



Municipal Solutions for a Greener Earth 2009 – The City of Nanaimo –



Table of Contents

◆ Objectives and Methodology	3
◆ Important Issues	5
◆ Assessment of the Local Environment	10
◆ Local Government Performance and Priorities	14
◆ Environmental Behaviours	17
◆ Pesticides	21
◆ Waste Management	29
◆ Demographics	39



Objectives and Methodology



Objectives and Methodology

- ◆ The primary objective of this research was to provide The City of Nanaimo with a better understanding of citizens' environmental behaviours, attitudes, and priorities.
- ◆ A total of 300 telephone interviews were conducted with Nanaimo residents aged 18 years or older.
- ◆ All interviews were conducted between August 27th and September 8th, 2009.
- ◆ Overall results are accurate to within ± 5.7 percentage points, 19 times out of 20.
- ◆ Results have been weighted using the 2006 Census to ensure that the sample's age/gender distribution reflects that of the actual Nanaimo population.
- ◆ In addition, the results of the 2009 survey have also been benchmarked against Ipsos Reid's database of municipal norms where appropriate.
 - These norms are derived from work conducted with other Canadian municipalities representing a mix of community sizes and urban/rural locations.
 - Normative comparisons provide additional insight, context, and benchmarks against which The City can evaluate its performance.

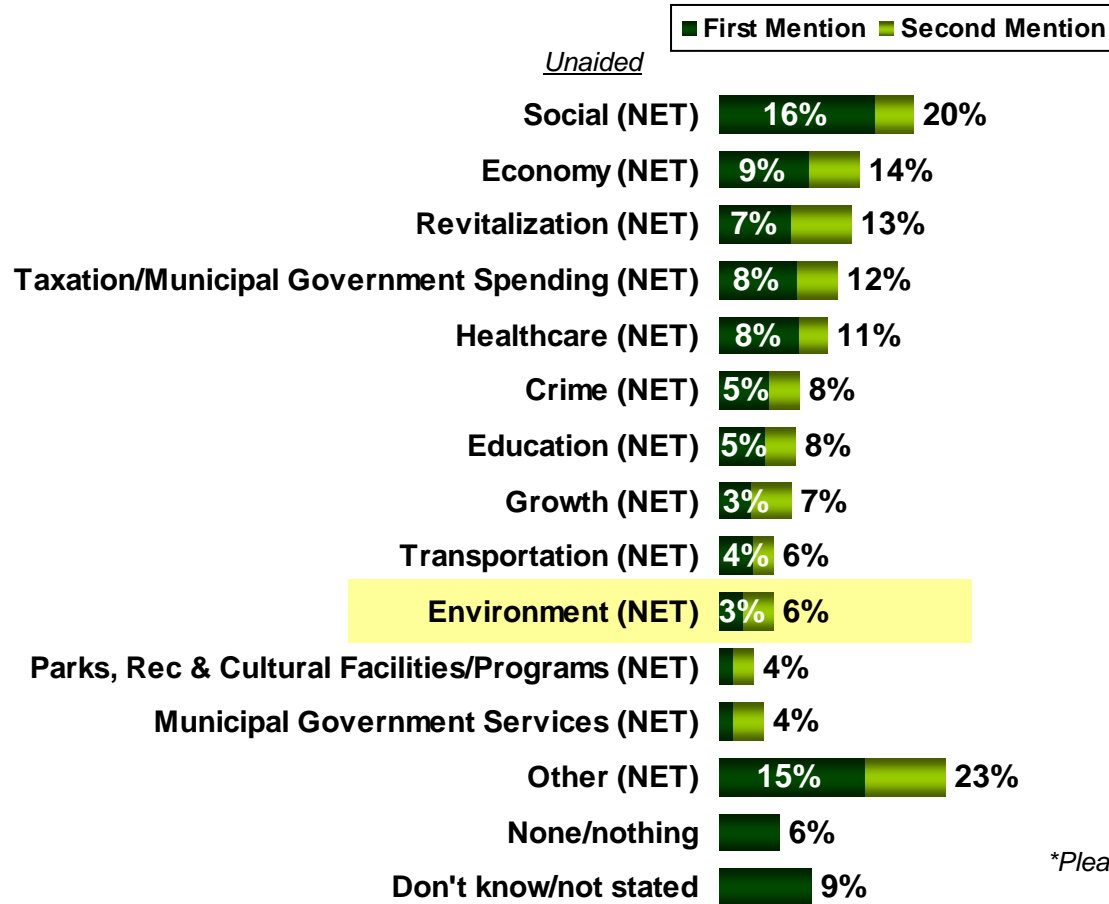


Important Issues



On an unprompted basis, concerns for social issues, economy, and revitalization top the public issue agenda – the environment ties for ninth

In your view, as a resident of The City of Nanaimo, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?



**Please note: A "NET" is a combination of 2 or more mentions that cover a specific theme.*

Note: Multiple mentions accepted.

Base: All respondents (n=300)



When prompted, social issues remain the top concern, followed by crime and safety – the environment sits in the middle of citizens' priorities

Thinking of all the various issues facing your community, please tell me which one of the following you would most like to see The City of Nanaimo focus on over the next year. And which one would you next most like to see The City of Nanaimo focus on over the next year? And which one would you next most like to see The City of Nanaimo focus on over the next year?

■ First Mention ■ Second Mention ■ Third Mention

Social issues such as poverty, homelessness, and drugs



Crime and safety



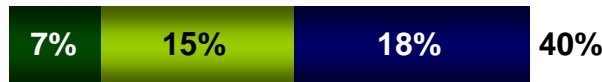
The environment



Growth and development



Transportation



Norm
67%
65%
55%
55%
50%

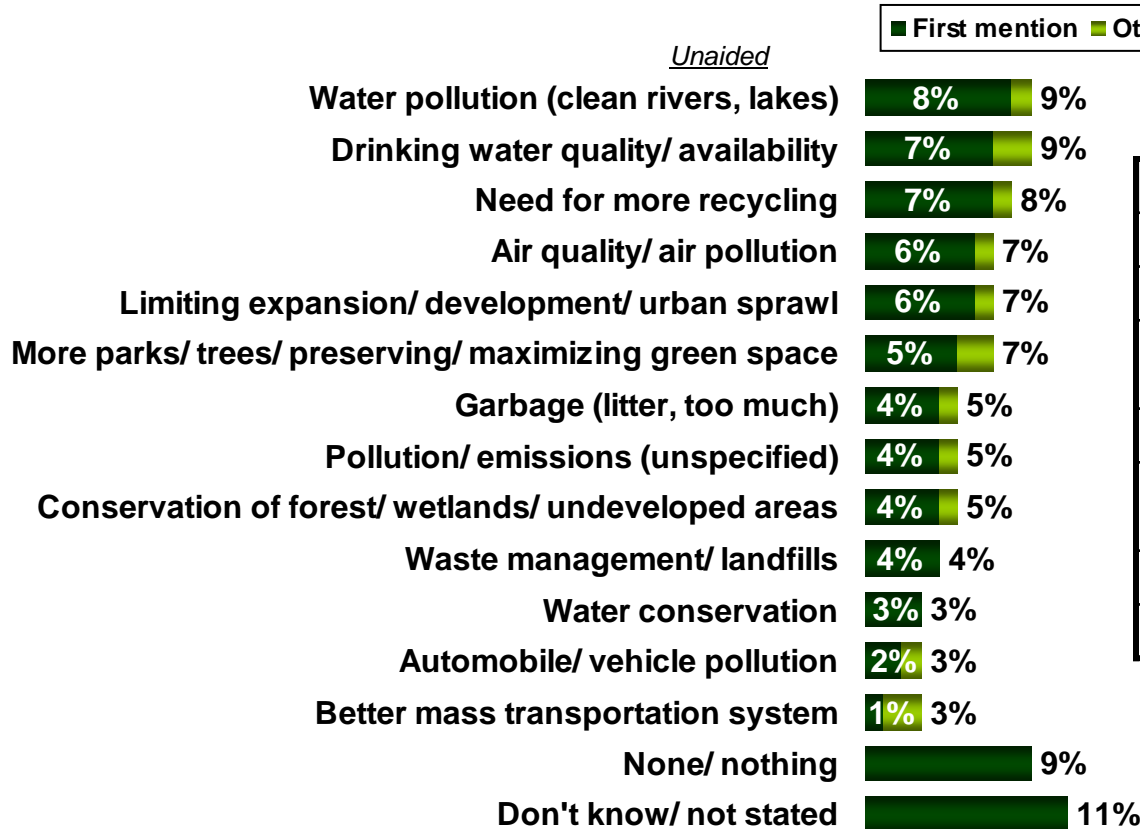
Base: All respondents (n=300)

Note: * Rounding



Specific environmental issues are diverse and varied – overall, a concern for water quality and a perceived need for more recycling tops the list

In your view, what is the most important environmental issue facing The City of Nanaimo today, that is the one environmental issue you feel should receive the greatest attention from your local leaders? Anything else?



Norm Top Mentions	
More parks/trees/green space	12%
Water pollution	12%
Limiting expansion/ development/urban sprawl	9%
Air quality/pollution	9%
Drinking water quality/ availability	9%
Need for more recycling	9%
Garbage (litter, too much)	8%

Note: Only mentions of 4% or more are shown.

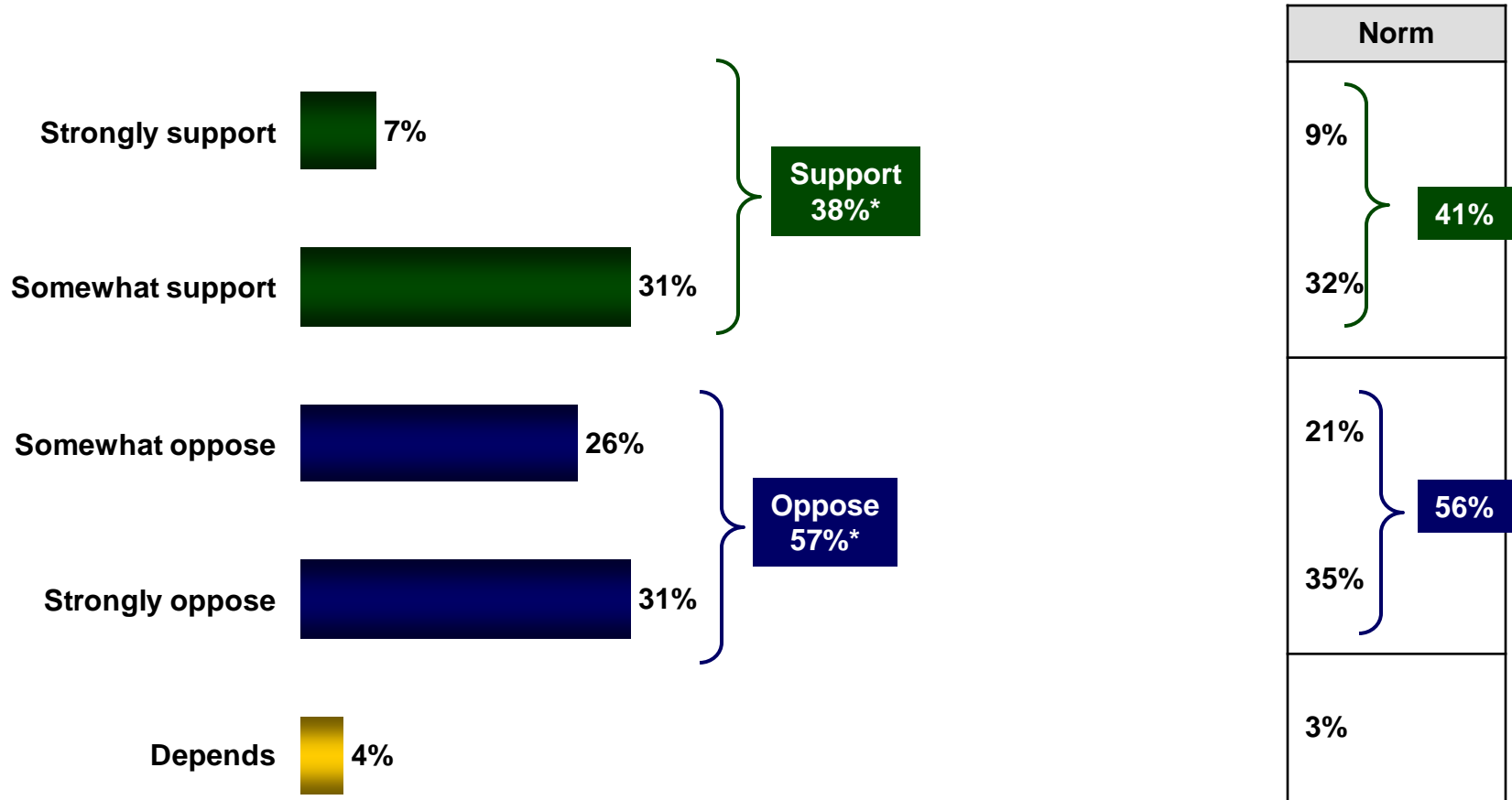
Note: Multiple mentions accepted.

