

ENVIRONMENTAL AWARENESS: RESIDENT SURVEY 2022

Prepared by: Forum Research
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FORUM
RESEARCH INC.

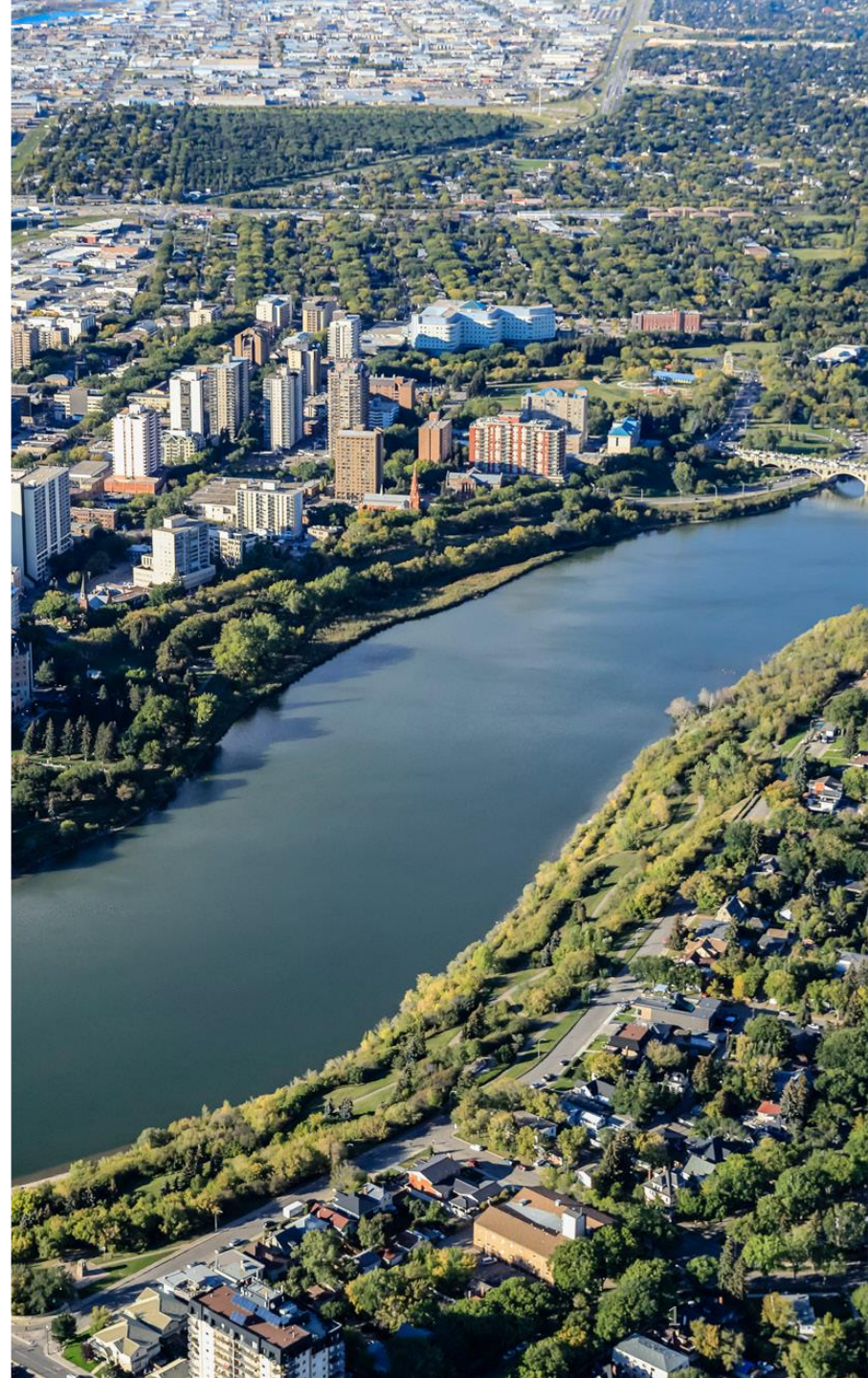


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Methodology



Method CAWI (Computer Aided Web Interview)
CATI (Computer Aided Telephone Interview) with RDD (Random Digit Dialing)
RDD CATI recruit to CAWI
RDD SMS recruit to CAWI

Criteria for Participation City of Saskatoon residents who are 16 years of age or older

Fieldwork Dates February 10th – April 27th, 2022

Sample Size
Total: n = 1,012
CAWI: n=611
CATI: n = 28
CATI/SMS recruit to CAWI: n = 373

Average Length
Total: 11.6 minutes
CAWI: 11.2 minutes
CATI: 21.3 minutes

Statistical Weighting The results were weighted by area of Saskatoon (SDA), gender, age and Indigenous status

Margin of Error +/- 3.1%, 19 times out of 20



Executive Summary



Issues relating to climate change, waste and recycling are seen as the most important environmental challenges facing Saskatoon today. These climate change challenges have been a growing concern over the past 5 years.

- When asked to identify the main environmental issues facing the City of Saskatoon today, residents are most likely to focus on concerns related to climate change (e.g., extreme weather, global warming) and waste/recycling issues (e.g., city cleanliness, waste management) with at least three-in-five raising these issues. *(Slide 9)*
- Compared to five years ago, there has been significantly more residents who say climate change is an important environmental challenge in the city – an increase of 41%. *(Slide 9)*

Residents think the City can do more when it comes to environmental initiatives, and also say it's important to dedicate public land to environmental features.

- More than half of residents think that the City should do more environmental initiatives regarding sustainable gardening, food waste reduction, accessibility to affordable food, as well as water and energy conservation programs for residents in the city. *(Slide 11)*
- Moreover, residents find it important to dedicated public land to environmental features, such a trees in parks, natural storm water management and natural areas. *(Slide 24)*



Executive Summary



Residents voice concerns about the costs associated with a changing climate and make efforts to reduce their environmental impacts through various avenues. Residents are also supportive of City-lead renewable energy projects and show interest in environmental residential programs.

- In terms of how climate change may impact the residents, they are most concerned about how this issue will affect them financially. More than four in five say they are very or somewhat concerned about how climate change will affect the cost of food, energy, public services, and insurance. *(Slide 21)*
- The vast majority of residents say they try to conserve water and energy, and do so because they don't like wasting water and energy or want to reduce costs. *(Slides 28-29)*
- To reduce their environmental impact, most residents say they have energy efficient lights, water and energy conserving appliances, programmable thermostats and high quality insulation and windows in their household. Only one in five own solar panels or hybrid/electric vehicles, but this is significantly higher than it was in 2017. The cost of these green technologies is the most common barrier that prevents residents from having purchasing them. Specifically for renters, their main barrier is that they don't have control on making these changes to their households *(Slides 13-16)*
- Residents express interest in participating in rebates and giveaways for energy or water conservation and are also supportive of City-lead renewable energy projects, such as producing power from waste and biomass, hydropower at the Saskatoon Weir, and solar power on City property. *(Slides 30, 33)*



Executive Summary



Majority of residents feel informed about climate change and continue to believe that climate change is happening and is caused mostly by human activity. Significantly more residents believe that climate change is negatively affecting Saskatoon today compared to 5 years ago.

- Around three in five residents believe that the latest scientific evidence is conclusive – climate change is happening and is caused mostly by human activity. Meanwhile, three in ten believe that it's happening but are not completely convinced that humans are causing it. Only one in ten residents do not believe that it's happening. These perceptions about climate change have remained unchanged since 2017. *(Slide 18)*
- The vast majority of Saskatoon residents feel they are informed about climate change with nearly nine in ten saying this. *(Slide 19)*
- Half of the residents believe climate change is negatively affecting Saskatoon today and compared to five years ago, significantly more residents say that climate change is affecting the city today as opposed to not affecting Saskatoon today but will in the future. *(Slide 20)*



