



Ipsos Reid Public Affairs

City of
Guelph



Municipal Solutions for a Greener Earth – City of Guelph –

September 2007



Objectives and Methodology

- ◆ The primary objective of this research was to provide the City of Guelph with a better understanding of citizens' environmental behaviours, attitudes, and priorities.
- ◆ A total of 300 telephone interviews were conducted with Guelph residents aged 18 years or older.
- ◆ All interviews were conducted between August 22 and 31, 2007.
- ◆ Overall results are accurate to within ± 5.7 percentage points, nineteen times out of twenty.
- ◆ Results have been weighted using the 2006 Census to ensure that the sample's age/gender distribution reflects that of the actual Guelph population.

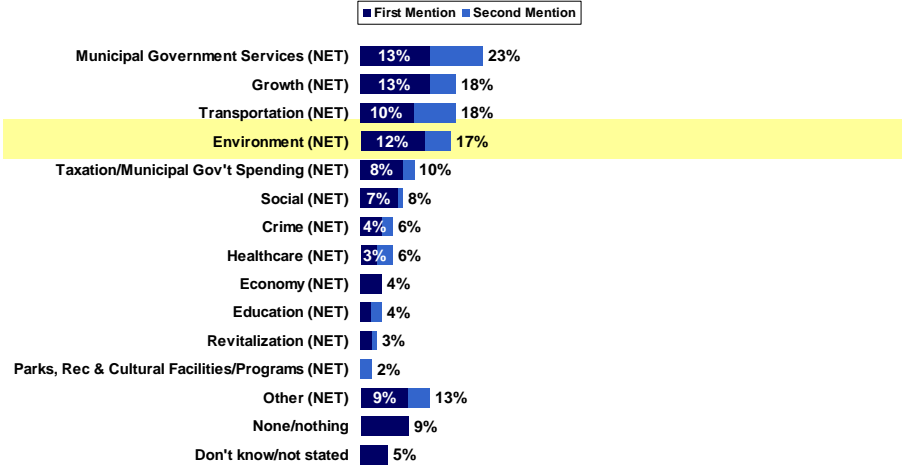
City of
Guelph

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On an unprompted basis, municipal government services top the public issue agenda – the environment places fourth overall

In your view, as a resident of the City of Guelph, 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?



Base: All respondents (n=300)



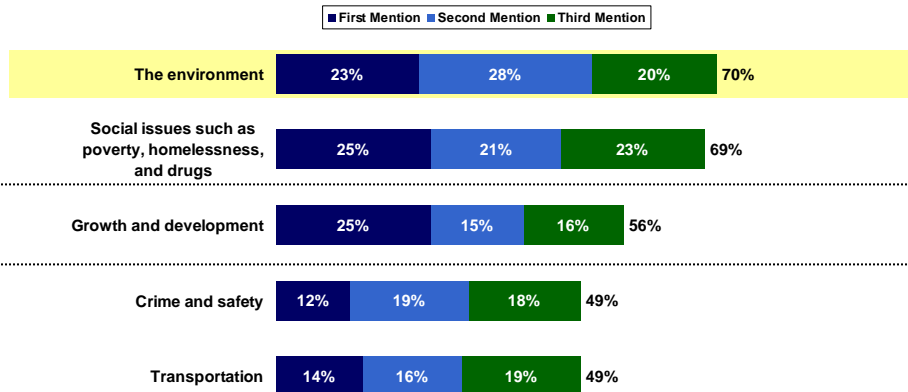
Important Issues

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When prompted, the environment and social issues rise to the top

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 Guelph focus on over the next year. And which one would you next most like to see the City of Guelph focus on over the next year? And which one would you next most like to see the City of Guelph focus on over the next year?



Base: All respondents (n=300)



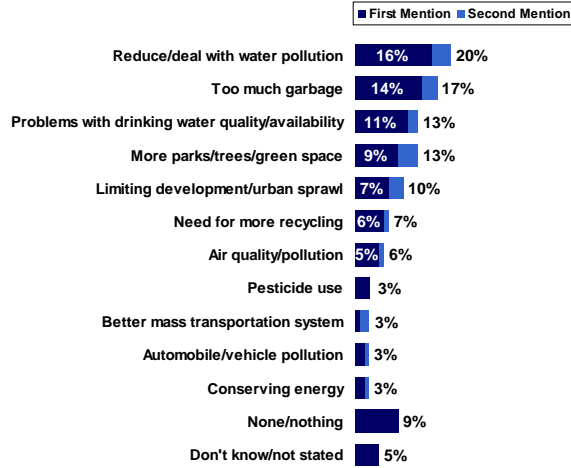
Important Issues

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Specific environmental concerns vary – top issues include water pollution, garbage, drinking water, green space, and urban sprawl

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



Note: Only total mentions of 3% or more are shown. Base: All respondents (n=300)