Base: All respondents (n=300)



A small majority of citizens are opposed to paying an increase in property taxes to help fund environmental initiatives

Would you support or oppose The City of Nanaimo increasing citizens' property taxes to help pay for initiatives aimed at addressing these environmental issues? (Is that strongly or somewhat support/oppose?)



Base: All respondents (n=300) *Rounding

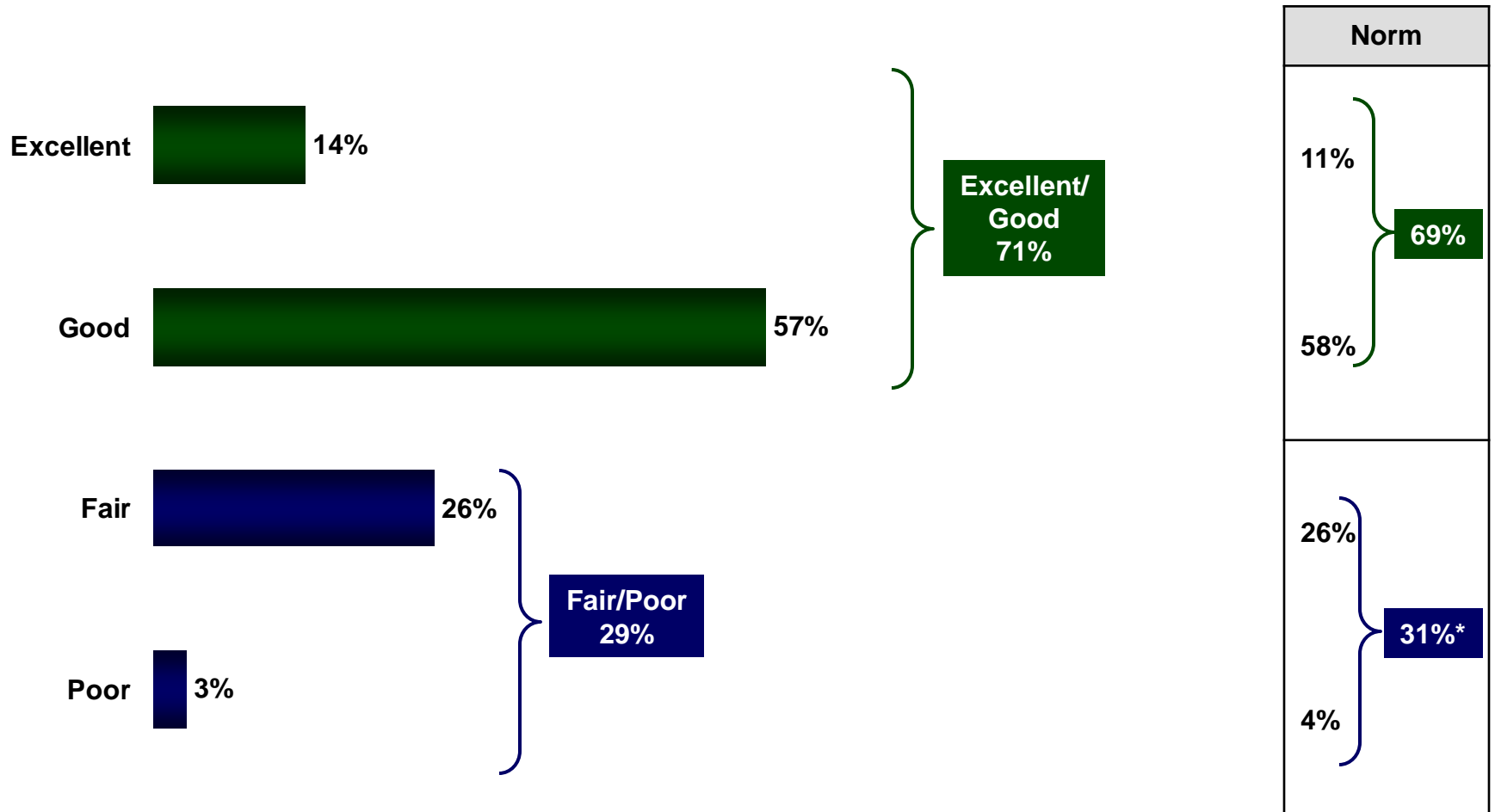


Assessment of the Local Environment



Perceptions of the overall quality of Nanaimo's environment are positive

How would you rate the overall quality of the environment in The City of Nanaimo today? Would you say ... ?



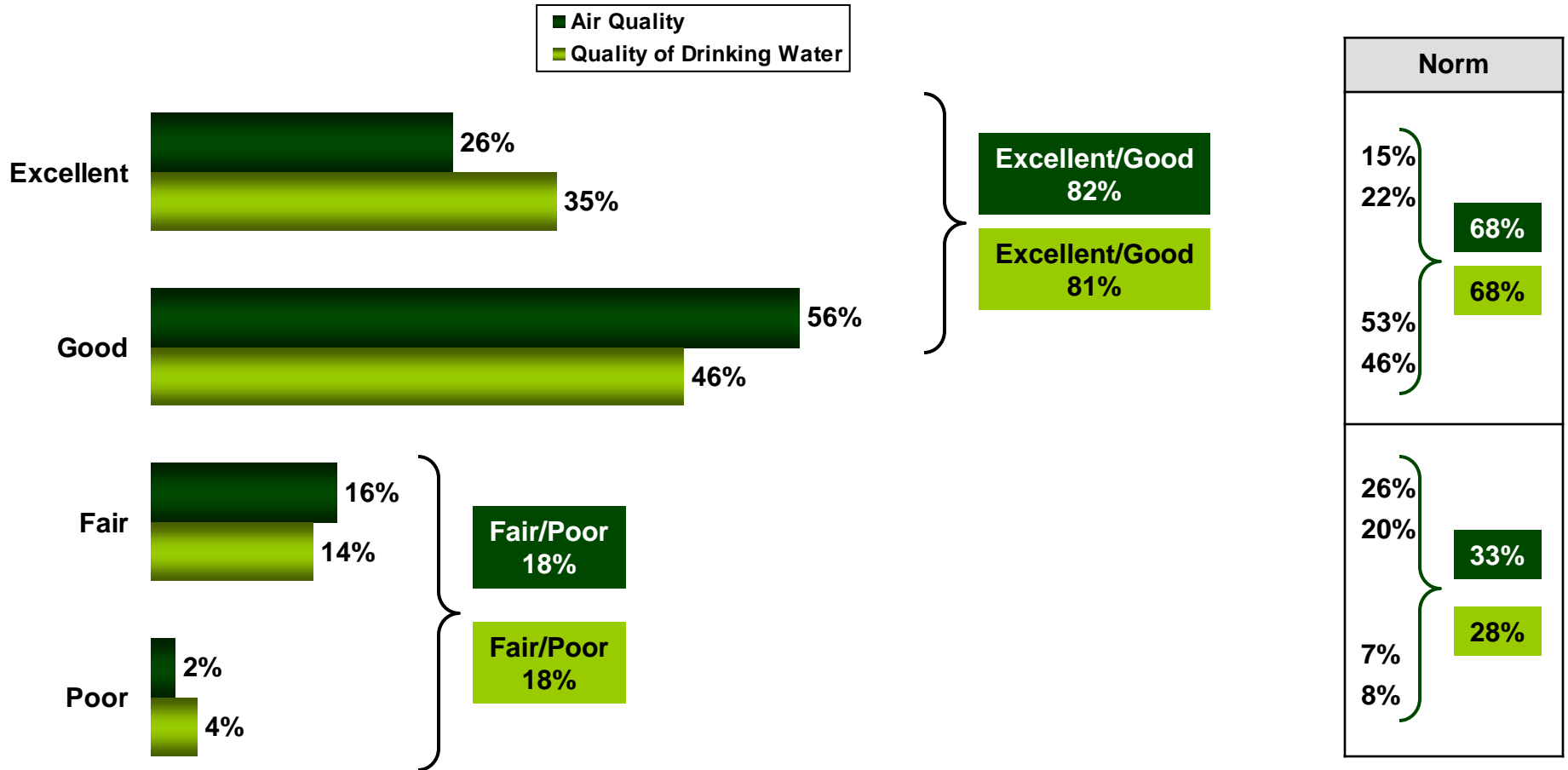
Base: All respondents (n=300)

Note: * Rounding



Nanaimo's air and drinking water quality also score highly

How would you rate the overall ... in The City of Nanaimo today? Would you say ... ? How about the overall ... ?

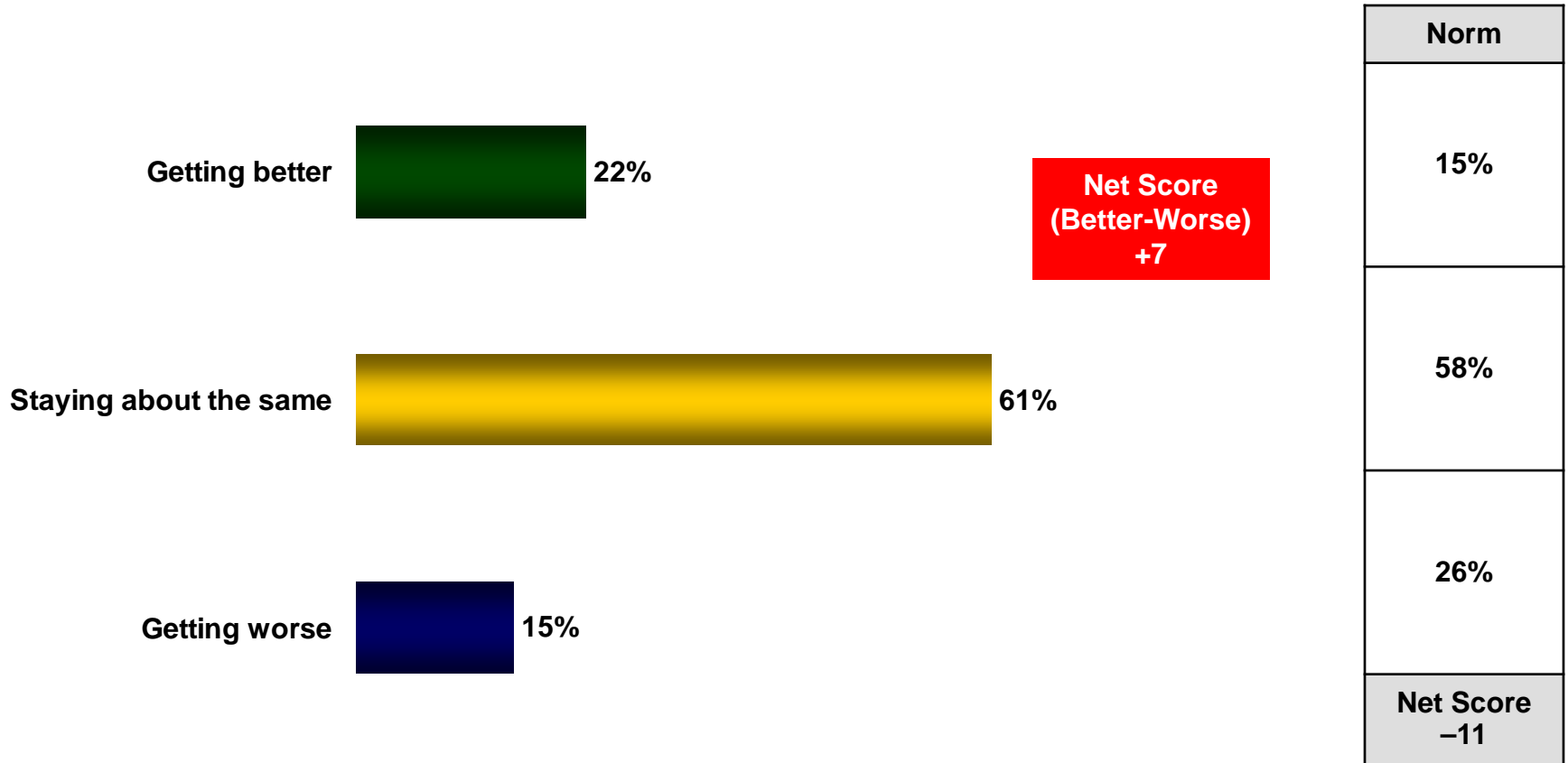


Base: All respondents (n=300)



While overall perceptions of Nanaimo's environment are positive, citizens are also slightly optimistic about the direction it is taking

Right now, do you think the overall quality of the environment in The City of Nanaimo is getting better, getting worse, or staying about the same?