DETAILED FINDINGS



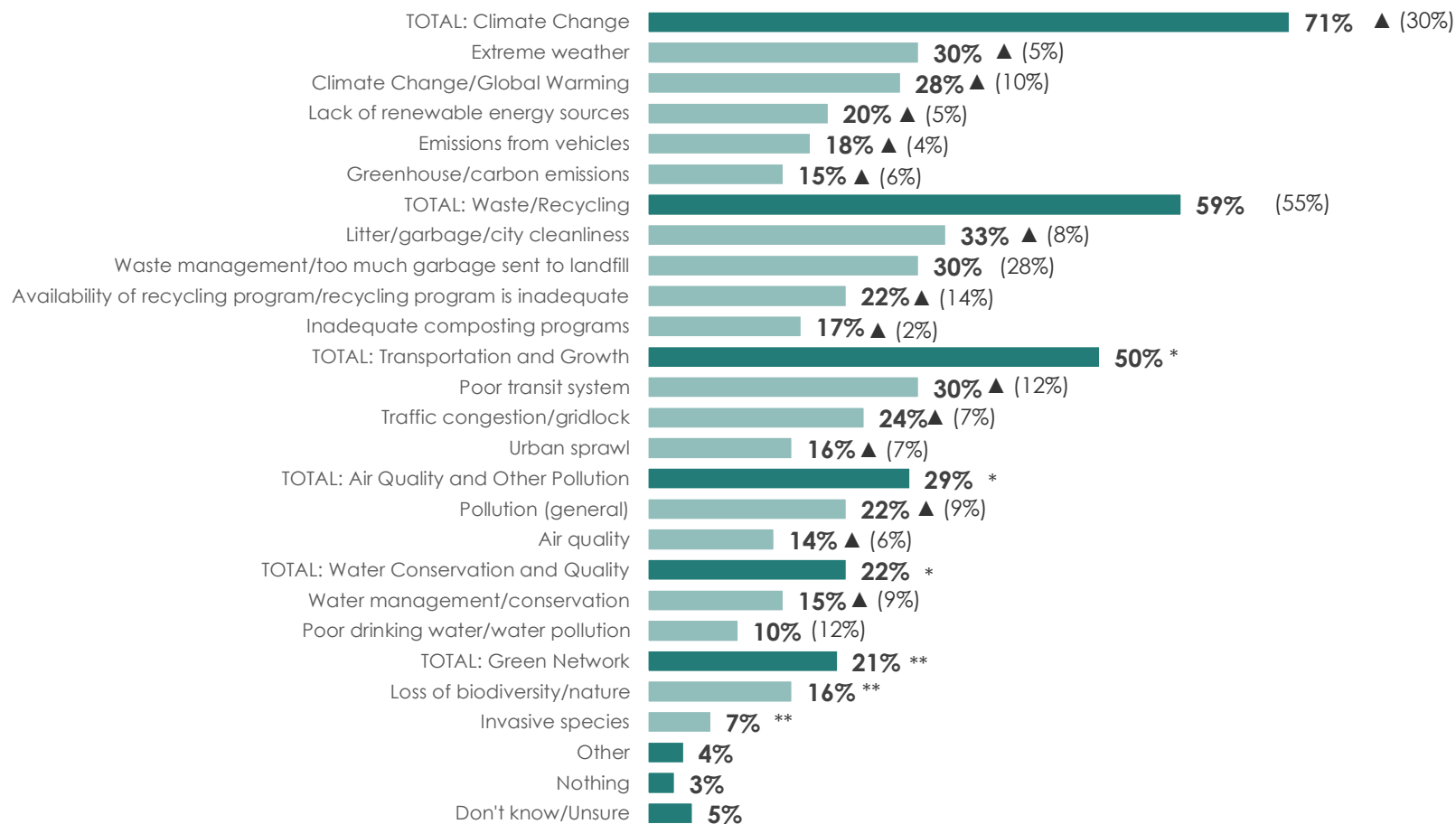
ENVIRONMENTAL PERCEPTIONS AND BEHAVIOURS



Most Important Environmental Challenge



Saskatoon residents are most likely to find climate change, followed by waste and recycling as the most important environmental challenge facing the city today. Also, half of residents are concerned about the city's transportation and growth.



Climate change has become a more prevalent environmental issue identified by Saskatoon residents compared to 5 years ago (71% vs 30%). More residents are identifying issues such as extreme weather, lack of renewable energy sources and emissions as important environmental challenges facing Saskatoon.

* Groupings not in 2017
 ** Not asked in 2017

▲ Significantly higher/lower (95% CI) than previous wave (2017 %)

Most Important Environmental Challenge - Demographics



Younger residents, renters and recent immigrants and are more likely to say climate change is the most important environmental challenges facing Saskatoon today.



Mentions of climate change issues is highest among:

- Those who are 16-34 years old (79%) and 35-54 years old (76%)
- Core residents (77%) and Nutana residents (77%)
- Those who rent their home (77%)
- Newcomers (86%)

Mentions of waste/recycling issues is highest among:

- Confederation/Blairmore (68%), Lakewood/Holmwood (64%) and Nutana (60%) residents
- Homeowners (64%)
- Non-newcomers (61%)

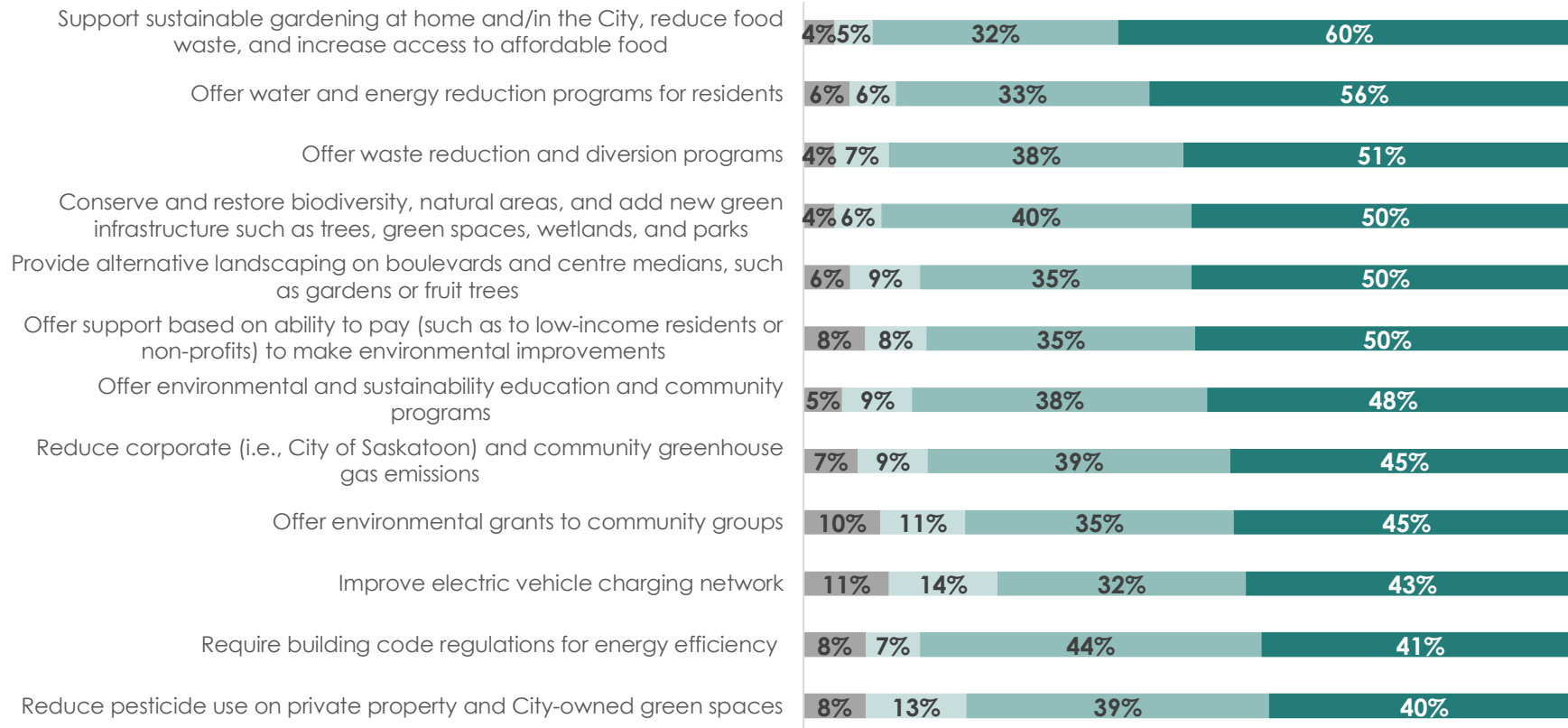
Mentions of transportation and growth is highest among:

- Women (55%)
- Non-Indigenous residents (52%)
- Non-newcomers (52%)

Environmental Initiatives in Saskatoon



Residents most commonly say that the City should do more environmental initiatives that support sustainable gardening, reduce food waste and, increase access to affordable food.



■ Don't know ■ Do less ■ Maintain ■ Do more

Environmental Initiatives in Saskatoon - Demographics



Residents who think the City of Saskatoon should do more of these environmental initiatives tend to be women, be younger, live in the Core SDA and rent their homes.

In general, women, young residents, Core residents and those who rent their homes are most likely to say the City of Saskatoon should do more of these environmental initiatives.

Indigenous residents are more likely say the City should offer more support based on ability to pay to make environmental improvements (67%) and offer more environmental and sustainability education programs (62%) than non-Indigenous residents (48%, 46%).

