

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

Prepared for

The Caledon Countryside Alliance



January 2013



Caledon Countryside Alliance

Sustainable Caledon

Welcome to the third resident survey of environmental attitudes and practices. This survey provided for the community to use as a benefit for environmental programs and information.

The following resident survey was conducted by Oraclepoll Research Limited for the Caledon Countryside Alliance. It represents the third in a series of surveys completed to determine the attitudes and practices of Caledon residents around environmental issues. Previous surveys were conducted in January 2004 and June 2008 with a number of questions repeated in order to establish a baseline and follow the trends over time.

The Caledon Countryside Alliance (CCA) is a rural/near urban NGO in the Town of Caledon formed in 1998 around the mantra “countryside is an option” and that has evolved to “ensuring a vibrant and productive countryside in Caledon so that future generations have clean water, clean air and lands for food production”.

The CCA has run community education program since 2001 with a variety of different focus including: ecological footprint; buy local; eat local; natural lawn care; energy efficiency; climate change; idle free; youth engagement through school and community programs; community mapping; membership; and, ecological goods and services.

The CCA has been the recipient of a number of awards from the following groups: Foundation for Rural Living (Awards of Rural Excellence for the CCA and Weedgee Kidz), Ontario Trillium Foundation (Great Grants Award), and, Credit Valley Conservation (Friends of the Credit for Weedgee Kidz, Eat Local Caledon and Caledon Community Map).

This survey was completed with generous support from the Ontario Trillium Foundation as part of a community education grant. If you have any questions about this survey, please do not hesitate to contact the Caledon Countryside Alliance.

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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

- This report represents the findings from a 300 person survey of Caledon residents (18 years of age or older) on environmental issues affecting the community. Interviews were conducted between the days of January 23rd to January 25th 2013.

Confidence

- The margin of error for this 300-person survey is +/- 5.6%, 19/20 times.

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 Limited supervised 100%.

Logistics

- 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 fifth attempt, the number was discarded.

E x e c u t i v e S u m m a r y

TOP OF MIND

Survey respondents were first asked what they considered to be the **most important environmental issue facing Caledon**. A total of 15% of responses related to growth, development or sprawl, followed by 11% that involved water issues such as its quality, 10% air quality, 8% a loss of green space or farmland, 7% pollution in general, 5% waste, 5% traffic and 4% the quarry.

This compares to the previous 2008 survey where development and sprawl was named by 26% of those surveyed and 9% named the loss of green space and farm land. Other issues included traffic (9%), water issues (7%), air quality (4%) and the quarry or gravel pit (4%). A total of 24% did not know or were unsure.

In the 2004 survey conducted by Oraclepoll Research Limited for the Caledon Countryside Alliance water quality was the most cited issue by 22% of residents interviewed, followed by sprawl or development (18%) and garbage, landfills or recycling themes (11%).

TRACKING AREAS

Respondents were asked to rate their level of agreement with a series of statements that were benchmarked in 2004.