Base: All respondents (n=300)

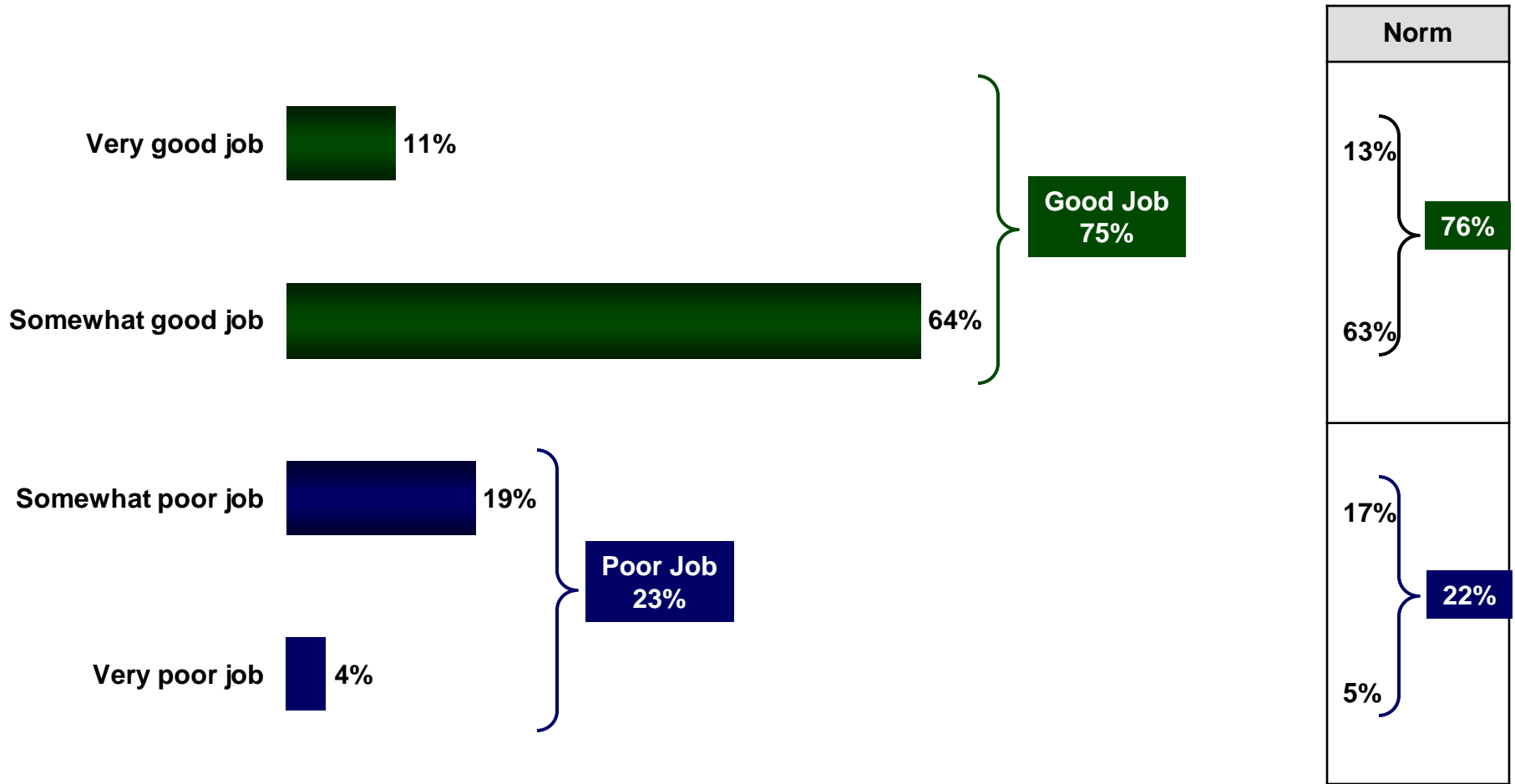


Local Government Performance and Priorities



Citizens think The City of Nanaimo is doing a moderately good job preserving and protecting the local environment

Overall, how would you rate the performance of The City of Nanaimo when it comes to preserving and protecting the local environment?
Would you say ... ?



Base: All respondents (n=300)



When prompted, both “encouraging greater energy efficiency” and “encouraging alternative modes of transportation” top citizens’ list of environmental priorities

I am going to read a list of things The City of Nanaimo could do to preserve and protect the local environment of your community. Please tell me which one of these you think should be the highest priority for The City of Nanaimo over the next year. And which one should be the next highest priority? And which one should be the third highest priority?

■ First Mention ■ Second Mention ■ Third Mention

Encouraging greater energy efficiency



Encouraging alternative modes of transportation such as walking, cycling or public transit



Reducing pesticide use



Base: All respondents (n=300)

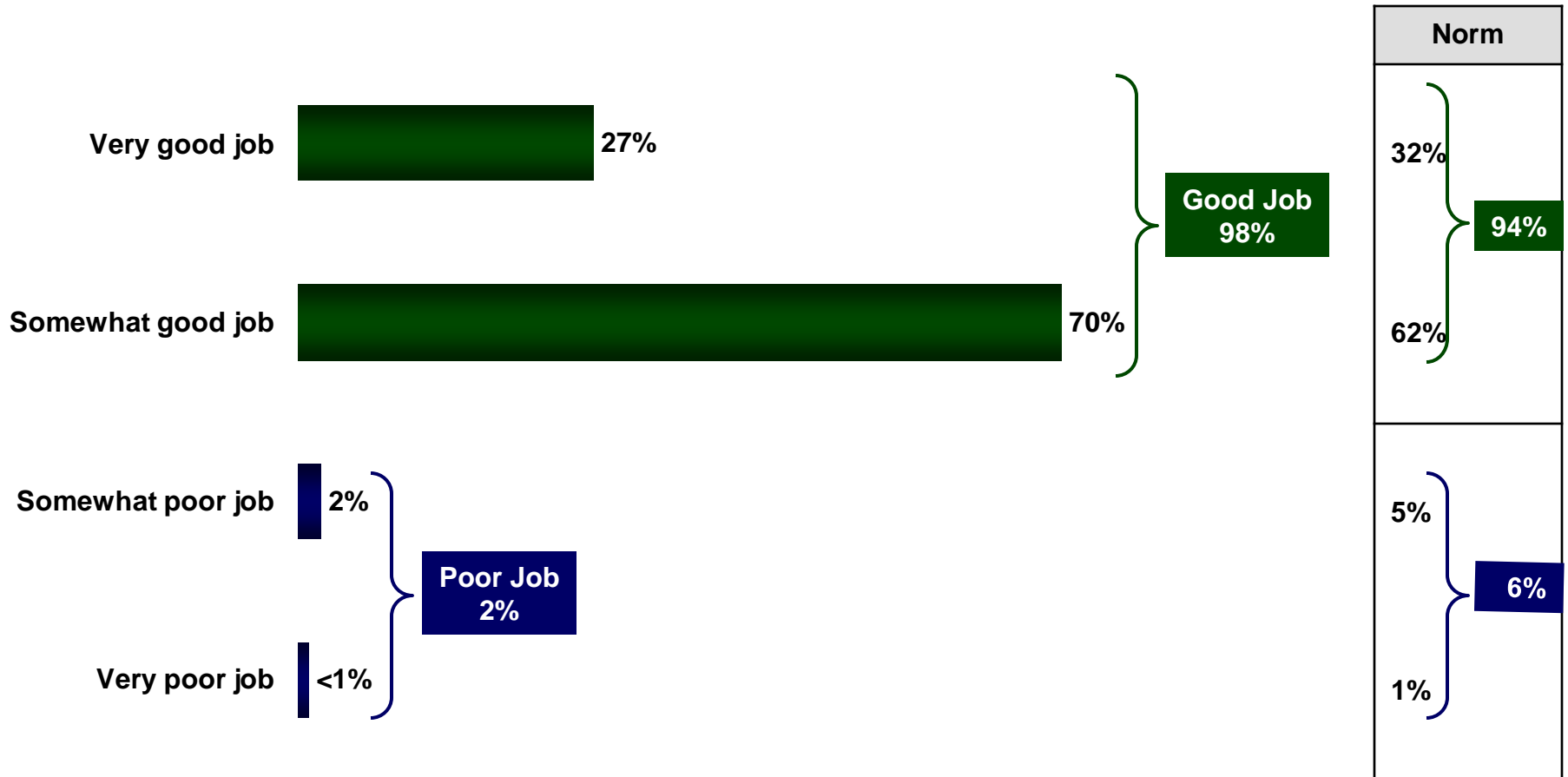


Environmental Behaviours



An overwhelming majority of citizens believe they are doing their part to preserve and protect the local environment

Overall, how would you rate your own personal performance when it comes to preserving and protecting the local environment?
Would you say ... ?

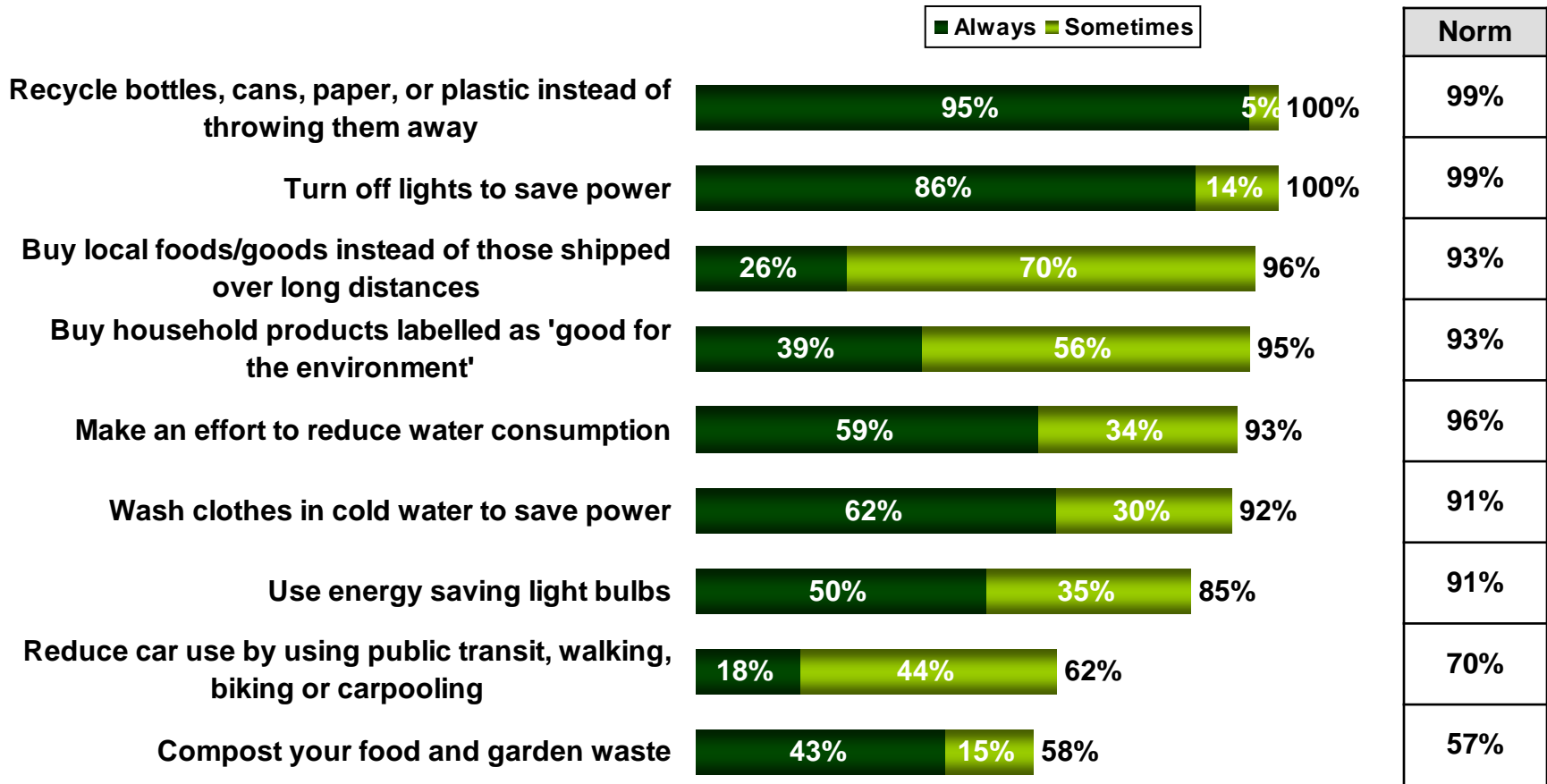


Base: All respondents (n=300)



Citizens are engaged in many different environmental activities – however, composting and reducing car use falls to the bottom of the list

Please tell me how often you participate in each of the following activities. Do you always, sometimes, or never ... ? How about ... ?