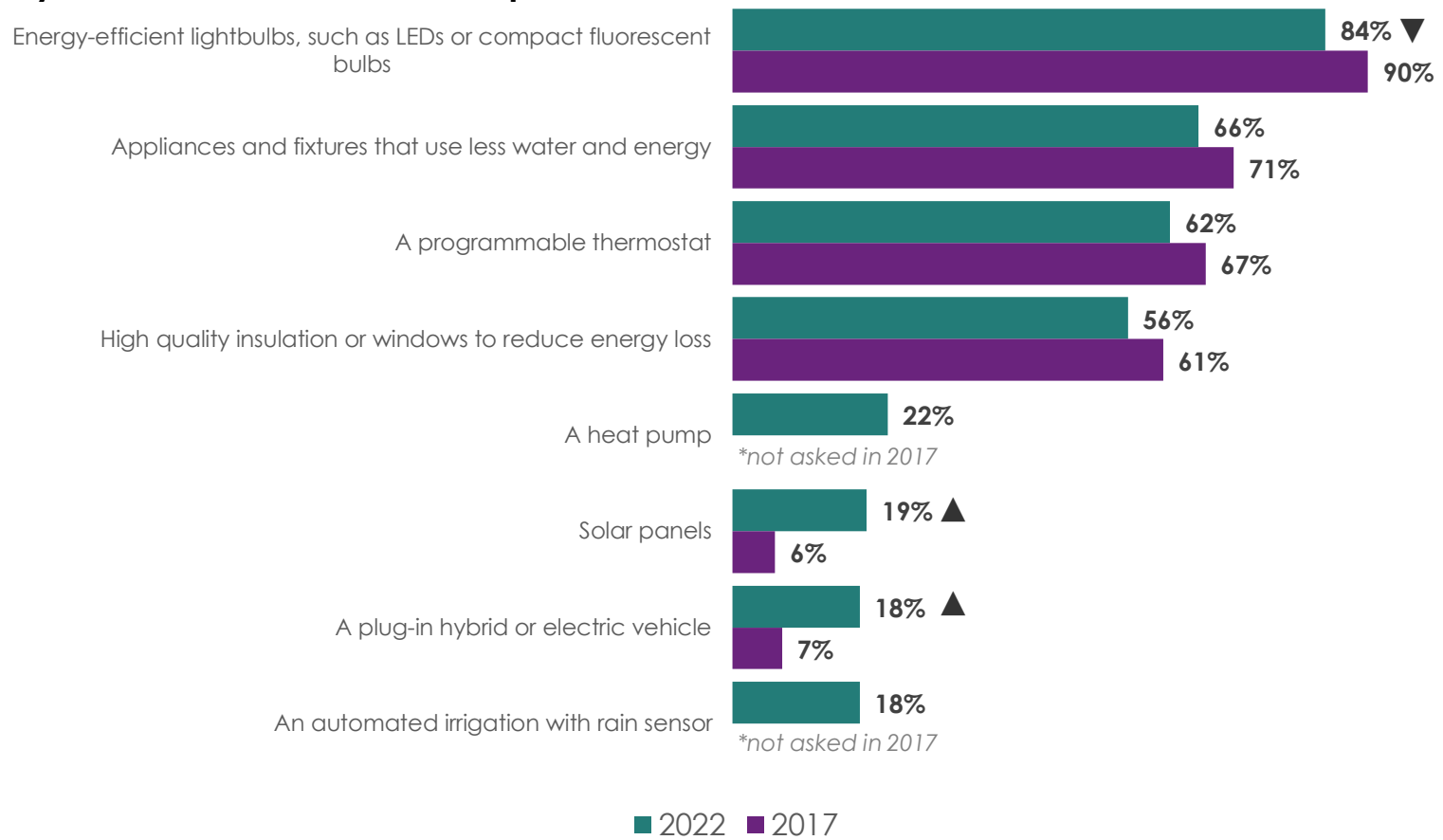
Residents with low income (<\$40K) are more likely say Saskatoon should offer more support based on ability to pay (63%), more environmental and sustainability education (53%) and more environmental grants to community groups (52%).



Use of Environmentally Friendly Technology



To reduce their environmental impact, Saskatoon residents are most likely to have installed energy-efficient lightbulbs, water and energy-efficient appliances, and programmable thermostats. There is an increase of residents who own solar panels and hybrid/electric vehicles compared to 2017.



The least common environmentally friendly items are most prevalent among residents who are:

- Male
- Aged 16-34 years old
- Core residents
- Recent immigrants
- High income earners

▲▼ Significantly higher/lower than previous wave

Barriers to Using Green Technology



Cost is the biggest barrier towards having environmentally friendly technologies in their households, especially hybrid or electric vehicles, solar panels and high quality insulation or windows.

	Energy efficient lights	Eco-friendly appliances	Programmed Thermostat	Insulation/ Windows	Heat pump	Solar panels	Hybrid/EV	Automated irrigation
Cost	35%	39%	29%	51%	30%	59%	70%	30%
Lack of knowledge/Haven't considered it	25%	19%	20%	13%	30%	17%	13%	24%
Current item(s) are new/work fine	22%	29%	21%	18%	17%	12%	21%	21%
Don't have control over decisions (e.g., don't own home)	20%	37%	37%	37%	25%	29%	13%	28%
Takes too much time	20%	13%	12%	12%	7%	8%	10%	8%
Logistical issues (e.g., lack of space)	17%	13%	12%	12%	9%	15%	12%	11%
Can't find someone who provides it	17%	13%	10%	10%	6%	5%	6%	7%
Permit/Bylaw restrictions	16%	9%	8%	9%	4%	7%	5%	6%
Other	0%	1%	2%	2%	1%	2%	5%	1%
Don't know/Unsure	12%	6%	8%	4%	16%	4%	3%	9%

Green = most common barrier



Barriers to Using Green Technology – Homeowners vs Renters



Among homeowners, cost is the biggest barrier that prevents them from having environmentally friendly technologies in their households. Meanwhile, renters can't have them primarily because they can't make any of these changes to their households.

	Energy efficient lights		Eco-friendly appliances		Programmed Thermostat		Insulation/ Windows		Heat pump		Solar panels		Hybrid/EV		Automated irrigation	
	Rent	Own	Rent	Own	Rent	Own	Rent	Own	Rent	Own	Rent	Own	Rent	Own	Rent	Own
Cost	40%	31%	26%	49%	19%	40%	31%	70%	19%	36%	42%	69%	70%	71%	19%	38%
Lack of knowledge/Haven't considered it	15%	34%	12%	25%	20%	19%	12%	14%	26%	32%	11%	22%	12%	14%	20%	26%
Current item(s) are new/work fine	13%	32%	16%	42%	8%	35%	12%	24%	9%	21%	5%	16%	9%	29%	10%	29%
Don't have control over decisions (e.g., don't own home)	22%	20%	62%	12%	59%	14%	64%	13%	58%	11%	60%	12%	26%	6%	61%	10%
Takes too much time	5%	32%	10%	16%	7%	16%	9%	15%	7%	8%	7%	9%	9%	10%	9%	7%
Logistical issues (e.g., lack of space)	3%	30%	10%	17%	7%	16%	10%	14%	9%	9%	9%	19%	10%	13%	12%	10%
Can't find someone who provides it	12%	22%	12%	14%	6%	15%	11%	10%	5%	6%	4%	6%	4%	8%	6%	8%
Permit/Bylaw restrictions	14%	19%	5%	13%	2%	14%	8%	11%	2%	5%	7%	8%	1%	5%	4%	7%
Other	0%	0%	1%	1%	0%	3%	2%	2%	0%	2%	1%	3%	2%	6%	0%	1%
Don't know/Unsure	8%	12%	4%	8%	7%	9%	5%	2%	10%	18%	2%	4%	3%	3%	7%	10%

Green = most common barrier

Barriers to Using Green Technology – Income



Similar to homeownership, residents with higher income are mainly prevented from having environmentally friendly technologies by the cost.

	Energy efficient lights		Eco-friendly appliances		Programmed Thermostat		Insulation/ Windows		Heat pump		Solar panels		Hybrid/EV		Automated irrigation	
	<\$60K	>\$60K	<\$60K	>\$60K	<\$60K	>\$60K	<\$60K	>\$60K	<\$60K	>\$60K	<\$60K	>\$60K	<\$60K	>\$60K	<\$60K	>\$60K
Cost	41%	28%	37%	37%	23%	39%	44%	58%	25%	33%	48%	66%	72%	67%	28%	33%
Lack of knowledge/Haven't considered it	22%	28%	17%	23%	18%	21%	12%	15%	28%	30%	14%	22%	12%	15%	22%	24%
Current item(s) are new/work fine	18%	29%	19%	43%	13%	31%	14%	23%	14%	20%	8%	16%	16%	27%	20%	26%
Don't have control over decisions (e.g., don't own home)	17%	23%	50%	17%	53%	16%	51%	20%	42%	14%	45%	15%	19%	8%	43%	15%
Takes too much time	10%	33%	10%	15%	8%	13%	9%	13%	6%	8%	7%	10%	8%	13%	7%	10%
Logistical issues (e.g., lack of space)	5%	33%	7%	19%	9%	16%	13%	15%	9%	10%	14%	16%	11%	14%	11%	9%
Can't find someone who provides it	12%	16%	11%	14%	8%	16%	9%	11%	6%	5%	4%	5%	6%	7%	7%	9%
Permit/Bylaw restrictions	14%	17%	5%	13%	7%	10%	8%	12%	4%	4%	7%	7%	3%	5%	6%	6%
Other	0%	0%	1%	3%	2%	1%	1%	2%	0%	1%	1%	3%	2%	7%	0%	2%
Don't know/Unsure	13%	9%	4%	9%	8%	6%	4%	3%	12%	17%	2%	5%	2%	3%	8%	8%

