

CAFES Climate Action Survey

Purpose of Survey

CAFES aims to engage Ottawa residents in individual and collective forms of climate action. The purpose of this survey is to gain insight into what Ottawa residents think about climate solutions at the individual and city level in order to inform our messaging and climate campaigns moving forward.

CAFES has done very effective advocacy work in the past and aims to continue engaging in advocacy at the municipal level moving forward. It is important to learn what areas of climate action interest Ottawa residents to inform where CAFES does its advocacy work and where people are motivated to take action themselves.

.Survey launched December 20th,
2022

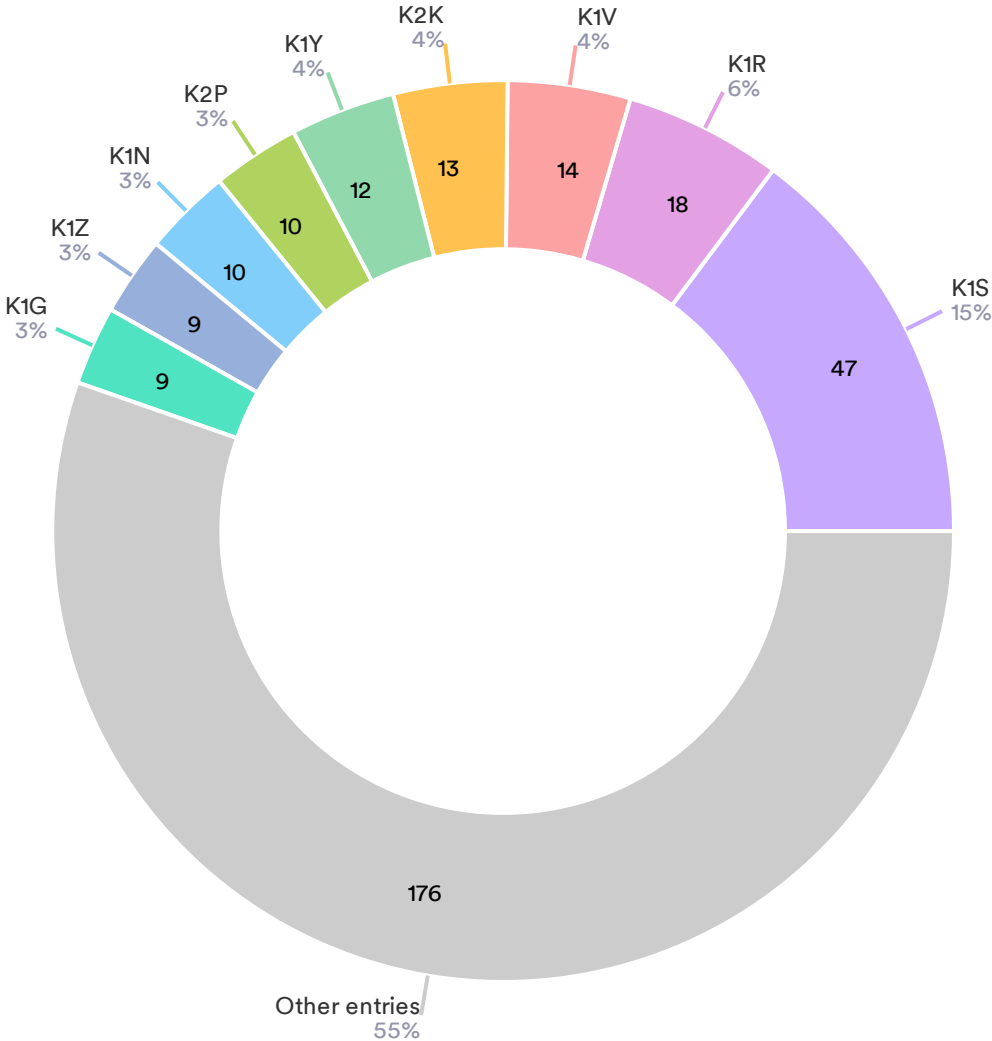
.Sent through: CAFES Holiday
message, social media, website,
Ecology Ottawa newsletter

.Total responses: 337

.Respondents: CAFES supporters
(this is not a representative survey)

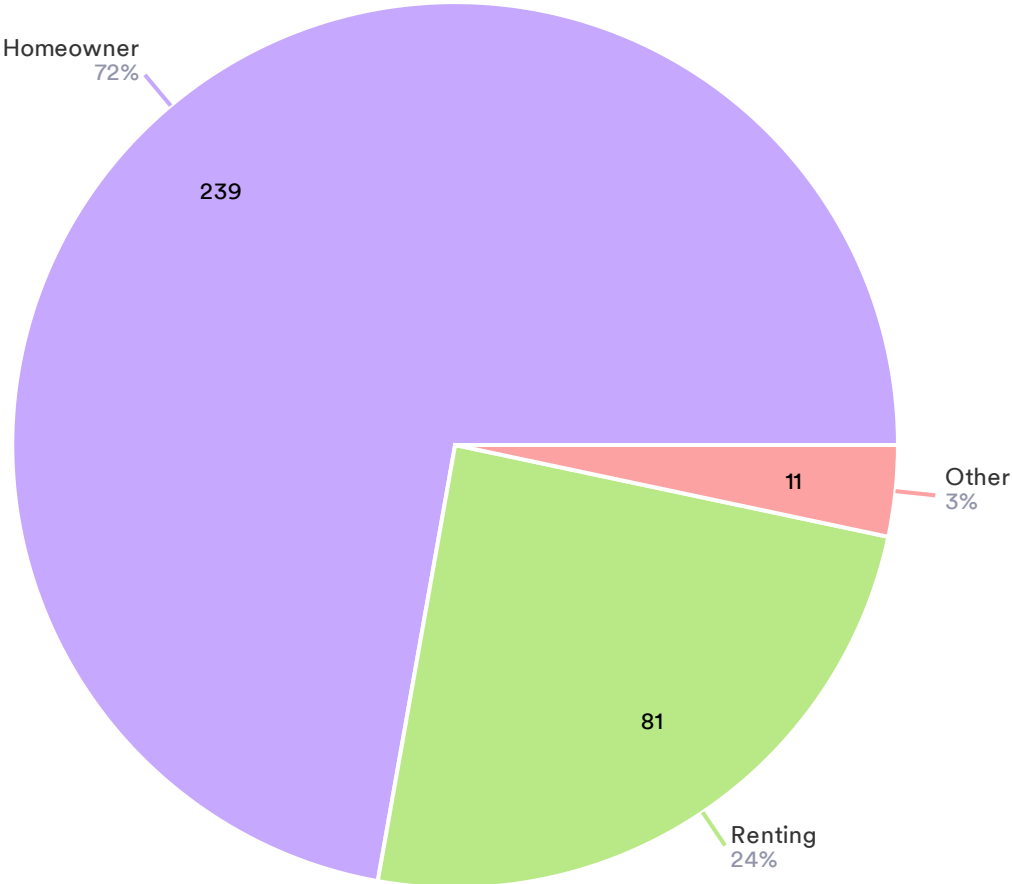
What are the first three letters of your postal code?

318 Responses- 19 Empty



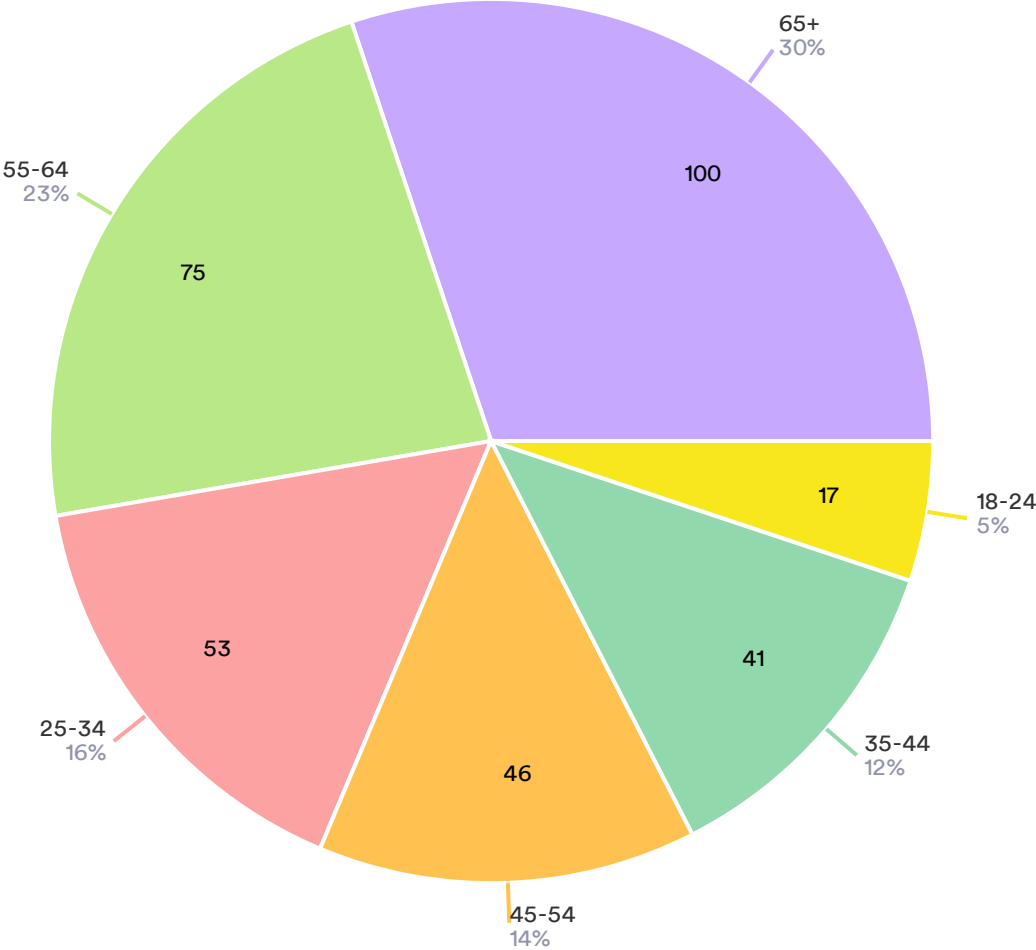
What is your current housing situation?

331 Responses- 6 Empty



What is your age range?

