

# 2005 Lethbridge Public Opinion Study (Winter)

## One Tonne Challenge for City of Lethbridge Environmental Services

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# City of Lethbridge

Located in southwestern Alberta, the city of Lethbridge is home to 72,717 residents, 57,674 of which are 18 years of age or older.



The city is divided into six census areas, two each for its South, North and West geographic areas. It is divided north and south by Alberta highway 3, and east west by the Oldman River.

South Lethbridge's 27,941 residents represent 38.4 of the city's total population. West Lethbridge (22,429) and north Lethbridge (22,347) represent 30.8 and 30.7 respectively.

## Methodology

This report is based on data collected by Lethbridge Community College and Athabasca University students enrolled in STS270 – Social Science Research Methods at Lethbridge Community College in the winter of 2005. Students interviewed 551 adult residents of the city of Lethbridge on February 12<sup>th</sup> and 13<sup>th</sup>, 2005 by telephone using the Western Wats Lethbridge call center facility. Telephone numbers were selected using random predictive dialing. We sincerely thank Western Wats for their hospitality.

The weighted sample yields a margin of error of  $\pm 4.15\%$ , 19 times out of 20. The margin of error increases when analyzing sub-samples of the data.

Analysis of the demographic data indicates that, within acceptable limits, the sample accurately represents the demographic distribution of the voting age population within the city of Lethbridge. The sample has been statistically weighted where necessary to even better reflect the demographic distribution of the population.

These data are part of a larger study of the opinions and attitudes of Lethbridge residents conducted by the Citizen Society Research Lab at LCC. The City of Lethbridge Environmental Services sponsored this particular set of questions. We thank Environmental Services for their support of our research endeavors.

What follows is a selection of our findings based on the questions below.

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The next few questions concern the possible actions that Canadians may take to conserve resources and reduce energy use. Please tell me whether you are very likely, somewhat likely, somewhat unlikely or very unlikely to take the following conservation actions.

- Q. Improve energy efficiency in my home, for example by installing new energy-wise appliances or upgrading the furnace
- Q. Reduce my household energy use, for example by turning down the thermostat or cleaning all filters.
- Q. Reduce my use of fuel in daily transportation, for example by driving less, carpooling or taking public transportation.
- Q. Have you heard about the federal government's "One Tonne Challenge" campaign for action on climate change?

## Improve Energy Efficiency in Home

Almost two-thirds of Lethbridge residents (65.6%) are likely to improve the energy efficiency of their homes by taking measures such as installing new energy efficient appliances or upgrading their furnace.

North Lethbridge residents (70.7%) are slightly more likely to be considering efficiency upgrades than are other Lethbridge residents.

Seniors (60.9%) and lower income residents (58.4%) are among the least likely to be considering upgrades.

### Improve Energy Efficiency in Home

Very likely	32.2
Somewhat likely	33.4
Somewhat unlikely	14.9
Very unlikely	19.6

## Reduce Household Energy Use

An overwhelming majority of Lethbridge residents (88.9%) are willing to consider household energy use conservation.

The youth (94.4%) and middle-income (90%) earners are most likely to be considering reductions.

### Reduce Household Energy Use

Very likely	57.5
Somewhat likely	31.5
Somewhat unlikely	4.3
Very unlikely	6.8

## Reduce Transportation Fuel Usage

A slight majority of Lethbridge residents (58.5%) are willing to consider reducing their transportation fuel use.

The youth (67.4%) and lower income residents (68.1%) are most likely. A slight majority of upper-income residents (52.9%) are not likely to consider transportation fuel reductions.

### Reduce Fuel Usage

Very likely	30.6
Somewhat likely	27.9
Somewhat unlikely	21.3
Very unlikely	20.2

## Heard of "One Tonne Challenge"

A majority of Lethbridge residents (57.7%) have heard of the federal government's "One Tonne Challenge" campaign for action on climate change.

Men (66.8%) are more likely to report having heard of the program than are women (49.3%).

