

2017 Environmental Survey – Residential Survey Results

Prepared for the City of Saskatoon

FINAL REPORT - AUGUST 25, 2017

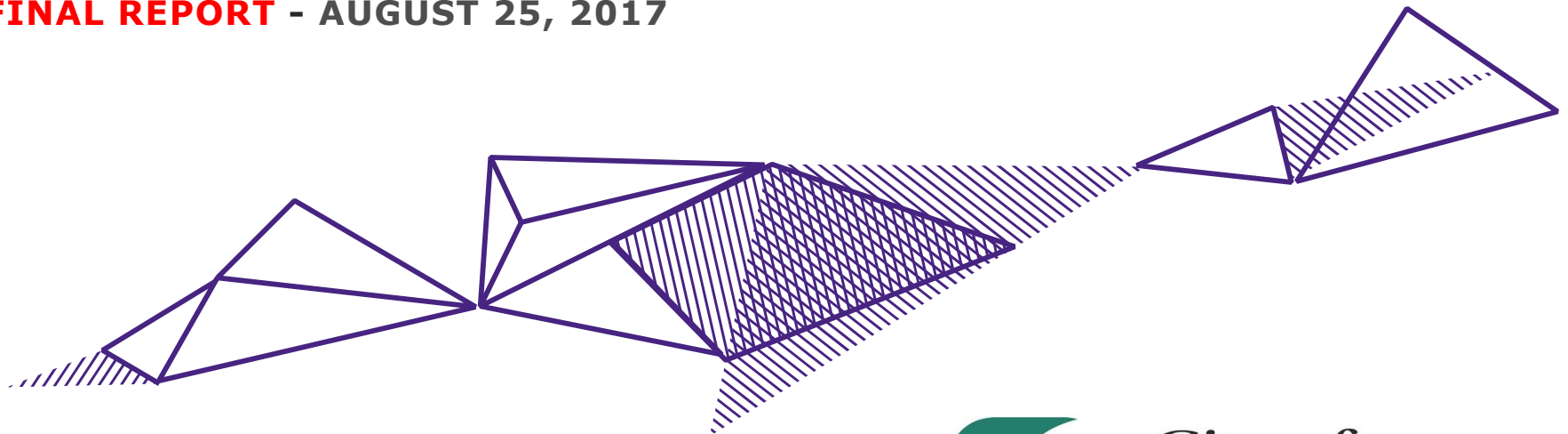


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SUMMARY

Environmental Behaviours

- Most Saskatoon residents regularly engage in at least one environmental behaviour, with the majority doing more straightforward things such as shutting off electronics when not in use, properly dispose of hazardous waste, avoid idling, and reduce water use. However, fewer than a third walk, cycle, or take public transit to work or school, with the incidence of using public or active transportation higher among younger and lower-income residents.
- Most residents have energy-efficient lights in their households. Water-reducing appliances, programmable thermostats, efficient insulation and windows, and high-efficiency boilers are also common. Very few residents use solar panels or drive electric or hybrid vehicles.
- Although cost is a key barrier to engaging in many environmental behaviours (particularly for purchasing items that reduce energy/water use), changing ingrained habits is a major impediment to ongoing behaviours, such as turning out lights and reducing water use.
- Although most residents say that they are likely to go out of their way to purchase environmentally friendly goods or services, only one quarter are very likely to do so. Those who are more environmentally conscientious (and who have higher levels of education and household income) are more likely to purchase environmentally-friendly products and services.

Perceptions of Saskatoon's Environmental Performance

- While half of residents say that the City is doing a good job addressing environmental issues in the community, fewer than one in ten say they City is doing an excellent job. The majority of Saskatoon residents tend to say the City is doing either a good or fair job in this regard.
- Residents consider the City's performance to be strongest for protecting the riverbank, waste management, and developing active transportation routes. However, fewer than half say the City is doing a good job in reducing greenhouse gas emissions or improving public transit. Residents of the Lawson SDA and those who have recently immigrated to Canada are more likely than other City residents to praise the City for its work in a number of environmental areas.

SUMMARY CONTINUED

Views Regarding Climate Change

- Almost six in ten residents believe that the science on climate change is conclusive, while three in ten believe in climate change but are not completely convinced that humans are causing it. Only one in ten believe the science around climate change is inconclusive. These perceptions about climate change are similar to those of other Canadians.
- Four in ten Saskatoon residents consider themselves very or somewhat informed about climate change, with residents demonstrating a slightly higher self-reported level of knowledge on this topic than the Canadian average.
- One in three residents believe climate change is negatively affecting Saskatoon today, with younger and more environmentally-conscientious residents more likely to agree that this challenge is facing the City right now. More than half believe that it will do so in the future, with only one in ten believe that climate change will have no impact now or in the future.
- When asked to assess how well-prepared the City is to deal with threats pertaining to climate change, residents tended to give middle-of-the-road marks. Citizens are most likely to say the City is prepared to address water quality issues extreme storms, flooding, and wildfires. Residents are least inclined to believe the City is prepared to deal with riverbank issues or loss of wildlife diversity.
- In terms of how climate change may impact them personally, residents 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. Health issues and the possibility of evacuations are the lowest-rated concerns among Saskatoon residents.

Environmental Perceptions and Social Values

- When asked to identify the main environmental issues facing the City today, residents are more likely to focus on concerns related to recycling programs and waste management, or broader sustainability issues related to water quality and traffic gridlock. Climate change is a lower area of concern, with about three in ten raising this issue.
- An exploration of residents' environmental attitudes and social values reveals that seven in ten Saskatoon residents indicate that they personally avoid using the services and products of companies they believe have a poor environmental record. About half say that government, not the private sector, should be primarily responsible for solving the country's problems, with this sentiment more likely to be expressed by young adults.

SUMMARY CONTINUED

Segmentation

- A segmentation of the adult Saskatoon population based on their attitudes towards the environment, behaviours and social values reveals five distinct clusters:
 - Tentative Conservationists, who are the largest segment of the population (41%) and tend to be somewhat engaged in environmentally-friendly behaviours, with cost and ingrained behaviour being the main barriers to increased adoption of these practices. Members of this group generally have a positive view of the City's environmental performance and feel that enough is being done to address the negative impacts of climate change.
 - Impatient Ecologists account for one in five Saskatoon residents (21%). Members of this group are very likely to be engaged in activities that reduce their environmental footprint, and are somewhat frustrated by what they feel is a lack of progress on public environmental initiatives. Impatient Ecologists are very concerned about climate change and feel more needs to be done to prepare for its negative impacts.
 - Distrustful Doubters (18%) are relatively unlikely to engage in behaviours that reduce their ecological footprint. Marked by a low level of trust in both governments and businesses, many Distrustful Doubters are not wholly convinced that climate change is caused by human activities, and tend to be less concerned about how this phenomenon could negative affect Saskatoon.
 - Laissez-Faire Skeptics (16%) share many of the same traits as Distrustful Doubters in that they are not likely and not willing to participate in environmental activities. Older and more male, this group stands out for being much more likely to believe that economic growth and the needs of business are a much greater priority than environmental protection. Members of this group also tend to be more informed about climate change as a topic - and more likely to reject outright the idea that it is even happening.
 - Erratic Environmentalists (4%) are a very small segment of the population and tend to be much younger and more diverse than the rest of the population. They are very high adopters of environmental behaviour, but unlike Impatient Ecologists tend to be more positive about the efforts being made to reduce environmental impacts and prepare for the effects of climate change. Members of this group tend to be extremely optimistic to the point of holding somewhat contradictory views about requiring more environmental protection and need to grow the economy.

INTRODUCTION & METHODOLOGY

- The City of Saskatoon required a better understanding of environmental attitudes and behaviours, perceived barriers to taking environmental actions, and perceptions of the City's environmental performance among residents of the City.
- An online survey was deployed to residents of Saskatoon. This included surveying members of an online panel, as well as telephone-to-web recruitment of respondents from among members of the general public. For the telephone-to-web portion of the study, residents were contacted randomly by telephone and provided with a link to an online version of the survey.
- A total of n=817 respondents completed the survey between June 28th and July 22nd, 2017, including n=629 panel respondents and n=188 respondents who were recruited using the telephone-to-web methodology.
- Quotas by area of Saskatoon (Suburban Development Area, or SDA), gender and age were applied to the sample, with minor statistical weighting by these variables (as well as indigenous and immigration status) utilized to ensure the sample reflects the known characteristics of the City's population (based on StatsCan data).
 - The demographic profile on p. 6 highlights the characteristics of the sample, including a comparison of how the unweighted sample compares to the known characteristics of the City's population.
- Because this is an online survey with a non-probability sample, no margin-of-error can be ascribed to these survey results. For the purposes of comparison, a margin-of-error with a probability sample of n=817 is +/- 3.4%, 19 times out of 20.

Results in this report may not add to 100% due to rounding or multiple responses. Net results cited in the text may not exactly match individual results shown in the charts due to rounding.



Respondent Characteristics

DEMOGRAPHIC PROFILE



Gender

	% of population	% of sample (unweighted)	Sample size (unweighted)
Male	49%	39%	320
Female	51%	60%	495
Other	--	<1%	2



Age range

	% of population	% of sample (unweighted)	Sample size (unweighted)
18-34	35%	25%	207
35-54	33%	30%	246
55+	32%	45%	364



Suburban Development Area (SDA)

	% of population	% of sample (unweighted)	Sample size (unweighted)
Confederation	23%	23%	189
Nutana	18%	17%	138
Lakewood/Holmwood	16%	17%	138
Core	16%	17%	142
Lawson/NW Industrial	13%	12%	98
University Heights	13%	14%	112

QA. What are the first six digits of your postal code?