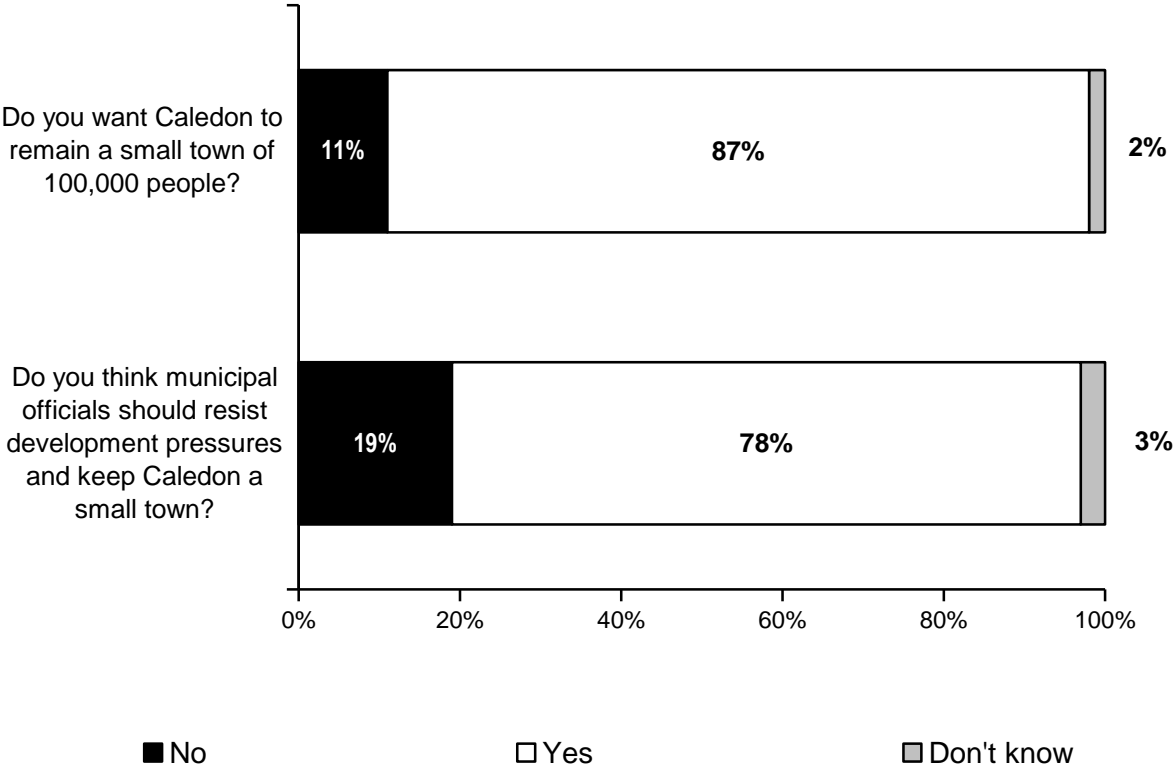
<i>“Please rate your level of agreement with each of the following statements using a scale from one strongly disagree to five strongly agree.”</i>	2013 TOTAL AGREE	2008 TOTAL AGREE	2004 TOTAL AGREE
There is a link between the health of the environment and the health of individuals	89%	83%	87%
I would be willing to pay more for products that are friendly towards the environment	63%	64%	66%
Compared to four years ago I am more aware of environmental issues in my community	55%	71%	63%
Caledon continues to be the greenest town in Ontario and a green leader	50%	66%	NA

A strong majority of residents continue to see a link between the health of the environment and individuals revealing similar results to 2004 and higher numbers than in 2008. There are also consistent findings with respect to the willingness to pay more for products that are friendly towards the environment.

There were agreement level decreases in the area of being more aware of environmental issues compared to four years ago (-16%) and with respect to the belief that Caledon continues to be the greenest Town in Ontario and a green leader (-16%).

