

Public Awareness Campaign on Climate Change and Energy Efficiency Baseline and Follow-Up Surveys

Office of Climate Change and Energy Efficiency
Government of Newfoundland and Labrador

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Table of Contents

1.0	Introduction.....	1
2.0	Baseline Survey Questionnaire.....	3
3.0	Baseline Survey Results	9
4.0	Follow-Up Survey	24
5.0	Follow-Up Survey Results.....	32

1.0 Introduction

In September 2012, the *Turn Back the Tide* public awareness campaign was launched by the Office of Climate Change and Energy Efficiency (CCEE) fulfilling a commitment in the 2011 climate change and energy efficiency action plans. Its objective is to help Newfoundlanders and Labradorians better understand climate change and energy efficiency and how individuals can help tackle climate change.

In advance of the campaign, a baseline survey was developed to measure residents' awareness and behaviours related to climate change and energy efficiency. Its intention was to provide a baseline to measure change in awareness and behaviour resulting from the campaign. The survey was developed by CCEE. MOO Research was hired in March 2012 to administer it via telephone to 800 Newfoundland and Labrador residents (802 actual respondents).

The *Turn Back the Tide* campaign funding ended in March 2014. At this point a follow-up survey was conducted to measure any change in awareness or behaviour. The survey was developed by CCEE. It was administered by the Newfoundland and Labrador Statistics Agency, Department of Finance, Government of Newfoundland and Labrador to 800 Newfoundland and Labrador residents (933 actual respondents).

Overview of Baseline and Follow-Up Surveys

		Baseline Survey	Follow-Up Survey
Data collection period		March 17/12 – March 25/12	March 14/14 – April 25/14
Strata		Region and age and gender within	Region
Respondents	St. John's CMA	400	488
	Outside St. John's CMA	402	445
	Total	802	933
Margin of error at 95% confidence		± 3.5%	± 3.2%

Both surveys gathered information on three topic areas: knowledge of climate change and its impacts, actions and behaviours of individuals, and knowledge of provincial government programs and initiatives. The follow-up survey included an additional section gathering information specific to the *Turn Back the Tide* public awareness campaign. Key findings of the surveys include:

Knowledge of Climate Change

- In both surveys, almost all respondents believed that climate change was happening, most (roughly two-thirds) associated it with rising temperatures and almost all were aware that human activity is causing climate change.
- There was an increase between the baseline and follow-up surveys in how informed respondents felt they were about the potential impacts of climate change on them as an individual (21 to 25 per cent of respondents felt very informed).
- In both surveys, about one-half of respondents felt the issue of climate change to be very relevant to Newfoundland and Labrador.

Individuals' Behaviours and Actions

- In both surveys, the everyday activities most participated in to help reduce impact on climate change were recycling, using energy efficient lighting and insulating attics.

- When comparing the baseline to the follow-up survey results, increases are seen in the use of ENERGY STAR appliances and fuel-efficient transportation.
- When asked, one-half of respondents in the follow-up survey reported a barrier preventing them from taking steps to improve their energy efficiency. Of these respondents, the most common barriers identified were related to financial constraints (e.g. more income, less cost, etc.).
- Most respondents to both surveys (86 per cent) felt that their everyday actions were having only little to moderate impact on climate change.

Provincial Government Programs and Initiatives

- There was limited knowledge of provincial government work to reduce climate change or increase energy efficiency. In both surveys, about two-thirds of respondents were not aware of any provincial government departments or agencies that were working toward reducing climate change or increasing energy efficiency.
- There was increased awareness of provincial government programs or services targeted toward climate change or energy efficiency (27 to 35 per cent).

Turn Back the Tide (follow-up survey only)

- Almost one-half of respondents were aware of the *Turn Back the Tide* campaign. Of those that were aware, over 80 per cent became familiar through television.
- Few respondents (4 per cent) had visited the campaign website.
- About one-half of respondents indicated that they changed behaviours as a result of information obtained on climate change and energy efficiency.
- Of respondents that were familiar with the campaign television advertisements, online advertisements or website, 17 per cent directly related their behavioural change to the *Turn Back the Tide* campaign.

2.0 Baseline Survey Questionnaire

FINAL - Public Awareness Campaign Survey Questions

Introduction

Hello, my name is _____ and I am calling from MQO Research, a Newfoundland-based research company and we are calling today/tonight to conduct a survey on issues in this province. Depending on your responses the survey will take about 8-10 minutes to complete. Please be assured that your responses will be kept confidential.

If Necessary: Your answers will be kept confidential as required by the Access to Information and Protection of Privacy Act.

Would you be willing to participate in this survey?

- Yes → Continue to Q1
 - Yes but not right now → ask for a time to call back
 - No → Stop (Thank you for your time)
-

Section 1: Gauging Public Awareness and Understanding

1. Are you familiar with the term “climate change”?
 1. Yes
 2. No → Read definition of climate change and skip to Q3
 98. Don't know/Unsure → Read definition of climate change and skip to Q3

Definition of climate change: Climate change refers to changes in the environment around the world due to rises in global temperatures as a result of increased greenhouse gas emissions (e.g. carbon dioxide released from burning fuel to run our vehicles).

2. When you think of climate change what comes to mind?
(do not read list - prompt for multiple responses - check all that apply)
 1. Natural disasters (e.g. storms, floods, etc.)
 2. Recycling
 3. Composting
 4. Greenhouse effect/Greenhouse gases
 5. Global warming/Temperature rising
 6. Polar ice melt/Ice bergs
 7. Wildlife/endangered species
 8. Energy efficiency – appliances
 9. Energy efficiency – light bulbs
 10. Energy efficiency – insulation
 11. Transportation - Hybrid or fuel efficient vehicles
 12. Alternate transportation – public transportation, walking, cycling
 13. Clean energy (e.g. Muskrat Falls, wind and solar energy)
 14. Media events (e.g. World Environment Day)
 15. Environmental activist (e.g. David Suzuki)
 - 96 Nothing in particular comes to mind
 - 97 Haven't really thought about it
Other (please specify): _____
 98. Don't know

For the next three questions, I'd like you to use a 10-point scale, where 1 means "not at all" and 10 means "to a great extent".

3. First, to what extent do you believe climate change is currently happening? **[Repeat scale as necessary]**

Rating _____ IF RATING=1, GO TO Q7

Don't Know 98

4. Now, to what extent do you believe climate change is caused by human activity such as burning fuels and gases? **[Repeat scale as necessary]**

Rating _____

Don't Know 98

5. And, continuing with the same scale, to what extent do you believe climate change is caused by natural factors such as changes in the sun's intensity and volcanic eruptions? **[Repeat scale as necessary]**

Rating _____

Don't Know 98

6. Now, in your opinion, who should take action to help reduce the potential impacts of climate change?

(Do not read – prompt for multiple responses – check all that apply. RECORD FIRST MENTION AND OTHER MENTIONS)

First Mention Other Mentions

1. Individuals/Households
2. Businesses
3. Government
4. Large industry (e.g. oil companies)
- Other (please specify): _____
98. Don't know

7. Now, using a scale from 1 to 10 where 1 is not at all informed and 10 is very informed, how informed do you feel about the potential impacts of climate change on you as an individual?

Rating _____

Don't Know 98

8. Using a scale from 1 to 10 where 1 is not at all relevant and 10 is very relevant, how relevant an issue do you feel climate change is to Newfoundland and Labrador?

Rating _____

Don't Know 98

9. **Skip if Don't Know in Q8:** Why do you feel this way? (do not read list. Code all that apply)

1. Climate change impacts society and people's ability to plan for the future
2. Many of our industries like oil and mining are GHG intensive
3. Weather changes like more rain and resulting higher water levels impact community infrastructure
4. Weather changes are having a positive impact/Warmer weather
5. Weather changes will impact on tourism, recreation and way of life
6. Need to protect air quality in the province
7. Changes in nature - wildlife and trees - will impact on people
8. Islands like Newfoundland will be particularly impacted
9. No local impact but every province and country needs to play a role in climate change
10. Other (please specify): _____
- 98 Don't Know

Taking action

10. What impact do you feel your everyday actions are having on climate change? Would you say your actions are having.....(read list)
 1. No impact
 2. A little impact
 3. A moderate impact
 4. A strong impact
 8. Don't know (Vol)

11. Please list all the things you do in your everyday life to help reduce your impact on climate change? (do not read - prompt for multiple responses – check all that apply)
 1. Recycling
 2. Composting
 3. Energy efficient lighting
 4. Programmable thermostats
 5. Energy star appliances
 6. Energy star windows
 7. Insulated basement
 8. Insulated attic
 9. Alternative transportation - Carpooling
 10. Alternative transportation - Public transportation/Bus
 11. Alternative transportation - Walking
 12. Alternative transportation - Bicycling
 13. Fuel efficient transportation (i.e. hybrid vehicle or fuel efficient vehicles)
Other (please specify): _____
 97. I don't do anything to help reduce my impact
 98. Don't know

12. Do you recycle? (do not ask if listed in Q11)
 1. Yes
 2. No
 8. Don't know

13. Do you compost? (do not ask if listed in Q11)
 1. Yes
 2. No
 8. Don't know

14. Do you drive a fuel efficient vehicle? Fuel efficient vehicles would include all hybrid vehicles as well as smaller vehicles similar to a Ford Focus, Chevrolet Aveo, Honda Civic or Nissan Sentra that generally have 4 cylinder engines. (do not ask if listed in Q11)
 1. Yes
 2. No
 3. Do not own a vehicle
 8. Don't know

15. Do you use alternative transportation such as: (do not ask for each, if listed in Q11)
 1. Carpooling
 2. Public transportation/Bus
 3. Walking
 4. Bicycling
 8. Don't know (Vol)

16. Which of the following steps, if any, have you taken to improve the energy efficiency of your home: (read – do not ask if listed in Q11)

		Yes=1	No=2	Don't own home=7	Don't Know=8
1. Do you use energy efficiency light bulbs?	Skip if Q11=3				
2. Do you have programmable thermostats?	Skip if Q11=4				
3. Do you have energy star windows?	Skip if Q11=6				
4. Do you have energy star appliances?	Skip if Q11=5				
5. Do you have your basement insulated?	Skip if Q11=7				
6. Do you have your attic insulated?	Skip if Q11=8				
7. Have you taken any other steps to improve the energy efficiency of your home?		Please specify:			

17. Is there anything preventing you from taking steps to improve the energy efficiency of your home?

1. Yes
2. No
8. Don't know

18. What would it take for you to do more?

(do not read – prompt for multiple responses– check all that apply)

- | | |
|------------------------------------|--------------------------------------|
| 1. More programs/grants | 7. I do not own my home |
| 2. More income | 8. Already doing everything I can |
| 3. More time | Other (please specify): |
| 4. More information | 97. Nothing/I do not want to do more |
| 5. More contractors available | 98. Don't know |
| 6. Cost less to improve efficiency | |

Leadership

19a. Are you aware of any provincial government departments or agencies that are working toward reducing climate change or increasing energy efficiency?

1. Yes
2. No GO TO Q20
8. Don't know GO TO Q20

19b. What departments and/or agencies are you aware of? (Do not read – check all that apply)

1. Department of Environment and Conservation
2. Department of Fisheries and Aquaculture
3. Department of Municipal Affairs
4. Department of Natural Resources
5. Department of Transportation and Works (Public Works)
6. Forestry and Agrifoods Agency
7. Newfoundland and Labrador Housing Corporation
8. Newfoundland and Labrador Hydro
9. Office of Climate Change, Energy Efficiency and Emissions Trading
10. Service Newfoundland and Labrador (previously Department of Government Services)
- Other (please specify): _____
98. Don't know

20. Are you aware the provincial government has increased energy efficiency standards for new and existing government buildings?

1. Yes
2. No
98. Don't know

21. Are you aware the provincial government is purchasing hybrid vehicles?
1. Yes
 2. No
 98. Don't know

Other programs

22. Are you aware of any provincial government programs or services targeted toward climate change or energy efficiency?
1. Yes- Get to half
 2. Yes - Take Charge
 3. Yes - energy efficiency home retrofit grant programs
(e.g. EnerGuide – Natural Resources, REEP for Low Income – Newfoundland and Labrador Housing Corporation)
 4. Yes – Other (please specify): _____
 5. No
 8. Don't know
23. Are you aware of the Get to half campaign by MMSB which aims to reduce the amount of waste produced at home, schools and work? (do not ask if mentioned in Q22 – go to Q24)
1. Yes
 2. No GO TO Q25
 8. Don't know GO TO Q 25
24. Are you aware of the Take Charge program by Newfoundland and Labrador Hydro and Newfoundland Power which provides information and funding towards making energy efficient improvements in your home or business? (do not ask if mentioned in Q22 – go to Q25)
1. Yes
 2. No
 98. Don't know
25. Where would you send someone for information on climate change or energy efficiency?
(Do not read – prompt for multiple responses – check all that apply)
1. Government website
 2. Internet website (non-government)
 3. Government department
 4. School/teacher
 5. Friend
 6. Utilities (e.g. Newfoundland Power)
Other (please specify): _____
 98. Don't know
26. Now, in your opinion, who should take action to help reduce the potential impacts of climate change? (Do not read – prompt for multiple responses – check all that apply. RECORD FIRST MENTION AND OTHER MENTIONS)
- | | First Mention | Other Mentions |
|--|---------------|----------------|
| 1. Individuals/Households | | |
| 2. Businesses | | |
| 3. Government | | |
| 4. Large industry (e.g. oil companies) | | |
| Other (please specify): _____ | | |
| 98. Don't know | | |

Demographics

Finally, I would like to ask you some questions about you and your household. All this information will only be used to help us analyse the results and will be kept in the strictest confidence.