QB. In what year were you born?

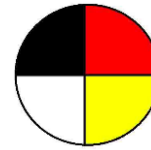
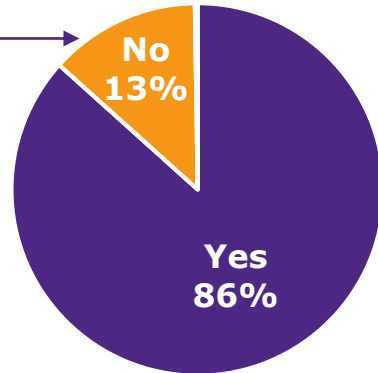
QC. What is your gender?

DEMOGRAPHIC PROFILE

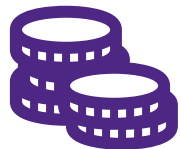
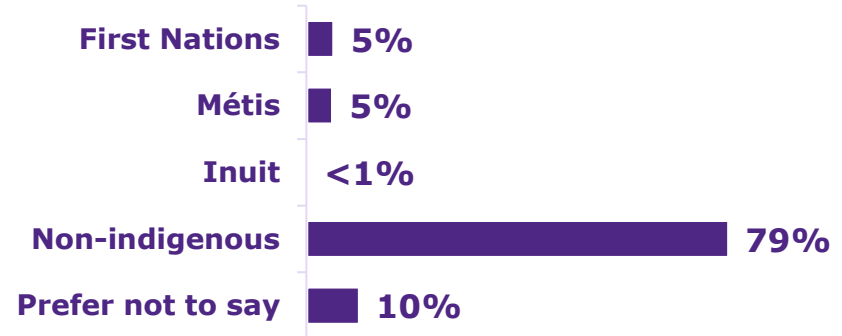


Born in Canada

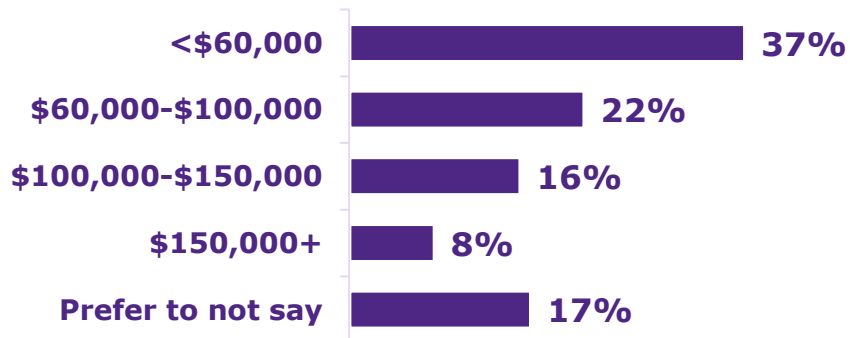
Tenure in Canada	
<5 years	6%
5+ years	7%



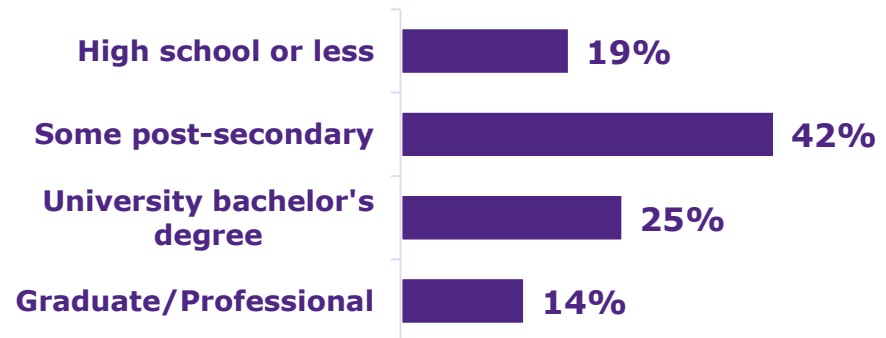
Indigenous Status



Household income



Education



QD. What is the highest level of education you have completed?

QJ. Which of the following best describes you?

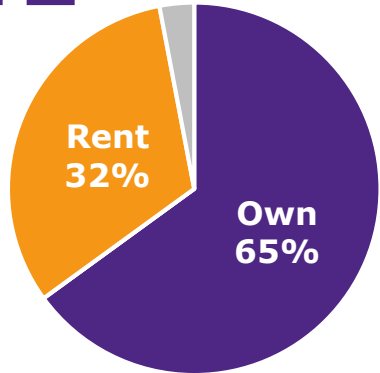
QK. Were you born in Canada?

QM. Finally, what was your household's gross annual income for the year 2016 – that is income from you and any other earners in your household, before taxes and other deductions?

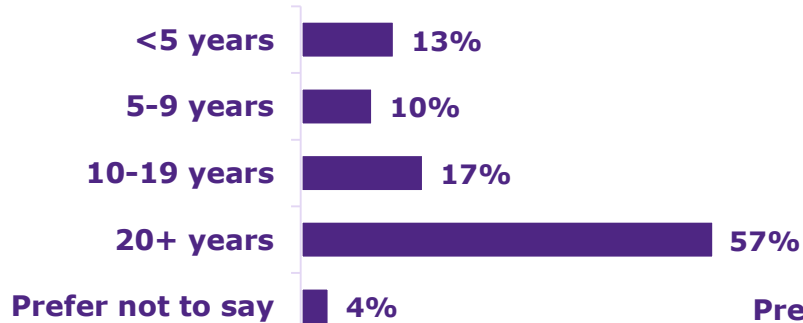
DEMOGRAPHIC PROFILE



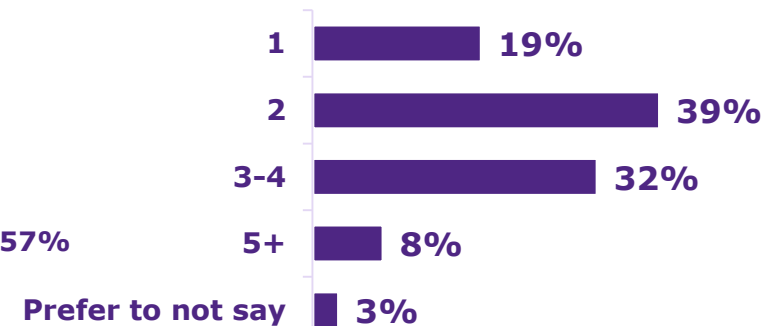
Home ownership



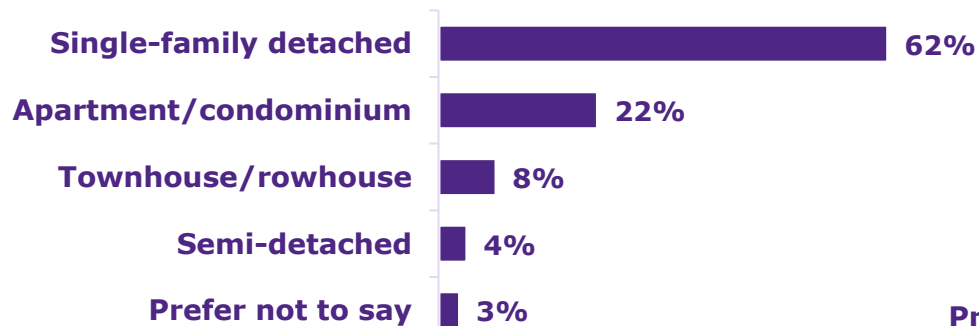
Years lived in Saskatoon



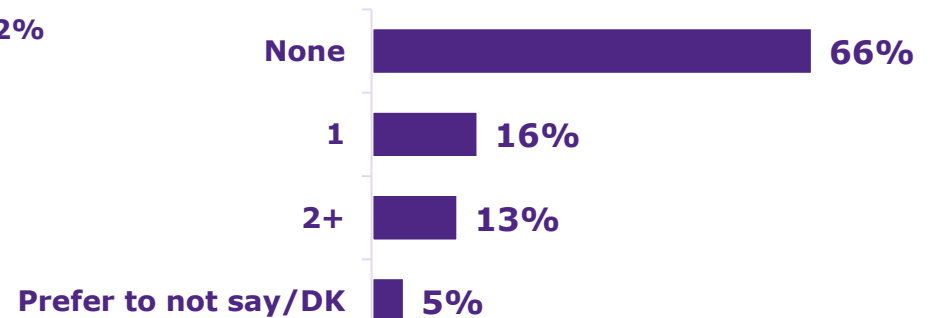
Household size



Type of dwelling



Children under 18



QE. How many years have you lived in Saskatoon?

QF. Do you own or rent your home?

QG. Which of the following types of homes do you live in?

QH. Including yourself, how many people live in your household?