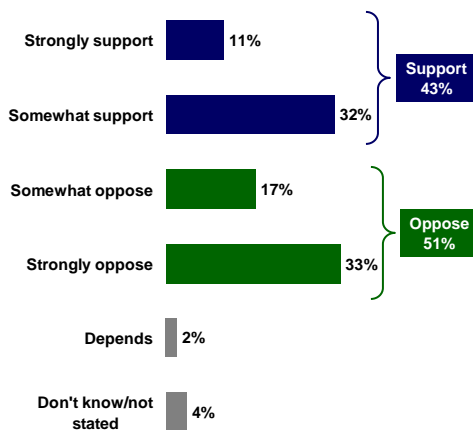
Important Issues

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Citizens are divided when it comes to paying for environmental initiatives – overall, opposition outweighs support

Would you support or oppose the City of Guelph 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)



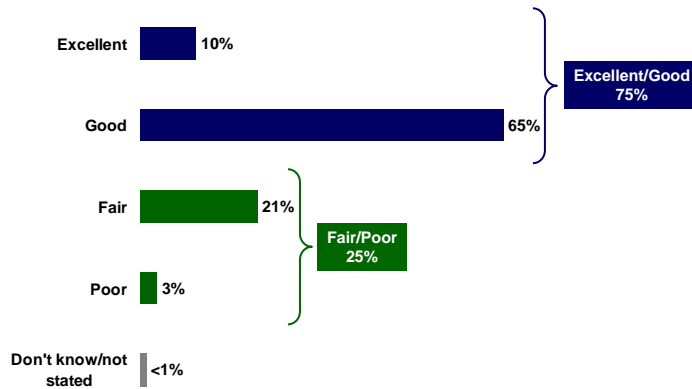
Important Issues

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

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



Base: All respondents (n=300)



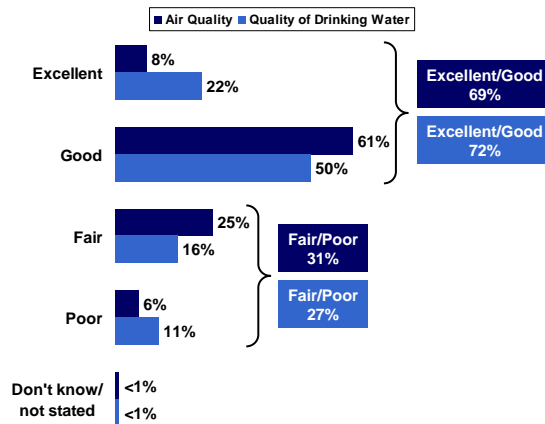
Assessment of the Local Government Performance

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Guelph's air and drinking water quality also score highly

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



Base: All respondents (n=300)



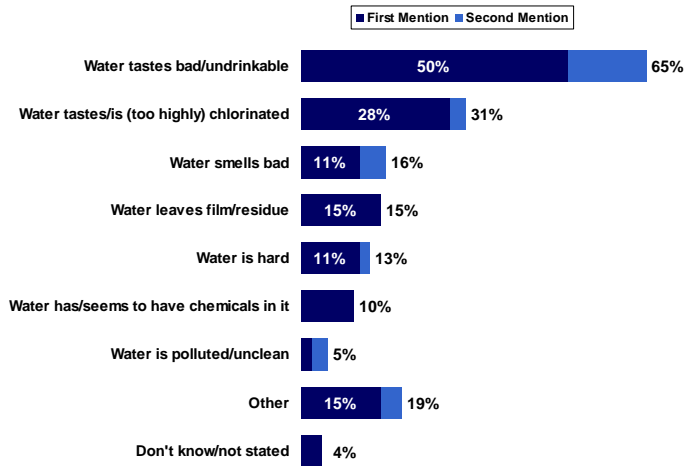
Assessment of the Local Government Performance

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The few citizens who rate Guelph's drinking water quality poorly attribute this to taste

Why did you give the City of Guelph's quality of drinking water a rating of poor?

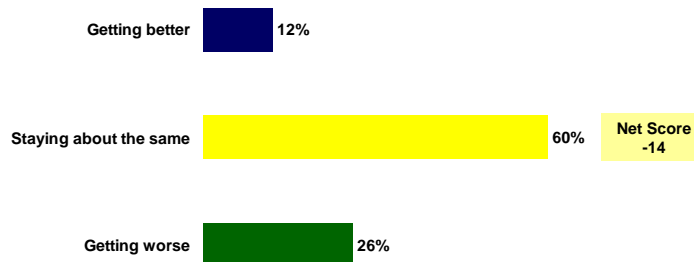


Base: All respondents (n=34)* *Very small base size, interpret with extreme caution.