27. Please indicate your gender. (Do not ask if known)

1. Female
2. Male

28. Would you mind telling me into which of the following categories your age falls?

- | | |
|-------------|----------------|
| 1. 18 to 24 | 5. 55 to 64 |
| 2. 25 to 34 | 6. 65 or older |
| 3. 35 to 44 | 99 Refused |
| 4. 45 to 54 | |

29. What is the highest level of schooling you have completed? (Do not read—accept one response only)

- | | |
|---|-------------------------------|
| 1. Less than high school | 6. Graduate degree |
| 2. High school diploma | Other (please specify): _____ |
| 3. Some university/college/trade school | 98. Don't know |
| 4. College/trade school diploma/certificate | 99. Refused |
| 5. Undergraduate degree | |

30. What is your current marital status? (Do not read – accept one response only)

- | | |
|---------------------------|----------------|
| 1. Single (never married) | 5. Common law |
| 2. Married | 6. Widowed |
| 3. Separated | 98. Don't know |
| 4. Divorced | 99. Refused |

31. Do you have children under the age of 18 currently living at home?

1. Yes
2. No
9. Refused

32. Do you own your own home?

1. Yes
2. No
9. Refused

33. Is your total household income before taxes more or less than \$60,000?

1. More **Go to Q35**
2. Less
9. Refused

34. Is it more or less than \$30,000?

1. More **Go to END**
2. Less **Go to END**
9. Refused **Go to END**

35. Is it more or less than \$90,000?

1. More
2. Less
9. Refused

This is the end of the survey. Thank you for your participation.

3.0 Baseline Survey Results

Q1: Are you familiar with the term 'climate change'?

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	802	400	402
Yes	96%	97%	95%
No	4%	3%	5%

Q2: When you think of climate change what comes to mind?

SUBSET: Those who said 'Yes' to Q1.

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	772	389	383
Natural disasters (e.g. storms, floods, etc.)	11%	11%	11%
Recycling	0%	0%	1%
Composting	0%	0%	0%
Greenhouse effect/Greenhouse gases	10%	12%	8%
Global warming/Temperature rising	67%	70%	65%
Polar ice melt/Icebergs	18%	21%	16%
Wildlife/endangered species	3%	5%	3%
Transportation - Hybrid or fuel efficient vehicles	0%	0%	0%
Alternate transportation-public transportation, walking, cycling	0%	0%	0%
Clean energy (e.g. Muskrat Falls, wind and solar energy)	0%	0%	0%
Environmental activist (e.g. David Suzuki)	0%	0%	0%
Nothing in particular comes to mind	1%	0%	2%
Haven't really thought about it	0%	0%	0%
Weather patterns/seasons changing, climate, currents	24%	23%	25%
Ozone issues	4%	5%	4%
Pollution/Acid rain	5%	4%	5%
Water levels rising/tides changing	2%	4%	2%
Damage to fishery/agriculture issues	1%	1%	1%
Environmental issues/changes	3%	4%	2%
Not happening/natural phenomenon	2%	2%	3%
Uncertain future	2%	2%	2%
Government policy	1%	1%	0%
Big industry	1%	1%	2%
Miscellaneous mention	1%	1%	1%
Other (Please Specify)	0%	0%	0%
Don't know (VOL)	2%	1%	2%

Q3: First, to what extent do you believe climate change is currently happening?

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	802	400	402
1 - Not at all	1%	0%	1%
2	1%	1%	1%
3	2%	2%	1%
4	3%	4%	2%
5	12%	10%	14%
6	13%	12%	13%
7	15%	15%	15%
8	21%	21%	20%
9	7%	8%	7%
10 - To a great extent	26%	26%	25%
Don't know (VOL)	1%	1%	1%

Q4: Now, to what extent do you believe climate change is caused by human activity such as burning fuels and gases?

SUBSET: Those who didn't say 'Not at all' to Q3.

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	797	398	399
1 - Not at all	1%	0%	2%
2	2%	3%	1%
3	2%	2%	3%
4	4%	3%	5%
5	13%	10%	14%
6	8%	8%	8%
7	16%	18%	15%
8	23%	25%	22%
9	10%	12%	9%
10 - To a great extent	20%	19%	21%
Refused (VOL)	0%	0%	0%
Don't know (VOL)	1%	1%	1%

Q5: To what extent do you believe climate change is caused by natural factors such as changes in the sun's intensity and volcanic eruptions?

SUBSET: Those who didn't say 'Not at all' to Q3.

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	797	398	399
1 - Not at all	4%	5%	4%
2	8%	10%	7%
3	10%	11%	9%
4	10%	12%	9%
5	22%	20%	23%
6	13%	12%	13%
7	13%	13%	13%
8	10%	10%	10%
9	3%	2%	3%
10 - To a great extent	5%	4%	5%
Refused (VOL)	0%	0%	0%
Don't know (VOL)	2%	1%	3%

Q6A: In your opinion, who should take action to help reduce the potential impacts of climate change?

SUBSET: Those who didn't say 'Not at all' to Q3.

-First mention-

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	797	398	399
Individuals/Households	34%	29%	37%
Businesses	1%	1%	1%
Government	39%	44%	37%
Large industry (e.g. oil companies)	4%	4%	4%
Everyone	14%	16%	13%
No one	2%	2%	2%
Scientists	0%	0%	0%
NGO's	0%	0%	0%
Refused (VOL)	0%	0%	0%
Don't know (VOL)	5%	3%	6%

Q6B: In your opinion, who should take action to help reduce the potential impacts of climate change?

SUBSET: Those who didn't say 'Not at all' to Q3.

-Other mentions-

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	761	387	374
Individuals/Households	30%	33%	28%
Businesses	6%	8%	4%
Government	33%	33%	34%
Large industry (e.g. oil companies)	16%	19%	14%
Everyone	5%	7%	4%
No one	0%	0%	0%
Scientists	3%	2%	3%
NGO's	2%	2%	2%
No other mentions (VOL)	23%	21%	24%
Don't know (VOL)	1%	0%	2%

Q6: In your opinion, who should take action to help reduce the potential impacts of climate change?

SUBSET: Those who didn't say 'Not at all' to Q3.-All mentions-

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	797	398	399
Individuals/Households	62%	61%	63%
Businesses	6%	9%	5%
Government	71%	76%	68%
Large industry (e.g. oil companies)	19%	22%	17%
Everyone	19%	23%	17%
No one	2%	2%	2%
Scientists	3%	2%	3%
NGO's	2%	2%	2%
Refused (VOL)	0%	0%	0%
Don't know (VOL)	5%	3%	6%

Q7: How informed do you feel about the potential impacts of climate change on you as an individual?

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	802	400	402
1 - Not at all informed	3%	2%	4%
2	3%	2%	3%
3	8%	7%	8%
4	11%	12%	11%
5	22%	19%	23%
6	14%	17%	13%
7	17%	19%	16%
8	14%	15%	14%
9	3%	3%	3%
10 - Very informed	4%	4%	3%
Don't know (VOL)	0%	0%	1%

Q8: How relevant an issue do you feel climate change is to Newfoundland and Labrador?

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	802	400	402
1 - Not at all relevant	1%	1%	1%
2	1%	2%	1%
3	3%	4%	3%
4	4%	5%	3%
5	10%	9%	11%
6	12%	13%	11%
7	18%	19%	17%
8	22%	23%	22%
9	8%	6%	9%
10 - Very relevant	19%	18%	20%
Don't know (VOL)	1%	0%	2%

Q9: Why do you feel this way?

SUBSET: Those who gave a rating to Q8.

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	794	399	395
Climate change impacts society and people's ability to plan for the future	8%	9%	7%
Many of our industries like oil and mining are GHG intensive	5%	7%	4%
Weather changes like more rain and resulting higher water levels impact community infrastructure	26%	25%	27%
Weather changes are having a positive impact/Warmer weather	8%	7%	9%
Weather changes will impact on tourism, recreation and way of life	8%	8%	8%
Need to protect air quality in the province	1%	2%	1%
Changes in nature - wildlife and trees - will impact on people	15%	12%	16%
Islands like Newfoundland will be particularly impacted	7%	7%	7%
No local impact but every province and country needs to play a role in climate change	14%	16%	12%
No/ limited impact locally	8%	11%	6%
CC not an issue/other issues more relevant /cyclic	3%	4%	3%
Lack of heavy industry/clean energy means we will be impacted less	3%	4%	3%
Not enough information to comment	2%	3%	1%
More education needed	1%	1%	1%
Need more programs like recycling	1%	1%	1%
Other	3%	2%	3%
Refused (VOL)	0%	0%	0%
Don't know (VOL)	9%	5%	11%

Q10: What impact do you feel your everyday actions are having on climate change? Would you say your actions are having...

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	802	400	402
No impact	9%	8%	9%
A little impact	47%	45%	48%
A moderate impact	39%	41%	38%
A strong impact	5%	6%	4%
Refused (VOL)	0%	0%	0%
Don't know (VOL)	1%	1%	1%

Q11: Please list all the things you do in your everyday life to help reduce your impact on climate change?

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	802	400	402
Recycling	58%	64%	54%
Composting	11%	9%	12%
Energy efficient lighting	4%	7%	3%
Programmable thermostats	2%	2%	2%
Energy star appliances	2%	3%	1%
Energy star windows	1%	1%	1%
Insulated basement	2%	3%	1%
Insulated attic	2%	3%	2%
Alternative transportation - Carpooling	9%	8%	10%
Alternative transportation - Public transportation/Bus	2%	4%	1%
Alternative transportation - Walking	16%	13%	18%
Alternative transportation - Bicycling	2%	4%	2%
Fuel efficient transportation (i.e. hybrid vehicle or fuel efficient vehicles Fuel efficient vehicles would include all hybrid vehicles as well as smaller vehicles similar to a Ford Focus, Chevrolet Aveo, Honda Civic or Nissan Sentra that generally have 4 cylinder engines).	8%	11%	7%
Change driving habits	21%	27%	17%
Change energy habits (Turn off lights, turn down thermostat)	23%	25%	21%
Decrease use of chemicals	6%	5%	6%
Don't drive	1%	1%	1%
Conserve water	6%	8%	5%
Reduce	8%	10%	6%
Reuse	5%	3%	5%
Organic/Locavore/produce my own	3%	3%	3%
Wood heating	3%	1%	4%
Quit/Don't smoke	1%	1%	1%
Don't burn wood/paper etc	3%	2%	4%
Stop littering	3%	3%	3%
Political action/teach/green products	4%	3%	4%
I don't do anything to help reduce my impact	10%	8%	12%
Refused (VOL)	0%	0%	0%
Don't know (VOL)	9%	6%	10%

Q12: Do you recycle?

SUBSET: Those who didn't say 'Recycling' to Q11.

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	335	145	190
Yes	90%	90%	89%
No	10%	10%	11%

Q13: Do you compost?

SUBSET: Those who didn't say 'Composting' to Q11.

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	715	363	352
Yes	30%	26%	32%
No	70%	74%	68%

Q14: Do you drive a fuel efficient vehicle?

SUBSET: Those who didn't say 'Fuel efficient transportation' to Q11.

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	730	354	376
Yes	50%	49%	51%
No	46%	49%	45%
Refused (VOL)	0%	0%	0%
Don't know (VOL)	3%	2%	4%

Q15A: Do you use alternative transportation such as Carpooling?

SUBSET: Those who didn't say 'Carpooling' to Q11.

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	742	374	368
Yes	28%	25%	30%
No	71%	74%	68%
Don't use alternative transportation (VOL)	0%	0%	0%
Refused (VOL)	1%	0%	1%

Q15B: Do you use alternative transportation such as Walking?

SUBSET: Those who didn't say 'Walking' to Q11.

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	674	347	327
Yes	57%	56%	58%
No	42%	43%	42%
Refused (VOL)	0%	0%	0%

Q15C: Do you use alternative transportation such as Public transportation/Bus?

SUBSET: Those who didn't say 'Public transportation/Bus' to Q11.

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	787	387	400
Yes	11%	16%	9%
No	86%	82%	88%
Don't use alternative transportation (VOL)	0%	0%	0%
Refused (VOL)	2%	1%	2%
Don't know (VOL)	0%	0%	0%

Q15D: Do you use alternative transportation such as Bicycling?

SUBSET: Those who didn't say 'Bicycling' to Q11.

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	781	386	395
Yes	22%	18%	24%
No	77%	80%	75%
Don't use alternative transportation (VOL)	2%	2%	2%
Refused (VOL)	0%	0%	0%

Q16: Which of the following steps, if any, have you taken to improve the energy efficiency of your home:?

SUBSET: Not asked if listed in Q11.