QI. How many of these individuals are children under the age of 18

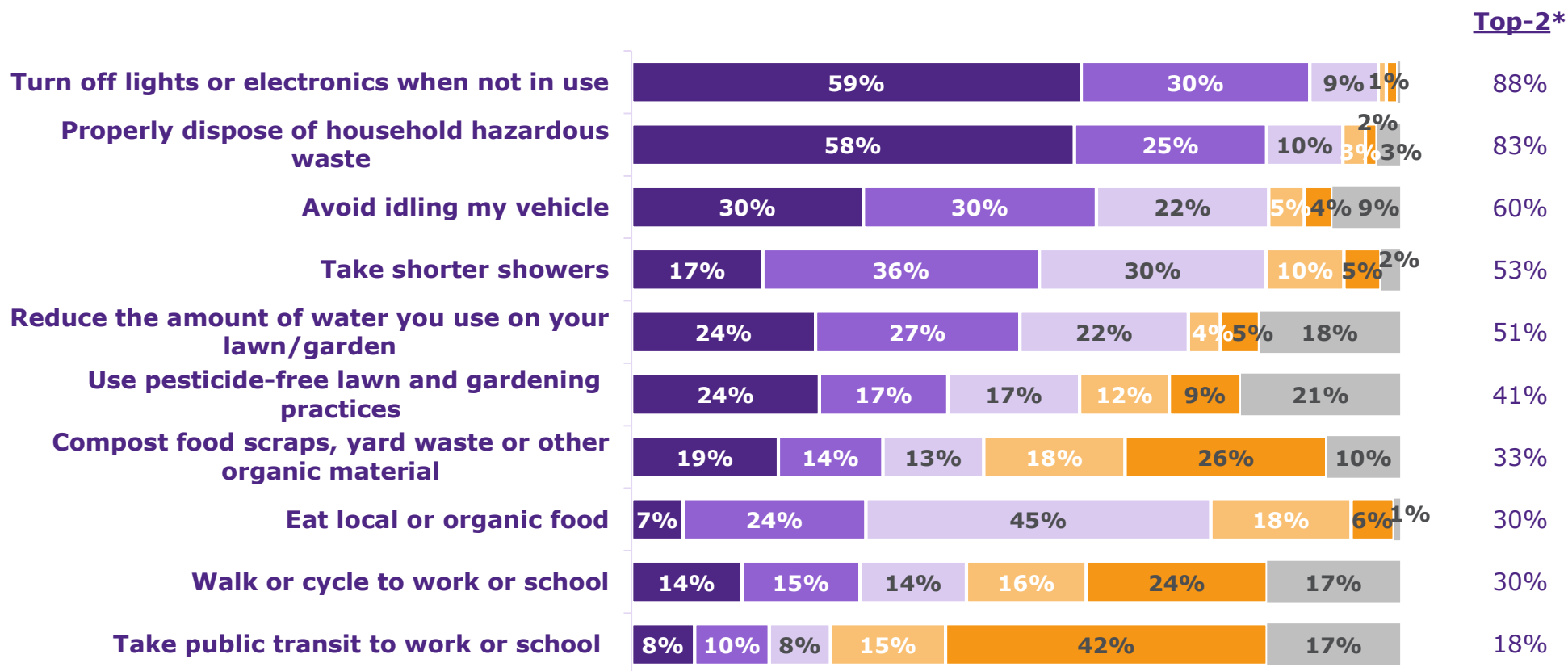


Environmental Behaviours

FREQUENCY OF ENVIRONMENTAL BEHAVIOURS

Saskatoon residents are most likely to report that they turn off electronics when not in use and properly dispose of hazardous waste.

■ Always ■ Often ■ Sometimes ■ Rarely ■ Never ■ Not applicable



Q2. Which of the following activities do you take part in on a regular basis? For each one, please indicate if you always, often, sometimes, rarely or never do this. (If not applicable, please indicate using that response).

Base: Split sample (n = 407-409).

*Top-2 indicates those who always or often engage in this behaviour.

ENVIRONMENTAL BEHAVIOURS VARIATIONS BY SUBGROUP

Younger, urban and lower-income residents are more likely to use public transit or active transportation on a regular basis.



- Transit usage is significantly higher among:
 - Residents of the Core area (32% take public transit always or often)
 - Younger adults (25% among those 18-34)
 - Indigenous residents (34%)
 - Recent immigrants (43% among those who immigrated <5 years ago)
 - Those with lower household incomes (35% among those earning <\$30K).
- Core area residents (59%), younger adults age 18-34 (43%) and those with lower household incomes are also more likely to report that they walk or bike to work/school.
- Composting of food scraps and other organic material is higher among recent immigrants (54% of those who came to Canada <5 years ago always or often compost, compared to 38% among those who came more than five years ago and 31% among non-immigrants).
- Recent immigrants are also more likely to indicate that they eat local or organic food (56% vs. 29% among non-immigrants).
- Older adults are more likely to properly dispose of household hazardous waste (90% of those 55+ always/often do this) and avoiding idling their vehicle (69%).

Q2. Which of the following activities do you take part in on a regular basis? For each one, please indicate if you always, often, sometimes, rarely or never do this. (If not applicable, please indicate using that response).

Base: Split sample (n = 407-409).

*Top-2 indicates those who always or often engage in this behaviour.

BARRIERS TO ENGAGING IN SPECIFIC ACTIVITIES

Ingrained habits are a barrier to reducing electricity and water use, while cost is the main barrier to eating local/organic food.



Eating local/organic food	Turning off lights/electronics	Reducing water use on lawn/garden	Taking shorter showers	Avoiding idling vehicle
<p>Cost: 68%</p> <p>Inconvenience and/or availability of organic food: 29%</p> <p>Don't believe in benefits of organic food: 7%</p> <p>Will buy what I need anyway: 5%</p> <p>Unsure: 3%</p>	<p>I/others forget to do it: 27%</p> <p>Time to boot up electronics: 11%</p> <p>Not convenient: 8%</p> <p>Want lights on for safety: 6%</p> <p>Smart devices remain on: 6%</p> <p>Unsure: 19%</p>	<p>Lack of rain: 22%</p> <p>Want a green lawn: 19%</p> <p>Only water as necessary: 9%</p> <p>Have big yard: 8%</p> <p>Plants need water: 8%</p> <p>Heat: 6%</p> <p>Unsure: 14%</p>	<p>Prefer long showers: 25%</p> <p>Need to clean/wash hair properly: 22%</p> <p>Take short showers now: 7%</p> <p>Long showers relieve pain: 4%</p> <p>Unsure: 5%</p>	<p>Weather: 32%</p> <p>Rarely idle: 11%</p> <p>Inconvenient: 11%</p> <p>Always on the go: 9%</p> <p>Traffic flow: 8%</p> <p>I forget: 4%</p> <p>Unsure: 6%</p>

Q2B. What, if anything, prevents you from...

... eating local or organic food more often? (Base: Those who rarely, sometimes or never eat local/organic food, n=276)

... taking shorter showers more often? (Base: Those who rarely, sometimes or never take shorter showers, n=175)

... reducing the amount of water you use on your lawn/garden more often? (Base: Those who rarely, sometimes or never reduce the amount of water they use on their lawn/garden, n=125)

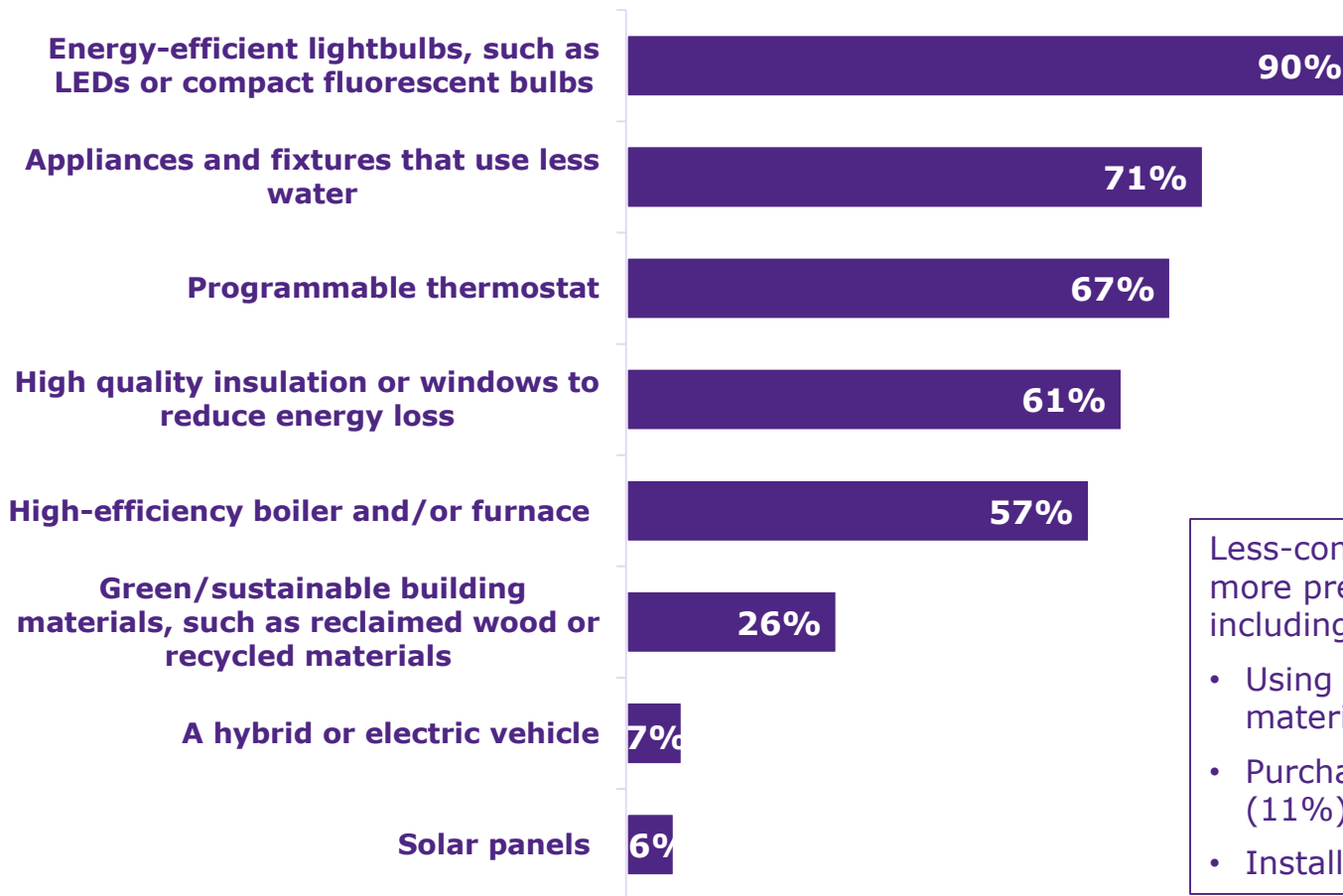
... turning off lights/electronics more often (Base: Those who rarely, sometimes or never turn off lights/electronics, n=41)

... avoiding idling your vehicle more often? (Base: Those who rarely, sometimes or never avoid idling their vehicle, n=41)

*NB: All samples are split samples.

