

Clarington Green Community
Strategy:

Residential Report

Prepared for:

*Economic Development Office Clarington
Board of Trade*

And

*The Community Planning and Design
Branch Planning Services Department*



Prepared by:



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M e t h o d o l o g y & L o g i s t i c s

Study Sample

- A total of 400 randomly selected voting age residents of the Municipality of Clarington 18 years of age and older were interviewed by telephone between the days of December 1st to December 10th 2006..

Logistics

- Initial calls were made between the hours of 6:00 p.m. and 9:00 p.m. Subsequent callbacks of no-answers and busy numbers were made on a (staggered) daily rotating basis up to 7 times (from 10:00 a.m. to 9:00 p.m.) until contact was made. In addition, telephone interview appointments were attempted with those respondents unable to complete the survey at the time of contact. If no contact was made at a number after the fifth attempt, the number was discarded.

Survey Method

- The survey was conducted using computer-assisted techniques of telephone interviewing (CATI) and random number selection. A total of 20% of all interviews were monitored and the management of Oraclepoll Research supervised 100%.

Confidence

- The margin of error for the residential sample is +/- 4.9%, 19/20 times.

Executive Summary

Top of Mind Issues

Respondents were first asked what they considered to be the most important issue facing Clarington at this time.

Top Issues	
1. Over development / urban growth / urban sprawl	27%
<i>Don't know</i>	18%
2. Waste management	7%
3. Roads / maintenance	7%
4. Traffic	6%
5. Taxes	6%
6. Nuclear plant	4%
7. Lack of retailers / big box stores	4%
8. Attracting commercial / industrial business	4%
9. Environment	3%
10. Preserving green space	3%

Issues related to expansion, growth and sprawl were most cited by 27% of Clarington residents, while other development related themes included waste management (7%), roads (7%) and traffic (7%).

Top of Mind Challenges

Respondents were also asked what they felt was the most important challenge facing Clarington as its population continues to grow.

Challenges	
1. Planning / Balancing development / Growth / Sprawl	15%
2. Traffic congestion	11%
3. Infrastructure / services	9%
4. Education / lack of schools	9%
5. Roads / maintenance	8%
<i>Don't know</i>	7%
6. Employment	6%
7. Transportation (alternatives)	6%
8. Housing (affordable)	5%
9. Lack of retailers	4%
10. Agricultural preservation	4%

Planning for the community including having a balanced approach to development and growth was named by 15% of Clarington residents as the most important challenge, while 11% said traffic congestion, 9% the need to have infrastructure to keep up with the growth, 9% education needs such as new schools, 8% road maintenance, 6% jobs and 6% alternative modes of transportation.

Deal with the Challenges

Respondents were then asked how the Municipality should deal with its growth related challenges.

Suggestions on how to deal with growth challenges	
<i>Don't know</i>	30%
1. Planning / long range planning	12%
2. Better roads / Expanded & widened roads	9%
3. More public transportation	7%
4. Attract larger businesses / industry to area	6%
5. Selective / Planned growth	5%
6. Higher density residential / less residential	5%
7. More schools	4%
8. More services (policing, fire etc)	4%
9. More funding / use funds more effectively	4%
10. Preserve agriculture lands / green spaces	4%

Three in ten respondents were unsure or did not know what the Municipality could do to deal with its growth related challenges. Among those with an opinion, 12% stated growth could be dealt with through long range planning, 9% improved road infrastructure, 7% public transportation, 6% attracting new industry, 5% said having limited or selective development and 5% higher density residential developments.

Environment Issues

Respondents were asked to rate their level of agreement with each of the following statements related to environmental issues.

	Total agree	Neither agree nor disagree	Total disagree	Don't know
I actively participate in recycling programs in my community.	94%	4%	2%	0%
Clarington should become a leader in environmental issues and become the greenest community in Ontario.	86%	12%	2%	1%
I am willing to pay more for products that are environmentally friendly.	67%	21%	14%	0%
I am aware of the environmental issues in my community.	55%	33%	13%	1%
Clarington is doing a good job at protecting the environment and promoting energy conservation.	43%	33%	20%	5%
I am aware of global warming and the limited sources of energy (oil, gas) and the implications to our quality of life.	44%	14%	44%	0%

A high 94% of Clarington residents actively participate in recycling programs. There was strong buy-in from 86% of residents with respect to having Clarington being a leader in environmental issues in Ontario and two-thirds would also be willing to pay more for environmentally friendly products. A small majority claim to be aware of environmental issues in the community but only 43% agreed that the community is going a good job at protecting the environment and promoting energy conservation. There is also a split of opinion with respect to awareness of global warming and its implications.