		Total	Region	
			St. John's CMA	Other NL
Total Unweighted (N)		763	374	389
Do you use energy efficiency light bulbs?	Yes	91%	89%	93%
	No	8%	10%	7%
	Refused (VOL)	0%	0%	0%
	Don't know (VOL)	1%	1%	1%
Total Unweighted (N)		788	391	397
Do you have programmable thermostats?	Yes	42%	46%	40%
	No	57%	53%	59%
	Don't know (VOL)	1%	1%	1%
Total Unweighted (N)		794	396	398
Do you have energy star windows?	Yes	59%	56%	60%
	No	27%	27%	27%
	Don't know (VOL)	14%	17%	13%
Total Unweighted (N)		783	387	396
Do you have energy star appliances?	Yes	69%	71%	69%
	No	23%	21%	23%
	Refused (VOL)	0%	0%	0%
	Don't know (VOL)	8%	8%	8%
Total Unweighted (N)		785	388	397
Do you have your basement insulated?	Yes	76%	79%	75%
	No	16%	14%	17%
	Refused (VOL)	2%	2%	2%
	Don't know (VOL)	6%	5%	6%
Total Unweighted (N)		784	389	395
Do you have your attic insulated?	Yes	86%	82%	89%
	No	7%	8%	6%
	Refused (VOL)	1%	2%	0%
	Don't know (VOL)	6%	8%	5%

Q16G: Have you taken any other steps to improve the energy efficiency of your home?

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	802	400	402
No	55%	56%	54%
Replace doors/windows	9%	8%	9%
More efficient heating	6%	4%	6%
Prevent leakage/drafts	9%	8%	9%
Reduce electrical/heating use	11%	13%	11%
Insulation	13%	12%	14%
Energy efficient appliances	3%	2%	3%
Wood heating	2%	0%	3%
Water conservation	1%	1%	1%
New siding/roof	1%	0%	1%
Insulated blinds/curtains	0%	0%	0%
General renovations	1%	1%	1%
Don't know (VOL)	2%	3%	2%

Q17: Is there anything preventing you from taking steps to improve the energy efficiency of your home?

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	802	400	402
Yes	43%	42%	44%
No	56%	57%	55%
Refused (VOL)	0%	0%	0%
Don't know (VOL)	1%	1%	1%

Q18: What would it take for you to do more?

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	802	400	402
More programs/grants	10%	11%	9%
More income/money	35%	28%	40%
More time	3%	4%	3%
More information	13%	17%	11%
More contractors available	1%	1%	1%
Cost less to improve efficiency	11%	11%	11%
I do not own my home	8%	11%	6%
Already doing everything I can	14%	15%	13%
Nothing/I do not want to do more	7%	7%	8%
If things got worse/higher prices	1%	1%	1%
Better/Quicker payoff	2%	3%	1%
Less Lazy	1%	1%	1%
Does not answer question	3%	3%	2%
Refused (VOL)	0%	0%	0%
Don't know (VOL)	9%	7%	11%

Q19a: Are you aware of any provincial government departments or agencies that are working toward reducing climate change or increasing energy efficiency?

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	802	400	402
Yes	31%	35%	29%
No	67%	63%	69%
Don't know (VOL)	2%	2%	2%

Q19B: What departments and/or agencies are you aware of?

SUBSET: Those who said 'Yes' to Q19A.

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	259	141	118
Department of Environment and Conservation	12%	21%	7%
Department of Fisheries and Aquaculture	1%	2%	1%
Department of Natural Resources	8%	12%	5%
Department of Transportation and Works (Public Works)	1%	3%	0%
Forestry and Agrifoods Agency	0%	1%	0%
Newfoundland and Labrador Housing Corporation	7%	5%	9%
Newfoundland and Labrador Hydro	17%	16%	19%
Office of Climate Change, Energy Efficiency and Emissions Trading	1%	3%	0%
Service Newfoundland and Labrador (previously Department of Government Services)	1%	2%	0%
Newfoundland Power	17%	8%	23%
MMSB/Green depot	5%	6%	4%
Utilities - general	3%	4%	3%
Rebates/Grants?	8%	8%	7%
Municipal government - general	2%	2%	1%
Provincial government - general	2%	2%	2%
Federal government - general	3%	3%	3%
Government - general	2%	1%	3%
NGO's	2%	2%	1%
Don't know (VOL)	26%	28%	25%

Q20: Are you aware the provincial government has increased energy efficiency standards for new and existing government buildings?

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	802	400	402
Yes	27%	25%	28%
No	70%	73%	69%
Don't know (VOL)	3%	2%	3%

Q21: Are you aware the provincial government is purchasing hybrid vehicles?

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	802	400	402
Yes	23%	23%	23%
No	76%	75%	76%
Don't know (VOL)	2%	2%	1%

Q22 Are you aware of any provincial government programs or services targeted toward climate change or energy efficiency?

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	802	400	402
Yes- Get to half	1%	1%	1%
Yes - Take Charge	2%	2%	2%
Yes - energy efficiency home retrofit grant programs (e.g. EnerGuide - Natural Resources, REEP for Low Income - Newfoundland and Labrador Housing Corporation)	9%	9%	8%
No	79%	75%	80%
Recycling	2%	2%	2%
Muskrat Falls	2%	2%	1%
Yes- Don't know name	3%	4%	3%
Yes - rebate/grant programs (general)	1%	2%	0%
Don't know (VOL)	4%	4%	4%

Q23: Are you aware of the Get to half campaign by MMSB which aims to reduce the amount of waste produced at home, schools and work?

SUBSET: Those who didn't mention it in Q22.

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	795	397	398
Yes	61%	73%	55%
No	38%	27%	45%
Don't know (VOL)	0%	0%	1%

Q24: Are you aware of the Take Charge program by Newfoundland and Labrador Hydro and Newfoundland Power?

SUBSET: Those who didn't mention it in Q22.

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	787	390	397
Yes	70%	75%	66%
No	29%	24%	31%
Don't know (VOL)	2%	0%	2%

Q25: Where would you send someone for information on climate change or energy efficiency?

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	802	400	402
Government website	15%	17%	15%
Internet website (non-government)	47%	50%	45%
Government department	22%	24%	21%
School/teacher	1%	2%	1%
Friend	1%	0%	1%
Utilities (e.g. Newfoundland Power)	13%	14%	12%
MMSB	2%	3%	1%
Library	1%	2%	1%
Media	1%	1%	1%
Government member	0%	0%	0%
Phonebook	1%	1%	1%
NGO's	1%	1%	1%
Business	1%	1%	0%
Municipal Government	1%	1%	1%
Nalcor	0%	0%	0%
Foreign government	0%	0%	0%
Refused (VOL)	0%	0%	1%
Don't know (VOL)	20%	15%	23%

Q26: Now, in your opinion, who should take action to help reduce the potential impacts of climate change?

-First mention-

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	802	400	402
Individuals/Households	38%	35%	40%
Businesses	1%	2%	0%
Government	40%	41%	39%
Large industry (e.g. oil companies)	2%	2%	2%
Everyone	14%	16%	13%
No one	1%	1%	1%
Scientists	0%	1%	0%
Refused (VOL)	0%	0%	0%
Don't know (VOL)	3%	2%	3%

Q26: Now, in your opinion, who should take action to help reduce the potential impacts of climate change?

-Other mentions-

SUBSET: Those who didn't say 'Dont' know' to Q29 (first mention).

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	781	392	389
Individuals/Households	26%	28%	24%
Businesses	8%	11%	7%
Government	37%	36%	38%
Large industry (e.g. oil companies)	13%	18%	10%
Everyone	3%	3%	2%
Scientists	0%	0%	0%
No other mentions (VOL)	28%	26%	30%
NGO's	2%	1%	2%
Schools/Education	1%	2%	1%
Other	0%	0%	0%
Don't know (VOL)	1%	1%	1%

Q27: Please indicate your gender?

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	802	400	402
Male	46%	47%	45%
Female	54%	53%	55%

Q28: Would you mind telling me into which of the following categories your age falls?

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	802	400	402
18 to 24	6%	8%	5%
25 to 34	19%	23%	17%
35 to 44	19%	20%	19%
45 to 54	21%	20%	22%
55 to 64	17%	15%	18%
65 or older	17%	14%	19%

Q29: What is the highest level of schooling you have completed?

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	802	400	402
Less than high school	11%	5%	14%
High school diploma	19%	12%	22%
Some university/college/trade school	11%	15%	8%
College/trade school diploma/certificate	34%	29%	37%
Undergraduate degree	16%	21%	13%
Graduate degree	9%	17%	5%
Refused (VOL)	1%	1%	1%

Q30: What is your current marital status?

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	802	400	402
Single (never married)	20%	24%	18%
Married	60%	60%	60%
Separated	2%	1%	2%
Divorced	5%	5%	4%
Common law	8%	6%	9%
Widowed	5%	3%	6%
Refused (VOL)	1%	2%	1%

Q31: Do you have children under the age of 18 currently living at home?

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	802	400	402
Yes	35%	40%	32%
No	65%	60%	67%
Refused (VOL)	0%	1%	0%

Q32: Do you own your own home?

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	802	400	402
Yes	79%	75%	82%
No	20%	24%	18%
Refused (VOL)	0%	1%	0%

Q33-35 Income

	Total	Region	
		St. John's CMA	Other NL
Total Unweighted (N)	802	400	402
less than \$30K	16%	10%	20%
\$30K-\$59K	26%	18%	30%
\$60K-\$89K	20%	20%	20%
\$90K or more	28%	41%	20%
Unknown	10%	11%	10%

4.0 Follow-Up Survey



Newfoundland and Labrador Statistics Agency
www.stats.gov.nl.ca

CONFIDENTIAL WHEN COMPLETED
Collected under the Authority of the
Statistics Agency Act, RSNL1990, c.S-24

OFFICE OF CLIMATE CHANGE AND ENERGY EFFICIENCY PUBLIC AWARENESS CAMPAIGN SURVEY 2014

PURPOSE

The Office of Climate Change and Energy Efficiency (CCEE), in partnership with the Newfoundland and Labrador Statistics Agency (NLSA), is conducting a survey to gauge public awareness and understanding of climate change and energy efficiency. The survey will help determine what actions, if any, residents of the province are taking in relation to this topic. The information collected will be used to raise public awareness around the issue and encourage public participation in related government initiatives and programs.

CONFIDENTIALITY

Although participation is voluntary, your co-operation is important to ensure that the information collected is as accurate and as comprehensive as possible. The survey will only take 10-15 minutes to complete, and your answers will be treated in strict confidence, used for statistical purposes and published in aggregate form only as required by the Statistics Agency Act. Would you like to participate? (Interviewer, if yes, continue. If no, thank respondent and end survey.)

If you have any questions concerning privacy or confidentiality, you can contact the Newfoundland and Labrador Statistics Agency at 729-1604 in the greater St. John's area or call toll-free at 1-888-461-5244. Questions related to the survey's purpose and/or its content should be directed to Patricia King (patriciaking@gov.nl.ca, 729-1485) at the Office of Climate Change and Energy Efficiency.

SECTION A – GAUGING PUBLIC AWARENESS AND UNDERSTANDING

AR1. In this first section, we will look at your awareness and understanding of climate change.	
A1. Are you familiar with the term "climate change"?	<input type="radio"/> 1 Yes <input type="radio"/> 2 No → Read definition of climate change and go to A3 <input type="radio"/> 8 Don't know → Read definition of climate change and go to A3 <input type="radio"/> 9 Prefer not to say → Read definition of climate change and go to A3
AR2. Climate change refers to changes in the environment around the world due to rises in global temperatures as a result of increased greenhouse gas emissions (for example, carbon dioxide released from burning fuel to run our vehicles).	