USE OF ENVIRONMENTALLY FRIENDLY TECHNOLOGY

Residents are most likely to have installed energy-efficient lights, with water-reducing appliances, programmable thermostats and efficient insulation/windows also common.



Less-common environmental actions are more prevalent among younger adults, including:

- Using green/sustainable building materials (36% among those 18-34)
- Purchasing a hybrid/electric vehicle (11%)
- Installing solar panels (11%)

Q3. Which of the following items, if any, do you have in your home to reduce your environmental impact?
Base: Split sample (n = 407-409).

BARRIERS TO USING GREEN TECHNOLOGY

Cost is the key barrier preventing Saskatoon residents from installing solar panels, new insulation/windows and water-saving appliances.



	Installing solar panels	Installing high-quality windows/insulation	Installing water-efficient appliances
Cost	61%	60%	43%
Don't own home	17%	22%	20%
Current item(s) are new/work fine	-	-	13%
Lack of knowledge/hadn't considered it	10%	--	4%
Bylaw restrictions	8%	5%	-
Logistical issue (e.g. lack of space)	6%	3%	-
Takes too much time	-	4%	3%
(Unsure)	3%	10%	15%

Q2B. What, if anything, prevents you from...

... installing solar panels? (Base: Those who have not installed solar panels, n=328)

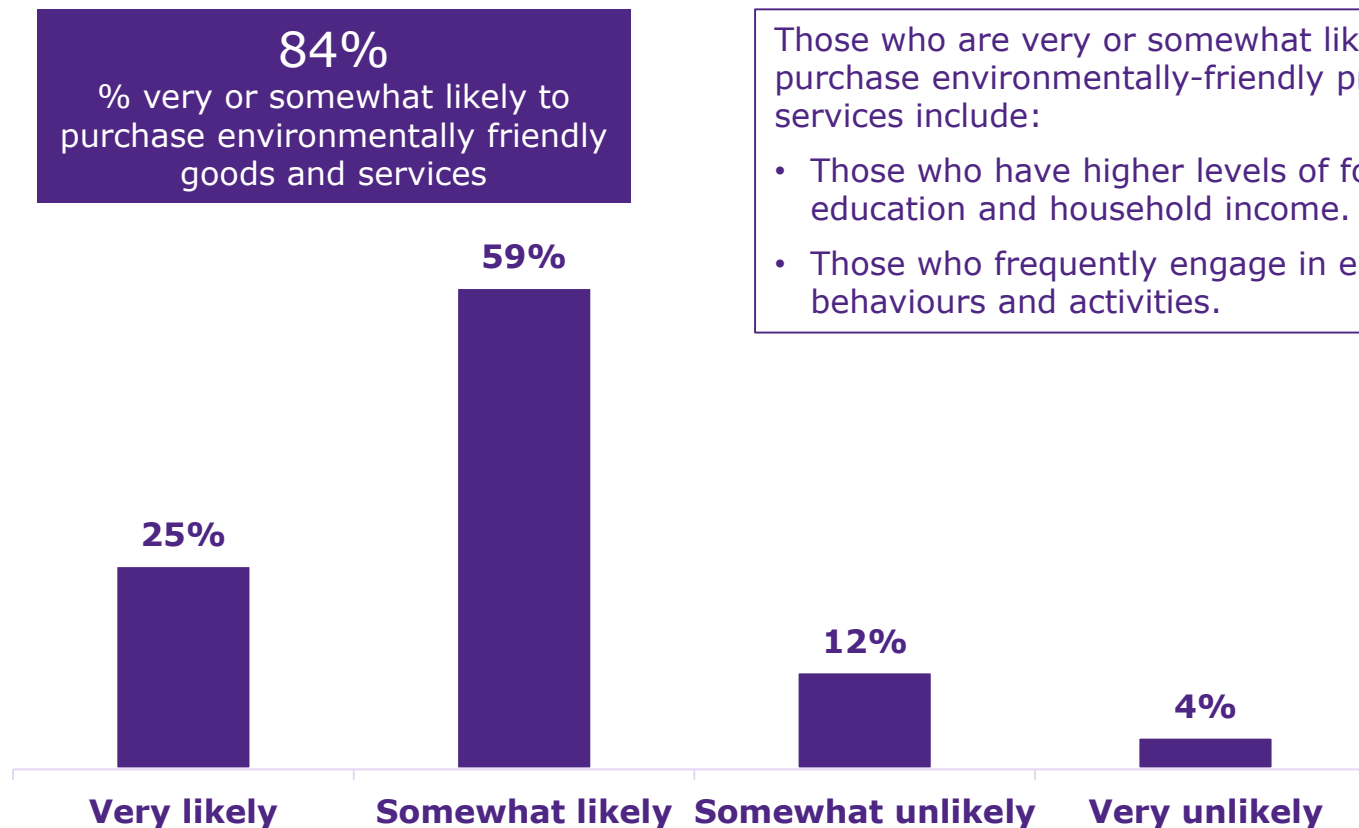
... installing high quality windows/insulation to reduce energy loss? (Base: Those who have not installed windows/insulation, n=122)

... installing appliances or fixtures that use less water? (Base: Those who have not installed water efficient fixtures, n=90)

*NB: All samples are split samples.

LIKELIHOOD OF PURCHASING ENVIRONMENTALLY FRIENDLY PRODUCTS/SERVICES

More than four in five residents will go out of their way to purchase environmentally friendly products and services, though just one in four are very likely to do so.



Those who are very or somewhat likely to purchase environmentally-friendly products and services include:

- Those who have higher levels of formal education and household income.
- Those who frequently engage in environmental behaviours and activities.

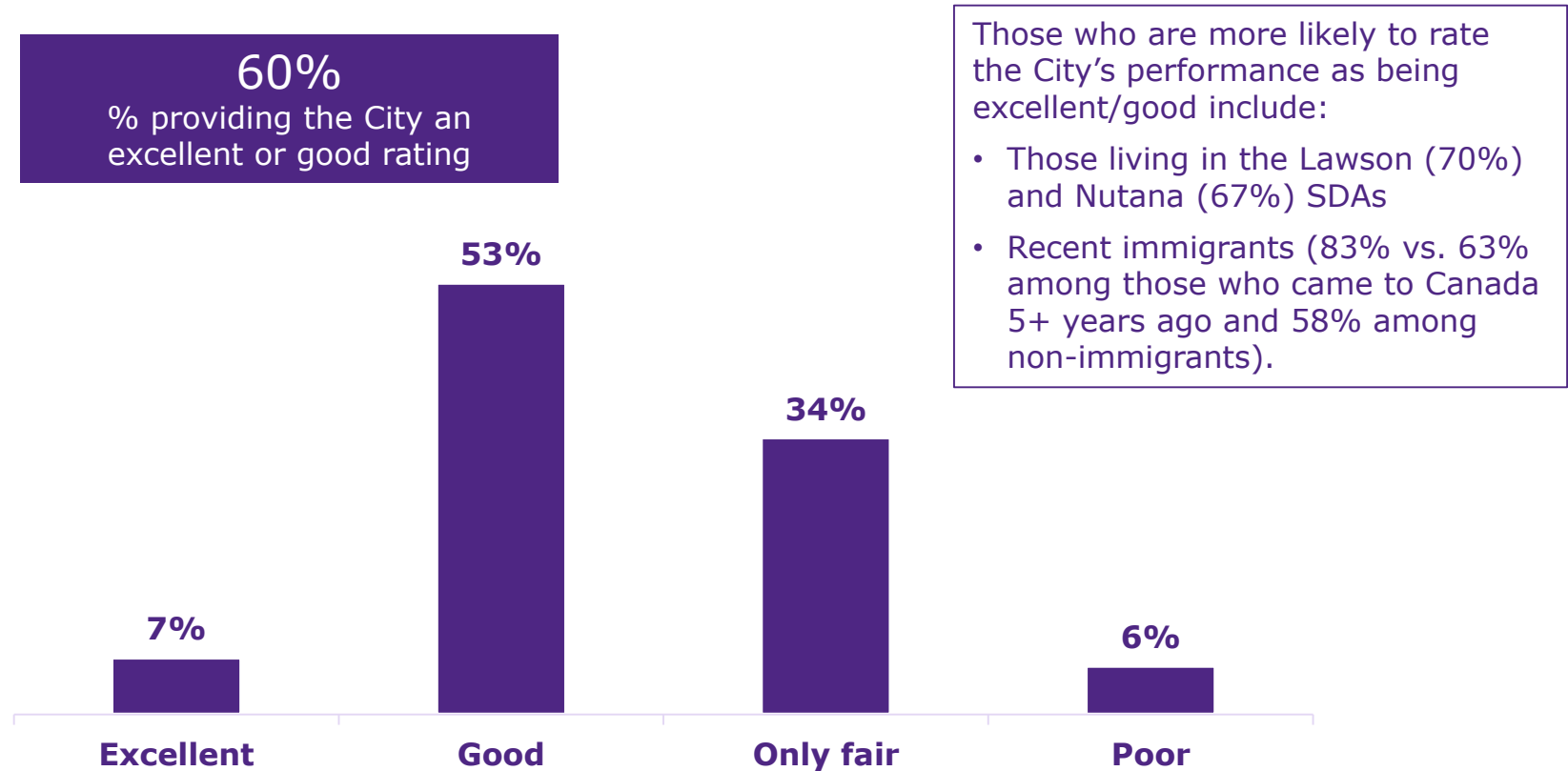
Q4. How likely are you to go out of your way purchase environmentally-friendly products and services?



