

ENVIRONMENTAL AWARENESS: ICI SURVEY 2022

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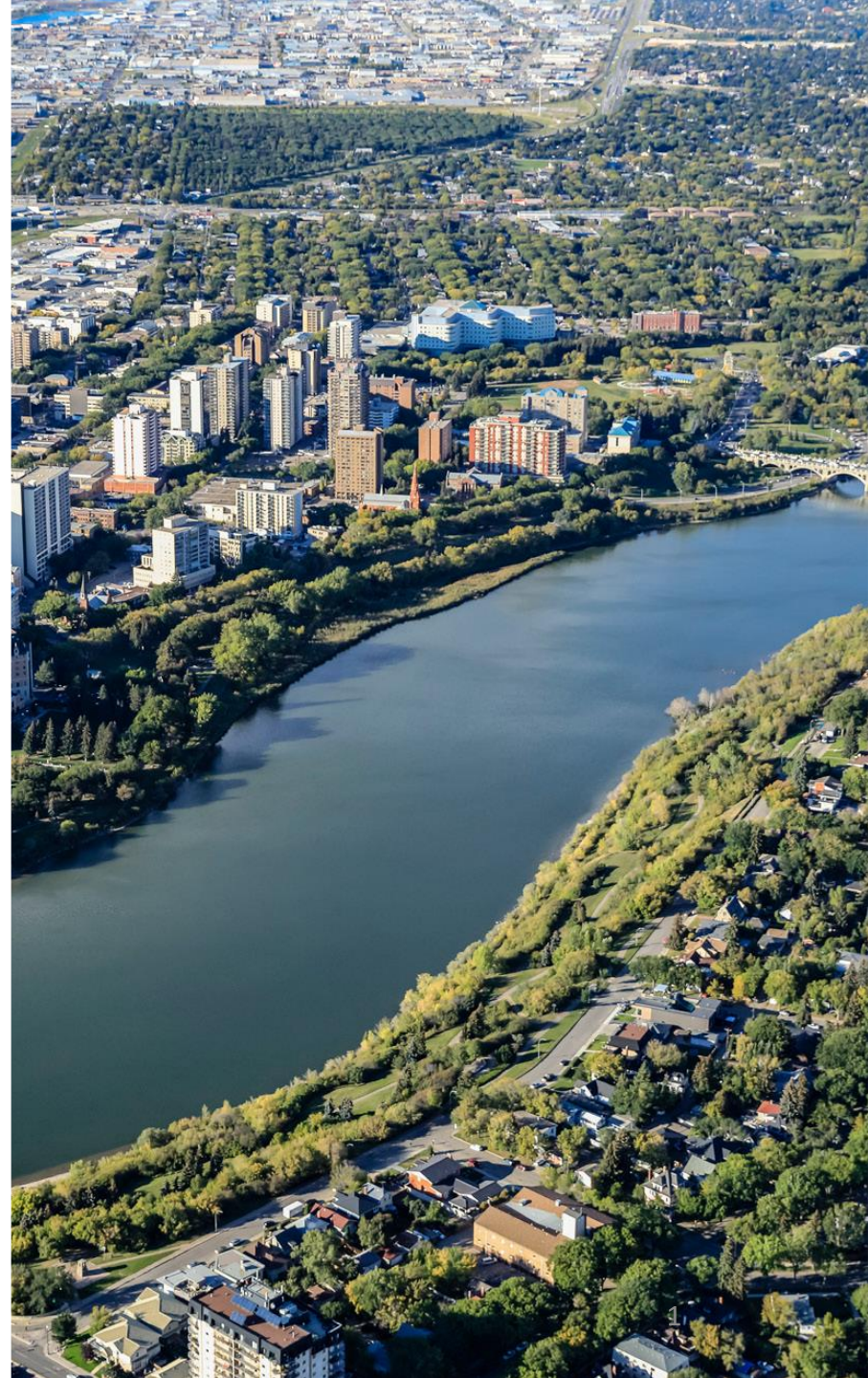


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Methodology



Method

CAWI (Computer Aided Web Interview)
CATI (Computer Aided Telephone Interview)
CATI recruit to CAWI
RDD SMS recruit to CAWI

Criteria for Participation

Businesses in Saskatoon that are not home-based

Fieldwork Dates

February 16th – May 5th, 2022

Sample Size

Total: n = 151
CAWI: n=124
CATI: n = 19
CATI/SMS recruit to CAWI: n = 8

Average Length

Total: 11.1 minutes
CAWI: 9.8 minutes
CATI: 20.4 minutes



Executive Summary



Climate change, waste and recycling are seen as the most important environmental challenges facing Saskatoon today.

- When asked to identify the main environmental issues facing the City of Saskatoon today, organizations are most likely to focus on concerns related to climate change (e.g., extreme weather, lack of renewable resources) with over 7 in 10 raising these issues. Industrial organizations and organizations with more employees are more likely to feel this way compared to commercial organizations and organizations with less employees. *(Slide 8)*

Organizations make efforts to reduce their environmental impacts through various avenues, though costs can be a burden.