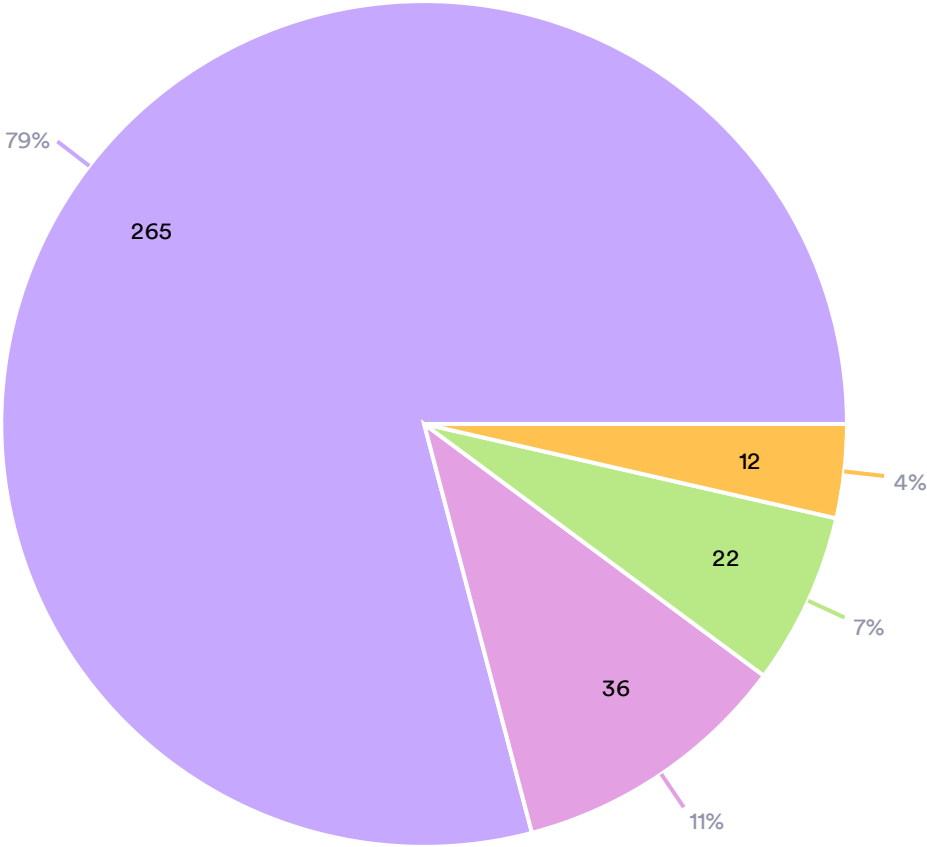
332 Responses- 5 Empty



65+ 55-64 25-34 45-54 35-44 18-24

In your opinion:

335 Responses- 2 Empty

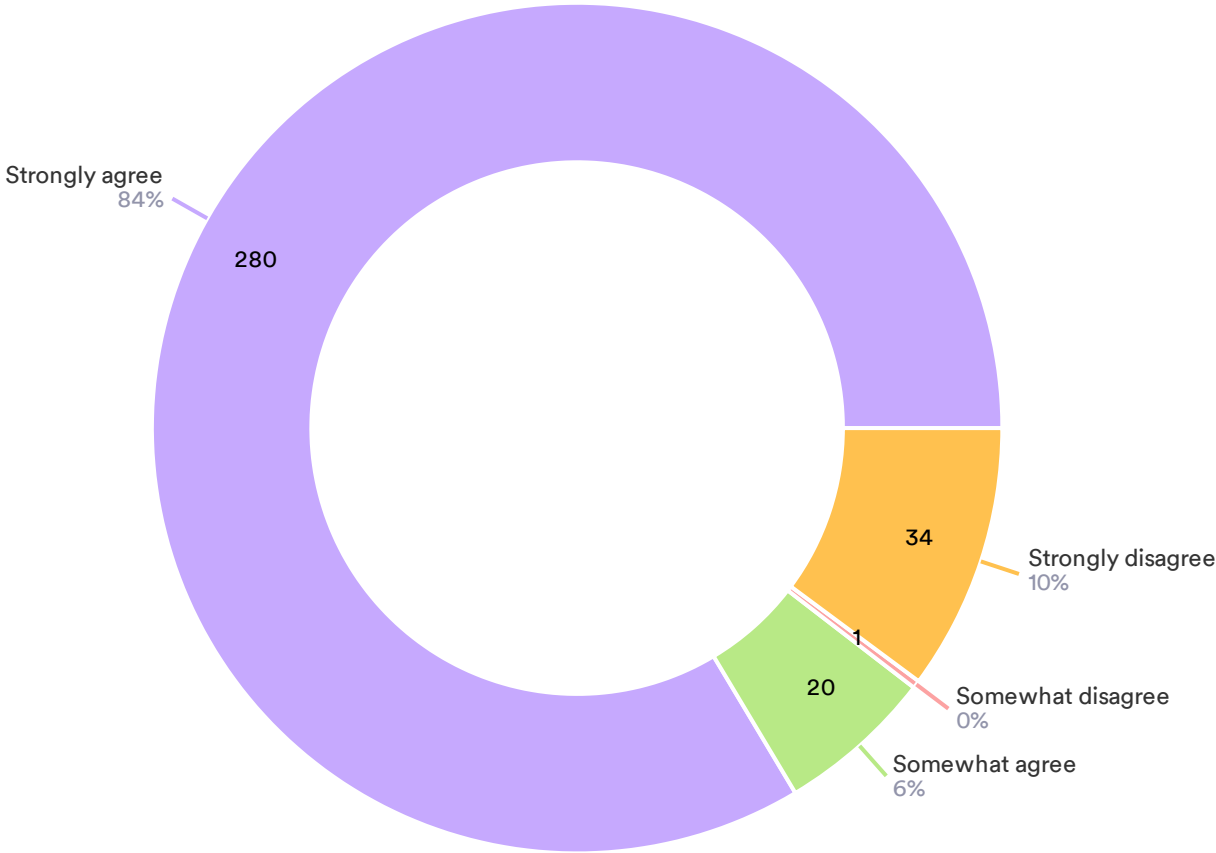


- The City of Ottawa municipal government should be doing more to address climate change
- The City of Ottawa municipal government should be doing less than it currently is to address climate change
- The City of Ottawa municipal government should maintain its current efforts to address climate change
- I'm not sure

To what extent do you agree with the following statement?

We need to act now to address climate change, it is both important and urgent

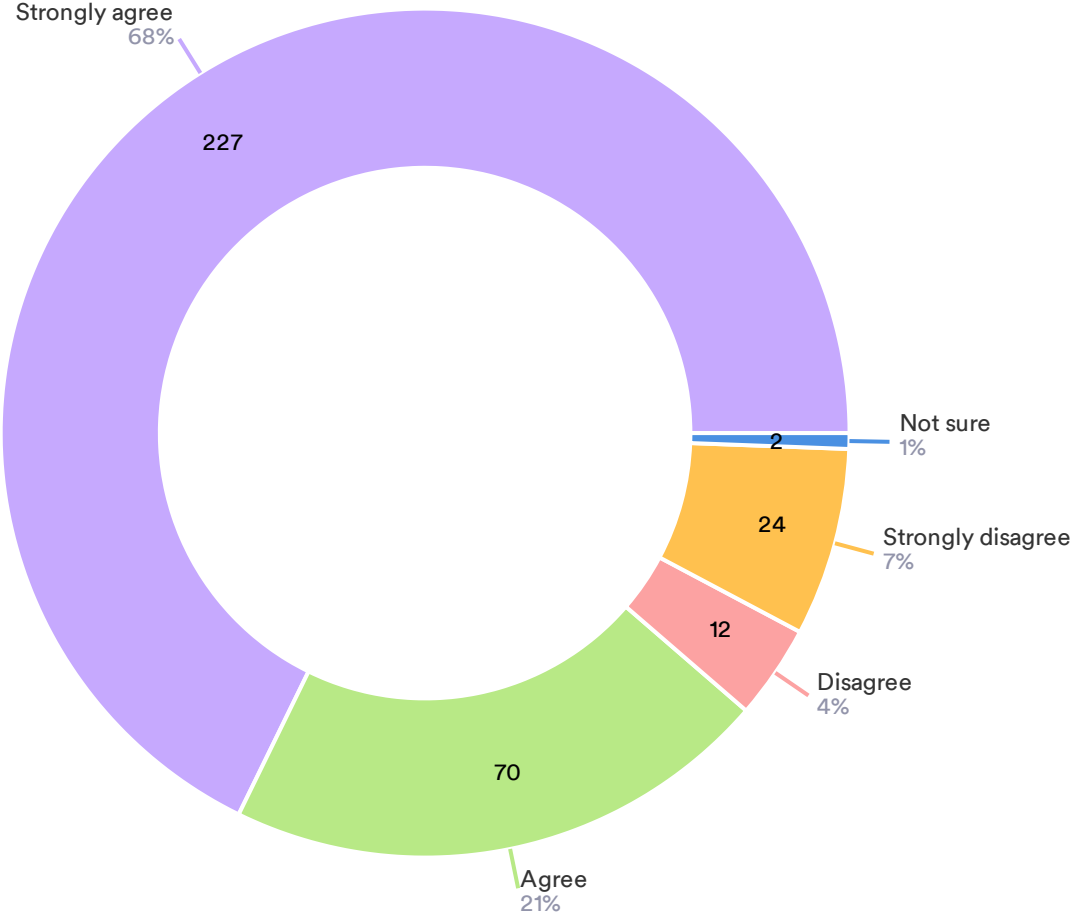
335 Responses- 2 Empty



To what extent do you agree with the following statement?

Everyone needs to reduce their emissions that contribute to climate change, including myself

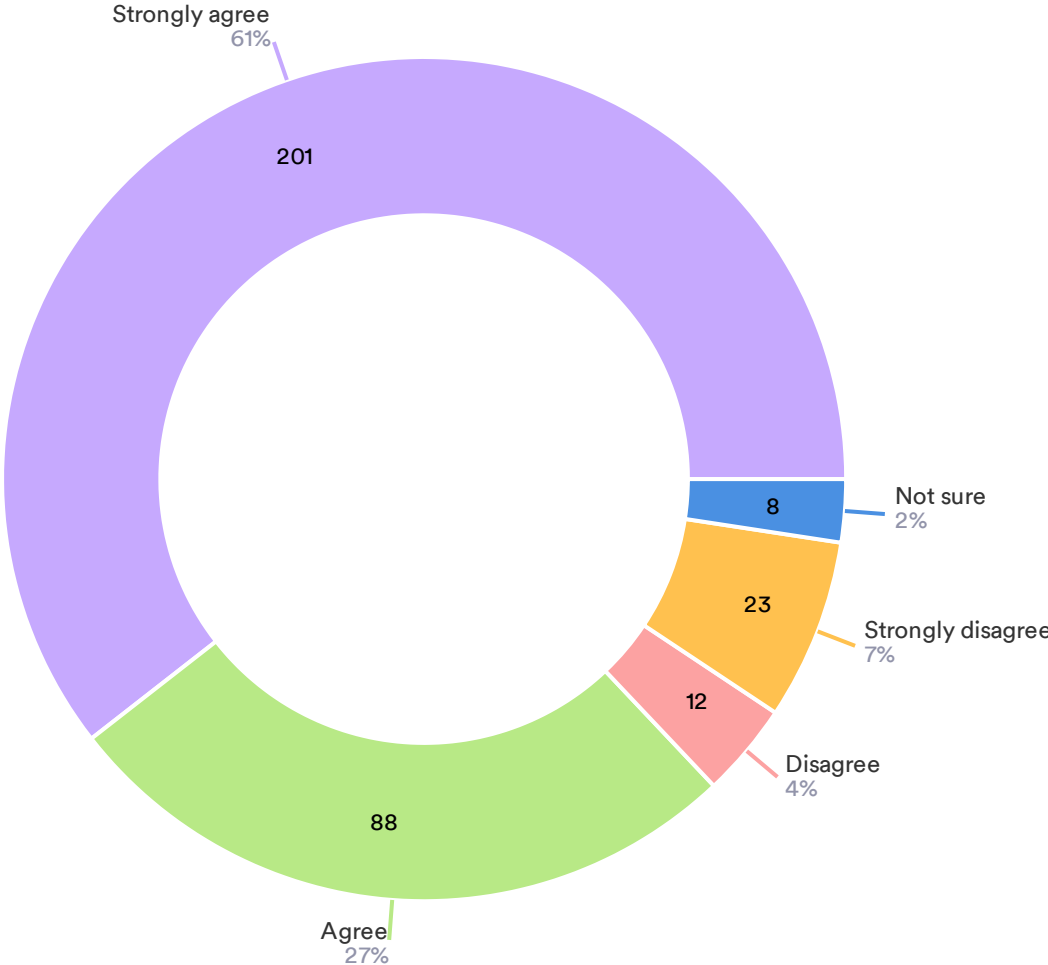
335 Responses- 2 Empty



To what extent do you agree with the following statement?