DEVELOPMENT

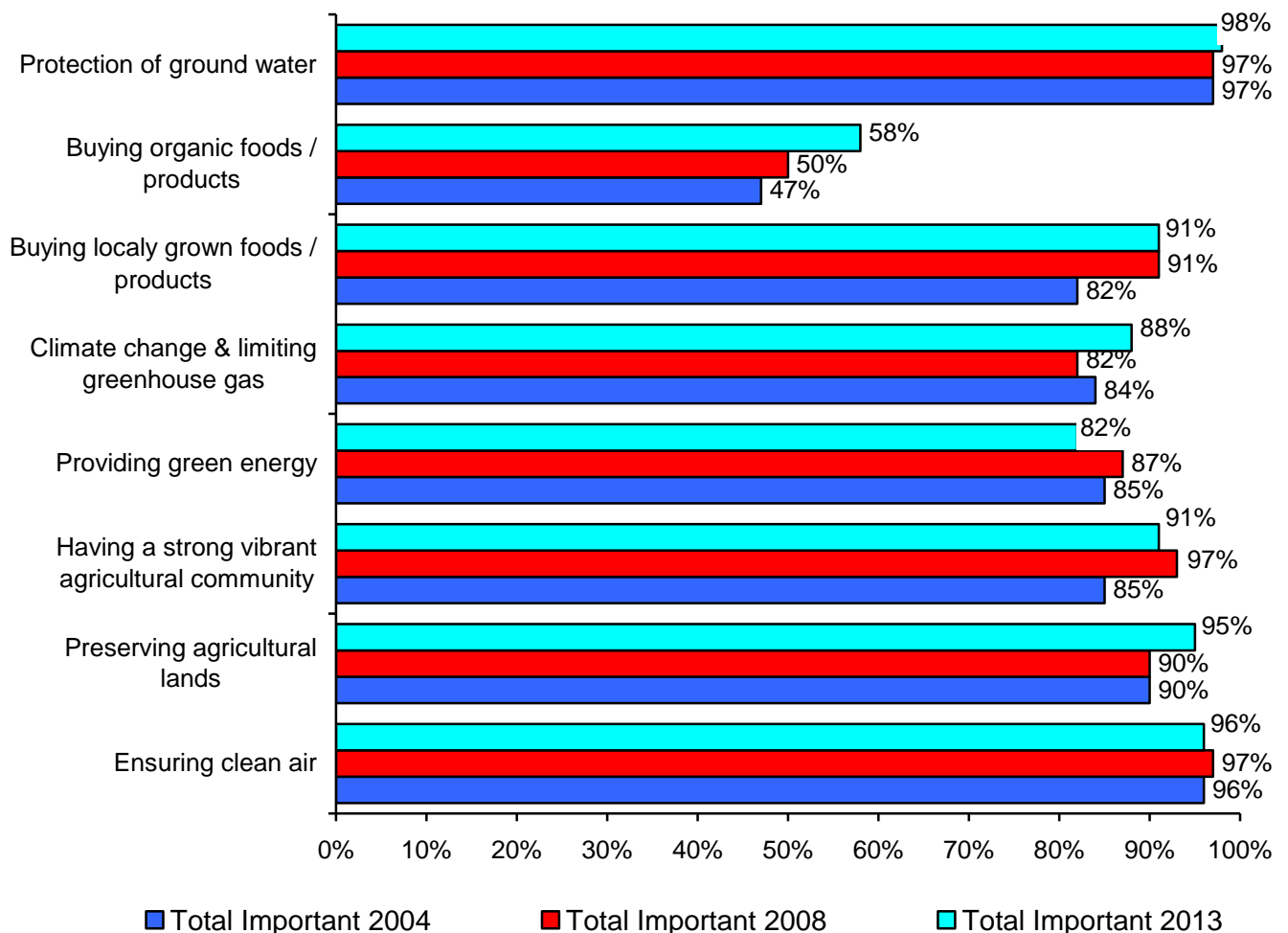
All respondents were asked the following.



A total of 87% of residents surveyed claimed that they want Caledon to remain a Town of 100,000 people, similar to the 87% in 2008. When also asked if they felt if municipal officials should resist development pressures and keep Caledon a small Town a 78% majority did, compared to a higher 86% in the previous survey.

IMPORTANCE AREAS

Respondents were asked to rate their level of importance with a series of areas and initiatives that were benchmarked in 2004.