- In terms of the impacts of climate change, organizations are most concerned about the increased costs associated with food, energy, and water, with 9 in 10 saying so. These organizations are also most likely to be in the industrial sector and be privately-owned. *(Slides 13-14)*
- To reduce their environmental impact, most organizations say they have energy efficient lights, programmable thermostats, and energy efficient appliances, and environmentally friendly products and services. About a quarter of organizations have a fleet that includes plug-in hybrid and/or battery electric vehicles, which is a significant increase compared to 2017. *(Slide 10)*
 - However, many organizations do not have green technologies, such as energy efficient heating and cooling equipment or high-quality insulation or windows to reduce energy loss. The most common barrier for accessing these green technologies is due to the cost. *(Slide 11)*

Executive Summary



Organizations think the City can do more when it comes to environmental initiatives, and say it's important to dedicate public land to environmental features. Organizations are also supportive of City-led renewable energy projects and show interest installing environmental friendly features.

- More than half of organizations think that the City should do more when it comes to environmental initiatives, including sustainable gardening; offering reduction and diversion programs for water, energy, and waste; providing alternative landscaping on boulevards and medians; and conserving and restoring biodiversity. *(Slide 9)*
- Nearly all organizations are supportive of City-led renewable energy projects, including hydropower, district energy systems, producing power from waste and biomass, and solar farms. *(Slide 19)*
- Moreover, organizations find it important to dedicate public land to environmental features, such as trees in parks, natural areas, and natural storm water management. *(Slide 16)*
- They also express interest in their organization installing trees and native plants, green stormwater management systems, and dark sky lighting. *(Slide 17)*



DETAILED FINDINGS

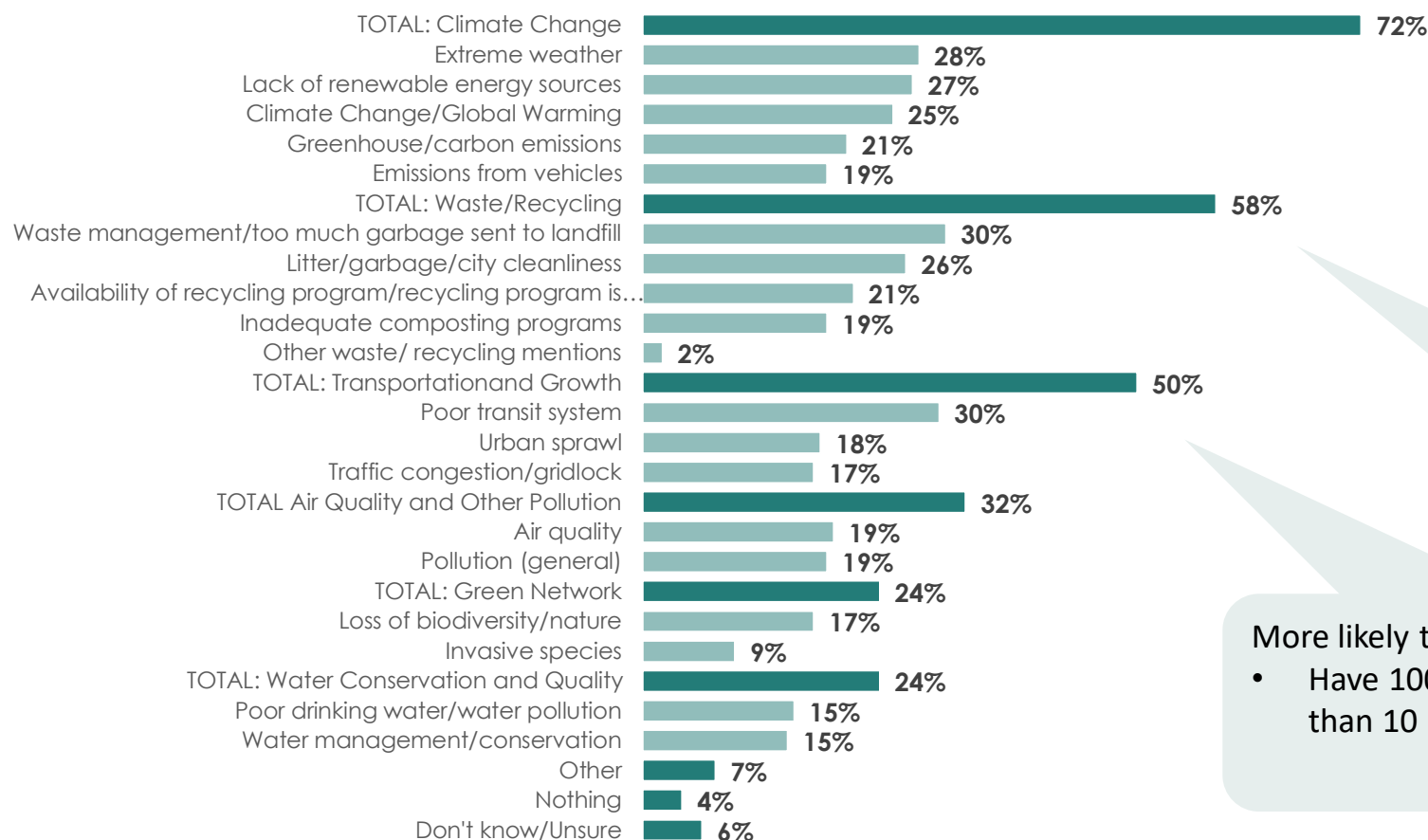


ENVIRONMENTAL BEHAVIOURS



Most Important Environmental Challenge

Saskatoon organizations are most likely to find climate change as the most important environmental challenges facing the city today. Waste, recycling, transportation and city growth are also important issues to the organizations.