I want to do more to help address climate change

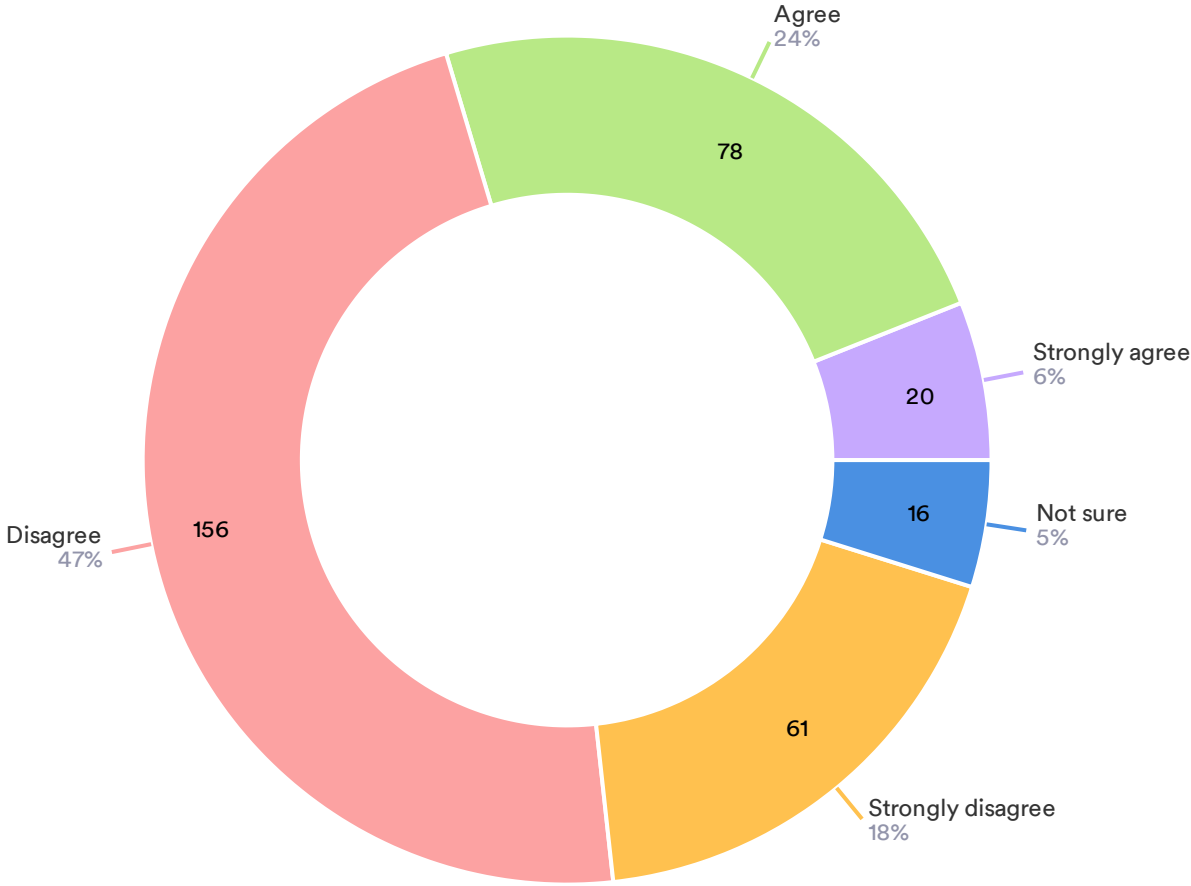
332 Responses- 5 Empty



To what extent do you agree with the following statement?

I don't know what I can do to address climate change

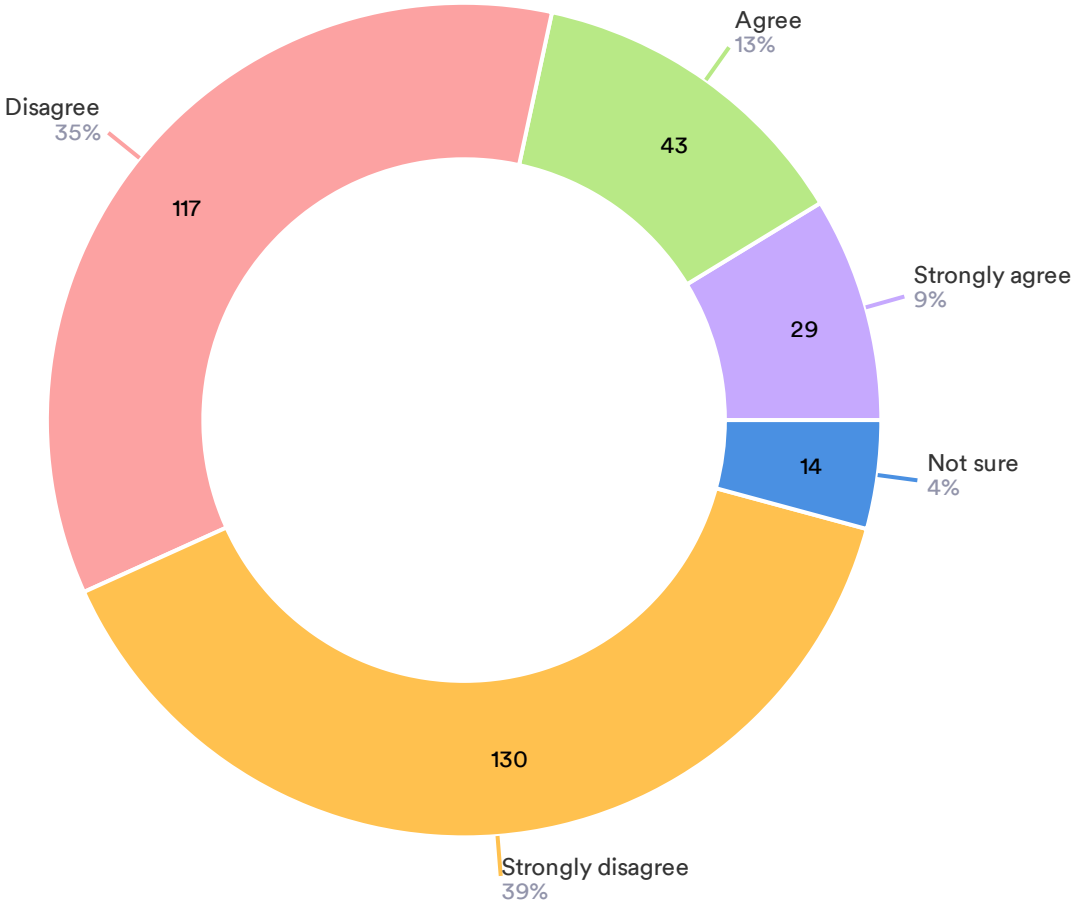
331 Responses- 6 Empty



To what extent do you agree with the following statement?

There's nothing I can do as an individual consumer that will make a meaningful difference in addressing climate change

333 Responses- 4 Empty



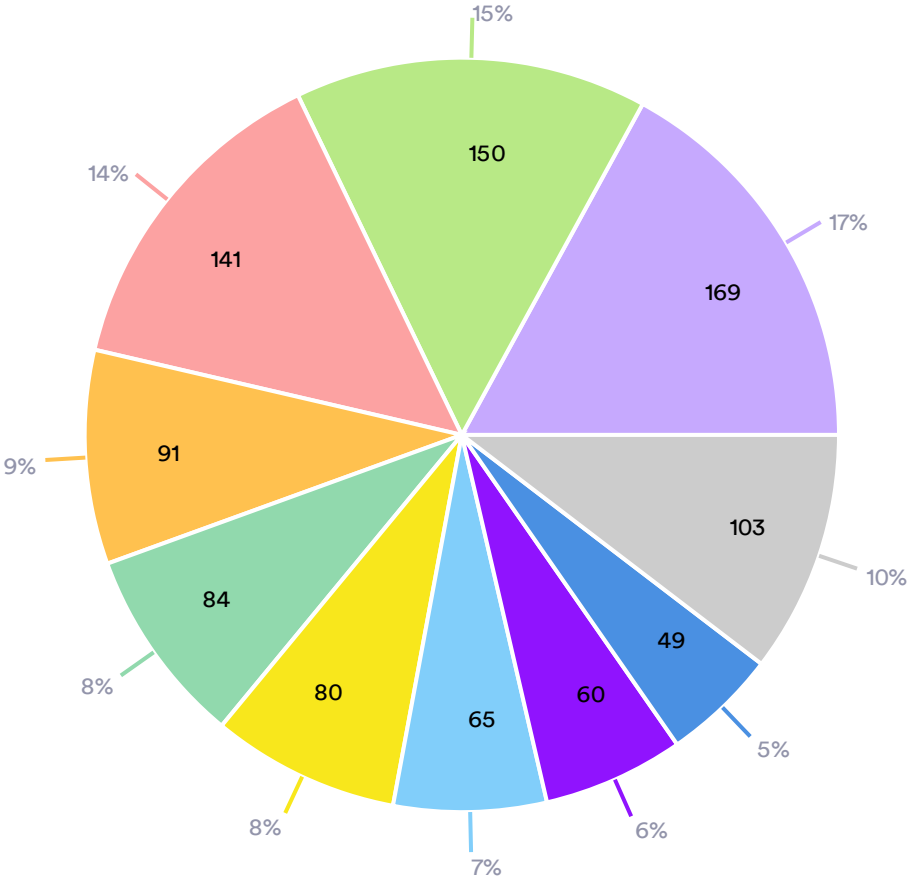
Q: What are the most important ways to fight climate change as an individual? Please select your top three actions.

Q: What are the most important ways to fight climate change at the city level? Please select your top three actions.

Climate Action Survey

What are the most important ways to fight climate change as an individual? Please select your top three actions.