<p>A2. When you think of climate change, what comes to mind? (Do not read list. Select all that apply.)</p> <p>(Interviewer, if the respondent mentions weather, probe to clarify if he/she is referring to option 1 or option 5.)</p>	<p>1 <input type="radio"/> Natural disasters (e.g., storms, floods, etc.)</p> <p>2 <input type="radio"/> Recycling</p> <p>3 <input type="radio"/> Composting</p> <p>4 <input type="radio"/> Greenhouse effect/greenhouse gases</p> <p>5 <input type="radio"/> Global warming/temperature rising</p> <p>6 <input type="radio"/> Polar ice melt/ice bergs</p> <p>7 <input type="radio"/> Wildlife/endangered species</p> <p>8 <input type="radio"/> Energy efficiency (appliances)</p> <p>9 <input type="radio"/> Energy efficiency (light bulbs)</p> <p>10 <input type="radio"/> Energy efficiency (insulation)</p> <p>11 <input type="radio"/> Transportation (hybrid/fuel efficient vehicles)</p> <p>12 <input type="radio"/> Alternate transportation (public transport, walking, cycling)</p> <p>13 <input type="radio"/> Clean energy (e.g., Muskrat Falls, wind/solar energy)</p> <p>14 <input type="radio"/> Media events (e.g., World Environment Day)</p> <p>15 <input type="radio"/> Environmental activists (e.g., David Suzuki)</p> <p>16 <input type="radio"/> Nothing in particular comes to mind</p> <p>17 <input type="radio"/> Haven't really thought about it</p> <p>97 <input type="radio"/> Other (specify): _____</p> <p>98 <input type="radio"/> Don't know</p> <p>99 <input type="radio"/> Prefer not to say</p>
<p>A3. On a scale of 1 to 10, where 1 means "not at all" and 10 means "to a great extent", to what extent do you believe climate change is currently happening?</p>	<p>1 <input type="radio"/> Rating: _____</p> <p>8 <input type="radio"/> Don't know</p> <p>9 <input type="radio"/> Prefer not to say</p>
<p>A4. On a scale of 1 to 10, where 1 means "not at all" and 10 means "to a great extent", to what extent do you believe climate change is caused by human activity such as burning fuels and gases?</p>	<p>1 <input type="radio"/> Rating: _____</p> <p>8 <input type="radio"/> Don't know</p> <p>9 <input type="radio"/> Prefer not to say</p>
<p>A5. On a scale of 1 to 10, where 1 means "not at all" and 10 means "to a great extent", to what extent do you believe climate change is caused by natural factors such as changes in the sun's intensity and volcanic eruptions?</p>	<p>1 <input type="radio"/> Rating: _____</p> <p>8 <input type="radio"/> Don't know</p> <p>9 <input type="radio"/> Prefer not to say</p>
<p>A6. In your opinion, who should take action to help reduce the potential impacts of climate change? (Do not read list. Select all that apply.)</p> <p>(Interviewer, record first mention and then other mentions. If unsure as to whether a response should be coded as option 2 or 4, code as "other".)</p>	<p>1 <input type="radio"/> Individuals/households</p> <p>2 <input type="radio"/> Businesses</p> <p>3 <input type="radio"/> Government</p> <p>4 <input type="radio"/> Large industry (e.g., oil companies, mining companies, etc)</p> <p>7 <input type="radio"/> Other (specify): _____</p> <p>8 <input type="radio"/> Don't know</p> <p>9 <input type="radio"/> Prefer not to say</p>
<p>A7. On a scale of 1 to 10, where 1 is "not at all informed" and 10 is "very informed", how informed do you feel about the potential impacts of climate change on you as an individual</p>	<p>1 <input type="radio"/> Rating: _____</p> <p>8 <input type="radio"/> Don't know</p> <p>9 <input type="radio"/> Prefer not to say</p>
<p>A8. On a scale of 1 to 10, where 1 is "not at all relevant" and 10 is "very relevant", how relevant an issue do you feel climate change is to Newfoundland and Labrador?</p>	<p>1 <input type="radio"/> Rating: _____</p> <p>8 <input type="radio"/> Don't know</p> <p>9 <input type="radio"/> Prefer not to say</p>

SECTION B – TAKING ACTION

BR1. This next section deals with your individual actions in relation to climate change and energy efficiency.

<p>B1. What impact do you feel your everyday actions are having on climate change? Would you say your actions are having... (Read list. Select one response only.)</p>	<p>1 <input type="radio"/> No impact</p> <p>2 <input type="radio"/> A little impact</p> <p>3 <input type="radio"/> A moderate impact</p> <p>4 <input type="radio"/> A strong impact</p> <p>8 <input type="radio"/> Don't know</p> <p>9 <input type="radio"/> Prefer not to say</p>
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CONTINUE TO B2

<p>B2. Please list all the things you do in your everyday life to help reduce your impact on climate change. (Do not read list. Select all that apply.)</p> <p>¹³ <input type="radio"/> Fuel efficient transportation would include all hybrid vehicles as well as smaller vehicles similar to a Ford Focus, Chevrolet Aveo, Honda Civic or Nissan Sentra that generally have 4 cylinder engines.</p>	<p>¹ <input type="radio"/> Recycling</p> <p>² <input type="radio"/> Composting</p> <p>³ <input type="radio"/> Energy efficient lighting</p> <p>⁴ <input type="radio"/> Programmable thermostats</p> <p>⁵ <input type="radio"/> Energy star appliances</p> <p>⁶ <input type="radio"/> Energy star windows</p> <p>⁷ <input type="radio"/> Insulated basement</p> <p>⁸ <input type="radio"/> Insulated attic</p> <p>⁹ <input type="radio"/> Alternative transportation (carpooling)</p> <p>¹⁰ <input type="radio"/> Alternative transportation (public transportation/bus)</p> <p>¹¹ <input type="radio"/> Alternative transportation (walking)</p> <p>¹² <input type="radio"/> Alternative transportation (bicycling)</p> <p>¹³ <input type="radio"/> Fuel efficient transportation (i.e., hybrid or fuel efficient vehicle)</p> <p>⁹⁷ <input type="radio"/> Other (specify): _____</p> <p>¹⁴ <input type="radio"/> I don't do anything to help reduce my impact</p> <p>⁹⁸ <input type="radio"/> Don't know</p> <p>⁹⁹ <input type="radio"/> Prefer not to say</p>
<p>B3. Do you recycle? (Do not ask if B2=1)</p>	<p>¹ <input type="radio"/> Yes</p> <p>² <input type="radio"/> No</p> <p>⁸ <input type="radio"/> Don't know</p> <p>⁹ <input type="radio"/> Prefer not to say</p>
<p>B4. Do you compost? (Do not ask if B2=2)</p>	<p>¹ <input type="radio"/> Yes</p> <p>² <input type="radio"/> No</p> <p>⁸ <input type="radio"/> Don't know</p> <p>⁹ <input type="radio"/> Prefer not to say</p>
<p>B5. Do you drive a fuel efficient vehicle? (Do not ask if B2=13)</p> <p>Fuel efficient vehicles would include all hybrid vehicles as well as smaller vehicles similar to a Ford Focus, Chevrolet Aveo, Honda Civic or Nissan Sentra that generally have 4 cylinder engines.</p>	<p>¹ <input type="radio"/> Yes</p> <p>² <input type="radio"/> No</p> <p>³ <input type="radio"/> Do not own a vehicle</p> <p>⁸ <input type="radio"/> Don't know</p> <p>⁹ <input type="radio"/> Prefer not to say</p>
<p>B6. Which of the following steps, if any, have you taken to improve the energy efficiency of your home?</p>	
<p>B6A. Do you use energy efficient light bulbs? (Do not ask if B2=3)</p>	<p>¹ <input type="radio"/> Yes</p> <p>² <input type="radio"/> No</p> <p>⁸ <input type="radio"/> Don't know</p> <p>⁹ <input type="radio"/> Prefer not to say</p>
<p>B6B. Do you have programmable thermostats? (Do not ask if B2=4)</p>	<p>¹ <input type="radio"/> Yes</p> <p>² <input type="radio"/> No</p> <p>⁸ <input type="radio"/> Don't know</p> <p>⁹ <input type="radio"/> Prefer not to say</p>
<p>B6C. Do you have energy star appliances? (Do not ask if B2=5)</p>	<p>¹ <input type="radio"/> Yes</p> <p>² <input type="radio"/> No</p> <p>⁸ <input type="radio"/> Don't know</p> <p>⁹ <input type="radio"/> Prefer not to say</p>
<p>B6D. Do you have energy star windows? (Do not ask if B2=6)</p>	<p>¹ <input type="radio"/> Yes</p> <p>² <input type="radio"/> No</p> <p>⁸ <input type="radio"/> Don't know</p> <p>⁹ <input type="radio"/> Prefer not to say</p>

B6E. Do you have your basement insulated? (Do not ask if B2=7)	1 <input type="radio"/> Yes 2 <input type="radio"/> No 3 <input type="radio"/> Do not have a basement 8 <input type="radio"/> Don't know 9 <input type="radio"/> Prefer not to say
B6F. Do you have your attic insulated? (Do not ask if B2=8)	1 <input type="radio"/> Yes 2 <input type="radio"/> No 3 <input type="radio"/> Do not have an attic 8 <input type="radio"/> Don't know 9 <input type="radio"/> Prefer not to say
B6G. Have you taken any other steps to improve the energy efficiency of your home?	1 <input type="radio"/> Yes (specify): _____ 2 <input type="radio"/> No 8 <input type="radio"/> Don't know 9 <input type="radio"/> Prefer not to say
B7. Is there anything preventing you from taking steps to improve the energy efficiency of your home?	1 <input type="radio"/> Yes 2 <input type="radio"/> No 8 <input type="radio"/> Don't know 9 <input type="radio"/> Prefer not to say
B8. What would it take for you to do more to improve the energy efficiency of your home? (Do not read list. Select all that apply.) (Interviewer, if the respondent says "more money", probe to determine if he/she is referring to grants from outside sources – option 1, or an increase in personal income – option 2.)	1 <input type="radio"/> More programs/grants 2 <input type="radio"/> More income 3 <input type="radio"/> More time 4 <input type="radio"/> More information 5 <input type="radio"/> More contractors available 6 <input type="radio"/> If the cost to improve efficiency was less 7 <input type="radio"/> I do not own my home 8 <input type="radio"/> Already doing everything I can 97 <input type="radio"/> Other (specify): _____ 9 <input type="radio"/> Nothing/I do not want to do more 98 <input type="radio"/> Don't know 99 <input type="radio"/> Prefer not to say

SECTION C – KNOWLEDGE OF CLIMATE CHANGE AND ENERGY EFFICIENCY RELATED PROGRAMS AND SERVICES

CR1. Next we will examine your level of awareness with information sources as well as with government programs and services related to climate change and energy efficiency.	
C1. If you were to receive information on climate change and energy efficiency, which of the following sources would you trust the most? (Read list. Select one response only.)	1 <input type="radio"/> Community groups 2 <input type="radio"/> Private companies 3 <input type="radio"/> Municipal government 4 <input type="radio"/> Provincial government 5 <input type="radio"/> Federal government 7 <input type="radio"/> Other (specify): _____ 6 <input type="radio"/> Wouldn't trust any sources 8 <input type="radio"/> Don't know 9 <input type="radio"/> Prefer not to say → Go to C3
C2. What other sources would you trust? (Read list excluding first choice above. Select all that apply.)	1 <input type="radio"/> Community groups 2 <input type="radio"/> Private companies 3 <input type="radio"/> Municipal government 4 <input type="radio"/> Provincial government 5 <input type="radio"/> Federal government 7 <input type="radio"/> Other (specify): _____ 6 <input type="radio"/> No others 8 <input type="radio"/> Don't know 9 <input type="radio"/> Prefer not to say
C3. Are you aware of any provincial government departments or agencies that are working toward reducing climate change or increasing energy efficiency?	1 <input type="radio"/> Yes 2 <input type="radio"/> No 8 <input type="radio"/> Don't know 9 <input type="radio"/> Prefer not to say → Go to C5

<p>C4. What provincial government departments and/or agencies are you aware of? (Do not read list. Select all that apply.)</p>	<p>1 <input type="radio"/> Department of Environment and Conservation 2 <input type="radio"/> Department of Fisheries and Aquaculture 3 <input type="radio"/> Department of Municipal Affairs 4 <input type="radio"/> Department of Natural Resources 5 <input type="radio"/> Department of Transportation and Works (Public Works) 6 <input type="radio"/> Forestry and Agrifoods Agency 7 <input type="radio"/> Newfoundland and Labrador Housing Corporation 8 <input type="radio"/> Newfoundland and Labrador Hydro 9 <input type="radio"/> Office of Climate Change, Energy Efficiency and Emissions Trading 10 <input type="radio"/> Service Newfoundland and Labrador (previously Department of Government Services) 11 <input type="radio"/> Newfoundland Power 97 <input type="radio"/> Other (specify): _____ 98 <input type="radio"/> Don't know 99 <input type="radio"/> Prefer not to say</p>
<p>C5. Are you aware of any provincial government programs, services or initiatives targeted towards climate change or energy efficiency?</p>	<p>1 <input type="radio"/> Yes 2 <input type="radio"/> No → Go to C7 8 <input type="radio"/> Don't know → Go to C7 9 <input type="radio"/> Prefer not to say → Go to C7</p>
<p>C6. What provincial government programs, services or initiatives are you aware of? (Do not read list. Select all that apply.)</p>	<p>1 <input type="radio"/> Turn Back the Tide 2 <input type="radio"/> Get to Half 3 <input type="radio"/> Take Charge 4 <input type="radio"/> Muskrat Falls 5 <input type="radio"/> Hybrid Vehicles 6 <input type="radio"/> Energy efficient standards for government buildings 7 <input type="radio"/> Energy efficient home retrofit grant programs (e.g., EnerGuide – Natural Resources, REEP for Low Income – Newfoundland and Labrador Housing) 97 <input type="radio"/> Other (specify): _____ 98 <input type="radio"/> Don't know 99 <input type="radio"/> Prefer not to say</p>
<p>C7. Are you aware the provincial government has increased energy efficiency standards for new and existing government buildings? (Do not ask if C6=6.)</p>	<p>1 <input type="radio"/> Yes 2 <input type="radio"/> No 8 <input type="radio"/> Don't know 9 <input type="radio"/> Prefer not to say</p>
<p>C8. Are you aware the provincial government is purchasing hybrid vehicles? (Do not ask if C6=5.)</p>	<p>1 <input type="radio"/> Yes 2 <input type="radio"/> No 8 <input type="radio"/> Don't know 9 <input type="radio"/> Prefer not to say</p>
<p>C9. Are you aware of the Get to half campaign by the MMSB which aims to reduce the amount of waste produced at homes, school and work? (Do not ask if C6=2.)</p>	<p>1 <input type="radio"/> Yes 2 <input type="radio"/> No 8 <input type="radio"/> Don't know 9 <input type="radio"/> Prefer not to say</p>
<p>C10. Are you aware of the Take Charge program by Newfoundland and Labrador Hydro and Newfoundland Power which provides information and funding towards making energy efficient improvements in your home or business? (Do not ask if C6=3.)</p>	<p>1 <input type="radio"/> Yes 2 <input type="radio"/> No 8 <input type="radio"/> Don't know 9 <input type="radio"/> Prefer not to say</p>

SECTION D – PUBLIC AWARENESS WITH TURN BACK THE TIDE CAMPAIGN MATERIALS

DR1. The next series of questions focus on the provincial government’s Turn Back the Tide campaign.