More likely to:

- Be industrial (87%) vs commercial (60%)
- Have 1000+ employees (87%) vs less than 10 (55%)

More likely to:

- Be a healthcare organization (90%)
- Have 50-249 employees (70%) vs 10-49 (40%)

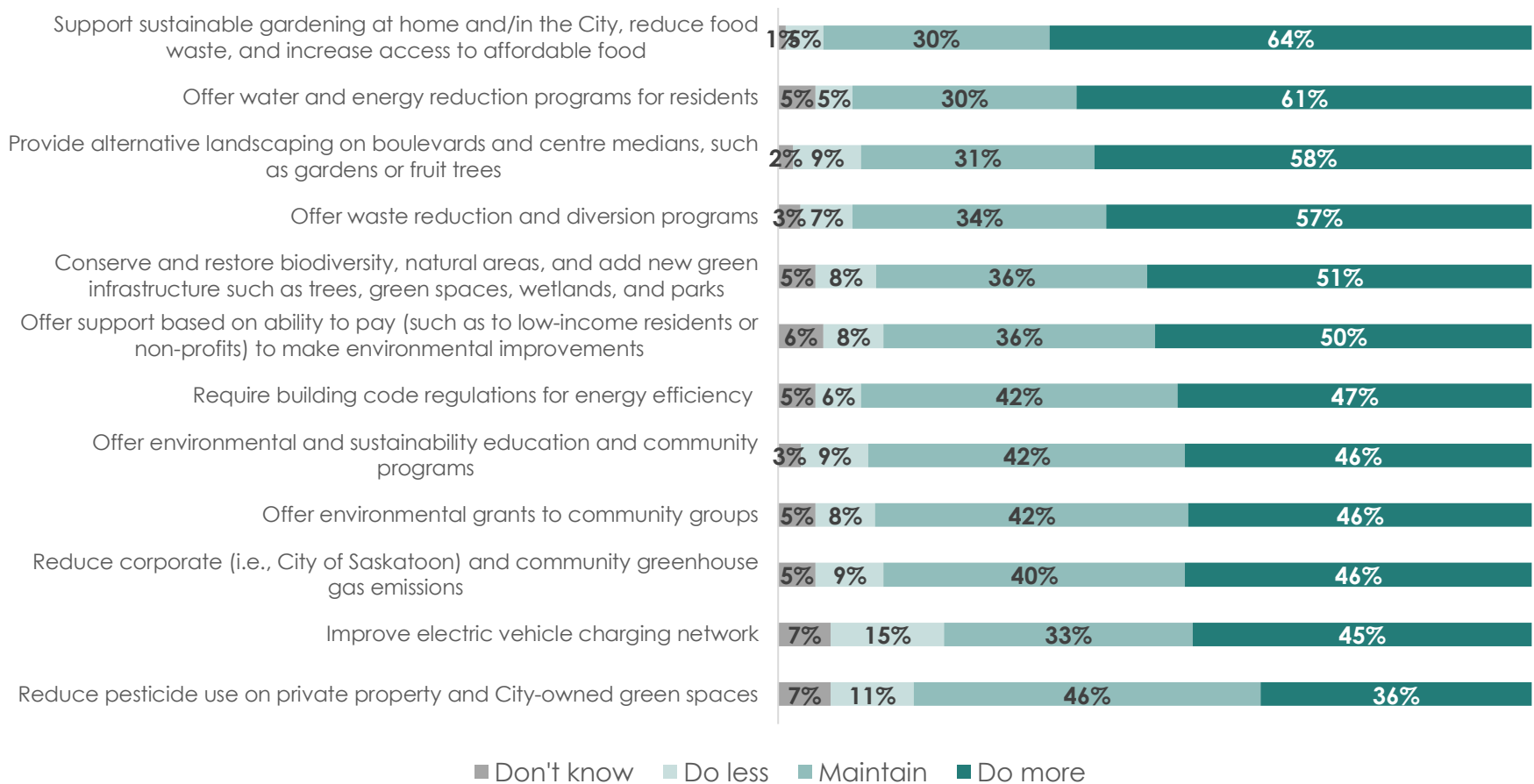
More likely to:

- Have 1000+ employees (67%) vs less than 10 (30%)

