

October 2015 Omnibus Survey Report

By:



For:



environmental
education
ontario

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METHODOLOGY & LOGISTICS

STUDY SAMPLE

- This report represents the findings from an omnibus telephone survey of 1000 Ontario residents 18 years of age and older. The results provided in this report were from questions commissioned by Environmental Education Ontario (EEON).

CONFIDENCE

- The margin of error for this 1000-person online survey is +/- 3.1%, 19/20 times

SURVEY METHOD

- All surveys were conducted by telephone using live operators at the Oraclepoll call centre facility.
- The survey was conducted using computer-assisted techniques of telephone interviewing (CATI) and random number selection. The survey database was inclusive of new numbers and cell phone only residences.
- A total of 20% of all interviews were monitored and the management of Oraclepoll Research Limited supervised 100%.

LOGISTICS

- Surveys were conducted between the days of October 12th to October 19th 2015.
- 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 5 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. If no contact was made at a number after the fifth attempt, the number was discarded.

EXECUTIVE SUMMARY

ENVIRONMENTAL ISSUES

Respondents to the EEON set of questions were first asked in an open probe allowing for multiple responses to name the environmental issues that they knew of and were affecting residents of the province.

*“Name as many environmental issues that you know a lot about that are affecting Ontarians.”
(MULTIPLE ANSWERS ACCEPTED)*

MULTIPLE RESPONSES PROVIDED	Percent
Water Pollution / water quality	21%
Climate change / clean energy	16%
Air pollution	16%
Urban sprawl / loss of green space	14%
Chemical pollution	13%
Invasive species	6%
Endangered species protection / biodiversity loss	6%
Don't know	4%
Garbage / waste / landfills	4%
Total	100%

Water quality issues were most named with a combined total of 21% of all responses provided. Next most named by 16% was climate change or clean energy, as was air pollution also by 16%, followed by urban sprawl (14%) and chemical pollution (13%).

MOTIVATORS TO CHANGE

EEON respondents were then asked in another open question allowing for multiple responses about the motivators that would most influence them to change their behaviours to reduce their environmental footprint.

***“What would most motivate you to change or shift your daily behaviours to reduce your environmental footprint or impact on the environment?”
(MULTIPLE ANSWERS ACCEPTED)***

MULTIPLE RESPONSES PROVIDED	Percent
Financial incentive (save money)	29%
Health incentive (prevent illness in self / family)	23%
Natural / ecosystem incentive (rebuild ecosystems)	16%
Social incentive (help others in society)	11%
Don't know	7%
To reduce pollution / waste	7%
More awareness / information of environmental issues	4%
To reduce gridlock / traffic	2%
To save energy	2%
Total	100%

Financial (29%) and health reasons (23%) were most named, followed by incentives that will help the ecosystem (16%) and then social inducements (11%). Other mentions included reducing pollution or waste (7%), reducing gridlock (2%) and saving energy (2%). A total of 7% did not know what would motivate them and 4% said that they need more information about environmental issues to help them make a change in their behaviours.

VALUE STATEMENTS

EEON respondents were read three statements and after each were asked to rate their level of agreement with them using a scale from one strongly agree to five strongly disagree.

“I am now going to read a short list of statements and after each one please rate your level of agreement with them using a scale from one strongly disagree to five strongly agree.”

	Total disagree	Neutral	Total agree	Don't know
Protecting the natural environment is important to the health of individuals.	5%	5%	85%	4%
I am willing to take personal actions such as reducing waste and water consumption to reduce my impact on the environment.	6%	14%	75%	5%
More government action is needed to solve the environmental problems facing Ontario.	11%	14%	72%	4%

There was a strong level of agreement with all three statements, but respondents most agreed that protecting the environment is important to the health of individuals (85%). Three quarters or 75% are willing to take personal actions to reduce their consumption in order to lessen their impact on the environment, while a lesser but still strong 72% agreed that more government action is needed to solve the provinces environmental problems.

OBSTACLES

In a final question, EEON respondents asked in an open probe allowing for multiple responses to name anything that they felt prevents them from doing more to protect the environment.