992 Responses- 5 Empty



Options:

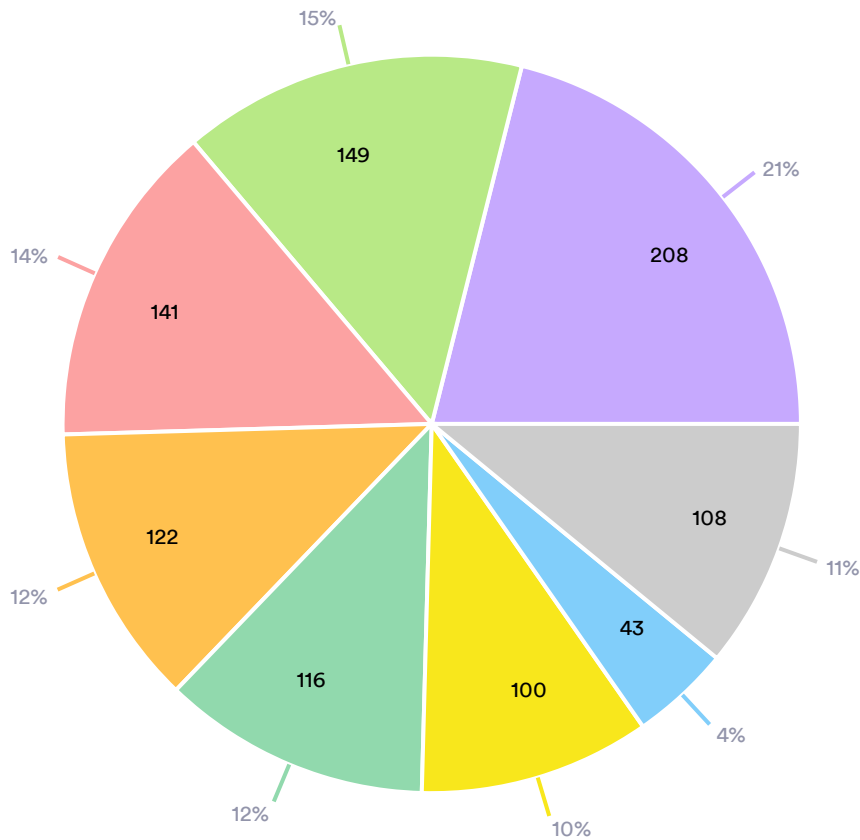
- My purchasing habits (consuming less, buying environmentally friendly items)
- Switching my home heating to an air-source heat pump (ie away from gas, oil or propane)
- Purchasing an electric vehicle
- Recycling
- Planting trees in my neighbourhood
- Calling on decision makers to act on climate change (emailing policymakers, attending protests, advocating in other ways)
- Making my home energy efficient and conserving energy
- Using public transit and active forms of transportation (e.g. taking the bus, biking, walking)
- Reducing the amount of waste that I produce
- Eating less meat
- Talking to my friends, family, and neighbours about climate change and climate action/ solutions
- Other

● My purchasing habits (consuming less, buying environmentally friendly items)
 ● Using public transit and active forms of transportation (e.g. taking the bus, biking, walking)
 ● Calling on decision makers to act on climate change (emailing policymakers, attending protests, advocating in other ways)
 ● Making my home energy efficient and conserving energy
 ● Switching my home heating to an air-source heat pump (ie away from gas, oil or propane)
 ● Reducing the amount of waste that I produce
 ● Eating less meat
 ● Planting trees in my neighbourhood
 ● Purchasing an electric vehicle
 ● Other entries

Climate Action Survey

What are the most important ways to fight climate change at the city level? Please select your top three actions.

987 Responses- 7 Empty



Options:

- Protecting and enhancing greenspaces (planting trees, creating new pollinator/ community gardens, etc.)
- Expanding and subsidising the cost of public transit
- Expanding communication on the impacts of climate change, climate solutions to Ottawa residents (for example through social media, workshops, newsletters)
- Providing financial support to builders to build to green building standards
- Providing funding for community and neighbourhood initiatives
- More comprehensive waste management including banning single-use plastics and mandating green bins for all apartment buildings
- Promoting alternative transportation (more bike lanes, multi-use pathways, electric vehicle charging stations)
- Providing financial support to retrofit homes to be more energy efficient
- Preventing urban sprawl
- Other

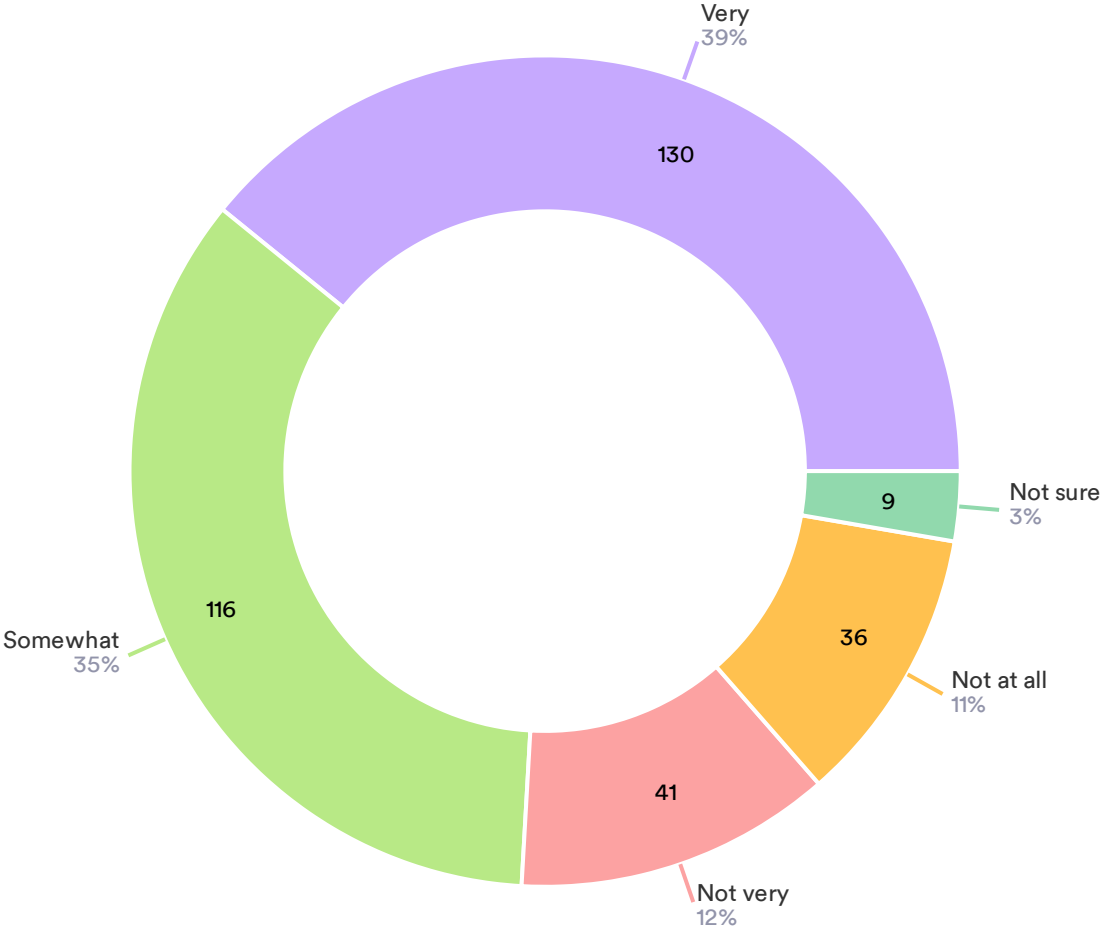
- Protecting and enhancing greenspaces (planting trees, creating new pollinator/ community gardens, etc.)
- Expanding and subsidising the cost of public transit
- Preventing urban sprawl
- Promoting alternative transportation (more bike lanes, multi-use pathways, electric vehicle charging stations)
- More comprehensive waste management including banning single-use plastics and mandating green bins for all apartment buildings
- Providing financial support to retrofit homes to be more energy efficient
- Providing funding for community and neighbourhood initiatives
- Other entries

Q: Please indicate how motivating the following supports would be in encouraging you to take action to address climate change.

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Financial incentive of \$5,000 for completing home energy efficiency improvements

332 Responses- 5 Empty

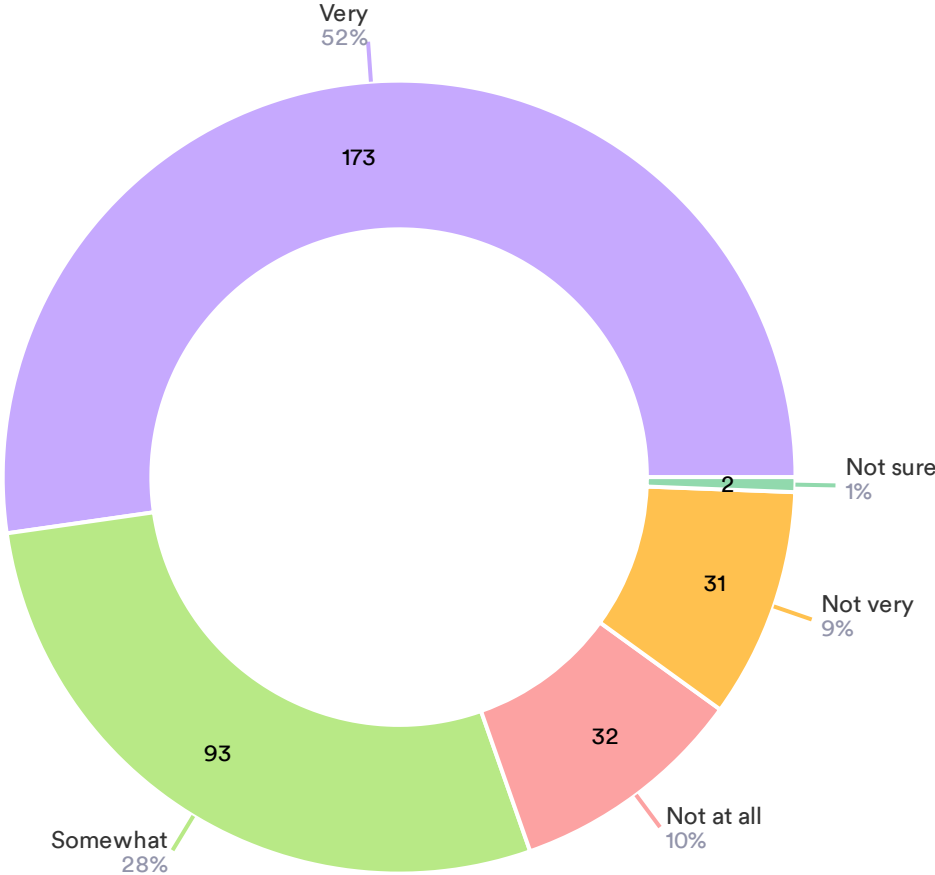


Climate Action Survey

Please indicate how motivating the following supports would be in encouraging you to take action to address climate change

Subsidies for public transit tickets and improvement of city infrastructure to increase the use of sustainable transportation methods such as cycling, public transit or electric vehicles