<p>D1. Are you aware of the Turn Back the Tide campaign by the provincial government which provides information to raise awareness on climate change and energy efficiency?</p>	<p>1 <input type="radio"/> Yes 2 <input type="radio"/> No → Go to D3 8 <input type="radio"/> Don't know → Go to D3 9 <input type="radio"/> Prefer not to say → Go to D3</p>
<p>D2. Through which types of media did you become familiar with the Turn Back the Tide campaign? (Do not read list. Select all that apply.)</p>	<p>1 <input type="radio"/> Television 2 <input type="radio"/> Posters 3 <input type="radio"/> Brochures 4 <input type="radio"/> Online ads/commercials 5 <input type="radio"/> Turn Back the Tide website 6 <input type="radio"/> Newspapers 7 <input type="radio"/> St. John’s Ice Caps promotions 8 <input type="radio"/> Turn Back the Tide Facebook page 97 <input type="radio"/> Other (specify): _____ 98 <input type="radio"/> Don't know 99 <input type="radio"/> Prefer not to say</p>
<p>D3. Do you recall seeing the Turn Back the Tide advertisements on TV or online? (Do not ask if D2 = 1 OR 4.) (Interviewer, if respondent is unsure, prompt with “these are the black and white advertisements with people talking about climate change and energy efficiency.”)</p>	<p>1 <input type="radio"/> Yes 2 <input type="radio"/> No → Go to D5 8 <input type="radio"/> Don't know → Go to D5 9 <input type="radio"/> Prefer not to say → Go to D5</p>
<p>D4. What can you recall about the TV or online advertisements? (Do not read list. Select all that apply.)</p>	<p>1 <input type="radio"/> Slogan – Turn Back the Tide 2 <input type="radio"/> “I can make a difference” 3 <input type="radio"/> Water images (i.e., images of the ocean) 4 <input type="radio"/> Flooding 5 <input type="radio"/> Storm images 6 <input type="radio"/> Local actors 7 <input type="radio"/> Local images (e.g., people walking in downtown St. John’s) 8 <input type="radio"/> Individual actions – tips on how to reduce energy/waste 9 <input type="radio"/> Muskrat Falls 10 <input type="radio"/> Government leading the public 97 <input type="radio"/> Other (specify): _____ 11 <input type="radio"/> Nothing 98 <input type="radio"/> Don't know 99 <input type="radio"/> Prefer not to say</p>
<p>D5. Have you visited the website TurnBacktheTide.ca? (Do not ask if D2 = 5.)</p>	<p>1 <input type="radio"/> Yes 2 <input type="radio"/> No → If D2 = 1 or 4 OR D3 = 1, go to D7. Else go to D9B 8 <input type="radio"/> Don't know → If D2 = 1 or 4 OR D3 = 1, go to D7. Else go to D9B 9 <input type="radio"/> Prefer not to say → If D2 = 1 or 4 OR D3 = 1, go to D7. Else go to D9B</p>
<p>D6. What can you recall about the Turn Back the Tide website? (Do not read list. Select all that apply.)</p>	<p>1 <input type="radio"/> Slogan – Turn Back the Tide 2 <input type="radio"/> Visual appeal (colourful, local images, etc.) 3 <input type="radio"/> Carbon calculator 4 <input type="radio"/> Interactive house 5 <input type="radio"/> What’s new page/articles 6 <input type="radio"/> Good information (general) 7 <input type="radio"/> Information for homeowners 8 <input type="radio"/> Information for businesses 9 <input type="radio"/> Information for your community 10 <input type="radio"/> Information on transportation 11 <input type="radio"/> Information on government action 12 <input type="radio"/> Contests 97 <input type="radio"/> Other (specify): _____ 13 <input type="radio"/> Nothing 98 <input type="radio"/> Don't know 99 <input type="radio"/> Prefer not to say</p>

<p>D7. (Only ask if D2 = 1, 4 OR 5 or D3 OR D5= 1)</p> <p>Thinking of these different elements in the TV ads, online ads and website, have you changed your behavior as a result of information you have obtained from the Turn Back the Tide campaign?</p>	<p><input type="radio"/> ¹ Yes</p> <p><input type="radio"/> ² No → Go to D9A</p> <p><input type="radio"/> ⁸ Don't know → Go to D9A</p> <p><input type="radio"/> ⁹ Prefer not to say → Go to D9A</p>
<p>D8. Which behaviours have you changed? (Do not read list. Select all that apply.)</p> <p><input type="radio"/> ¹³ Fuel efficient transportation would include all hybrid vehicles as well as smaller vehicles similar to a Ford Focus, Chevrolet Aveo, Honda Civic or Nissan Sentra that generally have 4 cylinder engines.</p>	<p><input type="radio"/> ¹ Recycling</p> <p><input type="radio"/> ² Composting</p> <p><input type="radio"/> ³ Energy efficient lighting</p> <p><input type="radio"/> ⁴ Programmable thermostats</p> <p><input type="radio"/> ⁵ Energy star appliances</p> <p><input type="radio"/> ⁶ Energy star windows</p> <p><input type="radio"/> ⁷ Insulated basement</p> <p><input type="radio"/> ⁸ Insulated attic</p> <p><input type="radio"/> ⁹ Alternative transportation (carpooling)</p> <p><input type="radio"/> ¹⁰ Alternative transportation (public transportation/bus)</p> <p><input type="radio"/> ¹¹ Alternative transportation (walking)</p> <p><input type="radio"/> ¹² Alternative transportation (bicycling)</p> <p><input type="radio"/> ¹³ Fuel efficient transportation (i.e., hybrid or fuel efficient vehicle)</p> <p><input type="radio"/> ⁹⁷ Other (specify): _____</p> <p><input type="radio"/> ⁹⁸ Don't know</p> <p><input type="radio"/> ⁹⁹ Prefer not to say</p>
<p>D9A. If D1, D3 OR D5 = 1 ask : Have you changed your behavior as a result of other information you have obtained on climate change and energy efficiency besides the Turn Back the Tide Campaign?</p> <p>D9B. If D1, D3 AND D5 is NOT 1 ask : Have you changed your behavior as a result of information you have obtained on climate change and energy efficiency?</p>	<p><input type="radio"/> ¹ Yes</p> <p><input type="radio"/> ² No → Go to Section E</p> <p><input type="radio"/> ⁸ Don't know → Go to Section E</p> <p><input type="radio"/> ⁹ Prefer not to say → Go to Section E</p>
<p>D10. Which behaviours have you changed? (Do not read list. Select all that apply.)</p> <p><input type="radio"/> ¹³ Fuel efficient transportation would include all hybrid vehicles as well as smaller vehicles similar to a Ford Focus, Chevrolet Aveo, Honda Civic or Nissan Sentra that generally have 4 cylinder engines.</p>	<p><input type="radio"/> ¹ Recycling</p> <p><input type="radio"/> ² Composting</p> <p><input type="radio"/> ³ Energy efficient lighting</p> <p><input type="radio"/> ⁴ Programmable thermostats</p> <p><input type="radio"/> ⁵ Energy star appliances</p> <p><input type="radio"/> ⁶ Energy star windows</p> <p><input type="radio"/> ⁷ Insulated basement</p> <p><input type="radio"/> ⁸ Insulated attic</p> <p><input type="radio"/> ⁹ Alternative transportation (carpooling)</p> <p><input type="radio"/> ¹⁰ Alternative transportation (public transportation/bus)</p> <p><input type="radio"/> ¹¹ Alternative transportation (walking)</p> <p><input type="radio"/> ¹² Alternative transportation (bicycling)</p> <p><input type="radio"/> ¹³ Fuel efficient transportation (i.e., hybrid or fuel efficient vehicle)</p> <p><input type="radio"/> ⁹⁷ Other (specify): _____</p> <p><input type="radio"/> ⁹⁸ Don't know</p> <p><input type="radio"/> ⁹⁹ Prefer not to say</p>

SECTION E – DEMOGRAPHICS

<p>ER1. The final few questions are for research and statistical purposes only. Please be assured that all responses will be kept strictly confidential.</p>		
<p>E1. Please indicate your gender.</p>	<p><input type="radio"/> ¹ Female</p> <p><input type="radio"/> ² Male</p> <p><input type="radio"/> ³ Other</p>	<p><input type="radio"/> ⁸ Don't know</p> <p><input type="radio"/> ⁹ Prefer not to say</p>

<p>E2. Which of the following categories best describes your age? (Read list. Select one response only.)</p>	<p>1 <input type="radio"/> 18 to 24 5 <input type="radio"/> 55 to 64 2 <input type="radio"/> 25 to 34 6 <input type="radio"/> 65 or older 3 <input type="radio"/> 35 to 44 8 <input type="radio"/> Don't know 4 <input type="radio"/> 45 to 54 9 <input type="radio"/> Prefer not to say</p>
<p>E3. What is the highest level of education you have completed? (Do not read list. Select one response only.)</p>	<p>1 <input type="radio"/> Less than high school diploma 2 <input type="radio"/> High school diploma/High school equivalency (ABE/GED) 3 <input type="radio"/> Some university/college/trade school 4 <input type="radio"/> College/trade school diploma/certificate 5 <input type="radio"/> Undergraduate/bachelors degree (BA, BSc, BEng, etc.) 6 <input type="radio"/> Graduate/masters degree (MA, MSc, MEng, etc.) 7 <input type="radio"/> Other (specify): _____ 8 <input type="radio"/> Don't know 9 <input type="radio"/> Prefer not to say</p>
<p>E4. What is your current marital status? (Do not read list. Select one response only.)</p>	<p>1 <input type="radio"/> Single (never married) 5 <input type="radio"/> Common law 2 <input type="radio"/> Married 6 <input type="radio"/> Widowed 3 <input type="radio"/> Separated 8 <input type="radio"/> Don't know 4 <input type="radio"/> Divorced 9 <input type="radio"/> Prefer not to say</p>
<p>E5. Do you have children under the age of 18 currently living at home?</p>	<p>1 <input type="radio"/> Yes 2 <input type="radio"/> No 8 <input type="radio"/> Don't know 9 <input type="radio"/> Prefer not to say</p>
<p>E6. Do you own your own home?</p>	<p>1 <input type="radio"/> Yes 2 <input type="radio"/> No 8 <input type="radio"/> Don't know 9 <input type="radio"/> Prefer not to say</p>
<p>E7. Which of the following best describes your total household income before taxes and deductions in 2013? (Read list. Select one response only.)</p> <p>Total household income is the sum of the incomes of all permanent members of your household in 2013.</p>	<p>1 <input type="radio"/> Less than \$30,000 2 <input type="radio"/> \$30,000 to less than \$60,000 3 <input type="radio"/> \$60,000 to less than \$90,000 4 <input type="radio"/> \$90,000 or more 8 <input type="radio"/> Don't know 9 <input type="radio"/> Prefer not to say</p>

SECTION F – RESPONDENT FEEDBACK

<p>F1. Please provide any comments you may have related to this survey or its content.</p>	<p>_____</p>
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Thank you for your participation.

Please remember that all responses are kept strictly confidential



Newfoundland and Labrador Statistics Agency
www.stats.gov.nl.ca



Office of Climate Change and Energy Efficiency
www.exec.gov.nl.ca/exec/cceet/

5.0 Follow-Up Survey Results

SECTION A – GAUGING PUBLIC AWARENESS AND UNDERSTANDING

A1. Are you familiar with the term 'climate change'?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Yes	464	95.1%	389	87.4%	853	91.4%
No - Read definition of climate change	23	4.7%	52	11.7%	75	8.0%
Don't know - Read definition of climate change	5	.5%
Total	488	100.0%	445	100.0%	933	100.0%

A2. When you think of climate change, what comes to mind? SELECT ALL THAT APPLY

	St. John's CMA		Outside St. John's CMA		Total	
	N	%	N	%	N	%
Natural disasters (e.g., storms, floods, etc.)	119	25.6%	121	31.1%	240	28.1%
Recycling
Greenhouse effect/greenhouse gases	66	14.2%	37	9.5%	103	12.1%
Global warming/temperature rising	277	59.7%	248	63.8%	525	61.5%
Polar ice melt/ice bergs	82	17.7%	64	16.5%	146	17.1%
Wildlife/endangered species	6	1.3%	7	1.8%	13	1.5%
Energy efficiency (appliances)
Energy efficiency (light bulbs)
Energy efficiency (insulation)	5	.6%
Transportation (hybrid/fuel efficient vehicles)
Alternate transportation (public transport, walking, cycling)
Clean energy (e.g., Muskrat Falls, wind/solar energy)	5	.6%
Media events (e.g., World Environment Day)	5	1.1%	5	.6%
Environmental activists (e.g., David Suzuki)
Nothing in particular comes to mind	7	1.5%	11	2.8%	18	2.1%
Other (specify):	155	33.4%	100	25.7%	255	29.9%
Don't know	6	1.3%	6	1.5%	12	1.4%

Totals may exceed 100% due to multiple responses. Final Results Compiled by the NLSA on 5/1/2014

[SUBSET: Respondents that are familiar with the term 'climate change'.]