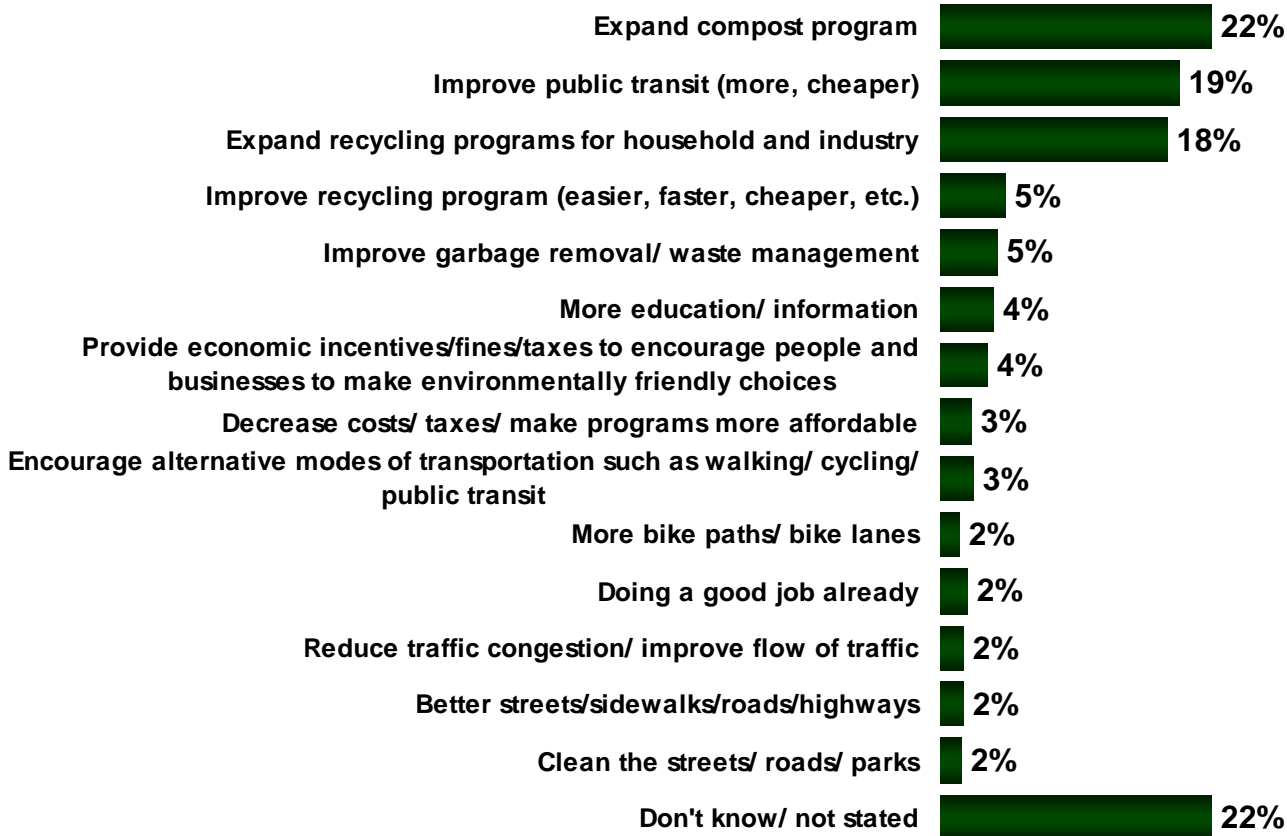
Base: All respondents (n=300)



Citizens suggest The City focus on composting and recycling programs, as well as improving public transit to encourage environmental behaviour

Overall, what suggestions do you have for things The City of Nanaimo can do to make it easier for you to preserve and protect the local environment? Anything else?

Unaided



Note: Only mentions of 2% or more are shown.

Note: Multiple mentions accepted.

Base: All respondents (n=300)

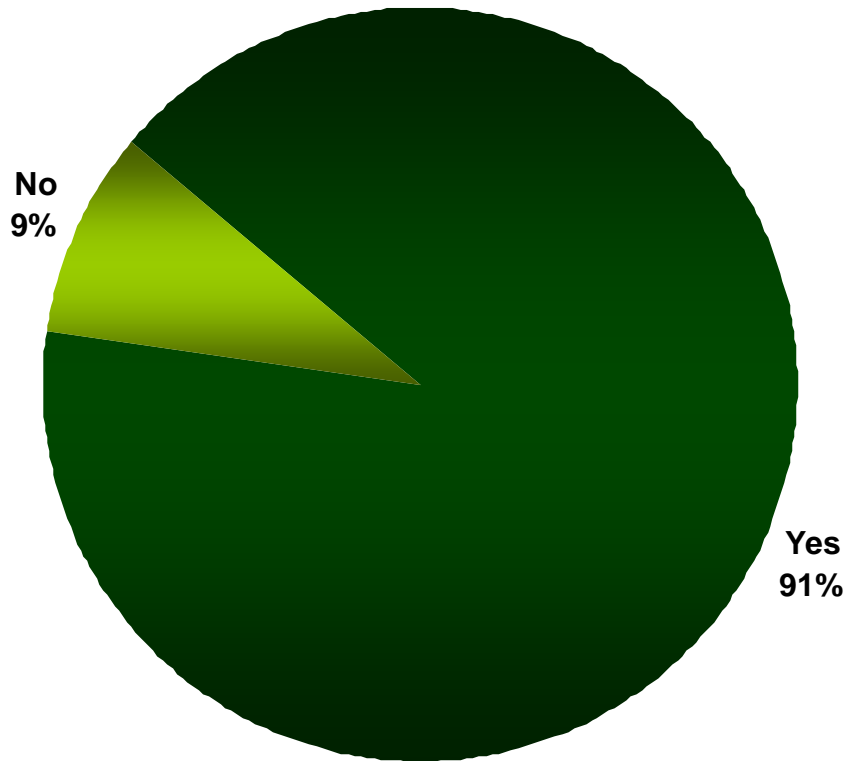


Pesticides



More than nine-in-ten citizens have a lawn or garden

Does your current place of residence have a lawn or garden? This includes flower gardens, patio gardens, or balcony gardens, but not vegetable gardens.



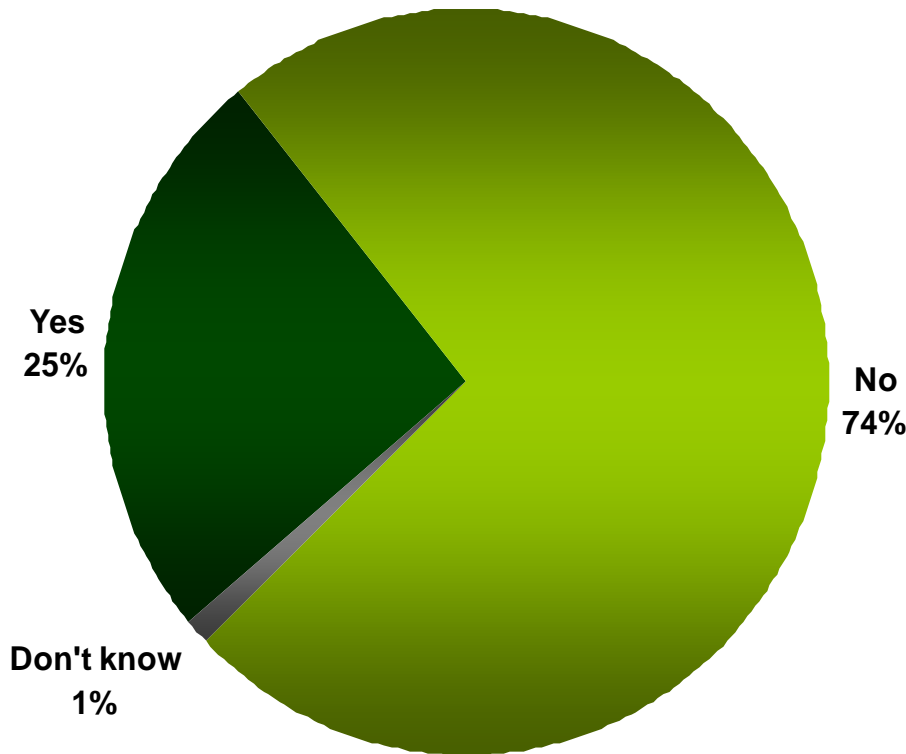
Norm	
Yes	83%
No	17%

Base: All respondents (n=300)



Among those with a lawn or garden, just one-quarter say that they have applied pesticides in the past twelve months

In the past twelve months, have you or anyone else applied any pesticides to your home lawn or garden? By pesticide I mean any chemical substance that is used to control insects, weeds, fungus, and rodents, or to improve the appearance of lawns and gardens.



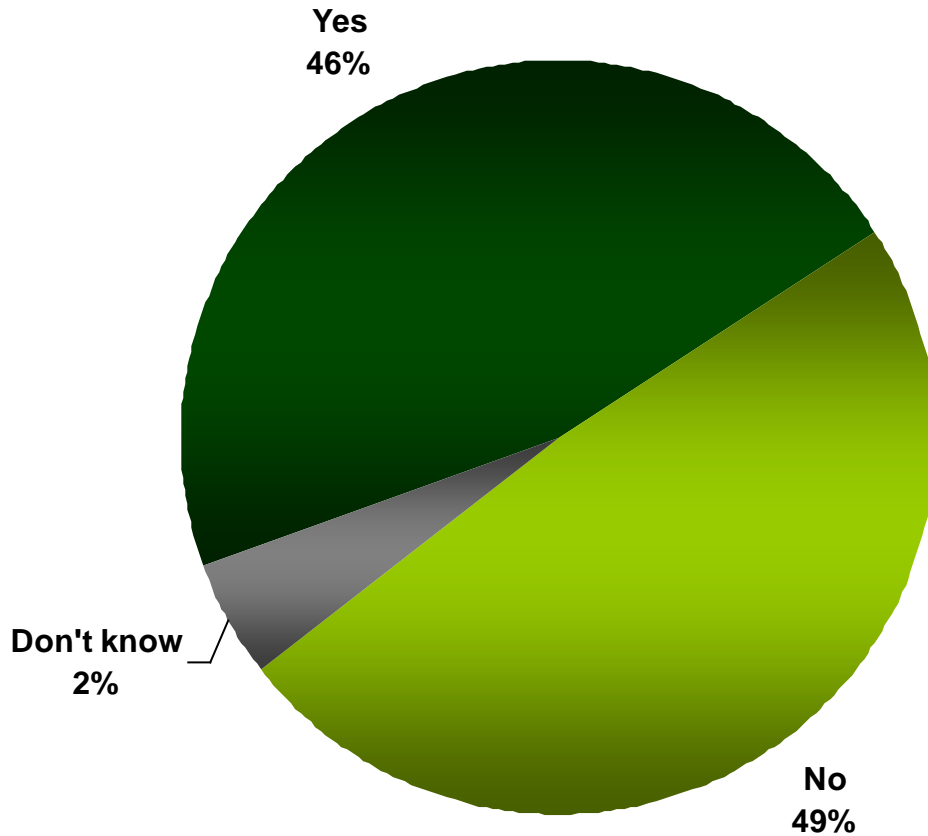
Norm	
Yes	30%
No	67%

Base: Residence has lawn or garden (n=272)



During this same timeframe, almost half tried applying non-chemical products or alternative practices

In the past twelve months, have you or anyone else applied any non-chemical products or tried alternative practices to your lawn, flower garden, trees, or shrubs in an attempt to avoid using pesticides?