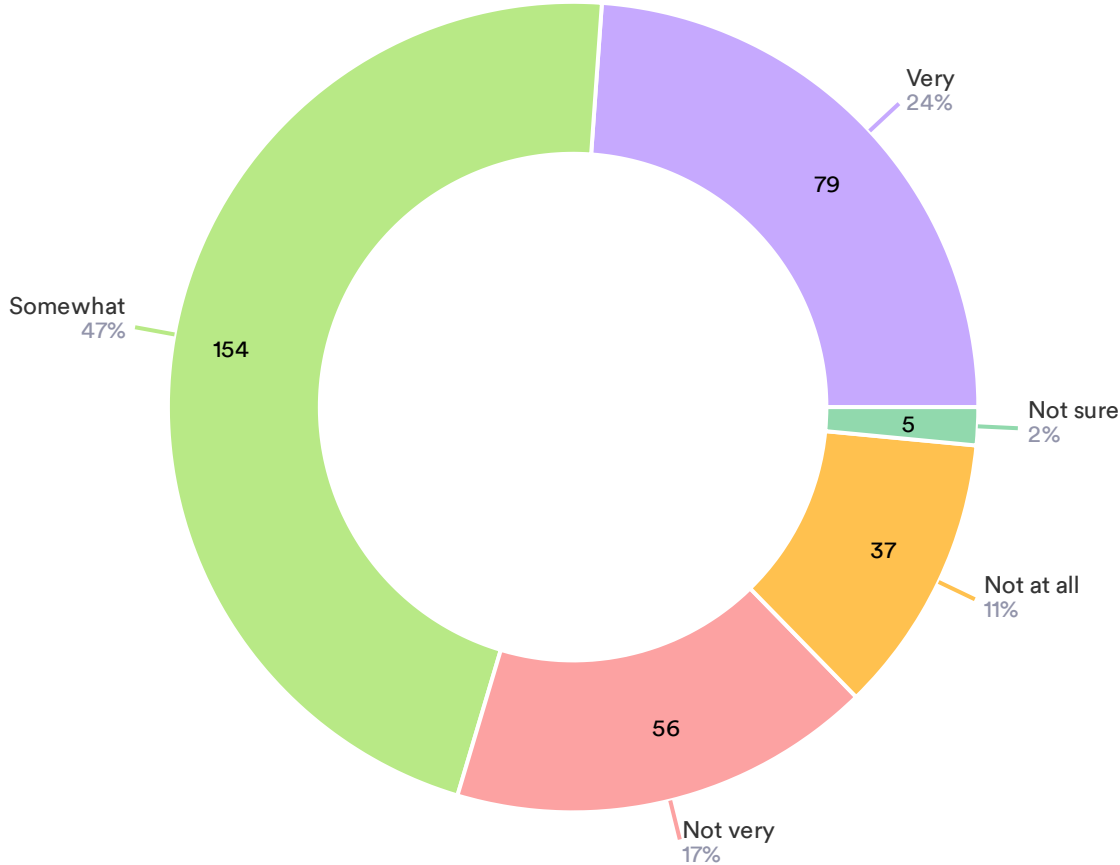
331 Responses- 6 Empty



Please indicate how motivating the following supports would be in encouraging you to take action to address climate change

Educational resources on steps to minimise personal greenhouse gas emissions

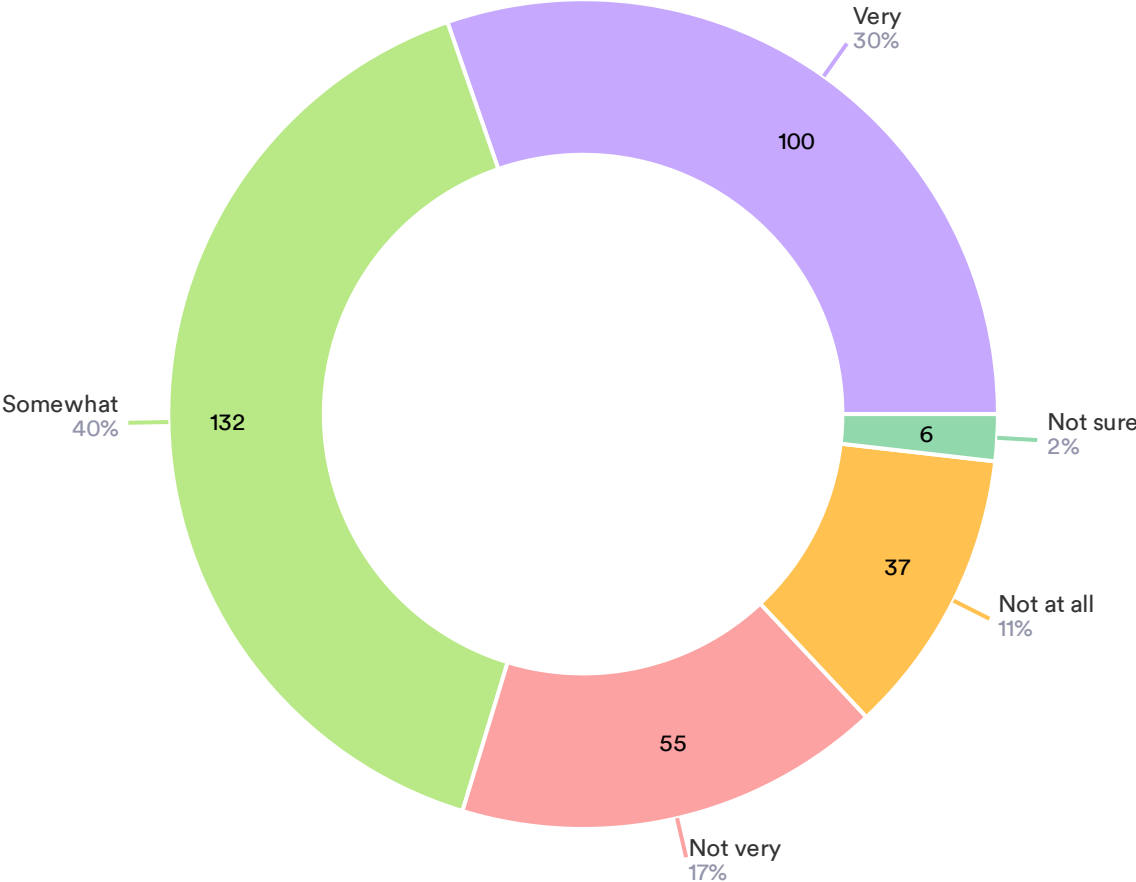
331 Responses- 6 Empty



Please indicate how motivating the following supports would be in encouraging you to take action to address climate change

New and current information about climate change and its impacts

330 Responses- 7 Empty

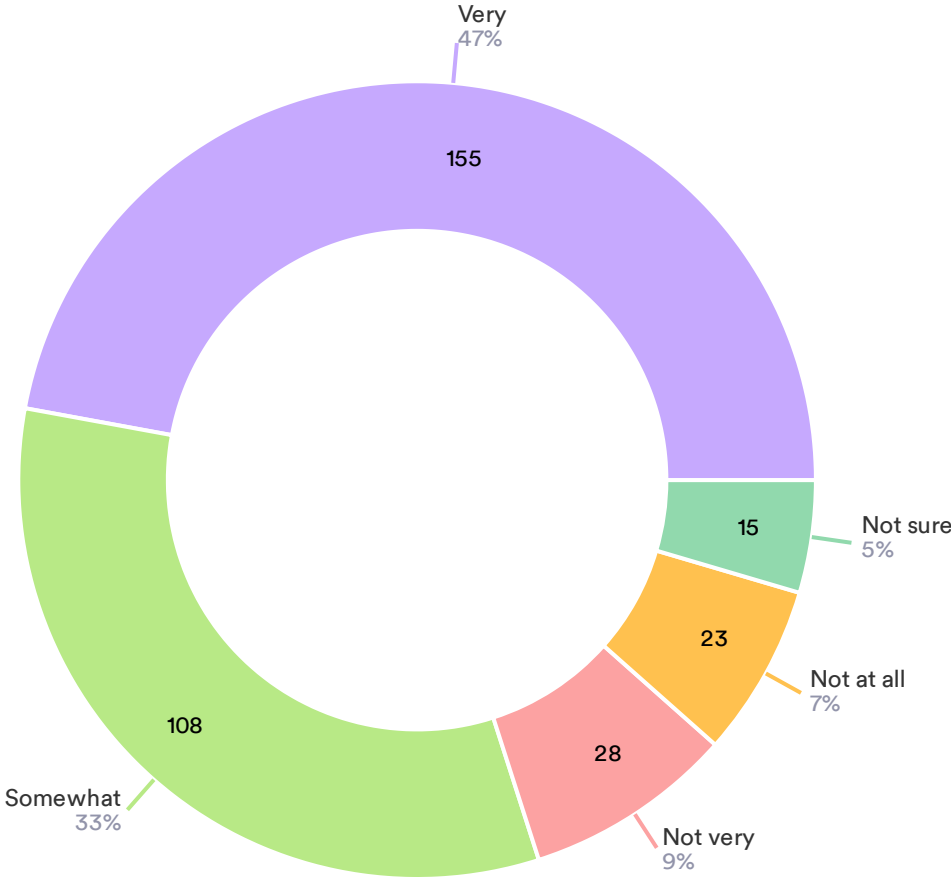


Climate Action Survey

Please indicate how motivating the following supports would be in encouraging you to take action to address climate change

Assistance with community-based projects and neighbourhood climate action programmes, including financial assistance, project advice, and marketing assistance

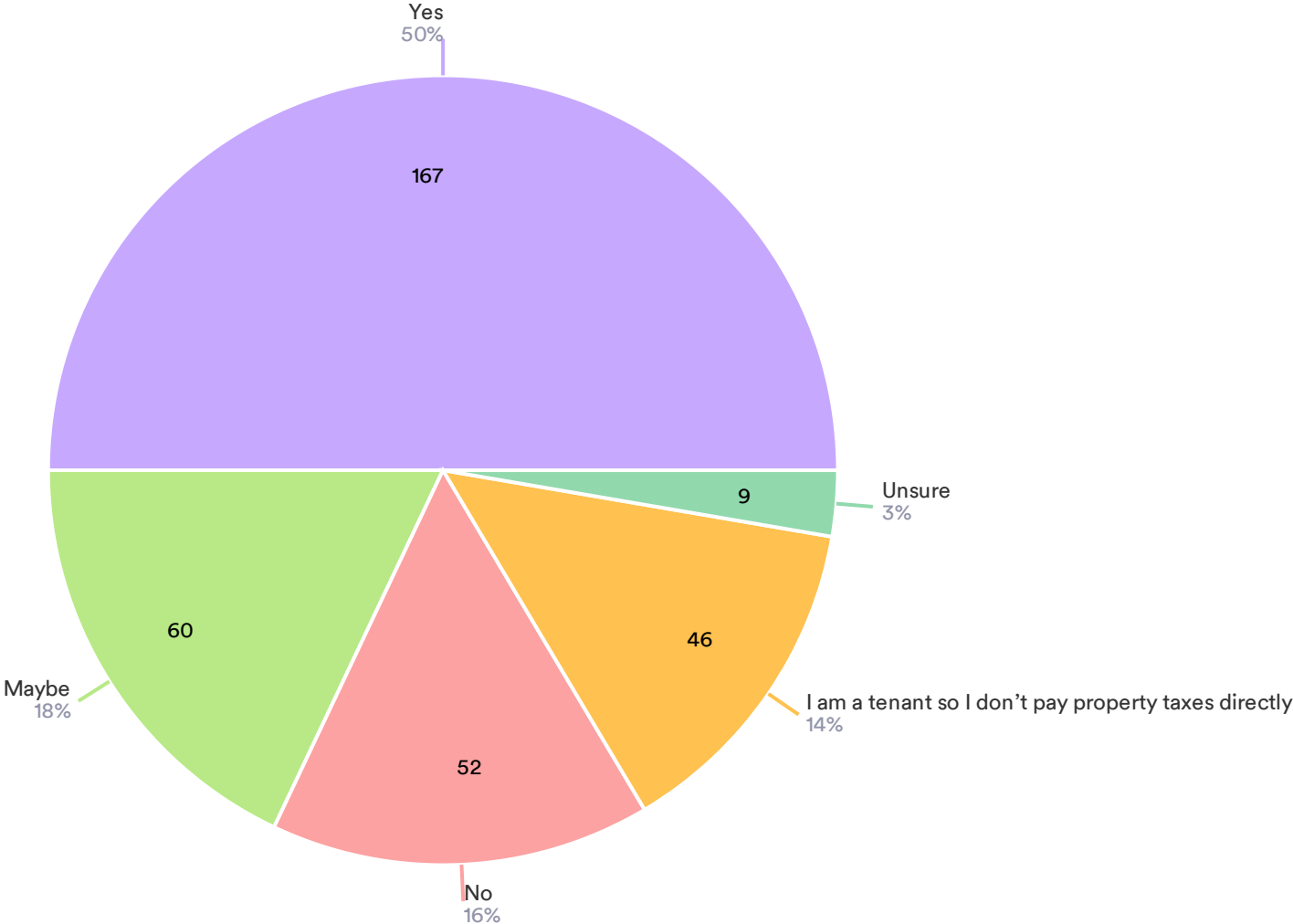
329 Responses- 8 Empty



Climate Action Survey

Would you be willing to pay a 3% climate action tax if you were sure the money would be spent on targeted projects to address climate change? (the City of Halifax has launched this initiative)