Perceptions of Saskatoon's Environmental Performance

PERCEPTION OF THE CITY OF SASKATOON'S ENVIRONMENTAL PERFORMANCE

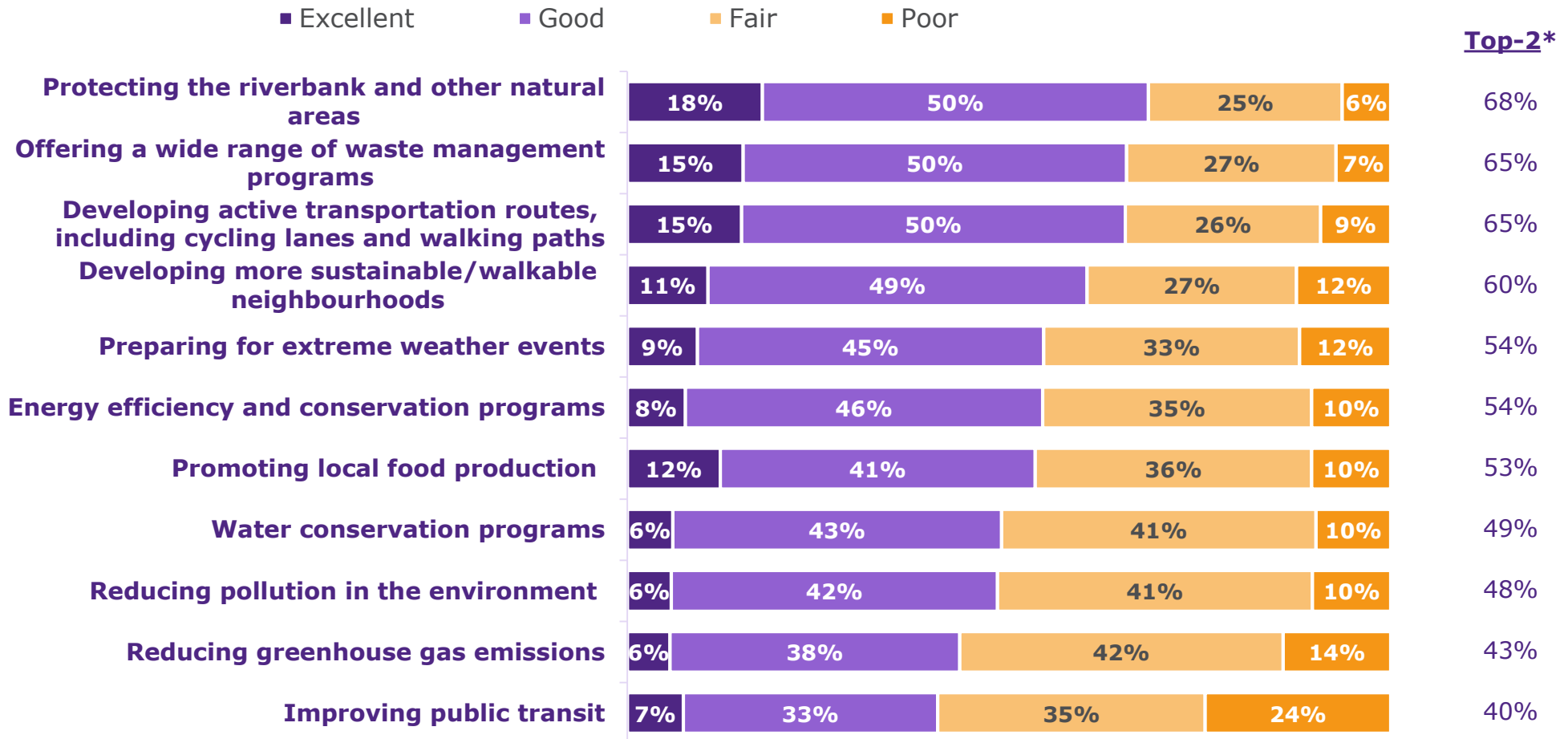
Three in five Saskatoon residents give the City high marks for its environmental performance, with the majority agreeing it is doing a “good” job.



Q5. How would you rate the efforts of the City of Saskatoon in addressing environmental issues in the community?

CITY ENVIRONMENTAL INITIATIVE PERFORMANCE

Residents consider the City's performance to be strongest on protecting the riverbank, waste management, and developing active transportation routes.



Q6. Thinking about environmental initiatives taking place in Saskatoon, how well is the City of Saskatoon performing in each of the following areas?

*Top-2 indicates those who select excellent/good.

CITY ENVIRONMENTAL PERFORMANCE

VARIATIONS BY SUB-GROUP

Residents of the Lawson SDA are more likely to praise the City for its work protecting the riverbank and conservation.



- Those who live in the Lawson neighbourhood are more likely to praise the City's performance on several fronts, including:
 - Protecting the riverbank/natural areas (82% vs. 68% city-wide)
 - Developing active transportation routes (78% vs. 65%)
 - Water conservation programs (59% vs. 49%)
 - Reducing greenhouse gas emissions (55% vs. 43%)
- Those who live in the University Heights SDA are more likely to offer the City high marks for making new/existing neighbourhoods more sustainable (72% vs. 60% city-wide)
- Those who live in the Confederation SDA are most likely to credit the City's efforts to improve public transit (48% vs. 40% city-wide)
- New Canadians who have been in the country for less than five years are more likely than non-immigrants to praise the City's work on most of these initiatives.
- Overall, those who engage in environmental behaviour more frequently, as well as those who consider themselves to be relatively informed about climate change, tend to offer higher marks to the City in most of these areas. Similarly, those who are generally satisfied with the City's environmental performance also express more satisfaction with the City's performance in specific areas.

Q6. Thinking about environmental initiatives taking place in Saskatoon, how well is the City of Saskatoon performing in each of the following areas?

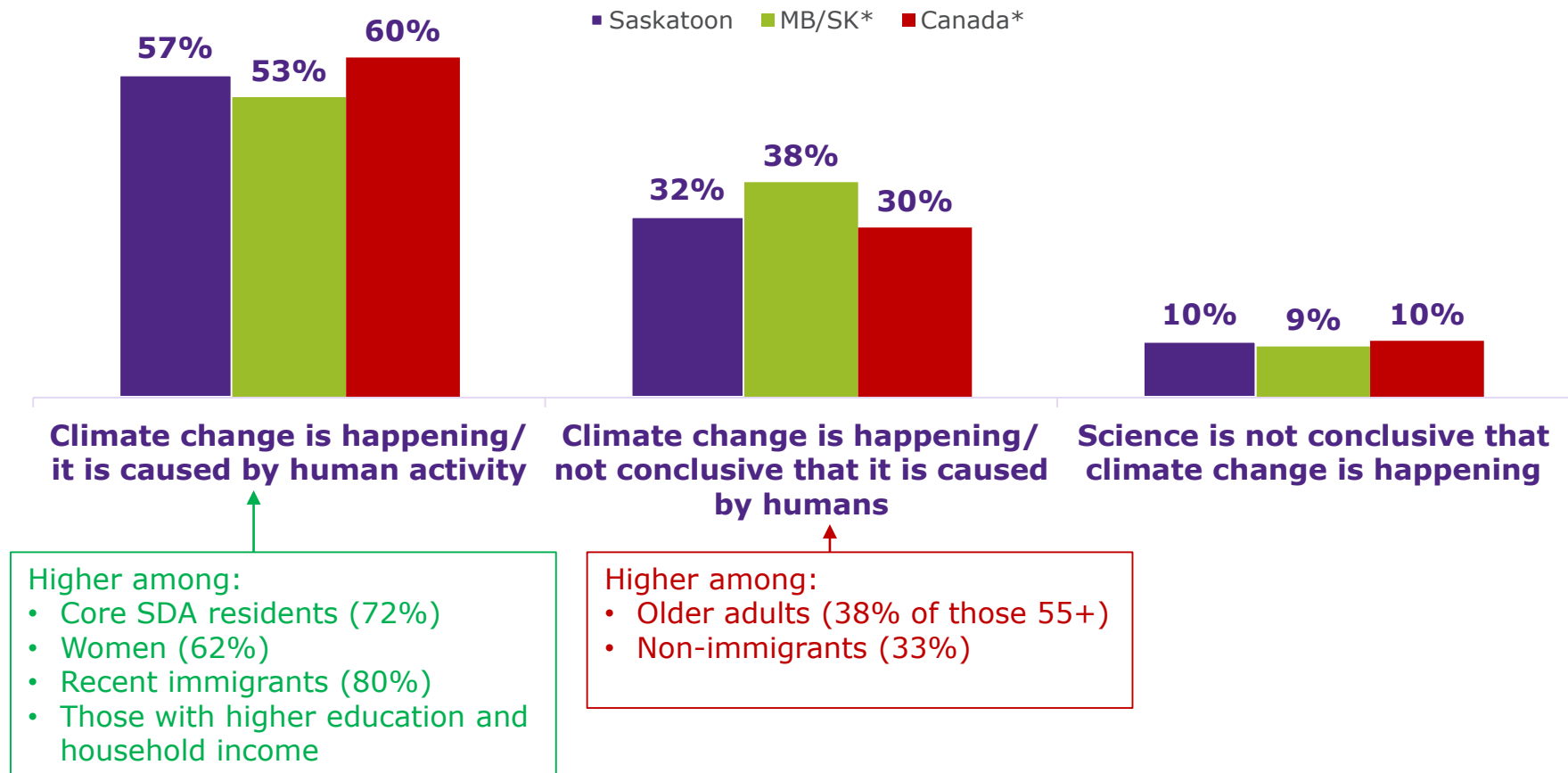
*Top-2 indicates those who select excellent/good.