West Lethbridge residents (66.1%) and university grads (71.2%) are among the most likely to have heard of the program while lower-income residents (50.9%), those with the least amount of formal

education (40.1%) and seniors (44.4%) are among the least likely.

### Heard of "One Tonne Challenge"

Yes	57.7
No	42.3

## Snapshot of Results

### Improve Energy Efficiency in Home

Likely	65.6
Unlikely	34.4

### Reduce Household Energy Use

Likely	88.9
Unlikely	11.1

### Reduce Fuel Usage

Likely	58.5
Unlikely	41.5

### Heard of "One Tonne Challenge"

Yes	57.7
No	42.3

## Snapshot of Results (%)

### Q. Improve Home Energy Efficiency

#### Improve Home Energy Efficiency by Gender

	Male	Female	Total
Likely	65.0	66.2	65.6
Unlikely	35.0	33.8	34.4

#### Improve Home Energy Efficiency by Area of City

	South	North	West
Likely	63.7	70.7	62.0
Unlikely	36.3	29.3	38.0

#### Improve Home Energy Efficiency by Income

	Under \$30,000	\$30 to \$60,000	Over \$60,000
Likely	58.4	68.8	64.3
Unlikely	41.6	31.2	35.7

#### Improve Home Energy Efficiency by Education

	H-S	P-Sec.	College	University
Likely	64.7	59.2	69.5	68.6
Unlikely	35.3	40.8	30.5	31.4

#### Improve Home Energy Efficiency by Education

	18-29	30-44	45-64	65+
Likely	67.1	63.2	69.0	60.9
Unlikely	32.9	36.8	31.0	39.1

### Q. Reduce Household Energy Use

#### Reduce Household Energy Use by Gender (%)

	Male	Female	Total
Likely	88.5	89.4	88.9
Unlikely	11.5	10.6	11.1

#### Reduce Household Energy Use by Area of City

	South	North	West
Likely	89.3	90.2	88.4
Unlikely	10.7	9.8	11.6

#### Reduce Household Energy Use by Income

	Under \$30,000	\$30 to \$60,000	Over \$60,000
Likely	86.5	90.0	86.3
Unlikely	13.5	10.0	13.7

#### Reduce Household Energy Use by Education

	H-S	P-Sec.	College	University
Likely	86.2	90.8	88.6	89.5
Unlikely	13.8	9.2	11.4	10.5

#### Reduce Household Energy Use by Education

	18-29	30-44	45-64	65+
Likely	94.4	85.9	89.8	82.4
Unlikely	5.6	14.1	10.2	17.6

### Q. Reduce Transportation Fuel Usage

#### Reduce Transportation Fuel by Gender (%)

	Male	Female	Total
Likely	55.8	61.0	58.5
Unlikely	44.2	39.0	41.5

#### Reduce Transportation Fuel by Area of City

	South	North	West
Likely	60.9	56.8	59.6
Unlikely	39.1	43.2	40.4

#### Reduce Transportation Fuel by Income

	Under \$30,000	\$30 to \$60,000	Over \$60,000
Likely	68.1	56.1	47.1
Unlikely	31.9	43.9	52.9

#### Reduce Transportation Fuel by Education

	H-S	P-Sec.	College	University
Likely	58.2	63.9	50.0	61.6
Unlikely	41.8	36.1	50.0	38.4

#### Reduce Transportation Fuel by Education

	18-29	30-44	45-64	65+
Likely	67.4	51.1	54.3	62.5
Unlikely	32.6	48.9	45.7	37.5

### Q. Heard of "One Tonne Challenge"

#### Heard of "One Tonne Challenge" by Gender

	Male	Female	Total
Yes	66.8	49.3	57.7
No	33.2	50.7	42.3

#### Heard of "One Tonne Challenge" by Area of City

	South	North	West
Yes	57.1	47.0	66.1
No	42.9	53.0	33.9

#### Heard of "One Tonne Challenge" by Income

	Under \$30,000	\$30 to \$60,000	Over \$60,000
Yes	50.9	62.4	64.5
No	49.1	37.6	35.5