A2. (Other) When you think of climate change, what comes to mind? SELECT ALL THAT APPLY

	St. John's CMA		Outside St. John's CMA		Total	
	N	%	N	%	N	%
Changing weather patterns (weather atypical of season, changes in season length, increased snow/rain/winds, etc.)	97	62.6%	72	72.0%	169	66.3%
Depletion of the ozone layer	11	7.1%	5	5.0%	16	6.3%
Pollution (air, water, land)	16	10.3%	6	6.0%	22	8.6%
Rising ocean temperatures	5	2.0%
Rising sea levels
Economic costs (higher heat bills, higher costs for goods and services, etc.)	7	2.7%
Energy use/need for energy conservation	10	3.9%
Climate change is a cyclical, natural phenomenon (not cause by human action)	11	4.3%
Other	22	14.2%	10	10.0%	32	12.5%

Totals may exceed 100% due to multiple responses. Final Results Compiled by the NLSA on 5/1/2014

A3. On a scale of 1 to 10, where 1 means 'not at all' and 10 means 'to a great extent', to what extent do you believe climate change is currently happening?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
1	14	1.5%
2	5	.5%
3	6	1.2%	10	2.2%	16	1.7%
4	14	2.9%	19	4.3%	33	3.5%
5	69	14.1%	74	16.6%	143	15.3%
6	47	9.6%	55	12.4%	102	10.9%
7	73	15.0%	62	13.9%	135	14.5%
8	95	19.5%	86	19.3%	181	19.4%
9	40	8.2%	18	4.0%	58	6.2%
10	133	27.3%	96	21.6%	229	24.5%
Don't know	6	1.2%	10	2.2%	16	1.7%
Prefer not to say
Total	488	100.0%	445	100.0%	933	100.0%

A4. On a scale of 1 to 10, where 1 means 'not at all' and 10 means 'to a great extent', to what extent do you believe climate change is caused by human activity such as burning fuels and gases?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
1	7	1.4%	12	2.7%	19	2.0%
2	12	1.3%
3	8	1.6%	11	2.5%	19	2.0%
4	9	1.8%	16	3.6%	25	2.7%
5	47	9.6%	56	12.6%	103	11.0%
6	35	7.2%	37	8.3%	72	7.7%
7	77	15.8%	61	13.7%	138	14.8%
8	117	24.0%	96	21.6%	213	22.8%
9	63	12.9%	38	8.5%	101	10.8%
10	114	23.4%	108	24.3%	222	23.8%
Don't know	9	1.0%
Total	488	100.0%	445	100.0%	933	100.0%

A5. On a scale of 1 to 10, where 1 means 'not at all' and 10 means 'to a great extent', to what extent do you believe climate change is caused by natural factors such as changes in the sun's intensity and volcanic eruptions?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
1	30	6.1%	19	4.3%	49	5.3%
2	48	9.8%	35	7.9%	83	8.9%
3	62	12.7%	39	8.8%	101	10.8%
4	56	11.5%	50	11.2%	106	11.4%
5	102	20.9%	102	22.9%	204	21.9%
6	51	10.5%	54	12.1%	105	11.3%
7	57	11.7%	46	10.3%	103	11.0%
8	37	7.6%	44	9.9%	81	8.7%
9	12	2.5%	15	3.4%	27	2.9%
10	19	3.9%	22	4.9%	41	4.4%
Don't know	14	2.9%	19	4.3%	33	3.5%
Total	488	100.0%	445	100.0%	933	100.0%

A6. In your opinion, who should take action to help reduce the potential impacts of climate change? SELECT ALL THAT APPLY

	St. John's CMA		Outside St. John's CMA		Total	
	N	%	N	%	N	%
Individuals/households	317	65.0%	255	57.3%	572	61.3%
Businesses	61	12.5%	43	9.7%	104	11.1%
Government	259	53.1%	235	52.8%	494	52.9%
Large industry (e.g., oil companies, mining companies, etc)	96	19.7%	73	16.4%	169	18.1%
Other (specify):	70	14.3%	57	12.8%	127	13.6%
Don't know	13	2.7%	35	7.9%	48	5.1%
Prefer not to say

Totals may exceed 100% due to multiple responses. Final Results Compiled by the NLSA on 5/1/2014

A6. (Other) In your opinion, who should take action to help reduce the potential impacts of climate change? SELECT ALL THAT APPLY

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Everyone/All of us	49	70.0%	40	70.2%	89	70.1%
Scientists/scientific community	7	5.5%
Environmental groups
Educators
Doesn't think anyone can help reduce impacts	7	10.0%	5	8.8%	12	9.4%
Other	11	8.7%
Total	70	100.0%	57	100.0%	127	100.0%

A7. On a scale of 1 to 10, where 1 is 'not at all informed' and 10 is 'very informed', how informed do you feel about the potential impacts of climate change on you as an individual?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
1	11	2.3%	17	3.8%	28	3.0%
2	22	4.5%	13	2.9%	35	3.8%
3	29	5.9%	34	7.6%	63	6.8%
4	41	8.4%	30	6.7%	71	7.6%
5	112	23.0%	104	23.4%	216	23.2%
6	74	15.2%	54	12.1%	128	13.7%
7	83	17.0%	64	14.4%	147	15.8%
8	69	14.1%	64	14.4%	133	14.3%
9	16	3.3%	14	3.1%	30	3.2%
10	27	5.5%	39	8.8%	66	7.1%
Don't know	12	2.7%	16	1.7%
Total	488	100.0%	445	100.0%	933	100.0%

A8. On a scale of 1 to 10, where 1 is 'not at all relevant' and 10 is 'very relevant', how relevant an issue do you feel climate change is to Newfoundland and Labrador?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
1	10	1.1%
2	9	1.8%	5	1.1%	14	1.5%
3	14	2.9%	8	1.8%	22	2.4%
4	13	2.7%	13	2.9%	26	2.8%
5	54	11.1%	48	10.8%	102	10.9%
6	61	12.5%	50	11.2%	111	11.9%
7	97	19.9%	66	14.8%	163	17.5%
8	101	20.7%	104	23.4%	205	22.0%
9	33	6.8%	34	7.6%	67	7.2%
10	101	20.7%	102	22.9%	203	21.8%
Don't know	10	1.1%
Total	488	100.0%	445	100.0%	933	100.0%

SECTION B – TAKING ACTION

B1. What impact do you feel your everyday actions are having on climate change? Would you say your actions are having . . . SELECT ONE RESPONSE ONLY

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
No impact	26	5.3%	34	7.6%	60	6.4%
A little impact	227	46.5%	209	47.0%	436	46.7%
A moderate impact	202	41.4%	162	36.4%	364	39.0%
A strong impact	32	6.6%	35	7.9%	67	7.2%
Don't know
Prefer not to say
Total	488	100.0%	445	100.0%	933	100.0%

B2. Please list all the things you do in your everyday life to help reduce your impact on climate change. SELECT ALL THAT APPLY

	St. John's CMA		Outside St. John's CMA		Total	
	N	%	N	%	N	%
Recycling	271	55.5%	190	42.7%	461	49.4%
Composting	36	7.4%	30	6.7%	66	7.1%
Energy efficient lighting	41	8.4%	39	8.8%	80	8.6%
Programmable thermostats	32	6.6%	12	2.7%	44	4.7%
Energy star appliances	29	5.9%	19	4.3%	48	5.1%
Energy star windows	35	7.2%	19	4.3%	54	5.8%
Insulated basement	22	4.5%	19	4.3%	41	4.4%
Insulated attic	23	4.7%	22	4.9%	45	4.8%
Alternative transportation (carpooling)	41	8.4%	30	6.7%	71	7.6%
Alternative transportation (public transportation/bus)	28	5.7%	13	2.9%	41	4.4%
Alternative transportation (walking)	72	14.8%	65	14.6%	137	14.7%
Alternative transportation (bicycling)	8	1.6%	6	1.3%	14	1.5%
Fuel efficient transportation (i.e., hybrid or fuel efficient vehicle)	47	9.6%	38	8.5%	85	9.1%
Other (specify):	293	60.0%	217	48.8%	510	54.7%
I don't do anything to help reduce my impact	27	5.5%	48	10.8%	75	8.0%
Don't know	23	4.7%	31	7.0%	54	5.8%
Prefer not to say

Totals may exceed 100% due to multiple responses. Final Results Compiled by the NLSA on 5/1/2014

B2. (Other) Please list all the things you do in your everyday life to help reduce your impact on climate change.

SELECT ALL THAT APPLY

	St. John's CMA		Outside St. John's CMA		Total	
	N	%	N	%	N	%
Take measures to conserve energy (reduce lighting/thermostats/appliance use, etc.)	195	66.6%	116	53.5%	311	61.0%
Take measures to conserve water	33	11.3%	22	10.1%	55	10.8%
Drive less/refrain from letting vehicle idle	85	29.0%	76	35.0%	161	31.6%
Take measures to reduce trash/ensure proper disposal of waste	37	12.6%	25	11.5%	62	12.2%
Take measures to improve energy efficiency of dwelling (solar panels, extra insulation, new doors, etc.)	31	10.6%	15	6.9%	46	9.0%
Use local/organic/environmentally friendly products/refrain from using products with harsh chemicals	18	6.1%	10	4.6%	28	5.5%
Grow own vegetables/plant trees or shrubs to help reduce atmospheric carbon dioxide levels	13	4.4%	6	2.8%	19	3.7%
Use a specific home heating source (note opinions differed on whether electricity, oil or wood has the least impact)	15	5.1%	32	14.7%	47	9.2%
Other	10	3.4%	8	3.7%	18	3.5%

Totals may exceed 100% due to multiple responses. Final Results Compiled by the NLSA on 5/1/2014

B3. Do you recycle?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Yes	201	92.6%	223	87.5%	424	89.8%
No	16	7.4%	32	12.5%	48	10.2%
Total	217	100.0%	255	100.0%	472	100.0%

[SUBSET: Respondents that indicated they DID NOT recycle in question B2.]

B4. Do you compost?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Yes	95	21.0%	100	24.1%	195	22.5%
No	357	79.0%	314	75.7%	671	77.4%
Don't know
Total	452	100.0%	415	100.0%	867	100.0%

[SUBSET: Respondents that indicated they DID NOT compost in question B2.]

B5. Do you drive a fuel efficient vehicle?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Yes	244	55.3%	215	52.8%	459	54.1%
No	149	33.8%	147	36.1%	296	34.9%
Do not own a vehicle	39	8.8%	34	8.4%	73	8.6%
Don't know	9	2.0%	11	2.7%	20	2.4%
Total	441	100.0%	407	100.0%	848	100.0%

[SUBSET: Respondents that indicated they DID NOT use fuel efficient transportation in question B2.]

B6a. Do you use energy efficient light bulbs?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Yes	400	89.5%	352	86.7%	752	88.2%
No	45	10.1%	53	13.1%	98	11.5%
Don't know
Total	447	100.0%	406	100.0%	853	100.0%

[SUBSET: Respondents that indicated they DID NOT use energy efficient lighting in question B2.]

B6b. Do you have programmable thermostats?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Yes	182	39.9%	145	33.5%	327	36.8%
No	271	59.4%	288	66.5%	559	62.9%
Don't know
Total	456	100.0%	433	100.0%	889	100.0%

[SUBSET: Respondents that indicated they DID NOT use programmable thermostats in question B2.]

B6c. Do you have energy star appliances?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Yes	340	74.1%	307	72.1%	647	73.1%
No	93	20.3%	85	20.0%	178	20.1%
Don't know	26	5.7%	34	8.0%	60	6.8%
Total	459	100.0%	426	100.0%	885	100.0%

[SUBSET: Respondents that indicated they DID NOT have energy star appliances in question B2.]

B6d. Do you have energy star windows?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Yes	228	50.3%	210	49.3%	438	49.8%
No	135	29.8%	133	31.2%	268	30.5%
Don't know	90	19.9%	83	19.5%	173	19.7%
Total	453	100.0%	426	100.0%	879	100.0%

[SUBSET: Respondents that indicated they DID NOT have energy star windows in question B2.]

B6e. Do you have your basement insulated?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Yes	379	81.3%	302	70.9%	681	76.3%
No	36	7.7%	53	12.4%	89	10.0%
I do not have a basement in my home	40	8.6%	50	11.7%	90	10.1%
Don't know	11	2.4%	20	4.7%	31	3.5%
Prefer not to say
Total	466	100.0%	426	100.0%	892	100.0%

[SUBSET: Respondents that indicated they DID NOT have an insulated basement in question B2.]

B6f. Do you have your attic insulated?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Yes	371	79.8%	361	85.3%	732	82.4%
No	10	2.2%	21	5.0%	31	3.5%
I do not have an attic in my home	49	10.5%	18	4.3%	67	7.5%
Don't know	35	7.5%	23	5.4%	58	6.5%
Total	465	100.0%	423	100.0%	888	100.0%

[SUBSET: Respondents that indicated they DID NOT have an insulated attic in question B2.]