334 Responses- 3 Empty



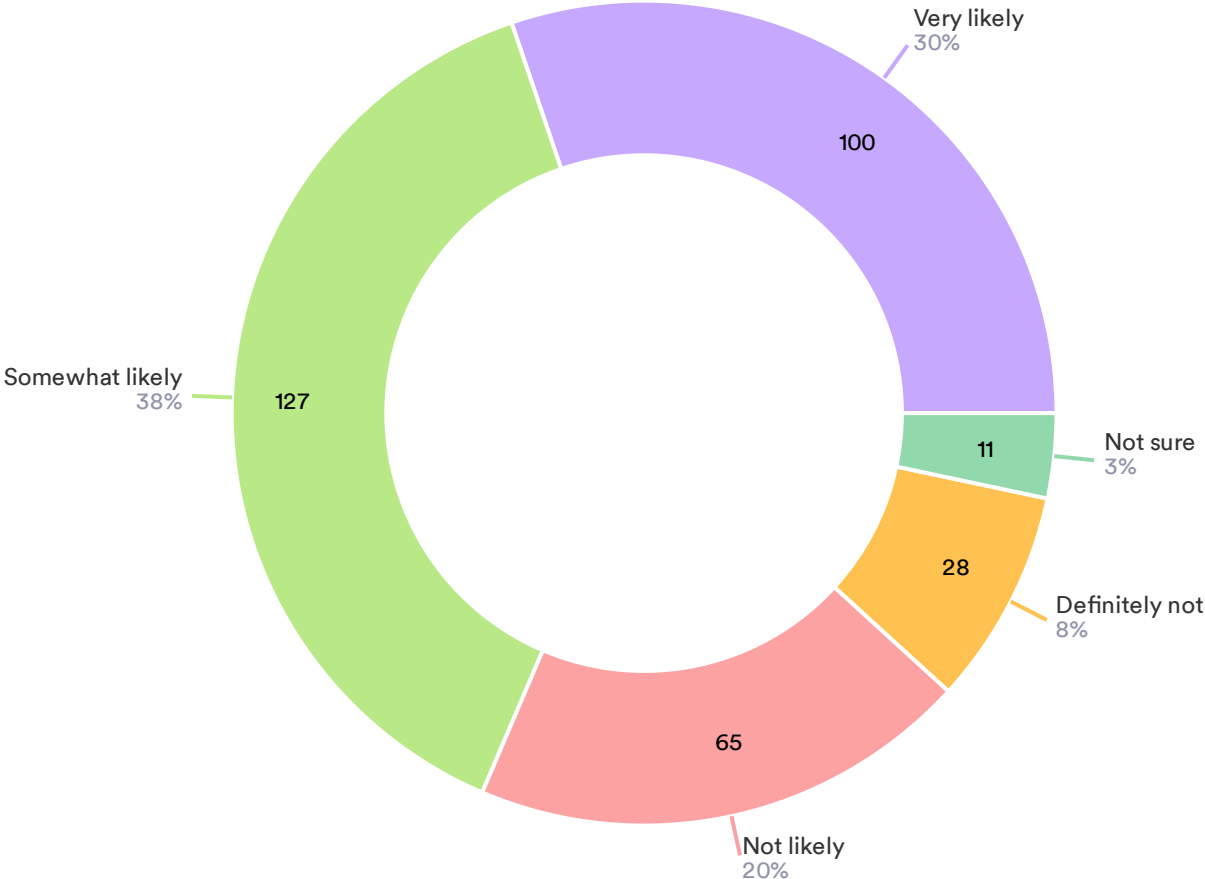
● Yes ● Maybe ● No ● I am a tenant so I don't pay property taxes directly ● Unsure

Q: Please choose the answer that best reflects how likely you would be to take part in the following collective or advocacy actions to address climate change in Ottawa

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Join a community association and environment committee

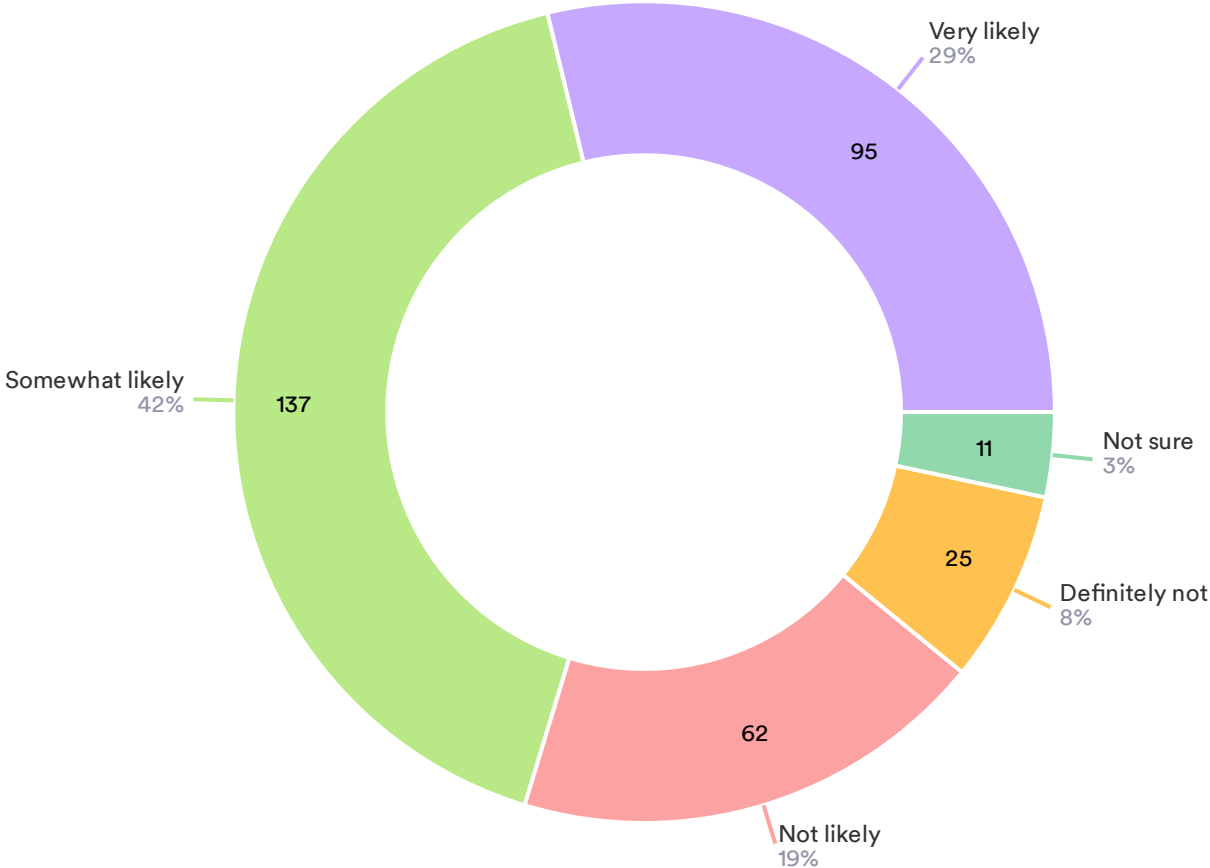
331 Responses- 6 Empty



Q: Please choose the answer that best reflects how likely you would be to take part in the following collective or advocacy actions to address climate change in Ottawa

Join an environmental group in Ottawa as a volunteer (eg. CAFES, Ecology Ottawa, Greenspace Alliance)

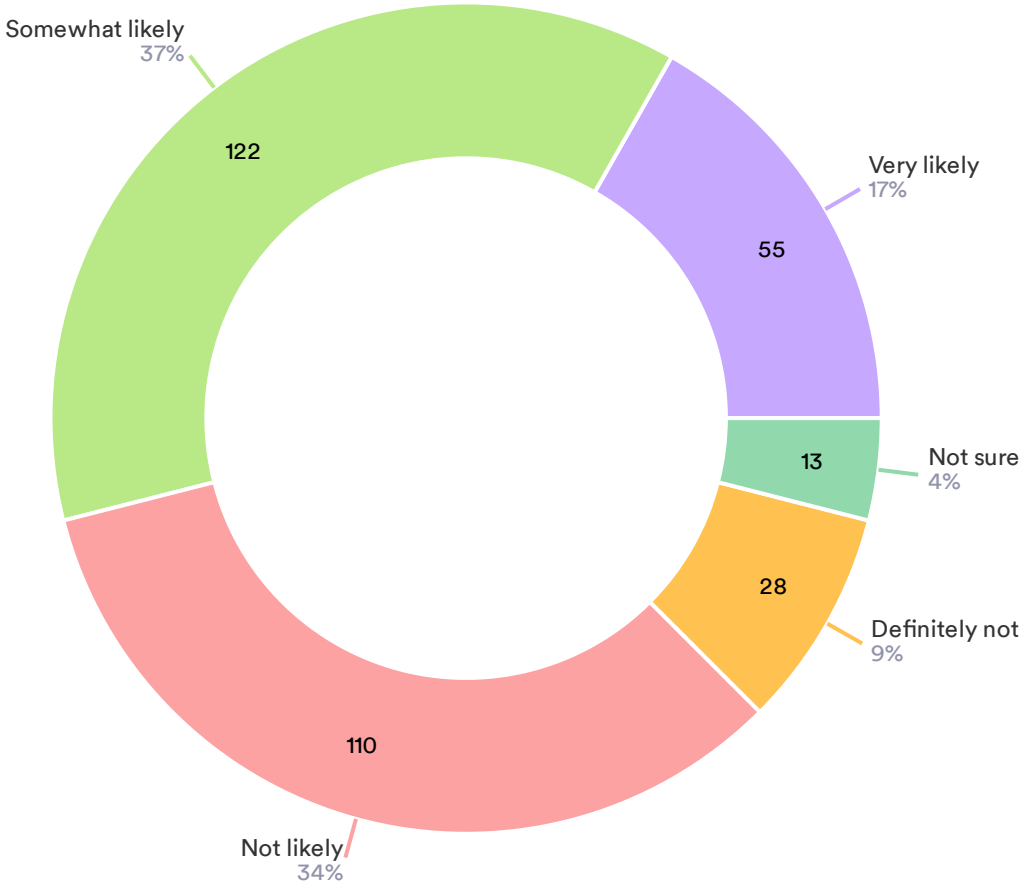
330 Responses- 7 Empty



Q: Please choose the answer that best reflects how likely you would be to take part in the following collective or advocacy actions to address climate change in Ottawa