Views on Climate Change

VIEWS REGARDING CLIMATE CHANGE

Nearly three in five Saskatoon residents believe climate change is happening and that it is caused by human activity.



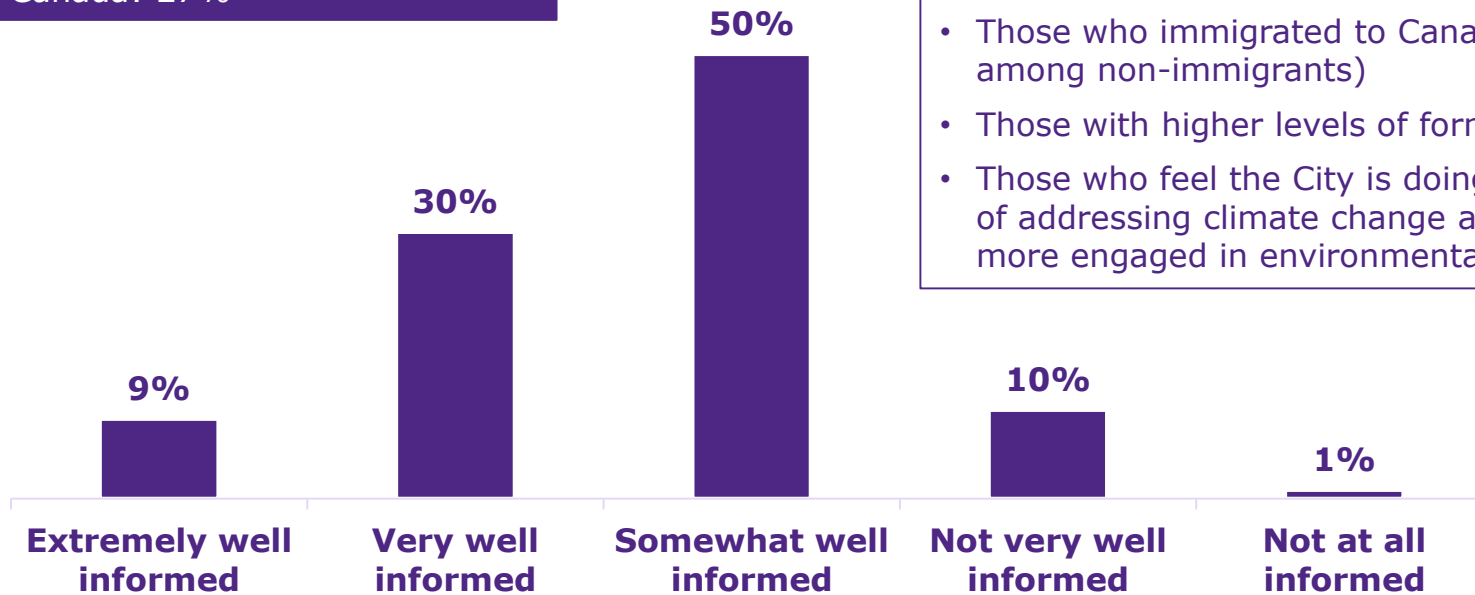
Q7. Which one of the following statements best fits your own view about the latest scientific evidence about climate change?
 *Results for Saskatchewan/Manitoba and Canada are taken from the Environics Canadian Environmental Barometer – Winter 2017 wave, which was conducted online with n=2,035 respondents (including n=256 in Saskatchewan/Manitoba) between January 4th and 15th, 2017.

PERCEIVED LEVEL OF KNOWLEDGE ABOUT CLIMATE CHANGE

Four in ten residents consider themselves well informed about climate change – which is higher than the Canadian average.

% who feel extremely/very well informed about climate change:

- **Saskatoon: 39%**
- Saskatchewan/Manitoba: 27%
- Canada: 27%



Those who are more likely to feel extremely or very well informed about climate change include:

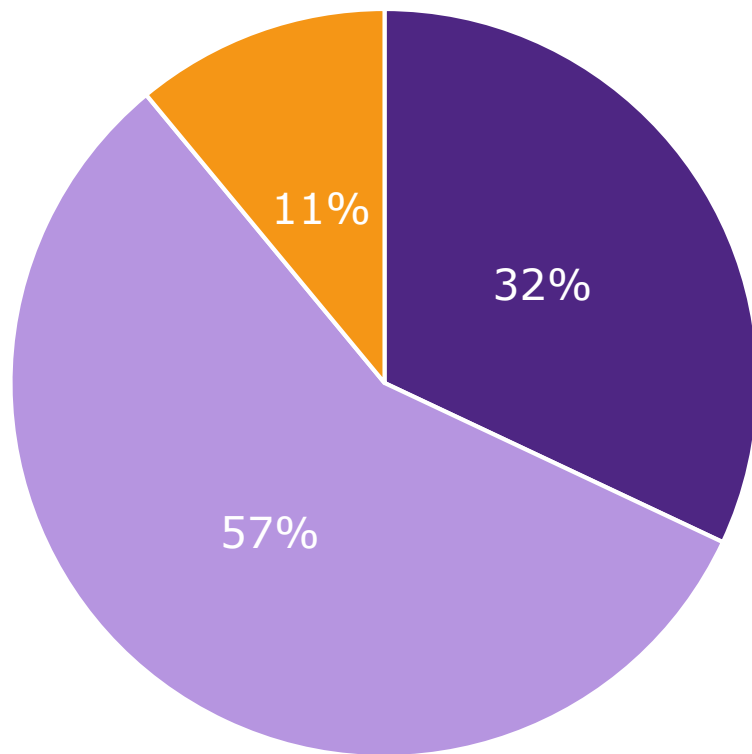
- Men (48% vs. 31% among women)
- Younger adults (42% among those 18-34 and 43% among those 35-54)
- Those who immigrated to Canada (54% vs. 37% among non-immigrants)
- Those with higher levels of formal education
- Those who feel the City is doing an excellent job of addressing climate change and those who are more engaged in environmental behaviours

Q8. In general, how well informed do you feel about climate change?

**Results for Saskatchewan/Manitoba and Canada are taken from the Environics Canadian Environmental Barometer – Fall 2015 wave, which was conducted online with n=2,018 respondents (including n=251 in Saskatchewan/Manitoba) between November 25th and December 4th, 2015.*

PERCEPTION OF HOW CLIMATE CHANGE WILL AFFECT SASKATOON

The majority of residents believe climate change is not impacting Saskatoon today, but they expect it will have a negative impact in the future.



- It is negatively affecting Saskatoon today
- It is not affecting Saskatoon today, but it will negatively affect the city in the future
- It is not having any effect on Saskatoon today, and it will not in the future

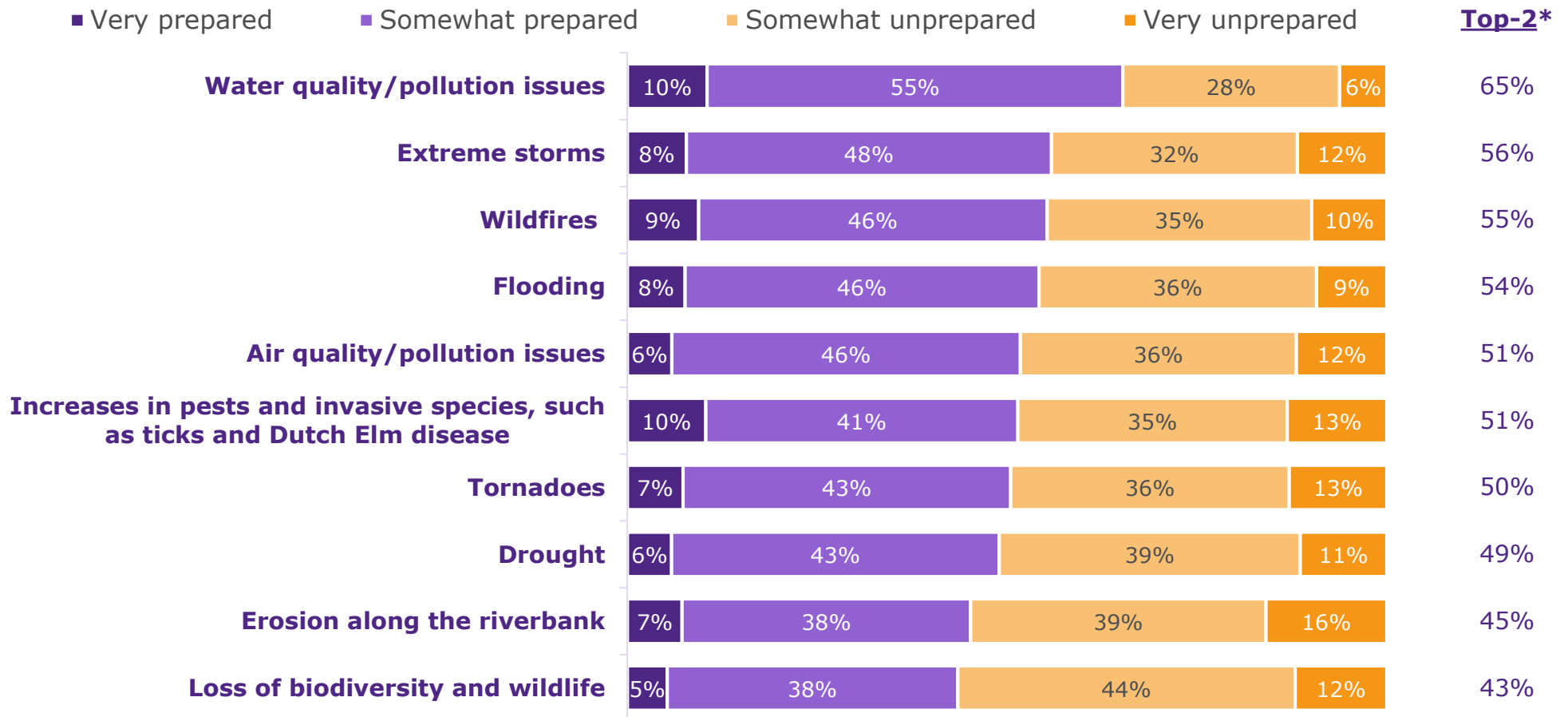
Those who are more likely to feel climate change is negatively affecting the City today include:

- Residents of the Core SDA (42%)
- Women (36%)
- Younger adults (40% among those 18-34)
- Those with higher levels of education
- Those who engage in environmental behaviours on a frequent basis.