B6g. Have you taken any other steps to improve the energy efficiency of your home?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Yes (specify):	201	41.2%	196	44.0%	397	42.6%
No	278	57.0%	240	53.9%	518	55.5%
Don't know	9	1.8%	9	2.0%	18	1.9%
Total	488	100.0%	445	100.0%	933	100.0%

B6g. (Other) Have you taken any other steps to improve the energy efficiency of your home?

	St. John's CMA		Outside St. John's CMA		Total	
	N	%	N	%	N	%
Steps to better insulate the home/reduce drafts (extra insulation, new doors/windows, weather stripping, etc.)	132	65.7%	127	64.8%	259	65.2%
Steps to conserve energy (reduce lighting/thermostats, new/energy efficient appliances, etc.)	59	29.4%	56	28.6%	115	29.0%
Use a specific home heating source (opinions differed on whether electricity, oil or wood was more energy efficient)	21	10.4%	29	14.8%	50	12.6%
Steps to conserve water (low-flow shower heads, low-flow toilets, doing laundry less frequently, etc.)	8	4.0%	6	3.1%	14	3.5%
Other	5	2.5%	5	2.6%	10	2.5%

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B7. Is there anything preventing you from taking steps to improve the energy efficiency of your home?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Yes	253	51.8%	209	47.0%	462	49.5%
No	229	46.9%	228	51.2%	457	49.0%
Don't know	6	1.2%	8	1.8%	14	1.5%
Total	488	100.0%	445	100.0%	933	100.0%

B8. What would it take for you to do more to improve the energy efficiency of your home? SELECT ALL THAT APPLY

	St. John's CMA		Outside St. John's CMA		Total	
	N	%	N	%	N	%
More programs/grants	109	22.3%	89	20.0%	198	21.2%
More income	148	30.3%	169	38.0%	317	34.0%
More time	17	3.5%	14	3.1%	31	3.3%
More information	64	13.1%	33	7.4%	97	10.4%
More contractors available	8	.9%
If the cost to improve efficiency was less	89	18.2%	69	15.5%	158	16.9%
I do not own my home	75	15.4%	44	9.9%	119	12.8%
Already doing everything I can	75	15.4%	62	13.9%	137	14.7%
Nothing/I do not want to do more	16	3.3%	27	6.1%	43	4.6%
Other (specify):	21	4.3%	19	4.3%	40	4.3%
Don't know	18	3.7%	28	6.3%	46	4.9%

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B8. (Other) What would it take for you to do more to improve the energy efficiency of your home? SELECT ALL THAT APPLY

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
More incentives (tax breaks, higher rebate amounts, make the process to apply for programs easier, etc.)	5	12.5%
Unable to perform renovations due to restrictions (condo rules, heritage homes, building codes, etc.)	5	12.5%
Intends to improve energy efficiency when weather improves
Personal restrictions (age, health, geographic isolation, intends to move/sell dwelling, etc.)	7	33.3%	5	26.3%	12	30.0%
Respondents who indicated what specific improvements they would make, not what it would take to do more	7	17.5%
Other	8	20.0%
Total	21	100.0%	19	100.0%	40	100.0%

SECTION C – KNOWLEDGE OF CLIMATE CHANGE AND ENERGY EFFICIENCY RELATED PROGRAMS AND SERVICES

C1. If you were to receive information on climate change and energy efficiency, which of the following sources would you trust the most? SELECT ONE RESPONSE ONLY

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Community groups	93	19.1%	91	20.4%	184	19.7%
Private companies	30	6.1%	28	6.3%	58	6.2%
Municipal government	39	8.0%	25	5.6%	64	6.9%
Provincial government	152	31.1%	140	31.5%	292	31.3%
Federal government	112	23.0%	100	22.5%	212	22.7%
Would not trust any sources	18	3.7%	18	4.0%	36	3.9%
Other (specify):	21	4.3%	10	2.2%	31	3.3%
Don't know	23	4.7%	32	7.2%	55	5.9%
Prefer not to say
Total	488	100.0%	445	100.0%	933	100.0%

C1. (Other) If you were to receive information on climate change and energy efficiency, which of the following sources would you trust the most? SELECT ONE RESPONSE ONLY

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Scientific community	12	38.7%
Personal research conducted themselves	7	22.6%
Other	7	33.3%	5	50.0%	12	38.7%
Total	21	100.0%	10	100.0%	31	100.0%

C2. What other sources would you trust? SELECT ALL THAT APPLY

	St. John's CMA		Outside St. John's CMA		Total	
	N	%	N	%	N	%
Community groups	167	37.4%	126	32.0%	293	34.8%
Private companies	101	22.6%	62	15.7%	163	19.4%
Municipal government	201	45.0%	151	38.3%	352	41.9%
Provincial government	162	36.2%	130	33.0%	292	34.7%
Federal government	158	35.3%	119	30.2%	277	32.9%
No others	33	7.4%	39	9.9%	72	8.6%
Other (specify):	33	7.4%	22	5.6%	55	6.5%
Don't know	5	1.1%	15	3.8%	20	2.4%
Prefer not to say

Totals may exceed 100% due to multiple responses. Final Results Compiled by the NLSA on 5/1/2014

[SUBSET: Respondents that indicated a source they would trust MOST in question C1.]

C2. (Other) What other sources would you trust? SELECT ALL THAT APPLY

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Scientific community (incl. NASA and universities)	13	39.4%	9	40.9%	22	40.0%
Personal research conducted themselves
News media (tv, radio, etc.)	7	12.7%
Environmental groups (Greenpeace, World Wildlife Fund, etc.)
Internet/social media	6	10.9%
Specific individuals (friends, family, building contractors, etc.)	10	18.2%
Other
Total	33	100.0%	22	100.0%	55	100.0%

C3. Are you aware of any provincial government departments or agencies that are working toward reducing climate change or increasing energy efficiency?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Yes	148	30.3%	124	27.9%	272	29.2%
No	324	66.4%	306	68.8%	630	67.5%
Don't know	16	3.3%	15	3.4%	31	3.3%
Total	488	100.0%	445	100.0%	933	100.0%

C4. What provincial government departments and/or agencies are you aware of? SELECT ALL THAT APPLY

	St. John's CMA		Outside St. John's CMA		Total	
	N	%	N	%	N	%
Department of Environment and Conservation	35	23.6%	27	21.8%	62	22.8%
Department of Fisheries and Aquaculture	5	1.8%
Department of Municipal Affairs	9	3.3%
Department of Natural Resources	26	9.6%
Department of Transportation and Works (Public Works)	9	3.3%
Forestry and Agrifoods Agency
Newfoundland and Labrador Housing Corporation	12	4.4%
Newfoundland and Labrador Hydro	23	15.5%	20	16.1%	43	15.8%
Office of Climate Change, Energy Efficiency and Emissions Trading	17	6.3%
Service Newfoundland and Labrador (previously Department of Government Services)	5	1.8%
Newfoundland Power	36	24.3%	27	21.8%	63	23.2%
Other (specify):	20	13.5%	21	16.9%	41	15.1%
Don't know	30	20.3%	33	26.6%	63	23.2%
Prefer not to say

Totals may exceed 100% due to multiple responses. Final Results Compiled by the NLSA on 5/1/2014

[SUBSET: Respondents aware of any provincial government departments or agencies in question C3.]

C4. (Other) What provincial government departments and/or agencies are you aware of?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
MMSB	9	45.0%	8	38.1%	17	41.5%
Nalcor	8	19.5%
Other	16	39.0%
Total	20	100.0%	21	100.0%	41	100.0%

C5. Are you aware of any provincial government programs, services or initiatives targeted towards climate change or energy efficiency?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Yes	197	40.4%	128	28.8%	325	34.8%
No	287	58.8%	309	69.4%	596	63.9%
Don't know	8	1.8%	12	1.3%
Total	488	100.0%	445	100.0%	933	100.0%

C6. What provincial government programs, services or initiatives are you aware of? SELECT ALL THAT APPLY

	St. John's CMA		Outside St. John's CMA		Total	
	N	%	N	%	N	%
Turn Back the Tide	9	4.6%	5	3.9%	14	4.3%
Get to Half	12	6.1%	5	3.9%	17	5.2%
Take Charge	55	27.9%	28	21.9%	83	25.5%
Muskrat Falls	9	2.8%
Hybrid Vehicles	2	.6%
Energy efficient standards for government buildings	6	1.8%
Energy efficient home retrofit grant programs (e.g., EnerGuide - Natural Resources, REEP for Low Income - Newfoundland and Labrador Housing)	66	33.5%	56	43.8%	122	37.5%
Other (specify):	35	17.8%	24	18.8%	59	18.2%
Don't know	43	21.8%	25	19.5%	68	20.9%
Total	197	100.0%	128	100.0%	325	100.0%

Totals may exceed 100% due to multiple responses. Final Results Compiled by the NLSA on 5/1/2014

[SUBSET: Respondents aware of any provincial government programs, services or initiatives in question C5.]

C6. (Other) What provincial government programs, services or initiatives are you aware of? SELECT ALL THAT APPLY

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
MMSB recycling programs (incl. vehicle tires and electronic waste - no further specification)	10	16.9%
Other	49	83.1%
Total	35	100.0%	24	100.0%	59	100.0%

C7. Are you aware the provincial government has increased energy efficiency standards for new and existing government buildings?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Yes	175	36.2%	154	34.7%	329	35.5%
No	298	61.7%	284	64.0%	582	62.8%
Don't know	10	2.1%	6	1.4%	16	1.7%
Total	483	100.0%	444	100.0%	927	100.0%

[SUBSET: Respondents that indicated they ARE NOT aware of energy efficient standards for government buildings in question C6.]

C8. Are you aware the provincial government is purchasing hybrid vehicles?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Yes	87	17.8%	89	20.1%	176	18.9%
No	396	81.1%	349	78.8%	745	80.0%
Don't know	5	1.0%	5	1.1%	10	1.1%
Total	488	100.0%	443	100.0%	931	100.0%

[SUBSET: Respondents that indicated they ARE NOT aware of government purchasing hybrid vehicles in question C6.]

C9. Are you aware of the Get to half campaign by the MMSB which aims to reduce the amount of waste produced at homes, school and work?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Yes	275	57.8%	238	54.1%	513	56.0%
No	196	41.2%	202	45.9%	398	43.4%
Don't know	5	1.1%	5	.5%
Total	476	100.0%	440	100.0%	916	100.0%

[SUBSET: Respondents that indicated they ARE NOT aware of the Get to Half campaign in question C6.]

C10. Are you aware of the Take Charge program by Newfoundland and Labrador Hydro and Newfoundland Power which provides information and funding towards making energy efficient improvements in your home or business?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Yes	342	79.0%	294	70.5%	636	74.8%
No	87	20.1%	121	29.0%	208	24.5%
Don't know	6	.7%
Total	433	100.0%	417	100.0%	850	100.0%

[SUBSET: Respondents that indicated they ARE NOT aware of the Take Charge program in question C6.]

SECTION D – PUBLIC AWARENESS WITH TURN BACK THE TIDE CAMPAIGN MATERIALS

D1. Are you aware of the Turn Back the Tide campaign by the provincial government which provides information to raise awareness on climate change and energy efficiency?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Yes	243	49.8%	194	43.6%	437	46.8%
No	237	48.6%	245	55.1%	482	51.7%
Don't know	8	1.6%	6	1.3%	14	1.5%
Total	488	100.0%	445	100.0%	933	100.0%

D2. Through which types of media did you become familiar with the Turn Back the Tide campaign? SELECT ALL THAT APPLY

	St. John's CMA		Outside St. John's CMA		Total	
	N	%	N	%	N	%
Television	196	80.7%	160	82.5%	356	81.5%
Posters	12	2.7%
Brochures	17	3.9%
Online ads/commercials	33	13.6%	33	17.0%	66	15.1%
Turn Back the Tide website	8	1.8%
Newspapers	21	8.6%	12	6.2%	33	7.6%
St. John's Ice Caps promotions
Turn Back the Tide Facebook page	5	1.1%
Other (specify):	49	20.2%	24	12.4%	73	16.7%
Don't know	7	2.9%	10	5.2%	17	3.9%

Totals may exceed 100% due to multiple responses. Final Results Compiled by the NLSA on 5/1/2014

[SUBSET: Respondents that are aware of the Turn Back the Tide campaign in question D1.]

D2. (Other) Through which types of media did you become familiar with the Turn Back the Tide campaign? SELECT ALL THAT APPLY

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Radio	40	81.6%	17	70.8%	57	78.1%
Other	9	18.4%	7	29.2%	16	21.9%
Total	49	100.0%	24	100.0%	73	100.0%

D3. Do you recall seeing the Turn Back the Tide advertisements on TV or online?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Yes	69	24.6%	93	33.6%	162	29.1%
No	200	71.4%	179	64.6%	379	68.0%
Don't know	11	3.9%	5	1.8%	16	2.9%
Total	280	100.0%	277	100.0%	557	100.0%

[SUBSET: Respondents that 1) are not aware of the Turn Back the Tide campaign in question D1, and 2) those that did not mention Television or Online ads/commercials in question D2.]