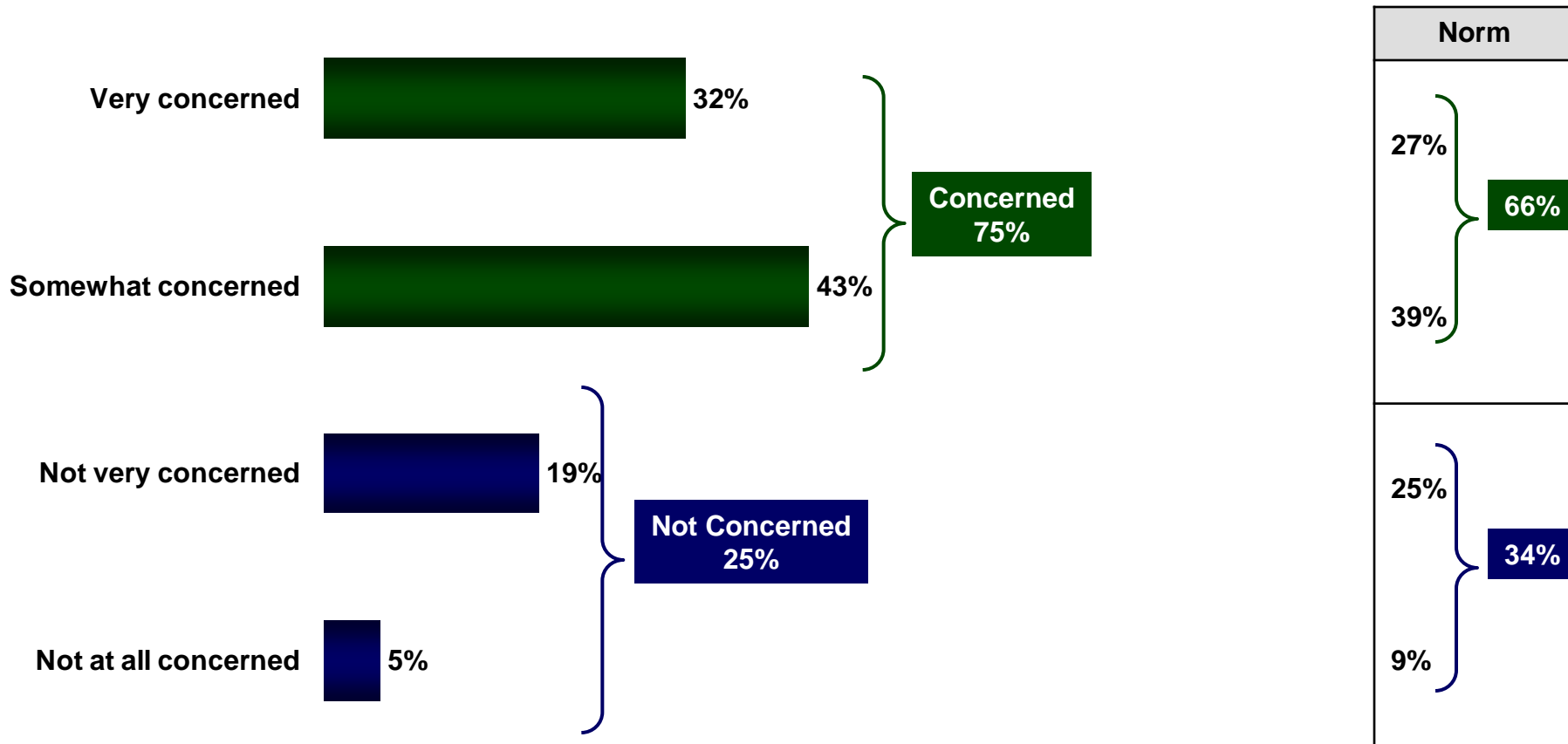
Norm	
Yes	35%
No	62%

Base: Residence has lawn or garden (n=272)



Three-quarters of citizens are concerned about cosmetic pesticide use in their community

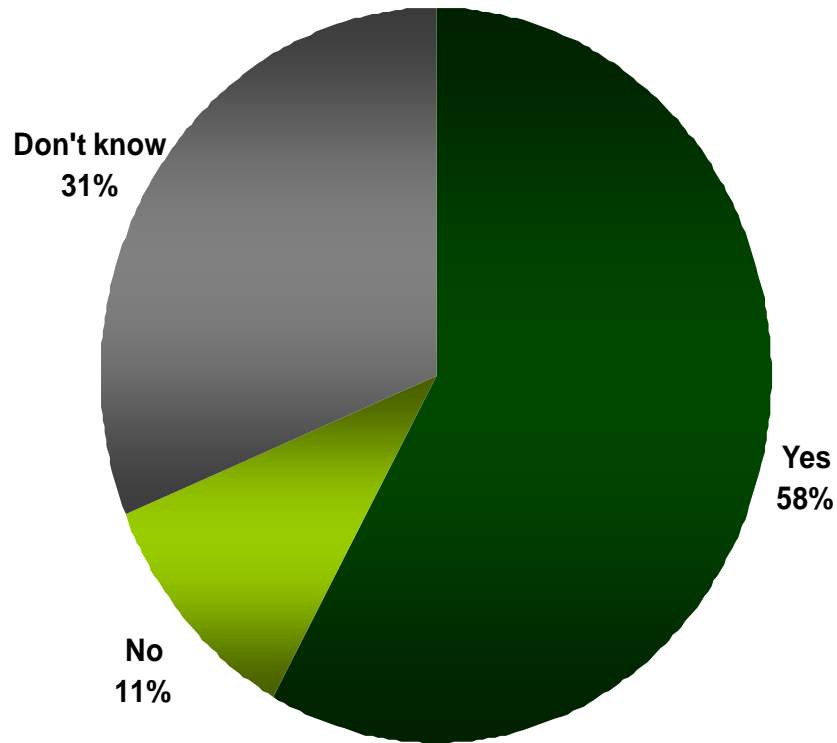
The next few questions specifically focus on cosmetic pesticides. This means the use of pesticides to kill or control weeds, insects, fungi, and pests in order to enhance the appearance of private and public lawns and gardens.
How concerned are you personally about cosmetic pesticide use in your community?



Base: All respondents (n=300)

A small majority believe that cosmetic pesticides are permitted in Nanaimo

To the best of your knowledge, is the use of cosmetic pesticides permitted in The City of Nanaimo?



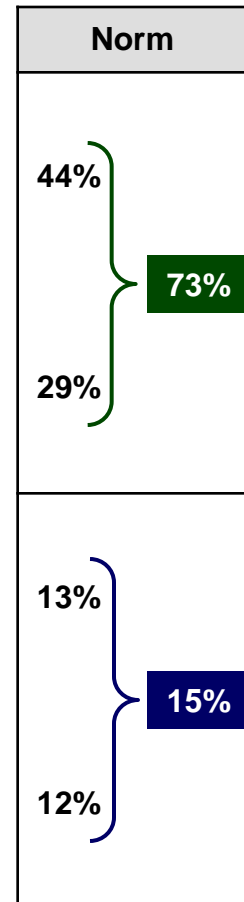
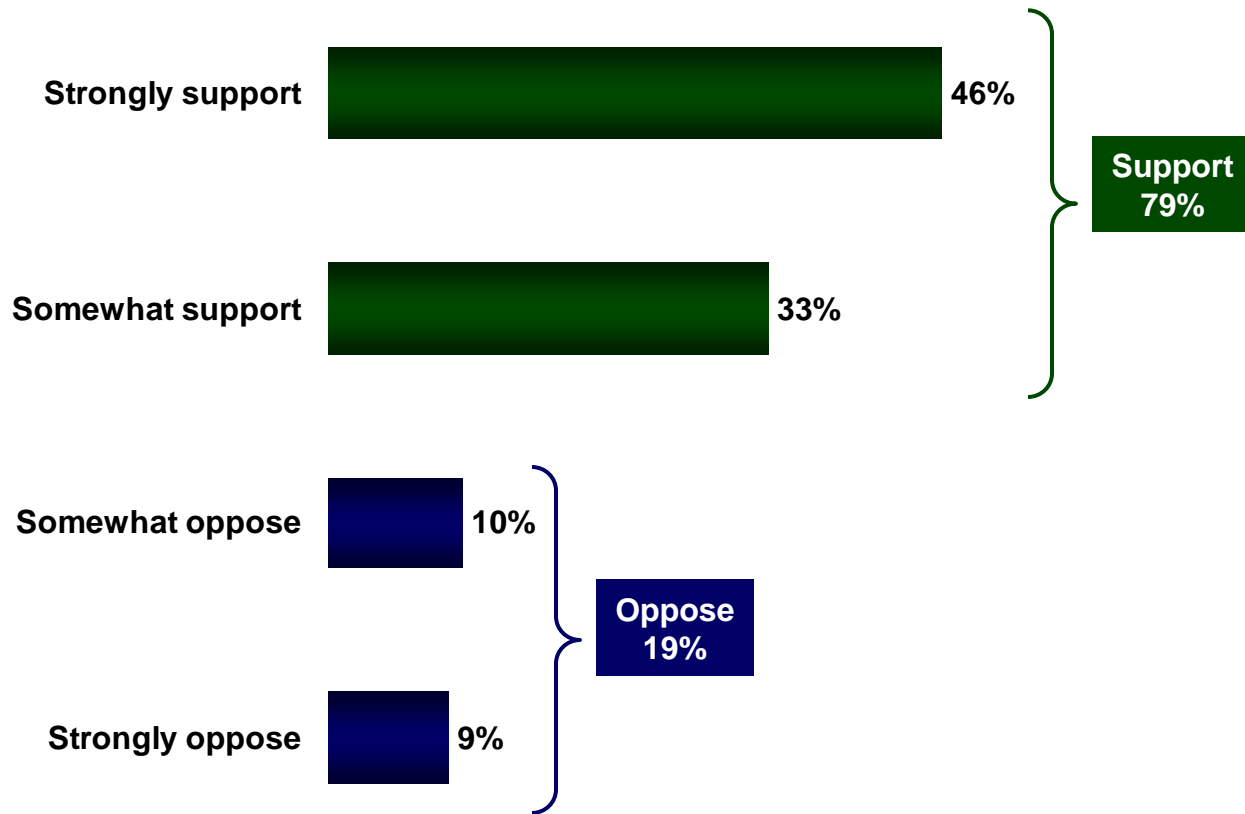
Norm	
Yes	54%
No	30%

Base: All respondents (n=300)



A cosmetic pesticide bylaw garners the support of four-in-five citizens

Would you support or oppose The City of Nanaimo passing a bylaw that would phase-out the use of cosmetic pesticides on private and public properties? Under this bylaw, no cosmetic pesticides could be used on private and public lawns or gardens, including parks and recreation facilities, after a phase-out period is over.



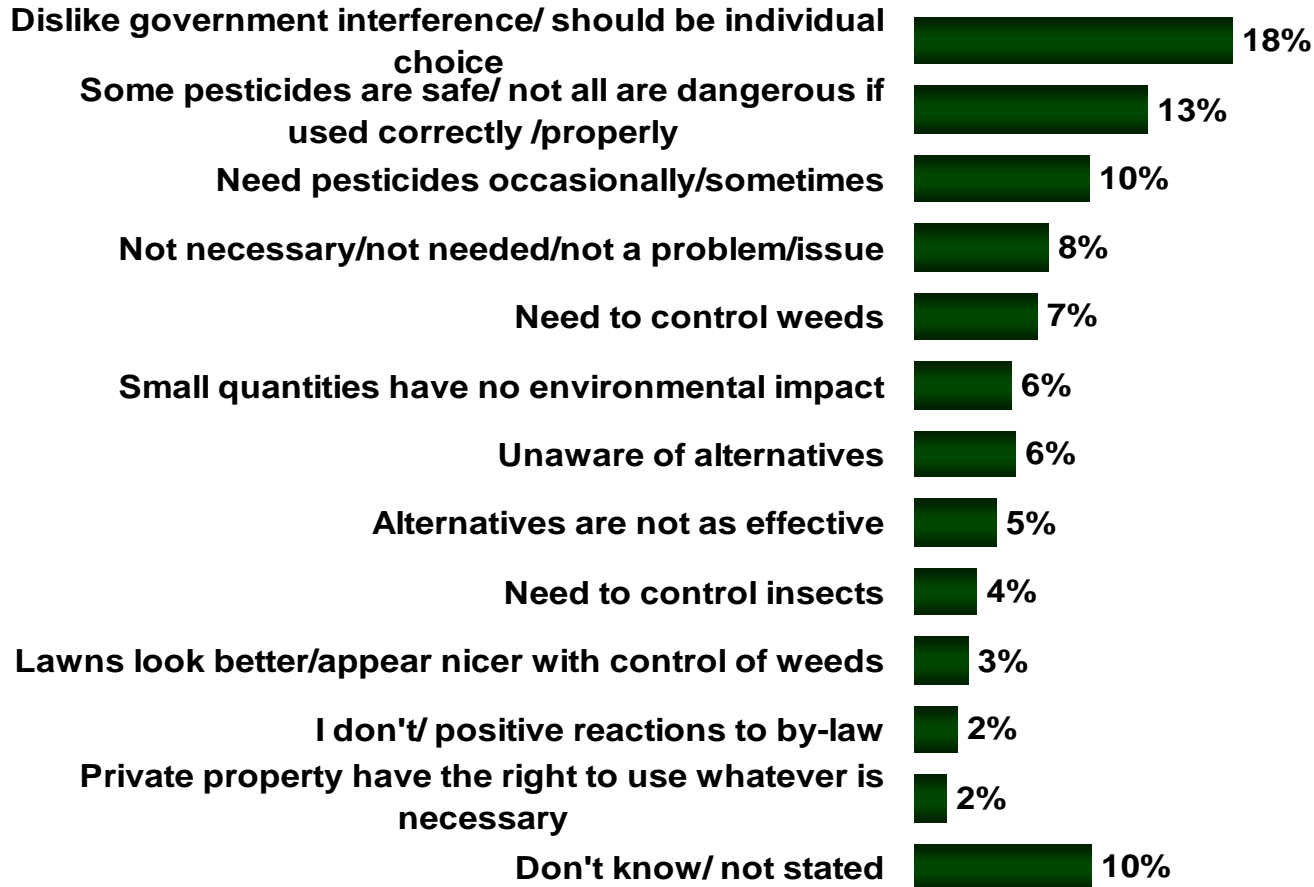
Base: All respondents (n=300)



The primary reason for opposing a cosmetic pesticide bylaw is the dislike of government interference

Why do you oppose a bylaw phasing out the use of cosmetic pesticides on private and public properties? Any other reasons?