Green = most common barrier



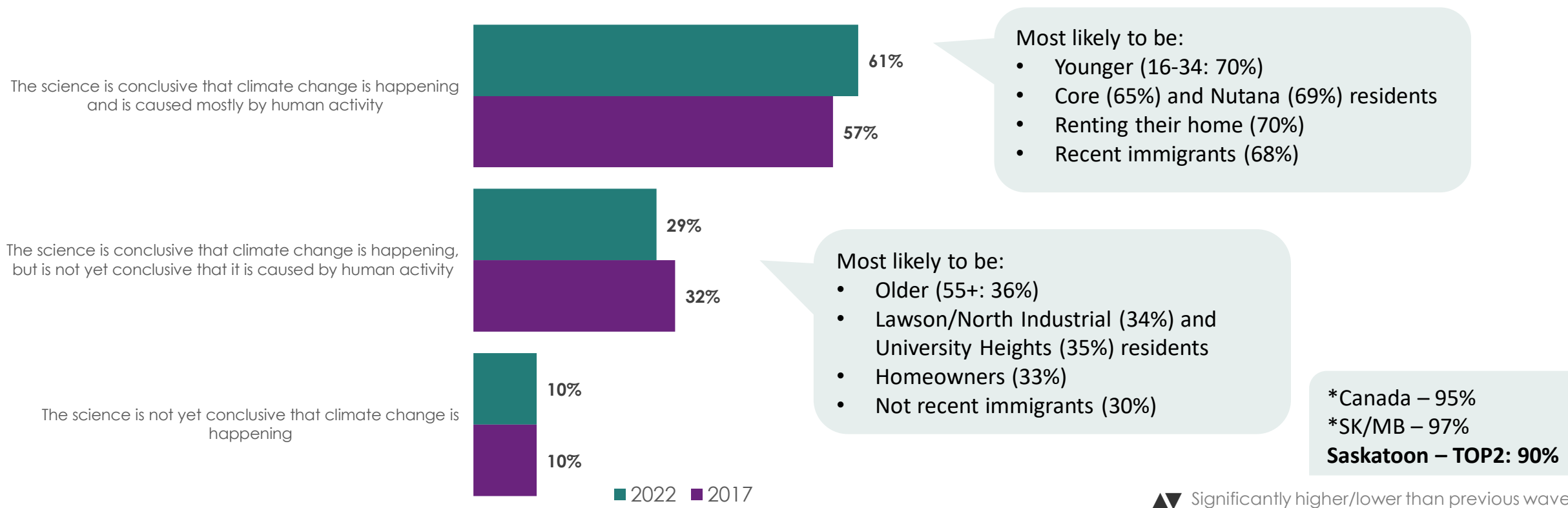
CLIMATE CHANGE ACTION



Views Regarding Climate Change



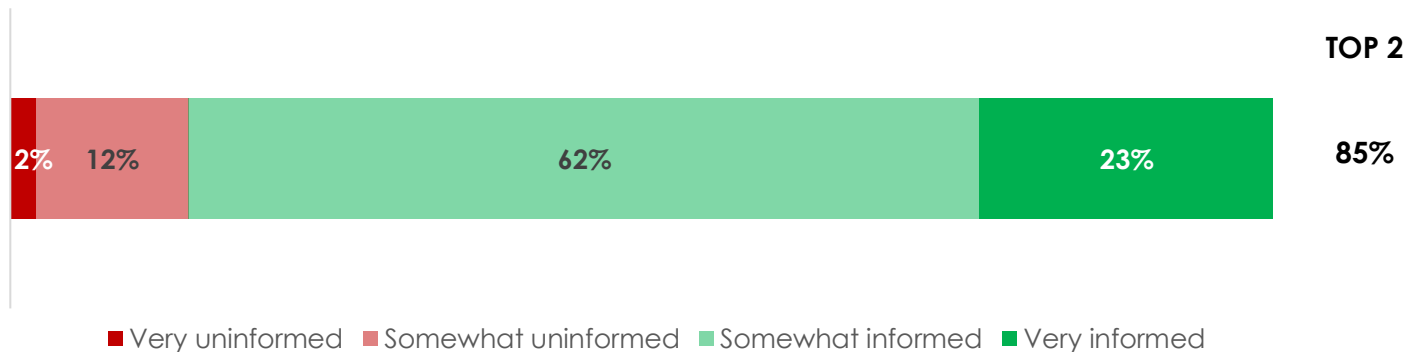
About 6 in 10 Saskatoon residents believe that climate change is happening and that it's caused mostly by human activity. On the contrary, about 3 in 10 believe that climate change is happening but it not caused by human activity. Residents' views about the scientific evidence regarding climate change has not changed since 2017. The percentage of residents who believe the climate is changing in Saskatoon is lower than the national and provincial average.



Perceived Level of Knowledge about Climate Change



Nearly 9 in 10 residents consider themselves informed about climate change, with 2 in 10 saying they feel very informed about the issue.



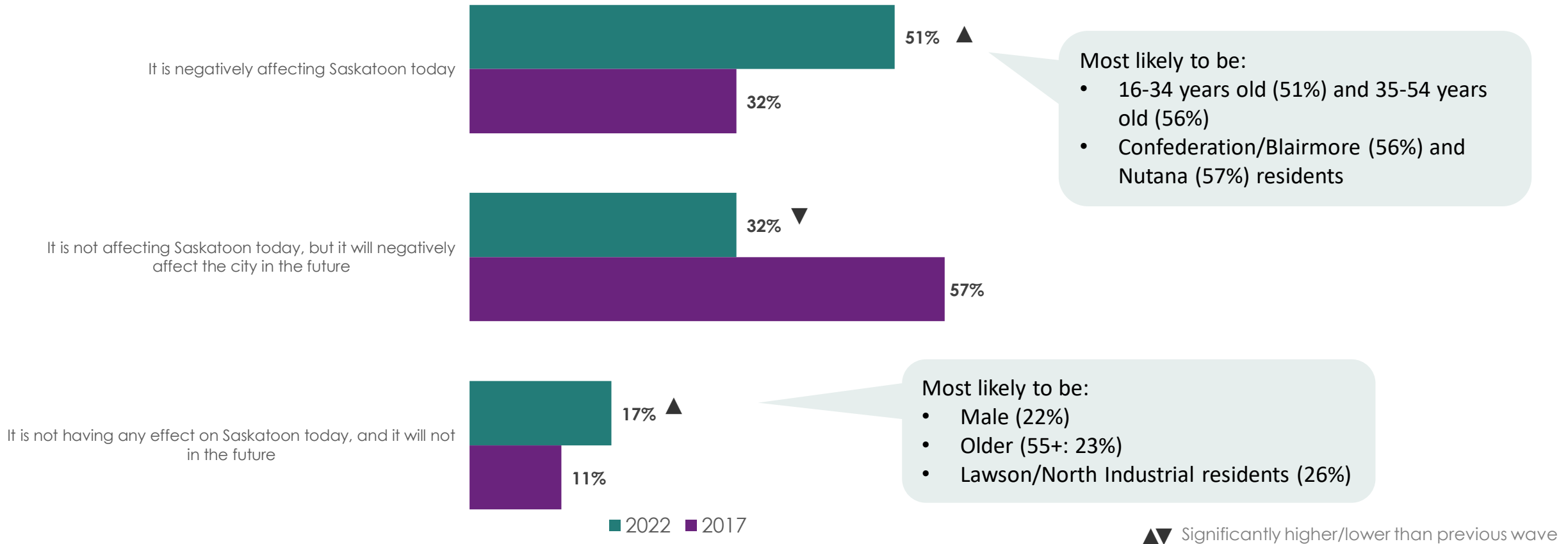
Residents who feel informed about climate change are most likely to be:

- Male (TOP2: 91%)
- Aged 16-34 years old (TOP2: 88%)
- Core residents (TOP2: 87%)
- Recent immigrants (TOP2: 92%)
- High income earners (\$100K+: TOP2: 90%)