Q9. Which of the following three statements about climate change comes closest to your own view?

CITY PREPAREDNESS FOR CLIMATE CHANGE

Residents believe the City is most prepared to deal with water quality issues, followed by extreme storms, flooding, and wildfires.



Q10. Many communities are taking steps to adapt to the effects of a changing climate. In your opinion, how prepared is Saskatoon to deal with the following impacts of climate change?

Subsample : Those who believe CC is impacting/will impact Saskatoon (n=720)

*Top-2 indicates those who say the City is very or somewhat prepared.

CITY PREPAREDNESS FOR CLIMATE CHANGE

VARIATIONS BY SUB-GROUP

Older residents, men and Lawson residents are more believe Saskatoon is prepared to deal with how climate change will impact the City's water.



- Several groups are more likely than others to believe the City is prepared to deal with climate change's impacts on Saskatoon's drinking water quality, including:
 - Residents of the Lawson SDA (82% vs. 65% city-wide)
 - Men (70% vs. 61% among women)
 - Older residents age 55 and over (74% vs. 58% among those 18-34).
- These same groups are also more likely to believe the City is prepared to address flooding.
- Immigrants to Canada are more likely to agree that the City is prepared to deal with invasive pest species, drought, erosion and the loss of biodiversity/wildlife.
- Those with higher levels of education and household income are more likely to believe the City is prepared to deal with tornadoes.

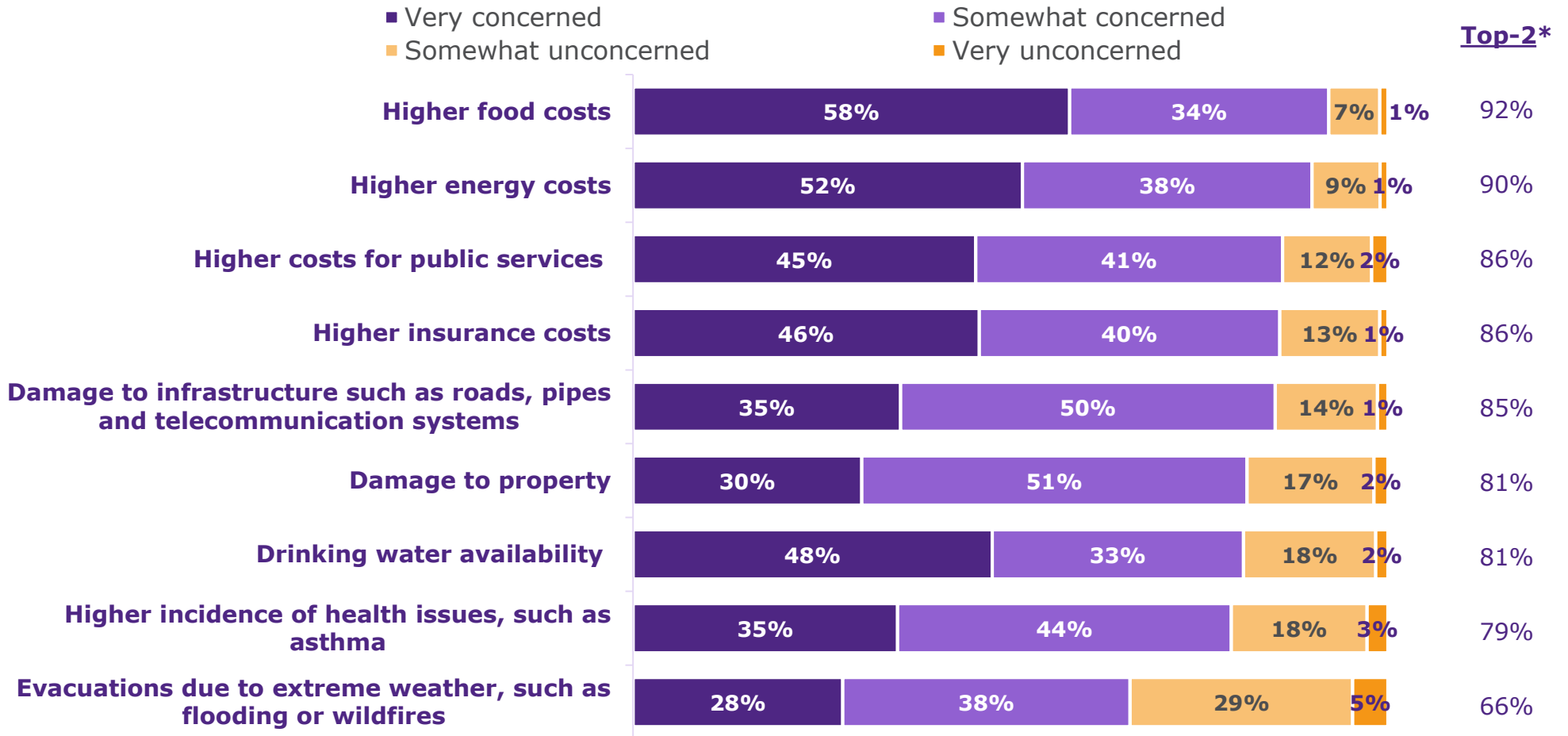
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Subsample : Those who believe CC is impacting/will impact Saskatoon (n=720)

*Top-2 indicates those who say the City is very or somewhat prepared.

CONCERN ABOUT IMPACTS OF CLIMATE CHANGE

Residents are most concerned about climate change leading to higher costs, including for food, energy, public services and insurance.



Q11. How concerned are you about each of the potential impacts of a changing climate?

Subsample : Those who believe CC is impacting/will impact Saskatoon (n=720)

*Top-2 indicates those who are very or somewhat concerned.

CONCERN ABOUT IMPACTS OF CLIMATE CHANGE

VARIATIONS BY SUB-GROUP

Older residents and homeowners tend to be more concerned about climate change's impacts on property.



INSTAGRAM.COM/RIYLEE

- Older residents tend to be more worried about property-related impacts, such as higher insurance costs (92% among those 55+ vs. 79% among those 18-34), high costs for public services (90% vs. 81%), damage to infrastructure (89% vs. 83%) and damage to property (86% vs. 78%).
- Similarly, homeowners are more likely than renters to worry about higher insurance costs (90% vs. 79%) and damage to property (84% vs. 76%).
- Those who live in the Lawson and Confederation SDAs tend to be more concerned than other city residents about damage to property (90% and 88%, respectively, versus 81% city wide) and drinking water availability (90% and 87% vs. 81%).
- Recent immigrants to Canada and indigenous citizens tend to be more concerned than other residents of the city about most of these impacts.
- Women tend to be more concerned than men about many of these items, particularly drinking water availability (86% vs. 75%), health issues such as asthma (84% vs. 74%) and evacuations due to extreme weather (72% vs. 59%).
- Lower-income earners tend to be most concerned about having to evacuate (75% among those earning <\$40K vs. 55% among those earning \$100K+).

Q11. How concerned are you about each of the potential impacts of a changing climate?

Subsample : Those who believe CC is impacting/will impact Saskatoon (n=720)

*Top-2 indicates those who are very or somewhat concerned.



Environmental Perceptions and Social Values

MOST IMPORTANT ENVIRONMENTAL CHALLENGE

Residents are most likely to say that issues related to waste and recycling are the most important challenges facing the City today.