Unaided



Note: Only mentions of 2% or more are shown.

Note: Multiple mentions accepted.

* Small base size, interpret with caution.

Base: Oppose cosmetic pesticide bylaw (n=65*)

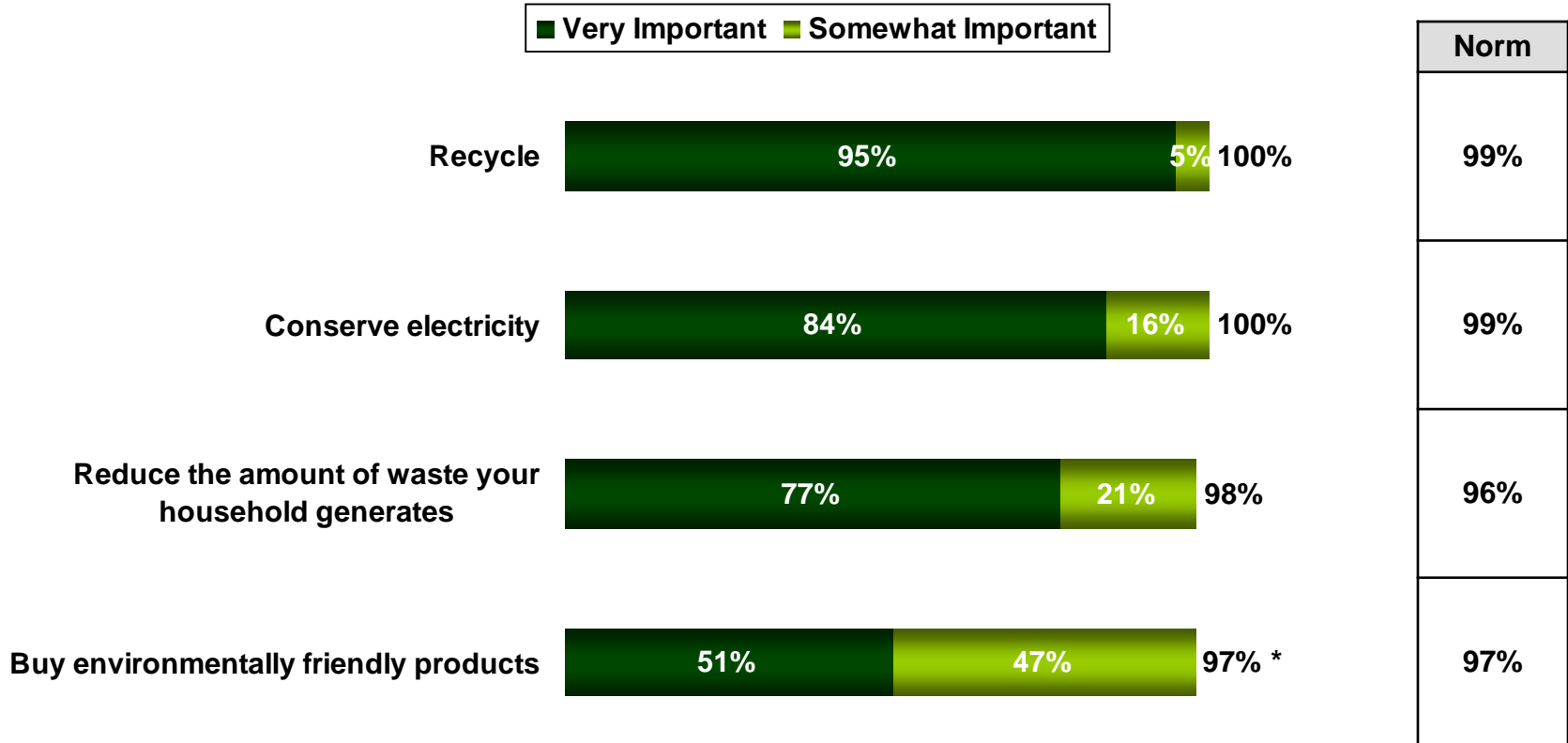


Waste Management



Citizens rate recycling as the most important activity for them to personally engage in

In your opinion, how important is it for you personally to do the following? Would you say that it is very important, somewhat important, not very important or not important at all? How about ... ?



Base: All respondents (n=300)

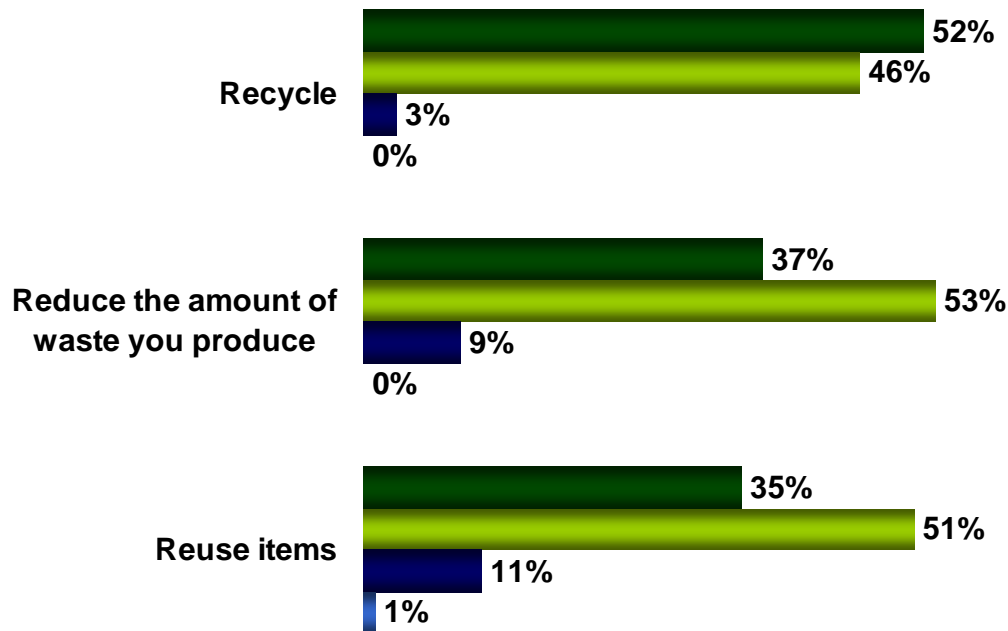
Note: * Rounding



Citizens also rate themselves highly when it comes to their recycling efforts

Thinking about your own efforts to recycle/reduce the amount of waste you produce/reuse items which one of the following statements would best apply to you?

- I am doing all I can do
- I am doing most of what I could do, but could do more
- I am doing something, but could do a lot more
- I am doing very little



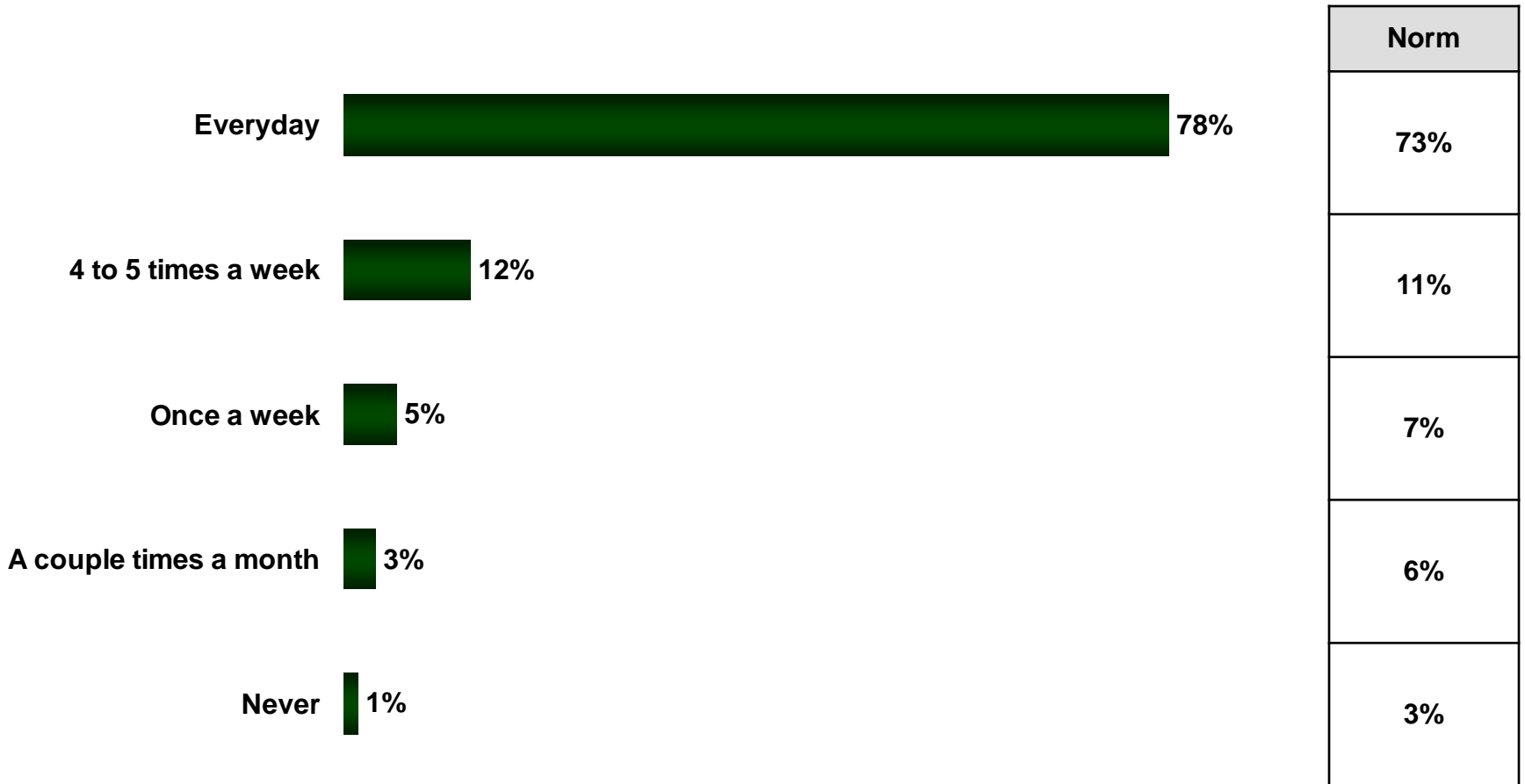
Norm
47%
46%
5%
2%
33%
53%
12%
1%
35%
49%
13%
2%

Base: All respondents (n=300)



Over three-quarters of citizens say they recycle items every day

How often does your household recycle recyclable items, by this I mean separating recyclable material from garbage in your home?
Do you recycle ... ?

