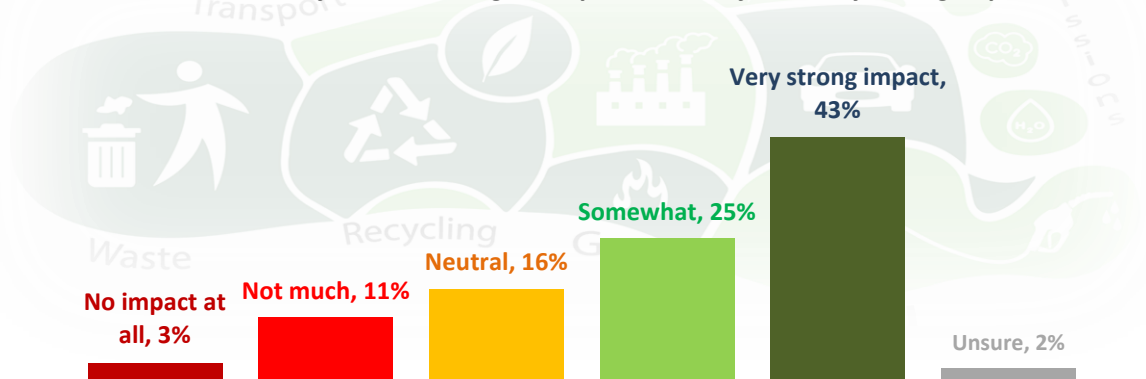
	Support	Oppose	Unsure
A. Investing in retrofits for highly energy efficient municipal buildings	89%	8%	3%
B. Investing in LED street lighting	85%	13%	2%
C. Investing in renewable energy such as solar panels and renewable natural gas procurement from solid waste and wastewater	81%	16%	3%
D. Moving to a City fleet of electric vehicles	69%	24%	7%
E. Providing financial incentives for homeowners to reduce household emissions through retrofits and upgrades	78%	16%	6%
F. Adding bike lanes on major roads	90%	7%	3%

Support was strongest for adding bike lanes on major roads at 90%, closely followed by Investing in retrofits for highly energy efficient municipal buildings at 89% and LED street lighting at 85%. Roughly eight in ten also back investing in renewable energy projects (81%) and providing financial incentives for homeowners to reduce emissions through retrofits and upgrades (78%) – although more owners support home incentives (83%) in relation to renters (64%). The lowest support was accorded for moving the City to a fleet of electric vehicles at 69% and opposition was highest for this initiative at 24%.

The Individual

The next set of questions related to the individual and their role in reducing greenhouse gas emissions. They were first asked how much of an impact individual actions can play overall and then if they can personally have an impact in reducing emissions.

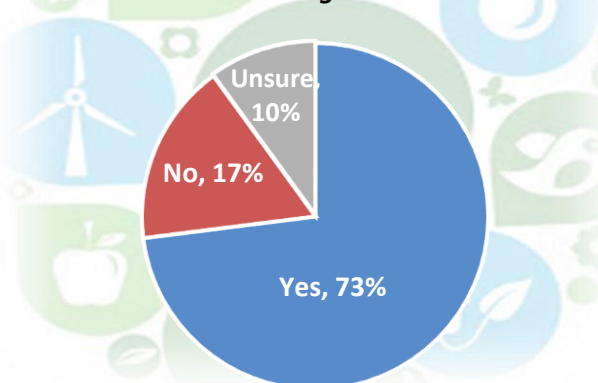
Q10. "In your opinion, how much of an impact can individual actions or decisions have in reducing greenhouse gas emissions and the effects of climate change? Please use a scale from one being no impact at all to five a very strong impact."



Sixty-eight percent feel individual actions have somewhat (25%) or a very strong impact (43%), with younger residents 18-34 (90%) most buying-in, followed by those 35-54 (73%), while dropping among 55-64 (55%) and 65+ year old's (41%). More homeowners (71%) than renters (59%) also said that individual actions can have somewhat or a very strong impact.

In 2009, a similar 70% stated that their actions can have either somewhat of an impact or a very strong impact in reducing greenhouse gas emissions.

Q11. "Do you feel that you can personally play a role in reducing greenhouse gas emissions and the effects of climate change?"



A higher percentage or 73% feel they can nonetheless play a role in reducing greenhouse gas emissions. More females (79%) than males (67%) and homeowners (76%) compared to renters said "yes" they can play a role. Buy-in was also stronger among 18-34 (82%) and 35-54 (76%) year old's and higher \$100,000+ earners (83%).

In an open-ended question allowing for multiple responses, residents were asked what actions they could take that would have the greatest impact in reducing greenhouse gas emissions and the effects of climate change. In total, N=669 responses were provided and below are the combined percentage results.

The main mentions related to using vehicles less or finding eco-friendly alternatives such as transit, walking or biking. Combined responses for recycling, composting or using less landfill destined waste followed, as did themes related to energy conservation, water usage as well as upgrading their home's efficiency. Reducing plastics as well as plastic packaging is also emerging as a local theme.