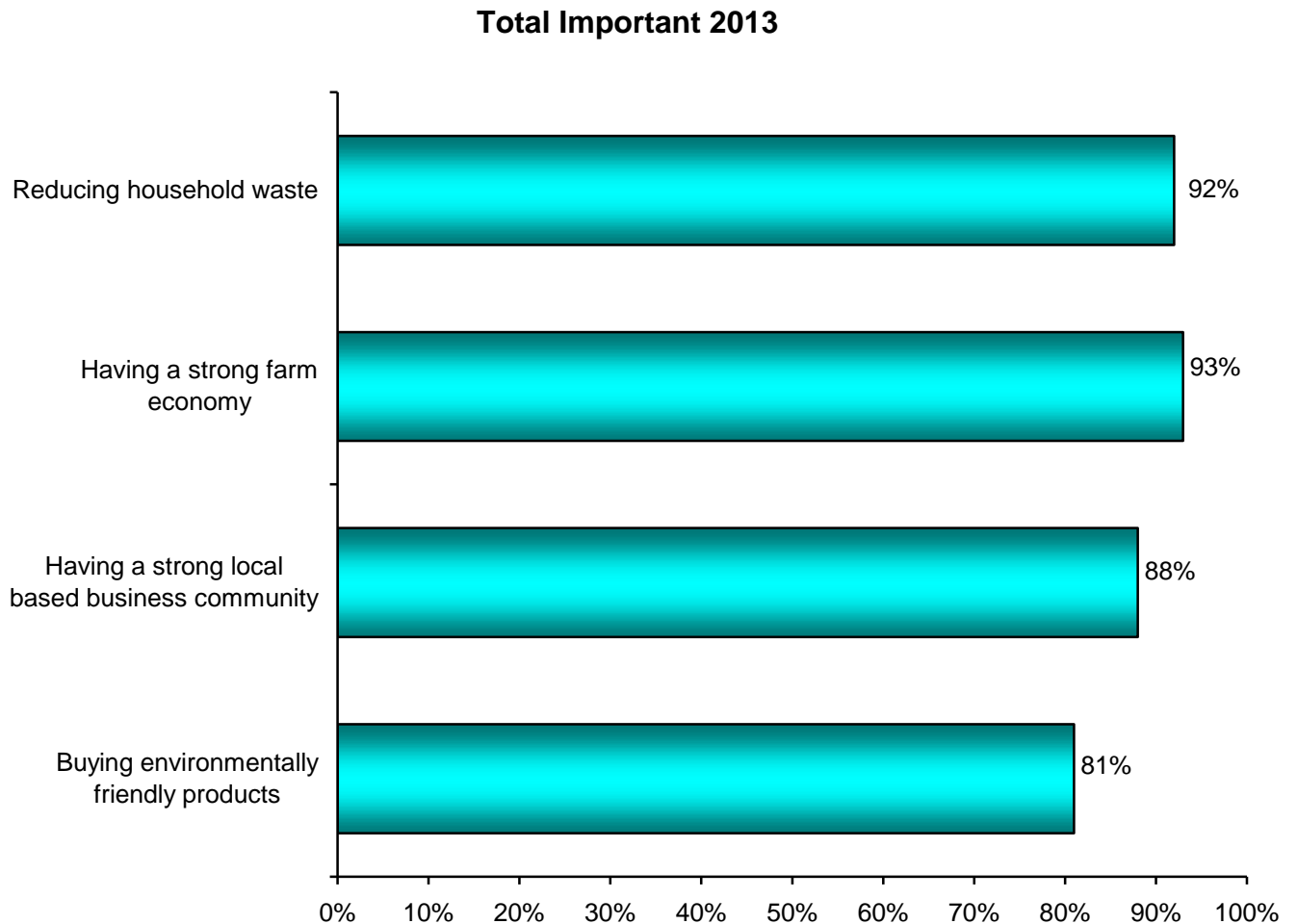


Results are consistent with 2008 in the areas of buying locally grown food, ensuring clean air and protecting ground water but saw an increase in importance with respect to buying organic food products, limiting greenhouse gases and preserving agricultural lands. There were decreases in importance levels related to having a strong agricultural community and providing green energy.

Overall a high level of importance was placed on all areas and while buying organic rated lowest, there was a significant increase in importance over 2008.

NEW INDICATORS

Residents were also asked to rate their level of importance with a new series of indicators that established new baseline data.