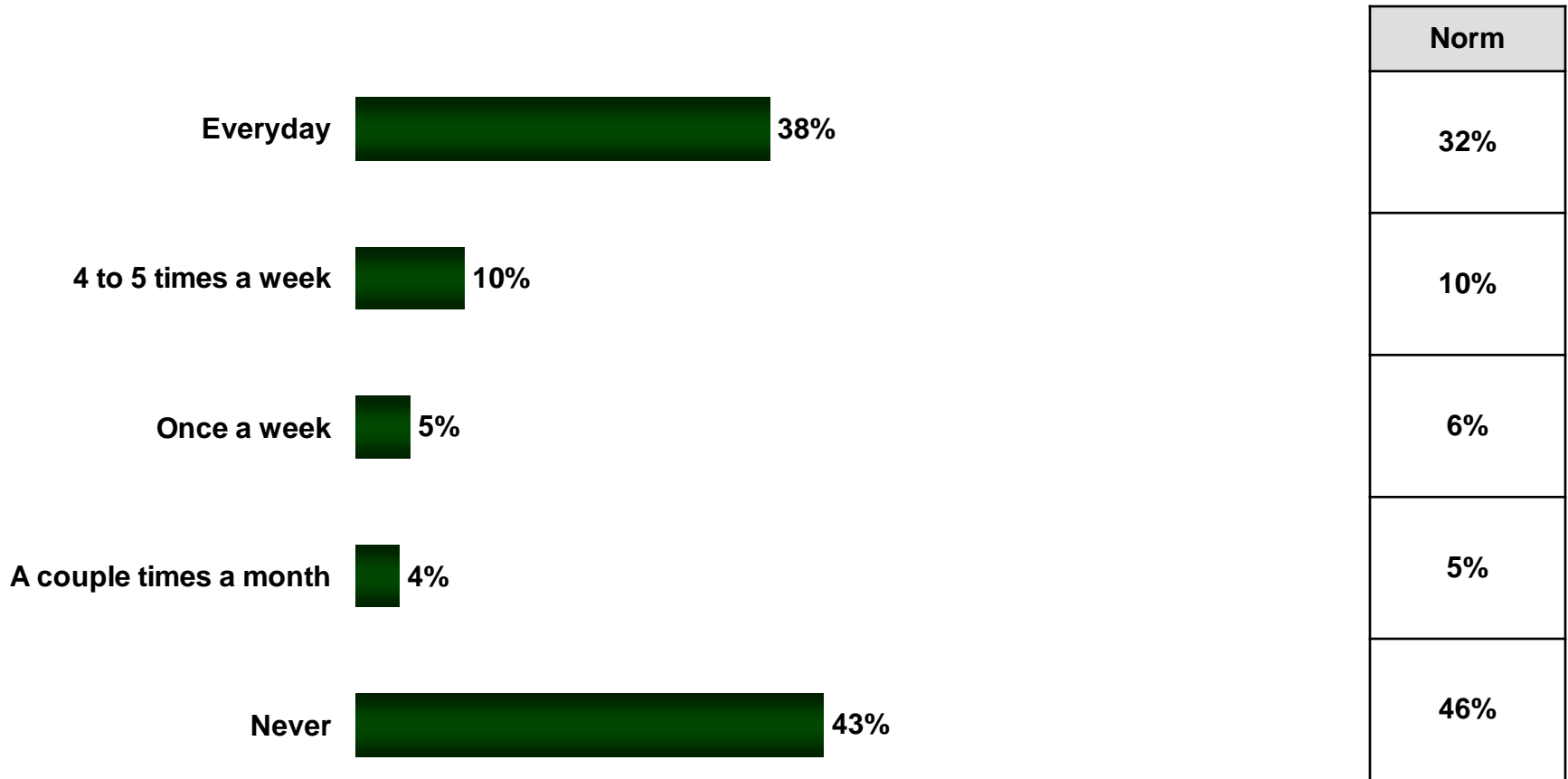


Base: All respondents (n=300)



Almost four-in-ten say they compost everyday; nearly the same amount who say they never compost

How often does your household separate organic and food waste for composting or green bin collection from garbage in your home?
Do you do this ... ?

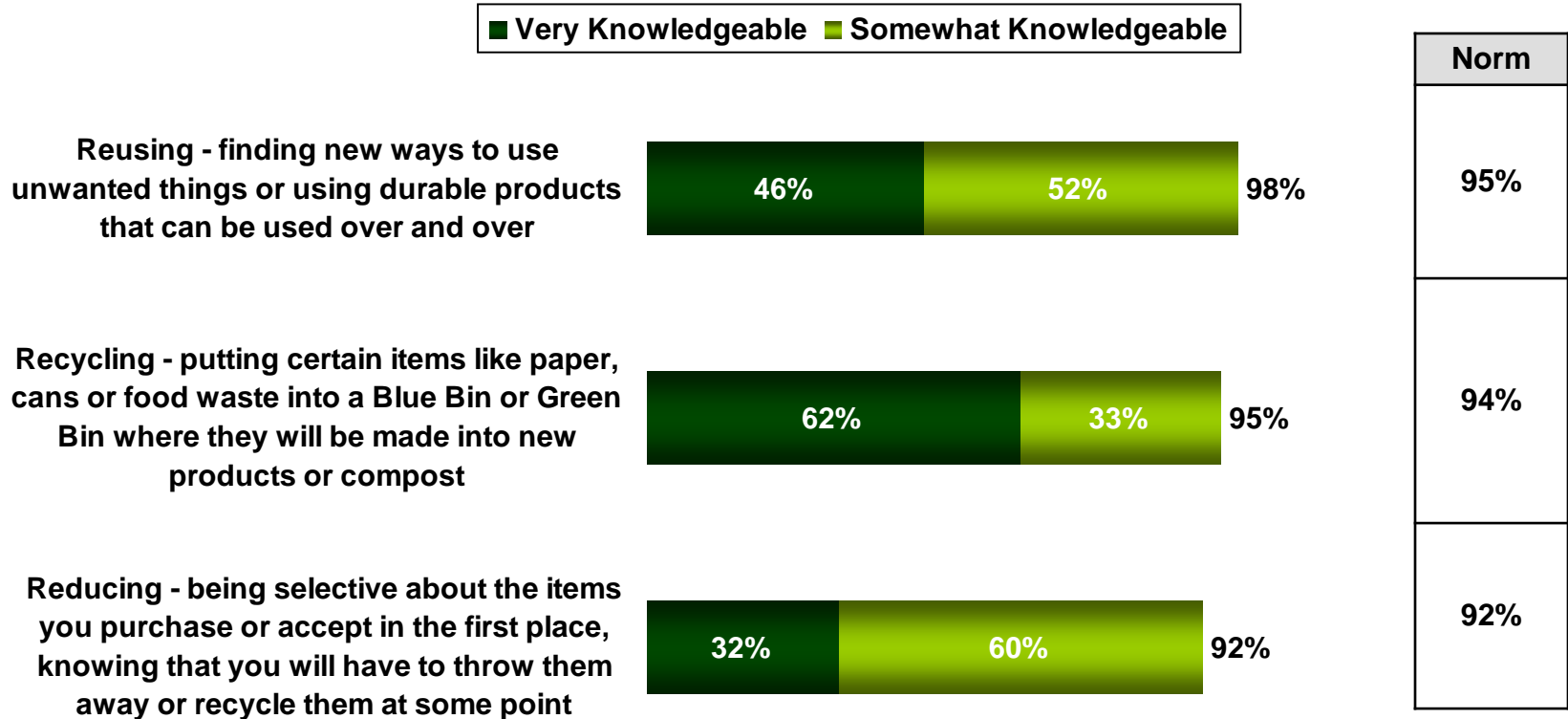


Base: All respondents (n=300)



Most people feel they are knowledgeable about reusing, recycling and reducing

How knowledgeable would you say you are about the following? How about ... ?

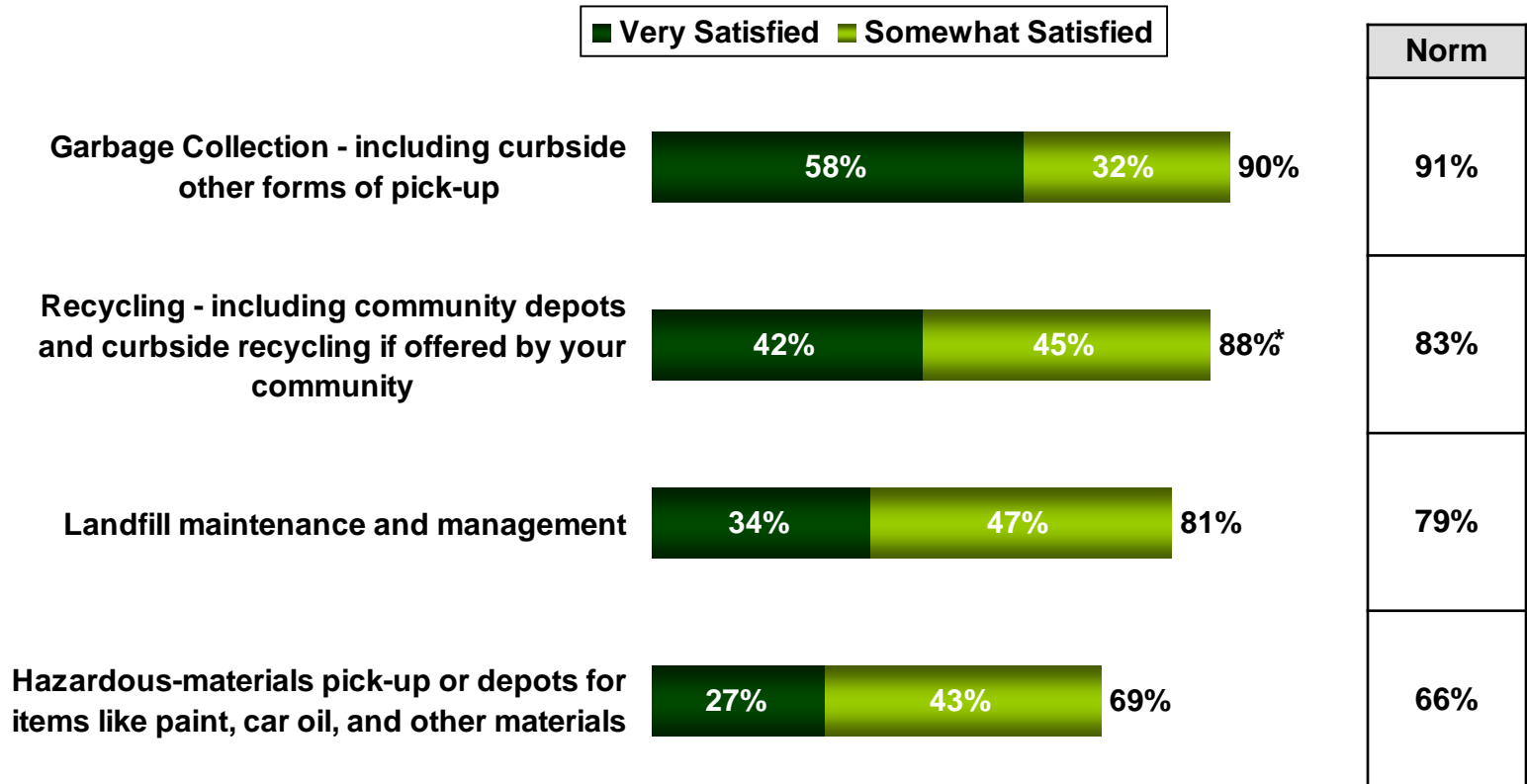


Base: All respondents (n=300)



Satisfaction with garbage collection is highest in Nanaimo; while the perceived ability to dispose of hazardous materials appears to be lacking

Overall, how satisfied are you with the following programs and services provided by The City of Nanaimo?
The first one is ... Are you ... ? The next item is ... ?



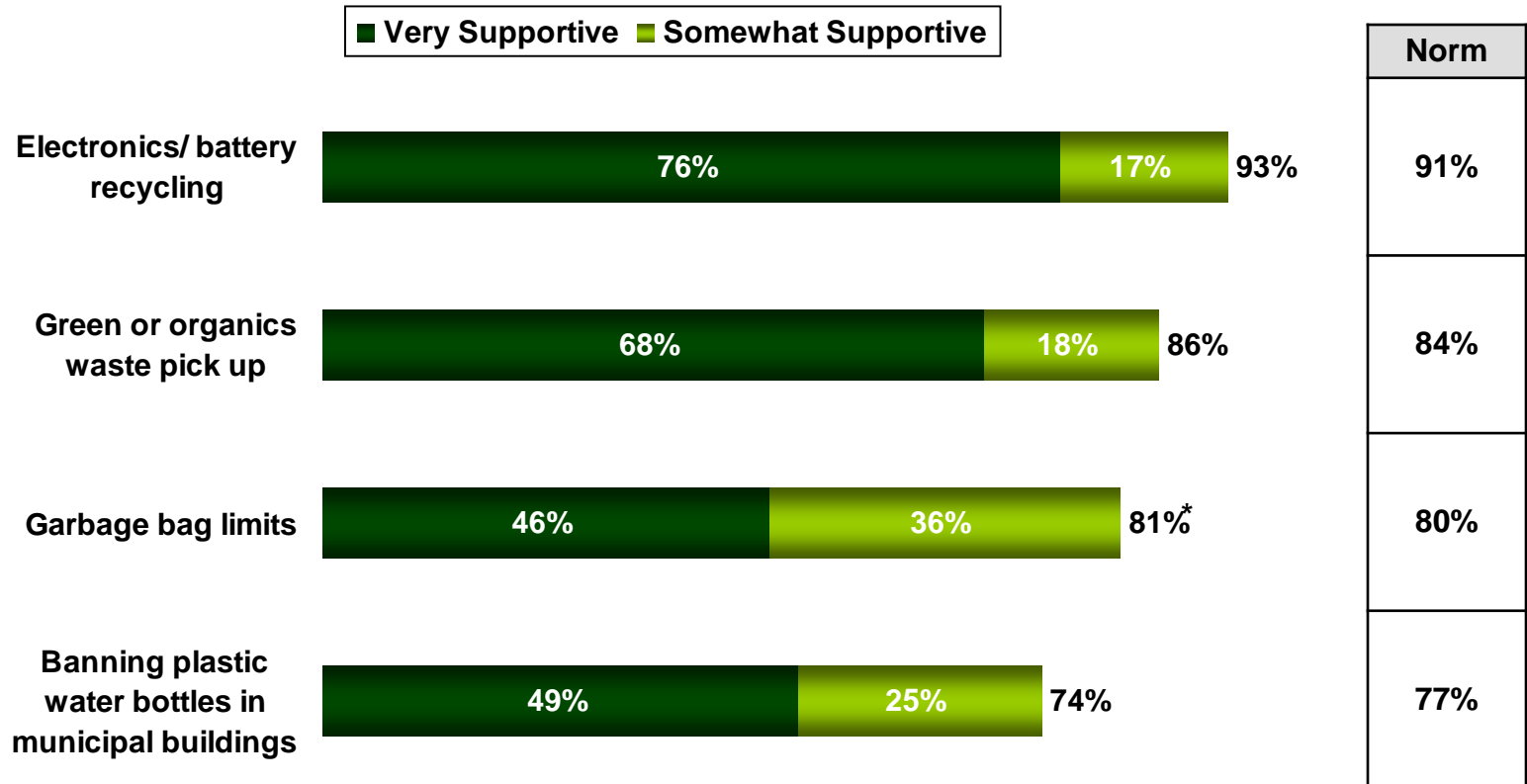
Base: All respondents (n=300)