Importance of Environment Issues

Respondents were then asked to rate the level of importance of each of the following environmental issues.

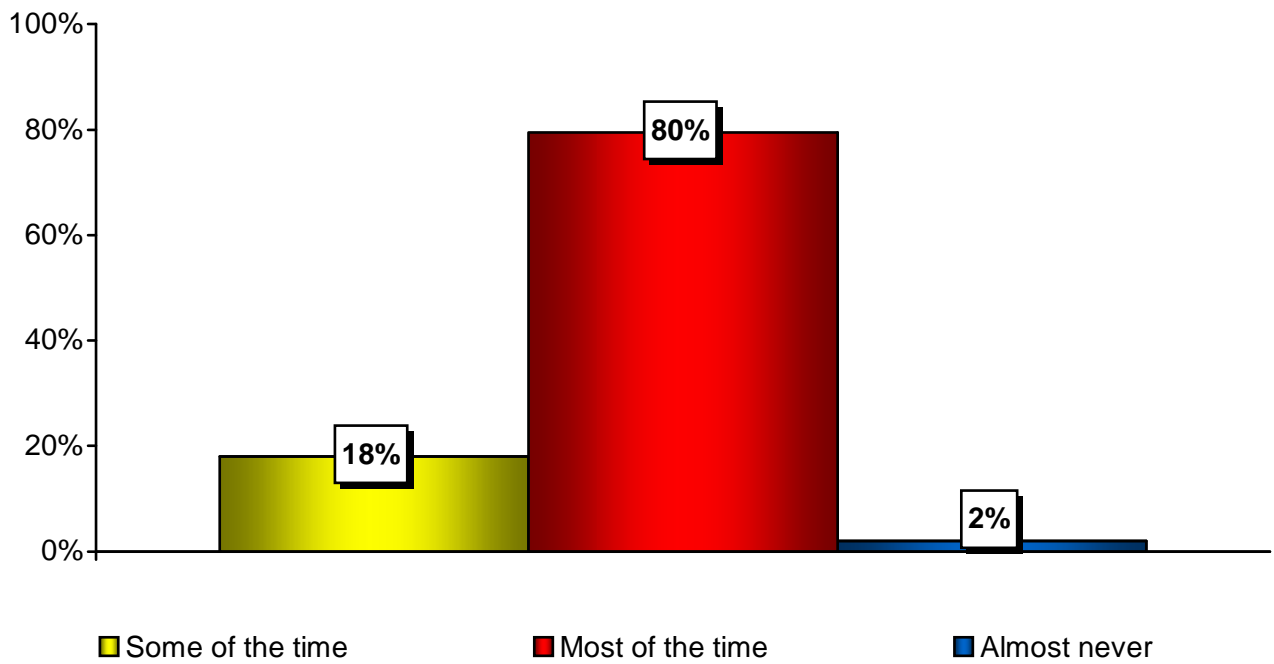
	Total Important	Neither important nor unimportant	Total Unimportant	Don't know
Ensuring clean air	98%	1%	1%	1%
The protection of ground water sources (including rivers, streams etc)	96%	2%	2%	0%
Having recycling programs	96%	4%	1%	0%
Having energy conservation programs	94%	5%	2%	0%
Ensuring buildings are constructed with environmentally friendly materials and are built to the highest energy efficiency standards	92%	6%	2%	0%
Preserving agricultural lands	91%	8%	1%	1%
Buying locally grown foods and products	88%	10%	2%	0%
Having walking and cycle/bike lanes/trails	82%	12%	7%	0%
Having public transit within Clarington and to other parts of the Region	79%	13%	7%	1%
Banning the use of pesticides for cosmetic purposes	75%	16%	8%	1%

A high level of importance was placed on all areas but especially for ensuring clean air, ground water protection and having recycling programs.