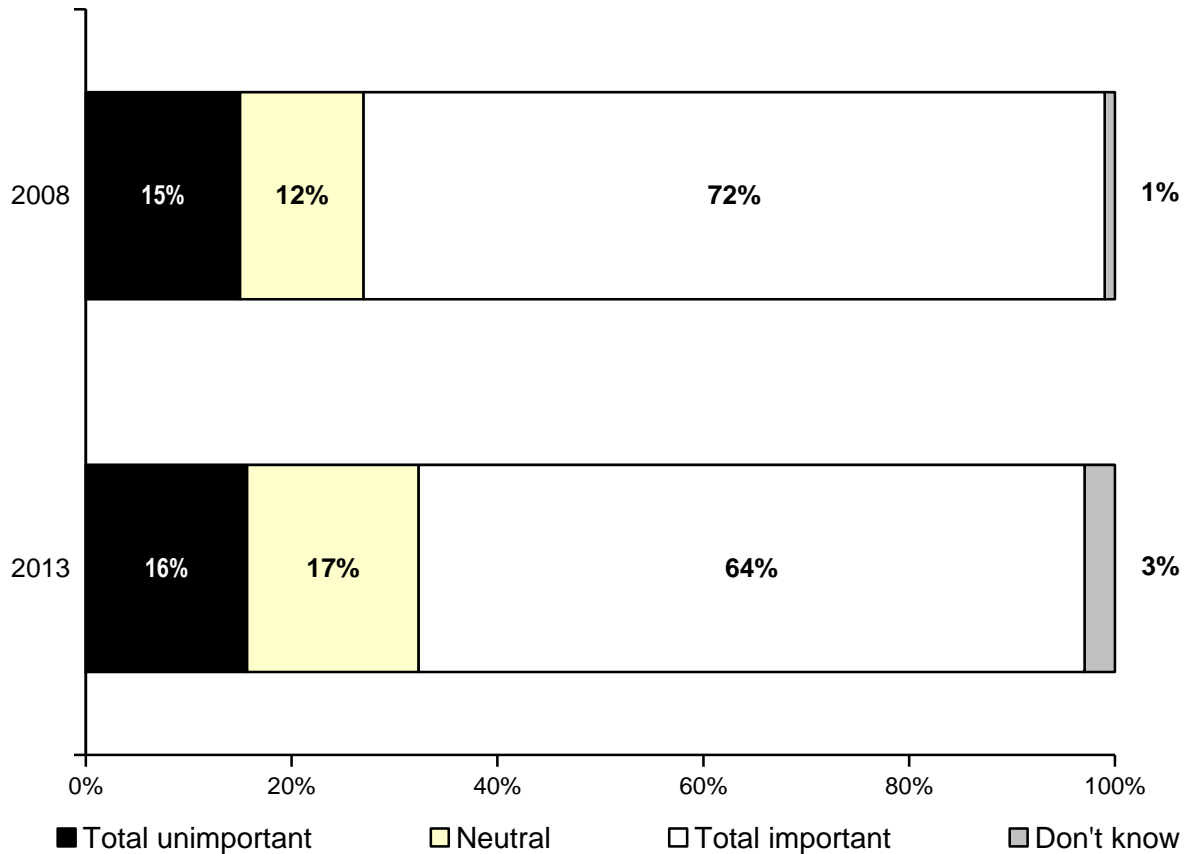


Importance ratings were strongest across all four areas but highest for reducing household waste and having a strong farm economy.

IDLING BY-LAW

Respondents were also asked to rate the importance of having a local idling by-law.

“Having a local by-law that would limit the idling of vehicles to 2 minutes”



A total of 64% of Caledon residents stated it was important to have a two minute idling by-law compared to 72% in 2008 and 62% in 2004.

