

ENVIRONICS

RESEARCH

City of Toronto – Energy & Environment Division
City-Wide Climate Perceptions Study
DRAFT Questionnaire

LANGUAGE PREFERENCE

Please select one of the following options to complete this survey in the language of your preference.

- 1 English
- 2 Cantonese
- 3 Mandarin
- 4 Tagalog

LANDING PAGE – ONLINE SURVEY

Thank you for taking this survey!

Please consider the questions and your answers carefully. On each screen, after selecting your answer, click on the forward button at the bottom of the screen to move forward in the questionnaire.

If you genuinely have no opinion about a question or cannot answer it, please click through to the next question. There are only a few key questions where your answer will be required in order to move forward.

If you leave the survey before completing it, you can return to the survey URL later, and you will be returned to the page where you left off. Your answers up to that point in the survey will be saved.

The survey should take approximately 10 minutes to complete. Thank you for your participation. Please click on >> to continue.

SCREENING QUESTIONS

S1. Please enter the six digits of your home postal code below. This is to ensure that the survey is representative of respondents from across the city. (Enter postal code below)

[Validate format: A#A A# format. Postal Code must match the list for quotas/sampling]

S2. Your gender: (Select one option only)

- 1 Woman
 - 2 Man
 - 3 Transgender
 - 4 Prefer not to say
 - 5 Not listed above
-

S3. In what year were you born?

[DROP DOWN LIST, RANGE 1900-2000; TERMINATE IF RESPONDENT IS YOUNGER THAN 2000]

AGE CATEGORIES

- 1 18-34 (C=1984-2000)
- 2 35-49 (C=1969-1983)
- 3 50-64 (C=1954-1968)
- 4 65+ (C=1953 OR EARLIER)

GENDER/AGE CATEGORIES (BASED ON RESPONSES TO B AND C FOR QUOTAS)

- 1 Male 18-34 (B=01, C=1984-2000)
- 2 Female 18-34 (B=02, C=1984-2000)
- 3 Male 35-49 (B=01, C=1969-1983)
- 4 Female 35-49 (B=02, C=1969-1983)
- 5 Male 50-64 (B=01, C=1954-1968)
- 6 Female 50-64 (B=02, C=1954-1968)
- 7 Male 65+ (B=01, C=1953 OR EARLIER)
- 8 Female 65+ (B=02, C=1953 OR EARLIER)

[IF S2=03, 04, OR 05, MARK AS NON-QUOTA AND ALLOW TO CONTINUE THE SURVEY]

GENERAL CONCERN FOR THE ENVIRONMENT

Q1. For each of the following, how concerned are you about climate change? (Select one response for each)

COLUMNS

- 04 – Extremely concerned
- 03 – Very concerned
- 02 – Not very concerned
- 01 – Not at all concerned
- 99 – Don't know

ROWS - RANDOMIZE

- A – As it affects Toronto / the GTA
- B – As it affects the rest of the world

Q2. To what extent do you consider yourself to be informed about what causes climate change? (Select one response only)

- 04 – Extremely informed
- 03 – Very informed
- 02 – Not very informed
- 01 – Not at all informed

Q3. In what ways, if any, have you seen climate change impact the City of Toronto and/or your local community? (Please provide your response in the space below)

[OPEN END]

Q4. Do you think there is a link between extreme weather events (e.g. severe rain storms and flooding, extreme heat, heavy winds, etc.) in Toronto and climate change?

- 01 – Yes
- 02 – No
- 99 – Don't know

AWARENESS

Q5. To the best of your knowledge, what levels of government in Canada have programs, initiatives or strategies to address climate change? (Select all that apply)

- 1 – Municipal (City)
- 2 – Provincial
- 3 – Federal
- 4 – All of the above [EXCLUSIVE]
- 5 – None of the above [EXCLUSIVE]

Q6. Do you think the City of Toronto... (Select one response only)

- A – Should be doing more than what they are currently doing to address climate change
- B – Is currently doing the right amount to address climate change
- C – Should be doing less than what they are currently doing to address climate change
- D – I don't know enough about what they are currently doing to address climate change

Q7. The City of Toronto has developed a new climate action strategy called TransformTO. This initiative aims to reduce local emissions that contribute to climate change, improve health, grow the economy, and improve social equity, and identifies a set of long-term goals and the strategies to reach them. Toronto's greenhouse gas reduction targets are as follows:

- 30 per cent by 2020
- 65 per cent by 2030
- 80 per cent by 2050

Achieving these targets will require significant changes in how we live, work, commute, and build.