Environmental Initiatives in Saskatoon



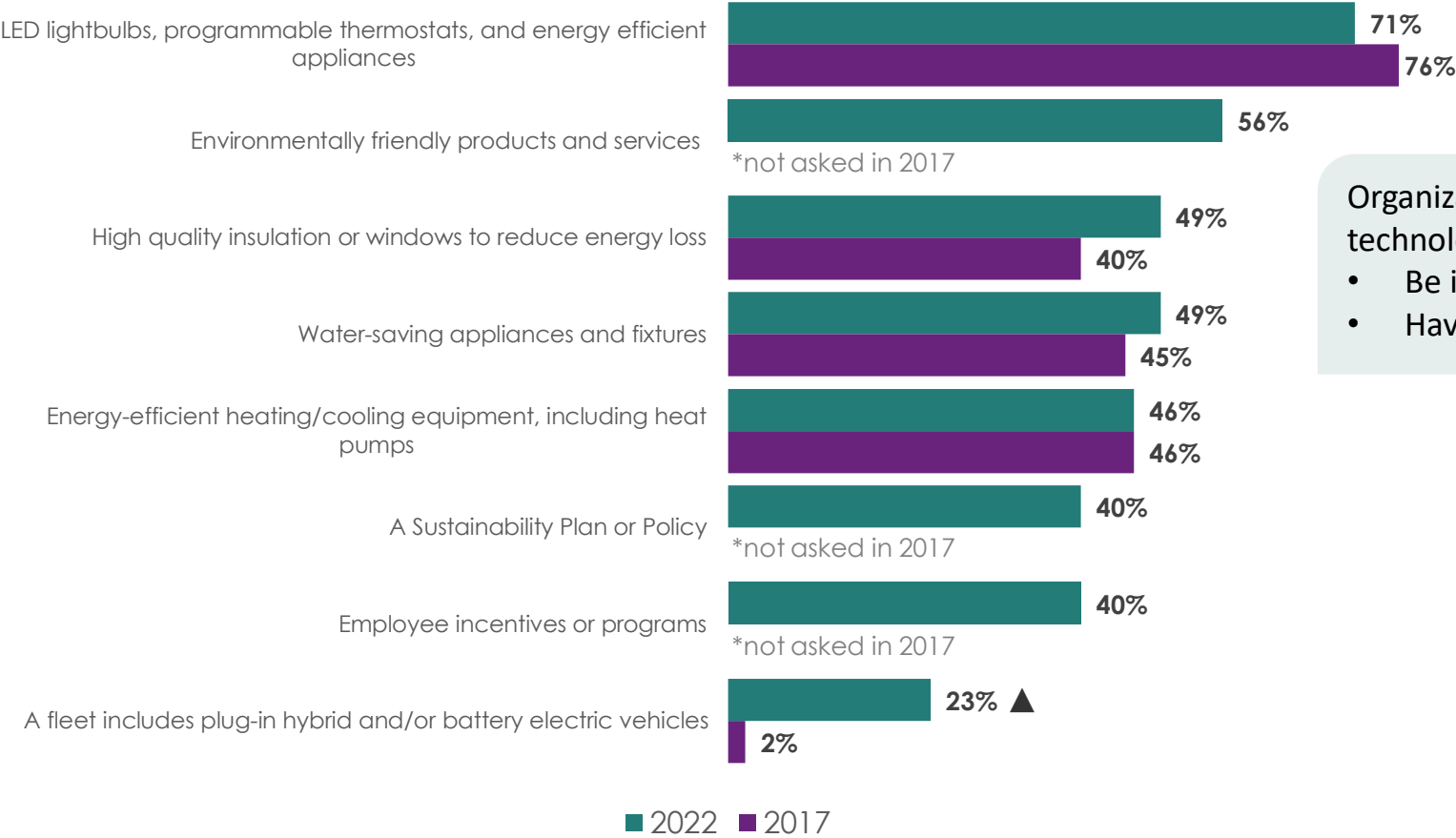
Organizations most commonly say that the City should do more environmental initiatives that support sustainable gardening, offer water and energy reduction programs and provide alternative landscaping on boulevards and centre medians.



Use of Environmentally Friendly Technology



Saskatoon organizations are most likely to have installed energy-efficient appliances to reduce their environmental impact. There is an increase of organizations who own hybrid and electric vehicles compared to 2017.



Organizations with these environmentally friendly technologies are most likely to:

- Be in the industrial or commercial sectors
- Have 50 to 249 employees

▲ Significantly higher/lower (95% CI) than previous wave



Barriers to Using Green Technology



Cost is the biggest barrier for Saskatoon organizations having environmentally friendly technologies, especially energy-efficient heating/cooling equipment and high quality insulation or windows.

	Energy efficient appliances	Eco-friendly products/services	Insulation/Windows	Water-saving appliances	Energy efficient heating	Sustainable Plan/Policy	Employee incentives	Hybrid/EV
Don't own facility	43%	31%	42%	23%	35%	24%	22%	21%
Cost	40%	41%	44%	40%	47%	24%	29%	38%
Current item(s) are new/work fine	30%	18%	24%	26%	23%	26%	13%	18%
Lack of knowledge/Haven't considered it	27%	35%	13%	23%	22%	29%	27%	13%
Can't find someone who provides it	27%	16%	9%	11%	3%	16%	9%	13%
Logistical issues (e.g., lack of space)	20%	20%	16%	12%	17%	14%	18%	23%
Takes too much time	20%	29%	11%	16%	20%	19%	9%	12%
Permit/Bylaw restrictions	10%	16%	11%	12%	13%	7%	6%	8%
Other	0%	0%	2%	0%	0%	0%	6%	0%
Don't know/Unsure	3%	12%	5%	12%	10%	12%	18%	16%