Perception of How Climate Change Will Affect Saskatoon



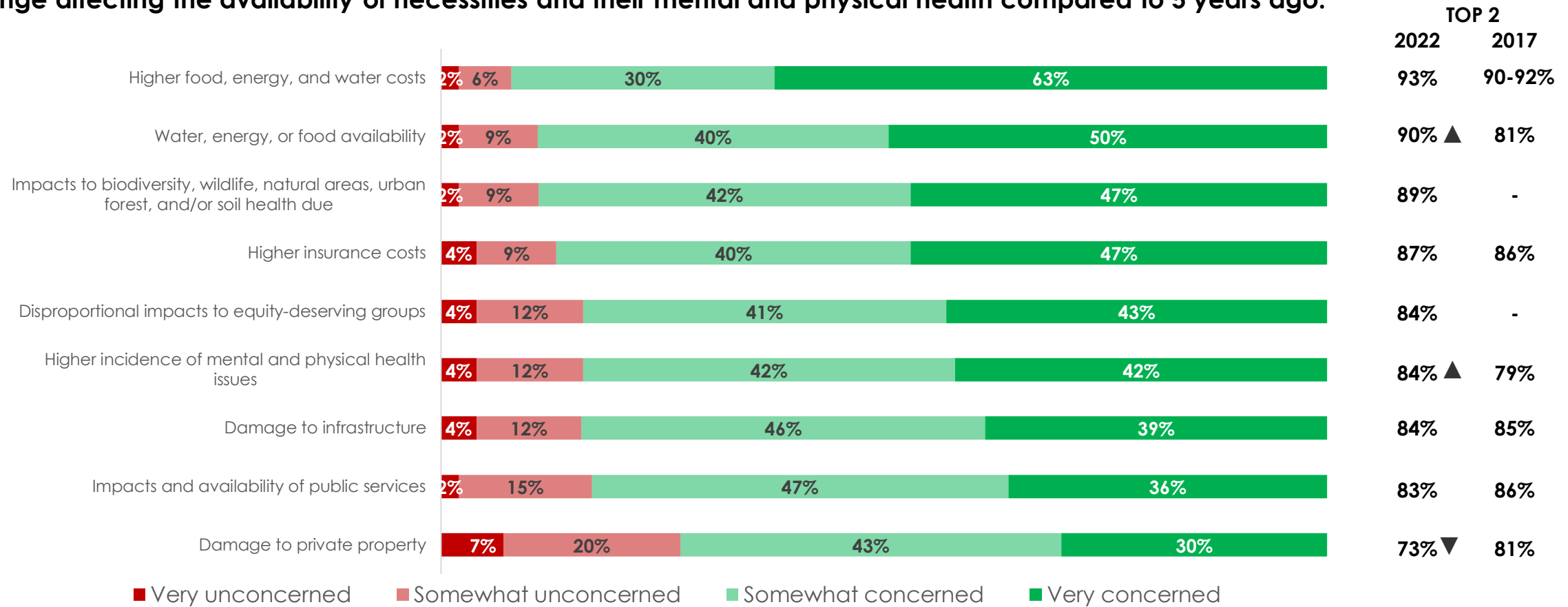
Half of Saskatoon residents believe that climate change is negatively affecting the city today, while a third of residents don't think it's currently affecting the city but expect it will in the future. There are significantly more residents who believe that climate change is affecting the city today compared to 2017.



Concern about Impacts of Climate Change



Residents are most concerned about climate change affecting the costs and availability of food, energy and water. This potential increase in costs remains the highest concern among residents since 2017. Also, more residents are feeling concerned on climate change affecting the availability of necessities and their mental and physical health compared to 5 years ago.



■ Very unconcerned ■ Somewhat unconcerned ■ Somewhat concerned ■ Very concerned

▲ ▼ Significantly higher/lower than previous wave



Concern about Impacts of Climate Change - Demographics



Women are more concerned about climate changing causing higher food, energy and water costs (TOP2: 95%) and disproportional impacts to equity-deserving groups (TOP2: 88%) than men (TOP2: 90%, 80%).

Older residents (55+) are most concerned about higher cost of necessities (TOP2: 96%), higher insurance costs (TOP2: 90%). Meanwhile, younger residents (16-34) are more concerned about climate change causing higher incidence of mental and physical health issues (TOP2: 89%) than older residents.

Residents of the Core SDA tend to be more concerned of climate change causing impacts to nature (TOP2: 94%), to mental and physical health issues (TOP2: 89%) and to equity-deserving groups (TOP2: 88%) than resident of the other neighbourhoods.

Homeowners are more likely to be concerned about the damage to private property by climate change (TOP2: 75%) than those who rent. On the other hand, residents who rent their homes are more likely to be concerned about disproportional impacts to people (TOP2: 91%) than homeowners.

Indigenous residents tend to be most concerned about higher incidence of physical and mental health issues (TOP2: 91%). Meanwhile, non-Indigenous residents tend to be most concerned about higher insurance costs (TOP2: 88%) and damage to private property (TOP2: 75%).

Newcomers to Canada are more likely to be concerned about climate change causing health issues (TOP2: 89%), and impacts to public services (TOP2: 87%) than residents who lived in Canada for more than 5 years.



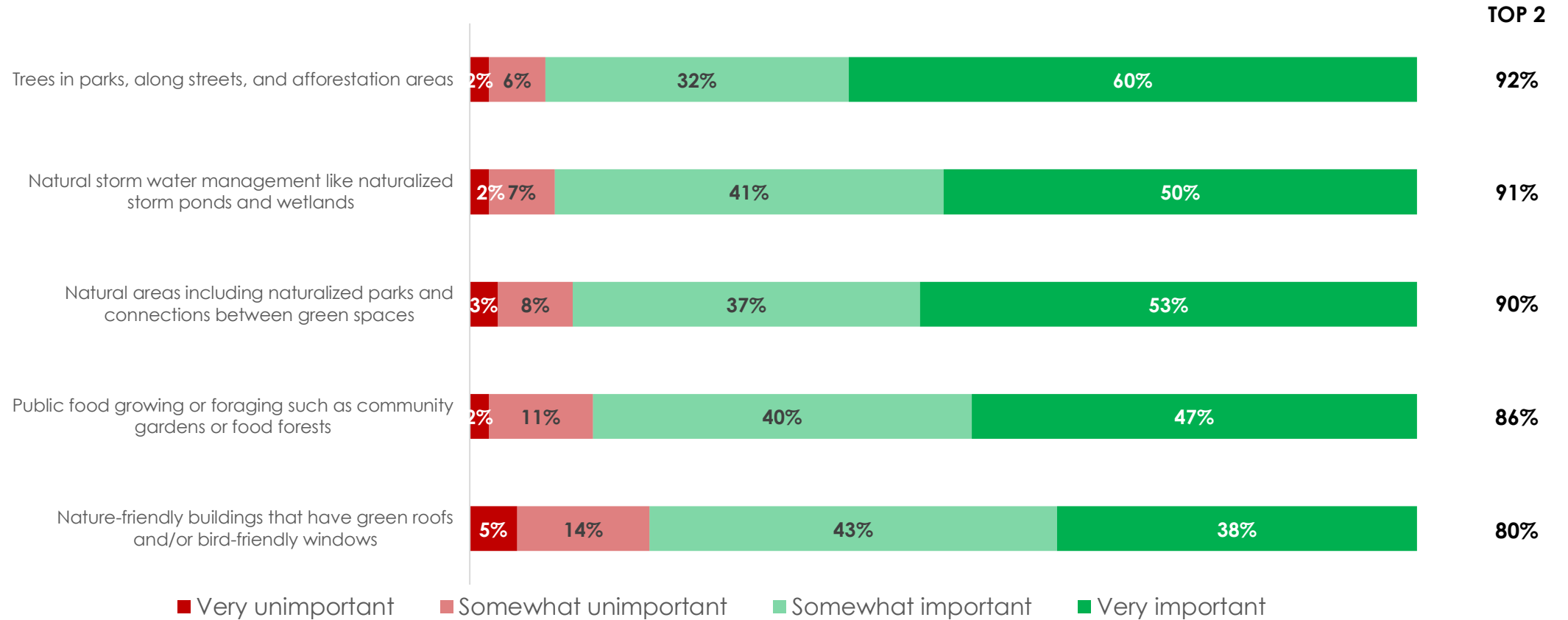
GREEN NETWORK



Importance of Public Land Use



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



Importance of Public Land Use



Core and Nutana SDA residents find it more important to dedicate public land for the listed uses compared to other neighbourhoods.



Women are more likely to find public food growing (TOP2: 90%) and nature-friendly buildings (TOP2: 84%) more important for public land use than men.

Older residents (55+) tend to say natural storm water management (TOP2: 94%) and trees in parks, along streets and afforestation areas (TOP2: 95%) is important compared to younger residents. Meanwhile, those aged 16-34 years old tend to find nature-friendly building more important (TOP2: 87%).

Residents in the Core and Nutana neighbourhoods find most of the listed features as important to dedicate for public land use.