Note: * Rounding



Support for electronics and battery recycling is highest; while banning plastic bottles has the lowest levels of support

Overall, how supportive would you say you are of each of the following? Would you say you are ...? The first item is ... How about ... ?



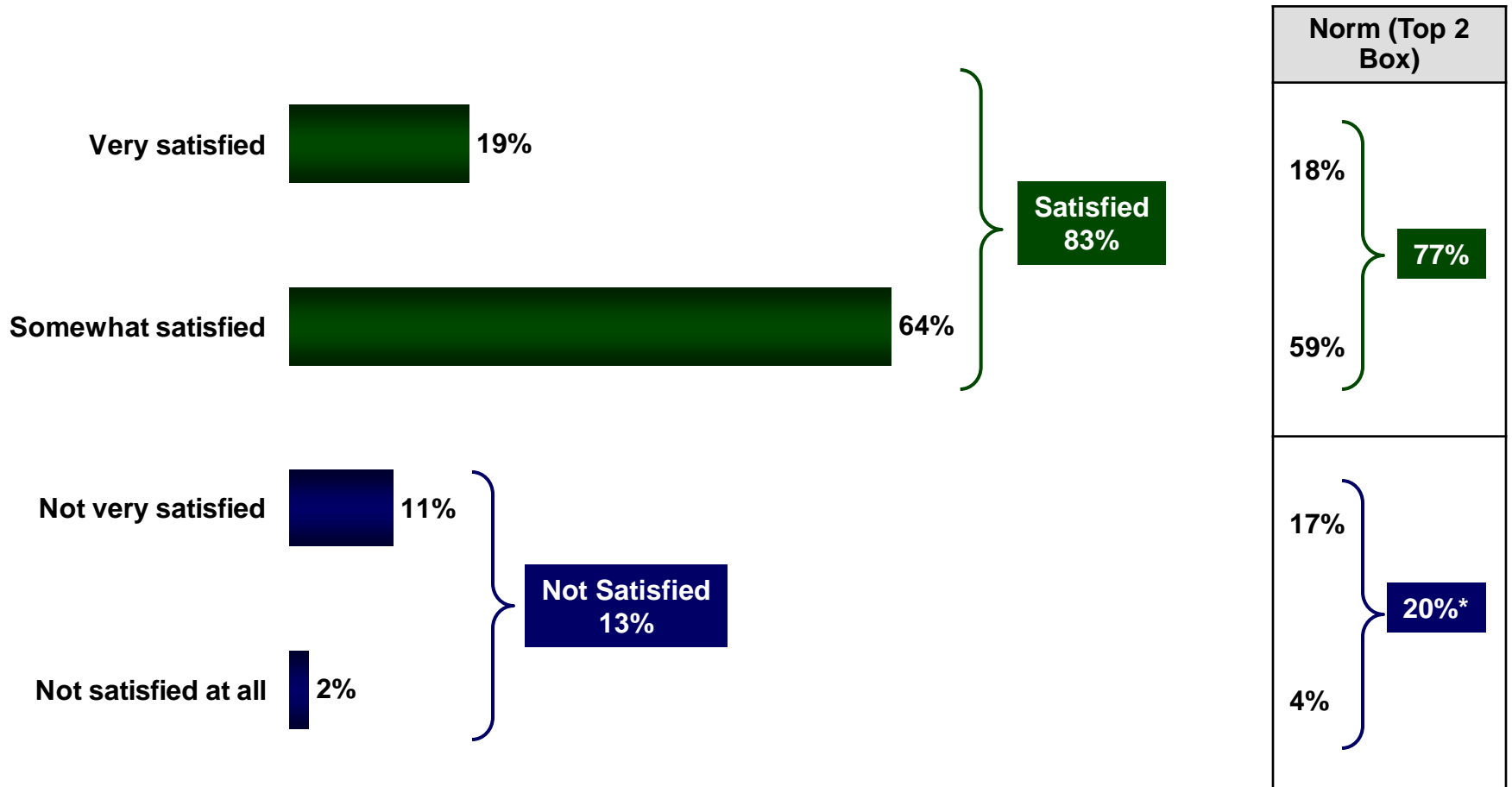
Base: All respondents (n=300)

Note: * Rounding



A majority of citizens are satisfied with the number of programs and services offered by The City of Nanaimo to reduce the amount of household waste

Overall, how satisfied are you with the number of programs and services offered by The City of Nanaimo available to citizens to reduce the amount of waste each household sends to local landfills. Are you?



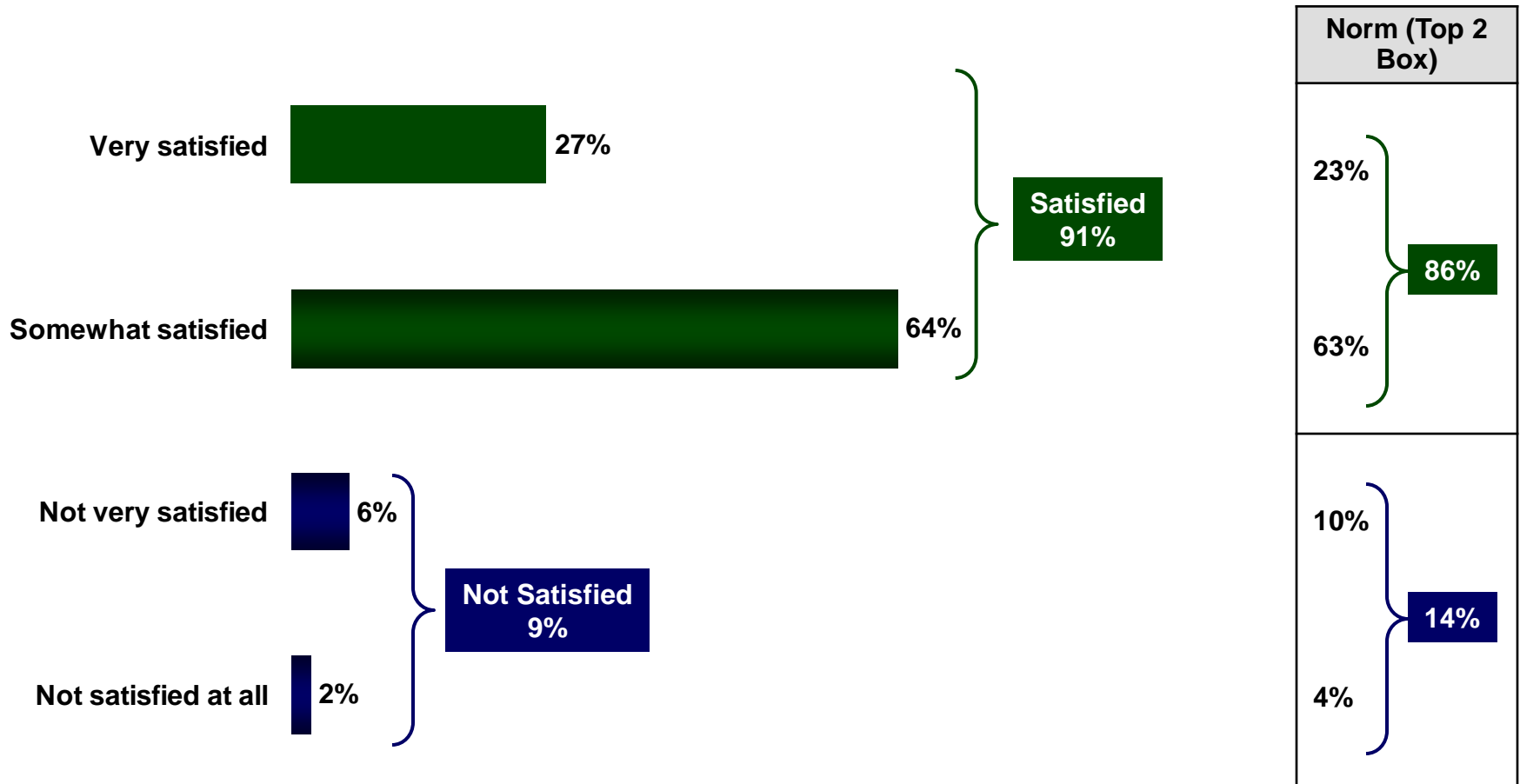
Base: All respondents (n=300)

Note: * Rounding



Most are satisfied with the overall effort by The City to ensure that the community remains a clean place to live

Overall, how satisfied are you with the overall effort of The City of Nanaimo to ensure that your community remains a clean place to live. Are you?



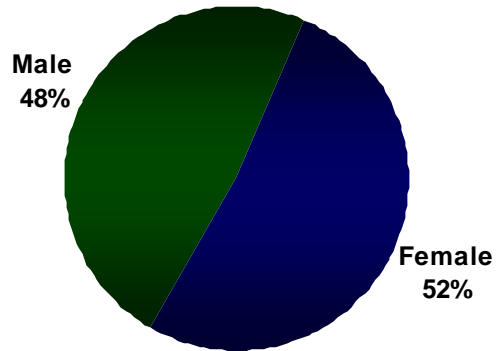
Base: All respondents (n=300)



Demographics

Demographics

Gender



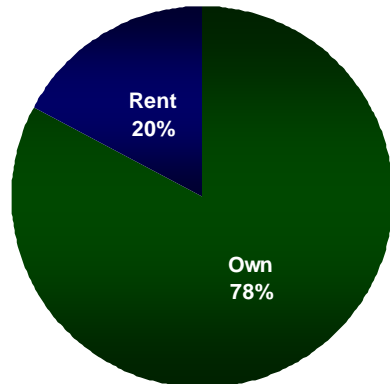
Age

Age Group	Percentage
18 to 24	6%
25 to 34	20%
35 to 44	15%
45 to 54	22%
55 to 64	14%
65 or more	24%
Mean	49.8

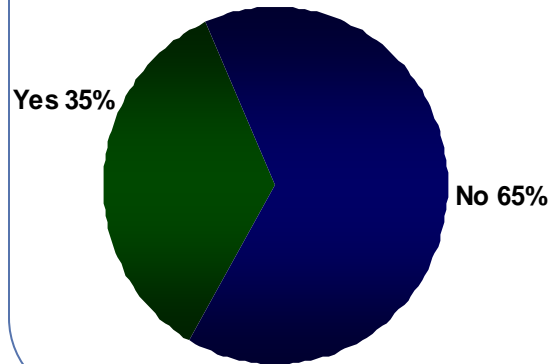
Length of Time Living in Nanaimo

Length of Time	Percentage
0	2%
1-5	21%
6-10	15%
11-15	15%
16-20	12%
21-30	16%
31-50	16%
51+	3%
Mean	18.2

Own or Rent



Children under 18 in HH



Property Taxes

Response	Percentage
Yes	91%
No	7%



For more information, contact:

Jamie Duncan

Associate Vice President, Ipsos Reid

403-294-7385

jamie.duncan@ipsos.com