

***Environmental Issues in
Caledon:
Survey Report***

Prepared for

The Caledon Countryside Alliance

By



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T a b l e o f C o n t e n t s

PLEASE NOTE: This version of the report represents selected portions of the full report. For additional information, a full request needs to be made in writing to the Caledon Countryside Alliance, including how the information will be used. This work was also completed with the professional expertise of Environmental Communication Options, Toronto, ON.

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M e t h o d o l o g y & L o g i s t i c s

Study Sample

- A total of 500 randomly selected residents of the Town of Caledon, Ontario, 18 years of age and older were interviewed. The survey was commissioned by the Caledon Countryside Alliance.

Survey Method

- The survey was conducted using computer-assisted techniques of telephone interviewing (CATI) and random number selection. A total of 20% of all interviews were monitored and the management of Oraclepoll Research supervised 100%.

Logistics

- The survey was conducted between the days of January 8th to the 13th 2004. Initial calls were made between the hours of 6:00 p.m. and 9:00 p.m. Subsequent callbacks of no-answers and busy numbers were made on a (staggered) daily rotating basis up to 7 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 seventh attempt, the number was discarded.

Confidence

- The margin of error for results from the entire 500-person survey is $\pm 4.4\%$, 19/20 times.

Executive Summary

Summary

- Caledon residents place a high importance on the environment and environmental issues. They also claim to be more aware of environmental issues compared to five years earlier.
- Specific programs that respondents are most aware of include the Health Horticultural Landscapes By-law, the Tree Stewardship Program and the Rain Barrel Initiative.
- A link is seen between a healthy environment and the health of individuals.
- Water quality is the most cited top of mind issue followed by sprawl and the issues of garbage, landfills and recycling. Other areas of importance include air quality and the protection of agricultural lands.
- Residents have a high participation rate in environmentally friendly activities such as recycling, composting and taking energy efficiency into consideration.
- Moreover, Caledon residents want their community to be a leader in environmental issues and doing what it takes to live up to Kyoto.
- There is significant support for an idling by-law, especially in school zones and there is consistent support (compared to November 2000) among a majority of residents for the current pesticide by-law

Top of Mind Environmental Issue

Survey respondents were first asked what they considered to be the most important environmental issue facing Caledon.

Water quality was the most cited issue by 22% of residents interviewed, followed by sprawl or development / over-development issues (18%) and garbage, landfills or recycling themes (11%).

Gravel pits or quarries were named by 6% of respondents, while 4% cited each of traffic and air quality.

Buy - in S t a t e m e n t s

Respondents were read the following series of environmental buy-in statements and were asked to agree or disagree with them.

<i>“Please rate your level of agreement with each of the following statements using a scale from one strongly disagree to five strongly agree.”</i>	Total Disagree	Total Agree
There is a link between the health of the environment and the health of individuals	3%	87%
Compared to five years ago I am more aware of environmental issues in my community	13%	63%
I actively participate in recycling programs in my community	3%	94%
Caledon should become a leader in environmental issues	5%	83%
Caledon should do what it takes to help the Federal Government live up to our commitments under Kyoto Agreement to reduce greenhouse gas emissions	8%	77%
I would be willing to pay more for products that are friendly towards the environment	12%	66%

A strong majority of Caledon residents are of the opinion that there is a link between the health of the environment and the health of individuals and more than six in ten claim to be more aware of environmental issues compared to five years earlier.