WASTE

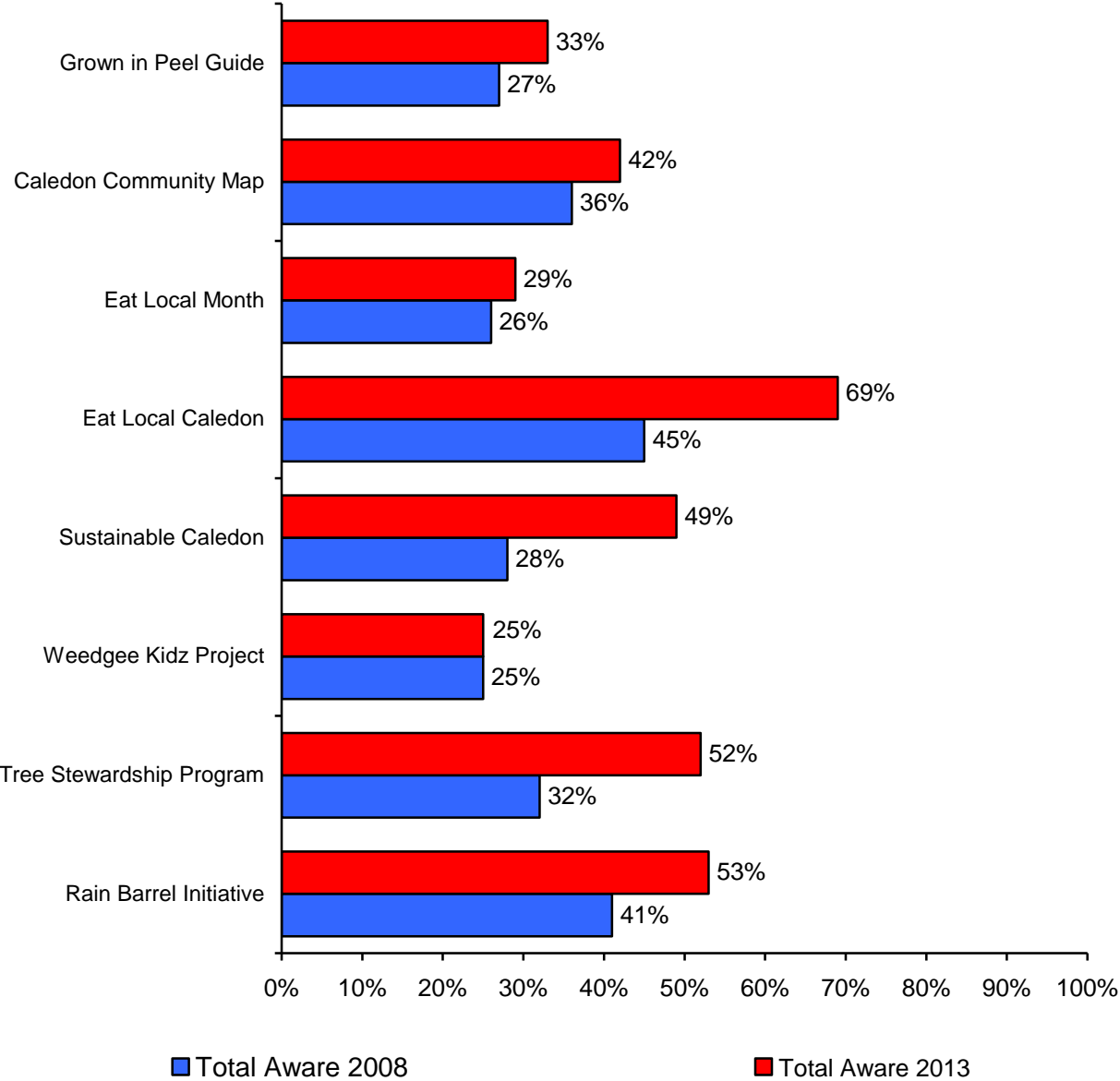
A set of new questions was added in this year's survey asking residents **how important that they felt it was for local governments and community organizations to take a leading role in reducing waste in the following three areas.**

<i>"How important is it for local governments and community organizations to take a leading role in helping..."</i>	2013 TOTAL IMPORTANT
Homeowners to reduce <u>household</u> waste	80%
Homeowners to reduce <u>food</u> waste	79%
Homeowners to reduce <u>energy</u> waste	75%

A majority of Caledon residents are of the opinion that it is important for government and community organizations to help homeowners to reduce waste, especially household and food waste.