Green = most common barrier

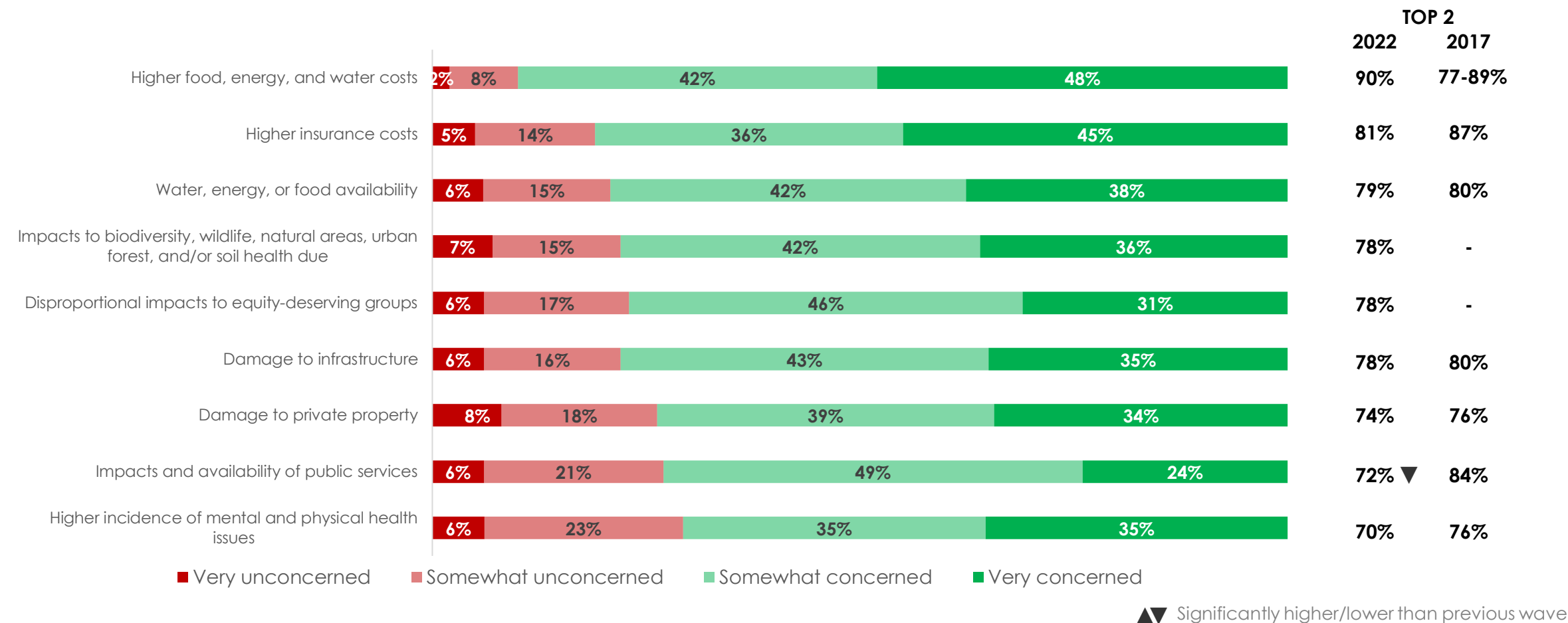


CLIMATE CHANGE ACTION



Concern about Impacts of Climate Change

Organizations are most concerned about climate change affecting the costs food, energy and water, followed by the costs of insurance.



Concern about Impacts of Climate Change - Organizations



Organizations with less than 10 employees tend to be more concerned with climate change impacting higher insurance costs (TOP2: 88%) than larger organizations.

Those who say they are concerned with higher food, energy and water costs due to climate change are more likely to be in the industrial sector (TOP2: 97%) and be privately-owned (TOP2: 90%).