Attend City of Ottawa Environment Committee meetings as part of a public delegation

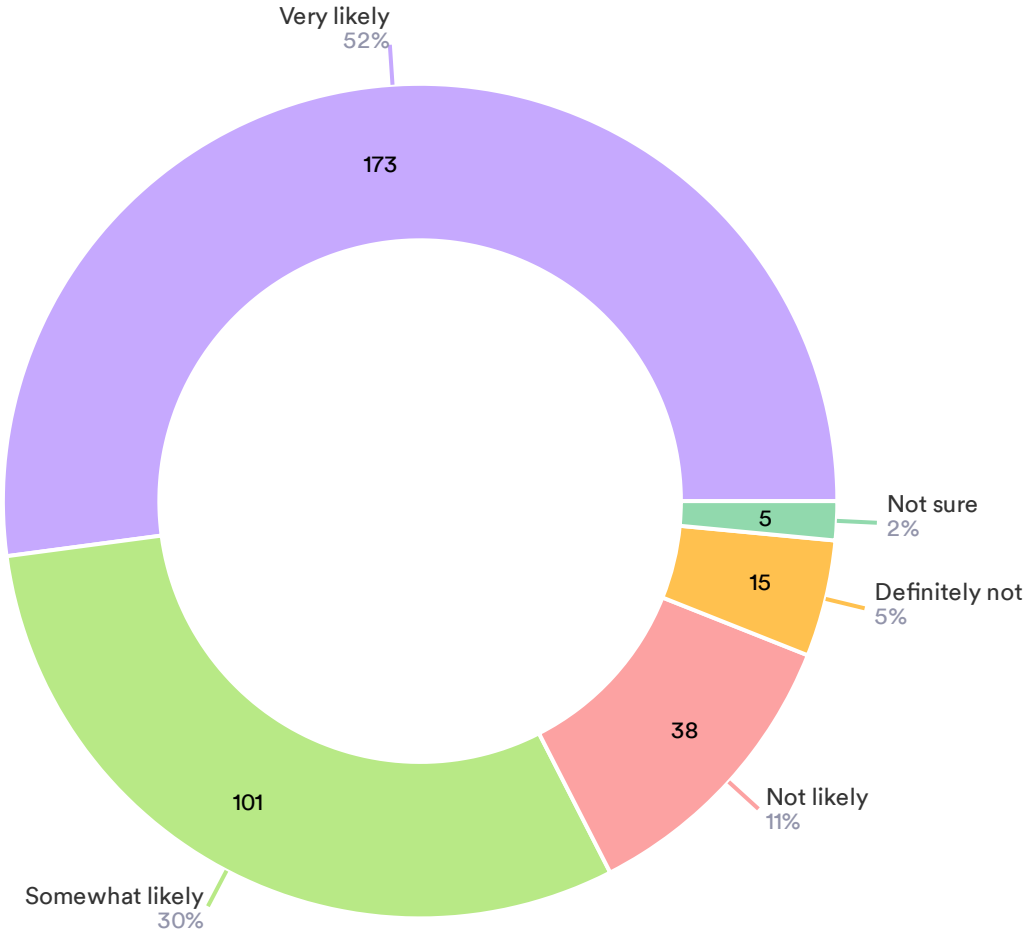
328 Responses- 9 Empty



Q: Please choose the answer that best reflects how likely you would be to take part in the following collective or advocacy actions to address climate change in Ottawa

Send emails to your city councillor about environmental issues/ policies

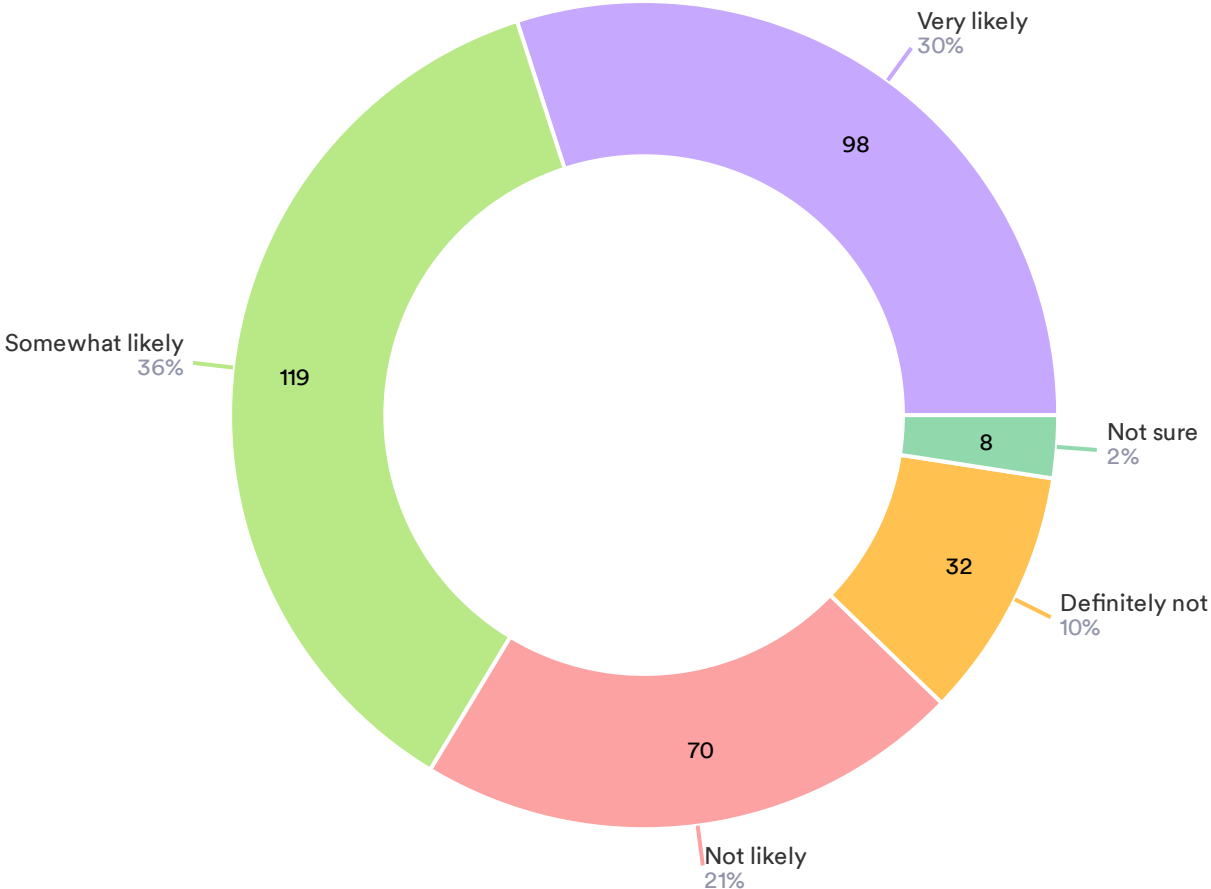
332 Responses- 5 Empty



Q: Please choose the answer that best reflects how likely you would be to take part in the following collective or advocacy actions to address climate change in Ottawa

Attend climate strikes/ actions/ events

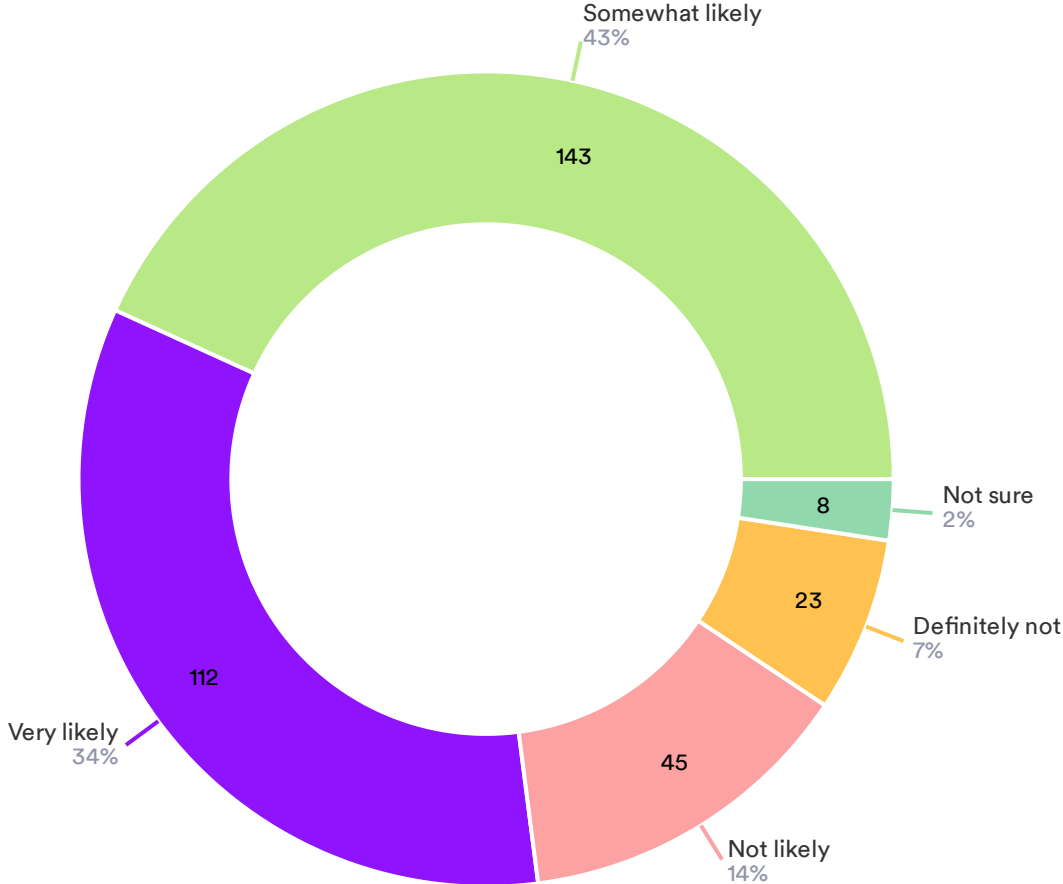
327 Responses- 10 Empty



Q: Please choose the answer that best reflects how likely you would be to take part in the following collective or advocacy actions to address climate change in Ottawa