Q12. "What actions do you feel you can take that would have the greatest impact?"	
<i>Unsure</i>	23%
<i>Use vehicles less (walk, bike, public transportation)</i>	15%
<i>Recycle more / less bag waste</i>	12%
<i>Use less energy</i>	11%
<i>Make house more energy efficient</i>	8%
<i>Use cloth / reusable bags or containers for shopping</i>	6%
<i>None</i>	6%
<i>Compost</i>	5%
<i>Use less water</i>	4%
<i>Reduce plastic use</i>	4%
<i>Use LED lighting</i>	3%
<i>Purchase hybrid / electrical car</i>	2%
<i>Products with less packaging</i>	1%
<i>Don't flush unnecessary waste (e.g. wipes) down toilet</i>	1%

Next, respondents were read a list of eleven actions that they can take as individuals to reduce greenhouse gas emissions. After each one they were asked if they have done them, would consider doing them – but are currently not, or have never and do not plan to do them. A not applicable response was also allowed.

Q13. “The following actions can help reduce your greenhouse gas emissions. Please tell me if you have: done them, would consider doing them (but don’t currently), or have never and do not plan to do them.”

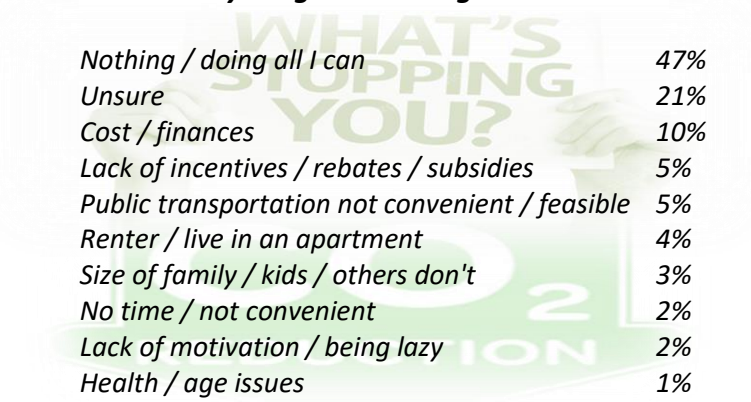
	Have Done	Would Consider	Never & don’t plan	Not applicable
A. Reduced your overall household waste	90%	7%	4%	-
B. Reduced the amount of energy your household uses	80%	15%	6%	-
C. Reduced the amount of water your household uses	68%	23%	8%	-
D. Replaced windows or doors with more energy efficient ones	45%	25%	7%	23%
E. Upgraded insulation or added caulking	49%	26%	5%	20%
F. Replaced or upgraded major appliances SUCH AS fridges, stoves, heating or cooling systems	70%	21%	7%	2%
G. Reduced the amount of time driving by using alternatives (walk, bike, transit)	51%	31%	16%	2%
H. Made an effort to purchase environmentally friendly products and those with less packaging	75%	11%	14%	-
I. Made an effort to reduce the use of plastics	73%	19%	8%	-
J. Made an effort for purchase locally grown or produced products	77%	18%	5%	-
K. Increase your use of Green Bins and Blue Boxes	87%	9%	4%	-

Actions most undertaken by a very strong majority were reducing overall household waste as well as increasing the use of Green Bins and Blue boxes. Also named by many was home energy reduction, making efforts to buy local, purchasing products with less or more eco-friendly packaging and taking steps to reduce the use of plastics. Lower but still strong results were provided for making upgrades to major appliances and reducing household water consumption – but with roughly two in ten also saying they may consider these options.

While findings were lowest for reducing drive time, upgrading insulation or caulking and replacing windows or doors a significant number plan to do them. Reducing drive time had the highest response of never or don’t plan to do and making upgrades to caulking, insulation, windows and doors elicited the greatest number of those saying not applicable – primarily from renters.

In an open-ended unaided probe, all respondents were asked what if anything is preventing them from taking conservation efforts to help reduce their greenhouse gas emissions.

Q14. "What, if anything, is preventing you from taking actions to conserve in an effort to reduce your greenhouse gas emissions?"



Nothing / doing all I can	47%
Unsure	21%
Cost / finances	10%
Lack of incentives / rebates / subsidies	5%
Public transportation not convenient / feasible	5%
Renter / live in an apartment	4%
Size of family / kids / others don't	3%
No time / not convenient	2%
Lack of motivation / being lazy	2%
Health / age issues	1%

Almost half said nothing, or they are doing all they can, while slightly more than two in ten were unsure. Among those with an opinion cost as well as a lack of financial incentives was the most named, followed by the perceived inconvenience of transit, being a renter and others at home.

Two questions were asked about electric or hybrid vehicles. The first about current ownership and the second about the likelihood to purchase in the future.



Q15. "Do you or does someone at this household have an electric or hybrid electric vehicle?"