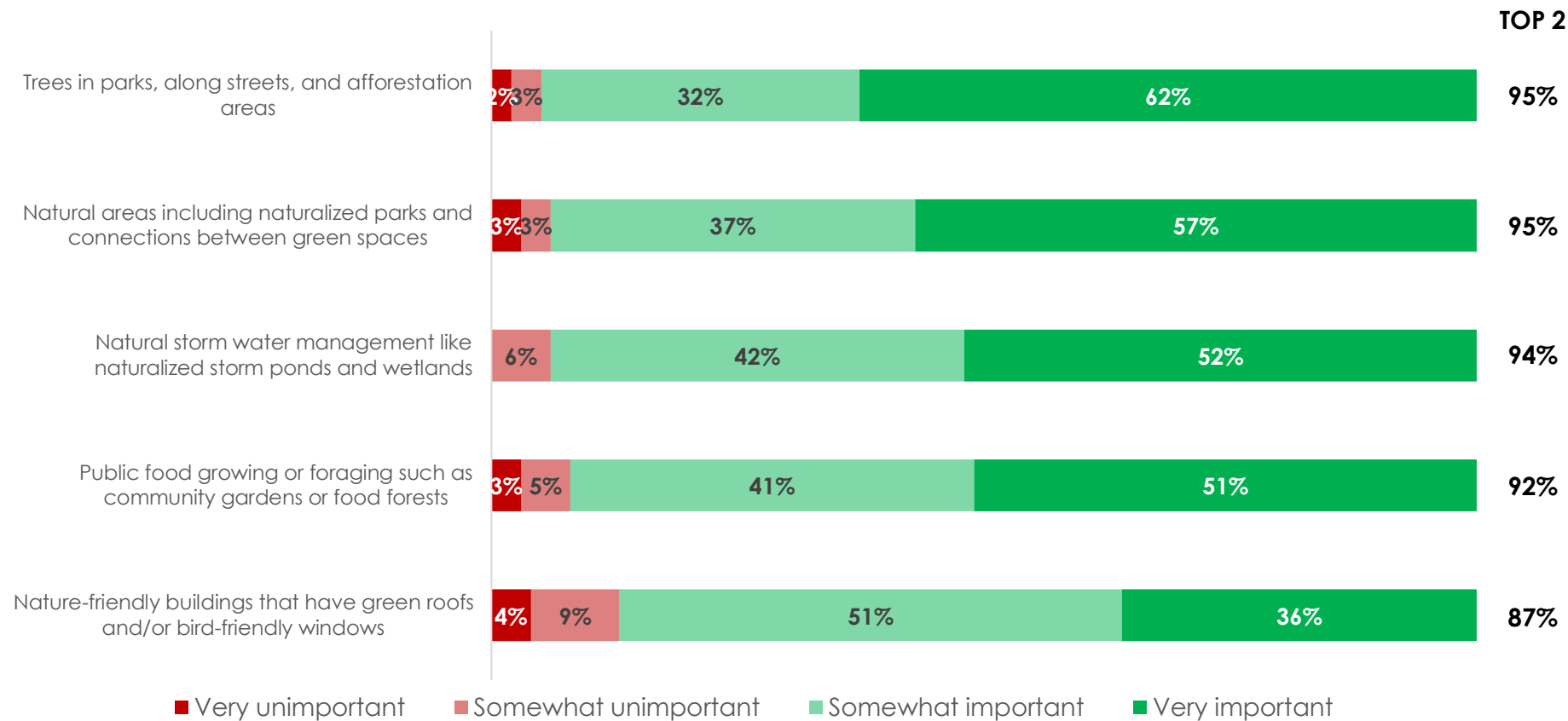
GREEN NETWORK



Importance of Public Land Use



The majority of Saskatoon organizations find it important to dedicate public land to the listed environmental features. These organizations say that trees in parks, natural areas and natural storm water management are most important to dedicating for use to public land.

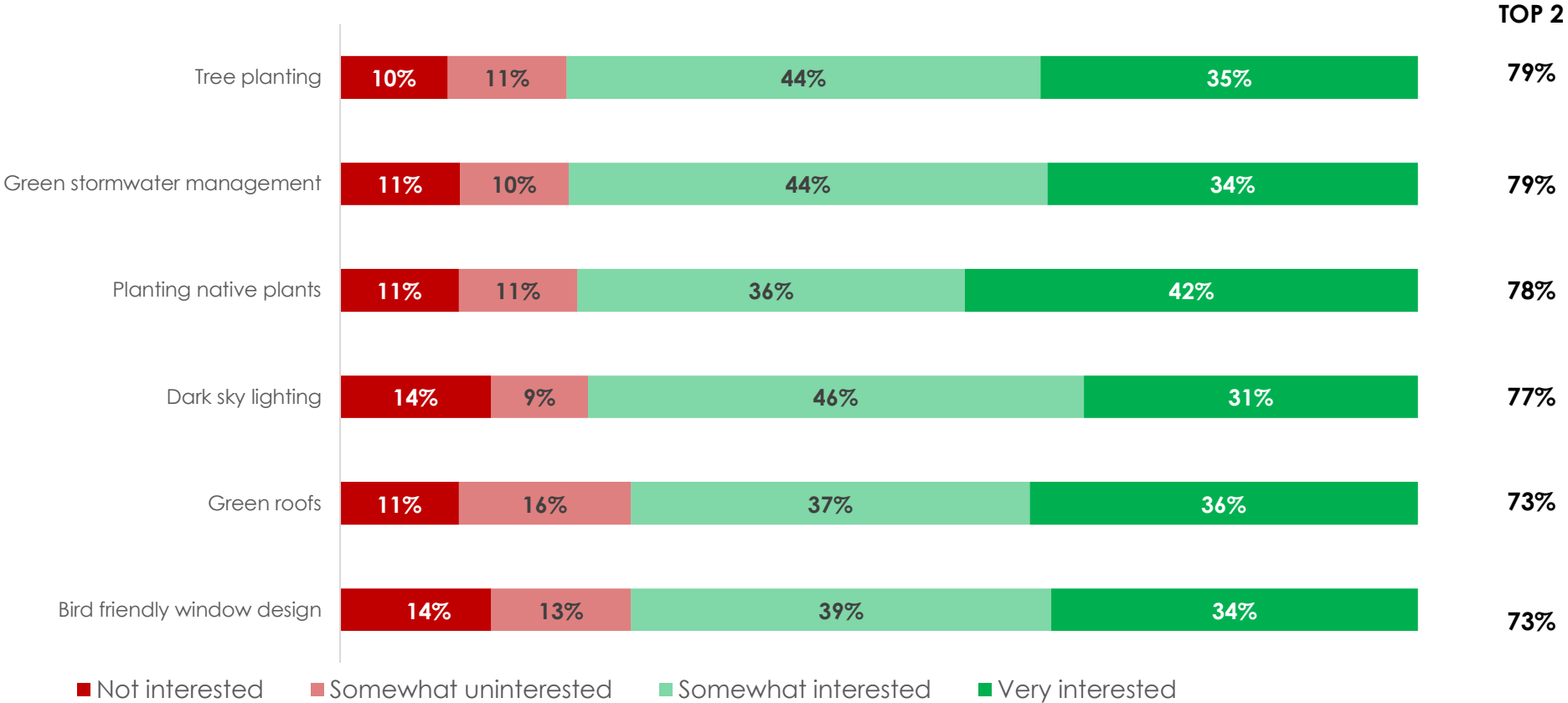


Healthcare organizations find all of these features to be important to dedicate for public land use

Interest in Environmental Installations



Saskatoon organizations are interested in installing all the listed environmental features, with tree planting and green stormwater management garnering the most interest.