Attend climate change/ action webinars, educational events

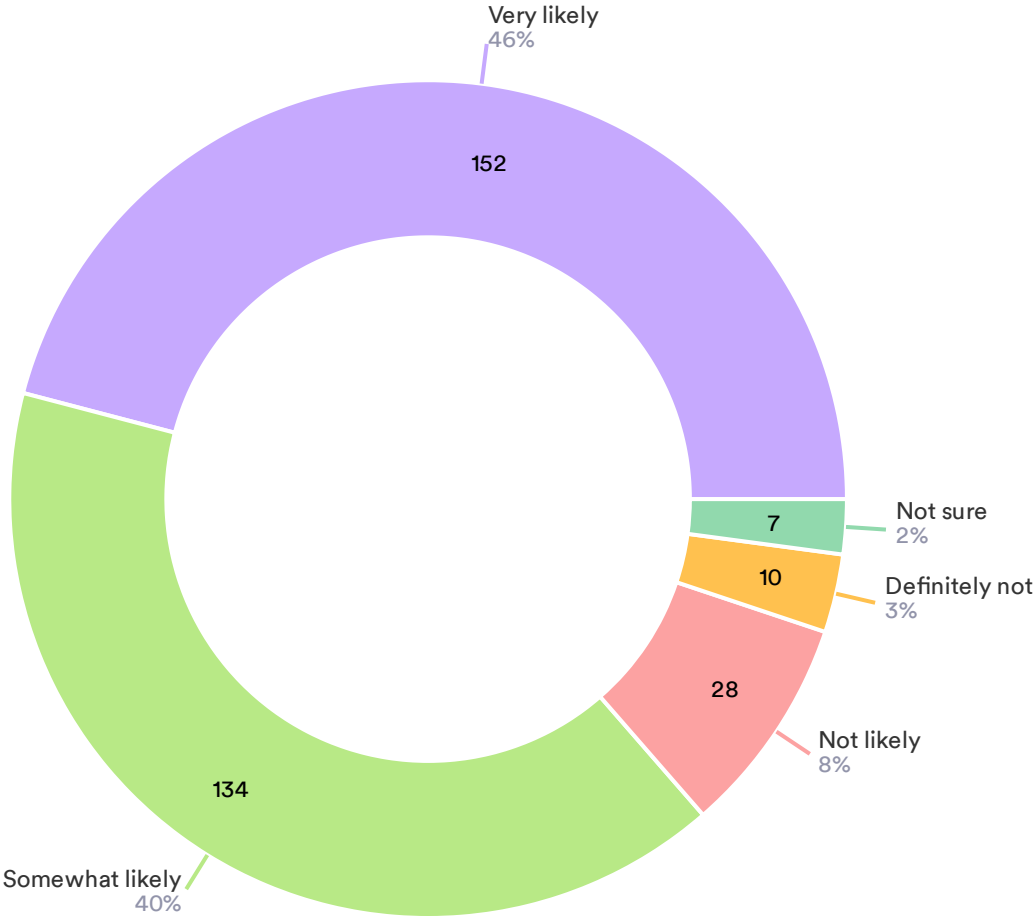
331 Responses- 6 Empty



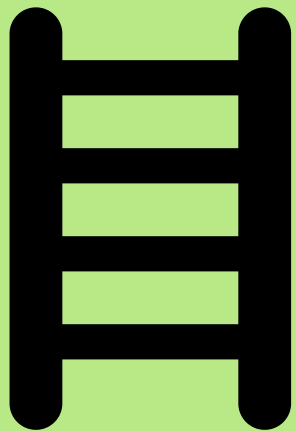
Q: Please choose the answer that best reflects how likely you would be to take part in the following collective or advocacy actions to address climate change in Ottawa

Work on climate action projects in your neighbourhood (for example planting trees, pollinator gardens)

331 Responses- 6 Empty



Ladder of Engagement



Neighbourhood climate action projects:

152 very likely, 134 somewhat likely

Sending emails to your city councillor about environmental/ climate issues:

173 very likely, 101 somewhat likely

Attending climate change/ action webinars and educational events:

112 very likely, 143 somewhat likely

Join an environmental group as a volunteer:

95 very likely, 137 somewhat likely

Join a community association and environmental committee:

100 very likely, 127 somewhat likely

Attend climate strikes/ actions:

98 very likely, 119 somewhat likely

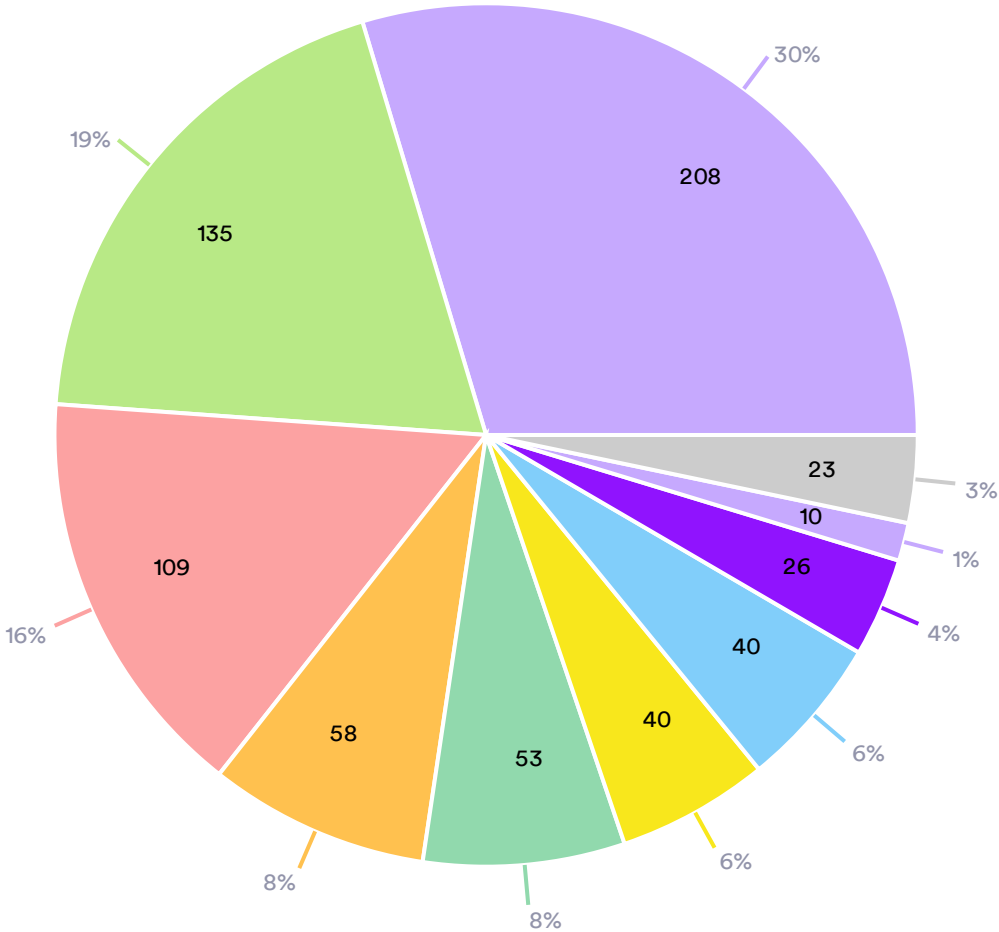
Attend city of Ottawa Environment committees as part of a public delegation:

55 very likely, 122 somewhat likely

Climate Action Survey

What is your preferred way to receive information about climate change and climate actions at the city level? Select all that apply.

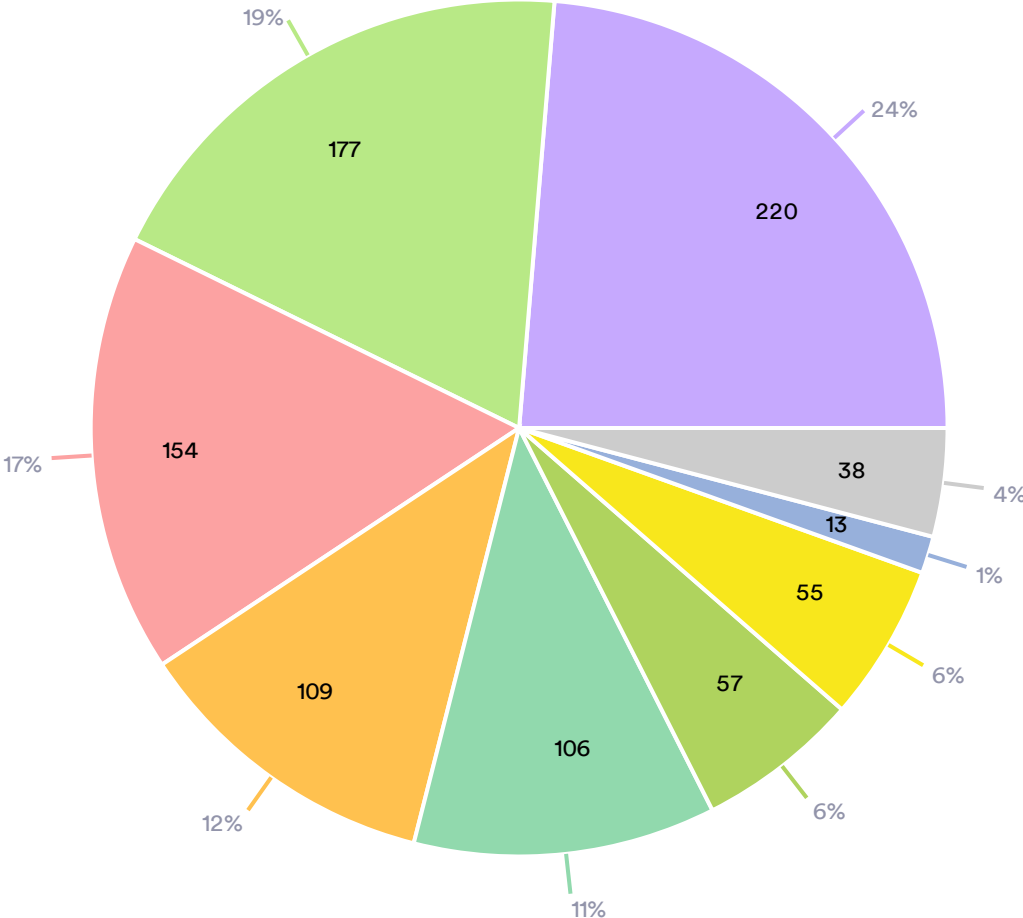
702 Responses- 3 Empty



- City of Ottawa climate change e-newsletter
- Non-profit organization websites
- Ottawa.ca
- Facebook
- Twitter
- Instagram
- Printed newsletter or pamphlets
- I'm not interested in receiving this kind of information
- TikTok
- Other entries

What are your trusted sources for learning more about climate solutions? Select all that apply.

929 Responses- 5 Empty



- Peer-reviewed literature
- News media
- Climate action events (e.g. webinars, presentations, protests and other climate actions)
- Provincial/ Federal government
- Municipal government
- Friends and family
- Social media
- Not applicable
- Other entries

Summary

- Respondents are concerned about climate change, believe we all need to play a part in addressing the problem, and want to take action
- Top actions individually: Sustainable purchasing habits, Using public and active forms of transportation, calling on decision makers to take action
- Top city actions: Enhancing/ protecting greenspace, expanding/ subsidizing transit, preventing urban sprawl
- Most appealing incentives to take action: subsidizing sustainable transportation, assistance with community climate action projects, financial assistance for home efficiency projects
- Actions respondents are most likely to take: participate in neighbourhood climate action projects, send emails to city councillors, attend educational climate events (positive response to all actions presented)
- Respondents seem to be already interested in learning about climate change/ environmental issues and in taking action.
- How can we use this survey to inform our advocacy moving forward?
 - We know that many people are interested in participating in collective action
 - We know some topics of interest within climate action that interest people: greenspace, transit, limiting sprawl

Thank You!

Climate Action Survey