Saving Energy

Residents were asked about how often they take energy efficiency measures or ways of saving energy into consideration at their home.

"How often would you say that you have taken energy efficiency measures or ways of saving energy into consideration at your home to reduce energy usage?"

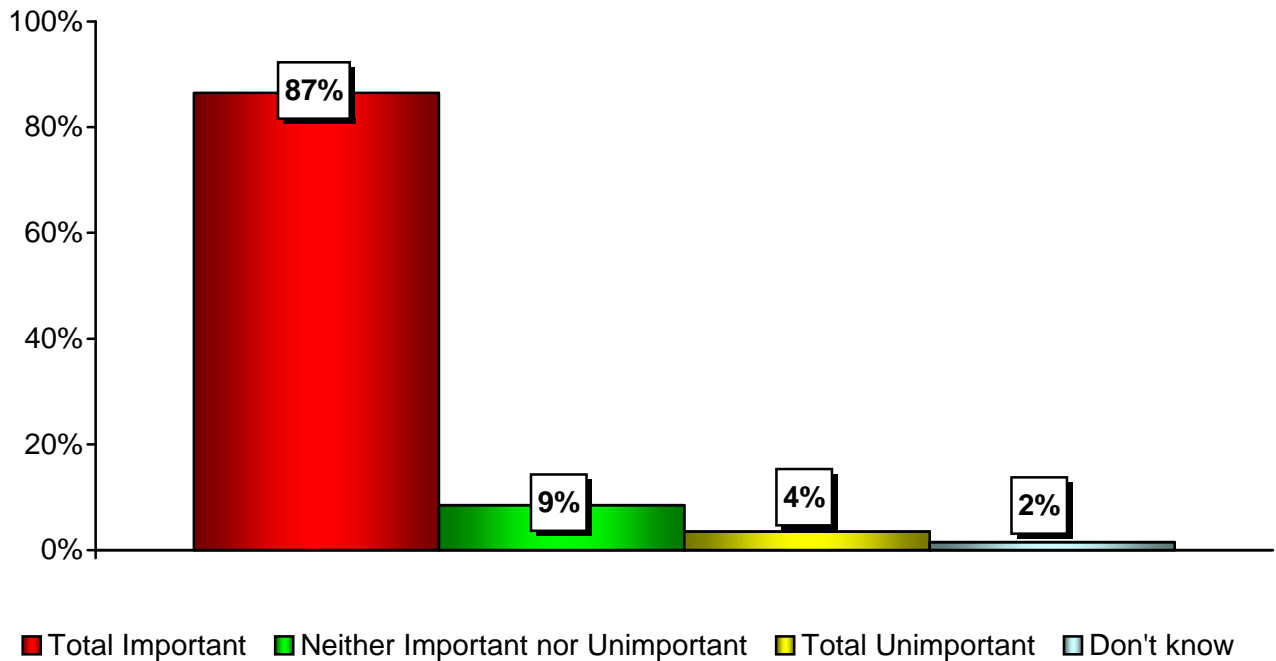


Eight in ten residents of Clarington take energy conservation measures or ways of saving energy into consideration most of the time, 18% some of the time while only 2% said that they almost never take them into consideration.

Home Purchase

Residents were asked about the importance of home energy efficiency and environmental design features.

"If you were planning the purchase of a home, how important would its energy efficiency and environmental design features (construction materials) factor in your decision making?"