***“What if anything prevents you from doing more to protect the environment?
(MULTIPLE ANSWERS ACCEPTED)***

MULTIPLE RESPONSES PROVIDED	Percent
Expensive	20%
Need more information	15%
I do everything I can	15%
Nothing stops me	12%
Government should do more	11%
Business should do more	10%
No time	7%
Don't know	5%
Individual action makes no difference	3%
No interest	2%
Total	100%

The most cited combined reasons related to expense or cost by 20%, followed by the need to have more information by 15%, while 15% said that they are currently doing everything they can and 12% were of the opinion that nothing is stopping them. A total of 11% said that governments should do more, 10% that businesses should do more; while 7% named a lack of time, 3% that their actions make no difference and 2% cited a lack of interest. There were 5% that did not know or were unsure.

RESULTS BY QUESTION

PROVINCIAL VOTE INTENT			
		Frequency	Percent
	Liberal Party	323	32.3
	PC	240	24.0
	Don't know	205	20.5
	NDP	178	17.8
	Green Party	54	5.4
	Total	1000	100.0

DECIDED PROVINCIAL VOTE INTENT			
		Frequency	Percent
	Green Party	54	6.8
	Liberal Party	323	40.6
	NDP	178	22.4
	PC	240	30.2
	Total	795	100.0

Q1. Name as many environmental issues that you know a lot about that are affecting Ontarians.
OPEN RECORD / ACCEPT MULTIPLE RESPONSES / CODE ALL THAT ARE MENTIONED

		Responses	
		N	Percent
	Urban sprawl / loss of green space	368	13.7%
	Invasive species	155	5.8%
	Endangered species protection / biodiversity loss	157	5.8%
	Water pollution / water quality	572	21.3%
	Climate change / clean energy	441	16.4%
	Air pollution	436	16.2%
	Chemical pollution	348	13.0%
	Garbage / waste / landfills	100	3.7%
	Don't know	108	4.0%
Total		2685	100.0%

Q2. What would most motivate you to change or shift your daily behaviours to reduce your environmental footprint or impact on the environment? **OPEN RECORD / ACCEPT MULTIPLE RESPONSES / CODE ALL THAT ARE MENTIONED**

		Responses	
		N	Percent
	Financial incentive (save money)	442	28.8%
	Health incentive (prevent illness in self/family)	351	22.9%
	Social incentive (help others in society)	163	10.6%
	Natural/ecosystem incentive (rebuild ecosystems)	245	16.0%
	To reduce pollution / waste	104	6.8%
	To save energy	32	2.1%
	To reduce gridlock / traffic	36	2.3%
	More awareness of environmental issues	58	3.8%
	Don't know	105	6.8%
Total		1536	100.0%

I am now going to read a short list of statements and after each one please rate your level of agreement with them using a scale from one strongly disagree to five strongly agree.

Q3. Protecting the natural environment is important to the health of individuals.			
		Frequency	Percent
	1-Strongly disagree	34	3.4
	2-Disagree	20	2.0
	3-Neither agree nor disagree	52	5.2
	4-Agree	130	13.0
	5-Strongly agree	721	72.1
	Don't know	43	4.3
	Total	1000	100.0

Q4. More government action is needed to solve the environmental problems facing Ontario.			
		Frequency	Percent
	1-Strongly disagree	27	2.7
	2-Disagree	80	8.0
	3-Neither agree nor disagree	135	13.5
	4-Agree	212	21.2
	5-Strongly agree	504	50.4
	Don't know	42	4.2
	Total	1000	100.0

Q5. I am willing to take personal actions such as reducing waste and water consumption to reduce my impact on the environment.			
		Frequency	Percent
	1-Strongly disagree	17	1.7
	2-Disagree	41	4.1
	3-Neither agree nor disagree	143	14.3
	4-Agree	245	24.5
	5-Strongly agree	506	50.6
	Don't know	48	4.8
	Total	1000	100.0

Q6. What if anything prevents you from doing more to protect the environment? **OPEN RECORD / ACCEPT MULTIPLE RESPONSES / CODE ALL THAT ARE MENTIONED**

		Responses	
		N	Percent
	No time	95	6.6%
	Expensive	295	20.4%
	Individual action makes no difference	46	3.2%
	Government should do more	153	10.6%
	Business should do more	143	9.9%
	Need more information	219	15.2%
	I do everything I can	223	15.4%
	Nothing stops me	175	12.1%
	No interest	24	1.7%
	Don't know	71	4.9%
Total		1444	100.0%