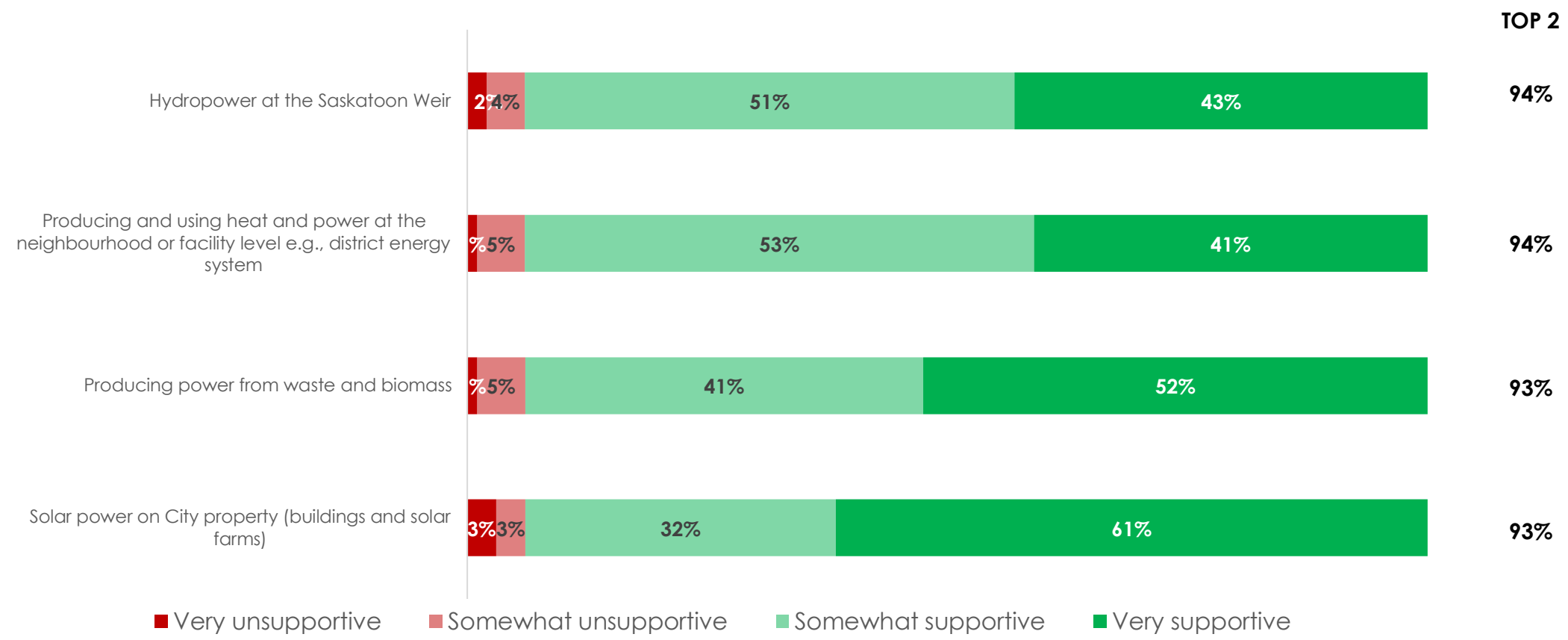
RENEWABLE ENERGY



Support for City-Led Renewable Energy Projects



More than 9 in 10 organizations are supportive of all the city-led renewable energy projects.