Before today, had you ever heard about the City's TransformTO Climate Action Strategy? (Select one response only)

- 01 – Yes
- 02 – No
- 99 – Don't know

ATTITUDES & BEHAVIOURS TOWARDS CLIMATE ACTION

Q8. When it comes to climate change, to what extent do you agree or disagree with the following statements? (Select one response for each)

COLUMNS

- 04 – Strongly agree
- 03 – Somewhat agree
- 02 – Somewhat disagree
- 01 – Strongly disagree

ROWS - RANDOMIZE

- A – I don't know what I can do to address climate change
- B – Everyone needs to reduce their emissions that contribute to climate change, including myself
- C – Climate change threatens the personal health and well-being of individuals
- D – It's usually more expensive to buy products /services that are environmentally-friendly
- E – Climate change can only be addressed if all countries around the world do their part
- F – There's nothing I can do that will make a difference for addressing climate change

Q9. To what extent do you feel that each of the following lifestyle choices impact climate change in Toronto?
(Select one response for each)

COLUMNS

- 04 – A significant impact
- 03 – Somewhat of an impact
- 02 – Not much of an impact
- 01 – No impact

ROWS -RANDOMIZE

- A – My transportation choices
- B – My energy use at work or school
- C – My energy use at home
- D – The amount of waste (garbage, recycling, organics) I produce
- E – How I sort and dispose of my waste
- F – The amount of meat I eat
- G – Things that I buy (e.g., new vs. used items, goods that have travelled long distances, packaged goods etc.)

Q10. How likely are you to take the following actions to address climate change? (Select one response for each)

COLUMNS

- 05 – Already doing this or have done this
- 04 – Very likely
- 03 – Somewhat likely
- 02 – Somewhat unlikely
- 01 – Very unlikely

ROWS - RANDOMIZE

- A – Make improvements to my home to make it more energy efficient (e.g., energy-efficient appliances, programmable thermostat, LED lightbulbs, green or cool roof)
- B – Reduce the amount of energy and water I use at home, school or work
- C – Drive less and use transit, cycle, carpool or telework as part of my regular routine
- D – Use electric or hybrid vehicles over gas-powered
- E – Eat less meat by incorporating more plant-based foods in my diet

F – Reduce my waste (e.g., purchase/repair/swap/donate used products)

G – Purchase 'green' products (e.g., minimal packaging, eco-friendly, reusable, local, organic)

H – Walk or cycle when travelling shorter distances within the city

I – Sort all my waste into the correct streams/bins

[CREATE LOOP. ASK Q11A-I FOR EACH RESPONSE AT Q10 = 01 OR 02]

Q11. You mentioned that you are **unlikely** to take the following action. Why is that? (Select all that apply)

[INSERT ROW AT Q10A-I = 01 OR 02]

[RANDOMIZE]

A – I don't know much about this/it's confusing

B – I don't think my individual actions for this will make a difference

C – I don't believe this is effective for addressing climate change

D – This is too expensive for me

E – This is not available for me to do

F – This is not convenient for me to do

G – I'm not interested in making this change

H – Other [ANCHOR]

Q12. How motivating are the following supports from the City of Toronto when it comes to encouraging you to take action in addressing climate change?

COLUMNS

04 – Very motivating

03 – Somewhat motivating

02 – Not very motivating

01 – Not at all motivating

ROWS- RANDOMIZE

A – Incentives for home energy efficiency improvements

B – Incentives, infrastructure and support to increase the use of sustainable transportation methods like cycling, public transit or electric vehicles

C – Support for community or individual climate action projects

D – Education and information about climate change and its impacts

E – Education and information about what actions residents can take

F – Other, please specify

COMMUNICATIONS

Q13. The City of Toronto delivers information to residents through a number of channels. What would be your preferred ways to receive information about climate change and climate action from the City of Toronto? (Select all that apply)

[RANDOMIZE]

A – Toronto.ca website

B – City of Toronto events

C – Twitter

D – Facebook

E – Instagram

F – City of Toronto e-newsletters / email

G – Councillor communications

H – Advertising campaigns (e.g., print, radio, online or television ads, transit ads, street signage, etc.)

I – Brochures, pamphlets

J – Other (please specify) **[ANCHOR]**

K – Not interested in receiving information **[ANCHOR]**

DEMOGRAPHICS

Thank you. We have a few additional demographic questions before the survey is complete.

D1. Which of the following best describes the home where you currently live? (Select one response only)

01 – Single-family detached house

02 – Semi-detached house / duplex

03 – Townhouse/row house

04 – Multi-unit residence (apartment, condominium building)

05 – Other (please specify)

98 – Don't know

99 – Prefer not to say

D2. Do you, or another member of your household, own or rent your accommodation? (Select one response only)

01 – Own

02 – Rent

99 – Prefer not to say

D3. How many people, including yourself, live in your household? (Select number from list)

___ Number of people

99 – Prefer not to say

[ASK D4 IF D3=2 OR MORE]

D4. How many children under 18 are currently living in your household? (Select number from list)

___ Number of people

99 – Prefer not to say

D5. What is the highest level of education that you have completed? (Select one response only)

01 – High school or less

02 – Some community college, vocational, trade school

03 – Completed community college, vocational, trade school

04 – Some university

05 – Completed undergraduate degree

06 – Post graduate/professional school

99 – Prefer not to answer

D6. For statistical purposes only, we need information about your income. All individual responses will be kept confidential. Please indicate which category applies to your total household income before taxes for 2017.
(Select one response only)

- 01 – Under \$40,000
- 02 – \$40,001 to \$60,000
- 03 – \$60,001 to \$80,000
- 04 – \$80,001 to \$100,000
- 05 – \$100,001 to \$150,000
- 06 – More than \$150,000
- 99 – Prefer not to answer

Thank you very much for completing the survey.