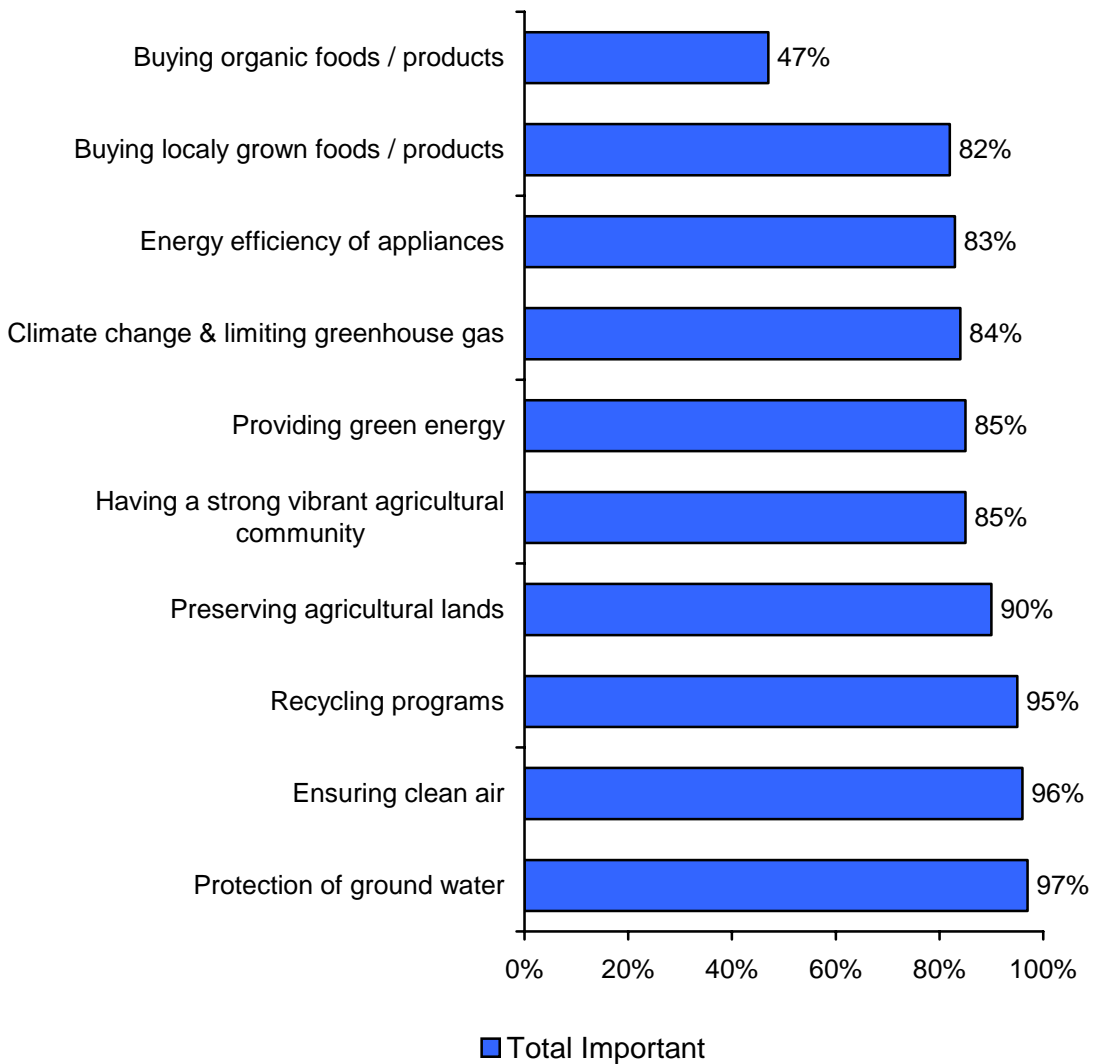
Moreover, there is significant buy-in among 83% of those surveyed on the issue of Caledon becoming a leader on environmental issues and among more than three-quarters that the community should do what it takes to live up the Kyoto agreement.

While there is a very high participation rate in recycling programs among more than nine in ten respondents, a lesser two-thirds would be willing to pay more for products that are environmentally friendly.

Importance

Respondents were asked to rate the importance of each of the following.

"Please rate your level of importance with each of the following issues on a scale from one not at all important to five very important."