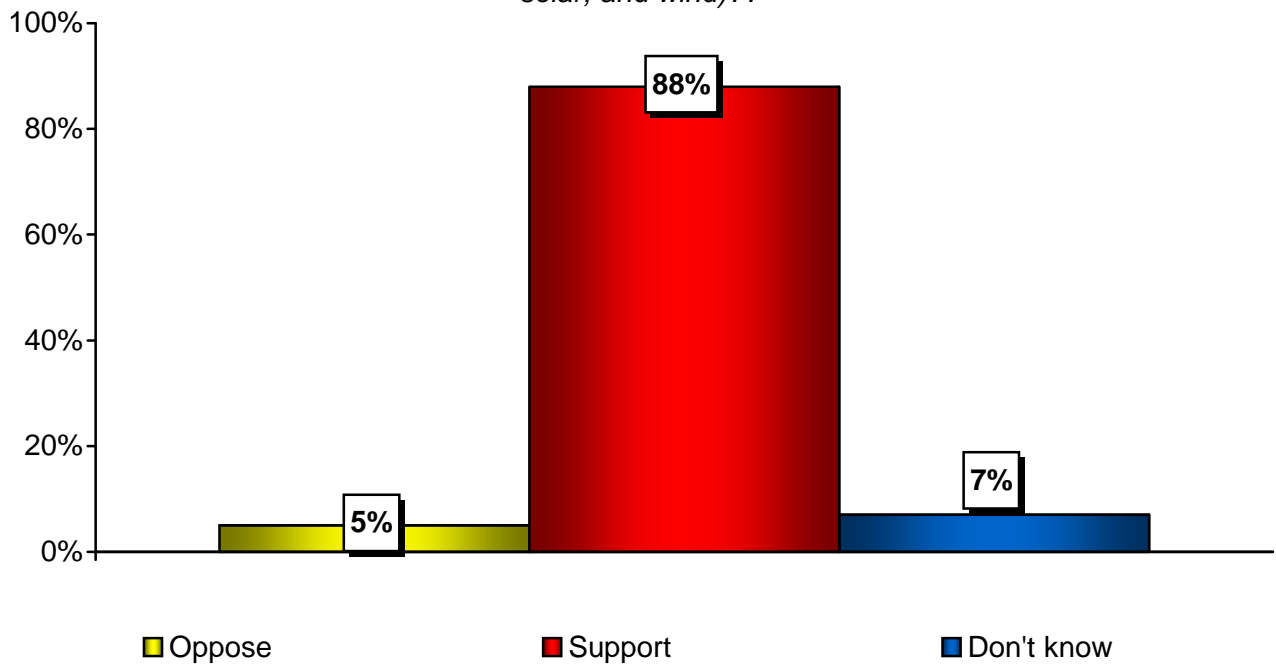


87% of respondents stated that energy efficiency and environmental design features would play an important (43%) or very important (44%) factor in their decision making process if they were in the market for a new home.

Investment of Funds

Residents were asked about their support or opposition to the following.

" Would you support or oppose the municipality if it were to invest more funds to become more energy efficient and to include environmental design features in municipal buildings (green roofs, renewable sources of energy like solar, and wind)??"



An 88% majority would support the Municipality if it were to invest more money to become more energy efficient.

Results by Question

Q1. What in your opinion is the most important issue facing Clarington at this time?

	Valid Percent
Valid Over development / urban growth / urban sprawl	26.5
Don't know	18.0
Roads / maintenance	6.5
Waste management	6.5
Traffic	5.5
Taxes	5.5
Attracting commercial / industrial business	4.0
Nuclear plant	3.5
Lack of retailers / big box stores	3.5
Environment	3.0
Preserving green space	3.0
Community resources and programs	2.0
Education / lack of schools	1.5
Infrastructure / services	1.5
Government (municipal, provincial, federal)	1.5
Energy demands	1.5
Transportation	1.0
Pollution	1.0
Employment	1.0
Recreational facilities	1.0
Social policies	1.0
Crime	1.0
Water supply and treatments	.5
Total	100.0

Q2. What do you feel is the most important challenge facing Clarington as its population continues to grow?

		Valid Percent
Valid	Planning/Balanced development/Growth / urban sprawl	14.5
	Traffic congestion	11.0
	Infrastructure / services	9.0
	Education / lack of schools	8.5
	Roads / maintenance	7.5
	Don't know	6.5
	Transportation	5.5
	Employment	5.5
	Housing (affordable)	4.5
	Lack of retailers / big box stores	4.0
	Agricultural preservation	4.0
	Attracting commercial / industrial business	3.5
	Preserving green space	3.0
	Community resources and programs	2.0
	Taxes	1.5
	Waste management	1.5
	Recreational facilities	1.5
	Energy demands	1.5
	Keeping the small community feeling	1.5
	Government (municipal, provincial, federal)	1.0
	Shortages of doctors	1.0
	Pollution	.5
	Crime	.5
	The downtown core	.5
	Total	100.0

Q3. How should the Municipality deal with this growth related challenge?