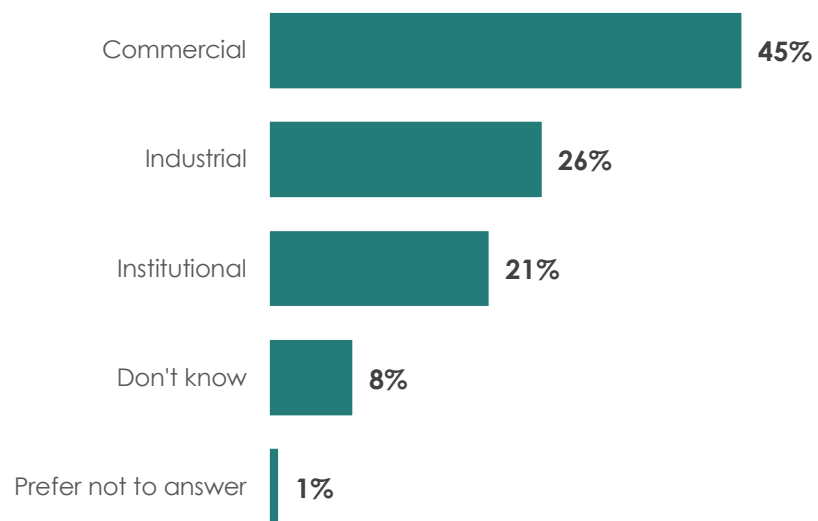
ORGANIZATION PROFILE



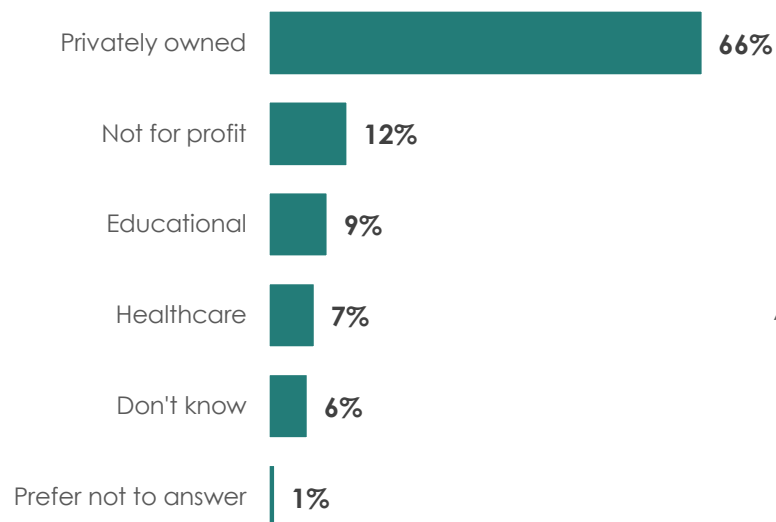
Organizations



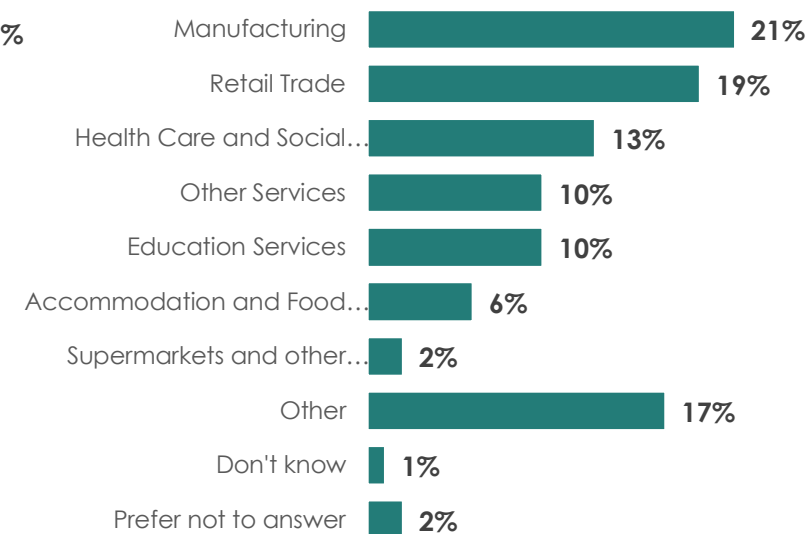
**Organization
Sector**



**Organization
Type**



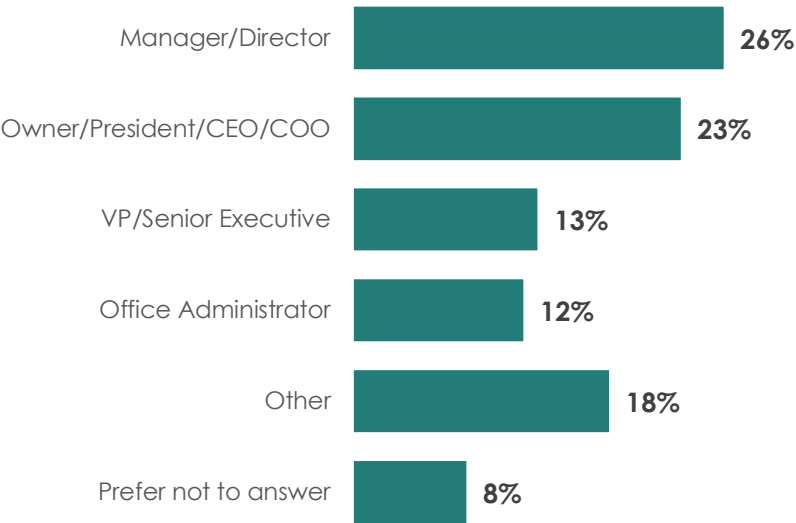
Industry



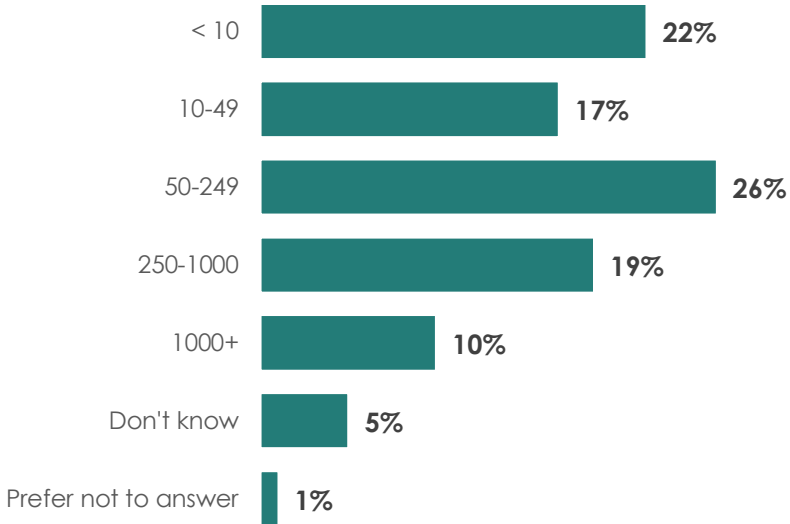
Organizations



Role



Employees



Scope