Citizens are pessimistic about the direction Guelph's environment is heading

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



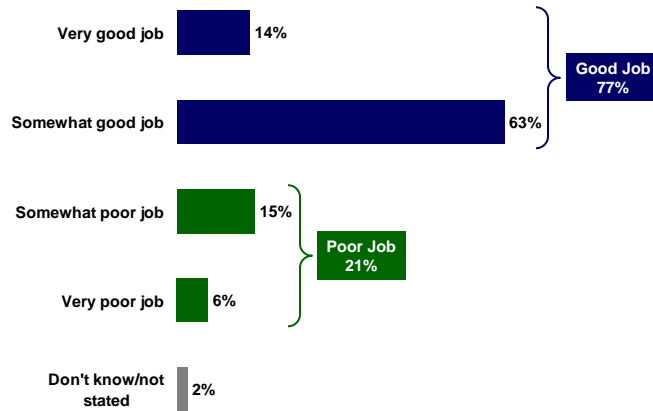
Base: All respondents (n=300)





The City receives favourable performance ratings overall

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

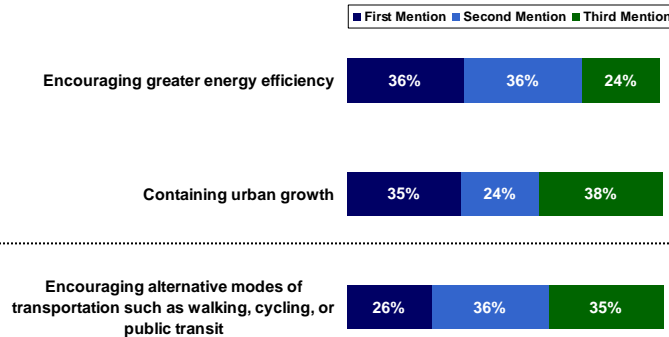


Base: All respondents (n=300)



When prompted, energy efficiency and urban growth top the list of environmental priorities – in comparison, encouraging alternative modes of transportation is deemed less of a priority

I am going to read a list of things the City of Guelph 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 Guelph over the next year. And which one should be the next highest priority? And which one should be the third highest priority?



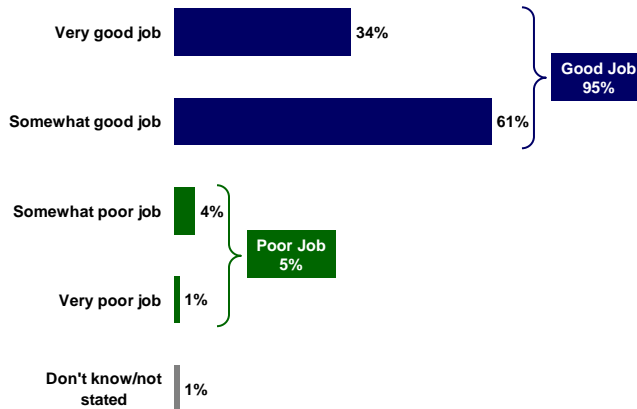
Base: All respondents (n=300)





Most 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 ... ?

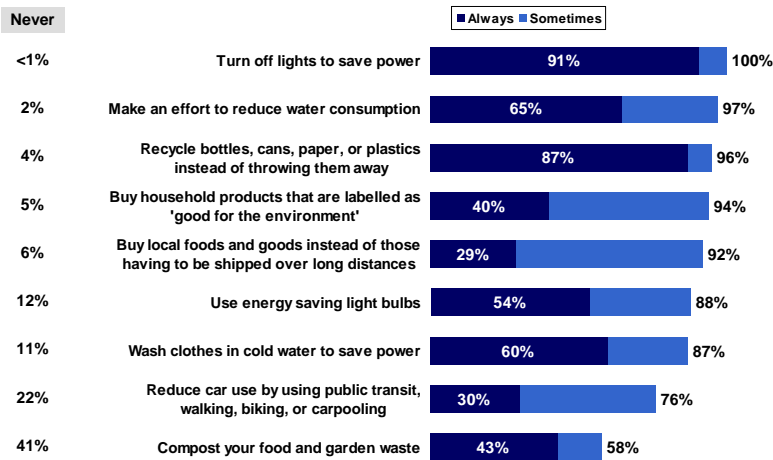


Base: All respondents (n=300)



Citizens are engaged in many different environmental activities

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



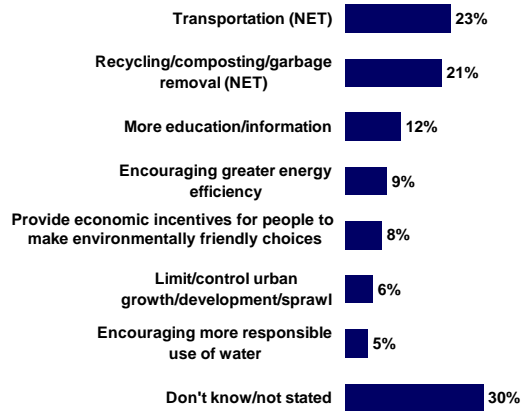
Base: All respondents (n=300)





To encourage environmental behaviour, citizens suggest the City focus on transportation initiatives and recycling/composting/garbage removal programs

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



Note: Only total mentions of 5% or more are shown. Base: All respondents (n=300)



Environmental Behaviours

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