#### Heard of "One Tonne Challenge" by Education

	H-S	P-Sec.	College	University
Yes	40.1	63.3	55.6	71.2
No	59.9	36.7	44.4	28.8

#### Heard of "One Tonne Challenge" vby Age (%)

	18-29	30-44	45-64	65+
Yes	61.0	60.3	59.6	44.4
No	39.0	39.7	40.4	55.6

## Full Tabular Data

### Improve Energy Efficiency in Home (%)

- Q. Improve energy efficiency in my home, for example by installing new energy-wise appliances or upgrading the furnace

#### Improve Energy Efficiency in Home by Gender (%)

	Male	Female	Total
Very likely	29.7	34.5	32.2
Somewhat likely	35.1	31.7	33.4
Somewhat unlikely	16.2	13.9	14.9
Very unlikely	18.9	19.9	19.6

#### Improve Energy Efficiency in Home by Area of City (%)

	South	North	West
Very likely	32.8	42.9	21.6
Somewhat likely	30.9	27.8	40.4
Somewhat unlikely	13.2	14.3	17.5
Very unlikely	23.0	15.0	20.5

#### Improve Energy Efficiency in Home by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Very likely	29.0	33.9	31.4
Somewhat likely	29.0	34.9	32.9
Somewhat unlikely	17.3	14.8	13.6
Very unlikely	24.7	16.4	22.1

#### Improve Energy Efficiency in Home by Education (%)

	H-School or less	Some Post-Secondary	Col-Tech-Trade Grad	University Grad
Very likely	25.5	30.8	42.0	31.4
Somewhat likely	38.7	28.3	27.5	37.3
Somewhat unlikely	19.0	14.2	11.5	14.4
Very unlikely	16.8	26.7	19.1	17.0

#### Improve Energy Efficiency in Home by Age (%)

	18-29	30-44	45-64	65 or older
Very likely	29.4	28.1	41.7	25.3
Somewhat likely	37.8	35.6	27.4	35.6
Somewhat unlikely	18.2	15.6	12.5	11.5
Very unlikely	14.7	20.7	18.5	27.6

#### Improve Energy Efficiency in Home by Heard of "One Tonne Challenge" (%)

	Heard of OTC	Not Heard of OTC
Very likely	33.8	30.0
Somewhat likely	34.4	32.2
Somewhat unlikely	13.8	15.9
Very unlikely	18.0	22.0

## Reduce Household Energy Use (%)

Q. Reduce my household energy use, for example by turning down the thermostat or cleaning all filters.

Reduce Household Energy Use by Gender (%)

	Male	Female	Total
Very likely	51.0	63.6	57.5
Somewhat likely	37.5	25.8	31.5
Somewhat unlikely	5.4	3.2	4.3
Very unlikely	6.1	7.4	6.8

Reduce Household Energy Use by Area of City (%)

	South	North	West
Very likely	55.3	63.6	54.7
Somewhat likely	34.0	26.5	33.7
Somewhat unlikely	3.4	5.3	4.1
Very unlikely	7.3	4.5	7.6

Reduce Household Energy Use by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Very likely	50.9	61.1	59.4
Somewhat likely	35.6	28.9	27.5
Somewhat unlikely	3.7	4.7	5.8
Very unlikely	9.8	5.3	7.2

Reduce Household Energy Use by Education (%)

	H-School or less	Some Post-Secondary	Col-Tech-Trade Grad	University Grad
Very likely	51.5	56.7	61.4	60.5
Somewhat likely	35.3	34.2	27.3	29.6
Somewhat unlikely	4.4	3.3	4.5	4.6
Very unlikely	8.8	5.8	6.8	5.3

Reduce Household Energy Use by Age (%)

	18-29	30-44	45-64	65 or older
Very likely	52.1	55.2	68.5	51.1
Somewhat likely	42.4	31.3	21.4	31.1
Somewhat unlikely	4.2	5.2	4.2	2.2
Very unlikely	1.4	8.2	6.0	15.6

Reduce Household Energy Use by Heard of "One Tonne Challenge" (%)

	Heard of OTC	Not Heard of OTC
Very likely	63.1	49.3
Somewhat likely	27.9	37.0
Somewhat unlikely	3.5	5.3
Very unlikely	5.4	8.4

## Reduce Transportation Fuel Usage (%)

- Q. Reduce my use of fuel in daily transportation, for example by driving less, carpooling or taking public transportation.