D4. What can you recall about the TV or online advertisements? SELECT ALL THAT APPLY

	St. John's CMA		Outside St. John's CMA		Total	
	N	%	N	%	N	%
Slogan - Turn Back the Tide	115	41.5%	76	29.1%	191	35.5%
"I can make a difference"	15	5.4%	14	5.4%	29	5.4%
Water images (i.e., images of the ocean)	17	6.1%	5	1.9%	22	4.1%
Flooding	11	2.0%
Storm images	11	2.0%
Local actors	20	7.2%	12	4.6%	32	5.9%
Local images (e.g., people walking in downtown St. John's)	13	4.7%	12	4.6%	25	4.6%
Individual actions - tips on how to reduce energy/waste	38	13.7%	31	11.9%	69	12.8%
Muskrat Falls	6	1.1%
Government leading the public
Nothing	58	20.9%	80	30.7%	138	25.7%
Other (specify):	25	9.0%	22	8.4%	47	8.7%
Don't know	19	6.9%	40	15.3%	59	11.0%
Prefer not to say

Totals may exceed 100% due to multiple responses. Final Results Compiled by the NLSA on 5/1/2014

[SUBSET: Respondents that 1) mentioned Television or Online ads/commercials in question D2 , and 2) recalled seeing the Turn Back the Tide advertisements on TV or online in question D3.]

D4. (Other) What can you recall about the TV or online advertisements? SELECT ALL THAT APPLY

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
The individuals in the advertisements (talking about climate change and its effects)	10	40.0%	11	50.0%	21	44.7%
Visual aspects of the advertisements (statue of John Cabot, clothes blowing in the wind, black and white images, etc.)	6	12.8%
Informative aspects of the advertisements (plastic bottle use, rebate info, global issue, happening now, etc.)	9	19.1%
MMSB/reduce, reuse, recycle slogan
Website (TurnBackTheTide.ca)
Other
Total	25	100.0%	22	100.0%	47	100.0%

D5. Have you visited the website TurnBacktheTide.ca?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Yes	18	3.7%	8	1.8%	26	2.8%
No	463	95.7%	433	98.2%	896	96.9%
Don't know
Total	484	100.0%	441	100.0%	925	100.0%

[SUBSET: Respondents that DID NOT mention the Turn Back the Tide website in question D2.]

D6. What can you recall about the Turn Back the Tide website? SELECT ALL THAT APPLY

	St. John's CMA		Outside St. John's CMA		Total	
	N	%	N	%	N	%
Slogan - Turn Back the Tide	5	14.7%
Visual appeal (colourful, local images, etc.)
Interactive house
Good information (general)	8	23.5%
Information for homeowners
Information for businesses
Information for your community
Information on government action
Nothing	11	32.4%
Other (specify):	5	14.7%
Don't know
Total	22	100.0%	12	100.0%	34	100.0%

Totals may exceed 100% due to multiple responses. Final Results Compiled by the NLSA on 5/1/2014

[SUBSET: Respondents that 1) mentioned the Turn Back the Tide website in question D2, or 2) indicated they have visited the website in question D5.]

D7. Thinking of these different elements in the TV ads, online ads and website, have you changed your behavior as a result of information you have obtained from the Turn Back the Tide campaign?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Yes	46	16.4%	44	16.9%	90	16.6%
No	231	82.5%	208	79.7%	439	81.1%
Don't know	9	3.4%	12	2.2%
Total	280	100.0%	261	100.0%	541	100.0%

[SUBSET: Respondents that 1) mentioned Television, Online or the Turn Back the Tide website in question D2, or 2) recalled seeing the advertisements on TV or online in question D3, or 3) indicated they have visited the website in question D5.]

D8. Which behaviours have you changed? SELECT ALL THAT APPLY

	St. John's CMA		Outside St. John's CMA		Total	
	N	%	N	%	N	%
Recycling	21	45.7%	28	63.6%	49	54.4%
Composting	10	11.1%
Energy efficient lighting	5	10.9%	6	13.6%	11	12.2%
Programmable thermostats	5	5.6%
Energy star appliances	7	7.8%
Energy star windows
Insulated basement
Insulated attic
Alternative transportation (carpooling)	5	5.6%
Alternative transportation (public transportation/bus)
Alternative transportation (walking)	6	6.7%
Fuel efficient transportation (i.e., hybrid or fuel efficient)
Other (specify):	20	43.5%	19	43.2%	39	43.3%
Don't know	6	6.7%

Totals may exceed 100% due to multiple responses. Final Results Compiled by the NLSA on 5/1/2014

[SUBSET: Respondents that indicated they HAVE changed their behavior in question D7.]

D8. (Other) Which behaviours have you changed? SELECT ALL THAT APPLY

	St. John's CMA		Outside St. John's CMA		Total	
	N	%	N	%	N	%
Take measures to conserve energy (reduce lighting/thermostats/appliance use, etc.)	16	80.0%	11	57.9%	27	69.2%
Take measures to conserve water	7	17.9%
Drive less/refrain from letting vehicle idle	5	12.8%
Take measures to reduce trash/ensure proper disposal of waste	9	23.1%
Take measures to improve energy efficiency of dwelling (solar panels, extra insulation, new doors, etc.)
Use local/organic/environmentally friendly products/refrain from using products with harsh chemicals
Grow own vegetables/plant trees or shrubs to help reduce atmospheric carbon dioxide levels
Other

Totals may exceed 100% due to multiple responses. Final Results Compiled by the NLSA on 5/1/2014

D9a. Have you changed your behavior as a result of other information you have obtained on climate change and energy efficiency besides the Turn Back the Tide Campaign?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Yes	169	56.3%	116	42.8%	285	49.9%
No	125	41.7%	149	55.0%	274	48.0%
Don't know	6	2.0%	6	2.2%	12	2.1%
Total	300	100.0%	271	100.0%	571	100.0%

[SUBSET: Respondents that are aware of the Turn Back the Tide campaign, or have seen TV or Online advertisements or the website related to the campaign. (i.e. D1 = Yes or D2 = Yes or D5 = Yes)]

D9b. Have you changed your behavior as a result of information you have obtained on climate change and energy efficiency?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Yes	113	60.1%	84	48.3%	197	54.4%
No	71	37.8%	86	49.4%	157	43.4%
Don't know	7	1.9%
Prefer not to say
Total	188	100.0%	174	100.0%	362	100.0%

[SUBSET: Respondents that are NOT aware of the Turn Back the Tide campaign.]

D10. Which behaviours have you changed? SELECT ALL THAT APPLY

	St. John's CMA		Outside St. John's CMA		Total	
	N	%	N	%	N	%
Recycling	164	58.2%	93	46.5%	257	53.3%
Composting	35	12.4%	28	14.0%	63	13.1%
Energy efficient lighting	58	20.6%	52	26.0%	110	22.8%
Programmable thermostats	23	8.2%	14	7.0%	37	7.7%
Energy star appliances	29	10.3%	28	14.0%	57	11.8%
Energy star windows	31	11.0%	22	11.0%	53	11.0%
Insulated basement	24	8.5%	20	10.0%	44	9.1%
Insulated attic	22	7.8%	23	11.5%	45	9.3%
Alternative transportation (carpooling)	12	4.3%	10	5.0%	22	4.6%
Alternative transportation (public transportation/bus)	14	2.9%
Alternative transportation (walking)	20	7.1%	18	9.0%	38	7.9%
Alternative transportation (bicycling)	9	1.9%
Fuel efficient transportation (i.e., hybrid or fuel efficient vehicle)	30	10.6%	21	10.5%	51	10.6%
Other (specify):	153	54.3%	112	56.0%	265	55.0%
Don't know	10	2.1%
Prefer not to say

Totals may exceed 100% due to multiple responses. Final Results Compiled by the NLSA on 5/1/2014

[SUBSET: Respondents that indicated they have changed their behavior in question D9a or D9b.]

D9a. (Other) Which behaviours have you changed as a result of other information you have obtained on climate change and energy efficiency besides the Turn Back the Tide Campaign?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Take measures to conserve energy (reduce lighting/thermostats/appliance use, etc.)	54	59.3%	34	56.7%	88	58.3%
Take measures to conserve water	8	8.8%	6	10.0%	14	9.3%
Drive less/refrain from letting vehicle idle	10	11.0%	9	15.0%	19	12.6%
Take measures to reduce trash/ensure proper disposal of waste	12	13.2%	10	16.7%	22	14.6%
Take measures to improve energy efficiency of dwelling (solar panels, extra insulation, new doors, etc.)	9	9.9%	6	10.0%	15	9.9%
Use local/organic/environmentally friendly products/refrain from using products with harsh chemicals	9	6.0%
Grow own vegetables/plant trees or shrubs to help reduce atmospheric carbon dioxide levels
Use a specific home heating source (note opinions differed on whether electricity, oil or wood has the least impact)
Other	10	11.0%	8	13.3%	18	11.9%

Totals may exceed 100% due to multiple responses. Final Results Compiled by the NLSA on 5/1/2014

D9b. (Other) Which behaviours have you changed as a result of information you have obtained on climate change and energy efficiency?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Take measures to conserve energy (reduce lighting/thermostats/appliance use, etc.)	34	54.8%	25	48.1%	59	51.8%
Take measures to conserve water	6	5.3%
Drive less/refrain from letting vehicle idle	11	17.7%	8	15.4%	19	16.7%
Take measures to reduce trash/ensure proper disposal of waste	8	12.9%	5	9.6%	13	11.4%
Take measures to improve energy efficiency of dwelling (solar panels, extra insulation, new doors, etc.)	9	14.5%	9	17.3%	18	15.8%
Use local/organic/environmentally friendly products/refrain from using products with harsh chemicals
Grow own vegetables/plant trees or shrubs to help reduce atmospheric carbon dioxide levels
Use a specific home heating source (note opinions differed on whether electricity, oil or wood has the least impact)	9	7.9%
Other	12	10.5%

Totals may exceed 100% due to multiple responses. Final Results Compiled by the NLSA on 5/1/2014

SECTION E – DEMOGRAPHICS

E1. Please indicate your gender.

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Female	240	49.2%	236	53.0%	476	51.0%
Male	248	50.8%	209	47.0%	457	49.0%
Total	488	100.0%	445	100.0%	933	100.0%

E2. Which of the following categories best describes your age? SELECT ONE RESPONSE ONLY

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
18 to 24	17	3.5%	13	2.9%	30	3.2%
25 to 34	91	18.6%	43	9.7%	134	14.4%
35 to 44	111	22.7%	61	13.7%	172	18.4%
45 to 54	101	20.7%	102	22.9%	203	21.8%
55 to 64	89	18.2%	95	21.3%	184	19.7%
65 or older	77	15.8%	131	29.4%	208	22.3%
Prefer not to say
Total	488	100.0%	445	100.0%	933	100.0%

E3. What is the highest level of education you have completed? SELECT ONE RESPONSE ONLY

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Less than high school diploma	32	6.6%	100	22.5%	132	14.1%
High school diploma	84	17.2%	122	27.4%	206	22.1%
Some university/college/trade school	46	9.4%	29	6.5%	75	8.0%
College/trade school diploma/certificate	157	32.2%	120	27.0%	277	29.7%
Undergraduate/bachelors degree (BA, BSc, BEng, etc.)	105	21.5%	51	11.5%	156	16.7%
Graduate/masters degree (MA, MSc, MEng, etc.)	60	12.3%	17	3.8%	77	8.3%
Other (specify):	9	1.0%
Prefer not to say
Total	488	100.0%	445	100.0%	933	100.0%

E4. What is your current marital status? SELECT ONE RESPONSE ONLY

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Single (never married)	106	21.7%	58	13.0%	164	17.6%
Married	264	54.1%	275	61.8%	539	57.8%
Separated	13	2.7%	8	1.8%	21	2.3%
Divorced	39	8.0%	30	6.7%	69	7.4%
Common law	41	8.4%	35	7.9%	76	8.1%
Widowed	23	4.7%	38	8.5%	61	6.5%
Prefer not to say
Total	488	100.0%	445	100.0%	933	100.0%

E5. Do you have children under the age of 18 currently living at home?

	St. John's CMA	Outside St. John's	Total
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			CMA			
	Count	%	Count	%	Count	%
Yes	186	38.1%	114	25.6%	300	32.2%
No	302	61.9%	331	74.4%	633	67.8%
Total	488	100.0%	445	100.0%	933	100.0%

E6. Do you own your own home?

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Yes	377	77.3%	374	84.0%	751	80.5%
No	111	22.7%	71	16.0%	182	19.5%
Total	488	100.0%	445	100.0%	933	100.0%

E7. Which of the following best describes your total household income before taxes and deductions in 2013? SELECT ONE RESPONSE ONLY

	St. John's CMA		Outside St. John's CMA		Total	
	Count	%	Count	%	Count	%
Less than \$30,000	64	13.1%	130	29.2%	194	20.8%
\$30,000 to less than \$60,000	116	23.8%	123	27.6%	239	25.6%
\$60,000 to less than \$90,000	90	18.4%	71	16.0%	161	17.3%
\$90,000 or more	182	37.3%	88	19.8%	270	28.9%
Don't know	7	1.4%	11	2.5%	18	1.9%
Prefer not to say	29	5.9%	22	4.9%	51	5.5%
Total	488	100.0%	445	100.0%	933	100.0%

... Suppressed due to confidentiality or data quality (Count < 5)