Waste/Recycling Mentions – 55%

- 28% Waste management/too much garbage sent to the landfill
- 14% Availability of recycling program/recycling program is inadequate
- 8% Litter/garbage/city cleanliness
- 2% Inadequate composting programs
- 3% Other waste/recycling mentions



Sustainability Mentions – 55%

- 12% Poor drinking water/water pollution
- 9% Water management/conservation
- 9% Pollution (general)
- 7% Urban sprawl
- 7% Traffic congestion/gridlock
- 6% Air quality
- 5% Poor transit system

Climate Change Mentions – 30%

- 10% Climate Change/Global Warming
- 6% Greenhouse/carbon emissions
- 5% Extreme weather
- 5% Lack of renewable energy sources
- 4% Emissions from vehicles

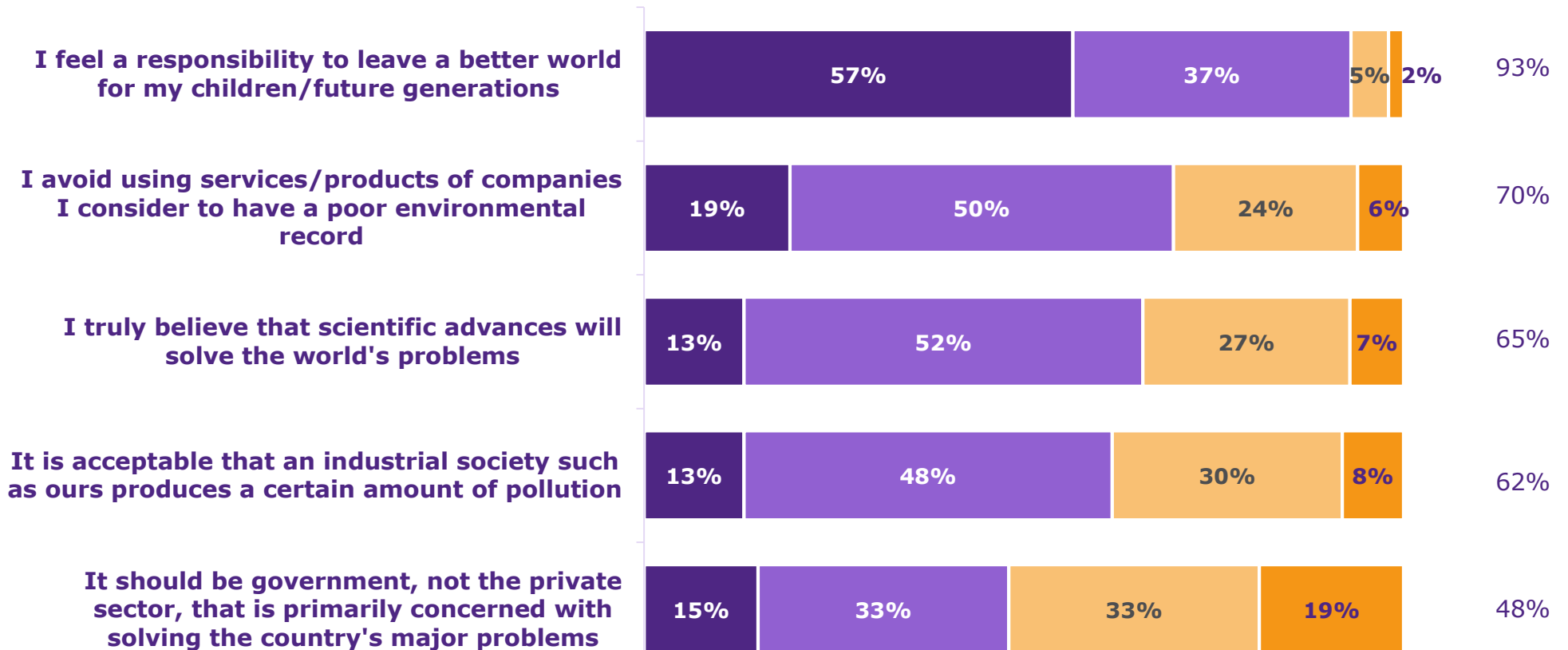
Q1. In your opinion, what is the most important environmental challenge facing Saskatoon today?

SOCIAL VALUES RELATED TO THE ENVIRONMENT

Seven in ten Saskatoon residents say they avoid using services and products of companies they feel have a poor environmental record.

■ Totally agree ■ Somewhat agree ■ Somewhat disagree ■ Totally disagree

Top-2*



Q12. The following is a series of questions on what people think and do. The purpose is to get a broad understanding of the core values of Saskatoon residents. Please answer according to what you think or do personally, disregarding what other members of your household might think. For each one please indicate if you totally agree, somewhat agree, somewhat disagree or strongly disagree.

*Top-2 indicates those who totally/somewhat agree.

SOCIAL VALUES RELATED TO THE ENVIRONMENT

VARIATIONS BY SUB-GROUP

Younger adults are more likely to have faith in both science and government to solve major problems.



- Younger adults aged 18-34 (74% vs. 60% among those age 55+), indigenous citizens (80% vs. 63% among non-indigenous residents) and recent newcomers (79% of those in Canada for <5 years) are more likely to have faith that scientific advances will solve the world's major problems.
- Younger adults (59% vs. 34% among those age 55+), as well as those with lower levels of education and household income, are more likely to agree that the government should be more involved than the private sector in solving the country's problems.
- Those with higher levels of formal education are more likely to avoid using the products and services of companies they believe have a poor environmental record (81% among those with a graduate degree versus 64% among those with high school or less).

Q12. The following is a series of questions on what people think and do. The purpose is to get a broad understanding of the core values of Saskatoon residents. Please answer according to what you think or do personally, disregarding what other members of your household might think. For each one please indicate if you totally agree, somewhat agree, somewhat disagree or strongly disagree.

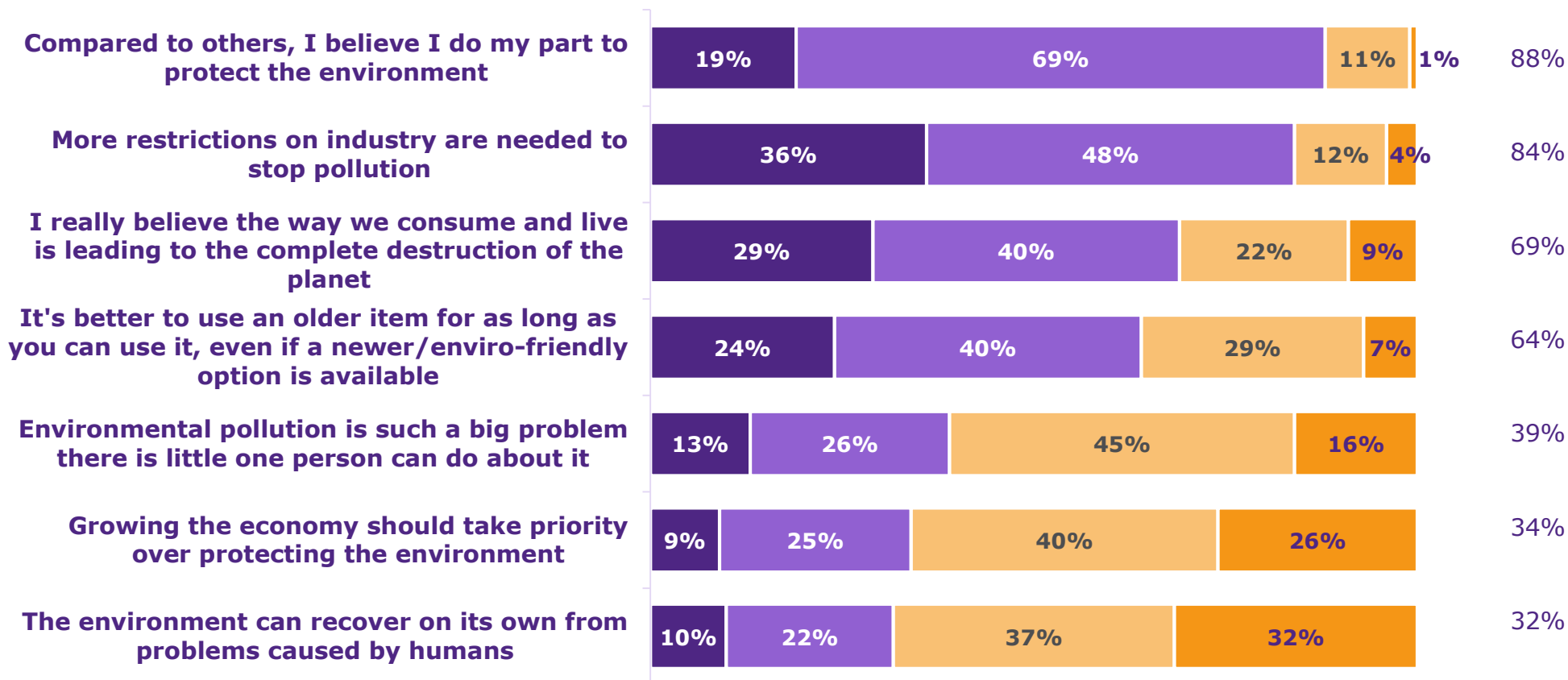
*Top-2 indicates those who totally/somewhat agree.

ENVIRONMENTAL ATTITUDES/BEHAVIOURS

More than four in five Saskatoon residents support more restrictions on businesses in order to prevent pollution.

■ Totally agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Totally disagree

Top-2*



Q12. To what extent do you agree or disagree with the following statements?

*Top-2 indicates those who totally/somewhat agree.

ENVIRONMENTAL ATTITUDES/BEHAVIOURS

VARIATIONS BY SUB-GROUP

Younger adults are more likely to take a pessimistic view of what can be done to preserve the planet.



- While older adults are slightly more likely to believe they are doing their part to protect the environment (93% among those 55+ vs. 85% among those 18-34), younger adults are much more likely to despair about the environmental situation, as they are more likely to believe that our way of life is destroying the planet (81% vs. 55%) and that environmental pollution is too great of a problem for one person to do anything about (54% vs. 29%).
- Men are much more likely than women to believe that economic growth is a greater priority than environmental protection (41% vs. 28%) and that the environment can recover from problems caused by humans (41% vs. 23%).
- Immigrants who have arrived in the past five years and indigenous residents are also more likely to believe that economic growth is a priority, and that the environment can recover from pollution. Members of these groups are also more likely to believe that environmental degradation is too great of a problem for one person to solve.
- Those with slightly lower incomes are more likely to agree that it is better to use an older item for as long as possible rather than replacing it with a newer, more environmentally friendly option (73% among those earning \$40K-\$60K vs. 59% among those earning \$100K+).

Q12. To what extent do you agree or disagree with the following statements?

*Top-2 indicates those who totally/somewhat agree.

FOR FURTHER INFORMATION OR QUESTIONS CONTACT:



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