### Reduce Transportation Fuel Usage by Gender (%)

	Male	Female	Total
Very likely	28.1	32.9	30.6
Somewhat likely	27.7	28.2	27.9
Somewhat unlikely	22.7	19.9	21.3
Very unlikely	21.5	19.1	20.2

### Reduce Transportation Fuel Usage by Area of City (%)

	South	North	West
Very likely	36.3	26.5	30.8
Somewhat likely	24.4	30.3	29.1
Somewhat unlikely	20.9	21.2	19.8
Very unlikely	18.4	22.0	20.3

### Reduce Transportation Fuel Usage by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Very likely	43.5	27.0	21.2
Somewhat likely	24.8	29.1	25.5
Somewhat unlikely	17.4	21.7	27.7
Very unlikely	14.3	22.2	25.5

### Reduce Transportation Fuel Usage by Education (%)

	H-School or less	Some Post-Secondary	Col-Tech-Trade Grad	University Grad
Very likely	26.9	36.1	30.1	29.1
Somewhat likely	31.3	27.7	20.3	32.5
Somewhat unlikely	25.4	13.4	25.6	20.5
Very unlikely	16.4	22.7	24.1	17.9

### Reduce Transportation Fuel Usage by Age (%)

	18-29	30-44	45-64	65 or older
Very likely	37.5	24.4	32.1	26.1
Somewhat likely	29.9	26.7	22.4	36.4
Somewhat unlikely	19.4	24.4	24.8	11.4
Very unlikely	13.2	24.4	20.6	26.1

### Reduce Transportation Fuel Usage by Heard of "One Tonne Challenge" (%)

	Heard of OTC	Not Heard of OTC
Very likely	32.9	27.9
Somewhat likely	25.1	31.4
Somewhat unlikely	21.2	22.1
Very unlikely	20.8	18.6

## Heard of “One Tonne Challenge” (%)

Q. Have you heard about the federal government’s “One Tonne Challenge” campaign for action on climate change?

### Heard of “One Tonne Challenge” by Gender (%)

	Male	Female	Total
Yes	66.8	49.3	57.7
No	33.2	50.7	42.3

### Heard of “One Tonne Challenge” by Area of City (%)

	South	North	West
Yes	57.1	47.0	66.1
No	42.9	53.0	33.9

### Heard of “One Tonne Challenge” by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Yes	50.9	62.4	64.5
No	49.1	37.6	35.5

### Heard of “One Tonne Challenge” by Education (%)

	H-School or less	Some Post-Secondary	Col-Tech-Trade Grad	University Grad
Yes	40.1	63.3	55.6	71.2
No	59.9	36.7	44.4	28.8

### Heard of “One Tonne Challenge” vby Age (%)

	18-29	30-44	45-64	65 or older
Yes	61.0	60.3	59.6	44.4
No	39.0	39.7	40.4	55.6

## Demographics (%)

### Gender (%)

Male	48.0
Female	52.0

### Area of City (%)

South	40.2
North	26.2
West	33.6

### Income (%)

Under \$30,000	33.1
\$30,000 to \$60,000	38.7
Over \$60,000	28.2

### Education (%)

H-School or less	25.6
Some Post-Secondary	22.0
Col-Tech-Trade Grad	24.2
University Grad	28.2

### Age (%)

18-29	26.9
30-44	25.1
45-64	31.0
65 or older	17.0