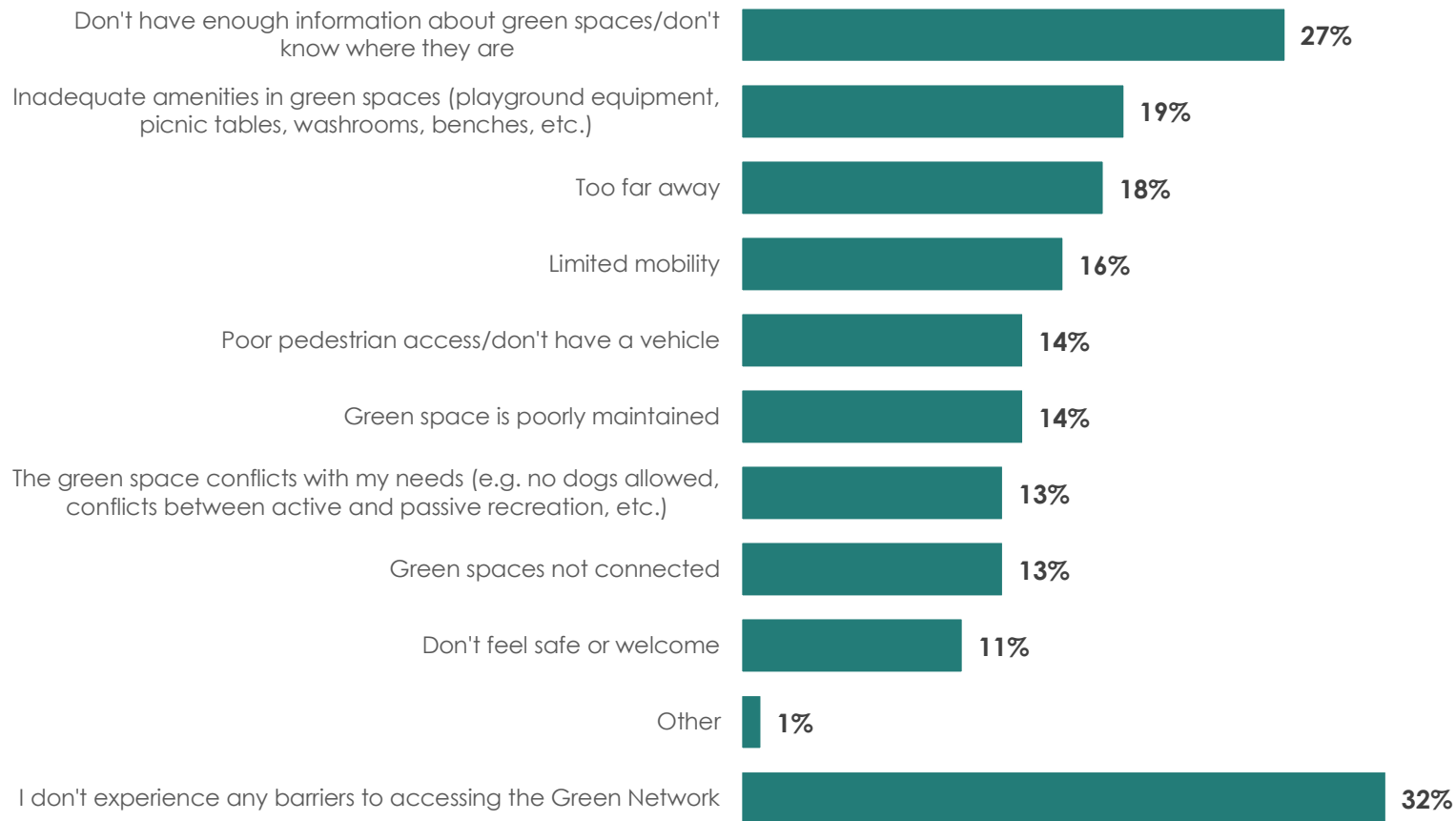
Homeowners (TOP2: 92%) and non-Indigenous residents (TOP2: 93%) find natural storm water management more important than their counterparts.

Residents with higher income (\$100K+) find natural storm water management most important, while those with lower income (<\$40K) find public food growing most important.

Barriers Accessing the Green Network



A third of Saskatoon residents have not faced any barriers accessing the Green Network. However, the most experienced barriers is that residents don't have enough information about green spaces or don't know where they are, with a quarter having faced this.



Residents who have experienced barriers to accessing the Green Network are most likely to be:

- Younger (16-34 and 35-54)
- Residents living in Confederation, Blairmore, Core, Lakewood, and Holmwood
- Recent immigrants



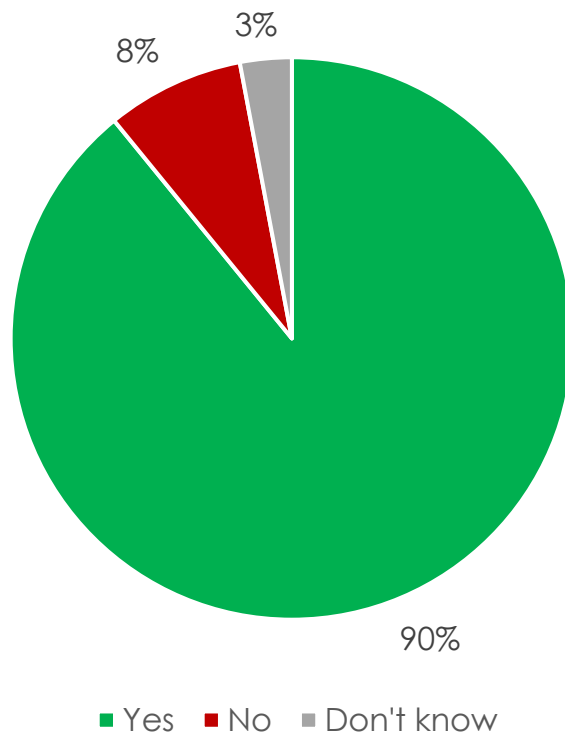
WATER AND ENERGY CONSERVATION



Water and Energy Conservation



The vast majority of Saskatoon residents say they try to conserve water and energy.



Residents who try to conserve water and energy are more likely to:

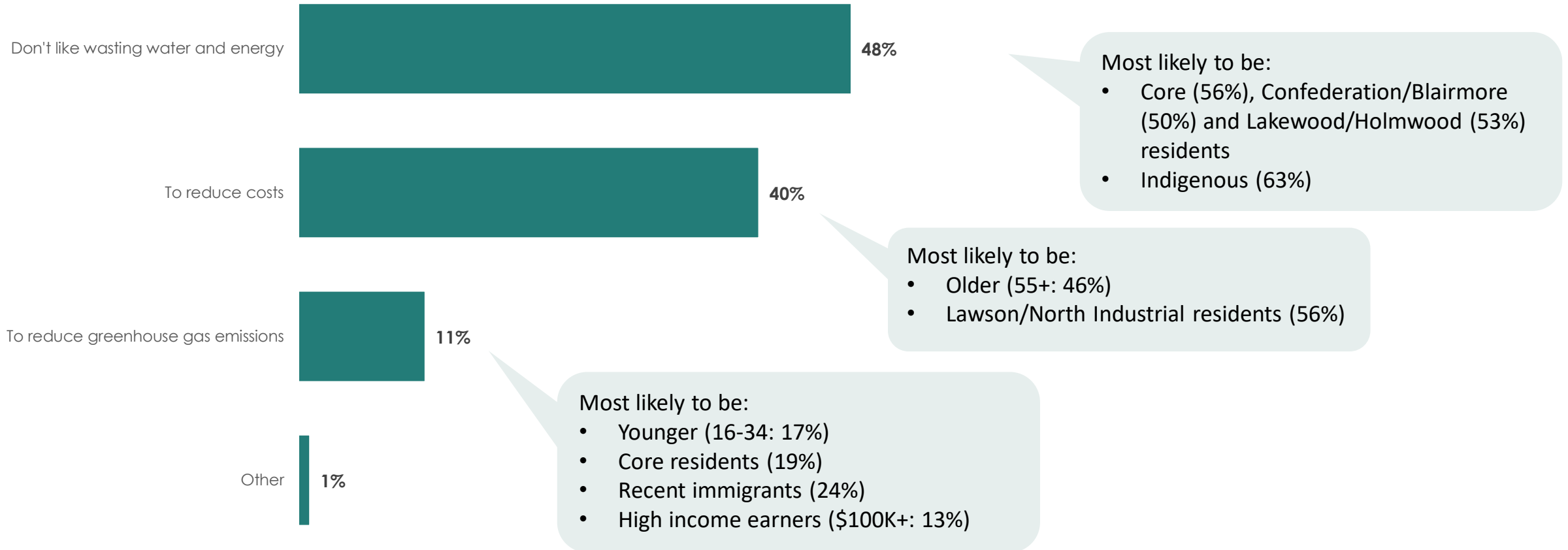
- Be older (55+: 94%) than younger (16-34: 88%)
- Live in the Core (93%) than live in Nutana (87%)
- Own their homes (93%) than rent their homes (86%)
- Earn higher incomes (\$100K+: 93%) than lower incomes (<\$40K: 84%)