Currently, 7% of residences had an electric or hybrid vehicle. There are 27% of respondents that claim they will consider purchasing one over the next five years, while 14% don't know and almost six in ten (59%) said they are not planning to.

Q16. "Are you or is someone at this household considering purchasing an electric or hybrid electric vehicle in the next five years?"



Earthcare Sudbury

Respondents were first asked to recall the name of any environmental organization or group that came to mind. One open response was accepted. The N=406 that did not name EarthCare (Q17) were then asked specifically if they have heard of the organization in Q18.

Q17. "Can you tell me the name of any local environmental organizations?"

Unsure	N=341	65%	Keep it green	N=1	<1%
EarthCare	N=119	23%	Eat local	N=1	<1%
reThink Green	N=23	4%	Blue Heron Environmental	N=1	<1%
Junction Creek Stewardship	N=11	2%	Blue Communities	N=1	<1%
Conservation Sudbury	N=9	2%	Evergreen	N=1	<1%
Coalition for a Liveable Sudbury	N=8	2%	Critical Critters	N=1	<1%
CAN's	N=2	<1%	Lake Stewardship	N=1	<1%
Clean Air Sudbury	N=2	<1%	Watershed Alliance	N=1	<1%
Friends of Greenbelt	N=2	<1%			

While 65% were unable to name a top of mind organization, Earthcare was the most recall by those with a mention at 23%. This compares to a 2% top of mind recall in 2009.

The N=406 or 77% that did not recall EarthCare (Q17) were asked Q18.

Q18. "Have you heard of EarthCare Sudbury?"

**65%
COMBINED
TOTAL
AWARENESS**

Yes, 54%
(N=221)

No, 46%

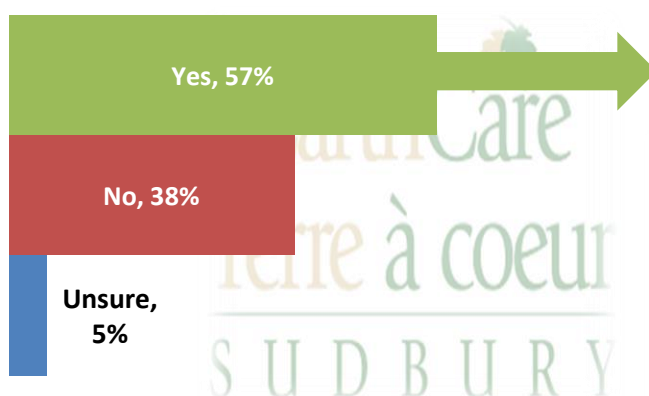
More than half or 54% of those asked Q18 said they were aware of EarthCare. The total combined awareness from Q17 and Q18 is 65% of residents. This compares to 35% awareness in 2009.

While (total) awareness was consistent, it was higher among females (69% versus 62% male), homeowners (66% versus 62% renters), higher earners (71%, \$100,000+), and those 65+ (70%) and 55-64 (68%), followed by 35-54 (64%) and 18-34 (60%).

The 65% of those surveyed (N=340) that are aware of EarthCare were then asked if they have recently seen or heard anything about the organization. Respondents that have seen or heard something were then questioned about what they recall about it.

Q19. "Have you recently seen or heard anything about EarthCare Sudbury?"

The N=194 or 57% that said yes in Q19 were then asked Q20.



Fifty-Seven percent of those aware of EarthCare have recently seen or heard something about it.

When those aware were asked to recall what they have seen or heard, responses varied from EarthCare minute spots, to general tips or advice, climate change and CO2 emission reduction strategies and conservation. Sources for this information primarily related to CTV news ad spots, newspapers, City publications, the CGS website, social media and online sources.

Finally, Q22 was asked to the N=340 (65%) of respondents aware of EarthCare Sudbury.

Q20. "What have you seen or heard?"

On CTV News spot / EarthCare minute	22%
Unsure	15%
Tips and advice	12%
Article in the newspaper	11%
Information on climate change	10%
Show people how to save energy	9%
How to reduce carbon footprint	5%
Greenhouse gas emissions	5%
Use vehicles less (bike, walk transit)	5%
Helping the environment / responsibility	3%
Advertisements (in general)	2%

Q21. "Can you tell me where you have recently seen or heard something about EarthCare Sudbury?"

Local CTV News ad	34%
Unsure	24%
Newspaper (online & print)	18%
City publication / Green Living	7%
Social media	6%
City website	6%
Online (in general)	3%
Radio	2%

Q22. "What is your understanding of EarthCare Sudbury's mandate?"

To help protect the environment	52%
Unsure	19%
To educate the public	10%
Help reduce CO2 emissions	9%
To promote issue of climate change	6%
Conservation	5%

Most or 52% see EarthCare's mandate as helping to protect the environment and 10% see it performing an educational role. Fifteen percent named issues related to climate change awareness (6%) or helping people to reduce their carbon footprint (9%) and 5% recalled conservation initiatives. There were 19% that were unsure.