		Valid Percent
Valid	Don't know	30.0
	Planning / long range planning	11.5
	Better roads / Expanded & widened road	8.5
	More public transportation available	6.5
	Attract larger businesses / industry to area	5.5
	Selective / planned growth	5.0
	Higher density residential / less residential	5.0
	Build more schools	4.0
	Provide more services / policing, fire department etc	3.5
	More funding / use funds more effectively	3.5
	Preserve agricultural lands / green spaces	3.5
	Build more stores / malls	3.0
	Get public opinion / meeting / polls	2.0
	Put more into recycling / waste management	2.0
	Freeze new growth	1.5
	Offer more community services / programs / facilities	1.5
	Recruit / retain doctors	1.5
	Encourage more growth	1.5
	Build a new nuclear plant	.5
	Total	100.0

Please rate your level of agreement with each of the following statements using a scale from one strongly disagree to five strongly agree.

Q4. I am aware of the environmental issues in my community.

		Percent
Valid	Strongly disagree	3.5
	Disagree	9.0
	Neither agree nor disagree	32.5
	Agree	22.5
	Strongly agree	32.0
	Don't know	.5
	Total	100.0

Q5. I am aware of global warming and the limited sources of energy (oil, gas) and the implications to our quality of life.

		Percent
Valid	Strongly disagree	.5
	Disagree	1.5
	Neither agree nor disagree	14.0
	Agree	29.5
	Strongly agree	54.5
	Total	100.0

Q6. I actively participate in recycling programs in my community.

		Percent
Valid	Strongly disagree	1.5
	Disagree	.5
	Neither agree nor disagree	4.0
	Agree	17.0
	Strongly agree	77.0
	Total	100.0

Q7. Clarington should become a leader in environmental issues and become the greenest community in Ontario.

		Percent
Valid	Strongly disagree	1.0
	Disagree	1.0
	Neither agree nor disagree	12.0
	Agree	22.0
	Strongly agree	63.5
	Don't know	.5
	Total	100.0

Q8. I am willing to pay more for products that are environmentally friendly.

		Percent
Valid	Strongly disagree	7.5
	Disagree	5.5
	Neither agree nor disagree	20.5
	Agree	35.0
	Strongly agree	31.5
	Total	100.0

Q9. Clarington is doing a good job at protecting the environment and promoting energy conservation.

		Percent
Valid	Strongly disagree	4.0
	Disagree	16.0
	Neither agree nor disagree	32.5
	Agree	30.5
	Strongly agree	12.0
	Don't know	5.0
	Total	100.0

As a resident of Clarington how important, is each of the following to you? Please use a scale from one not at all important to five very important.

Q10a. Having recycling programs

		Percent
Valid	Not at all important	.5
	Neither important nor not important	4.0
	Important	9.5
	Very important	86.0
	Total	100.0

Q10b. Having energy conservation programs.

		Percent
Valid	Not at all important	1.0
	Not important	.5
	Neither important nor not important	4.5
	Important	17.5
	Very important	76.5
	Total	100.0

Q11. The protection of ground water sources (including rivers, streams etc).

		Percent
Valid	Not at all important	.5
	Not important	1.0
	Neither important nor not important	2.0
	Important	8.5
	Very important	87.5
	Don't know	.5
	Total	100.0

Q12. Having walking and cycle/bike lanes/trails.

		Percent
Valid	Not at all important	2.5
	Not important	4.0
	Neither important nor not important	12.0
	Important	28.0
	Very important	53.5
	Total	100.0

Q13. Ensuring clean air.

		Percent
Valid	Not important	.5
	Neither important nor not important	1.0
	Important	10.5
	Very important	87.5
	Don't know	.5
	Total	100.0

Q14. Preserving agricultural land.

		Percent
Valid	Not at all important	1.0
	Neither important nor not important	7.5
	Important	17.5
	Very important	73.5
	Don't know	.5
	Total	100.0

Q15. Buying locally grown foods and products.

		Percent
Valid	Not at all important	1.5
	Not important	.5
	Neither important nor not important	10.0
	Important	25.5
	Very important	62.5
	Total	100.0

Q16. Ensuring buildings (e.g. commercial, residential, industrial, and municipal) are constructed with environmentally friendly materials and are built to the highest energy efficiency standards.