Reason for Water and Energy Conservation



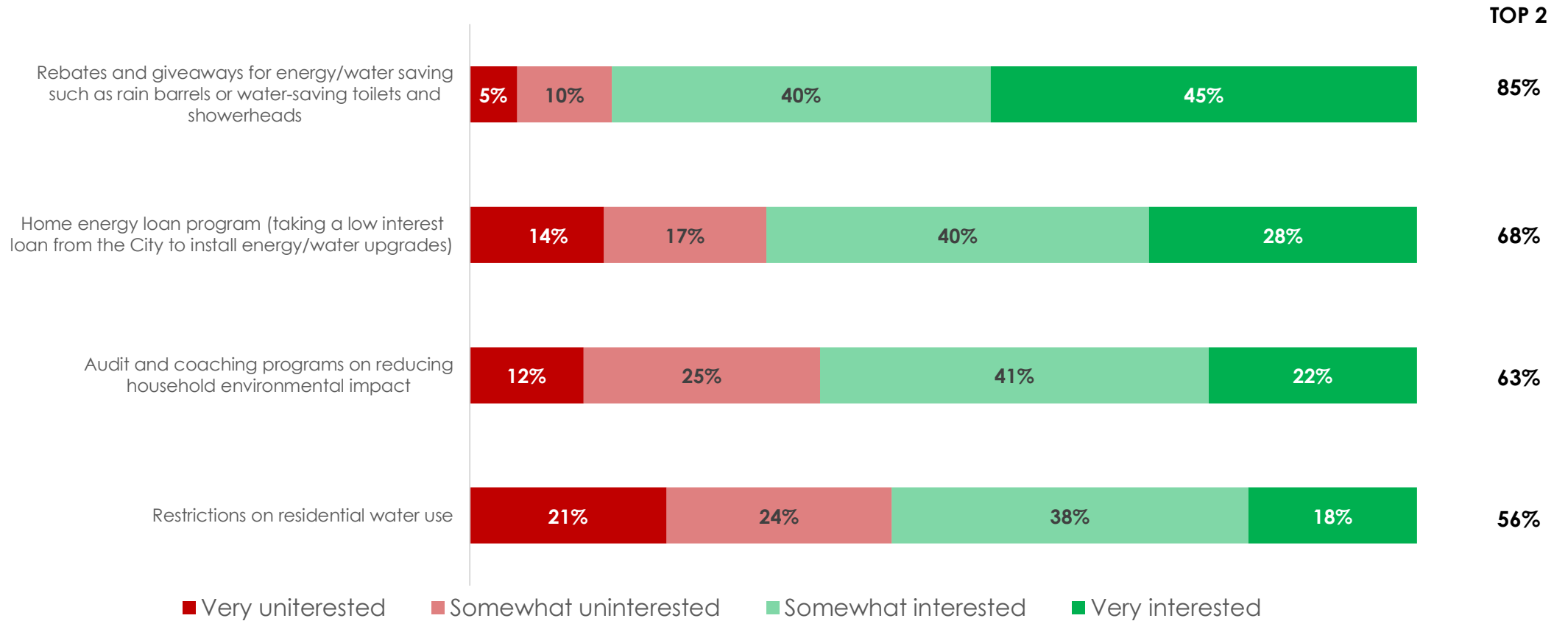
Nearly half of residents who try to conserve water and energy say they do it because they don't like wasting it. The next most common reason is to reduce the costs of water and energy.



Interest in Environmental Residential Programs



Saskatoon residents are most interested in participating in rebates and giveaways for energy or water conservation, with more than 4 in 5 saying they are interested.



Interest in Environmental Residential Programs



Rebates and giveaways are more likely to garner the interest from residents of higher income. Meanwhile, interest in home energy loan programs is higher for younger and Indigenous residents.

Residents with higher income (\$100K+) are more likely to be interested in rebates and giveaways (TOP2: 85%) and audit and coaching programs (TOP2: 66%) than lower income groups.

Younger residents (16-34) tend to be more interested in home energy loan programs (TOP2: 71%), audit and coaching programs (TOP2: 68%) and restrictions residential water use (TOP2: 61%) than older residents.

Residents in the Core are more likely to be interested in participating in most of these environmental residential programs than residents in other parts of the city.

Recent immigrants tend to be more interested in audit and coaching programs (TOP2: 78%) and residential water use restrictions (TOP2: 64%) than other residents.

Indigenous residents are more likely to be interested in participating in home energy loan programs than non-Indigenous people (TOP2: 81% vs 67%)



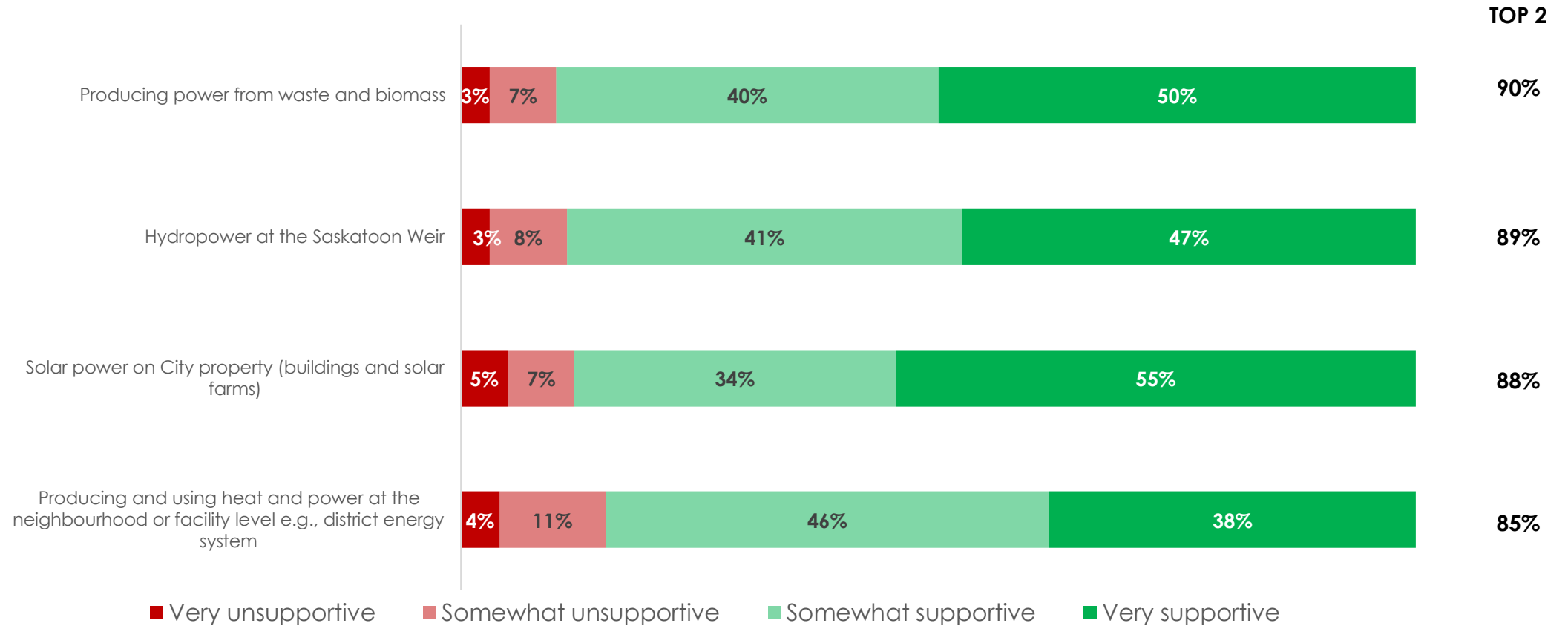
RENEWABLE ENERGY



Support for City-Led Renewable Energy Projects



The vast majority of residents are supportive of the listed City-led renewable energy projects with around 9 in 10 showing support for each project.



Support for City-Led Renewable Energy Projects - Demographics



Residents in the Nutana SDA are more likely to support the City-led renewable energy projects than other residents in the city.



Younger residents (16-34) are more likely to be supportive of solar power projects (TOP2: 92%) and neighbourhood or facility level energy systems (TOP2: 89%) than older residents.

Nutana residents tend to be supportive of all the City-led renewable energy projects compared to residents in other areas of the city.

Residents with higher income are most supportive of hydropower at the Saskatoon Weir (\$100K: TOP2: 91%).