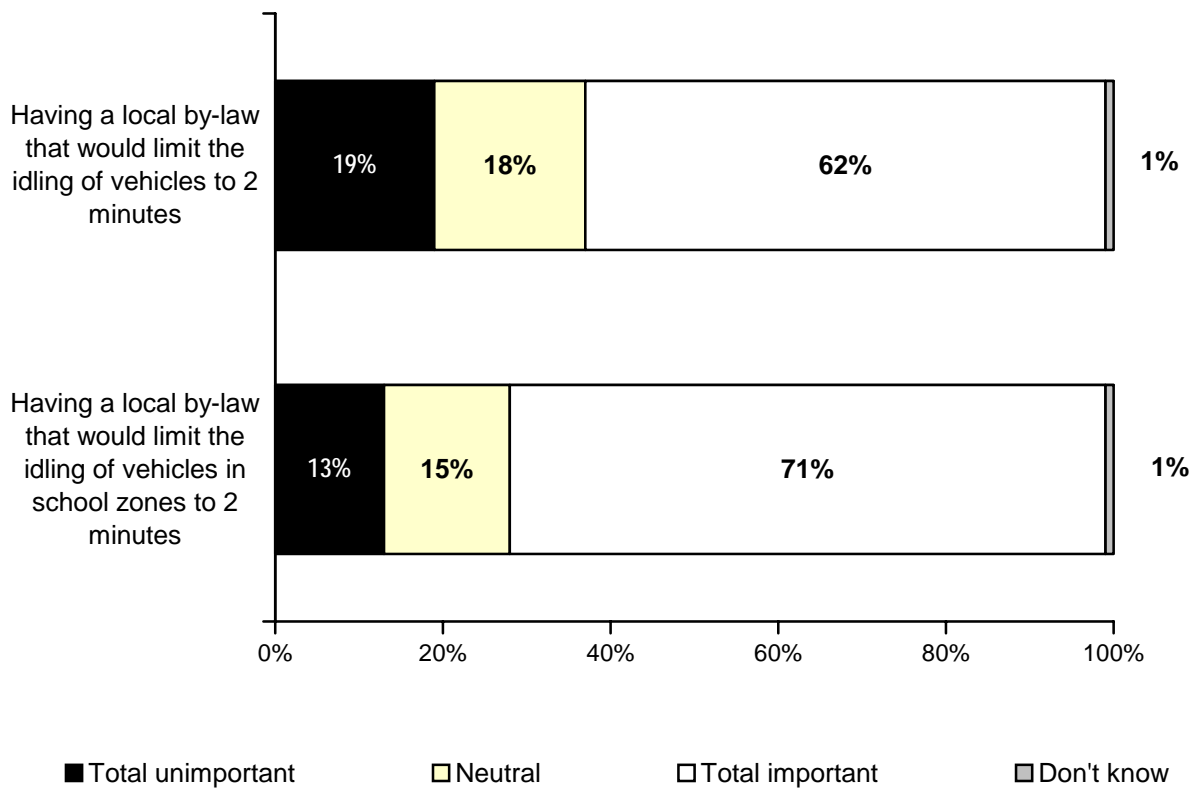


With the exception of buying organic food and products, Caledon residents placed a high level of importance on each area and especially water, air and recycling programs.

Idling By-law

Respondents were also asked to rate the importance of having each of the following idling by-laws.

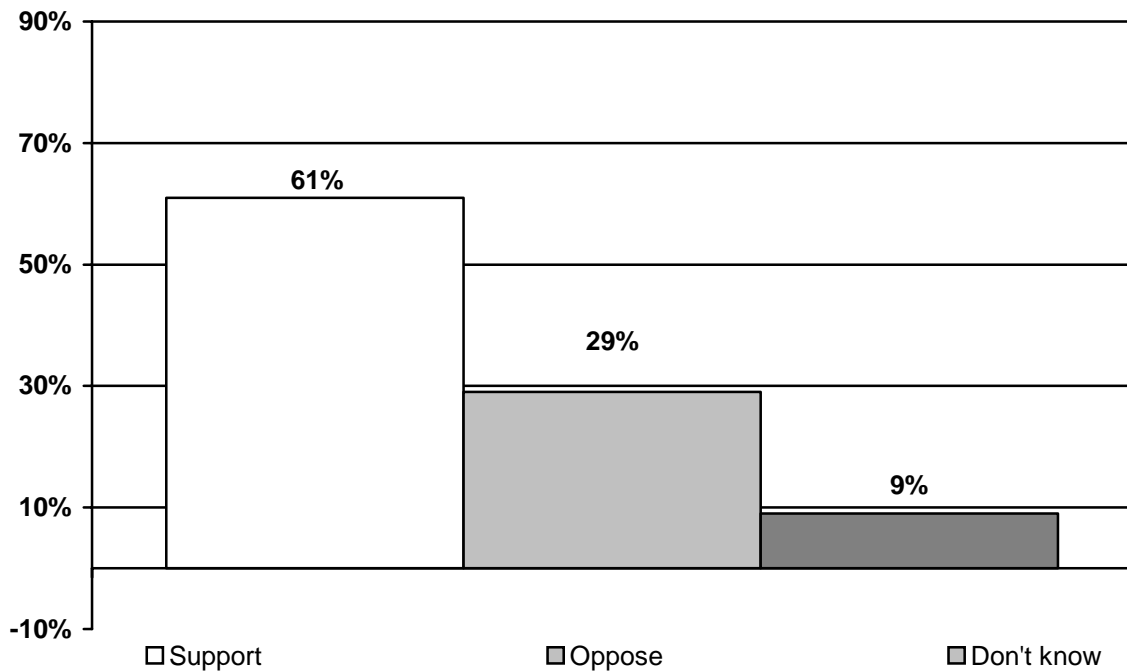
"Please rate your level of importance with each of the following issues on a scale from one not at all important to five very important."



While 62% of Caledon residents stated it was important to have a two minute idling by-law, this importance rating increases 9% to 71% when respondents were asked about an idling by-law in school zones.

Pesticide By-law

“Would you say that you support or oppose the current bylaw that restricts the use of cosmetic pesticides on private residential property in Caledon?”



A total of 61% of Caledon residents interviewed support the pesticide by-law while 29% oppose it, similar to results from a Oraclepoll November 2000 survey that had support at 59% and opposition consistent at 29%. Usage of cosmetic pesticides as identified by respondents has declined from 44% in 2000 to 37% currently.

When asked if they would use an alternative to cosmetic pesticides if one were provided to them, 73% stated that they would be likely or very likely to use this substitute. Once again, these results are consistent to the November 2000 study where an equal percentage of 73% stated the same.

A c t i o n s

- 79% recycle their wet waste in an outdoor composter
- 98% recycle using their blue and grey boxes on a weekly basis
- Each week, most residents place one (42%) or two bags (30%) at their curbside, while 13% claim to use less than a full bag (or none) and 14% use more than three
- 74% stated that they take energy efficiency into consideration most of the time, 24% some of the time and only 2% never take it into consideration
- 10% have had an Energuide Evaluation
- While 30% of residents have no energy efficient compact fluorescent light bulbs, 20% have between one and three and 44% four or more