		Percent
Valid	Not at all important	.5
	Not important	1.0
	Neither important nor not important	6.0
	Important	23.5
	Very important	68.5
	Don't know	.5
	Total	100.0

Q17. Having public transit within Clarington and to other parts of the Region.

		Percent
Valid	Not at all important	3.0
	Not important	3.5
	Neither important nor not important	13.0
	Important	21.5
	Very important	57.5
	Don't know	1.5
	Total	100.0

Q18. Banning the use of pesticides for cosmetic purposes.

		Percent
Valid	Not at all important	3.5
	Not important	4.5
	Neither important nor not important	15.5
	Important	21.0
	Very important	54.5
	Don't know	1.0
	Total	100.0

Q19. How often would you say that you have taken energy efficiency measures or ways of saving energy into consideration at your home to reduce energy usage?

		Percent
Valid	Some of the time	18.5
	Most of the time	79.5
	Almost never	2.0
	Total	100.0

Q20. If you were planning the purchase of a home, how important would its energy efficiency and environmental design features (construction materials) factor in your decision making?

		Percent
Valid	Not at all important	2.0
	Not important	1.5
	Neither important nor not important	8.5
	Important	43.0
	Very important	43.5
	Don't know	1.5
	Total	100.0

Q21. Would you support or oppose the municipality if it were to invest more funds to become more energy efficient and to include environmental design features in municipal buildings (green roofs, renewable sources of energy like solar, and wind)?

		Percent
Valid	Oppose	5.0
	Support	88.0
	Don't know	7.0
	Total	100.0

We are nearing the end of our survey and we would just like to remind you that all information will remain confidential and will be used for statistical purposes only.

Q22. Do you consider yourself a resident of a rural or urban community?

		Percent
Valid	Rural	43.0
	Urban	55.5
	Don't know / refused	1.5
	Total	100.0

Q23. In total, how many people live at this residence?

		Percent
Valid	1	10.5
	2	31.0
	3	19.0
	4	26.0
	5	13.0
	Don't know / refused	.5
	Total	100.0

Q24. What is the highest level of education that you have received?

		Percent
Valid	Some high school	4.5
	Completed high school	25.0
	Some college	5.0
	Completed college	27.5
	Some university	5.0
	Completed university	28.5
	Vocational school	1.5
	Primary school	1.5
	Don't know / refused	1.5
	Total	100.0

Q25. Which of the following age groups may I place you in?

		Percent
Valid	18-24	2.5
	25-34	10.5
	35-44	28.0
	45-54	29.5
	55-64	13.5
	65 and over	15.5
	Don't know / refused	.5
	Total	100.0

Q26. What is your combined family income?

		Percent
Valid	Less than \$25,000	5.0
	\$25,000 to \$34,999	6.0
	\$35,000 to \$44,999	3.5
	\$45,000 to \$54,999	8.0
	\$55,000 to \$74,999	13.0
	\$75,000 to \$99,999	18.5
	\$100,000 or more	17.5
	Don't know / refused	28.5
	Total	100.0

Q27. What type of dwelling do you live in?

		Percent
Valid	Detached, single-family home	84.5
	A Condominium	2.0
	Townhouse, Row House, Terrace House	7.5
	Semi-detached, Duplex	4.5
	Apartment in a house or building	1.0
	Don't know/Refused	.5
	Total	100.0

Q28. Do you own or rent?

		Percent
Valid	Own	92.5
	Rent	6.0
	Don't know/refused	1.5
	Total	100.0

ASKED ONLY TO RENTERS

Q29. Do you directly pay for your own energy use?

		Percent
Valid	Yes	41.7
	No	58.3
	Total	100.0

ASK ONLY TO HOMEOWNERS

Q30. What is the age of your home?

		Percent
Valid	Under 1 year	3.2
	1 - 5 years	12.8
	More than 5 years	83.0
	Don't know / refused	1.1
	Total	100.0

Q31. Where/what area do you live in, in Clarington?

		Percent
Valid	Bowmanville	51.0
	Courtice	23.0
	Orono	2.0
	Newcastle	12.5
	Rural	10.5
	Don't know / refused	1.0
	Total	100.0

Q32. Gender

		Percent
Valid	Male	44.0
	Female	56.0
	Total	100.0