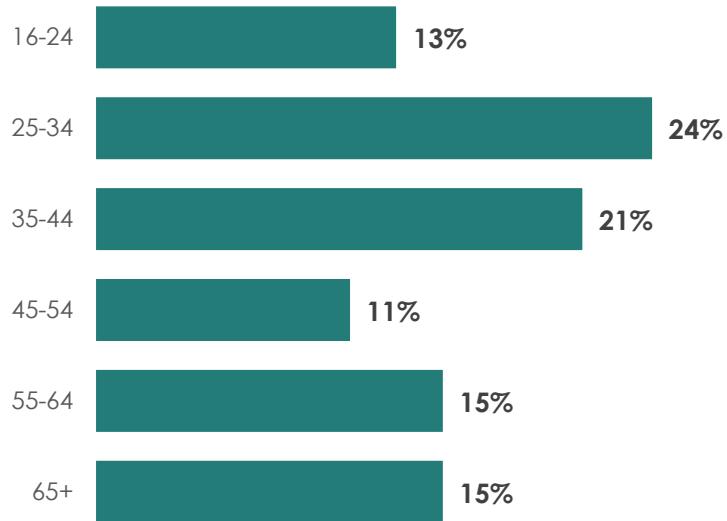
RESPONDENT PROFILE



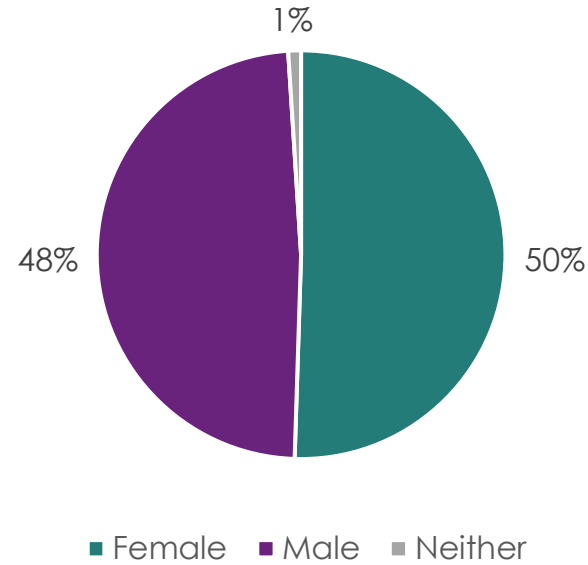
Demographics



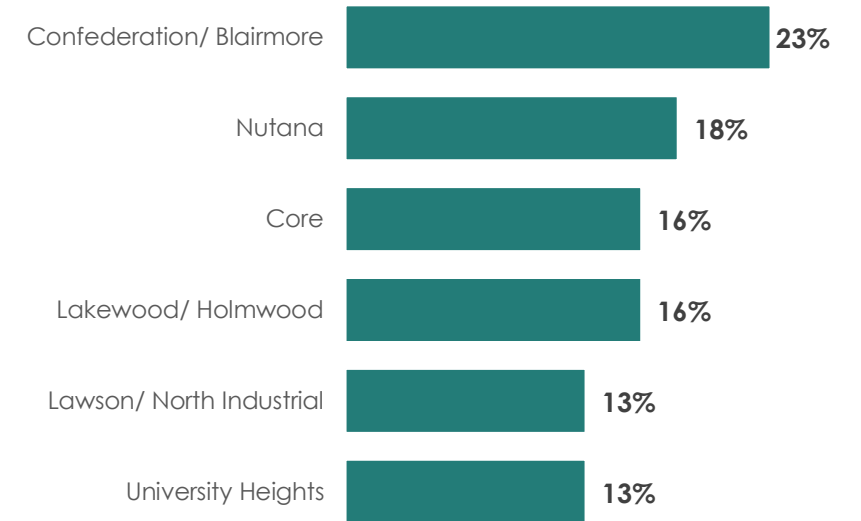
Age



Gender



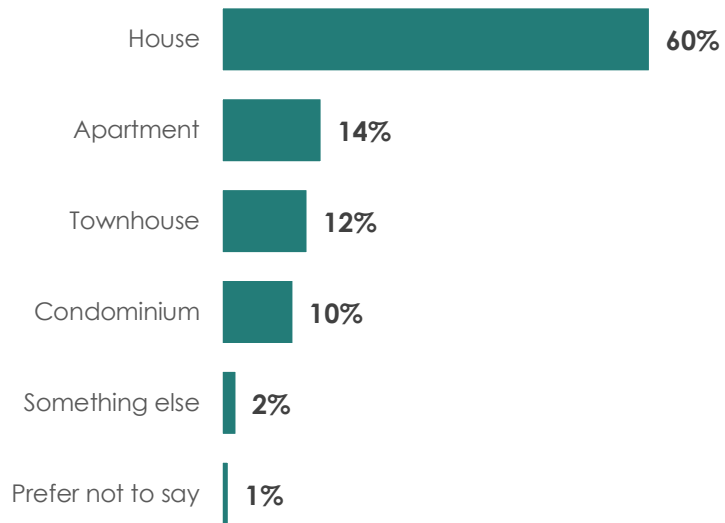
Neighbourhood



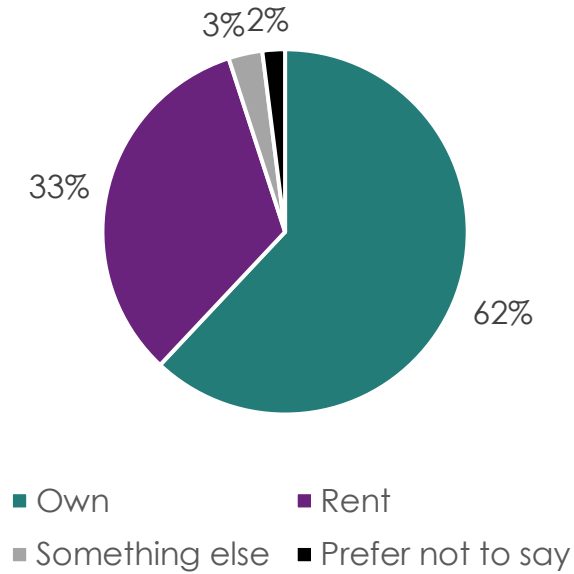
Demographics



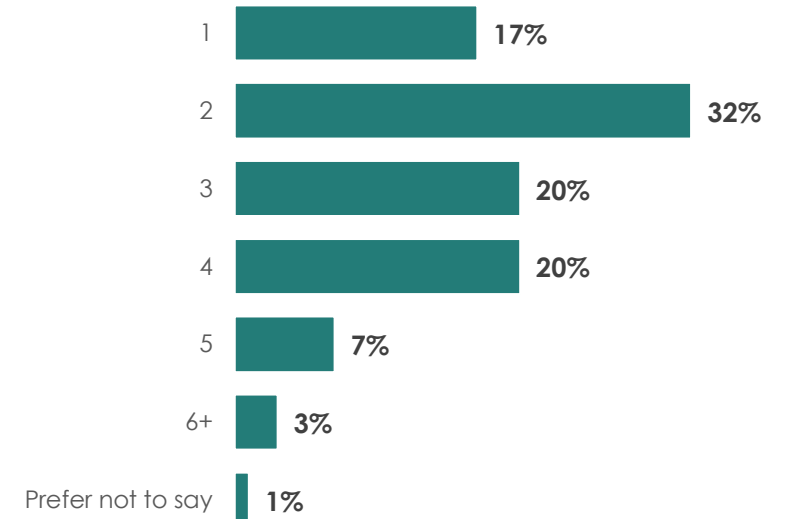
Type of Home



Home Ownership



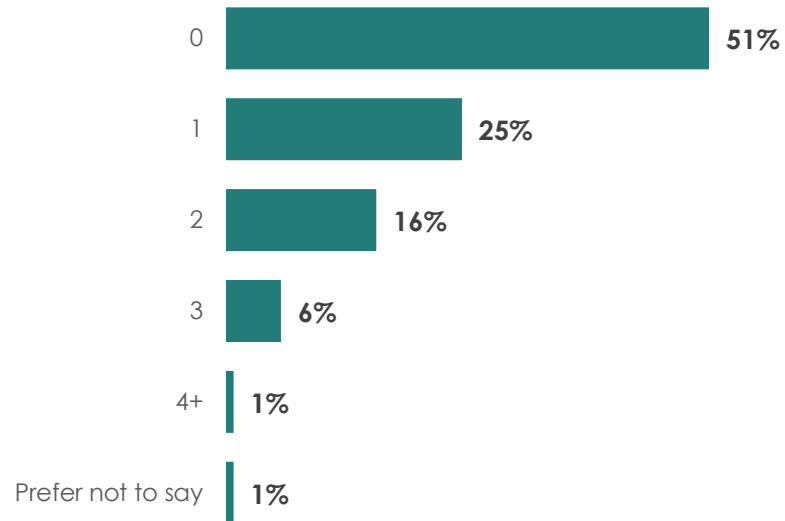
Household Size



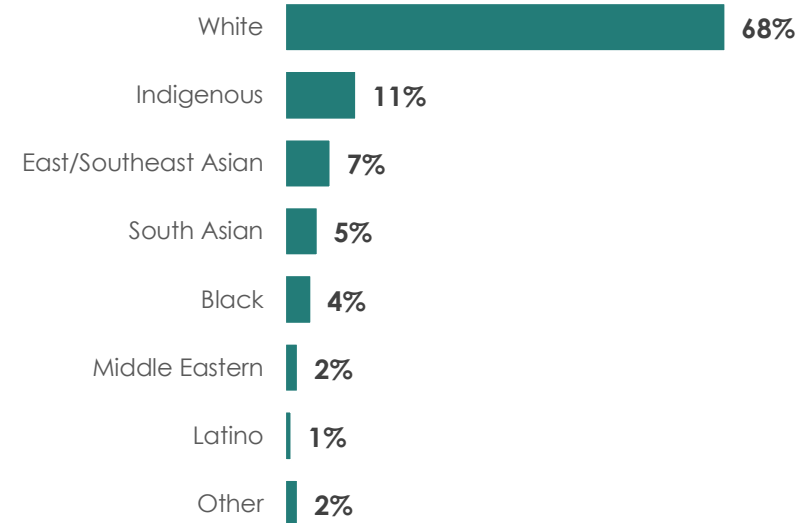
Demographics



Children in the Household



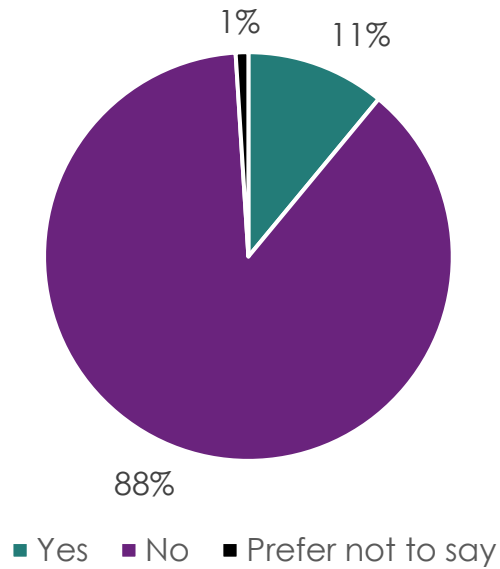
Race/Ethnicity



Demographics



Immigrant within the Last 5 Years



Household Income