PROGRAM AWARENESS

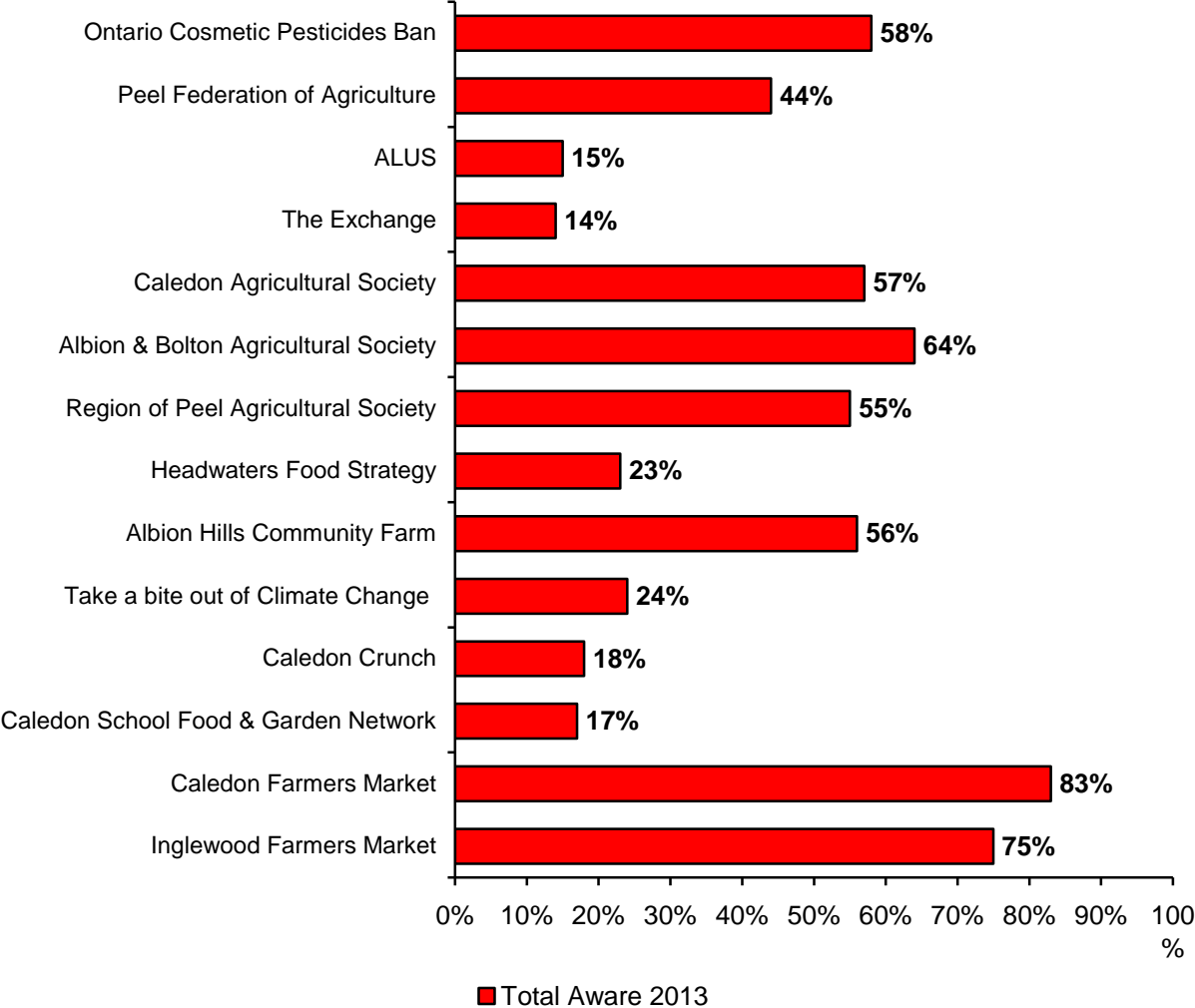
Respondents were once again asked to rate their awareness with each of the following initiatives that have been tracked.



There were awareness increases across all areas with the exception being Weedgee Kidz where the results are the same compared to 2008. Awareness levels saw their biggest rise for Eat Caledon (+24%), Sustainable Caledon (+21%), Stewardship Program (+20%) and the Rain Barrel Initiative (+12%).

NEW INITIATIVES

Residents were also asked about their awareness of a new series of initiatives.



Awareness levels were strongest for the Caledon and Inglewood Farmers Markets, followed by the Agricultural Societies of Albion & Bolton as well as the Region of Peel’s and the Albion Hills Community Farm.

ACTIONS

- When asked **how many bags of garbage that they place at their curbside each week**, most or 74% said one (63% in 2008), 20% two (25% in 2008), only 1% claimed three (3% in 2008), 3% said none (8% in 2008) and 1% did not know (1% in 2008).
- 77% recycle their wet waste using the **Peel Region Green Bin** (74% in 2008).
- A total of 54% of Caledon residents said that they **have a home garden**.
- 74% stated that they **take energy efficiency into consideration** at home most of the time (78% in 2008), 21% some of the time (17% in 2008), only 4% almost never take it into consideration (3% in 2008) and 1% did not know.

ACTION AREAS

Respondents were questioned as to **how often that they do each of the following.**

<i>ACTION AREAS</i>	Most of the time	Some of the time	Almost Never	Don't know
In an average week how often do you <u>cook with fresh ingredients</u>	72%	25%	2%	1%
How often would you say that you <u>purchase locally grown or raised food products</u>	41%	42%	13%	4%
How often do you <u>shop at small locally owned businesses</u>	41%	39%	17%	3%

Residents are most likely to cook with fresh ingredients on a regular basis or most of the time. Results show that respondents were more split on buying local food and shopping at local businesses between some of the time and most of the time, with there also being a higher percentage of those that almost never do so.